

Comcast Samples

"My time at Comcast forged my strengths in user experience work centered around helping consumers conveniently access and maintain autonomous control of their information and services. It was a great pleasure to repeatedly translate direct customer feedback into product design improvements which increased experiential satisfaction and brand trust."

Xfinity Privacy Center

Client: Comcast Corporation

Role: Creative direction and UX strategy

Team: 4 designers, 1 copywriter, 2 researchers

Timeline: 6 months

SCOPE

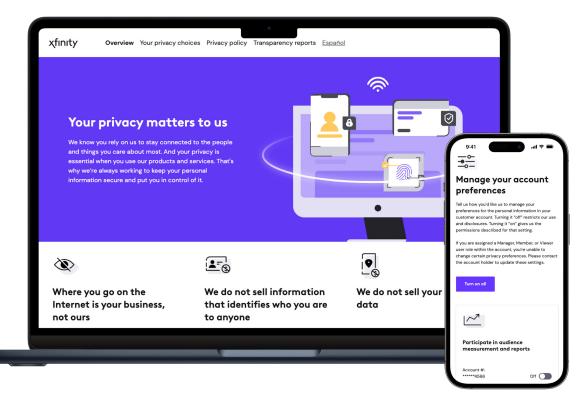
Comprehensive experience for learning about and managing corporate data privacy.

SUMMARY

Leveraged new design system to create an informational microsite, including multi-tenant consumer flows for downloading, deleting, and correcting personal information. Worked in lock step with Product, Engineering, and Legal partners to create a research-driven experience dedicated to educating consumers about Comcast's data privacy stance, as well as utility flows for managing personal information and preferences (Cookies, SPI, etc.).

RESULT

The company was able to align with emerging legislative and ethical standards by introducing a valuable new service, increasing brand trust for those impacted by the use of their personal information.



SKILLS

- Design team leadership and resource management
- Strong partnership with Legal, Product, and Engineering
- Art direction and content/UX strategy
- UX research and usability testing
- UI/interaction design, wireframing, and prototyping
- Content strategy and CMS planning
- Executive presentations

VISIT:

https://xfinity.com/privacy >

We are committed to protecting your privacy



Where you go on the Internet is your business, not ours

As your Internet Service Provider, we do not track As your internet service Provider, we do not track the websites you visit or apps you use through your broadband connection. Because we don't track that information, we don't use it to build a profile about you, and we have never sold that information to



We believe strong cybersecurity is essential to privacy

We help protect you with multiple layers of security we neip protect you with multiple layers of security that automatically detect and block hundreds of thousands of cyber events every second and a team of security experts who work to protect you 24 hours a day, 365 days a year.



2-8

We give you tools and support to help you stay safe online

We do not sell information that

We provide Internet customers with free security we provide internet customers with free security software and tools, like multi-factor authentication and give you access to free online tips and advice and an Xfinity security and privacy team to help protect you and your family from cyber threats.



•

We do not sell your

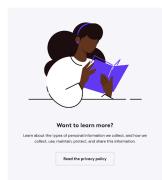
We don't sell, and have never sold, your location

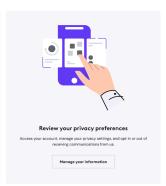
location data

•

You control your information

The Xfinity Privacy Center offers features where you can download, correct and delete your personal information. You are also able to opt in or out of a number of settings and programs. In addition, if you choose to participate in non-Xfinity programs that require us to provide information that identifies who you are to others, we will do this if you direct us to









<u></u>

Manage your account preferences

Tell us how you'd like us to manage your preferences for the personal information in your customer account. Turning it "off" restricts our use and disclosures. Turning it "on" gives us the permissions described for that setting.

If you are assigned a Manager, Member, or Viewer user role within the account, you're unable to change certain privacy preferences. Please contact the account holder to update these settings.

Ryan Johnson



Participate in audience measurement and reports On



Share information with Comcast companies

within the Comcast family of businesses.

We may share information we collect about your household with separate Comcast companies that do not share the Xfinity brand. The information we share is at the household level and does not identify you or include your address. Our affiliates may use this information for research, analytics and

Hide details



See personalized ads online and on TV

Choose whether some of the ads we provide on our websites and mobile apps and in your video programming are personalized based on your interests.

Show details



Allow personalized ads on Xumo Stream Box from On Xfinity

personalized based on your interests, including those served in third party apps on your Xumo Stream Box from Xfinity.



If you have any linked accounts, this setting will be applied to all accounts.

Show details

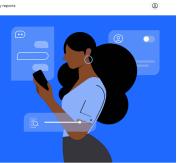
Back to Privacy Center



your choices

Xfinity Overview Your privacy choices Privacy policy Transparency reports

Your information, your privacy,





Customer account choices

When you subscribe to our Services information linked to your account may be use or shared to conduct audience measurement perform analytics, or deliver personalized advertising. You can opt out of all the activities described here through a single click or manage them individually by signing in to your account.

Xumo account holders



Sensitive personal information preferences

We do not sell information that identifies who you are to anyone, including sensitive personal information like race, ethnicity, political affiliation, or philosophical beliefs. Sensitive personal information collected, used, or stored by Comcast is used to support activities like by Comcast is used to support activities like personalized recommendations, marketing and advertising, and security and fraud monitoring. You may choose to limit use of this information for marketing, advertising, and new product development at any time.



Cookie preferences

Like many companies, we use cookies and other common tracking technologies (Cookies) to improve our Services, optimize and analyze your experience on our Services, and serve ads elevant to your interests. You may choose which Cookies to allow and can change your preferences at any time.

Control which Cookies are stored by our websites in your browser and set preferences for how advertisers customize the ads you see on this device.



Device and App Settings

There may be additional privacy prefer available to you on your Xfinity equipment and

Xfinity Flex boxes



Communications from Xfinity

Tell us how you'd like us to communicate with you, e.g., phone, email, etc.

Decide what Xfinity marketing offers you'd like



Download, delete, or correct your personal information

Certain states give their residents a legal right to download, delete, or correct their personal information, but all Xfinity customers can make



Learn more about data brokers

We may obtain information about you from other companies, sometimes called "data brokers." Although you can opt out of our use or sharing of your information, changes to your settings do not apply to these other companies.

You can review a list of the companies that may provide us with this You can review a list of the companies that may provide us with in information. To learn more about these companies' use or sharing of your information and your choices, visit their websites. You can also read about data brokers on California's or Vermont's data broker registries anytime.

Simple things you can do to protect your information



Strengthen your passwords

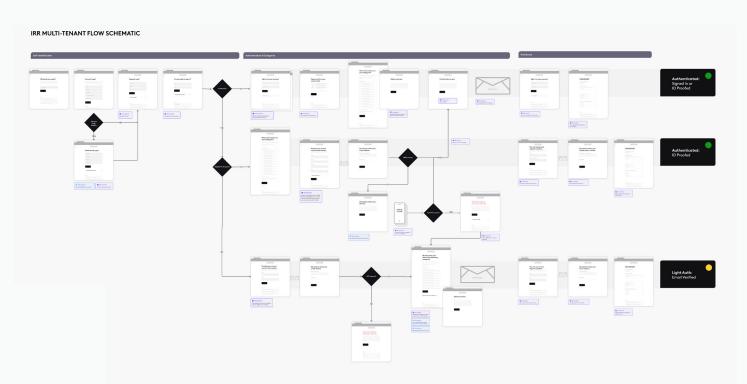
Check the strength of your passwords, store passwords safely, and employ best practices to keep your accounts secure.

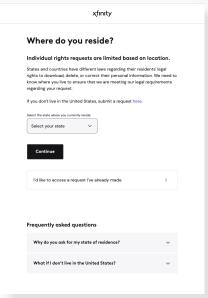


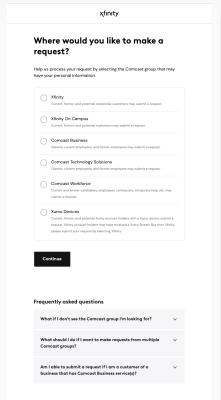
Enable two-step verification

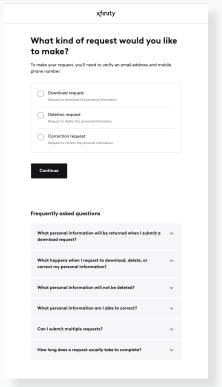
Use two-step verification to add an extra line of defense against potential

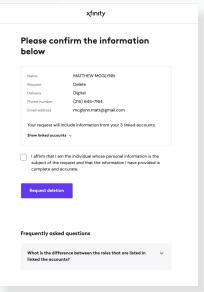
Enable now

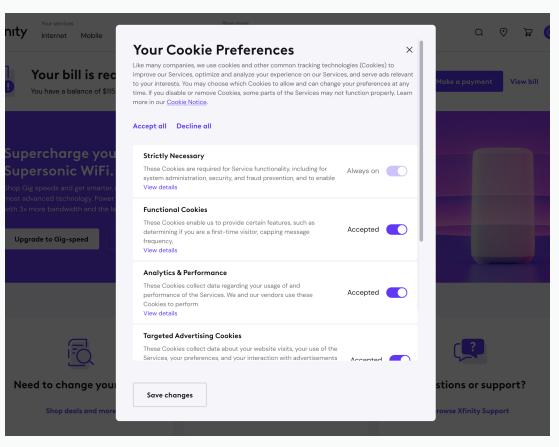


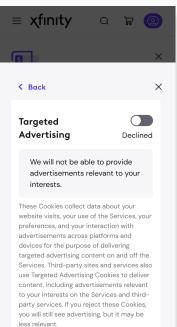


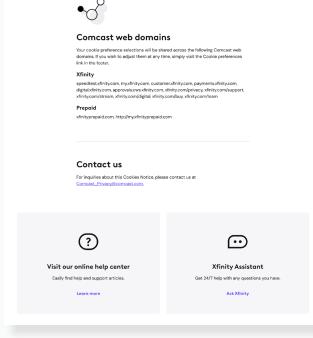














What are cookies?

Like many companies, we use cookies (small files placed on your computer or device) and other common tracking technologies on the Services, including HTTP cookies, HTML5 and Flash local storage/flash cookies, web beacons/GIFs, embedded scripts, ETags/cache browsers, and software development kits (referred to together from this point forward as "Cookies," unless otherwise stated).

First-party cookies

First-party Cookies are those that we place directly on the Services (including through the use of service providers) and we use them to enable the Services and the features and to assist in analytics activities.

Third-party cookies

Certain third parties may place their Cookies on your device and use them to recognize your device when you visit the Services and when you visit other websites or online services. These third parties collect and use this information pursuant to their own privacy policies. Third-party Cookies enable certain features or functionalities, and advertising, provided on and off the Services.

Type of cookies

The Services use the following types of first and third-party Cookies for these purposes:

- Strictly necessary cookies: These Cookies are required for Service functionality, including for system administration, security, and fraud prevention, and to enable any purchasing capabilities. You can set your browser to block these Cookies, but some parts of the site may not function properly.
- Analytics and performance cookies: These Cookies collect data regarding your usage of and performance of the Services. We and our vendors use these Cookies to perform analytics, to improve the content and user experience, for statistical purposes, to improve the Services, and develop new ones. They are also used to recognize your device across platforms and devices for the above purposes.
- Functional cookies: These Cookies enable us to provide certain features, such as determining if you are a first-time visitor, capping message frequency, remembering choices you have made (e.g., your language preferences, time zone), and assist you with logging in after registration (including across platforms and devices). Data collected under this category can also be used to select and del content, such as news articles and videos, and measure the delir
- Targeted advertising cookies: These Cookies collect data abou visits, your use of the Services, your preferences, and your interest advertisements across platforms and devices for the purpose of advertising content on and off the Services. Third-party sites an Targeted Advertising Cookies to deliver content, including adverto your interests on the Services and third-party services. If you Cookies, you will still see advertising, but it may be less relevant
- Social media cookies: Social media platforms place these cook to enable you to share content with your friends and networks. platforms have the ability to track your online activity outside o

We and third parties may associate information collected from Ans Performance Cookies, Functional Cookies, Targeted Advertising Coo Media Cookies with other information about you.



Cookie management

You can use the methods described below to manage Cookies. You must take these steps on each browser or device that you use. If you replace, change, or upgrade your browser or device, or delete your cookies, you may need to use these opt-out tools

Cookie Preferences

To opt out of our use of certain Cookies, go to the Cookie Preferences footer link on our sites. You can got out of most Cookies, including Cookies used to deliver targeted advertising, but you will not be able to opt out of Strictly Necessary Cookies. Please review the Cookie Preferences Domain Families (to be updated based on what we call this section below to see which of our sites have been grouped together for the purpose of Cookie Prefere

Browser controls

You may be able to disable and manage some Cookies through your browser settings. If you use multiple browsers on the same device, you will need to manage your settings for each browser. Please click on any of the below browser links for ins

Apple Safari

If the browser you use is not listed above, please refer to your browser's help menu for information on how to manage Cookies. Please be aware that disabling Cookies will not disable other analytics tools we may use to collect information about you or your use

Analytics provider opt-outs

To disable analytics Cookies you can use the browser controls discussed above or for some of our providers, you can use their individual opt-out mechanisms. Please visit the Xfinity Privacy Preferences Center to learn more

Flash local storage

These cookies are also known as local shared objects and may be used to store your preferences or display content by us, advertisers, and other third-parties. Flash cookies need to be deleted in the storage section of your Flash Player Settings Manager. Learn more about deleting these cookies Learn more about deleting these

Targeted advertising

Most third-party advertisers offer a way to opt out of their targeted advertising. For more information or to opt out of receiving targeted advertising from participating third-party advertisers, please visit the Xfinity Privacy Preferences Center.

You can also opt out of some of our advertising network providers by visiting their opt-

Google's Opt-Out Page

Facebook's Opt-Out Page

Twitter Privacy Policy

Twitter's Opt-Out Page

Customer Identity Management

Client: Comcast Corporation

Role: Creative direction and UX strategy

Team: 2 designers, 1 copywriter, 2 researchers

Timeline: 2 years

SCOPE

Design-led evolution of a robust platform for identity management and authentication leveraged across multiple digital products.

SUMMARY

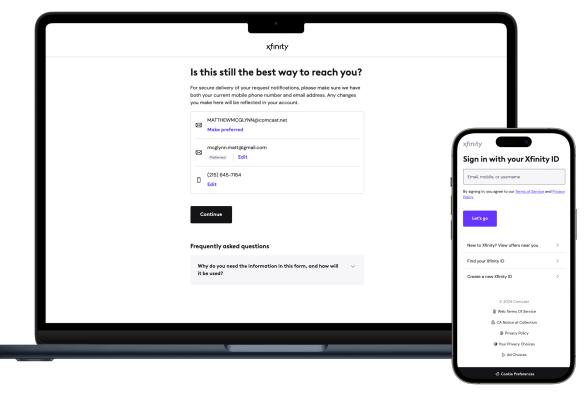
Championed a multi-year effort to bring experiential consistency and modernized standards to an antiquated enterprise-level system.

FEATURES

• Step-up and Passwordless authentication

RESULT

Perceived friction during user flows for authentication and verification was drastically reduced. An ideal balance of newfound convenience, familiarity, and increased security produced a higher overall net promoter sentiment among customers.



SKILLS

- Design team leadership and resource management
- Strong partnership with Security, Product, and Engineering
- Art direction and content/UX strategy
- UX research and usability testing
- Ul/interaction design, wireframing, and prototyping
- Lean documentation and agile iteration
- Feature planning and requirements gathering

VISIT:

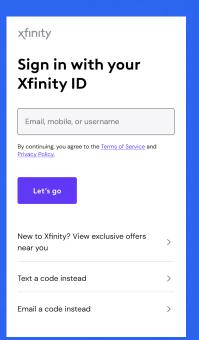
https://login.xfinity.com/login >

xfinity môbile Get America's most reliable 5G network for up to half the cost of Verizon

Get your first line of unlimited wireless for \$45/mo.

Xfinity Internet required. Reduced speeds after 20 GB.

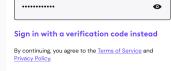




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(267) 101-1015

Enter your password



Sign in

Sign in as someone else

xfinity



Next time, skip the password

Sign in to Xfinity using just your fingerprint or face. Your privacy is important, which is why Xfinity doesn't access or store your biometrics.

Turn on biometric sign-in

Ask me later

What is biometric sign-in?

xfinity



Sign in just got easier

From now on, you can use that biometric to sign in on this device. You'll no longer need to verify via push notification or code. Turn this feature off anytime in your account settings.

Continue

Secure Multifactor Authentication

Client: Comcast Corporation

Role: Creative direction and UX strategy

Team: 3 designers, 1 copywriter, 2 researchers

Timeline: 6 months

SCOPE

Research-driven campaign to improve customer security and reduce identity fraud.

SUMMARY

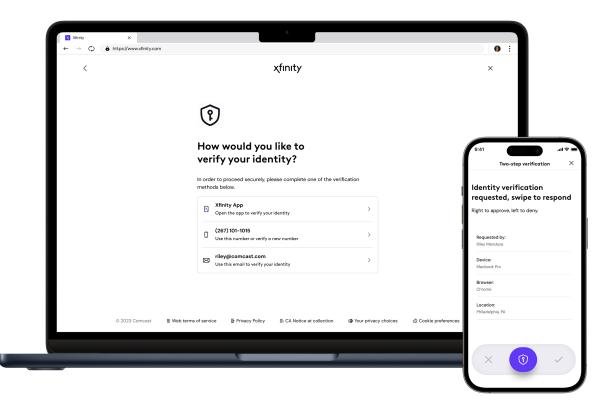
Introduction of multi-screen experience allowing customers to approve or deny requested access to their account and services.

FEATURES

- Biometric enrollment, management, and usage
- Contact method verification via one-time passcode

RESULT

Successfully reduced digital fraud while increasing brand trust and experiential satisfaction. Assisted in launching campaigns to educate customers and employees about the importance of cybersecurity.



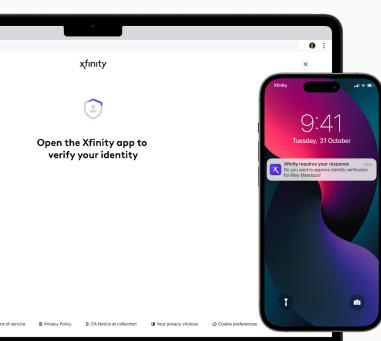
SKILLS

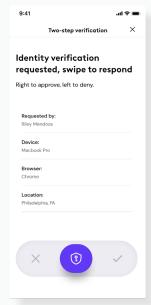
- Design team leadership and resource management
- Strong partnership with Security, Product, and Engineering
- Art direction and content curation
- UX research and usability testing
- UI/interaction design, wireframing, and prototyping
- Lean documentation and agile iteration
- Balancing UX and cybersecurity standards

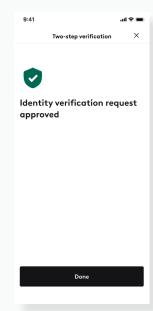
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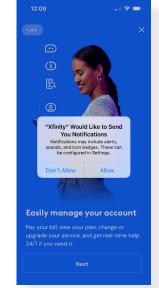
View the prototype >

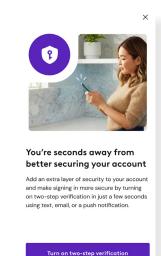




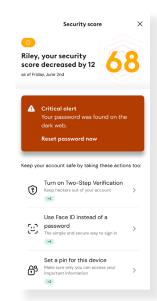


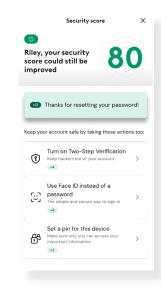














Protect your account with Two-Step Verification



Stay in the know, keep hackers out

Get notified when anyone is trying to sign in to your account without permission.



Approve requests with a tap

With push notifications turned on, you can simply approve sign in requests without the hassle of verification codes.



Keep it simple and secure with Face ID

Enjoy peace of mind by knowing your information is safe. With biometrics enabled, only you will be able to access your account on this device.

Turn on Two-Step Verification

Customer Service and Account App

Client: Comcast Corporation

Role: Creative direction and UX strategy

Team: 4 designers, 2 copywriters, 2 researchers

Timeline: 1 year

SCOPE

Customer-feedback focused feature development of account management sections in customer-facing mobile app with millions of active users.

SUMMARY

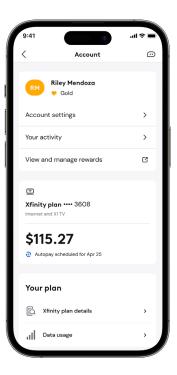
Worked in concert with product and engineering stakeholders to collectively evolve the feature set of a robust digital account management experience.

FEATURES

- Bill/Payment settings Identity/Auth/Profile settings
- Xfinity mobile cell phone service management
- Help and Troubleshooting Notifications settings
- Feature adoption and promotion

RESULT

Empowered customers with complete control over key account functions, significantly reducing the need for interaction with support agents.





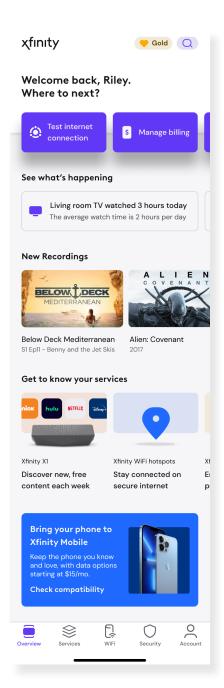


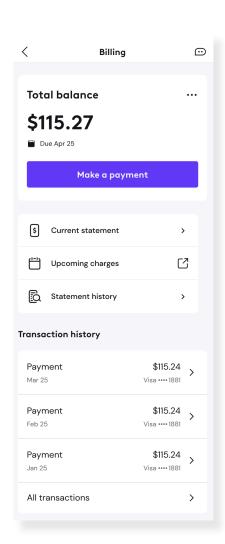
SKILLS

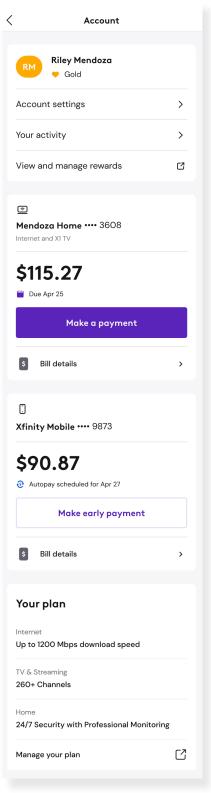
- Design team leadership and resource management
- Strong partnership with Product and Engineering
- Art direction and content curation
- UX research and usability testing
- UI/interaction design, wireframing, and prototyping
- Lean documentation and agile iteration
- Sophistication of emerging design system

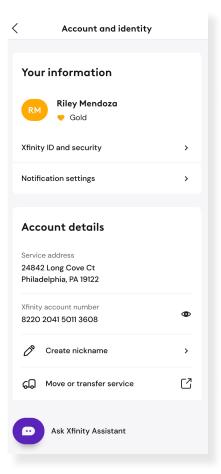
VISIT:

Download the app >









Digital Checkout Flow

Client: Comcast Corporation

Role: Creative direction and UX strategy

Team: 4 designers, 1 copywriter, 2 researchers

Timeline: 8 months

SCOPE

Complete redesign of antiquated online commerce and account setup experience for new and existing customers.

SUMMARY

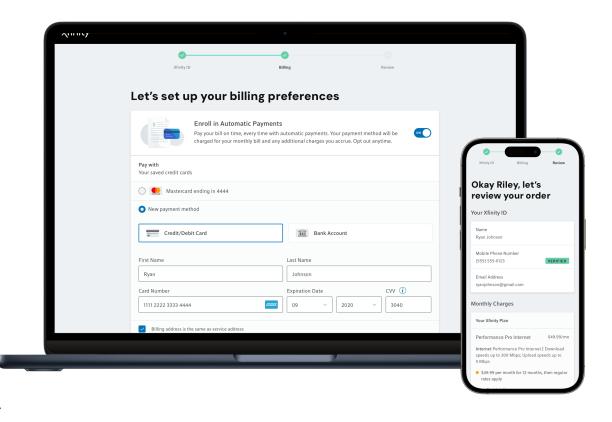
Completely redesigned the eCommerce flow; including steps for account setup, billing preferences, identity verification, and order review.

FEATURES

- Bank account, debit/credit card capture
- Inline marketing modules
- Cart navigation

RESULT

Successfully increased sales conversion and customer satisfaction rates by reducing friction and cognitive load. Improved fraud prevention while exceeding business goals for adoption of automatic payments and paperless billing.



SKILLS

- Design team leadership and resource management
- Strong partnership with Sales, Product, and Engineering
- Art direction and content curation
- UX research and usability testing
- UI/interaction design, wireframing, and prototyping
- Lean documentation and agile iteration
- Balancing UX and eCommerce standards

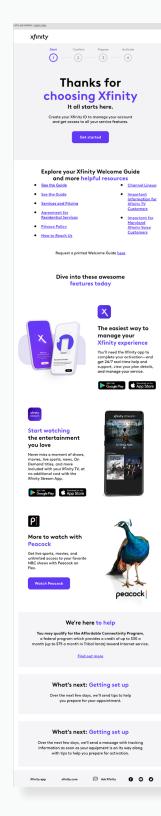
xfinity Save money on your monthly bill with simple and secure billing Enroll in paperless billing and automatic payments with a credit card for a \$5/mo discount, or a bank account for a \$10/mo discount Let's set up your billing preferences Set up automatic payments, or make monthly payments yourself. Pay on time, every time with automatic payments: No credit check or Social Security number needed \$5/mo off with credit card, \$10/mo off with bank account Easily manage your payment preferences anytime DUE TODAY \$ \$0.00 prepayment bill after activation. If services are not activated, you will be refunded. PREFERRED PAYMENT METHOD **Bank Account** Credit/Debit Card Account Type Routing Number Billing address is different from service address. Go paperless Cut down on waste by viewing your bill online. We'll email monthly reminders to On rileymendoza@gmail.com.

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Ok Riley, let's review your order YOUR XFINITY ID Riley Mendoza Email Address √ verified rileymendoza@gmail.com Mobile Phone Number (555) 555-1234 Service Address 789 Street Rd, Anytown, PA 19003 XFINITY RESIDENTIAL MONTHLY CHARGES Your Xfinity Residential Plan \$35.00/mo Internet: Connect | Download speeds up to 150 Mbps; Upload speeds up to 20 Mbps $* \$35.00/mo \ for \ first \ 12 \ months, then \$55.00/mo \ for \ months \ 13-24, then \ regular \ rates \ apply \ (\ currently \$68.00/mo \)$ Your pricing includes a \$5 monthly discount for enrolling in Paperless Billing and Automatic Payments using a credit or debit card. Connect Included Equipment & Services Customer Owned Equipment \$0.00/mo Taxes, Surcharges And Fees * Estimated Taxes, and Government & Other Fees Autopay & Paperless discount \$-5.00/ma Xfinity Residential monthly total * \$30.00/mo ■ MasterCard ending in 0263 Paying with See Pricing Details ONE-TIME CHARGES Xfinity Residential Plan \$50.00 Professional Installation \$50.00 ORDER SUMMARY Xfinity residential monthly total \$30.00/mo Automatic Payment ☐ MasterCard ending in 0263 Paperless Billing cosmicrusader@gmail.com



Thanks for choosing Xfinity It all starts here. Create your Xfinity ID to manage your account and get access to all your service features. Get started

Explore your Xfinity Welcome Guide and more helpful resources

- See the Guide
- See the Guide
- Services and Pricing
- Agreement for Residential Services
- Privacy Policy
- How to Reach Us

- Channel Lineup
- Important
 Information for
 Xfinity TV
 Customers
- Important for Maryland Xfinity Voice Customers

Request a printed Welcome Guide here

Dive into these awesome features today





The easiest way to manage your Xfinity experience

You'll need the Xfinity app to complete your activation—and get 24/7 real-time help and support, view your plan details, and manage your service.







Start watching the entertainment you love

Never miss a moment of shows, movies, live sports, news, On Demand titles, and more included with your Xfinity TV, at no additional cost with the Xfinity Stream App.

Google Play







More to watch with Peacock

Get live sports, movies, and unlimited access to your favorite NBC shows with Peacock on Flex.

Watch Peacock



We're here to help

You may qualify for the Affordable Connectivity Program, a federal program which provides a credit of up to \$30 a month (up to \$75 a month in Tribal lands) toward Internet service.

Find out more

What's next: Getting set up

Over the next few days, we'll send tips to help you prepare for your appointment.

What's next: Getting set up

Over the next few days, we'll send a message with tracking information as soon as your equipment is on its way along with tips to help you prepare for activation.