

Our Current Cascade

Reliability Engineering Design Team

What is our winning aspiration?

Complex information delivered simply to solve problems quickly. We deliver the go-to tools for Comcast and partner's top tier support.

Where will we play?

Customer: Tier 2-4 Advanced engineers and customer care agents.

Channel: Technical and customer care support networks for Comcast and our Partners.

Product: Applications that give detailed information about the current state and history of a customer's Comcast products and services.

Geography: We service any area where Comcast devices and services are deployed.

How will we win?

We are winning against the 6-8 years of ad hoc design and development that has produced a mixed bag of successful products. We don't have direct competitors, but 3rd party options are growing.

Differentiation Build consistent quality and cohesive design across our primary troubleshooting tools resulting in strong user approval ratings and **quickest and most accurate tools to resolve problems** by 2021, leveraging an evidence-based design practice and a well-managed design system to support an efficient yet still innovative design and development process.

- Open door relationship with users, SME's and stakeholders. Collaboration builds Influencers.
- No application training required. Our tools will match users mental models and be easy to learn.
- Quickest and most accurate data.
- Least time to mitigate problems for technically advanced.
- A suite of products integrated seamlessly to cover end to end troubleshooting needs.

What capabilities must we have?

- Strong design and front-end development skills. Ability to support teams with little to no supervision.
- Design systems and branding expertise.
- Design leaders. Able to work independently and collaboratively across products.
- Research leaders. Explore new opportunities independently and collaboratively across products.
- Healthy open-mindset, continuous learning, experimental, collaborative culture.
- Design Thinking & Lean UX Champions throughout all levels of the organization.

What management systems do we need?

- Design System management team.
- Research Manager to provide guidance across products and governance of findings, insights, and recommendations.
- Front End Manager to provide guidance across products and governance of implementation.
- Design Director to provide thought leadership, team development and oversight.

What Is Our Winning Aspiration?

Complex information delivered simply to solve problems quickly. We deliver the go-to tools for Comcast and Partner's top tier support.

We simplify the complex information available about the state of a customer's products and services, so that decisions can be made effectively and disruptions in service can be resolved quickly.

Our agents will feel like *superheroes* with new problem solving abilities.



Where Will We Play?

We compete in the technical troubleshooting space of Reliability Engineering. We let users know what is happening with service delivery from the head-end to inside a customer premise in real time.

Customer

Tier 2-4 Advanced engineers and customer care agents.

Channel

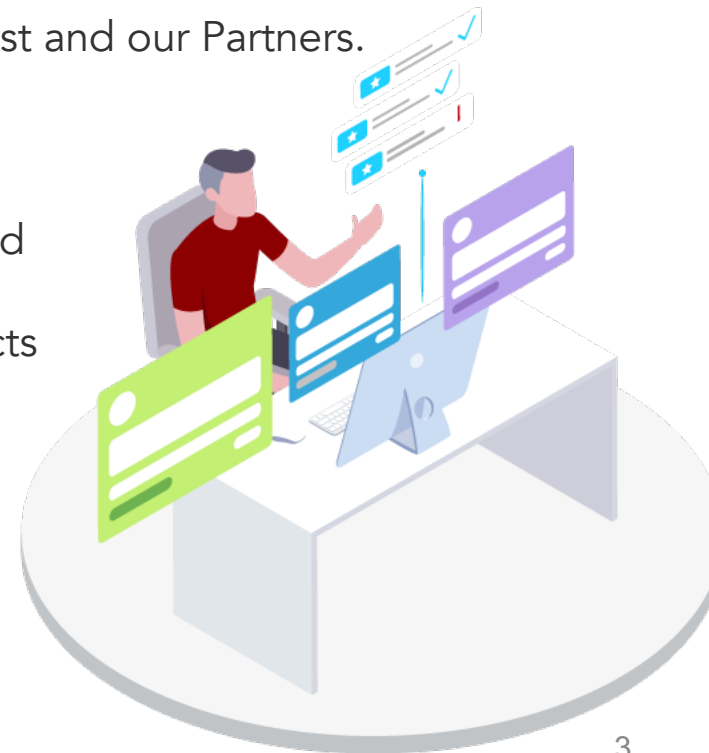
Technical and customer care support networks for Comcast and our Partners.

Product

- Tools that give detailed information about the current state and history of a customer's Comcast products and services.
- Services that support the reliability of Comcast products and services.

Geography

We service any area where Comcast devices and services are deployed.



How Will We Win?

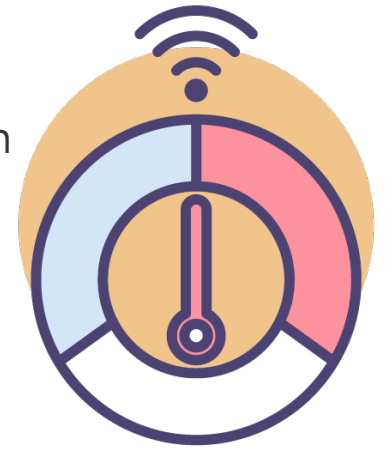
Well-designed, easy to learn, integrated products that are information rich, alerting users to critical problems, potential concerns and possible solutions.

We will provide the quickest and most accurate tools to resolve problems.



Well-designed products will ...

- Enable quicker time to resolution to better serve our customers and increase customer satisfaction
- Reduce truck rolls by giving care agents more information and more capabilities to remediate customer issues
- Quickly identify problems that should be escalated to operations/engineering for remediation
- Minimize Comcast liability with early identification and remediation of potential larger problems before they happen



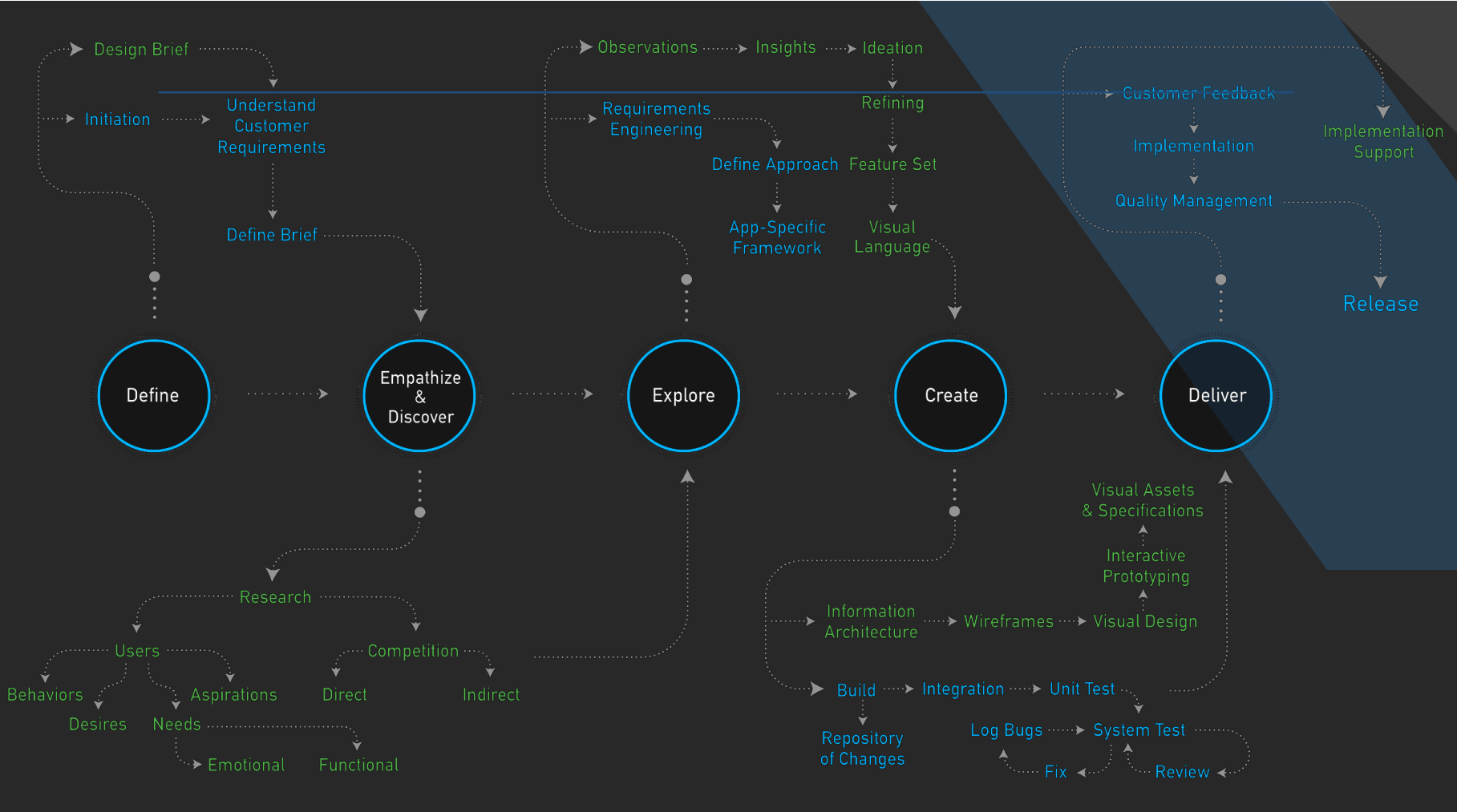
Which Capabilities Must We Have?

An evidence-based design practice and collaborative design and development process that leverages a well-managed design system will bring consistent quality and cohesive design across products and result in strong user approval ratings.

- Very Experienced: Front-End Development, Design, Research
- Evidence-based design: Quantitative and Qualitative understanding of our users' goals, needs and context
- All products have a Designer. Design, Dev, and Product embrace continuous change and continuous processes together
- Well-managed Design System
- Healthy open-mindset, continuous learning, experimental, collaborative culture.
- Design Thinking & Lean UX Champions throughout all levels of the organization.



OUR PROCESS



What Management Systems Do We Need?

- **Design Director:** Provides thought leadership, team development and oversight.
- **User Research Manager:** Provides assistance across products and also owns research agenda that extends across the Reliability Engineering troubleshooting domain including partners.
- **Design System Management Team**
- **User Experience Front-End Development Team:** SME's in front-end and user interface design to support product teams in best practices for implementing designs.
- **RE Leadership Champions:** We need public and positive support from all levels of RE leadership, especially covering domains of Development, Architecture and Product to be successful with culture change.

