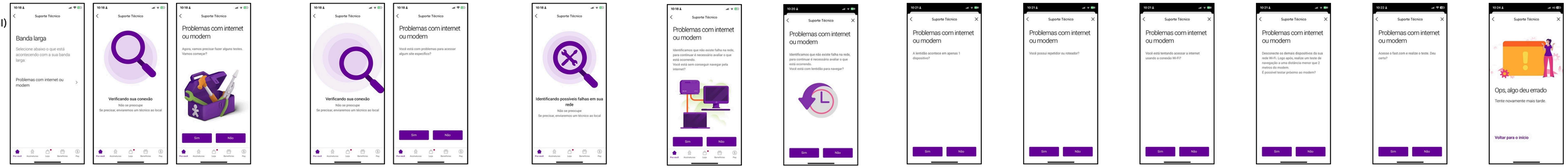
Hello,

My name is Rodolfo, but you can call me Ru. I'm a UX Writer based in São Paulo, Brazil.

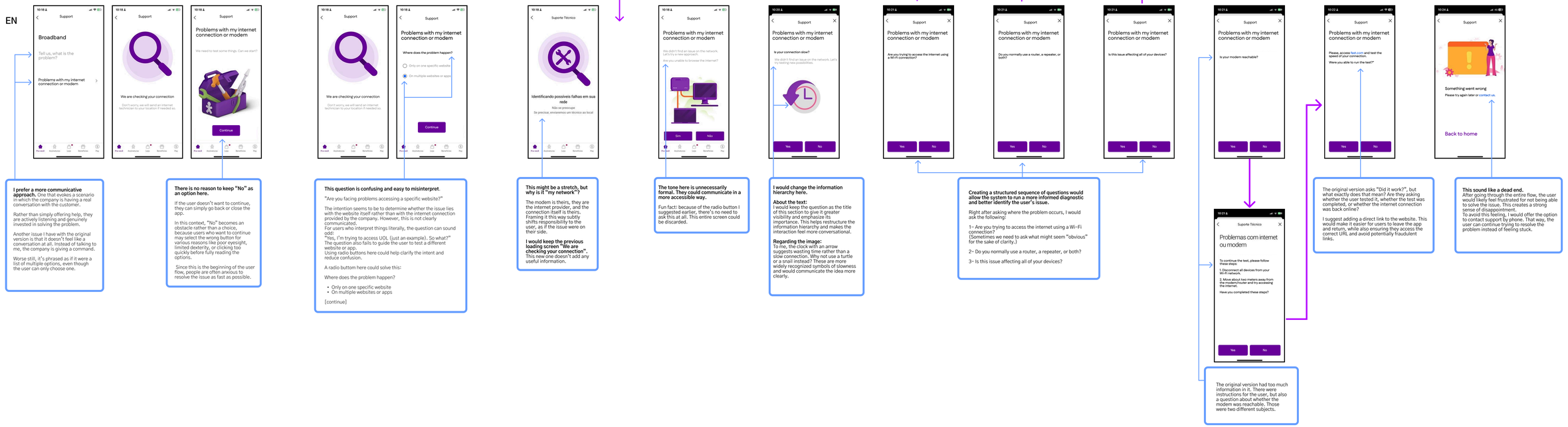
Right now, we are going through a difficult period due to power outages, and I've been having issues with my internet provider. Because of that, I've been using their app (Vivo) quite frequently lately.

So here I am, struggling to maintain a stable connection. I opened their app and started looking for support...

PTBR (original)



EN



I prefer a more communicative approach. One that evokes a scenario in which the company is having a real conversation with the customer.

Rather than simply offering help, they are actively listening and genuinely invested in solving the problem.

Another issue I have with the original version is that it doesn't feel like a conversation at all. Instead of talking to me, the company is giving a command.

Worse still, it's phrased as if it were a list of multiple options, even though the user can only choose one.

There is no reason to keep "No" as an option here.

If the user doesn't want to continue, they can simply go back or close the app.

In this context, "No" becomes an obstacle rather than a choice, because users who want to continue may select the wrong button for various reasons like poor eyesight, limited dexterity, or clicking too quickly before fully reading the options.

Since this is the beginning of the user flow, people are often anxious to resolve the issue as fast as possible.

This question is confusing and easy to misinterpret.

"Are you facing problems accessing a specific website?"

The intention seems to be to determine whether the issue lies with the website itself rather than with the internet connection provided by the company. However, this is not clearly communicated.
For users who interpret things literally, the question can sound odd: "Yes, I'm trying to access UOL (just an example). So what?"
The question also fails to guide the user to test a different website or app.
Using radio buttons here could help clarify the intent and reduce confusion.

A radio buttom here could solve this:

Where does the problem happen?

- Only on one specific website
- On multiple websites or apps

[continue]

This might be a stretch, but why is it "my network"?

The modem is theirs, they are the internet provider, and the connection itself is theirs. Framing it this way subtly shifts responsibility to the user, as if the issue were on their side.

I would keep the previous loading screen "We are checking your connection". This new one doesn't add any useful information.

The tone here is unnecessarily formal. They could communicate in a more accessible way.

Fun fact: because of the radio button I suggested earlier, there's no need to ask this at all. This entire screen could be discarded.

I would change the information hierarchy here.

About the text:
I would keep the question as the title of this section to give it greater visibility and emphasize its importance. This helps restructure the information hierarchy and makes the interaction feel more conversational.

Regarding the image:
To me, the clock with an arrow suggests wasting time rather than a slow connection. Why not use a turtle or a snail instead? These are more widely recognized symbols of slowness and would communicate the idea more clearly.

Creating a structured sequence of questions would allow the system to run a more informed diagnostic and better identify the user's issue.

Right after asking where the problem occurs, I would ask the following:

1- Are you trying to access the internet using a Wi-Fi connection?
(Sometimes we need to ask what might seem "obvious" for the sake of clarity.)

2- Do you normally use a router, a repeater, or both?

3- Is this issue affecting all of your devices?

The original version asks "Did it work?", but what exactly does that mean? Are they asking whether the user tested it, whether the test was completed, or whether the internet connection was back online?

I suggest adding a direct link to the website. This would make it easier for users to leave the app and return, while also ensuring they access the correct URL and avoid potentially fraudulent links.

This sound like a dead end.
After going through the entire flow, the user would likely feel frustrated for not being able to solve the issue. This creates a strong sense of disappointment.
To avoid this feeling, I would offer the option to contact support by phone. That way, the user can continue trying to resolve the problem instead of feeling stuck.

The original version had too much information in it. There were instructions for the user, but also a question about whether the modem was reachable. Those were two different subjects.