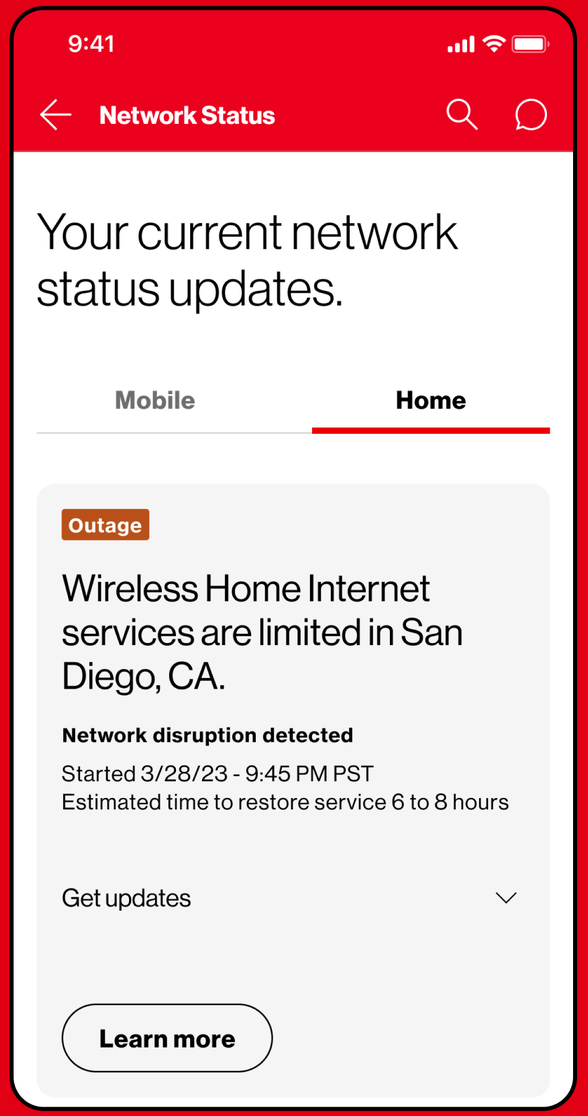
verizon

Helping customers understand network disruptions.

The Network Status Hub and outage map on Verizon.com and in My Verizon.

Raj Shah · Senior Experience Designer · September 2023 - June 2025



The hub gave customers another way to get answers.

1.48%

fewer network-connection support calls

3-6 million

reported monthly users across notifications and the outage map. Reach varies with network events.

March 2024 - March 2025

Product Owner-reported result for the Network Status Hub.

The call reduction belongs to the hub. The map has no separately measured call-reduction result in this case study.

I took the work from a service blueprint to the screens.

What I inherited

A colleague had defined the service blueprint and how notification channels led to one hub.

What I designed

The hub, event tiles and detail pages, restoration updates, and the outage map’s visual treatment.

March 2024

Hub and simultaneous notifications shipped.

June 2025

Outage map shipped after a pause and a Q2 2025 resumption.

I worked with a Principal designer, product leadership, a dedicated researcher, software engineers and network RF leads.

One alert at a time left customers without the full picture.

The latest network notification replaced the previous one. A customer could lose an earlier notice about planned work when an unplanned outage appeared.

Planned maintenance

An upcoming disruption the customer needed to plan around.

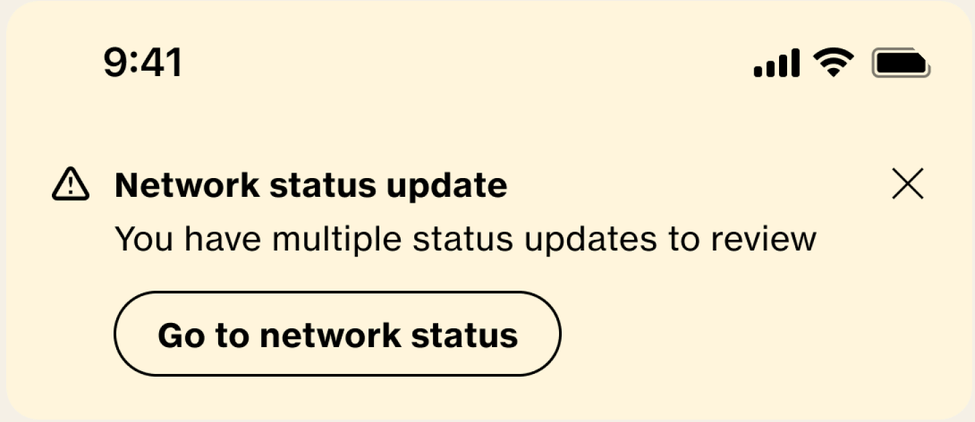
Unplanned outage

A newer alert could displace the earlier information.

Customers called support to fill the gaps.

Previous notification behavior, summarized from the project brief.

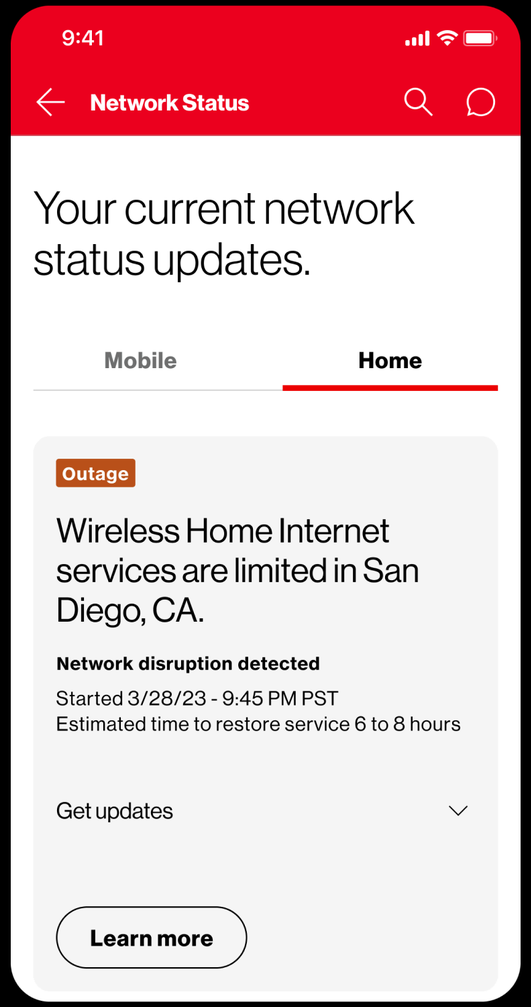
Every notification led to one place to see what mattered.



An entry point in My Verizon

App, SMS, email and Verizon.com led to the hub. The omnichannel service blueprint preceded my ownership.

The hub



The hub kept relevant events together.

One tile pattern for four network events.

Unplanned outage

Outage

Wireless Home Internet services are limited in San Diego, CA.

Network disruption detected

Started 3/28/23 - 9:45 PM PST
Estimated time to restore service 6 to 8 hours

Get updates

Learn more

Power-shutdown advisory

Advisory

Sharing a California advisory.

A Public Safety Power Shutdown (PSPS) advisory has been issued that might affect you.

Learn more

Planned maintenance

Enhancement

We’re updating our hardware in La Jolla, CA.

Start 4/10/23 - 11:00 PM PST

Learn more

Voice-service issue

Advisory

Restart your mobile device to resolve any voice issues.

Verizon has detected an issue that may impact your ability to make or receive calls.

Learn more

I used the same component structure while adapting the event label, explanation, timing and available action.

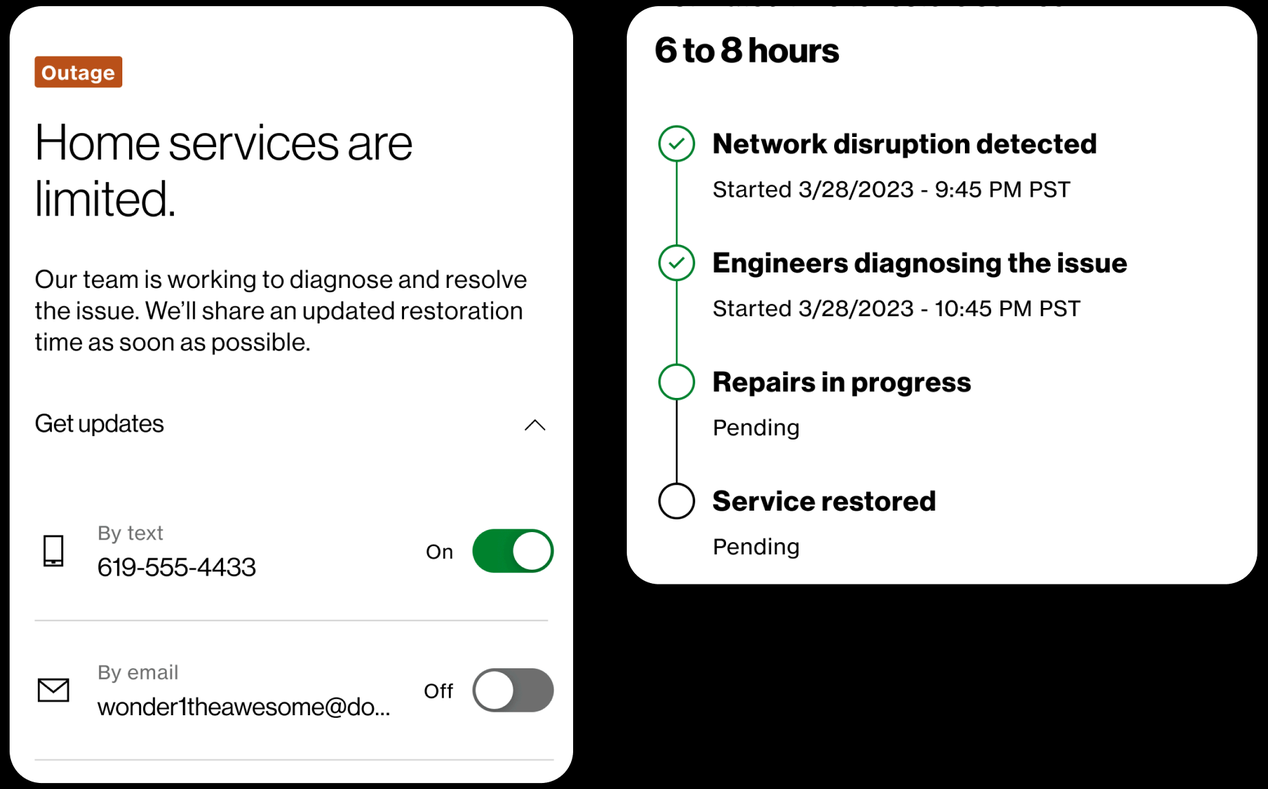
Project screen exports. The four event types share the Verizon tile pattern.

Customers could subscribe once and follow restoration.

Text or email updates

The opt-in lives alongside the outage information.

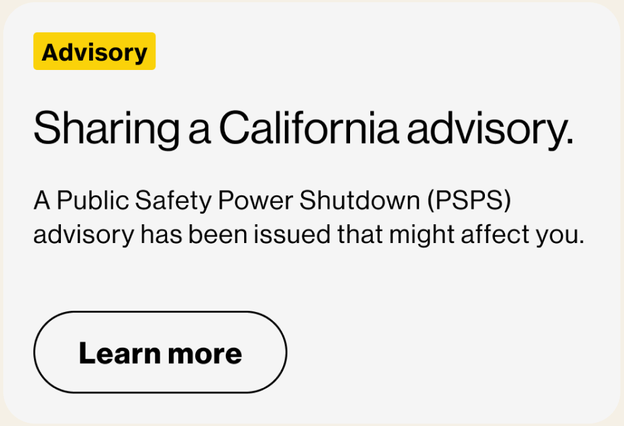
A visible restoration sequence

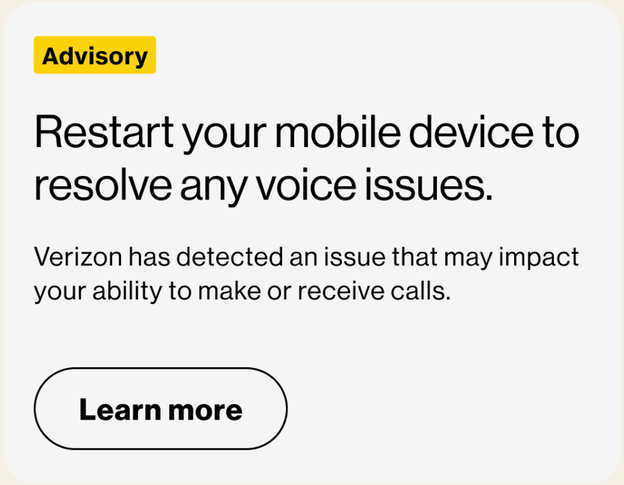


Project screen exports. Restoration estimates and progress appear alongside notification preferences.

The shared pattern worked better than the labels.

Research surfaced confusion between advisories, unplanned outages and voice-service issues.





I proposed separating Current from Upcoming and adding explanations for event types.

The fixed delivery date kept the revision outside the MVP.

Qualitative findings from the project study. The proposed revision was not shipped; original research artifacts are unavailable.

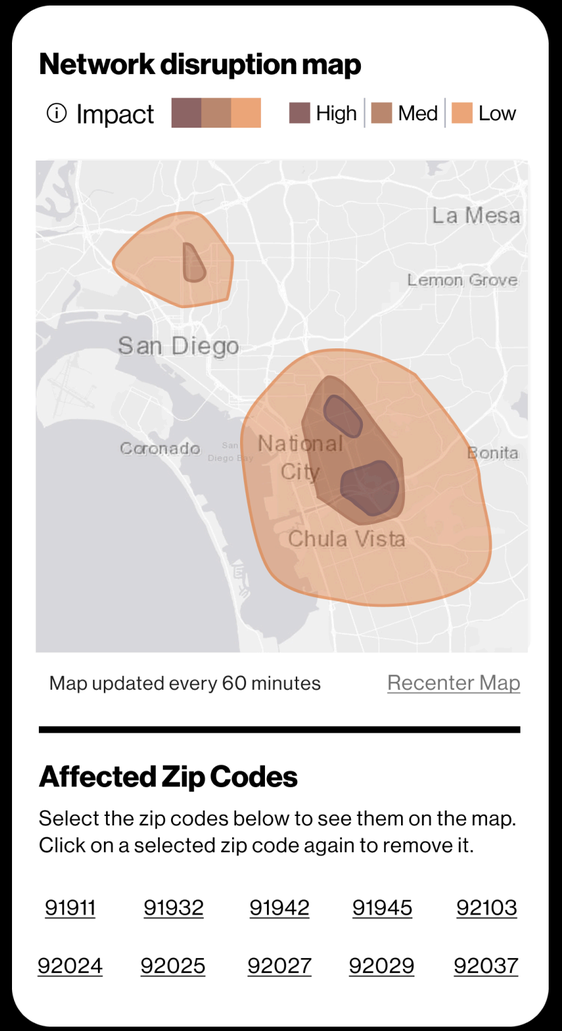
A city name could not show the reach of an outage.

Mobile alerts were already targeted using the active line’s network location.

The remaining question was how far the disruption extended and how expected service impact varied across that area.

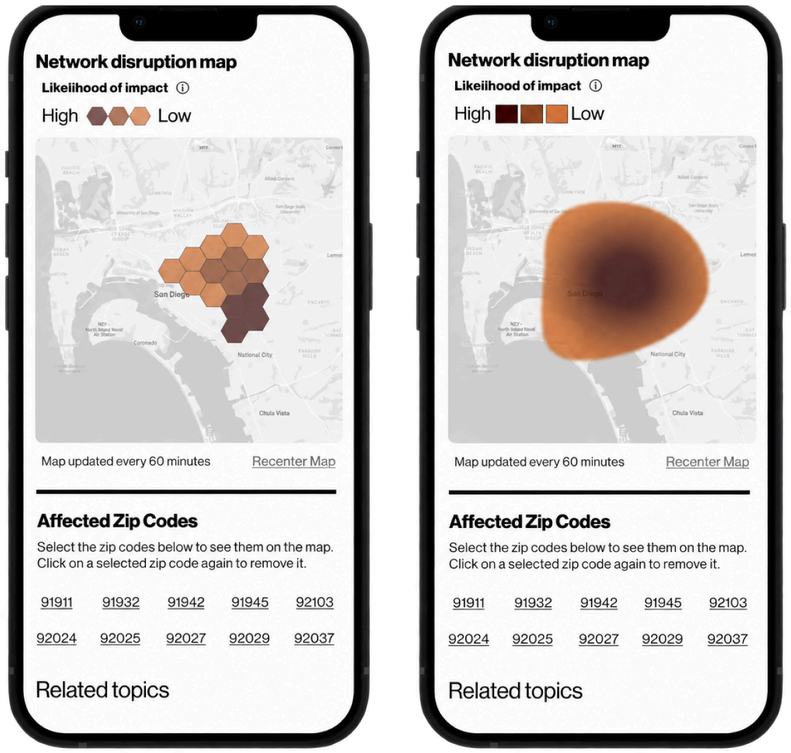
I designed the map’s visual treatment to make that information understandable.

The map



Mobile targeting context supplied by the designer. The map visualizes the event; it does not perform the initial alert targeting.

I explored how the map should express an affected area.



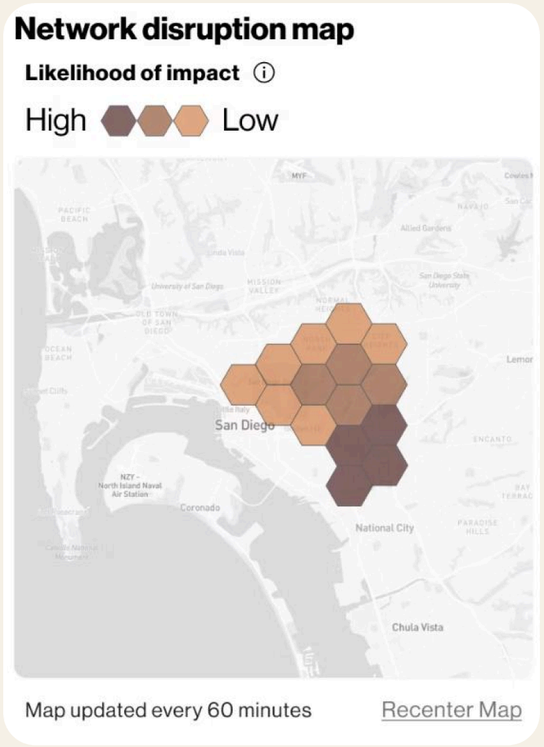
Hexagons made boundaries look more precise.

Customers preferred that appearance in the early study. That established perceived precision, not geographic accuracy.

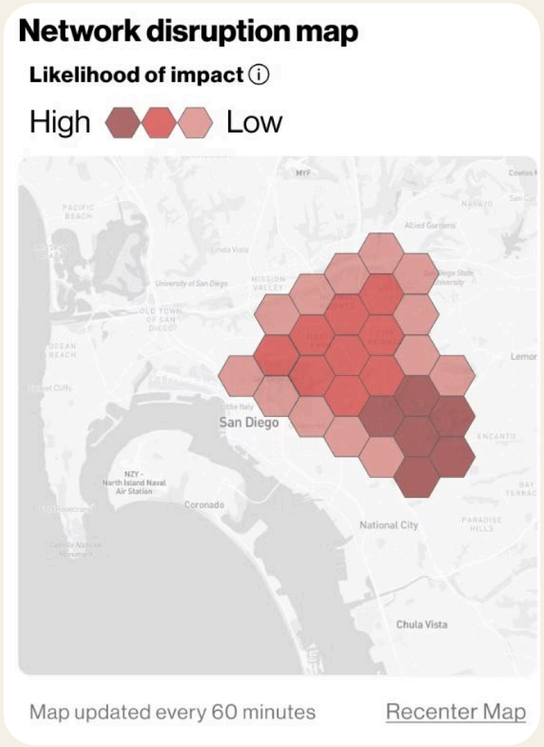
The final pattern still had to reflect how network engineering represented different likelihoods of disruption.

Original exploration from the case-study PDF. These concepts are not the final shipped treatment.

Orange gave outages a distinct visual meaning.



Orange



Red

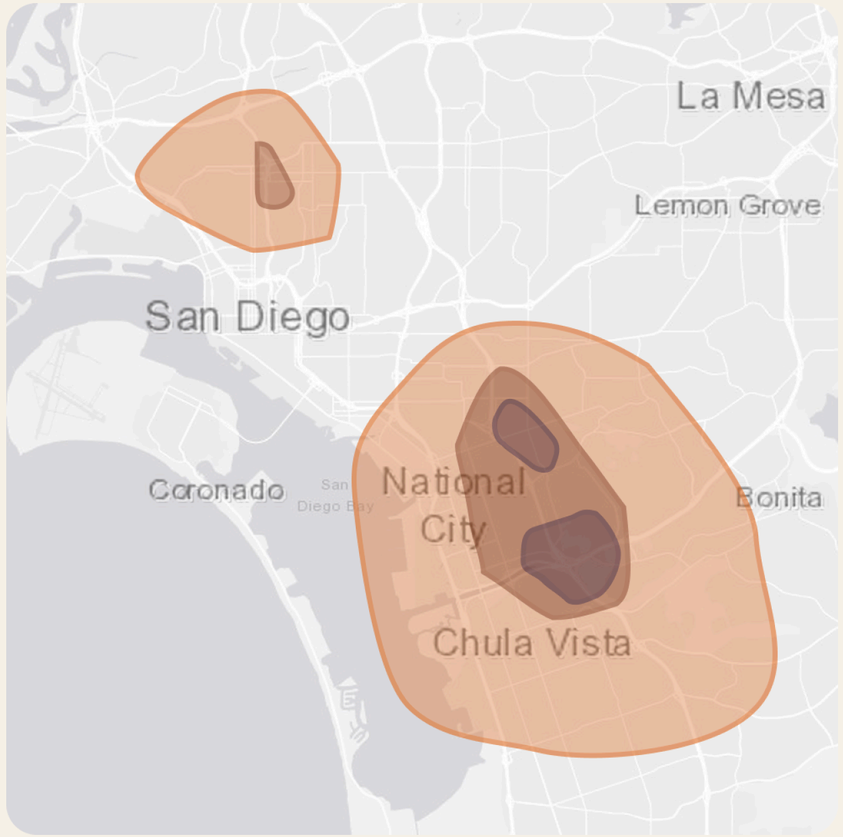
Customers preferred orange.

It matched the existing outage treatment and aligned with brand guidance against red for negative data.

I brought that evidence to the AVP of Design and the design-system team. Orange shipped.

Original concept comparisons. The outage map and coverage map serve different customer purposes.

I defined the final pattern around the network data.



Nested zones

Network engineering needed higher-likelihood zones embedded within lower-likelihood zones.

I developed the shipped polygon treatment around those needs. The pattern itself had not been specified at the outset.

The technical approach changed the shape. Orange and the impact hierarchy remained.

Final treatment shown in a project screen export. Nesting was a constraint of this implementation, not a universal Mapbox limitation.

The zones describe different expected service conditions.

Map legend

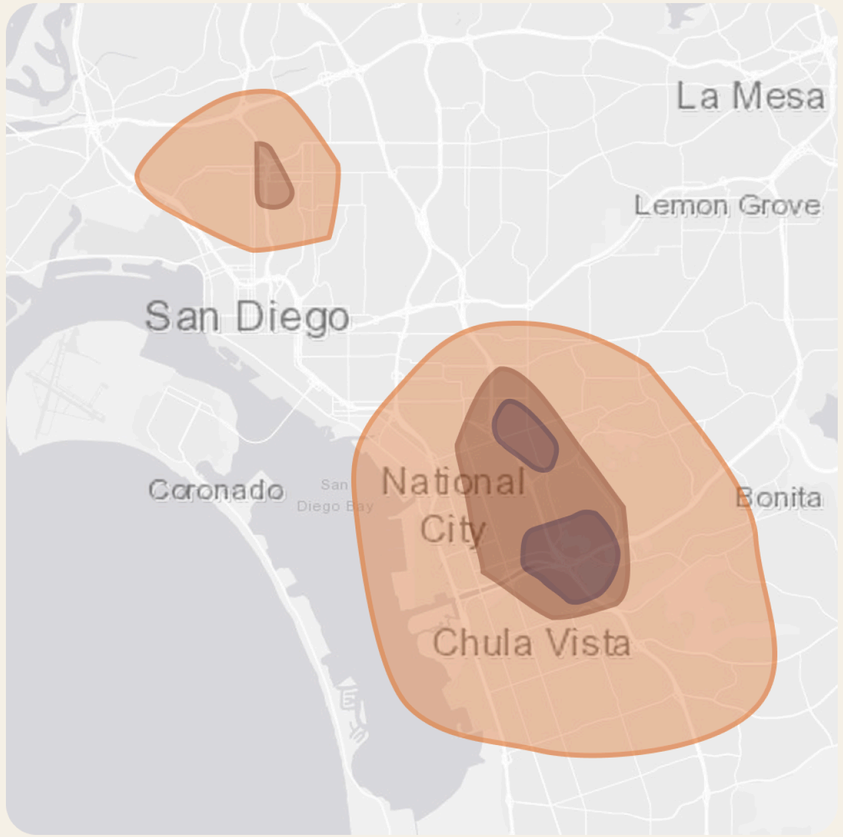
Low

Slower internet may occur without a complete loss of connection.

High

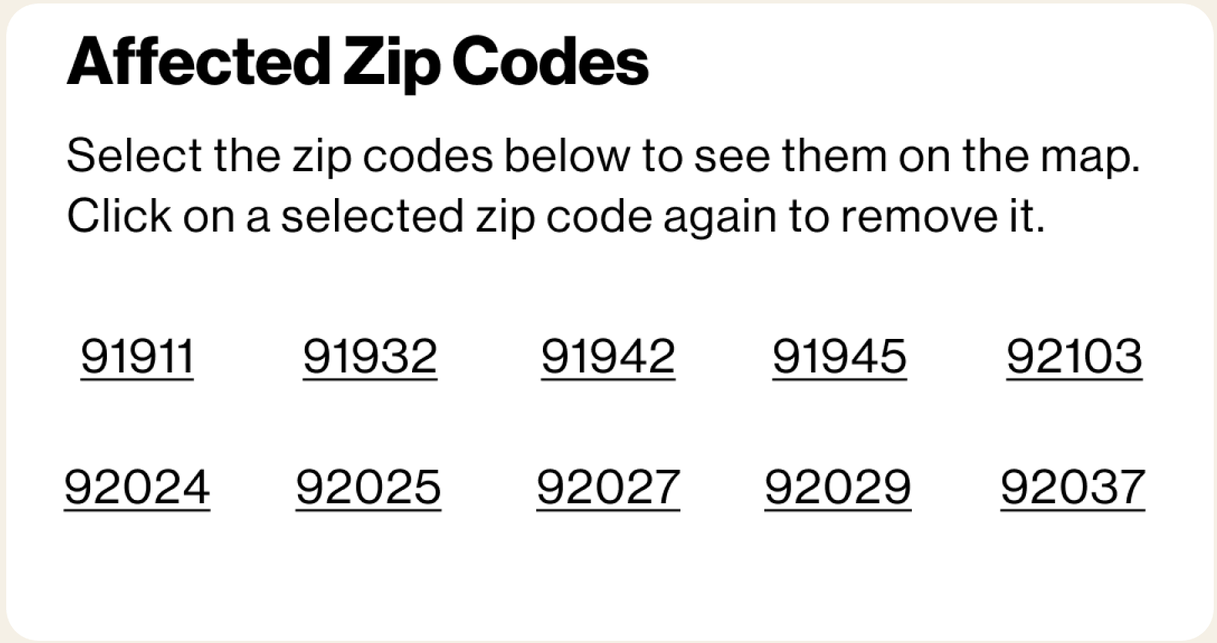
A high likelihood of service disruption or loss of connection.

The map communicates likelihood.
A boundary is not a guarantee of an individual device’s service.



Service descriptions reflect the project context. The map shows likelihood rather than a guaranteed device-level outcome.

Customers missed an interaction hidden in plain sight.



The ZIP codes were selectable.

Most participants did not discover that behavior until the moderator pointed it out.

I added an instruction explaining how to show and remove a ZIP overlay.

Project screen export after the instruction was added. The revised interaction was not retested before launch.

The hub and map shipped with different evidence.

Release	What shipped	Evidence available
Network Status Hub March 2024	Concurrent event visibility, event details and restoration update subscriptions.	Product Owner reported 1.48% fewer network-connection calls for March 2024 - March 2025.
Outage map June 2025	Nested impact polygons, legend and selectable ZIP-code overlays.	Earlier concept research. No final-design retest or separate call-reduction result.

The project paused before resuming in Q2 2025. Shipping and measured customer understanding are different forms of evidence.

I would bring research and network engineering into the same early conversation.

Test the distinctions that matter.

Assess whether customers can distinguish current disruption from upcoming work and choose an appropriate next step.

Resolve the data model before the pattern.

Understand nesting, uncertainty and update frequency with network engineering before committing to a visualization.

A clearer separation of what is happening and what is next.

New proposal for this deck. Not shipped or tested.

The original research exposed confusion about event types. This proposal makes timing and affected service explicit.

It illustrates the direction I proposed for a later release. It is not a recovered artifact from the original project.

Network status

Current

Outage

Mobile service is disrupted

San Diego, CA. Restoration time pending.

Upcoming

Planned maintenance

Mobile network hardware update

La Jolla, CA. April 10, 11:00 PM.

New illustrative content using VDS Monarch tile styling. Exact original proposal and research artifacts are unavailable.

Sources and measurement notes

Hub outcome	1.48% reduction in network-connection support calls. Source: Product Owner, as supplied by the designer. Reporting period: March 2024 - March 2025. The comparison baseline and attribution method are unavailable.
Project evidence	Original 32-page Verizon case study, supplied product screen exports, and the designer’s clarifications. Qualitative research findings are summarized without reconstructed counts. Final map and ZIP revision were not retested.

Brand reference: VDS Monarch Library (Beta), supplied Figma references.
Public context: verizon.com/support/network-outage-faqs/
and verizon.com/about/news/network-upgrade-notifications