

Content Requirements Document (CRD)



AT&T Support

Outage lander

Release:		CRD location:	PI22_Outage_CRD.docx
Copywriter:	M. Gray	Date created:	1/15/2025
Version:	0.1	Last updated:	1/15/2025

Table of Contents

- Change Log..... 3
- Approvals..... 4
- Unauthenticated..... 5
- Heading & intro (Auth) 6
- Guarantee banner..... 7
- Wireless service card..... 8
- Internet service card..... 10
- Internet Air service card 11
- Wireless outage history 12
- Wireless credit history 13
- Internet credit history..... 14
- Wi-Fi hotspot locations..... 15

Change Log

Version	Revision Date	Revised By	Comments
0.1	1/15/2025	M. Gray	Created new CRD

Approvals

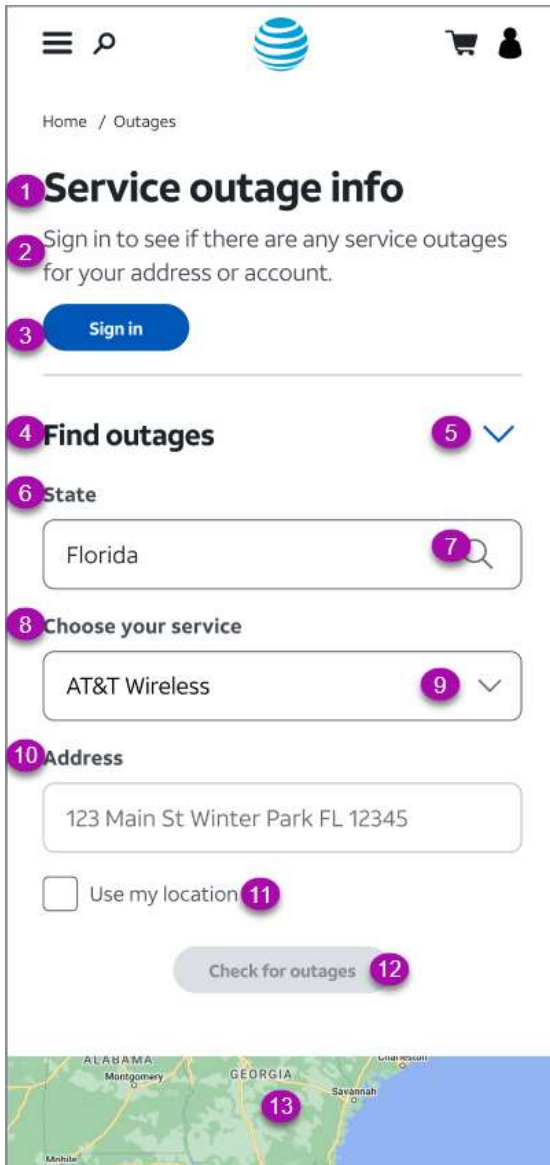
Name	Role	Approval date	Approval email (attached)
	Business Owner		
	Legal		

Helpful Links

Comps: [SUPPORT-OUTAGES-OPTIMIZATION-AND-REDESIGN – Figma](#)

Example Lander Comps:

Unauthenticated



#	#	Copy	Notes	RL/WC
-		Note: Any copy not tagged should remain BAU		
1		Service outage info		
2		Sign in to see if there are any service outages for your address or account.		
3		Sign in		
4		Find outages		
5	a	Alt = Open outage search		
	b	Alt = Close outage search		
6		State		
7		Alt = Search		
8		Choose your service		
9	a	AT&T Internet (Digital Phone and U-verse TV)		
	b	AT&T Wireless		
10	a	ZIP Code		
	b	Address		
11		Use my location		
12		Check for outages		
13		Alt =		

Heading & intro (Auth)

1 Service outage info

2

3





You're eligible for an AT&T
Guarantee credit due to a
qualifying wireless outage.

[View details](#)

#		Copy	Notes	RL/WC
-				
1		Service outage info	Page header	
2		Hi, [[First_Name]]	Copy	
3	a	Let's check the status of your wireless or internet service.	Default content	
	b	You're in the right place. Let's check the status of your service.	Conditional: Outages ETRS	
4				
5				

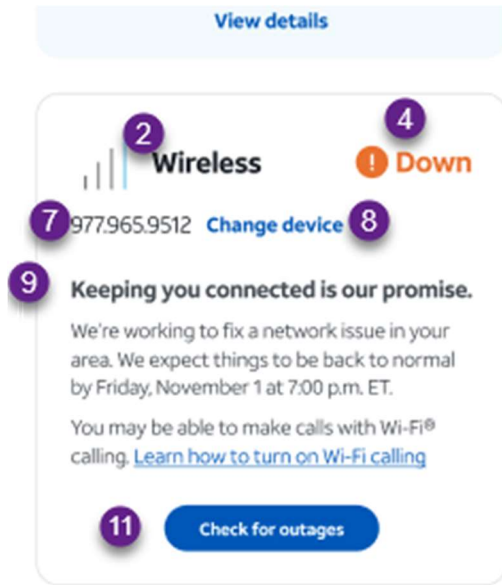
Guarantee banner

Service outage info

-  You're eligible for an AT&T Guarantee credit due to a qualifying wireless outage.
-  [View details](#)

#	Copy	Notes	RL/WC
-	Note: Any copy not tagged should remain BAU		
1	Alt=""		
2	You're eligible for an AT&T Guarantee SM service credit.		
3	View details		
4			

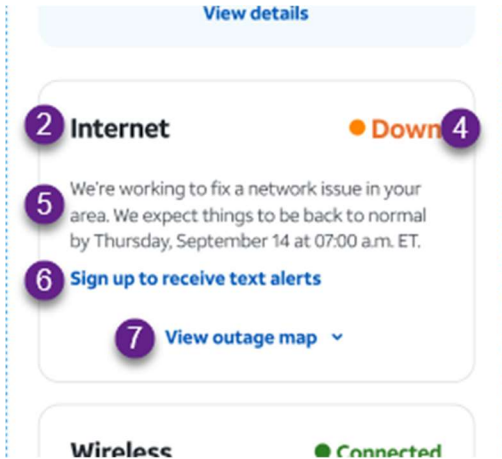
Wireless service card



#		Copy	Notes	RL/WC
-		Note: Any copy not tagged should remain BAU		
1		Alt=""		
2		Wireless		NA/2
3		Alt=""		NA
		Alt=""		NA
4	a	Down		NA/1
	b	Connected		NA/1
5	a	Let's see if there's a wireless outage in your device location.		9.0/11
	b		Blank if status is known	
6		Device		NA/1
7		[[CTN]]	Mobile phone number	NA/1
8		Change device		NA/2
9	a	Keeping you connected is our promise. We're working to fix a network issue in your area. We expect things to be back to normal by [[DAY]], [[MON]] [[DATE]] at [[TIME]] [[a.m. or p.m.]]. You may be able to make calls with Wi-Fi® calling. Learn how to turn on Wi-Fi calling	This copy is displayed if there's an outage and there's an ETR	8.3/50
	b	All clear!	No outages	5.1/8
	c	Keeping you connected is our promise. We're working to fix a network issue in your area. Please check back for updates	This copy is displayed if there's an outage with no ETR	7.6/39

		You may be able to make calls with Wi-Fi® calling. Learn how to turn on Wi-Fi calling		
10		Still having issues? Review our Wireless help to keep troubleshooting.	If Wireless is Connected.	7.1/9
11		Check for outages	CTA button	NA/2

Internet service card



#		Copy	Notes	RL/WC
-		Note: Any copy not tagged should remain BAU		
1		<i>A/t=""</i>		
2		Internet		
3	a			
	b			
4	a	Down		
	b	Connected		
5	a	We're working to fix a network issue in your area. We expect things to be back to normal by [[DAY]], [[MON]] [[DATE]] at [[TIME]] [[a.m. or p.m.]] [[TIME_ZONE]].	Internet outage with an ETR	8.4/27
	b	We're working to fix a network issue in your area. Please check back here for updates.	Internet outage with no ETR	
	c	All clear!	No outages	5.1/
6	a	Sign up to receive text alerts	If Internet is Down	2.4/6
	b	Still having issues? Choose Internet help to keep troubleshooting.	If Internet is Connected.	7.1/9
7	a	View outage map		
	b	Close outage map		

Internet Air service card

2 Internet Air

5 We're working to fix a network issue in your area. We expect things to be back to normal by Thursday, September 14 at 07:00 a.m. ET.

6 [View outage map](#) ^

4 ● **Down**

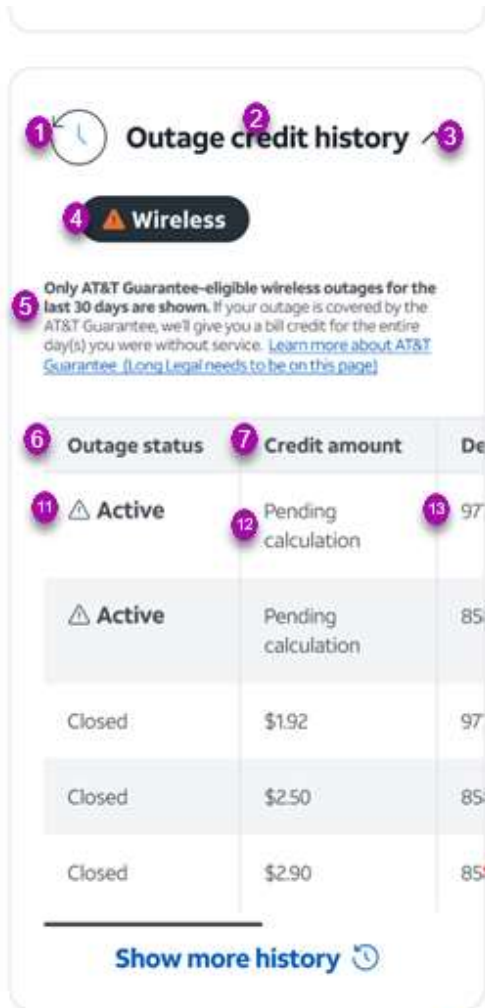
#		Copy	Notes	RL/WC
-		Note: Any copy not tagged should remain BAU		
1		A/t=""		
2		Internet Air		
3	a			
	b			
4	a	Down		
	b	Connected		
5	a	We're working to fix a network issue in your area. We expect things to be back to normal by [[DAY]], [[MON]] [[DATE]] at [[TIME]] [[a.m. or p.m.]] [[TIME_ZONE]].	Internet outage with an ETR	8.4/27
	b	We're working to fix a network issue in your area. Please check back here for updates	Internet outage with no ETR	
	c	All clear!	No outages	5.1/
6	a	View outage map		
	b	Close outage map		

Wireless outage history



#	Copy	Notes	RL/WC
-	Note: Any copy not tagged should remain BAU		
1	Outage history		
2	Wireless		
3	Internet		
4	Getting your wireless outage history		

Wireless credit history



#		Copy	Notes	RL/WC
-		Note: Any copy not tagged should remain BAU		
1		Alt=		
2				
3				
4				
5				
6		Outage status	See status options in #11	
7		Credit amount		
8		Phone number	Not in image	
9		Outage start	Not in image	
10		Resolution	Not in image	
11	A	Active	Conditional: Outage status if an outage is active	
	B	Closed	Conditional: Outage status if an outage is closed	
12				

Internet credit history

1

2

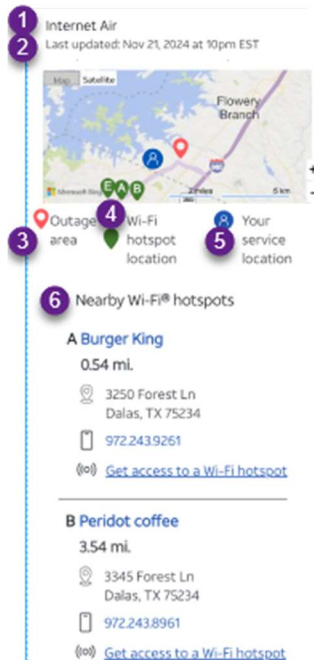
3

4 Internet outages for the last 30 days are shown.

5 Outage start	6 Outage fixed
7 7/23/24 at 7:30 am	8 7/23/24 at 7:30 am
7/23/24 at 7:30 am	7/23/24 at 7:30 am
7/23/24 at 7:30 am	7/23/24 at 7:30 am

#	Copy	Notes	RL/WC
-	Note: Any copy not tagged should remain BAU		
1	Outage history		
2	Wireless		
3	Internet		
4	Internet outages for the last 30 days are shown.		
5	Outage start		
6	Outage fixed		
7	[[MM/DD/YY]] at [[hh:mm]] [[am or pm]]		
8	[[MM/DD/YY]] at [[hh:mm]] [[am or pm]]		

Wi-Fi hotspot locations



#	Copy	Notes	RL/WC
-	Note: Any copy not tagged should remain BAU		
1	Internet Air outage area		
2	Last updated: [[MON]] [[DD]], [[YYYY]] at [[hh:mm]] [[a.m. or p.m.]] [[time zone]]		
3	Outage area		
4	Wi-Fi hotspot location		
5	Your service location		
6	Nearby Wi-Fi hotspots		