

Discover - dplay case study - TV listings section.

20/01/2020

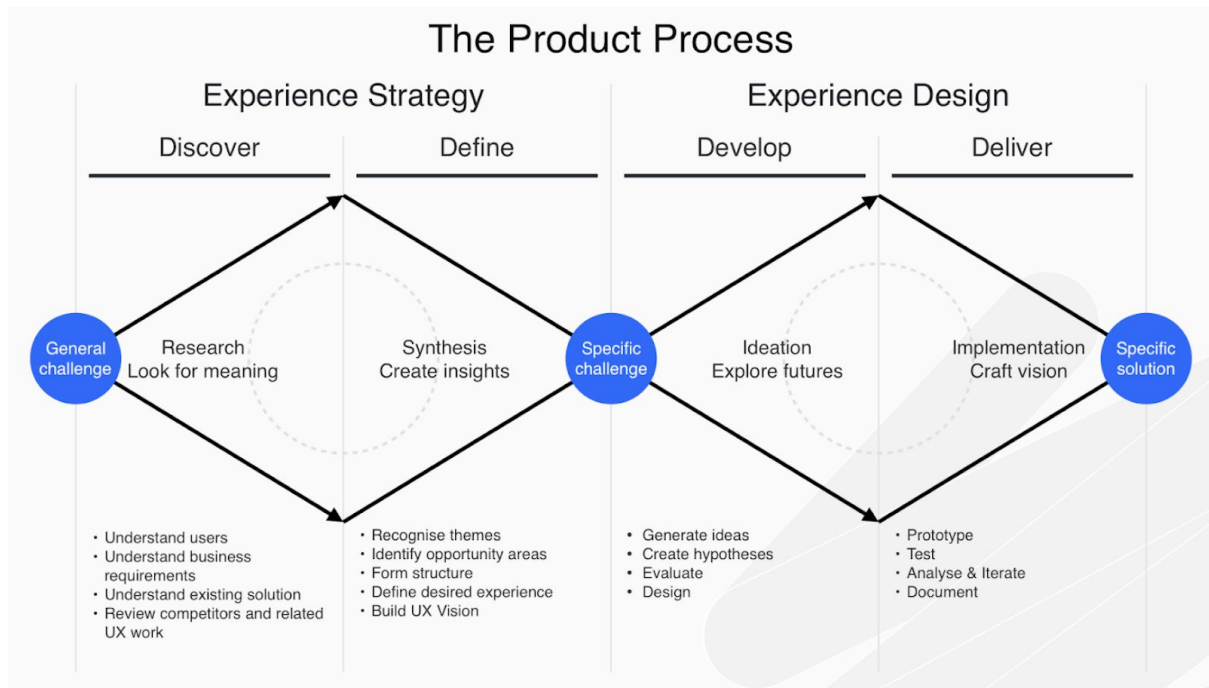
Situation :

The Discovery channel has quite a large selection of programs available to watch via various brands and affiliates in Europe. A decision was made to start converging some of these streaming services under the “dplay” streaming service. Until recently dplay service was country specific, including UX and Product Design. In an effort to converge and unify the service it was decided that dplay should be more consistent across countries and platforms.

Based on a feature specific gap analysis and market research findings between dplay websites and apps from several countries; one of the features flagged to keep in the unified approach was the TV-Guide (also known as EPG) section.

Task:

Design an EPG module to be built in Dplay International Codebase (new component). This must be consistent with all platforms and based on up to date usability and accessibility standards



Action :

Week 1

Day 1 (Discovery phase)

- Contact with UX manager to flesh out action plan Go through the project brief and business requirements
- Discuss and flag UX quick response caveats , dependencies and approach breakdown
- Helping with plan to allocate more UX and product design resources in a short notice and shift work-streams priorities and load
- Contact with user research team to assess level of ready to use data for insights
- Allocated war-room space to support lean UX collaboration
- Comms with product owner and project manager for next steps and action plans

User Stories:

Phase 1: Ingest will not include favourites

Phase 2: Might include favourites

#	Requirement	As a user....	Priority	Status	Notes
1	Must display a 7 day backwards listings	I want to be able to scroll backward 7 days, so that I can discover channel specific content available on demand	MUST HAVE	COMPLETE	
2	Must display 7 day forwards listings	I want to be able to scroll forwards 7 days, so that I can plan my future viewing	MUST HAVE	COMPLETE	
3	Must display listings from today	I want to be able to see all content which is scheduled for today, so that I can catch live streams	MUST HAVE	COMPLETE	
4	VOD images must be visible (episodic or show level)	I want to be able to see VOD images for each content item, so that I will have a rich experience	Deprecated	N/A	The team deci adds visual no information lay
5	Must include a full day of content (from 6 a.m to 5 a.m)	I want to be able to see a full days content, so that I can plan my viewing	MUST HAVE	COMPLETE	
6	Each content item must include a time stamp	I want to be able to see the start and end time of each content item, so that I will know what time the content starts	MUST HAVE	COMPLETE	
7	Must include channel icons	I want to be able to see channel icons, so that I can clearly identify which channel listings I am browsing	MUST HAVE	COMPLETE	
8	Must flag VOD available content	I want to be able to see which content is available on VOD, in the backwards or forwards listings, so that I can catch up on missed episodes	MUST HAVE	COMPLETE	
9	Must flag content available for linear stream (on now)	I want to be able to differentiate linear content within listings, so that I know what I can watch content in real time	MUST HAVE	COMPLETE	
10	Must include progress bar on linear content	I want to be able to see a progress bar on linear content, so that I know how much of the episode has already streamed	MUST HAVE	COMPLETE	

Day 2 (Discovery phase)

- Led UX planning session with 3X senior UX, Lead product Designer, 1X Lead researcher to help with responding to the brief requirements.
- Planning included UX discovery and research efforts based on platforms (competitor analysis and best practices around TV guide requirements based on the project brief)
- Led team work to define basic assessment criteria for analysis to be used as common ground for reporting
- Agreed priorities and next steps for delivering findings (as top priority)
- Helped UX manager to plan 2 week update sessions with UX, product, developers and design



Competitor	BBC	Channel 5	ITV	Channel 4
Region & Ownership	<i>UK : State Owned</i>	<i>UK : Private</i>	<i>UK : Private</i>	<i>UK : Private</i>
URL	bbc.co.uk/iplayer	my5.tv	itv.com/hub/itv	channel4.com
Functionality				
Time along Y Axis/ X Axis	Y Axis	N/A	X Axis	X Axis
Content along Y Axis / X Axis	Y Axis	N/A	X Axis (1 row per channel)	X Axis (1 row per channel)
Lists channel schedules simultaneously (i.e. more than one channel shown)	NO	N/A	YES	YES
Lists channel schedules individually (i.e allows changing listings per channel)	YES	N/A	NO	NO
Has 7 day backwards listings	YES	N/A	YES (days not visible, must step through days)	YES
Has 7 day forwards listings	YES	N/A	YES (days not visible, must step through days)	YES
Has Listings from today	YES	N/A	YES	YES
Has VOD images visible (episodic or show level)	YES	N/A	NO	YES (click/tap required to exp
Has a full day of content (from 6 a.m to 5 a.m) listed	YES	N/A	YES (only 2 hours visible)	YES (only 4 hours visible)
Content items include a (broadcast) time stamp	YES	N/A	YES	YES
VOD available content is marked/ flagged	YES	N/A	YES	YES
Flag content available for linear stream (on now/ live)	YES	N/A	YES	YES

Day 3 (Discover phase)

- Reviewing user research insights provided by research team
- Conducting competitor analysis for web, leading efforts with 2 senior UX designers helping out with CTV and app fronts.
- Conducting best practices research on established and credible sources (NN group, Samsung, LG, Apple guidelines etc.) cross platform.
- Gathering and documenting draft insights and scalable approach on UX confluence space.

UX Research

Template for Competitor Analysis

https://docs.google.com/spreadsheets/d/tgz_tqQIW-x4JK9PCdronDqJ8PgR3WCIO-dByIO7GM5o/edit?usp=sharingCompetitor Analysis - Key Findings

Connected Devices

https://docs.google.com/spreadsheets/d/tgz_tqQIW-x4JK9PCdronDqJ8PgR3WCIO-dByIO7GM5o/edit#gid=0

Mobile Applications

https://docs.google.com/spreadsheets/d/tgz_tqQIW-x4JK9PCdronDqJ8PgR3WCIO-dByIO7GM5o/edit#gid=506893210

Web

Key Findings:

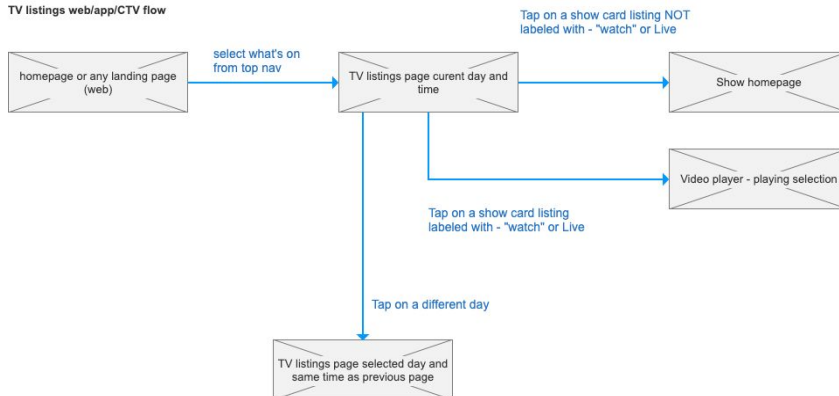
General Functionality	Totals	General Functionality	Totals	Show Metadata	Totals
Competitor has TV-Listings/ EPG	4 of 7	Has Listings from today	2.5 of 4	Include show name	4 of 4
Include show name	Y: 1 of 4 X: 3 of 4	Has VOD images visible (episodic or show level)	2 of 4	Include series number	2 of 4
Include series number	Y: 1 of 4 X: 3 of 4	Has a full day of content (from 6 a.m to 5 a.m) listed	3.5 of 4	Include episode number	2 of 4
Include episode number	3 of 4	Content items include a (broadcast) time stamp	4 of 4	Include episode title	2 of 4
Include episode title	1 of 4	VOD available content is marked/ flagged	3 of 4	Include episode description	2 of 4
Include episode description	3 of 4	Flag content available for linear stream (on now/ live)	4 of 4		
Has 7 day forwards listings	2.5 of 4	Include progress bar on linear content (elapsed time on episode)	1 of 4		

Day 4 (Define phase)

- Helped and organised team focus efforts and documentation to dedicated confluence space
- Producing draft user journey and flow diagrams to help visualise findings and conversation with product team stakeholders
- Initial UX approach sync up with UX team around : documented requirements user insights and best practices per platform.
- Catchup with Lead front end developer for update on rough feasibility guidelines

Initial flows and system exploration

TV listings web/app/CTV flow



Day 5 (Define phase)

- Facilitated and led a workshop with UX team, product owners and developers to present findings and potential design approaches based on accumulated findings and insights from the discovery phase.
- Refined and helped prioritise business requirements and converged on initial UX approach based on team consensus



Week 2

Day 6 - 8 (Design phase)

- Produced UX deliverables for responsive web and CTV based on updated requirements from the previous phase.
- Defined draft UX acceptance criteria based on agreed approach
- Produced axure wireframes and flows accordingly
- Produced draft axure prototype to help visualise proposed approach
- Managed 2 senior UX designer to help and align with mobile app approach and documentation
- Updated UX confluence documentation and comms on efforts

UX acceptance criteria

Widths of 320 px to 1008 px	UX Acceptance criteria :
	<ol style="list-style-type: none"> 1. The day - bar should be scrolling horizontally on swiping and no 2. Current day will be the default day when opening the tv listings not use the standard date format, it will be labeled as "today". On t 3. The time-bar should be segmented by quarters of an hour, so ex under current day when opening the page. Horizontal swipe should limits of the 24h timeframe they will have to tap on another day to ' represented in the timeline until the end of the specific broadcast c 4. The timeline indicator bar should appear at the centre of the pag backwards to the past played programs it should appear all the wa broadcasted yet. 5. The vertical time line "needle" should go all the way to the botto should be always placed by the end of the timeline indicator (4). st 6. Channel labels will be persistent when moving horizontally but w 7. The (on now) live broadcasted program sections should be differ to the video player page to watch the show or the equivalent show 8. The show title should be up to 1 line according to the cropping a 9. The episode title should be up to 1 line according to the croppin 10. The time label will show the time frame in which the program is 11. The watch label will only appear on items that can be watched i program. <p>1.1 General behaviour note for next phase (we were advised to r</p> <p>Once the user hits the end or the start limits of the 24h timeframe bar. The programs should move along horizontally in sync with the</p>

Day 9 - 10 (Deliver phase)

- Catchup with UX team, product owners and developers to present UX documentation and proposed approach based on set priorities and requirements.
- Catchup with product design and alignment with the Design system
- Catch Up and update with the research team to define UX/UI performance measurement requirements according to H.E.A.R.T framework and plan next steps for feature specific user feedback
- Catchup and help prioritise and sizing of developer work based on UX acceptance criteria
- Finalised UX confluence space documentation including.
 1. Context and UX goals for the specific feature (TV guide section)
 2. Research findings - sources and rationale based on best practices
 3. User stories and acceptance criteria (UX related)
 4. Visualised user journeys and system flows
 5. Annotated wireframes and wireflows for all platforms
 6. Lo-fi axure prototype to help visualize UX requirements
 7. UX performance monitoring criteria (feature specific)
 8. Next steps for phase 2.0 and future iterations

Lo fi prototypes

interaction example

Widths of 1008 px to 1280 px +

HEART implementation

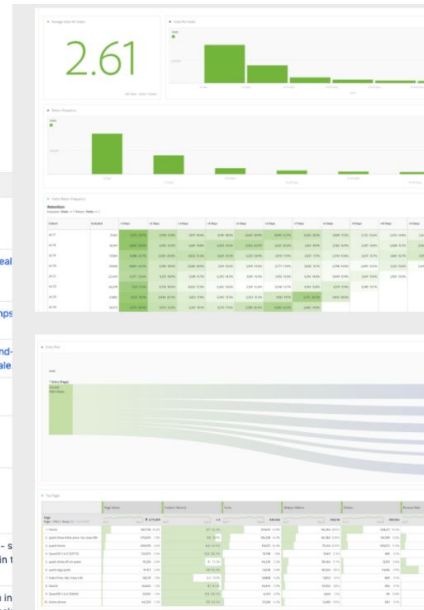
1 - HEART Framework

Overarching framework to quantify the user experience.
 There are five metrics used in the HEART framework:

- Happiness
- Engagement
- Adoption
- Retention
- Task Success



	Goals	Signals	Metrics	Questions	Links
Happiness	Match people with content they like		Viewing X number of ads on free account (biggest painpoints in the experience)	Do people get past the biggest painpoints? Indicator that the content is good?	Analytics data
	Improve visual appeal amongst the users		Visual appeal		https://measuringu.com/visual-appeal
			Likelihood to recommend (NPS)		https://www.ngroup.com/articles/nps
			Perceived ease of use (SUS)		https://www.usability.gov/how-to-and-tools/methods/system-usability-scale
Engagement		Analytics data	Video views (Playhead 95%) per person	Or should it be defined as crossing X number of ads?	
		Analytics data	Viewing X number of ads on free account (biggest painpoints in the experience)	Do people get past the biggest painpoints? Indicator that the content is good?	
		Analytics data	Views / users	The number of views / hours watched need to be normalised and 5th- / 95th- %ile removed	
			Frequency of use		This may depend on certain shows - s may need to be taken into account in t metric
Adoption			New to Free	Can we reduce the number	The issue is that if you have no sign in



Result

Implementation links :

Web norway : <https://www.dplay.no/tv-guide>

