

Enhancing the user experience of D2H Interface

Redesigning the User Interface for the Electronic Program Guide

BACKGROUND AND CHALLENGE

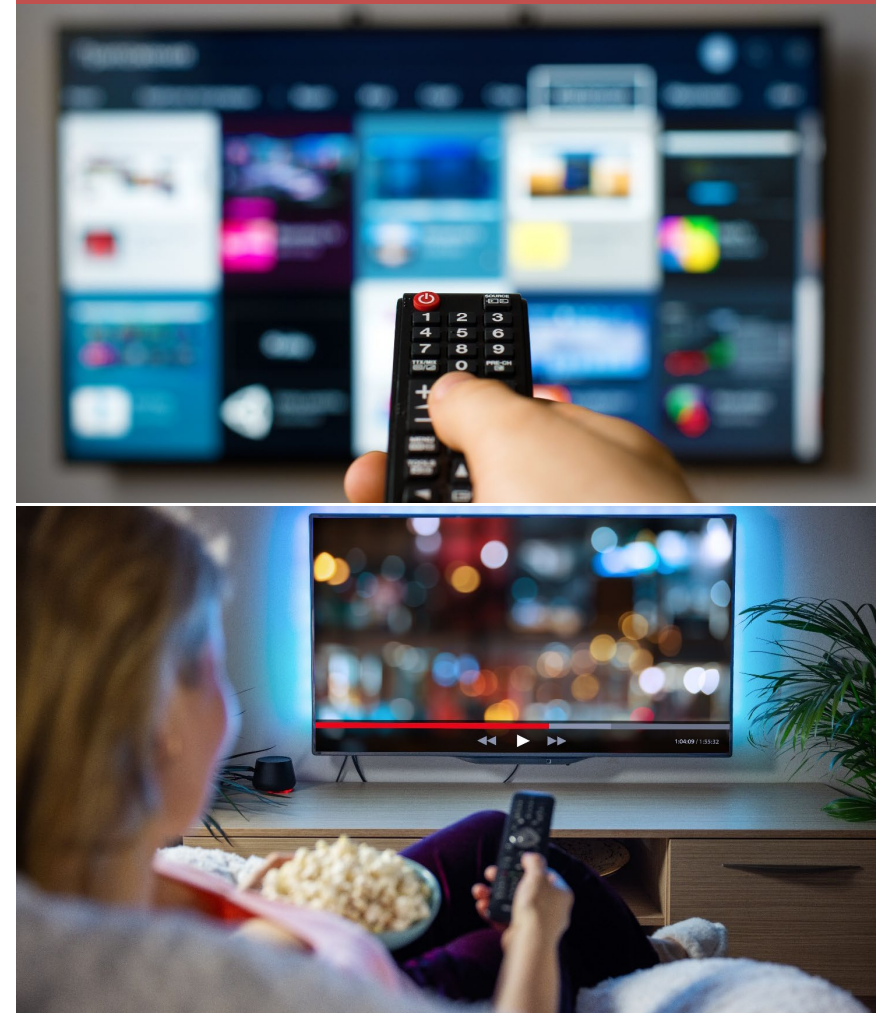
The project was conducted for a direct to home (D2H) service provider aimed at enhancing the user experience of the set-top box by redesigning the electronic program guide interface and through design interventions for customer care services.

SCOPE OF WORK

The project process involved

- Secondary research about set-top box usage and TV viewing habits within India
- Primary research through user interviews, observations, and shadowing focusing on:
 - Interface design
 - Navigation pattern
 - Using the remote for interaction
 - Content preferences
 - Feedback on customer care services

A leading luxury automotive brand



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SOLUTION

Tata Elxsi leveraged its experience and expertise in conducting deep research to address the client's requirements by –

- Mapping the customer journeys based on insights from primary research to identify the pain points
- Conducting brainstorming sessions to identify opportunity areas to enhance the overall user experience
- Utilizing the insights from the research to recommend design interventions in the electronic program guide interface and navigation pattern, and marketing and communication strategies for the brand

IMPACT

Tata Elxsi's team provided recommendations and design interventions for Electronic Program Guide Interface and Navigation Pattern, along with Marketing and Communication strategies for the brand derived from the insights from the research.

The recommendations and strategies helped the client

- Develop a more intuitive user experience and navigation pattern
- Improve brand image

