DISCOVER

Design and engineering of LIFE services satellite communication and multi-channel pay TV company

Hybrid Set Top Box | OTT | Connected Device Ecosystem | Human Machine Interface Design | Future Of Television Services
Assisting customers in remaining relevant with changing consumer behavior and market needs; identifying, designing, and engineering LIFE services that can be used on a TV/STB.
Customer, based in Japan, is Asia's largest satellite communication and multi-channel pay-TV company.

**BACKGROUND**

In Japan, television ownership is at an all-time high, with more than 96 percent of households owning a set. Simultaneously, the growing popularity of smartphones and the diversification of values have rapidly shifted consumer expectations toward televisions (which are even further fragmented by age groups and individual preferences).

I am interested to learn about UX services!
PROJECT SCOPE

Qualitative Research
Ethnographic Research (to understand the culture, media consumption habits, services used, connected device ecosystem, device usage.)

Ideation Workshop
Exploring and ideating on various LIFE services that can be used on TV. Finalizing 10 LIFE services for the design phase.

Product Definition & Design
Defining the user personas, use case, and user journey for the identified LIFE services, followed by UI/UX design.

Asset Creation & Engg. Support
Providing implementation support during development phases and ensuring design conformance in the final product.
PRODUCT HIGHLIGHTS

Custom Android Launcher
A premium Android TV Operator-Tier user experience

Personalized Life Services
A variety of lifestyle information services

Equipped with an AI assistant
Making features more accessible and effortless

AI enabled content recognition & suggestion
ML enabled algorithms that can help users find content

Shoppable TV
Seamless shopping experience on TV

Smart Home Connected Ecosystem
Managing home from a single place.
IMPACT

1. Google-compliant product with a consistent set-top box experience customized to their brand
2. Integrated with industry-leading partners to benefit from the marketplace ecosystem
3. Defined unique use cases to increase stickiness & brand value
4. Visualized customer’s vision of the future of Media TV services
5. Strategic partner by enabling partnerships with other service companies to provide the envisioned customer experience

For more information, please contact us by clicking here.