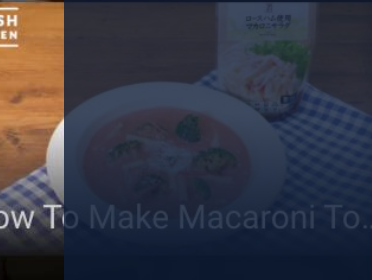**TATA** ELXSI

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

TATA ELXSI

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.

...COMMENDED

...ow To Make Macaroni To...

Alfredo Pasta with broccoli...
18 mins

...h broccoli...

How To Make Yummy Car...

How to make tomato sauc...

How To Make S...

TATA ELXSI

スカパー！

MY TV   ON DEMAND   APPS & GAMES   LIFE SERVICES   EPG   3

Customer, based in Japan, is Asia's largest satellite communication and multi-channel pay-TV company.

Korean Video

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).

CONTINUE WATCHING

Korean Video
60 mins

Shopping Video   Super Express BOYS GIG V...   The Night Shift   Boy Friend

RECOMMENDED

I am interested to learn about UX services !

Chef Martin Yan

PROJECT SCOPE

Qualitative Research

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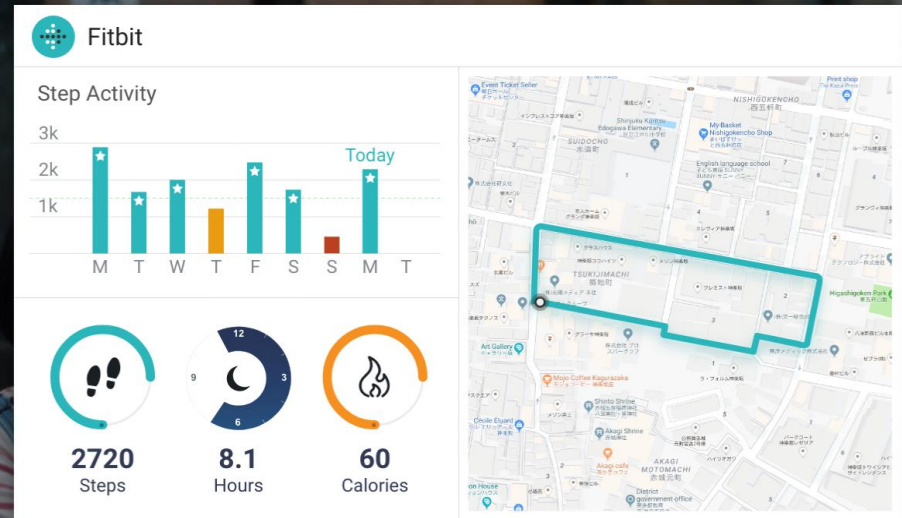
Ideation Workshop

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.
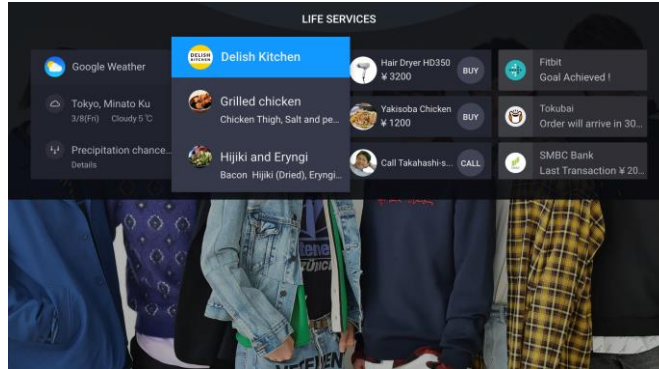
Asset Creation & Engg. Support

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

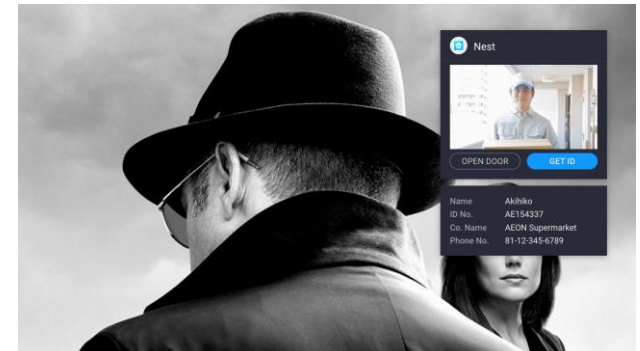### Personalized Life Services
A variety of lifestyle information services

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.

TATA ELXSI

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.