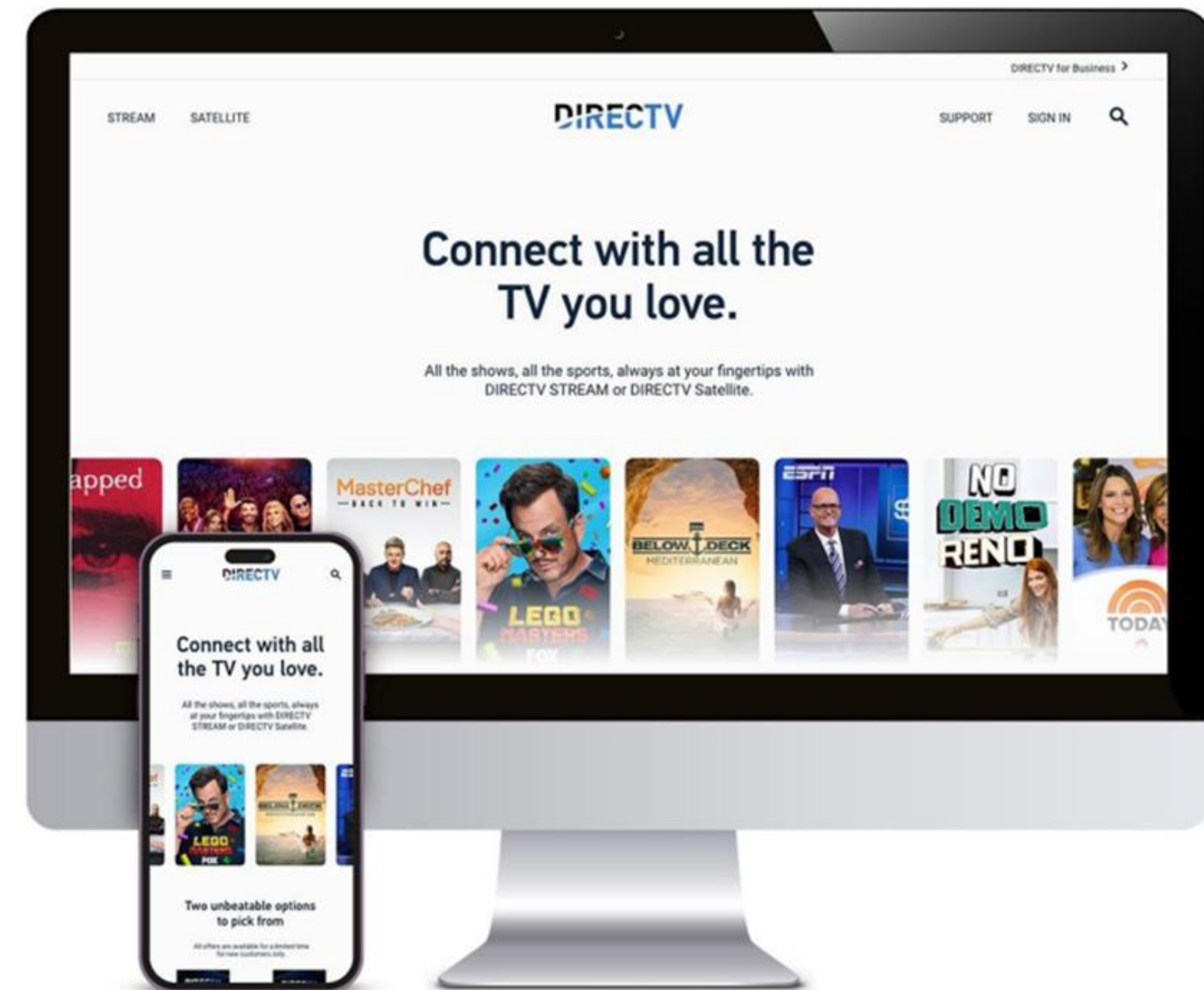


# Redesign DIRECTV.com web/mobile app

UX Designer : Mayur Srivastava

# DIRECTV



# REDESIGNING DIRECTV.COM FOR A SMOOTHER, SMARTER EXPERIENCE

Company: DIRECTV      User: B2C

## Responsibilities

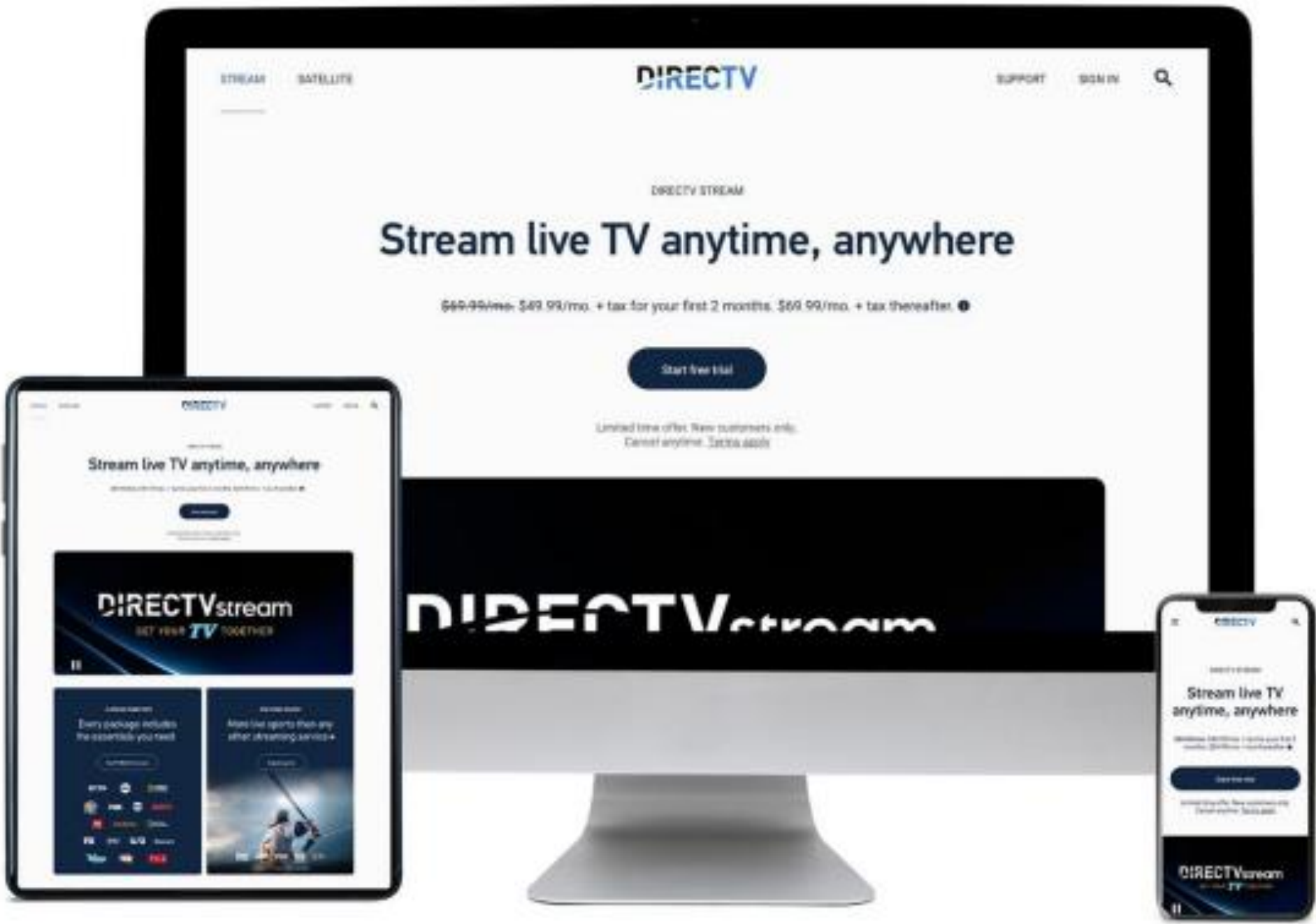
- Experience Design
- Prototype & Usability Testing

## Timeline & Team

4 weeks start to finish (2 iterations).  
With a collaboration of at least 7 people from different teams (Research, Design, Business, Architecture, Front-end, Back-end).

## Results

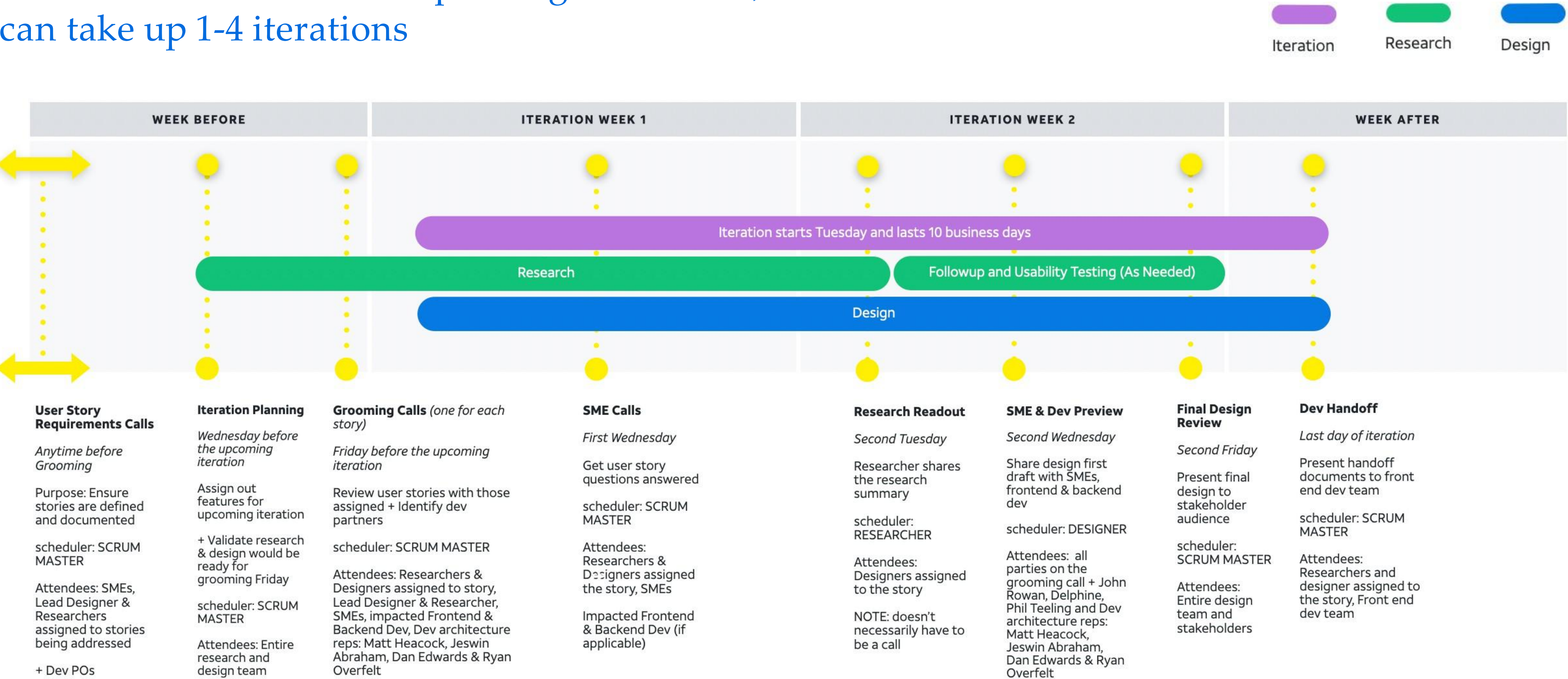
The feature is currently been developed, but we’ve got some really good feedback from primary users during the usability testing. All technicians that participated in testing were very excited for this feature to come to life.







Design team is adept at the agile process, where each iteration takes 2 weeks. Depending on the size, feature can take up 1-4 iterations



THE CHALLENGE

# PAIN POINTS



## Outdated User Interface

The visual design did not reflect the modern aesthetic expected by today's users, particularly younger, tech-savvy audiences.



## Slow Performance

The site's speed and overall performance were sluggish, leading to user frustration and increased bounce rates.



## Limited Accessibility

The site did not meet modern accessibility standards, excluding a portion of users with disabilities.



## Responsiveness Issues

The website did not provide a seamless experience across devices, particularly on mobile.

## THE OBJECTIVES

# MOVING FORWARD



### Modernize

the look-and-feel by refreshing the visual design with a clean, contemporary interface



### Enhance

navigation and usability by simplifying the site structure, reducing the steps required to access content or manage accounts.



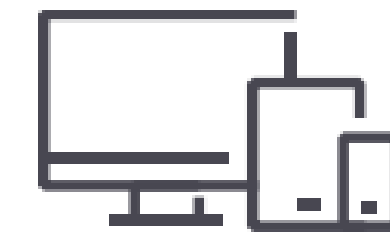
### Improve

performance by enhancing load times and optimizing backend systems for a faster user experience.



### Ensure

accessibility compliance by implementing accessibility standards (WCAG 2.1) to cater to all users.



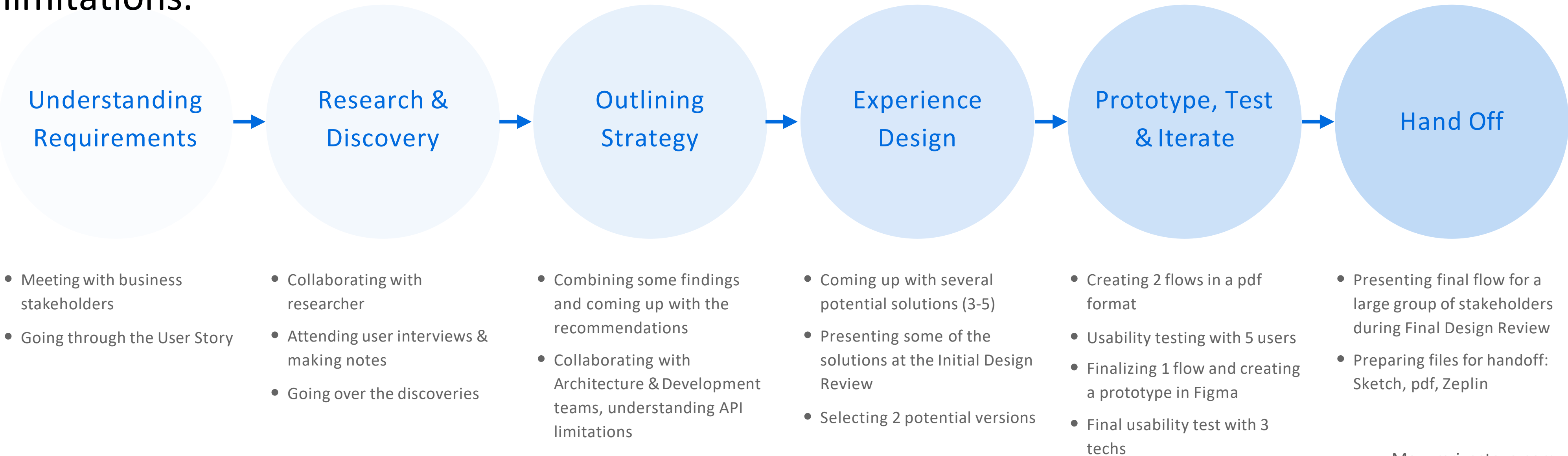
### Create

a mobile-first experience, ensuring a fully responsive and consistent experience across desktop, tablet, and mobile devices.

**Design Process:**

Collaborating with internal stakeholders from marketing and product teams to understand business objectives and technical limitations.

Working within the **agile 2-week sprint system**, I have collaborated with business stakeholders, researchers, and development teams, designed two flows for the Standalone process, done usability testing & optimized the **overall experience**.





THE PROCESS

# DEVELOPMENT & LAUNCH



## Agile Development Process

Working closely with the development team, the new website was built iteratively, ensuring that design elements and interactions were pixel-perfect.



## Post-Launch Monitoring

After launch, we implemented tools to track user engagement, site performance, and conversion rates to ensure the site was meeting the project's goals.



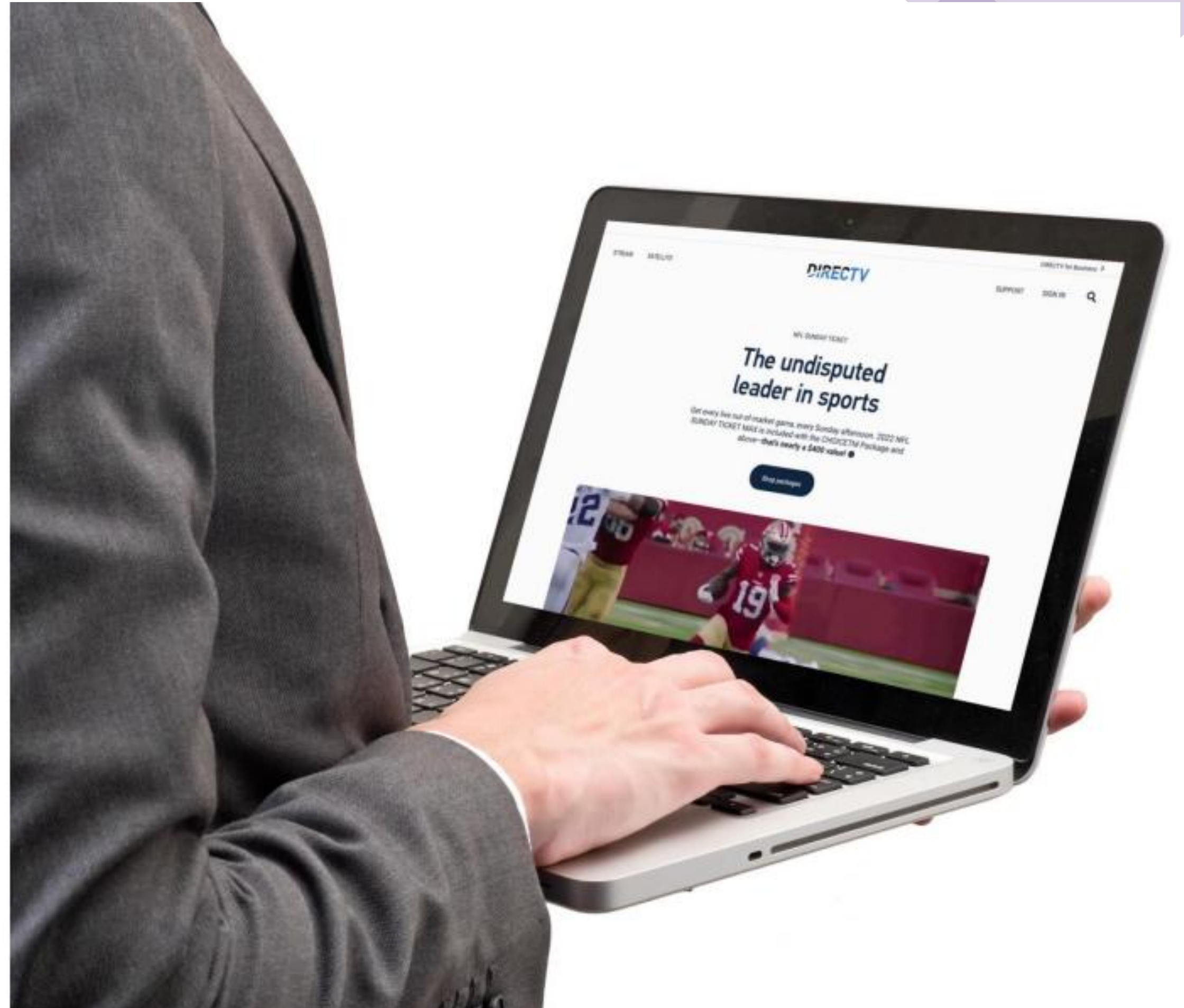


## KEY TAKEAWAYS

# USER-CENTRIC DESIGN

Involving users in both the discovery and testing phases was a critical part of the redesign process. By engaging with real users early on, we gained valuable insights into their behaviors, challenges, and pain points. Understanding user frustrations firsthand gave us a clearer direction for improving site functionality and navigation.

This iterative approach resulted in a final product that was not only more intuitive, but also catered to user expectations. This helped create a seamless, user-friendly experience that ultimately enhanced overall satisfaction and engagement.







THE OUTCOME

# MEASURABLE IMPROVEMENT

The redesigned DIRECTV website delivered significant measurable improvements.

- User engagement increased by **25%**, with longer sessions indicating enhanced content discoverability and ease of navigation.
- Page load times were reduced by **40%**, leading to higher user satisfaction.
- The site achieved a WCAG 2.1 AA rating, greatly improving accessibility for a wider audience.
- Mobile traffic surged by **30%**, with users praising the mobile-optimized experience.
- Finally, the bounce rate decreased by **20%**, reflecting a more engaged and seamless user experience.



## KEY TAKEAWAYS

# CROSS-DEVICE CONSISTENCY

Adopting a mobile-first strategy was essential in ensuring the website performed seamlessly across all devices. As mobile usage continues to grow, it was critical that we designed with smartphones and tablets as the primary focus, rather than as an afterthought. By optimizing the site for smaller screens from the outset, we guaranteed a smooth and responsive experience for users regardless of the device they were using. This approach also improved load times and accessibility, key factors in retaining visitors.

As a result, mobile traffic saw a significant boost, and users reported a higher level of satisfaction with the site's performance on their devices.



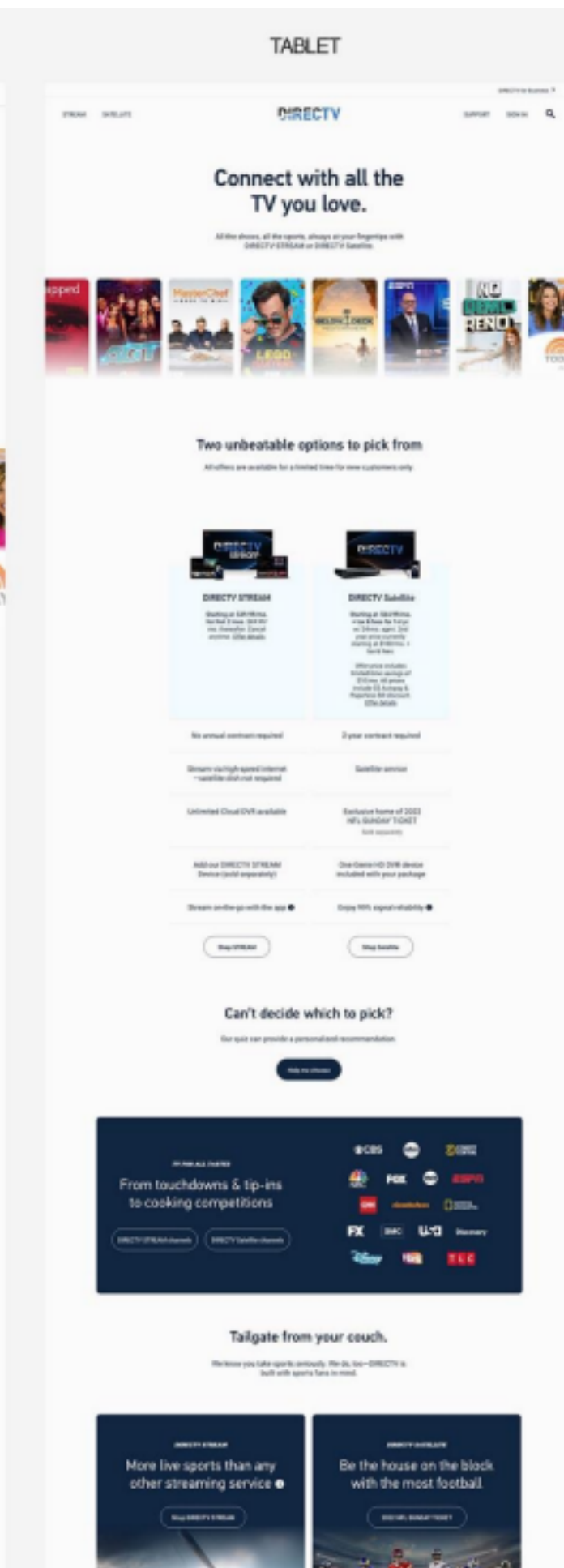
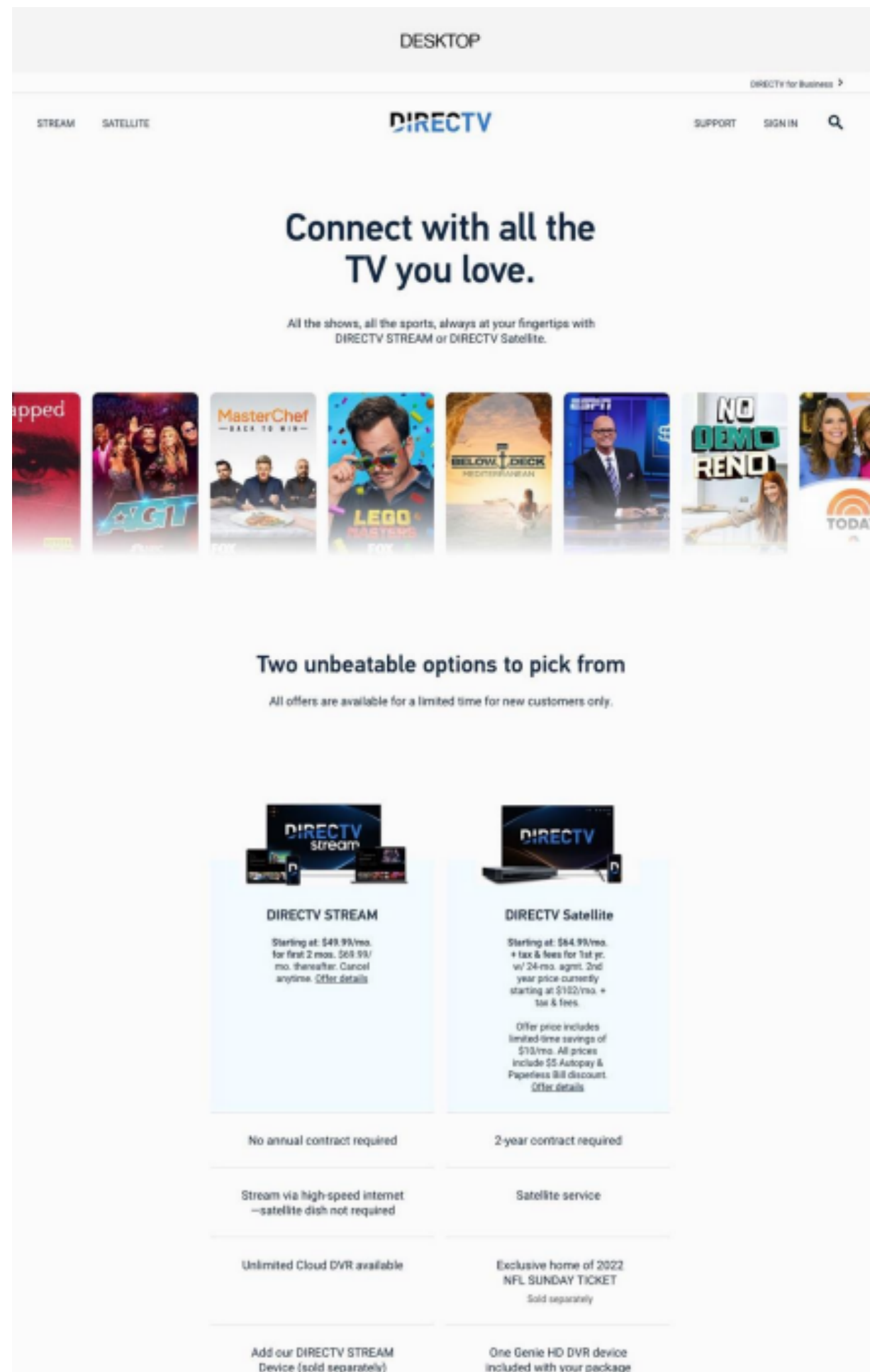
## CONCLUSION

# NEXT STEPS

With the new design in place, DIRECTV is now positioned to expand its digital presence further. The site's modular design system will allow for easy updates, and future phases will focus on personalization, AI-driven content recommendations, and advanced analytics for continued optimization.







# HIGH-FIDELITY MOCKUPS DIRECTV.COM HOME PAGE

THE PROCESS

# STRATEGY DEVELOPMENT

## Customer Journey Mapping

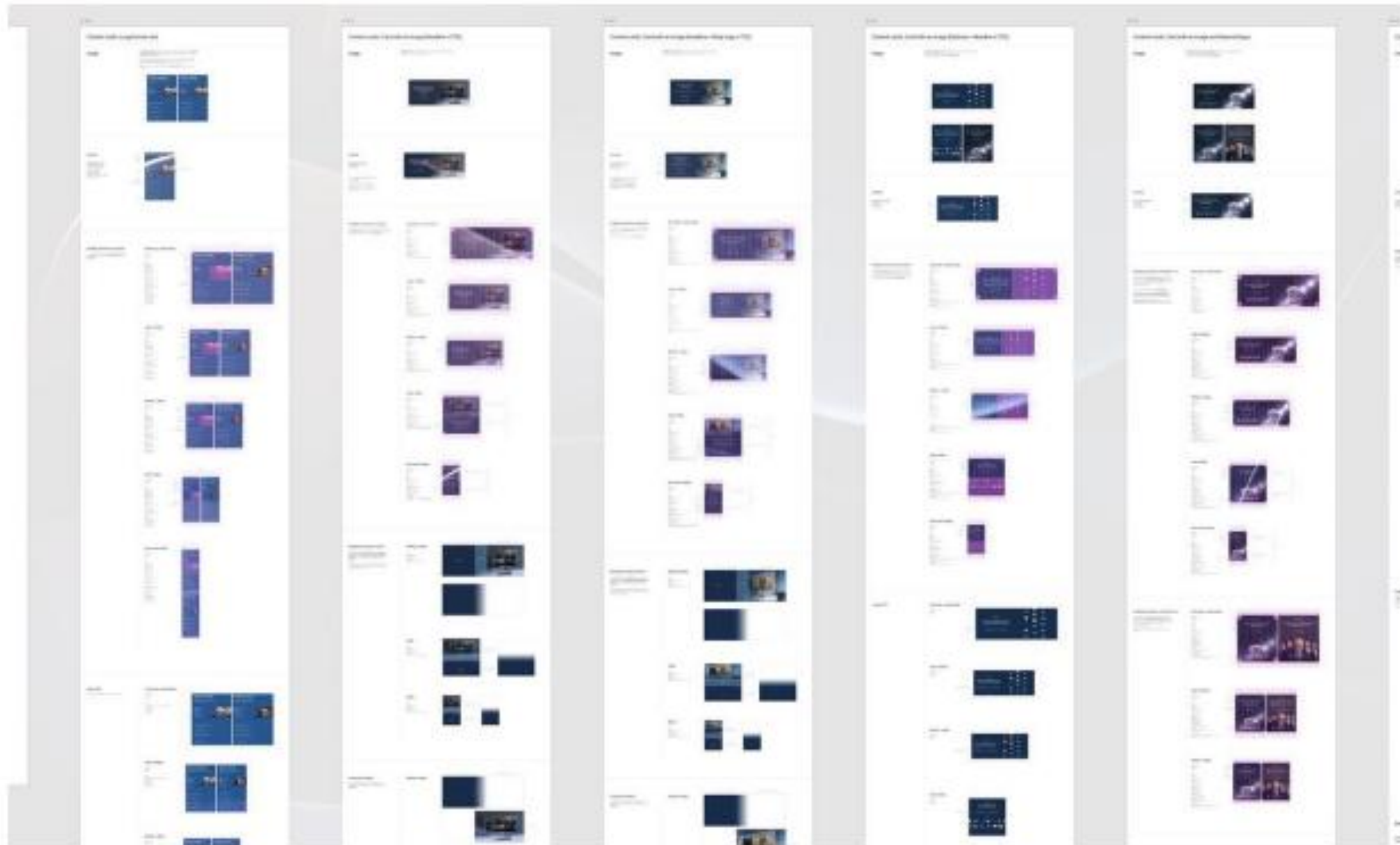
We created detailed customer journey maps to understand how users interacted with the website and identified moments of friction.

## Information Architecture Overhaul

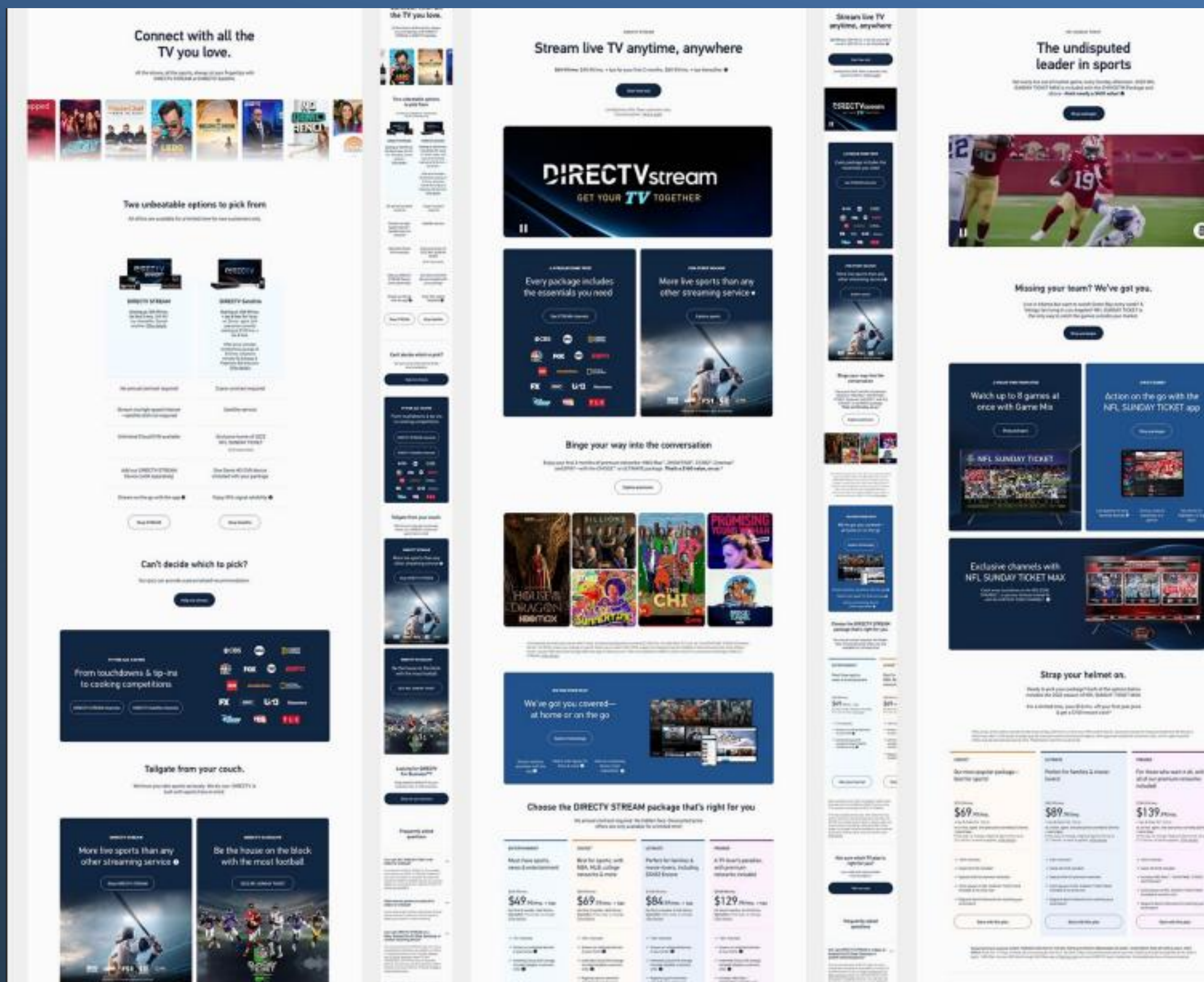
We restructured the site to streamline user journeys, allowing for easy access to content and account management tools.

## Design System Creation

We developed a modular design system to ensure visual consistency across all pages and reduce design and development timelines.







## THE PROCESS TESTING & ITERATION

Usability testing was conducted to uncover pain points and improve user interactions, making sure the experience was smooth. We also ran performance tests to optimize speed and responsiveness across all devices.

- **Usability Testing:** Prototypes were tested with real users to gather feedback on usability, with adjustments made based on findings.

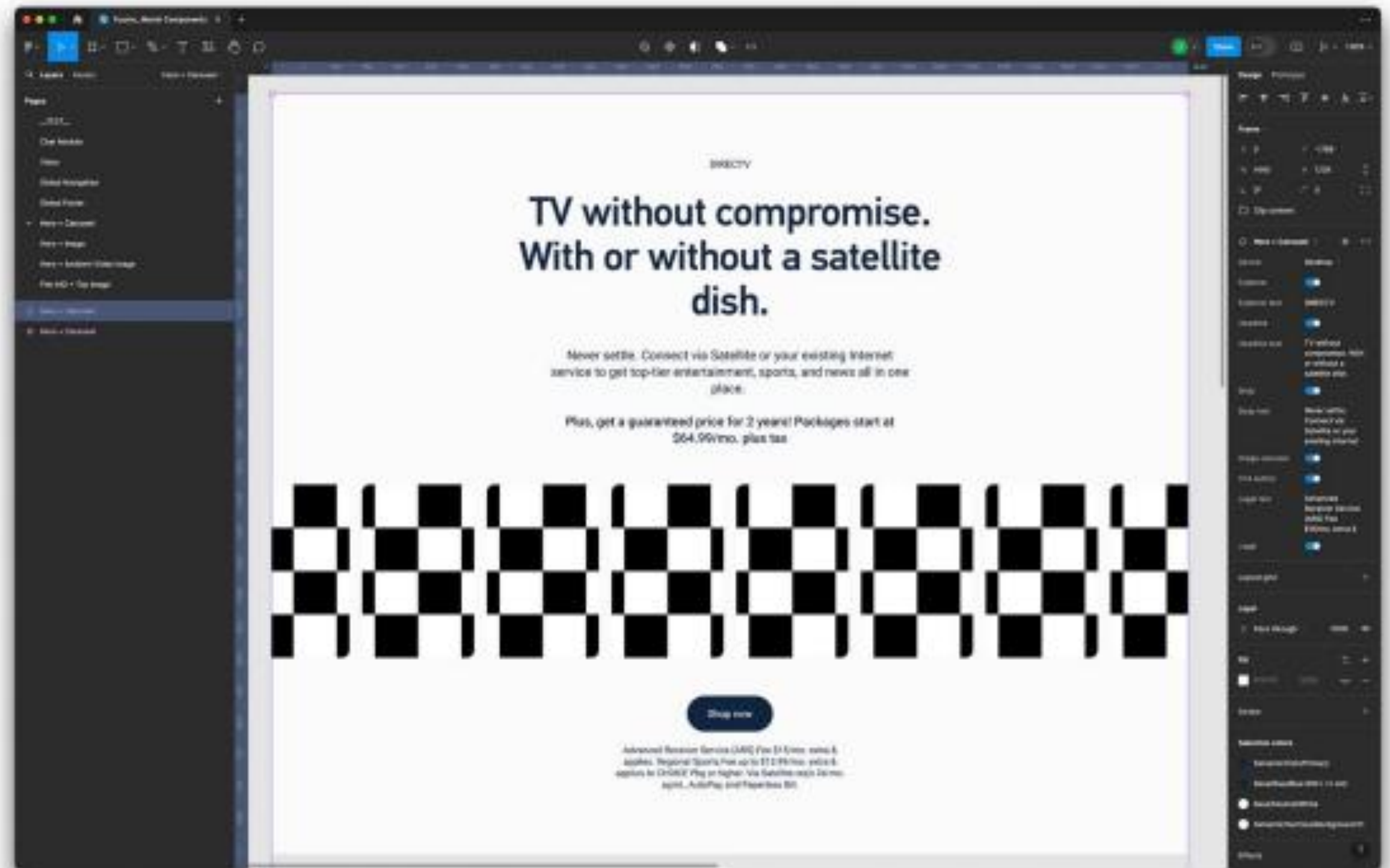
- **Performance Testing:** We ran load-time and performance tests to ensure the site was optimized for both desktop and mobile experiences.

- **Accessibility Audits:** The site was tested against WCAG 2.1 guidelines to ensure compliance.



# THE PROCESS COLLAB & HANDOFF

I collaborated closely with the development team to ensure the components aligned with their technical requirements. This involved frequent design handoffs, review sessions, and the creation of a shared Figma workspace to streamline communication.



# Checkout Redesign

## *Simplified Checkout Flow:*

- Unified review page for plan, streaming, and equipment
- Inline edit options without leaving the funnel

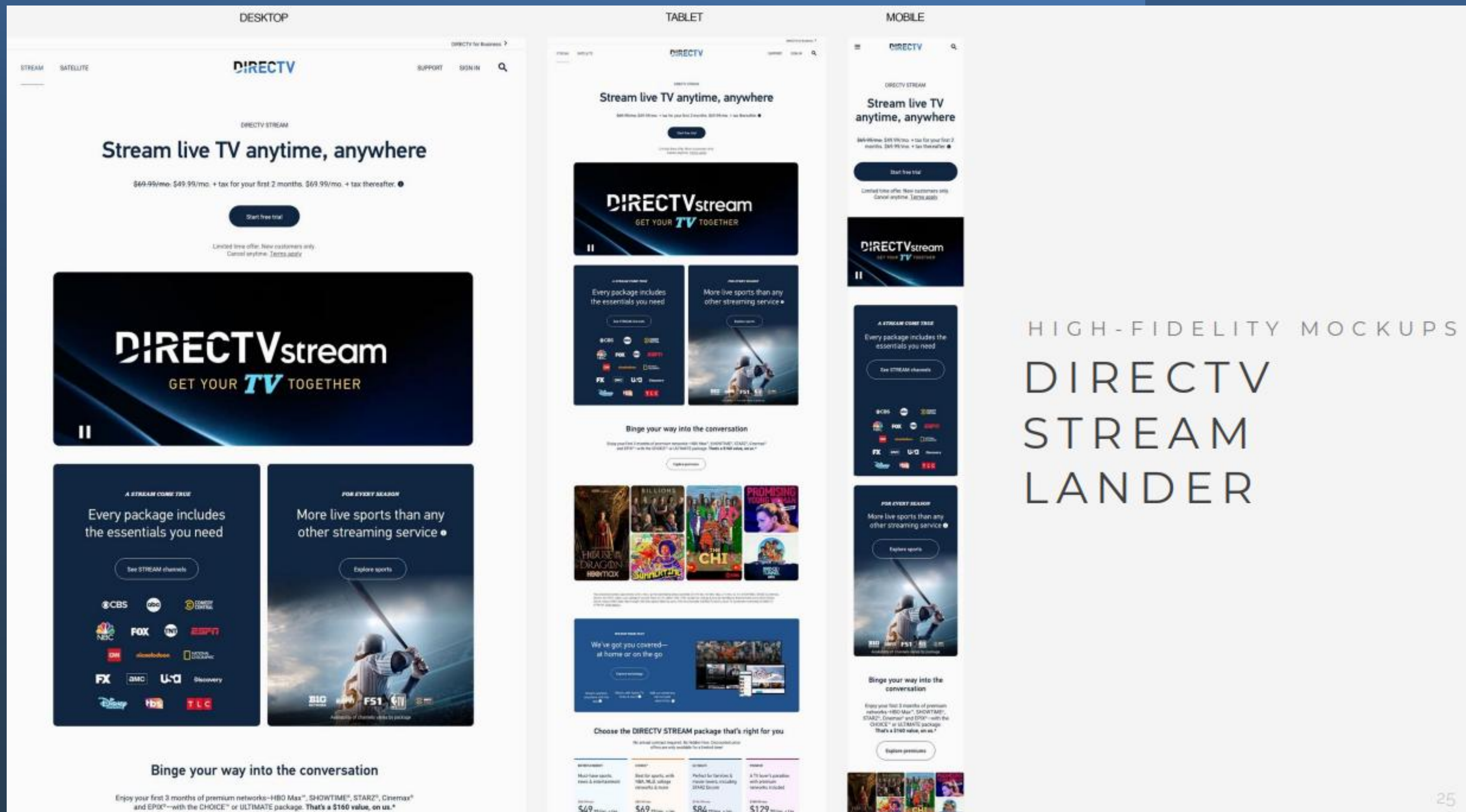
## *Smart CTAs:*

- Context-aware buttons (e.g., “Continue to Install Options” for equipment users)
- Eligibility-based visibility for financing options

## *UX Enhancements:*

- Microcopy to reduce decision fatigue
- Visual cues for savings and contract terms

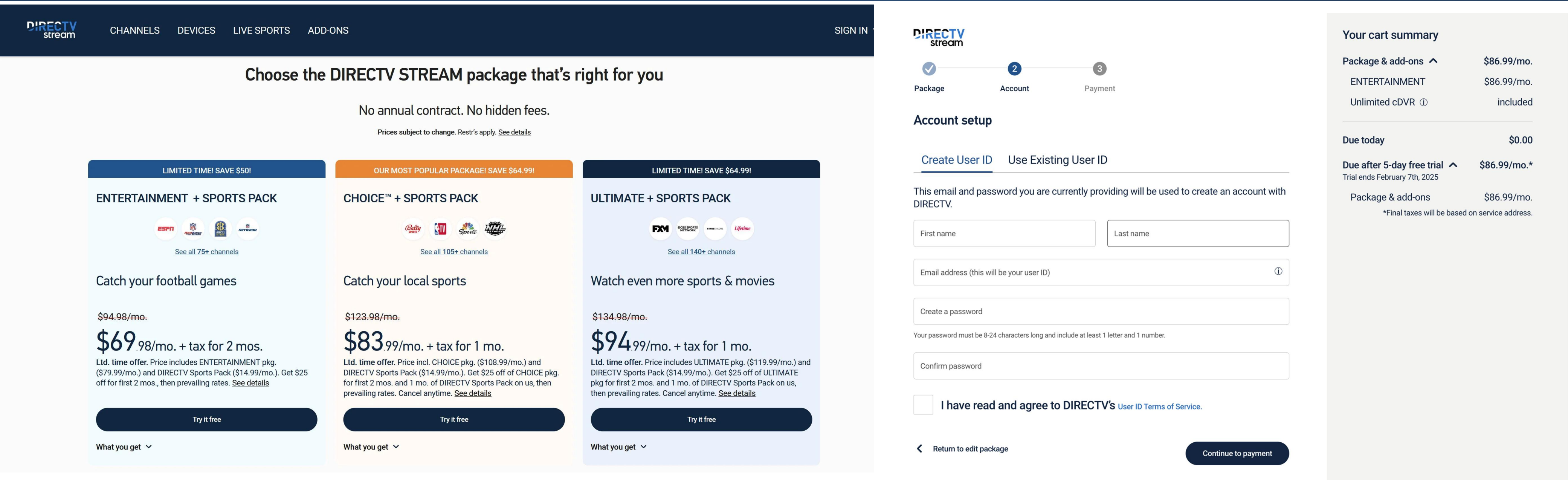






# Updated Design Experience

## New checkout Experience



# Final Hand-off flow



Account setup

Create User ID   Use Existing User ID

This email and password you are currently providing will be used to create an account with DIRECTV.

First name

Last name

Email address (this will be your user ID) ⓘ

Create a password

Your password must be 8-24 characters long and include at least 1 letter and 1 number.

Confirm password

☐ I have read and agree to DIRECTV's [User ID Terms of Service](#).

Your cart summary

Package & add-ons ^	\$86.99/mo.
ENTERTAINMENT	\$86.99/mo.
Unlimited cDVR ⓘ	included




Due today \$0.00

Due after 5-day free trial ^ \$86.99/mo.\*  
Trial ends February 7th, 2025

Package & add-ons \$86.99/mo.




\*Final taxes will be based on service address.

# Results & Impact

-  *Business Impact:*
  - +18% conversion rate in the checkout flow
  - -23% drop-off during add-on selection
  - +42% Zemini Air attachment rate (post-redesign)
-  *User Feedback:*
  - "Easier to compare options without feeling lost"
  - "Loved that I could customize without starting over"
-  *Post-Launch Monitoring:*
  - Weekly UX audits
  - Click heatmaps (via Hotjar) to optimize CTA placement



# Key Learnings & Takeaways

-  *Iterative Testing is Everything:*
  - Early maze tests flagged tier confusion we hadn't predicted
-  *Cross-Team Collaboration Wins:*
  - PMs, legal, and engineering helped reduce friction around pricing disclosures
-  *What We'd Do Differently:*
  - Earlier involvement of accessibility QA
  - More upfront user interviews around equipment bundling





Design Tools and  
components  
used.



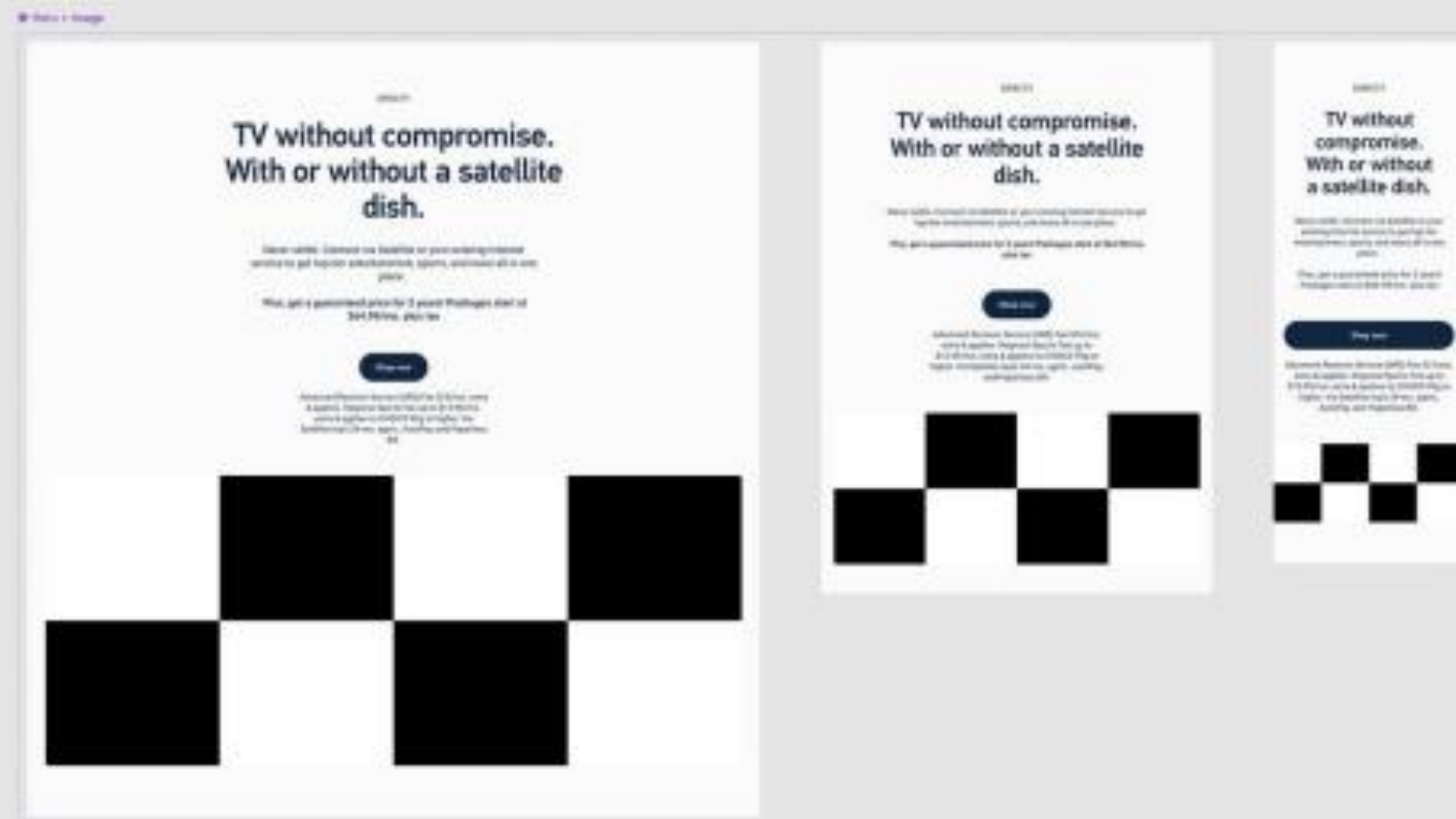


THE PROCESS

# COMPONENT CREATION

I broke down the templates into atomic components, such as buttons, input fields, and navigation bars, ensuring each component followed responsive design principles. I then used those atomic elements to build a library of full components, such as heroes, 1up cards, 2up cards, and package tiles.





## THE PROCESS

# RESPONSIVE CONSTRAINTS & VARIANTS

I utilized Figma's auto-layout, constraints, and variants features to ensure that components would adapt fluidly to different screen sizes. Variants were created for different states (hover, active, disabled) and screen sizes, ensuring the library could be reused efficiently.



# THE PROCESS CONSISTENT DESIGN ELEMENTS

I established a set of design elements (colors, typography, spacing, shadows) that were consistently applied across all components.

These elements allowed for easy updates across the system, improving scalability and maintainability.

	HEX	RGB	CMYK	PMS
<div>OZONE</div> <div>logo color</div>	# 337ace	51/122/206	90/45/0/0	285C
<div>JET</div>	# 102641	16/38/65	100/85/45/50	289C
<div>LAPIS</div>	# 21528c	33/82/140	100/70/20/5	7462C
<div>TURQUOISE</div>	# 1ebcf8	30/188/248	80/5/5/0	306C
<div>POLAR</div>	# 76d4f8	118/212/248	50/0/5/0	Blue 0821C
<div>AMETHYST</div>	# 7a267b*	122/38/123	70/100/10/5	2603C
<div>BLACK</div>	# 000000	0/0/0	0/0/0/100	Black
<div>WHITE</div>	# ffffff	255/255/255	0/0/0/0	White

PF DIN Text Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

PF DIN Text Pro Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

PF DIN Text Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

PF DIN Text Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz1234567890

Dark

Page: Primary button light background  
Text color: white  
Background color: #000000

Light









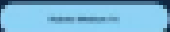













Page: Primary button dark background  
Text color: #000000  
Background color: #ffffff

Inactive

Page: Disabled button  
Text color: #000000  
Background color: #000000

Outlined light

CTA buttons

	Dark	Light	Inactive	Outline light	Outline dark
Flexible Default					
Flexible Hover/ Clicked/Tapped					
Full-width (mobile only) Default					
Full-width (mobile only) Hover/ Clicked/Tapped					
Tertiary: Text Default	N/A	N/A	N/A		
Tertiary: Text Hover/Clicked/Tapped	N/A	N/A	N/A		
Tertiary: Icon Default	N/A	N/A	N/A		
Tertiary: Icon Hover/Clicked/Tapped	N/A	N/A	N/A		

Styles

There are five color variations for the buttons: Dark, Light, inactive, Outline light, Outline dark. Dark and Light buttons are used as primary CTAs. Outlined buttons are used as secondary CTAs. Be mindful of the contrast and choose the buttons depending on the context and business need.

Dark

Image of Dark button in light background  
Full color (25%)  
Background color: #1a2b3c

Light

Image of Light button in dark background  
Full color (25%)  
Background color: #1a2b3c

THE PROCESS  
DOCUMENTATION  
& GUIDELINES

I created thorough documentation to accompany the Figma library, detailing the purpose and usage of each component. This included best practices for maintaining responsiveness, updating components, and integrating the design system with development workflows.



THANKS FOR WATCHING

**DIRECTV**

UX Designer : Mayur Srivastava