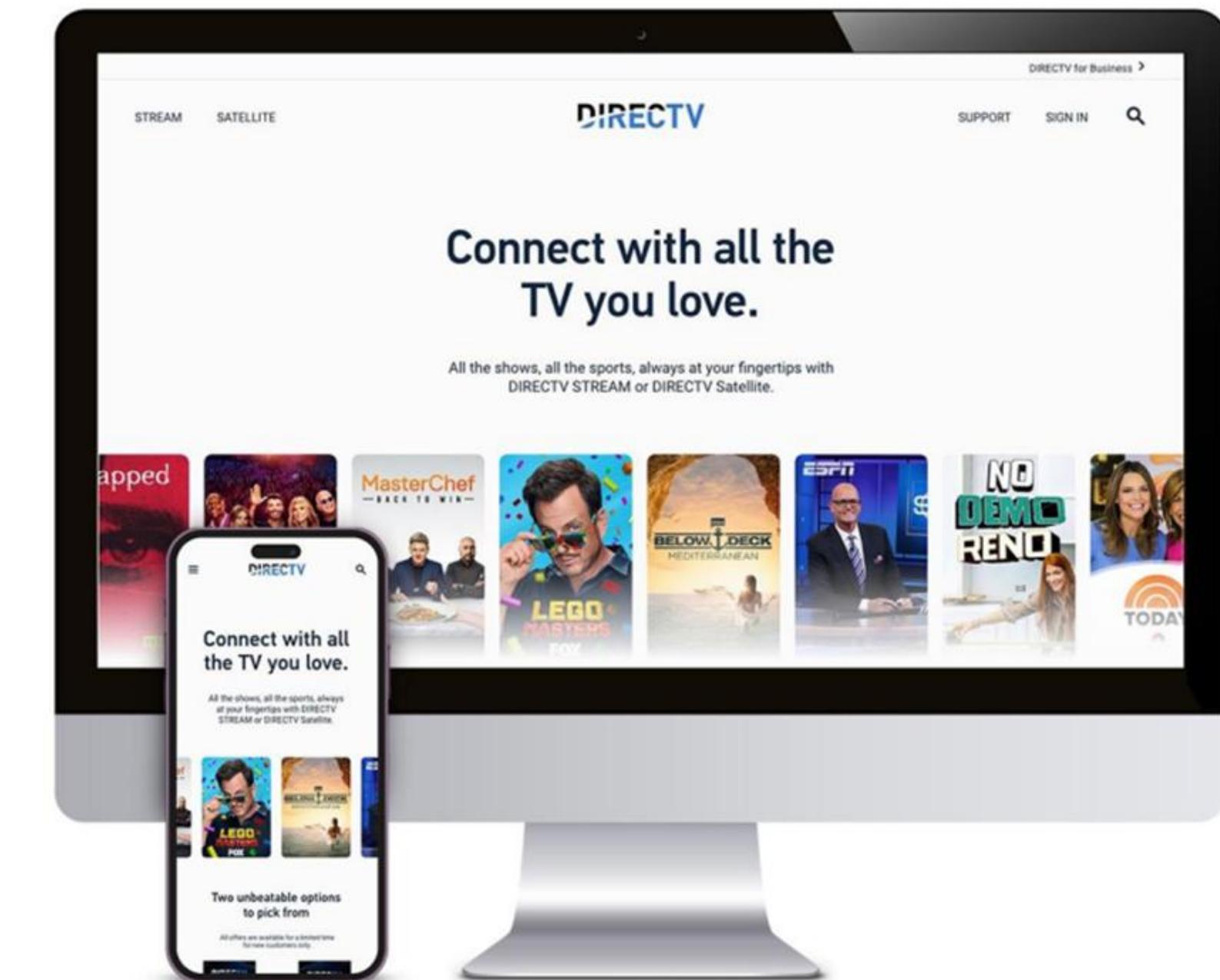


Redesign DIRECTV.com web/mobile app

UX Designer : Mayur Srivastava

DIRECTV



REDESIGNING DIRECTV.COM FOR A SMOOTHER, SMARTER EXPERIENCE

Company: DIRECTV

User: B2C



Responsibilities

- Experience Design
- Prototype & Usability Testing

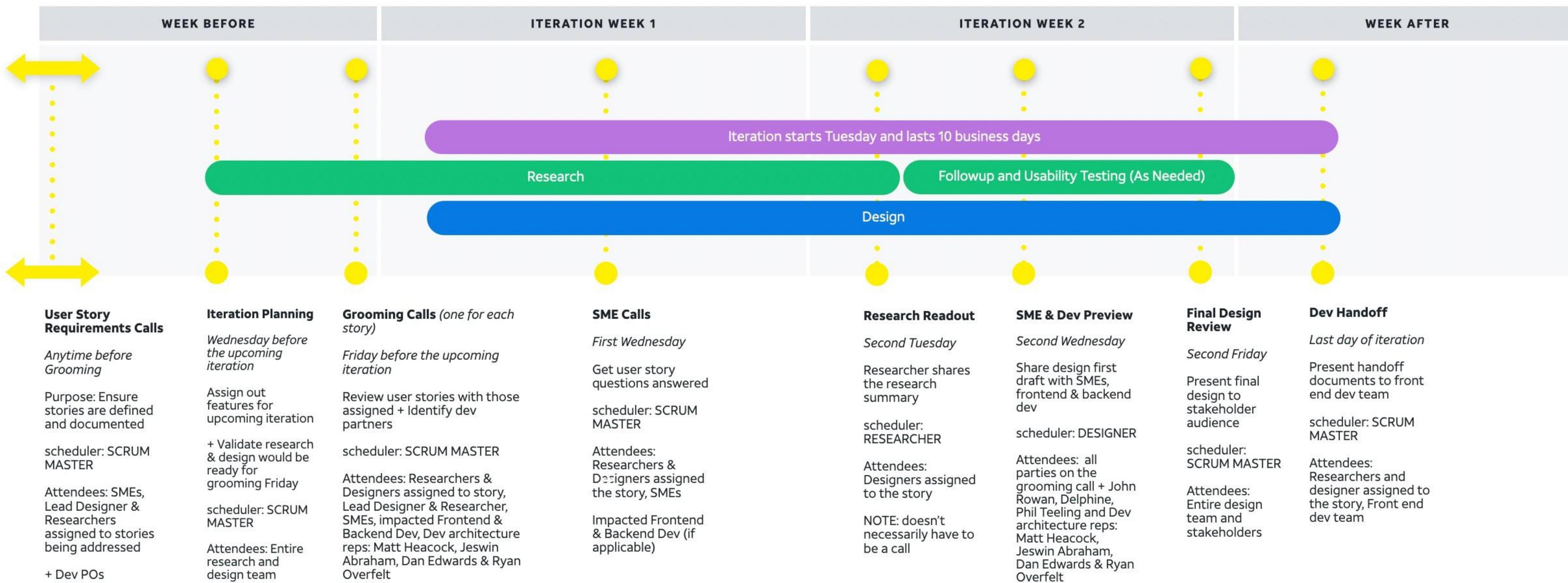
Timeline & Team

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Outdated User Interface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



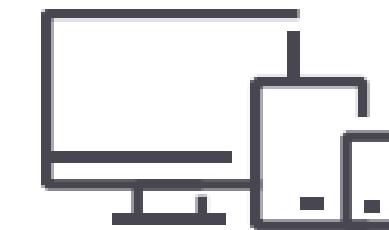
Enhance
navigation and usability by simplifying the site structure, reducing the steps required to access content or manage accounts.



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.

DIRECTV SATELLITE

The #1 satellite TV service in the country

Count on 99% signal reliability, so you and your family never miss a moment. ⓘ

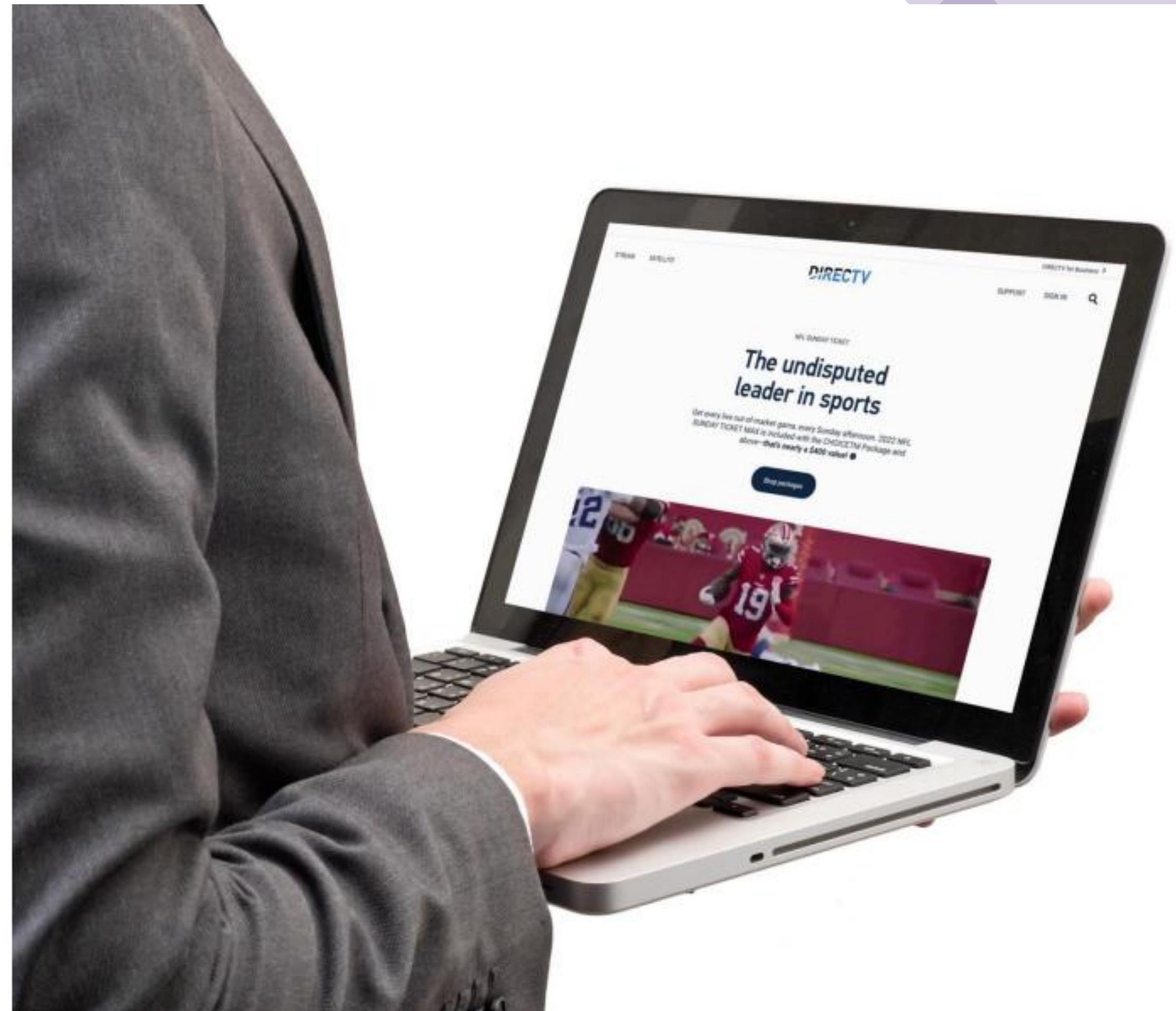
Shop packages

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.

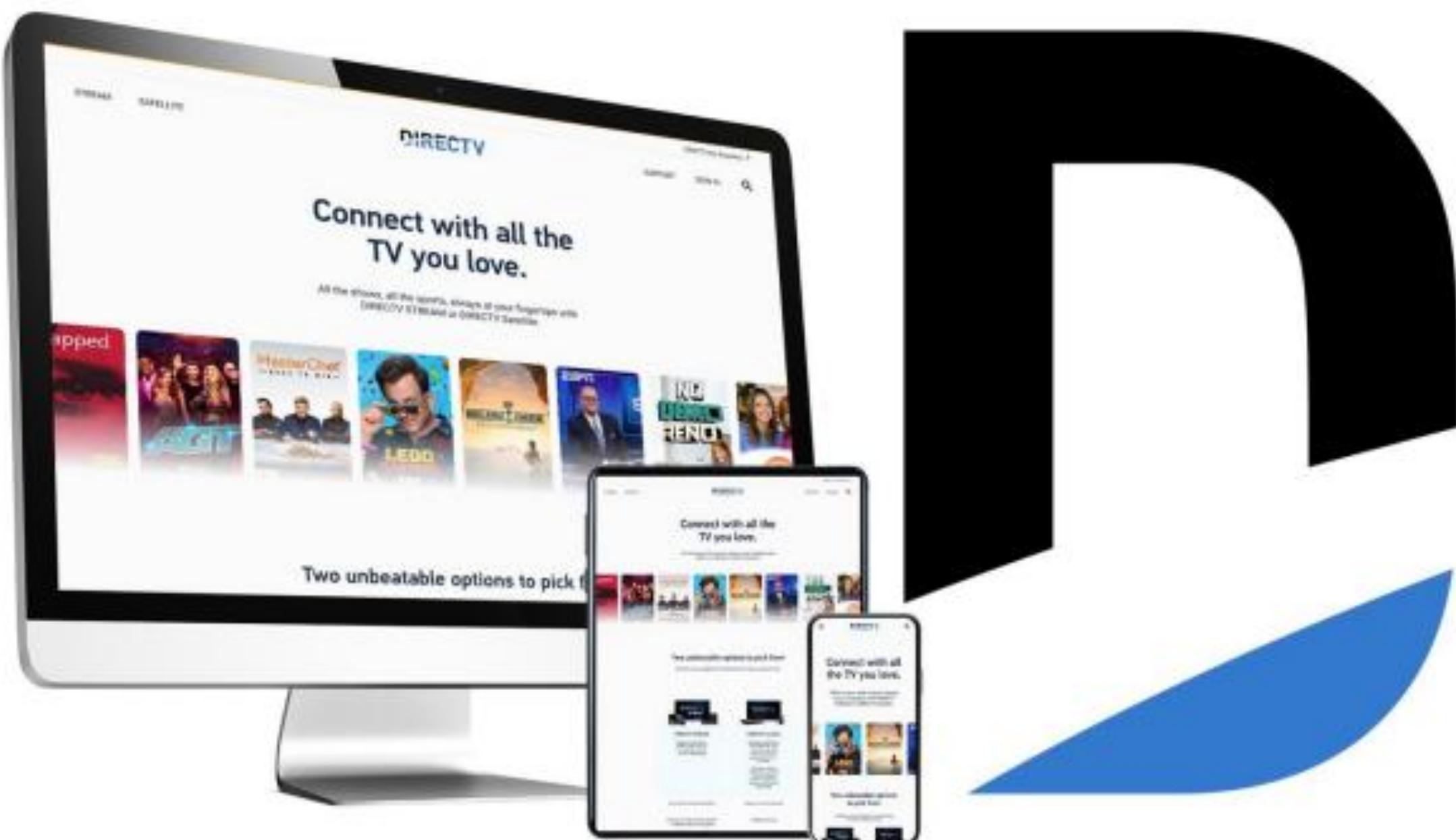
This iterative approach resulted in a final product that was not only more intuitive, but also catered to user expectations. This helped create a seamless, user-friendly experience that ultimately enhanced overall satisfaction and engagement.



THE OUTCOME MEASUREABLE IMPROVEMENT

The redesigned DIRECTV website delivered significant measurable improvements.

- User engagement increased by **25%**, with longer session times indicating enhanced content discoverability and ease of use.
- Page load times were reduced by **40%**, leading to higher conversion rates.
- 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 design.
- Finally, the bounce rate decreased by **20%**, reflecting a more engaged and seamless user experience.

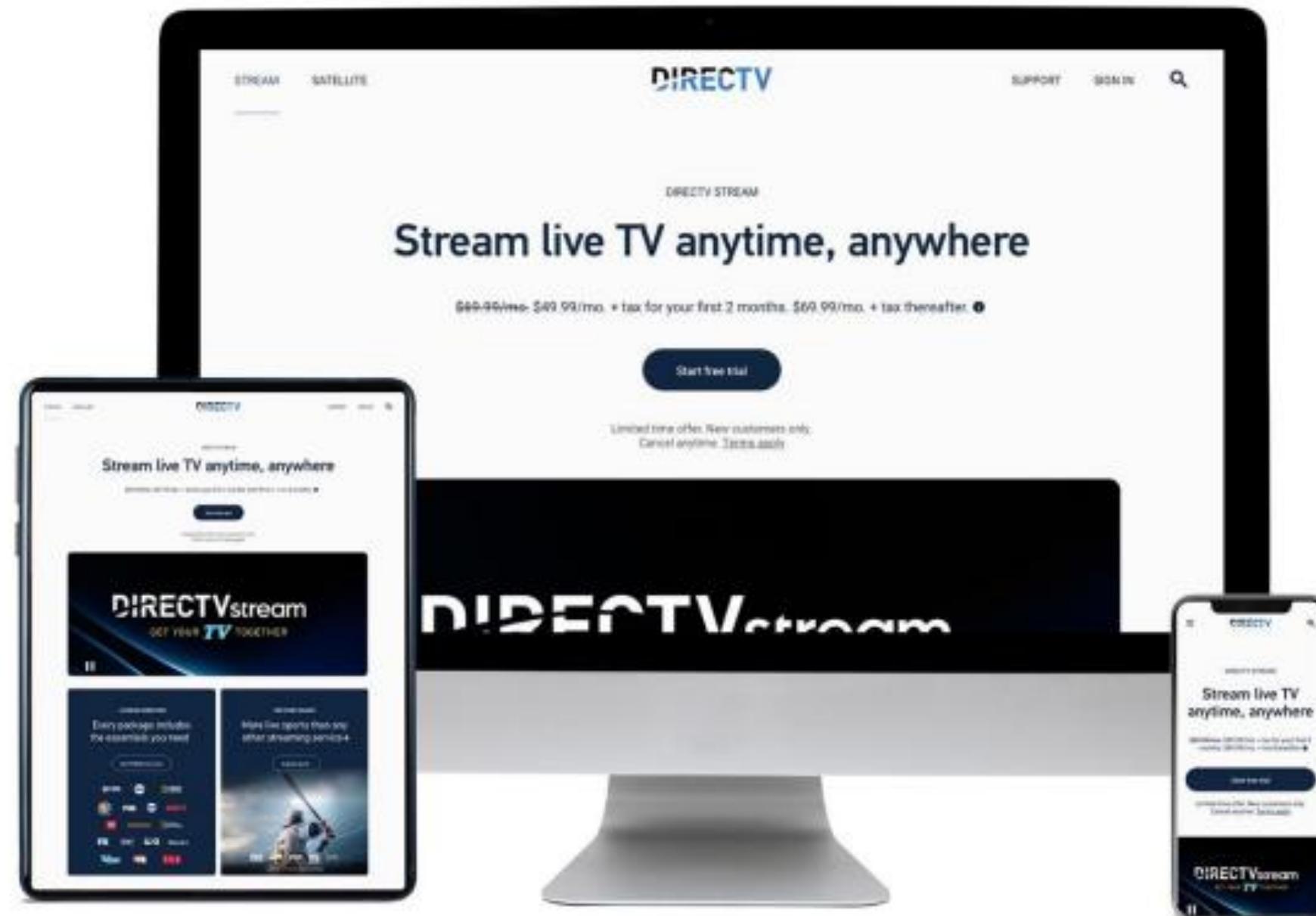


KEY TAKEAWAYS

CROSS-DEVICE CONSISTENCY

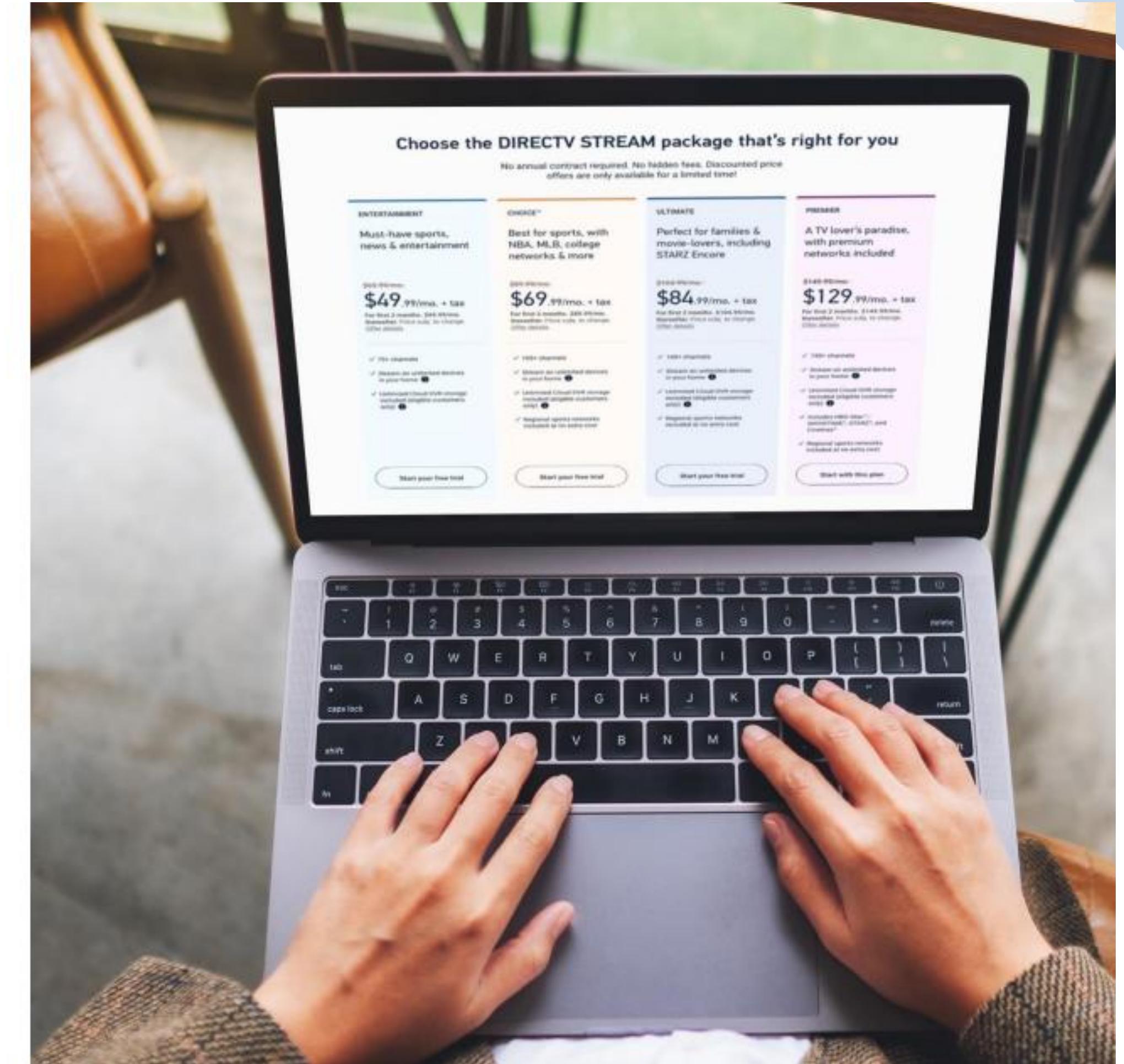
Adopting a mobile-first strategy was essential in ensuring the website performed seamlessly across all devices. As mobile usage continues to grow, it was critical that we designed with smartphones and tablets as the primary focus, rather than as an afterthought. By optimizing the site for smaller screens 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.

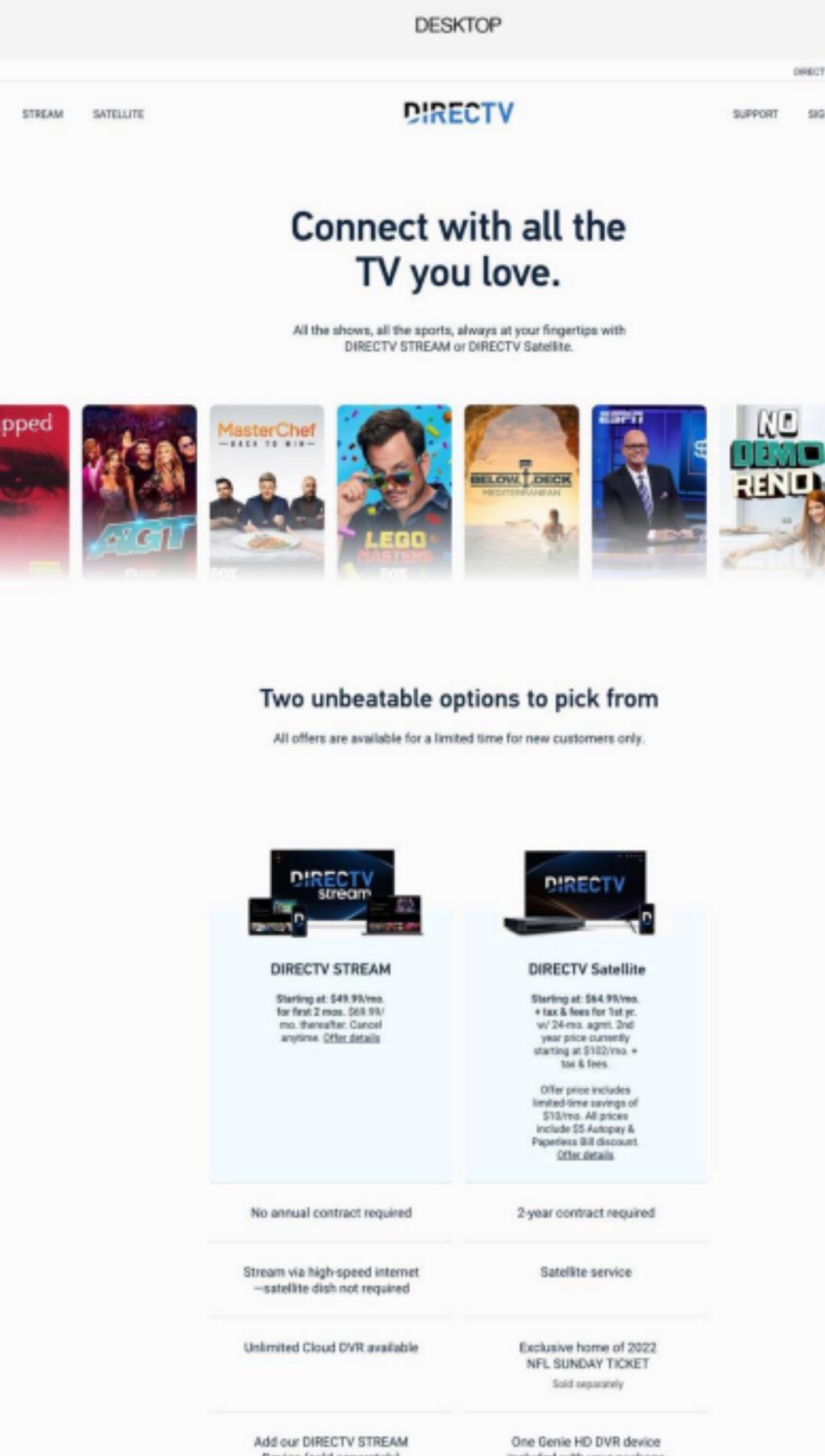


CONCLUSION NEXT STEPS

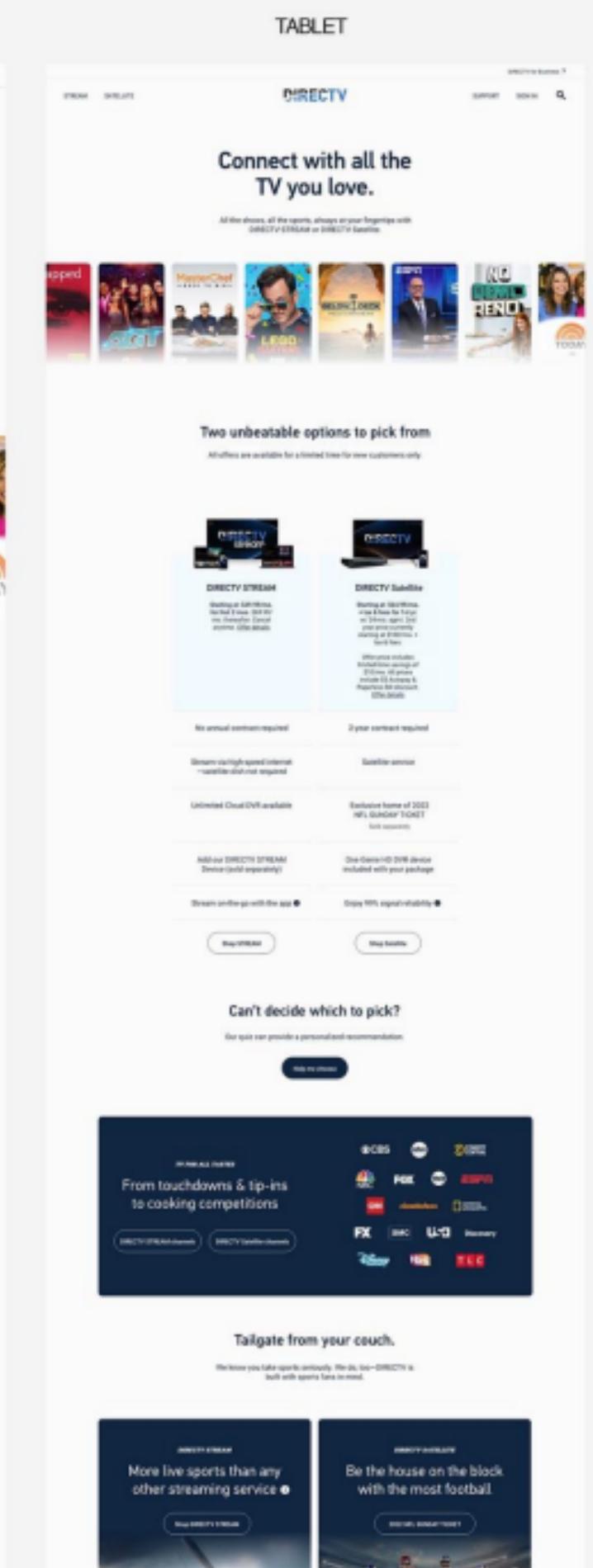
With the new design in place, DIRECTV is now positioned to expand its digital presence further. The site's modular design system will allow for easy updates, and future phases will focus on personalization, AI-driven content recommendations, and advanced analytics for continued optimization.



DESKTOP



TABLET



MOBILE



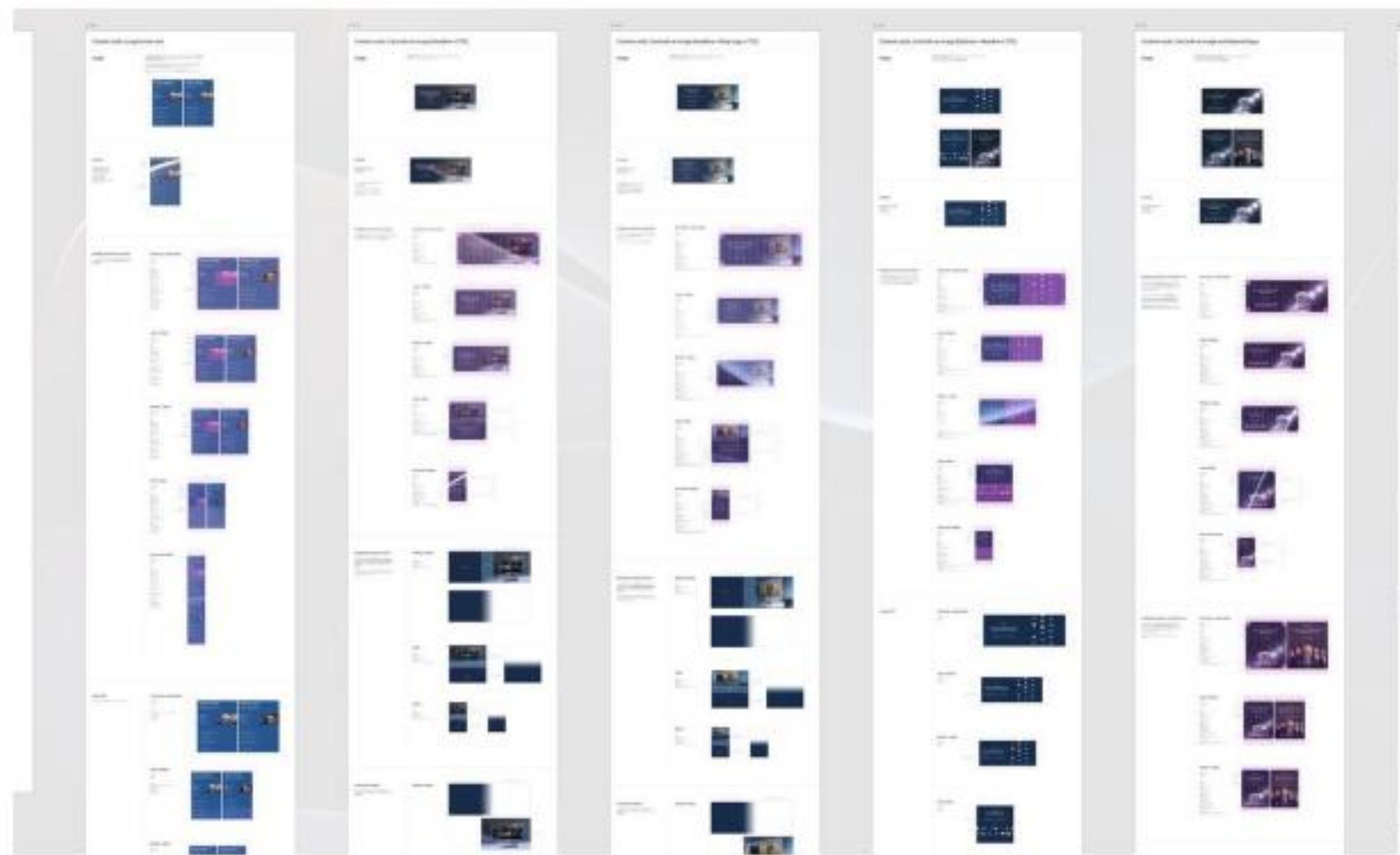
HIGH-FIDELITY MOCKUPS

DIRECTV.COM

HOME PAGE

THE PROCESS

STRATEGY DEVELOPMENT



Customer Journey Mapping

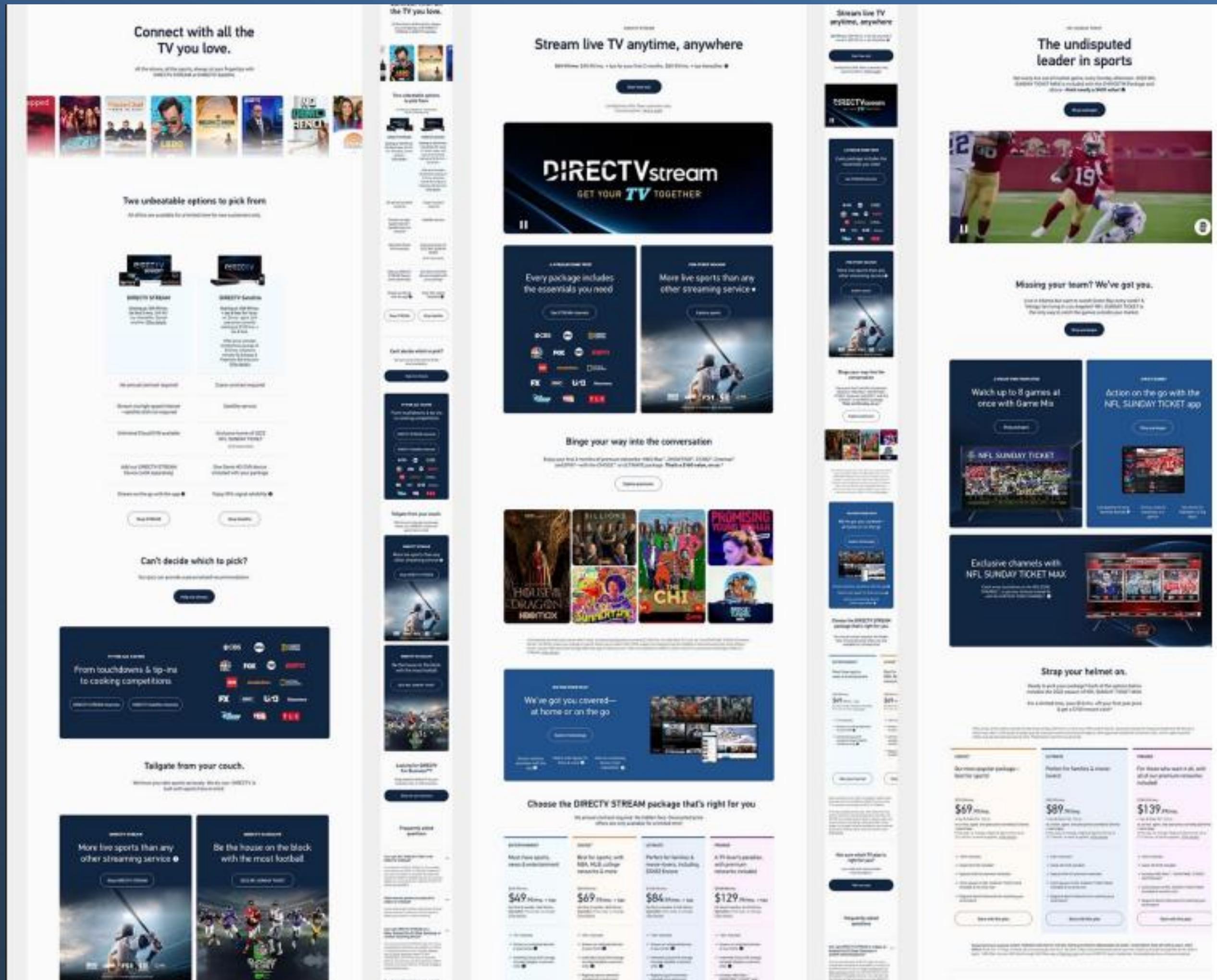
We created detailed customer journey maps to understand how users interacted with the website and identified moments of friction.

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.

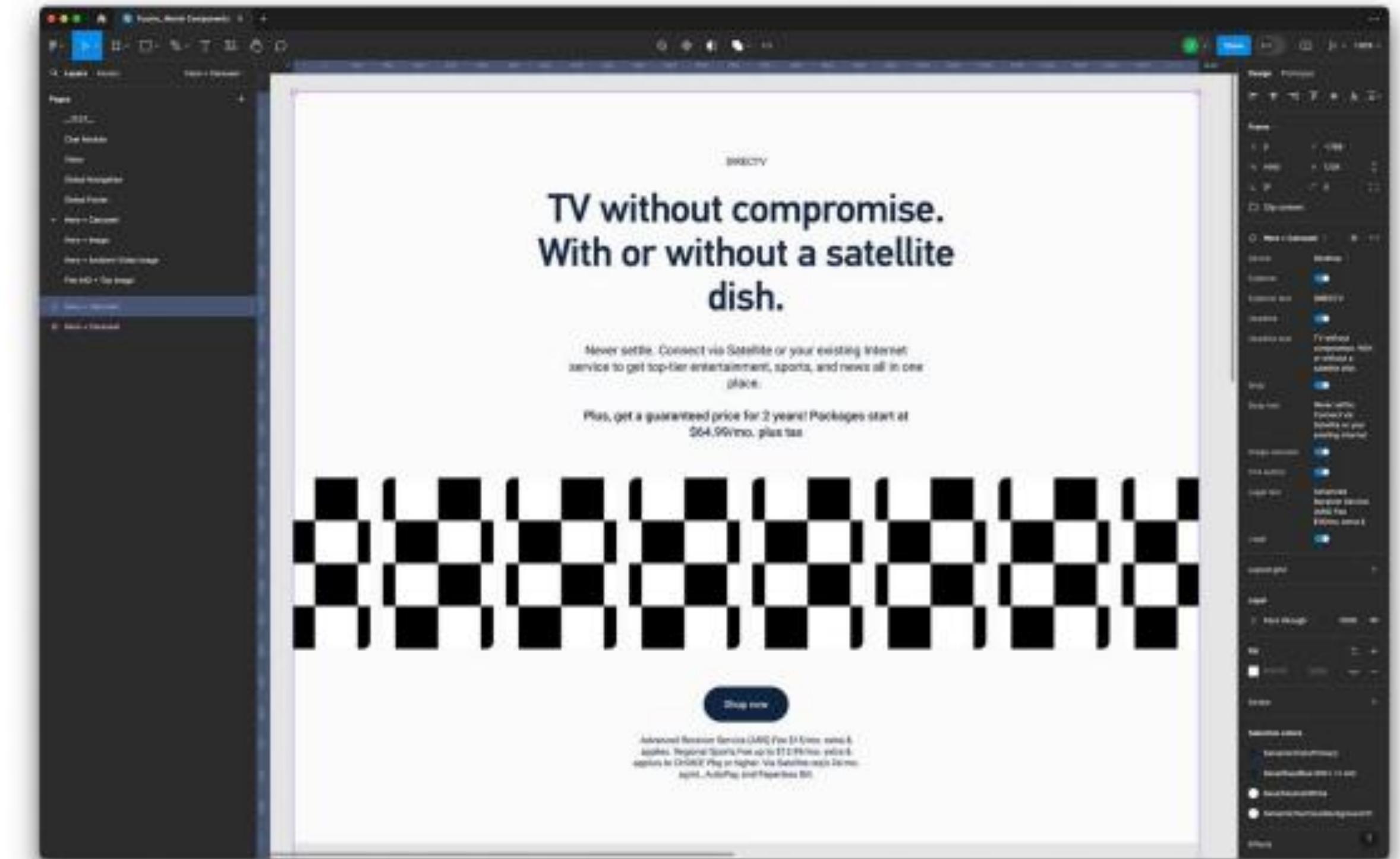
- Usability Testing:** Prototypes were tested with real users to gather feedback on usability, with adjustments made based on findings.

- 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

DESKTOP

DIRECTV

SUPPORT SIGN IN

STREAM SATELLITE

DIRECTV STREAM

Stream live TV anytime, anywhere

\$69.99/mo. - \$49.99/mo. + tax for your first 2 months. \$69.99/mo. + tax thereafter. [●](#)

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Limited time offer. New customers only.
Cancel anytime. [Terms apply](#)

TABLET

DIRECTV

Stream live TV anytime, anywhere

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Start free trial

Limited time offer. New customers only.
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MOBILE

DIRECTV STREAM

Stream live TV anytime, anywhere

\$69.99/mo. - \$49.99/mo. + tax for your first 2 months. \$69.99/mo. + tax thereafter. [●](#)

Start free trial

Limited time offer. New customers only.
Cancel anytime. [Terms apply](#)

HIGH-FIDELITY MOCKUPS

DIRECTV

STREAM

LANDER

Updated Design Experience

DIRECTV stream CHANNELS DEVICES LIVE SPORTS ADD-ONS

SIGN IN

Choose the DIRECTV STREAM package that's right for you

No annual contract. No hidden fees.

Prices subject to change. Restr's apply. [See details](#)

LIMITED TIME! SAVE \$50!

ENTERTAINMENT + SPORTS PACK


[See all 75+ channels](#)

Catch your football games

\$94.98/mo.

\$69.98/mo. + tax for 2 mos.

Ltd. time offer. Price includes ENTERTAINMENT pkg. (\$79.99/mo.) and DIRECTV Sports Pack (\$14.99/mo.). Get \$25 off for first 2 mos., then prevailing rates. [See details](#)

[Try it free](#)

OUR MOST POPULAR PACKAGE! SAVE \$64.99!

CHOICE™ + SPORTS PACK


[See all 105+ channels](#)

Catch your local sports

\$123.98/mo.

\$83.99/mo. + tax for 1 mo.

Ltd. time offer. Price incl. CHOICE pkg. (\$108.99/mo.) and DIRECTV Sports Pack (\$14.99/mo.). Get \$25 off of CHOICE pkg. for first 2 mos. and 1 mo. of DIRECTV Sports Pack on us, then prevailing rates. Cancel anytime. [See details](#)

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ULTIMATE + SPORTS PACK


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Watch even more sports & movies

\$134.98/mo.

\$94.99/mo. + tax for 1 mo.

Ltd. time offer. Price includes ULTIMATE pkg. (\$119.99/mo.) and DIRECTV Sports Pack (\$14.99/mo.). Get \$25 off of ULTIMATE pkg for first 2 mos. and 1 mo. of DIRECTV Sports Pack on us, then prevailing rates. Cancel anytime. [See details](#)

[Try it free](#)

What you get ▾

DIRECTV stream

1 2 3

Package Account Payment

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](#).

[Return to edit package](#) [Continue to payment](#)

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.

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](#).

[Return to edit package](#)

[Continue to payment](#)

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



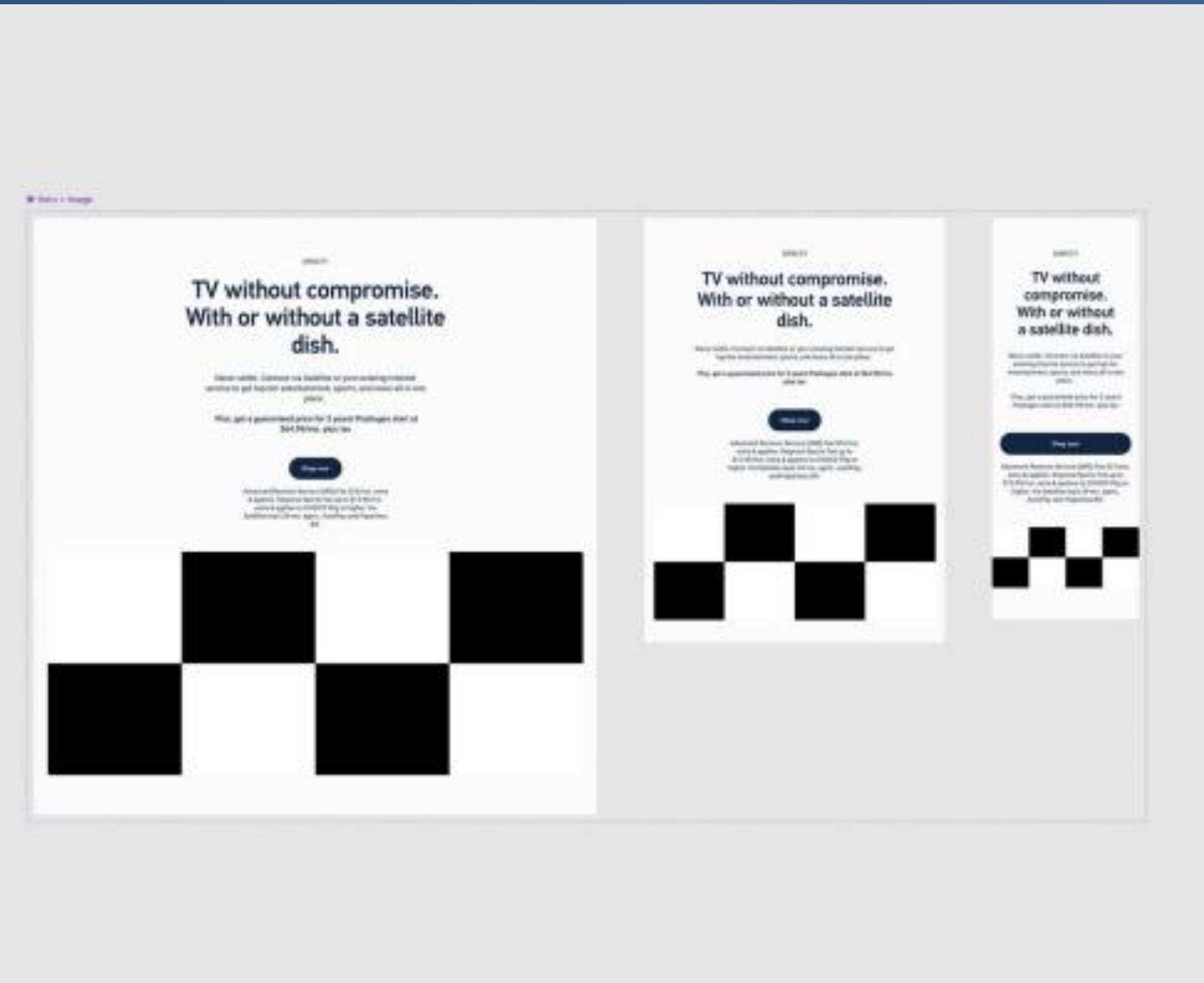
Design Tools and components used.



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

Dark

Color Primary: #21528c
Color Secondary: #102641
Color Tertiary: #1ebcf8

Light

Color Primary: #f0f0f0
Color Secondary: #e0e0e0
Color Tertiary: #d0d0d0

Inactive

Color Primary: #d0d0d0
Color Secondary: #c0c0c0
Color Tertiary: #b0b0b0

Outlined light

Color Primary: #f0f0f0
Color Secondary: #e0e0e0
Color Tertiary: #d0d0d0

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



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



UX Designer : Mayur Srivastava