



CASE STUDY

DIRECTV

Website Redesign

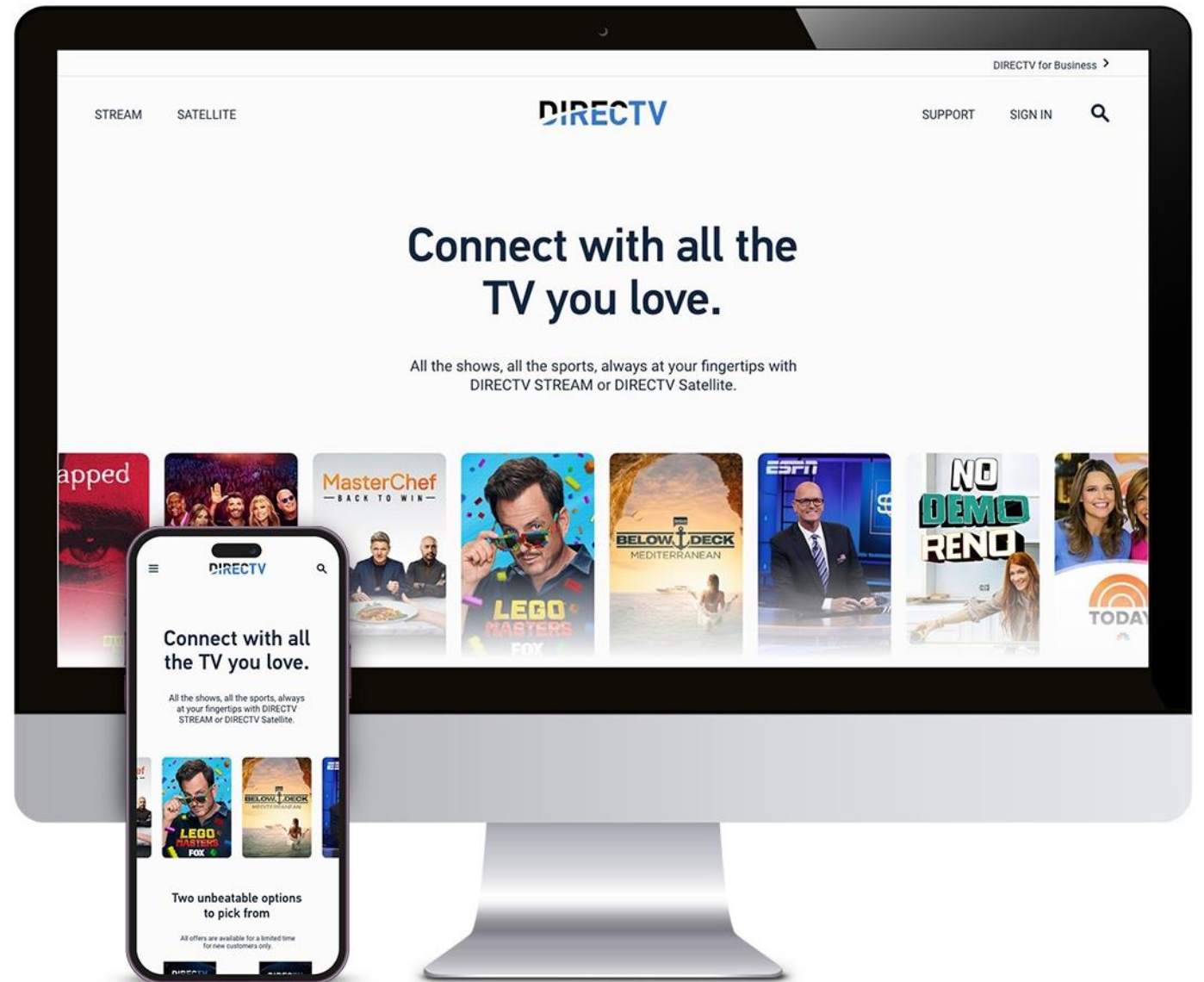
Company: DIRECTV

Company URL: <http://www.directv.com>

My Role: Senior UX Designer

Tools Used: Photoshop, Figma, Adobe XD

Skills Utilized: UX/UI, visual design



OVERVIEW

OVERVIEW

A LITTLE BIT OF HISTORY



In 2022, DIRECTV undertook a comprehensive redesign of its website to improve customer engagement, streamline the user experience, and modernize its digital presence.

The goal was to align with shifting consumer behaviors and elevate the brand's competitive edge in the crowded streaming and TV services market.





OVERVIEW

REDESIGNING DIRECTV.COM FOR A SMOOTHER, SMARTER EXPERIENCE

Improve UX

Streamline navigation and make it easier for users to find content and manage their accounts.

Evolve the Brand

Ensure a seamless, responsive design across all devices for modern, on-the-go users.

Boost Mobile Performance

Refresh the site's look to align with DIRECTV's evolving brand and customer expectations.



THE CHALLENGE

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Outdated User Interface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

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MOVING FORWARD



Modernize

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



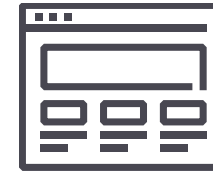
Enhance

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

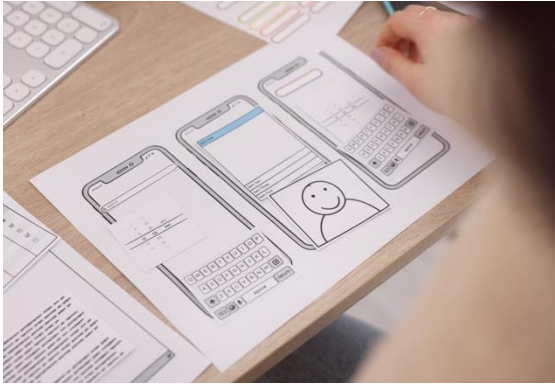
accessibility compliance by implementing accessibility standards (WCAG 2.1) to cater to all users.



Create

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

THE PROCESS



THE PROCESS

DISCOVERY & RESEARCH

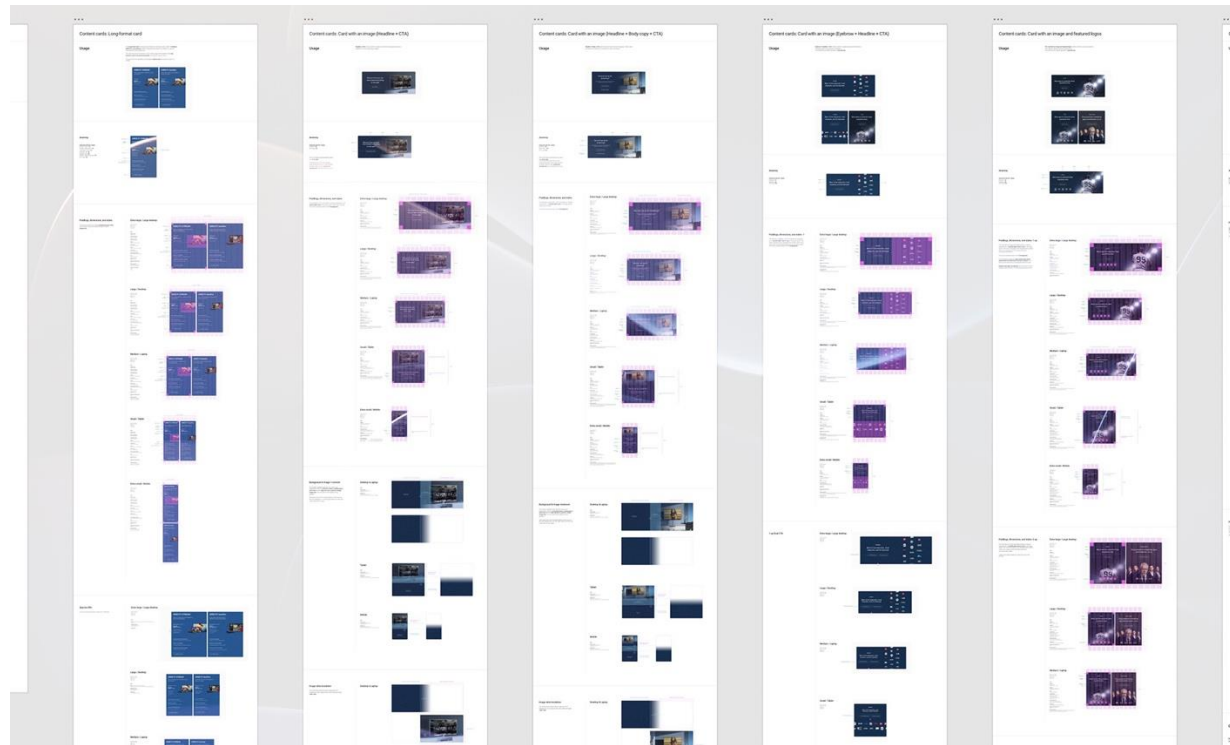
We began the redesign with an extensive discovery phase, which included:

- **User Research:** Conducting user interviews, surveys, and analyzing existing site analytics to identify the primary pain points.
- **Competitive Analysis:** Studying competitor websites in the entertainment and streaming industries to identify best practices.
- **Stakeholder Workshops:** Collaborating with internal stakeholders from marketing and product teams to understand business objectives and technical limitations.



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

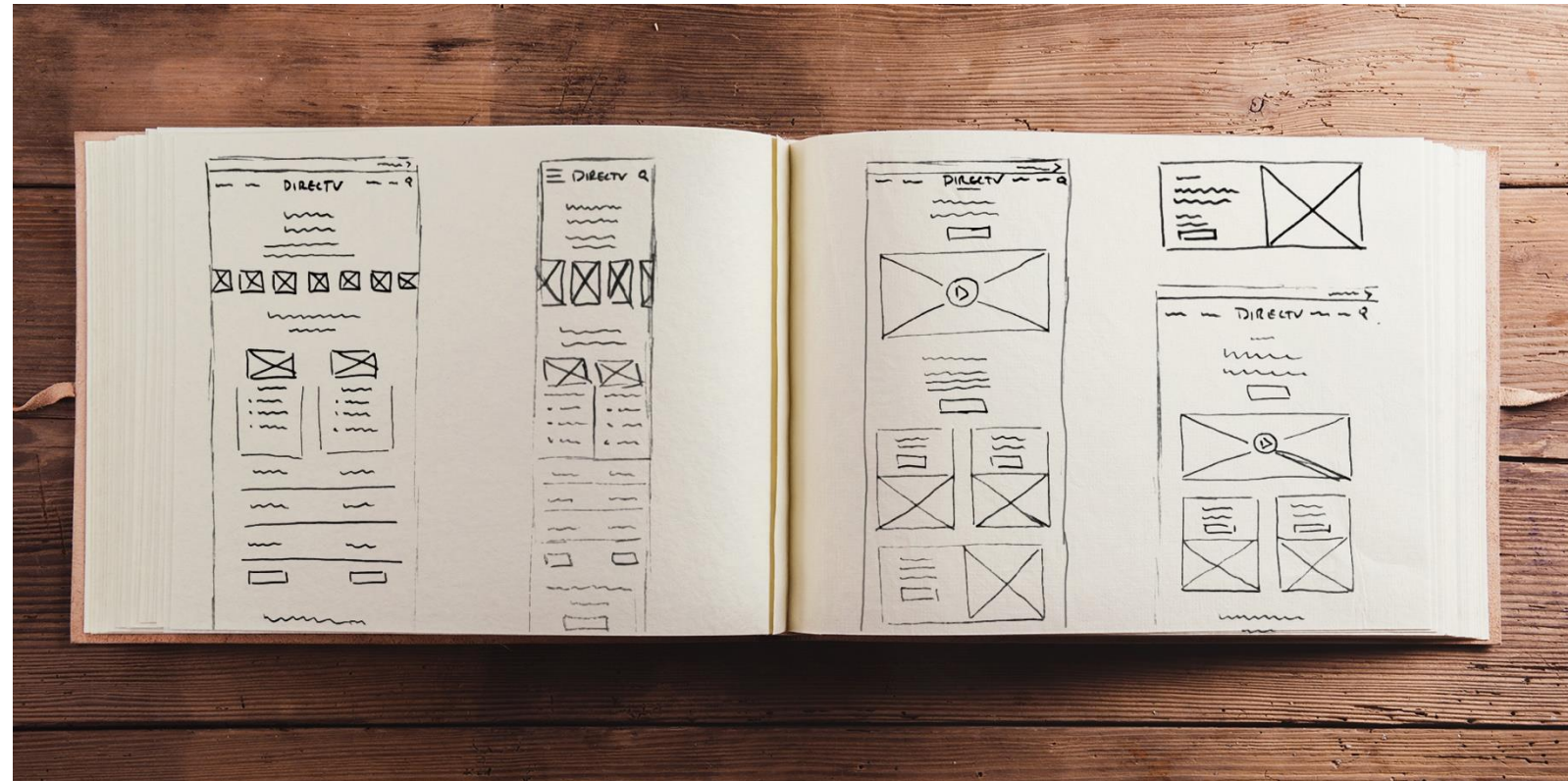
We developed a modular design system to ensure visual consistency across all pages and reduce design and development timelines.

THE PROCESS

DESIGN & PROTOTYPING

We started with wireframes and interactive prototypes to map user flows and test functionality, ensuring a seamless experience. The UI design balanced a modern look with usability, while our mobile-first approach optimized performance across all devices.

- **Wireframes & Prototypes:** Low-fidelity wireframes were created to outline the new structure of the site, followed by high-fidelity prototypes to bring the design to life.
- **UI Design:** The visual design was updated to be light and modern, with an emphasis on high-quality imagery, simple navigation menus, and interactive elements.
- **Mobile-First Design:** The design was optimized for mobile devices, ensuring easy navigation, tap-friendly buttons, and fast load times.



Connect with all the TV you love.

All the shows, all the sports, always at your fingertips with DIRECTV STREAM or DIRECTV Satellite.

Two unbeatable options to pick from

All offers are available for a limited time for new customers only.

DIRECTV STREAM

Streaming on 4K Ultra HD, Full HD and HD. No contract. No equipment. No satellite dish required.

Stream on-the-go with the app.

DIRECTV Satellite

Streaming on 4K Ultra HD, Full HD and HD. 2-year contract required. Satellite service. Unlimited Cloud DVR available.

Stream on-the-go with the app.

Can't decide which to pick?

Our quiz can provide a personalized recommendation.

[Take the quiz](#)

TV for all tastes. From touchdowns & tip-ins to cooking competitions.

Tailgate from your couch.

We know you take sports seriously. We do, too—DIRECTV is built with sports fans in mind.

More live sports than any other streaming service

[Shop DIRECTV STREAM](#)

Be the house on the block with the most football

[See the SUNDAY TICKET](#)

Looking for DIRECTV For Business™?

Shop powerful satellite TV for your restaurant, bar, or other business.

[Shop for your business](#)

Frequently asked questions

Can I get NFL SUNDAY TICKET with DIRECTV STREAM?

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Stream live TV anytime, anywhere

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DIRECTVstream

GET YOUR TV TOGETHER

Every package includes the essentials you need

More live sports than any other streaming service

Binge your way into the conversation

Enjoy your fave 3 months of premium networks—like HBO™, SHOWTIME®, STARZ®, COMET® and ESPN®—with the CHOICE™ or ULTIMATE™ package. That's a \$160 value, on us.*

We've got you covered— at home or on the go

Choose the DIRECTV STREAM package that's right for you

No annual contract required. No hidden fees. Discounted price offers are only available for a limited time!

ENTERTAINMENT	CHOICE™	ULTIMATE™	PREMIER™
Must have sports, news & entertainment	Best for sports, news & entertainment	Perfect for families & movie lovers, including STARZ Encore	A TV lover's paradise, with premium networks included
\$49.99/mo. + tax	\$69.99/mo. + tax	\$84.99/mo. + tax	\$129.99/mo. + tax
100+ channels	100+ channels	100+ channels	100+ channels
100+ live sports	100+ live sports	100+ live sports	100+ live sports

Not sure which TV plan is right for you?

Let us help with a personalized recommendation.

[Take the quiz](#)

Stream live TV anytime, anywhere

The undisputed leader in sports

Missing your team? We've got you.

Live in Atlanta but want to watch Green Bay every week? A Vikings fan living in Los Angeles? NFL SUNDAY TICKET MAX is the only way to watch the games outside your market.

Watch up to 8 games at once with Game Mix

Action on the go with the NFL SUNDAY TICKET MAX app

Strap your helmet on.

Ready to pick your package? Each of the options below includes the 2022 season of NFL SUNDAY TICKET MAX.

CHOICE™	ULTIMATE™	PREMIER™
\$69.99/mo.	\$89.99/mo.	\$139.99/mo.
Best for sports, news & entertainment	Perfect for families & movie lovers	A TV lover's paradise, with premium networks included

Need more info about DIRECTV Satellite first?

Check out our channel lineups and learn about our exclusive Game HD DVR.

[Explore Satellite](#)

Frequently asked questions

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.

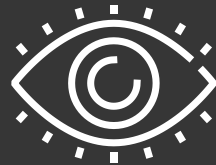
THE PROCESS

DEVELOPMENT & LAUNCH



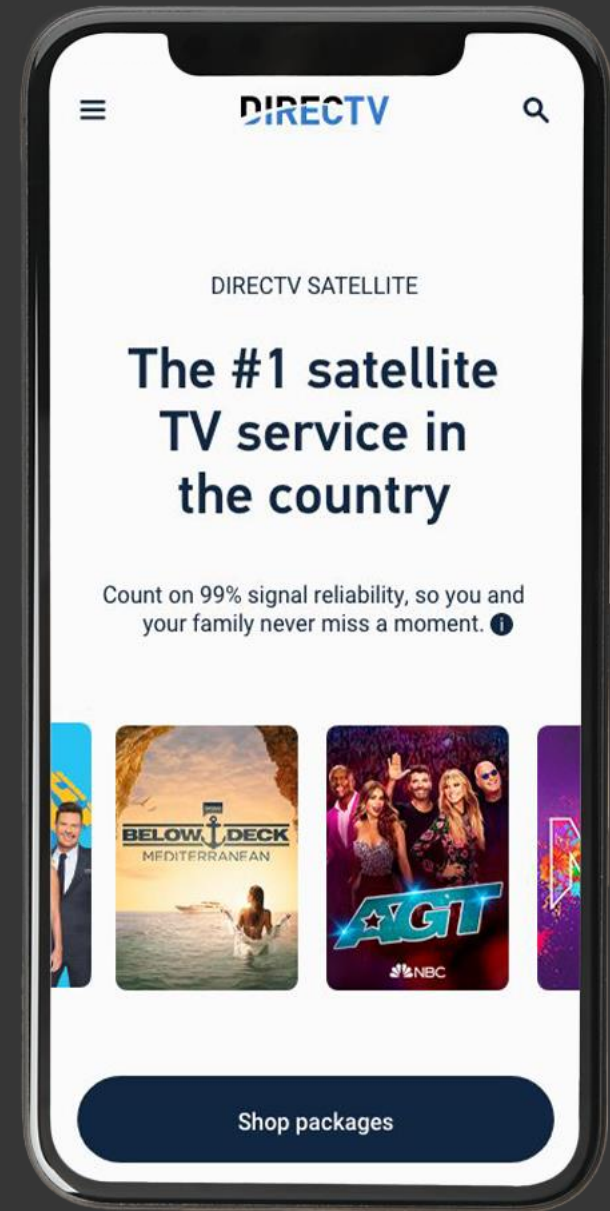
Agile Development Process

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

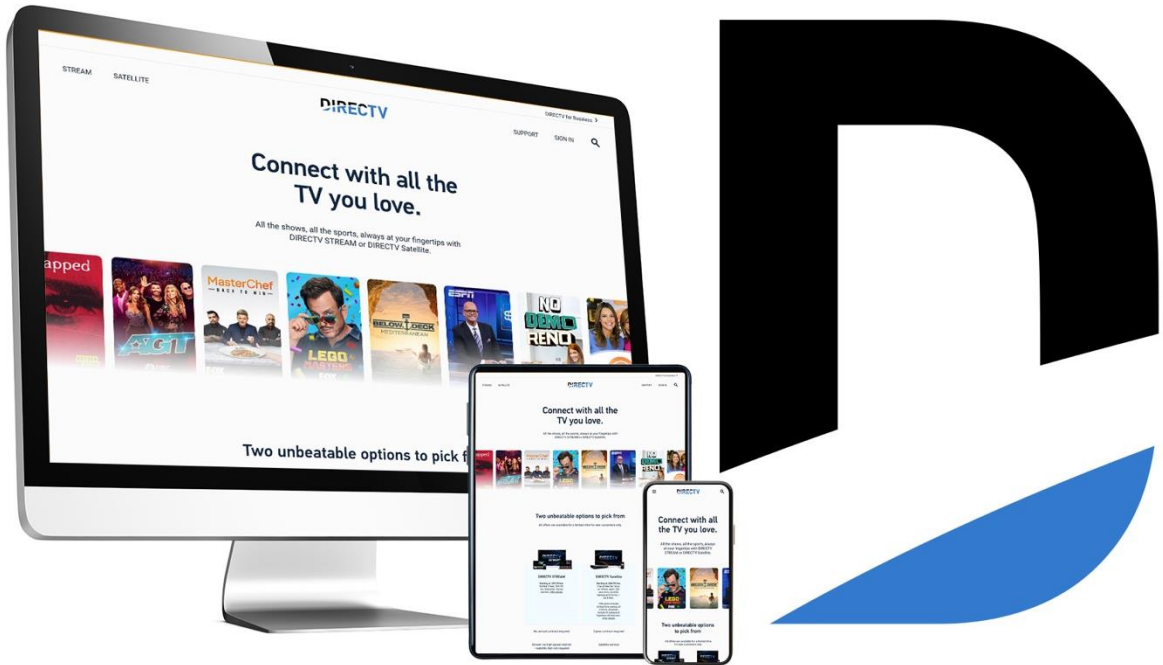


Post-Launch Monitoring

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



THE OUTCOME



THE OUTCOME

MEASURABLE 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 retention 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-first design.
- Finally, the bounce rate decreased by **20%**, reflecting a more engaging and seamless user experience.



KEY TAKEAWAYS

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.





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.

TODO

The image shows a project management board with sticky notes. At the top left is an orange 'TODO' note. Below it are several yellow sticky notes with wireframes and text for 'LOGIN', 'REGISTER', and 'PROMOTION'. The 'REGISTER' wireframe includes a box for a password and a 'REGISTER' button. The 'PROMOTION' wireframe shows a list of items with a 'MR' label and a bottom navigation bar with icons. To the right of these are pink sticky notes with tasks like 'REGISTER PAGE', 'CONFIRM MAIL WITH TOKEN', and 'ACTIVE USER'. Below the 'PROMOTION' notes are yellow notes for 'DELIVERY' and 'BOOKING'. The 'DELIVERY' notes include 'MENU & SHOPPING CART', 'TRACKING STATUS', and 'CUSTOMER RECEIVE ORDER CONFIRMATION'. The 'BOOKING' notes include 'BOOKING PAGE', 'SEARCH BRANCH [BASE ON LOCATION]', and 'NOTIFICATION'. Below these are yellow notes for 'PROMOTION' and 'SCAN CODE'. The 'PROMOTION' notes include 'PROMOTION LIST' and 'PROMOTION DETAIL'. The 'SCAN CODE' notes include 'AR', 'QR', and 'NFC'. At the bottom left is an orange 'DOING' note. To the right of the 'DOING' note are several yellow sticky notes with flowcharts for 'LOGIN FLOW', 'REGISTER FLOW', and 'BOOKING FLOW'. The 'LOGIN FLOW' note includes 'CREATE PROTOTYPE [XD]', 'LOGIN FLOW', and 'ON FLOW'. The 'REGISTER FLOW' note includes 'REGISTER FLOW' and 'FLOW'. The 'BOOKING FLOW' note includes 'BOOKING FLOW' and 'PRIVILLAGE'. Each sticky note has a 'PRIORITY' and 'ESTIMATION' field.

KEY TAKEAWAYS

AGILITY IN DEVELOPMENT

The iterative approach we adopted provided the flexibility needed to make adjustments throughout the design process. Instead of waiting until the end to identify potential issues, we continuously gathered real-time feedback from users and stakeholders. By testing at various stages, we ensured that each iteration of the website was more refined and aligned with user needs, preventing costly delays or extensive changes at the final stages.

Ultimately, this approach ensured a smooth and successful launch, with a product that was thoroughly vetted and optimized for the best possible user experience.

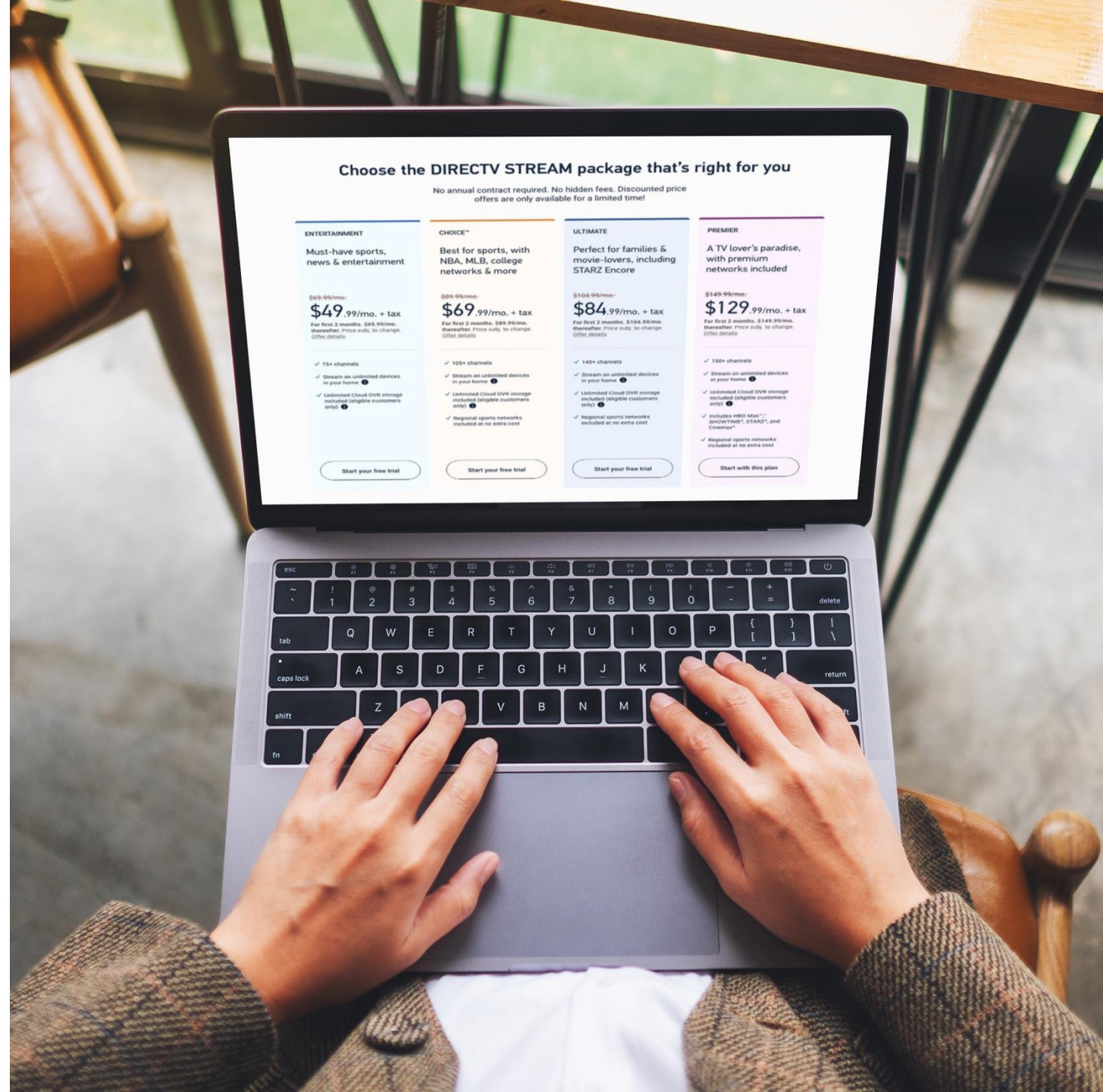
DOING

CONCLUSION

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

STREAM SATELLITE DIRECTV SUPPORT SIGN IN

Connect with all the TV you love.

All the shows, all the sports, always at your fingertips with DIRECTV STREAM or DIRECTV Satellite.

Two unbeatable options to pick from

All offers are available for a limited time for new customers only.

<p>DIRECTV STREAM</p> <p>Starting at: \$49.99/mo. for first 2 mos. \$69.99/mo. thereafter. Cancel anytime. Offer details</p>	<p>DIRECTV Satellite</p> <p>Starting at: \$64.99/mo. + tax & fees for 1st yr. w/ 24-mo. agmt. 2nd year price currently starting at \$102/mo. + tax & fees.</p> <p><small>Offer price includes limited-time savings of \$10/mo. All prices include \$5 Autopay & Paperless Bill discount. Offer details</small></p>
No annual contract required	2-year contract required
Stream via high-speed internet —satellite dish not required	Satellite service
Unlimited Cloud DVR available	Exclusive home of 2022 NFL SUNDAY TICKET <small>Sold separately</small>
Add our DIRECTV STREAM Device (sold separately)	One Genie HD DVR device included with your package
Stream on-the-go with the app	Enjoy 99% signal reliability

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[Help me choose](#)

TV FOR ALL TASTES
From touchdowns & tip-ins to cooking competitions

[DIRECTV STREAM channels](#) [DIRECTV Satellite channels](#)

Tailgate from your couch.
We know you take sports seriously. We do, too—DIRECTV is built with sports fans in mind.

DIRECTV STREAM
More live sports than any other streaming service

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HIGH-FIDELITY MOCKUPS
DIRECTV.COM
HOME PAGE

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DIRECTV

DIRECTV STREAM

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Start free trial

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

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GET YOUR TV TOGETHER

A STREAM COME TRUE

Every package includes the essentials you need

See STREAM channels

FOR EVERY SEASON

More live sports than any other streaming service

Explore sports

Big Ten Sports, ESPN, FS1, MLB TV

Availability of channels varies by package

Binge your way into the conversation

Enjoy your first 3 months of premium networks—HBO Max™, SHOWTIME®, STARZ®, Cinemax® and EPIX®—with the CHOICE™ or ULTIMATE package. That's a \$160 value, on us.*

Explore premiums

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*All selected channels available after 3 mos. at then-prevailing rates (currently \$14.99/mo. for HBO Max, \$11/mo. for SHOWTIME, STARZ & Cinemax, \$6/mo. for EPIX, unless you are on a promotional offer). Other subject to change or be restricted to broadcast and pay-per-view. ©2023 DIRECTV. All rights reserved. New users through DIRECTV Stream only. Offer ends 12/31/23. TV regulations vary by location. ©2023 DIRECTV.

WATCH YOUR WAY

We've got you covered—at home or on the go

Explore technology

Stream anytime, anywhere with the DIRECTV Stream app. Add our convenient mobile app for on-the-go viewing.

Choose the DIRECTV STREAM package that's right for you

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HIGH-FIDELITY MOCKUPS

DIRECTV STREAM LANDER


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The undisputed leader in sports

NFL SUNDAY TICKET

Get every live out-of-market game, every Sunday afternoon. 2022 NFL SUNDAY TICKET MAX is included with the CHOICETM Package and above—that's nearly a \$400 value!

Shop packages



Missing your team? We've got you.

Live in Atlanta but want to watch Green Bay every week? A Vikings fan living in Los Angeles? NFL SUNDAY TICKET is the only way to catch the games outside your market.

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AWAY GAME?

Action on the go with the NFL SUNDAY TICKET app


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Live games on your favorite devices. Scores, stats & standings at a glance. Get alerts for highlights of big plays.

Exclusive channels with NFL SUNDAY TICKET MAX

Catch every touchdown on FOX HD ZONE CHANNELS. And you'll never forget it with the FANTASY ZONE CHANNELS.



Strap your helmet on.

Ready to pick your package? Each of the options below includes the 2022 season of NFL SUNDAY TICKET MAX. For a limited time, save \$10/mo. off your first year price & get a \$100 reward card.*

CHOICE™	ULTIMATE	PREMIER
Our most popular package—best for sports!	Perfect for families & movie-lovers!	For those who want it all, with all of our premium networks included!
\$69 ^{99/mo.}	\$89 ^{99/mo.}	\$139 ^{99/mo.}
<ul style="list-style-type: none"> 120+ channels Access to live content Special offer for premium networks 2022 season of NFL SUNDAY TICKET MAX included in first year Regional Sports Networks for watching your local teams! 	<ul style="list-style-type: none"> 120+ channels Access to live content Special offer for premium networks 2022 season of NFL SUNDAY TICKET MAX included in first year Regional Sports Networks for watching your local teams! 	<ul style="list-style-type: none"> 120+ channels Access to live content Includes HBO®*, SHOWTIME®, STARDUST™, and more! 2022 season of NFL SUNDAY TICKET MAX included in first year Regional Sports Networks for watching your local teams!
Start with this plan	Start with this plan	Start with this plan


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Thank you for
your attention

