

01

Airtel Xstream

TV UI/UX Design

Introduction

🚩 Problem

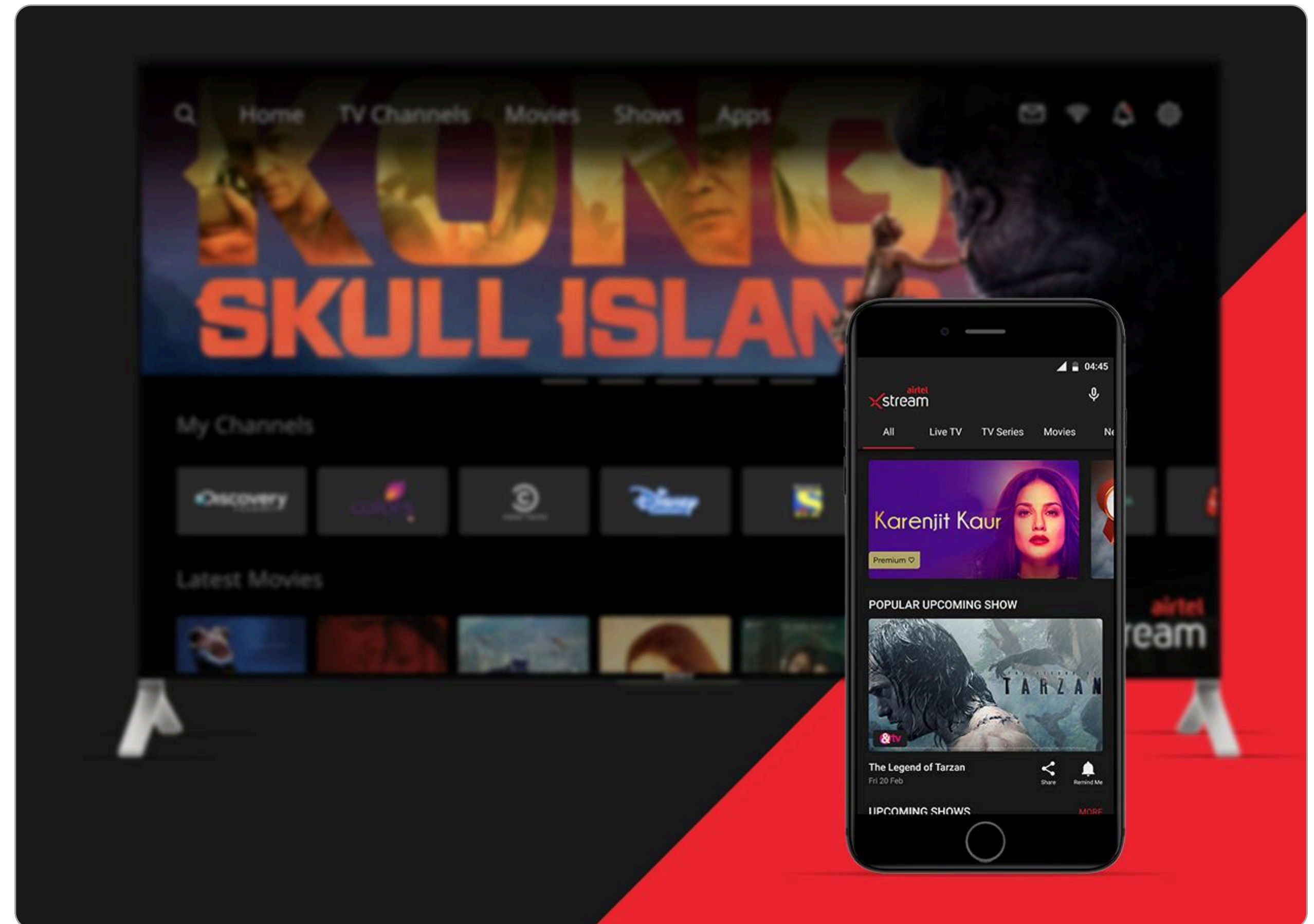
Redesign the electronic programme guide, create the mobile-to-TV experience and design the subscription experience on TV

👤 My Role

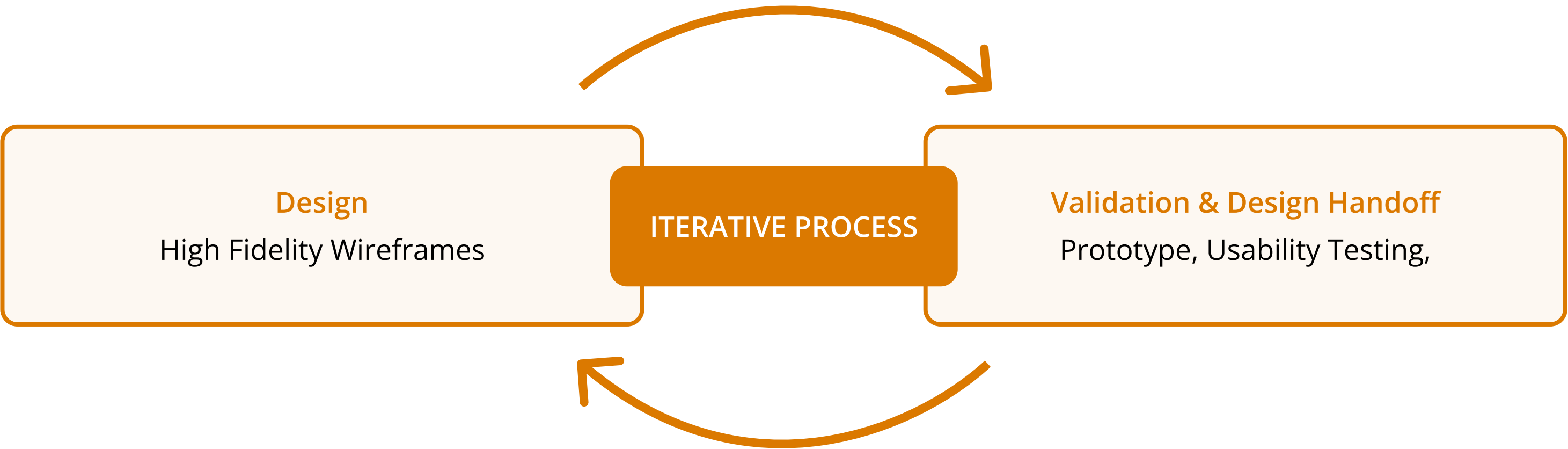
I led the design and testing of the TV UI, using moderated usability testing.

📊 Outcome

1.5x increase in Airtel DTH's user base.



EPG Design and Testing



Design

- **EPG Redesign:** Revamped the Electronic Programme Guide (EPG) in Figma to boost usability and engagement.
- **Language Identification:** Enabled quick recognition of available languages for enhanced accessibility.
- **Added Features:** Integrated "Add to Favorites," "Set Reminder," "Record Show," and "Catch Up on Previous Episodes" for improved user control and convenience.

Prototype and Usability Testing

- **Interactive Prototyping:** Developed a high-fidelity prototype in Figma, featuring a realistic dummy remote with a refined neumorphic design.
- **Conducted User Testing:** Facilitated usability testing sessions with real users to evaluate the design's intuitiveness and interaction flow.
- **Authentic User Engagement:** During testing, users naturally interacted with the neumorphic remote, demonstrating the effectiveness of the design approach.

UX Impact

- **Positive Feedback:** The innovative design features were well-received.
- **UX Impact:** The improved user experience contributed to a 1.5x increase in Airtel DTH's user base, showcasing the tangible value of thoughtful design and user-centered testing methodologies.

Electronic Programme Guide (EPG)



Languages

< Today >

6:30 PM

7:00 PM

7:30 PM

All Channels	All	ZEE CINEMA 52 Zee Cinema	₹22	Munnabhai MBBS	Wanted
Specials	English	colors HD 23 Colors HD	₹18.2	Kumkum Bhagya	Kumkum
High Definition	हिन्दी (Hindi)	ZEE मराठी 23 Zee Marathi	₹15	Kundali Bhagya	Home Minister
Entertainment	मराठी (Marathi)	HBO HD 23 HBO HD	₹15	Dark Knight	Dark Knight Rises
Movies	Add Language	CINEPLEX HD 23 Zee Marathi HD	₹17	Dark Knight	Dark Knight Rises

08:40 PM | Nov 6
TV Guide

< Today >

6:00 PM

6:30 PM

7:00 PM

7:30 PM

En

82 ZEE Marathi HD

₹15

Harishchandrachi Factory

<

Sairat

हि
(Hi)

Harishchandrachi Factory

6:00 PM - 8:30 PM

28 min remaining

Dadaaheb Phalke accidentally discovers a tent screening a silent movie and is amazed by the idea of storytelling. He brings together a team of technicians to produce India's first feature film.

Now watch movies for free!

म
(Ma)

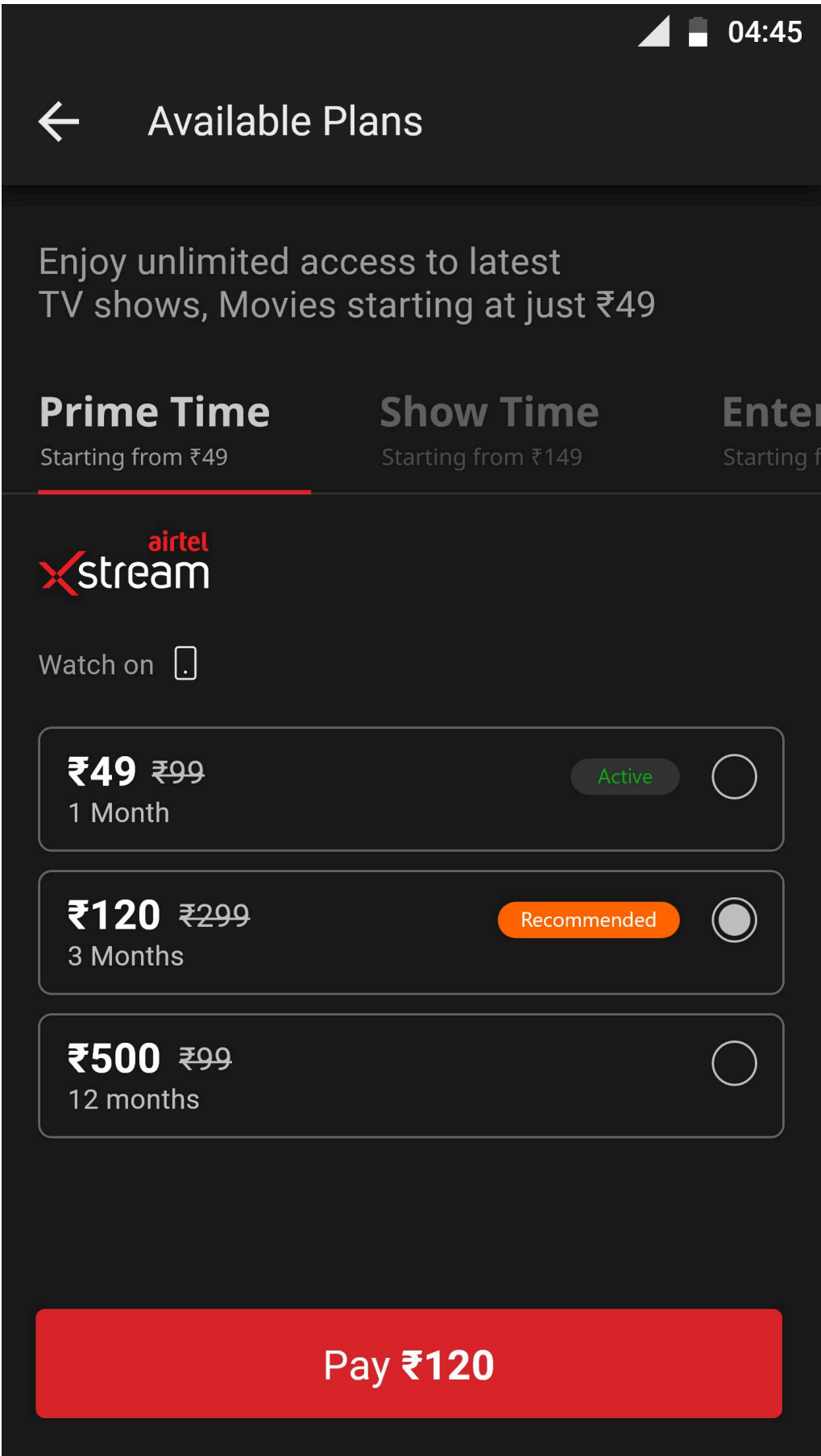
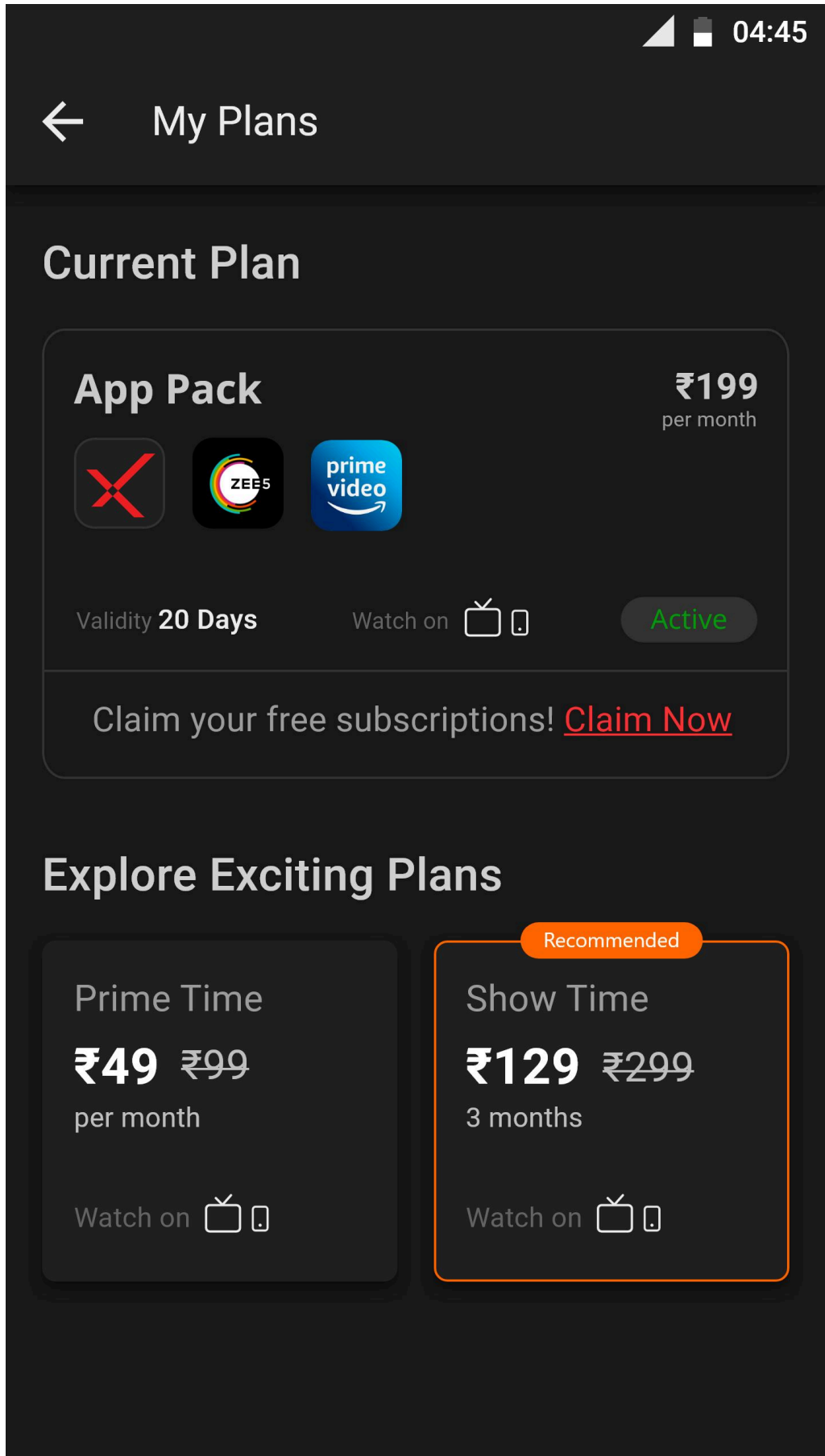
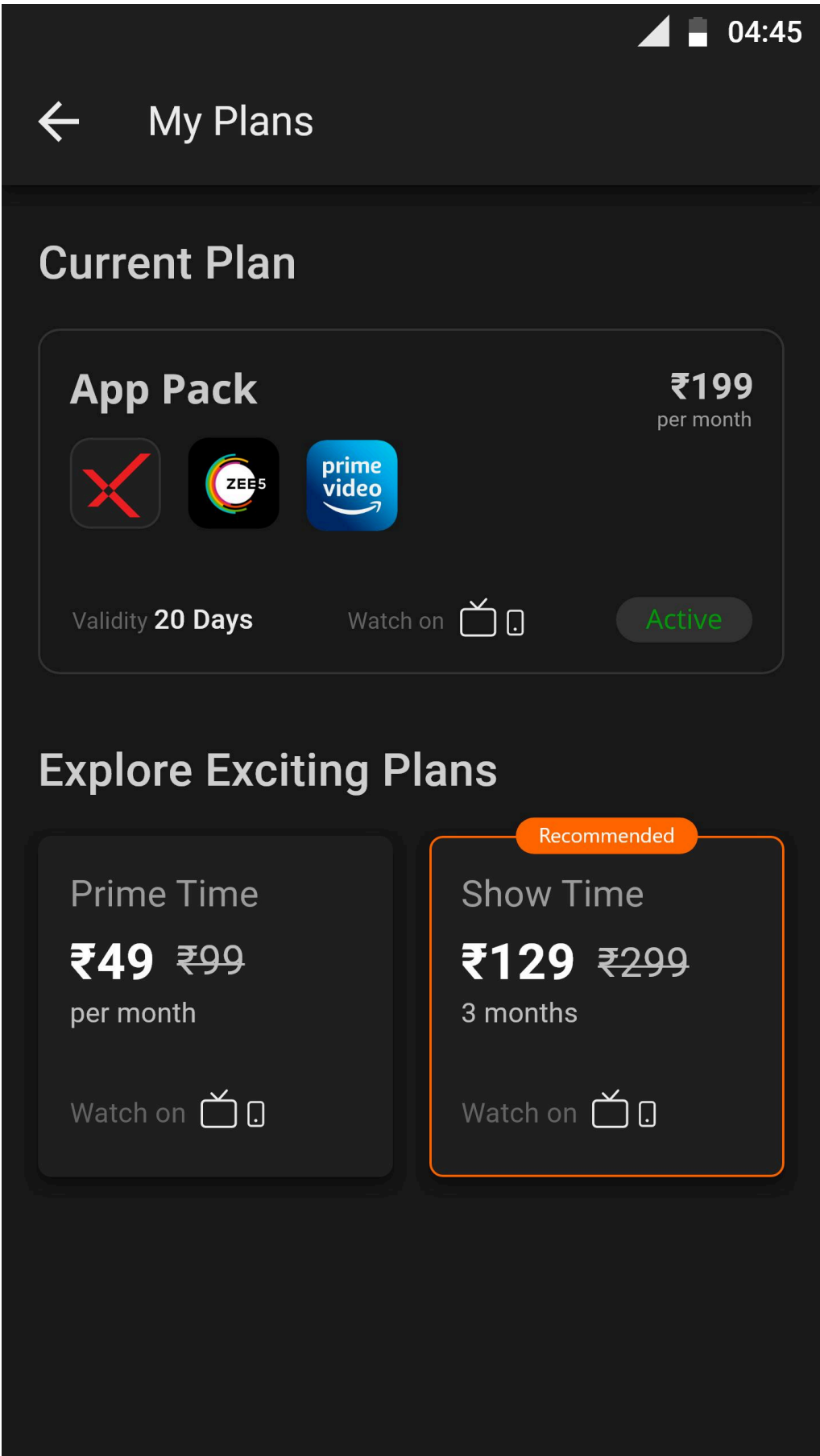
Add to favourite

Record

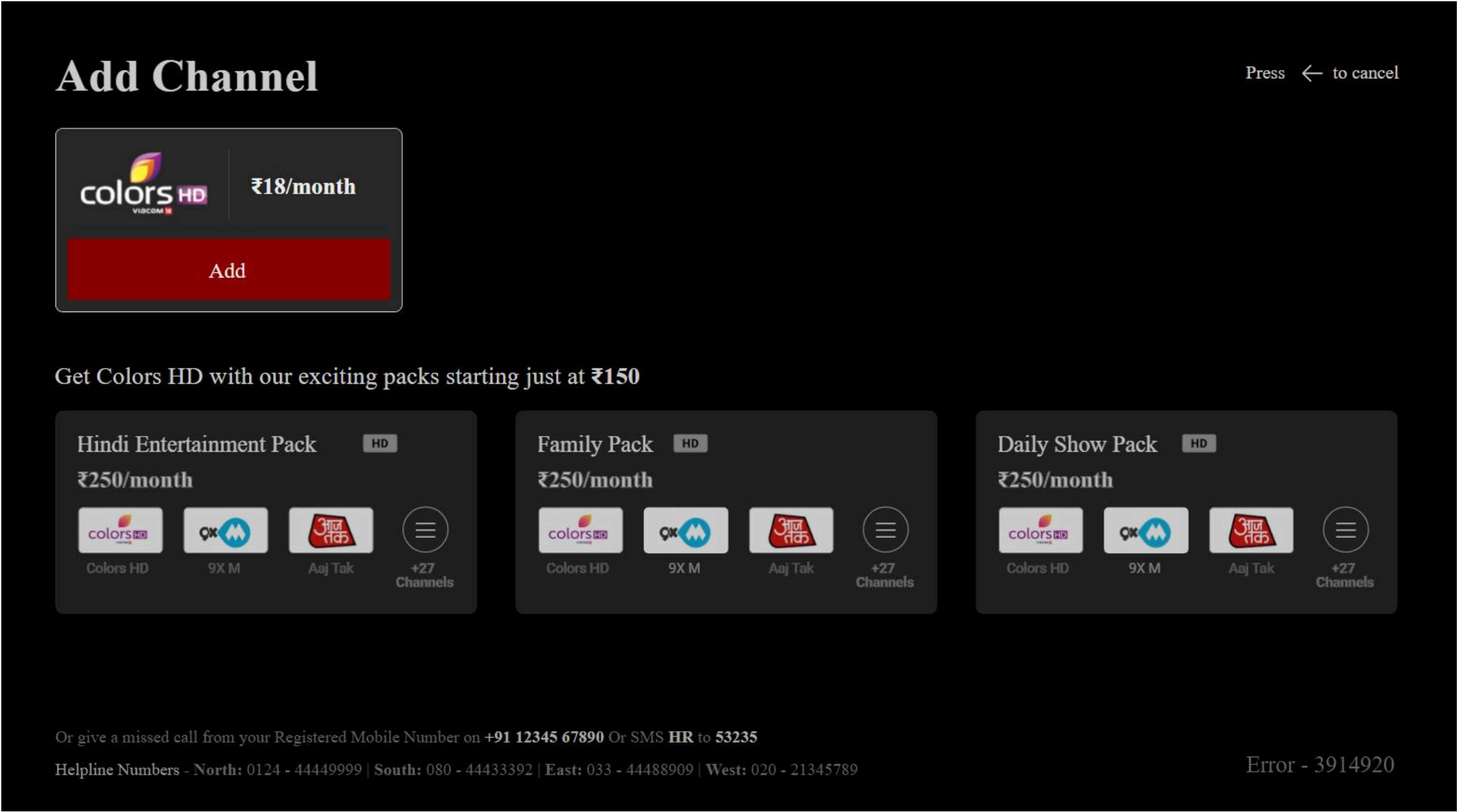
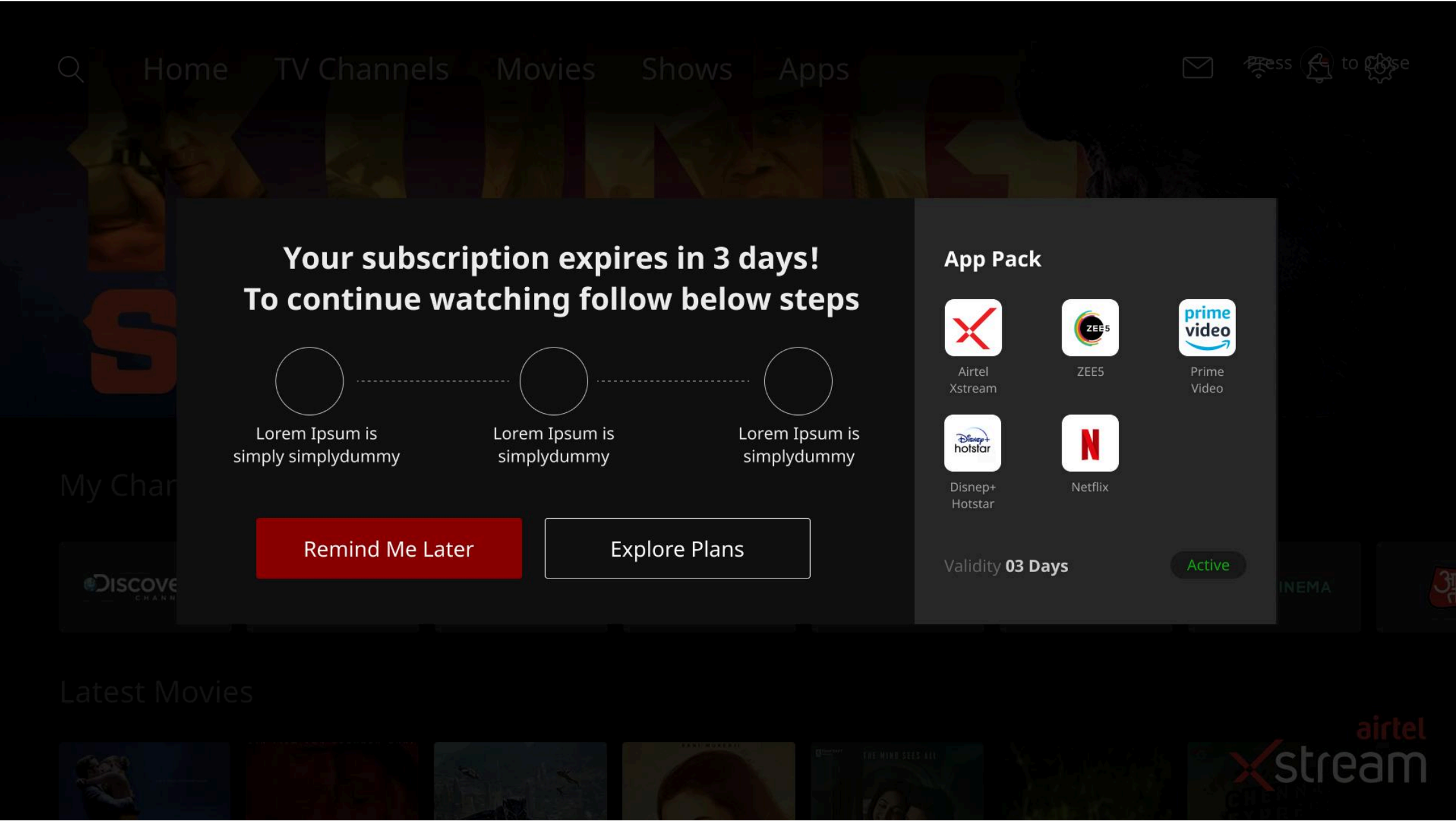
Set Reminder

Catchup

Buying a plan (mobile experience)



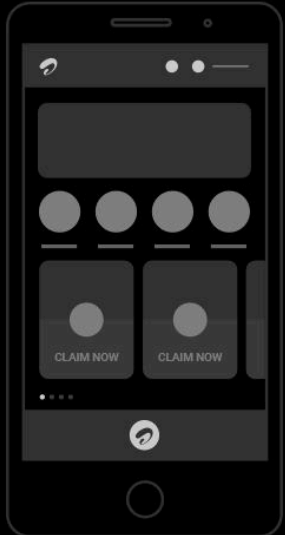
Buying a plan (TV experience)



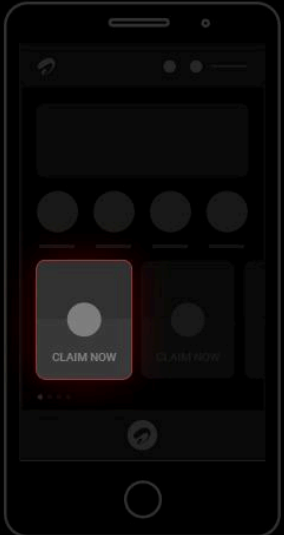
Buying a plan (TV experience)

Enjoy your Amazon Prime and ZEE5 subscription

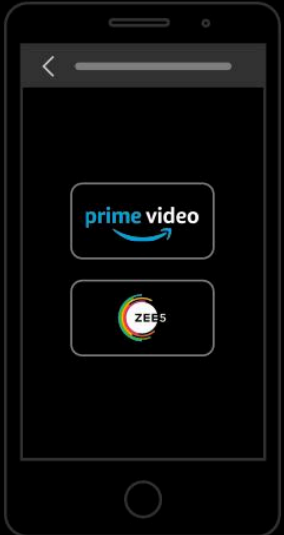
Download the Airtel Thanks app from Google Play store & Apple App Store and follow the steps below




STEP 1
Open the Thanks app



STEP 2
Click on the Amazon Prime and ZEE5 subscription banner



STEP 3
Sign in with your registered mobile number on Amazon Prime & ZEE5



STEP 4
Congratulations!
Now enjoy your 3 months subscription of Amazon Prime and ZEE5

Aditya Patil

Intelligence Spotlight | 1