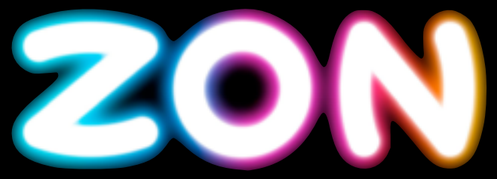
UX DESIGN

BRINGING VALUE, DIFFERENTIATION, TTM, VELOCITY AND EFFECTIVENESS TO OUR CUSTOMERS

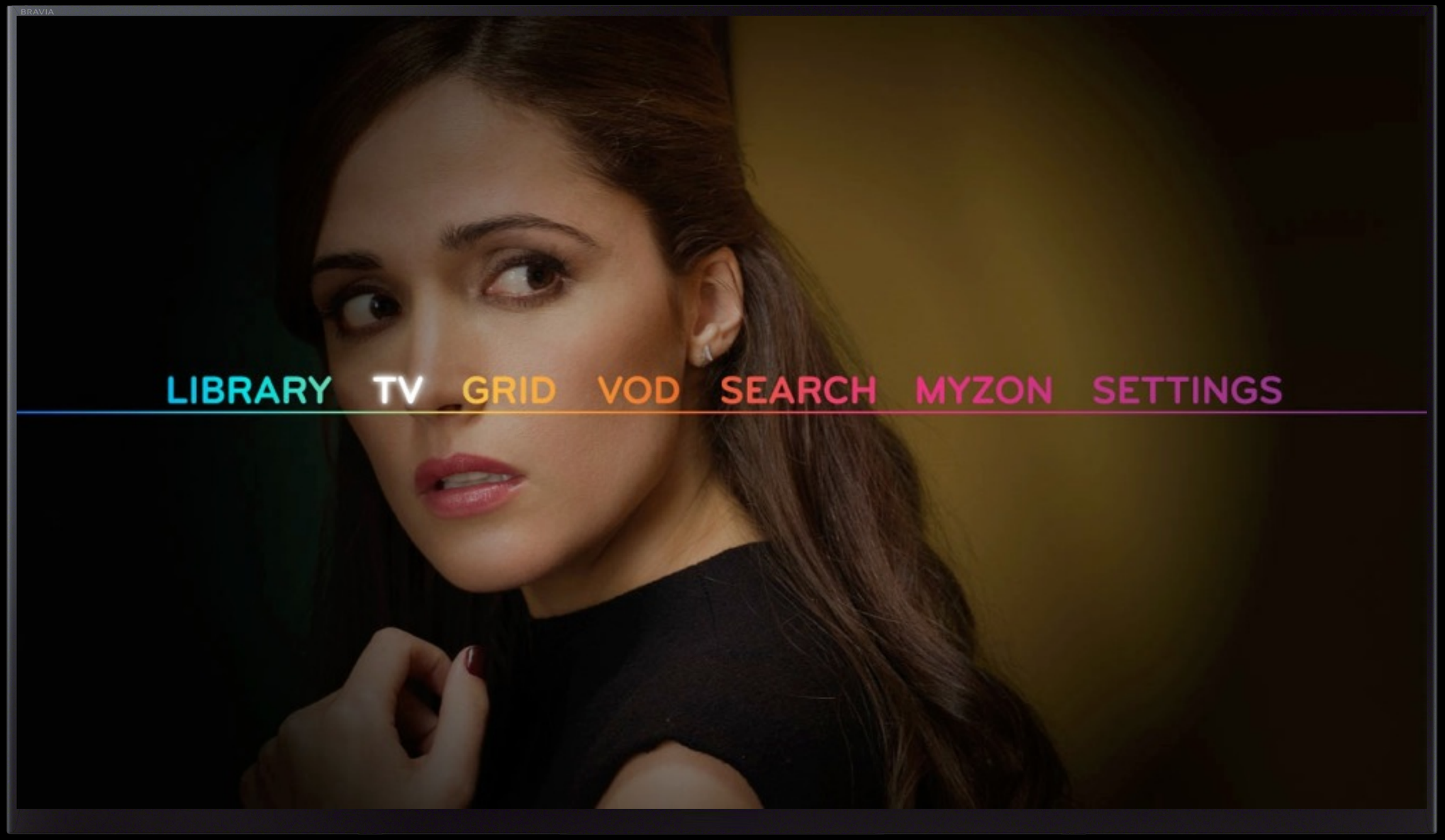
OLIVIER LACOUR
SENIOR DIRECTOR, DESIGN

PLATFORM+CUSTOM

SNOWFLAKE+BRANDING


ZON

BRAVIA
SEARCH
LIBRARY NOW STORE
PROFIL


BRAVIA
LIBRARY TV GRID VOD SEARCH MYZON SETTINGS

HÁ UMA LINHA QUE SEPARA
O MEU MUNDO
DO RESTO DO MUNDO
iris
ZON
FIBRA

ZON
FIBRA
NÃO É TELEVISÃO,
É A TUA VISÃO
iris

ARQUIVO TV GUIA VIDEOCLUBE BUSCA MYZON OPÇÕES

ARQUIVO
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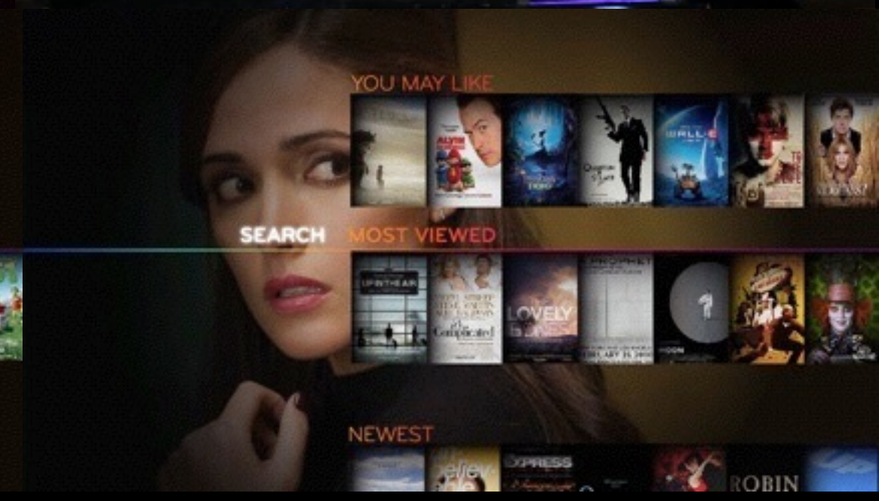
AGORA
A SEGUIR
VIDEOCLUBE
DAMAGES
20:20 > 22:35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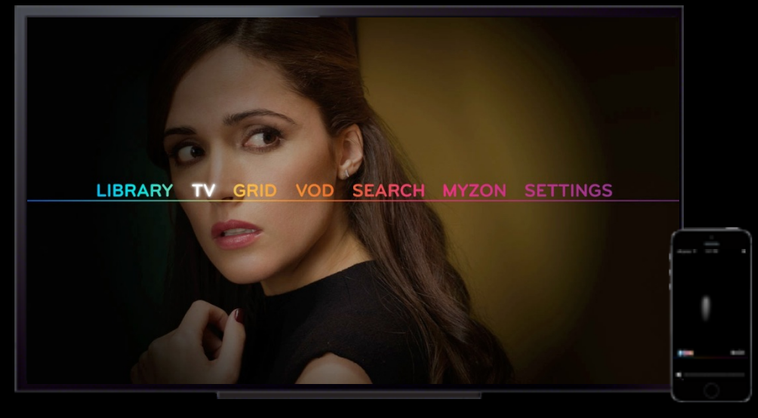

LIBRARY TV GRID VOD SEARCH MYZON SETTINGS

Success features strategy

Iris Subscribers

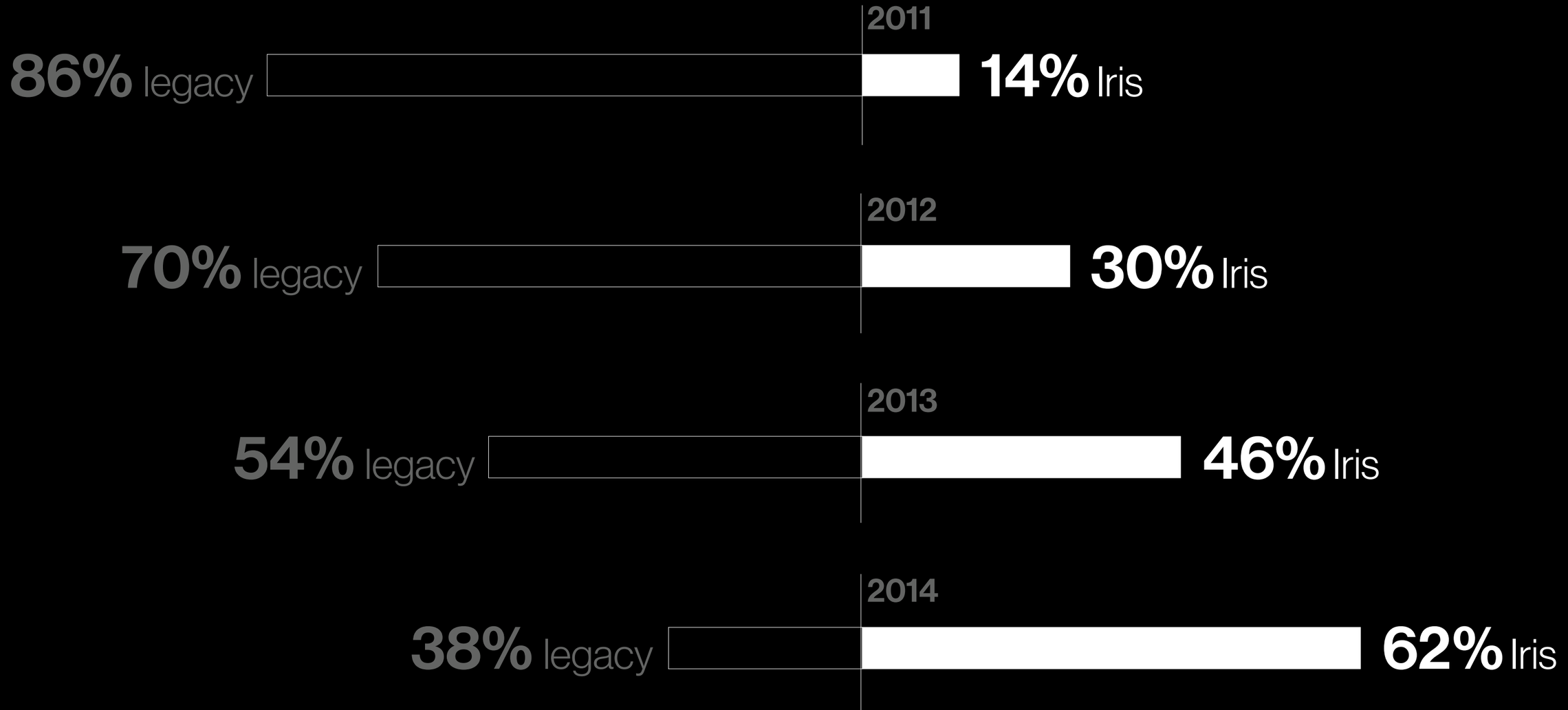
95% of subscribers use Time Warp and Restart

75% use them every day and at least twice

25 millions uses

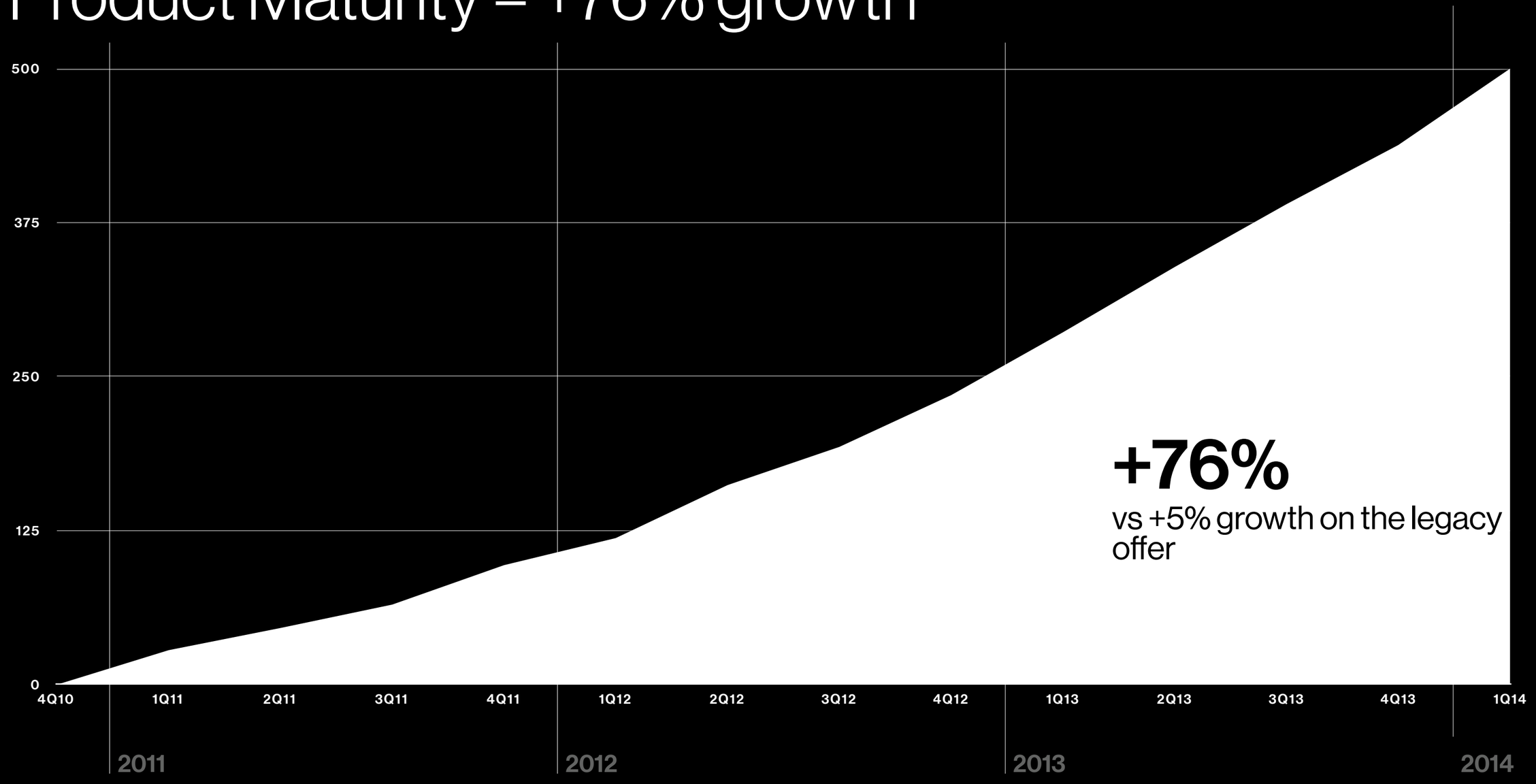
(Utilisations x2 in 10 months)

Value strategy
From basic to premium



SOURCE: ZON IRIS GROWTH, 4Q11-4Q13 - OVUM

Premium growth
Product Maturity = +76% growth



+76%

vs +5% growth on the legacy offer

SOURCE: Zon Iris Growth, 4Q11-4Q13 - OVUM

SFR

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Canal+/Canalsat
Options TV
Mosaïque TV
Vidéo à la Demande
C'est qui le chef ?
Télévision
Guide TV
TV à la Demande
Mediacenter
Enregistrements
OK REGARDER
NAVIGUER

SFR
NOUVELLE neufbox EVOLUTION
Ne zappez plus, naviguez.
1099

SFR
NOUVELLE neufbox EVOLUTION
Ne zappez plus, naviguez.
1099
THALYS
4532

Clubvidéo magazine
TF1
2
3
CANAL+
5
6
Devenir lion
15H05/15H35
DOCUMENTAIRE
REGARDER
SORTIE
Canal+
M6

Canal+/Canalsat
Options TV
Mosaïque TV
Clubvidéo
Vidéo à la Demande
C'est qui le chef ?
Télévision
Guide TV
TV à la Demande
Mediacenter
Enregistrements
REGARDER
NAVIGUER

102
2
Prison break
20H35 / 22H20
DOCUMENTAIRE
ajouter aux favoris
verrouiller
magnéto
enregistrer
languages
résumé
recommandations
noter
services
CHOISIR
RETOUR
NAVIGUER

AIDE
Clubvidéo
TV
TV à la Demande

Canal+/Canalsat
Options TV
Mosaïque TV
Clubvidéo
Vidéo à la Demande
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Guide TV
TV à la Demande
Mediacenter
Enregistrements
REGARDER
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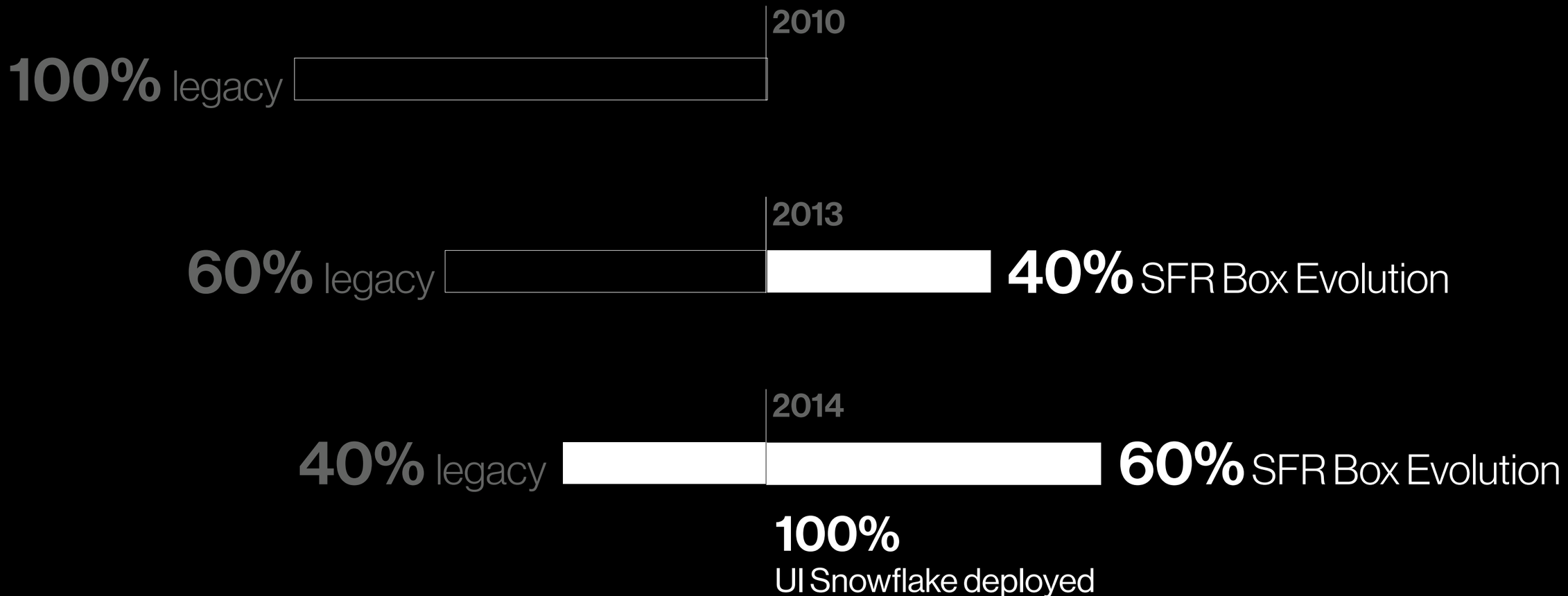
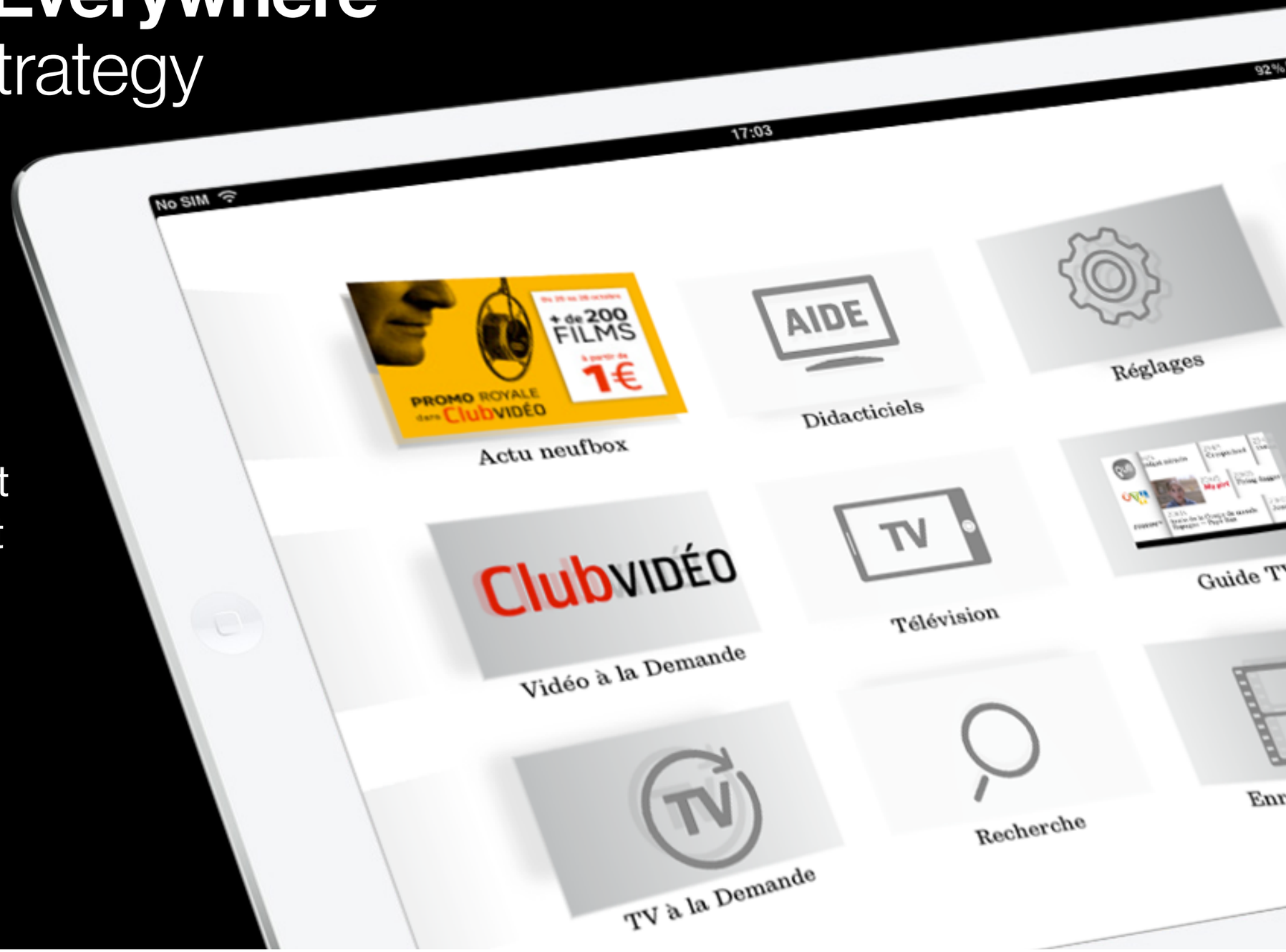
Snowflake UI deployment
From basic to premium



SOURCE: SFR STRATEGIE GOALS

Snowflake = Everywhere

Consistency strategy



1.8 million

SFR subscribers using it on smartphone or tablet

LIBERTY GLOBAL

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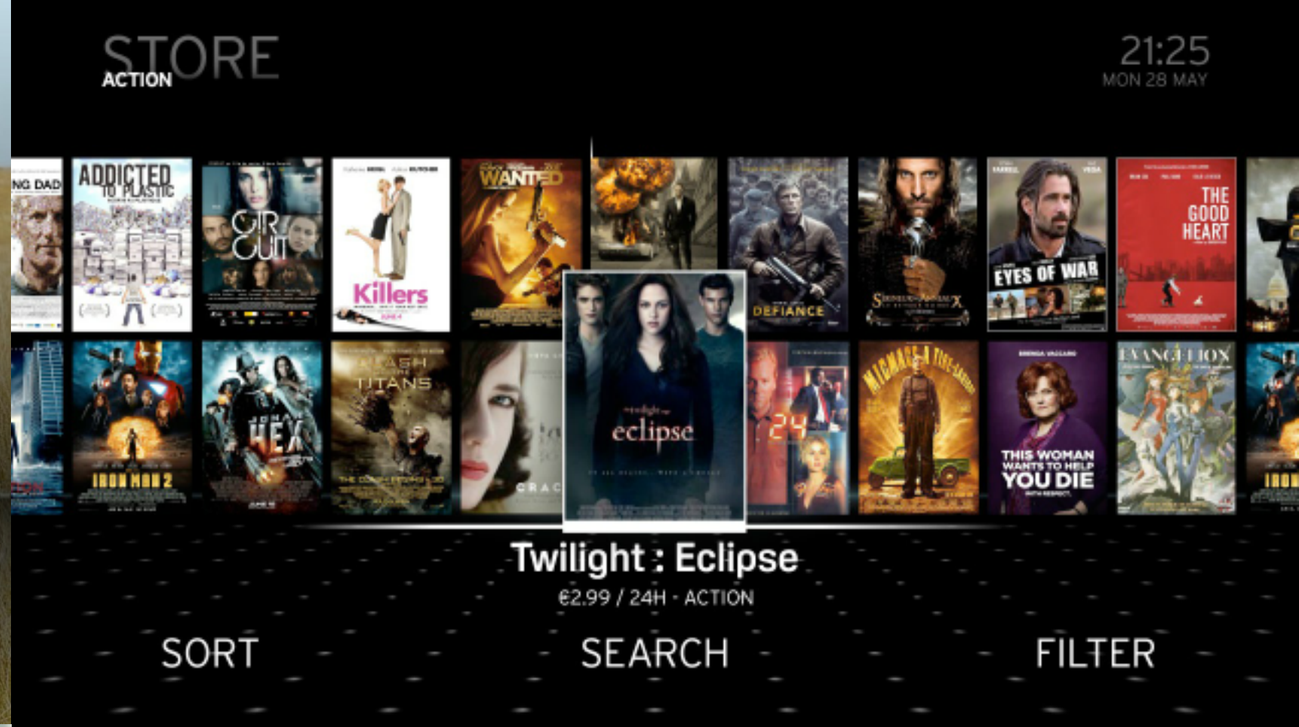
LIBRARY NOW STORE
PROFIL

BRAVIA
MAIN MENU
21:25
MON 28 MAY
rt(4)
MY LIBRARY
ON NOW
UPC FOR YO
Lord of the Rings : The Two Towers
20:45 - 23:15

MAIN MENU
21:25
MON 28 MAY
rtl(4)
MY LIBRARY
ON NOW
UPC FOR YO
Lord of the Rings : The Two Towers
20:45 - 23:15


STORE
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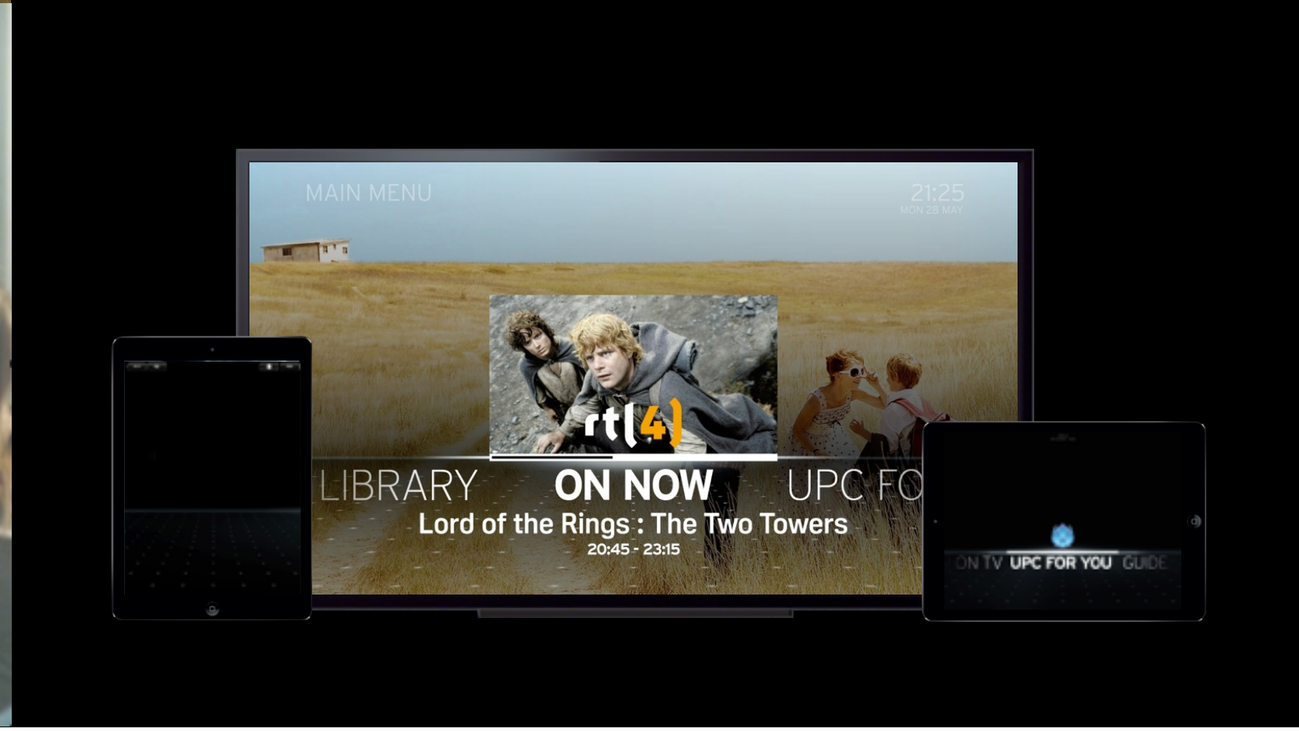
DEFIANCE
EYES OF WAR
THE GOOD HEART
IRON MAN 2
HEX
TITANS
eclipse
24
THIS WOMAN WANTS TO HELP YOU DIE
Twilight : Eclipse
€2.99 / 24H · ACTION
SORT
SEARCH
FILTER

HOOFDMENU
DEMAND
MIJN MEDIA
NU OP TV


MAIN MENU
21:25
MON 28 MAY
rtl(4)
LIBRARY
ON NOW
Lord of the Rings : The Two Towers
20:45 - 23:15
ON TV
UPC FOR YOU
GUIDE

Global strategy
1 year, 1 UI , 4 markets

500.000 customers
42% Netherlands
28% Switzerland
9% Ireland
21% Germany

Reactive strategy

Early in the product life cycle = conversion is on!

dec. 12

Netherland **18%** of subscribers

march 14

jan. 13

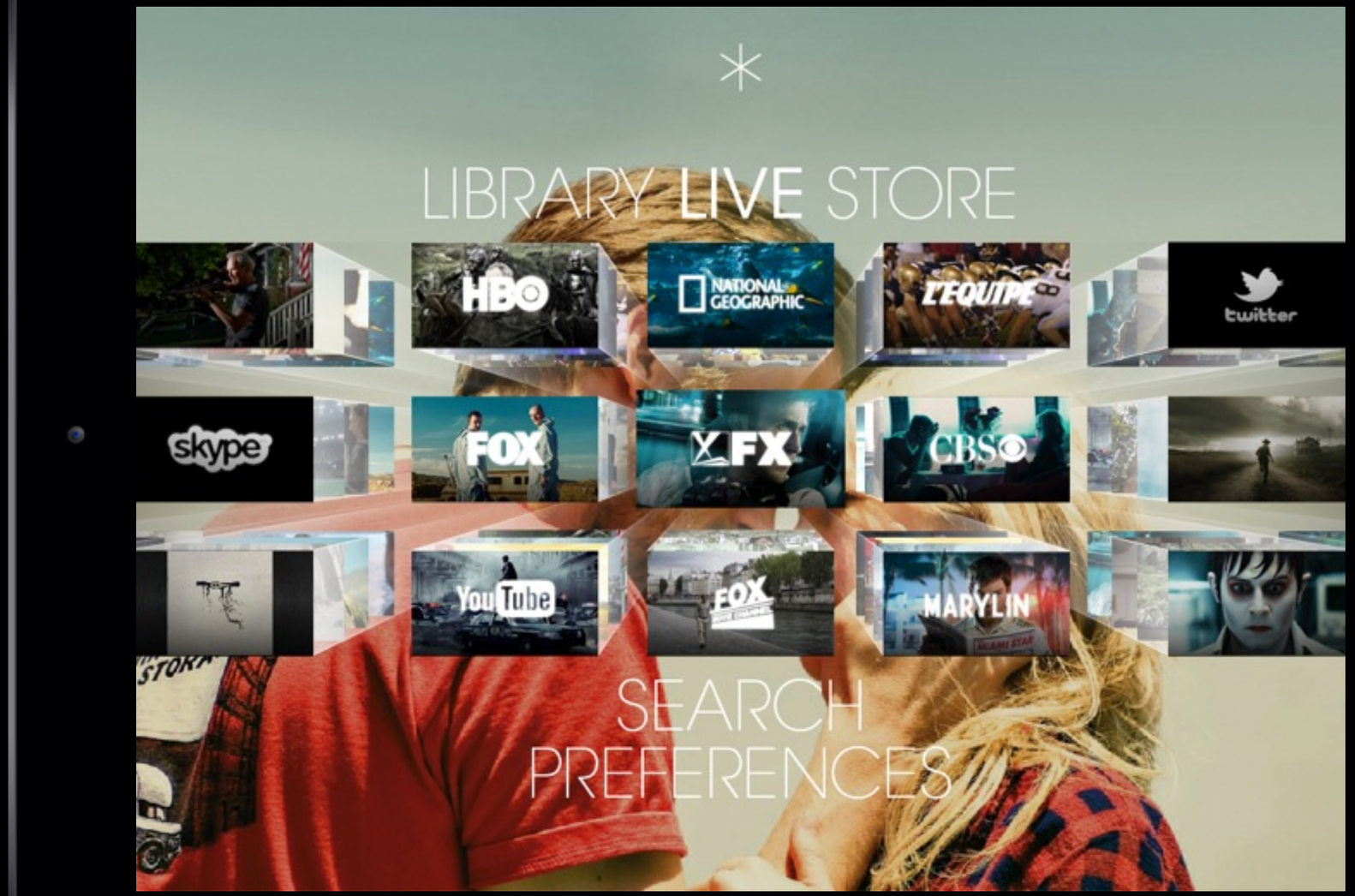
Switzerland **20%** of subscribers

aug. 13

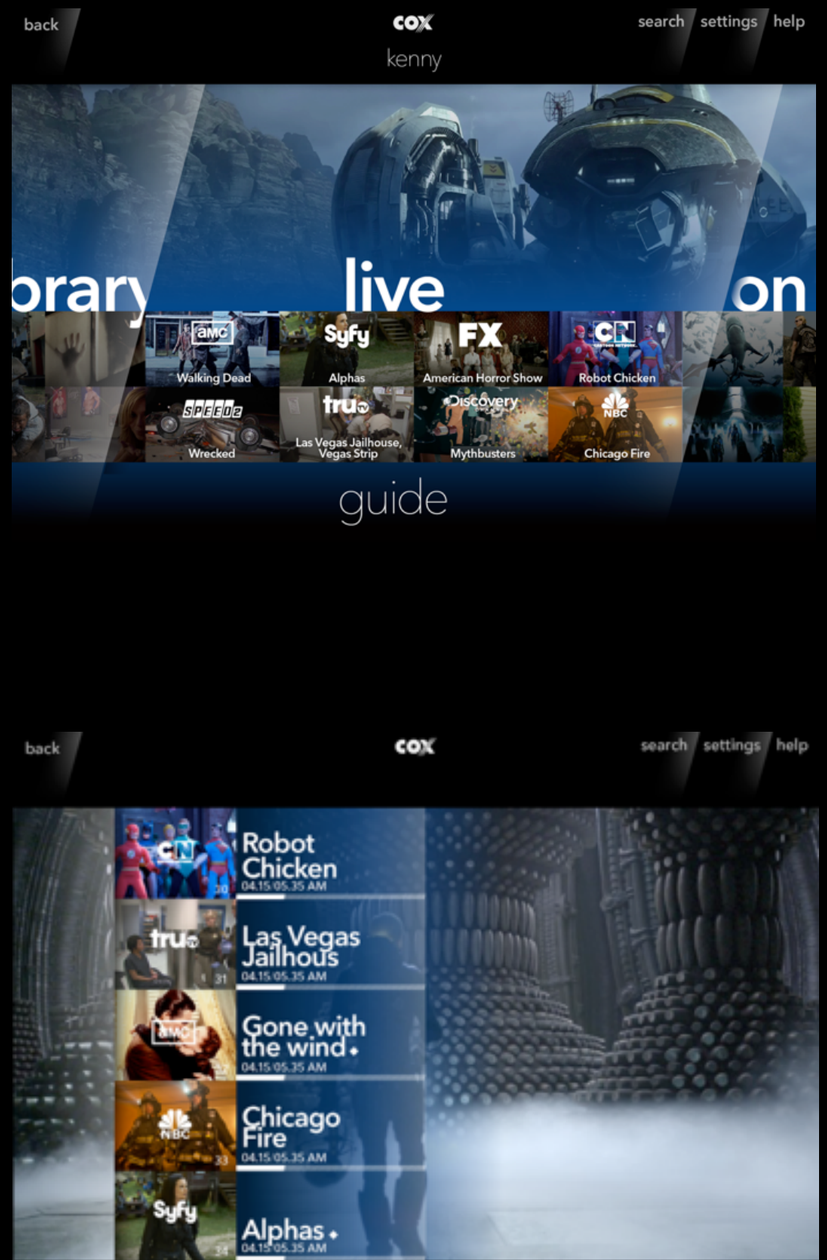
Ireland **13%** of subscribers

sept. 13

Germany **5%** of subscribers


LIBRARY LIVE STORE
HBO
NATIONAL GEOGRAPHIC
L'EQUIPE
twitter
skype
FOX
FX
CBS
YouTube
FOX
MARYLIN
SEARCH
PREFERENCES

back
COX
kenny
search
settings
help
brary
live
on
AMC
Walking Dead
SyFy
Alphas
FX
American Horror Show
CN
Robot Chicken
SPEED 2
Wrecked
tru TV
Las Vegas Jailhouse, Vegas Strip
Discovery
Mythbusters
NBC
Chicago Fire
guide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American Horror Show
Robot Chicken
Wrecked
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Mythbusters
Chicago Fire
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Las Vegas Jailhous
04.15 05.35 AM
Gone with the wind
04.15 05.35 AM
Chicago Fire
04.15 05.35 AM
Alphas
04.15 05.35 AM

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NBC
8:15/10:35 am
Melancholia
watch on tv
add to watchlist
info
reviews
related
share
resh
Melancholia (2011)
136 min - Drama | Sci-Fi
PG-13
IMDb
Your rating:
- / 10
ratings 7.2/10 from 65,847 users
On the night of her wedding, Justine is struggling to be happy even though it should be the happiest day of her life. It was an extravagant wedding paid for by her sister and brother-in-law who
9:55

contour

DISCOVER
YOUR
CONTOUR

IMPACT
UX

VIEW MORE CHANNELS

US HHs 17.5 ch

CONTOUR HHs 22 ch

CONTOUR App HHs 29 ch

IMPACT
UX

VIEW MORE VOD

CONTOUR App HHs +19%

IMPACT
UX

LESS CHURN

CONTOUR App HHs -15%

promaxbda

MERCI

SEE YOU AT IBC FOR SNOWFLAKE 15

OLIVIER LACOUR
SENIOR DIRECTOR, DESIGN