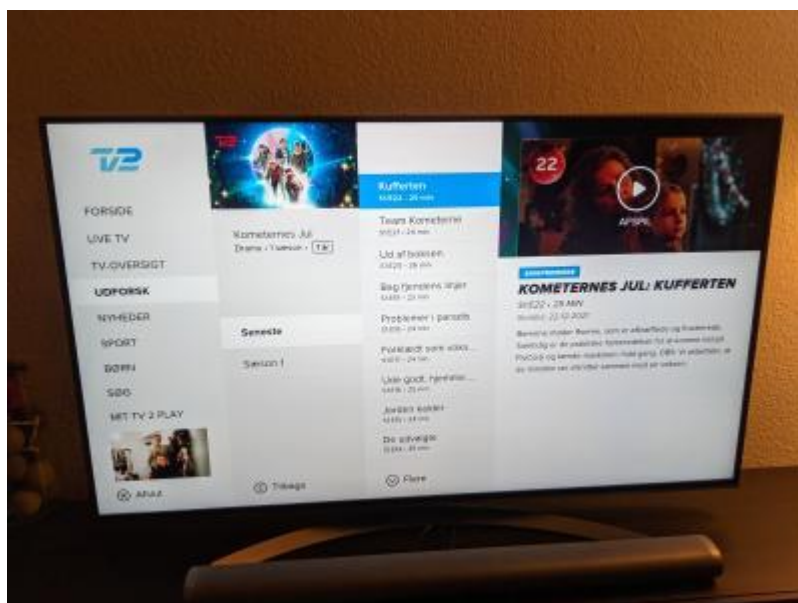
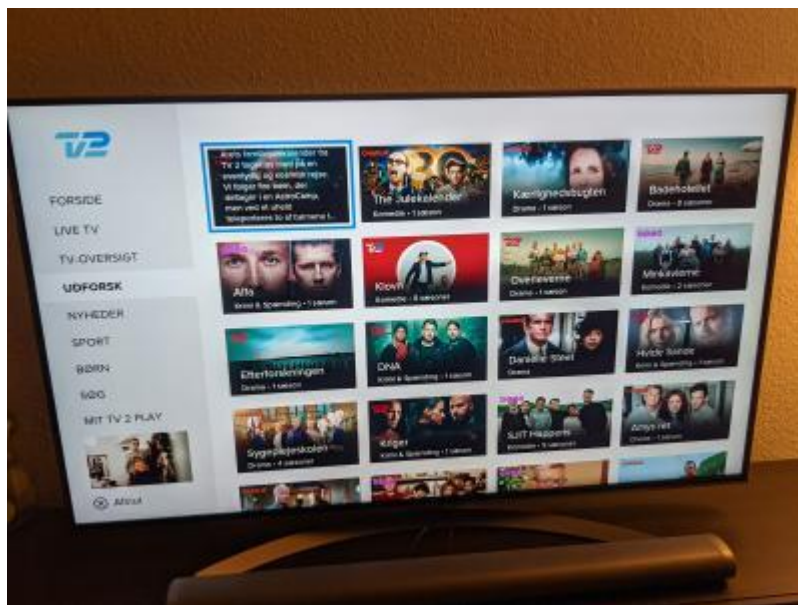


The team consists of Bjarke Thøger and [Simon Ryan Juul](#).

Our work was done during the Covid-19 pandemic, and much of the collaborative work was therefore done without meeting in person. We used Figma as our primary tool for sketching, experience mapping, scenario creation and high-fidelity prototyping as it allowed for easy collaboration remotely.

We decided to make a case out of TV2 Play's Smart-TV app. The app has several different versions, probably depending on the operating system that the Smart-TV uses. That means that a Samsung Smart-TV might have an entirely different TV2 Play app than a Smart-TV running LG's operating system. And, yet again, an older version of an LG Smart-TV, might not be able to run the newest version of the TV2 Play app. The version that this case is about is version 3.19.0 on an LG TV that's a few years old.



## User test

We asked 10 users to try out the TV2 Play App on their own TV's while we were observing and taking notes. Two users were using a newer version of the app and their feedback and experience were not used in our subsequent work.

Users ranged in ages from 27 to 71, and with an even representation of men and women.

All the test observations were plotted into an experience map as seen below. The experience map is created in Figma, and all the sticky notes and headers are made using Figma's Component Set feature which made it easy to make sweeping changes to all the sticky notes if we decided on formatting them differently.



The user tests were centered around, A) finding on-demand (meaning, not live-TV) content on the platform, B) the search function, C) the home page, D) the experience of watching a movie/TV series on the platform, and E) the TV guide for all the different live-channels on the platform.

Potential solutions were noted down to be picked up again at a later stage.

## Personas & Storylines

Several observations of the users were gathered from the user tests, which lead to the creation of three personas. They are all combinations of traits from real users that we observed using the app. Note that we created an Antipersona that we specifically did not design for.

## Louise Ledermann

Age: 37 years  
Education: Human Resource Management  
Job: Works as a human resource manager in a large company  
Residence: Sore, has her own house close to her parents. Commutes by train to Copenhagen every day for work.  
Hobbies: Dressage, Painting  
Marital status: Unmarried, in a relationship, not living together. No children.  
Family: Has 2 younger brothers and both parents still alive. Helps her parents with their everyday life.

Tech comfort: 7/10

Louise acquires new skills in everyday technology relatively easily. Louise prefers Apple products for their usability. Louise is spontaneous when she uses applications and often clicks around before forming an overview. She watches TV around 1-3 a day, but sometimes more once she's found a show, she's interested in.



### Goals:

Louise watches TV2 programs in the afternoon after work on weekdays and in the mornings on weekends. Louise mostly uses TV to watch Flow-TV to unwind a bit, and uses on-demand to watch specific programs she's interested in.

### Frustrations:

If the user experience is not quite top notch, Louise will not have major issues with using the app, but she will be annoyed by the difficulties of the app. Louise will try out alternate apps or streaming options if this happens.

## Vibeke Teachalot

Age: 58 years  
Education: Teacher  
Job: School teacher 4th-6th grade. Teaches Danish and history.  
Residence: Munkebo  
Hobbies: Walking - Exercise. Sailing - Occasionally goes to Roskilde to sail a viking longboat.  
Marital status: Married.  
Family: Husband, 2 children. Has an older brother who lives far away. Both parents have passed away.

Tech comfort: 4/10

Vibeke uses digital aids in her work. Vibeke is used to working on a computer. Vibeke doesn't have any major issues working with modern technology but has begun to feel the effects of not growing up with digital technology. Vibeke isn't terrified of technology, but is a bit stuck in her habits and sometimes wishes that things still were in the "good old days".

Watches TV about 1-2 hours a day.



### Goals:

Vibeke most often uses TV to watch on-demand programs on Netflix and Viaplay, for example. She watches Flow-TV via the satellite dish, but wants to switch from Canal Digital to a Smart TV app. She sees TV2 Play as a good replacement for TV2's programs on Canal Digital and thinks she can use Chromecast for other things she wants to watch. Vibeke most often watches Tv2 programs in the evenings. Vibeke usually watches the 7 o'clock news and on occasionally a movie on Fridays.

### Frustrations:

If the user experience is not quite top notch, Vibeke may have problems using the app. Vibeke will not be particularly annoyed but will probably have a tendency to give up using the app and try again later. Vibeke will try to call her son for help using the app optimally, since she did not grow up with computers and modern technology and therefore doesn't have it ingrained in her, as younger generations have.

Vibeke wishes to switch from Canal Digital as it is too expensive and has far too much irrelevant content.

## Andreas Antipersona

Age: 31 years old  
Education: Social and special pedagogue  
Job: Pedagogue, Mentor for the socially disadvantaged  
Hobbies: Gaming  
Marital status: Married

Tech comfort: 9/10

Would use TV2 Play 1-2 times a week to watch on-demand programs with his wife.

Wants user-friendly technology

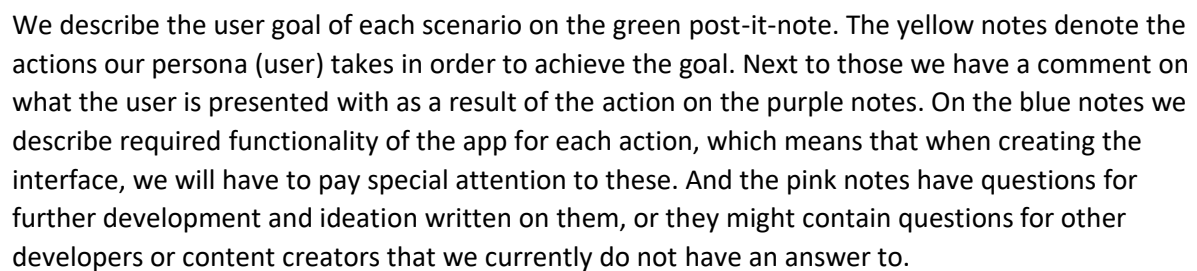
Must be certain of a good selection of programs before using the product. Must know precisely which programs and services are included in the subscription.

Stingy. Will not spend money on things he can pirate.

## Ideation

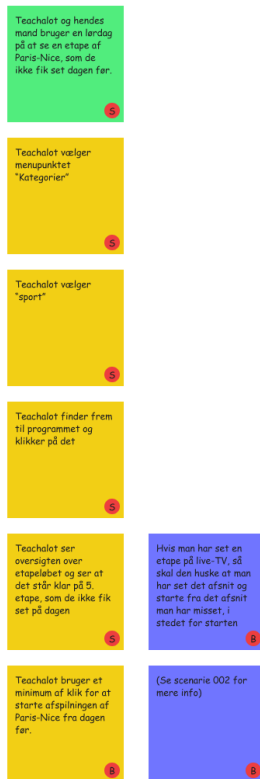
After creating several personas, we went on to ideation. We consulted our experience map and noted down all the pain points in a separate document. We then wrote down some potential

The first scenario describes how Ledermann might find a new TV show that she has not seen before.



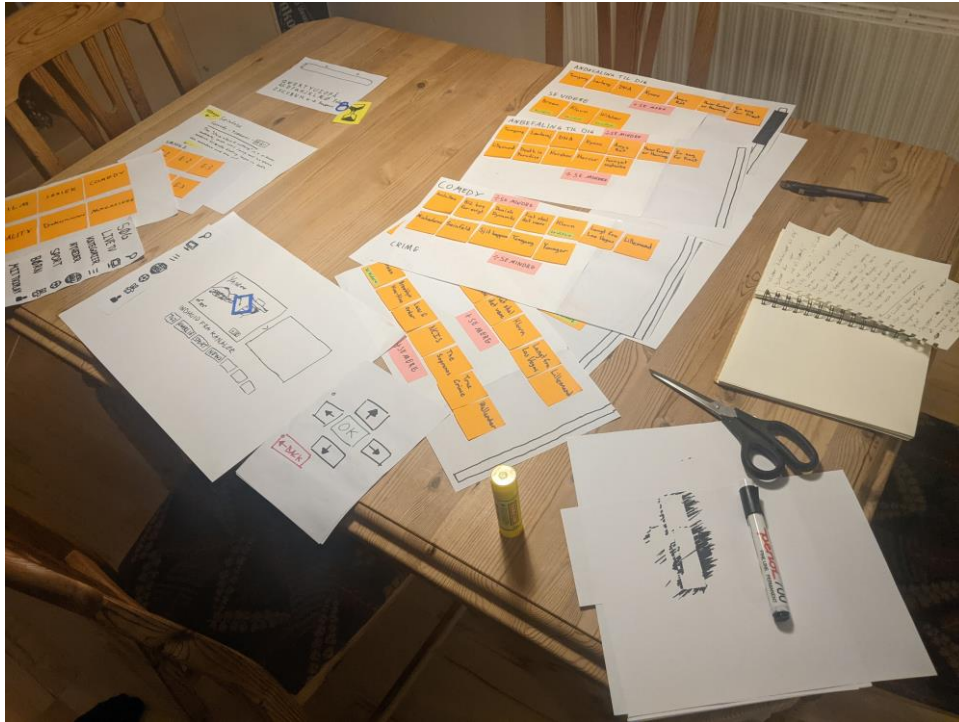
003: Fortsæt et igangværende cykelløb

Teachalot ser ofte cykelløb med sin mand



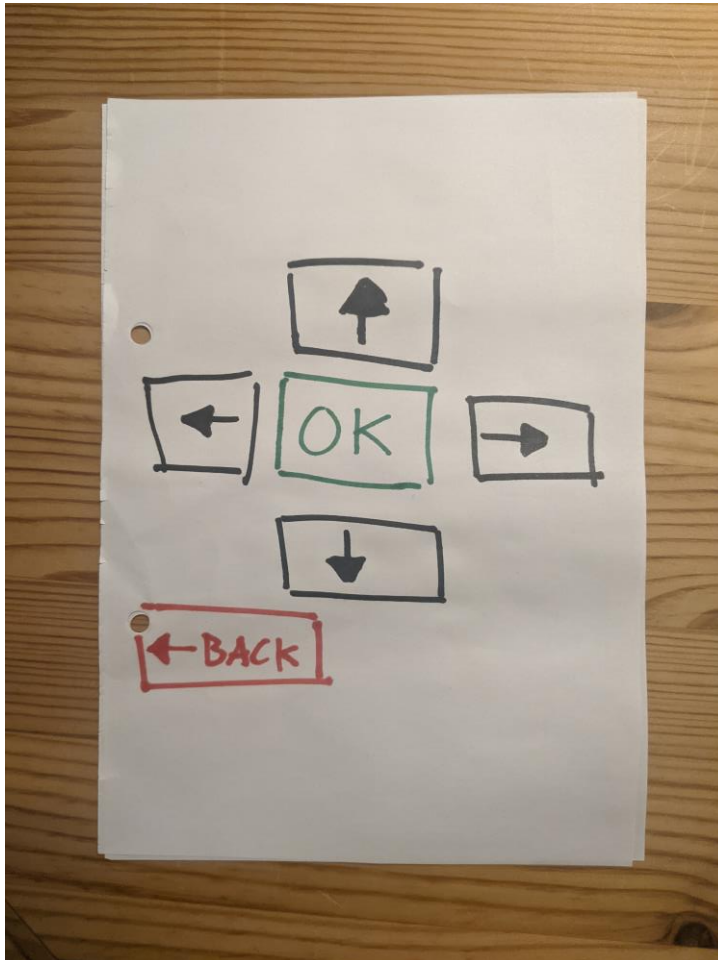
## Prototyping

After creating scenarios and developing ideas for solutions to pain points, we started making a low-fidelity prototype.



The prototype was made of paper and all graphical elements were drawn with marker pen. Orange post-it-notes with titles drawn on them represented title cards for programs and categories.

As we were dealing with a Smart-TV app we also had to make a tool for our users to interact with our prototype. And so, we made a very simple TV remote for our users to use when testing.



The users were then asked to not point at the prototype as if it is a touch screen or they were using a mouse cursor. Instead, we would note what buttons on the remote they pressed and changed the state of the screen accordingly.

For our test with the paper prototype, we tested 4 people. 3 women (aged between 30 and 62) and 1 man (aged 36). Bjarke took the role of interviewer while Simon took the role of computer. The users were submitted the same tasks as in the original user test.

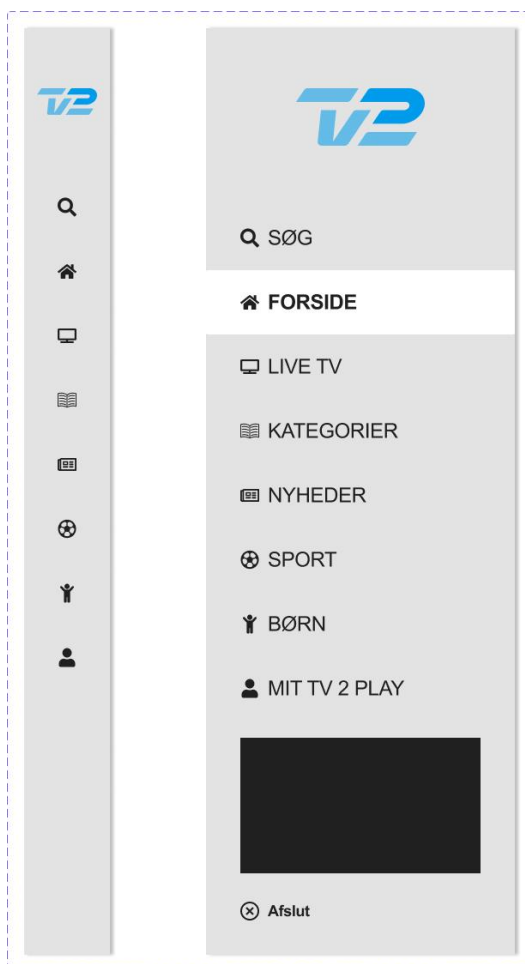
### Final interface

Because of time constraints we have not been able to finish all the interfaces, but what we have so far are several sets of Component Sets primarily for buttons.

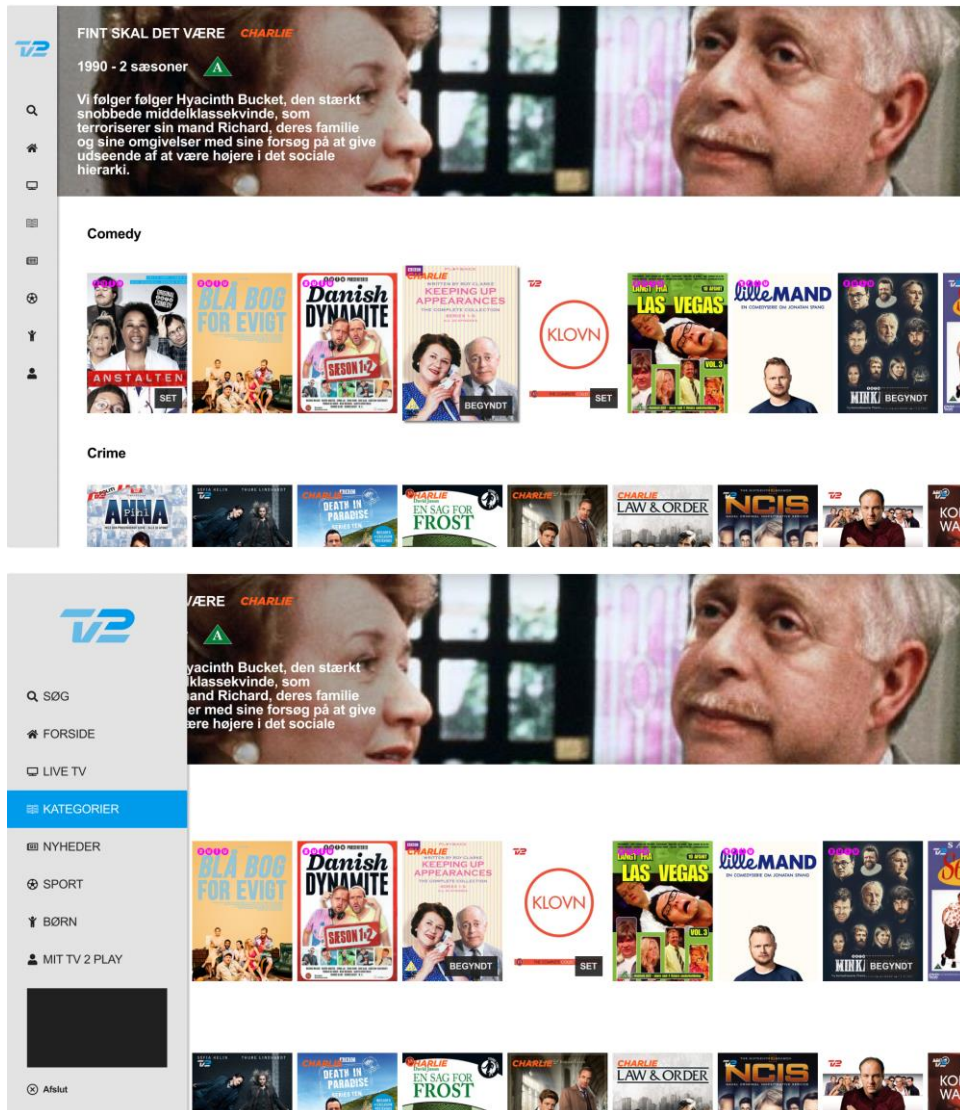
For example, the following image shows all buttons for the main menu in several states.



These buttons feed into the main menu as seen below in a collapsed and an expanded variant.



And, finally, we have a couple of finished interfaces showing what it could look like when the British sitcom *Keeping Up Appearances* is selected.



Because everything here is built around Figma's Component feature, we can easily make changes. If, for example, we weren't happy with the space between the icon and text on the button, we'd simply change it in the black blueprint button shown in the first image. This change would lead the all the other buttons changing; which in turn leads to the menus themselves changing; which, finally, makes the final two interfaces (and all other interfaces with an instance of one of the two main menu components) change. This feature saves time in case any designer makes a mistake somewhere along the way.