

# A new digital brand for a global broadcaster

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Case study

Our client's vision was to create the most immersive and engaging digital experience in broadcasting. The existing digital experience did not reflect this, which was impacting brand perception and revenue contribution. Our client used our skills and expertise to right these wrongs and bring the experience to life for millions of customers.

## Overview and objective

Strategy sets the pace for design

The client is a leading global broadcaster with an appetite for doubling down on digital.

- Immerse ourselves into the client's organization to understand product teams and their respective needs
- Iterative insight-driven design underpinned by research and experimentation
- Bring existing brand moments to life in the package and product purchase journey



## The challenges

- Reimagine a household brand across all digital touchpoints
- Connect together products, services and package information into seamless user journeys
- Show the business value of design- how it can help achieve commercial objectives



## The solution

A future proof financial experience

We performed a thorough review of our client's existing experience along with its competitors. We assessed branding, tone of voice, and user journey flows as well as the underlying technology. This review gave us quick wins and was used to develop an overarching experience strategy that included a set of design and technology principles to guide the future direction of the transformation.

### **Bringing an all-new experience to life**

Through visual and experience design, we created a new digital brand. This involved creating high-fidelity designs, prototypes of components, animations, and layouts across their entire digital estate. These design elements were

housed in a design library, making design management and creating new pages over time quicker. All of our creative work was rooted in industry-leading best practices across insight-driven design, technology, and accessibility.

We made sense of a complicated digital ecosystem by linking together products and services and pushing the brand to the next level across digital. This meant our client could deliver on its commercial promises while bringing delight to its customers.

### **Content leads the way**

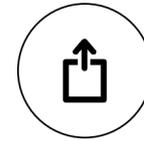
UX writing and content creation were at the core of this transformational journey. All copy was shaped by frequent user research with customers and the responsible teams across the business, from micro-copy and signposting to articles and technical product descriptions.

The complexity of the copy and content increases the deeper the customer goes on the journey. The more detailed information on product pages supports customers with specific needs or questions when understanding the value of packages or hardware.

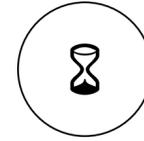
We placed emphasis on speaking to intangibles and customer aspirations for viewing experiences. This meant big emotive statements, supported by simple, concise language that eased the cognitive load required by users to comprehend the offering. This approach supports the customer journey and helps people make purchasing decisions with ease.



## The impact design for the masses



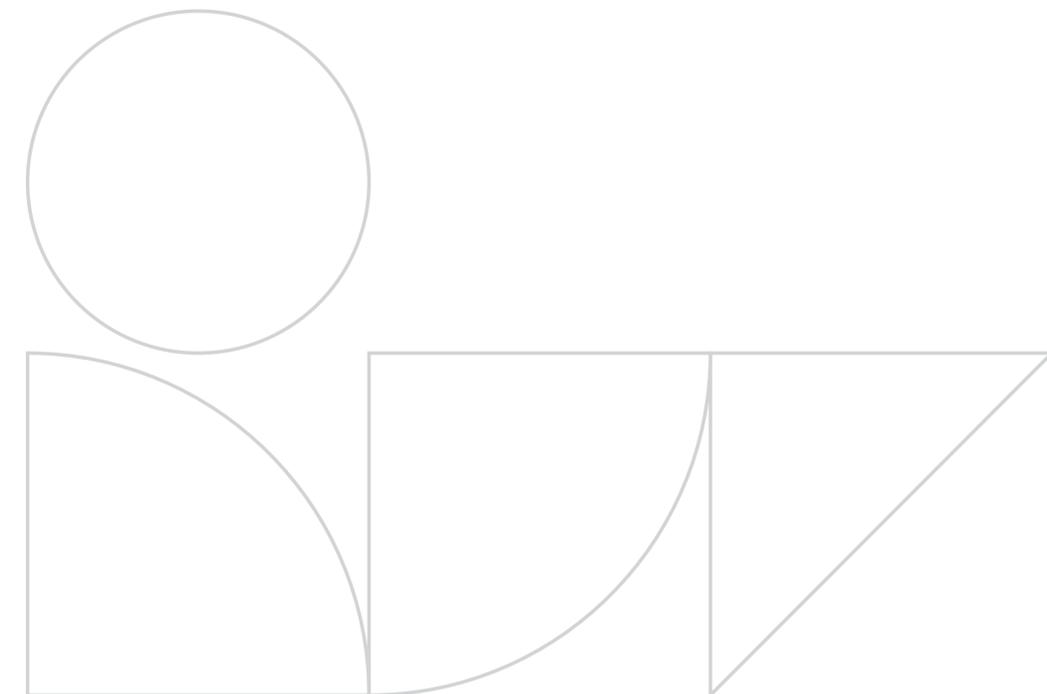
1.5% uplift in conversion



Product pages go live 20% quicker



Millions of customers benefit from best-in-class design





## Our design: the specifics

### **Let it breathe**

We elevated the use of white space, introducing a lightness and scale to all digital destinations. White space is elegant and conveys a premium feel. We also contrasted white with high color screens that allow the content and products to speak for themselves. This offers consumers confidence in their purchases and makes them feel like they're receiving a strong package from a trusted brand.

### **Sharp transitions and immersive video**

Video and animation are used to demonstrate rather than explain how products link together within the client's ecosystem. Transitions keep the experience exciting and customers engaged. All transitions from pages to products are smooth and seamless, emphasizing the connected experience our client offers its customers.

Rich, immersive experiences feature video highly. That's why elements of the experience we created immerse a would-be purchaser into the post-purchase viewing experience as part of making a product choice. Rich images show the width of the TV screen, whereas promotional video content uses faster cuts to mirror the actual viewing experience of trailers and programs as a way to promote the live viewing experience.

Varying speed and motion help users distinguish between product pages, aiding navigation and product understanding. Motion for hardware is slow, allowing the customer to study the features, while promotional video content uses faster cuts to mirror the style of other branded moments.



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