



A D2 CASE STUDY

Challenges:

- TV menus designed by manufacturing partners did not comply with brand standards
- Inconsistent branding increased documentation development and translation costs
- Inconsistent branding confused customers, drove support calls

Solution:

- Analyzed data to identify key customer pain points
- Applied Behavioral Science expertise to recommend user-friendly navigation
- Applied visual design expertise to create on-brand menus that resonated with customers

Results:

- A usable specs document provided a single point-of-truth
- Created a user-friendly menu that retained brand integrity
- Improved customer experience

"really beautiful!"

TECHNOLOGY PARTNER

"I want to thank your team for the partnership and patience"

PRODUCT MANAGER

"excellent OSD presentation"

PRODUCT ENGINEER

For more information

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CREATING A BRANDED, SCALABLE TV MENU SPECIFICATION

A new TV brand had been on the market for a few years, but each model had a different menu, with look and feel subject to whatever Asian TV manufacturing partners wanted. Menus were unattractive, and hard to navigate, with confusing terminology. None matched brand image.

This drove higher documentation and translation costs. Testing took longer because there was no common test plan. Tech support calls took longer and frustrated customers. Our customer turned to D2 for help because they knew we would solve these problems and create a menu customers would like.

OUR APPROACH

The full D2 team worked on this project and used our extensive experience in TVs. The Data Analysis team dove into data to help us understand customer problems. The Behavioral Science team designed the navigation and used terminology customers would understand. With their fingers on the pulse of design trends, the Global Communications team turned it all into a beautiful menu that fit the brand.



Throughout the design process, we worked closely with our customer AND the TV manufacturing partner to make sure they liked the design and that it would work on their TVs. We worked through obstacles together. We not only delivered the specification document on time, but also provided all of the icons, as well as Spanish and French translations.

THE RESULTS

We created a great-looking and very usable TV menu that made sense to customers and matched the brand. TVs could get to market quicker, documentation was more accurate, and translation costs were lowered. Tech support agents now had a common menu and could more effectively help customers.

The specification document itself was usable, written to make sure that the development team knew what the TV menu should look like and how it should behave.

In the end, we worked as a partner, listened to the customers (end users and our customer), and used our diverse skillset to create a specification with tangible benefits.