

SCTE CABLE-TEC
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Contour: A Game-Changing Entertainment Experience

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Our Video Ecosystem



USER
INTERFACE

DVR



OFF-TV
ACCESS

CONTENT
DISCOVER



search / settings / help

A TV EXPERIENCE SO PERSONAL IT SHAPES UNIQUELY TO YOU

GUIDE

Personal
Recommendations

APP

Intuitive
Interface

DVR

Record 6 shows;
store 1,000

CONTOUR GUIDE

with personal
recommendations
that learns what you
like and brings you
new shows you'll love





CONTOUR APP

with intuitive interface
that serves up
the content most
relevant to you —
at home or on the go

Record 6 DVR

so you can record
6 shows at once and
store 1,000 —
with one DVR



EXPERIENCE



Contour: TV just for you!

<https://www.youtube.com/watch?v=52qWhGRTCu8>



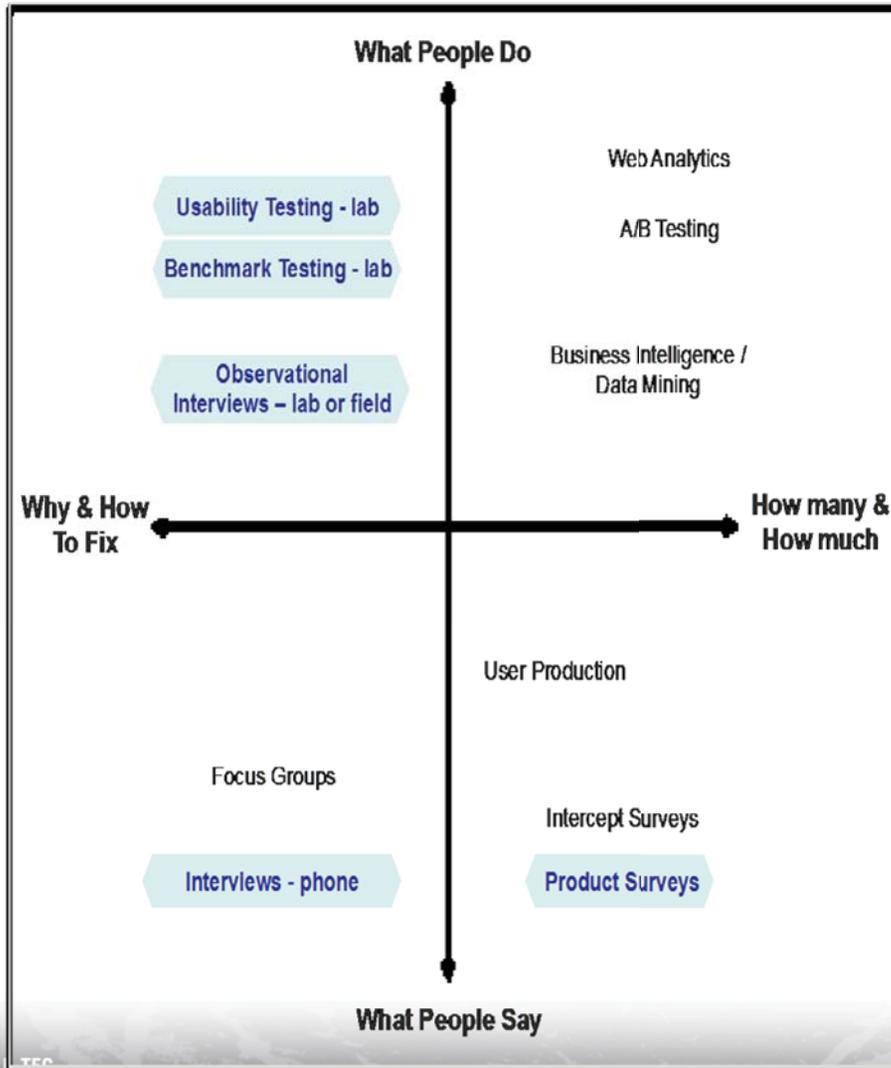
Developing a fresh new game changing experience



Contour Research Program

Study Type	Upfront User Experience Research	Comparative Product Benchmark	Iterative Usability Test	Lab Benchmark	Employee Survey and Phone Interviews	Post launch Benchmark
Description	Ethnographic or lab study to identify user objectives and key tasks, and to uncover latent needs, behaviors, drivers and influencers.	Evaluate comparative/ competitive experiences against an identified set of success metrics to measure usefulness, usability and delight. Also uncovers usability problems to inform Cox product.	Lab study with multiple rounds to uncover usability problems, iterate design to resolve issues and evaluate solutions to highlight where design refinements work as well as to uncover instances where refinements create new problems.	Lab study to evaluate design against an identified set of success metrics to measure quality, usability and effectiveness.	A test group of employees from multiple systems who are also Cox customers were surveyed by QA to identify technical bugs and other issues. This research was analyzed by UX Research and follow-up phone interviews were conducted to gain more in depth feedback.	Survey-based user evaluation, typically taken after the UI has been in-production for 4 months.
Included in Project...	Conducted	Six Studies Conducted & survey on six competitors	Three Studies Conducted	Conducted	Conducted	Upcoming
Field Date	July 2012: Lab Interview, Atlanta Aug 2012: Cox Town Hall Survey, Cross-market	July 2013: Lab benchmark study (Comcast, Netflix): Atlanta Sept 2013: iPad Video App Survey; Cross-market Nov 2013: Lab Benchmark Study (Directv, Dish, ATT, TVC)	January 2013: Atlanta March 2013: San Diego May 2013: Atlanta	iPad August 2013: Atlanta Android December 2013: Atlanta	August 2013: Multi-System	
# of Participants	Interview: 19 Survey: 2324	Comcast: 15 Netflix: 14 Survey: 1770 Directv, Dish, ATT, TVC: 12-15	January: 13 March: 14 May: 4	August: 13 December: 9	Survey: 200 Phone Interviews: 9	

When to use this method



This method is primarily used in the assessments of digital experiences that are in the field

These experiences may be of Cox or competitors

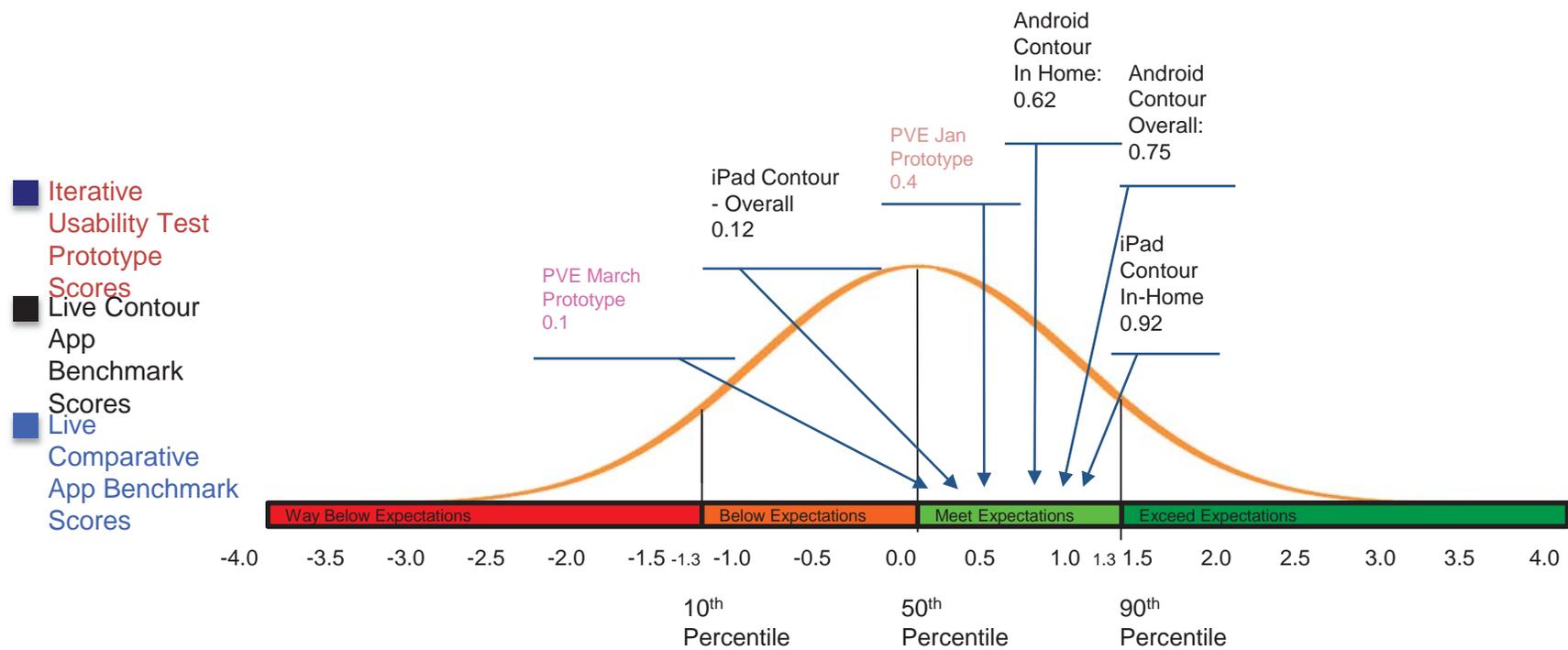
Multi-Device Video Customers: Profiles Overview

	Profile	Needs/Behaviors	Key Driver	Demographics
	Enthusiasts	Enthusiasts have a key area or multiple areas of interest such as sports, nostalgic TV, investing, traveling or other various topics.	Their area of Interest	Crosses all demographics and overlaps with other profiles
	Parents	Parents of both younger and older children are concerned with what their kids watch. Parents have limited time to watch what they want.	To find kid-friendly programming	25 – 49 Male & Female Some stay-at-home parents, Others work full or part time
	Young Adults	Young Adults just starting out are budget driven, yet they typically want more than they can afford. They are open and reach beyond the TV for more interactive and social sources.	Getting as much as possible for their money	18 – 25 Male & Female Full-time students, Part time Student/Work, Others work full time
	Series Followers	Series Followers want to keep up with the series at their own pace. They typically follow one or two series at a time and are most receptive to new content when their series ends.	Watch a series in their own time and pace	Crosses all demographics and overlaps with other profiles
	Variety Viewers	Variety Viewers have many interests and watch what suits their mood at the moment in time. They want to be exposed to a variety of content, yet in a manageable and digestible manner.	Watching what suits their mood	Crosses all demographics and overlaps with other profiles



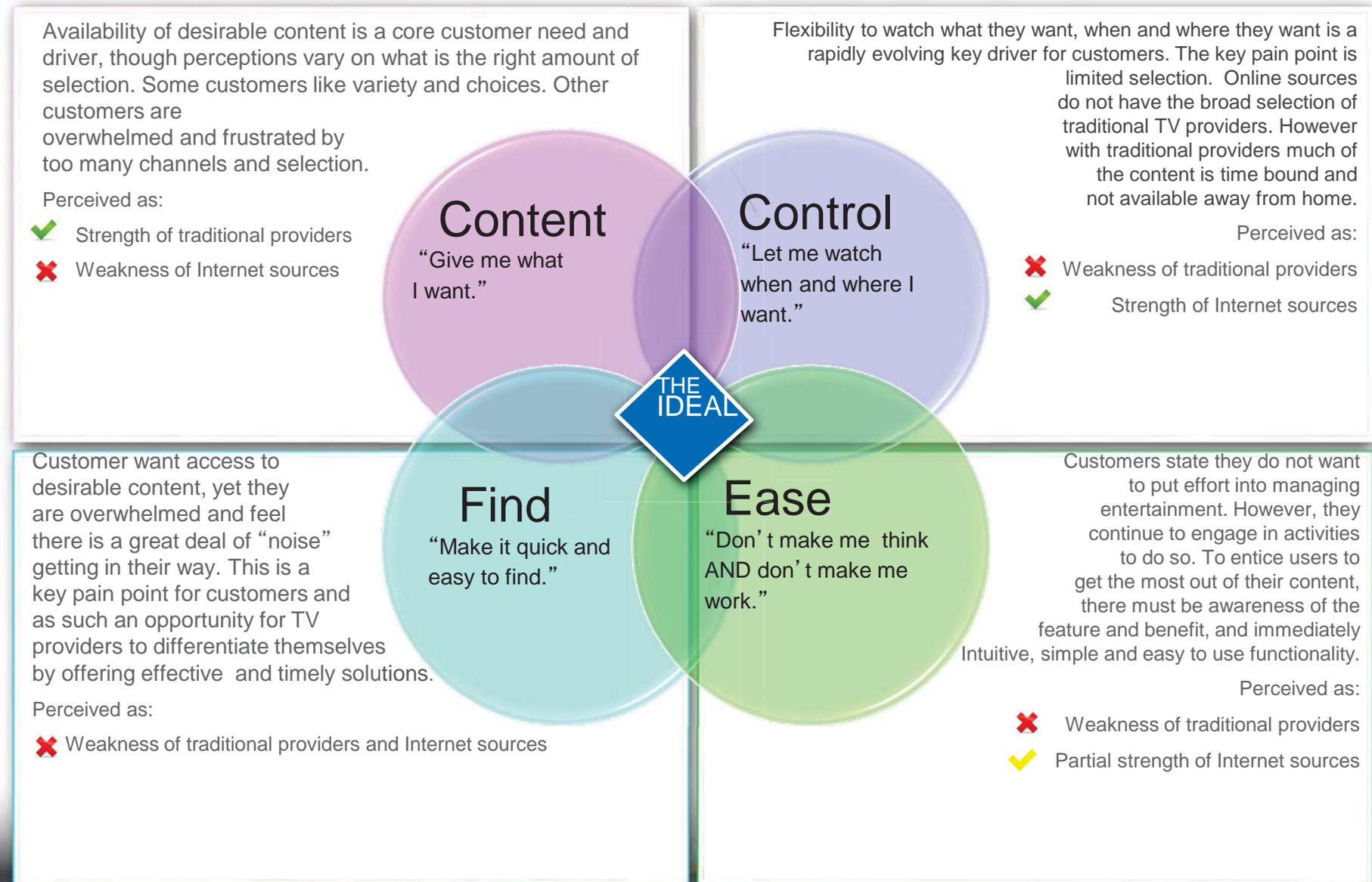
Contour from Lab Studies

The System Usability Scale (SUS) is a standardized measure of the perceived usability of a system. It is calculated from a 10-item attitudinal survey scored on a Likert scale.



Multi-Device Video Customers: Objectives

The following are objectives that users have when viewing video content.



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Multi-Device Video Viewer Objectives Content

“Give me what I want.”

Contour:

- The most frequent customer desires related to content were:
 - The ability to watch their DVR recorded shows on the iPad within the Contour app.
 - The ability to watch premium content on the iPad within the app without having to go to 3rd party apps.
- Other requests included local channels, My Primetime, and more live and On Demand content, and full series that they can watch on the iPad.

Comcast and Netflix:

- The desire for more content choices for iPad viewing was also a recurring theme for research conducted on comparative apps.
- The content inventory appeared not to include many of the users' favorite programs. When they were unable to find current content, several users had to select older show or movie.

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Multi-Device Video Viewer Objectives

Control

“Let me watch when and where I want.”

Ability to watch video away from home was the primary frustration of the Contour Benchmark test and negatively impacted SUS scores.

The desire to stream video outside the home was the most requested improvement by the employees interviewed and was prevalent in the employee surveys.

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Multi-Device Video Viewer Objectives

Find

“Make it quick and easy to find.”

Contour:

- Users were significantly frustrated and distracted by the background video which continuously played.
- They also felt returning to the main screen was cumbersome, because they all used the back button to “back out” from within the app.
- The overall navigation was unclear and unexpected including recognizing what was clickable and issues with the sensitivity of target areas.
- Users also stated that they wanted a more flexible search than what is offered in

Contour.

THE IDEAL SEARCH:

- Simple and easy, flexible and smart
- Comprehensive across their content universe (linear TV, On Demand, DVR, online sources, networks)
- Provides information and summaries to help them make decisions
- Allows them to click to view immediately on their preferred device including the TV and/or the device at hand.
- Consistent capabilities across devices (with appropriate platform optimization)

Netflix:

- Some users felt the layout was overwhelming, however, users were able to quickly and easily use search to find content, thus limiting the need to scroll through screens.

Comcast:

- Users were frustrated with search which was not reliable or flexible.

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Multi-Device Video Viewer Objectives

Ease

“Don’t make me think
AND don’t make me work.”

Contour:

- The majority of users were unaware of advanced finger gestures in the Contour app in all lab studies conducted with only a few discovering the ability to swipe to change channels by accident. None of the users discovered the two finger swipes.
- Though they liked having the 3rd party apps in Contour app, users wanted the content integrated into the Contour app so they won’t have to leave and go to another app.

Netflix:

- Users felt that it was difficult to find features such as rating content and that the benefit of the advanced features, such as queues, were not clear or compelling enough to make them appealing.

Comcast:

- Users were disoriented by using separate apps, such as the “TV Remote” and “Player” in the Comcast benchmark.

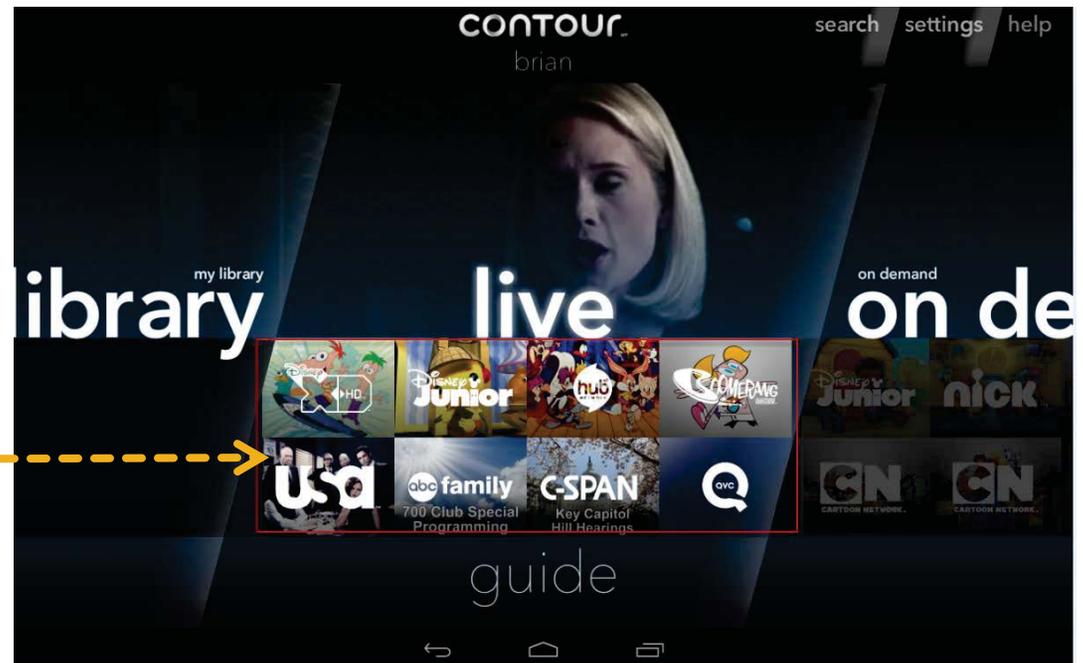
Sample Findings: Overall

(*) = finding observed in previous usability studies

1 All users watched the tutorial.¹

2 * Some users noted that they liked the separate profiles and the personalization of each profile.

UI 3 * Some users attempted to swipe through the Live thumbnails in an effort to access more options. This was not a successful gesture.



1 The lab study likely presents a conservative picture of the number of persons that will opt out of the tutorial as research participants feel obligated to 'please the researcher' and 'be a good participant' by evaluating the full experience.



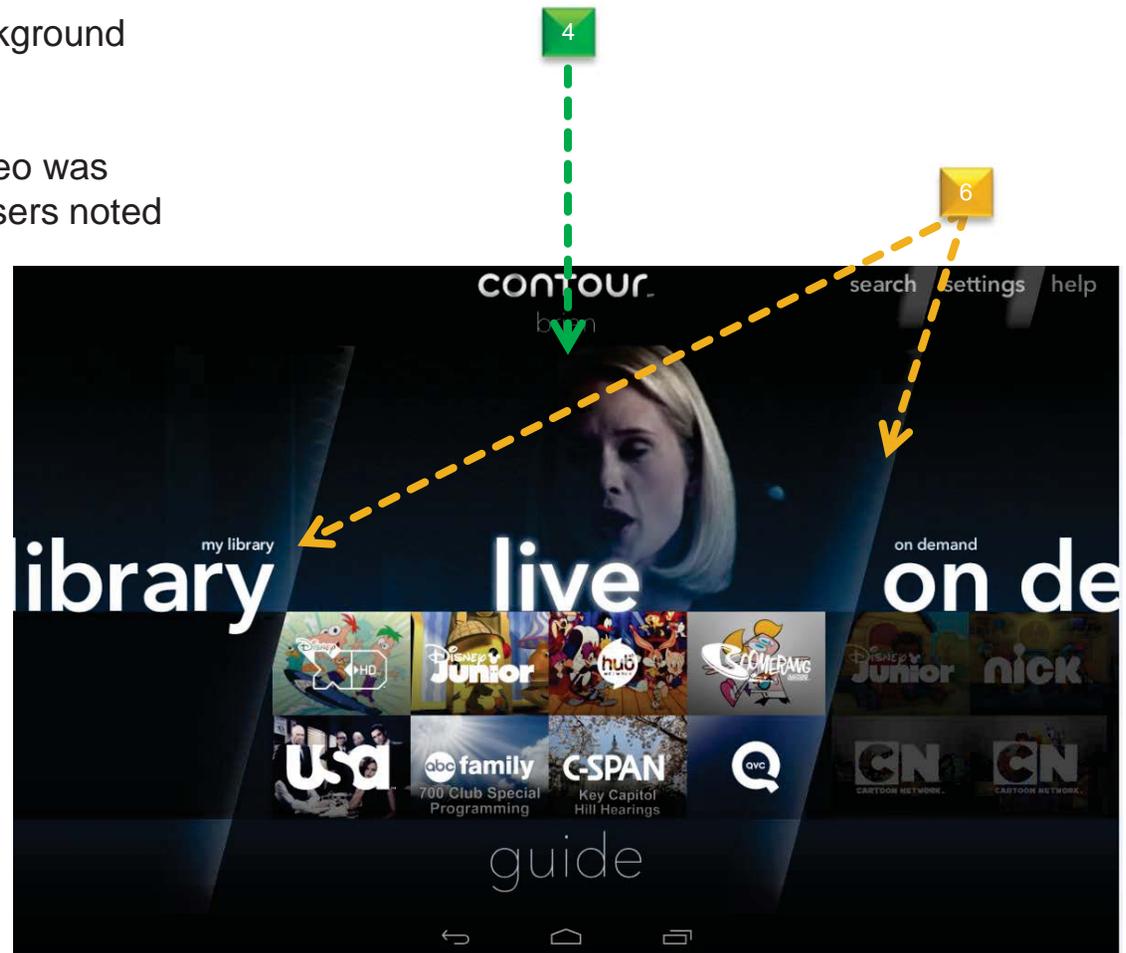
Sample Findings: Overall (Continued)

(*) = finding observed in previous usability studies

4 * Most users understood that the background video was live TV.

UI 5 * Some users felt the background video was distracting during navigation; these users noted that they wanted the ability to pause the video.

UI 6 * Some users noted that they did not care for the side sliding menus as they would prefer to see all options on one screen and they felt 'awkward and messy' and with 'no clear start/stop you can over slide out of a menu.'



Derived Importance of the User Experience

A Derived Importance (DI) analysis was conducted to understand the stated and perceived importance of various attributes and their contribution to overall satisfaction.

- Netflix and Dish outperformed the other apps on the usability attributes that were rated as most important from the Derived Importance Analysis.
- Netflix rated extremely high on the most important usage and navigation attribute (It is easy to watch video content with the App).
- Dish received higher ratings compared to the other providers on all listed measures.

It's easy to watch video content with the app	151	
Setting up the application... was easy	139	
When I look at the screen within my app I can easily tell where I am	122	
It's easy to find a show when I know what I want to watch	120	
Learning to use the app was confusing	101	
Navigating the app is more difficult than I thought	99	
It's easy to find a show of interest when I have not decided what to watch	93	
Logging into the app is difficult	92	
Searching for content gives accurate results	91	
I get confused about the different sections of the app	89	
It is easy to control using Stop/Pause/Rewind/FF	87	
When not decided... easy to get information	85	
Browsing for content does not give me what I'm looking for	73	
The app has all the shows and movies I expect and want	59	

Note: On this scale a score of 100 indicates average importance.



Now that we have launched...

- Understanding the health of the product
- Driving defects out of the product
- Prioritizing the next set of features and functions for development



CONTOUR IS TV JUST FOR ME

