



CASE STUDY

# FanDuel TV+ EPG (2023)

Enabling FDTV+ users to easily browse and discover live & upcoming content on FanDuel TV+.

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**01**

**Background**

## BACKGROUND

# Overview

An EPG is an Electronic Program Guide. This feature will enable FDTV+ users to easily browse and discover live & upcoming content on FanDuel TV+.

## Business Objectives

1. Enable users to browse and discover content
2. Improve user experience
3. Achieve parity with other streaming platforms
4. Help new users understand when premium content is airing

## Success Metrics

1. % of users using the feature
2. User Retention on EPG
3. Increase in users watching content during specific times
4. Time per Session for users engaging with EPG

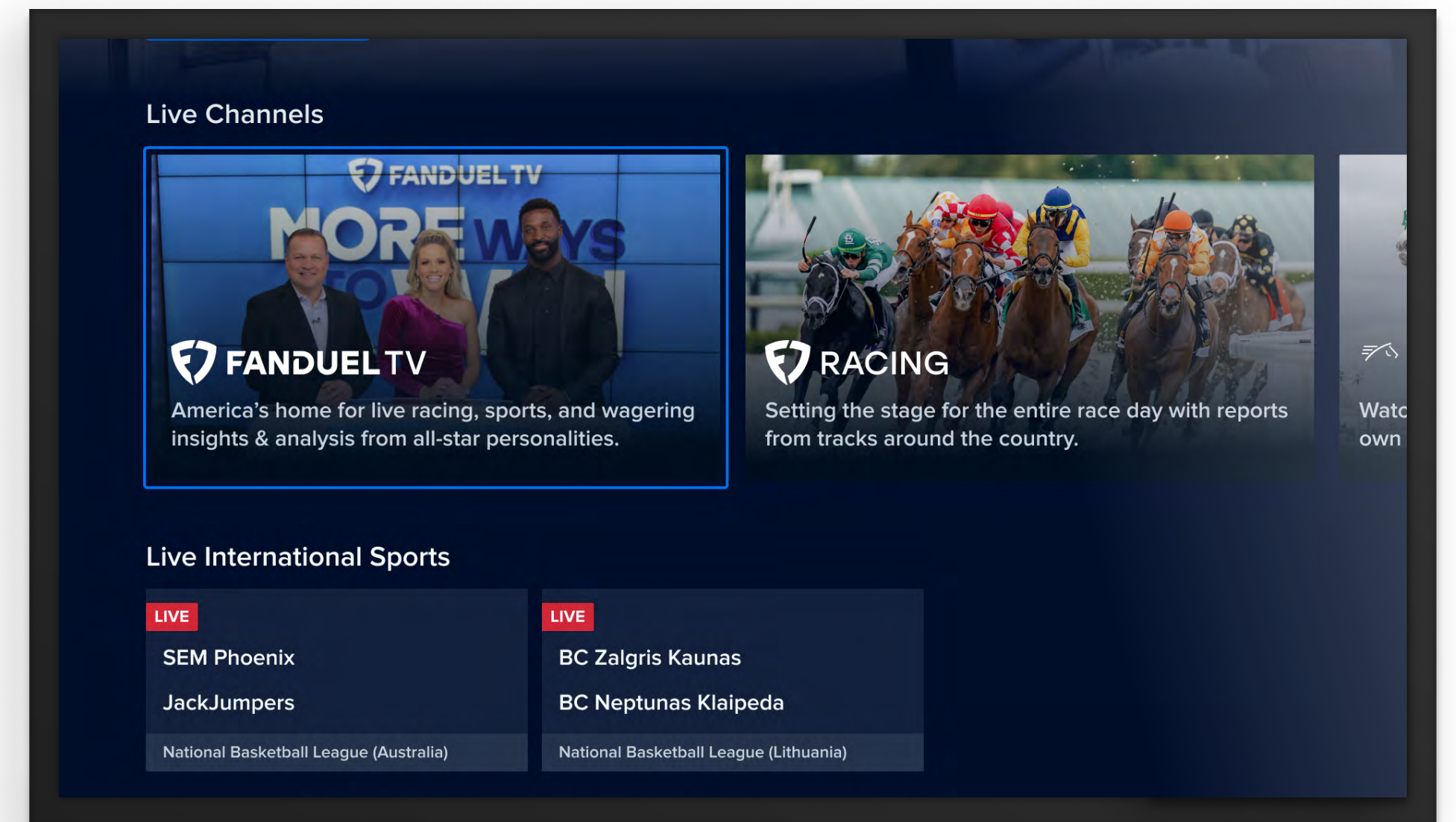
# Problem Statement

## New Users don't know what content is on the three linear channels.

Other Problem Statements:

- Users are not aware of upcoming content and when it airs live
- Content is scattered too much and not central to one place
- Consumers lack awareness of the FDTV+ linear channels

The goals of this project are to improve the user experience and increase user engagement within the platform, driving Monthly Active Users.



**02**

**Research**

# IA Foundational Study

## Research Objectives

- What level of knowledge do users have about the app and what it offers?
- Do users understand the difference between the 3 separate channels? Do we need 3 separate channels?
- What level of importance should be placed wagering capabilities/integration?
- How can we organize content that makes it easy and efficient for users to access?
- What personalization features are best for our users?
- How do users search for content? EPG?
- How do users think about/approach live vs VOD content?

## Users who took part

Heavy users of both sports specific and non-sports specific streaming platforms (minimum of 4-6 days/week) as well as active sports bettors, placing at least 3-4 bets/month. Recruited through User Testing panel.

## Methodologies Used

Semi-structured User Interviews

# IA Foundational Study

## Key Findings

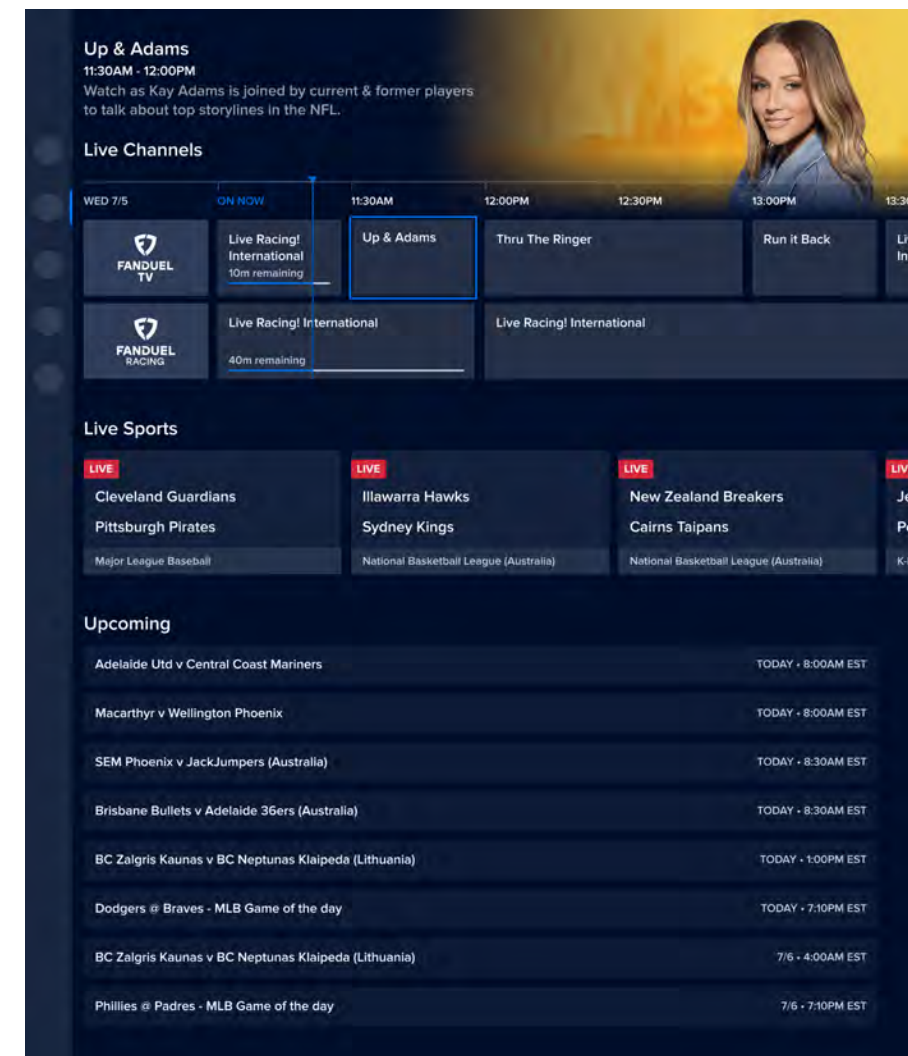
1. There are 5 main content categories that comprise users' process of finding content features within the platform.
  - Featured
  - My List
  - Recommended
  - Trending/Popular
  - Categories
2. Users uniformly expect wager integration/capabilities within FDTV+
3. There is a strong appetite for both personalization and customization features within the platform.
4. Users have an extremely targeted approach when viewing sports specific content, particularly as it relates to games/live events.

# RESEARCH

## EPG Design Test

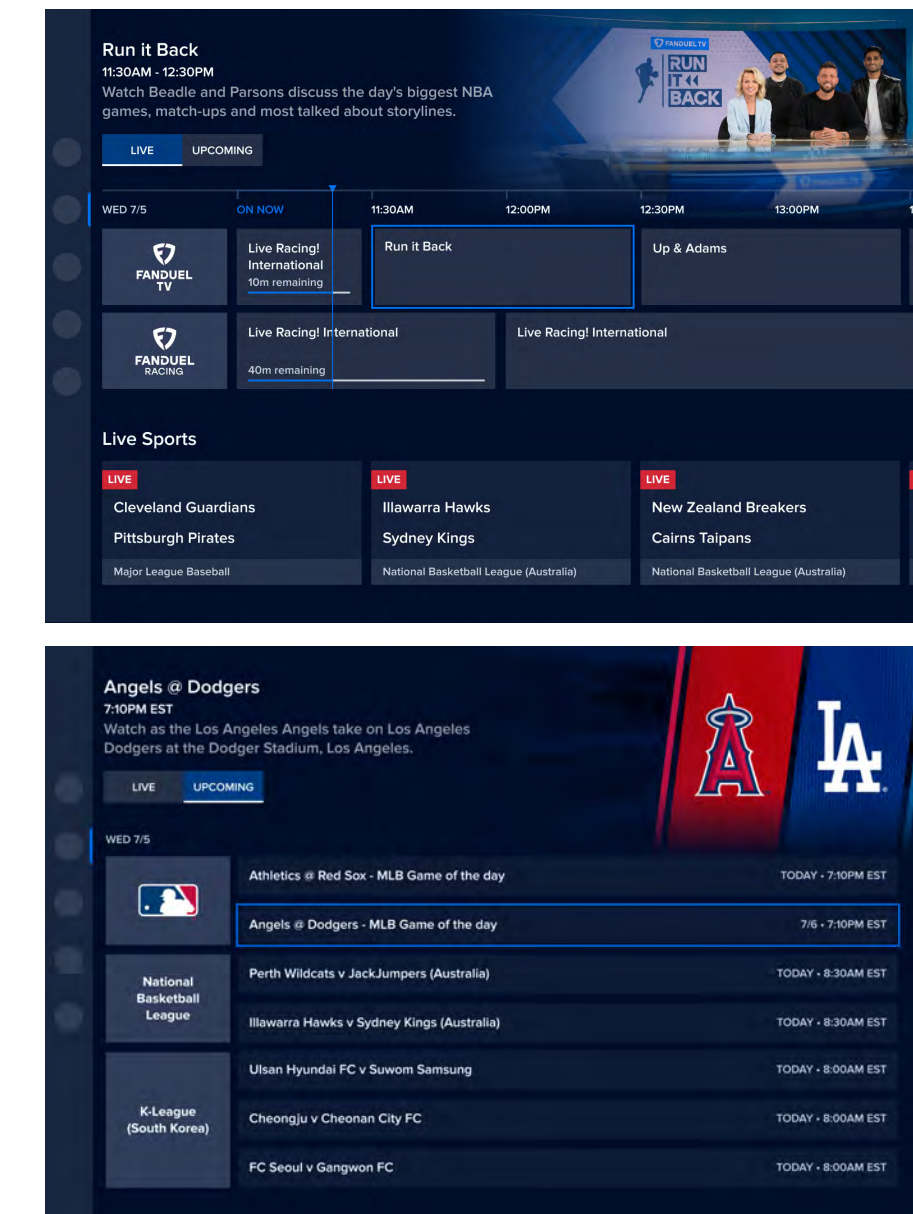
Revisiting our first problem statement ‘Users are not aware of upcoming content and when it airs live’ and the findings from the IA foundational study, we felt that building a guide and navigation was the correct approach for solving this problem.

Since our platform offers a mix of live and upcoming content we decided to test 3 low-fidelity prototypes to validate the correct approach.



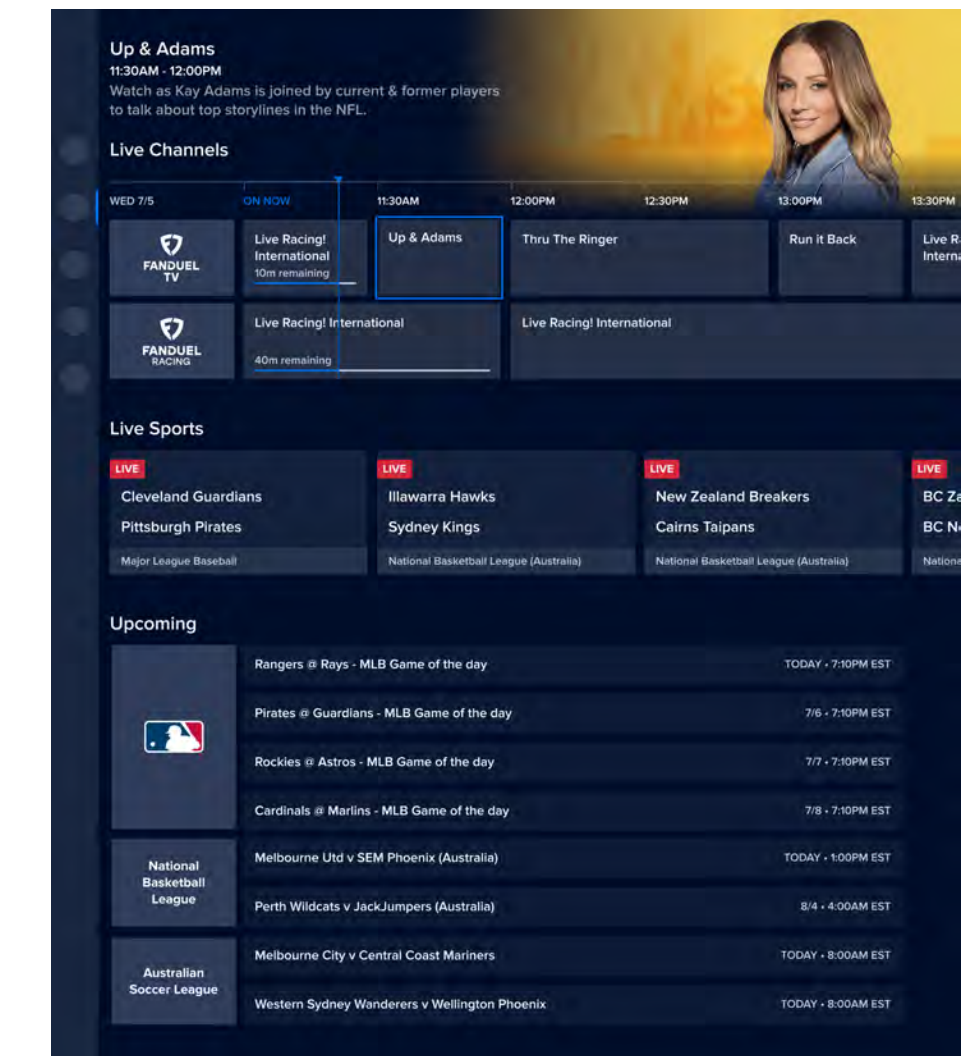
### Option 1

Combining Live/Upcoming content into one screen



### Option 2

Separating Live/Upcoming into individual tabs



### Option 3

Live/Upcoming content into one screen but with upcoming content categorised into sections

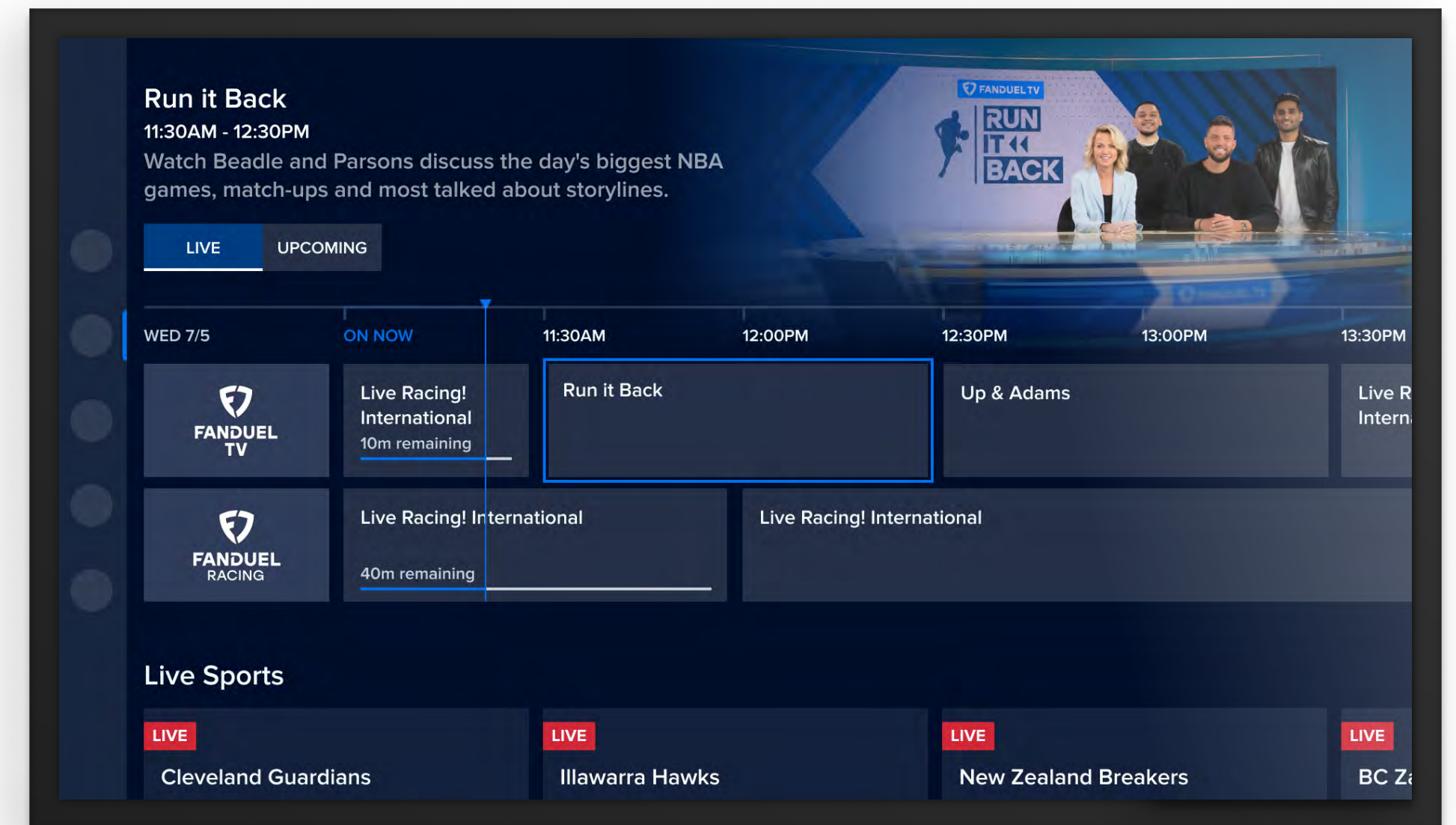


# RESEARCH

## EPG Design Test

### Key Findings

1. Option #2 was users runaway preference.
2. Users struggled to understand the difference between what was live on traditional EPG & “Live Sports” row
3. The league cards/blocks implemented in the “upcoming section” of designs 2 & 3 were preferred
4. Some users didn’t understand why the live event I asked them to find wasn’t in the live channel row



**03**

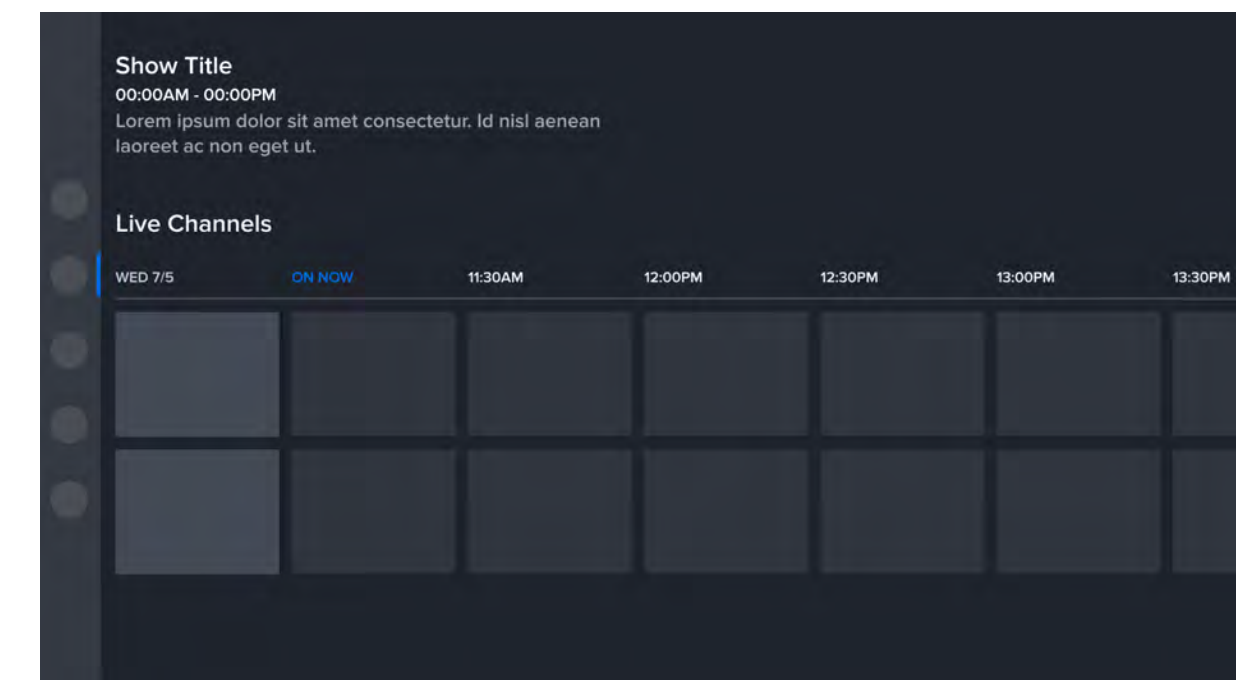
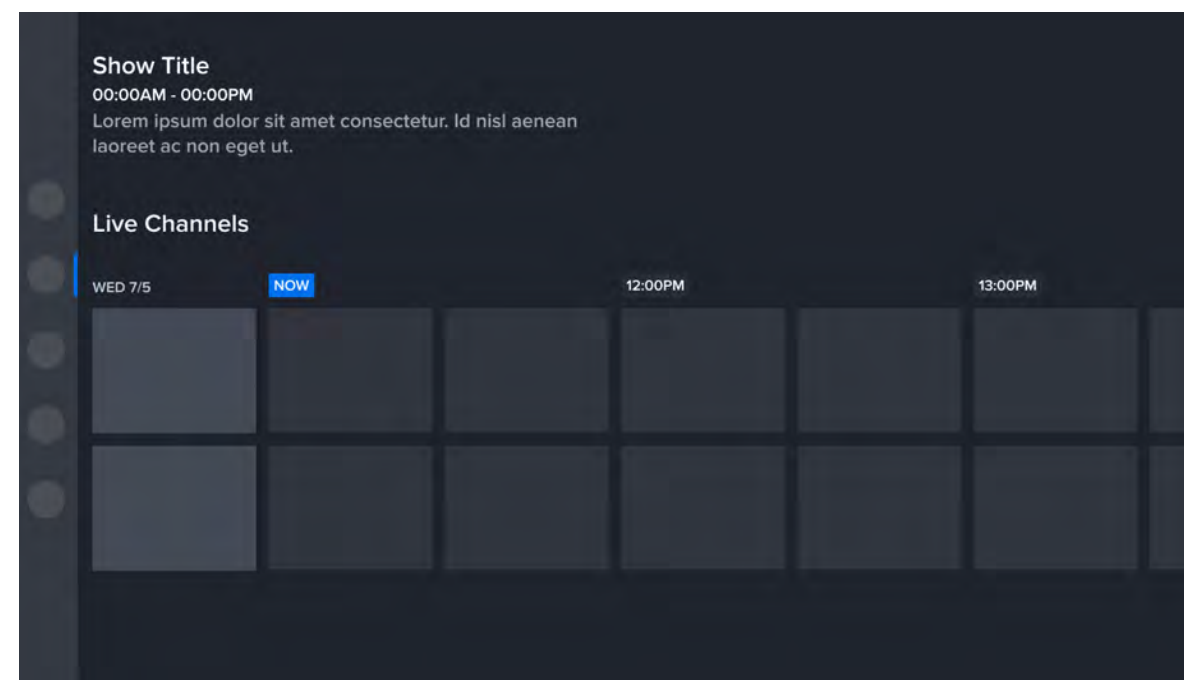
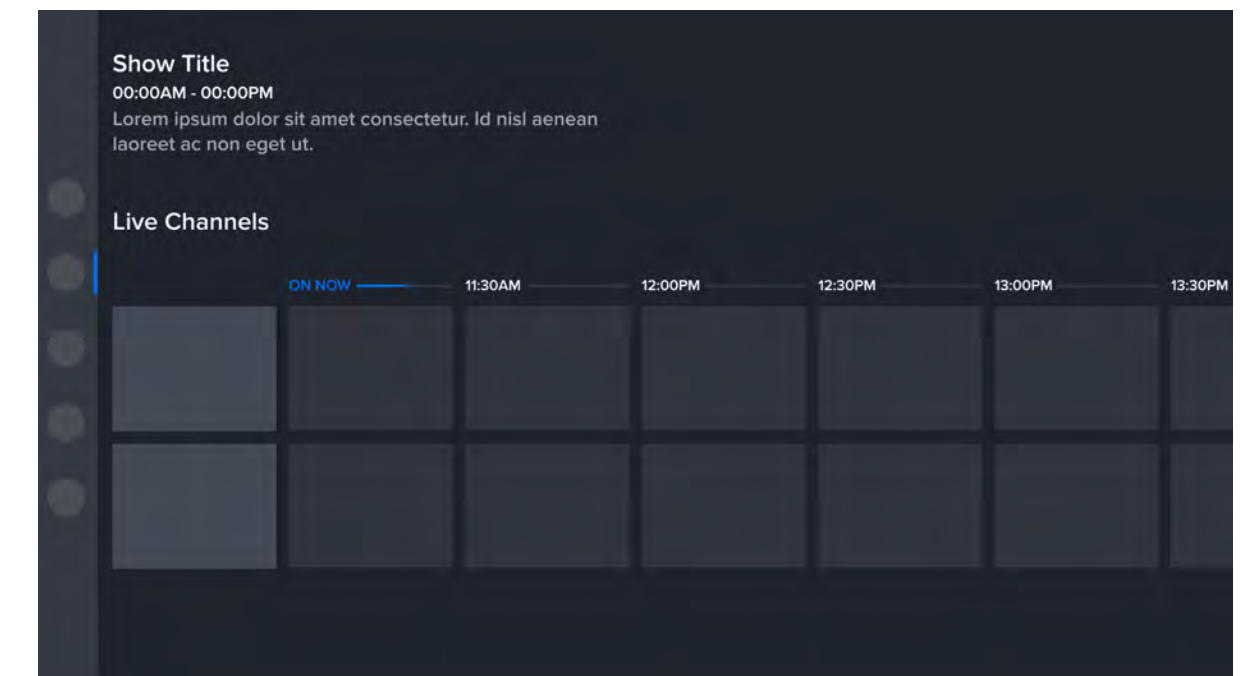
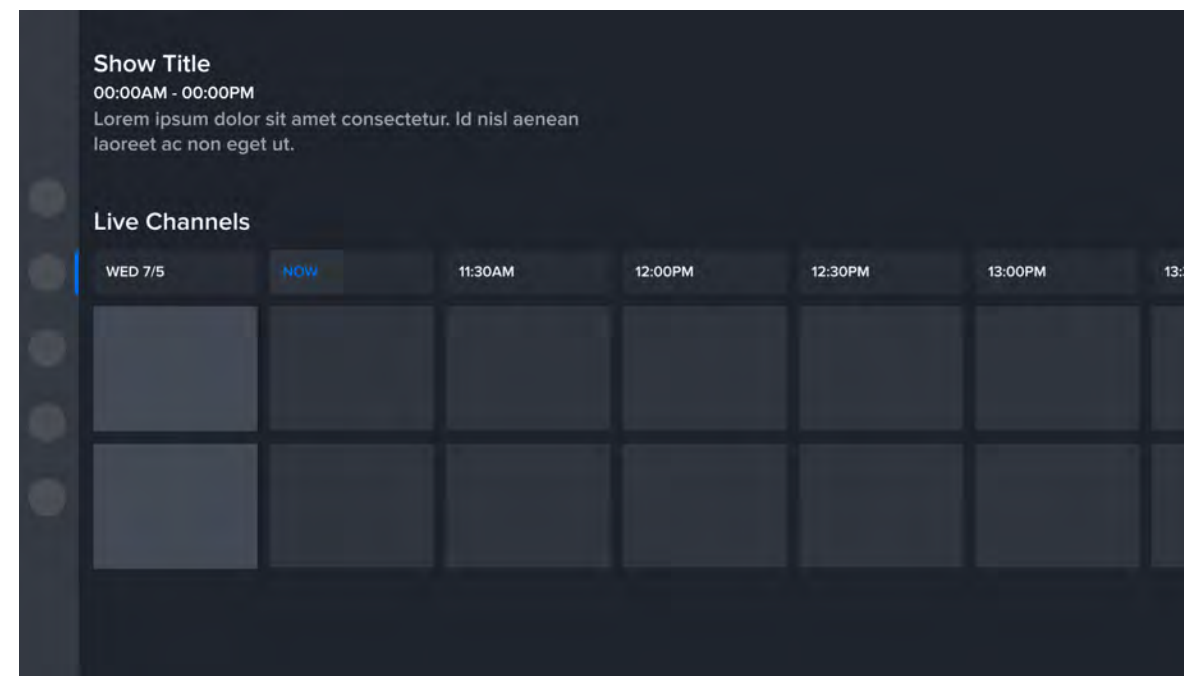
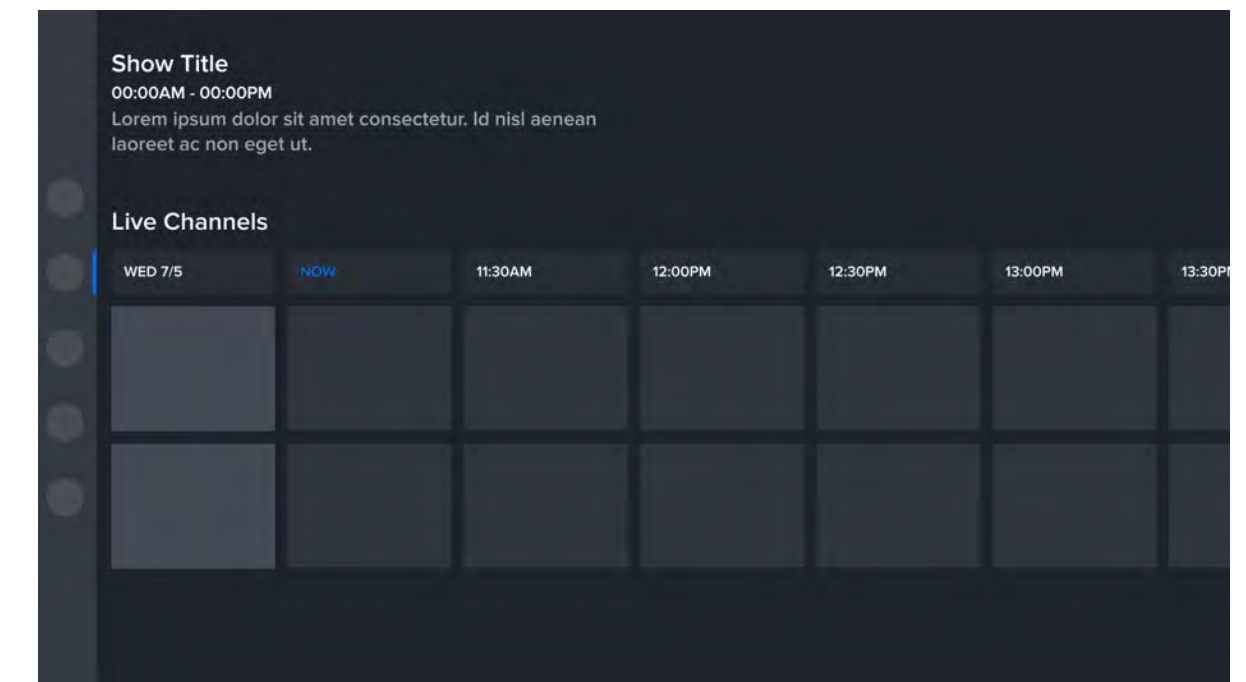
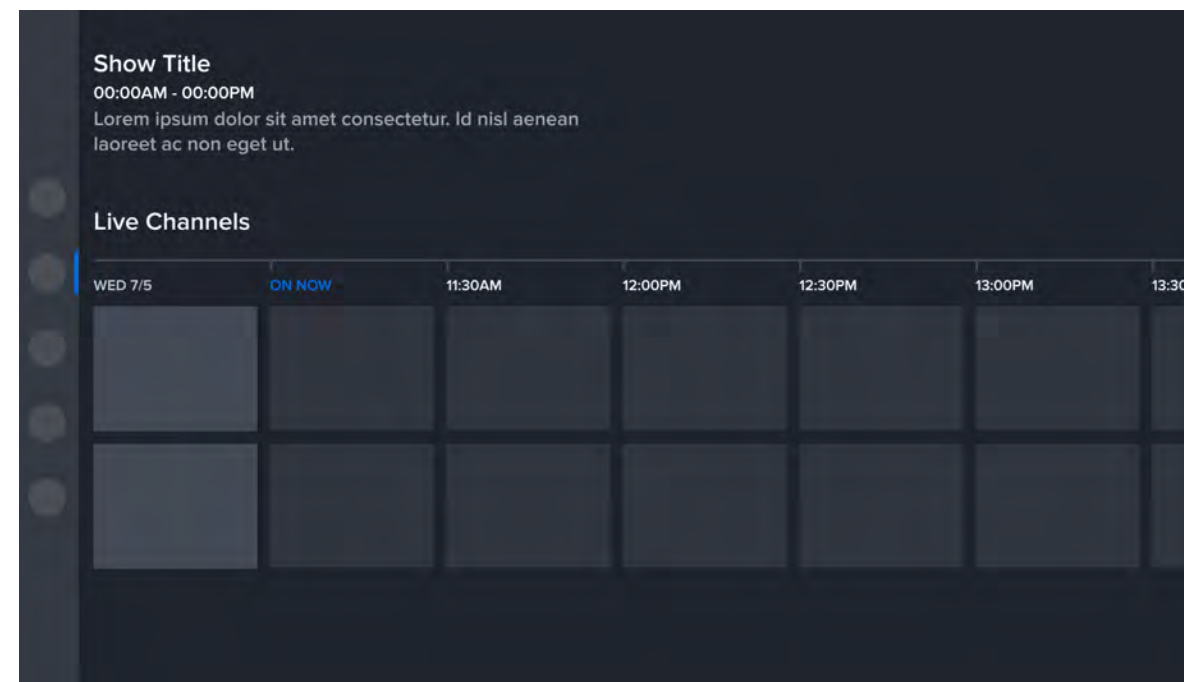
# Exploration

# EXPLORATION

## Time header

The runtimes of our shows can last from as little as 30 mins and up to several hours. With this in mind, creating 30 minute blocks of time seemed like the most logical way of displaying time.

I explored how we might display this whilst keeping true to our current design patterns.

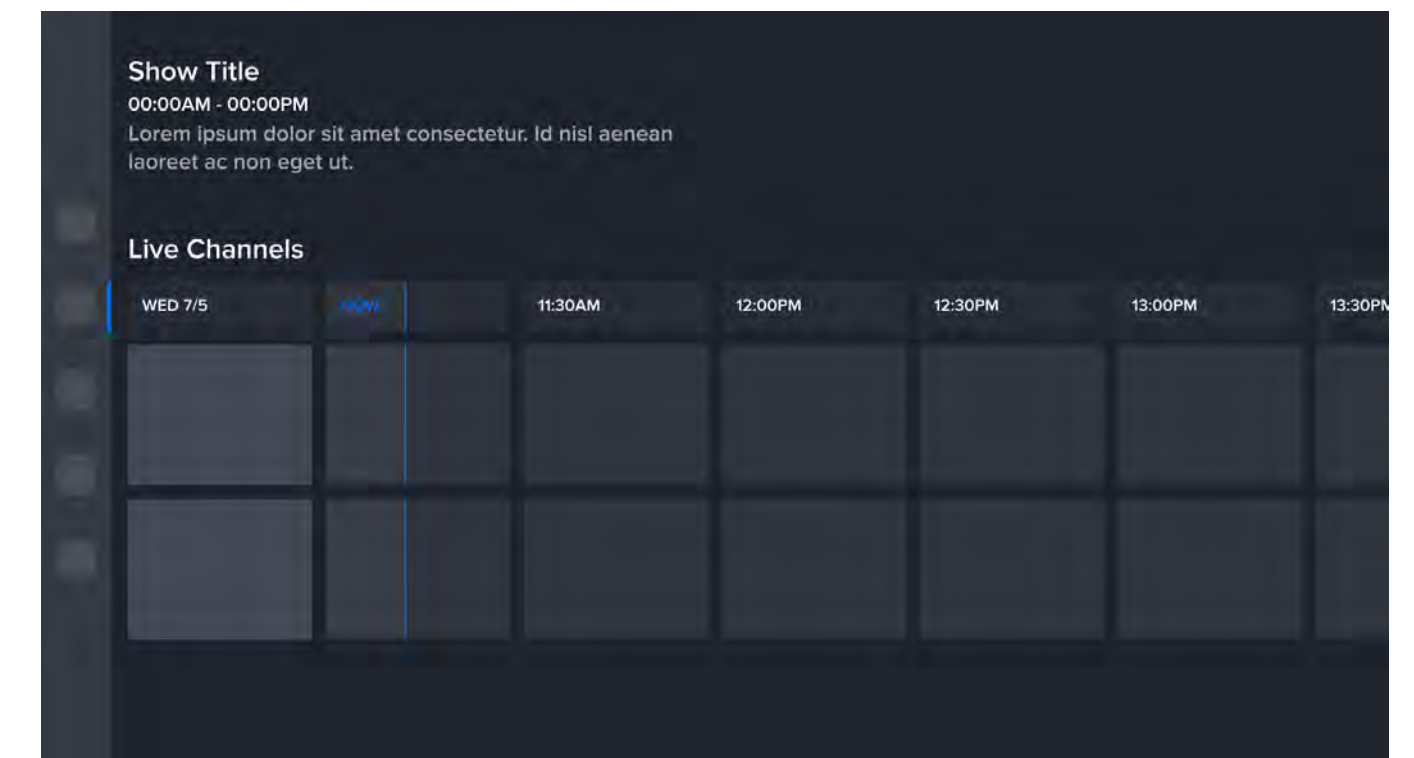
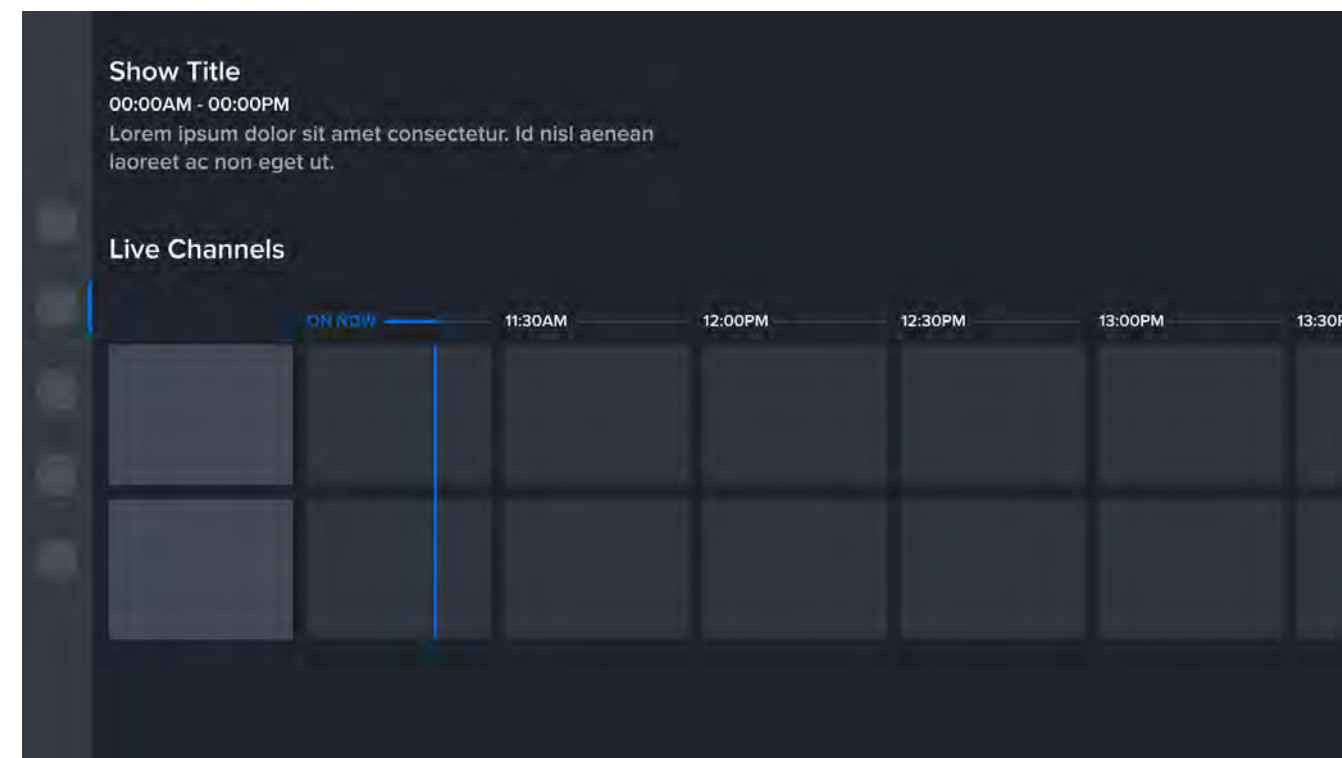
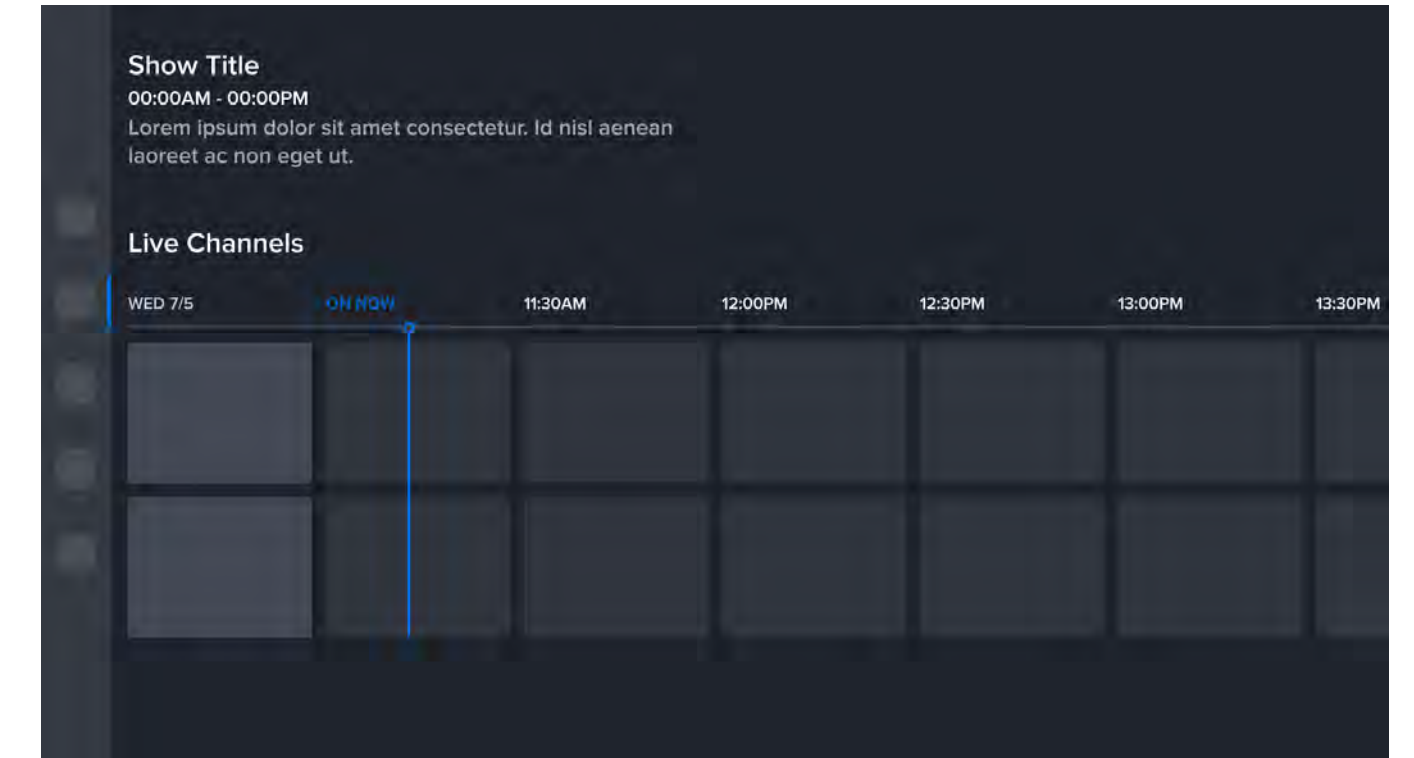
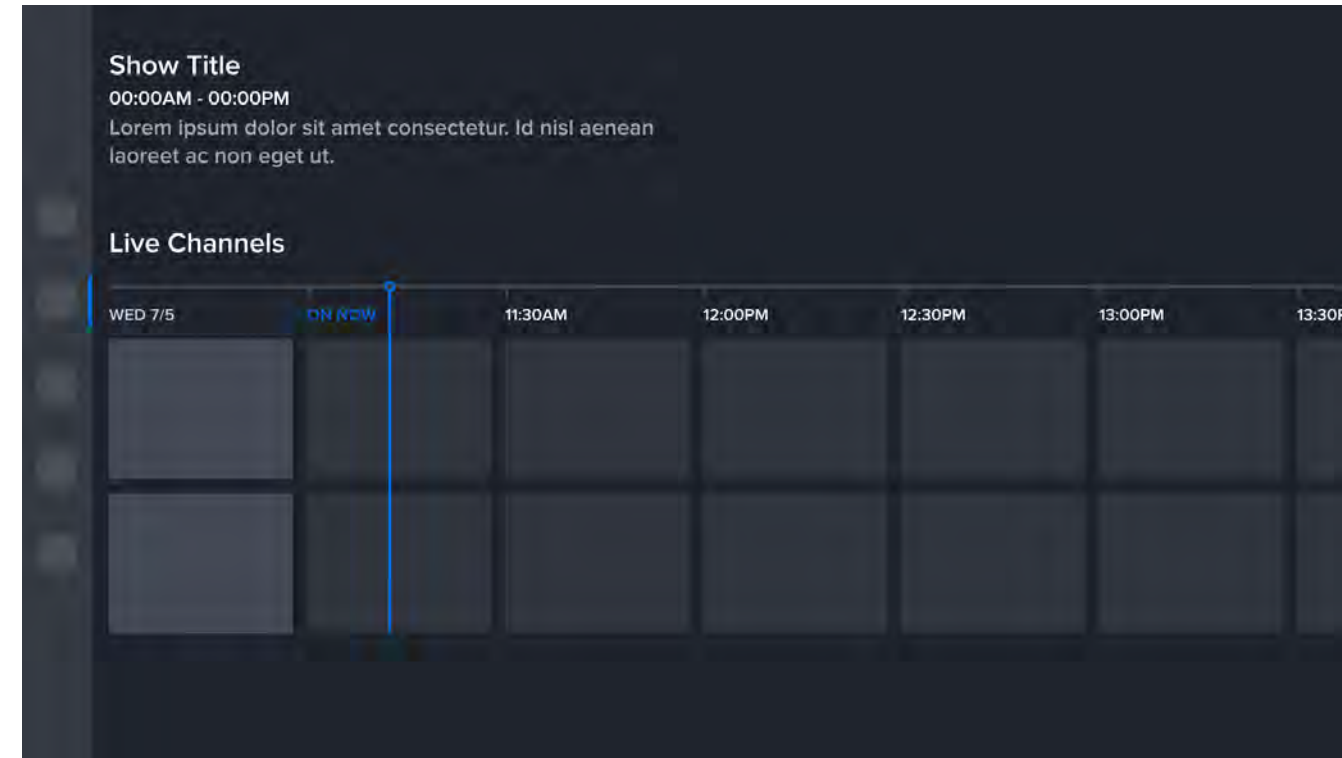


# EXPLORATION

## Tracker

Taking some inspiration from other platforms there were two approaches to the functionality and styling of the tracker.

1. A bar that would float on top of the show tiles.
2. A bar that resembled the progress of the runtime of each show.



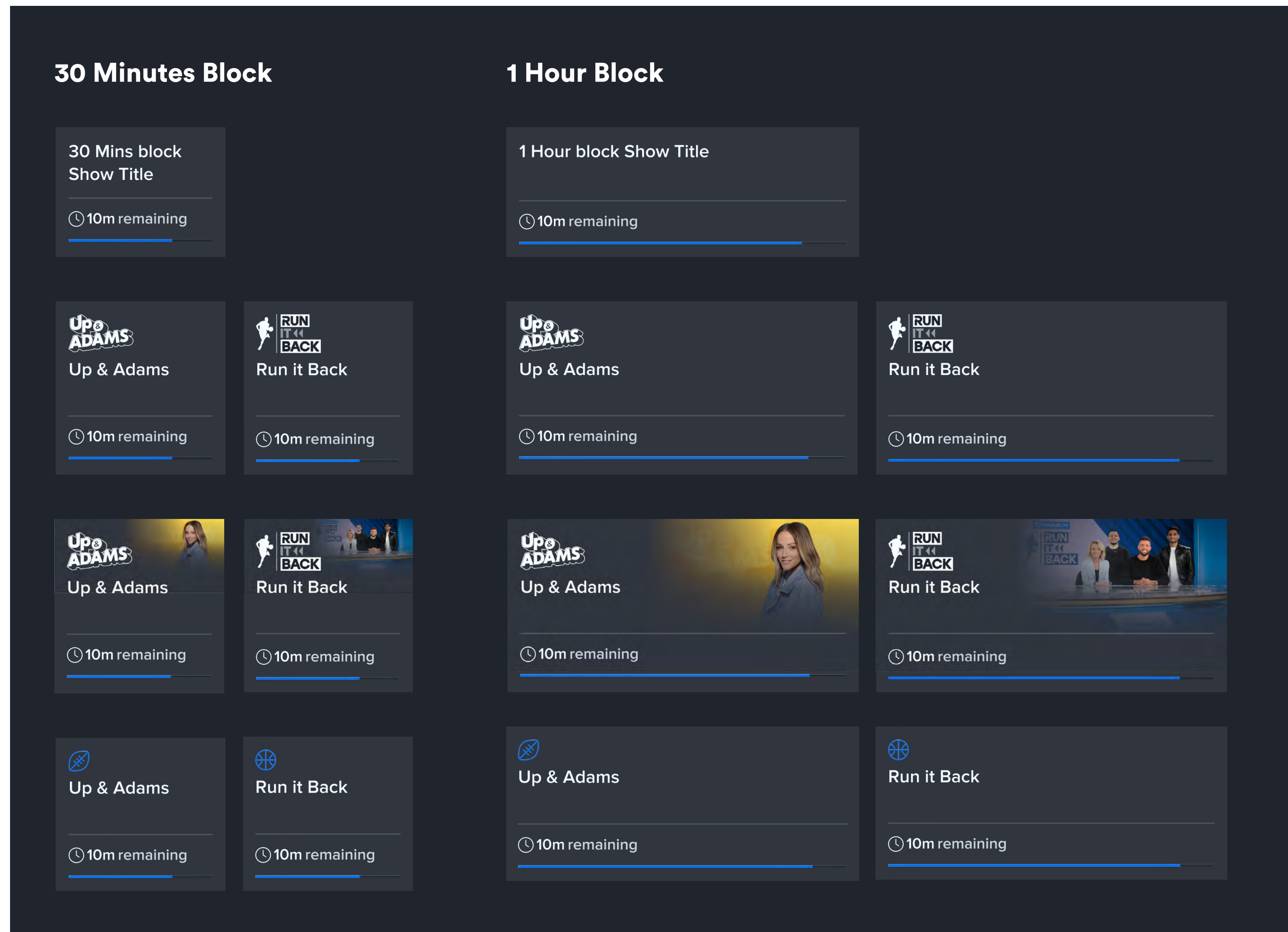
## EXPLORATION

# Show Tiles

Without the knowledge of what data we would like to display on tiles, the approach was to consider what we could include and then reign it in.

Explorations:

- Show Title
- Show logos + Title
- Show logos + title + talent image
- Show title + sport related icon



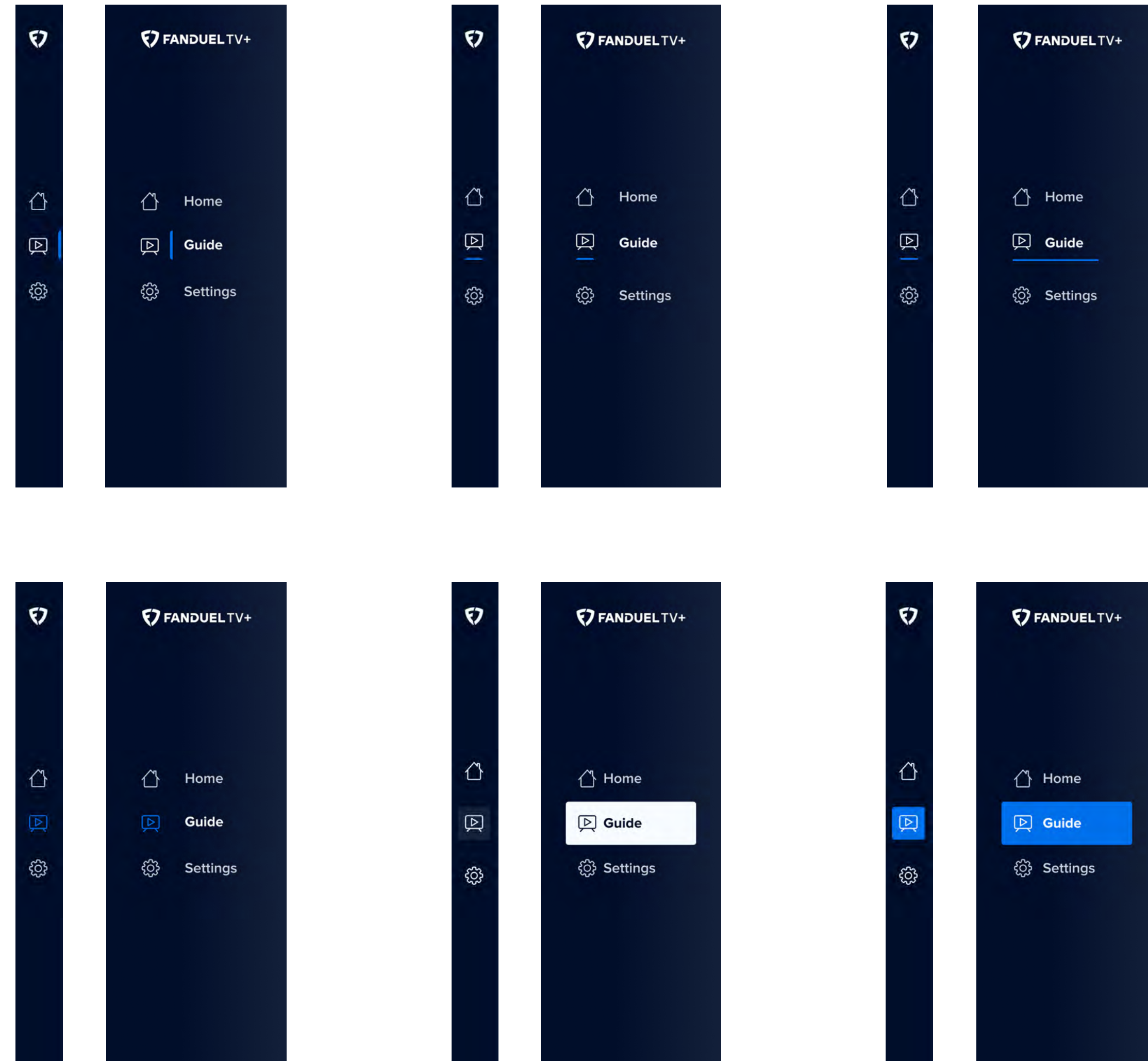
## EXPLORATION

# Navigation

Our IA foundational study gave a good indication of how users categorise content.

Some of those categories were out of scope and of less priority at the time.

Adding the EPG feature to the app meant that we should make it easily discoverable for users and the solution for that was to create a navigation.



**04**

# High Fidelity Designs

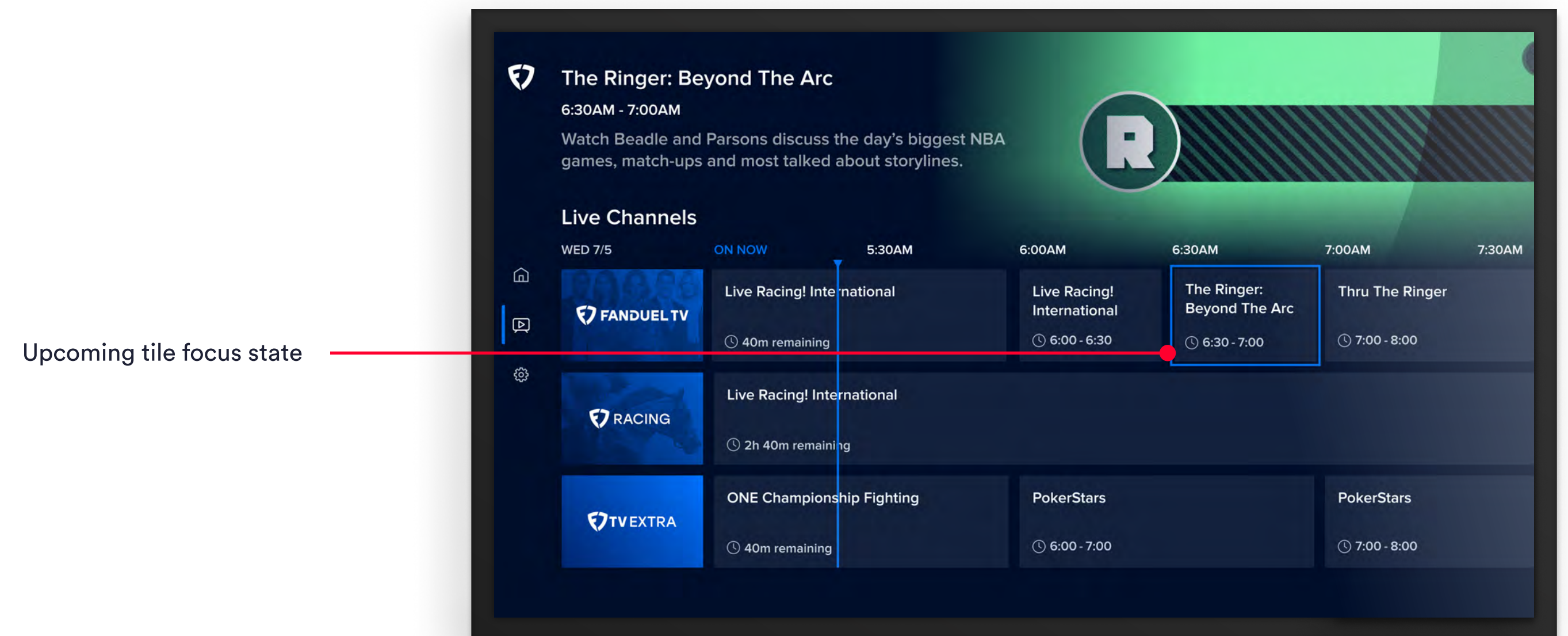
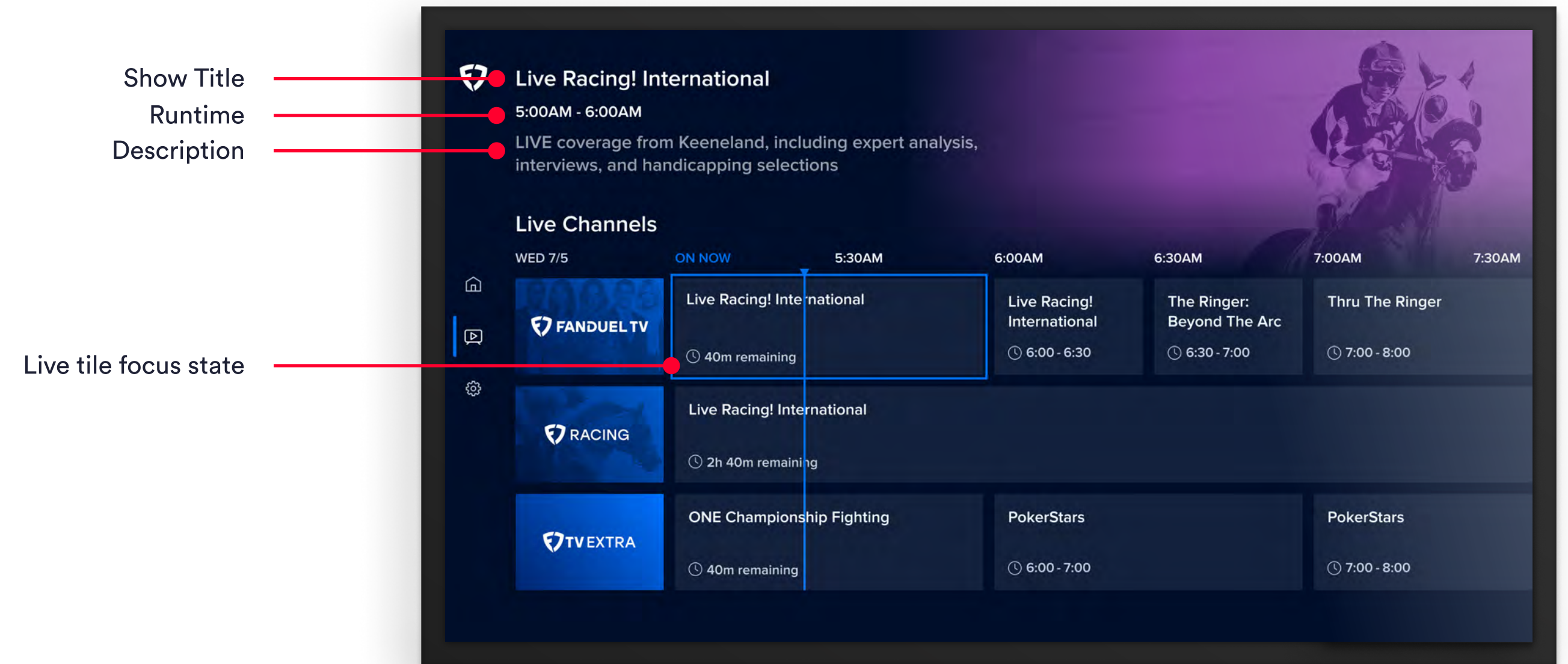
# HIGH FIDELITY DESIGNS

## Tile Interactions

As I began to work on layouts with real content in each tile it became obvious that each tile should be as clean as possible with minimal information, to avoid cognitive load.

Each show tile is selectable with the spotlight area displaying the show description, runtime and artwork.

Each channel airs specific content, the background image on the channel tiles gives a nod to that.





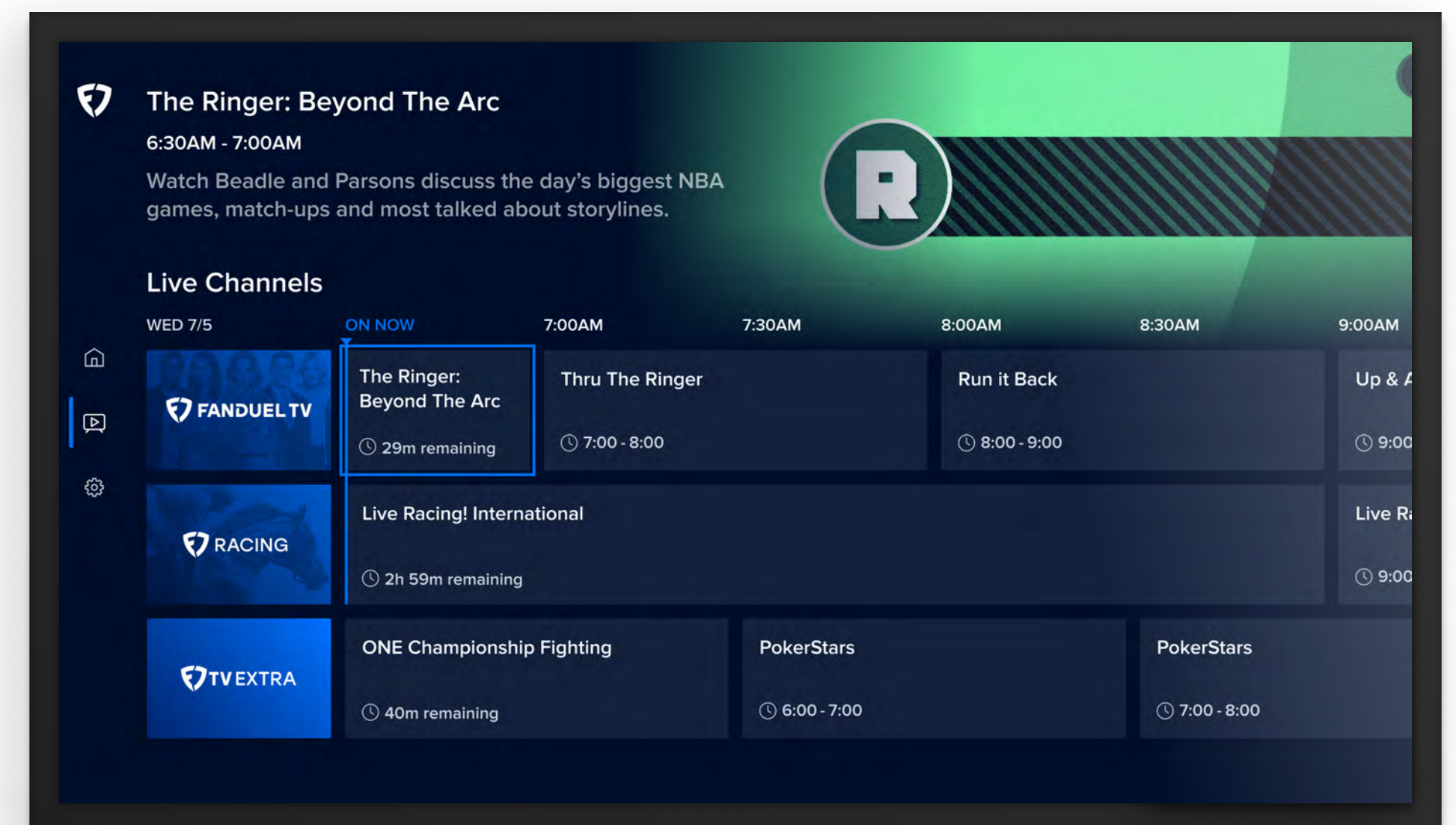
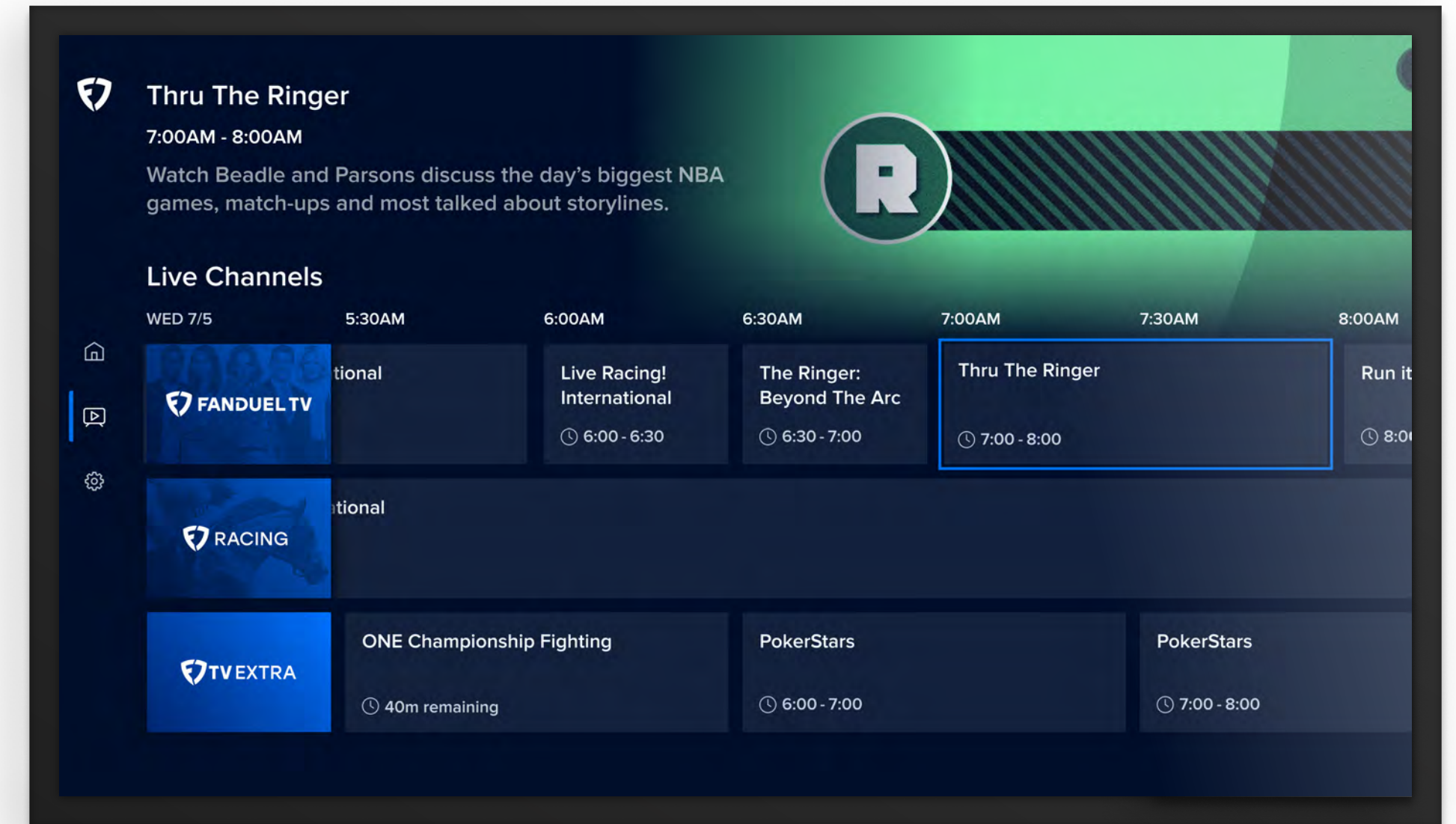
HIGH FIDELITY DESIGNS

# Row Interactions

Users have the ability to scroll up to 48 hours ahead of time to view shows.

As the user clicks right on the D-Pad the focus moves to the next tile in the row. When tiles are out of view, the row scrolls to the left, which in turn brings the tiles in view and show tiles scroll underneath the channel tile.

A drop shadow is applied to the channel tile indicating more content.



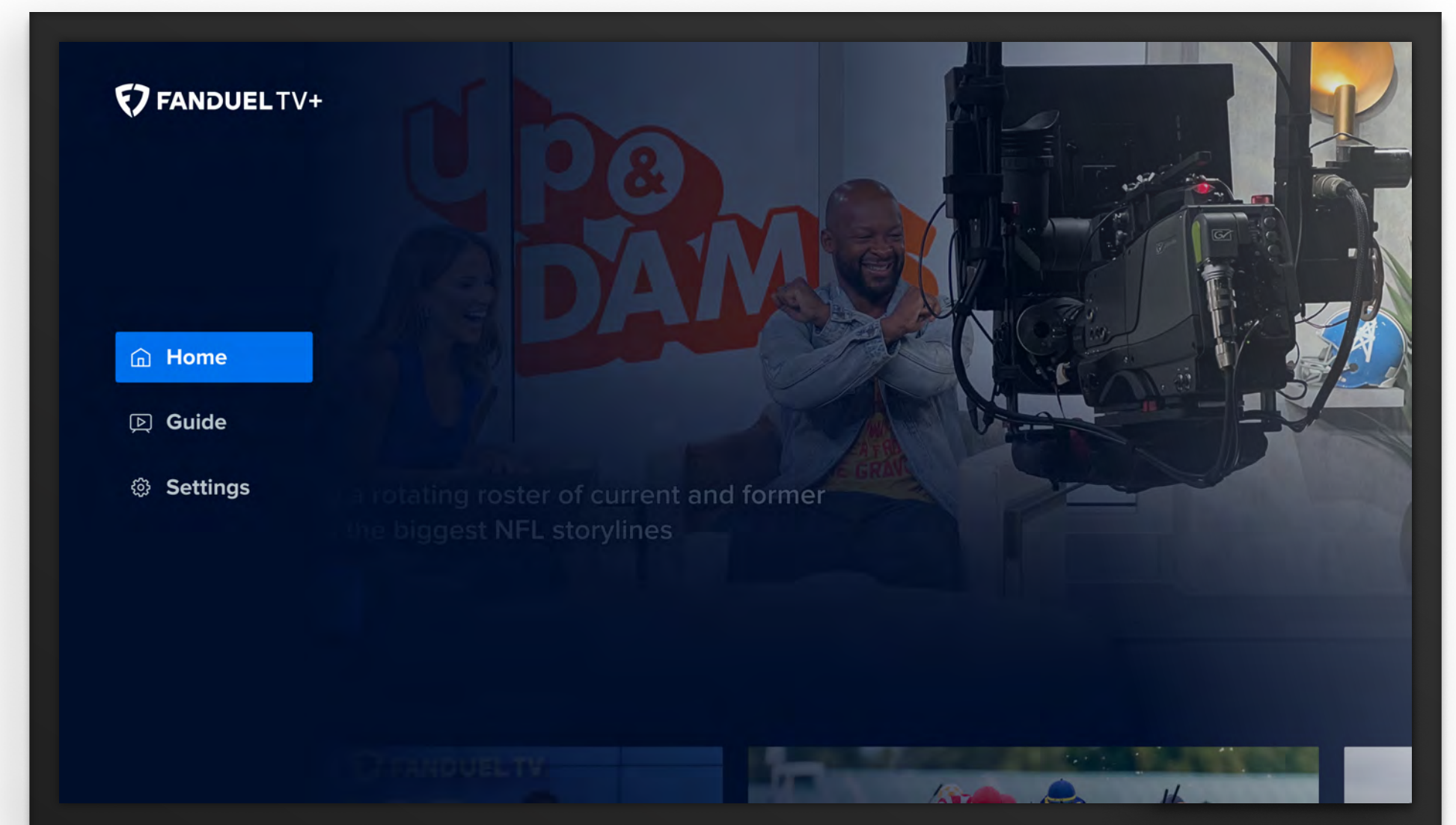
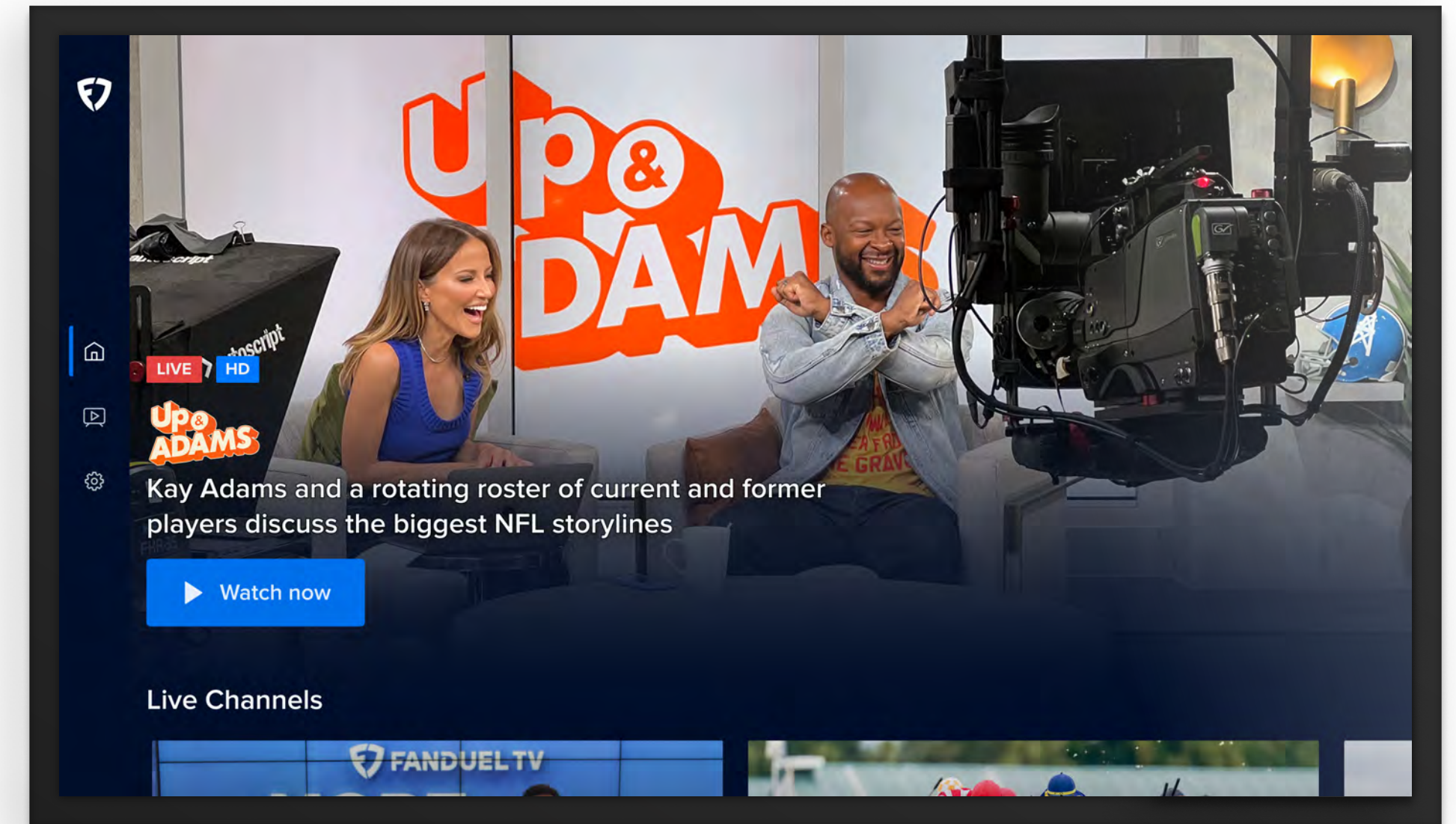
HIGH FIDELITY DESIGNS

## Navigation

There are 3 navigation items; Home, Guide & Settings.

Since all video content is displayed on the homescreen, having minimal flows made the most sense. Future plans are to repurpose content into categories & additional menu items.

A simple expand and collapse interaction hides and displays the menu items using the right and left buttons on the remote.





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