

VIDAA Mobile App

Goal

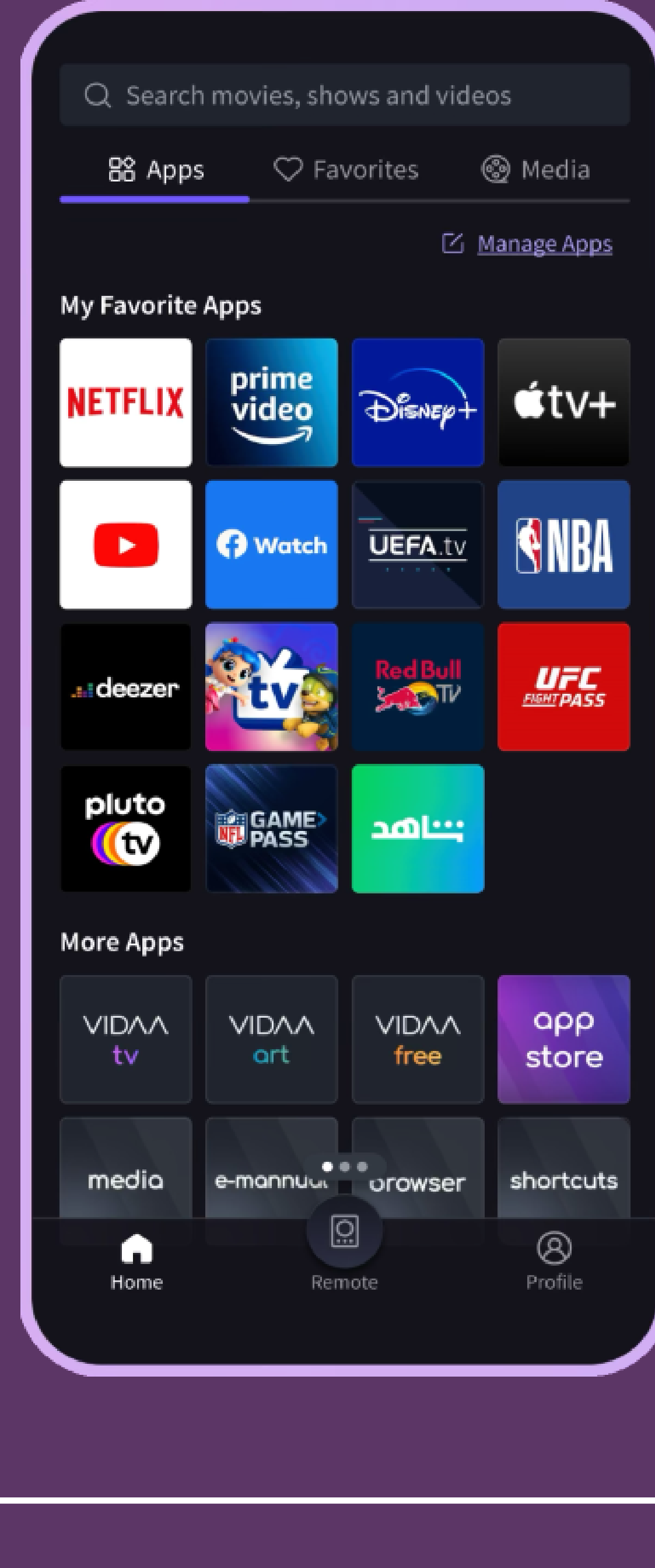
Redesign the VIDAA mobile app by creating an intuitive and seamless user experience between the app and TV

Users

Global audience with TV equipped with VIDAA OS

Role

UX Designer



Work Process

1. Define requirements with PM

I worked with the mobile product manager to define product and UX requirements. We used wireframes to facilitate conversations and ultimately decided to reduce project scope.

- We prioritized...
- Reorganizing information architecture
 - Reducing cognitive overload
 - Improving visual hierarchy

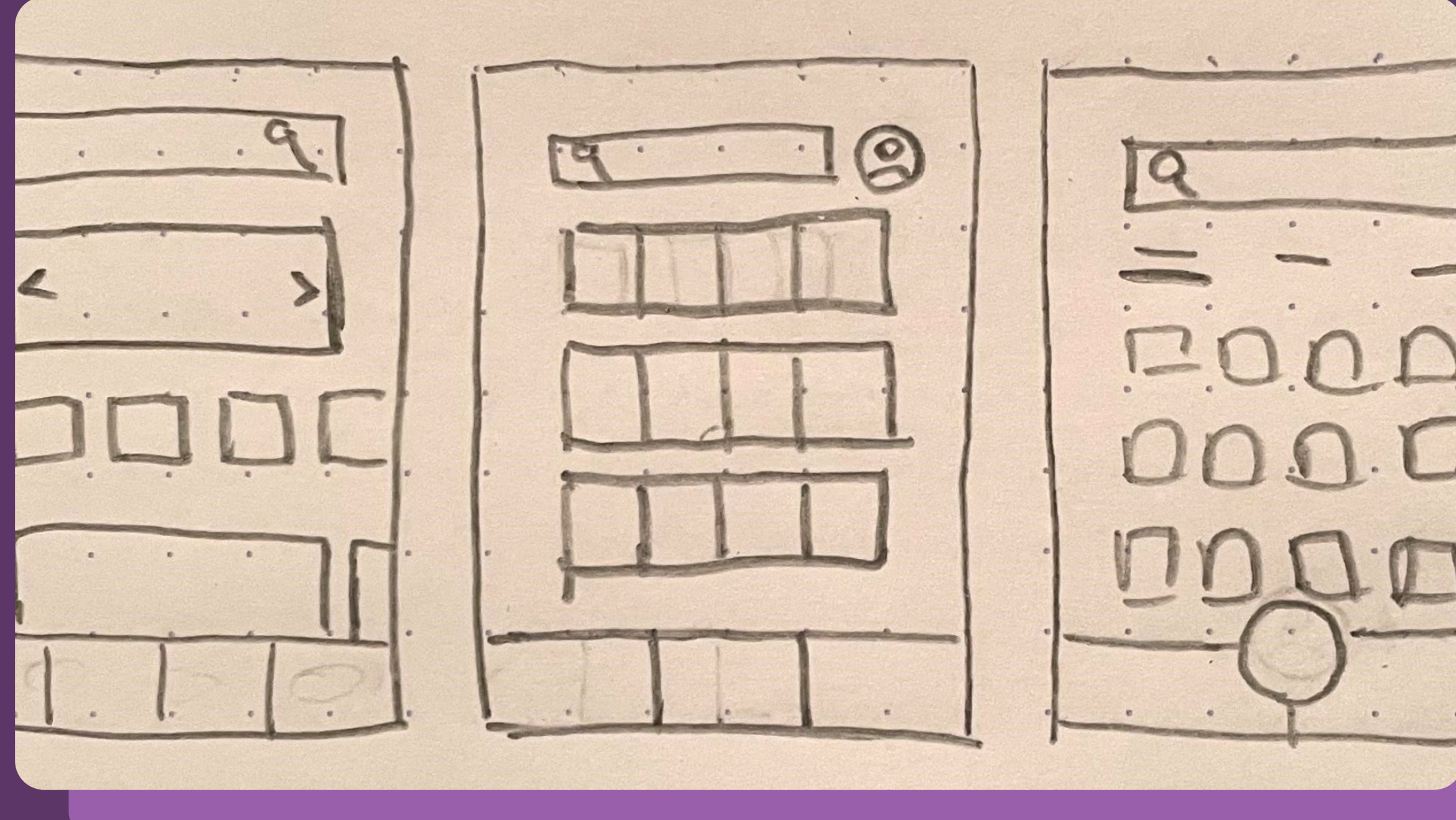
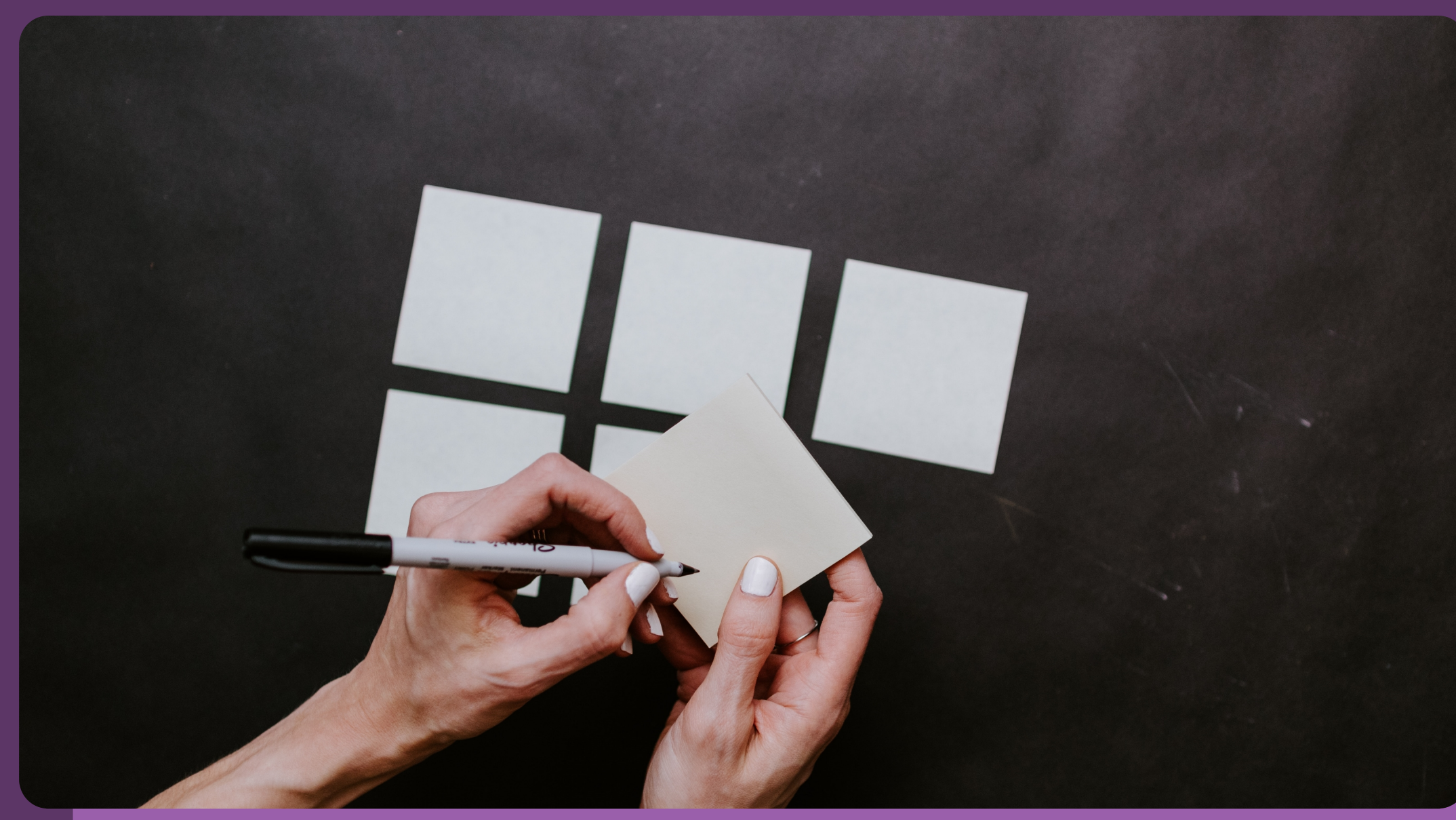
Objective Analysis, Needs	Competitive Research	Market Research (User Group)	Market Data	App User	Product	Platform
<ul style="list-style-type: none"> Understand user needs and pain points Identify key features and functionalities Define user personas and segments Establish success metrics and KPIs 	<ul style="list-style-type: none"> Analyze competitor apps for features and UX Identify market trends and opportunities Compare pricing and value propositions Assess competitor strengths and weaknesses 	<ul style="list-style-type: none"> Define target user demographics Identify user segments and personas Understand user behaviors and preferences Map user journeys and pain points 	<ul style="list-style-type: none"> Collect user feedback and reviews Analyze user engagement and retention Track app performance and analytics Monitor market trends and competitor actions 	<ul style="list-style-type: none"> Define user roles and permissions Map user flows and navigation Identify user needs and pain points Establish user expectations and goals 	<ul style="list-style-type: none"> Define product vision and mission Identify key features and functionalities Map product architecture and components Establish product goals and KPIs 	<ul style="list-style-type: none"> Identify platform requirements and constraints Map platform capabilities and limitations Understand platform user expectations Establish platform integration and data flow

2. Complete competitive analysis

I conducted an analysis of popular global TV brands, such as Samsung and Roku, and compared to our existing apps, RemoteNOW and VIDAA.

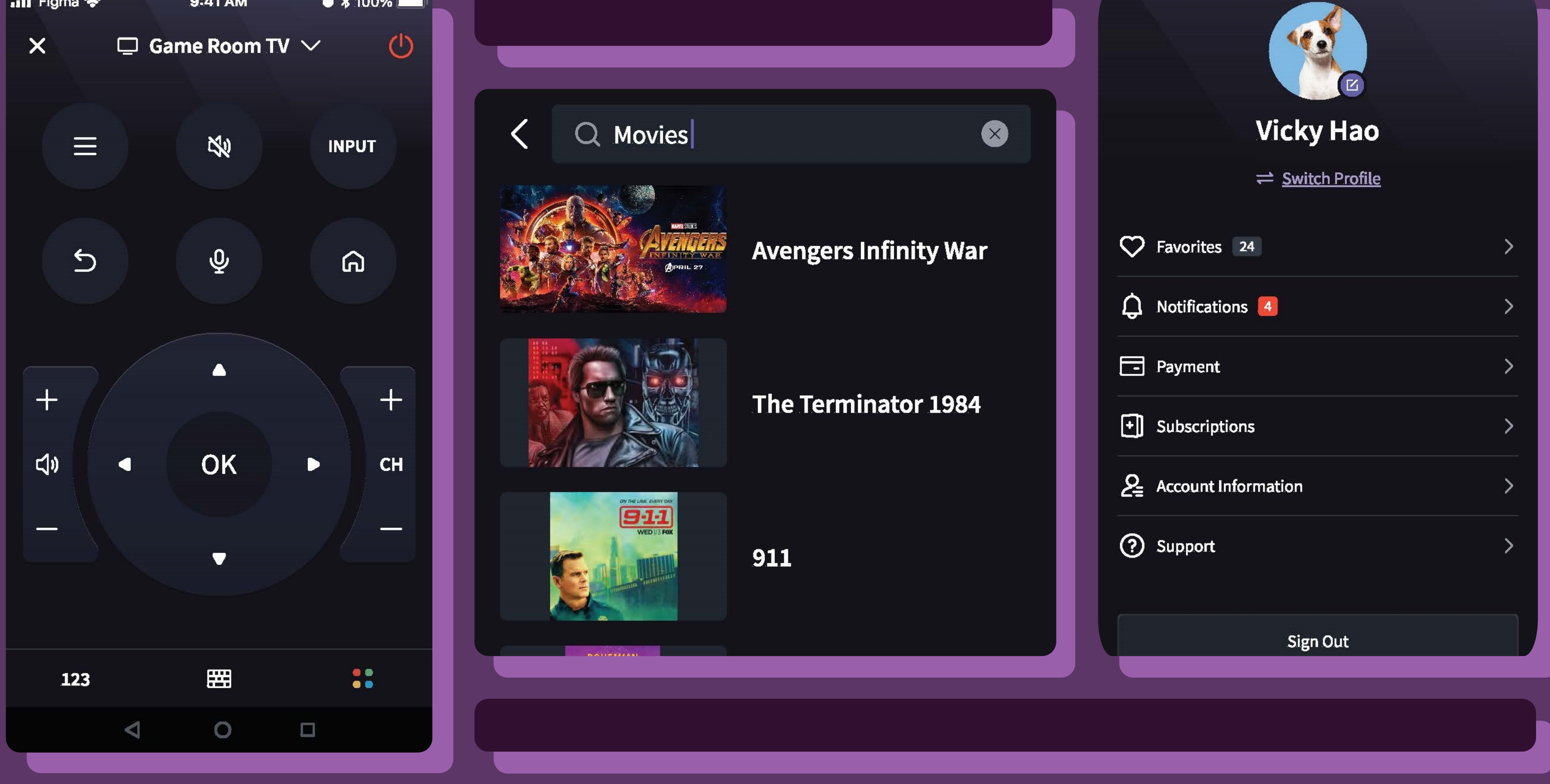
3. Group brainstorm

With other UX designers and PMs, we conducted an open card sort on Miro. Participants dragged features like "Search" and "Remote Control" into different categories, which they also named.



4. Iterate mockups

Create hand-sketches wireframes before using Figma for medium to high fidelity mockups.



5. Review deliverables & handoff

The UX team met with mobile and profile product managers, TV and mobile developers, and QA testers to finalize the product. I presented using Figma, which allowed people to reference the prototype and UX design document.

Biggest Challenges

Different App Modes

The app looks different, depending on if...

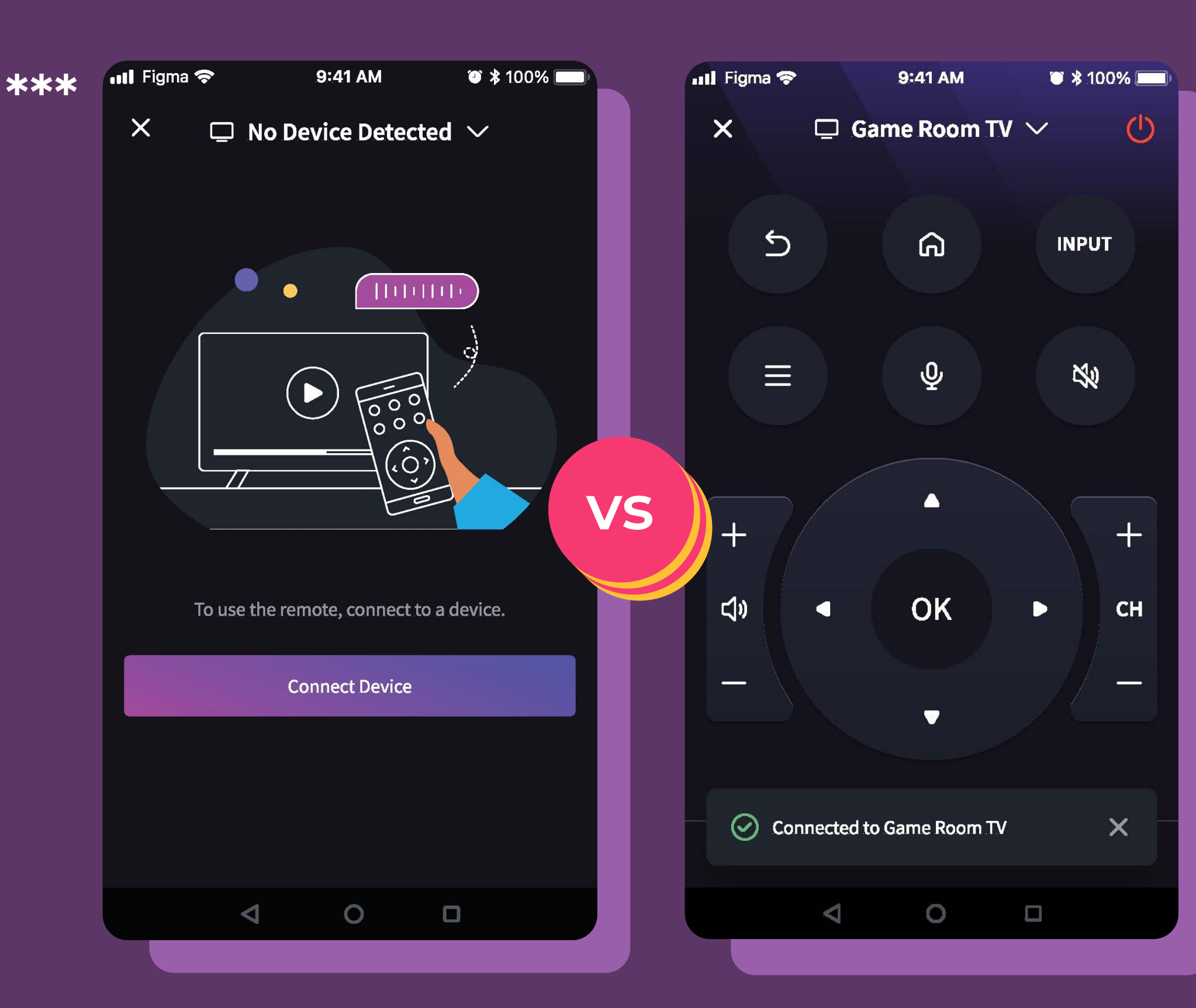
- App is being used to set up TV
- App is connected to the TV ***
- App is signed into user's VIDAA Account

In the ideal user path, all these conditions are met. Once we identified these technical requirements, we created different UI for each mode.

Evolving Requirements

Since this was the first time UX Designers joined the Product team, we had hiccups in the planning process. Design took longer than PMs anticipated, so features were descoped, often after we'd the created designs.

In response, I organized a survey and retrospective to gather feedback. Teams used shared Kanban to-do lists and development timelines. We partnered with PMs to collectively own the product process every step of the way.

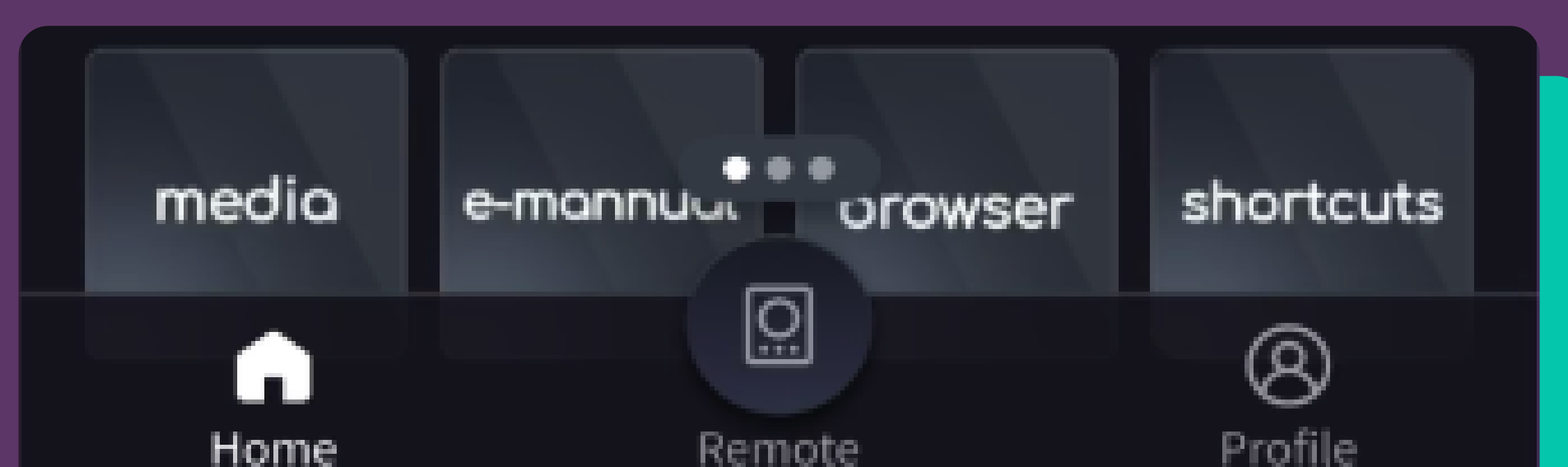
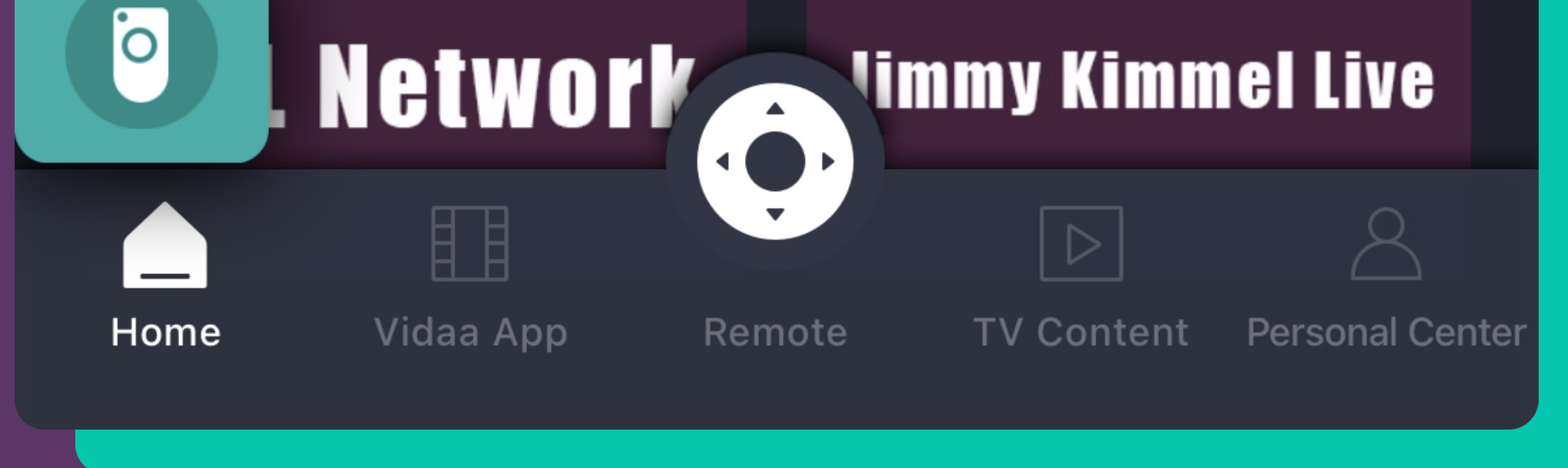


Different Time Zones

With teams located in the US and China, we needed to find a way to stay on schedule. We lost communication time on Fridays and Sundays (EST). Any communications needed to happen during the morning or at night.

As much as possible, we tried to collaborate asynchronously and come to a consensus in meetings. For urgent matters outside work hours, we could text each other.

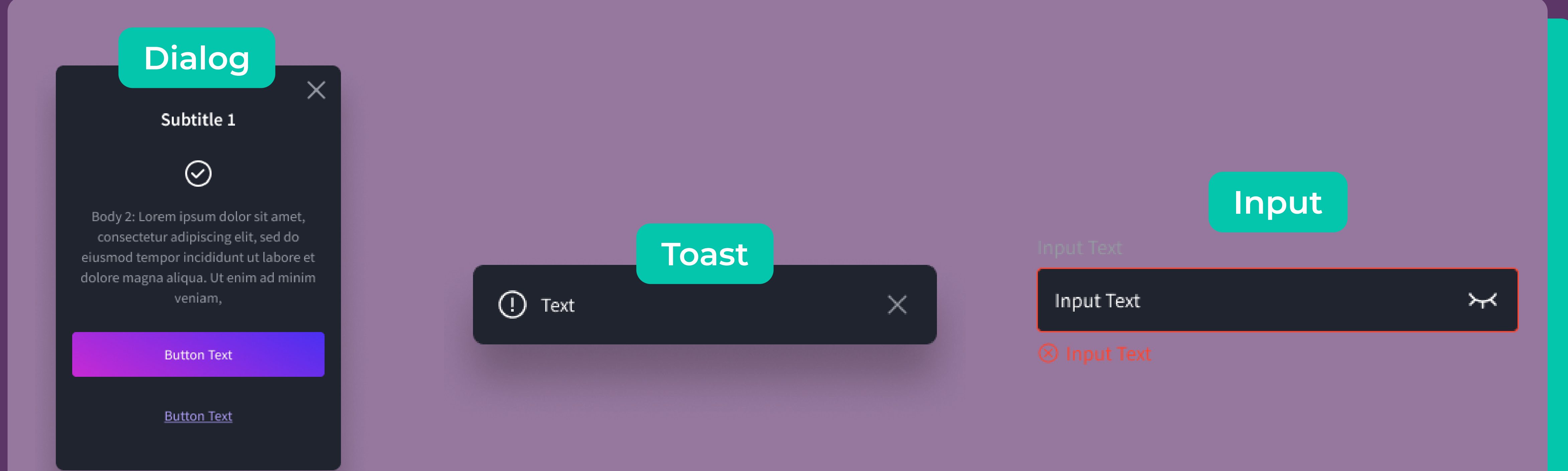
Biggest Improvements



Modified Information Architecture

In a previous version of the app, the navigation bar had some ambiguous names: "Home", "Vidaa App", "Remote", "TV Content", and "Personal Center". This led to a clash between expectations and reality. For example, TV content for paid movies and shows, free movies and shows, and apps (like Netflix), were spread out across "Home", "Vidaa App" and "TV Content" tabs.

We simplified navigation to "Home", "Remote", and "Profile". The names became more specific and we regrouped where features were found.



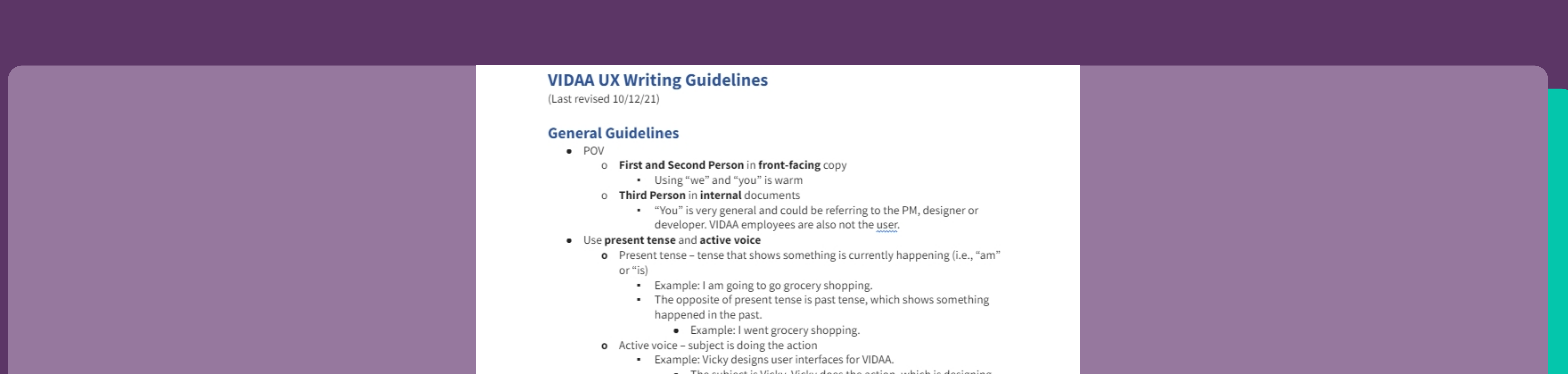
New Internal UX Standards

As a result of the mobile revamp project, we established new mobile UX/UI standards for the company. This included behavior for buttons, dialogs, primary and secondary navigation, carousels, etc. The new standards united design across all products, mobile, TV, and we produced design systems and style guides to implement them. We also created a standard UX handoff template to give to developers.



Improved App Ratings

VIDAA app ratings in August 2021: Android 1.742, iOS 2.3
Ratings in August 2022: Android 4.1, iOS 4.7



Consistent Brand Voice & Tone

Since I have a background in writing, I helped craft the brand voice and tone. My goal was to create more concise, friendly, and instructive copy. I documented this in my voice and tone guidelines.

Between TV and mobile products, users received different error messages for the same error. I sifted through documentation of all error messages on TV and mobile to unify copy and apply voice and tone guidelines.