



## CASE STUDY

# Creating a branded, scalable TV menu

### Challenges:

- TV menus designed by manufacturing partners were inconsistent, confusing, did not comply with brand standards
- Inconsistent branding increased documentation development and translation costs
- Inconsistent menus across the TV product line drove support calls

### Approach:

- 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

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 the whim of Asian TV manufacturing partners. Menus were unattractive, hard to navigate, and contained inconsistent, confusing terminology. None reflected desired brand image.

This drove higher documentation and translation costs. Testing took longer because there was no common test plan. Tech support calls took more time, which frustrated customers. Our client turned to us for a fresh, objective look and focused help.

### Our approach

The full D2 team worked on this project to apply extensive TV experience and leverage a diverse set of skills. The Data Analysis team dove into data to clearly identify customer problems. Our Behavioral Science team designed new navigation and replaced jargon with language customers could 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 client 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 icons, images, and Spanish and French translations—everything our client and partners needed to create a consistent, user-friendly customer experience.



## The results

The new TV menu looked great, reflected brand guidelines, and made sense to customers. Our client was able to **get TVs to market quicker, documentation was more accurate, and translation costs decreased**. A common menu helped **improve the quality of tech support calls**, which contributed to a **better customer experience**.

Our client also ended up with a **usable specification document**. Designed and written with thought, it made sure that the development team knew what the new TV menu should look like and how it should behave.

In the end, we worked as a partner, listened to both our client and their customers, and used a diverse skillset to create a TV menu and specifications that drove tangible benefits.



Improved customer  
experience



Created a user-friendly  
menu that retained  
brand integrity



A usable specs document  
provided a single  
point-of-truth

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***“really beautiful!”***

- TECHNOLOGY PARTNER

***“I want to thank your team for the partnership and patience”***

- PRODUCT MANAGER

***“excellent OSD presentation”***

- PRODUCT ENGINEER