
TVX-in-Industry

**There's Nothing On: The Future of Serendipitous
Discovery in Television Interfaces**

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Outline

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Company Introduction

Comcast is a global media and technology company.

NBCUniversal operates news, entertainment and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures and Universal Parks and Resorts and NBC Olympics which presented the 2018 Olympic Winter Games in Pyeongchang.

Xfinity, Comcast's cable brand, is one of the nation's largest video, high-speed Internet and phone providers to residential customers and business.



Team Introduction



Ariel is a Senior Experience Designer at Comcast's Headquarters in Philadelphia.

The X1 experience design team advances the user experience for Comcast's entertainment products, particularly the X1 TV platform and the Xfinity Stream entertainment apps for web and mobile devices.

Ariel employs user-centric, universal design principles to create and innovate all aspects of the user experience, including information architecture, interface design and behavioral interactions.



Maria is a Senior User Researcher at Comcast's headquarters in Philadelphia.

The research team at Comcast is a 12 person team of UX researchers from a variety of backgrounds: psychology, information architecture, design, and engineering.

Maria uses primarily quantitative methods (e.g., survey, experimentation; data science) to understand user's affective and behavioral experiences with the following products: TV, internet, voice control, and smart home applications.

The Problem

Discovery Issues

Current on-demand user interfaces for TV and movie content do not afford serendipitous discovery in the linear browsing via “The Guide” does.

Ranking, Rating & Recommendations

To mitigate the serendipity gap, users request personalization features like favoriting, ranking, rating and recommendations with limited success.

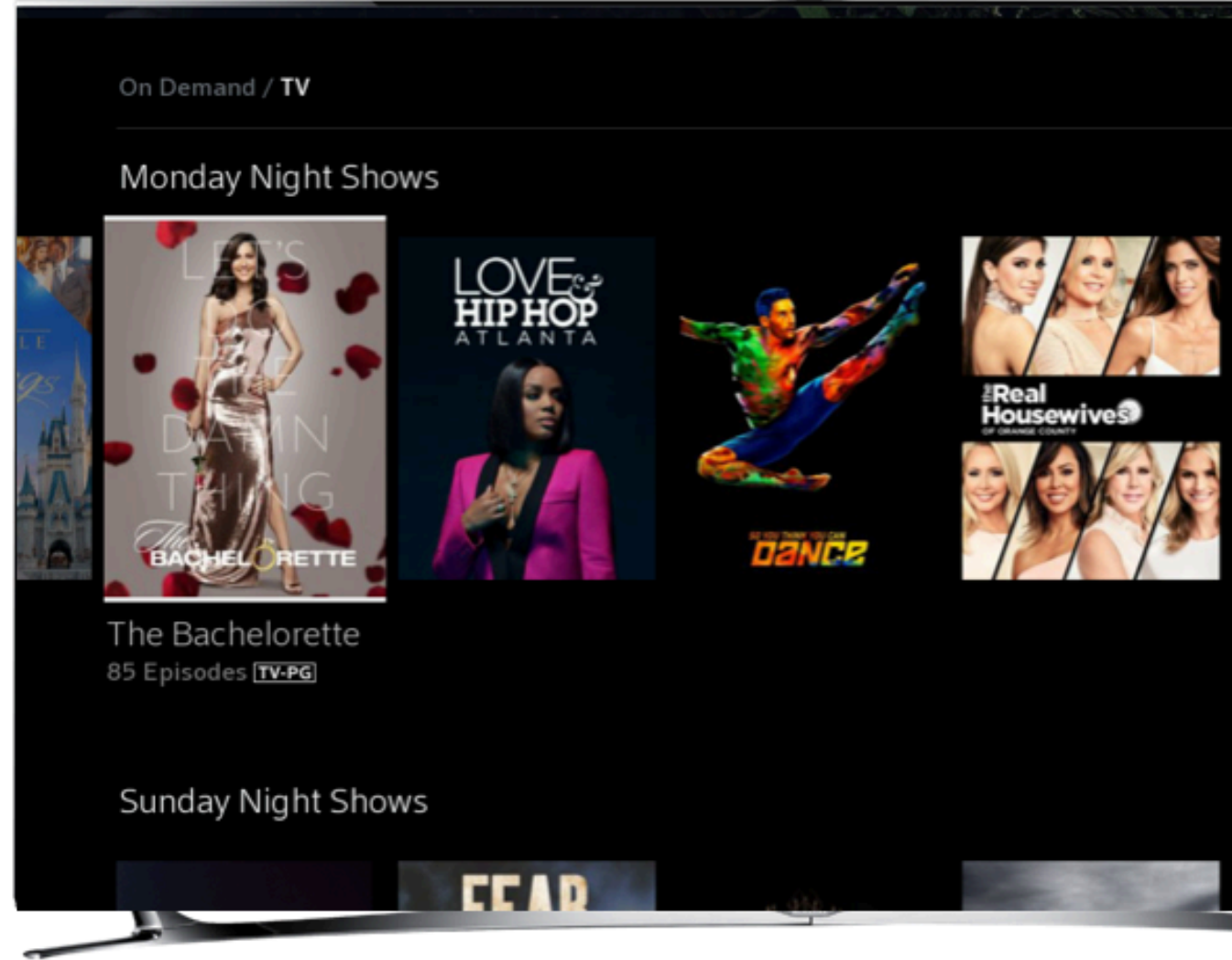


IMAGE SOURCE: X1

The Challenge

Cognitive Commitment and Content Entrenchment

Choosing content becomes work requiring time and focus and perceived long-term investment, leading to a lack of motivation to engage in open minded viewing.

Rejection

When recommender systems don't get it right, users lose confidence in the system.

The Challenge

The Serendipity Gap

The absence of linear scheduling combined with a lack of engagement in system training creates a personalized but stagnant and homogenous library for users.

No New Shows

This means no influx of novel, unexpected discoveries, both pleasurable and valued, to expand a user's taste boundaries and create pathways to new content.

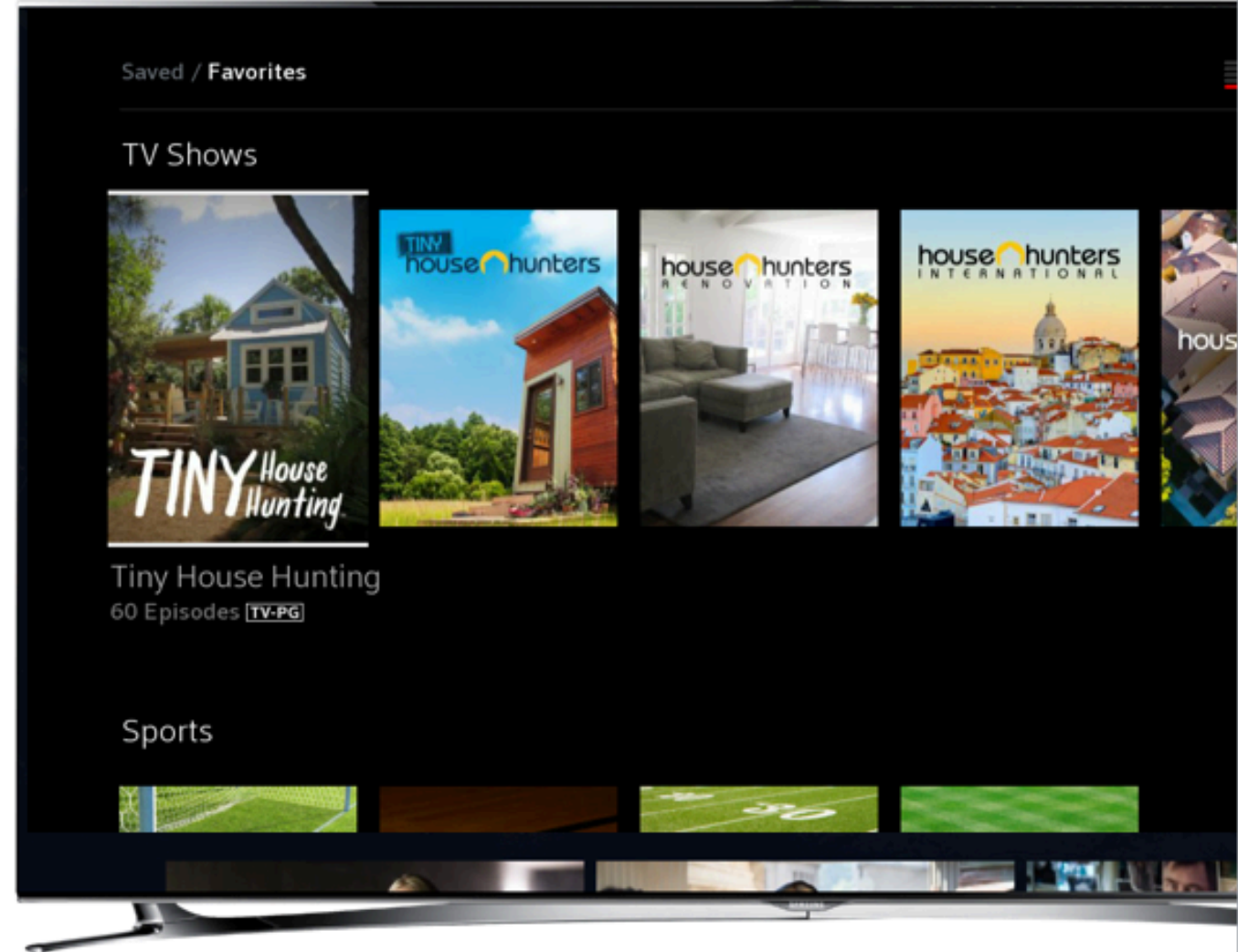


IMAGE SOURCE: X1

Design Innovation

Newer iterations of our Comcast entertainment interfaces combine user psychology and knowledge about content foraging, along with data science to raise the probability of serendipitous discovery.

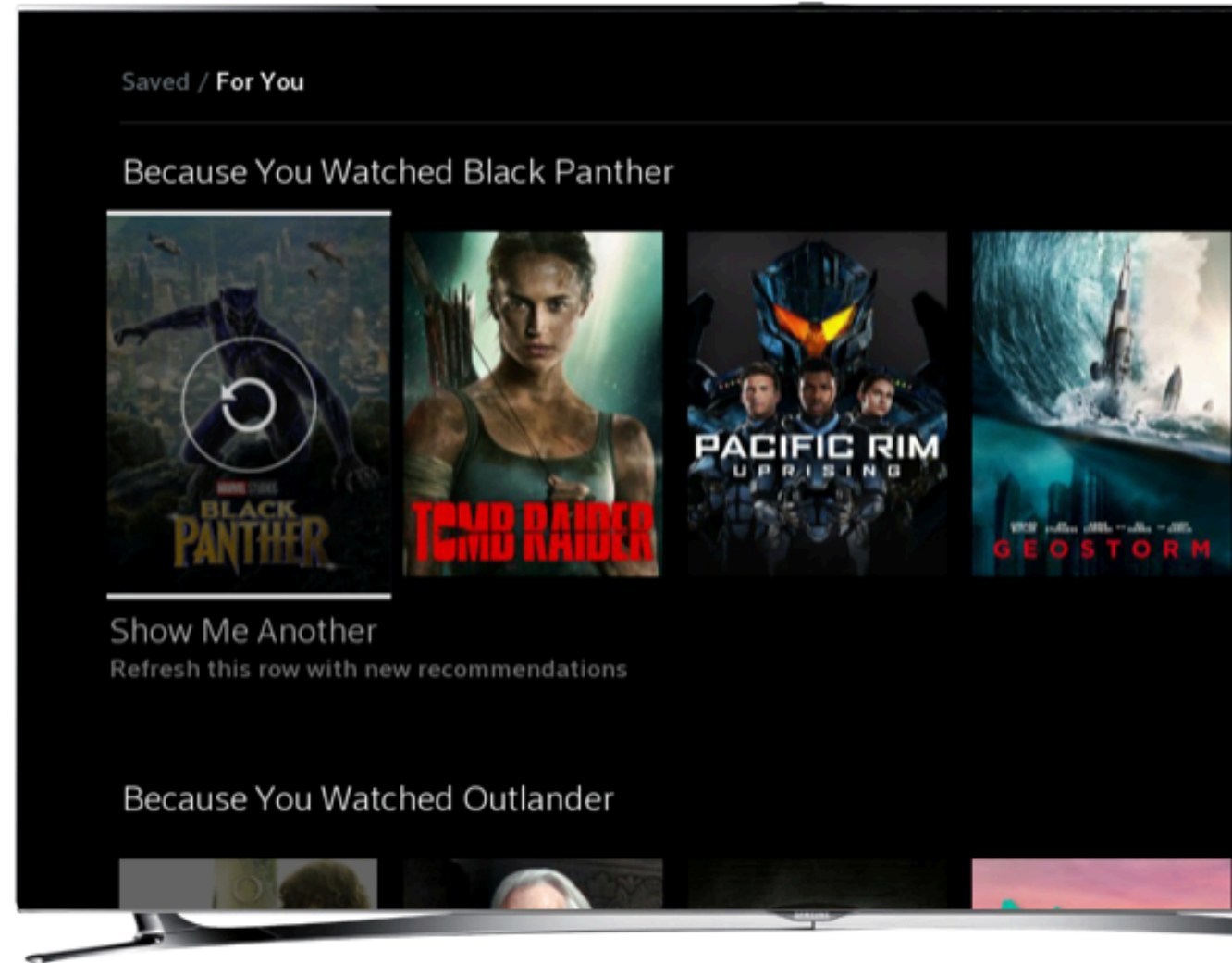


IMAGE SOURCE: X1

Conclusions & What's next

At Comcast we aim to continue to discern signals in our data to fulfill user needs lost by a shift in content delivery systems.

Having identified the serendipity gap as an absent user need drives our ongoing user research and design processes in future iterations of our products.

At a higher level, we strive to engineer the serendipity that delights our users.