

Registration and Login Handoff

April 2013

Executive Summary

The DIRECTV Digital Innovation Lab (DLab) presents these guiding principles and next steps for increasing registration and improving online engagement. This work stems from two strategic projects—Registration 2.0 (“Registration”) and Login—both led by the DLab’s Experience Strategy team between December 2012 and April 2013, and launched in response to the recent decline in registration on DIRECTV.com as well as the planned implementation of social login. This handoff document continues the DLab’s mission to inform business investment and influence product strategy by researching new digital opportunities.

Our insights rely on surveys and telephone interviews we have conducted with customers either while they were navigating our website’s registration and login flows or immediately afterward. However, whereas previous work on registration and login has focused on the flows of the processes themselves, our team has enlarged the scope of inquiry to discover and define the customer ecosystem surrounding these flows. In so doing, we aim to reveal the contextual factors affecting customers’ decisions and to leverage widely held customer perceptions and motivations.

Registration

We have discovered common patterns in how customers perceive the value of registration, and so, we recommend following these guiding principles for registration-related design:

- For new customers, make registration more seamless from point of purchase. For existing customers, take advantage of the different triggers customers do or could respond to.
- Approach new and existing customers with diversified value propositions for the variety of website features that could interest them.
- For registering at point of purchase, reward new customers with instantly functional features. Help existing customers feel our website is part of not only their task lists but also their play lists.
- Engage new customers in the registration flow before they have a chance to reconsider. Convince existing customers that registration will be easier than they think.
- Provide easy access to registration on any device.

Login

Based on our exploration of customers’ motivations around login and their perceptions of social login, we recommend following these guiding principles for login-related design:

- Place social login elements in contexts of inherent social value, and avoid placing them in account-related contexts.
- Highlight personalization to entice skeptical customers to try social login.
- Make it clear that social networks are part of the DIRECTV experience, not the other way around.
- Highlight privacy options to reassure customers that using social login will not make them lose control of their social identities.
- Clarify social login to help customers make an informed decision.

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Introduction

Background

Prompted by the late 2012 decline in registration for our website, the DLab Experience Strategy team was asked to deep-dive into the customer experience of registration. Our goal with this project was to get to know our customers by defining the boundaries of their registration ecosystem and pinpointing contextual factors affecting their opinions, decisions and actions. Based on the ways customers develop their perceived value of registration, we hoped to propose solutions to more effectively promote the value of registration on our website while removing common obstacles to registering.

Around the same time, the organization identified social login as an opportunity to streamline the login process, so we were asked to conduct a similar investigation into the customer experience of login. Here, our goal was to understand and convey how DIRECTV customers would respond to the availability of social login on our website, by examining their past login experiences on our website and previous exposure to social login on other websites. By exploring customers' login journey and advancing our understanding of the login ecosystem, we hoped to develop best practices for implementation of social login on our website.

Opportunities

For both projects, we identified several opportunities:

- To understand the context around how customers register, in the moment, with attention to their primary intended use of our website: manage account, watch online entertainment, find entertainment, modify service, find offers and deals, or seek technical assistance.
- To understand customers' actions and preferences for using our website in terms of how they perceive their online/offline capabilities.
- To find ways we can meet needs customers currently address with other websites or services.
- To understand customers' motivations for logging into our website.
- To advance understanding of the registration and login ecosystems.

Exploration

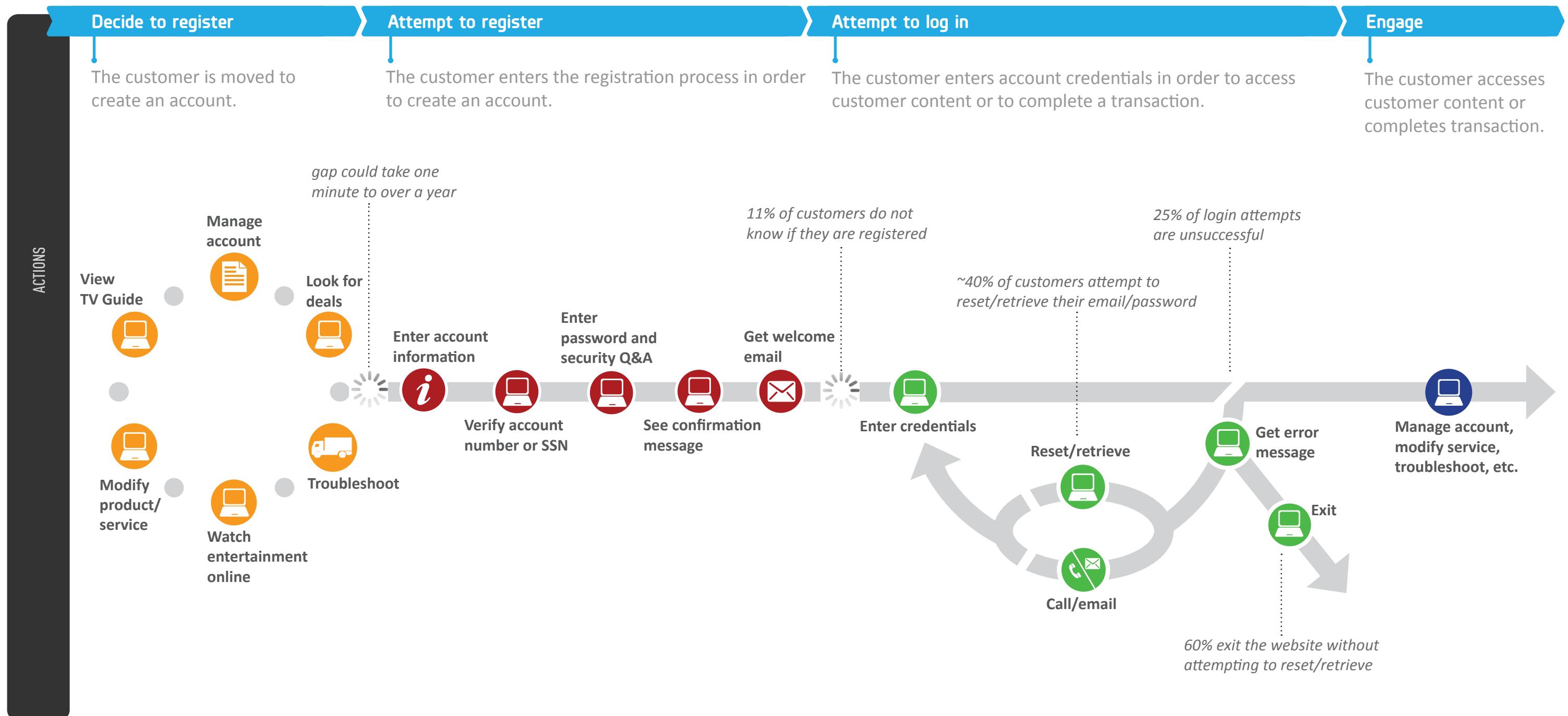
We also identified the following avenues of exploration:

- What circumstances and prompts lead customers to register for our website, or for that matter, any website?
- How does our website address our customers' self-described needs and desires, and how aware are our customers of what we can do for them?
- What are the primary reasons for customers to log into our website?
- What are customer pain points during the login or email/password retrieval process?
- How do customers perceive social login?



Ecosystem

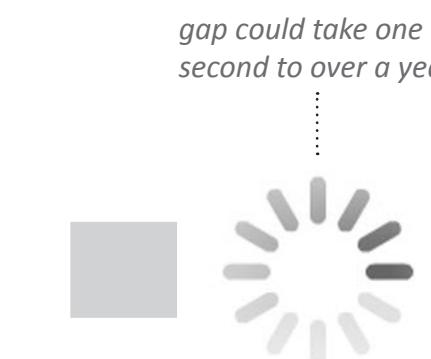
This Experience Map documents the four phases and other common elements of the customer experience of registration and login on DIRECTV.com.



SOURCE: Customer Care Monthly Call and Email Volumes (Jan 2013) • Remote Research Interviews (Jan-Feb 2013) • Analytics Findings (Feb 2013) • KJ Analysis (March 2013) • How Might We (March 2013) • DIRECTV Pulse Omnibus (March 2013)

Ecosystem Overview

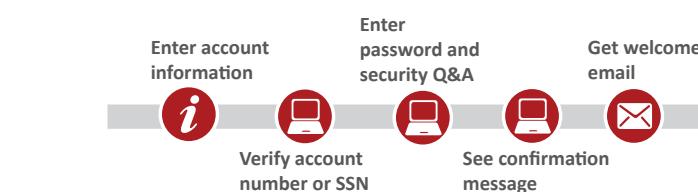
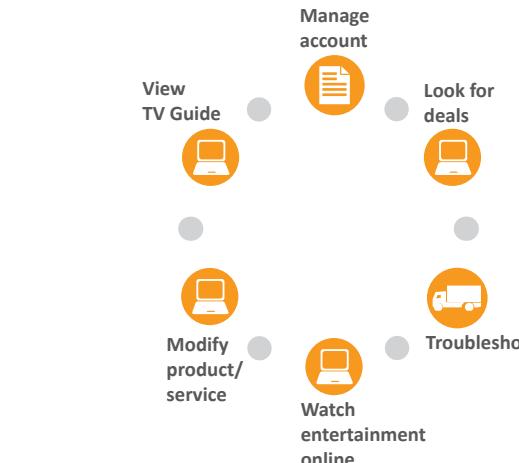
In the preceding **Experience Map**, customers who **Decide to Register** do so for one or more of the reasons depicted. These reasons may be triggered by any combination of email from DIRECTV, advertisements, conversations with customer service representatives or salespeople, word of mouth, general curiosity, and other triggers.



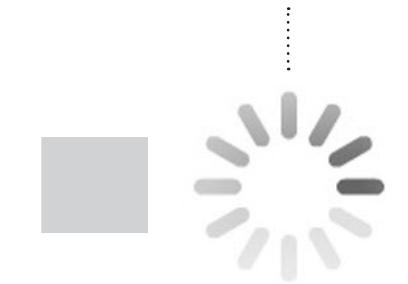
gap could take one second to over a year

The **gap** between **Decide to Register** and **Attempt to Register** can be anywhere from one second to over a year, depending on several factors—for example, how strongly the customer desires to create an account on our website, customer awareness of how our website can meet his or her needs, or whether past experience with other registration flows cause the customer to fear that our registration process will be tedious or difficult to complete.

Once the customer has passed the threshold where the rewards of registering offset the risks, the customer enters the **registration flow** depicted here, and completes it easily. According to the Omnibus survey, only 3% of unregistered customers failed to register because of technical difficulties, and most of our Registration project interviewees said the registration flow was fast and easy to complete.

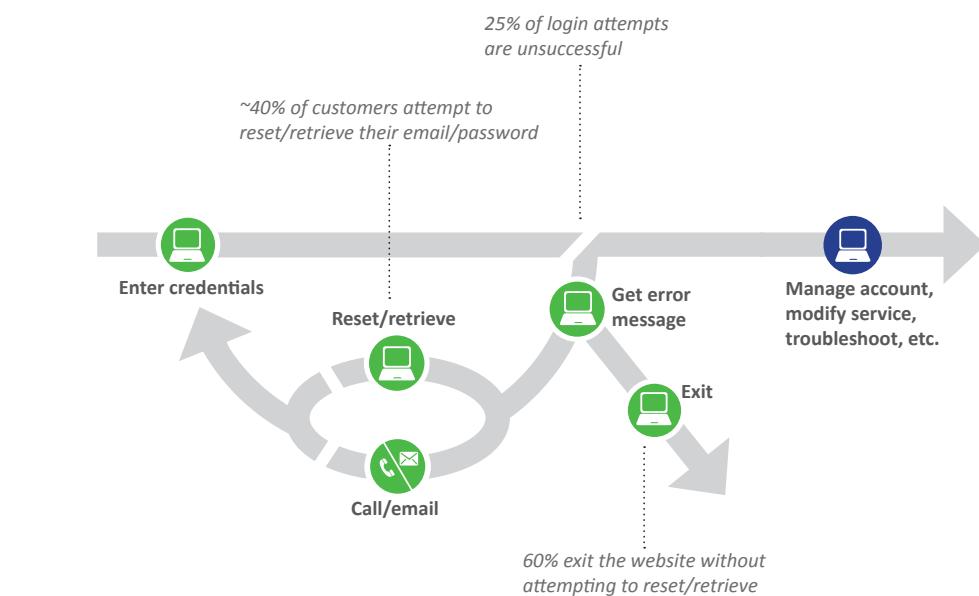


11% of customers don't know if they are regulars



After completing registration, customers may **Attempt to Log In** whenever they desire—for example, they may log in weekly for frequent activities such as watching entertainment online, or they may log in monthly for less frequent activities such as managing accounts. Those registered may include some of the 11% of customers who do not know if they are registered with our website or not, and thus do not visit at all after registering.

The **login flow** is a straight path from entering credentials to **Engage** with the website. However, according to our analytics, for 25% of login attempts with incorrect credentials, the login path branches downward toward site exit in 60% of cases, or the reset/retrieval process in the other 40%. Out of the 40 attempts to reset/retrieve account credentials, 37% succeed.



Note that the preceding **Experience Map** accounts primarily for customers who subscribe by traditional methods such as phone or in-store. Prospects who subscribe to DIRECTV on our website are registered during subscription and therefore are more likely to experience the Decide to Register triggers during or sometime after the registration process.



Guiding Principles Overview

Guiding Principles for Registration Design

We examined our customers' mental models for registration and the contextual factors that influence their decision to register, finding several patterns that led us to five sets of guiding principles for registration design.

- Customers register haphazardly—at different times, for different reasons, and with different triggers. We recommend **making registration more seamless from point of purchase** while taking advantage of the **different triggers** to which existing customers do or could respond.
- Customers have diverse interests but receive a lopsided value proposition to register for account-management purposes. We recommend **approaching them with diversified value propositions** for the variety of website features that could interest them.
- Customers feel our website is on their task list, not their play list. We recommend **rewarding new customers with instantly functional website features** while helping existing customers feel our website is **also on their play list**.
- Even though our flow is fast and easy, customers hesitate to register because registering for other websites has always been a chore. We recommend **engaging new customers in the registration flow before they can reconsider** while convincing existing customers that registration will be **easier than they think**.
- Customers see us as a “TV” company and feel that streaming-only companies dominate the computing devices they use to register for our website. We recommend accommodating customers' habits by **providing equally easy access to registration on any device**, including the TV.



Guiding Principles for Login Design

From our two social profile surveys and our interviews with customers logging into our website, we surfaced login-related behaviors and attitudes and distilled their underlying causes. What emerged were the following five sets of guiding principles for login design.

- Customers do not understand why our website would offer social login—they visit social networks because they want to have fun, but they access our website because they need to manage their accounts, and they feel these experiences should not overlap. We recommend **placing social login elements in contexts of inherent social value** while avoiding placing them in account-related contexts.
- Customers who would not use social login on our website say there is no obvious, compelling rationale, or they feel their existing DIRECTV login is already good enough. We recommend **highlighting personalization** to entice skeptical customers to try social login.
- Customers prefer that their relationship with DIRECTV remain exclusive; they want a direct relationship with us, and do not want to feel that we are losing control in the partnership with social networks, especially Facebook. We recommend **making it clear that social networks are part of the DIRECTV experience**, not the other way around.
- Media reports of security breaches and anecdotes about social networking snafus cause customers to fear losing control of their social identities. We recommend **highlighting privacy options** to reassure customers that using social login will not make them lose control of their social identities.
- Although customers understand the convenience aspect of social login, they are not clear about the full array of impacts of using social login. We recommend **clarifying the impacts of social login** to help customers make an informed decision.



Registration Discovery Overview

Our research goal for registration was to gather as much relevant data about customers as possible from a variety of resources. This would help us later to synthesize the data into patterns of observation, meaningful insights, and finally, guiding principles for registration-related design. We wanted to paint a picture of the underlying perceptions behind what the customer says and feels in order to suggest ways we could respond to our customers' perceptions. (For our recommendations, skip to Guiding Principles for Registration Design.)

First, we consulted with our internal teams to gather insights and analytics. Then, we reached out to our customers for both quantitative and qualitative feedback through three channels—by running our own preliminary survey by recruiting customers from strategic landing pages on our website; by recruiting customers in that same fashion to conduct half-hour-long phone interviews in exchange for Amazon gift cards; and by partnering with the Consumer Insights team to insert logic-based questions into their quarterly Omnibus survey of customers.

The following are more detailed accounts of our Registration investigations and methodologies.

Gathering Insights and Analytics

In December 2012, we had a call with Ivan Mutavdzic and Robbie Tseng to learn more about the recent login flow redesign. We also called in the DLab's Digital Measurement team to discuss their A/B testing of the registration flow; they characterized their attempt to optimize the registration flow as "a game of inches," meaning that customers were navigating the flow with similar ease regardless of change.

Our conversations with these teams convinced us that taking a step back from the registration flow to examine the registration ecosystem could help us to frame registration, and our website, within a clearer context—and to better align our online experience with our customers' perceived needs and expectations.

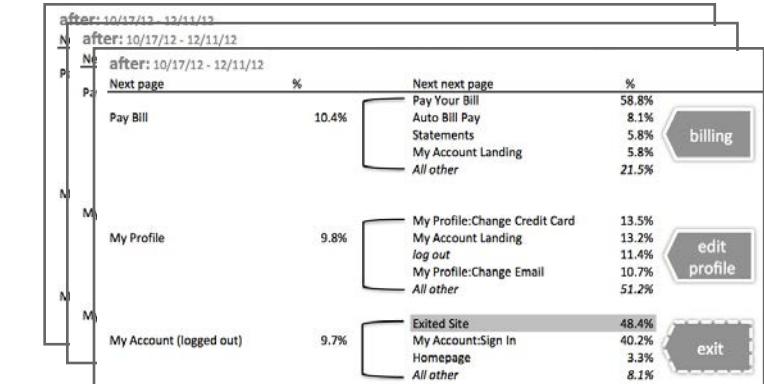
Shortly after our exploratory conversations, we asked the Digital Measurement team to provide web analytics that might help us to depict the customer journey through our website, deciphering individual decision points and searching for patterns of movement. Drawing on its resources, the Digital Measurement team provided analytics for the period of October 17 to December 11 that allowed us to track which pages customers had most frequently visited and where they had proceeded afterward.

Upon receiving the analytics, we learned two things.

First, after logging in and landing on the My Account page, our customers were spending most of their time in account management—looking at statements, handling bill payment, and changing profile information—while spending comparatively little time streaming entertainment.

Second, despite our hopes and the Digital Measurement team's best efforts, it was impossible to derive from the analytics a holistic picture of each individual customer's online experience—neither their individual movements nor their underlying perceptions and motivations could be made obvious from the aggregated data.

Fortunately, we saw that where web analytics had reached the extent of their usefulness, reaching out directly to customers through surveys and interviews would help us to take the next step in mapping the customer journey.



Running Our Own Preliminary Survey

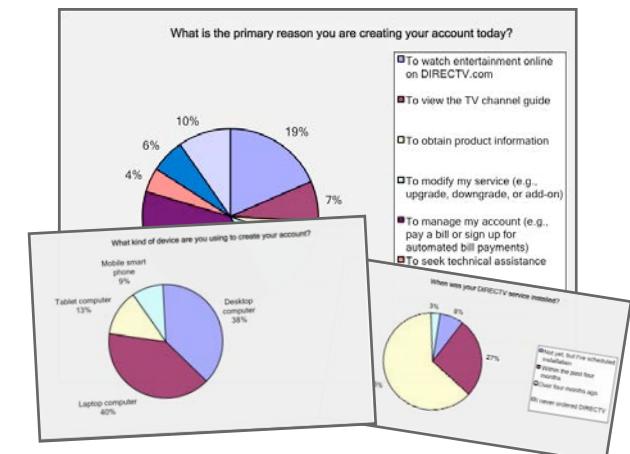
After receiving web analytics, we were confident that speaking with customers about their perceptions and motivations would be necessary to help us incorporate an understanding of the context around registration. We ran a preliminary survey with 771 customers from December 18-19, 2012 in order to fine-tune our interview recruitment criteria while better focusing our lines of inquiry.

Customers were recruited from three landing pages on our website—Sign In, Create Account, and Contact Us. On each page, only cookieed customers were able to view popup intercepts—provided by web-based Ethnio service—asking them if they were registering that day and, if so, inviting them to take a brief, six-question survey. Customers who selected the button marked “Continue” were taken to the survey, which was situated on the SurveyMonkey website.

Respondents—mostly between 36-65 years of age—were asked when their service had been installed, why they were creating their account, what kind of device they were using to create it, whether someone else was helping them through the process, and whether they would be interested in social login on our website.

To learn why customers were creating their accounts, we asked them to choose the primary reason from managing their account, watching online entertainment, viewing the online guide, modifying service, seeking technical assistance, and obtaining product information. Survey results reflected the same overwhelming customer preference we had seen in our web analytics—to use the website primarily to manage their accounts.

However, enough customers were primarily interested in other activities—and our curiosity about customers’ lopsided interest was sufficiently piqued—that we decided to recruit a sample of interviewees whose primary interests were evenly distributed across the variety of activities afforded by our website.



Conducting Remote Interviews

We conducted remote interviews by phone with 11 customers from January 2-4, 2013 to elicit in-depth customer feedback about their actions and motivations in the registration ecosystem.

After our preliminary survey, we thought it would be important to investigate whether different registration patterns stem from interests in different primary activities. So, we decided to recruit a sample of interviewees whose primary interests were evenly distributed across the variety of activities afforded by our website—managing their accounts, watching online entertainment, viewing the online guide, modifying service, seeking technical assistance, and obtaining product information.

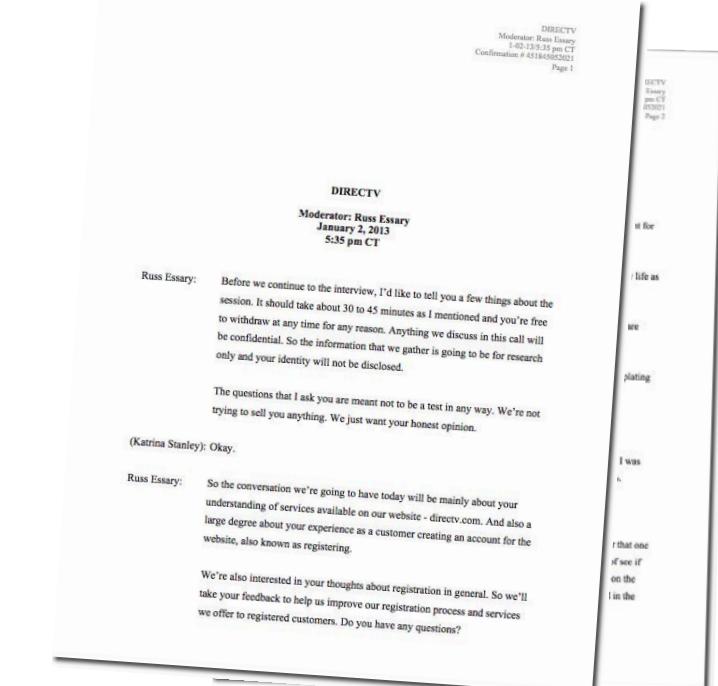
In addition, to ensure that interviewees' responses to our questions would be meaningful, time-aware, and contextualized, we restricted our interviewee pool to customers who were in the process of registering for our website, or had very recently been engaged in the process.

To facilitate this, customers were again recruited by Ethnio popup intercepts from the Sign In, Create Account, and Contact Us landing pages. The popups invited customers to

complete a short screener that could make them eligible for a 30-45 minute phone interview. Screener results came through live, so we were able to immediately call customers who passed the screener and to reward those we interviewed with \$25 Amazon gift cards. We contacted interviewees in two-person, interviewee-notetaker teams and began by obtaining their permission to record and transcribe their interviews via electronic acknowledgement of an Informed Consent form.

Then, we began recording, and asked interviewees about our three areas of inquiry—the context around their registration in the moment; how they perceive their online/offline capabilities and act based on those perceptions; and how they perceive registration in general.

In the end, we did not find that customers had distinct registration patterns based on their interests in particular primary activities. What we found instead, and what proved equally valuable, were the strongly held perceptions that later formed our guiding principles for registration-related design.



Leveraging the Omnibus Survey

Throughout our research, we wanted to learn how registered (or registering) customers feel about our website, our registration flow, and the concept of registration in general. However, we noticed a blind spot in understanding unregistered customers' habits, motives, and preferences that might affect their interest in registering.

To shed more light on registered customers while including unregistered customers under our lens, we partnered with the Consumer Insights team in December 2012 to insert logic-based questions into their quarterly Omnibus pulse survey of DIRECTV customers.

The Omnibus survey was conducted by phone between January and March 2013, with results arriving at the end of March. 3,120 customers responded, and all responses to our questions—along with a one-page results recap—can be found in the Appendix.

On average, how closely do you associate each of the following with DIRECTV.com?	Total	Basic	Advanced
Watch shows, movies or other programming online	2.94	2.32	3.24
View and use the TV Guide	4.34	3.88	4.57
Schedule shows to record on my DVR	3.97	2.82	4.53
Modify my DIRECTV products and services (e.g., upgrade, downgrade or add-on)	5.62	4.72	6.06
Manage my DIRECTV account (e.g., pay bills or auto bill pay)	6.67	6.00	7.00
Order a Pay-Per-View movie or event to watch on my TV	3.59	3.04	3.85
Contact customer service for assistance with technical or billing problems	5.53	5.07	5.75
Look for troubleshooting tips and tricks (e.g., assistance with receiver errors, satellite signals, etc.)	5.00	4.26	5.35
Look for new deals	5.07	4.17	5.50

Have you registered for DIRECTV.com?	Total	Basic	Advanced
Yes	84%	75%	88%
No	5%	8%	3%
Don't know/Not sure	11%	17%	9%

Registered: When did you last sign in to DIRECTV.com?	Total	Basic	Advanced
Today	4%	4%	4%
Within the past week	23%	19%	25%
Within the past month	36%	34%	37%
Over a month ago	24%	27%	23%
Don't know/Not sure	12%	16%	11%



Login Discovery Overview

The goal of the discovery process for login was to gather as much relevant data about customers as possible from a variety of resources. We wanted to gain an understanding of customers' motivations for signing into the website as well as their perceptions around social login. The data that we gathered helped uncover the current login ecosystem of touchpoints that customers currently go through during the sign in process. (For our recommendations, skip to [Guiding Principles for Login Design](#).)

We began discovery by working with the DLab's Digital Measurement team to gather insights around the paths that customers take on the website through the login process. Next, we conducted two web-based surveys to gather quantitative data from our customers around their affiliations with social networks. Then, we sought to learn more about customers' thoughts and motivations around login, so we conducted remote interviews with customers who were in the process of logging into the website.

The following are more detailed accounts of our Login investigations and methodologies.

Gathering Analytics

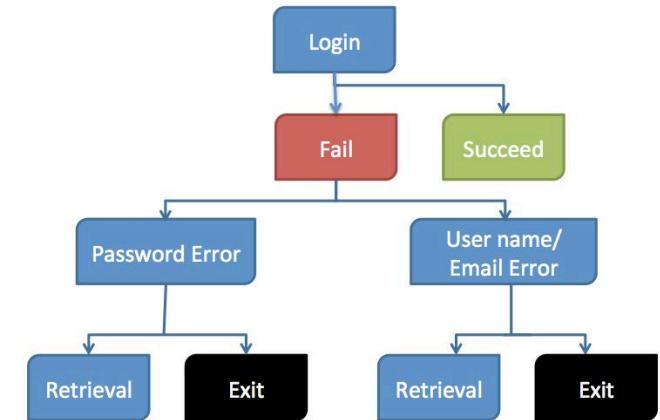
In February 2013, we worked with the Digital Measurement team to gather data around the paths that customers take while logging into our website. We wanted to gain a picture of the volume of successful site logins as well as those that were unsuccessful and how customers were navigating around both paths. We wanted to see if there were any changes in these success/fail rates prior to and after the December global navigation redesign, so data was gathered for the months of November and January.

Upon receiving the analytics, we first noticed that there was not a significant change in data between both time frames.

We then noticed that nearly one in four site logins is unsuccessful and that the majority of those who make unsuccessful attempts exit the site without continuing on to reset/retrieve their credentials.

Digital Measurement also revealed that password errors (72%) greatly exceed email errors (28%).

Finally, out of all password errors, nearly four in ten (37%) go through the retrieval process. 84% of this segment succeeds at retrieval.



Running Social Profile Surveys

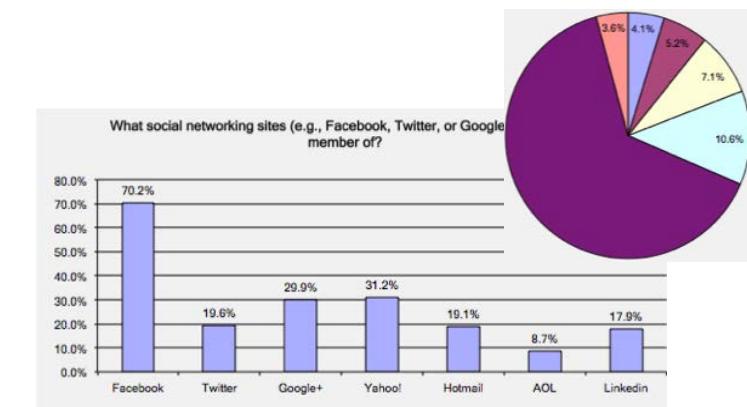
In order to gain perspective on customer affiliations with social networking sites, we gathered quantitative data from two web-based surveys. We used Ethnio to recruit customers from the My Account page immediately after they logged into the website. Customers who agreed to participate were taken to the web-based survey hosted by SurveyMonkey. The surveys were conducted from February 13-22, 2013.

For the first survey, we gathered responses from 1,866 customers. This survey asked customers about frequency and primary reason for logging into their accounts, social network membership, likelihood of using social login on the website, and likelihood of recommending DIRECTV to friends and family.

After the findings were reviewed, we conducted a second survey to learn more about customers' associations with social login. This time, we gathered responses from 1,840 customers.

From the responses gathered, we were able to differentiate between the perceptions of customers who are likely to use social login and those of customers who are unlikely to use it. Customers likely to use social login primarily associated it with convenience. Those unlikely to use it primarily associated it with privacy and security issues.

We next conducted remote interviews in order to deep-dive into the underlying reasons behind these perceptions.



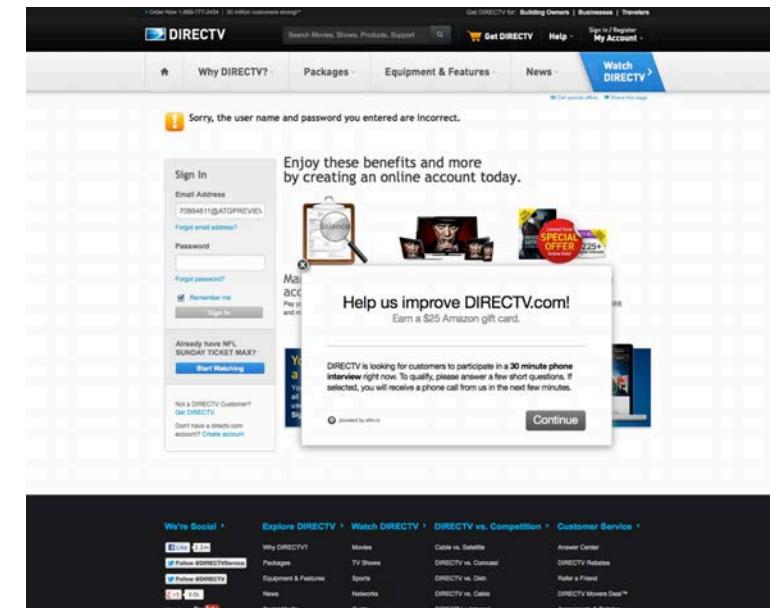
Conducting Remote Interviews

After reviewing the quantitative findings in our social profile surveys, we conducted remote interviews by phone with 12 customers from February 19-22, 2013 to gain deeper qualitative insight into customers' thoughts, actions and motivations during login. We also wanted to learn about any prior experiences customers had with social login.

In order to gather a sample of interviewees that represented the straight error-free login path (see section: Ecosystem) as well as those who encountered errors, we recruited customers from the My Account page as well as the login page, once an error message was triggered. To ensure that interviewees' responses were both meaningful and contextualized, we conducted time-aware interviews with customers who were currently in the process of logging into the website.

We used an Ethnio popup intercept to prompt customers to participate, and a short screener was used to filter out ineligible participants. We immediately called those who were eligible and available to participate. Interviews were recorded and, at the end of each interview, we requested a transcript to provide reference for future synthesis of findings.

From these interviews emerged a clearer picture of the reasoning behind why customers would or would not use social login. Those who would use it showed a distinct interest in and understanding of its convenience aspect. Those who would not use it held a definite negative perception of Facebook along with privacy and security concerns.



Guiding Principles for Registration Design

We examined our customers' mental models for registration and the contextual factors that influence their decision to register, finding several patterns that led us to five sets of guiding principles for registration design.

- For new customers, make registration more seamless from point of purchase. For existing customers, take advantage of the different triggers customers do or could respond to.
- Approach new and existing customers with diversified value propositions for the variety of website features that could interest them.
- For registering at point of purchase, reward new customers with instantly functional features. Help existing customers feel our website is part of not only their task lists but also their play lists.
- Engage new customers in the registration flow before they have a chance to reconsider. Convince existing customers that registration will be easier than they think.
- Provide easy access to registration on any device.

For the detailed analyses leading to these principles, continue to the next

Seamless from Point of Purchase | Different Triggers

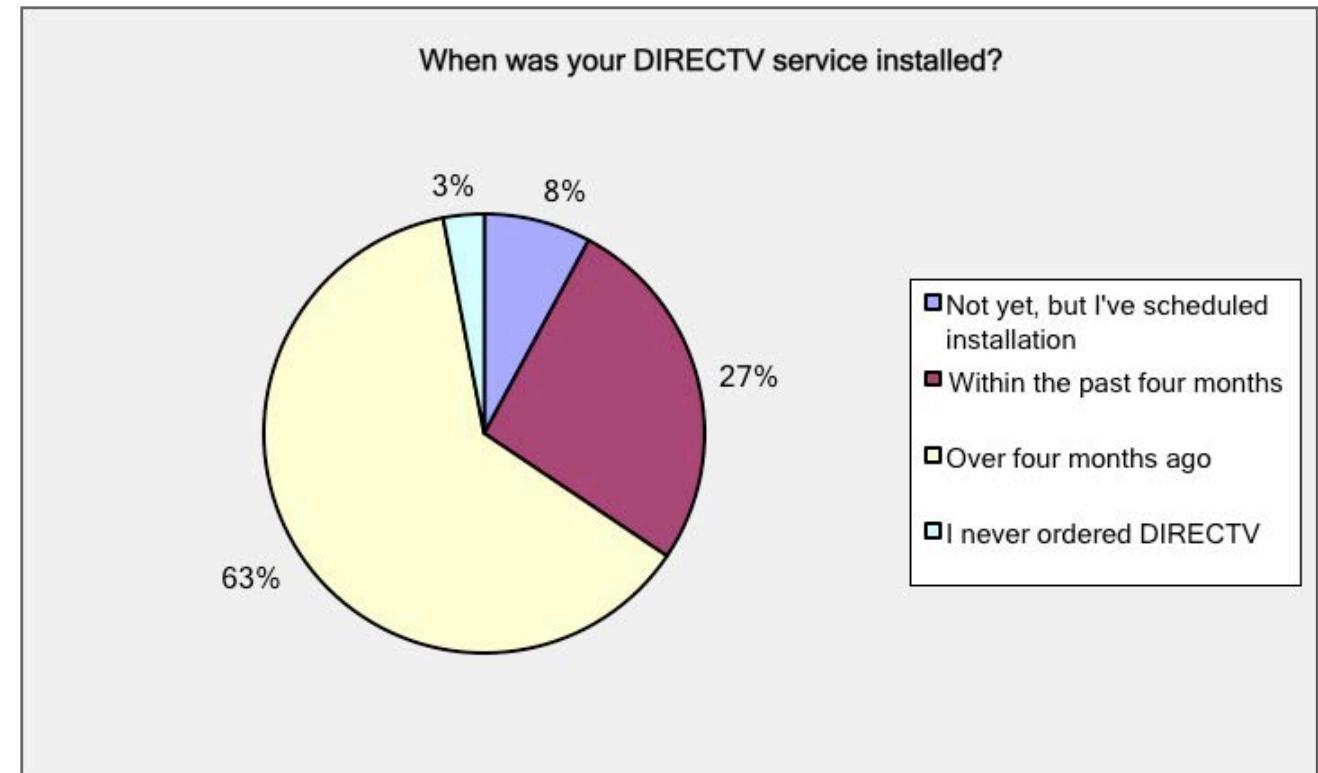
Customers register haphazardly—at different times, for different reasons, and with different triggers. We recommend making registration more seamless from point of purchase while taking advantage of the different triggers to which existing customers do or could respond.

Whereas half of the registration battle is giving customers reasons to stay engaged after registering, the other half is getting customers to register as soon as possible after subscribing for DIRECTV. Currently, the step from subscription to registration is far from seamless. The majority of customers wait a long time to register. In our preliminary survey, we found that two out of three customers register after four or more months of service. (See chart: When Was Your DIRECTV Service Installed?)

Some interviewed customers said they registered at the four-month mark in order to cancel their premium channel trials before they became active. Of course, our website does not permit customers to cancel services. Such requests must be made by phone.

If a customer registers in this manner—after a long delay, for a purpose that cannot be served by our website—this may decrease the odds that the customer will return to our website in the future for any other purpose. We found in our interviews that if a customer experiences one part of our offerings as frustrating or fragmented, he or she may generalize the experience to our other offerings and even our brand identity.

Customers are exposed to our offerings, including our website and its exclusive features for registered customers, by a variety of triggers—for example, mailers, commercials, conversations with customer service representatives or salespeople, word of mouth, curiosity, or all of the above.

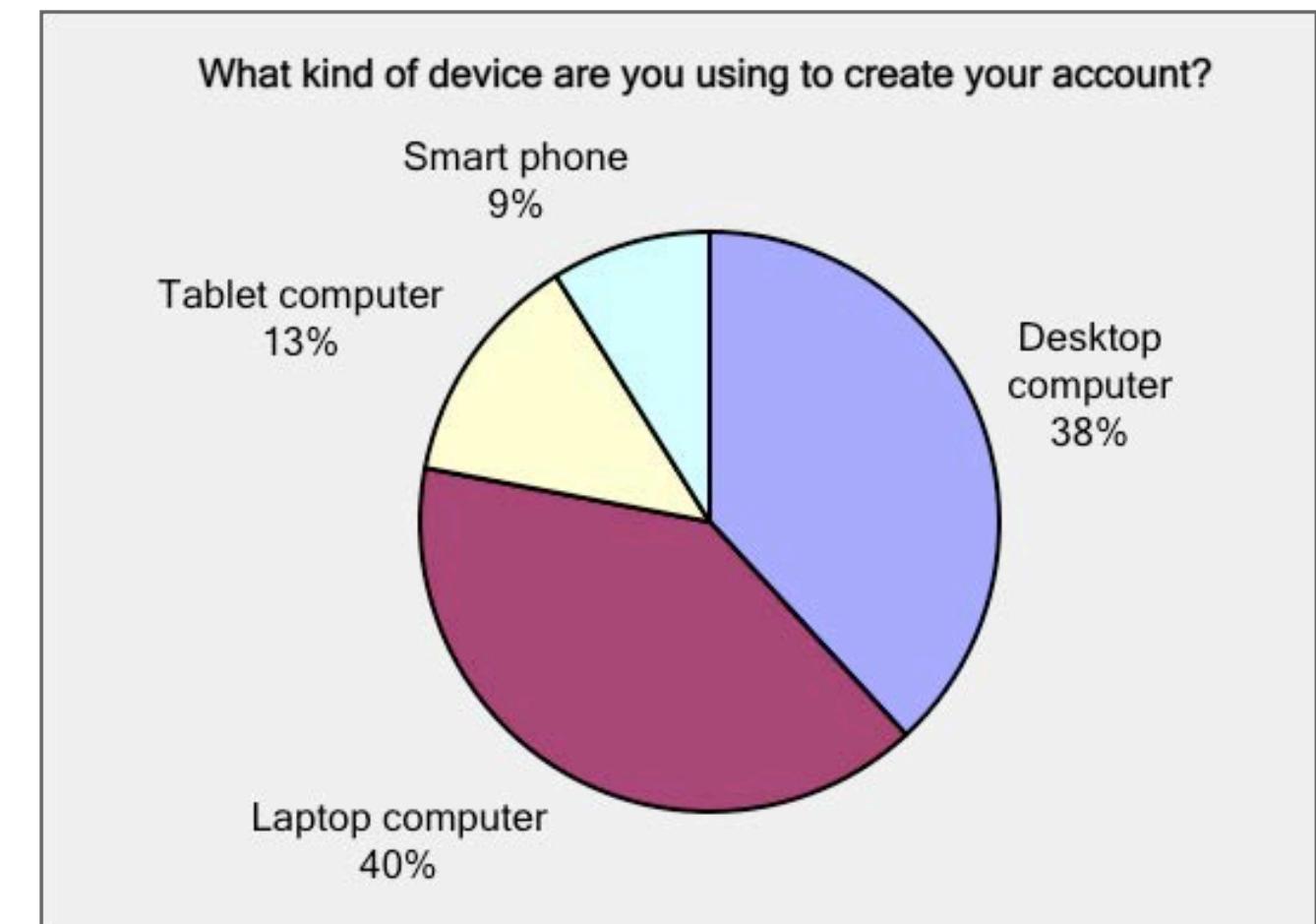


Except in the case of pure curiosity, exposure must coincide with some degree of specific motivation—the desire to watch entertainment online, view the online guide, manage accounts, modify service, seek technical assistance, or find special offers. According to both our preliminary survey and the Omnibus survey, most customers register primarily to manage their accounts—however, when interviewees were asked about their other interests, they revealed an open stance, in many cases being impeded solely by lack of awareness of what else they could do on the website.

The majority of customers attempts to register on laptop or desktop computers, but a notable contingent looks to mobile devices. Customers attempt to register on a variety of devices as best suit their individual device-usage habits and contexts of registration. (See chart: What Kind of Device Are You Using to Create Your Account?) Interviewees using mobile devices frequently reported registering from the workplace or on a lunch break.

Systematically addressing haphazard registration patterns should help to increase the number of customers who register for our website.

The next important step is ensuring that registered customers are immediately engaged with our website, especially in activities that encourage a high frequency of return visits.



Diversified Value Propositions

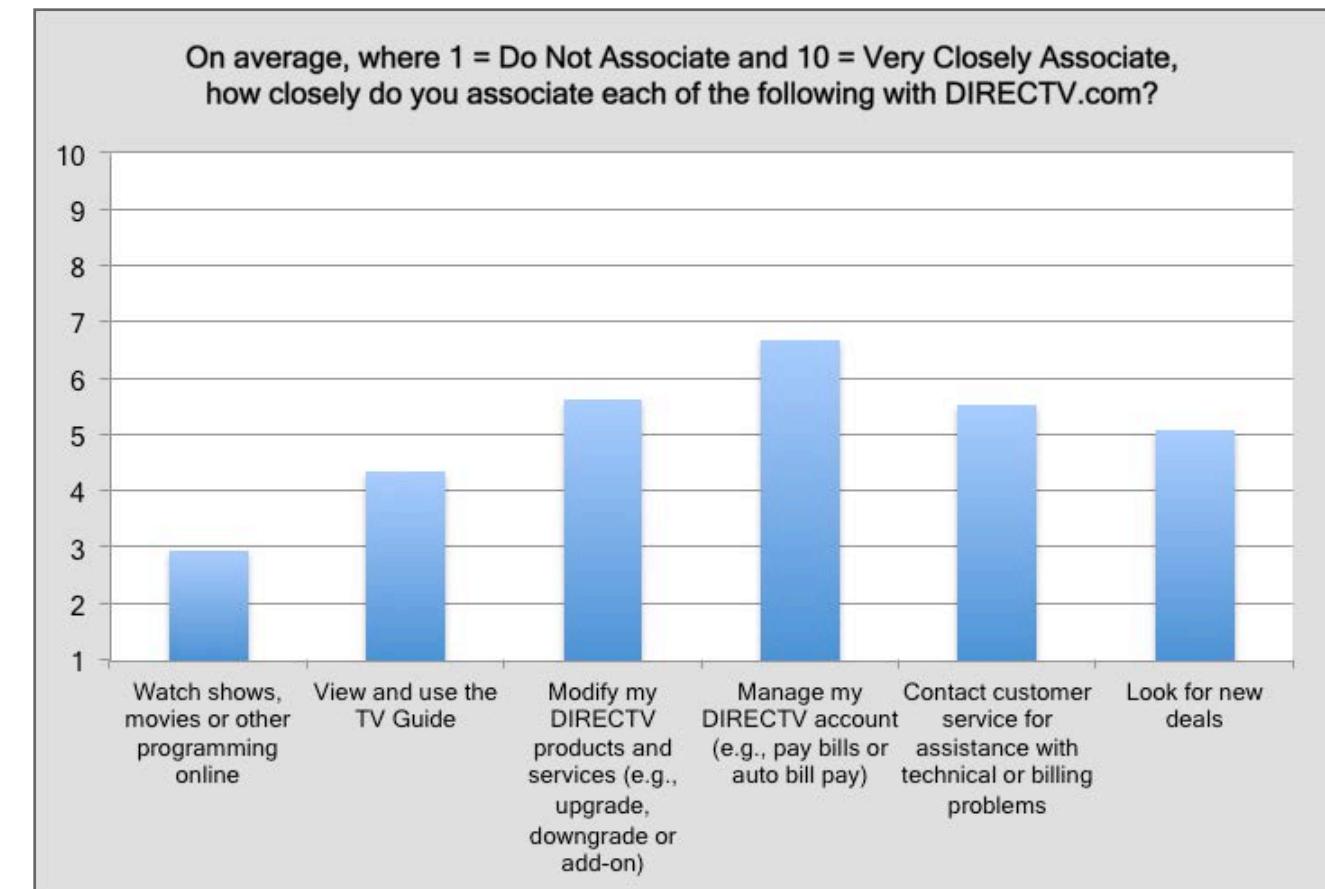
Customers have diverse interests but receive a lopsided value proposition to register for account-management purposes.

We recommend approaching them with diversified value propositions for the variety of website features that could interest them.

When recruiting customers for our remote interviews, it was remarkably difficult to find an interviewee whose primary interest was to watch entertainment on our website. To some degree, we experienced this same difficulty in every area except one—customers primarily interested in managing their accounts online.

Our customer service representatives and in-store salespeople, print advertisements, and email communications all specify that registering for our website will help customers to manage their accounts. In fact, according to the Omnibus survey, customers most strongly associate our website with account management. (See chart: On Average...How Closely Do You Associate Each of the Following With DIRECTV.com?) Customers make a comparatively weak association between our website and watching entertainment online.

When asked to list all the reasons they registered for our website, only 7% of registered customers included “watch entertainment online” on their comprehensive list. (See chart on next page: Which of the Following Reasons Describe Why You Registered On Our Website?) In email communications and on the My Account page, prompts to watch entertainment online fall below the jump (or if printed, on page 2). Several interviewees said they did not know that they could watch entertainment on our website until they saw it as one possible selection in our survey.



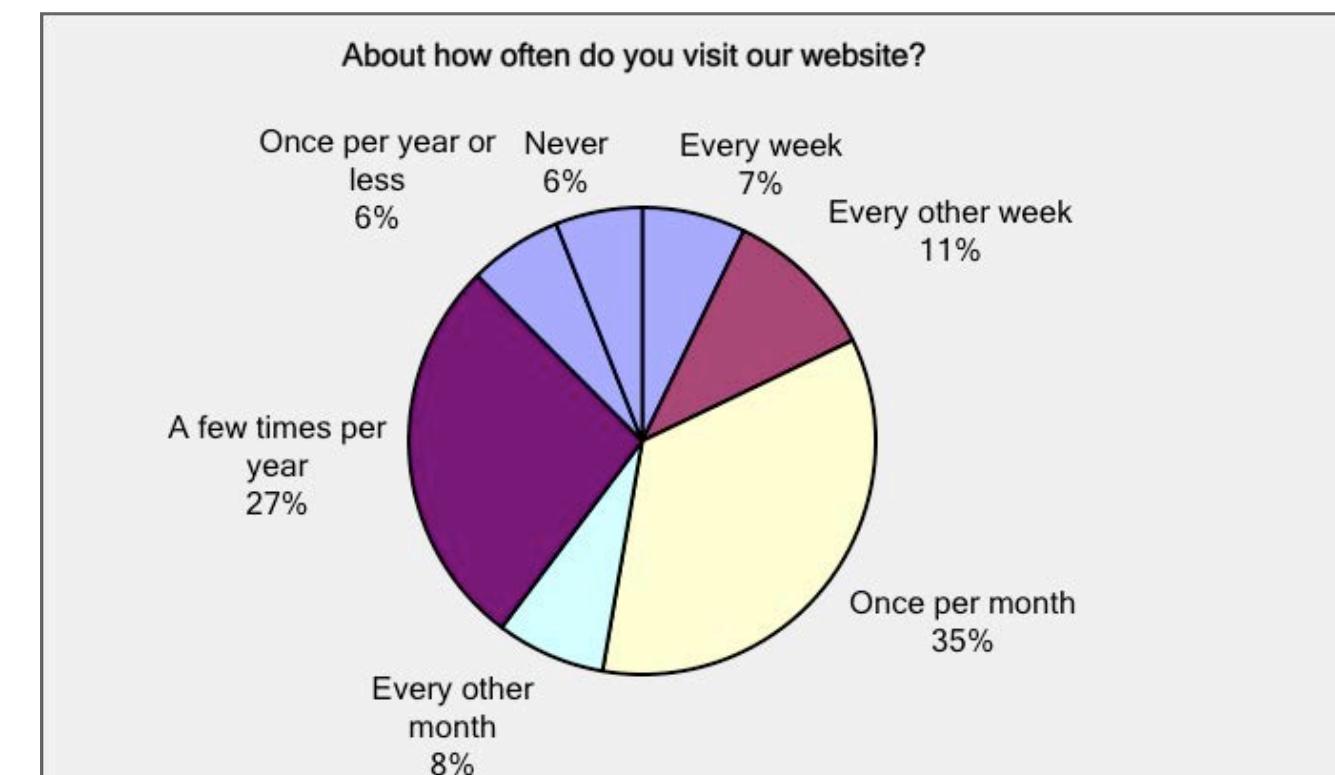
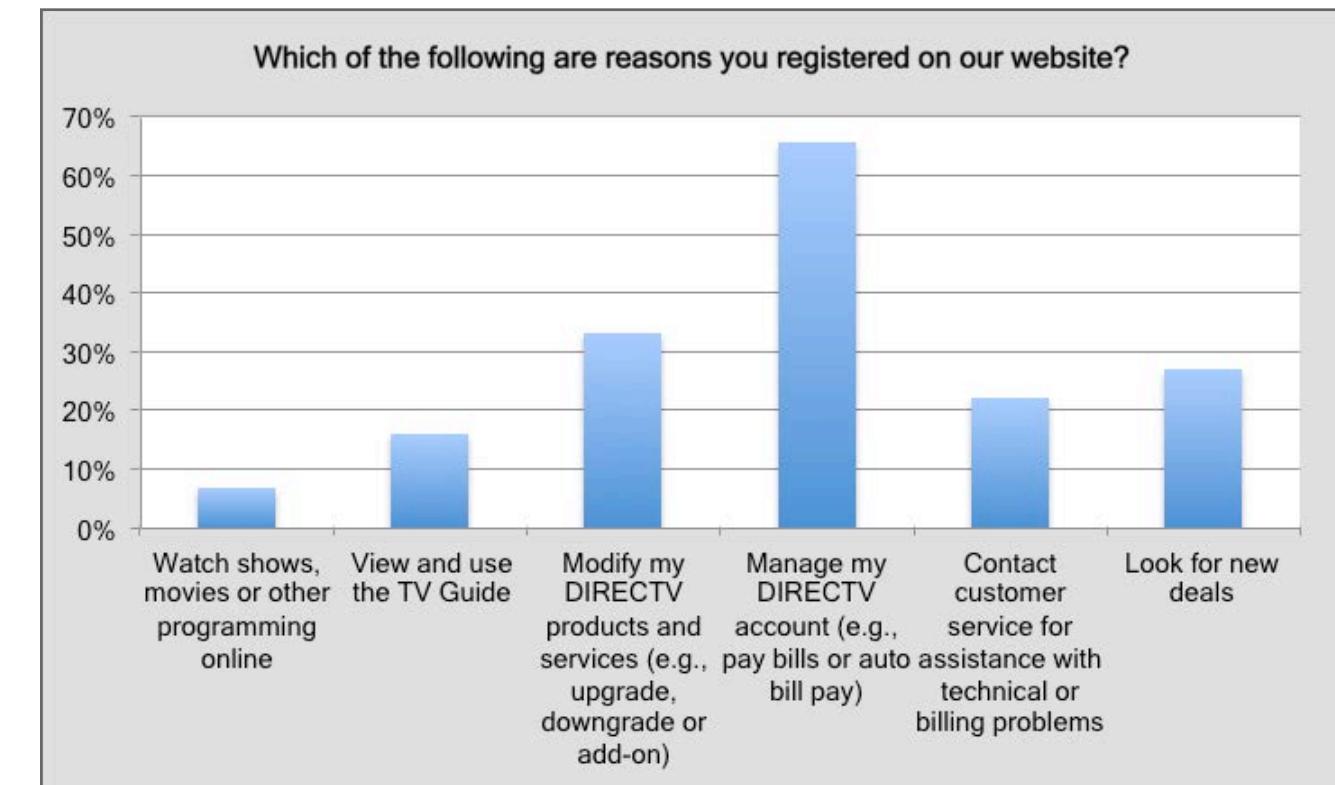
Unfortunately, strong interest in account management and weak interest in watching entertainment online correlate to infrequent return visits. The same small percentage (7%) of Omnibus respondents interested in watching entertainment online is that which visits our website on a weekly basis. (See chart: About How Often Do You Visit Our Website?) Meanwhile, monthly visits are most common, reported by 35% of respondents.

We probed interviewees to find a common mental model underlying their associations. Interviewees compared our website to those of utility companies in terms of the risks and rewards they believed were associated with registration—from account management tools to security concerns. Because interviewees associate our website with account management, they tend to register for and use the website wherever they manage their finances, such as in a home office. These expectations and contextual habits reinforce one another and continue to drive registration for account-management purposes.

However, as we mentioned in the previous section, interviewees expressed interest in doing activities aside from account management on our website, despite the unlikelihood that those activities were among their primary interests. This indicates that customers are open to expanding the variety of activities they do on our website, but only after we ask them to seriously consider doing so.

Broadening our approach to customers with diversified value propositions for engaging with our website should help to increase customer engagement.

In order for these value propositions to be meaningful—and to result in actual engagement, i.e. return visits—they must relate to truly valuable, immediately accessible opportunities whenever an individual customer chooses to register. This is the topic of our next section.



Instantly Functional Features | Task Lists and Play Lists

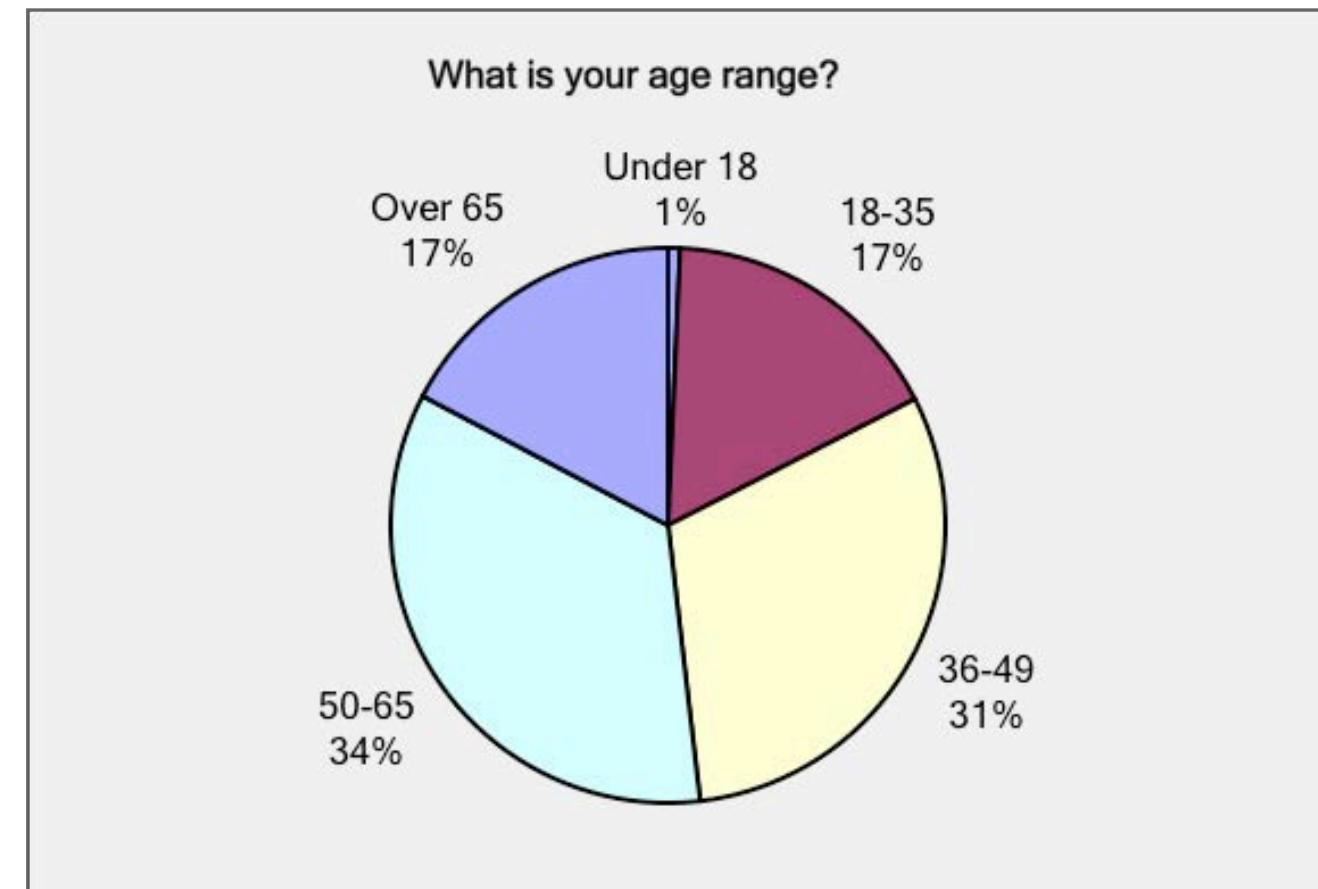
Customers feel our website is on their task list, not their play list. We recommend rewarding new customers with instantly functional website features while helping existing customers feel our website is also on their play list.

We have seen that our customers tend to visit our website on a monthly basis to manage their accounts. In the previous section, we explained how interviewees compared our website with those of their utility companies. Adding to this understanding, when we specifically discussed with interviewees why they register for websites like ours, many of them described registration as a chore they do to protect large investments.

We came to refer to this view as the “warranty card mindset,” because these interviewees saw registration similarly to the outdated practice of mailing warranty cards to companies as a record of major purchases. Mailing a warranty card might provide some degree of protection—should the purchased item be stolen or damaged, the customer could then contact the company to try to replace the item or remedy the issue.

In this manner, our interviewees said they registered so we would know who they are, hopefully expediting customer service and account management in the future. These customers have a tendency to set it and forget it. For them, registration is a self-contained, one-time action, not the first step in an engaging relationship.

This surprising point of view might make more sense in light of the fact that our preliminary survey respondents and interviewees—like DIRECTV customers in general—trend slightly older than the national average. More than half of preliminary survey respondents were at least 50 years old, with two in ten (17%) over 65 years old. (See chart: What Is Your Age Range?)

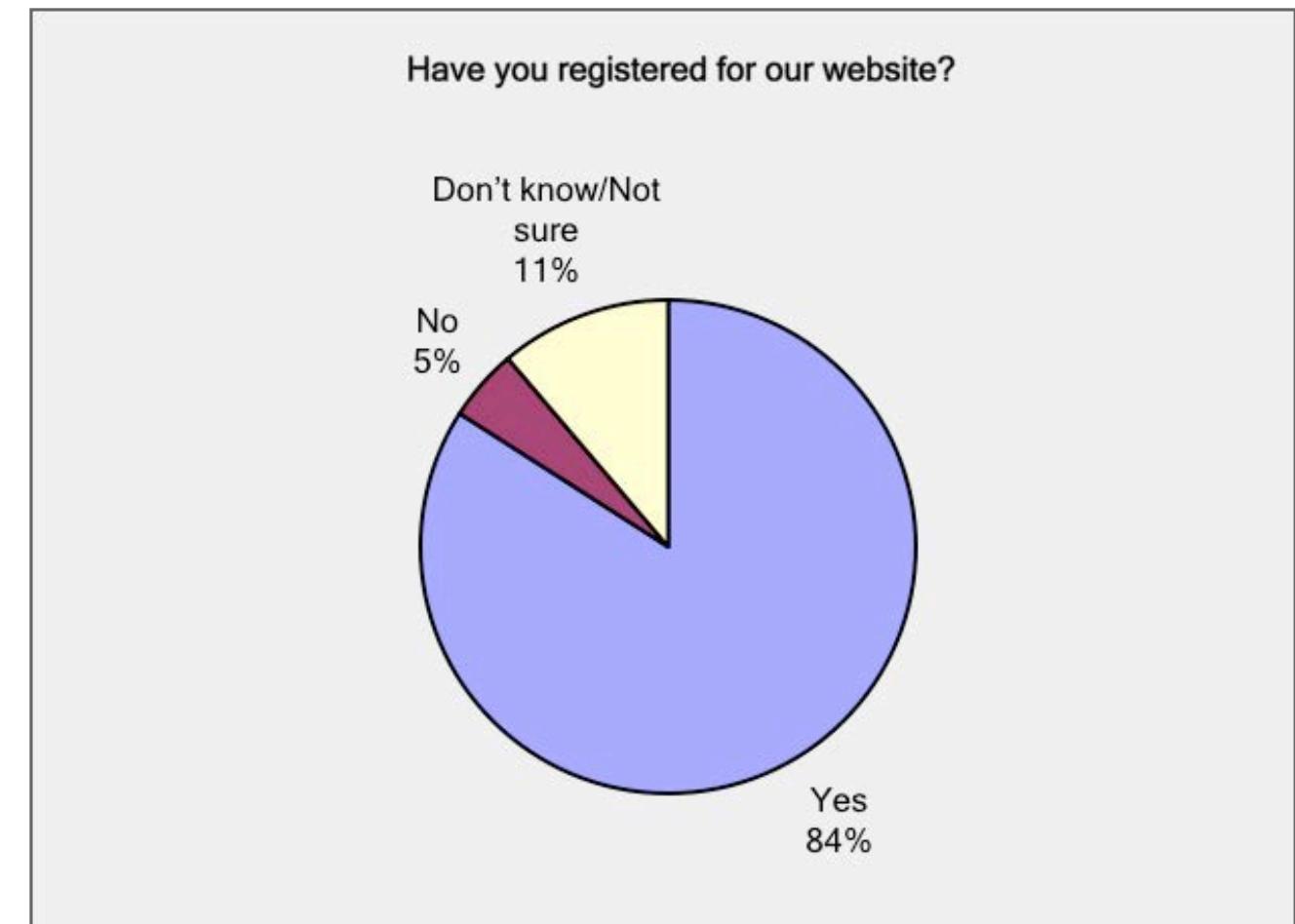


The warranty card mindset appears to be common enough that several of our customers have no memory of being registered for our website. According to the Omnibus survey, one in ten customers (11%) does not know if he or she is registered. (See chart: Have You Registered For Our Website?) Among basic customers, the number is nearly two in ten (17%).

One of the main concerns raised by interviewees was the possibility that registering for our website could cause them to receive spam from DIRECTV or unnamed third-party purchasers of their registration information. Adding these common spam concerns to the warranty card mindset provided more evidence that customers see our website as part of their task list, particularly when we noticed that themes of opportunity were slower to surface in conversation, while play and social engagement never arose on customers' own initiative.

Rewarding new customers with features and functionality while breaking existing customers' task-only orientation to our website should help all customers relate our diversified value propositions to perceptibly valuable experiences on our website.

However, while it is critical to make sure customers understand and experience the value our website has to offer, doing so will not remove the most deeply ingrained obstacle to registration—customers ultimately operate under the preconception that registration is inherently tedious and painful, based on previous registration experiences with other websites. We will discuss this preconception in the next section.



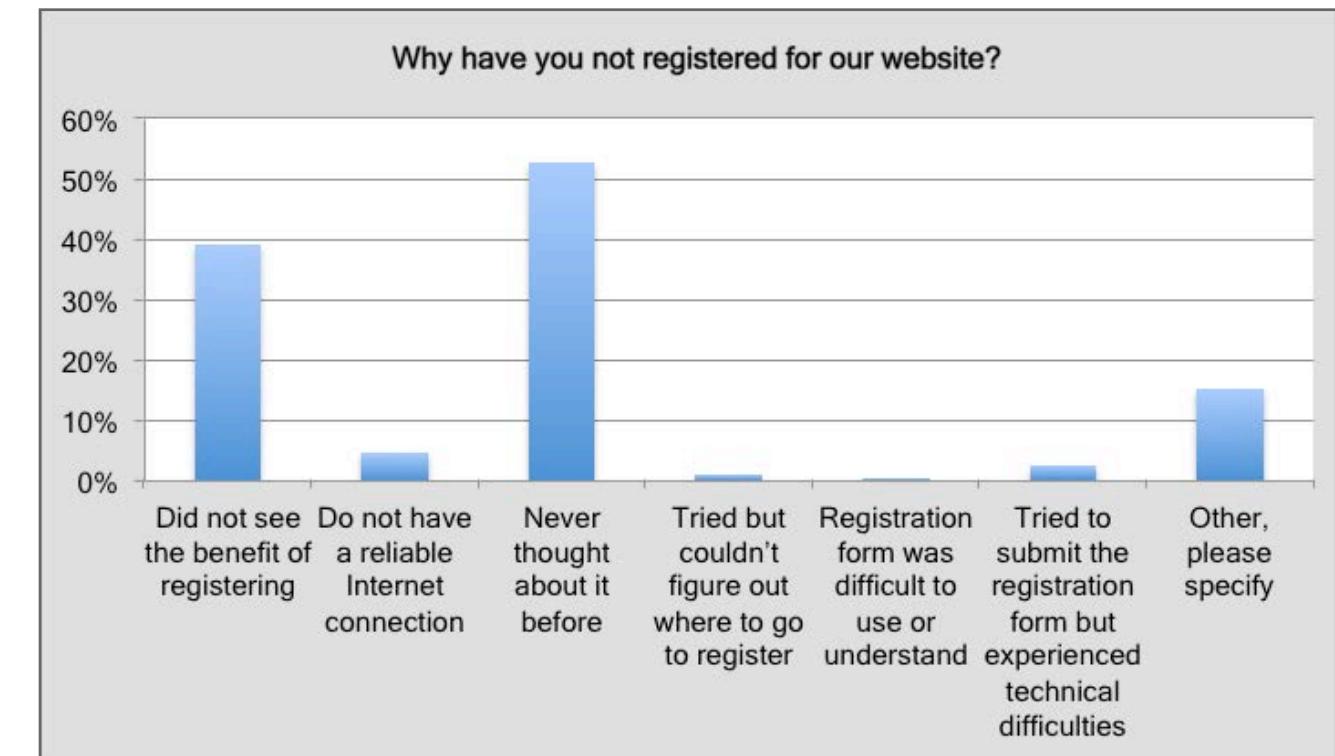
No Chance to Reconsider | Easier Than They Think

Even though our flow is fast and easy, customers hesitate to register because registering for other websites has always been a chore. So, we recommend engaging new customers in the registration flow before they can reconsider while convincing existing customers that registration will be easier than they think.

At the outset of our research, the DLab Digital Measurement team had told us that customers were able to complete both legs of their recent registration flow A/B tests with approximately equal success rates—and that these success rates were fairly high. This suggested that the design of the registration flow was not responsible for lower-than-desired registration rates or lackluster engagement with our website.

The Omnibus survey confirmed this—only 3% of unregistered customers failed to register because of technical difficulties, and nobody (0%) felt the registration form was difficult to use or understand. Much more common inhibitors were never having thought about registering before and not having seen the benefit of registering. (See chart: Why Have You Not Registered For Our Website?)

In line with the Omnibus survey results, nearly every interviewee told us that registration was “fast,” “easy,” and “shorter than I expected.” This made crystal clear that customers were not having trouble getting through our registration flow. We realized that because the flow was not stopping customers, we needed to look at the previous step—how customers prepare for the flow.



Customers may go to great lengths, whether overtly or subconsciously, to avoid a painful registration process. One interviewee, Katrina, told us, “I decided to register while I was getting a pedicure because I had some free time. That’s a real determining factor.” Katrina chose a moment to register that was not only uninterrupted but also particularly luxurious.

When Katrina did encounter difficulty registering on her smartphone, and later on her tablet, she took it in stride, eventually registering at home on her desktop. This was common among our interviewees with their past troublesome registration experiences—once engaged in the registration flow, they were remarkably persistent, taking difficulties in stride because they had entered the flow expecting to encounter them.

Probing interviewees about their feelings toward registration in general revealed that our customers wait to register until they have a free moment because their past registration experiences have been difficult and lengthy. Encouraging customers to enter the registration flow immediately, distracting customers from associating the flow with negative past experiences, or eliminating the flow entirely should help to increase registration rates.

“I decided to register while I was getting a pedicure because I had some free time. That’s a real determining factor.”

(Katrina, January 2013, Remote Interviews)

Easy Access on Any Device

Customers see us as a “TV” company and feel that streaming-only companies dominate the computing devices they use to register for our website. We recommend accommodating customers’ habits by providing equally easy access to registration on any device, including the TV.

Our interviewees habitually use specific devices for specific activities or brands, and are slow to change their habits. As we covered in previous sections, customers see our website as an account-management tool, and their device-usage patterns and rationale reflect this. For example, Faye tells us, “I registered on my desktop because I do my banking here.”

On the other hand, Eva tells us, “I haven’t done the online thing with DIRECTV. I looked at it once, but I don’t really know it.” Try not to be fooled—customers like Eva are neither Internet-phobes nor luddites. Rather, they “do the online thing” with Netflix and Hulu, even streaming to their TV’s with Roku boxes.

One reason customers do not add DIRECTV to their list of other streaming services is that many interviewees did not know they could stream via DIRECTV. Yet, customers who are aware they can stream via DIRECTV often choose not to do so because their needs are already satisfied by online-only streaming companies. Meanwhile, they continue to watch DIRECTV on their TV’s because that is the reason they subscribed.

Customers are simply used to watching DIRECTV on their TV’s, and assume that computing devices are the realm of Netflix and Hulu. They are tech-savvy enough to use our streaming services—they simply opt out because it is not as strong a part of DIRECTV’s brand identity as of our online competitors’, and because our online competitors’ services became a habit before ours did.

“I registered on my desktop because I do my banking here.”

(Faye, January 2013, Remote Interviews)

To help increase registration rates and customer engagement with our website, we can try in various ways to encourage customers to make a habit of streaming DIRECTV, either in addition to or instead of competitors' services. Or, we can rethink our registration process for new and existing customers—perhaps it does not need to be tied to the desktop or laptop, or even mobile devices, but could also take place on the TV.

"I haven't done the online thing with DIRECTV. I looked at it once, but I don't really know it."

(Eva, January 2013, Remote Interviews)

Other Considerations

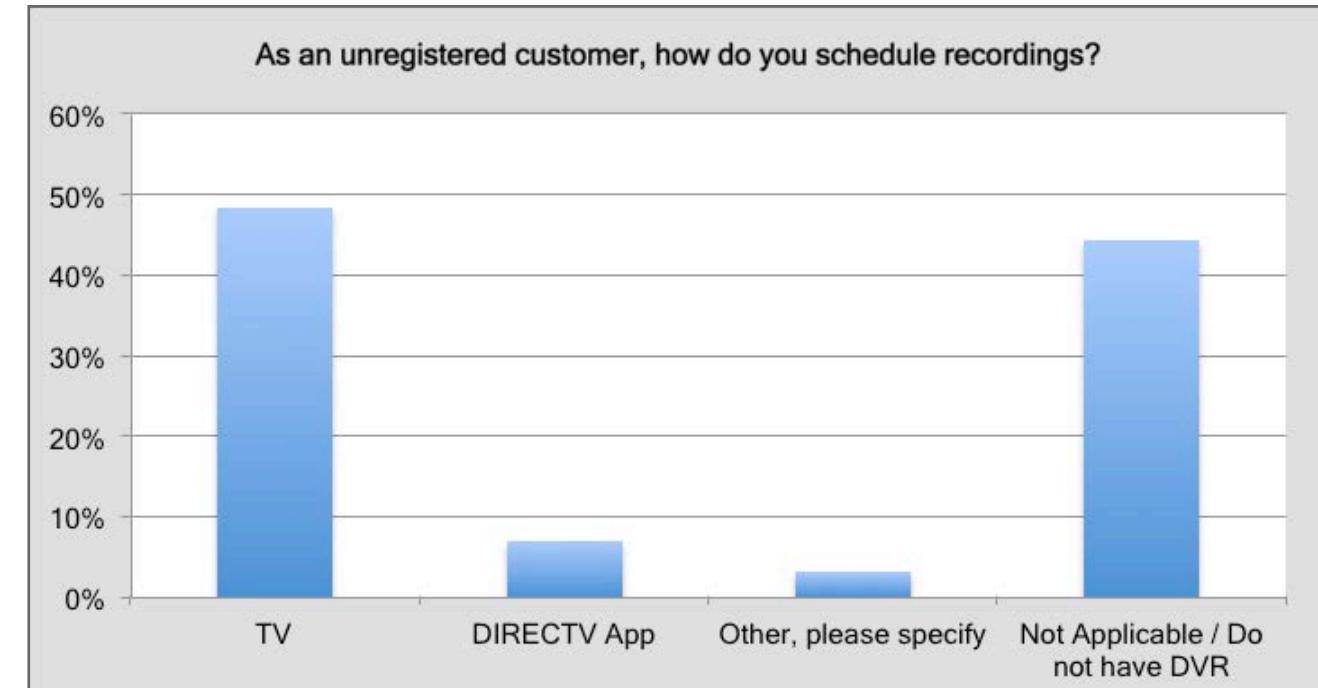
Unregistered Customers Lack DVR

Previous in-house research by DLab's Digital Measurement team suggested that unregistered customers are less tech-savvy than registered customers. We find it worth noting that the Omnibus survey supports this finding, particularly in terms of DVR availability. According to the Omnibus survey, nearly half of unregistered customers do not have a DVR. (See chart: As An Unregistered Customer, How Do You Schedule Recordings?)

Opportunities with the Online Guide

Several interviewees told us that they especially like our online guide, and some prefer it to the remote-controlled TV guide, primarily because it is easier to search with a keyboard than with a remote control. However, the online guide does not currently allow customers to stream content. Moreover, customers do not need to register to use the online guide.

We feel that these represent additional opportunities to increase registration rates and customer engagement, and should be further explored and user-tested to determine the scope of their potential impact.





Guiding Principles for Login Design

From our two social profile surveys and our interviews with customers logging into our website, we surfaced login-related behaviors and attitudes and distilled their underlying causes. What emerged were the following five sets of guiding principles for login-related design.

- Place social login elements in contexts of inherent social value, and avoid placing them in account-related contexts.
- Highlight personalization to entice skeptical customers to try social login.
- Make it clear that social networks are part of the DIRECTV experience, not the other way around.
- Highlight privacy options to reassure customers that using social login will not make them lose control of their social identities.
- Clarify social login to help customers make an informed decision.

For the detailed analyses leading to these principles, continue to the next page.

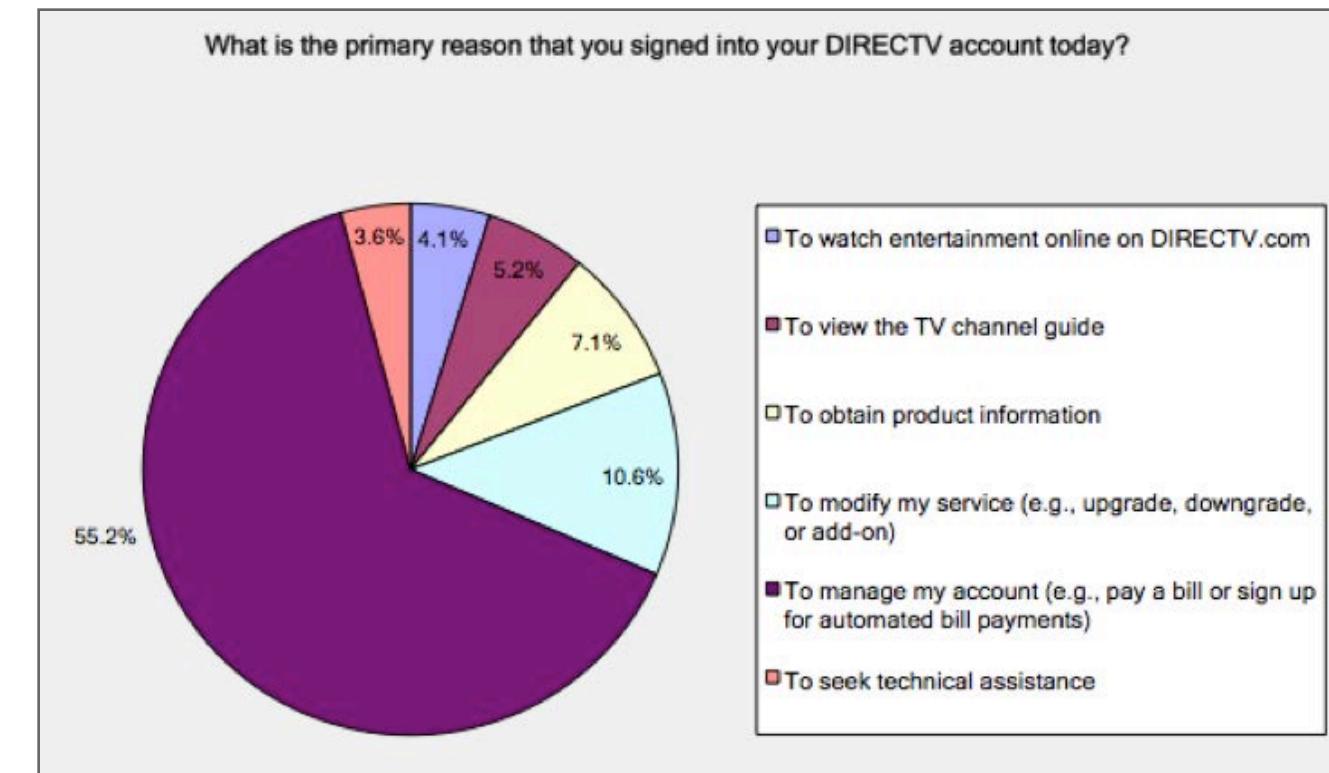
Contexts of Inherent Social Value

Customers do not understand why our website would offer social login—they visit social networks because they want to have fun, but they access our website because they need to manage their accounts, and they feel these experiences should not overlap. We recommend placing social login elements in contexts of inherent social value while avoiding placing them in account-related contexts.

Data collected from our web-based surveys shows that a majority of customers associates the DIRECTV website with managing accounts. When asked the primary reason for signing into their DIRECTV accounts, 56% of customers indicated that it was for account management—e.g., paying a bill or checking an account. (See chart: What Is The Primary Reason That You Signed Into Your DIRECTV Account Today?)

That customers associate our website with account management also became evident during our remote interviews. When we asked customers for their thoughts about social login and the website, many repeatedly asked us, “Why?” We learned that they were unsure why social login would be offered on the DIRECTV website, and unclear about how social login relates to DIRECTV. There was a disconnect for customers around their current usage of the DIRECTV website and their usage of social networking websites.

When probing into the reasoning behind this uncertainty, customers stated that they have a paid service relationship with DIRECTV and that they visit our website to manage their service. On the other hand, they visit Facebook on a frequent basis because their Facebook activities constitute an enjoyable part of their daily routine.



You owe [DIRECTV] money because they've given you a service, and you're contacting them about your service not because you want to, but because you have to. Social media is because you want to.

(Jackie, February 2013, Remote Interviews)

Our interviewee Jackie said, “You owe [DIRECTV] money because they’ve given you a service, and you’re contacting them about your service not because you want to, but because you have to. Social media is because you want to.”

In order to draw a connection between DIRECTV and social networking sites that makes sense for customers, it is important to place social login in contexts of social value—for example, in entertainment-related areas of our website, as opposed to in account-related areas. This should help increase engagement by allowing our customers to distinguish between our service aspects and our social aspects and thus to more easily draw a connection between social experiences and DIRECTV.

Personalization

Customers who would not use social login on our website say there is no obvious, compelling rationale, or feel their existing DIRECTV login is already good enough. Therefore, we recommend highlighting personalization to entice skeptical customers to try social login.

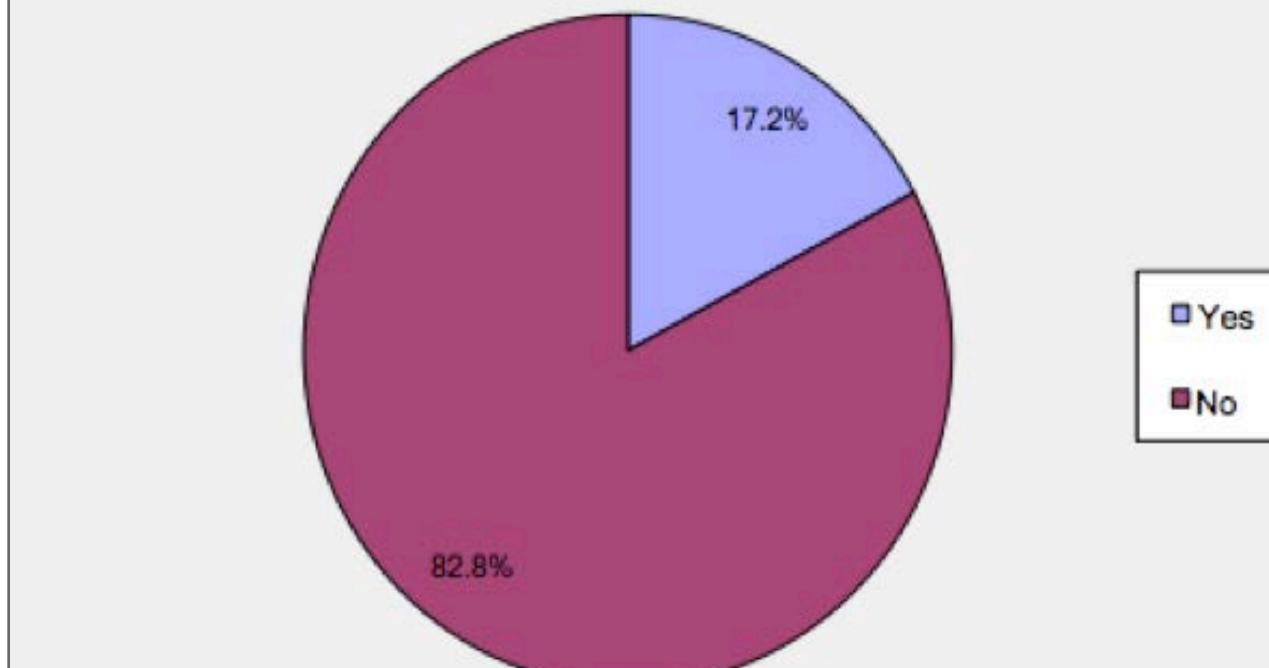
In our web-based survey, eight out of ten customers (83%) indicated that they would not use their social networking accounts to sign into DIRECTV, nearly identical to the response rate we saw in our Registration survey. (See chart: If You Could Sign Into Your DIRECTV Account Using Your Social Network...)

In order to probe into the thinking and motivations behind this strong response, we asked customers to explain their thought processes. Most customers responded that they would prefer to continue using their DIRECTV credentials—this process had worked for them so far, and they saw no compelling reason to start using their social networking credentials instead.

We hypothesized that customers who had trouble with their DIRECTV credentials might be more likely to consider the convenience of social login. However, customers who had encountered login issues—e.g., forgotten password or email—said that the retrieval process was simple enough and that they were able to resolve issues quickly and continue onto the site. Additionally, customers who said that they would continue using their DIRECTV credentials were not opposed to seeing social login as long as they still had the option to continue signing into the site as they normally do.

Our interviewee Sondra said, “As long as I also had the option to not do [social login], I would be okay with it.” Gina told us, “I would be fine if [social login] was an option, if I could go ahead and sign in the way I usually do.” And Reuben said, “I would probably still just sign in with my normal DIRECTV stuff.

If you could sign into your DIRECTV account using your social network (e.g., Facebook, Twitter, Google+, LinkedIn, etc.), would you?



“I would be fine if [social login] was an option, if I could go ahead and sign in the way I usually do.”

(Gina, February 2013, Remote Interviews)

It wouldn't bother me to see it, you know, but I probably would not use it to sign in. I would still just sign in normally."

During the remote interviews, we presented customers with some of the personalization features associated with social login—e.g., recommendations, privacy settings, special offers, personal profiles, and activity feeds—to see if the presence of those features increased the likelihood that customers would try social login. We asked customers to tell us their level of satisfaction if each feature were either present or absent on our website.

Discussing the features of social login caused many customers who were initially skeptical to warm up to the concept, indicating that their engagement would increase and that they would log in more frequently. Customers were most interested in privacy settings, recommendations for shows and movies based on their interests, and offers such as freebies and discounts.

Our interviewee Jamie said, "I would probably go to the website more... because it looks more entertaining. It's more intriguing. It's interactive." She later added, "If I can find friends that actually have DIRECTV and see what they have, I think that would be really cool. If I see it on the website, I can know what they're talking about."

For customers who either already have a login with DIRECTV or otherwise do not feel compelled to use social login, highlighting its personalization features piqued their interest. Therefore, highlighting personalization features should entice skeptical customers to try social login.

"If I can find friends that actually have DIRECTV and see what they have, I think that would be really cool. If I see it on the website, I can know what they're talking about."

(Jamie, February 2013, Remote Interviews)

Part of Our Experience—Not Theirs

Customers prefer that their relationship with DIRECTV remain exclusive; they want a direct relationship with DIRECTV, and do not want to feel that we are losing control in our partnership with social networks, especially Facebook. We recommend making it clear that social networks are part of the DIRECTV experience, not the other way around.

Customers perceive social media, particularly Facebook, as a superfluous layer between them and DIRECTV. Moreover, they fear that Facebook will somehow take over their relationship with DIRECTV. In order to ensure that customers continue to see DIRECTV as the dominant company on the other end of their relationship, we should reassure customers that DIRECTV is in control of its partnership with social networks.

During our remote interviews, many participants expressed fears that Facebook is like Big Brother and already knows too much about them. Additionally, they raised concerns that Facebook now seems to pop up at every turn, especially through its growing partnerships with other companies.

On this topic, our interviewee Jamie said, “Facebook is big enough. Why should they know what things I go into there and look at? That’s none of their business.” And Sondra told us, “I don’t want every business that I do business with going through Facebook.... I see too many companies that everything is going through Facebook.”

Therefore, it is important to reassure customers that DIRECTV maintains the upper hand in the relationship with social networks and that social networks, Facebook especially, are clearly portrayed as a part of the DIRECTV experience, not the other way around.

“If I’m going to do business with DIRECTV, I want to do business with DIRECTV. I don’t want to be going through Facebook.”

(Sondra, February 2013, Remote Interviews)

“Facebook is big enough. Why should they know what things I go into there and look at? That’s none of their business.”

(Jamie, February 2013, Remote Interviews)

Privacy Options and Reassurance

Media reports of security breaches and overheard anecdotes of social networking snafus cause customers to fear losing control of their social identities. We recommend highlighting privacy options to reassure customers that using social login will not make them lose control of their social identities.

Our remote interviews and surveys show that privacy and security concerns weigh heavily in customers' minds. Survey results were cross-tabulated to determine, amongst those who indicated that they would not use social login, what characteristics and features they associate with it. Results indicate that this segment of customers associates privacy and security issues with social login. (See chart on next page: If You Were Given The Option To Sign Into Your DIRECTV Account Using Your Social Network...)

In our remote interviews, customers elaborated on their privacy and security concerns, explaining that they were afraid Facebook could use social login to view their account information and their bill. Many customers asserted that their business with DIRECTV is none of Facebook's business.

Customers also expressed uncertainty about exactly what it means to grant access to Facebook. Some expressed concerns that by allowing access to Facebook, they were making themselves vulnerable.

Our interviewee Jamie asked, "Tell me exactly what you're doing by going in and allowing access [to Facebook]. Allow access to what? What are you doing? What are you taking? What are you putting in?"

The concerns and uncertainties customers raised are rooted in their deeper fear of losing control of their social identities. This became apparent as some customers described how they had at times been embarrassed to see

"Tell me exactly what you're doing by going in and allowing access [to Facebook]. Allow access to what? What are you doing? What are you taking? What are you putting in?"

(Jamie, February 2013, Remote Interviews)

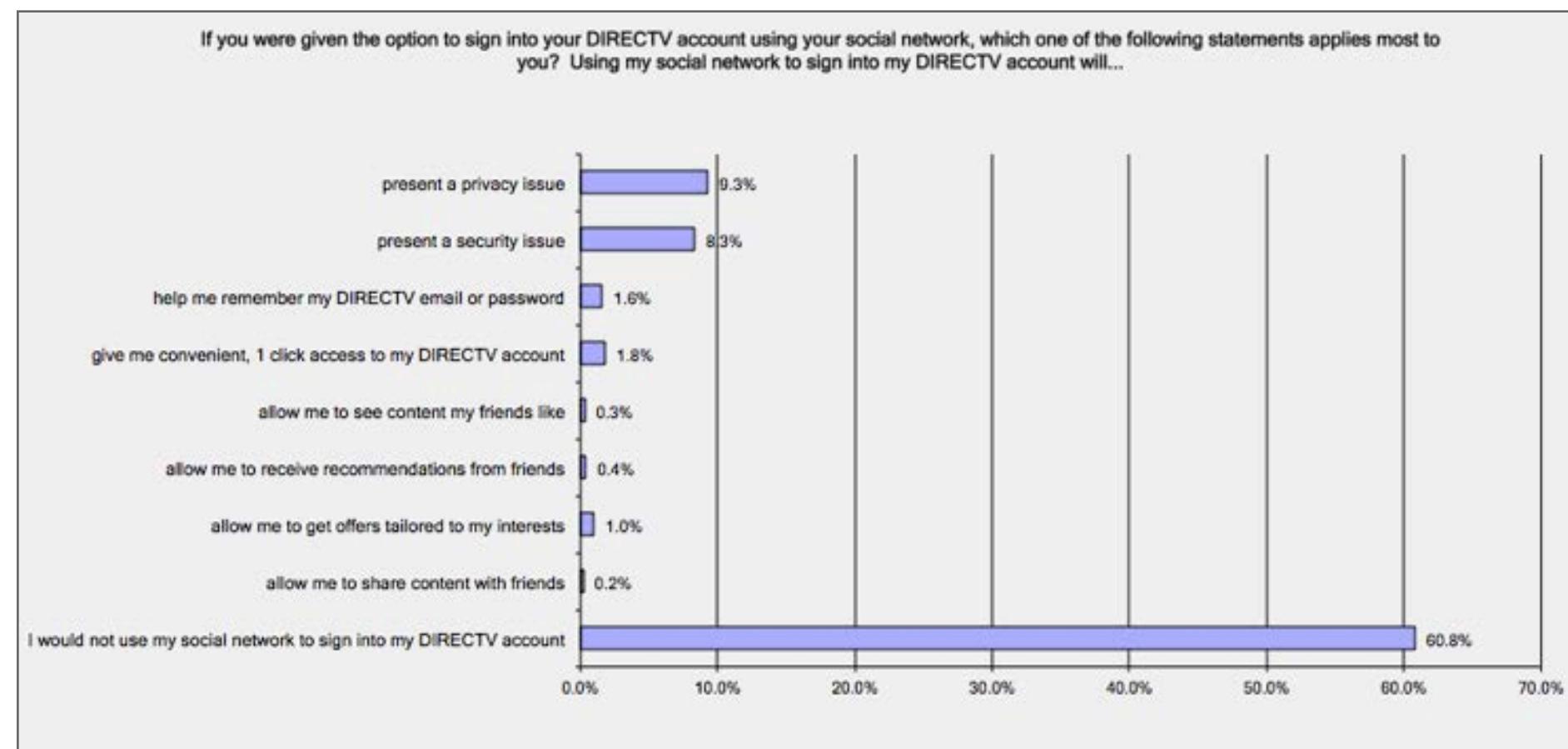
"I've seen it where other people have, I guess, done it, and you know, their stuff will just pop up on my Facebook, and then to me, I was like, I wouldn't want that to be out in public for everyone to see."

(Vanessa, February 2013, Remote Interviews)

questionable posts appear on their friends' Facebook accounts, realizing that they would not want that sort of thing to happen to them. Many customers also said they frequently saw media reports of Facebook security breaches.

Our interviewee Vanessa said, "I've seen it where other people have I guess done it, and you know, their stuff will just pop up on my Facebook, and then to me, I was like, I wouldn't want that to be out in public for everyone to see."

Therefore, it is important to minimize customers' fears by highlighting their privacy options up front. This should help customers to feel confident that they will retain full control of their social identities.



Informed Decision-making

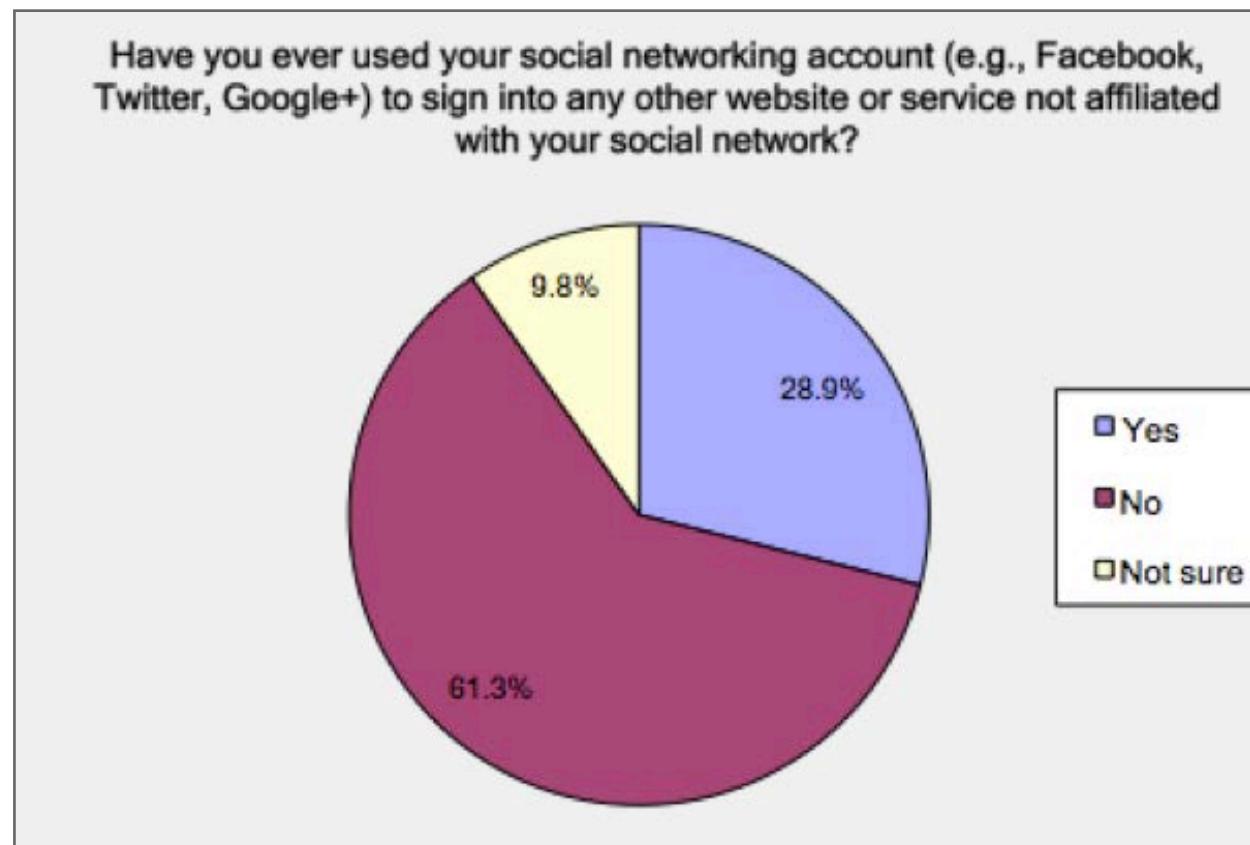
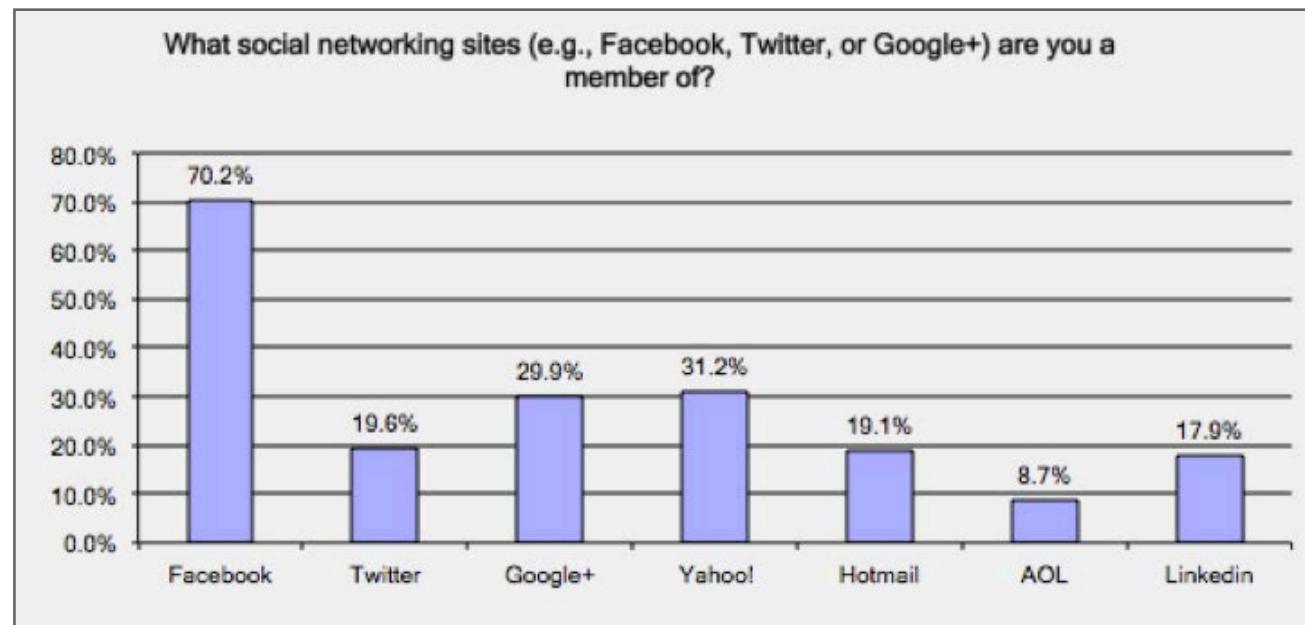
Although customers understand the convenience aspect of social login, they are not clear about the full array of impacts of using social login. We recommend clarifying the impacts of social login to help customers make an informed decision.

Our social profile surveys helped us to validate that eight out of ten customers (81%) are members of at least one social networking website, with Facebook being the most commonly used. (See chart: What Social Networking Sites...?)

While a good portion of customers are members of at least one social networking website, when it came to actually using social login, six out of ten customers (61%) indicated that they had never used it before, and one out of ten (10%) indicated that he or she was not sure. (See chart: Have You Ever Used...?)

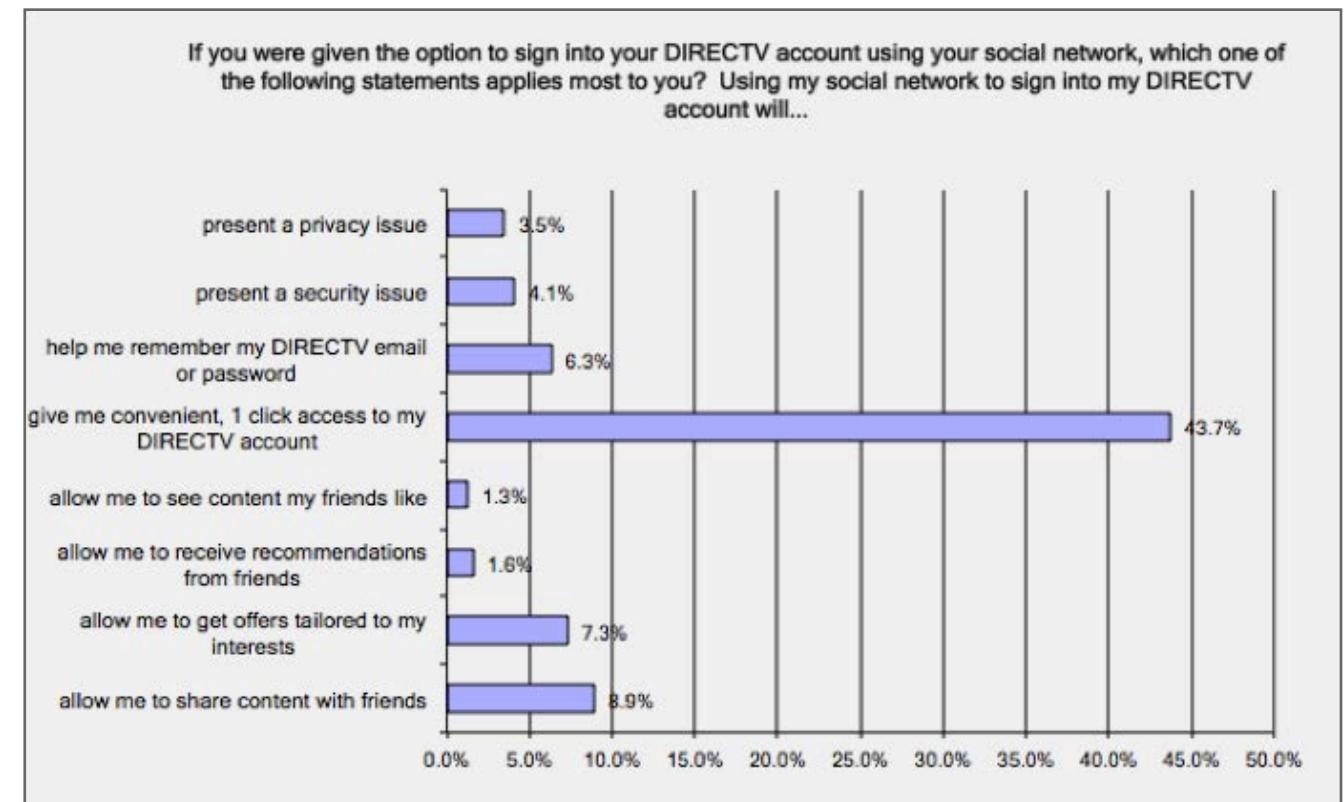
When cross-tabulated, our survey results reveal that of the 17% of customers who would use social login, 44% associate it with convenience, followed by sharing content with friends (9%) and receiving offers tailored to interests (7%). (See chart on next page: If You Were Given The Option To Sign Into Your DIRECTV Account...?)

Our interviewees agreed that social login would afford them convenience. Vanessa said, "It makes it a little bit easier sometimes to login. Only because my Facebook stays running."



However, not all interviewees felt the same way. Jamie told us, “When I try to log in through Facebook, it...asks me all these other questions, and I’m wondering, is that going to make it private...or not private? I don’t understand it so I don’t even mess with it.” And Peggy asked, “I don’t know the value of signing on through Facebook so why would I just sign on to where I was going? Why would DIRECTV want me to do that? I really don’t understand it.”

While customers who would use social login appreciate its convenience and personalization, those who are less likely to use it vary in their level of understanding. Because so many customers express confusion about what social login means—and because their confusion makes them less likely to want to use it—we feel that explaining its value and associated benefits up front should help customers to make a better-informed decision.



“When I try to log in through Facebook, it...asks me all these other questions, and I’m wondering, is that going to make it private...or not private? I don’t understand it, so I don’t even mess with it.”

(Jamie, February 2013, Remote Interviews)

Other Considerations

NPS Score and the Propensity to Use Social Login

We gathered NPS scores in our surveys to see if there was a correlation between likelihood to recommend DIRECTV and interest in using social login (17%). 53% were promoters—those who selected 9-10 on the scale. 24% were detractors—those who selected 1-6. Survey results were also cross-tabulated amongst those who indicated that they would not use social login (83%). Those results indicated that promoters in this segment were 41% and detractors 35%. Social login is definitely of interest to promoters.



Next Steps

Concepting Overview

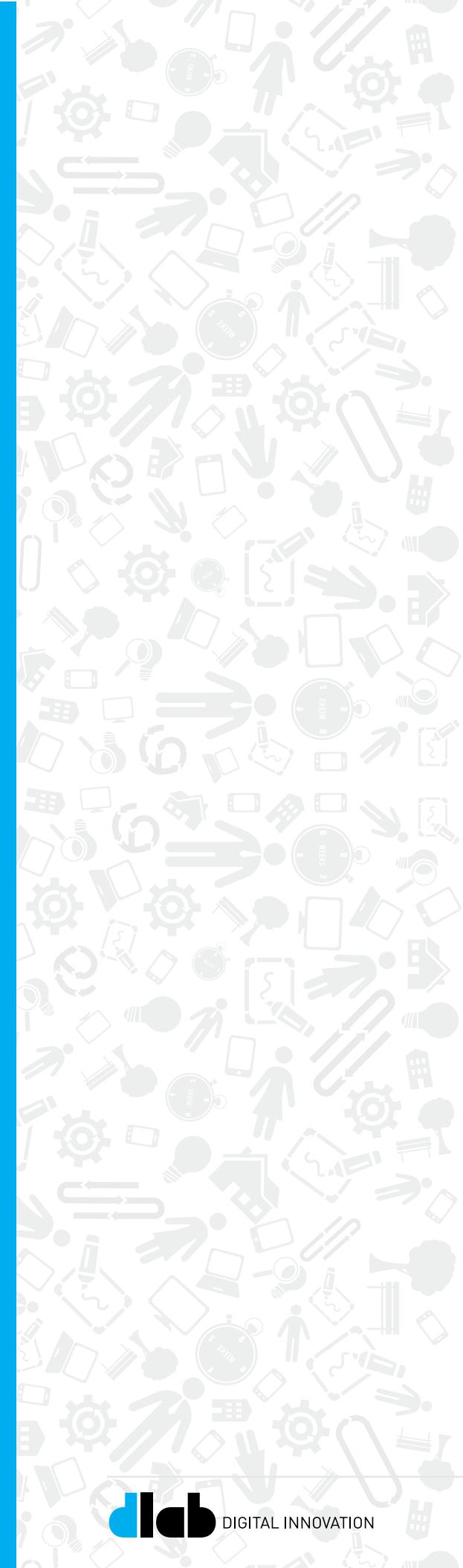
While synthesizing the research data collected during the discovery process, themes and challenges began to emerge. In order to address the challenges, we conducted a brainstorming activity called How Might We. The challenges and themes that were extracted from the research were reframed into questions beginning with “How might we...?” which allowed the group to collaboratively discover opportunities to address the specific challenges. Using Post-its, the group posted ideas on the board to address each challenge statement. Next, the group dot-voted for the ideas that they felt would best address each challenge.

Using the ideas that were generated from the How Might We, we then created scenarios to show how one of our DLab personas might first encounter the challenge and then use one or more How Might We ideas to resolve it. This exercise enabled us to think through how the registration and login process could be simplified and streamlined for each of our personas.

From the scenarios emerged a list of narratives for each persona featuring the inclusion of various ideas—for example, using NFC (near field communication) to register from the set top box (STB) on a mobile device; or, using social login to streamline registration; or, learning about social login after encountering a login error and going through the process of using it to engage with our website. Next, we selected four scenarios to develop into storyboards visually highlighting the key concepts of each scenario (see p. 44-47). The storyboards portray the interactions each persona has with scenarios’ key concepts and how those concepts help facilitate the registration and login processes.

These are the key concepts illustrated in the following storyboards:

- Using social login after encountering a password error
- Registering using social login to enjoy instant access to a favorite show
- Introducing streaming content through guided registration
- Discovering registration and social login from the STB

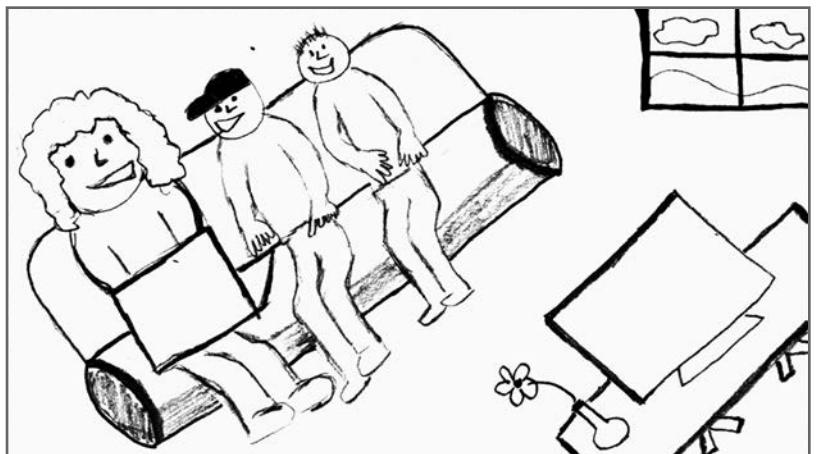


In order to validate findings from the surveys and remote interviews, as well as test a few of the concepts from the storyboards, prototypes of the login and registration screens were presented to customers online. We sought to validate the initial actions customers take when presented with the option to use social login. We also wanted to verify the actions customers take if presented with social login during the registration process. After conducting several heatmap analyses (see p. 50-53), we were able to determine these initial actions.

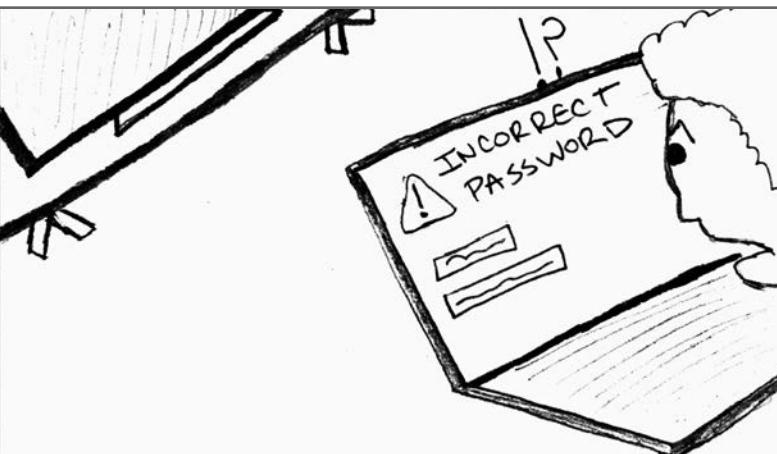
After presenting our observations and guiding principles to the NY DMG team, we facilitated a collaborative group activity called Mad Dash to the Future (see p. 54-56). The objective of the brainstorming activity was to get participants to think outside the box and come up with creative solutions to improve the registration process in the form of storyboards, sketches, or requirements lists. From this activity, participants took part in the concept creation and prototype process, then discussed ways to make their concepts implementable within the next year.

Visions Exploring Social Login, Registration, and Crossover

Beverly Discovers Social Login When Encountering a Password Error



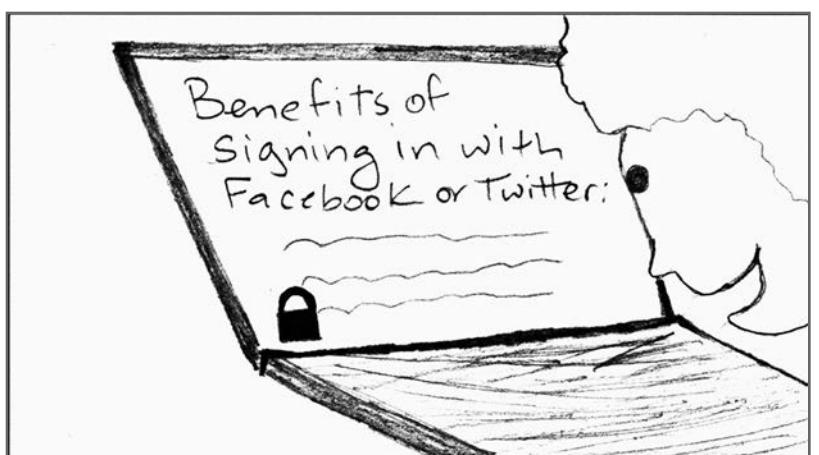
Beverly's sons are home from school, and in order to keep them preoccupied, so that she can get some work done around the house, she decides to purchase a movie.



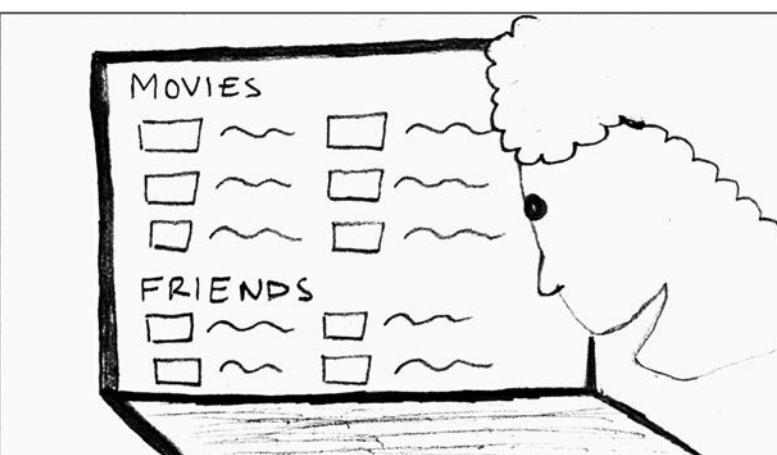
Beverly visits the DIRECTV website and enters her email and password. Within seconds, she is shocked to receive an incorrect password error message.



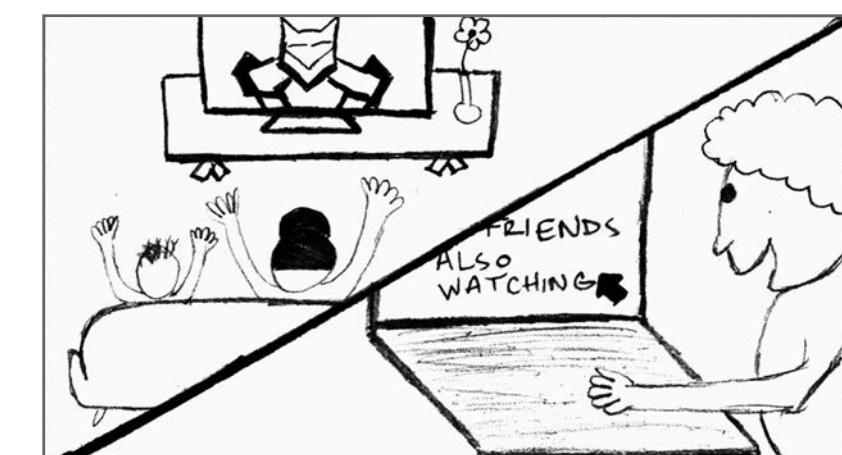
She contemplates getting her notebook with all of her account info. She sees that she has the option to use her social network account to sign in and, curious, selects "more info."



Beverly is relieved to discover that there are privacy options and that her information will remain secure. She decides to go ahead and sign in using her Facebook account.

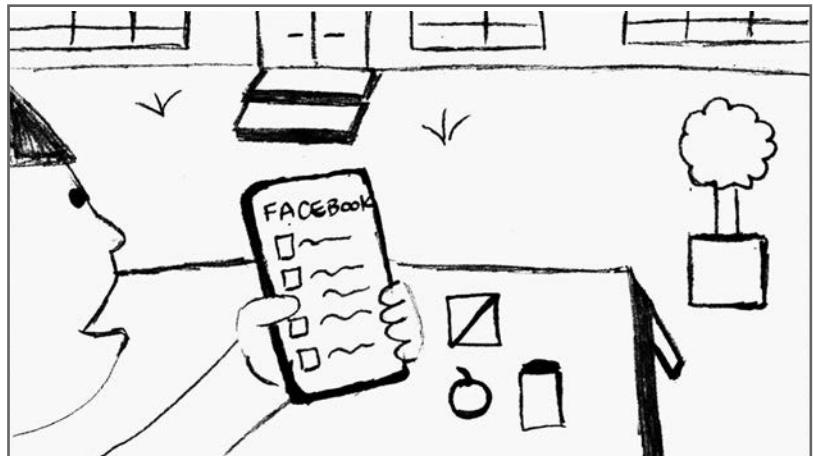


While searching for movies, Beverly sees that her friend Joe is watching *Transformers*. Beverly's sons ask her if they can order it. After checking the rating, she purchases it.



While her sons are watching *Transformers*, Beverly continues browsing the site, anxious to see what her other friends are watching.

Katie Registers and Enjoys Instant Access to Her Favorite Show



Katie checks her Facebook during her lunch break. She sees that her friend Amanda has posted a comment about last night's episode of *Breaking Bad* with a link.



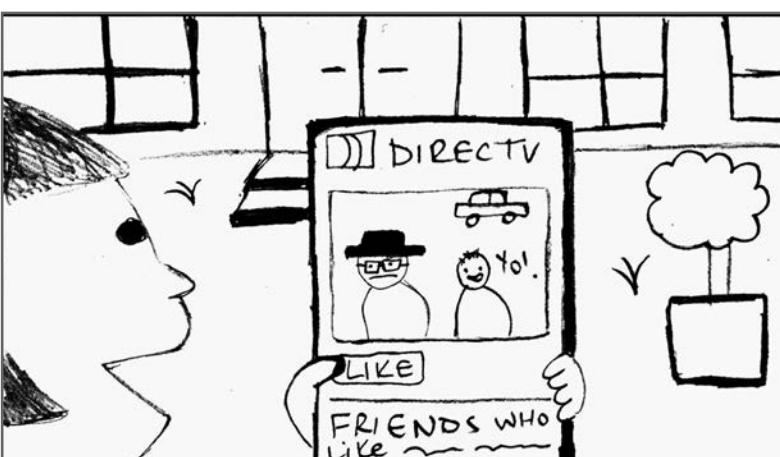
Katie taps on the link and is taken to the DIRECTV *Breaking Bad* page. On the page, she votes for her favorite character and excitedly sees an exclusive behind-the-scenes video.



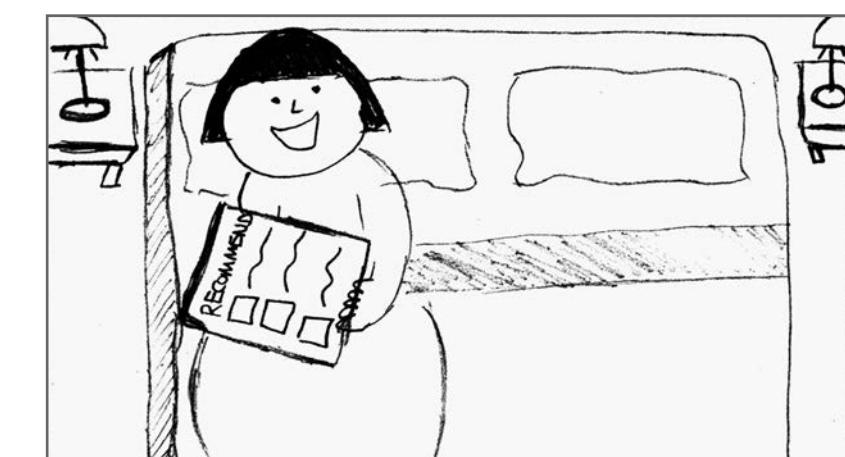
Katie taps to play the video and is frustrated to see that she is required to sign in or register her account. She sees the option to expedite registration using her Facebook account.



Katie's Facebook is always open, so she decides to use that. She is pleasantly surprised to see form fields pre-filled with her info and that she only has to verify her SSN.



Within a few seconds, Katie begins watching the exclusive video and selects the "like" button. She happily sees that several of her friends like the show as well.



Later that evening, Katie retreats to bed to unwind after a long day. She pulls out her iPad and is surprised to see that she has recommendations based on her likes.

Tom Is Introduced to Streaming Content Through Guided Registration



When Tom takes a break from his workbench to watch *Antiques Roadshow*, he is confused by wavy lines on his TV.



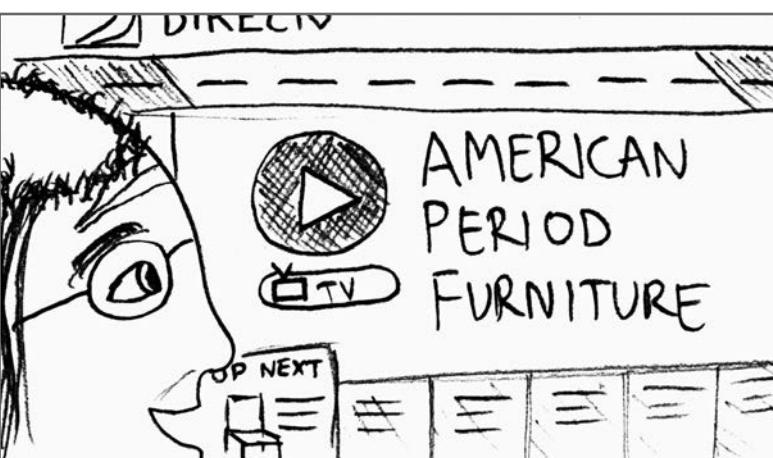
Tom can't find a customer service number. He clicks "My Account" and is asked to register. Desperate, Tom clicks "Chat for urgent help", and chat agent Gary resolves his TV issue.



Problem solved, Tom almost skips registration, but Gary knows he wants to watch *Antiques Roadshow*. He tells Tom that by registering, he can watch streaming channels about furniture.



Gary helps Tom to register, then explains how Tom can search for these customer-curated streaming channels using the online guide.



Tom cautiously searches the guide and clicks a channel called "American Period Furniture". To his satisfaction, a long playlist of related shows begins to stream on his monitor.

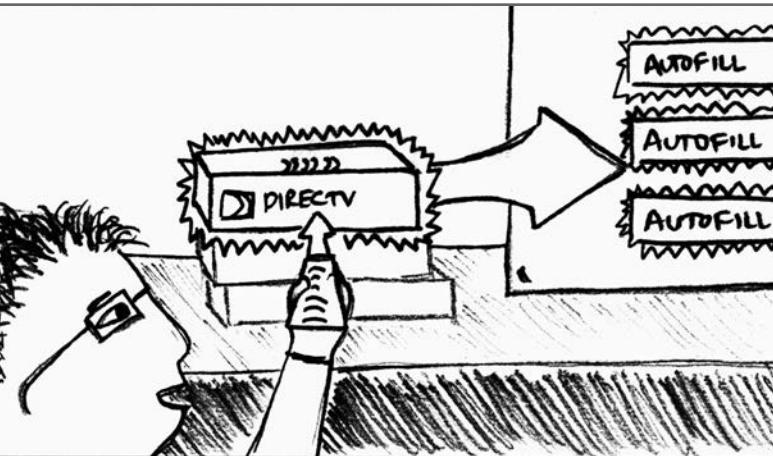


Tom, tired of sitting in his uncomfortable office chair, notices an icon labeled "Play on TV". Tom clicks it, watches his TV launch the streaming channel, and sinks into his couch.

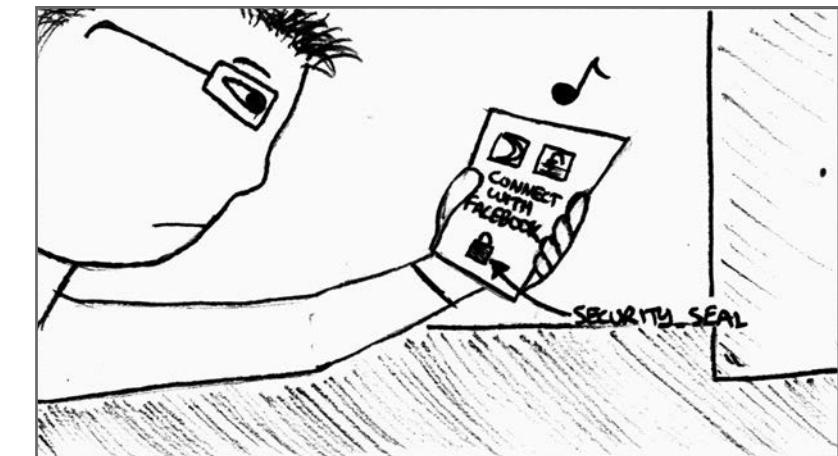
Dennis Discovers Registration and Social Login from the Set Top Box



Dennis' DIRECTV system was just installed. He excitedly turns on his new 90" HD TV and is prompted to register for DIRECTV Everywhere and other online services.



Frustrated with his remote, Dennis finds an icon instructing him to touch his smartphone to the STB for faster registration. He tries it, and several of the TV's form fields auto-fill.



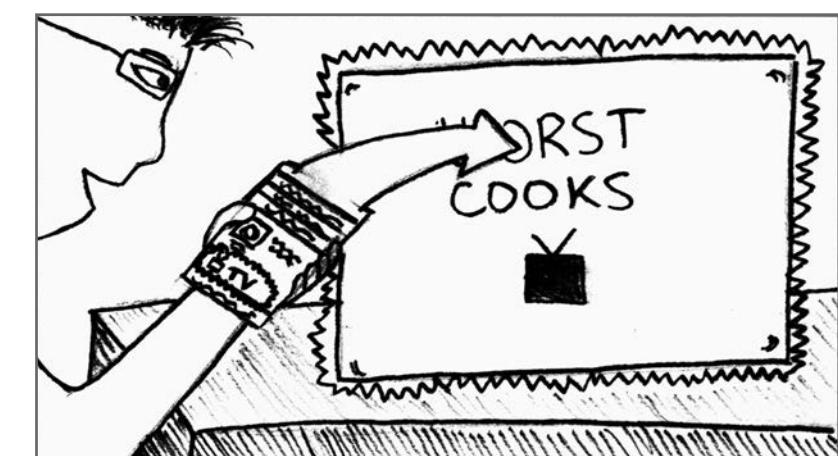
After Dennis registers, his smartphone asks if he wants to download the DTV app and connect to Facebook. Skeptical but curious, Dennis is reassured by a security seal.



Dennis is startled to see his wife Audrey's Facebook photo in the channel guide next to *Worst Cooks*, a show she recently posted about wanting to watch.



Dennis is disappointed not to find a "Watch Now" button to stream the show to his phone, and thinks Audrey will have to wait until the DVR is able to record it.



Just then, Dennis notices another button: "Play on TV". He taps it and is thrilled when the show begins to play on demand on his TV. He can't wait to show this to Audrey!

Other Considerations

Beverly is Soft-Registered at Point of Purchase (Scenario)

Beverly's son Derrick stormed off to bed early, complaining that a highly anticipated episode of MTV's True Life failed to record on their Charter cable DVR because Beverly had set the DVR to record the Top Chef finale at the same time. Usually, Beverly uses this brief moment to herself to unwind on the sofa before her eyes shut, but tonight, she sits frowning and fidgeting, uneasy with guilt. Suddenly, the TV plays an ad for the DIRECTV Genie, and Beverly, hoping to appease Derrick with additional DVR slots, wonders if she should cut the cable and switch to DIRECTV.

Beverly grabs her laptop from the coffee table in front of her and goes online to the DIRECTV website. She is immediately enticed by a large splash ad for the Genie. After clicking to learn more, Beverly sees some technical details that make her unsure. Rather than clicking to subscribe to DIRECTV online, Beverly calls the phone number listed, determined only to make the switch if a DIRECTV representative is able to clarify that her family's viewing habits won't be adversely affected. During the call, the representative puts Beverly's concerns at ease. Feeling more confident, Beverly decides to subscribe on the spot. The representative asks Beverly for some setup-related information, including her email address.

After Beverly hangs up the phone, she receives a follow-up email thanking her for her business. The email mentions that Beverly has been registered for an online account that she can begin to use right away—without waiting for her satellite installation—and that when she does, a free, streaming pay-per-view movie will be hers. Intrigued, Beverly clicks through to the website, where she is asked to create a password en route to her free movie. Excited to get a free pay-per-view movie, and spurred to move quickly before sleepiness overtakes her, Beverly enters her go-to, favorite password—her sons' names and her birthday—and clicks "Create Password."

An introductory dialog fills the window, reminding Beverly that her first streaming pay-per-view movie will be free. The dialog then offers to help her find a movie she'll like by asking her to pre-select some favorite shows, actors, and genres. The dialog says that in the future—based on Beverly's feedback tonight—it will automatically record or save content Beverly might like. This excites Beverly, who is usually too busy managing her family to spend much time sifting through endless entertainment options. Beverly decides to invest a few minutes into making good selections, as she'll get a better pay-per-view movie recommendation now as well as saving time and effort in the long run.

Her selections entered, Beverly is next introduced to the streaming experience: a split-screen channel guide and content pane. As Beverly clicks various programs in the guide, she is impressed to see those available to stream immediately begin playing in the content pane; those not yet available play previews or interviews with the cast and crew.

Beverly notices a search bar at the top of the page, and on a whim, types "True Life" and clicks Search. Lo and behold, Derrick's missed show is available to stream instantly! Beverly glances at the clock and springs off the couch with renewed energy; sure, it's a school night, but it's not too late to interrupt Derrick's sad dozing with a little surprise news.

Katie Registers for an Online-only Trial Subscription (Scenario)

Katie's close friend John has been subscribed to DIRECTV for several months and is always posting about his love for it on Facebook, Twitter, and even Path. Today is Saturday, and Katie, scrolling through her Facebook feed on her iPad, sees another of John's posts with a link. This time, it's about a new DIRECTV offer: "Friends, I'm streaming shows and movies straight from your activity feeds! Confused? Let me show you the light by giving you a free one-week trial subscription to DIRECTV online!"

Katie feels a pang of jealousy. John is streaming shows straight from my activity feed? As a lover of everything online and social, Katie prides herself on being ahead of the curve in these areas, but John has clearly one-upped her. Katie thinks about her current cable company, Comcast; the only reason she visits its website anymore is to pay her bill. A tad boring. Her husband Andrew loves Comcast's bundled services deal, a nice pennysaver with their baby on the way. But, Katie's thoughts keep circling back to John's boast about socially connected streaming. Katie feels defiant. She scrunches up her face and silently vows, "We're a little strapped, but I'm not about to give up my title as cool kid on the block!"

So, Katie replies to John: "Put your money where your mouth is! I'm in, and I'm bringing @AndrewPeterson along with me!" Andrew, sitting in the kitchenette, sees that he was mentioned, reads the comment, and shoots Katie a quizzical look. "It's just a free trial," Katie shoots back, and taps the link.

Katie's browser redirects her to the DIRECTV home page, and a lightbox pops up, asking for her permission to log her in through the social network of her choice. Katie uses social login all the time, especially because it's so much easier on her tablet, so she happily logs in with Facebook. Another lightbox dialog pops up, asking Katie what information she'd like to share and with whom. Katie decides to share a limited amount of information at first, confident that once she's observed what gets posted, she can open the floodgates as wide as she likes by modifying her settings through Facebook.

Katie proceeds to a third and final lightbox introducing the various activities she can perform on the website and explaining that she can unlock a small amount of customer-only content by trying them all. Katie nods with familiarity; she's seen this kind of interactive tutorial before with her Dropbox account, and "playing the game" really paid off, doubling her storage space there. Katie taps "OK" to dismiss the lightbox, revealing a DIRECTV home page specially geared to her trial registration. Getting her bearings, Katie hovers her fingertip over some of the areas that the tutorial has just mentioned: an online channel guide with streaming content, a listing of on-demand movies she can watch, and a collection of exclusive package activation opportunities for trial users—several highlighted by celebrity Twitter endorsements which amuse Katie. She walks over to Andrew and shares a particularly funny CCK endorsement by Snooki from Jersey Shore.

At first, Andrew is a tough sell. However, at second glance, his eye is drawn to the top of the trial home page, where he sees a feed of entertainment-related comments by Katie's Facebook friends with links to content on DIRECTV's website. "What's this?" asks Andrew. Reaching over Katie, he taps a friend's comment and is impressed when the show the friend mentioned loads instantly. Katie's eyes go wide with anticipation as she considers how with a single touch, she can now watch the shows that her friends have been championing.

After several days of enjoying socially connected streaming, Katie decides to discuss switching to DIRECTV with Andrew at the dinner table. Both of them are still worried about the cost of unbundling their Comcast services until Katie recalls a deal she saw as she was first unlocking content in her website tutorial: DIRECTV offers an AT&T bundle that costs about the same as Comcast's! When Katie raises this point, Andrew caves, and Katie happily taps to activate the package she's been eyeing all week. Her satellite on the way, Katie heads over to Facebook where she reshares her friend John's message from Saturday, adding: "John was right. @DIRECTV rocks. And now that I'm a paying customer, hit me up for a #DIRECTVtrial of your own!"

Validation of Concepts

From the ideas that were generated during the How Might We brainstorming activity and the storyboards, we created prototypes of the login and registration screens incorporating social login. Observations and findings from the surveys and remote interviews indicated that if presented with social login during the sign in process, most existing customers would select to authenticate using their existing DIRECTV credentials.

In order to test this finding, we intercepted customers from the My Account page and routed those who agreed to participate to Usabilla to complete a brief task—click the image to indicate how you would proceed if presented with these options (see image). A total of 100 customers participated in the study.

The heatmap shows that closely eight out of ten customers (76%) clicked directly on the Enter email address field to sign in using their DIRECTV account, while about one in ten (8%) selected one of the social network buttons. These results validate earlier findings that suggest that customers who already have a DIRECTV account are more likely to log in using their DIRECTV credentials and less likely using their social network.



For registration, we wanted to explore how customers would respond to having the option to create an account using either social login or their DIRECTV credentials. Different layouts were tested in Usabilla and the findings were very similar to the survey results with a large majority (around 80%) choosing to create an account without social features and around 16% choosing to use a social network.

Participants were tasked with clicking once on the image to indicate what they would do if they decided to create an account. Here (see image), 80% clicked within the form field section of the page with 68% of those clicks going to the first field—email address. 11% of clicks were placed within the social login side of the page.

Create Account

1. Customer Verification > 2. Account Profile > 3. Account Creation Complete

Account Profile

Sign up faster using your social network:

• Share your favorite movies & shows with friends
• See what your friends are watching
• Receive recommendations

Learn more |  Security Promise

OR

Please enter an email address to be associated with your account:

Confirm Email*

Please select account password:

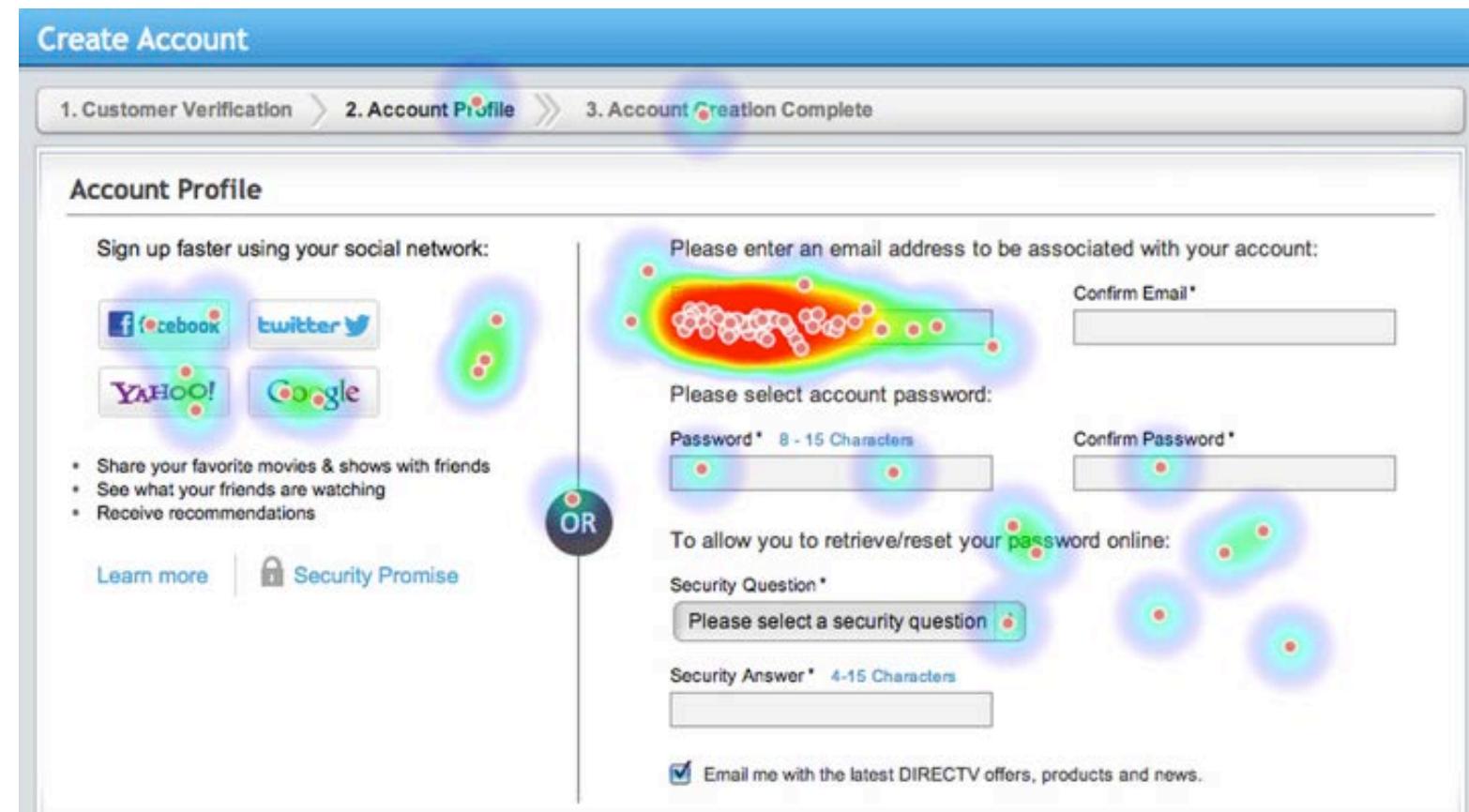
Password * 8 - 15 Characters Confirm Password *

To allow you to retrieve/reset your password online:

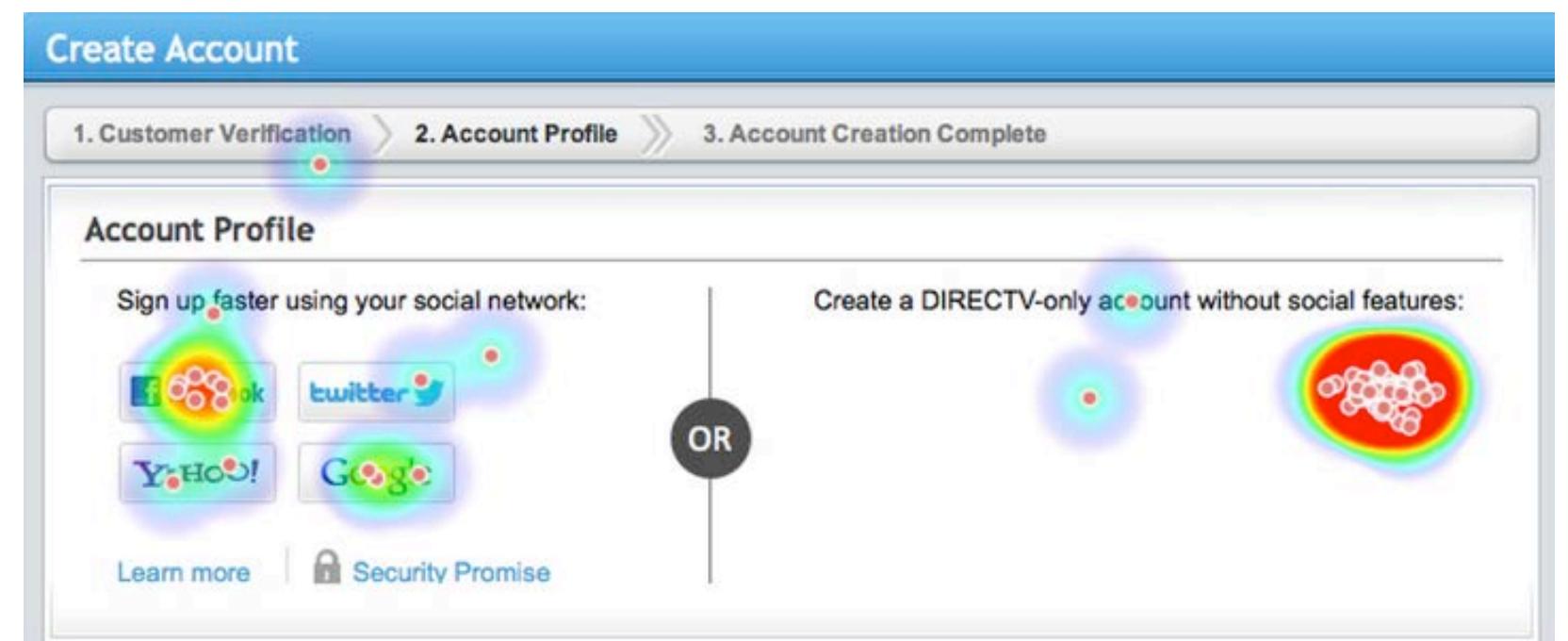
Security Question* Please select a security question

Security Answer* 4-15 Characters

Email me with the latest DIRECTV offers, products and news.

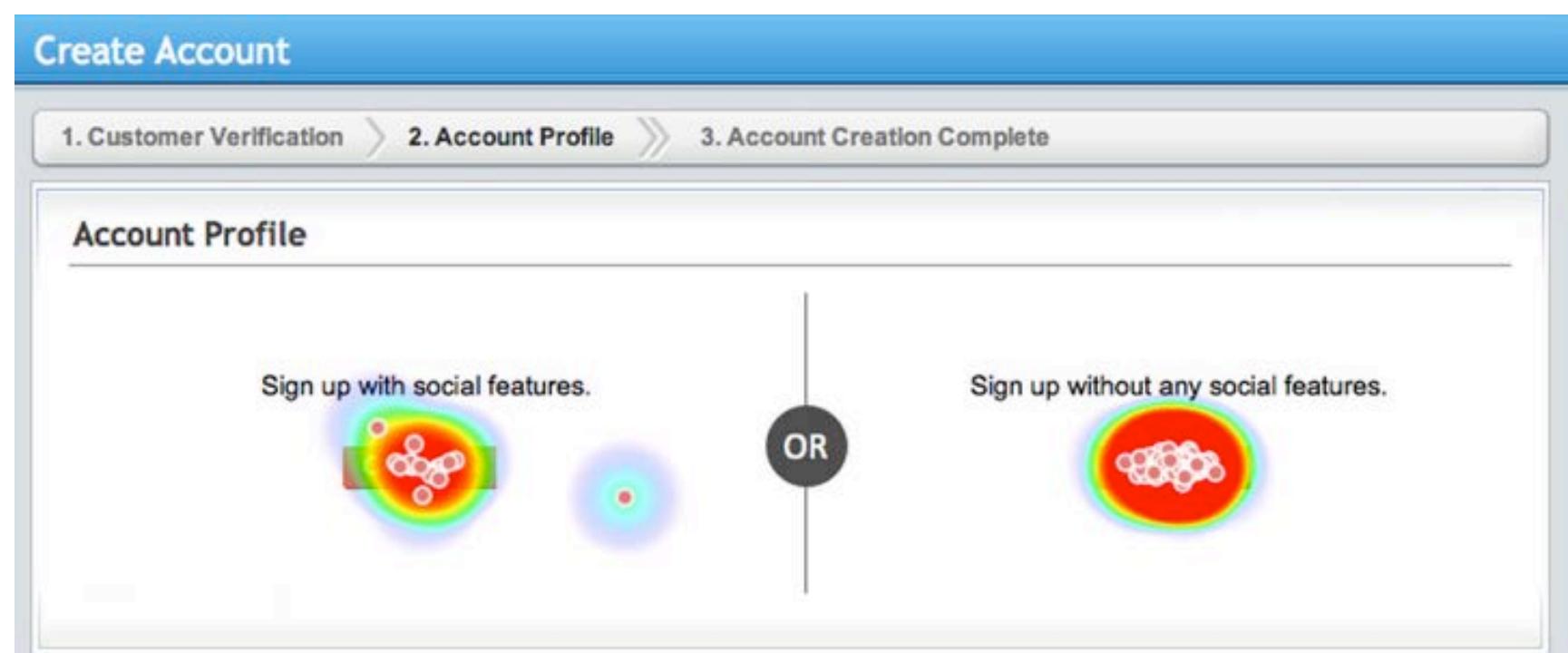


A second layout was created without form fields and one call to action (CTA) to create an account “without social features.” This version was tested with 100 customers, and the results (see image) remained consistent with the prior layout, with 81% opting to create an account without social features and 16% opting to use a social network.



At this point, we wanted to test where customers would click if presented with the clearest possible choice between the two options. So, we decided to further simplify the layout by removing all social and form elements and presenting two distinct CTA's to sign up with or without social features. Results (see image) remained consistent with 79% selecting to sign up without social features and 17% selecting to sign up with social features.

Results from all three Usabilla tests aligned with our registration and login surveys' finding that eight in ten customers would not use social login if it were presented as a categorical, either-or option on the website.



Concepting and Prototyping with DMG in NY

As part of the handoff process, we went to the DMG offices in NY to spend time with the team to share the findings and observations that were gathered from our research as well as conduct collaborative brainstorming and concepting activities. The goal of these activities was to work together to find and develop opportunities to solve some of the problems that emerged from our research. Using a concepting activity we call Mad Dash to the Future, we asked the group to think about outside-the-box ways DIRECTV might improve customers' registration experience, looking beyond its current state.

We started the activity by thinking together about the characteristics of today's registration experience. We asked the group to give us words they would use to define the experience, descriptions of what it looks like, and feelings that it inspires within customers. After writing these words down on individual cards, each participant chose one of his or her cards to keep and placed their remaining cards in a central pile, which we shuffled. Then, everyone went around choosing two random cards. Everyone buddied up into pairs to discuss their cards and use them to brainstorm ideas to sketch out as storyboards. Each group was tasked with coming up with at least two different concepts.

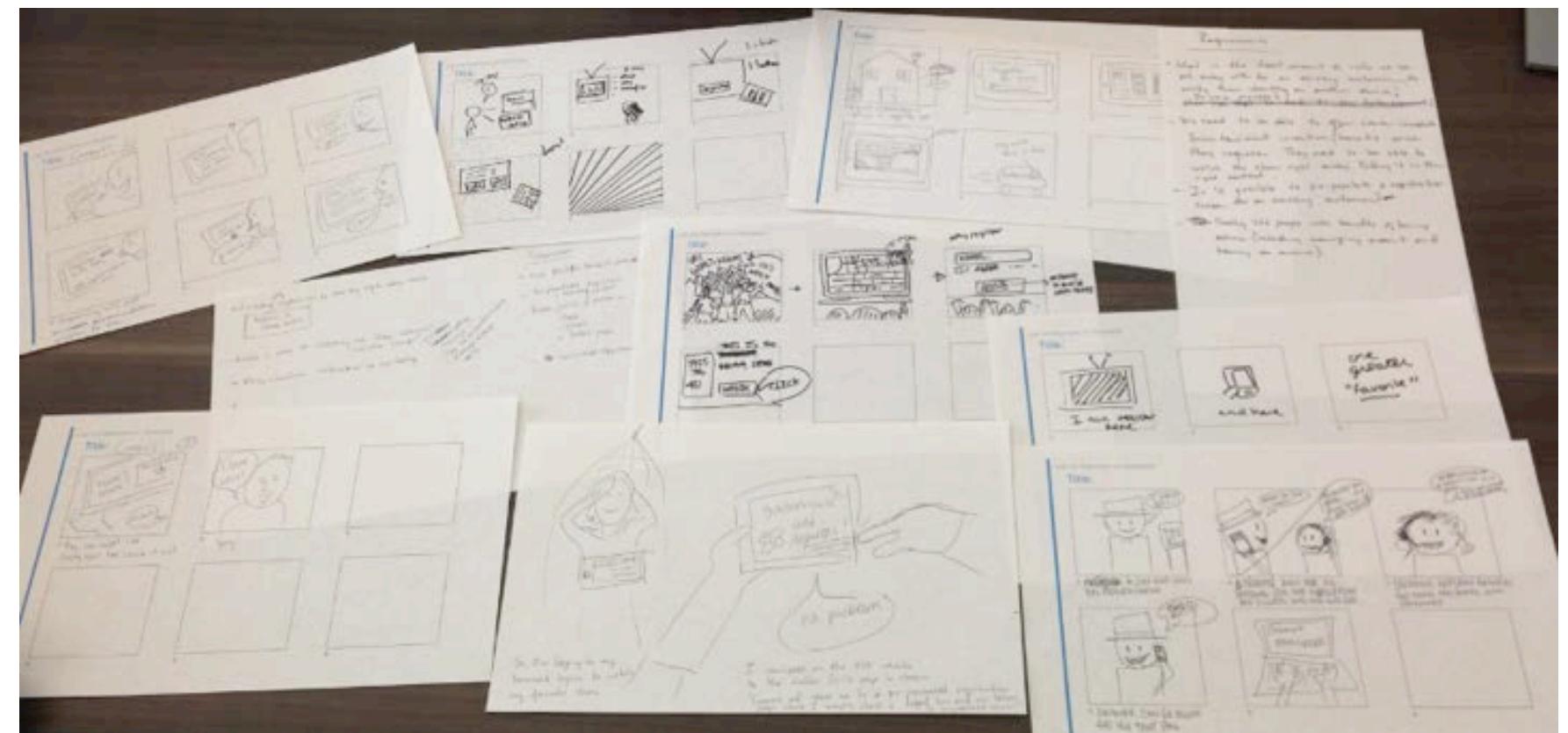


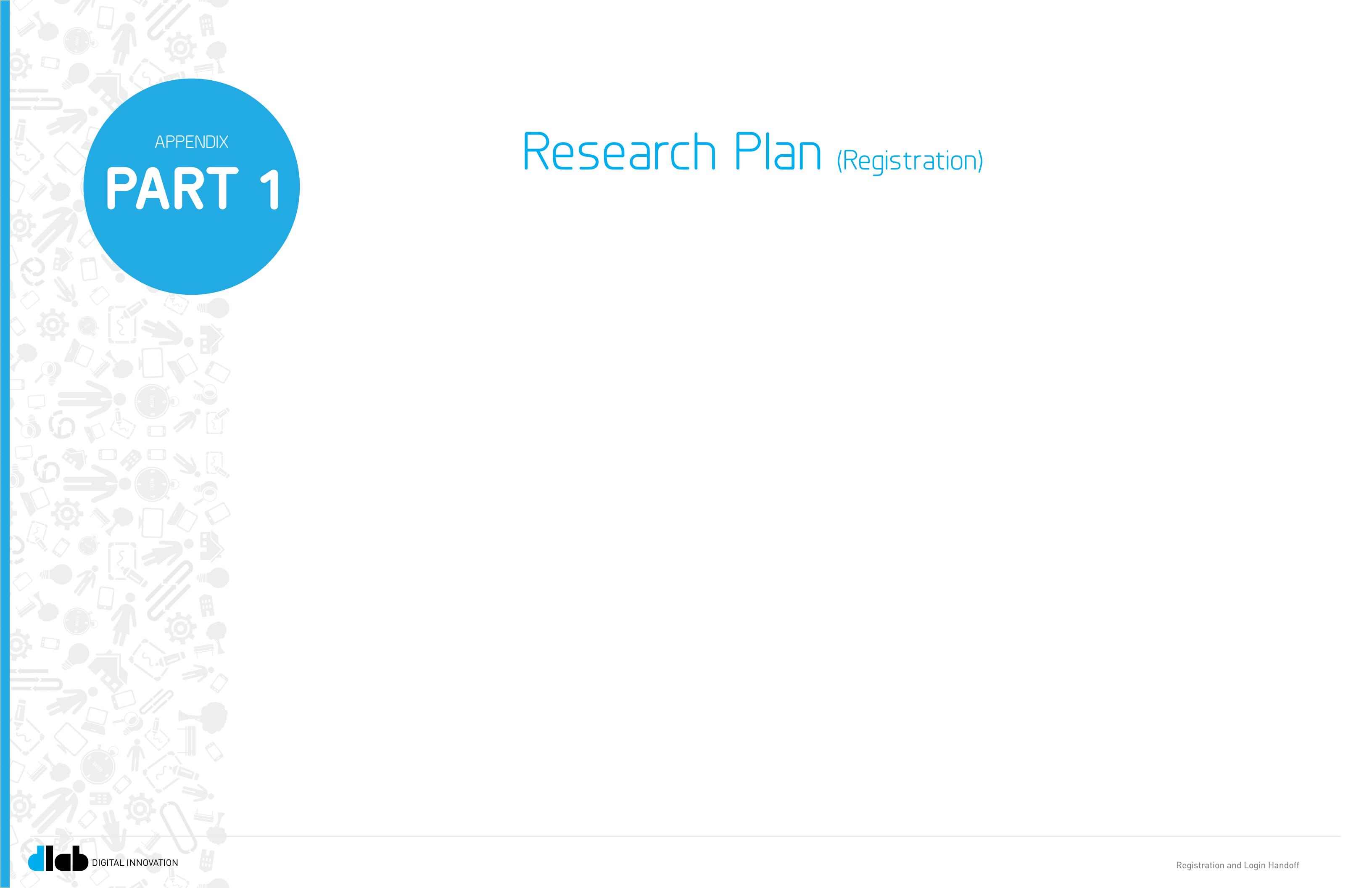
Each group then met with other teams to present their sketches and concepts and gauge the responses received from the other team. The concept that received the strongest reaction for each team, whether positive or negative, was declared the winner and passed through to the next stage.

To complete the activity, each team discussed ways in which they could envision their winning concept through the lens of the customer. Each team's final output could be a sketch, a storyboard, a requirements list, or any combination of these.



After outlining their visions (see image), each team presented them to the group and discussed how their ideas could be implemented within the next year. From this activity, each participant was able to walk away having experienced the concept creation process by coming up with innovative, attainable ways to address the current registration process.





APPENDIX

PART 1

Research Plan (Registration)

Registration 2.0

Research Plan

Created by Russ Essary on December 3, 2012

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Research Overview

Prompted by the recently observed decline in customer registration for DIRECTV.com, we aim to define the boundaries of the DIRECTV customer's registration ecosystem.

To reveal the context around the customer's decision to create an account on the website DIRECTV.com, we are conducting remote user interviews and running two surveys via web-based popups and Omnibus. We also seek to recruit supplementary participants outside the context of DIRECTV.com, e.g. by mail, in order to compare their responses with those of customers who have visited the website.

We plan to synthesize results in transcripts coded for breakdowns and design ideas, in affinity diagrams revealing trends sliced by use case, and in any consolidated data models we deem relevant after interviews have provided direction.

Objectives

By this project's conclusion, we plan to achieve the following objectives. These will help us to learn how we can more effectively promote the value of DIRECTV.com registration to unregistered customers while removing obstacles to registration:

1. Understand the context around how customers are registering **in the moment**, sliced by technological proficiency (basic or advanced) and either use case or phase of journey (depending on web-based survey results)
2. Given other contexts of use (e.g., Enduring/bill pay), understand how customers perceive their online/offline capabilities and how they act based on these perceptions
3. Understand how customers perceive registration in general (e.g. on other sites) and social sign-on

We will pay special attention to the primary reason the customer decides to register, whether to manage an account or to watch entertainment online. We will also consider the customer's technological proficiency—basic or advanced—and how long the customer has had DIRECTV service installed. Our goal in differentiating between customers using these metrics will be to understand the customer's decision to register in light of the customer's intentions, abilities, and tenure of DIRECTV service.

Participants

Participants in our web-based survey must meet the following criteria:

Characteristic	Desired number of participants
Total number of participants	500
Is subscribed to DIRECTV	All
Is about to register for DIRECTV.com	All

Participants in our remote interviews must meet the following criteria:

Characteristic	Desired number of participants
Participant type	
Test run	1
Regular	16
Total number of participants	16
Is subscribed to DIRECTV	16
Is about to register for DIRECTV.com	16
Primary reason for registering	
Manage account	4
Watch entertainment	3
View TV guide	1
Modify service	4
Seek technical assistance	2
Obtain product information	2

Method and Logistics

December 20-21, we will run a brief web-based survey to decide between slicing remote interview participants by customer journey phase and registration intent (e.g., bill pay or watch online entertainment). Ethnio intercepts will guide respondents to closed-ended questions on SurveyMonkey. See **Appendix: Metrics Evaluation Survey**.

January 2-3, we will conduct exploratory remote interviews by phone to prompt open-ended feedback revealing the context around the customer's decision to create an account on the website DIRECTV.com. Ethnio intercepts on the Sign In, Create Account, and Contact Us pages will guide respondents to a short online screener to determine eligibility and contact information. We will obtain eligible and willing respondents' permission to participate in remote interviews by asking them to acknowledge an Informed Consent form by email. From the Product Ideation Lab, an in-house moderator assisted by a notetaker will contact consenting participants to conduct a phone interview recorded by both AT&T and a backup digital voice recorder. All participants will be asked the same questions per the preformatted **Moderator's Guide** (see section below) which will be used to capture data and ensure consistency in recording participants' answers, topics and decisions. See **Appendix: Ethnio Popup Copy** and **Appendix: Ethnio Online Screener**.

Later in January, we will run an Omnibus survey to gain consumer insights into areas of interest revealed by the preceding research. See separate document.

Study Limitations

Limitations of the study include the following:

- As a trade-off for the convenience of remote research, we will not be able to observe respondents' facial expressions or physical environments.
- To avoid interfering with onboarding efforts, we will not recruit respondents on the homepage, although it presents the easiest means of recruiting a balanced set of respondents.
- Surveys and interviews will occur during the December holiday season and just after the new year, possibly having an unknown effect on the number of respondents and their customer journey phases.
- By focusing only on customers with intent to register, we may gain more insight into their reasons for registration than into obstacles encountered by customers without intent to register both short- and long-term. However, through a web analytics request to track customer's actions immediately after sign-in, we will still gain some insight into actions of recently and long-registered customers.
- An separate, simultaneous A/B test of the updated global navigation menu may interfere in unknown ways with Ethnio intercepts on DIRECTV.com.

Session Overview

Interview sessions will be 30-45 minutes long. Refer to **Appendix: Session Setup Guide** and **Appendix: Moderator's Guide**.

Pre-interview

1. Send Informed Consent to participant.
2. Introduce study.
3. Explain that sessions will be recorded.
4. Introduce observers.
5. Confirm participant's screening answers before proceeding.

Interview

To understand the context around how customers are registering **in the moment**, we will ask:

1. Why, where (at home, at work, or elsewhere) and when (time of day, after a particular prompt, before/after a certain activity) did you decide to create an account for DIRECTV.com today?
2. What do you feel are the advantages of creating an account?
3. Are there specific ways you feel DIRECTV.com could potentially better serve your interests compared with its current offerings as you see them?
4. How, when, and with whom else present did you first learn about the possibility of creating an account for DIRECTV.com? What was your reaction and impression?
 - a. What were your preconceived expectations about creating an account, if any?
 - b. Have you completed creating an account, and if so, how did the process, as well as the services or content you gained access to, compare with your expectations?
 - i. If you have not completed creating an account, why did you pause? Will you continue?

To understand how customers perceive their online/offline capabilities and how they act based on these perceptions, we will ask:

1. What kinds of devices do you have? When, where, and how often do you use them?
2. With specific regard to your DIRECTV service, how (e.g., phone, help from friends/family, or other) do you currently accomplish the following goals with specific regard to your DIRECTV service:
 - a. Watch entertainment?
 - b. Record entertainment?
 - c. View TV guides?
 - d. Learn about TV-related product information and/or marketing promotions?

- e. Modify a service, for example, upgrade/downgrade/add-on?
- f. Handle an account, for example, pay a bill or sign up for automated bill payments?
- g. Seek customer service assistance for a personally owned product?

3. Now that you have decided to create an account on DIRECTV.com, how do you feel about using it to access each of those services?

- a. For any you plan to access, when and where do you expect to do so?

To understand how customers perceive registration in general and social sign-on, we will ask:

- 1. Do you always register for every product or service you own? If not, how do you distinguish between services it is useful to register for and those that aren't?
- 2. How do you feel about going online to use any website (not necessarily DIRECTV.com) to accomplish similar goals to those addressed by DIRECTV.com (e.g., watching a show on Hulu, paying a gas bill, or seeking customer assistance for your vacuum cleaner)?
 - a. What are your standout memories, whether positive or negative, of particular experiences the previous question brought to mind?
- 3. What are your thoughts, preconceptions, and prior experiences of social sign-on? (Explain: this means using one of your social network accounts—e.g., Facebook, Twitter, or Google+—to sign onto a separate service not directly affiliated with the social network.)
 - a. Would you be interested in signing onto DIRECTV.com through one of your social network accounts (e.g., Facebook, Twitter, or Google+)?
 - i. What factors influenced your answer to this question?
 - 1. [If participant needs prompting, take note, then ask:] Did any of the following influence your answer: desire for increased convenience, how much you trust your social networks, how much you trust DIRECTV, or anything else related to social sign-on?
- 4. How do you feel in general about registering and logging into websites to use their services?
- 5. Is there anything else you would like to share about your feelings toward or experiences with registering for websites to use their services?

Debriefing

- 1. Follow up on any problems that came up during the study.
- 2. Provide the participant with DIRECTV contact information.
- 3. Provide information about the incentive and thank the participant.

Appendix A: Ethnio Popup Copy

The following copy will be used in the Ethnio popup:

Headline	Planning to register today?
Incentive	Earn a \$25 Amazon gift card!
Description	We are looking for DIRECTV customers who plan to register today to participate in a 30-45 minute phone interview within the next 15 minutes. To qualify, please answer a few short questions. If selected, you will receive a phone call from us.
Call to action	Continue

Appendix B: Ethnio Online Screener

The Ethnio online screener is prompted once the user clicks on the Ethnio popup's "Continue" button. The following copy will be used in the online screener:

Question	Response Fields
1) When was your DIRECTV service installed?	<p>Radio buttons</p> <ul style="list-style-type: none">• Not yet, but I've scheduled installation• Within the past four months• Over four months ago• I never ordered DIRECTV
2) What is the primary reason you are creating your account today?	<p>Radio buttons (RANDOMIZED EXCEPT LAST OPTION)</p> <ul style="list-style-type: none">• To watch entertainment online on DIRECTV.com• To view the TV channel guide• To obtain product information• To modify my service (e.g., upgrade, downgrade, or add-on)• To manage my account (e.g., pay a bill or sign up for automated bill payments)• To seek technical assistance• None of the above
3) Indicate your agreement: "I only need the basic, local channels. Anything more is unnecessary."	<p>Radio buttons</p> <ul style="list-style-type: none">• Strongly disagree• Somewhat disagree• Neither agree nor disagree• Somewhat agree• Strongly agree
4) Indicate your agreement: "It is important for me to be able to record TV programs in HD."	<p>Radio buttons</p> <ul style="list-style-type: none">• Strongly disagree• Somewhat disagree

	<ul style="list-style-type: none"> Neither agree nor disagree Somewhat agree Strongly agree
5) Indicate your agreement: "I prefer having all the latest innovations and technology from my TV service provider, even if it's a bit complicated."	<p>Radio buttons</p> <ul style="list-style-type: none"> Strongly disagree Somewhat disagree Neither agree nor disagree Somewhat agree Strongly agree
6) When can we call you to start a 30-45 minute phone interview?	<p>Radio buttons</p> <ul style="list-style-type: none"> Now Not now, but keep my email for the future Never
7) Phone number	Text field
8) Email address	Text field
9) Full name	Text field
10) Age range	<p>Radio buttons</p> <ul style="list-style-type: none"> Under 18 18-35 36-49 50-65 Over 65

Depending on how participants match the criteria provided, participants will be emailed an Informed Consent form to participate in the study, and when acknowledged, will be called immediately.

Appendix C: Moderator's Guide

Screening Information

Date/Time:	Currently subscribed?	Yes	No
Name:	Registered for DIRECTV.com?	Yes	No
Phone:	When was DIRECTV service installed?		
Email:	Not yet	Within 4 months	Over 4 months
Age range:	Under 18 (TERMINATE)		
18-35	36-49	50-65	Over 65
Technological proficiency:	Basic	Advanced	

Cheat Sheet Tips

- To obtain clarification, repeat what the participant said and then ask: “Is that right?”
- Can also ask: “Could you talk about that more?”
- If a question is getting repetitive, ask: “I know you already said X, but I am wondering about Y.”

Introduction

Hi, can I speak to _____ (participant name)? Hi there, I'm (moderator name), and I'm calling on behalf of DIRECTV with regard to the survey you just filled out a few minutes ago.

How are you doing today? (pause) Do you still have 30-45 minutes to talk? (**TERMINATE** if No)

In the room with me, I have (observer name), who'll be taking notes and looking after technical details.

I'd like to thank you in advance for your participation. Before we begin the interview, you will need to have access to the Internet to review and provide your consent for this study. Additionally, we would like to record the interview so that we do not miss any of your feedback. Is that okay? (**TERMINATE** if No)

Consent

I'm going to read a web address that will take you to the consent form. Are you ready to type into your browser? (Read slowly and clearly) **bit.ly/dtvagree** And press Enter.

(b as in bicycle, i as in Internet, t as in Tom, dot, l as in Larry, y as in yellow, forward slash, d as in David, t as in Tom, v as in Victor, agree as in "agree or disagree"—that's bit.ly/dtvagree)

Do you see the consent form? (pause) Great, so, let me know when you've read it, filled it out, and accepted it. Please feel free to take all the time you need.

(Confirm with observer that participant has accepted and that name and date match.)

Great! We will begin recording now. You may hear a series of beeps or a few seconds of silence. Okay?

(Press *2 to begin recording audio)

Study Expectations

Now, before we continue to the interview, I'd like to tell you a few things about the session:

- The session should take 30-45 minutes, and you're free to withdraw at any time for any reason.
- Anything we discuss will be confidential. The information we gather will be for research only, and your identity will not be disclosed.
- The questions I ask are not meant to be a test in any way, nor are we trying to sell you anything. We just want your honest opinion.

Study Overview

Our conversation today will be mainly about your understanding of services available on our website, DIRECTV.com, and also to a large degree about your experience as a customer creating an account for the website—also known as registering. We're also interested in your thoughts about registration in general. We'll take your feedback to help us improve our registration process and the services we offer to registered customers. Do you have any questions? (pause) Okay, let's get started.

Questions About Registering In The Moment

1. Can you tell me a little bit about why you decided to create an account for DIRECTV.com today? (Moderator—really dig! Why, why, why?)
2. Around what time of day did you make the decision to create an account for DIRECTV.com?
3. Were you at home, at work, or somewhere else?

Home **Work** **Other**

4. Have you finished creating your account? **Finished** **No**

a. (If Finished)

- i. How would you say the services and content you gained access to after registering compared with your expectations?
- ii. Tell me your impression of the pages you navigated through and the forms you filled out. How would you say the actual registration process compared with your expectations?

b. (If No)

i. Okay, let's talk about why you didn't finish. Can you tell me more?

ii. Will you resume or restart your registration at some other time?

Resume **Start over** **Other** _____

When?

5. To your best recollection, how did you first learn that you could create an account on our website?

6. Thinking about your computers, mobile phones, etc., what kinds of devices do you use?

Desktop computer **Laptop computer**

Tablet computer **Mobile phone (Smart / Dumb)**

Anything else? _____

a. And how often do you use your (first device, second device, etc., repeat for each)?

b. Which device did you use today to create an account on our website?

i. Why didn't you use your (repeat for each other device)?

1. Do you ever use your (other device) to access DIRECTV service in any other way?

Questions About Perceptions of Online and Offline Capabilities

7. Okay, great, thanks. We have finished a third of the interview. Now, let's talk about your activities prior to your registration experience with us today. Prior to registering today, have you watched TV shows, movies or other programming using DIRECTV?

Yes **No**

a. How did you watch shows, movies or other programming? (TV, laptop, tablet computer)

b. Why did you watch in this way?

8. Before today, did you have a way to save TV shows, movies, or other programming to watch later?

Yes **No**

a. How did you save shows, movies, or other programming to watch later? (DVR, TV Tuner Card)

b. Why did you choose to save TV shows in this way?

9. Before today, how did you find TV shows, movies, or other programming to watch? (TV, newspaper)

a. Why did you choose to use this method of finding TV shows to watch?

10. Before today, how did you obtain DIRECTV product information?

Internet

Commercials

Phone call

Circular

Store

Other _____

11. Have you modified your DIRECTV products and services—e.g., upgrades, downgrades, or add on?

Yes

No

a. How did you request your modification from DIRECTV?

b. Why did you choose to request your modification in this way?

12. How have you managed your DIRECTV account—for example, paying a bill? (For example: phone)

a. Why did you choose to manage your account in this way?

13. Have you sought assistance for technical problems, account issues, or getting help with other aspects of DIRECTV service?

Yes

No

a. How did you seek assistance? (Phone, DIRECTV.com, Google search)

b. Why did you choose to seek assistance in this way?

14. Great. Now, I'll ask you a series of questions about the activities we just discussed. First, I'll ask you how interested you are in doing the activity on DIRECTV.com, and then I'll ask you to discuss your answer. Are you ready? (pause) Okay, let's begin.

How interested are you in using our website to watch TV shows, movies, or other programming?

Extremely uninterested Uninterested Neutral Interested Extremely interested

Why?

15. How interested are you in using our website to find TV shows, movies, or other programming?

Extremely uninterested Uninterested Neutral Interested Extremely interested

Why?

16. How interested are you in using our website to obtain DIRECTV product information?

Extremely uninterested Uninterested Neutral Interested Extremely interested

Why?

17. How interested are you in using our website to modify your DIRECTV products and services—upgrades, downgrades, or add-ons?

Extremely uninterested Uninterested Neutral Interested Extremely interested

Why?

18. How interested are you in using our website to manage your DIRECTV account—for example, paying a bill?

Extremely uninterested Uninterested Neutral Interested Extremely interested

Why?

19. How interested are you in using our website to seek assistance for technical problems, account issues, or getting help with other aspects of DIRECTV service?

Extremely uninterested Uninterested Neutral Interested Extremely interested

Why?

Questions About Perceptions of Registration In General and Social Sign-on

20. Fantastic, we are two-thirds of the way through our interview. The information you've given us so far has been really valuable. I'd like to finish by discussing registration in general, mostly unrelated to DIRECTV.com. How do you feel in general about registering for websites to use their services?

21. Would you say that you always register for every product or service you own?

Always **No**

a. (If Always)

Interesting! Can you tell me more about why that is?

b. (If No)

Can you tell me how you distinguish between services it is useful to register for and those that aren't? (If needed:) If you're not sure, please try to reason it out by thinking aloud.

22. Have you registered for any websites that provide services you use similarly to DIRECTV?

c. How do you feel about having registered for that/those website(s)?

23. Do you have any social networking accounts, for example, Facebook, Twitter, or Google+?

Facebook **Twitter** **Google+** **Other** _____

24. Have you ever used your social networking account to sign onto a separate service not affiliated with your social network?

d. Would you be interested in signing onto DIRECTV.com through one of your social networking accounts—again, such as Facebook, Twitter, or Google+?

i. Can you tell me what factors influenced your answer to the previous question?

Needs prompting: For example, did any of the following influence your answer?

Desire for increased convenience How much you trust your social networks

How much you trust DIRECTV Anything else you associate w/ social sign-on

Debriefing

25. Let me check with (observer's name) if s/he has any additional questions—I'm going to put you on mute for a moment. Please hold.

(mute phone)

26. Is there anything else at all you'd like to tell me or ask me before we conclude, discuss your incentive, etc.? Anything I didn't ask you?

27. That's everything. Let me verify the email address where you'd like us to send your incentive. Is your email address (participant email)?

Your Amazon gift certificate will be emailed to you within the next week. If you haven't received it a week from now, please send me an email. Let me give you my email address, are you ready? (Wait to confirm) Okay, it's (moderator email).

We really appreciate your feedback, and it'll go a long way toward improving the DIRECTV.com experience. Thanks again for participating, and have a great day.

(Hang up)

Post-session Tasks

Remove sign from door.

Send Amazon gift card: Neysa will log in, select generic "Thank You" eCard, select the value promised by the study screener, and type in a simple message.

Appendix D: Ethnio Page Placement

Ethnio is the intercept tool that we will use to recruit participants on the Sign In, Create Account, and Contact Us pages. The Sign In page is the first place unregistered customers must go in order to proceed to registration, followed by the Create Account page. The Contact Us page provides alternatives to some online services, e.g., customer service by phone, and so may be heavily frequented by unregistered customers. For an analysis of additional pages that were considered, please refer to the following table:

Pages considered	Reasons for not using
Homepage	<ul style="list-style-type: none">• Intercept interferes with homepage marketing

Appendix E: Ethnio Popup Placement

The Ethnio popup will appear on the bottom righthand corner of the Sign In, Create Account, and Contact Us pages once the cookie is set by the user. This prevents the Ethnio popup from covering forms on the Sign In and Create Account pages, or the phone number and other contact information on the Contact Us page. The popup will only ever display once unless the Ethnio cookie is deleted.