

ERROR 775 USER RESEARCH – JUNE 2021

Putting the customer in the driver's seat

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Kelli Eddinger – Note taker

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Walter Heath – User list



Scope

- Purpose
- Participant metrics
- Interview findings
- Usability testing
- Next steps

To see through our customer eyes

What is it like for them to use our support products?



The
Reluctant

Immediately reaches out for help when something goes wrong with their service.



The
Attempter

Try basic troubleshooting by using support articles before contacting AT&T for help.



The
Ace

Use their knowledge to attempt more advanced troubleshooting

Participant metrics

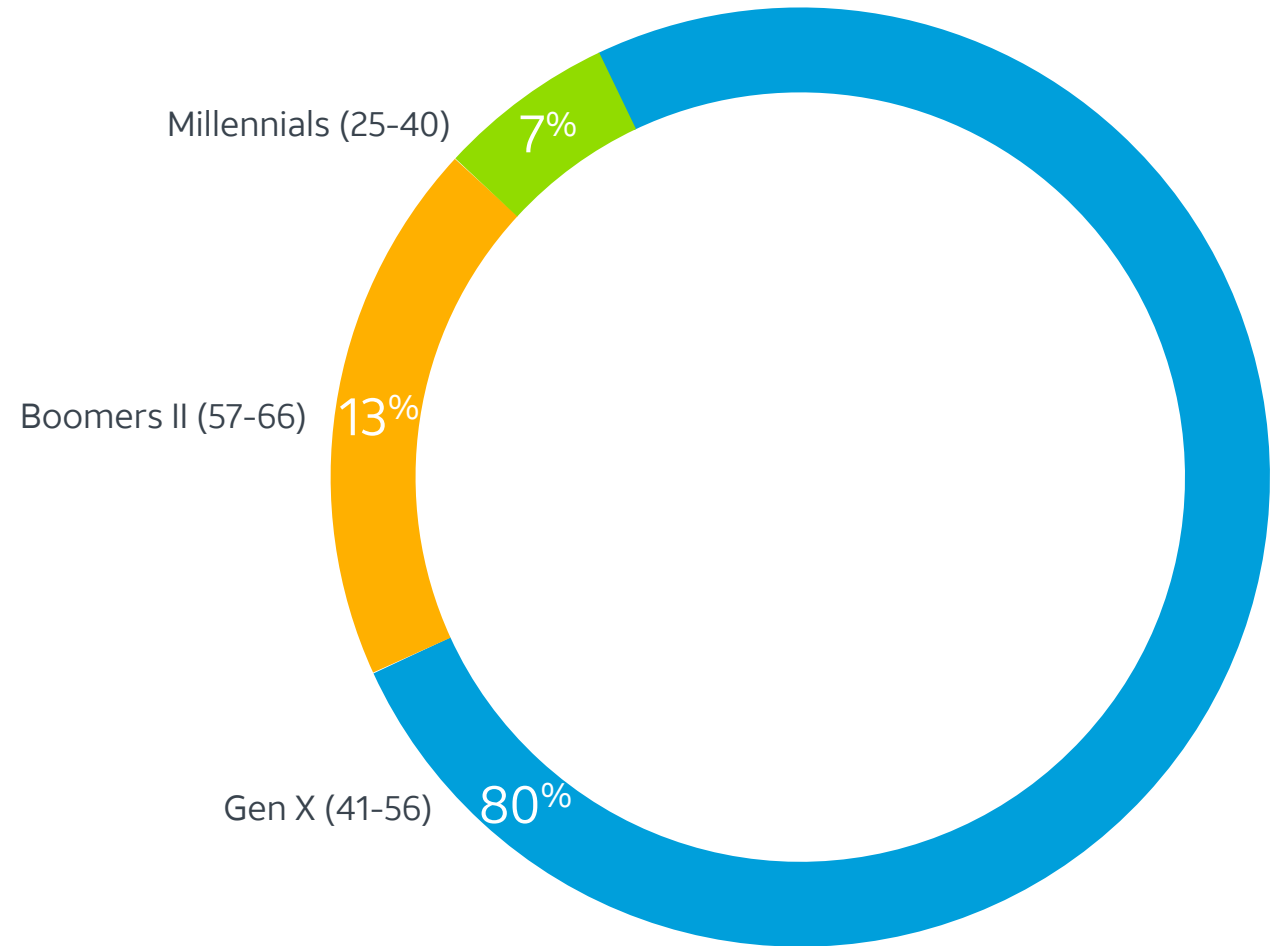
“

Supposing is good, but finding out is better.

- **Mark Twain, writer**

Here's who we got to interview

- **15** AT&T employees
- Who are also DIRECTV customers
- Who have encountered error 775 within the last 90 days
- 67% male and 33% female
- Ages ranging from 31-57
- Have been customers for 2 ½ to 20 years
- Reluctant users: 14%
- Attempter users: 53%
- Ace users: 33%



Interview findings

“

Any intelligent fool can make things bigger and more complex. It takes a touch of genius - and a lot of courage – to move in the opposite direction.

- **E. F. Schumacher, economist**

Here's what they thought of DIRECTV

Why did you select DIRECTV?

Channel selection:	4
NFL Sunday Ticket:	3
Supportive of company:	2
Customer service:	2
Overall product:	2
Signal reliability:	2
Price:	2
Saves bandwidth for internet:	1

Sentiment avg. 1-5 (5 is best)

ATT article:	4.0
Calls:	3.9
MyATT app:	3.5
Technicians:	3.4
TV troubleshooting:	3.0
Chats:	3.0
Workflows:	2.8



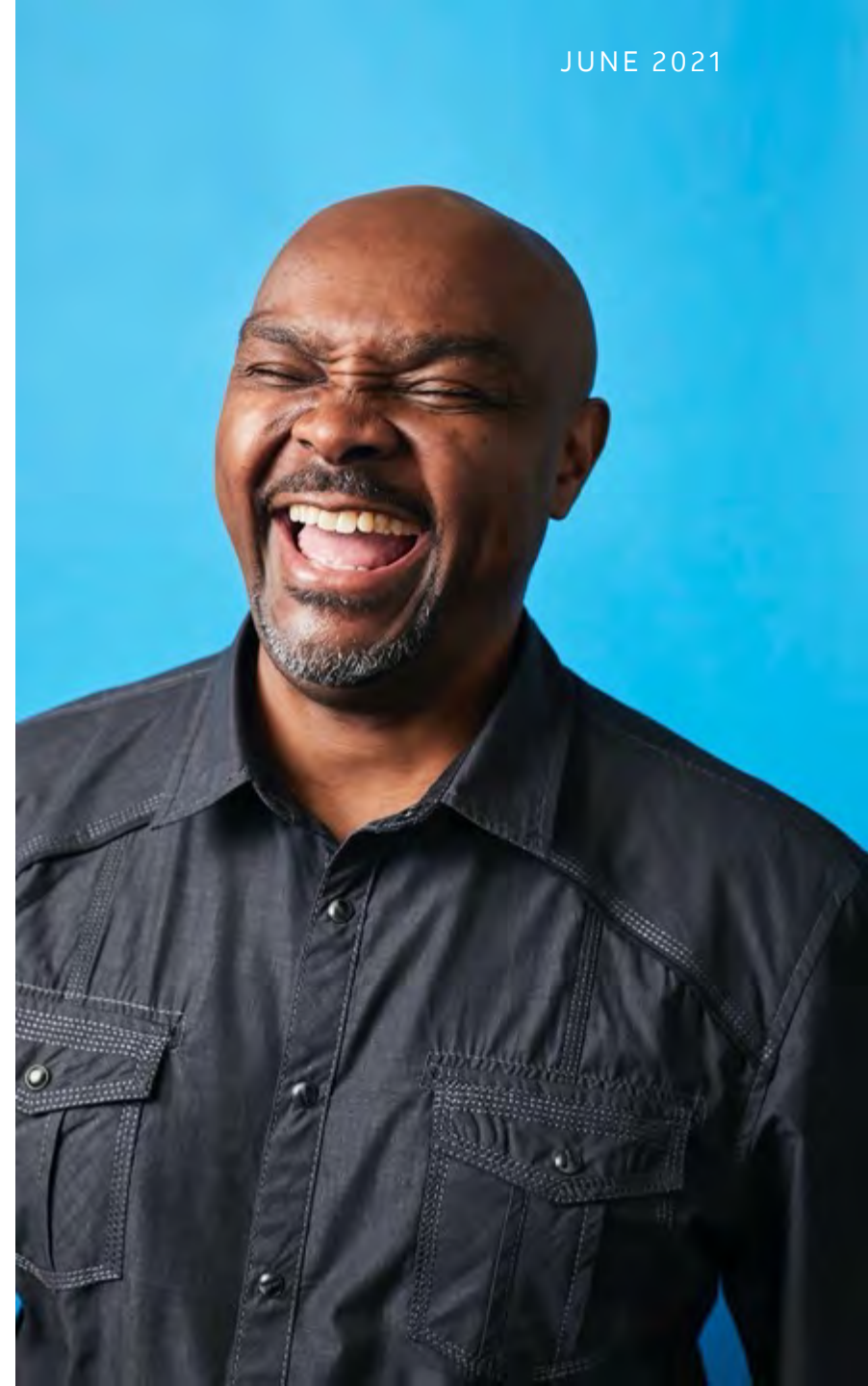
Here's a brief description of who they are:

Who in your household is most likely to work on fixing the problem?

Male:	67%
Female:	33%

How comfortable are you with using the internet to solve problems?

Very:	53%
Fairly:	40%
Not so much:	7%



Here are the 775 causes they described

Loose cables:	30%
Bad/damaged cables:	20%
Bad port:	10%
Receiver needed reset:	10%
Other reasons	
Had to have module on dish replaced	10%
Had to move SWM to the attic for a better signal	10%
Power to the dish (outside the house) was disconnected	10%



Here's what equipment they have:

Do you know which receiver you have?

Yes: 0
No: 100%

After checking

HS17: 20%
HR54: 27%
HR44: 13%
Didn't get: 40%

Do you know which remote you have?

Yes: 0
No: 100%

After checking

Universal: 20%
Genie: 80%



Here are their device preferences for troubleshooting:

Phone: 67%

Usually within reach, quick to boot up, and can be viewed while messing with cords etc.

Tablet: 13%

Little bit bigger screen and easier keyboard than the phone, yet still mobile.

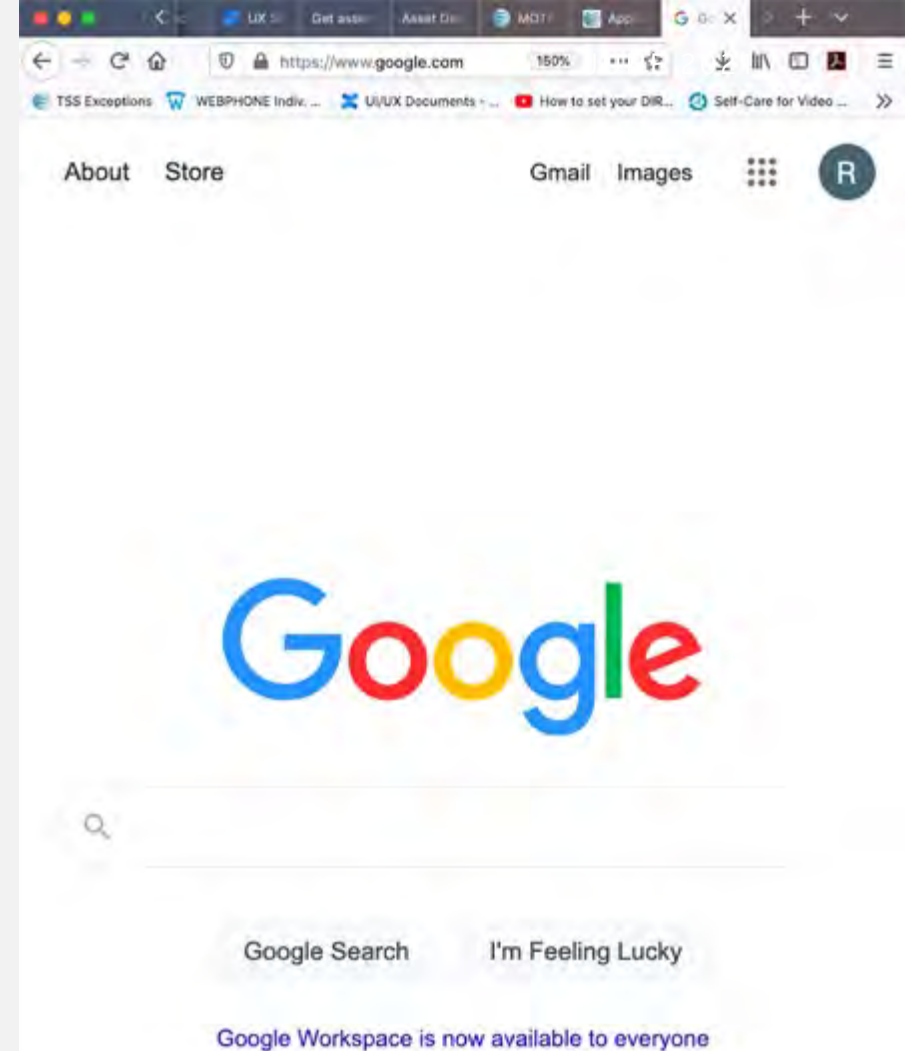
Laptop: 20%

Best keyboard and screen. Easier to find things, multitask friendly, but not mobile.



Here are their favorite ways to start troubleshooting:

Internet search:	27%
On their own:	20%
Call to agent:	13%
TV troubleshooting:	13%
ATT online:	13%
Chat with agent:	7%
MyATT app:	7%



Usability testing

“

UI is the saddle, the stirrups, & the reins.

UX is the feeling you get being able to ride
the horse.

- **Dain Miller, web developer**

TV error screen – HS17 customers (no external SWM Inserter)



Clear and helpful? Yes: 0% No: 100%

Issues:

Looked "scary", and something that needed a tech to fix

Looked like a hardware issue that needed a tech

Had to call in? Yes: 100% No: 0%

TV error screen – For receivers with an external SWM Inserter



Clear and helpful? Yes: 50% No: 50%

Issues:

Looked overwhelming and too technical to want to deal with

Looked scary and not something she could fix herself

Couldn't find SWM

Looked for a SWM when they did not have one

Did not understand reset

Which type of cable?

Had to call in? Yes: 100% No: 0%

Smart article reactions

Clear and helpful? Yes: 53% No: 23.5% Mixed/unclear: 25.3%

What would you interact with first?

Quick fix video: 53%

Fix an Issue Card: 23.5%

Detailed steps: 23.5%

Note: Did not get info from Roy

Get help with error code 775

You'll see DIRECTV error code 775 when the signal between your receiver and satellite dish is interrupted. Check your receiver connections to resolve this issue.

FIX AN ISSUE

Let's fix your issue

Want personalized troubleshooting help?

[Skip to](#) to get started.

Or continue with our common troubleshooting steps



WATCH AND LEARN

Error Code 775: Quick Fixes

If you see Error Code 775, your DIRECTV receiver is having trouble communicating with your satellite dish. Luckily, solving the problem may be as simple as tightening a connection. Watch this video to learn how.



DETAILED STEPS

Check receiver connections

1. Check and secure all connections on the back of your receiver. Start with the SAT-IN connection.
2. See if you have a SWIM Power Inserter attached to the DIRECTV cable coming from your dish (it may be in a different room). If you do, unplug it from the electrical outlet.



3. Wait 15 seconds, then plug it back in.

Good to know: This power inserter is usually black or grey and the size of a small brick. Make sure it isn't plugged into a power outlet that can be turned off.

Still having issues?

If you have to reset your SWIM Power Inserter frequently, or these steps don't fix your issue, [contact us to schedule a service call](#).

Watch while you wait

If you have to schedule a service call, you can still enjoy your favorite movies and shows. Here's how:

- **TV** - To access anything recorded to your DVR, press **List** on your remote.
- **On Demand** - Go to **Ch. 1000** to browse thousands of free titles or **Ch. 1100** for the latest movies in DIRECTV CINEMA.

Smart article reactions (cont'd)

Issues:

- Too much text – overwhelming
- Would not interact with the workflow to avoid signing in
- Detailed steps not always relevant – not everyone has external SWM
- Not sure what Fix an Issue would entail – out of his league & too much work?
- There should be an option to talk to someone if this doesn't help (call or chat)
- Need content on how to find your SWM
- Did not notice Fix an Issue card at all

Suggestions:

- Title article steps as “Generic steps” and Fix an Issue as “Detailed steps”
- Explain that signing in will eliminate questions about equipment you have etc.
- Show receiver when talking about checking connections

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Support Lander reactions

Clear and helpful? Yes: 27% No: 33% Mixed/unclear: 40%

What would you interact with first?

Enter 775 into the search box: 57%

Click on “DIRECTV” link: 21%

Nothing: 14%

Check for outage (confused with no picture): 8%

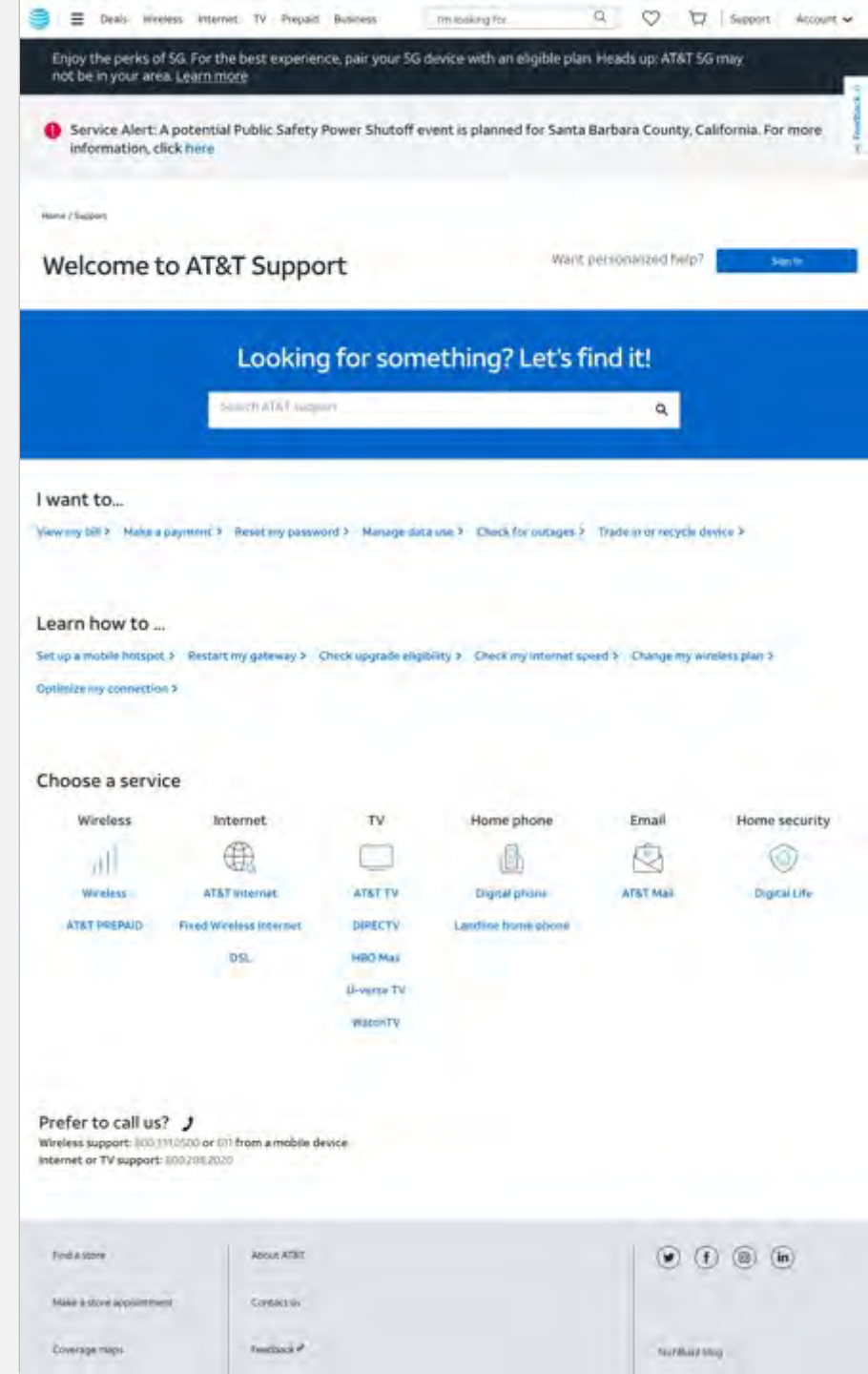
Issues:

Boring and too much scrolling

Overwhelmed, too much info, and hard to find what you’re looking for

Search doesn’t always find helpful info

Confusing, there a links for a lot of different things – not just support related



DTV Support Lander reactions

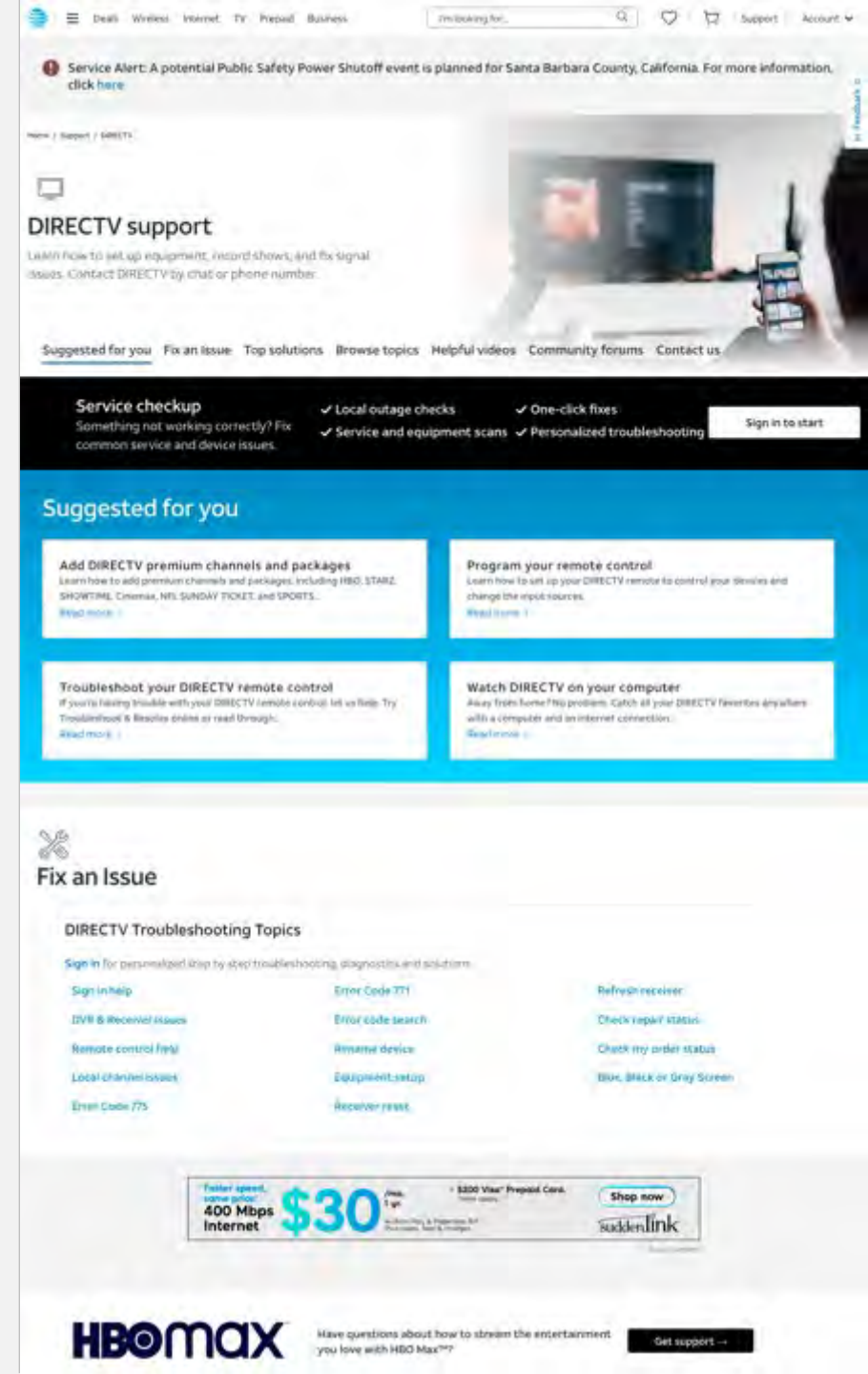
Clear and helpful? Yes: 60% No: 20% Mixed/unclear: 20%

What would you interact with first?

- Error 775 link: 60%
- Search input at the top: 13%
- Browse topics: 7%
- Nothing or unclear: 20%

Issues:

- Correct link is hard to find – lots of scrolling
- Missed Error 775 link, maybe already too many links?
- Sign-in confusing – what does “personalized” mean?
- Would try to click on non-clickable things
- Was confused by “Sign in” and Sign-in help” links close together



775 Troubleshooting flow steps

STEP 1



Easy to understand? Yes: 87% No: 13%

Issues:

Description sounds like they need a new receiver, and they will lose everything on their DVR

Tells nothing they don't already know, but not what the fix is

Second sentence doesn't provide any value – they already know that

775 Troubleshooting flow steps

STEP 2



Easy to understand? Yes: 93% No: 7% Unclear: 0%

Issues:

Even some users who say this is clear choose the wrong receiver
HS17 is shown so much bigger it makes others look like clients

775 Troubleshooting flow steps

STEP 3



Easy to understand? Yes: 93% No: 0% Mixed/Unclear: 7%

Issues:

No one noticed the feedback tool without prompting

Most would not use the tool to stay focused on fixing their issue – unless very mad

Would have ignored unless they had done something to potentially loosen the cable

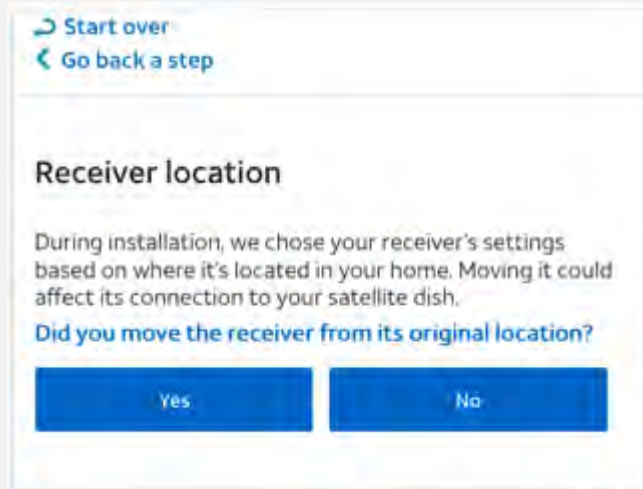
Image not super clear, which cable am I looking for?

“Is this step helpful” text should be in one line

Why don't all steps have the feedback tool?

775 Troubleshooting flow steps

STEP 4



Easy to understand?

Yes: 80% No: 20%

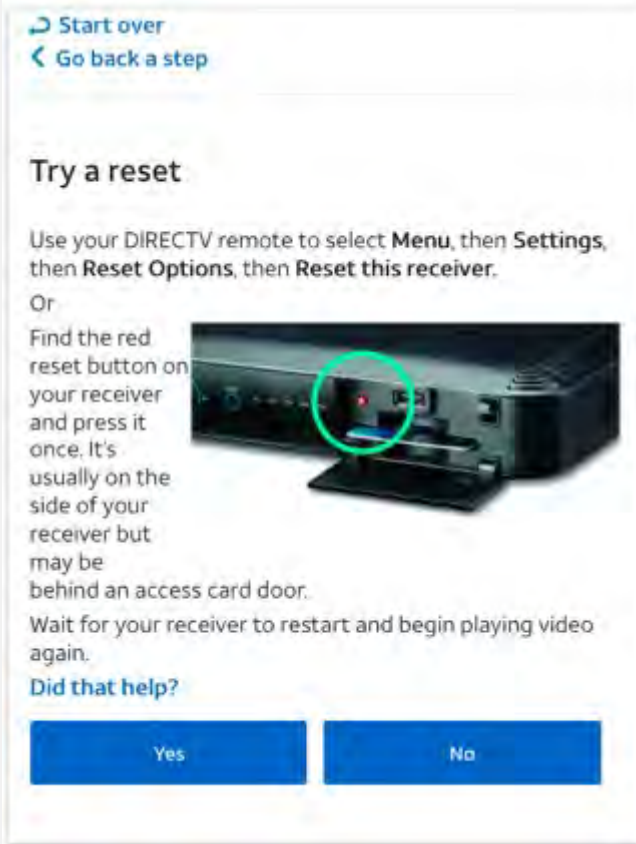
Issues:

Page scrolls down below this step and looks like you have been booted out of the flow

Step was not making sense to her since she was not doing anything with the receiver
Doesn't care why we're asking question, just wants to hurry up and answer in order to move on

775 Troubleshooting flow steps

STEP 5



Easy to understand? Yes: 71% No: 7% Unclear: 22%

Which method would you use? Button: 88% Remote: 12%

Issues:

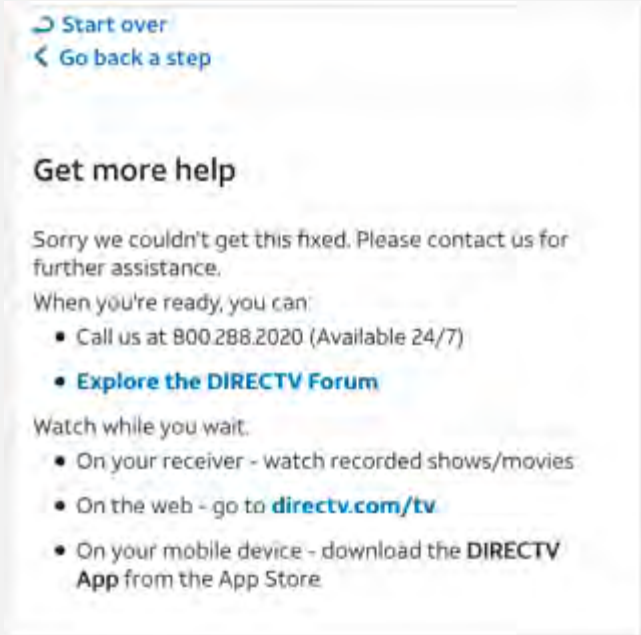
Layout is not css optimized for mobile

Do we really need the remote option?

For last line – should say to press play on the remote to be more clear

775 Troubleshooting flow steps

STEP 6



Easy to understand? Yes: 92% No: 0% Unclear: 8%

What would you do next? Call: 45% Forum: 10% Chat: 45%

Relevant and helpful? Yes: 57% No: 0% Unclear: 43%

Issues:

Doesn't like "Get more help" – maybe make it more lighthearted "It's not you – its us"

Need to add chat option

Suggestions:

Maybe enable users to enter their phone number to get a call back

Overall troubleshooting flow satisfaction ratings

BEFORE TESTING:

2.8

OUT OF 5

AFTER TESTING:

4.5

OUT OF 5

Conclusion:

Our troubleshooting is much easier than users expect

Biggest challenges:

Users often “perceive” troubleshooting as too long and complicated to deal with

Many users don’t find our flows because of Landing page visual hierarchy problems

Also, many users don’t find our flows because internet searches take them elsewhere

Troubleshooting pain points summary

FRUSTRATION POINT

10-60

MINUTES

FRUSTRATION POINT

26

MINUTES AVERAGE

Conclusion:

Most flows fall within the average – we just need to convince the users of this
We need to keep looking for ways to reduce time needed and still be easy to understand

Why are users abandoning this flow mid-stream?



Note:

None of the participants said they would have abandoned the flow after going through it during testing

Pain points mentioned during testing:

Troubleshooting card being scrolled out of view after clicking “Next”

They moved their receiver and did not want to move it back or pay for help

Support page freezing or being slow

The steps were clear, they just weren’t fixing the problem

Next steps

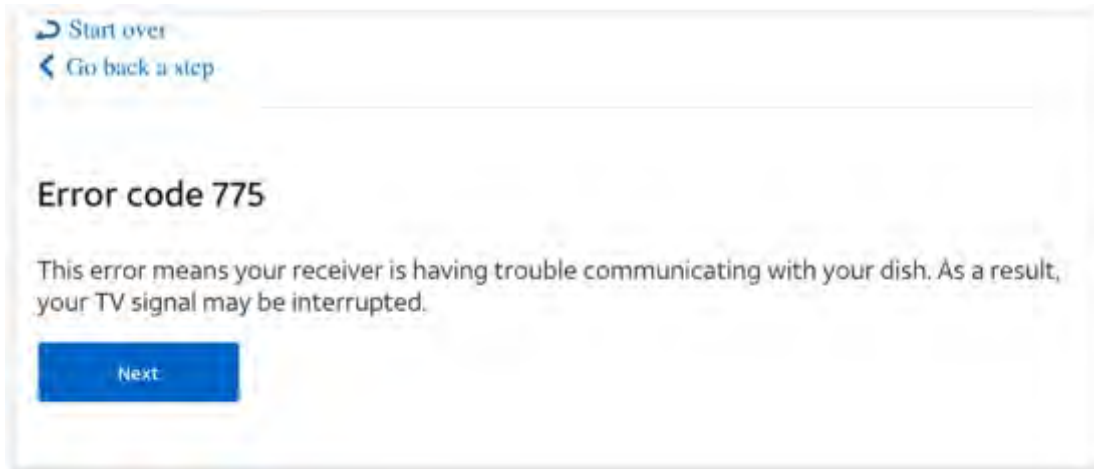
“

Don't make me think.

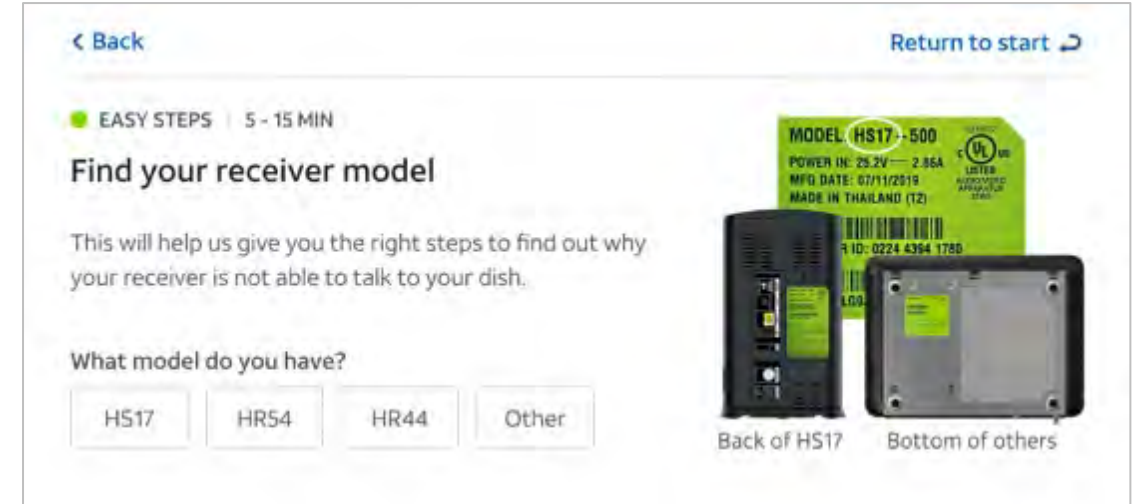
- **Steve Krug, UX expert and author**

Fix the perception that troubleshooting will be long and complicated

CURRENT



PROPOSED



- Users don't know what to expect once they click "Next"
- When in a smart article it is often unnoticed
- Some don't care what the issue is and only want the fix it steps

- Gives an indication of what to expect for effort and time
- More engaging, yet combines current steps 1 & 2
- Still gives issue, but as secondary info

Continue to look for ways to make messaging more user focused

CURRENT



PROPOSED



- Headline sounds like something for a tech, not a customer
- Even the warning icon feels like this is something I can't fix
- Lots of extra info and repetition (775 is mentioned 4 times)

- Headline is more understandable for users
- Provides hope that they could fix it themselves
- Less repetition and info that is not needed
- QR code on the way!

Continue to get better at showing what we are talking about


- YouTube videos are very popular because it just easier to learn by seeing
- And by using short animated gifs we can combine 2 or 3 steps into one

[← Back](#) [Return to start →](#)

Select your TV

1. Select your TV brand.
2. Select **"I don't know my model"**.
3. Try to adjust the volume.
4. Select **It Worked** if you can, **Try Next Code** if you can't.

[Next →](#)



The screenshot shows a 'Television: Brand Selection' screen from DIRECTV. It features a keypad with letters A-Z and numbers 1-0. Below the keypad is a list of TV brands: 3M, 888, Aaxa, Accurian, Acer, and Action. The 3M brand is highlighted in blue. The screen also includes a 'SELECT' button and a 'DIRECTV' logo.

Continue to put the customer in the driver's seat

CURRENT



PROPOSED



- “Is this step helpful” text in a blank area where no one is looking
- Grey look is tasteful but disabled looking to some
- Opening the comment panel and posting sentiment are 2 different clicks

- “Is this step clear” is in an area that you will naturally be looking
- Blue icons help draw your eye while still being small in size
- Opening the panel and posting sentiment in one click

More next step ideas

- Keep talking with and testing with our users
- Step up workflow testing to make sure they all make sense and fix the user's problem
- Continue adding workflows to articles
- Step up UI improvement implementation to make each step quick and easy to accurately know what is needed
- Move call drivers and workflows up higher on the page (will happen automatically when we move to directv.com)
- Implement a QR code users can scan with their phone to take them directly to our support material (in progress)
- Make sign in easier or not needed (ideas in progress)
- Diagnostics checks to move customers more quickly toward resolution (in progress)
- Provide the model number and/or small QR code on top of their equipment – so that it is easy to access
- Provide a better way to tell the user why it is a better experience to sign in
- Eliminate the need to scroll to see all steps
- Move more flows to the TV screen
- Improve ways for agents & technicians to educate customers on where to find self help
- A voice activated BOT for troubleshooting
- Backlit buttons for all remotes so you can see which button to push in the dark



Thank you