



USER RESEARCH FEEDBACK REPORT

***Self-Care workflows for Error 775
Nov. 28 - Dec. 9, 2022***

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DIRECTV

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- 3: Interview findings
- 4: Usability testing
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PURPOSE

To get open and honest feedback from users what it's like to use our newly designed 775 online workflow.



HOW WE DID IT

Participants

We prepared our questions, tasks, and email text and then sent them through the legal team to make any needed adjustments and define participant requirements.

Then we emailed invitations to DIRECTV exempt employees who were also customers to invite them to voluntarily join in our UX Research study.

We incentivized sign-up by offering to enter all participants in a FAME sweepstakes to have a chance to win a \$250 gift.

Probably because we ended up a little too close to the holidays, we didn't get as many to sign up as we wanted. However, we got some really good feedback from those who did attend.

Methods

Each user research session was conducted through a Teams meeting and consisted of two parts.

The first section is where we used the "User Interview" method of asking the user questions to find out what they preferred and what their pain points were for finding online support help.

The next section of each session was to walk them through our newly designed error 775 workflow to see what was intuitive and helpful, and what needed improvement. This method of user research is called "Usability Testing".



USER INTERVIEW FINDINGS

Includes basics, preferences, and pain points

ATTEMPTER PERSONA

Willing to try a few things themselves if they are quick and easy


Participant	Device preference	1st place to look for help	Likely to sign in?	Likely to call agent?	Patience threshold
June Sung	Laptop	YouTube	Never	Very High	10 min
Julianne Lusain	Phone	Support page workflow	Last resort	Medium	5 min
Emma Zapata	Desktop	YouTube	Last resort	High	No response
Barbara Bobbitt	Phone	Internet search	If needed	High	10-12 min
Participants: 4	Phones: 2	YouTube: 2	Avg: Last resort	Avg: High	Avg: 8.6 min*

*No response not included

ACE PERSONA

Will do almost anything to figure it out themselves

Participant	Device preference	1st place to look for help	Likely to sign in?	Likely to call agent?	Patience threshold
Matthew Bass	Phone	YouTube	Last resort	Medium	30-60 min
Daniel Litvack	Phone	Internet search	Probably	Very unlikely	16 min
Adam Weaver	Phone	Friends	Last resort	Unlikely	30 min
Participants: 3	Phones: 3	No clear favorite	Avg: Last resort	Avg: Unlikely	Avg: 30.3 min



“NONE OF THE WORDS ARE
WORTH MY TIME. I’M IN A
HURRY TO GET BACK TO MY
SHOWS.”*

ATTEMPTER
*Approx. verbiage



“JUST GIVE ME THE STEPS IN
TEXT FORMAT.”*

ACE
*Approx. verbiage



“EASY FOR SURE TO USE.”*

ATTEMPTER
*Approx. verbiage



“FEW STEPS ARE TOO
TECHNICAL.”*

ATTEMPTER
*Approx. verbiage



MORE PERSONA COMPARISONS

What they agreed on:

- Just about everyone loved the animated visual
- Many avoided calling the agent for fear of having to go through all the same steps again
- Many thought some screens are still too techy
- Many mentioned they would have to "go find" their log in credentials and so avoided it

What they disagreed on:

- One "Ace" user preferred all text instructions
- One "Attempter" user preferred almost no text and only visual instruction (especially video)
- Most preferred troubleshooting on their phone but the "Attempter" users were a little more likely to opt for a larger screen



WHAT THEY WATCHED

Channels

- Smart TV Channels
- Netflix
- HBO
- Hulu
- Disney
- YouTube
- Amazon
- NFL Sunday Ticket
- AMC
- Paramount
- Peacock
- Local Channels

Devices

- DIRECTV Satellite Receivers
- DIRECTV Osprey Receiver
- Amazon Firestick
- Smart TV
- Roku
- Fire TV
- Mobile Devices

Service

- Two users had both the Satellite and Stream services



USABILITY TESTING FINDINGS

Presented per step

INTRO SCREEN

Likes mentioned:

- Engaging
- Easy steps

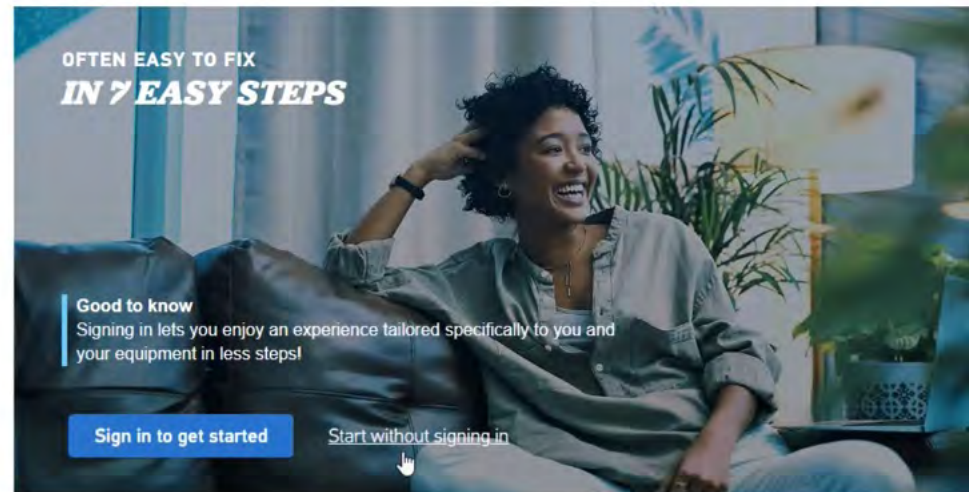
Dislikes mentioned:

- Sign in
- Too many words
- Many prefer the video since it is more of a known experience and maybe quicker

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.

INTERACTIVE STEPS



ASK A QUESTION 

STEP 1: HAVE YOU MOVED...

Study blocker:

Many participants did not have this piece of equipment and so had a hard time relating to this step.

Likes mentioned:

- For those who had this equipment it seemed easy to identify

Dislikes mentioned:

- What is this?
- Where is it?
- Seems too technical. Why do I need to know about a SWiM?

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INTERACTIVE STEPS

1. Has this been moved?

The SWiM Power Inserter (PI) powers the dish through the only splitter line that carries current.

Has it moved?

Yes, it's moved to a different cable

No, it has not moved


Good to know

Follow the coax cable from the "Sat In" input on your receiver to find your PI.

[Why does it matter?](#)



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ASK A QUESTION 

WHY DOES IT MATTER: DETAIL SCREEN FOR STEP 1

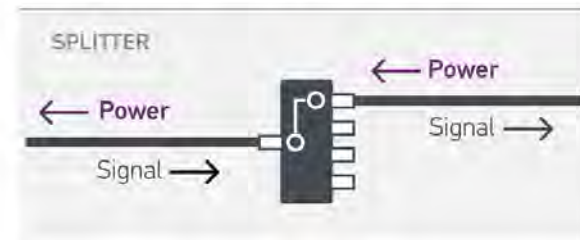
Likes mentioned:

- Coax and Power Sources were clear and easily understood

Dislikes mentioned:

- What is a splitter?
- Where is it?

Why does it matter?



There is only one line that carries power along with the TV signal. Its the one used at setup.



An RG6 rated coax cable like the one installed at setup is needed to carry the electrical load long term.



Genie Minis don't provide power. Only SWiM power inserters or newer main receivers with internal power can power the dish.

Good to know

Main receivers that include an internal SWiM power inserter include; Genie 2 (HS17), HR54, HR44, and H44.

STEP 2: MOVING IT BACK IS EASY...

Likes mentioned:

- Diagram style image is helpful

Dislikes mentioned:

- Tough to make sense of how the text supports the image
- Where is the SWiM located?
Inside or outside?
- SWiM is sometimes hard to find or access

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INTERACTIVE STEPS

2. Moving it back is easy

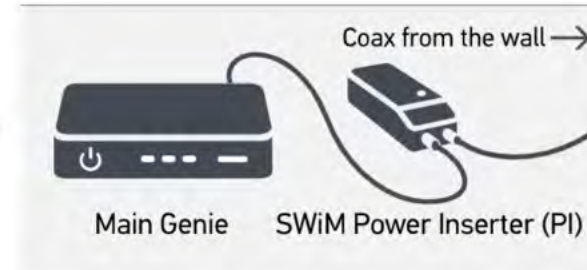
- Connect the coax cable from the wall outlet used at installation, to the "Power to SWiM" input on your PI.
- Run a coax cable from the "Signal to IRD" input on your SWiM PI to the "Sat In" input on your receiver.

Did moving it back fix it?

No, I still have error 775

No, I don't want to move them

Yes, now its fixed!



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ASK A QUESTION

STEP 3: RESET YOUR MAIN RECEIVER

Likes mentioned:

- Engaging use of color
- Everyone preferred "Show me how"

Dislikes mentioned:

- What is my "main" receiver?
- Receivers don't match mine

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INTERACTIVE STEPS

3. Reset your **main** receiver



LEARN HOW TO DO IT YOURSELF

It's quick and easy! This will interrupt your TV viewing and take a few minutes to complete.

Show me how

OR



RESET IT FOR ME

This will interrupt your TV viewing and take a few minutes to complete.

Sign in to get started

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STEP 4: HERE'S HOW TO RESET

Likes mentioned:

- Everyone loved the animation

Dislikes mentioned:

- It doesn't look like a normal video – no image showing through underneath
- What are the devices shown in the animation?
- Good to know is hard to picture what it is talking about

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.

INTERACTIVE STEPS

4. Here's how to reset

Press and release the red reset button on your main receiver.

Good to know

If you have more than one, the main receiver is the larger one that has a coax cable coming out of the "Sat In" or "SWM" port on the back.



Did that help?

Yes

No

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STEP 5: SWIM PI STATUS

Likes mentioned:

- Most liked the images and the flashing green light

Dislikes mentioned:

- Some didn't realize the images were clickable buttons
- Some found it hard to understand that (PI) stood for Power Inserter

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.

INTERACTIVE STEPS

5. What is the SWiM Power Inserter (PI) status?



Good to know

Follow the coax cable from the "Sat In" input on your receiver to find your PI.

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STEP 6: CHECK SWIM CABLES (SOLID GREEN)

Likes mentioned:

- Most thought the illustration was clear and simple

Dislikes mentioned:

- Is the visual checking power cable or coax cable?
- Maybe suggest to avoid power strip all together because cats, dogs, and kids can accidentally shut things off

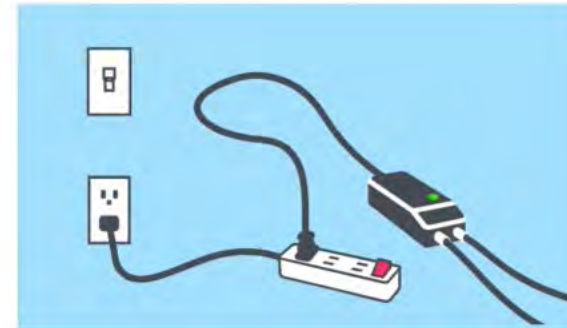
Get help with error code 775

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INTERACTIVE STEPS

6. Check the power source

Make sure all power cords are pushed in all the way. If there is a power strip or controlling wall light switch, make sure they are turned on.



Now does the SWIM Power Inserter light come on?

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STEP 7: CHECK THE POWER SOURCE (NO LIGHT)

Likes mentioned:

- Many liked the illustration and thought it was simple and intuitive

Dislikes mentioned:

- One user mentioned that not everyone has a lamp – maybe use a phone charger instead
- Some thought the illustration was a little too busy or confusing

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.

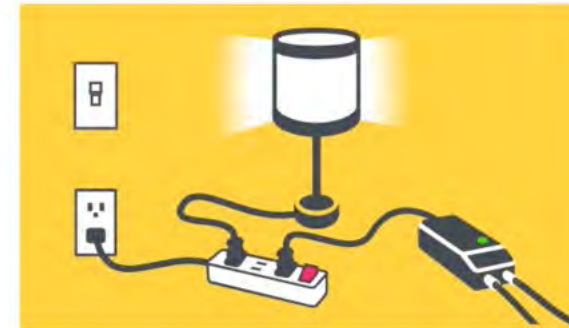
INTERACTIVE STEPS

7. Check the power source

Plug your SWiM Power Inserter (PI) into a nearby outlet you know works.

Good to know:

Lamps make a quick and easy test. Be careful not to unplug the TV.



Now does the SWiM Power Inserter light come on?

Yes

No

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CONTACT US

Likes mentioned:

- Most liked the light-hearted image

Dislikes mentioned:

- Many avoided clicking on either button to avoid charges, a possibly cumbersome online scheduling process (fear of the unknown) or waiting several days for the tech to come out when they can be there.

Get help with error code 775

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INTERACTIVE STEPS

Schedule a tech visit online

You have already tried the most common fixes. Let's let a tech get this done. Scheduling online is quick and easy. Charges may apply.

Sign in to start

Chat with an agent





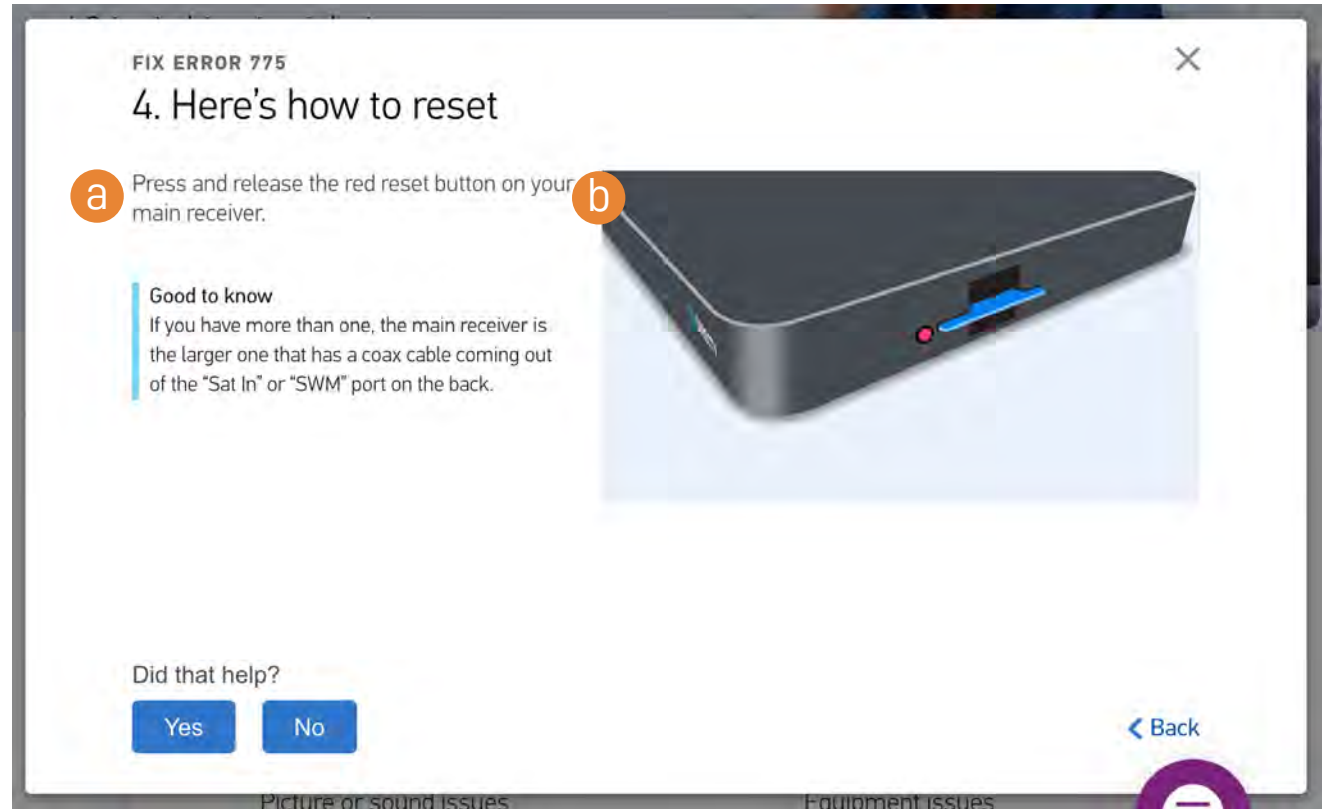
NEXT STEPS

Ideas so far...

ANIMATED INSTRUCTIONS

Problem 1:

- a** Text instructions positioned to the left don't look like they pertain to the animation on the right
- b** Users sometimes find it difficult to read instruction text, and take in what is being shown in the animation at the same time



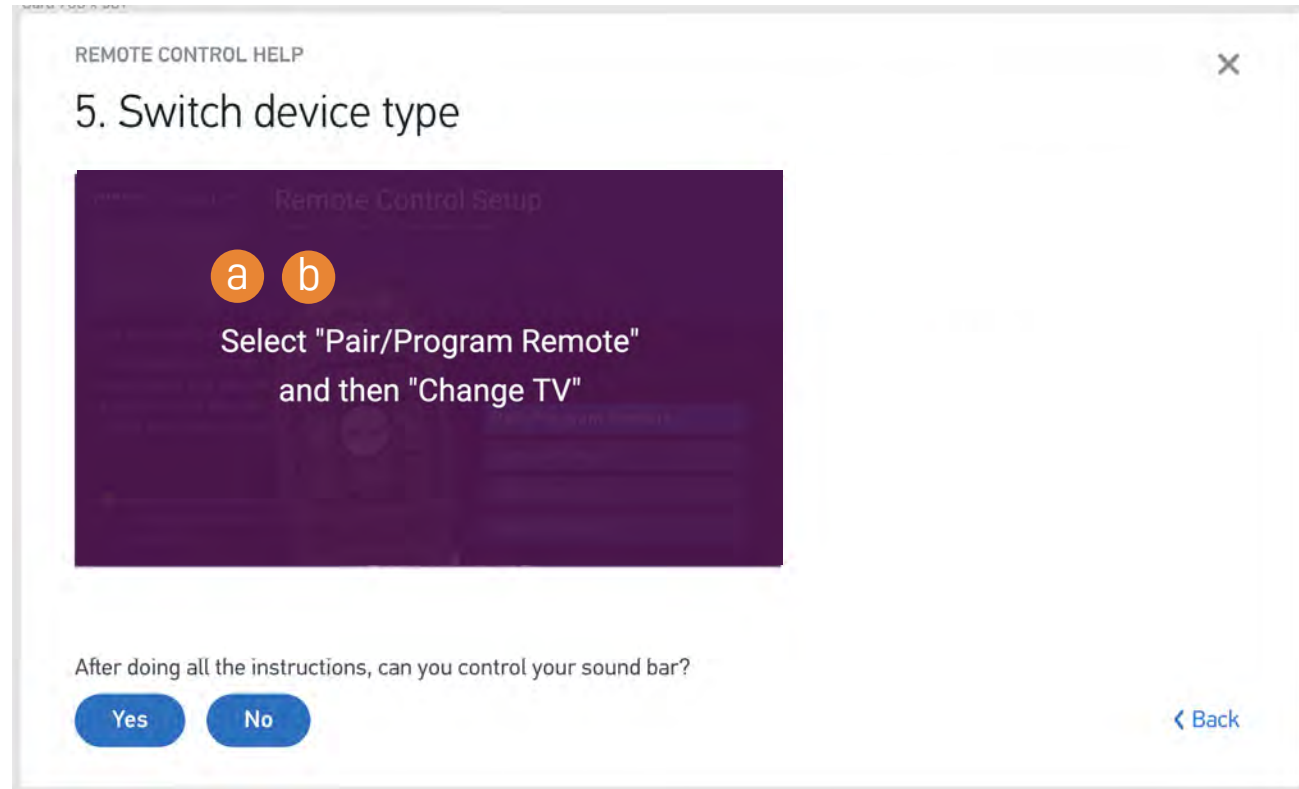
ANIMATED INSTRUCTIONS

Solution 1:

- a** Include text instructions inside the animation. First tell what to do. Then show how to do it.
- b**

Example:

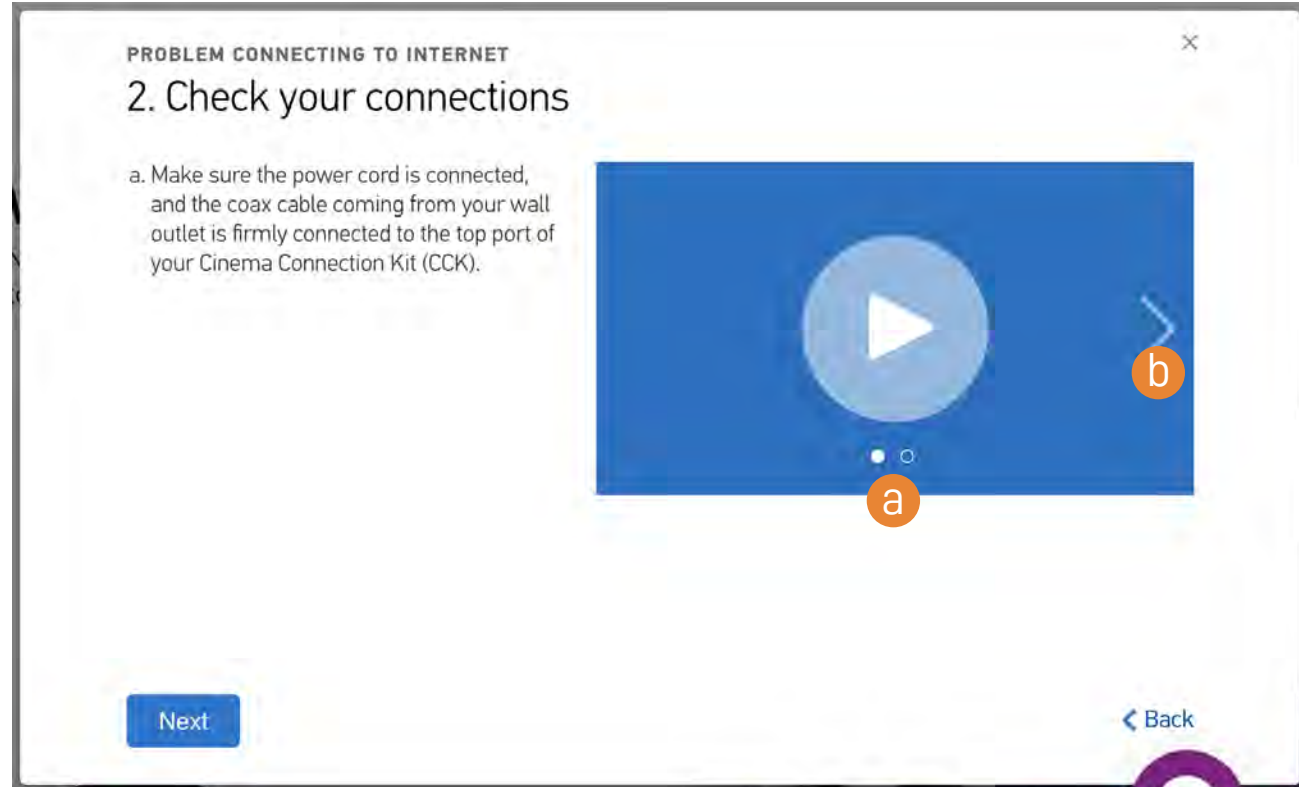
<https://www.att.com/idpassets/images/support/wireline/RemWHvolume1r.svg>



ANIMATED INSTRUCTIONS

Problem 2:

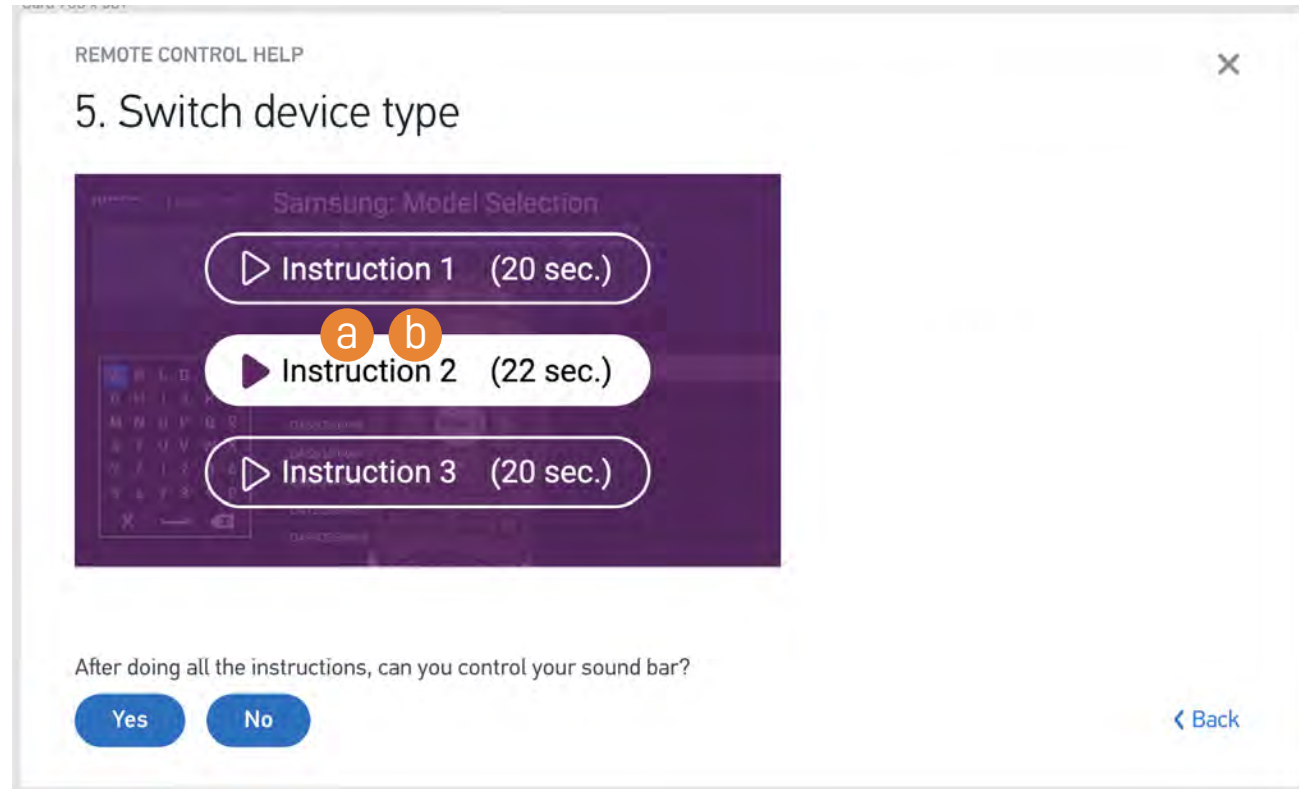
- a** Users sometimes don't realize there are multiple animations or that this is a sequence
- b** Users don't always know how to get to the second animated instruction



ANIMATED INSTRUCTIONS

Solution 2:

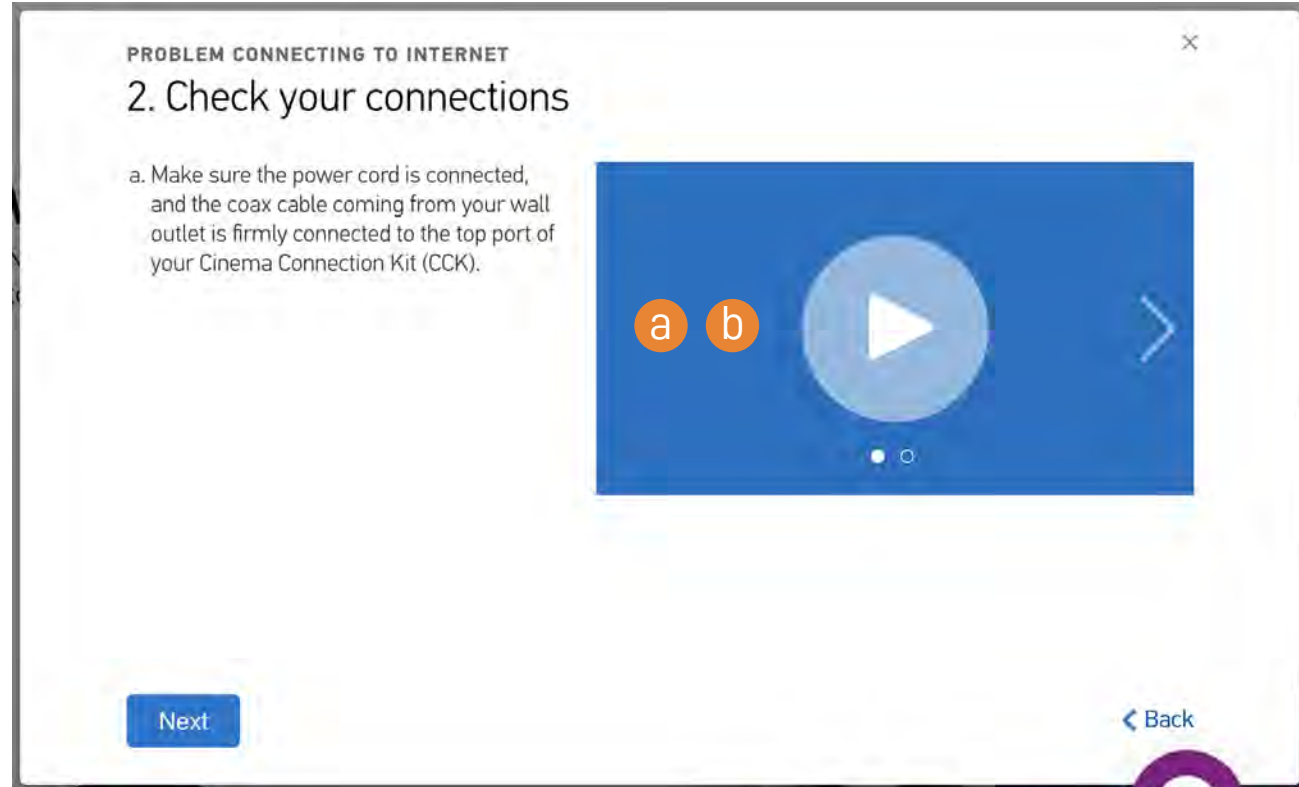
- a** Show buttons with clearly marked order and highlighted for which is next in the sequence
- b** which is next in the sequence



ANIMATED INSTRUCTIONS

Problem 3:

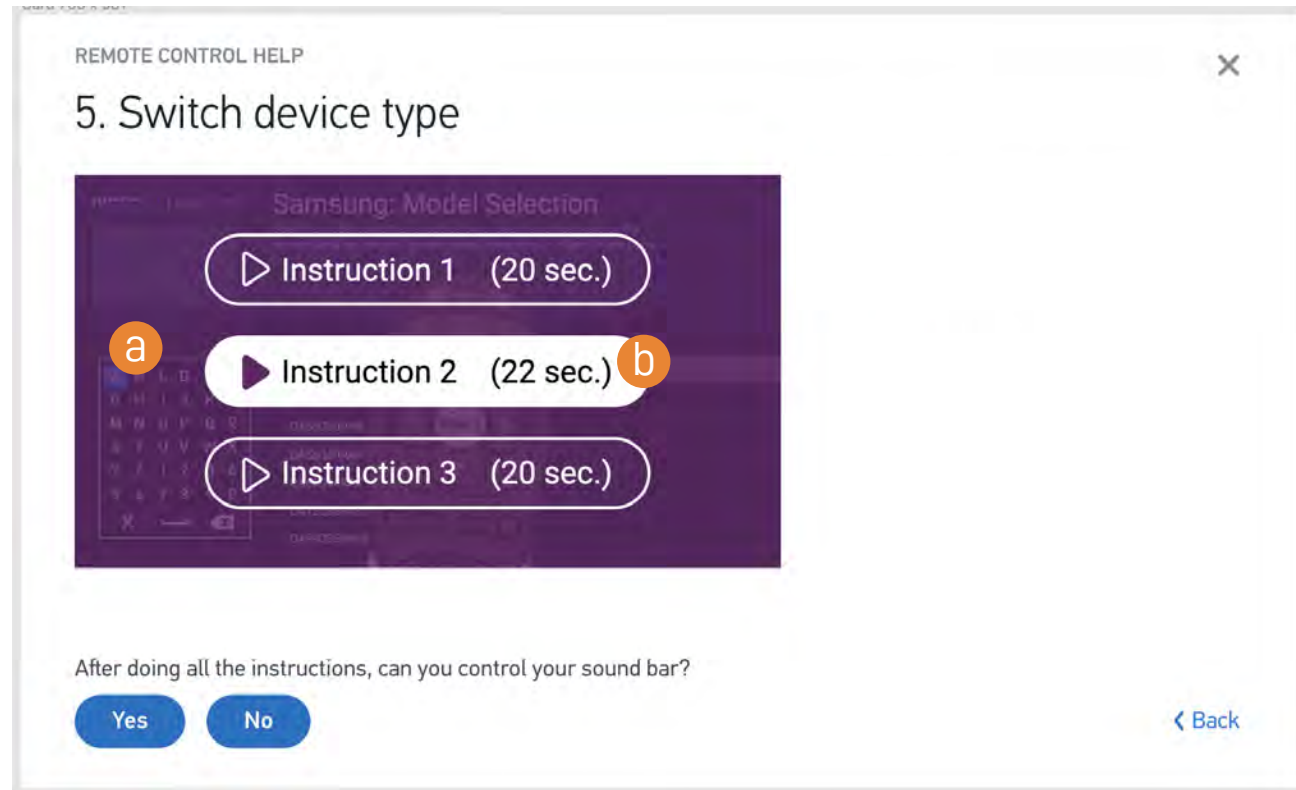
- a** Some users don't know what to expect from this since there is no animation image showing underneath the blue overlay
- b** Some users will not want to take a chance that this will be a long video they don't have the patience for



ANIMATED INSTRUCTIONS

Solution 3:

- a** Show animation first frame underneath overlay
- b** List duration in each button



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