JIO TV

Enjoy LIVE TV and OTT content on one device. Every TV will now be SMART!

Role

Design Engineer

Your single destination for live TV
Jio TV
Learn more

INTRODUCTION
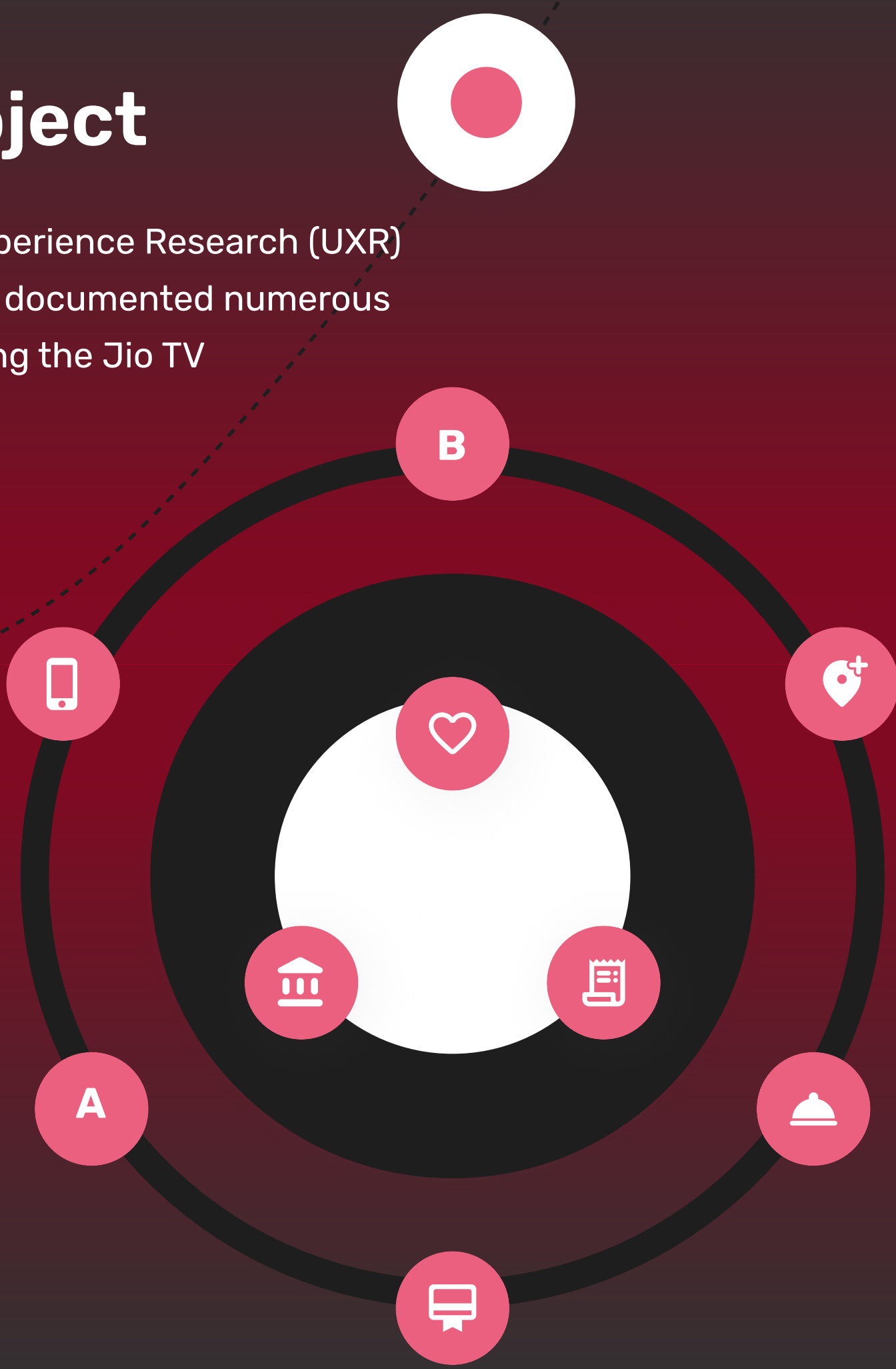
About This Project

As a UX researcher within the centralized User Experience Research (UXR) team at Jio, I have systematically conducted and documented numerous research initiatives aimed at developing the Jio TV

GET STARTED

Overview

We have conducted the ux research about knowing :
1. Content Preferences, Device Usage, and Ideal TV Expectations
2. Content Discovery Preferences
3. Pain Points with Current TV Usage (Smart or linear)
4. Home Screen Preferences and Feature Prioritization
5. Major Entry Points and Navigation Preferences

The Story

Jio Set-top box brings together 550+ Digital TV channels, thousands of videos and movies, OTT content from 15 OTT apps, 200+ apps from JioStore, and 150+ interactive games in one place.

For go through the Next Steps

we can further connect.