Sky Go

January 2022

Contents

Sky Go Today

The Vision

The Plan

Design Roadmap

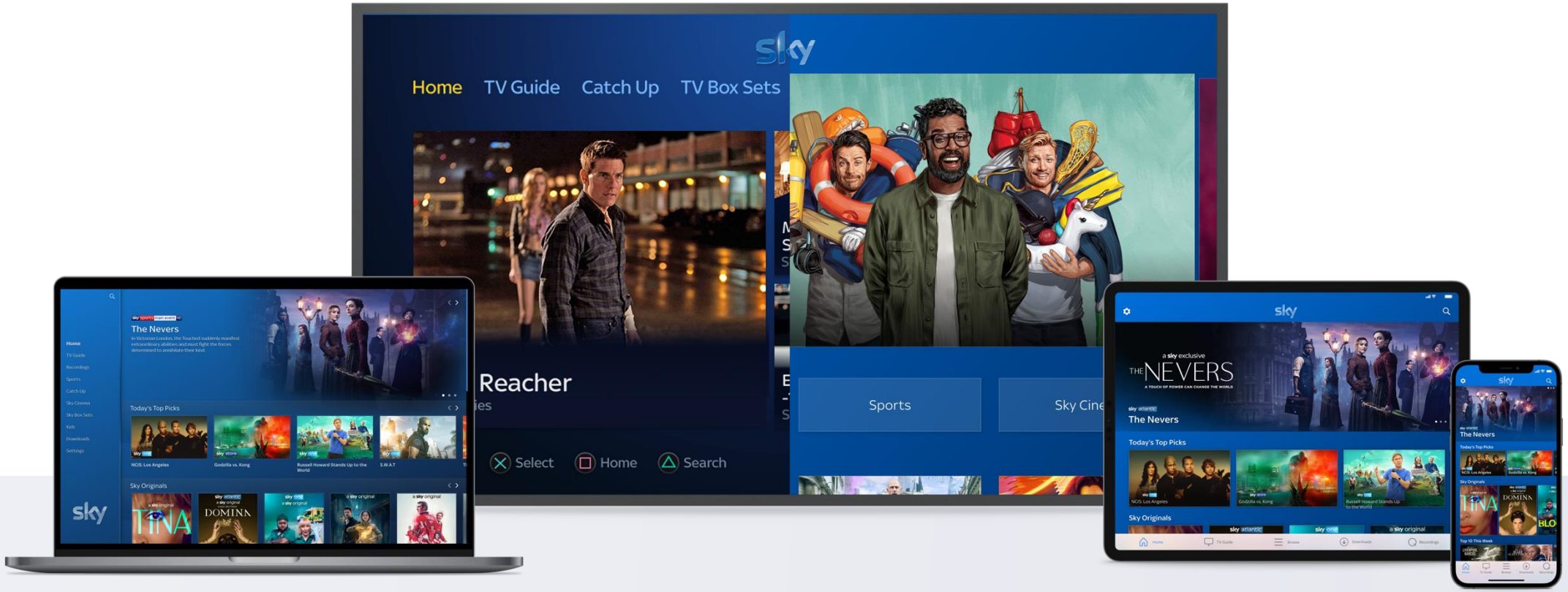
The Future

Next steps

Sky Go Today

Sky Go Today

5 Platforms, 3 styles



There is significant opportunity to improve collaboration and connectivity between Sky Go and the core Sky products, whilst improving the UX & UI and reach of Sky Go.

Discovery

We started our Discovery phase to define a Design Strategy for Sky Go

Collaboration

Collaborative session with all disciplines and stakeholders to analyse Big screens, mobile and desktop experience and empathise with costumers needs

Usability Audit

We identified usability issues and created a list of opportunities following Usability Heuristics by Jakob Nielsen

Benchmarking

We did a benchmarking exercise with our competitors to understand the market, approaches & trends

The Vision

OBJECTIVE

Aligning Sky Go into the Sky Design ecosystem so we speak to users in one holistic voice

The Plan

The Plan

Leverage Tiles UI and Future 24

The Plan

Leverage Tiles UI and Future 24

Basic | Our Aim | 5 year Plan

A simple update of the UI – colour changes, curved edges etc.

No change to accessibility, or UX architecture

The Plan

Leverage Tiles UI and Future 24

Basic | Our Aim | 5 year Plan

An immense overhaul of UI and UX architecture, aligned to Anthony's vision, thinking far into the future of what Sky could be.

The Plan

Leverage Tiles UI and Future 24

Basic

Our Aim

5 year Plan

Update the UI to match Tiles UI and where Tiles UI is heading.

Update the UX architecture, creating a more future proof adaptable foundation.

Our Approach

Leverage Tiles UI and Future 24

Tiles UI

We will use Tiles UI as a base framework across everything. Merging it with native functionality where appropriate.

Foundations

We will create the foundations for each device in Figma, enabling the work to easily be adopted by any designer.

Future 24

We will take the learnings and work from Future 24 and map them out across all the devices, pushing that 1 voice to the user.

Alignment

We will create designs for a back end alignment so no matter where the user is watching or interacting with our content they can pause and continue on any device.

Outcome

Be maintainable and scalable

Holistic

The creation of a consistent design language across all sky products that works along side each other and speak to users as 1 brand.

Libraries

The creation of libraries and templates in Figma for each device on ‘Sky Go’ that is aligned with the rest of Tiles UI.

Future ready

With squads on the horizon. Everything would be made easier for anyone picking up the work (Sky, NOW, Comcast) as it would all be in one place.

Accessibility

Accessibility will be at the heart of our designs, having more than just text to speech, enabling a far wider array of users to enjoy our content.

Design Roadmap

The Design Roadmap

Squad 1

Homepage + Global Nav + Category/Sub page + Search	**16 weeks (4 months)** (plus 5 prior weeks of research)
Settings	**8 weeks**
TV Guide	**8 weeks**
Sky Home	**4 weeks**

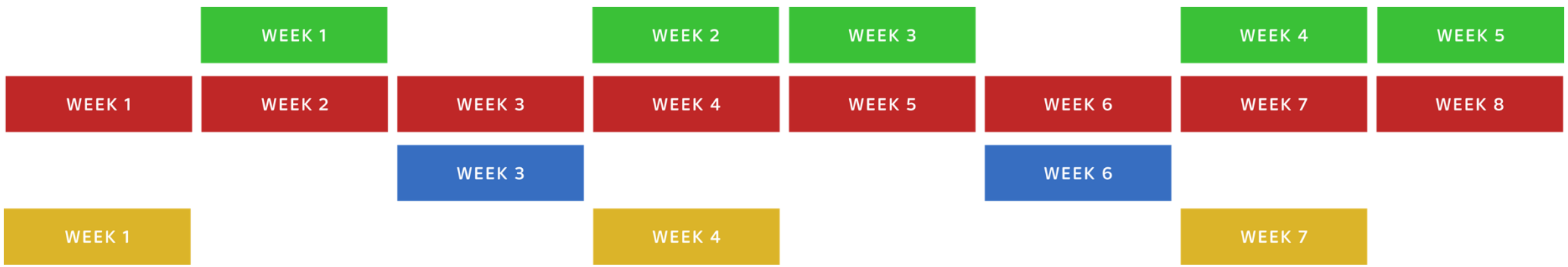
Squad 2

Playlist / Show centre / FSX	**8 weeks (each)**
Sign in	**8 weeks**
Extras 1	**8 weeks**
Extras 2	**8 weeks**

9 months (All devices and areas of Sky Go)

Sprints & Epics

Creating consistency across all Sky devices within 9 months



- Research
- UX/UI/Copy
- Test
- Main meetings

The Future

What we have today

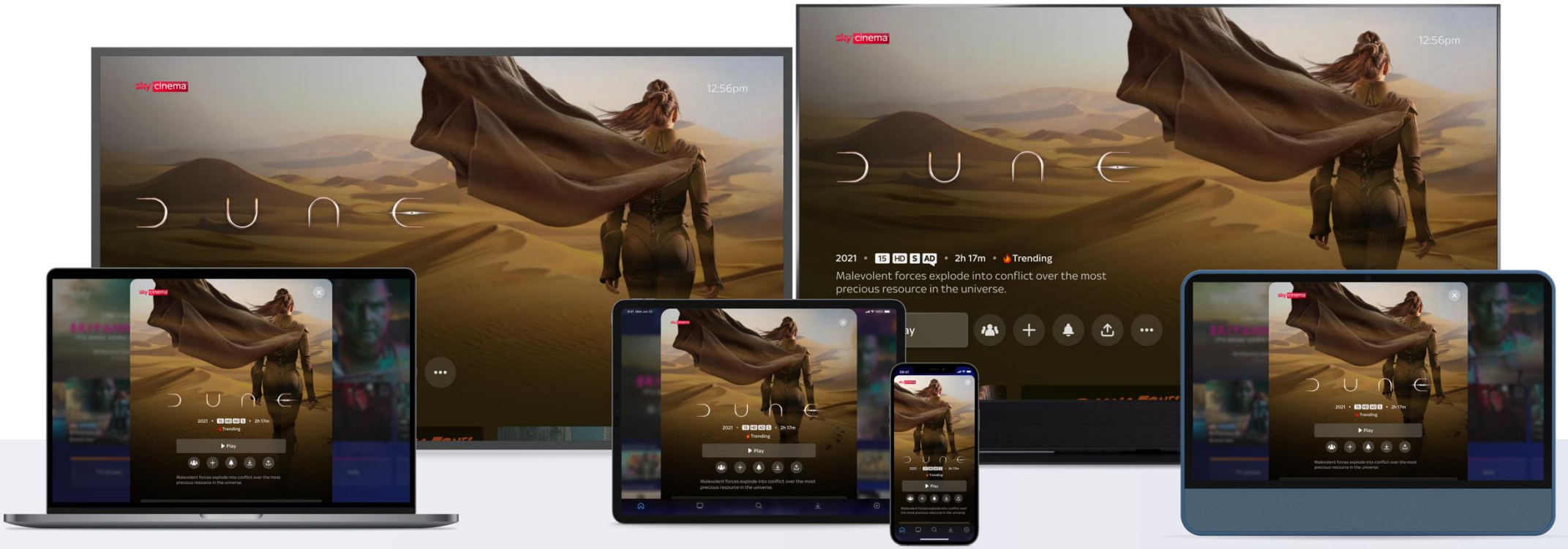
Sky Go across all devices

Where we want to go

Sky Go across all devices

Global Sky

Sky across all devices



*Not final Cria device, prototype only

The App

Too many different names and icons

Sky Go

UK

Sky Q

GERMANY

Sky X

ITALY

TV from Sky

UK (XBOX)

TV from Sky

UK (PLAYSTATION)

The App

Too many different names and icons

Sky

GLOBAL

Next steps

Next steps

Move towards a Sky Design ecosystem that speaks to users in one holistic voice across all devices

Research

Continue work with our Research team with the aim to start testing mid April

Explore

Preliminary UI/UX:

- Competitor research
- Collaborate with other teams
- Work with the Design Systems team

Milestones

Present an update to SVR, mid April

Bi-weekly meetings with Product and the Proposition team

Design

Alongside testing (mid April), begin UX/UI 1st – 2nd week of April

Thank you

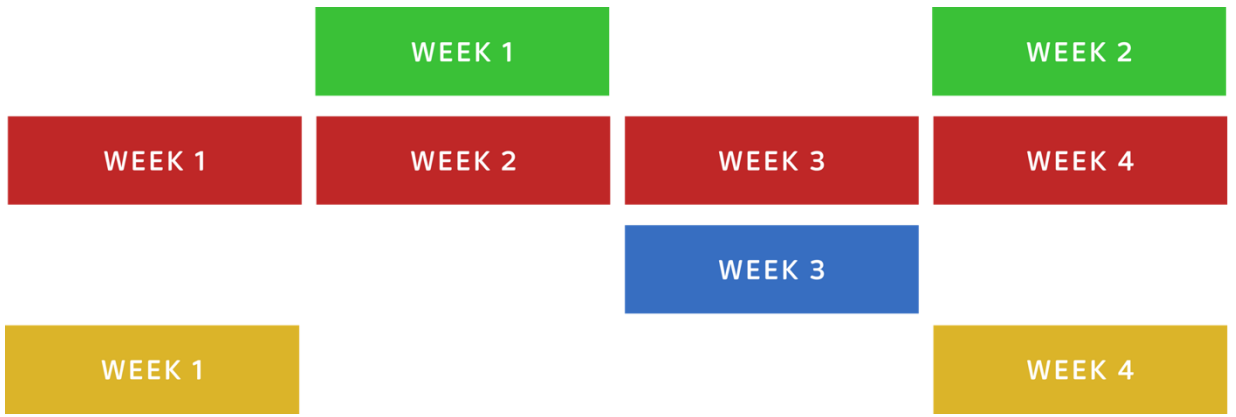
Sprints & Epics

1st device

- Research
- UX/UI/Copy
- Test
- Main meetings

Sprints & Epics

Subsequent devices



- Research
- UX/UI/Copy
- Test
- Main meetings

Principles

How we deliver our values

1

Translate the Aesthetics and minimalist design of Tiles UI

2

Advocate a flexible system that is scalable for the future and easy to browse

3

Bring consistency and standards in every experience to fulfil user expectation and reduce cognitive loads

4

Create recognisable patterns across devices to make the Sky experience familiar

Next steps

Begin aligning Sky Go into the Sky Design ecosystem so we speak to users in one holistic voice

Research

9 months to research, design and test a holistic Sky Go redesign across all platforms

4 months to set the foundations

Ways of working

Design and research allocated to Sky Go work

Incorporate F24 projects

Sky team to work holistically going forward

1 Voice

Sky Go identity to become Sky with consistency of a holistic experience across all devices

Next steps

Begin aligning Sky Go into the Sky Design ecosystem so we speak to users in one holistic voice

Move towards a Sky Design ecosystem that speaks to users in one holistic voice across all devices

Research

Continue work with our Research team to collate questions, assumptions etc and are speaking to recruiters with an aim of testing mid April.

Continue work with our Research team with the aim to start testing mid April.

Explore

Start preliminary UI/UX:

- Looking at competitors
- Seeing what other sky teams have done
- Work with the Design Systems team

Start preliminary UI/UX:

- Competitor research
- Collaborate with other teams
- Work with the Design

Milestones

There is a meeting mid April where an update will be given to SVR.

Twice weekly we are having catch ups with Product and props about the future of Go.

Present an update to SVR, mid April.

Bi-weekly meetings with Product and the Proposition team

Design

With research scheduled for mid April, we will begin the design stage (4 months) around the 1st – 2nd week of April.

Alongside testing (mid April), begin UX/UI 1st – 2nd week of April

Further initiatives