

Multi function

The EPG represents a core element of the TV viewing experience. People spend almost 10% of their time on this tool, trying to access the content that suits their expectations the most.

We revisited the whole navigation system making sure that a tailored offering was always in the focus. Ultimately, we created intuitive browsing patterns. Coherent with the new brand positioning and elevating the whole customer experience.



Jaguar LandRover

