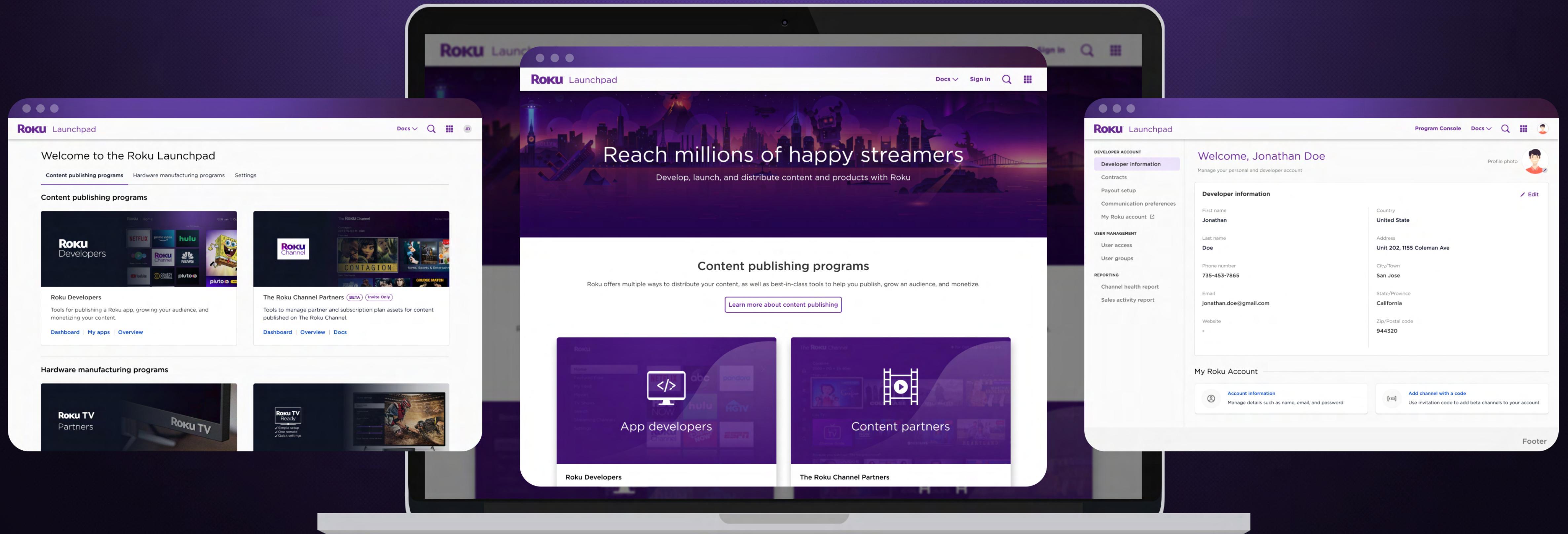


Roku Launchpad



Partner onboarding experience for our partner tools and portals

Table of Content

01 **Background**

02 **Process**

03 **Research & design**

04 **Prototype**

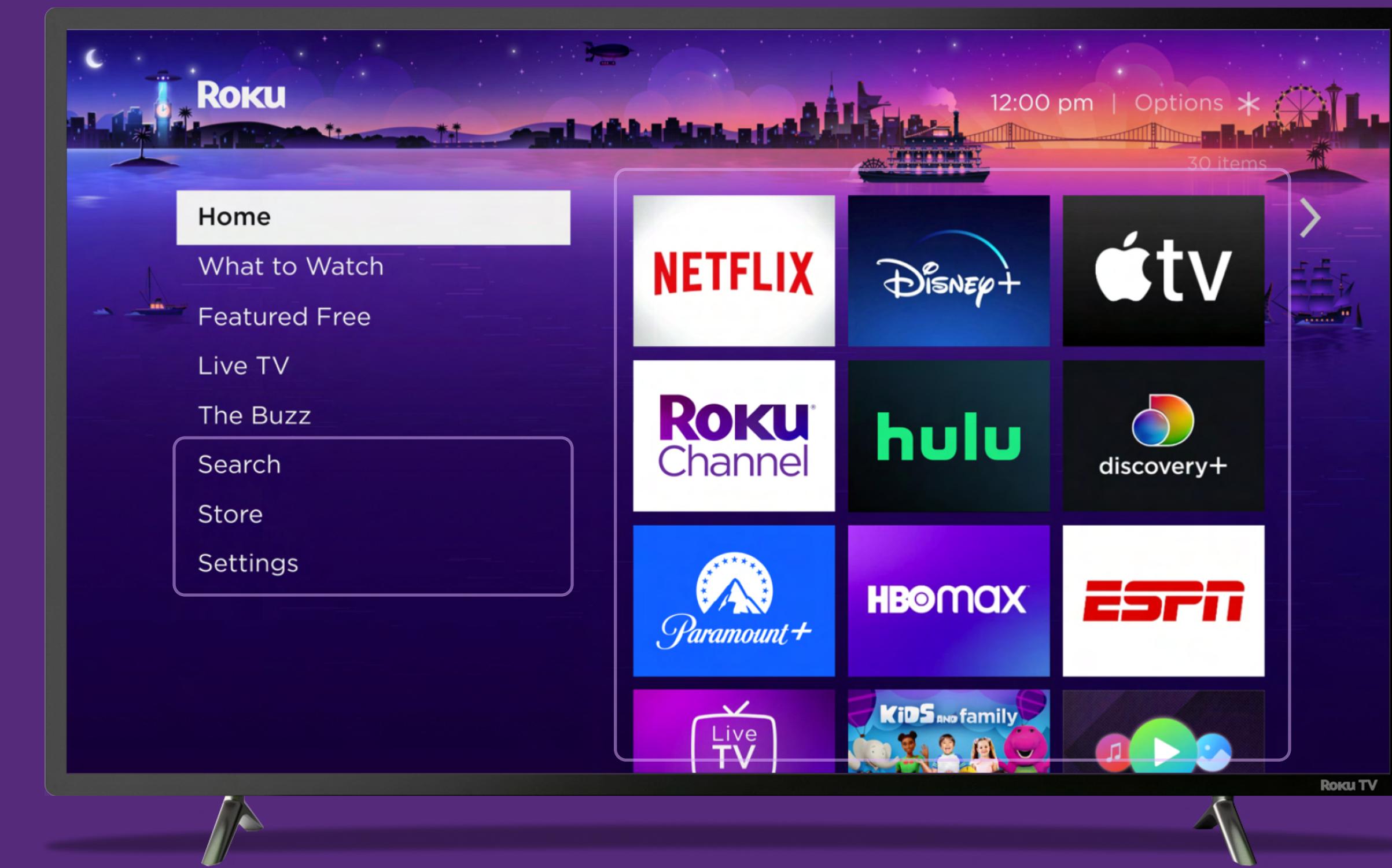
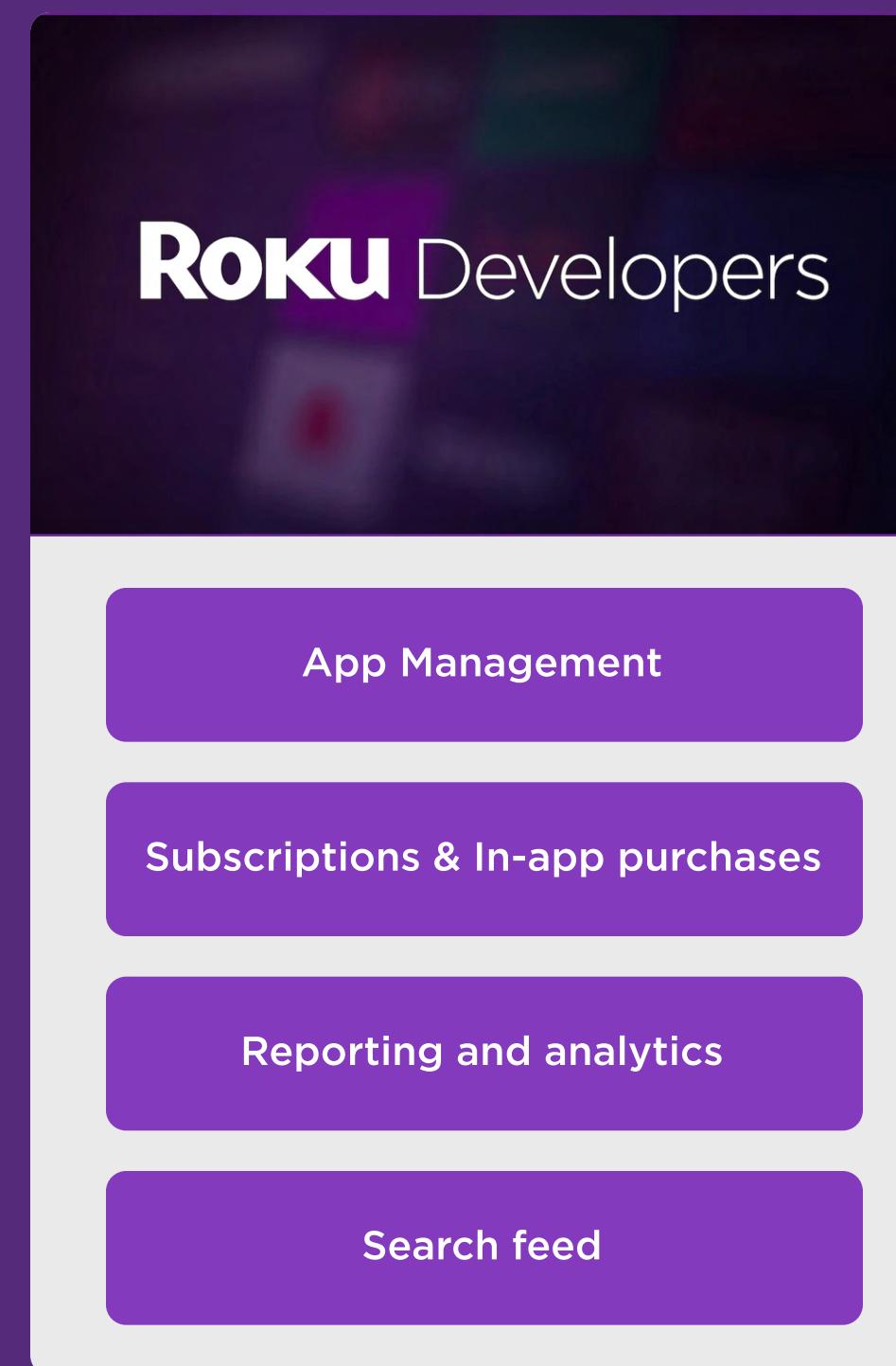
05 **Future state**

Background

Problem statement, purpose, and goal of the project

What was Developer Portal in previous state

A platform that provides services to Roku Developers from different media partners to manage, publish, and monetize their apps on the Roku Channel Store.



Are there other Roku partner programs?

Roku TV Ready

Roku TV
Partner Portal

The Buzz

The Roku
Channel

Developer Portal



Problems, needs, and goals of the project

Business

Users

Problems

Lack of awareness about different partner programs Roku has to offer.

Redundant efforts for building same features for multiple partner programs.

Unhappy developers due to outdated experience of the portal as compare to competitors.

Disruptive experience for the users using multiple partner programs offered by Roku.

Needs

Partners' awareness will lead into more content and media engagement interest with Roku.

Engineering resources can be efficiently managed due to sharing of common features.

Improved experience for users in terms of accessing different programs & consistent experience.

One stop solution to get all the tools, resources, and analytics a user might need.

Goals

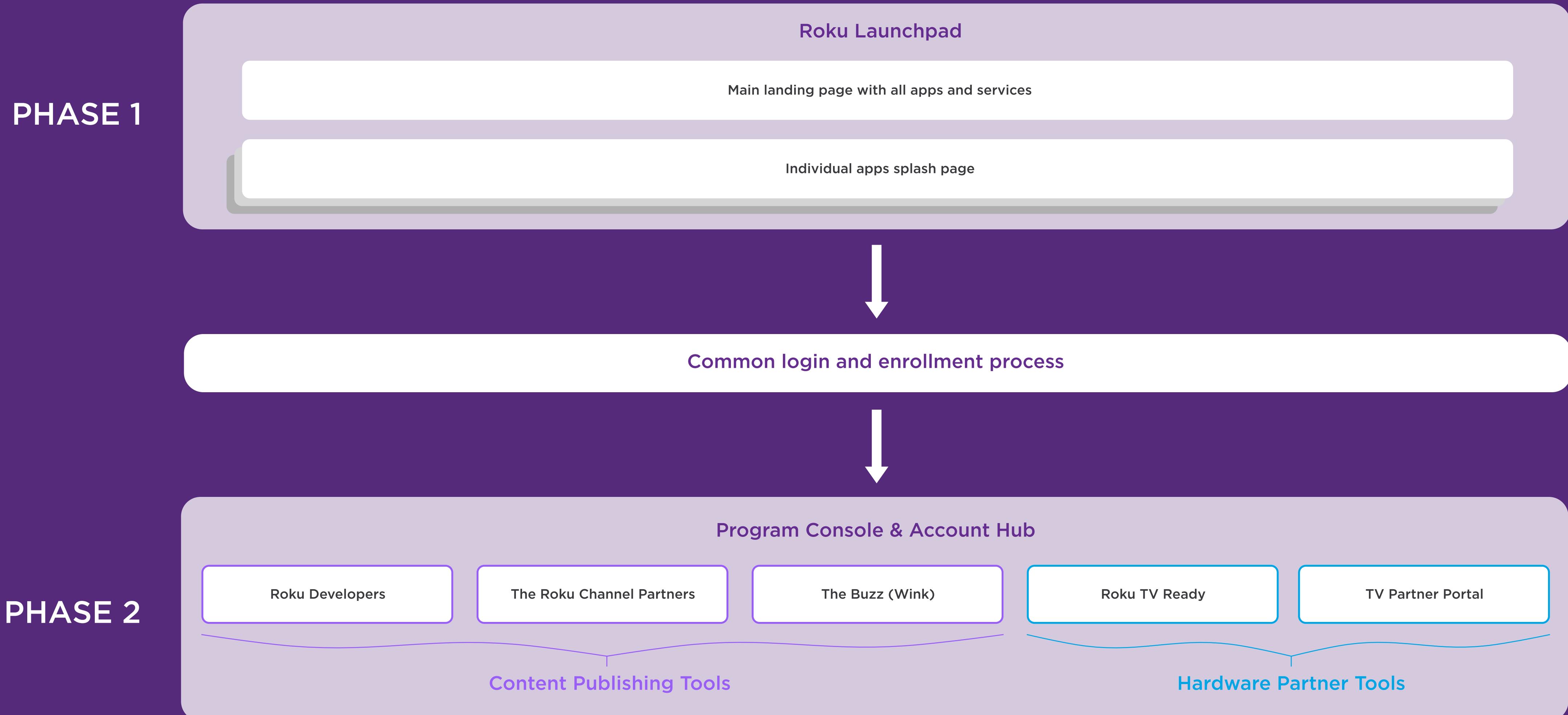
Increase the partner interest in the old and new programs provided by Roku.

Provide consistent experience to our partners and users in all the partner tools Roku has to offer.

Provide centralized docs and resources for all the partner tools.

Deliver delightful experience to our developers and partners similar to consumer products.

The new proposed solution for Developer Portal: Roku Launchpad

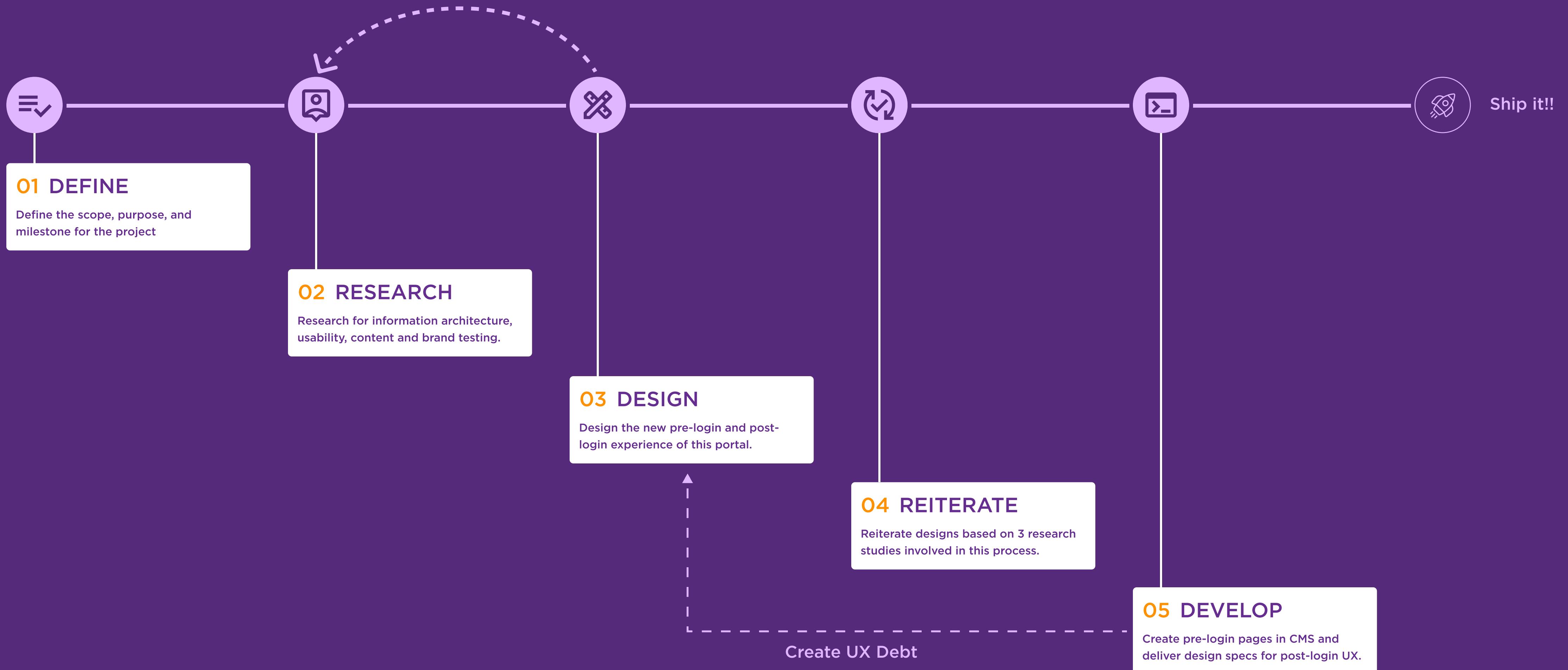


A common practice, industry wide. We are not the first!



Process

Design process



Research & Design

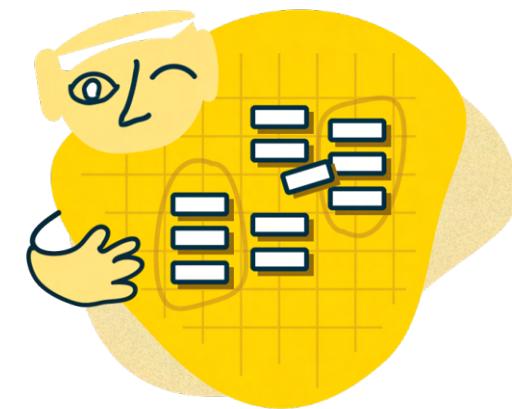
3 user research studies

Creating new information architecture

Process

1. Identify tasks and map existing IA
2. Hypothesis on new IA in order to account for all new partner programs & features
3. Research to validate grouping and test the new IA (Optimal Workshop Tool)
4. Reiterate and finalize the IA

Unmoderated Research



Card Sorting



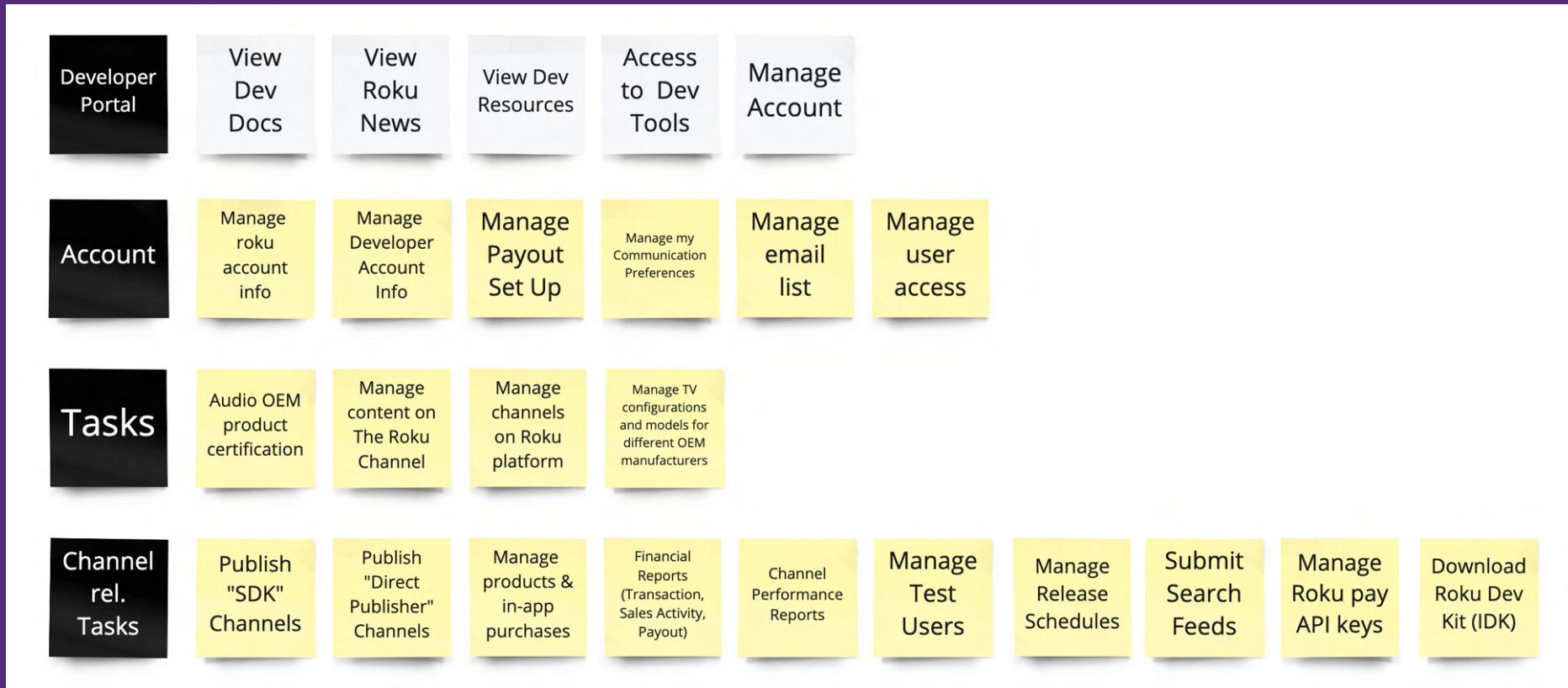
Tree Test

85% success rate

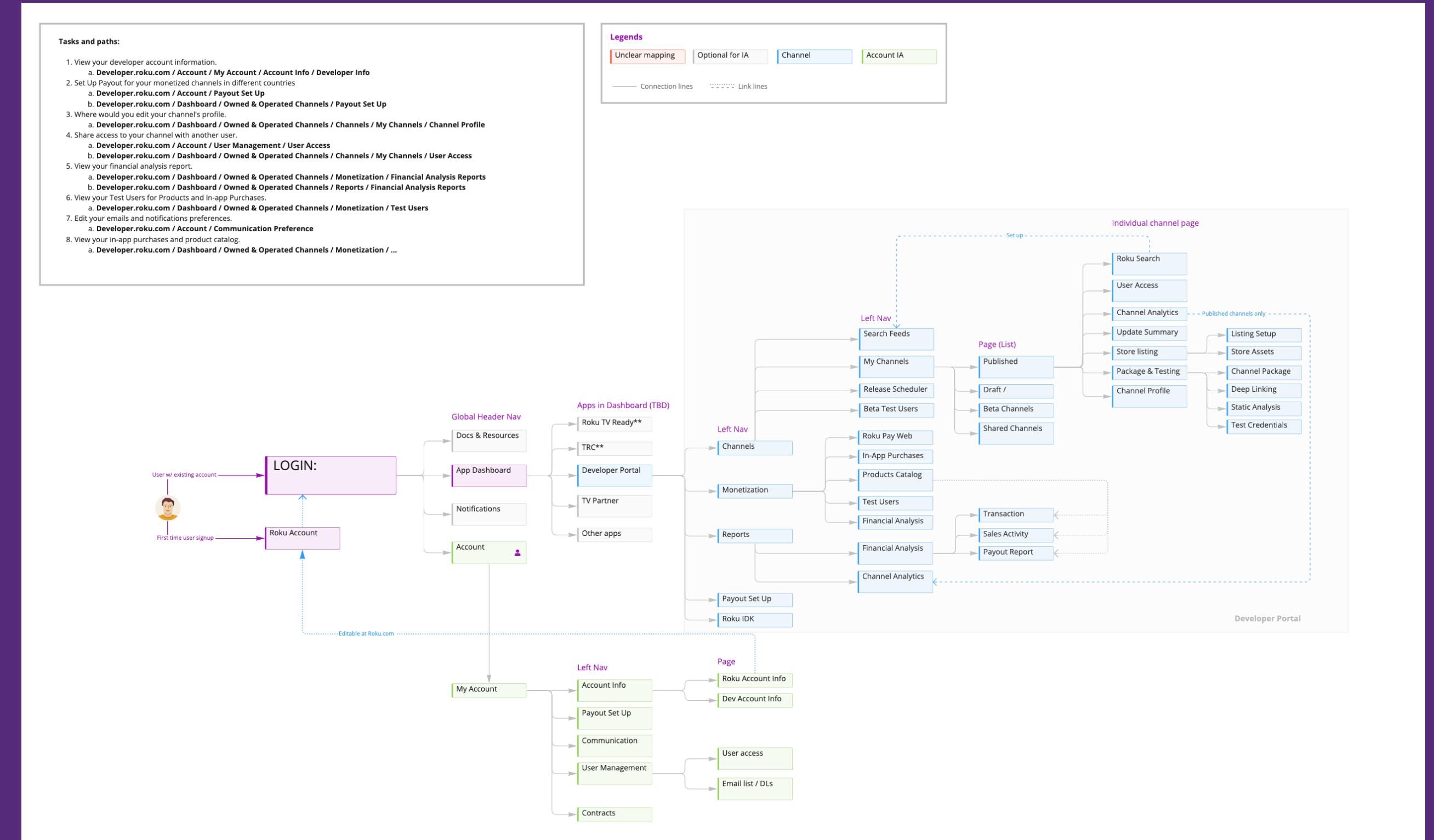
8 participants

Card sorting and Tree test

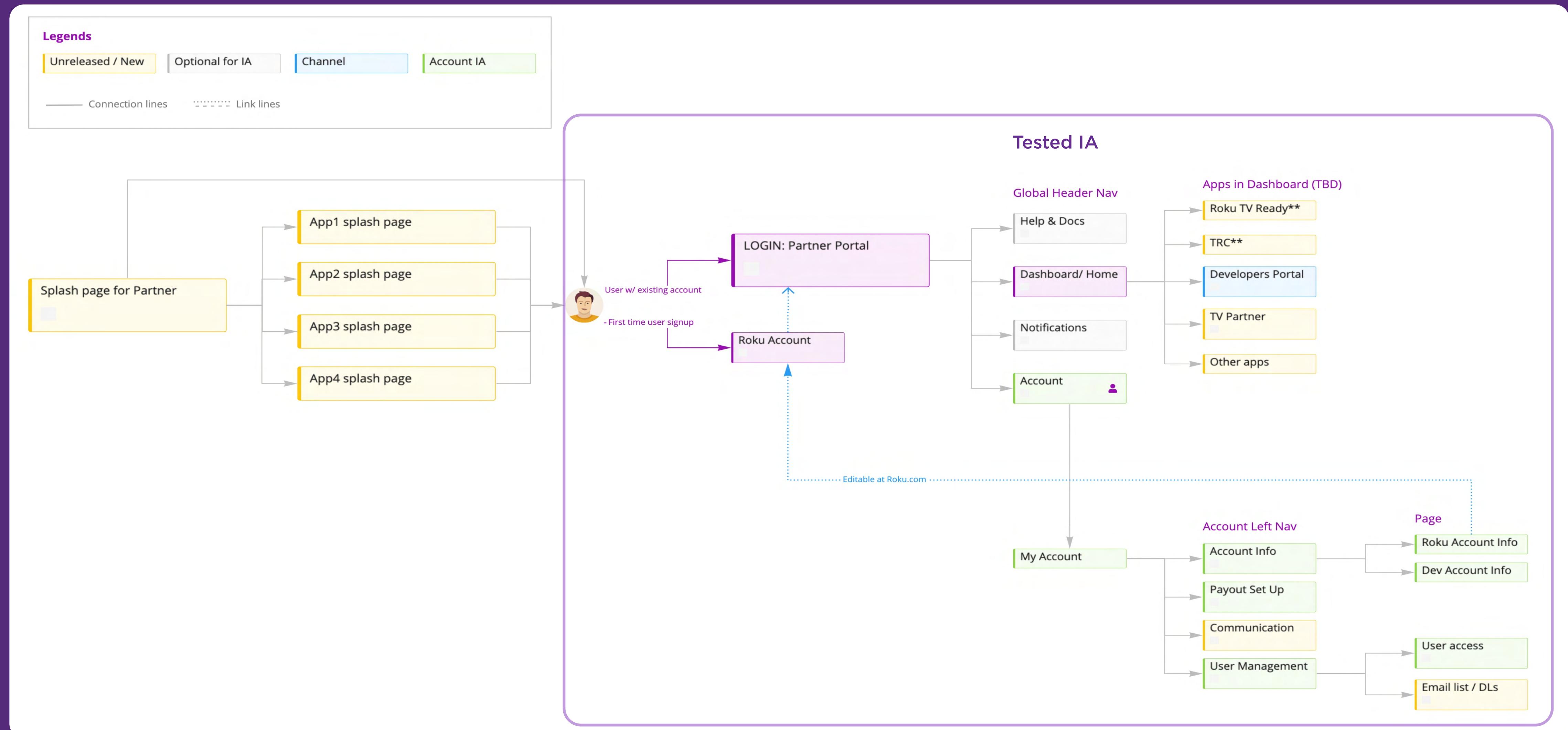
IA and tasks for tree test



Tasks for card sorting



High-level IA Research Outcome (Pre-login and Post-login)



Create branding and pre-login pages for the portal and individual apps

Process

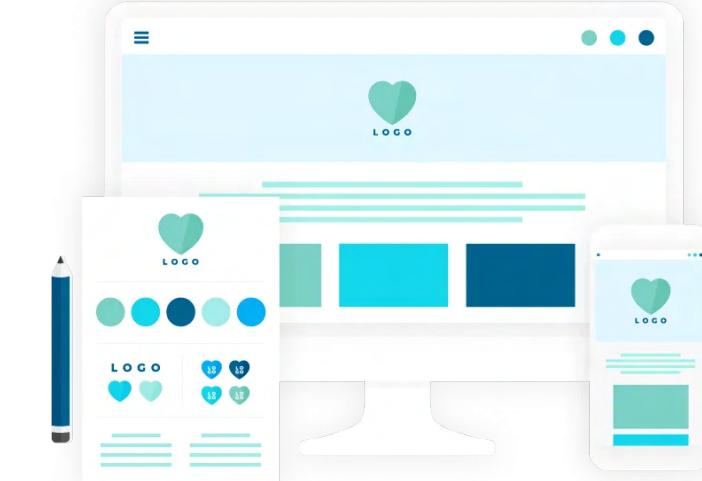
1. Brand namestorming, content writing, and create wireframes

2. Hi-Fi mocks, illustration assets gathering, and internal reviews

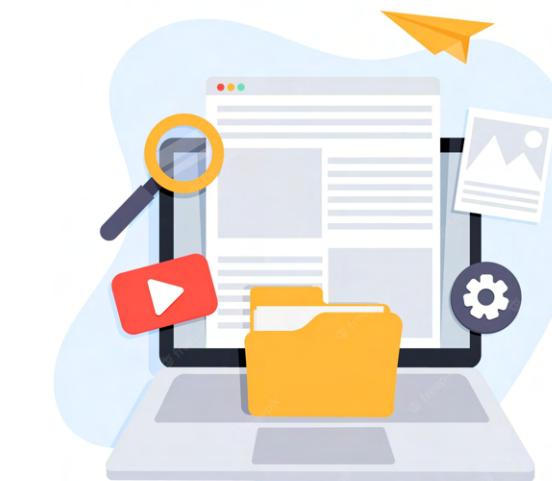
3. Research to test branding and content on the pre-login UX

4. Reiterate designs and create pages using Roku's Content Management System

Moderated User Research



Brand testing



Content testing

Market research and explorations for portal branding

Market research

Digital + Hardware

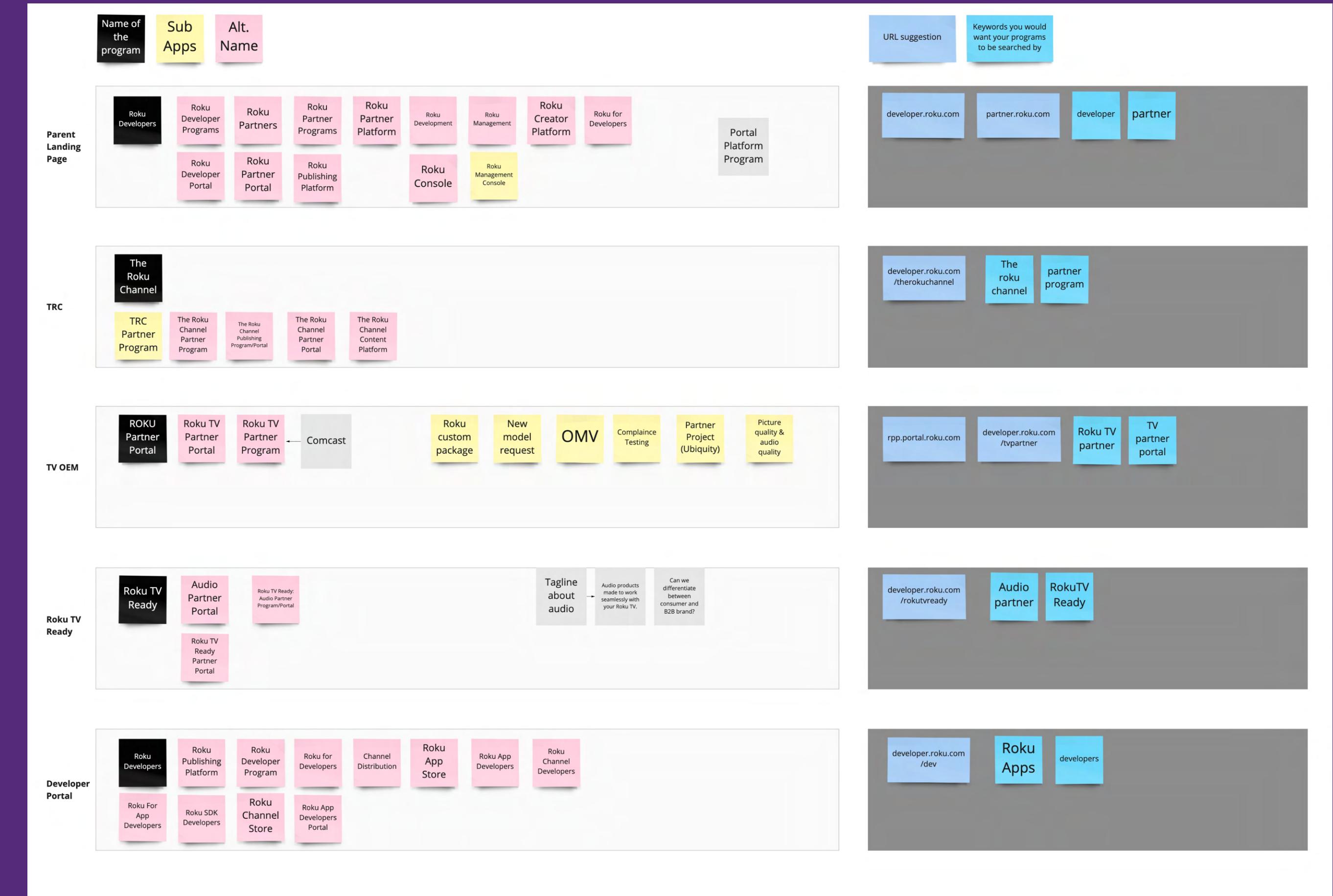
Digital (Apps & OS)

Partner Portals (Content)

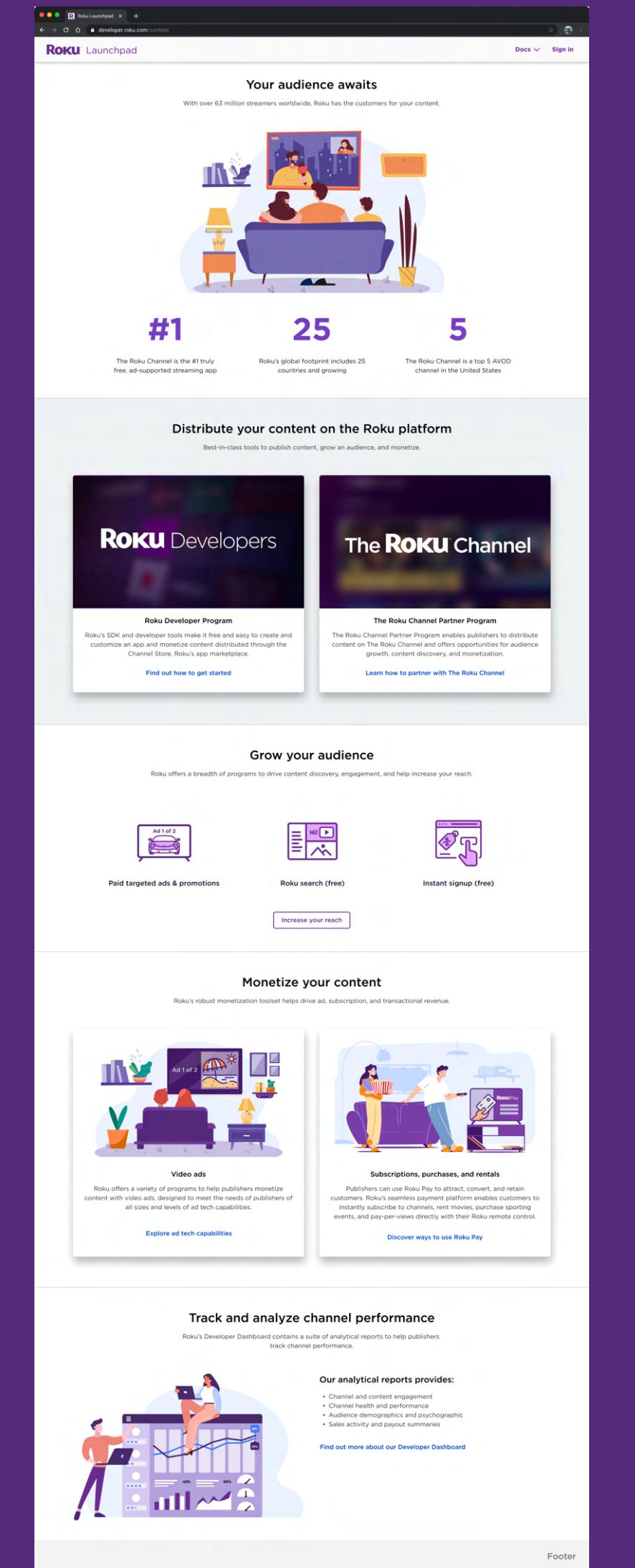
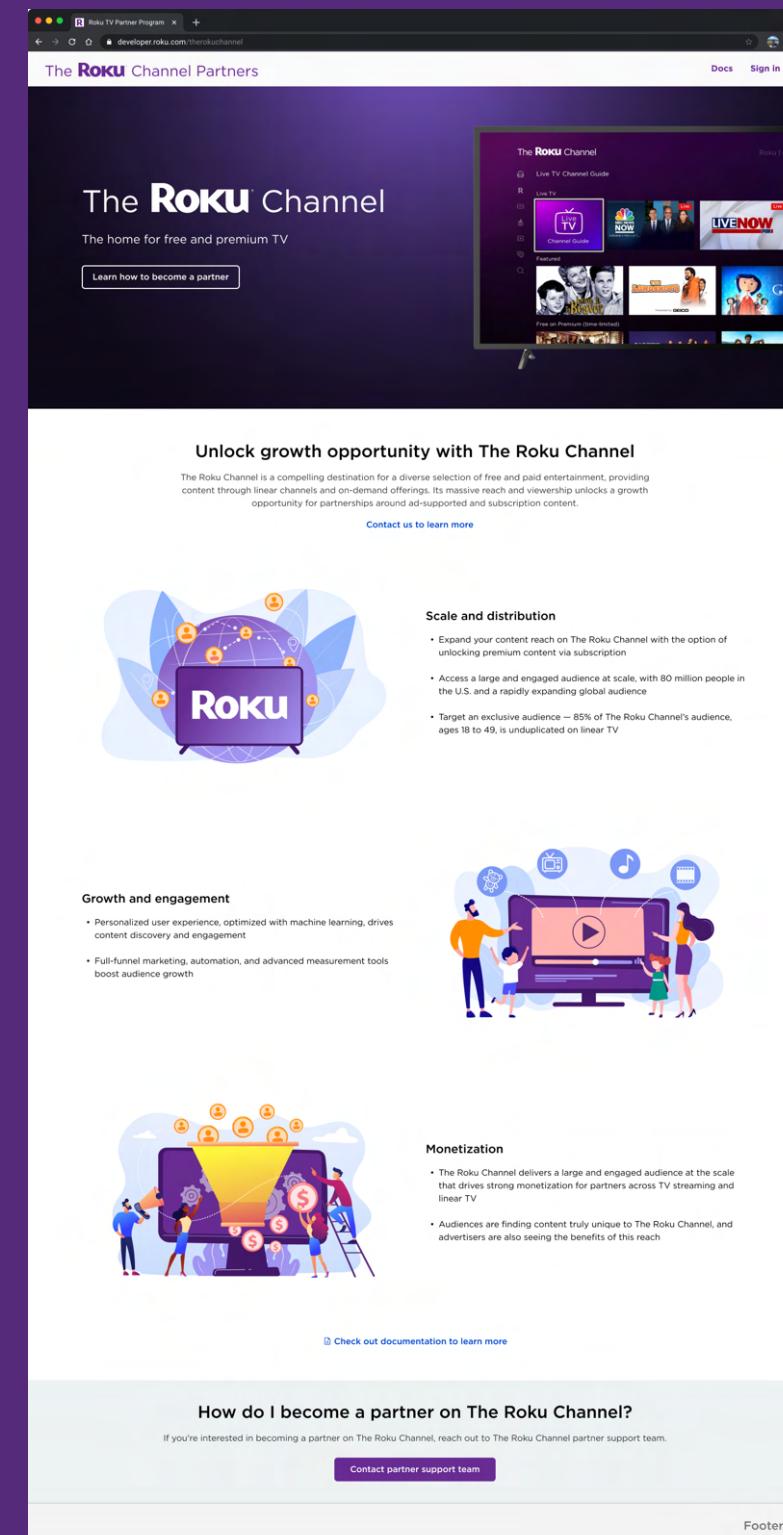
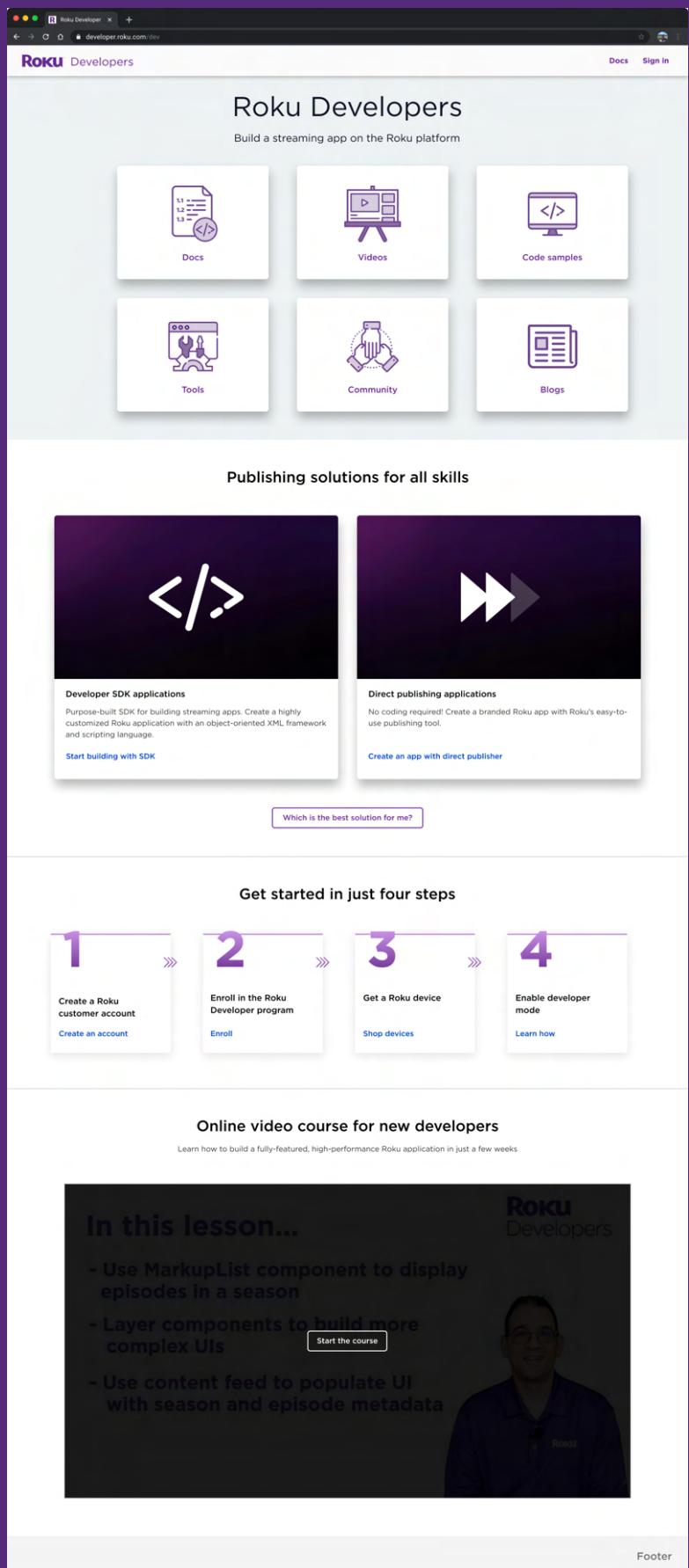
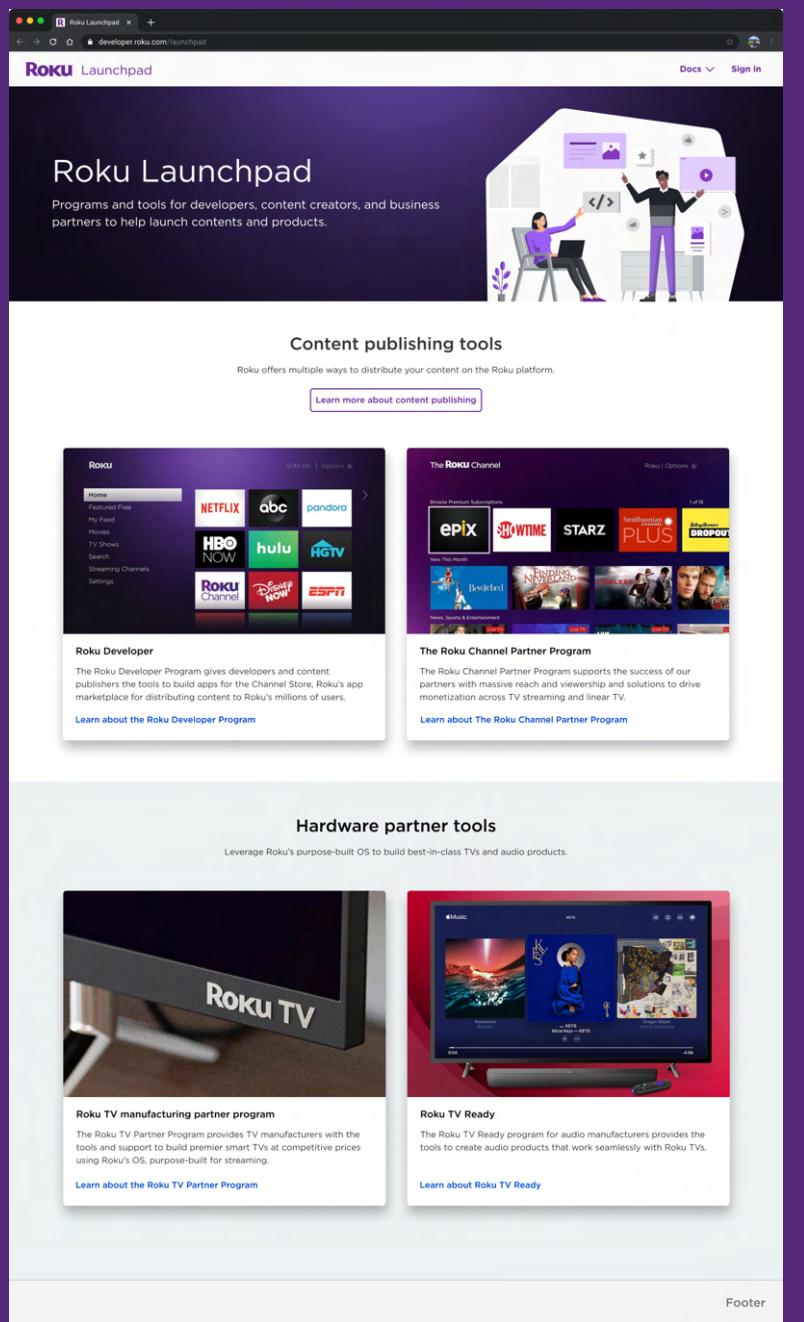
Hardware

TV OEM should look at this!

Brand namestorming, SEO keywords



Designs we put to test



Here is what we learned

- Many participants found it **difficult to distinguish the Developer and TRC partner programs**
- Artwork such as images, visuals, and icons drew more attention than just text
- Participants preferred to have **documentation links within the sites** along with global header nav
- Wording choices and reception of the page content has impacts on participants' expectation of CTAs on a page

The **Roku® Channel**
v/s
Roku® Channel Store



Here is what we learned

- Most participants would only **bookmark an interactive or action-oriented page**
- The proposed portal name “**Roku Launchpad**” received highest votes along with Roku Partners. It also had overall consensus of being **agnostic in nature**.
- Some participants found that **Roku TV Ready is hard to associate with audio products**
- Participants considered splash **pages are easy to comprehend** and helpful to develop a **better understanding of the partner programs** offered by Roku

Sentiments on portal names:

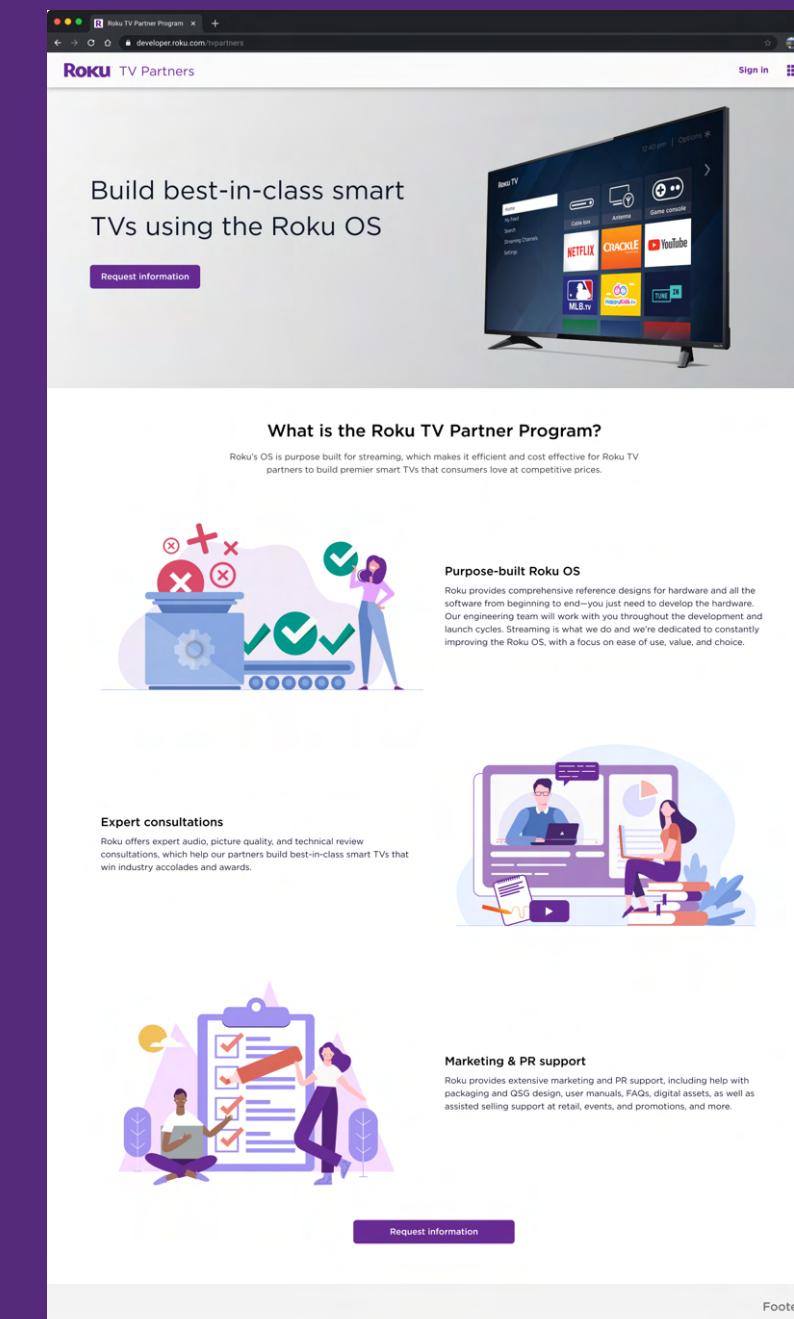
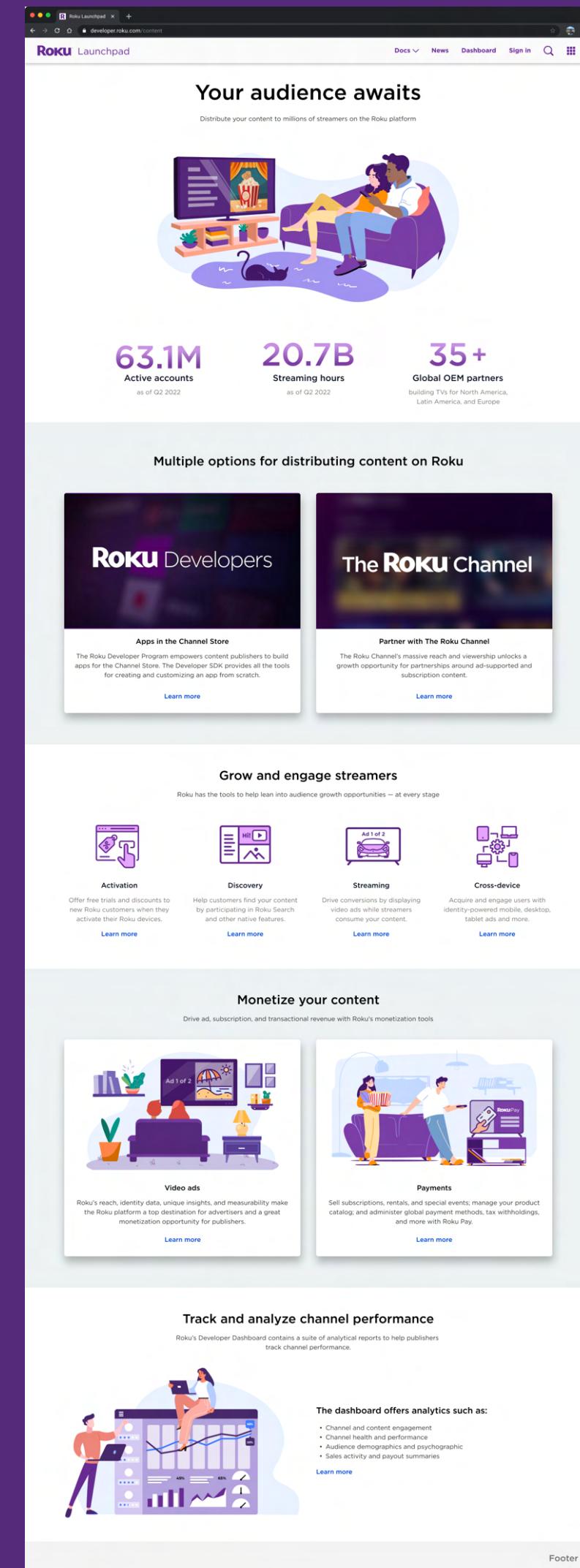
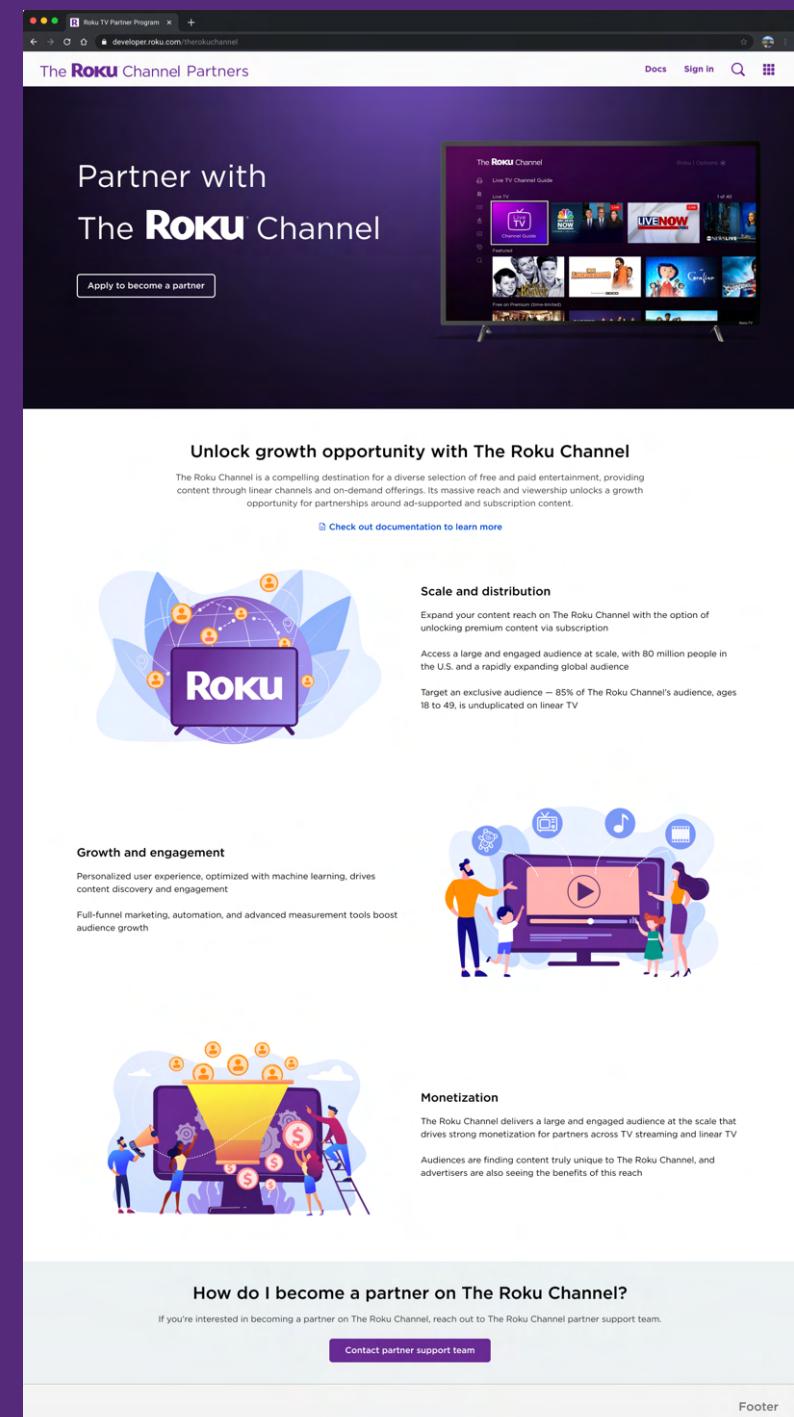
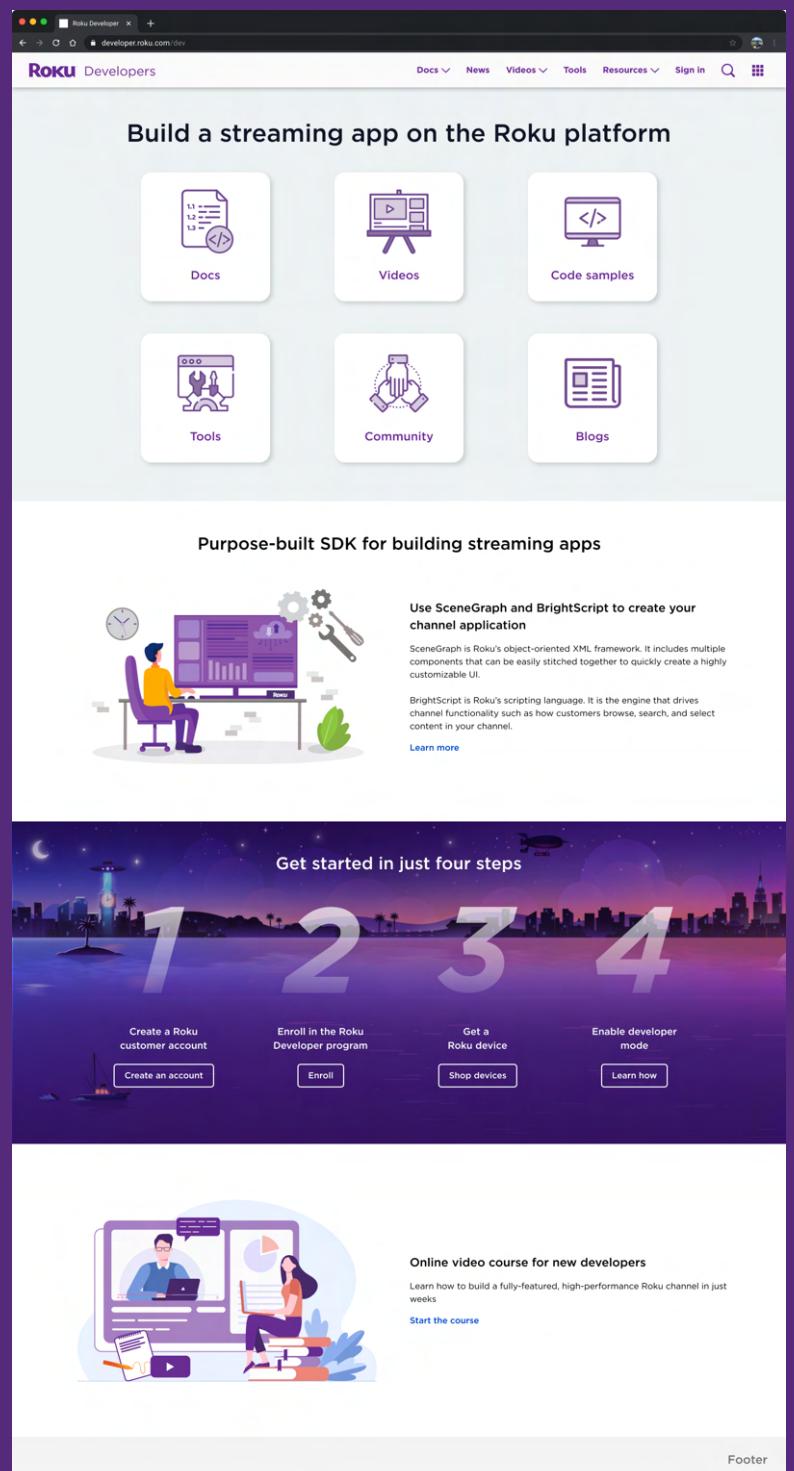
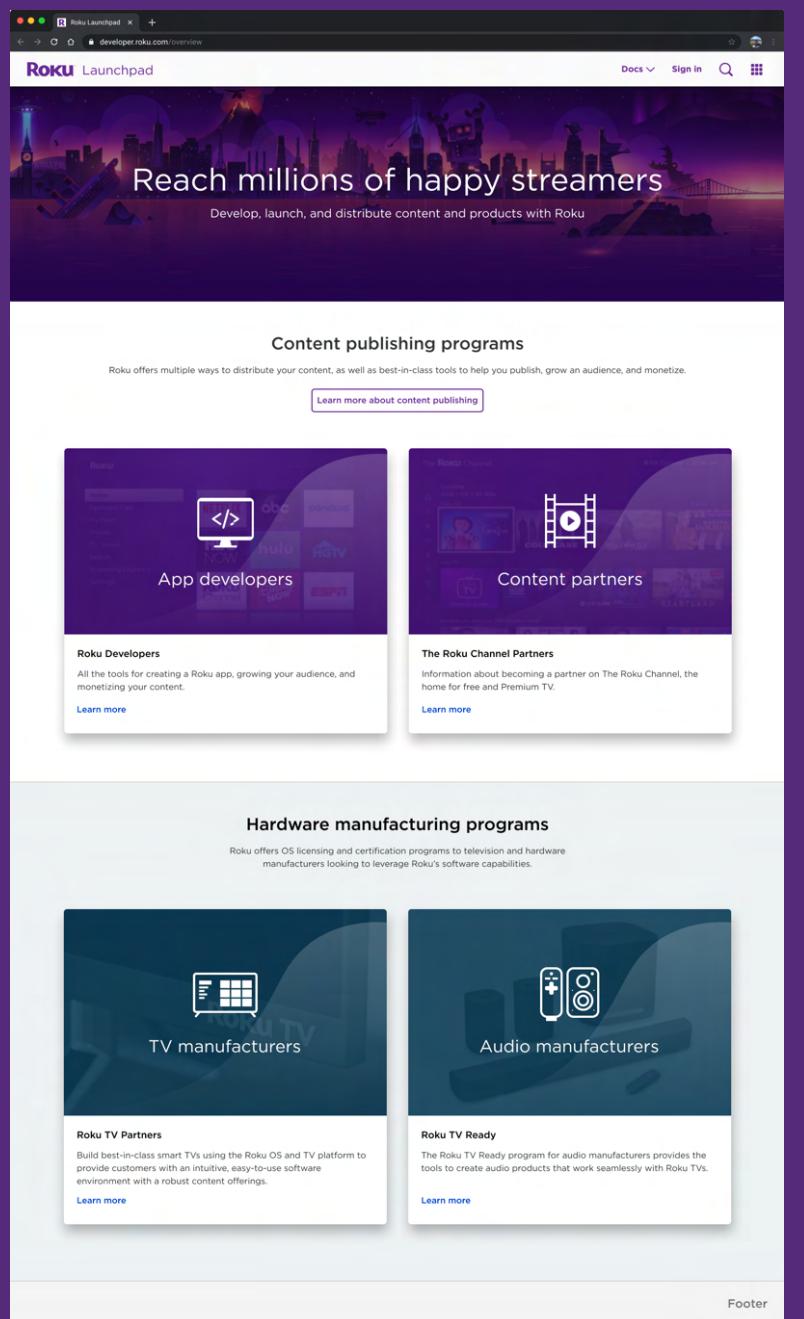
 Launchpad

 Partners

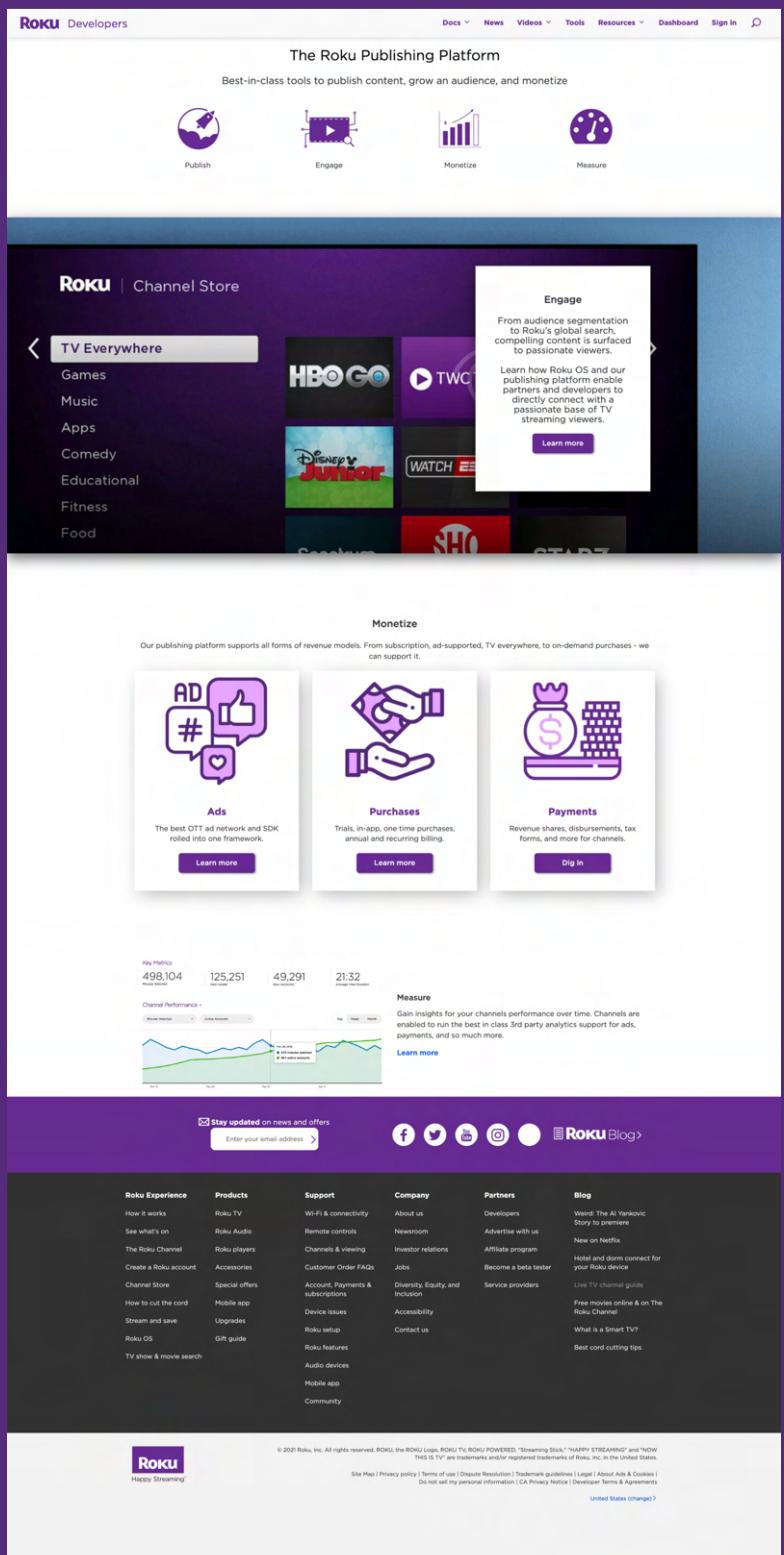
 Developers

 Central

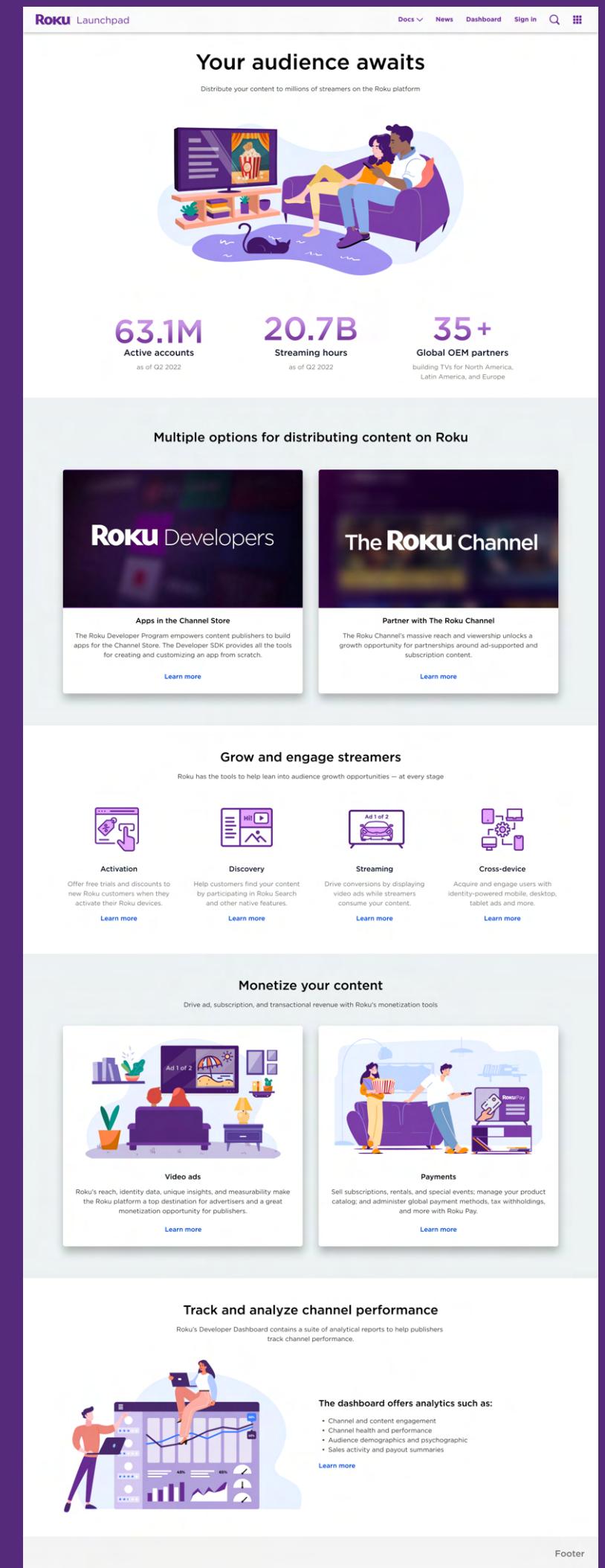
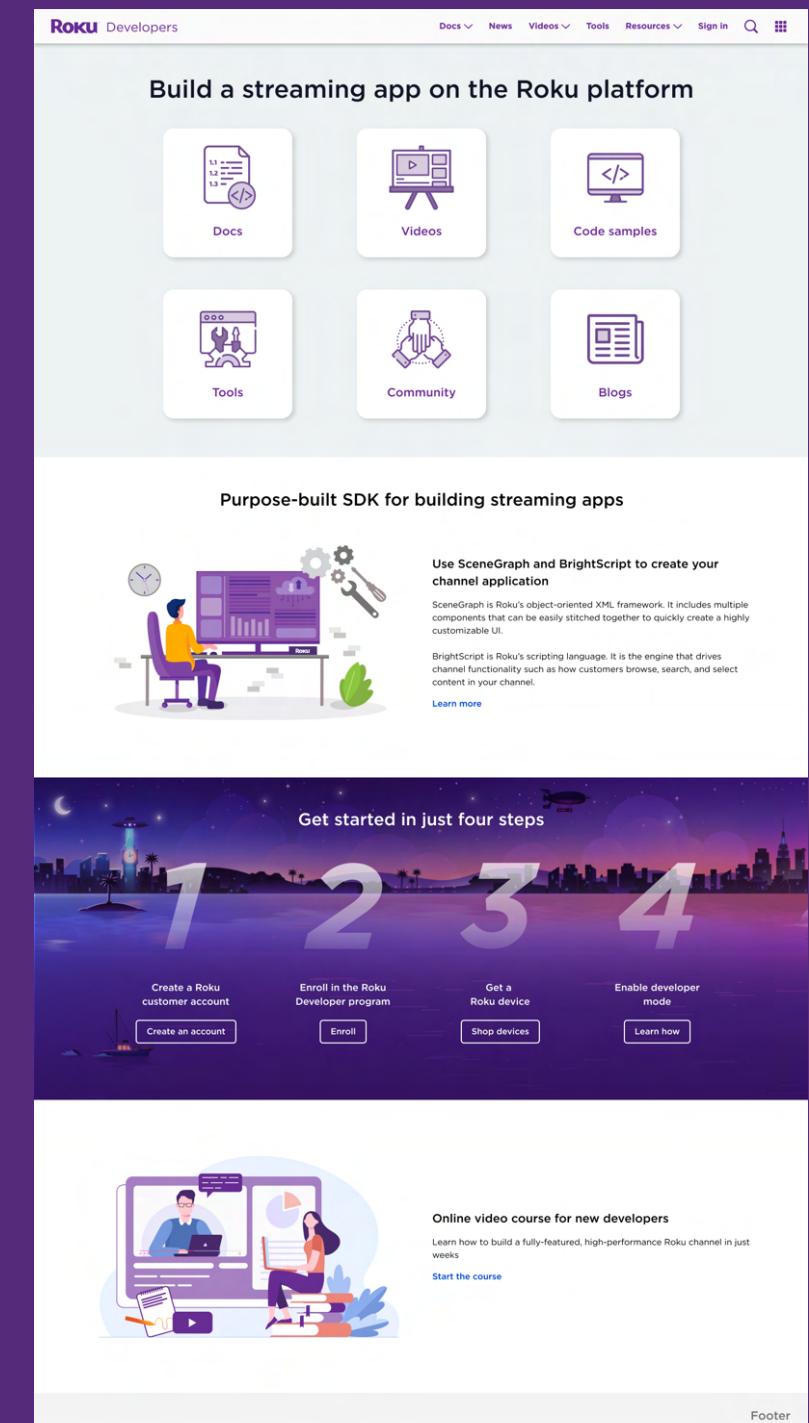
Reiterated pages after research



Old vs New pre-login experience of Developers Portal



User usually complained about **older landing page** being more **marketing focus**, and they didn't find it useful.



In the **new design** we **separated the marketing content** and made the developer page more **utilitarian** in nature.

Design post-login experience for Launchpad and Account

Process

1. Define scope, MVP MLP (Minimum Lovable Product), and milestones

2. Design and reiteration for Launchpad and account along with internal feedback

3. Usability research studies to test feature prototype (Figma)

4. Reiterate designs and create pages on RAPID

Usability Testing



Enrollment Process



Program Console



Account Hub



7 participants

Initial whiteboarding for defining use cases and mapping features

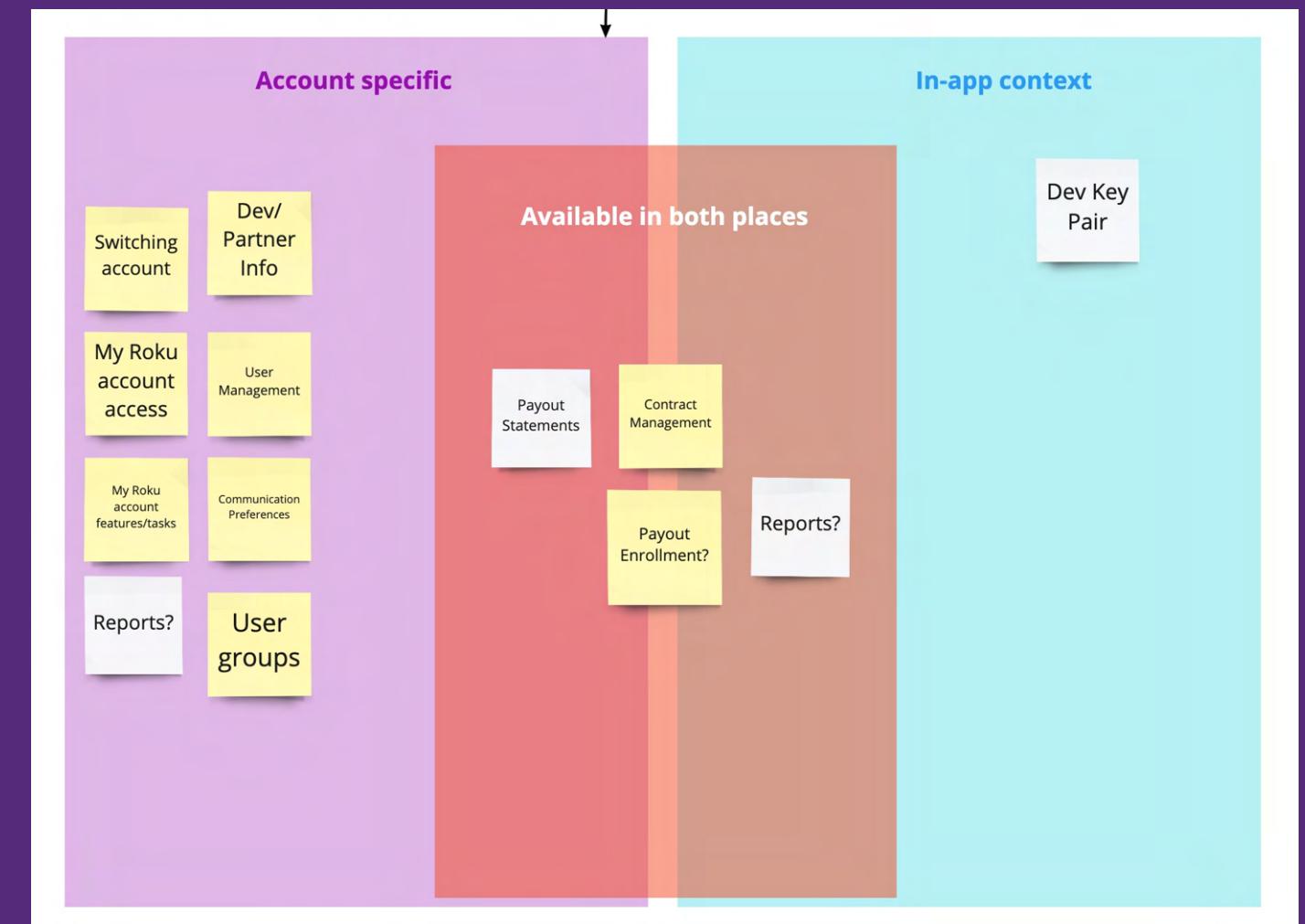
Defining use case and features

Feature / Functionality Name	Is it common across multiple Apps?	Comments
Roku Account and access point	✓	All apps using Developers Portal needs a Roku account.
Main Landing Page (Pre-login)	✓	All apps and services will be shown as part of main landing page.
Login page and experience	✓	Mandatory Single entry point for all Apps
Global App Header	✓	Mandatory for branding consistency purpose
Actions on app Header (Search, Notification, Help)	✓	Depending on Apps to provide flexibility based on their needs.
App Switcher control on App Header	✓	Mandatory as part of consistency across apps in portal.
App Console or Launchpad with App Tile	✓	Mandatory
Switch Account	✓	This is a dynamic option if an user have multiple accounts
Account and program enrollment	✓	WIP: Need to work with teams to define common account level functionality, if any.
Account level features • Dev Account Info • Payout Set Up • Communication Preferences • User Management	✓	Optional for Apps to use it or not.
User Access, User groups (DLS), and Share	✓	Optional for Apps to use it or not.
Secondary Menu Bar as part of App header	✓	Optional for Apps to use it or not. Can be used for contextual nav or docs.
Market splash page template / framework	✓	
Forums	✓	Optional for Apps to use it or not.
Docs microsite skeleton / template	✓	Optional for Apps to use it or not.
Marketing splash page	✗	Depending on individual apps
Documentation content and resources	✗	Depending on individual apps. The app with docs can use help icon or optional menu bar based on their needs.
Contracts	✗	Depending on individual apps. Ideally on app level but can be bundled into Account Hub.**
Developer Tools	✗	Only relevant to Channel Distribution users (Roku Developers).
IA and navigation within individual Apps	✗	App dependent.
Blogs	?	Should we common blog or separate for every app

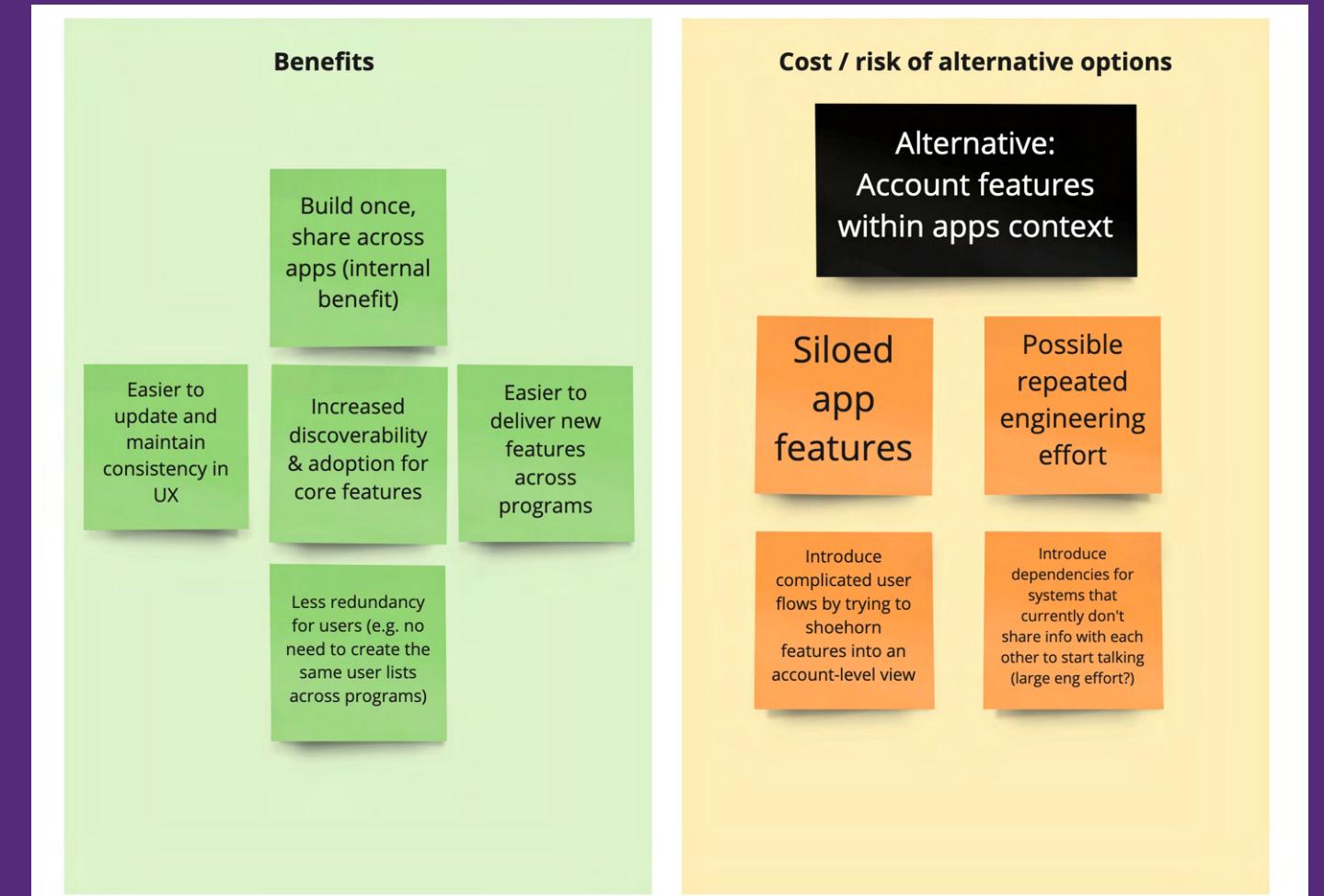
What are the key use cases for Account Hub?



Grouping tasks / features



Defining business case



Common funtionalities designs we put to test

Program enrollment

Enroll to content publishing programs

Are you enrolling as an individual or a company?

Individual
 Company

First name: Jonathan

Last name: Doe

Phone number: 735-453-7865

Website:

Country: United States

Address: Unit 202, 1155 Coleman Ave

City/Town: San Jose

State/Province: California

Zip/Postal code: 944320

I confirm that I have read and agree to the [Roku Application Distribution Agreement](#).

Enroll

Terms and Conditions | Privacy Policy | Developer Site | About ads & cookies | Do not sell my personal information | Developer Terms & Agreements | CA Privacy Notice

© 2008-2022 Roku, Inc.

Program selection console

Welcome to the Roku Launchpad

Roku Developers
Tools for creating a Roku streaming app, growing your audience, and monetizing your content.
[Dashboard](#) | [Overview](#) | [Docs](#)

The Roku Channel Partners BETA Invite Only
Tools to manage partner and subscription plan assets for content published on The Roku Channel.
[Apply now](#) | [Overview](#) | [Docs](#)

Manage developer account

- Developer information**: Manage your name, company, and address
- User access management**: 12 users
- Communication preferences**: Manage your email and notification preferences
- Contracts**: 2 active contracts
- Payout Setup**: Manage your payout and tax documents on Certa
- User groups**: 2 groups

Welcome to the Roku Launchpad

Roku Developers
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Account dashboard

Roku Developers

Dashboard

CHANNELS

- My channels
- Search feeds

MONETIZATION

- Product catalog
- Test users
- Roku Pay web services

FINANCIAL REPORTS

- Transaction reporting
- Sales activity
- Payout reporting

ENGAGE

- Display ads

ROKU IDK

- Download

SETUP

- Key pair

My channels

Channel	Version	Date
Filmrise test channel 2	v1.0	09/15/2020
Filmrise Comedy	v3.2	06/15/2020
Filmrise History	v3.2	05/15/2020
Filmrise Family	v3.2	05/15/2020
Filmrise Kids	v3.2	05/15/2020

Roku Launchpad

Program Console

Welcome, Jonathan Doe

Manage your personal and developer account

Developer account

- Developer information**
- Contracts
- Payout setup
- Communication preferences
- My Roku account

User management

- User access
- User groups

Reporting

- Channel health report
- Sales activity report

My Roku account

- Account information**: Manage details such as name, email, and password
- Add channel with a code**: Use invitation code to add beta channels to your account

Here is what we learned

- Many participants found the enrollment process and program selection console **intuitive and easy to understand**.
- Participants **appreciated about moving the account features** from their working dashboard into centralized account hub.
- All participants found the **new account switching behavior much easier** as compared to current experience where they have to navigate to a page to do so.
- Participants expressed that having **personalized profile avatar** would help them to understand which account they are currently looking at.
- Some participants expressed **confusion about relationship between My Roku and Developer account**.

Some key design reiteration after research

Account Dashboard (Before)

The screenshot shows the 'Developer information' section of the dashboard. It includes fields for First name (Jonathan), Last name (Doe), Address (Unit 202, 1155 Coleman Ave, San Jose, California, 944320), and a Phone number (735-453-7865). The sidebar on the left lists sections such as 'Developer information', 'User management', 'Reporting', and 'My Roku account'. The 'Communication center' and 'Email list' sections are specifically highlighted with purple boxes.

Users wanted clear **indication of which account** they were looking at. So we introduced an avatar component in header instead of simple profile icon.



Users found feature **names** like 'Communication Center' and 'Email List' **confusing**.

So we **renamed** those names and validated those in the second round of usability studies.

Account Dashboard (After)

The screenshot shows the 'Developer information' section of the dashboard after renaming. The 'Communication center' and 'Email list' sections are now labeled 'Communication preferences' and 'User groups' respectively. The rest of the interface remains largely the same, including the sidebar with 'Developer information', 'User management', 'Reporting', and 'My Roku account' sections.

Profile dropdown (Before)

The screenshot shows a dropdown menu with three items: 'Jonathan Doe', 'Hulu Inc.', and 'Walt Disney Inc.'. Each item has a small circular profile icon next to the account name.

Profile dropdown (After)

The screenshot shows the same dropdown menu as before, but the 'Jonathan Doe' entry now features a larger, more prominent user profile icon (an 'JD' monogram) next to the account name.

Some key design reiteration after research

Owned vs Shared account (Before)

Roku Launchpad

Welcome, Jonathan Doe

Developer information

First name: Jonathan, Last name: Doe, Phone number: 735-453-7865, Email: jonathan.doe@gmail.com, Website: -

Country: United States, Address: Unit 202, 1155 Coleman Ave, City/Town: San Jose, State/Province: California, Zip/Postal code: 944320

MY ROKU ACCOUNT

- Change Password
- Add channel with a code

My Roku Account

- Account information
- Add channel with a code

Footer

2 Indicators to distinguish account in previous design:

1. Name on the account header
2. Missing links to Roku consumer account and security features.

Owned vs Shared account (After)

Roku Launchpad

Welcome, Jonathan Doe

Developer information

First name: Jonathan, Last name: Doe, Phone number: 735-453-7865, Email: jonathan.doe@gmail.com, Website: -

Country: United States, Address: Unit 202, 1155 Coleman Ave, City/Town: San Jose, State/Province: California, Zip/Postal code: 944320

My Roku Account

- Account information
- Add channel with a code

Footer

We introduced **4 Indicators** to distinguish accounts in new design iteration:

1. Name on the account header
2. Avatar change
3. Missing links to Roku consumer account and security features.
4. Message bar to inform users

Roku Launchpad

Welcome, Hulu Inc.

Developer information

Organization: Hulu Inc., First name: Harvey, Last name: Specter, Phone number: 735-453-7865, Email: harvey.specter@hulu.com, Website: www.hulu.com

Country: United States, Address: Unit 202, 1155 Coleman Ave, City/Town: San Jose, State/Province: California, Zip/Postal code: 944320

X

X

Footer

Users expressed that **2 Indicators** were **not sufficient to differentiate** the accounts

Users also mentioned about **duplication of some navigation** on left menu and on page itself.

Roku Launchpad

Welcome, Hulu Inc.

Developer information

Organization: Hulu Inc., First name: Harvey, Last name: Specter, Phone number: 735-453-7865, Email: harvey.specter@hulu.com, Website: www.hulu.com

Country: United States, Address: Unit 202, 1155 Coleman Ave, City/Town: San Jose, State/Province: California, Zip/Postal code: 944320

X

Footer

In second round of studies **users found avatar and message bar** to be very helpful to distinguish between owned and shared accounts.

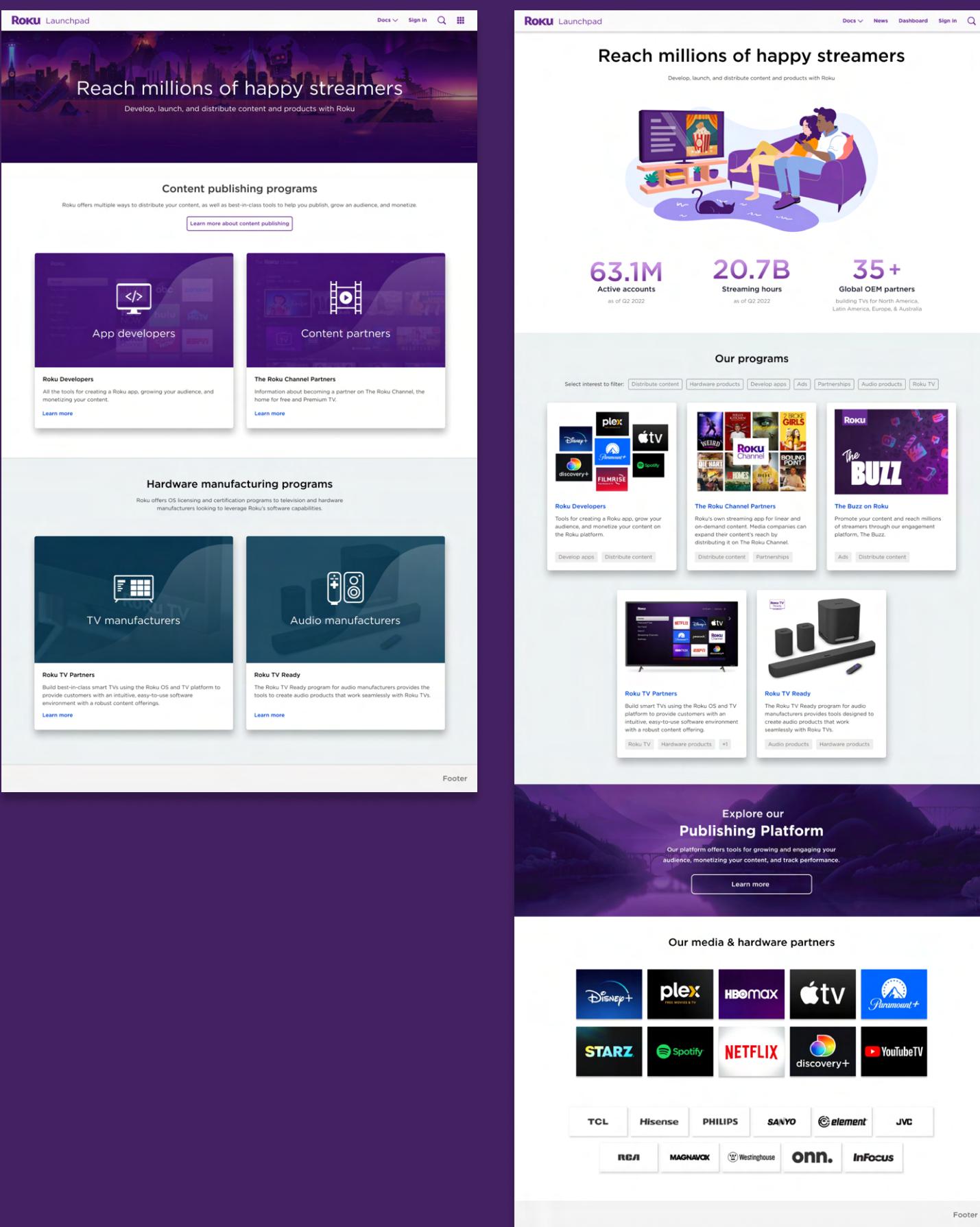
Check out the end-to-end design

[View Prototype](#)

Future state

Key changes for future state

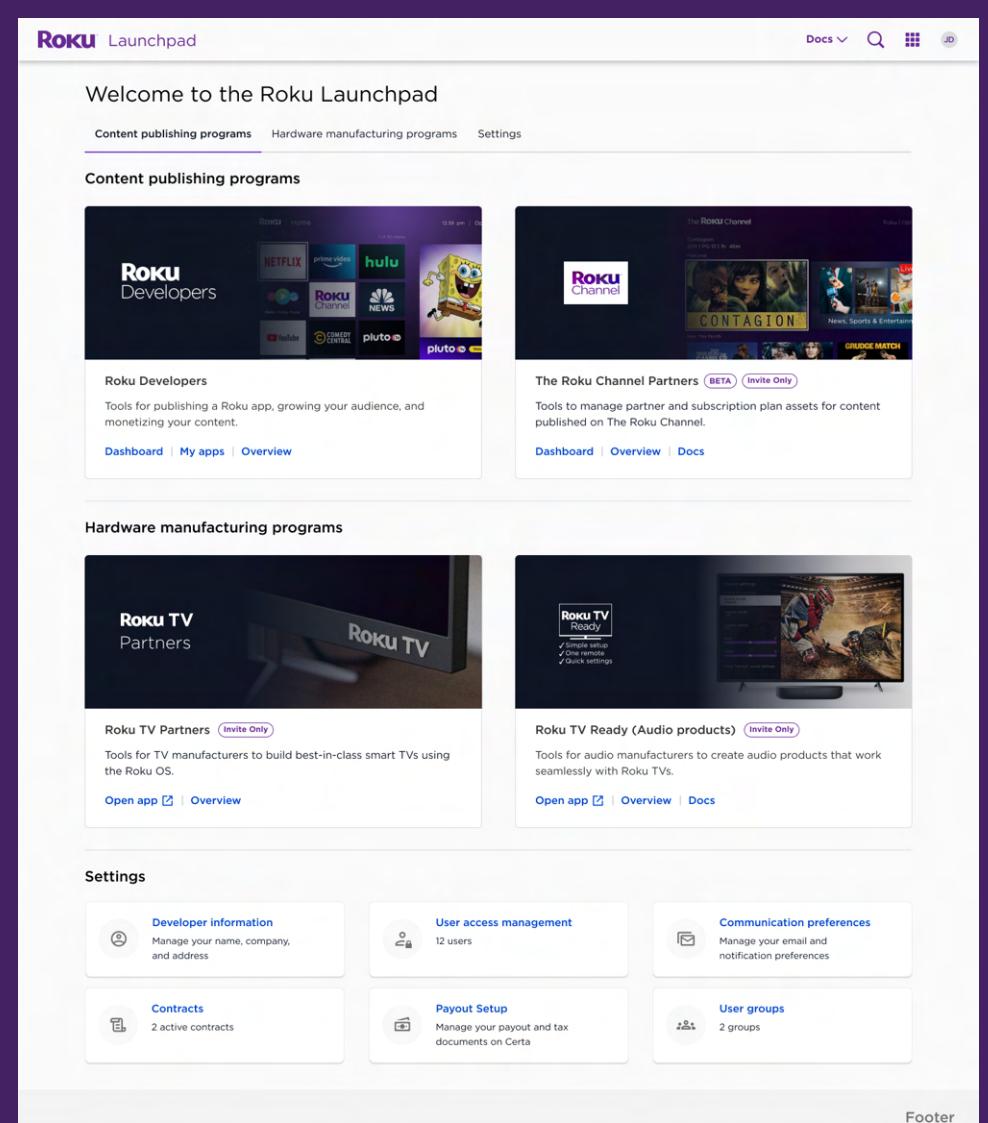
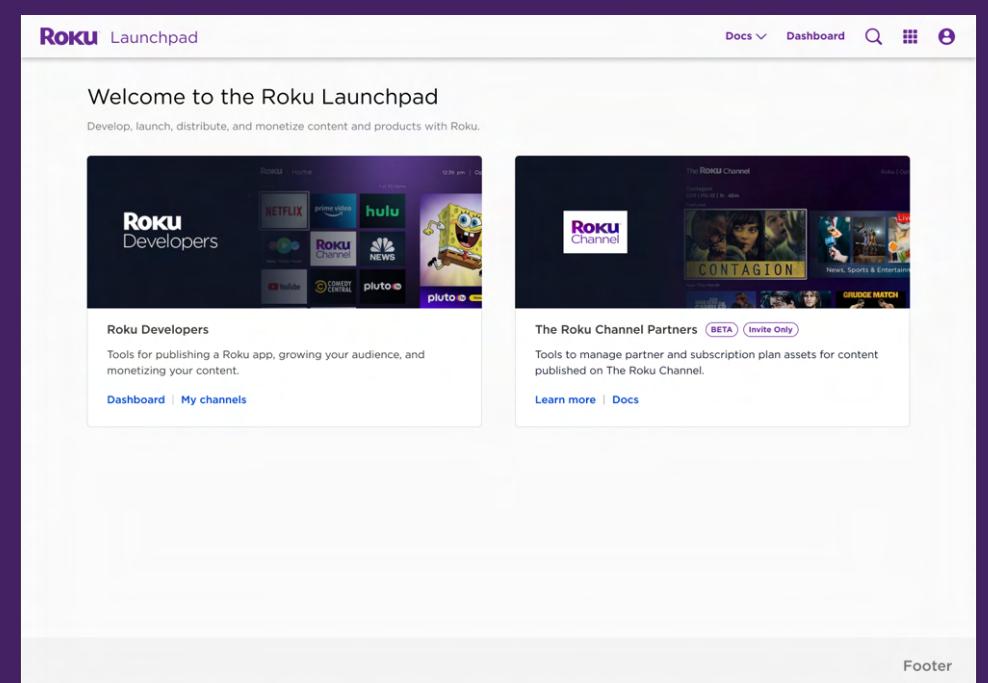
Landing page (Current vs Future)



On second round of studies with 4 **first-time users** we learned:

1. Users **didn't notice CTA** or felt need to click button that leads to platform offering page.
2. Users thought the **KPI should be highlighted in the landing page** instead of a secondary page.
3. While introducing the fifth program, we realized we need to **change how we display the programs** on the main page to make it more scalable in future.

Post-login experience (Current vs Future)



Key changes:

1. Adding **hardware programs** to post-login experience.
2. Adding the **developer account settings** to the page.
3. Introducing **avatar** in the header to identify accounts.

Thank You