



Yukon TV

Review of current flows, findings and recommendations

GCI
07 . 22

Horizon

Agenda

- 01** Yukon optimization brief recap
- 02** Analytics overview
- 03** Summary of findings
- 04** User journey: acquisition
 - Findings and recommendations
- 05** User journey: retention + support
 - Findings and recommendations
- 06** UX - wires
- 07** Discussion & next steps

Yukon optimization brief recap

Background

Yukon TV launched last year with a migration of existing GCI TV customers in early Spring 2022. It's now GCI's priority to ensure this complicated, yet surprisingly simple product is well showcased on the site, so that new and existing customers will tune into the product. While also helping existing customers find the support that they need.

Business Goals

1. Increase Yukon Sales/Conversions for new customer (acquisition)
2. Improve the Support Experience for existing Yukon Customers (retention + support)
3. Promote AK Core product as a build-your-own plan.

Our approach

- Google analytics
- UX audit of current experience
- Analyze findings

Analytics overview

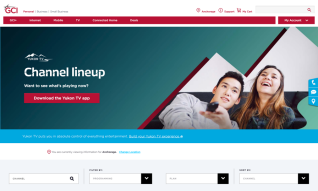
Analytics overview

Yukon TV ecosystem | April 25 – June 20, 2022

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
	17,777 % of Total: 1.66% (1,068,228)	11,958 % of Total: 1.56% (765,517)	00:01:53 Avg for View: 00:02:52 (-34.25%)	4,181 % of Total: 9.78% (539,111)	24.92% Avg for View: 27.33% (-8.81%)	28.75% Avg for View: 50.47% (-43.03%)
1. www.gci.com/tv/channel-line-up	5,594 (31.47%)	3,528 (29.50%)	00:02:18	1,096 (26.21%)	32.68%	32.05%
2. www.gci.com/tv	3,900 (21.94%)	2,681 (22.42%)	00:01:23	1,917 (45.85%)	23.76%	29.21%
3. www.gci.com/support/tv/yukontv	3,453 (19.42%)	2,343 (19.59%)	00:02:32	851 (20.35%)	17.35%	37.19%
4. www.gci.com/tv/plan-builder	2,216 (12.47%)	1,597 (13.36%)	00:01:53	93 (2.22%)	37.39%	21.03%
5. www.gci.com/tv/plans-and-extras	1,448 (8.15%)	875 (7.32%)	00:00:38	195 (4.66%)	24.49%	14.92%
6. www.gci.com/tv/yukon-tv-updates	771 (4.34%)	589 (4.93%)	00:01:39	18 (0.43%)	4.17%	19.97%
7. www.gci.com/tv/what-is-yukon-tv	395 (2.22%)	345 (2.89%)	00:02:09	11 (0.26%)	6.25%	14.94%

Channel lineup

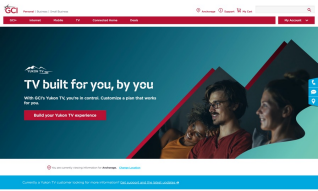
[www.gci.com/tv/channel-line-up](#)



Channel	Add to TV	Plan	Notes
10	✓	✓	✓
11	✓	✓	✓
12	✓	✓	✓
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Yukon TV

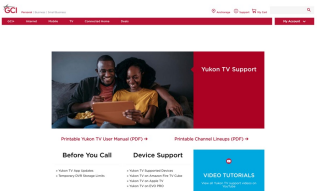
[www.gci.com/tv](#)



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Support

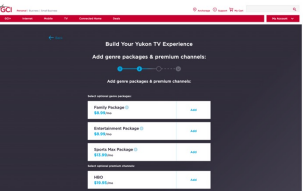
[www.gci.com/support/tv/yukontv](#)



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Plan builder

[www.gci.com/tv/plan-builder](#)



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Summary of findings

Yukon TV ecosystem

What's working?

- Plan builder CTA click through rate (CTR)
 - i.e. of those arriving on the Yukon TV landing page, engagement is high

What needs improvement?

- Support flow
- Comparing Yukon plan options and add-ons
- Page UX/information hierarchy
- Traffic volume to core pages to lift conversion

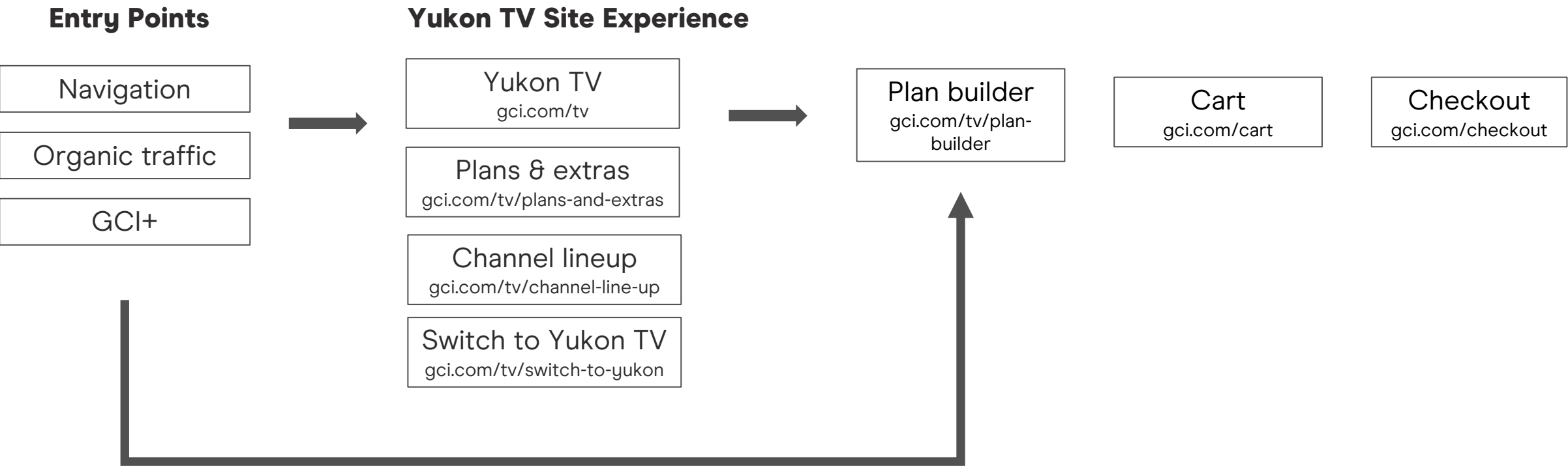
Context behind the data

- Caveats, etc.
- Show screenshot from their list
- Also, most people are shopping through their desktop.

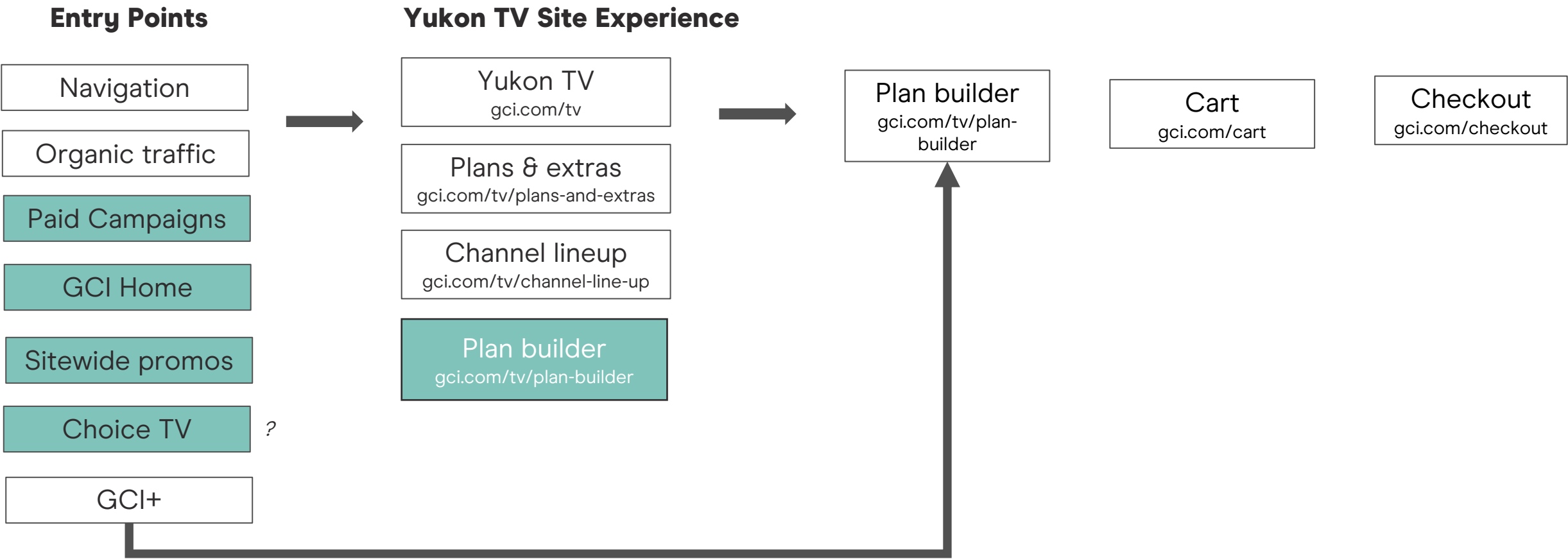
User flow: acquisition

Increase Yukon sales/conversions for
new customer (acquisition)

Current state



Recommended state



Yukon TV page

www.qci.com/tv

Findings

- This is a key page in the Yukon journey
- Primary actions:** Driving to the plan builder
 - Build your Yukon TV experience: 8.64% CTR
 - Build your plan: 4.6% CTR
- Secondary action:** See available channels: 1.5% CTR
- Tertiary action:** Discover premium (plans and extras): 0.3% CTR

Insights:

- The page is working as intended by driving people into the plan builder. The Build Your Plan CTAs have a significant click-through rate.

UX recommendations

- Consider promoting AK Core TV more than other plans (different card color?) and drive to the new AK Core page.
- Consider adding “Build your plan” CTA to the plan cards in order to bypass the first step in plan builder.
- If user clicks on “View Channel Lineup”, show a filtered view of channel lineup based on what plan they clicked on.
- If user clicks on “Discover premium options” CTA, they are taken to the Plans and extras page. This does contain a lot of redundant content, consider rethinking page content/hierarchy or where user is being sent.
- Optimize page for all breakpoints.
- Rethink design for RTB area to be more consistent with greater site

Build your Yukon TV experience CTA

8.64% CTR

- 5.62% Desktop
- 2.82% Mobile

Build your plan CTA

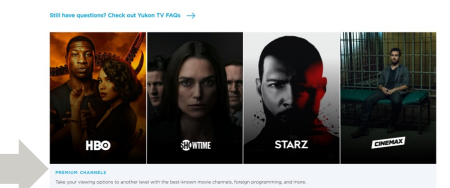
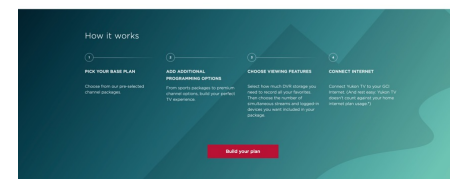
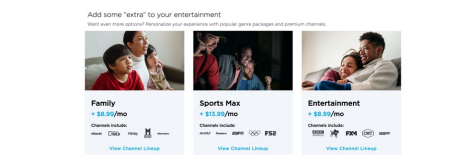
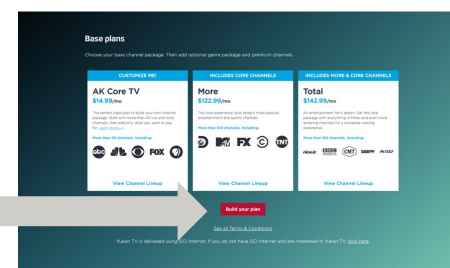
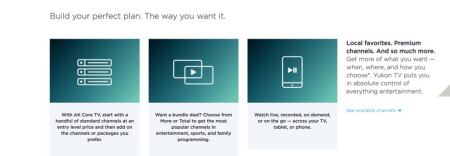
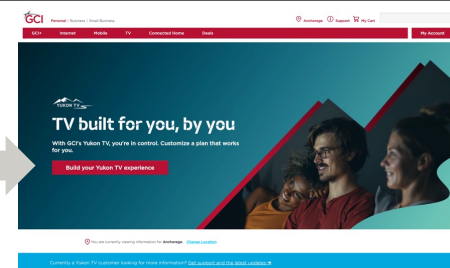
4.6% CTR

- 2.9% Desktop
- 1.7% Mobile

Discover premium

0.3% CTR

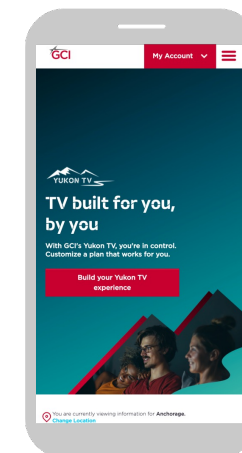
- 0.23% Desktop
- .07% Mobile



See available channels

1.5% CTR

- 1.1% Desktop
- 0.4% Mobile



Plans and extras

www.qci.com/tv/plans-and-extras

Findings

- This is a tertiary page within the Yukon ecosystem
- Primary action:**
 - See Full Plan Listings CTA: 15.6% CTR
- Secondary actions:**
 - Build your Yukon TV Experience: 3.73% CTR

Insights:

- Users are not using this page as intended. They are primarily interacting with the plan details and educating themselves about Yukon TV app.

Recommendation(s)

- Overarching
 - Rethink the purpose and hierarchy of this page. The content is similar to the Yukon TV page. CTAs pointing to this page don't match page title and content.
- CTA language: 'See full plan listings'
- Add genre tiers section
 - Icons are the same for each package. List available channels within each package (e.g., showcase some channels specific to each package).
 - '...And more' links take user to an unfiltered view of the Genre package channel lineup. Customize this page based on what the user selects.
- Optimize page for all breakpoints.

Build your Yukon TV experience CTA

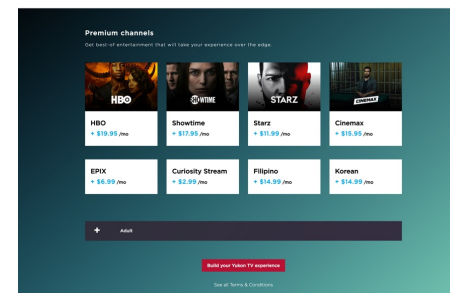
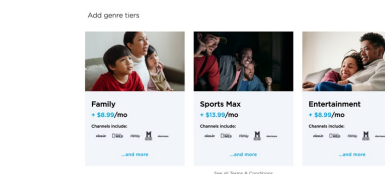
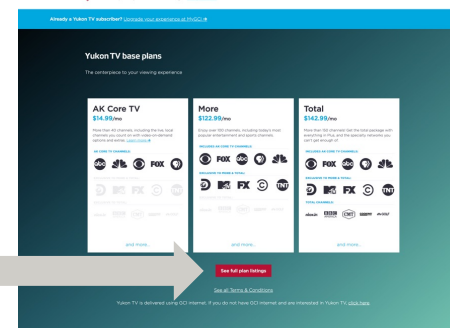
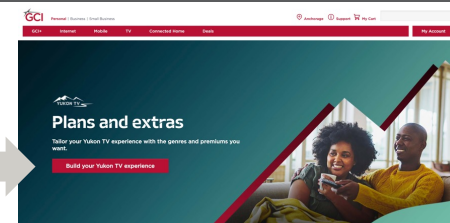
3.73% CTR
 • 2.14% Desktop
 • 1.45% Mobile

See full plan listings CTA

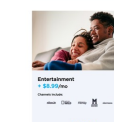
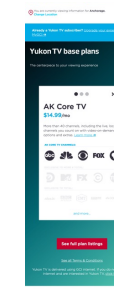
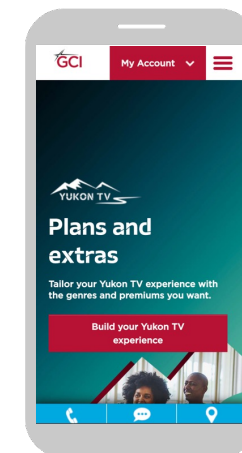
15.6% CTR
 • 7.2% Desktop
 • 7.4% Mobile

Download Yukon TV app CTA

2.7% CTR
 • 1.25% Desktop
 • 1.45% Mobile



More information



Channel lineup

<https://www.gci.com/tv>

Findings

- This is the most trafficked page in the Yukon ecosystem
- 80% of traffic to the Channel Lineup Page is from internal pages:
 - TV landing page: [gci.com/tv](https://www.gci.com/tv)
 - GCI homepage: [gci.com](https://www.gci.com)
 - Plans and extras: <https://www.gci.com/tv/plans-and-extras>
- Primary action:
 - Programming/Filtering: 14.98% CTR
- Secondary action:
 - Location 4.1% CTR

Is anyone clicking the hero CTA or the blue banner CTA?

Insights:

- Users' primary click behavior is filtering through programming.
- Numerous users' drop-off to visit 3rd party/program sites (e.g., [abc.com](https://www.abc.com), [espn.com](https://www.espn.com), [usanetwork.com](https://www.usanetwork.com), etc.) or return to the homepage.

Recommendations

- The hero image is cut off and takes up too much real estate requiring users to scroll unnecessarily.
 - Revisit the hero component with CTA. Determine page priorities, should Download be a secondary CTA?
 - Rethink filter and sort treatment on smaller devices to consolidate space.

Location

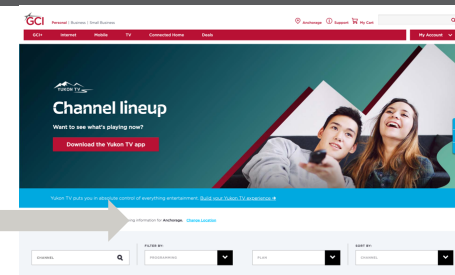
4.1% CTR

- 2.88% Desktop
- 1.22% Mobile

Programming

14.98% CTR

- 6.83% Desktop
- 8.15% Mobile

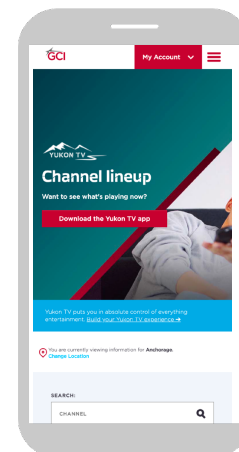


#	Channel	All GCI TV	More	Total
10	BoltTV	✓	✓	✓
100	SDN	✓	✓	✓
30	ABC	✓	✓	✓
10	ABC	✓	✓	✓
100	ABC Network	✓	✓	✓
100	ABC	✓	✓	✓
104	American Heroes Channel	✓	✓	✓
407	Animal Planet	✓	✓	✓
90	Antenna TV	✓	✓	✓
100	BBC America	✓	✓	✓
84	BET	✓	✓	✓
100	BET Jams	✓	✓	✓
100	BET Soul	✓	✓	✓
104	BET+	✓	✓	✓
200	Bloomberg	✓	✓	✓
100	Browns	✓	✓	✓
10	C-News	✓	✓	✓
107	C-News 2	✓	✓	✓
100	C-News 3	✓	✓	✓
5	CBS	✓	✓	✓
70	CMT	✓	✓	✓
100	CMT Music	✓	✓	✓
40	CNBC	✓	✓	✓
100	CNN	✓	✓	✓
5	CNN	✓	✓	✓
40	Cartoon Network	✓	✓	✓
40	Comedy Central	✓	✓	✓
100	Comedy Channel	✓	✓	✓
100	Cooking Channel	✓	✓	✓
34	Crest	✓	✓	✓
70	Crest	✓	✓	✓
100	Discovery TV	✓	✓	✓
100	Discovery America	✓	✓	✓
100	Discovery Channel	✓	✓	✓
100	Discovery Family Channel	✓	✓	✓
104	Discovery Life	✓	✓	✓
40	Discovery Channel	✓	✓	✓
100	Discovery 2	✓	✓	✓
40	Discovery 3	✓	✓	✓
107	ET	✓	✓	✓
34	ESPN	✓	✓	✓
100	ESPN2	✓	✓	✓
104	ESPN3	✓	✓	✓
100	ESPN4	✓	✓	✓
100	ESPN5	✓	✓	✓
100	ESPN6	✓	✓	✓
100	ESPN7	✓	✓	✓
100	ESPN8	✓	✓	✓
100	ESPN9	✓	✓	✓
100	ESPN10	✓	✓	✓
100	ESPN11	✓	✓	✓
100	ESPN12	✓	✓	✓
100	ESPN13	✓	✓	✓
100	ESPN14	✓	✓	✓
100	ESPN15	✓	✓	✓
100	ESPN16	✓	✓	✓
100	ESPN17	✓	✓	✓
100	ESPN18	✓	✓	✓
100	ESPN19	✓	✓	✓
100	ESPN20	✓	✓	✓
100	ESPN21	✓	✓	✓
100	ESPN22	✓	✓	✓
100	ESPN23	✓	✓	✓
100	ESPN24	✓	✓	✓
100	ESPN25	✓	✓	✓
100	ESPN26	✓	✓	✓
100	ESPN27	✓	✓	✓
100	ESPN28	✓	✓	✓
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100	ESPN88	✓	✓	✓
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100	ESPN93	✓	✓	✓
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100	ESPN95	✓	✓	✓
100	ESPN96	✓	✓	✓
100	ESPN97	✓	✓	✓
100	ESPN98	✓	✓	✓
100	ESPN99	✓	✓	✓
100	ESPN100	✓	✓	✓

Print channel lineup

1.0% CTR

- 0.88% Desktop
- 0.12% Mobile



Plan builder

<https://www.gci.com/tv/plan-builder>

Findings

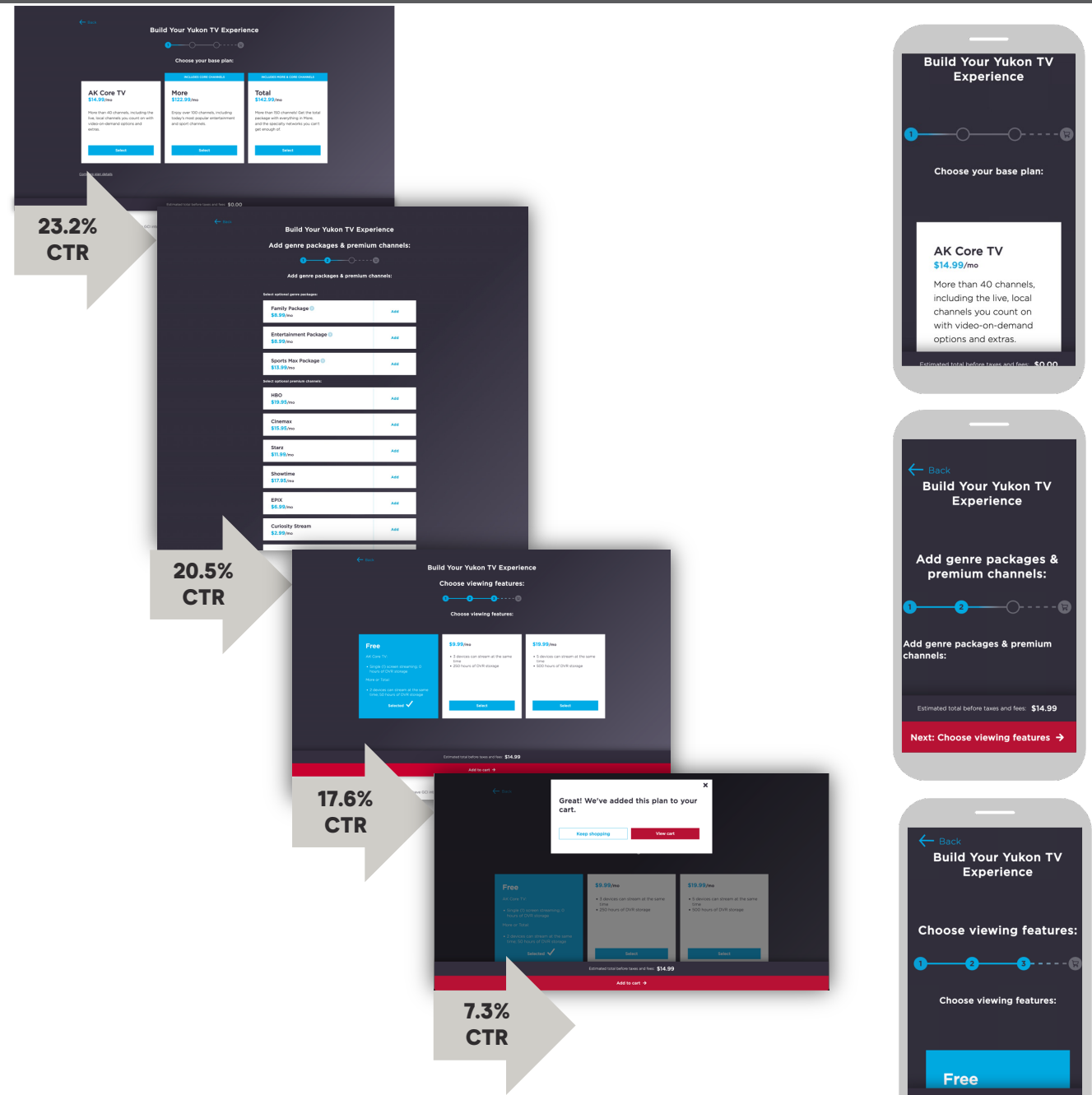
- Steps 1-3 within the plan builder have an abandonment rate of ~3% (9-10% total).
- The most significant drop off (10.3%) is between the 'Add to cart' to 'Go to cart' / 'Continue shopping.'
- Overall conversion is over 3%

Insights:

- The abandonment rate for steps 1-3 indicates that the plan builder itself is working well.
- The abandonment rate between Add to cart and go to Cart is much higher and indicates that this is a pain point for users.

Recommendations

- Rethink "Add to cart" and cart process.
- Continue to improve the user experience.
 - Update the tracker. The tracker looks selectable and appears to be mid-step rather than on a single step.
 - Optimize the page for all breakpoints. Ensure that users can easily navigate the plan builder on mobile. Options and CTAs are sometimes hidden.
 - Keep users informed of what they have added to the plan so far.
 - Ensure that the flow is accessible. The blue and white color combination does not have pass color contrast standards.



Add to cart & cart

<https://www.gci.com/tv/plan-builder>

Analytics findings

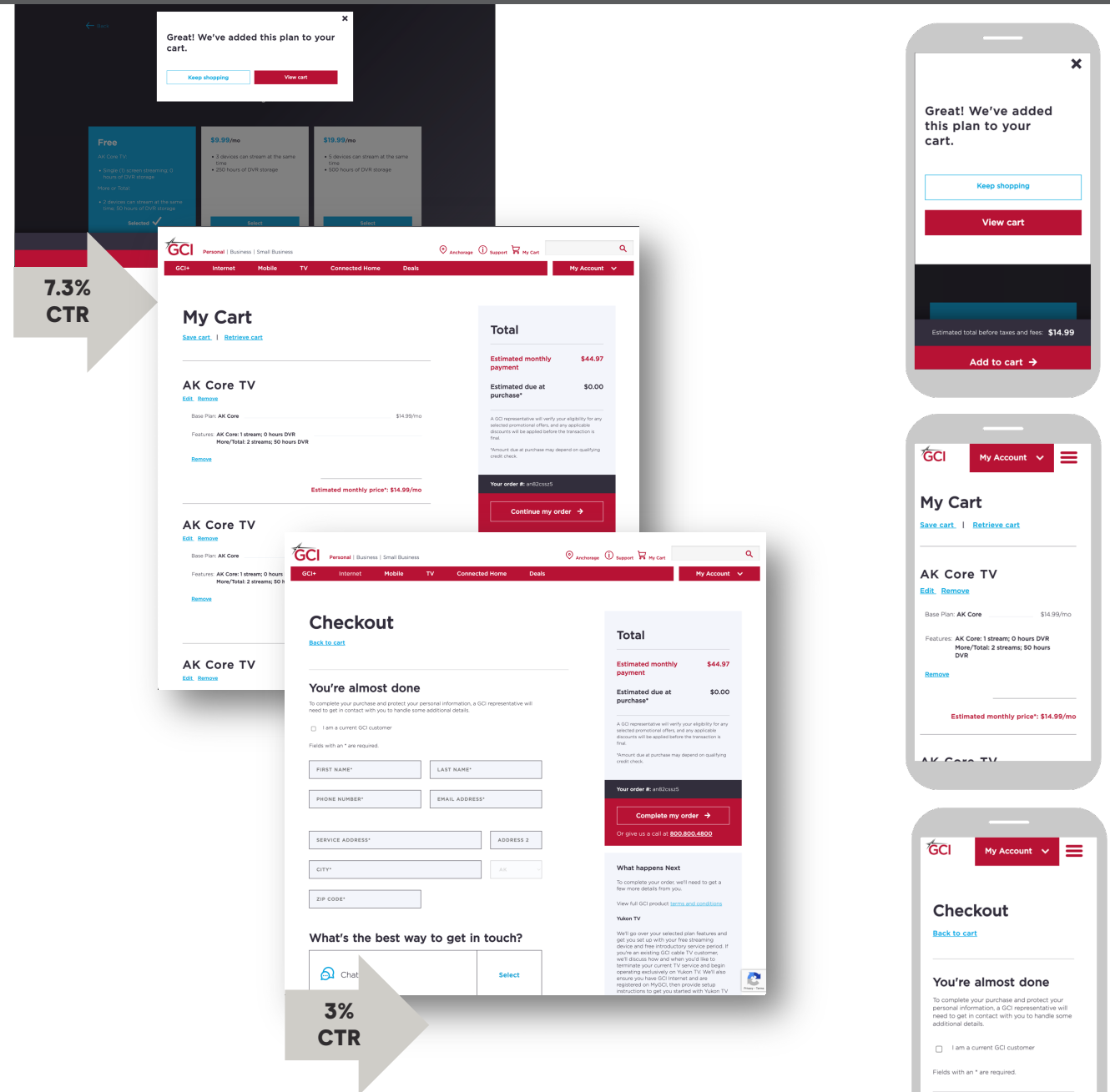
- The most significant drop off (10.3%) is between the 'Add to cart' to 'Go to cart' / 'Continue shopping.'
- Overall conversion is over 3%

Insights:

- Although the conversion rate is acceptable at 3%, the 10% drop off rate between Add to cart and Checkout indicates that there is significant room for improvement.

Recommendations

- Improve user experience and communication
 - Remove the 'Keep shopping' options from the modal as it simply drives to the home page
 - If user has added an item to their cart, they aren't informed on what product they chose. Inform users of how many items are in their cart
 - If user has added an item to their cart, the cart icon isn't updated.
 - If user is building a plan, but already has a plan in their cart, they are not informed.
 - Rethink "Add to cart" and cart process.
 - Inform users of how many items are in their cart
 - Optimize experience for all breakpoints.



Summary

Wins

- Performance:
 - Build a plan CTAs are performing well/as intended
 - Plan builder flow is performing well/as intended

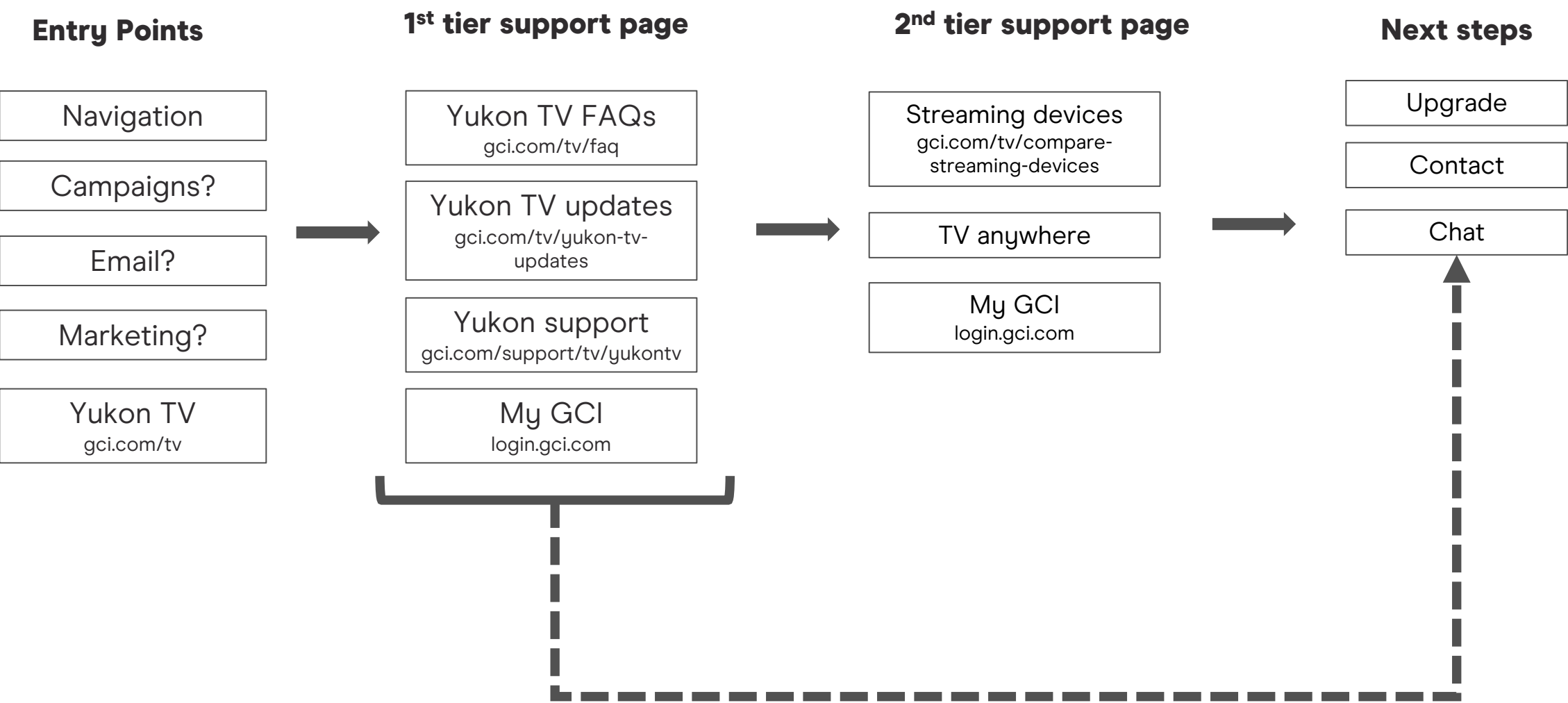
Opportunities & recommendations

- Increase traffic to Yukon TV:
 - Add additional callouts/CTAs within key gci.com pages to drive more traffic to the Yukon TV ecosystem.
- Set proper user expectations:
 - Match CTAs with destination content.
- Improve communication with the users:
 - Remind users of what they have selected so far in the plan builder flow.
 - Remind users if they have already added a Yukon TV plan to their cart or are in the process of doing so.
 - Inform users that there are items within their cart regardless of where they are within gci.com.
- Optimize site for all breakpoints:
 - Ensure that heroes don't overtake a page when key functionality and/or information is present.
- Provide cross-sell/upsell opportunities
 - Promote upgrades and additional products/services when appropriate
- Meet accessibility standards:
 - Ensure that components pass color contrast ratio so that the site is accessible for all users

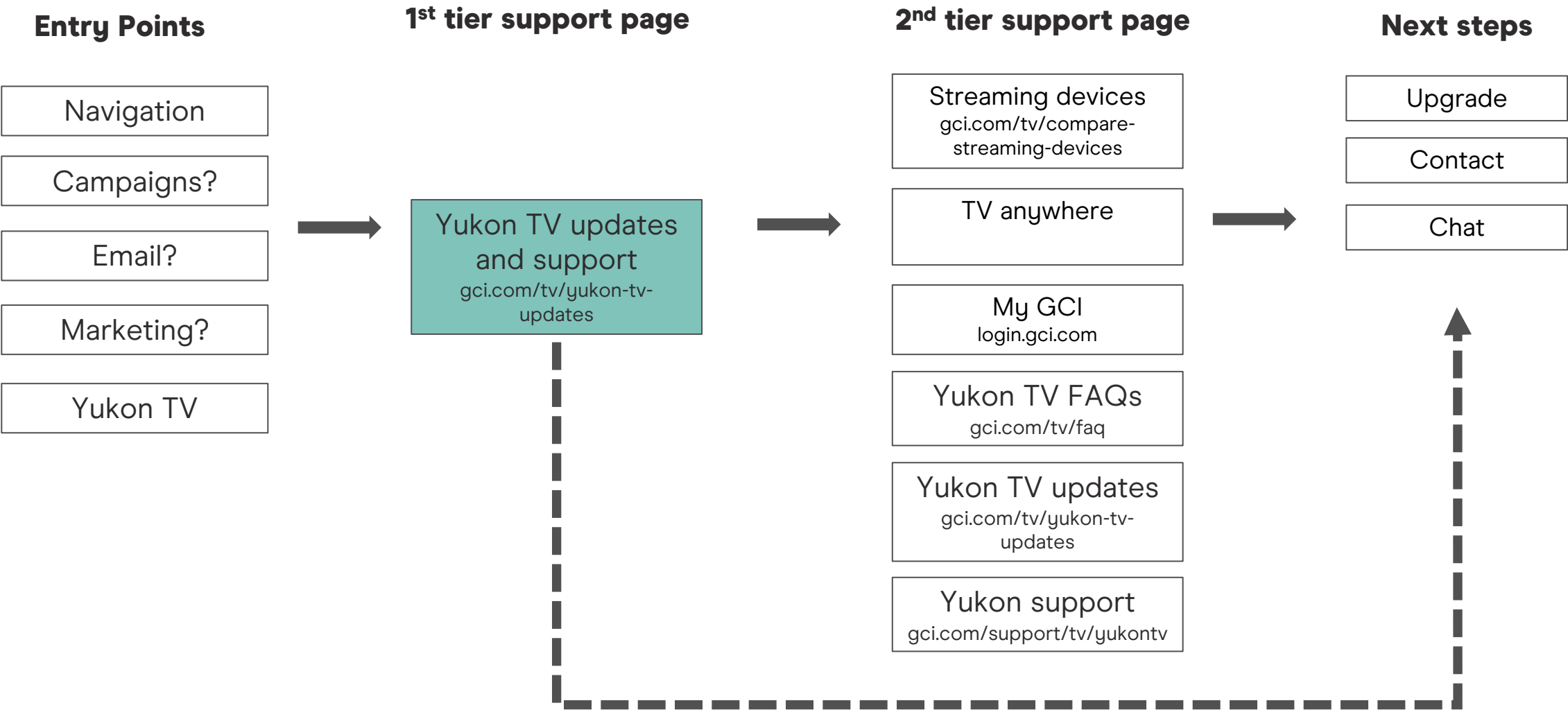
User flow: retention + support

Improve the Support Experience for
existing Yukon Customer

Current state



Recommended state



Yukon TV updates & support

gci.com/tv/yukon-tv-updates

Findings

- 4% of total Yukon TV engagement
- **Primary action:**
 - Yukon TV app updates: 6.87% CTR
- **Secondary action:**
 - Help getting started with Yukon TV: 2.85% CTR
- **Tertiary action:**
 - Download the guide (pdf): 2.46% CTR
- 85% of the menu navigation clicks from this page are to Channel lineup (26 clicks) and Yukon TV (22 clicks)
- Bounce rate: 4%
- Exit rate: 20%

Insights:

- Hero image is taking up too much real estate on mobile and desktop
- Hero message is not indicative of the page content
- Page focuses on Updates and Support, but is titled 'Yukon TV updates'

Recommendations

- Rethink how support and updates are structured
 - Use this page as the support landing page
- Change hero and URL language to include "Support"
- Add a component for Channel lineup towards the top of the page.
- Optimize page for all break points. Page is not mobile friendly. The hero is cut off and takes up too much real estate requiring users to scroll unnecessarily.
- Add-on conversion opportunity: Create a 'how to add more channels to your package' and link to <https://www.gci.com/tv/plans-and-extras#premium-channels>

1st

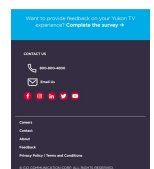
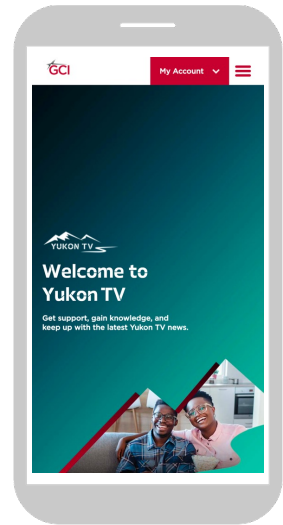
Yukon TV app Updates Link
6.78% CTR

- 4.38% Desktop
- 2.40% Mobile

2nd

Help getting started with Yukon TV
2.85% CTR

- 1.93% Desktop
- 0.97% Mobile



Yukon support

<https://www.gci.com/support/tv/yukontv>

Findings

- 20% of total Yukon TV engagement
- **Primary action:**
- Download Printable channel lineups (pdf) 7.66% CTR
- **Secondary action:**
 - Yukon TV App updates 3.03% CTR
- **Tertiary action:**
 - Download printable Yukon TV user manual (pdf) 1.91% CTR
- Bounce rate: 17%
- Exit rate: 37%

Insights:

- No CTA style copy on the page
- Links on this page are black and red.

Recommendations:

- Transition away from legacy components
- Create a banner for 'MyGCI profile' – lots of actions here ask users to login
- Create separate component/better hierarchy for each section: Device support, Manufacturers support, Yukon TV app support.
- Add contact us component as well as make phone number more visible
- Link to channel lineup page AND have a download of a PDF.
- Add a TV FAQ link or component.
- Consolidate videos to only YouTube for better tracking and analytics
 - Video tutorial component links to a YouTube playlist outside of GCI.com- this could be a bad experience for some users.
- Change links from black to red color for consistency.

1st

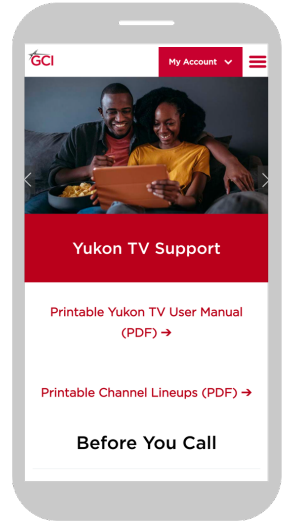
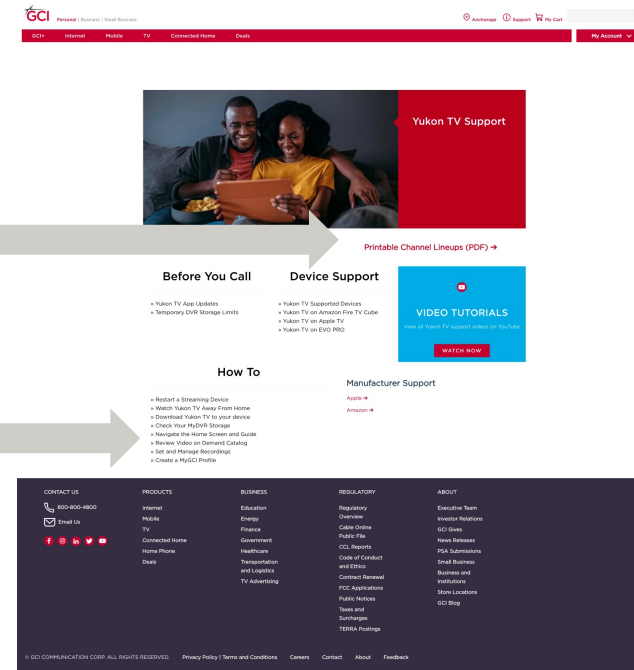
Download printable channel lineup

- 7.66% CTR
- 7.43% Desktop
- .023% Mobile

2nd

Yukon TV app updates

- 3.03% CTR
- 1.93% Desktop
- 1.10% Mobile



- Add-on conversion opportunity: Create a 'how to add more channels to your package' and link to <https://www.gci.com/tv/plans-and-extras#premium-channels>

Summary

Opportunities & recommendations

- Lower call rates by improving the wayfinding and flow of the support pages
 - Create a dedicated support and updates landing page
 - Consolidate the five main support pages
 - Reorganize pages to fit their page's purpose
- Set proper user expectations:
 - Match CTAs and hero copy with content.
- Improve communication with the users:
- Optimize site for all breakpoints:
 - Ensure that heroes don't overtake a page when key functionality and/or information is present.
 - Mobile first
- Provide upsell opportunities
 - Promote upgrades and additional products/services when appropriate
- Link to appropriate Yukon Experience pages when appropriate.
- Meet accessibility standards:
 - Ensure that components pass color contrast ratio so that the site is accessible for all users
- Consolidate all videos to YouTube for better tracking and analytics.

Testing

- Test the support flow with users
 - lots of moving parts and varying needs for this user group. A successful retention and support experience could even improve acquisition.

UX - wireframes

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Total

\$142.99/mo

An entertainment fan's dream. Get the total package with everything in More, and even more amazing channels for a complete viewing experience.

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Discussion & next steps