

Peel partnered with User Lens & Anagram Research to conduct global user research supporting the Peel Smart Remote App.

Peel works in over 200 countries

Our Client

Peel Technologies is a US-based startup offering smart TV remote apps for smartphones and tablets with more than 135 million user activations.

Research Objective

Peel trusted Anagram Research and User Lens to gather user needs and test a new smart remote concept across USA & India markets.

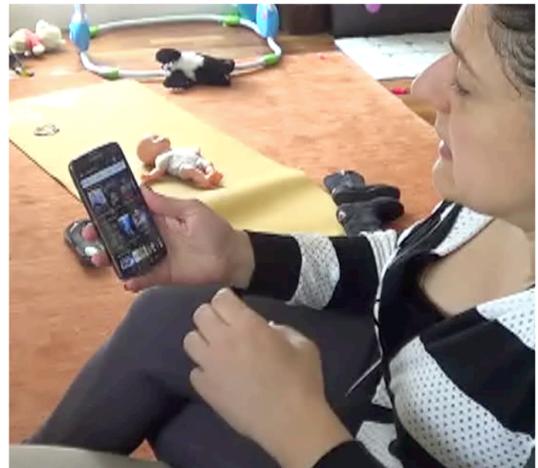
Our Approach

Ethnography

In-home interviews were conducted in both Indian and US homes to gather authentic user needs and pain points regarding digital entertainment and media.

Concept Testing

Contextual interviews included a walkthrough of a new smart remote prototype to gather users' reactions and usability obstacles.



Culture-Specific Findings

USA

Users in the US indicated a strong desire to integrate quick access to streaming services into the visual tile interface.

India

Research with users in India showed that the visual tile interface was liked but rarely used, and highlighted ways in which Peel might become more relevant and usable for Indian users.



Findings Across Cultures, Markets

Research identified that users want quick access to favorite channels and programs that are relevant to them, providing quicker, easier access and enabling discovery of new content.

The Outcome

Peel's global approach to user research revealed user needs that were common across cultures as well as specific to each market. Peel's new smart remote app design was inspired in many ways by the research insights gathered across US and India.



When was the last time you looked at users who aren't living in your backyard? Devika and Jennifer recently teamed up. They've formed a user research network that spans the Bay Area / U.S. / and all of India. I've worked with both of them before. Learnings from sessions they conducted yielded measurable improvements to our app, such as onboarding funnel conversion.

James Dellinger, Product Manager, Peel