CASE STUDY

USA NETWORK & EPAM EVOLVE THE VIEWING EXPERIENCE

As consumers interact with content across devices, it's more important than ever for companies to create digital experiences that resonate seamlessly across desktop, tablet, mobile – and even television.

That was the case for USA Network, an American basic cable and satellite TV channel. USA Network, a division of NBCUniversal, is available in almost 90% of households in the United States. Some of USA Network's top hits include Burn Notice, Suits, and Monk.

But reaching devoted fans of those shows took on a new dimension when users made the move to streaming episodes from desktops, laptops, and mobile phones.

USA Network knew it needed to offer a fluid and uninterrupted viewing experience across devices. USA Network turned to EPAM to evolve their digital viewing experience to:

- **Create a responsive USA Network website**

- **Develop a content strategy that was "show-centric"**

- **Enable viewers to watch episodes across devices**

- **Create a social viewing experience to further engage viewers**

- **Align technologies to ensure a stellar viewing experience**

EPAM leveraged its expertise and collaborative design approach to make sure no USA Network viewer would miss an episode – even on the go.

THE CHALLENGE

CREATE A RESPONSIVE USA NETWORK WEBSITE

EPAM knew from the beginning that USA Network needed a responsive site and built one using Responsive HTML, JavaScript, and CSS, and integrating it with USA Network's existing Drupal CMS. In addition, the site received a new design driven by the fundamental truth that viewers have changed their television habits.

THE SOLUTION

Rather than create a bunch of repetitive code that would potentially slow down the experience, EPAM generated static HTML modules with a prototyping framework. These modules – such as the header – could be used once across the website, rather than reloaded on every page view. That keeps the speed of the site fast and clean. The change in design reflected that speed, favoring sharp and clean graphics with a bottom navigation that kept content easily accessible.

THE CHALLENGE

CREATE A SHOW-CENTRIC CONTENT STRATEGY

One of USA Network's biggest goals was to create a "show-centric" content strategy in order to make sure the website experience reflected the programs being shown on its television experience.

THE SOLUTION

EPAM worked with USA Network to ensure whatever television show was airing on the station would be reflected on the website. This pays off in two ways: Fans of the show quickly find it when then want to, and it helps prompt website visitors to go watch the show live.

THE CHALLENGE

ENABLE VIEWERS TO WATCH EPISODES ANYWHERE, ON ANY DEVICE

In a competitive market, it can be a tall order to stand out – especially going up against some of cables best networks. But that didn't stop USA Network from laying down a big goal: To make its website the #1 place to watch TV online.

THE SOLUTION

EPAM created a flexible website design that made it possible to view content across

devices. Responsive design helped tackle a good portion of that, but EPAM took things a step further with consideration for everything from authenticating cable subscriptions to how video will playback on mobile devices to the threading of social media throughout the website.

THE CHALLENGE

CREATE A SOCIAL VIEWING EXPERIENCE

USA Network knew it wasn't enough to simply allow viewers to watch episodes on their devices. The experience also had to have a social element woven through it.

THE SOLUTION

EPAM embedded social network capabilities throughout the experience so viewers could share the episodes they were watching – and find other viewers to talk to about their favorite shows.

THE CHALLENGE

ALIGN TECHNOLOGIES TO ENSURE A CONSISTENT VIEWING EXPERIENCE

It was incredibly important for USA Network to offer consistent experiences across devices – but it was also important for back-end technologies to align.

THE SOLUTION

EPAM worked with USA Network's existing technologies – Drupal Pub, MPX, to name two – to create a consistent experience that would also improve back-end functionality for users uploading content.

Aligning many back-end systems is never easy – but there's no way the viewer experience can thrive if that doesn't happen.

"With a redesign project of this scale, and to meet USA Network's core objectives, it was imperative to have a user experience that was appropriate for every digital touch point," said Jonathan Lupo, VP of Experience Design at EPAM.

The result? The reimagined USA Network website won awards for its design and streamlined viewing capabilities – and won viewers over with its sleek look and seamless functionality.