SONY PICTURES CONNECT:

HUMAN-CENTERED UX TRANSFORMATION OF SONY'S GLOBAL B2B MARKETPLACE

UX Design & UX Research Lead • Modernized & Streamlined Design • Cross-Platform Behaviors for Enterprise Needs

Presented by
Alison Hood

PROJECT OVERVIEW

ROLE

Director of Product &
UX Design/Research Lead

DESIGN CHALLENGE

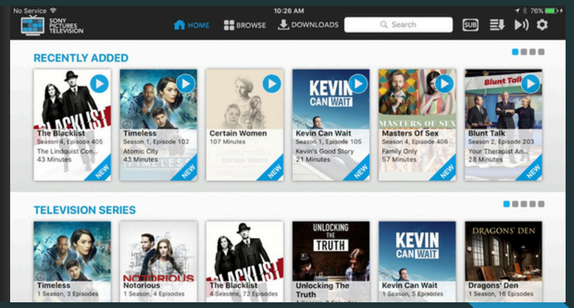
Evolve legacy, text-heavy catalog lists (TV B2B and SPHE Connect) into a modern, responsive, mobile-first screening hub during strict remote-work constraints.

"Design is not just what it looks like... Design is how it works."

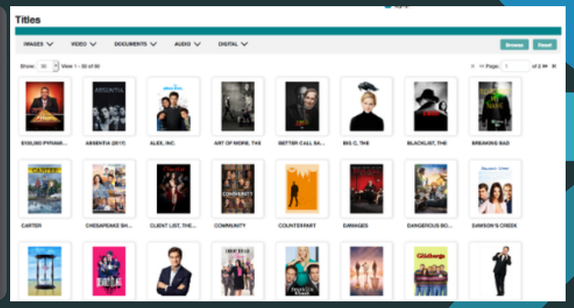
– Steve Jobs

HISTORIC LANDING PAGES

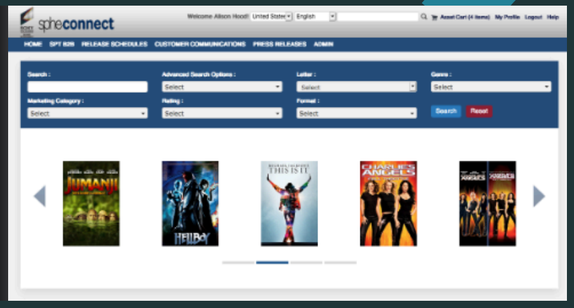
DiST. SALES Screening Room



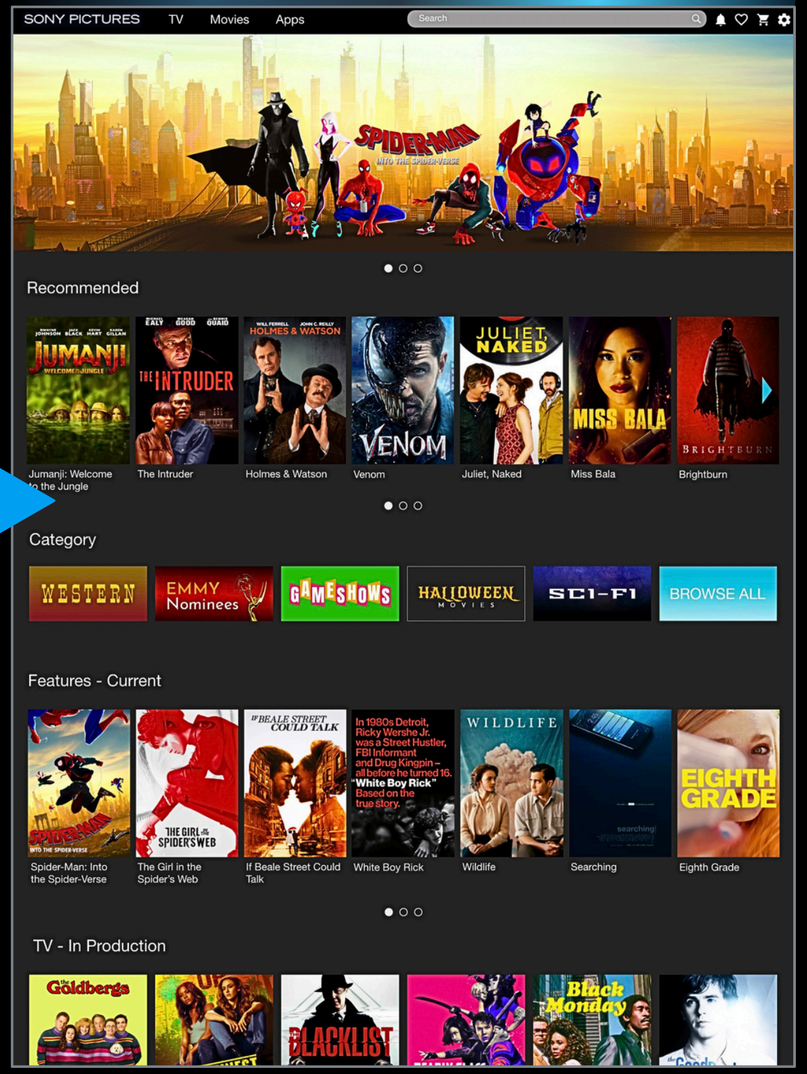
TV MKTG B2B



HOME ENT. MKTG B2B + Screeners



CONSOLIDATION WIREFRAME



DISCOVERY & RESEARCH

CROSS-INDUSTRY BENCHMARKING:

Evaluated major streaming platforms (Netflix, Hulu, Amazon) alongside top consumer e-commerce storefronts (Target, Macy's) to establish standard consumer UX paradigms for enterprise buyers.

PERSONA & USER JOURNEY MAPPING:

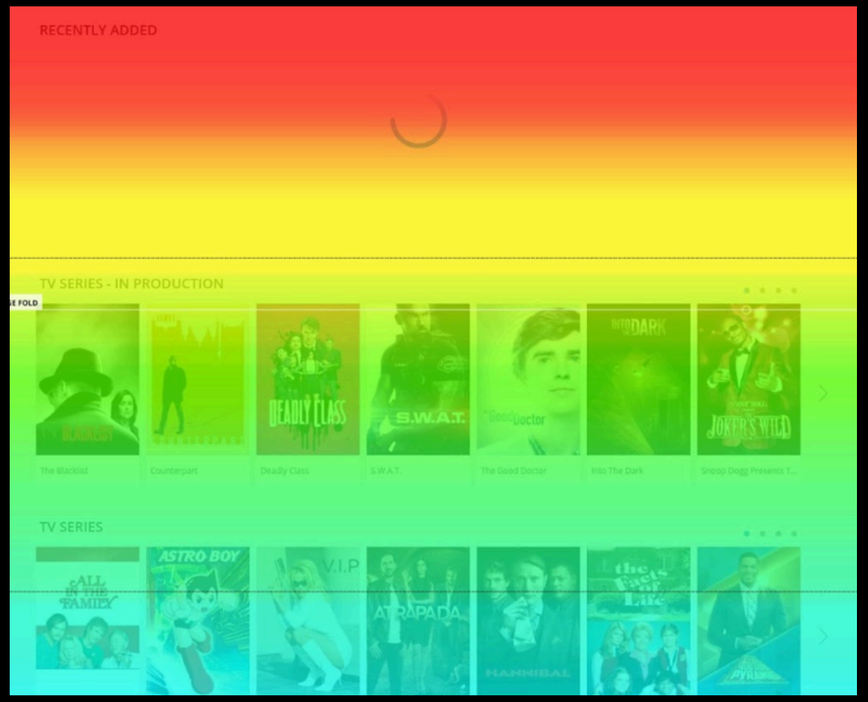
Mapped international SVOD/Pay TV buyer behaviors and sales representative paths to eliminate multi-screen drop-offs and interaction friction.

UX PATTERN IDENTIFICATION:

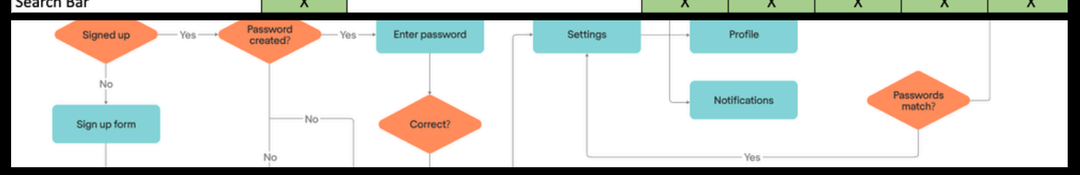
Benchmarked critical interaction models—hero rotating banners, video carousels, animated hover states, horizontal filtering, and dedicated shopping cart notifications.

DATA-INFORMED RESEARCH PROCESS:

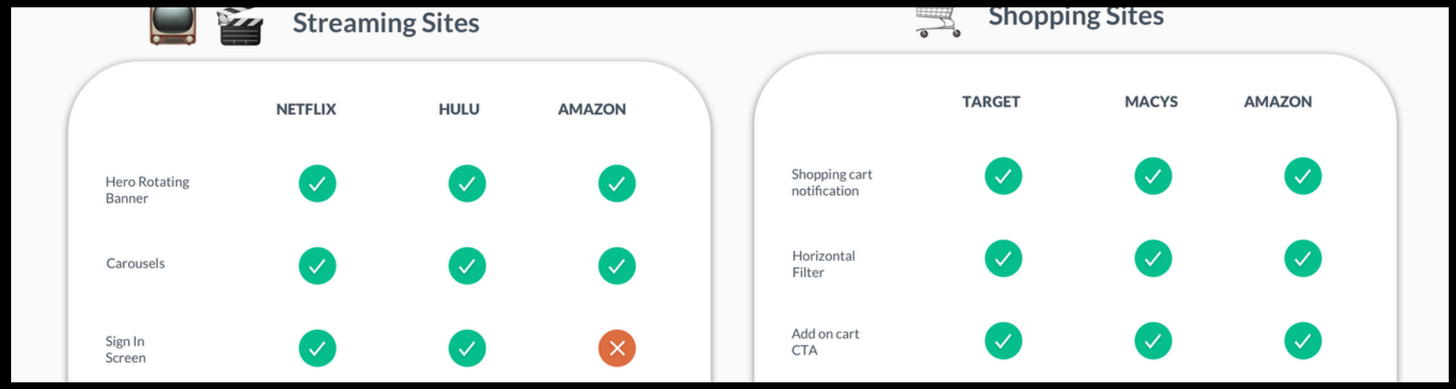
Leveraged rapid prototyping, low-fidelity wireframing, and user behavioral analytics to make data-backed architectural choices and reduce operational overhead.



		(gathered assets intended to share)					
My Profile	X		X	X	X	X	X
Content-Specific Nav Items							
TV	X		X	X	X	X	X
Film	X	"Features"	X	X	X	X	X
Packages	X	"Catalogs" in WB	X	?	X	X	X
Search Bar	X		X	X	X	X	X



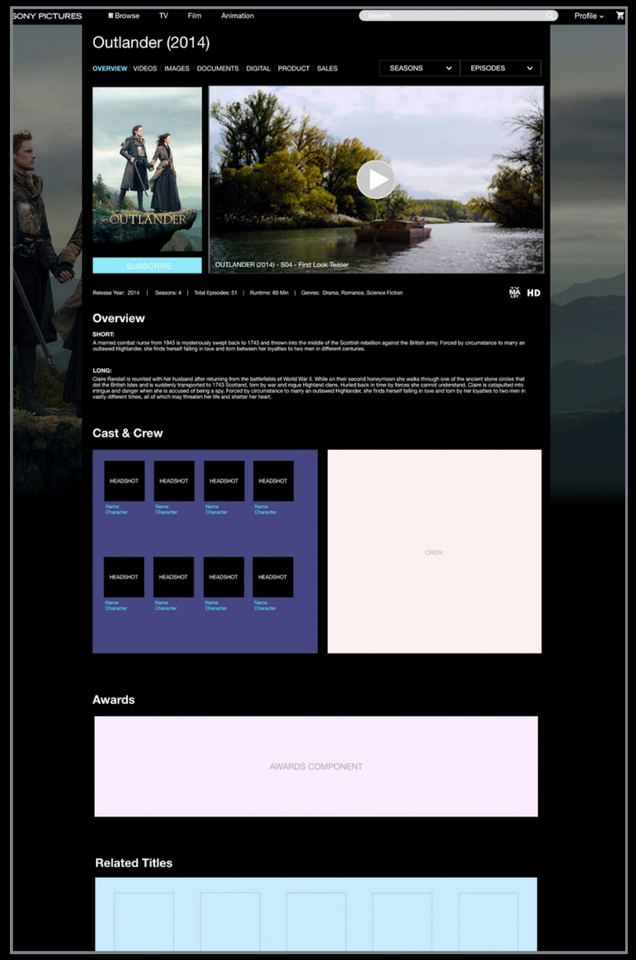


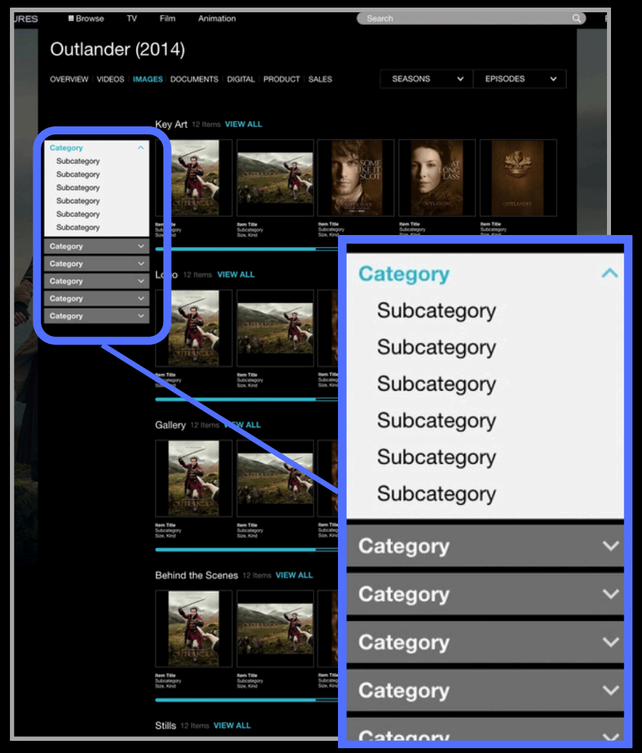


INTERACTION & UI DESIGN | TRANSFORMING THE “DIGITAL SHELF” INTO A SCREENING HUB

MODULAR TITLE HUBS

Redesigned product pages to prioritize context and scannability, incorporating widescreen media players, synopsis, runtime, genre tags, and cast/crew photo grids.



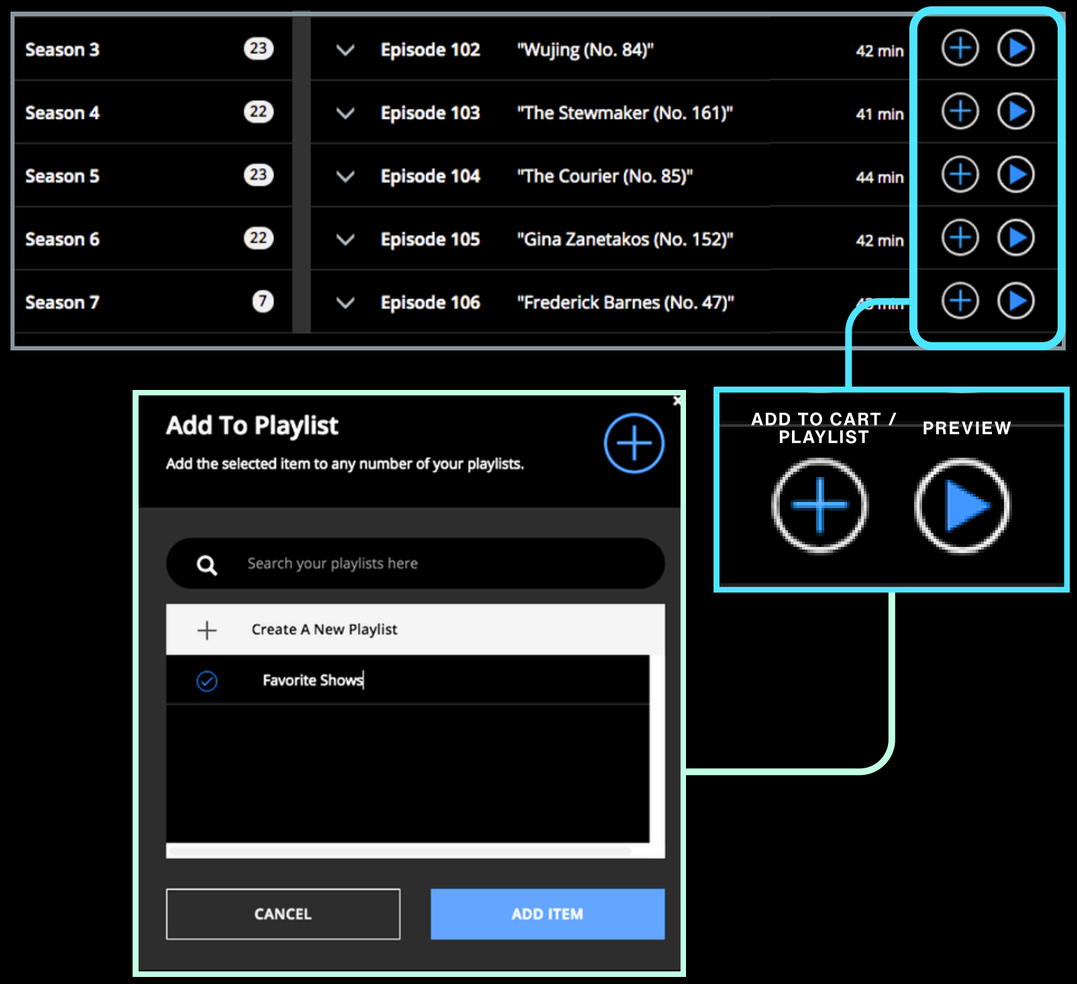


FACETED SEARCH & FILTER EXPERIENCE:

Designed horizontal, multi-attribute filter sets (Asset Type, Distribution Type, Calendar Year, Dimensions, File Extension) that update dynamically as the user navigates.

E-COMMERCE CART XP:

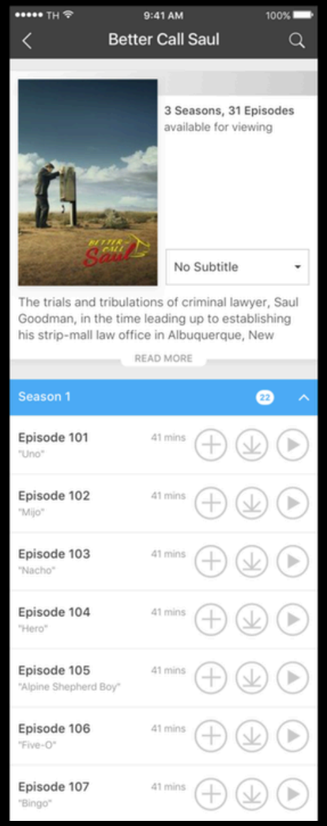
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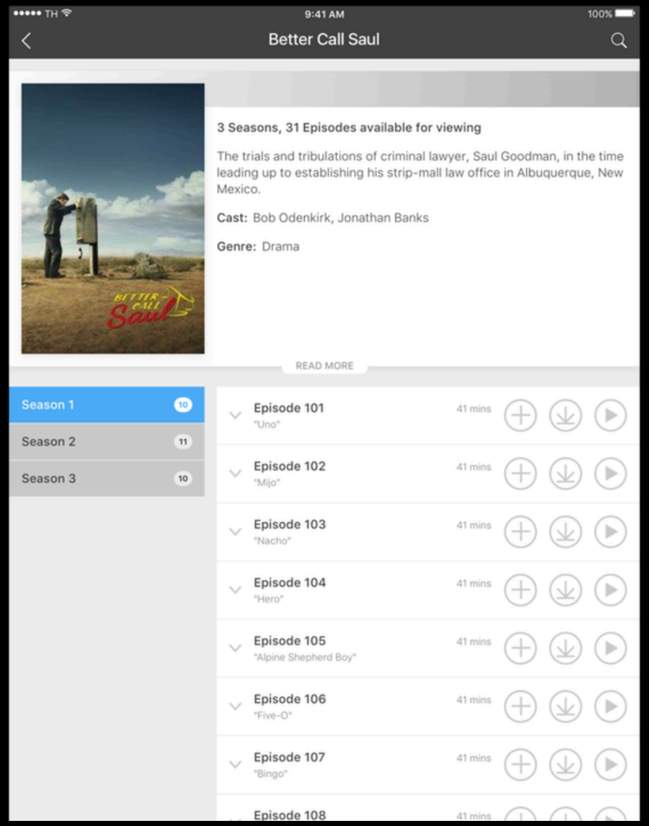


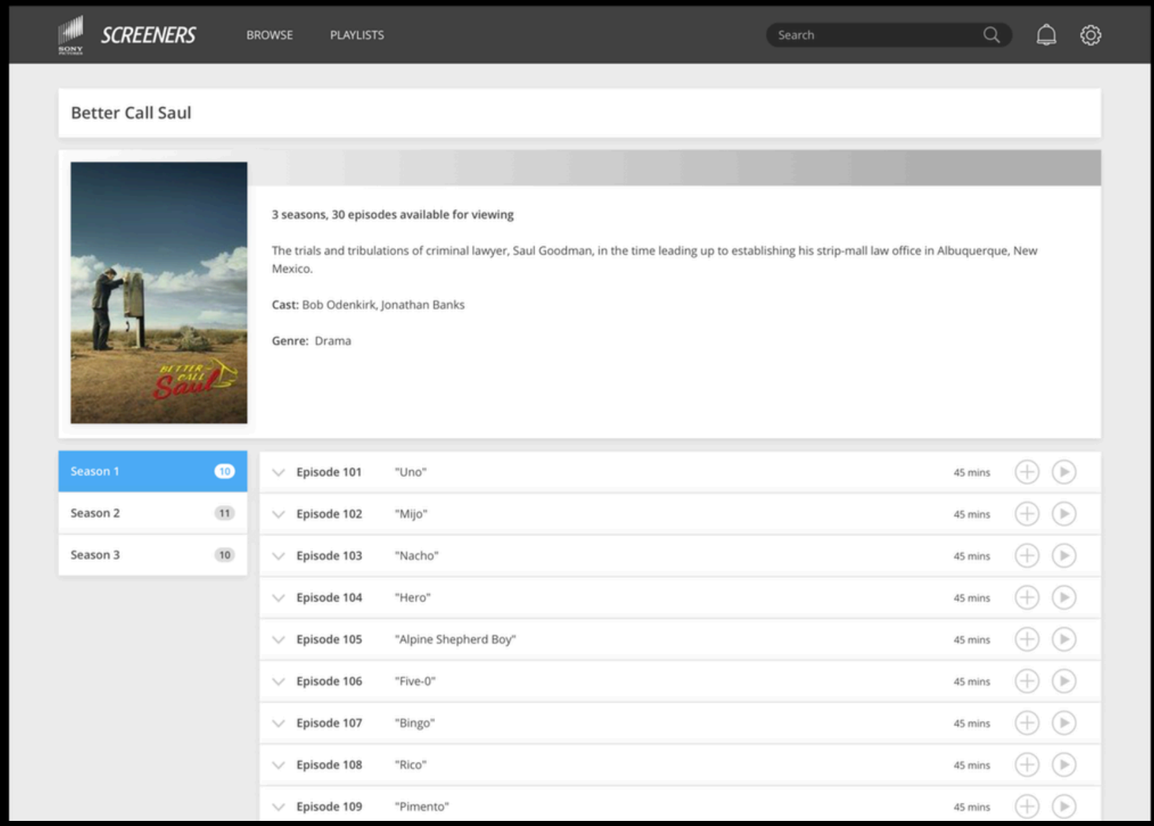
INTERACTION & UI DESIGN

Accessible, Responsive Architecture built to serve experiences across multiple platforms and operating systems.
MVP features included:

- Light / Dark Mode
- Mobile-first Layouts
- Thumbnail / List Views
- Dynamic Filter Sets
- PC / Mac / iOS / IPadOS / Android / SmartTV Compatible
- Consistent Cross-Platform Functionality
- Dynamic Filter Sets
- Streamlined, Modernized Navigation







DESIGN SYSTEMS & GOVERNANCE: UNIFYING BRAND CONSISTENCY ACROSS THE SALES FUNNEL

Componentized Design Standards

Created standardized 'Digital Breakout' templates and asset specs for creative teams and agencies, referencing in-use key art aspect ratios.

Publishing Rules & Guidelines

Embedded strict visual boundary guidelines into templates to ensure automated UI rendering never crops talent or title treatments across breakpoints.

Unified Sales Touchpoint Journey

Extended design system tokens and layout structures across sales collateral, including Digital Press Kits (DPK), Drupal microsites, and Salesforce marketing e-blasts.

Funnel-to-Conversion Brand Alignment

Ensured unified typography, imagery, and layout patterns across every phase of the customer journey, eliminating visual fragmentation previously caused by siloed business units.

Multi-Channel Asset Architecture

1. Digital Press Kits
2. Drupal Microsites
3. Salesforce E-Blasts
4. Connect B2B Portal
5. Sales Screeners Experience

VERTICAL KEY ART

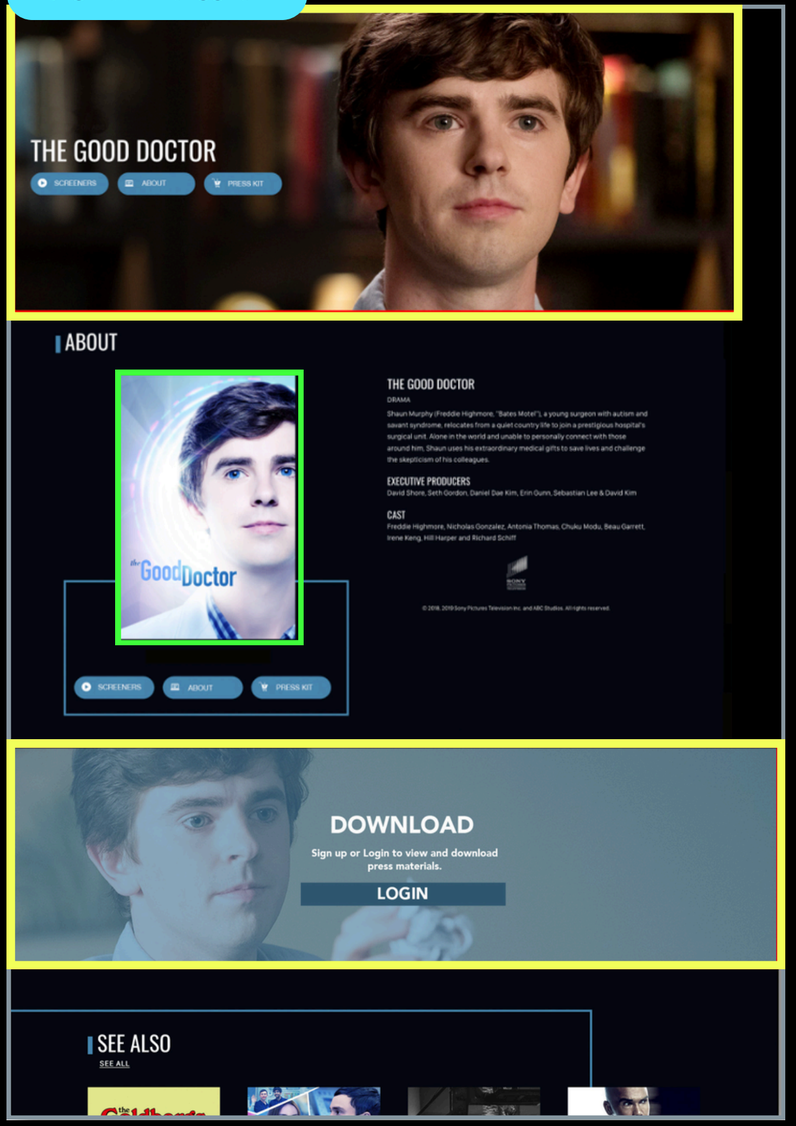
HORIZONTAL BANNERS

- Hero V1 & V2
- Texted / Textless Versions
- Standardized Tech Specs per Channel
- Autonomous Multi-Channel Publication

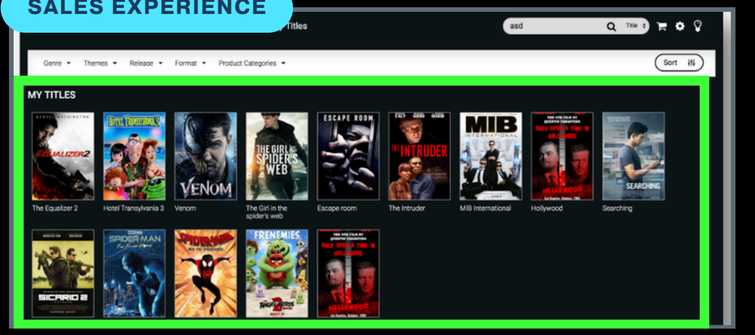
Not Displayed:

Short-form video assets also in scope;' used for dynamic backgrounds and featured promo material.

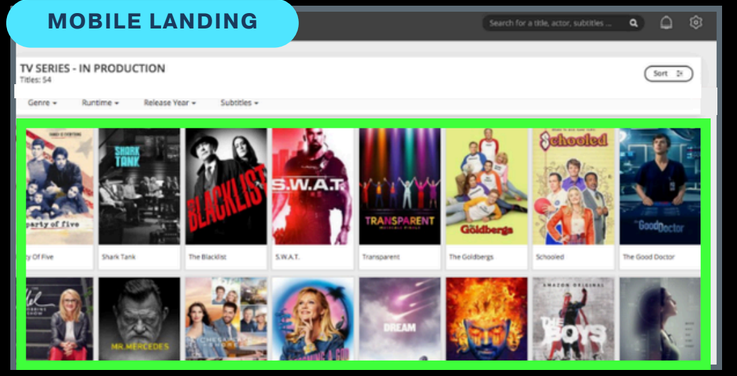
DIGITAL PRESS KIT



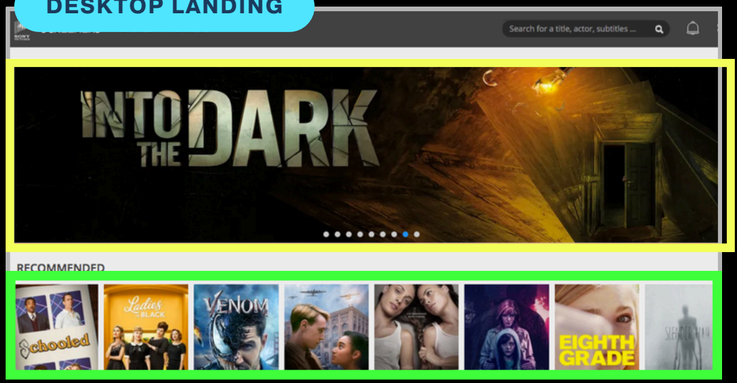
SALES EXPERIENCE



MOBILE LANDING



DESKTOP LANDING



OUTCOMES: MEASURABLE IMPACT (2018-2021)

60%

Operations Workload Reduction

Cut friction in publishing and asset handoffs, significantly streamlining operational overhead.

>38%

User Engagement Increase

Increase in average time spent on website within first 30 daysof launch.

$350M+ Cumulative Revenue Grwoth

$4M Annual Opex Savings

80% Global Publishing Automated

77%

Journey Completion Rate

Lifted from 45% on legacy tools through optimized navigation and task flows.

15%

Fewer User Issues Reported

Reduction in feature requests and issues reported within first 90 days post-deployment.

The Hollywood Reporter

“Setting up a dedicated digital platform... ensuring business continuity.” – *The Hollywood Reporter*

VARIETY

“Replacing traditional LA Screenings... bringing the studios slate to global buyers virtually.” – *Variety*

“Created a centralized, secure digital hub allowing buyers worldwide on-demand access.” – *TBI Vision*

OUTCOMES: SYSTEMS & UX INTERACTION FLOWS

Frictionless Task Architecture

Mapped and eliminated redundant steps within complex internal tasks, directly addressing severe user frustration and workflow bottlenecks caused by legacy systems.

Persistent Cost Management

Designed hidden/expandable drawer states for 'Saved Carts' that persist across sessions, minimizing duplicate search queries and preserving buyer selection state.

Reduced Cognitive Load & Navigation

Simplified top navigation menus into consolidated categories (Videos, Images, Documents), accelerating asset discovery and intuitive content navigation.

60%

Operations Workload Reduction

Cut friction in publishing and asset handoffs, significantly streamlining operational overhead.

77%

Journey Completion Rate

Lifted from 45% on legacy tools through optimized navigation and task flows.

15%

Fewer User Complaints

Measurable decrease in user support tickets and feature frustration in post-launch 90 days.

ALISON HOOD

Thank You

for your time
and attention.

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