

Technicolor - Spectrum Research Summary

12.20.10

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Goal

Use qualitative research to gain consumer insight around general navigation structure and value of the service with progressive families & fan target

Methodology

Qualitative research consisting of respondents who are very involved in TV viewing, DVR shows, and have interest or current behavior and finding more content about the shows they like (conducted in Beverly Hills, California December 7-9, 2010)

Caution

Please remember this research is qualitative (reflecting thoughts of only 15 progressive respondents) and is directional, not definitive in nature



Through this new touchscreen device, the Spectrum service provides access to Live TV, Video On Demand, Internet Content and Custom Apps, which you can browse and discover via the touchscreen and watch on your TV. Each user in your household can have a profile which lets the system create a customized entertainment experience that begins when you pick it up.



Note: Some screens used in this report vary from the actual UI tested

Section 1: Intro/Media Behaviors

Establish rapport; embed the participant in the subject matter by discussing their media behaviors. Quick understanding of functional and emotional needs around media and entertainment. Query around favorite shows/channels/devices, day-in-the-life behaviors.

Duration: 10 mins.

Section 2: Concept Evaluation

Respondents reacted to general description of the Spectrum Services.

Duration: 5 mins.

Exercise 3: Specific Tasks

Specific tasks were given to respondents to evaluate the structure of the navigation. The moderator helped the respondent considerably in place where interface delays persisted. Perception of task difficulty, surprise and pleasantness were collected. Overall value was assessed at the conclusions of tasks.

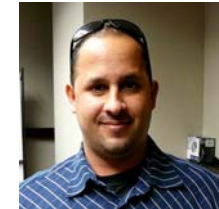
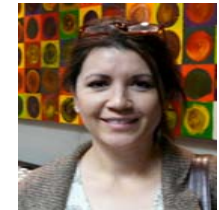
Duration: 60-90 mins.

research > participant profiles

Screening

All Fan or Progressive Family respondents use DVR frequently and use Web content to enhance their TV viewing experience

NAME	GENDER	AGE	GENDER	SEGMENT	JOB	TV HOURS	FAN OF	WEB	INCOME
Josh R.	M	35	M	Fan	Recording Engineer	15hrs	TV Show: SportsCenter Sports: Los Angeles Lakers New England Patriots	ESPN.com	100k+
Olivia N.	F	32	F	Fan	Homemaker	10hrs	TV Show: Law in Order Los Angeles Lakers	Youtube.com Netflix.com Hotmail.com	75-100k
Donna H.	F	45	F	Family	Nanny	15+hrs	TV Show - Survivor Soccer - Arsenal	Google Homepage Arsenal.com	100k+
Rey C.	M	36	M	Fan	Therapist	6-7hrs	TV Show - The Ultimate Fighter Sports: Los Angeles Lakers	People.com Rottentomatoes.com	75-100k
Cathy B.	F	52	F	Family	Community Service	10hrs	TV Show: Greys Anatomy, Desperate Housewives	IMBD.com TMZ.com	75-100k
Lesley B.	F	44	F	Family	Admission Director	10+hrs	TV Show: Biggest Loser Sports: New York Jets, New York Giants	People.com KTLA.com	50-75k
Nancy A.	F	46	F	Family	Home Health Care	10hrs	TV Show: Dacing with the Stars, the Bachelor Sports: Los Angeles Dodgers, Celtics	ESPN.com WIKI.com ABC.com	50-75k
Carol A.	F	44	F	Family	Homemaker	10+hrs	Dancing with the Stars, LA Lakers	People.com	50-75k
Tim A.	M	48	M	Family	Painter	15hrs	TV Show: How I met your mother, CSI	Google.com	75-100k
Valerie L.	F	48	F	Fan	Admin Assisstant - Law	10+hrs	TV Show: NCIS, Good Wife Sports: St. Louis Cardinals	ESPN.com Yahoo Homepage	50-75k
Harold B.	M	45	M	Family	Manager - Steel	10hrs	TV Show: Community, Blue Bilod Sports: Seahawks, Dodgers	Espn.com CBS Sports.com IMBD.com	75-100k
Marc M.	M	38	M	Family	Underwriter - Insurance	10hrs	TV Show: SportsCenter, Americas got talent	Google.com Youtube.com	50-75k
Jesse L.	M	36	M	Fan	Operation Manager	10hrs	TV Show: Dexter Sports: Los Angeles Lakers	MLS.com ESPN.com Hulu.com	50-75k
Jenny A.	F	49	F	Fan	Translator - Medical	10+hrs	TV Show: Glee Sports: Los Angeles Laker, Clippers	IMBO.com	100k+
Kjen N.	M	39	M	Family	Sales - Office Supply	20hrs	TV Show: Amazing Race, Modern Family	Yahoo.com MSNBC.com	50-75k



media behaviors

media behaviors > media consumption



“We do a little bit of everything. We DVR a lot of TV shows but we also watch live TV for things like Laker games and go to On Demand or Netflix for movies.”

Media consumption is comprehensive for this target; more seamless access to media sources equals a better entertainment experience

Live TV is declining but is not dying – live TV is still a media source anchor for many; in many cases their media experience starts with live TV or live TV in mind

Time-shifting content (DVR) has the highest “viewing” share of all sources, followed by On Demand, then live TV, then solutions such as Netflix or Apple TV; watching shows on the computer at network websites is less frequent but still done by many

Gathering information related to the shows they are watching is universal; common methods are general Google searches, IMDB and Wikipedia

A common complaint is disruption caused by others using the remote while a show is on the TV

Laptops and smart phones are often close by when further info is wanted; most don’t see the process of looking

concept statement reaction

Description

Through this new touchscreen device, the Spectrum service provides access to Live TV, Video On Demand, Internet Content and Custom Apps, which you can browse and discover via the touchscreen and watch on your TV. Each user in your household can have a profile which lets the system create a customized entertainment experience that begins when you pick it up.

Exposure To Device Form Factor



Strong positive reaction to the Spectrum value proposition

The idea of a touchscreen tablet/remote that controls all aspects of media consumption and accesses deeper levels of information is seen as a potential home run

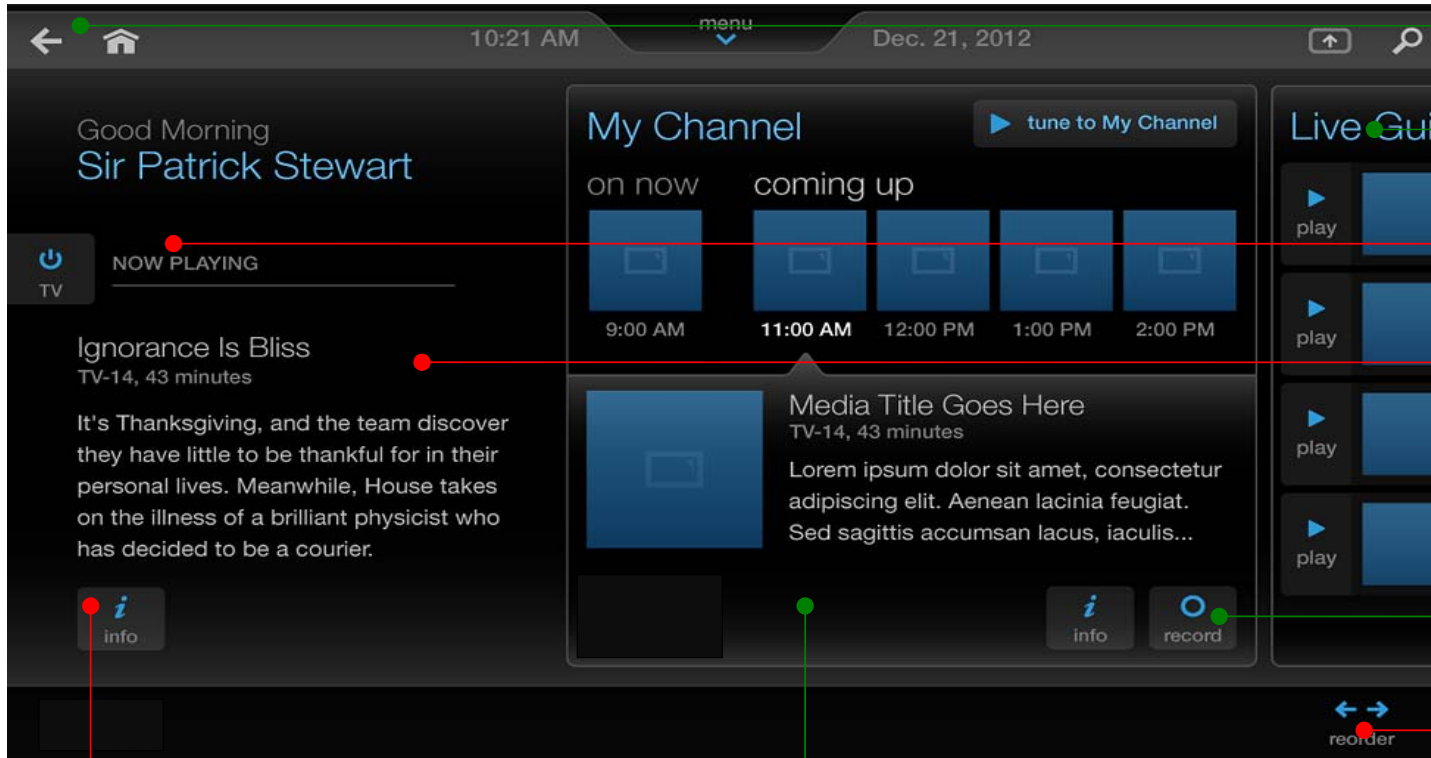
As with the last test, some key questions come up quickly: Is this like an iPad? Can I browse the Web? Can I watch TV on the device?

Being able to personalize by household member is another feature that catches attention; this feature in conjunction with parental controls is seen as a way to both personalize and maximize the family's media experience

tasks & navigation

tasks > home page

The cards are discoverable and appreciated but lack of familiar landmarks on initial home screen disrupts overall comprehension and derived value of system



Home and back buttons are important anchors

Half-card helps to direct the end user to additional cards

Confusion between Now Playing and 'on now' in My Channel

In prototype the space to the far left visually looks disjointed from the card system established moving to the right

Info and record in appropriate location and purpose is clear

Reorder button not self-discovered or understood

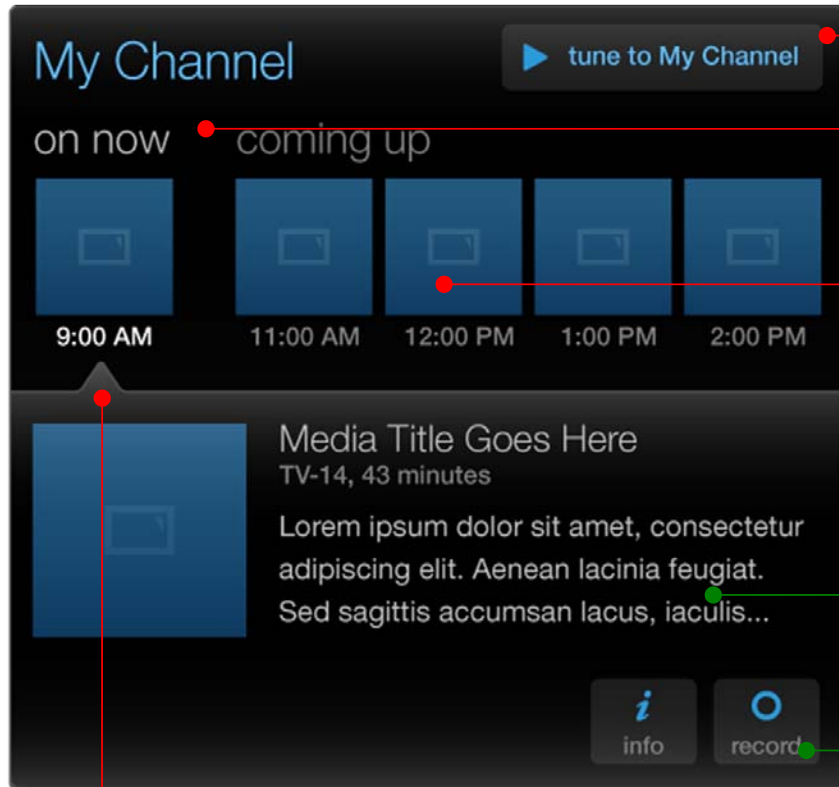
Purpose of 'info' button misinterpreted as system help because it often has a significant blank space between it and the text above

Each card is distinct enough graphically from the home page background for end user to see it as a distinct "module"

"I'm not exactly sure where I am...this is definitely not like my remote."

tasks > my channel

My Channel is often a point of confusion as end users struggle to understand its origination and how it is different than the Live Guide favorites



Very few understand what 'tune to My Channel' means or does

The term 'My Channel' implies favorite but it also implies singular

It is important for icons to show and line up consistently to aid comprehension

Show details are appreciated as they can help individuals and families make decisions on shows without going deeper into UI

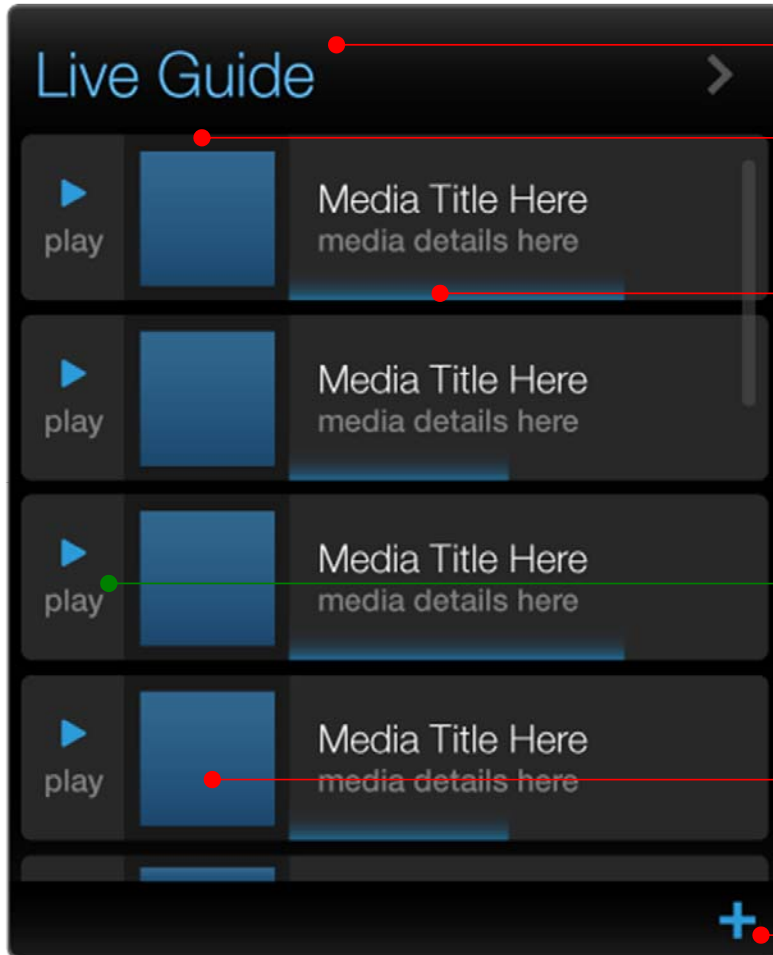
Immediate access to recording is important for this time pressed individual/family

The callout graphic is sometimes missed because the visual change from one item to the next is so subtle some end users don't see the arrow moving

"This is showing me what shows are coming up on my favorite channel."

tasks > live guide card

The Live Guide card is appreciated once understood as a customized list of favorite channels but initially it is seen as a preview of the full Live Guide which disappoints some



Most prefer the term 'Guide' versus live guide which seems superfluous

Many don't click on the 'Live Guide' text to get to the full list of shows because My Channels text is not actionable

It is important for icons to show and line up consistently to aid comprehension

Play button give impression of immediacy; some comments on the word 'play' not exactly the same as changing channels

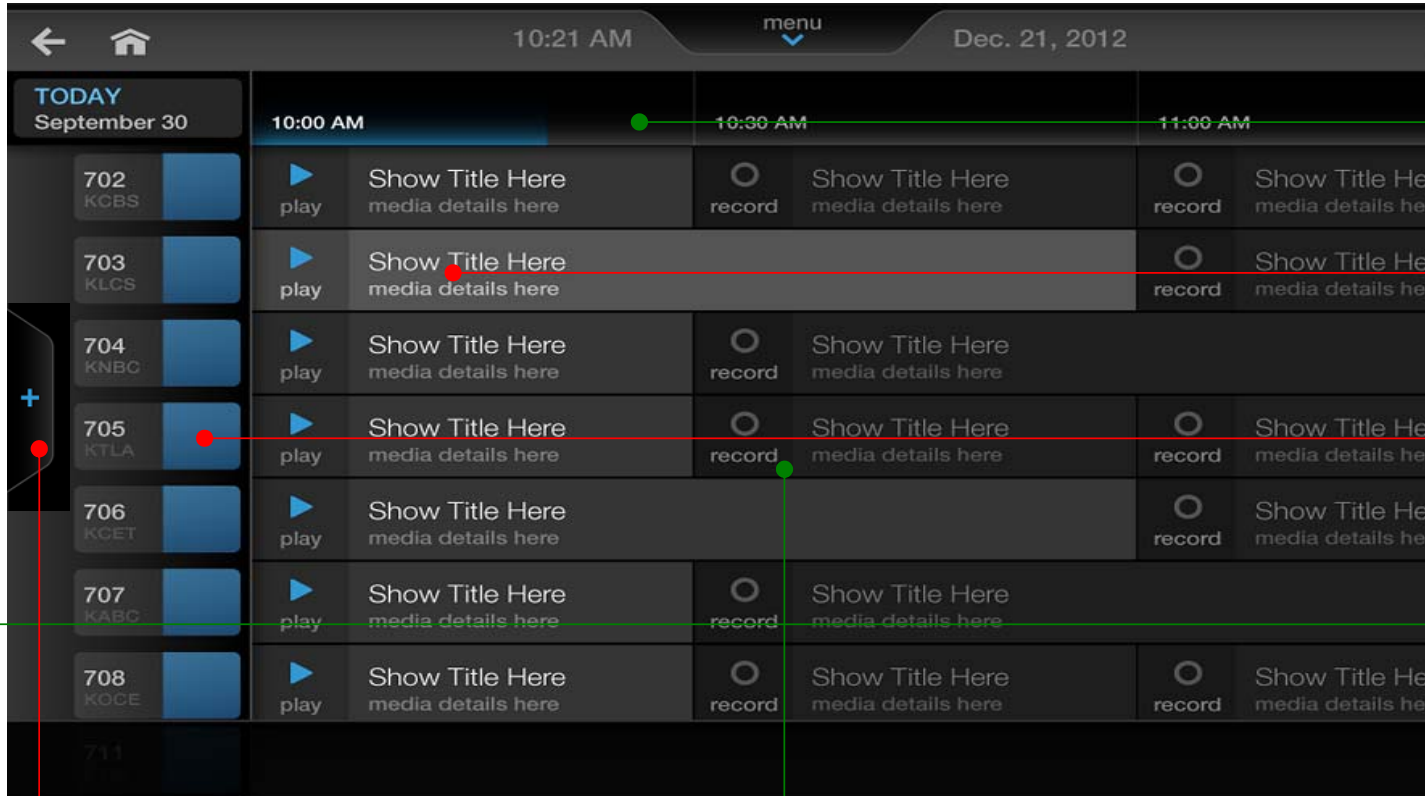
First instinct is to click on the channel icon to change to that channel and are confused when it goes to channel details page

The plus sign is quickly identified but often mistaken as the entry point into the full guide

*"Where are all my channels?
Why do I only have five channels and how did I get these five channels?"*

tasks > live guide

Most of the Live Guide elements are discoverable but a few actions are unexpected and leaves the end user thinking the guide could be even streamlined more



Time segments are clearly identified; some want more than two hours showing

When asked to change channels many click on the text first and are surprised by where they land

Some think the play button is redundant and changing channel should be activated by pressing channel icon

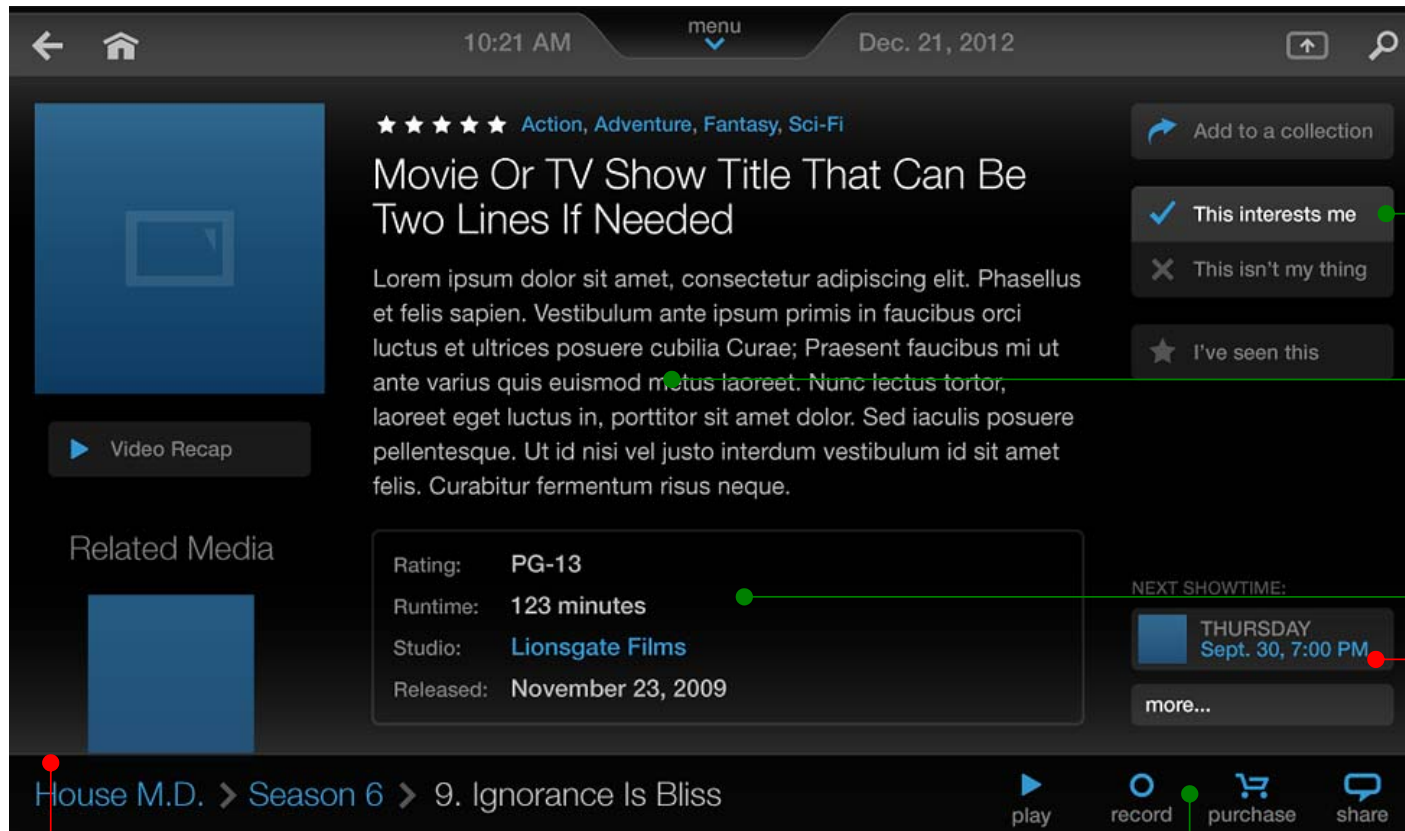
Being able to go back in time from the Live Guide is a positive for those who discover

Most are confused by the plus sign and/or ignore it; no one self-discovers it as the way to build favorites or makes the connection to the plus sign on the Live Guide card

Lots of record buttons feeds the need for the ability to seamlessly pre-record shows

“Ahhh...the full Guide. I was looking for this. I’m assuming if I swipe up and down it will show me all the channels.”

The content provided and the functional options given nicely fit the expectations of the end user while also allowing for self-discovery and ease of navigation for the most part



Ratings options are understood by all and expected to be used by many to enhance personalization

The amount of summary text is good and the show statistics and actor information are valued

The sequence and type of information provided seems to match user expectations; nothing perceived as missing

No one figures out this is specific to the exact episode; most think it is series-level information

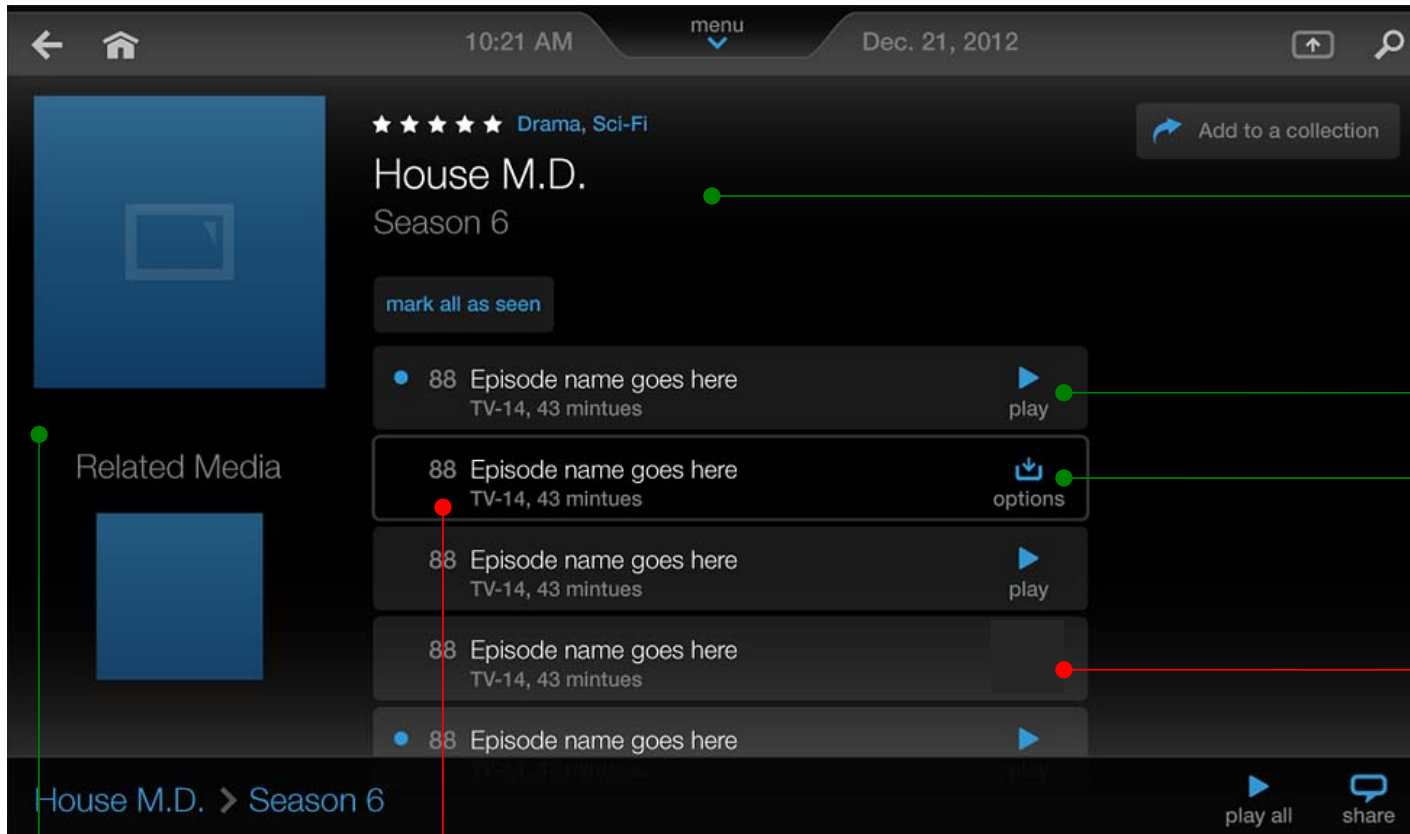
Very few self-discover to click on series name to get to series level info; generally blue is not clearly understood as actionable

Options in logical location. Some want a pause button included

"This is pretty much all the information I need...it would save me from going to IMDB or Rottentomatoes."

tasks > episode and series details

Some end users feel while the page is cleanly organized the content lacks some structure in terms of demarcation of season and sequence of episode



Clean page layout make it easy for end users to diagnose options on initial self discovery

Being able to play immediately satisfies many who's goal is to be able to consume what they want when they want

Location of options button is easy to notice and options provided are intuitive

Some question why content shows if it is not available

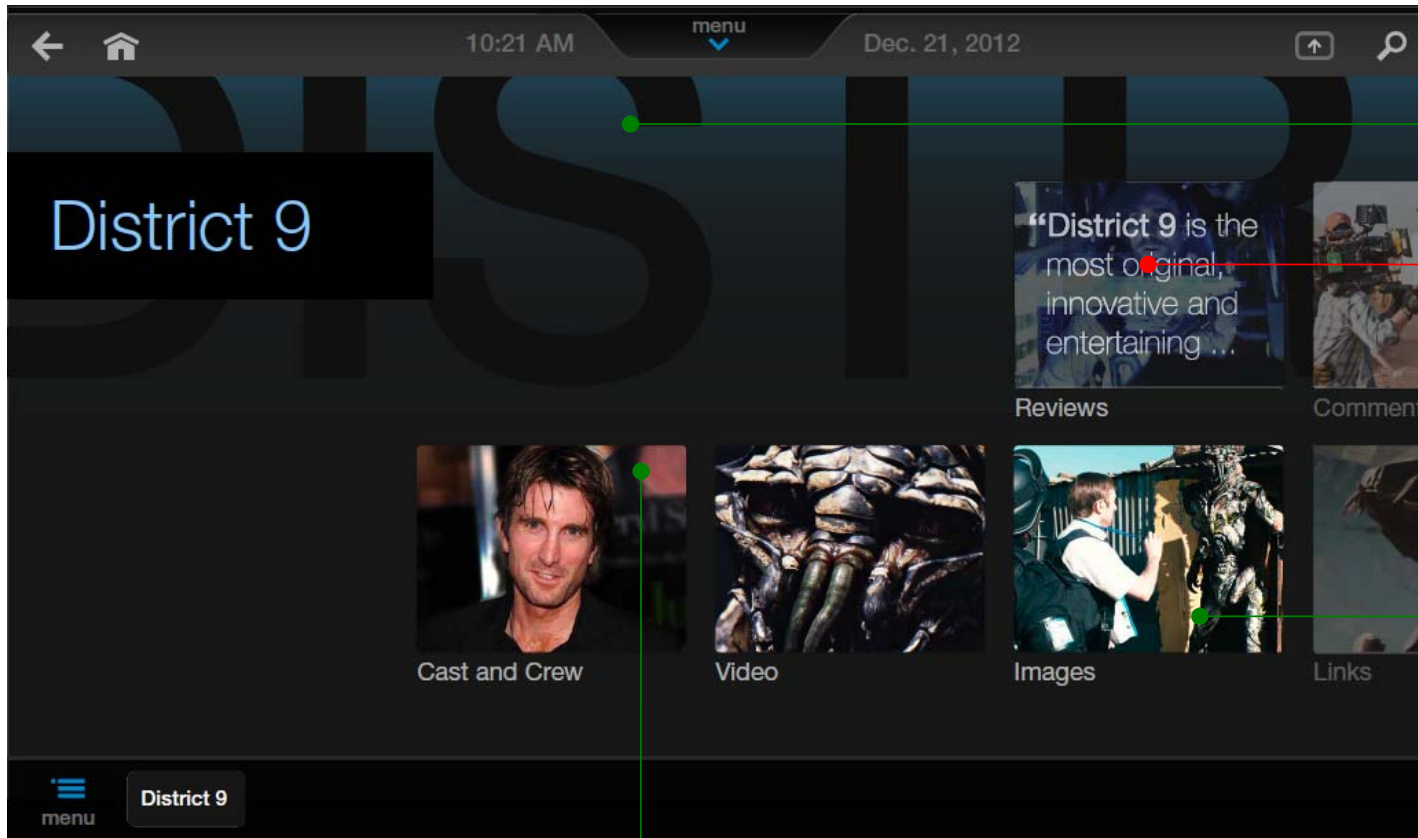
Series recording options are easily discovered

Some don't think the information about what episode and season each item is assigned to is transparent enough

"To be able to see a list of episodes in one place and be able to tell what I can record and what I need to record is nice."

tasks > backstage

For the person who wants more Backstage delivers in terms of breadth and depth of content available in an aesthetically pleasing format



Background layout is pleasing and inviting

Some initially don't know to click the pictures to get more they have to click around to activate the page

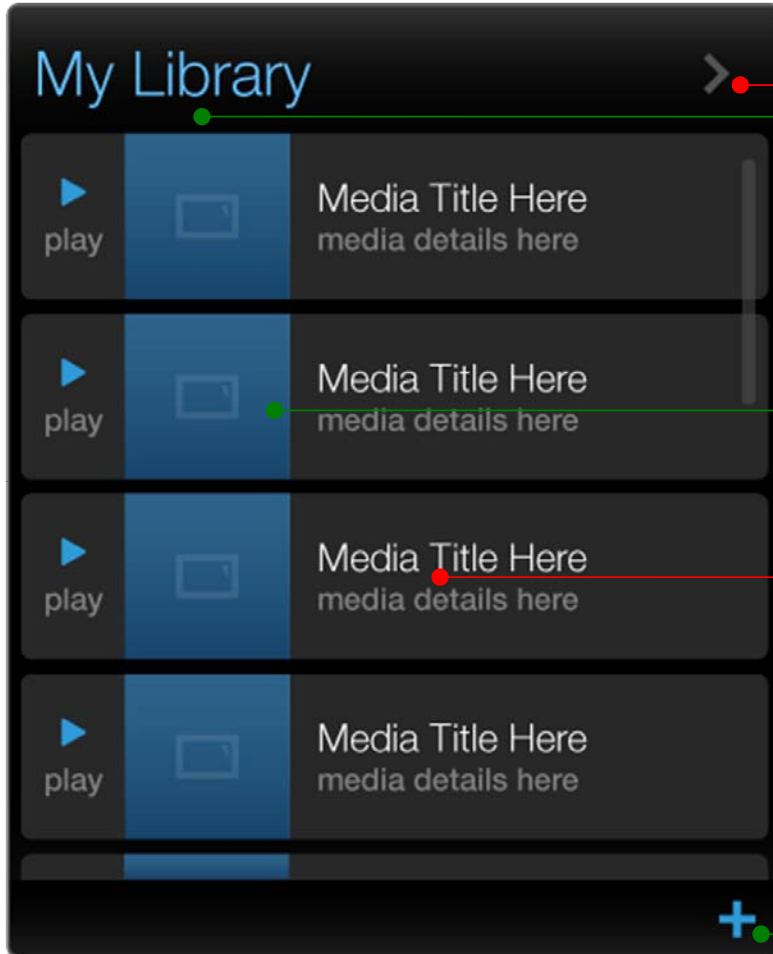
Additional content like videos and pictures are a welcome surprise

The depth of cast and crew information surprises most and makes them realize they don't need to do Internet searches anymore

"This looks a lot nicer than IMDB and there is much more information than I would have expected."

tasks > my library card discovery

My Library is correctly understood by most in that it is owned content but most miss the fact that it is multiple media types, not just video



Arrow not being in blue gives end user inconsistent message of action

My Library is a familiar term that gives most an indication that this is 'owned' content although most initially think video

The details provided are adequate for most to get a sense for the content

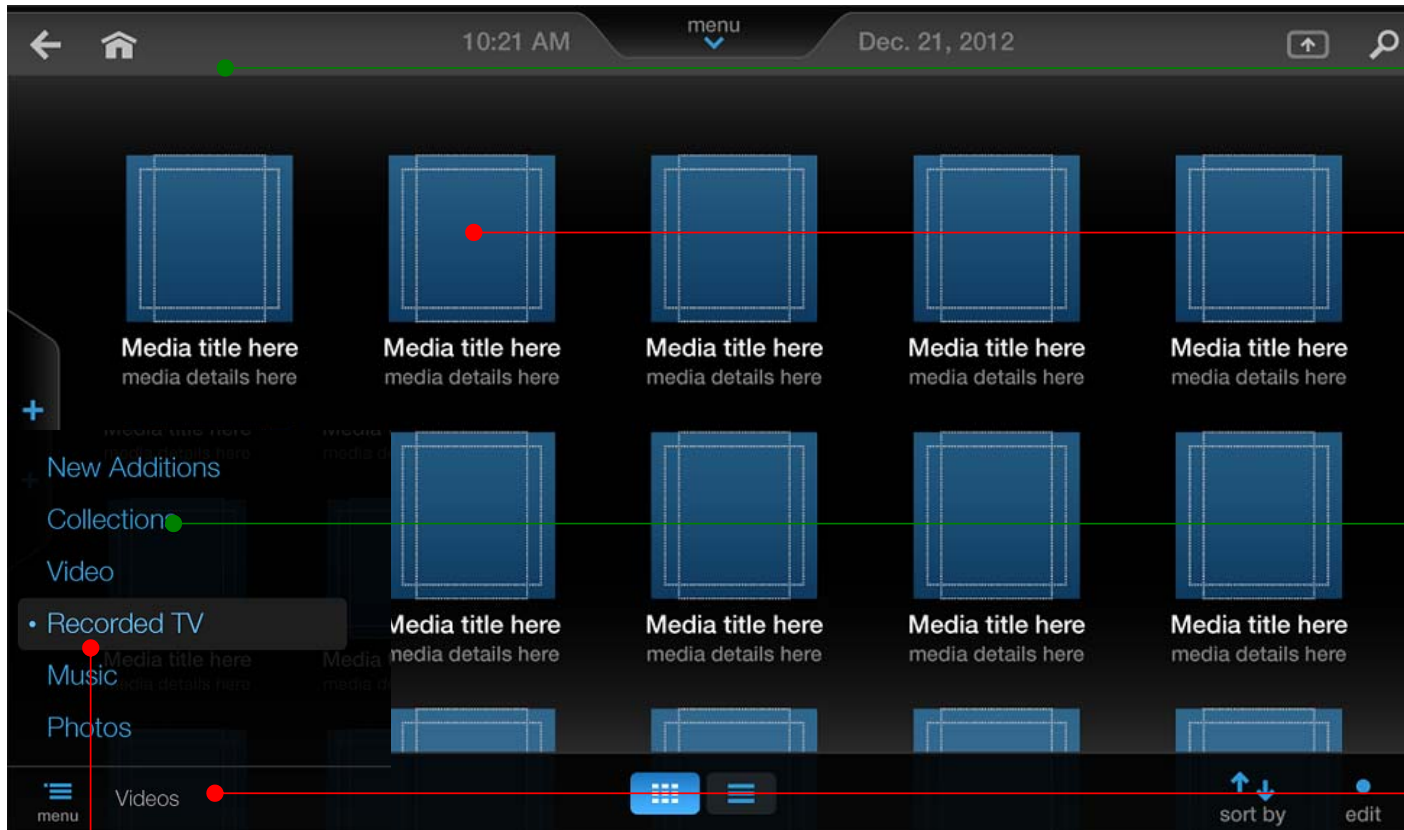
Once understood that local content is also available some suggest having the content categories listed here instead of defaulting to video or a mix of all content

As with Live Guide the plus sign is easily noticed but often mistaken as the entry point into My Library

"This is a list of movies I have either downloaded or purchased."

tasks > my library details navigation

The library details experience is similar enough to other folder/content viewing experiences that most get it quickly with the one point of confusing being how to change content types



No indication near top of screen as to where they are and what category of content they are browsing

Seeing album art or image preview is positive unless it has a blank icon then it gets quickly confusing; having different ways to filter/view media is important to end users

Collections should not be in #1 position in Menu

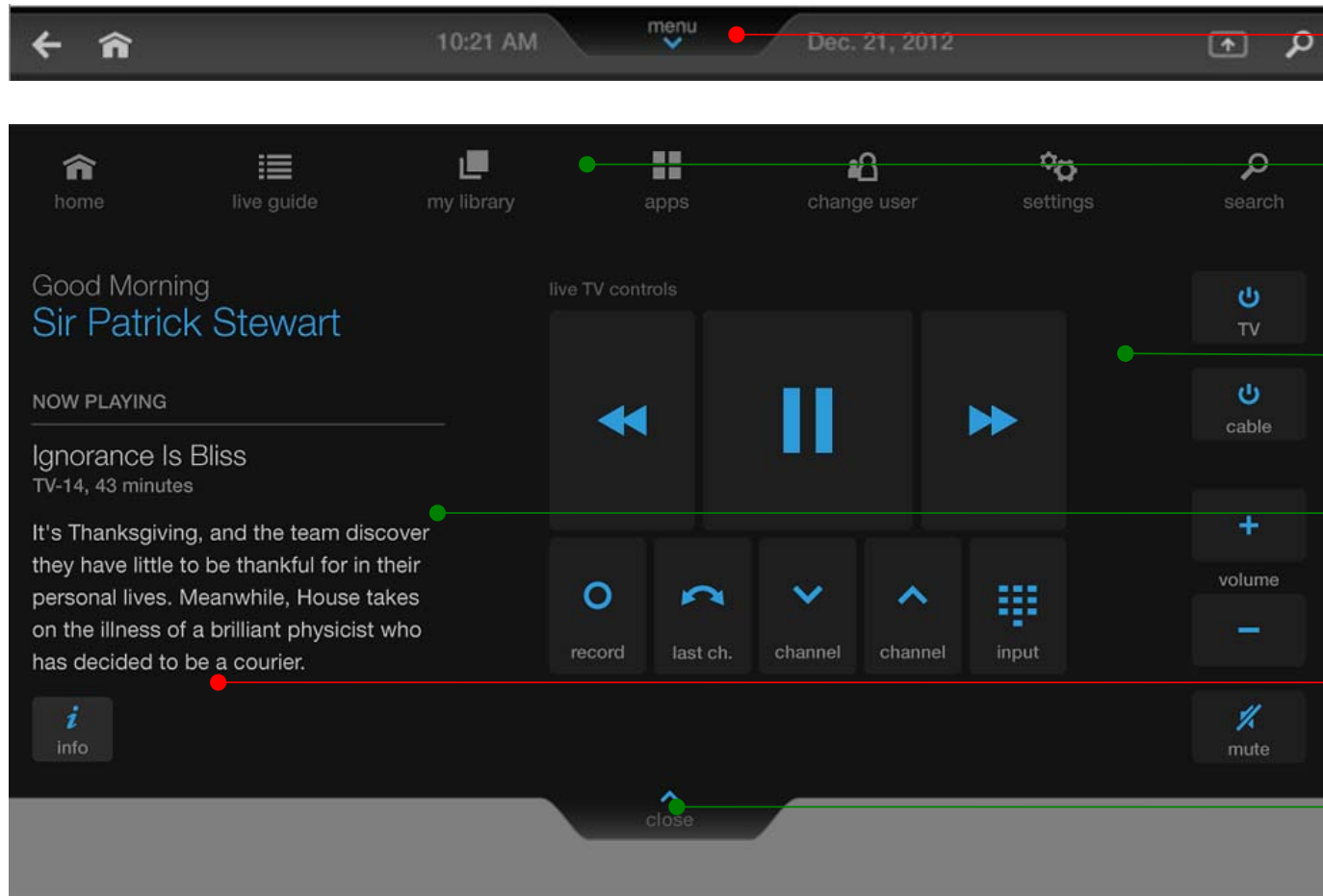
Category title is not prioritized enough for many to notice and often causes end user to be confused as to where they are

Menu of content hard to discover but once noticed quickly understood (except for collections when most don't get unaided)

"I can't find how I get to see my photos, these look like they are all videos."

tasks > menu / remote control functionality

The menu is difficult to find (some suggest to call it “Remote”) but once they know where it is the page seems comprehensive and intuitive (almost what ‘Home” should look like)



Most either don't see this function or think it is a help menu only

Most expect and are happy to see a summary of the main functional cards from the Home screen on the Menu screen

Traditional TV remote control functionality are easy to find and perceived to be in an intuitive location

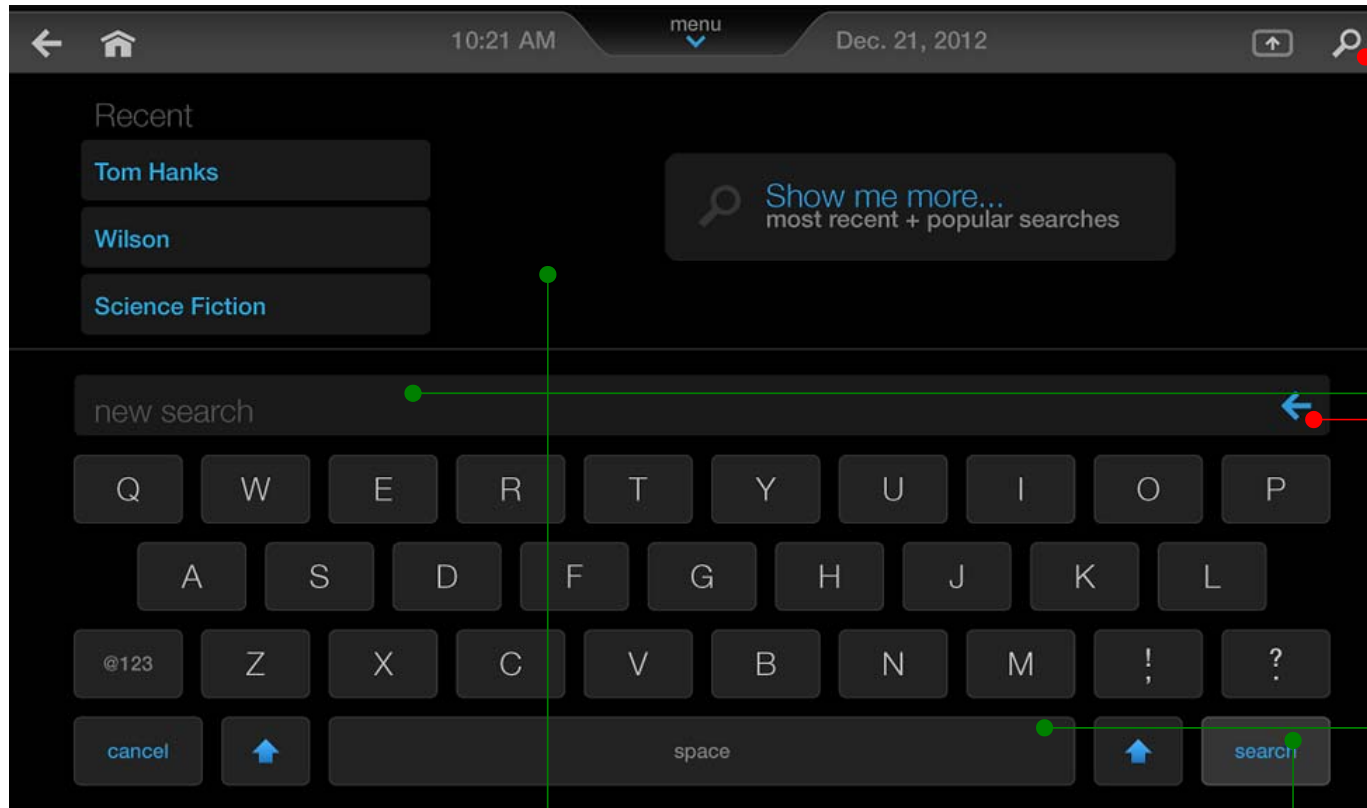
Additional show info being available on this

Social networking options located here are surprising but not negative

Once the Menu button is discovered how to close is intuitive

“Aha here is my remote!”

The search function and button are too de-emphasized for end users to integrate this as a key part of their Spectrum experience but once discovered the process is intuitive



The search icon is too small and while located in a logical place from a PC world perspective it seems far away from the action in this context

Search bar is easy to identify due to its central location

Many mistake the 'Back' button for the 'Enter' button

Typing sensitivity is an issue for some but full QWERTY keyboard makes searches faster than most touchscreen portable device searches

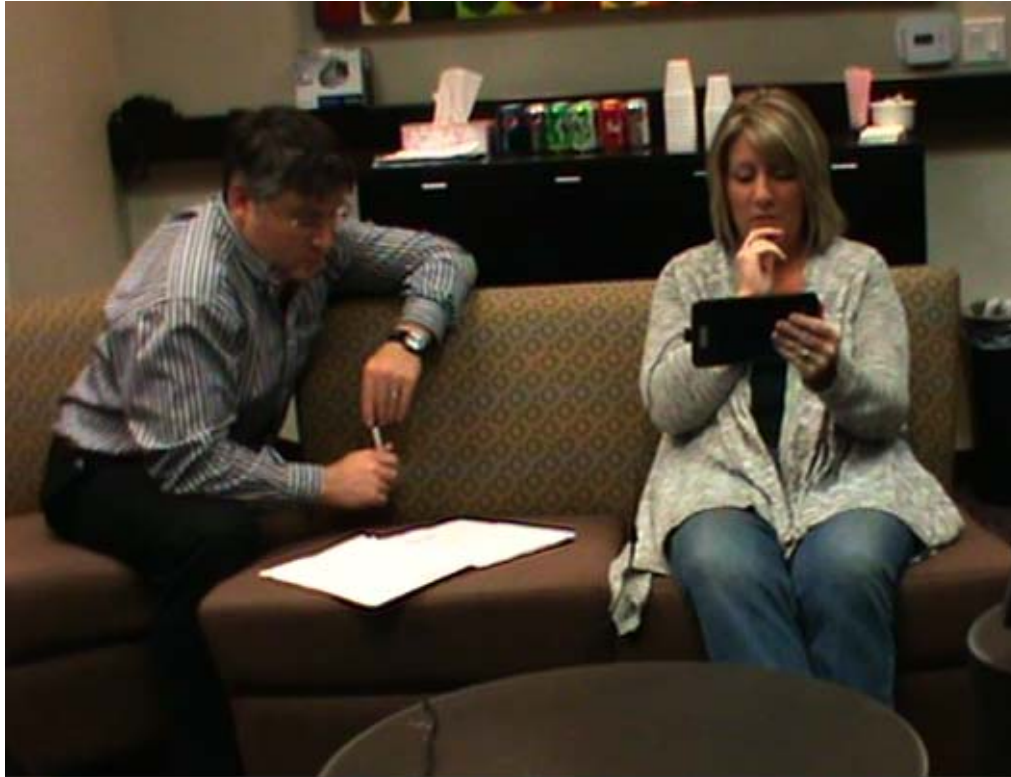
A listing of recent searches is relevant to this end user

Location of 'Search' button not their first location choice (where 'Back' button is more the heuristic) but they eventually discover it

"I would do searching all the time for an actor if I want to know what else they were in."

research conclusions

conclusion > perceived value



“Does this device function like a regular tablet? If so then that would be great I could do everything on it. But that makes it harder to take it out of the home when others might need it.”

Caution

Please remember this research is qualitative (reflecting thoughts of only 16 progressive respondents) and is directional, not definitive in nature

Perceived value of Spectrum is dependent on expectations of the service and hardware

The value of spectrum service is strong despite difficulties with the speed of the prototype

The promise is hinged on the promise of a more personalized (profiles, card favorites) and comprehensive (additional info) media experience

When thinking about Spectrum as embedded in the device (not an app) many progressive targets who consider the service of some value are willing to pay \$200 for equipment and \$10-20 per month subscription fee

However, when end users discover the device is a standard tablet and Spectrum can come as an “app” it starts to muddle the use case (“can I take it to go?”) and potentially devalues the service (seen as one-time app purchase \$30 to \$50, subscription harder to visualize)

Additional services like remote web access are seen as important value-adds because of the importance of pre-recorded content

Social media functionality and collections are seen as “neat” but generally not valued by this progressive target (no time)

recommendations

Speed

Transitions from screen to screen and action to action need to be seamless. Metadata content loading delays need to be minimized as much as possible so that end users do not start comparing Spectrum to the performance of a standard remote.

Setup and Discovery

Bottom line many of the comprehension and navigation issues that came up can be overcome with proper setup protocol. Many progressive end users will tolerate a smartly and efficiently executed first time setup program that can briefly explain the “card and customization” concept which will explain a lot about how Spectrum is different than a typical remote.

Home Page

Need to anchor end users better at the beginning of the experience. My Channel is a bit too much of a cerebral concept for users to immediately feel comfortable with the system. Also many of the cards value is hinged on personalization that hasn't happened when they first turn on the system making things a bit fuzzy at first.

Tablet vs. Remote

Use case for the device itself varies significantly if a full-functioning tablet. In many ways the value proposition and interaction experience will be much cleaner if Spectrum is embedded and not an app. Once it becomes a tablet it becomes a mobile device which will blow apart the best use case scenario.

Value

Cost of service easier to envision as a monthly fee. Charging a monthly fee (and possibly a one-time device charge) is the most seamless and digestible cost scenario. Max price point is \$200 hardware and \$20 per month for the service.

My Channel

Blow it away and start over. If at setup the purpose of My Channel can be established then it is a feasible feature but as is it is a bit too obscure and even limited and doesn't coexist well with the Home Page status area on the left

Size

The Samsung tablet size is large enough for the Spectrum experience. The Galaxy tablet was universally preferred over one of the larger sizes presented because people still want to consider it a remote in their mind and use it accordingly.

Navigation

Need to be consistent that blue text equals action. The fact that My Channel is not an action button but most other blue text words are will confuse end users

Live Guide

Make it more prominent. The Guide is still the heart and soul of the media experience for many and currently it seems a bit far away. Consider calling it Guide. Need to address

Media Details

Works well except for one feature they will trip on. Amount of details is spot on. Backstage will work well for those who want to dig. The only confusing thing is the location and indicators in getting to series information and future showings of the current movie/episode information

Search

Works fine but icon is too small and feature in general is de-emphasized. Search is obviously one of the differentiators over traditional remote so it should have a more permanent spot on menu bar on the top of the screen. Consider a 'type here' zone more like you see consistently in the menu area of a Web browser. Finally, why not consider 'Search' as an alternate starting screen or Home Page?

My Library

If populating library is seamless then the experience will be positive. Assuming the layout and navigation of My Library is delay free and populating the system with local content is seamless then discovery of the features and capabilities within this feature area will take care of themselves. A few issues to consider:

- Some want the My Library Home Page card to have some kind of toggle between types of content on that initial screen;
- The 'Menu' icon on the bottom left when in Library is not understood to be the place where you toggle between folders/type of content, that needs to be clearer;
- Don't emphasize 'Collections' over other features in Library. That is a distant nice-to-have and it won't be perceived to be an innovative 'smart' feature

Menu

Hard to find, not prominent enough and needs a new name. The Menu screen itself is a no brainer but getting there and cues to get there need a bit more work. Consider renaming to 'Remote' or other traditional name that connotes "this is where I go to get to my remote control stuff." Finally, why not consider this as an alternate Home Page