Spectrum UI Guidelines

Systems + Principles

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Project 208-110	12.23.10

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ELEMENTS + BEHAVIORS (continued)

VISUAL DESIGN

About This Document

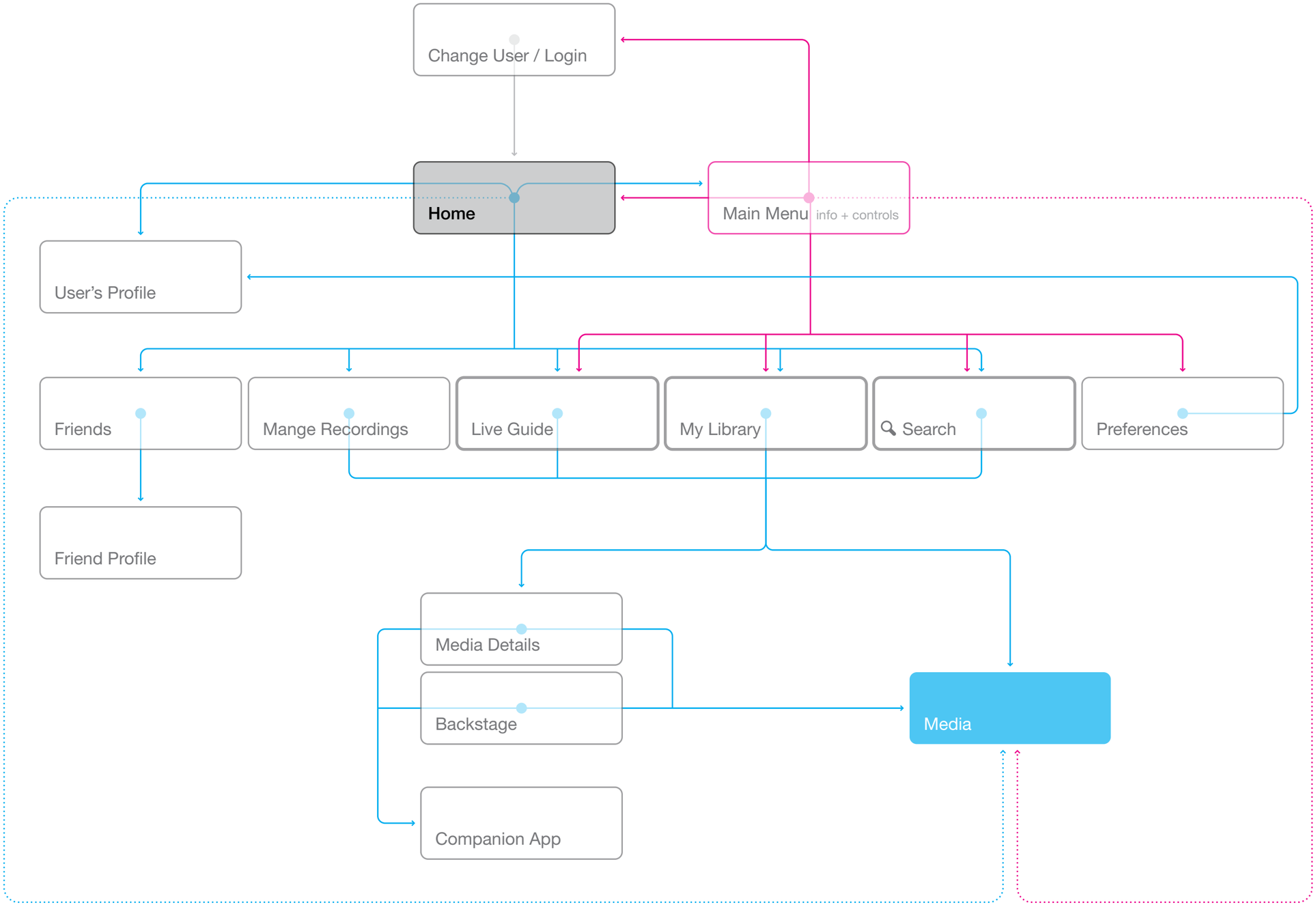
The Spectrum UI Guidelines exist to define and document key elements of the Technicolor Spectrum UI system. This documentation does not represent the final design, but rather illustrates important behaviors and experience elements that should be present and persistent throughout the final design.

This document should serve as a tool to empower and guide the Spectrum team through the creation of the final UI. Ziba is focusing on the overall Spectrum experience, but not on the implementation of that experience. Responsibility of the final UI design lives solely with the Technicolor Spectrum team.

This document will accomplish the following things:

- Document how the entire Spectrum UI system works, including the handling of various media types and primary media actions.
- Outline the primary types of navigation within the Spectrum UI.
- Define and explain the major sections of the Spectrum UI, including what they are, how they work and any important concepts associated with them .
- Detail the interaction behavior of key elements within the UI in a manner that can be leveraged in similar or future situations not covered in this document.

Architecture



Principles

pure entertainment

Keep the TV focused on providing a pure media experience.

The fact that we have two screens to work with means that the only non-media elements that appear on the TV should be those that directly support or enhance the overall experience for the user.

proactive intelligence

Work on the user's behalf to reveal smart content without usurping their control over their own experience.

The powerful intelligence behind the Spectrum system needs to consistently present itself as working for the user, augmenting their experience. The user is in the driver's seat. Spectrum is the passenger.

organic interactivity

Make things work the way the user would expect them to work. Provide visual cues for interactions that fall outside those natural expectations.

In the end, the user's viewpoint is the only one that truly matters. They'll never see the code in the background to know how clever we've been, they'll only know that something was too hard to figure out to be worth using.

contextual simplicty

Keep the user experience focused on the immediate goal by prioritizing the tools and information that support it.

The perception of complexity is directly related to how many things on a screen don't need to be there.

robust customization

Enable the user to customize their experience without allowing them to break it.

Providing common-sense limitations in customization experiences will keep the user from creating a bad experiece for themselves that they'd naturally perceive as Spectrum's fault.

existing expectations

Take advantage of that the user already knows by leveraging established social and media expectations.

Don't reinvent the wheel. If a given experience exists already in a proven form, adopt it! It'll save energy for areas that need innovation and give the user a leg-up in figuring out the UI.

clear communication

Employ consistent rules and communication to maintain a simple—and learnable—user experience.

The user can't figure out an incoherent system. Consistency is imperative.

Global Interaction

simple scrolling

Keep scrolling limited to a single direction unless the screen architecture specifically requires more.

With the exception of the Live Guide and Home card contents, avoid making the user scroll in more than one direction. Horizontal or vertical... pick one.

drag + drop

Make dragging and dropping consistent and responsive.

The experience of selecting an item and dragging it to a new location should be consistent everywhere such behavior is used. The lists that such items are being dragged to should be responsive to the incoming addition.

prioritize actions

Keep the screen as clean as possible by prioritizing possible "quick" actions. Place the most likely choice at the user's fingertips and move the rest one layer down.

Quick actions are only quick if they don't involve sorting through other "quick" options to get to them... Emphasize the idea of simple, quick access alive by highlighting the highest priority use-case and moving the rest of the possibilities out of the way.

keep focus

Keep the user focused on the task at hand by clearing away any actions that don't affect it. Darken the screen around that task to further communicate that focus.

If the user has entered into an involved task, remove elements that don't directly contribute to that task. If an action is available that only makes sense outside the current task then the only thing it is contributing is confusion and visual clutter.

consistent navigation

Keep the in-and-out behavior of tasks consistent—the user should never be confused on how to get back out of a location in the UI.

If a task takes over the screen to provide focus, it should be consistently exitable via one of three ways:

1) tapping DONE / OK
2) tapping CLOSE/CANCEL
3) tapping outside the task area

live changes

Any change the user makes (with the possible exception of deleting items) should be immediate. This isn't a computer OS—users shouldn't have to "save" their options after changing them.

Menus should always communicate the current settings, not what that setting will be after the user "saves". If the user is confused about what would happen when they pressed CLOSE or CANCEL in the middle of things then the design is more complex than it needs to be.

Glossary of Terms

Applications (Apps)
Applications are contained, task-oriented experiences within the Spectrum UI. An app could be a specific media collection, a guide, a game, a tool or even a specific-media experience. The defining characteristic of an app is that it does what it needs to do in the way that provides the best experience without adversely impacting the rest of the UI around it.

Cards
Cards are containers for the various system-generated recommendations or user-selected favorites that provide immediate access to media within the Spectrum experience. Cards are designed to provide simple organization of this content and to be easily managed to fit the user's needs.

Collections
Collections are user-defined media groups that can accomodate any and all media types from within the user's Library. Collections exist to primarily allow the user an element of personal organization within their media collection, and rely on default media behavior for any playback functionality.

Digital Locker
A collection of media that can be viewed on multiple devices or in multiple locations (such as mobile viewing or via laptop while travelling, etc.).

Favorites
Immediately actionable links to apps or media that have been selected either manually by the user or automatically based on the user's profile to be featured on their Home screen.

Favorites: Automatic
Favorites that are determined by the system based on the current user profile. These change periodically as the system learns more about the user and can present better choices to the user. Auto-Set Favorites are actually closer to recommendations than favorites, representing the system's best guess at what items (apps or media) would be the most useful to the user.

Favorites: Manual
Favorites that are manually set by the user take priority over Auto-Set Favorites. These favorites are key tools for the user to personalize their Spectrum experience and should not by overwritten or changed without the user's direct action (removing or adding them from the favorites list).

Favorites Drawer
A slide-out panel that allows the user to drag media content of their choice directly into their favorites list for that section.

Favorites List
The list of favorites that will appear on a given card on the HOME screen.

Messages
Any incoming communication triggered by another person. These would include friend recommendations, shared media, invitations or (eventually) ongoing chat messaging.

My Channel
My Channel is a Spectrum-curated lineup of media that reflects the user's interests and viewing habits through a consistently relevant stream of content.

My Library
My Library is where everything the user "owns" is kept. This includes applications, VOD, recorded media, network content and any user-created collections of the above. My Library is purely the "my stuff" location for the user.

Recommendations
A recommendation is a link to content that is provided by someone or something besides the user based on an understanding of what they'd find appealing.

Shelf
see **Collections**

Recordings: Locked
Locking a recording is how users can ensure that a precious bit of media will not be automatically deleted as the harddrive reaches capacity regardless of how long ago they were recorded.

Recordings: Private
Private recordings are recordings that the user has marked to be available only to their immediate profile. These recordings will not show up in the library of other profiles on the same device.

System Notifications
Any communication that is triggered by the system. This would include system recommendations worth bringing the user's attention, as well as any hardware issues that impact the user's media experience.

Core Screen Templates

General Screen Structure

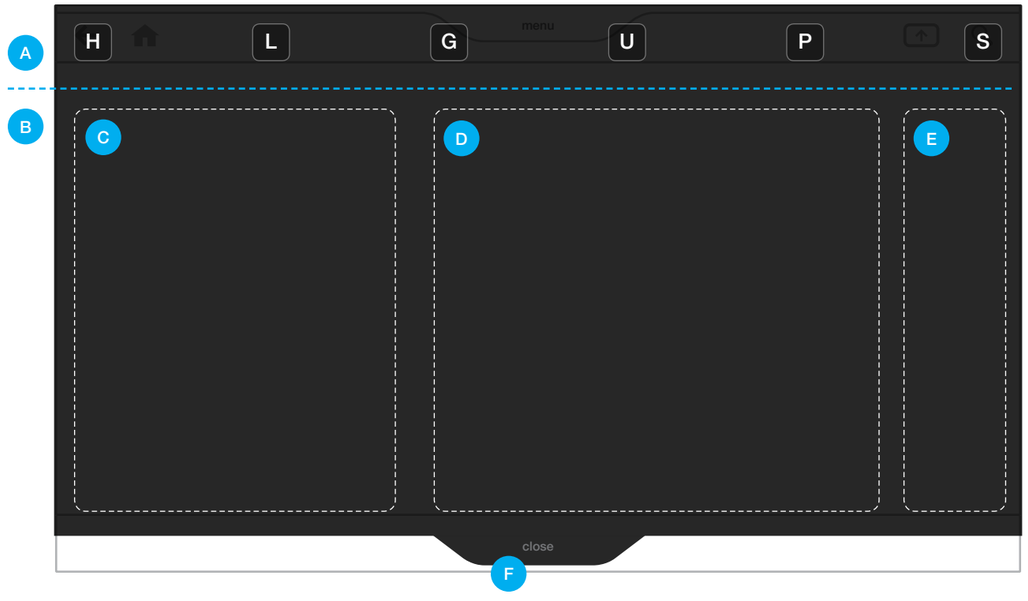
General Screen Structure

A global UI controls area

B content area

C contextual menu area

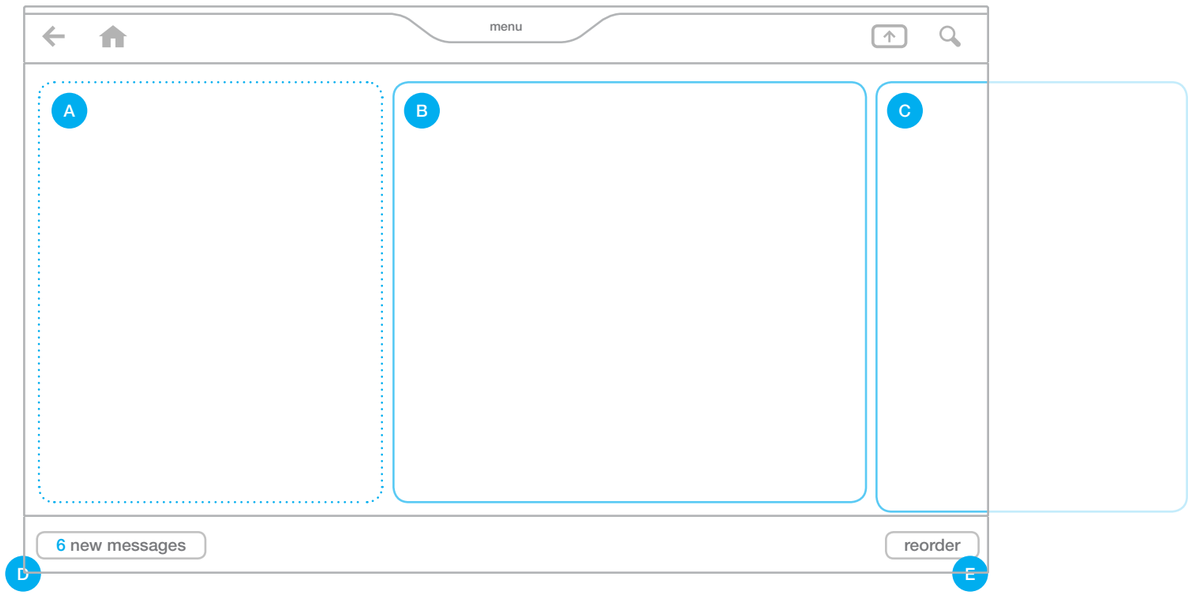
Main Menu



Main Menu

- A navigation buttons
- B info + remote controls
- C Now Playing info
- D remote control module
- E physical device controls (TV, CABLE)
- F close menu

Home

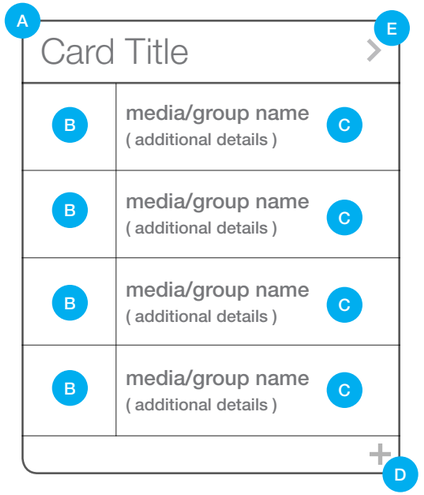


Home

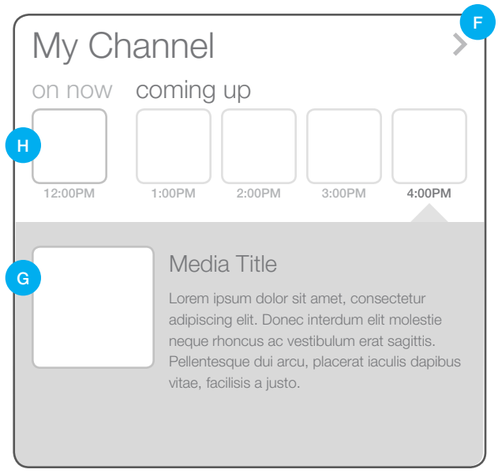
- A Now Playing information
- B My Channel card
- C Additional home cards
- D message center
- E reorder cards button

Home Cards

BASIC



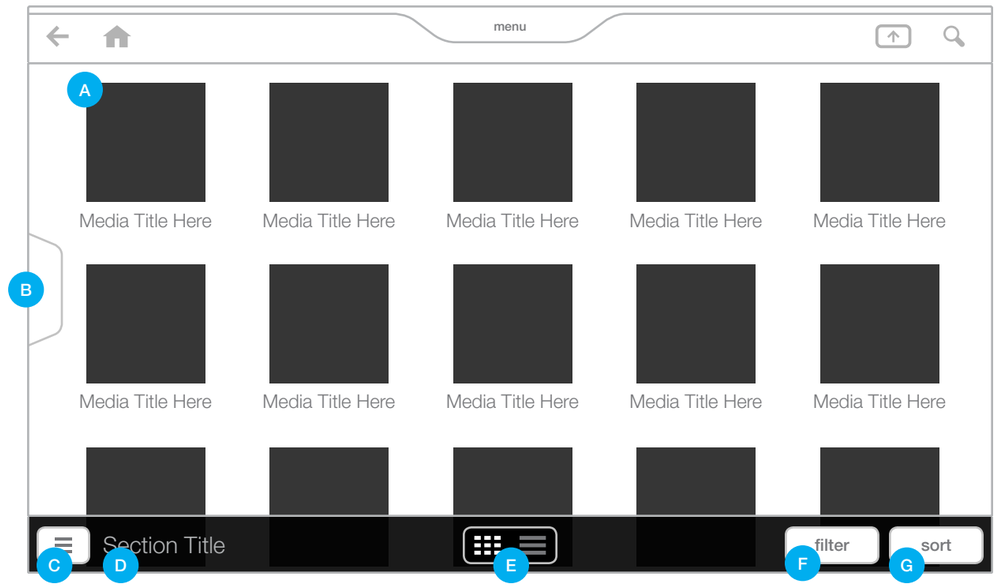
MY CHANNEL



Home Cards

- A card title / action button
- B media artwork/thumbnail
- C media title + details
- D quicklink to edit card (if applicable)
- E link to section
- F tune to My Channel
- G media info
- H My Channel lineup

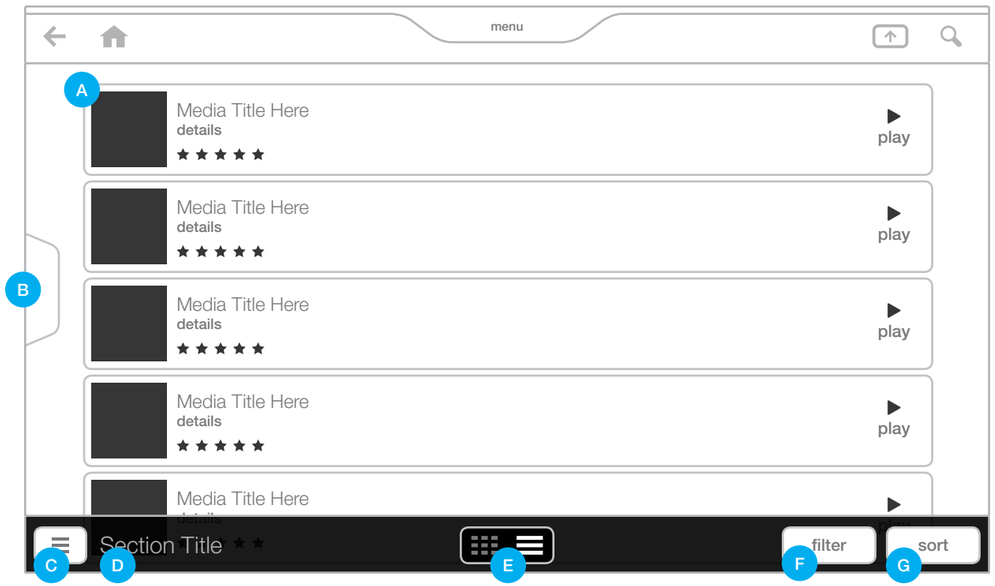
My Library (Grid View)



My Library
(Grid View)

- A media grid
- B favorites drawer
- C library menu button
- D current section title
- E list/grid view toggle
- F filter button (videos only)
- G sort button

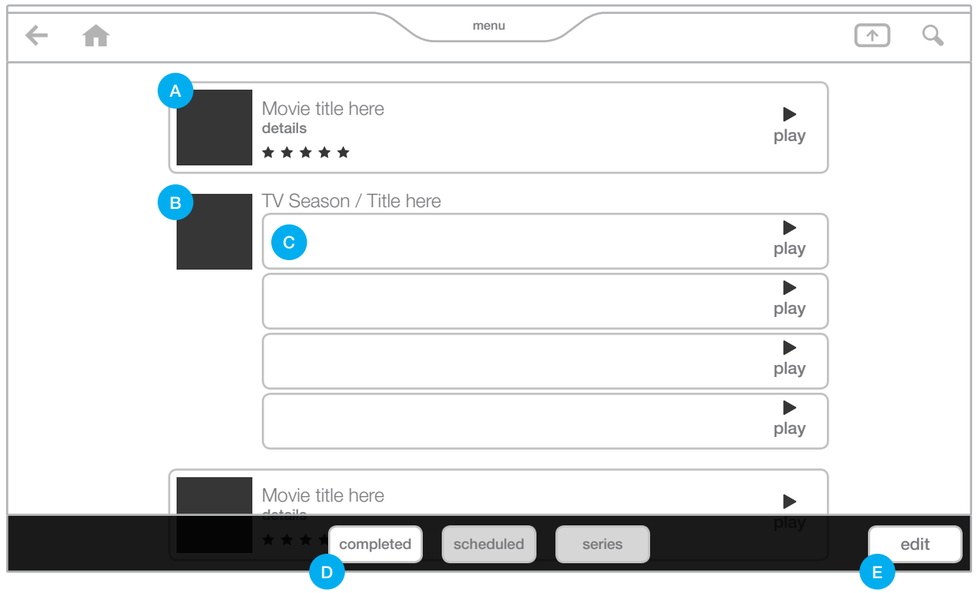
My Library (List View)



My Library (List View)

- A media list
- B favorites drawer
- C library menu button
- D current section title
- E potential contextual functions
- F sort button
- G edit button

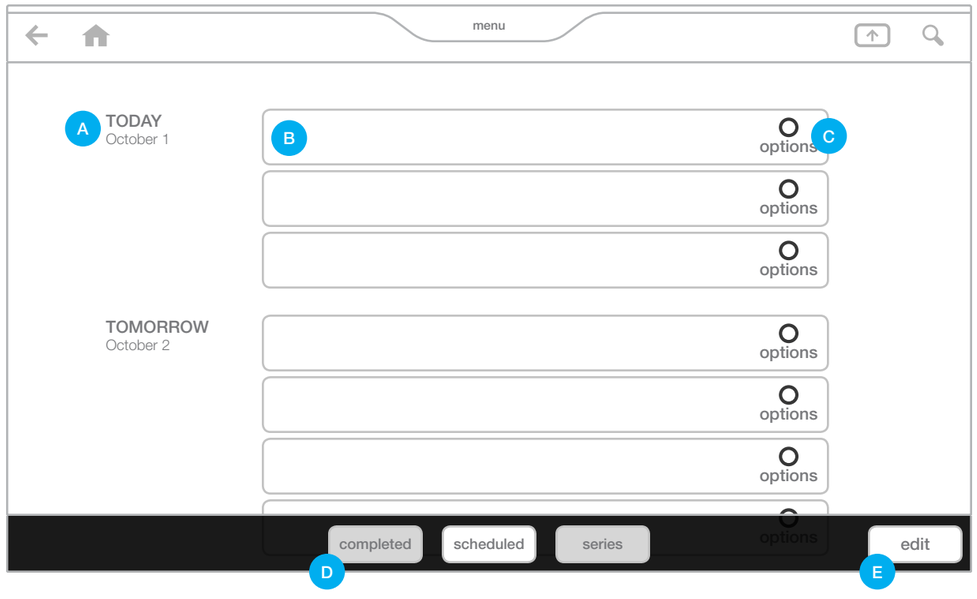
My Recordings (Completed)



My Recordings (Completed)

- A individual media
- B grouped media (tv seasons)
- C individual episode
- D navigation
- E navigation

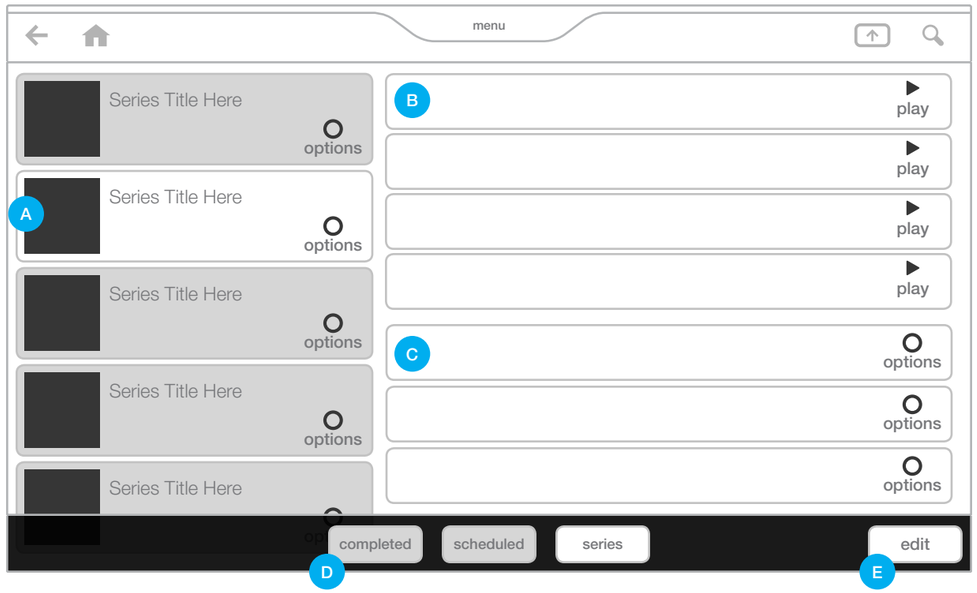
My Recordings (Scheduled)



My Recordings (Scheduled)

- A scheduled date to record
- B media item
- C media options
- D navigation
- E navigation

My Recordings (Series)



My Recordings (Series)

A selected series

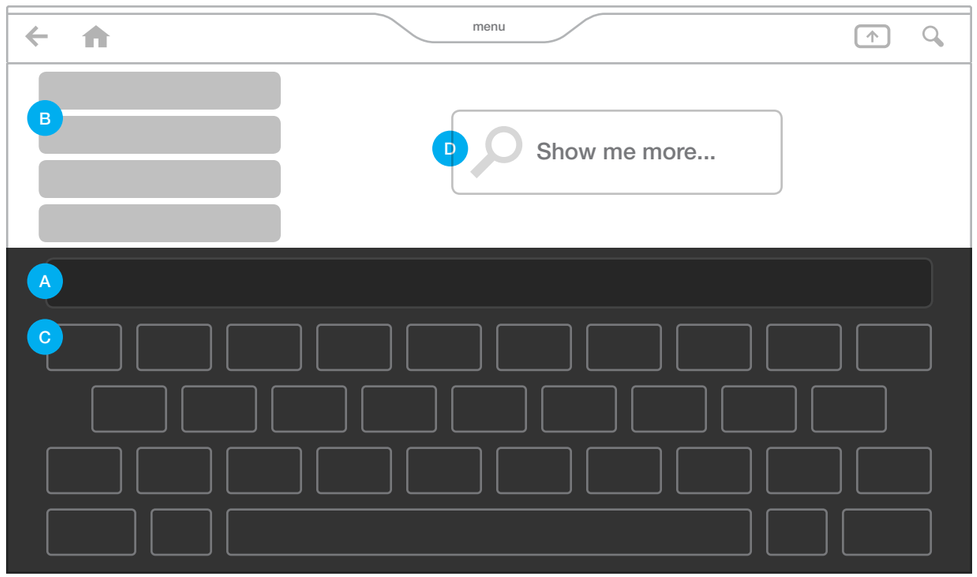
B recorded items

C scheduled items

D navigation

E navigation

Search Input



Search Input

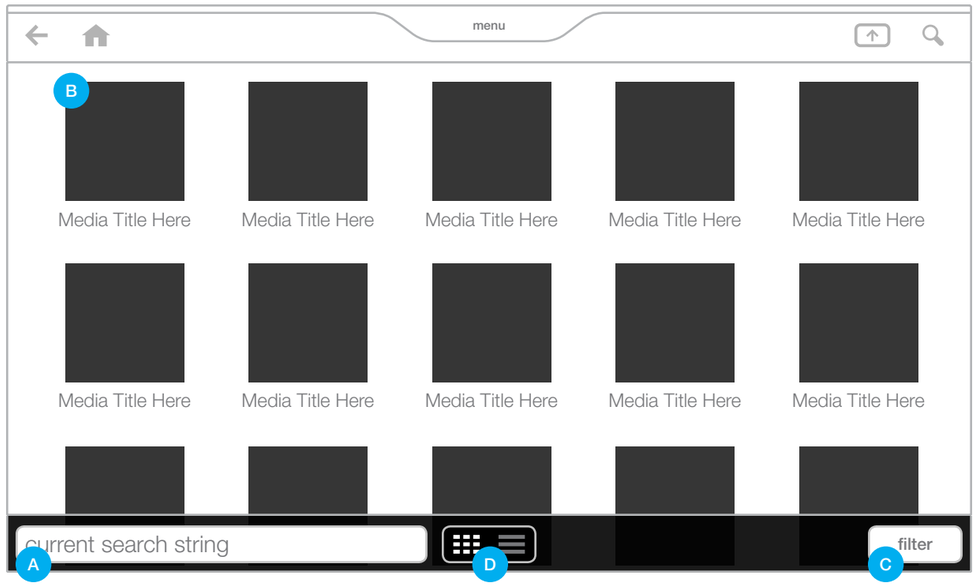
A expanded search entry box

B auto-complete suggestions

C keyboard

D recent / popular search lists

Search Results (Grid View)



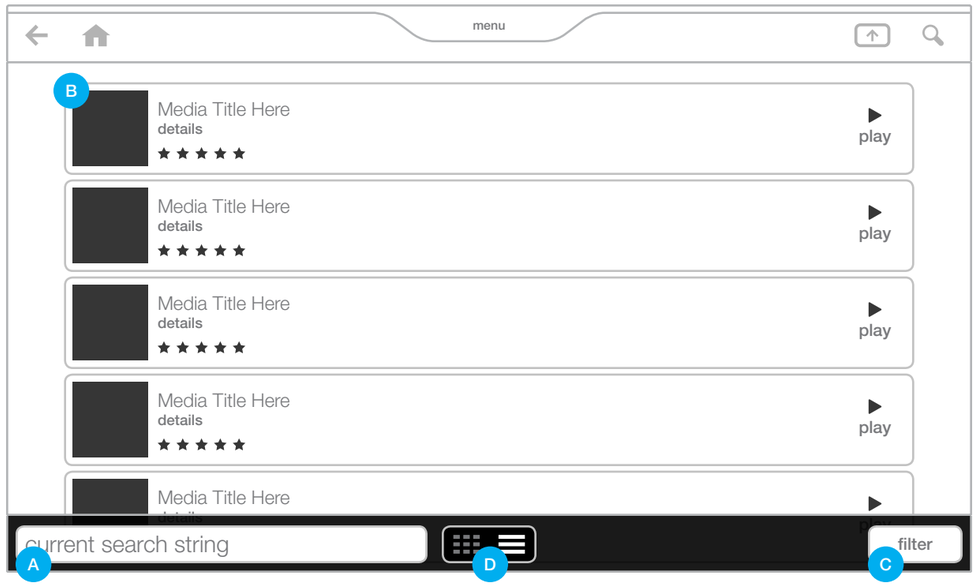
A current search (tap to regain keyboard)

B search results

C search filters

D grid/list toggle

Search Results (List View)



Search Results (List View)

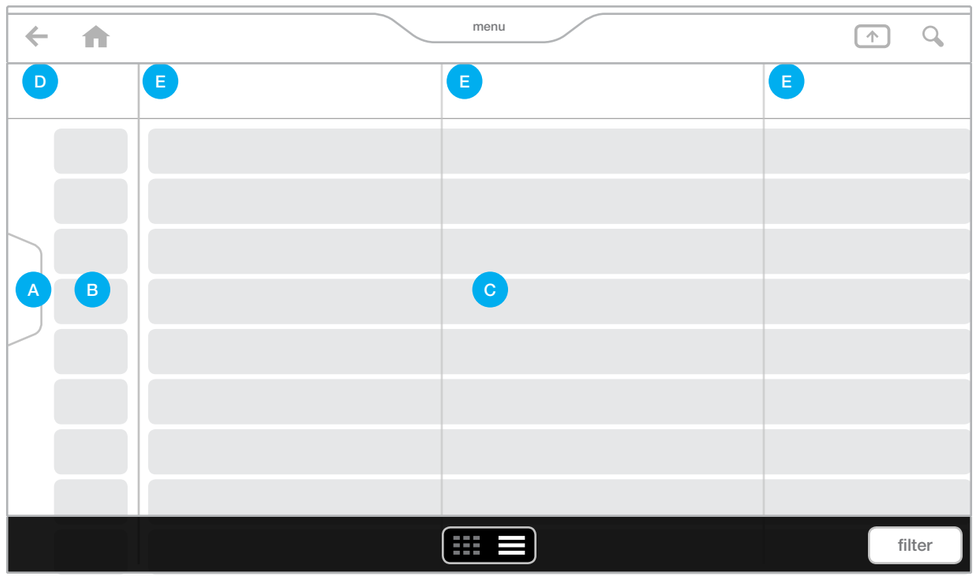
A current search (tap to regain keyboard)

B search results

C search filters

D grid/list toggle

Live Guide (Traditional)



Live Guide (Traditional)

A favorites drawer (channels)

B channels

C show listings

D date/current time

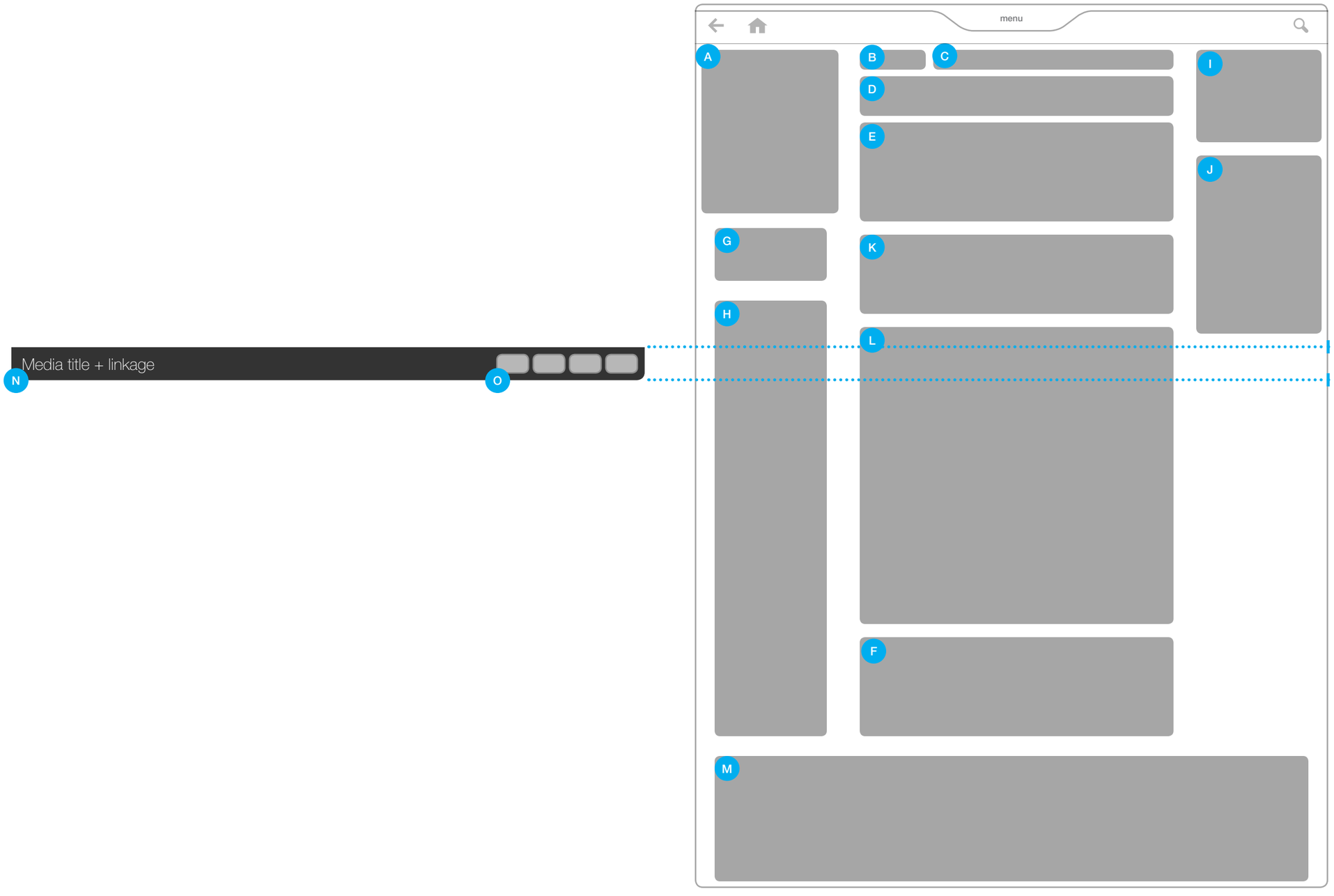
E timeslot (30min increments)

Live Guide (Grid)

Live Guide (Grid)

TBD (post CES)

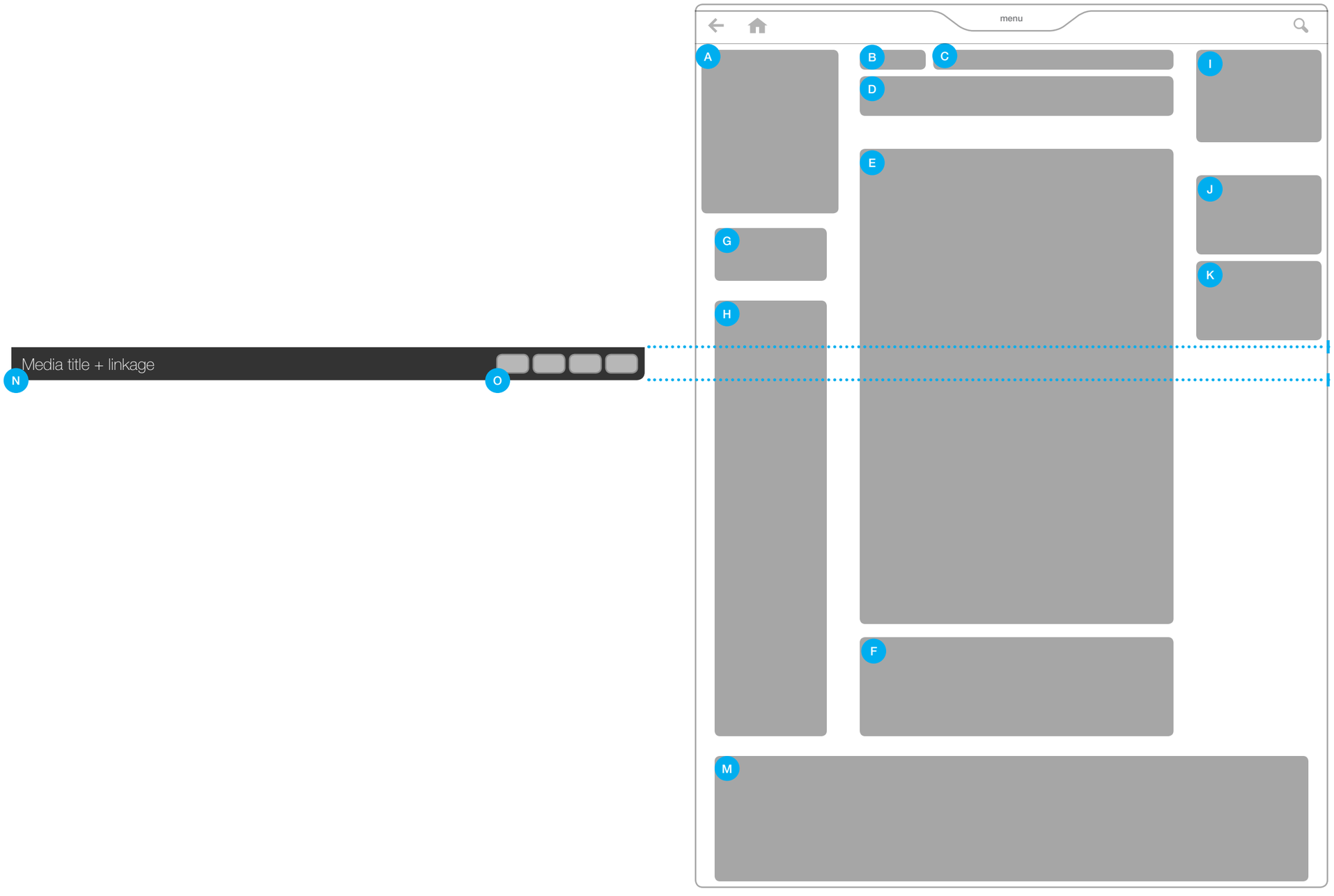
Media Details (Individual Media)



Media Details (Individual Media)

- A media artwork
- B system rating
- C genre(s)
- D media title
- E synopsis
- F Go Backstage and App access
- G trailer / episode recap access
- H related media
- I user input / rating
- J next showing & special actions
- K meta information
- L cast & crew listing
- M top five recommended media
- N media title / ancestry
- O media actions

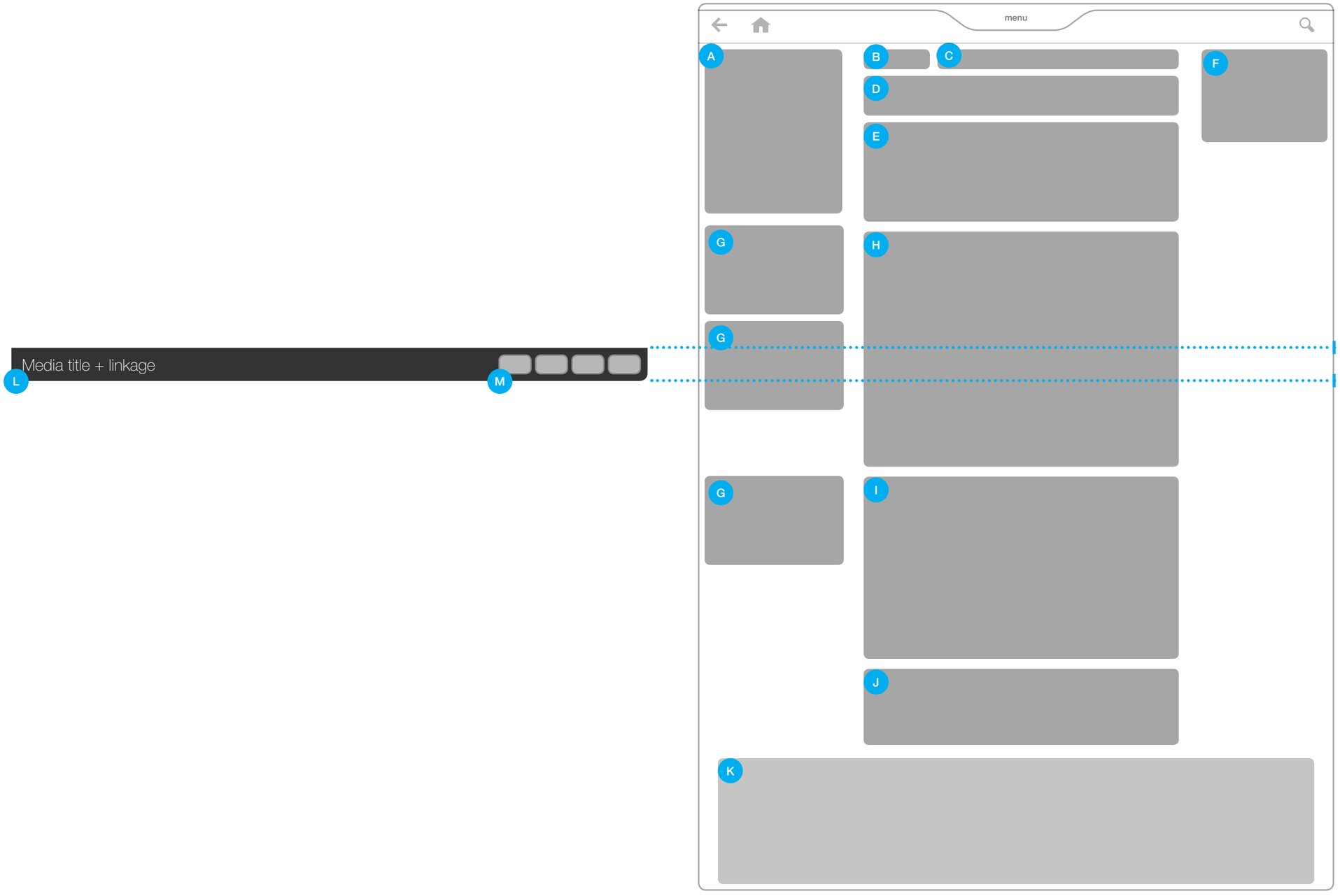
Media Details (TV Season)



Media Details (TV Season)

- A media artwork
- B system rating
- C genre(s)
- D media title / season
- E episode list
- F Go Backstage and App access
- G trailer / episode recap access
- H related media
- I user input / rating
- J show/hide missing episodes
- K next showing & special actions
- L top five recommended media
- M media title / ancestry
- N media actions

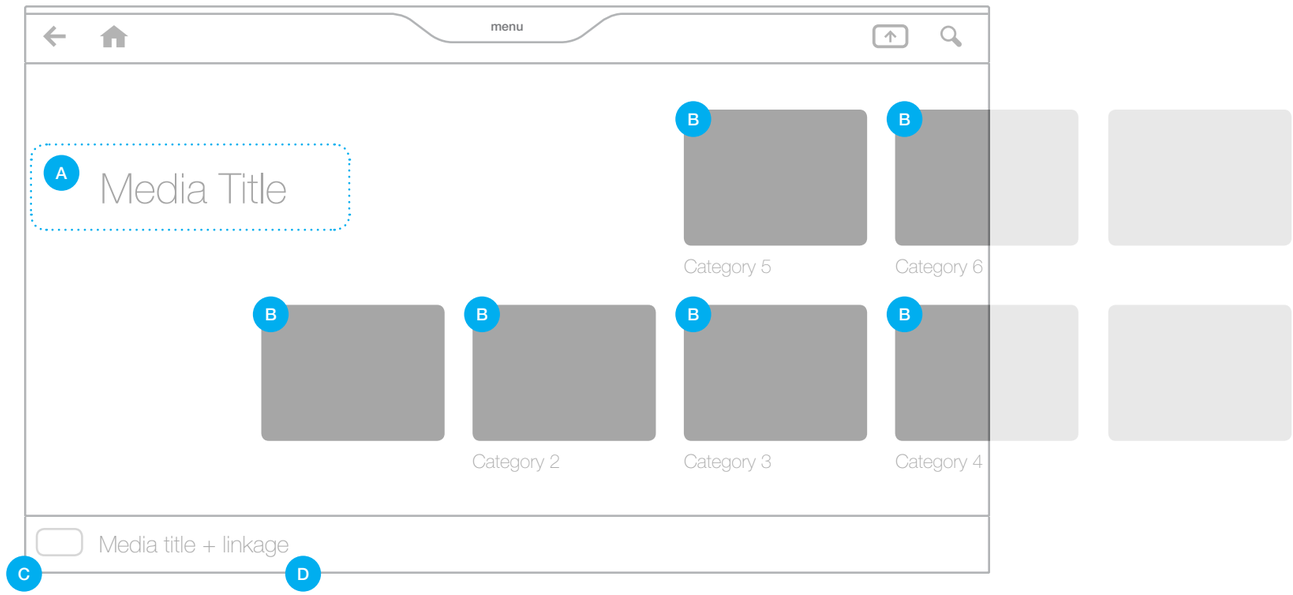
Media Details (Series)



Media Details (Series)

- A media artwork
- B system rating
- C genre(s)
- D series title
- E series synopsis / info
- F interested/not interested
- G bundle/promo deal
- H movies in this series
- I TV seasons in this series
- J backstage access
- K top 5 recommended
- L media title / ancestry
- M media actions

Backstage (Main)



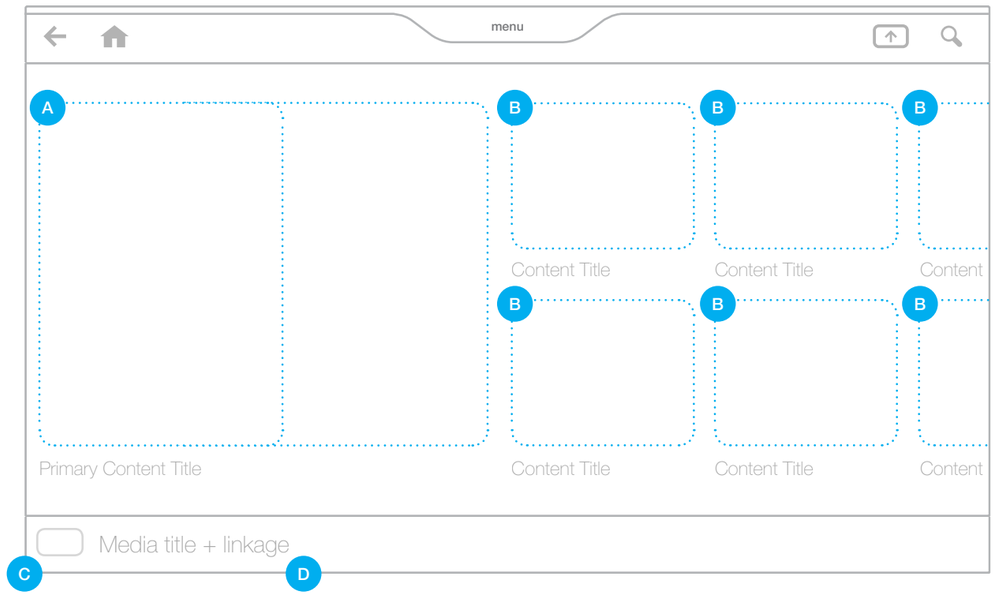
A media title

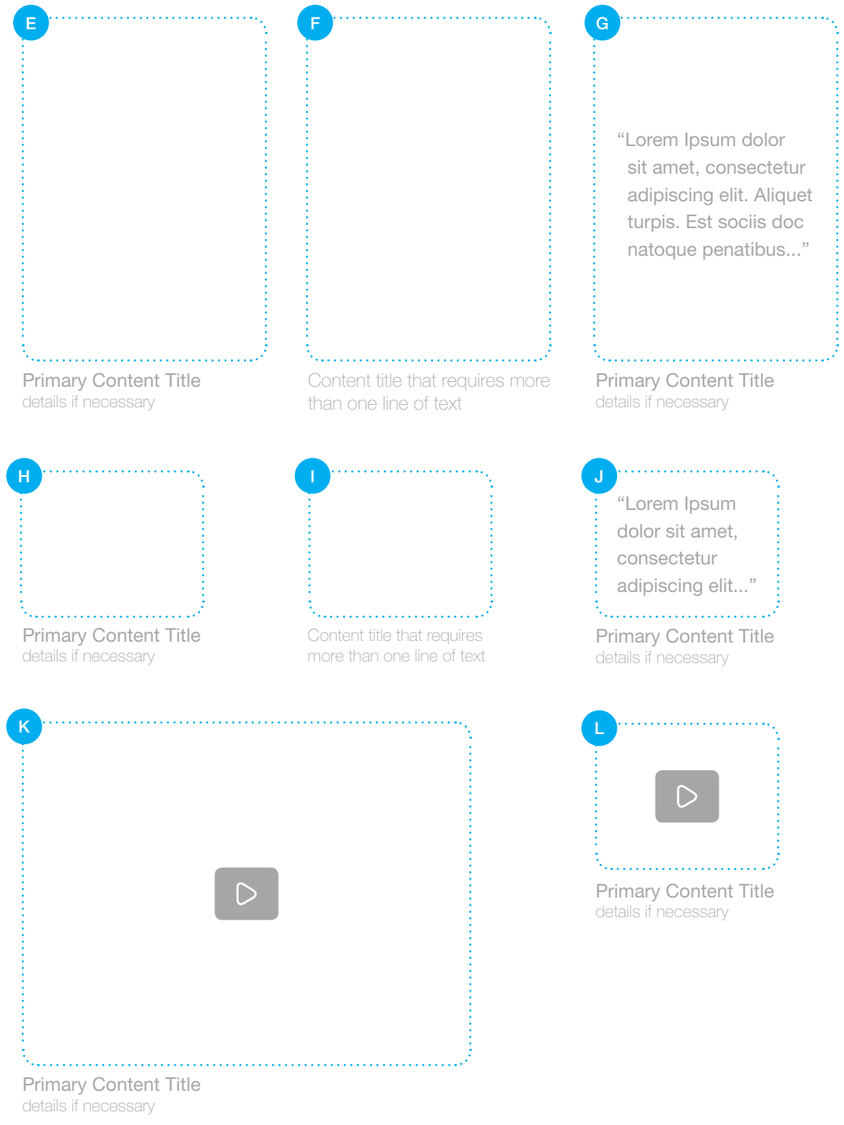
B categories

C backstage menu button

D section titles / quick-links

Backstage Gallery Elements

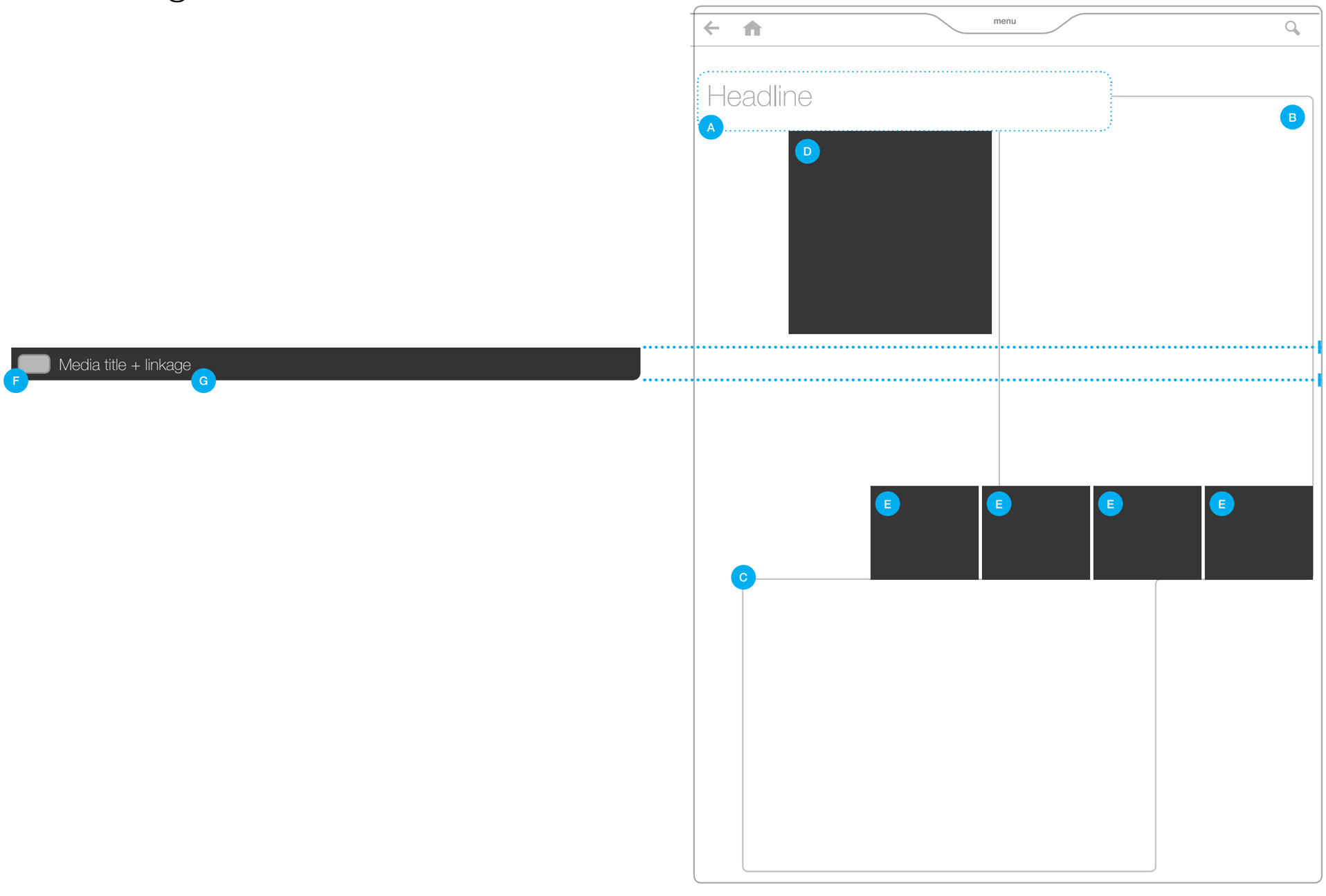




Backstage Gallery Elements

- A primary content area
- B article/gallery content
- C backstage menu button
- D section titles / quick-links
- E template: primary conent with images, headlines, and details
- F template: primary content with images, and titles requiring two lines
- G template: content articles with no images, headlines, and details
- H template: conent with images, headlines, and details
- I template: conent with images, and titles requiring two lines
- J template: conent with no images, headlines, and details
- K template: primary video conent, with headlines, and details
- L template: video conent, with headlines, and details

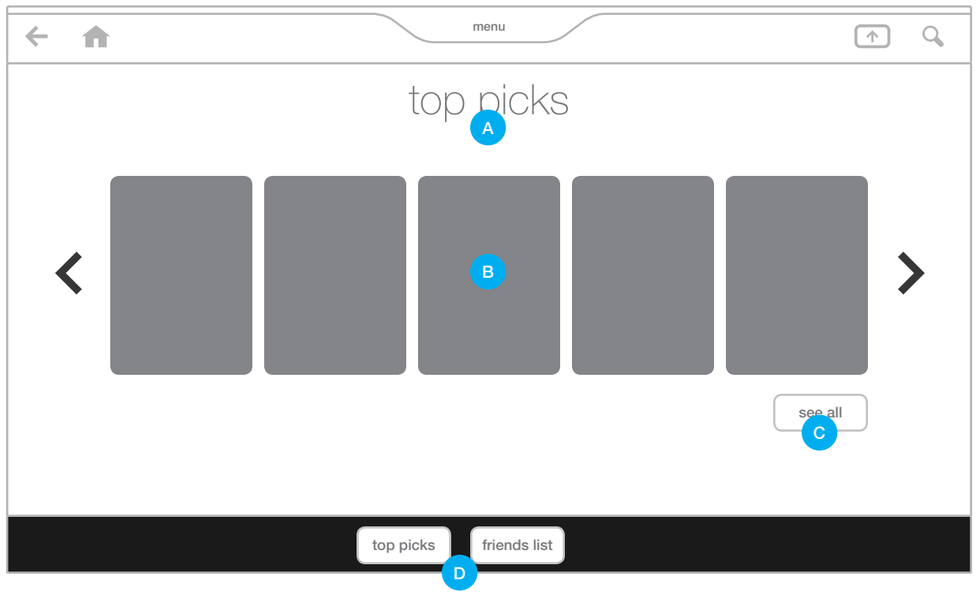
Backstage Editorial



Backstage Editorial

- A article title
- B body content container
- C body content container cont.
- D article main image
- E article supplementary images
- F backstage menu button
- G section titles / quick-links

Social: Top Picks



Social: Top Picks

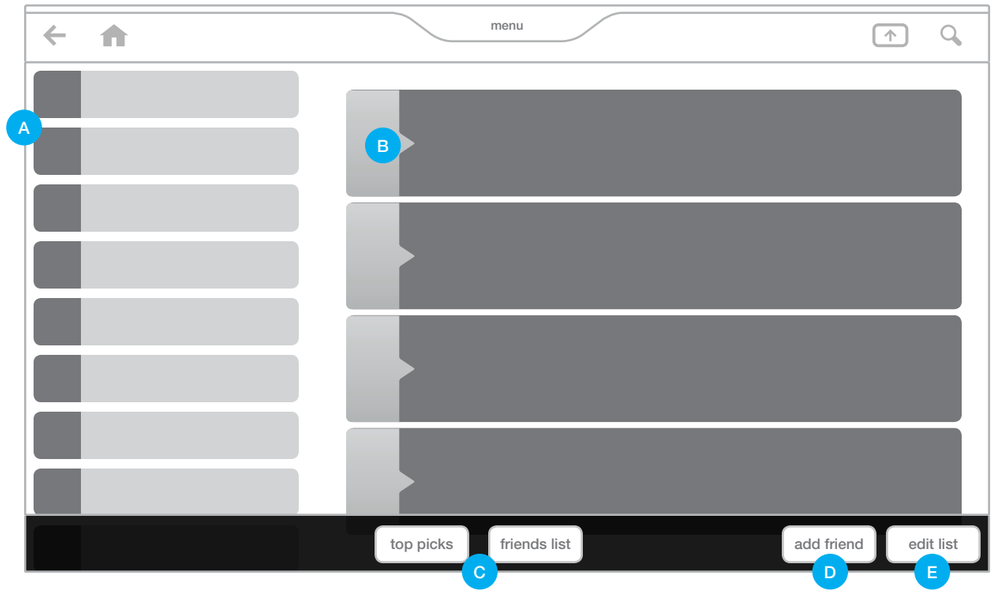
A selection title

B top five media

C see all

D section menu

Social: Friends List



Social: Friends List

A friends list

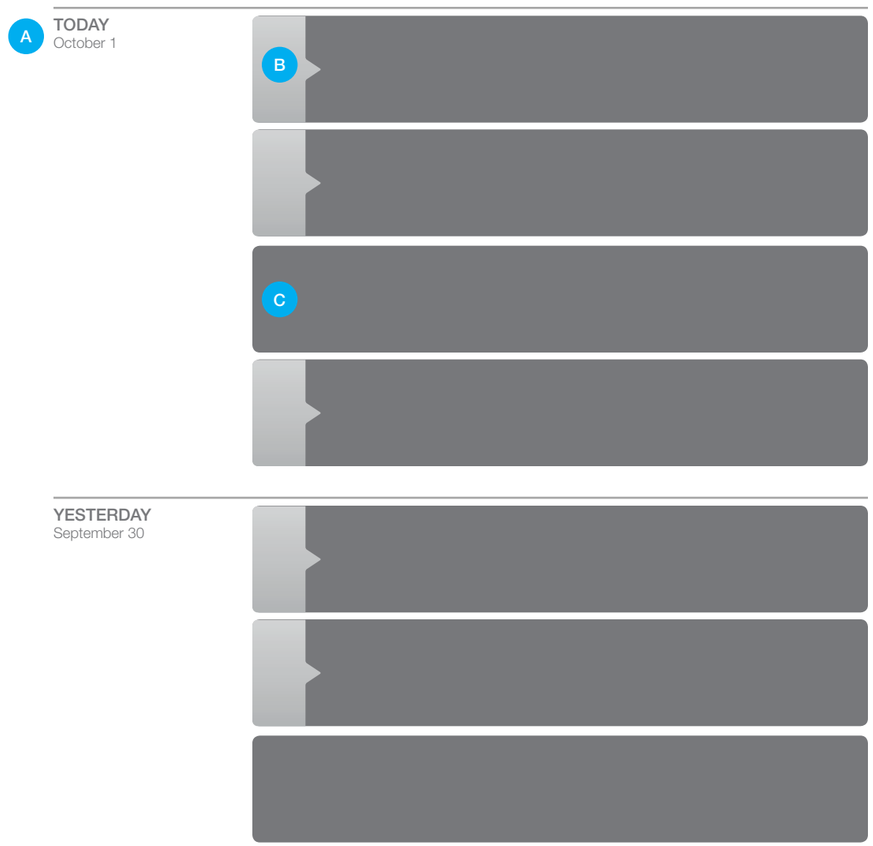
B friend messages

C section menu

D add friend

E edit

Message Queue



Message Queue

A date (day) received

B friend message

C system message

Elements + Behaviors

Home Cards

What are Cards?

Cards are containers for the various system-generated recommendations or user-selected favorites that provide immediate access to media within the Spectrum experience. Cards are designed to provide simple organization of this content as well as to be easily managed to fit the user's needs.

Cards are not for displaying ambient information.
Cards are not advertisements.
Cards are not a giant link to a specific app.

GOALS

Keep content surfaced from within various applications organized and easily managed.

APPLIED PRINCIPLE: CONTEXTUAL SIMPLICITY

Present the user with a carefully cultivated selection of media or application choices to keep the Home screen rich and relevant.

APPLIED PRINCIPLE: PROACTIVE INTELLIGENCE

Design cards to be simple to browse, extensible and visually rich.

APPLIED PRINCIPLE: CONTEXTUAL SIMPLICITY

Card Types

User vs. System Content

The Home screen consists of two main card types, Basic Cards and Specialized Cards. Both types exist to provide content choices that the user can act upon immediately, differing only in where those choices come from and how they're best presented.

GOAL

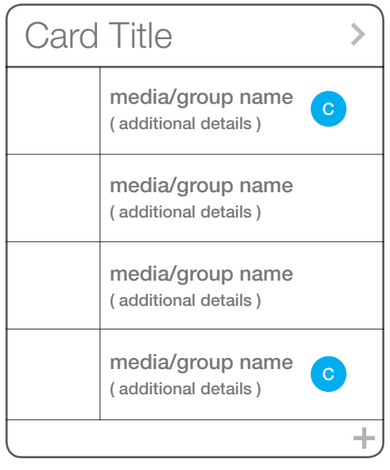
Provide a balance between user-surfaced content and media recommendations based on the user's profile.

APPLIED PRINCIPLE: PROACTIVE INTELLIGENCE

Card Types

BASIC CARDS

Most cards on the HOME screen are Basic Cards, containing links to media or applications (depending on the card) that provide immediate access to those items. These cards can be populated by the user, the system or both. User selections always receive highest priority . Basic cards should be easily extensible, provide simple interaction and be predominantly rich and visual.



SPECIALIZED CARDS

Specialized cards provide a specific service to the user, surfacing content recommendations or information on the current media. They have layouts that are specific to their task requirements.

Default Card Lineup

A Useful Starter Kit

The default card lineup should consist of cards that give the user a good introduction to the core Spectrum experience while still leaving space for them to start customizing that experience to best fit their needs.

The maximum number of cards the user can have on the Home screen should be **the number of cards in this default set plus one empty spot** the user can fill as they see fit.

GOAL

Provide the user with tools at launch that enable the best initial experience and encourage customization.

APPLIED PRINCIPLE: PROACTIVE INTELLIGENCE

NOW PLAYING (info)

Now Playing is the only Home screen item that is not a card. As such it cannot be removed or reordered by the user and exists at the front of the Home screen lineup. Now Playing provides the title and synopsis of whatever media is currently playing on the TV. It also provides access to additional info and in-depth experiences the media has to offer.

MY CHANNEL (specialized)

My Channel is a specialized card that leverages user profile data to provide a playlist that will fit their habits and interests. This playlist will be predominantly live TV but can be supplemented with content from other sources such as internet content or the user's library content.

LIVE GUIDE (basic)

The Live Guide card provides access to the Live Guide directly while surfacing the user's favorite channels.

MY LIBRARY (basic)

The My Library card provides access to the user's library section directly while surfacing the user's favorite selections from that section. Anything from within My Library can be surfaced on this card.

NEW RECORDINGS (basic)

The New Recordings card provides direct access to the Manage Recordings section while surfacing media that has been recently recorded (with newest items at the top of the list).

FRIENDS (basic)

The Friends card provides direct access to the Friends section directly while surfacing the most recent messages or recommendations from the user's friends.

RECOMMENDATIONS (basic)

The Recommendations card provides access to the Recommendations section and is automatically populate with the eight most recent friend or system recommendations.

EDITORIAL (basic)

The Editorial card provides access to the Store section (once it becomes available) while surfacing top picks and special offers from the user's service provider.

Editing Card Lineup

Guided Freedom

The most important element of the Home screen is that it brings quick access to content and applications to the user with a minimum amount of on-screen travel. In order to achieve this goal and still allow users to customize their card lineup, the number of cards allowed on the Home screen must be limited. Like favorites, the value cards represent is tied to the user not being able to put ALL of them on the same level.

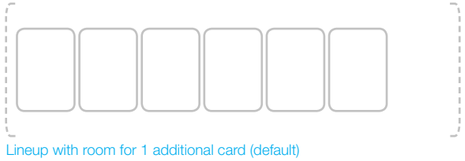
GOAL

Allow the user to customize their Home screen experience without breaking it.

APPLIED PRINCIPLE: ROBUST CUSTOMIZATION

Card Limits

Adding and removing cards should be a simple drag and drop behavior, with the card limit being commuicated to the user by how many cards actually fit on the screen (in this case seven). To this effect, the entire lineup of current Home screen cards should be shown without scrolling, enabling the user to see from one end of the lineup to the other for easier selection and reordering.

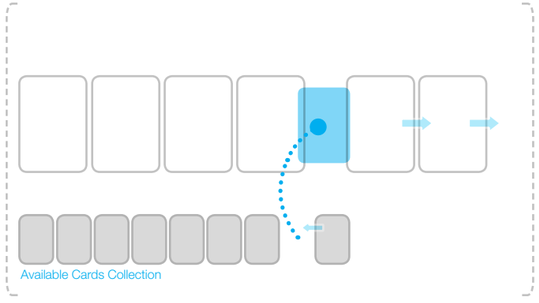


Lineup with room for 1 additional card (default)

Lineup with room for no additional cards (full)

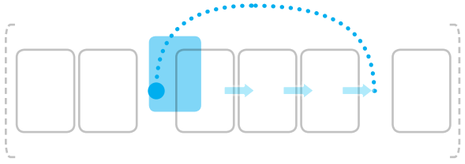
Adding + Removing

Adding a card is accomplished by dragging a card from the available collection below to an open spot on the lineup (space must be available before a card can be dragged). Removing is accomplished by the reverse, dragging a current Home screen card off the lineup and releasing it. Cards dragged off the Home screen lineup will appear in the available card collection below.



Reordering

Reordering cards should also be tangible, requiring only simple drag and drop interaction from the user to accomplish. The card lineup should shift to make space for a new item depending on where the user is dragging the card of choice.



My Channel

Curated Relevance

My Channel is a Spectrum-curated lineup of media that reflects the user's interests and viewing habits through a consistently relevant stream of content. My Channel represents one of the purest expressions of Spectrum's value to the user by providing the best possible answer to the eternal question "what do I want to watch right now?"

My Channel is not a simple extrapolation of what channels the user views the most.

My Channel is not restricted to live TV content if a better media fit for the user is available elsewhere.

GOALS

Leverage everything Spectrum knows about the user to provide them with constant stream of relevant media.

APPLIED PRINCIPLE: PROACTIVE INTELLIGENCE

Keep interaction with My Channel effortless and consistent with how other channels work.

APPLIED PRINCIPLE: EXISTING EXPECTATIONS

Relevant Content

My Channel should foster discovery on the user's behalf by knowing what shows are the best fit for the user at any given time and structuring the lineup accordingly. It should be smart enough to know how user's interests coincide with viewing habits and—more importantly—when those interests should supercede such habits.

My Channel should also be somewhat aware of what is going on around it, the My Channel card helping reduce redundant information by showing what's coming up next if the user is already tuned to the current My Channel suggestion (which would then be reflected in the "Now Playing" information space).

Consistent Behavior

If the user decides to play their My Channel it should act in a manner consistent with selecting any other live TV channel, keeping the user within its content stream until the user takes direct action by changing the channel or otherwise selecting something different to watch.

On-screen communication about "What's Next" on My Channel or similar transitions between each item in the My Channel lineup would help maintain clear communication between the system and the user.

Effortless Interaction

Keep it simple -- Adding complexity to My Channel under the guise of increased functionality is likely to discourage its use.

Favorites

What are Favorites?

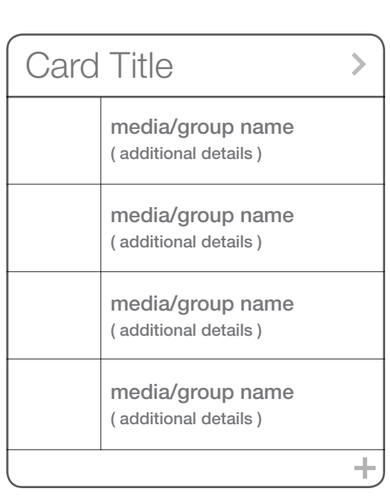
Favorites are immediately actionable links to apps, collections or individual media items that have been selected by the user (or automatically based on the user's profile) to be featured on a card on the Home screen.

Favorites are not time-sensitive
Favorites are not recommendations

GOAL

Surface relevant content from within the Spectrum universe so the user can easily find and act upon it.

APPLIED PRINCIPLE: PROACTIVE INTELLIGENCE



Manual vs. Auto Population

Filling The Blanks

When beginning a new Spectrum user profile, auto-populating favorites is essential to avoid creating a first impression based on empty cards. Auto-population of these cards should take place based on what is known aout the user after their initial setup, presenting them with a selection of media on their Home screen that continually evolves as the system learns more about them.

Once the user starts to take ownership of their own experience, the auto-set favorites should take a backseat to the user's own selected favorites, moving to the bottom of the list. A pre-set number **(2)** of auto-set favorites should remain in the favorites list, appended to however many user-defined favorites currently exist for a given card **(maximum of 6)**.

GOALS

Eliminate the first-run "ghost town" effect by automatically populating favorites with rich, relevant media choices.

APPLIED PRINCIPLE: PROACTIVE INTELLIGENCE

Emphasize that the intelligence behind the scenes is working on the user's behalf.

APPLIED PRINCIPLE: PROACTIVE INTELLIGENCE

Manual Favorites

Favorites that are manually set by the user take priority over Auto-Set Favorites. These favorites are key tools for the user to personalize their Spectrum experience and should not be overwritten or changed without the user's direct action (removing or adding them from the favorites list).

Auto-Set Favorites

Auto-Set Favorites are determined by the system based on the current user profile, representing the system's best guess at what items (apps or media) would be the most relevant to the user. These change periodically as the system learns more about the user and can present them with better choices.

UPDATE NEEDED

Pending post-CES sync with Spectrum team

Manual vs. Auto Population

(continued)

Keep The User In Control

As the user starts to add their own media selections as favorites, the idea that those choices are of higher importance (and thereby safe from system meddling) should be reinforced as much as possible by clearly distinguishing between those that are auto set and those that the user selected.

GOAL

Maintain the user's confidence that they are in control of their own experience at all times.

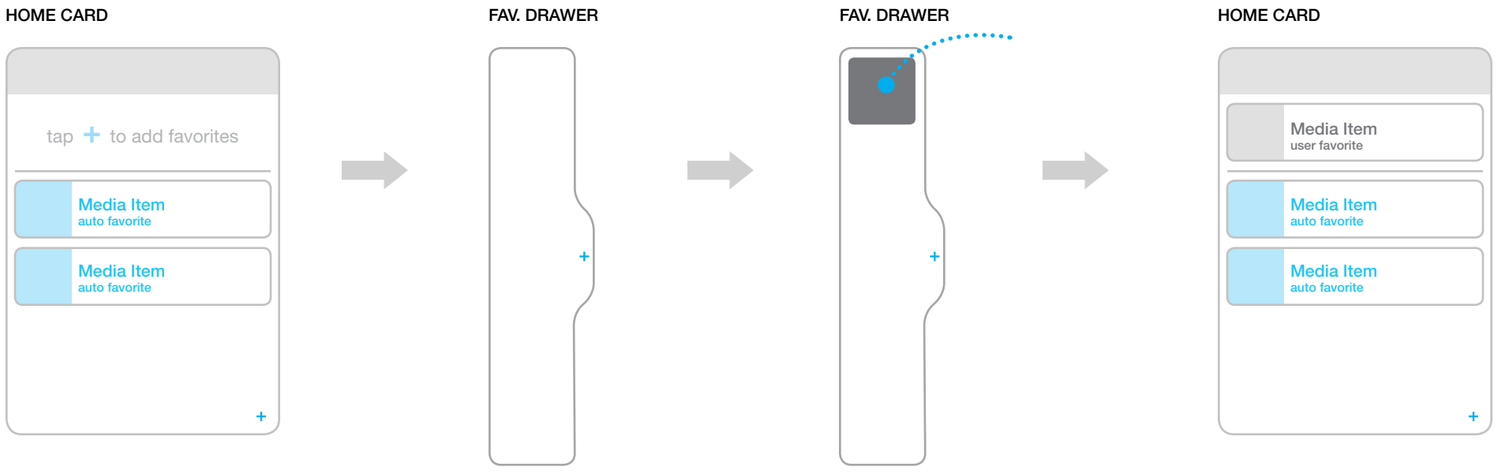
APPLIED PRINCIPLE: PROACTIVE INTELLIGENCE

Auto vs. User

Initially the Home cards will be 100% auto-set favorites. These cards will appear with the preset number of auto-set favorites and a prompt or tip to help inform the user on what they are. Should the user decide to begin adding their own favorites (either from the card itself or on the fly within that card's respective section) the favorites drawer will be shown as empty and waiting for user input.

As the user adds their own selections to the favorites drawer, those selections should be its only contents. They can add or remove their own selected favorites as needed.

Upon returning to the Home screen the user should see their selected favorites appear at the top of the list with auto-set favorites immediately following at the bottom of the list.



UPDATE NEEDED

Pending post-CES sync with Spectrum team

Manual Population

Simple, Tangible Results

In order to keep the manual management of favorites as simple as possible, adding and removing favorites should be consistent across all areas where this is possible.

GOAL

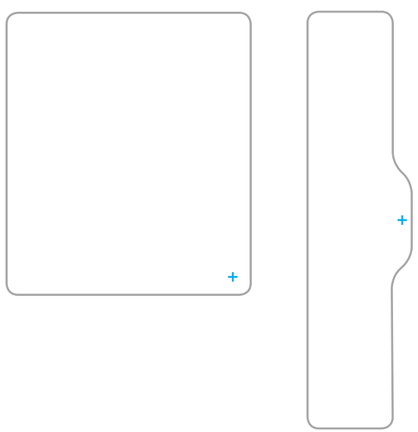
Create a visual/cognitive connection between the Home screen contents and the favorite drawers where they're set.

APPLIED PRINCIPLE: CLEAR COMMUNICATION

Access

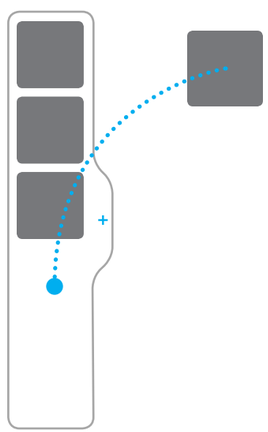
Accessing the favorites drawer should be possible from a Home card or from within the section that card represents. Iconography and visual cues should be consistent in both places to help foster the understanding that these two disparate elements are the same place.

If the user decides to edit their favorites from the HOME card, they are taken to whatever the default screen is for that section with the favorites drawer open.



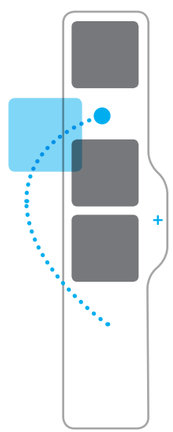
Adding + Removing

Adding or removing favorites from the favorites list should be a simple, tangible process that is intuitive and immediate. The user should be able to either drag the item in question from the media list into the favorites drawer or (if removing) drag it out of the favorites list and release it to make room for new favorites within the list.



Reordering

Reordering favorites should also be tangible, requiring only simple drag and drop interaction from the user to accomplish. The favorites list should exhibit motion design indicating "helpful intelligence", shifting to make space for a new item.



Favorites Drawer

Favorites Drawer

A slide-out panel within an app or section that allows the user to drag media content of their choice directly into their favorites list for that section.

GOAL

Provide a simple physical metaphor for adding and saving favorites that requires a minimum of UI dialogue such as OK or CANCEL.

APPLIED PRINCIPLE: ORGANIC INTERACTIVITY

Opening + Closing

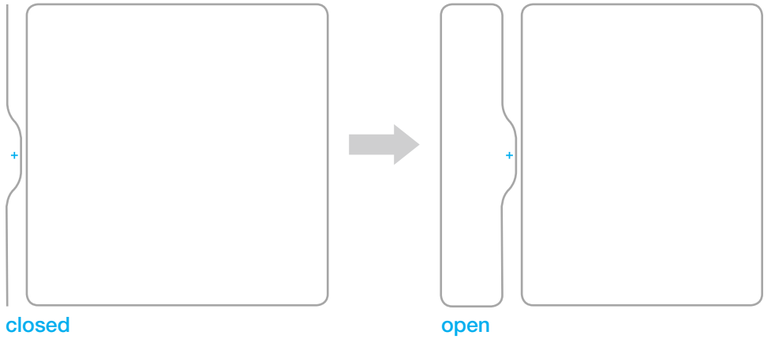
When the favorites drawer opens or closes, the content immediately to the right of it should condense, resize or shift to accomodate it. The idea is that opening the drawer shouldn't obstruct the user's ability to access the content they would potentially drag to the favorites drawer to save.
(More about this on the following page)

Simple Drag + Drop

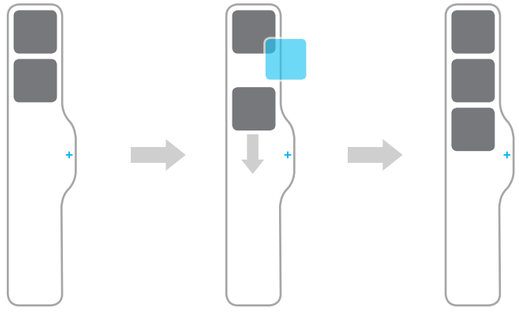
Adding to or removing items from the drawer should not require any user behavior more complex than a simple drag and drop action. To support this, **contents should not have to scroll or require secondary action** for the user to find an item or reveal a specific space for dropping an item (as in reordering).

List Behavior

Drawer contents should exhibit a tendency to "make a space" for user content that is being added or reordered. Guidance for how many favorites can be added should be indicated by the drawer size itself, not any graphic landing zones or compartments. The items in the list should be free to shift about as needed to continually communicate anticipatory helpfulness to the user as they go about personalizing their favorites selection.



closed open



Favorites Drawer

(continued)

Making Space

Given the limited screen real estate available it is important to optimize the screen for whatever the current focus or task is. Most of the time this is browsing a collection, and the grid of media (or shows in the case of the Live Guide) should be presented in the best possible manner. For saving favorites to the drawer, the perfect presentation of this media is less important as enabling the user to drag previously identified items to the favorites drawer.

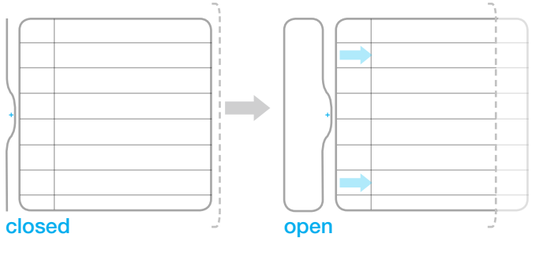
GOAL

Accommodate the favorites drawer in a manner that doesn't obstruct or add complexity to the functionality it enables.

APPLIED PRINCIPLE: CONTEXTUAL SIMPLICITY

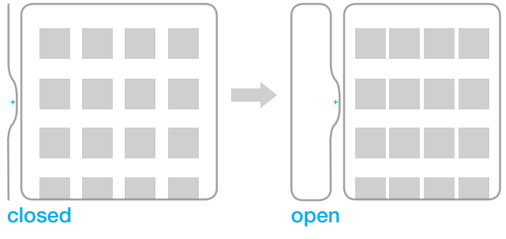
Live Guide

When the favorites drawer opens or closes, the time grid of the Live Guide should shift as a single unit to the right to make space for it. Since the user is saving channels (and not shows) the loss of column space is irrelevant.



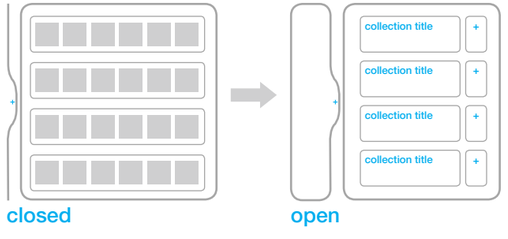
Media Grid

When the favorites drawer opens or closes, the media grid to the right of the drawer should condense to make space for it. To ensure the user doesn't "lose" the media item they were hoping to add to the drawer it is important that items in the media grid should not change their positions relative each other as the grid condenses.



Collections

When the favorite drawer opens while in the collections view of My Library the collections should simplify to become single items. The purpose of this is to ensure that the user has the simplest item to drag to their favorites drawer and also to keep them from trying to drag media FROM their collection to the drawer (which they can do, but shouldn't be doing so from the "shelf" view).



My Library

What is My Library?

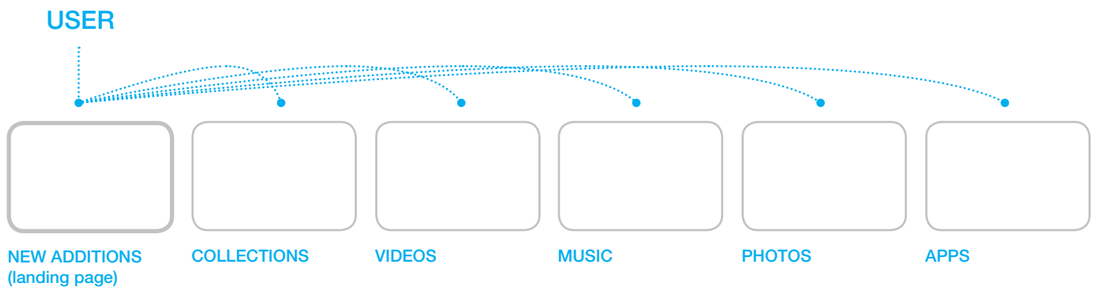
My Library is where everything the user "owns" is kept. This includes applications, VOD, recorded media, network content and any user-created collections of the above. My Library is purely the "my stuff" location for the user.

My Library is organized simply by media type, maintaining simple logic the user can always count on: "If it's an X item, it should be in the X section."

GOAL

Collect the user's content in one neatly organized location sorted by type.

APPLIED PRINCIPLE: CLEAR COMMUNICATION



My Library Sections

NEW ADDITIONS (default landing screen)
New, untouched media in My Library. This includes Recorded TV, purchased media of any type and potentially Rentals (depending on how those are handled).

COLLECTIONS
User-defined collections of any media type (or mixed).

VIDEOS
Movies, TV shows and clips that the user has either purchased (TV shows and movies), recorded from live TV, created (clips) or has stored on their local network.

MUSIC
Music that the user has loaded on this device, purchased or that are available on their local network.

PHOTOS
Photos the user has loaded onto this device or has stored on their local network.

APPS
The user's collection of applications that were purchased, downloaded or preloaded onto the device.

Navigation

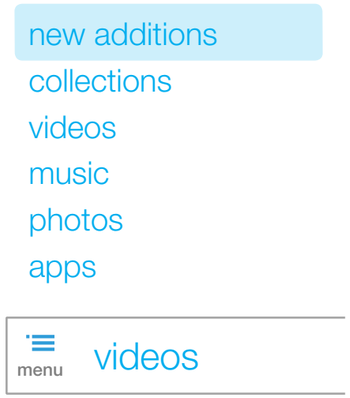
Keep It Simple

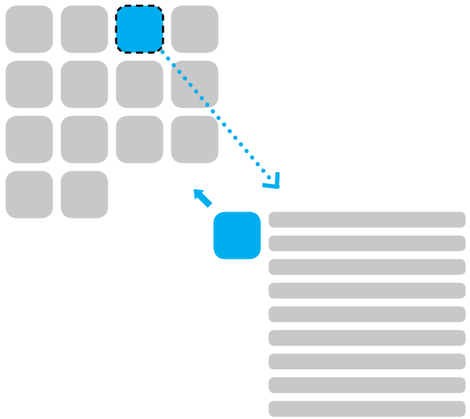
The overall navigation scheme for My Library consists of a limited selection of meda groups organized by type rather than a large collection that the user filters down to manageable size. This means that the user needs to be able to move from section to section in a quick and easy manner.

GOAL

Put the entire library at the users' fingertips in a manner that doesn't steal real estate from the content at their destination.

APPLIED PRINCIPLE: CONTEXTUAL SIMPLICITY





Immediate Access

The overall navigation scheme for My Library needs to provide immediate access to any section without having an omnipresent menu that eats up valuable screen space. This can be accomplished via a dropdown menu or something with a similarly small screen footprint. However it is implemented the navigation should retreat from focus once the user has finished their navigation task so it doesn't obstruct or impair the browsing experience.

Media Groups

For any media group (music albums, photo albums, TV series or collections) that contains multiple individual media items there should be a simple "in and out" navigation scheme. Within one click the user should be able to reach a screen where the contents of the group are presented in whatever manner best suits the media (whether that is a list or a grid). Once at this screen the user should have a clear interaction available to allow them to jump back out of the group to the main collection.

Filtering

To help deal with potentially massive amounts of video content, the user is able to selectively filter their Videos collection to show any combination of VOD, Recorded and Network content.

Filters are not sticky, meaning if the user leaves My Library and returns they'll see all contents of their Video section. This is to avoid the user forgetting that they've filtered their view and wondering why less media is showing.

User-Defined Collections

What are Collections?

Collections are user-defined media groups that can accomodate any and all media types from within the user's Library. Collections exist to primarily allow the user an element of personal organization within their media collection, and rely on default media behavior for any playback functionality.

Collections are not synonymous with playlists.
Collections do not have inherent playback capabilities.

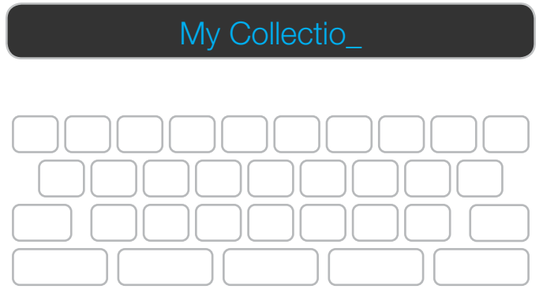
GOAL

Provide the user with a tool for personalized organization that can be leveraged however they like based on expected media behaviors.

APPLIED PRINCIPLE: ORGANIC INTERACTIVITY

Creating

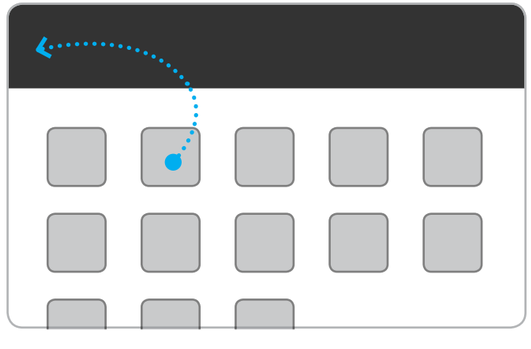
Users should be able to approach creating a collection in two ways. They can go the the Collections section of My Library and select "Create New Collection" or they can choose to add an existing piece of media to a collection and choose "Create New Collection" as part of that process. In either case they should then be prompted to enter a new name for their collection.



Adding Media

Assuming they decided to create a collection from the Collections section fresh and devoid of media, the next step would be to add media into the collection. This should be done as simply as possible via drag and drop. This requires that the user be able to easily navigate their Library as well as have a receptacle to drag media additions to. As the user drags and drops new content into their collection that content should automatically be appended to the end of the list. Should the user want to arrange their content in a specific order they can drag the item in question to its preferred position in the list. **Adding grouped files (such as music or photo albums) should maintain their grouping and allow the user to treat them as single items.**

Should the user need to drag new content to a location that has since scrolled off-screen, there should always be clear and intuitive controls available for the user to scroll the desired spot back into view prior to dragging.



ADDING MEDIA (drag onto collection)

User-Defined Collections

(continued)

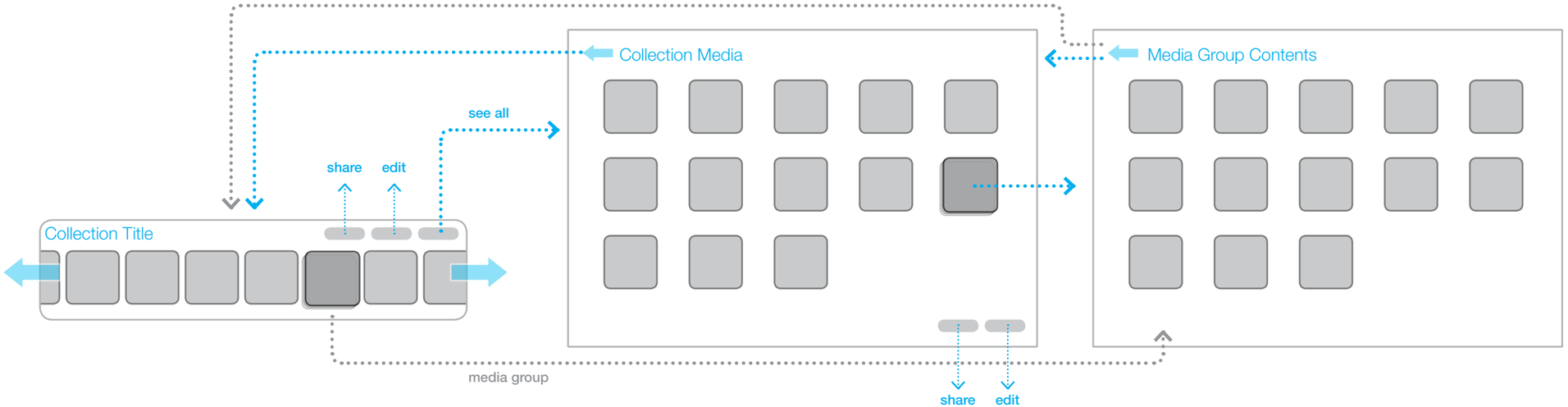
Browsing Collections

Once created, it is important that collections have easy and intuitive ways for the user to continue to keep them fresh and relevant. Adding content, removing it and even changing its position within the overall list should all be fast, effortless tasks.

GOAL

Make browsing and finding content within a collection consistent with comparable experiences elsewhere in the UI.

APPLIED PRINCIPLE: CLEAR COMMUNICATION



Quick Browsing

Collections can be browsed quickly either by swiping left or right along the "shelf" presentation. Media items in view are immediately actionable via tapping.

See All Media

For easier browsing of the whole collection (or grouped media within the collection) the user should be able to "see all" and display their entire collection in the familiar grid layout prevalent throughout the UI.

Grouped files within the collection would be browseable in a manner consistent with grouped files elsewhere, the user tapping the collection to expose the files within, and continuing that behavior should the group itself contain grouped media.

User-Defined Collections

(continued)

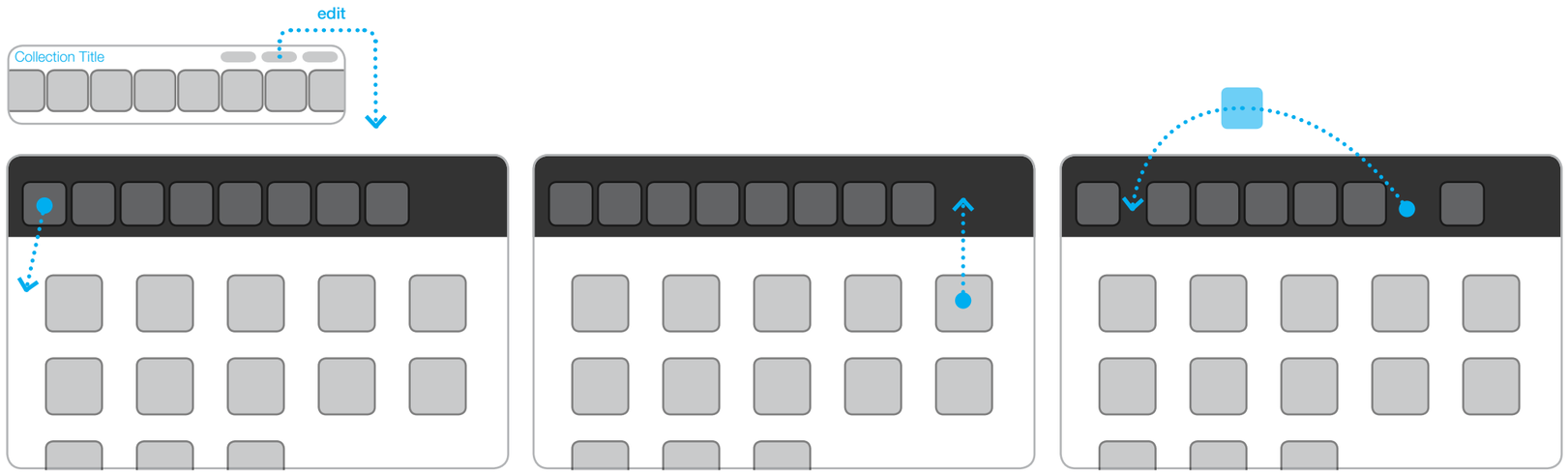
Editing + Reordering

Once created, it is important that collections have easy and intuitive ways for the user to continue to keep them fresh and relevant. Adding content, removing it and even changing its position within the overall list should all be fast, effortless tasks.

GOAL

Enable the user to edit and reorder their collection the same way they created it.

APPLIED PRINCIPLE: ORGANIC INTERACTIVITY



REMOVING MEDIA (drag off collection)

ADDING MEDIA (drag onto collection)

REORDERING MEDIA (drag to new position)

Editing + Reordering

The method for editing or reordering the contents of a collection should be consistent with how the collection was created in the first place. To edit, the user taps the edit button on the collection (in "shelf" or grid view).

Once in the "edit" layout adding, removing or reordering items within the collection can be accomplished by dragging items to, from or within the list. (see above)

Editing the contents of a collection only takes place in this edit mode.

User-Defined Collections

(continued)

Grouped Media

When adding, removing or reordering grouped files within a collection it is important to treat them as individual items rather than groups. Grouped media items represent a link to that group, not an editable assortment of individual media.

GOAL

Keep it simple! Don't allow the user to organize themselves into a corner by allowing complex collection behavior.

APPLIED PRINCIPLE: ROBUST CUSTOMIZATION

Allow grouped media items in a collection to automatically update to reflect new items that have been added to the group.

APPLIED PRINCIPLE: PROACTIVE INTELLIGENCE

Editing Group Media

The user should be able to add a group (album or TV season), remove the group, or even reorder the group as a whole within the collection by dragging that group to the list, from the list or to a new location within the list.

Updated Content

Along that same line of thought, the contents of a media group should always be reflected when the user browses to that group via their collection. For example, if the user were to put a TV season group in a collection that was gaining a new episode each week, the user should not have to manually add each new episode as it is recorded. The link to the TV season group would be sufficient to allow access to their automatically updating collection.

Maintaining Simplicity

Complex management behavior such as removing items from a group, moving items from inside a group to outside that group or reordering items within a group should not be permitted. They represent an amount of effort that goes beyond the simple, effortless organization that collections are designed to provide.

User-Defined Collections

(continued)

Mixed Media Collections

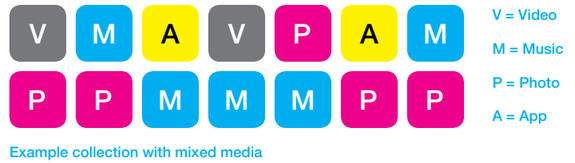
Collections do not have any inherent playback capabilities of their own, relying instead on the default behavior of the media within them to manage expectations for playback. This allows the user use the collection however they see fit.

In collections with mixed media, playback behavior is determined on a case-by-case basis dependent on which media type the user begins with. Collections are not playlists. They do not enable continuous playback of mixed media, but the user can enjoy continuous playback of similar media as it is arranged within the collection. There should be a clear difference between selecting items from the collection (via touch) and controlling media playback (via play controls).

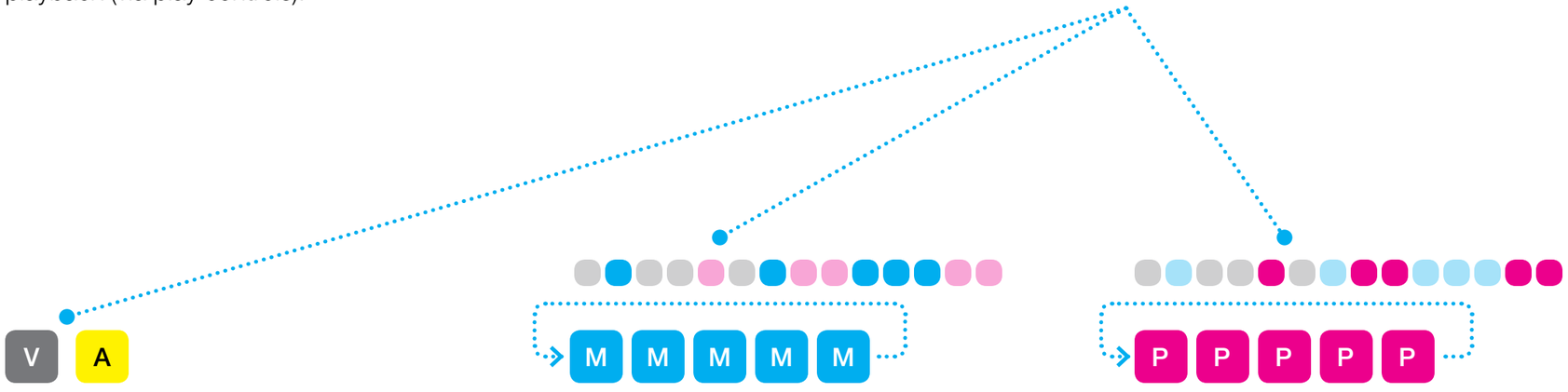
GOAL

Let the user use collections as they see fit.

APPLIED PRINCIPLE: ORGANIC INTERACTIVITY + ROBUST CUSTOMIZATION



Example collection with mixed media



VIDEOS or APPS

Video (movies, TV shows and clips) and Apps do not automatically advance to the next available media item if launched from within a collection.

MUSIC

When multiple music tracks are present within a collection they will be treated as a music playlist during playback, each track advancing to the next automatically unless otherwise specified by the user.

PHOTOS

When multiple photos are present within a collection they can be played as a slideshow if the user presses PLAY, each photo advancing to the next automatically unless otherwise stopped by the user.

Photos + Slideshows

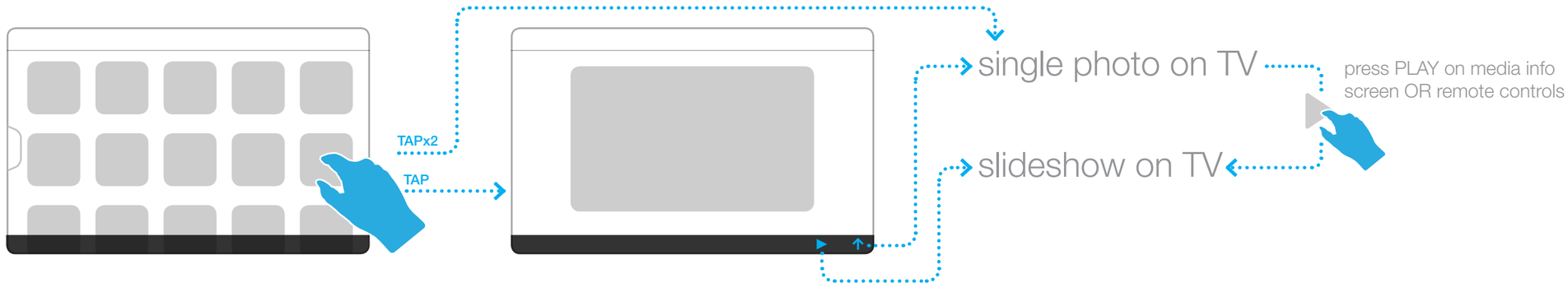
Simple Photo Playback

The difference between viewing a photo and viewing a slideshow is pressing play. Slideshows should literally be as straightforward as this, with an additional behavior (such as adding music) striving to be just as simple.

GOAL

Keep slideshows simple and straightforward.

APPLIED PRINCIPLE: CONTEXTUAL SIMPLICITY



Single Photos vs. Slideshows

Tapping a single photo should immediately put that photo on the big screen with no playback behavior. Should the user want to start a slideshow they can always press play from the remote controls (assuming more than one photo is available in the immediate folder/album). Should the user want to start a slideshow directly they can use the "play slideshow" option that appears within the contextual controls for any photo folder or album.

Adding Music

As part of the slideshow controls the user should be able to add or change music to be played along with their photos. This should be a simple function of the user tapping the "add music" button and being taken to their music collection where they can select a track or album to begin playback.

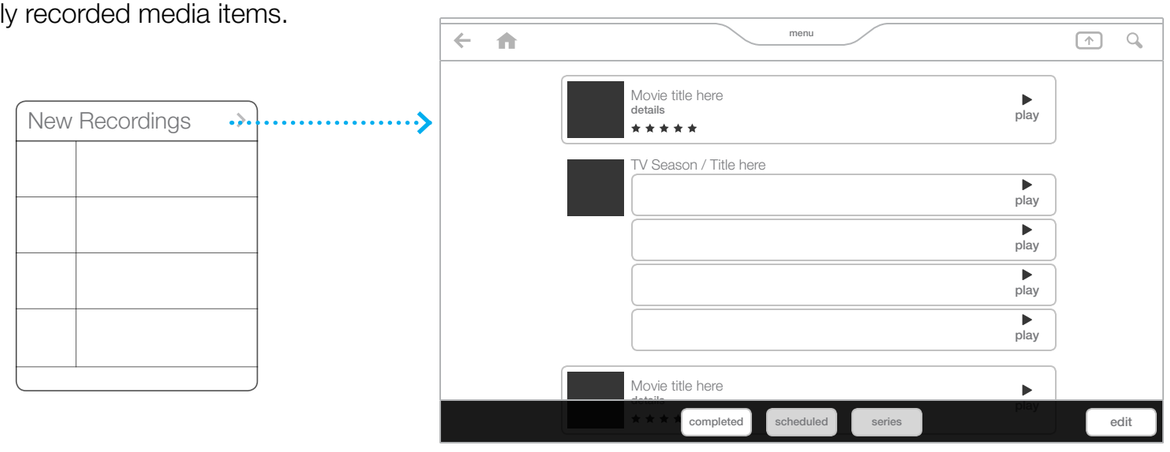
If the slideshow in question is part of a collection with music in it the user should be asked if they'd like to play that music first before being taken to their Library.

Recorded TV

Manage Recordings

The Manage Recordings section exists to provide the user with simple, clear tools to browse and edit their completed recordings, scheduled recordings, series recordings and items that are waiting on EPG data to be recorded (auto recordings).

This section is reached via the "New Recordings" card, which automatically displays the most recently recorded media items.



GOALS

Provide a clear entry point and appropriate tools for the user to manage their current and future recorded media.

APPLIED PRINCIPLE: CLEAR COMMUNICATION

Completed Recordings

Completed recordings are displayed in both the My Library and Manage Recordings sections, but only in Manage Recordings will the user be able to remove recordings.

Scheduled Recordings

Scheduled recordings appear in order by their scheduled record date and time, with the user able to remove any items they decide not to record from the list.

Series Recordings

Series recordings are rules the user has set up to automatically record items in a series as they appear on the EPG. Series recordings are listed by series and in addition to being removable as a whole, provide the user with options to make sure the things being recorded are what the user wants and not just a mass of related content.

Auto Recordings

When an item is not available within the 14-day limit of the EPG the user is allowed to flag it as "auto-record". These media items go into a list similar to the Completed Recordings list and stay there until they become available in the upcoming EPG data. At this point they're moved from Auto Recordings into the Scheduled Recordings lineup. to indicate they'll be added to the user's collection of recorded video in the near future.

Managing Recordings

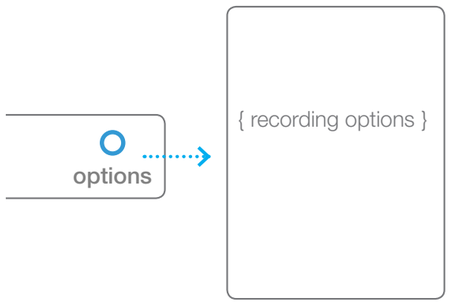
Changing Options + Removing

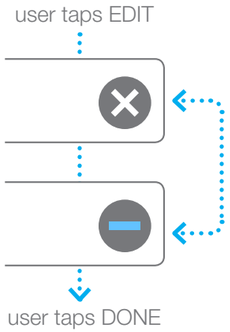
As the main content that will occupy harddrive space, the Manage Recordings section exists to make sure the user is recording the right things and to give them the tools to manage that growing collection by removing old or unwanted media.

GOALS

Enable the user to quickly act on simple tasks such as deleting media and adjusting assorted recording options.

APPLIED PRINCIPLE: ORGANIC INTERACTIVITY





Adjusting Options

Scheduled, Series and Auto Recordings all have a set of recording options (start/stop time, keep limit, etc) that should be editable up until the item is actually recorded. These are accesibly via an Options button on each media item, which launches the same options popup the user saw when they initially set the recording up in the first place.

Removing Items

Each section of the Manage Recordings section can be toggled into "edit" mode, dedicated entirely to removing old or unwanted items.

When removing items from the list the user needs to be both protected from accidental deletion while simultaneously able to delete muiltiple items without an "are you sure" dialogue appearing each time. To accomplish this the user can mark or unmark items for removal when in edit mode, but those items are only truly deleted once the user taps "done" to exit edit mode.

In-Progress Recordings

When a piece of media starts recording it appears in both the Completed Recordings section and the Scheduled Recordings section until it has finished being recorded. Once completed, the recording lives only in Completed Recordings. Currently recording items are indicated by a progress bar that shows their relative state of completion.

While being recorded the item can still have its options adjusted (except for start time) or deleted/cancelled like everything else. Deleting a media item while recording removes it entirely.

Live Guide

Making a Better Guide

The traditional Live Guide takes the layout users are familiar with and improves it by leveraging touch interaction for quicker navigation, access to extended information and media actions.

GOAL

Give the user a familiar tool that takes advantage of touch to be the best guide they've ever used.

APPLIED PRINCIPLE: ORGANIC INTERACTIVITY

Swipe Navigation

The user should be able to traverse the channel grid by swiping vertically (for channels) and horizontally (for time). This grid should also allow them to see a certain amount of "past" shows, so they can purchase or set up a series recording retroactively.

Single Focus Lists

To make time or channel navigation simpler, the user can tap on the current time to bring up a list of days they can jump directly to. Similarly, they can tap on a channel logo to get a simplified list version of what's coming up on that channel over the next fourteen days.

Quick Actions

On any piece of media the user has the option to immediately play the media (for live content) or record it (future content). Additional options are also available on each media's details page a single tap down.

Traditional vs. New Grid

A Different Channel Landscape

The new grid live guide focuses the channel landscape from a spread of channels vs. time into a simple presentation of "what's on now" vs. "what's on later". Starting with the current 30-minute segment of shows, it strips away extra information so users can enjoy a richer presentation of their choices and even craft that presentation to better fit how they think about media.

GOAL

Improve the live guide to provide a simpler, more flexible channel landscape.

APPLIED PRINCIPLE: ORGANIC INTERACTIVITY

{ graphic about the new grid guide here }

What's On Now

The new grid live guide organizes content to make it easier to see what's playing right now, focusing the user on single 30 minute segments at a time. This allows for a richer presentation of media than the traditional guide can provide.

Sort The Way You Think

Since it only shows a 30-minute slice of time, the new grid guide can allow the user to sort their channels to fit however they personally think about their media. If, for example, the user thinks "Discovery Channel" instead of "Channel 7", they can sort their channels accordingly and find that channel right after "CBS".

Quick Lists + Actions

Like the traditional guide, the new grid guide provides quick lists on any given channel to allow the user to browse the full fourteen day lineup within a single list. The same goes for quickly moving forward in time. Also present are the Play or Record options depending on whether the content is playing live or in the future.

Media

Videos

Videos include Movies, TV Shows, Recorded TV and any OTT content. Videos are single play items that can be purchased or found on the user's network sources.

TV Shows exist as episodes (when part of a series) or stand-alone video items (when not part of a series) that can be purchased or found on the user's network sources. TV shows can be grouped by series season when appropriate meta data is available.

Recorded TV covers any shows or movies that are recorded from live TV. Recorded TV has different qualities from other videos as it is transient and can be deleted both manually and automatically based on user preferences.

If purchased or recorded videos can be found in their own section within the Library.

Music

Music exists as either stand-alone or grouped tracks that can be purchased or found on the user's network sources. These tracks can be grouped by album when appropriate meta data is available. Music exists in its own section within the Library.

Applications

Applications are contained, task-oriented experiences within the Spectrum UI. An app could be a specific media collection, a guide, a game, a tool or even a specific-media experience. The defining characteristic of an app is that it does what it needs to do in the way that provides the best experience without adversely impacting the rest of the UI around it.

Photos

Photos exist as either stand-alone or grouped images that can be found on the user's network sources. These photos can be grouped into albums based on the user's existing folder structure. Photos exist in their own section within the Library.

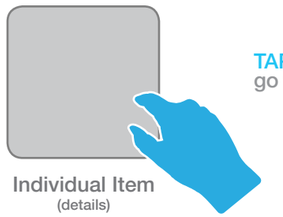
Collections

Collections are user-defined media groups that can contain any combination of different media types, both single and grouped. Collections can be found in their own section within the Library.

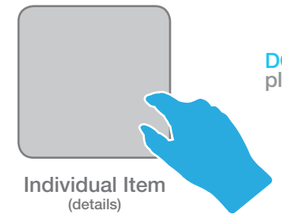
Behavior

Videos

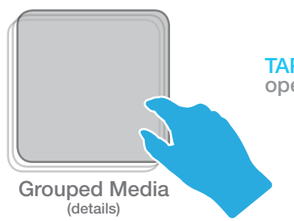
Browsing behavior for movies, tv shows, clips and recorded TV.



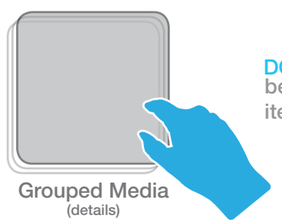
TAP
go to media info page



DOUBLE TAP
play media



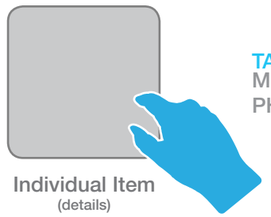
TAP
open media group



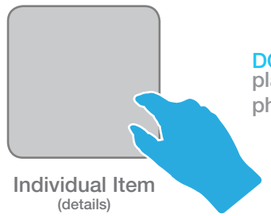
DOUBLE TAP
begin playing first item in media group

Music + Photos

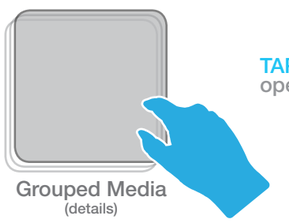
Browsing behavior for music albums, photo albums and individual music tracks/photos.



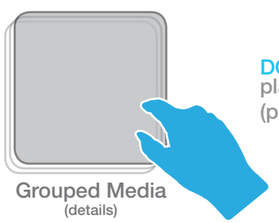
TAP
MUSIC: play music track
PHOTOS: go to info page



DOUBLE TAP
play music track or display photo on TV



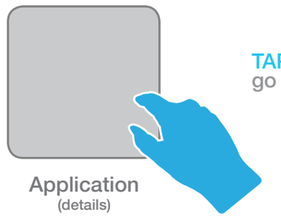
TAP
open media group



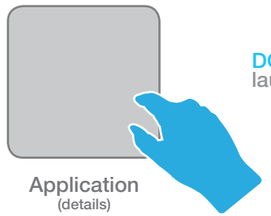
DOUBLE TAP
play all within media group (photos begin slideshow)

Apps

Browsing behavior for applications.



TAP
go to application info page



DOUBLE TAP
launch application

Media Details

What Is This?

The primary goal of the media details page is to quickly and simply summarize what the current media selection is so the user can make an informed decision to take action, learn more or choose something else. Media details pages should contain a predetermined set of information that can inform without overwhelming the user as they browse. This information is laid out on a single scrolling screen and should be consistent with the rest of the UI for easy navigation and action.

GOAL

Provide immediate access to concise information and functionality that enable users to take action on a specific piece of media.

APPLIED PRINCIPLE: CLEAR COMMUNICATION

Provide a tiered approach to media information that let the user learn what each item is while retaining the option to learn more.

APPLIED PRINCIPLE: CONTEXTUAL SIMPLICITY

Information + Action

It should be assumed that the first thing the user wants to do on any given media info page is quickly learn about the media so they can watch, record or purchase it.

Discovery

Beyond the expected recommendations and related media, the user should also be able to backtracking the current media's lineage, providing quick access to (for example):

- other seasons of TV shows
- other movies in a series
- other albums by a known music artist/group

If the user is in a more perusing frame of mind they should be able to explore further via the "Go Backstage" option and media-specific Companion Apps (if available).

Complete The Collection

The media details screen should also be an aid for completing media groups such as TV seasons, identifying episodes in the user's collection that are missing and making the recording or purchasing of those items as simple as possible.

Content

Content

Series Overview

- Meta information (Series Title, Studio, Genre)
- Series Artwork
- All Series Media (seasons, sequels, anything that is part of the "series")
- Related Media
- Series Special Offers, Promos
- Top 5 Recommended Media
- User Input
- Go Backstage / App Access (if applicable)

TV Seasons

- Meta information (title, MPAA or TV rating, Studio, Genre)
- Artwork (poster or album cover)
- Cast/Crew listing (list only)
- Directly related media (sountracks, sequels/prequels, additional seasons, games or other apps)
- Episode List
- User Input
- Next episode air date (if applicable)
- Go Backstage / App Access (if applicable)

(movies, episodes, individual TV shows)

Individual Media

- Meta information (title, release/air date, MPAA or TV rating, system rating, Studio, Genre)
- Artwork (poster or album cover)
- Synopsis
- Cast/Crew listing (list only)
- Access to trailer (if available)
- Access to video recap (if available)
- Directly related media (sountracks, sequels/prequels, additional seasons, games or other apps)
- User Input
- Top 5 Recommended Media
- Go Backstage / App Access

Music Albums

- Meta information (title, Music rating, Studio, Genre)
- Artwork (album cover)
- Artist / Crew (list only)
- Directly related media
- Track List
- User Input
- Go Backstage / App Access (if applicable)

OTT Content

- Meta information (title, genre, author, etc.)
- Artwork (if available)
- Directly related media (if available)
- Meta Information
- User Input
- Related Media
- System Recommendations

Applications

- Meta Information (title, release date, version
- Author's Description
- Artwork
- Directly related media (video/music other apps by this artist, etc.)
- Screenshots
- User Input
- Top 5 Recommended Media

Media Actions

Media Actions

Play

Allow the user to immediately play either an individual piece of media or, in the case of seasons/albums play all available sub items. In the case of a music album that will mean automatic progression from one track to the next. In the case of TV episodes that will mean bringing up the episode list in a manner similar to collections so the user can select the next episode to watch (or skip to it via the remote controls).

Record

Bring up dialogue that tells the user when and where the current media will be playing over the next fourteen days, allowing the user to set all relevant recording options.

Buy or Rent

Bring up all payment-related acquisition options, including renting (if available) and the various venues the user can choose between should they wish to buy the media.

Add To Collection

Allow the user to add a group or individual media item to a collection from the media info screen. Upon tapping this action button the user should be given the option of adding the current group/item to an existing collection (appending it to the end of the list) or creating a new collection altogether. If they choose to create a new collection the name should be auto-populated based on the name of the current group/item, although the user should be able to change this if they wish.

Share

Allow the user to recommend the media to friends from their friends list or post an update regarding the media to facebook/twitter/etc.

"Seen It"

Allow the user to flag the current media (or mulitples if on an album or season) if they've seen to help limit the amount of repeat recordings they capture. If a user watches a recording or purchased item via Spectrum it should automatically be marked as "seen". They can of course choose to re-record it themselves later, this just prevents the system from automatically acquiring it.

"Play" vs. "Get"

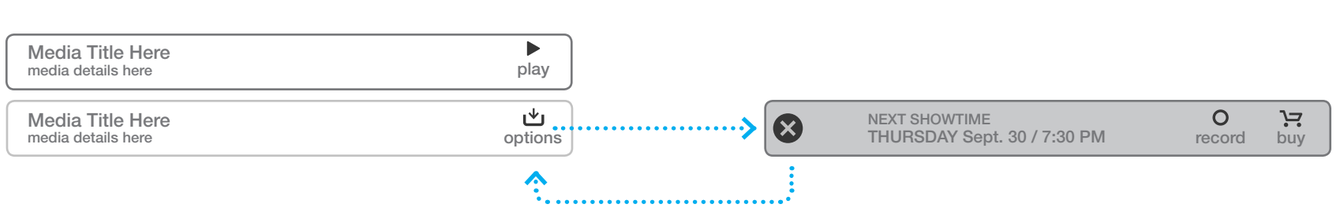
No Dead Ends

To ensure the user has a potential path of action (even in cases where media is understandably unavailable) the list view presentation of media should have as its immediate call to action either a PLAY button or an OPTIONS button. Should a user not be able to immediately play a piece of media they should at the very least be allowed quick access to information on how they could acquire it.

GOAL

Eliminate perceived dead ends by surfacing options on how the user might acquire currently unavailable media.

APPLIED PRINCIPLE: CLEAR COMMUNICATION



Play

Play the item in question (playing from the digital locker or recorded media).

Get

Currently labelled as "options" on the UI, this provides the user with any available options to obtain a missing or non-live piece of media. This includes recording the item in question at the next available occaision, purchasing it or renting it.

No Options

Currently if there's no option available for getting a piece of missing content, the user is not presented with an "options" link on that media.

In the future the system should provide an option to "keep an eye out" for that media so if it becomes available from a free source (most likely recorded from live TV) the user can benefit from the system working on their behalf. A raincheck option like this would also provide additional data regarding the user's interests (the more of which we get, the better).

Interest

Direct User Feedback

Providing the user with the ability to flag content they haven't seen as "interesting" or "don't show this again" gives them the ability to directly influence the recommendation engine to show more (or less) media related to the specific item they're reacting to.

GOAL

Provide a quick and easy way for the user to capture their immediate "flow of consciousness" opinions while browsing.

APPLIED PRINCIPLE: ORGANIC INTERACTIVITY

Interested vs. Rating

Rating (see next page) allows the user to provide more detailed feedback on individual items. In order to rate something, the user must be known to have seen it. Items that have not been seen can be noted as interesting/not interesting. Rating and Interest input are never seen at the same time on an item.

I'm Interested In This

Items that are flagged as "interesting" will be noted as known examples of what the user would like to see more of. These items will be added to a growing list of programs worth suggesting in the My Channel feature and generally used to contribute to our knowledge about the user's media interests.

Don't Show This Again

Items that are flagged as "not interesting" serve to help inform Spectrum on the types of media the user would rather skip. These items will no longer be included in lineups of recommended media or Spectrum-controlled features like My Channel.

Rating vs. Seen It

Informed Opinions

A user rating an item without having seen it provides less than helpful feedback to Spectrum, and may adversely impact their experience down the road. By pairing the user's input on whether they have seen an item with subsequent access to the ability to rate it, Spectrum obtains crucial information from the user while providing payoff in the form of a detailed feedback tool to help inform the system of their tastes.

GOAL

Learn more about what the user has seen while providing them with a way to give detailed feedback on individual items.

APPLIED PRINCIPLE: ORGANIC INTERACTIVITY

Seen It

"I've Seen This" should be a simple toggle on any individua media item (grouped items being informed by the individual elements they're composed of). Marking an item as "seen" should be a simple tap of a button. Once marked, that same interaction point should then become where the user rates that item.

Rating

Rating is presented to the user as a five star system, with the default of "no stars" being considered neutral. Rating should be simple to do, ideally being accomplished via a single swipe from the user.

Backstage

What is Backstage?

Backstage is a content-rich section pertaining to a specific piece of media, allowing the user to learn more about cast, crew, videos, images, and articles. These sections foster discovery of new content through filmographies and related material.

Backstage content is organized by media type or role. Each experience should act as a kiosk of information for that specific piece of media.

GOAL

Create a visual collection of seemingly curated, relevant, and content-rich information relating to movies/shows that interest the user.

APPLIED PRINCIPLE: PURE ENTERTAINMENT + PROACTIVE INTELLIGENCE

Media Rich

Backstage content pages can either be skinned as generic sytem branded pages, or utilize customized artwork from content providers to create more unique user experiences.

Backstage pages serve to present content-rich information in the form of galleries (video, images), or article content (actor bios, reviews, articles).

Implied Curation

Backstage experiences leverage content found in Electronic Press Kits, or other similar media galleries, which are then organized and categorized to present a seemingly curated experience for the user.

Each Backstage experience uses a central table of contents, which lead to modular sub-galleries containing aggregated content (video, images, articles, biographies, etc), highlighting specific primary content.

Natural Discovery

Content in Backstage sections should allow for the user to explore and discover other media, related by links or filmographies. This creates scenarios where a user can learn about a show or movie, then an actor, and then follow that actors filmography to related show or movie.

Companion Apps

Extend The Experience

Companion apps are experiences on the Tablet that leverage the unique aspects of the piece of media their produced for to extend that experience from the TV to the tablet. These experiences can present passive information, engage the user in games and trivia, or even find ways to bridge the gap between screens and get the user directly involved in the content.

GOAL

Create an experience that is unique to an individual piece of media and extends the experience from the TV to the tablet

APPLIED PRINCIPLE: PURE ENTERTAINMENT + PROACTIVE INTELLIGENCE

Passive Information

Cast and crew bios, image galleries, all the things that are pretty much low-hanging fruit but still valuable in terms of background information for the user. These can be simply executed but immensely creative.

Active Information

What's happinging on the screen informs what you see on the tablet, whether its techincal specifications on the car Bond is driving or seeing actors providing voice tracks as their animated counterparts "speak" on-screen. Active information should leverage the fact that Spectrum has complete knowledge about what's happening on the TV at any time.

Bridge The Gap

Bring the user into the content by providing interaction between the tablet and what's happening on the TV. These interactions would likely require prior planning to really leverage well, but can be the core differentiator between a sit-back experience and really allowing the user to become immersed in the media.

Dual Screen Experience

How Two Screens Make One Experience

While most interactions with Spectrum involve controls or information on the tablet and media playback on the TV, there are a number of points where how the two screens interact contribute to the overall quality of the user experience.

GOAL

Maintain a media-centric TV experience, blurring the line between the TV and the tablet only when necessary.

APPLIED PRINCIPLE: PURE ENTERTAINMENT

New Session

Due to a lack of insight into the current hardware status (TV on or off), the only way the system knows a new session has begun is if the cable box has been turned off or lost power. In these cases and any other where the user is not currently "on" a channel the default channel choice should be the My Channel suggestion.

Remote Feedback

Remote feedback should appear on the TV to confirm remote control commands from the tablet. This includes things such as PLAY/PAUSE, channel selection and volume level.

Mirroring

Mirroring the tablet screen to the TV is a toggle on/off action accessible via the main menu. When toggled on whatever is on the tablet appears on the TV. If the user selects something to watch while mirroring their tablet screen the mirroring is automatically toggled off so the new media selection can play on the TV.

Playing Media

When the user selects media to play, the tablet should remain where they made the selection from... if the user wants to view information about the media while it is playing they can select to do so (or continue browsing) on their own.

Music Playback

When playing music without an accompanying slideshow the TV screen should display album and track information as available. If album art exists this could also be shown.

Alternately Spectrum could develop some manner of artistic/experiential equalizer to provide ambient visuals in social situations.

Main Menu

What is the Main Menu?

The Main Menu represents the key control panel for the Spectrum experience. It is accessible from anywhere in the UI and allows the user to navigate to major locations quickly and easily. It also will provide immediate access to traditional remote controls based on current media playback.

The Main Menu is not for advertisements or related content, only controls and potentially access points for deeper information.

GOAL

Keep the top bar simple and populated by items that are useful beyond one-tap navigation.

APPLIED PRINCIPLE: CONTEXTUAL SIMPLICITY

Provide quick access to an extensible set of prioritized functions, navigation, media information and device controls.

APPLIED PRINCIPLE: ORGANIC INTERACTIVITY

Immediate Access

The top bar of the UI is prime real estate and contributes in a major way to how simple the UI is perceived to be to the user. As such it should be kept clean—populated only by consistent key navigation (back), search, and access to the broader functionality of the Main Menu. **If an item is useful only as a one-tap navigation tool it doesn't belong on the top level.** Without this clear distinction the top bar would quickly become overpopulated and complixified by "quick access" items.

Open + Shut

When toggled open the Main Menu should be the focus of the screen. It should not need to coexist with screen content, but rather to exist as its own main focus. Controls and navigation tools within the menu should be presented in the most intuitive and accessible manner for both in-hand and "couch-arm" use (the latter being especially important for remote controls).

Toggling the Main Menu closed should be tied to and as simple as opening it in the first place.

Navigation vs. Remote

Navigation tools on the Main Menu should follow a "do what you need to do and get out of the way" mentality, automatically closing the menu once the user has selected their desired location.

Remote controls may need to be left open and used on a modifier basis (volume, channel surfing, timeshifting, etc.) and should be designed to provide an appropriate experience when used for that purpose.

Navigation

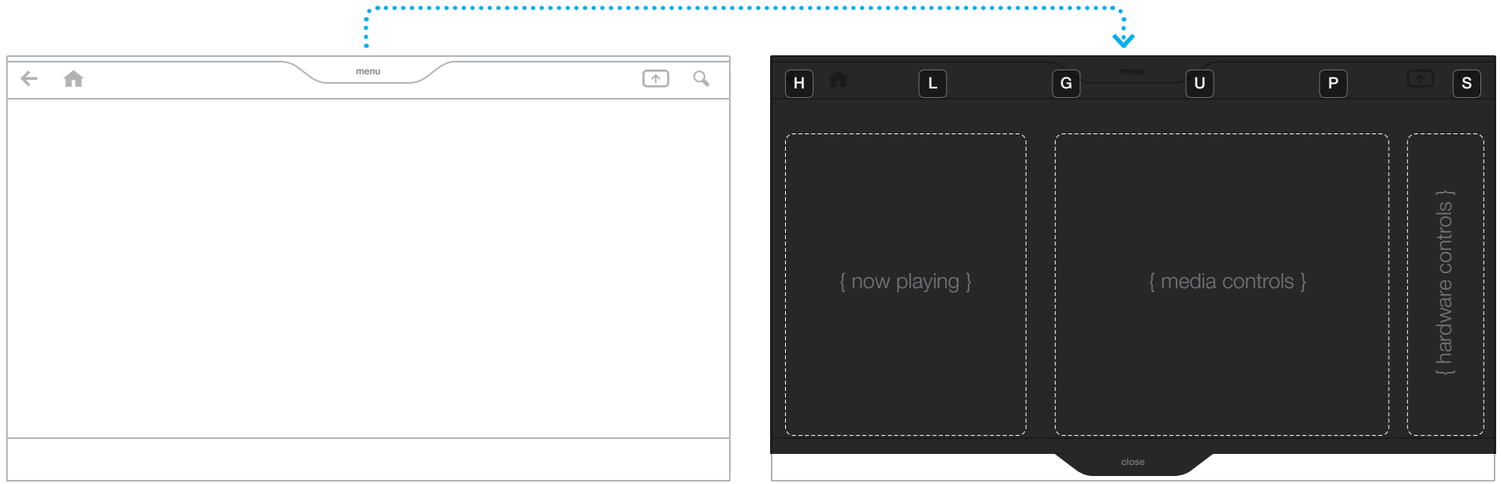
What's in the Main Menu?

The Main Menu contains two main elements: navigation and media/device controls (which covers everything the user might need to do affecting content that appears on their TV or the remote itself).

GOAL

Organize extensible and prioritized functionality behind a veneer of simplicity accessible from anywhere in the UI experience.

APPLIED PRINCIPLE: CONTEXTUAL SIMPLICITY



Persistent

- Global navigation (back, done, cancel)
- Home
- Spectrum Menu access
- Mirror (send tablet contents to screen)
- Search

One Step Removed

NAVIGATION

- **H**ome
- My **L**ibrary
- Live **G**uide
- **U**sers (switching)
- **P**references
- **S**earch

INFO + CONTROLS

- Now Playing
- Media/Hardware Controls

Remote Controls

Media + Device Controls

The remote control will need to be able to able to handle multiple different media types, each with its own ideal control setup. Having these on a screen gives Spectrum the flexibility to present each media control set in the most effective manner. Also important is communicating to the user WHAT they're controlling.

To handle such disparate control needs while also keeping it clear to the user what it is they're controlling, the remote should utilize control "modules". These modules would basically be contained sets of controls neatly labelled with the media they're controlling.

GOALS

Be a better remote. Give the user what they need (and only what they need) presented in a simple, accessible design.

APPLIED PRINCIPLE: CONTEXTUAL SIMPLICITY + ORGANIC INTERACTIVITY

Provide clear communication about what the user is controlling.

APPLIED PRINCIPLE: CLEAR COMMUNICATION

Control Modules

these may sometimes be combined

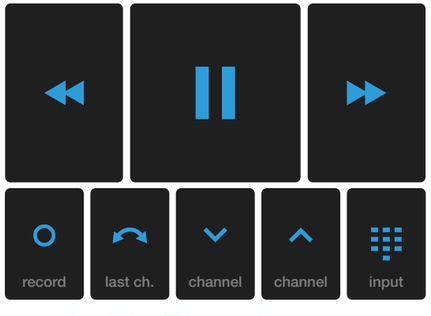
LIVE TV
- play / pause
- ffwd / rewind
- record
- last channel
- channel up / down
- manual channel input

VIDEO
- play / pause
- ffwd / rewind
- next / previous
- skip forward / skip back

MUSIC
- play / pause
- next / previous
- shuffle
- repeat / repeat 1

PHOTO/SLIDESHOW
- play / pause
- next / previous
- shuffle
- repeat / repeat 1
- slideshow speed

HARDWARE
- tv power on / off
- STB power
- volume up / down
- mute



example of Live TV controls

Search

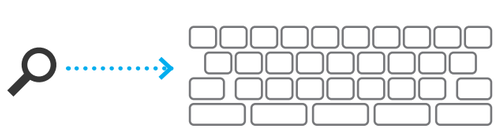
Intelligent Results

Search is for helping the user find something they either know they want or don't know they want. Depending on the specificity of the user's input, search should be able to leverage what is known about the user and the media landscape at the time to return results that are relevant beyond simple matching.

GOAL

Bring back results that take into acount both the parameters entered and the user's own interests.

APPLIED PRINCIPLE: PROACTIVE INTELLIGENCE



Immediate Input

When the user taps the search maginifying glass on the top bar, they should immediately be able to take action to initiate a search. This can be accomplished ivia the keyboard or by tapping one of the most recent search terms available just above the keyboard.

Recent + Popular

In addition to typing a search string, the user can also access a list of either the ten most recent searches they have run or the current ten most popular searches across the Spectrum system. Tapping an item from these lists will immedately run a search on that string, taking the user to a results page.

Auto-Complete

To help speed the user's input, a list of auto-complete suggestions will appear above the keyboard as they type. If they see the string they've begun typing the user can tap it to skip the rest of their typing and go straight to results for that search string.

Results

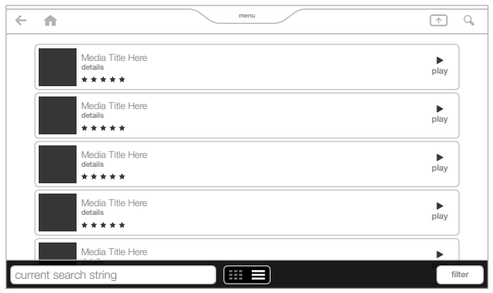
Flexible Presentation

To maintain a balance between immediate action and quick visual browsing, results from a search can (like elsewhere in the UI) be presented as either a list or a grid depending on the user's personal preference.

GOAL

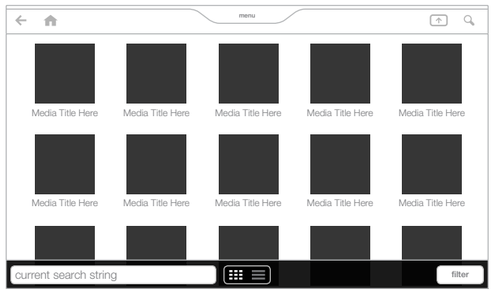
Provide the user with options that allow them to linger visually or cut right to the chase depending on their immediate needs.

APPLIED PRINCIPLE: ORGANIC INTERACTIVITY



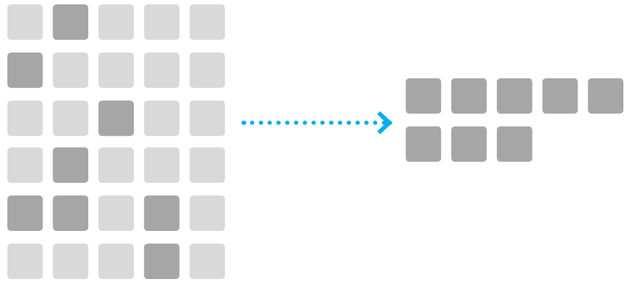
List View

When presented as a list search results have enough space to present access to some immediate actions. In order to maintain simplicity (and that the list is still easy to scan through visually) access to actions should be limited to a single action the user is most likely to want. This should be the basic "play" vs. "get" choice offered elsewhere, where "get" displays additional options for purchasing or recording the media in question. Additional options and information can be found at any time on the media details page.



Grid View

When presented as a grid more search results will be visible at a time at the expense of the quick actions. The user will still be able to take action on various media items, but aside from double-tapping it to play (should they have it in their library) these actions will be accessible from the respective media detail pages only.



Filters

A number of filters are available to help the user further refine their results. These include filtering by media type (**HD**, **Films**, **TV Shows**, **Mini-Series**, **Short Video** and **Apps**) or by genre (**Scifi/Fantasy**, **Horror**, **Mystery**, **Comedy**, **Drama**, **Thriller**, **Classic**, **Family**, **News**, **Sports** and **Non-Fiction**).

Users

Definition

TBD

Pending post-CES sync with Spectrum team

Initial Setup + Personalization

Initial Setup +
Personalization

TBD

Pending post-CES sync with Spectrum team

Authentication

Authentication

TBD

Pending post-CES sync with Spectrum team

Content Association

Content Association

TBD

Pending post-CES sync with Spectrum team

Permissions + Protection

Permissions
+ Protection

TBD

Pending post-CES sync with Spectrum team

Social + Friends

Redefine "Social Media"

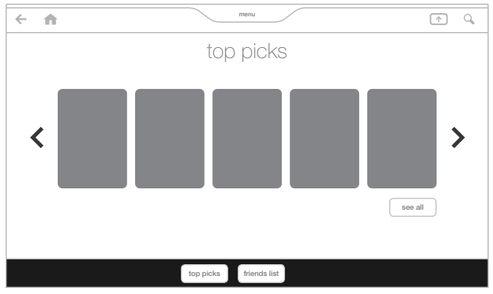
While the nuts and bolts of being able to see, invite and otherwise manage your list of friends is essential, the real value of the Friends section is enabling connections based on media recommendations and trends derived from the likes and dislikes of their Spectrum social circle.

GOAL

Provide access to both the management and media rewards of social connections within Spectrum.

APPLIED PRINCIPLE: PROACTIVE INTELLIGENCE

To enable this, the Friends section is split into two parts, "top picks" and "friends list".



Top Picks

The first part (and default entry point) is the social media section, which allows access to the top five media picks from amongst things the user's friends have rated, watched, or directly recommended. In addition to being able to go to the media details for any of these media pics, each selection can be expanded to display to the full list of rated, watched or recommended media.

Friends List

The friends list provides the user with a simple list of their current friends and the expected tools to add to (or remove from) that list. It also displays a time-based list of messages from friends that show media that has been rated or directly recommended by friends in the order they did so.

Top Picks

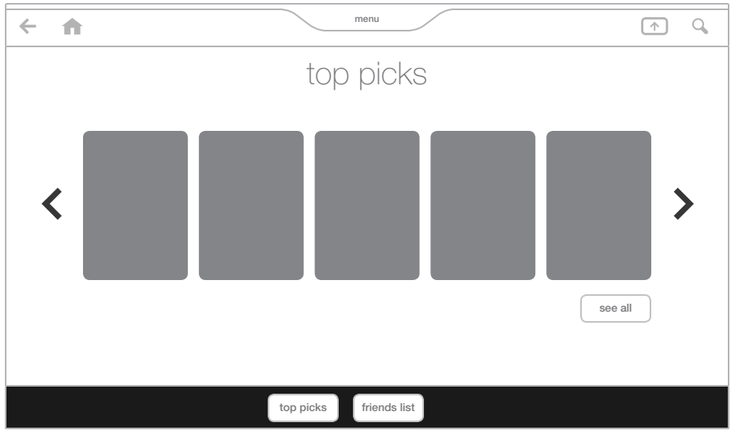
What Do My Friends Think?

Constantly refreshing lists of media ranked by rating, popularity or direct recommendation.

GOAL

Highlight the value of friends within Spectrum by surfacing relevant selections of media based on their interests and opinions.

APPLIED PRINCIPLE: PROACTIVE INTELLIGENCE



Rated

The five top-rated media picks should be time-based, providing the current favorites from the group on a week-by-week basis (or some other pertinent period of time). This is to ensure that the selections remain fresh and changing, providing the user with a view into what's currently grabbing their friend's attention.

Watched

The top five most popular pieces of media help the user keep tabs on what their friends at large are watching on a weekly basis.

Recommended

Finding new friends by searching for their screen/user names should be as simple as the global search for media. It should also be a focused task, existing on its own screen apart from the general "current friend" interaction of the rest of the friend section.

Friends List

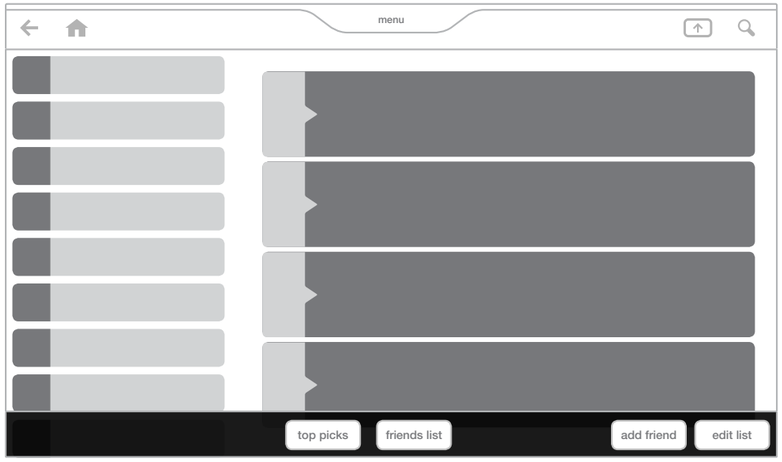
My List of Friends

While the nuts and bolts of being able to see, invite and otherwise manage your list of friends is essential, the real value of the Friends section is enabling connections based on media recommendations and trends derived from the likes and dislikes of their Spectrum social circle.

GOAL

Provide simple access to the user's list of friends and media-related social messages.

APPLIED PRINCIPLE: EXISTING EXPECTATIONS



The Friends List

The Friends list arranges the user's friends in a simple alphabetical list. If the user has any pending invites (other friends who want to connect with them via Spectrum) those will live at the top of the friend list until acted upon.

Friend Messages

A subset of the Messages queue should be shown in the friend list section to provide context for when media ratings or recommendations occurred. Each message shows the friend who rated, recommended or shared the media in question, allowing the user quick access not only to the media but also to that friend's media profile via tapping their picture/avatar.

Finding Friends

Finding new friends by searching for their screen/user names should be as simple as the global search for media. It should also be a focused task, existing on its own screen a step apart from the rest of the friend list.

Friend Profiles

Media Behavior

A friend's profile page is like their media behavior baseball card, collecting their media ratings, friends and any recommendations they have made to the user in a single organized space. The Friend profile page is broken up into three sections (for now): Information, Recommendations and Rated Media.

GOAL

Provide a single, organized place where media behavior, recommendations and other non-invasive information about individual friends can be collected.

APPLIED PRINCIPLE: CONTEXTUAL SIMPLICITY

Information

Like Media Info, the default landing screen within a friend's Info Screen covers general information about that friend. This includes their avatar/photo, online status and a list of that friend's friends.

Recommendations

Recommendations are anything the friend has recommended to the user. These can be any media type and are direct links to the media info page for their respective media items (or groups).

Rated Media

A list of everything a friend has rated. These should be sortable by rating level or by date (when they were rated).

Recommendations + Sharing

Recommendations + Sharing

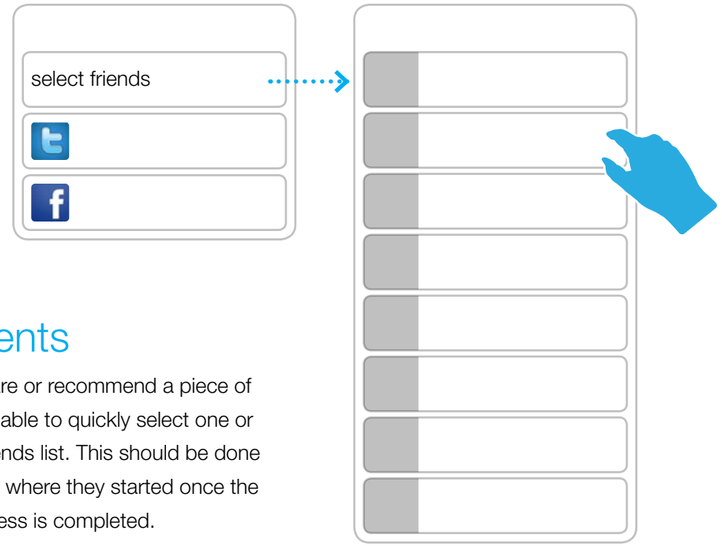
Reaching Out

Sharing or recommending media to a friend should be something that the user can do without having to leave the spot where they decided the media was worth sharing. This sort of social connection is a "flow of consciousness" activity that needs to be painless and immediate to best deliver its value.

GOAL

Allow quick connections via media by allowing users to recommend or share media on-the-fly from the media info screen.

APPLIED PRINCIPLE: ORGANIC INTERACTIVITY



Social Sharing

On each media info screen there is a place to access any social connection tools available for the current piece of media.

Sharing can also be included in the process of creating a media clip.

Adding Recipients

Once they've decided to share or recommend a piece of media, the user needs to be able to quickly select one or multiple friends from their friends list. This should be done in a way that returns them to where they started once the sharing/recommending process is completed.

Messages + Notifications

Incoming Communication

Messages and notifications exist to keep the user informed and connected throughout their media experience. These communications span multiple types of content, including messaging from friends, content recommendations, media reminders and system notifications.

GOAL

Alert the user to new messages in a manner that preserves their media experience, only interrupting if absolutely necessary.

APPLIED PRINCIPLE: PROACTIVE INTELLIGENCE

Messages

Messages are any incoming communication triggered by another person. These include friend recommendations, shared media, invitations or (eventually) ongoing chat messaging.

System Notifications

System notifications are any communication that is triggered by the system. These include system recommendations worth bringing the user's attention to as well as any alerts/reminders the user has set for themselves.

System notifications also include any hardware issues that impact the user's media experience if left unresolved.

Priority + Interruptions

When the user has a message or notification, they should be made aware of its presence via a low-key corner icon. The user should never be interrupted by a popup unless it is critical to their continued media experience, such as a loss of connection to network sources or battery levels reaching a critical level.

Messages Queue

Where Messages Live

The messages queue is where all messages live. This construct is directly accessible from the Home screen, but can also be brought up if the user taps on the message icon that indicates a new message has arrived. The message queue should provide a rolling collection of all messages in the order they were received.

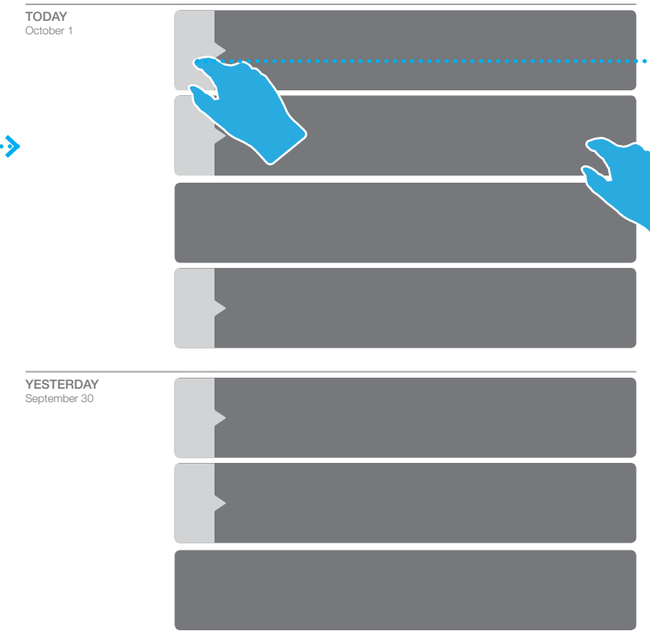
GOAL

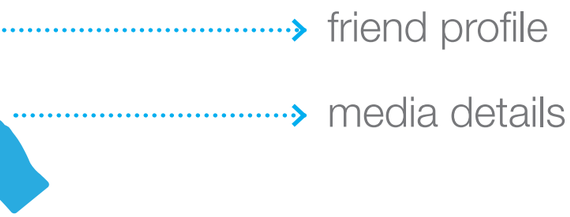
Provide a single location where all messages are collected and immediately actionable.

APPLIED PRINCIPLE: CONTEXTUAL SIMPLICITY

Immediate Access

Messages should always be presented in their entirety, with each message allowing the user to take the appropriate contextual action. These actions include accessing a media info screen, tuning to live TV content, or visiting the profile page of the friend who sent it (if it was a social message rather than a system message).





History

The message queue should keep messages for at least as long as the EPG can display shows, if not longer. This means the queue will need to be able to indicate the date a message was received.

UPDATE NEEDED

Pending post-CES sync with Spectrum team

Visual Design

Shapes + Dimension

Friendly and Tangible

Visual elements within Spectrum need to maintain a balance between crispness and tangibility. Rounded corners on interaction points denote to the user that they are touchable. Hard corners are used only where efficiency in displaying large amounts of information (such as channel listings) outweighs tangibility.

GOAL

Create a friendly, tangible interface that invites touch interaction.

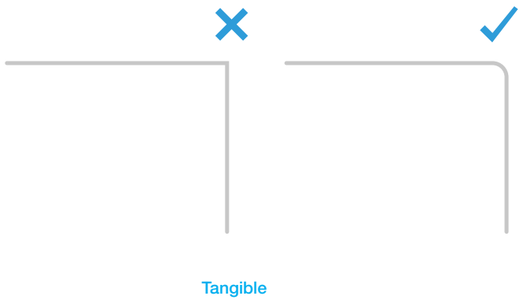
APPLIED PRINCIPLE: ORGANIC INTERACTIVITY

Communicate points of interaction by using a consistent system of finger-sized hit areas, radiused corners, and colors.

APPLIED PRINCIPLE: CLEAR COMMUNICATION

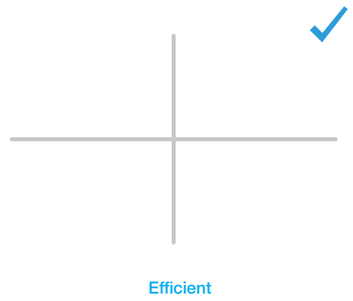
Touchable

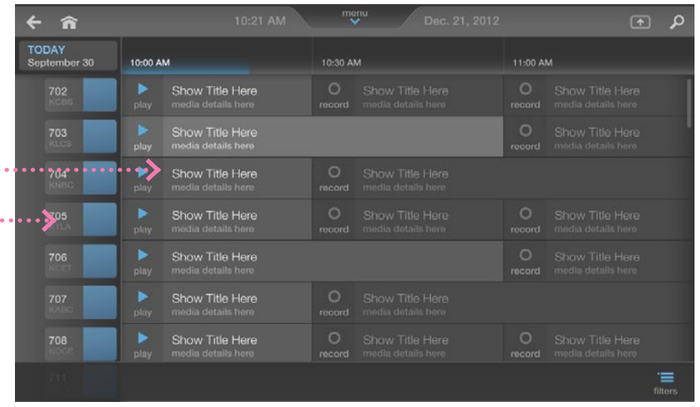
To be considered touchable, buttons should generally avoid being smaller than 50 pixels by 50 pixels (although some wiggle room exists in either dimension). Buttons can always be bigger, especially in cases where important features need additional prominence.



Efficient

Hard corners are used when handling large amounts of information, such as the live guide, to avoid creating visual clutter and allow for the seperation of information.





Lighting

Consistency

When using lighting to communicate subtle dimensionality, it is important that the lighting direction and quality be consistent to maintain the illusion. The more dimensional an object is, the more tangible it feels so items that are not meant to be tapped, dragged or scrolled may not be the most appropriate area for lighting effects.

GOAL

Use consistent direction, and subtle dimensionality, especially for tangible objects such as buttons and cards.

APPLIED PRINCIPLE: CONTEXTUAL SIMPLICITY

Unified Environment

UI elements in Spectrum are lit from the top down, with the light direction always running vertically (90 degrees) straight down. In the case of more prominent elements (such as cards) this unified lighting environment can be enhanced by an additional touch of "reflected" light at the bottom.

Transparency

Where possible UI elements such as buttons should be transparent shapes to communicate a subtle sense of material/finish (like a slight area of frosted glass on an otherwise glossy surface). Transparency also lets the richness of any lighting/gradient below show through.

Colors

Neutral Canvas

The color palette of Spectrum needs to present a neutral canvas for multiple media types. This is accompished by using a palette of greys for the background and structural/tangible elements. Consistent use of pop colors (select shades of blue) denote interactivity when applied to text or iconography.

GOAL

Utilize a brand appropriate color palette that showcases media and indicates interactivity.

APPLIED PRINCIPLE: CONTEXTUAL SIMPLICITY

R: 0 G: 0 B: 0	R: 53 G: 53 B: 53	R: 84 G: 84 B: 84	R: 128 G: 128 B: 128	R: 192 G: 192 B: 192	R: 255 G: 255 B: 255	R: 32 G: 110 B: 153	R: 51 G: 153 B: 212	R: 99 G: 193 B: 255

R: 99
G: 193
B: 255

R: 32
G: 110
B: 153

Typography

Consistent Treatment

A conistent system of type size and weight helps keep the screen simple and clearly delineated. Navigation, buttons, content titles, and descriptions should all maintain the same relationship to each other throughout the UI.

GOAL

Reduce visual noise by using a clear and consistent typographic system.

APPLIED PRINCIPLE: CLEAR COMMUNICATION

30pt Helvetica Neue Light

Used for large titles and overlay list menus

24pt Helvetica Neue Light

Used for larger labels (cards, information)

20pt Helvetica Neue Light

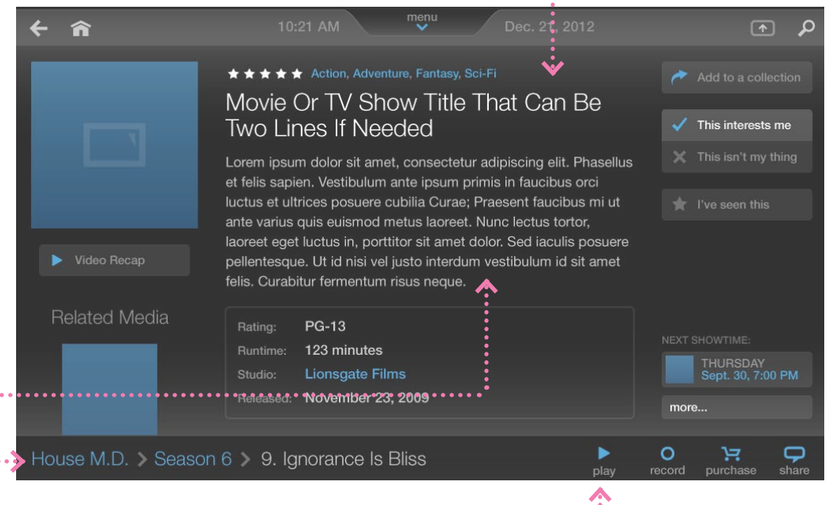
Used for text/section labels

18pt Helvetica Neue Light

Used for larger labels (cards, information)

15pt Helvetica Neue Medium

this is currently the smallest allowed size, used for media details and button labels.



Iconography

Iconography

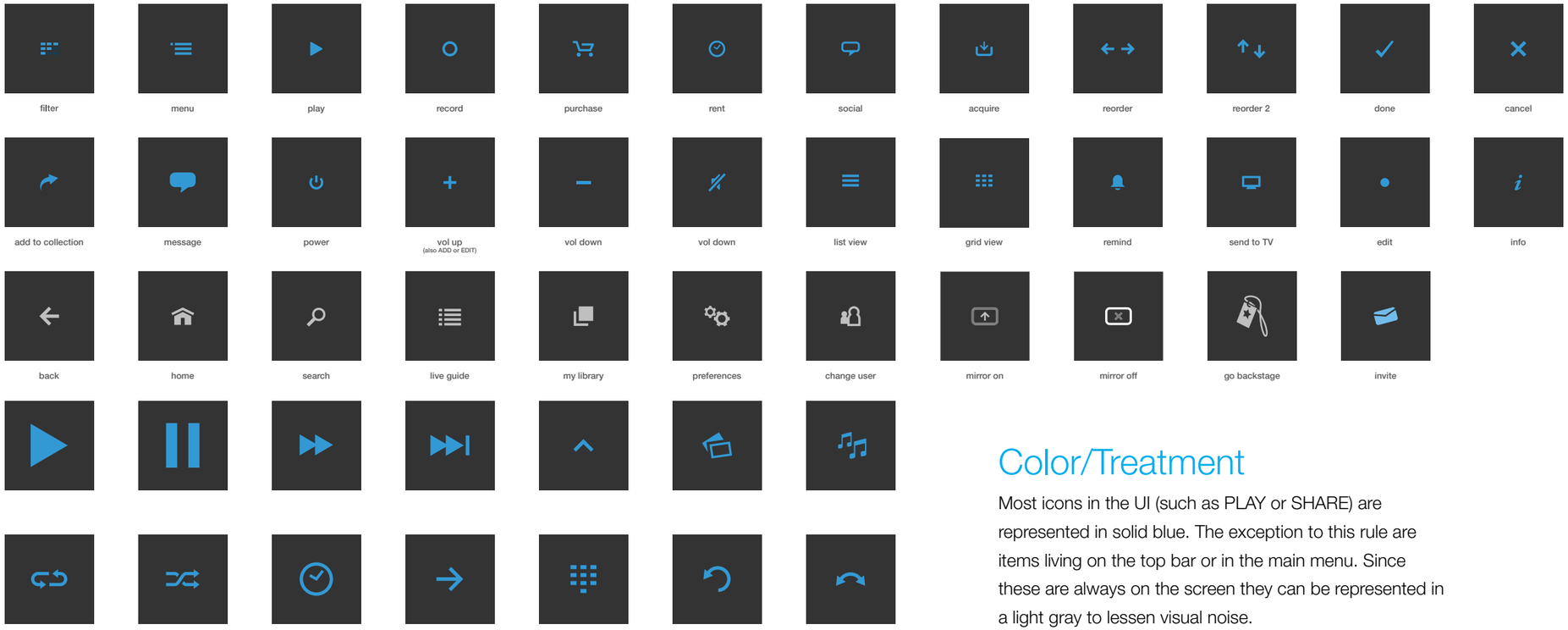
Simple and Identifiable

Since icons in the Specrum UI are almost always accompanied by labels, the icons themselves need to be recognizable at a glance rather than 100% commiunicative. To maintain consistency where used, icons should have similar visual weight and a bias towards outlines (as opposed to solids). To maintain the generally approachable language of the UI icons should use rounded courners and shapes where appropriate.

GOAL

Create friendly, and clear, representations of tasks to the user using consistent line weight and rounded corners.

APPLIED PRINCIPLE: CLEAR COMMUNICATION



Color/Treatment

Most icons in the UI (such as PLAY or SHARE) are represented in solid blue. The exception to this rule are items living on the top bar or in the main menu. Since these are always on the screen they can be represented in a light gray to lessen visual noise.

Motion

Quick In, Smooth Out

Animation should be quick in, smooth out. Transitions and UI element animations should be no longer then one second—0.5 would be ideal. Screen transitions should make use of "ease to a stop" style animation to help the UI feel responsive without being insanelty fast or twitchy.

GOAL

Create quick, simple, but gentle, animations to help communicate dimensionality and responsiveness.

APPLIED PRINCIPLE: ORGANIC INTERACTIVITY

Support Interactivity

Motion should make things more discoverable by creating logical expectation via animated elements. For example, Home screen cards should animate onscreen from the same direction they scroll offscreen (right-to-left) to imply further cards exist beyond the screen edge. This same logic should be applied to media details (or any screen with content below the fold) to indicate additional content further down.

When scrolling/swiping on any given screen it is best to limit major scrolling activity to a single direction unless expressly required by the interaction (such as in the EPG).

Support Dimensionality

Motion is an essential tool in communicating tangibility/ dimensionality of elements in the UI. Overlays or popups should layer over the current screen contents as if they were actual physical objects wherever possible to help maintain a believable background/foreground environment.

It is important to note that motion and dimensionality should never exist merely for their own sake but rather to improve things that wouldn't be the best experience if left flat and static.