



Connected TV Applications for TiVo

# **Virgin Media Store (aka. Electronic Sell Through)**

Design Outline

5 Jun 2017

## Changelog

Virgin Media is referred to as 'VM' and Vubiquity is referred to as 'VB' below.

### 5 April 2016

- Re: showing entitlements. VB has expressed concerns that checking entitlements on Store Screens (screens where the user browses for and buys content) will add undesirable latency. VM accepts this as reasonable. VM has gone back to separating the Store Screens from the Library Screens (screens where the user watches content) in order to avoid this risk. Entitlements will be checked only when the user presses a 'buy' button so that the user can be warned not to buy the same item twice.
- Re: Search results. VB has expressed concerns that returning images as search results will be too slow. VM accepts this as a risk. VM has restored the text search results, but with an image preview when a text result is put in focus. VM still has concerns with VB's original search journey, as after selecting a search result in text form (screen 70) the user was sent to the same results as an image carousel (screen 72) — a redundancy that's counter-intuitive to VM. The user would likely expect to see the synopsis screen after pressing OK on their chosen search result, not see the same results again on the next screen in a different form (screen 72).
- 'Genres' and 'A-Z' states added to My Wishlist and My Library. This is to help the user find titles quickly when their personal catalogue gets large and unwieldy. They should mirror the mobile filters if possible (this doesn't have to be exact, but a similarity is desirable). These screen states could be hidden below a certain threshold of total items in My Wishlist and My Library.
- VB noted that My Wishlist and My Library can behave independently, but VM would prefer that titles that are listed in My Wishlist be removed after being purchased and placed in My Library.
- VM removed prompt for payment card information upon first-run and agreed the first purchase is the best part of the user journey to collect the payment card information.
- 'Continue Watching' carousel added to My Library.
- The purchase summary must include a waiver statement saying that the customer is giving up their 14 day return period when purchasing from VM (wording TBC).
- It is possible that the VM customer will not have a MyVM email set up, in which case they should not be able to make a purchase in the VM Store. The user must have an email to send their bill to.
- VM discussed allowing the user to purchase something twice, and it was decided that we would allow it after a warning. Although a corner case, VM thought some users might want extra DVD copies or want extra licenses for more devices (is this possible?).

- 'Accessibility' section added to Account Settings following VB's suggestion.
- VM discussed further if access in the EST app should be restricted to users with suspended VM accounts, and the preference in the Digital Entertainment department is not to restrict access for these cases (it's possible this decision could be overruled in future by Legal. DE has argued that by keeping the payment methods separate VM would not be responsible for the customer's spending in EST).

### 28 April 2016

- Storefront Screen: Changed Main Menu items 'TV' and 'Account Settings' to 'TV Shows' and 'My Account' to normalise the width of the menu. Also changed initial state to Category Selector Zone of the featured carousel.
- Removed request for manual override of Best Sellers and Recently Added carousels. VM agreed that if we need to push certain titles above the fold we can use the featured carousel.
- VM agreed that user will be prevented from buying titles more than once. When the user tries to purchase the app will check if the title has already been bought, and the user will be informed and directed to view the item in 'My Library'
- Wishlist Screen: VM accepts that titles won't be removed from the Wishlist after purchase, but they would like this feature in a future release.
- Mini Selector Zone (subheader row): since the logo is now going to be smaller there should be room for the subheader row to extend to the edge of the screen.
- Wishlist and Library Screens: changed the 'All' carousel sorting order to most recently added first, while the 'Movies' and 'TV Shows' carousels are sorted A-Z.
- Wishlist and Library Screens: CHANNEL UP/DOWN and NUMBER button shortcut functions have been added for faster navigation.
- VM accepts that top search results can't be separated into movies and TV, but they would like a feature like this in the future.
- VM accepts that the app won't search for episode titles in the first release, but they would like to add more features to search in future releases.

### 8 June 2016

- A pop-up window and trigger button was added to the TV Series Screen to accommodate long synopsis that overflow.

## Changelog

- A shortcut to the T&Cs pop-up was added to any screen with a 'Buy' button.

### 26 September 2016

- A Change Request on 25 August (CR3) stated that integration with the My Virgin Media SSO is dropped and adding payment cards through the TV app is withdrawn. The consequence for this app is that account management is done entirely on the web and the user will have a unique Virgin Media Store username and password which they must enter using an onscreen keyboard. A user will only have to sign in once on the same box unless they explicitly sign out.
- The 'My Account' screen was adjusted to match CR3. A 'sign out' button was added and the section name 'billing' was removed.
- Upon first run the user will sign in but they do not have to accept the T&Cs (this should have been done already during the web sign up, so this can be removed from the TV app) and they do not have to enter their parental control PIN (the sign in form should now prevent children from accessing it). The PIN challenge will appear by default when launching the app after a successful sign in (on a second run, for example).
- The payment flows were adjusted to match CR3.
- An extra pop-up explaining the breakdown of voucher discount was added to the payment flow. This is so it matches the web experience.
- Trailer launch buttons were added for TV series and episodes to match the web experience (these may not be needed straight away, but if needed in the future there is space for the buttons).
- Corrected notes on the TV Synopsis Screen that said only TV series can be added to My Wishlist. This should have said only entire TV shows can be added, not episodes or series.

### 30 September 2016

- Help Screen. Pagination function added. This is because the Terms & Conditions are expected to run 10-20 screens worth of text and it's going to be difficult to accommodate this without some kind of scrolling function.
- Table of Contents added to this document.

### 1 June 2017

- Sign in keyboard updated to incorporate user feedback.
- Keyboard Page Shift Buttons have been changed because some people found the 'toggle'

for the caps page confusing; separate buttons ('abc' & 'ABC') are now used to address this. The Numbers Shift Button has been removed and the on-screen number buttons have been incorporated into every page (instead of having its own page). When a Shift Button is active it is no longer selectable, and when a user presses OK on a Shift Button the focus jumps to the first entry button on the keyboard.

- When the email field has text focus (indicated by the blinking underscore) the 'abc' keyboard now includes common email symbols and shortcuts for '.com' and '.co.uk.'
- Multitap now allows typing in a text field that has text focus even when the main focus (red box) is not on the text field.
- When the user presses OK on the 'Next' button (or presses the SKIP FWD shortcut) the text focus jumps to the next form element (text fields and sign in button) *and* the main focus jumps to the first entry button on the keyboard.

### 5 June 2017

- Slight adjustment made to order of on-screen keyboard keys.

### 6 June 2017

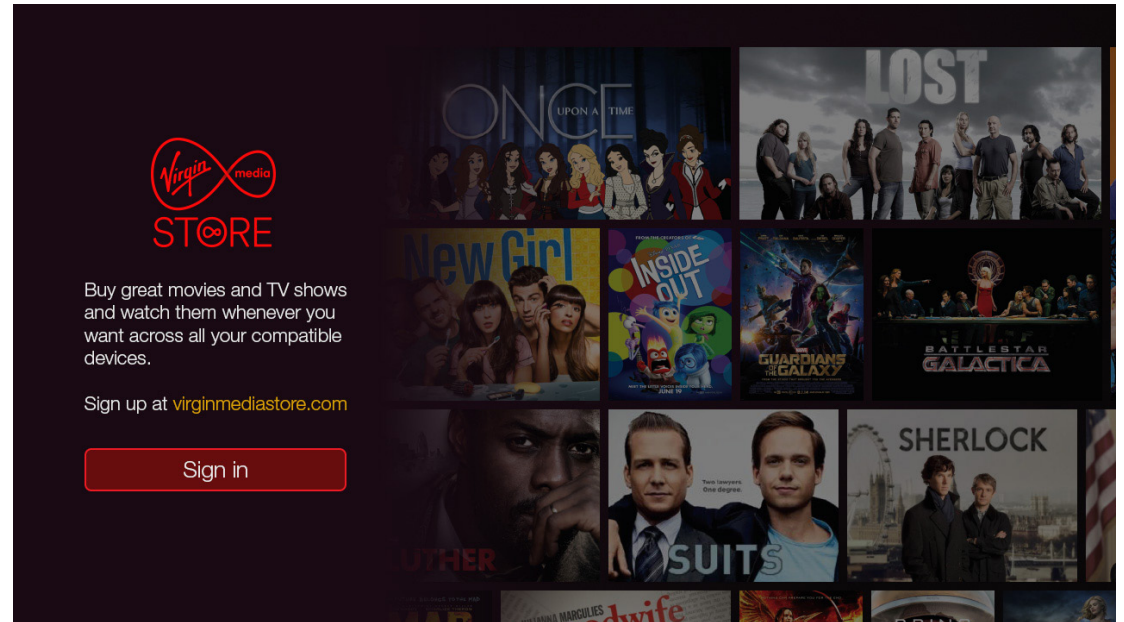
- Incorporated more feedback into Sign In keyboard.
- Removed 'Next' button from bottom of the keyboard. User must navigate to the text fields to change the text focus to the next field.
- Text focus made slightly more prominent with a brighter field outline.
- Added THUMBS UP/DOWN remote control shortcuts for uppercase/lowercase keyboard shift.

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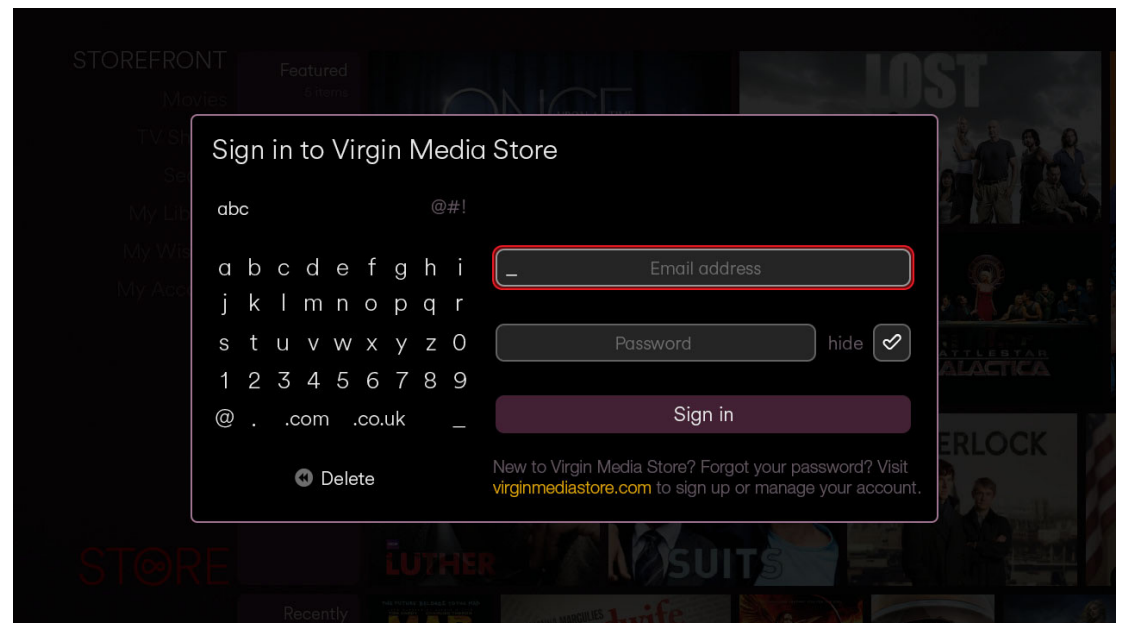
# App Launch

## Splash Screen



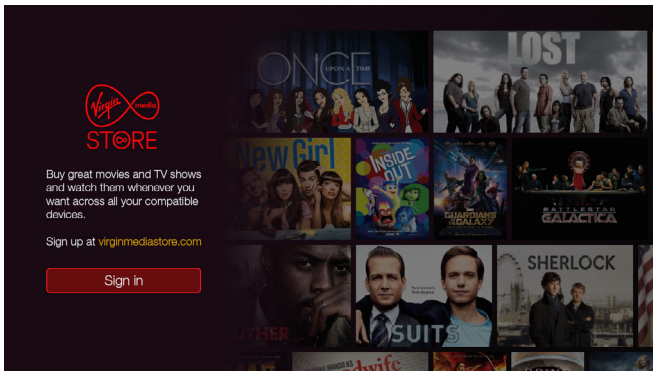
Splash Screen before sign in. The Storefront tiles are visible in the background so a guest can see what's on offer.

## Sign in Form

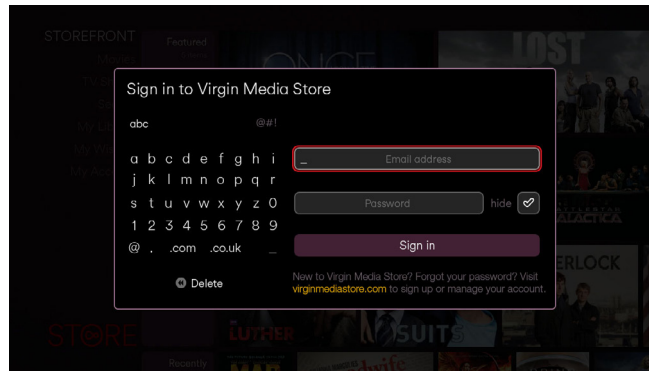


The user must enter their Virgin Media Store credentials to use the app. The user can use multitap or the on-screen keyboard to fill in the text fields.

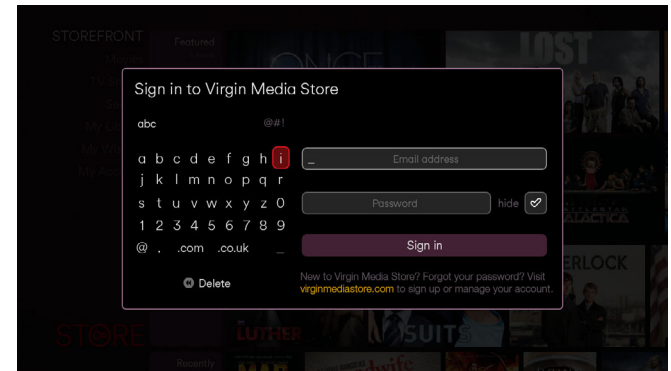
## Journey 1: First run with successful sign in



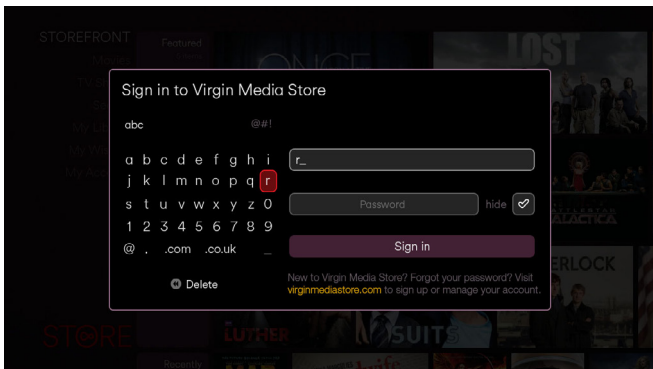
1. App launched. Splash Screen appears. User is prompted to go to the web to sign up or sign in.



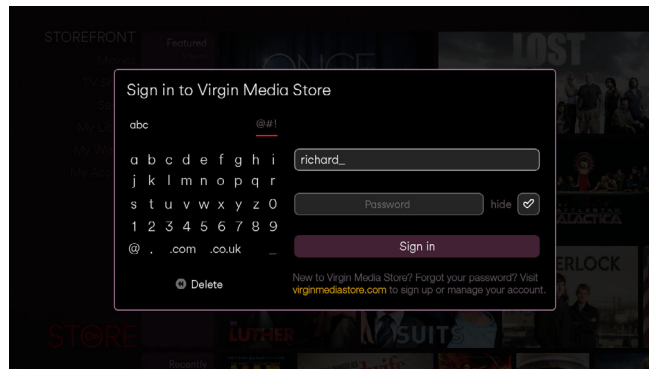
2. OK pressed. Sign in form appears. Underscore blinks to indicate the current text focus. User can use multitap or the on-screen keyboard to enter their email.



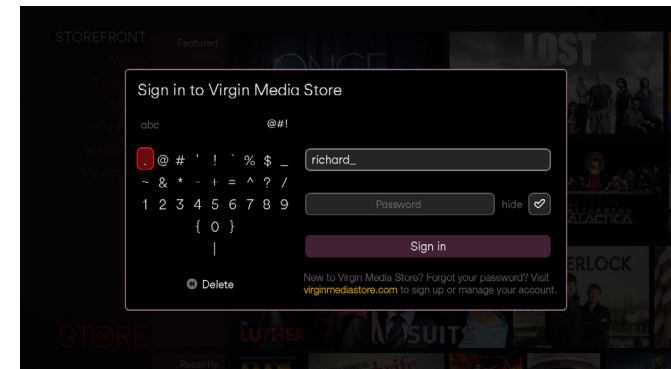
3. LEFT pressed and focus moves to keyboard.



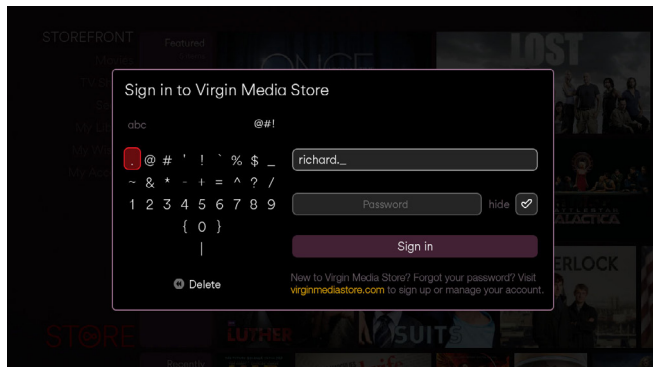
4. User navigates to the 'r' using the ARROWS, and then presses OK to type the letter. The instructional text hides. Underscore continues to blink.



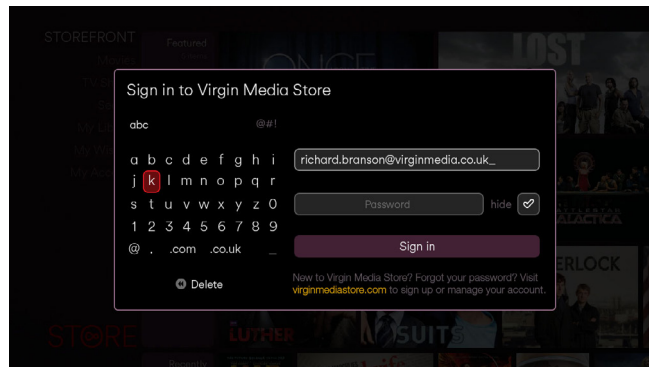
5. More letters are typed using the keyboard. User presses UP to bring the Keyboard Page Shift Buttons in focus (nb. the active page, in this case 'abc', can't be highlighted).



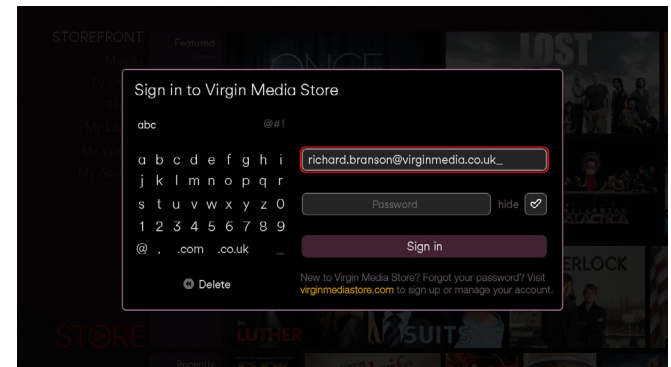
6. OK pressed. Keyboard shifts to symbols page. Note that the focus jumps to the first keyboard entry button.



7. OK pressed to type the full stop in the email field.

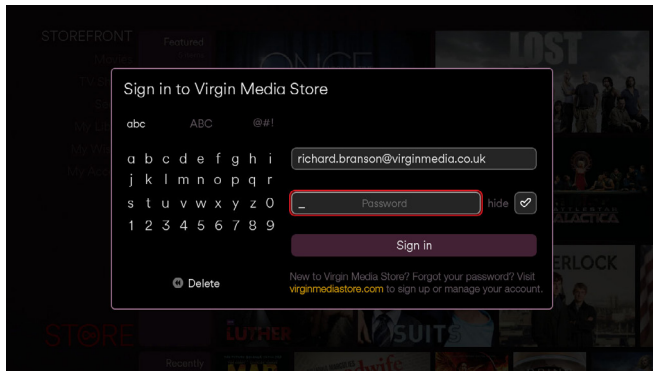


8. Using the ARROWS and OK the user shifts the keyboard back to the 'abc' page and enters the rest of the email.

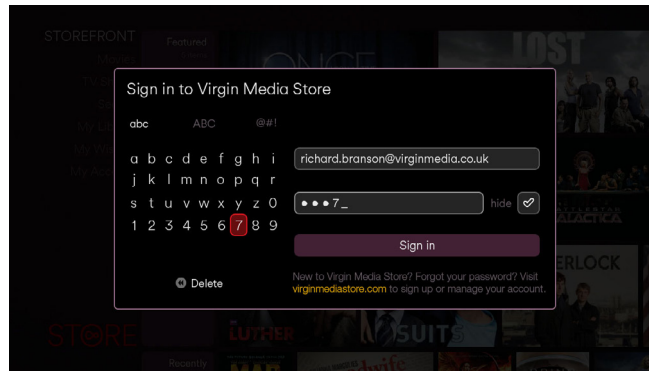


9. Using RIGHT the user navigates back to the form fields. Main focus (red box) always jumps to the field with the text focus (underscore).

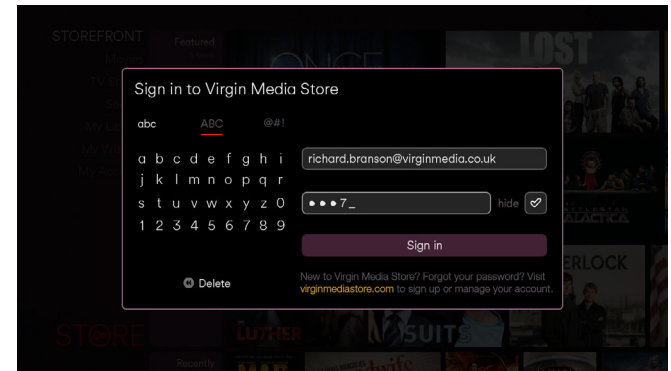
## Journey 1: First run with successful sign in



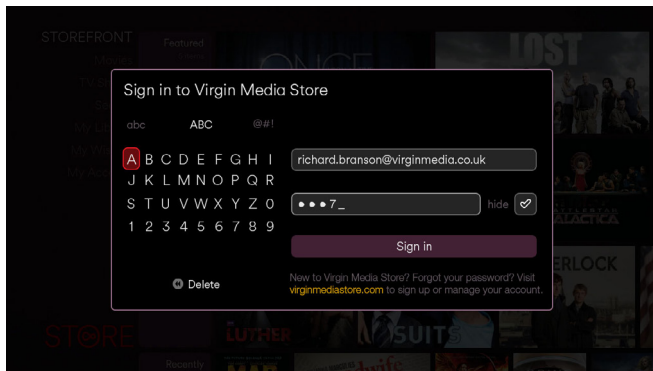
10. DOWN pressed. The text focus moves to the next field with the main focus.



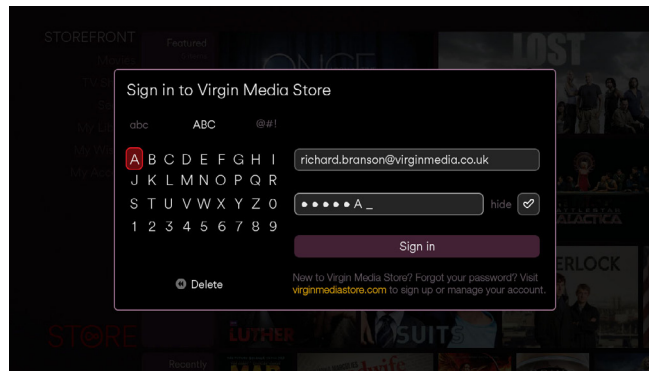
11. User navigates back to the keyboard and starts to type the password.



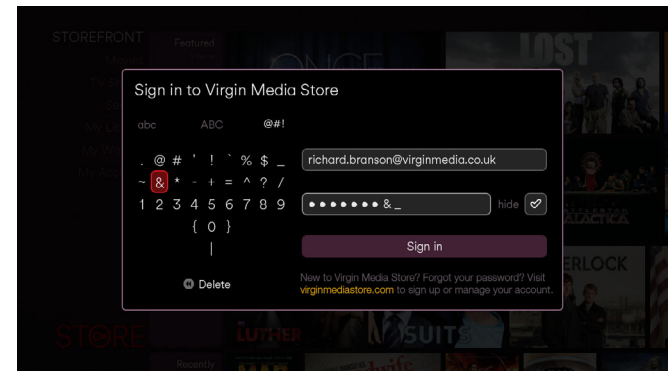
12. UP pressed 4 times, moving focus to the first selectable Keyboard Page Shift Button ('ABC' in this case). Only the password field is case sensitive, hence the additional keyboard page with capitals.



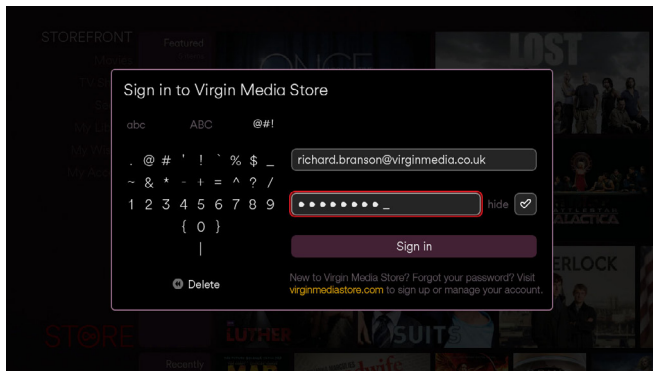
13. OK pressed revealing the capital letters. Focus jumps to the first entry button.



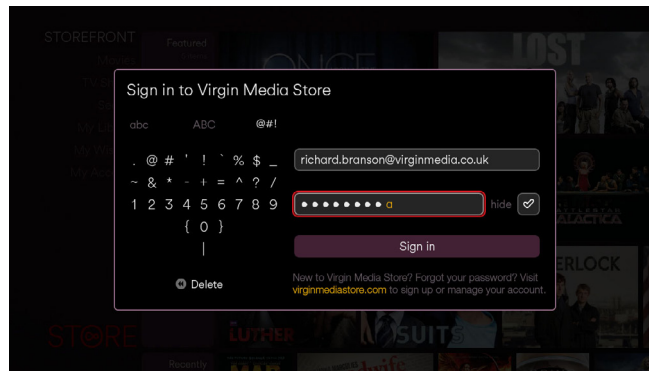
14. OK pressed. The user has typed an 'A' in the password field.



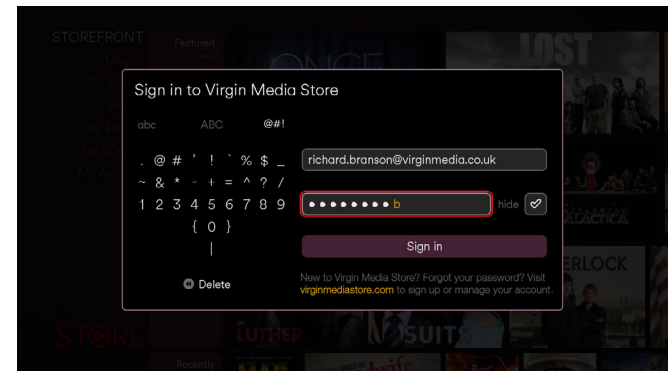
15. User has switched to the symbols page again and pressed OK on the ampersand button to type '&'.



16. RIGHT pressed 8 times, bringing password field into focus.



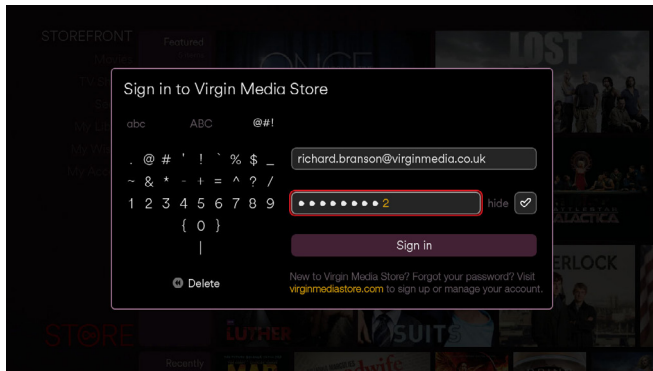
17. 2 is pressed (on the remote control) in order to type an 'a' in the password field using the multitap method. Note the colour change and the hiding underscore during the multitap cycle.



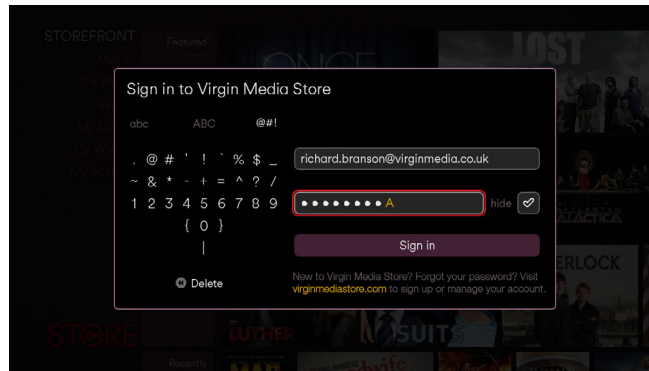
18. 2 pressed again typing a 'b.' (Note that the main focus COULD be on the keyboard to use multitap...it's the text focus (flashing underscore) that marks where the next letter is typed).



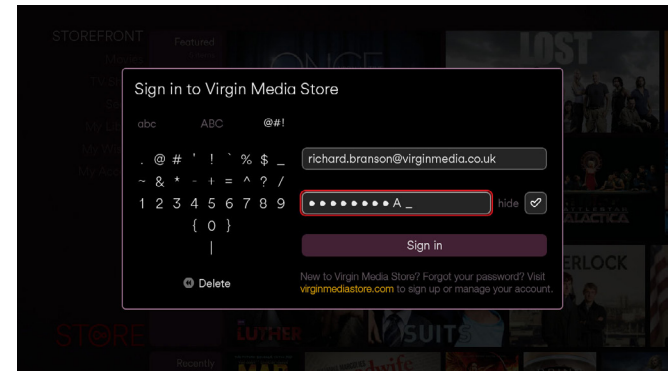
## Journey 1: First run with successful sign in



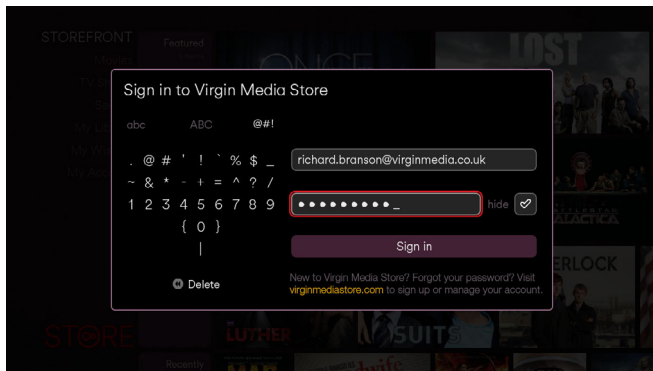
19. 2 pressed twice to advance to number '2.'



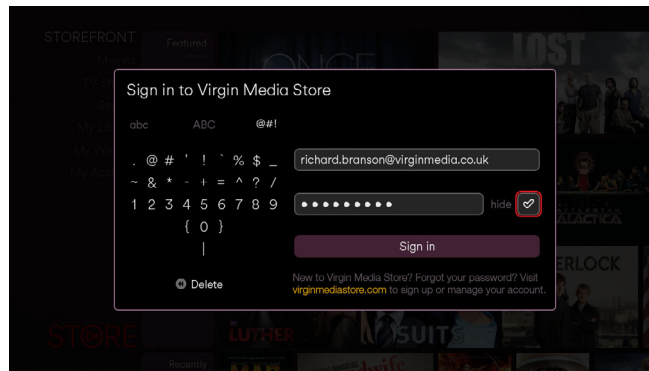
20. A pressed a fifth time to type 'A.'



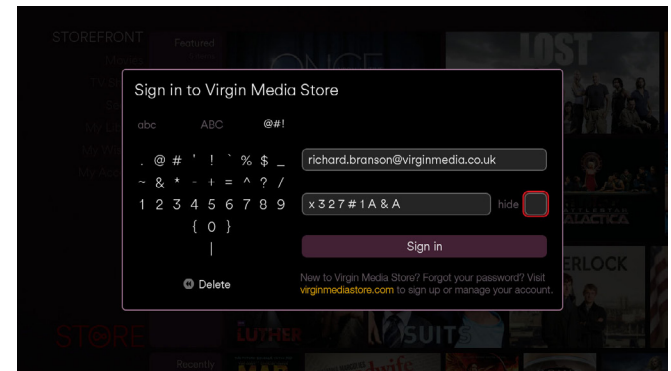
21. While user is idle (for 0.8 seconds) the letter sets. Note the colour change and the blinking underscore returning.



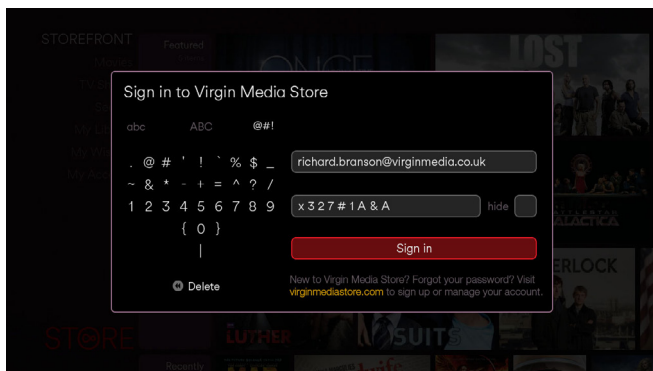
22. The user remains idle (for 2 seconds) and the password masks.



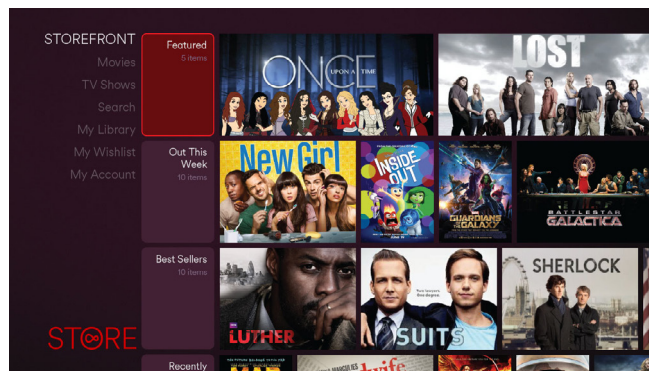
23. RIGHT pressed.



24. OK pressed. This button gives the user the option to type without masking so they can see what they've typed.



25. DOWN pressed. Note the text focus (blinking underscore) hides (if the user returns focus to the keyboard this text focus would re-appear).



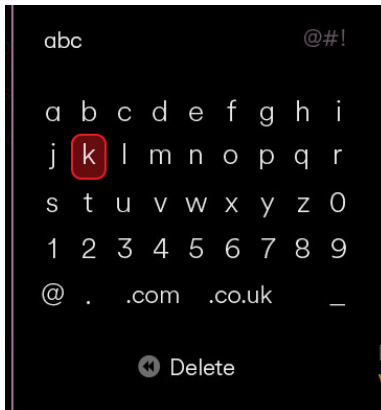
26. OK pressed. The sign in was successful.

## Sign In Form

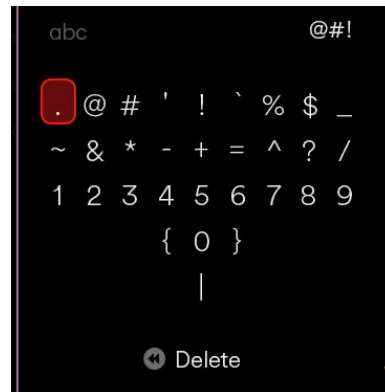
### On-screen keyboard

Users may enter their email and password into the text fields with the on-screen keyboard using the ARROW and OK buttons on their remote control. Up to 83 characters are accessible by shifting between pages using the top row of buttons. Upon an OK press characters will be added to the end of the string in the text field that has text focus. This is indicated by a flashing underscore, which is the active text cursor. The text cursor always leads and is at the end of the string after any new characters are typed.

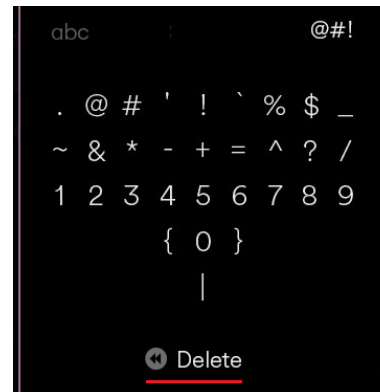
#### Email entry (26 lower case letters + 10 numbers + 21 symbols = 57 possible characters)



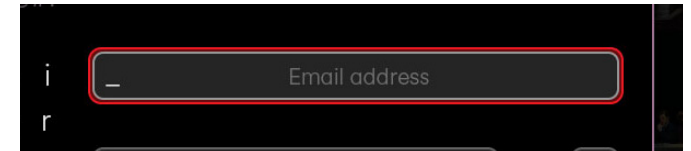
Letters page, the initial state of the keyboard. The top row contains the Page Shift buttons.



Symbols. Note the colour change in the Page Shift buttons to indicate which page is active.



The bottom row is selectable, but also the button can be triggered by the remote control shortcut button indicated.

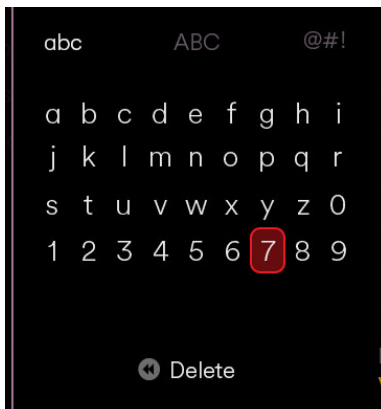


Email text field with user focus and text focus. A flashing underscore denotes where the next character will be typed.

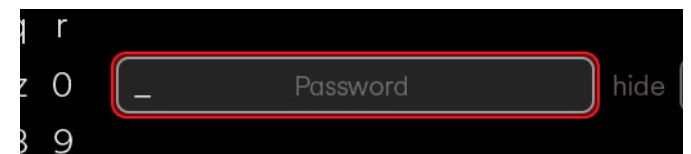
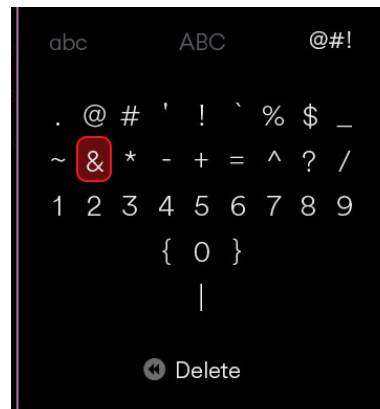
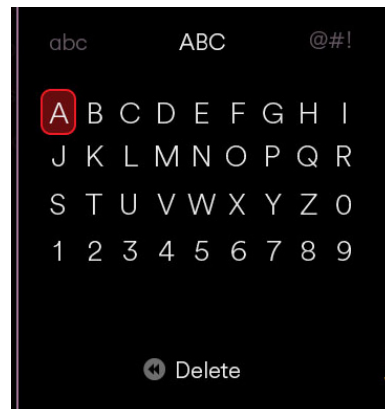


Same field without user focus but still with text focus. The instruction hides when letters are typed into the field.

#### Password entry (26 lower case letters + 26 upper case letters + 10 numbers + 21 symbols = 83 possible characters)



Only the password field is case sensitive so when it has text focus the letters page of the on-screen keyboard can toggle between cases, adding 26 possible characters.



Password text field with text focus.



Same text field with user focus. By default the passwords masks (with bullets) as its being typed, but this can be unmasked by unchecking the tick box on the right. Note the characters are further apart in the password field.

# Sign In Form

## Multitap typing cycles and shortcuts

1	. - _ @ 1 ! ? # \$ % & * ' ~ ^ { } /   + = `	} email field entry caps (no caps)	2	a b c 2 A B C
2	a b c 2 A B C		3	d e f 3 D E F
3	d e f 3 D E F		4	g h i 4 G H I
4	g h i 4 G H I		5	j k l 5 J K L
5	j k l 5 J K L		6	m n o 6 M N O
6	m n o 6 M N O		7	p q r s 7 P Q R S
7	p q r s 7 P Q R S		8	t u v 8 T U V
8	t u v 8 T U V		9	w x y z 9 W X Y Z
9	w x y z 9 W X Y Z		0	0
0	0			

- ⬅ Backspace delete
- 👉 Shift keyboard to caps (if on password field and showing lowercase)
- 👇 Shift keyboard to lowercase (if on password field and showing uppercase)

Note that the special characters on the keyboard (and in the multitap cycle of the '1' key) are the special characters allowed in the local part of an email address as described in RFC 822 (plus the full stop (':') and the at symbol ('@') so that the entire email address can be typed). All of these characters are included because they could be part of someone's valid email address.

To keep the on-screen keyboard as simple as possible on the TV app the special characters used in passwords are also limited to this set. The web form online (where the user creates their password) treats other special characters as invalid (but allows capital letters so that passwords are case sensitive).

## Text field

Fields without user focus

Virgin Media Store email

Inactive state of the text field. Instruction line is shown centred

Virgin Media Store email

Text field with text focus. The leading underscore flashes at 1 fps, indicating where characters are about to be typed.

richard.charles.nicholas.branson\_

String has been typed using the on-screen keyboard. Text cursor continues to flash. Instruction line hides when first character is typed.

ichard.charles.nicholas.branson@virginmedia.co.uk\_

If the string is wider than the field then the text cursor stays at the right hand side and the string is pushed left with each new character that appears.

ichard.charles.nicholas.branson@virginmedia.co.uk

Text focus is on another field after string has been typed, so underscore text cursor is hidden (it no longer has text focus).

Fields with user focus

Virgin Media Store email

Text field that has user focus but doesn't have text focus.

Virgin Media Store email

The above after the OK button is pressed. The underscore text focus appears and blinks.

richard.charles.nicholas.branson

String has been typed using the multitap method. Letter is yellow while user is cycling through letters using a number button; continues if user keeps pressing same key every 800 ms.

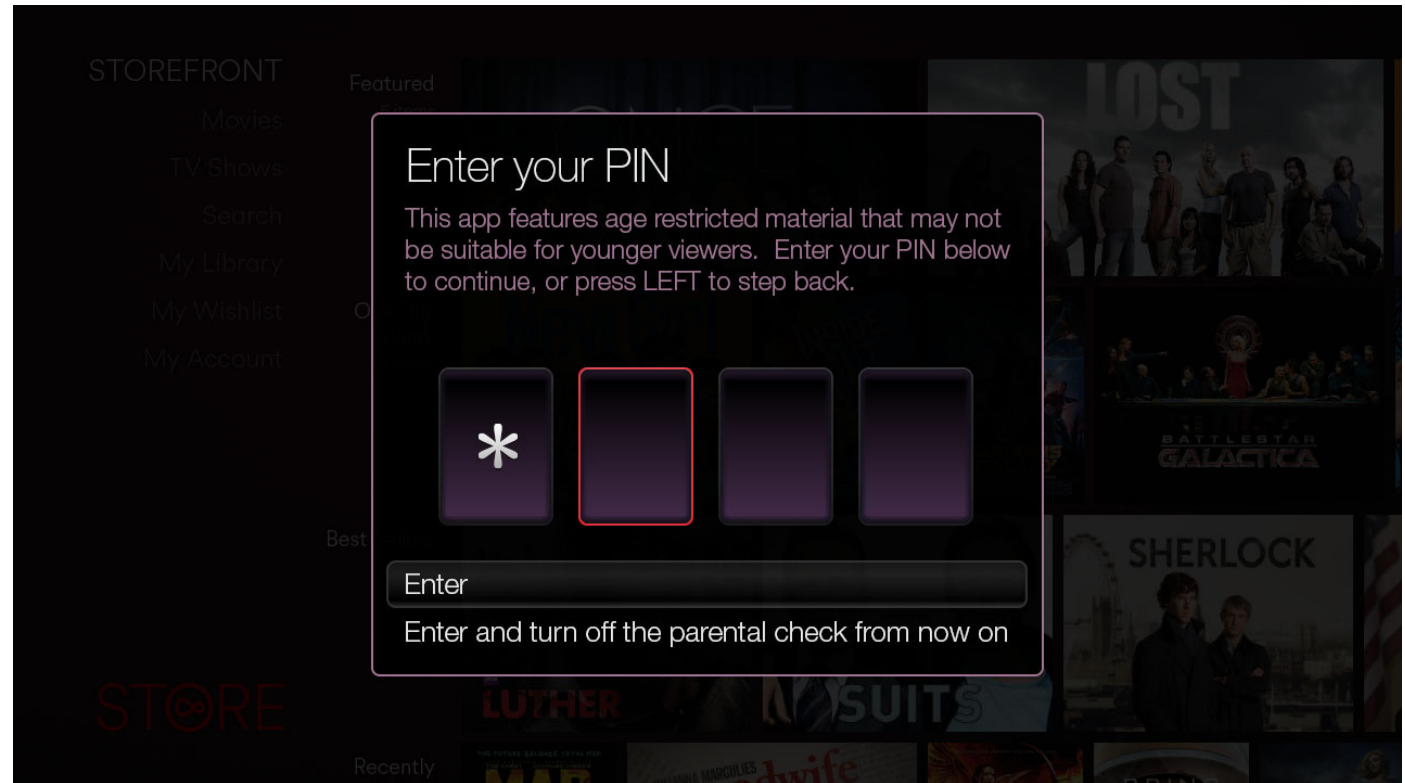
ichard.charles.nicholas.branson@virginmedia.co.uk\_

Same as left, but using multitap. Characters turn back to white and the flashing underscore reappears when the user is idle for 800 ms.

ichard.charles.nicholas.branson@virginmedia.co.uk

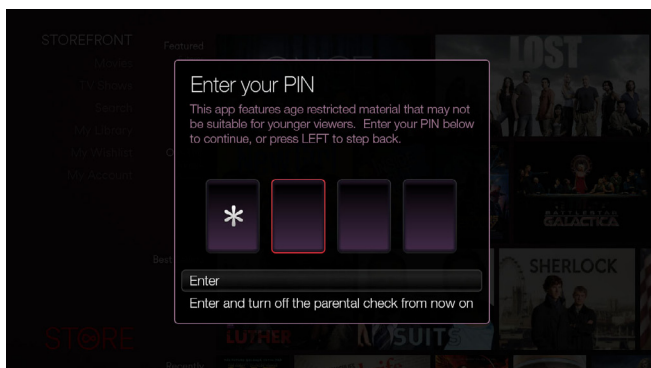
Text focus is on another field after string has been typed. Characters will not be added to the string until user presses OK and underscore text cursor re-appears.

## App Launch PIN Challenge

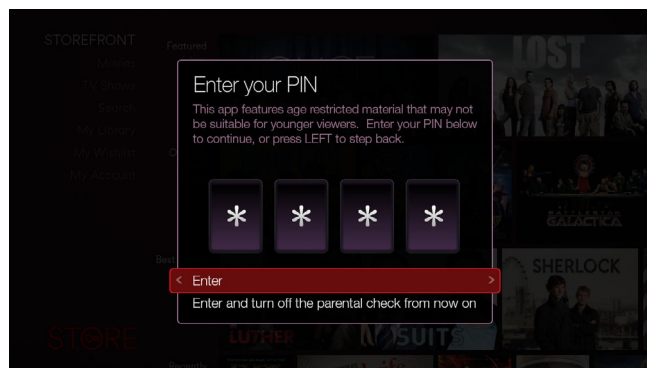


After 3 incorrect PIN entries the user will be prompted with a positive message (eg. "Forgotten your PIN?") to call Customer Care. After 4 incorrect PIN entries a message warns the user that they will have one more try before the app quits. The app quits after 5 incorrect PINs. The user is free to try again without delay by restarting the app.

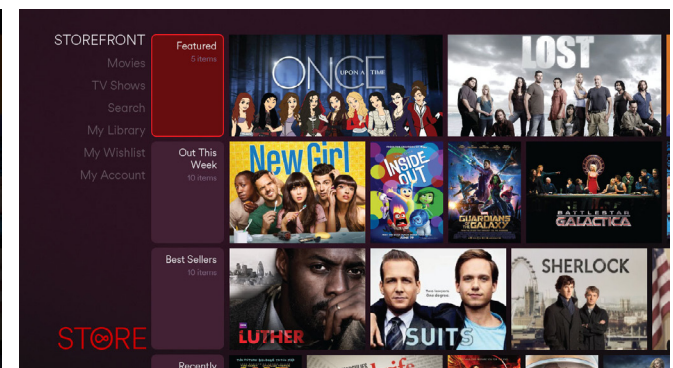
## Journey 2: Relaunch after a previously successful sign in



1. App launch. Sign in isn't necessary again but the user must answer a PIN challenge. User begins to enter their PIN using the NUMBER buttons on their remote.

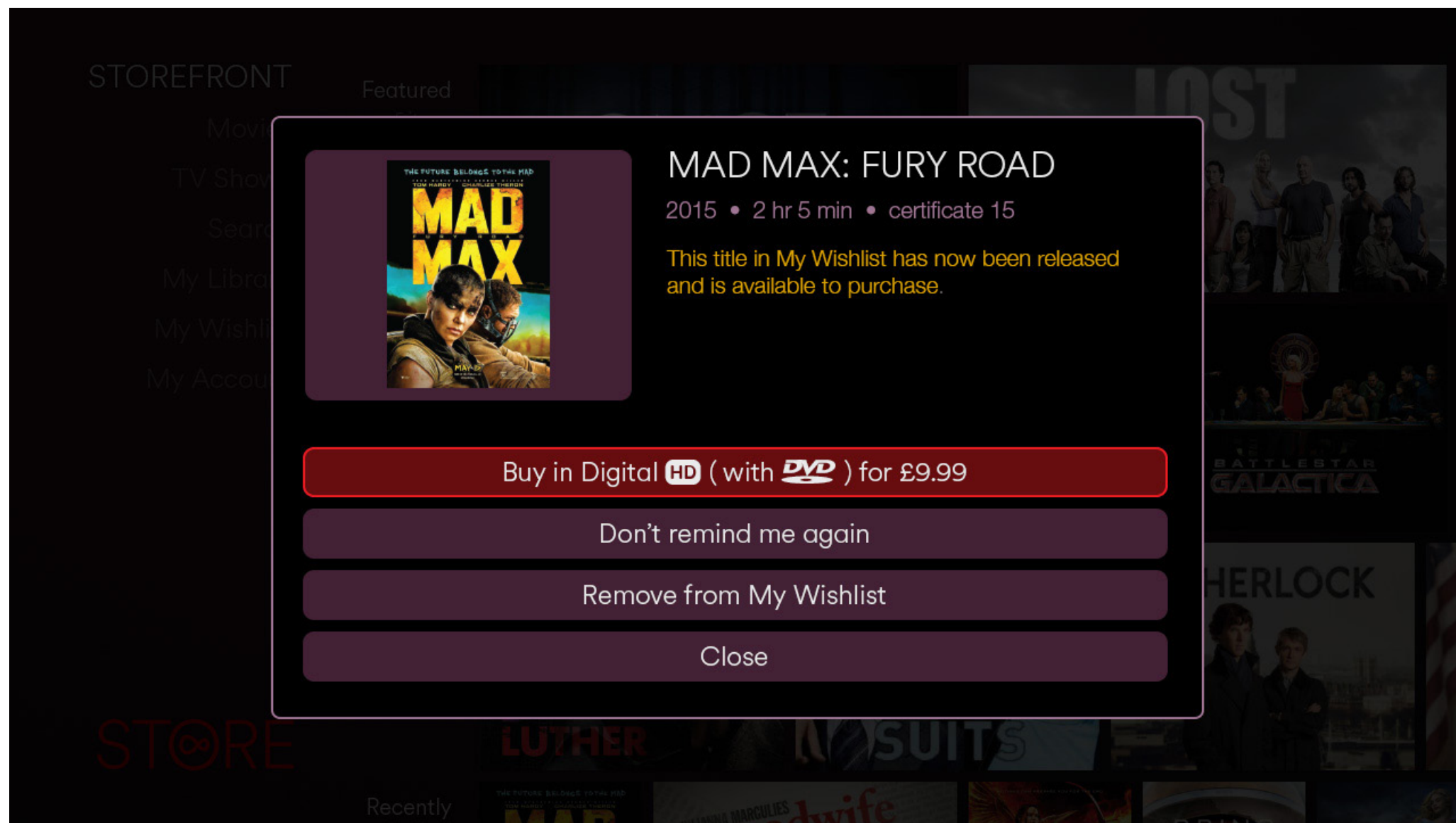


2. Full PIN entered. The user may choose to turn off the PIN challenge by pressing OK on the bottom item (this function is mirrored in the 'Parental Control' section in 'My Account')



3. OK pressed. The PIN was valid. Storefront is now fully visible. If the user turned off the PIN this is the first screen they would see upon the next launch.

## Pre-order Notice



The screenshot shows a dark-themed TV app interface. In the background, there are navigation options like 'STOREFRONT', 'Featured', 'Movies', 'TV Shows', 'Search', 'My Library', 'My Wishlist', and 'My Account'. A central modal window displays a notification for 'MAD MAX: FURY ROAD'. The notification includes a movie poster, the title, release year (2015), duration (2 hr 5 min), and certificate (15). A yellow text message states: 'This title in My Wishlist has now been released and is available to purchase.' Below this are four buttons: 'Buy in Digital HD (with DVD) for £9.99', 'Don't remind me again', 'Remove from My Wishlist', and 'Close'. The background also shows other content like 'LOST', 'BATTLESTAR GALACTICA', 'HERLOCK', 'LUTHER', 'SUITS', and 'MAD'.

STOREFRONT

Featured

Movies

TV Shows

Search

My Library

My Wishlist

My Account

THE FUTURE BELONGS TO THE MAD

**MAD MAX**

**MAD MAX: FURY ROAD**

2015 • 2 hr 5 min • certificate 15

This title in My Wishlist has now been released and is available to purchase.

Buy in Digital **HD** (with **DVD**) for £9.99

Don't remind me again

Remove from My Wishlist

Close

STORE

Recently

LUTHER

SUITS

MAD

MARQUESS

wife

HERLOCK

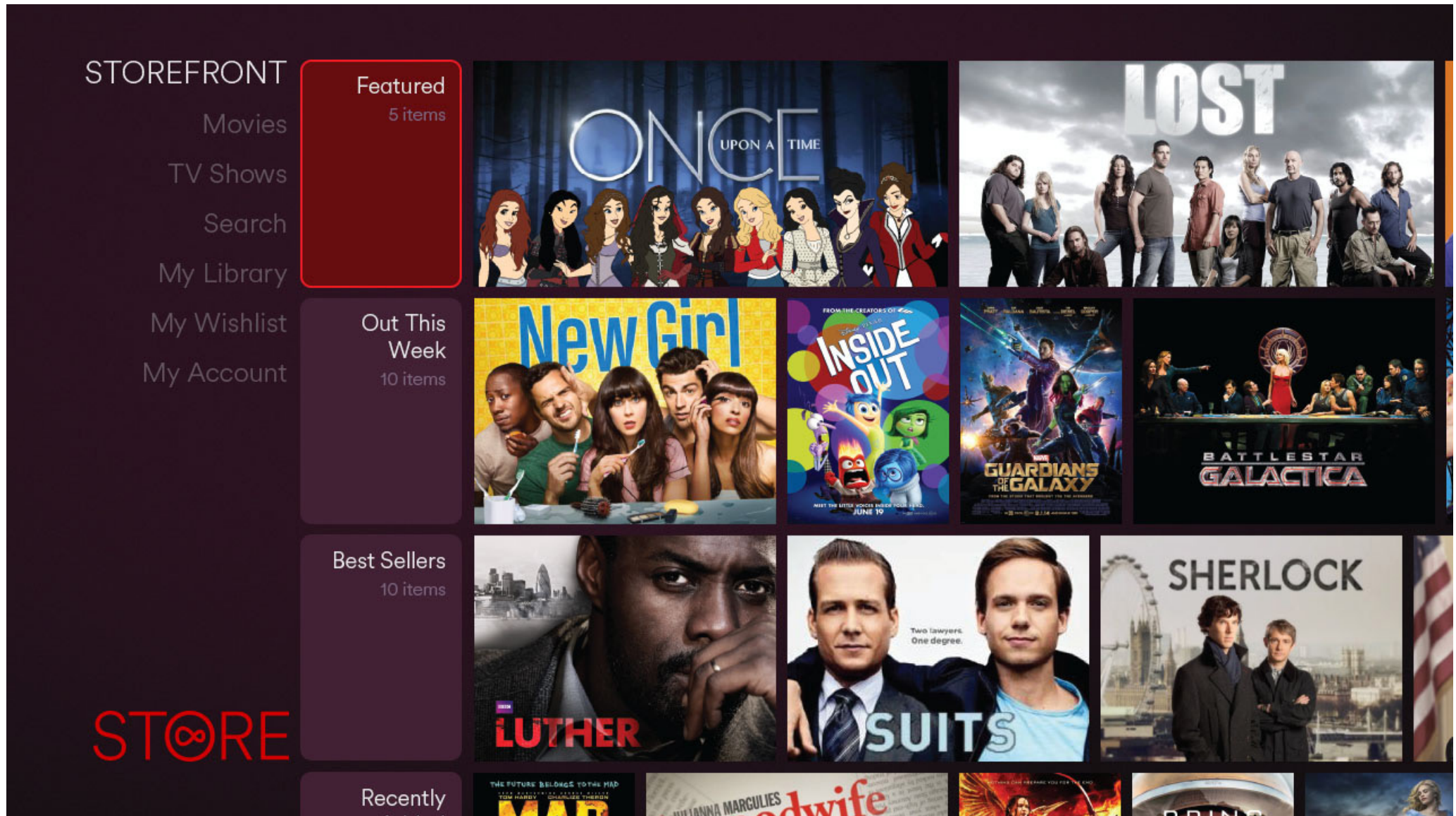
BATTLESTAR GALACTICA

LOST

If a pre-order is due the user will get a notice in the app at launch (after the PIN Challenge or Sign In Form). See more details in the Purchase Process section.

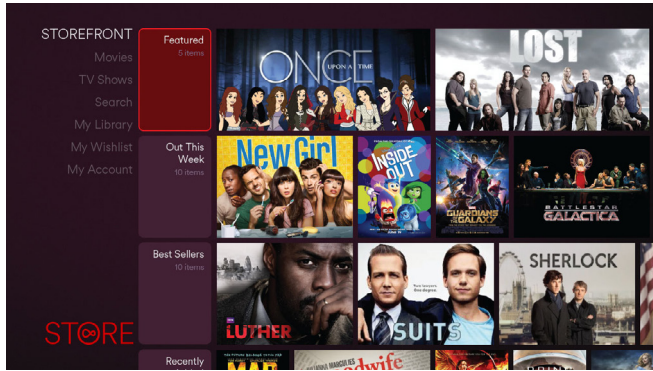
# Main Screens

Storefront Screen

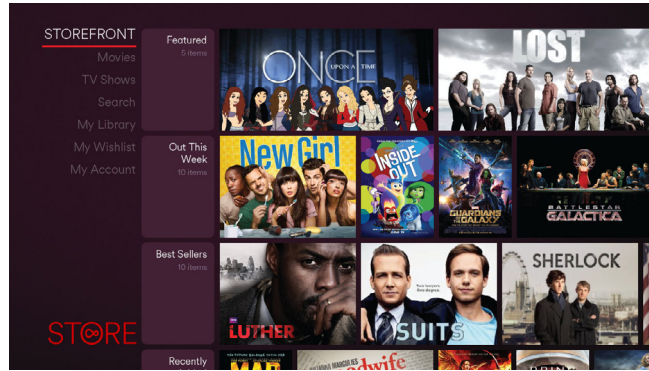


On the left is the Main Menu (with the 'Storefront' item active), in the middle is the Category Selector (shown above in focus) and the remaining is the Content Grid (filled with Category Carousels). The Main Menu does not scroll. The focus can rove up and down on Main Menu Zone and Category Selector Zone but the focus cannot be moved on to the tiles (on this screen, at least). At minimum each carousel should fill the Storefront Screen: movie only carousels will have at least 7 items, TV only 4, Genre 5, and Featured 3 (since each of the 4 types of tiles have different proportions). Carousels generally won't have more than 20 items, and the total of each carousel should be able to be set manually by an editor. Carousels like 'Best Sellers' and 'Recently Added' will be populated automatically ('Best Sellers' is based on sales numbers in EST). See 'Edit-DBR' in '1008410 EST DBR V1.0 Baselined.xlsx' for more details about the requirements for these categories. The categories are "soft" and adjustable in the content management system, therefore **the names shown in the Category Selector Zone are not necessarily the final ones.**

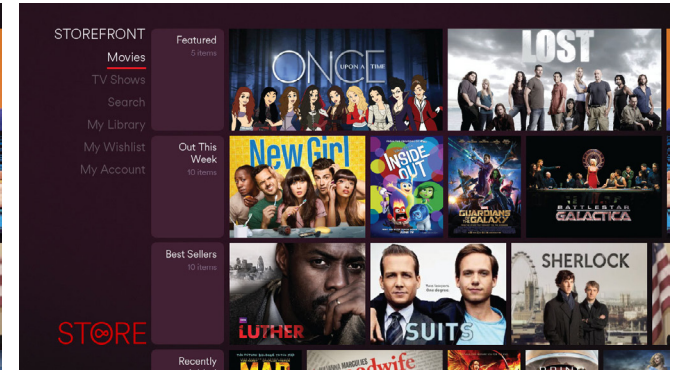
### Journey 3: Navigating the Storefront Screen



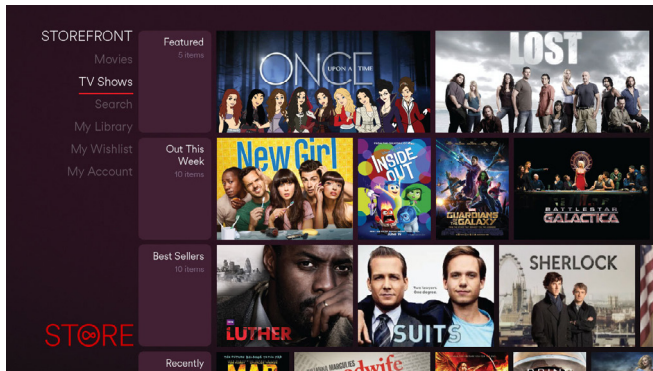
1. On the left is the Main Menu (with the 'Storefront' item active), to the right is the Category Selector (in focus) and the remaining is the Content Grid.



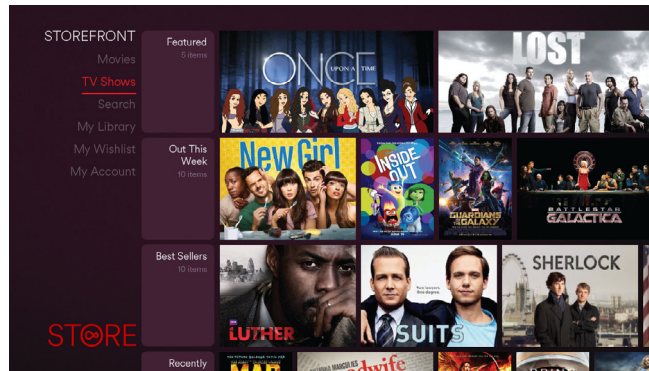
2. LEFT pressed, putting 'Storefront' in focus.



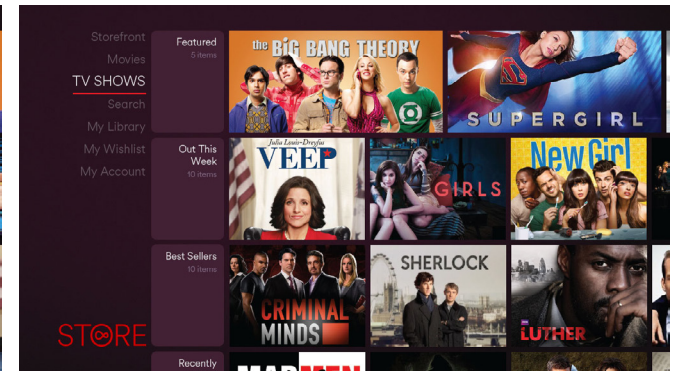
3. DOWN pressed.



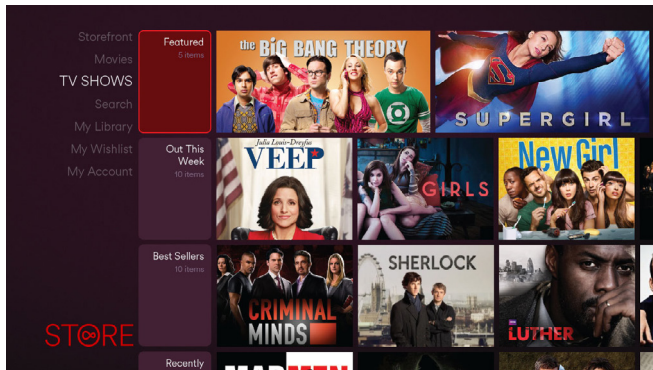
4. DOWN pressed again.



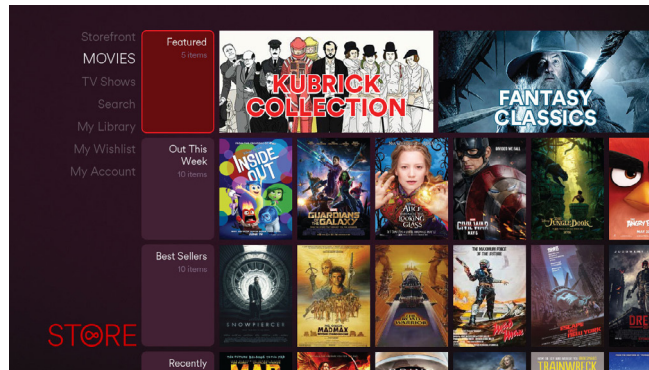
5. OK pressed. 'TV Shows' immediately and briefly displays an activated state to let the user know the app has received the button press.



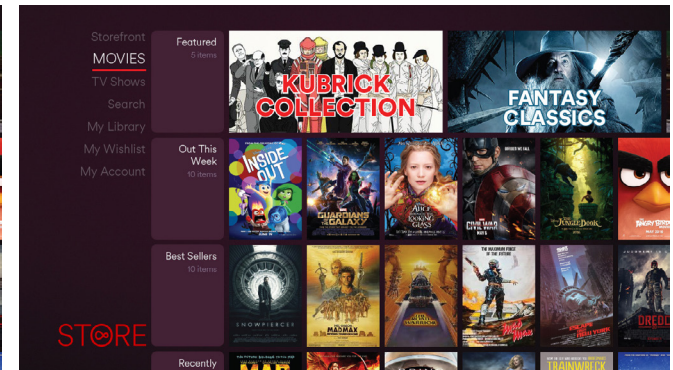
6. 'TV Shows' area loads. This contains mostly 4:3 TV tiles.



7. RIGHT pressed. Focus moves back to Category Selectors.



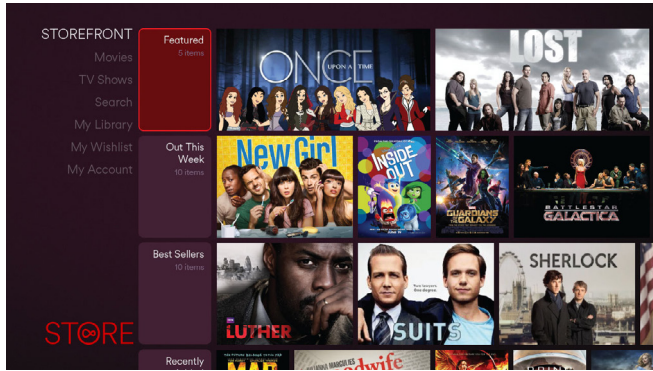
8. User loads the Movies area (LEFT, UP, OK, then RIGHT pressed). This contains mostly 2:3 movie tiles.



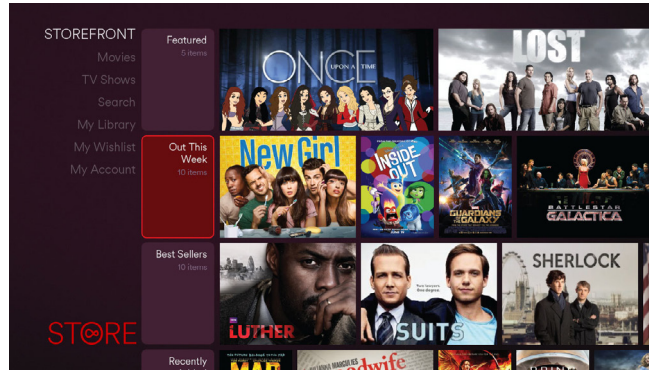
9. LEFT pressed.



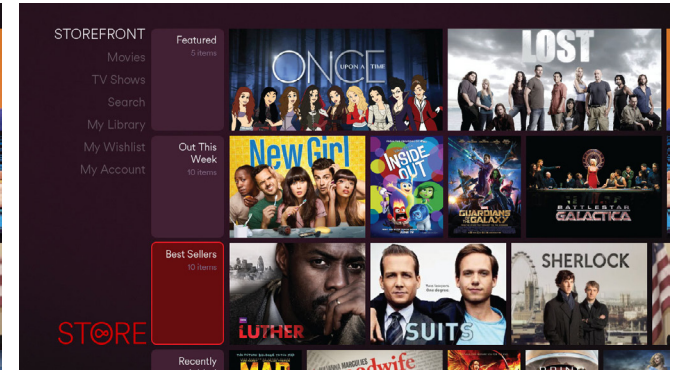
### Journey 3: Navigating the Storefront Screen



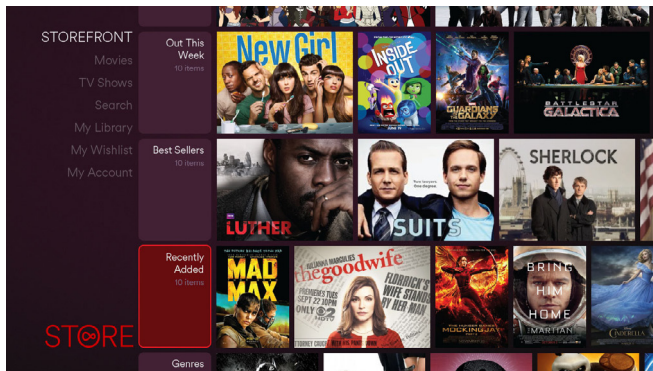
10. User returns to Storefront area (UP, OK, then RIGHT pressed).



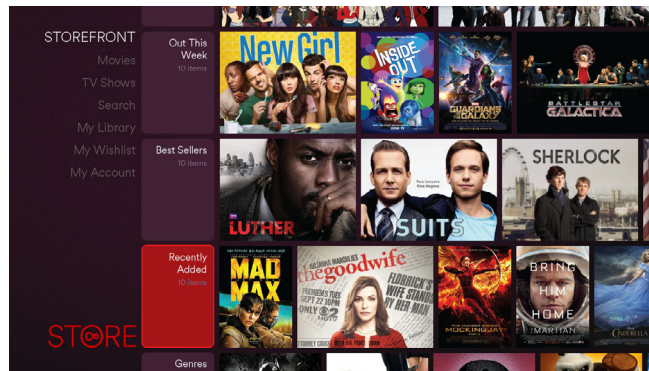
11. DOWN pressed.



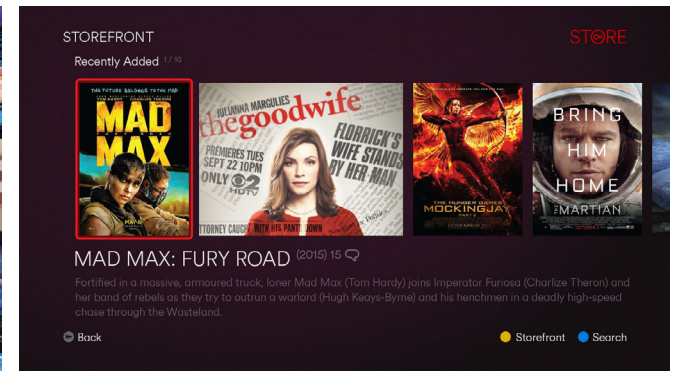
12. DOWN pressed.



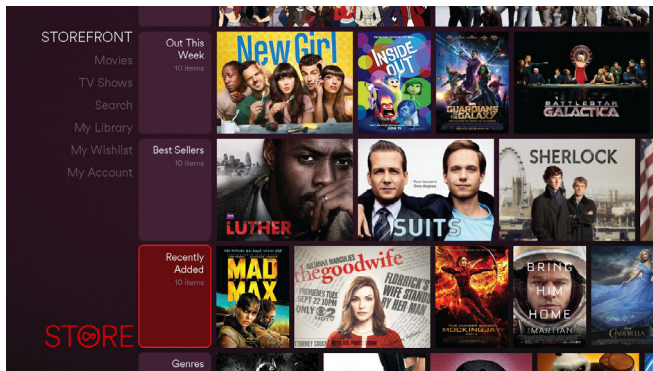
13. DOWN pressed.



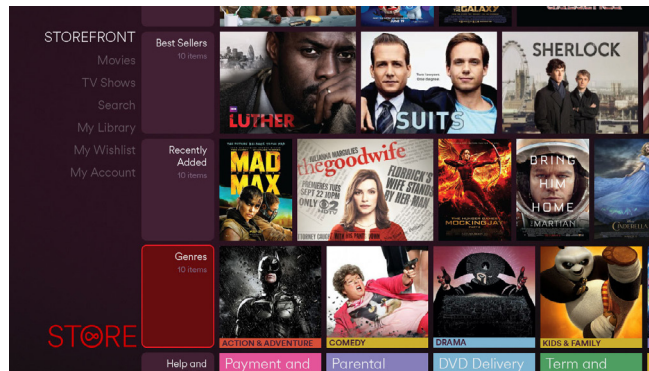
14. OK pressed. Focus briefly and immediately displays activated state.



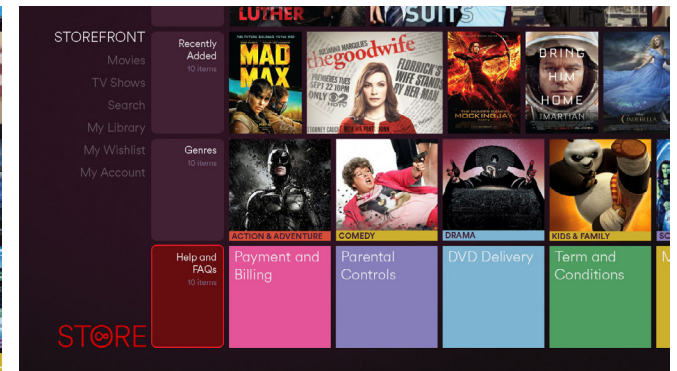
15. OK (or RIGHT) pressed. Expanded Carousel Screen.



16. LEFT (or SKIP BACK) pressed.

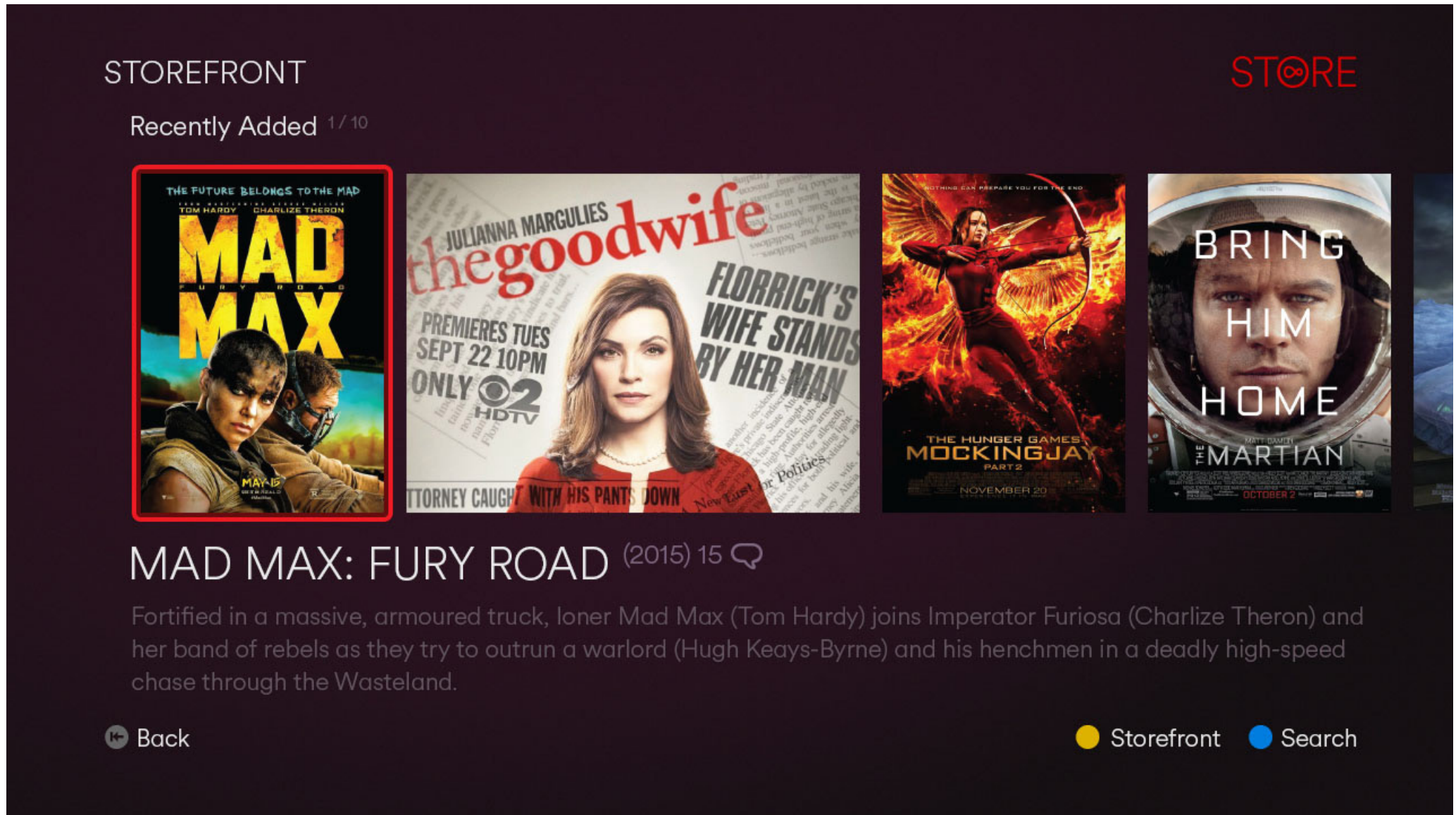


17. DOWN pressed.



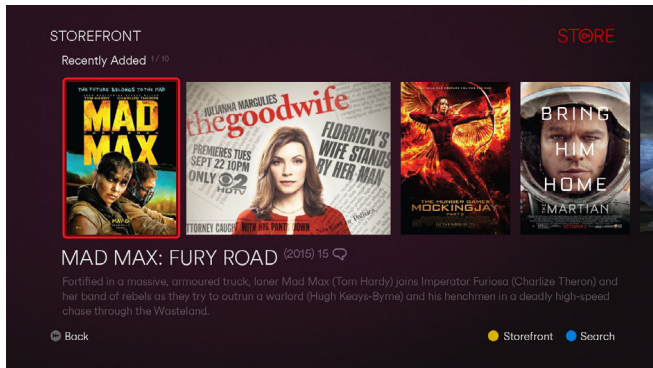
18. DOWN pressed.

## Expanded Carousel Screen

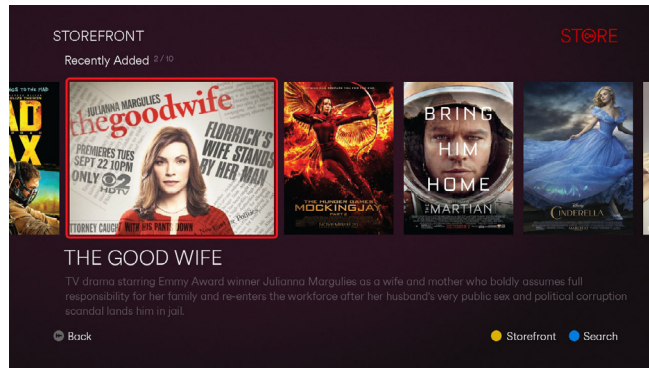


The top row is the Mini Selector (the header and subheader rows), below that is the Carousel (shown above in focus), then the Description and at the bottom is the Navigation. The Mini Selector Zone represents the catalogue hierarchy and should always be populated (in this above 'Storefront' is the parent and 'Recently Added' is the child in the directory). One of the subheader items is always indicated as 'active' (the example above only has one item in the subheader row, 'Recently Added'). Selecting and pressing OK on the current active subheader item (this example, 'Recently Added') will reset the carousel to the first position. The subheader items display the total number of items within the associated carousel, and the active subheader item indicates the carousel tile in focus (eg. 1/10, 2/10, 3/10...). The focus on the Mini Selector and Carousel sticks to the left-hand side of the screen (does not roam left and right) except when navigating to the end of the Carousel when the Carousel sticks to the right-hand side of the screen. Default focus is on first item in the Carousel. The movie year in the Description should always be displayed in parentheses after the title (so that movies with the same title can be differentiated). The Navigation can be selected using the ARROWS and throughout the app always has 3 items: Back, Storefront, and Search (save when the user is on the Search Screen, then 'Search' is omitted since it links to itself).

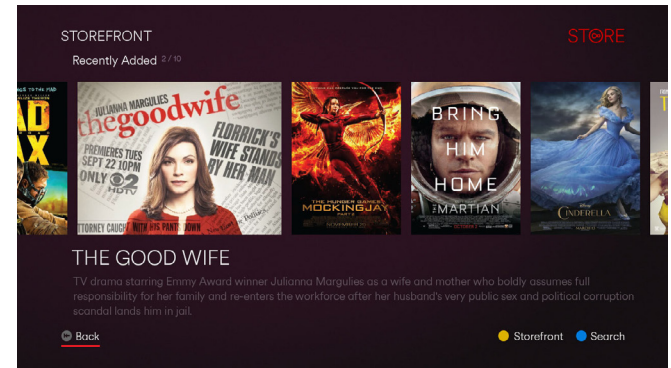
## Journey 4: Navigating the Expanded Carousel Screen



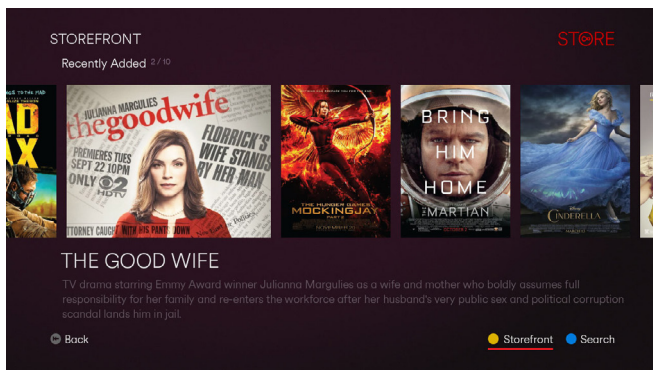
1. Screen loads, initial focus is on the first item in the carousel.



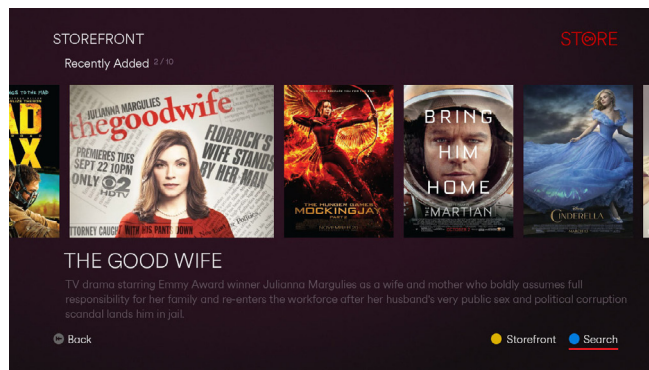
2. RIGHT pressed. Focus stays left-aligned.



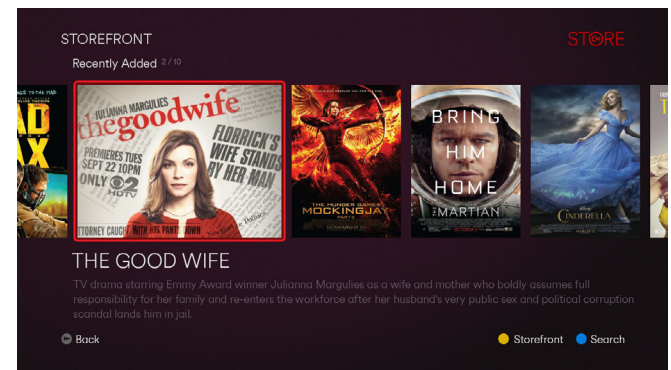
3. DOWN pressed, 'Back' button is focus. User can press OK to return to previous screen or press the SKIP BACK shortcut (regardless of where the focus is).



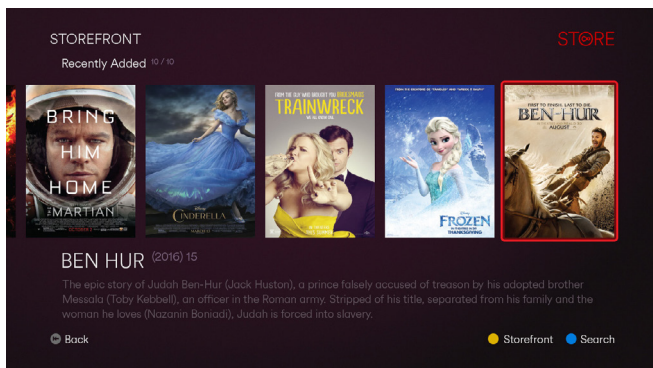
4. RIGHT pressed.



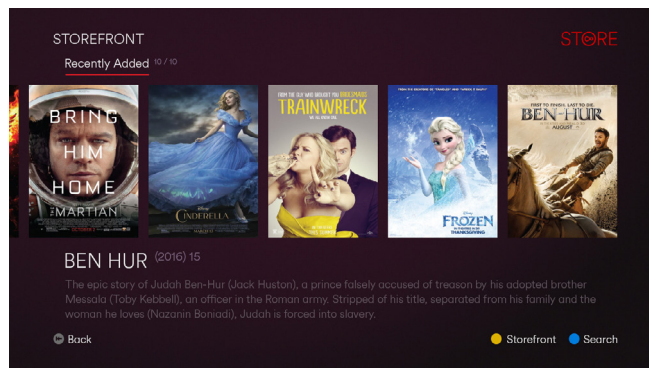
5. RIGHT pressed.



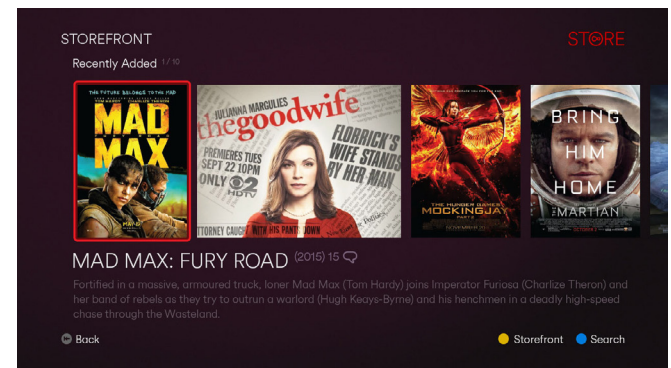
6. UP pressed.



7. RIGHT pressed repeatedly. When last item in the Carousel is near the right-hand side of the screen the carousel snaps into place and the focus is able to roam left and right.



8. UP pressed.




9. OK pressed. Carousel resets to first position.

## Movie Synopsis Screen

MAD MAX: FURY ROAD (2015) 15 

STORE

Synopsis Related Titles <sup>10</sup> Also Stars In <sup>5</sup>

Fortified in a massive, armoured truck, loner Mad Max (Tom Hardy) joins Imperator Furiosa (Charlize Theron) and her band of rebels as they try to outrun a warlord (Hugh Keays-Byrne) and his henchmen in a deadly high-speed chase through the Wasteland. (  Subtitles)

GENRES: Action, Adventure, Sci-Fi

DIRECTOR: George Miller




CAST: Tom Hardy, Charlize Theron, Nicholas Hoult

DURATION: 2 hr 5 min

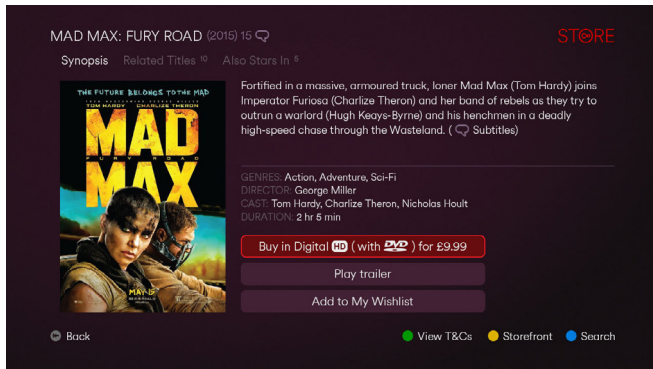
Buy in Digital  ( with  ) for £9.99

Play trailer

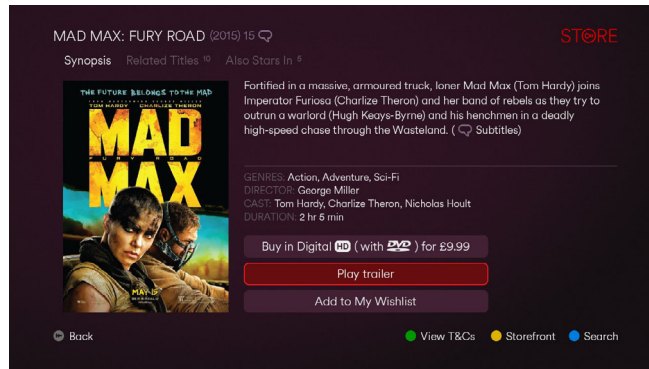
Add to My Wishlist

 Back View T&Cs Storefront Search

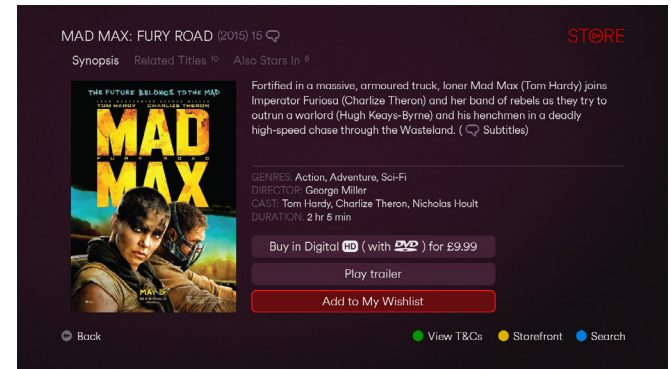
## Journey 5: Exploring the Movie Synopsis Screen



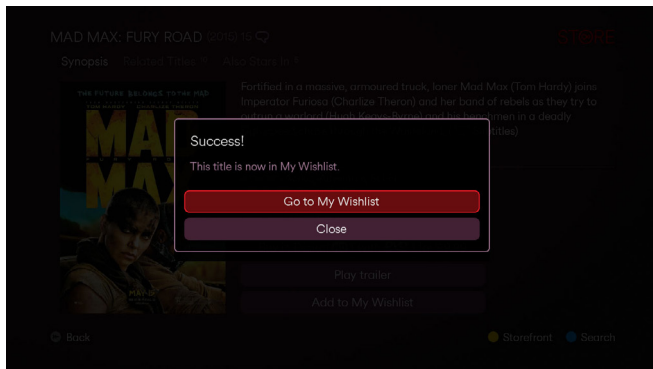
1. Initial focus is on the Buy Button. An OK press would trigger the Purchase Process (explained below). A GREEN press would take the user to the Help Screen showing the T&Cs.



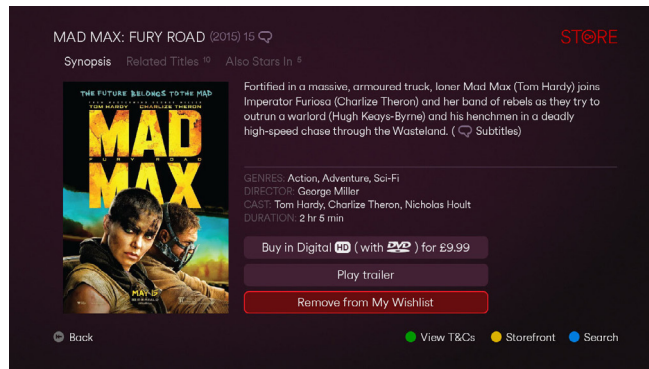
2. DOWN pressed. An OK press would trigger the Video Player Screen and the trailer would play. When the trailer is finished the user would be returned to this launch point.



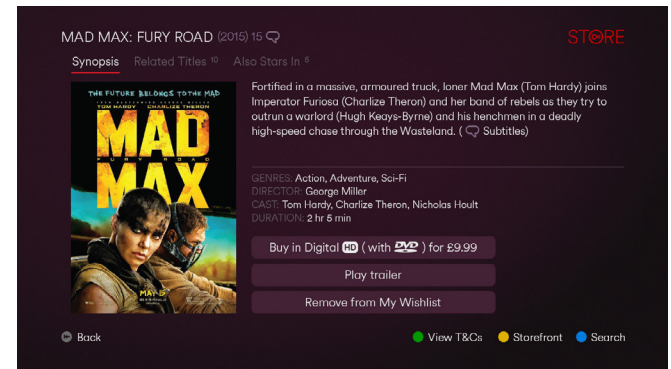
3. DOWN pressed.



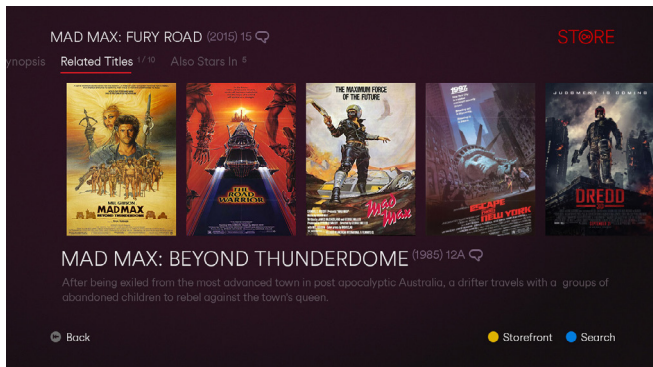
4. OK pressed. The title has been added to the Wishlist.



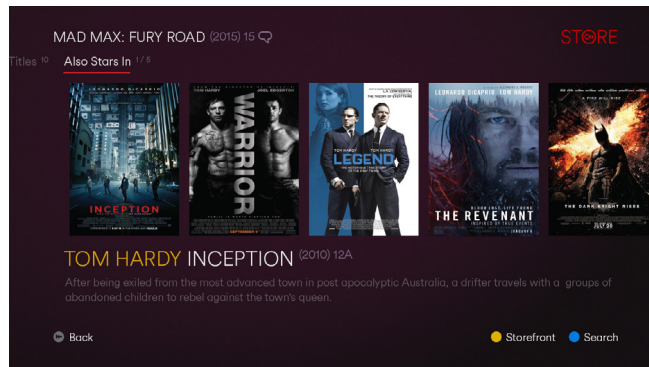
5. DOWN and OK pressed ('Close'). Note the Wishlist Button has changed its state.



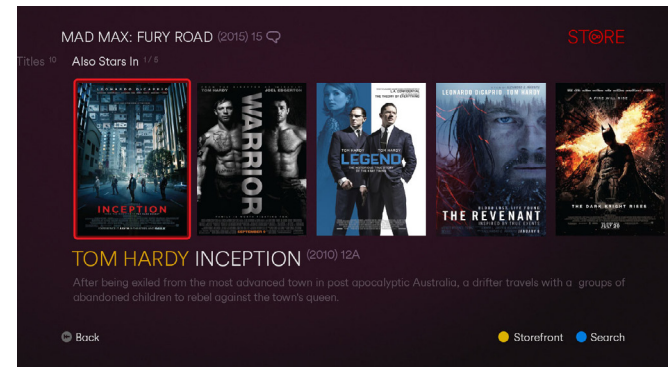
6. UP pressed 3 times.



7. RIGHT pressed. Note change in the Carousel item numbers when a Carousel is active.



8. RIGHT pressed again. Note the principal actor name in yellow. Long names will be truncated with an ellipsis.



9. DOWN pressed.

## TV Synopsis Screen

THE GOOD WIFE

Series <sup>1/7</sup> Related Titles <sup>10</sup> Also Stars In <sup>5</sup>

**SERIES SEVEN** **SERIES SIX** **SERIES FIVE**

Buy series in Digital **HD** for £15.99

Play trailer

Add this show to My Wishlist

**SERIES SEVEN** (2013) 15

In the 7th season of The Good Wife, Alicia is presented with several interesting options: run for State's Attorney, or lure Diane to her new firm and continue to fight cases in the cutthroat...

Back Full synopsis View T&Cs Storefront Search

Series Level. Series are shown in reverse order, from highest number to lowest. Note the series numbers are spelled out in alphabetic characters. A TV series may or may not have a trailer button (see example on next page).

THE GOOD WIFE

Series Seven <sup>22</sup> Series Six <sup>1/22</sup> Series Five <sup>22</sup> Series Four <sup>22</sup> Series Three <sup>22</sup> Series Two <sup>22</sup> Series One <sup>22</sup>

**EPISODE 1** **EPISODE 2** **EPISODE 3**

Buy episode in Digital **HD** for £3.99

Buy series in Digital **HD** for £12.49

Add this show to My Wishlist

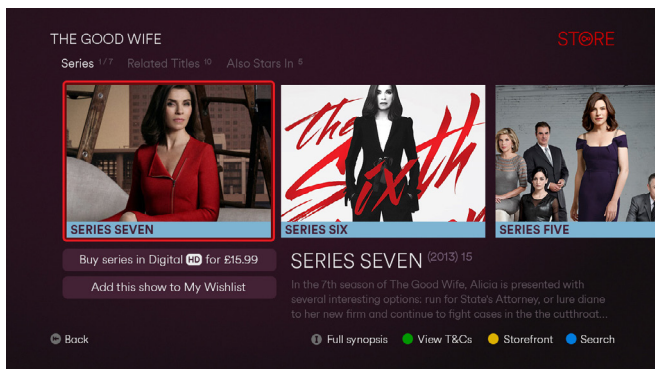
**"THE LINE"** (2014) 15

Diane is planning to 'retire' from her firm to join Florrick Agos, but everything is put on hold when Cary is arrested on serious drug charges. Meanwhile, Eli plots to launch Alicia as a candidate fo...

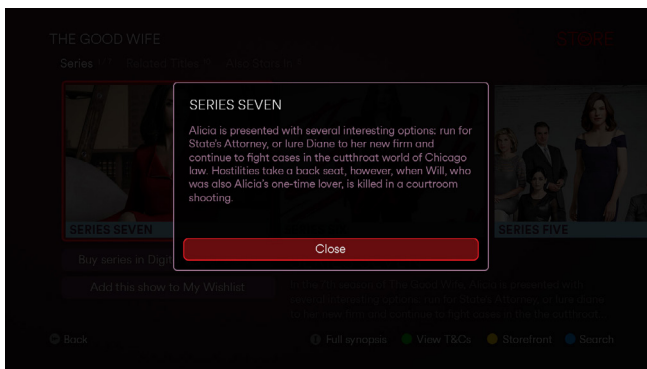
Back Full synopsis View T&Cs Storefront Search

Episode Level. Episodes are shown lowest to highest. Note that only a TV show can be added to the Wishlist, not individual episodes or series. Episodes may also have trailer buttons, in which case the 'Buy series' button is replaced with a trailer button (see example on next page).

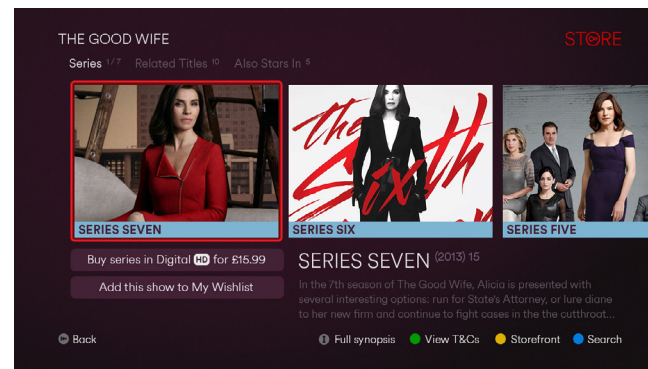
## Journey 6: Exploring the TV Synopsis Screen



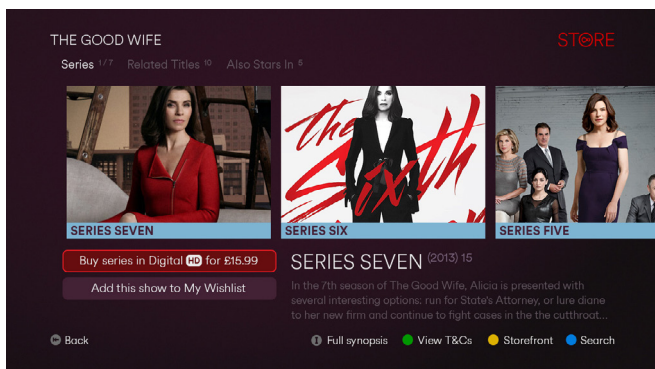
1. Initial focus is on the Carousel.



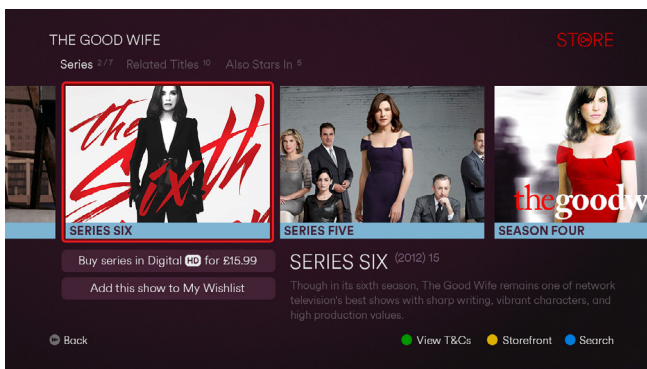
2. INFO pressed. Since there is an overflow on the synopsis the full text can be read in a pop-up.



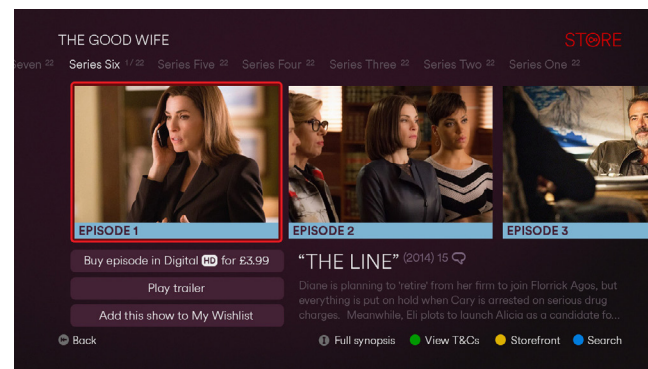
3. OK pressed.



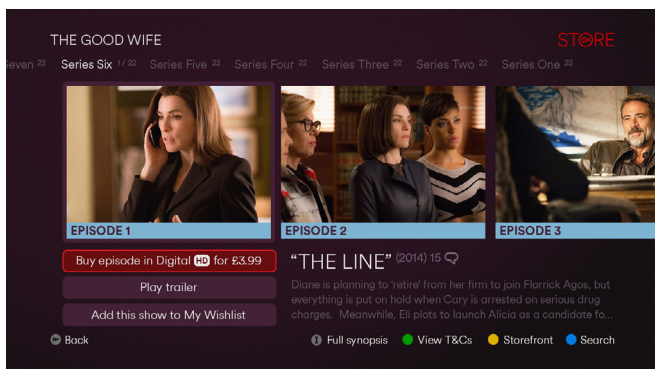
4. DOWN pressed. An OK press would trigger the Purchase Process (explained below).



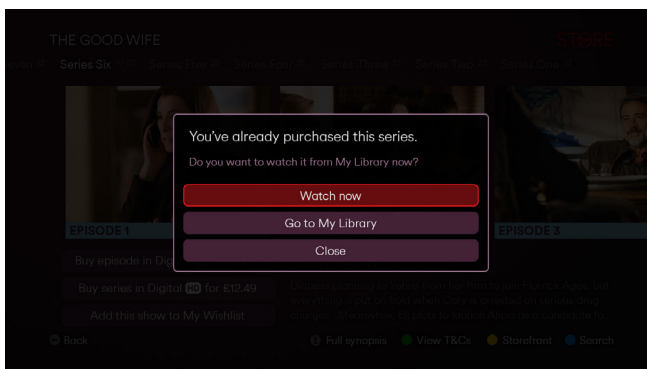
5. UP and RIGHT pressed. Since there is no overflow in the synopsis there is no 'Full synopsis' button on the Navigation along the bottom.



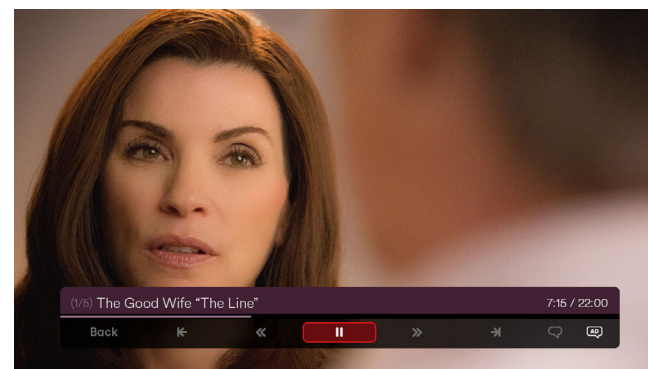
6. OK pressed, loading the episode level for the series. Note that this episode has a trailer.



7. DOWN pressed.

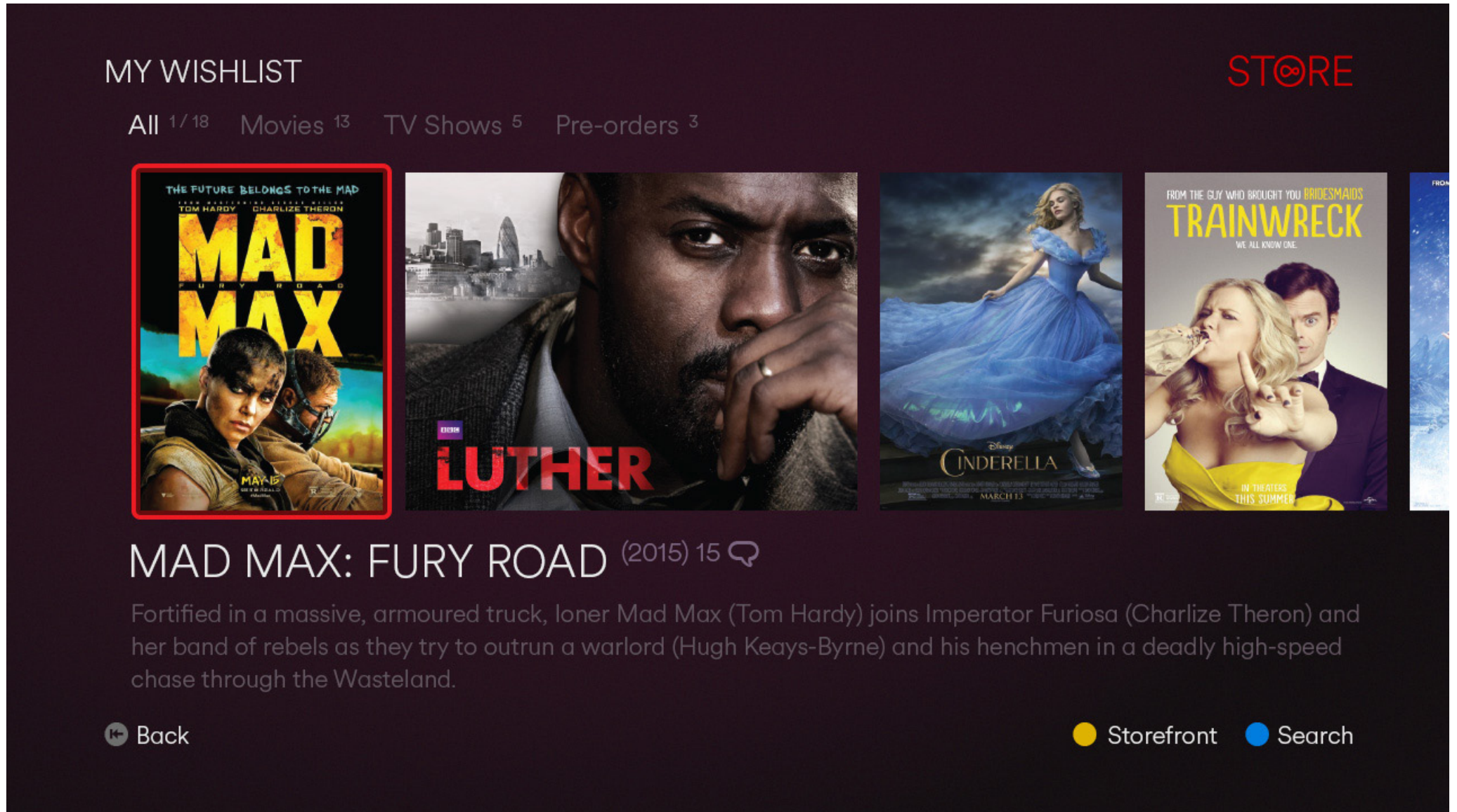


8. OK pressed. An entitlement check has been made and it turns out the user has already purchased the whole series.



9. OK pressed. Series playlist is triggered.

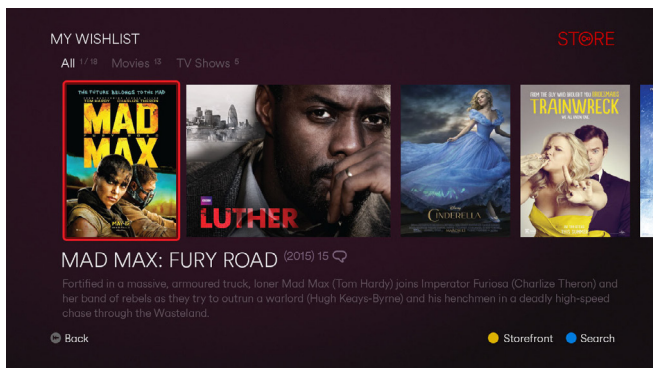
## My Wishlist Screen



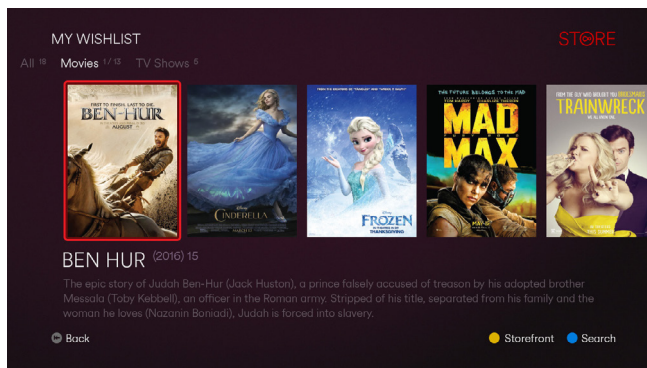
The carousels have different sorting orders. The 'All' and 'Pre-orders' carousels have the most recently added first, while the 'Movies' and 'TV Shows' carousels are sorted A-Z. The 'Pre-orders' Carousel will be hidden if there are no pre-orders (example shown on the next page). The screen has shortcut controls for faster navigation: CHANNEL UP and CHANNEL DOWN to page a screen of tiles at a time, and the NUMBER buttons can be used to type letters allowing them to jump the first asset that starts with that letter (or most adjacent in the alphabet).



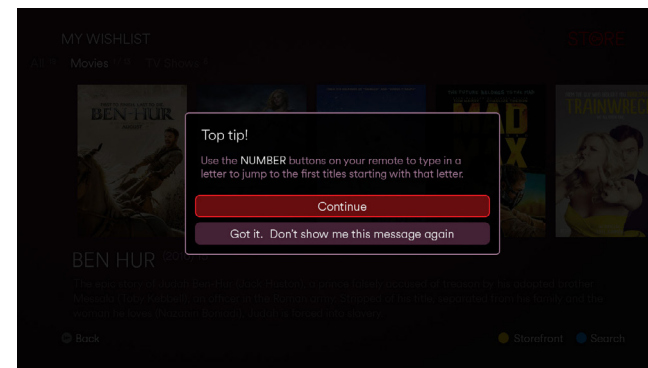
## Journey 7: Exploring the My Wishlist Screen



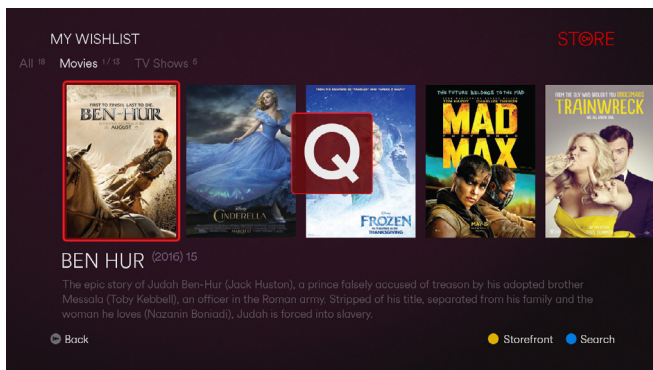
1. Initial focus is on the first item in the 'All' Carousel. Titles are shown on this carousel with most recent first.



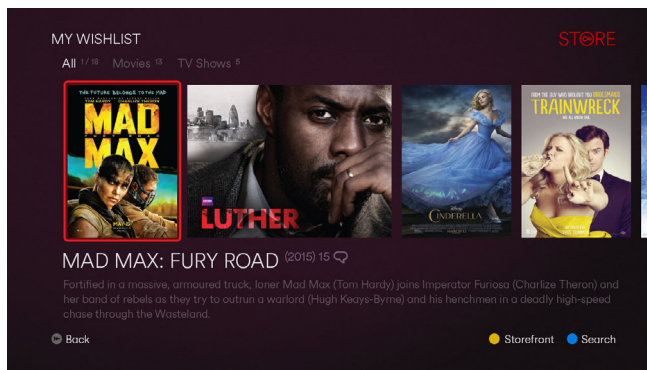
2. UP, RIGHT, and then DOWN pressed. Titles are shown here in alphabetical order.



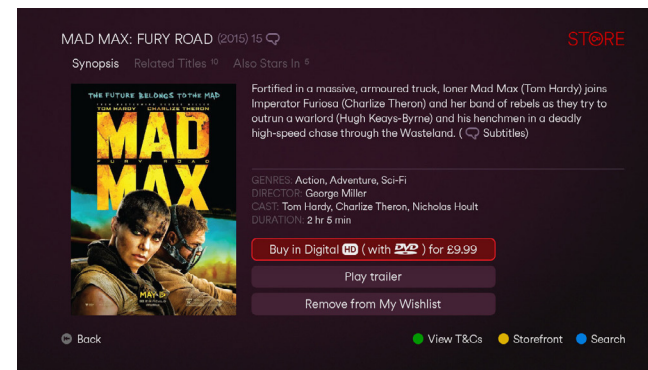
3. When any carousel length gets over 30 items the user will be presented with a tool tip on how to use shortcuts to jump to items more quickly. There is also an option to dismiss this tooltip forever.



4. When the user presses a NUMBER button a letter is typed on the screen (using the same rules and delay times as multi-tap typing). The carousel will jump to the item starting with that letter and the on-screen letter will disappear.

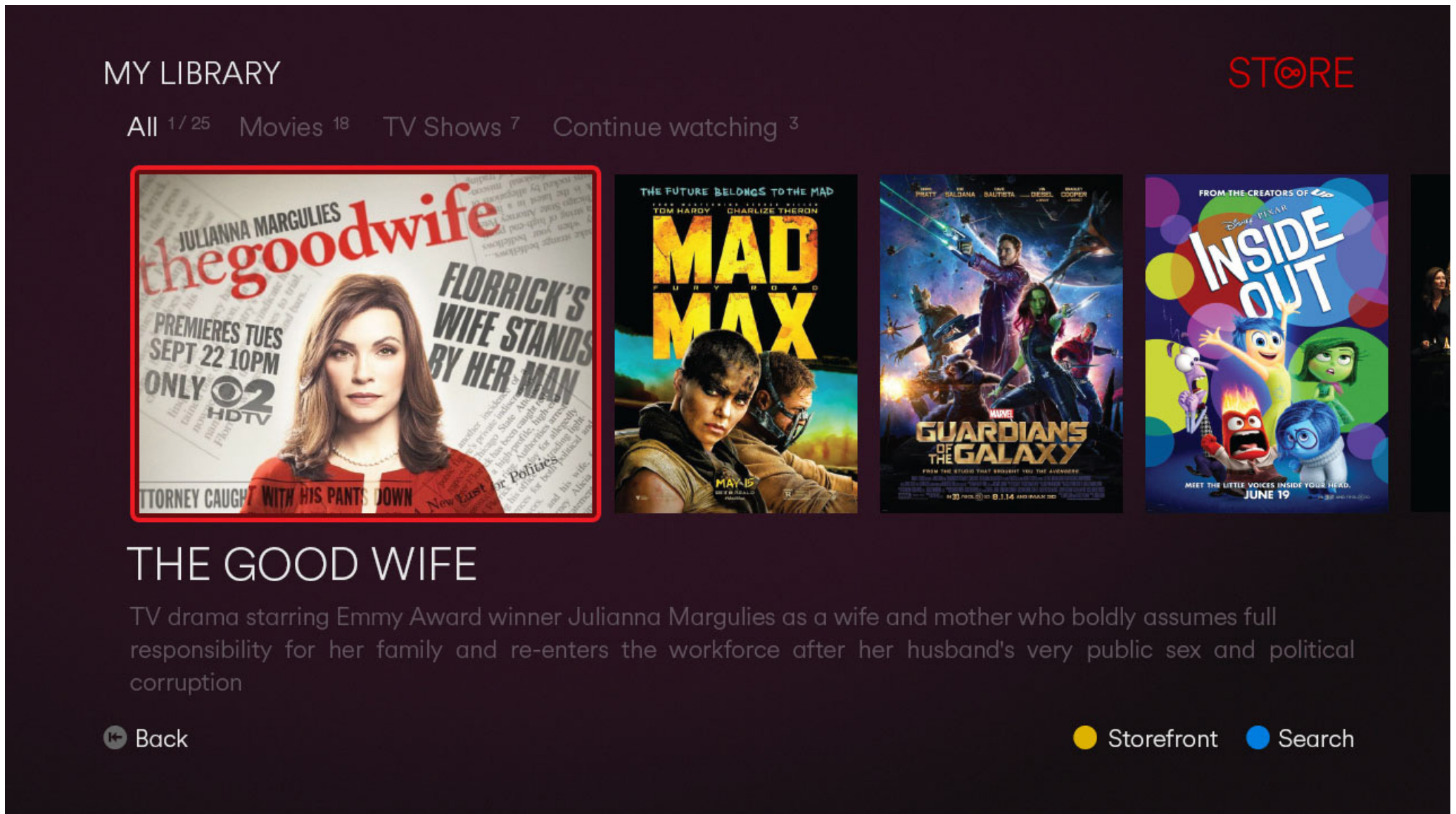


5. User navigates back to 'All' Carousel.



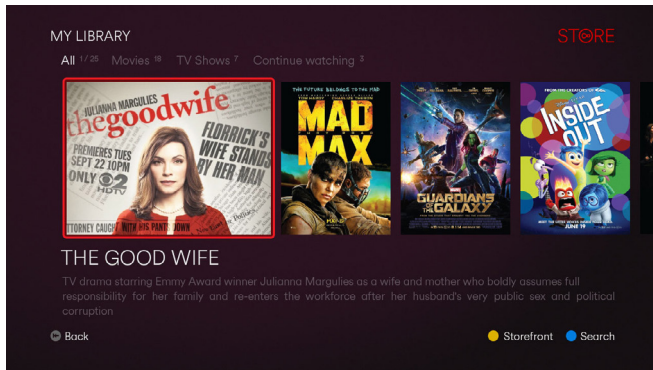
6. OK pressed. Movie Synopsis loads. Note the option to remove from the Wishlist.

## My Library Screen

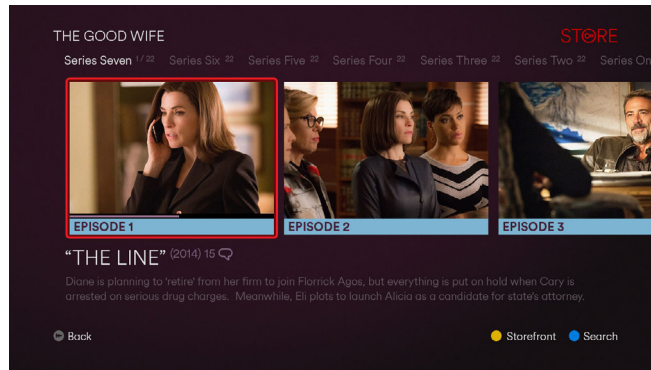


Very similar to the My Wishlist Screen but with a 'Continue watching' carousel. The same shortcut controls apply.

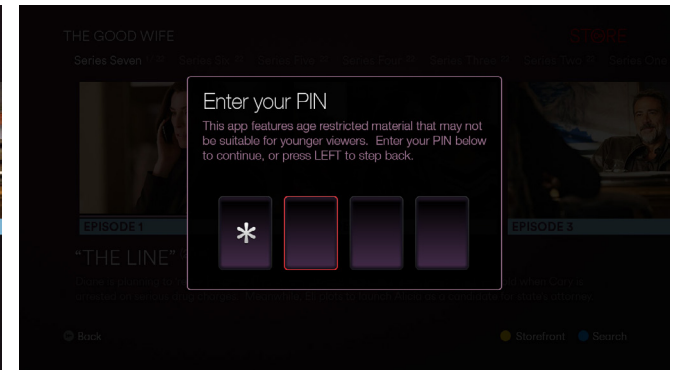
## Journey 8: Exploring the My Library Screen



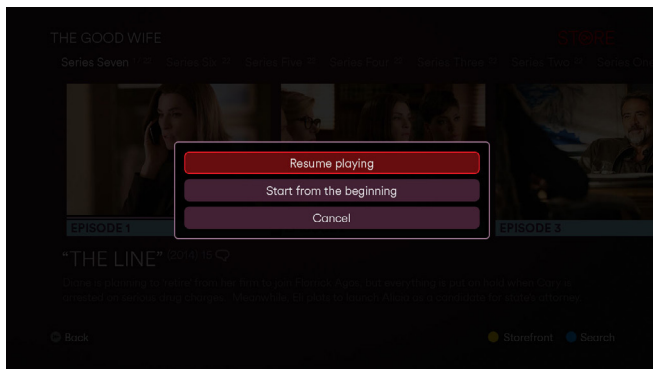
1. Initial focus is on the first item in the 'All' Carousel. In this case it's a TV show.



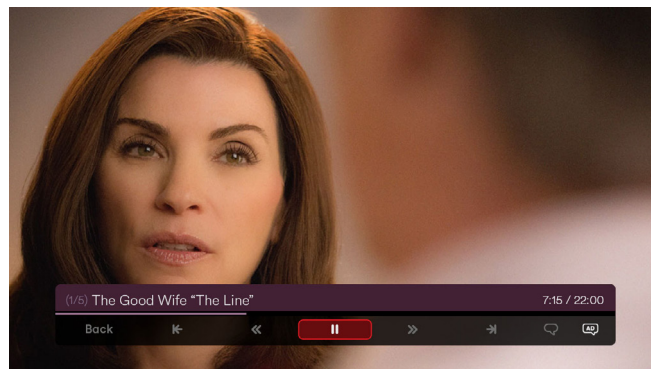
2. OK pressed. A progress bar appears on partially watched episodes.



3. OK pressed. If the user has gone into My Account Settings and turned the playback PIN on they will see this PIN challenge at this point in the journey.

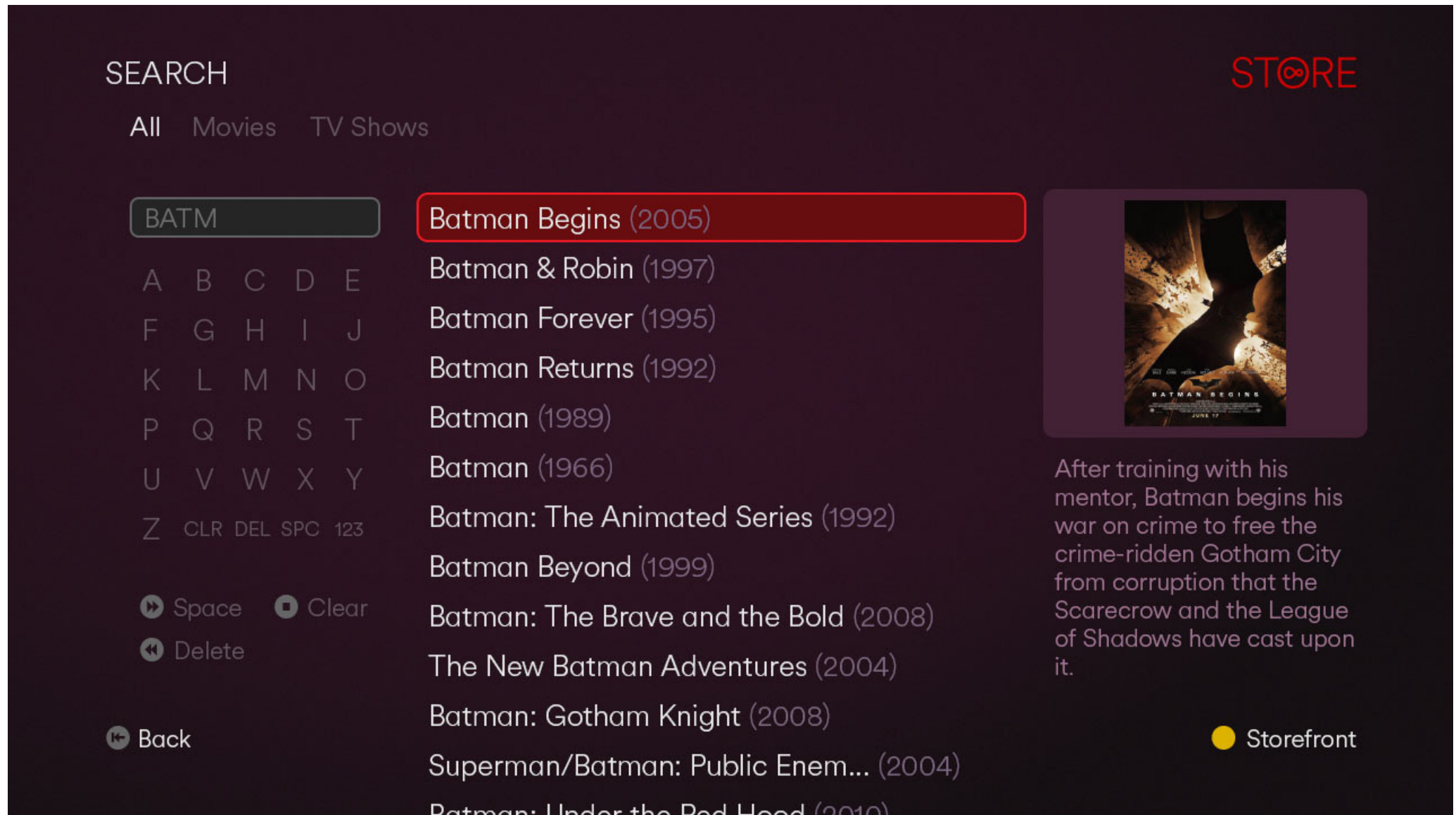


4. Valid PIN entered. If the show has been partially watched the user will be prompted as above.



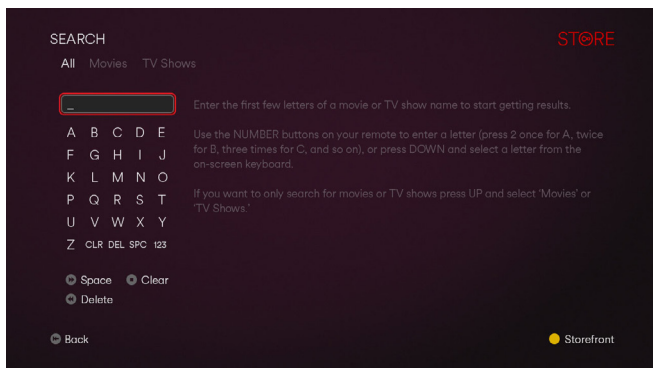
5. OK pressed. If user plays an episode in a series and other episodes are in My Library in the same series they should play in a playlist automatically.

## Search Screen

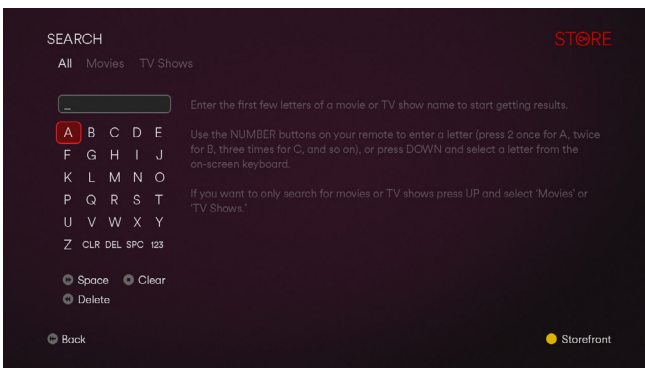


A Search Screen similar to the TiVo core version which VM customers are familiar with. A user may start the search with the 'Movies' or 'TV Shows' filter if they know what they are looking for.

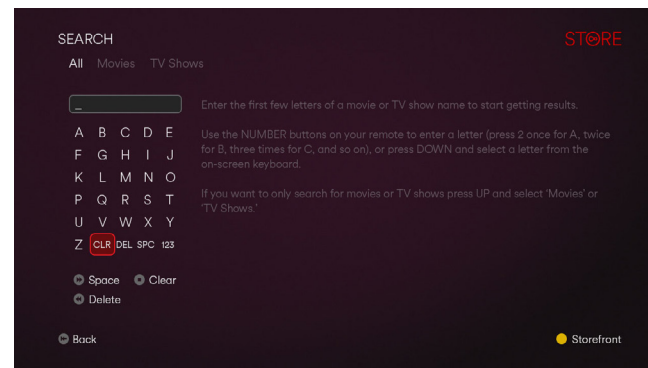
## Journey 9: Exploring the Search Screen



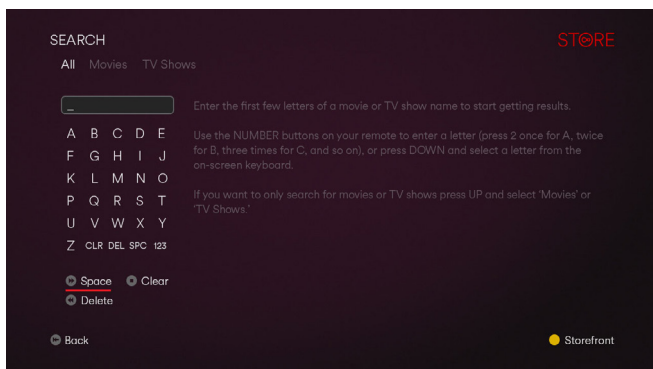
1. Initial state with the focus on the 'All' text field. User can type using the multimap method or use the on-screen keyboard. The on-screen instructions make this clear.



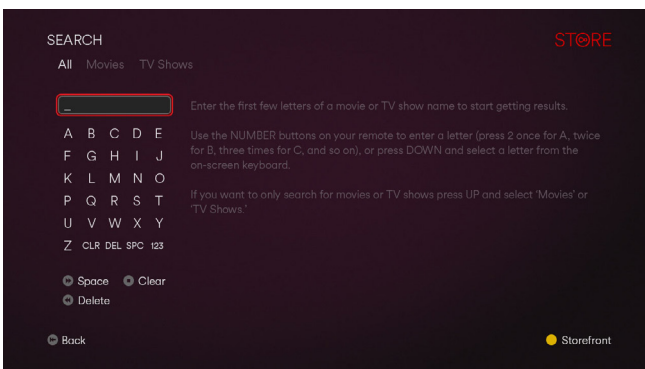
2. DOWN pressed. Focus moves to 'A' on on-screen keyboard.



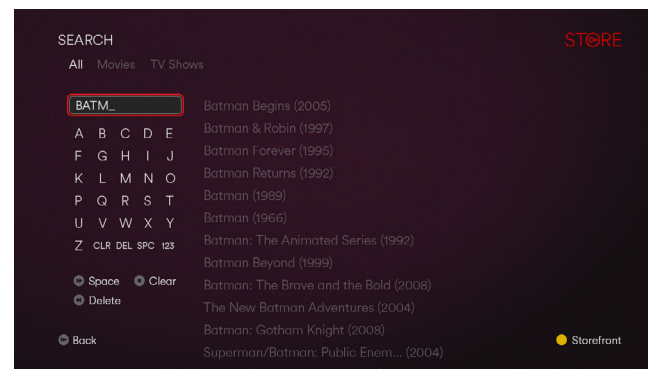
3. User navigates using the ARROWS to highlight 'CLR.'



4. DOWN pressed. 'Space' button is in focus. Pressing OK would type a space, as would the FFWD button on the remote regardless of where the focus is.



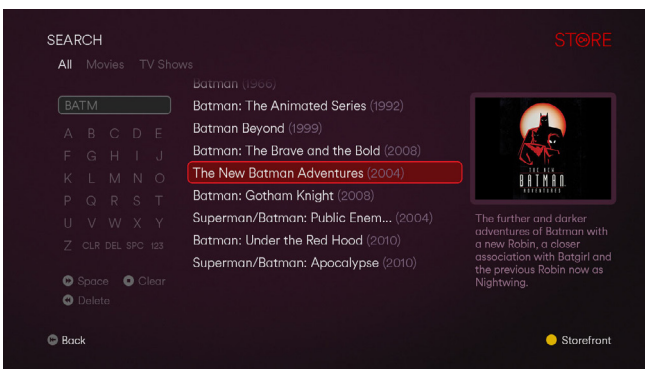
5. The user decides to use the faster multimap method to type and navigates back up to the text field.



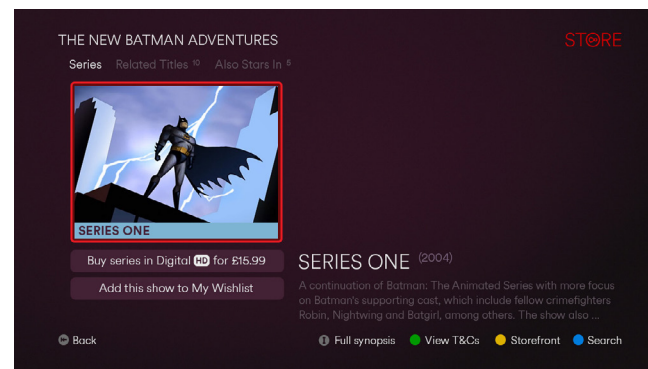
6. As the search string is typed results appear immediately to the right.



7. RIGHT pressed. First result is in focus, and leading underscore in the text field hides. A preview with artwork and synopsis appears at far right.

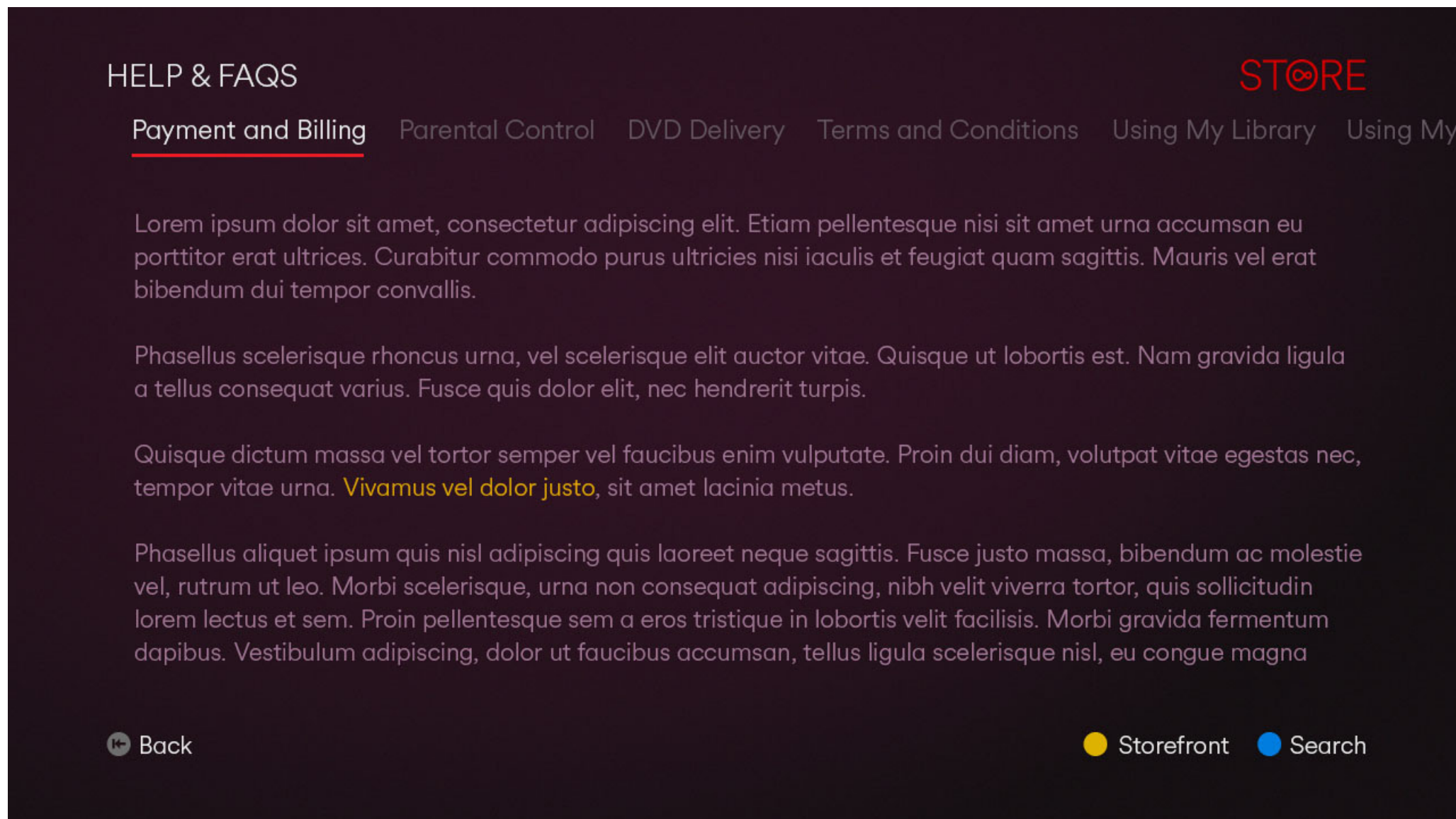


8. DOWN is pressed multiple times and the results list scrolls to the second page. This result happens to be a TV show.



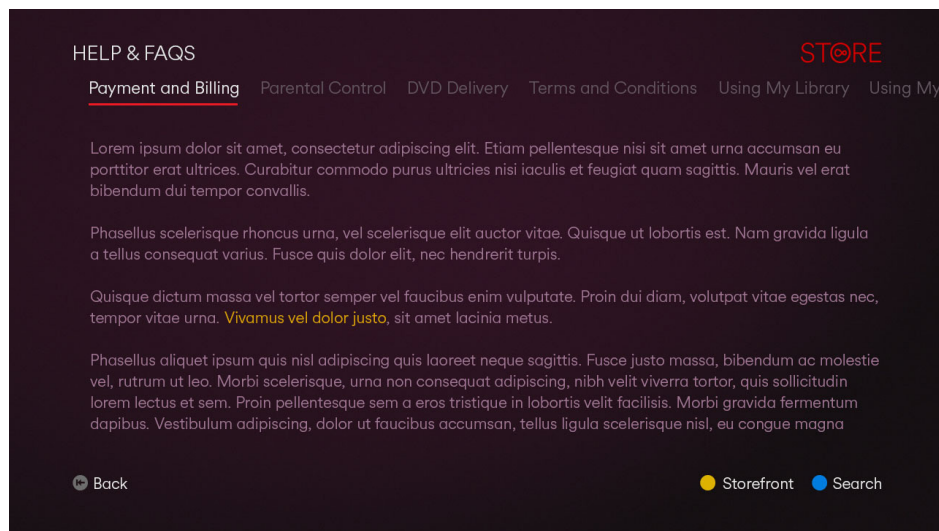
9. OK pressed. TV Synopsis Screen loads.

## Help Screen

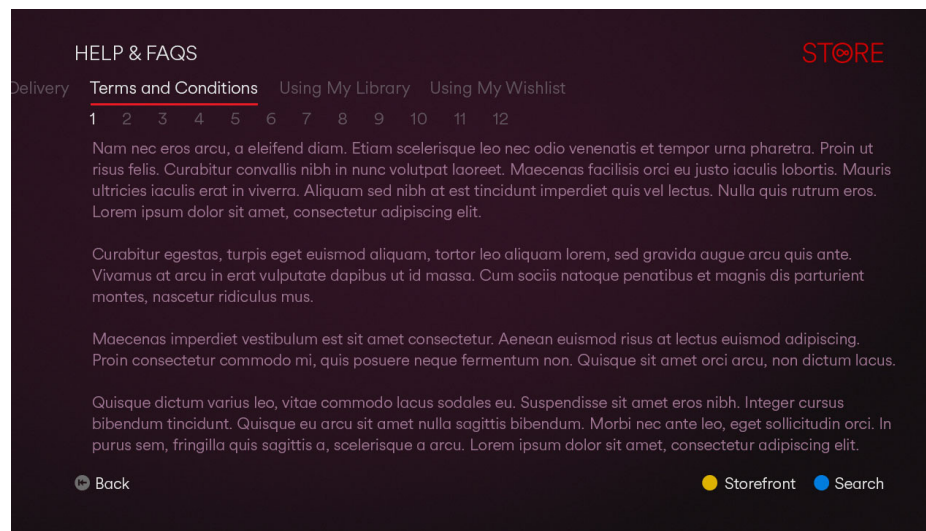


This screen contains a number of text pages. The user presses LEFT and RIGHT to switch from page to page. The copy shown on this screen, including the section names, are still TBD.

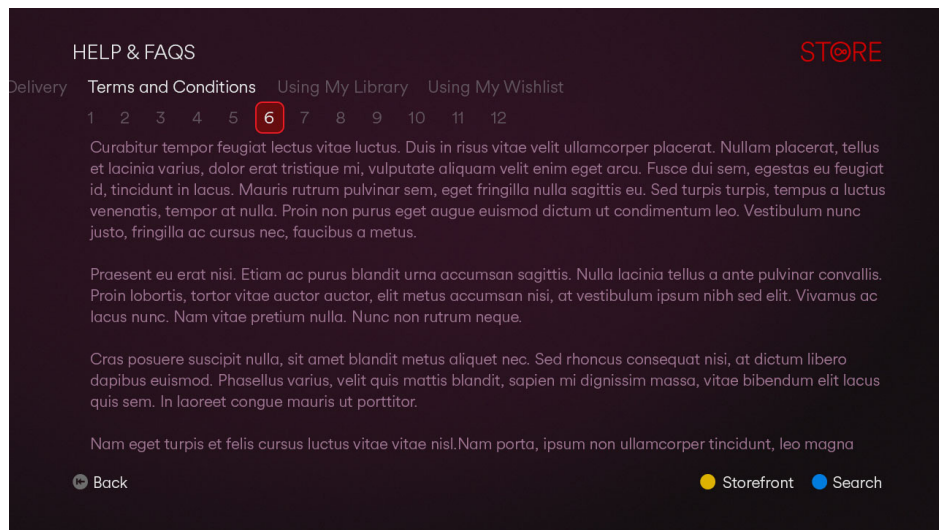
## Journey 10: Navigating the Help Screen



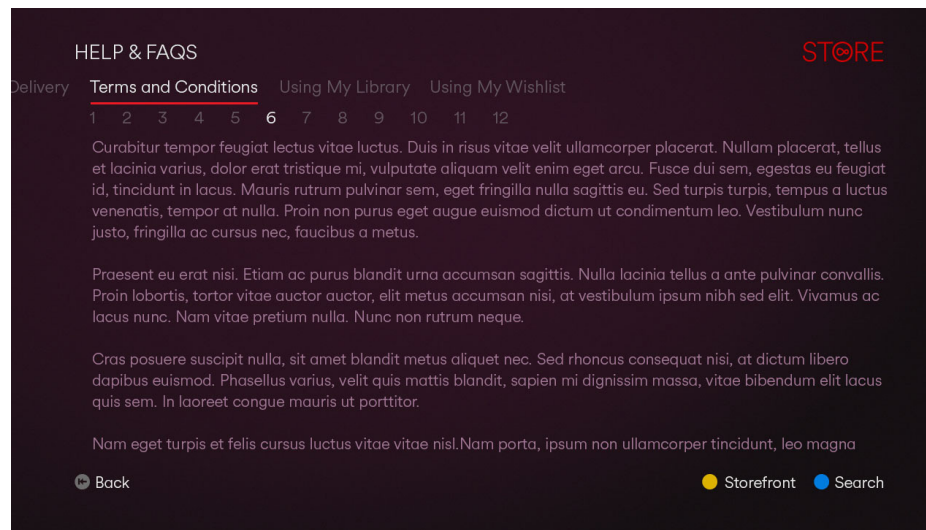
1. Help Screen loads after OK was pressed on the Category Selector 'Help & FAQs' on the Storefront Screen (see end of journey 3).



2. RIGHT pressed 3 times. Note the focus remains left aligned and the subheader row shifts to the left. This above article has multiple pages, so another interactive row appears showing page numbers. (this is also the view the user would see when pressing 'View Terms & Conditions' on step 4 of the purchase process or when pressing green from a Synopsis Screen)

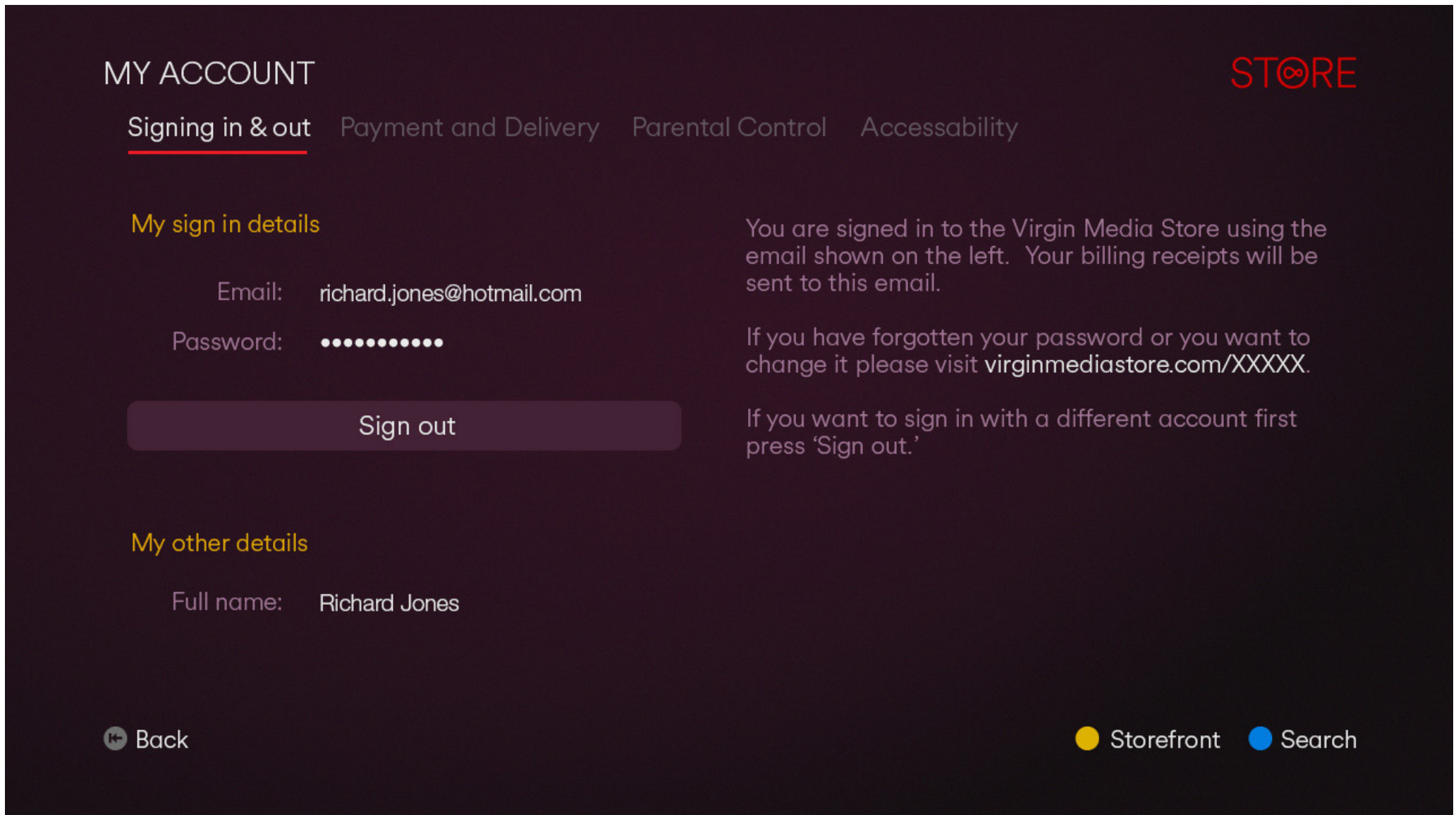


3. DOWN pressed, then RIGHT pressed 5 times. On this row the focus moves left and right while the numbers remain stationary. The content updates with each RIGHT press so the user can advance from page to page of text.



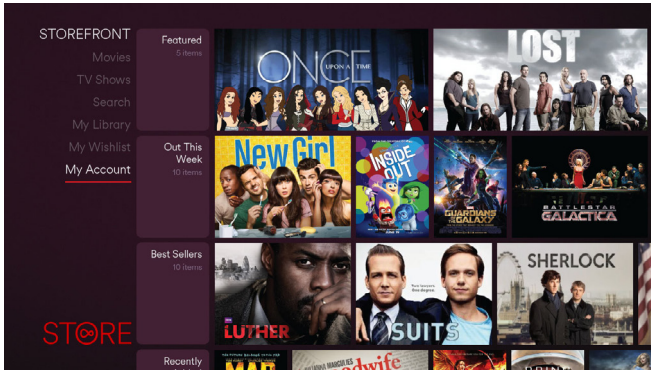
4. UP pressed. Note the article remains on page 6 and the number 6 shows an 'active' state.

## Account Settings Screen

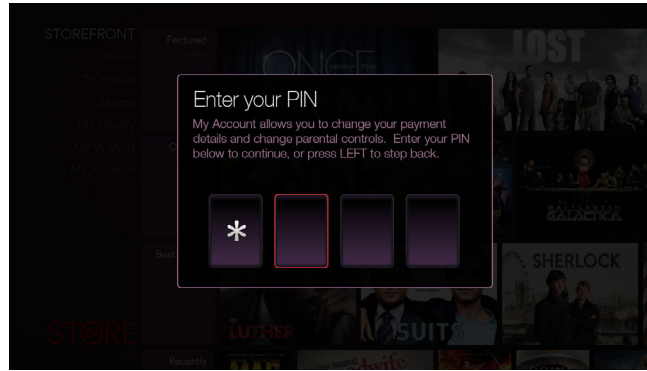




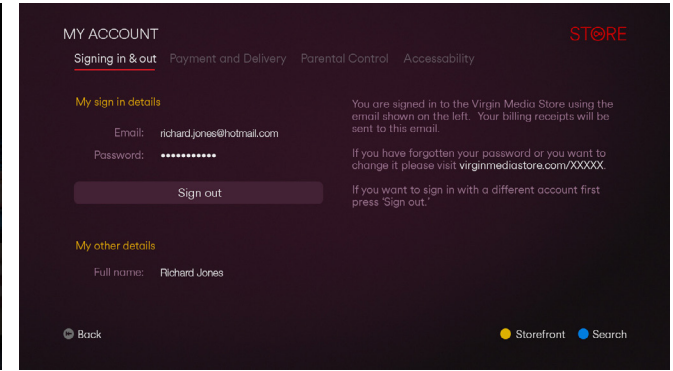
## Journey 11: Navigating the My Account Settings Screen



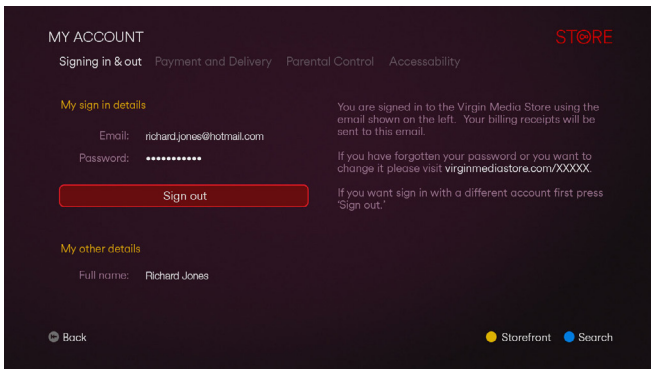
1. 'My Account' is accessed from the Storefront Screen.



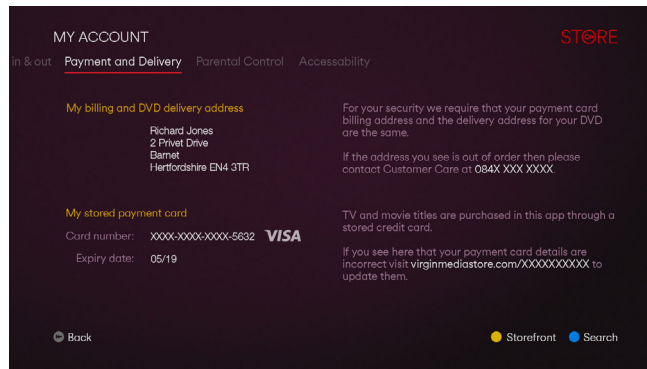
2. OK pressed. The user must answer a PIN challenge to gain access to the account settings.



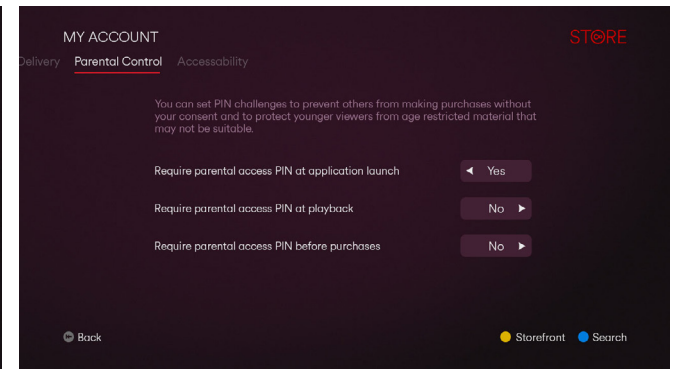
3. Valid PIN entered.



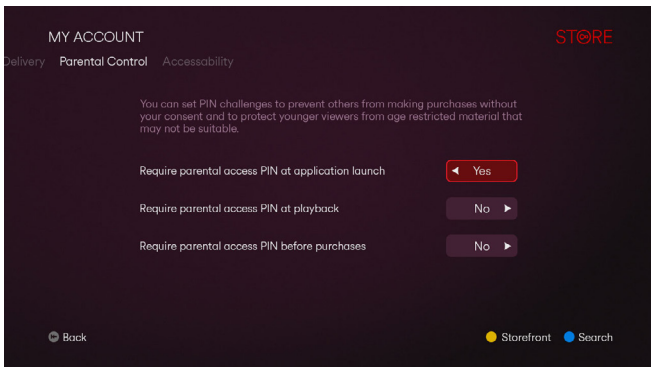
4. DOWN pressed. This is where the user can sign out. If pressed the user will be returned to the Sign In Form at the Storefront Screen.



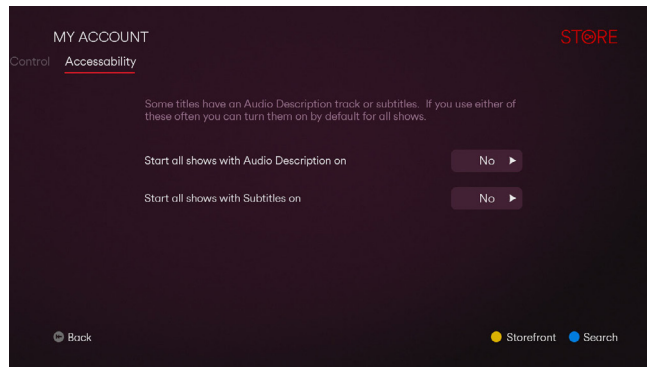
5. UP and RIGHT pressed.



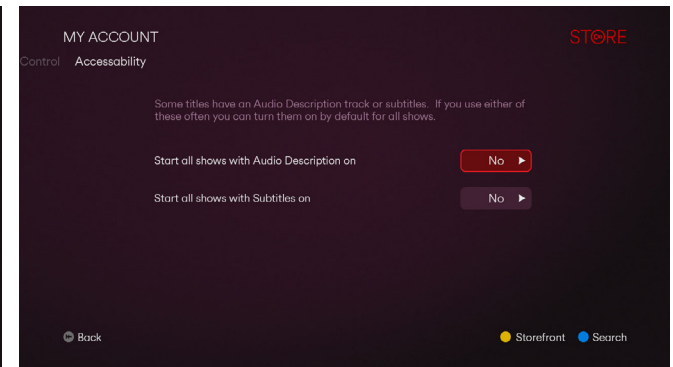
6. RIGHT pressed. Parental Control settings shown above are the defaults.



7. DOWN pressed.



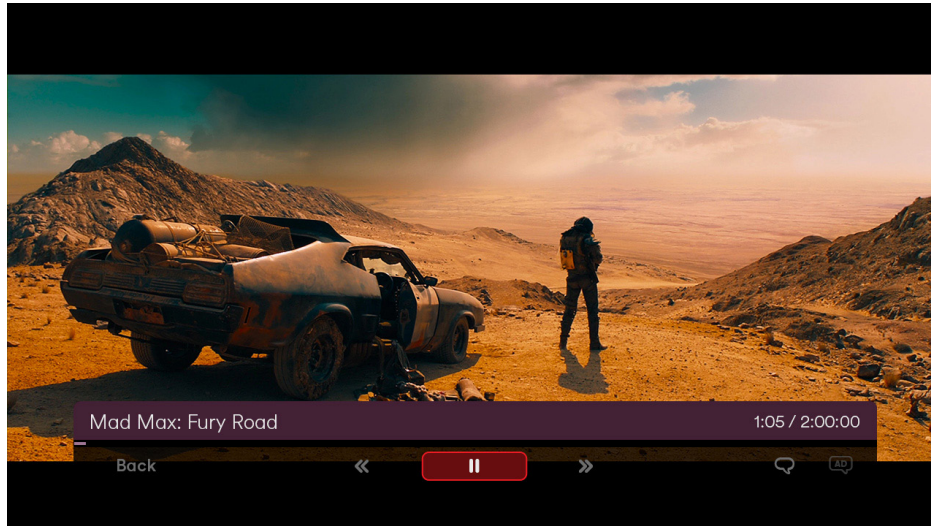
8. UP and RIGHT pressed. Accessibility settings shown above are the defaults.



9. DOWN pressed.

## Video Player Screen

As with the rest of the app all functions on the Video Player Screen are accessible using the D-pad (ARROWS and OK buttons) but shortcut buttons on the remote can also be used. The on-screen display (OSD) on the lower third appears briefly at the commencement of playback and when the INFO, SUBTITLES, D-Pad or trick play buttons are pressed. If the trickplay buttons are pressed the corresponding action (eg. rewind) occurs immediately (and the red focus moves to the matching on-screen button), otherwise the other buttons only 'wake up' the OSD without executing the action (eg. a RIGHT press will not move the focus on the OSD while the OSD is hidden).



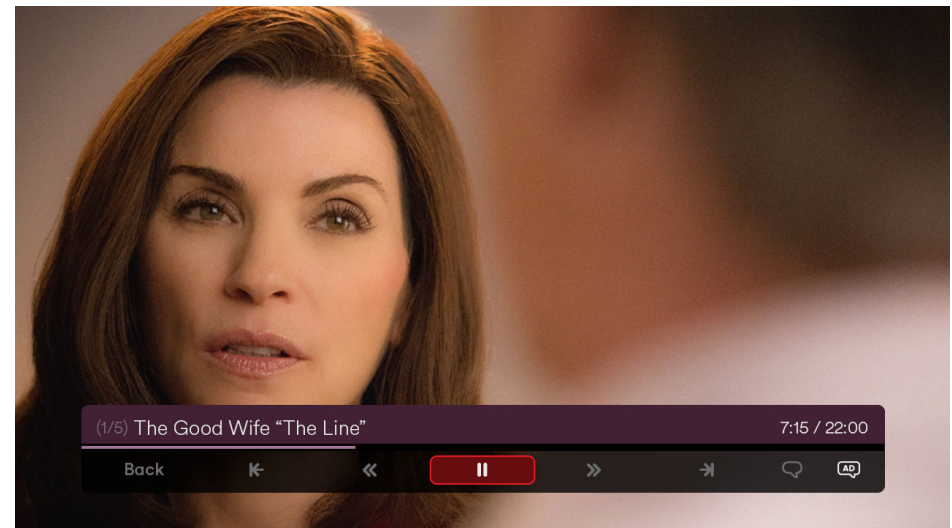
OSD shown over a movie. This movie has a subtitle track but it is switched off.



The OSD hides if the user is idle for 3 seconds.



TV episode. The subtitle track has just been turned on using the ARROW and OK buttons.

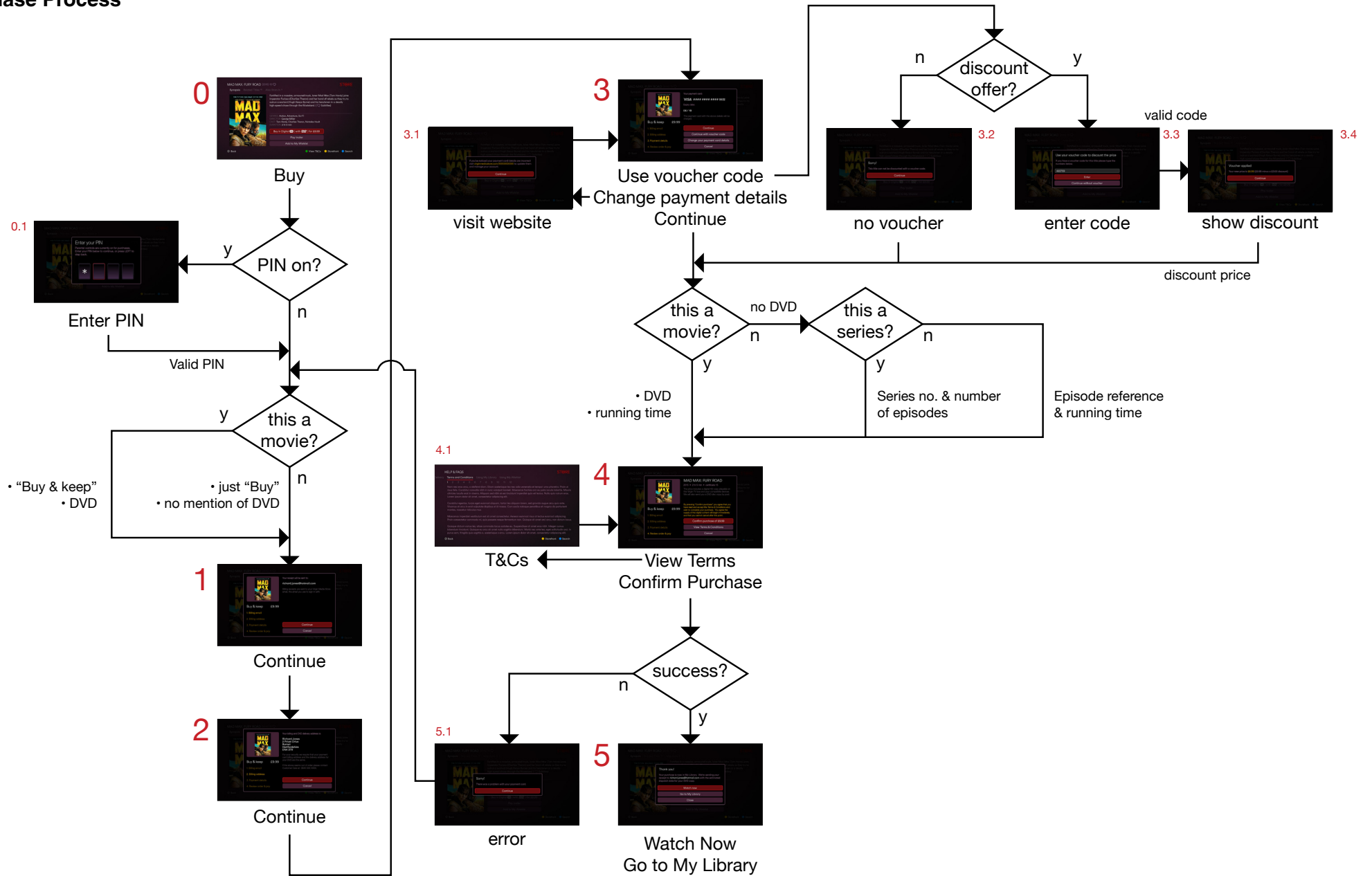


Video playlist. Note the item number before the show name and the skip buttons which allow the user to jump between assets in the playlist. This episode has both subtitles and an AD track but only the AD track is turned on.

# Purchase Process

- 0 Start payment process
- 1 Billing email
- 2 Billing address
- 3 Payment details
- 4 Review order & pay
- 5 Confirmation


Purchase Process



# 0 Start payment process

MAD MAX: FURY ROAD (2015) 15
STORE

Synopsis
Related Titles <sup>10</sup>
Also Stars In <sup>5</sup>



Fortified in a massive, armoured truck, loner Mad Max (Tom Hardy) joins Imperator Furiosa (Charlize Theron) and her band of rebels as they try to outrun a warlord (Hugh Keays-Byrne) and his henchmen in a deadly high-speed chase through the Wasteland. ( Subtitles)

---

GENRES: Action, Adventure, Sci-Fi  
 DIRECTOR: George Miller  
 CAST: Tom Hardy, Charlize Theron, Nicholas Hoult  
 DURATION: 2 hr 5 min

Buy in Digital HD ( with DVD ) for £9.99

Play trailer


Add to My Wishlist

Back
View T&Cs
Storefront
Search

Buy Button on movies. Note the DVD extra mentioned on the button which is exclusive to movie purchases. Any screen with a Buy Button must have a shortcut button to the Terms and Conditions.

THE GOOD WIFE
STORE


Series <sup>17</sup>
Related Titles <sup>9</sup>
Also Stars In <sup>5</sup>




SERIES SEVEN

Buy series in Digital HD for £15.99

Add this show to My Wishlist



SERIES SIX



SERIES FIVE


**SERIES SEVEN** (2013) 15

In the 7th season of The Good Wife, Alicia is presented with several interesting options: run for State's Attorney, or lure Diane to her new firm and continue to fight cases in the courtroom...

Back
Full synopsis
View T&Cs
Storefront
Search

THE GOOD WIFE
STORE

Series <sup>17</sup>
Series Six <sup>22</sup>
Series Five <sup>22</sup>
Series Four <sup>22</sup>
Series Three <sup>22</sup>
Series Two <sup>22</sup>
Series One <sup>22</sup>




EPISODE 1


Buy episode in Digital HD for £3.99

Buy series in Digital HD for £12.49

Add series to My Wishlist



EPISODE 2



EPISODE 3

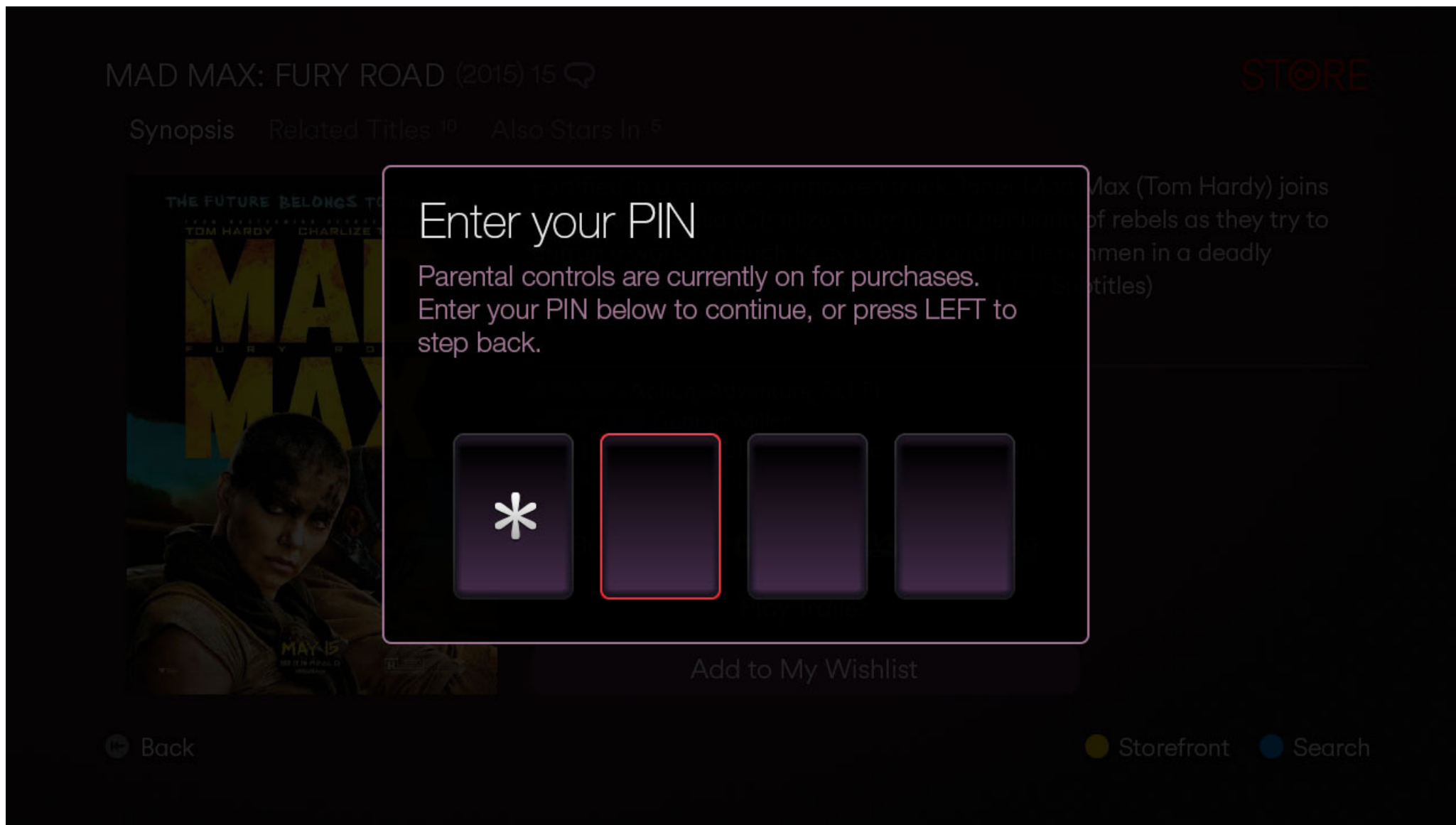
**"THE LINE"** (2014) 15

Diane is planning to 'retire' from her firm to join Florrick Agos, but everything is put on hold when Cary is arrested on serious drug charges. Meanwhile, Eli plots to launch Alicia as a candidate fo...

Back
Full synopsis
View T&Cs
Storefront
Search

Buy Buttons for TV Series (above) and TV Episodes (below).

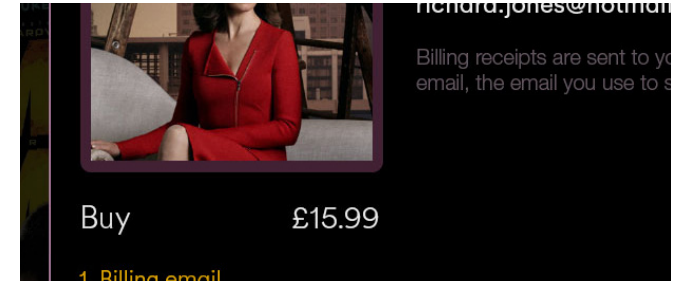
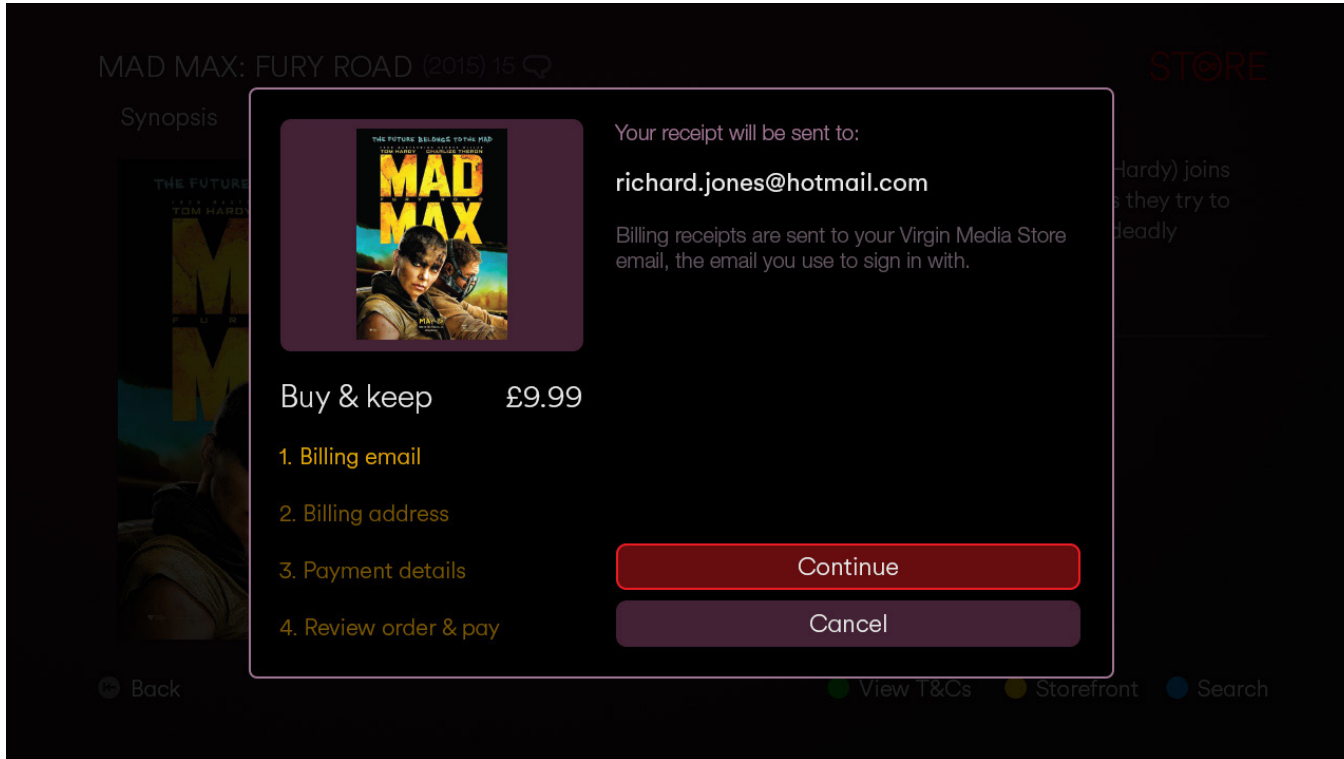
**Purchase / Playback / Account PIN challenge**



0.1

PIN challenge for purchase, playback and My Account (note the difference from the App Launch PIN challenge). This is off by default for purchase and playback but can be turned on in the account settings for greater parental control. After 3 incorrect PIN entries the user will be prompted with a positive message (eg. "Forgotten your PIN?") to call Customer Care. The user is free to keep trying without any consequence.

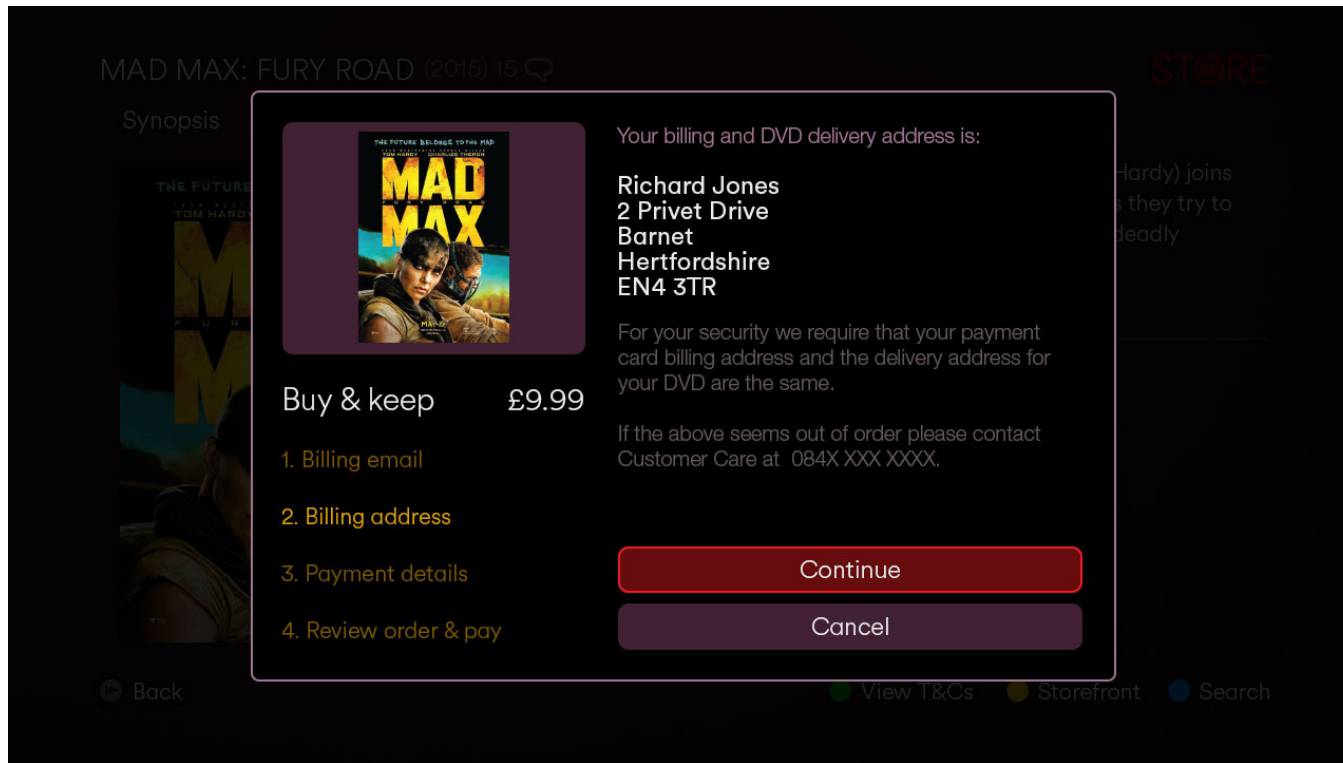
# 1 Billing email



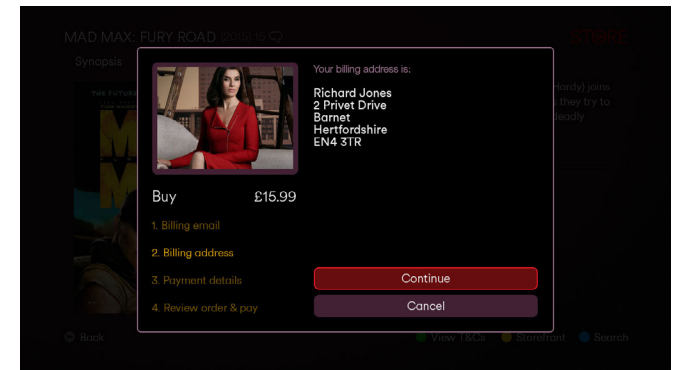
Note that the header for TV shows reads 'Buy...' and not 'Buy & keep...'. The word 'keep' in this context refers to the DVD.

Purchase Pop-Up. The user is presented with 4 steps. In the first the account holder's Virgin Media Store email is presented to remind them that their billing receipts will be sent there.

## 2 Billing address



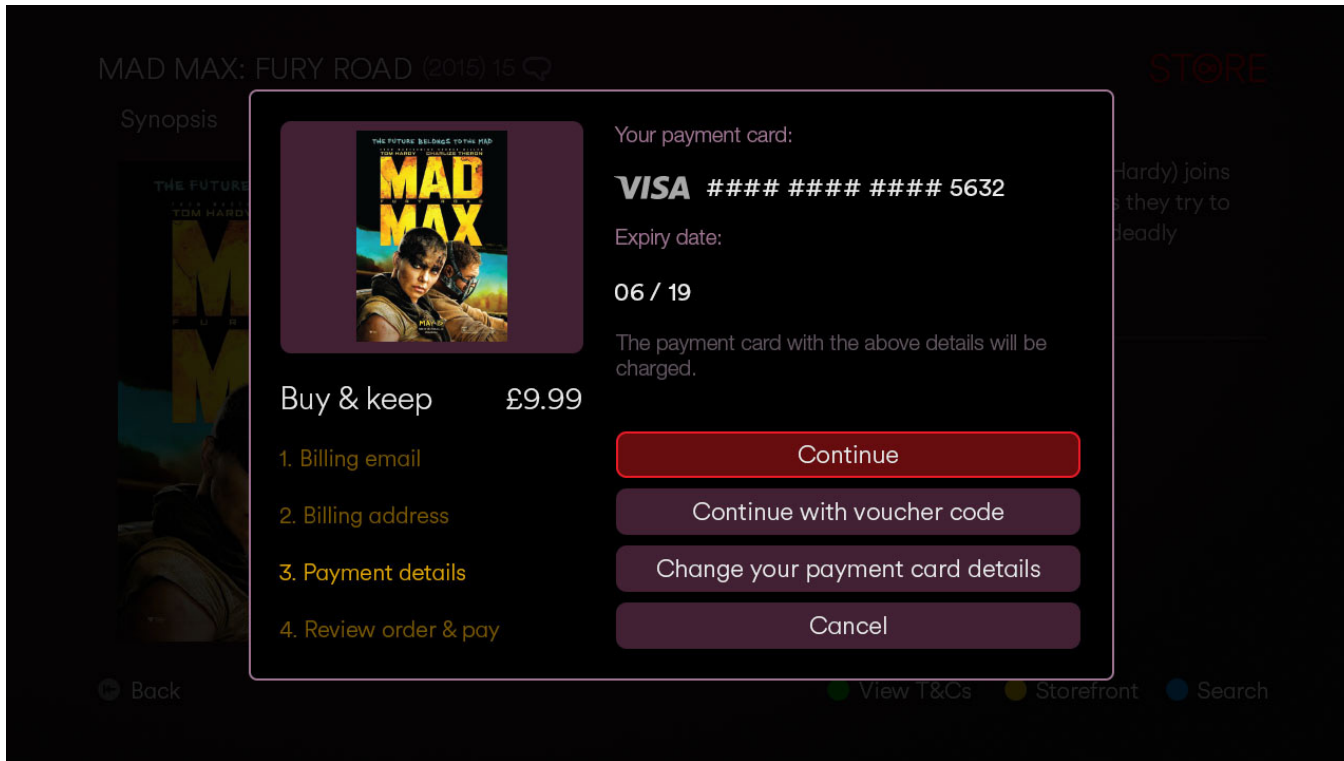
Purchase Pop-Up. The second step shows the payment card address and the notice that DVDs are also delivered to this address. The user may encounter a scenario where they do not want DVD sent to their billing address or that there will be some difficulty in posting to their billing address. A Customer Care number is given so that the user can get further advice.



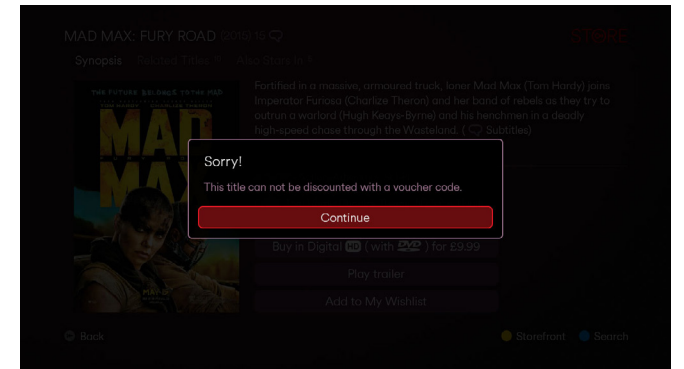
When buying a TV show references to the DVD at this step are omitted.



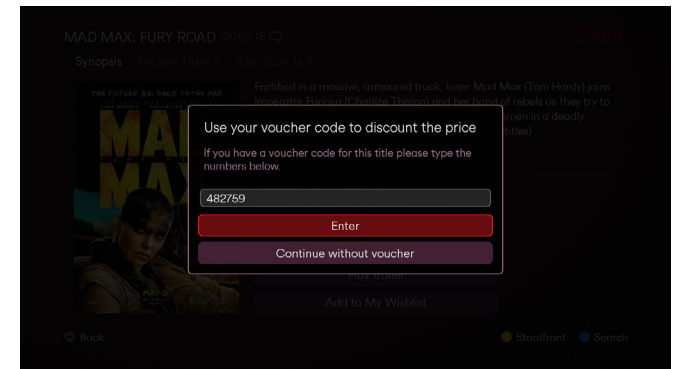
### 3 Payment details



Purchase Pop-Up. The third step reminds the user of their stored payment card details. If the user deems them correct they can press 'Continue' straight away, use a voucher code, or if they want to use another card they can opt for 'Change...' which triggers a pop-up instructing the user to visit the website (below).

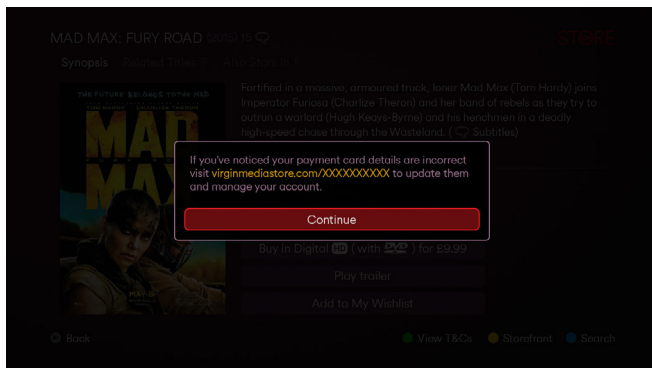


3.2

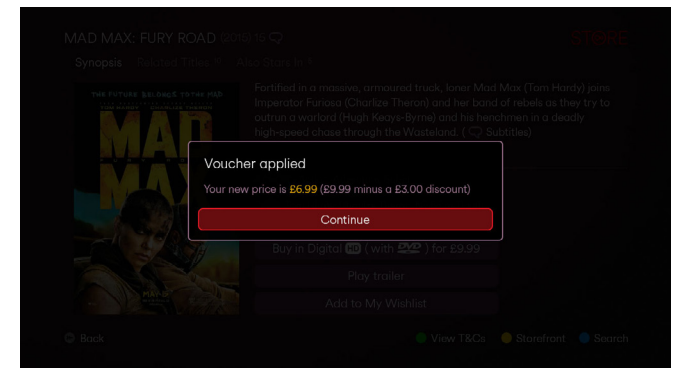


3.3

Most often their won't be a voucher code and the user will see the 'Sorry...' message (top). The user will then be sent to step 4. If the title is available at a discount the user will be prompted for the voucher code (above). If the code is valid the discount is presented (below) and the final discounted price will appear on step 4.

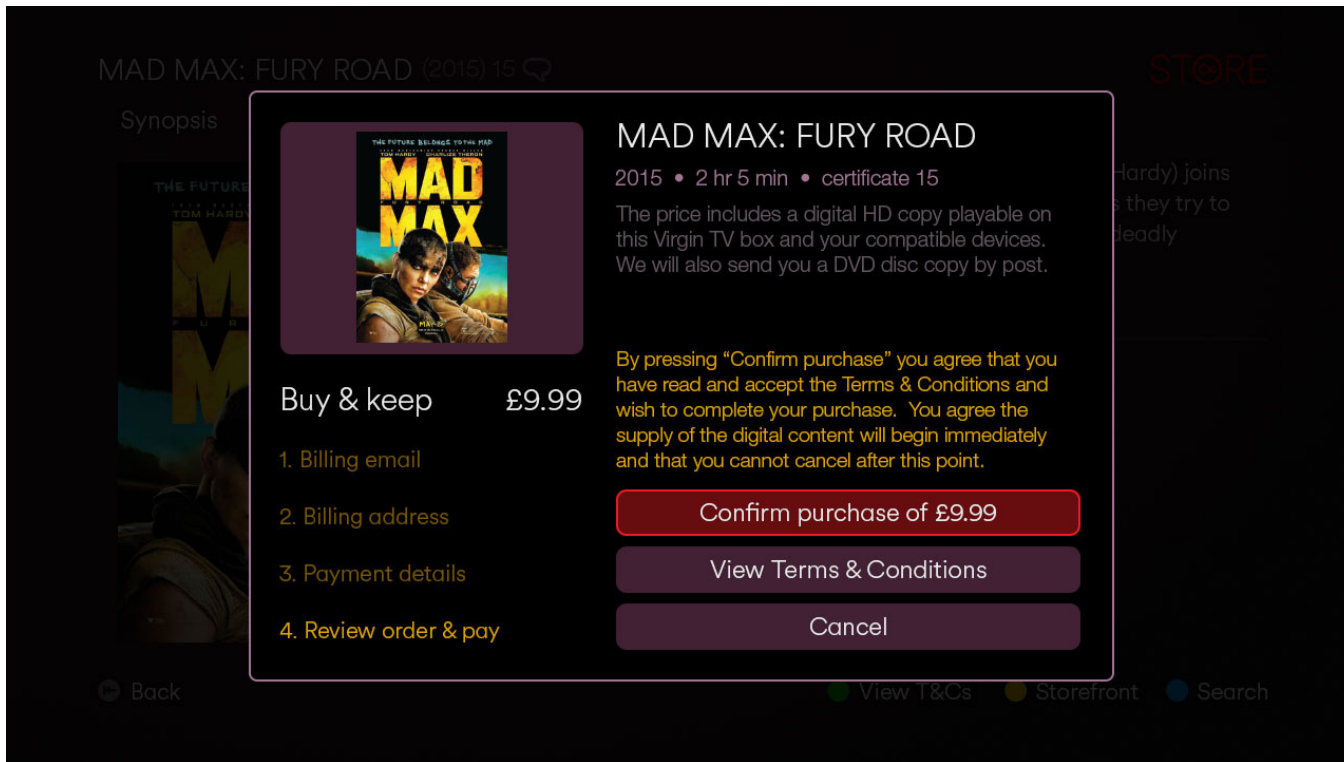


3.1

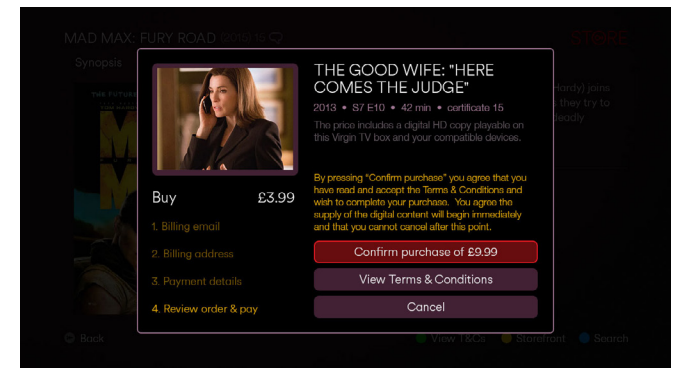
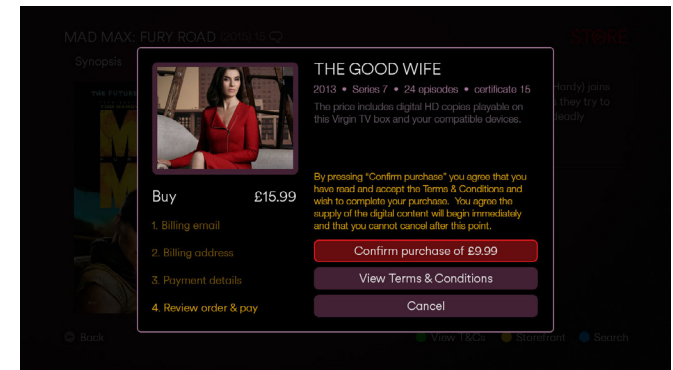


3.4

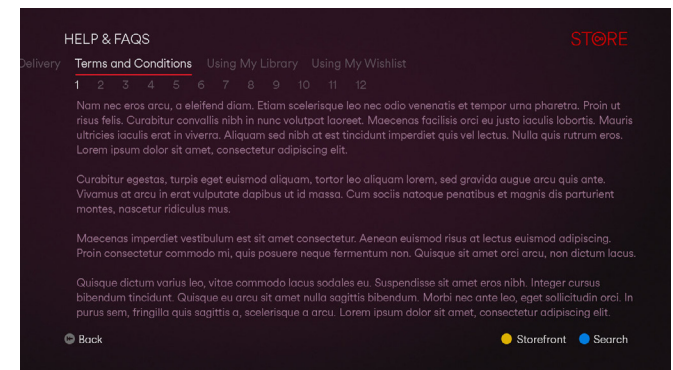
# 4 Review order & pay



Purchase Pop-Up. The forth and final step is the review before the transaction happens. Movie purchases mention the DVD copy. This is also the user's final chance to read the Terms & Conditions before purchasing.



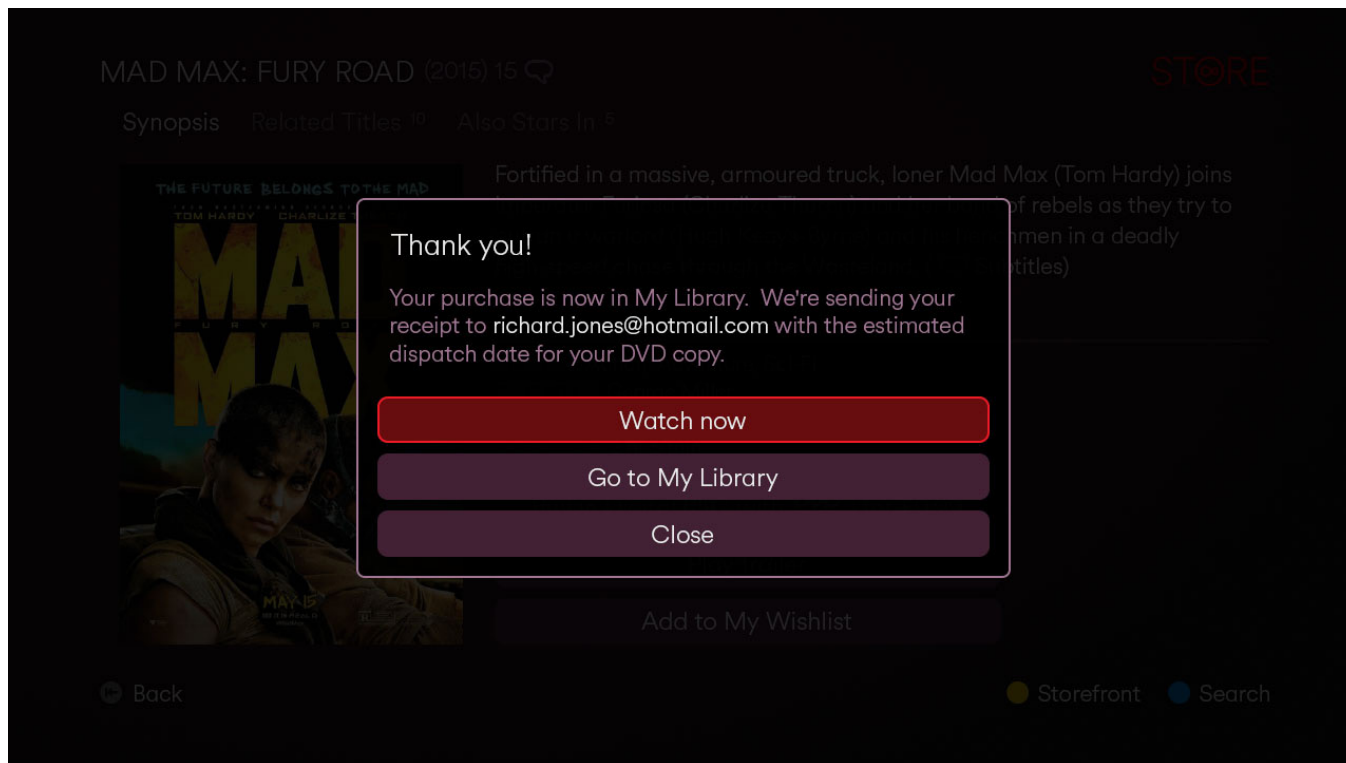
Step 4 for TV Shows, which omit a mention of a DVD. Series purchases (top) list series number and number of episodes, while episode purchases (above) list series and episode number and episode running time.



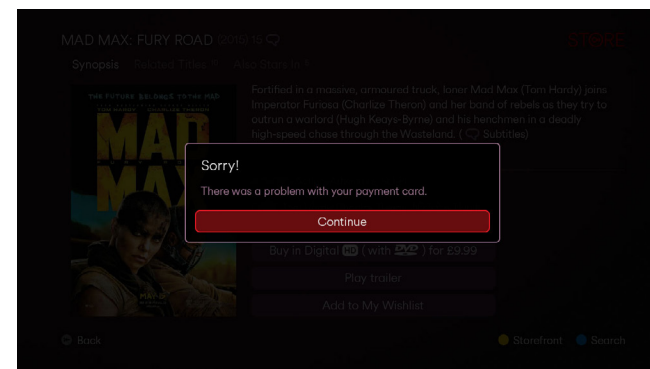
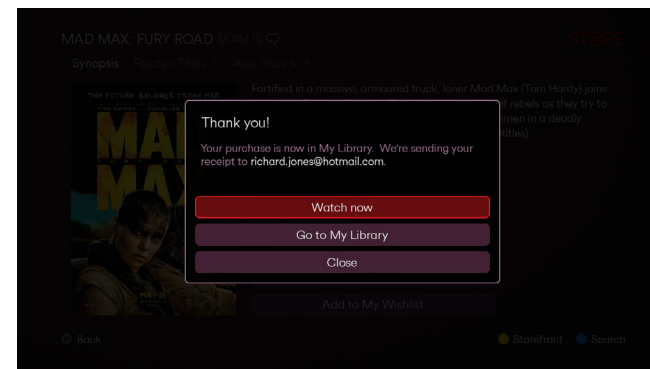
4.1

Upon pressing 'View...' the user is sent to the Help Screen (copy shown above not final)

## 5 Confirmation



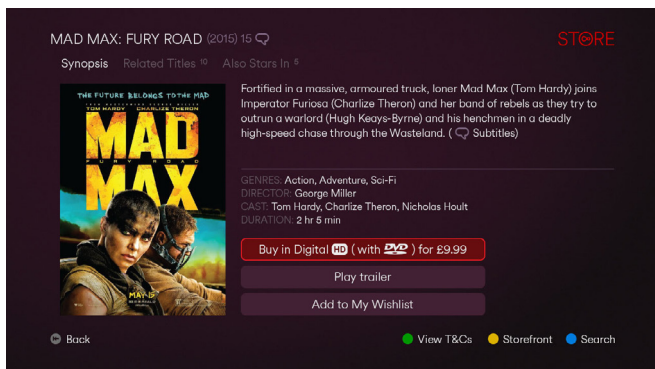
Confirmation Pop-Up which appears after a successful transaction. Movie purchases mention the DVD copy.



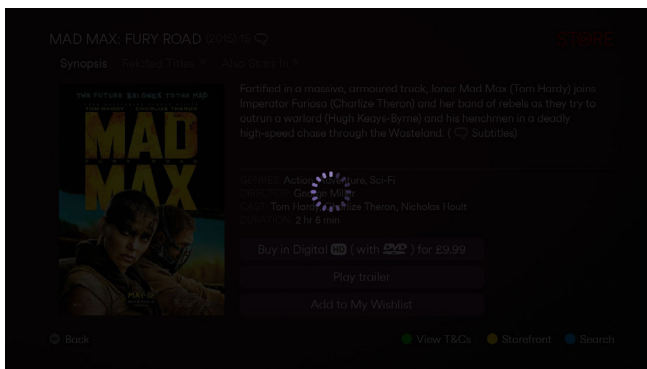
5.1

TV show purchases do not mention a DVD copy (top). If there is an error the user gets the above pop-up (5.1) and they are returned to step 1 to try again.

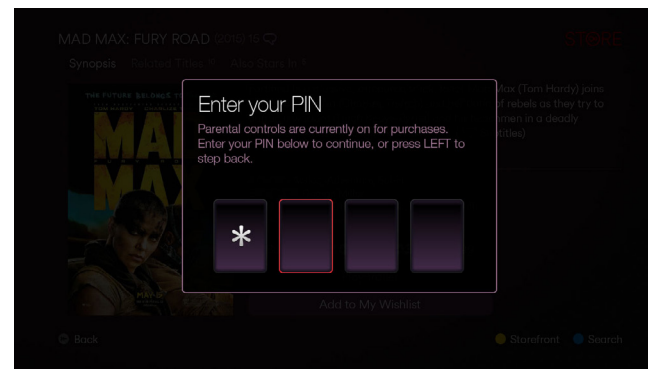
## Journey 12: Purchasing a movie at a discount



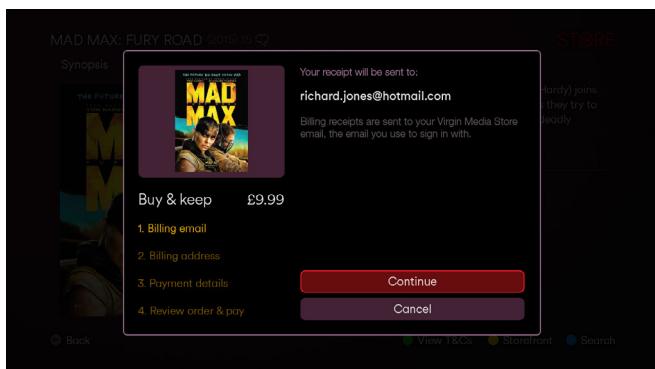
1. Movie Synopsis Screen.



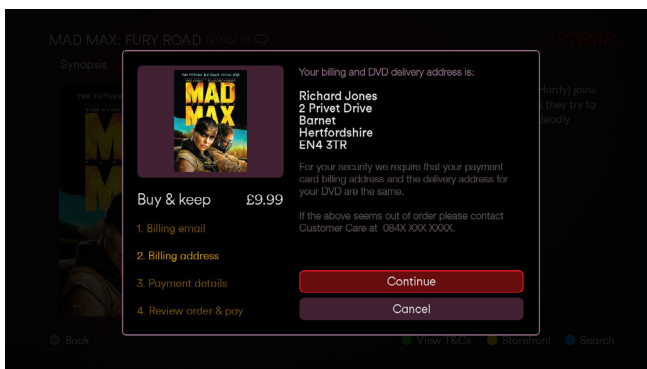
2. OK pressed. Loading spinner graphic appears (if the next step is taking longer than 3 seconds); no input from the user is accepted while the spinner is up.



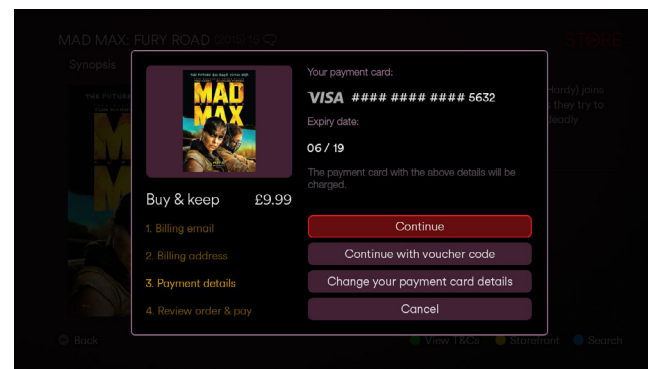
3. OK pressed. If purchases are PIN protected (via the account settings) the user must enter the PIN before any transaction (default is to have the PIN challenge off).



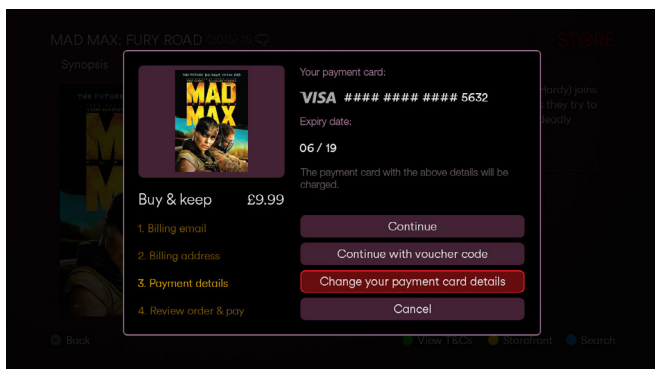
4. Valid PIN entered. User is reminded of their email.



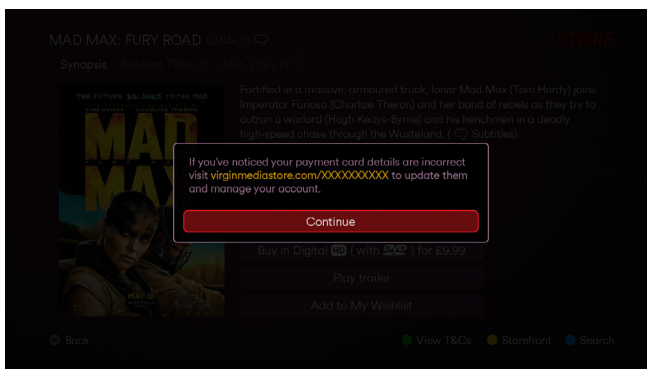
5. OK pressed. User is reminded of their delivery address.



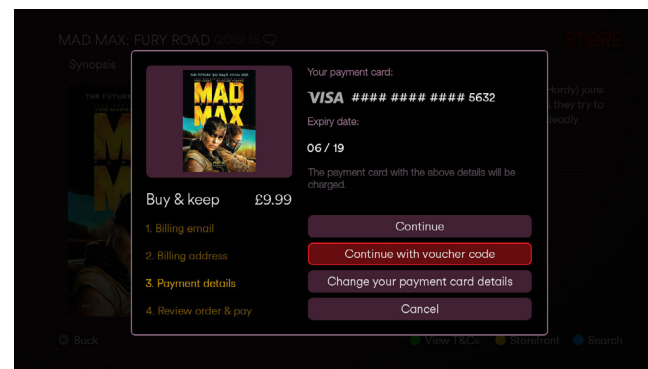
6. OK pressed. User is reminded of their stored payment card information.



7. DOWN pressed 2 times.

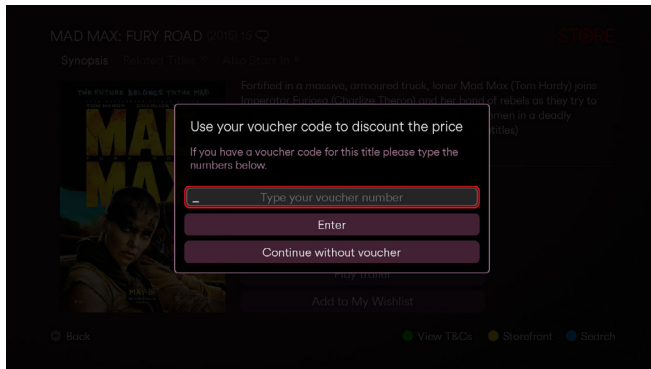


8. OK pressed. User is informed to go to the website to change their payment card details if they so wish.

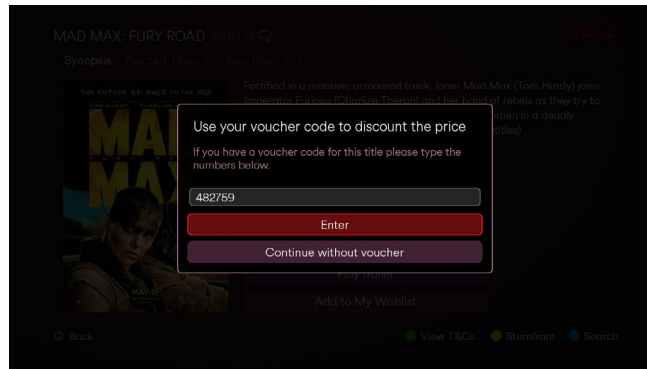


9. OK and UP pressed. User has decided to go ahead with their currently stored payment card and enter their voucher code.

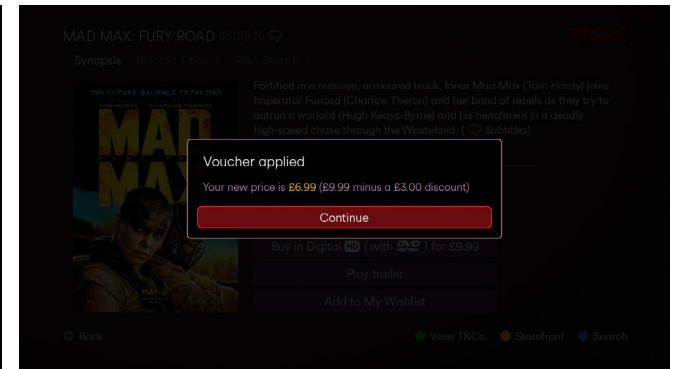
## Journey 12: Purchasing a movie at a discount



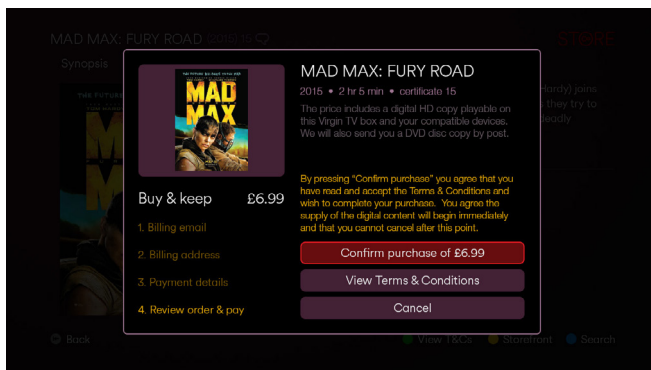
10. OK pressed.



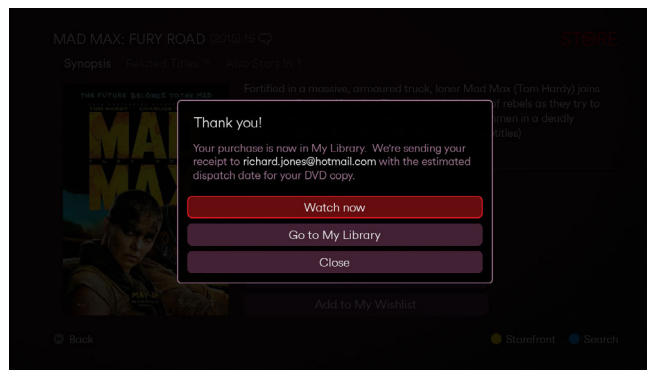
11. NUMBERS pressed to type in the voucher number, then DOWN pressed.



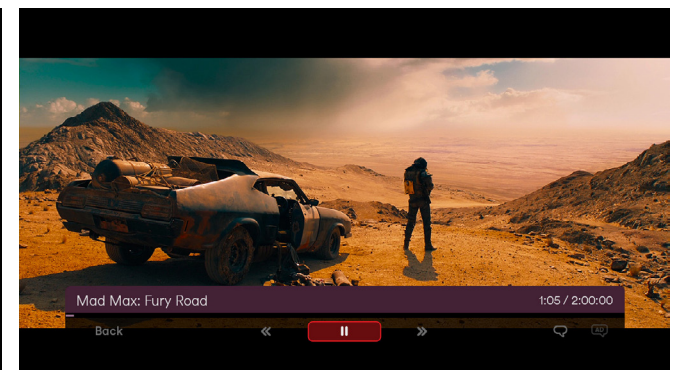
12. OK pressed. Message appears explaining the discount.



13. OK pressed. Price has been updated to show the discount.

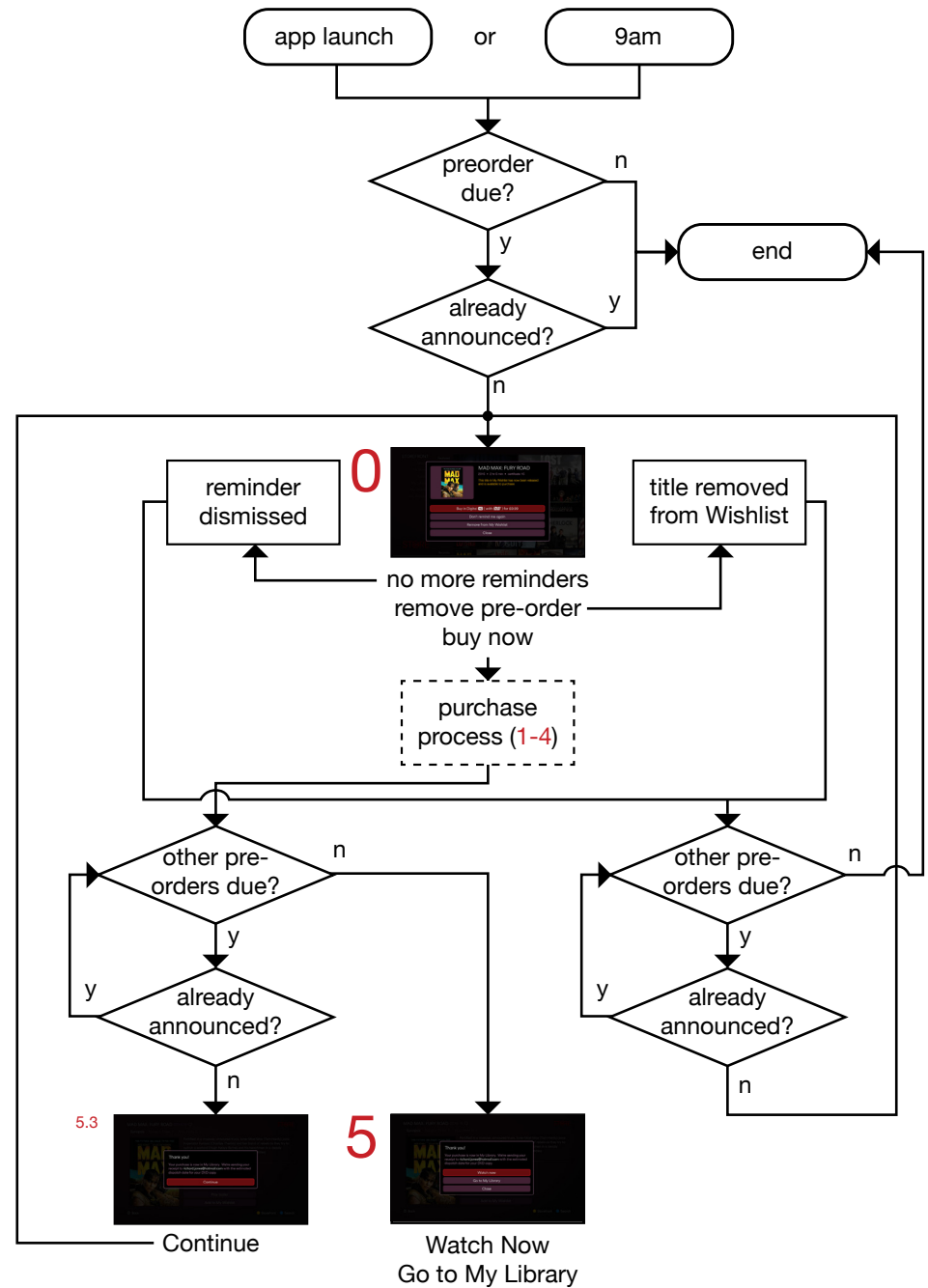


14. OK pressed.

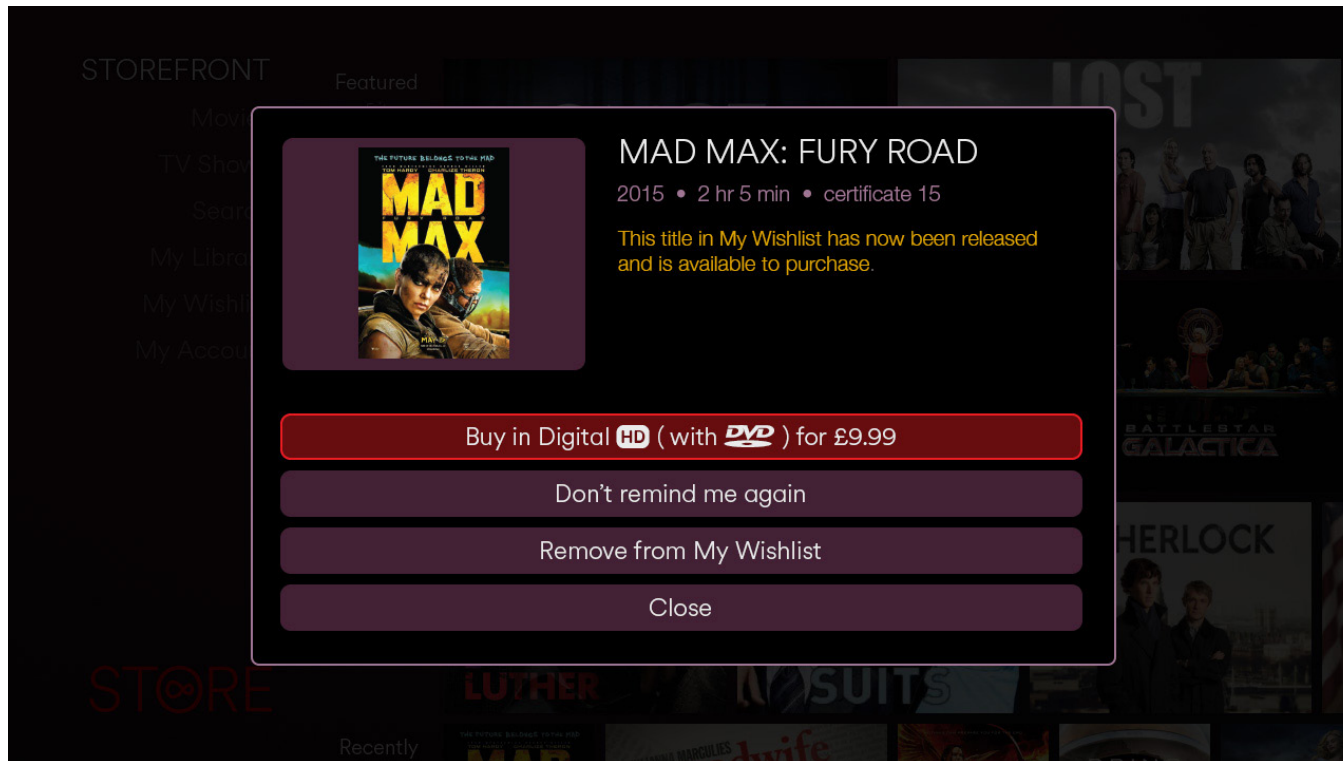


15. OK pressed. Movie plays.

**Pre-order Reminder Process**

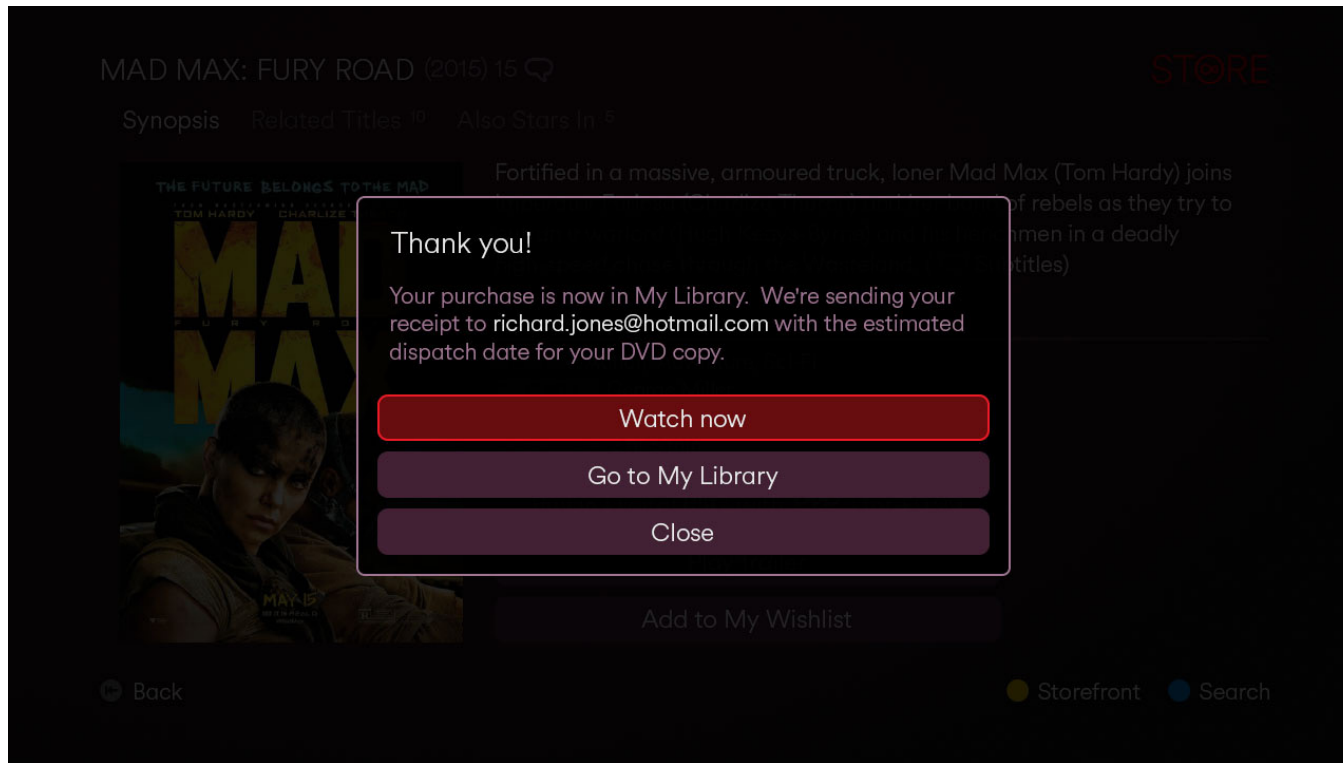


## 0 Start payment process

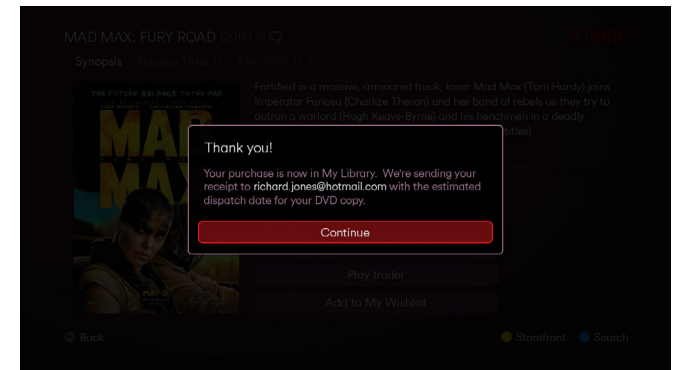


Preorder Notice Pop-Up. Would appear upon app launch or at 9 am on a release date if the app is running (except if content is playing). Pressing 'Buy...' will lead to the regular purchase process (steps 1 to 4).

## 5 Confirmation



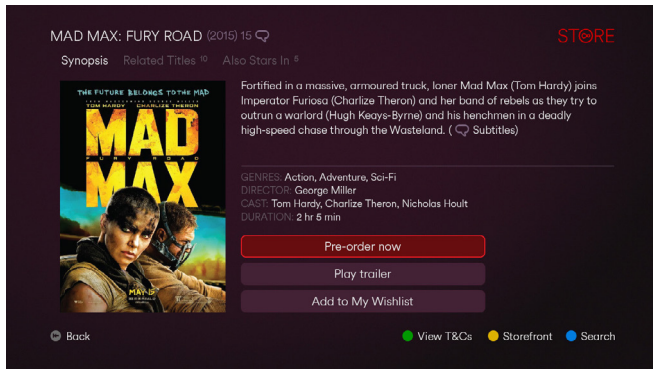
Confirmation Pop-Up. This appears if there are no other pre-orders released. If there are others the user will not get the option to navigate away (5.3, at right).



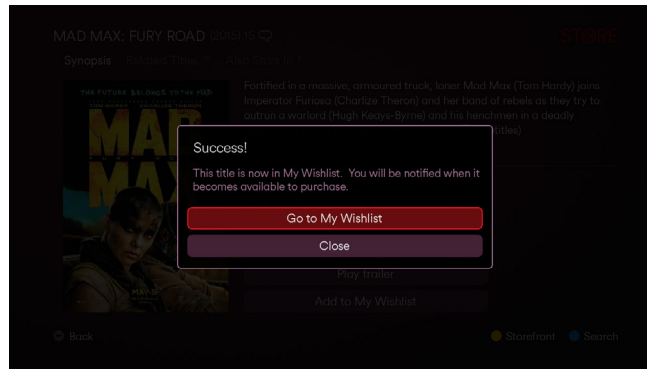
5.3



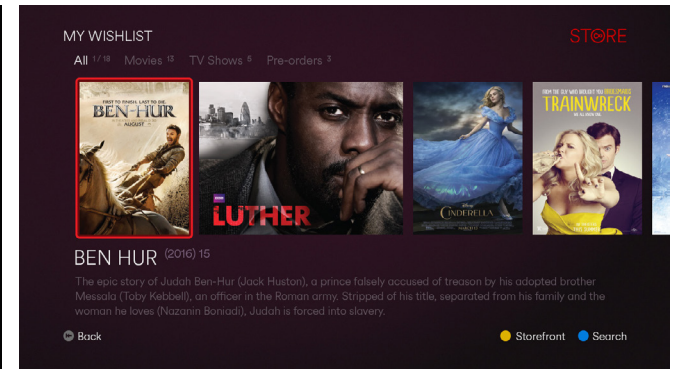
## Journey 13: Pre-ordering a movie and then purchasing it



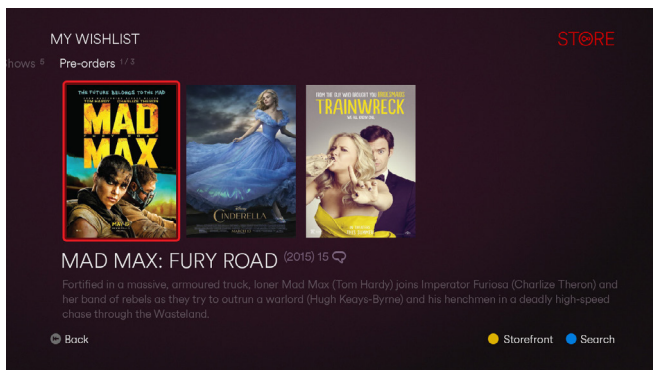
1. Movie Synopsis Screen. Movie is available to pre-order.



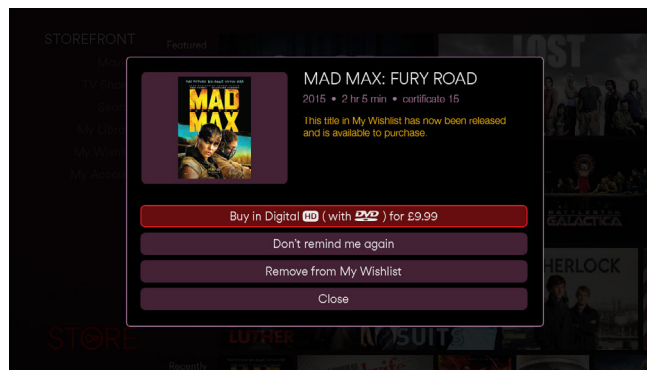
2. OK pressed. User gets confirmation that they will be notified when the title can be purchased.



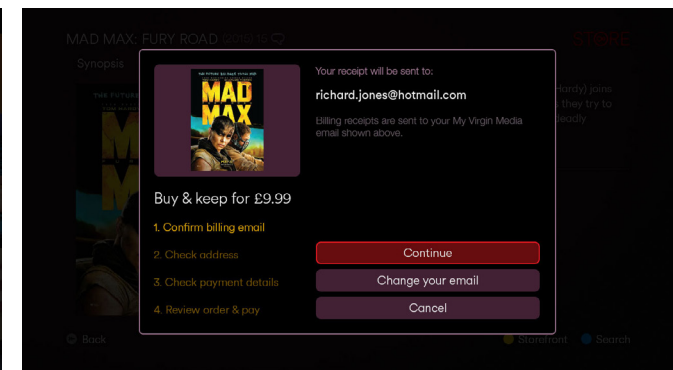
3. OK pressed. Wishlist Screen loads.



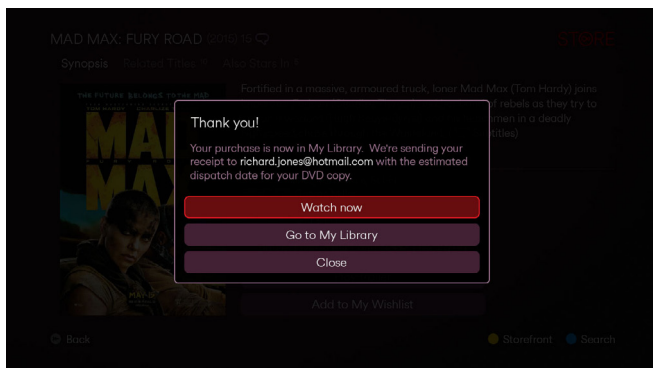
4. User navigates to Pre-order carousel, and they can see their title has been added.



5. Time passes. On the release date of title the user is presented with this alert.



6. OK pressed on the buy button. User continues through purchase process.



7. After finishing the 4 steps the transaction successful.