



Connected TV Application for TiVo

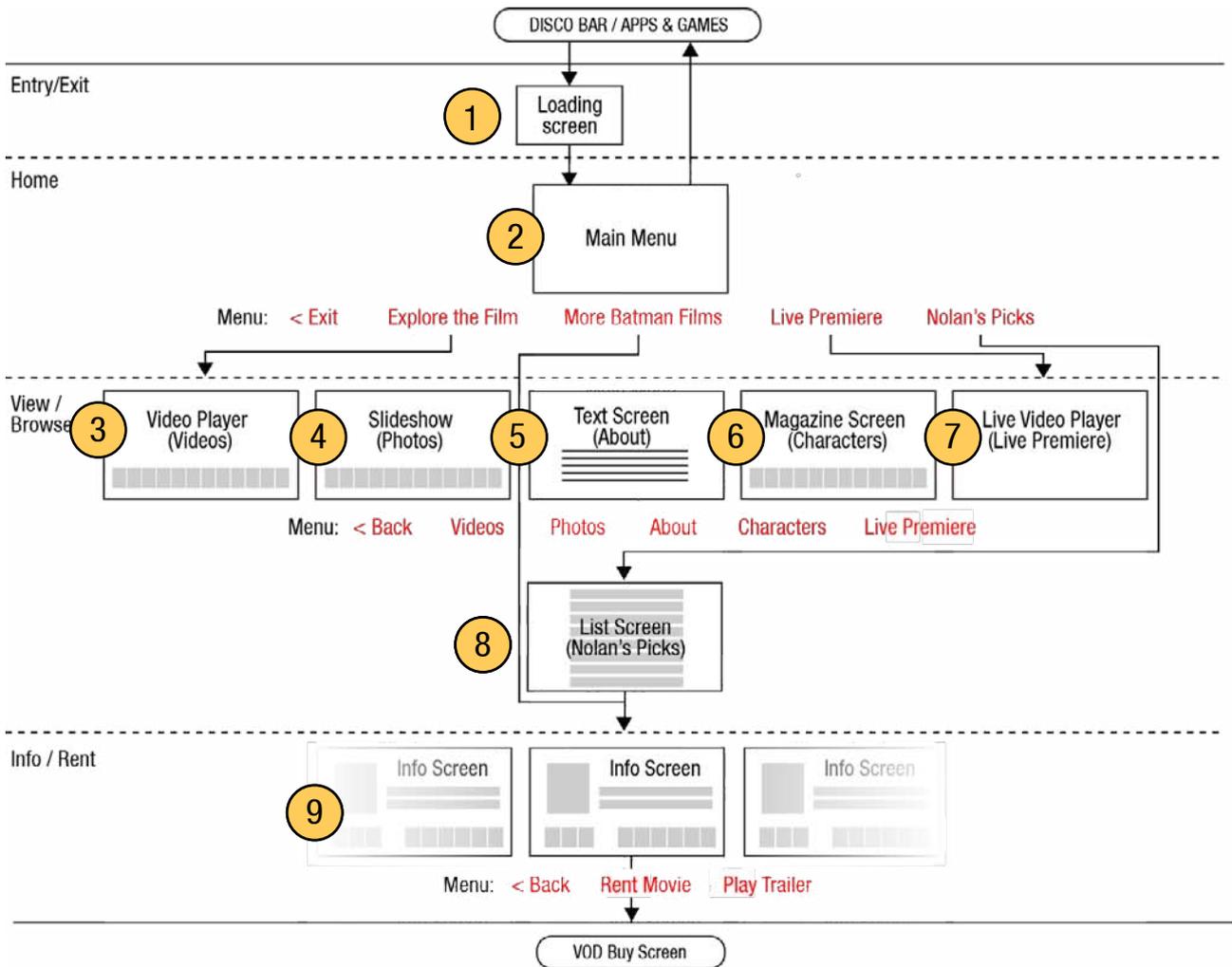
The Dark Knight Rises

UI Design Outline / Wireframes

29 May 2012

Overview

This TV app gives viewers easy access to Dark Knight Rises trailers, clips, photos, live video (of the premiere), and information about the film, encouraging patronage at the cinema. The app will also encourage a purchase of the previous Christopher Nolan Batman films on TiVo Video On Demand.



1 Load screen





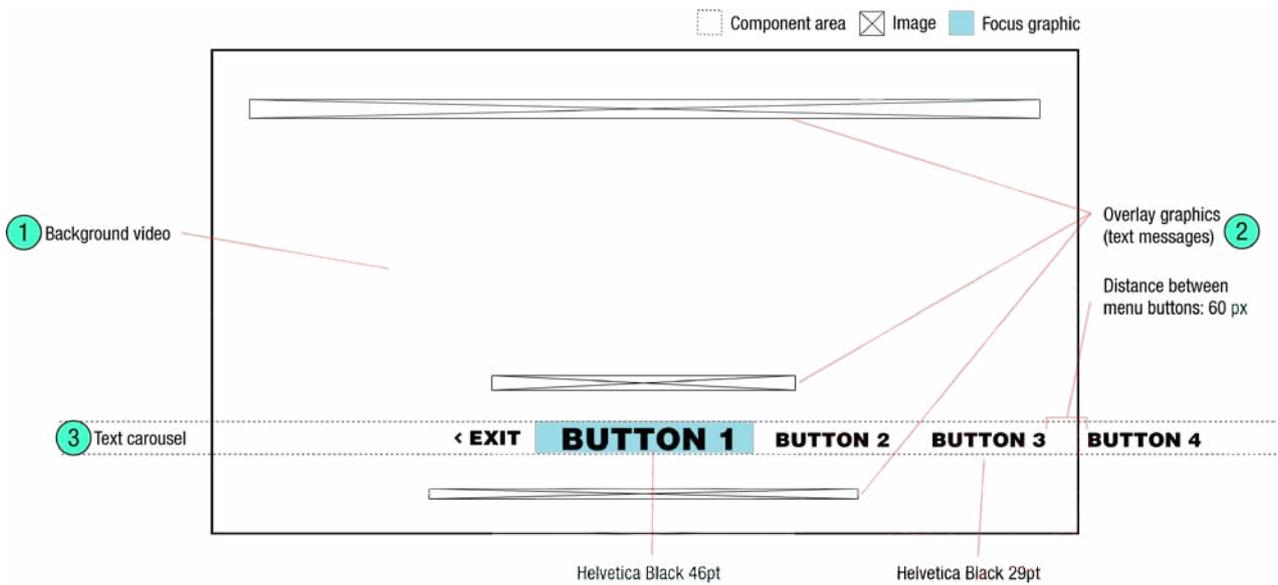
A static graphic of the Batman logo in blue flames with the word "LOADING..." will appear while the rest of the app loads (this image must load as quickly as possible so that the user receives feedback that the set top box is functional and that the app will be ready soon). Video will then play. After a delay the buttons will appear on the lower third of the screen.

2 Main Menu



video background animation





This screen resembles a traditional DVD menu, using a full screen video as a background overlaid with buttons.

- 1) Background video - full screen video with sound, playing on a loop (not expected to be a seamless loop). The video is about an asset about 15 minutes long, long enough so the user will likely not see the loop.
- 2) Text messages are overlaid PNGs. These will fade on slowly.
- 3) The menu buttons reside on the lower third along a text carousel, with the focus fixed at the horizontal center. The initial state is always the second button, as the first button is reserved for the exit button, which quits the app. The distance between buttons is 60 pixels. The text changes size and colour when in focus.
Key Handling: if LEFT then shift the text carousel to the right, bringing the button that was previously on the left into focus at the centre, or if the button is the left most button then activate it. If RIGHT then shift the text carousel to the left, bringing the button that was previously on the right into focus at the centre, or if the button is the right most button then do nothing. If OK then display the activated state and load the linked screen.

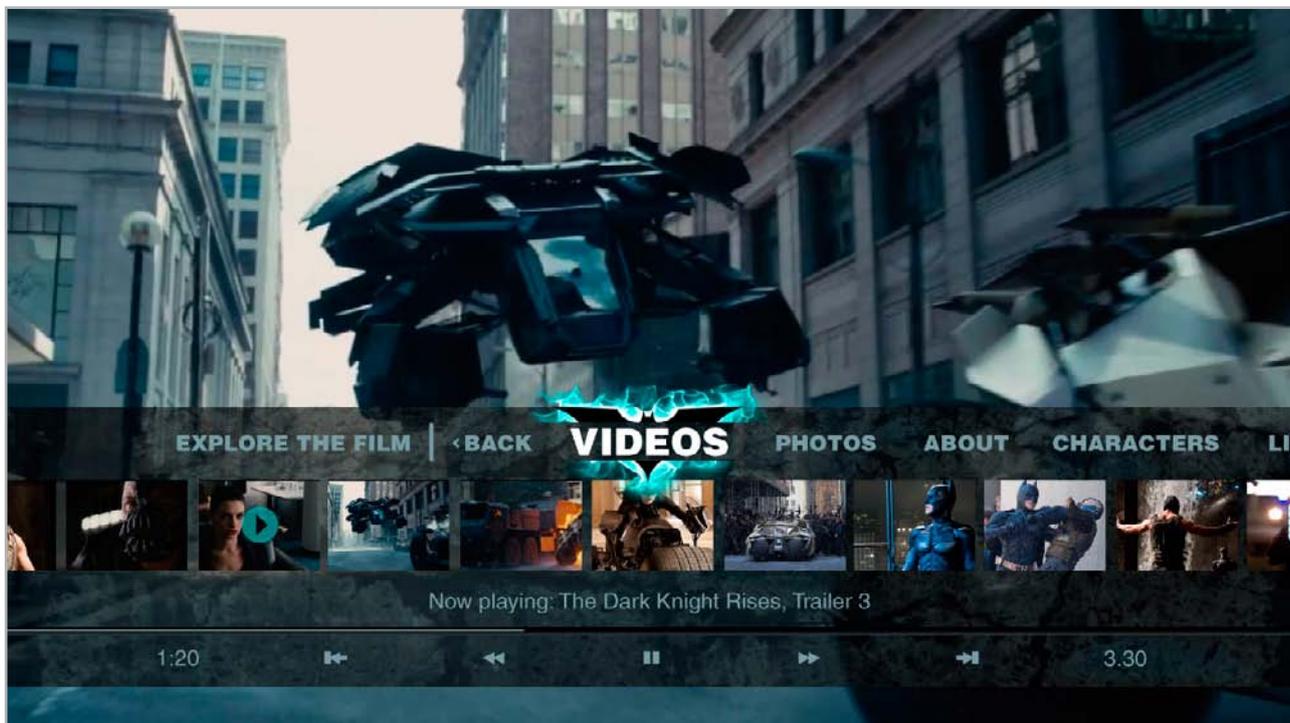


Focus Graphic: This graphic (MainMenuFocusBatlogoCover.png) will cover the bat logo in the video so that the video animation does not blend with the interactive text.



Button states: Normal, selected, and activated.

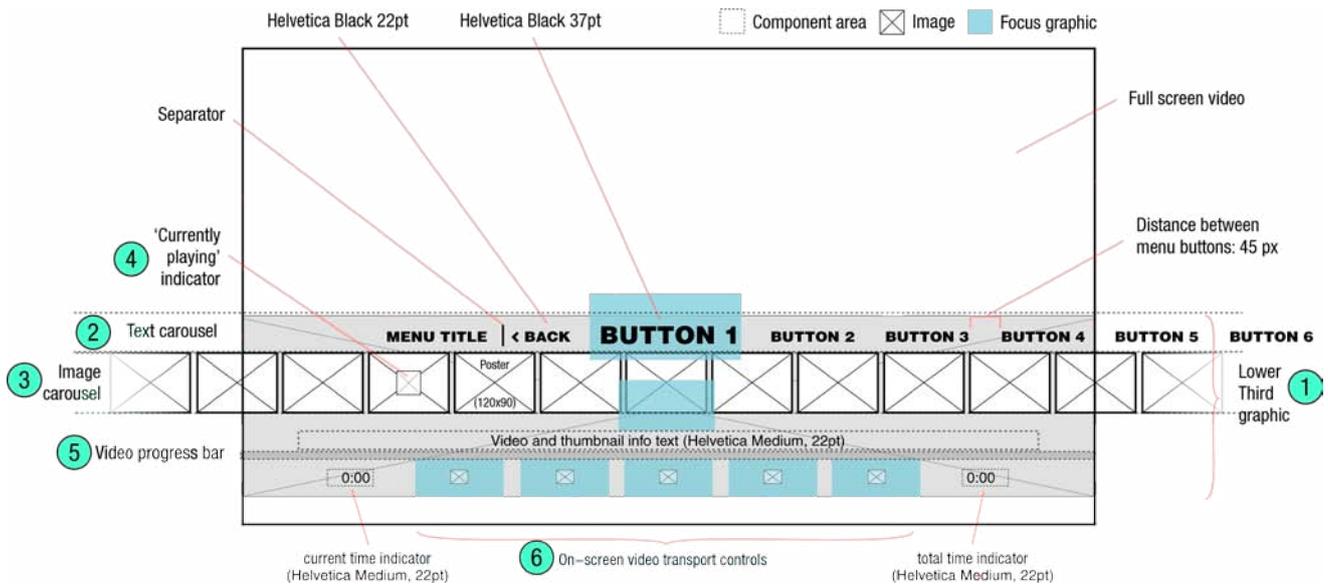
3 Video Player



The video player's interactive overlay.



Video only.



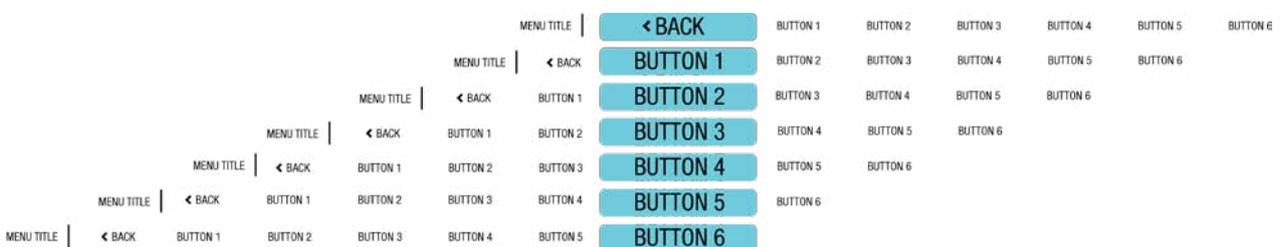
This screen is a full screen video player with interactive overlays on the lower third, composed of a text carousel menu, a scrolling carousel of interactive thumbnails, a text info area, and on-screen video transport controls. This component autoplays a video playlist.

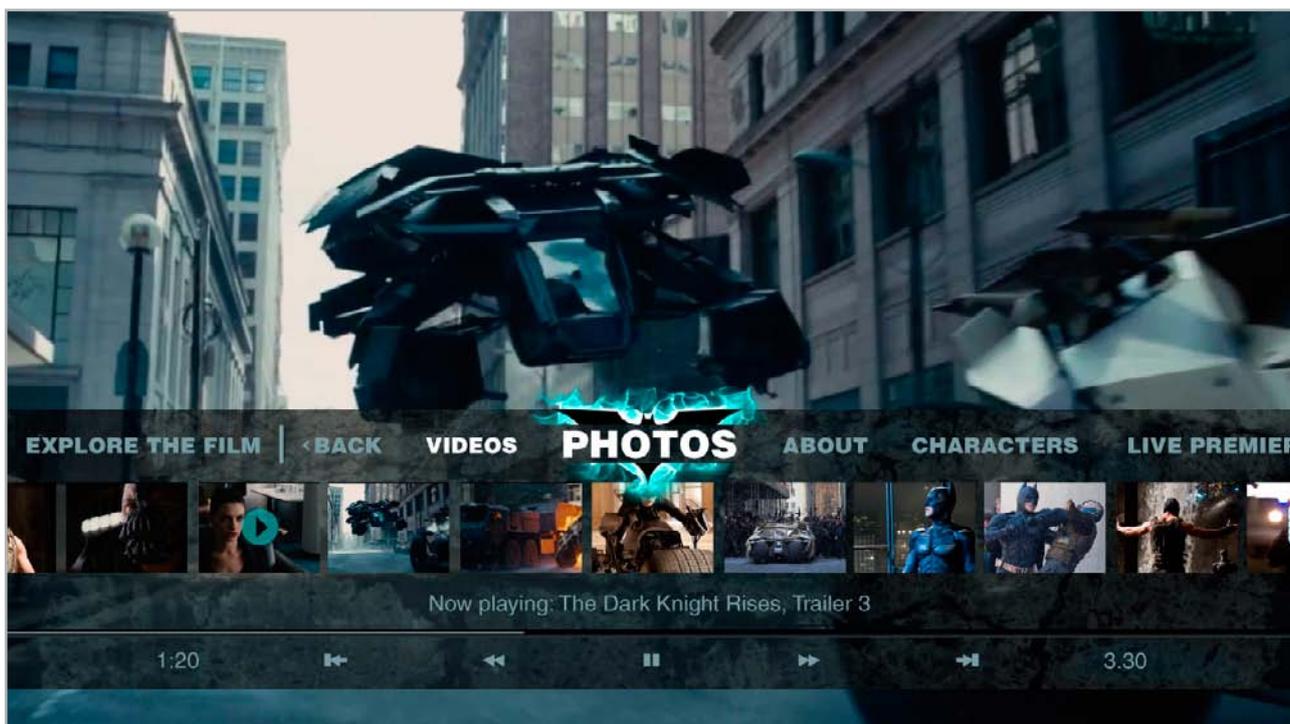
On-screen video transport buttons have been included so that all functions can be controlled with one's thumb on the remote control D-pad, allowing the viewer to keep their eyes on the screen.

If the viewer presses the transport buttons on the remote control, or moves the focus to one of the on-screen video transport buttons, the interactive overlay will display a collapsed version. This takes away the clutter when forward and reverse scanning of the video.

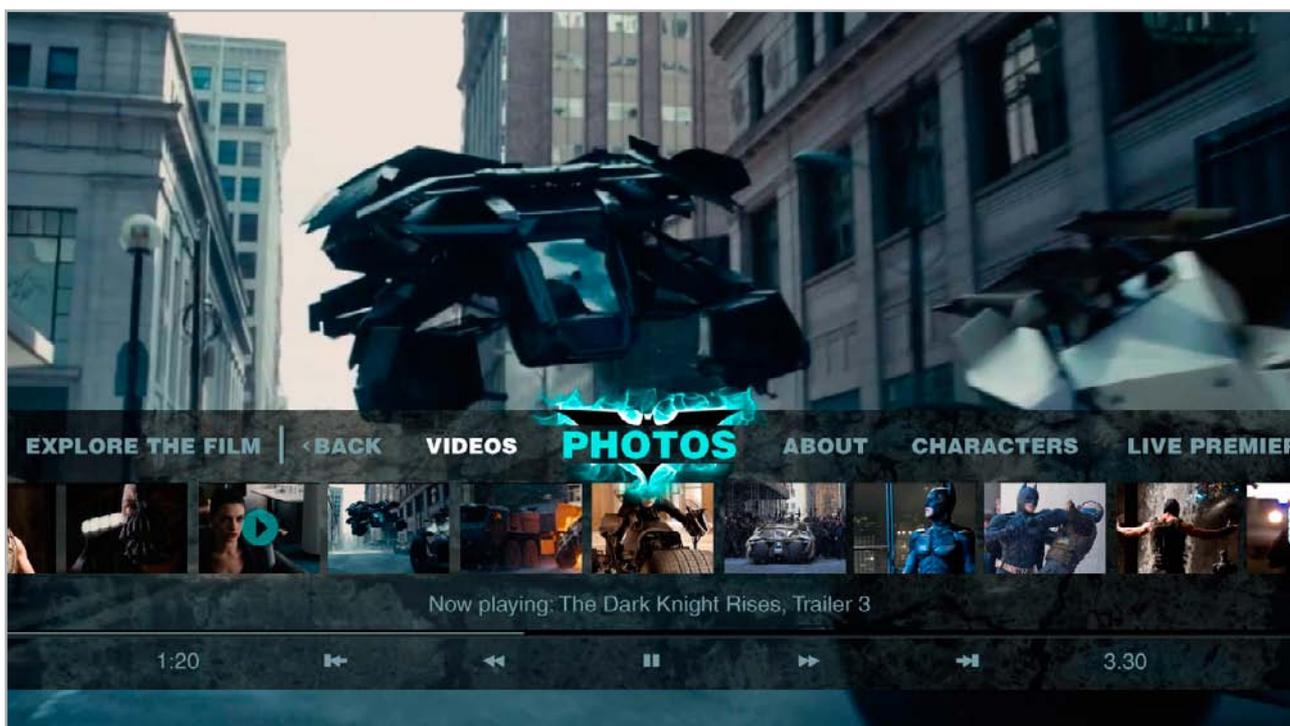
1) Lower Third interactive overlays are displayed for a brief moment when the screen first loads (about 3 seconds), and then fades away on a timeout (about a 1 second fade) so the video can be seen unobstructed. The overlays re-appear when the viewer presses the D-pad or the video transport buttons on the remote. The overlays will disappear if the viewer provides no input from the remote (about 3 seconds of inactivity). **Key Handling:** If the interactive overlays are hidden, then pressing UP, DOWN, LEFT, RIGHT, OK, RED, BLUE, GREEN, or YELLOW will make the full Lower Third overlays visible. Also while hidden, If PLAY, PAUSE, STOP, FFWD, RWD, SKIP FWD, or SKIP BACK are pressed then the collapsed Lower Third overlays will appear, and the corresponding action will be executed (eg. pressing pause will pause the video).

2) The menu buttons reside on a text carousel, with the focus fixed at the horizontal center. The text furthest to the left is a section title (and not a focusable button). The initial state is always the second button, as the first button is reserved for the back button, which returns to the main menu. The distance between buttons is 45 pixels. The text changes size and colour when in focus, and the text changes colour to the 'active' state to indicate the current location (similar to a tabbed menu). **Key Handling:** (if the interactive overlays are visible) if LEFT then shift the text carousel to the right, bringing the button that was previously on the left into focus at the centre, or if the button is the left most button then activate it. If RIGHT then shift the text carousel to the left, bringing the button that was previously on the right into focus at the centre, or if the button is the right most button then do nothing. If OK then display the activated state and load the linked screen (except if the 'video' button is in focus, then reload the currently playing clip). If DOWN, then move the focus to the image carousel below. If the text carousel does not have focus, then the 'video' button should be slid to centre and appear in its active state.

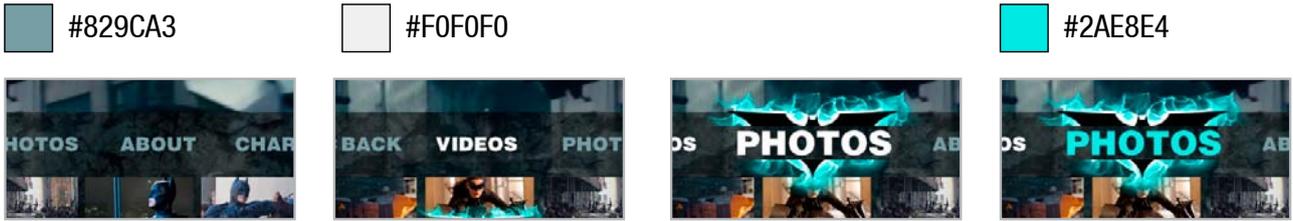




The 'photos' button is in focus, the 'videos' button is active, but not in focus.

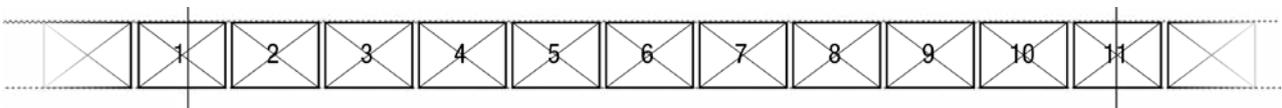


The 'photos' button is activated (shown in response to an OK button press on the remote).



Button states: Normal, active, selected, and activated.

- 3) Image carousel - this is a scrolling and wrapping thumbnail carousel, where the focus stays fixed at the center. If there are less than 11 thumbnail buttons in the carousel they will be centered on screen (except if there are an even number, then the carousel will be shifted to the left so that there is always a thumbnail at the center), and the carousel will then not wrap.



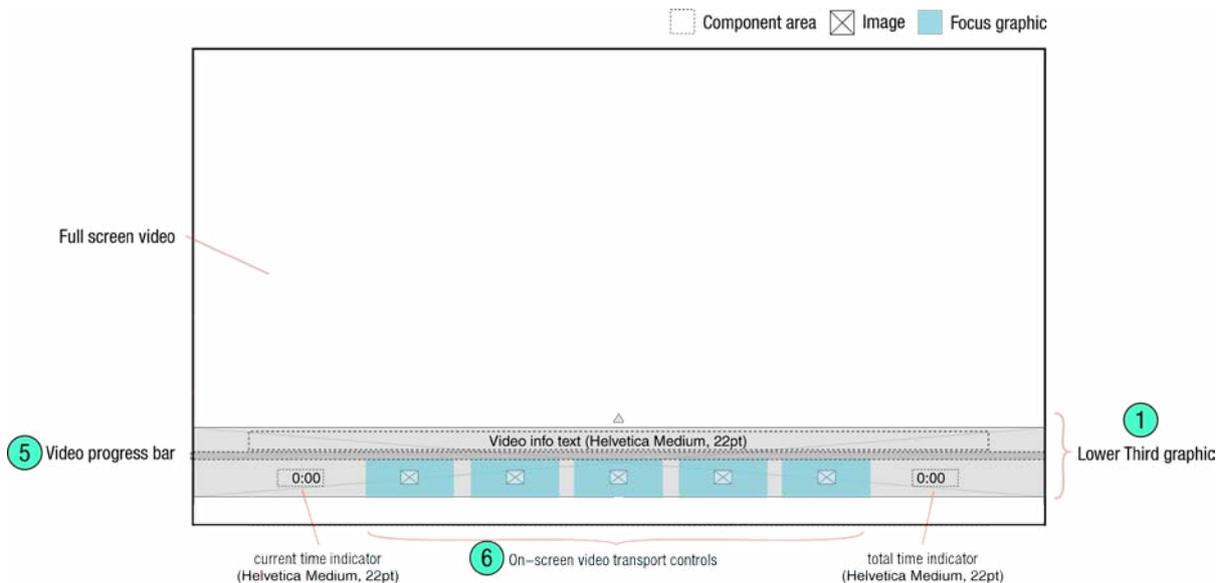
The first video to play on the playlist is the corresponding thumbnail at slot #2, and the video in focus is always on slot #6. **Key Handling:** (if the interactive overlays are visible) if LEFT then shift the image carousel to the right, bringing the button that was previously on the left into focus at the centre. If RIGHT then shift the image carousel to the left, bringing the button that was previously on the right into focus at the centre. If OK then display the activated state of the focus and load the corresponding linked video, dismissing the overlays immediately. If UP, then move the focus on to the text carousel menu. If DOWN, then move the focus to the on-screen pause/play button, and display the collapsed version of the interactive lower third overlay.

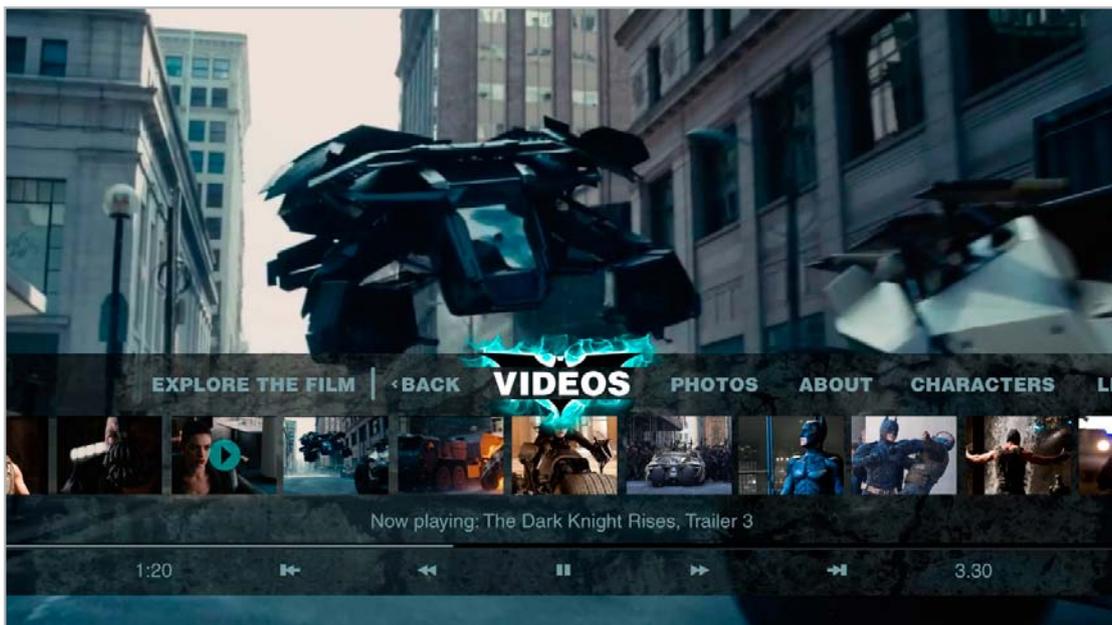
Video and thumbnail info text - when the focus is off the image carousel, the info text will display the name of the currently playing video in grey (with the prefix "Now Playing:"). When the focus is on the image carousel the info text will display the name of the video corresponding to the thumbnail in focus in white.

- 4) The currently playing video will display a play icon on it's corresponding thumbnail (ie. the thumbnail will be in an 'active' state).

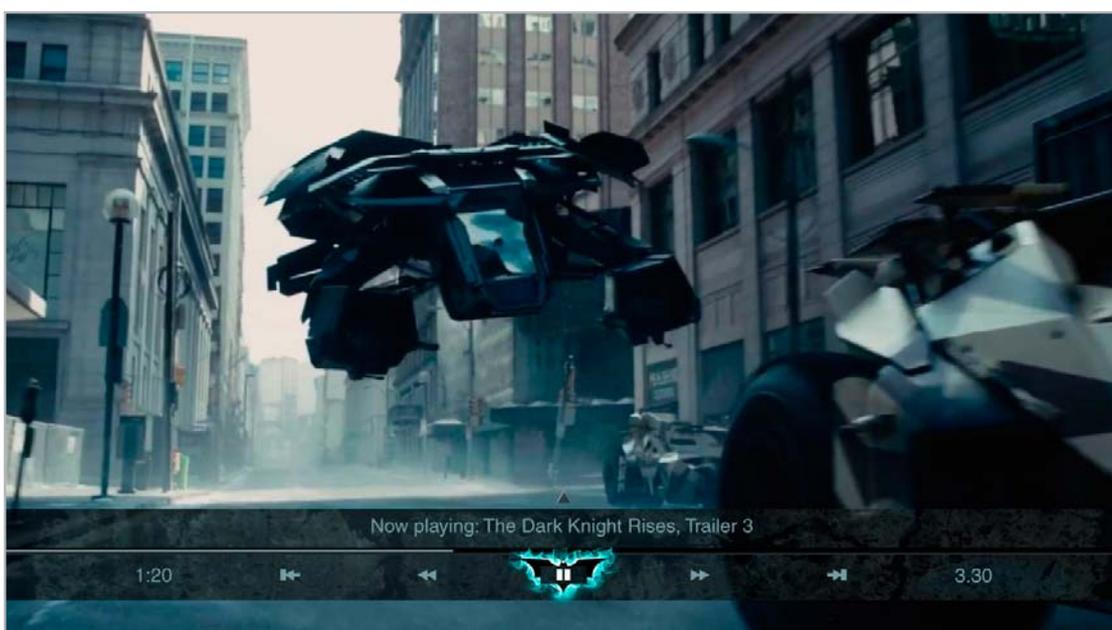


Button states: Normal, active, selected, and activated.





If a viewer presses the D-pad or the coloured buttons the full interface will appear.



If a viewer uses the video buttons on the remote only the collapsed overlay will appear, and the button action will occur immediately. The collapsed overlay will also appear when the user pressed DOWN from the image carousel.



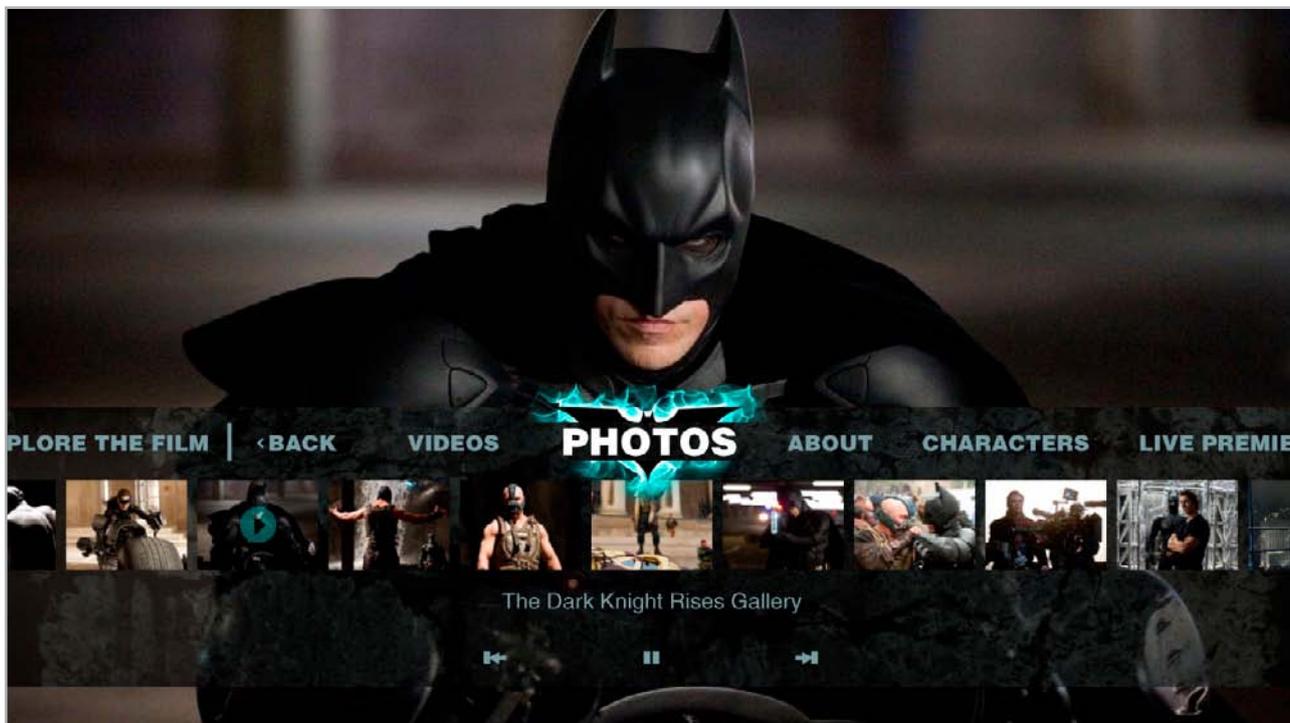
- 5) Video progress bar - a solid line which visually indicates the current time of the playing video. 0% and 100% (the two ends of the line) must be kept within action safe (x coord 60 and 1220, respectively). The initial state will have the progress bar already drawn from x0 to x60, and it will never reach x1280.
- 6) On-screen video transport buttons. **Key Handling:** if LEFT then move the focus to the video button to the left, unless on skip back, then do nothing. If RIGHT then move the focus to the video button to the right, unless on skip forward, then do nothing. If UP then make the full overlay interface visible, and move the focus to the image carousel. If OK then display the activated state of the button, and execute the action (the pause/play button toggles. When the video is playing the pause icon is displayed, when paused the play icon is displayed). If any video button is pressed on the remote move the focus to the corresponding on-screen button, and display it's activated state, and execute the action. If while playing PAUSE is pressed, pause the video, and if the video is paused and PAUSE is pressed then play the video. If while playing STOP is pressed, display the pause icon and pause the video. If while paused and PLAY is pressed, display the play icon and play the video.



Button states: Normal, selected, and activated.

Time indicators - the minutes and hours should be shown with no leading zeros, but less than a minute should be shown as a single zero. (eg. 0:00, 0:30, 10:30, 1:10:30).

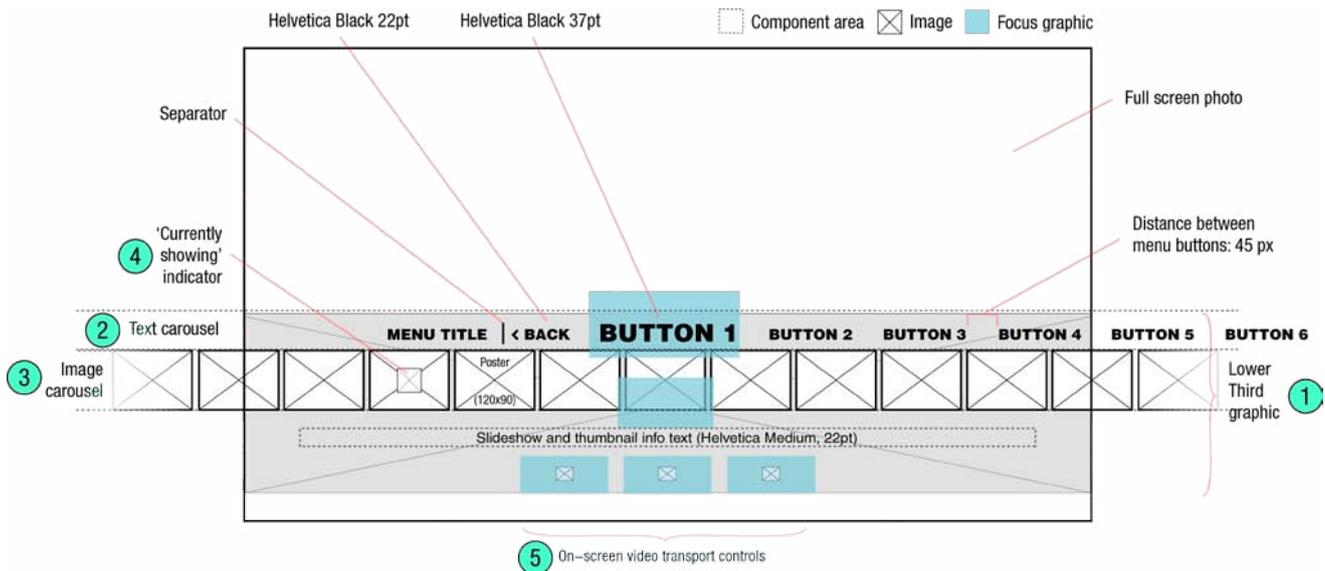
4 Slideshow Player



The slideshow player's interactive overlay.



Photo only.

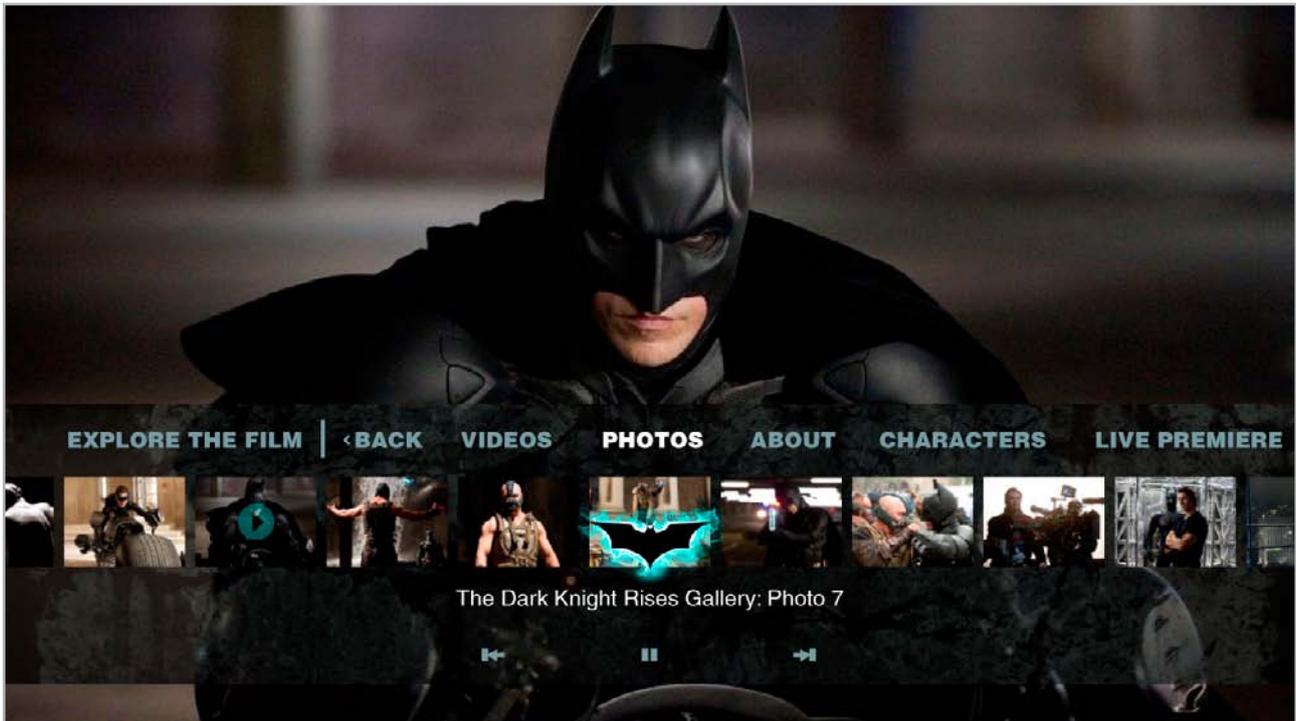


This screen is similar to the Video Player, but for viewing and controlling full screen photo slideshows. The slideshow autoplays with an approximate 5 second hold on each photo.

If the viewer presses the transport buttons on the remote control, or moves the focus to one of the on-screen slideshow transport buttons, the interactive overlay will display a collapsed version. This takes away the clutter when manually advancing the slideshow.

- 1) Visibly behaviour of the lower third is the same as the Video Player screen. **Key Handling: one minor difference with the Video Player is that the SKIP FWD and FWD both press the on-screen skip forward button and advance the slideshow one picture, and the the SKIP BACK and RWD buttons both press the on-screen skip back button and displays the previous slide in the slideshow.**
- 2) Behaviour of the text carousel is the same as the Video Player screen, except the 'photos' button is active and slides to centre if the focus is moved off the text carousel.
- 3) Behaviour of the image carsousel is the same as the Video Player screen.
- 4) The thumbnail of the current photo displayed will have a play icon on it (just as on the Video Player screen).
- 5) On-screen slideshow transport buttons. **Key Handling: same as the Video Player, except with the difference already mentioned in point 1.**



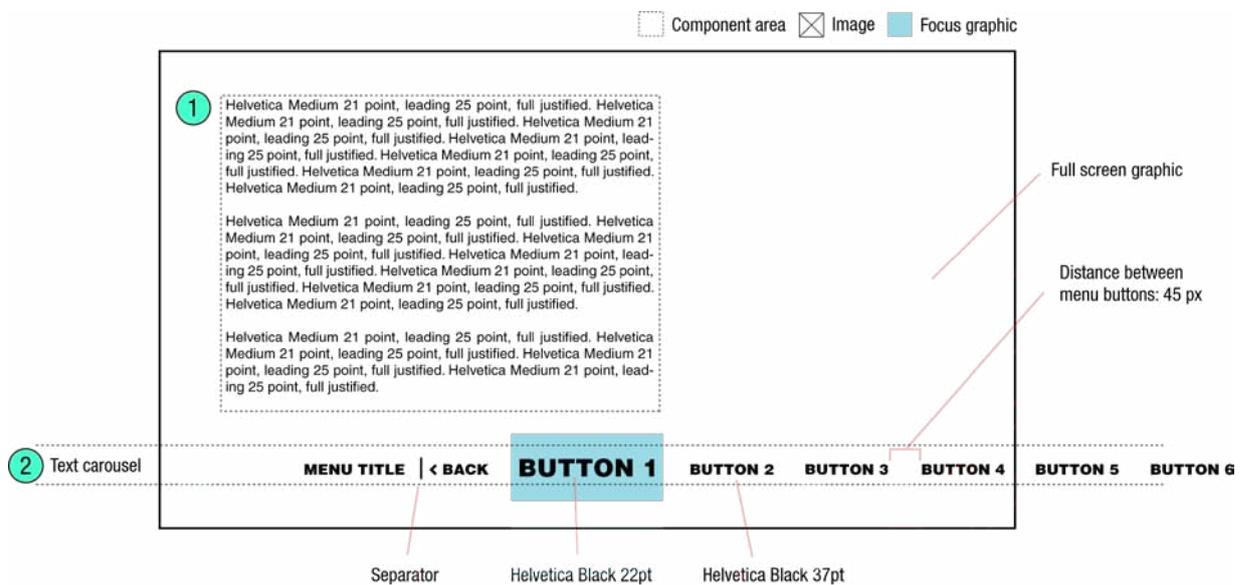
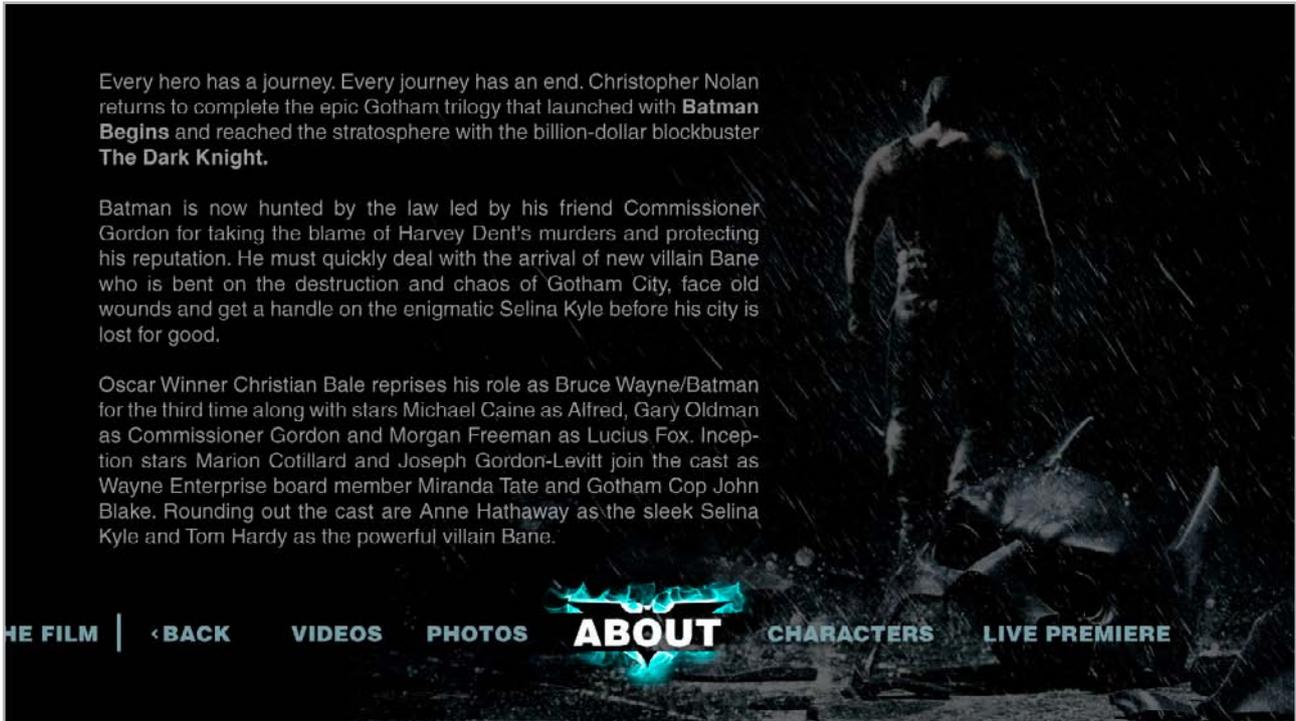


With the image carousel in focus the info text displays the slide name, and the 'photos' button slides to centre (if the text carousel has been scrolled left or right) and remains active (ie. white text).



If the focus is moved down to the slideshow transport controls, the overlay interface displays the collapsed version.

5 Text Page Screen



This screen is displaying a short magazine-like page.

- 1) This is static text generated in Flash.
- 2) Text carousel - **Key Handling**: if LEFT then shift the text carousel to the right, bringing the button that was previously on the left into focus at the centre, or if the button is the left most button (the 'back' button) then activate it. If RIGHT then shift the text carousel to the left, bringing the button that was previously on the right into focus at the centre, or if the button is the right most button then do nothing. If OK then display the activated state and load the linked screen

6 Magazine Screen



Menu in focus

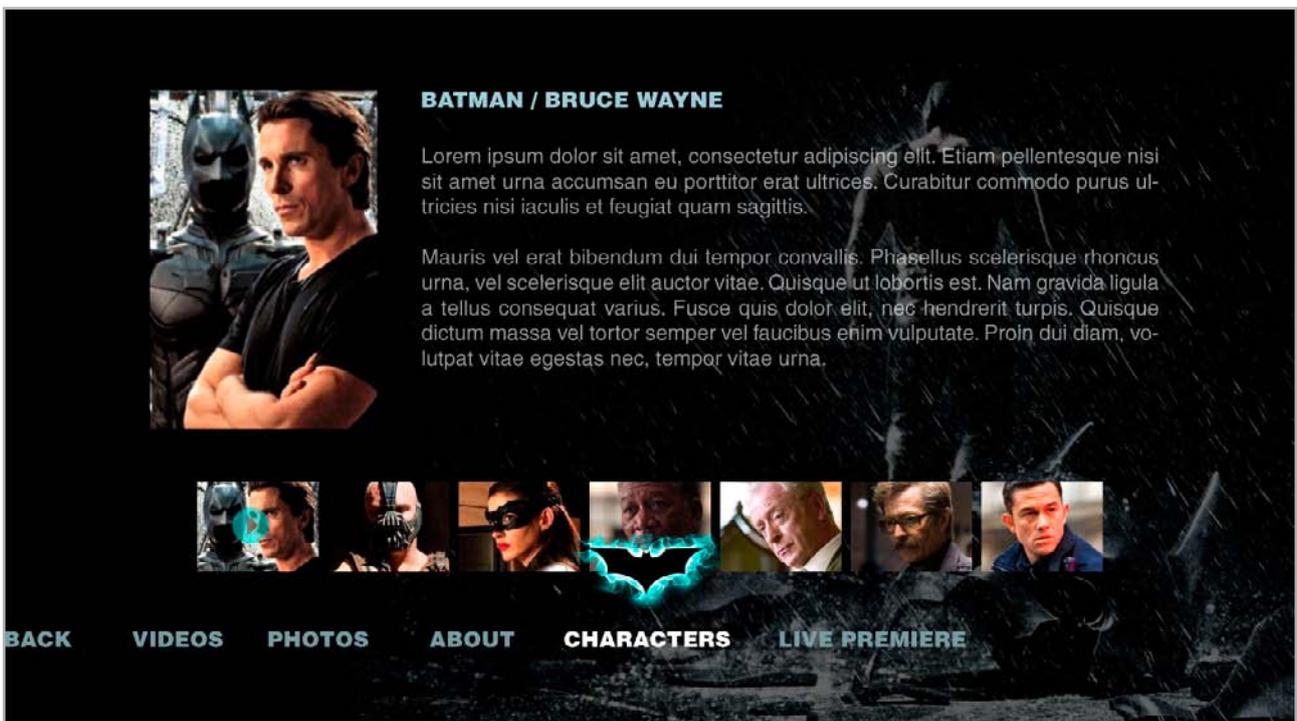
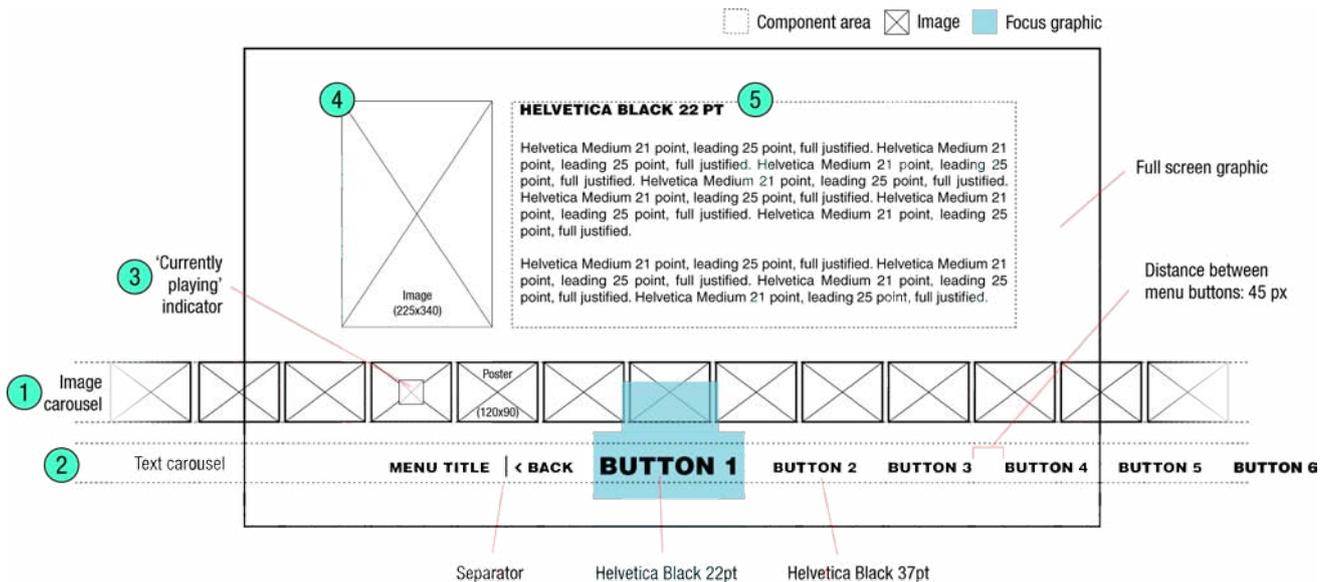


Image carousel in focus (but current thumbnail not activated). Notice the 'characters' button has gone from the selected (larger and white) to the active state (white and centered).



This screen is similar to the Text Page Screen, but with an image carousel that triggers multiple pages. Since there is a block of text that will be read at the viewers own pace, control is manual and the pages do not autoplay.

- 1) Image carousel behaves the same way as the Video Player's, except there is no info text below it and the text carousel is below. **Key Handling: same as Video Player, except if UP then do nothing, and if DOWN then move the focus to the text carousel. If OK then update the page above with an image and text corresponding to the thumbnail.**



Button states: Normal, selected, and activated.

- 2) Behaviour of the text carousel is the same as the Video Player screen, except the 'characters' button is active and slides to centre if the focus is moved off the text carousel.
- 3) The thumbnail of the current magazine page displayed will have a play icon on it (just as on the Video Player screen).
- 4) Character photo.
- 5) Static text generated in Flash.

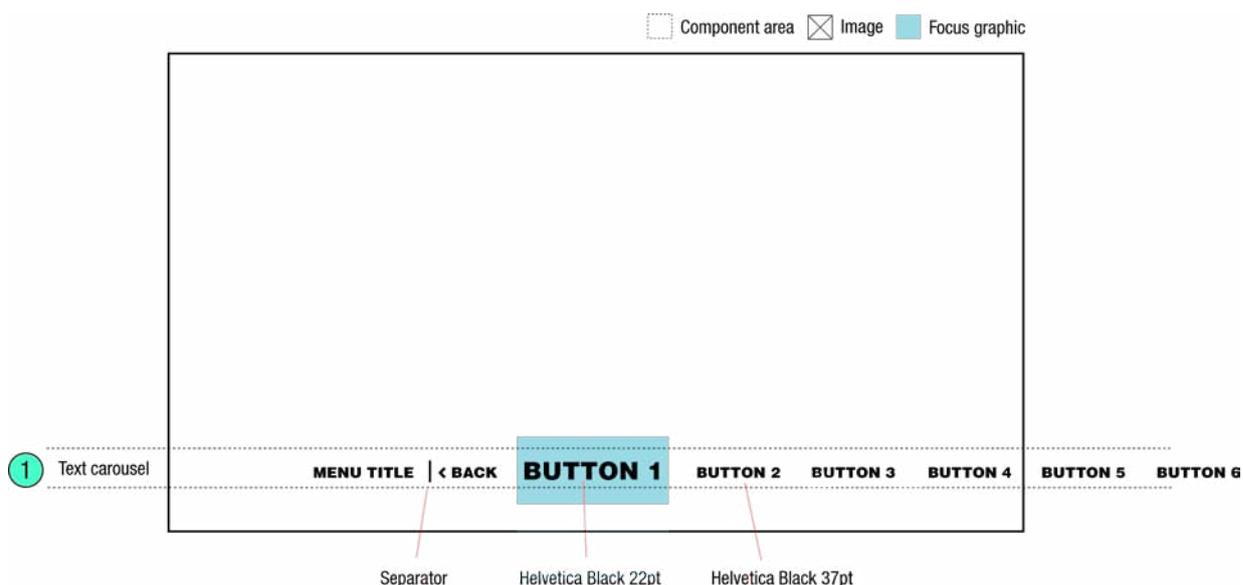
7 Live Video Player



Interactive text carousel over live streaming video.



Video only.



When the viewer presses OK on the 'live premiere' button, this Live Video Player screen is launched. Since there is no buffering of the live stream, there are no video controls, but only a menu for navigating away from the current screen.

- 1) Behaviour of the text carousel is the same as the Video Player screen, except the 'live premiere' button is active.

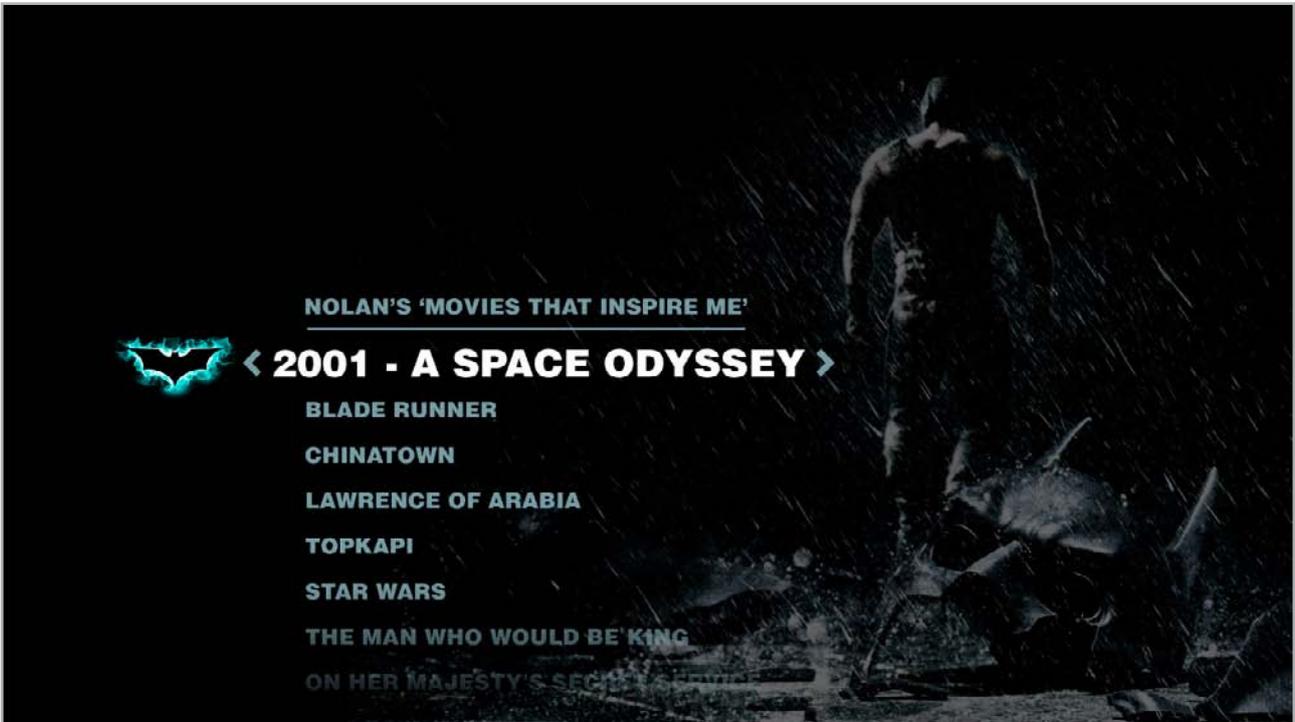


Navigating from the Live Video Player to the Main Menu.

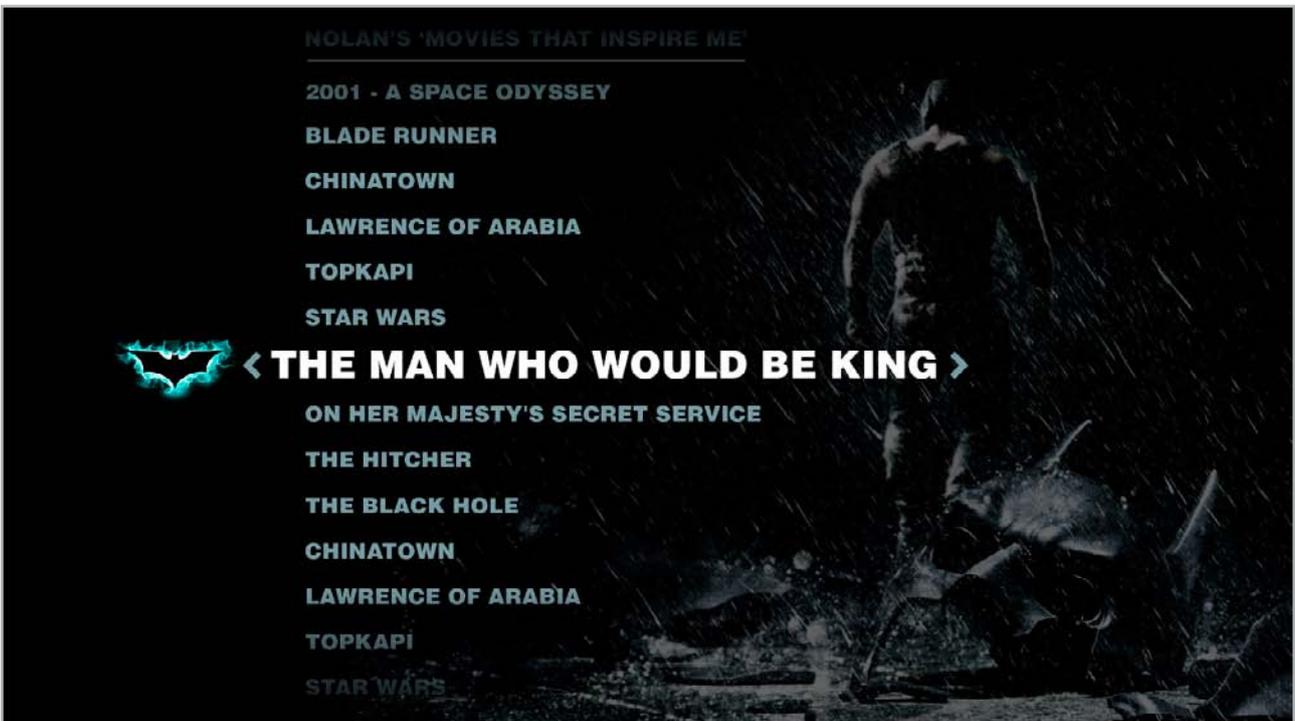


Before the live premiere on 18th of July (TBC) Warner Brothers will play a trailer on the 'live' video stream telling views to return for the live event.

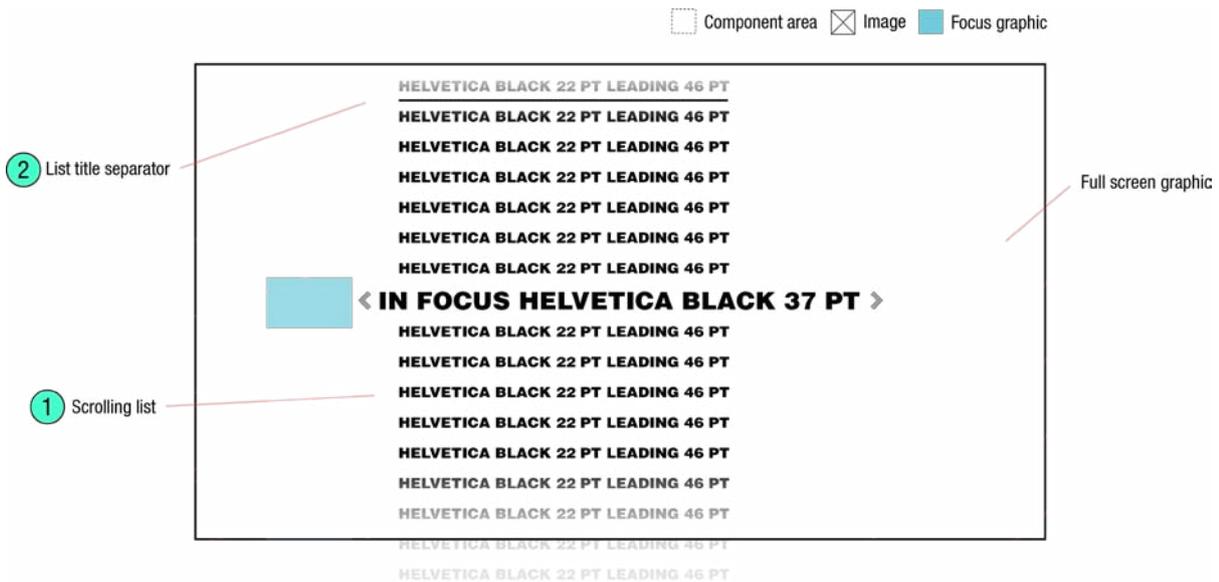
8 List Screen



Initial state of List Screen.



Focus stays on center screen while list scrolls.



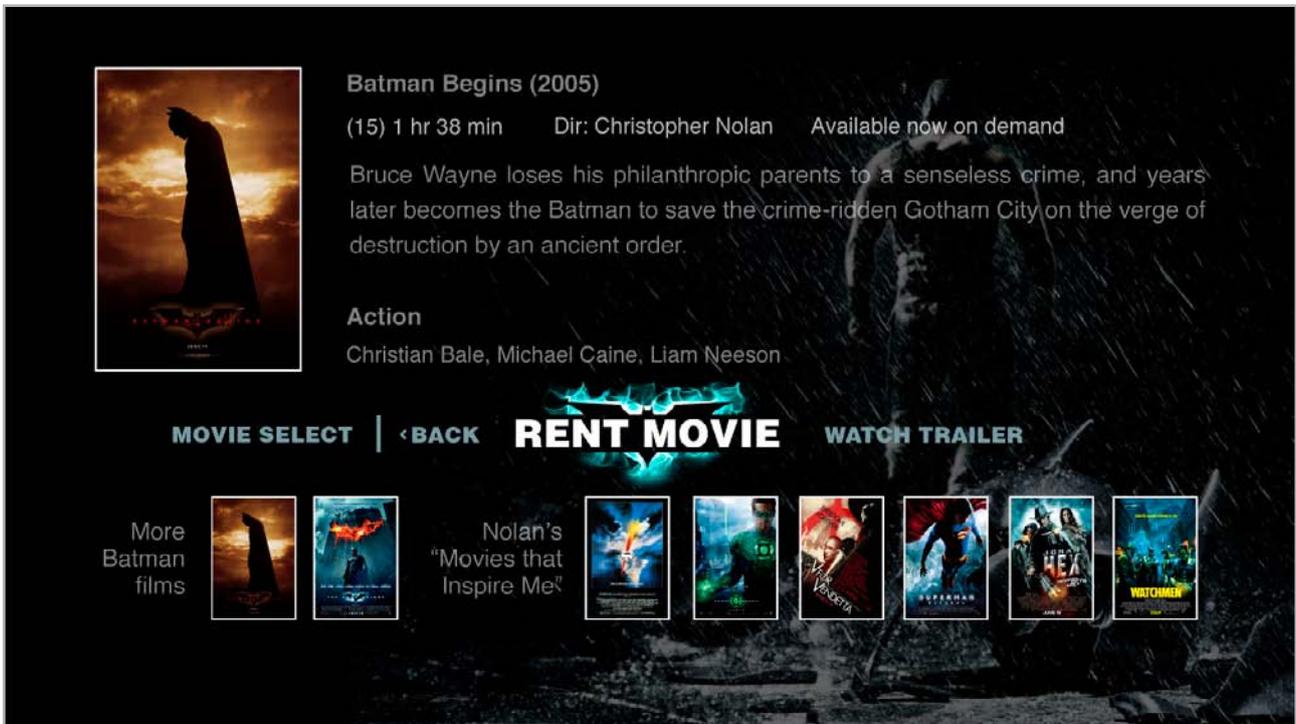
This screen is for navigating a long list of content, like programme and episode names. The focus is pinned to the vertical centre of the screen.

- 1) Scrolling list - this is a list with 15 items visible at one time. A fade at the top and the bottom of the list indicates the list continues beyond what's visible. Left and right button hints are at the start and end of the line in focus. **Key Handling:** if LEFT or SKIP BACK then return to the previous screen. If RIGHT or OK then display the activated state and load the linked screen. If UP then shift the list down, bringing the button that was previously above into focus at the centre, except if on the top-most item, in which case do nothing. If DOWN then shift the list up, bringing the button that was previously below into focus at the centre, except if on the bottom-most item, in which case do nothing. If CHANNEL UP or CHANNEL DOWN, move 10 items at a time (a few lines shy of an entire screen, effectively moving a page at a time). If SKIP FWD then bring the bottom-most item on the list into focus at centre screen.
- 2) Much like the horizontal text carousel at the View/Browse level of the app, the first item is the menu is a title, followed by a separator, and then the second item is the first button.

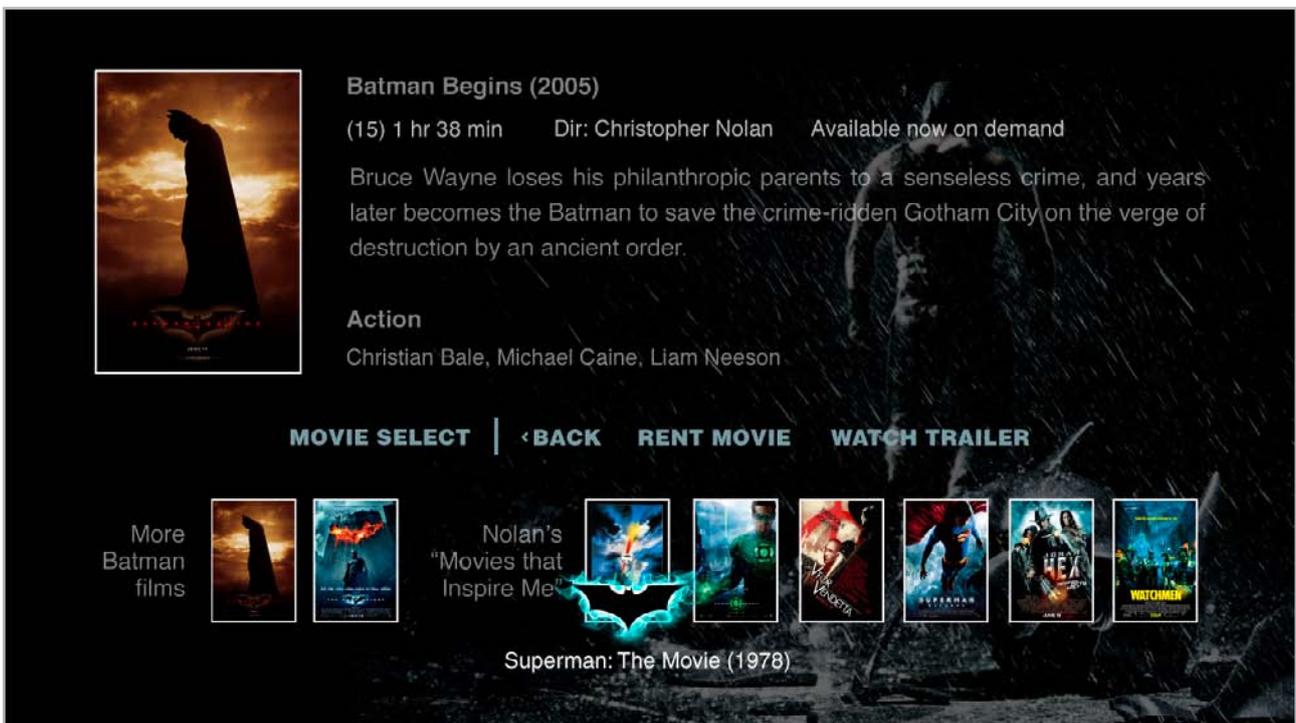


Activated state.

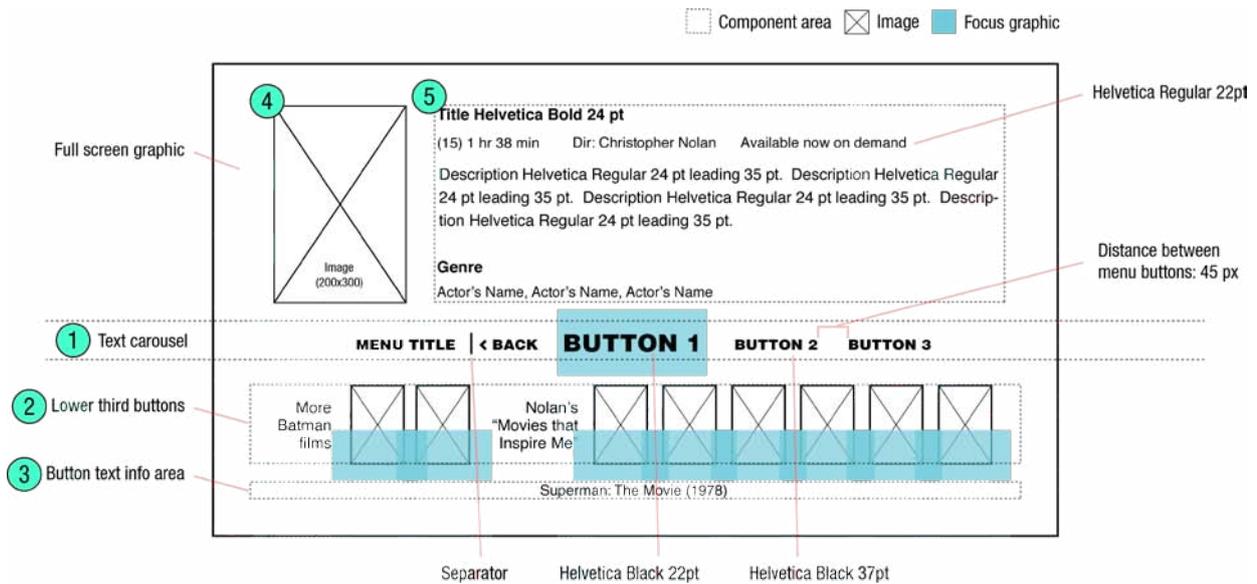
9 **Movie Info Screen**



Initial state of Movie Info Screen on the 'rent movie' button.



Focus on the lower third buttons. The text carousel menu is horizontally centered when not in focus.



This screen gives the viewer more information about a chosen title, encouraging rentals of feature-length films. The screen is a launch point to the TiVo VOD section outside of the app.

The screen includes key art for the title and a variety of content information, such as the movie title, running length, director’s name, availability, synopsis, genre, and cast. An interactive lower third is composed of a text carousel menu and a series of thumbnail buttons allowing access to other Movie Info Screens for related content.

- 1) Behaviour of the text carousel is the same as the Video Player screen, except the there are no active buttons. If there is only 1 format of the movie available there is a “rent movie” button. If there are 2 formats (eg. SD and HD) there are 2 rental buttons “rent in SD” and “rent in HD”. **Key Handling: if DOWN then center the text carousel horizontally on the screen, and move the focus to the central thumbnail.**



- 2) Thumbnail Bar - this is not a carousel, but a row of static buttons. **Key Handling: if LEFT then move the focus to the left, except if on the left-most thumbnail, then do nothing. If RIGHT then move the focus to the nearest thumbnail on the right, except if already on the right-most thumbnail, then do nothing. When moving left or right, display the movie title that corresponds to the thumbnail in focus in the info text area. if UP then make the info text invisible, and move the focus to the text carousel.**



Button states: Normal, selected, and activated.

- 3) Thumbnail Bar info text - text is horizontally centered. When the focus is on the Thumbnail Bar the movie title appears here.
- 4) Movie poster.
- 5) Static text generated in Flash.