



Connected TV Applications for TiVo

# Virgin Movies Cinema Trailers

Design Outline

22 Oct 2015

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## Change Log

1 December 2015 Added pause/play functionality on Movie Info Screen (page 44). Also added illustration of normal vs. activated button state (page 42).

## Overview

The Cinema Trailer app is a free showcase for the latest movie trailers and clips that doubles as a sales-channel for Virgin Movie rentals. The movie-lover is drawn into the app by the latest content about what's showing in cinemas and they are reminded at multiple points in their journey, using a soft-sell approach, to rent a Virgin Movies title.

The app consists of 3 main screens: a **Menu Screen** for browsing content, a **Video Player Screen** for watching movie trailers and clips, and a **Movie Info Screen** for reading about chosen movies.

The **Menu Screen**<sup>1</sup> contains multiple carousels, some containing portrait-style movie posters which link to movie trailers, and some containing landscape-style thumbnails which link to movie clips. Carousels are viewed one at a time.

To switch carousels the menu contracts when pressing UP or DOWN and when another menu item is selected the menu expands to reveal another carousel.

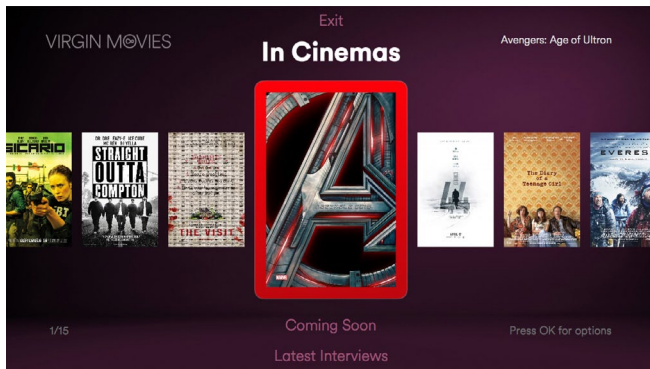
Pressing OK on a poster or thumbnail calls up an options pop-up called the **'Cross Picker'**<sup>2</sup>. This presents the user with 5 options which they access using the D-pad: pressing OK will play the video that was highlighted in the menu carousel, UP will jump to the Movie Info Screen for the chosen movie, DOWN will dismiss the pop-up, pressing RIGHT will take the user to a VOD movie they can rent, and LEFT will generally lead to related content.

The **Video Player Screen**<sup>3</sup> plays single assets or playlists of videos. The SKIP FWD and SKIP BACK buttons, both on-screen and on the remote control, allow users to jump between

assets on a playlist. Single asset players don't have skip buttons since there are no other videos to jump to.

The **Movie Info Screen**<sup>4</sup> displays the details about a movie, some action buttons that apply to it, and links to related assets along the lower third. VOD assets have a 'Rent' button that cinema Movie Info Screens lack.

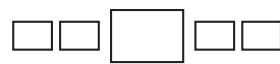
In-Cinema videos are linked to each other (eg. Trailers and interviews for the same movie) and to VOD rentals through metadata matching. Linking 'Similar movies' rentals (which appear on the Cross Picker and Movie Info Screens) could be done by grouping movies by genre keywords (for example, an action movie in the cinema could be grouped with other action movies in the VOD catalogue if they all share the 'action' genre metatag).



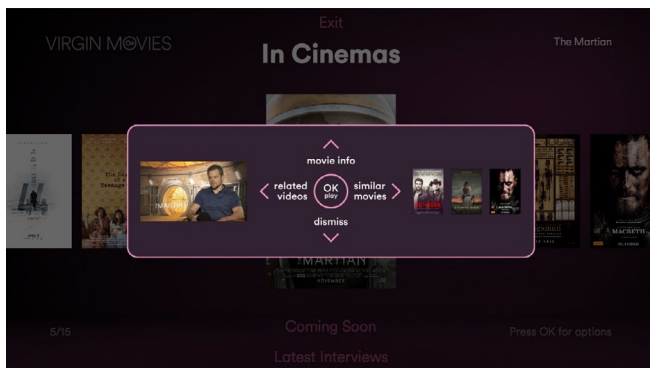
1. Menu Screen with focus on carousel



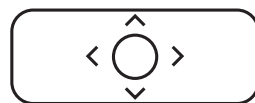
Trailer carousel



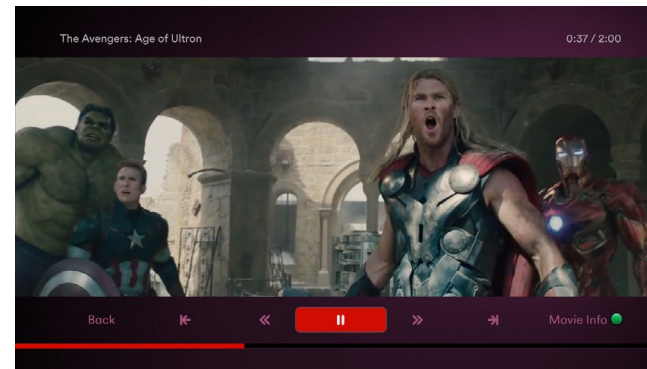
Clip carousel



2. Menu Screen showing 'Cross Picker' options pop-up



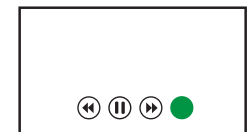
Cross Picker



3. Video Player Screen



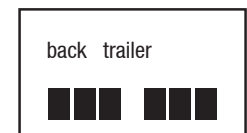
Video Playlist Player



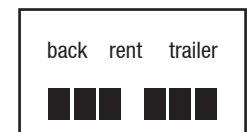
Single Video Player



4. Movie Info Screen



Cinema movie Info



VOD movie info

## Overview



### App Structure

The general user journey follows Menu Screen → Video Player Screen → Movie Info Screen, and then exiting the app by pressing a 'Rent' button a VOD Movie Info Screen (which leads to a core TiVo buy screen where users proceed with the rental). There are 3 'channels' a user can travel on when going from screen to screen: the **Cinema Trailers** channel, **Cinema Clips** channel (these are interviews, featurettes, and movie excerpts), or **VOD Trailers** channel. Users may journey in a linear way but are also free roam in a roundabout way,

and are presented at multiple points to land on a VOD Movie Info Screen (shown above in blue. See the 'Example User Journeys' section for common user stories and journeys).

### Leanback Channels and Movie-Related Playlists

The layout encourages a leanback experience like watching a traditional TV channel, but the app also allows for playback of all the videos related to a specific movie. A Leanback Channel is triggered by pressing OK on a thumbnail and then pressing OK on the Cross Picker. The entire channel of videos will play

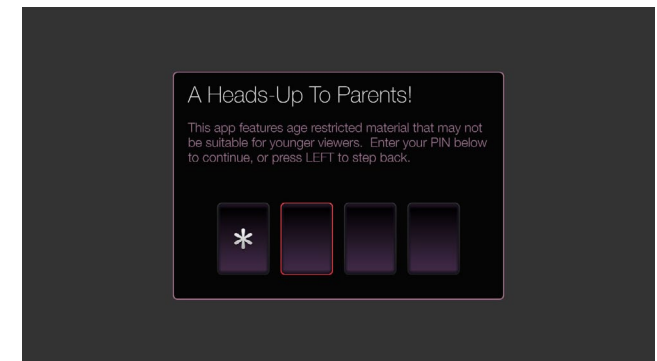
starting with the chosen movie. When all videos in a channel are played the user is returned to the Menu Screen (with the focus on the thumbnail that launched the playlist).

However the user may also trigger playlists of clips related to a chosen movie. If a video has related clips a LEFT press on the Cross Picker will launch a single video or playlist of clips related to the selection (see Example User Journeys 4 & 6). If the user remains idle they will be sent to the Movie Info Screen when the related clips(s) for that movie are finished playing.

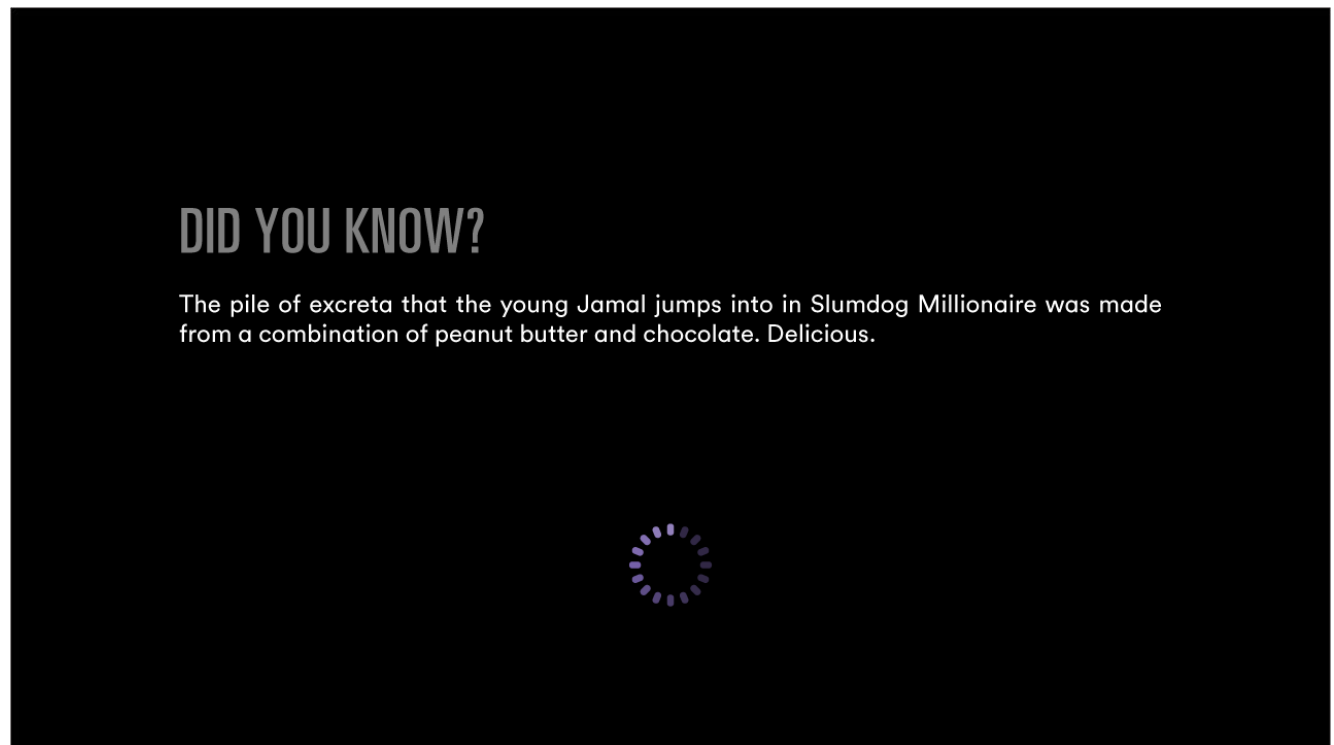
## Launching the app



1. Launch from Apps & Games (content image to be updated montly like Sky Upsell launch icons)



2. OK pressed. PIN challenge appears.

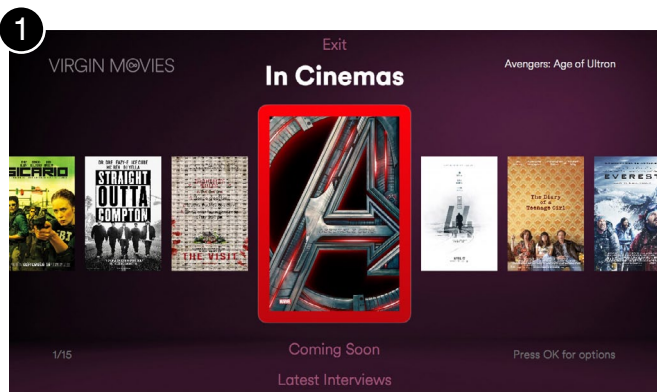
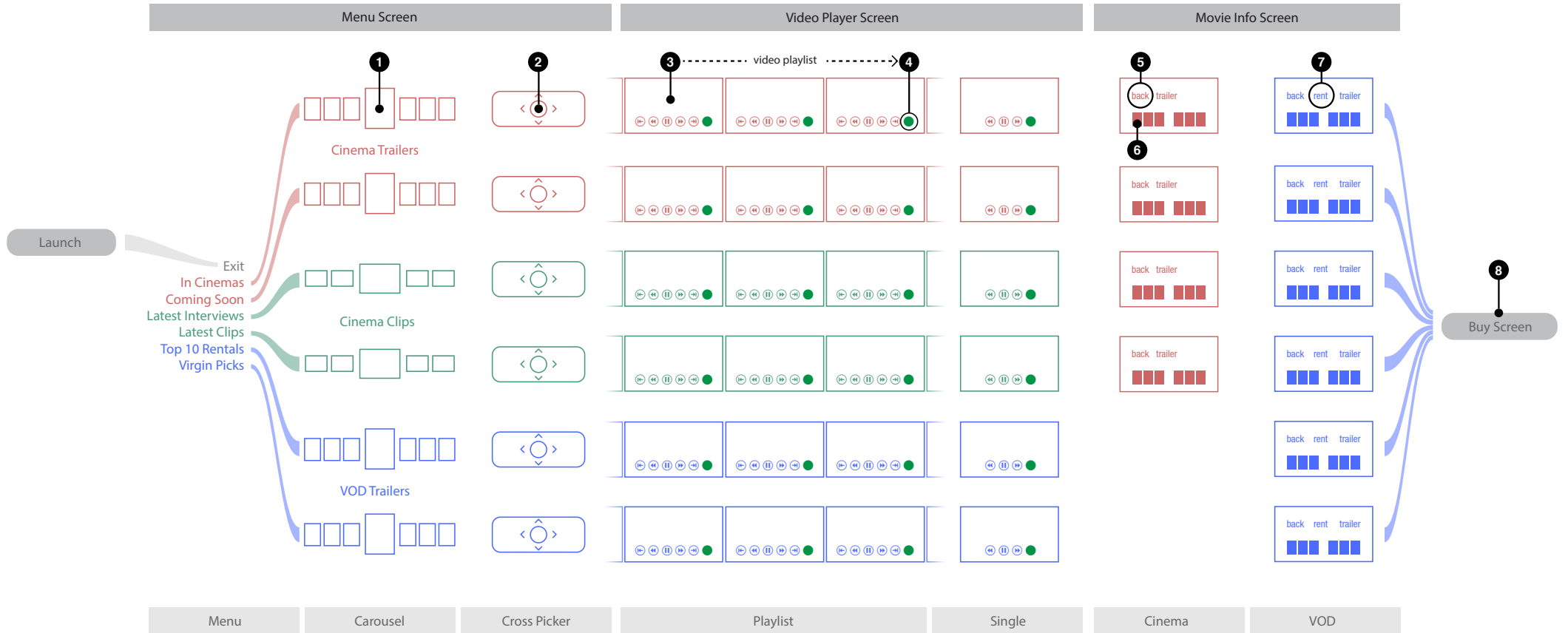


3. Valid PIN entered. Loading screen appears. Trivia lines are randomly selected from a small library (NB. this may not work if the bulk of the loading time is launching the browser. It may be useful, though, if all data in the Menu Screen is loaded up front and the user has something to do while they wait. This trivia loading screen should not be used if it extends the loading time unnecessarily, so brief loading times of a few seconds should use the loading spinner only).

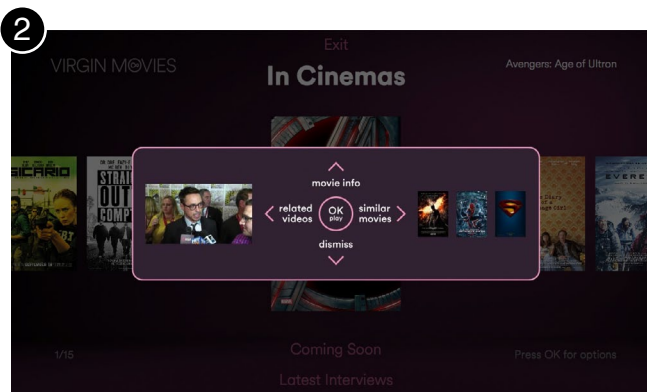
# Example User Journeys

### Example User Journey 1

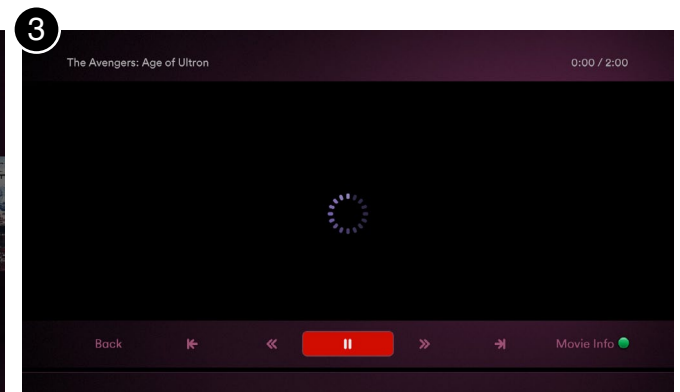
Renting a movie soon after watching cinema trailers



1. Menu Screen is launched, focus is on first item of 'In Cinemas' carousel.



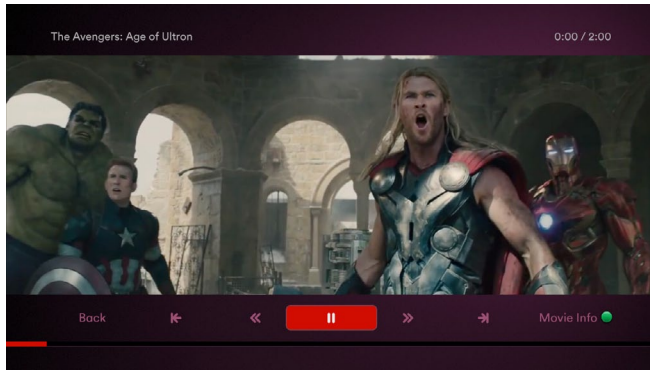
2. OK pressed. Cross Picker appears. Red focus in background hides and background is darkened.



3. OK pressed. Video Player Screen appears. Loading spinner is visible before video plays.

## Example User Journey 1

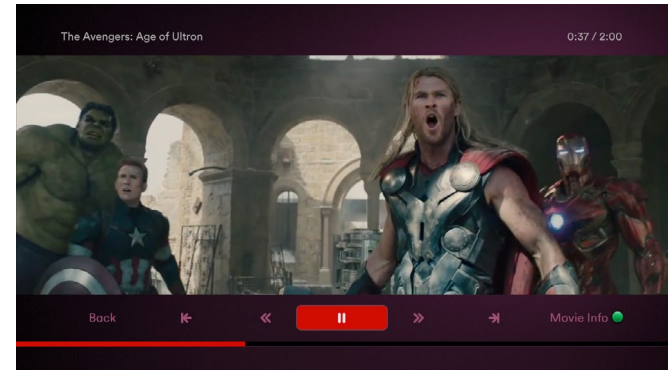
*Renting a movie soon after watching cinema trailers*



4. Video begins to play.



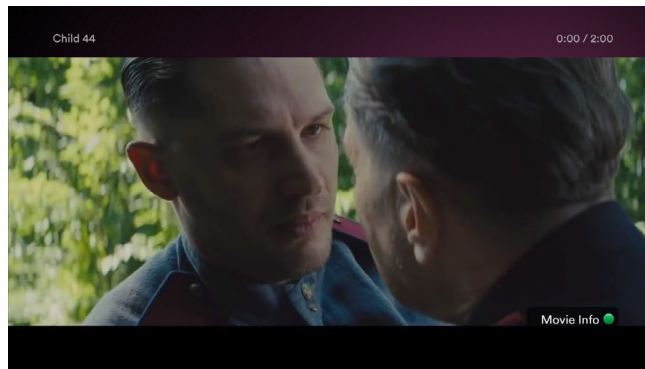
5. Overlay UI hides after 3 seconds. Green button prompt at lower right persists.



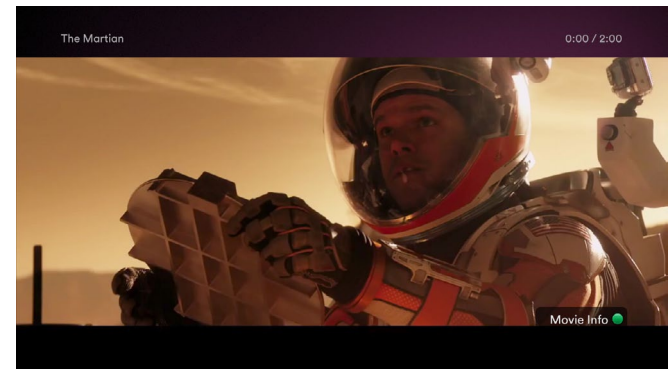
6. UP (or any D-pad button) pressed. Overlay UI re-appears. The progress bar and current time indicator advance with video playback.



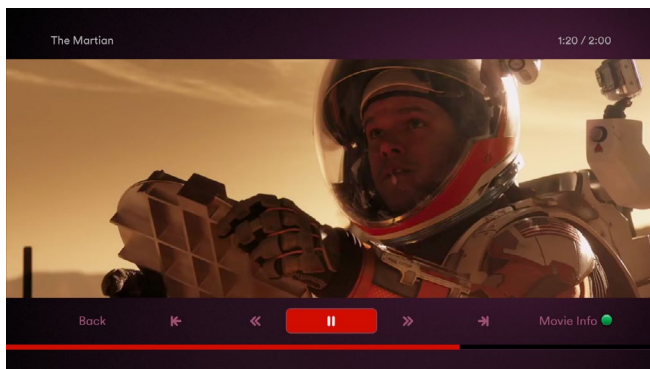
7. Overlay UI hides after 3 seconds.



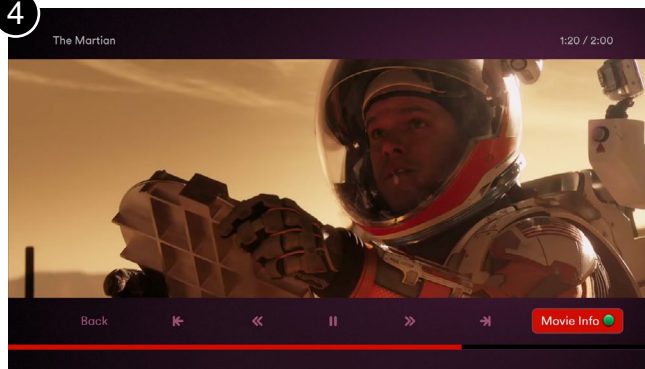
8. Playlist advances to next video. Upper third overlay appears during the first 3 seconds of video playback.



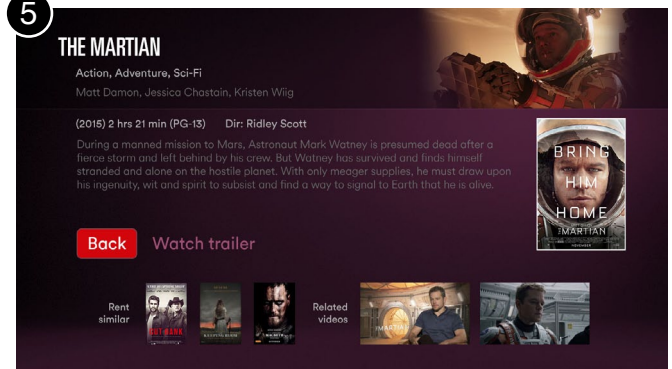
9. Playlist advances to next video 3 more times. The user is watching the 5th trailer in the playlist.



10. OK (or any D-pad button) pressed. Overlay UI 'wakes up' and is ready for input from the D-pad.



11. RIGHT pressed 3 times.

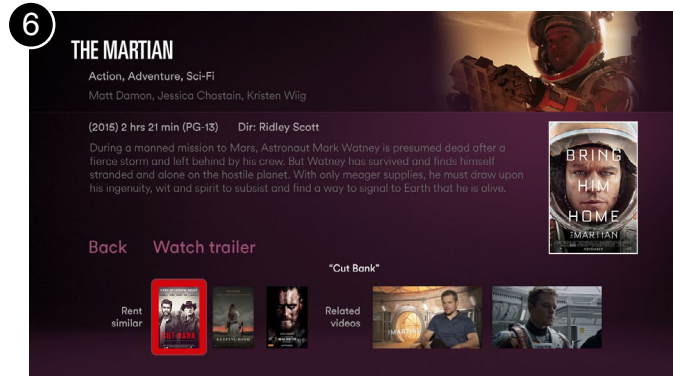


12. OK pressed. 'Back' button in focus. Trailer playlist continues to play at upper right.

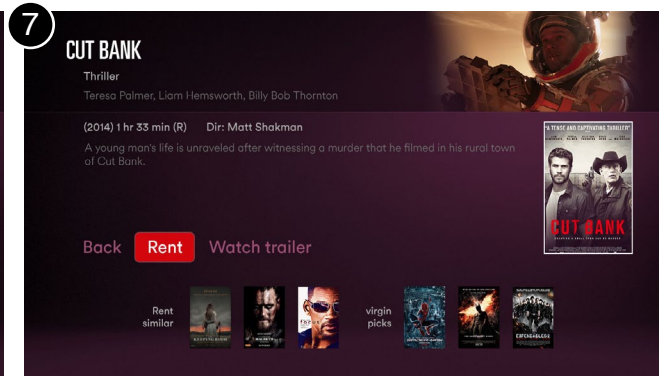


## Example User Journey 1

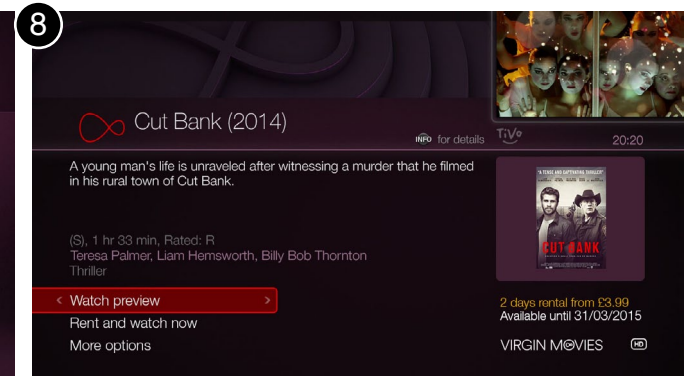
*Renting a movie soon after watching cinema trailers*



13. DOWN pressed. Note that the title of item in focus along the lower third appears above the lower third thumbnails.



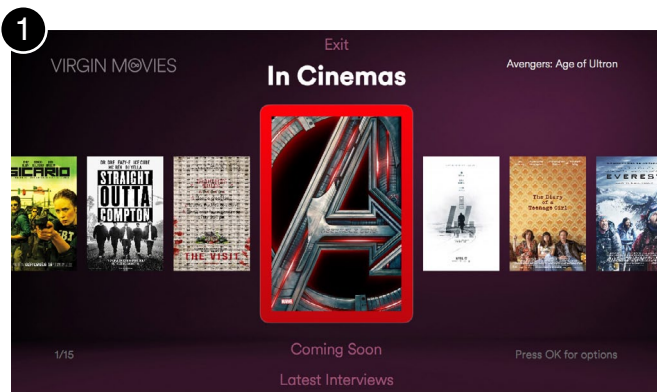
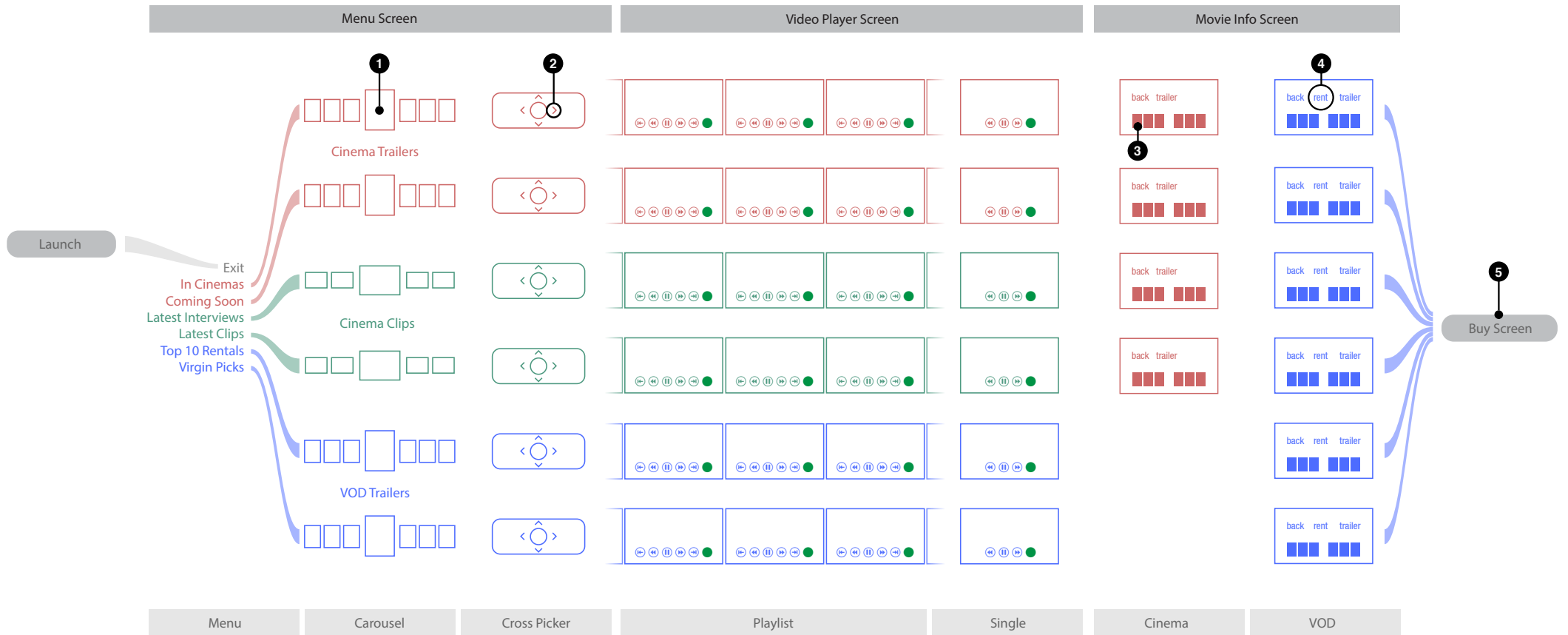
14. OK pressed. 'Rent' button is the first in focus on a Movie Info Screen for a movie that can be rented.



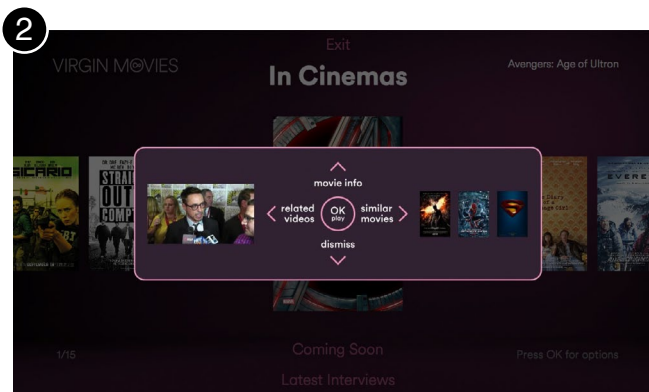
15. OK pressed. User has exited the app.

### Example User Journey 2

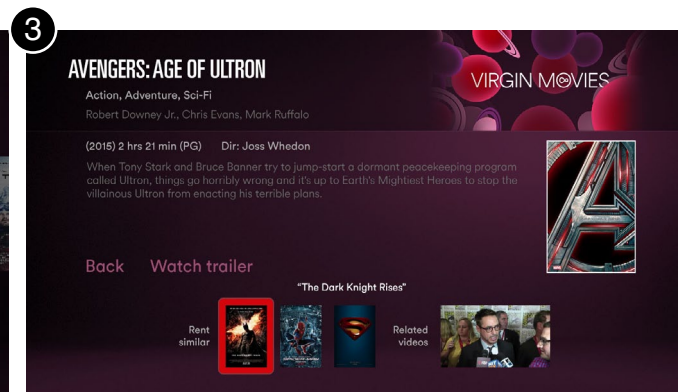
Renting a movie that's similar to one in the cinema via the Cross Picker



1. Menu Screen is launched, focus is on first item of 'In Cinemas' carousel.



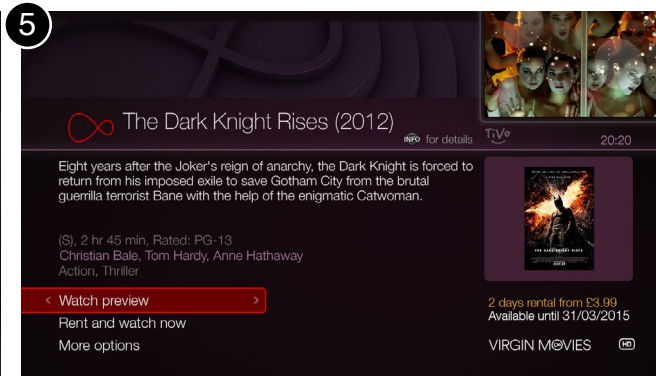
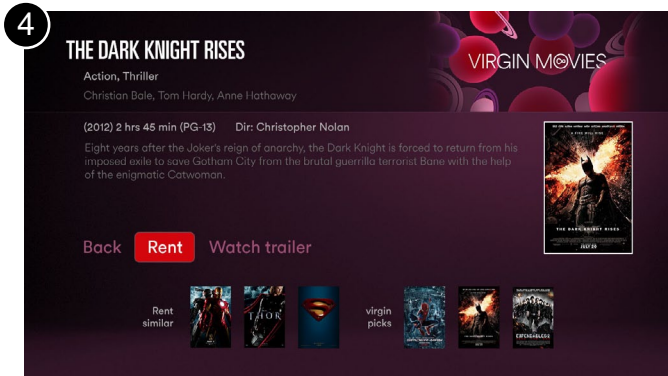
2. OK pressed. Cross Picker appears. Red focus in background hides and background is darkened.



3. RIGHT pressed. Focus is on the first 'Rent similar' poster along the lower third. The Picture in Graphic (at upper right) is a static image.

## Example User Journey 2

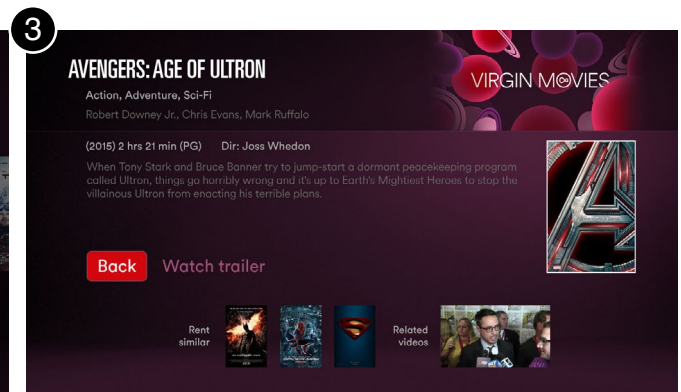
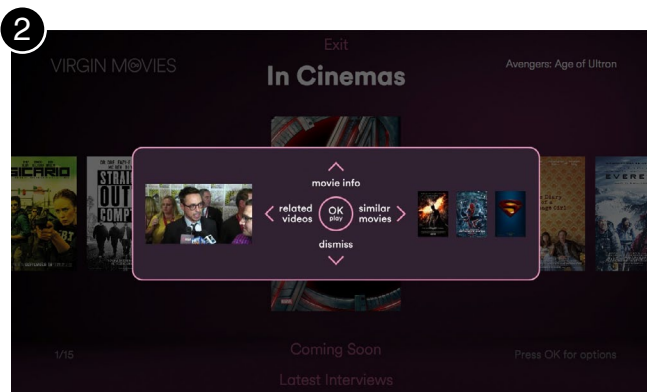
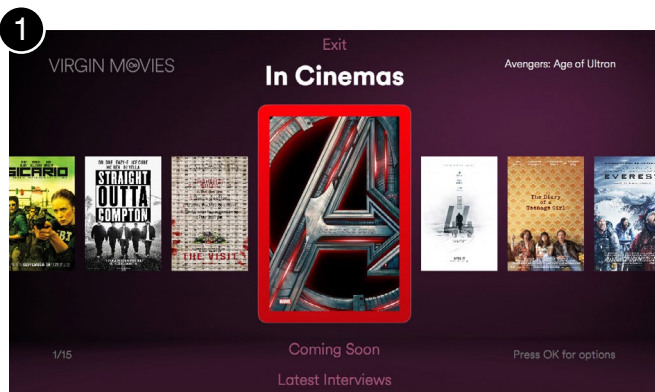
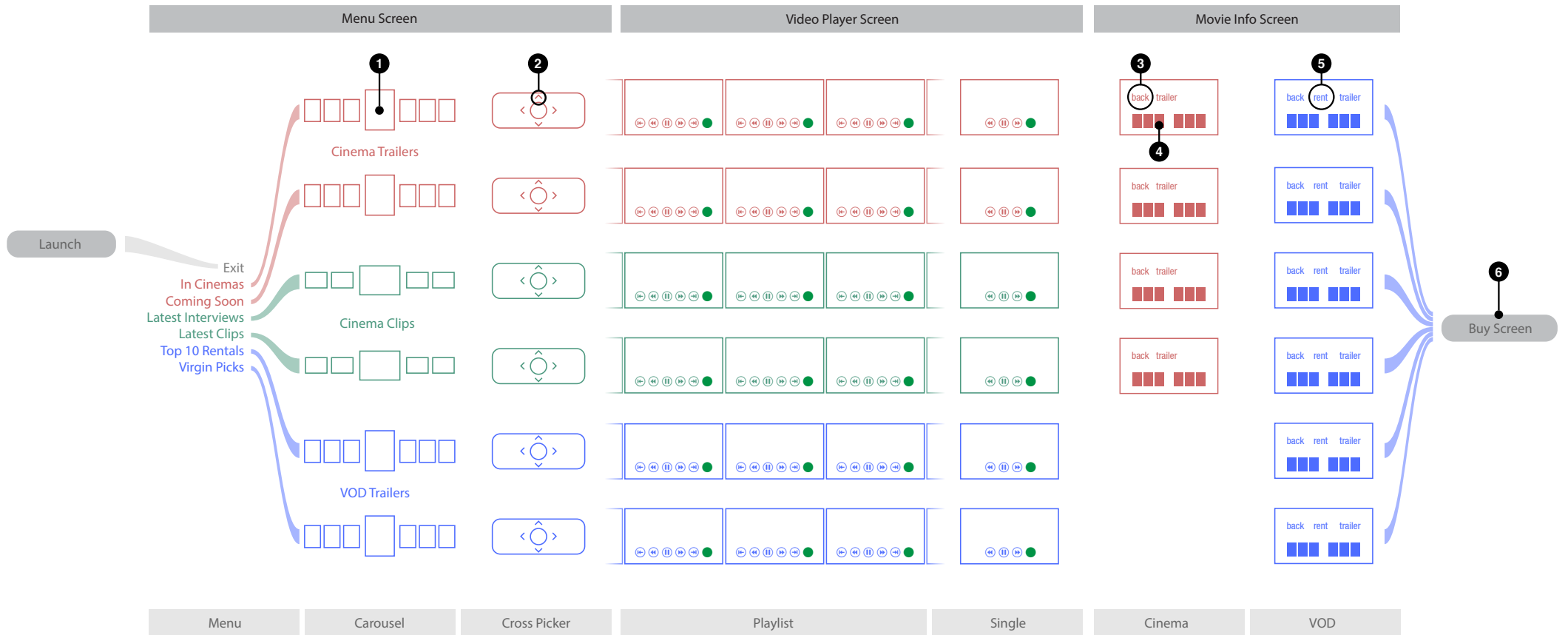
*Renting a movie that's similar to one in the cinema via the Cross Picker*



4. OK pressed. 'Rent' button is the first in focus on a Movie Info Screen for a movie that can be rented.
5. OK pressed. User has exited the app.

### Example User Journey 3

Renting a movie that's similar to a one in the cinema via the Movie Info Screen



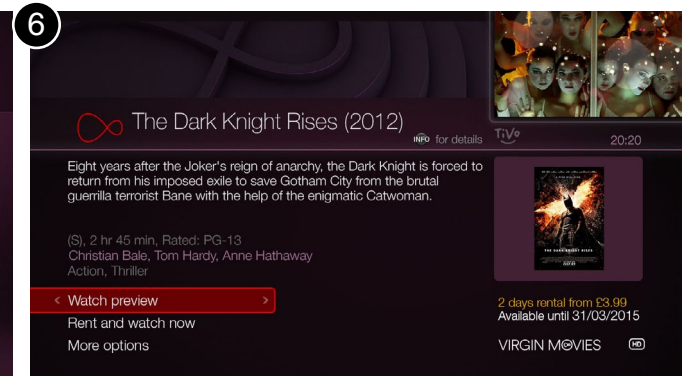
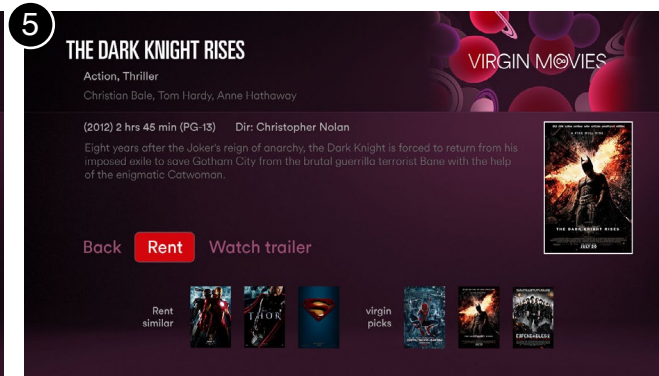
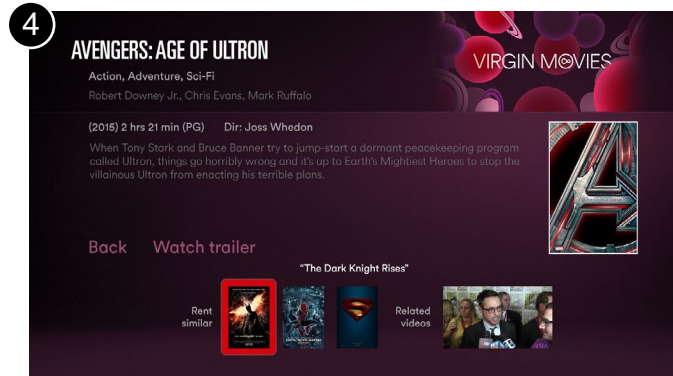
1. Menu Screen is launched, focus is on first item of 'In Cinemas' carousel.

2. OK pressed. Cross Picker appears. Red focus hides and background is darkened.

3. UP pressed to get movie info. 'Back' button in focus. The Picture in Graphic (at upper right) is a static image.

## Example User Journey 3

*Renting a movie that's similar to a one in the cinema via the Movie Info Screen*



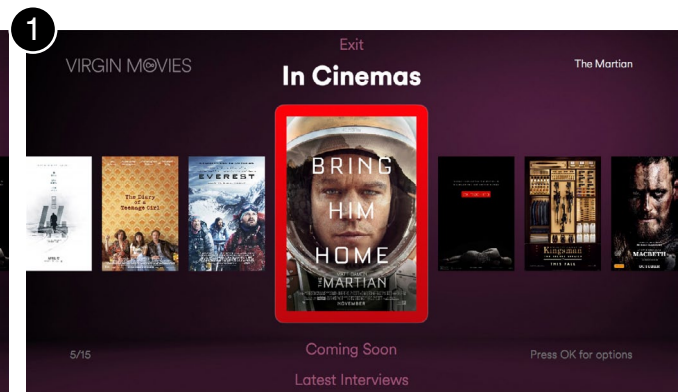
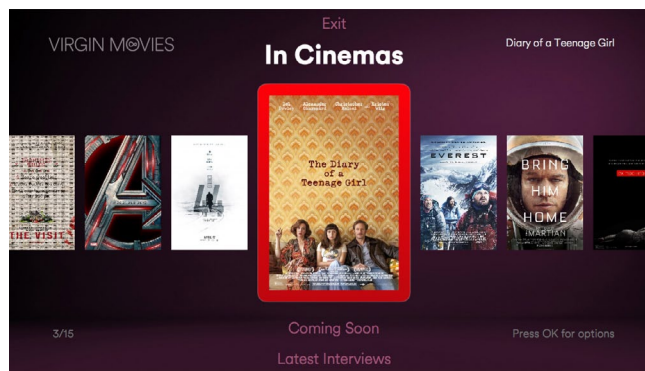
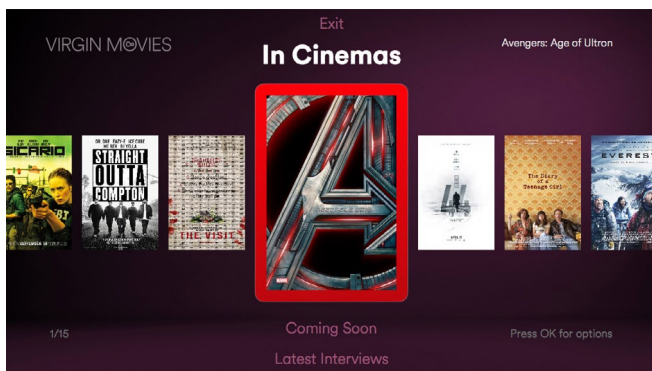
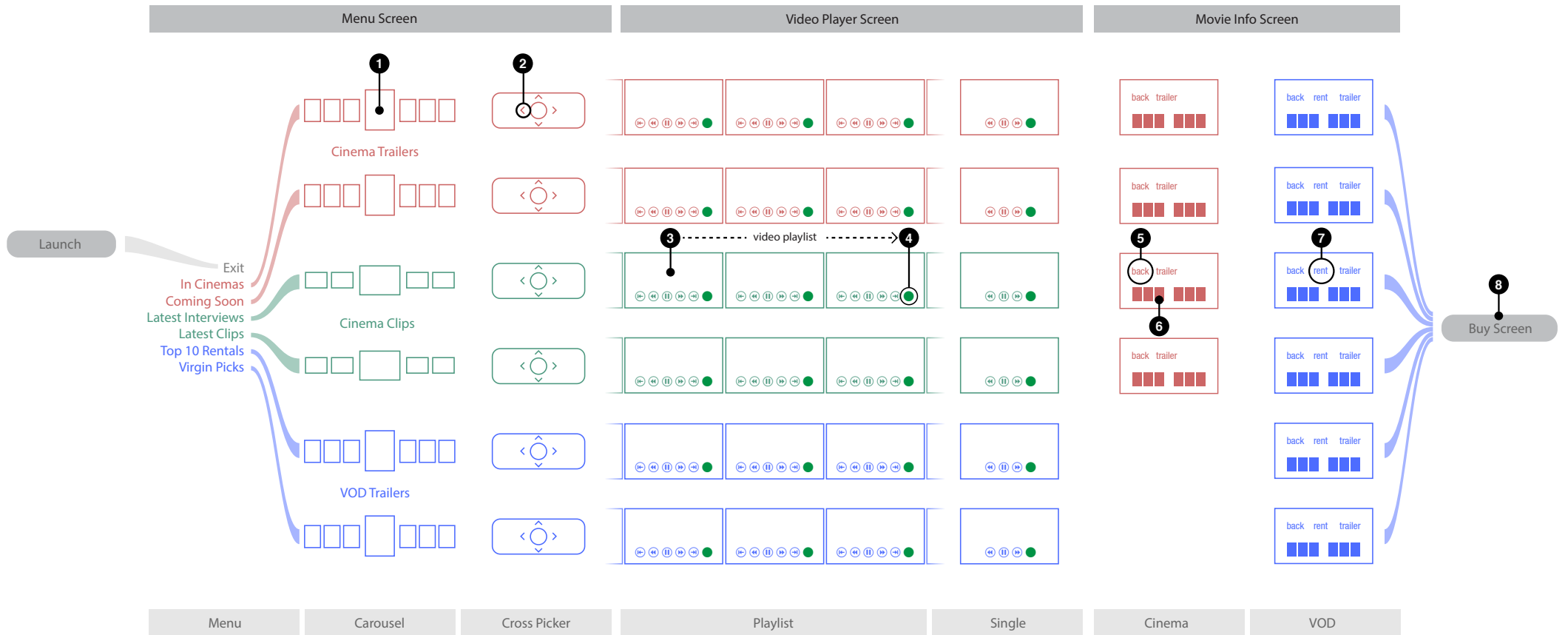
4. DOWN pressed. Note that the title of item in focus along the lower third appears above the lower third thumbnails.

5. OK pressed. 'Rent' button is the first in focus on a Movie Info Screen for a movie that can be rented.

6. OK pressed. User has exited the app.

### Example User Journey 4

Renting a movie that's similar to a one in the cinema via related clips



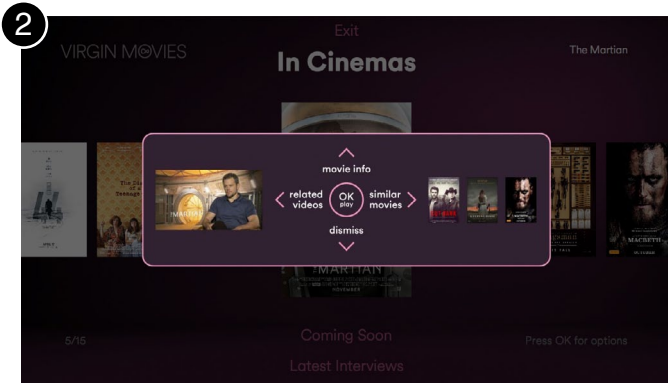
1. Menu Screen is launched, focus is on first item of 'In Cinemas' carousel.

2. RIGHT pressed 2 times. Note the information updating in the corners as the user advances the carousel.

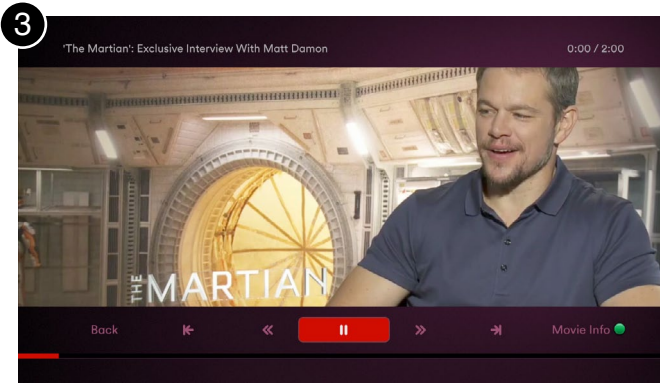
3. RIGHT pressed 2 more times.

### Example User Journey 4

Renting a movie that's similar to a one in the cinema via related clips



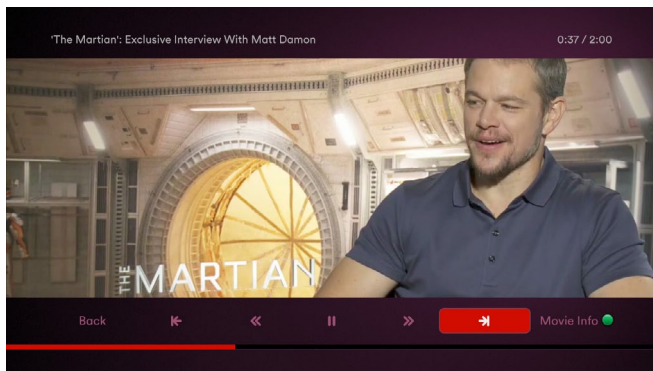
2. OK pressed. Cross Picker appears. This movie trailer has related clips associated with it.



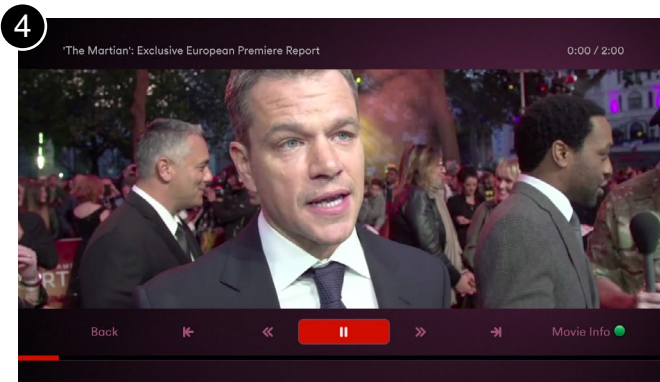
3. LEFT pressed to view related videos. Video Player Screen appears and playlist begins.



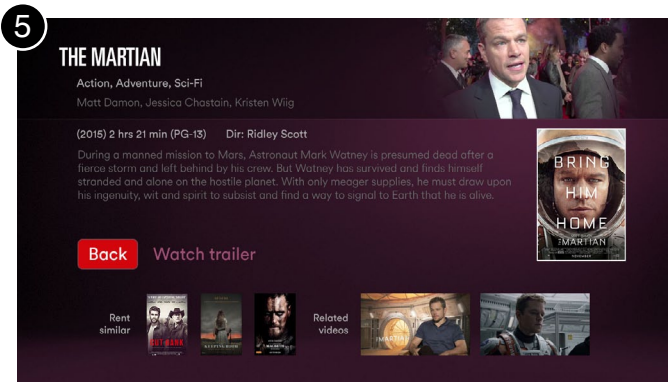
4. Overlay UI hides after 3 seconds. Green button prompt at lower right persists.



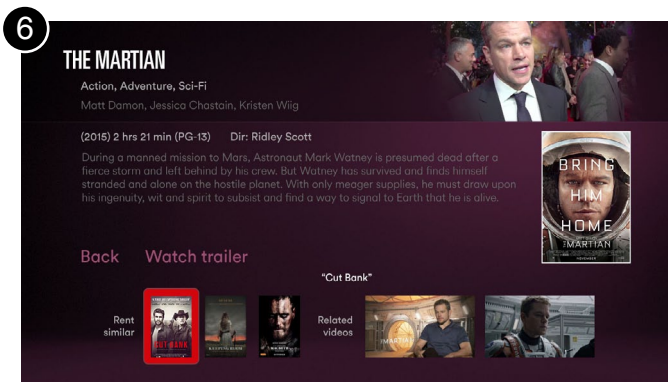
5. RIGHT pressed 3 times to highlight on-screen skip forward button.



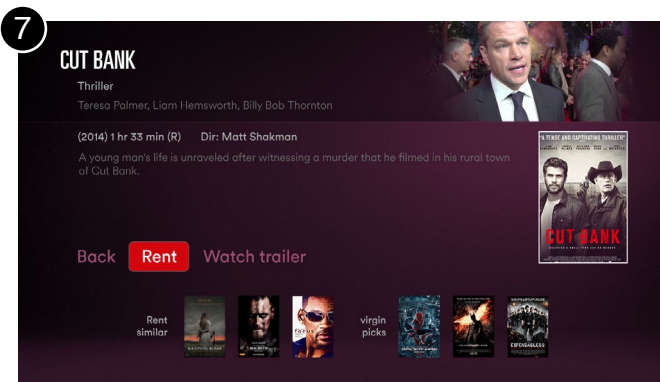
6. OK pressed. Next related video plays.



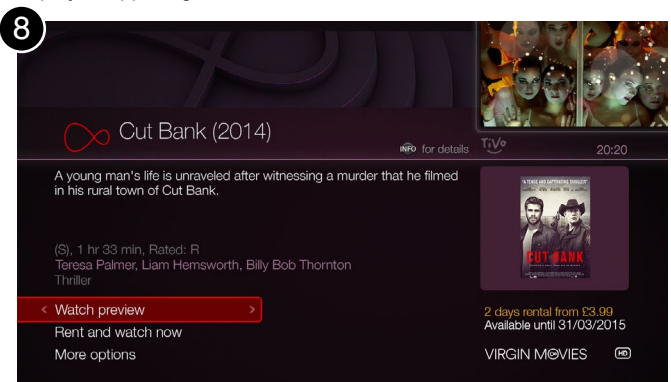
7. GREEN pressed. Movie Info Screen appears. Clip continues to play at upper right.



8. DOWN pressed to focus on 'Rent similar.'



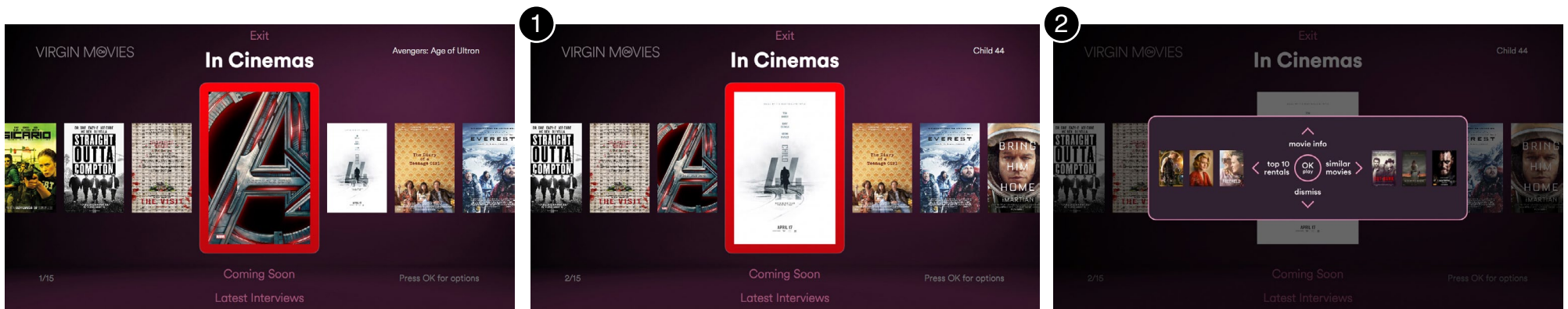
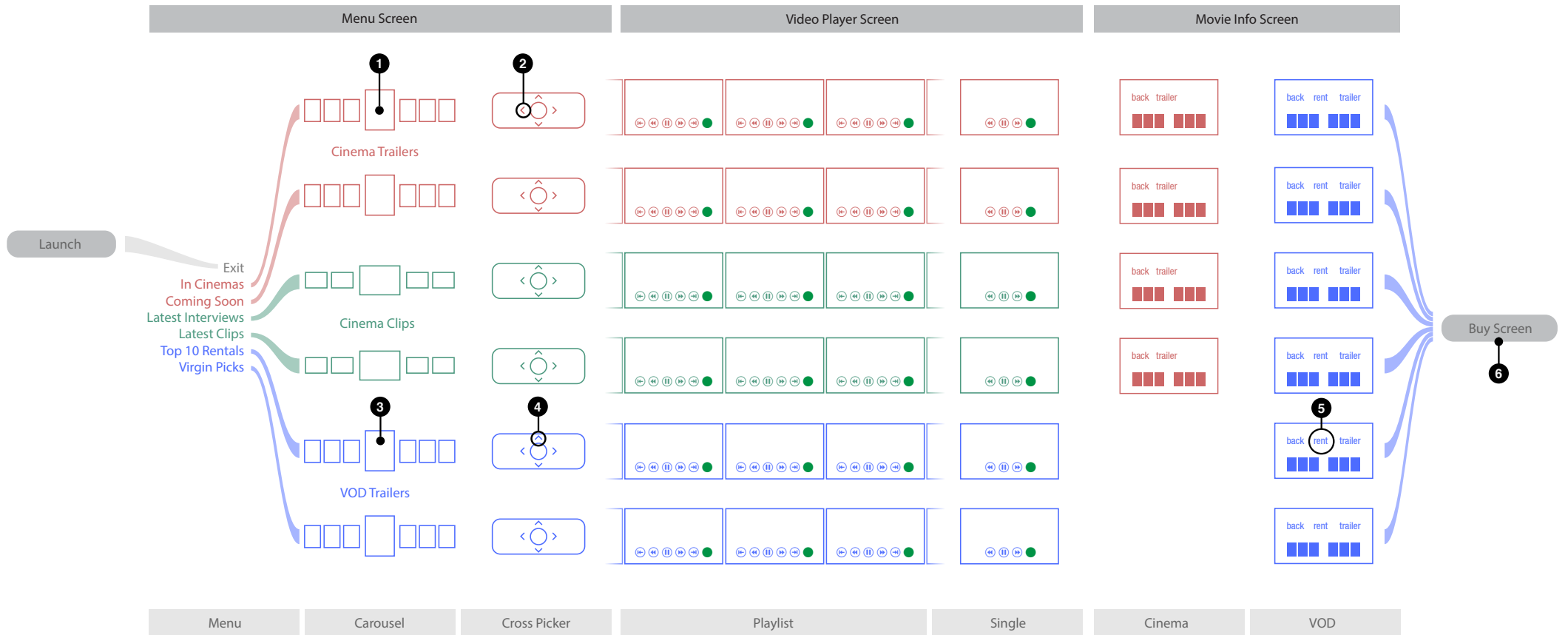
9. OK pressed.



10. OK pressed. User has exited the app.

### Example User Journey 5

*Renting a movie via the 'top 10 rentals' shortcut in the Cross Picker*

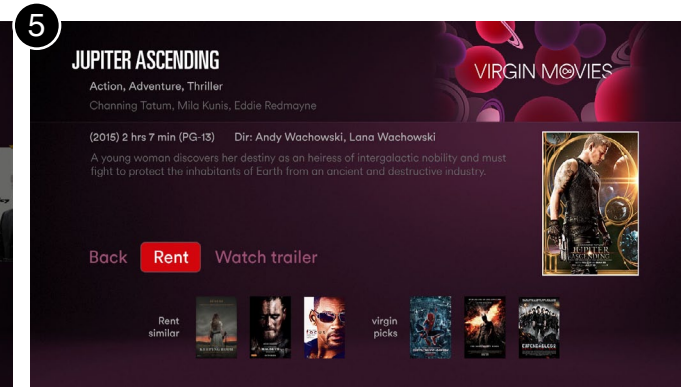
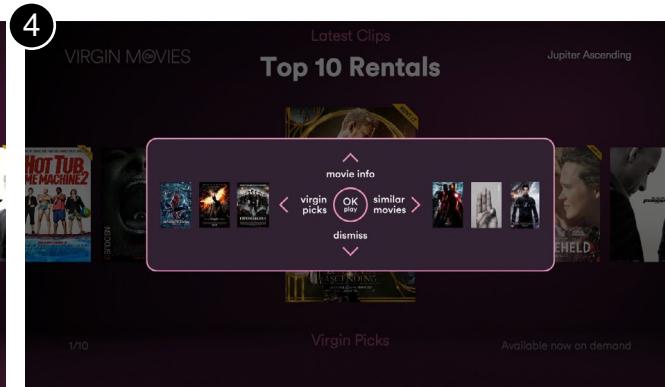
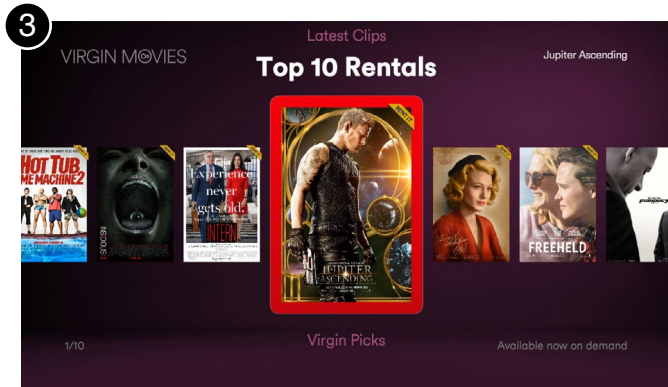


1. Menu Screen is launched, focus is on first item of 'In Cinemas' carousel. 2. RIGHT pressed. 3. OK pressed. Cross Picker appears. This trailer has no related clips associated with it (compare to journey 1).



## Example User Journey 5

*Renting a movie via the 'top 10 rentals' shortcut in the Cross Picker*



4. LEFT pressed. Menu Screen advances to the first item in 'Top 10 Rentals' carousel.

5. OK pressed. Cross Picker appears.

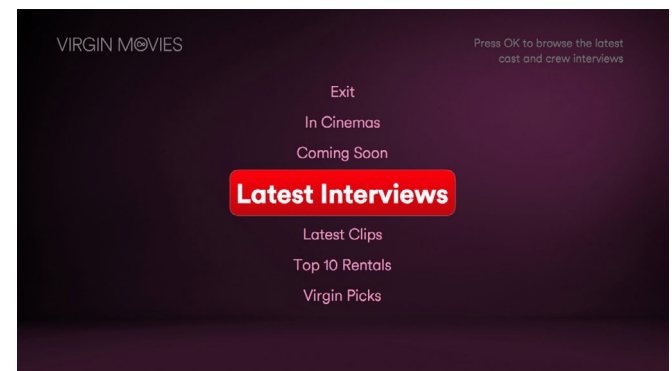
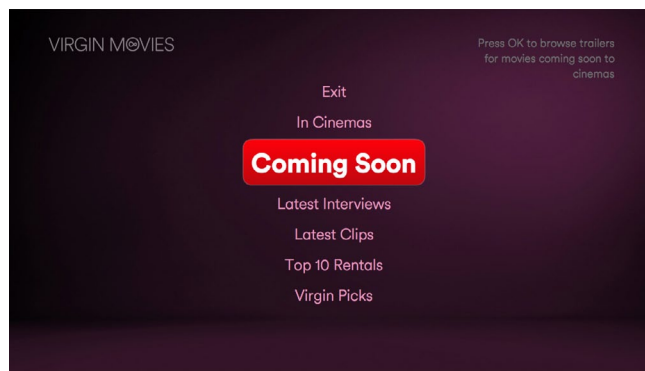
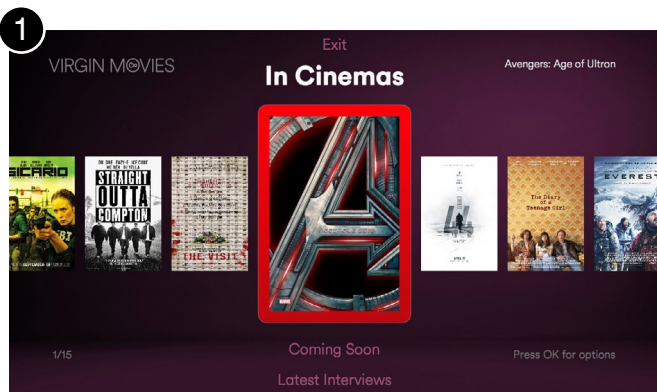
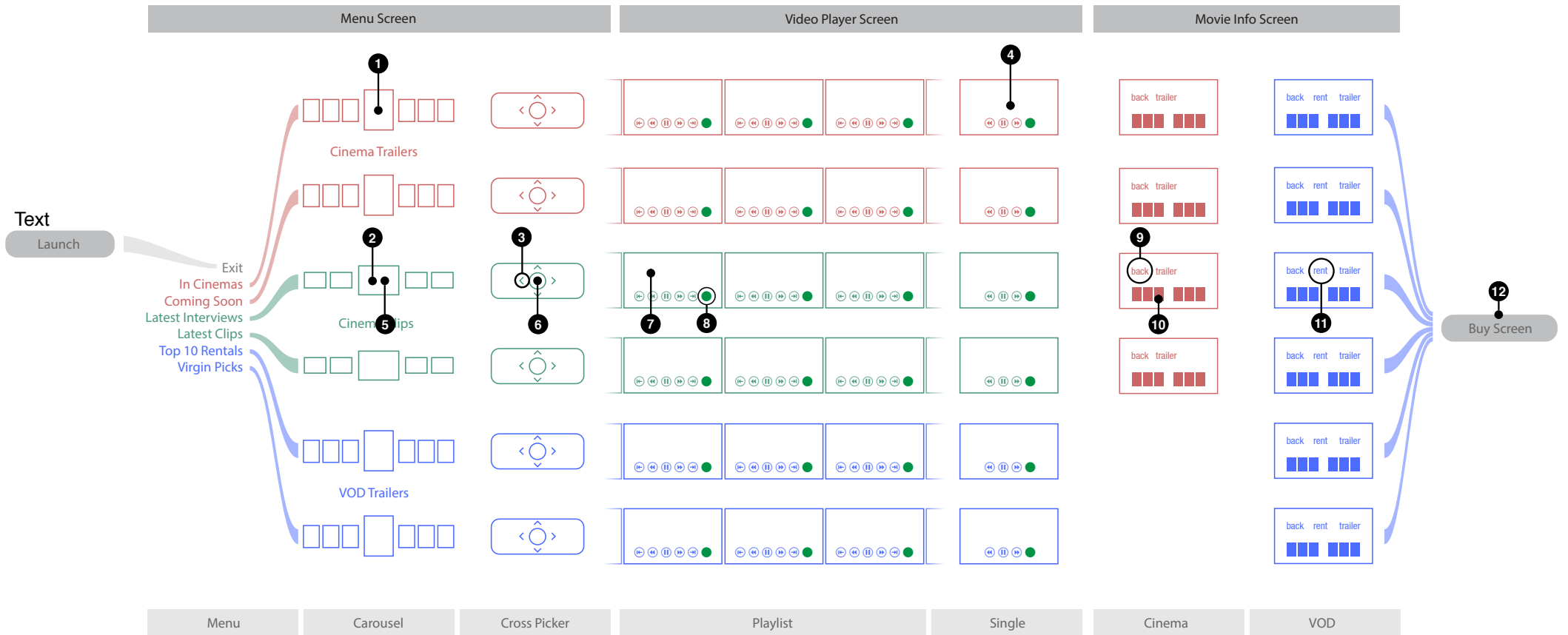
6. UP pressed. Movie Info Screen appears with focus on 'Rent'.



7. OK pressed. User has exited the app.

### Example User Journey 6

Renting a movie starting from a promotional clip thumbnail, while detouring to watch the related cinema trailer



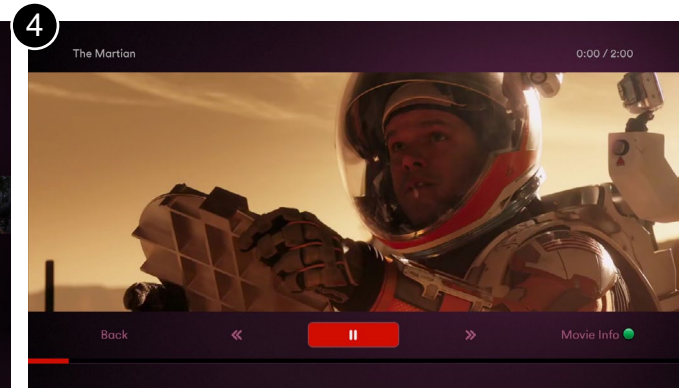
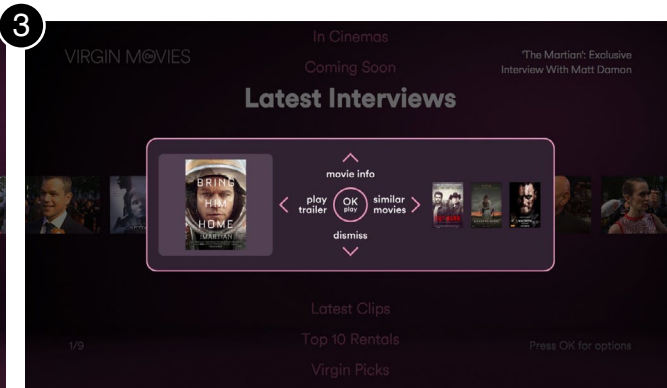
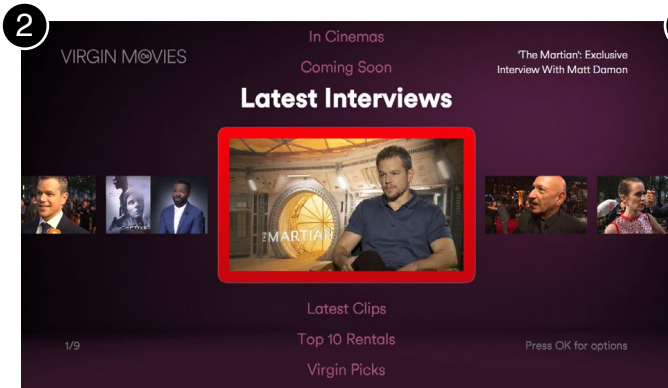
1. Menu Screen is launched, focus is on first item of 'In Cinemas' carousel.

2. DOWN pressed. Carousel hides and menu contracts. Focus moves to the next menu item below.

3. DOWN pressed again.

### Example User Journey 6

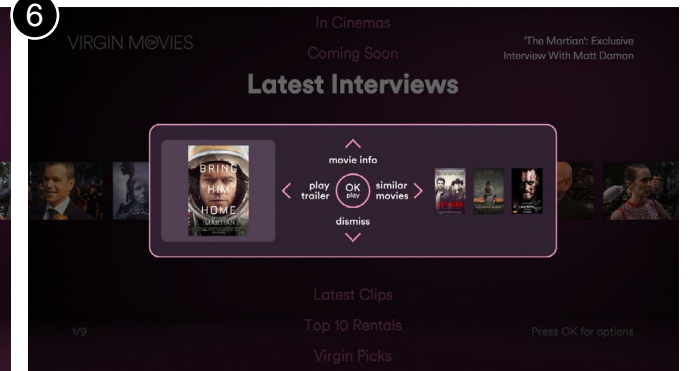
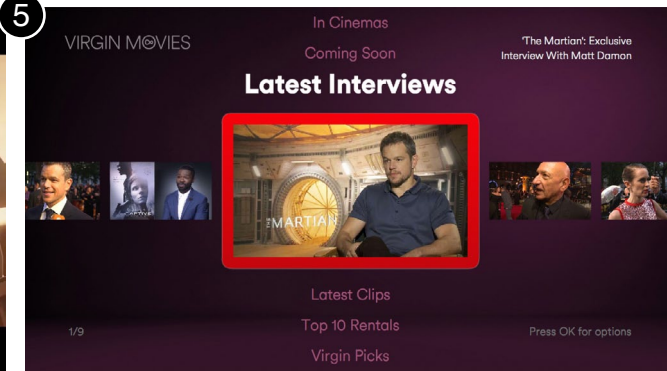
Renting a movie starting from a promotional clip thumbnail, while detouring to watch the related cinema trailer



2. OK (or RIGHT) pressed. Menu expands and 'Latest Interviews' carousel appears.

3. OK pressed. Cross Picker appears. Note this clip is linked to the associated movie trailer.

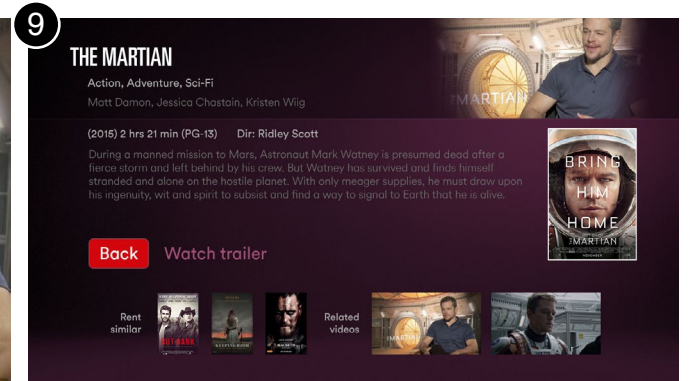
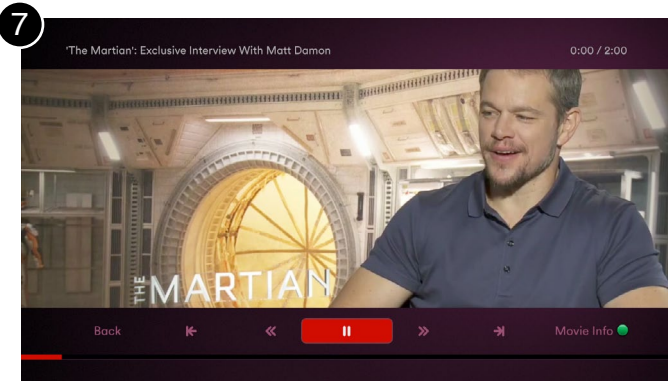
4. LEFT is pressed and the trailer plays. Note that the single asset video player has no skip buttons.



5. Overlay UI hides when user is idle for 3 seconds. Note green button prompt persists over video.

6. Video ends and user is returned to the asset thumbnail they launched it from.

7. OK pressed and Cross Picker appears again.



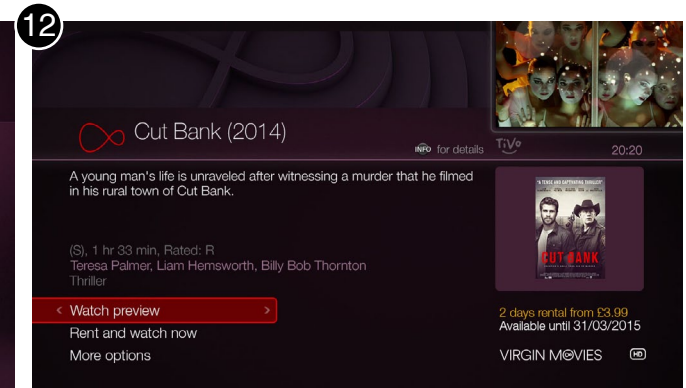
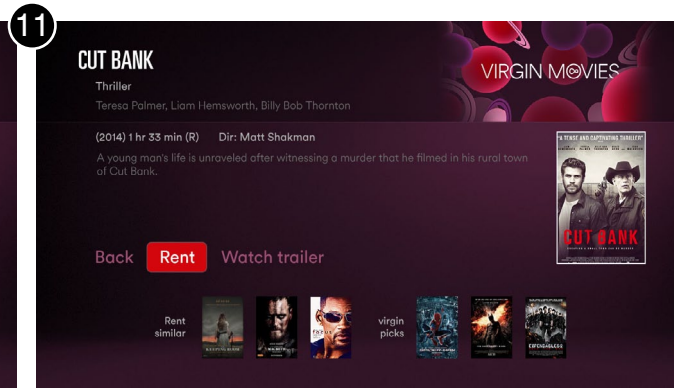
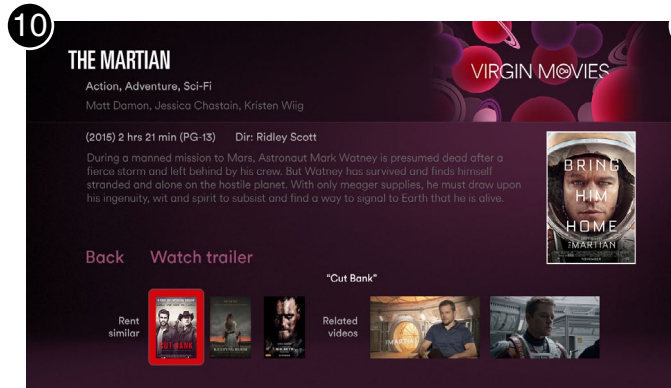
8. OK pressed and interview clip plays.

9. Overlay UI hides when user is idle for 3 seconds.

10. GREEN pressed.

## Example User Journey 6

*Renting a movie starting from a promotional clip thumbnail, while detouring to watch the related cinema trailer*



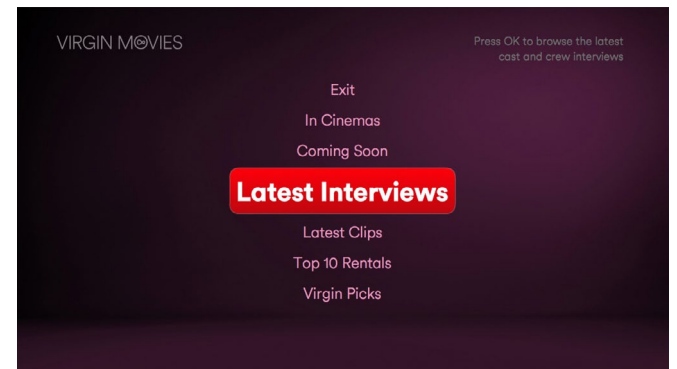
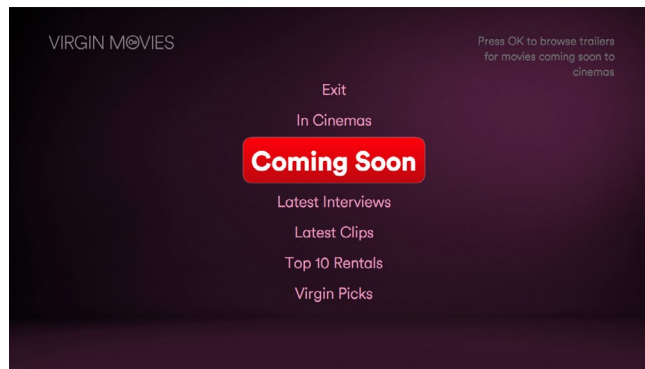
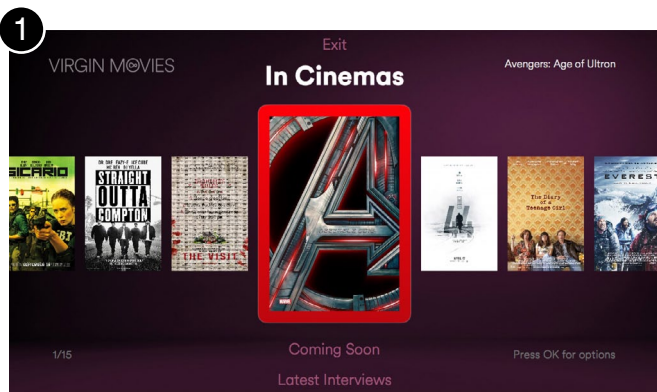
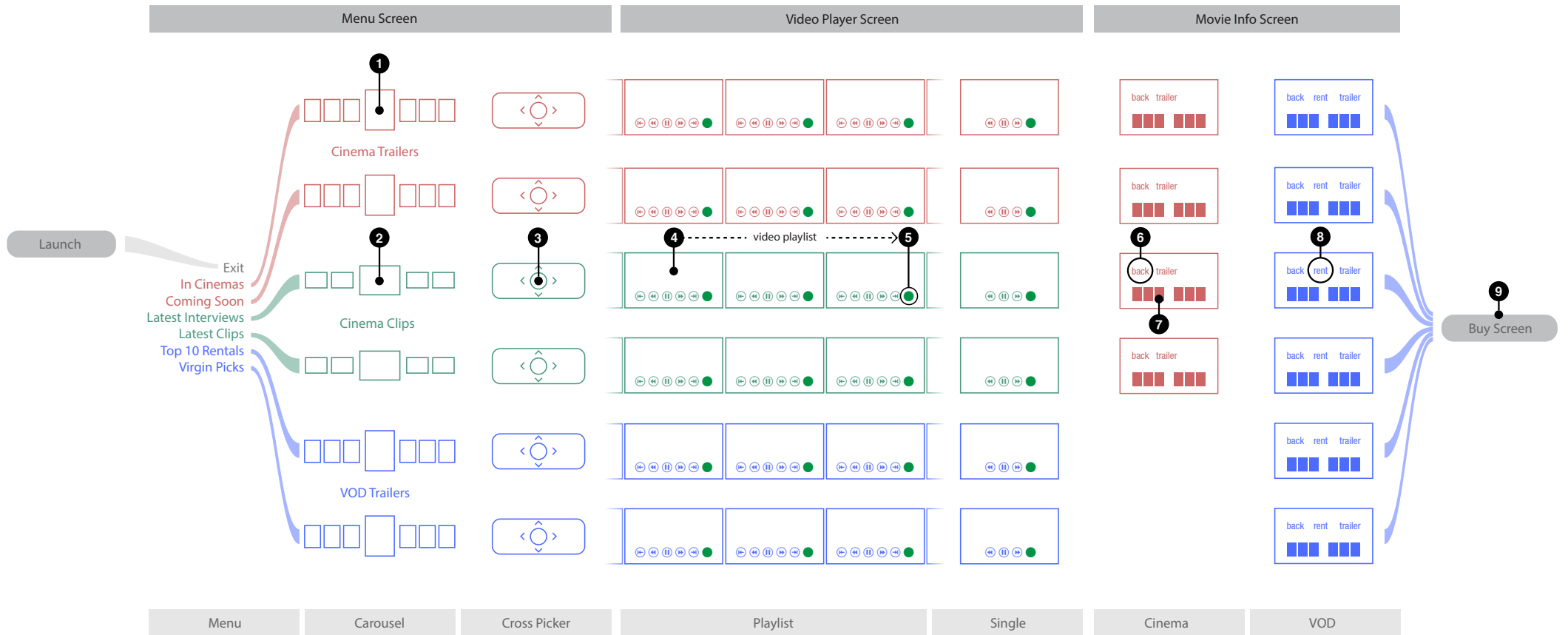
13. DOWN pressed. Note that clip has ended at upper right and the video reverts to a fallback still image.

14. OK pressed. 'Rent' button is the first in focus on a Movie Info Screen for a movie that can be rented.

15. OK pressed. User has exited the app.

### Example User Journey 7

Renting a movie soon after watching promotional clips for movies in the cinema



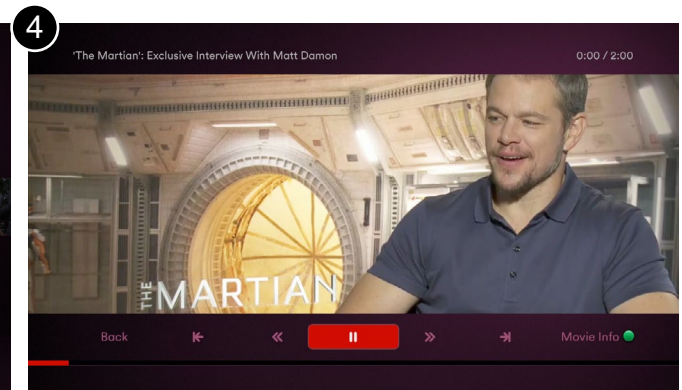
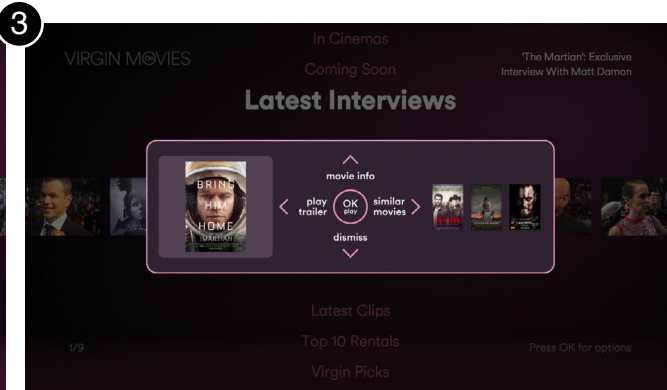
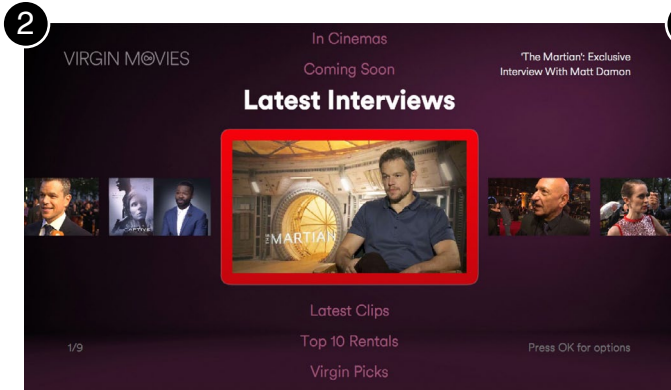
1. Menu Screen is launched, focus is on first item of 'In Cinemas' carousel.

2. DOWN pressed. Carousel hides and menu contracts. Focus move to the next menu item below.

3. DOWN pressed again.

Example User Journey 7

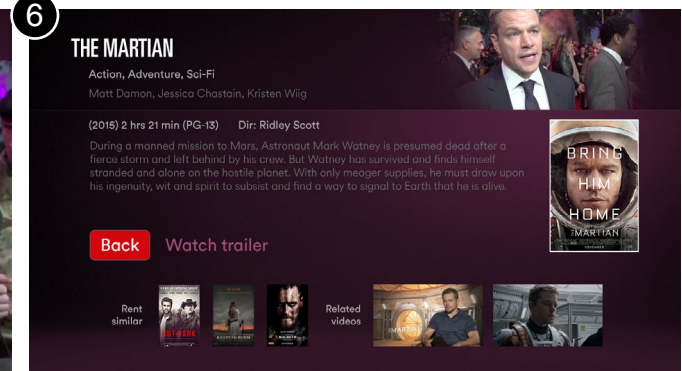
Renting a movie soon after watching promotional clips for movies in the cinema



4. OK (or RIGHT) pressed. Menu expands and 'Latest Interviews' carousel appears.

5. OK pressed. Cross Picker appears.

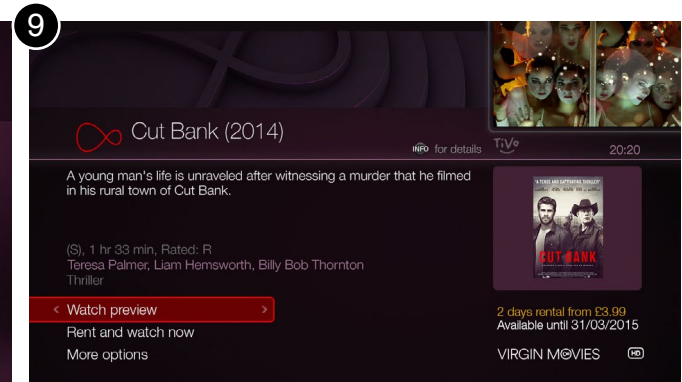
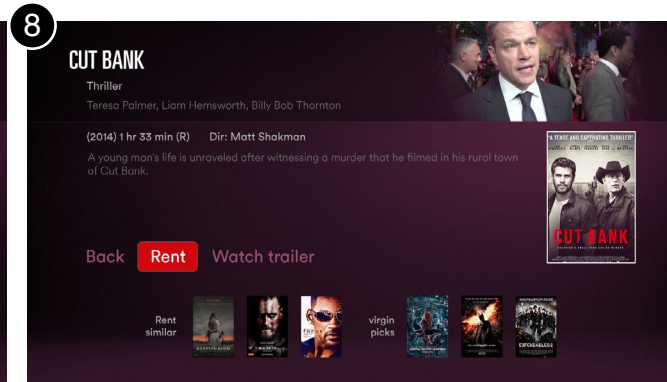
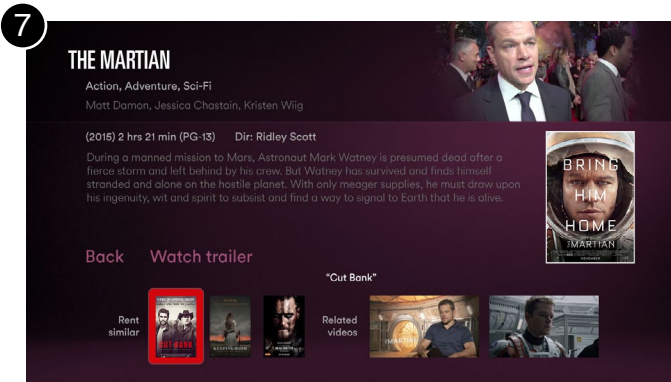
6. OK pressed. Video plays. This movie has 2 interview clips, so both interviews play automatically as a playlist.



7. Overlay UI hides when user is idle for 3 seconds. Note green button prompt persists over video.

8. Playlist continues to 2nd clip. Note only the upper third appears for 3 seconds when a new video plays (to show the asset title).

9. GREEN pressed. Clip continues to play at upper right.



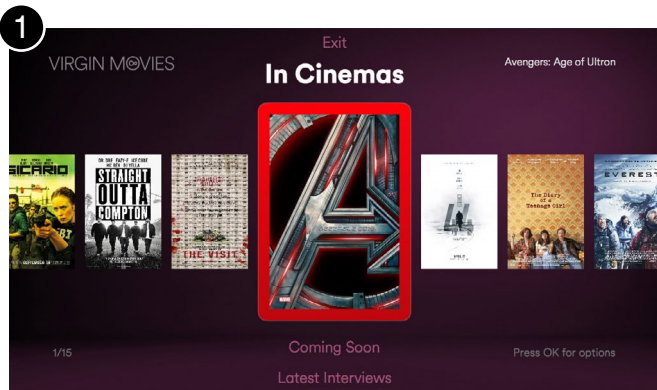
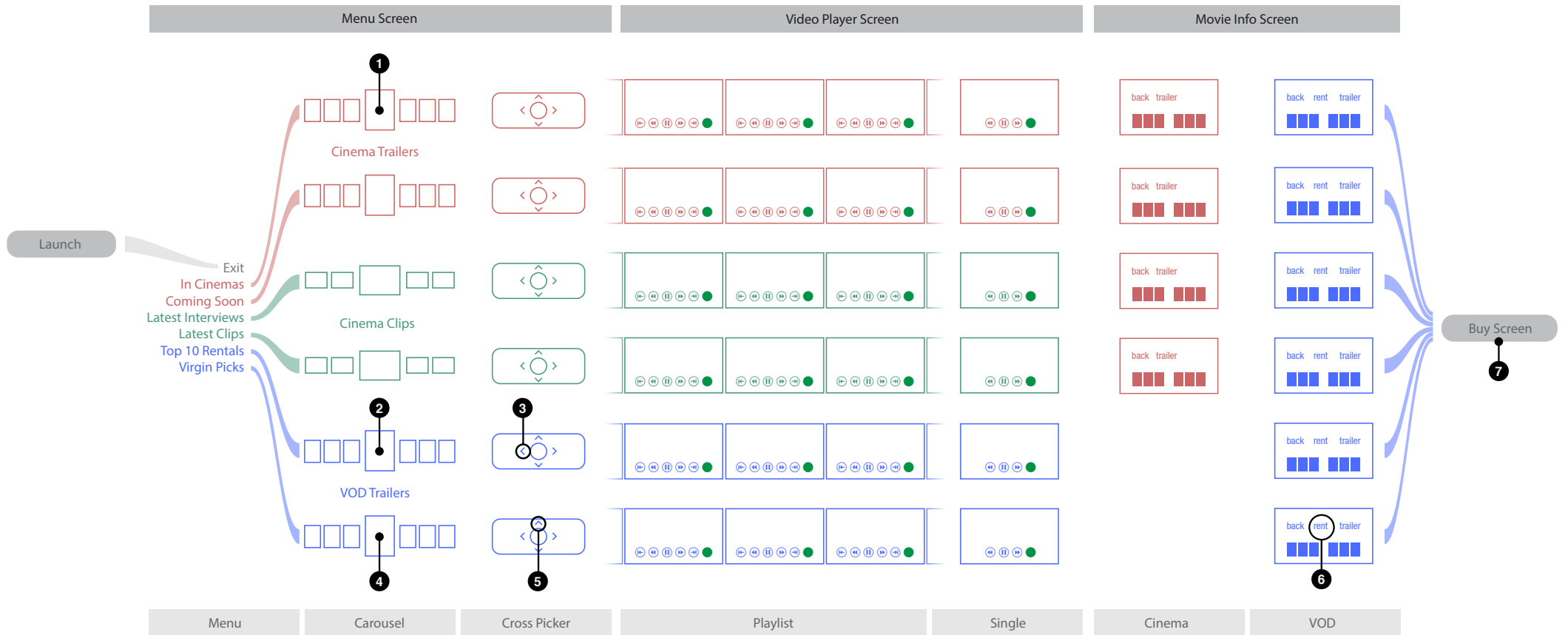
10. DOWN pressed. Note that the title of item in focus along the lower third appears above the lower third thumbnails.

11. OK pressed. 'Rent' button is the first in focus on a Movie Info Screen for a movie that can be rented.

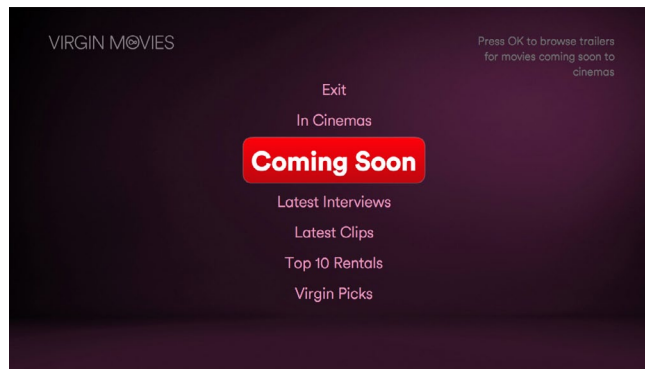
12. OK pressed. User has exited the app.

### Example User Journey 8

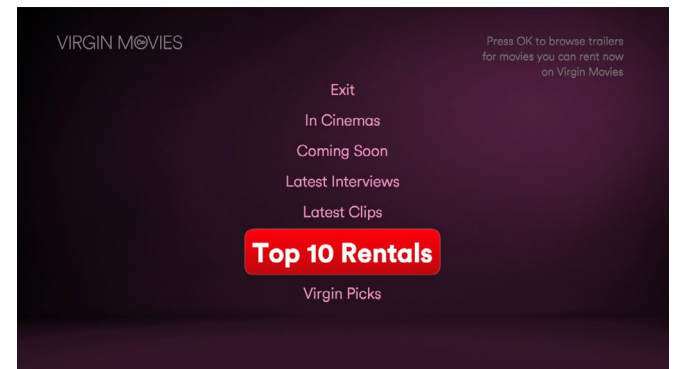
Renting a movie via the 'Virgin Picks' shortcut in the Cross Picker



1. Menu Screen is launched, focus is on first item of 'In Cinemas' carousel.



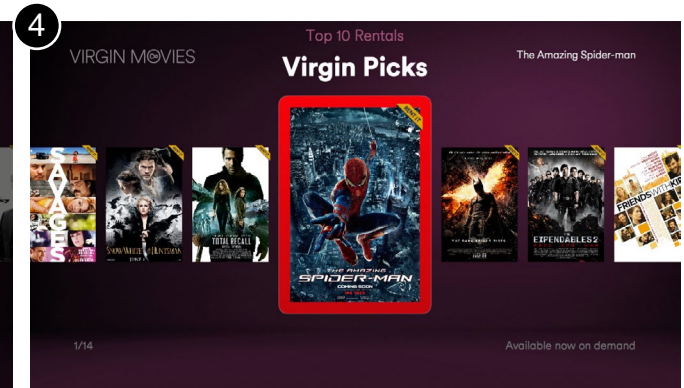
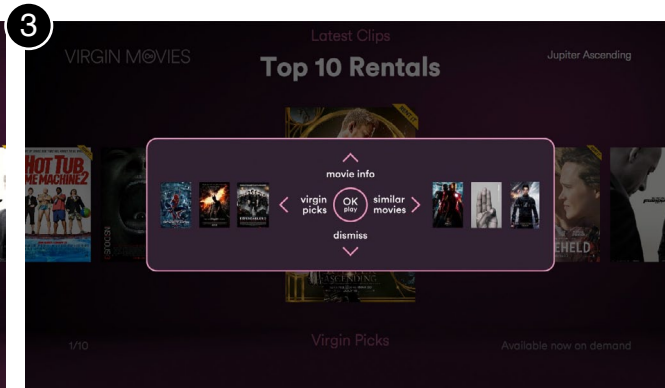
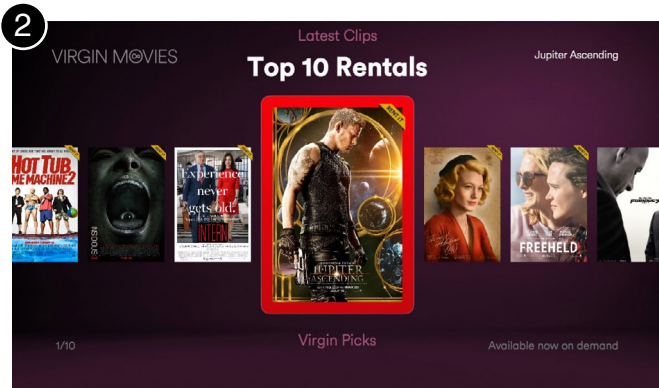
2. DOWN pressed. Carousel hides and menu contracts. Focus move to the next menu item below.



3. DOWN pressed 3 times.

## Example User Journey 8

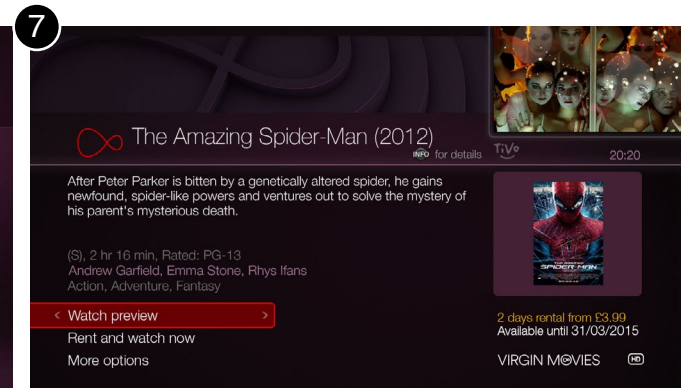
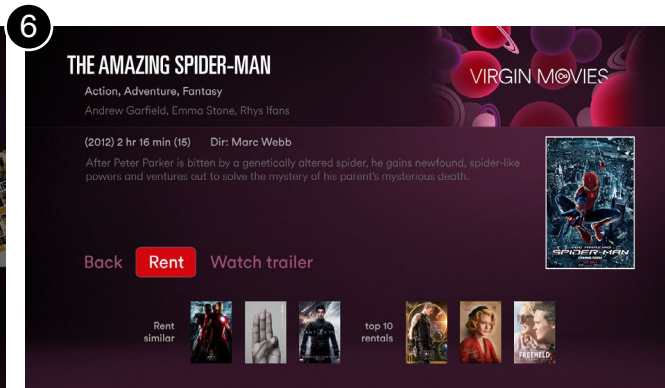
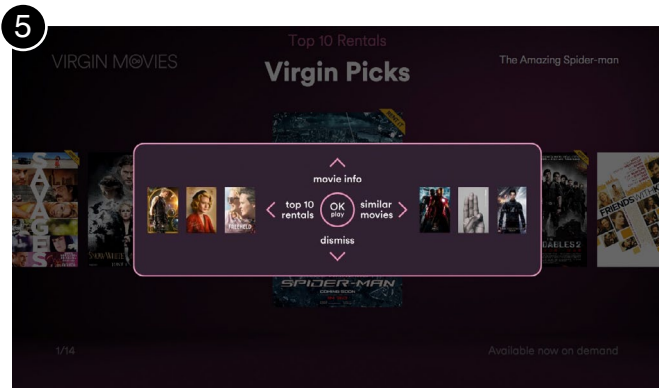
Renting a movie via the 'Virgin Picks' shortcut in the Cross Picker



4. OK (or RIGHT) pressed. Menu expands and 'Top 10 Rentals' carousel appears.

5. OK pressed. Cross Picker appears. Note that these 2 VOD carousels link to each other when pressing left.

6. LEFT pressed. Menu advances to first item in the 'Virgin Picks' carousel.



7. OK pressed. Cross Picker appears. Note that the 'Virgin Picks' carousel has a shortcut link to the 'Top 10' carousel by pressing left.

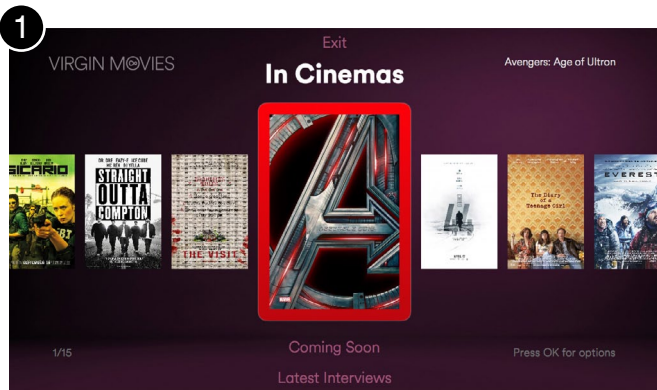
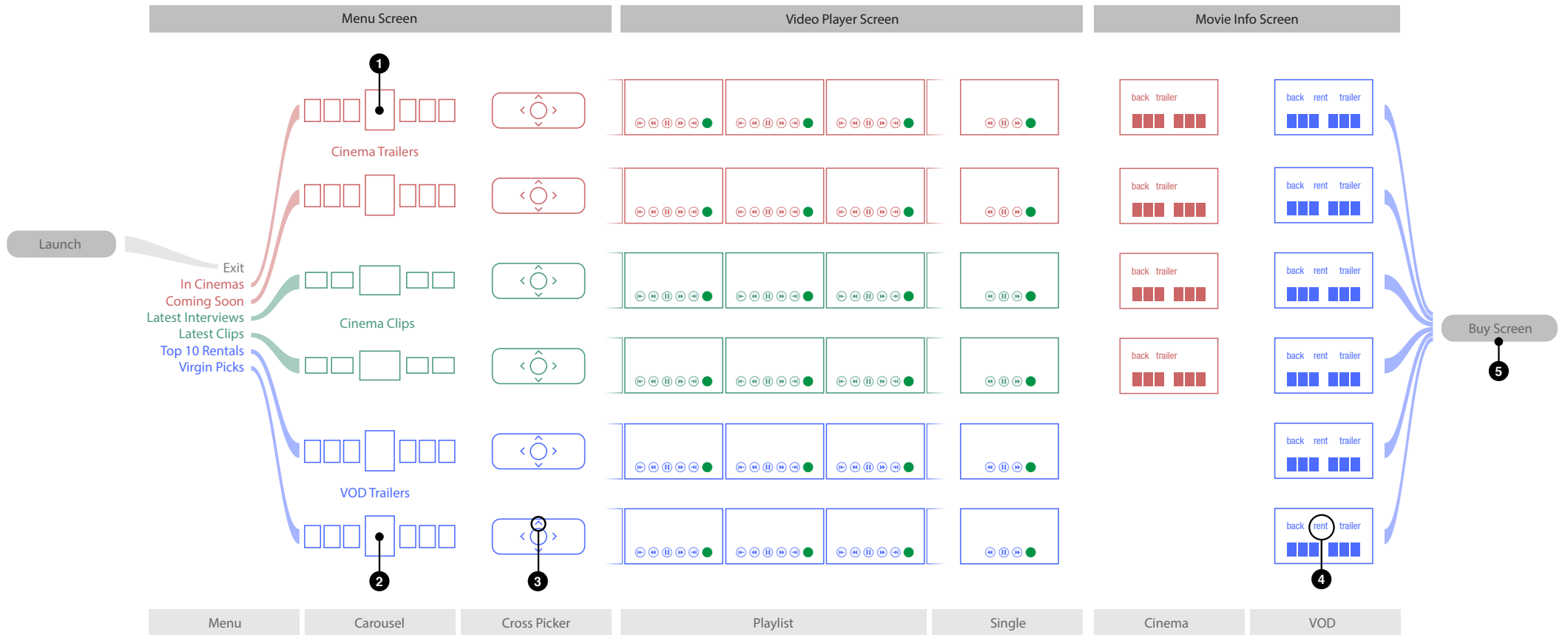
8. UP pressed to access movie details. Focus begins on 'Rent' button for all VOD titles.

9. OK pressed. User has exited the app.

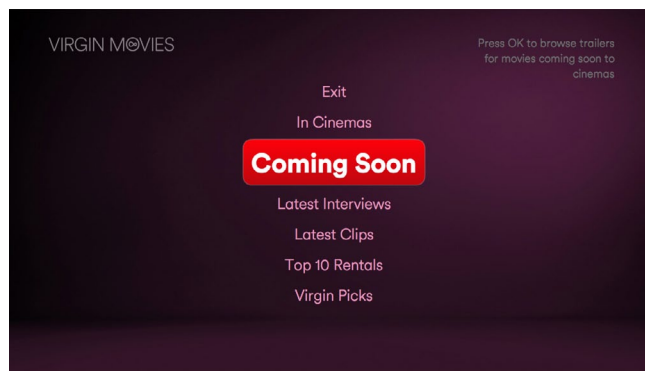


### Example User Journey 9

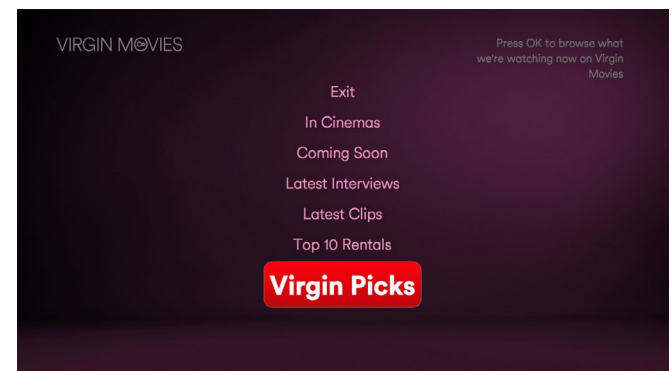
Quickest route to renting a movie



1. Menu Screen is launched, focus is on first item of 'In Cinemas' carousel.



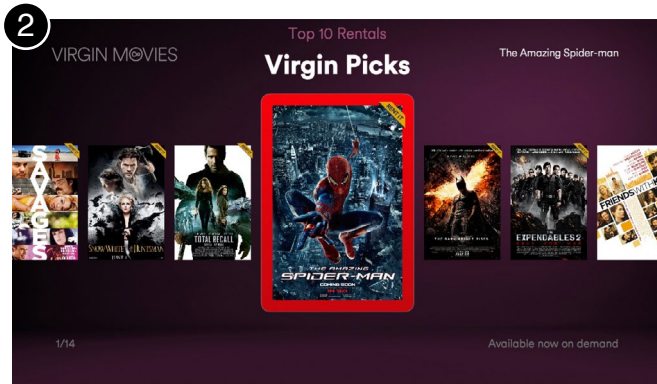
2. DOWN pressed. Carousel hides and menu contracts. Focus move to the next menu item below.



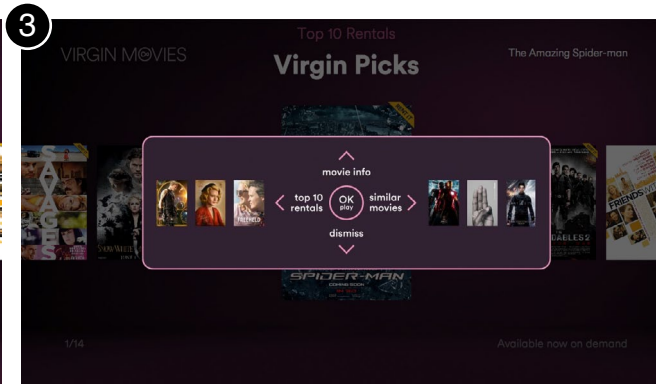
3. DOWN pressed 4 times.

## Example User Journey 9

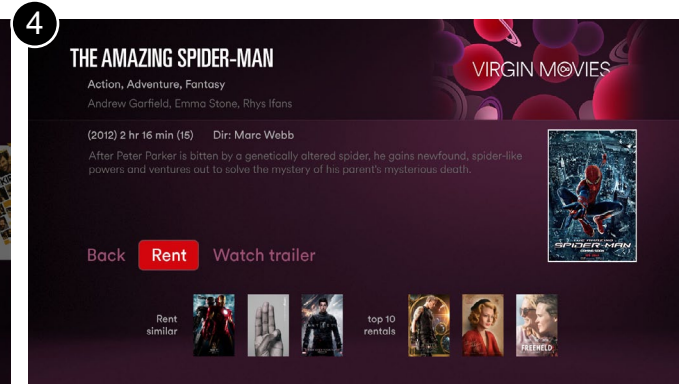
*Quickest route to renting a movie*



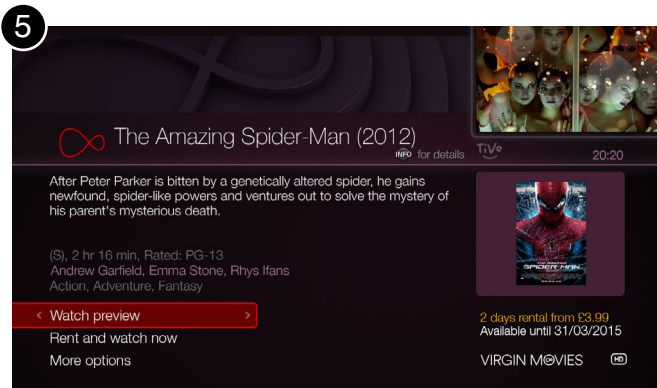
4. OK (or RIGHT) pressed and menu expands.



5. OK pressed. Cross Picker appears with options.



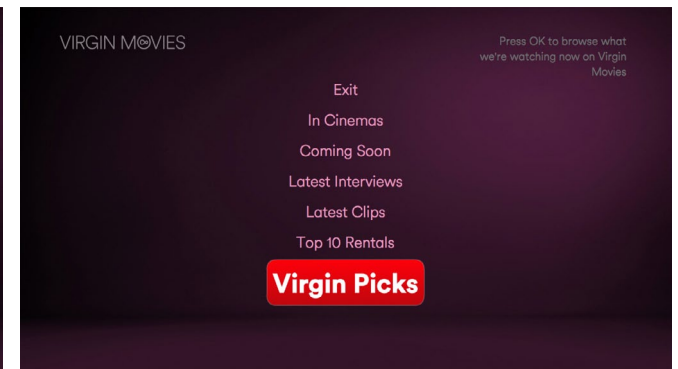
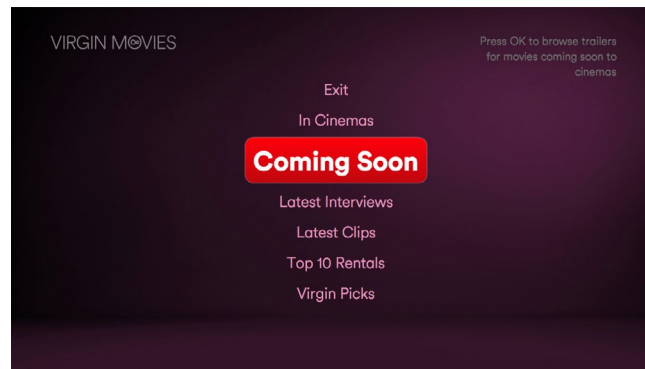
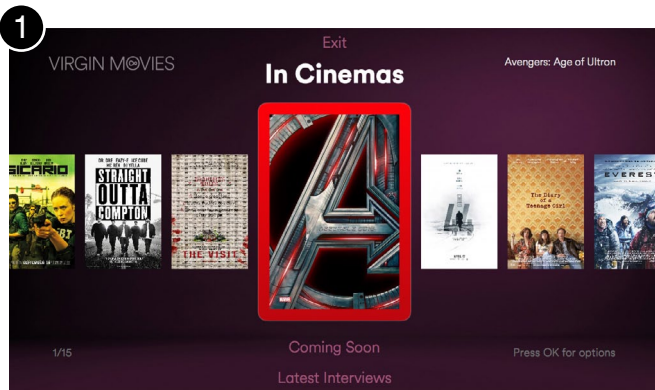
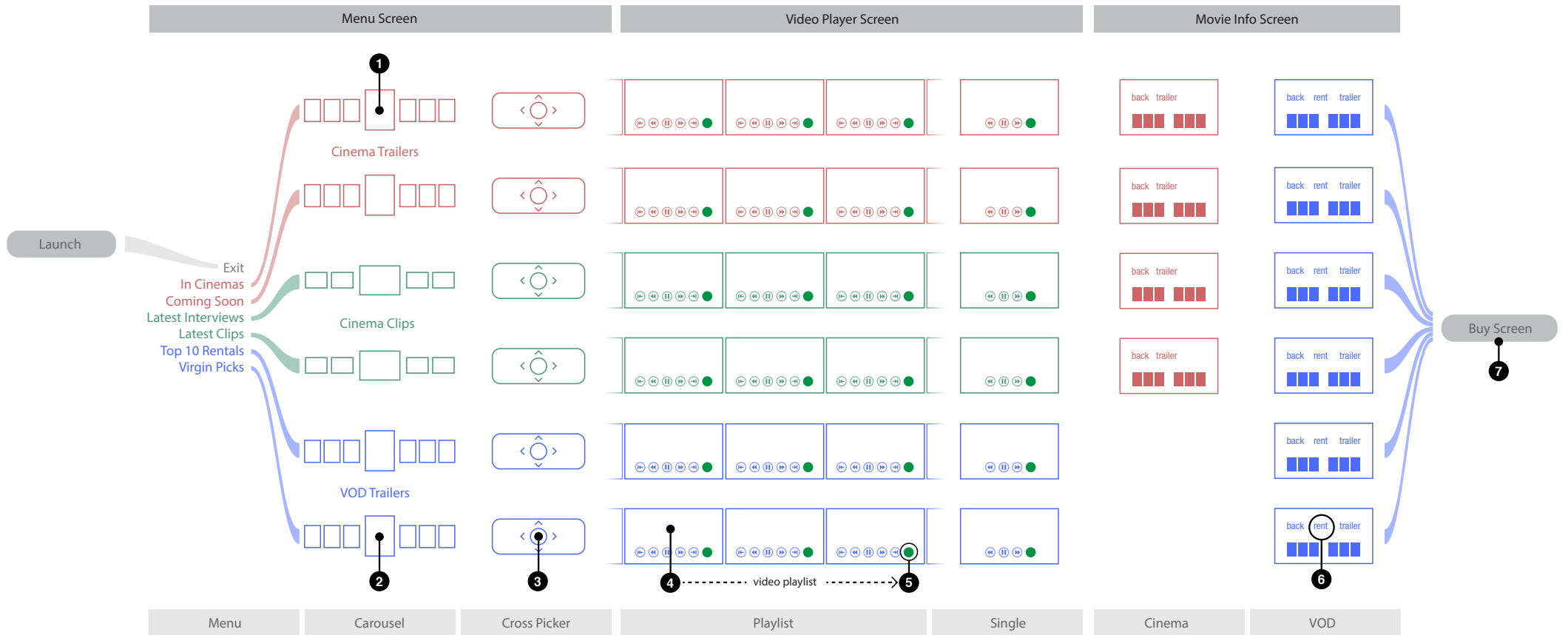
6. UP pressed to access movie details.



7. OK pressed. User has exited the app.

### Example User Journey 10

Renting an a movie after watching trailers for on-demand titles



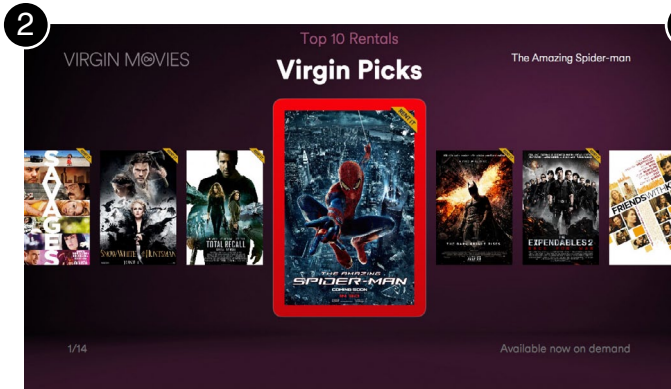
1. Menu Screen is launched, focus is on first item of 'In Cinemas' carousel.

2. DOWN pressed. Carousel hides and menu contracts. Focus move to the next menu item below.

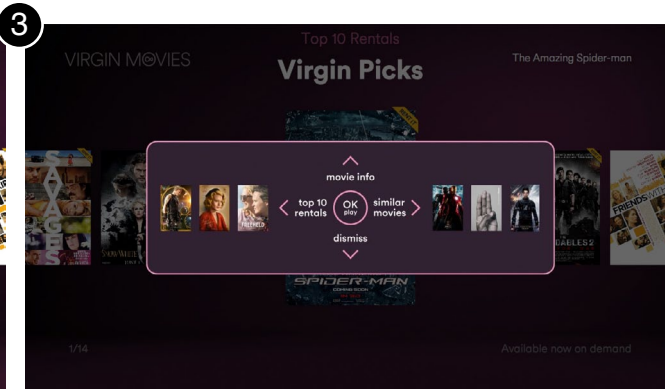
3. DOWN pressed 4 times. Focus move to the next menu item below.

Example User Journey 10

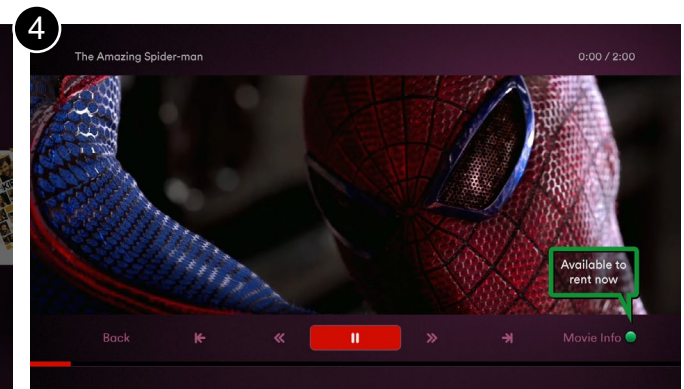
Renting an a movie after watching trailers for on-demand titles



4. OK (or RIGHT) pressed and menu expands.



5. OK pressed. Cross Picker appears with options.



6. OK pressed. Trailers plays. Note the green tooltip appears in order to encourage the user to rent the movie.



7. Overlay UI hides when user is idle for 3 seconds. The tooltip persists.



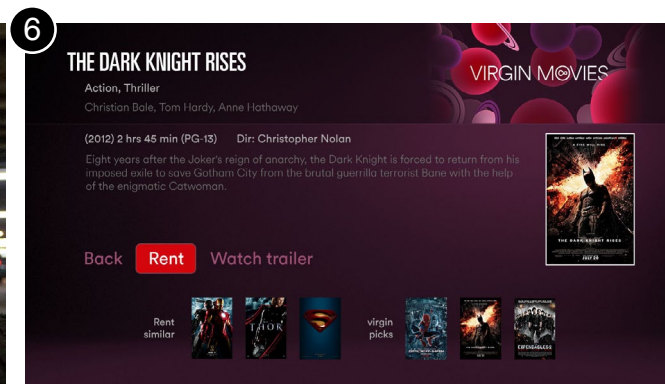
8. Green tooltip hides after user is idle for 5 seconds.



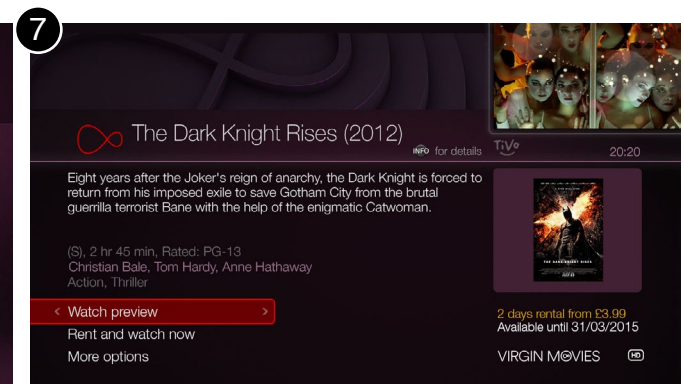
9. Next trailer in the 'Virgin Picks' playlist begins.



10. Overlay UI and green tooltip hide after user is idle for 5 seconds.



11. GREEN pressed.

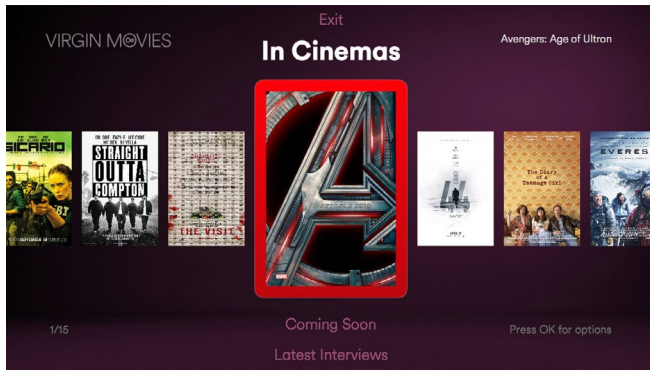


12. OK pressed. User has exited the app.

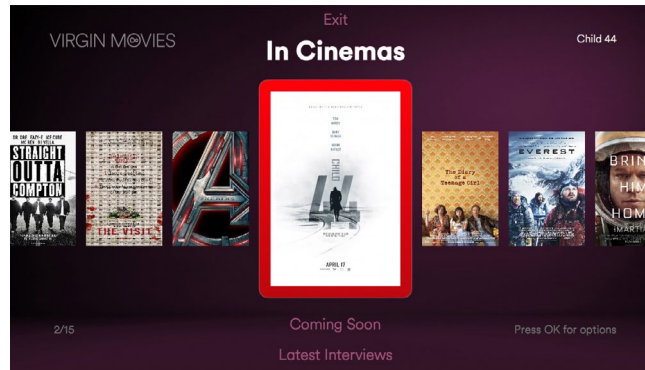
# Menu Screen

## Menu Screen

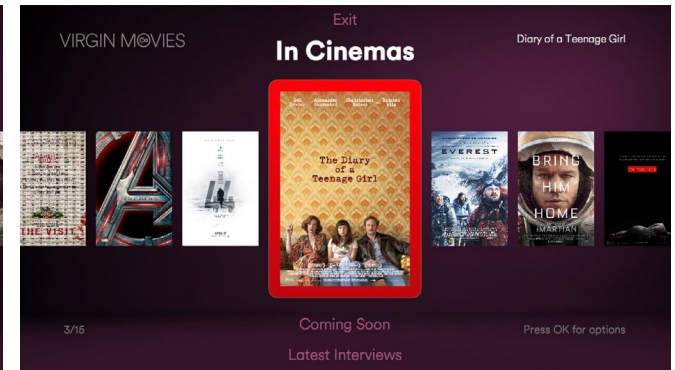
Example User Journey: Browsing the Menu Screen



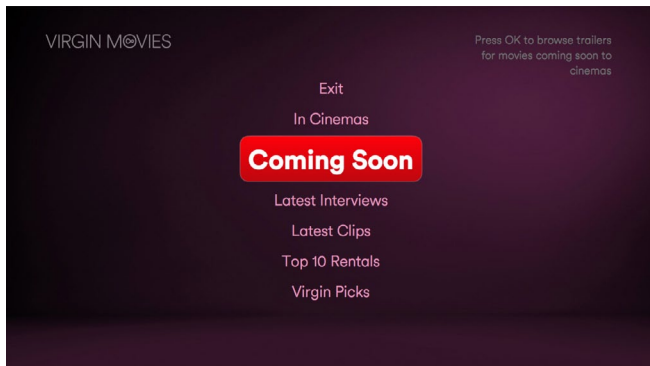
1. Menu Screen launches.



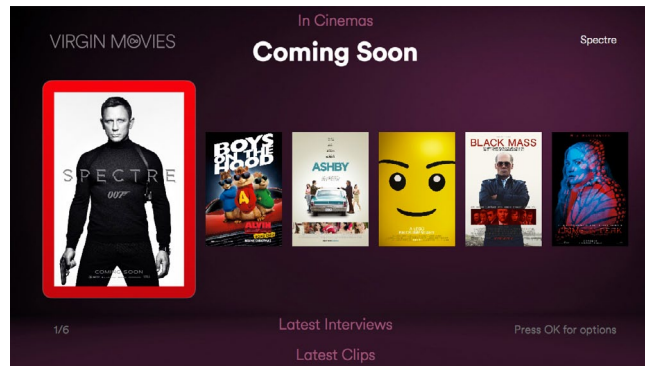
2. RIGHT pressed. Note the information updating in the corners.



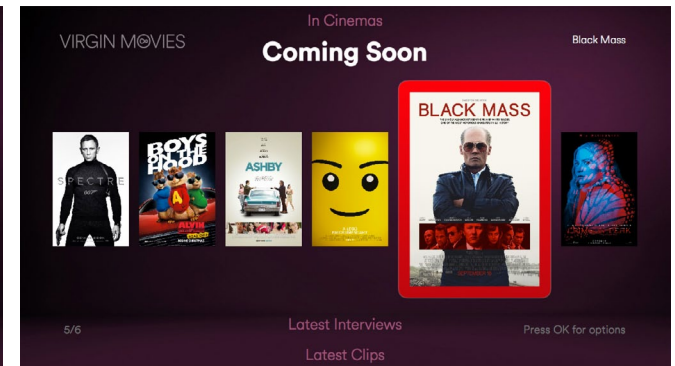
3. RIGHT pressed.



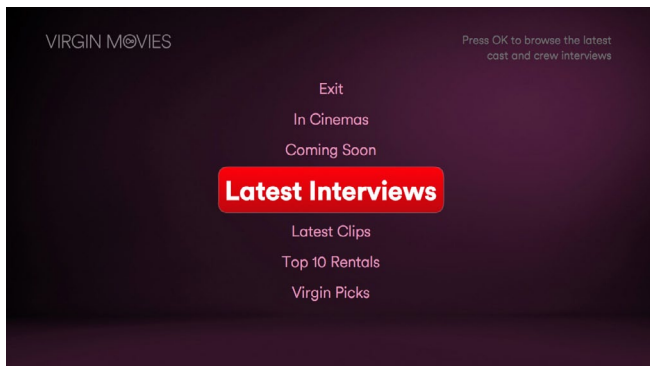
4. DOWN pressed. Menu contracts. Note the description updating at the upper right.



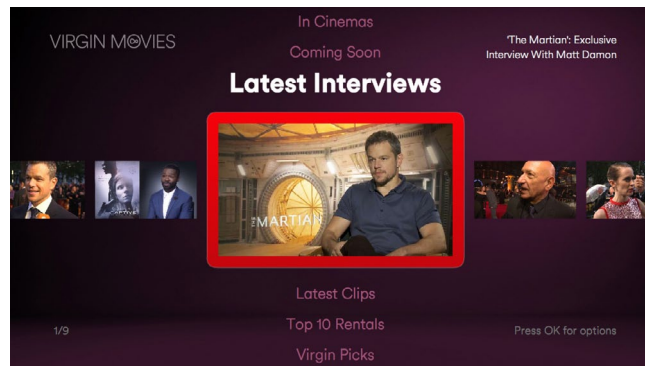
5. OK (or RIGHT) pressed. If there are fewer than 7 posters the focus starts on the leftmost poster. There are not enough posters to wrap.



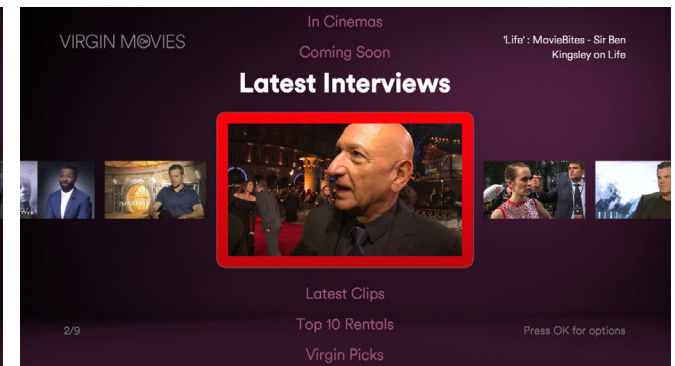
6. RIGHT pressed 4 times.



7. DOWN pressed.



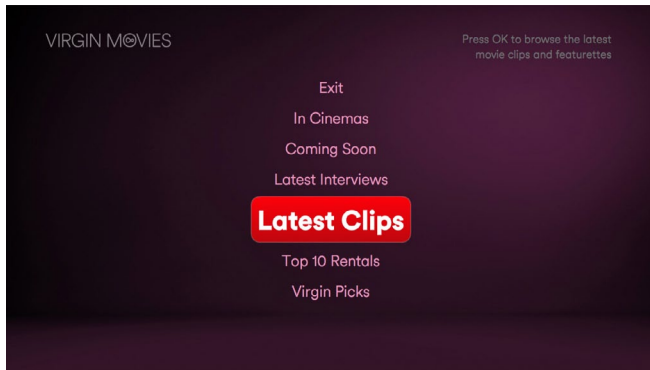
8. OK pressed. Menu expands to show carousel.



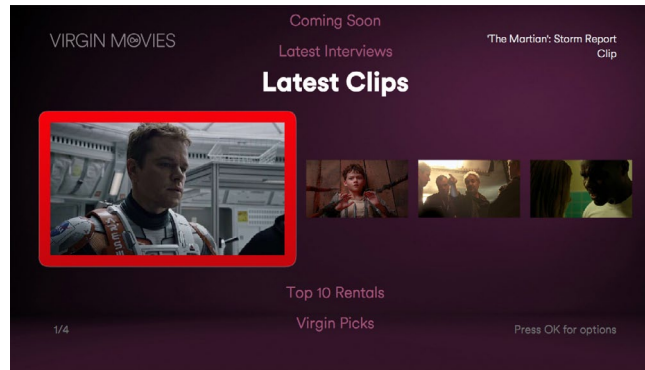
9. RIGHT pressed.

## Menu Screen

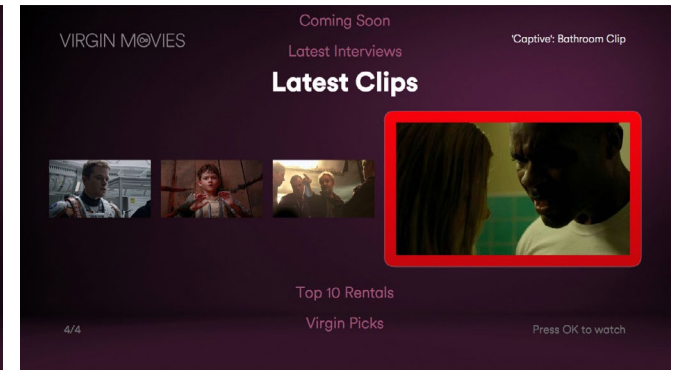
Example User Journey: Browsing the Menu Screen



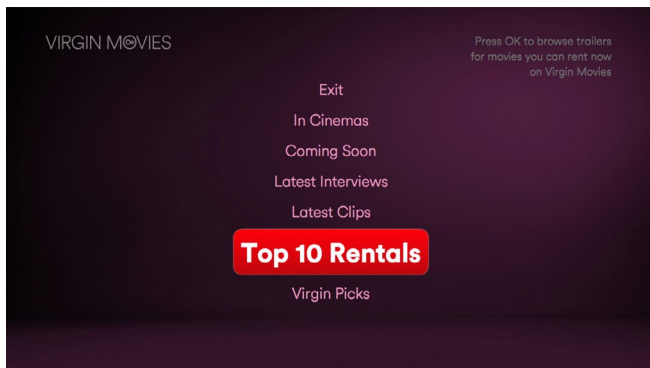
10. DOWN pressed.



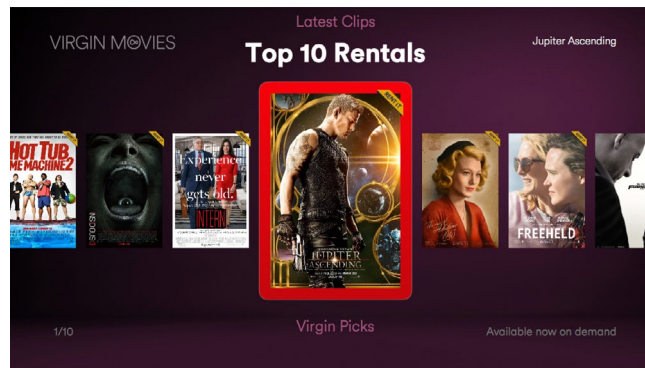
11. OK pressed. If there are fewer than 5 clip thumbnails the focus starts on the leftmost thumbnail. There are not enough posters to wrap.



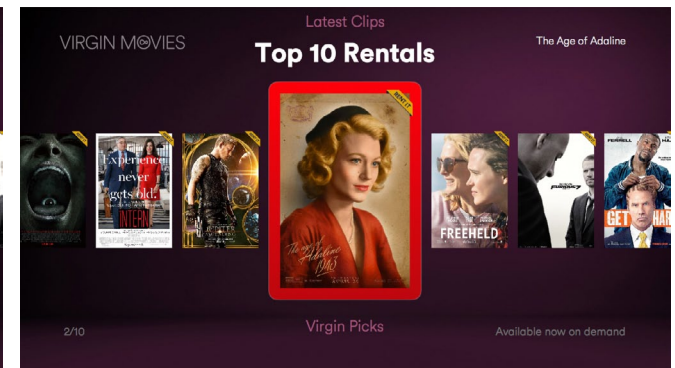
12. RIGHT pressed 3 times.



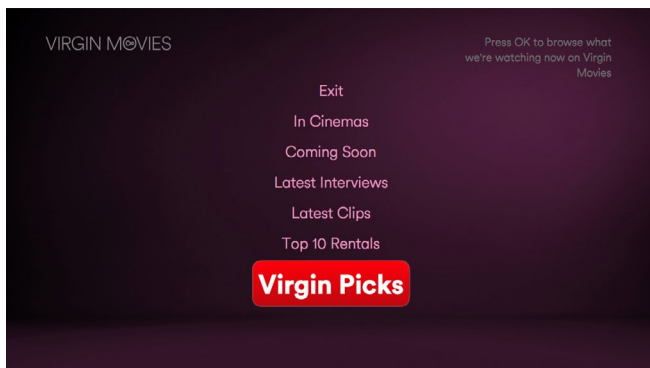
13. DOWN pressed.



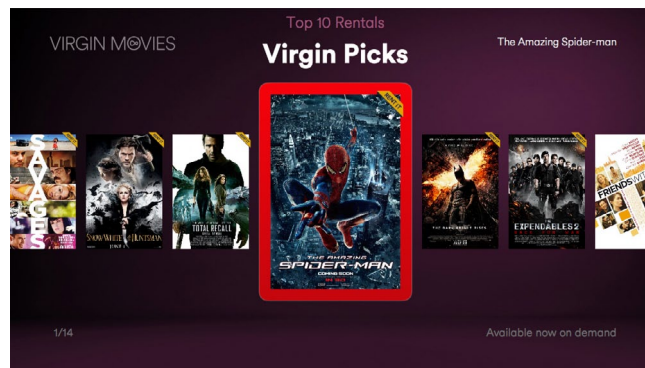
14. OK pressed. Note the yellow sash emphasising that these titles are available to rent.



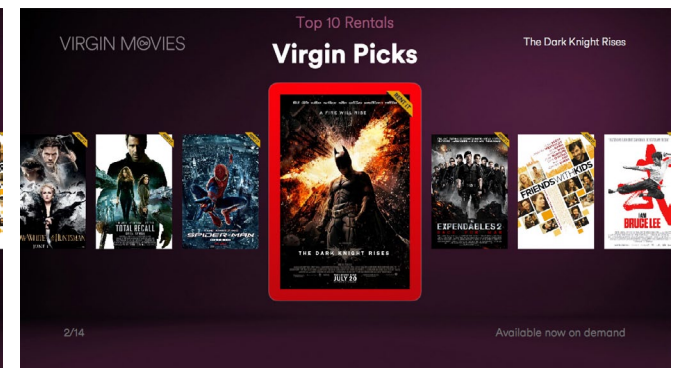
15. RIGHT pressed.



16. DOWN pressed.



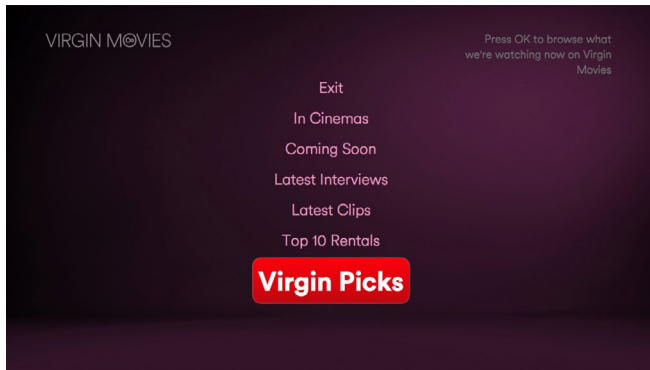
17. OK pressed.



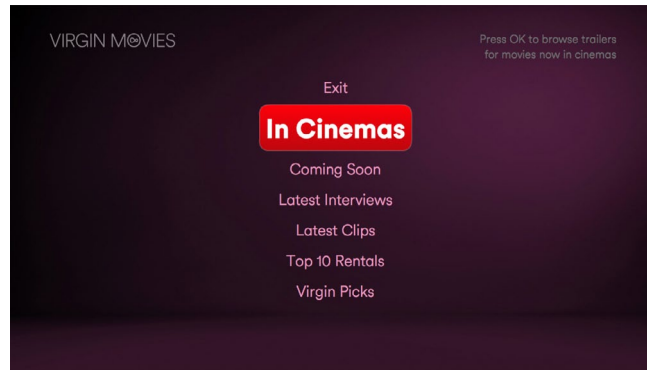
18. RIGHT pressed.

## Menu Screen

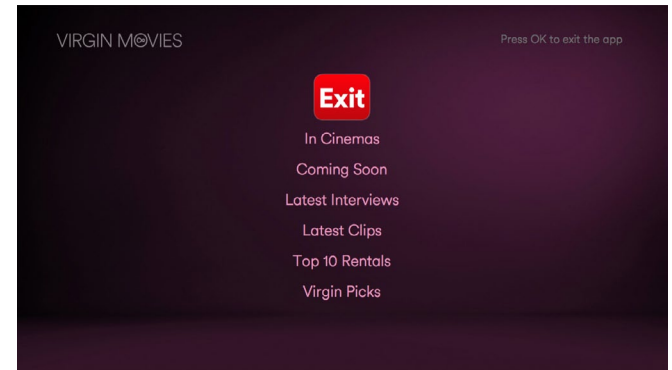
Example User Journey: Browsing the Menu Screen



19. UP pressed.

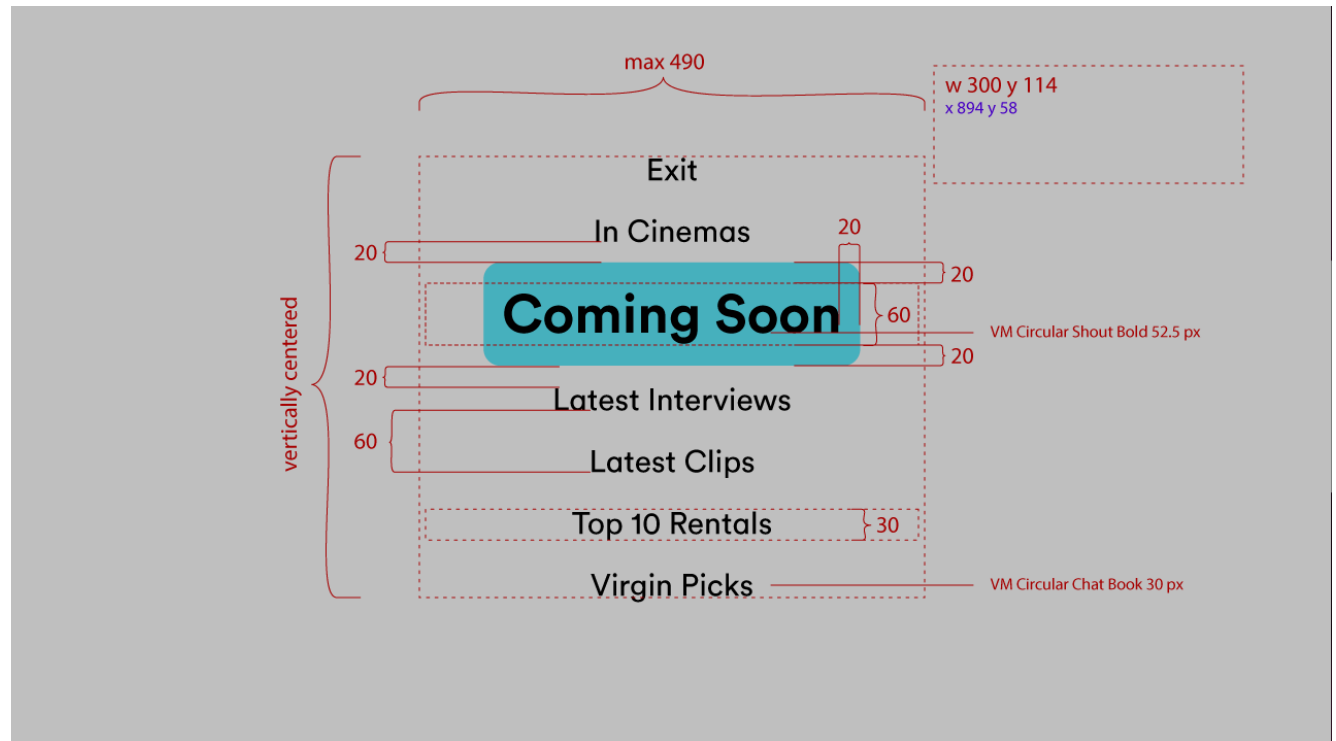


20. UP pressed 5 times.



21. UP pressed. An OK press will exit the app.

## Measurements

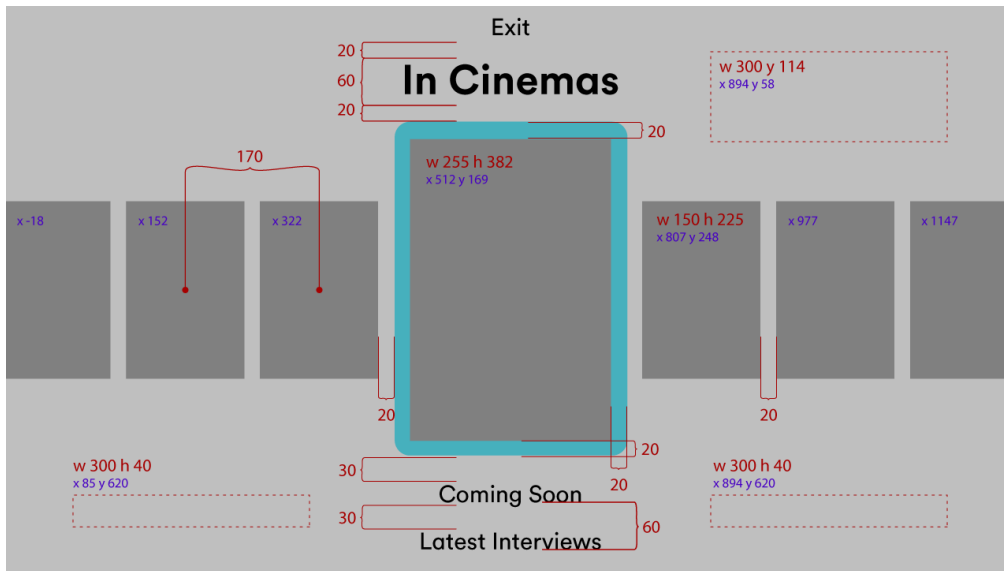




Menu Screen

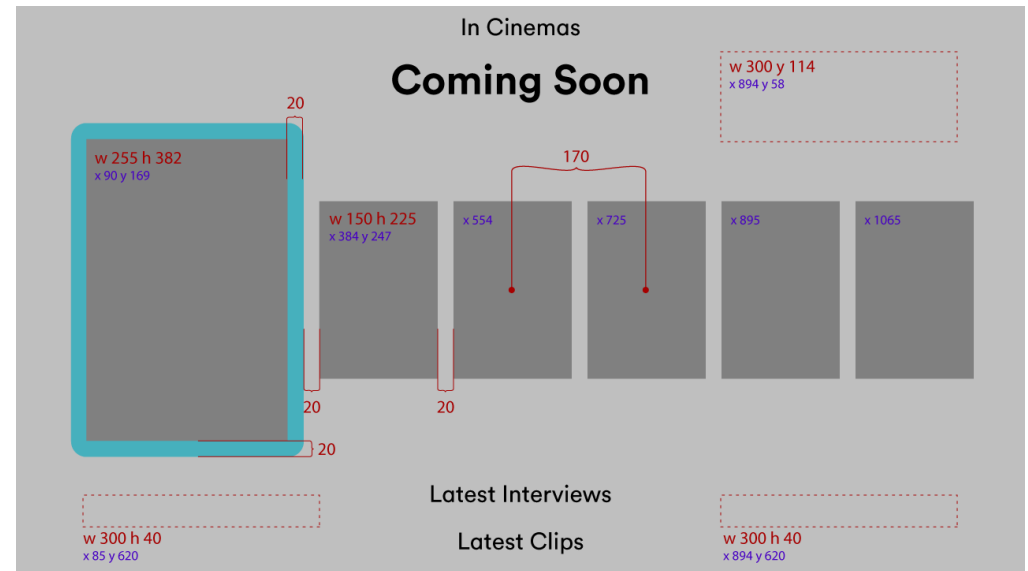
Measurements

Menu expanded showing a wrapping carousel.

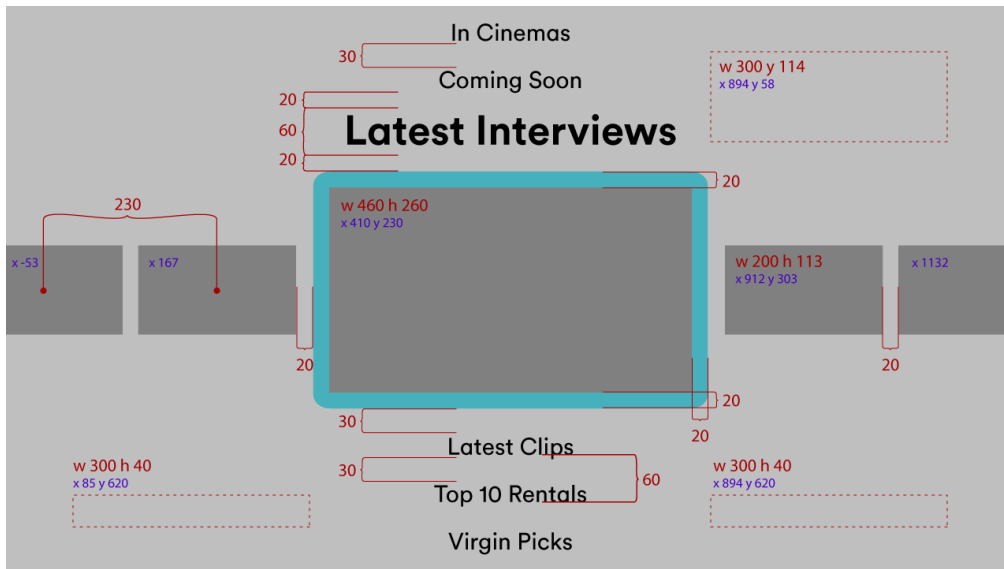


If the carousel has greater than 6 portrait thumbnails it will wrap.

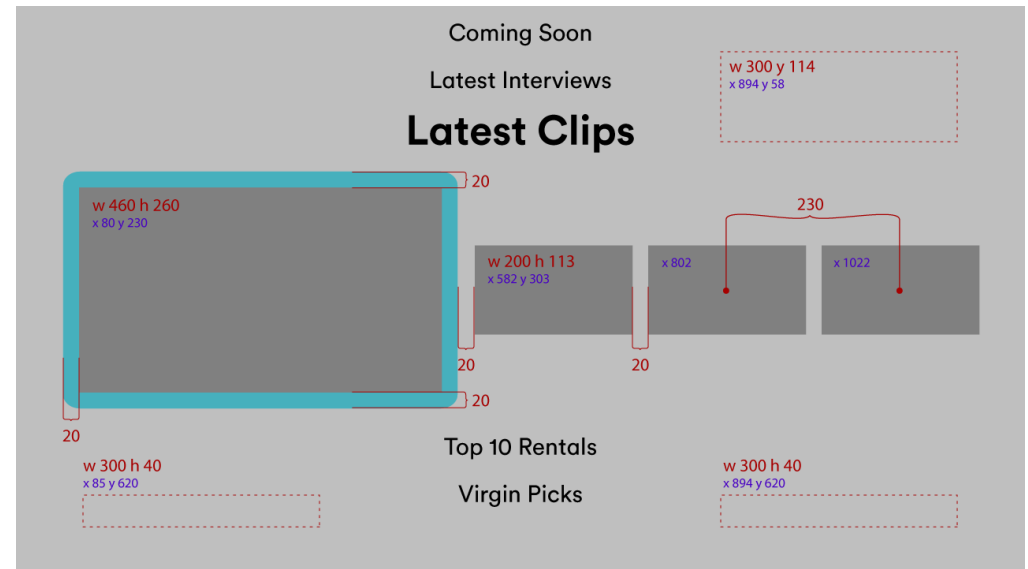
Menu expanded showing an image row (a non wrapping 'carousel').



If the image row has fewer than 7 portrait thumbnails it will not wrap.



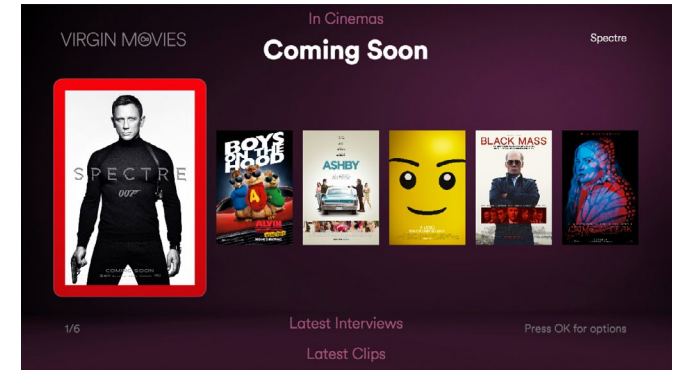
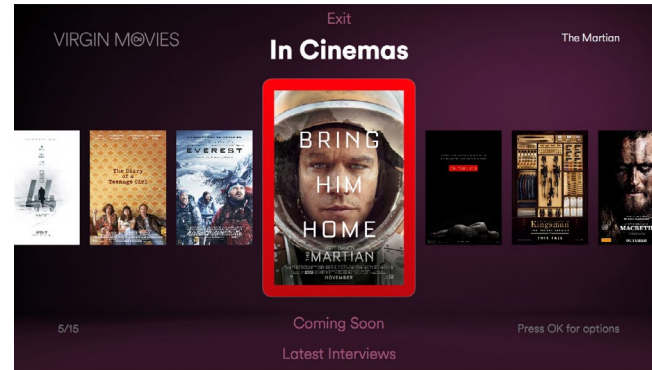
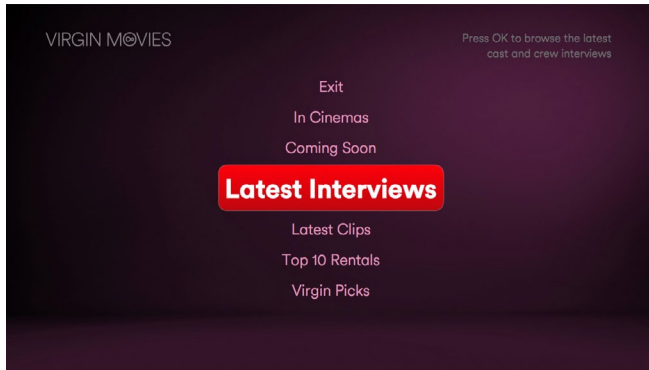
If the carousel has greater than 4 landscape thumbnails it will wrap.



If the image row has fewer than 5 landscape thumbnails it will not wrap.

## Menu Screen

Behaviour



Menu contracted. Note when in focus a menu selection changes colour and increases size to 175%. A tooltip message appear at upper right.

Menu expanded showing a wrapping carousel. Contextual Text (title, tooltip message, and item number) appear in the corners.

Menu expanded showing an image row (a non-wrapping 'carousel'). Contextual Text (title, tooltip message, and item number) appear in the corners.

Element	Button	Action
Menu <sup>1</sup>	OK, RIGHT	Focus displays it's activated colour for 0.25 seconds. Next, If the focus is on 'Exit' then the app quits. Else the menu expands to reveal the carousel linked to the current menu item and the focus moves to the first carousel item. The tooltip message at upper right updates accordingly.
	UP, LEFT	If on the topmost menu item then BONK <sup>4</sup> . Else it moves the focus to the next selectable menu item above, updating the tooltip message.
	DOWN	If on the bottommost menu item then BONK. Else it moves the focus to the next selectable menu item below, updating the tooltip message.
	SKIP FWD	if on the bottommost menu item then it moves to the topmost selectable menu item. Else it moves the focus to the bottommost selectable menu item. The tooltip message updates accordingly.
Carousel <sup>2</sup>	OK	Focus displays it's activated colour for 0.25 seconds. Next the linked element loads (usually the Cross Picker).
	LEFT	Moves all carousel items one slot to the right. Contextual Text in the corners are updated accordingly.
	RIGHT	Moves all carousel items one slot to the left. Contextual Text in the corners are updated accordingly.
	UP, SKIP BACK	Moves the focus to the menu item above the carousel, contracting the menu (ie. to the title of the carousel)
	DOWN	Moves the focus to the menu item below the carousel, contracting the menu.
	SKIP FWD	Resets the current carousel to focus on the first carousel item.
Image Row <sup>3</sup>	OK	Focus displays it's activated colour for 0.25 seconds. Next the linked element loads (usually the Cross Picker).
	LEFT	If already on the leftmost item then BONK. Else it moves the focus one slot to the left. Contextual Text in the corners are updated accordingly.
	RIGHT	If already on the rightmost item then BONK. Else it moves the focus one slot to the right. Contextual Text in the corners are updated accordingly.
	UP, SKIP BACK	Moves the focus to the menu item above the carousel, contracting the menu (ie. to the title of the carousel)
	DOWN	Moves the focus to the menu item below the carousel, contracting the menu.
	SKIP FWD	If on the last item it moves the focus to the first item. Else it moves the focus to the last item.

<sup>1</sup> When menu is contracted and carousels are hidden.

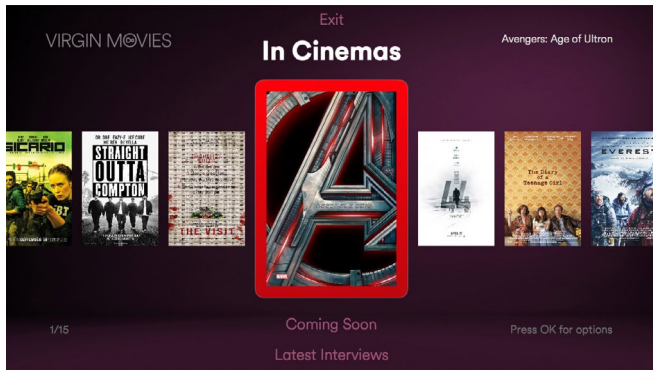
<sup>2</sup> When the menu is expanded and a wrapping carousel is visible.

<sup>3</sup> When the menu is expanded and a non-wrapping carousel is visible.

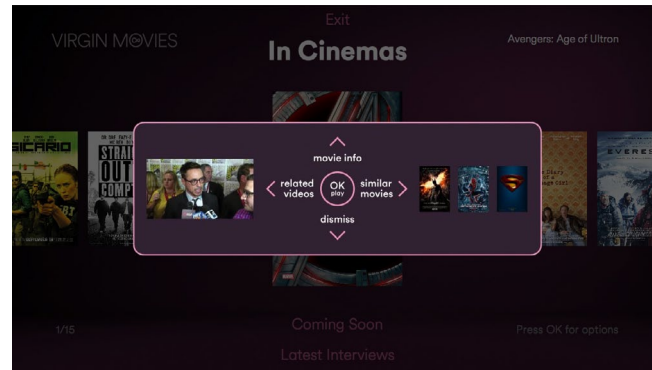
<sup>4</sup> BONK - This is a sound indicates that a button press on the remote was received, but there is no action to perform.

## Menu Screen

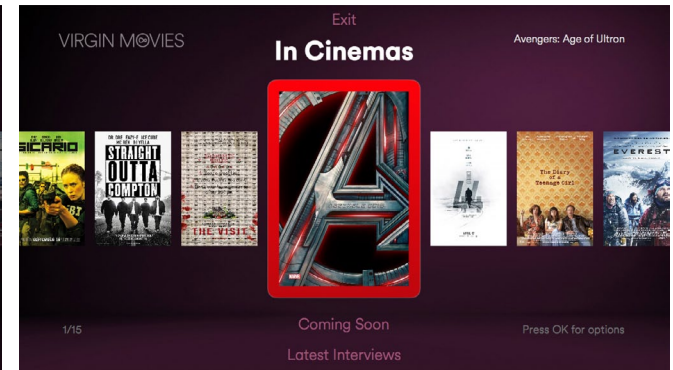
Example User Journey: Browsing the Menu Screen 'Cross Picker'



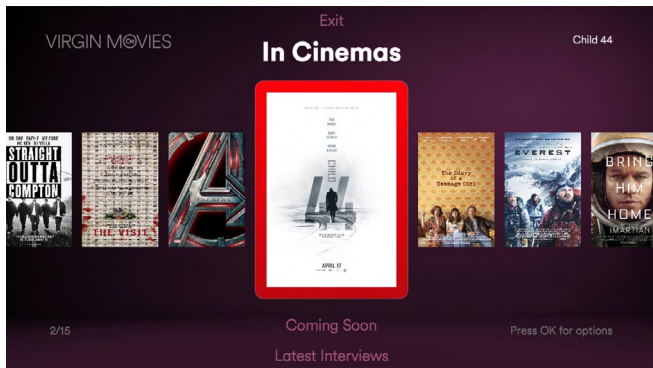
1. Menu Screen launches.



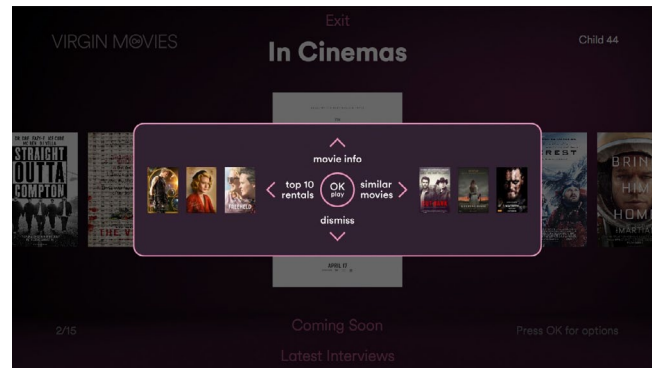
2. OK pressed, Cross Picker appears. "Avengers: Age of Ultron" has a related interview, which can be watched by pressing LEFT.



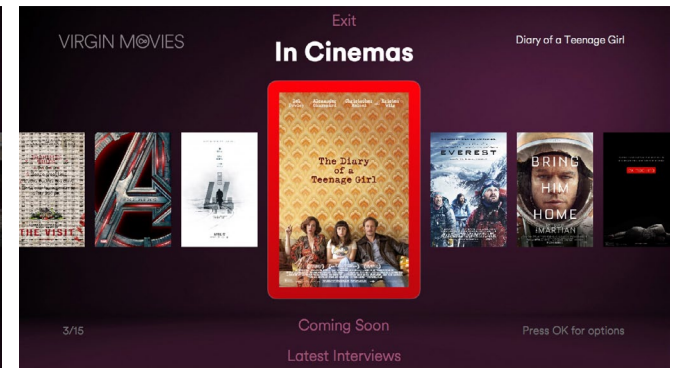
3. DOWN pressed, Cross Picker dismissed.



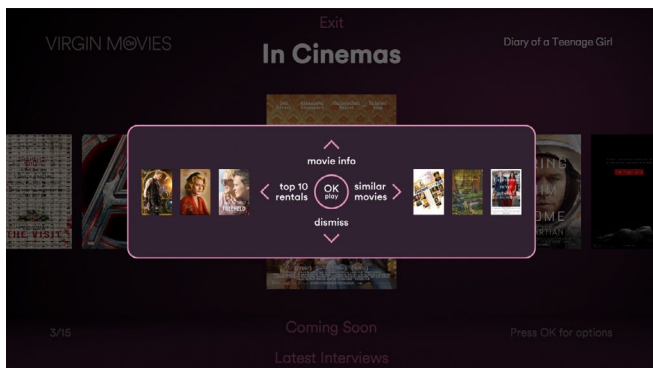
4. RIGHT pressed.



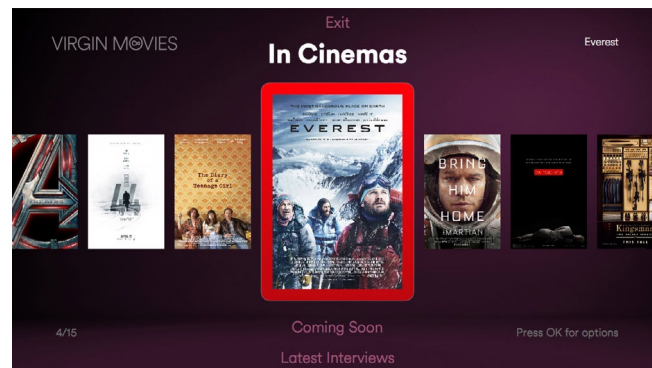
5. OK pressed, Cross Picker appears. "Child 44" has no related clips. Pressing LEFT will send the user to the "Top 10" carousel.



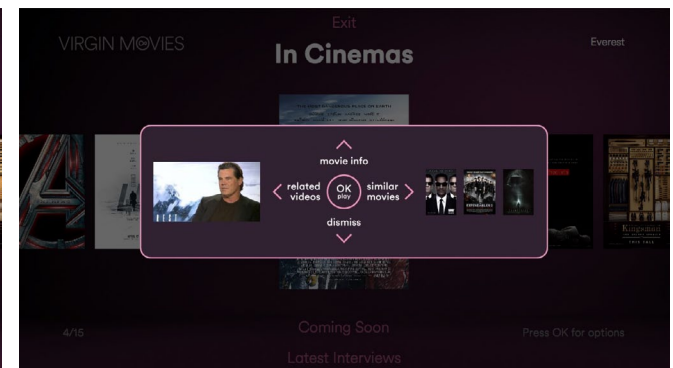
6. DOWN then RIGHT pressed.



7. OK pressed. Note all movies have 3 "similar movies" from the VOD catalogue that can be accessed by pressing RIGHT.



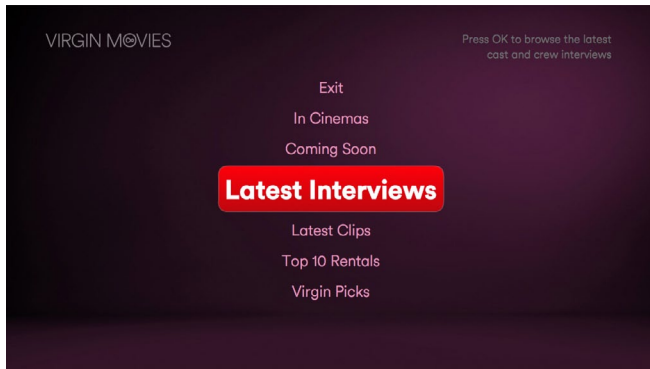
8. DOWN then RIGHT pressed.



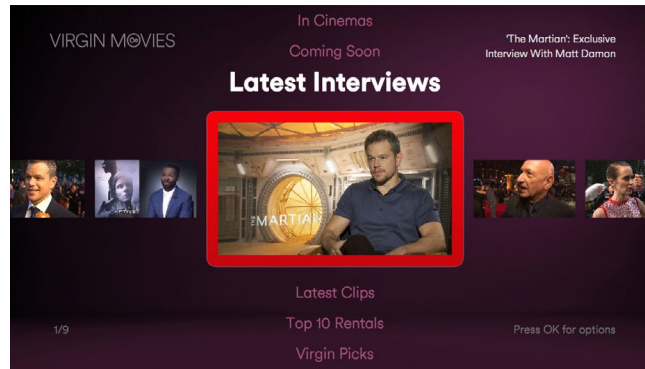
9. OK pressed. "Everest" also has a related clip which can be watched by pressing LEFT.

## Menu Screen

Example User Journey: Browsing the Menu Screen 'Cross Picker'



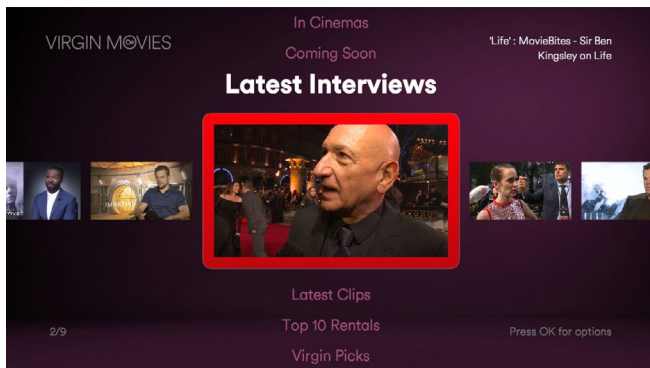
10. DOWN pressed 3 times.



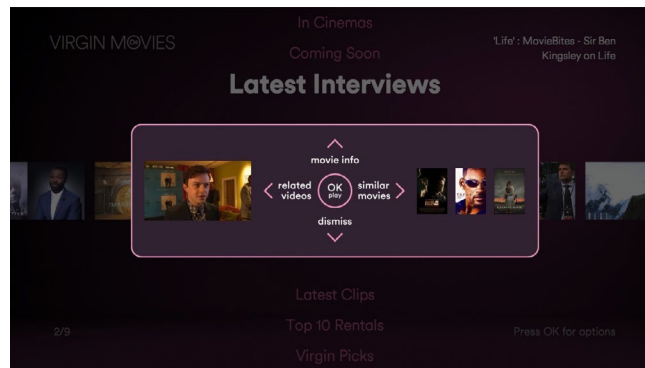
11. OK pressed.



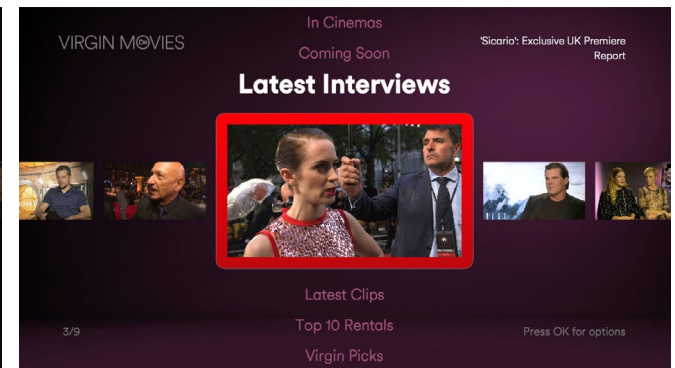
12. OK pressed. This clip also has a related trailers. Pressing LEFT will play it.



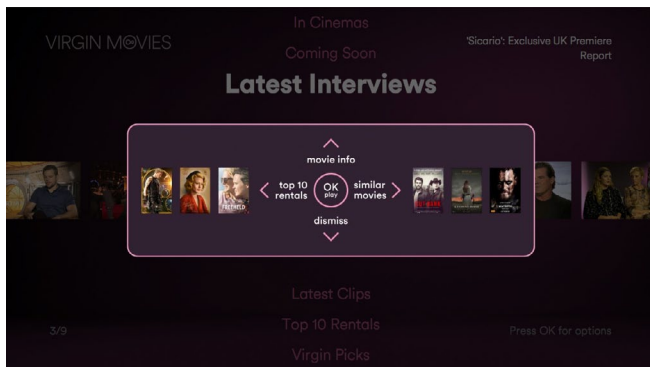
13. DOWN then RIGHT pressed.



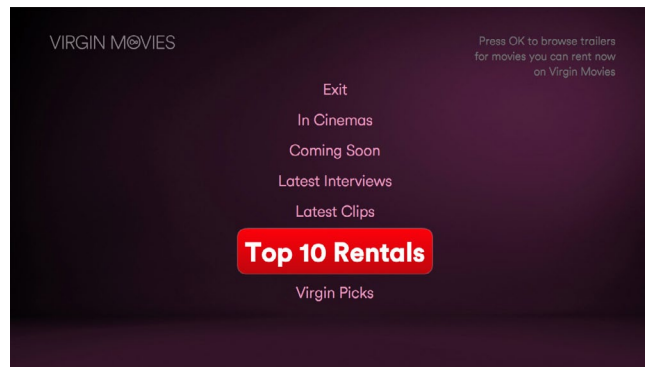
14. OK pressed. The trailer for this movie is not available, but a related clip is. Pressing LEFT will trigger a playlist of related clips.



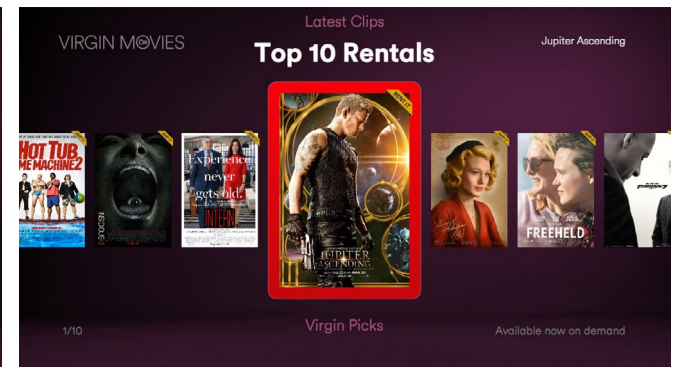
15. DOWN then RIGHT pressed.



16. This movie has no trailer or other related clips available in the app. The fallback is to access the 'Top 10' carousel when pressing LEFT.



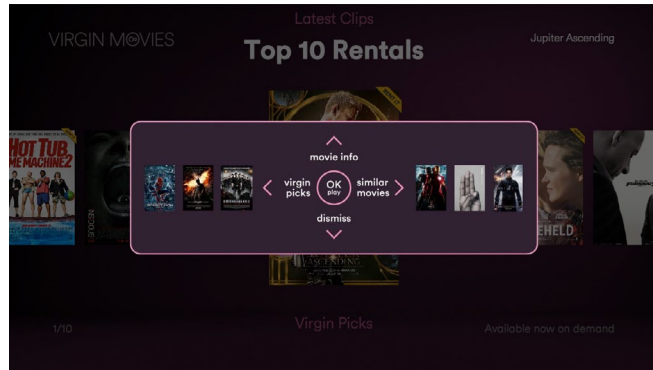
17. DOWN pressed 3 times.



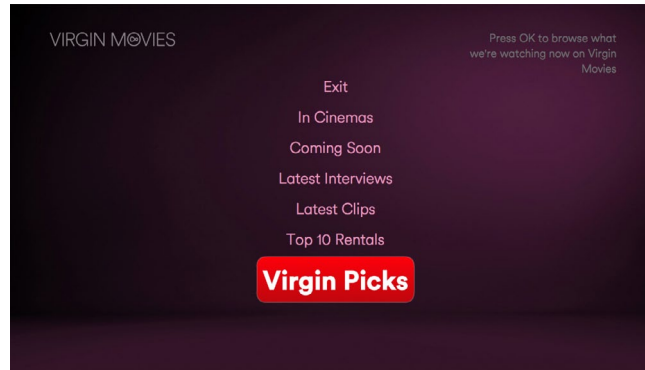
18. OK pressed.

## Menu Screen

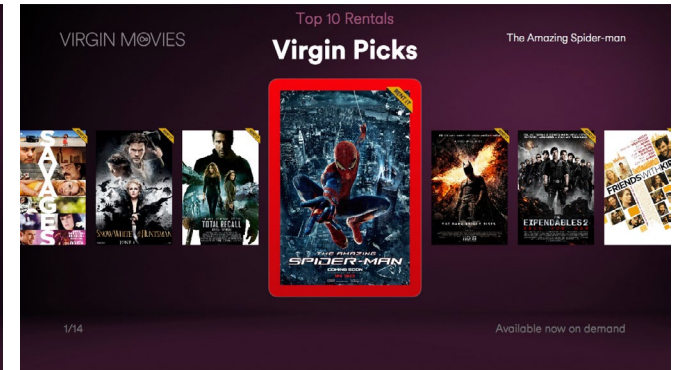
Example User Journey: Browsing the Menu Screen 'Cross Picker'



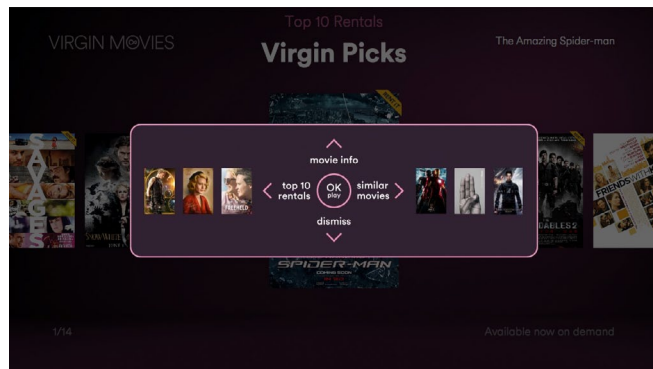
19. Pressing LEFT from the 'Top 10' channel is a shortcut to the 'Virgin Picks' channel.



20. DOWN pressed 2 times.



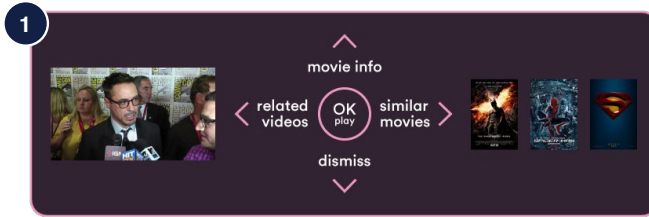
21. OK pressed.



22. Pressing LEFT from the 'Virgin Picks' channel is a shortcut to the 'Top 10' channel.

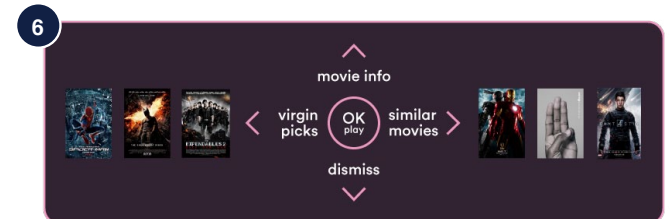
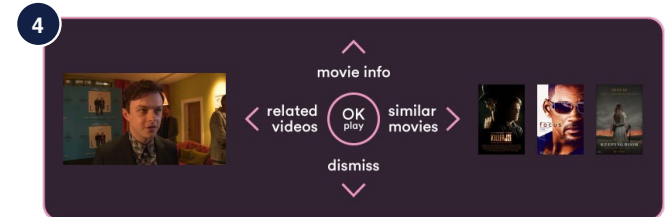
## Menu Screen

### Cross Picker rules and variations



### GLOSSARY

- Cinema trailer A trailer for a movie currently in cinemas.
- Clip Interview, featurette or movie excerpt.
- OD trailer A trailer for a movie that can be rented from Virgin Movies.
- Play Triggers playlist starting with asset that launched the Cross Picker.
- Movie info Links to Movie Info Screen. Focus starts on 'Rent' button on VOD Movie Info Screen.
- Similar movies Links to Movie Info Screen. Focus starts on similar titles available to rent.
- Dismiss Dismisses Cross Picker.
- Related videos Links to interviews, featurettes, or clips related to a movie trailer.
- Play trailer Links to single movie trailer related to a clip.
- Top 10 rentals Links to playlist of trailers for top 10 rentals
- Virgin picks Links to playlist of trailers chosen by VM editors



	Asset	Condition	OK play	UP	RIGHT	DOWN	LEFT
1	Cinema trailer	related clip(s): true	Play	Movie Info	Similar Movies	Dismiss	Related videos*
2		related clip(s): false	Play	Movie Info	Similar Movies	Dismiss	Top 10 rentals
3	Clip	related trailer: true	Play	Movie Info	Similar Movies	Dismiss	Play trailer
4		related clip(s): true	Play	Movie Info	Similar Movies	Dismiss	Related videos*
5		movie metadata: true	Play	Movie Info	Similar Movies	Dismiss	Top 10 rentals
		movie metadata: false †	n/a	n/a	n/a	n/a	n/a
6	OD trailer	in 'Top 10' carousel	Play	Movie Info	Similar Movies	Dismiss	Virgin picks
7		in 'Virgin picks' carousel	Play	Movie Info	Similar Movies	Dismiss	Top 10 rentals

\* Launches playlist of related clips beginning with chosen asset. When done return to Movie Info Screen.

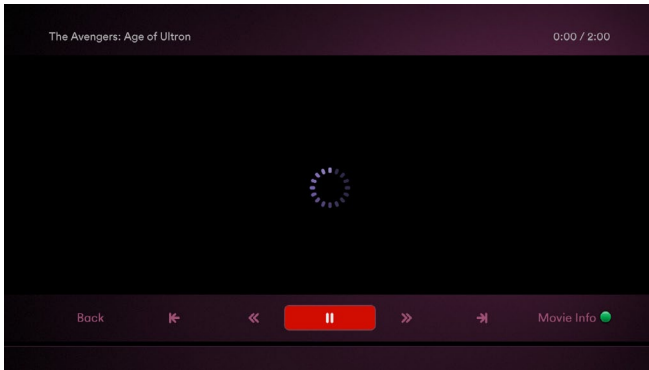
† No Cross Picker. Asset plays straight away.

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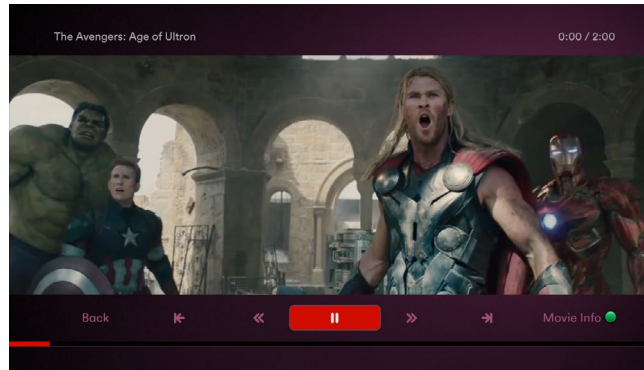
# Video Player Screen

## Video Player Screen

### Navigation and video transport



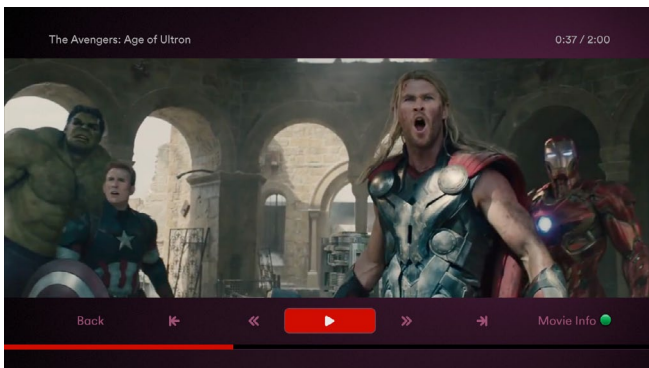
1. Initial state when video is launched. Focus in on pause/play button. Overlay remains visible while video is loading.



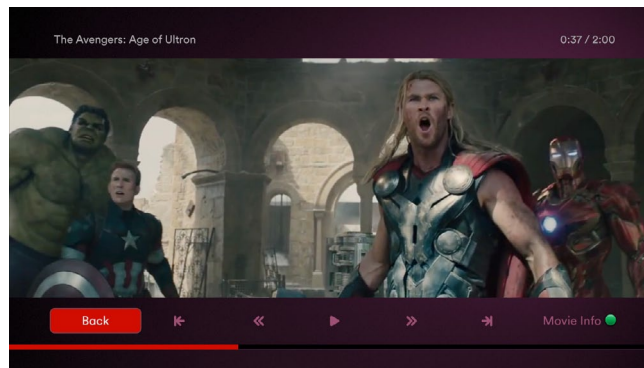
2. Video begins playing. Progress bar appears.



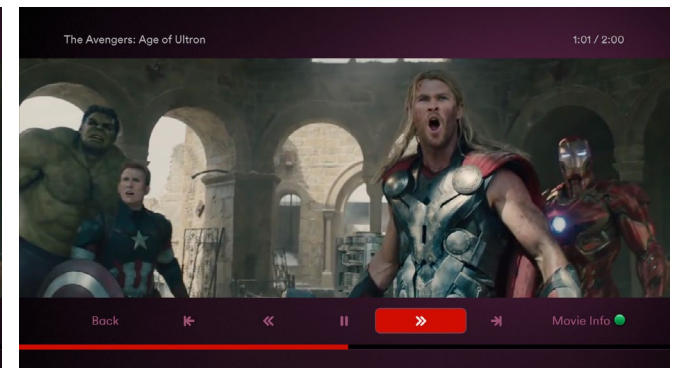
3. Overlay UI hides after 3 seconds, but green button prompt persists. A GREEN press at any time would load the Movie Info Screen.



4. PAUSE pressed. When trickplay buttons on the remote are pressed the app responds immediately, but when the D-pad is pressed the overlay UI 'wakes up' before an action is executed.



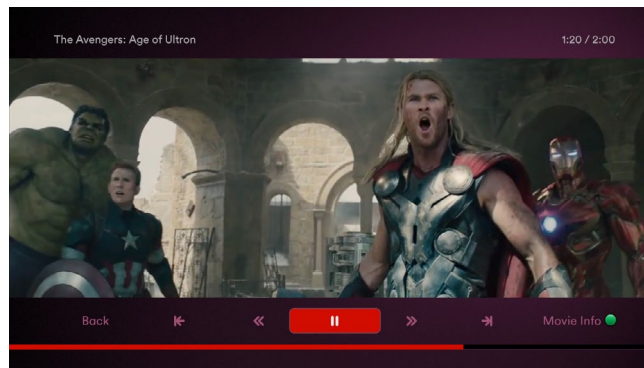
5. LEFT pressed 3 times. An OK press would send the user back to the thumbnail that launched the playlist.



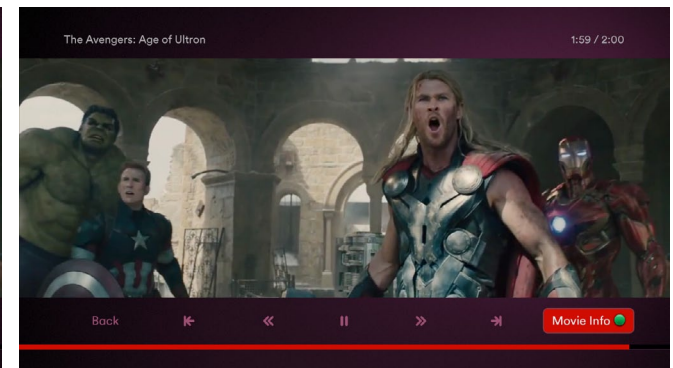
6. PAUSE pressed (video resumes playback) and then FFWD pressed. Progress bar and current time update accordingly.



7. Overlay UI hides if user is idle for 3 seconds.



8. D-pad button pressed (eg. UP). Overlay 'wakes up' with focus on the on-screen pause/play button.

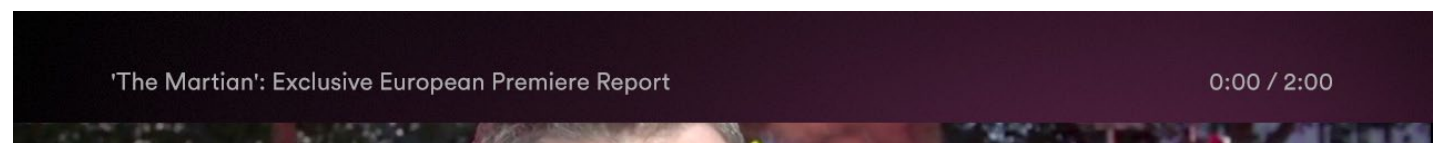
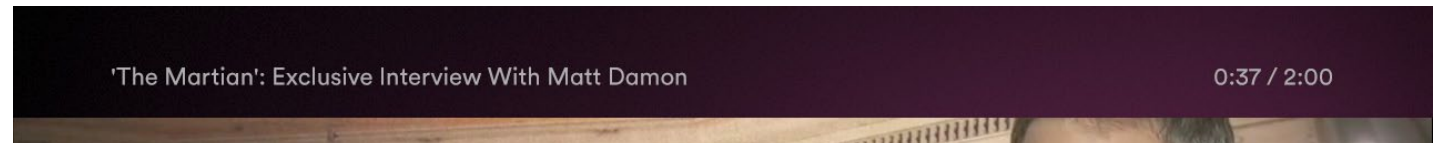
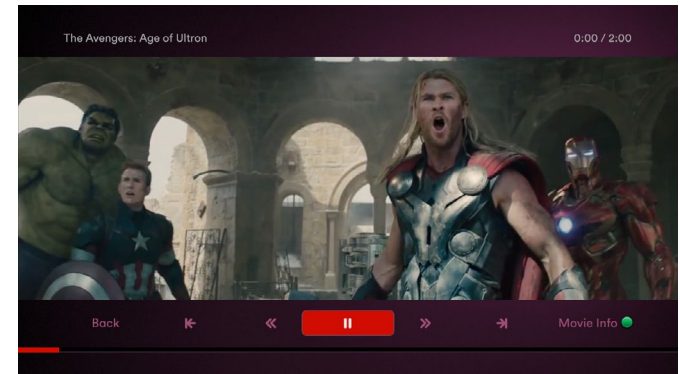


9. RIGHT pressed 3 times. An OK press would load the Movie Info Screen.



## Video Player Screen

Upper third of the Overlay UI



Video upper third. Shows asset title at left and time display at right.

### Time Display

A video's time display always appears in the upper right corner.

Times are displayed with hour, minute, and seconds digits separated by colons, like so:

HH:MM:SS

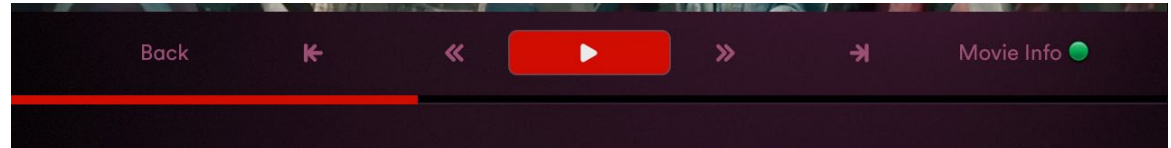
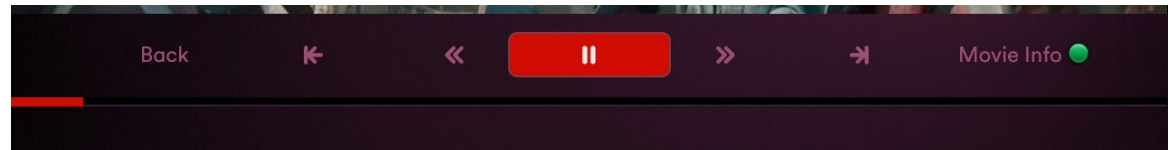
If a time is less than 9:59 minutes then display M:SS.  
 Else if a time is less than 59:59 then display MM:SS.  
 Else if a time is less than 9:59:59 then display H:MM:SS. Else display HH:MM:SS

The time display shows the current time and the duration separated by 2 spaces, a forward slash, and another 2 spaces. It is right justified. For example:

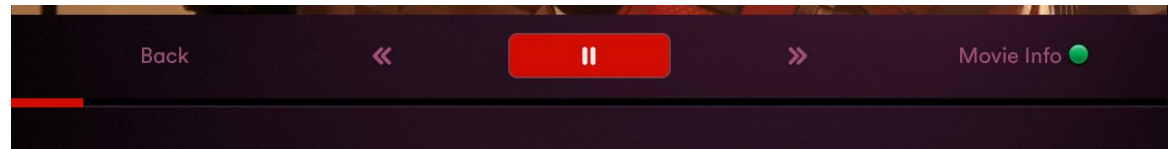
0:35 / 25:30

## Video Player Screen

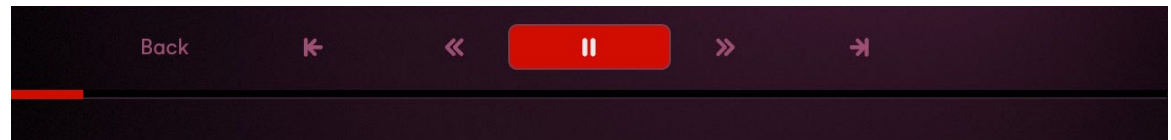
*Lower third of the Overlay UI*



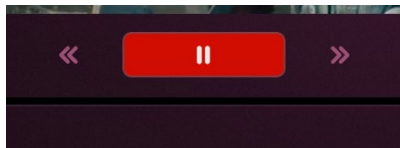
Lower third for a playlist of videos. Note the Play/pause button icon toggles.



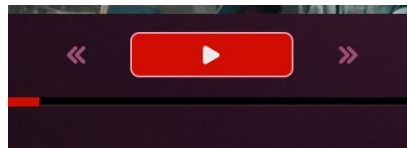
Lower third of a single video. There are no skip buttons (which on a playlist skips between adjacent videos).



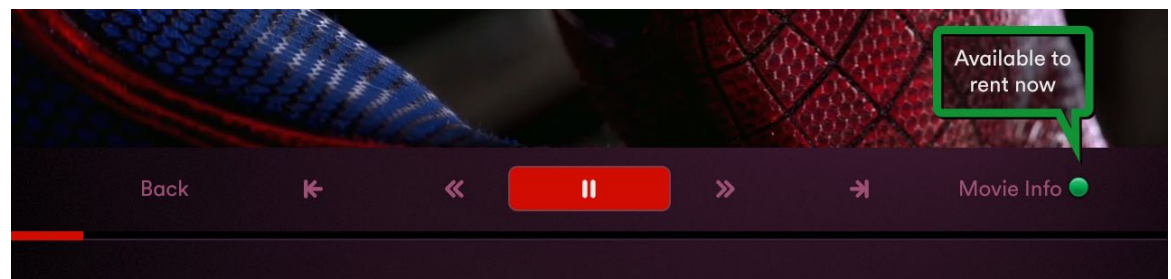
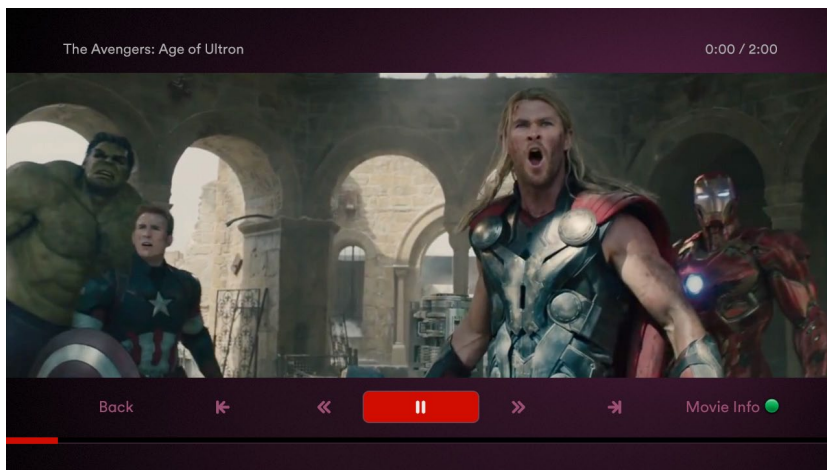
There may be no movie metadata associated with a clip. In this case there would be no Movie Info button or green button.



normal button state



activated button state



If a trailer is for a movie on-demand a tooltip appears for emphasis.



Overlay off. The green button prompt is always present. The text label and button graphic are always in the same position whether the overlay UI is on or off.

## Video Player Screen

*Behaviour*

Condition	Button	Action
All	OK or TRICKPLAY <sup>1</sup>	Focus displays it's activated colour for 0.25 seconds. Then it executes the action or link associated with the button.
	GREEN	Video playback stops and associated Movie Info Screen loads.
If screen launches	n/a	Overlay UI <sup>2</sup> timeout sequence <sup>3</sup>
Else if next asset in a playlist launches	n/a	Only the upper third of the overlay UI appears, then times out.
Else if lower third is hidden	D-PAD, THUMBS, NUMBERS <sup>4</sup>	Show overlay UI and time out. If the user presses a button then the timeout sequence starts again.
	INFO	The upper third of the overlay UI appears, then times out.
	TRICKPLAY	If an on-screen equivalent of the remote button exists on the screen then shows overlay UI and moves the focus to said button, activating it.
Else if lower third is visible	OK	If focus is on 'Back' then it stops playback and returns to the screen state that launched the Video Player Screen. Else if on the Movie Info button then video playback stops and the associated Movie Info Screen loads. Else if on a video transport button (eg. skip, rwd, fwd, play/pause) then execute the associated action (same behaviour as when a remote control trickplay button is pressed. See individual actions below).
	UP, DOWN	Hides the overlay UI immediately, without timeout sequence.
	LEFT	If the focus is on the leftmost button then BONK. Else it moves the focus to the next selectable button on the left.
	RIGHT	If the focus is on the rightmost button then BONK. Else it moves the focus to the next selectable button on the right.
	PAUSE	If the video is playing then pause them, moving the focus to the on-screen pause/play button changing its button mark to the play symbol. Else if the video is paused then play it, moving the focus to the on-screen pause/play button changing its button mark to the pause symbol.
	PLAY	If the video is paused then play it, moving the focus to the on-screen pause/play button changing its button mark to the pause symbol.
	STOP	Stops playback and returns to the thumbnail that launched the Video Player Screen.
	REWIND	Transports the video back 6% of the total running time, moving the focus to the on-screen rewind button and updating the current time display and progress bar accordingly. If the video is paused it remains paused, if playing it continues playing.
	FAST FORWARD	Transports the video forward 6% of the total running time, moving the focus to the on-screen fast forward button and updating the current time display and progress bar accordingly. If the video is paused it remains paused, if playing it continues playing.
	SKIP BACK	Moves the focus to the on-screen skip back button and resets the current time display and progress bar to their starting positions. If a single video or the current time is under the 3 second mark then restart playback of the current video from the beginning. Else it plays the the previous asset in the playlist from the beginning.
	SKIP FORWARD	If a single video then BONK. Else it moves the focus to the on-screen skip forward button. If the video is the last asset in a playlist it plays the first asset in the playlist. Else it plays the the next asset in the playlist.

<sup>1</sup> TRICKPLAY: Refers to the remote control buttons PLAY, STOP, PAUSE, REWIND, FAST FORWARD, SKIP BACK, SKIP FORWARD, and SLOW.

<sup>2</sup> Overlay UI: Upper and lower third user interface over video.

<sup>3</sup> Timeout sequence: Overlay UI is visible. If video playback is still pending the timeout count should not begin the and overlay UI should stay visible. Once playback begins and the user is idle the overlay UI hides after a count of 3 seconds. If the user presses a button on the remote the timeout count resets and starts again.

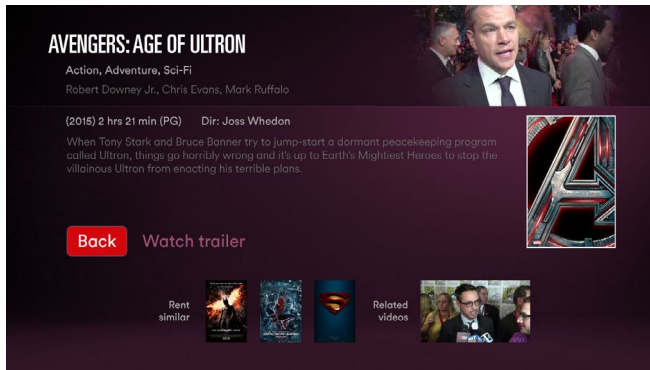
<sup>4</sup> D-PAD is UP, DOWN, LEFT, RIGHT, OK; THUMBS are THUMBS UP and THUMBS DOWN; NUMBERS are 0-9 buttons.

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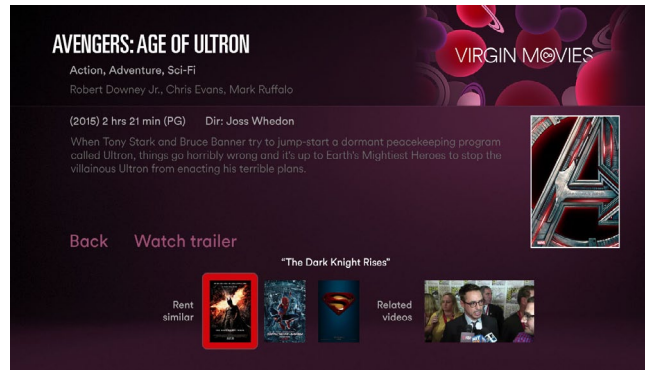
# Movie Info Screen

## Movie Info Screen

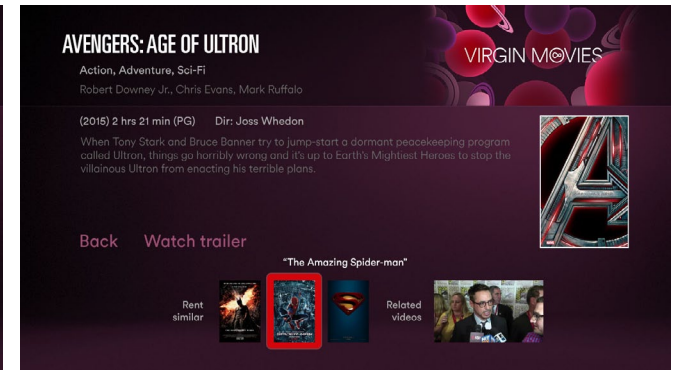
Example User Journey



1. Focus on action button row. If video was playing on the Video Player Screen the playback continues in a smaller window in the upper right corner.



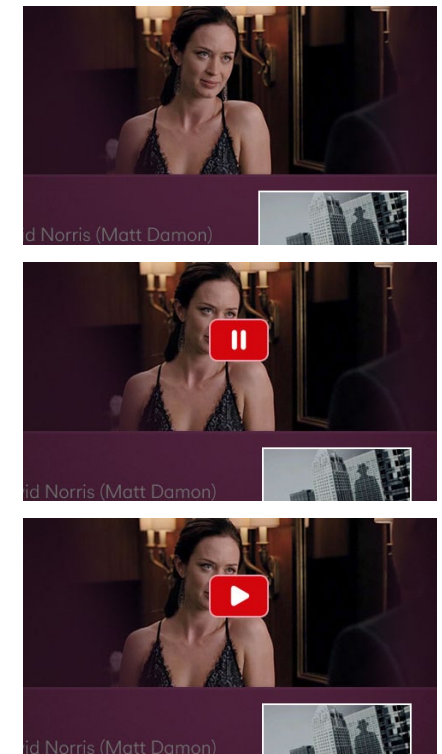
2. DOWN pressed, focus on thumbnail row. Title of asset appears above the row. Note the video has ended and the fallback image takes its place.



3. RIGHT pressed.

Behaviour

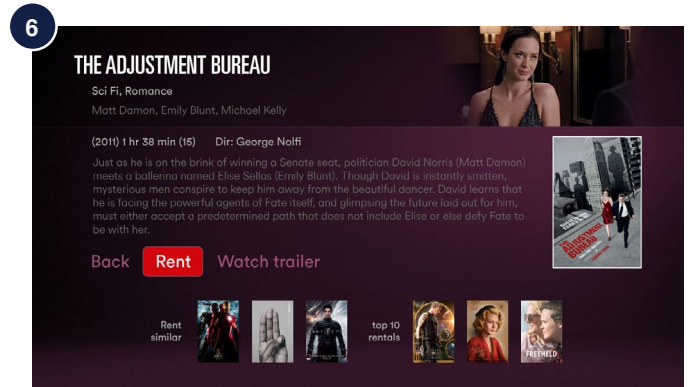
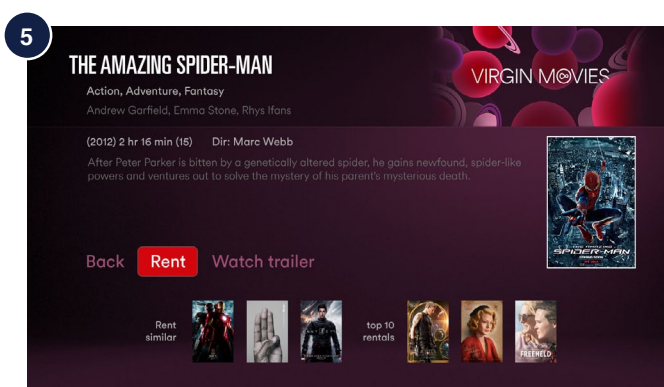
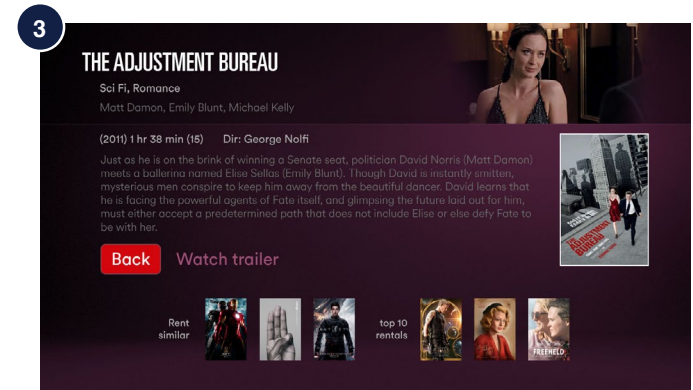
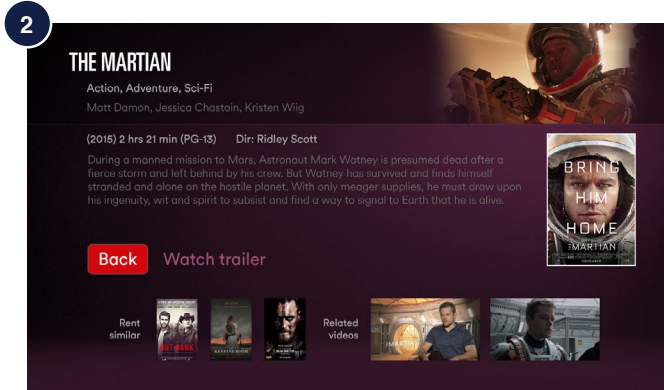
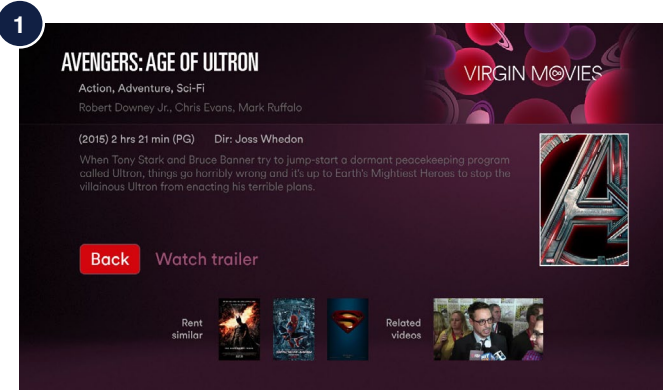
Condition	Button	Action
All	OK	Focus displays it's activated colour for 0.25 seconds. Then it executes the action or link associated with the button.
	PAUSE	If no video then BONK. Else if video is playing then pause (briefly showing feedback icon). Else if video is paused then play (showing feedback icon).
	PLAY	If no video then BONK. Else if video is paused then play (briefly showing feedback icon).
If screen launches	n/a	If movie is available on-demand the focus is on the 'Rent' button, else focus is on the 'Back' button.
and if video is playing	n/a	Continue playing the video at a smaller scale in the upper right corner.
else if no video is playing or playlist ends	n/a	Display fallback image in the upper right corner.
If focus is on the action button row	OK	Performs an action. If 'Back' then return to the screen that launched the Movie Info Screen. Else if 'Rent' then exit the app and go to the core TiVo buy screen. Else if 'Watch trailer' then play the trailer full screen from the beginning in the Video Player.
	LEFT	If the focus is on the leftmost button then BONK. Else it moves the focus to the next selectable button on the left.
	RIGHT	If the focus is on the rightmost button then BONK. Else it moves the focus to the next selectable button on the right.
	DOWN	Moves focus to first item in the thumbnail row (the first 'Rent similar' poster). The asset title appears over the row.
If focus is on the thumbnail row	OK	If on a movie poster (portrait thumbnail) then load that movie's Movie Info Screen. If on a landscape thumbnail then play the linked video in the Video Player Screen. If this video is part of a playlist then play it starting with the selection, returning to the Movie Info Screen when playback is done.
	LEFT	If the focus is on the leftmost button then BONK. Else it moves the focus to the next selectable button on the left.
	RIGHT	If the focus is on the rightmost button then BONK. Else it moves the focus to the next selectable button on the right.
	UP	Moves focus to action row and the asset title disappears. If movie is available on-demand the focus is on the 'Rent' button, else focus is on the 'Back' button.



Pause and Play feedback icons

# Movie Info Screen

## Lower third rules and variations



	Movie type	Condition	Action button	Lower third	
				left side	right side
1	in cinemas	related clips = 1 : true	Back, Watch Trailer	Rent similar, 3 posters	Related videos, 1 thumbnail
2		related clips > 1 : true	Back, Watch Trailer	Rent similar, 3 posters	Related videos, 2 thumbnails
3		related clip(s): false	Back, Watch Trailer	Rent similar, 3 posters	Top 10 rentals, first 3 posters
4	on demand	in top 10 carousel	Back, Rent, Watch Trailer	Rent similar, 3 posters	Virgin Picks, first 3 posters
5		in virgin picks carousel	Back, Rent, Watch Trailer	Rent similar, 3 posters	Top 10 rentals, first 3 posters
6		elsewhere	Back, Rent, Watch Trailer	Rent similar, 3 posters	Top 10 rentals, first 3 posters