Connected TV application for TiVo

Cartoon Network

Design Outline

21 Nov 2011

TiVo Apps & Games   Cartoon Network Channel

App 1

Intro (1)   Quit? (3)

(2)

Gate Level

Action   Comedy

Retro

Screens triggered by Menu options

App 2   Shows   Characters   Win   TV Guide

Genre Level
(Action)

(4)   Video (5)   Show 1 (6)   Contest (7)   TV Guide listings (8)
                        Show 2
Main Shows Videos Chars Win TV Guide Tune In   Show 3   Main Shows Videos Chars Win TV Guide Tune In
Show Show Show Show Show Show Show Show Show   Show 4
Clip Clip Clip Clip Clip Clip Clip Clip Clip   Show 5

Show Level

(9)   Video (10)   Character (11)

Picture Characters Videos   Picture Characters Videos
Show Show Show Show Show Show Show Show Show   Image Image Image Image Image Image Image
Clip Clip Clip Clip Clip Clip Clip Clip Clip

App 3

Genre Level
(Comedy)

Video   Show 1   Contest   TV Guide listings
                         Show 2
Main Shows Videos Chars Win TV Guide Tune In   Show 3   Main Shows Videos Chars Win TV Guide Tune In
Show Show Show Show Show Show Show Show Show   Show 4
Clip Clip Clip Clip Clip Clip Clip Clip Clip   Show 5

Show Level

                         Video   Character

Picture Characters Videos   Picture Characters Videos
Show Show Show Show Show Show Show Show Show   Image Image Image Image Image Image Image
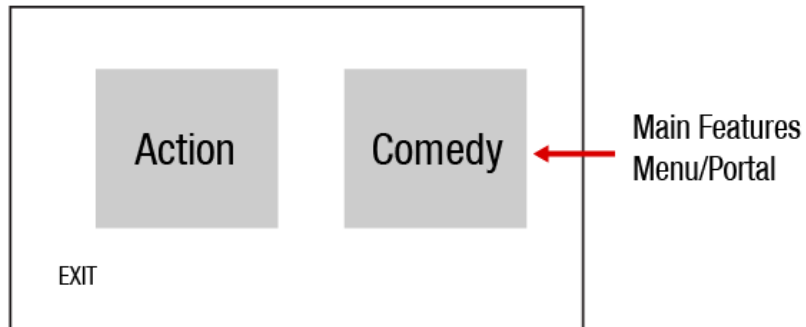Clip Clip Clip Clip Clip Clip Clip Clip Clip

Application Structure

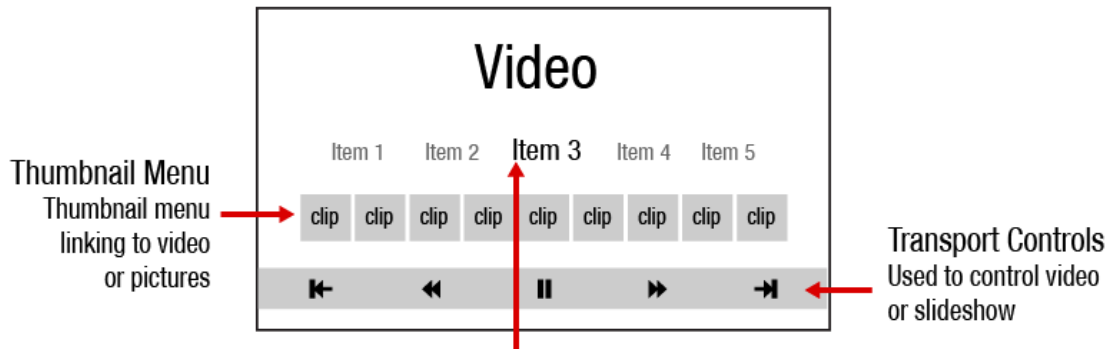The architecture is composed of 3 chained apps: App 1: Gate, App 2: Action shows portal, App 3: Comedy shows portal.

1. Intro logo animation

2. Gate Level: 3 choices: "Action", "Comedy", and "Exit" (which leads to a prompt asking if the user wants to exit the app (3))

4. Genre Level: This will be a portal to a collection of show promos, clips, image galleries, and contest adverts.

5. Genre Level Top Menu: Shows, Characters, Win, TV Guide. When there are no contests running the "Win" button is removed.

6. Shows Menu: A menu of shows. Menu items will link to Show Level.

7. Win Tab: A page with competition when available.

8. TV Guide Tab: a menu of todays broadcast schedule.

9. Show Level: The Main button leads to the Genre Level.

10. Show Area: the main thumbnail bar is filtered to show only videos and images from one show. This screen will only be seen if a show has more than one asset (If there is only one video asset the video will simply play, and there will be no show area).

11. Characters tab: a carousel of character pictures. Thumbnail triggers audio sound bites from the character, and multiple presses will trigger new pictures. Main button takes user back to Genre Level.
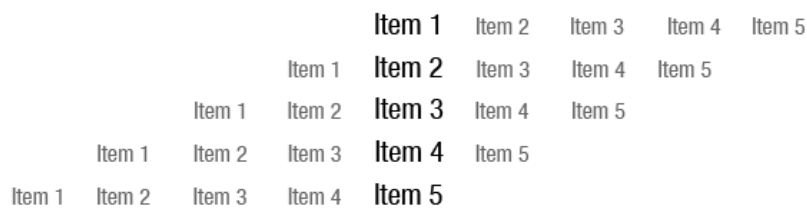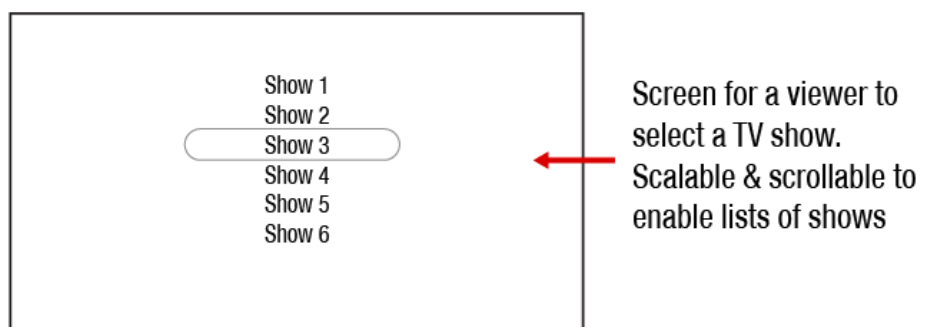
Screen Layouts

Highlights Area

Action   Comedy

← Main Features
Menu/Portal

EXIT

Interactive Video Screen

Video

Item 1   Item 2   **Item 3**   Item 4   Item 5

Thumbnail Menu
Thumbnail menu →
linking to video
or pictures

clip clip clip clip clip clip clip clip clip

Transport Controls
Used to control video
or slideshow

◄◄   ►►   ❚❚   ►►   ►❚ ←

Main Menu
Text based menu. Large item in the middle indicates current page.
Scrolling left or right when menu is in focus brings other items into the central view.
Shown below

Item 1	Item 2	Item 3	Item 4	Item 5
Item 1	**Item 2**	Item 3	Item 4	Item 5
Item 1	Item 2	**Item 3**	Item 4	Item 5
Item 1	Item 2	Item 3	**Item 4**	Item 5
Item 1	Item 2	Item 3	Item 4	**Item 5**

Shows Menu

Show 1
Show 2
Show 3
Show 4
Show 5
Show 6

← Screen for a viewer to
select a TV show.
Scalable & scrollable to
enable lists of shows

Menu/Portal Gateway

After an initial animation a viewer sees a menu/portal screen with a choice of Action or Comedy.
The boxes will show headings (Action Heroes & Laughternoons) & characters from the featured shows.
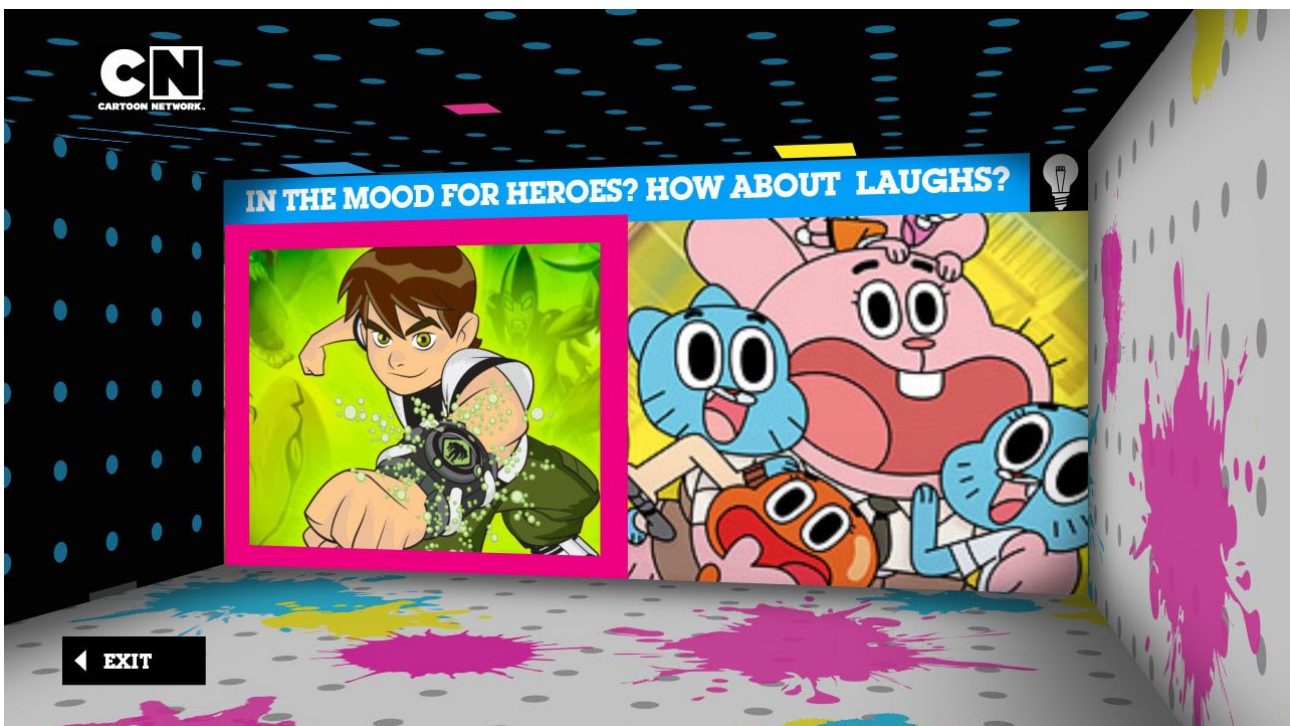
Interactive Video Screen

Channel Wide

After making a choice (Action/Comedy) they are presented with a screen of video content & a menu. From here a viewer can choose a video to watch or select an item from the menu: Shows, Characters, Videos, TV Guide or Win (Competition).
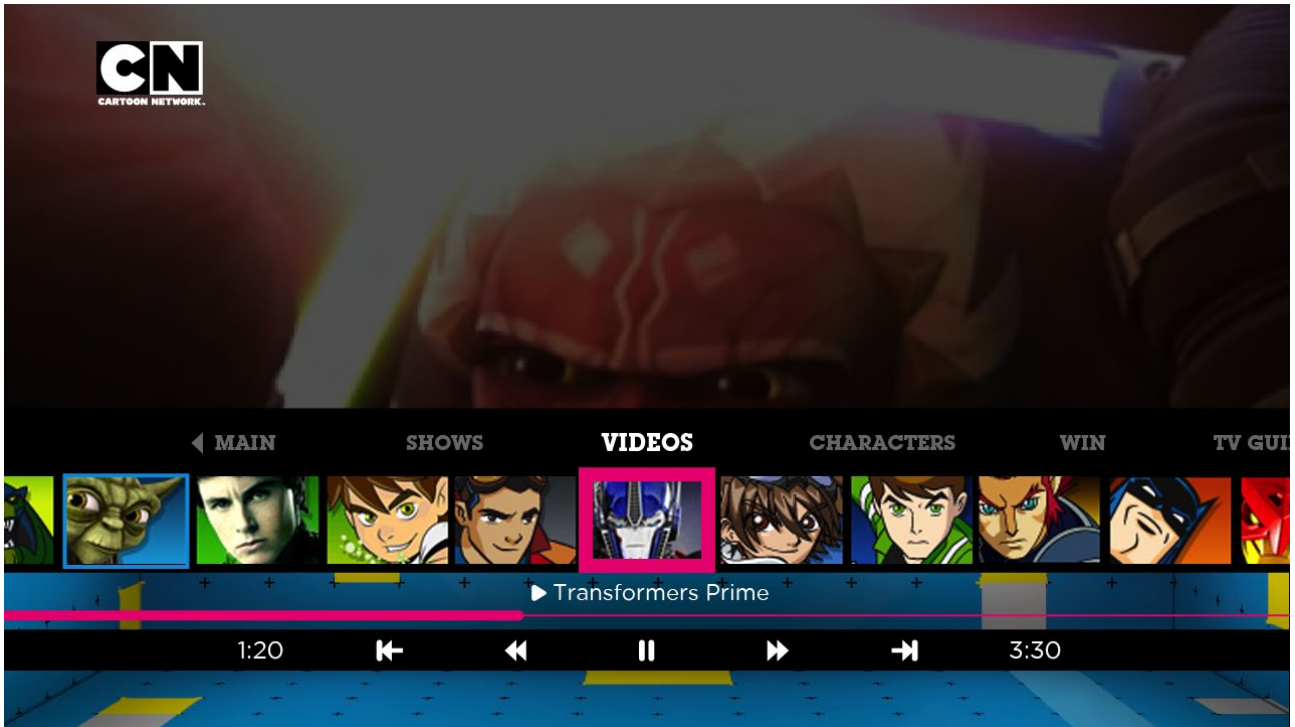
Show Specific

If a viewer has navigated to a particular show the title of the show will be displayed in the top left corner. The menu above the thumbnail bar enables them to choose show specific content (Videos & Characters).
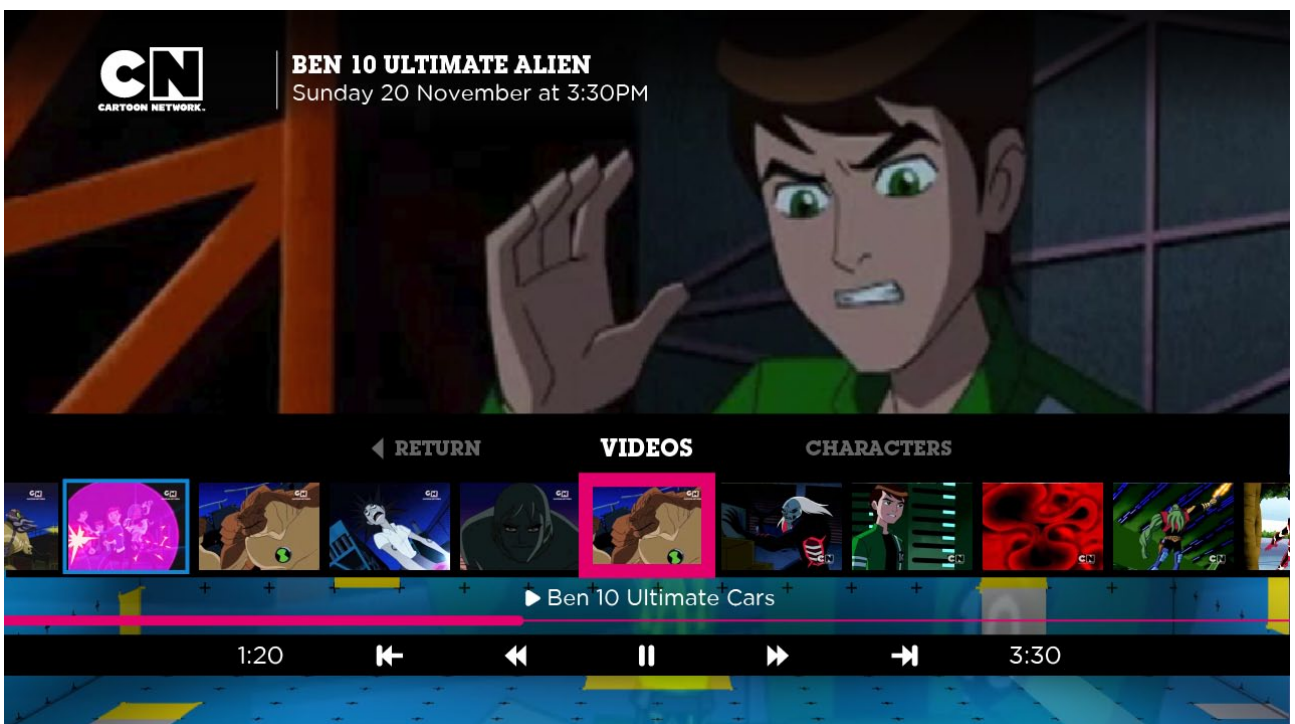
Full Screen Video

After a delay, if there is no interaction with the remote control the interface will hide and the video will play full screen.

Show Menu
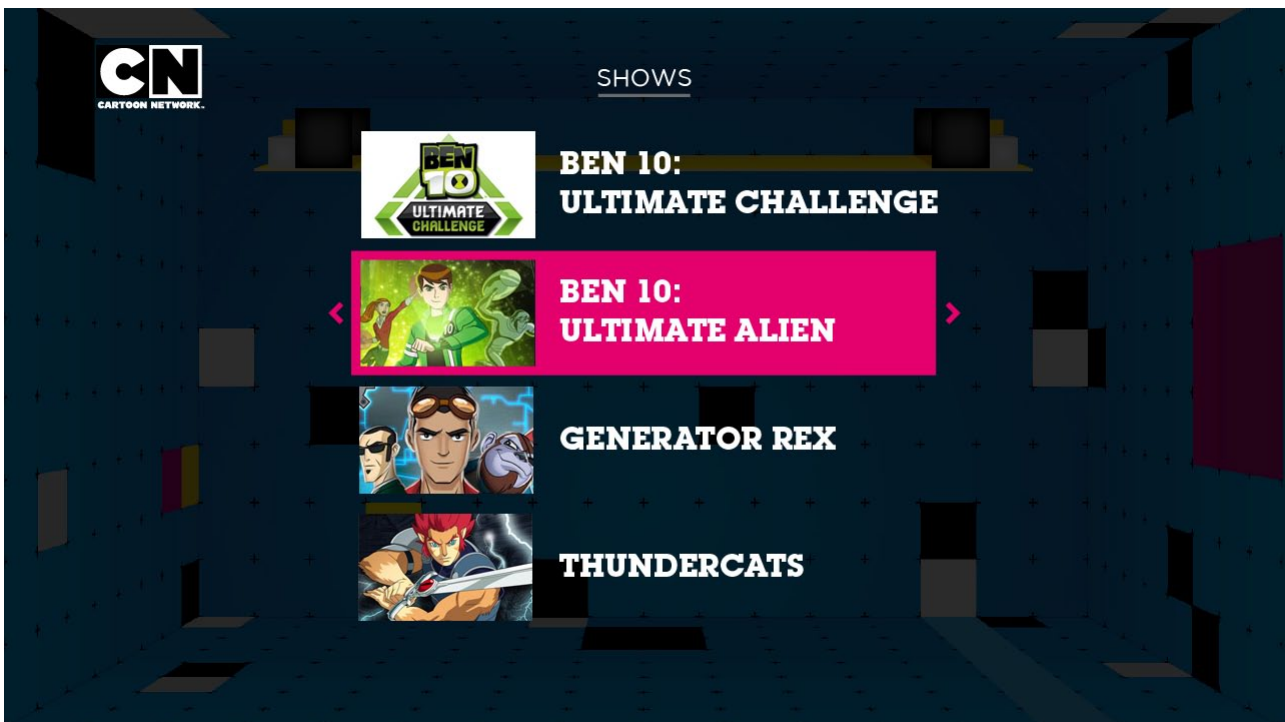
Shows will be in a list with thumbnail images taken from the Cartoon Network website:
http://www.cartoonnetwork.co.uk/shows
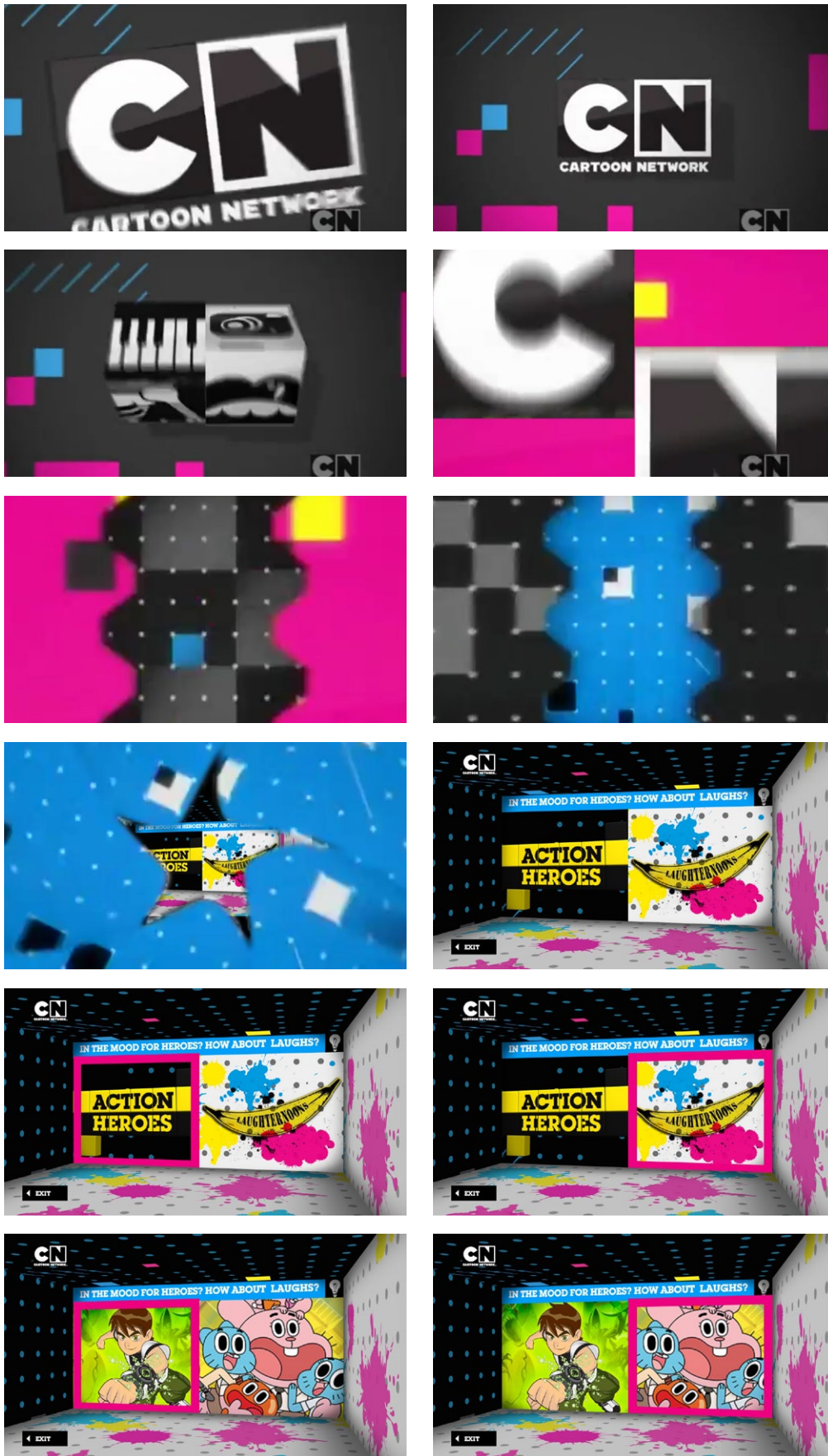
Animation leading to initial menu. Virgin to create initial animation from assets supplied by Cartoon Network (Brand pack etc). After Effects file will be returned to Cartoon Network to repopulate with content & re-supply rendered animations each month.

User Journey - Show Specific Content
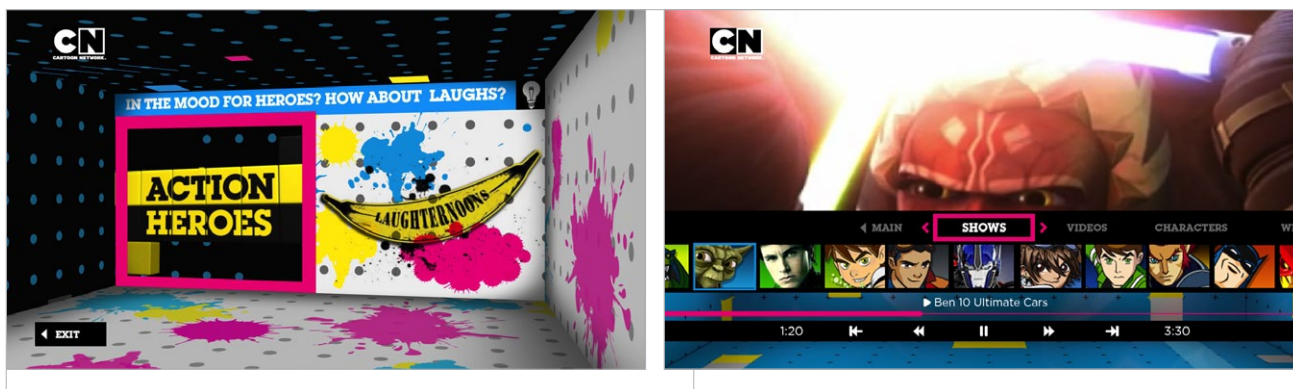
To view TV show or featured content a viewer selects a choice from the main window (Action/Comedy)

This will take them to a generic screen with a selection of channel wide video clips (Shown above right). Here they can either choose a clip from the thumbnail bar from the channel wide clips or select the 'Shows' button from the lower menu to view show specific content. This would launch a new screen with a list menu (Shown below) of TV Shows and would overlay onto a generic background or video.
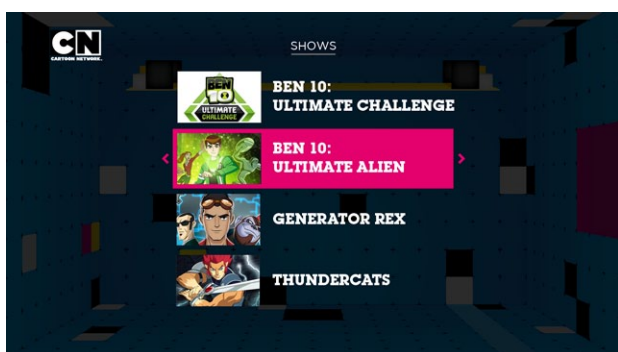
Selecting left arrow would return a user to where they came from & selecting 'OK' or right arrow would launch the TV show specific area shown next.
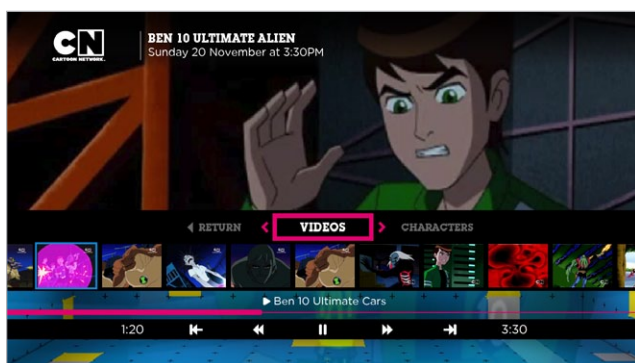
A menu & selection of show specific video clip thumbnails are visible. When a user selects a video clip the interface will disappear & video playlist will start to play from the video chosen as shown on the right, or a user can select an alternative clip from the thumbnail bar.
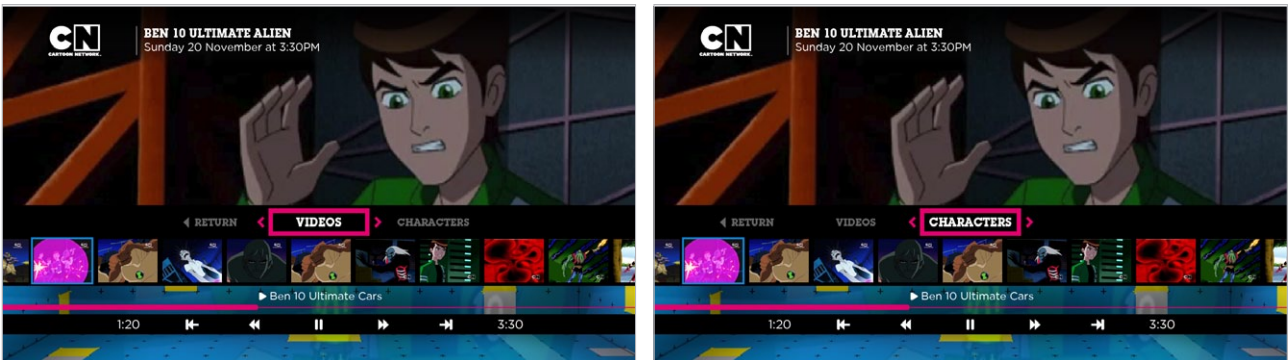
Interaction with the remote control invokes the interface. Above the thumbnail bar sits a horizontal text menu contextual to that show. Selecting an item from this menu enables a user to view show specific content. In the image on the right 'Characters' is chosen from 'Ben 10: Ultimate Alien.

A new thumbnail bar appears with characters for that show. When a user selects a character, the image is displayed in the main window. If a viewer presses the 'OK' button again on the same thumbnail the character could react, in this case (Ben 10) the character could 'Go Hero, or 'Ultimate'. A viewer can select different character by navigating along the thumbnail bar.

Cartoon Network to supply character images sized 1280 x 720 pixels & a thumb nail size 120 x 90 pixels.
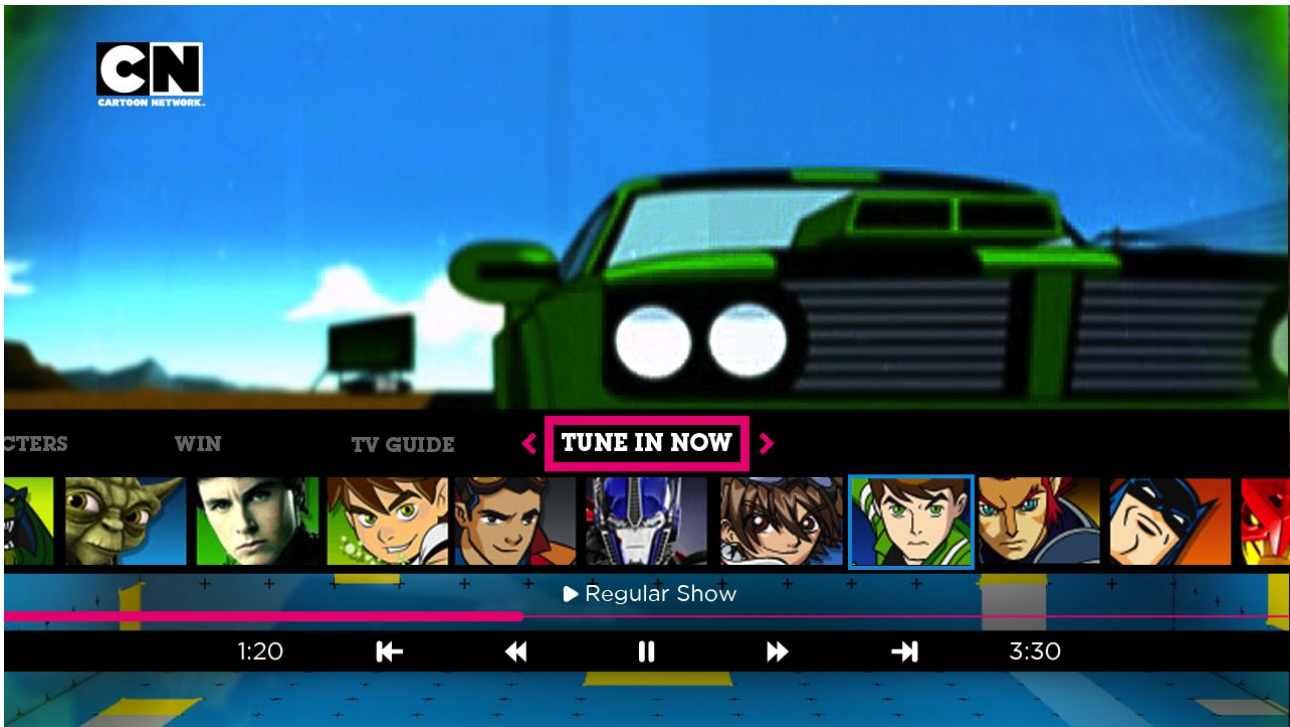
User Journey - TV Guide

Using the horizontal text menu a viewer selects 'TV Guide'

A viewer can scroll through the days schedule or use the left arrow to return to the area from where they selected the TV guide. The current programe on air would be indicated by a thin outline & a 'Tune in now' button enables a viewer to go direct to the channel.
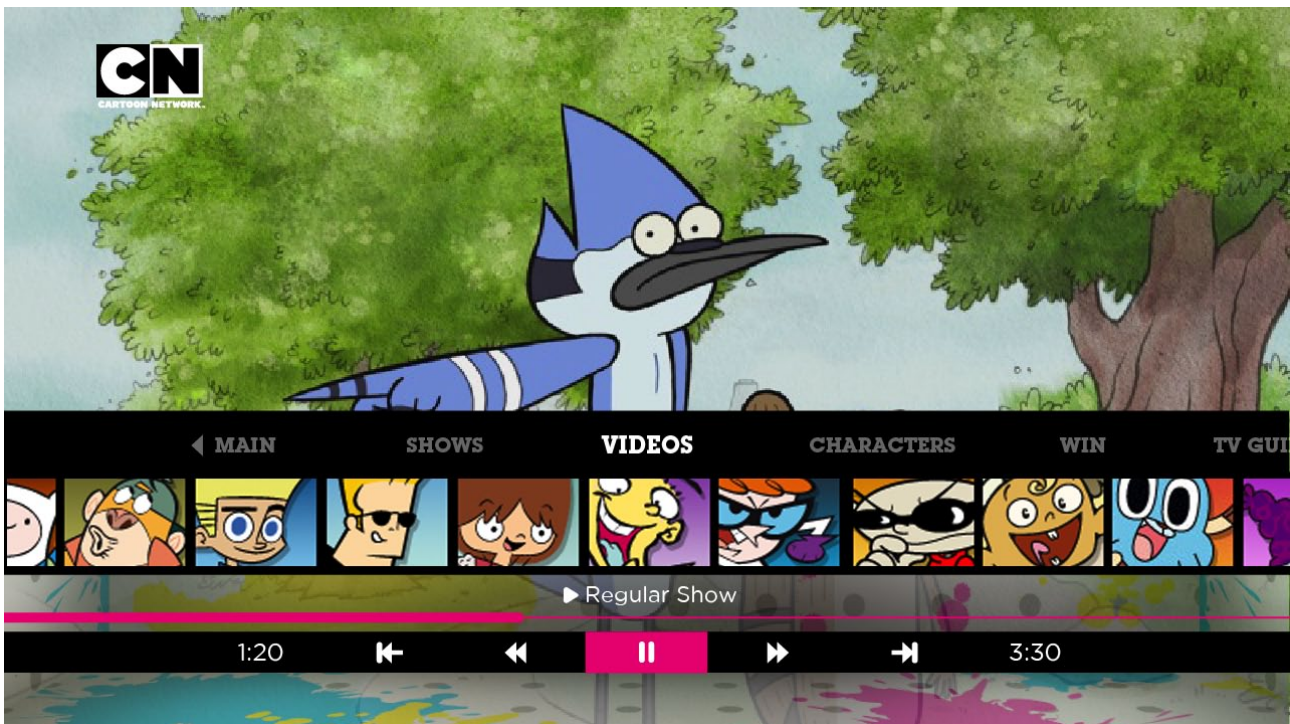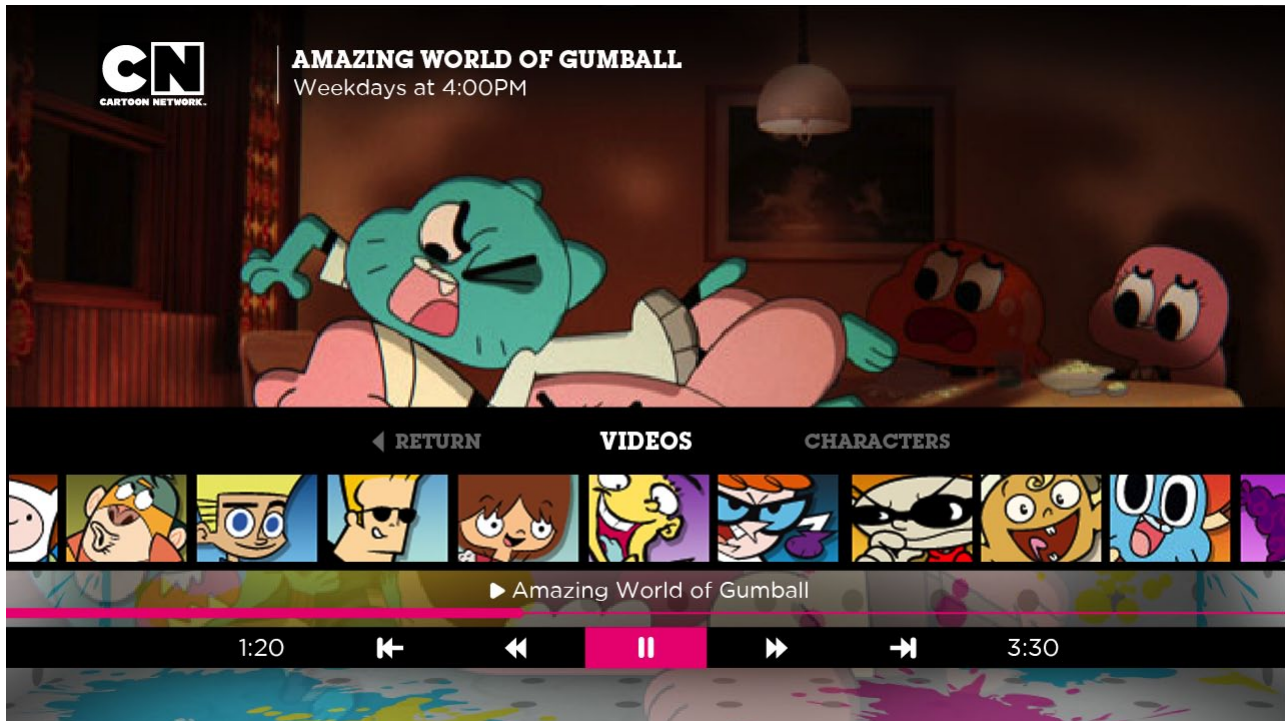
Watch Cartoon Network Channel

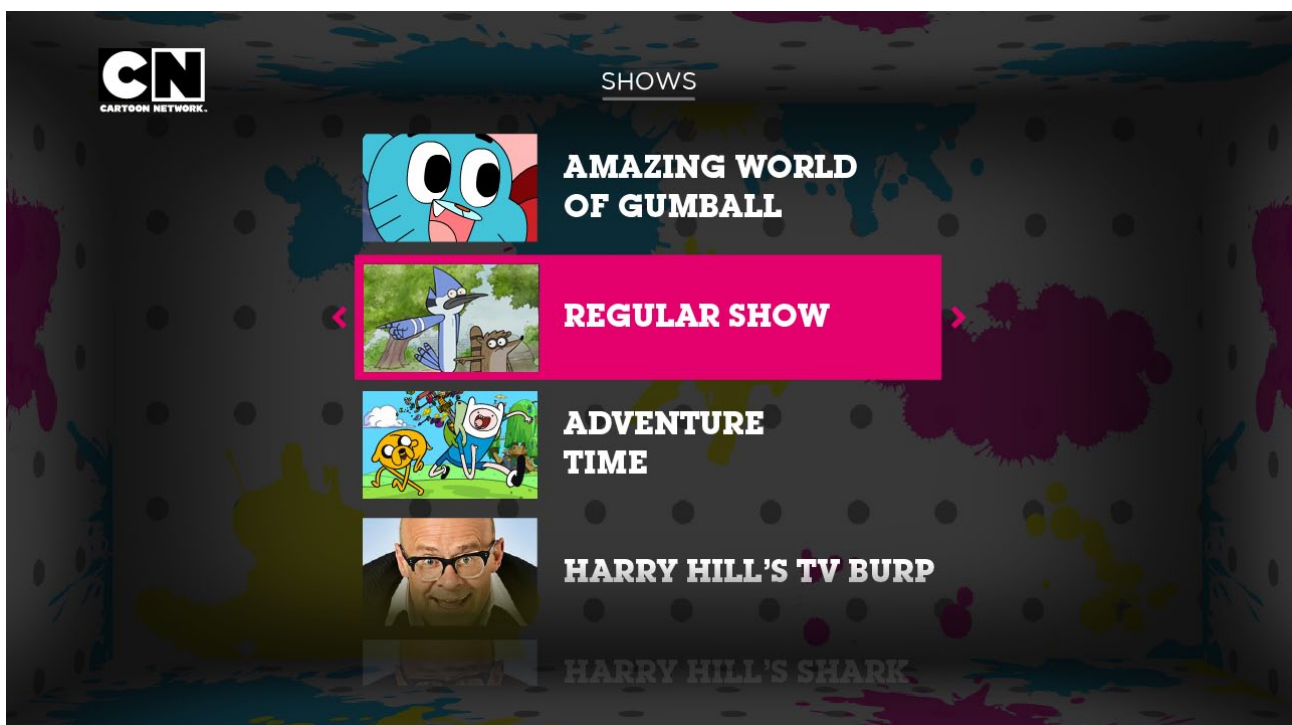A viewer can select the menu option 'Tune in now' to go directly to Cartoon Network & watch the channel.
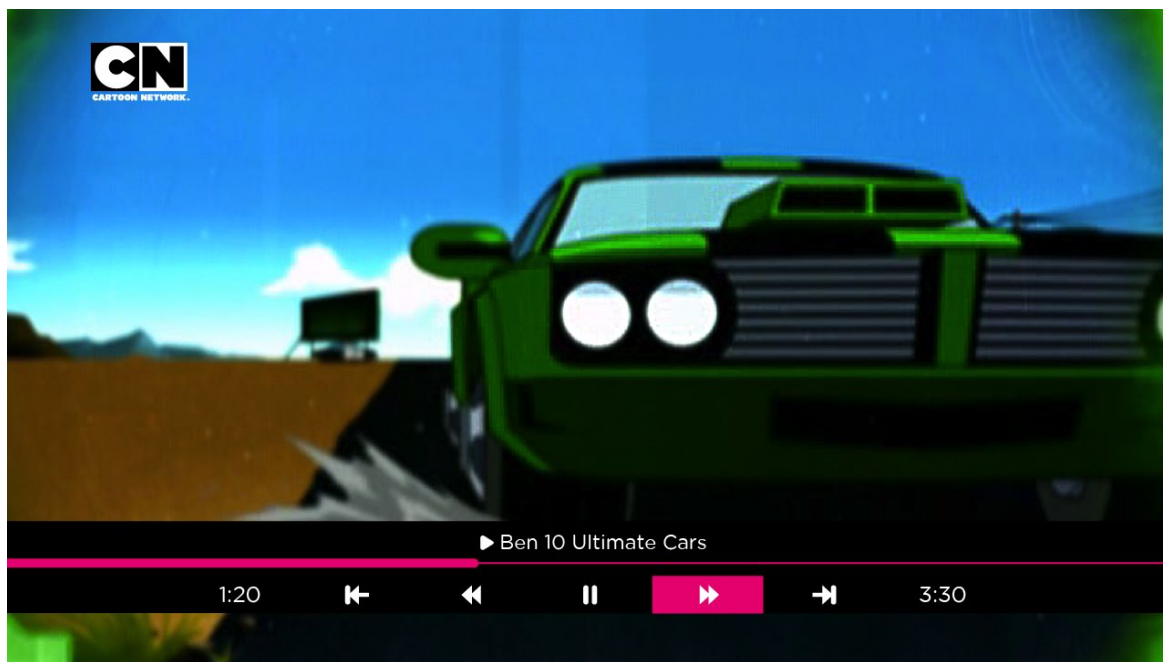
Comedy - Channel Wide

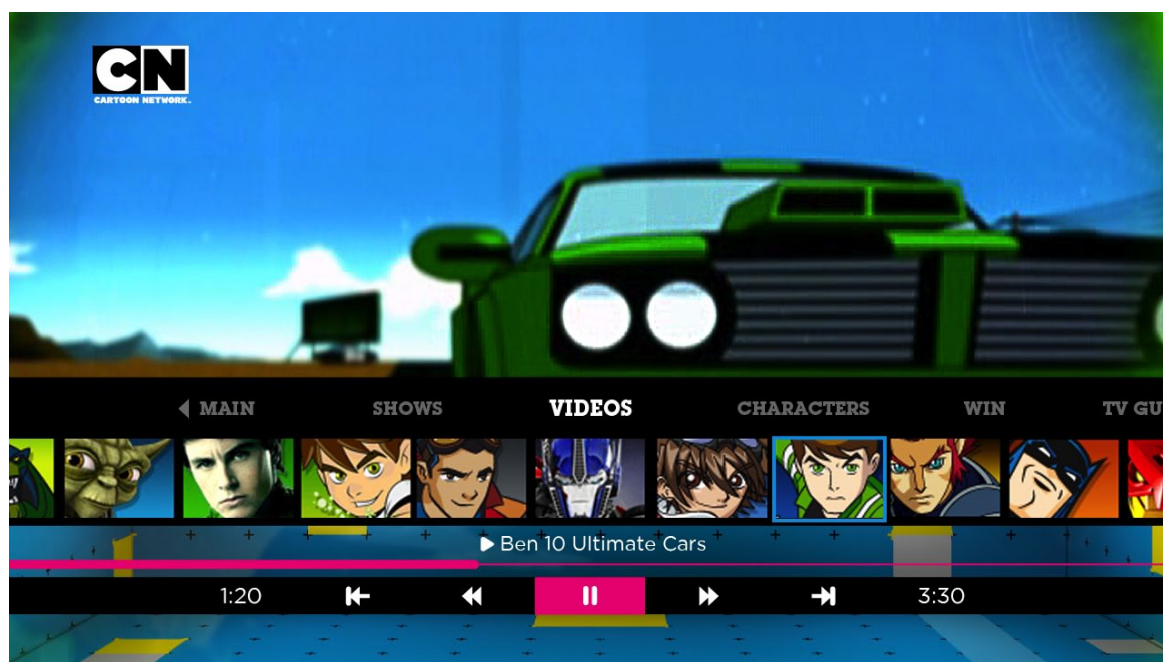## Comedy - Show Specific

Comedy - Shows Menu

Video Playlist Screen

Video With Trick Play (Video Transport Mode)
If a viewer uses the default video buttons on the remote for controlling just the video only (Skip forward, back etc). the on-screen video controls will appear as they control the video, while the rest of the interface remains hidden.

Video & Full Interface (Browse Mode)
If a viewer presses other keys (Such as the D-pad to control the on screen focus area) the full interface would appear, enabling them to choose a new video, section or control video.