



Connected TV Application for TiVo

Game Trailers

UI Design Outline

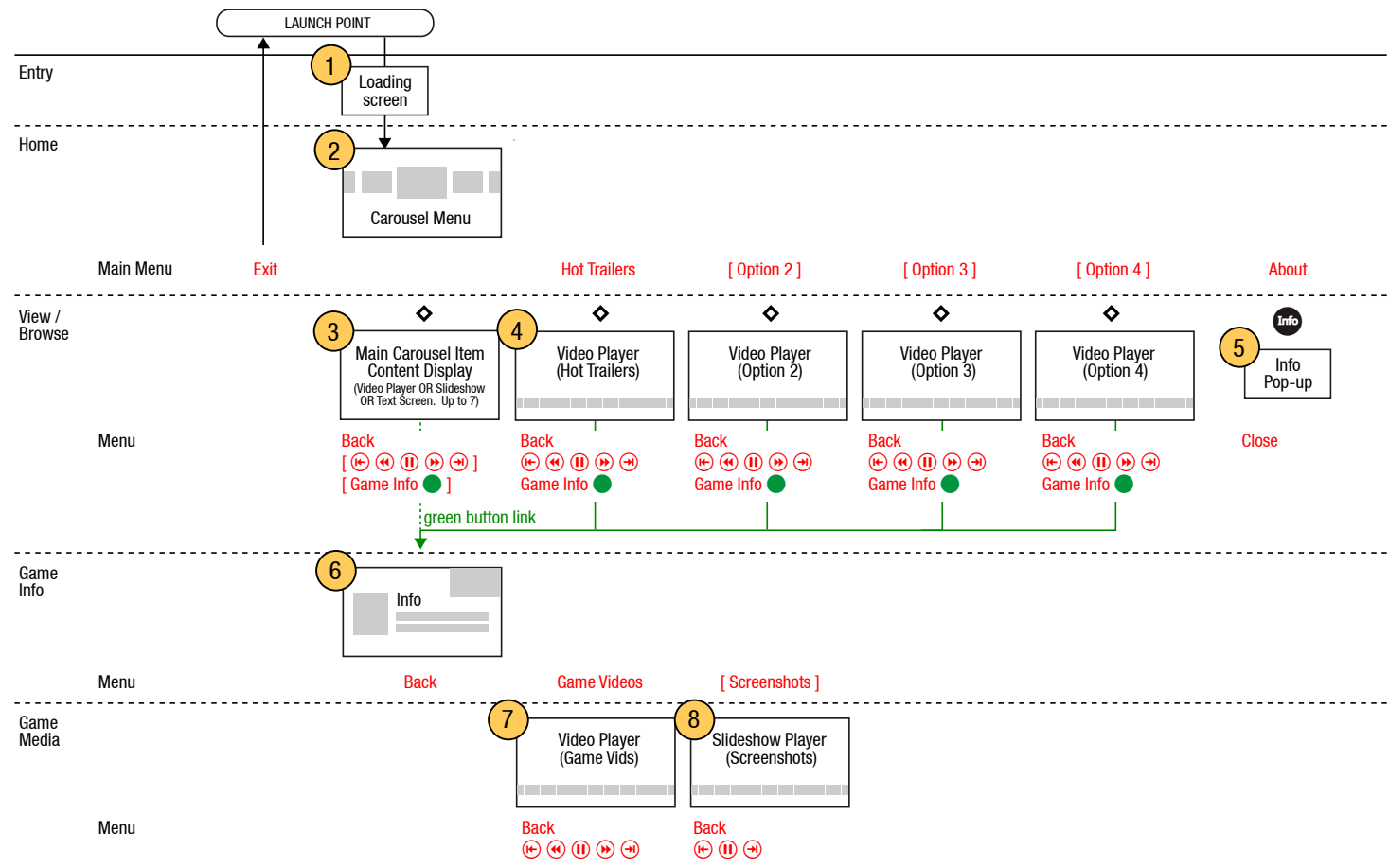
7 Feb 2013

App Overview

This TV app gives gamers quick access to editorially selected playlists of trailers in glorious HD. A green button press during a game trailer will lead to an information screen about the game, which in turn links to other videos and screen shots for that specific game (if available).








The Home Screen has a wrapping carousel that will display 5-7 featured items, and a text button menu that will display 3-6 options [the extra 3 being optional video playlists]. Aside from launching a video playlist a carousel item can launch a single video, a slideshow, or simple text screen (the latter can be used for sponsorship or an advertising stunt).

Single videos and video playlists that are flagged with a parental advisory are PIN protected.



Glossary and Global Parameters

activated	Button state while interactive text or imagery is being pressed, providing 1 second feedback of the button press.
active	Button state when interactive text or imagery has been pressed, but no longer in focus. Sometimes used for a menu hierarchy (eg. while subbuttons are in focus, the parent button is in an active state).
back button	Button that returns the user to a screen one step back in the history, usually on the previous level.
button	A button can be text or an image, and has potentially 5 states: normal, focused, activated, active, and inactive.
focus	A graphic indicator showing what area of the screen is actionable, analogous to mouse cursor on a PC. It is usually a bright outline.
focused	Button state when interactive text or imagery is in focus.
image button	Interactive image on the screen. An action is executed when in focus and the OK button on the remote is pressed.
inactive	Button state when interactive text or imagery is temporarily not interactive (aka. 'greyed out').
menu	A row or column of interactive text.
normal	Button state when interactive text or imagery not in focus.
text button	Interactive text on the screen. An action is executed when in focus and the OK button on the remote is pressed.

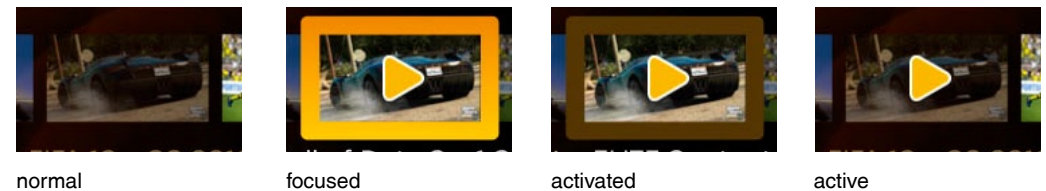
	normal colour	focused colour	activated colour	inactive colour	active / emphasis
text copy	 #94784A				 #F0F0F0
button mark	 #94784A	 #000000	 #FFCB32		
button focus	 #D68606		 #4F390F		

Breuer Text Bold Italic
 Breuer Text Regular
 UNIVERS ULTRA CONDENSED
 TiVo Helvetica Condensed

On-screen remote control button hints



Examples of the button states of an image button



Examples of the button states of a text button



1 Loading Screen

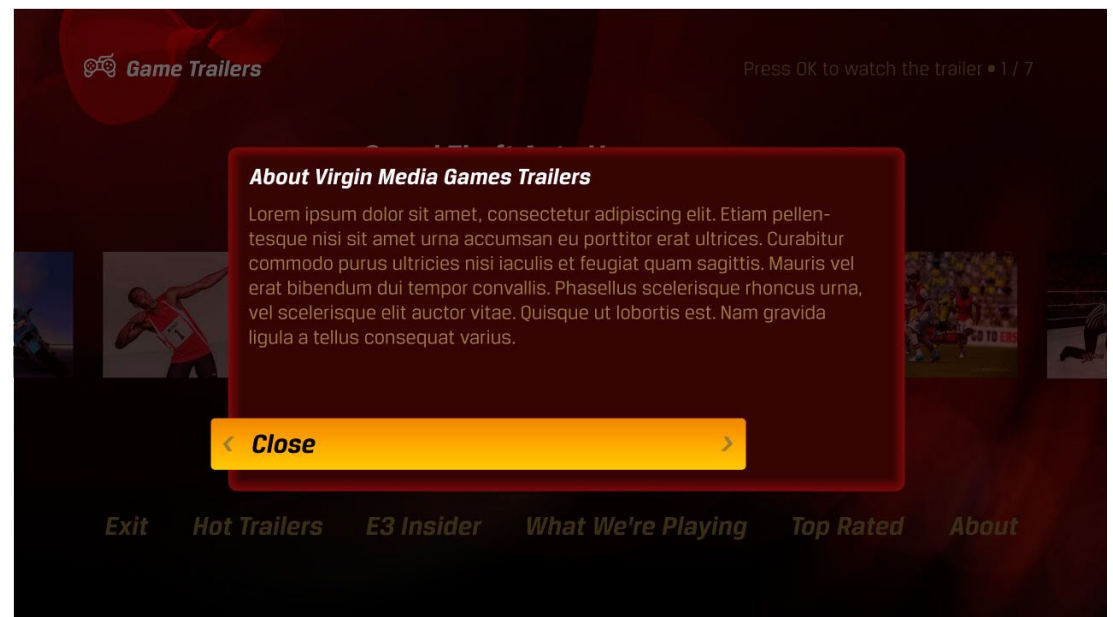
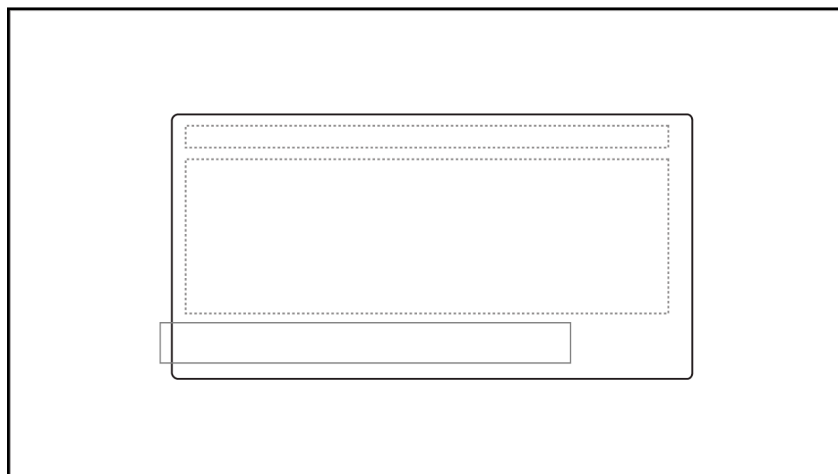
This screen is displayed while the app is loading. Its purposes are to reassure the viewer that loading is in progress, to provide a brief distraction during loading, and to prevent the 'dead air' of a black screen during the load from being mistaken for a malfunction. To facilitate quick loading the screen uses 2 still graphics on black.



Focus on search panel.

5 Info Pop-Up

This is an overlaid pane, triggered by the INFO button (when on the Home Screen only) and the on-screen About button on the main menu, giving the viewer general information about the app. The background darkens and focus on the background hides while the the Pop-up is visible. It's dismissed by LEFT, RIGHT, and OK presses. When the dismissed the background returns to it's previous state.



Focus on results panel.

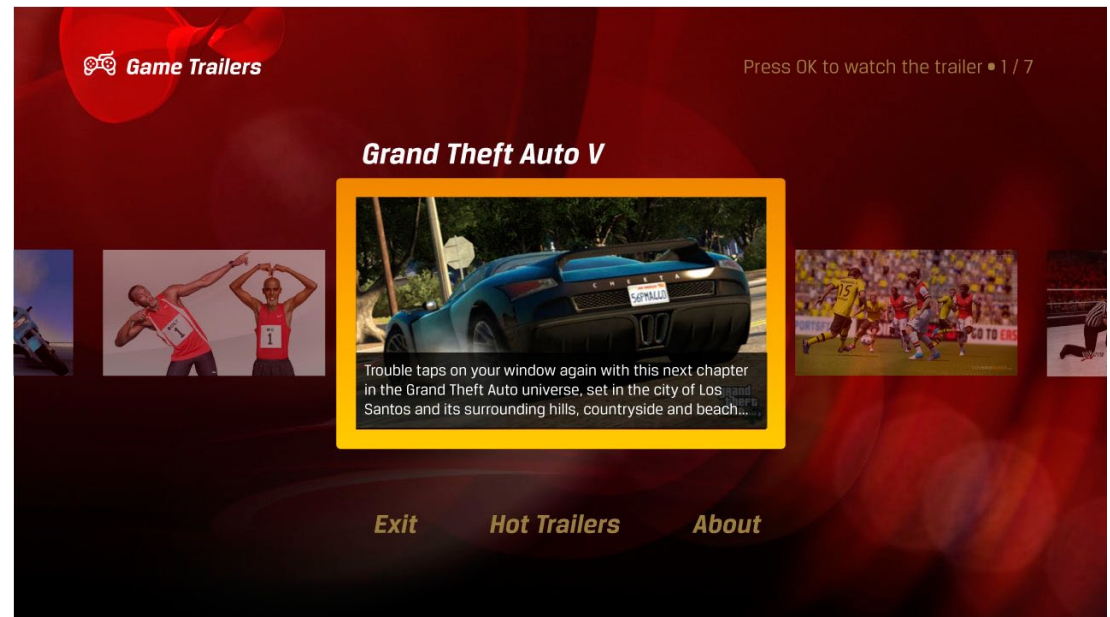
2 Carousel Menu

The main parts of this screen are a featured items carousel, a text button menu along the bottom, and a tool tip at the upper right.

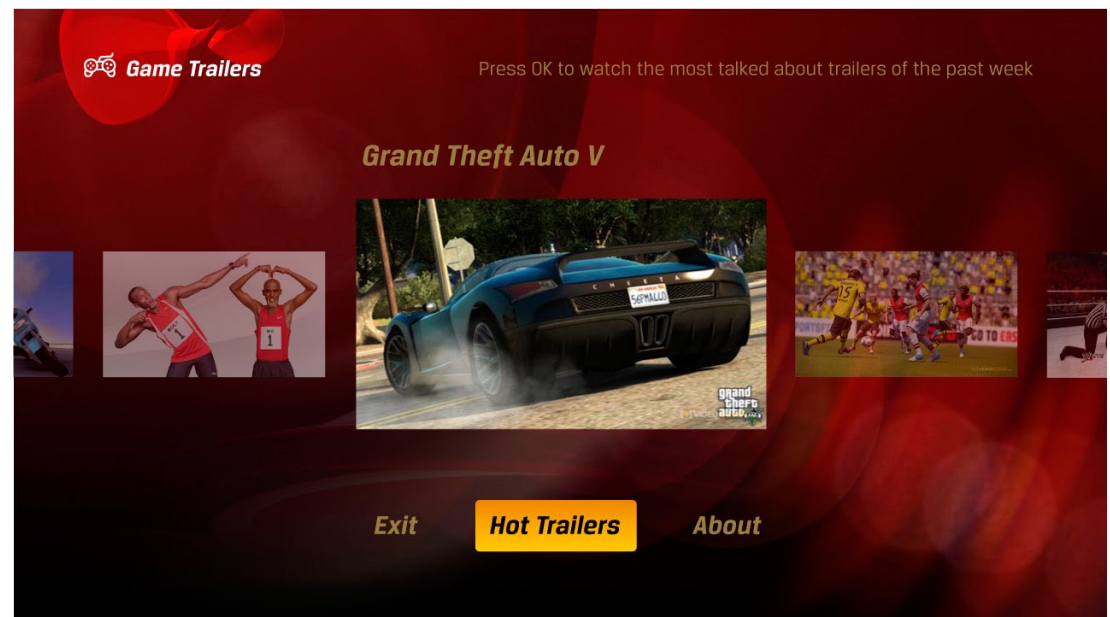
The centre carousel item (480 x 270 pixels) has a game title above (Breuer Bold Italic, 36 point font), and a description overlaid on the thumbnail (Breuer Regular, 19 pts. The black box behind the text has a 75% alpha). Both are truncated with an elipsis if they are overlong.

Key handling on the carousel: if LEFT then the carousel shifts to the right, bringing the button that was previously on the left into focus at the centre. If RIGHT then the carousel shifts to the left, bringing the button that was previously on the right into focus at the centre. When brought into focus the image button becomes fully opaque (from 50% transparent), it increases to 100% scale (from 54%), and it shows the (up to) 3 line description. If OK then the activated state is displayed and the linked screen loads. If DOWN then the the second button on the menu gets focus, and the game description hides.

Key handling on the menu: if LEFT then the focus moves to the button on the left (except on the left most button, which does nothing). If RIGHT then the focus moves to the button on the right (except on the right most button, which does nothing). If OK then the activated state displays and the linked screen loads. DOWN does nothing, and UP moves the focus to the centre item on the carousel.



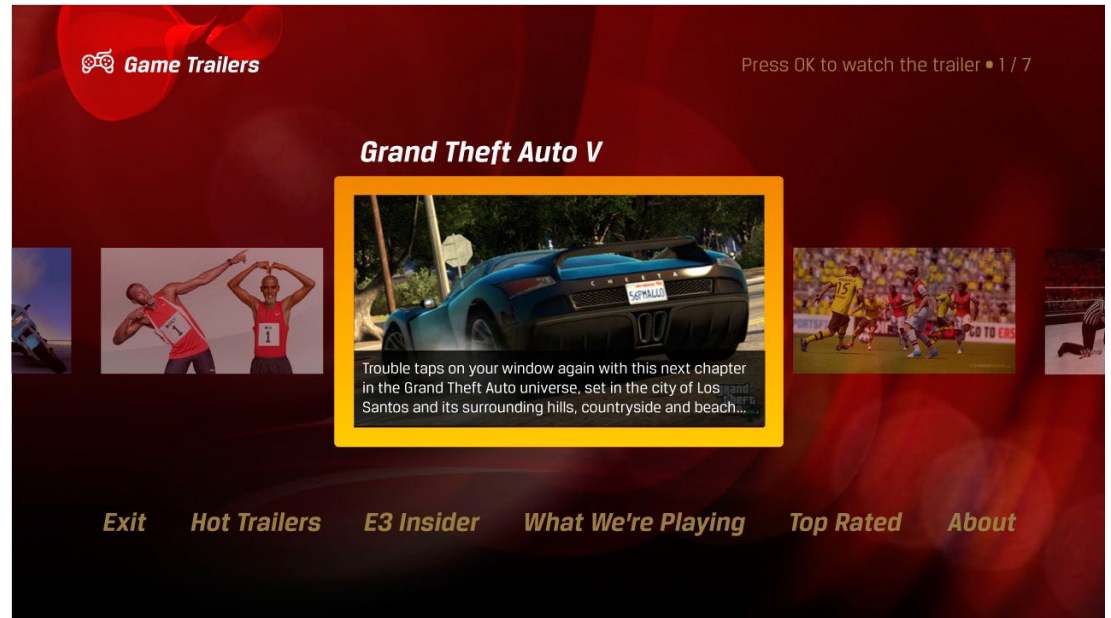
Focus on the carousel



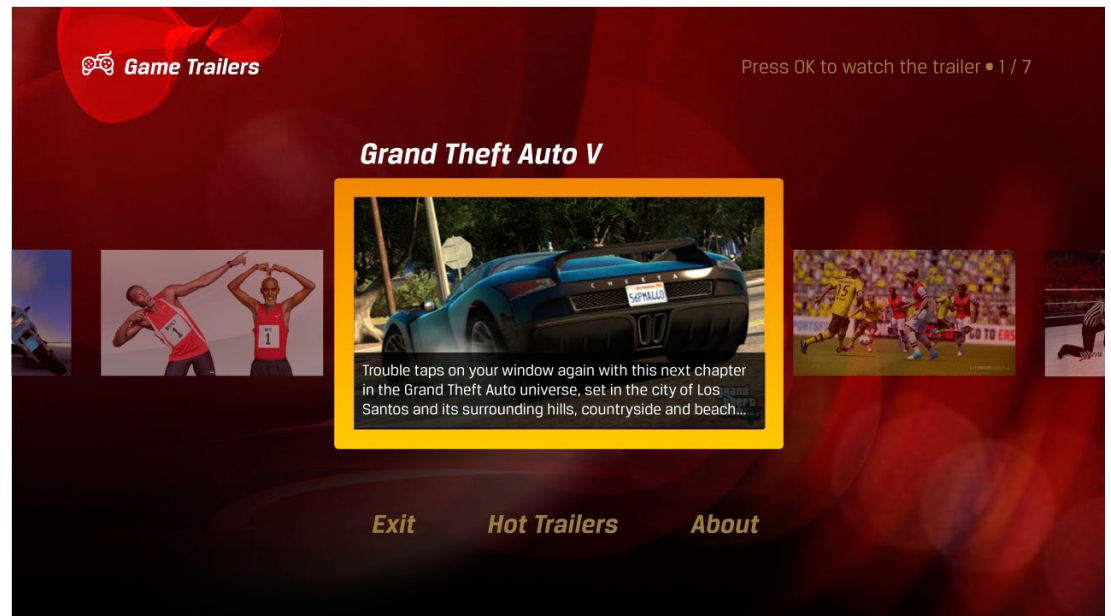
Focus on the menu. Note the change in the title colour and the fact the description hides. The tooltip also updates at upper right.

The text button menu has 3 to 6 options (Breuer Bold Italic, 32 point font). The gap between the buttons is constant, but is adjustable (ideally via XML, but could be automatically done by a clever formula as well) to accommodate variable menu widths (If there are only three buttons and the gap is too narrow it looks like a clumsy use of space).

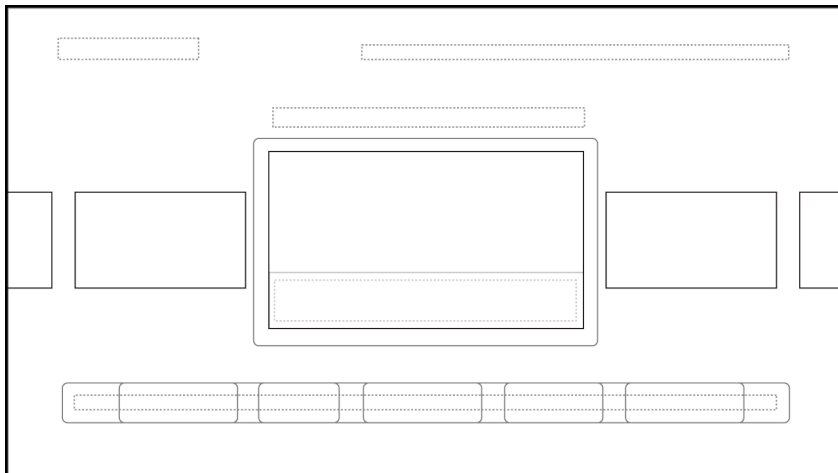
The tooltip (Breuer Regular, 24 pts) updates anytime the focus is on a new item, and the tip describes what will happen when the user presses the OK button (this includes the main menu buttons, which can give a fuller description of what the button links to. Text TBC).



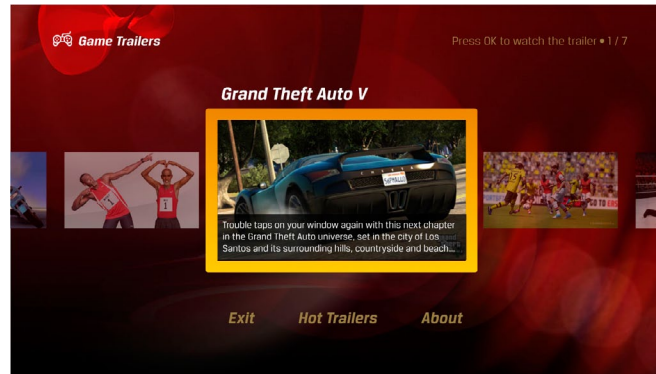
Up to 6 buttons can be included on the main menu along the bottom.



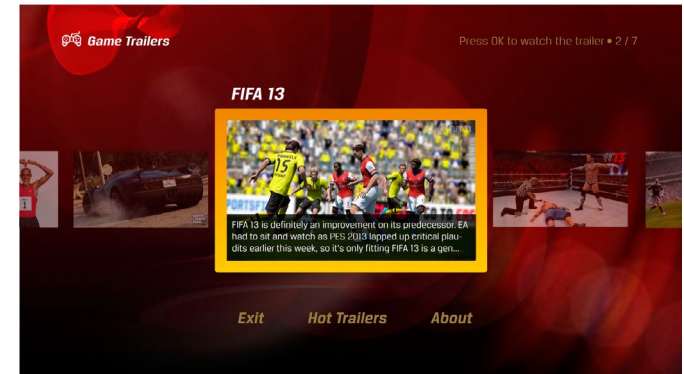
At minimum the main text button menu will have these 3 options. The gap between the buttons is increased here to make the best use of the space.



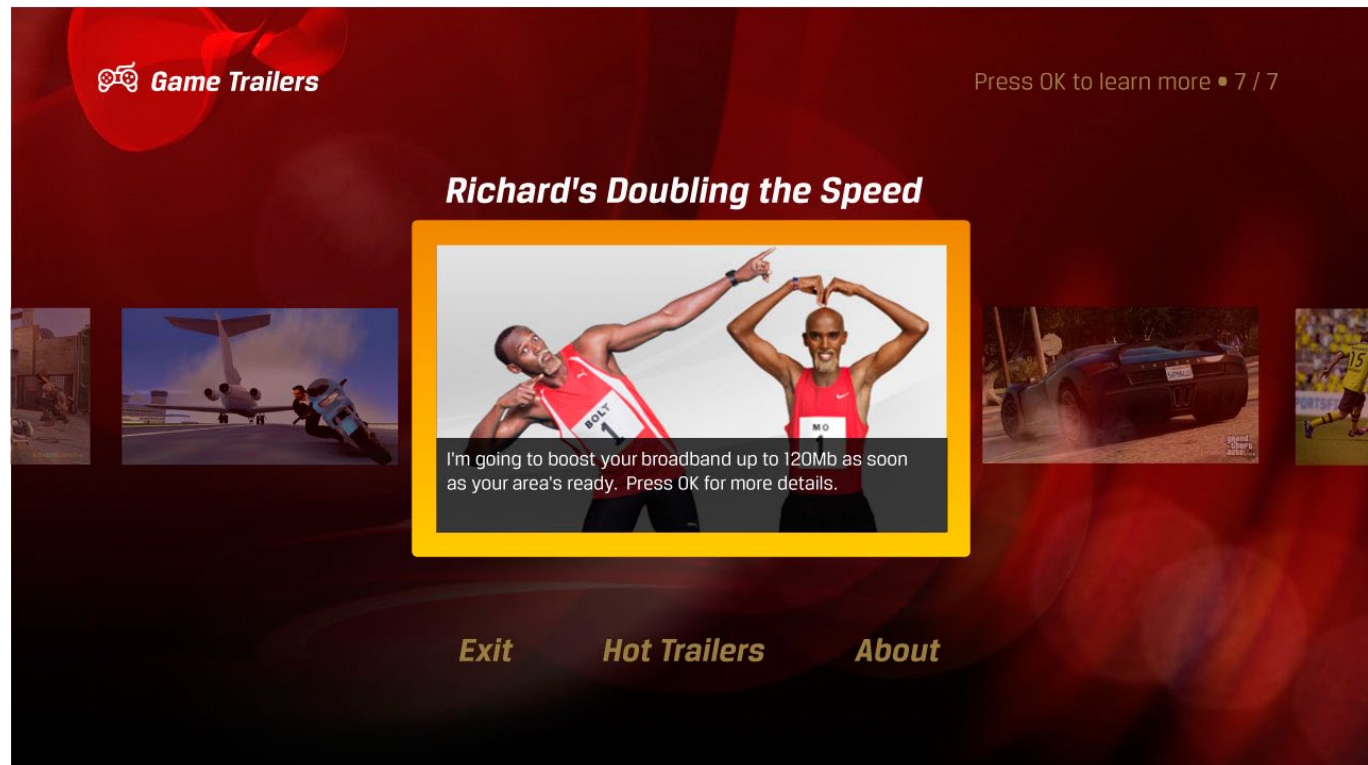
This wireframe outlines the positions and the spatial limits of the parts of the screen.



1. Focus on the first item in the carousel. Note the tooltip show which item it is in the set (1/7).

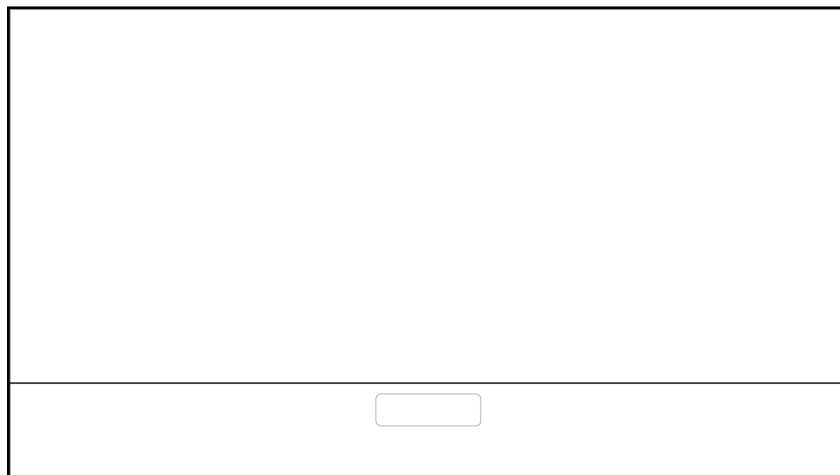


2. RIGHT pressed, bringing item 2 into focus. Carousel thumbnails move a slot to the left. Note the tooltip now reads 2/7. The description hides on item 1, and a new description appears for item 2. Game title also updates.



3. RIGHT pressed 5 more times, focus on item 7. This is an example of an advert in the featured carousel.

3 Main Carousel Item Content Display (advert)



Richard's been busy doing the double.
(That's doubling broadband speeds)

The perfect broadband package for gamers! We've got the fastest broadband in the UK with our 100Mb package. Richard will boost you up to 120Mb as soon as your area's ready!

Visit doublespeed/virginmedia.com for more details.

Back

This advert is simply a full screen graphic in the background with an overlaid interactive lower third with a back button.

4 Video Player

The main parts of this screen are full screen video, an upper third overlay showing information about the video and a lower third overlay with interactive controls.

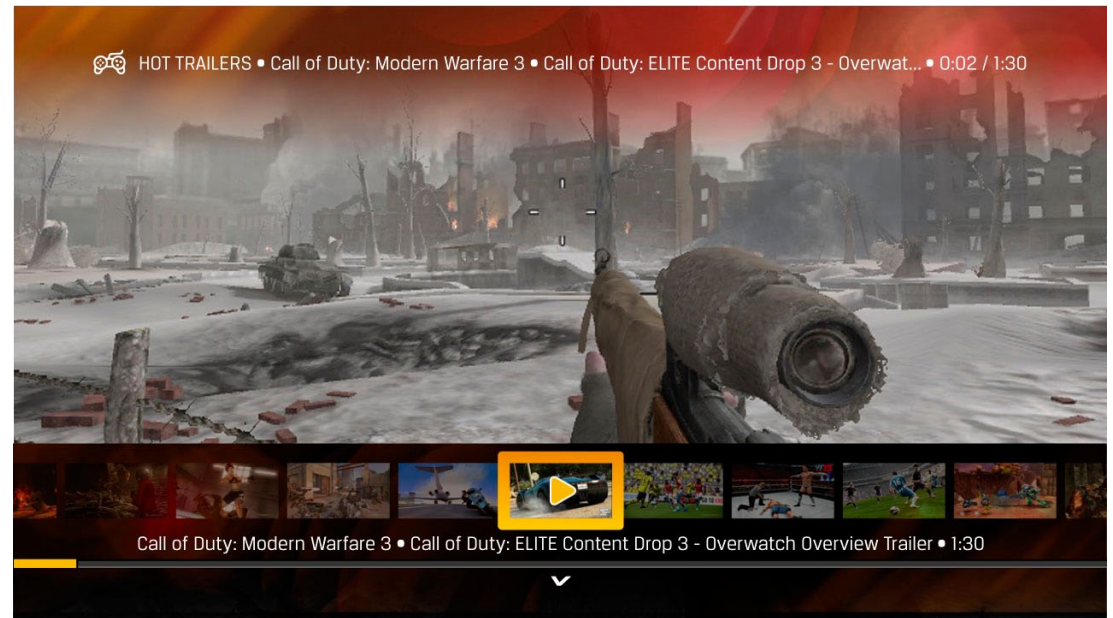
Upon load of the screen the overlays appear. Before the video loads the background is black and displays a "Please Wait" message. Once the video begins the overlay times out after about 3 seconds, hiding from view. An UP arrow button hint is then seen near of the bottom of the screen (communicating that pressing UP will bring the overlay back) for a further 2 seconds before hiding, and a tooltip (a green speech balloon) appears for 5 seconds to emphasise the green button link. The video then continues to play unobstructed, except for the GREEN button hint overlay.

Key Handling when the overlays are hidden: pressing UP, DOWN, LEFT, RIGHT, OK, RED, BLUE, GREEN, YELLOW makes the overlays visible. If INFO then only the upper third overlay is displayed. If PLAY, PAUSE, STOP, FFWD, RWD, SKIP FWD, or SKIP BACK then make the overlays visible and execute the action of that button, displaying the activated state for 1 second on the on-screen version of the button.

The upper third has a background graphic, and a video description (24 pt text, 110 characters max). The description is a single line preceded by an app icon, consisting of a playlist/section title, game title, video title, and timestamp (current time / total running time) each separated by bullet points. If the line goes over 110 characters the video title should be truncated with an elipsis to fit.

The lower third has a background graphic, a progress bar, and interactive controls.

The progress bar is 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.

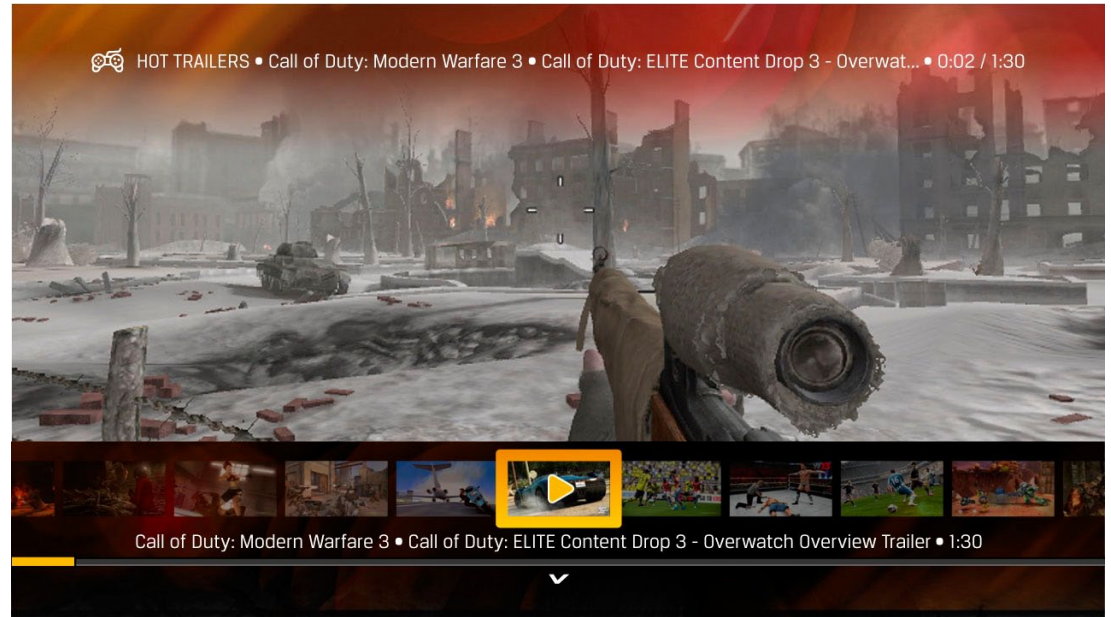
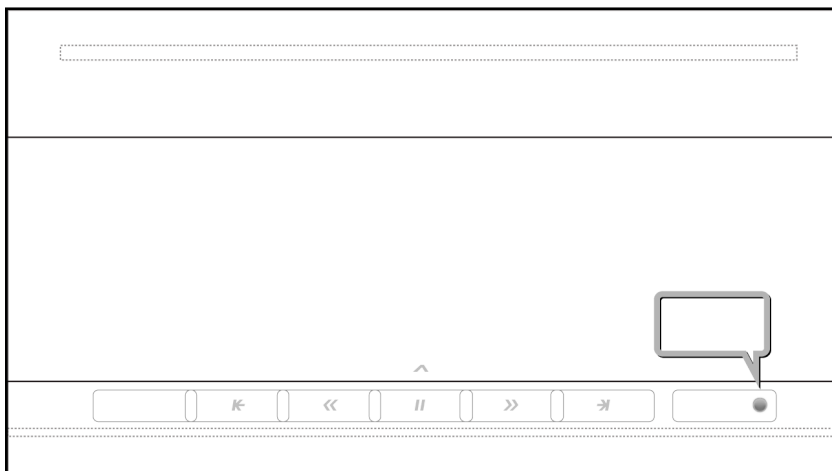
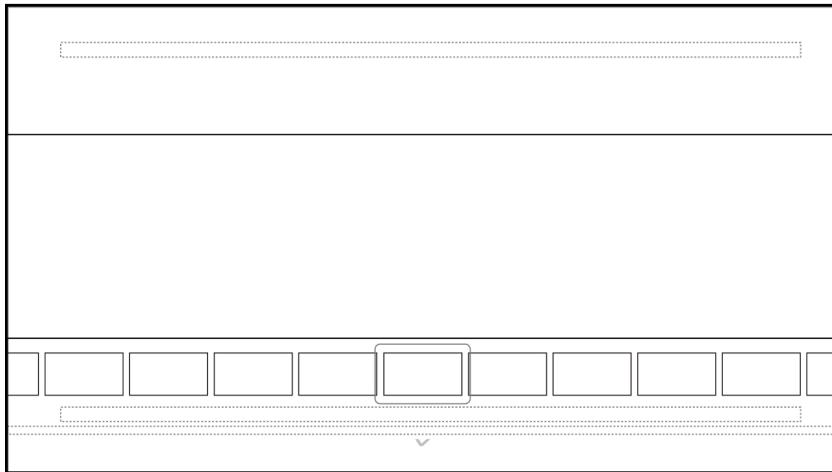


Initial state, with focus on the thumb carousel.

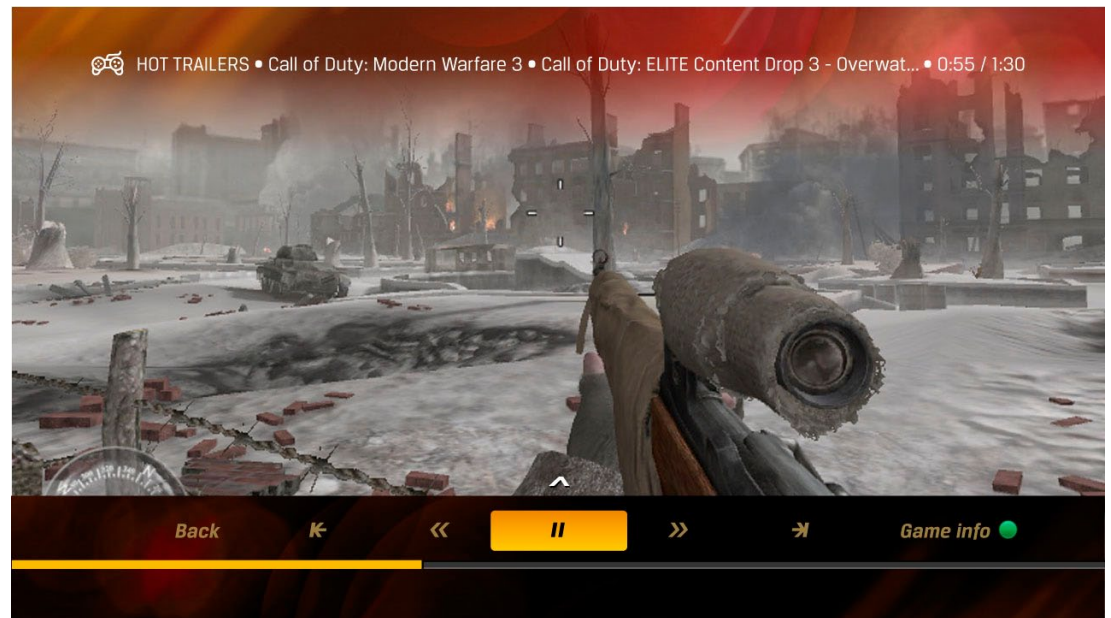


The overlay hides after a short time out. The GREEN button hint overlay remains during the whole payout of the video.

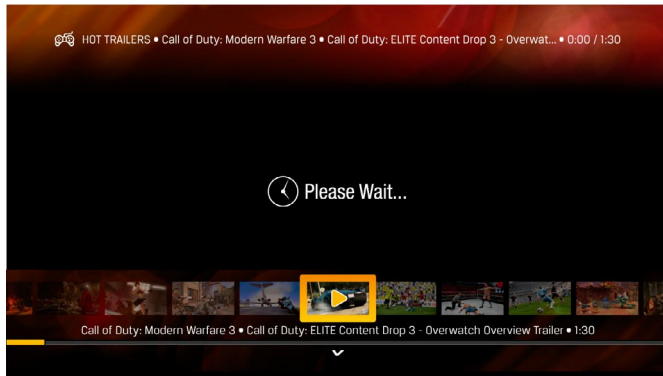
The lower third swaps between 2 interactive interfaces, the thumb carousel and the video menu. The thumb carousel allows the viewer to browse and play other videos in a playlist. The video menu allows the viewer to control the video, and navigate to other screens in the app.



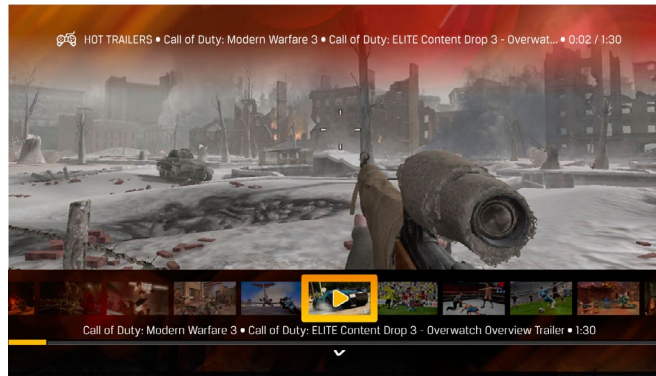
Focus on the thumb carousel.



Focus on the video menu.



1. Screen loads.



2. Video starts playing.



3. Overlays hide, except for UP button hint, GREEN button hint, and green button tooltip.



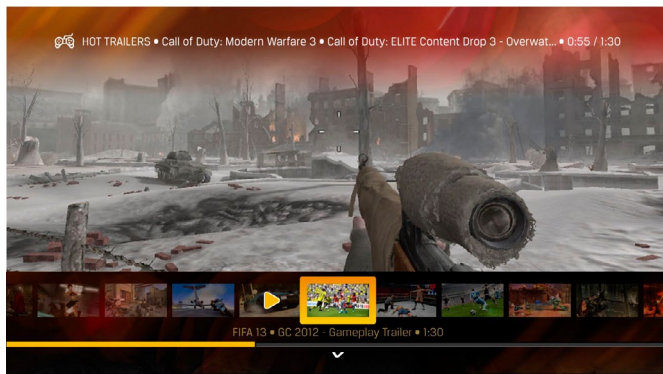
4. UP button hint hides.



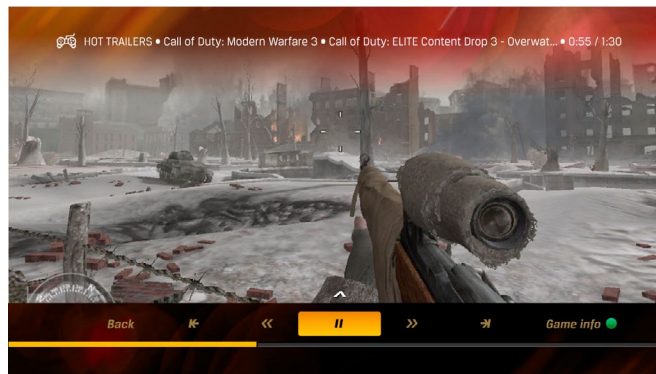
5. Tooltip hides, GREEN button hint remains permanently.



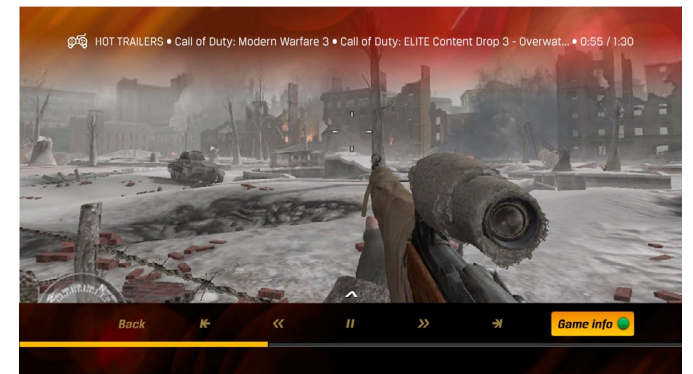
6. INFO pressed, upper third appears.



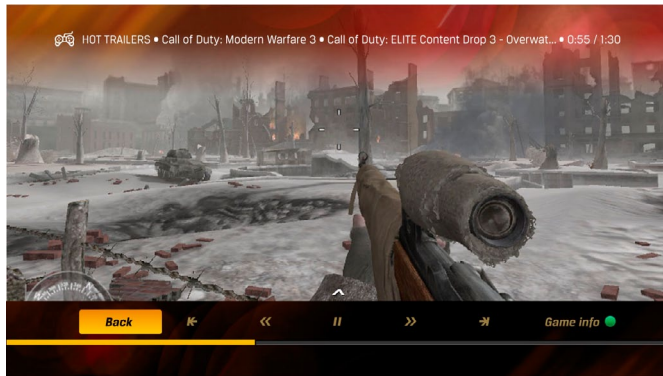
7. UP pressed, lower third reappears. Then RIGHT pressed, and carousel items move to the left.



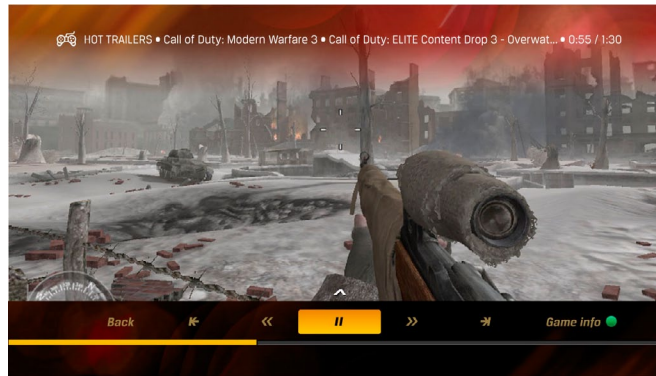
8. DOWN pressed. Lower third swaps to video menu.



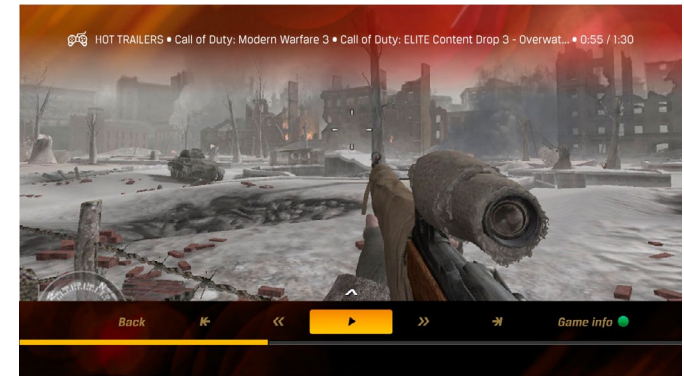
9. RIGHT pressed 3 times. User can the green button at any time to load the Info Screen, but they can also press the OK button with the focus on the on-screen button.



10. LEFT pressed 6 times. If the user pressed OK they would load the previous screen, going back to the Home Screen.



11. RIGHT pressed 3 times.



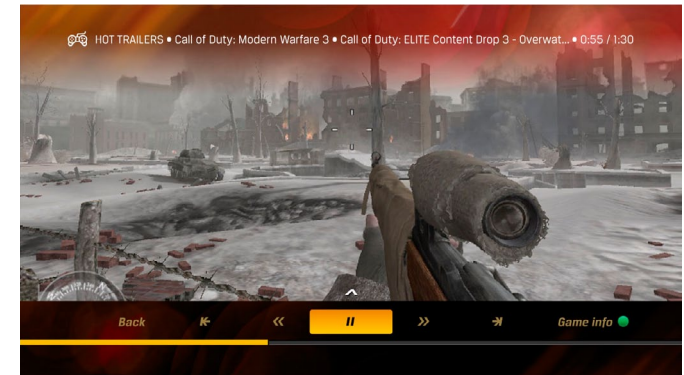
12. OK pressed, and the video pauses. Note the pause button now is a play button.



13. Overlays hide while the video is paused, except for UP button hint.



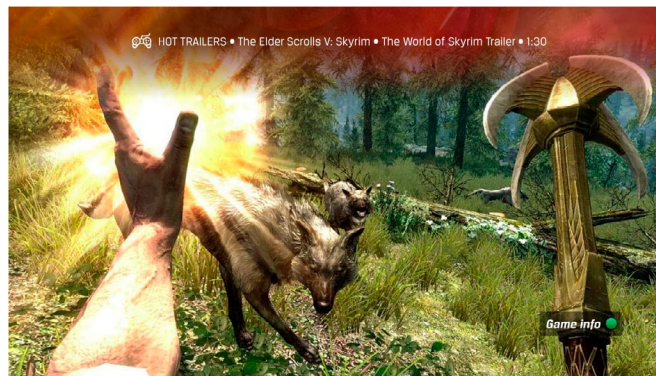
14. UP button hint hides.



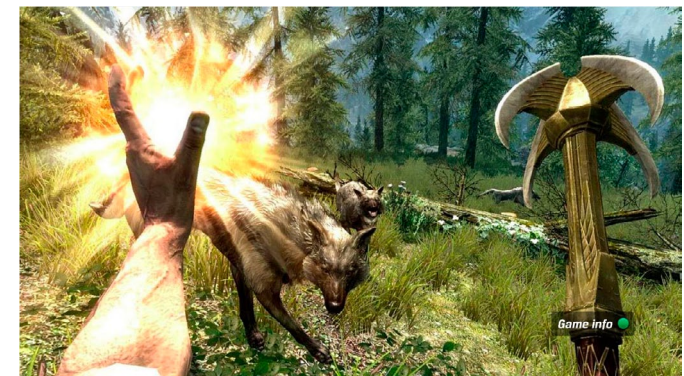
15. PLAY button on remote pressed. Overlays reappear.



16. Overlays hide after about 3 seconds while the video continues to play to the end.



17. Playlist continues, and the next video loads, displaying the upper third with the video description on it.



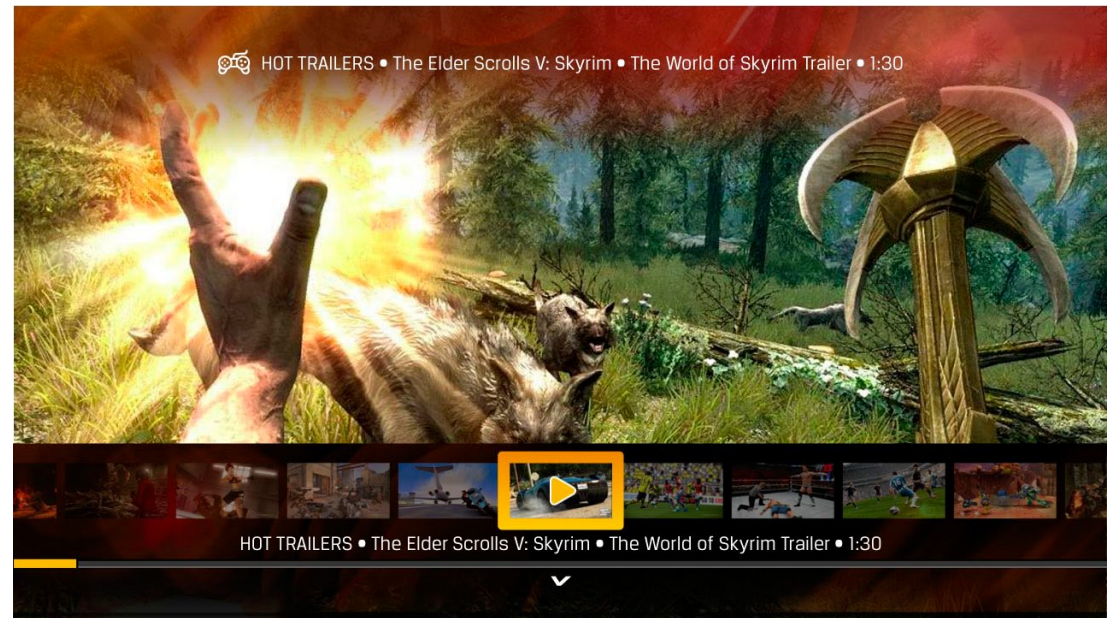
18. Upper third eventually times out as video plays on.

Key Handling of the thumb carousel: it generally behaves the same way as the carousel on the Carousel Screen, with a few exceptions. If the set of thumbnails doesn't fill the width of the screen (10 or less thumbs) then the carousel remains static and the focus moves left and right. If UP is pressed the overlays hide. On DOWN the lower third swaps to the video menu, always focusing on the pause/play button. If OK is pressed then the activated state of the button is shown and the activated thumb bears the 'now playing' graphic, the overlays disappear after 1 second and the corresponding videos plays.

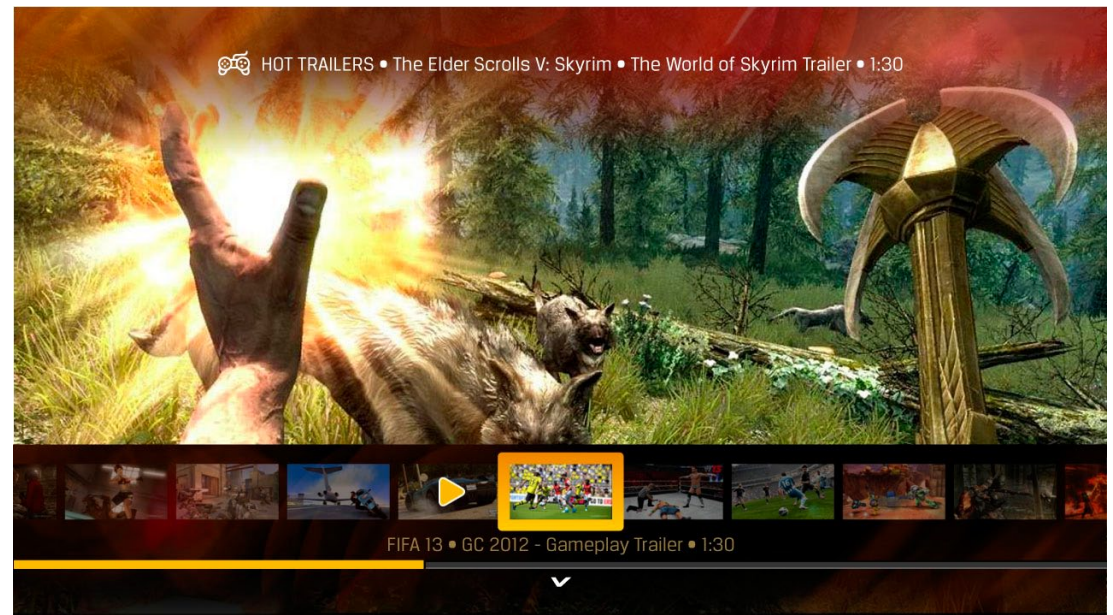
Key Handling of the video menu: if LEFT then the focus moves to the button to the left, unless on 'Back', then nothing happens. If RIGHT then the focus moves to the button to the right, unless on 'Game Info', then nothing happens. If UP then the lower third is swapped to the thumb carousel. If DOWN then the overlays hide.

If OK then the activated state of the button is displayed, and the action is executed. For example, if on 'Back' then the previous screen in the history loads. If on 'Game Info' the linked screen loads. If the pause/play button is in focus, the button will toggle between pause/play so that the pause icon is displayed when the video is playing and the play icon is displayed when paused. If on pause the progress bar, current time, and the video stop changing. if on play the progress bar, current time, and video start advancing again. On skip forward the next video will load in the playlist, advancing the 'now playing' graphic on the hidden thumb carousel, resetting the timestamp and progress bar, and updating the description on the upper third. On fast forward or rewind the video, timestamp, and progress bar instantly jump forward or back 5% of the total. On skip back the video will start over, unless the video is less than 5 seconds from the start, in which case the previous video in the playlist will load.

If any video button on the remote is pressed while the lower third is visible the focus moves to the corresponding on-screen button (if the thumb carousel is displayed, it switches to the video menu), then its activated state is displayed, and the action is executed. If while playing PAUSE or STOP are pressed, the video is paused and the play icon is shown, and if the video is paused and PAUSE or PLAY are pressed then video plays and paused icon is shown.



Focus on the thumb carousel.



RIGHT pressed. Note the 'now playing' icon remains on the currently playing video's thumbnail, and the rollover info text dims to indicate the focus is not longer on the active thumbnail.

6 Content Info Screen

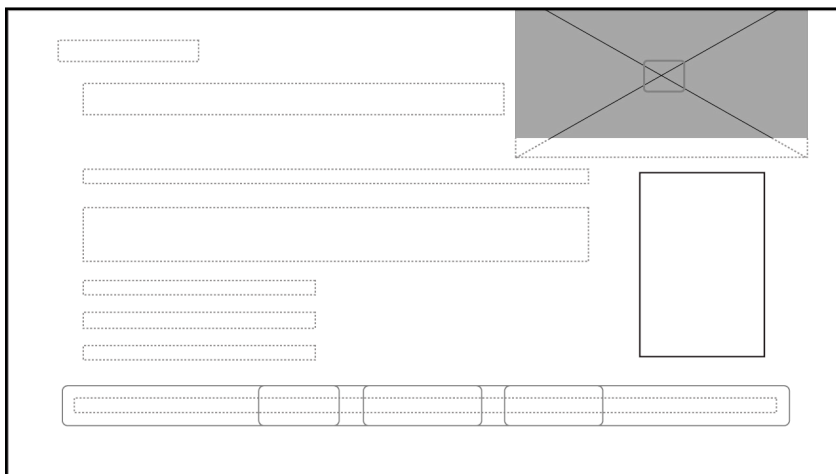
This screen displays game information and links to game related media, like game play videos and screen shots.

The title (Univers Ultra Condensed, 60 pt font) has 30 characters maximum. The description block has a maximum of 235 characters. Overages are truncated with an elipsis.

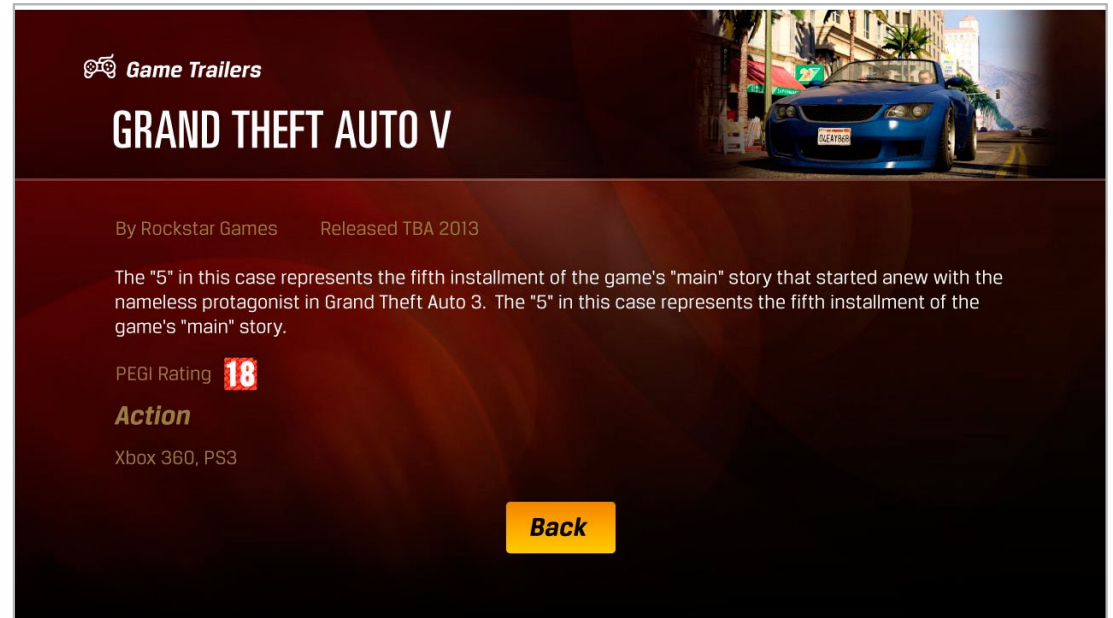
The box art is 188 x 280 pixels. Source files, which come in different proportions from different game platforms, are distorted to fit this size for the sake of uniformity. If there is no box art available the description block is extended to the full width of the screen.

The buttons shown on the menu at the bottom of the screen reflect the media available. Unavailable media does not show a button. The initial state is on the back button.

Key handling on the menu: the focus moves left and right with LEFT and RIGHT remote button presses, with no wrapping.



Focus on menu with 3 options.



Example with no related media and no box art.

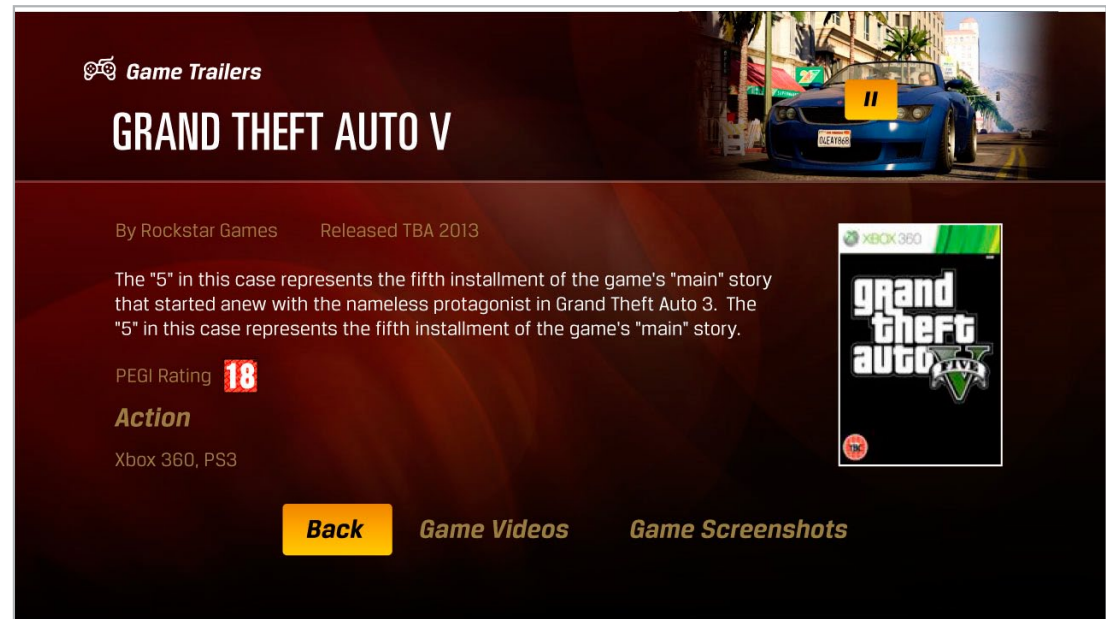


Note the ZOOM button hint over the video when the screen loads.

The upper right of the screen continues to play the trailer that it was linked from, giving the impression viewing hasn't been interrupted and the video has been shrunk into the corner. As long as the viewer remains on this screen this video will loop. If the the viewer steps back to the previous screen and it's a playlist it will continue and play the next asset.

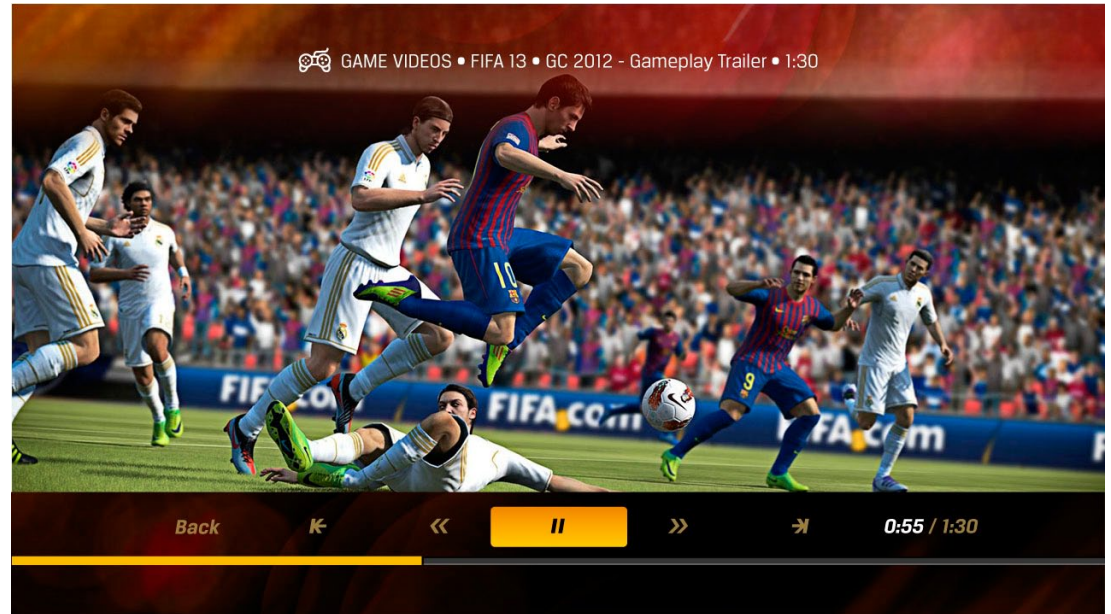
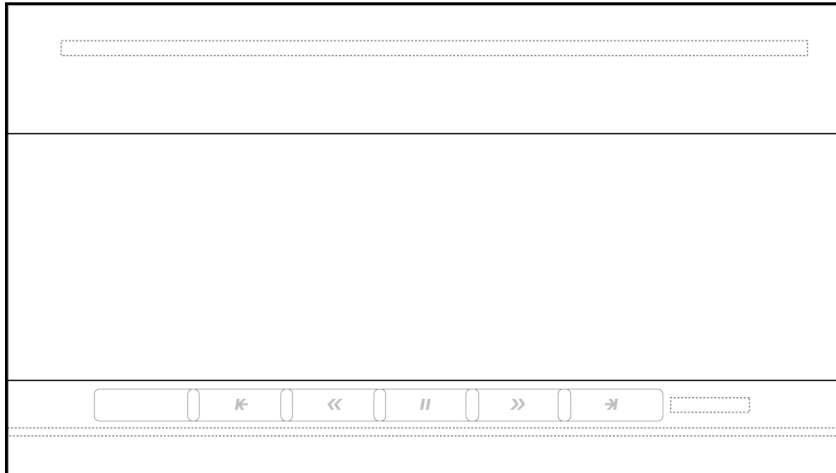
When the screen first loads a ZOOM button hint appears over the video, which times out after about 3 seconds. The ZOOM button returns the video to full screen, effectively doing the same thing as the back button.

The video can be controlled using the PAUSE, STOP, and PLAY buttons on the remote control, allowing the viewer to pause and play the video. Pause and play icons appear over the video as feedback that the app has received the button presses.

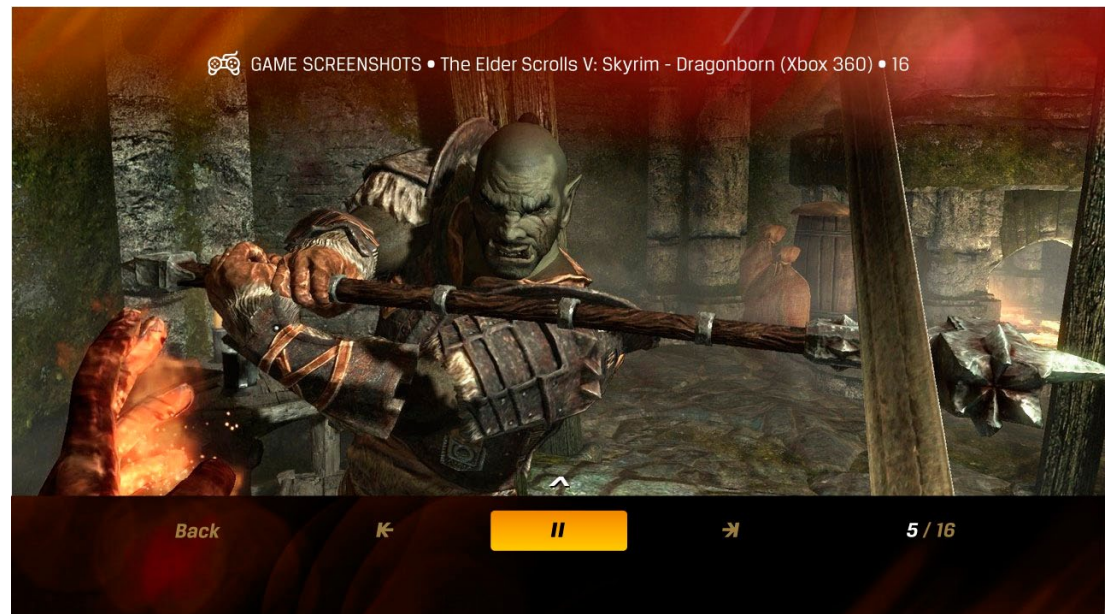
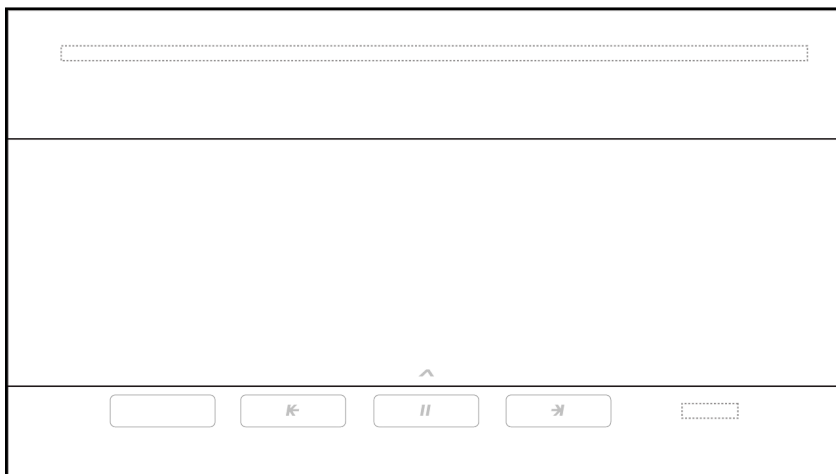


When the PAUSE, PLAY, or STOP buttons are pressed pause and play icons appear momentarily over the video.

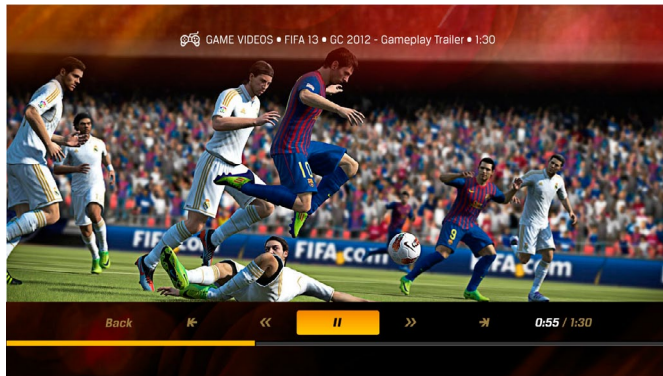
3 7 8 **Main Carousel Item Content Display or Game Media**



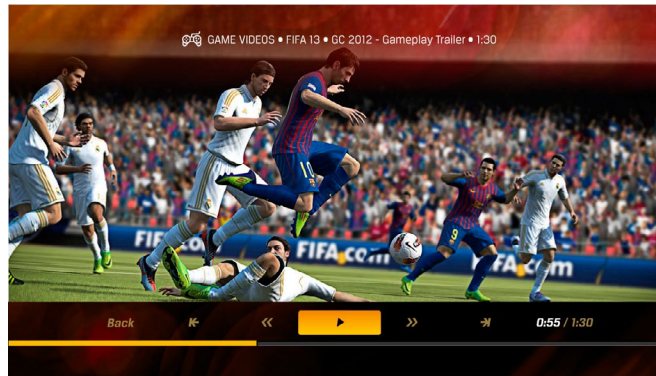
Video Player that plays a single video. There is no thumbnail carousel. If the video is not linked to another screen the timestamp that was on the upper third on the full player is now located on the lower third (with a white current time).



Slideshow Player. Behaves like the Video Player except there's no progress bar or scan buttons, and the timestamp is replaced by current slide and total slide numbers. Each slide shows about 5 seconds. The timer controlling the slide duration is paused if the user presses the remote.



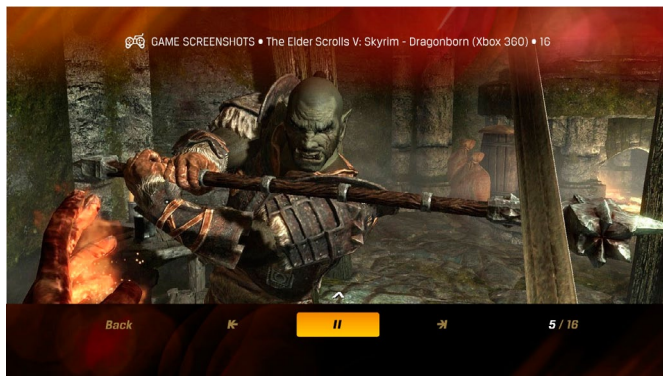
1. Focus pause button.



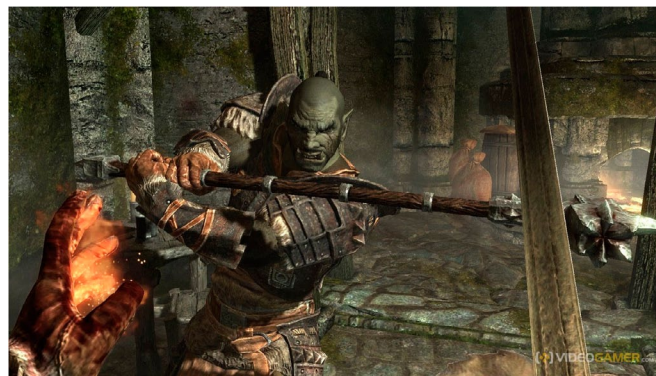
2. OK pressed, pausing the video.



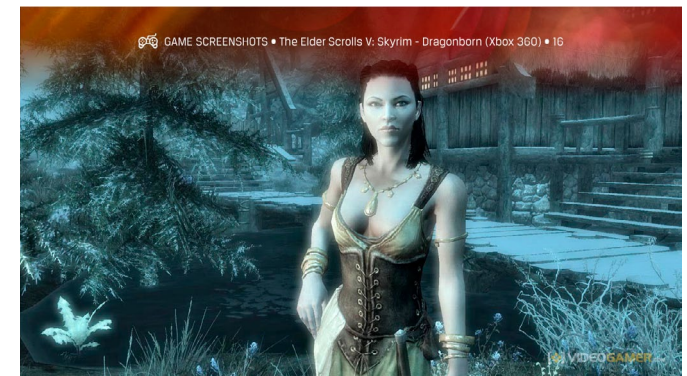
3. Overlay hides. There is no GREEN button link in this case.



1. Focus pause button.



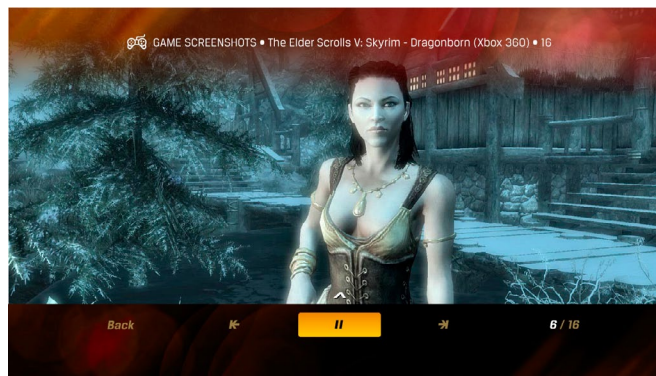
2. Overlays time out.



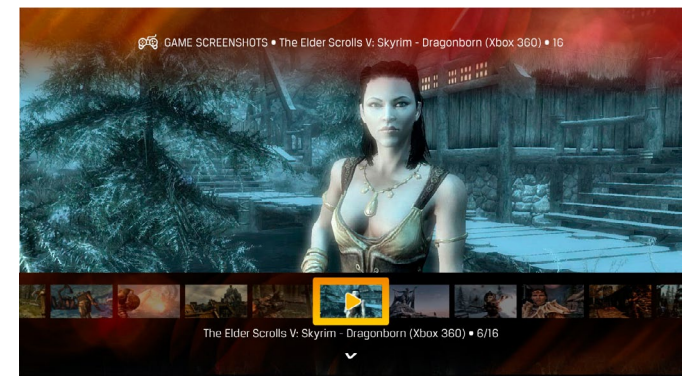
3. Next slide, upper third appears.



4. Upper third times out.



5. UP button pressed, waking up the overlays. Slide duration timer is paused while overlays are visible.



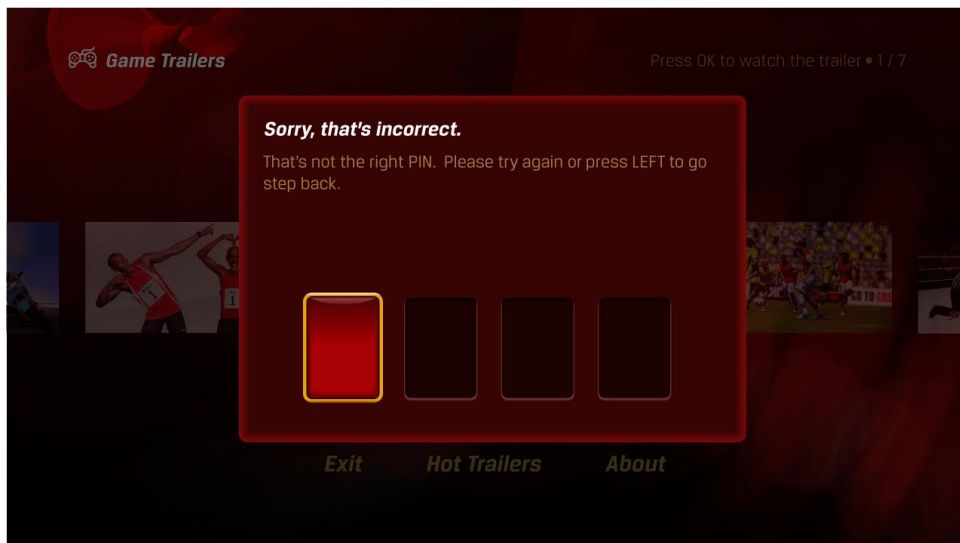
6. UP pressed again, calling up the thumbnail carousel.

9 PIN Challenge

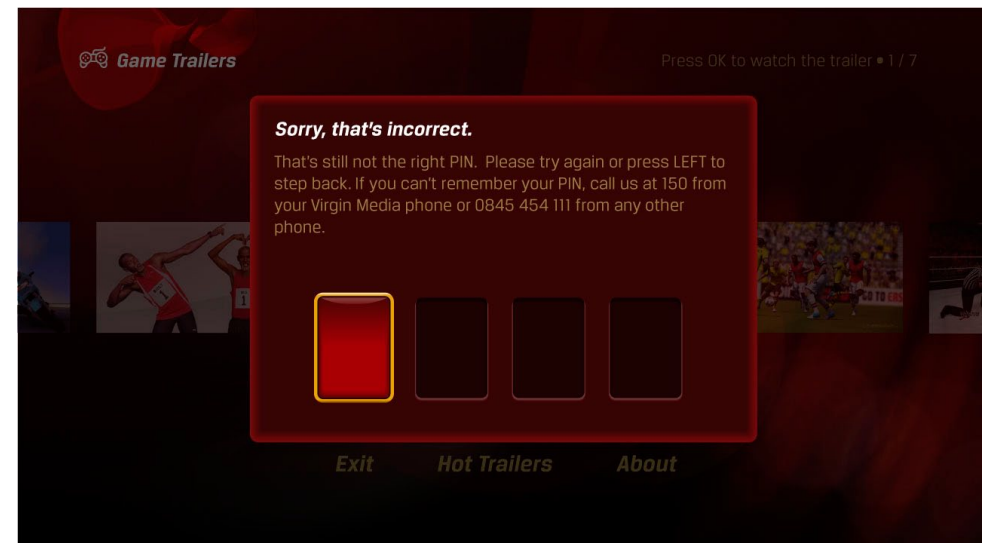


1. If any video or playlist contains an asset flagged with a parental advisory the viewer will be presented with a PIN Challenge.

2. Once the viewer has entered the PIN they will not be challenged again in the session.



3. The app will alert the viewer if the PIN is incorrect.



4. On the 3rd failed attempt the viewer is given the above message. There is no limit on attempts.