TV Anywhere website

Home Page Additions

Design Outline

31 Jul 2015

TVA Homepage

This is the general structure of the planned home page.

The proceeding pages give details on some recent additions.

Hero Carousel

Always 4 items. Advances automatically upon page load, but stops animating when the 1 of the 4 navigation buttons along the bottom are clicked on.

Carousels

Infinitely wrapping row of thumbnails that represent individual show episodes. User advances the carousel in 'pages' of 6 items. The number of and order of carousels may vary from what is shown here (they are intended to be modular so an editor can vary them as needed).

Live Channel Band

Same height as a carousel, but does not scroll (all channels are shown at once). Can be placed between carousels to give it more or less prominence.

Mood Matrix

A random matrix of thumbnails that represent individual VOD show episodes, controlled by a series of filters. The number of results returned after filtering determines the size and number of the thumbnails shown; the user 'zooms in' to their content the more they filter. Includes a 'Mix it up" button that randomises the results again.
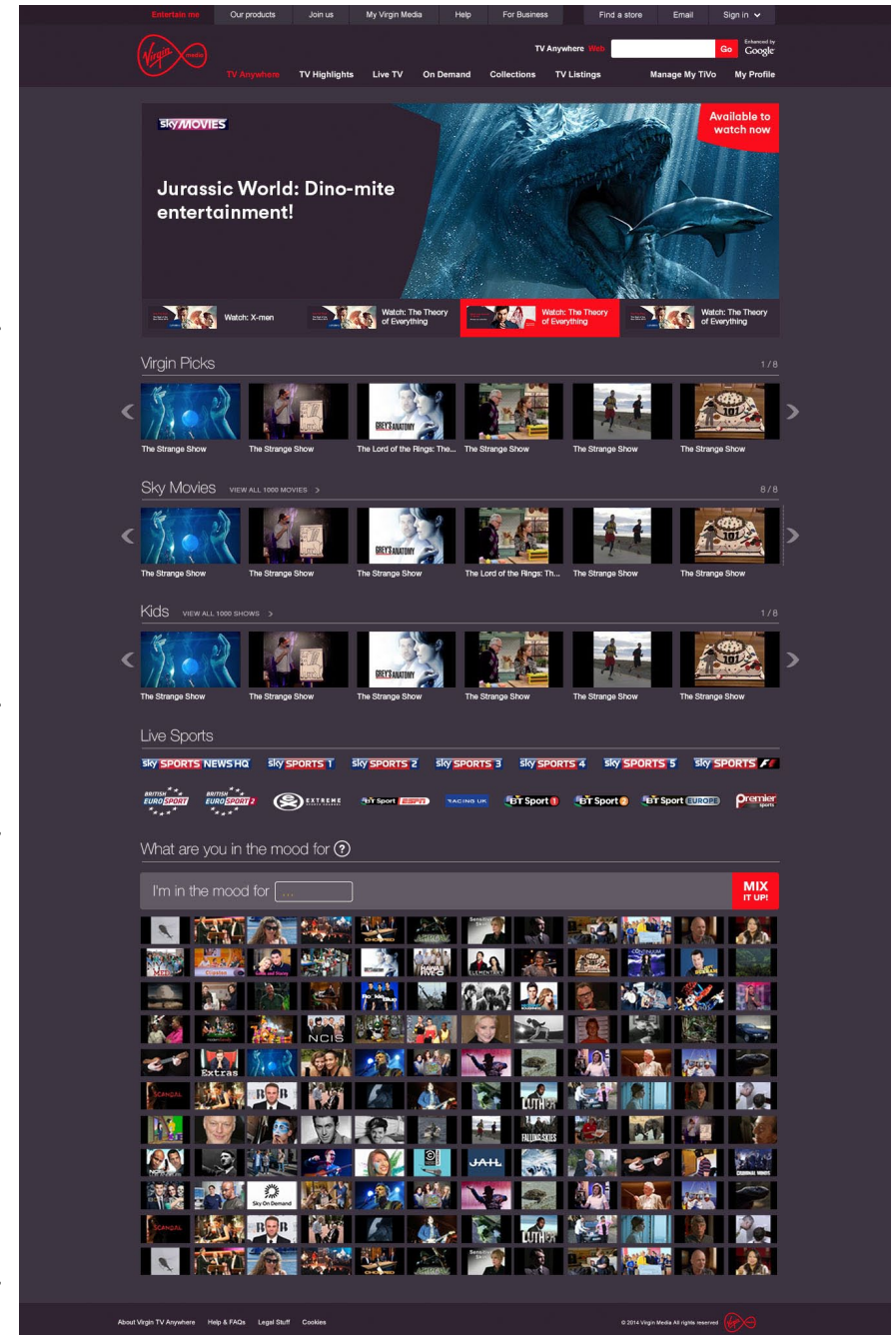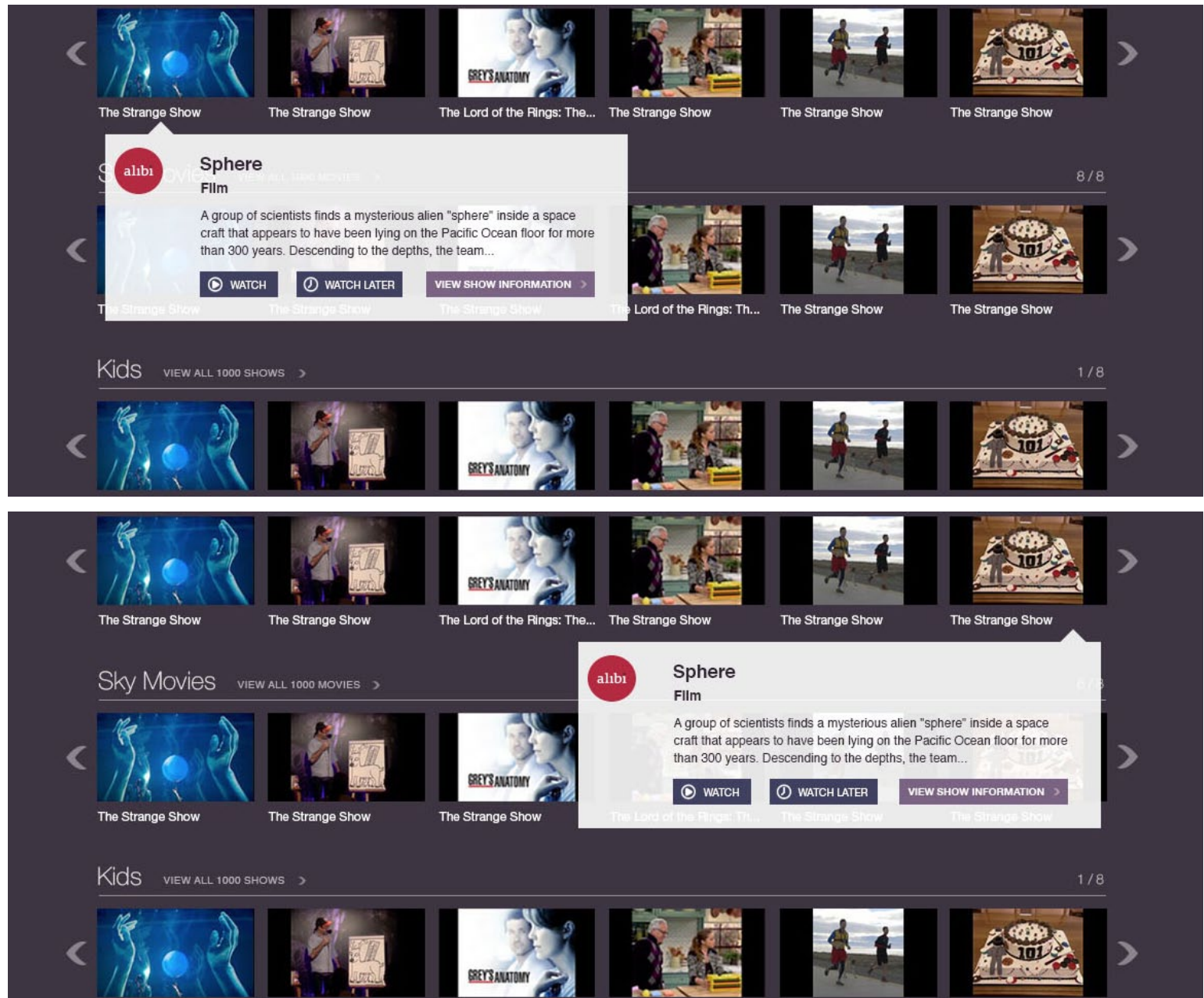
VOD Show Pop-up

Contains channel logo, title, subtitle, synopsis, and a series of action buttons.

Note about the action buttons: to avoid redundant links to the same place some buttons should be hidden based on what functionality is rolled out on the live site, as follows:

Watch button: ideally should launch a separate player right from the home page, otherwise it should load the show page and autoplay the asset, otherwise it should be hidden.

Watch Later button: should add the linked asset to the Watch Later list, otherwise it should be hidden.

View Show Info button: loads the show page.

The pop-up adjusts its position so that the text is always visible in the browser window.

VOD Show Pop-up

If the episode listed in the pop-up is part of a series the pop-up will have a link to other episodes. The episode described will always be the last episode in the available list (this may be unrelated to chronology, like a show's series number or broadcast date)

Ideally this "View All" button links to the show page and scrolls down to the episode list (perhaps using the standard hash (#) anchor links as part of the URL).
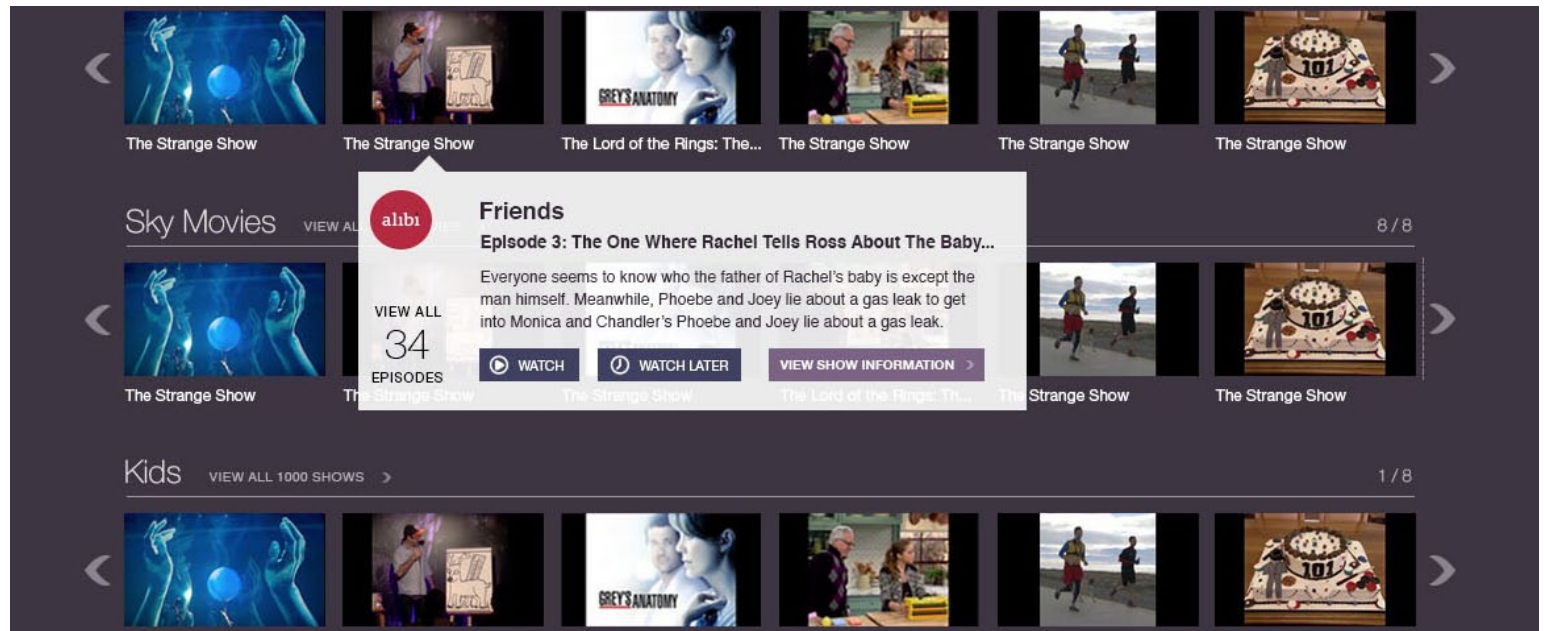
VOD show pop-up with link to related episodes (in this case it links to 34 shows with the title "Friends").
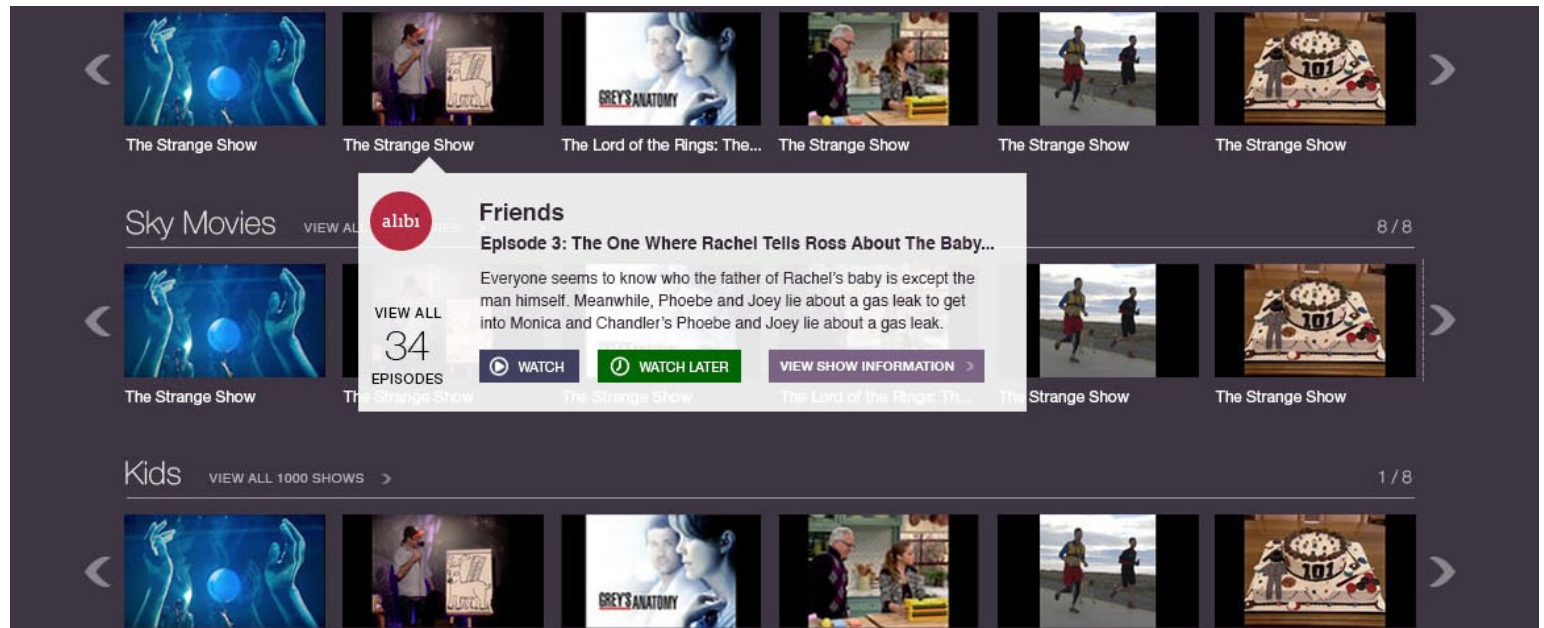
Note the green active state of the "Watch Later" button.
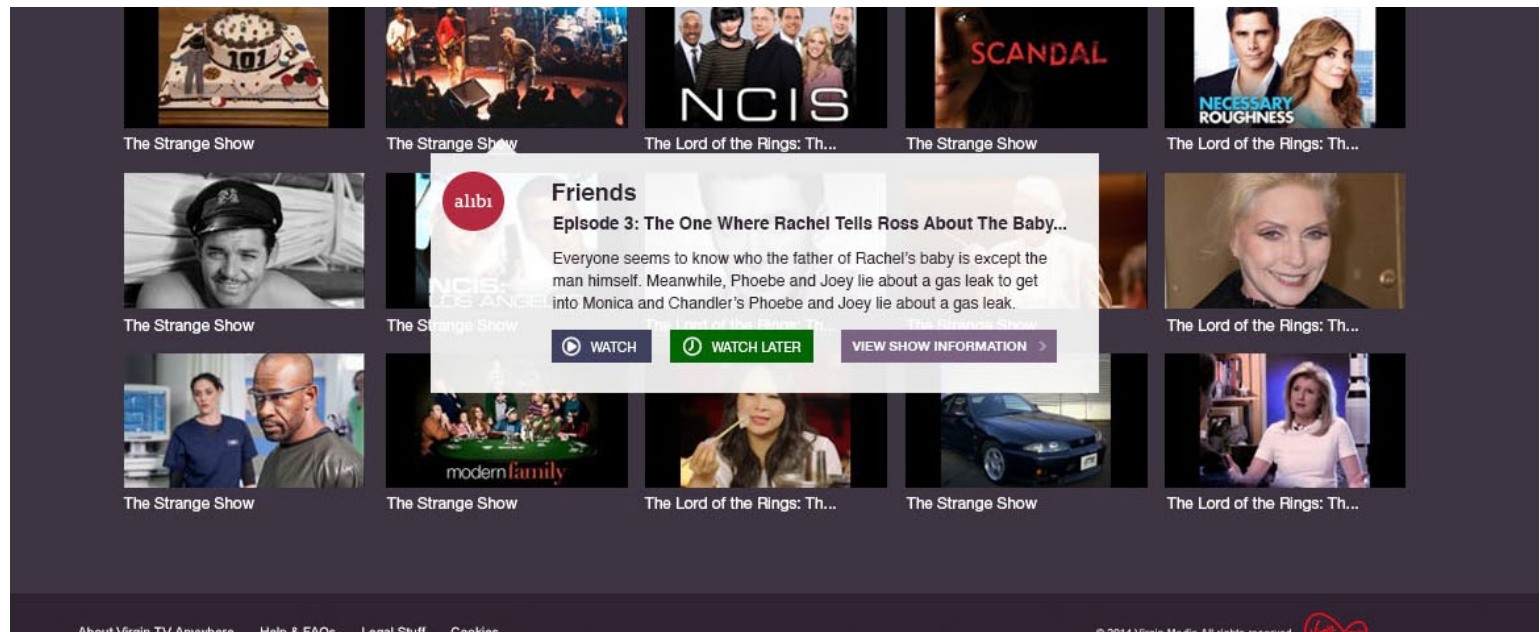
Live Show Pop-up

Note about the action buttons: to avoid redundant links to the same place some buttons should be hidden based on what functionality is rolled out on the live site, as follows:

Record: ideally should set a recording for the linked asset, otherwise it should be hidden.

Live Show pop-up has a few differences from the VOD show pop-up. The show duration and "Record" button in place of the "Watch Later" button.

Pop-up on the Mood Matrix

The "Mood Matrix" is the same VOD show pop-up as on the carousels.

Mood Matrix

The purpose of the Mood Matrix is:

1) To better expose VOD content on the TVA site.

2) Inspire the user to watch something, and do it quickly.

2) At-a-glance to suggest the wide breadth of content available.

3) Help avoid 'decision fatigue' by showing too much at once and through the use of helpful filters.

As the user employs the filters they 'zoom in' to the content. Thumbnails get bigger in the matrix as fewer results are returned. The results they see are always randomised, and the user can randomise the set again by pressing the "Mix it up" button.

The user will see one of the 4 layouts shown at right based on the number of results returned, which varies with the filters chosen.
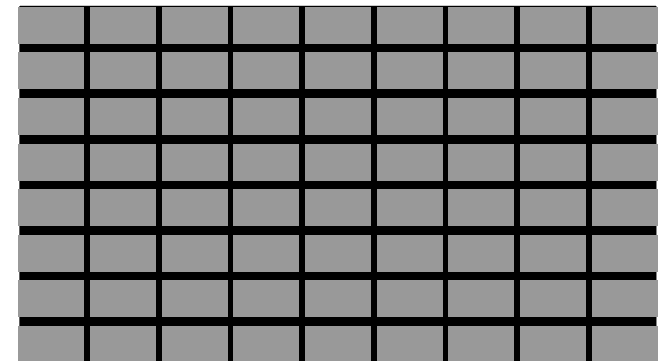
When the page is first loaded the results are unfiltered. When users return to the page it should remember their most recent filters and return random results based on them.
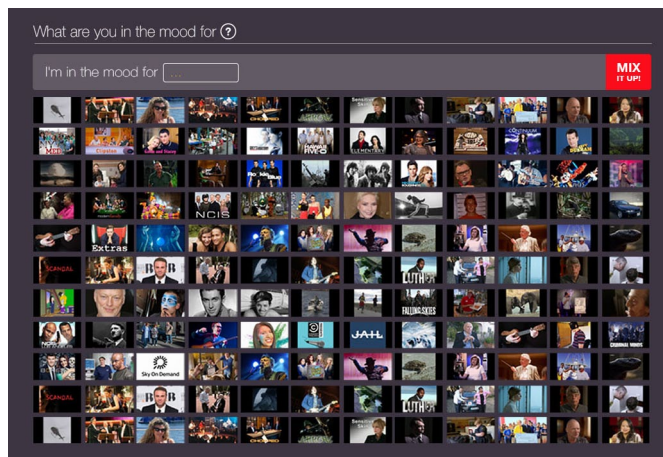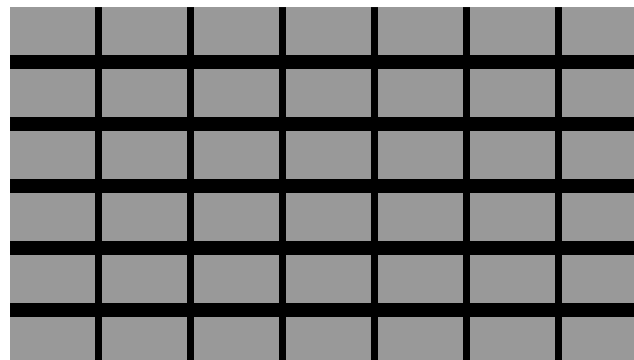
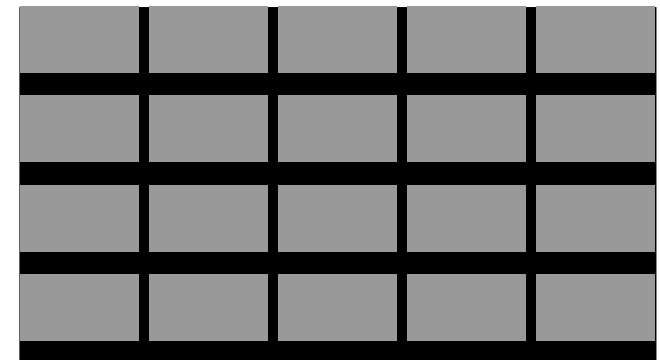matrix size = 980 x 552
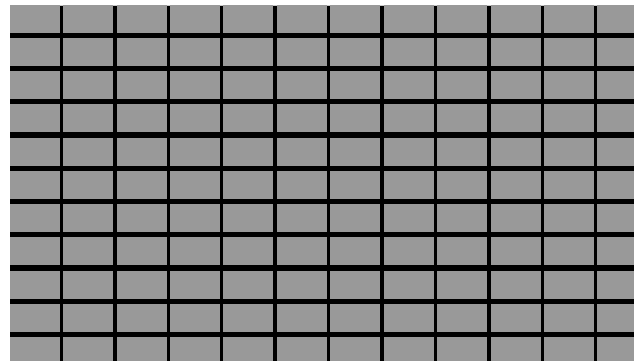
12 * 11 matrix = 132 tiles
tile size = 76 * 42 px, h padding = 6px, v padding = 9px

9 * 8 matrix = 72 tiles
tile size = 100 * 56 px, h padding = 10px, v padding = 14px

7 * 6 matrix = 42 tiles
tile size = 130 * 73 px, h padding = 11px, v padding = 22px

5 * 4 matrix = 20 tiles
tile size = 182 * 102 px, h padding = 16px, v padding = 35px

What are you in the mood for ?

I'm in the mood for [.....]

MIX IT UP!

Mood Matrix Header

The header of the Mood Matrix has been worded to express its purpose as an inspiration and discovery tool. It's a way to expose VOD content to users who don't have a particular show in mind but who know their mood.

The question mark on the header has a pop-up that appears upon rollover which explains the Mood Matrix in more details. Users are directed to use the Global Header search field if they want something specific (ideally an achor link would take the user directly to the search field via a hyperlink).
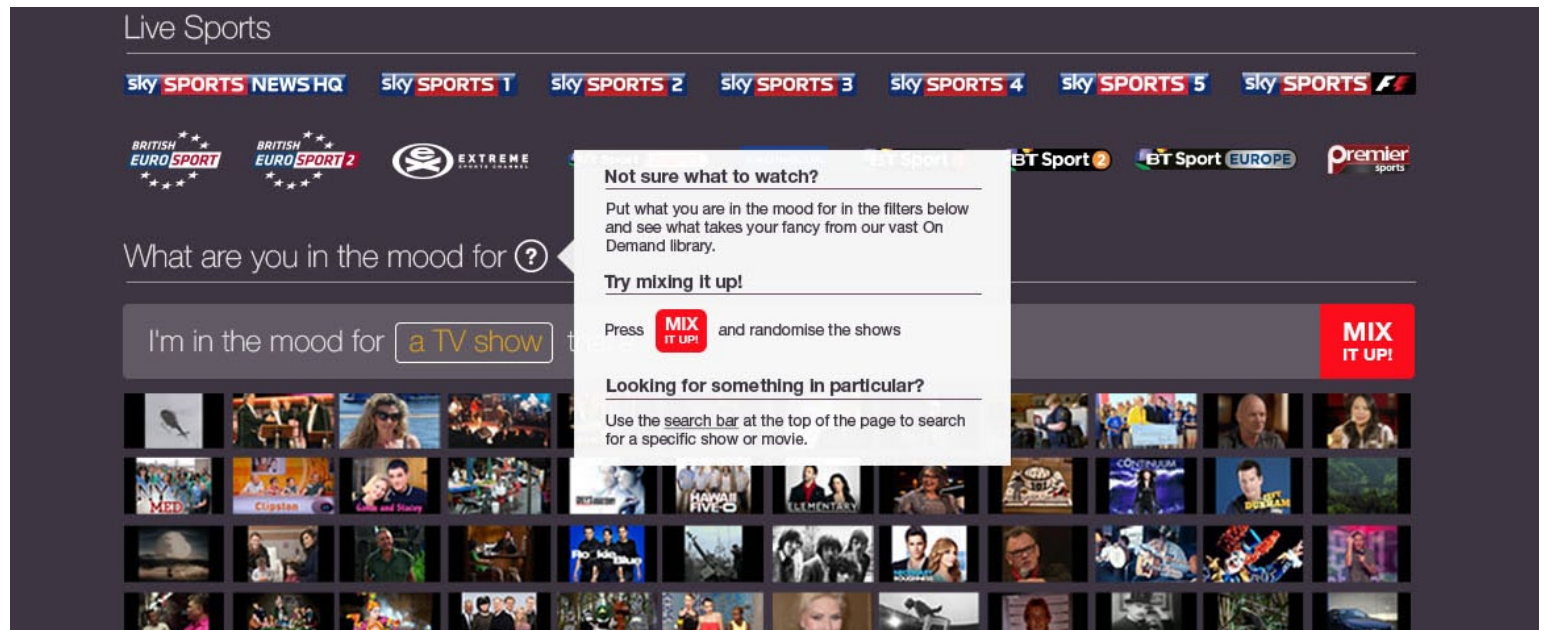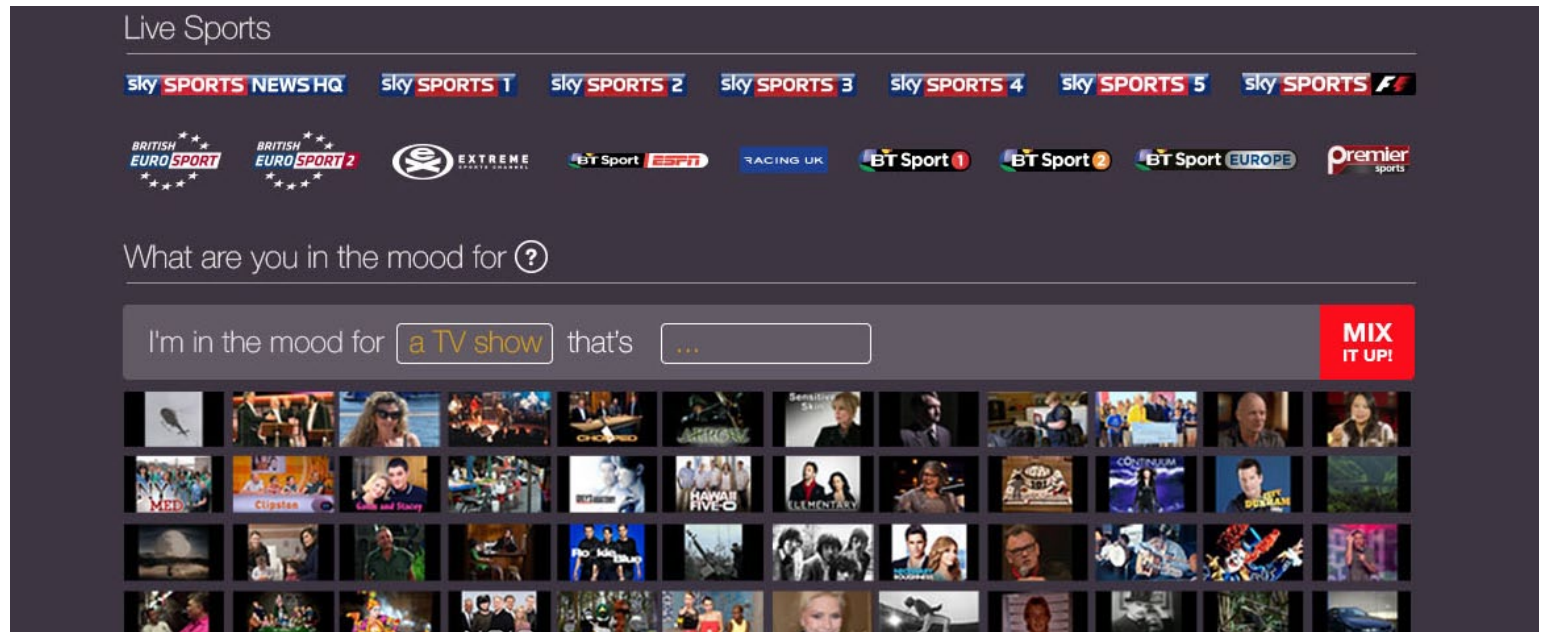
Mood Matrix Filters

At right is a table listing all the combinations possible for filters in the Mood Matrix (3 types of filters, 30 total combinations). Current metatags have either been combined or removed to avoid results lower than 20 (the smallest matrix) so that the matrix never looks empty.
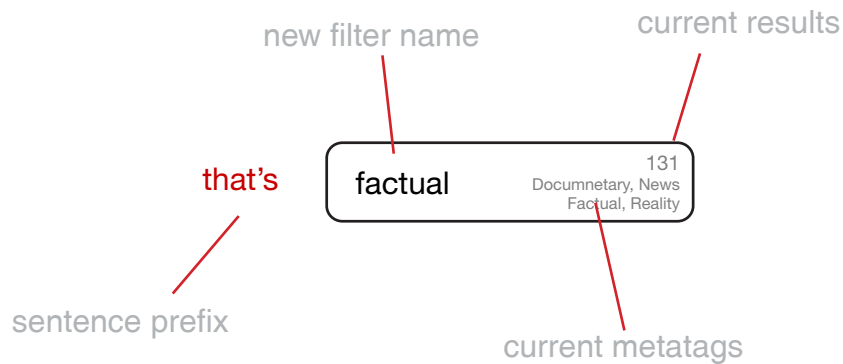
The unfiltered (or "all") setting is shown as an elipsis ('...'). When a specific filter setting is chosen (like 'a movie') the next filter pulldown appears to the right.

Note the "Time Added" filter does not use a set time period for "recently" so that the matrix is always filled with tiles. This could be achieved by searching back in time (in set steps) to a time period that fills one of the matrices with tiles.

Since there are only 30 possible filter combinations the results could be retrieved and cached by the server periodically and have the results ready before any user requests them (nb. any strategy that increases the speed of retrieval of results is, obviously, a plus).

Key

new filter name

current results

that's

factual

131
Documnetary, News
Factual, Reality

sentence prefix

current metatags

| Programme Type	Genre	Time Added
I'm in the mood for ... 1629 Entertainment, Movie, Kids, Sport **132**		
I'm in the mood for a movie 1115 Movie	that's ... 1115 Movie **132**	
	that's action-packed 215 Action	and added ... 215 Action **132**
		and added recently 45 last 6 months **42**
	that's funny 243 Comedy	and added ... 243 Comedy **132**
		and added recently 61 last 6 months **42**
	that's dramatic 193 Drama	and added ... 193 Drama **132**
		and added recently 45 last 6 months **42**
	that's thrilling 78 Thriller	and added ... 78 Thriller **72**
		and added recently 30 last 6 months **20**
	that's scary 83 Horror	and added ... 83 Horror **72**
		and added recently 23 last 6 months **20**
	that's a classic 120 Classics	and added ... 120 Classics **72**
		and added recently 27 last 6 months **20**
	that's family-friendly 147 Family, Disney	and added ... 147 Family, Disney **132**
		and added recently 36 last 6 months **20**
I'm in the mood for a TV show 366 Entertainment, Kids	that's ... 366 Entertainment, Kids **132**	
	that's dramatic 23 Drama **20**	
	that's funny 31 Comedy **20**	
	that's entertaining 93 Entertainment, Game Show, Lifestyle, Sci Fi, Crime, US	and added ... 93 Entertainment, Game Show, Lifestyle, Sci Fi, Crime, US **72**
		and added recently 31 last week **20**
	that's factual 131 Documnetary, News Factual, Reality	and added ... 131 Documnetary, News Factual, Reality **72**
		and added recently 26 last week **20**
	that's for kids 54 Kids, Preschool	and added ... 54 Kids, Preschool **42**
		and added recently 47 last month **42**
I'm in the mood for sport 208 Sport	, mainly ... 208 Sport **132**	
	, mainly football 56 Football **42**	
	, mainly cricket 46 Cricket **42**	
	, mainly boxing 30 Boxing **20**	
	, mainly motorsport 27 Formula 1 **20**	

Mood Matrix

This example show the tiles getting larger as more filters are applied. Note the 20 matrix (5 x 4) has single line show titles below the thumbnails.
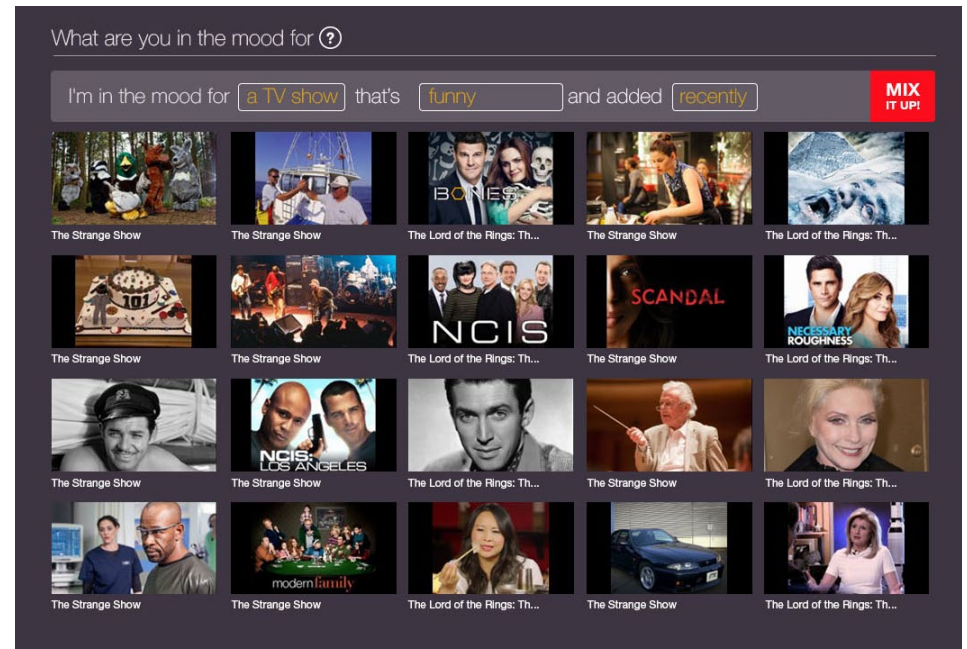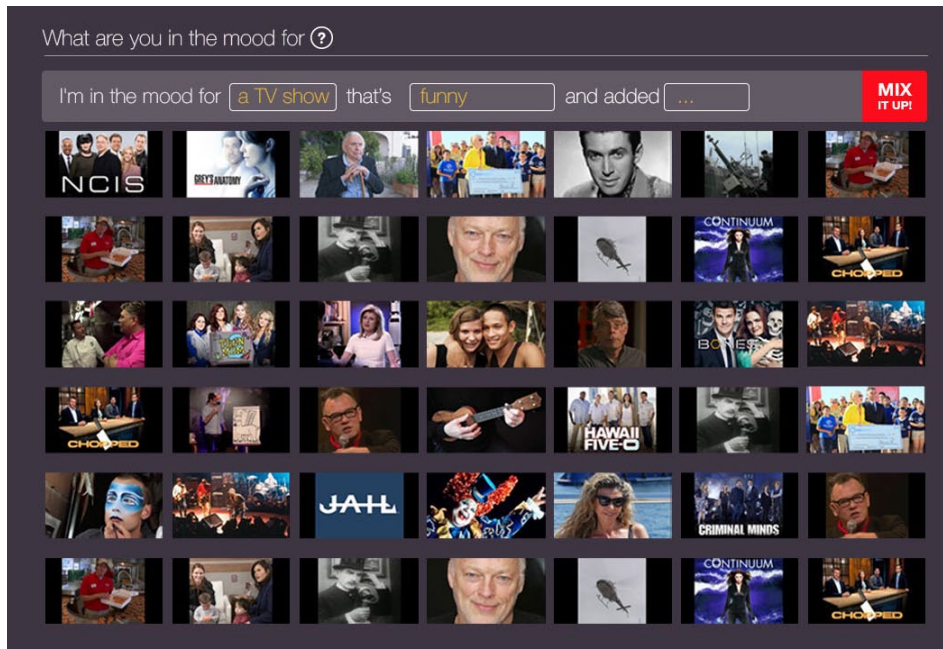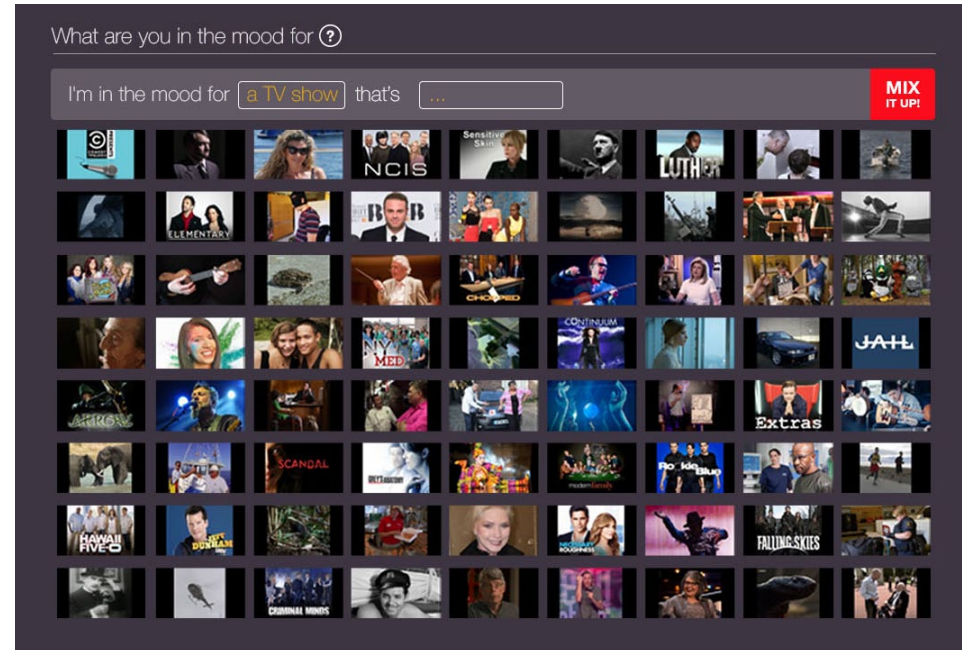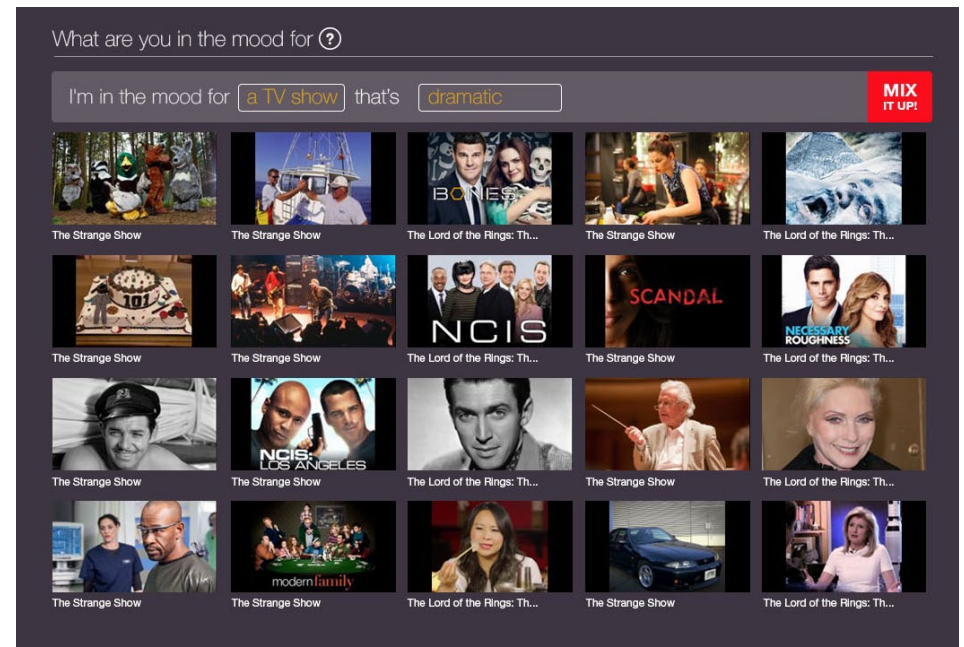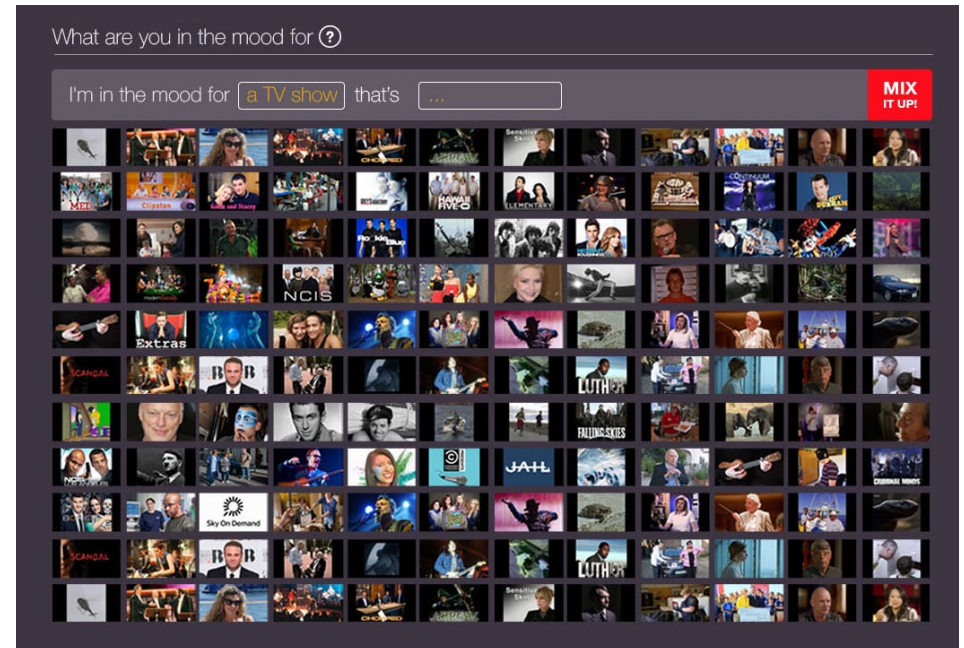
Mood Matrix

Similar example as the previous page, but with 'a movie.' This illustrates the tile sizes that would result from the filters as shown on page 8.
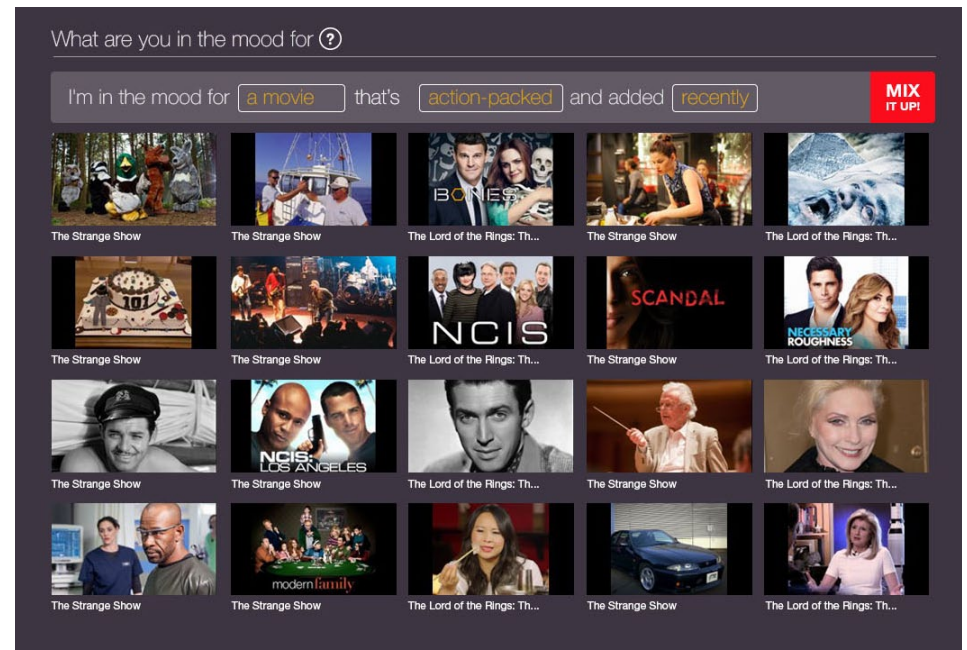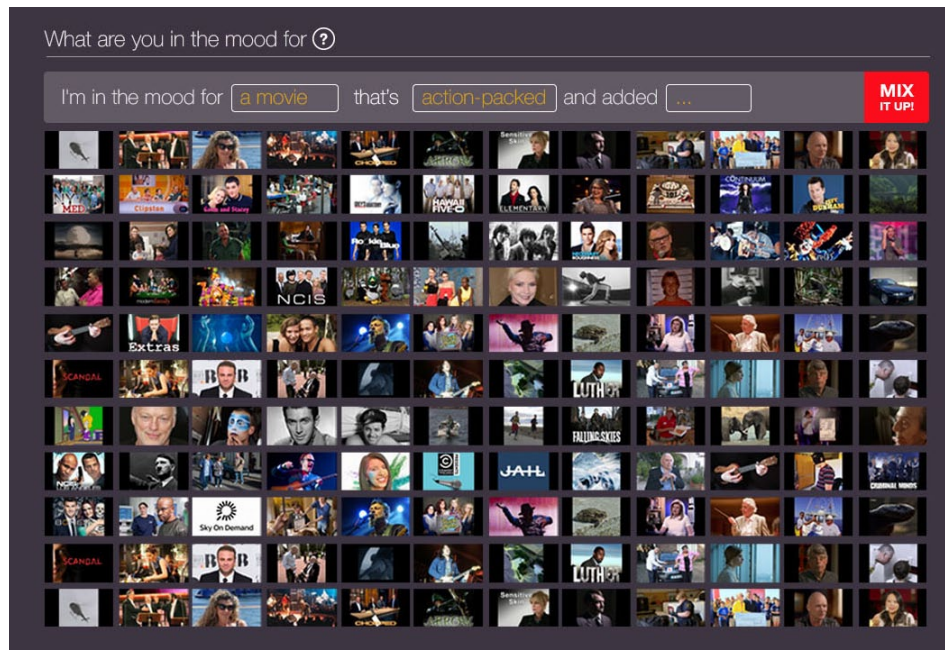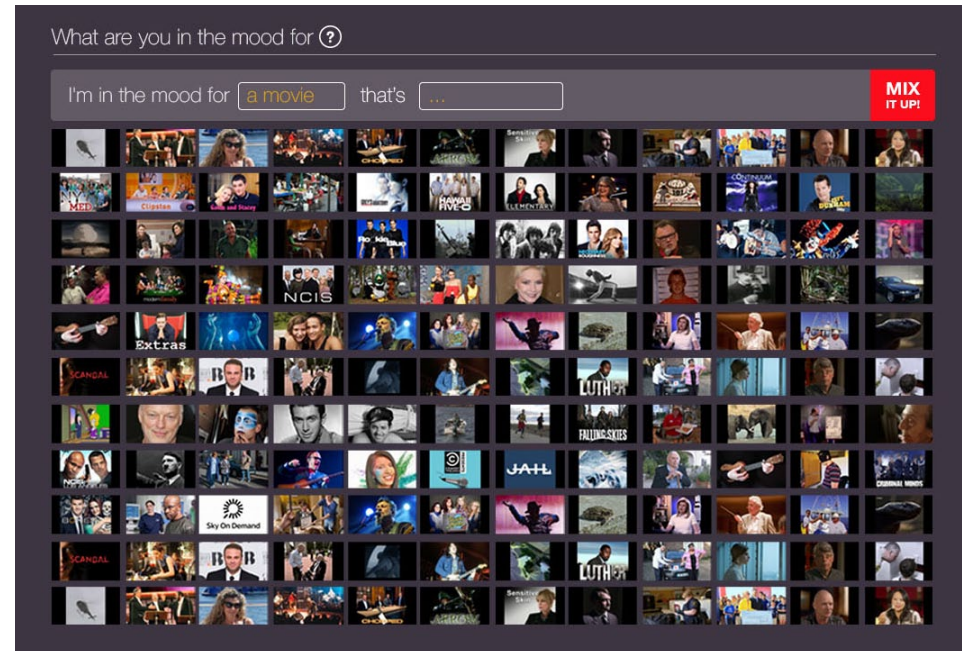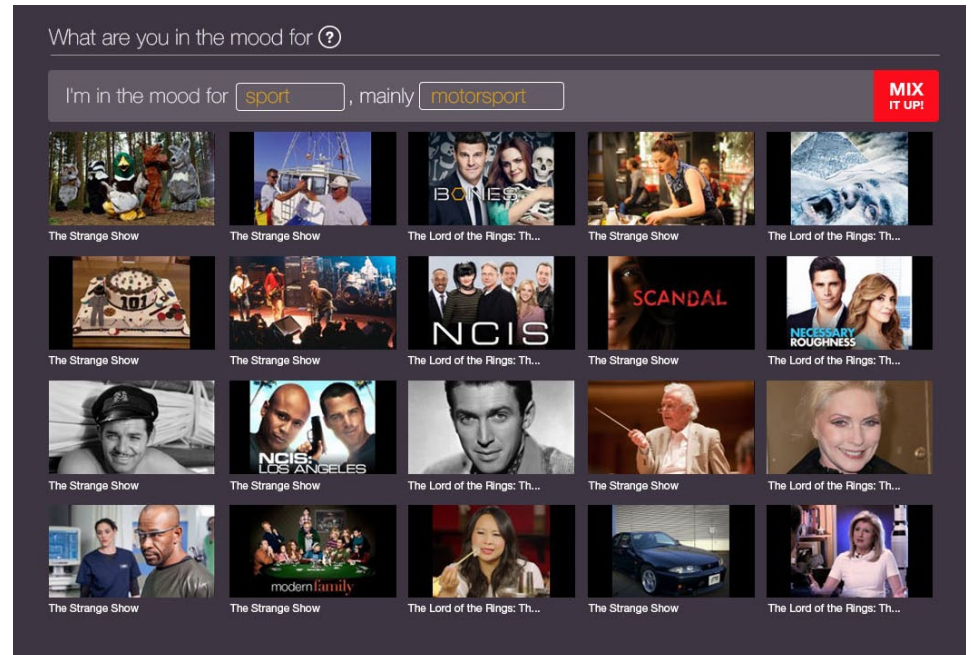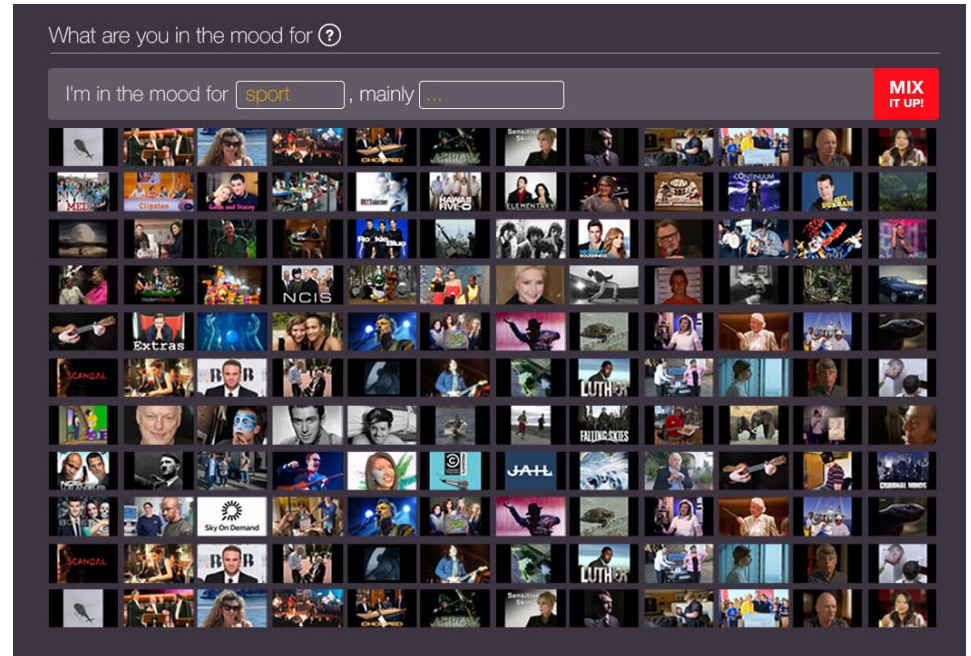
Mood Matrix

Similar example as the previous page, but with 'a TV Show.' This illustrates the tile sizes that would result from the filters as shown on page 8.
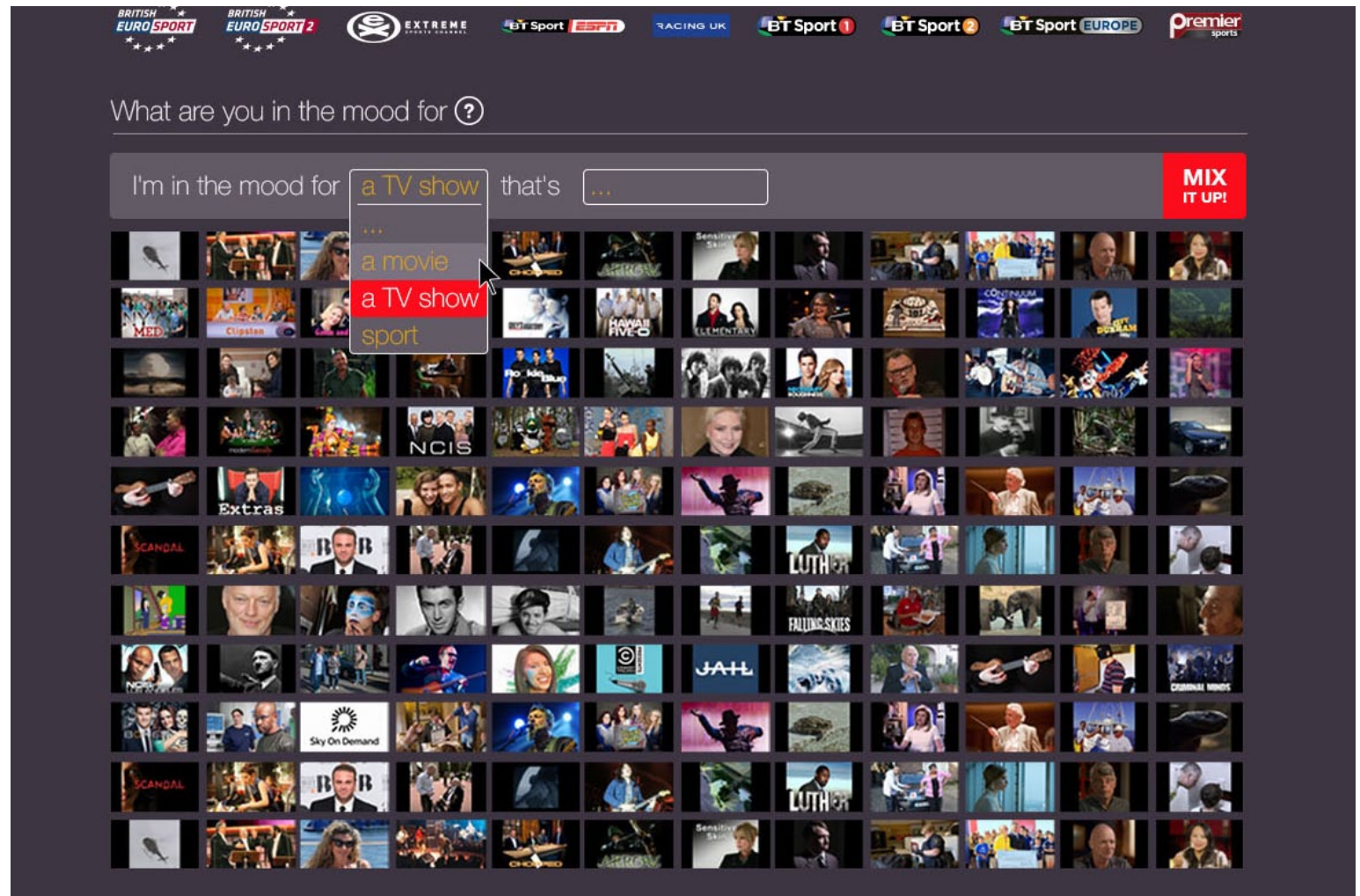
Mood Matrix

Similar example as the previous page, but with 'sport,' which has slightly different wording than the other filter settings. This illustrates the tile sizes that would result from the filters as shown on page 8.

Mood Matrix Filter Dropdown

The above shows the style of the filter dropdown with its active and hover states.