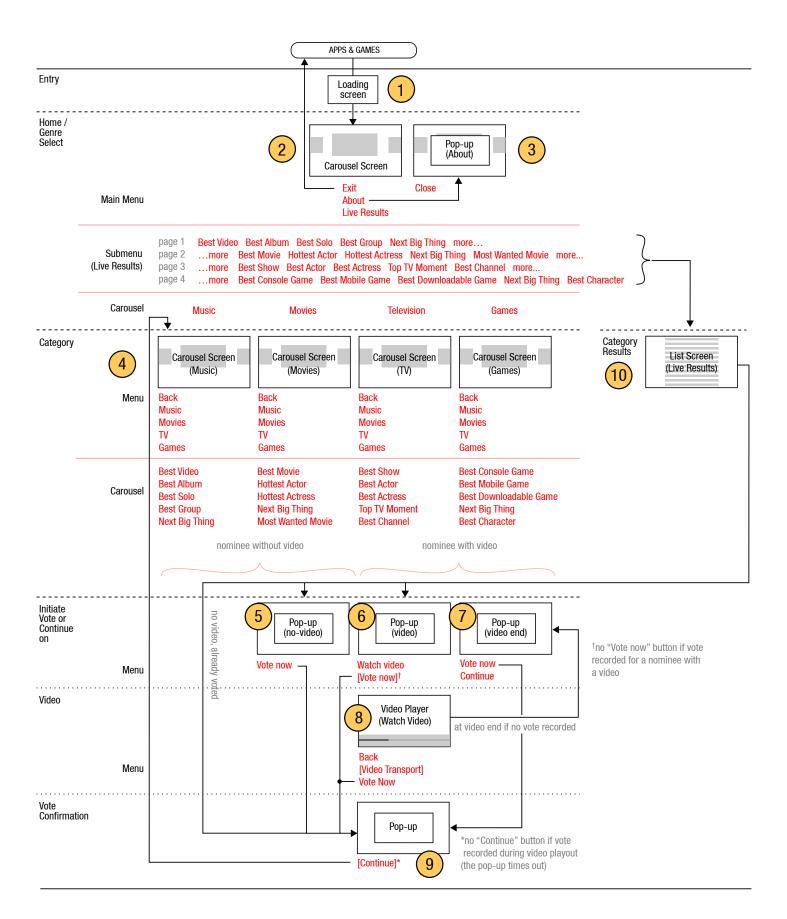


# Connected TV Applications for TiVo Virgin Media Awards Design Outline

17 Dec 2012

#### 1. Voting Phase (10 Jan - 8 Feb 2013)



#### **Button states**



Genre carousel button states: normal, selected, and activated.







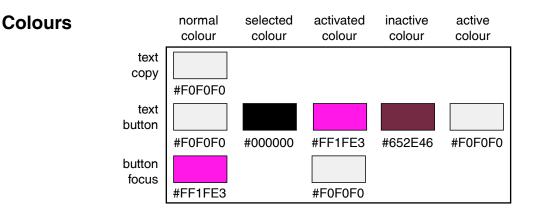


Category carousel button states: normal, selected, and activated.

Carousel button hint states: normal, activated.



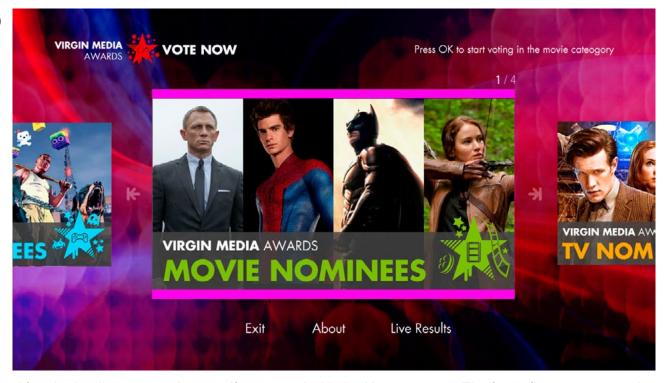
Menu button states: normal, active, selected, activated, and inactive.



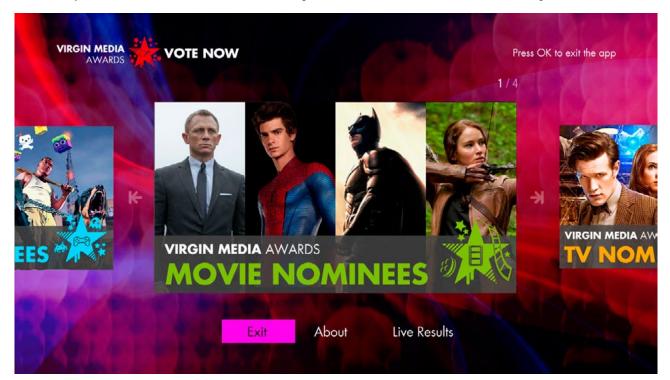
### Loading screen



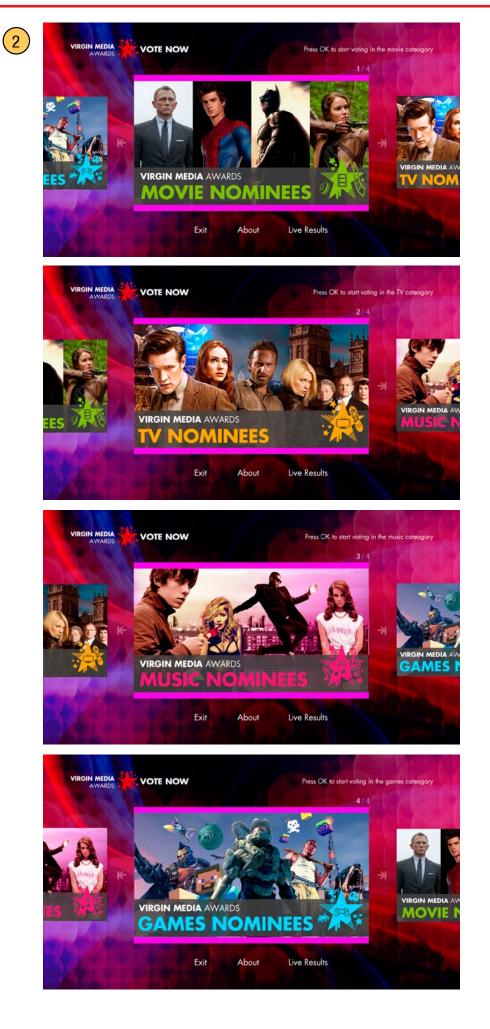
2

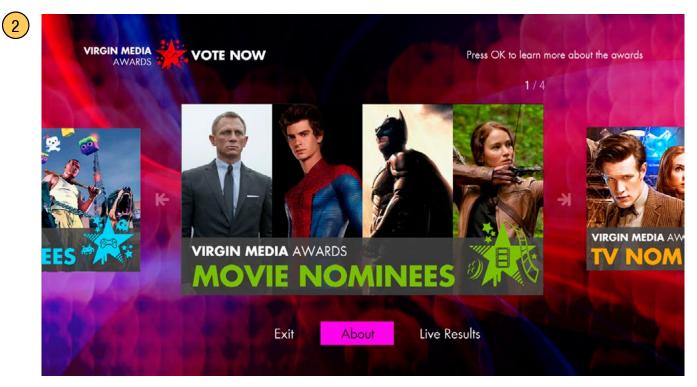


After the loading screen the user if presented with the Home screen. The focus first appears on the carousel, which has 4 large buttons (each 720 x 380 px) that display links to the 4 awards genres (music, movies, TV, games). The carousel advances automatically (about 5 seconds on each item) but can also be controlled manually (nb. manual operation stops automatic advance until the screen is loaded again). Skip buttons on the remote are also shortcuts for advancing the carousel at any time. An indicator at the top right of the central button ("1 / 4") shows which button is centered and how many buttons there are. A tool tip at the top right of the screen indicated what happens when the user presses OK on the button in focus. [Genre shown on load is ransomised]



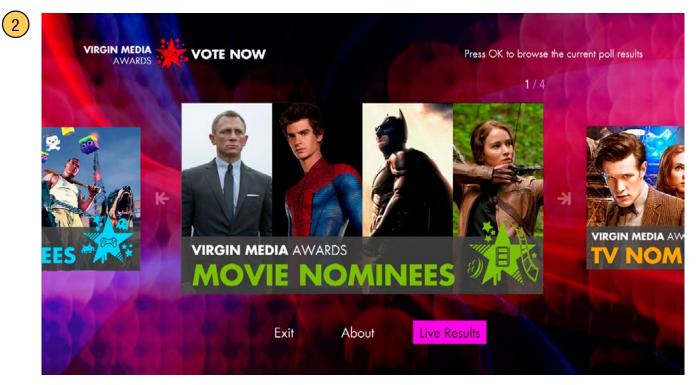
If the user presses DOWN the focus will move to the Main Menu. Note the tool tip update at the top right.







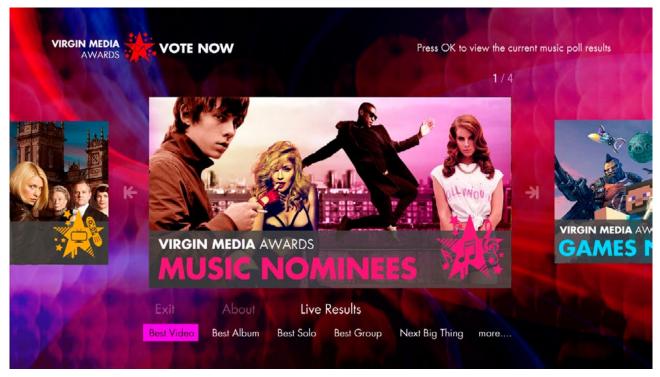
The About pop-up is triggered by the on-screen button and the INFO button. Title: 46 character limit, body: 700 character limit. Note that there is only one focus on the screen at a time, so the focus and tool tip hides in the background when the pop-up appears. [copy shown above TBC]



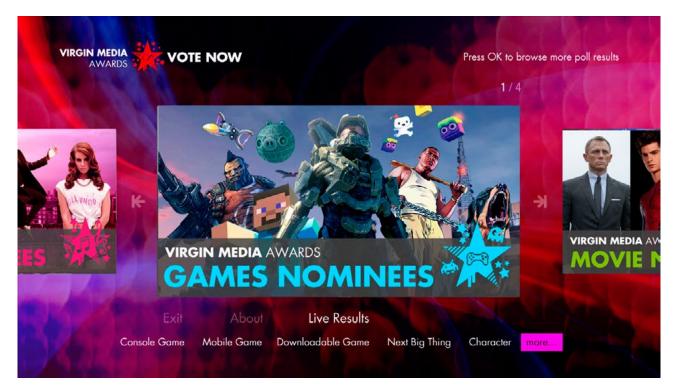


The Live Results button reveals a submenu of the award category names. The submenu displays one genre at a time (the "more..." buttons allow the user to paginate, by either pressing OK or using the right arrow). The 5 subbuttons first shown matches the genre shown centre screen on the carousel (eg. If the Movies button is shown and Live Results is pressed, the submenu shows the 5 movie categories). Note the tool tip update in the upper right.

2



The Live Results button reveals a submenu of the award category names. The submenu displays one genre at a time (the "more..." buttons allow the user to paginate, by either pressing OK or using the right arrow).



The "...more" button on the submenu allows the user to go to the previous page of subbuttons (both an OK press and a LEFT arrow press do this action).

#### List Screen (Live Results)

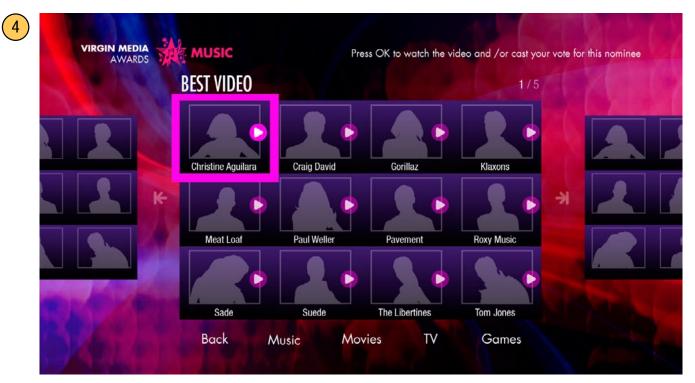
VIRGIN MEDIA AWARDS	BEST CONSOLE GAME	and the second
	K Mass Effect 3	87% vote or watch >
	Borderlands 2	8%
	Forza Horizon	6%
GAMES	хсом	1%
	Dishonored	3%
	FIFA 13	1%
	Hitman Absolution	1%
	Halo 4	2%
	Black Ops 2	2%
	NFS Most Wanted	2%
	Far Cry 3	2%
	Assassin's Creed 3	2%

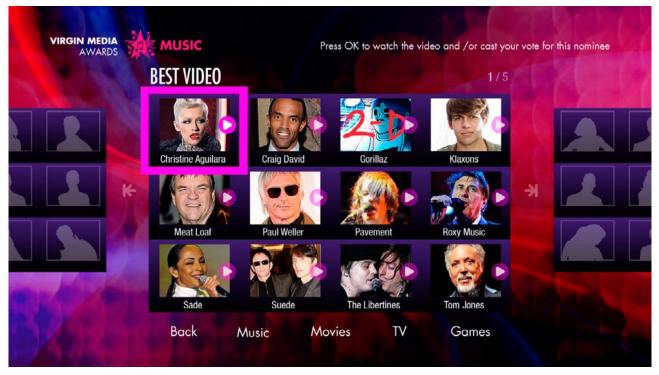
LEFT goes back to the Home Screen, an OK or RIGHT press will continue on to the voting prompt pop-up (see yellow number 6 on page 12).

AWARDS	BEST CONSOLE GAME	1. Alter
*	Mass Effect 3	87%
	Borderlands 2	8%
	Forza Horizon	6%
GAMES	хсом	1%
	< Dishonored	3% vote for this now
A series and	FIFA 13	1%
	Hitman Absolution	1%
	Halo 4	2%
	Black Ops 2	2%
	NFS Most Wanted	2%
	Far Cry 3	2%
	Assassin's Creed 3	2%

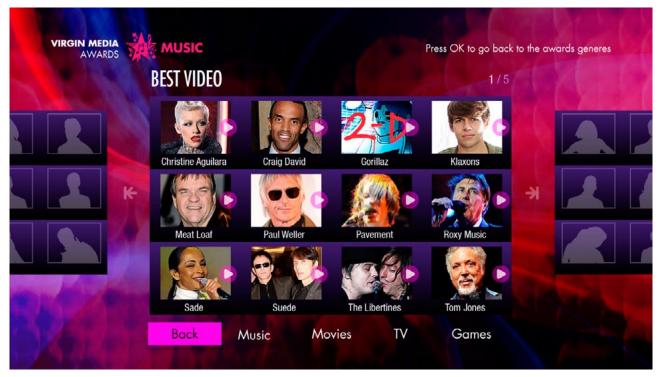
If there is no video, an OK or RIGHT press allows the user to vote.

#### Category screen





This screen is similar to the Home screen, but with carousel buttons in 12 button groups (in a 3 x 4 matrix). Each group displays the 12 nominations for a category. When the user presses LEFT or RIGHT on the left or right limits of the group, the carousel advances. Each nominee button (180 x 145 px) has an image (140 x 105 px) and a title (16 characters wide. If more characters, the title starts scrolling when the button is in focus). [The category shown first is random every time a category screen in a genre loads]. Note the play icon that indicates which nominees have videos. Pressing the PLAY button on the remote will immediatly play the video.

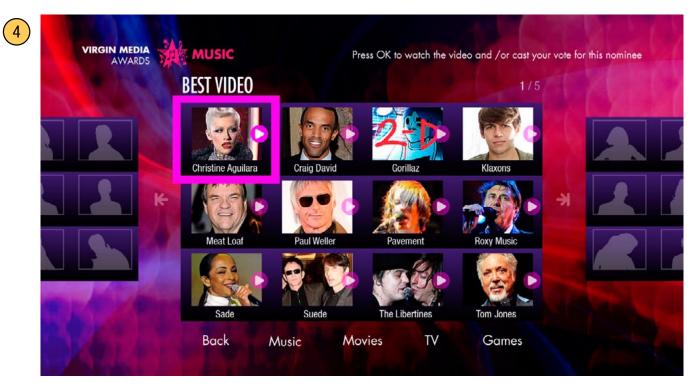


The back button returns the user to the Home screen.



The menu buttons listing the genres gives the user quick access to a category in another genre.

#### **Category screen**

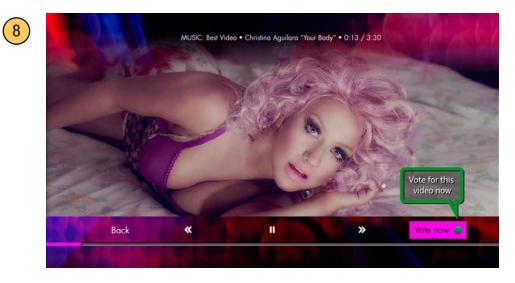


#### Initiate vote pop-up (before video)

	You've selected the Christine Aguilara video "Your Body". Watch the video before making your decision, or cast your vote now. 1 vote is allowed per day in a category.	
	< Watch video >	
	Vote for this nominee	
The second second	Sade Suede The Libertines Tom Jones	

If the nomination button is pressed and it is associated with a video a pop-up will appear presenting the user with 2 options: either to play the video, or vote and not play the video.

#### **Video Player screen**



If user opts to play the video, the video plays full screen. It first displays an overlay with on screen buttons along the lower third, which times out after about 3 seconds. The initial focus is on the "Vote Now" button. A tool tip is also prominently displayed to emphasise the "Vote Now" option.



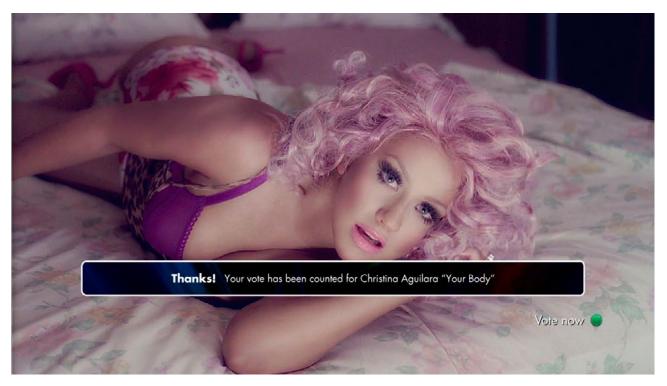
The overlays time out, except for the tool tip and green button hint.



The green button hint is persistent. The user can vote by pressing green at any time during the video playout. When the D-pad on the remote control is pressed the user can use the OK button to vote, control the video, or navigate back to the Category screen.

#### Vote confirmation pop-up (during video)





If the green button or OK button is pressed (on the on-screen "Vote Now" button) while the video is playing, this pop-up appears. it times out after about 3 seconds.

[NB. The video player component is a variation on the exiting players in ESPN America and Cinema Trailers apps.]

#### Initiate vote pop-up (end of video prompt)



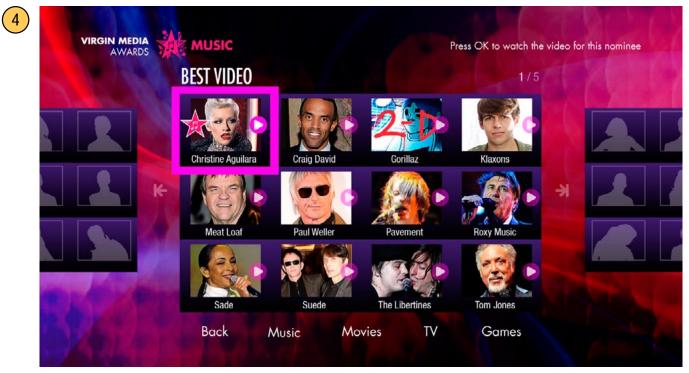
At the end of the video asset this pop-up with appear if no vote for the video is recorded. If the vote is recorded during the playout the user will be taken to the category screen at the end of the video.

#### Vote confirmation pop-up (not during video)

9

Thanks for vo	ting!	
Your vote has been a "Your Body".	counted for the Christine Agu	uilara video
You can only vote o to come back tomor	nce in a category per day, b row if you'd like to vote agai	ut feel free in.
Continue	- fair -	>

A 'Thank You' confirmation pop-up will always display to confirm a vote.



#### Category Screen (after vote, category with videos)

A flag is placed on the the nominee button if the user has already voted. These will be cleared from the enitre app at midnight every day. Note the tool tip at upper right has reflected the change.

#### Initiate vote pop-up (if vote already recorded)

Sec. 3	BEST VIDEO	1/5
	<ul> <li>Watch the nominated video</li> <li>You've selected the Christine Aguilara video "Your Body". Press OK to watch the video, or press LEFT to go back.</li> <li>We've counted your vote for this category today. If you'd like to vote again in this category, feel free to come back tomorrow.</li> </ul>	
	< Watch video	
	a main naco	

If the user presses OK on a nominee button in a video category that has already been voted on they will be prompted to watch the video only. A 'Vote now" button will be returned to the prompt when the app is reset at midnight.

#### Category screen (no videos)

4

5



#### Initiate vote pop-up

You've selected the Christine Aguilara video "Your Body". Cast your vote now for this nominee or press LEFT to go back. 1 vote is allowed per day in a category. Vote now	AWARDS	NEXT BIG THING Cast you vote	
		Cast your vote now for this nominee or press LEFT to go back.	
Sade Suede The Libertines Tom Jones			

If the user presses the nomination button that is not associated with a video a pop-up will appear confirming their vote. A vote confirmation pop-up is shown after this (see yellow number 9 on page 15).

4

9



## Note that the focus now encompases the entire group of nominees (multiple cells have now been merged into a single interactive cell), which will persist until midnight when voting opens again.

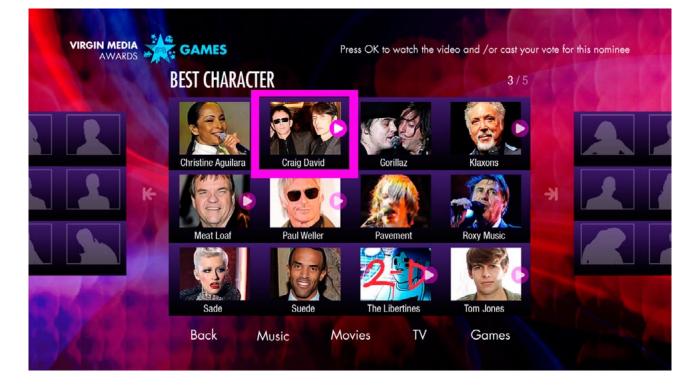
NEXT BIG THING 3/	5
Thanks for voting!	
You've selected the Christine Aguilara video "Your Body". You've already cast your vote for this category today.	
1 vote is allowed per day in a category. Feel free to come back tomorrow if you want to vote again!	
< Continue	

Vote confirmation pop-up (no video)

If the user presses OK the nomination button group that is not associated with a video and they've already voted a pop-up will appear confirming they've already voted.

4





#### Category screen (mix of video and non-video nominees)

#### 10 **BEST CONSOLE GAME** VIRGIN MEDIA Mass Effect 3 87% **Borderlands** 2 8% Forza Horizon 6% GAMES XCOM 1% Dishonored 3% watch this now FIFA 13 1% Hitman Absolution 1% Halo 4 2% Black Ops 2 2% NFS Most Wanted 2% Far Cry 3 2% Assassin's Creed 3 2%

List Screen (Live Results, video, after vote)

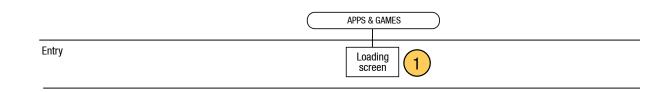
Note the tool tip no longer refers to voting. An OK or RIGHT press will play the video.

#### List Screen (Live Results, no video, after vote)

AWARDS	BEST CONSOLE GAME	- 100	
	< Mass Effect 3	87%	>
	Borderlands 2	8%	
	Forza Horizon	6%	
GAMES	хсом	1%	
	Dishonored	3%	
	FIFA 13	1%	
	Hitman Absolution	1%	
	Halo 4	2%	
	Black Ops 2	2%	
	NFS Most Wanted	2%	
	Far Cry 3	2%	
	Assassin's Creed 3	2%	

Note there is no tool tip or RIGHT button hint, as the results are no longer linked after a vote.

#### 2. Votes Closed Phase (8 Feb - 13 Feb 2013)

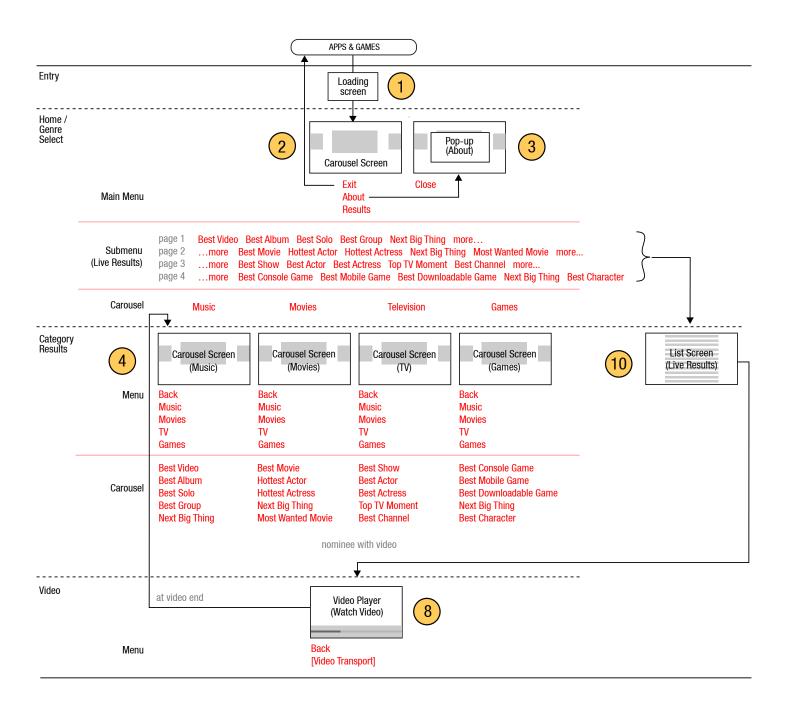


#### Loading screen



Loading screen is updated, anouncing that the votes have been closed. An OK press exits the app and returns the user to the Apps & Games grid.

#### 3. Results Phase (13 Feb - ? 2013)

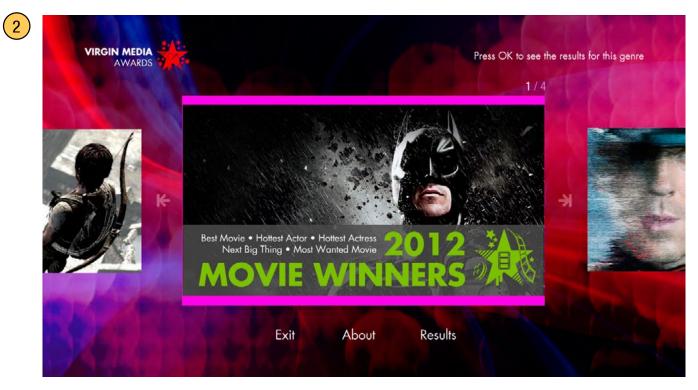


#### Loading screen

1



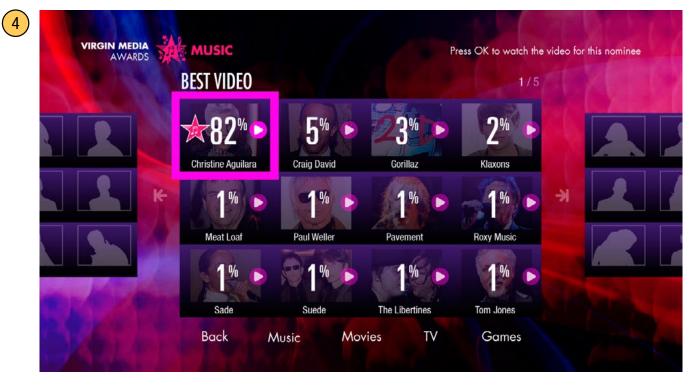
Loading screen is updated, anouncing that the final results have been tallied.



#### Home screen

Home screen carousel now links to results. The menu button that used to read "Live Results" has now been changed to simply "Results".

#### **Category screen**



Once the results are tallied they will be displayed on the category carousel. Categories that have videos will link to the video screen. Nominees are displayed with the highest votes shown first in the upper left to the lowest votes shown last on the lower right.

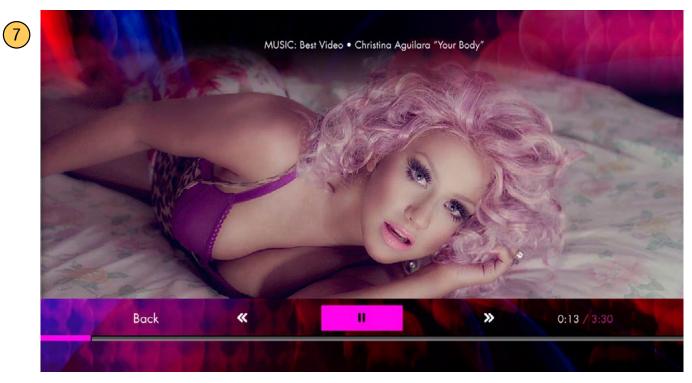


Categories that have no videos will now be merged as a single interactive cell (since the individual cells no longer have any separate functions once the voting is closed). There is no tool tip in this case (pressing OK does nothing).

#### **Category screen**



#### **Video Player**



Note the player no longer has a vote now button. The time stamp has moved from the upper third and now occupies the space where the link button used to be.



There is also no more persistent green button hint.

These List Screens are the same as page 20.

#### List Screen (Results with video)

VIRGIN MEDIA AWARDS	BEST CONSOLE GAME	
*	Mass Effect 3	87%
50 FR	Borderlands 2	8%
	Forza Horizon	6%
GAMES	хсом	1%
Notes and No. 1.	< Dishonored	3% watch this now >
	FIFA 13	1%
a state of the second sec	Hitman Absolution	1%
	Halo 4	2%
	Black Ops 2	2%
	NFS Most Wanted	2%
	Far Cry 3	2%
Red Land	Assassin's Creed 3	2%

An OK or RIGHT press will play the video.

#### List Screen (Results, no video)

AWARDS	BEST CONSOLE GAME		
	< Mass Effect 3	87%	>
	Borderlands 2	8%	
	Forza Horizon	6%	
GAMES	хсом	1%	
	Dishonored	3%	
	FIFA 13	1%	
	Hitman Absolution	1%	
	Halo 4	2%	
	Black Ops 2	2%	
	NFS Most Wanted	2%	
	Far Cry 3	2%	
	Assassin's Creed 3	2%	

Note there is no tool tip or RIGHT button hint, as the results are no longer linked after voting is closed.

Cancel Cancel         Feas OK to sart voling in the TV category         Feas OK to see the nominees for this gene Press OK to sart voling in the movies category         Feas OK to see the nominees for this gene Press OK to learn more about the awards Press OK to learn more about the awards Press OK to learn more about the awards Press OK to learn the current poll results Press OK to learn the current poll results Press OK to view the current poll results Press OK to view the current poll results Press OK to view the current movies poll results Press OK to see the runnent movies poll results Press OK to see the runnent movies poll results Press OK to view the current movies poll results Press OK to see the runnent movies poll results Press OK to see the runne	On-screen button	Tooltip when voting active	Tooltip when voting inactive	Tooltip when voting inactive
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