



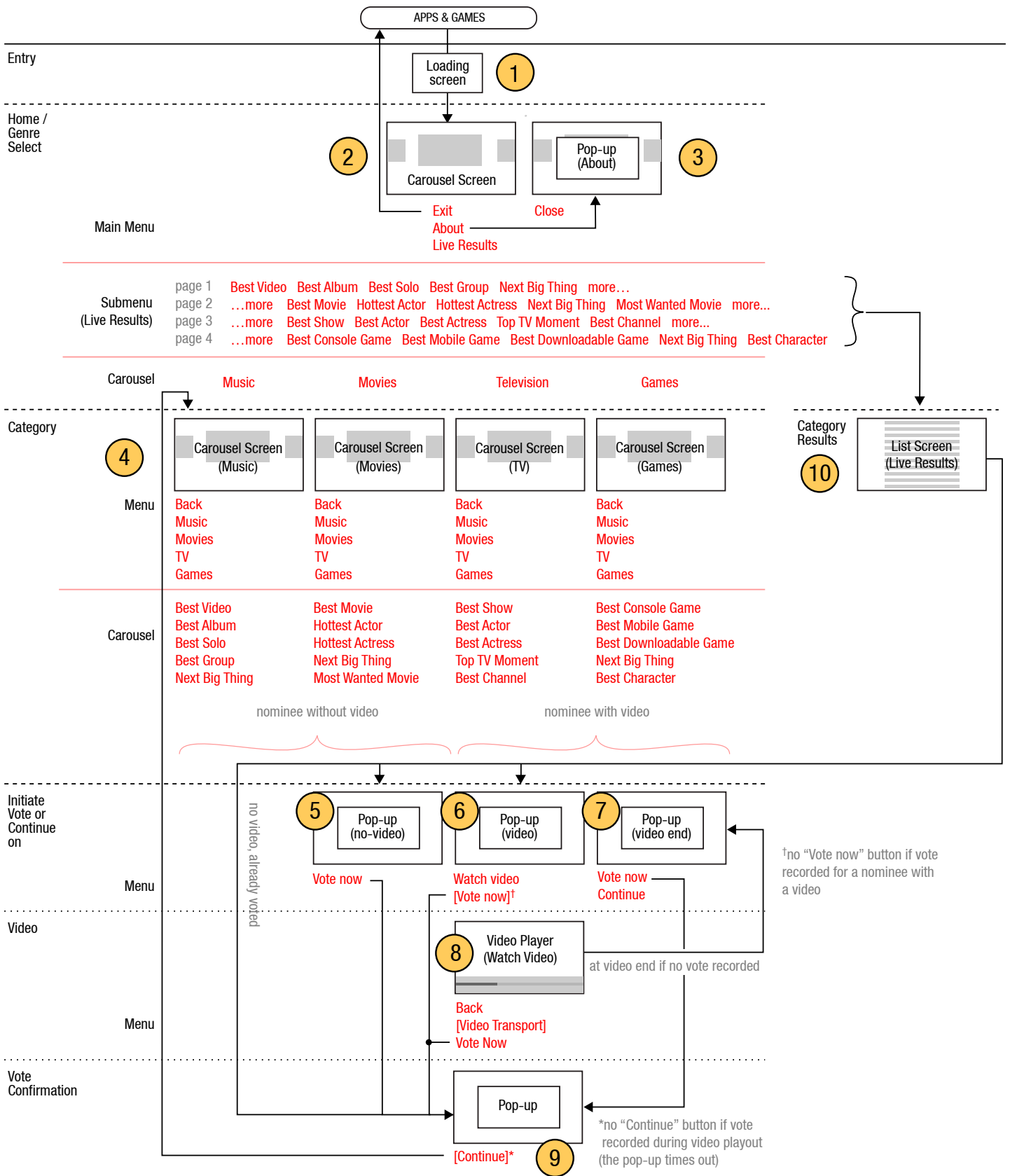
Connected TV Applications for TiVo

Virgin Media Awards

Design Outline

17 Dec 2012

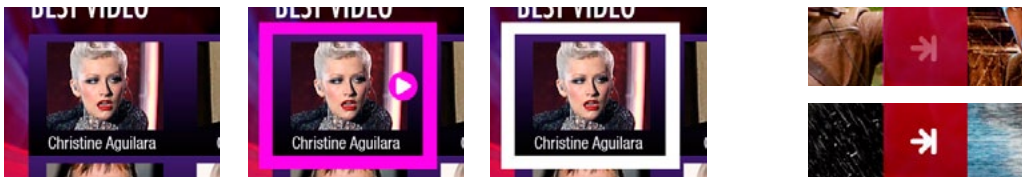
1. Voting Phase (10 Jan - 8 Feb 2013)



Button states

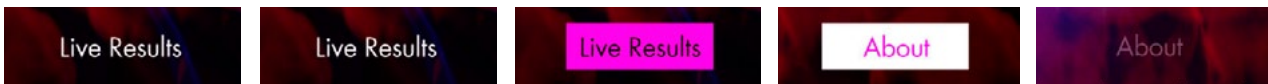


Genre carousel button states: normal, selected, and activated.










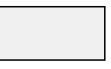
Category carousel button states: normal, selected, and activated.

Carousel button hint states: normal, activated.



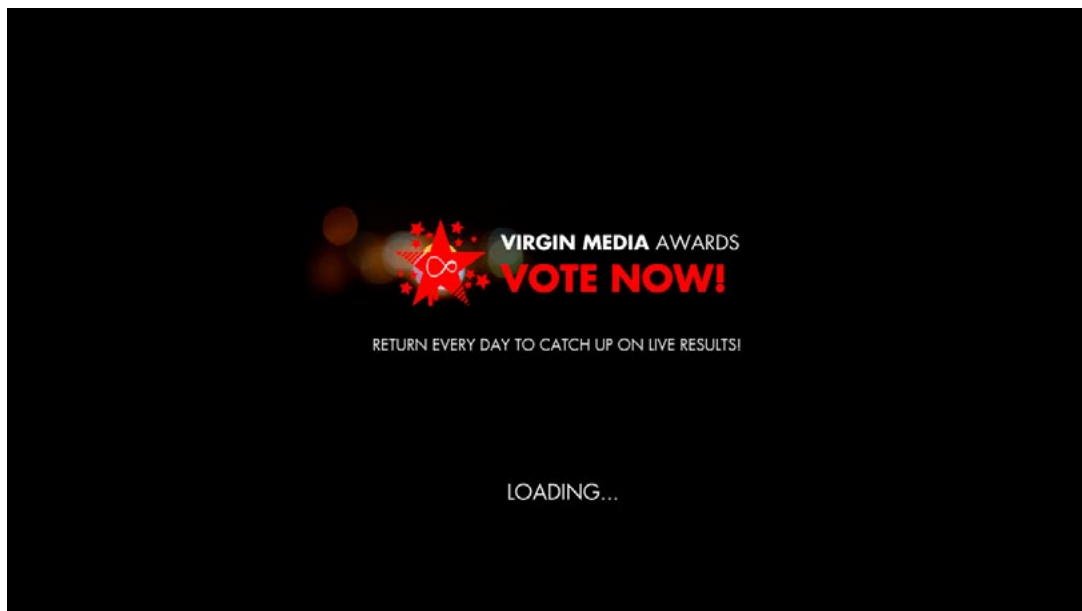
Menu button states: normal, active, selected, activated, and inactive.

Colours

	normal colour	selected colour	activated colour	inactive colour	active colour
text copy	 #F0F0F0				
text button	 #F0F0F0	 #000000	 #FF1FE3	 #652E46	 #F0F0F0
button focus	 #FF1FE3		 #F0F0F0		

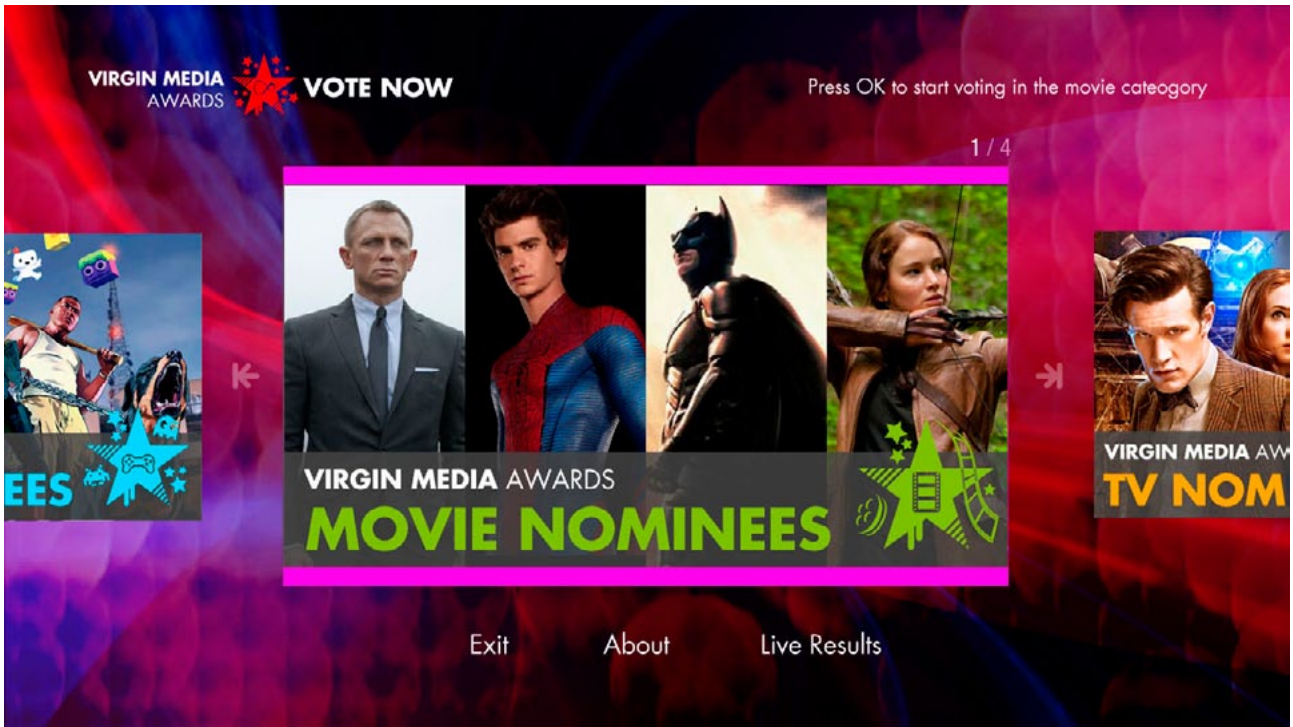
Loading screen

1

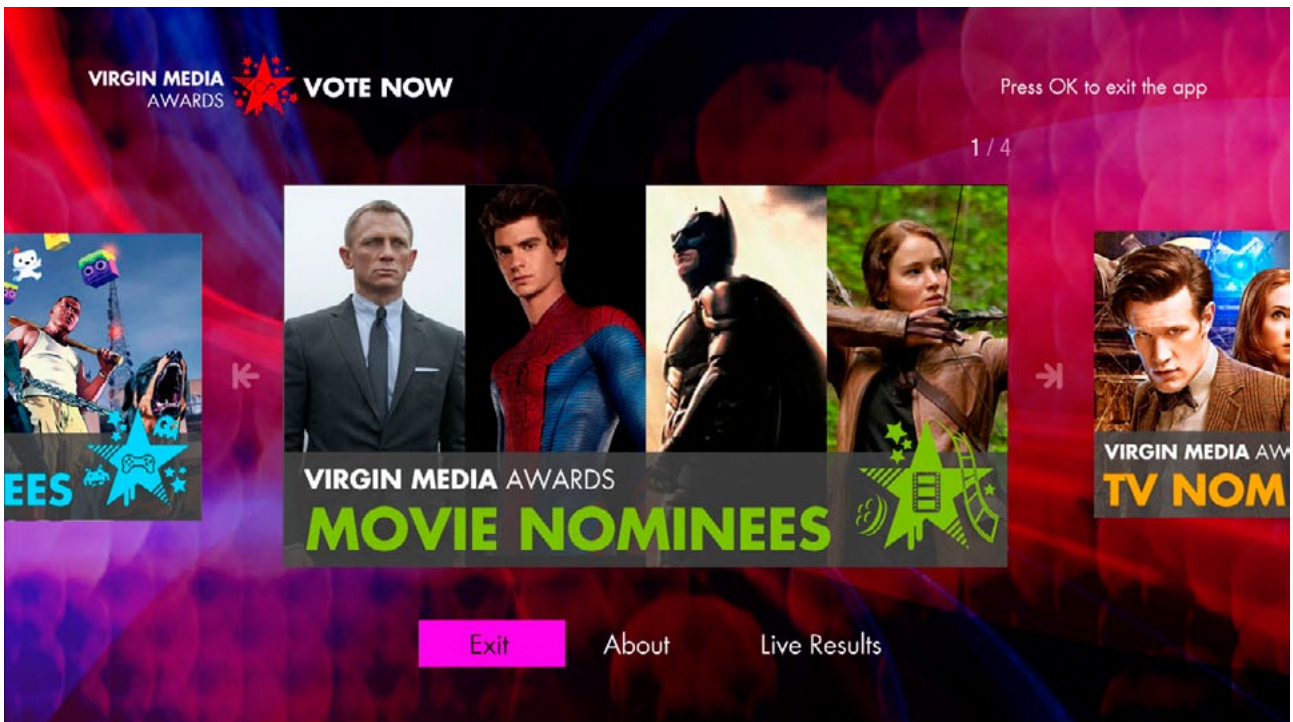


Home screen

2

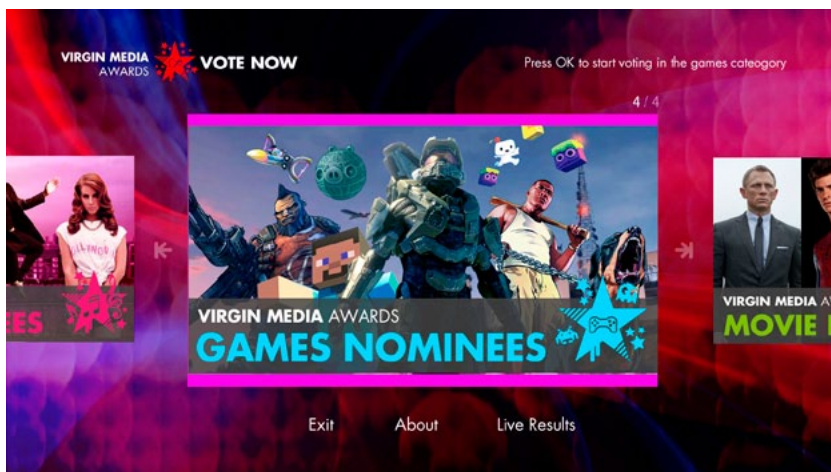
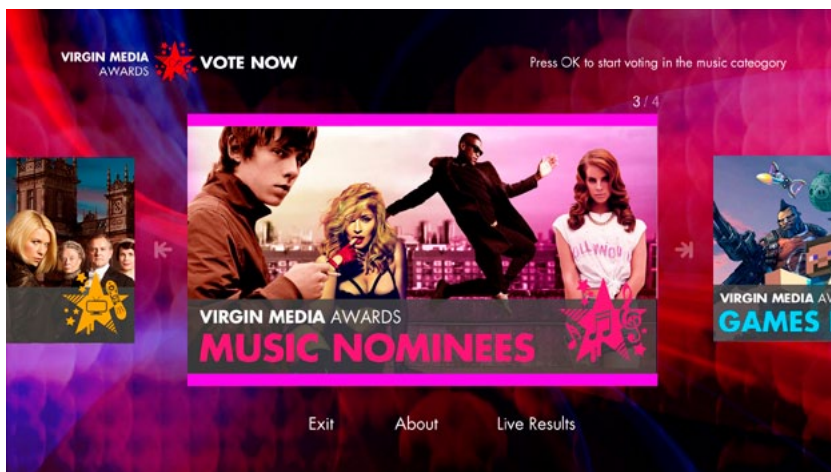
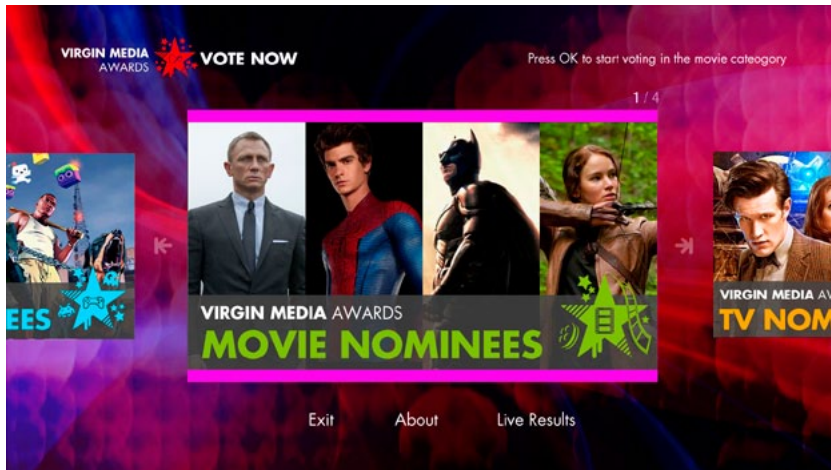


After the loading screen the user is presented with the Home screen. The focus first appears on the carousel, which has 4 large buttons (each 720 x 380 px) that display links to the 4 awards genres (music, movies, TV, games). The carousel advances automatically (about 5 seconds on each item) but can 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 randomised]



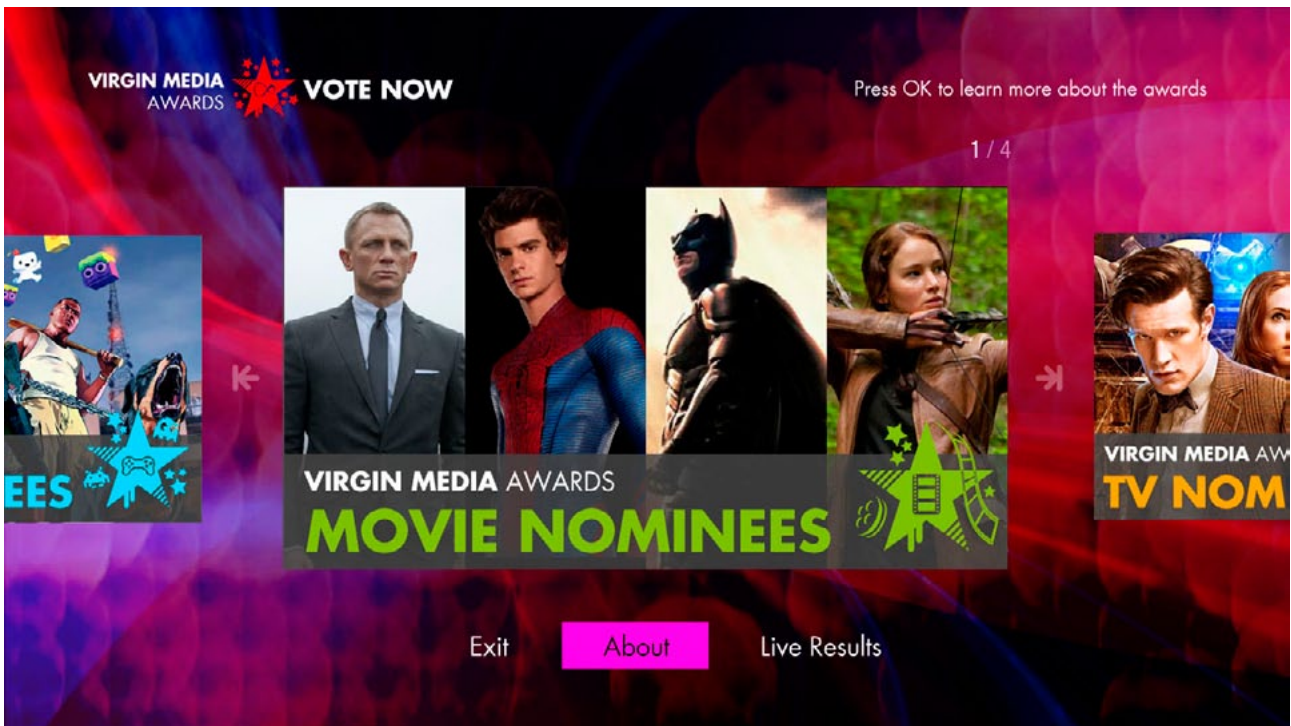
If the user presses DOWN the focus will move to the Main Menu. Note the tool tip update at the top right.

2

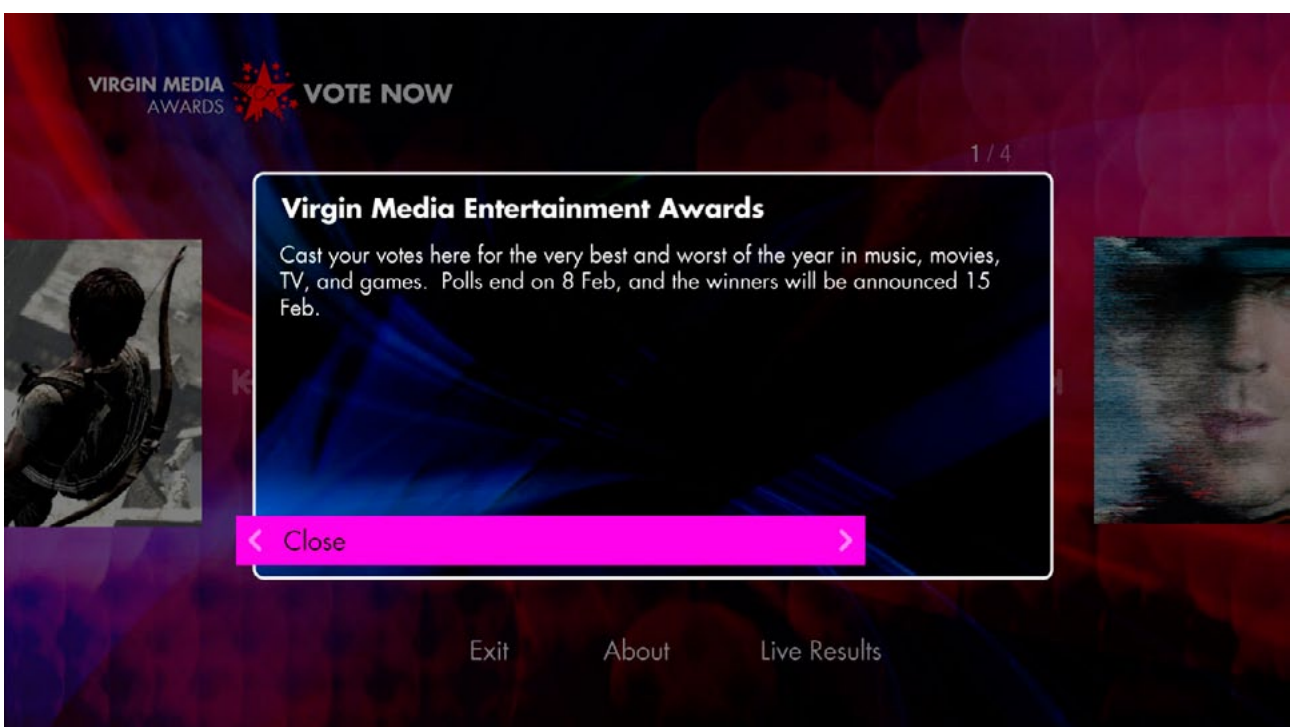


Home screen

2



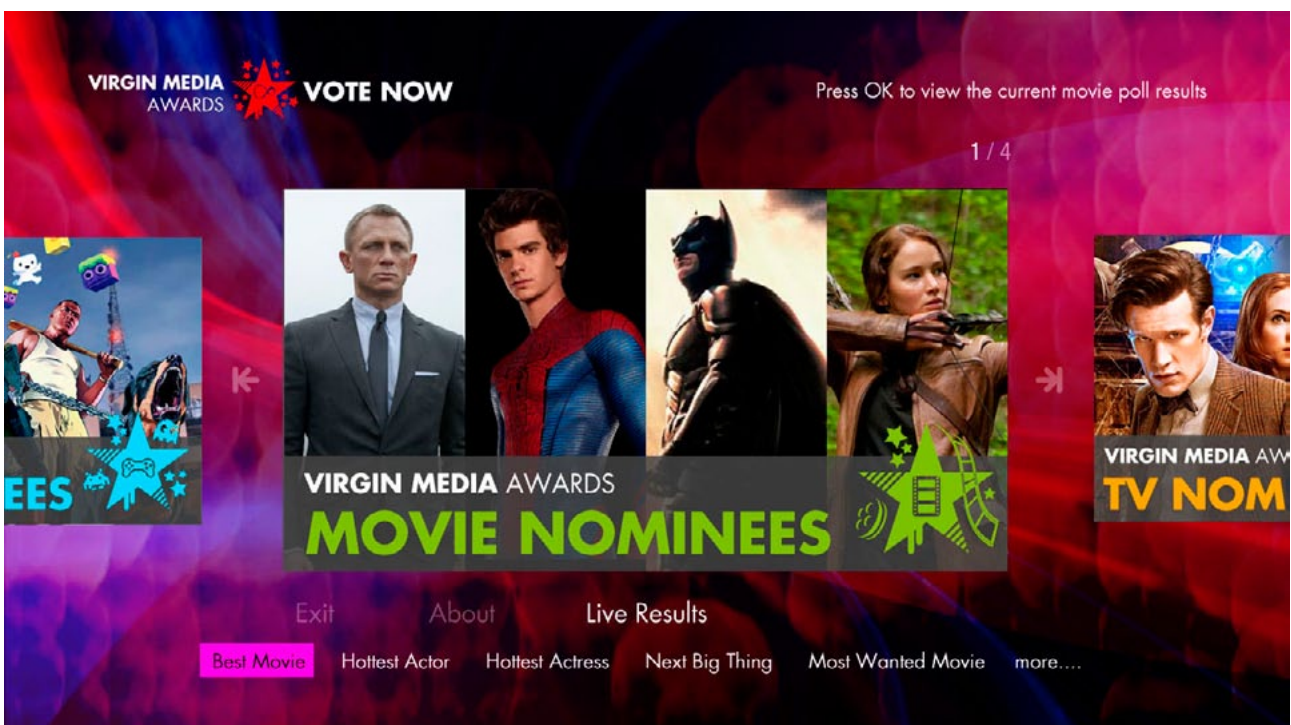
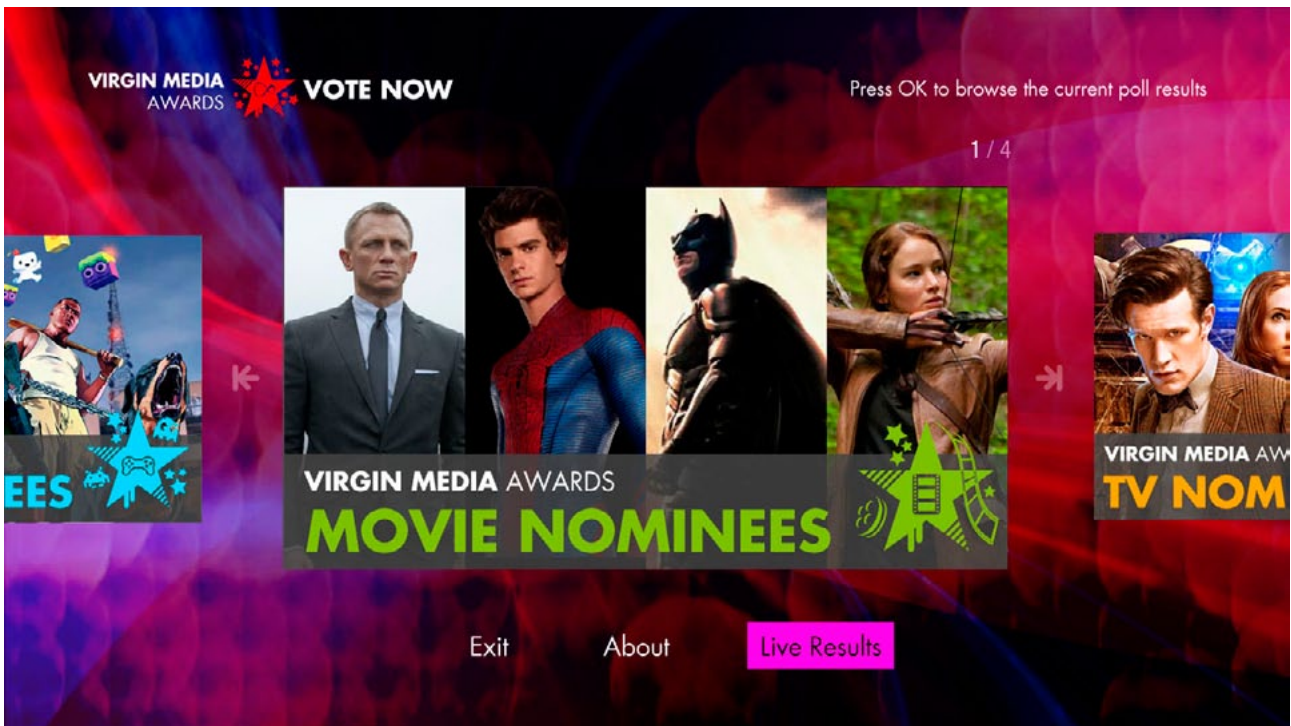
3



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]

Home screen

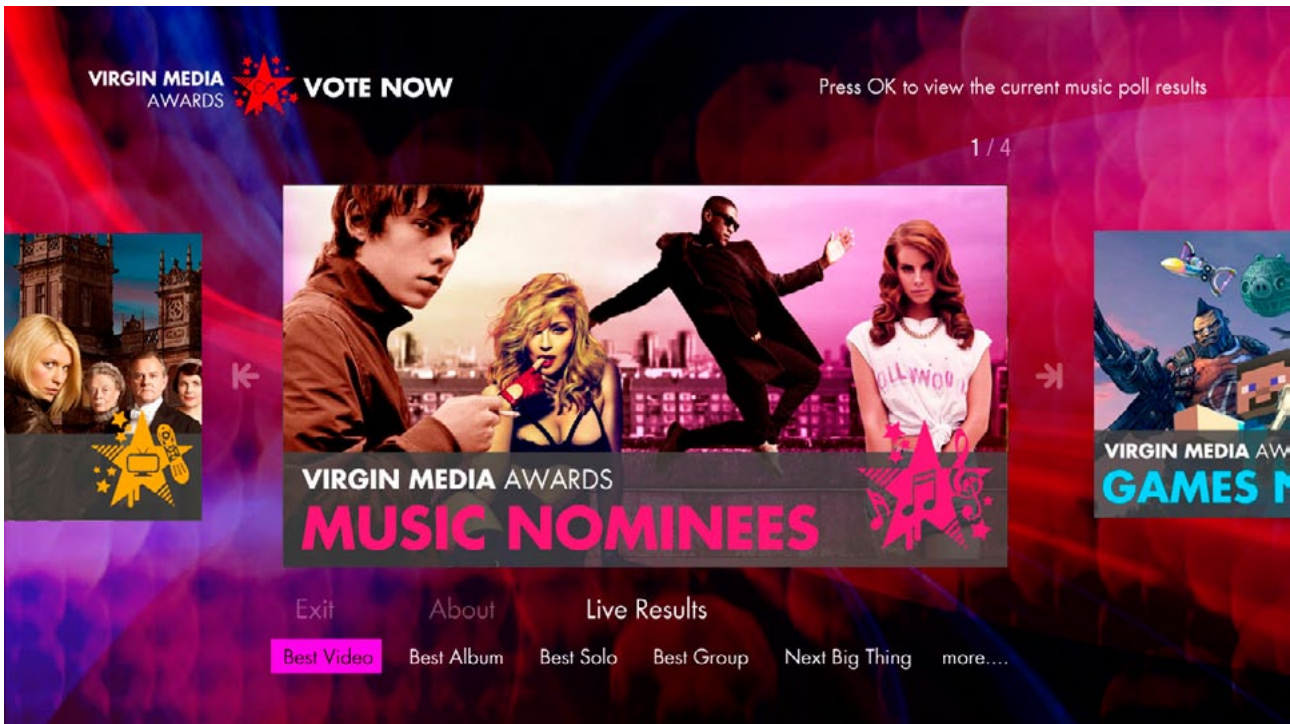
2



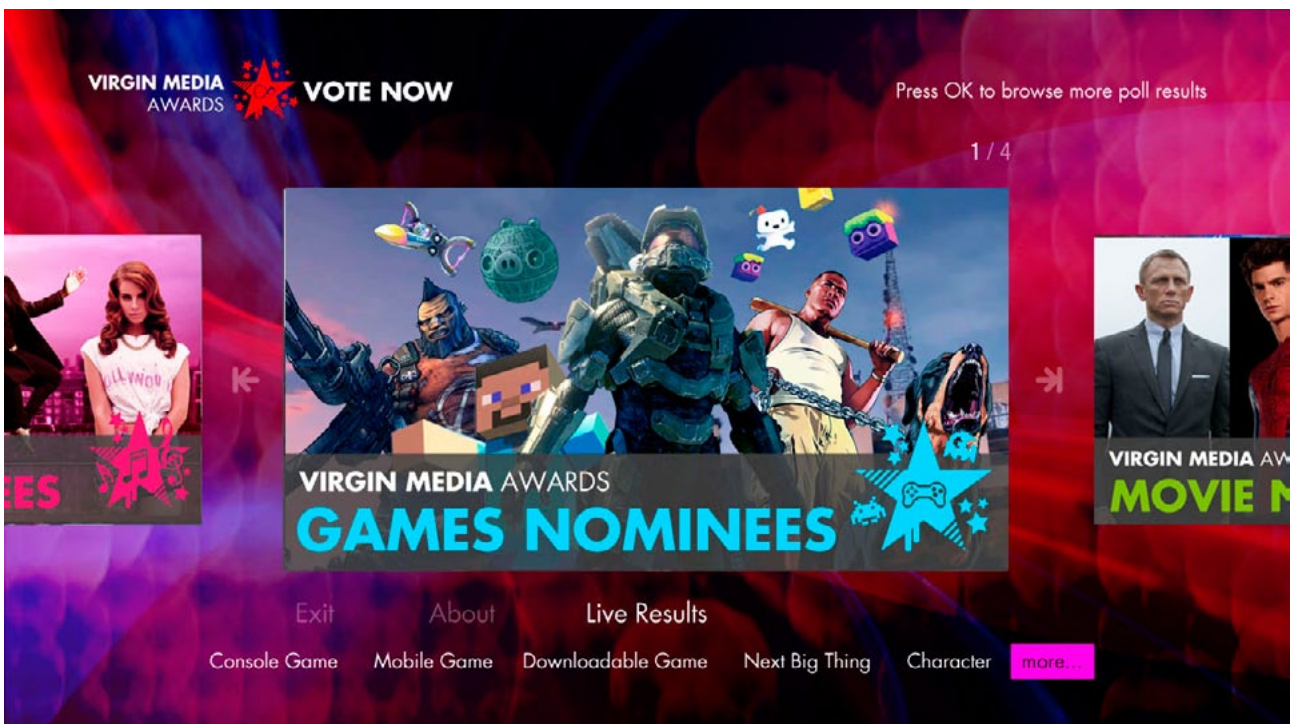
The Live Results button reveals a submenu of the award category names. The submenu displays one genre at a time (the “more...” buttons allow the user to paginate, by either pressing OK or using the right arrow). **The 5 subbuttons first shown matches the genre shown centre screen on the carousel** (eg.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

Home screen

2



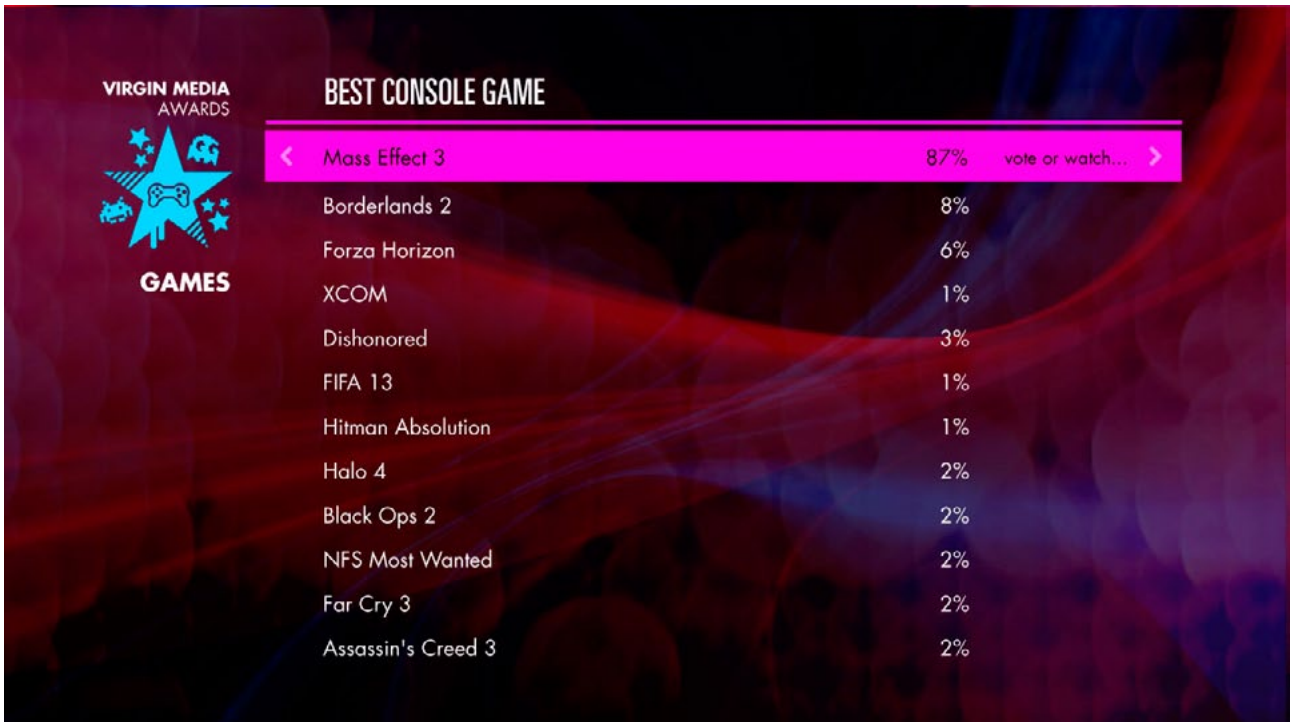
The Live Results button reveals a submenu of the award category names. The submenu displays one genre at a time (the “more...” buttons allow the user to paginate, by either pressing OK or using the right arrow).



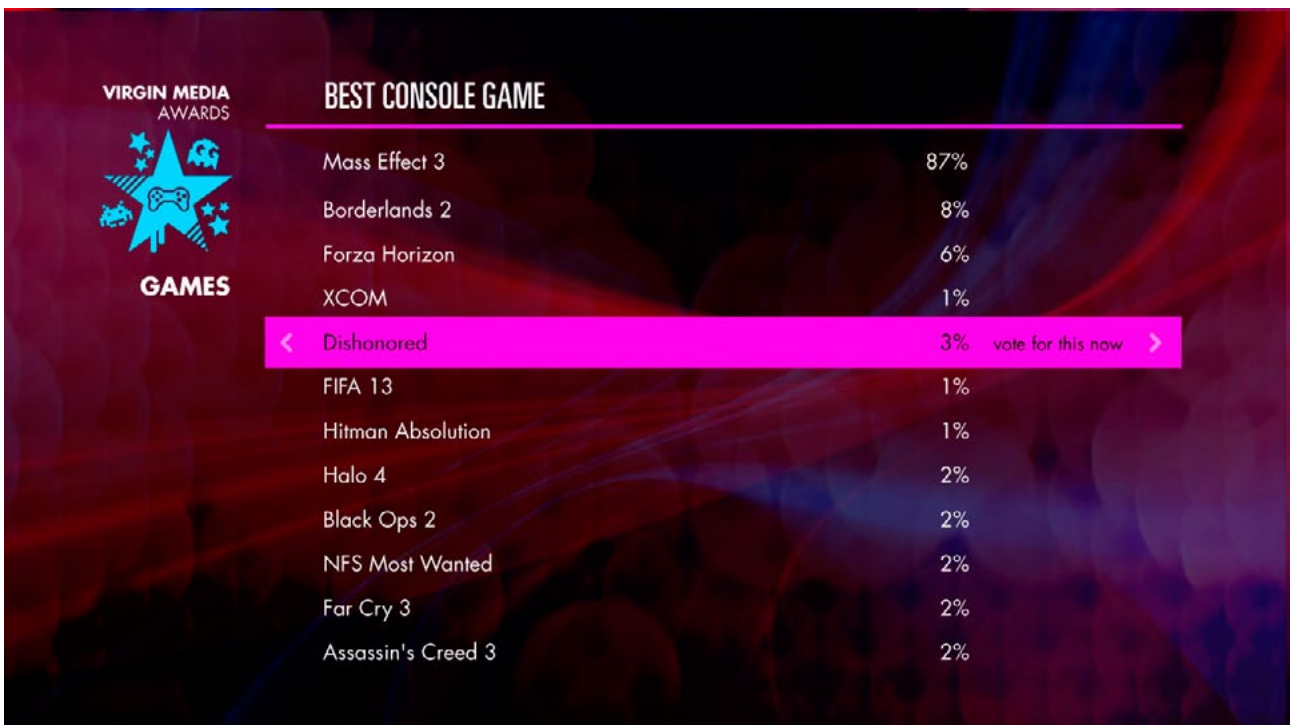
The “...more” button on the submenu allows the user to go to the previous page of subbuttons (both an OK press and a LEFT arrow press do this action).

List Screen (Live Results)

10



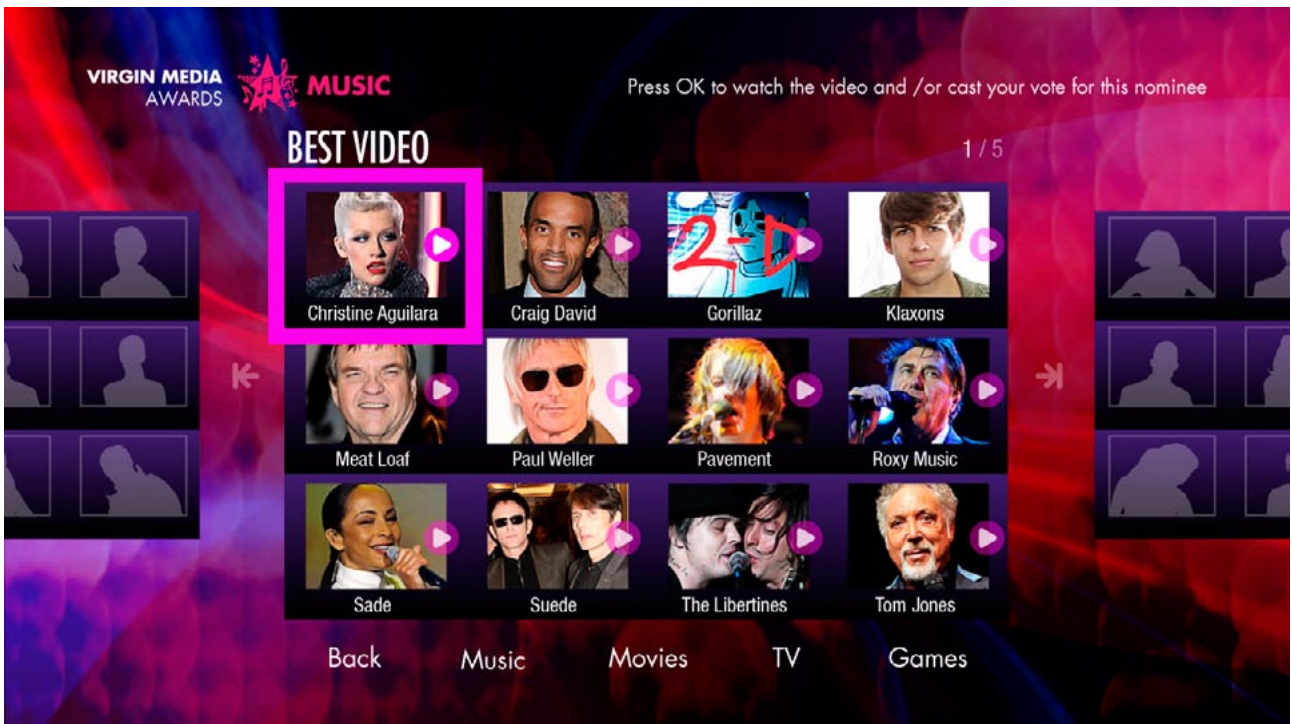
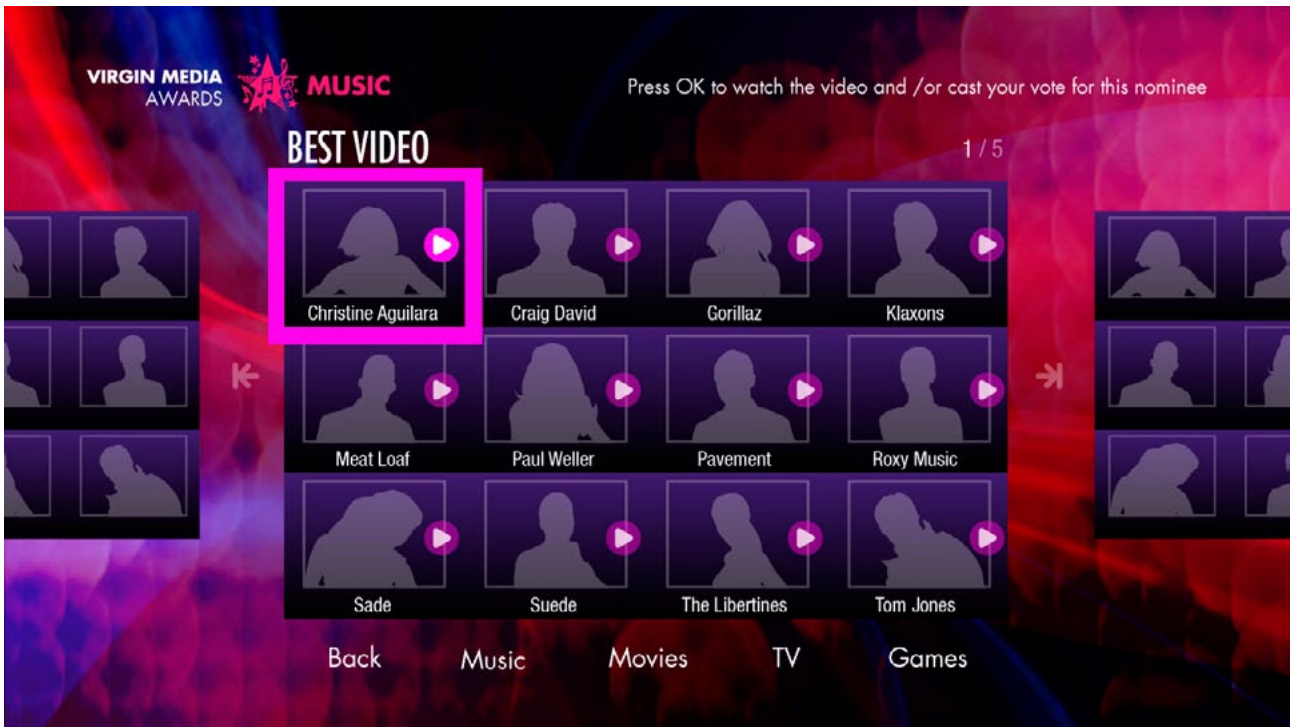
LEFT goes back to the Home Screen, an OK or RIGHT press will continue on to the voting prompt pop-up (see yellow number 6 on page 12).



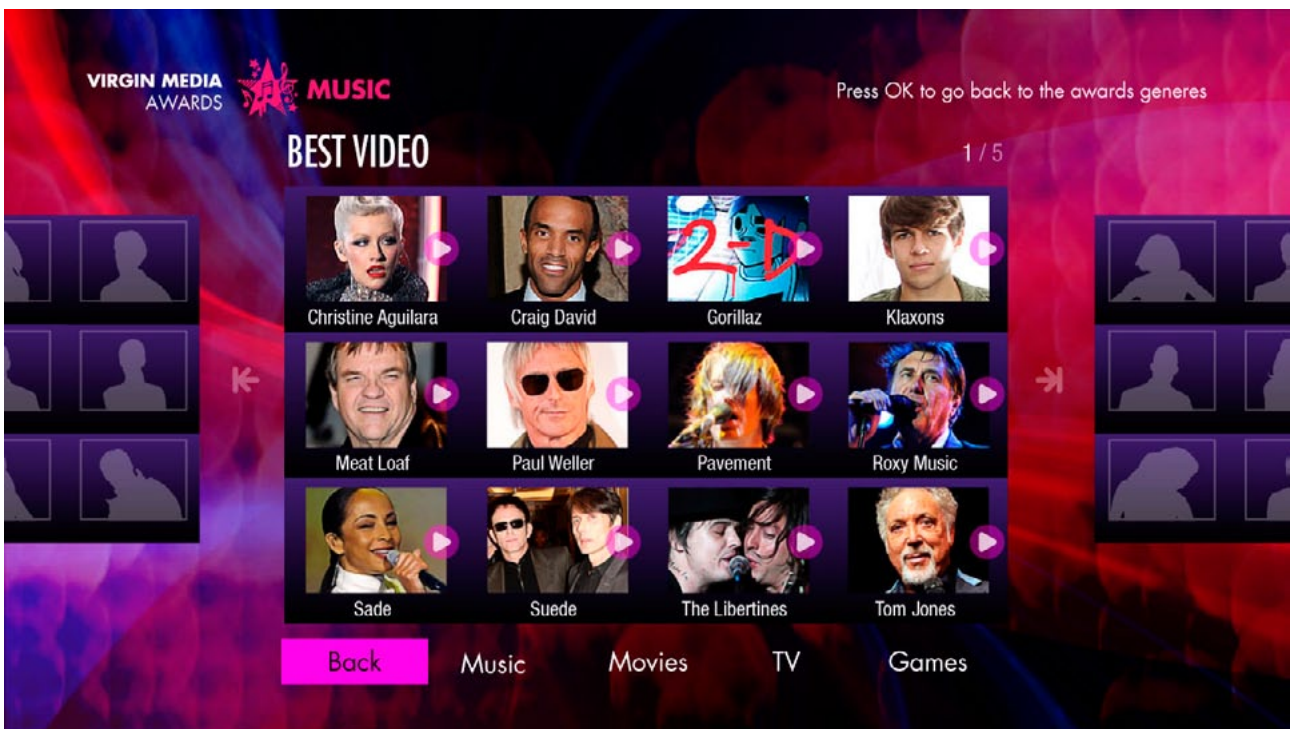
If there is no video, an OK or RIGHT press allows the user to vote.

Category screen

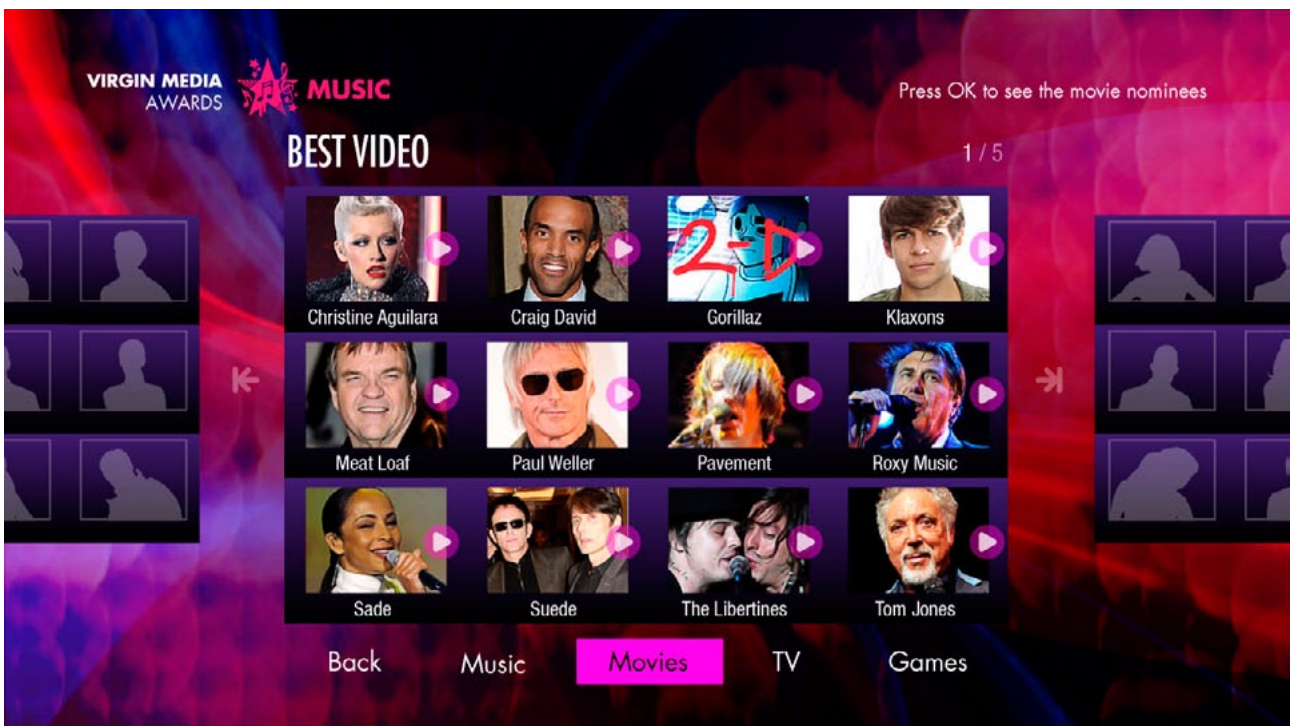
4



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 immediately play the video.



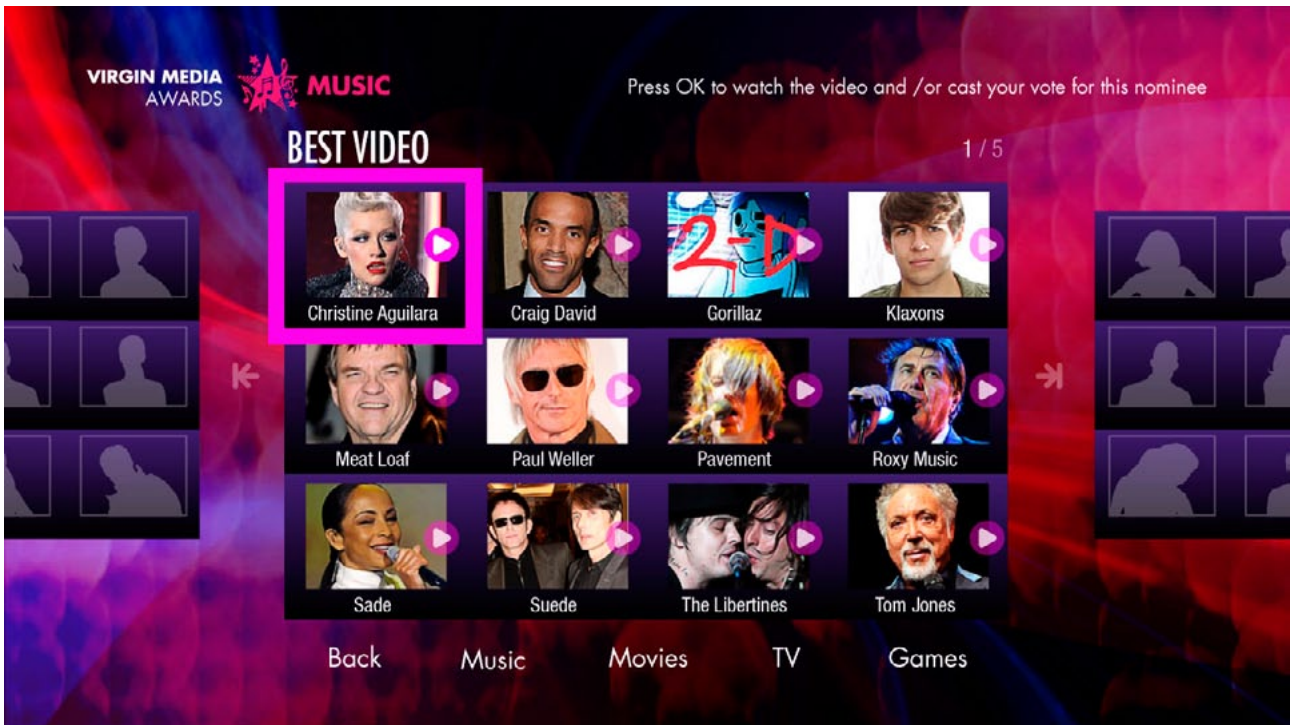
The back button returns the user to the Home screen.



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

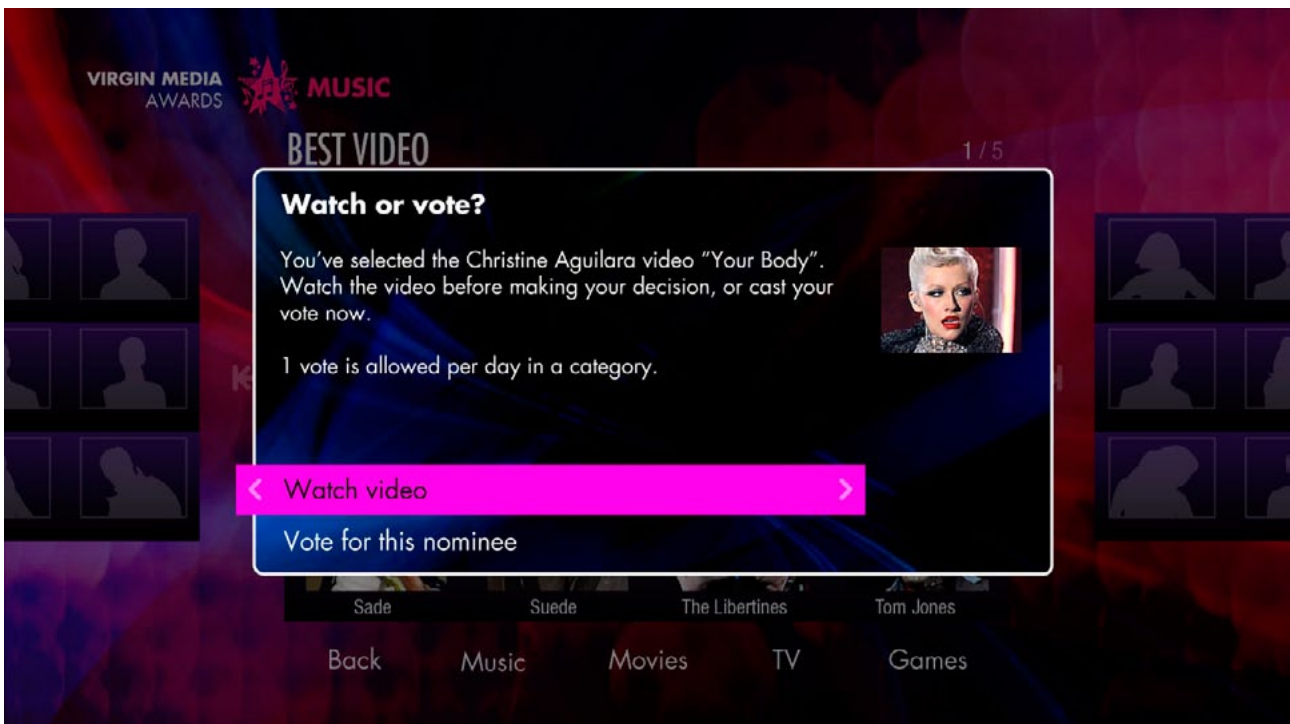
Category screen

4



Initiate vote pop-up (before video)

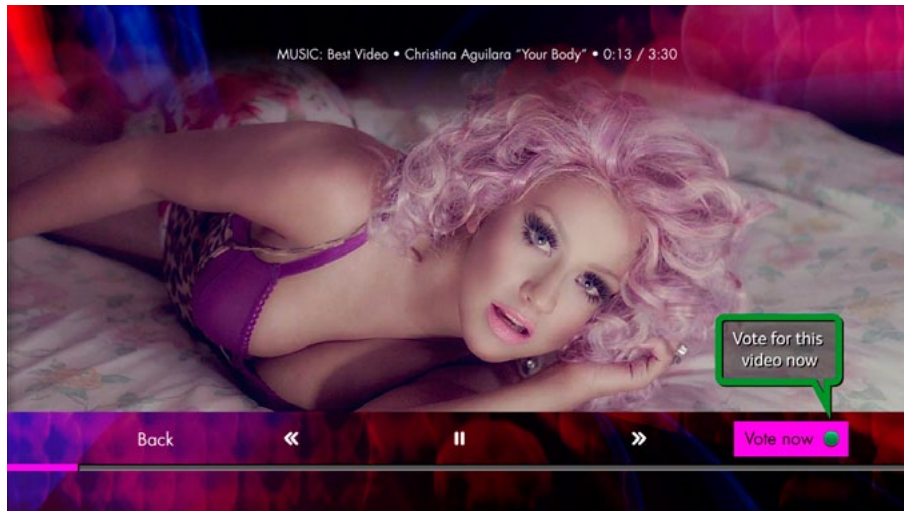
6



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

8



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 payout. 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.

Initiate vote pop-up (end of video prompt)

7



At the end of the video asset this pop-up will 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)

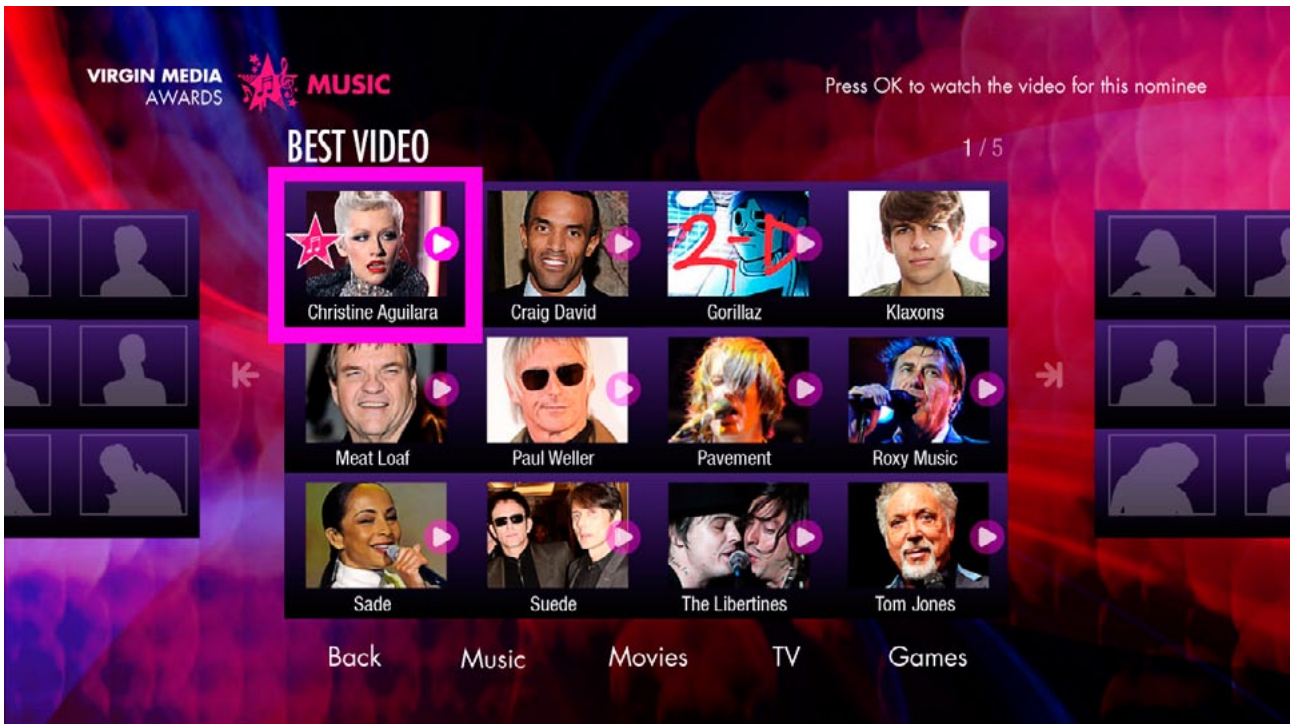
9



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

Category Screen (after vote, category with videos)

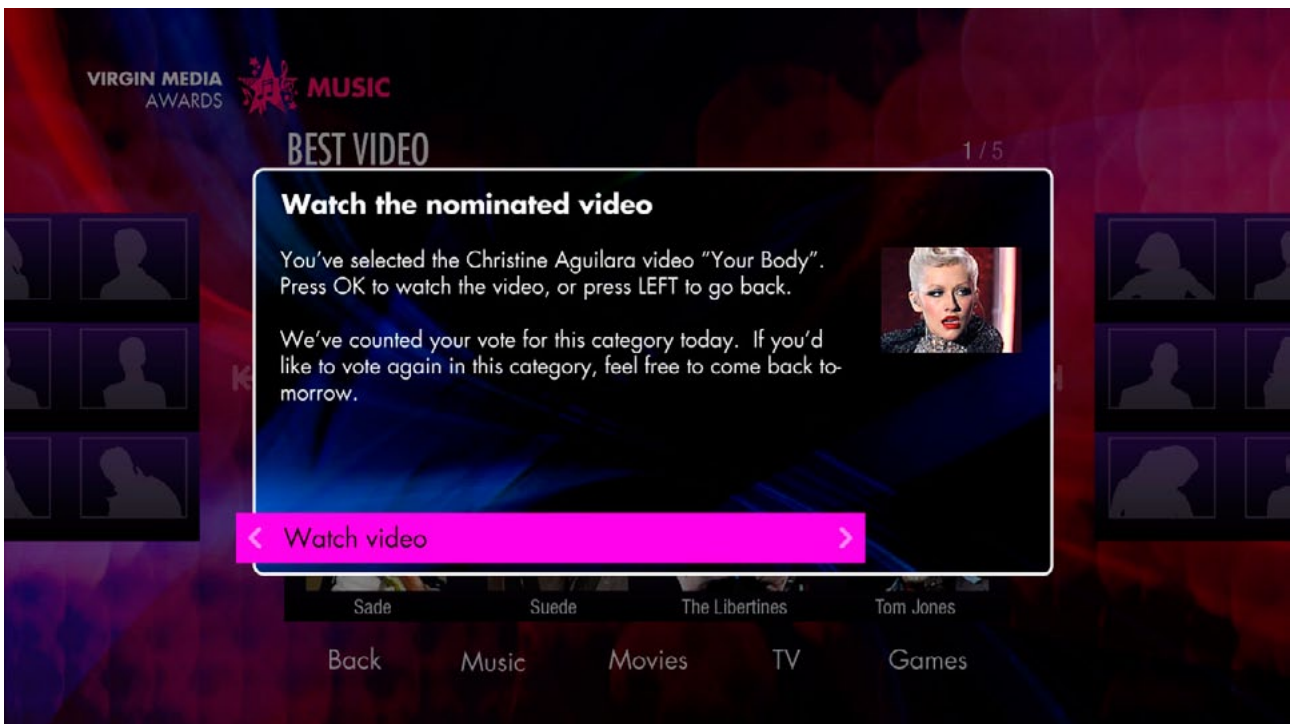
4



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

Initiate vote pop-up (if vote already recorded)

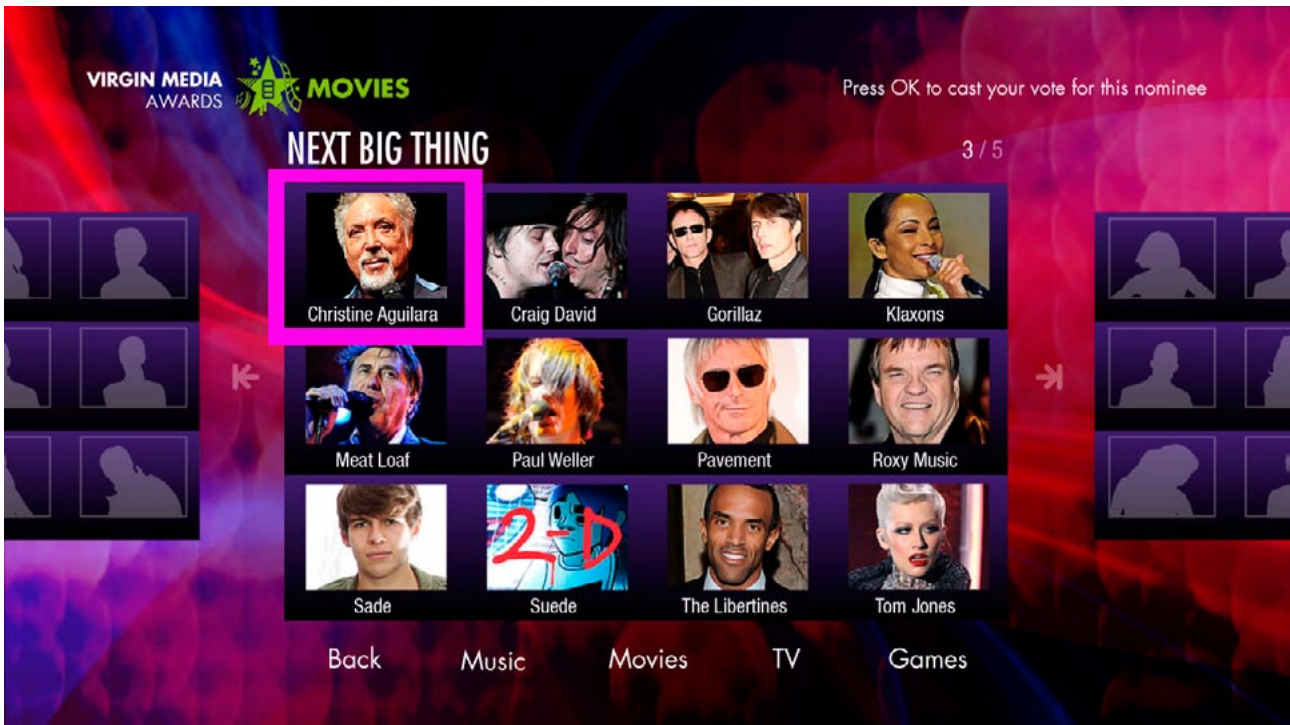
6



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.

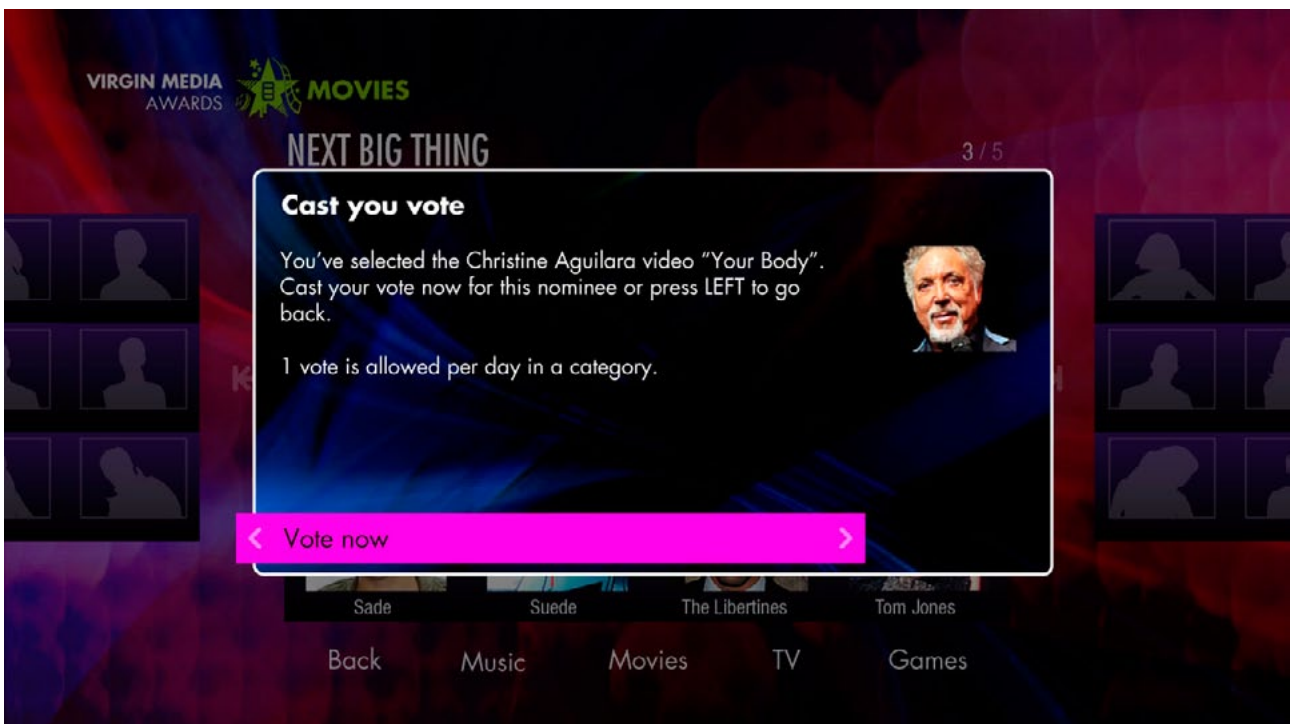
Category screen (no videos)

4



Initiate vote pop-up

5



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).

Category screen (category with no videos, after vote)

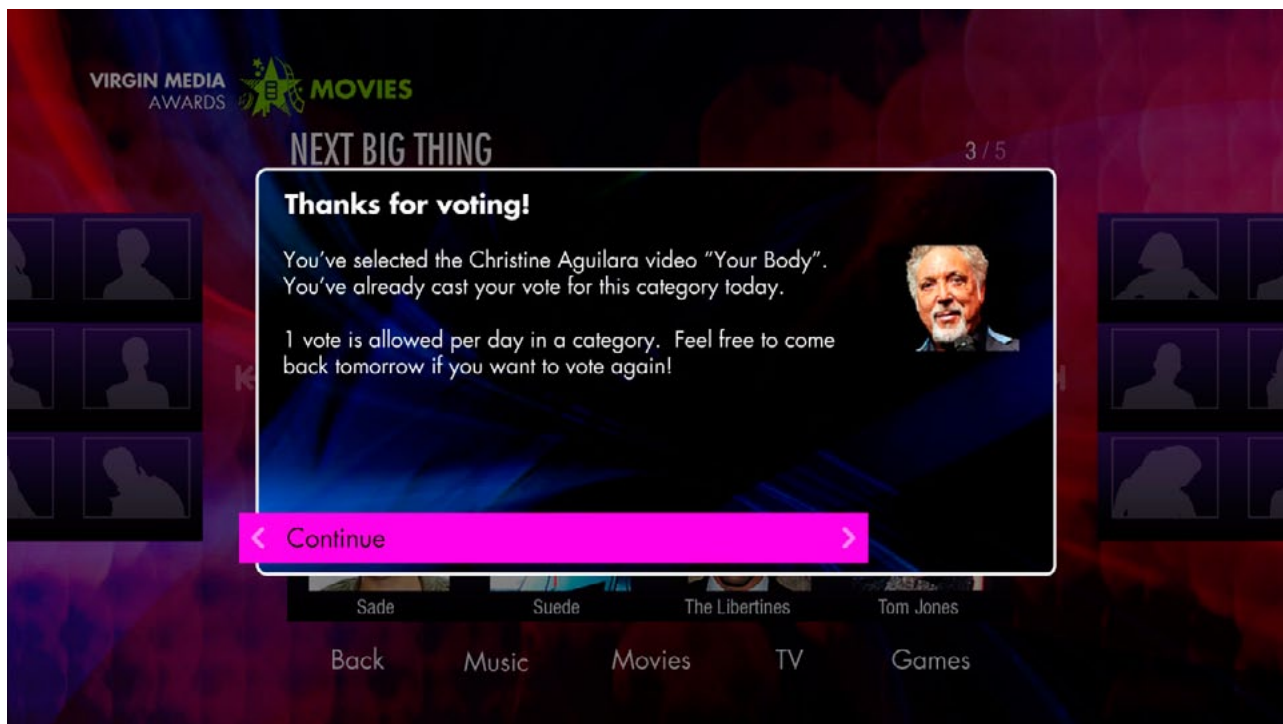
4



Note that the focus now encompasses 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.

Vote confirmation pop-up (no video)

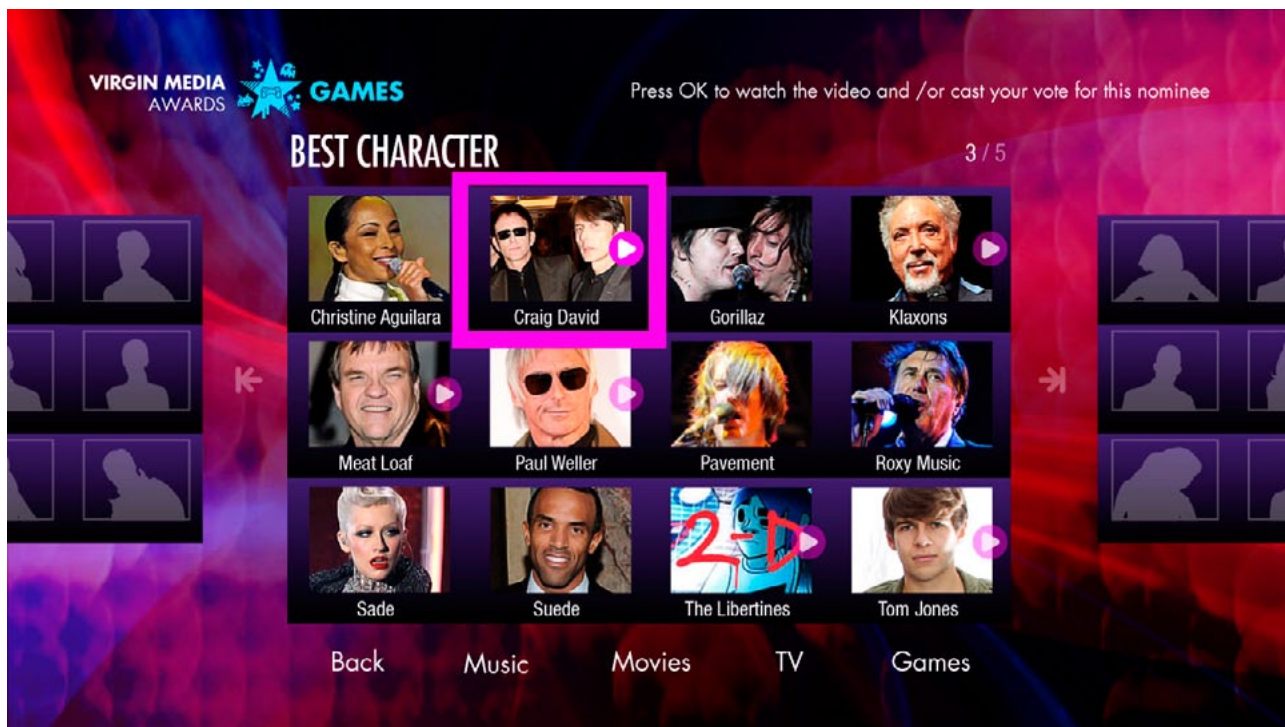
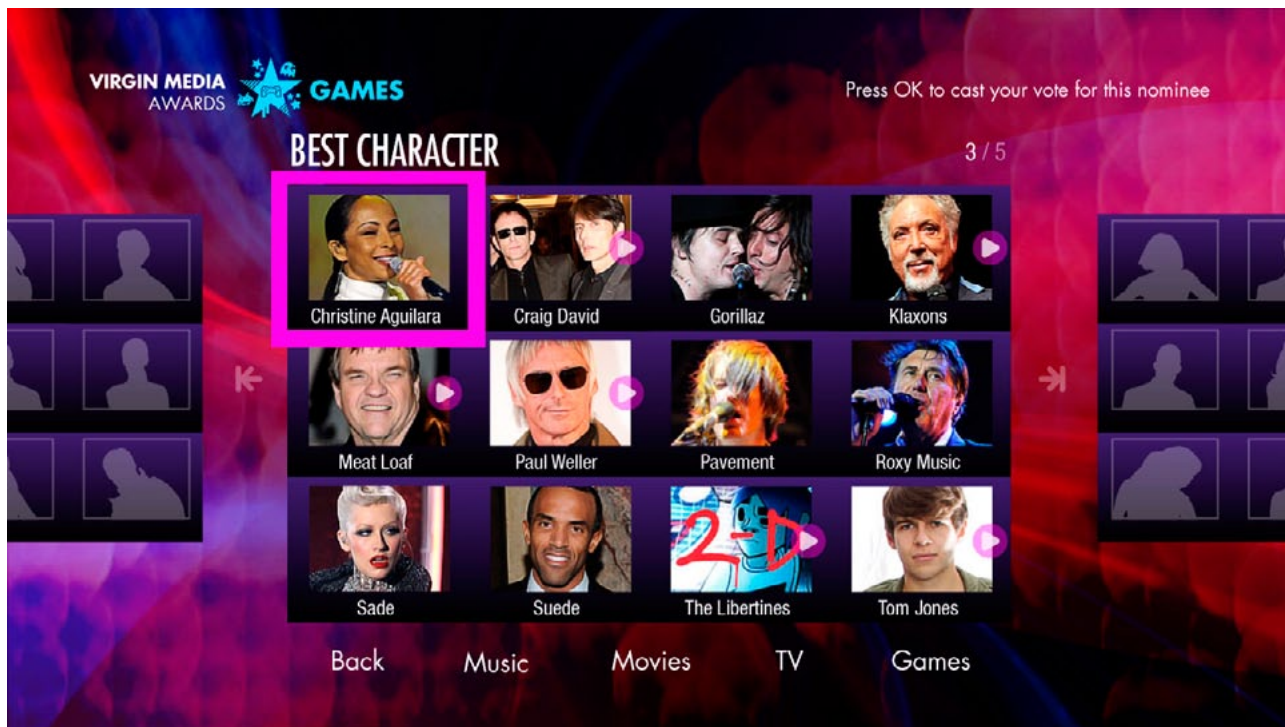
9



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.

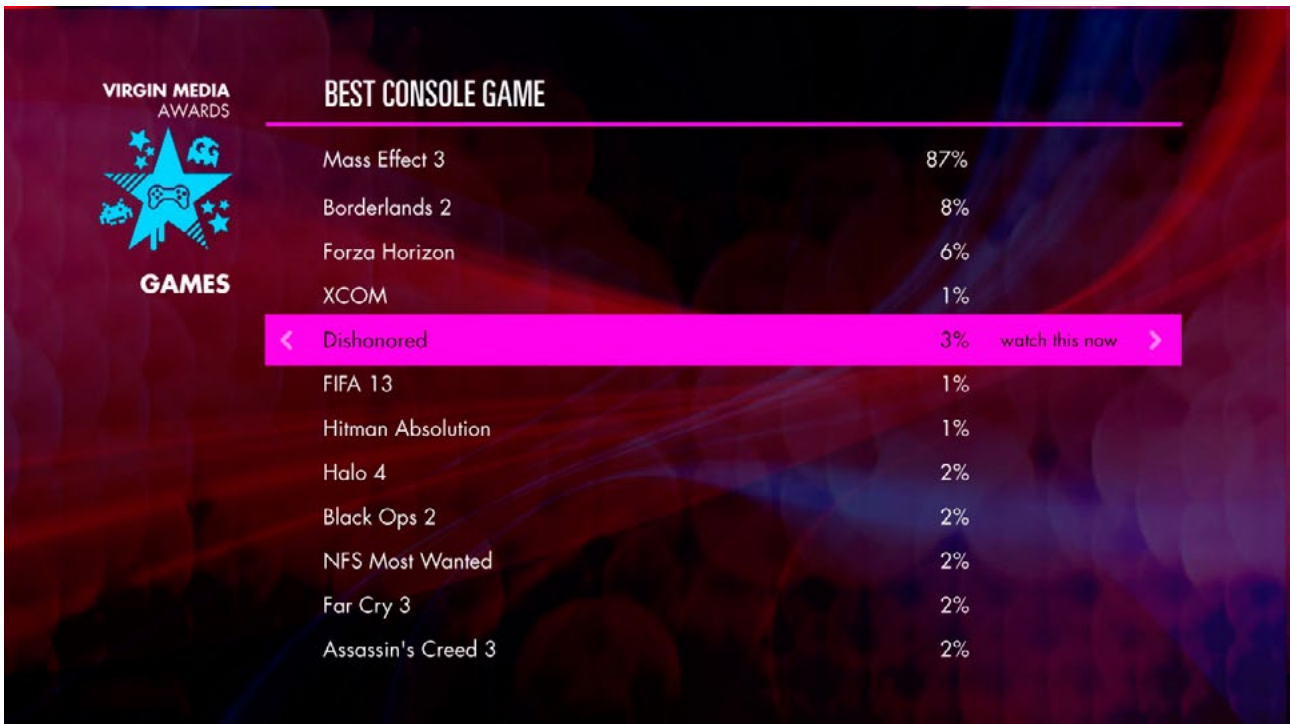
Category screen (mix of video and non-video nominees)

4



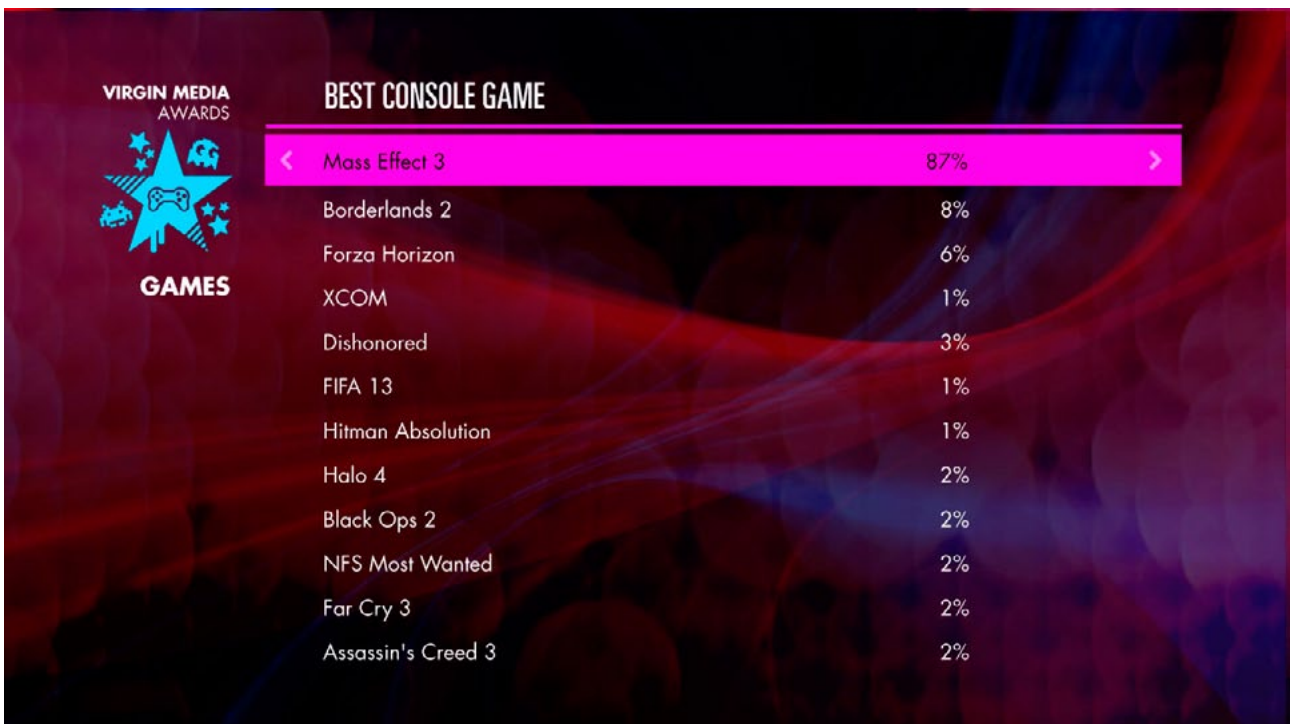
List Screen (Live Results, video, after vote)

10



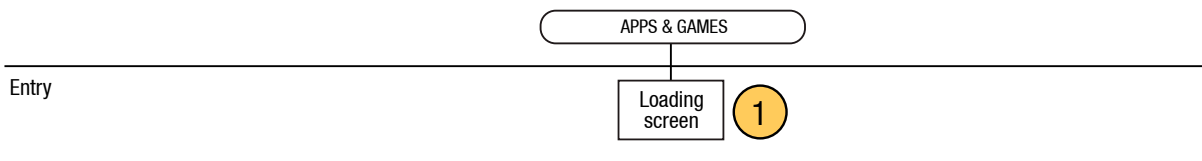
Note the tool tip no longer refers to voting. An OK or RIGHT press will play the video.

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



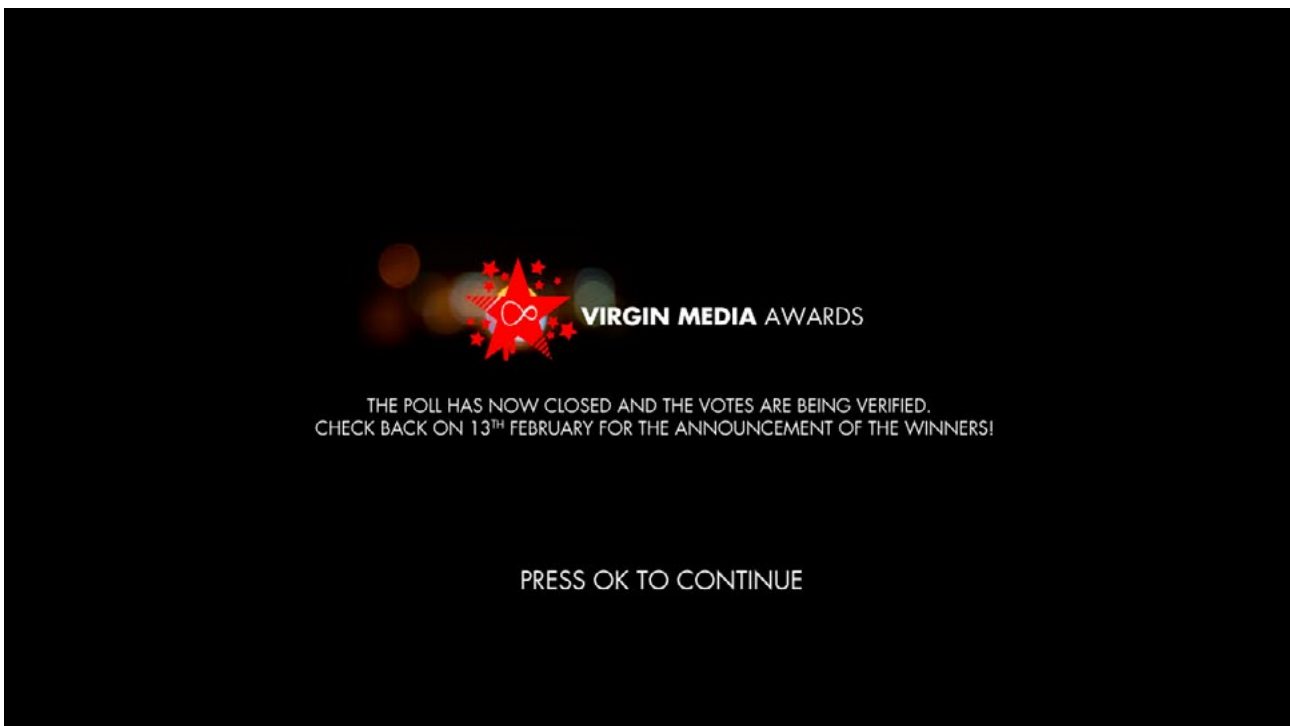
Note there is no tool tip or RIGHT button hint, as the results are no longer linked after a vote.

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



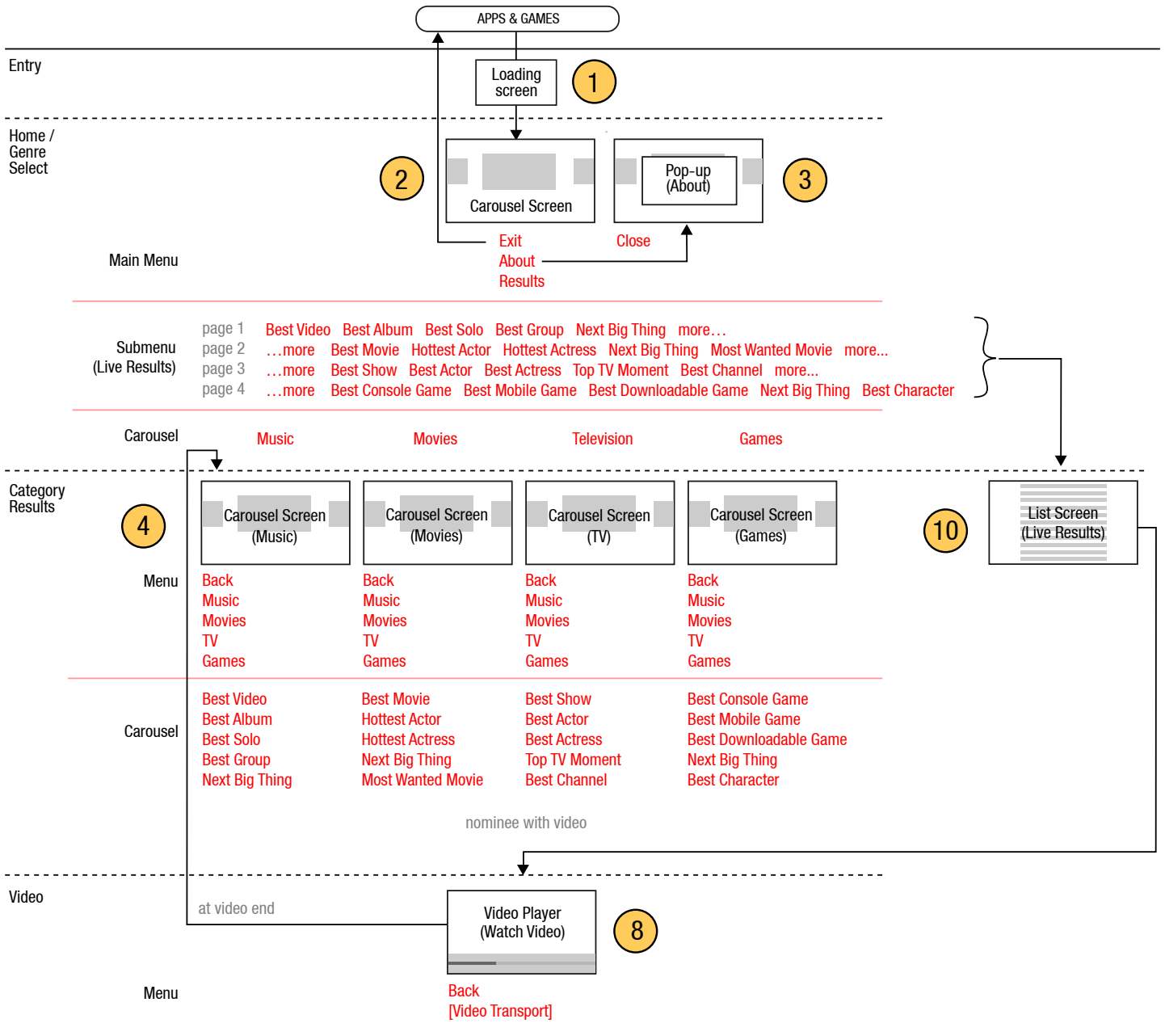
Loading screen

1



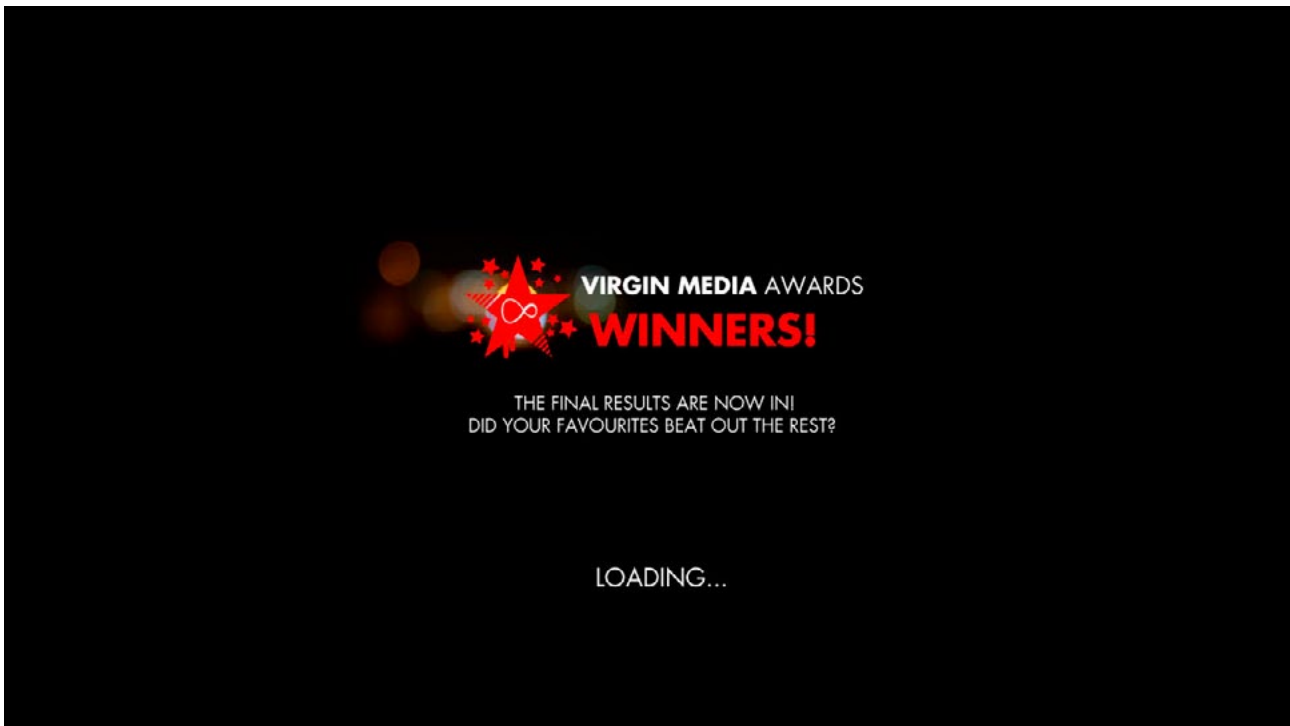
Loading screen is updated, announcing that the votes have been closed. An OK press exits the app and returns the user to the Apps & Games grid.

3. Results Phase (13 Feb - ? 2013)



Loading screen

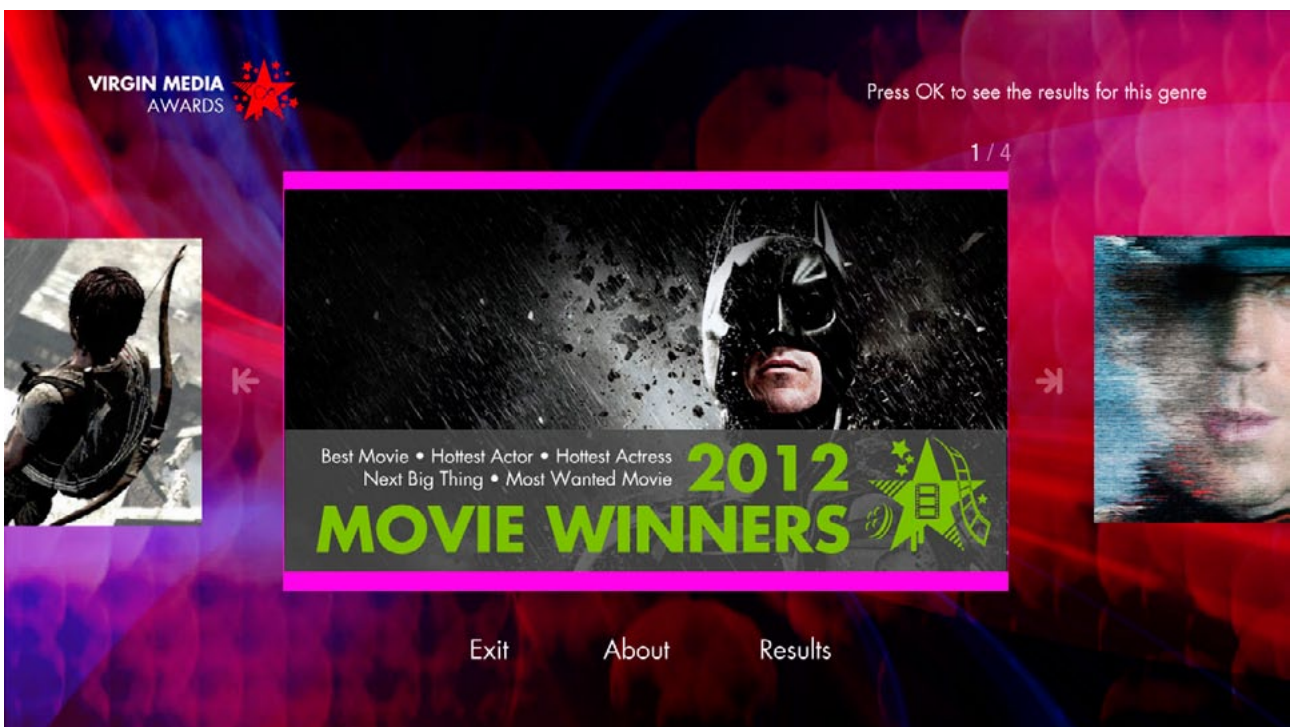
1



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

Home screen

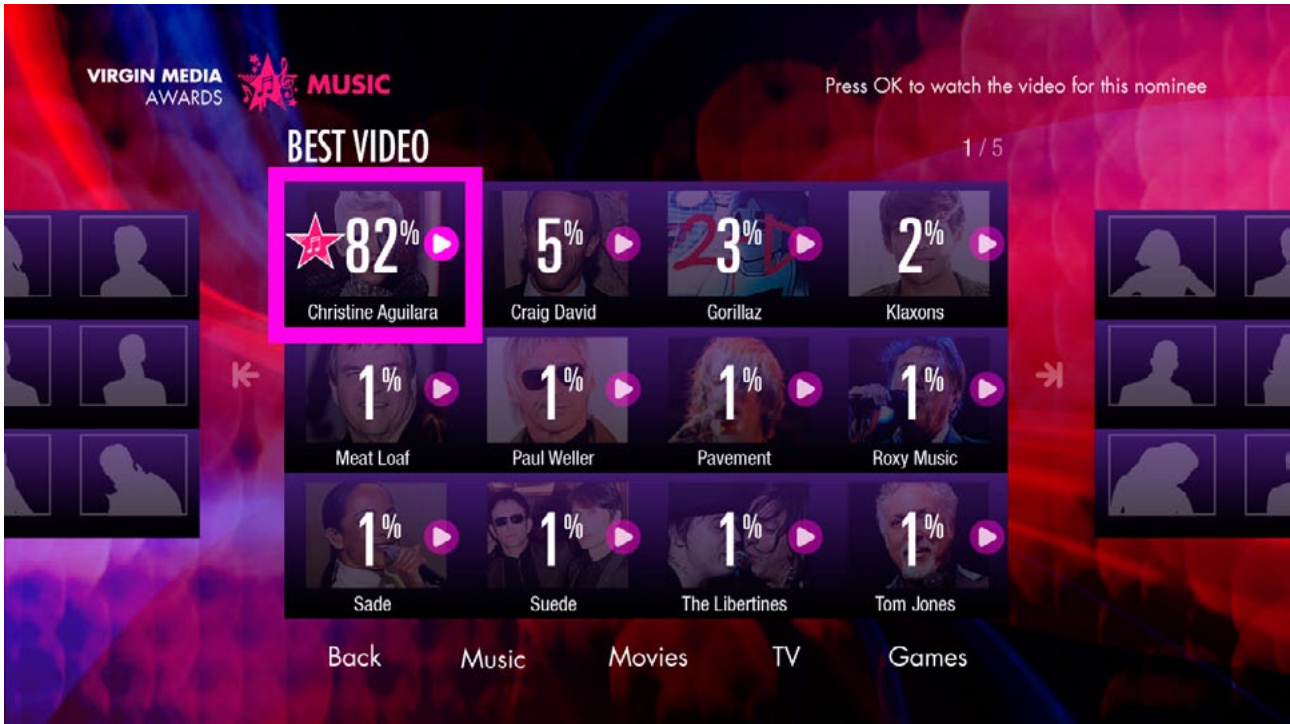
2



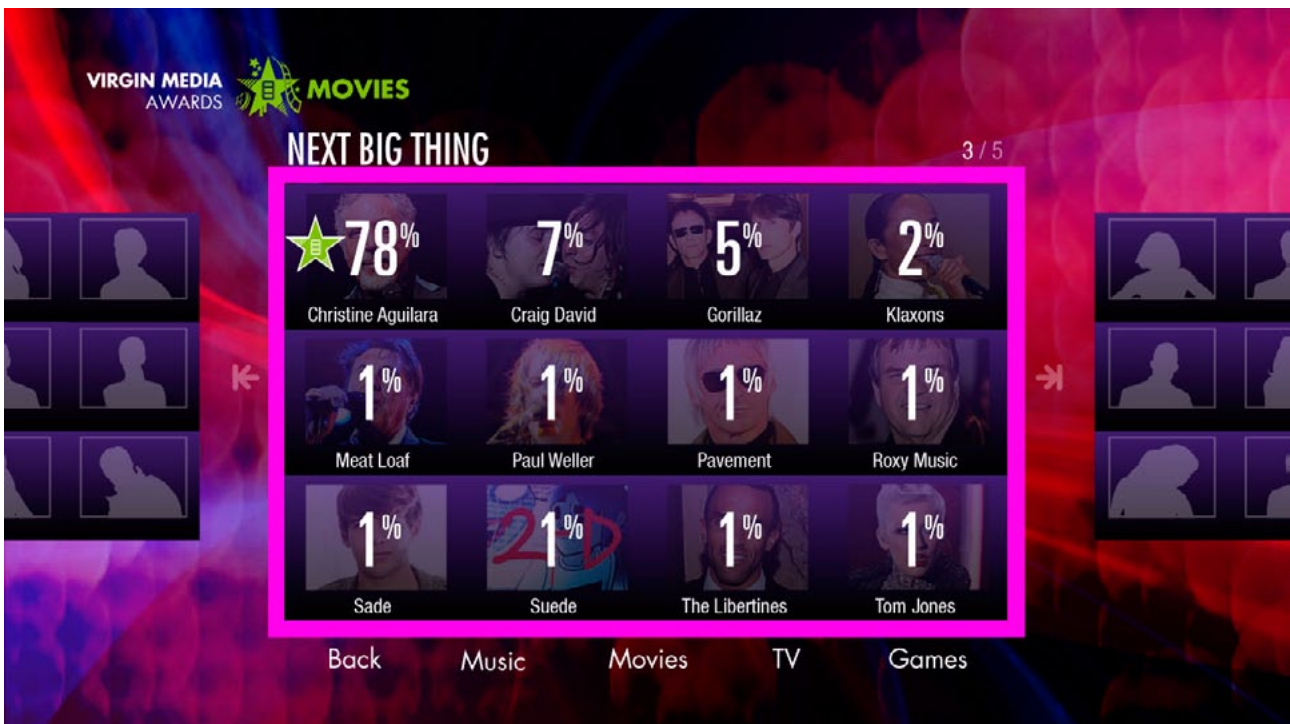
Home screen carousel now links to results. The menu button that used to read “Live Results” has now been changed to simply “Results”.

Category screen

4



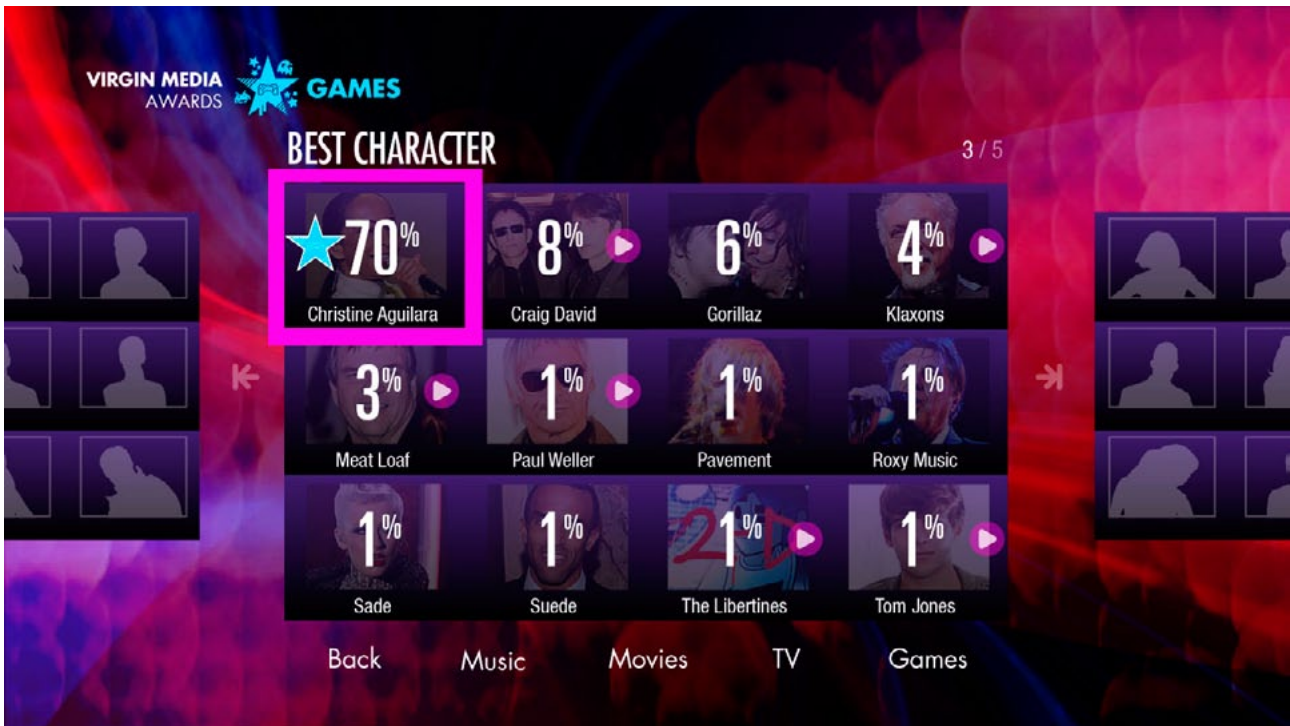
Once the results are tallied they will be displayed on the category carousel. Categories that have videos will link to the video screen. Nominees are displayed with the highest votes shown first in the upper left to the lowest votes shown last on the lower right.



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).

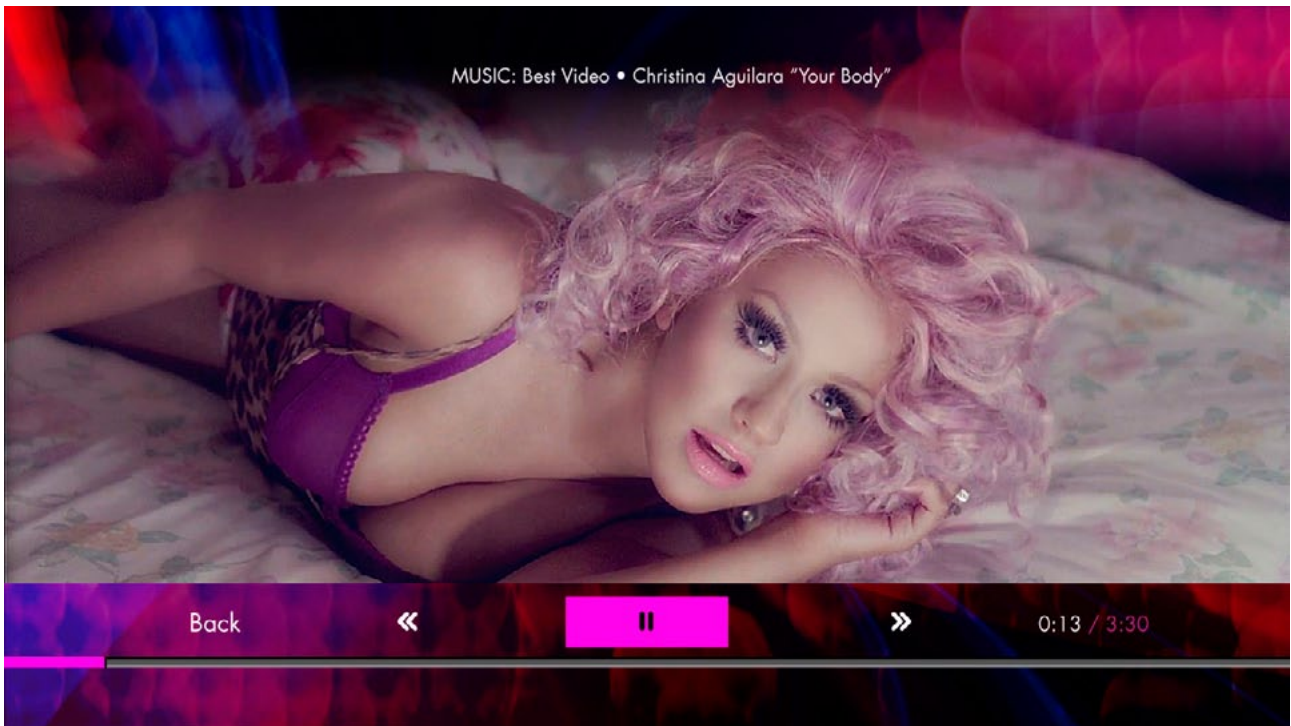
Category screen

4



Video Player

7



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.

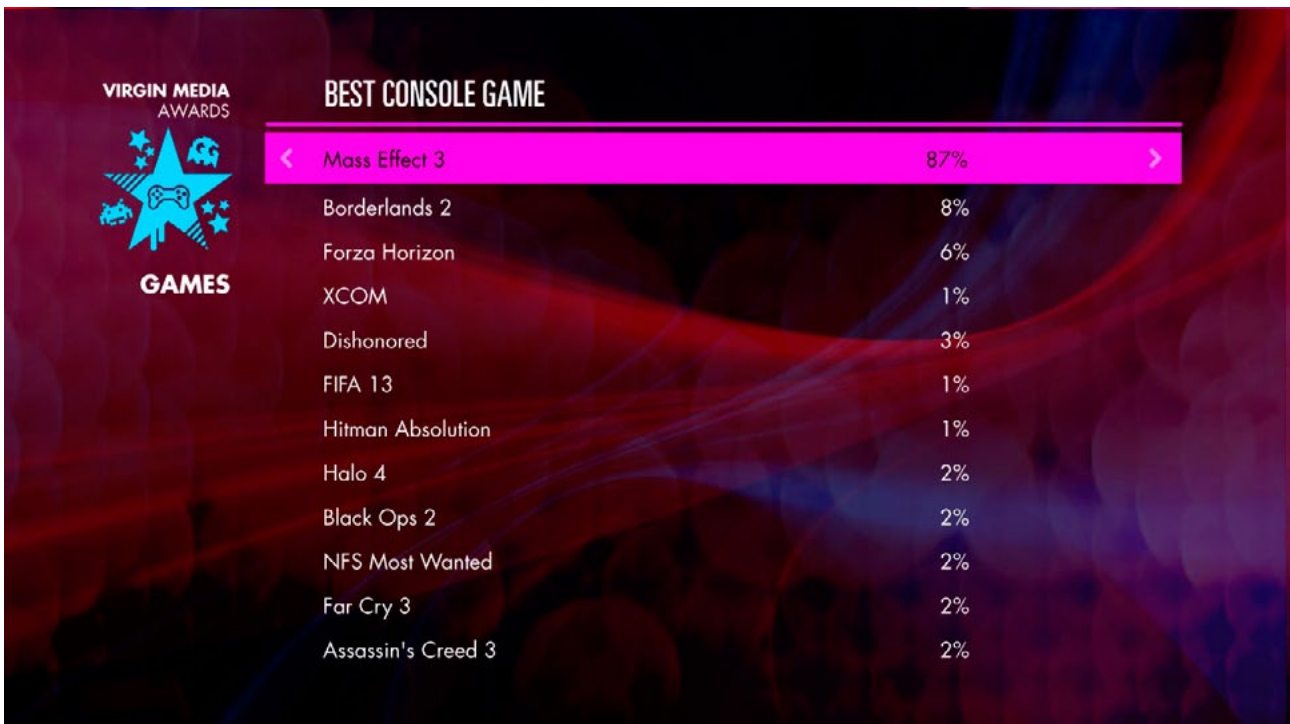
List Screen (Results with video)

10



An OK or RIGHT press will play the video.

List Screen (Results, no video)



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

Upper right Tooltip Messages

On-screen button	Tooltip when voting active	Tooltip when voting inactive (voting phase)	Tooltip when voting inactive (results phase)
Genre Screen Carousel			
TV	Press OK to start voting in the TV category	Press OK to see the nominees for this genre	Press OK to see the results for this genre
Movies	Press OK to start voting in the movies category	Press OK to see the nominees for this genre	Press OK to see the results for this genre
Games	Press OK to start voting in the games category	Press OK to see the nominees for this genre	Press OK to see the results for this genre
Music	Press OK to start voting in the music category	Press OK to see the nominees for this genre	Press OK to see the results for this genre
Menu			
Exit	Press OK to exit the app	Press OK to exit the app	Press OK to exit the app
About	Press OK to learn more about the awards	Press OK to learn more about the awards	Press OK to learn more about the awards
Live Results / Results	Press OK to browse the current poll results	Press OK to browse the current poll results	Press OK to browse the current poll results
Submenu			
TV	Press OK to view the current TV poll results	Press OK to view the current TV poll results	Press OK to view the current TV poll results
Movies	Press OK to view the current movies poll results	Press OK to view the current movies poll results	Press OK to view the current movies poll results
Games	Press OK to view the current games poll results	Press OK to view the current games poll results	Press OK to view the current games poll results
Music	Press OK to view the current music poll results	Press OK to view the current music poll results	Press OK to view the current music poll results
more...	Press OK to browse more poll results	Press OK to browse more poll results	Press OK to browse more poll results
Category Screen Carousel			
video title	Press OK to watch the video and / or cast your vote for this nominee	Press OK to watch the video for this nominee	Press OK to watch the video for this nominee
non-video title	Press OK to cast your vote for this nominee	Your vote has been cast for this category today	[blank]
Menu			
Back	Press OK to go back to the awards genres	Press OK to go back to the awards genres	Press OK to go back to the awards genres
Music	Press OK to see the music nominees	Press OK to see the music nominees	Press OK to see the music nominees
Movies	Press OK to see the movie nominees	Press OK to see the movie nominees	Press OK to see the movie nominees
TV	Press OK to see the TV nominees	Press OK to see the TV nominees	Press OK to see the TV nominees
Games	Press OK to see the games nominees	Press OK to see the games nominees	Press OK to see the games nominees
Results List			
video listing	vote or watch...	watch this now...	watch this now...
non-video listing	vote for this now...	[blank]	[blank]