

FiOS Mobile Platform

Research and competitor analysis

These wireframes are representative of information architecture, indicating priority, and layout of screen components. They do not constitute the final look or feel of design.

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Background

This document contains general user experience and design feedback. Improvements and recommendations are based on our understanding of current mobile HIGs as a baseline, and recent mobile patterns we have been observing in the market.

Objective

FiOS platform should provide an intuitive and easy set of tools and menus that allows any user to quickly and efficiently browse categories of movies and shows in order to watch instantly or record for later viewing. This system should be personalized and serve relevant content to each type of persona within a household.

Note: Analysis was reviewed on the FiOS Mobile App on iOS only. Some recommendations are based on the main goal for the user being to “watch / consume content”.

Persona - Family

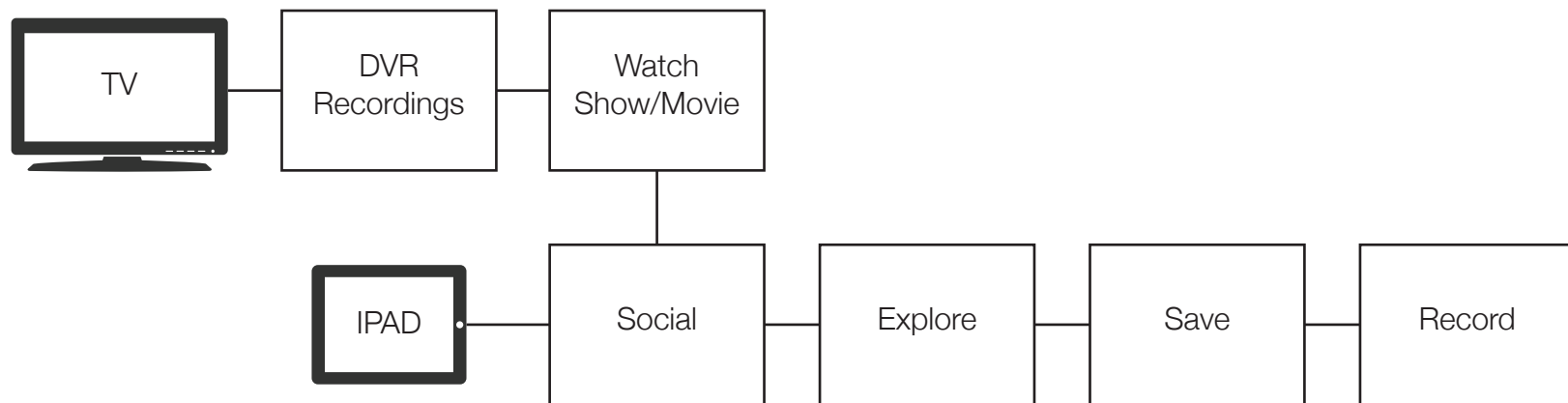
In order to better define personas and determine specific flow we will consider a typical family. We will uncover several personas to help guide us through the flow process.

We look at family comprised of a working mother and father, a daughter who has recently come back from college, and a young toddler. They are a “digital” family and each in their own way share a considerable amount of video consumption.

Persona: Mary

Mary - wife and mother

Mary works fulltime and is responsible for keeping the household in order. With her busy schedule, she has many priorities, but none more important than managing her days so she can spend quality time with her children and spouse. Her main focus when it comes to watching tv shows or movies is efficiency. When “mommy” time comes around, Mary goes straight to her recordings which she setup the day before. During commercials, she likes to post comments about status and interesting topics around her shows. And when she has time in-between, she is browsing again and looking for what will be next to record or maybe review an upcoming movie.

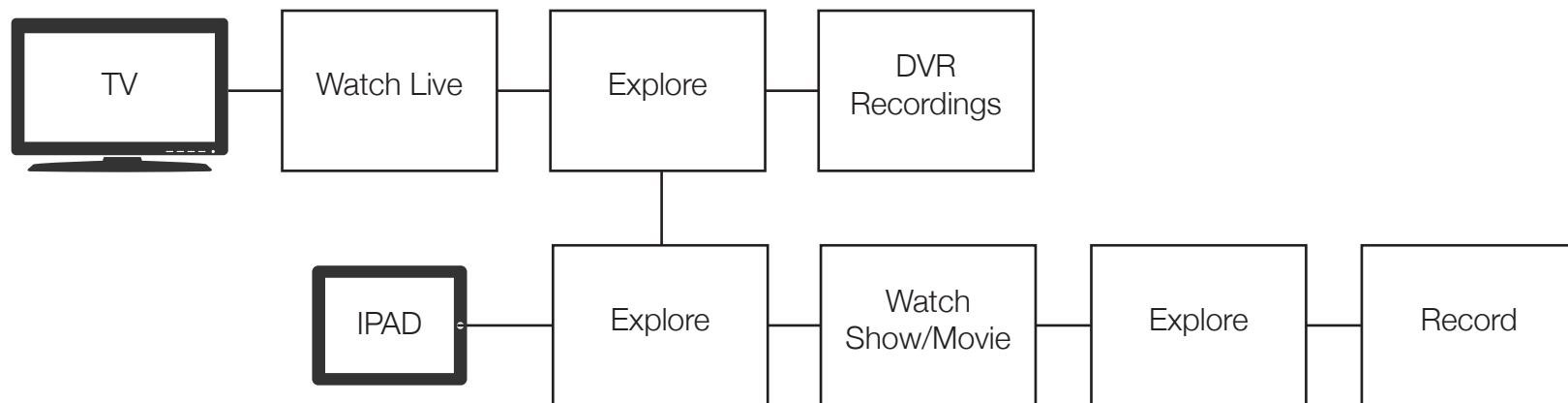


Persona: Bill

Bill - husband and father

Typically, in the morning, Bill watches the news, but his favorite time of the day is when he has the “remote” all to himself. Eventhough he travels frequently, TV time is a great stress reliever. He is always looking for a good action movie and stays up to date on the latest sporting events.

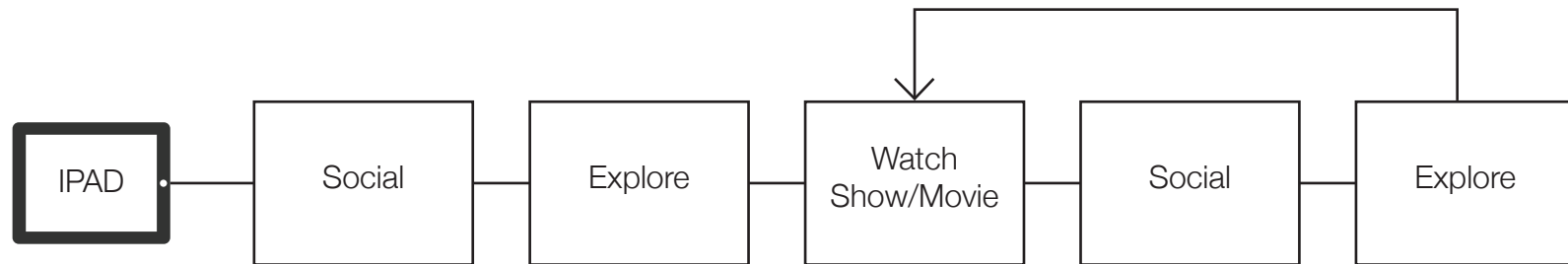
Between shows and during sporting games, He is usually keeping track of multiple games and shows. If He is watching tv, be assured that the game is playing on his ipad. He is constantly searching for games he can record as not to miss a single one. If only his tv would know his interest and remind him of upcoming sporting events automatically, then his life would be “perfect”!



Persona: Janet

Janet - college student

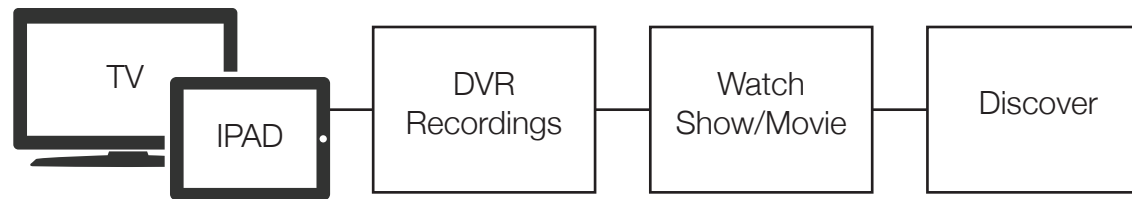
Even though Janet is on school break, she stays busy with friends and social activities. She is an avid iPhone and iPad user and spends most of her time consuming video content on her iPad. Janet just saw a Facebook post about the latest TV show. She quickly goes to check it out and realizes she has missed the first 3 episodes. No worries, she will spend the rest of the day catching up and definitely let her Facebook friends know if she “Likes” it. Of course, after she catches up, she will be on the hunt again to catch up on some much needed TV indulgence.

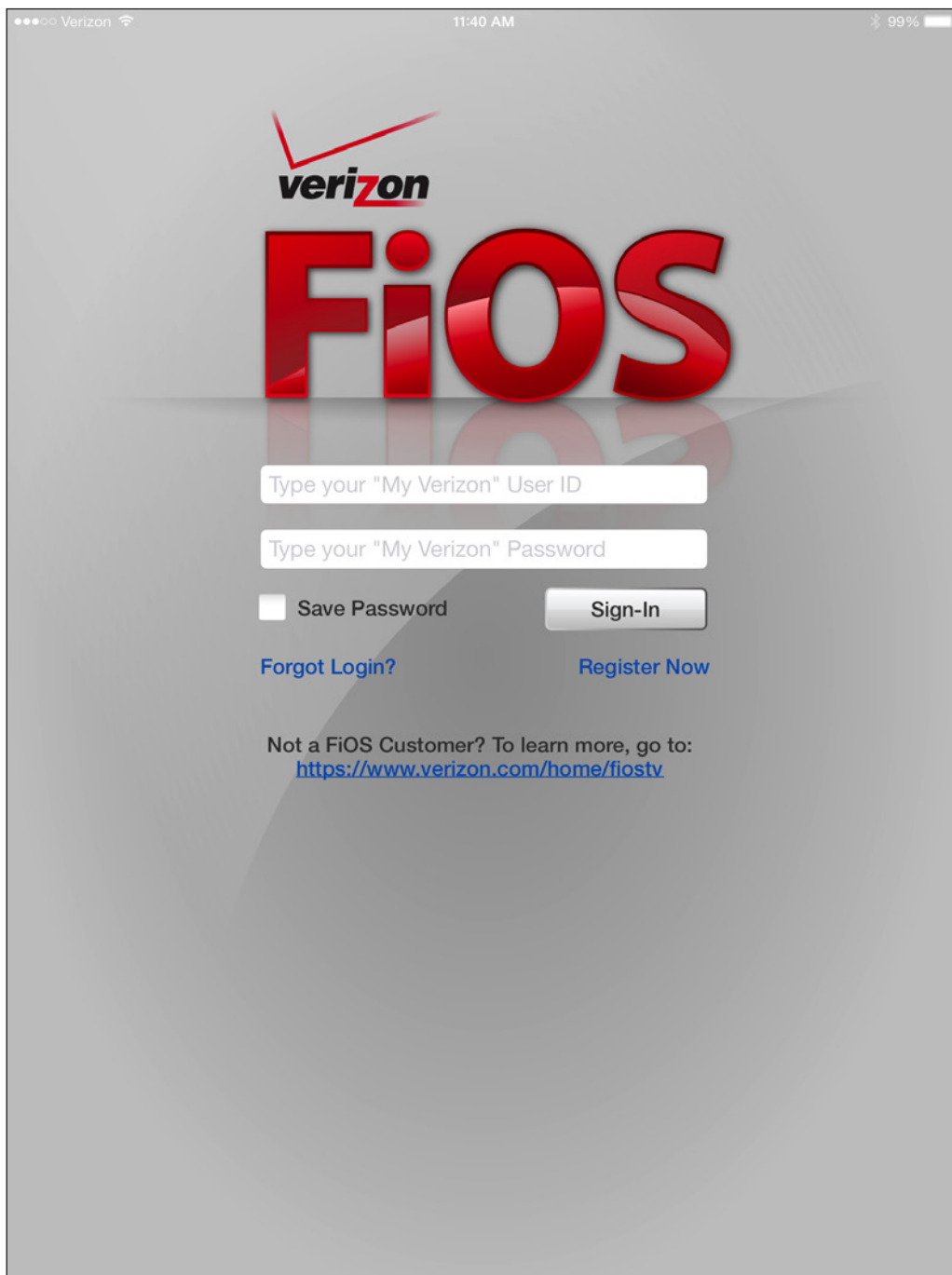


Persona: Tommy

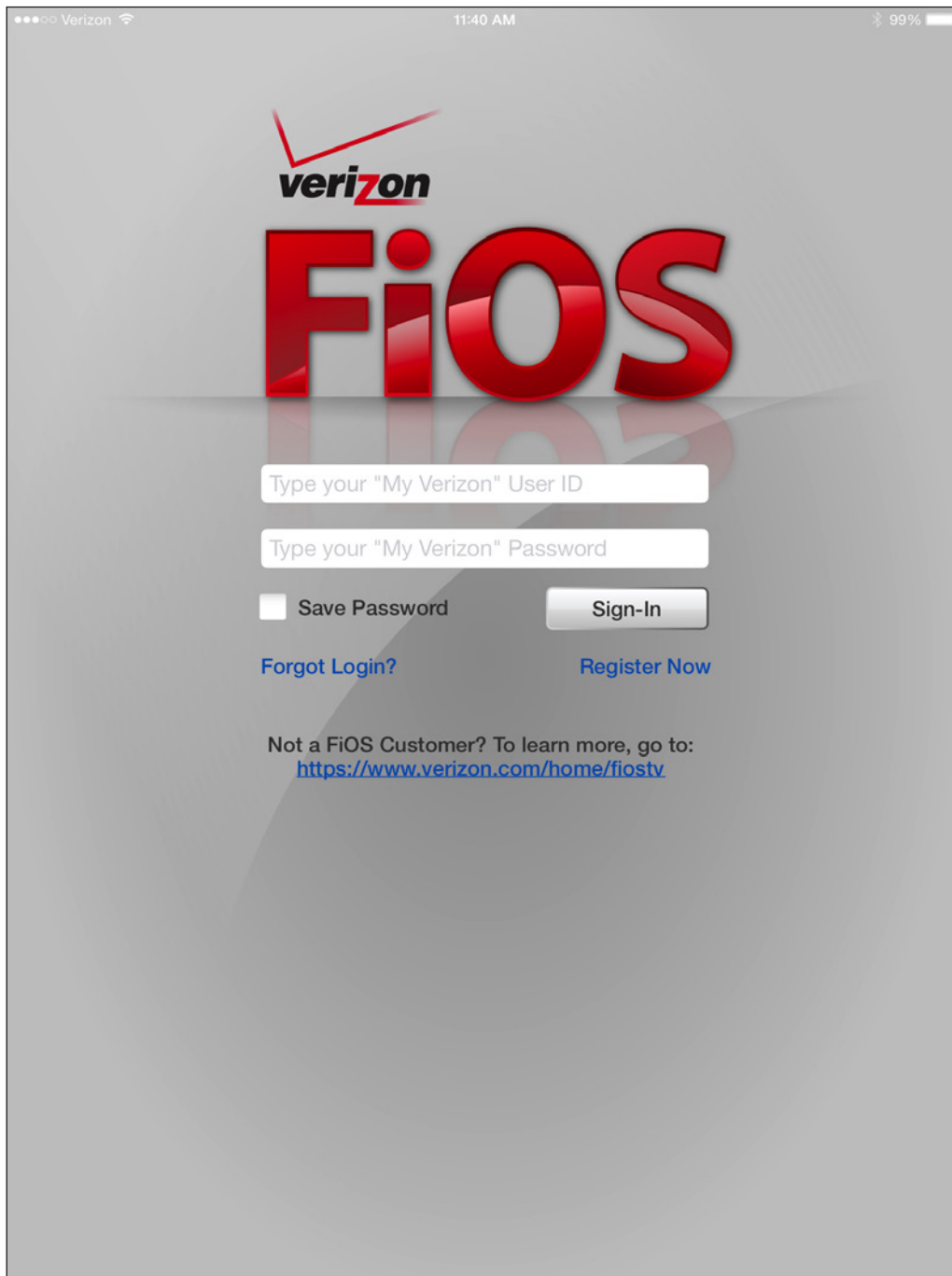
Tommy - Toddler

Now that the family is home, mom and dad need to keep Tommy occupied. They feel great knowing that Tommy has an easy and friendly way to find the pre-recorded shows to watch. He definitely needs a safe and protected environment to watch and browse movies. It would be helpful if his homepage is categorized with shows and movies appropriate for him. And if he runs out of movies to watch, when he runs out of movies, he needs appropriate shows/movies to be recommended to him as he safely browses for other similar titles.



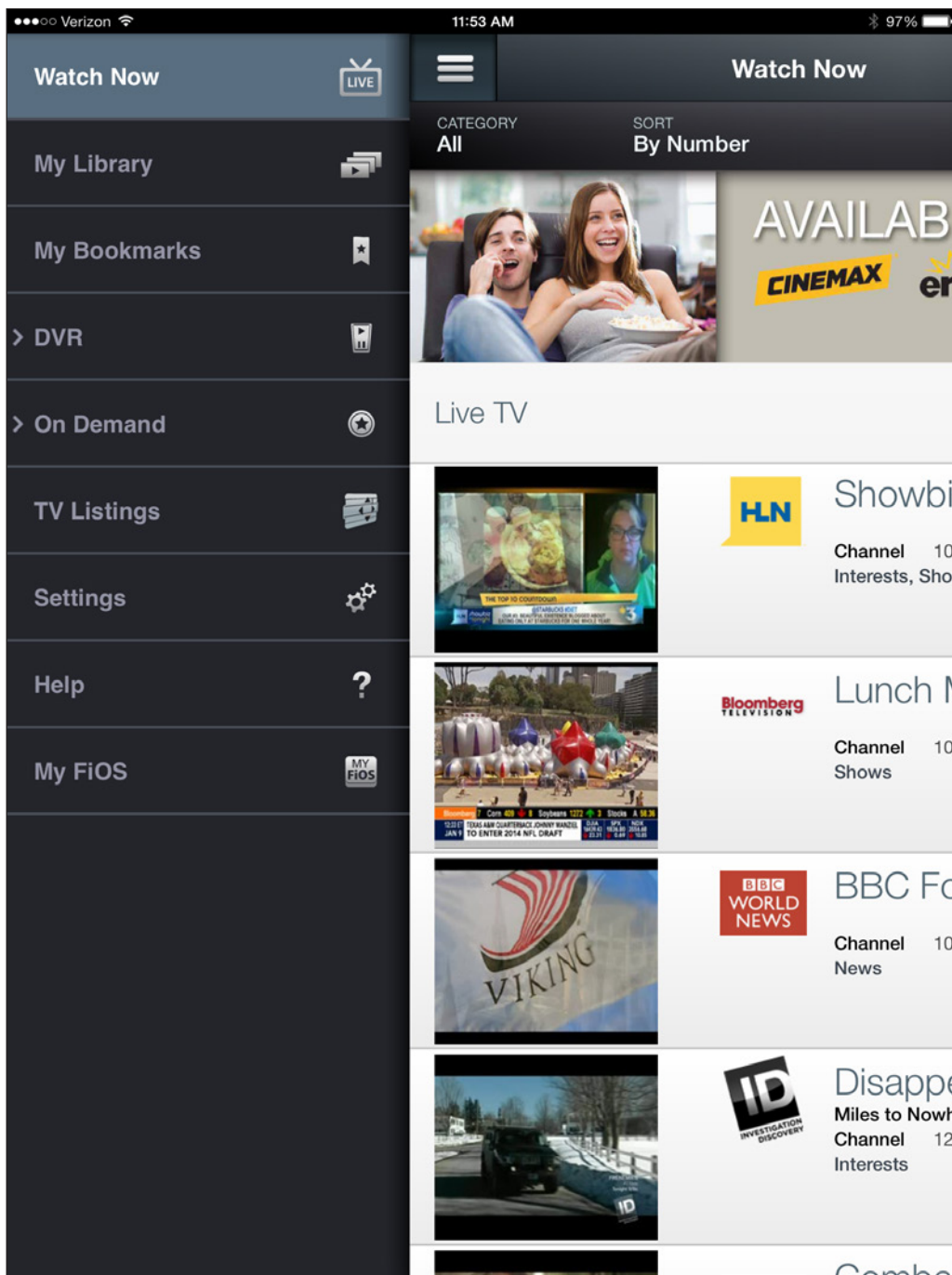


1. When rotating the device, image aspect ratios get distorted.
2. I don't believe there is a need to "Save Password". What this is really doing is keeping me logged in on the device the next time I open the application. Recommend relabeling the check box, having it automatically selected, and placing it below the Sign In button. So the users flow is on ID entry, password entry, then to Sign In. Secondly, the user can de-select this option.
3. Placeholder labels can simply say Enter User ID (Username), and Enter Password. Some instruction text above / below the form can note that this is the same as your verizon.com login.
4. Forgot Login, can simply say Forgot?. The close proximity of the text button is enough indication that it's related to the users ID or password. The button should prompt a web view / modal and keep the user inside the application.
5. Register Now, can simply say Register. Again, actionable words for text buttons are enough for the user here. The link is also too close to the Sign In button. A user could easily tap this button by accident and be driven out of the application. The button should prompt a web view / modal and keep the user inside the application.
6. Sign In button, label doesn't have to be hyphenated. This button also blends in with the rest of the view. It needs to stand out as the primary call to action on this view.
7. howing a web URL for a link in a mobile application is not common best practice.
8. Overall "glossy" design style is growing to be dated. We recommend a flat, simple, modern and clean look and feel. This plays out in the overall appearance of the application.
9. Form input look like web inputs. Lose the rounded corners / border on the input elements
10. Blue links are not a standard for text links on mobile, nor do they need to be underlined. The design pattern can be set early in the application with "actionable" words that serve as buttons (if the design style follows this of course).
11. Sign In button needs color to stand out (if we are establishing the look of a primary call to action button here of course)
12. Better messaging and branding presence is needed on this view. Dated design.



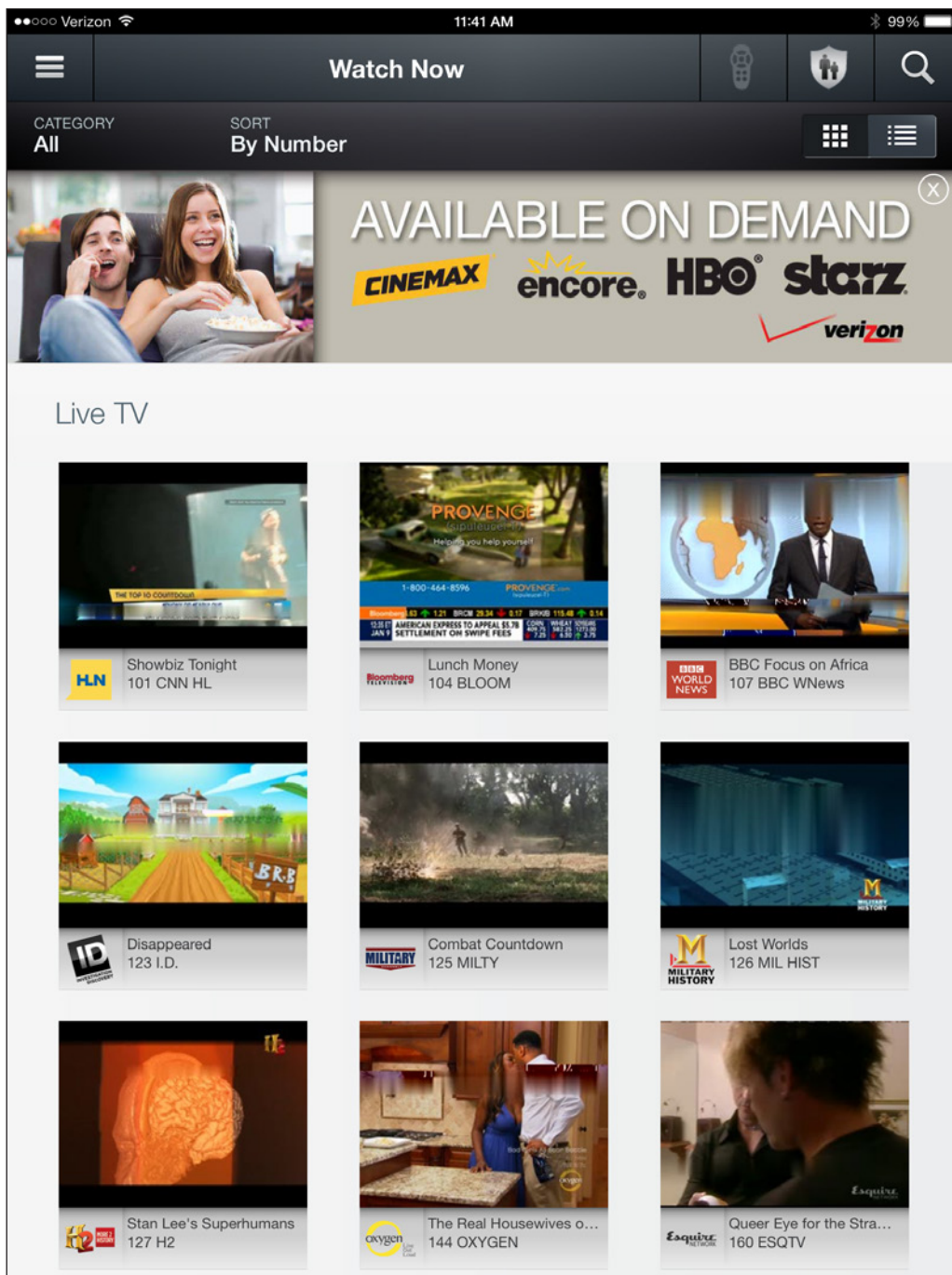
1. User is prompted accept terms of service prior to using the application. This is consistent with similar products, but can be executed differently. It appears this is shared web content, so a better experience make this part of a "First Time" entry flow. Cancel and Continue button on this view doesn't stand out on black background.
2. User is given a quick marketing pitch and cheat sheet of icons. This can be closed out with a Dismiss button. This terminology would indicate that I opened this view - like a modal. Should be labeled to be more user friendly. Example. Start Watching FiOS Live or something similar. The cheat sheet has some terminology / description issues.
3. Introductory Quick Tour would serve as a much more user friendly entry into the application. 3-5 image swipe-able carousel of content talking about key features / goals of the application. Of course, we should offer a Skip button to allow the user to bypass this and just start using the application. These educational tours are becoming common practice on mobile to help orient users to the application. This type of feature could also be leveraged in the main menu of the application or Support section should the user want to revisit it. In summary, a simple / clean Quick Tour Design would help the user see benefits of using the application and even how to leverage some cool discoverable features throughout.
4. Prompt to set Parental controls seems out of place. When the user downloads the application from the App Store, they accept that Mature content be displayed on the application. Do we prompt the users at the end of a Quick Tour to set this up should other younger family members be using the application (which is very likely). Can we use the parental code already set on the set-top box? Can we disable this content based on login or user profile (if we have this feature)?

Watch Now: Main Menu



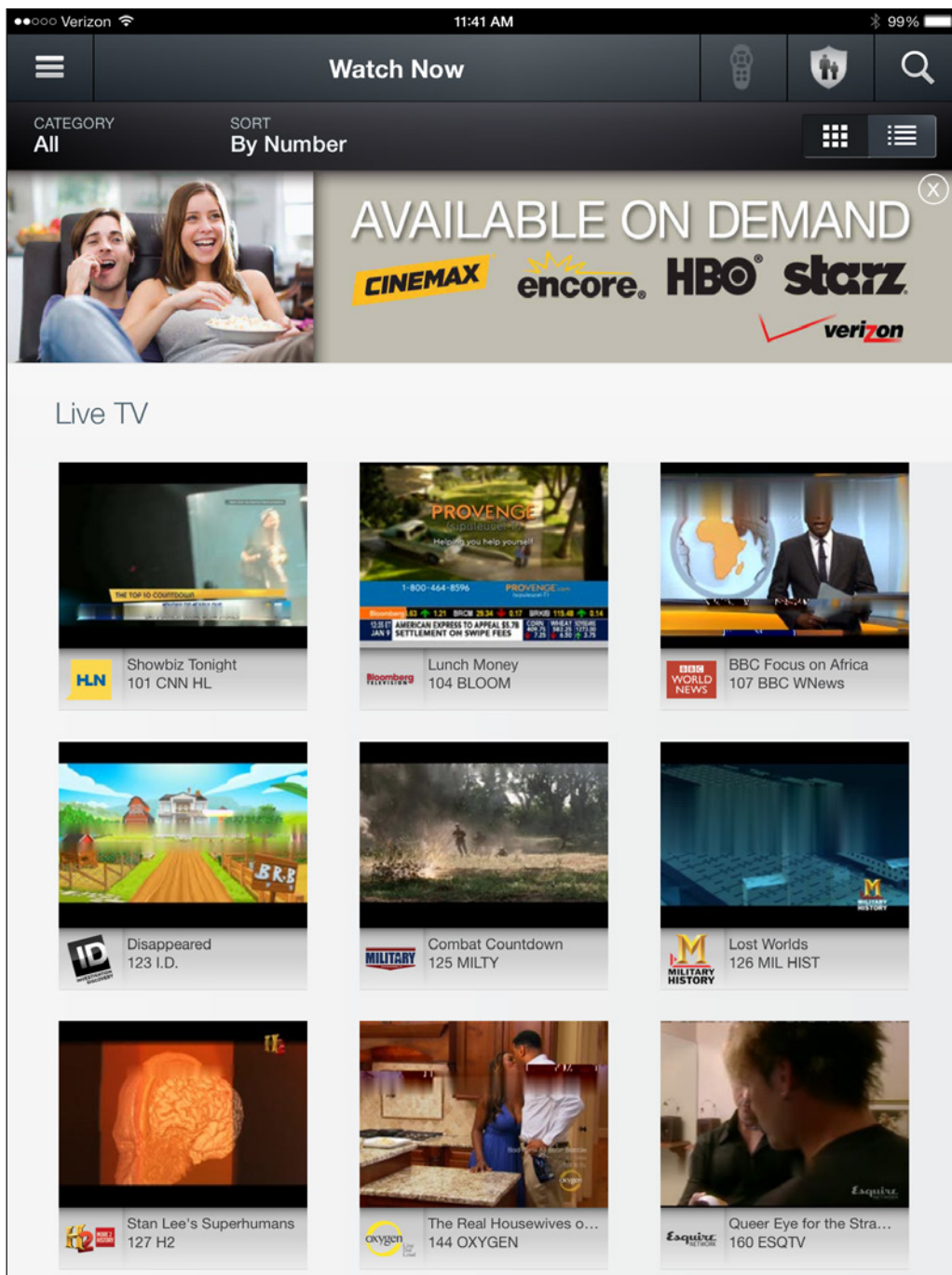
Notes

1. Main Menu – Drawer menu pattern is prevalent on both iOS and Android. Good choice to design for both vendors. Could be an opportunity to innovate and try something new or a twist to how this is used.
2. DVR / OnDemand buttons – these don't need to expand / collapse. This menu, with better organization, shouldn't be too long to just list the options out vertically. The sub options can be indented if they need to be on the menu at this level. This saves the user an extra tap.
3. Main Menu button labels – Watch Now, better label could be Live Now. We can't really watch without a few tap to get into a video. And we can watch video in several areas of the application. My Library - better label could be My Entertainment, My Movie Library or Purchased (like iTunes). TV Listings - could be Channel Guide TV Guide, or TV Schedule.
4. Help button can be moved under Settings button options.
5. My FiOS button can be moved under Settings button options.
6. Log Out button should be moved to the top level of the Main Menu, not nested under Settings. This terminology is also inconsistent with Sign In used to get into the application. This should say Sign Out.
7. Main Menu icons are dated. Propose lighter icons or maybe even none at all on this menu. Table list menu labels should be white to stand out more on the dark background.
8. DVR / OnDemand drop down arrows should be right aligned in the table cell, and should be pointing down.
9. Main Menu selected row color doesn't really match the other slate blues used in the navigation bar.
10. Use of blacks and slate gray / blue doesn't convey Verizon's brand at all. Nor do these color themes match.



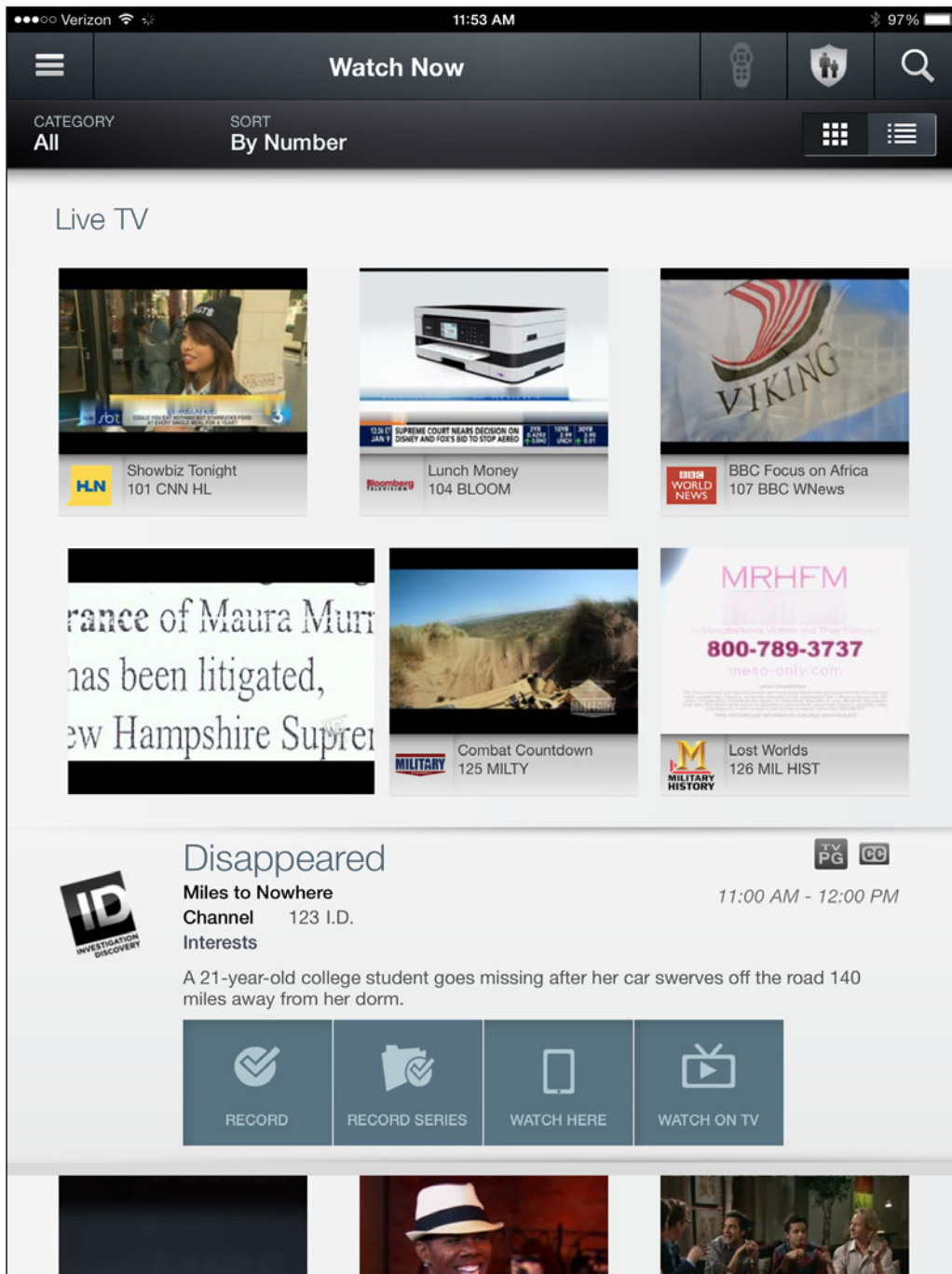
1. Navigation Bar – Remote Icon appears disabled, but I can tap on it and get a list of receivers. Once set, it becomes white and has the receiver I have chosen. This should be white to appear active even if no box is set. A label could be able to not Use Remote? when the user taps the remote icon. If a remote is set, maybe a small green glow appears below the icon or something.
2. Navigation Bar – Do the Parental Settings, Remote, and Search Icons need to persist on every view of the application? We could be losing an opportunity to use this space contextually as a secondary control space on current and future views for the application. This would follow recent mobile patterns for both iOS and Android.
3. Tap Parental Controls Icon, a new view slides in and then a passcode type modal appears. This needs attention, can we just present a modal above the current view, allow the user to change / set a passcode, then dismiss the modal with a save action? Of course, if we don't need it at this level, we avoid the work around currently in place.
4. Tap Search Icon – keyboard and text field appear. Typing generates a popover view. We could leverage the entire view to display a grid / list view like elsewhere in the application for results.
5. Tap Search Icon – to get out of the search mode, I should be able to tap anywhere on the empty view to return to where I was in the application if I didn't type anything. Currently, the only way to get out is to tap the Back Arrow... this doesn't feel right. This is the first time I noticed an attempt to keep the Main Menu icon and now a Back Arrow. This is not consistent with how this drawer menu behaves in popular applications using this style menu. This is done anywhere you traverse down into the application and it needs to be corrected.
6. TV Remote doesn't look like the one I have. The tactile (realistic, skeuomorphic) look and feel is fading in experience design. We should flatten this and just place controls approximately where they are on the real device OR create a better control for the user.
7. Recommend Watch Now view, we only have the Main Menu and Search Icons to simplify the Navigation Bar.

Watch Now: Main Screen



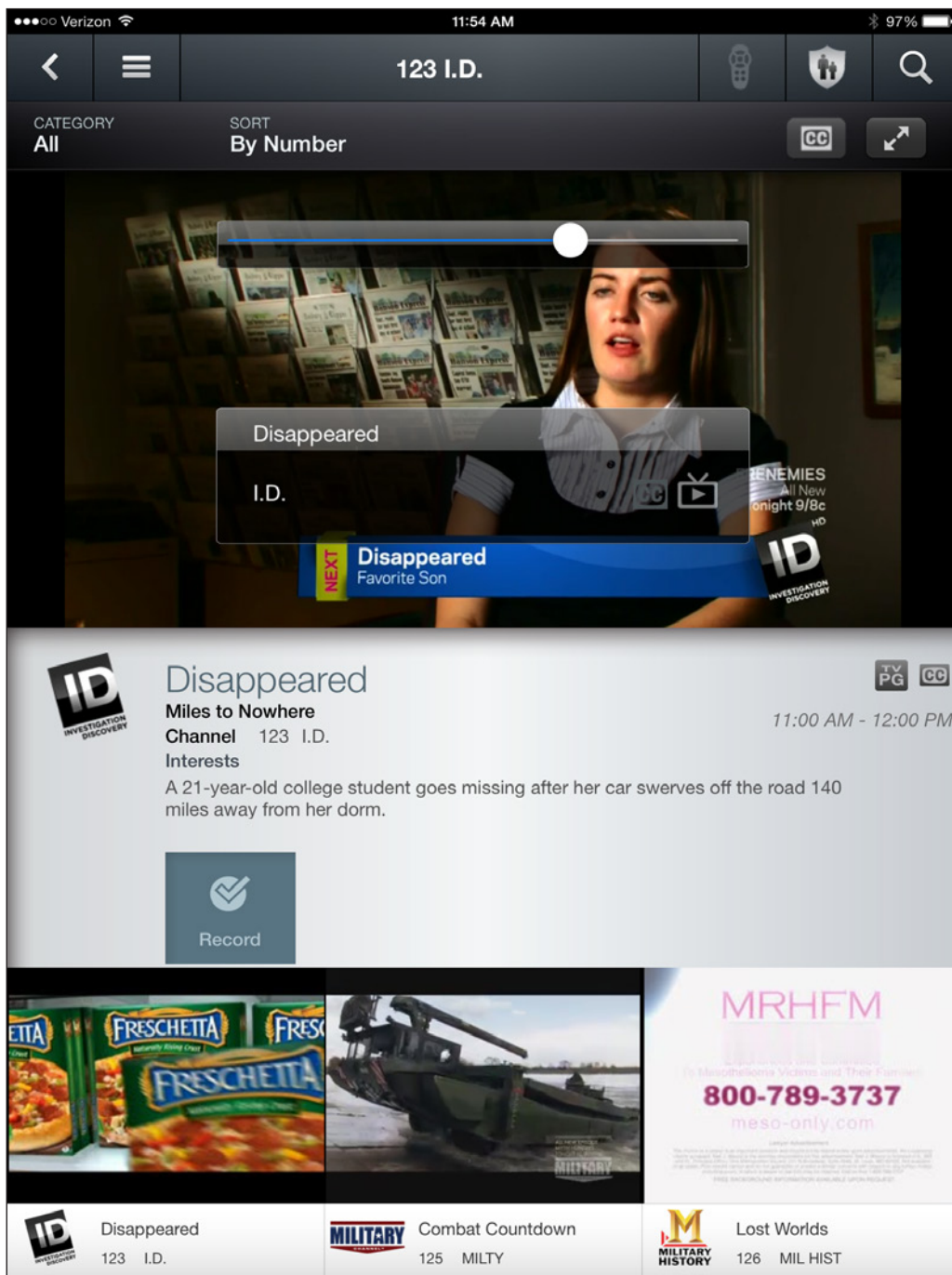
Notes

1. Banner Sub-view: This looks like a traditional web banner ad and it links me to OnDemand. The design style of this graphic doesn't feel interactive and linking me to OnDemand was an unexpected experience. With the close button in the top right, I just assume I should close this window after I see the image.
2. Video Grid / List View: Sort controls could use drop down arrows to indicate a popover list filters.
3. Video Grid / List View: Control bar black background doesn't match slate gray / blue used elsewhere in the application.
4. Grid / List Icons don't match icon style used elsewhere in application.
5. List View – this label for the grid / list view isn't needed since it never changes when I change categories.
6. Category List options are cluttered, I could want Kids Movies, Sports Movies, etc. TV Shows should be 2 words. Look at competitors for better search list options.
7. Sort List options should be less ambiguous. So Sort By Channel Name, Channel Number.
8. Video thumbnails are distorted in several cases. These are also in 4x3, can we not provide 16x9 letterbox? These thumbnails animate and it's more distracting than it is helpful. If it were more fluid and subtle, it might feel better.
9. Video thumbnails need to be higher quality. Improved legibility... this is visual impact that will draw in the user to tap and watch the video.
10. Video thumbnail details. The Channel, Channel Name, and Video Title all look the same, there is no visual hierarchy for this content, and it all blends together. Font size and color variation can help here.
11. Video thumbnail grid margins are not consistent. Left / Right Margins should match Top / Bottom Margins for each grid cell.



1. Tap Video Image – This will play the video and display video details, watch controls, and DVR controls. This is done while still having the entire grid present. Are we thinking the user wanted to play this tiny video and still scroll through the other videos on the grid? Would rather see the video open and scale to a more viewable ratio. In portrait mode, this could take up the width of the device and put all other details and controls below the view. In landscape view, the view would take over the device and allow the user to toggle back to a smaller view ratio if they choose to see the video details. This becomes a learned behavior in the application and the user can expect to watch video only whenever in landscape mode.
2. Video details, need design help. Better attention to channel logo image, TV rating icons, information architecture, and secondary controls (Watch Here, Watch on TV, Record, etc).
3. Viewing Video - Secondary video controls, Record, Record Series, Watch on TV are too large and demand too much attention. Assuming the primary goal of this device is to watch video, these controls can be discoverable or accessible by other means dictated by IA and visual design.
4. I shouldn't see any live channels that are not part of my subscription. The system should know based on my login whether or not I can view a channel. It's a poor experience to display a channel and have me think I can view it – then tell me if cannot be verified.
5. Watch on TV is a cool feature (push to pox). It would be nice to pull a channel I was watching from another TV to the mobile device (pull from box).
6. Would be nice to have social integration, what people are saying during live TV – likes, tweets for movies and TV Show

Watch Now: Video Details

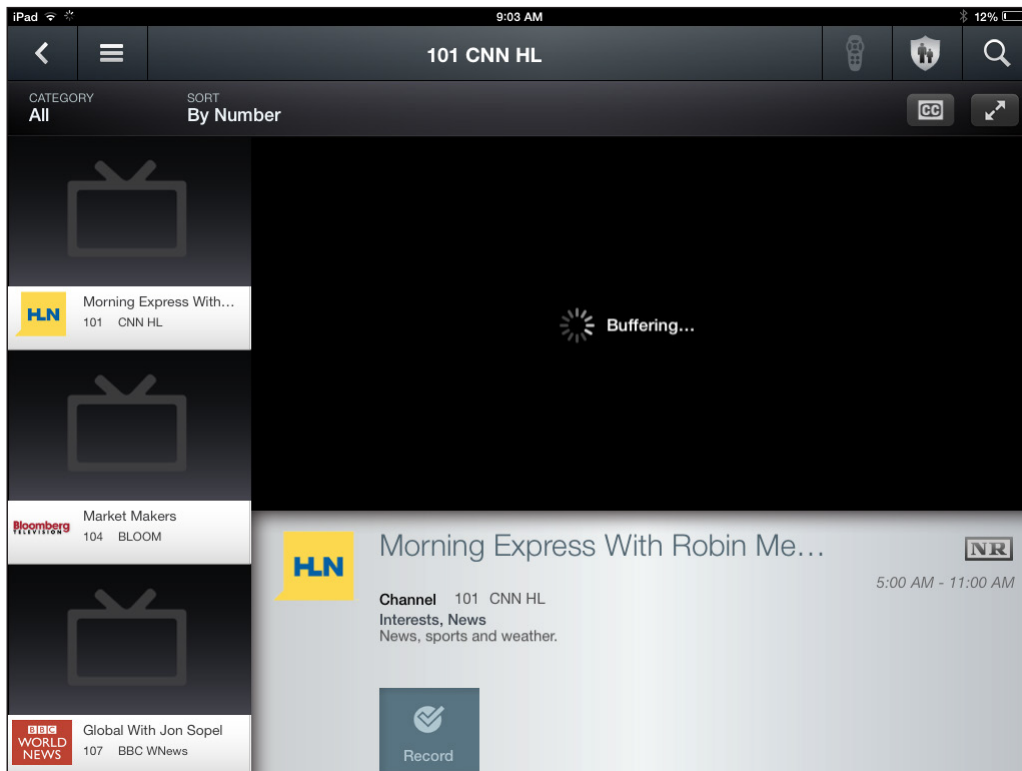


Notes

1. Tap Video Icon, Tap Watch here (Portrait Mode) – This should be the expected type of behavior when selecting a video. Concerns are that this is poorly executed. Above the video in the control bar you have video filter controls (category / sort) and the scrollview of views is below the view details. We also have video player related controls in the right side of the control bar – this is confusing and redundant in some cases.
2. Tap Video Icon, Tap Watch here - Secondary video controls, Record, Record Series, Watch on Here are now just Record. Should have the same actions at this level as we have at the higher level around the video being played

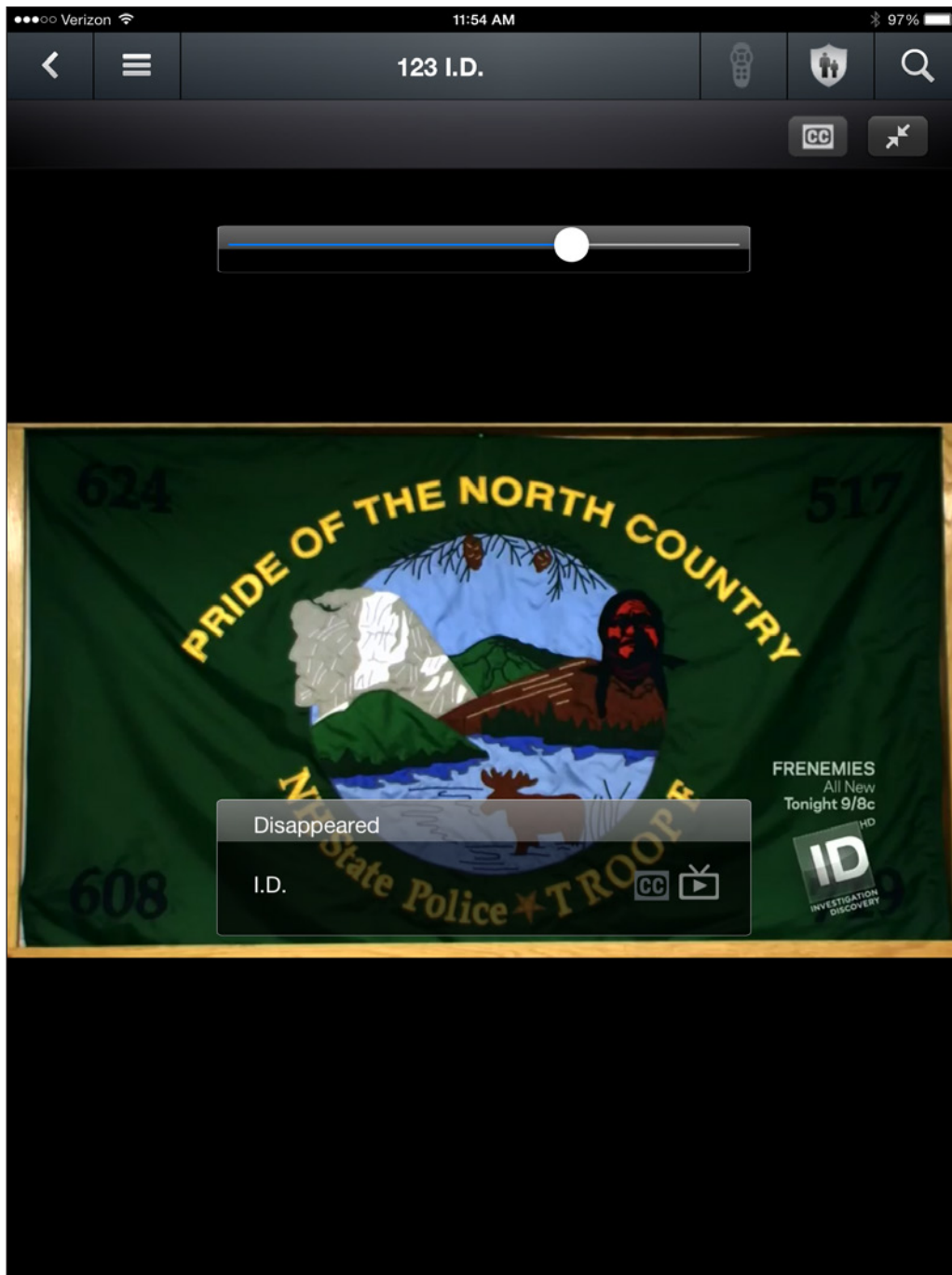
Watch Now: Video Details: Landscape

Notes



1. Tap Video Icon, Tap Watch here (Landscape Mode) – Concerns are that this is poorly executed. Above the video in the control bar you have video filter controls (category / sort) and the scrollview of videos to to the left of the video player (still). The video player is most important in this mode and the list of video should be docked to the right, thus becoming secondary to what I am doing. See Youtube for this type of execution / layout.
2. Tap Video Icon, Tap Watch here - Secondary video controls, Record, Record Series, Watch on Here are now just Record. Should have the same actions at this level as we have at the higher level around the video being played

Watch Now: Video Player



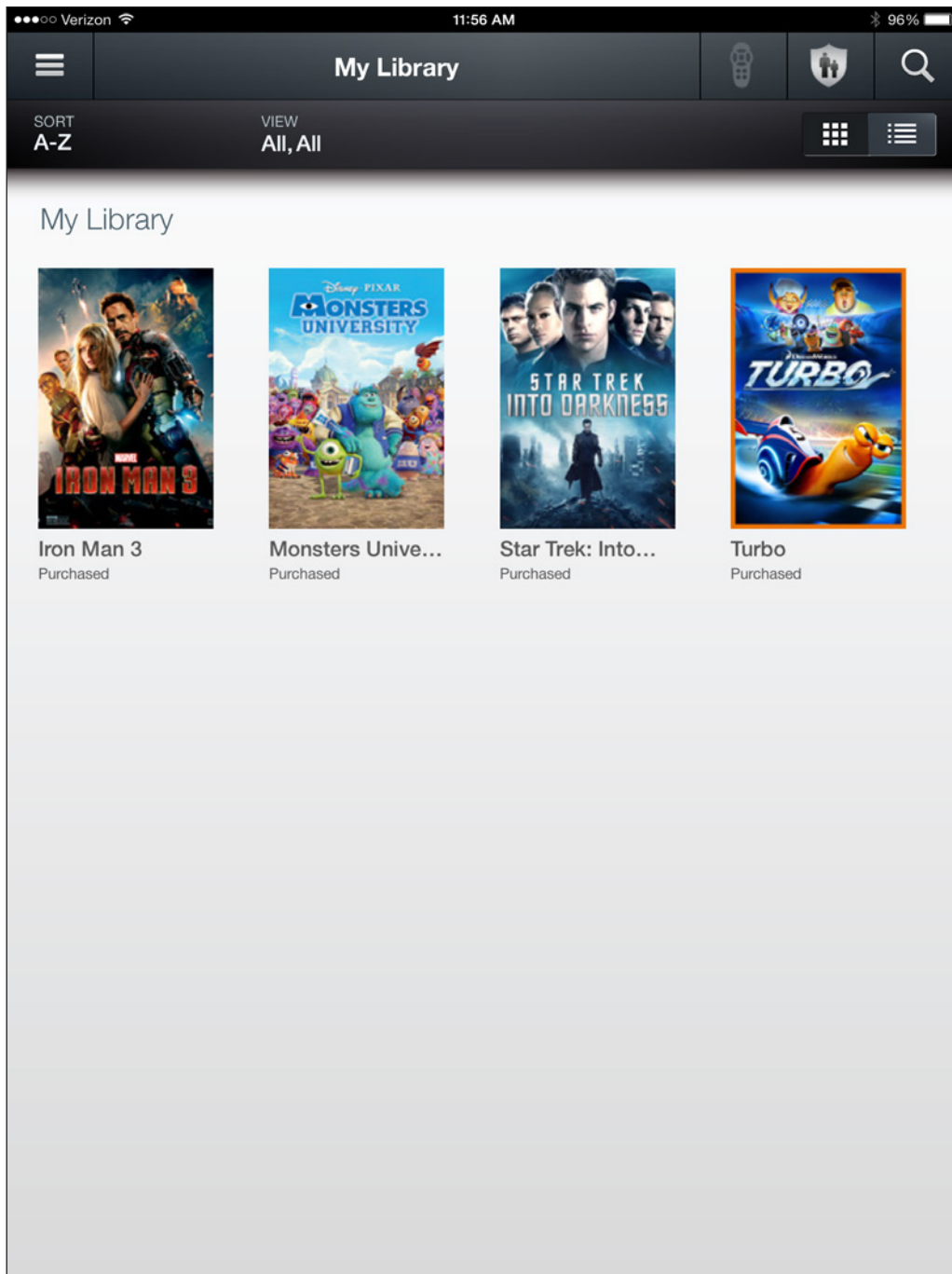
Notes

1. Video Player – close captioning, watch on tv icon, volume, progress, etc. should overlay the video itself, not be placed in misc. control bars.
2. Video Player – volume needs a label, progress bar needs duration (length). Channel, show title and relevant info should only appear if the video is playing in fullscreen mode, else it's redundant.
3. Video Player – Tap the video to be full screen. Tap to hide all controls. When you tap again, the Navigation Bar appears along with the control bar containing video list filter controls and video player controls (that should overlay the video being viewed). This is a standard practice for media controls.



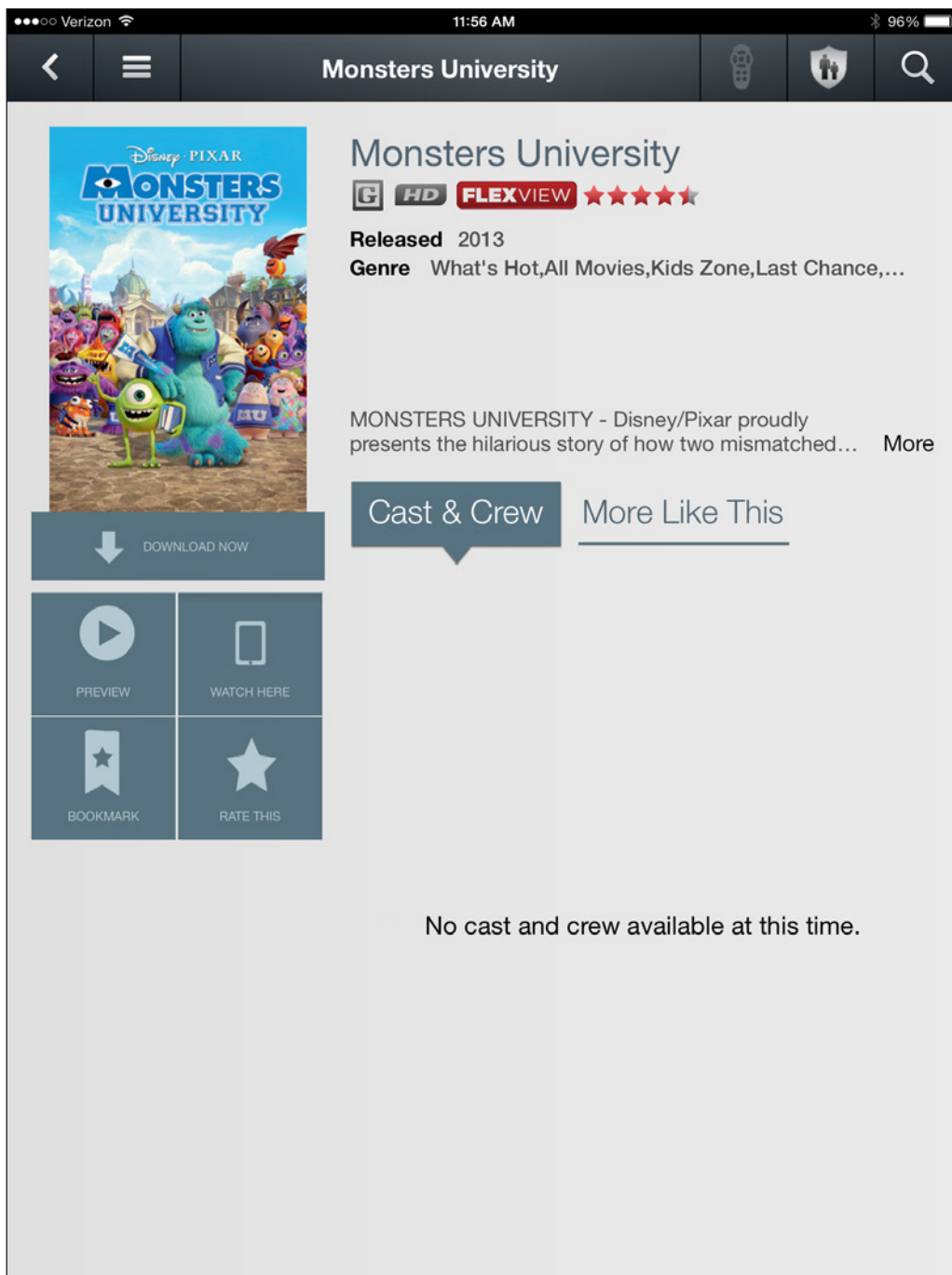
1. More Showtimes does not give episode information; It is unclear if individual listings were for different episodes within the series, or all the same episode
2. Cancel/Record button for list of episode records and cancels the full list. Each list should be handled independently
3. It is unclear within the list of showtimes what episode is being recorded
4. Under the video image, record and bookmark options are not available as seen previously
5. Social integration is needed and would be a great enhancement

My Library



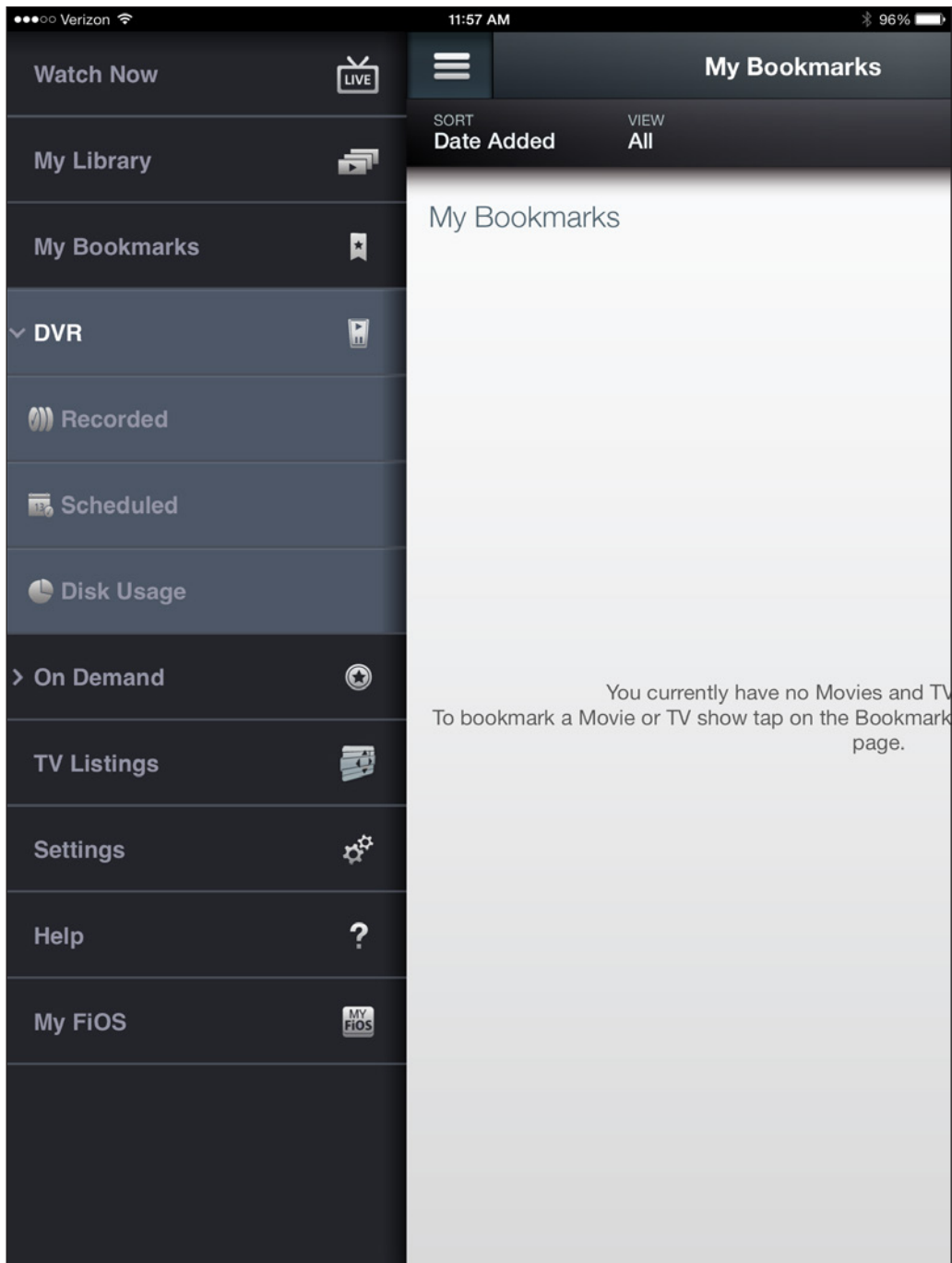
Notes

1. I know this is consistent labeling with the set-top box, but it's part of OnDemand. Why did we pull this out? Why don't we follow the pattern set elsewhere? So, users know where they used to find purchased content.
2. Grid / List of videos – this is a slightly different grid design than we have elsewhere for videos, not a major deal – but noticeably different.
3. Video Thumbnail Details – redundant info noting Purchased on every item – is there any other way for an item to be there? Maybe replace with title, duration, rating, parental rating, etc.
4. Grid / List of Videos – A better opportunity to position recommendations to me at this level to encourage more content purchases.
5. Tap Video – View Details – explain to use why they can't watch content on this device without FlexView. Tell user about FlexView is (more info) in-case they are not familiar.



1. Tap Video – View Details – Needs better IA exploration. Cast and Crew could be pulled from IMDb or similar resource. I assume this just doesn't work because all new purchases are missing this information. More Like This – seems to always work, possibly pull this forward and use the bottom 50% of the view to display a nice grid / list of video thumbnails.
2. Tap Video – View Details – New video details design template. Could possibly have an almost identical design throughout the application, but shuffle important call to action elements.
3. Tap Video – View Details – Secondary controls follow similar design as video details for live video – but don't follow the same design template.
4. Tap Watch Here – I am prompted to authorize my device. This might be something to alert the user of as soon as they enter the library. This way I don't tap the button and be prompted with an alert. Or, prompt me... then direct me to where I can authorize my device if I chose to.
5. Tap Preview – this uses a different video player than the rest of the application. Should use the same player OR the same baseline player throughout. This routinely crashed the application when I tap Done.
6. Tap Bookmark – Why would I use this feature? It really doesn't do anything other than place it in the bookmarks list.

My Bookmarks

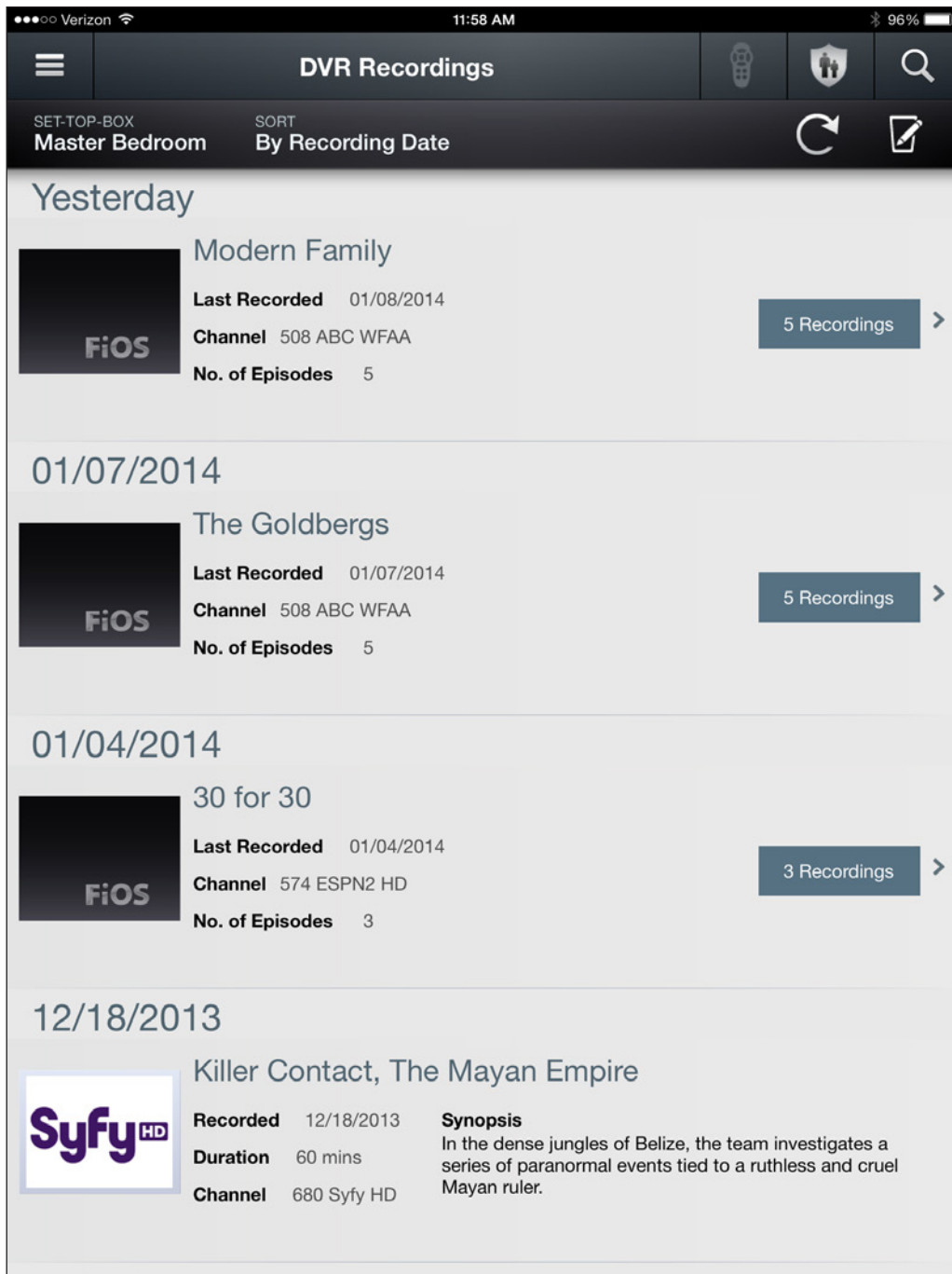


Notes

1. This section has no value, and I would remove it as it is. However, we suggest a different section nested under OnDemand for content that I want to purchase and watch later when I get home, assuming the app store doesn't allow the purchase of content through the device. This could prompt me when I turn on the TV to buy content so I don't forget. This could be a great cross channel experience and help avoid the app store revenue split.
2. Depending on IA, we could leverage ideas around Queue, Reminders and/or Wish List

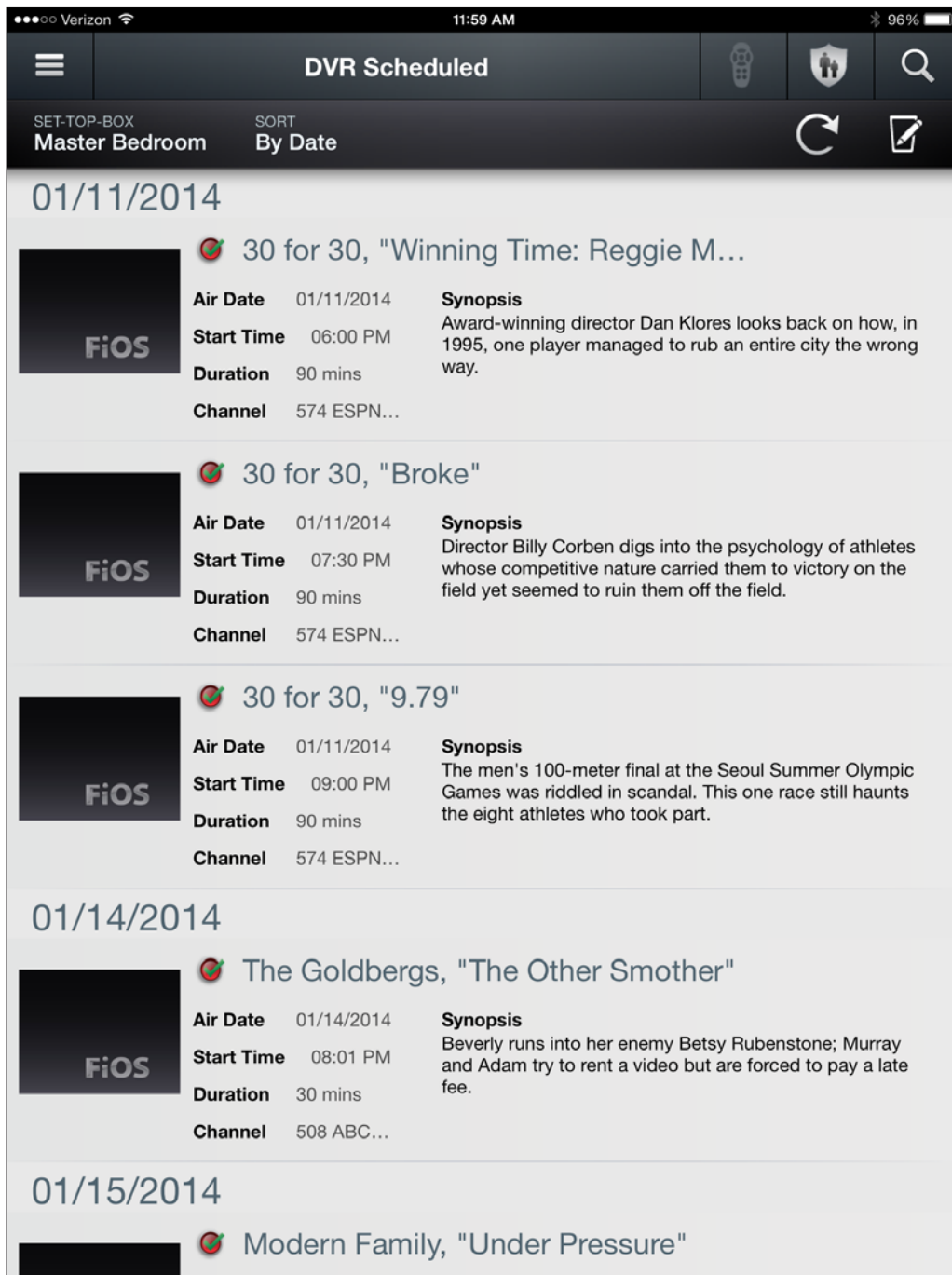
DVR: DVR Recordings

Notes



1. Proposed just expanding these sub options (recorded, scheduled, usage) in the Main Menu.
2. This could just be a single Main Menu item – when the user taps, allow for the user to toggle between Recorded, Scheduled, and Usage Space with a segmented control or navigation bar drop down toggle (similar to Flipboard)

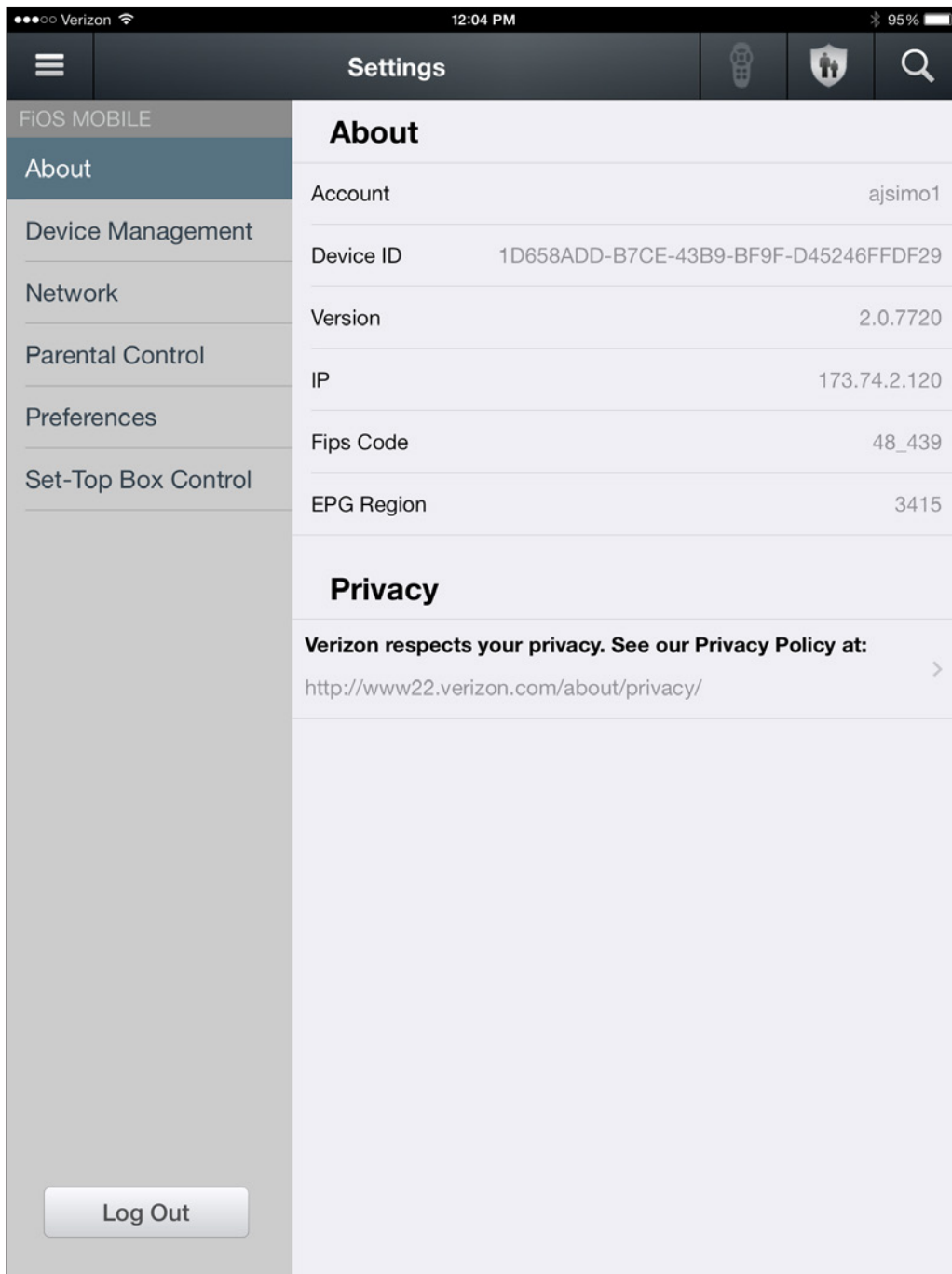
DVR: DVR Scheduled



Notes

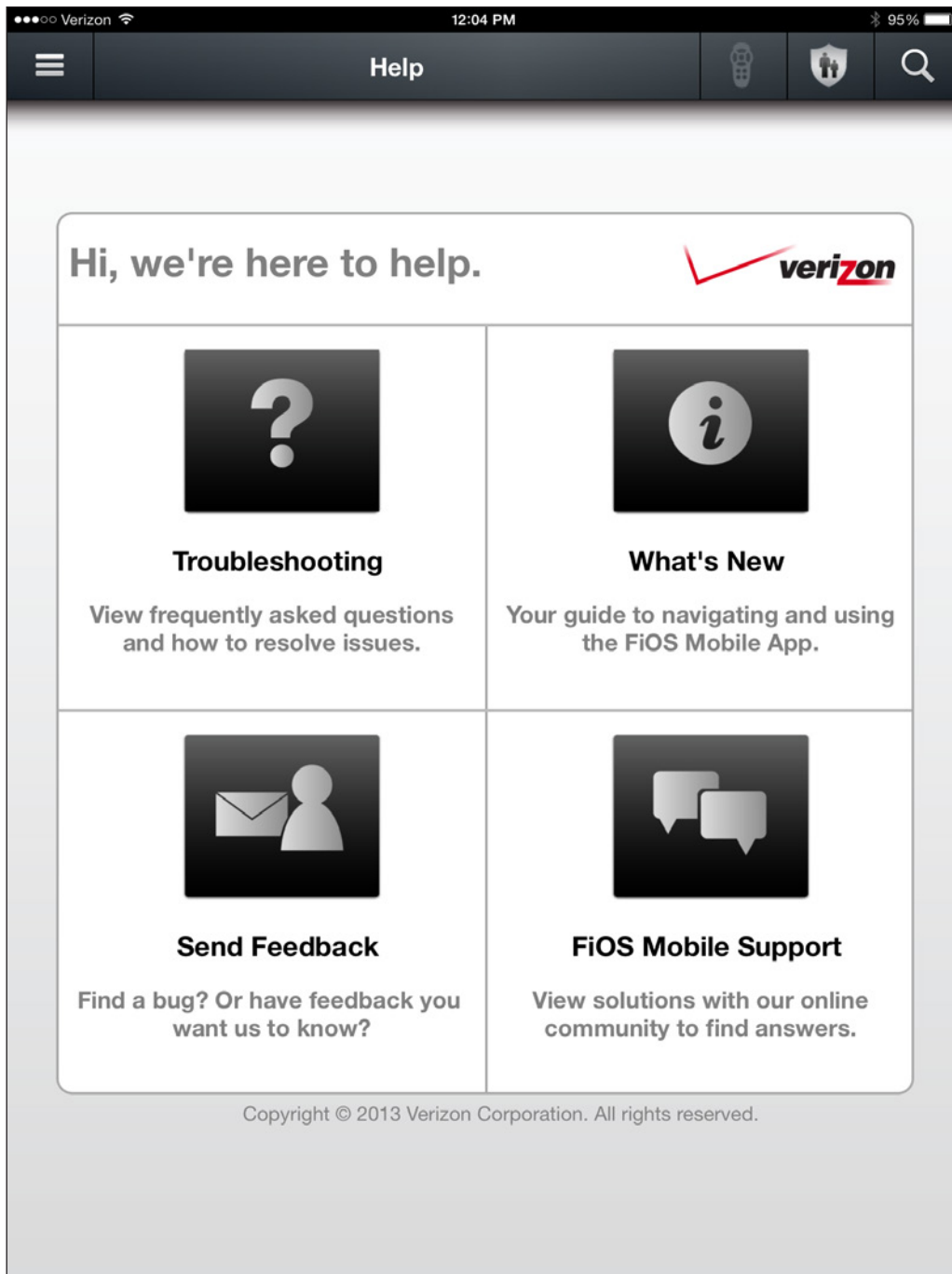
1. Table list view and table cell need IA exploration. Synopsis only displays if you haven't recorded more than 1 episode of a series. Others show the # of recording and allow you to tap to view / manage the recordings.
2. Tablet list cell view – font size, font spacing, and other detail design treatments are different than elsewhere in the application – not consistent.
3. Tablet list – should do a Pull To Refresh gesture on the table list. Remove the refresh button in the control bar.
4. Table list – edit button is not a standard representation. Just a pencil or an Edit text button – the DVR Play / Pause Icon being incorporated here doesn't really add value.
5. Tablet list – Tap row with recordings – view slides in, but appears to have left side navigation template used for Settings. The view template recycling shouldn't be done this way. A new template view should be created for the table list of recordings.
6. Tablet list, table group heading need design attention.
7. Tablet list – Tap row with recordings – Recording list view is displayed. Tap Edit Icon. This should follow the native group edit pattern on iOS. See HIG or other apps for reference. User should also be able to swipe from right to left to enable / delete a single table row.

Settings



Notes

1. This new menu flow is different from the overall experience and IA should be explored for each section to provide a simpler interaction
2. The content for Settings section should be combined into one single screen or tabbed menus.
3. When possible, provide simple one-click edit options within
4. Managing multiple users should exist within this location
5. Log Out is misplaced within this screen, but when used it should be consistent with labeling and be changed to "Sign Out"



1. These screens belong in the Settings section
2. IA should be explored to consider all content within one screen
3. Send feedback and FiOS Mobile support are simply buttons that should lead the user "away" from the app

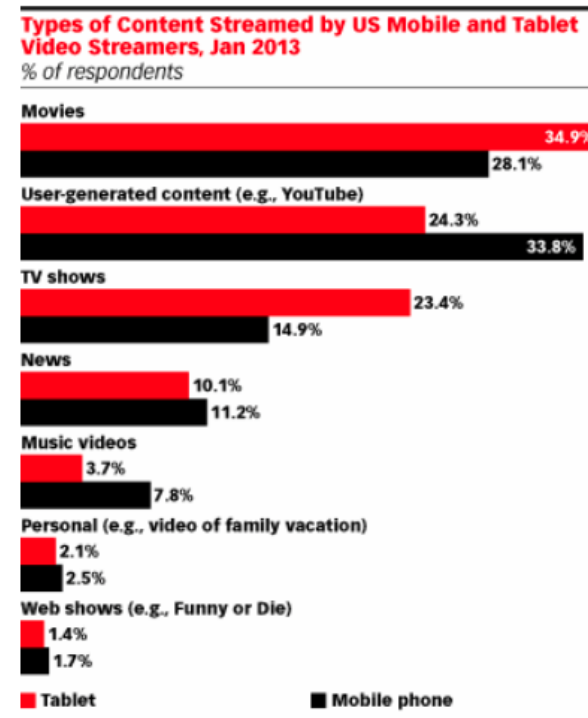
Research: Tablet Interaction

"Tablet viewers were much more likely than mobile phone viewers to prefer feature-length movies and TV shows."

Read more at <http://www.emarketer.com/Article/Do-People-Watch-Video-Differently-on-Mobile-Phones-vs-Tablets/1009733#BvWh39YJXYIWIO2o.99>

"Today, the first screen is whichever one a consumer is looking at, according to "Social TV: Marketing to Viewers in Real Time," a new report from eMarketer."

Read more at <http://www.emarketer.com/Article/Exploring-Social-TV-Viewing-Phenomenon/1010286#7UfBcxKL6jgSkCae.99>



Comparative Estimates: Simultaneous Social Media Usage While Watching TV According to US TV Viewers, 2013
% of respondents

	2013	Activity	Survey base
CreditDonkey, March 2013	83.7%	Use Facebook	Social media users
CreditDonkey, March 2013	66.9%	Use Twitter	Social media users
re:fuel, June 2013	63.0%	Use Facebook or Twitter	College student internet users*
Nielsen, June 2013	53.0%	Visit a social network	Tablet owners
Nielsen, June 2013	52.0%	Visit a social network	Smartphone owners
Ipsos Mendelsohn, Feb 2013	51.0%	Use Facebook, Twitter or other almost constantly, regularly or occasionally	Affluent internet users**
Jacobs Media, May 2013	46.3%	Use social media frequently or occasionally	Internet users

Note: *ages 18-34; **annual household incomes of \$100,000+
Source: various, as noted, 2013

162818 www.emarketer.com

Research: Social Integration

"Among online channels, Facebook had the greatest influence on getting people to watch a show—46% said they picked up a show as a result of the social network."

Read more at <http://www.emarketer.com/Article/Facebook-Shows-Outsized-Influence-on-Social-TV/1009624#Hc5l6p4MqF6y3dRp.99>

"...in 2013 indicated that 15% to 17% of TV viewers engaged in real-time socializing about the television shows they were watching."

Read more at <http://www.emarketer.com/Article/Exploring-Social-TV-Viewing-Phenomenon/1010286#7UfBcxKL6jgSkCae.99>

US Internet Users Who Started Watching a TV Program Due to Opinions Online, by Site and Age, Sep 2012				
% of respondents				
	18-34	35-49	50-64	Total
Facebook	54%	48%	30%	46%
Twitter	21%	12%	5%	14%
TV show websites	8%	12%	6%	9%
Forums or discussion boards	11%	8%	3%	8%
Entertainment sites	8%	9%	4%	7%
Pinterest	5%	3%	3%	4%
reddit	4%	1%	1%	2%
Viggle	3%	2%	1%	2%
foursquare	2%	1%	0%	1%
GetGlue	2%	1%	0%	1%
IntoNow	1%	1%	0%	1%

Note: n=828
Source: Cable & Telecommunications Association for Marketing (CTAM), "How Chatter Matters in TV Viewing" conducted by Nielsen in collaboration with MBI TouchPoints and uSamp as cited by TVbytheNumbers, Dec 28, 2012

150452 www.emarketer.com

Comparative Estimates: Social Media Activities Performed While Watching a Program According to US TV Viewers, 2013			
% of respondents			
	2013	Activity	Survey base
Nielsen, June 2013	21.0%	Read conversations about a program on social network	Tablet owners
Nielsen, June 2013	18.0%	Read conversations about a program on social network	Smartphone owners
HUB Research*, April 2013	17.0%	Read comments on Facebook or Twitter about show	TV viewers
HUB Research*, April 2013	17.0%	Posted comments on Facebook or Twitter about show	TV viewers
The NPD Group, April 2013	14.8%	Discussed show on social network	TV viewers
Nielsen, June 2013	13.0%	Write blurbs on the program you are watching	Tablet owners
The NPD Group, April 2013	9.4%	Followed stream of comments	TV viewers
Nielsen, June 2013	8.0%	Write blurbs on the program you are watching	Smartphone owners

Note: *ages 16-64
Source: various, as noted, 2013

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