### FOX BROADCASTING COMPANY

# iPhone Application v1.0 UX Design Document

ROUND 2

#### SEPTEMBER 21, 2011

# CYPRESS

## INTERACTION LEGEND



DOUBLE TAP

DRAG

FLICK



To press or select a control or item (analogous to a single mouse click).

To zoom in and center a block of content or an image. To zoom out (if already zoomed in).

To scroll or pan (that is, move side to side).

In a table-view row, to reveal the Delete button.



To scroll or pan quickly.

SWIPE



PINCH OPEN/PINCH CLOSE

TOUCH AND HOLD



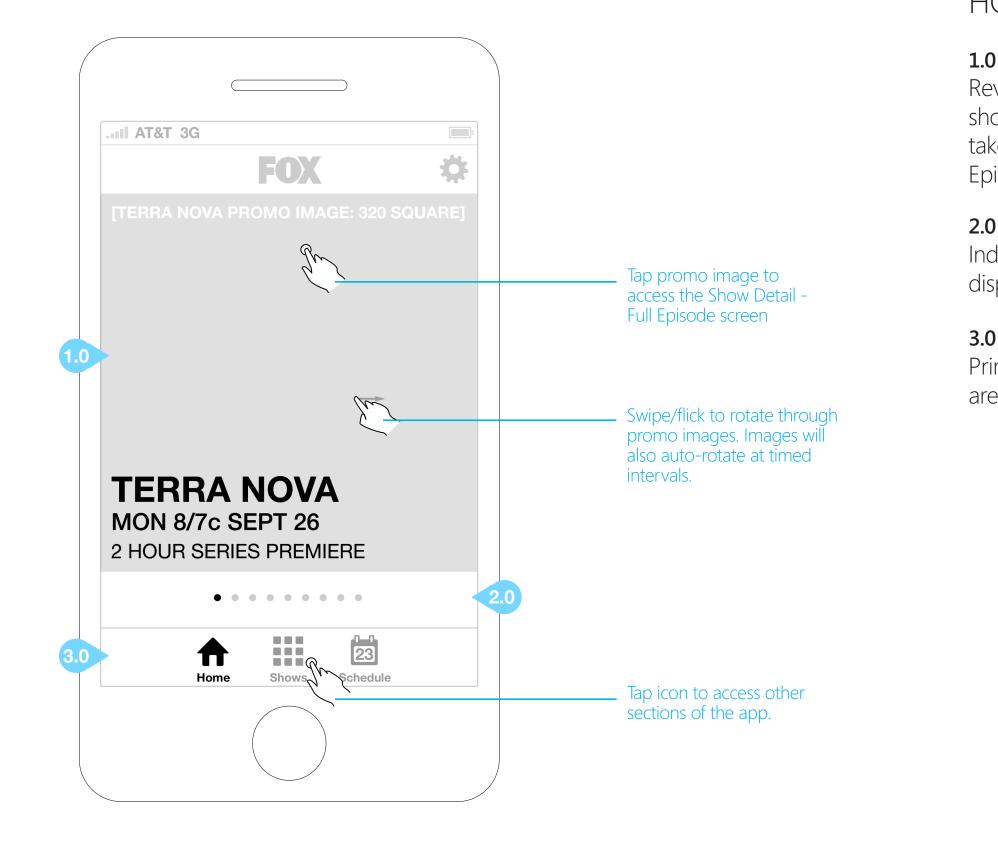
To zoom in or out.



In editable text, to display a magnified view for cursor positioning.

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#### **SEPTEMBER 21, 2011**



# HOME SCREEN

#### **1.0 PROMOTIONAL CONTENT**

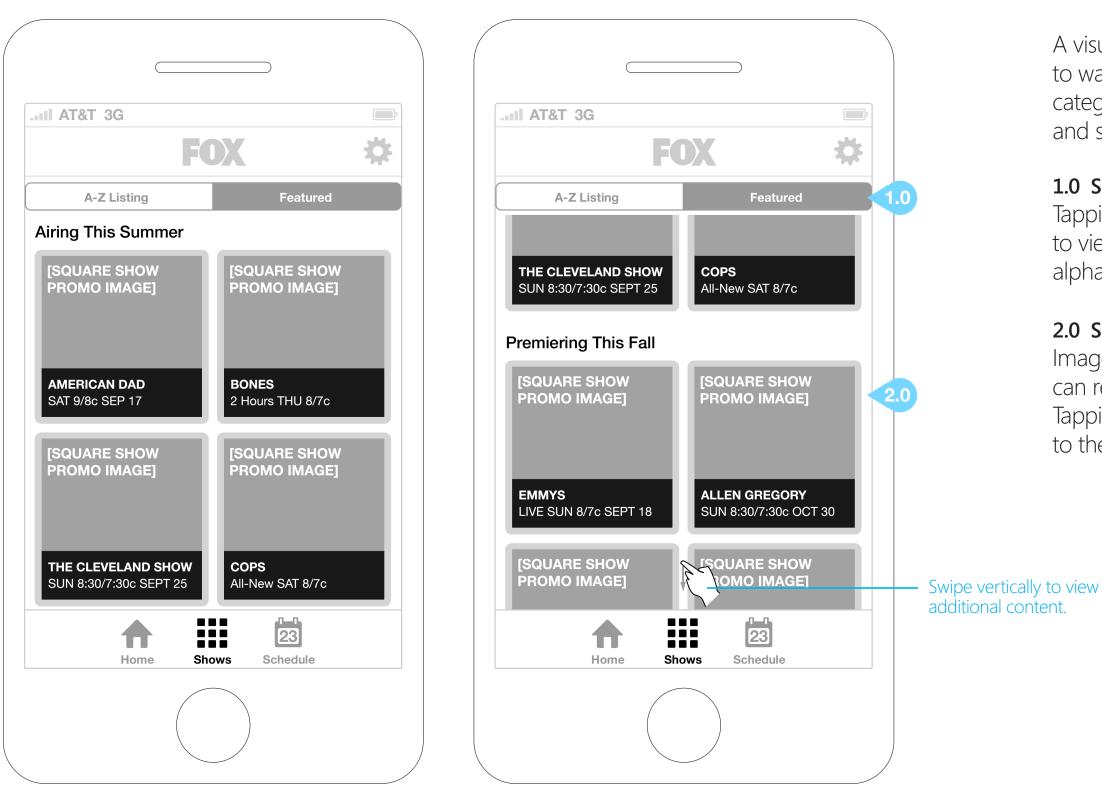
Revolving promo images of featured shows. Tapping promo images will take the user to the Show Detail - Full Episode screen.

#### 2.0 PROMOTIONAL PAGINATION

Indicates what promo image is currently displayed.

#### 3.0 GLOBAL NAVIGATION

Primary navigation to all main content areas of the application.



# FOX SHOWS - FEATURED

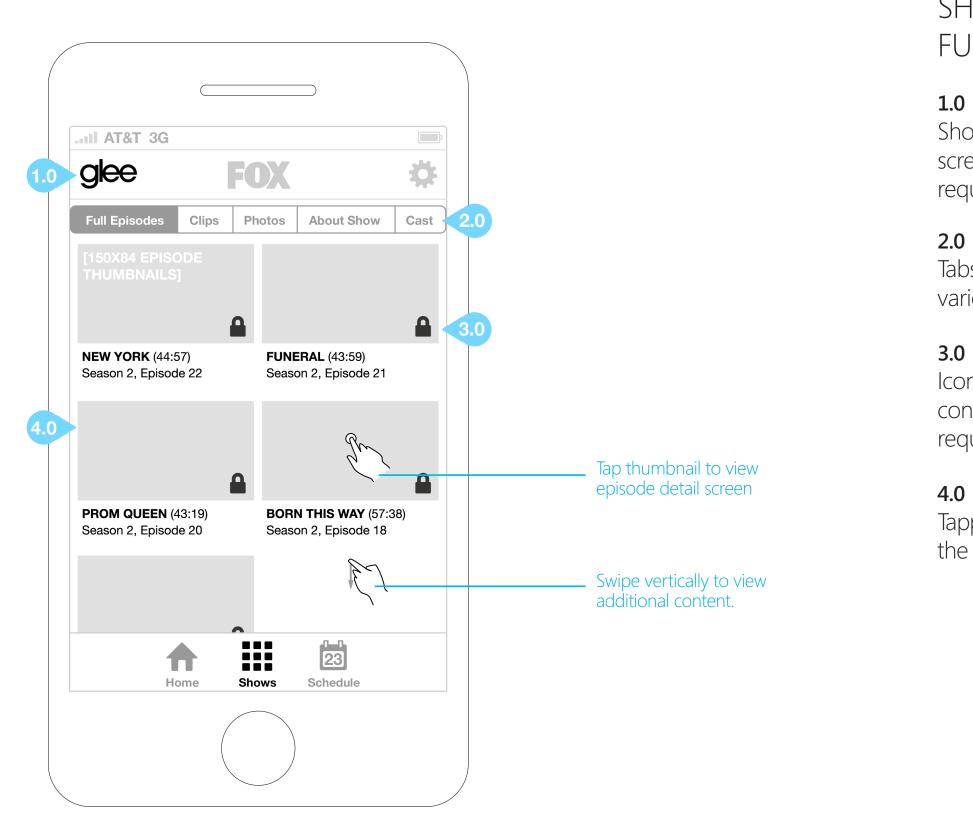
A visual list of featured shows available to watch on the application, sorted by category and accompanied by their title and showtime info (if applicable).

#### **1.0 SORTING TOGGLE**

Tapping on the toggle allows the user to view the list of shows in either an alpha grid or featured grid.

#### 2.0 SHOW THUMBNAILS

Images are distinct enough that users can recognize a show at a glance. Tapping on a thumbnail takes the user to the Show Detail - Full Episode screen.



# SHOW DETAILS -FULL EPISODES

#### 1.0 SHOW LOGO

Show logo persistent on Show Detail screens except when a back button is required.

#### 2.0 SHOW CONTENT NAVIGATION

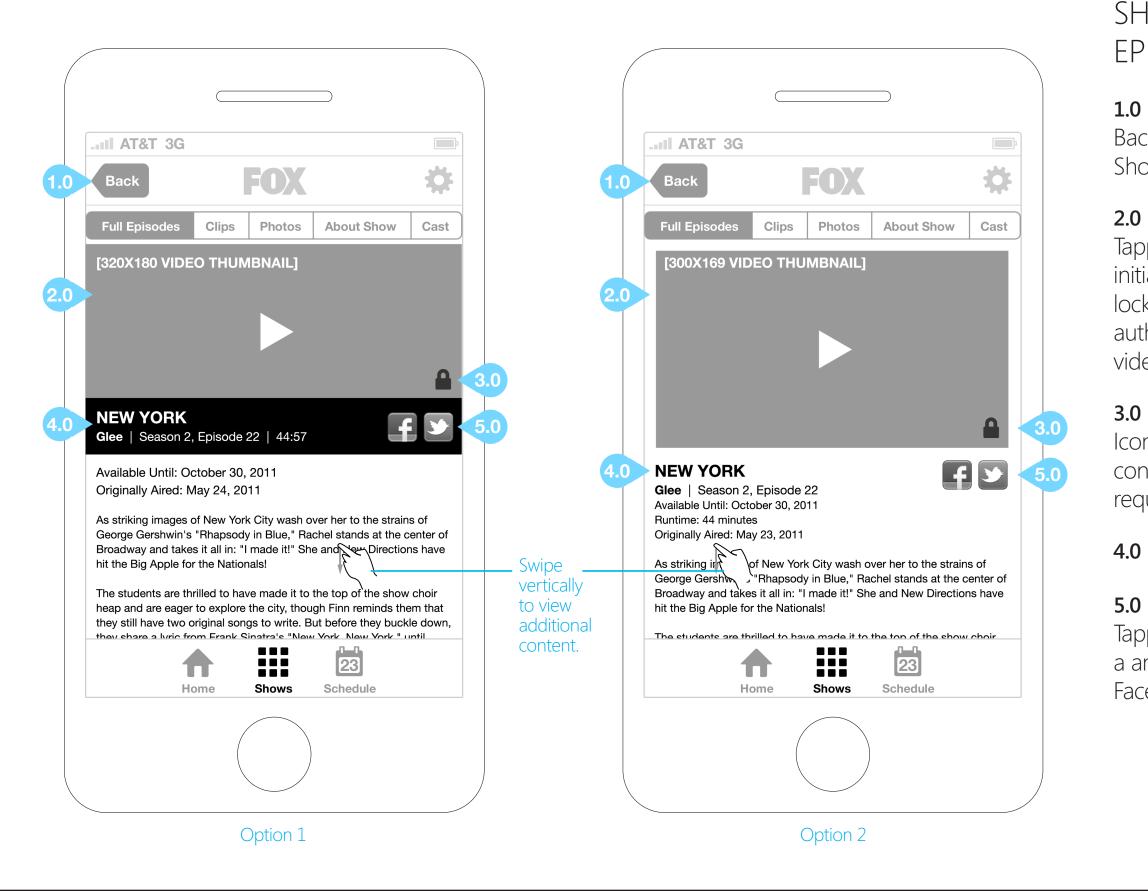
Tabs allow the user to choose from the various Show Detail screens.

#### 3.0 AUTHENTICATION ICONS

Iconography that displays which content is open versus which content requires authentication.

#### 4.0 FULL EPISODE THUMBNAILS

Tapping an episode thumbnail will bring the user to the Episode Info screen.



# SHOW DETAILS -EPISODE INFO

#### 1.0 BACK BUTTON

Back button returns the user to the Show Details - Full Episodes screen.

#### 2.0 FULL EPISODE THUMBNAILS

Tapping an episode thumbnail will initiate the authentication process for locked content. Once a user has been authenticated, the app will load the video in the landscape player.

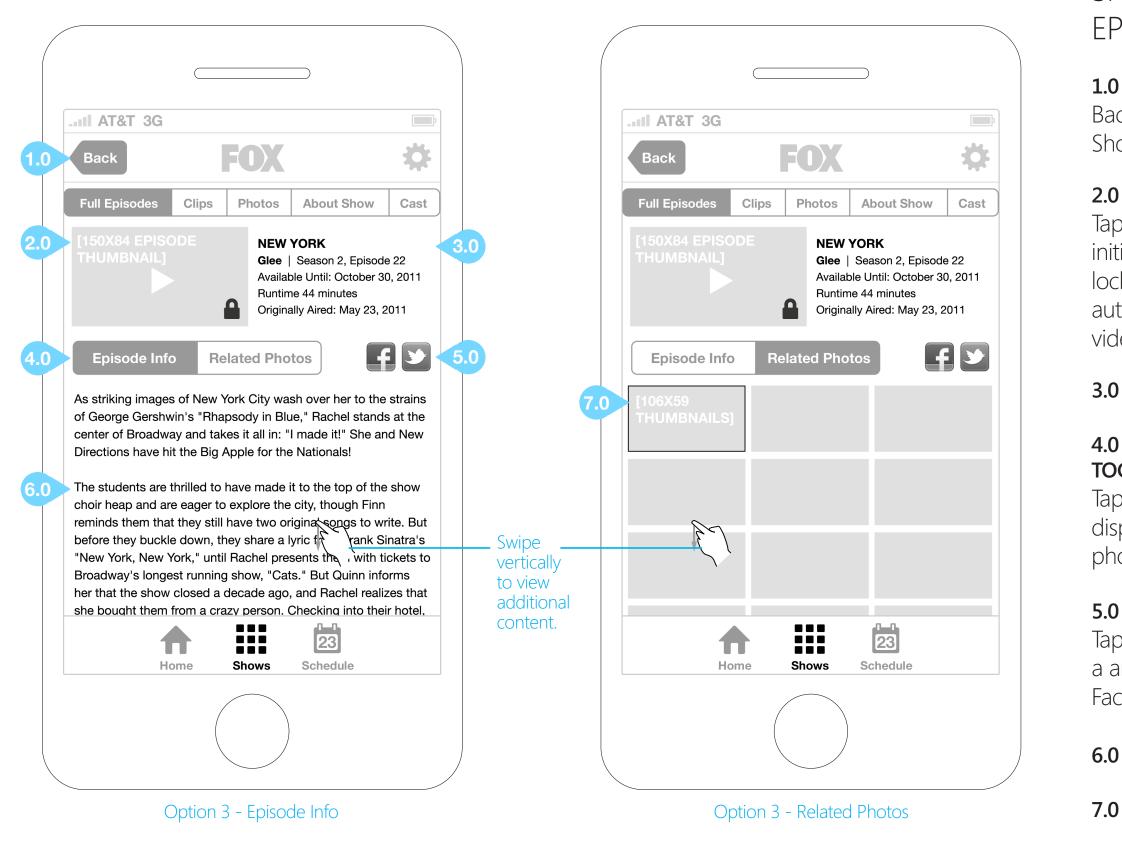
#### 3.0 AUTHENTICATION ICONS

Iconography that displays which content is open versus which content requires authentication.

#### EPISODE TITLE AND METADATA

#### 5.0 SOCIAL MEDIA SHARING ICONS

Tapping the social media icons opens a an overlay with pre-populated Facebook share or Twitter tweet.



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# SHOW DETAILS -EPISODE INFO

#### 1.0 BACK BUTTON

Back button returns the user to the Show Details - Full Episodes screen.

#### 2.0 FULL EPISODE THUMBNAILS

Tapping an episode thumbnail will initiate the authentication process for locked content. Once a user has been authenticated, the app will load the video in the landscape player.

#### 3.0 EPISODE TITLE AND METADATA

# 4.0 EPISODE INFO/RELATED PHOTOS TOGGLE

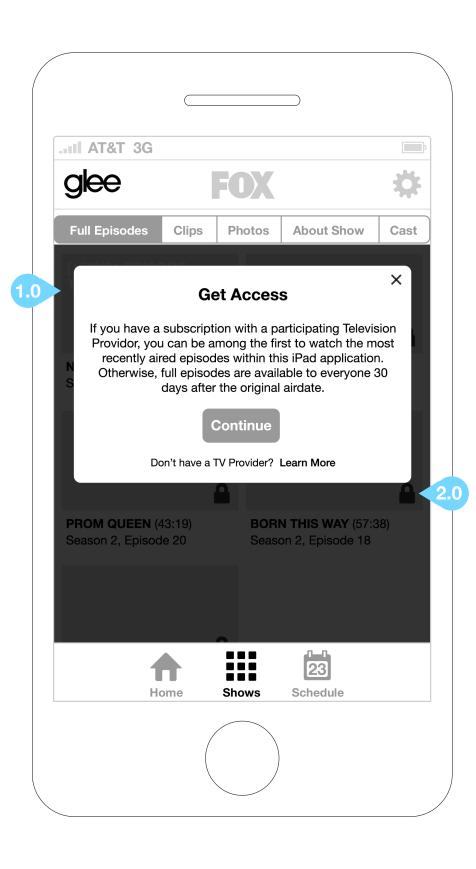
Tapping this button toggles between displaying the episode synopsis and photos related to the episode.

#### 5.0 SOCIAL MEDIA SHARING ICONS

Tapping the social media icons opens a an overlay with pre-populated Facebook share or Twitter tweet.

#### 6.0 EPISODE INFO

#### 7.0 RELATED PHOTOS





# AUTHENTICATION FLOW (STEP 1)

Authentication happens when users request applicable full episode content. The user authentication flow is detailed in the next three screens.

#### **1.0 AUTHENTICATION MESSAGING**

When a user selects protected full episode content they are presented with messaging detailing the authentication requirements.

#### 2.0 AUTHENTICATION ICONS

Iconography that displays which content is open versus which content requires authentication.

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Full Episodes	Clips	Photos	About Show	Cast
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H	ome	Shows	23 Schedule	

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# AUTHENTICATION FLOW (STEP 2)

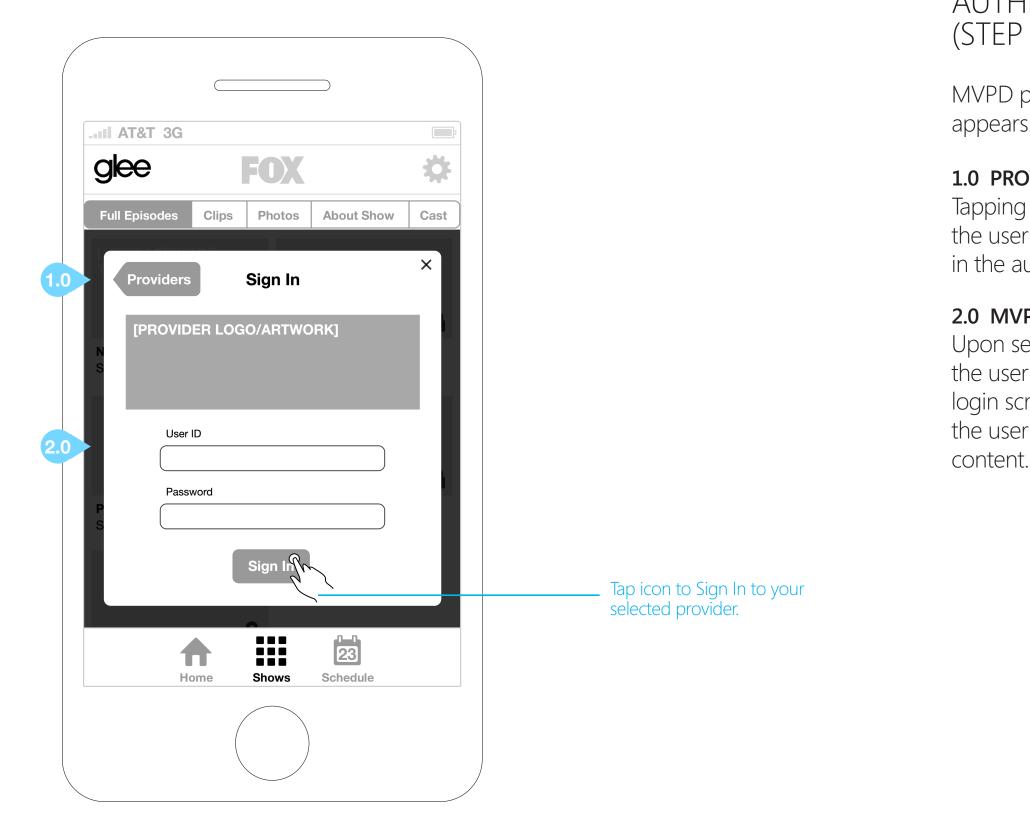
When the user chooses to authenticate, they will be presented with applicable MVPD choices.

#### 1.0 MVPD SELECTOR

When a user chooses to continue to protected content, they are presented with a list of participating MVPDs to select from.

#### 2.0 FOOTER LINKS

Supplementary content is available at the bottom of this window.



# AUTHENTICATION FLOW (STEP 3)

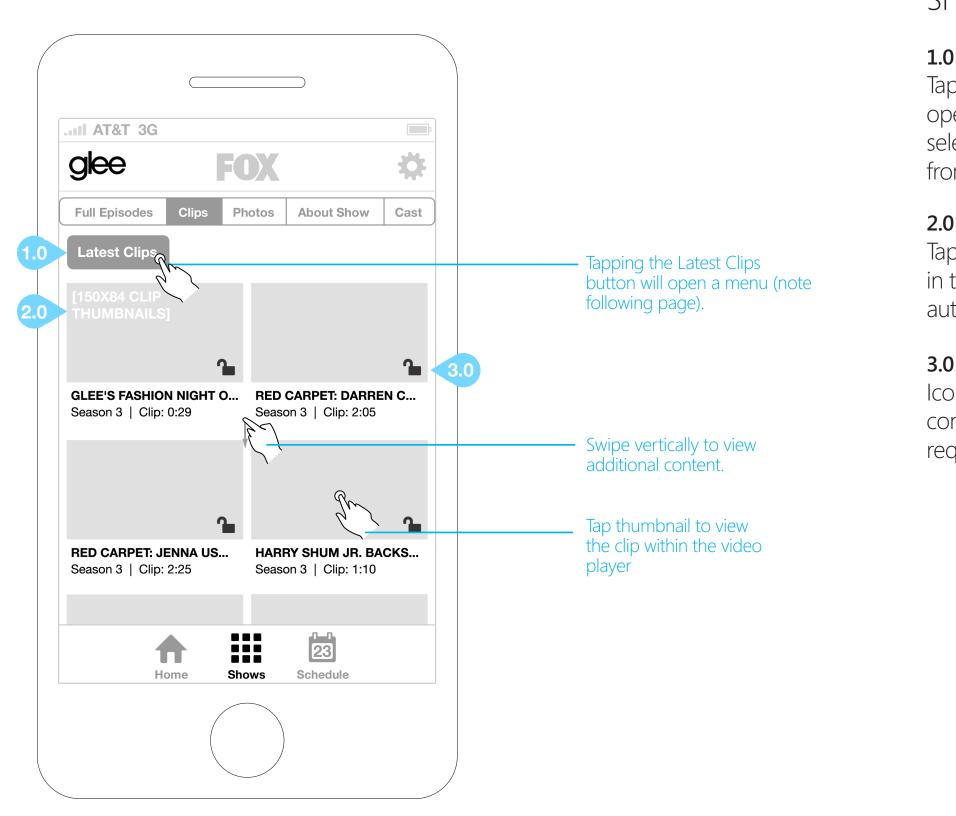
MVPD provided authentication window appears.

#### **1.0 PROVIDERS BUTTON**

Tapping the Providers button returns the user to the previous screen (step 2 in the authentication process).

#### 2.0 MVPD LOGIN

Upon selecting the appropriate MVPD, the user is presented with that MVPD's login screen. Upon successful login, the user gains access to the protected



# SHOW DETAILS - CLIPS

#### 1.0 CHOOSE A CATEGORY

Tapping the Latest Clips button will open a menu that will allow the user to select a specific category and view clips from that category.

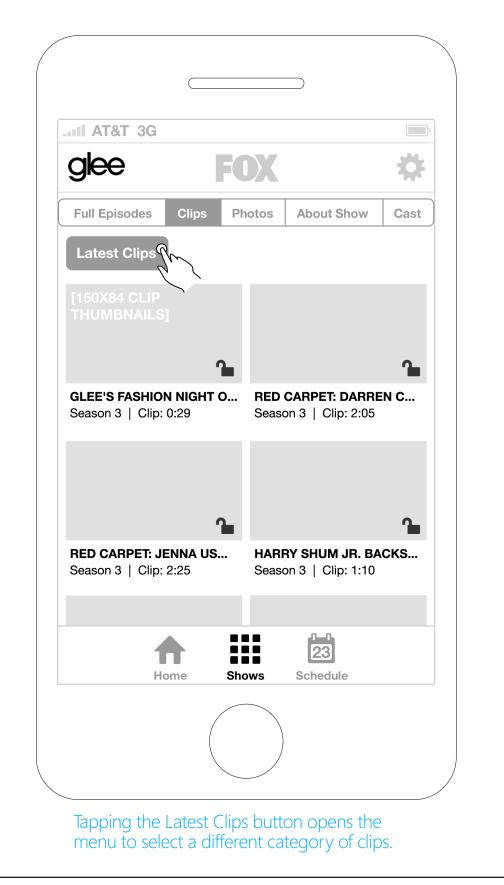
#### 2.0 CLIP THUMBNAILS

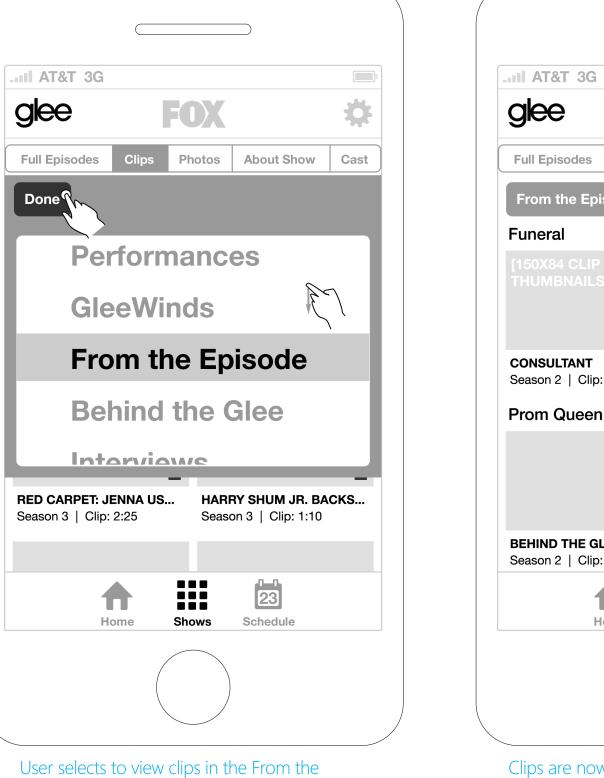
Tapping the clip thumb will launch video in the landscape fullscreen player (no authentication required).

#### 3.0 AUTHENTICATION ICONS

Iconography that displays which content is open versus which content requires authentication.

FOX





User selects to view clips in the From the Episode category, then taps the Done button.

## **SEPTEMBER 21, 2011** SHOW DETAILS - CLIPS Ö Clips Photos **About Show** Cast From the Episode Ղ Season 2 | Clip: 0:29 BEHIND THE GLEE: PROM... SNEAK PEEK: PROM QUE... Season 2 | Clip: 3:50 Season 2 | Clip: 1:07 23 П Home Shows Schedule Clips are now displayed for the From the Episode category.

II AT&T 3G	
glee FOX 🌣	
Full Episodes Clips Photos About Show Cast	
Past Seasons Season 2	Tapping the Past Seasons button will open the category
[106X59 THUMBNAILS] 2.0	menu (note following page).
m	Tap thumbnail to open
	Tap thumbnail to open photo within the photo viewer
	Contine constitue III a terrational
	Swipe vertically to view additional content.
Home Shows Schedule	

# SHOW DETAILS - PHOTOS

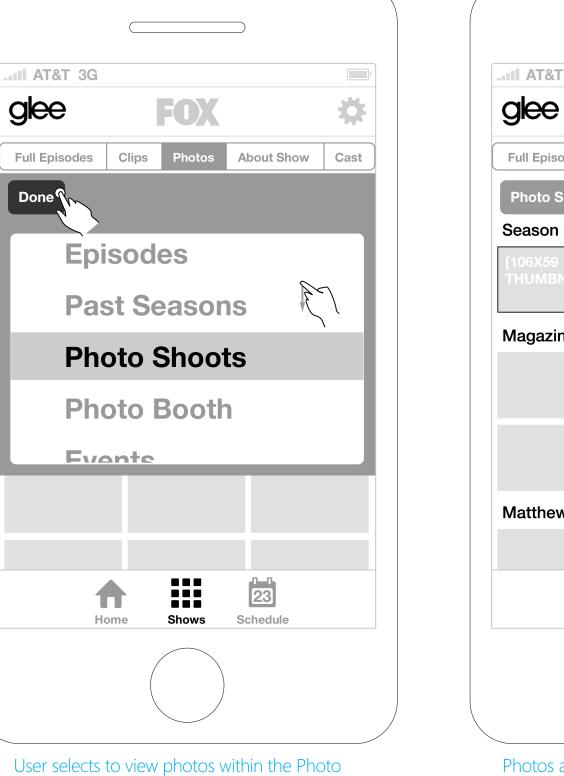
#### 0 CHOOSE A CATEGORY

apping the Past Seasons button will pen a menu that will allow the user o select a specific category and view hotos from that category.

#### 0 CATEGORY THUMBNAILS

once the category is chosen, the ontent area will be populated with hotos related to that category. This orkflow is illustrated on the following age. Tapping a thumbnail opens that nage in the Show Details - Photo iewer.

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Season 2				
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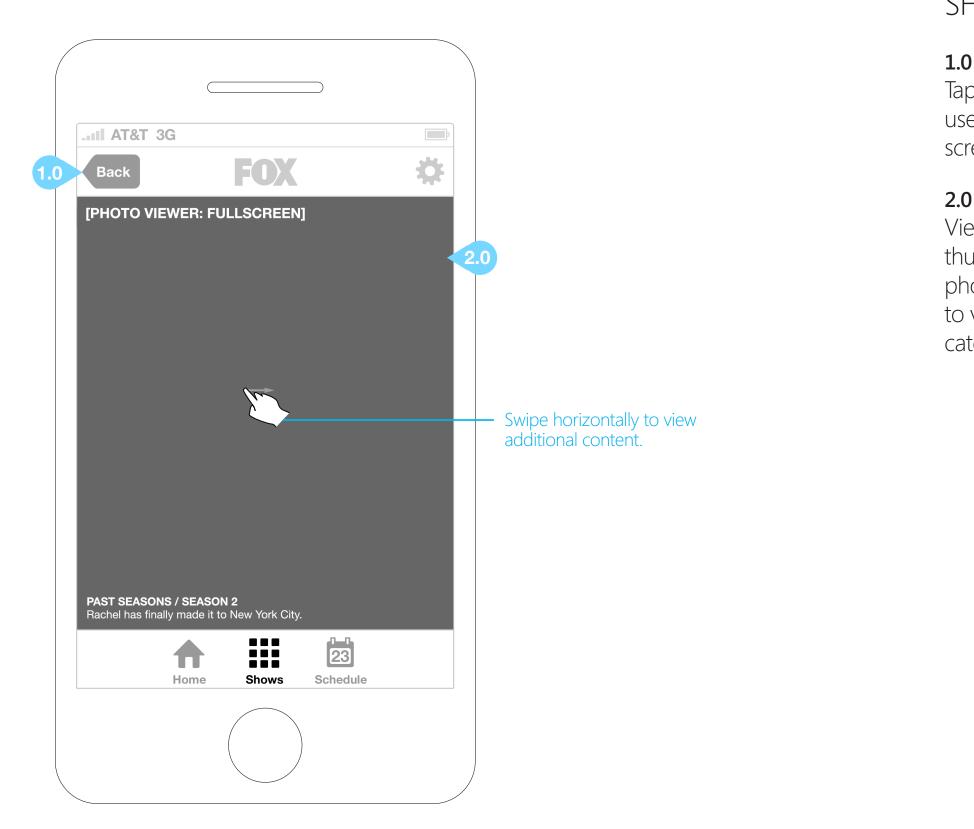
of photos. Shoots category, then taps the Done button.

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# SHOW DETAILS - PHOTOS

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## SHOW DETAILS - PHOTOS

#### 1.0 BACK BUTTON

Tapping the Back button returns the user to the Show Details - Photos screen.

#### 2.0 PHOTO VIEWER

View large versions of the photo thumbs. Metadata associated with the photo is displayed. The user may swipe to view other photos in the selected category.



#### SEPTEMBER 21, 2011

# SHOW DETAILS -ABOUT SHOW

#### 1.0 SHOW SCHEDULE

Show schedule information is displayed in this area.

#### 2.0 SOCIAL MEDIA ICONS

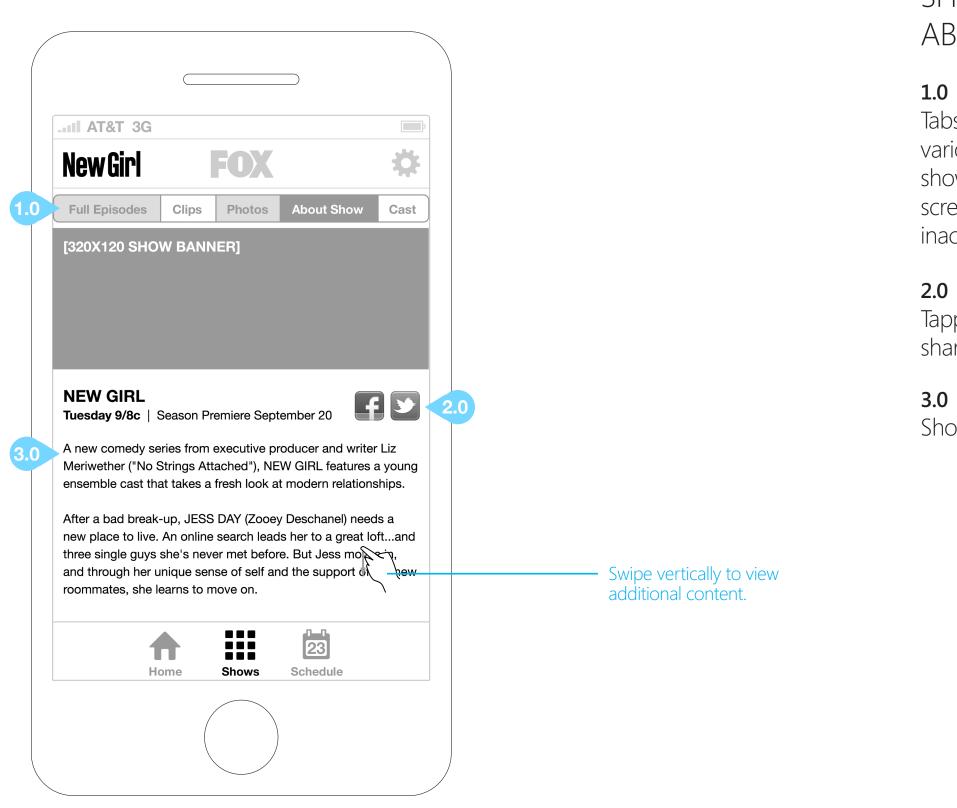
Tapping these icons opens a facebook share or twitter tweet overlay.

#### 3.0 SHOW IPHONE APP BUTTON

Tapping this button will link the user to the show-specific application at the iTunes store.

#### 4.0 ABOUT SHOW

Show synopsis is displayed in this area.



# SHOW DETAILS -ABOUT SHOW (NEW SHOW)

#### **1.0 SHOW CONTENT NAVIGATION**

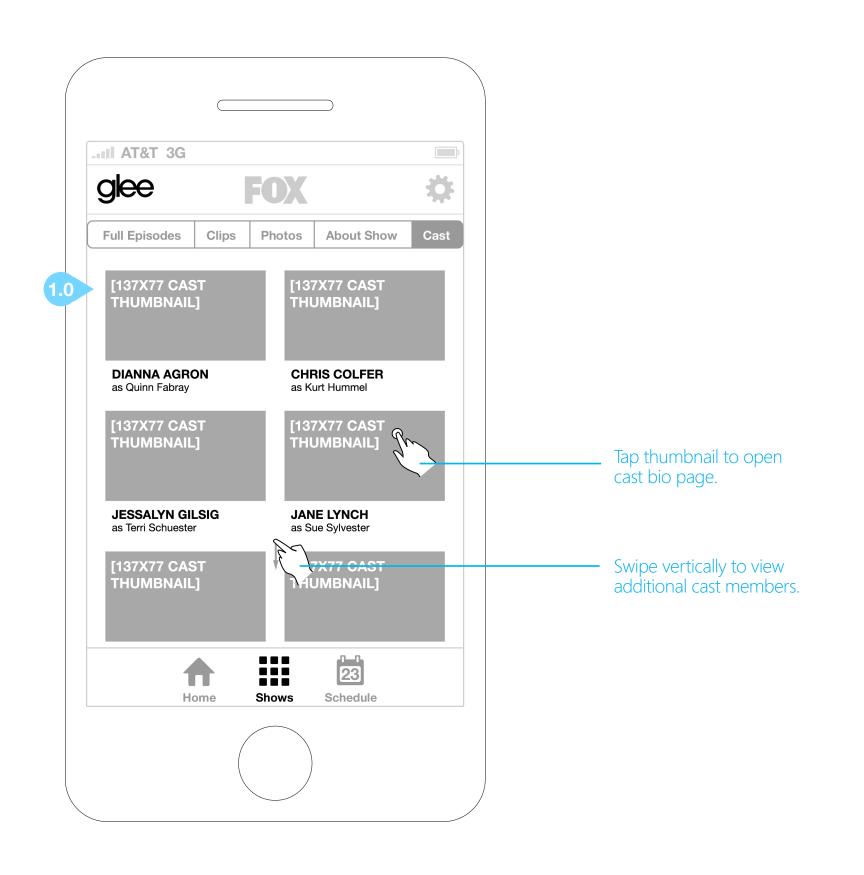
Tabs allow the user to choose from the various Show Detail screens. If a new show has no content for any of these screens, that navigation button will be inactive and grayed out.

#### 2.0 SOCIAL MEDIA ICONS

Tapping these icons opens a facebook share or twitter tweet overlay.

#### 3.0 ABOUT SHOW

Show synopsis is displayed in this area.



# SHOW DETAILS - CAST

#### **1.0 CAST THUMBNAILS**

Tapping a cast thumbnail will open that cast member's bio (next page).

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Back	FOX 🌣		
Full Episodes	Clips Photos About Show Cast		
[300X169 CAS	Т РНОТО]		
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DIANNA AGR as Quinn Fabray Actor I		Tapping social media icon opens sharing overlay.	
as Quinn Fabray Actor I Popular head chee	Bio Character Bio		
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as Quinn Fabray Actor I Popular head chee girlfriend and a tru- outcast Rachel Be dent of the Christ (	Bio Character Bio erleader Quinn Fabray is Finn Hudson's e mean girl wr ights in tormenting social hity. Despite being presi- Crusaders (aka the Celibacy Club), Quinn romp with Puck that resulted in a pregnancy 23	opens sharing overlay. ————————————————————————————————————	
as Quinn Fabray Actor I Popular head chee girlfriend and a tru- outcast Rachel Be dent of the Christ G shared a drunken	Bio Character Bio erleader Quinn Fabray is Finn Hudson's e mean girl wr ights in tormenting social hity. Despite being presi- Crusaders (aka the Celibacy Club), Quinn romp with Puck that resulted in a pregnancy 23	opens sharing overlay. ————————————————————————————————————	

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## SHOW DETAILS - CAST BIO

#### **BACK BUTTON**

pping the Back button returns the er to the Show Details - Cast screen.

#### ACTOR/CHARACTER BIO TOGGLE

pping this toggle allows the user to ect between viewing the Actor Bio or Character Bio.

#### ACTOR/CHARACTER BIOGRAPHY

Back       FOX       Image: Constant of the stant of the sta		
CLARICE ORDAZ whittier, ca	Tanning social media icon	
	Tapping social media icon opens sharing overlay. Swipe vertically to view	

# SHOW DETAILS -CONTESTANT BIO

#### **BACK BUTTON**

pping the Back button returns the ser to the Show Details - Cast screen.

#### **REALITY SHOW SUB-NAVIGATION**

pr reality shows, the Contestant button places the Cast button in the subavigation.

#### CONTESTANT BIO/Q&A TOGGLE

pping this toggle allows the user to lect between viewing the Contestant o and the Contestant Questions and nswers.

#### CONTESTANT Q&A

II AT&T 3G	1.0	Back	FOX 🌣
SUNDAY, SEPTEMBER 18		TUESDAY,	SEPTEMBER 20
7:00pm "COUNTDOWN TO THE EMMYS '11" 8:00pm 63RD PRIMETIME EMM	- Swipe	8:00pm	GLEE "The Purple Piano Project" - 8/7c (8:00-9:00 PM ET/PT) ALL-NEW / SEASON PREMIERE / AIRS 8-9:01 PM ET/PT
MONDAY, SEPTEMBER 19	vertically to view additional content.		GLEE CLUB IS BACK IN SESSION ON THE ALL- NEW SEASON PREMIERE OF "GLEE" TUESDAY,
8:00pm       HELL'S KITCHEN         TUESDAY, SEPTEMBER 20         8:00pm       GLEE         9:00pm       NEW GIRL	Tap show name to expand episode info		SEPTEMBER 20, ON FOX Its fall and that means back to school for the stu- dents and faculty at McKinley High. The New Direc- tions clan returns after a devastating loss at Nation- als, so Mr. Schuester (Matthew Morrison) assigns a project to get them back on track. Meanwhile, Sue Sylvester starts her congressional campaign with an anti-arts platform.
9:30pm RAISING HOPE			In Second
WEDNESDAY, SEPTEMBER 21		9:00pm	NEW GIRL
Home Shows Schedule			Home Shows Schedule

# FOX SHOWS - SCHEDULE

Users can access Fox's complete schedule by tapping the "Schedule" link in the bottom global navigation.

#### 1.0 WEEKLY NAVIGATION

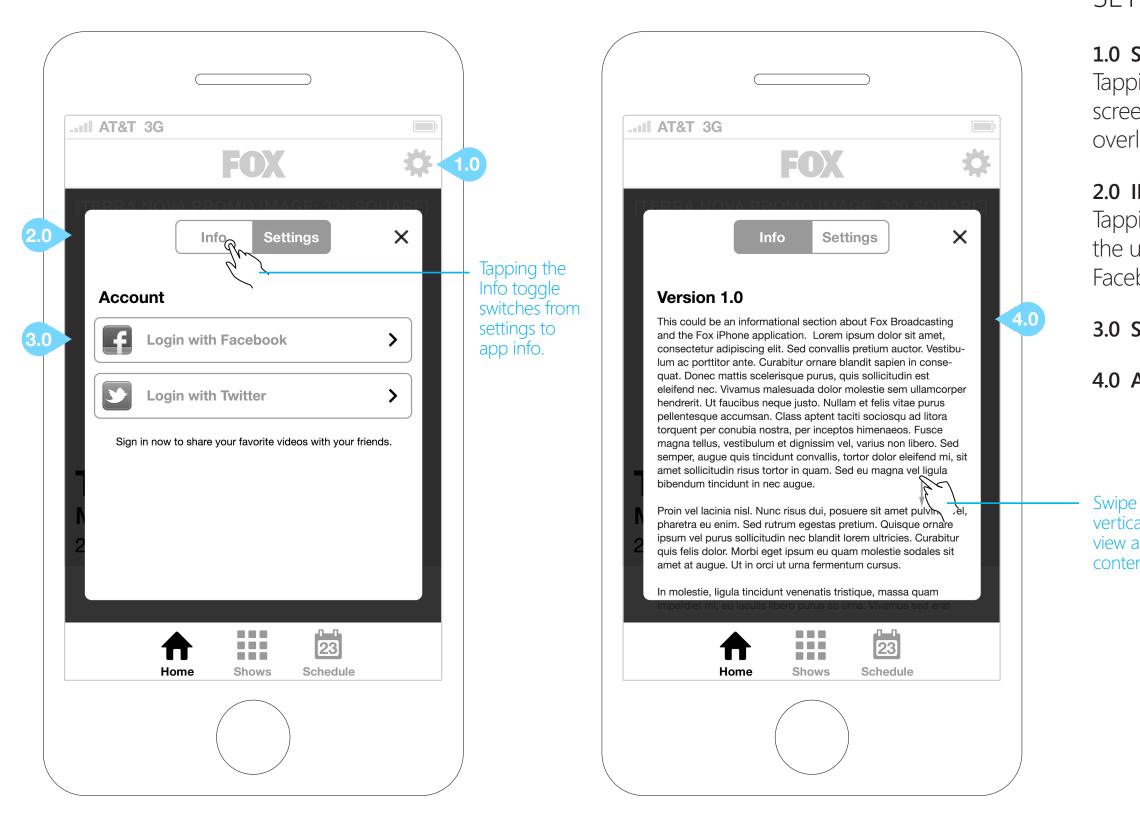
Here the user can quickly jump backward and forward between weeks.

#### 2.0 SCHEDULE CONTENT

Tapping on a show expands to display episode info, and pushes the rest of the schedule down. The user may tap the Show Details button to go to the Show Details - Full Episode screen.

Tapping the Show Details outton goes to the Full Episode screen

FOX



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# SETTINGS/INFO OVERLAY

#### 1.0 SETTINGS ICON

Tapping the Settings icon from any screen will open the Info/Settings overlay.

#### 2.0 INFO/SETTINGS TOGGLE

Tapping the Settings toggle will allow the user to either log in or log out to Facebook and Twitter.

#### 3.0 SOCIAL MEDIA ACCOUNT LOGIN

#### 4.0 APP INFO & VERSION HISTORY

Swipe vertically to view additional content.



# FACEBOOK SHARE OVERLAY

#### 1.0 CLOSE BUTTON

Tapping the close button closes the overlay.

#### 2.0 TEXT ENTRY FIELD

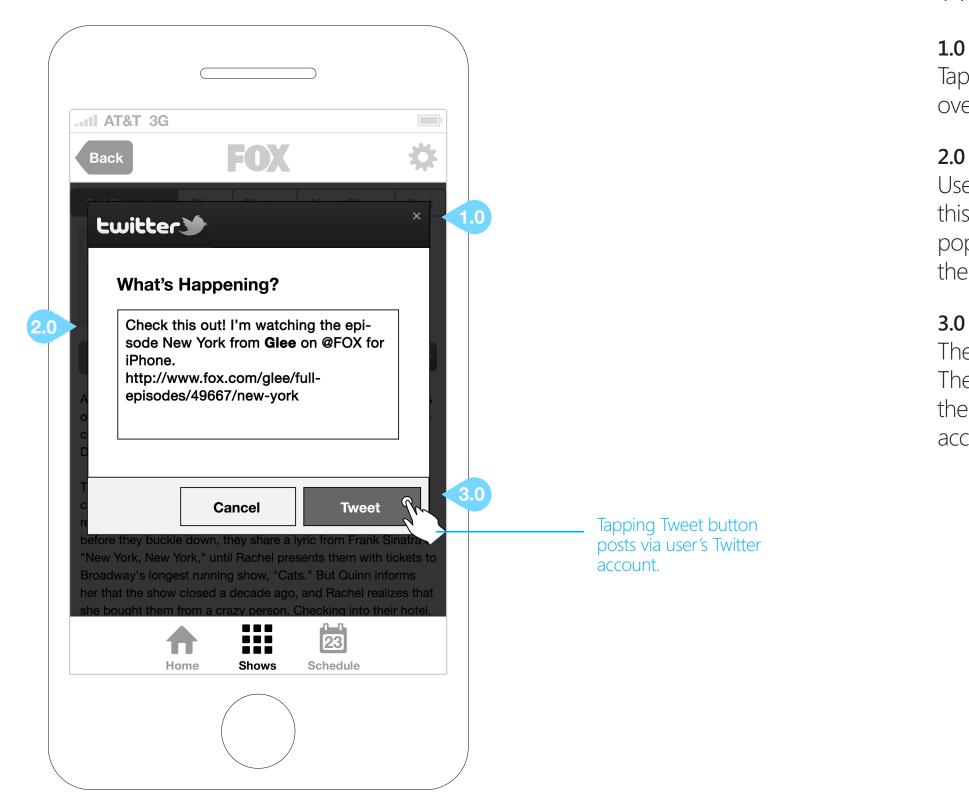
User may type a custom message in this text entry field.

#### 3.0 PRE-POPULATED INFORMATION

Share overlay will be pre-populated with relevant thumbnail, metadata and link for the content being shared.

#### 4.0 SKIP AND SHARE BUTTONS

The Skip button closes the overlay. The Share button posts the relevant content on the user's Facebook wall.



# TWITTER SHARE OVERLAY

#### 1.0 CLOSE BUTTON

Tapping the close button closes the overlay.

#### 2.0 TEXT ENTRY FIELD

User may type a custom message in this text entry field. Field will be prepopulated with description and link for the content being shared.

#### 3.0 CANCEL AND TWEET BUTTONS

The Cancel button closes the overlay. The Tweet button posts the text in the entry field from the user's Twitter account.

# Thank you!

# Please get back to us with your comments after having a chance to review.

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FOX

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Cypress is a Digital Agency focused on connecting brands with their customers at multiple points of interaction.

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