



FOX BROADCASTING COMPANY

# iPhone Application <sup>v1.0</sup> UX Design Document

ROUND 2

CYPRESS

## INTERACTION LEGEND

TAP



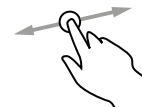
To press or select a control or item (analogous to a single mouse click).

DOUBLE TAP



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

DRAG



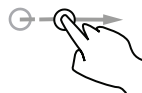
To scroll or pan (that is, move side to side).

FLICK



To scroll or pan quickly.

SWIPE



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

PINCH OPEN/PINCH CLOSE



To zoom in or out.

TOUCH AND HOLD



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

## HOME SCREEN

### 1.0 PROMOTIONAL CONTENT

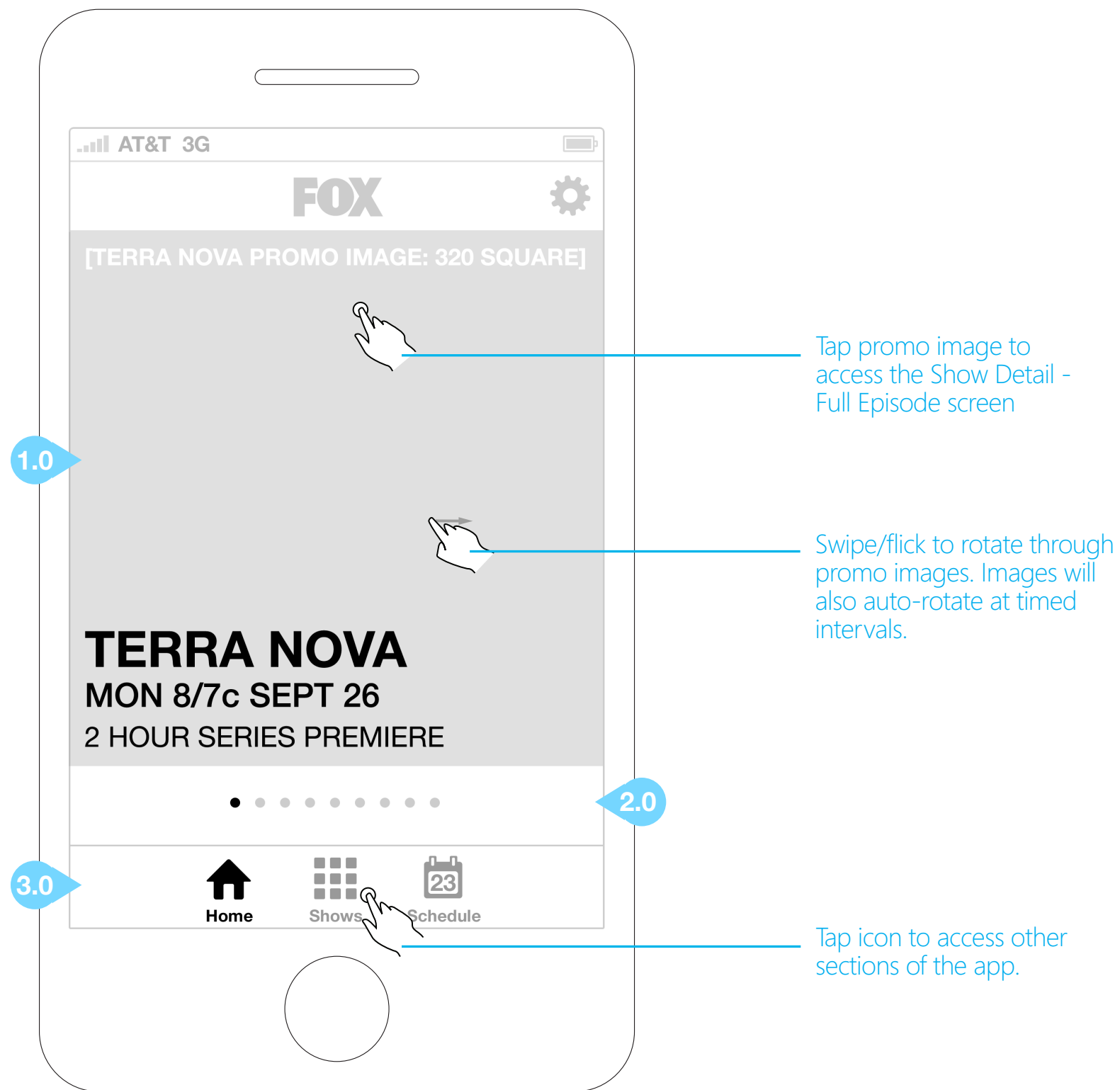
Revolving promo images of featured shows. Tapping promo images will take the user to the Show Detail - Full Episode screen.

### 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

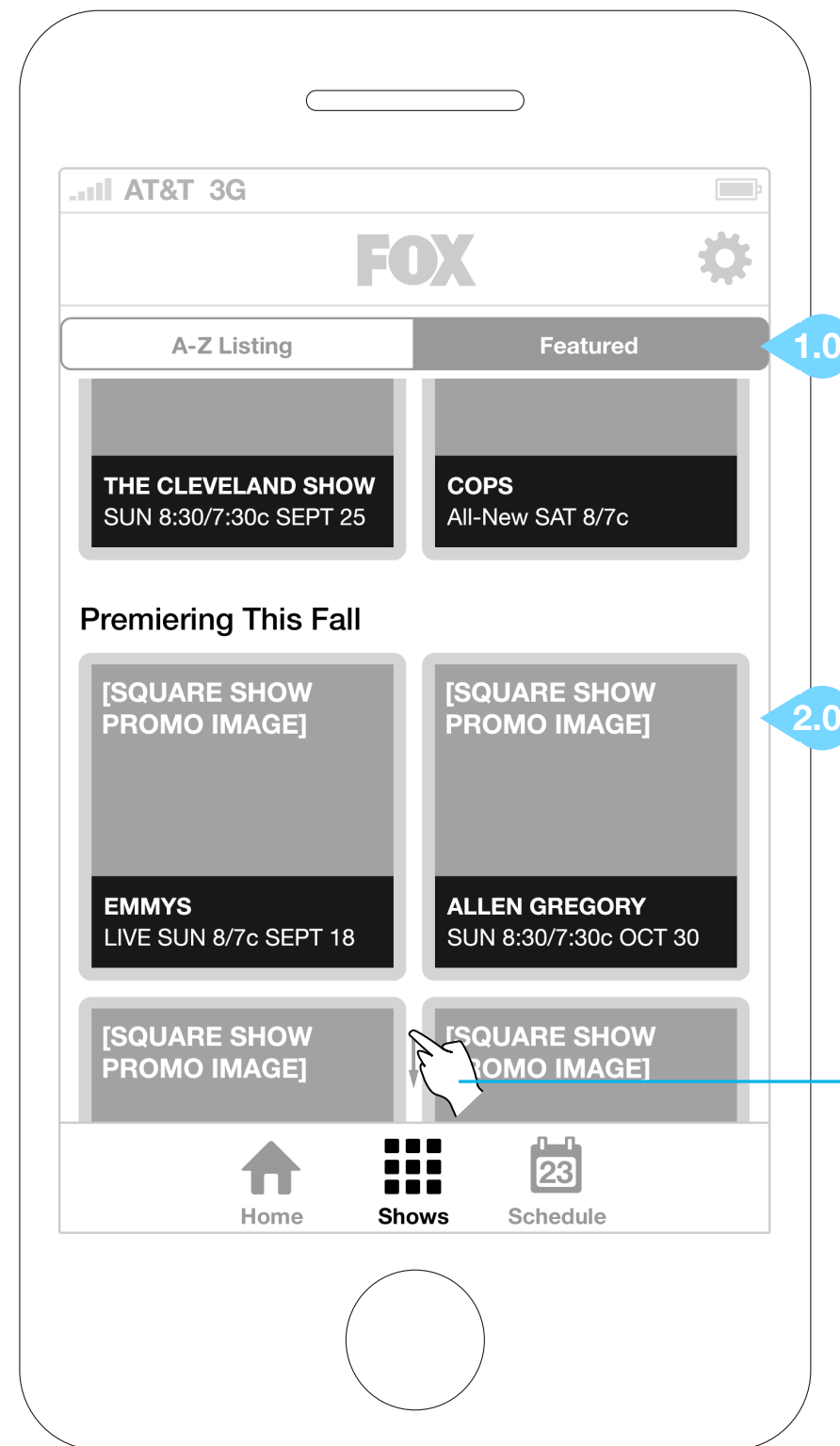
A visual list of featured shows available to watch on the application, sorted by category and accompanied by their title and showtime info (if applicable).

**1.0 SORTING TOGGLE**

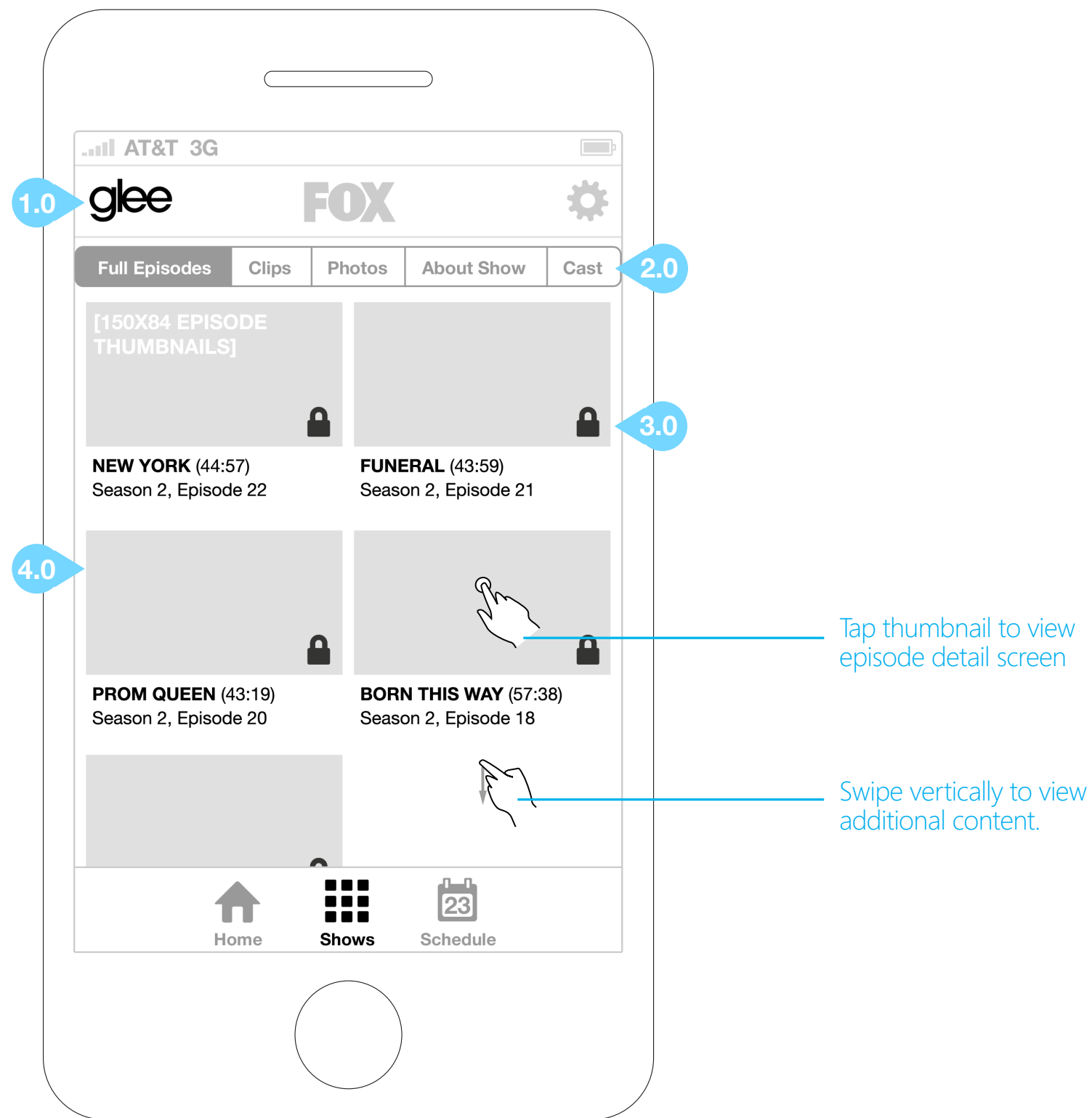
Tapping on the toggle allows the user to view the list of shows in either an alpha grid or featured grid.

**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.



Swipe vertically to view additional content.



## 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 THUMBNAI

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.

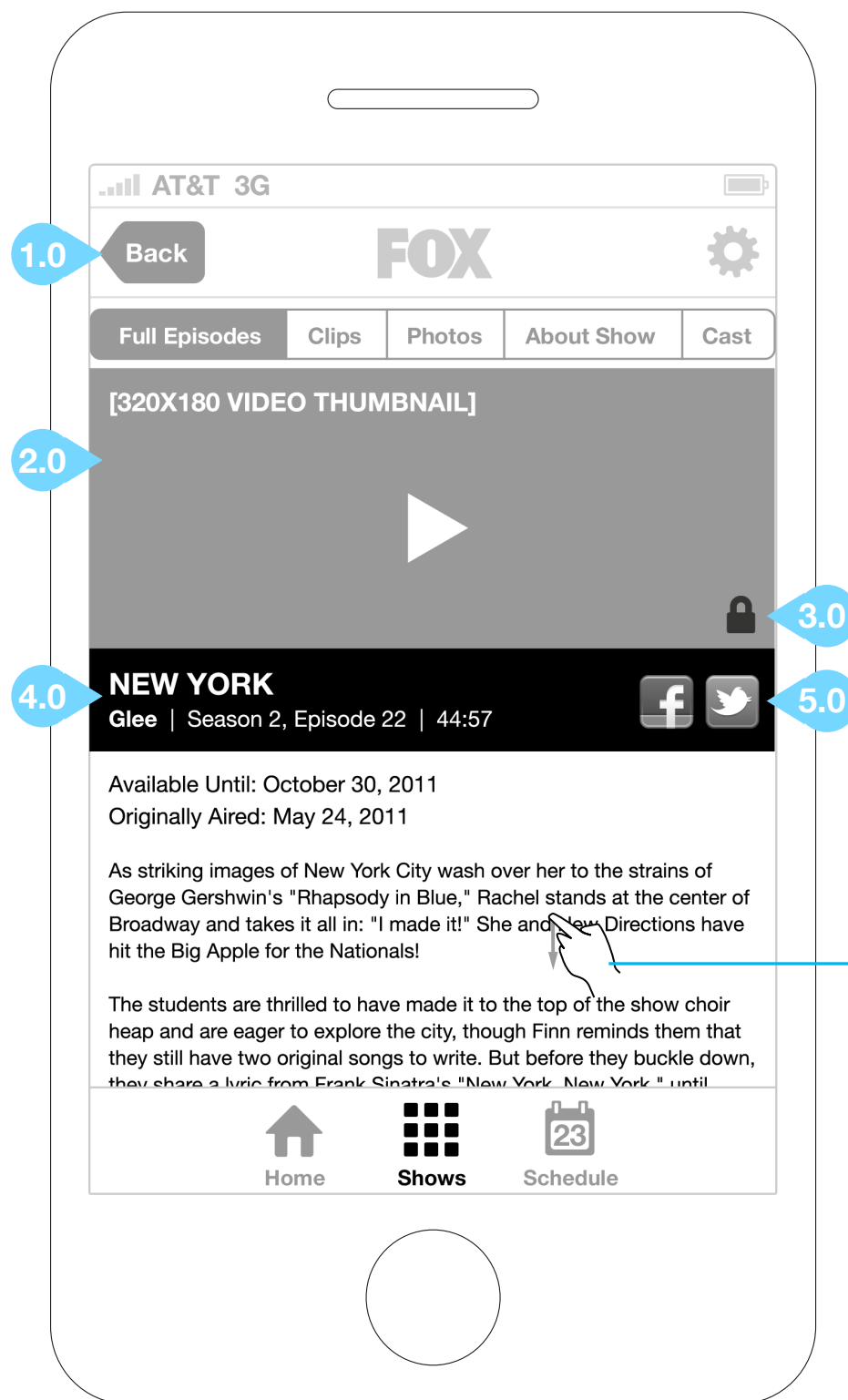
### 3.0 AUTHENTICATION ICONS

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

### 4.0 EPISODE TITLE AND METADATA

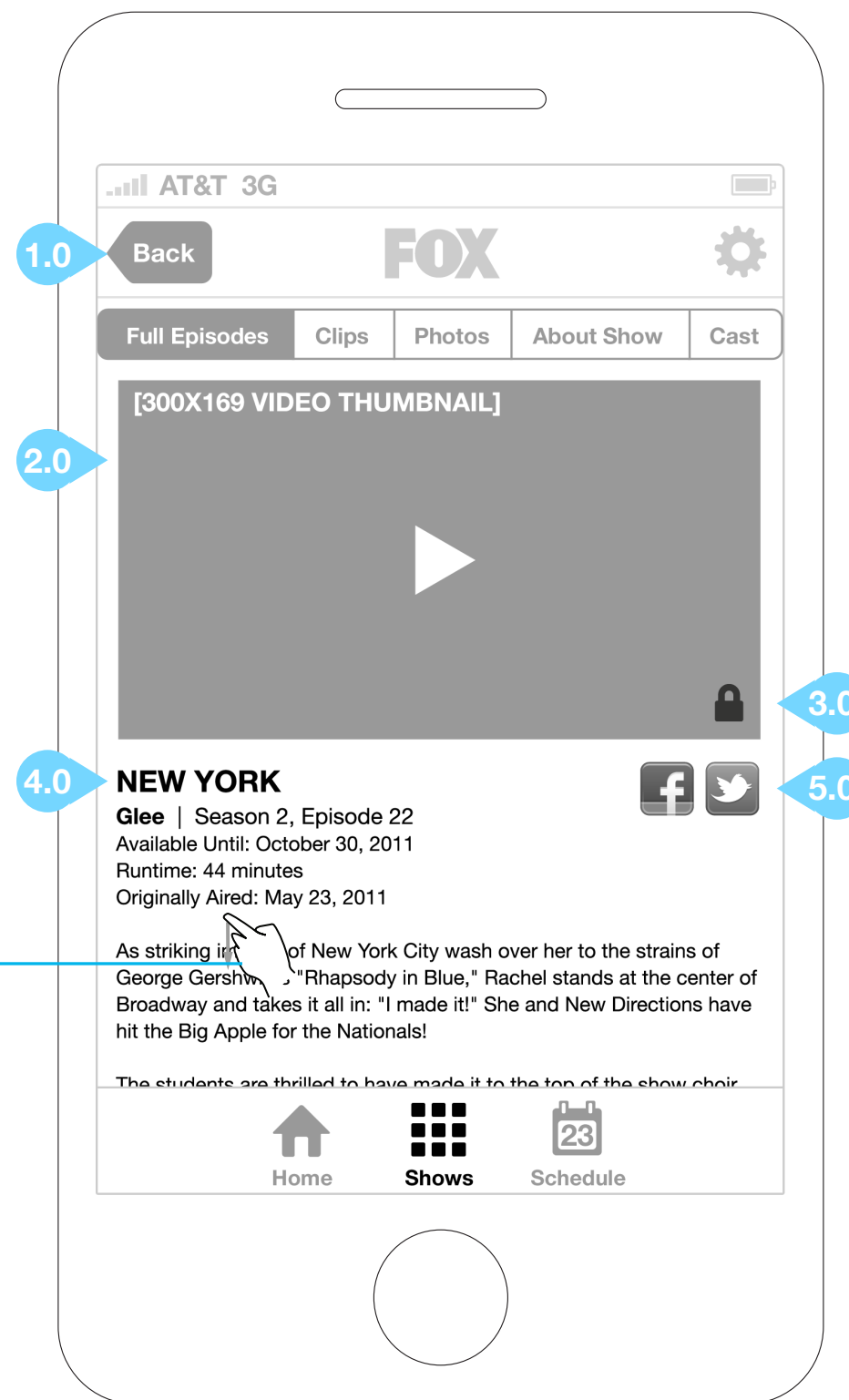
### 5.0 SOCIAL MEDIA SHARING ICONS

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



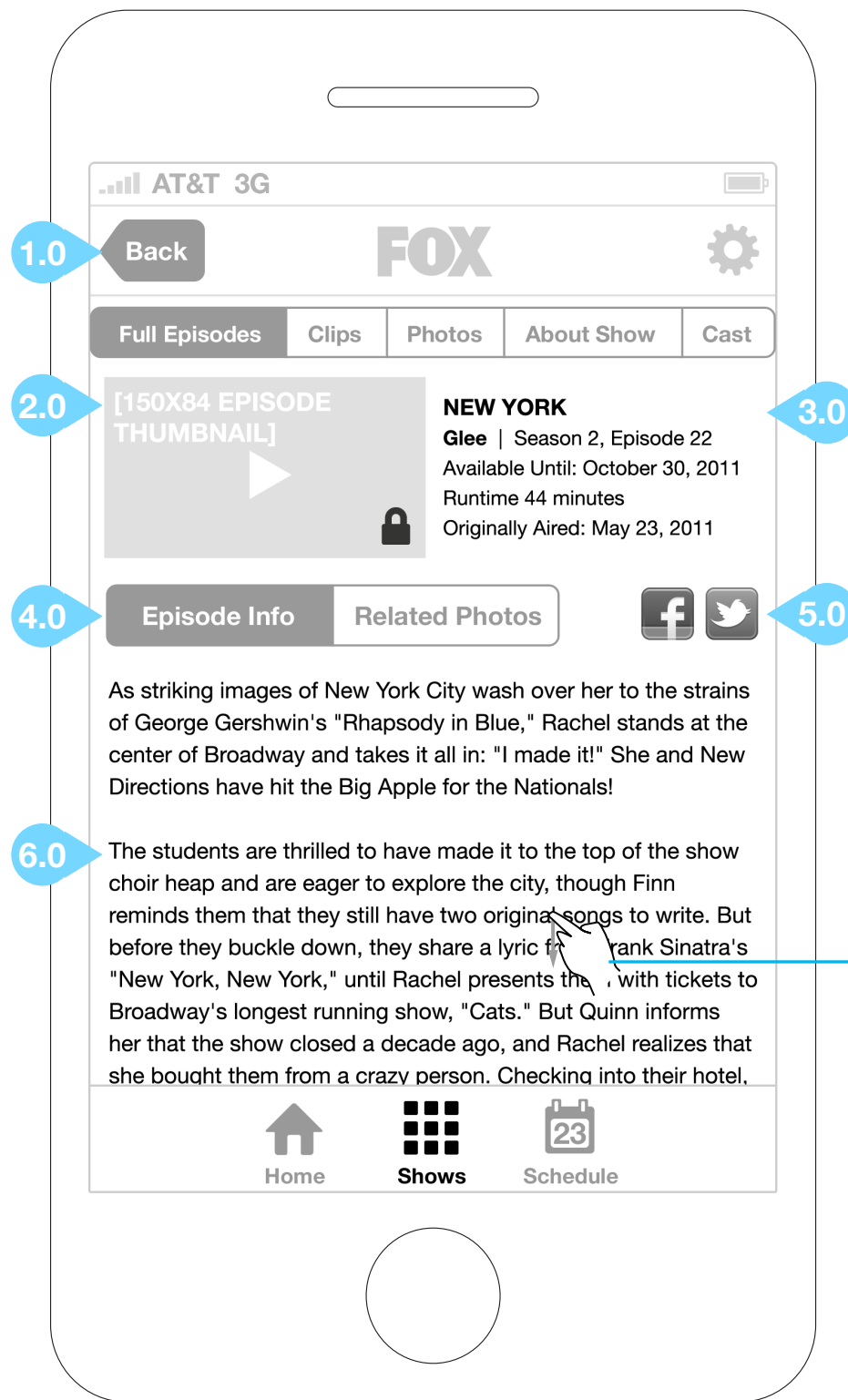
Option 1

Swipe  
vertically  
to view  
additional  
content.

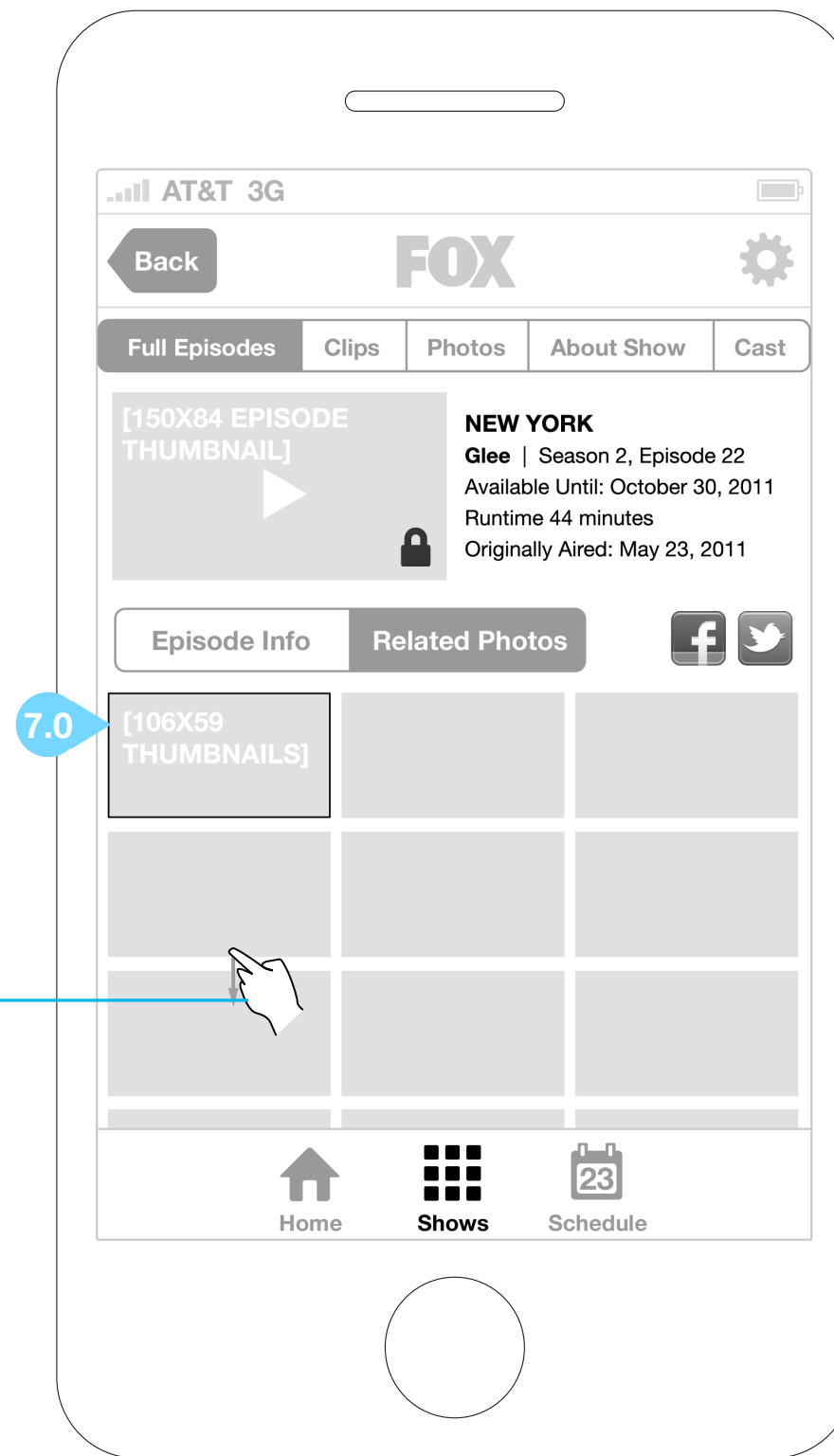


Option 2





Option 3 - Episode Info



Option 3 - Related Photos

## 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)

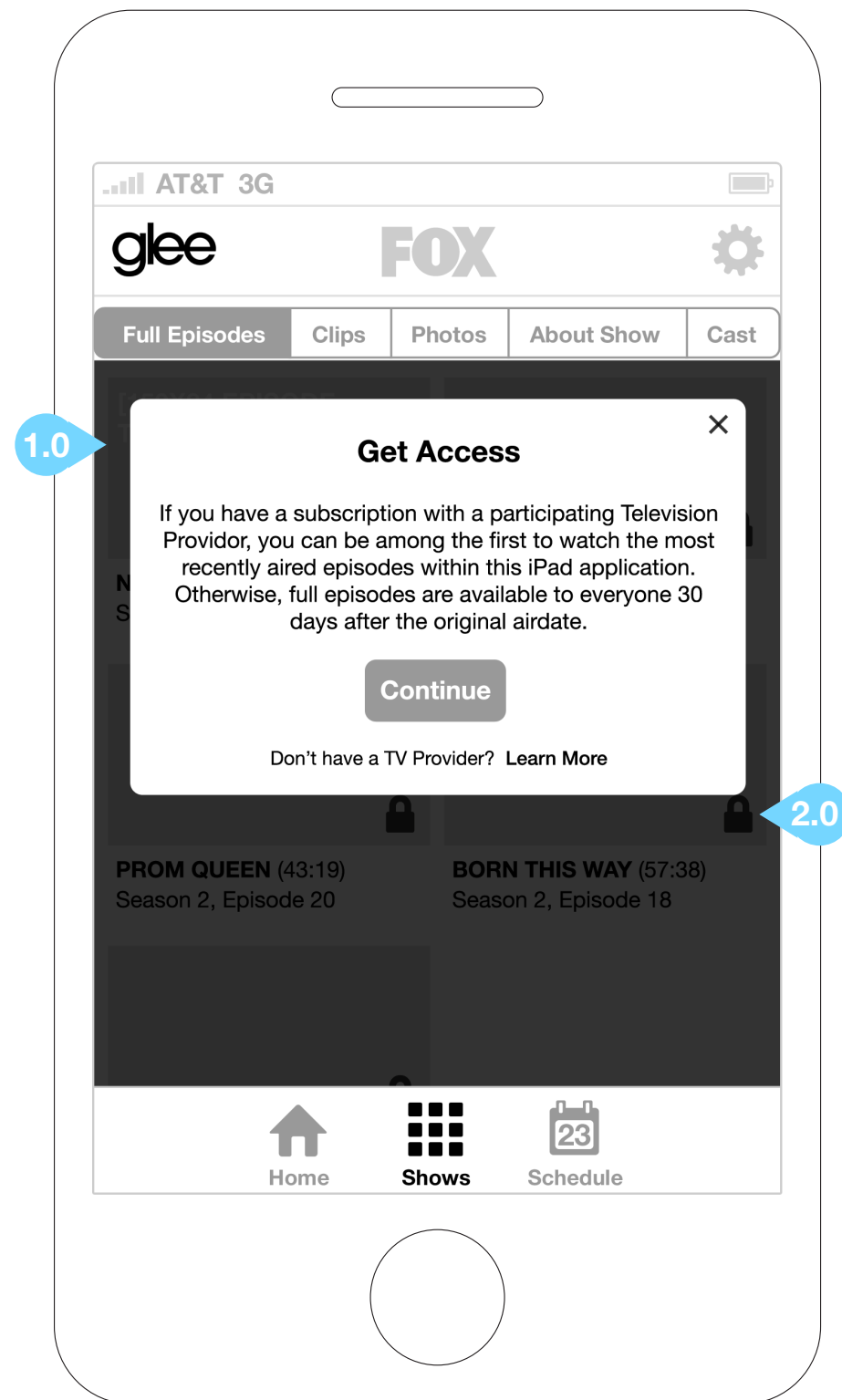
Authentication happens when users request applicable full episode content. The user authentication flow is detailed in the next three screens.

### 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.





## 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 content.



## SHOW DETAILS - CLIPS

**1.0 CHOOSE A CATEGORY**

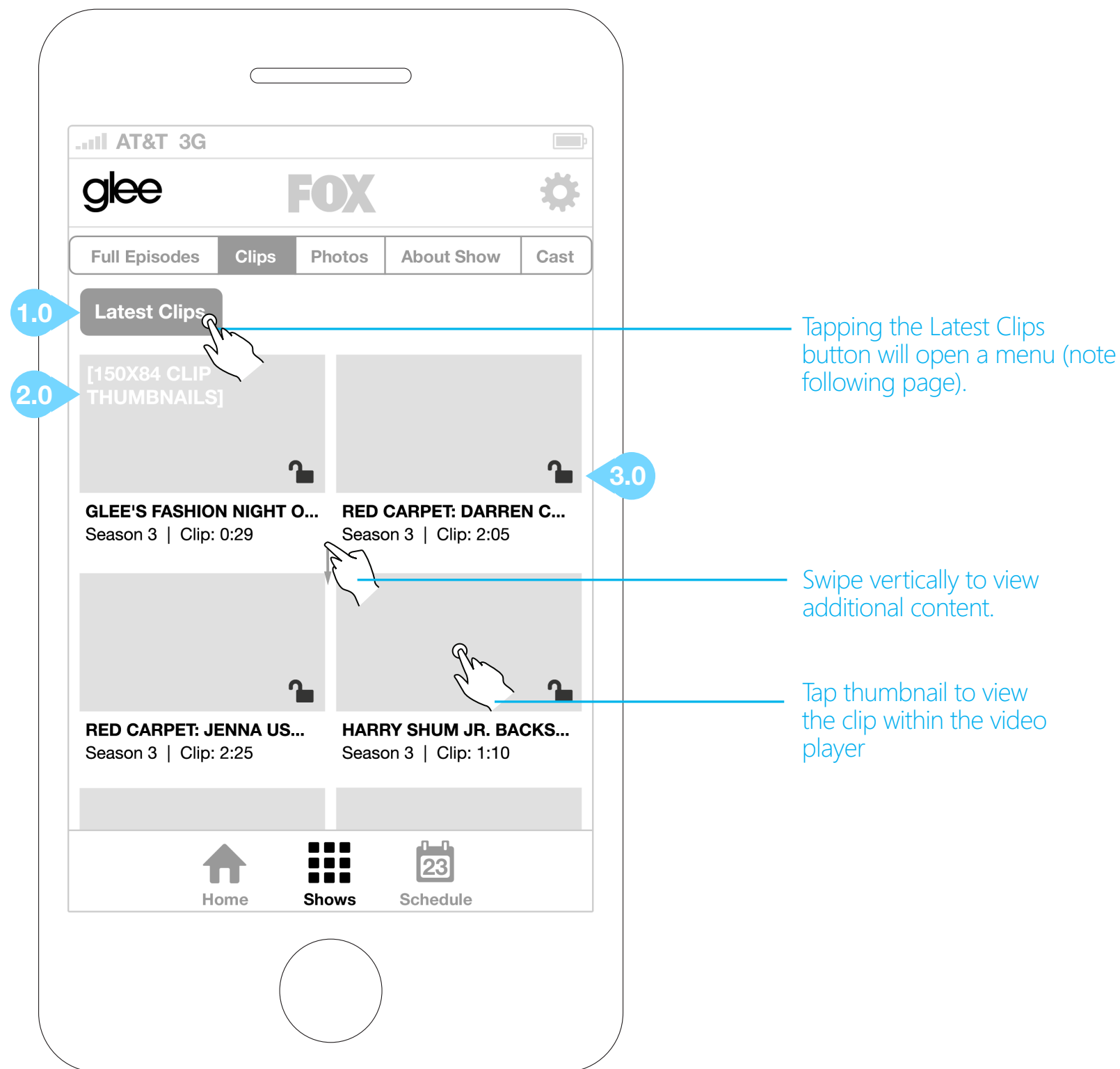
Tapping the Latest Clips button will open a menu that will allow the user to select a specific category and view clips from that category.

**2.0 CLIP THUMBNAILS**

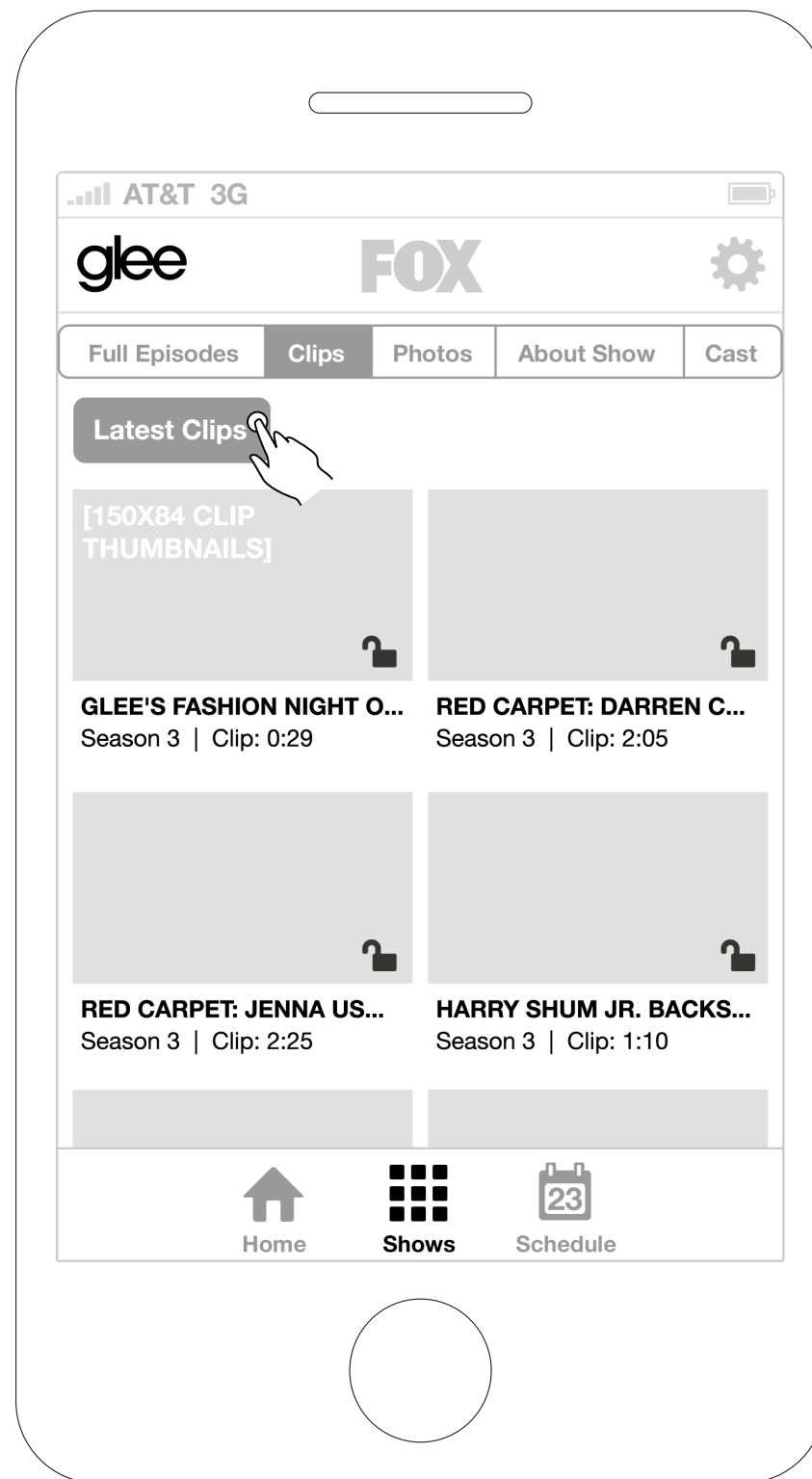
Tapping the clip thumb will launch video in the landscape fullscreen player (no authentication required).

**3.0 AUTHENTICATION ICONS**

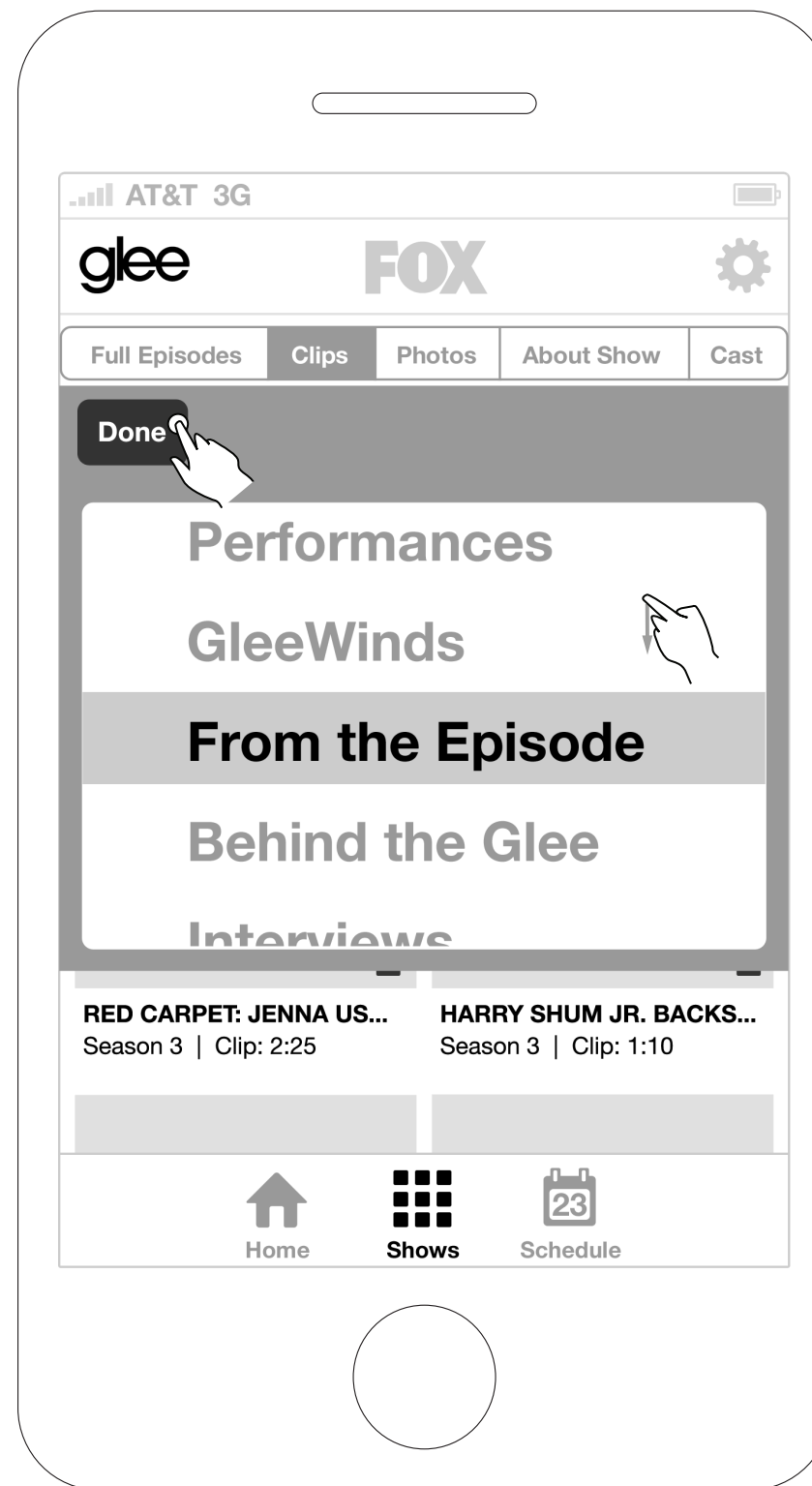
Iconography that displays which content is open versus which content requires authentication.



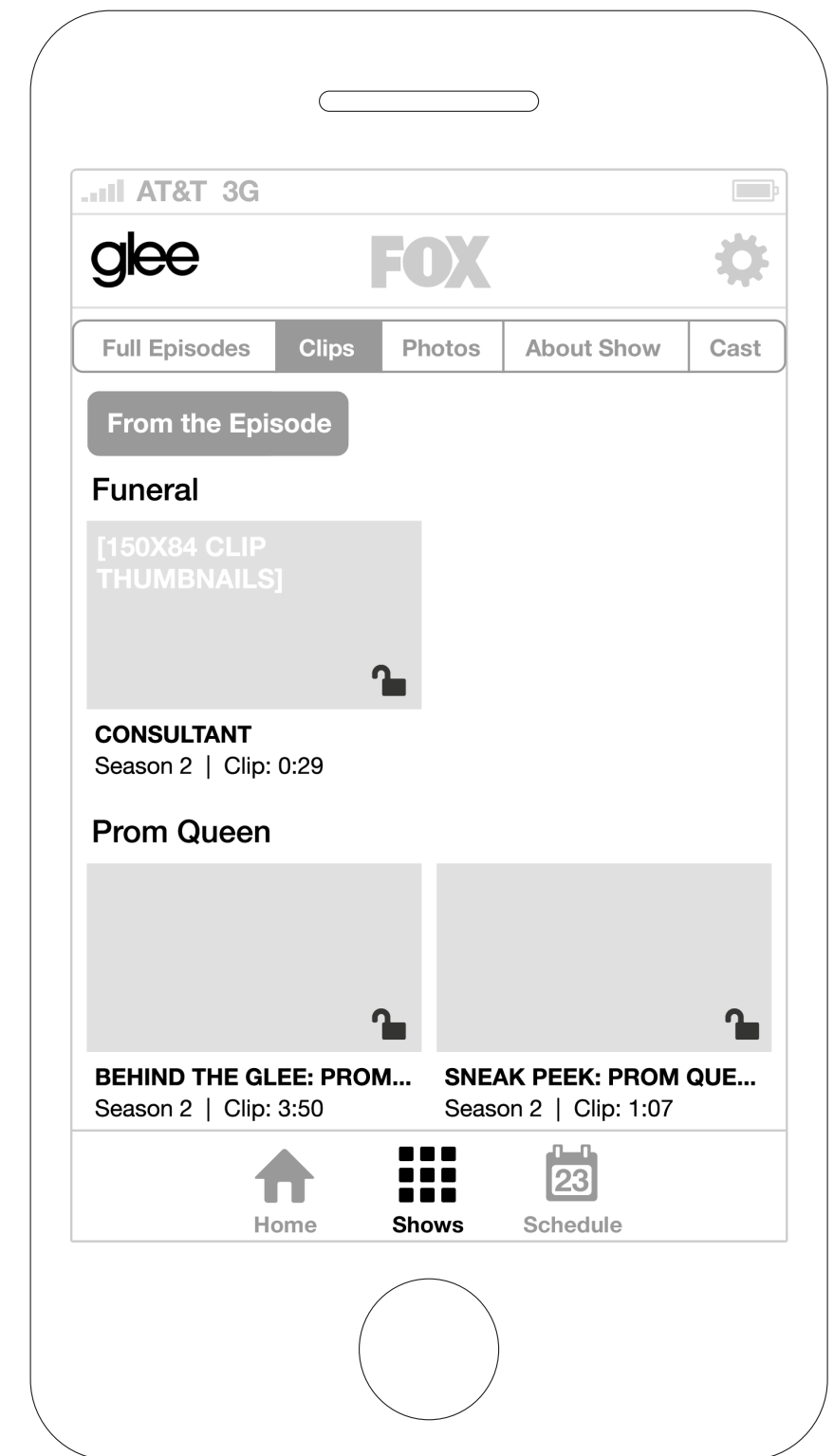
## SHOW DETAILS - CLIPS



Tapping the Latest Clips button opens the menu to select a different category of clips.



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



Clips are now displayed for the From the Episode category.

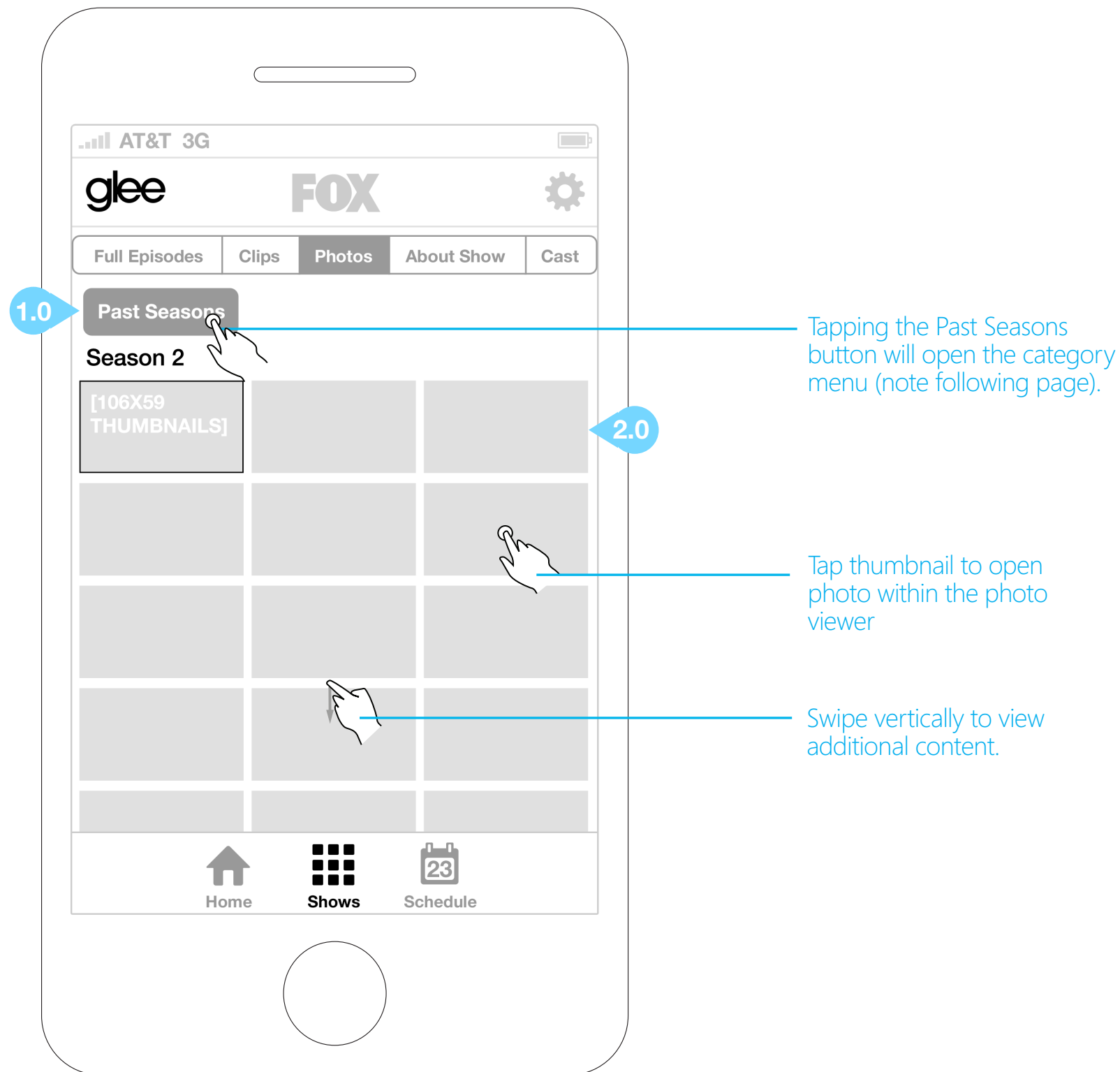
## SHOW DETAILS - PHOTOS

**1.0 CHOOSE A CATEGORY**

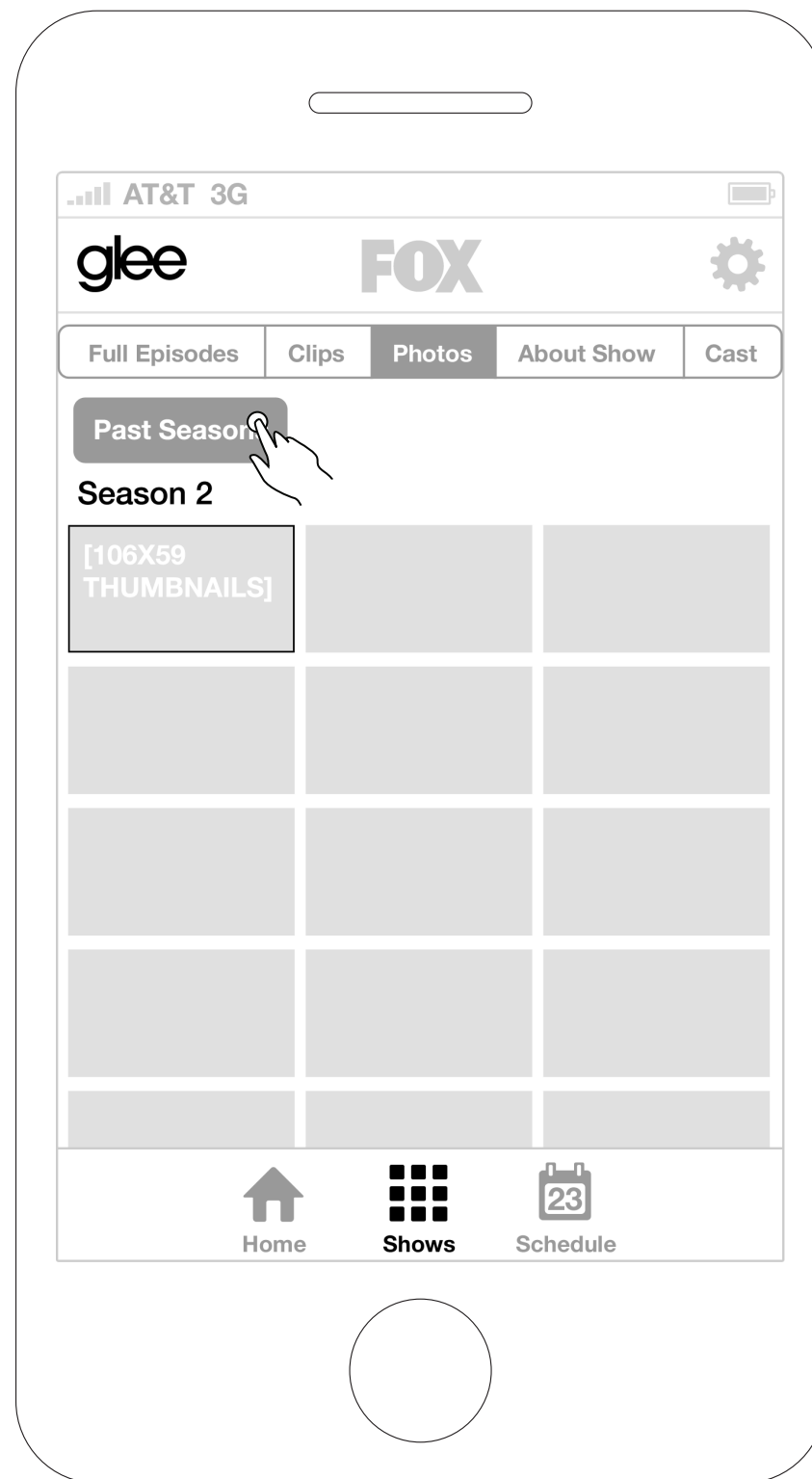
Tapping the Past Seasons button will open a menu that will allow the user to select a specific category and view photos from that category.

**2.0 CATEGORY THUMBNAILS**

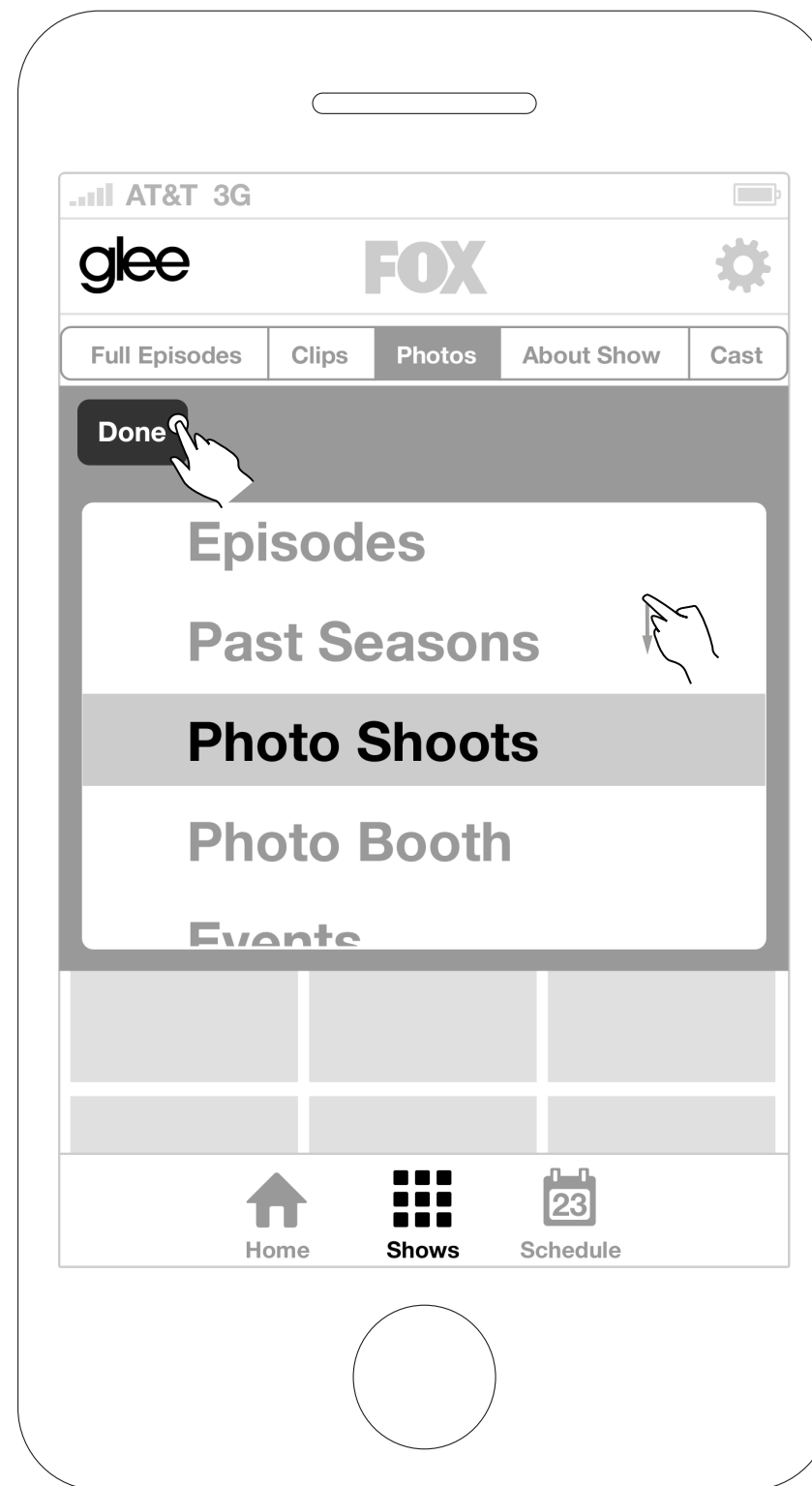
Once the category is chosen, the content area will be populated with photos related to that category. This workflow is illustrated on the following page. Tapping a thumbnail opens that image in the Show Details - Photo Viewer.



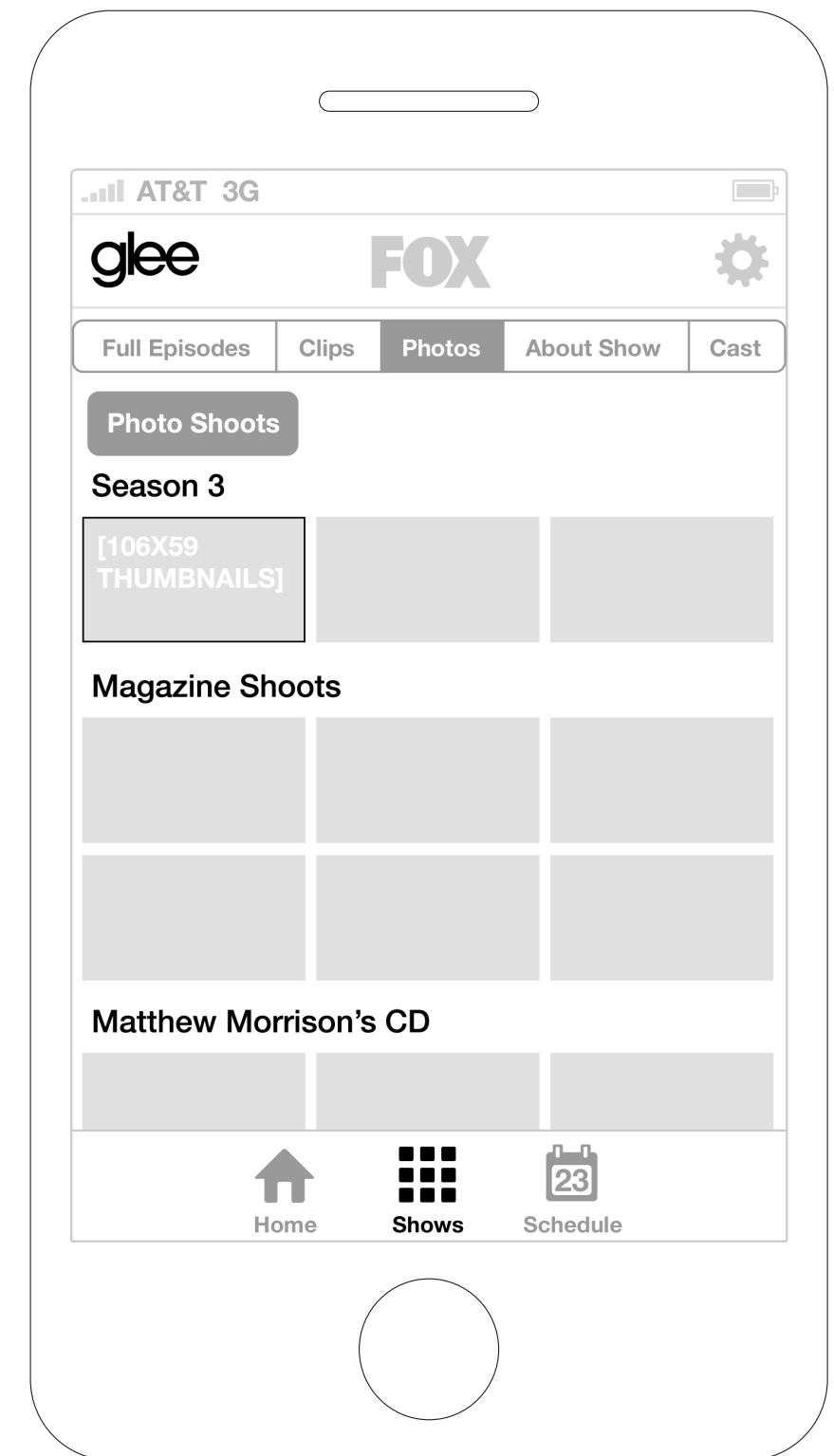
## SHOW DETAILS - PHOTOS



Tapping the Past Seasons button opens a menu to select a different category of photos.



User selects to view photos within the Photo Shoots category, then taps the Done button.



Photos are now displayed for the Photo Shoots category.

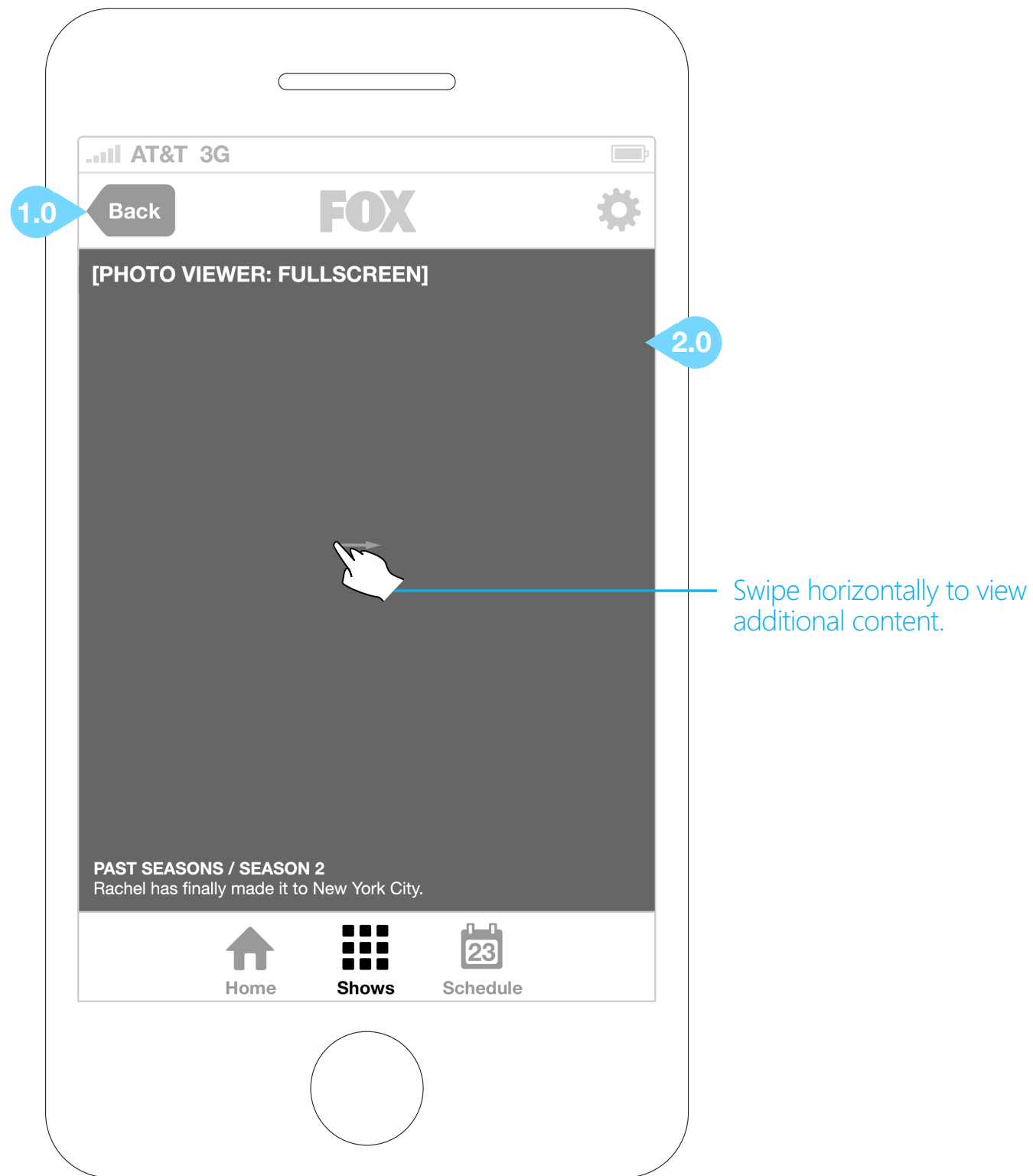
## SHOW DETAILS - PHOTOS

**1.0 BACK BUTTON**

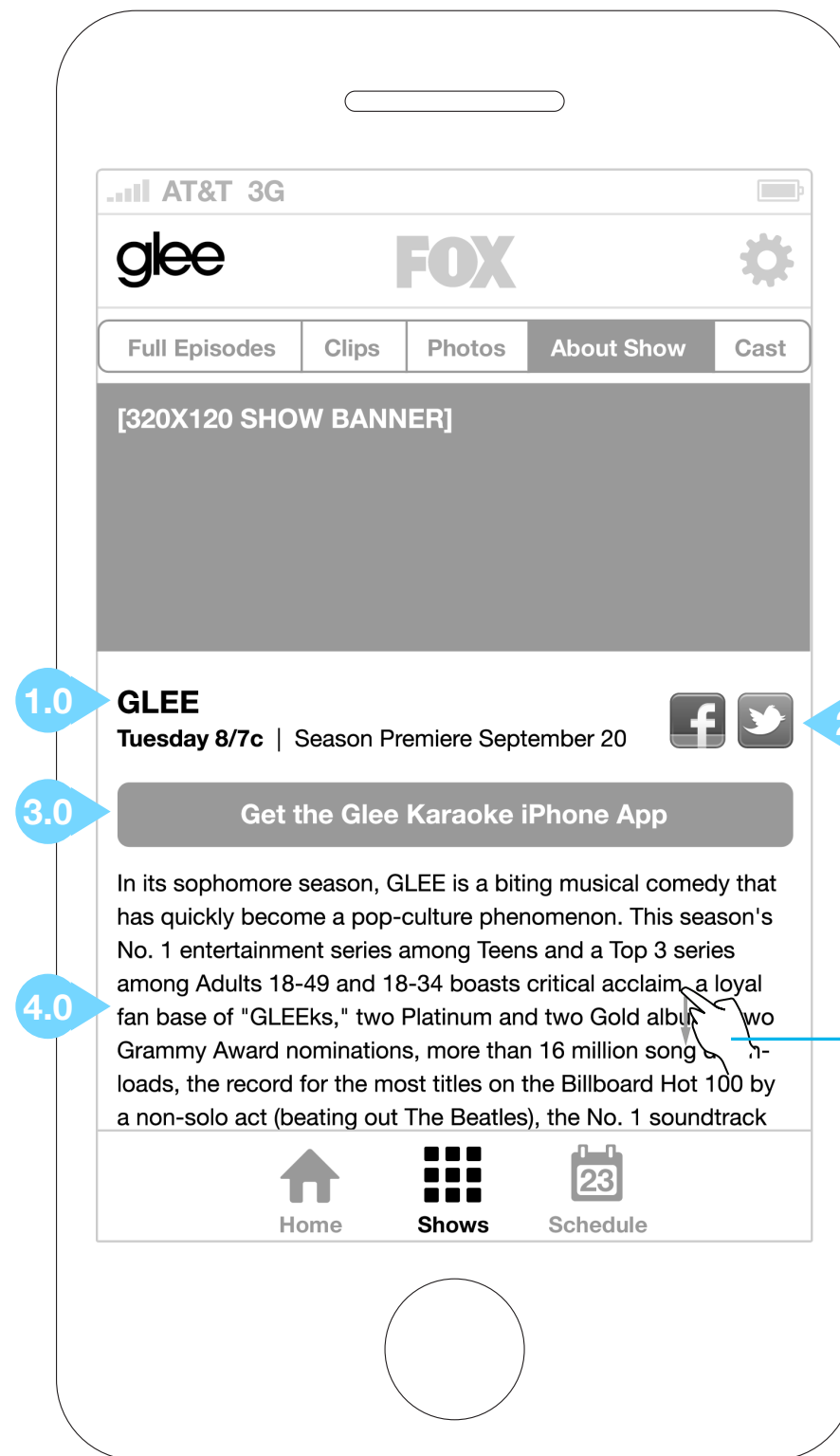
Tapping the Back button returns the user to the Show Details - Photos screen.

**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.







## 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.

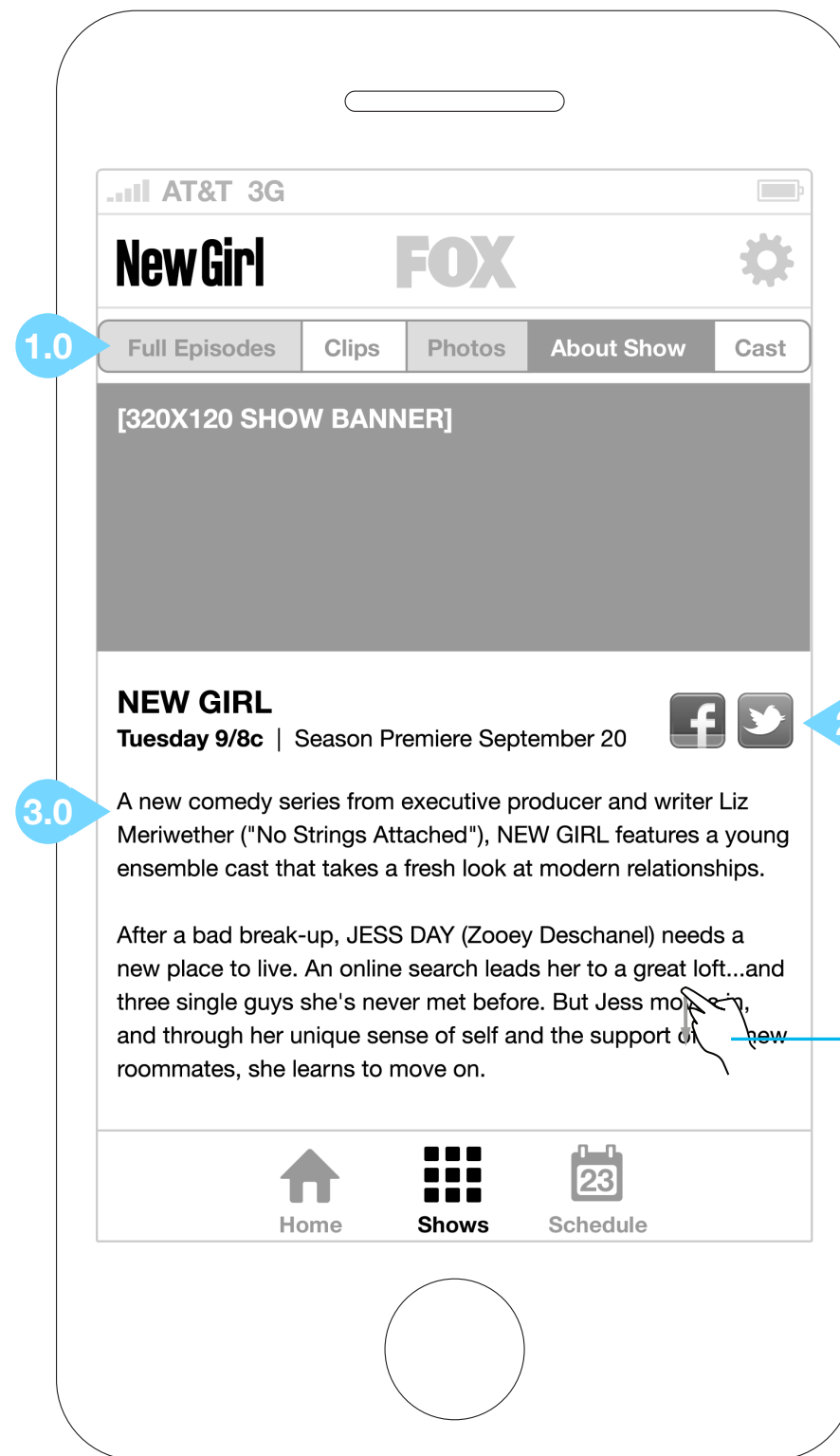
### 3.0 SHOW IPHONE APP BUTTON

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.

Swipe vertically to view additional content.



## 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

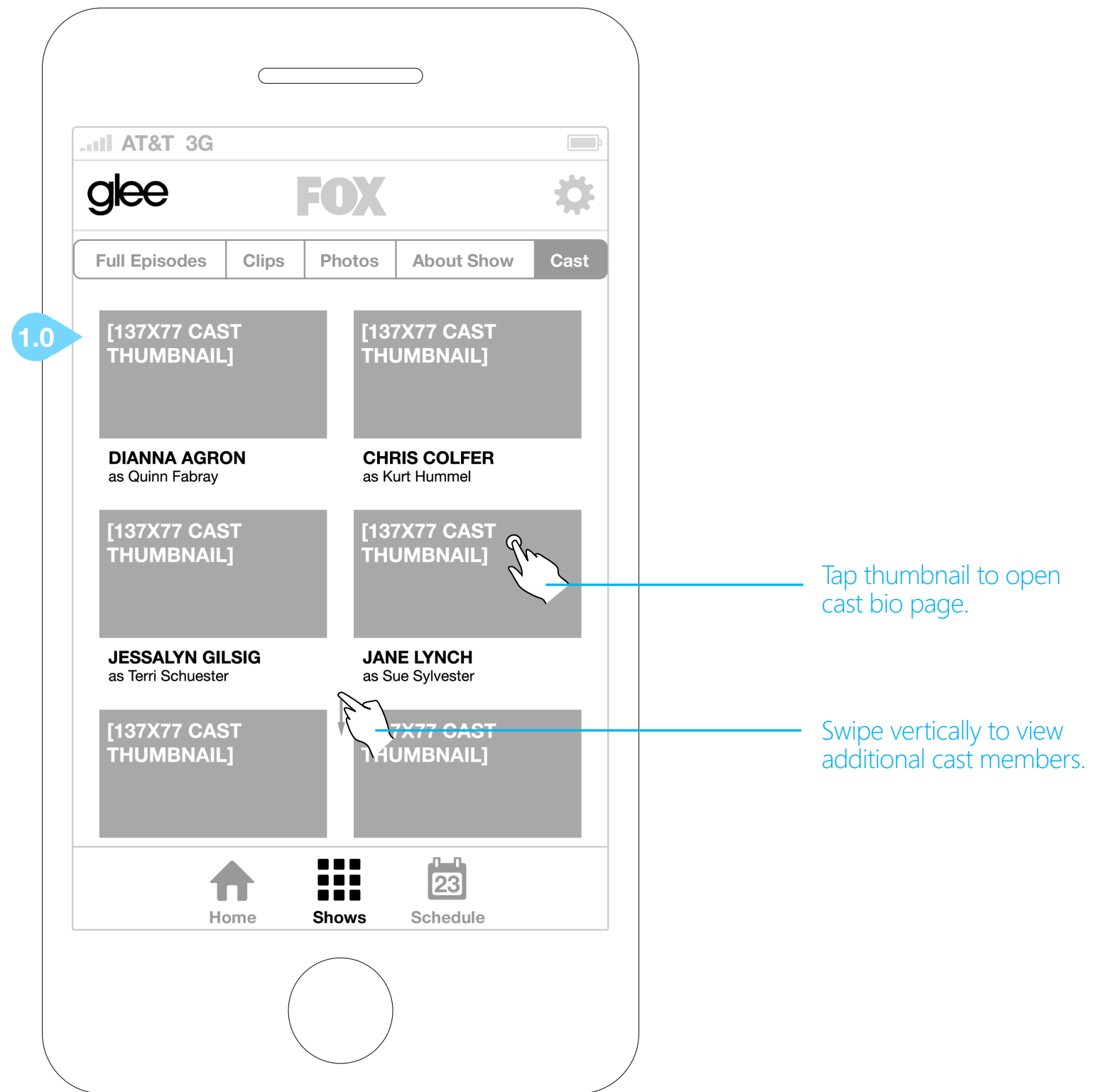
Show synopsis is displayed in this area.

Swipe vertically to view  
additional content.

## SHOW DETAILS - CAST

**1.0 CAST THUMBNAILS**

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



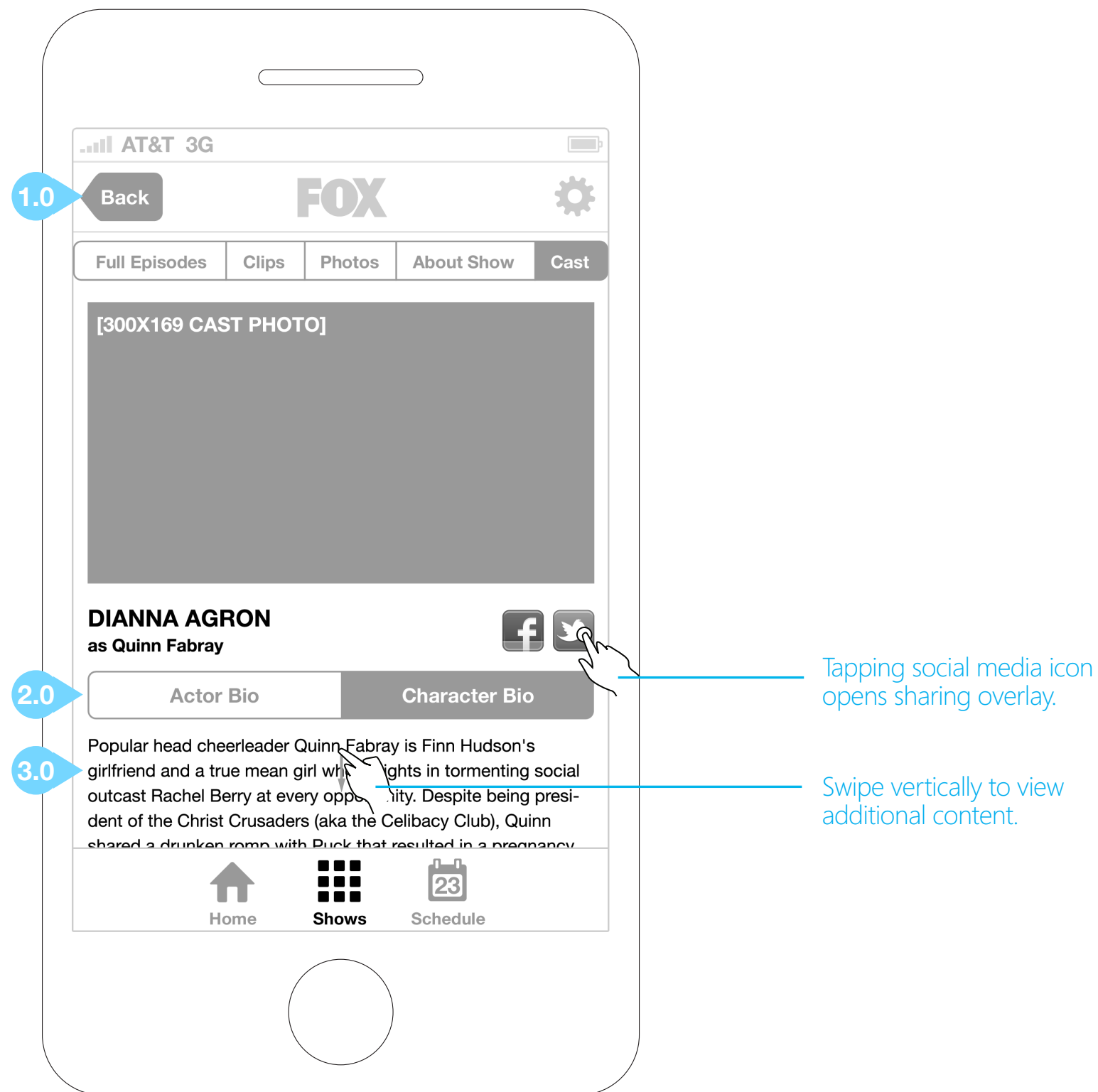
## SHOW DETAILS - CAST BIO

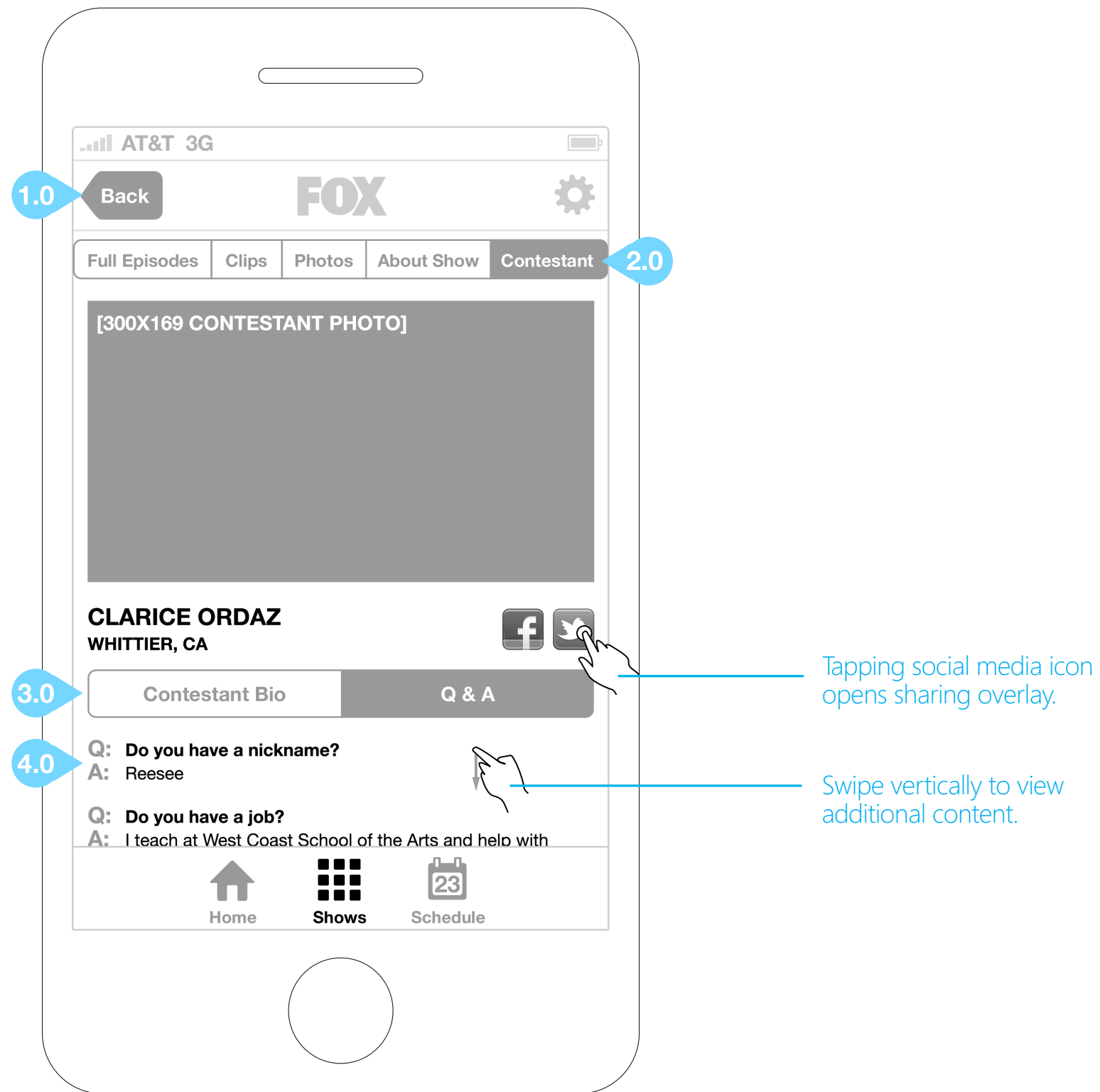
**1.0 BACK BUTTON**

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

**2.0 ACTOR/CHARACTER BIO TOGGLE**

Tapping this toggle allows the user to select between viewing the Actor Bio or the Character Bio.

**3.0 ACTOR/CHARACTER BIOGRAPHY**



## SHOW DETAILS - CONTESTANT BIO

### 1.0 BACK BUTTON

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

### 2.0 REALITY SHOW SUB-NAVIGATION

For reality shows, the Contestant button replaces the Cast button in the sub-navigation.

### 3.0 CONTESTANT BIO/Q&A TOGGLE

Tapping this toggle allows the user to select between viewing the Contestant Bio and the Contestant Questions and Answers.

### 4.0 CONTESTANT Q&A

## 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.

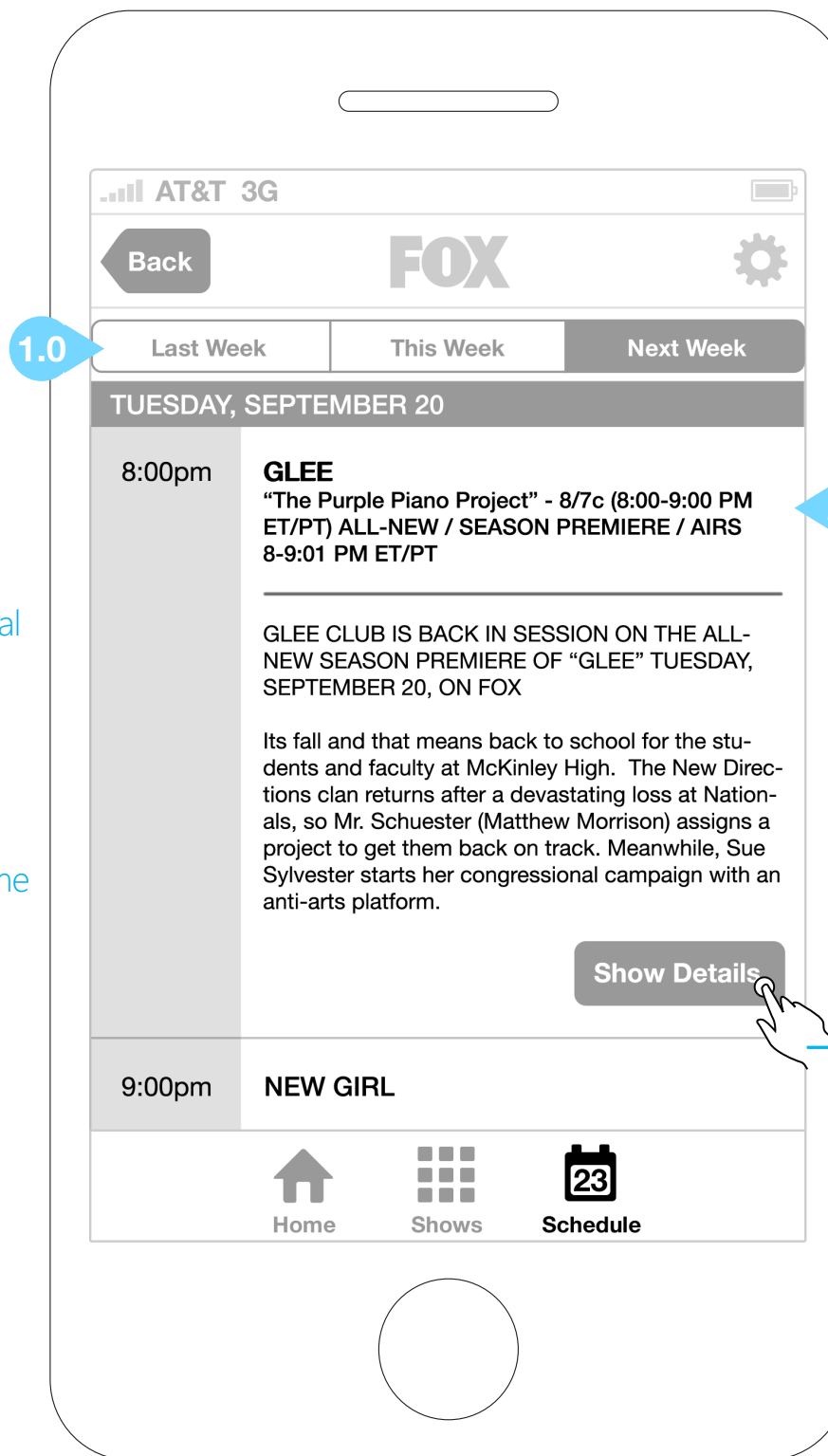
**2.0 SCHEDULE CONTENT**

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.



Swipe vertically to view additional content.

Tap show name to expand episode info



2.0

Tapping the Show Details button goes to the Full Episode screen

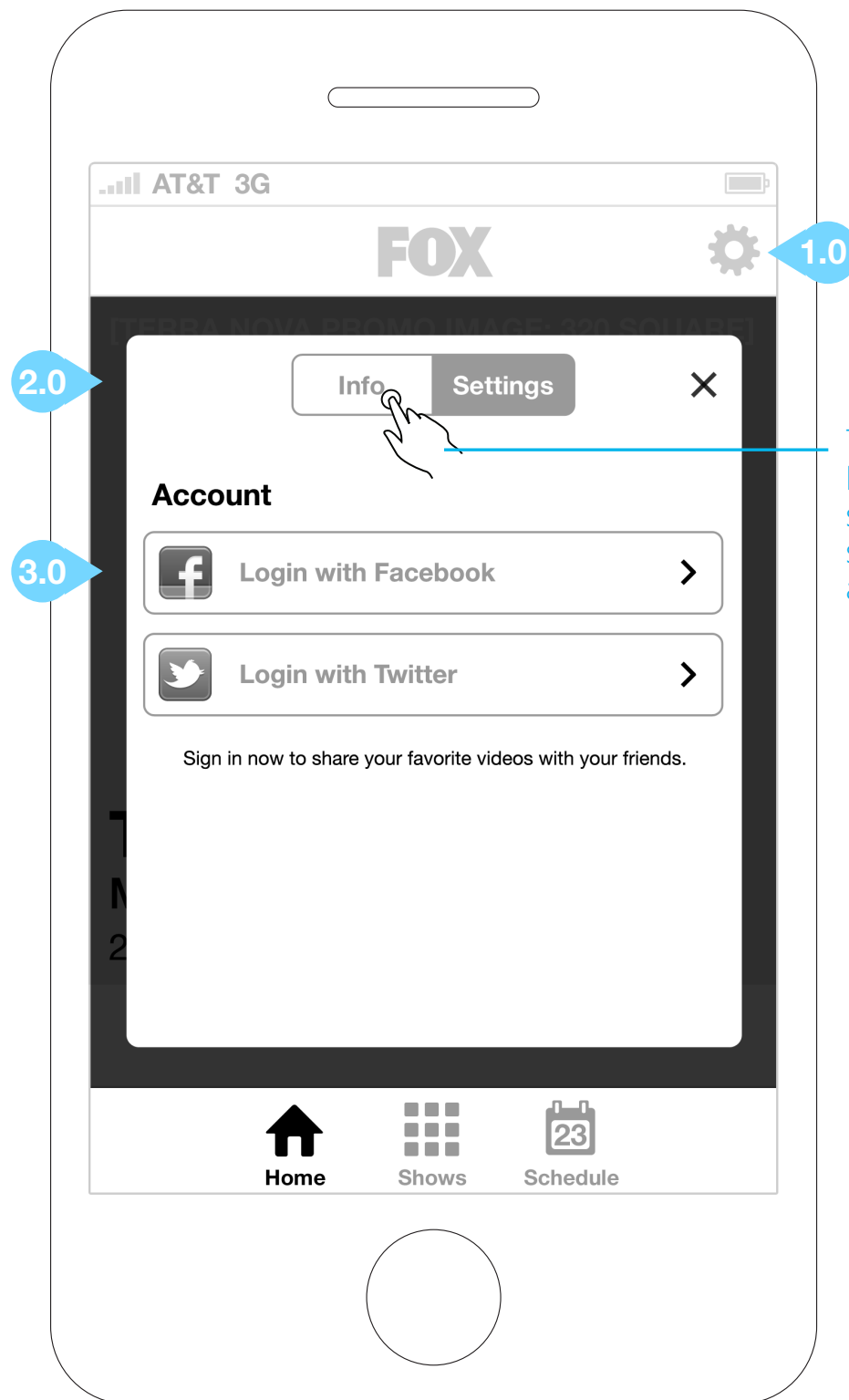
## SETTINGS/INFO OVERLAY

**1.0 SETTINGS ICON**

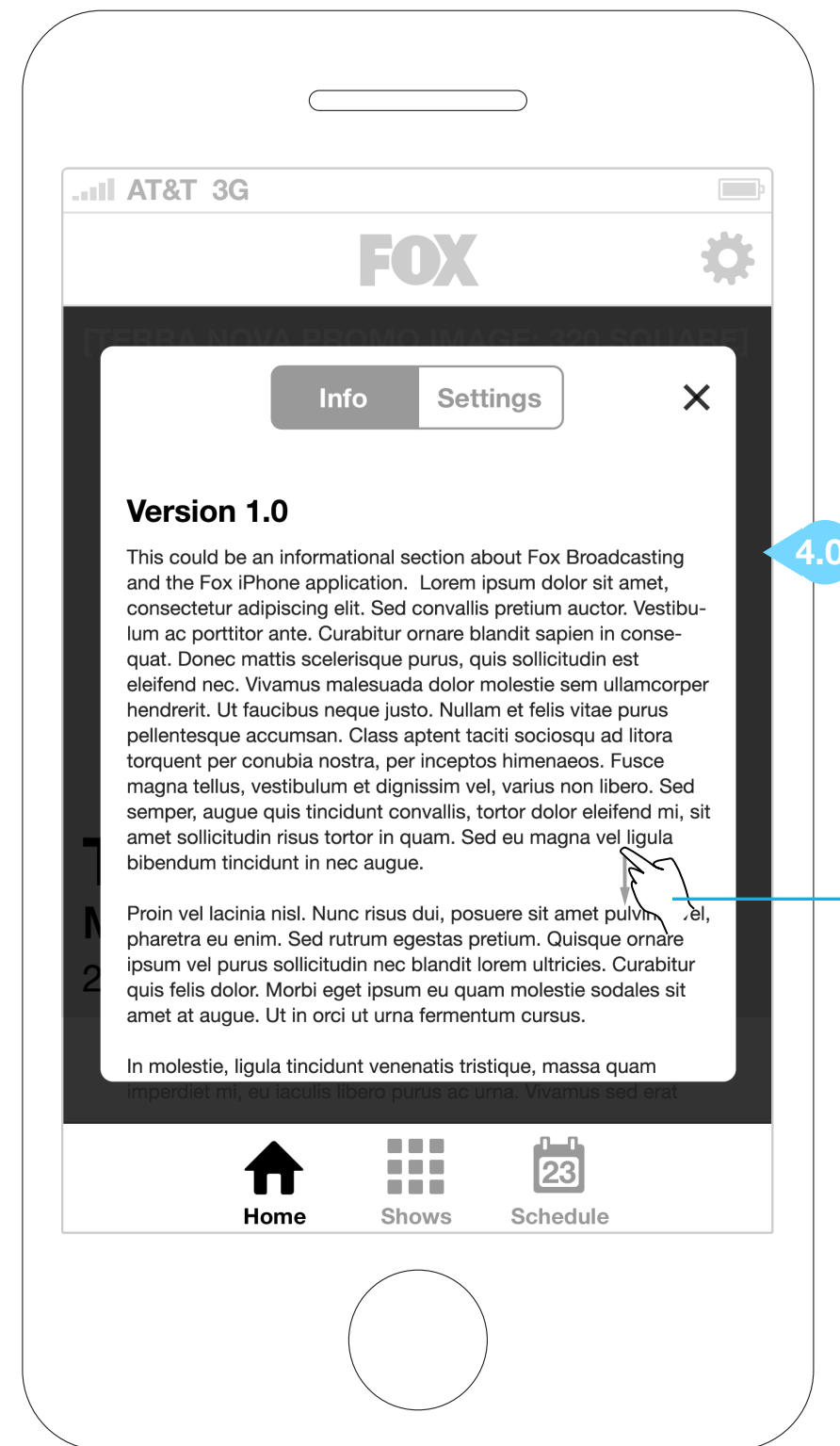
Tapping the Settings icon from any screen will open the Info/Settings overlay.

**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**

Tapping the Info toggle switches from settings to app info.



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**

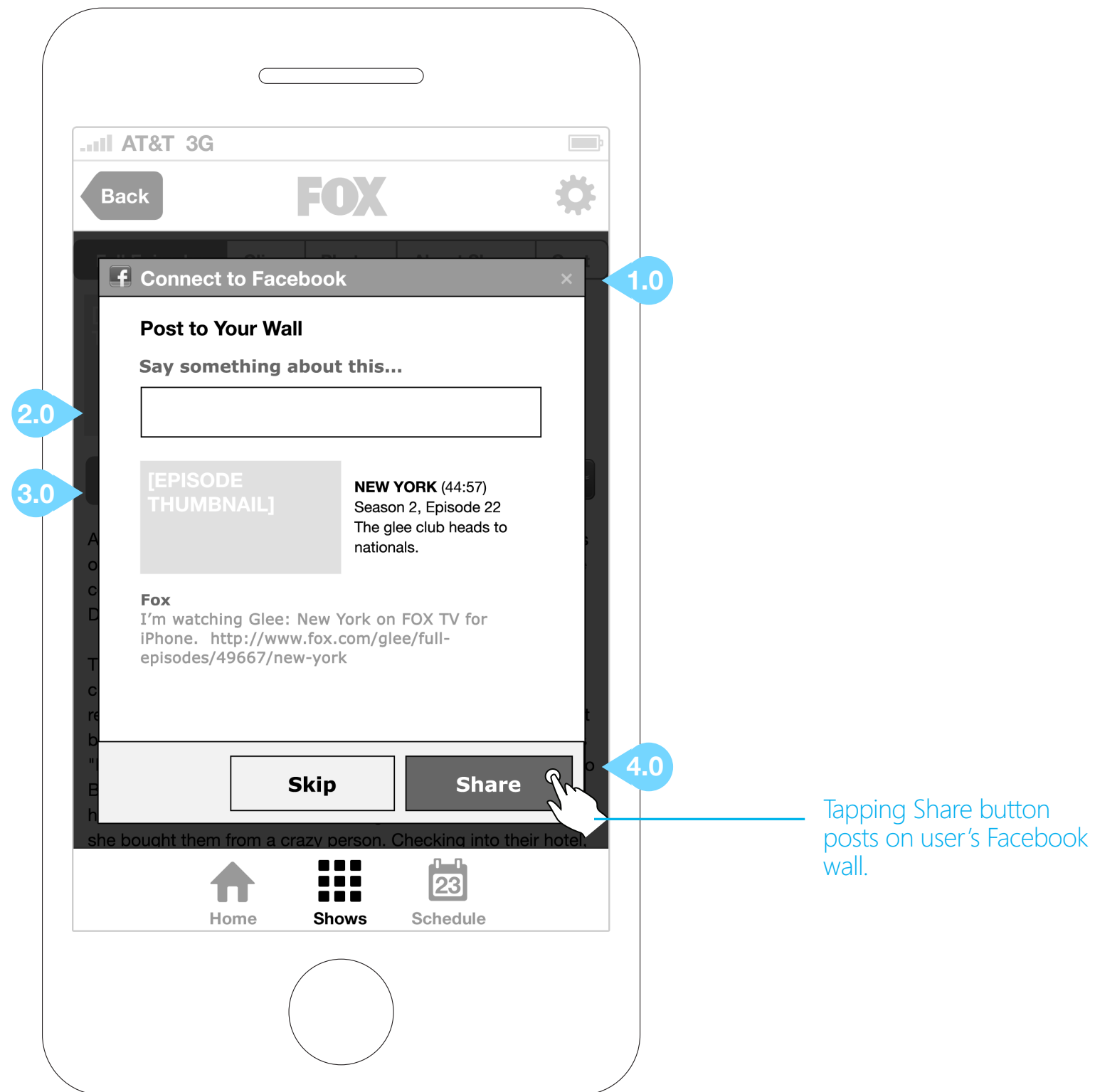
User may type a custom message in this text entry field.

**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**

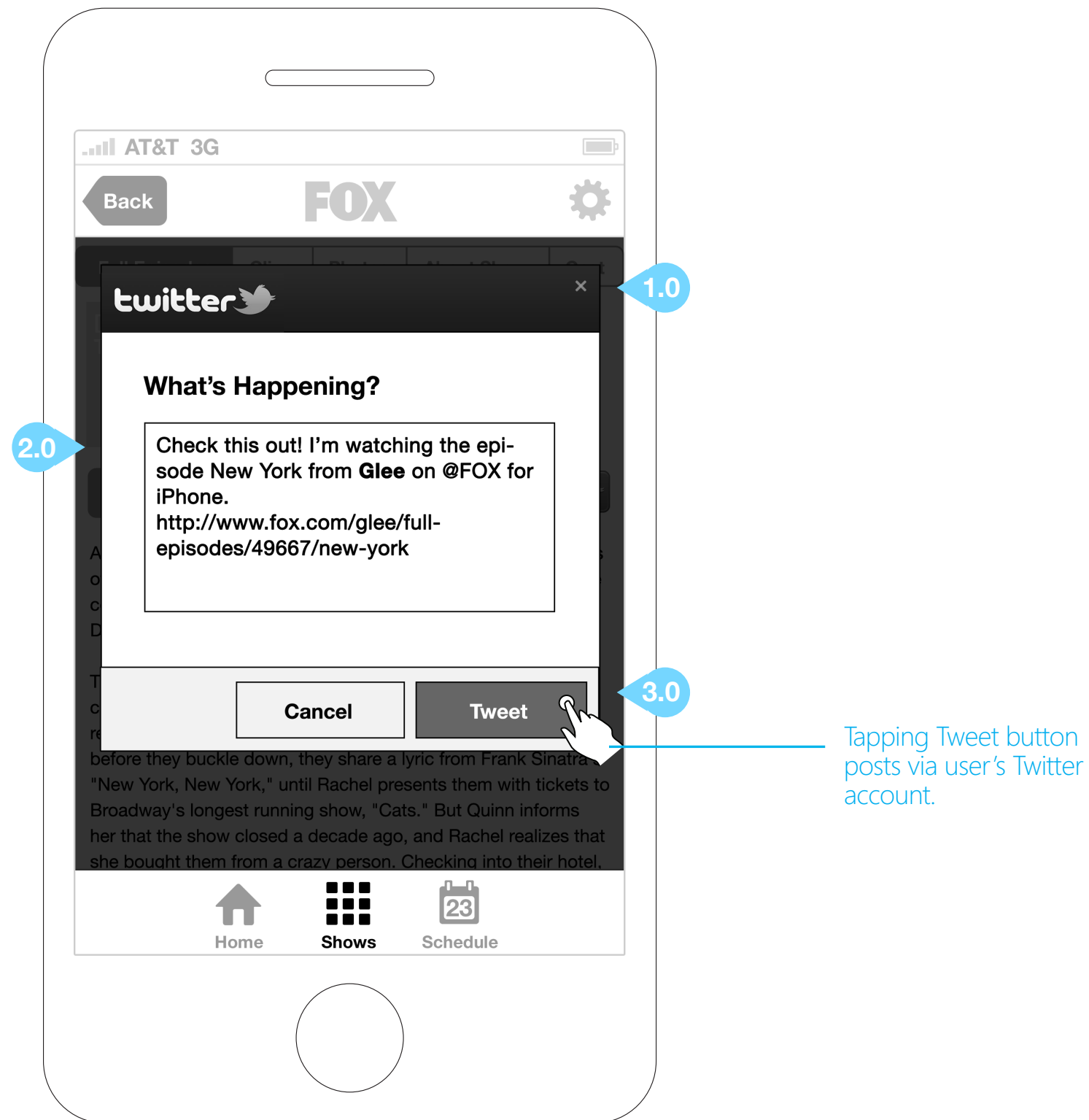
Tapping the close button closes the overlay.

**2.0 TEXT ENTRY FIELD**

User may type a custom message in this text entry field. Field will be pre-populated 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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