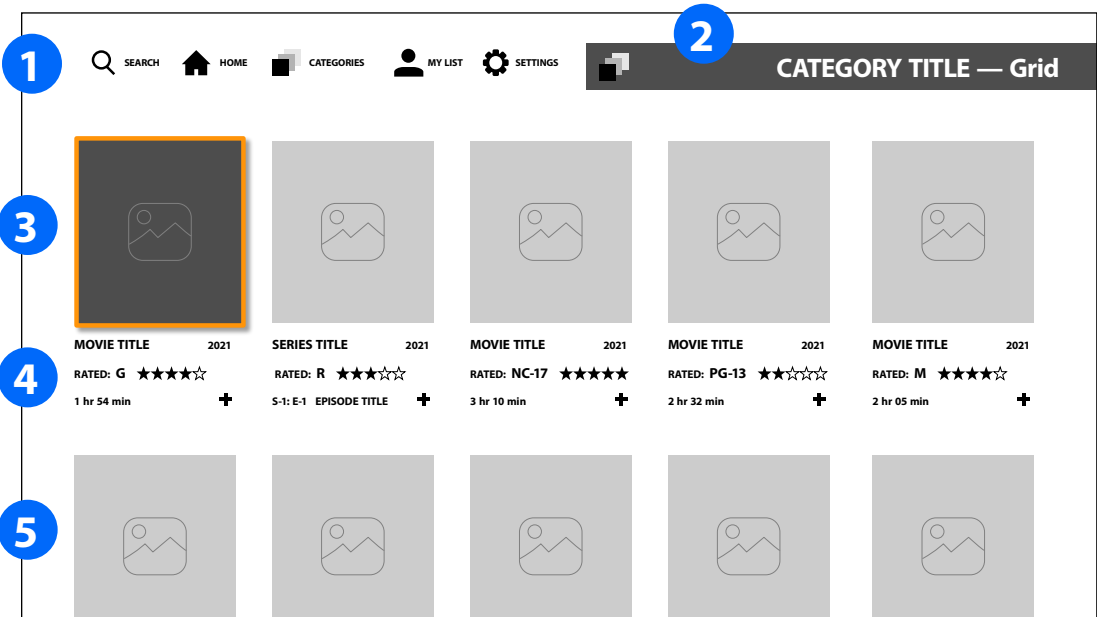
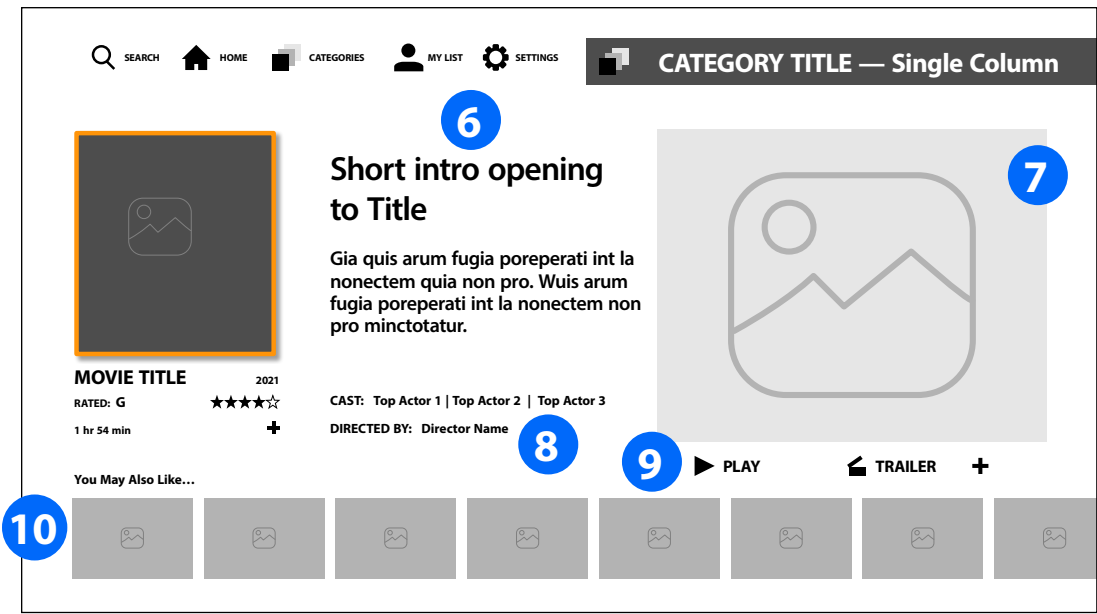


10-ft Interface and Controller Prototype

Screen — CATEGORY (Grid View—scrollable vertically—accessed by Category Menu item)



Screen — CATEGORY (Single Column View—scrollable vertically (horizontally for #10))



**Summary**—The **Device interface** (left—placed at 21%; designed at 1024 x 767px) and **Controller** (right—placed at 100%) are designed so that users can quickly find their content without having to learn a complicated physical or digital interface.

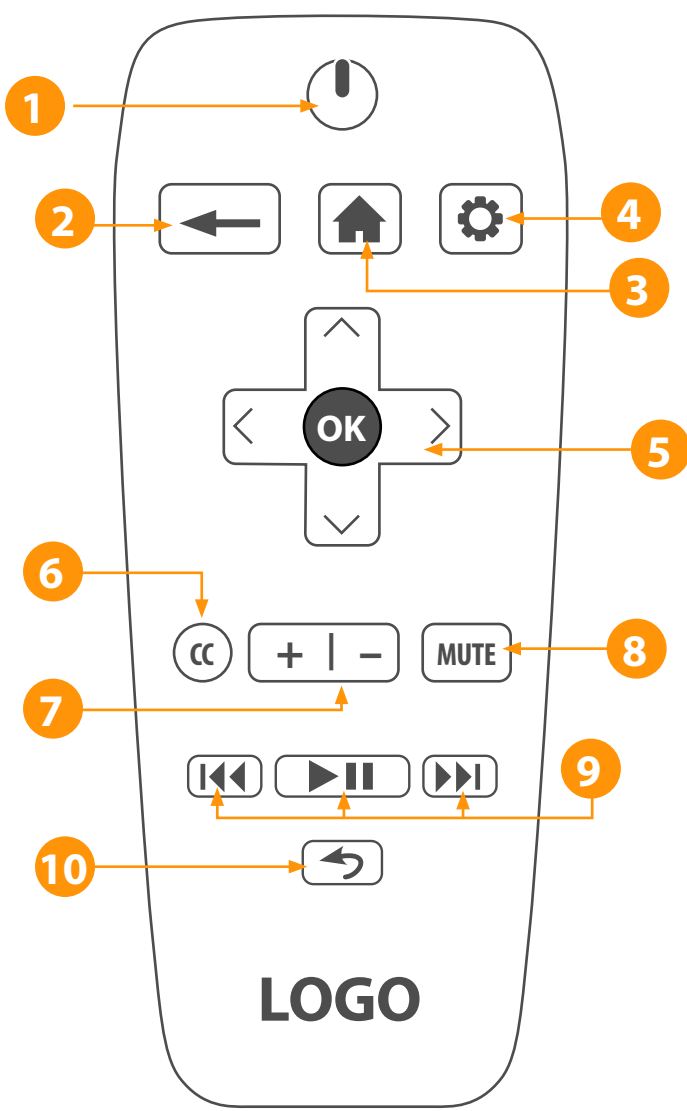
The **device interface** uses large type, graphics, and simple icons with text to make wayfinding easy for user. Double-clicking on the highlighted tile in the category views brings up an expanded view

The **controller** is designed to fit into the user’s hand without a lot of weight, with distinctive buttons that do not require sight to use, and has all of the features most used when selecting a movie. It also does not compete with the TV screen or any other digital devices being used (such as a phone) because it does not have any lights or screens.

Device Interface Navigation

- 1) **Persistent Menu:**
  - Search — *whole site*
  - Home — *Takes to “HOME” page, (see page 4)*
  - Categories — *Opens up either a Grid or Single Column View*
  - My List — *Users personal database list*
  - Settings — *User preferred settings*
- 2) **Category Title** (Shows viewer which category they are in)
- 3) **Selected State** (Movie Tile)
- 4) **Movie Information**
  - Title / Year
  - Film Rating / Star User Rating
  - Run Time or Series Information / + Add to “My List”
- 5) **Next row in category**
- 6) **Intro Title / Brief Summary**
- 7) **Expanded Screenshot**
- 8) **Top Billed Cast / Crew**
- 9) **Controls to Play Movie or Trailer or Add to My List**
- 10) **Similar TV / Film List** (Scrollable)

Controller Prototype (2.5-in w x 6-in h)



Controller Design and Input Buttons

- |  |  |
|--|--|
| 1) <b>On / Off</b> (for TV)                                | 6) <b>Closed-Caption</b> (On / Off)                |
| 2) <b>Back</b> (One menu item)                             | 7) <b>+ / - Volume</b>                             |
| 3) <b>Home</b> (Device Home)                               | 8) <b>Mute Volume</b> (On / Off)                   |
| 4) <b>Settings</b> (Device Settings)                       | 9) <b>Movie</b> (Reverse / Play   Pause / Forward) |
| 5) <b>D-Pad</b> (Up / Down / Right / Left / Center Select) | 10) <b>Movie</b> (Skip-Back 30 sec.)               |

Design Rationale—

- The controller buttons have a **physical appearance / affordances** that help the user distinguish different buttons by **touch / size / spacing** as well as by sight. **This makes the controller usable in a darkened environment as well as in a lighted room**—also making the device much more accessible for low-sighted users.
- Buttons are “grouped” according to **usage categories**, i.e., System controls are at the top; the main D-Pad is prominently in center; sound controls (CC / Volume / Mute) are on the same line; and movie controls are grouped at bottom.
- With a width of 2.5 inches and a height of 6 inches, the controller itself is designed to fit comfortably in hand for either a left- or right-handed person. The buttons are spaced and designed with Learnability, Memorability, Efficiency, and Utility in mind.

Device Interface Navigation, cont.<sup>i</sup>

All screens (*sans “Start-Up”*) have a **persistent main navigation menu** that enables users to perform a **Search**, navigate to **Home**, select **Categories**, add to a personal **My List**, and designate personal **Settings**.

Category GRID View—

- The grid view allows users to scroll vertically in a condensed format.

Category SINGLE COLUMN View—

- The Single Column view is still a searching view, but with more expanded data. Scrolling down in this view, scrolls the entire screen to a new movie.

Design Rationale—

- The main user goal for designing the navigation system is easy **Wayfinding** which should result in an Efficient and Effective user experience. Affordances such as highlighting movie tiles and using icons along with their text references, make user wayfinding simple to use.
- Because the **navigation is easy to learn**, the user is able to get to their content more quickly, and thus their user experience becomes a more satisfying one, which will result in more frequent usage of the Streaming Device and the company’s content and that of it’s partners.

<sup>i</sup>Selecting a tile in either grid view brings up the “Selected Title” view (shown on page 4 in this document).