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FOXTEL Search and Recommendations Concept Document

Project FOX10001
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Table of contents

Introduction 4

Concept details 5

1. Richer synopsis 6
2. What's on now 12
3. More shows like this 17
4. End of show 21
5. My FOXTEL channel 25
6. Customised EPG 30
7. Search (with predictive text) 35
8. Planner - Autofill 40
9. Social media integration 42

Concept summary 47

User testing 53

Task 1: Find show and rate it. 55

Task 2: Multitasking TV & online 57

Task 3: My FOXTEL channel - Auto switch channels. 59

Task 4: What's on now. 60

Task 5: Customise channel. 62

Task 6: iPad custom channel. 64

Task 7: More shows like this. 66

Task 8: Mood selector. 67

Appendix 69

The FOXTEL personas 70

Comparing the personas 71

Test participants 72

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Document control

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Client contact	Glenn Tolan, Program Manager, 0433 979 534, 98136102
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Authors	Claire Alexander, Sarah Richards and Ahmed Baghdadi
Contact details	Different, 02 9751 7444

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Introduction

About this document

This document presents the high-level concepts, task wireframe/sketches and findings from user testing, comprising the main deliverables of the concept phase of the FOXTEL search and recommmendaton project.

About concept representations

High-level concepts

High-level concepts are ideas for features or services in the absence of specific implementations. High-level concepts are represented by visual metaphors accompanied by an explanation of the problem to be solved along with the nature of the proposed solution.

User testing: Task wireframes

The task sketches/wireframes represent implementations of the high-level concepts, demonstrating what they might look like in practice. While they are more concrete than high-level concepts, the 'sketched' style indicates to viewers that they retain flexibility and are amenable to change, and that specific details (such as explanatory text and figures) are indicative only.

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Concept details

1. Richer synopsis

Concept overview

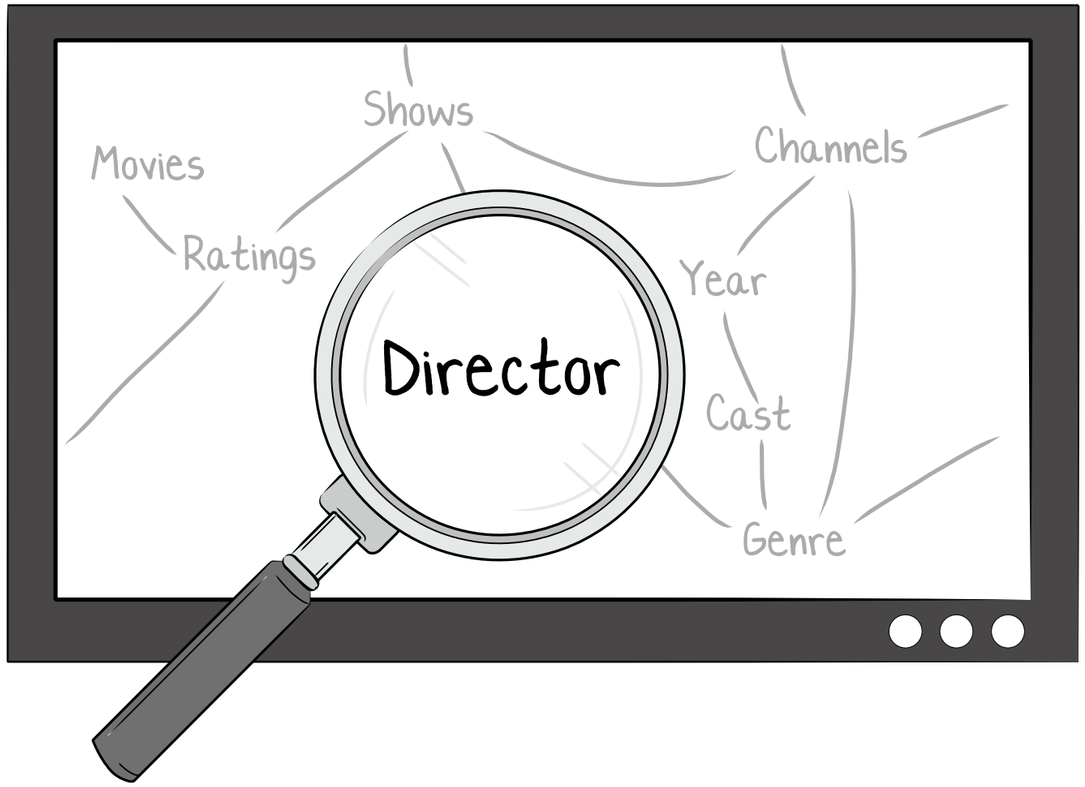
Opportunity

The previous research revealed that there is an underlying need for richer program synopsis. The information the user seeks includes the basics, such as series and episode number to more advanced information like the name of the director.

There is also an opportunity to allow the user to rate the show within this area and explore the actors, director and producer listings as well as recommending shows that are similar to the program.

Description

A best of breed program information overview with actionable content which allows the user to rate, discover, explore and interact with related content as well as perform tasks – for example record and set program reminders.



Key features:

- Detailed synopsis
- Like / Dislike buttons
- More shows like this
- Recommendation context (justification)
- Show preview/trailer
- Actionable Cast / Star listings
- Actionable Director listing
- Season and Episode number
- Star rating
- Record
- Series Link
- Set reminder

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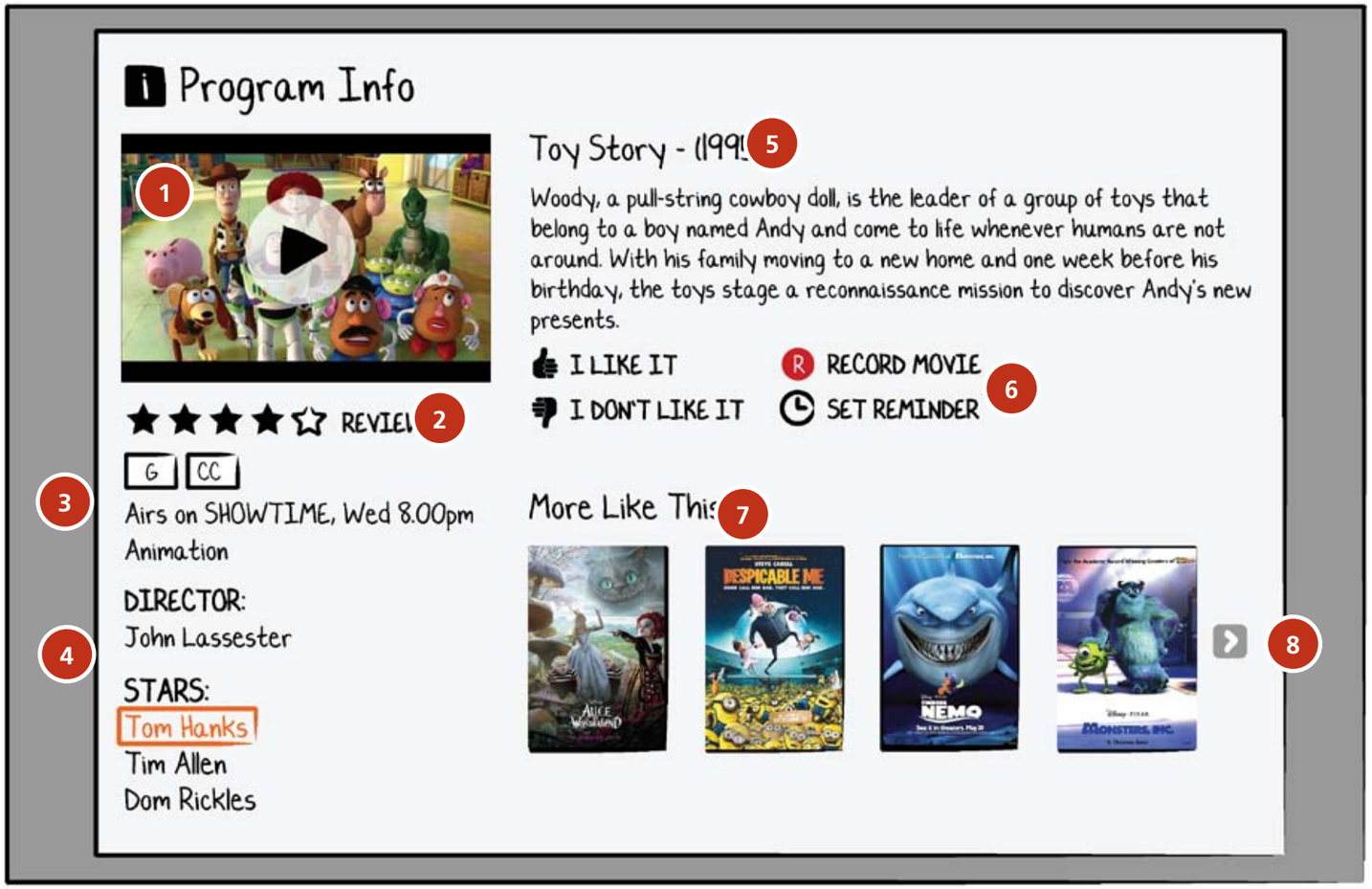
1. Richer synopsis



STB - Program information.

Notes:

1. Program preview
   - Thumbnail of program (Poster or Screen capture)
     Action: pressing select on the remote control will launch and play trailer/preview full screen.
2. Program review
   - Program rating - indicated by stars (Rating 0-5)
     Action: Selecting item will open program review screen.
3. Program details
   - Program classification, channel and time next airing and genre information.
     Action: Selecting genre (e.g. comedy will open similar shows within the same genre.
4. Program Director & Stars
   - Information on who Directed/Produced the program and the key actors.
     Action: Selecting director's name will open director information screen displaying director biography and other shows they have produced. Selecting actor will show more shows the actor has stared in.
5. Program tile and overview
   - Program and episode title followed by the season, episode number and show synopsis.
   - **Action:** not selectable.
6. Program functions
   - Depending on the program, a number of actions will be available
     Action:
     - Like/dislike button = the ability to specify if the customer likes or dislikes the program.
     - Record episode, Series link and Set reminder (same as current STB functionality)
7. More shows like this
   - Posters of programs like the currently selected show
     Action: Selecting a show poster will open program information screen.
8. More button
   Action: Selecting button will reveal more "programs like this"

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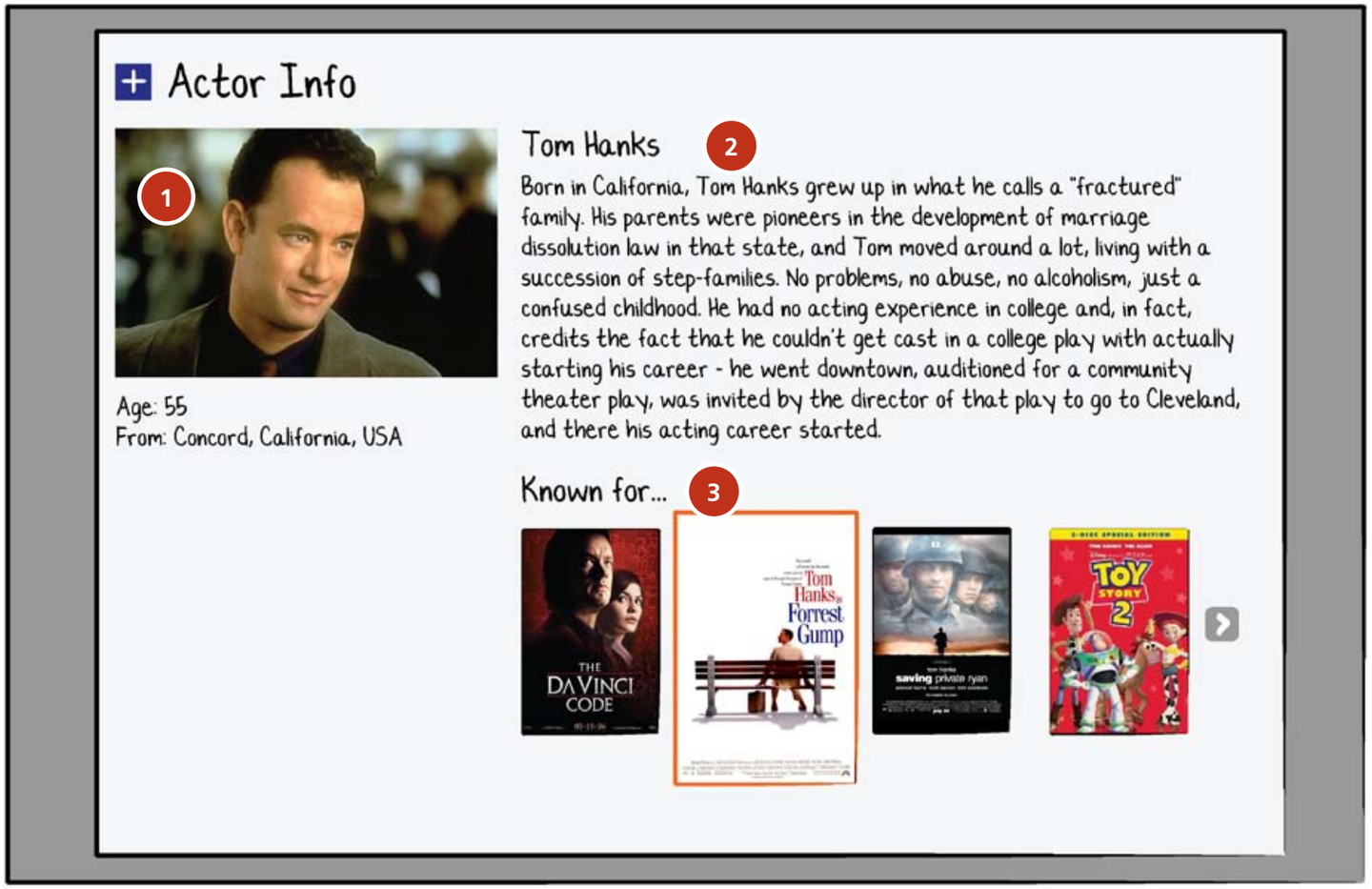
1. Richer synopsis

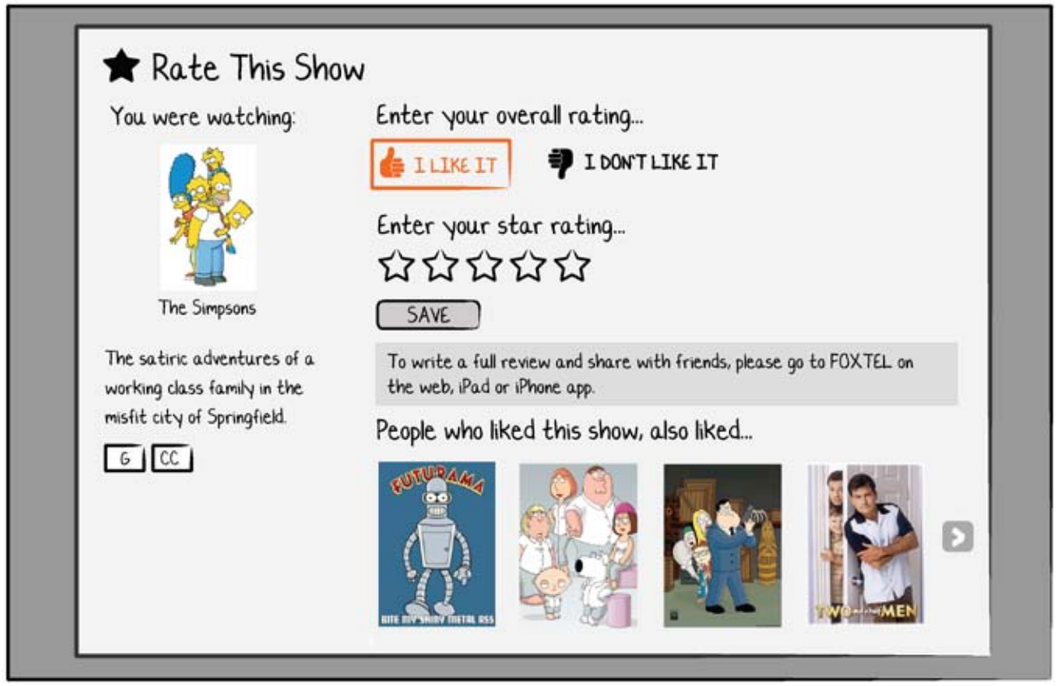


STB - Actor biography.

Notes:

1. Actor photograph
   - Picture of Actor
2. Actor biography
   - Actor biography
3. Other movies/shows the actor has starred in
   - Poster, title, rating and brief synopsis
     Action: Selecting movie / show will open program information screen.

1. Richer synopsis



STB - Rate this show - initiated via yellow button at the end of the show

STB - Program information - Picture in Picture

1. Richer synopsis

Customer responses

"That opens out a whole new way of looking at things, it wake me up to new possibilities." P4

"I'm not interested in reviews, I'd rather watch the trailer and make up my own mind." P5

"I'd only use ratings if the show was totally amazing." P6

"I like how people who like this exposes you to other shows you would like." P7

Strengths

Rate this show

- Some participants were enthusiastic about rating shows as they liked giving feedback and felt it would improve their FOXTEL recommendations.
- Most participants liked the "People who liked this also liked" panel as it exposed them to new content possibilities.

Actionable metadata

- Participants liked reading the synopsis as it helped them decide whether they liked a program or movie.
- Participants liked seeing the actors and other metadata and found the additional information more useful than the current information page.
- Many participants liked that they could branch into new content through the "More like this" section.
- Participants liked that they could watch the trailer from the information page.
- Participants liked the actor blurb as it gave them more information about their favourite stars.
- Many participants liked the extra program information displayed as they felt it saved them time searching on the internet.
- Participants loved viewing programs by an actor as they wanted to find more programs starring their favourite actors.
- One participant stated she would trust ratings and reviews by FOXTEL over that of users and critics.
- Some participants felt that season and episode info was helpful to find seasons missed.

Challenges

Rate this show

- Some participants stated they would only rate a show or movie if it was an extreme reaction – if they loved or hated it.
- A few participants stated they would never rate a show as they felt it was a waste of time.
- Most participants stated that they wanted to either give a star rating or thumbs up/down but not both.
- A few participants felt the "You were watching" panel unnecessary as they could remember what they were watching.
- Only a few participants stated they would be interested in filling in a longer review online.

Actionable metadata

- Participants were more interested if a program received an extreme star rating e.g. 5 stars or 0 stars.
- Many participants expressed that they would never read reviews, some preferred their own opinion, others felt it gave away too much of the story beforehand.
- Some participants felt they would be more likely to be interested in a review if their friends with similar interests wrote it but felt it was unlikely that their friends would rate every movie they wanted to watch.
- Some participants were more interested in FOXTEL or professional critics reviews than user generated reviews.
- Obsessive participants expressed an urge to see more "stats" about a program or movie.
- Some participants were more interested in star ratings for movies than TV shows.
- For sorting by actors, all participants wanted to see more than just the programs that were playing on FOXTEL.
- Some participants were confused by the "More actors like this" content as they couldn't understand the connection.
- One participant was only interested in the movies displayed if they would be immediately accessible.
- One participant felt that the screen was too cluttered with information.

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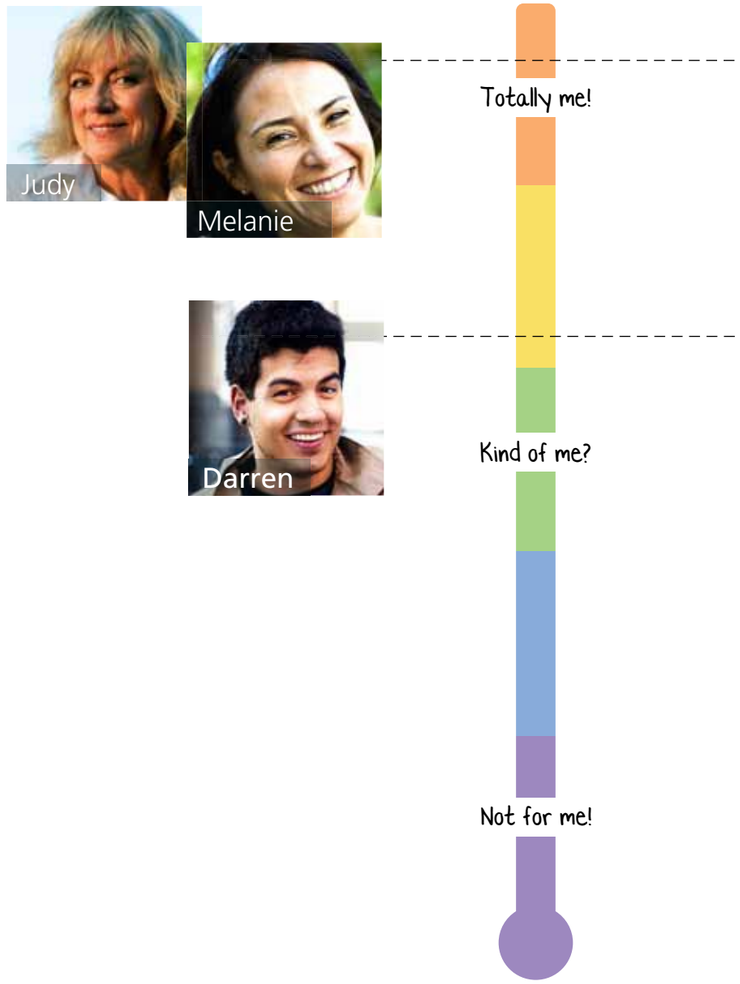
1. Richer synopsis

Persona compatibility



Judy - The detailed synopsis allowed her to judge whether a program was something she would view or not.

Melanie - Found the ability to contextually find other shows and programs very useful because she was quite often curious who characters in films were. The ability to rate and review programs was too bothersome for her to use.

Darren - Loved the ability to see other programs that actors starred in because he was more likely to follow a particular person. Wanted the ability to differentiate which programs are currently accessible through FOXTEL.

Testing scenarios

The more shows like this was tested with the following scenarios:

- Task 1 - Rate this show
- Task 4 - Actionable metadata

Recommendations

Rate this show

» Allow users to input only thumbs up/down or a star rating and consider only one per screen as to not overwhelm users.

» Educate users to understand the benefit of rating shows have on their profile to encourage greater engagement.

» Ensure content in "People who liked this also liked" panel contains new shows not in the users existing profile.

» Ensure it is easy to enter a full review online across all platforms and allow users to share.

Actionable metadata

» Provide an option to see more information about a program or movie if interested. For example; the complete cast, studio name and the place it was filmed.

» Display a more comprehensive filmography per actor but highlight the programs playing on FOXTEL.

» The information pages should also be accessible through search results.

» Reword "More like this" on the actors page to be better understood.

» Reviews are not seen are that important or popular, consider only displaying reviews by friends or critics or removing altogether.

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2. What's on now

Concept overview

Opportunity

Many users find themselves in the situation where they want to watch something on TV, but they cannot find anything appropriate to watch. They find it difficult to quickly discover programs that are on now and that interest them.

Description

The what's on now application surfaces recommended programs to the user that are currently being aired across all FOXTEL channels.

The application is launched contextually via the channel through an interactive hot key prompt (in this example the green button on the remote control). It is a two phased application – a mini preview channel overlay is launched first allowing the user to browse programs from within the context of the current program they are watching and the ability to launch the full screen application which offers additional options like the mood selector and programs which are airing soon and On Demand.

Key features:

- Mini preview
- User recommended programs (based on programs previous watched, liked and recorded)
- Mood selector
- Richer synopsis link

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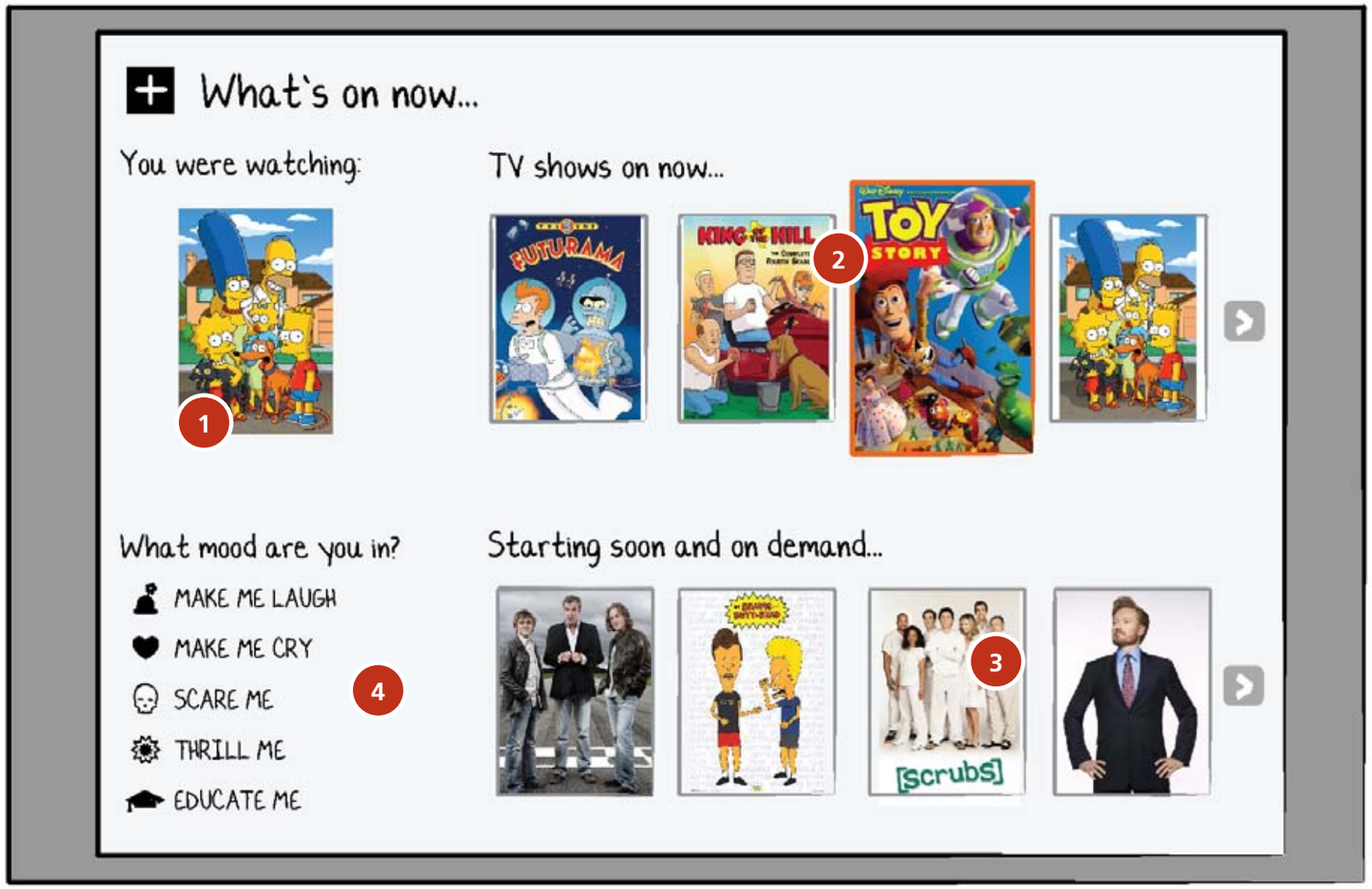
2. What's on now

STB - Launched via interactive hot key on remote control

STB - Mini preview



STB - Full screen application

Notes:

1. Program context
   - Thumbnail of program (Poster or Screen capture) of the show the user was watching
2. TV shows on now
   - Programs that are currently being aired, that the user will like (based on habits, shows "liked" and previously recorded).
     Action: Select will take user to the channel/program.
3. Starting soon and On Demand programs
   - Programs like the current program the user is watching that will be starting soon or are available On Demand.
     Action: Selecting program will open program information screen
4. Mood selector
   - Options for the user to be recommended programs based on the mood they select.
     Action: Selecting an option will open mood selector screen

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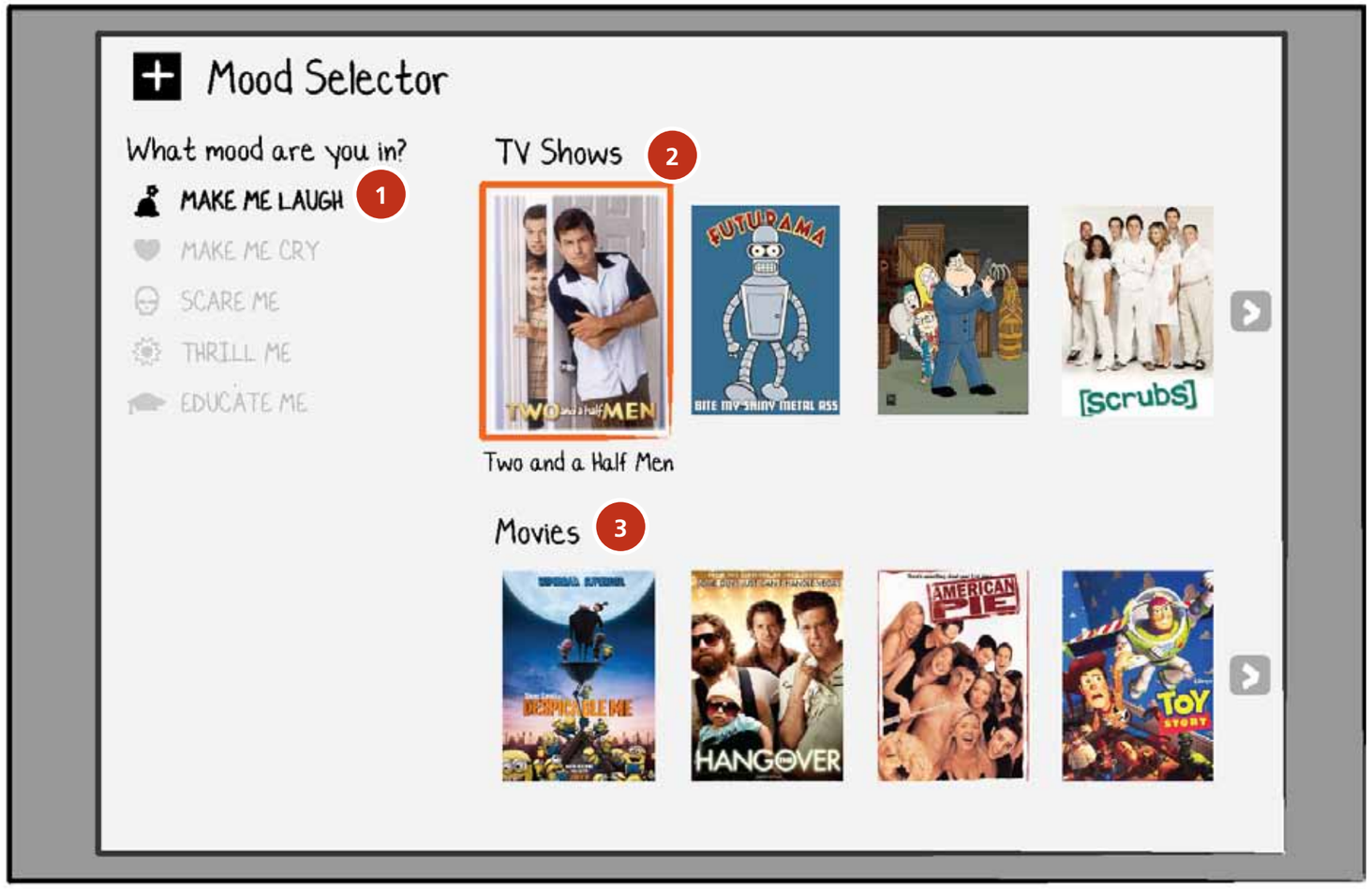
2. What's on now



STB - Mood selector

Notes:

1. Mood options
   - Option highlighted based on selection
     Action: pressing select on greyed out option will update recommendations on the right hand side.
2. Recommended TV shows
   - Option highlighted based on selection
     Action: pressing select on poster will take the user to the program if on now, if not currently airing it will open the program information screen.
3. Recommended Movies
   - Option highlighted based on selection
     Action: pressing select on poster will take the user to the movie if on now, if it is an on demand movie it will open the program information screen.

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2. What's on now

Customer responses

"I'm very in touch with my moods, I like to pander to them." P4

"I'm interested in seeing TV shows or movies that are on now, I want to laugh now, I don't want to laugh later." P7

"If a friend recommends me a movie and says it's really crap I'll still watch the trailer and if I like it, I'll see it anyway." P7

Strengths

What's on now

- Some participants liked how easily the content was accessed and felt it saved them time searching through the TV guide.
- Some participants liked how easy it was to open and close the interface.
- Some participants liked how the mini "What's on now" interface did not cover the screen and allowed them to keep watching the TV show.
- One participant liked how this surfaced content from on demand as she never normally was exposed to it.

Mood selector

- Many participants were immediately drawn to the mood selector navigation despite its diminutive size and lower visual hierarchy and on the page.
- Many participants felt that they would use the mood selector frequently as they were often searching for content to suit their current mood and found it more convenient and straightforward.
- Participants felt that exploring the content via pictures (movie posters) was very engaging and helped them judge appropriateness of the recommendation.
- One participants liked how the TV shows and movies were separated as it made it easy for them to find content.
- Several participants were drawn to the "Your friends also watch" section as they were interested in finding out what appealed to their friends.
- A participant felt that it would help filter out content to shows that only they enjoyed.

Challenges

What's on now

- Participants that had discriminating taste felt they would never use this functionality, as they were aware of what was on TV now, they were more interested in the Starting soon and on demand content.
- One participant felt they would cancel the interface if they felt it was displaying content from the same channel they were watching.
- One participant expressed a preference for the mini EPG rather than the mini "what's on now" interface as they felt they could fit in more listings.
- One participant felt the "more" button on the mini view was a scrolling button and was surprised when the bigger interface was displayed.
- Most participants felt that the content need to be tailored to them to be useful.

Mood selector

- Many participants expressed that the content needed to be immediately accessible to watch to match their current mood.
- Some participants would have preferred video content as opposed to the pictures.
- Provide the ability to watch from the beginning of a program.
- One participant suggested that the content should not be tailored to her taste as she wanted to be open to new content possibilities.
- One participant was interested in greater granularity in the mood selector genres, for example stand-up comedy not just comedy.

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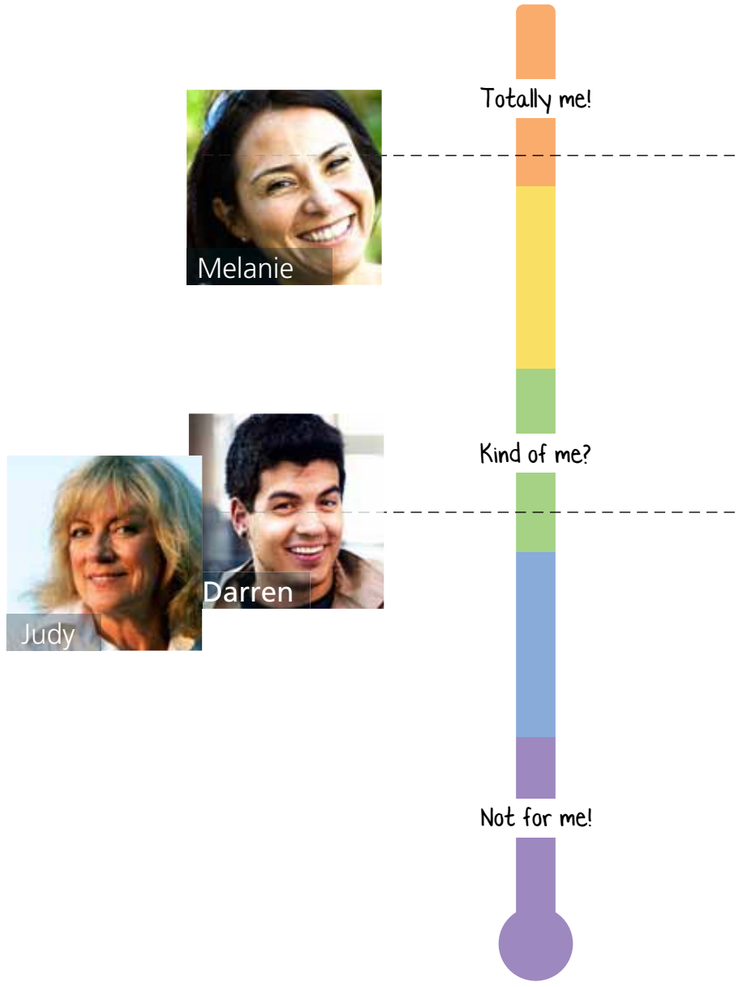
2. What's on now

Persona compatibility



Melanie - This was more to Melanie's liking because her viewing habits were haphazard and she is more likely not to know what's on TV. The mood selector was her favourite feature because she could base her viewing off her temperament.

Darren - Understood what was airing now and didn't need to be informed of this. He liked the mood selector.

Judy - Felt that this function would have her joining the middle of a program. Recommendation is to provide a similar function that informs her of what's coming up next. However the mood selector was alluring feature that would cater to her emotional state.

Testing scenarios

The more shows like this was tested with the following scenarios:

- Task 4 - What's on now
- Task 8 - Mood selector

Recommendations

What's on now

» Interactive buttons should only appear for a short time and fade away if not activated.

» Consider a separate "Starting soon" interface to appeal to users who like to plan.

» Use profiling/favourites to provide more user tailored "what's on now" content.

» Surface the most popular content to make it easy for users to find content.

Mood selector

» Add in functionality to allow participants to play or record the content from the "More shows like this" interface.

» Content from the mood selector should be immediately accessible to play on the TV.

» Consider allowing users to access the mood selector separately e.g. from the TV guide or an action key to make it easily accessible.

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3. More shows like this

Concept overview

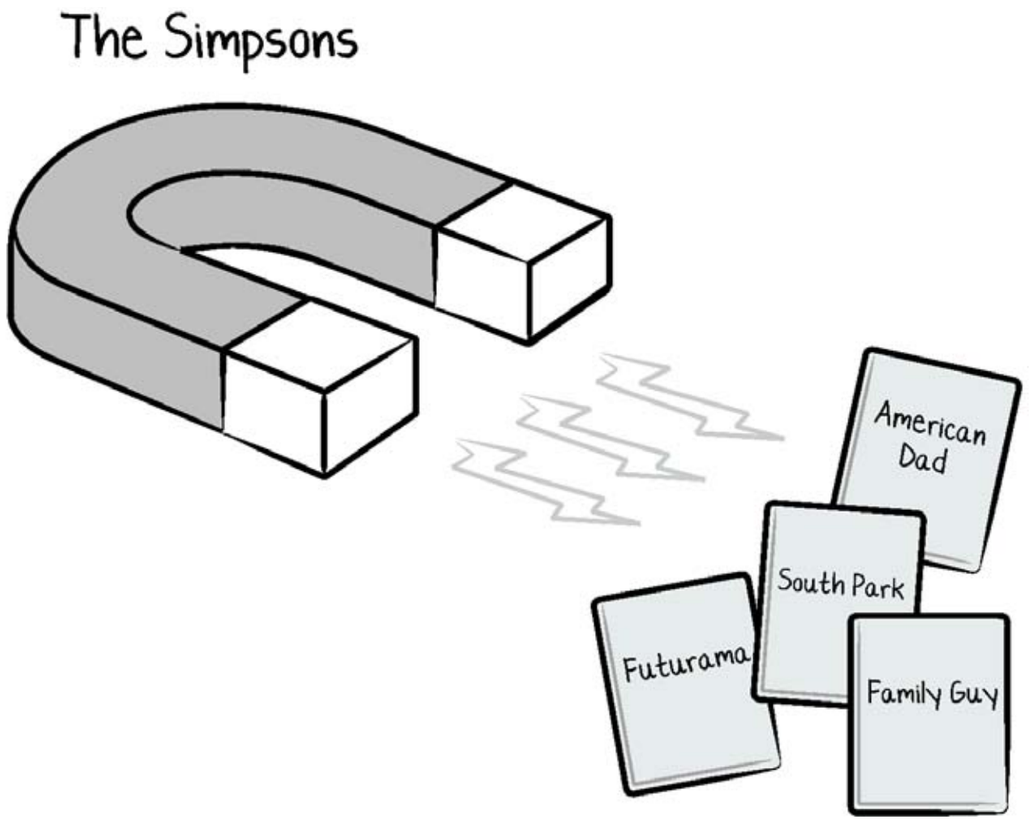
Opportunity

To feed users recommended content whilst they are watching a program. This needs to be presented in a non obtrusive manner & to be validated by a trusted source, for example explain the reason why the recommendations are being presented to them.

Description

The more shows like this application surfaces recommend shows based on the program the user is currently watching.

The application is launched contexually via the channel through an interactive hotkey prompt. The Mood selector is also represented in this application.



Key features:

- Pushed contextually (channel/program, during adverts)
- Picture in Picture functionality
- Surfaced within: search results, what's on now, during show credits and ratings screen.
- Based on rich metadata e.g. Director or Actor
- Additional functionality to reminders; alerts the ability to record a program

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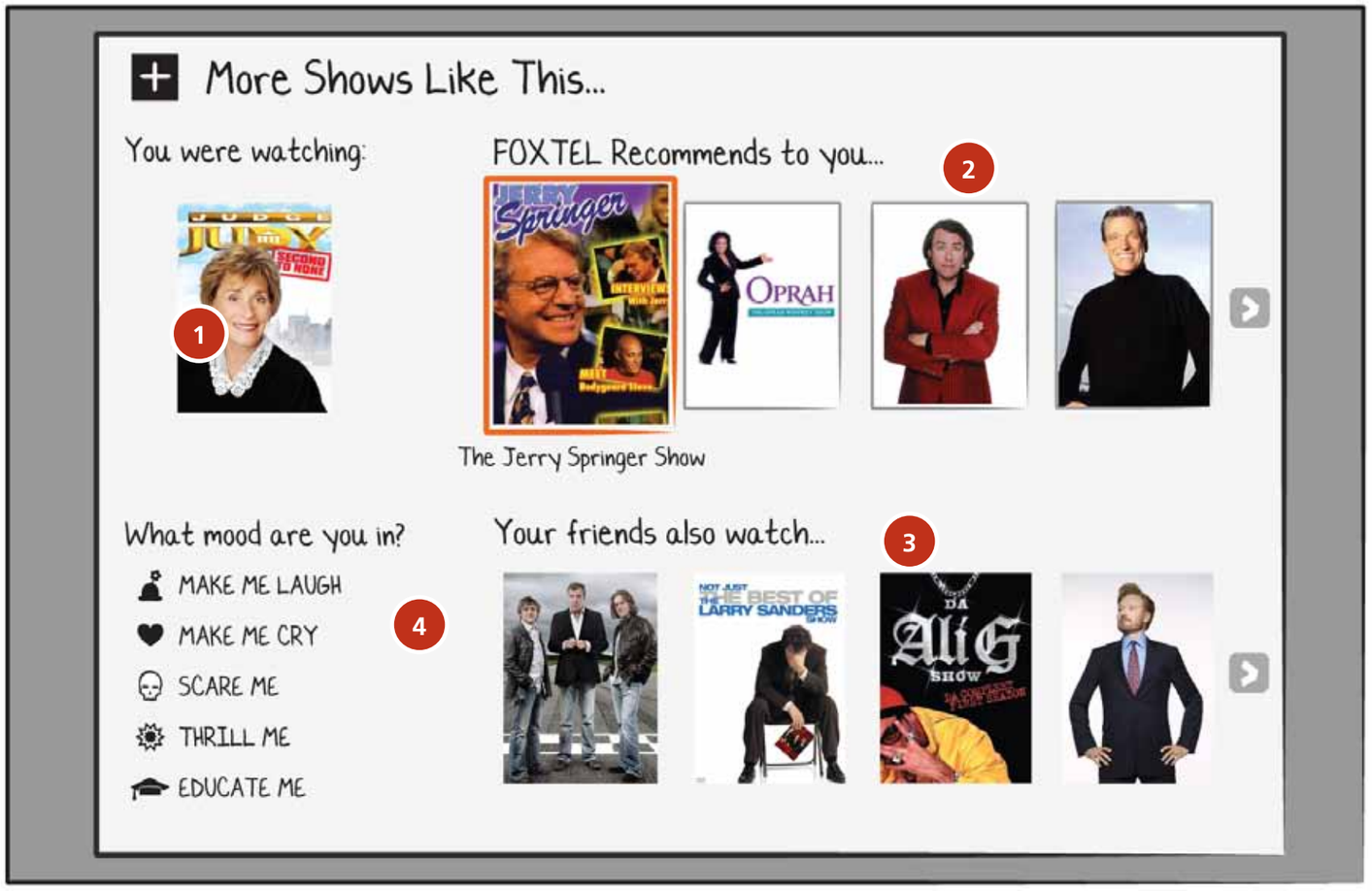
3. More shows like this

STB - Launched via interactive hot key on remote control



STB - Full screen application

Notes:

1. Program context
   - Thumbnail of program (Poster or Screen capture) of the show the user was watching
2. FOXTEL recommendations
   - Programs matched based on genre and sub categories
     Action: Select will open program information screen
3. Recommendations based on programs your friends also watch
   - Programs filtered based on genre/sub category & validated by your friends have also watched.
     Action: Selecting program will open program information screen
4. Mood Selector
   - See what's on now section.

3. More shows like this

Customer responses

"(More shows like this) is good because it just bundles everything together." P2

"If I could just record, I'd like it as I'm still enjoying the current program." P7

Strengths

More shows like this

- Participants liked how easily they could record or set reminders for shows.
- Participants felt the addition of the record function to the reminders was positive as it made it easy to record a program, saving them from switching from a program they are currently viewing.
- Some participants liked the interactivity of scrolling through the "More shows like this" content and see many options available to them.

Challenges

More shows like this

- Several participants expressed that they never use reminders and only used the record functionality.
- Participants commented that it would be useful to have more functionality from the "More shows like this" screen.

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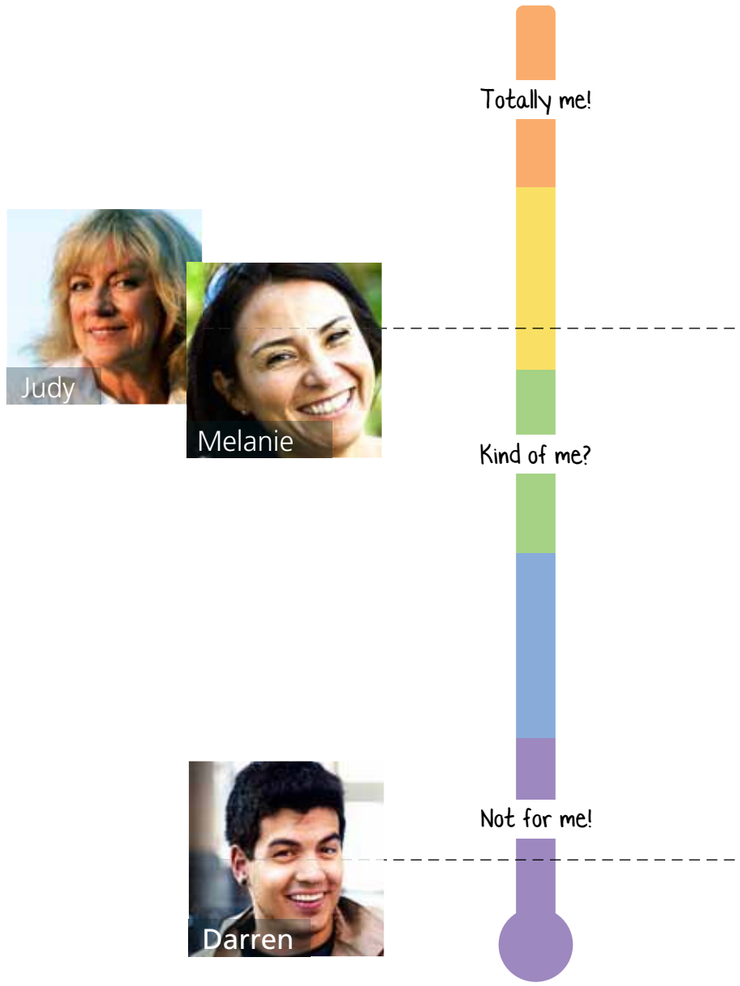
3. More shows like this

Persona compatibility



Judy & Melanie - Enjoyed this feature because they were less aware of what other programs were on TV. It enabled them to find programs that were similar to others they already enjoyed without much effort.

Darren - Was predisposed to seeking and gathering information about shows that were coming out. As a result he felt this concept provided little to no benefit to him.

Recommendations

More shows like this

» Add in record, series link and reminder functionality from within the "More shows like this" screen.

Testing scenarios

The more shows like this was tested with the following scenarios:

- Task 7 - More shows like this

4. End of show

Concept overview

Opportunity

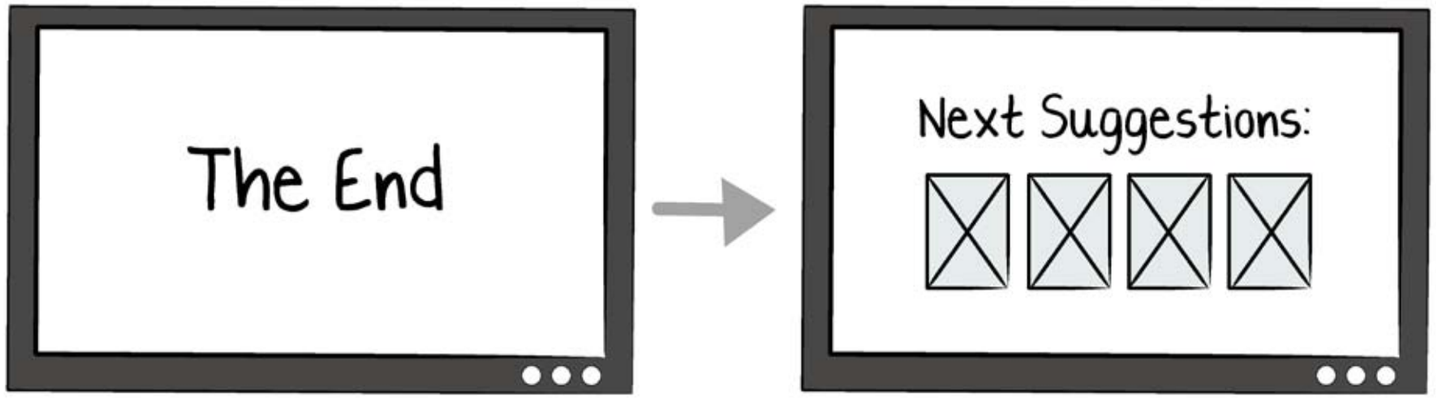
Our research discovered that users are very comfortable interacting with content whilst they are on a channel, for .e.g. pressing the green button when prompted during a program promotion.

Users want to be kept up to date and informed about when their programs will be re-aired, when the next episode is on and when the next season starts.

Description

At the end of the program the user is presented with a number of options: the ability to rate the show, see more programs like the one they have just watched and what's coming up next on the channel.

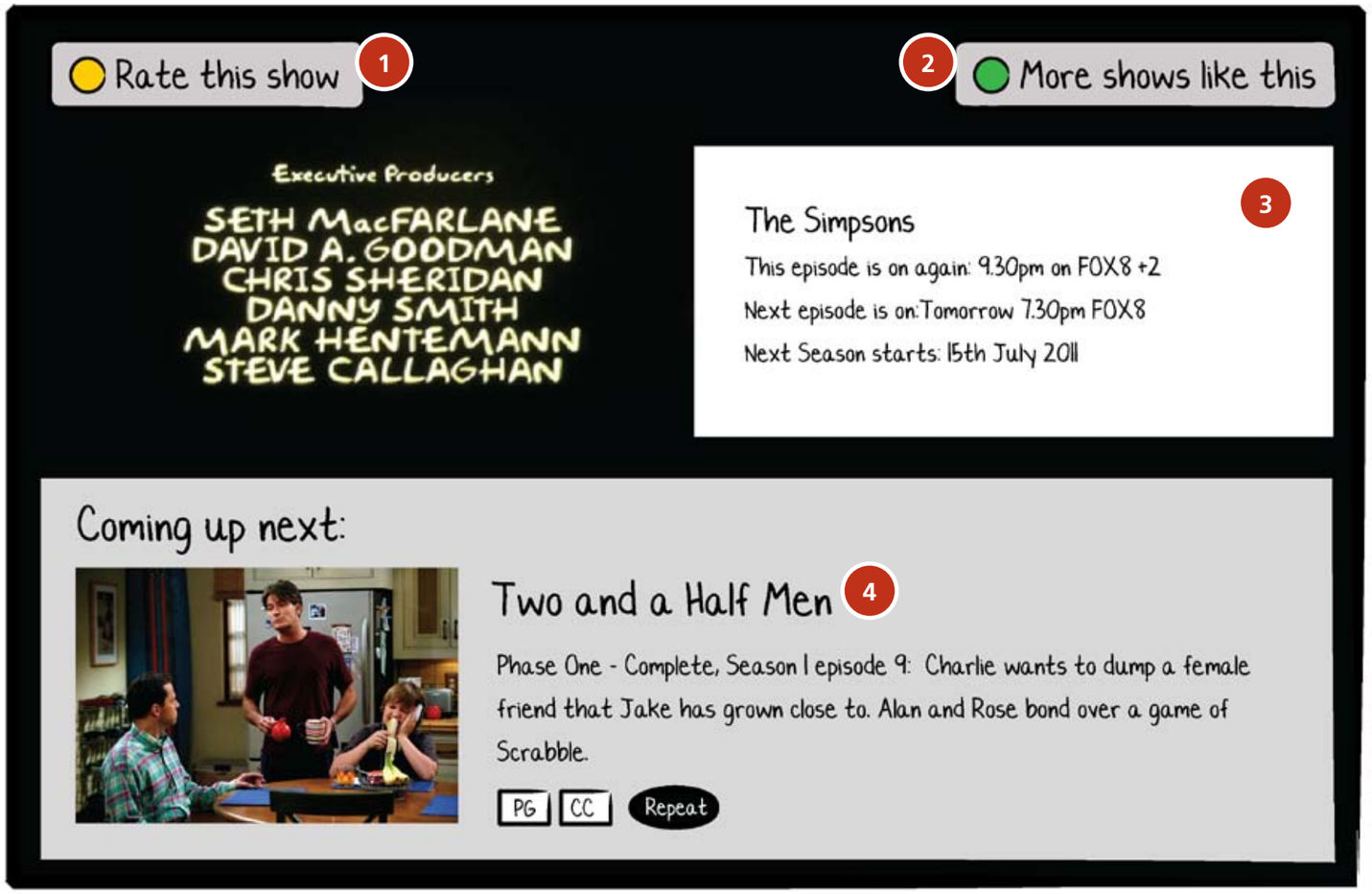
The user is also shown when the current program episode is going to be shown again, when the next episode is and when the next season will start.



Key features:

- What's on Next
- Rate the show
- Information about the next episode, season - when they will be shown/ re-aired
- Next season information - auto record / remind me
- More shows like this

4. End of show



STB - Program information.

Notes:

1. Rate this show
   - Interactive hot key call to action
     Action: pressing yellow button on the remote control will open ratings screen - see Richer synopsis.
2. More shows like this
   - Interactive hot key call to action
     Action: pressing green button on the remote control will open more shows like this screen.
3. Program schedule prompt
   - Information on when the program the user has just finished watching will be aired again etc.
4. Coming up next
   - Information on what is coming up next on the channel - with additional information about the show, season and episode details, repeat etc.

4. End of show

Customer responses

"Coming up next? I'm not interested, I'd just go to the TV guide." P5

"I don't care about the credits, so its good you are getting them out of the way." P2

"That information is really useful, it would save me having to search the TV guide for when its' next on." P2

Strengths

End of show

- Many participants liked how the page minimised the credits as they felt the credits were unimportant and this was better use of space.
- The information panel was seen as very useful by all participants as it helped save time searching for when the show/season was on next and stopped them missing it.
- One participant felt it was useful to seeing the "Coming up next" panel as they had no awareness of program times.
- All participants liked how they could control the content via action buttons rather than being automatically opened by FOXTEL.

Challenges

End of show

- Some participants were not interested in viewing "Coming up next" as they preferred to use the mini or main EPG.
- One participant felt that the additional options made the screen too busy and impacted readability.
- One participant objected to reducing the size of the credits as they liked to read them.
- Many participants wanted to record from the information panel.
- Participants are only likely to select "More shows like this" if they like the show they are currently watching.

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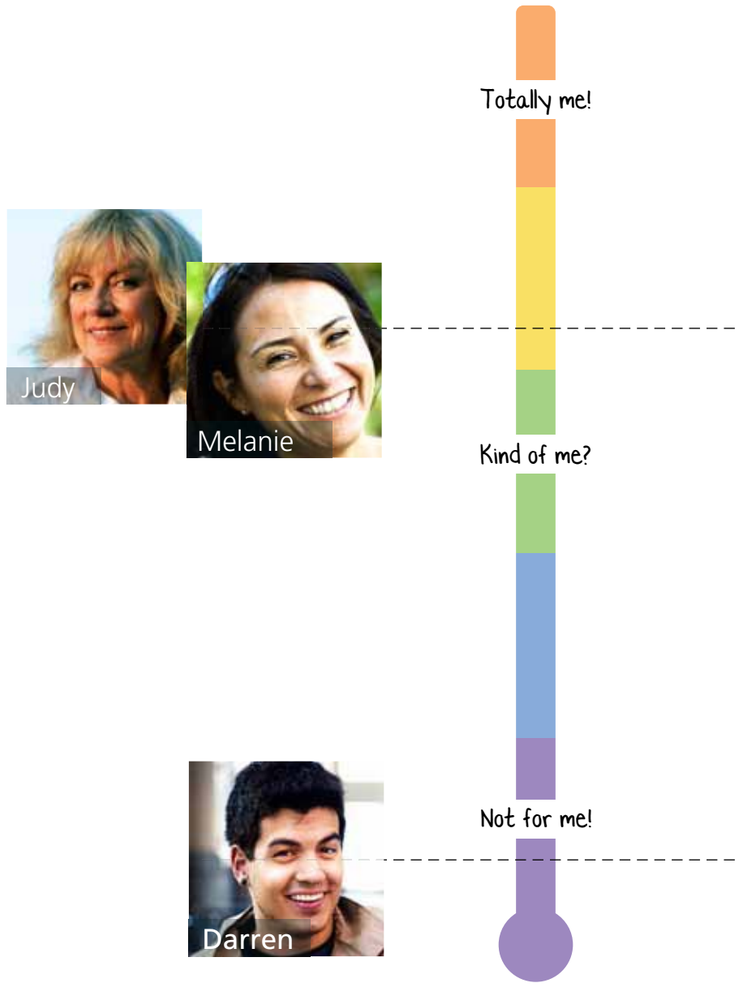
4. End of show

Persona compatibility



Judy & Melanie - Were very happy that they were kept abreast of the program and TV schedule. Both felt that it informed them at the most appropriate time without them needing to seek it.

Darren - Is aware of both the TV and program schedule and doesn't require a prompt from FOXTEL. This feature is more likely to annoy him because he feels that is intrusive and diverts his attention away from the credits.

Recommendations

End of show

- Consider hiding "Coming up next" by default and showing only on user prompt.
- Add in record/reminder/series link functionality to the options on the information panel.
- Add the series and episode number for a show into the information panel.

Testing scenarios

The more shows like this was tested with the following scenarios:

- Task 1 - End of show

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5. My FOXTEL channel

Concept overview

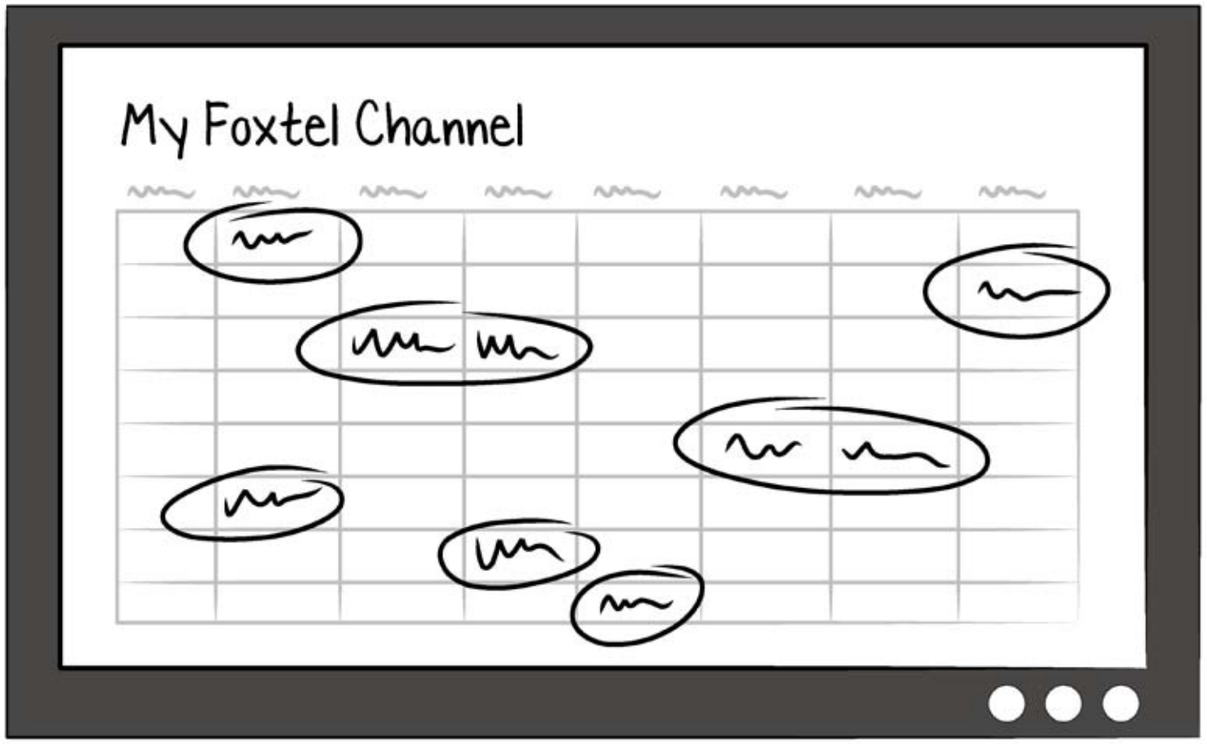
Opportunity

Our research highlighted that users expressed frustration that they cannot customize their TV viewing experience. They want to be able to customise so it feels more relevant and personal and also allows them to be in control when they watch programs.

Description

The My FOXTEL channel provides the user with a bespoke channel which contains all their favourite/ 'liked' shows in one simple schedule overview. The user can personalise and control this channel as much or as little as they like – obviously the more time they invest - the better the recommendations will be. The user can edit their profile online or via tablet/ mobile applications.

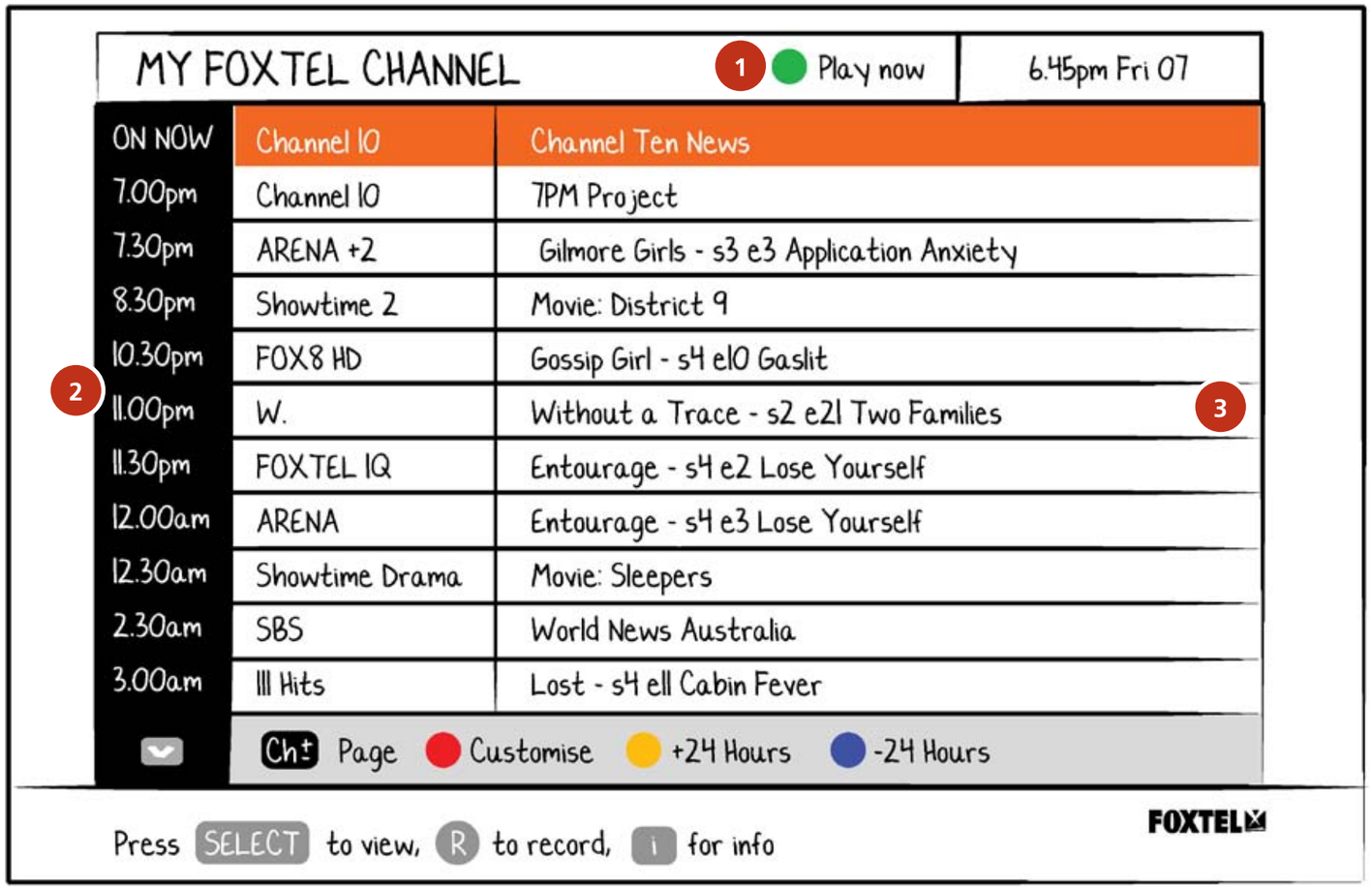
The user can also select to "play now" which will auto play the entire My FOXTEL schedule back to back (no need to even pick up the remote control at the end of the program) and the channel will auto switch to the next in the list. The user can select to "record all" if they want to watch the programs at a later date.



Key features:

- Custom view of the EPG
- Profile - personalisation
- Playlist / timeline - auto switch channels

5. My FOXTEL channel

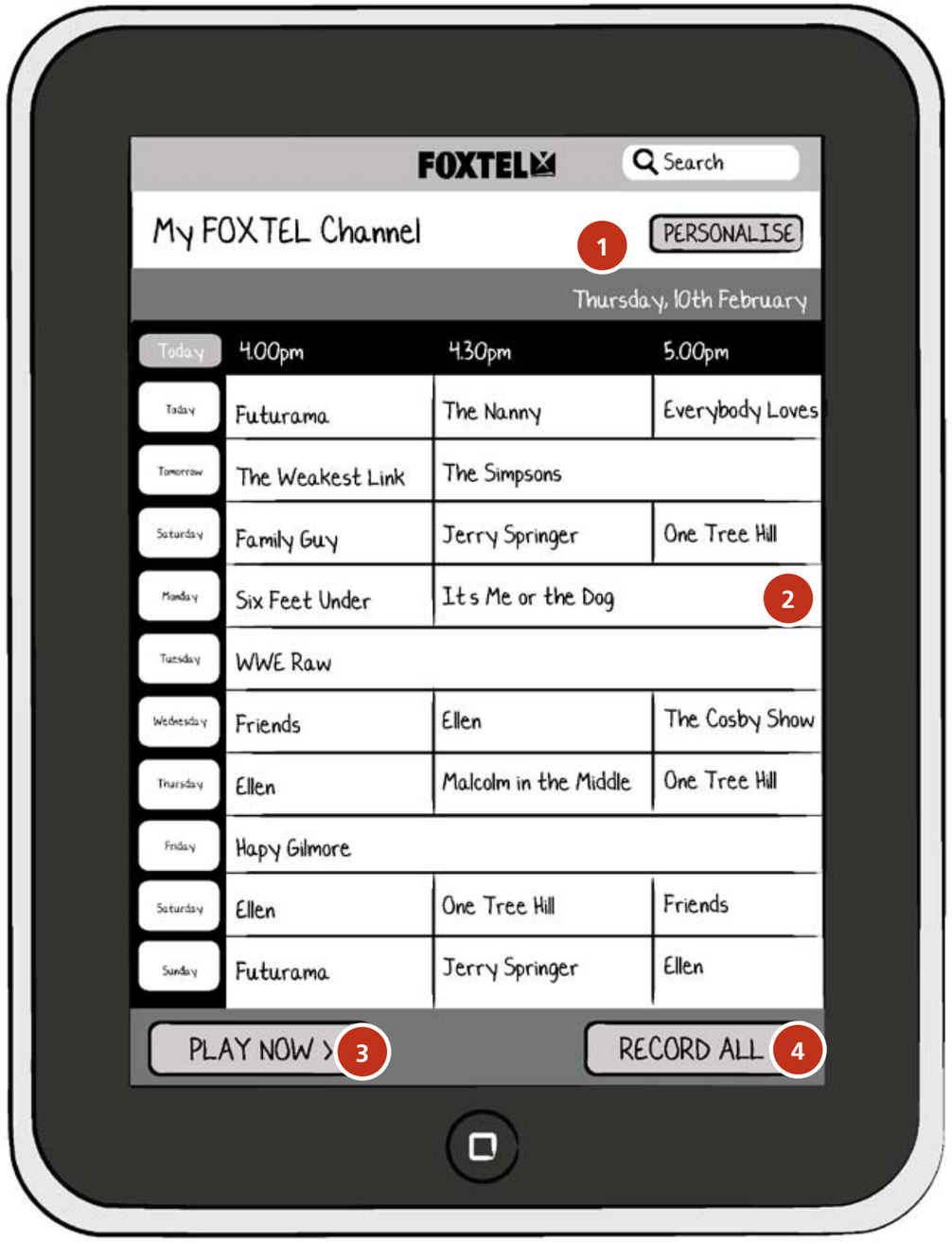


STB - My FOXTEL channel EPG.

Notes:

1. Play now
   - Interactive hot key call to action
     Action: pressing green button on the remote control will play the entire My FOXTEL channel schedule.
2. Timeline
3. Program listing
   - Additional information is displayed - Episode/Series number.

5. My FOXTEL channel



Tablet - My FOXTEL channel EPG.

Notes:

1. Personalise button
   - Allows the customer to edit and control what is pushed to their FOXTEL channel.
     Action: pressing the button opens the personalisation screen.
2. Personal EPG
   - Timeline/schedule of users programs.
     Action: Selecting show title reveals program synopsis .
3. Play now
   Action: pressing the play now button starts the days program schedule on the STB - when the first program ends the STB will automatically switch to the appropriate channel/program.
4. Record all
   Action: pressing the record all now button adds them to the users planner to be recorded.

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5. My FOXTEL channel

Customer responses

"If it was my FOXTEL channel I'd like this just to see things I'd selected. I don't want FOXTEL to put shows in." P7

"When you are watching FOXTEL you have your (remote) controller – but this is better and faster." P4

Strengths

My FOXTEL channel - STB

- All participants loved that it gave them a quick overview of the shows that they planned to watch.

My FOXTEL channel - iPad

- Some participants expressed a preference to use the iPad rather than the STB as they found it faster and easier to use.
- Participants liked the inclusion of record, series link and setting reminder functionality from the program synopsis and felt it was easier to use than the STB.
- Some participants felt that the "More like this" button next to the content they liked was useful.
- Participants liked the predictive search as they felt it was a great time-saving feature.

Challenges

My FOXTEL channel - STB

- All participants want the ability to choose what gets added into the My FOXTEL channel.
- One participant complained that adding channels creates inconsistency within the channel numbering scheme.
- Some participants expected the ability to save their favourite channels into a TV guide.
- A few participants would enjoy it if FOXTEL could insert some intelligent (i.e. Genius in iTunes) recommendations into their planner but only if they had the ability to easily remove what was added.
- The different layout orientation of the My FOXTEL channel confused one participant.
- Participants wanted the capability to schedule and view programs that occur concurrently.
- Participants wanted the capability to watch content ahead of time.
- Most participants felt that the novelty of automatically switching shows had little benefit and they would have no control over viewing what they wanted.
- A participant felt that for my FOXTEL channel to be really useful they should be able to filter and customise it to an even deeper level e.g. filter out programs based on genre.

My FOXTEL channel - iPad

- One participant was sceptical of how quickly the iPad could control the TV set compared to the remote control.
- Some participants felt that the "Play now" button meant that any program they picked (regardless on timeslot) would start playing immediately on the iPad.
- Some participants wanted more than just one content choice per timeslot.
- One participant mentioned that they would only be interested in using this functionality to find movies not TV shows.
- Participants wanted greater control of their "My FOXTEL channel".
- One participant was confused that the timescale shown in the "My FOXTEL channel" on the iPad was inconsistent with the STB.

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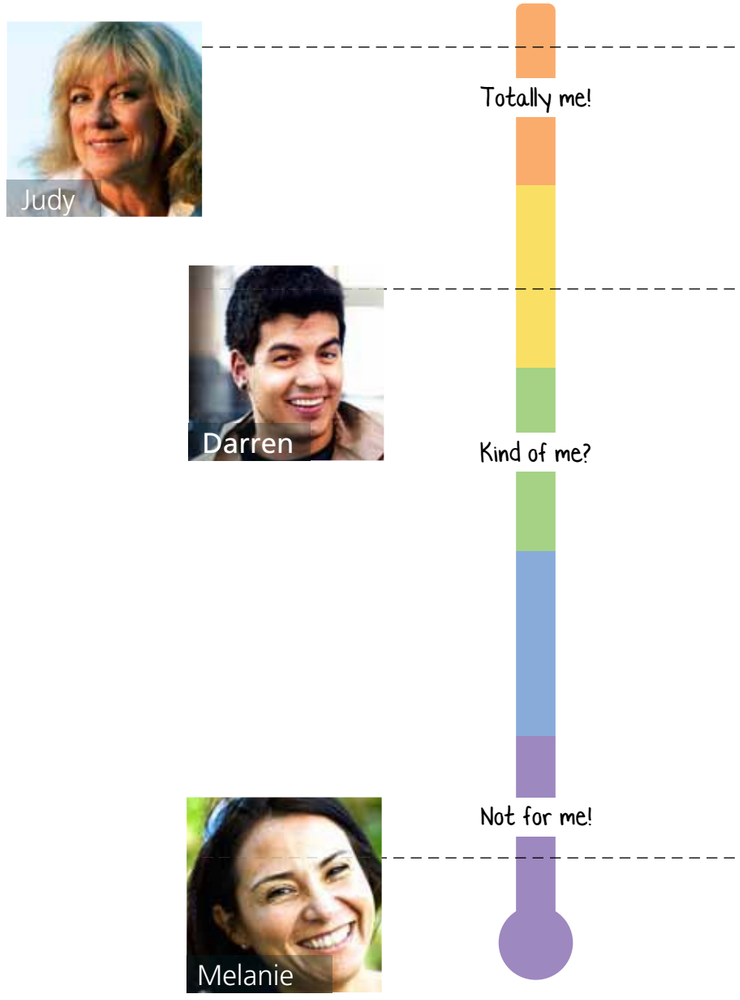
5. My FOXTEL channel

Persona compatibility



Judy - As a prolific planner of her TV schedule she was excited that this would provide an overview of all the programs she had bookmarked on any given day. She enjoyed having recommendations as long as they weren't excessive and informed her of new programs she could discover.

Darren - This was an attractive feature but he stressed the need that only the programs he selected would appear in the TV schedule. Another worry was that it wouldn't work if he had bookmarked shows which were airing concurrently.

Melanie - Felt that since she didn't really plan her TV viewing habits this would just add unnecessary structure around her chaotic life.

Testing scenarios

The more shows like this was tested with the following scenarios:

- Task 3 - Personalise TV guide
- Task 6 - iPad custom channel

Recommendations

My FOXTEL channel - STB

» Allow users to bookmark shows that get added to the TV guide schedule

» Provide intelligent recommendations for timeslots that have no content, but allow users the ability to turn recommendations off

» Deleting programs must be allowed easily from within the My FOXTEL channel guide

My FOXTEL channel - iPad

» Add in other categories to the personalised profile, for example: Actors, genres and studios

» Allow for multiple recommendation choices per timeslot to allow for greater choice

» Any functionality on the iPad that controlled the TV would need to be immediate and obvious

» Reword the "Play now" button to better reflect that it would play the "My FOXTEL channel" on the TV

» Add in functionality to allow users to easily add and delete programs from the "My FOXTEL channel"

» "My FOXTEL channel" will need to be consistent across all platforms

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6. Customised EPG

Concept overview

Opportunity

At present, users cannot easily discover programs that they would like to watch. They tend to be creatures of habit and stick to the channels that air their favourite shows.

This presents an opportunity to surface program recommendations to the EPG via simple visual indicator.

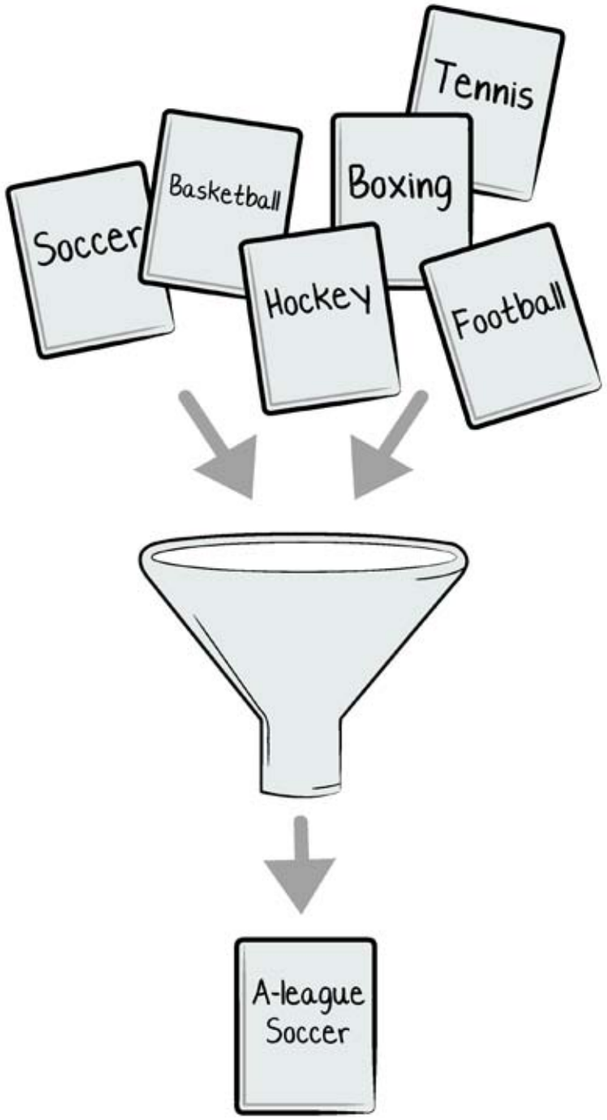
There is also user frustration that FOXTEL doesn't understand/know who they are and what they like – an example of this is the current EPG contains every channel available on FOXTEL, even if the user only subscribes to the basic package.

There is also an opportunity to allow the user to create their own filters for programs so they can quickly access the programs they like.

Description

By inserting simple visual iconography the user can quickly identify and locate what is available to them and be alerted to new programs they may like.

By allowing the user to create sub categories across all channels it provides quick access to the programs they like.



Key features:

- Iconography - indicators within the EPG (main TV Guide & mini)
- Grey out programs not subscribed to
- Create sub categories/filters (within main menu)
- Auto record sub categories

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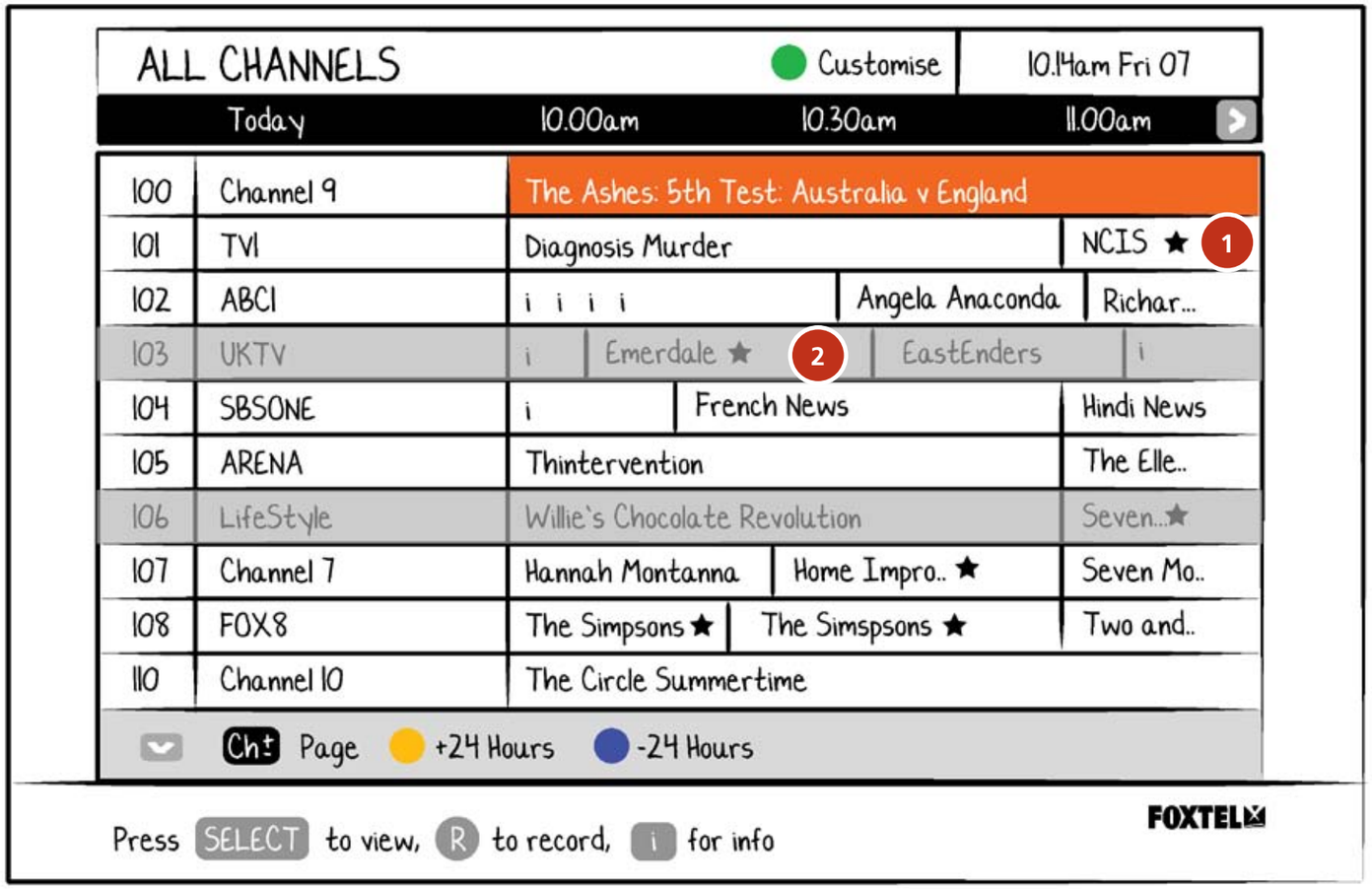
6. Customised EPG



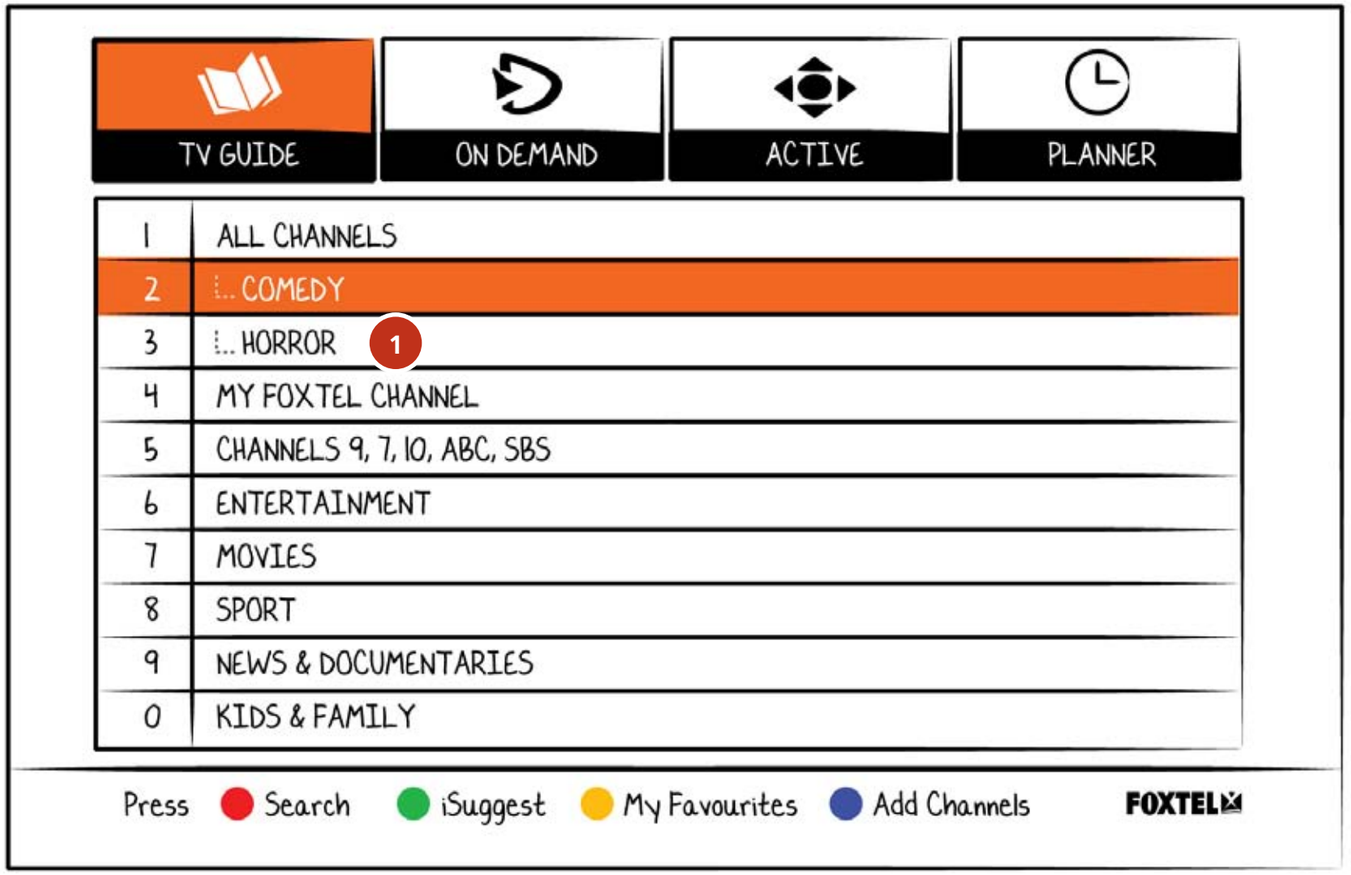
STB - EPG.

Notes:

1. Icon indicator
   - Iconography used within the EPG program title to indicate that FOXTEL is recommending this show to the customer.
2. Non subscribed channel
   - Indicated by alternative colour / greyed out.

STB - Mini EPG.

6. Customised EPG



STB - TV guide - sub category

Notes:

1. Sub category filter
   - Ability to filter categories into sub categories via genre so you can gain access to your programs more quickly.
     Action: Once set-up the option will take you to a custom view of the EPG just showing programs filtered to the specific genre.

6. Customised EPG

Customer responses

"I like the recommendation stars as it would get me to watch other shows. I tend to watch the same old shows." P7

"One thing the annoys me is seeing 10 high definition channels I can't access, it just wastes time and gets me confused, they should just filter them out." P2

"When I get down in the dumps its hard - I give up easily on tasks. To be able to find comedies this easily would be wonderful." P4

Strengths

Customise EPG

- Most participants liked how the stars highlighted new shows that they might like to watch to allow for easy scanning and easy discovery of new content.
- Participants understood that the grey shading meant no access and felt that it was useful as it made it easier to ignore irrelevant channels.

Filtering channels

- Most participants felt that filtering the TV guide was great to tailor content to their own taste.
- Many participants also felt that having custom channels would be time-saving and simple to use.
- Most participants enjoyed the fact that it would show 'comedy' programs across all channels.

Challenges

Customise EPG

- Some participants were confused about the meaning of the stars. Some thought it symbolised a series linked, favourite or bookmarked program.
- Discriminating participants did not feel that the stars were useful to them as they were not seeking out new content.
- Some participants had the expectation that the "customise" button allowed them to change the time the shows were being aired or add shows or channels to their favourites.
- Some participants were sceptical about programs recommended by FOXTEL.
- One participant felt the additional visual cues (stars and greyed out channels) added to their difficulty of viewing the TV guide.
- Participants wanted to control the shows that FOXTEL recommended to them.

Filtering channels

- Some participants were confused by the purpose of the replication of categories from the TV guide to the Add channel page.
- Many participants found the process of adding a channel confusing as they did not know what to expect from screen to screen and found the wording confusing.
- Several participants expected customisations to the TV guide to be visible only through My FOXTEL channel.
- One participant felt that the Comedy channel screen looked too much like the existing TV guide screens and wanted greater differentiation (as per the My FOXTEL screen).
- One participant suggested that the filtered channel view should be viewed in the favourites TV guide.
- One participant expressed a preference that the content in her channel were displayed in pictures (film posters) rather than in text.

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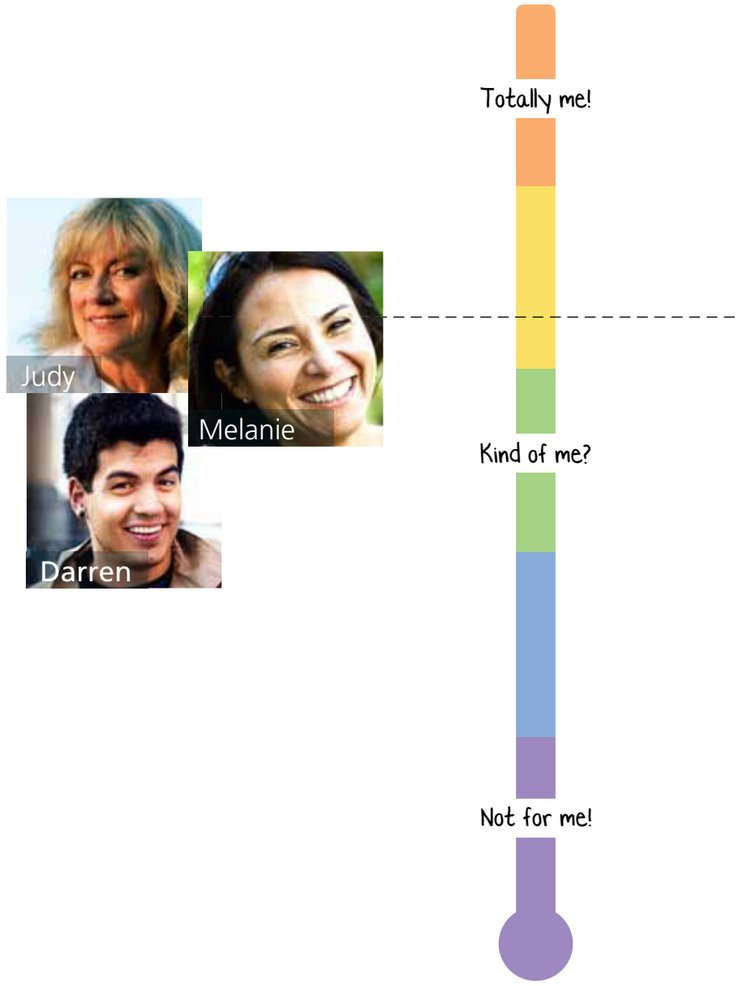
6. Customised EPG

Persona compatibility



Judy & Darren - Were both excited to have control over the channels that were appearing. They had similar reactions to the sub category filter and requested deeper filtering capability.

Melanie - Wanted the ability to remove certain channels and focus her attention on only a small subset of channels that really interested her. The icons focused her attention on shows she should be watching.

Testing scenarios

The more shows like this was tested with the following scenarios:

- Task 1 - Customise EPG
- Task 5 - Filtering channels

Recommendations

Customise EPG

» Ensure that there is a key to explain the symbol highlighting recommended programs.

» Add functionality to allow users to either grey out or hide channels they are not interested in/do not have access to.

» Consider adding in shading to make it easier to see different time frames in the TV guide.

Filtering channels

» Allow users to filter on keyword or sub-sub category for example – "photography" or "A-League".

» Allow users to deep filter the content using metadata for example, a director, actor or genre.

» Change the wording to "Personal TV guide" to add ownership to the process.

» Allow users to customise to display and choose between greyed out or hiding inaccessible channels they are not interested in.

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7. Search (with predictive text)

Concept overview

Opportunity

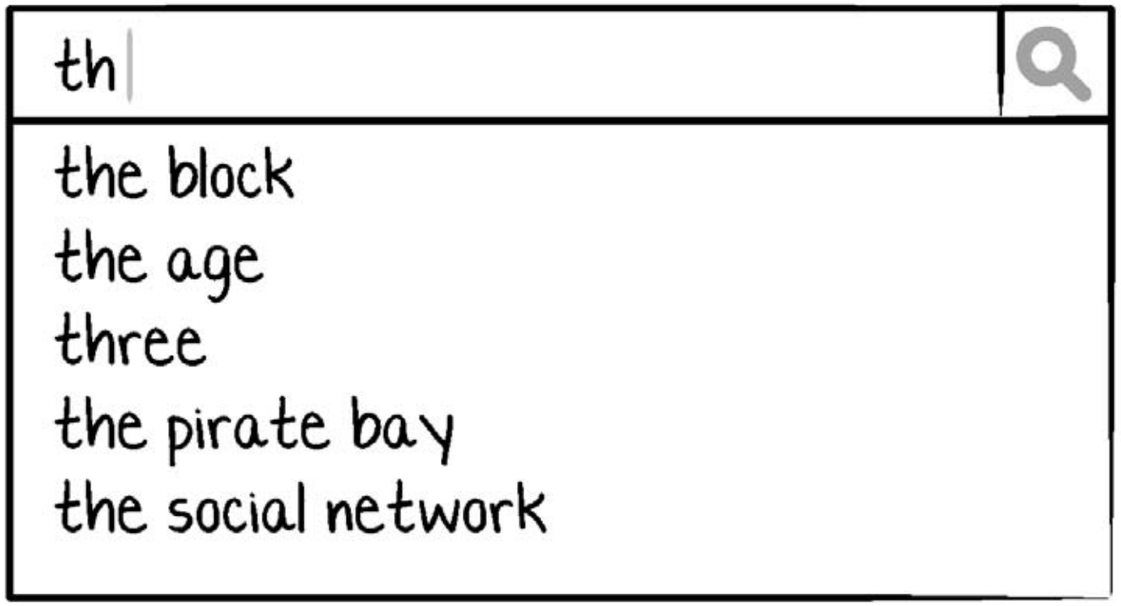
The current search functionality on the FOXTEL STB is very limited. There is an opportunity to create a best in class search application.

Whilst the research did not specifically find that people want to search on the STB, there is still the scenario where users want to be able to search by keyword for a program, movie or actor. The expectations for this search are high in terms of functionality, users are familiar with searching on the web via world class optimised engines like Google, with fast, faceted, real time, predictive (to name just a few) search results.

Description

The predictive text aspect to the search facility is particularly important on the STB as the text input method is more laborious than other platforms. The solution we are proposing for the STB includes a virtual keyboard which is navigated through the remote control, up, down, left, right and select keys, or via the T9 input.

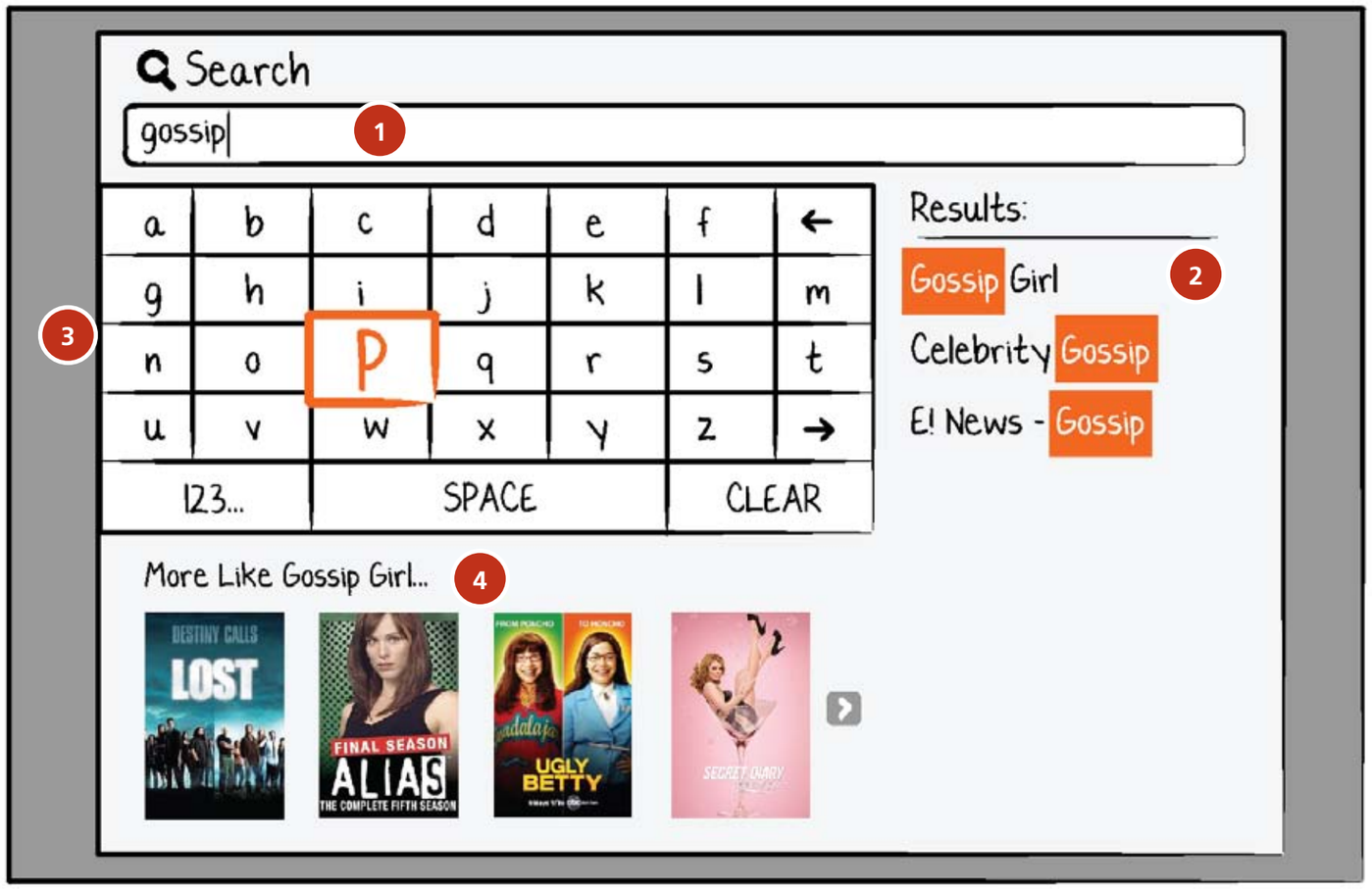
Results are surfaced real-time via predictive text along with recommendations for similar shows.



Key features:

- Virtual keyboard input - STB
- FTU - “top search” listings
- Cached previous searches
- Linked to richer synopsis
- Results linked to “more shows like this”

7. Search (with predictive text)



STB - Search.

Notes:

1. Search entry field
   - Search keyword display. Non selectable. Feeds back to the user their search term.
2. Keypad entry
   - Default: character 'a' should be highlighted on display of this screen.
     Action: On highlight - character is brought into focus. On selection adds highlighted character to the search string.
3. Predictive text suggestions.
   - User can navigate to this list and select a term to search.
4. More like this
   - Program recommendations are surfaced based on the search term entered.

7. Search (with predictive text)

Tablet - Predictive search results example

7. Search (with predictive text)

Customer responses

"I'd like the keyword to come out of the synopsis, not just the title." P4

"I have no need for search, I would never use it." P5

Strengths

Predictive search

- Participants liked that the search was predictive as they felt it saved time.
- One participant found the predictive text helpful in case she had forgotten the full program title.
- Most participants found the interface easy to use and immediately understood how to input in text.

Challenges

Predictive search

- Some participants mentioned that they would be very unlikely to use search as they currently never search for programs and felt it was a waste of time.
- Several participants were hesitant to use search on the STB as they felt it would take too long.
- Some participants wanted a search button added to the remote control to make it easier to access.
- More tech savvy participants expressed a preference to search using their mobiles, iPads or online rather then the STB.
- One participant mentioned that they would prefer to go to their customised channel to find content rather than searching.

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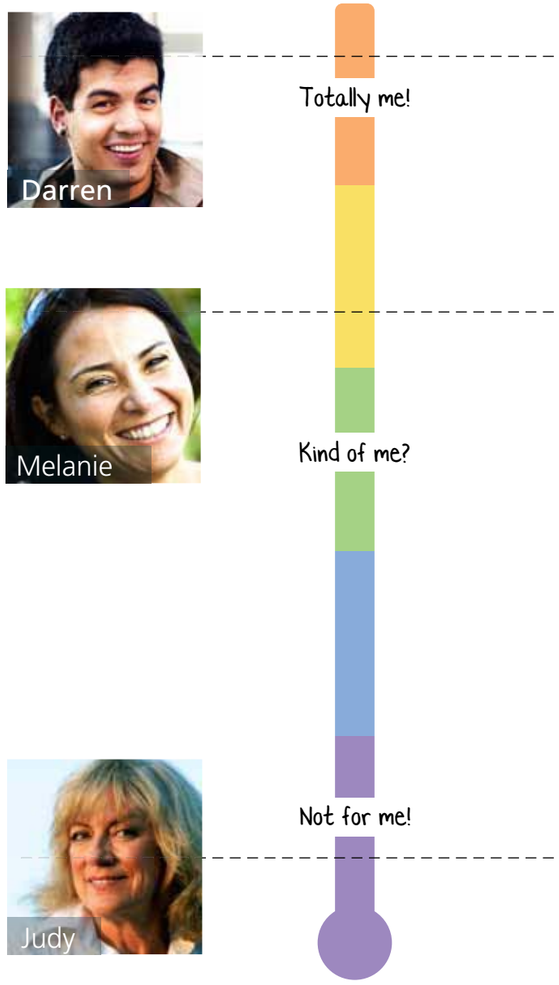
7. Search (with predictive text)

Persona compatibility



Darren - Informed us that he was more likely to use this online or via his iPad. It provided a valuable capability that would be enhanced if it could search across all metadata.

Melanie - Because of her active lifestyle this would allow her to immediately find content she had heard about without flicking through the EPG.

Judy - Was very adamant that searching was not a function she would perform and instead she knew the programs that she wanted to view and required no help finding them.

Recommendations

Predictive search

» Search should not only find program titles but also allow for searching across a program/movie's metadata. For example, actors, directors, countries and genres should all be searchable and possible search keywords.

» Search interface should allow for both the arrows as well as the numeral input to type in keywords.

» Search response will need to be fast to be seen as useful and avoid users typing in long keywords.

» Any updates to search will need to be implemented across all platforms.

» Create a what's new on FOXTEL application to surface new programs and support users who refuse to search.

Testing scenarios

The more shows like this was tested with the following scenarios:

- Task 9 - Predictive search
- Task 6 - iPad

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8. Planner - Autofill

Concept overview

Opportunity

Users want to be kept up to date with the programs they like, there is an opportunity for FOXTEL to better facilitate and surface programs that the user might like.

Description

The planner auto records programs based on household viewing habits, previously recorded programs and "liked" or highly rated programs.

A limited amount of space is available to store programs. When the space is full, the oldest programs are deleted to make space for the newer ones; programs that users flag to not be deleted are kept and Auto filled program suggestions are always lowest priority.

Ability to control what is/has been record is very important here - the user needs to be able to remove programs that they do not like instantly and understand why they were recommended the program.

Key features:

- Program title roll-ups with number indicator
- Recommended shows based on users habits, previously recorded and liked shows.
- Link to "More shows like this"

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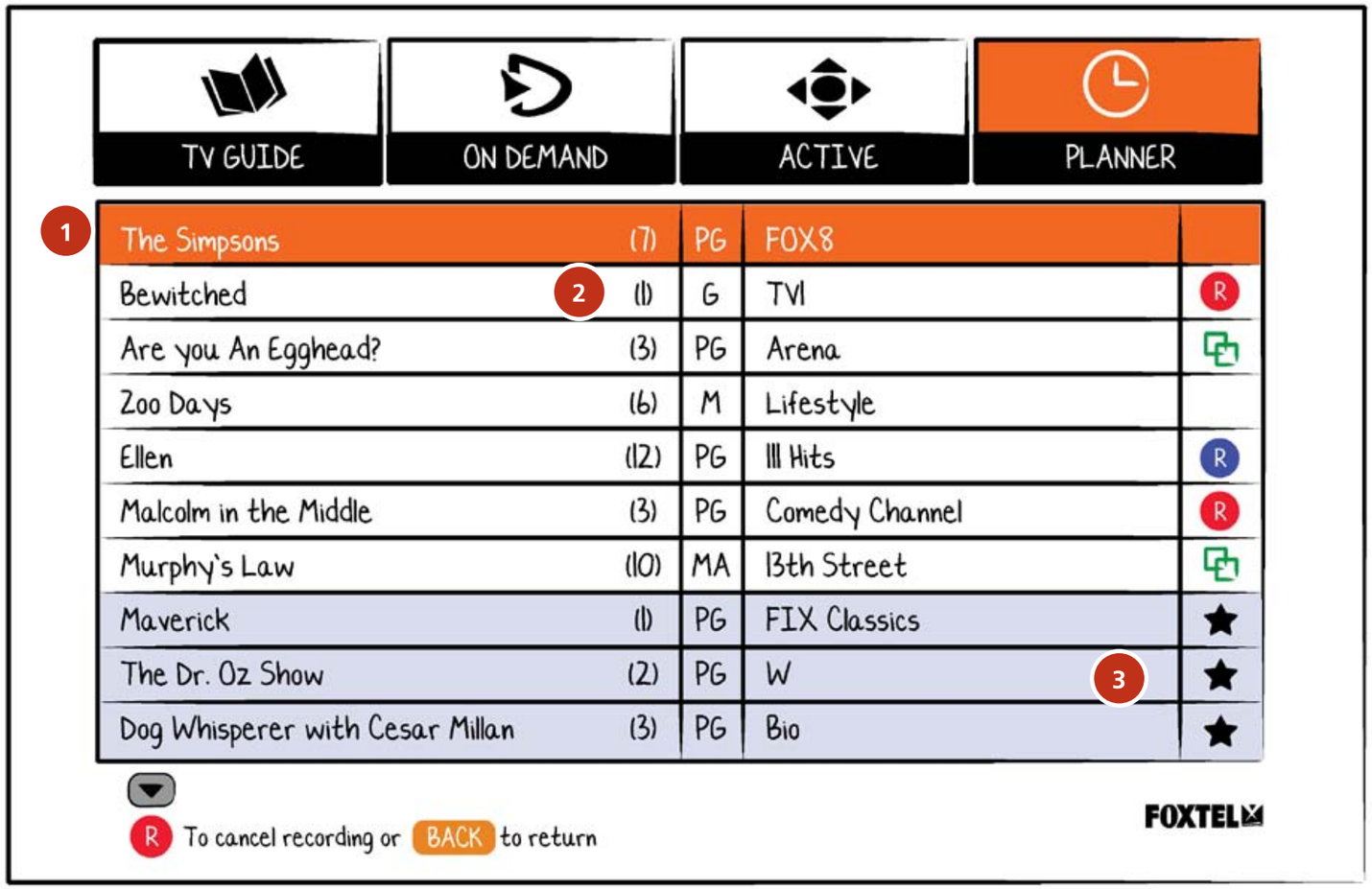
8. Planner - Autofill



STB - Planner.

Notes:

1. Show title
   - Show information
     Action: pressing select when highlighted will open the show recordings list (for example all 7 of The Simpsons shows recorded on your planner)
2. Number of episodes recorded.
   - Indicator of the number of episodes the user has recorded from the particular show.
3. Auto-filled shows
   - Auto recorded programs based on household viewing habits, previously recorded programs and "liked" or highly rated programs.
   - **Action:** pressing select will open the programs recording list.

Please note this concept was not tested.

9. Social media integration

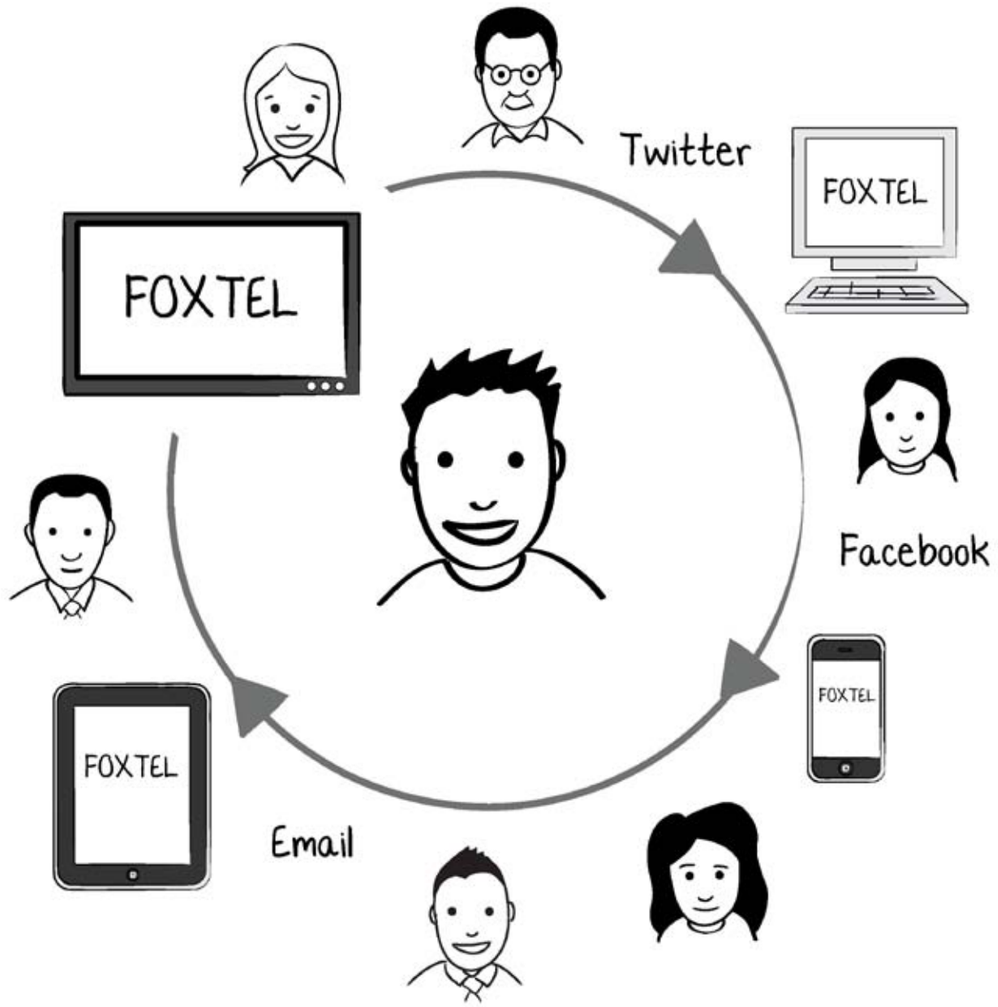
Concept overview

Opportunity

There is an opportunity for FOXTEL to integrate with existing social networks to promote shows and provide a pathway to allow friends to share programs they like and are currently watching.

Description

A gateway to allow users to tell their friends what they are watching and that others might be interested in, with the ability to read and write reviews and discover new programs.



Key features:

- Recommendations from friends
- Facebook integration (online only)
- Rating & commenting
- Sharing and posting programs

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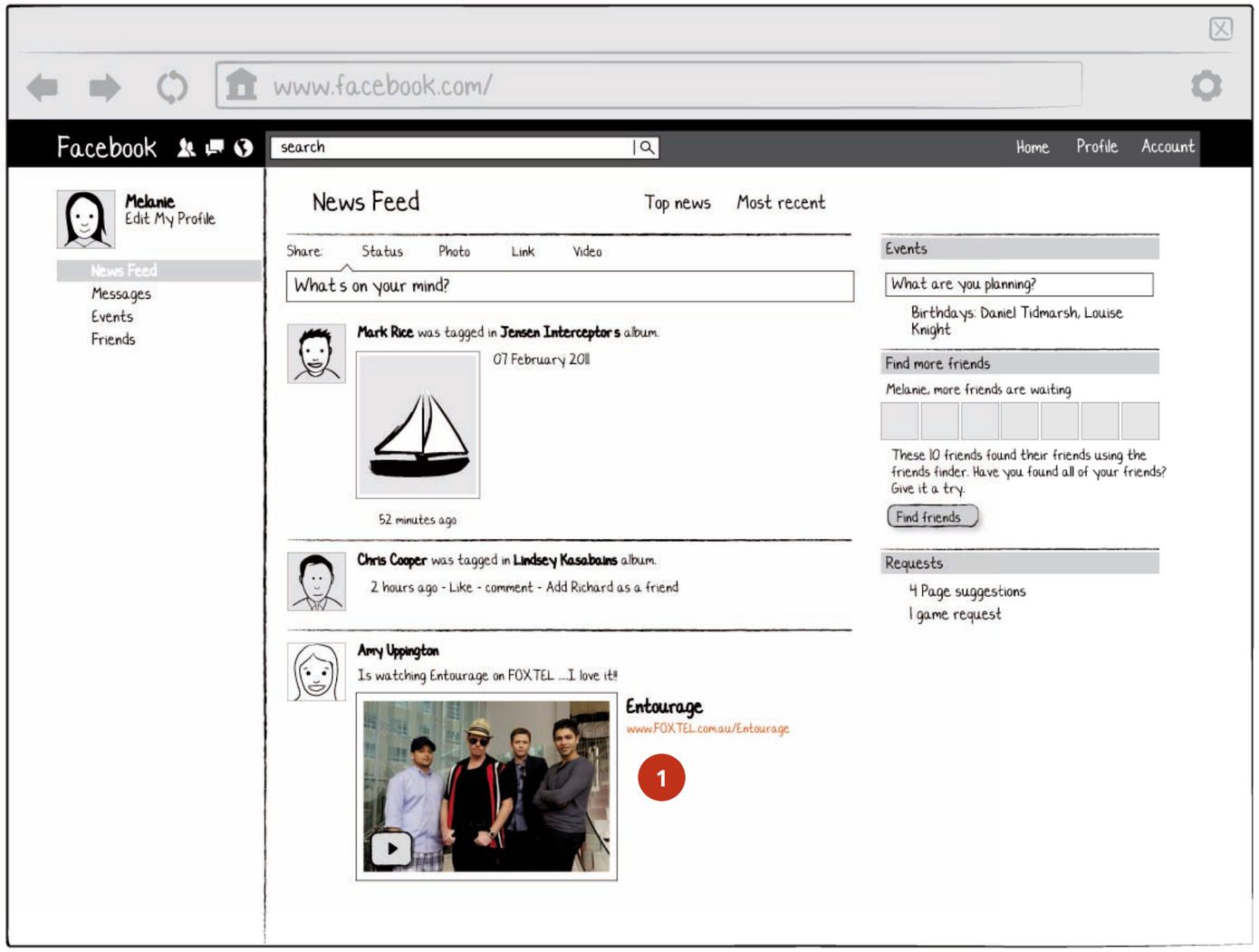
9. Social media integration

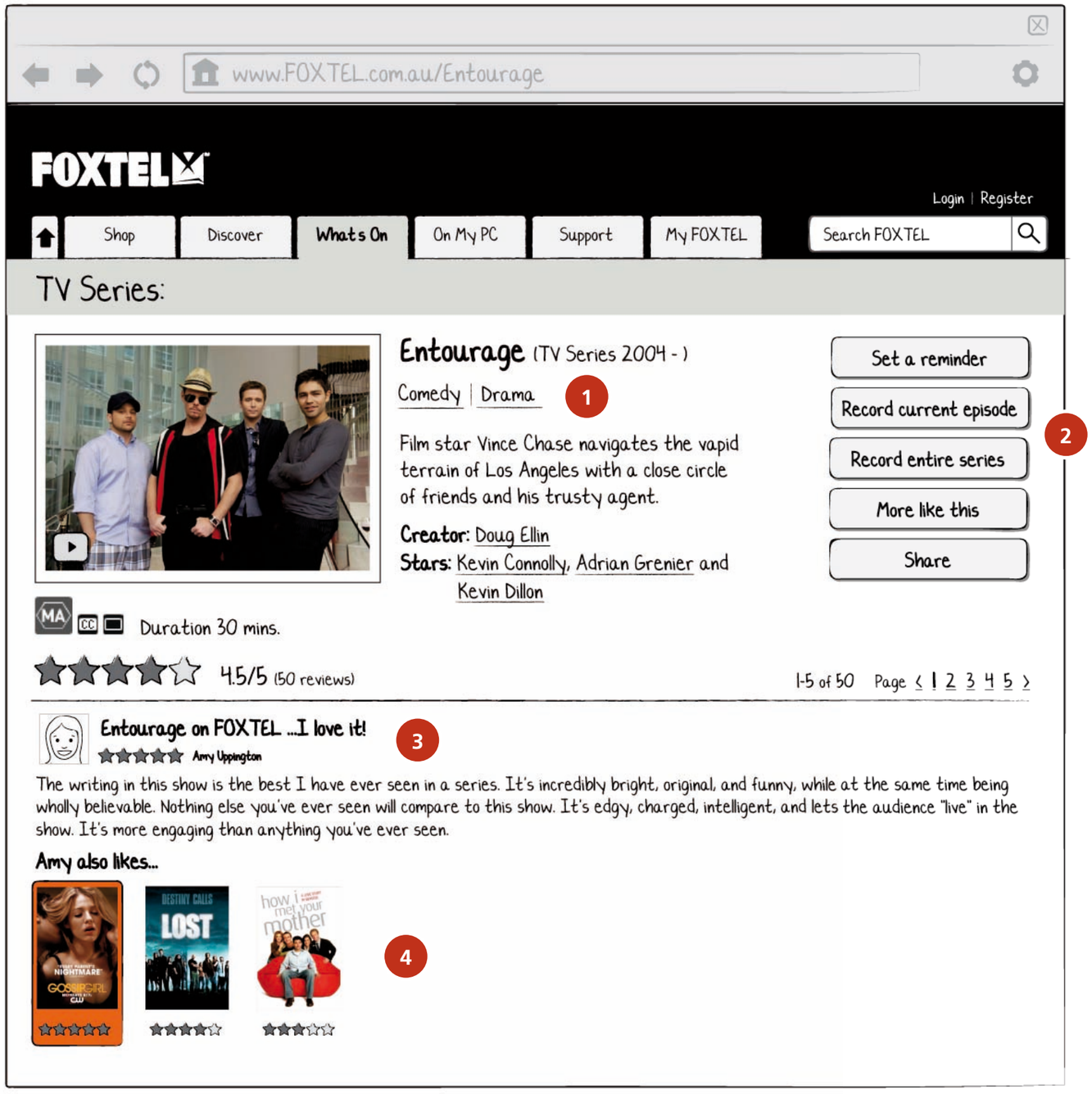


Online - Facebook posting.

Notes:

1. Facebook posting
   - Ability to post information about a program you are watching. **Action:** Selecting to preview the clip or trailer will link to the FOXTEL site (see next page).

9. Social media integration



Online - FOXTEL website: Program information

Notes:

1. Show synopsis
   - Option highlighted based on selection
     Action: Clicking on any of the "links" will reveal more information, for example the Creator Doug Elin would reveal his bio and additional programs he has created/directed.
2. Program related functionality
   - Ability to perform tasks related to the show, which will be performed on both the STB and online.
3. Program Reviews
   - Program reviews and comments from FOXTEL customers.
4. Customer/Reviewer "also likes"
   - Preview of other shows the customer has also liked and rated.

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9. Social media integration

Customer responses

"I'm only interested if a friends comments were directed to me personally." P2

"I'm always curious to see other peoples likes and dislikes and what people are up to." P6

"I do read people status updates, if it was a new show; I would be interested – I'd watch it and click on that link." P7

Strengths

Facebook like and sharing

- Participants were interested in finding out what shows/ movies their friends liked/disliked, especially if they had similar interests.
- Participants liked how you could watch the preview from within Facebook.
- Most participants liked the idea of being able to easily link their Facebook profile with their FOXTEL profile.
- Participants that posted updates to Facebook loved how easy it was to use.
- Participants liked the information and record episode/series functionality available on the program information page and found it useful and convenient.
- Most participants were interested in reading their friends review as they felt it would be honest and helpful.
- One participant enjoyed the fact they could write a comment and it would automatically be added to the wall.

Challenges

Facebook like and sharing

- Many participants were more interested in reading a friend's comments than posting their own comment.
- Several participants stated that they never posted updates to their wall on Facebook and would therefore never "share" what they were watching.
- Some participants were more likely to share with friends in person via conversation than social media.
- Participants were more interested in reading comments if posted to them personally versus to all friends.
- Participants were more interested in reading posts about new shows than shows they were already aware of.
- Several participants would prefer to use this functionality on their iPad or mobile instead of computer to fit in with their current TV watching behaviour.
- One participant was more interested in critiquing a friend's reviews and would only response if they didn't agree.
- One participant was concerned about security when linking FOXTEL with Facebook and was worried about sharing his information with 3rd parties.
- Several participants stated that would be unlikely to Play/Pause control their TV through their computer as they were more likely to access this when not at home or if not home, would prefer to use the remote control.
- One participant thought that the Play/Pause control would play the show on their computer not their TV.
- One participant expressed a preference for "liking" shows on Facebook fan pages rather then posting to her wall.

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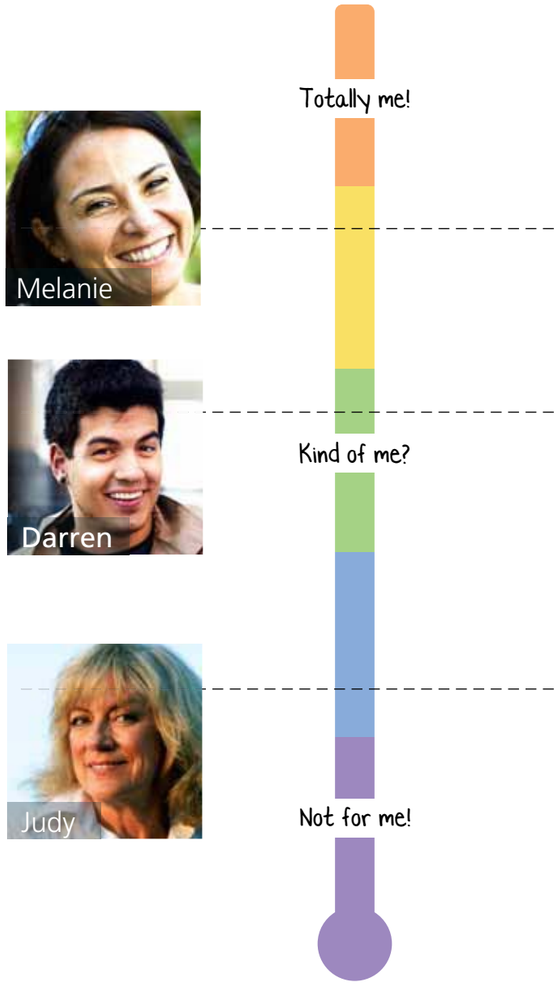
9. Social media integration

Persona compatibility



Melanie - Quite frequently got recommendations from friends and was likely to hear about programs this way. She also enjoyed having the capability to inform friends about programs that she was enjoying.

Darren - Enjoyed this feature because it allowed him to understand the programs his friends were watching and critique their viewing habits.

Judy - Is less likely to take the opinions and recommendations from friends. While it provided context as to the programs her friends were interested in it had no other real world affect on the programs she viewed.

Testing scenarios

The more shows like this was tested with the following scenarios:

- Task 2 - Facebook like and sharing

Recommendations

Facebook like and sharing

» Allow users to direct Facebook posts to individual friends.

» Allow users to add in short comments to personalise their posts.

» Ensure that this functionality rolls out across all platforms.

» Ensure easy linking of Facebook with FOXTEL, but clearly state upfront that the information will not be used by 3rd parties.

» Add in the "More shows like this" to the program information page to allow for easy browsing.

» After connecting, allow users to login to FOXTEL using Facebook login to save them having to remember 2 different sets of login information.

» Allow users to share across other social networks and also by email.

» Create FOXTEL show pages on Facebook or allow "like/dislike" on FOXTEL website to allow for more permanent view of friends tastes.

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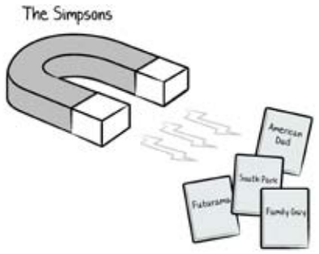
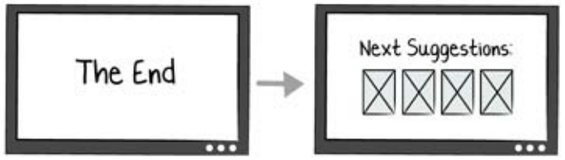
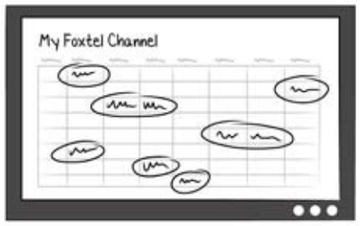
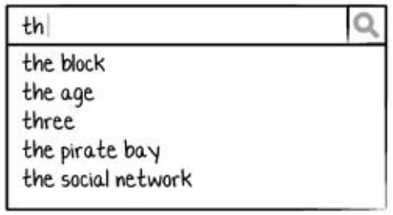
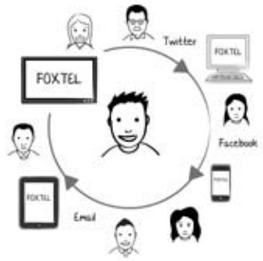
Concept Summary

Concept	1. Richer synopsis score 14	2. What's on now score 11
Description	A best of breed program information overview with actionable content which allows the user to rate, discover, explore and interact with related content as well as perform tasks – for example record and set program reminders.	The what's on now application surfaces recommended programs to the user that are currently being aired across all FOXTEL channels. The application is launched contextually via the channel through an interactive hot key prompt (in this example the green button on the remote control). It is a two phased application – a mini preview channel overlay is launched first allowing the user to browse programs from within the context of the current program they are watching and the ability to launch the full screen application which offers additional options like the mood selector and programs which are airing soon and On Demand.
Responses	"That opens out a whole new way of looking at things, it wake me up to new possibilities." "I like how people who like this exposes you to other shows you would like."	"I'm very in touch with my moods, I like to pander to them." "I'm interested in seeing TV shows or movies that are on now, I want to laugh now, I don't want to laugh later."
Persona compatibility	5 **Darren** - Loved the ability to see other programs that actors starred in because he was more likely to follow a particular person. Wanted the ability to differentiate which programs are currently accessible through FOXTEL. 4 **Melanie** - Found the ability to contextually find other shows and programs very useful because she was quite often curious who characters in films were. The ability to rate and review programs was too bothersome for her. 5 **Judy** - The detailed synopsis allowed her to judge whether a program was something she would view or not.	3 **Darren** - Understood what was airing now and didn't need to be informed of this. He liked the mood selector. 5 **Melanie** - This was more to Melanie's liking because her viewing habits were haphazard and she is more likely not to know what's on TV. The mood selector was her favourite feature because she could base her viewing off her temperament. 3 **Judy** - Felt that this function would have her joining the middle of a program. Recommendation is to provide a similar function that informs her of what's coming up next. However the mood selector was alluring feature that would cater to her emotional state.
Recommendations	**Rate this show** » Educate users to understand the benefit of rating shows have on their profile to encourage greater engagement. **Actionable metadata** » Provide an option to see more information about a program or movie if interested. For example; the complete cast, studio name and the place it was filmed. » Display a more comprehensive filmography per actor but highlight the programs playing on FOXTEL.	**What's on now** » Interactive buttons should only appear for a short time and fade away if not activated. » Consider a separate "Starting soon" interface to appeal to users who like to plan. **Mood selector** » Add in functionality to allow participants to play or record the content from the "More shows like this" interface.

Concept	3. More shows like this	4. End of show
		
Description	The more shows like this application surfaces recommend shows based on the program the user is currently watching. The application is launched contexually via the channel through an interactive hotkey prompt. The Mood selector is also represented in this application.	At the end of the program the user is presented with a number of options: the ability to rate the show, see more programs like the one they have just watched and what's coming up next on the channel. The user is also shown when the current program episode is going to be shown again, when the next episode is and when the next season will start.
Responses	"(More shows like this) is good because it just bundles everything together." "If I could just record, I'd like it as I'm still enjoying the current program."	"Coming up next? I'm not interested, I'd just go to the TV guide." "That information is really useful, it would save me having to search the TV guide for when its' next on."
Persona compatibility	 **Darren** - Was predisposed to seeking and gathering information about shows that were coming out. As a result he felt this concept provided little to no benefit to him. **Melanie & Judy** - Enjoyed this feature because they were less aware of what other programs were on TV. It enabled them to find programs that were similar to others they already enjoyed without much effort. 	 **Darren** - Is aware of both the TV and program schedule and doesn't require a prompt from FOXTEL. This feature is more likely to annoy him because he feels that is intrusive and diverts his attention away from the credits. **Melanie & Judy** - Were very happy that they were kept abreast of the program and TV schedule. Both felt that it informed them at the most appropriate time without them needing to seek it.
Recommendations	**More shows like this** » Add in record, series link and reminder functionality from within the "More shows like this" screen.	**End of show** » Consider hiding "Coming up next" by default and showing only on user prompt. » Add in record/reminder/series link functionality to the options on the information panel. » Add the series and episode number for a show into the information panel.

Concept	5. My FOXTEL channel score 10	6. Customised EPG score 12
		
Description	The My FOXTEL channel provides the user with a bespoke channel which contains all their favourite/ 'liked' shows in one simple schedule overview. The user can personalise and control this channel as much or as little as they like – obviously the more time they invest - the better the recommendations will be. The user can edit their profile online or via tablet/ mobile applications. The user can also select to "play now" which will auto play the entire My FOXTEL schedule back to back (no need to even pick up the remote control at the end of the program) and the channel will auto switch to the next in the list. The user can select to "record all" if they want to watch the programs at a later date.	By inserting simple visual iconography the user can quickly identify and locate what is available to them and be alerted to new programs they may like. By allowing the user to create sub categories across all channels it provides quick access to the programs they like.
Responses	"If it was my FOXTEL channel I'd like this just to see things I'd selected. I don't want FOXTEL to put shows in." "When you are watching FOXTEL you have your (remote) controller – but this is better and faster."	"One thing the annoys me is seeing 10 high definition channels I can't access, it just wastes time and gets me confused, they should just filter them out." "When I get down in the dumps its hard - I give up easily on tasks. To be able to find comedies this easily would be wonderful."
Persona compatibility	4 **Darren** - This was an attractive feature but he stressed the need that only the programs he selected would appear in the TV schedule. Another worry was that it wouldn't work if he had bookmarked shows which were airing concurrently. 1 **Melanie** - Felt that since she didn't really plan her TV viewing habits this would just add unnecessary structure around her chaotic life. 5 **Judy** - As a prolific planner of her TV schedule she was excited that this would provide an overview of all the programs she had bookmarked on any given day. She enjoyed having recommendations as long as they weren't excessive and informed her of new programs she could discover.	4 4 **Judy & Darren** - Were both excited to have control over the channels that were appearing. They had similar reactions to the sub category filter and requested deeper filtering capability. 4 **Melanie** - Wanted the ability to remove certain channels and focus her attention on only a small subset of channels that really interested her. The icons focused her attention on shows she should be watching.
Recommendations	**My FOXTEL channel - STB** » Allow users to bookmark shows that get added to the TV guide schedule » Provide intelligent recommendations for timeslots that have no content, but allow users the ability to turn recommendations off **My FOXTEL channel - iPad** » Reword the "Play now" button to better reflect that it would play the "My FOXTEL channel" on the TV	**Customise EPG** » Ensure that there is a key to explain the symbol highlighting recommended programs. » Add functionality to allow users to either grey out or hide channels they are not interested in/do not have access to. **Filtering channels** » Allow users to deep filter the content using metadata for example, a director, actor or genre.

Concept	7. Search (with predictive text) score 10	9. Social media integration score 9
		
Description	The predictive text aspect to the search facility is particularly important on the STB as the text input method is more laborious than other platforms. The solution we are proposing for the STB includes a virtual keyboard which is navigated through the remote control, up, down, left, right and select keys, or via the T9 input. Results are surfaced real-time via predictive text along with recommendations for similar shows.	A gateway to allow users to tell their friends what they are watching and that others might be interested in, with the ability to read and write reviews and discover new programs.
Responses	"I'd like the keyword to come out of the synopsis, not just the title." "I have no need for search, I would never use it."	"I'm only interested if a friends comments were directed to me personally." "I'm always curious to see other peoples likes and dislikes and what people are up to."
Persona compatibility	 **Darren** - Informed us that he was more likely to use this online or via his iPad. It provided a valuable capability that would be enhanced if it could search across all metadata. **Melanie** - Because of her active lifestyle this would allow her to immediately find content she had heard about without flicking through the EPG. **Judy** - Was very adamant that searching was not a function she would perform and instead she knew the programs that she wanted to view and required no help finding them.	 **Darren** - Enjoyed this feature because it allowed him to understand the programs his friends were watching and critique their viewing habits. **Melanie** - Quite frequently got recommendations from friends and was likely to hear about programs this way. She also enjoyed having the capability to inform friends about programs that she was enjoying. **Judy** - Is less likely to take the opinions and recommendations from friends. While it provided context as to the programs her friends were interested in it had no other real world affect on the programs she viewed.
Recommendations	**Predictive search** » Search should not only find program titles but also allow for searching across a program/movie's metadata. For example, actors, directors, countries and genres should all be searchable and possible search keywords. » Search response will need to be fast to be seen as useful and avoid users typing in long keywords.	**Facebook like and sharing** » After connecting, allow users to login to FOXTEL using Facebook login to save them having to remember 2 different sets of login information. » Create FOXTEL show pages on Facebook or allow "like/dislike" on FOXTEL website to allow for more permanent view of friends tastes.

User testing

User testing

Objective

The primary goal of this testing is to ensure that the new concepts and designs are appropriate and useful for potential customers. Users are presented with various scenarios illustrated by interface wireframes, and are asked to imagine how the proposed application could help them to complete typical tasks relating to search and recommendations. Through this exploration, insights are gained around the behaviours and attitudes of the users toward the proposed application.

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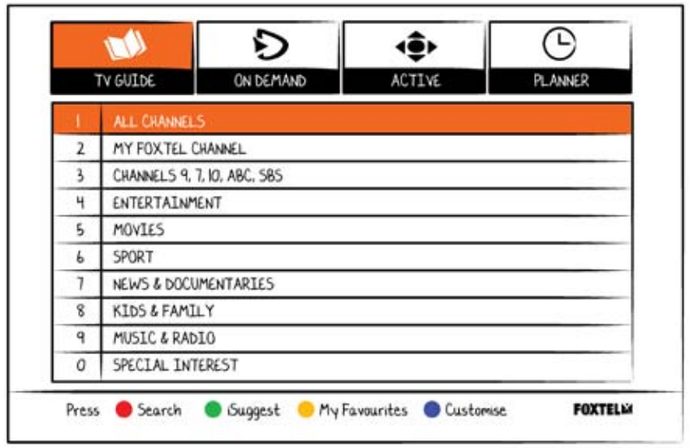
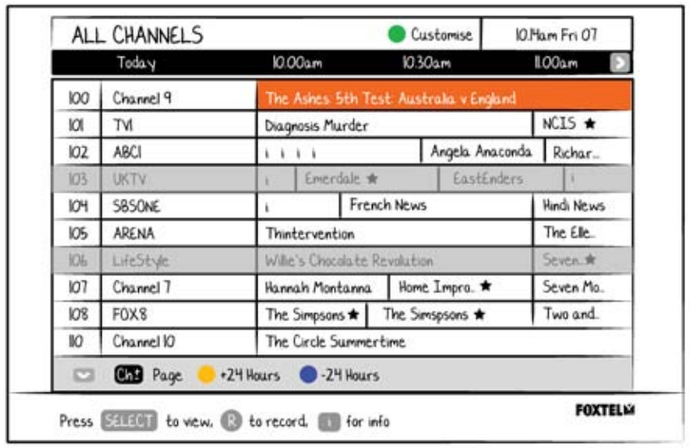
Task 1: Find show and rate it.

Task 1: A

Task 1: B



Task 1: C



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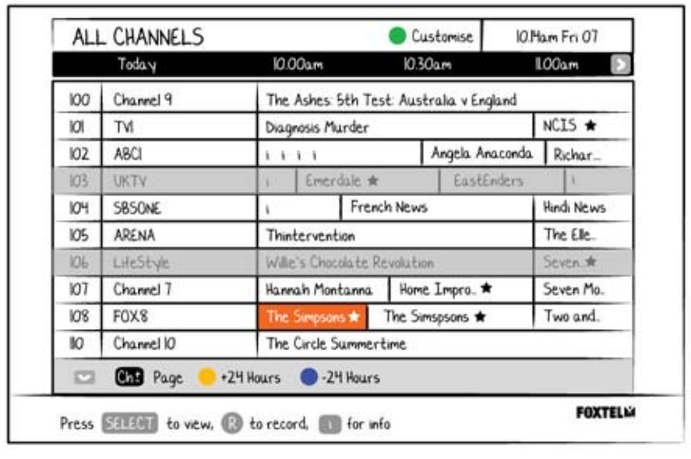
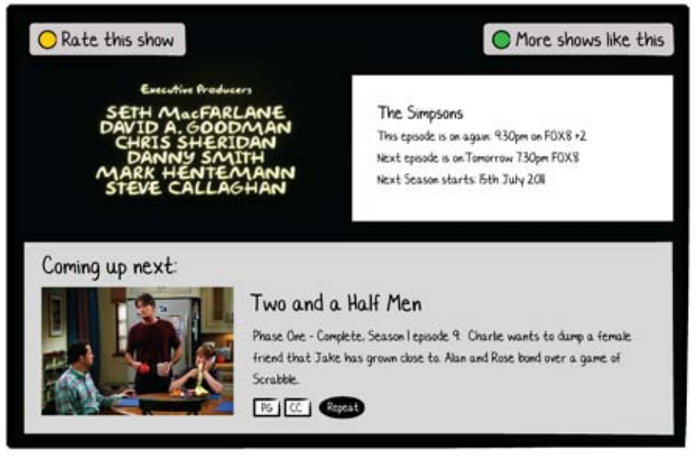
Task 1: D



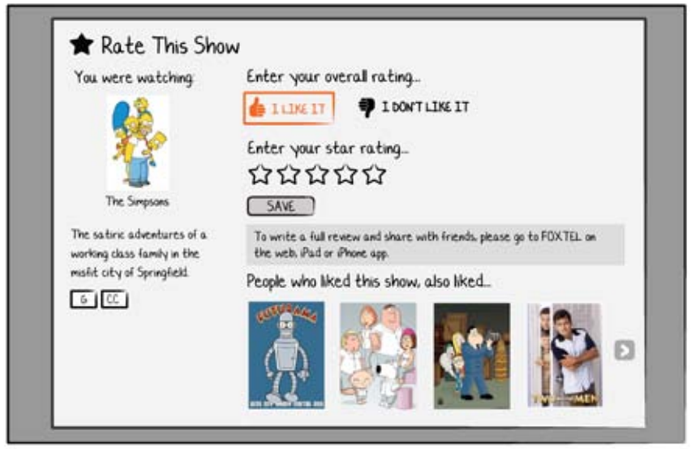
Task 1: E

Task 1: F

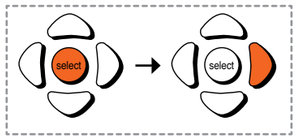


Task 1: Find show and rate it.

Task 1: G

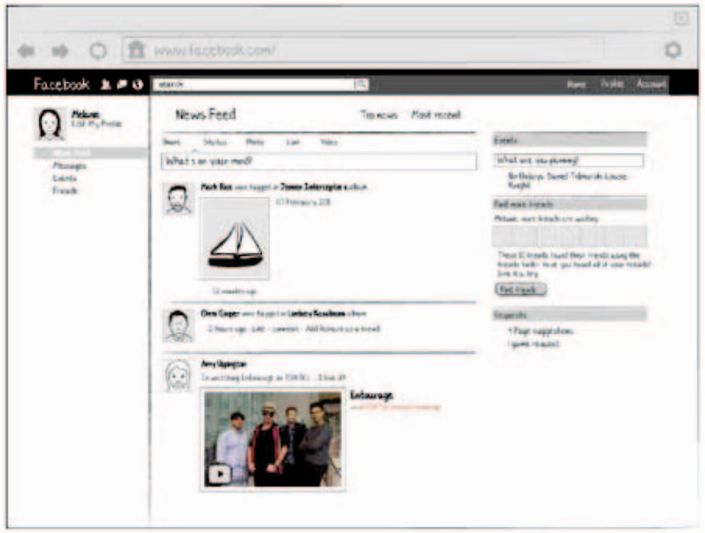


Task 1: H



Task 2: Multitasking TV & online

Task 2: A



Task 2: B

Task 2: C

STB - channel change to Gossip Girl (remotely from online interaction)

User Testing

Task 2: Multitasking TV & online

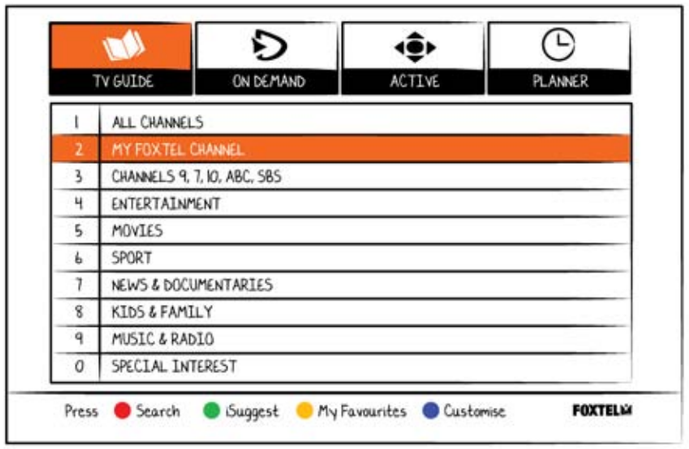
Task 2: D

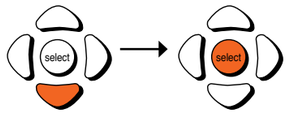
Task 2: E

Task 3: My FOXTEL channel - Auto switch channels.

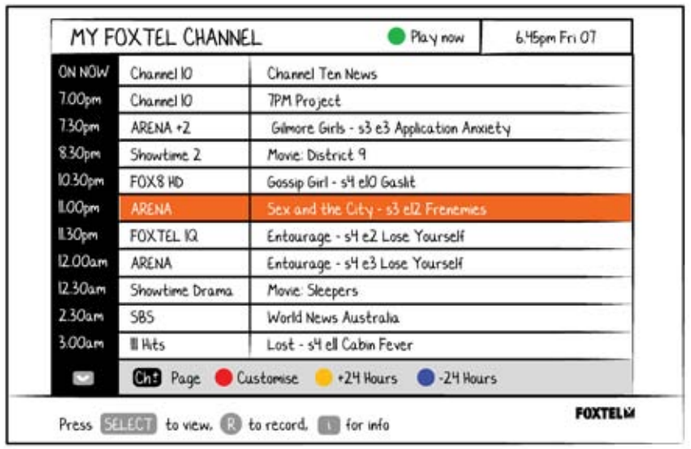
Task 3: A

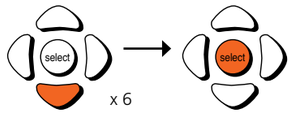
Task 3: B





Task 3: C





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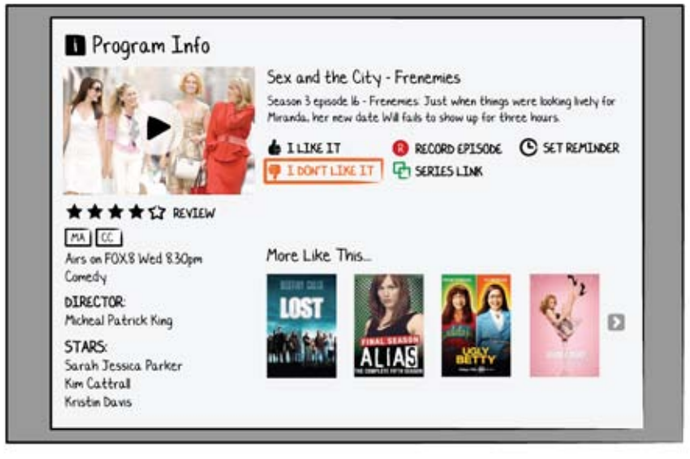
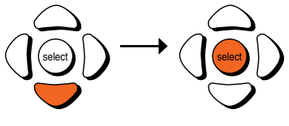
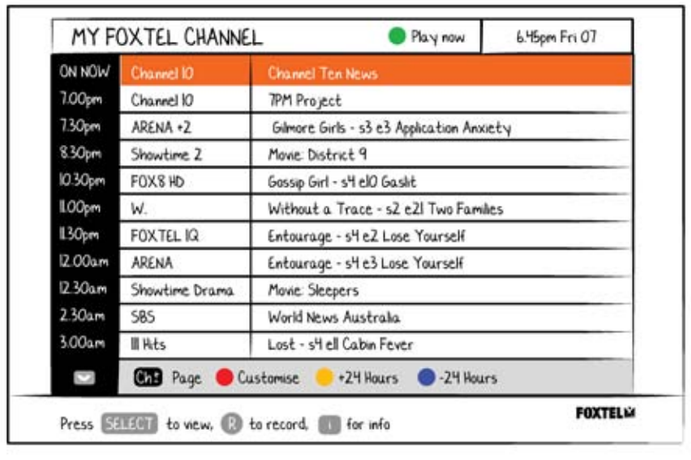




Task 3: E



Program is automatically removed

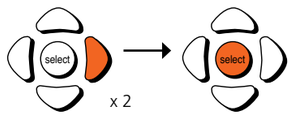
Task 3: F

Task 4: What's on now.

Task 4: A

Task 4: B

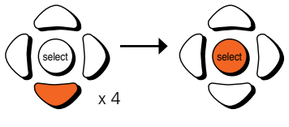
Task 4: C

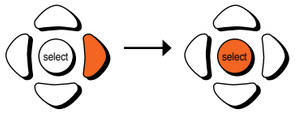


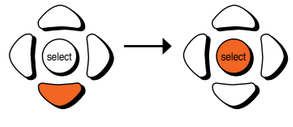
Task 4: D

Task 4: E

Task 4: F







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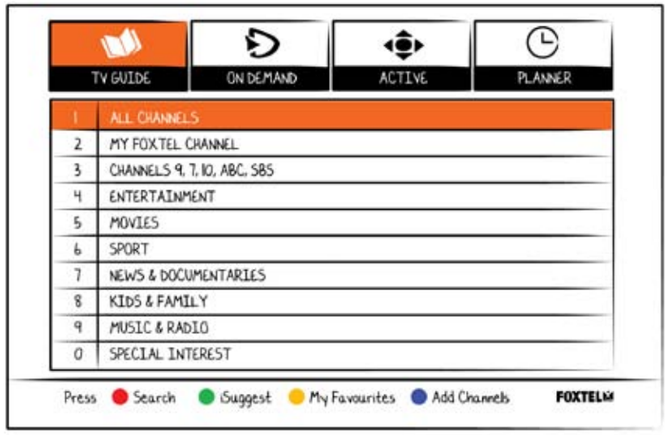
Task 4: What's on now.

Task 4: G

Task 5: Customise channel.

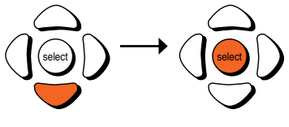
Task 5: A

Task 5: B

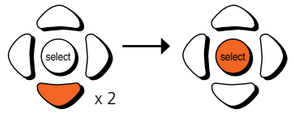


Task 5: C

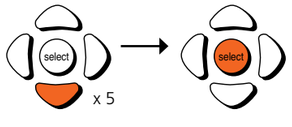
Task 5: D



Task 5: E



Task 5: F



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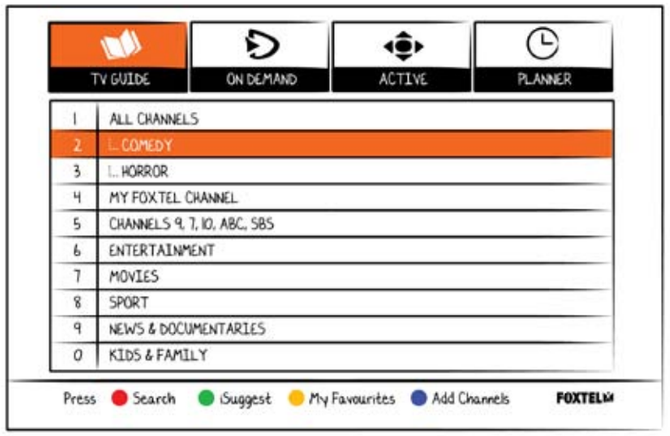
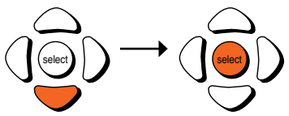
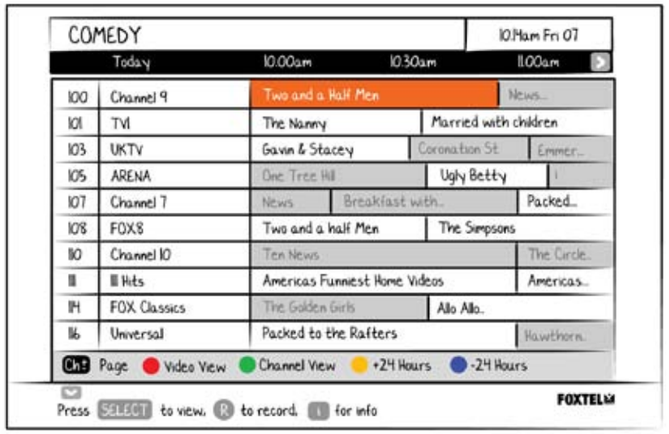
Task 5: Customise channel.

Task 5: G





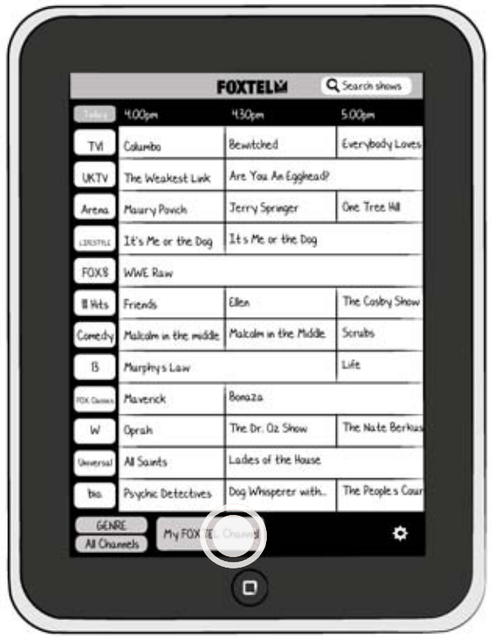
Task 5: H



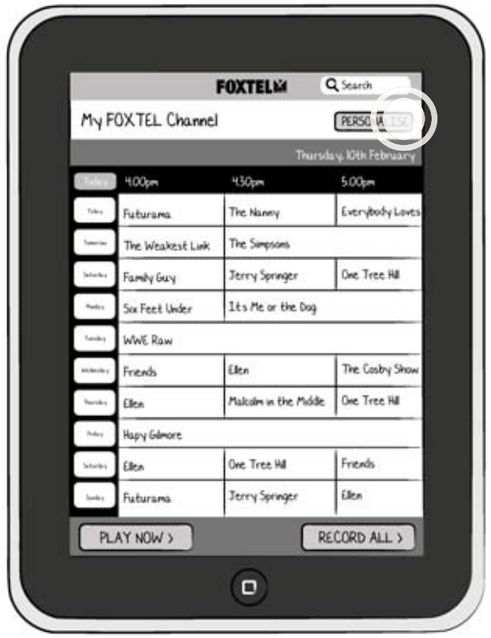
Task 5: I

Task 6: iPad custom channel.

Task 6: A



Task 6: B



Task 6: C

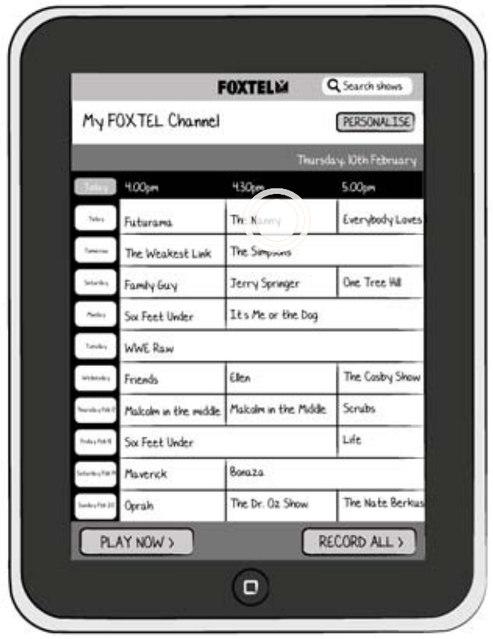
Task 6: D

Task 6: E

Task 6: F

Task 6: G

Task 6: H



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Task 6: iPad custom channel.

Task 6: I

Task 6: J

STB - channel change to Futurama (remotely from iPad interaction)

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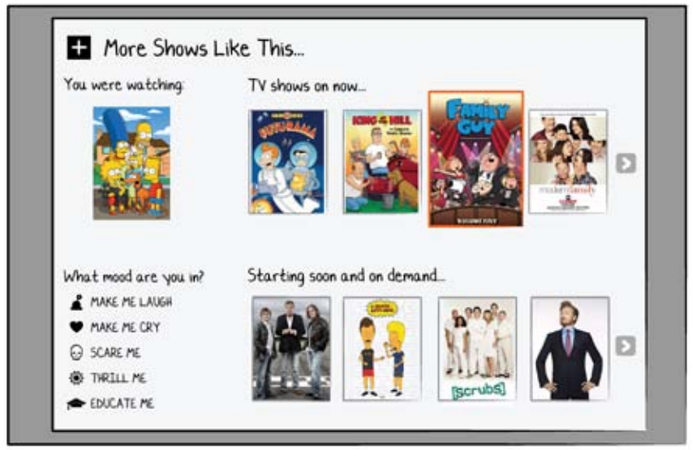
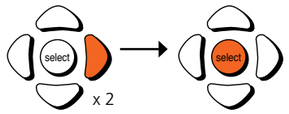
Task 7: More shows like this.

Task 7: A

Task 7: B





Task 7: C

Task 7: D

Task 7: E

Task 7: F

Task 8: Mood selector.

Task 8: A

Task 8: B

Task 8: C

Task 8: D

Appendix

The FOXTEL personas

About personas

Personas are user archetypes that represent customers who have, or may have contact with the FOXTEL Search and Recommendations Experience.

The personas distil the insights derived from research by describing hypothetical users representative of the target audience. They are an essential tool in facilitating a shared understanding of user goals, needs and context of use.

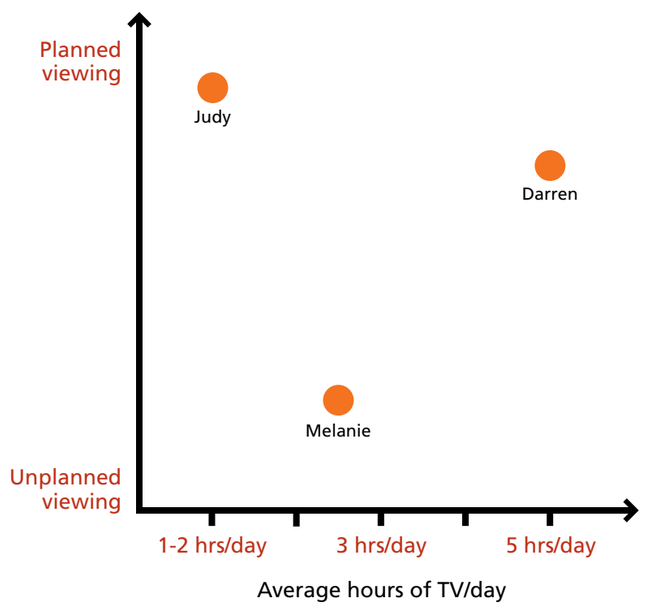
Personas bring a tangible and believable representation to the collected user research data and should be kept in mind throughout the project. They are useful as a means of communicating the drivers behind design decisions internally, and they remind stakeholders of the audience that the product (or more broadly, the organisation) serves.

For a more detailed overview of the FOXTEL personas please refer to: FOX10001_Persona_Document_v1.0.pdf

Comparing the personas

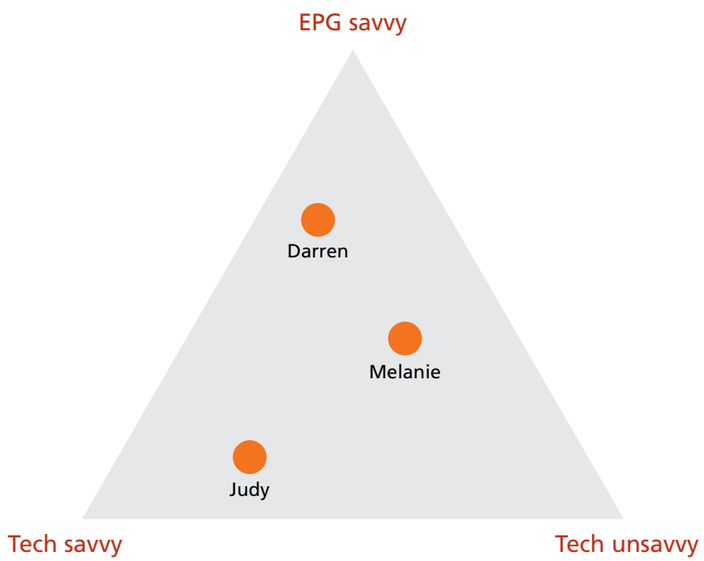
EPG and tech savviness

This chart shows how the three personas compare in terms of their planning behaviour and amount of TV consumed. Each persona varies in terms of the amount of planning they engage in and how long they spend watching TV each day.



Planning and TV consumption

This diagram shows how the three personas compare in terms of their technical and EPG savviness. The use of advanced EPG features amongst these personas is not dependant on a high level of technical savviness.



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Persona overview

The obsessive fan

"I'll search for shows and movies on Google. Mostly I land on IMDB or Wikipedia, and I'll see from there if there is anything I haven't watched. I've got the iPhone app, but I've never been to the FOXTEL site."

Description

25 years old, working as a clothing sales rep on base salary plus commission. Lives in share household with two others just outside the inner west of Sydney. Obsessive about rugby league, and discusses games with mates as they are playing on instant messenger. Enjoys watching Entourage, and the occasional Angel marathon.Watches hours of TV daily: both focussed and background viewing.

Behaviours

Conducts self directed research to garner more information on his favourite shows, actors and sports.

Impatient for the next episode of his unmissable programs.

Downloads content e.g. TV series that are not currently screening.

An evangelist, who discusses his passion with his networks.

Tech savvy, uses latest technology devices.

Needs

Rich metadata to assess programs for relevance when he is scanning content.

Rich metadata to conduct reliable search queries and find related content (e.g. series, genre, actors, players).

Recommendations tailored to his interests.

Long term schedules to set reminders, record and plan around programs.

Goals

Attain peer group status for his expert knowledge of his favourite sports and programs.

To find content of interest available to him on FOXTEL.

The discriminating viewer

"I only watch shows and movies that I will get something out of. I know when my shows are on and I rarely miss them. I never fail to get Monday's paper for The Guide so I can read the review of the Movie of the Week"

Description

50 year old mother to two children, Toby, 22 and Lucinda, 17. Judy works as a legal secretary in Sydney's CBD. Her husband, Daniel, an architect designed their home in Cremorne. They recently finished the renovation of their wine cellar. Judy spends her weekends cultivating her native garden and shopping at farmer's markets.

Behaviours

Receives, seeks out and shares recommendations.

Enjoys only "quality" (well produced) shows and knows when they are on.

Is precious with her spare time and browses only occasionally by genre view.

Forgets to use set top box features (search, remind) that are not used often.

Makes a mental note of when her programs will be on.

Prefers EPG to FOXTEL magazine and tends to discard posted material.

Needs

Expert recommendations from known and trusted sources.

To be alerted when her favourite series return, and when recommendations are screening.

Contextual hints to features that may help her track and record programs.

High quality programming.

Reminder of what content her subscription includes.

Goals

To be enriched by her entertainment experiences.

The restless browser

"I'll search around to see what's on, I don't really know the schedule. Sometimes I'll flick without really watching anything, then I catch the tail end of something and I think damn I should have stopped flicking!"

Description

40 year old, married to Mikey, with daughter Lilley, 3, and son Jasper, 5, living in southern suburbs of Sydney. Has little time to herself having recently returned to work as a primary school teacher. Watches TV to relax when daily chores are complete and children are asleep.

Behaviours

Favours certain channels but TV habits and schedule is largely unplanned.

Family oriented, places family's viewing needs before her own.

Restless viewer, watches TV when bored and flicks through all channels.

Often tunes into programs halfway through.

Open to trying new shows.

Uses recorded shows as backup when "nothing is on".

Mutes adverts because they're too loud, and flicks to avoid them.

Needs

Discoverability to easily find what's on that she might like.

Remind her of what's on that she likes to watch.

To quickly assess the current program with a meaningful synopsis.

To know when repeats will be aired so she can watch the complete program.

To filter content inappropriate to children.

Goals

To filter the amount of content there is to watch so she can use the TV to relax and calm down.

To be entertained.

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Test participants

	P1	P2	P3	P4	P5	P6	P7	P8
Age	37	25	26	64	37	39	27	53
Gender	Male	Female	Male	Female	Female	Male	Female	Female
Relationship Status	Couple	Couple	Single	Single	Couple	Family	Couple	Family
Tech Usage	Blackberry and PC	PC	iPhone and PC	iPad and PC	Blackberry and PC	iPad, iPhone and PC	PC (work)	iPhone
Media Consumption	3-5 hours per day	1-2 hours per day	1-2 hours per day	1-2 hours per day	4 hours per week	3-5 hours per day	1-2 hours per day	1-2 hours per day
Social Media	Facebook, Twitter	Facebook, Twitter	Facebook	No	Facebook	Facebook, Twitter	Facebook	No
FOXTEL App	FOXTEL online	No	iPhone App, FOXTEL online	No	No	iPad App, iPhone App	No	No
FOXTEL Package	iQ HD Basic + World Movies	iQ Platinum	iQ Platinum, 3 STB multi-room	iQ Platinum	iQ Basic, + Sport and Lifestyle	iQ HD Gold	iQ Basic, + Movies + Knowledge	iQ HD Platinum + Setanta + Antenna
FOXTEL Tenure	5 years	1 year	3 years	8 years	3 years	1 year	2 years	4 years
Persona Type	Darren	Darren	Judy	Judy	Melanie	Darren	Melanie	Judy

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