

we are.idea



HP VIDEO PLAYERS

UX Evaluation & Recommendations

Meghan Cannizzaro
Sr. UX Strategist

August 7, 2011

The information, format and techniques contained in this Document include trade secrets and confidential or proprietary information of Idea, the disclosure of which would provide a competitive advantage to others. As a result, this document should not be disclosed, used or duplicated – in whole or in part – by anyone for any purpose without explicit permission from Idea. This document is subject to any Non-Disclosure Agreements in force.

Confidential / Proprietary ©2011 Idea. All Rights Reserved.

Overview

As HP's new video vendor is brought online, Idea has been asked to support HP.com and the Media Supply Chain Team with User Experience preplanning. The launch timeline is tight with the high demand in the businesses for the new video vendor. Therefore, the first release will utilize out-of-the-box video player templates. This document includes detailed reviews and recommendations for how HP should use the standard player templates.

TABLE OF CONTENTS

RECOMMENDED VIDEO PLAYERS.....	3
SINGLE VIDEO PLAYERS.....	4
<i>Video Player</i>	<i>4</i>
<i>Video Player with Logo.....</i>	<i>5</i>
<i>Chromeless Video Player</i>	<i>6</i>
<i>Accessible Video Player</i>	<i>7</i>
SINGLE PLAYLIST PLAYERS	8
<i>Widescreen with Horizontal List 3.0</i>	<i>8</i>
<i>Widescreen with Vertical Video List</i>	<i>9</i>
<i>Widescreen with Video Text List</i>	<i>10</i>
<i>Video Player with Horizontal Video List.....</i>	<i>11</i>
MULTIPLE PLAYLIST PLAYERS.....	12
<i>Tabbed Navigation 3.0</i>	<i>12</i>
<i>Compact Tabbed Navigation 3.0.....</i>	<i>13</i>
<i>Chromeless Video Player with Tabbed Playlists</i>	<i>14</i>
<i>Thumbnail Navigation.....</i>	<i>15</i>
<i>Video Player with Dropdown Navigation</i>	<i>16</i>
<i>Widescreen Player with Dropdown Navigation</i>	<i>17</i>
MOBILE-OPTIMIZED PLAYERS	18
<i>Mobile-Optimized Video Player</i>	<i>18</i>
<i>Mobile-Optimized Video Player with Horizontal Video List</i>	<i>19</i>

Recommended Video Players

Video Player Template	Use Case(s)	Optimal Aspect Ratio(s)	Size Restrictions	Branded / Non-Branded
Video Player with Logo	<ul style="list-style-type: none"> - Embed single video on 3rd party website. - Produce branded player from onsite non-branded player shares and code requests. 	16:9 4:3	4:3 (486 x 537) 16:9 (486 x 447)	Both
Chromeless Video Player	<ul style="list-style-type: none"> - Embed single video inline. - Embed single video within overlay. 	16:9 4:3	Minimums: 4:3 (? x ?) 16:9 (? x ?)	Non-Branded
Accessible Video Player	<ul style="list-style-type: none"> - Either display if screen reader software is detected or display a link to launch the accessible player alongside non-accessible players. - Produce branded player from on-site non-branded player shares and code requests. 	16:9 4:3	4:3 (500 x 470) 16:9 (500 x 380)	Both
Widescreen with Horizontal List 3.0	<ul style="list-style-type: none"> - Embed a single playlist inline. - Embed a single playlist in an overlay. 	16:9 4:3 (w/ letterboxing)	650x630	Both
Tabbed Navigation 3.0	<ul style="list-style-type: none"> - Embed multiple playlists inline. - Embed multiple playlists in an overlay. 	16:9 (w/ letterboxing) 4:3	966x546	Both
Video Player with Dropdown Navigation	<ul style="list-style-type: none"> - Embed multiple playlists inline. - Embed multiple playlists in an overlay. - Embed multiple playlists in right rail. 	16:9 4:3	Minimums: 4:3 (? x ?) 16:9 (? x ?)	Non-Branded
Mobile-Optimized Video Player	<ul style="list-style-type: none"> - Embed single video on mobile-optimized page. 	16:9 4:3	Scales to screen width	Non-Branded
Mobile Optimized Video Player with Horizontal Video List	<ul style="list-style-type: none"> - Embed single playlist on mobile-optimized page. 	16:9 4:3	Scales to screen width	Non-Branded

Single Video Players

Video Player

Use Cases

1. Embed single video inline.
2. Embed single video within overlay.

Player Details

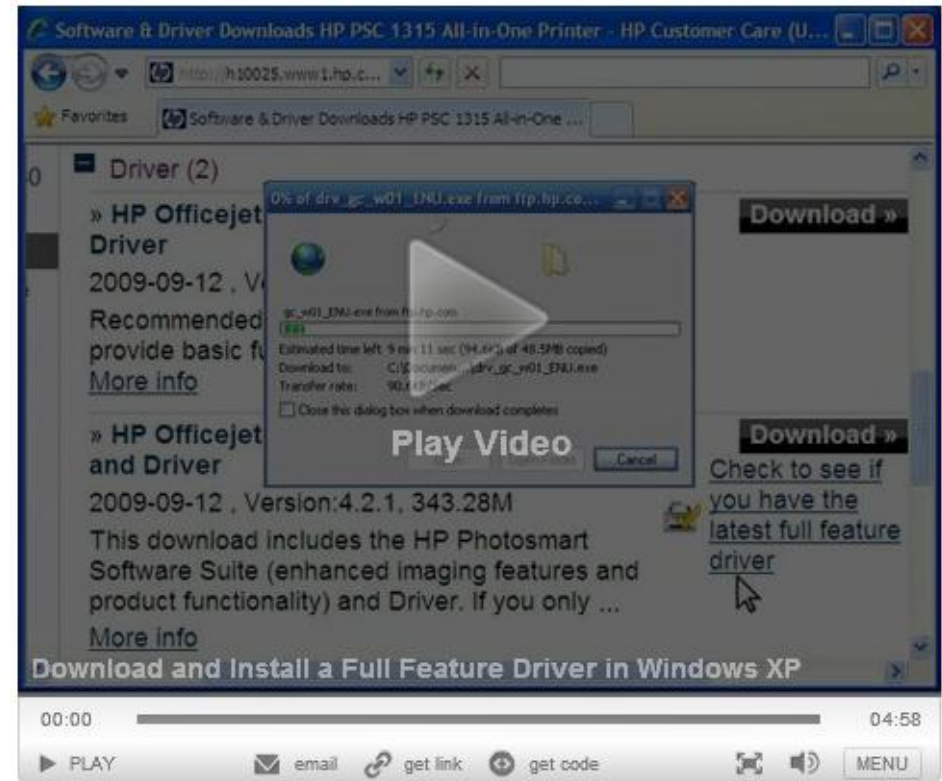
1. Can be optimized for both 4:3 and 16:9 aspect ratios.
2. Minimum size is 180 x176.
3. This player supports closed captioning via the [Captions API](#).

UX Notes

1. Video title is not very apparent.
2. Video description is not displayed.
3. The chromeless player is preferred for single video embeds as it's more in alignment with Clean Sheet.

Questions for BC

1. Can the video title appear at the top of the player overlay instead of the bottom?



(Not Recommended)

> Back to Recommended Players

Video Player with Logo

Use Cases

1. Use on 3rd party websites.
2. Produced from on-site non-branded player shares and code requests.

Player Details

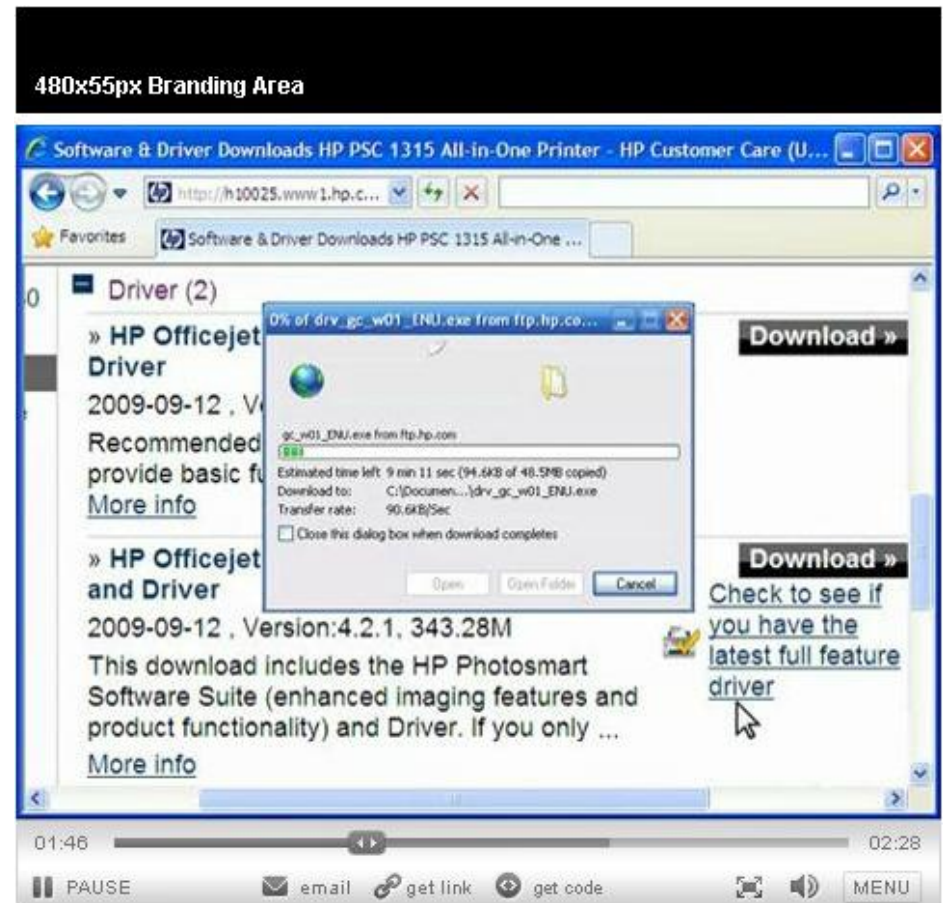
1. Can be optimized for both 4:3 and 16:9 aspect ratios.
2. Branding area is fixed at 480x55px.
3. This player supports closed captioning via the [Captions API](#).
4. Available in two sizes:
 - a. 4:3 =
 - b. 16:9 =

UX Notes

1. Video description is not displayed.
2. Call-to-Action link is displayed.

Questions for BC

1. Is the player width fixed to accommodate the branding area?



YOU ARE WATCHING:

Selected Video Name

This is the related link

(Recommended)

> Back to Recommended Players

HP Video Players

Confidential / Proprietary ©2011 Idea. All Rights Reserved.

Updated: August 7, 2011

.idea

Page 5 of 19

Chromeless Video Player

Use Cases

1. Embed single video inline.
2. Embed single video within overlay.

Player Details

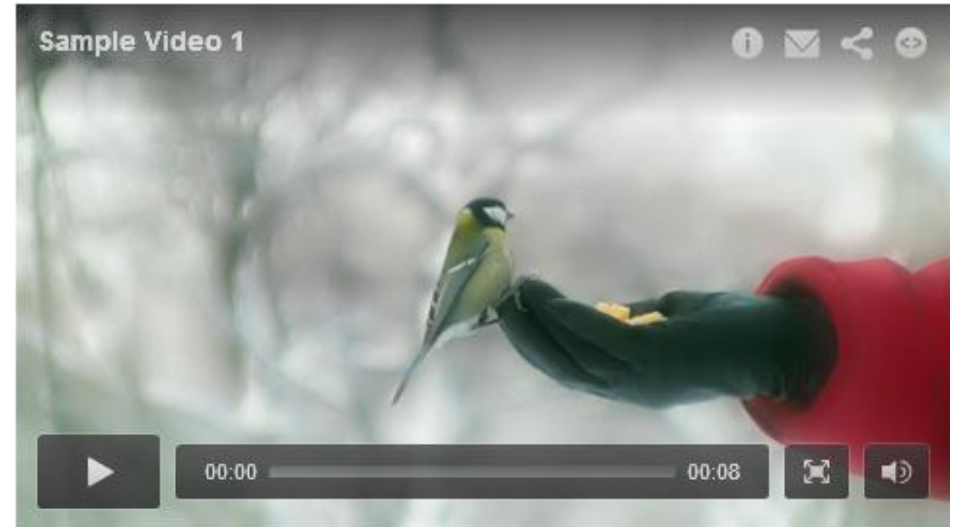
1. Can be optimized for both 4:3 and 16:9 aspect ratios.
2. This player supports closed captioning via the [Captions API](#).
3. Minimum size?

UX Notes

1. The chromeless player is preferred to the Single Video Player because the clean look and feel is more in alignment with the Clean Sheet brand.
2. Video title, controls, etc. are displayed in a player overlay.

Questions for BC

1. What is the minimum player width to maintain usable controls?



(Recommended)

> Back to Recommended Players

Accessible Video Player

Potential Use Cases

1. This player should be displayed if screen reader software is detected.
2. If screen reader detection is not possible, then a link to launch the accessible player must be included alongside non-accessible players throughout HP owned properties.
3. Produced from on-site non-branded player shares and embeds.

Player Details

1. Can be optimized for both 4:3 and 16:9 aspect ratios.
2. This is the only player that supports keyboard navigation and screen reader support.
3. This player supports closed captioning and requires the use of a custom metadata field at the video level.
4. Branding area is fixed at 180x51px.
5. Available in two sizes:
 - a. 4:3 =
 - b. 16:9 =

UX Notes

1. Title and short description are displayed on top of the player.
2. Usage of the branding area is not required when the player is being displayed on HP owned properties.
3. Branded player should be produced on share and embed requests from non-branded player.

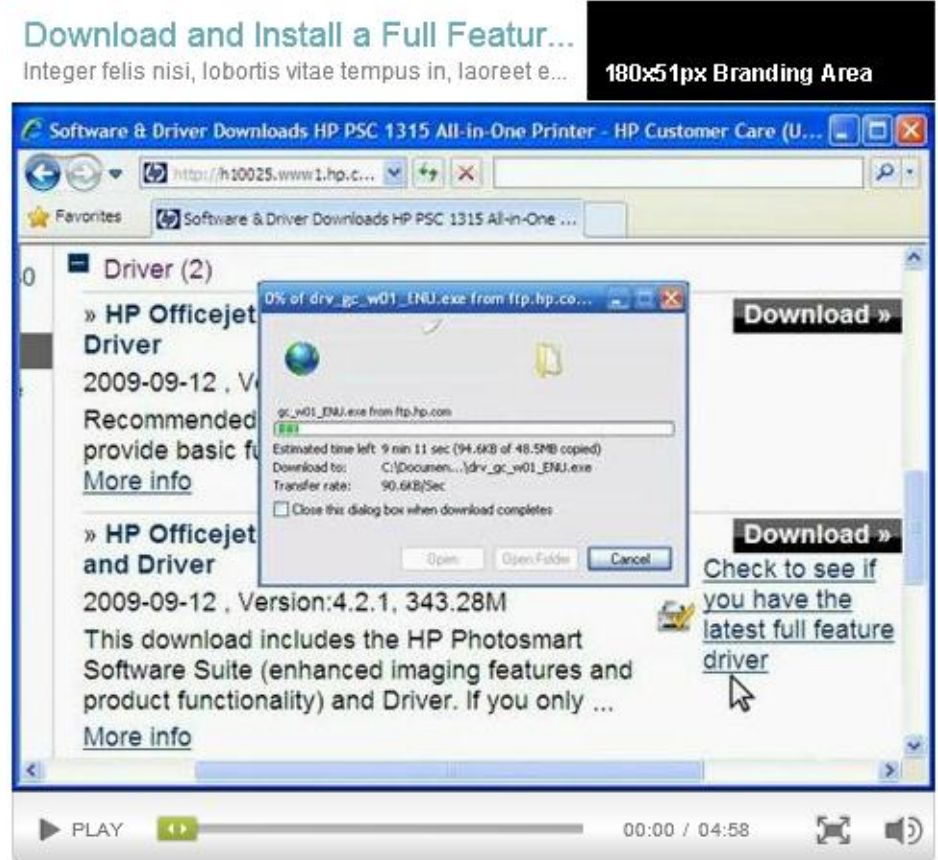
Questions for BC

1. Can this player be optimized for both 16:9 and 4:3 aspect ratios?
2. Is the player width fixed to accommodate the branding area?

HP Video Players

Confidential / Proprietary ©2011 Idea. All Rights Reserved.

Updated: August 7, 2011



(Recommended)

> Back to Recommended Players

.idea

Single Playlist Players

Widescreen with Horizontal List 3.0

Potential Use Cases

1. Embed a single playlist inline.
2. Embed a single playlist in an overlay.

Player Details

1. Player width cannot be optimized for 4:3 videos (letterboxing).
2. Branding area is fixed at 300x60px.
3. This player supports closed captioning via the [Captions API](#).
4. Horizontal playlist navigation.
5. Available in two sizes:
 - a. 4:3 =
 - b. 16:9 =

UX Notes

1. Currently selected video title, short description, and related link are displayed above the player.
2. Video navigation includes video thumbnail and title, but does not include description or video length.
3. Usage of the branding area is not required when the player is being displayed on HP owned properties.
4. Branded player should be produced on share and embed requests from non-branded player.

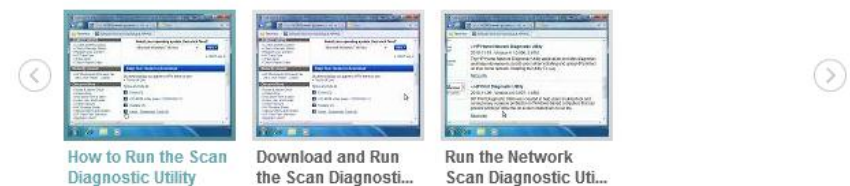
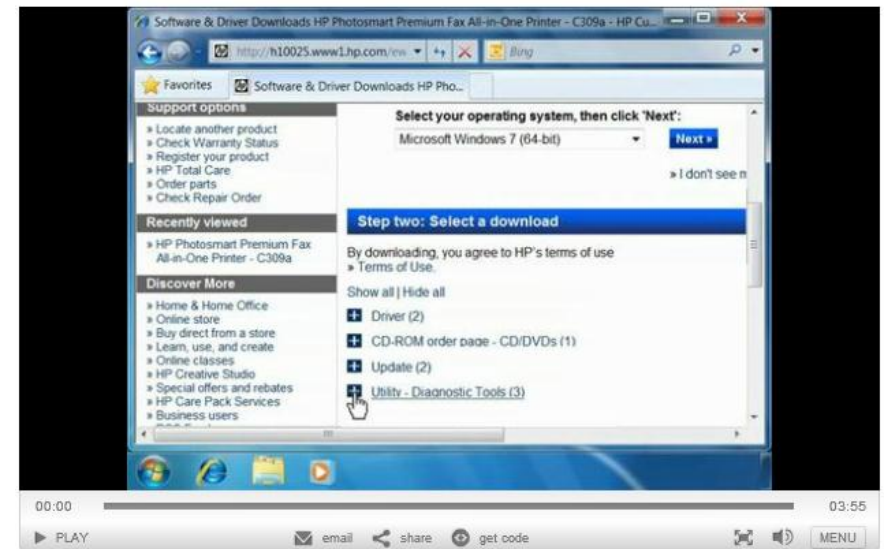
Questions for BC

1. Is the player width fixed to accommodate the branding area?

How to Run the Scan Diagnostic Utility

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean vitae nisi ac magna rutrum laculis bibendum mollis risus. Aenean u...
[Learn more about ipsum dolor sit](#)

300x60 Branding Area



(Recommended)

> Back to Recommended Players

Widescreen with Vertical Video List

Potential Use Cases

1. Embed a single playlist inline.
2. Embed a single playlist in an overlay.

Player Notes

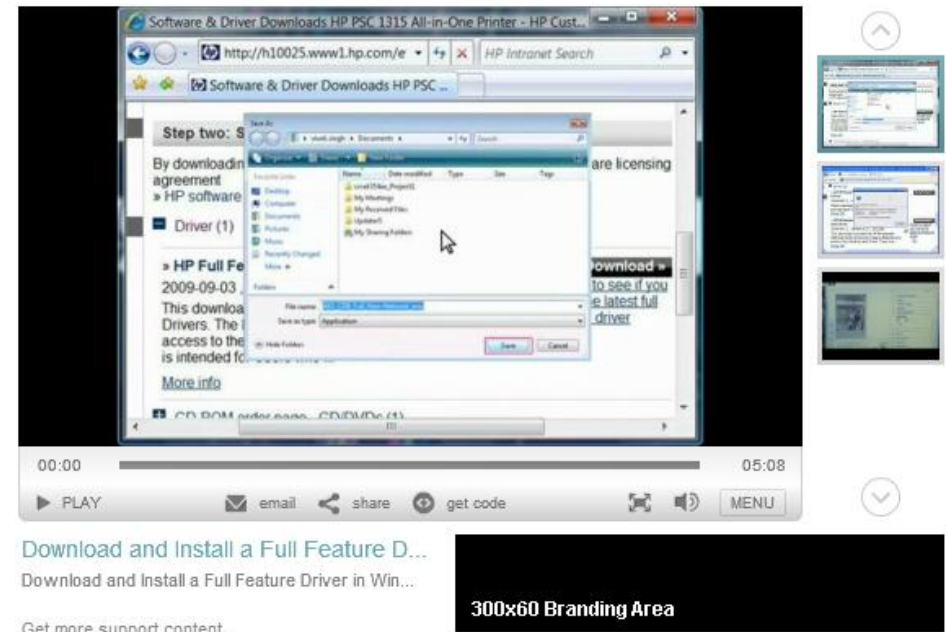
1. Player width cannot be optimized for 4:3 videos (letterboxing).
2. Branding area is fixed at 300x60px.
3. This player supports closed captioning via the [Captions API](#).
4. Vertical playlist navigation.
5. Minimum size?

UX Notes

1. Currently selected video title, short description, and related link are displayed below the player.
2. Video navigation includes video thumbnail, but does not include title, description or video length.
3. Usage of the branding area is not required when the player is being displayed on HP owned properties.
4. Branded player should be produced on share and embed requests from non-branded player.

Questions for Brightcove

1. Can the title and video length easily be added to the playlist navigation?
2. Is the player width fixed to accommodate the branding area?



(Not Recommended)

> Back to Recommended Players

Widescreen with Video Text List

Potential Use Cases

1. Embed a single playlist inline.
2. Embed a single playlist in an overlay.

Player Notes

1. Player width cannot be optimized for 4:3 videos (letterboxing).
2. No branding area.
3. This player supports closed captioning via the [Captions API](#).
4. Vertical playlist navigation.
5. Minimum size?

UX Notes

1. Currently selected video title and short description is highlighted in the vertical list to the right of the player.
2. Video navigation includes title and short description, but does not include video length.
3. Branded player should be produced on share and embed requests from non-branded player.

Questions for Brightcove

1. What is the minimum player width to maintain usable controls?



(Not Recommended)

Video Player with Horizontal Video List

Potential Use Cases

1. Embed a single playlist inline.
2. Embed a single playlist in an overlay.

Player Details

1. Player width can be optimized for 4:3 or 16:9 videos.
2. No branding area.
3. This player supports closed captioning via the [Captions API](#).
4. Horizontal playlist navigation.
5. Minimum size?

UX Notes

1. Currently selected video title is displayed in a player overlay.
2. No video descriptions are displayed.
3. Video navigation includes video thumbnail, but does not include title, description or video length.
4. Branded player should be produced on share and embed requests from non-branded player.

Questions for Brightcove

1. Can video titles be easily added to the navigation?
2. What is the minimum player width to maintain usable controls?



(Not Recommended)

> Back to Recommended Players

Multiple Playlist Players

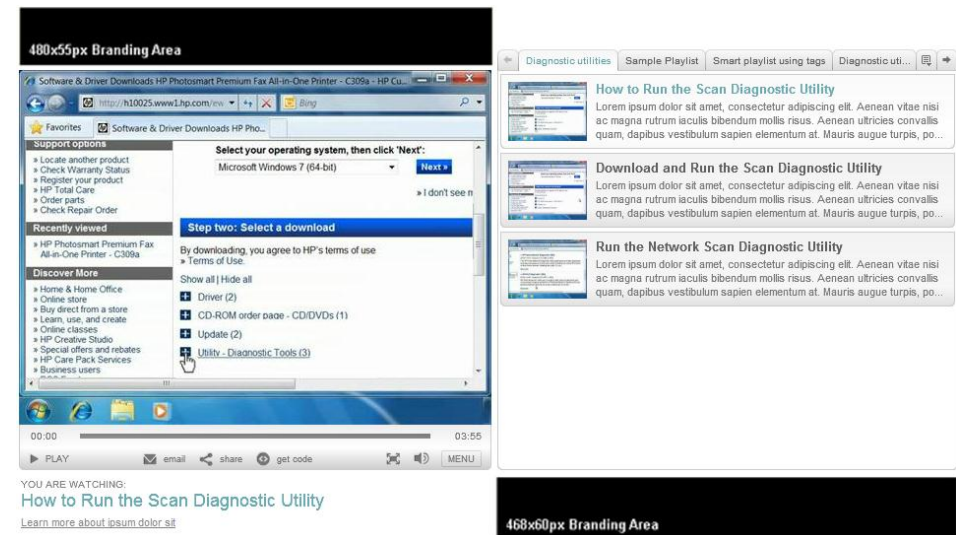
Tabbed Navigation 3.0

Potential Use Cases

1. Embed multiple playlists inline.
2. Embed multiple playlists in an overlay.

Player Notes

1. Player width cannot be optimized for 16:9 videos (letterboxing only).
2. Top branding area is fixed at 480x55px.
3. Bottom branding area is fixed at 468x60px.
4. This player supports closed captioning via the [Captions API](#).
5. Vertical playlist navigation.
6. Minimum size?



(Recommended)

UX Notes

1. Currently selected video thumbnail, title, and short description are highlighted in the right rail.
2. Currently selected video title and related link are displayed below the player.
3. Video navigation includes video thumbnail, title, and description but does not include video length.
4. Usage of the branding area is not required when the player is being displayed on HP owned properties.
5. Tabbed and dropdown playlist navigation for featured above right rail (intuitive).
6. Branded player should be produced on share and embed requests from non-branded player.

Questions for Brightcove

1. Is the player width fixed to accommodate the branding boxes?

> Back to Recommended Players

Compact Tabbed Navigation 3.0

Potential Use Cases

1. Embed multiple playlists inline.
2. Embed multiple playlists in an overlay.

Player Notes

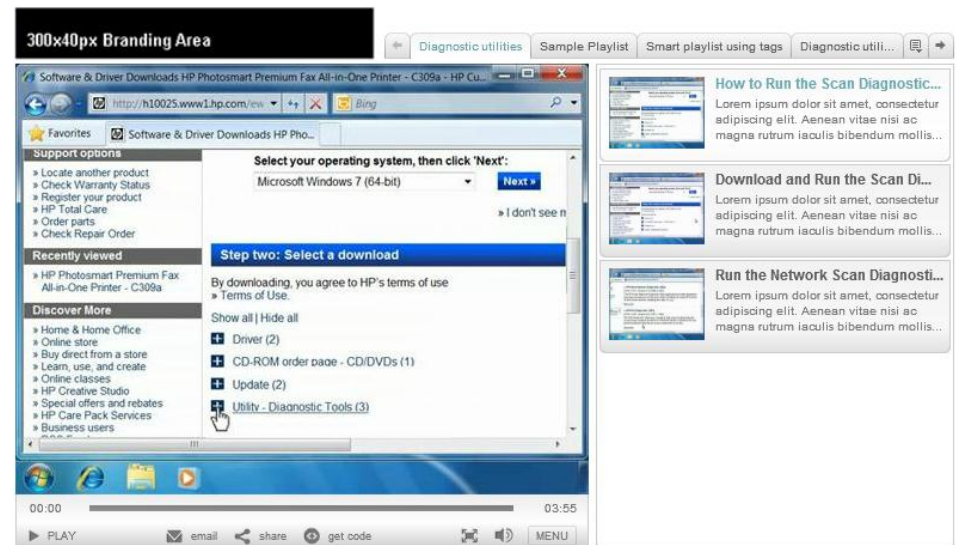
1. Player width cannot be optimized for 16:9 videos (letterboxing only).
2. Top branding area is fixed at 300x40px.
3. Bottom branding area is fixed at 728x90px.
4. This player supports closed captioning via the [Captions API](#).
5. Vertical playlist navigation.
6. **Minimum size?**

UX Notes

1. Currently selected video thumbnail, title, and short description are highlighted in the right rail.
2. Currently selected video title and related link are displayed below the player.
3. Video navigation includes video thumbnail, title, and description but does not include video length.
4. Usage of the branding area is not required when the player is being displayed on HP owned properties.
5. Tabbed and dropdown playlist navigation featured above right rail (intuitive).
6. Branded player should be produced on share and embed requests from non-branded player.

Questions for Brightcove

1. Is the player width fixed to accommodate the branding boxes?



How to Run the Scan Diagnostic Utility

[Learn more about ipsum dolor sit](#)



(Not Recommended)

> Back to Recommended Players

Chromeless Video Player with Tabbed Playlists

Potential Use Cases

1. Embed multiple playlists inline.
2. Embed multiple playlists in an overlay.

Player Notes

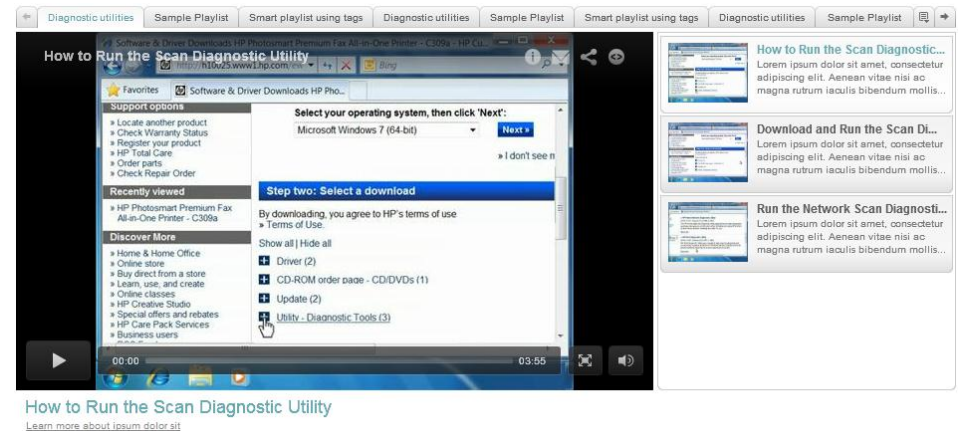
1. Player width can be optimized for 4:3 and 16:9 videos.
2. No branding area.
3. This player supports closed captioning via the [Captions API](#).
4. Tabbed, dropdown, and vertical playlist navigation.
5. **Minimum size?**

UX Notes

1. Currently selected video thumbnail, title, and short description are highlighted in the right rail.
2. Currently selected video title and related link are displayed below the player.
3. Video navigation includes video thumbnail, title, and description but does not include video length.
4. Tabbed and dropdown playlist navigation featured above right rail and video player (not intuitive).
5. Branded player should be produced on share and embed requests from non-branded player.

Questions for Brightcove

1. What is the minimum player width to maintain usable controls?



(Not Recommended)

Thumbnail Navigation

Potential Use Cases

1. Embed multiple playlists inline.
2. Embed multiple playlists in an overlay.

Player Notes

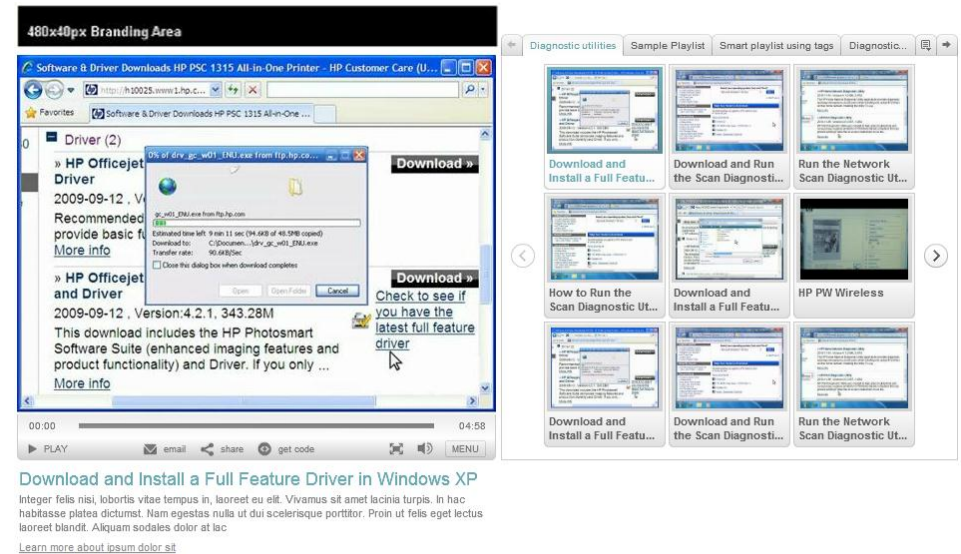
1. Player width cannot be optimized for 16:9 videos (letterboxing only).
2. Top branding area is fixed at 480x55px.
3. Bottom branding area is fixed at 468x60px.
4. This player supports closed captioning via the [Captions API](#).
5. Tabbed, dropdown, and grid playlist navigation.
6. **Minimum size?**

UX Notes

1. Currently selected video thumbnail and title are highlighted in the right rail.
2. Currently selected video title, short description, and related link are displayed below the player.
3. Video navigation includes video thumbnail and title but does not include description or video length.
4. Usage of the branding area is not required when the player is being displayed on HP owned properties.
5. Tabbed and dropdown playlist navigation featured above right rail (intuitive).
6. Branded player should be produced on share and embed requests from non-branded player.

Questions for Brightcove

1. Is the player width fixed to accommodate the branding boxes?



(Not Recommended)

> Back to Recommended Players

Video Player with Dropdown Navigation

Potential Use Cases

1. Embed multiple playlists inline.
2. Embed multiple playlists in an overlay.
3. Embed multiple playlists in right rail.

Player Notes

1. Player width can be optimized for 4:3 and 16:9 videos.
2. No branding area.
3. This player supports closed captioning via the [Captions API](#).
4. Dropdown and vertical playlist navigation.
5. **Minimum size?**

UX Notes

1. Currently selected video thumbnail and title are highlighted in the vertical list below player.
2. Video navigation includes video thumbnail, title, and short description but does not include video length.
3. Dropdown playlist navigation featured above vertical list below player (intuitive).
4. Branded player should be produced on share and embed requests from non-branded player.

Questions for Brightcove

1. Can video navigation easily be moved to the right side of the player?
2. What is the minimum player width to maintain usable controls?



(Recommended)

> Back to Recommended Players

Widescreen Player with Dropdown Navigation

Potential Use Cases

1. Embed multiple playlists inline.
2. Embed multiple playlists in an overlay.

Player Notes

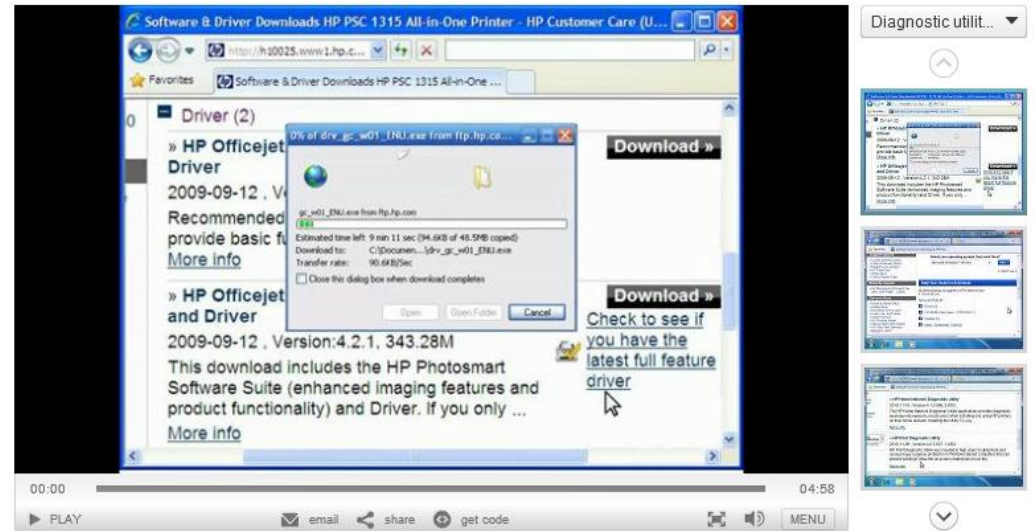
1. Player width cannot be optimized for 4:3 videos (letterboxing).
2. No branding area.
3. This player supports closed captioning via the [Captions API](#).
4. Vertical and dropdown playlist navigation.
5. Minimum size?

UX Notes

1. Currently selected video thumbnail is highlighted in the vertical list to the right of the player.
2. Video navigation includes thumbnail, but does not include title, description, or video length.
3. Branded player should be produced on share and embed requests from non-branded player.

Questions for Brightcove

1. What is the minimum player width to maintain usable controls?



(Not Recommended)

> Back to Recommended Players

Mobile-Optimized Players

Mobile-Optimized Video Player

Potential Use Cases

1. Embed single video on mobile-optimized page.

Player Details

1. Can be optimized for both 4:3 and 16:9 aspect ratios.
2. Default size is 480 x 450.
3. This player supports closed captioning via the [Captions API](#).

UX Notes

1. Video title is displayed above the player.
2. Very short description is displayed.

Questions for Brightcove

1. Can the video title and description be placed below the player?
2. Is sharing functionality unavailable for mobile devices that support flash?
3. Can the player width be set to 100% of the devices screen width?

Download and Install a Full Featur...

Integer felis nisi, lobortis vitae tempus in, laoreet e...



(Recommended)

> Back to Recommended Players

Mobile-Optimized Video Player with Horizontal Video List

Potential Use Cases

1. Embed single playlist on mobile-optimized page.

Player Details

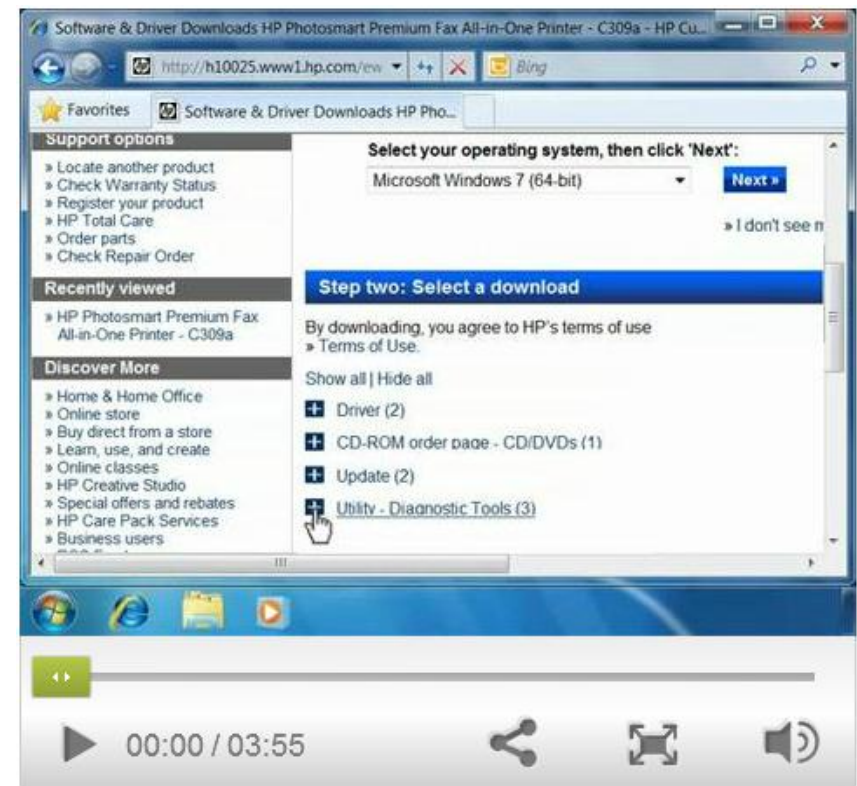
4. Can be optimized for both 4:3 and 16:9 aspect ratios.
5. Default size is 480 x 628.
6. This player supports closed captioning via the [Captions API](#).

UX Notes

1. Current video title and description are not displayed.
2. Playlist navigation does not include video length or description.

Questions for Brightcove

1. Can the video title and description be placed below the player and above navigation?
2. Can a single video thumbnail and title be displayed at a time in the navigation?
3. Is sharing functionality unavailable for mobile devices that support flash?
4. Can the player width be set to 100% of the devices screen width?



(Recommended)

> Back to Recommended Players