

Fundamental Towards UX

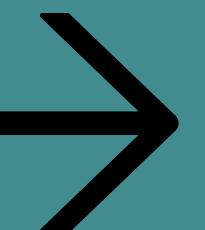
# Design Smart Tv App Layout

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Sagar Shimpi.

**Presented By :**  
Virendra Kadam.  
Abhinay Khalatkar.  
Ankush Gangal.



Figma Link:



# Task Allocation

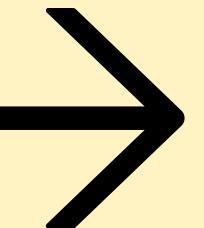
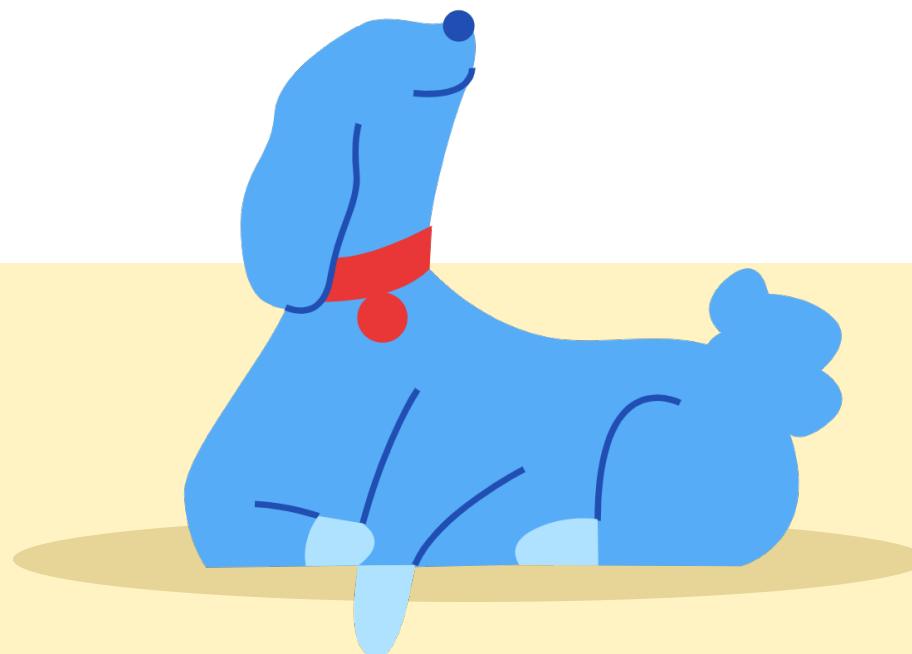
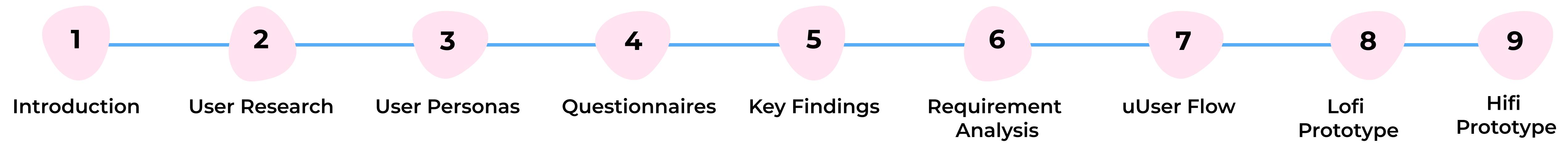
**Sign-up Page** - Ankush

**Home Page** - Abhinay

**Analytics page ,Profile selection** - Virendra



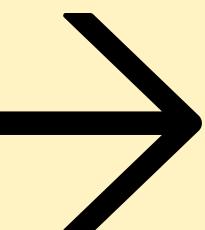
# Content



# Introduction

In an era of rapid technological advancements, smart devices have become an integral part of our daily lives, revolutionising the way we interact with technology. Among these innovations, smart televisions have emerged as a key player in the home entertainment landscape, offering users an immersive and versatile viewing experience. A crucial element in enhancing the usability and appeal of these devices is the user interface (UI) and user experience (UX) design, which govern how users interact with the TV and its functionalities.

This report focuses on the fundamental aspects of UI/UX design for a smart TV, aiming to create an intuitive and engaging user interface that caters to the diverse needs and preferences of viewers. By incorporating thoughtful design principles, we strive to optimize user interactions, simplify navigation, and elevate the overall user experience.

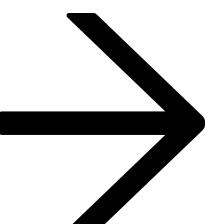




# User Research

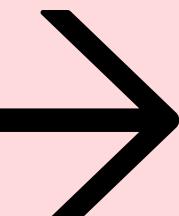
Here we are showing our findings on what is expected of UI of a Smart TV. By engaging with a diverse group of participants, we aimed to gain insights into their behaviors, preferences, and pain points related to smart TV usage. The objective was to create a user-centered design that enhances the overall viewing experience and meets the needs of our target audience.

Our research included a diverse sample of participants, ensuring representation across different age groups, occupations, and technological backgrounds. The participants consisted of both tech-savvy individuals and casual users, allowing us to capture a wide range of perspectives.



# Questions That We Asked Users

1. How do you currently discover and access content on your smart TV?
2. What customisation options would you like to have for the home screen and app placements?
3. How do you prefer to interact with your smart TV? Do you use voice control, traditional remote control, or both?
4. What visual elements do you find appealing and easy to understand in a user interface?
5. How important is the speed and responsiveness of the smart TV interface to you?
6. Do you use other smart devices alongside your smart TV? How do you expect them to integrate and work together?
7. Do you engage in social media or content sharing activities related to your TV viewing experiences?
8. How important is data security and privacy to you when using a smart TV?



# User Personas

**Sarah Müller**



AGE 45  
EDUCATION Master's Degree in Business Management  
STATUS Married  
OCCUPATION Marketing Manager  
LOCATION Germany  
TECH LITERATE High

**Background**  
Sarah is a working professional and a mother of two children. She leads a busy lifestyle but enjoys spending quality time with her family, especially when it comes to watching movies and TV shows together. Sarah recently upgraded to a smart TV to enhance their home entertainment experience and make it more convenient for everyone.

**Goals**  
**Seamless Entertainment:** Sarah's main goal is to have a seamless and enjoyable entertainment experience on her smart TV. She wants to easily access a wide range of content, including streaming services, live TV channels, and gaming apps, without any technical difficulties or complications.

**Needs**  
**User-Friendly Remote Control:** Sarah needs a remote control that is intuitive and easy to use. Clear and well-labeled buttons, easy navigation using arrow keys and a select button, and dedicated controls for volume and channel adjustments are essential for her to have a seamless control experience. Additionally, she appreciates the convenience of voice control functionality for hands-free operation.

**Challenges**  

- Complex Navigation:** Sarah finds it challenging when the smart TV interface has complex menus or navigation systems. She wants a simple and intuitive interface that allows her to easily find and access her favourite content without feeling overwhelmed or confused.
- Connectivity Issues:** Sarah occasionally experiences connectivity issues with her smart TV, affecting the streaming quality and overall performance. She expects a stable internet connection and seamless integration with other devices, such as smartphones or media streaming devices, to enhance the viewing experience.

**Personality**  
Empathetic Calm



# User Personas

**Mark Johnson**



AGE 32

EDUCATION Master's Degree in Computer Science

STATUS Single

OCCUPATION Software Engineer

LOCATION England

TECH LITERATE High

**Background**  
Mark is a tech-savvy individual who loves gadgets and enjoys spending his leisure time watching movies, TV shows, and playing video games. He recently purchased a smart TV to elevate his home entertainment experience and take advantage of the latest technology.

**Goals**  
**Immersive Entertainment:** Mark's primary goal is to create an immersive entertainment experience with his smart TV. He wants high-quality video and audio performance to enjoy movies, TV shows, and games in a cinematic and captivating manner. The smart TV should support high-resolution content and provide a smooth and lag-free gaming experience.

**Needs**  
**Smart Home Integration:** As a tech enthusiast, Mark wants his smart TV to integrate seamlessly with other smart home devices. He desires the ability to control his TV using voice commands or through a central smart home hub. Integration with virtual assistants such as Amazon Alexa or Google Assistant is important to him for a hands-free and connected experience.

**Challenges**

- Security and Privacy Concerns:** Mark may have concerns regarding the security and privacy of his smart TV. With increasing connectivity and data collection capabilities, he might worry about the protection of his personal information or potential vulnerabilities in his smart TV's software. Ensuring robust security measures and transparent privacy practices would help address these concerns.
- Content Discovery Overload:** With a vast library of streaming services, apps, and content available on his smart TV, Mark may face the challenge of content discovery overload. The abundance of options can make it difficult for him to find new and interesting content that matches his preferences. Effective content recommendation systems or personalised suggestions based on his viewing habits could help alleviate this challenge.

**Personality**

Adventurous      Innovative

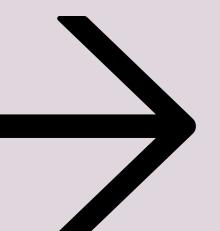
**“I don't watch TV much, but the programs I do watch, I watch with my heart.”**



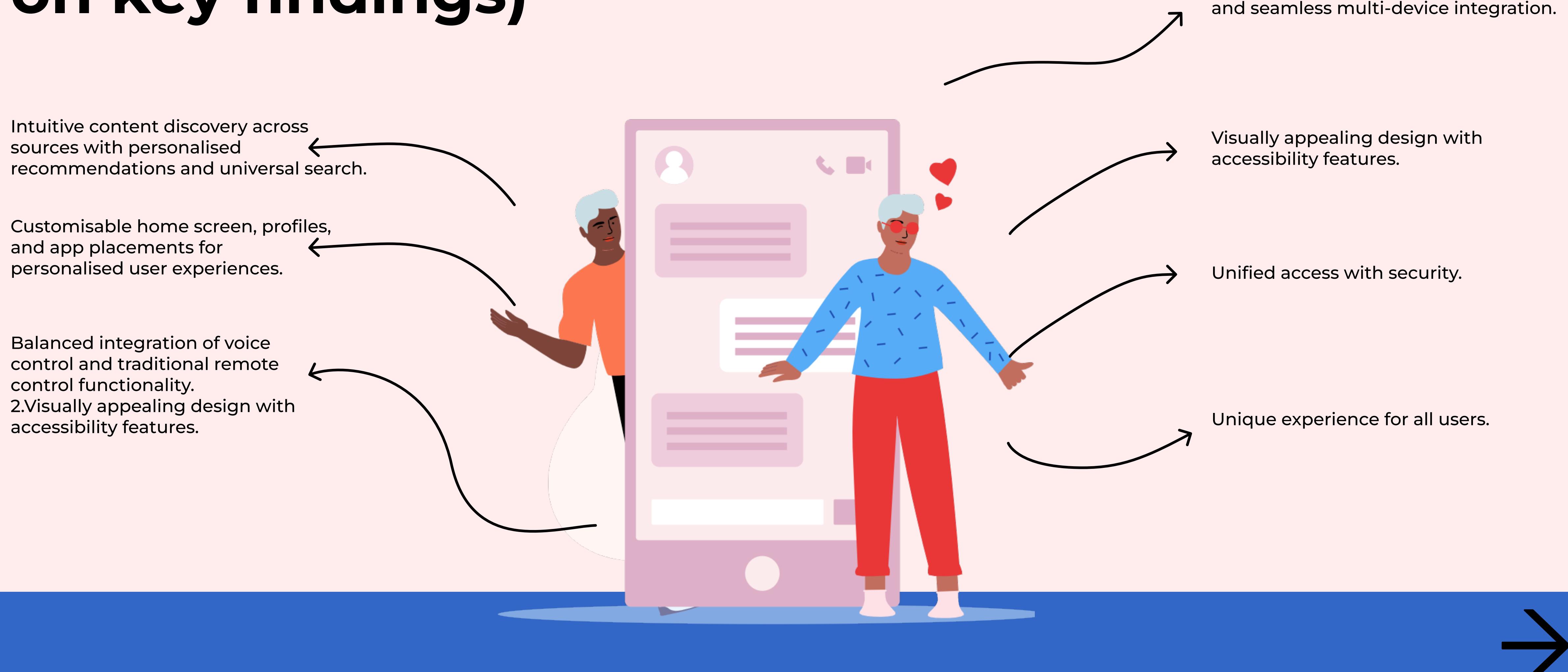


# Key Findings (Participants Desired)

- An intuitive interface for simplified content discovery
- Emphasised customisation options
- Favoured voice control.
- And appreciated visually appealing designs with accessibility considerations.
- UI which can also be used on other devices.
- UI which can affect energy consumption
- Where all content streaming platforms can be unified
- Should be personalised for individual

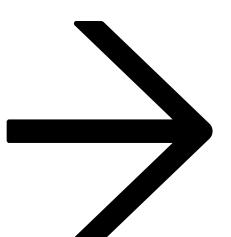
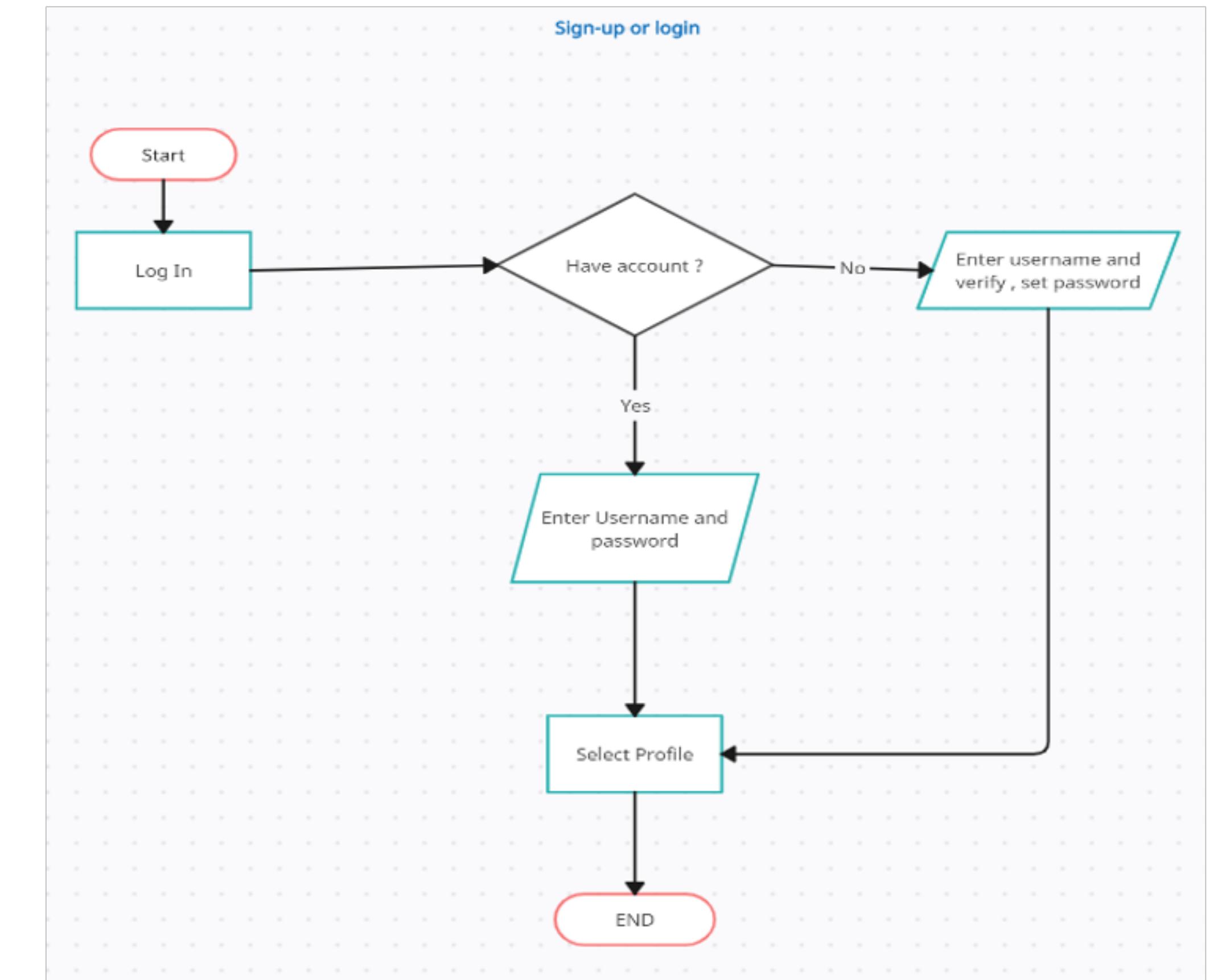


# Requirement Analysis (based on key findings)



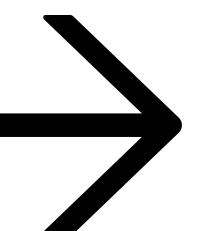
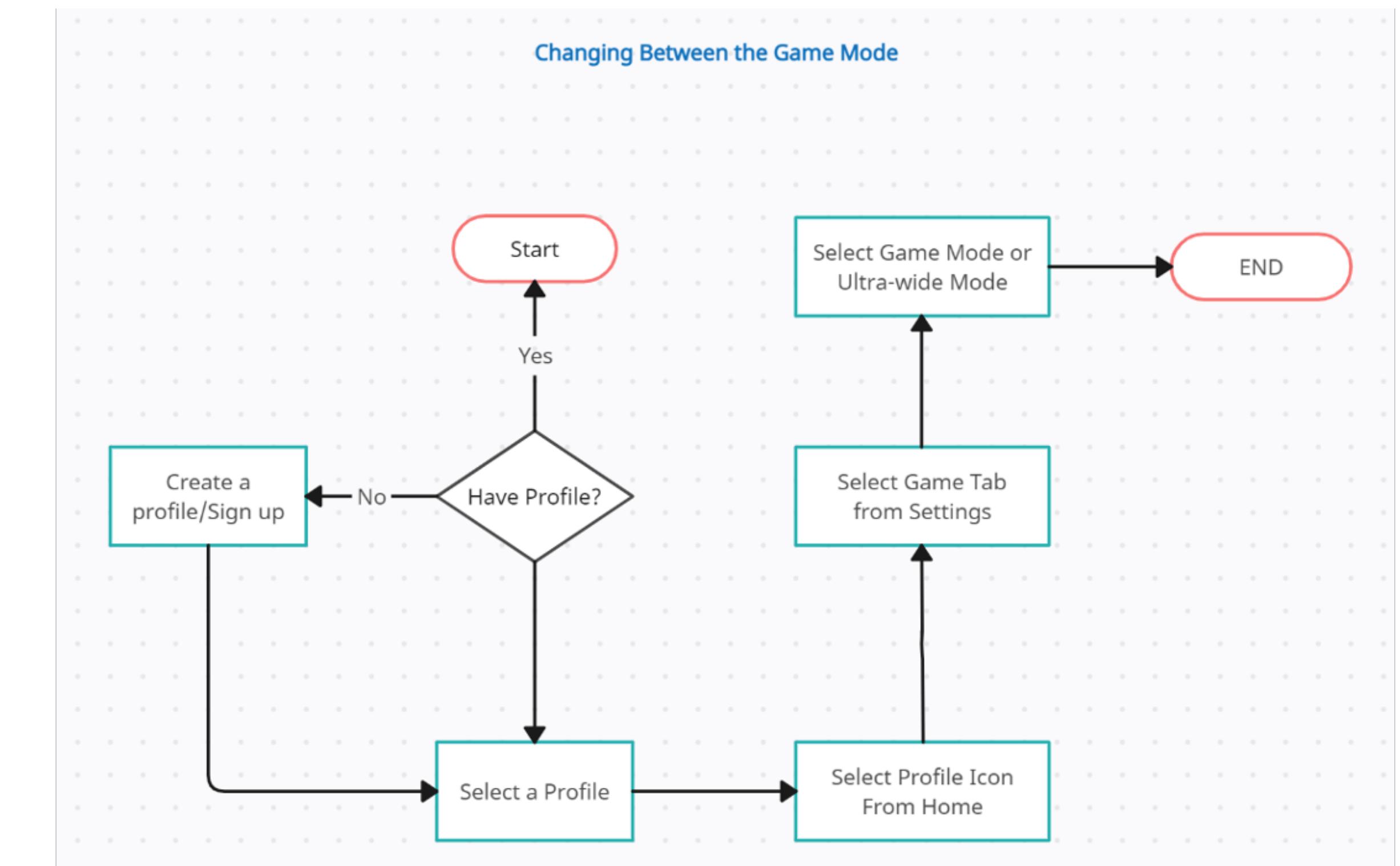
# User-Flow – Login/Sign-Up

User-Story 1 -As a user, I want to be able to login or sign up to access personalised features and secure my account.



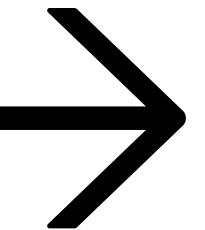
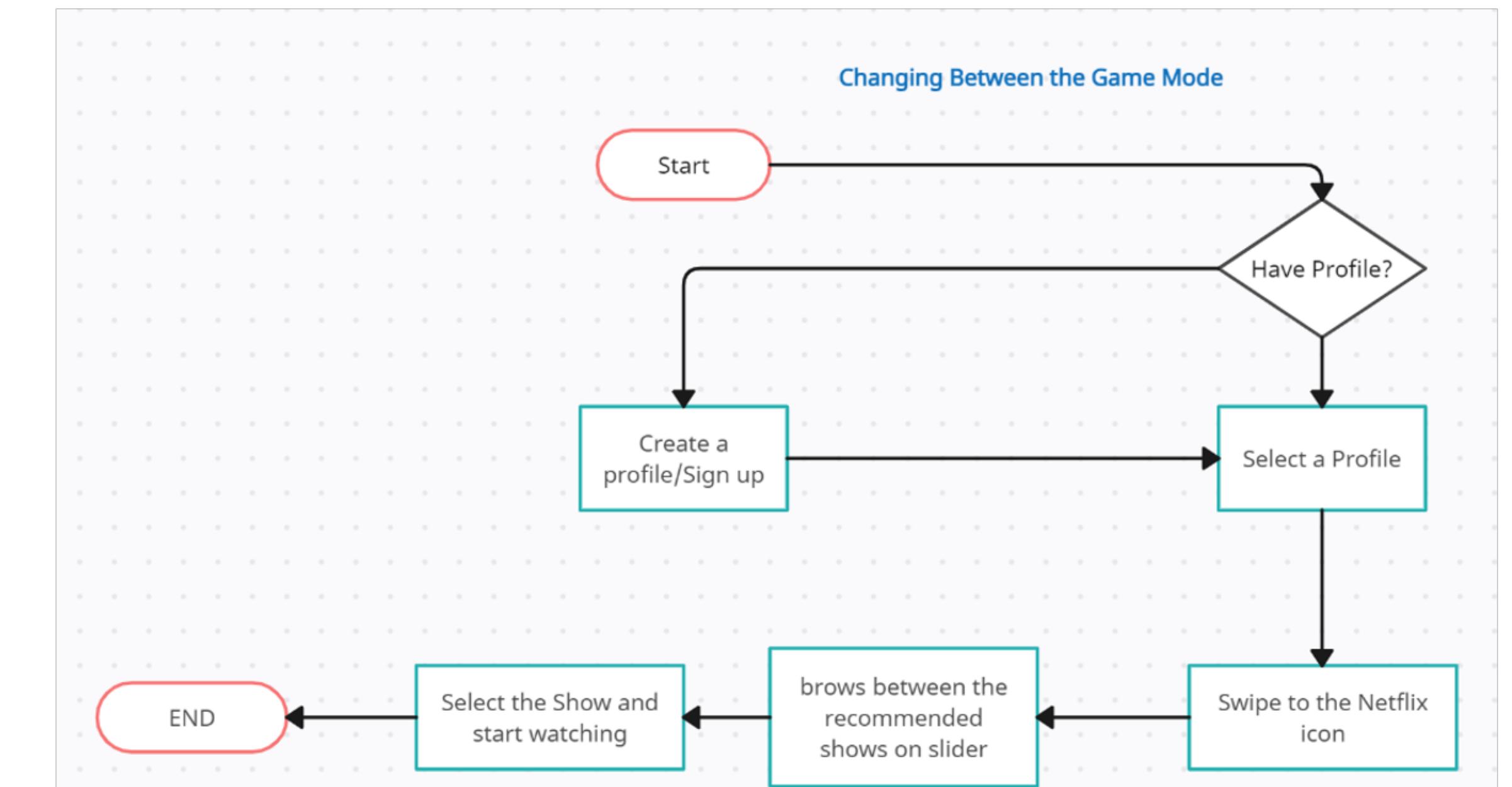
# User-Flow – Changing Game Mode

User-Story 2 -As a user, I want to change between the given game mode as current one is not very immersive.

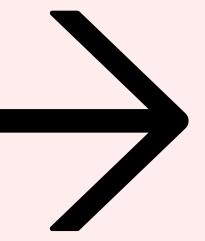


# User-Flow – Watch A Recommended Show

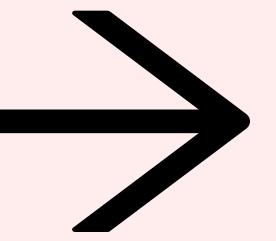
User-Story 3 -As a user, I want to Watch a show Recommended on Netflix without opening the app.



# Low-Fidelity Prototype



# High-Fidelity Prototype

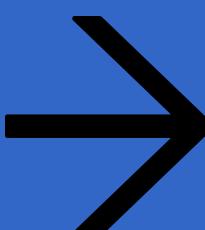
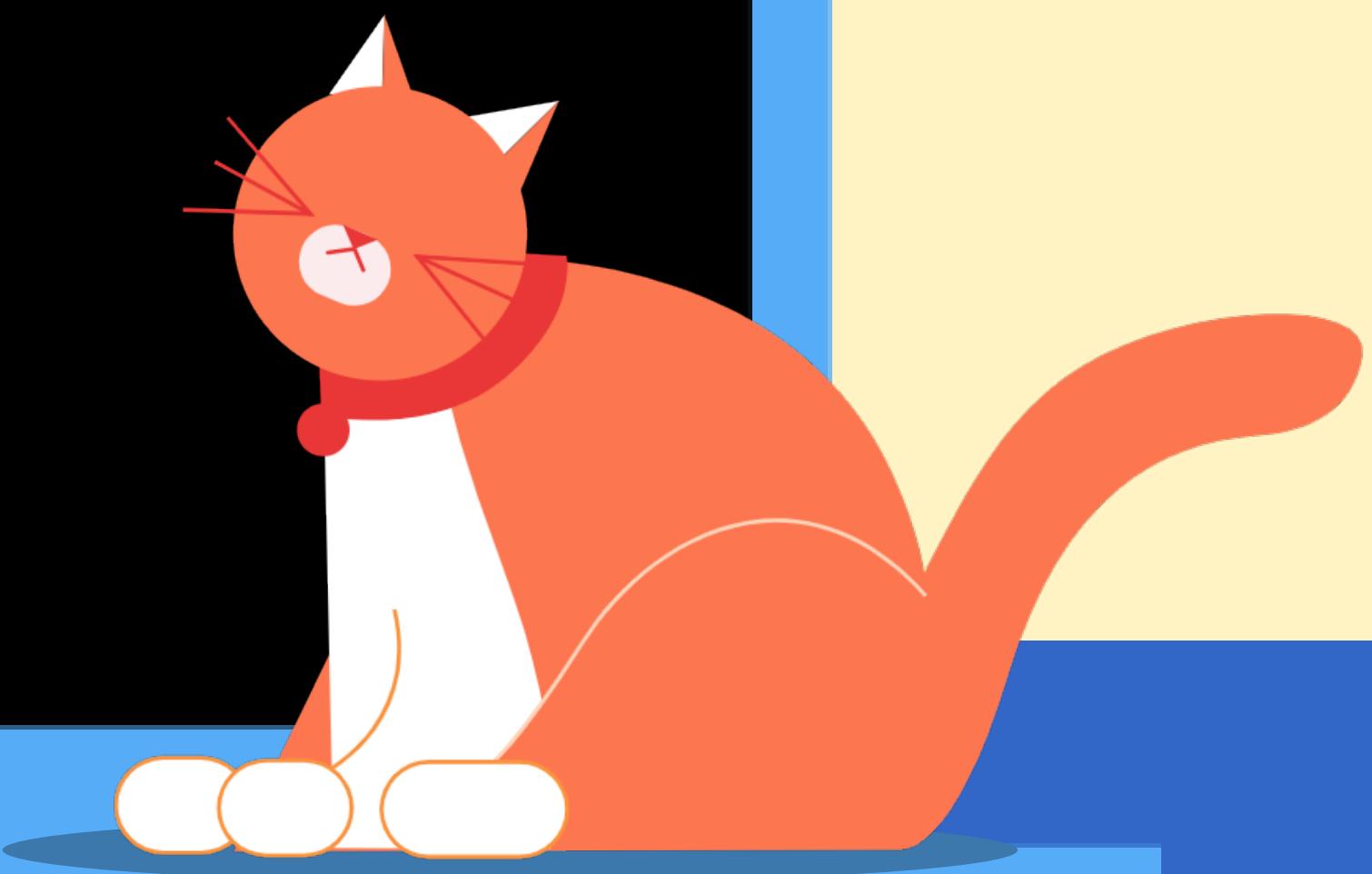
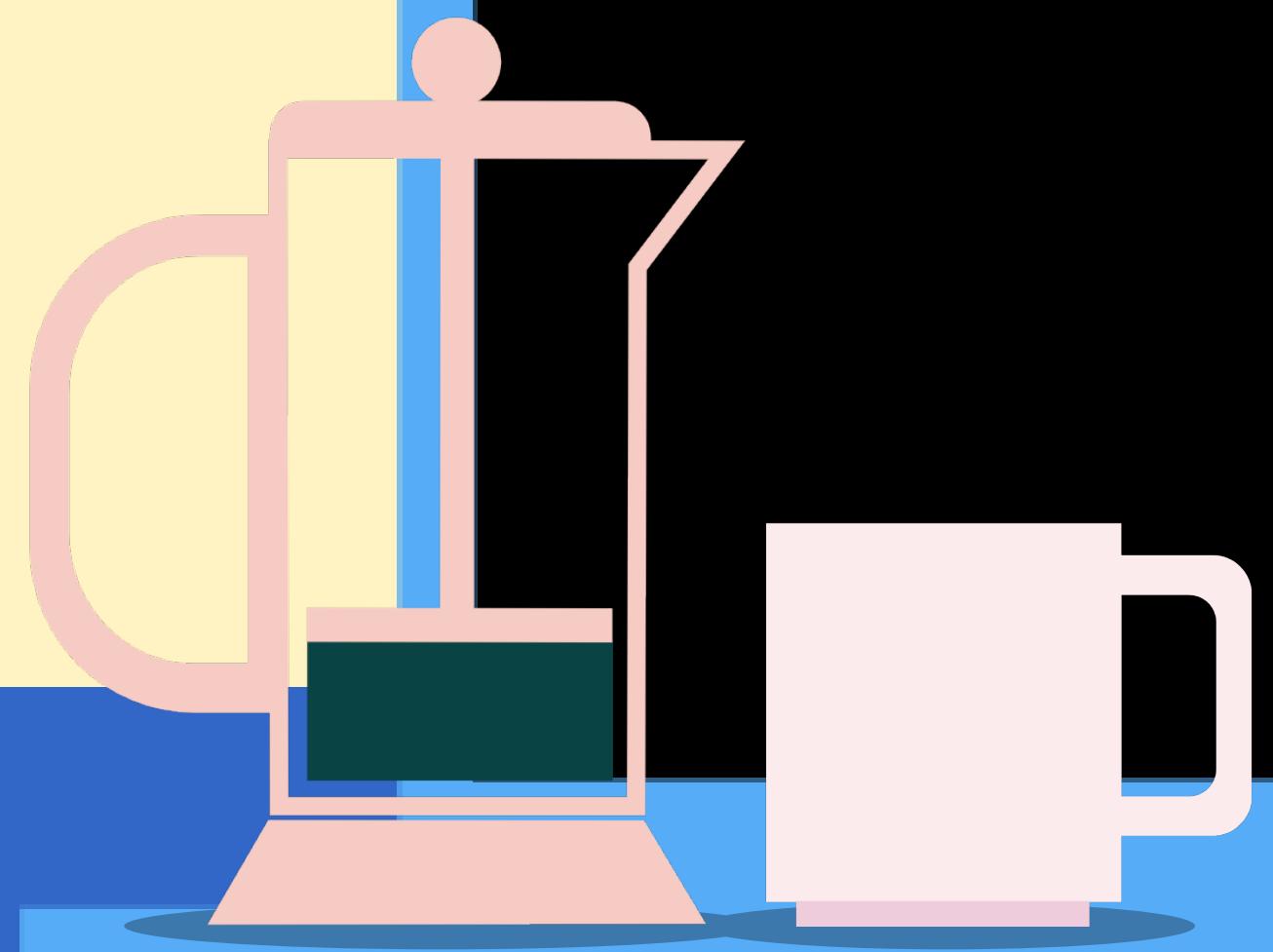


# Summary

The code successfully address to UI/UX laws and requirements by creating an intuitive and user-friendly interface for the profile component and settings section in the smart TV layout. The design choices, such as proximity, similarity, Fitts' law, visibility, and consistency, contribute to a seamless user experience. Additionally, the code fulfills the necessary functionalities, including profile customization, settings navigation, content display, and smooth scrolling, enhancing the overall usability and user satisfaction.



# Questions?



# Thank You!

Design Smart Tv App Layout

