

# A/V Web App - Design

## Roku 'Flashback' App

Parent Website - [Roku](#)

### Key Points:

- Visual hierarchy and consistency
- Logic framework
- UI iterations for desktop and mobile devices (*interaction design*)
- UX considerations (*consider/provide possible prototyping*)
- Interpretation of client notes and accompanying drawing

### Useful Links:

#### Photos

[istockphoto.com](https://www.istockphoto.com)

[thinkstockphotos.com](https://www.thinkstockphotos.com)

[pond5.com](https://www.pond5.com)

[unsplash.com](https://www.unsplash.com)

#### Icons

[material.io/icons](https://material.io/icons)

[genericons.com](https://www.genericons.com)

[fontawesome.io](https://fontawesome.io)

[glyphicons.com](https://glyphicons.com)

[github.com/somerandomdude.com](https://github.com/somerandomdude.com)

### Assignment Overview:

The Flashback app is part of the Roku streaming service. Subscribers can use this app to access three separate flashback features; movies, television (tv) and music. Each of these three sections are comprised exclusively of entertainment from 1950, 1960, 1970, 1980, and 1990 respectively.

One of Flashback's main usability features is the demarcation of the user profile. Users will be divided into two distinct categories; administrators (labeled; Parents) and Kids. Parents will have the ability to access all of Flashbacks' content and admin controls while 'Kids' will be limited to

content pushed down from Flashbacks "kid-friendly content" protocol queries. Admin users will have the ability to customize settings being pushed down from Flashbacks CMS to provide a unique viewing experience for their children. These features may include, but may not be exclusive to, such things as ratings, age appropriate (G, Family, PG, AA, A17) genres (rock, rap, country, jazz, classical, etc...), cartoons, live action, anime, etc.

### **Parents profile**

The design for the parent sections should be imbued with the brand features you develop for flashback. The parents profile area should be professional yet fun, in keeping with the idea of the retrospective content being offered. These profiles will be password protected. The ability to rate and comment on users' selections as well as like and share should be included as part of the overall functionality for this user profile.

### **Kids profile**

The kids profile area won't have a unique user profile presence like the parent section. Instead, it will have three unique and highly stylized entry points, titled; movies, tv and music. These need to be designed as playful and highly discernible icon features for ease of recognizability for younger audiences. The ability to rate and comment on users' selections as well as like and share should be included as part of the overall functionality for this user profile. Take into consideration the need for visual feature sets that would allow younger audiences the ability to rate and comment through depictions and iconography and/or written forms. Think thumbs up/down, smiles, frowns, sad faces, stars or glass half filled type of visual communications.

## **Assignment requirements:**

### **1. Home page prototype:**

- ♦ **Header** with Roku logo and Flashback logo and other global controls (user/profile identifier, hamburger menu, settings, other...)
- ♦ **Welcome** section depicting the three categories of Flashback; Movies, TV, Music with strong colours and visuals, short about statement and link providing access to a library of content about that particular category
- ♦ **Profiles** section - parents and kids profile section which provides the entry point for users to go directly to their specific user page of content
- ♦ **Content** section that will provide related era-based content such movies, game shows, tv shows news clips, quotes, interviews, etc... from each respective decade.
- ♦ **Footer** contains social media and limited legal (specific to Flashback service and it's propriety ownership to Roku)

### **2. Parent section prototype**

This section will function much like Netflix in terms of how content is prepared for a user in that it will have preference options for each profile user. Because of what this application has to offer from three distinct categories of entertainment (movies, tv, and audio) a dashboard design approach might be recommended.

### **3. Prototype the section for kids**

Same as the parent's section, but re-designed for children. There should be a definite distinction between the 2 user experiences. Think about colour, controls, ease-of-use and simpler design for children compared to adults.

The children's section should not include any kind of administrative controls.

Because of what this application has to offer from the three distinct categories of entertainment a simplified and highly graphic based dashboard design approach might be recommended.

VTech, Toys 'R' Us, Mobile, Leap Frog would be recommended visual design examples for this demographic.

## **Deliverables:**

1. One Photoshop / XD or InVision prototype landing / homepage for Flashback
2. One design layout / prototype for the parent section after a user has logged into their account
3. One design layout / prototype for the kids movie section after login.

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## **Submission**

### **Content to Submit:**

Working prototype (XD / InVision, etc) for **ALL** three pages.