

Design Reference - Roku Flashback - Marisa Settimi and Haley Billson

For the Roku Flashback project I decided to use 4 colours as the main colour palette for this website. All 4 colours are bold and bright and reminded me of a “flashback era”. Purple was used as a signature colour that represents Roku and the 3 secondary colours are used to create a playful sight for the Kids sections and it also is used to determine the differences between each section; Movies, TV and Music. A thick heading text is used to grab attention and guide the viewer's eyes. The regular Helvetica text is used in spots where explanations or a lot of text is seen.

HEADING

Text



#ad54cc



#00c4fa

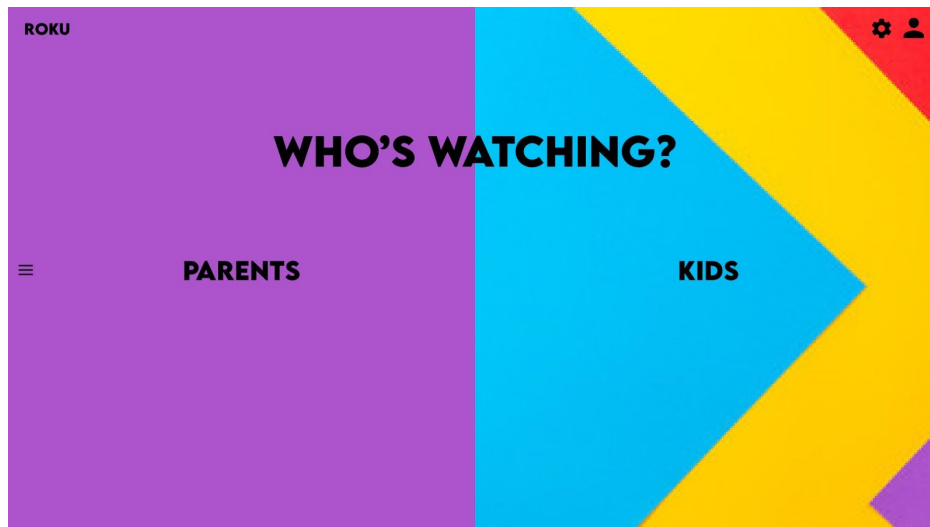


#ffd800

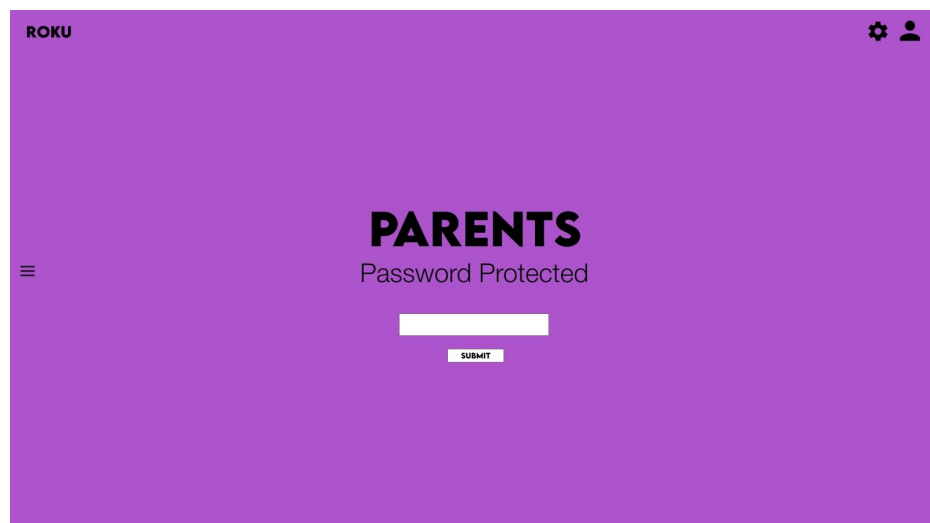


#ff2830

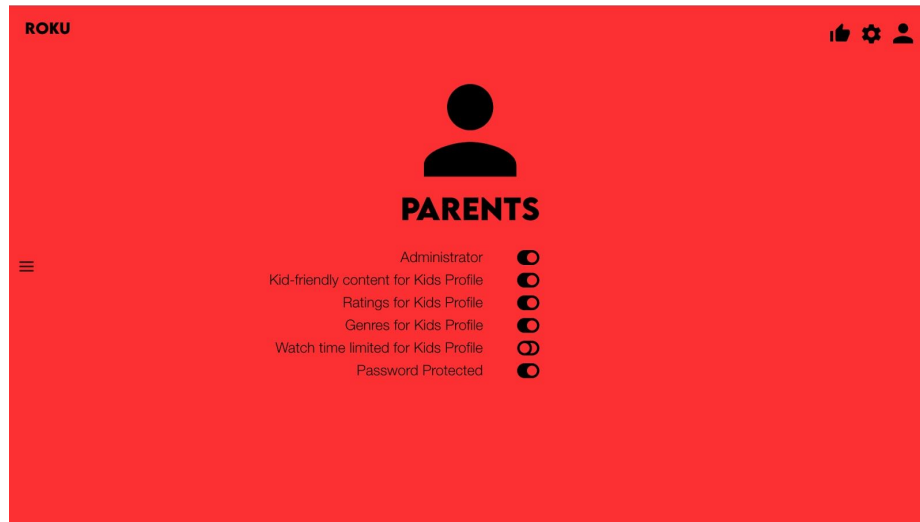
Parent Section



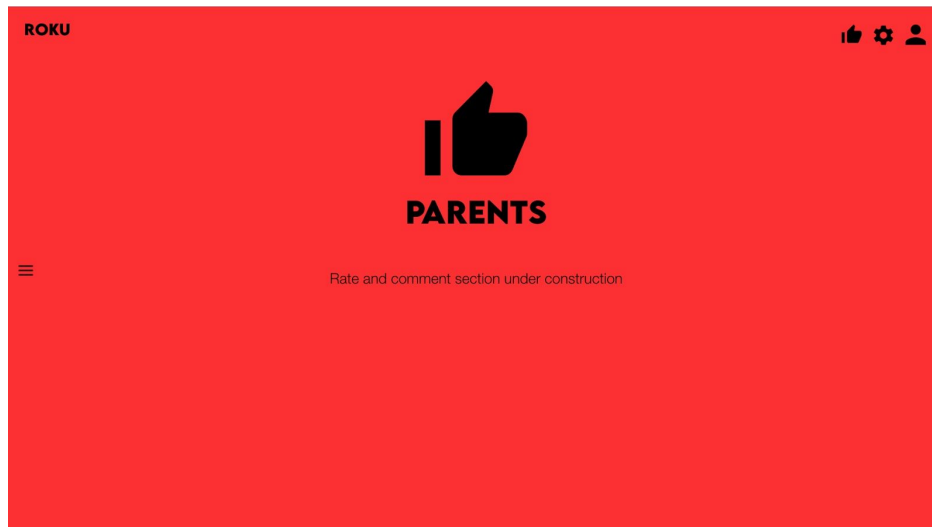
The site starts off with a Parent and Kids “Who’s watching?” section. This will determine who is using the site and which aspects of the site will they have access to.



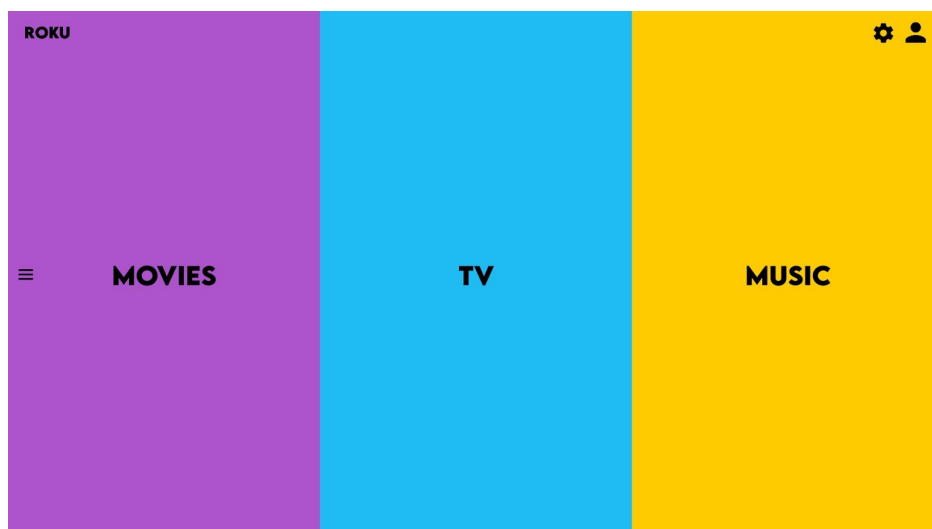
If the parents section is clicked, a password is needed in order to access the account.



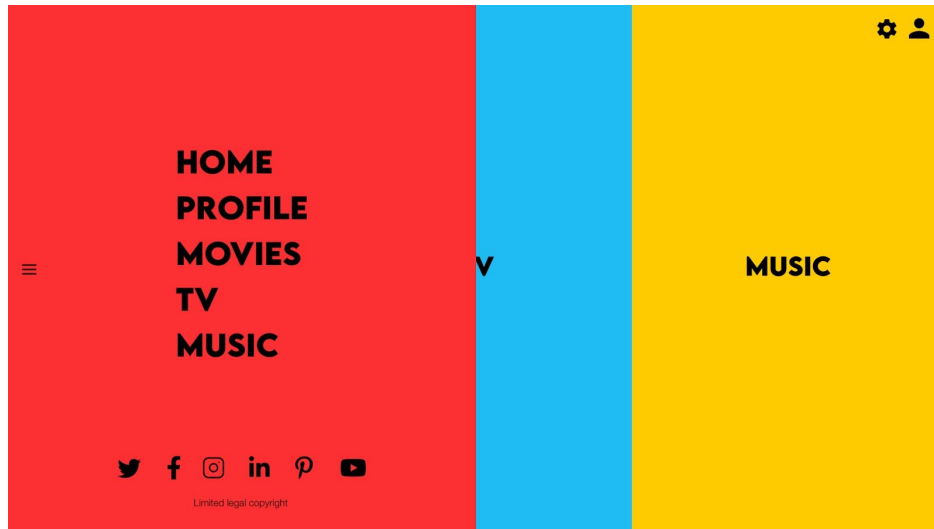
If the top profile section is clicked, it will take you to this screen of settings. The parent will be able to access and change these settings accordingly.



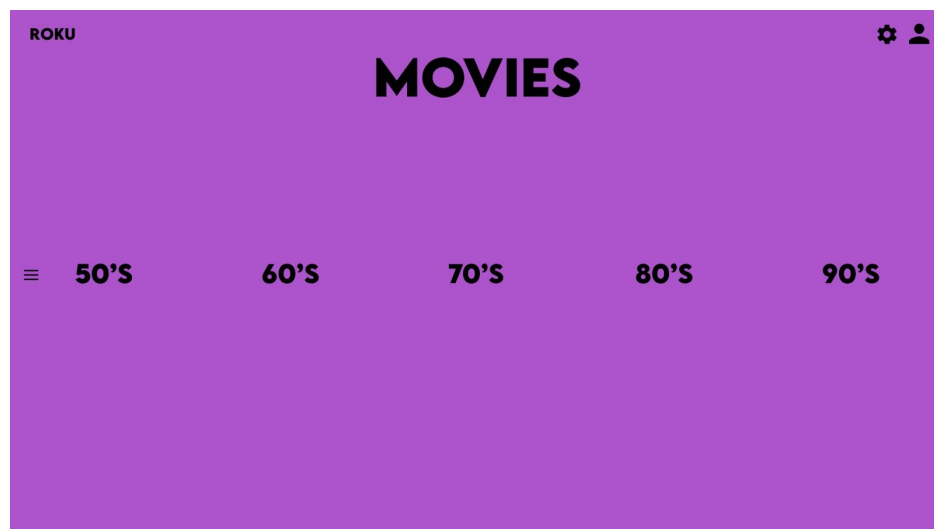
This page is currently being worked on. It will contain the rate and comment sections of the site when the thumbs up is clicked from the navigation within the profile settings.



From the main page, once the Parent has entered the password they will be taken to this screen. Here the user will choose between 3 categories. Each colour will be used for seamless transition between each category.



Before clicking 1 of 3 categories the user is also able to access the navigation section that is available throughout the site in the same spot. It contains the sections as well as social media and footer content in one area that is easily accessible.



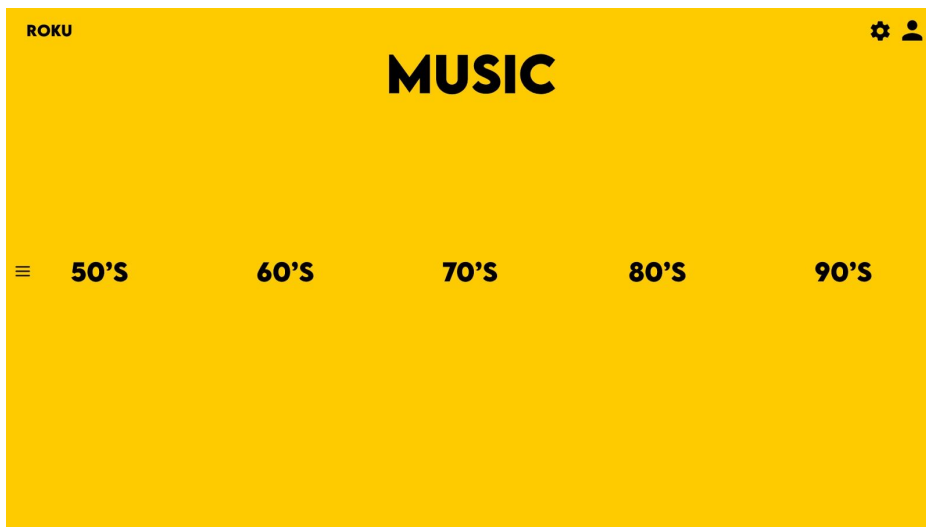
The next screen is where the user will decide which era they will navigate to. This way the only content from now on will only contain content from the respective area.



This is an alternative option that was done that showcases highlighted/popular movies from each era.



From the era's page the user will be brought to this section that showcases all movies from that era that are catered to the Parents watching history. On hover the title and description of the movie will be present (this will be shown in alternative examples).

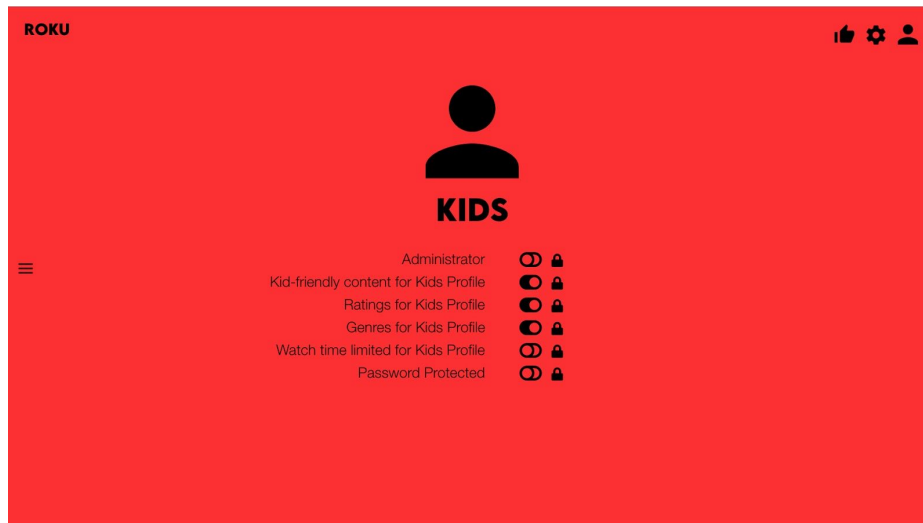


Music era alternative: This page would be shown if the Music category was chosen.

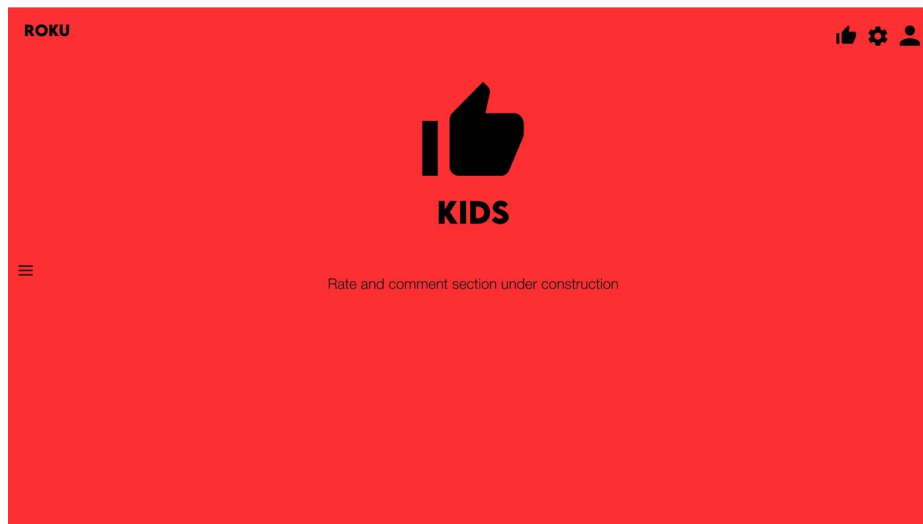


Popular bands and genres will be present from each era. On hover each album or song will be shown with a description.

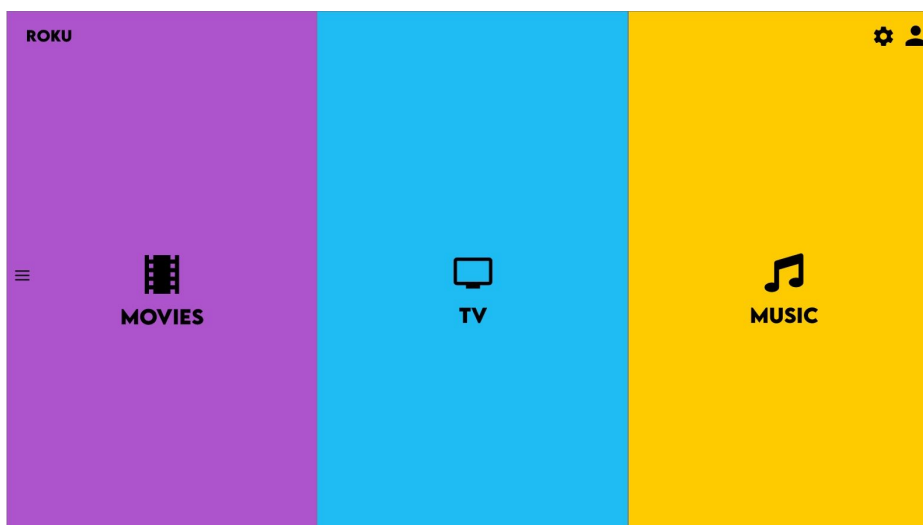
Kids Section



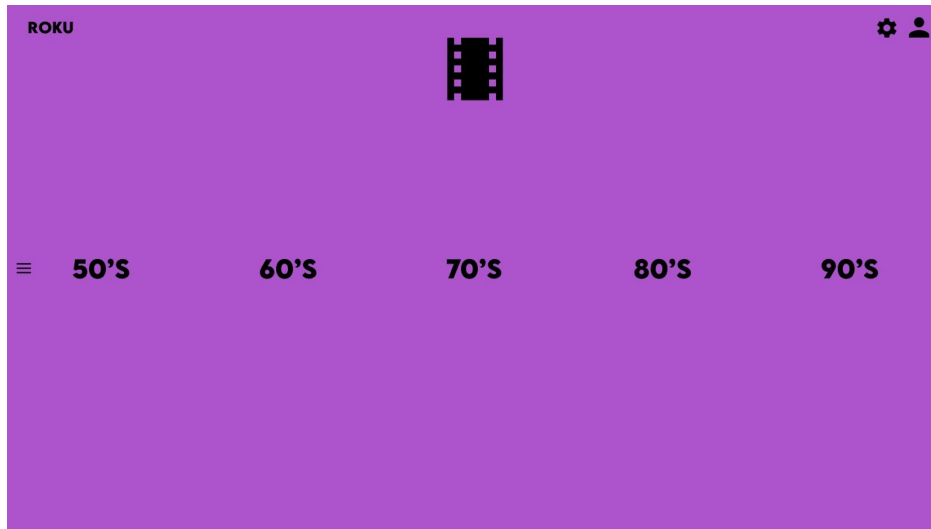
If the kids section is selected this will be the profile section. The locks indicate that this area will also be password protected and will use the same password as the Parent login password.



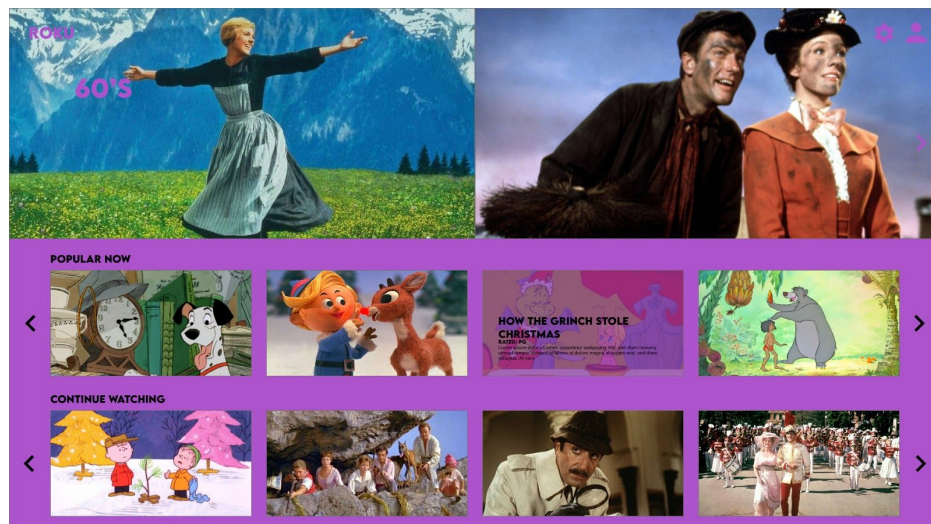
The same with the parents page this page is currently being worked on. It will contain the rate and comment sections of the site when the thumbs up is clicked from the navigation within the profile settings. It will also contain more icons rather than words for accessibility for children to use.



This screen will appear after the Kids section is clicked in the Home section. Similar to the Parent section but with Icons so it is easier for younger users to use.



After the movie section is clicked, the kids account will show an icon rather than the name like the parent section.



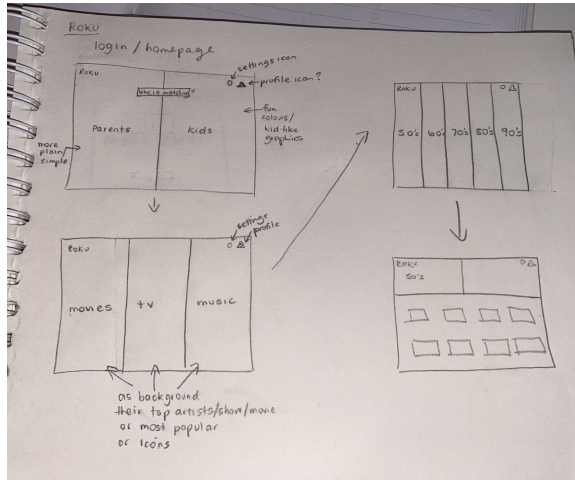
After clicking the era section the user will be brought to this screen that has movies catered to the viewer. On hover they will be able to see the title, rating and description for each movie. Only movies with the kid friendly ratings will be shown.

Design Points

- Movies, tv and music sections will have a background in the content section that matches each corresponding colour shown in the category section.
- On hover the title and description will show with a faded colour of the background on top of the image (kids section will have rating along with title and description) for the movie section.
- On hover music section will have a title, album name, description.
- On hover tv section will have title of tv show, amount of seasons and description.
- Icons to be used only in the Kids section.
- Lock icons will only be in the Kids sections.

To Do

- Rate and comment profile section
- Lightbox that appears when something in the content is chosen before playing content.
- Fine tune each page and continue researching.



Design started with sketches and was brought into XD to start prototypes.