Kutlu Çanlıoğlu | Portfolio

iPlayer Redesign

iPlayer Your Latest Panel User Flow: Future release G4 only

Episode CTAs and header labelling

USERS ACTION

Notes

1.0 If more than 1 Priority *x*, retrieve all items before moving onto next Priority level

2.0 TECH CONSTRAINT
Current call can only handle checking ONE item from watch list for previous episode data

3.0 If multiple NEW episodes available, only include Brand title and number of episodes available.

Questions

1.0 Would this be handled by the episode page, rather than Your Latest Panel?

Panel elements

Your latest

Slot 1

Episode detail

Slot 2   Episode detail

Slot 3   Episode detail

Episode priorities
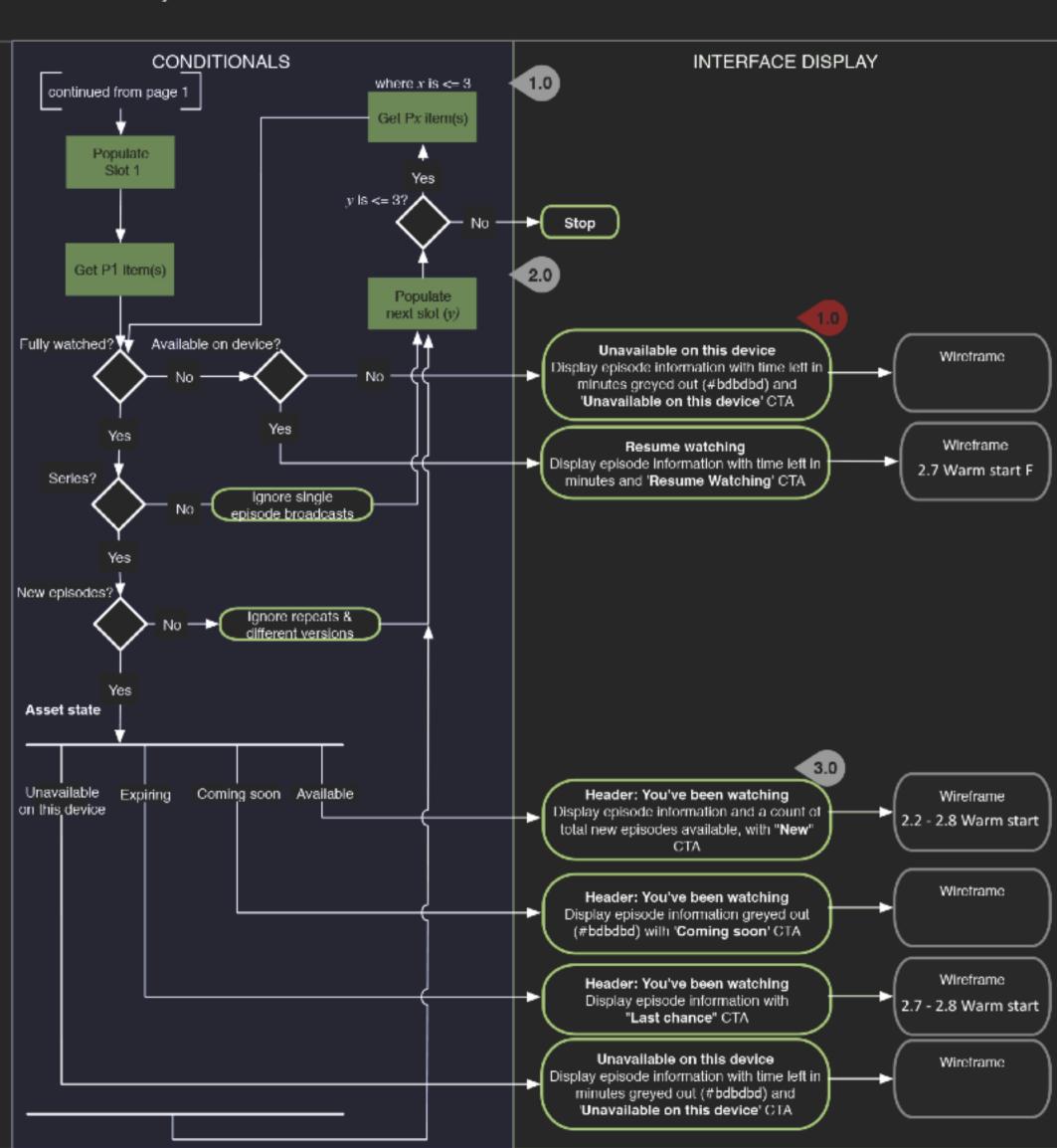P1 Watched and favourited
P2 Watched only
P3 Favourited only

Slots can be populated with up to 3 P1s, P2s, or P3s, or a mixture of all three, depending on availability. If a mixture, display items in priority order.

Episode information
G1 Brand title and image, episode number and title
G3 Brand title and image, episode number and title
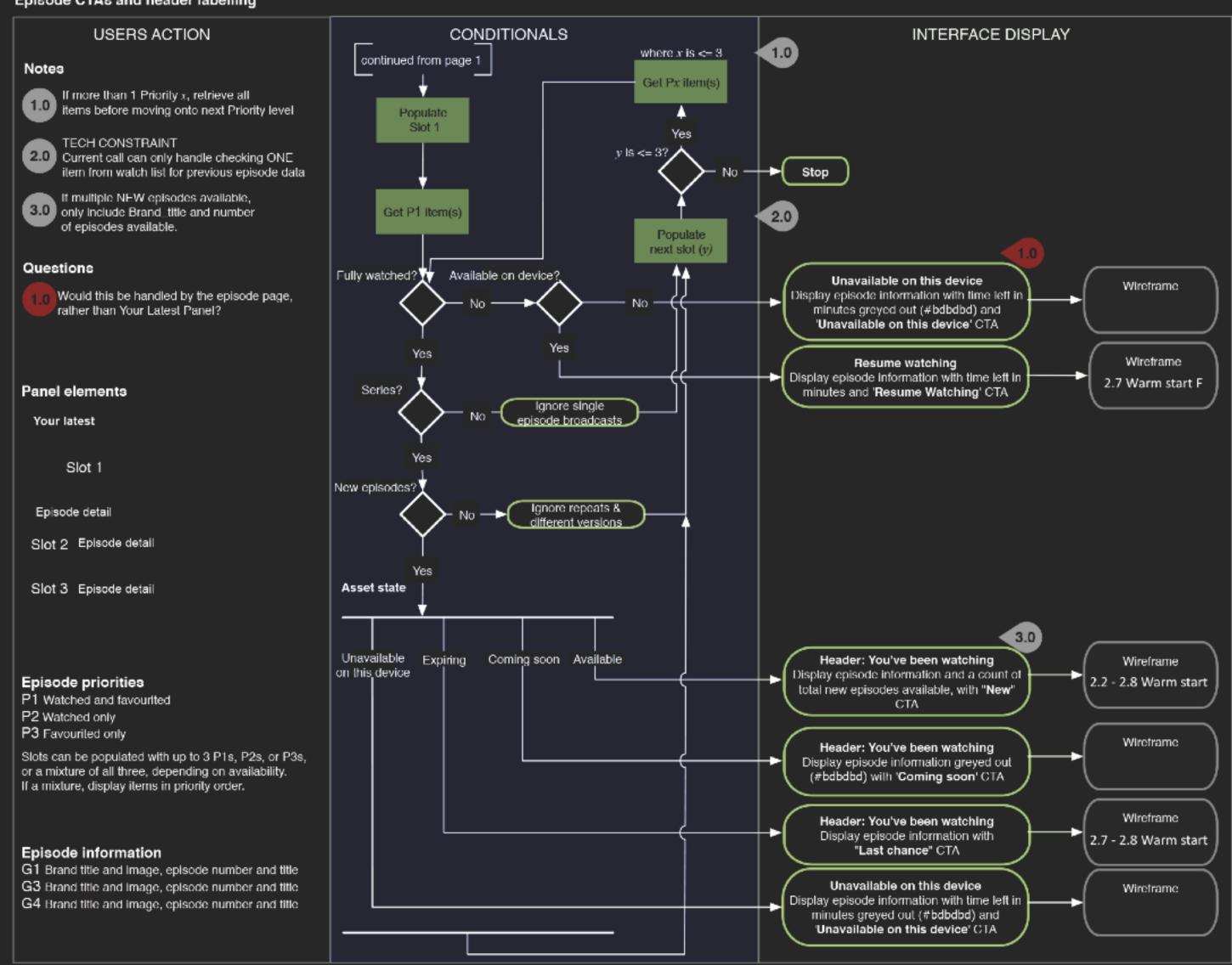G4 Brand title and image, episode number and title

CONDITIONALS

continued from page 1

- Populate Slot 1
- Get P1 item(s)

where *x* is <= 3 — **1.0**
Get Px item(s)

y is <= 3? — Yes → (up to Get Px item(s)); No → **Stop**

2.0 Populate next slot (*y*)

Fully watched?
- No → **Available on device?**
  - No → Unavailable on this device display
  - Yes → Resume watching
- Yes → **Series?**
  - No → Ignore single episode broadcasts
  - Yes → **New episodes?**
    - No → Ignore repeats & different versions
    - Yes → **Asset state**

Asset state
- Unavailable on this device
- Expiring
- Coming soon
- Available

INTERFACE DISPLAY

1.0 (red)
Unavailable on this device
Display episode information with time left in minutes greyed out (#bdbdbd) and 'Unavailable on this device' CTA
→ Wireframe

Resume watching
Display episode information with time left in minutes and 'Resume Watching' CTA
→ Wireframe 2.7 Warm start F

3.0
Header: You've been watching
Display episode information and a count of total new episodes available, with "New" CTA
→ Wireframe 2.2 - 2.8 Warm start

Header: You've been watching
Display episode information greyed out (#bdbdbd) with 'Coming soon' CTA
→ Wireframe

Header: You've been watching
Display episode information with "Last chance" CTA
→ Wireframe 2.7 - 2.8 Warm start

Unavailable on this device
Display episode information with time left in minutes greyed out (#bdbdbd) and 'Unavailable on this device' CTA
→ Wireframe

Feature development - Recently watched

iPlayer Your Latest Panel User Flow: Future release G4 only
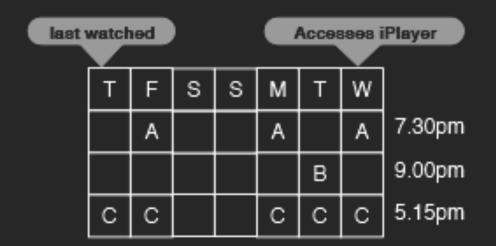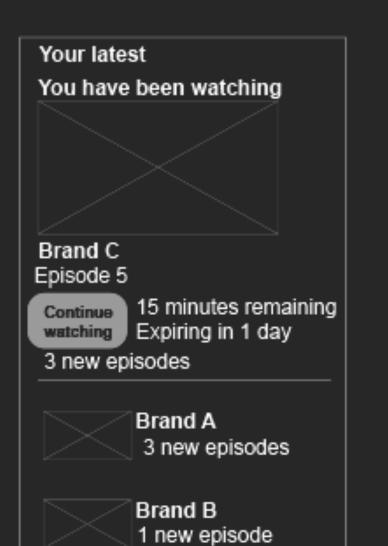Episode CTAs and header labelling

Feature development - Recently watched

Viewing patterns

Impact of expiring assets on placement
- Should expiring content be bumped up?

last watched · Accesses iPlayer

T	F	S	S	M	T	W	
	A			A		A	7.30pm
					B		9.00pm
C	C			C	C	C	5.15pm

Last watched @ 6pm

Viewing patterns

In this pattern, as Brand B is not in the top 3 most recently watched, the previous episode will not be promoted and will expire

Accesses iPlayer

T	F	S	S	M	T	W	T	F	S	S	M	T	W	
	A			A		A		A			A		A	7.30pm
					B							B		9.00pm
C	C			C	C	C	C	C			C	C	C	5.15pm
D						D								7.30pm
		E							E					10.00pm

Your latest

You have been watching

Brand C
Episode 5

Continue watching · 15 minutes remaining · Expiring in 1 day
3 new episodes

Brand A
3 new episodes

Brand B
1 new episode

Your latest

You have been watching

Brand D
1 new episode available

Brand A
2 new episodes

Brand C
2 new episodes