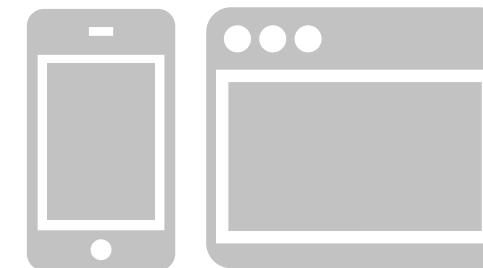


We are **nice agency**

Find us at:
Linen Court, 10 East Road
London N1 6AD

Contact us at:
+44 (0) 203 640 9333
niceagency.co.uk

nicer[®]



Client:
Channel 4

Project:
Shortform

Date:
12 August 2013

We are **nice agency**

Client:
Channel 4

Project:
Shortform

Section:
Web designs

Web Designs

The image shows three versions of the Channel 4 4oD homepage side-by-side, labeled 1.0, 1.1, and 2.

- Version 1.0:** Shows a 'SHORTS' section at the top left with three thumbnail cards: 'Made in Chelsea', 'Brand New Shameless', and '16 Kids and Counting'. A purple callout bubble labeled '1.0' points to this area.
- Version 1.1:** Shows a 'VIEW CLIPS, EXTRAS & TRAILERS' section for 'Shorts' at the top right, featuring thumbnails for 'Made in Chelsea' and 'Run'. A purple callout bubble labeled '1.1' points to this area.
- Version 2:** Shows a 'Carousel' section at the top right, featuring a large 'British Gas' advertisement for 'Click to make a plane' followed by 'Most Popular' and 'Featured Shorts' sections. A purple callout bubble labeled '2' points to this area.

Carousel

1.0

We used a Shorts branded carousel to promote Shorts content. Users understood this content was different to Long Form.

1.1

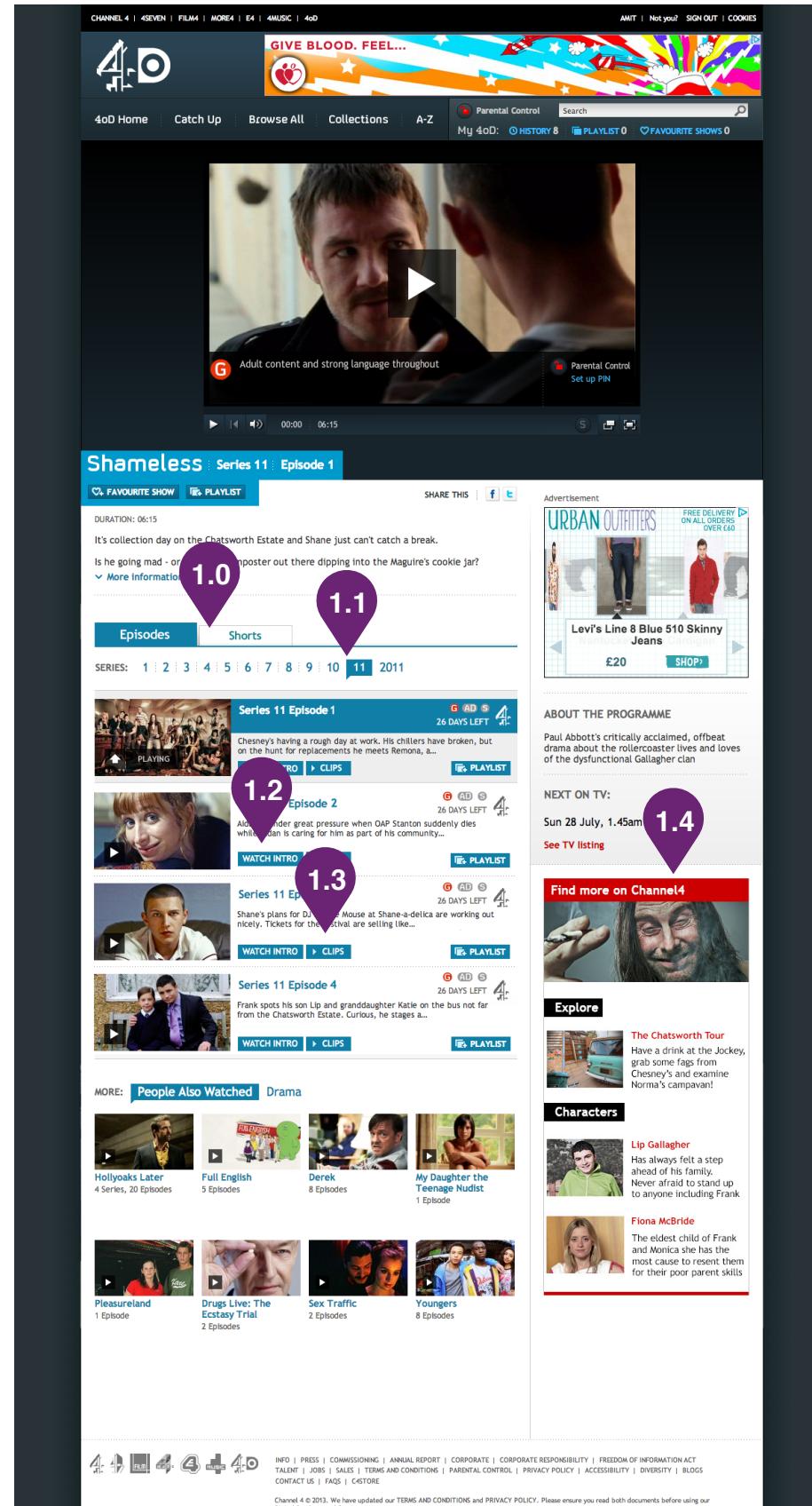
We would advise not having the Short form carousel as the first one in the set moving forwards.

Homepage Area

1.1

An area called Featured Shorts was added beneath the Most Popular area on the homepage.

This area would need to be driven by a feed or editorially curated if possible.

**Episodes/Shorts Tabs****1.0**

The 2 tabbed version of this was widely accepted as the easiest to understand and use. We also kept the visual style of the highlighted on state being coloured but added shadow and a key line for emphasis.

Latest / Series**1.1**

This design shows a series number highlighted. The most recent by default.

Require design showing Latest selected/appearing

Watch Intro**1.2**

Watch intro button appears in episode metadata when available.

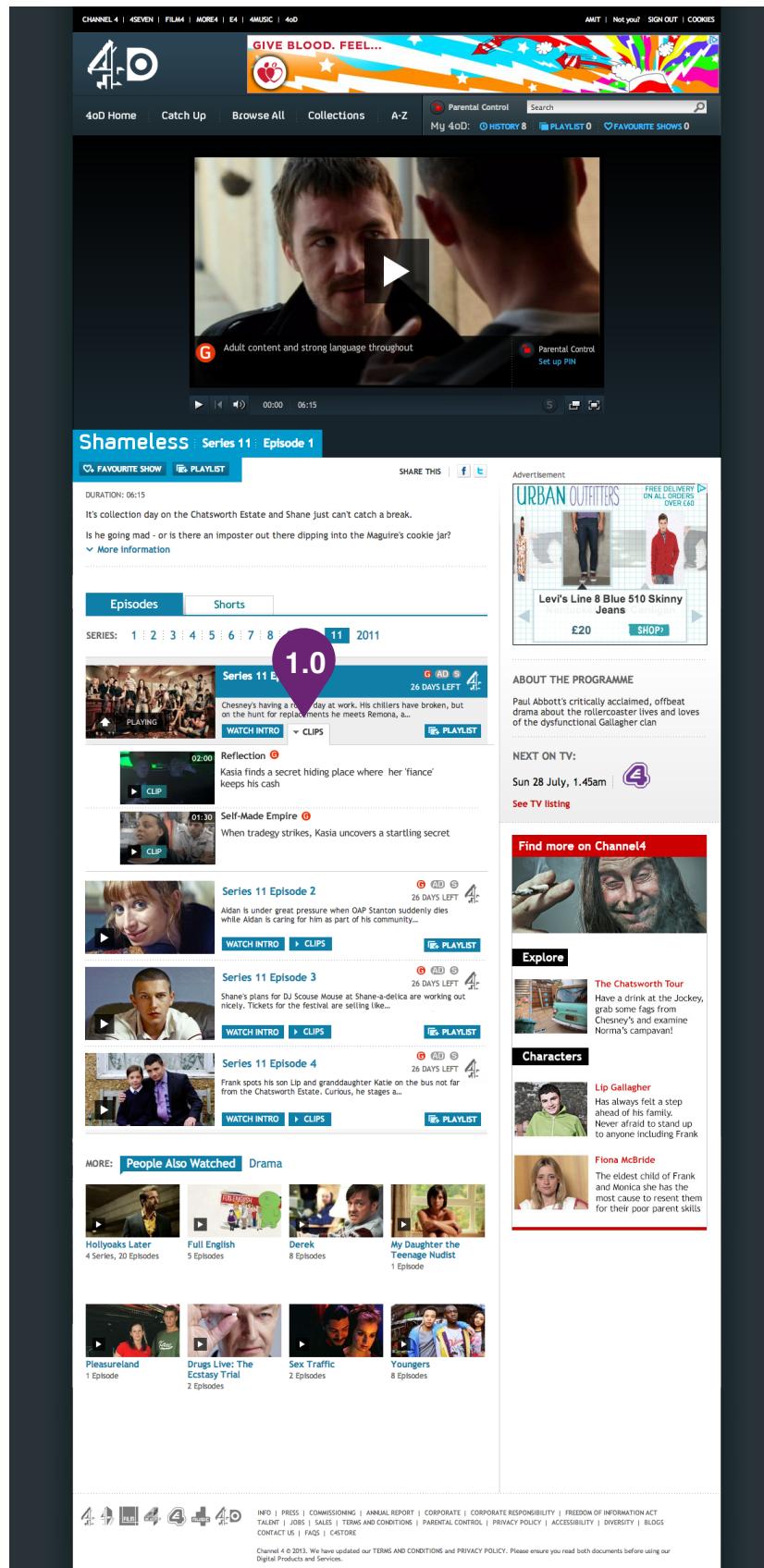
Clips dropdown**1.3**

Clips appear embedded within episodes. All clips relating to the episode are shown in a drop down area. This is shown on page 4.

BIP area**1.4**

An area that links to the relevant BIP can be found here. The design for these may vary by brand and may not appear for all brands.

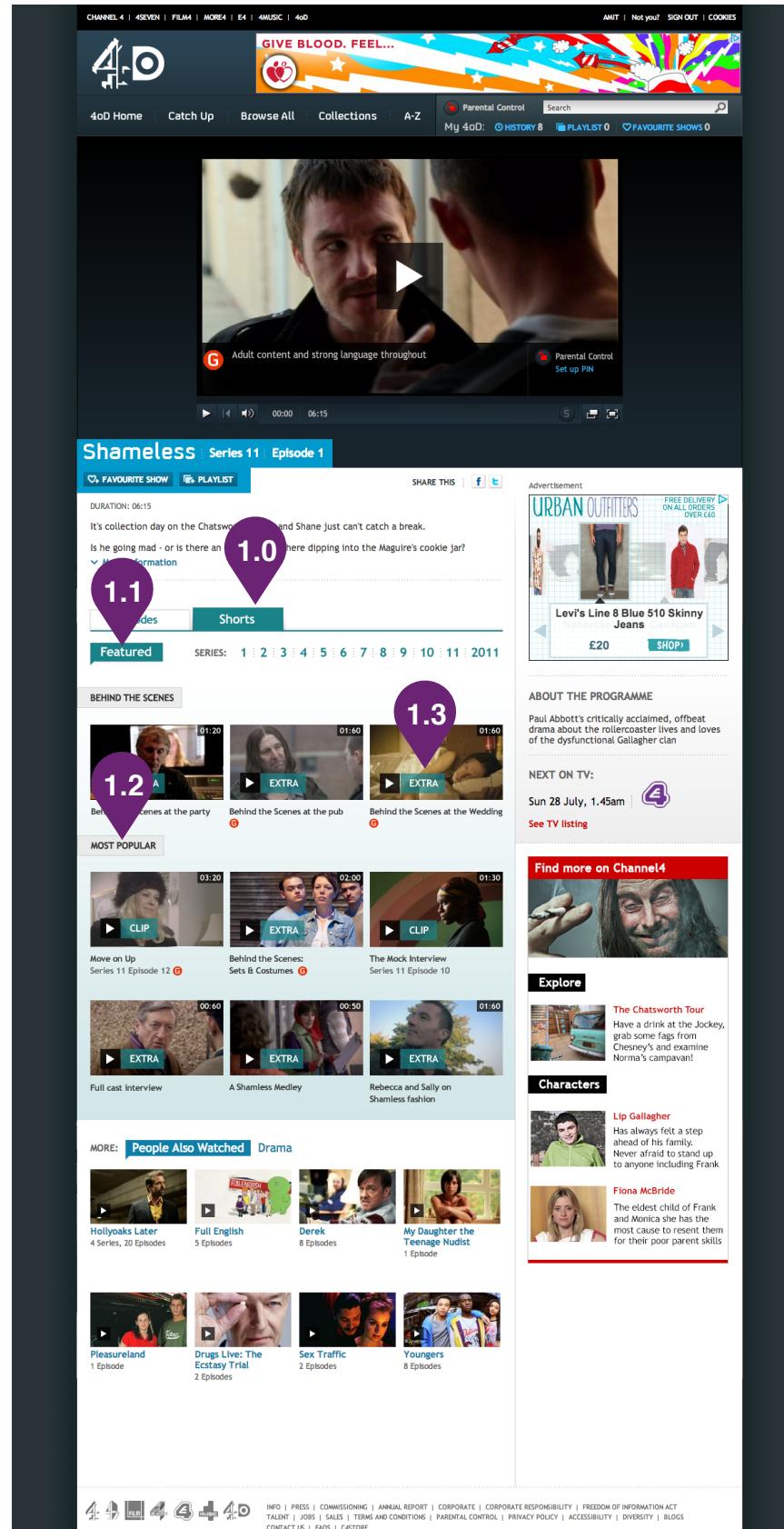
Require design showing alternative without link to the BIP



Clips dropdown

1.0

Clips appear embedded within episodes.
All clips relating to the episode are shown
in a drop down area.



Episodes/ Shorts Tabs

1.0

We kept the visual style of the highlighted on state being coloured but added shadow and a key line for emphasis.

Require design showing what this looks like with no Shorts content available.

Featured / Series

1.1

We kept the visual style of the highlighted on state being coloured.

Require design showing no latest/ series information

Categories

1.2

Categories were added here to group the featured short form content. This content being the best clips, trailers, previews and extras.

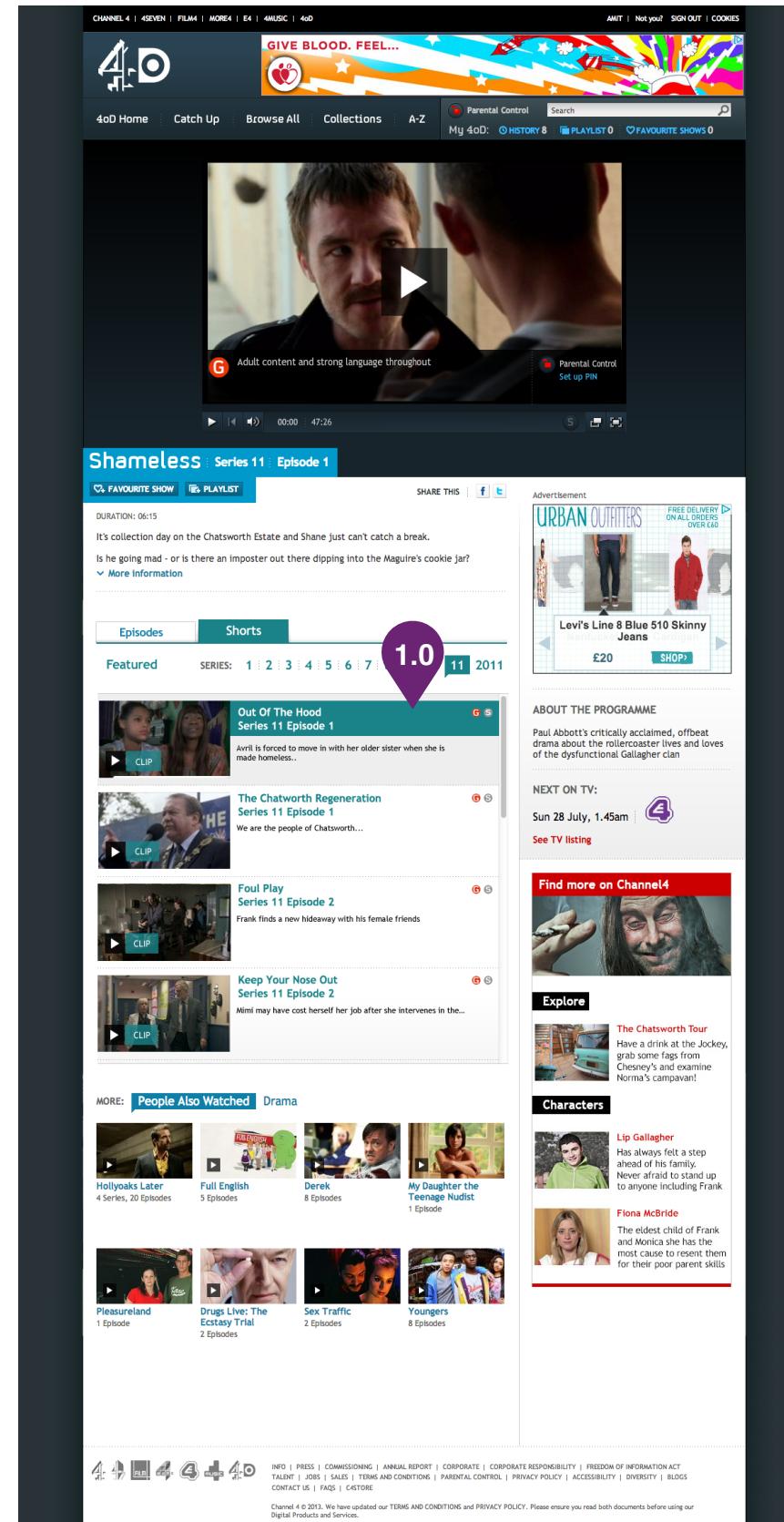
The categories shown in the design are not a reflection of what is possible. This will need to be investigated.

Image Information

1.3

Upon every short form image the relevant content type is indicated.

- *Clip
- *Preview
- *Extra
- *Trailer



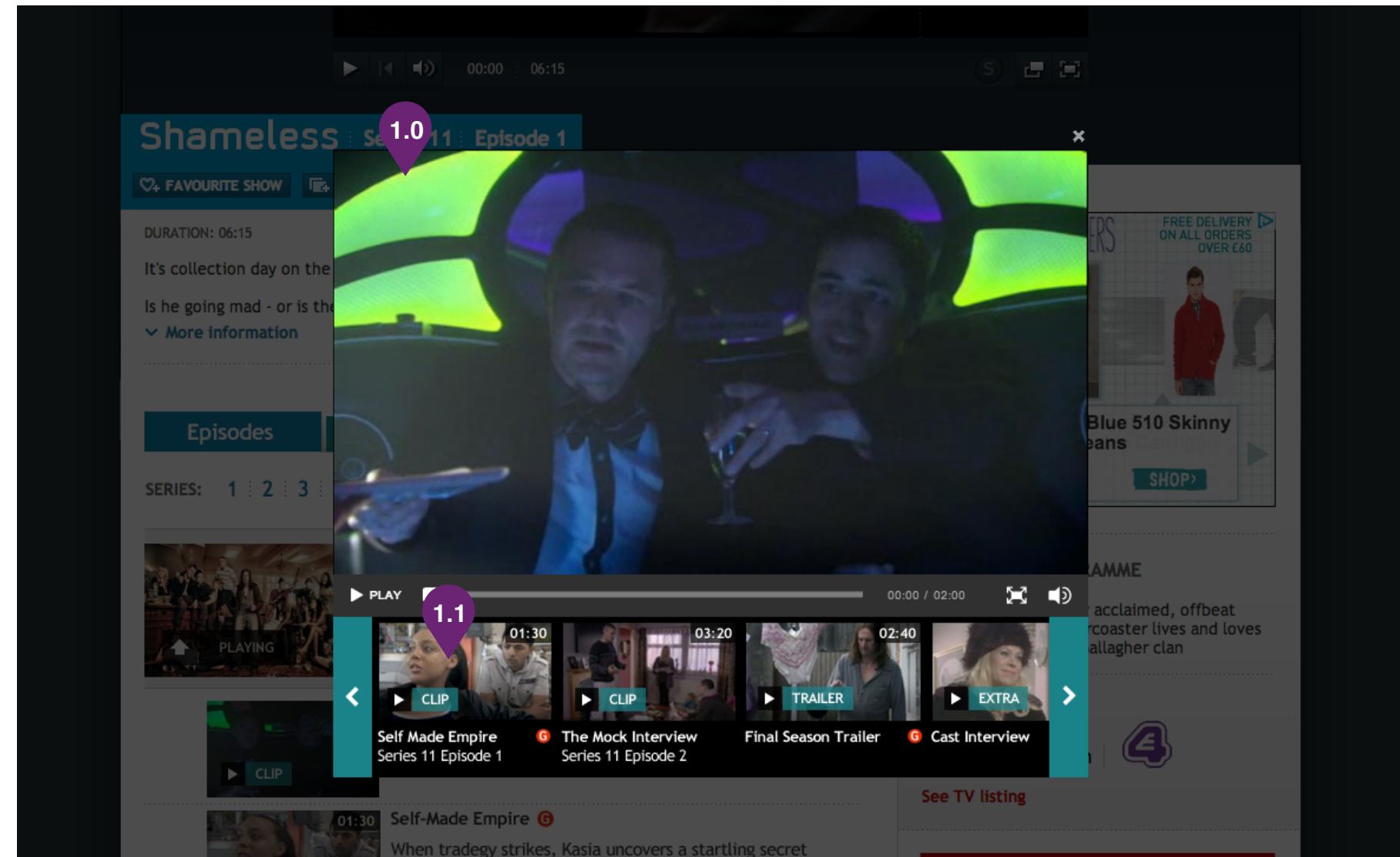
Shorts tab Series

1.0

We found the list view of this tested most effectively.

Our recommendation for the ordering of the short form content within this area would be as follows

- *Series Trailer
- *Series Extras
- *Episode 1 Clip 1
- *Episode 1 Clip 2
- *Episode 2 Clip 1
- *Episode 2 Clip 2



Modal Player

1.0 We found the modal player to be the version that tested best.

We will need to investigate the modal player appearing from the home screen. And what will appear in the top of the Brand Page when moving across to the Shorts tab.

1.1 We found that users wanted to be able to access the full episode from which they were watching the clips or intro from. This design doesn't allow for that currently.

The screenshot shows the 'All Shows' section of the Channel 4 4oD website. The main content area displays a grid of show thumbnails. A purple callout bubble highlights the number '1.0' next to a thumbnail for the show 'Father Ted'. The sidebar on the left lists categories such as Comedy, Documentaries, Drama, Entertainment, Food, News, Current Affairs and Politics, Audio Described, Channel 4, E4, More4, and 4Music. The bottom of the page features the Channel 4 logo and various navigation links.

Metadata

1.0

Showing the number of Shorts in the metadata was received well by testers.

The screenshot shows the Channel 4 4oD website's search results page for 'Shorts'. At the top, there's a navigation bar with links to CHANNEL 4, 4SEVEN, FILM4, MORE4, E4, 4MUSIC, and 4oD. On the right side of the header, there are links for ALASTAIR, Not you?, SIGN OUT, and COOKIES. A purple callout bubble with the number '1.0' is positioned over the search bar.

The main content area is titled 'All Shows' and features a sub-section for 'Shorts'. It says 'From the latest catch up to over 5000 hours of classic archive shows. Watch whatever you like...'. Below this, there are two video thumbnails: 'Banzai' and 'Medicine Men Go Wild'.

The search results are ordered by 'Latest'. The first result is 'One Born Every Minute' (67 Full Episodes, 12 Shorts). Other results include 'One Born at Christmas' (124 Full Episodes, 43 Shorts), 'One Born: Plus Size Mums' (14 Full Episodes, 8 Shorts), 'One Born: Twins and Triplets' (35 Full Episodes, 5 Shorts), 'One Born: What Happened Next?' (4 Full Episodes, 3 Shorts), 'One Man Walking' (12 Full Episodes, 7 Shorts), and 'One Mile Away' (23 Full Episodes, 12 Shorts).

On the left sidebar, there are categories for Comedy (128), Documentaries (317), Drama (123), Entertainment (81), Food (65), News, Current Affairs and Politics (33), Audio Described (86), and Channel 4 (662), E4 (29), More4 (34), and 4Music (18). There's also a 'SHOW MORE' button.

At the bottom of the page, there are social media icons for Facebook, Twitter, YouTube, and Pinterest, along with a '4oD' logo. A footer navigation bar includes links for INFO, PRESS, COMMISSIONING, ANNUAL REPORT, CORPORATE, CORPORATE RESPONSIBILITY, FREEDOM OF INFORMATION ACT, TALENT, JOBS, SALES, TERMS AND CONDITIONS, PARENTAL CONTROL, PRIVACY POLICY, ACCESSIBILITY, DIVERSITY, and BLOGS. It also includes links for CONTACT US, FAQS, and CASTORE. A small note at the bottom states: 'Channel 4 © 2013. We have updated our TERMS AND CONDITIONS and PRIVACY POLICY. Please ensure you read both documents before using our Digital Products and Services.'

Metadata

1.0

Showing the number of Shorts in the metadata was received well by testers.

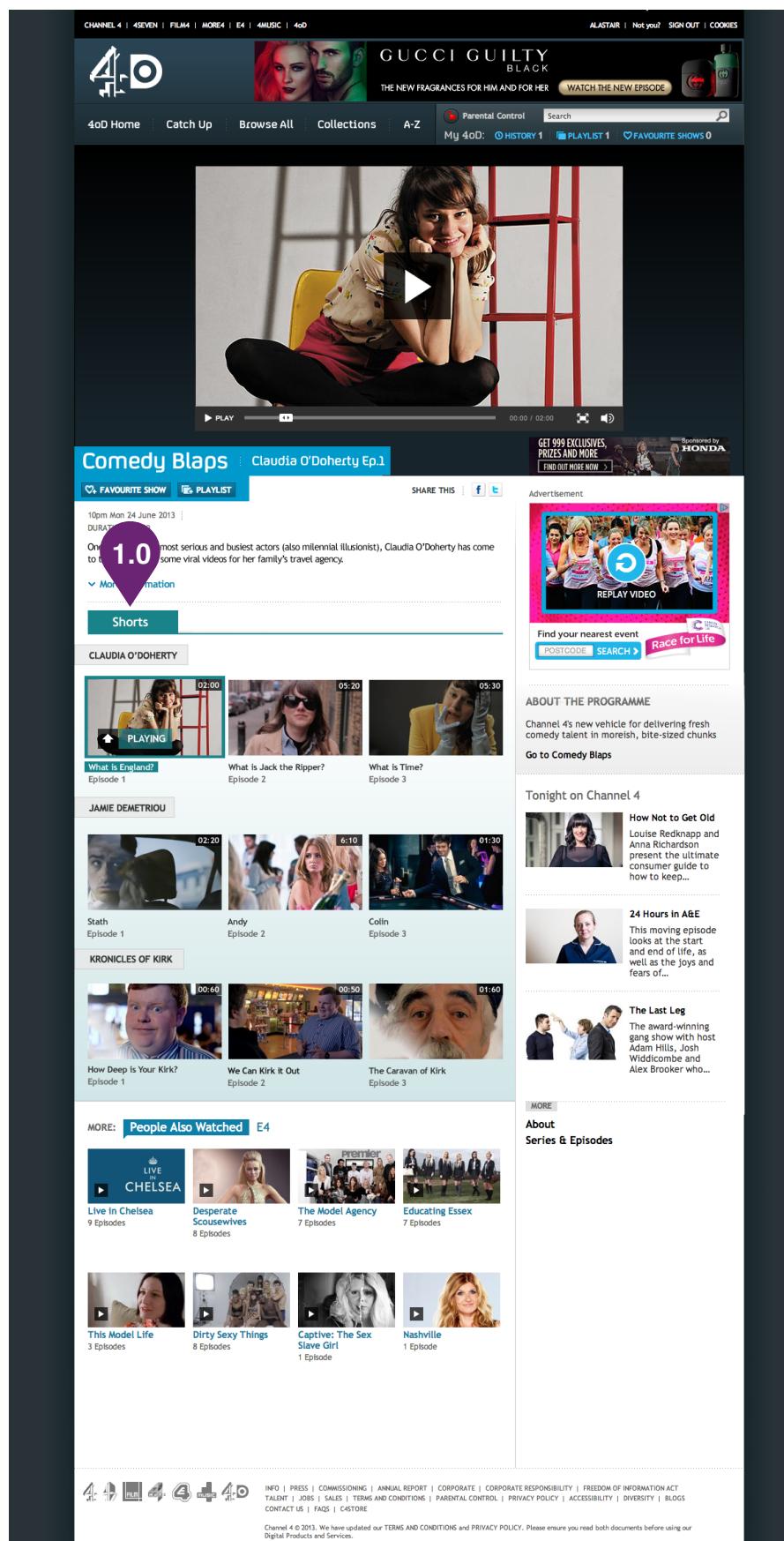
Please note Full episodes should be Episodes

We are nice agency

Client:
Channel 4

Project:
Shortform

Section:
Comedy Blaps brand page



1.0

This shows a version of how a Shorts only brand could be shown. This in general seemed to confuse users and the Heston version was received much better.

This needs more thought to work out the best option for Shorts only brands. Where do they sit within 4oD and are they even branded as Shorts.

The screenshot shows the Channel 4 website interface. At the top, there's a navigation bar with links like 'CHANNEL 4 | 4SEVEN | FILM | MORE4 | E4 | 4MUSIC | 4oD'. Below the navigation is a banner for 'GUCCI GUILTY BLACK'. The main content area features a video player showing a chef preparing food outdoors. Below the video, the title 'Heston's Ultimate Food by Waitrose' is displayed, along with a play button and a timestamp of '00:00 03:38'. To the right of the video player, there's an advertisement for 'myWaitrose' with the tagline 'More of what you love'. A purple callout bubble labeled '1.0' points to the video player area. Below the video player, a list of episodes is shown:

- Heston's Ultimate Cheeseburgers (03:38)
- Heston's Barbecue Chicken Wings (04:08)
- Heston's Chilli Dog (04:38)
- Ultimate Interview with Heston (03:30)

Below the episode list, there's a section titled 'MORE: People Also Watched' featuring other shows like 'Live in Chelsea', 'Desperate Scousewives', 'The Model Agency', 'Educating Essex', 'This Model Life', 'Dirty Sexy Things', 'Captive: The Sex Slave Girl', and 'Nashville'.

1.0

This also shows a version of how a Shorts only brand could be shown.

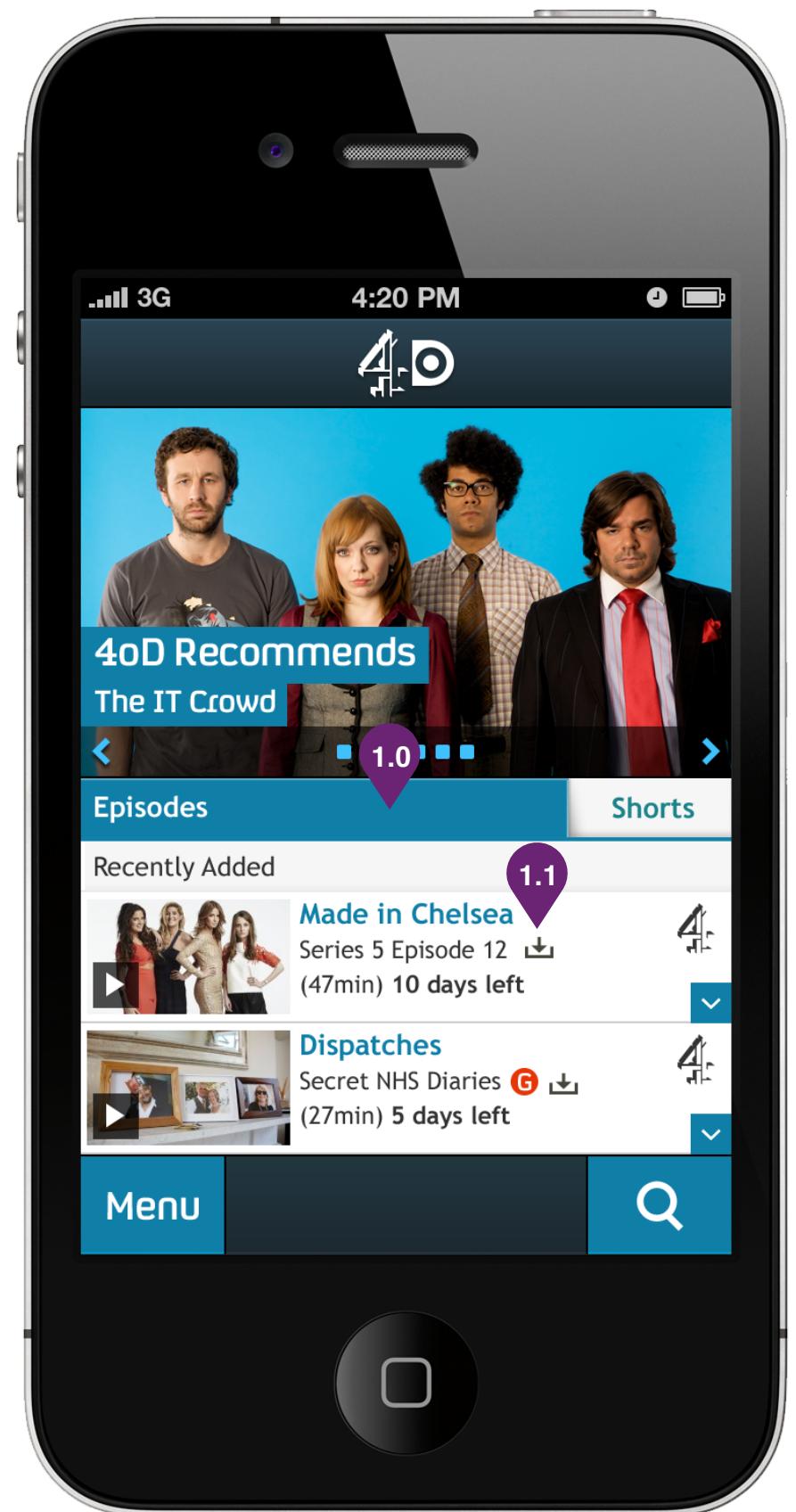
This in general seemed fair better with users. This is believed to be down to the list view in place.

To be noted is that there does't appear to be an order as there is no TX date or expiry date.

1.1

Removal of short form type from the image.

Mobile Designs

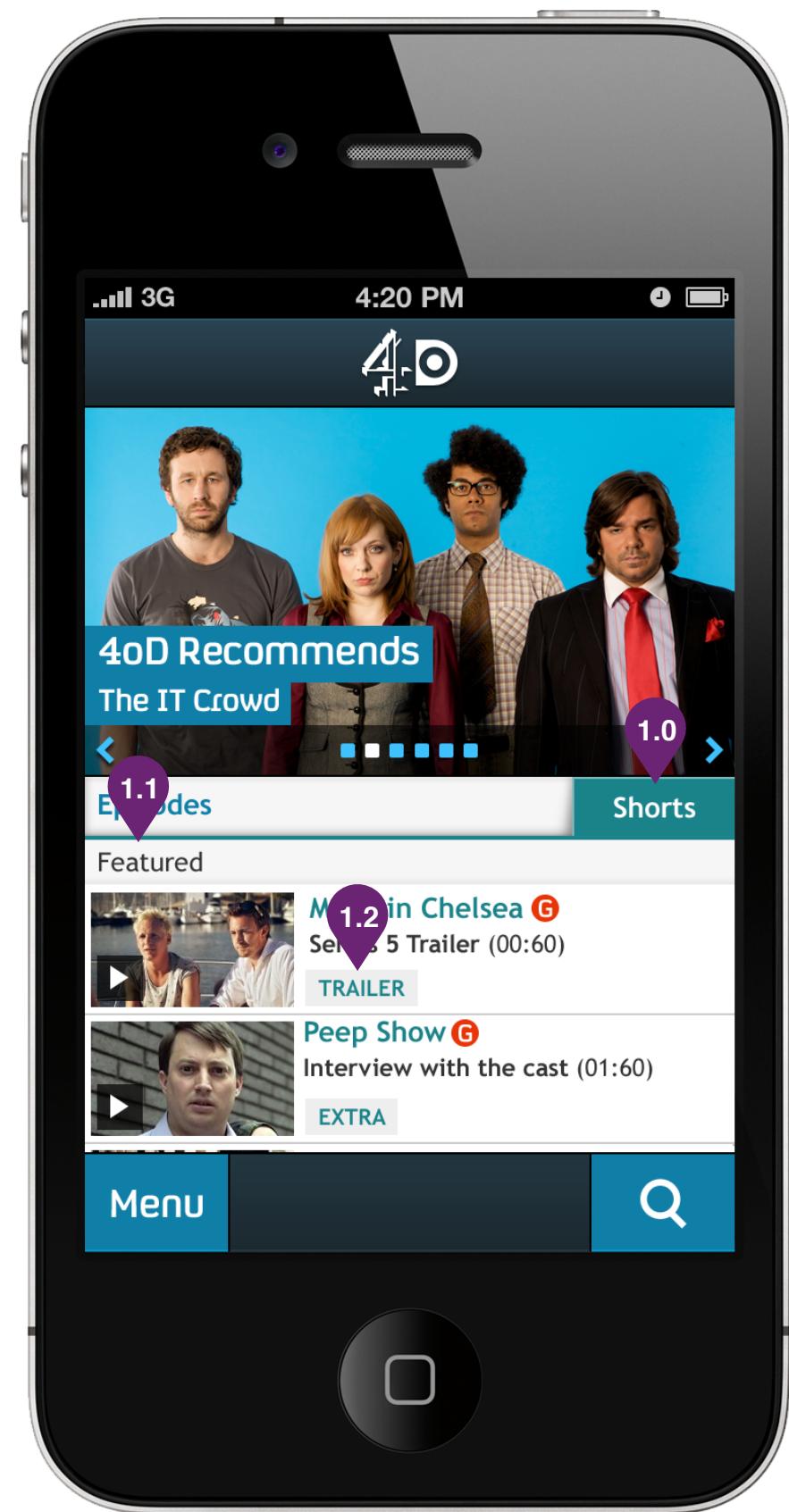


1.0

The 2 tabbed version of this was widely accepted as the easiest to understand and use. We also kept the visual style of the highlighted on state being coloured but added shadow and a key line for emphasis.

1.1

We moved the Download button to indicate a download is available but as not to confuse the user with the blue button to instigate a download.



1.0

Shorts tab highlighted

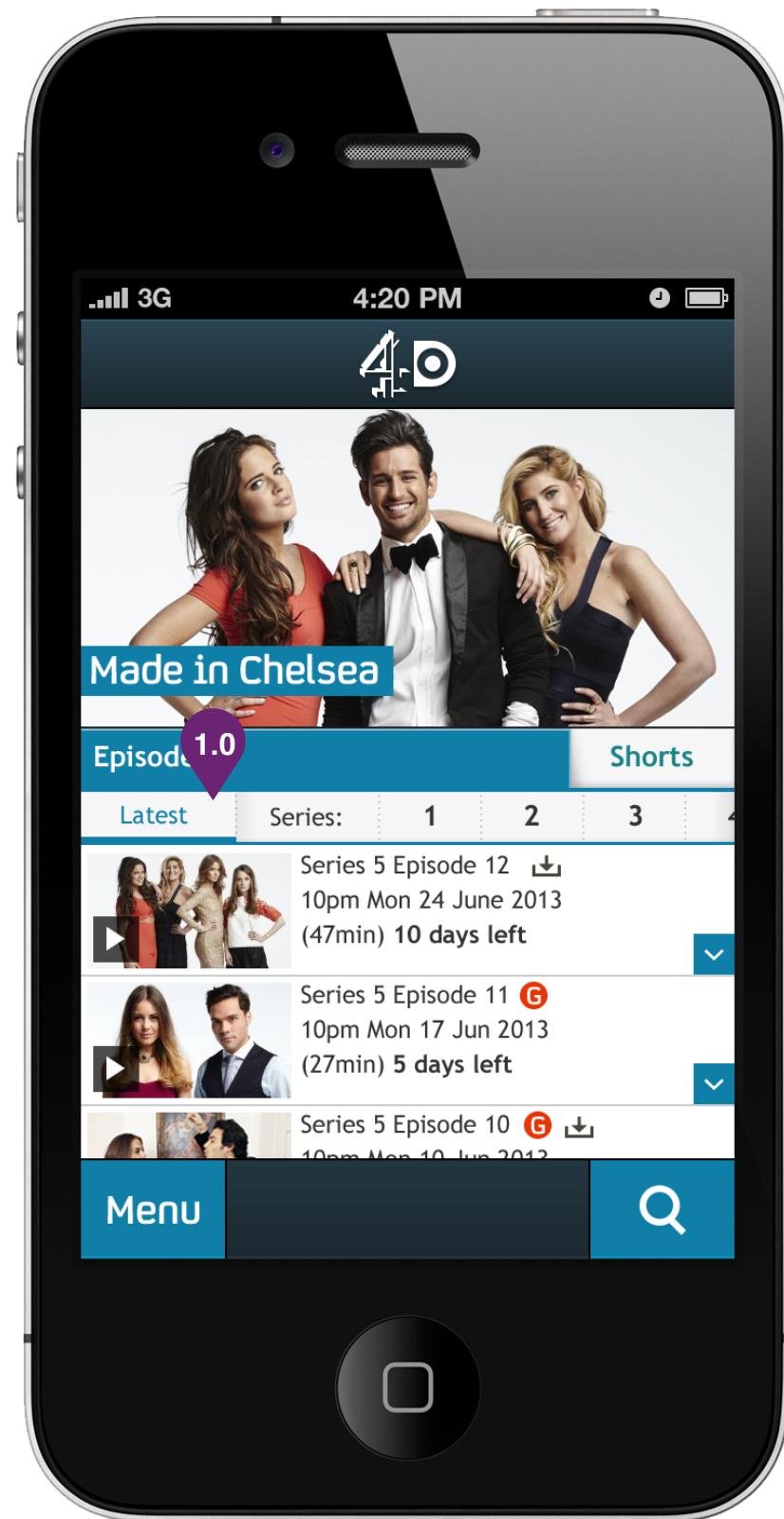
1.1

This Featured line was rarely noticed by users even when they were asked how these shorts were collated.

Design to investigate a way of emphasising this area.

1.2

Visual indicators of the short form content type are located within the content box. Not on the images due to the screen size on mobile.



1.0

Added a highlight to the area that shows which area the user is in.

Latest by default.

This row can also scroll to the left and right if needed for additional series.

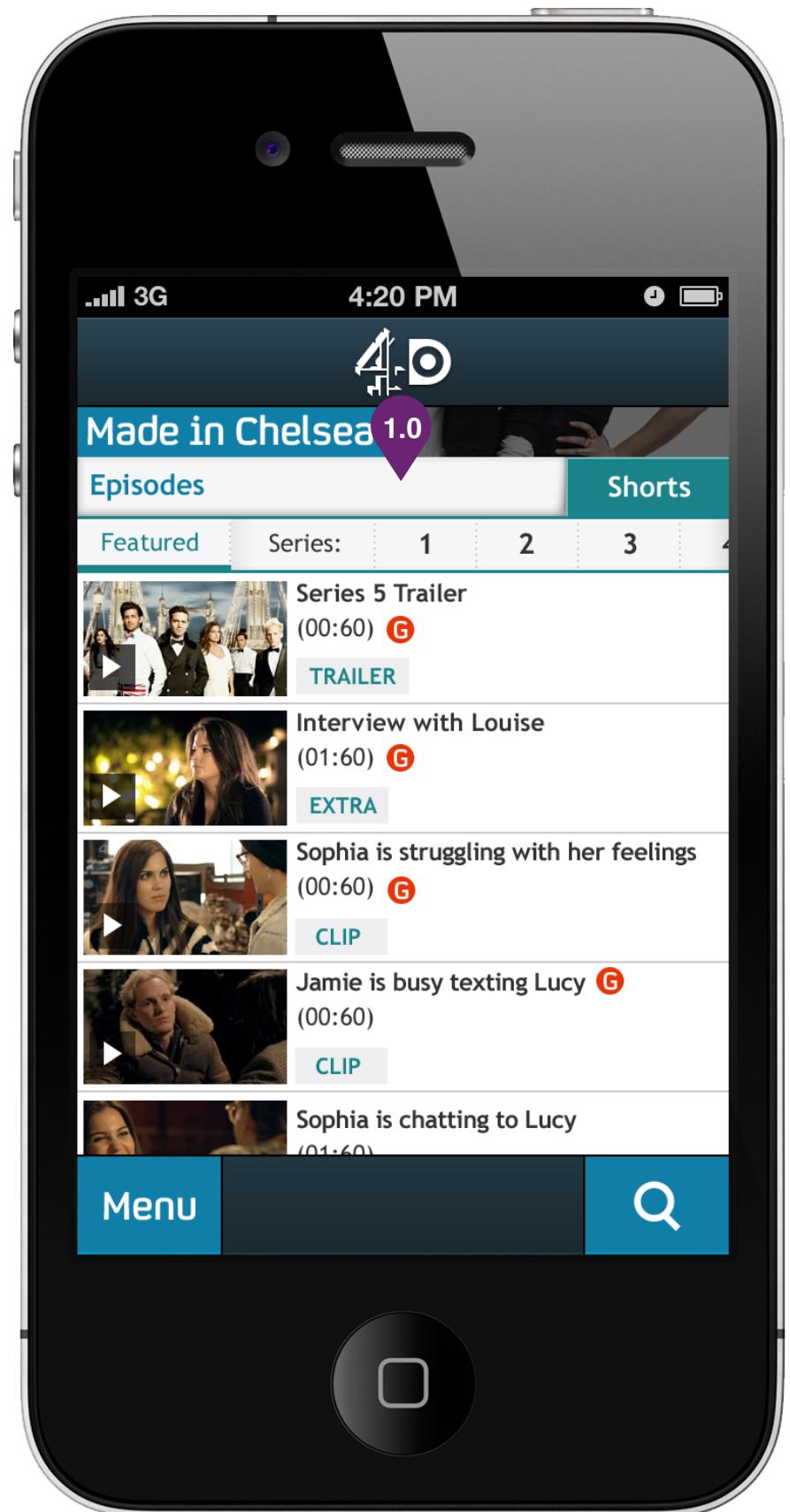


1.0

Added a highlight to the area that shows which area the user is in.

Featured by default. Featured shorts include Extras, Trailers, Previews and Clips that are curated.

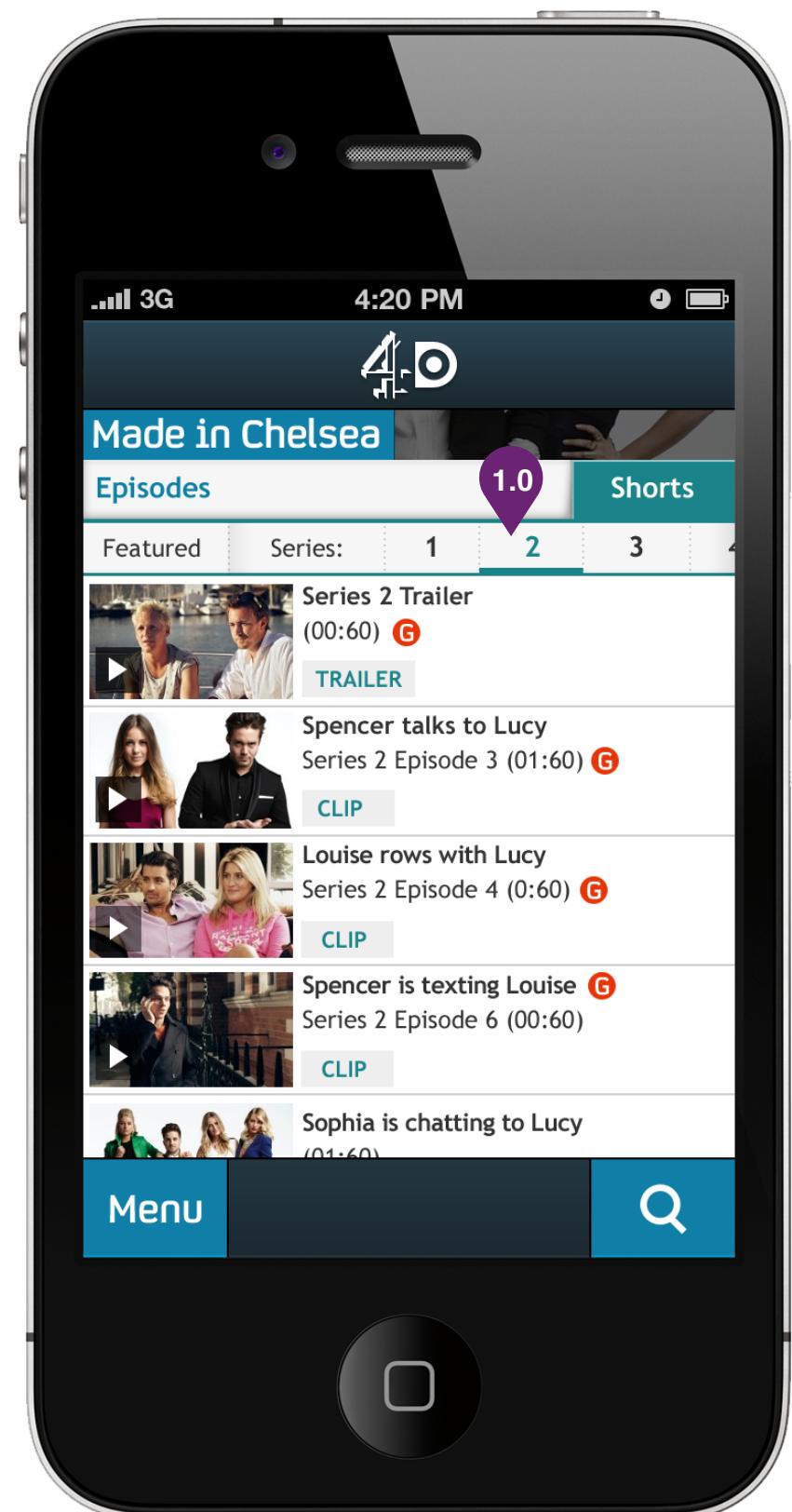
This row can also scroll to the left and right if needed for additional series.



1.0

We would recommend allowing the user to scroll the entire page and having the Brand information and featured/Series row kept stuck to the top.

This tested very well with users.

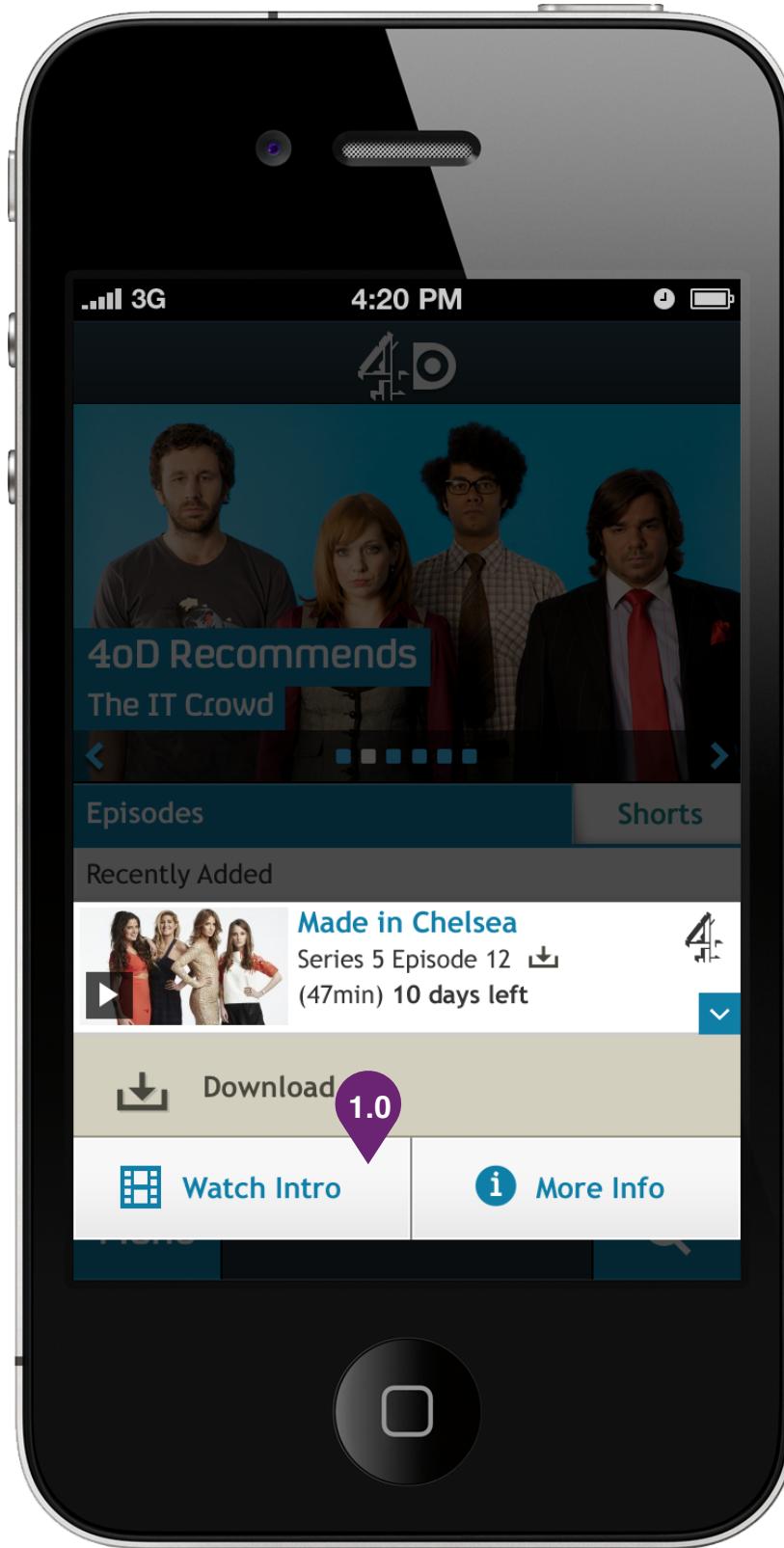


1.0

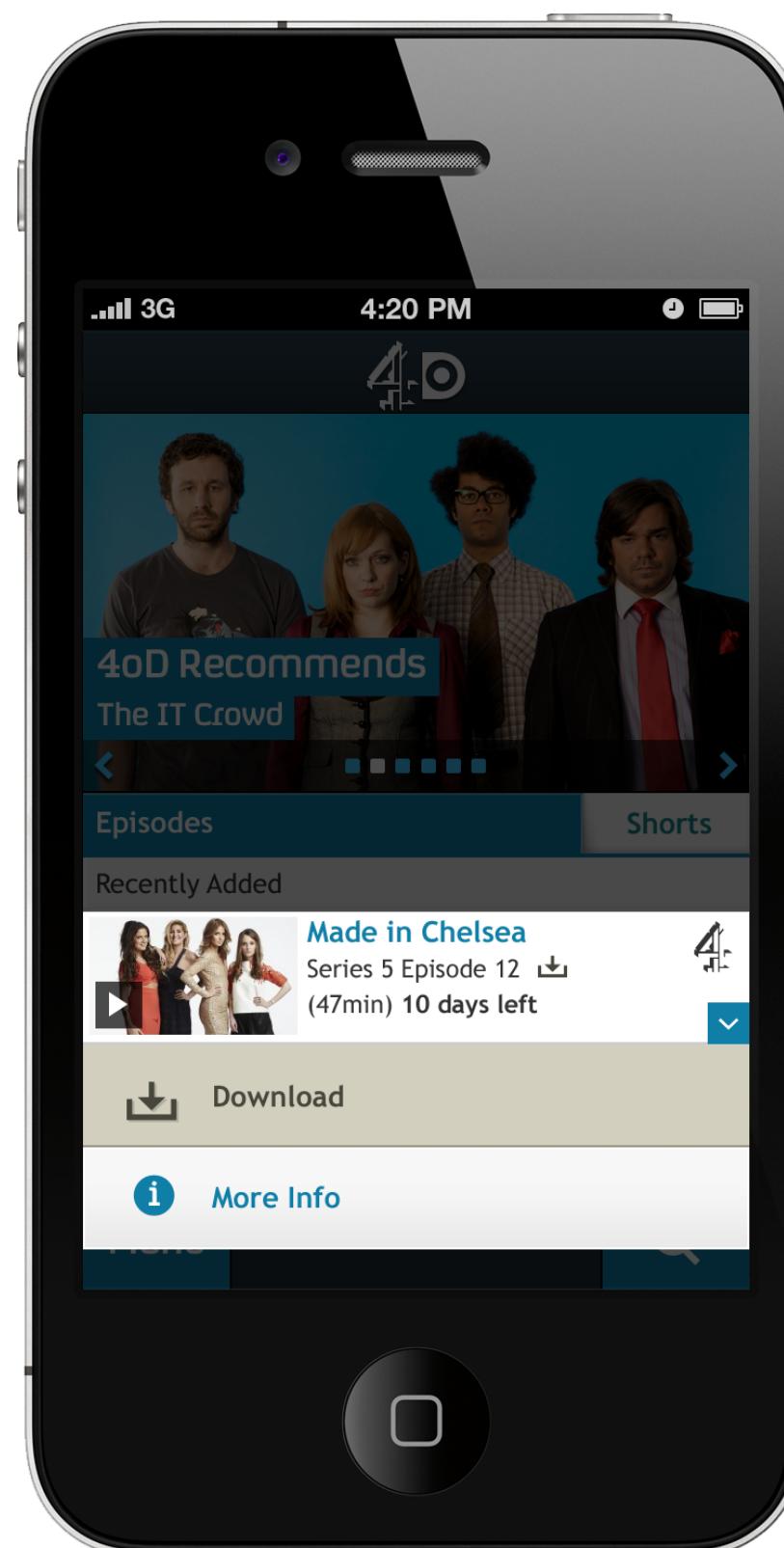
Our recommendation for the ordering of the short form content within this area would be as follows

- *Series Trailer
- *Series Extras
- *Episode 1 Clip 1
- *Episode 1 Clip 2
- *Episode 2 Clip 1
- *Episode 2 Clip 2

Option 1



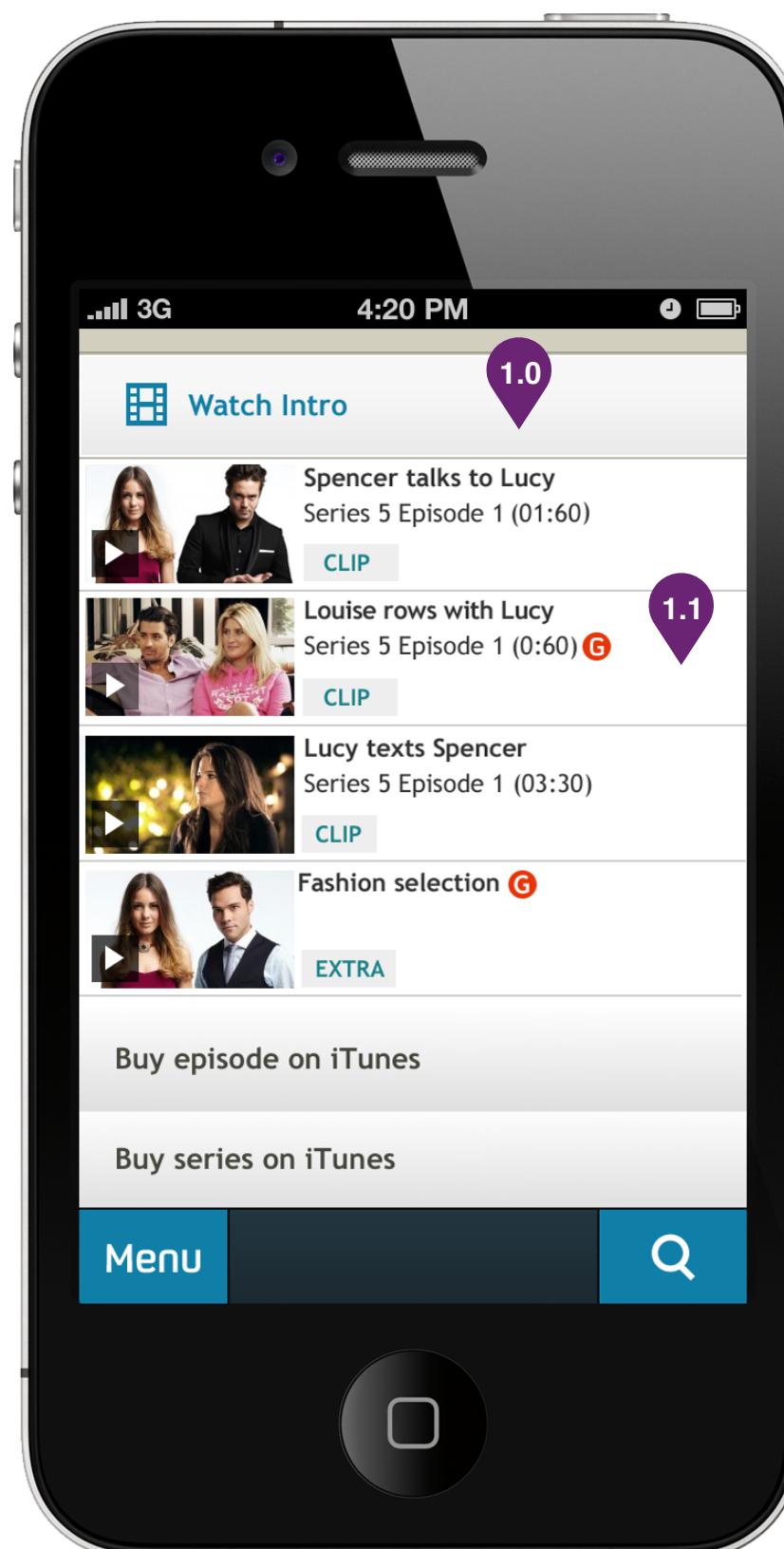
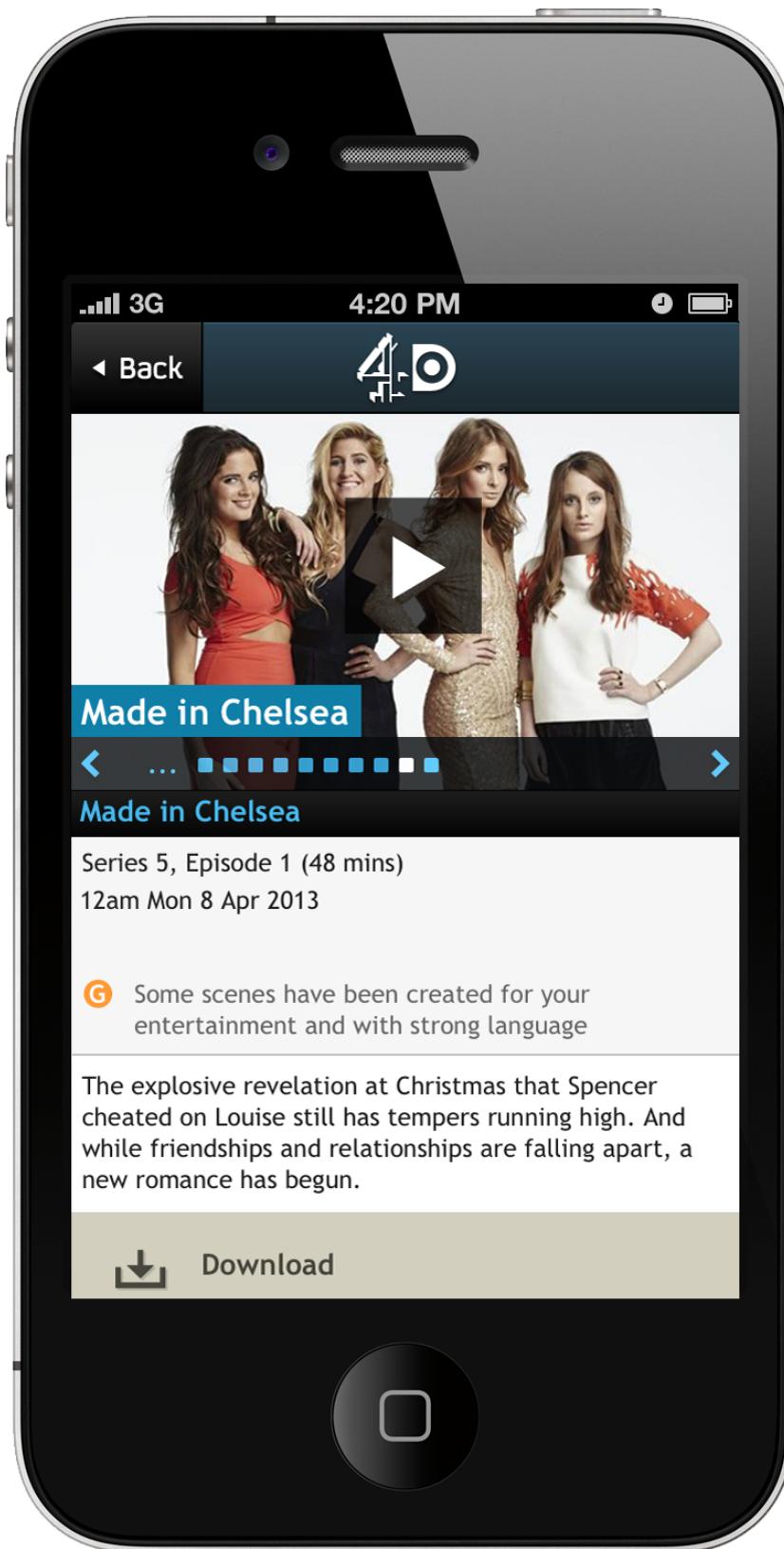
Option 2



1.0

We have shown two options for the drop down. The first option tested well but is dependant on technical validation.

If the Watch intro cannot be implemented here we would recommend adding this feature to the Episode view.



1.0

We recommend adding in the Watch Intro button into this area.

1.1

We have also nested the relevant clips and extras within the Episode view.