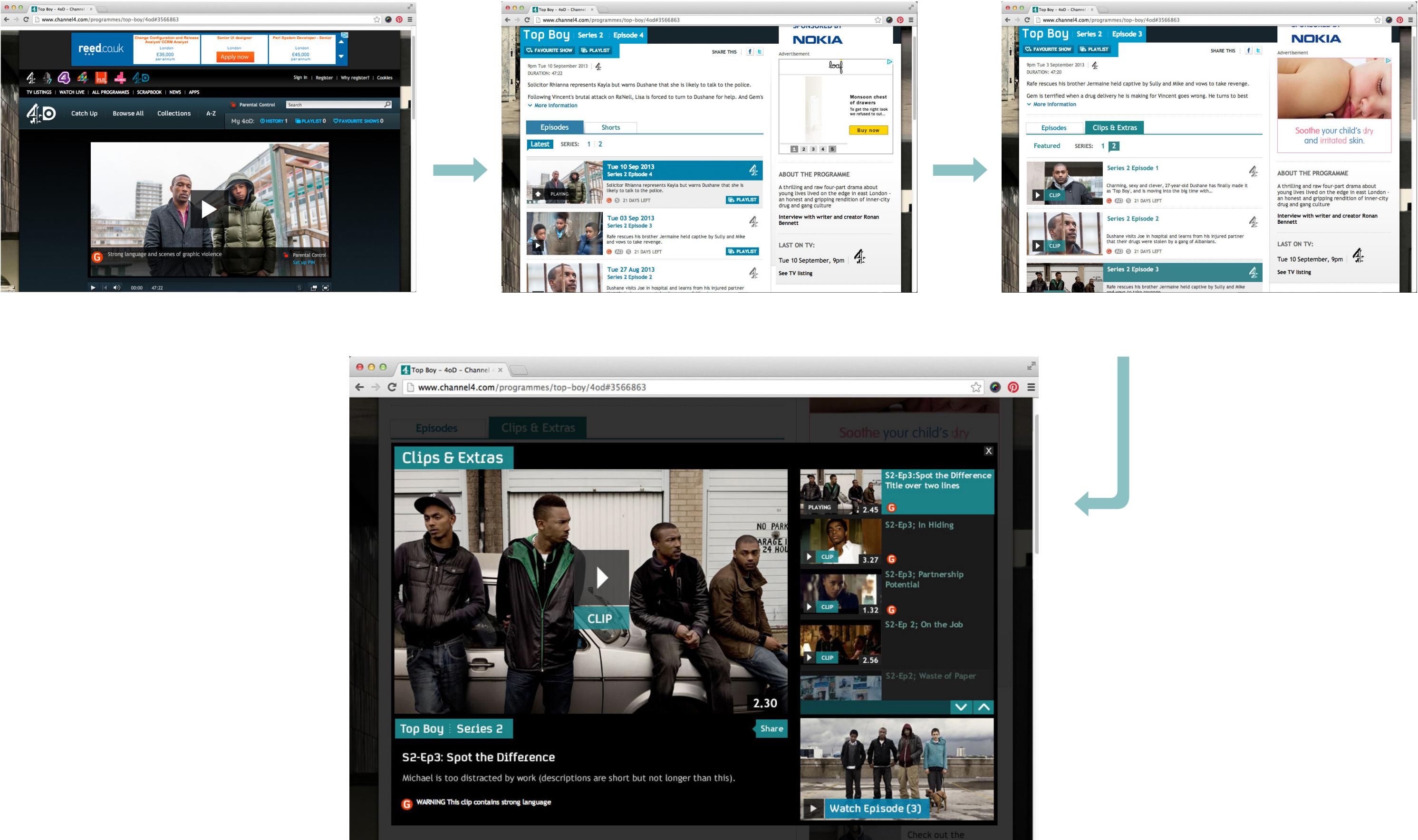


Short form on 4oD

Short form on 4oD

User Journey - Long form to short



Short form on 4oD

Module pop-up player with carousel

The screenshot shows a web browser window with the URL www.channel4.com/programmes/top-boy/4od#3566863. The page features a navigation bar with 'Episodes' and 'Clips & Extras' tabs. The 'Clips & Extras' tab is active, displaying a large video player for a clip titled 'S2-Ep3: Spot the Difference' with a duration of 2.30. Below the video player, there is a description: 'Michael is too distracted by work (descriptions are short but not longer than this).', a warning icon (G) indicating 'WARNING This clip contains strong language', and a 'Share' button. To the right of the main video player is a carousel of smaller video thumbnails, each with a 'CLIP' label and a duration. The thumbnails are: 'S2-Ep3: Spot the Difference' (2.45), 'S2-Ep3; In Hiding' (3.27), 'S2-Ep3; Partnership Potential' (1.32), 'S2-Ep 2; On the Job' (2.56), and 'S2-Ep2; Waste of Paper'. At the bottom of the carousel is a 'Watch Episode (3)' button. The page also includes a 'Soothe your child's dry' advertisement and a 'Check out the' link at the bottom right.

Top Boy - 4oD - Channel 4

www.channel4.com/programmes/top-boy/4od#3566863

Episodes Clips & Extras

Clips & Extras

Soothe your child's dry

CLIP 2.30

Top Boy Series 2

S2-Ep3: Spot the Difference

Michael is too distracted by work (descriptions are short but not longer than this).

G WARNING This clip contains strong language

Share

PLAYING 2.45 G S2-Ep3: Spot the Difference Title over two lines

CLIP 3.27 G S2-Ep3; In Hiding

CLIP 1.32 G S2-Ep3; Partnership Potential

CLIP 2.56 S2-Ep 2; On the Job

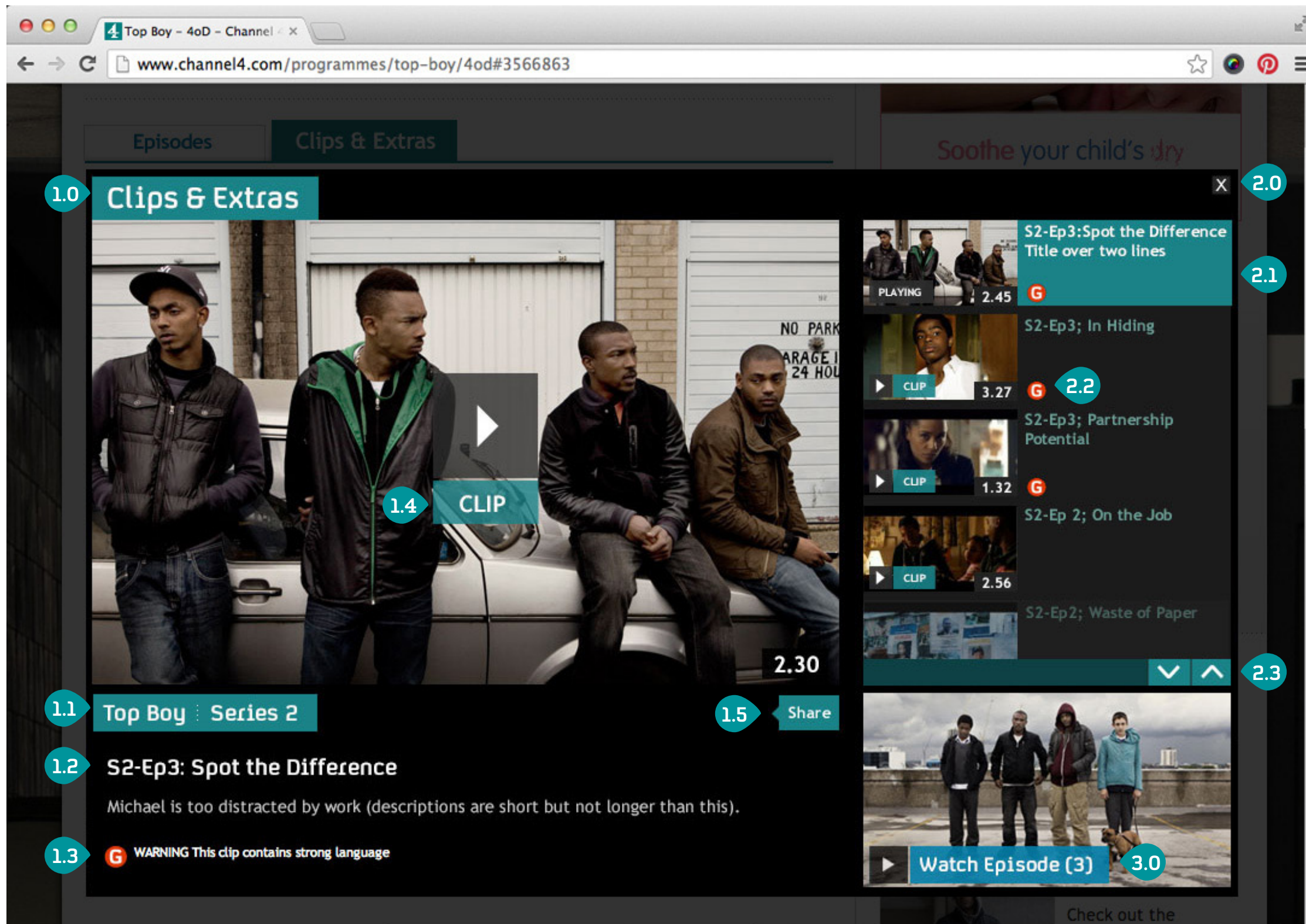
S2-Ep2; Waste of Paper

Watch Episode (3)

Check out the

Short form on 4oD

Module pop-up player with carousel



Module pop-up player

- 1.0 Module pop-up title
- 1.1 Brand title in the C4 style and series number or featured title shown
- 1.2 Episode information
- 1.3 Episode guidance information
- 1.4 Short form label is repeated on the video player screen
- 1.5 Close button for the module pop up player.
- 2.0 Selected video is highlighted in the short form colour with the word playing on thumbnail
- 2.1 Guidance icon is show on the relevant video thumbnails
- 2.2 More text to help a user understand they are only viewing clips from that series and that episode
- 2.3 Navigational scrolling to more videos. The arrows will be faded until they become active
- 3.0 4oD ad link to the relevant full episode. Using the same type of labeling as we do for Clips & Extras the design is kept simple. If possible the dynamic text should show the correct episode number relating to the clip your viewing. This would only be applicable on featured views which merge series clips together.

Short form on 4oD

Module pop-up player - 4 videos or less

The screenshot shows a web browser window with the URL www.channel4.com/programmes/top-boy/4od#3566863. The page features a navigation bar with 'Episodes' and 'Clips & Extras' tabs. The 'Clips & Extras' tab is active, displaying a large video player for a clip titled 'S2-Ep3: Spot the Difference' from 'Top Boy: Series 2'. The clip has a duration of 2.30 minutes and a 'G' rating. Below the video player, there is a description: 'Michael is too distracted by work (descriptions are short but not longer than this).', a warning: 'WARNING This clip contains strong language', and a 'Share' button. To the right of the main video player, there is a sidebar with a list of other clips, each with a thumbnail, title, duration, and rating. The clips listed are: 'S2-Ep3: Spot the Difference' (2.45, G), 'S2-Ep3; In Hiding' (3.27, G), 'S2-Ep3; Partnership Potential' (1.32, G), and 'S2-Ep 2; On the Job' (2.56). At the bottom of the sidebar, there is a button to 'Watch Episode (3)'. The page also features a 'Soothe your child's dry' advertisement at the top right.

Top Boy - 4oD - Channel 4

www.channel4.com/programmes/top-boy/4od#3566863

Episodes Clips & Extras

Clips & Extras

PLAYING 2.45 G S2-Ep3: Spot the Difference Title over two lines

CLIP 3.27 G S2-Ep3; In Hiding

CLIP 1.32 G S2-Ep3; Partnership Potential

CLIP 2.56 S2-Ep 2; On the Job

Watch Episode (3)

Check out the

Top Boy : Series 2

S2-Ep3: Spot the Difference

Michael is too distracted by work (descriptions are short but not longer than this).

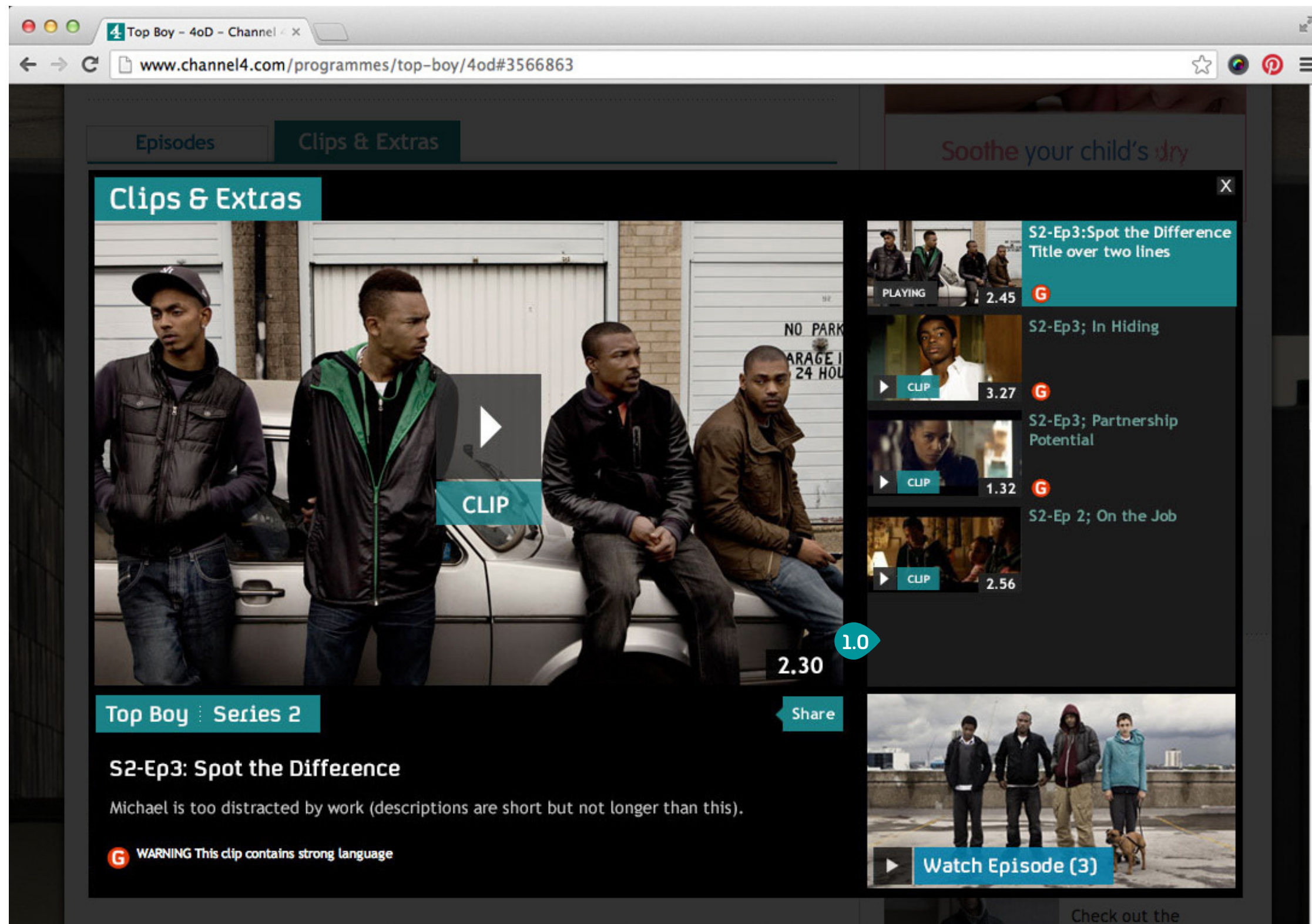
G WARNING This clip contains strong language

CLIP 2.30

Share

Short form on 4oD

Module pop-up player - 4 videos or less



Module pop-up player

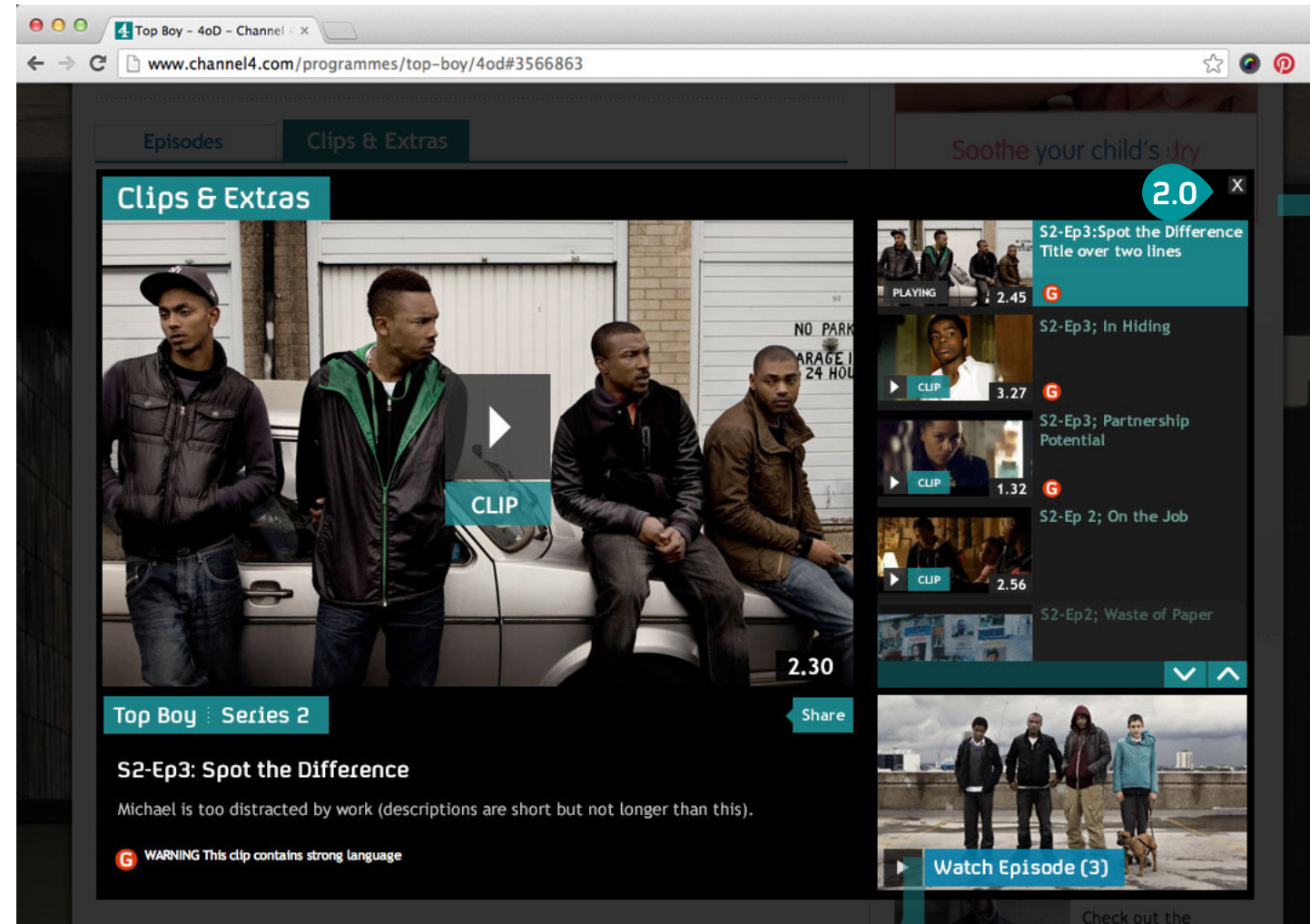
- 1.0 When there are four videos or less the navigational bar won't be displayed.

The slightly lighter background can be seen more which acts as an anchor to the video list to stop them from appearing to float.

This background colour also allows the eye to naturally roam down the page to the 4oD full episode advert.

Short form on 4oD

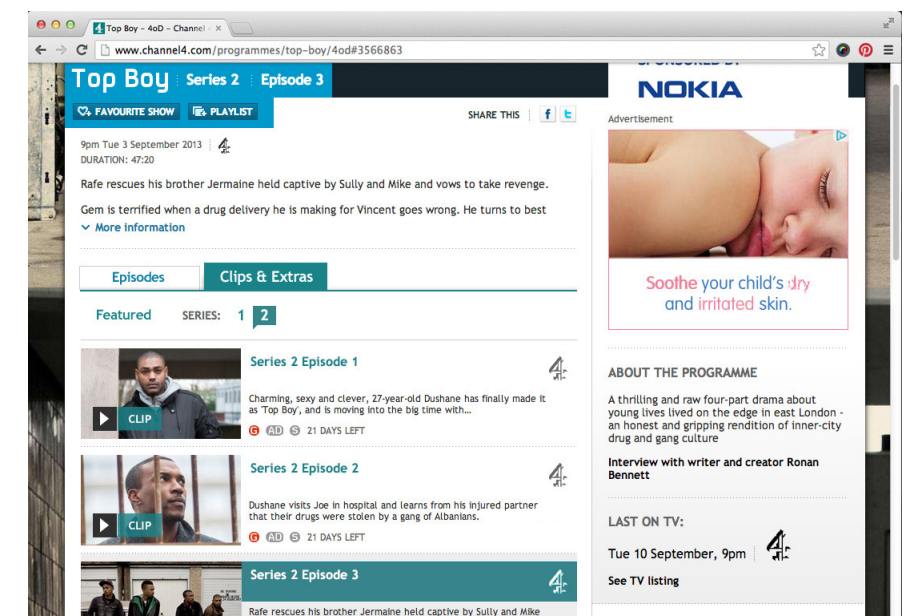
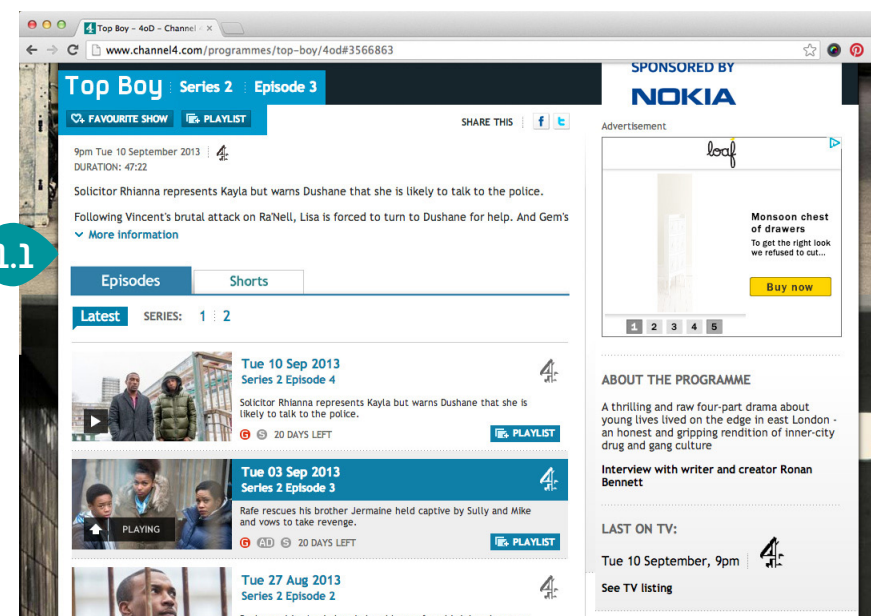
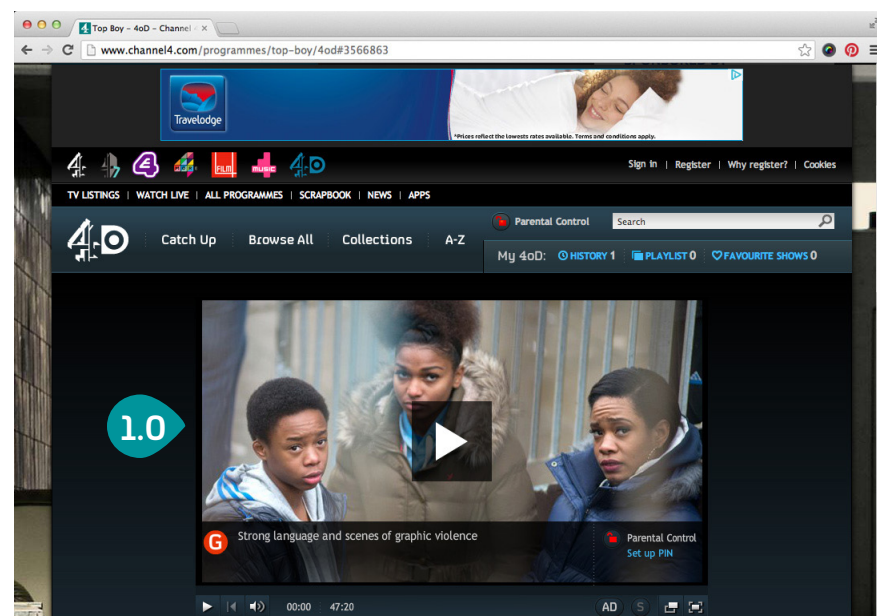
User Journey - Short back to Long



Actions explained

- 1.0 Clicking on the 4oD ad shuts the pop up module and loads the correct episode in the long form player.
- 1.1 The Episode tab will be the default open view on the tabbed section as you have chosen to end your short form experience
- 2.0 Close button will take you back to the 4oD page with Clips & Extras tab selected.

Question: Should clicking outside the player to shut down?



Short form on 4oD

Module pop-up player - one video only

The screenshot shows a web browser window with the address bar displaying `www.channel4.com/programmes/top-boy/4od#3566863`. The page features a navigation bar with 'Episodes' and 'Clips & Extras' tabs. Below this, a 'Featured' section highlights 'SERIES: 1' and '2'. The main content area is titled 'Clips & Extras' and displays a large video player for a clip from 'Top Boy: Series 2'. The clip is titled 'S2-Ep3: Spot the Difference' and has a duration of 2.30. A warning icon (G) indicates 'WARNING This clip contains strong language'. Below the main video player, there are two smaller video thumbnails. The first thumbnail shows a scene with a man and a woman, with a caption: 'Solicitor Rhianna represents Kayla but warns Dushane that she is likely to talk to the police.' and a '21 DAYS LEFT' badge. The second thumbnail shows a man talking, with a caption: 'Ronan Bennett talks about the inspiration behind Top Boy'. At the bottom right, there is a section titled 'Your Cut' with the text 'Check out the'.

Top Boy - 4oD - Channel 4

www.channel4.com/programmes/top-boy/4od#3566863

Episodes Clips & Extras

Featured SERIES: 1 2

Clips & Extras

Top Boy : Series 2

S2-Ep3: Spot the Difference

Michael is too distracted by work (descriptions are short but not longer than this).

G WARNING This clip contains strong language

Watch Episode (3)

Solicitor Rhianna represents Kayla but warns Dushane that she is likely to talk to the police.

21 DAYS LEFT

Ronan Bennett talks about the inspiration behind Top Boy

Your Cut Check out the

Short form on 4oD

Module pop-up player - one video only

The screenshot shows a web browser window with the URL www.channel4.com/programmes/top-boy/4od#3566863. The page features a navigation bar with 'Episodes' and 'Clips & Extras' tabs. The 'Clips & Extras' tab is active, displaying a video player for 'Top Boy: Series 2'. The video player shows a scene with four men standing in front of a white van. A large play button is overlaid on the video. To the right of the video player, there is a sidebar with the following content:

- Top Boy : Series 2** (Annotation 1.3)
- S2-Ep3: Spot the Difference** (Annotation 1.4)
- Michael is too distracted by work (descriptions are short but not longer than this).
- WARNING** This clip contains strong language (Annotation 1.5)
- Watch Episode (3)** (Annotation 2.0)
- Ronan Bennett** talks about the inspiration behind Top Boy
- Your Cut** Check out the

Annotations are numbered 1.0 through 2.3, indicating specific elements of the interface:

- 1.0: Clips & Extras (Annotation 1.0)
- 1.1: CLIP (Annotation 1.1)
- 1.2: Close button (Annotation 1.2)
- 1.3: Brand title in the C4 style and series number or featured title shown (Annotation 1.3)
- 1.4: Social sharing functionality (Annotation 1.4)
- 1.5: Episode information (Annotation 1.5)
- 1.6: Episode guidance information (Annotation 1.6)
- 2.0: A link to the full episode on 4oD (Annotation 2.0)
- 2.30: 2.30 (Annotation 2.30)

Module pop-up player

- 1.0 Module pop-up title
- 1.1 Short form label is repeated on the video player screen
- 1.2 Close button
- 1.3 Brand title in the C4 style and series number or featured title shown
- 1.4 Social sharing functionality
- 1.5 Episode information
- 1.6 Episode guidance information
- 2.0 A link to the full episode on 4oD