

# Inside Scene

smart tv feature



## ABSTRACT

# Purchase or save items of interest from a show or documentary, all from the pause screen.

Inside Scene is a smart tv feature concept aimed at merging Amazon's established rapport as an online retailer into the viewing experience on television via Prime Video.

#### MY ROLE

user research, user interviews, wireframing, and visual design

#### DURATION

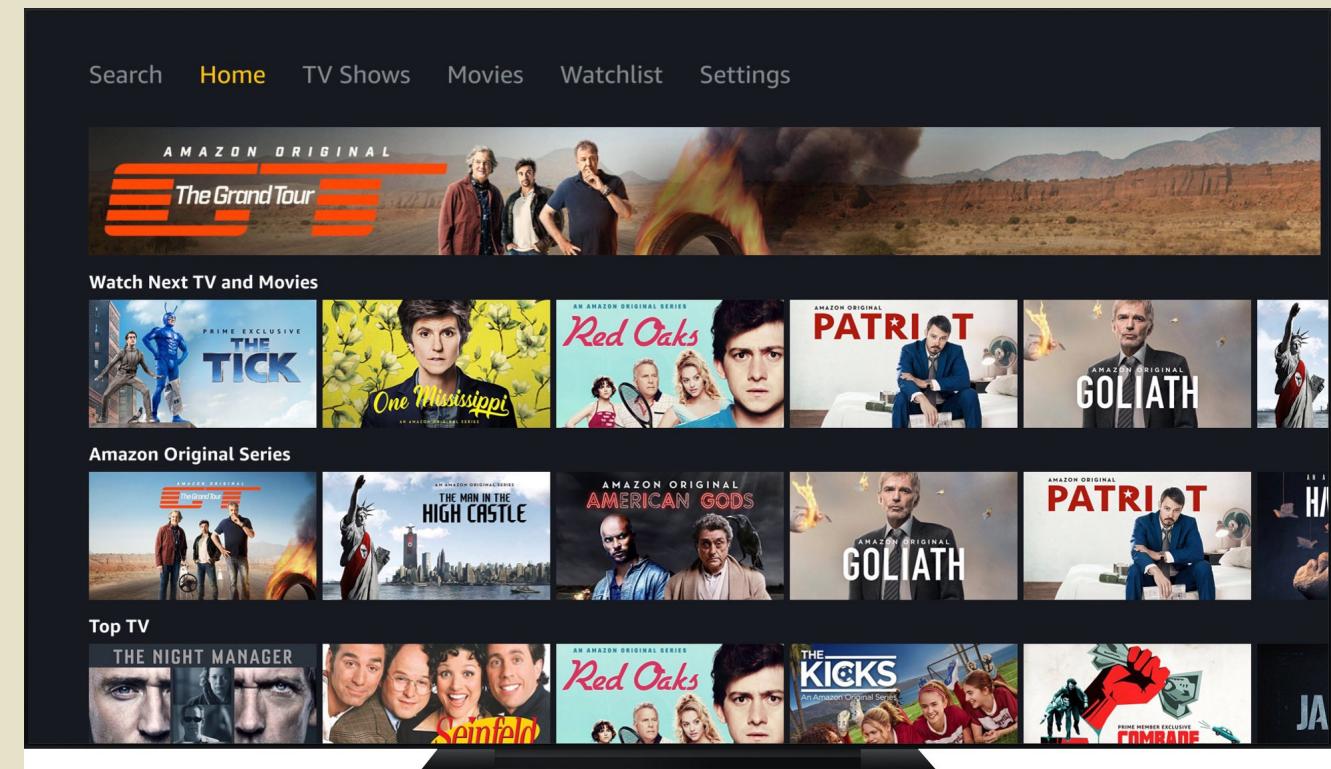
March - May 2019

#### TOOLS

paper, sketch, invision studio

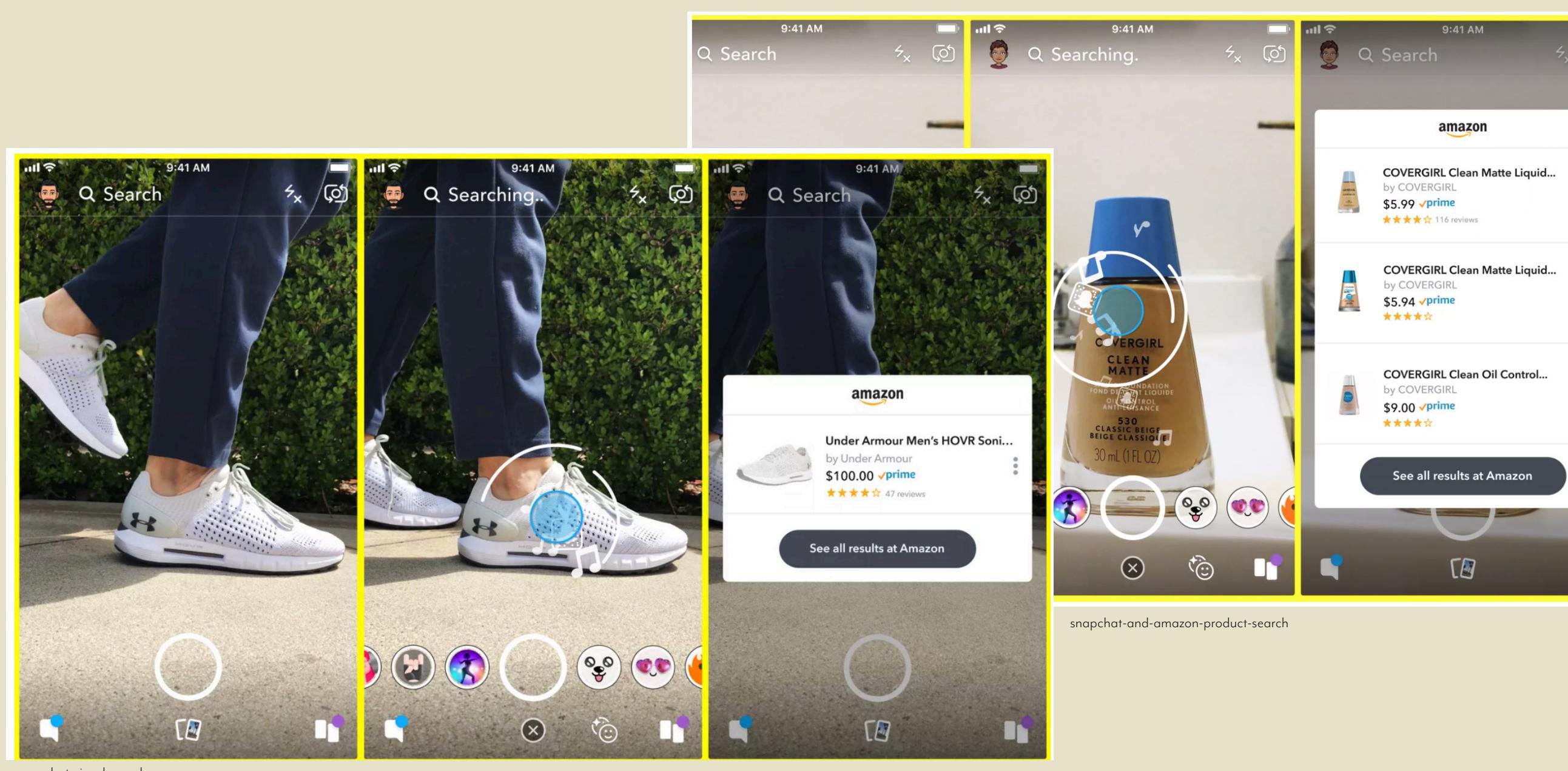
#### LINKS

[visit invision prototype](#)



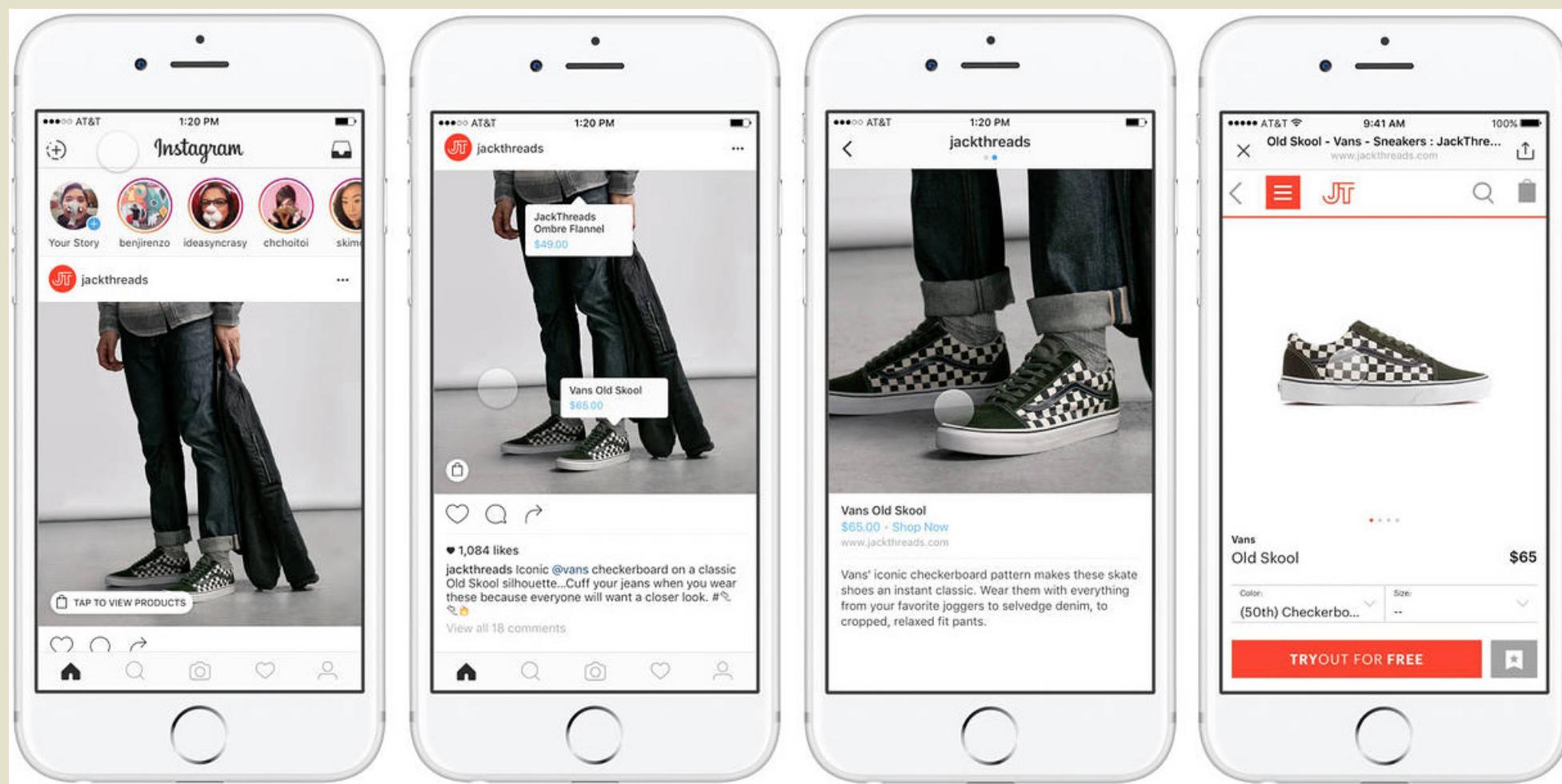
# Amazon partners with Snapchat to make shopping from visual search accessible.

Being able to explore further what's right in front of you is what I want to expand in the FireTV experience. Already users get to find out who from the cast is in the scene at any point in the video. Why not expand it to include looks, merchandise, music, and more?



# Instagram Shopping has made integrating commerce into applications not initially designed for it, more acceptable.

130 million IG accounts tap on a shopping post to every month. IG has also expanded to allow businesses to setup their checkout process within the app, so users don't have to leave IG to complete their purchase(s). Creating this for video would expand upon the concept and reach.



# Who would be interested or inclined to use Inside Scene?

## general demographics

- 25-40 years old
  - non-gender specific
- single, lives with partner/spouse, or  
cares for children  
middle income  
owns a mobile device  
owns a smart tv with a limited, or no  
cable plan  
has an Amazon Prime membership

## habits

- watches tv to pass the time
- likes to watch and re-watch show's  
they're a fan of

TARGET AUDIENCE

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**Meet Toddy, Kelly, and Chase  
—people in my target audience.**



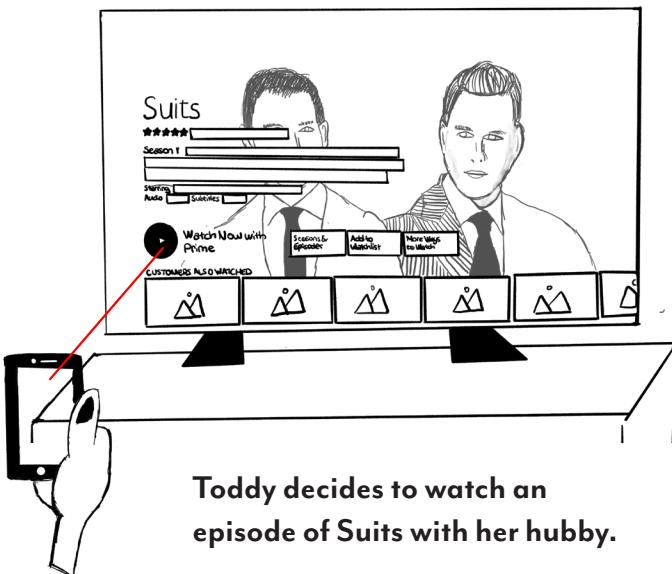
## USER SCENARIO

# Toddy's resting at home and feels like watching an episode of *Suits*.

Toddy enjoys show and movies that are abuzz amongst her friends and have gripping plots. She likes to stream them at home with her husband. She's recently started watching *Suits*, a legal drama, and realizes she admires the outfits worn, especially those by Jessica Pearson. Toddy considers getting a similar outfit.

### BIO

- Female
- Bachelor of Arts in Sociology with Population Health, Masters of Public Health in Sociomedical Sciences with a Social Determinants of Health Certificate
- Director of Research, Georgetown University
- Lives with spouse and guardian of younger brother
- Owns a Toshiba TV
- Uses Prime Video
- Comfortable with web, mobile, tablets, and tvs
- Uses iPhone, Macbook, iOS, & Android



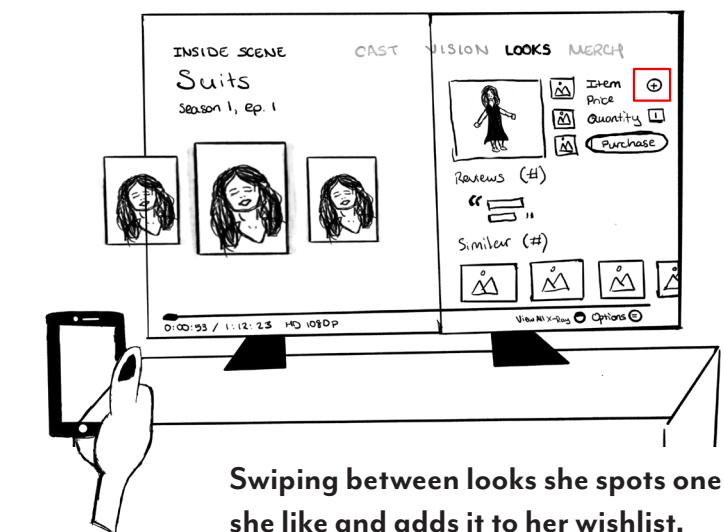
Toddy decides to watch an episode of *Suits* with her hubby.



She likes how Jessica's dressed and wants to learn more about her. Toddy pauses for Inside Scene.



Toddy now wants to learn more about her style and switches to Looks.



Swiping between looks she spots one she like and adds it to her wishlist.

# Here is Toddy's take on what a feature like Inside Scene means for her:

- **Do you use Prime Video?**

What often inspires her to watch a show or movie is if everyone is talking about the show, if she has the time to watch it, and if it's available. Prime Video is more of a last resort when searching for movies to watch. She normally streams series on other SVOD sites. If Prime Video were to structure content based on suggestions, as she is used to on other platforms, she would spend more time on Prime Video. Having to put more effort into search than she has to on other platforms causes her to prioritize Prime Video less.

- **What benefits do you see from this concept?**

She can see how the project would be beneficial and doesn't have issue with the appearance of more information while the screen is paused. She can imagine that information being accessible before the program, on pause within, and appearing during the credits.

- **Have you any recommendations for this project?**

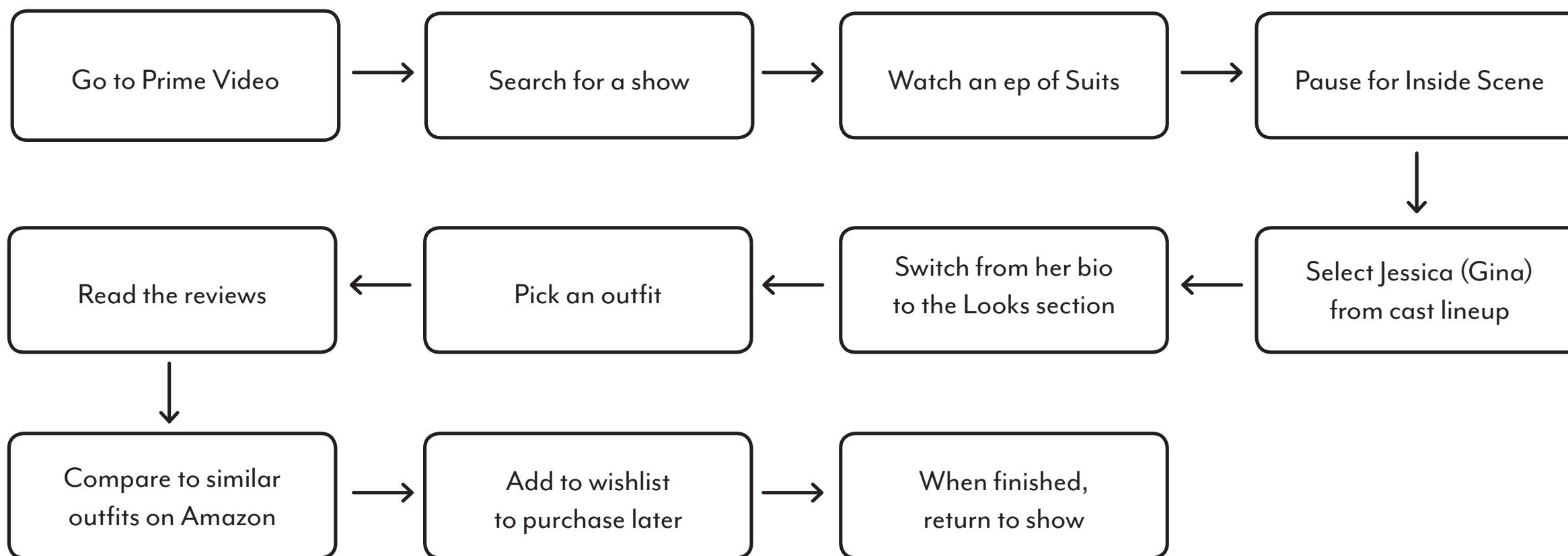
"I have to experience it before I indulge in it." Context-specific content should appear when the user pauses, whenever they pause.



**“[When Scandal was running] I wanted her whole wardrobe...her long stemmed line glasses especially...I felt like the aesthetic went with my lifestyle...”**

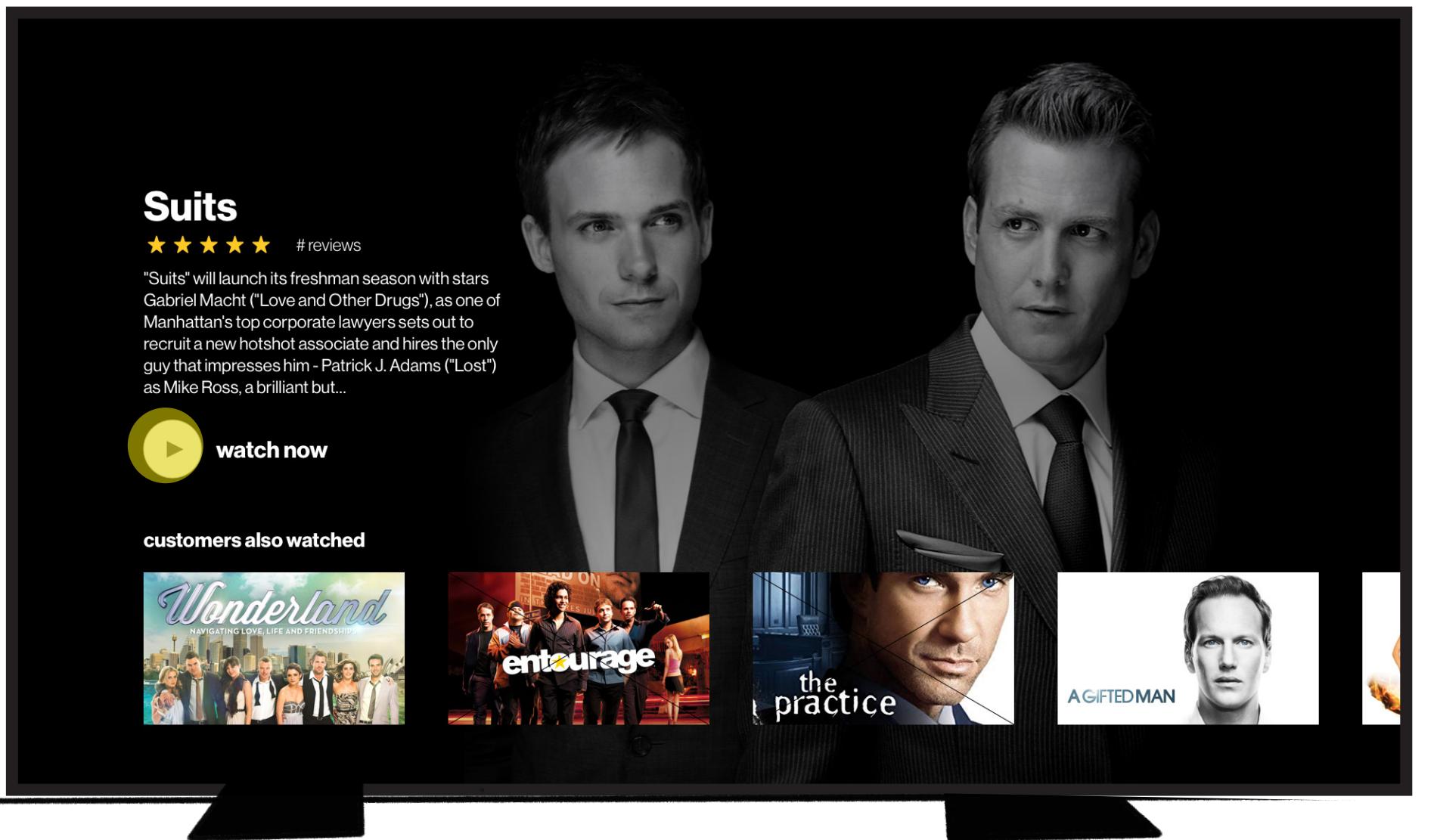
*—in response to being inspired to shop from watching a television show*

# Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on Suits.



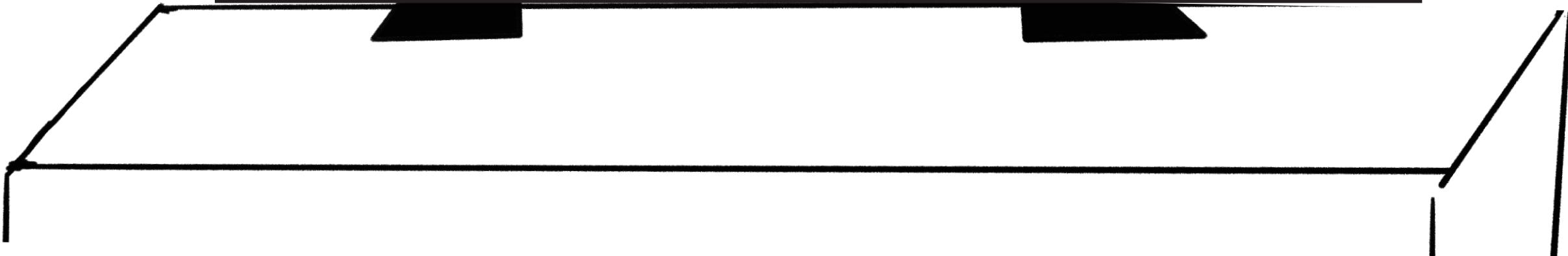
# 1. Start watching *Suits*.

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.



## 2. Pause for Inside Scene.

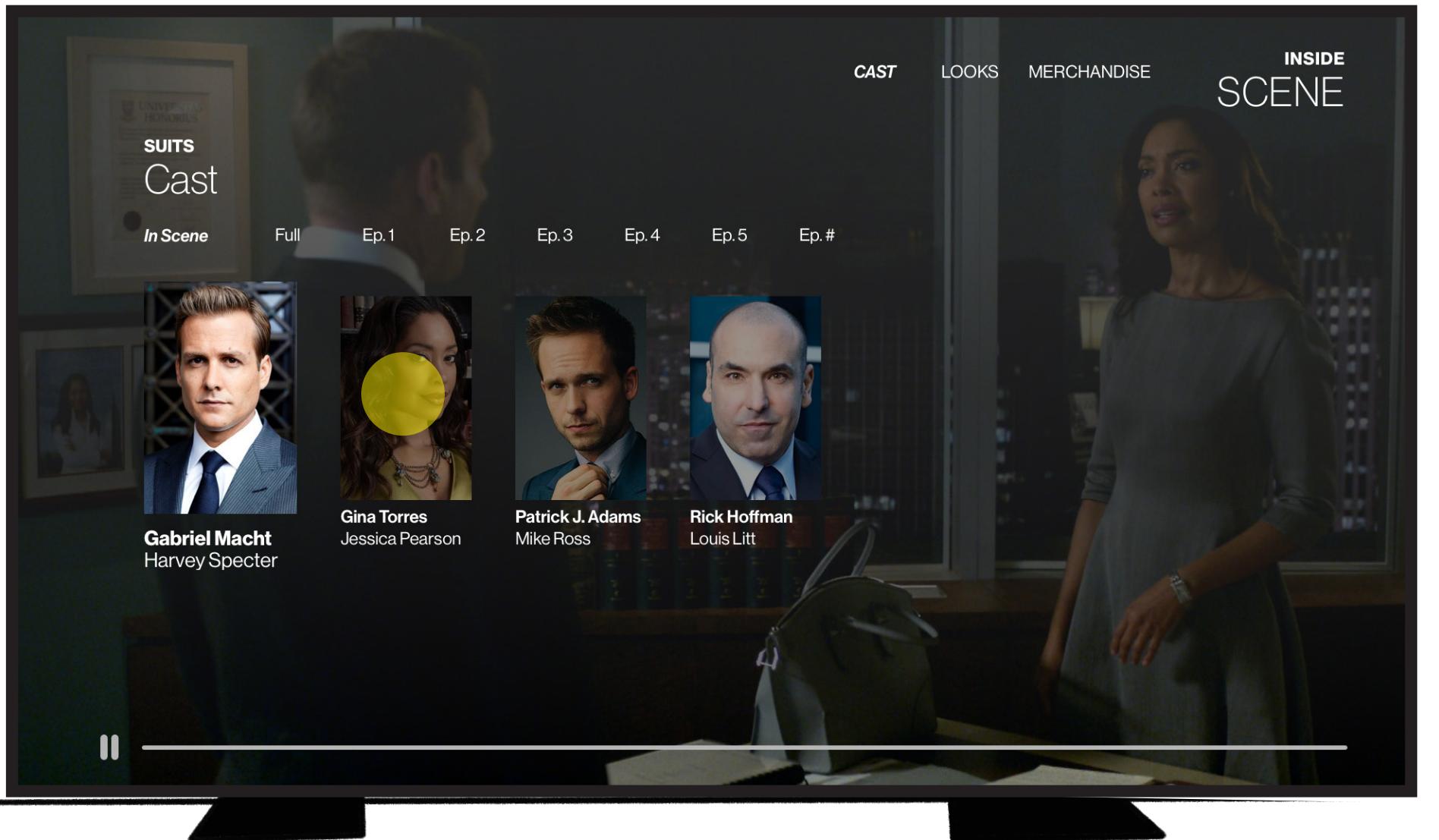
Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.



## USER TASK ONE

### 3. Select Jessica from the cast. (1/3)

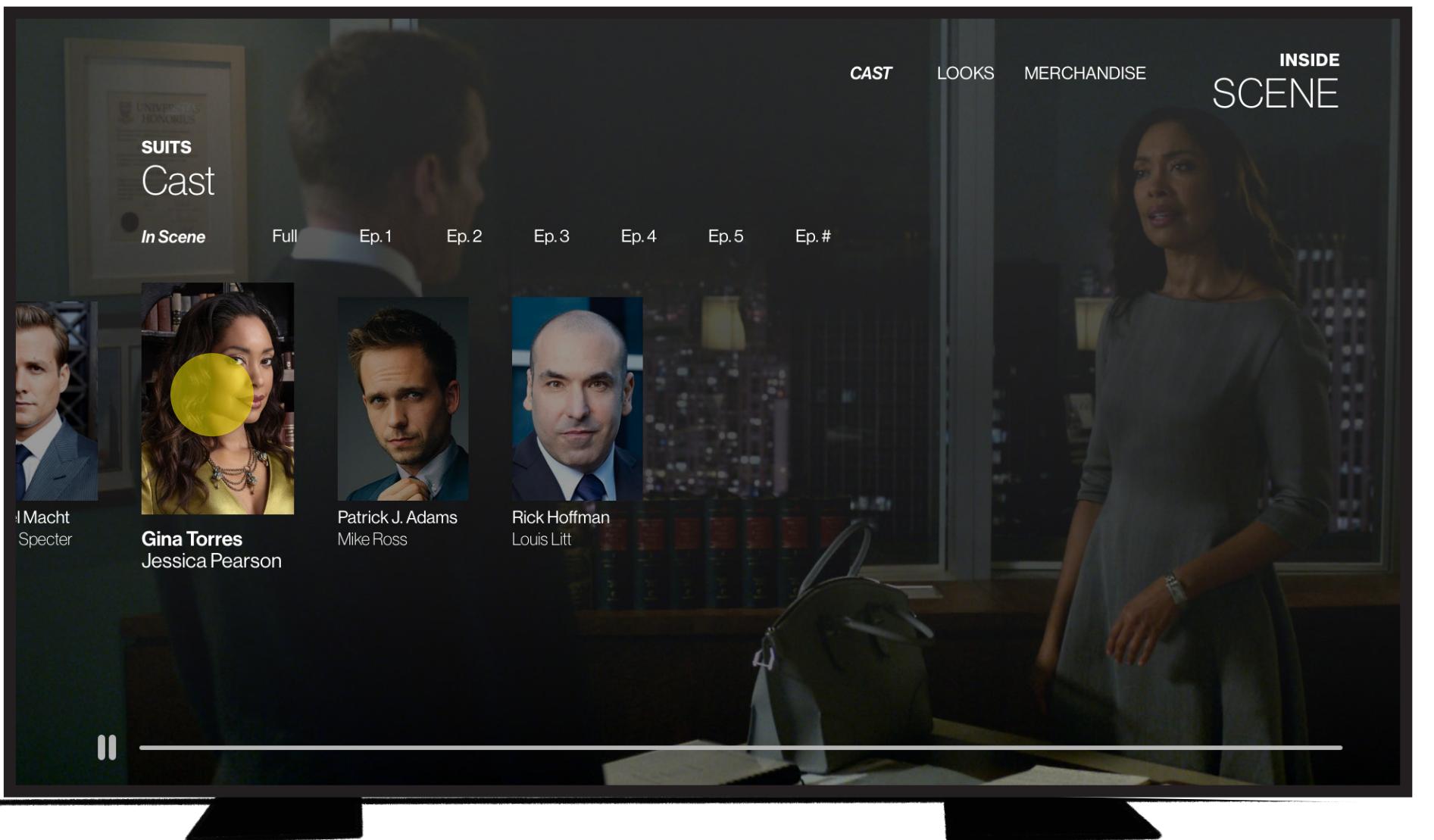
Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.



## USER TASK ONE

### 3. Select Jessica from the cast. (2/3)

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.



### 3. Select Jessica from the cast. (3/3)

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.



The screenshot shows a television screen displaying a cast profile for Gina Torres as Jessica Pearson from the TV show *Suits*. The interface includes a navigation bar with tabs for **CAST**, **LOOKS**, **MERCHANDISE**, and **INSIDE SCENE**. On the left, there's a large image of Gina Torres in a yellow dress, and a smaller image of her in a black dress. Below these are sections for **Born** (April 25, 1969), **Height** (5' 10" (1.78 m)), and **Awards** (3 wins and 8 nominations). A bio notes she was born in New York City and attended the High School of Music and Art. There's also a placeholder text block about Lorem Ipsum. On the right, there's a section titled **featured outfits** showing two outfit thumbnails (a black dress and a purple dress) with a link to **more outfits**. Below this is a section titled **also seen in** showing promotional images for *WESTWORLD*, *ANGIE TRIBECA* (Season 1), and a green alien character.

## 4. Select the first featured outfit.

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.



A screenshot of a TV show profile page for Gina Torres (Jessica Pearson) from the show *Suits*. The page includes a large photo of her in character, her birthplace (April 25, 1969, in New York City, NY, USA), height (5' 10" (1.78 m)), and awards (3 wins and 8 nominations). It also features a bio about her background and a placeholder text block. On the right, there are sections for 'CAST', 'LOOKS', 'MERCANDISE', and 'INSIDE SCENE'. Under 'LOOKS', there is a 'featured outfits' section with two outfit thumbnails (one in a black top and yellow skirt, another in a maroon dress) and a link to 'more outfits'. Below this is a 'also seen in' section with thumbnails for *WESTWORLD*, *ANGIE TRIBECA* (Season 1), and a green alien head.

## 5. Review & compare similar items. (1/4)

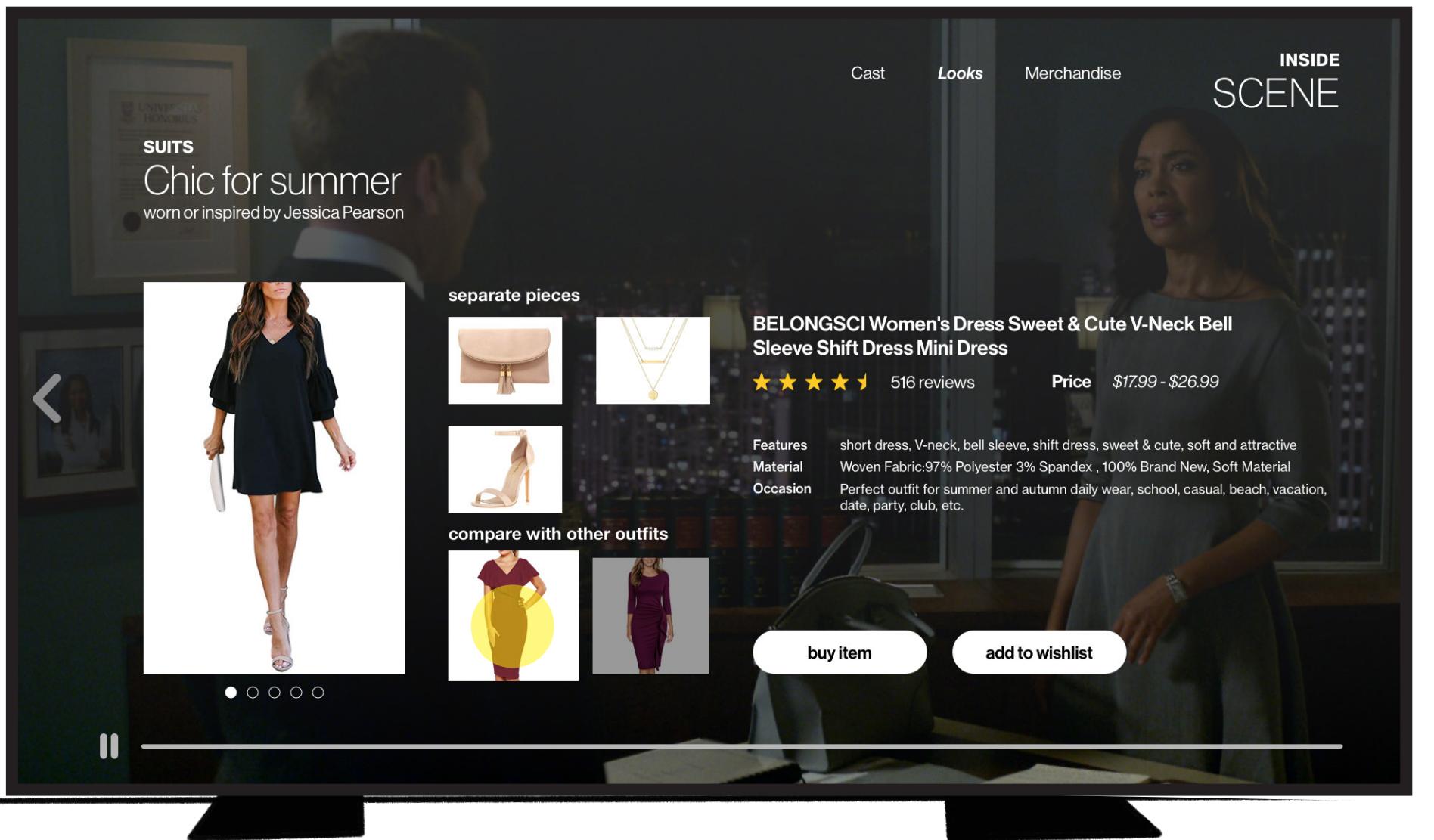
Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.



A screenshot of a television screen displaying a fashion website. The website has a dark background with a video of a woman in a grey dress on the right. At the top, there are navigation links: CAST, LOOKS, MERCHANTISE, and INSIDE SCENE. The main content area features the text "SUITS Chic for summer worn or inspired by Jessica Pearson". Below this is a large image of a woman in a black dress. To the left of the main image, there are sections for "separate pieces" showing a clutch bag and a necklace, and "compare with other outfits" showing two other dresses. On the right, product details for a "BELONGSCI Women's Dress Sweet &amp; Cute V-Neck Bell Sleeve Shift Dress Mini Dress" are shown, including a price range of \$17.99 - \$26.99, features (short dress, V-neck, bell sleeve, shift dress, sweet &amp; cute, soft and attractive), material (Woven Fabric: 97% Polyester 3% Spandex, 100% Brand New, Soft Material), and occasion (Perfect outfit for summer and autumn daily wear, school, casual, beach, vacation, date, party, club, etc.). There are also "buy item" and "add to wishlist" buttons. The bottom of the screen shows a video player interface with a play button and a progress bar.

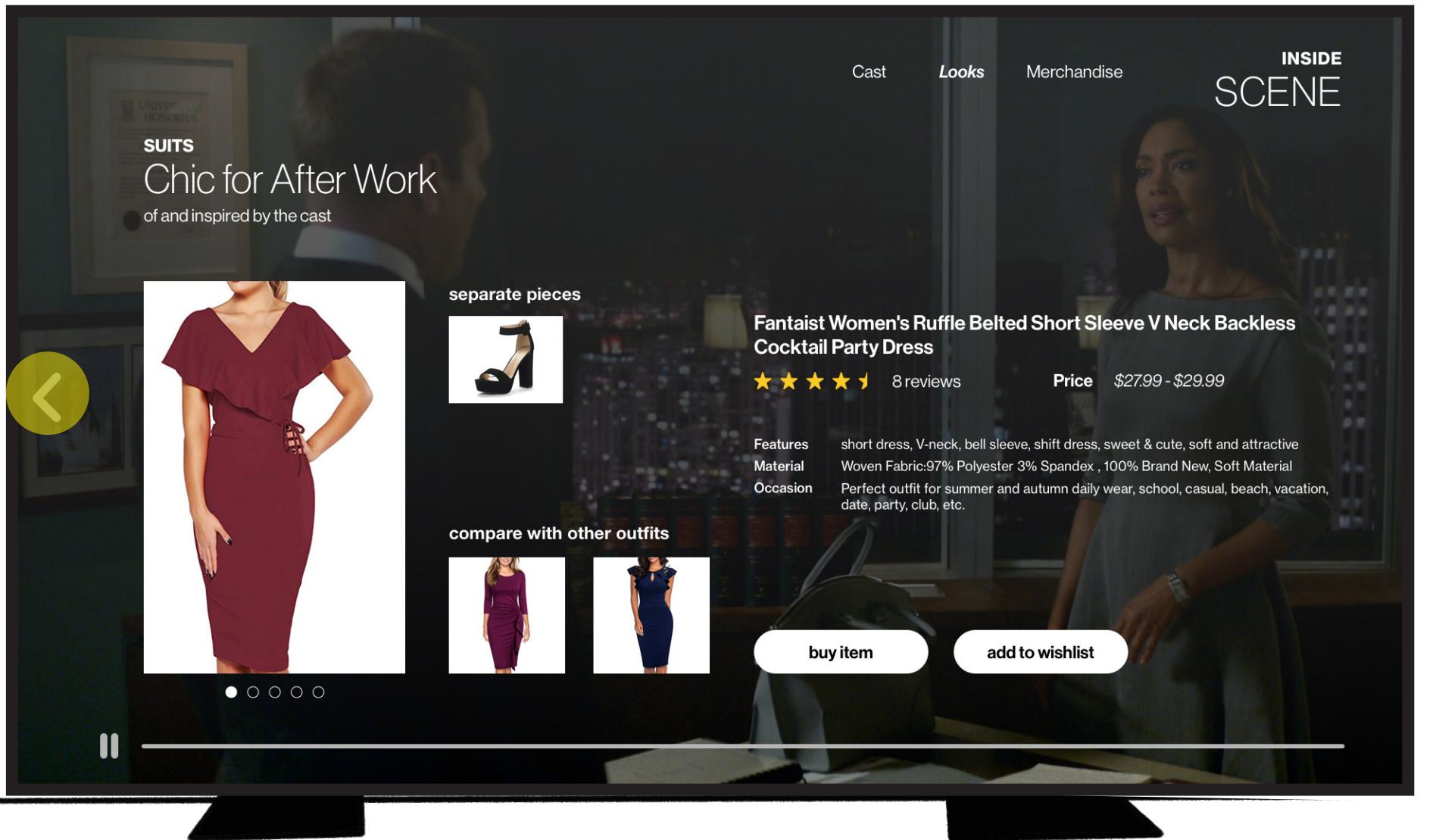
## 5. Review & compare similar items. (2/4)

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.



## 5. Review & compare similar items. (3/4)

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.



## 5. Review & compare similar items. (4/4)

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.

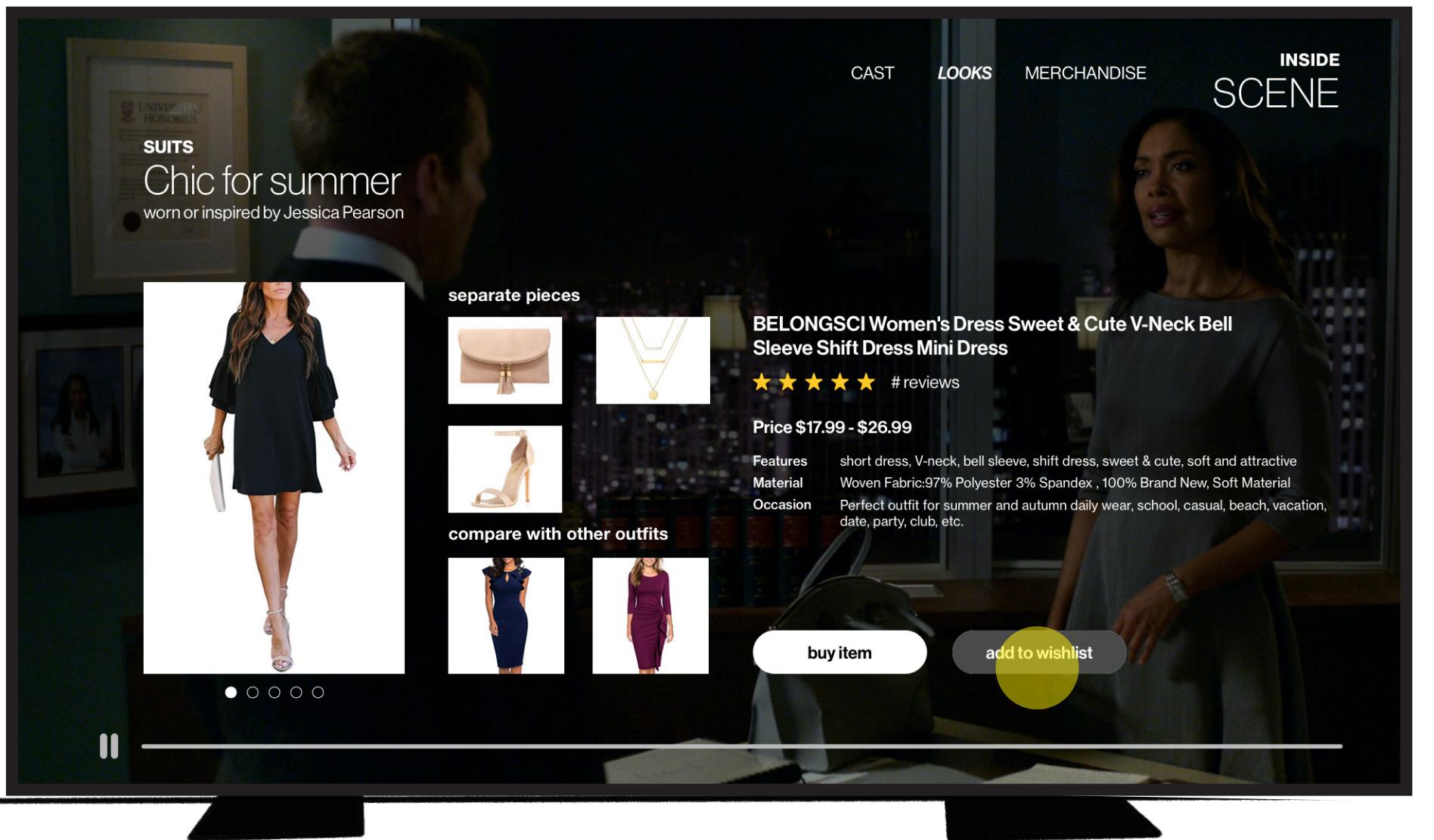


The screenshot shows a television screen displaying a fashion comparison interface. The TV is part of a larger furniture piece with a white sofa and a black lamp. The screen displays a scene from the TV show *Suits* where Jessica Pearson is wearing a dark green dress. Overlaid on the screen is a shopping interface. At the top left, it says "SUITS Chic for summer worn or inspired by Jessica Pearson". At the top right, there are tabs for "CAST", "LOOKS", "MERCANDISE", and "INSIDE SCENE". Below the tabs, there is a product card for a "BELONGSCI Women's Dress Sweet & Cute V-Neck Bell Sleeve Shift Dress Mini Dress". The card includes a price range of "\$17.99 - \$26.99", a star rating of 5 stars, and a "buy item" and "add to wishlist" button. To the left of the product card, there is a section titled "separate pieces" showing a clutch bag and a necklace. Below that, there is a section titled "compare with other outfits" showing two other dresses. The overall interface is designed to overlay on a video player while providing shopping information.

## USER TASK ONE

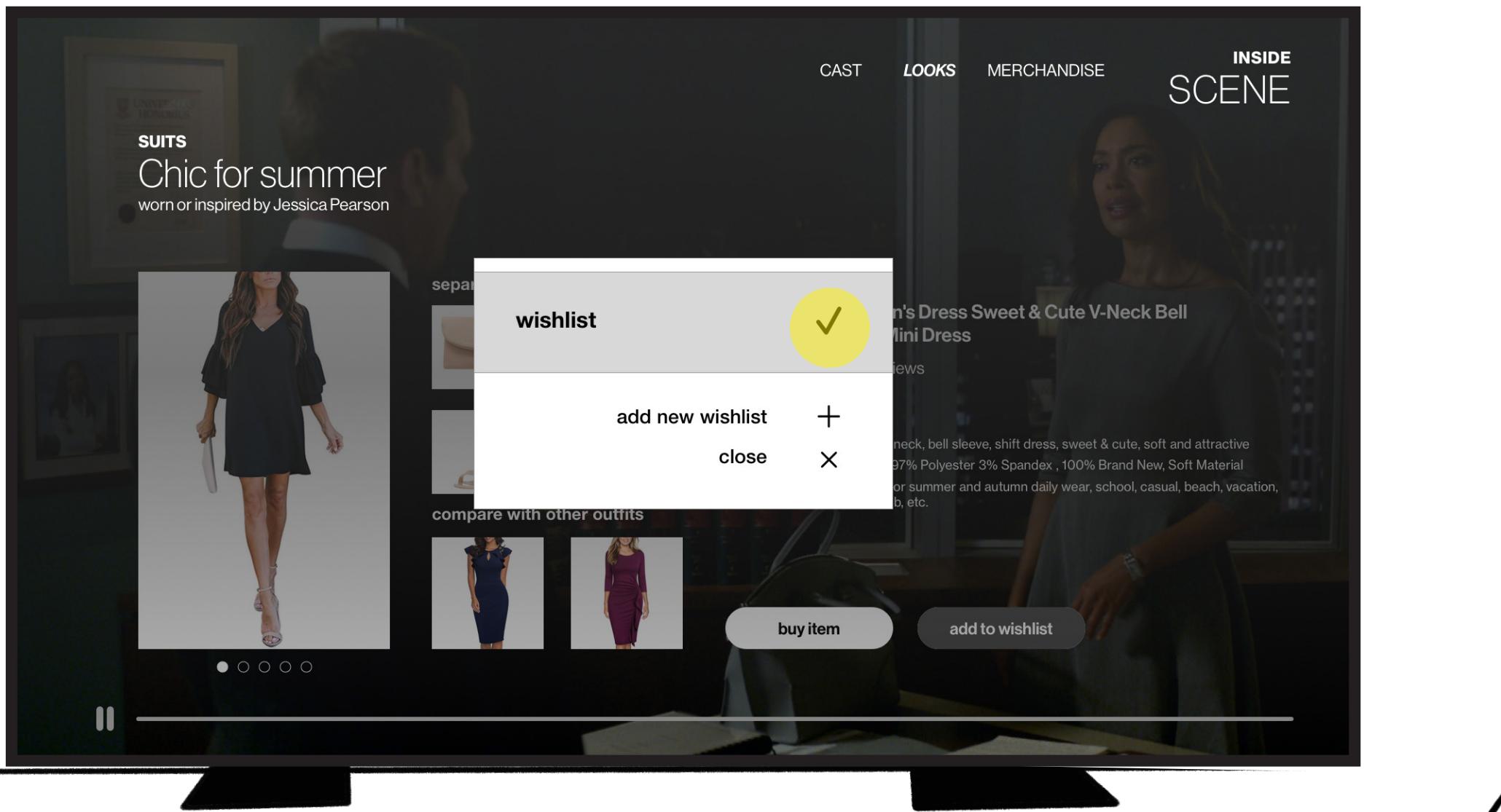
# 6. Add an outfit to your wishlist. (1/3)

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.



## 6. Add an outfit to your wishlist. (2/3)

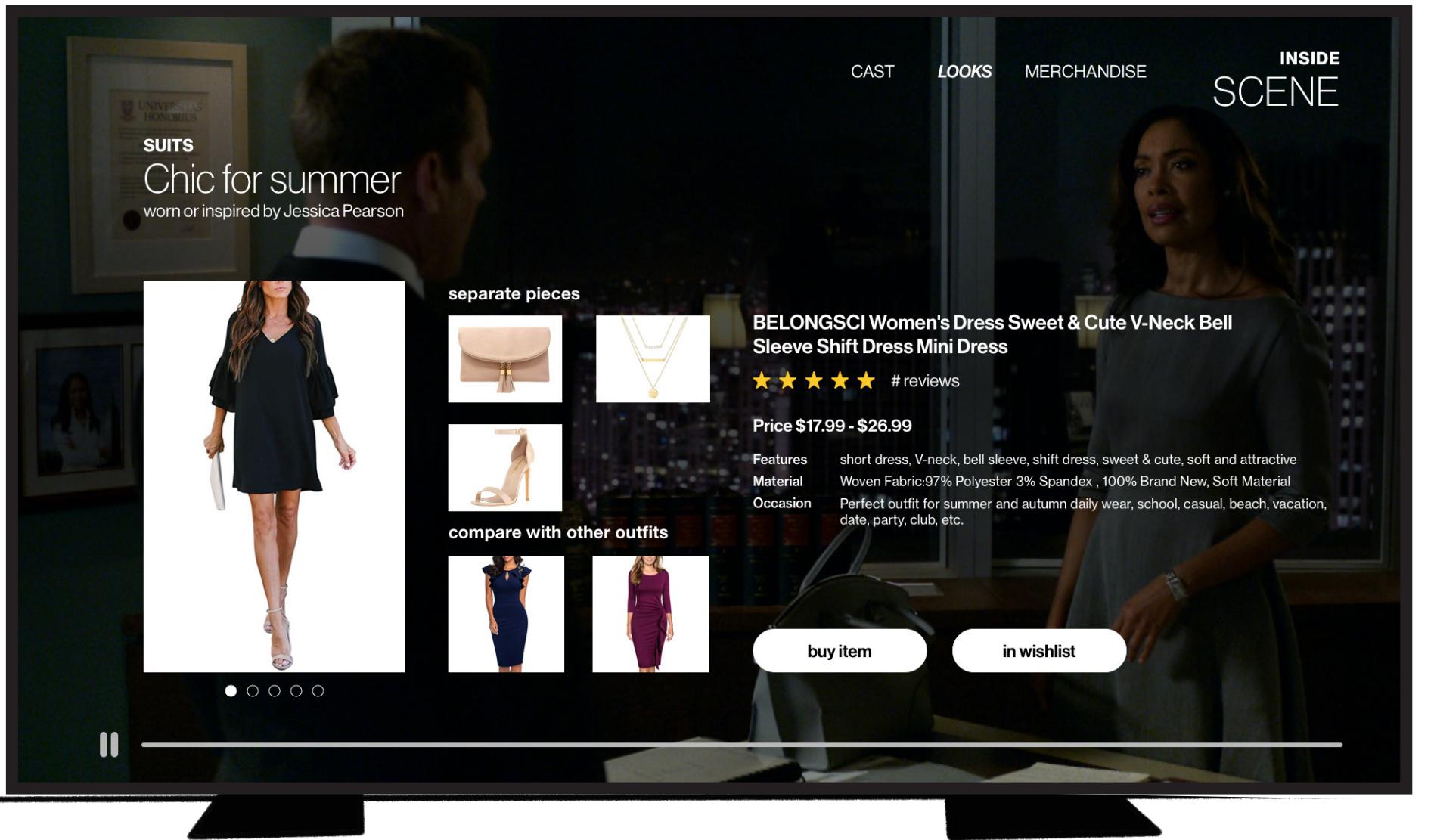
Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.



## USER TASK ONE

# 6. Add an outfit to your wishlist. (3/3)

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.



## 7. Press pause to return to episode.

Toddy wants to find and save outfits similar to the ones Jessica Pearson wears on *Suits*.



## USER SCENARIO

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# Kelly's curious about a show on his favorite sauce Sriracha.

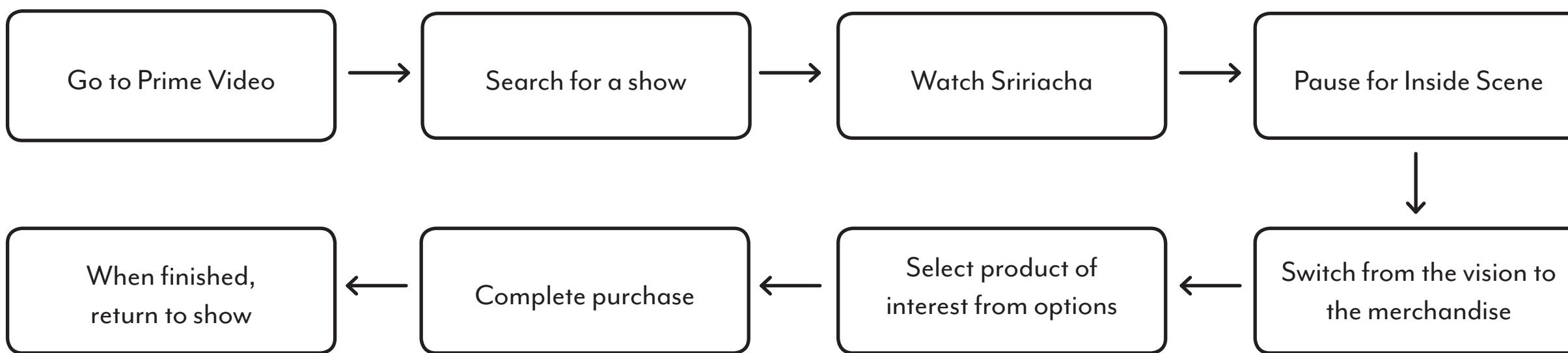
Kelly is into reality shows that take you to exotic places or showcase exotic foods. Surfing through Prime Video's choices, he realizes there's a documentary out about one of his favorite sauces, Sriracha and decides to start watching it. As he does so, he realizes that he's out of Sriracha at home.

### BIO

- Male
- Bachelor of Fine Arts in Graphic Design
- Communications Design Intern, IDEO.org
- Lives with partner and friend
- Owns an Amazon FireTV
- Uses Prime Video
- Comfortable with web, mobile, tablets, and tvs
- Uses iPhone, Macbook, iOS, & iPad



**Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha*.**



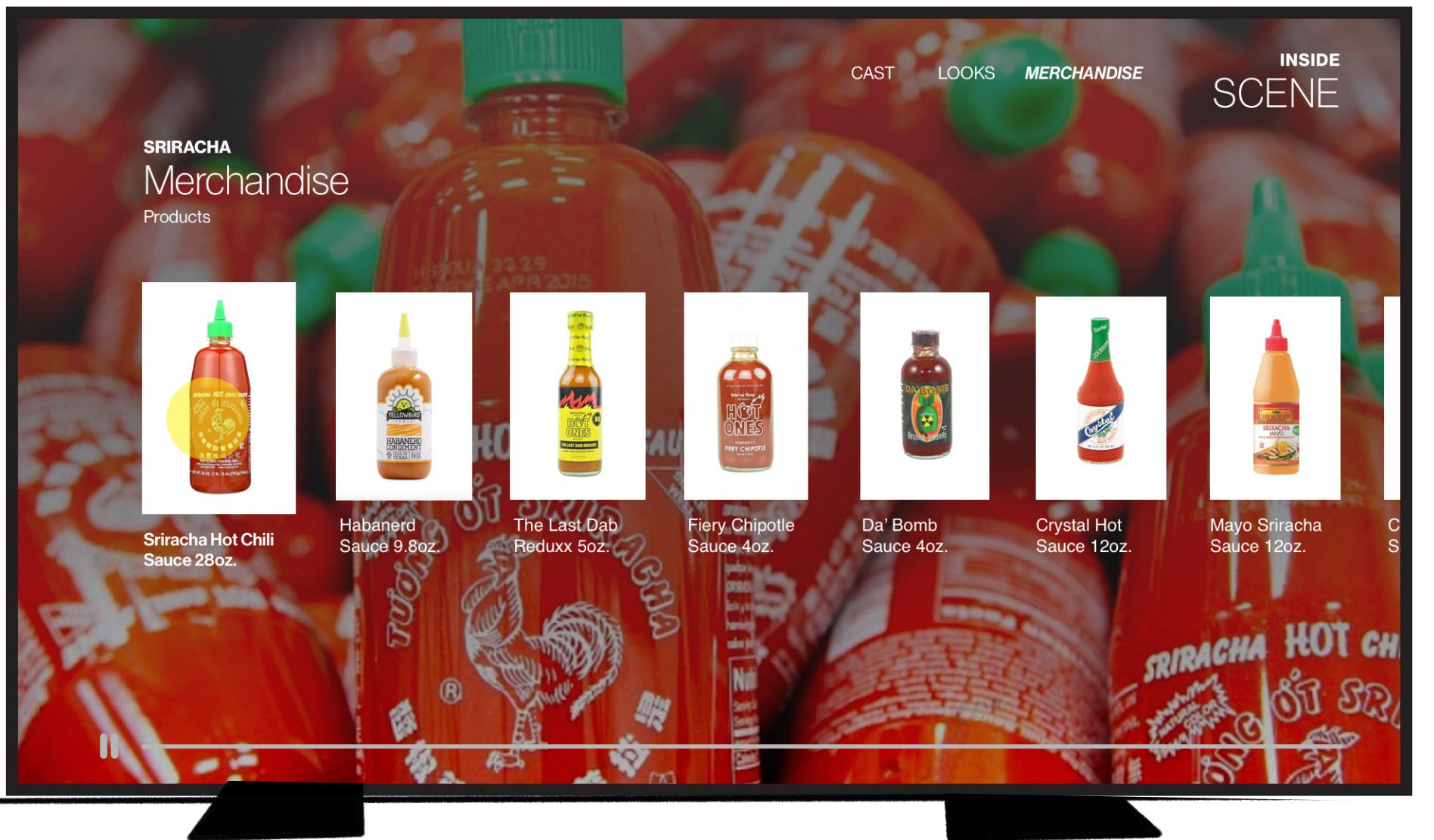
# 1. Start watching Sriracha.

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha*.



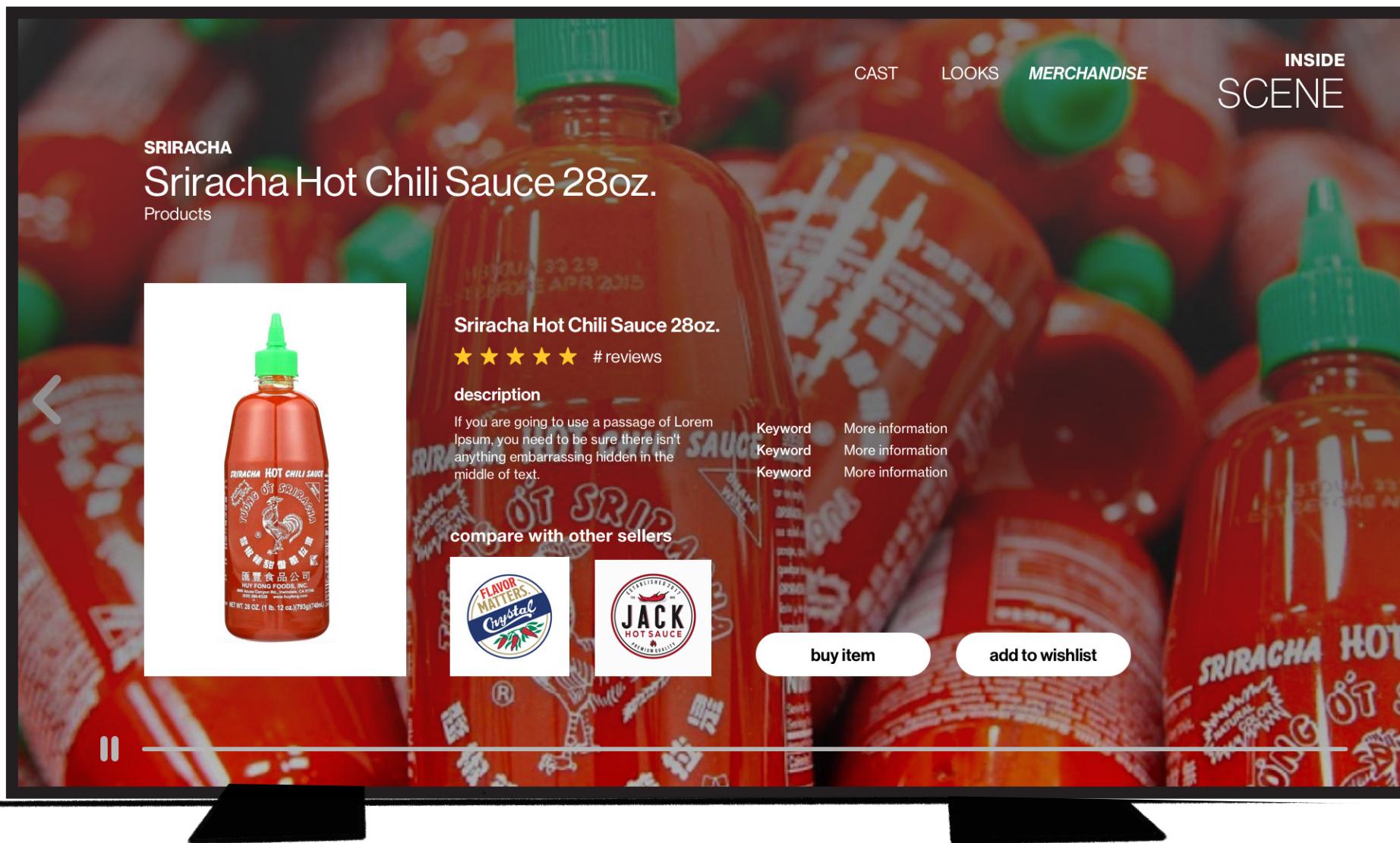
## 2. Select a product.

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha*.



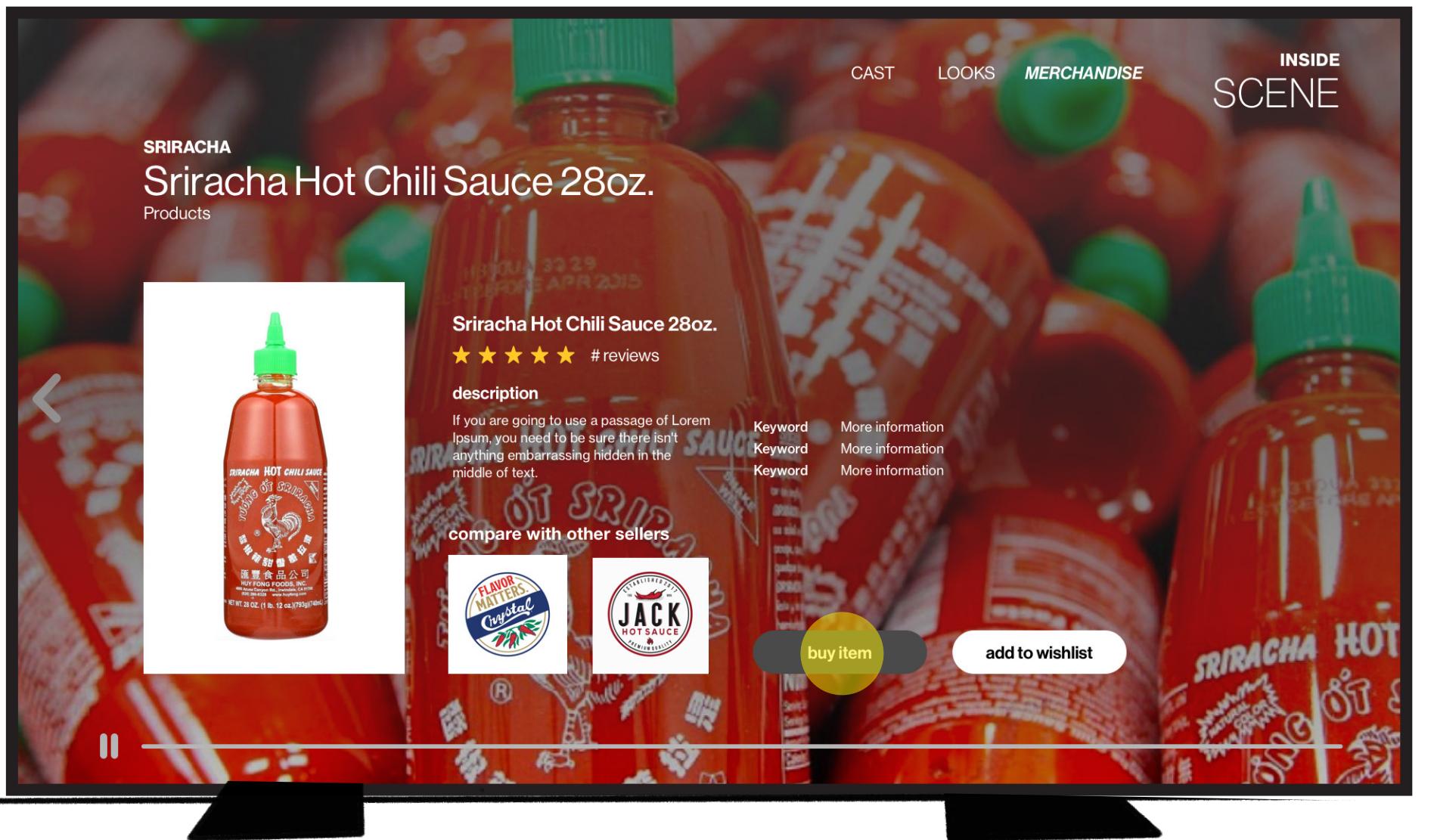
### 3. Purchase a product. (1/5)

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha*.



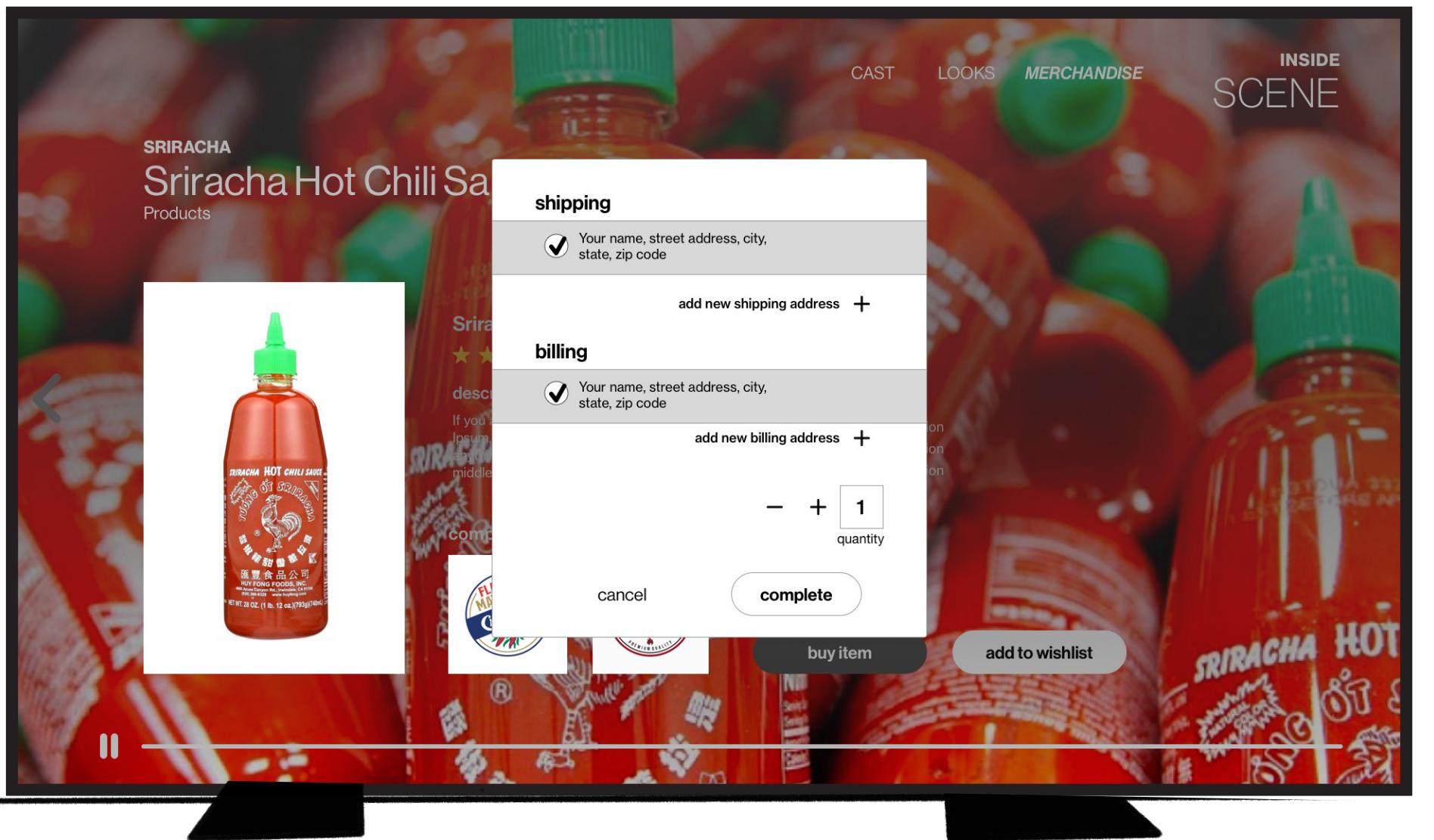
### 3. Purchase the product. (2/5)

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha*.



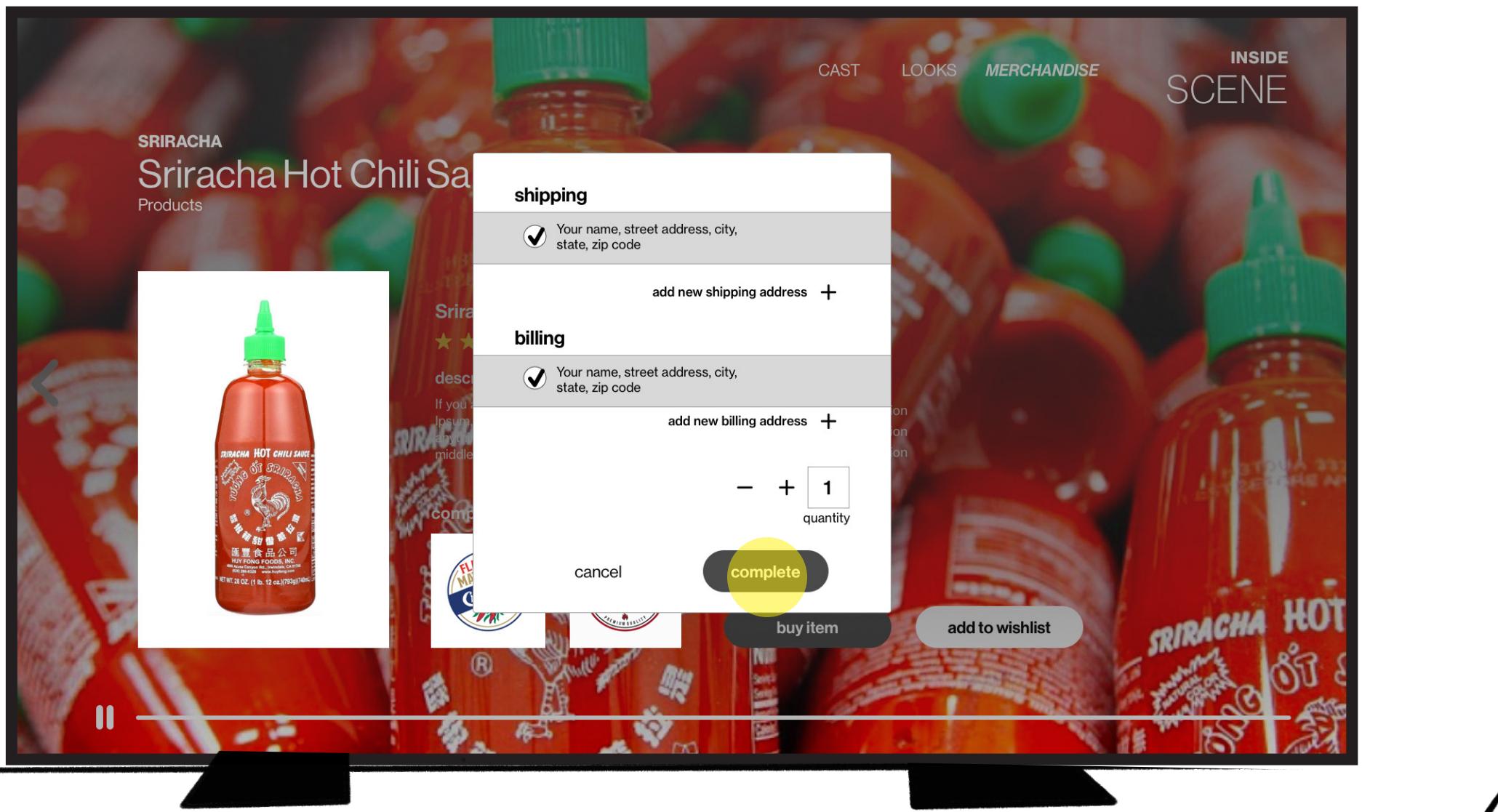
## 4. Purchase the product. (3/5)

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha*.



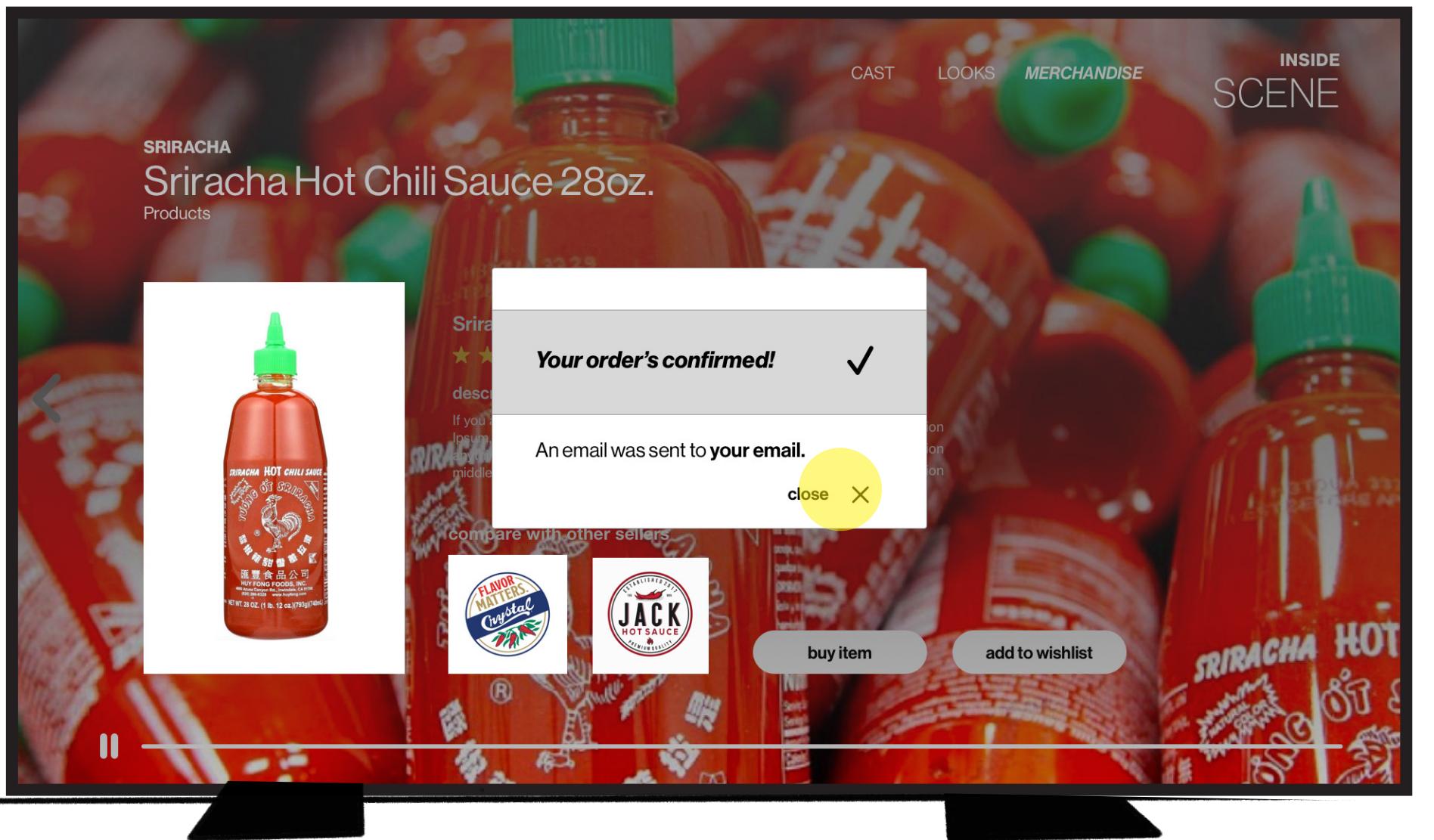
## 4. Purchase the product. (4/5)

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha*.



## 4. Purchase the product. (5/5)

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha*.



## 5. Press pause to return to episode.

Kelly wants to purchase more Sriracha for his house while watching the documentary, *Sriracha*.



## USER SCENARIO

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# Chase feels like re-watching his favorite show, *Black Sails*.

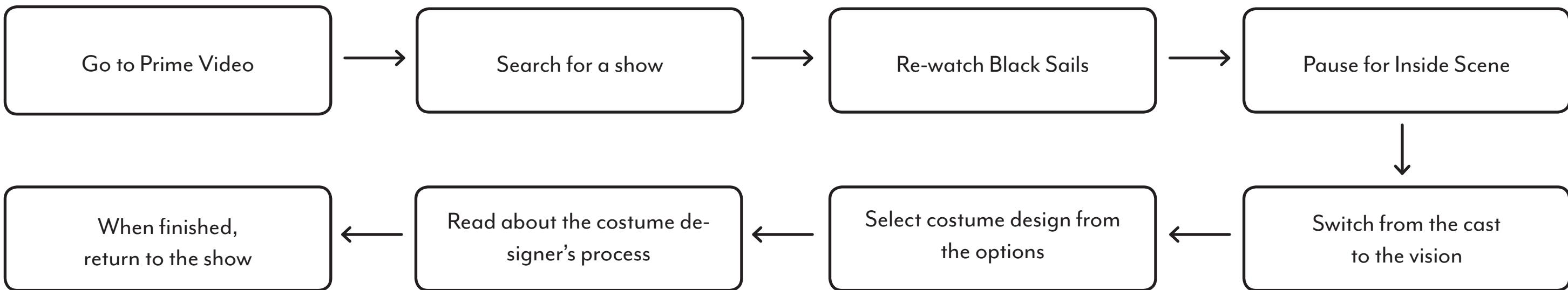
Chase is into all types of shows, but especially loves the ones that immerse you into other eras or worlds that dedicate not only the acting, but character's appearance and set design down to the smallest details. Unwinding at home, if he can't find one that is current, he turns to an older, classic show.

### BIO

- Male
- Bachelor of Fine Arts in Graphic Design
- Graphic Design Coordinator, RILA
- Single
- Owns a Samsung TV
- Has the Prime Video App
- Comfortable with web, mobile, tablets, and tvs
- Uses android, pc, & mac

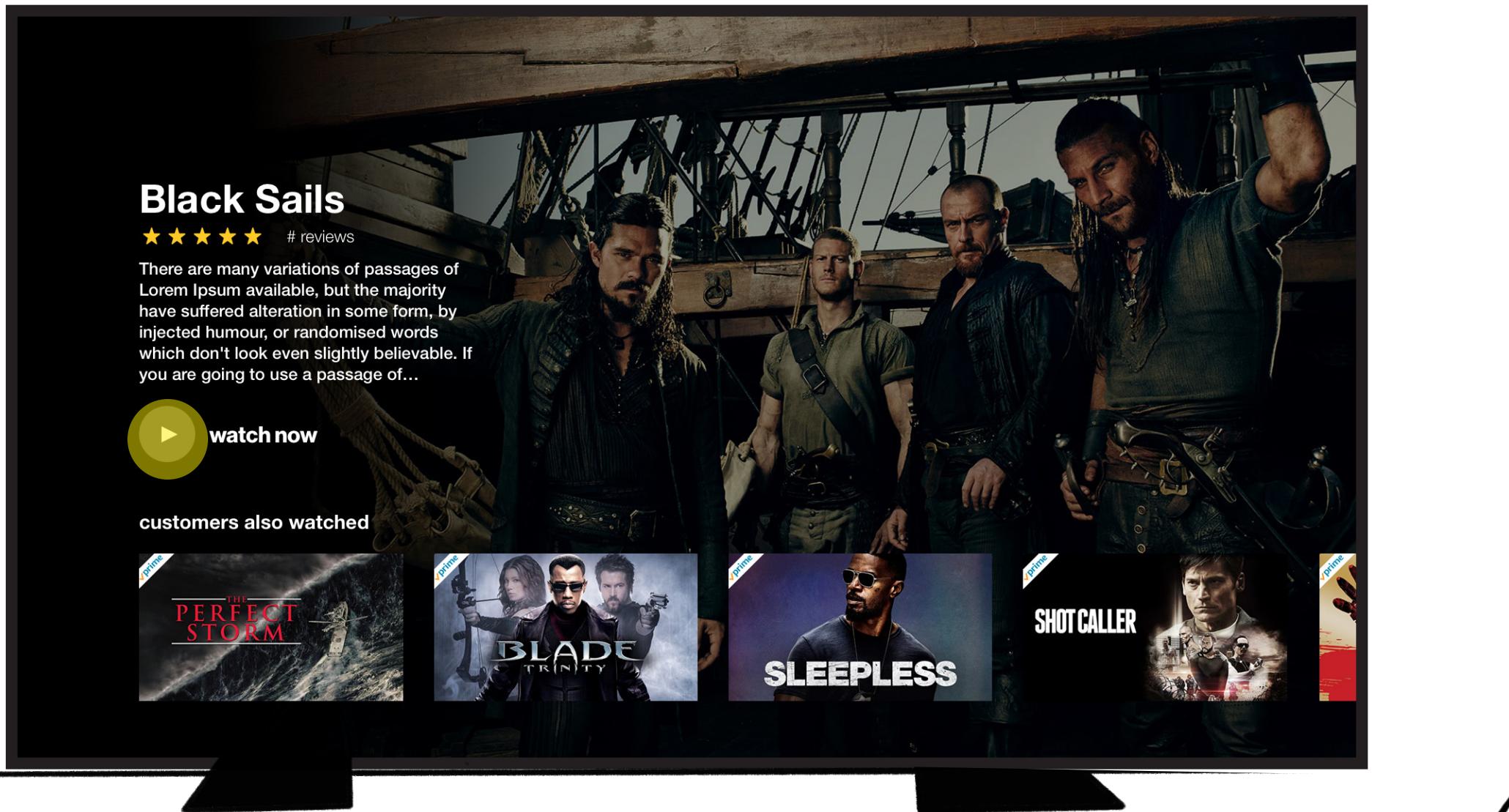


# Chase wants to learn more about the styling of the cast on Black Sails.



# 1. Re-watch an episode of *Black Sails*.

Chase wants to learn more about the styling of the cast on *Black Sails*.



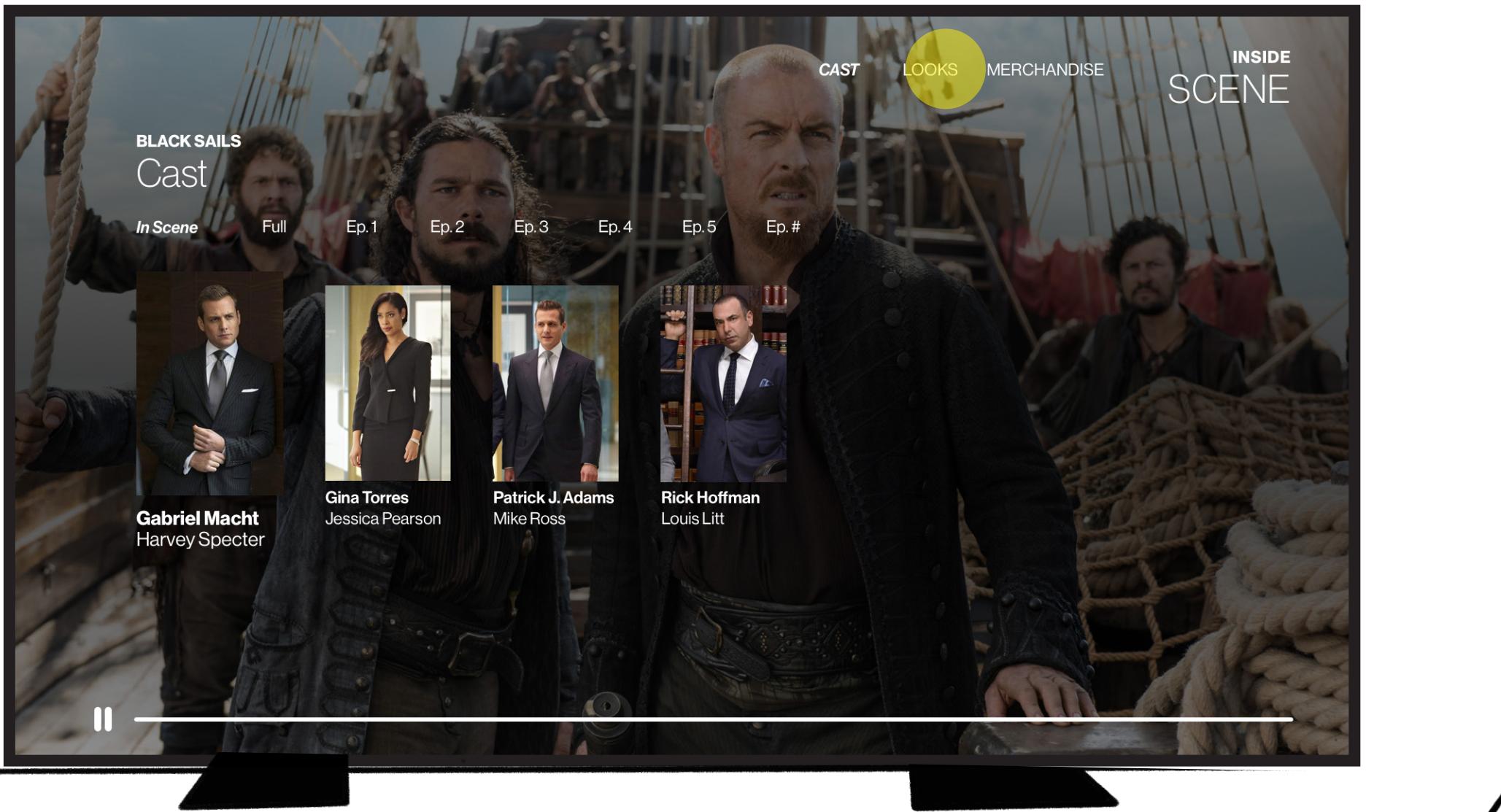
## 2. Pause for Inside Scene.

Chase wants to learn more about the styling of the cast on *Black Sails*.



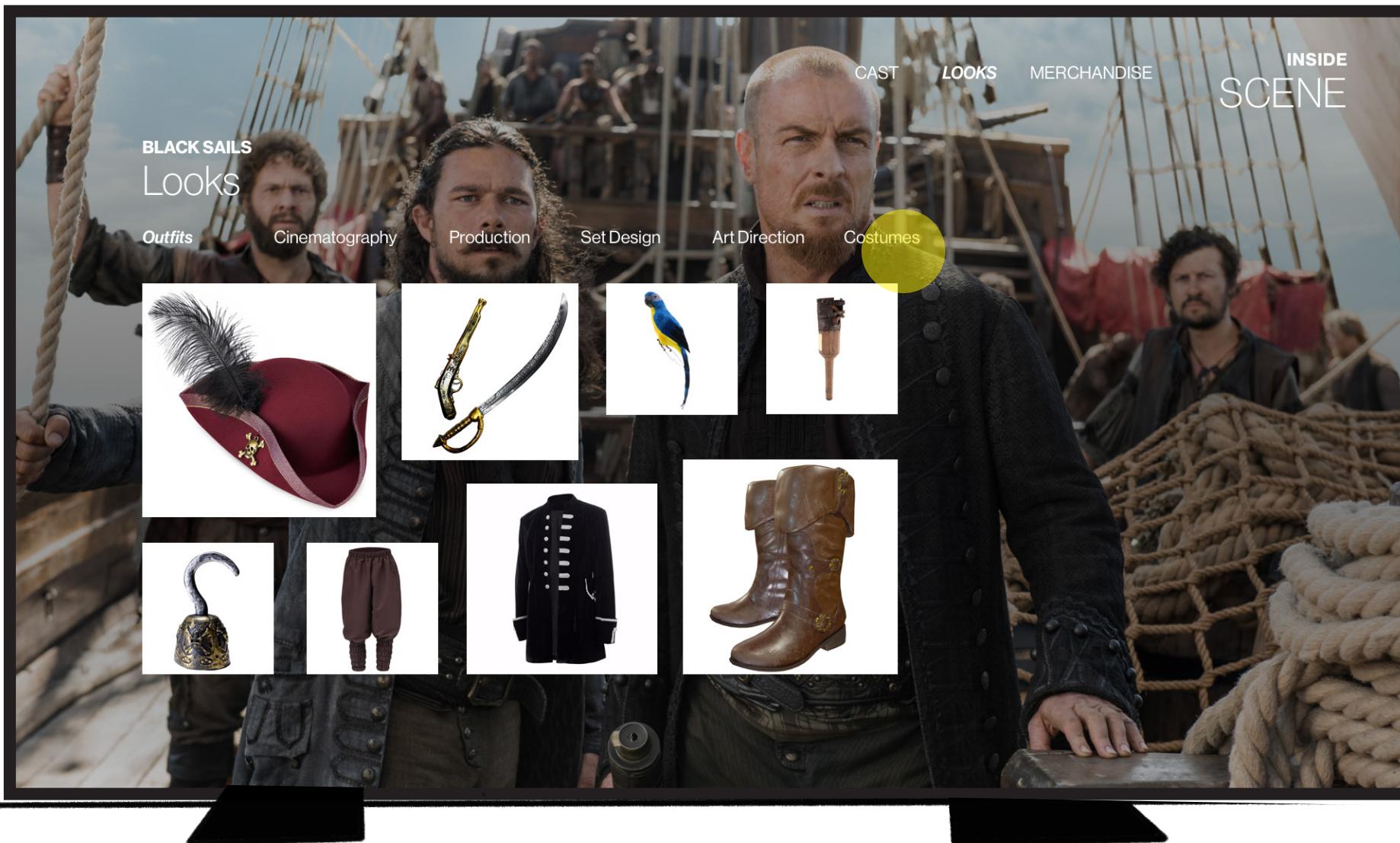
### 3. Switch from “Cast” to “Looks.”

Chase wants to learn more about the styling of the cast on *Black Sails*.



## 4. Select “Costumes.”

Chase wants to learn more about the styling of the cast on *Black Sails*.



## 5. Learn about the designers.

Chase wants to learn more about the styling of the cast on *Black Sails*.



BLACK SAILS  
Looks

Costumes Outfits Cinematography Production Set Design Art Direction

INSIDE SCENE

Costume Designers

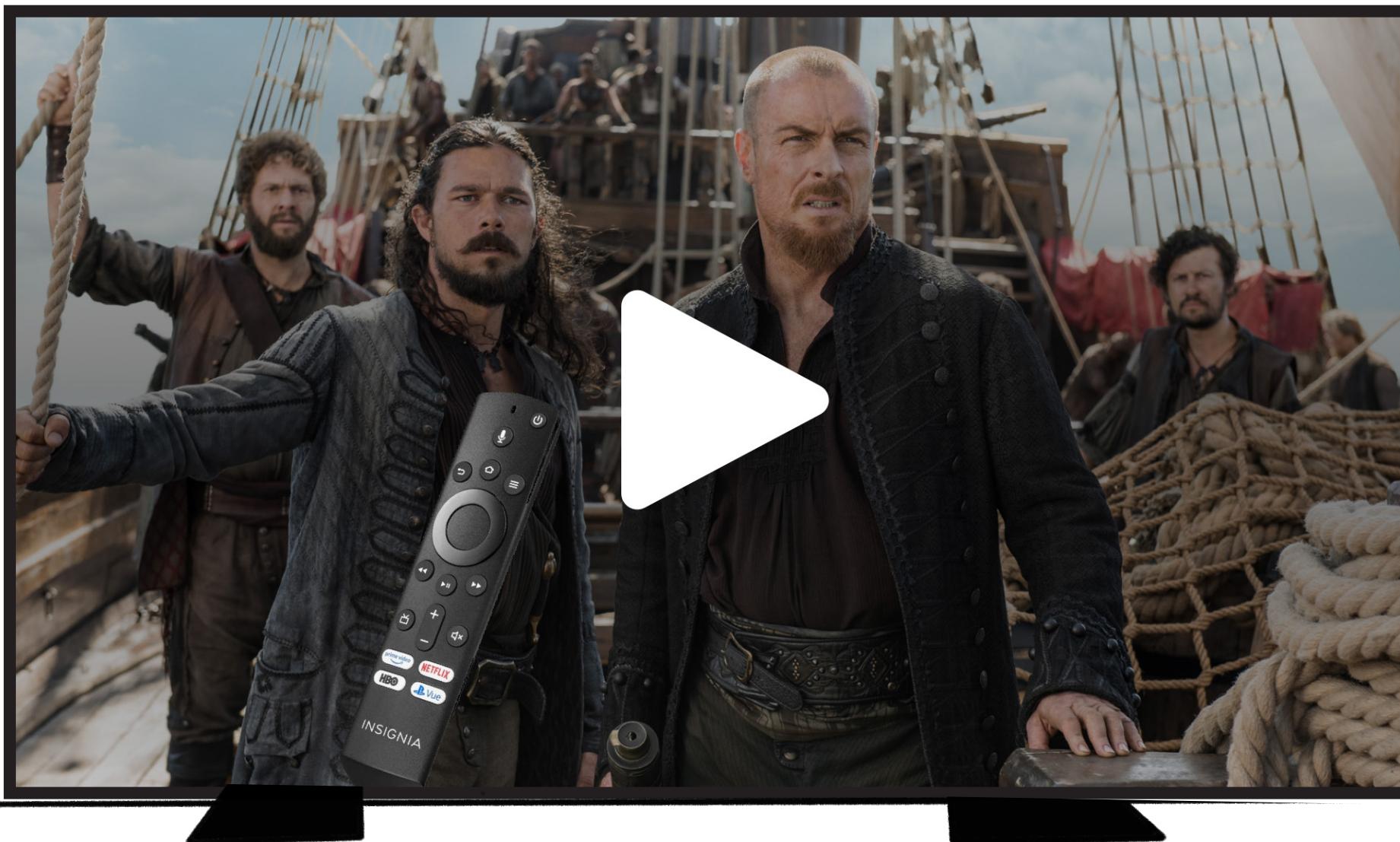
Tim Aslam (30 episodes, 2015-2017)  
Marina Draghici (8 episodes, 2014)

There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text. All the Lorem Ipsum generators on the...

USER TASK THREE

## 6. Press play to return to episode.

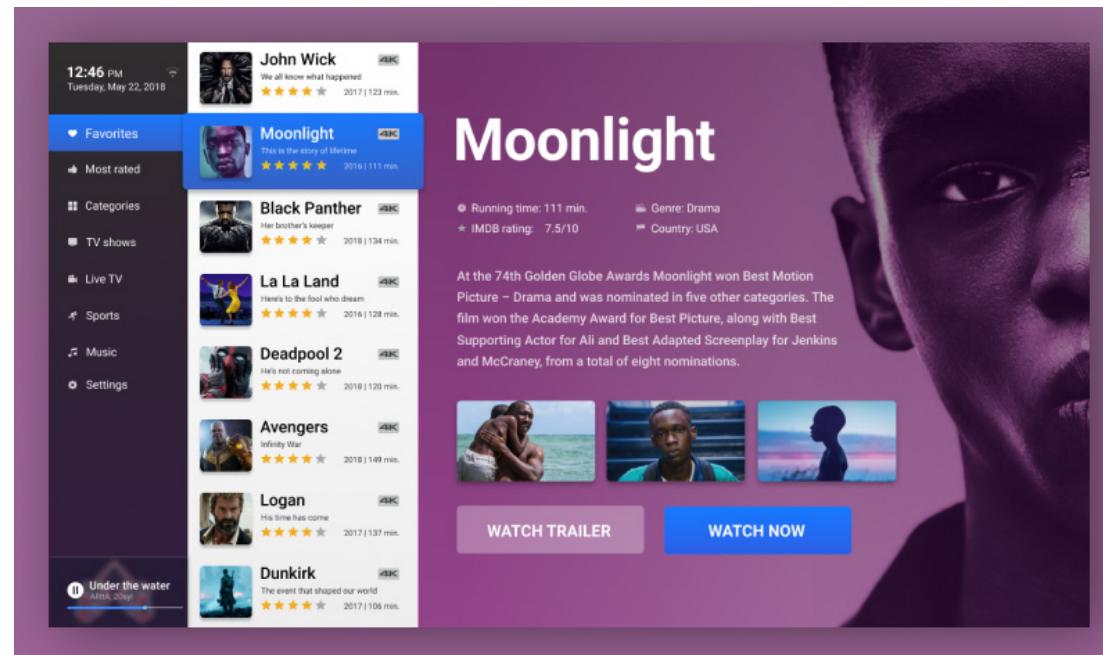
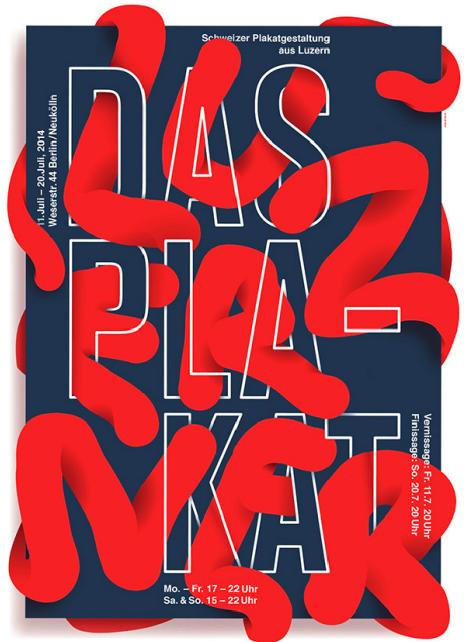
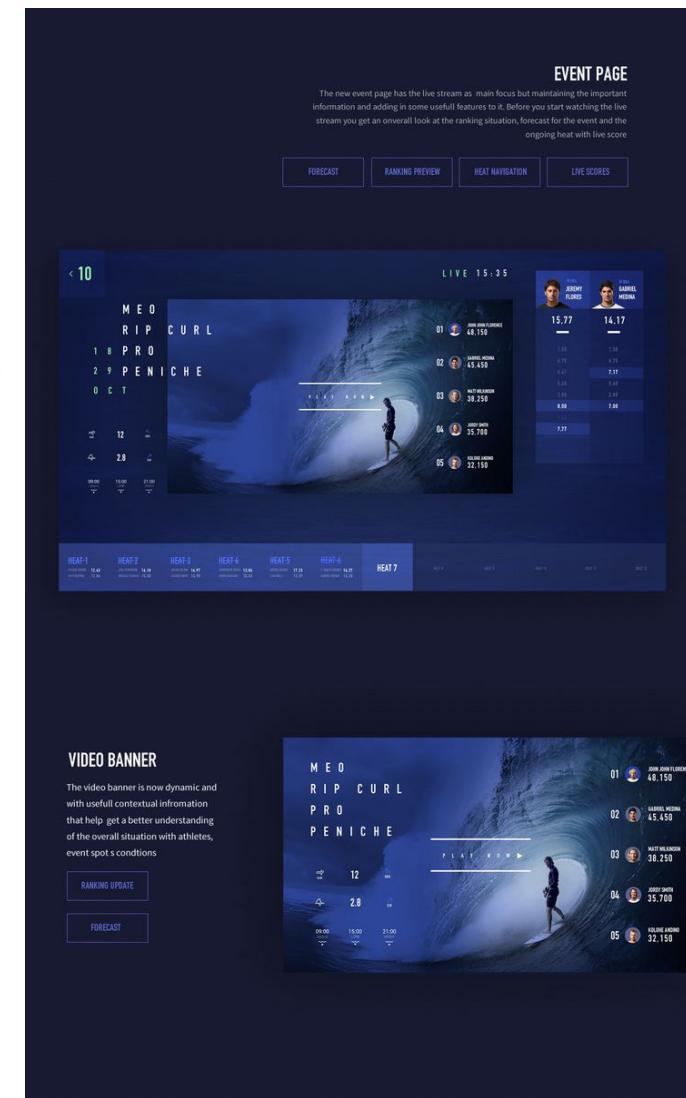
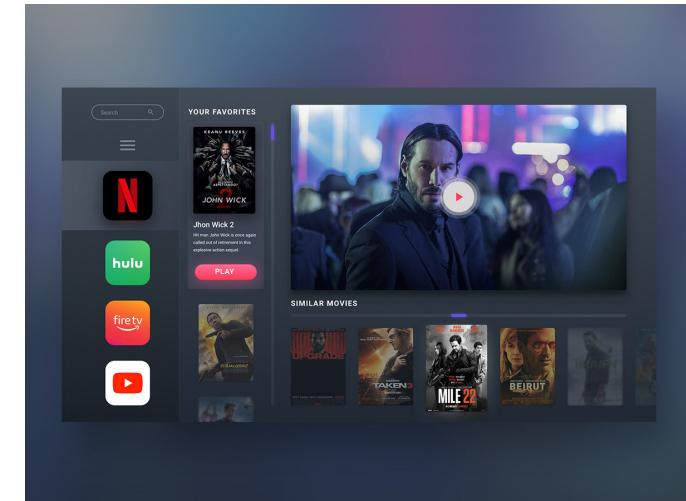
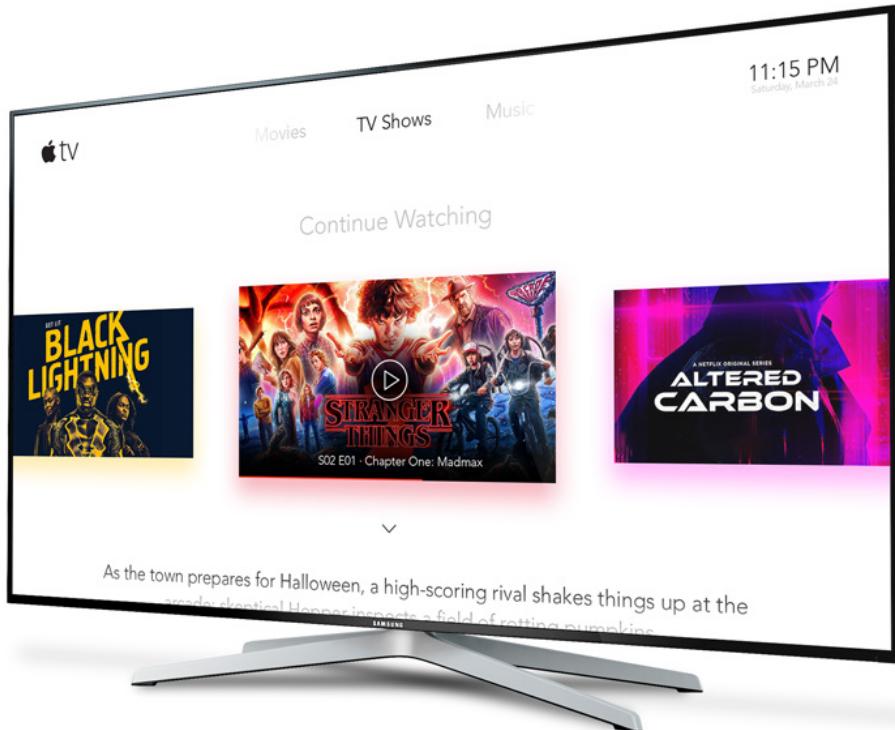
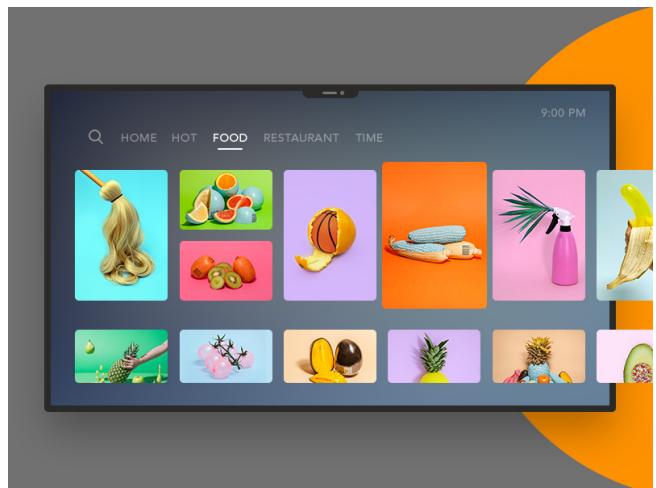
Chase wants to learn more about the styling of the cast on *Black Sails*.



## Paper Prototyping Results and edits

For updates based on peer feedback, click the link above.

# Where I drew inspiration for type and color.



Hello.

# Rules on type, buttons, and links

**Neue Haas Grotesk** is a font family created by Font Bureau aimed at reviving Helvetica Modernist style for digital.

Headline 1

Headline 2

Headline 3

Subheader

Body

## Buttons

Colors are interchangeable, blue is primary



button



button

## Links

Paired w/ text of opposite weight

*Cast*

Cast