

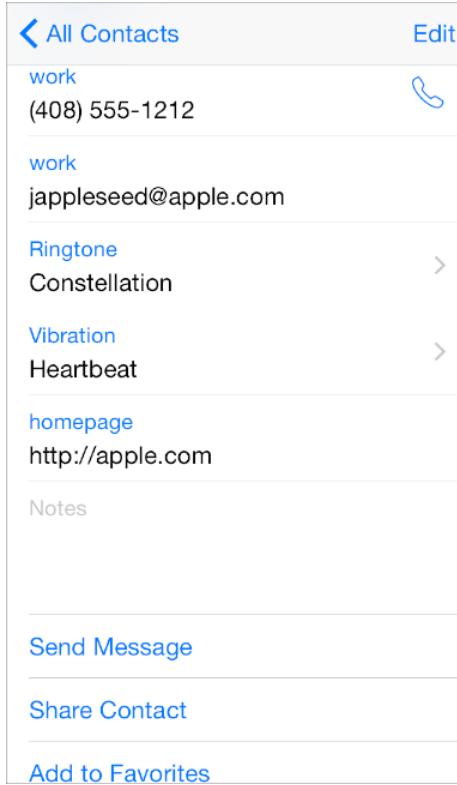
PlayStation Video iOS Design

By Monica Moore

iOS Design

Key Differences from Android

Back Button



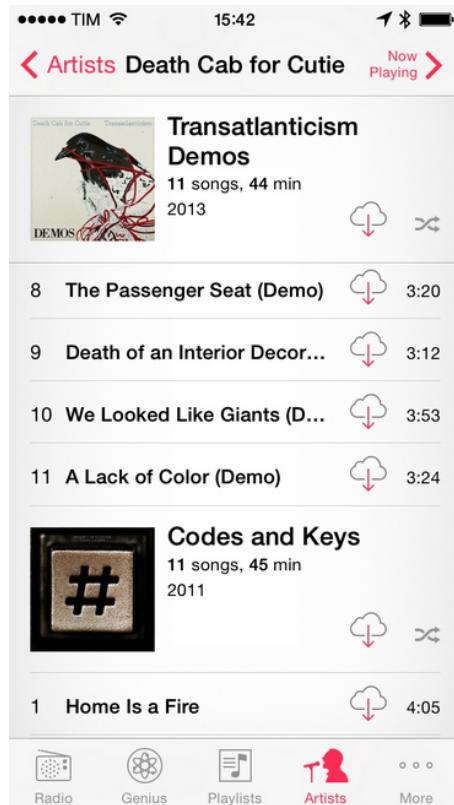
- iPhones have no back button, so this must be designed into the app
- Display a back pointing chevron in a key color with a title that describes the previous screen

Navigation Bar

- Text is centered, rather than left aligned
- Navigation drawer is not typically used.



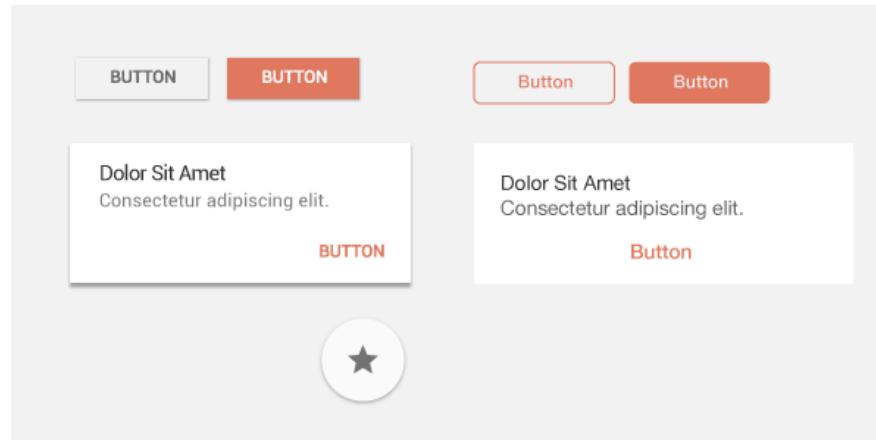
Navigation



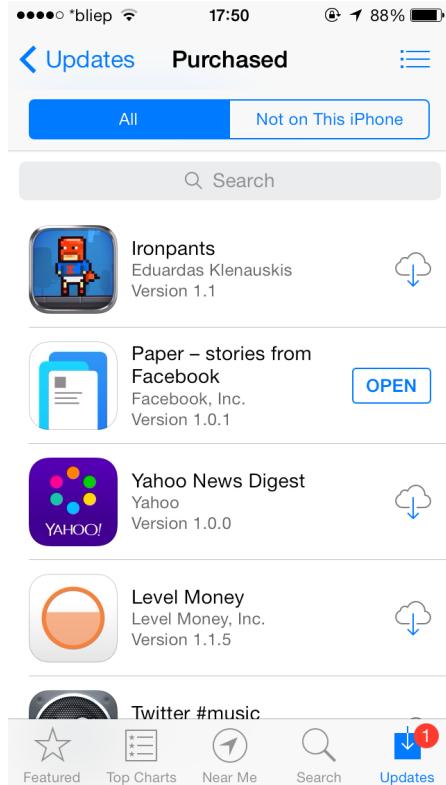
- Instead of a side navigation drawer, iOS has the tab bar which is used to switch between pages of the app.
- Selected tab's icon fills in with a key color

Button Styles

- iOS buttons are commonly just colored text
- When they have a background, they are flat



Segmented Controls



- Used to switch between views
- Commonly used in searches
- Equivalent to Android tabs

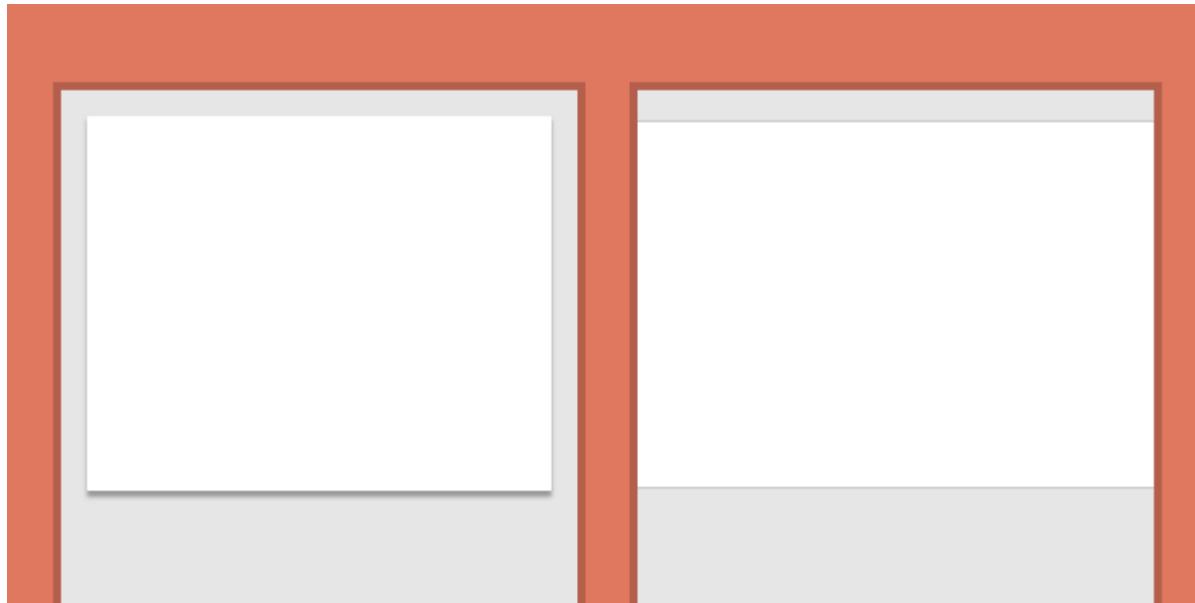
Icons

- iOS uses line icons with very thin strokes
- Android icons tend to be thicker or fully filled in



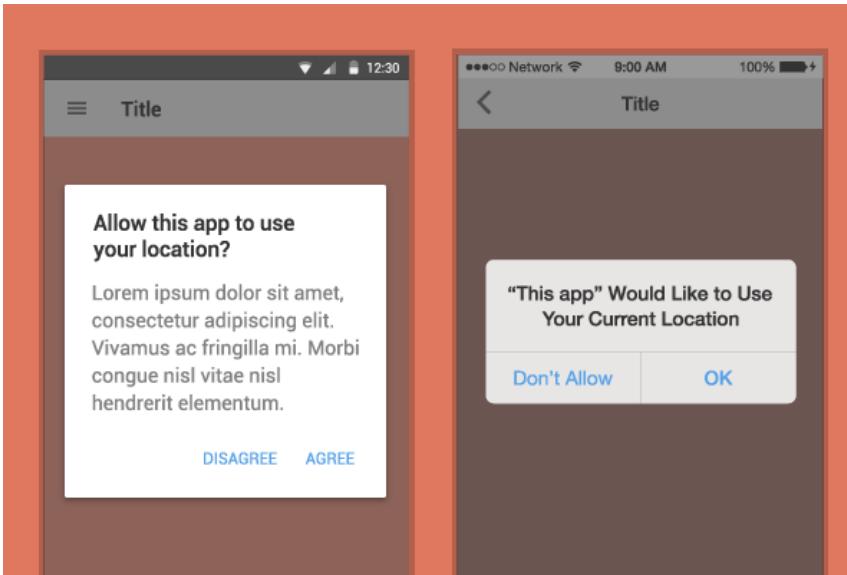
Cards

- If using them at all, iOS cards are more flat and subtle than Android cards.



Alerts

- iOS uses rounded corners
- Actions are separated by dividers



Goal: To achieve both cross-platform brand consistency and alignment with the conventions specific to iOS

iOS Design

**Why not just use the same
design on both platforms?**

On Google's Material Design on iOS

“Using Google Maps on iOS is a jarring experience, that makes you feel like you're switching between different operating systems every time you load the app. What Google seems to have ignored is that apps are not websites - a good website will offer a consistent look no matter which platform you open it from. On the other hand, a good app blends into the platform, and feels like a natural part of your device.” –Gadgets360

Benefits of Platform-Specific Design

- Makes the app more intuitive for the user
- Increases user retention and customer satisfaction by meeting the user's expectations
- If an app does not follow the expected behavior for the device, it will likely feel “off”.

iOS Design

Focal Points

Key Updates

- Navigation
 - Lack of a built in back button significantly alters current navigation
 - Careful attention will have to be spent to ensure users can smoothly and intuitively navigate the app
- Lack of purchases
 - Users may not be able to make in-app purchases
 - Must consider functionality of app without purchases, and how many features should be available

Visual Updates

- Navigation Bar
- Dropdown menus
- Icons
- Search
- Tabs

iOS Design

Alternatives

Options

2 main alternatives, due to lack of purchasing



Option 1: Keep browsing content in app.

- Replace “Add to Cart” with “Add to Wishlist”.
- User will have to go to browser to make a purchase.

Option 2: Remove browsing from app.

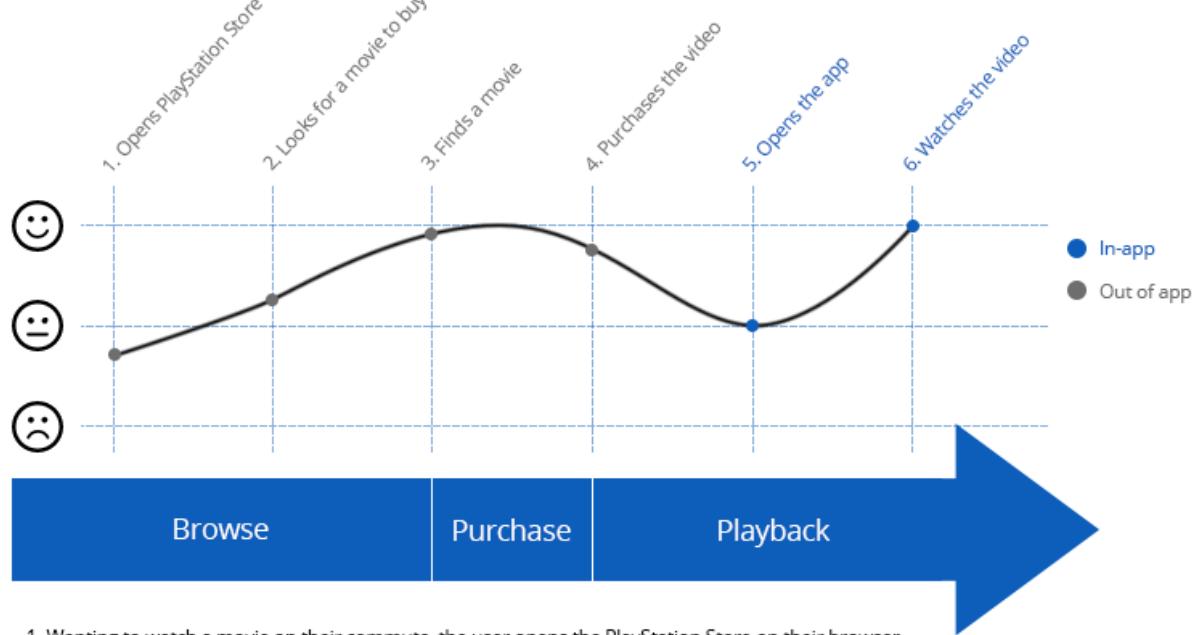
- App functionality will be limited to playback.
- User will have to have made purchases on other platforms in order to use app.

Option 1: In-App Browsing



1. Thinking of watching a movie tonight, the user opens the PlayStation Video app.
2. Browsing through the store, the user's mood picks up, as they become impressed by the abundance of content to choose from.
3. The user's mood peaks when they find a movie they are excited about and want to watch.
 - 3b. Wanting to purchase the movie, the user quickly becomes confused when they can't find a purchase button.
4. Tentatively, the user tries adding it to their wishlist.
5. Upon finding out that they have to leave the app to make a purchase, the user becomes frustrated.
 - 5b. The user does not understand why this is the process, but they open the store anyways, since they want to buy the movie.
6. Still frustrated by the process, the user finds the movie in their wishlist and adds it to their cart.
7. Happy to finally be purchasing their movie, the user's mood picks up, as the purchase is complete.
8. The user taps on Watch Now, and the PlayStation Video app reopens. The user remains slightly hesitant, but hopeful.
9. The video starts playing, and the user's mood continuously becomes happier as they enjoy their movie.

Option 2: Playback Only



1. Wanting to watch a movie on their commute, the user opens the PlayStation Store on their browser.
1b. The user is a bit disgruntled that they have to search for it, rather than using their app.
2. Browsing the content, the user's mood picks up as they become impressed by the abundance of content to choose from.
3. The user finds a movie and becomes very happy at the prospect of watching it.
4. Their mood decreases slightly, due to the monotonous purchase flow, and the prospect of spending money.
5. The user's mood continues to decrease back to neutral, as they wait for the app to open.
6. Their mood quickly rises again as their video plays.

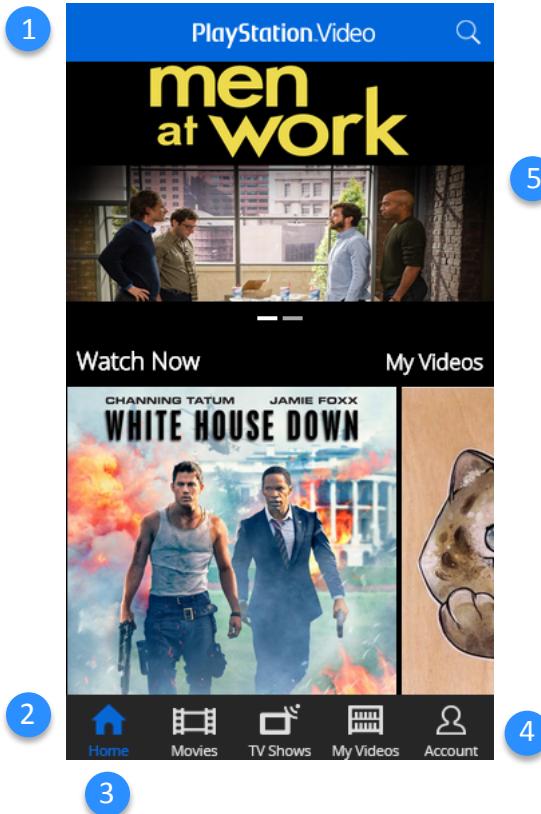
Comparison

	Option 1: In-App Browsing	Option 2: Playback Only
Pros	<ul style="list-style-type: none">• More exposure for store content• More pleasant browsing experience• More functionality for the user	<ul style="list-style-type: none">• Purchase flow is quicker and smoother, if it's communicated where to purchase in the app.• Purpose of the app is more clear to the user
Cons	<ul style="list-style-type: none">• Difficult purchase flow will cause users to drop off• Users will likely be confused as to why they can't purchase in the app, which may lead to overall dissatisfaction	<ul style="list-style-type: none">• Requires the user to be previously familiar with the Store to be likely to make a purchase• Less discoverable

iOS Design

Mockups

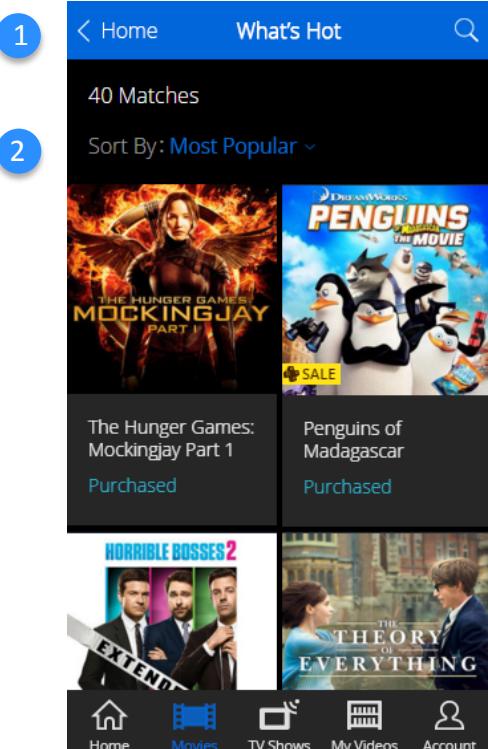
Variation 1: Home



1. Logo is centered, as is standard with all iOS apps.
2. Navigation moved from hamburger to bottom tab bar, as per Apple standard. Allows user to navigate with one tap.
3. Selected page is highlighted blue; the key color. Allows user to know which page they're on.
4. Help and Legal could be placed under Account
5. Emphasis of this variation is on browsing, similar to our Android app

*no wishlist in this version

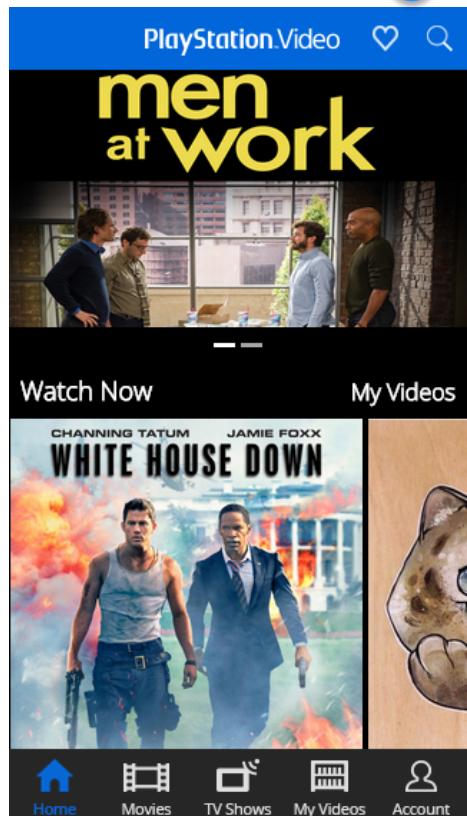
Variation 1: Grid



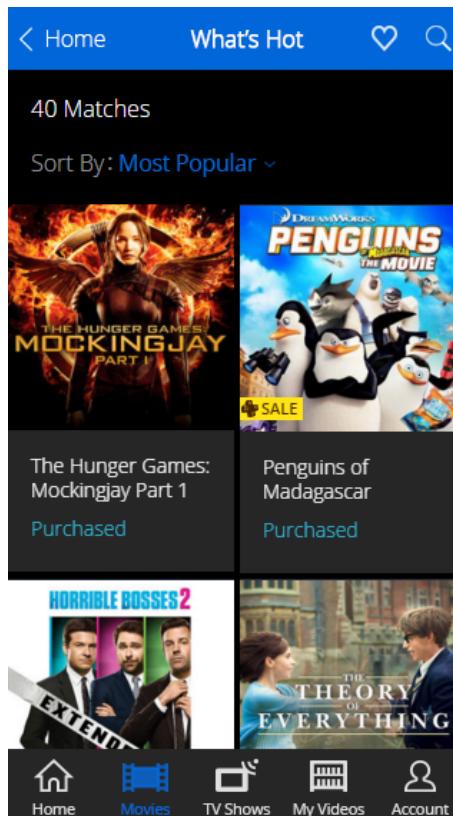
1. Back button in top left corner added to return home, since iPhones don't have a built in back button. This will appear on any secondary page, such as grids and PDPs.
2. Sort dropdown changed to align with iOS standards
3. Movies is selected now, since this is a movies category

3

Variation 2



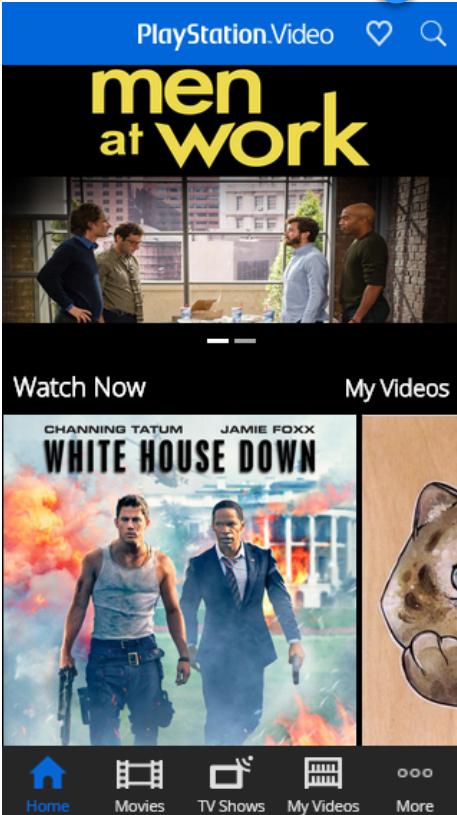
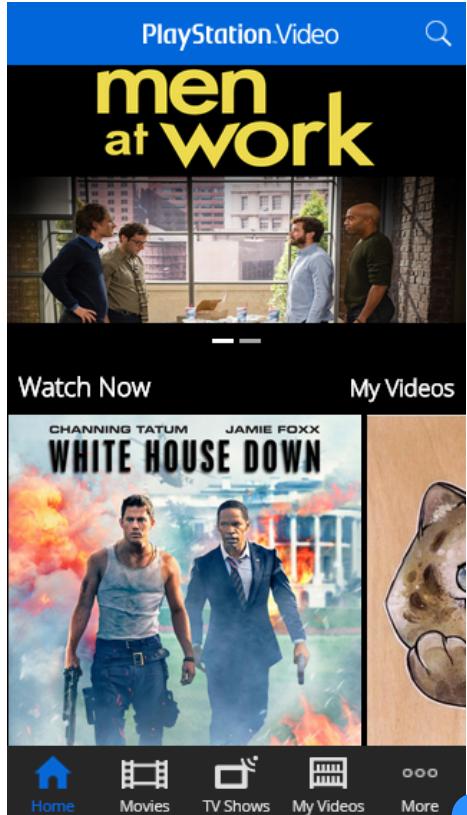
1



2

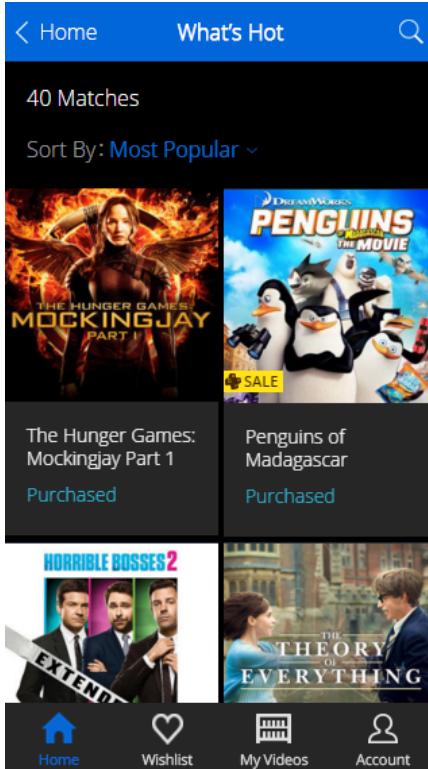
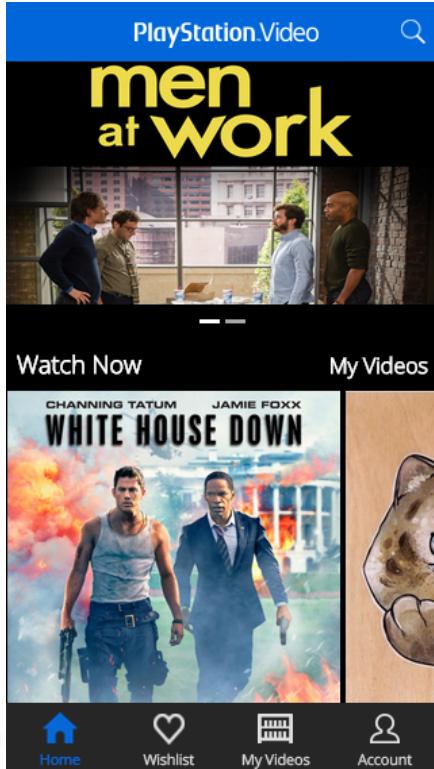
1. Wishlist added in header. May not have enough touch space.
2. Is viewable from any page, making it a very convenient feature for the user.

Variation 3



1. Replace Account with More, which leads to a screen with Account, Settings, Help, and Legal.
2. Wishlist could be under More or in the header. More would be much less prominent.

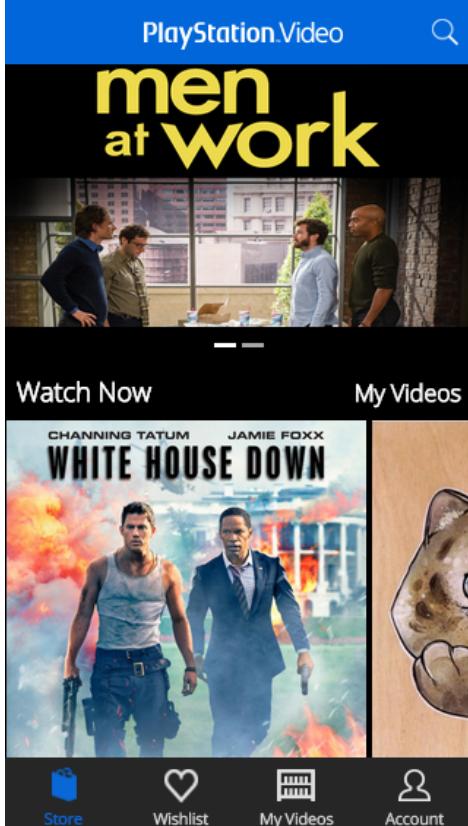
Variation 4: Home



1. Browsing is restricted to navigating from home page. Since the user cannot purchase a video, an extensive browsing experience may not be necessary.

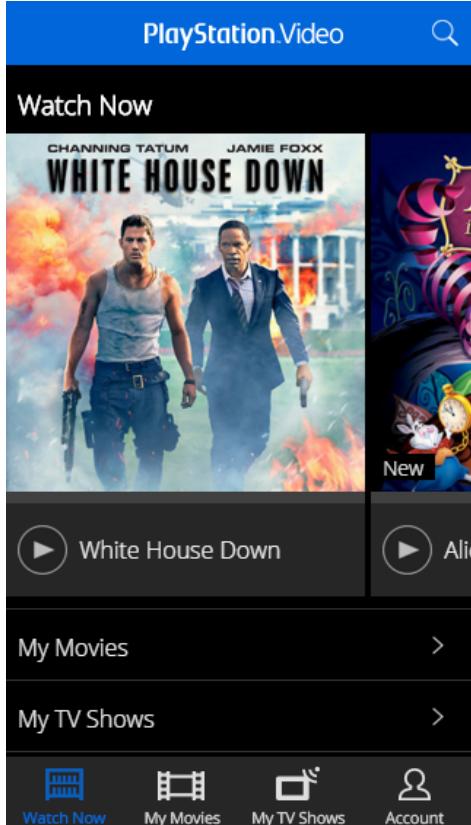
2. Wishlist is added in a tab, making it a more prominent feature.

Variation 5: Store



1. Same as previous variation, except with Store instead of Home. This is more accurately labeled, since this is the only tab that can be shopped from.

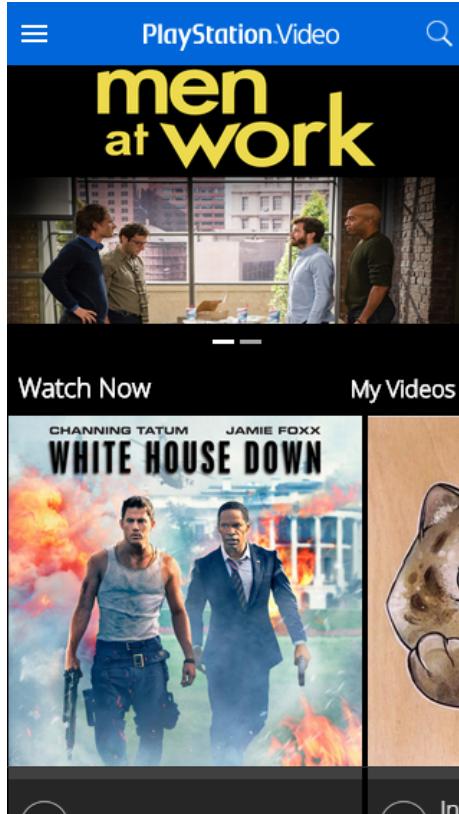
Variation 6: Watch Now



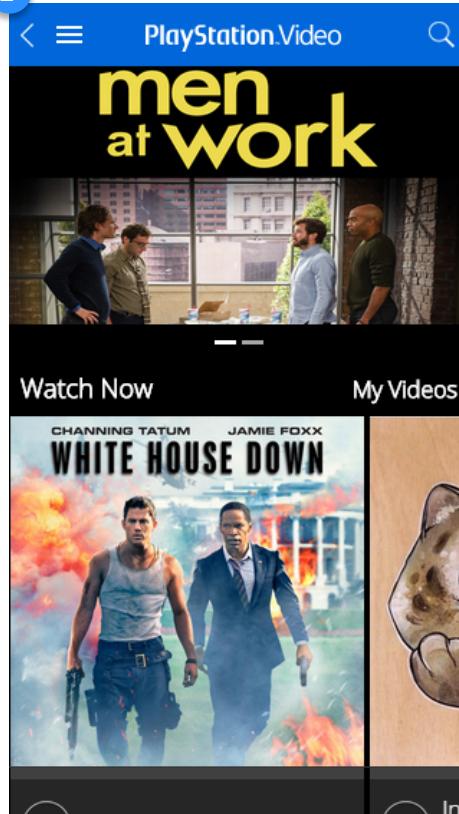
1. No browsing capabilities. Function is limited to viewing pre-purchased content.
2. Function is limited to watching purchased content

Variation 6: Home

1



2



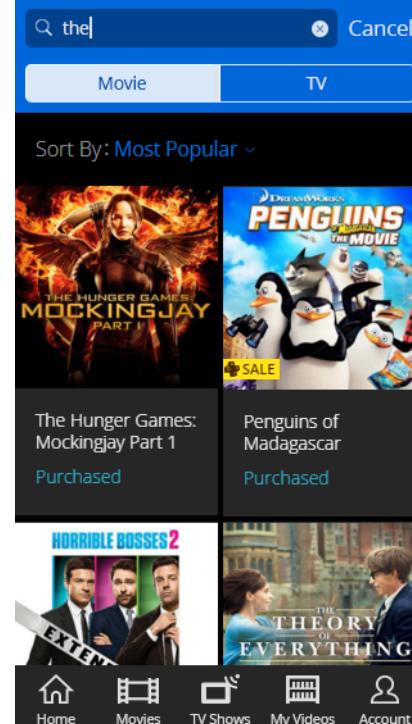
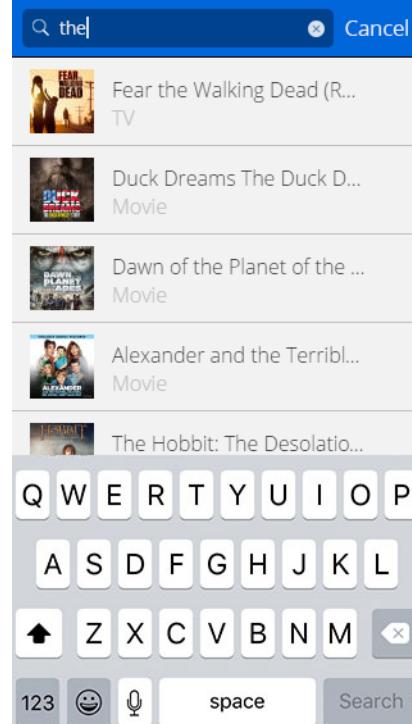
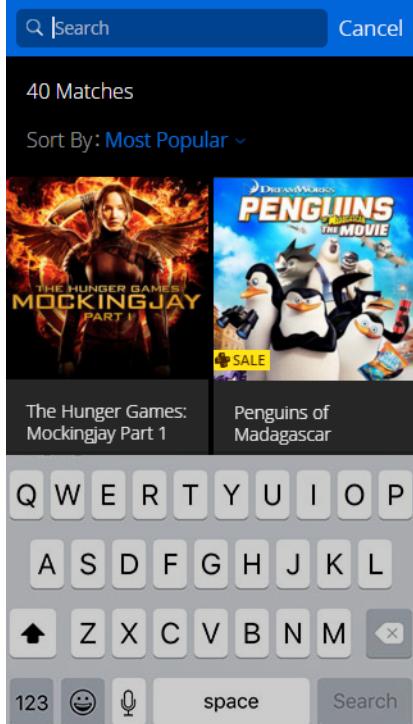
1. Similar to current Android app with side navigation. Navigation drawer would slide out, like on original app. This is not a native iOS navigation.

2. Secondary pages (grids and PDPs) combine a back button with the navigation in the top bar. Tapping space may be an issue.

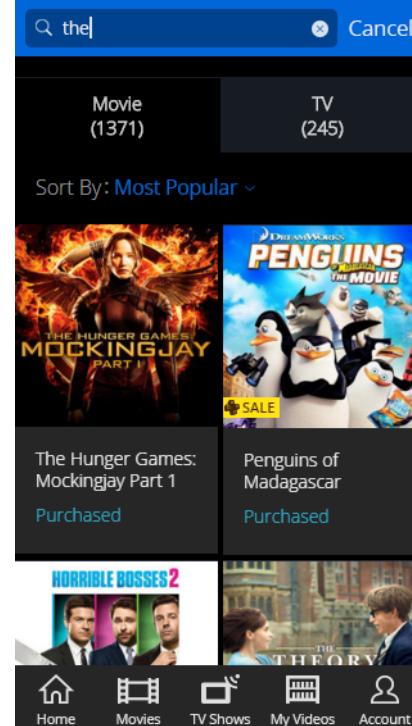
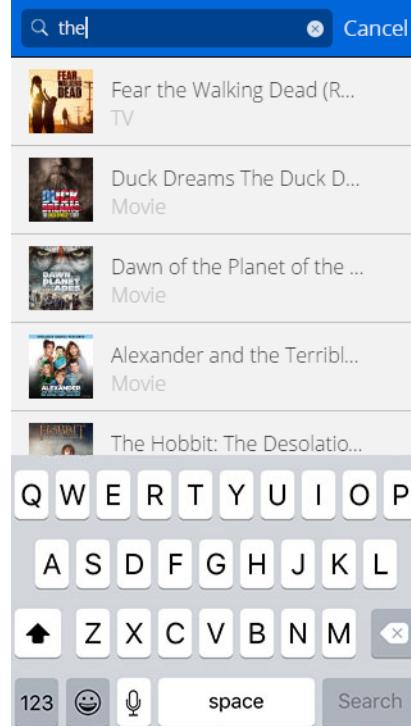
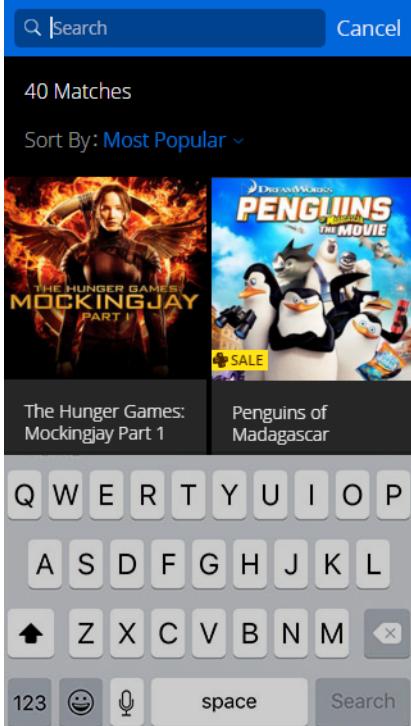
iOS Design

Search

Search Mockups



Search Mockups



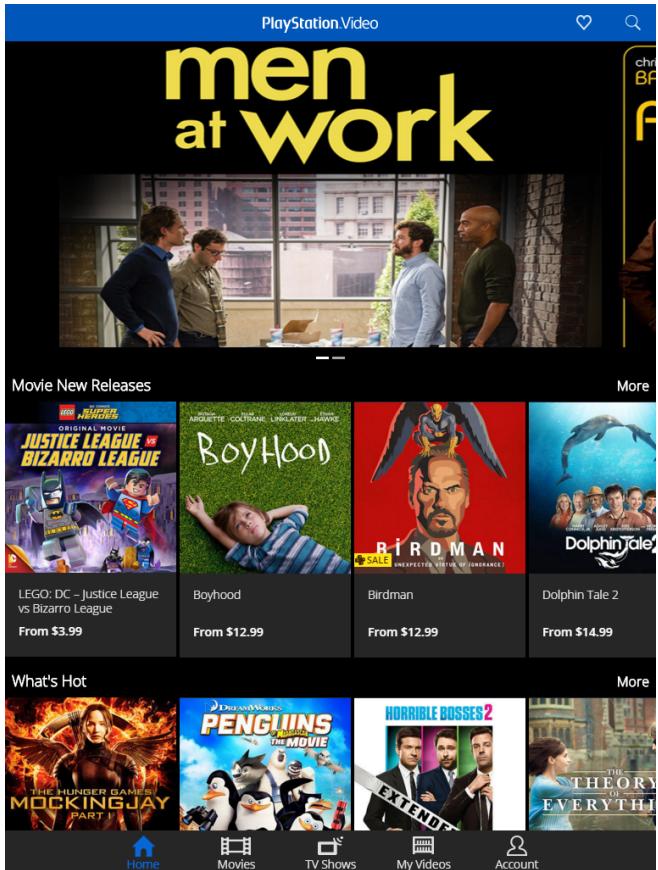
Search Changes

- Remove background of Cancel button
- Round corners of search bar and make transparent
- Use iOS cancel icon
- Add a scope bar instead of tabs to switch between Movies and TV, since this is iOS standard
- No tabs in task bar are selected during search

iOS Design

iPad Variations

Variation 1: Home



1. Navigation in bottom tab bar, as to iOS standards. Ability to switch between main browsing pages, My Videos, and Account,
2. Wishlist and Search buttons in header. Plenty of room for both on tablet. Wishlist can be a tooltip.

Variation 1: Grid

What's Hot

40 Matches Sort By : Most Popular

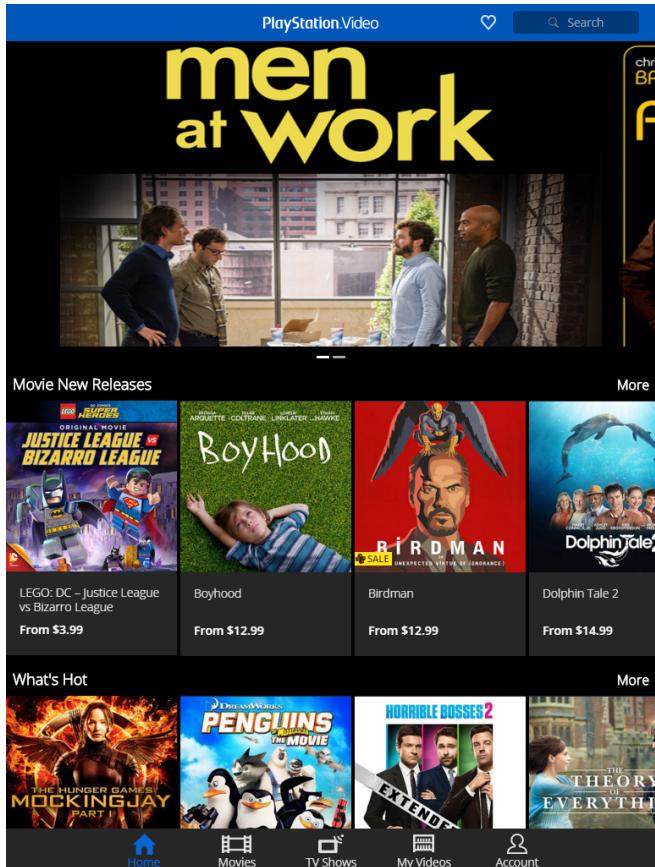
LEGO DC - Justice League vs Bizarro Le... From \$3.99	Boyhood From \$12.99	Birdman From \$12.99	Dolphin Tale 2 From \$14.99
Ouija From \$14.99	PLUS BONUS FEATURES The Book of Life (plus Bonus Features) From \$14.99	NIGHTCRAWLER From \$14.99	+BONUS FEATURES Justice League: Throne of Atlantis (p... From \$14.99
ALEXANDER and the Terrible, Horrible, NO GOOD, VERY BAD DAY From \$14.99	Loitering with Intent From \$3.99	THE HUNGER GAMES: MOCKINGJAY PART 1 From \$14.99	MY OLD LADY From \$14.99

INCLUDES BONUS FEATURES

Home Movies TV Shows My Videos Account

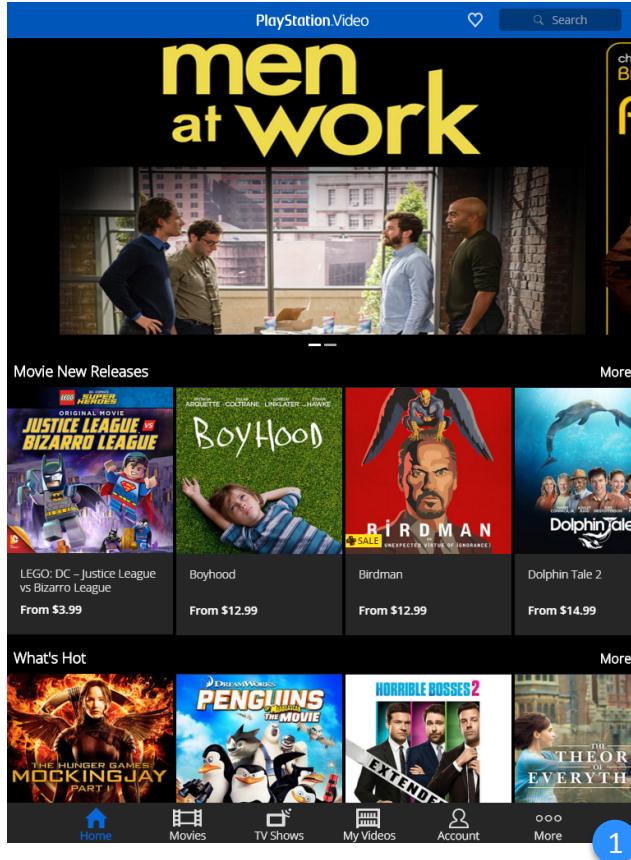
Same as mobile grid, except adapted to tablet size.

Variation 2



1. Extra space allows for a larger search bar, allowing for user to type query immediately in header. Common design in native iPad apps.

Variation 3



1. Add a More button in the tab bar to the previous variation. More can contain Help, Legal, and Settings.

Variation 4

The screenshot shows the PlayStation Video app interface. At the top, there's a search bar with a magnifying glass icon and the word "Search". Below it, the title "men at work" is displayed in large, bold, yellow letters. A thumbnail image of the movie is shown, featuring four men standing outside a building. To the right of the title, there's some partially visible text: "chr", "BF", and "A".

Below the main title, there's a section titled "Movie New Releases" with a "More" link. It displays four movie cards:

- LEGO DC - Justice League vs Bizarro League**: From \$3.99
- Boyhood**: From \$12.99
- Birdman**: From \$12.99
- Dolphin Tale 2**: From \$14.99

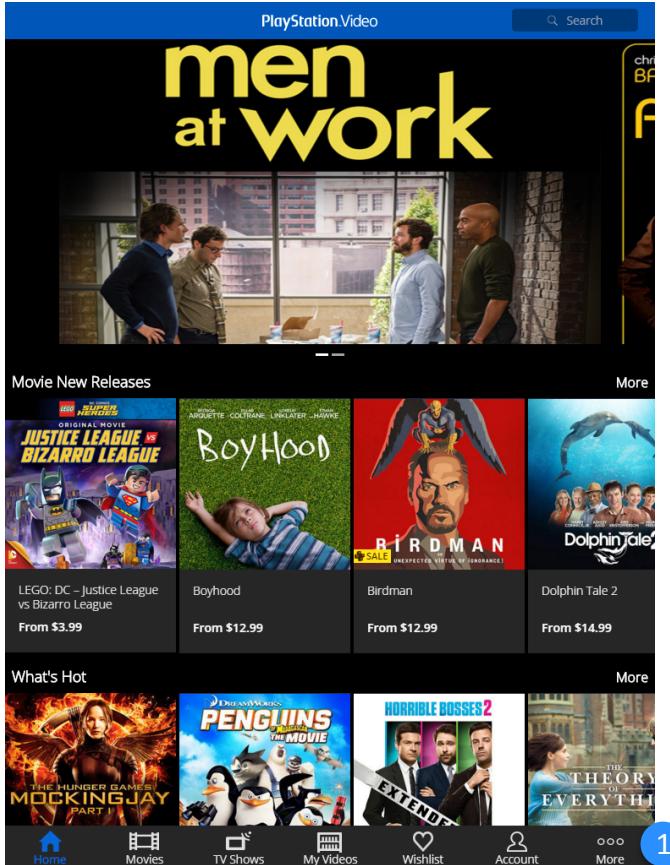
Below this, there's a section titled "What's Hot" with a "More" link. It displays five movie cards:

- THE HUNGER GAMES: MOCKINGJAY - PART 1**
- PENGUINS: THE MOVIE**
- HORRIBLE BOSSSES 2**
- EXTEND**
- THE THEORY OF EVERYTHING**

At the bottom of the screen, there's a navigation bar with five icons: "Home" (a house icon), "Movies" (a film strip icon), "TV Shows" (a television icon), "My Videos" (a video camera icon), "Wishlist" (a heart icon), and "Account" (a person icon). The "Wishlist" icon has a blue circle with the number "1" next to it.

1. Wishlist is moved to the tab bar, and receives its own full screen.

Variation 5



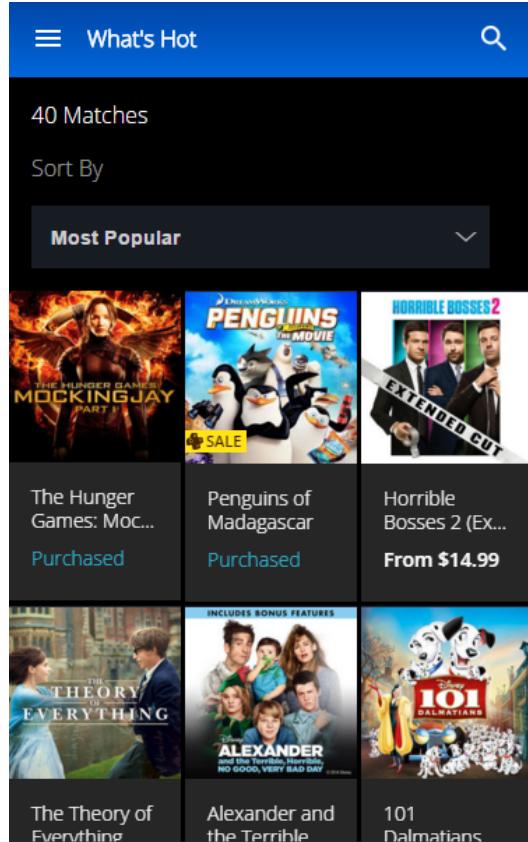
1. Similar to Variation 3, except with Wishlist in the tab bar.

iOS Design

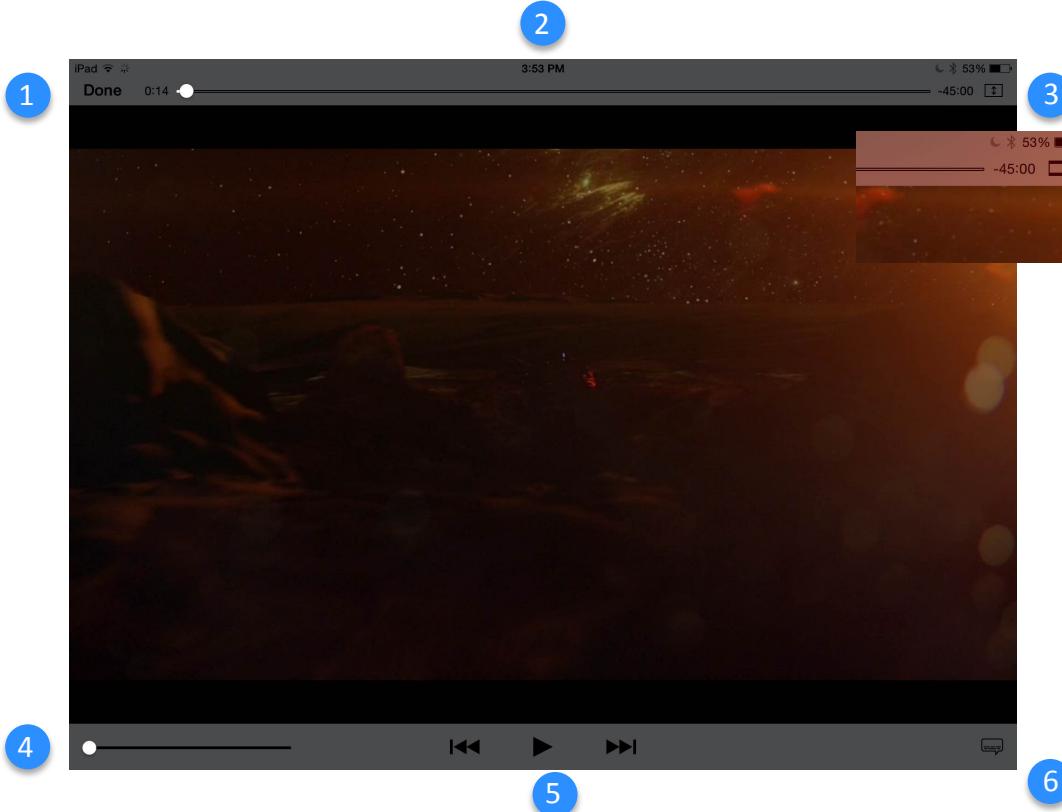
Other Changes

Grid Size

- Grid sizes need to be reassessed for iPhone 6 and 6 Plus
- Make it so there are always 2 tiles horizontally on mobile

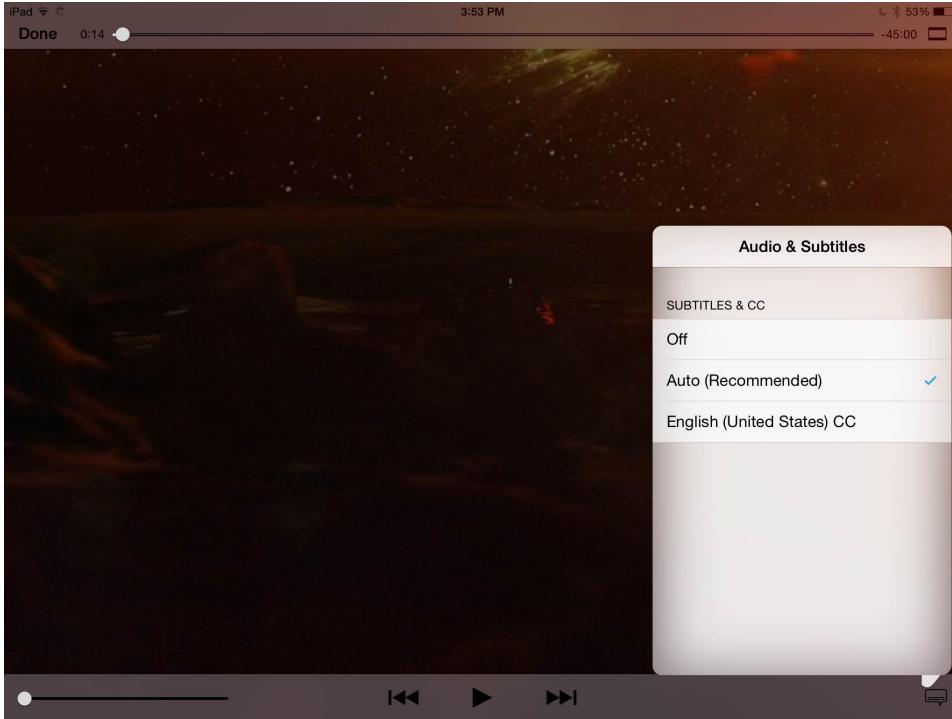


Video Player



1. Tap Done to exit video and return to previous page.
2. Bar
3. Toggles between wide screen and full screen
4. Volume control
5. Controls. Next button brings to next video in lineup.
6. Audio and Subtitles settings

Video Player – Audio & Subtitles



1. Tap to make Audio & Subtitles dialog appear.
2. All options appear here to switch between. Further options, such as text settings can be found under device settings.