

Discovery - Reduce the Number of Clicks

1. Clicks are just with the entitlements section.
2. The whitelist group, it looks that you can do a bunch of them together. But literally, you need to click in, create the group, individually enter every MVPD, go to the entitlements, and then you update your entitlements across board.
3. There are two scenarios that have the leverage to reduce # of clicks:
 - we are decommissioning "Esquire" [a brand], we have to go to literally every single record, unclick "Esquire", and save it in the Production, for all platforms, for 478 MVPDs. So if you have 7 platforms for one MVPD, multiply that by 478, it will take you 2 to 3 full days.
 - We are adding new platforms everyday. When we have a new platform, we have to move all 478 MVPDs onto this platform. Currently, how it works is: you will have to go in there, clone the entitlements over from the old platforms to new platform. From there, you have to enable them. This is also tedious

Task 1: MVPD Transfer

Fusion Media is underneath the umbrella of WatchTVEverywhere. Currently, if they want to make a switch when their contract ends, there are two possible ways. One way is to change their MVPD ID. However, for history sake, users would like to have the ability to clone the particular record with all information, and modify from there. When we clone, we will necessarily clone the MVPD display name, the logos, but the basic information and support information will have to be refilled, because they are under different syndicator.

Right now, when we need to make a transfer, we just treat it as a brand new, and "retiring" the previous record. For retiring, we just deselect the all the whitelist options, so that they are all unwhitelisted in Production. This is really what we do now. The entitlements will be carried over as well, unless they specify that they do not get something. Everything else will be brand new.

1. Step 1: Cloning the record (in the Context of Transfer)

- When making a cloning in the context of Transfer
 - Carry over:
 - Display name
 - Logo
 - Entitlements (with the "whitelist" not checked), It's across Platforms and Instance
 - NOT carry over:
 - Other fields of Basic Information
 - Support Information
 - Error message

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2. Step 2: Deactivate the old MVPD record

- Deselect all whitelist options in Prod for each platform one by one

Brand Entitlement	Platform	Instance
Bravo	Desktop	Stage
CNBC	AmazonFireTV	Prod
CSN Bay Area	Android	
CSN California	AppleTV	
CSN Chicago	iOS	
CSN Mid-Atlantic	iOS2	
CSN New England	mobile	
CSN Philadelphia	Roku	
E	Samsung Smart TV	
Esquire	Win8	
G4	Xboxone	
Golf		
MSNBC		
Mun2		
NBC Olympics		
NBC Entertainment		
NBC News		
NBC Sports		
Oxygen		
Sprout		
Syfy		
TCN		
Telemundo		
USA		

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Task 2: Cloning entitlements (in the Context of Creating a new record)

1. When creating a record, after filling in the Basic Information and other information, after “Brand Entitlements” have been selected, it would be good to have a “Clone to all platforms” here – rather than develop a whitelist group and do the whole thing.
2. Current workflow1:
click the brand entitlements on Stage -> select Prod -> click the same entitlements again -> repeat it for all platforms

The screenshot shows the 'Update Brand Entitlements' section of the MVPD Admin interface. On the left, there's a sidebar with various tabs like 'Basic Information', 'Entitlements', and 'Whitelist'. The main area has a heading 'Update Brand Entitlements' with a list of checkboxes for different regions: 'Isavio', 'civic', 'CSN Bay Area', 'CSN California', 'CSN Chicago', 'CSN Mid-Atlantic', 'CSN New England', 'CSN Philadelphia', 'e', 'Esquire', and 'e4'. Above this list, there's a note: 'Error: MVPD can't be whitelisted without Black Logo, Black Logo 2x, Color Logo, Color Logo 2x, White Logo, White Logo 2x'. Below the list is a dropdown menu for 'Platform' (set to 'desktop') and 'Instance' (set to 'prod'). A 'Copy' button is next to the instance dropdown. At the bottom, there are 'Cancel', 'Preview', and 'View Changes' buttons. Red circles with numbers 1, 2, and 3 are overlaid on the screenshot to guide the user through the process:

- 1** Points to the list of entitlements.
- 2** Points to the 'Select Instance: Stage/Prod' dropdown.
- 3** Points to the 'Update it on the platforms' button.

3. Current workflow 2 (to make it easier):
Create a whitelist group -> fill the basic info -> add MVPDs to the group -> clone from “Desktop”+ “Stage” to all selected platforms

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This screenshot shows the 'Create Whitelist Group' interface. On the left, there's a sidebar with sections like 'Basic Information', 'MVPD List', 'Whitelist and Clone Entitlements', 'Notes', 'Revision information', 'Authoring information', and 'Publishing options'. The main area has fields for 'Whitelist Group Name' (set to 'August WTVE Whitelist'), 'TARGET STAGE WHITELIST DATE' (set to '08/17/2017'), and 'TARGET PROD WHITELIST DATE'. A date picker calendar is open, showing the month of August 2017 with the 17th selected.

This screenshot shows the 'Edit Whitelist Group' page for 'August WTVE Whitelist'. It has a similar sidebar to the creation page. The main area shows the 'Whitelist and Clone Entitlements' section, which contains a dropdown menu with one item: 'Kapton Telephone Company'. Below this is a 'Add another item' button and a 'Save' button.

This screenshot shows the 'Edit Whitelist Group' page again, but the 'Whitelist and Clone Entitlements' section is now expanded. It lists 'Kapton Telephone Company' and includes a 'Remove from Whitelist' link. The sidebar and other page elements remain consistent with the previous screenshots.

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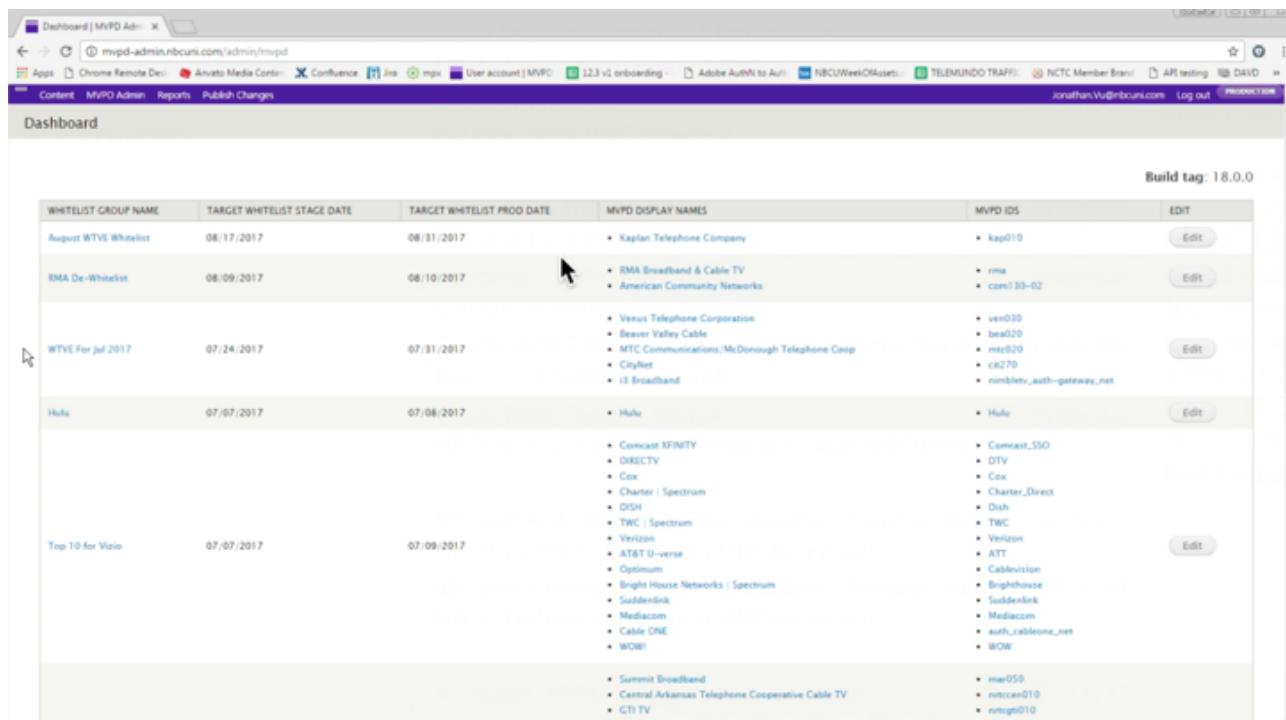
* Whitelist group

In the old design, it did not quite consider about bulk upload, and scenarios like “What happens if we have new platforms, and need to move everything on” or “What happens if we need to decommission a record”. The reason is that most of us just focus on the bigger ones – they cover 70% of the landscape. You just do it once, and you are done; if you have to edit it, you go in there, edit each platform, and that’s fine. But it did not quite take into consideration of the small ones.

Need UX opinion on what the whitelist groups would be, or how to make it better

Right now what we do for whitelist group is: we create the whitelist group – manually enter in every name of the MVPD – save the group. And that group will be everybody that associates to it. The whitelist groups are basically managed by the person who created the group. Titles of the whitelist groups are assigned by the same person. All of them are free form.

- Right now, we create whitelist groups to duplicate entitlements across board



The screenshot shows a web-based administration interface for MVPD. At the top, there's a navigation bar with links for Dashboard, Content, MVPD Admin, Reports, and Publish Changes. The main area is titled "Dashboard". A message at the top right says "Build tag: 18.0.0". Below this, there's a table listing several whitelist groups:

WHITELIST GROUP NAME	TARGET WHITELIST STAGE DATE	TARGET WHITELIST PROD DATE	MVPD DISPLAY NAMES	MVPD IDs	EDIT
August WTVE Whitelist	08/17/2017	08/31/2017	<ul style="list-style-type: none"> ▪ Kaplan Telephone Company 	<ul style="list-style-type: none"> ▪ kap010 	<button>Edit</button>
RMA De-Whitelist	08/09/2017	08/10/2017	<ul style="list-style-type: none"> ▪ RMA Broadband & Cable TV ▪ American Community Networks 	<ul style="list-style-type: none"> ▪ rma ▪ com139-02 	<button>Edit</button>
WTVE For Jul 2017	07/24/2017	07/31/2017	<ul style="list-style-type: none"> ▪ Venus Telephone Corporation ▪ Beaver Valley Cable ▪ MTC Communications: McDonough Telephone Coop ▪ CityNet ▪ I3 Broadband 	<ul style="list-style-type: none"> ▪ ven010 ▪ beav020 ▪ mtc029 ▪ cik270 ▪ nimbeltv_auth-gateway.net 	<button>Edit</button>
Hulu	07/07/2017	07/08/2017	<ul style="list-style-type: none"> ▪ Hulu 	<ul style="list-style-type: none"> ▪ Hulu 	<button>Edit</button>
Top 10 for Vizio	07/07/2017	07/09/2017	<ul style="list-style-type: none"> ▪ Comcast XFINITY ▪ DIRECTV ▪ Cox ▪ Charter : Spectrum ▪ DISH ▪ TWC : Spectrum ▪ Verizon ▪ AT&T U-verse ▪ Optimum ▪ Bright House Networks : Spectrum ▪ Suddenlink ▪ Mediacom ▪ Cable ONE ▪ WORL 	<ul style="list-style-type: none"> ▪ Comcast_550 ▪ DTV ▪ Cox ▪ Charter_Direct ▪ Dish ▪ TWC ▪ Verizon ▪ ATT ▪ Cablevision ▪ BrightHouse ▪ Suddenlink ▪ Mediacom ▪ auth_cableone.net ▪ WOW 	<button>Edit</button>
			<ul style="list-style-type: none"> ▪ Summit Broadband ▪ Central Arkansas Telephone Cooperative Cable TV ▪ GTI TV 	<ul style="list-style-type: none"> ▪ mar050 ▪ mrtcc010 ▪ mrtcg010 	

- Whitelist group

- The whitelist group names chosen here can be based on different reasons:
 - They have the same syndicator
 - What they are doing, e.g., “Esquire Decommission (removing the brand for all the people)”, WatchTVEverywhere launch for that month (“WatchTVEverywhere July Launch”, in the group, these are all new MVPDs coming over)

- The decision of what makes a whitelist group is the task, and how to accomplish the task

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On July, these MVPDs want to light up on our platforms.

We are adding a new platform for these top people

WHITELIST GROUP NAME	TARGET WHITELIST STAGE DATE	TARGET WHITELIST PROD DATE	MVPD DISPLAY NAMES
August WTVB Whitelist	08/17/2017	08/31/2017	<ul style="list-style-type: none"> ▪ Kaplan Telephone Company ▪ RMA Broadband & Cable TV ▪ American Community Networks
RMA De-Whitelist	08/09/2017	08/10/2017	<ul style="list-style-type: none"> ▪ Venus Telephone Corporation ▪ Beaver Valley Cable ▪ MTC Communications: McDonough Telephone Co ▪ CityNet ▪ i3 Broadband
WTVB For Jul 2017	07/24/2017	07/31/2017	<ul style="list-style-type: none"> ▪ Hulu
Hulu	07/07/2017	07/08/2017	<ul style="list-style-type: none"> ▪ Hulu
Top 10 for Viasat	07/07/2017	07/08/2017	<ul style="list-style-type: none"> ▪ Comcast XFINITY ▪ DIRECTV ▪ Cox ▪ Charter Spectrum ▪ DISH ▪ TWC Spectrum ▪ Verizon ▪ AT&T U-verse ▪ Optimum ▪ Bright House Networks Spectrum ▪ Suddenlink ▪ Mediacom ▪ Cable ONE ▪ WOW!
			<ul style="list-style-type: none"> ▪ Summit Broadband ▪ Central Arkansas Telephone Cooperative Cable TV ▪ GTI TV

4. What do you feel the overall experience of whitelist group now?

- It is time consuming; you literally need to enter everything in
- If we do bulk upload, it would be beneficial if the bulk upload batch becomes a whitelist group, "Bulk upload in August", then you can not only click in and edit them individually, but can also update their entitlements. Therefore, you will not need create whitelist group manually, and enter the MVPDs in that group manually one by one
- Pain points: If you have 10 MVPD this months, you will need to enter info for the 10 one by one create a whitelist group, and add the 10 into it whitelist from there

5. Where does the data (saved in an Excel sheet) come from?

The excel sheet is sent to us by aggregators. They sent the Excel sheet to us as what they pulled out from their system.

6. Avoid Duplicates

Because aggregators sent the sheet to us, they just pulled it out from their systems, they did not get what is from previous months. We should make the rule: if ADOBE ID already exists in the system, you skip it. It only ingests new MVPDs.

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Task 3: Decommission a brand

When something goes away, and I want to change it

The screenshot shows a table of whitelist groups. The columns are: WHITELIST GROUP NAME, TARGET WHITELIST STAGE DATE, TARGET WHITELIST PROD DATE, MVPD DISPLAY NAMES, MVPD IDs, and EDIT. The 'Top 10 for Vizio' group is highlighted with a red box around its 'Edit' button. A red arrow points from this button to a red-bordered box containing the text: "What if 10 of them are no longer having Esquire".

WHITELIST GROUP NAME	TARGET WHITELIST STAGE DATE	TARGET WHITELIST PROD DATE	MVPD DISPLAY NAMES	MVPD IDs	EDIT
August WTVE Whitelist	08/17/2017	08/31/2017	<ul style="list-style-type: none"> Kaplan Telephone Company 	<ul style="list-style-type: none"> kap010 	Edit
RMA De-Whitelist	08/09/2017	08/10/2017	<ul style="list-style-type: none"> RMA Broadband & Cable TV American Community Networks 	<ul style="list-style-type: none"> rma com139-02 	Edit
WTVE For Jul 2017	07/24/2017	07/31/2017	<ul style="list-style-type: none"> Venus Telephone Corporation Beaver Valley Cable MTC Communications/McDonough Telephone Coop CityNet i3 Broadband 	<ul style="list-style-type: none"> ven030 bea020 mtr020 cst70 nimbletv_auth-gateway.net 	Edit
Hulu	07/07/2017	07/08/2017	<ul style="list-style-type: none"> Hulu 	<ul style="list-style-type: none"> Hulu 	Edit
Top 10 for Vizio	07/07/2017	07/09/2017	<ul style="list-style-type: none"> Comcast XFINITY DIRECTV Cox Charter / Spectrum DISH TWC Spectrum Verizon AT&T U-verse Optimum Bright House Networks Spectrum Suddenlink Mediacom Cable ONE WOW! 	<ul style="list-style-type: none"> com030 dtv cox char020 dsh twc ver010 att opt010 bright010 sudden010 medi010 cableone.net wow010 	Edit

1. Current workflow:

- Go to each one of them, unclick “Esquire” on “Desktop”
- Go back to the whitelist group, duplicate it all across board [He always uses the “Desktop” + “stage” as source for copies]

2. Requirements:

- Bulk upload as a whitelist group, and make it easy to maneuver the entitlement section. E.g., How to streamline it, if you need to do the entitlements for 10 platforms and 17 networks
- After launch, if a network decides to go away, all of your providers and partners can remove it. Right now, you have to create a whitelist group to do it, and you need to do it for all whitelist groups.

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Task 4: Add a New Platform

1. When you need to add a platform, you will need to:

- Integrate the new platform into the system
- Clone entitlements from old platforms to the new platform
- Do it for all MVPDs.