

## HBO CINEMAX GO

HBO and Cinemax GO were challenged to convert a “homemade” Media Player into an HBO worthy application/website. This product needed to be made “ready for Prime Time” for affiliate partners and for HBO’s first direct to consumer, audience. HBO and Cinemax Platforms only existed via Cable Networks, whose affiliate contracts were HBO’s primary revenue stream.

Digitization of content, created redundant content for Cinemax and HBO. The two cable organizations offered overlapping content.

HBO used prototyping and download opportunities to scale services. Their test markets were low performing markets: Milwaukee / Philadelphia. In addition to testing in low performing markets, HBO utilized this opportunity to appeal to the traditionally non cable consumer: the college market. Test teams were set up in Milwaukee, University of Wisconsin and Philadelphia.

A variety download models were created that consisted of online, offline, downloadable, streaming, user generated, usability and interaction models. Mixed into the testing models were tests and development for licensing/DRM/ dynamic content loading and personalization services.

Multiple prototypes were created to test markets and prototypes for unique affiliate and personalization, usability, test case scenarios.

Iterative, User Testing Prototyping, Feedback and Analytics were used to customize, build and program what is now HBO GO/NOW, today.

## METHODOLOGY

Extensive user and stakeholder surveys were conducted.  
Real product prototypes with downloadable content models were created.

Feedback from User Testing responses were paired with internal Stakeholder Feedback and Key Affiliate Partner Feedback. Unique Prototypes were generated to tailor to combined stakeholder requests.

Documentation and consensus summaries were created in the form of, Functional, Creative and Technical Briefs. These briefs and requirements gathering formed the basis of workflow and design parameters.

Sample Documents included:  
Strategy Summarization and Consensus Documentation  
Persona and Targeted Demographic Documentation  
Navigation UX and Usability Schematics  
Iterative Prototypes (Interactive / Static Flat - Concept)  
User Testing and Feedback

Success Measurements were outlined  
National Development  
Internal Support Tools and Staff were hired and created

Functional Documents included consistently outlined subject matter:  
Audience  
Challenge  
Solution  
Method



THE GRAZER

HENRY CLARK

AGE: 25

WILLIAM AND MARY

AMERICAN CONSERVATORY THEATER CONSERVATORY MFA

TEMP/ACTOR

LIVES IN THE MISSION SAN FRANCISCO

Henry likes having an up to date laptop and phone. He's got a lot of apps and games. He texts practically everything.

At night, Henry spends a little time in bed surfing around. He often spends as much as 2 hours at a time. TV is a great way to unwind for him.

Henry goes over to his friends house on Sundays to watch Simpsons, Entourage, and the new Sopranos. He watches programs to escape and laugh.

He enjoys getting a break from watching TV.

(THE TYPICAL HBO/CINEMAX CUSTOMER SKEWS MALE)



THE ZAPPER

JENNA HARRISON

AGE: 16

SOPHOMORE IN HIGH SCHOOL

LIVES IN LOS ANGELES

Constantly texting her friends. Jenna spends time at home, avoiding her homework. She keeps up with a lot of people on MySpace, but she uses Facebook to monitor her friends' status. She needs to be included by her friends. If you lag behind, you get left out.

She is a Music and TV junkie — Jenna posts online about her favorite music group. She loves taking pictures on her phone and uploading photos.

Her mom likes the HBO movies. She likes the glitter of fashion. Right now, her favorite shows are Sex and the City and Gossip Girl. She likes that she can watch and possibly shop. She likes to search for the outfits worn on the shows.

(HBO WOULD REALLY LIKE TO GAIN THE COLLEGE-AGE DEMOGRAPHIC)



THE MOM 2.0  
CHARLOTTE MCCLELAND  
NORTHWESTERN  
HOMEMAKER AND PART TIME FUNDRAISER  
AGE 36  
NASHVILLE TN

Charlotte grew up in Northern California, went to school outside of Boston. She and her husband moved to Nashville, when her husband got a tenure track job at Vanderbilt. Charlotte had quit her job in the non profit sector to take care of their daughter.

Charlotte has recently begun work again part time. Her daughter has recently started school. Charlotte yearns for more adult conversation. She loves the drama and comedy of Big Love.

Charlotte allows her daughter to watch PBS and educational TV. She approves of smart programming, that offers high quality visual and mental stimulation.

Charlotte spends a lot of time online at a lot of different times during the day. She researches everything from vaccinations and credit cards and best prices and rewards. She sees the computer as an empowerment tool. It makes her feel confident about the choices she makes for her family.

(THE FEMALE ROLE MAKES THE MAJORITY BILL PAYING  
HOUSEHOLD BUDGET)

MALE 25-40

AVANT GARDE

ATTITUDE TOWARDS DIGITAL

INFO JUNKIE

The internet is a knowledge vault where he goes to find what he needs. Whether it is financial news, or research for his next purchase, he leaves no stone un-turned. He is a seeker of information expert and user reviews, and sift through message boards until he is satisfied. He is an information seeker, and he is proud of his detective-like ability to dig deep.

DIGITAL BEHAVIOR

visit sports sites

movie reviews

use online financial services

some texting

maintain a social networking profile

download music

watch streaming videos

research and shop online

online gambling

TECHNOGRAPHICS

broadband connection

connect from home and work

spend 14-20 hrs/week online

cell phone with camera

PDA

Mp3 player

laptop

MALE 35 - 50

JUDICIOUS THINKER

ATTITUDE TOWARDS DIGITAL

A BETTER MY WAY

They are committed to technology, but value traditional intellectual pursuits as well as perform traditional tasks online such as reading the New York Times, versus spending time reading a book. They are accruing information for themselves to make well-informed decisions. They own and research smart technology such as the digital camera, or a new PDA.

DIGITAL BEHAVIOR

Use financial services

Read journals and specific niche content online

Visit sports sites

Research for products

Arrange travel plans

TECHNOGRAPHICS

broadband connection

connect from home and work

spend 10 hrs/week online

cell phone with camera

PDA

laptop/desktop

FEMALE 25 - 40

AVANT GARDE

#### ATTITUDE TOWARDS DIGITAL

#### DIGITAL CULTURAL EXCHANGE

The internet is more than just entertainment, it's her doorway into a world filled with information, that is not limited by borders or geography. She reads everything from obscure trend blogs to mainstream magazine sites. Although she mostly read from a pool of likeminded peers, with similar experience/lifestyles, she likes to be exposed to different points-of-view. She is addicted to her PDA. It connects her to her very real job and relationships.

#### DIGITAL BEHAVIOR

- get information and shop online
- stay in touch using emails and e-greeting cards
- manage an online photo album
- maintain a social networking profile
- read news and magazines online
- some text messaging and IM
- medical service and information
- check email with PDA several times a day

#### TECHNOGRAPHICS

- broadband connection
- connect from home and work
- spend 14-20 hrs/week online
- cell phone with camera
- PDA
- Mp3 player
- laptop

## USER PATHS

TO MAKE SURE EACH OF THE KEY  
USER PERSONA IS SATISFIED WHEN  
VISITNG THE HBO OVE, THE FOLLOWING  
USER SCENARIOS SHOULD BE  
CREATED AND TESTED

## THE MOVIE GOER

- 1) Watch the movie of his choice: latest release
- 2) Find a movie in his favorite genre

## THE SHOW ME VISITOR

- 1) Create a personalized screen to save pieces of content h browsed and found interesting
- 2) Read and comment on an interest ing topic

## THE OP ENTHUSIAST

- 1) Catch up on the latest episode of her favorite show
- 2) Browse and save other series to check out at a future visit

## KEY ATTRIBUTES

THE  
MOVIE  
GOER

### MUSTS

- 1) He can watch the movie he wants in absolutely the easiest and fastest manner
- 2) The quality of the movie was the best he's ever seen online
- 3) He can find similar movies that he might like
- 4) He can find fun facts and related specific content about the movie

### CONSIDERATIONS

- 1) The wait time is very long or buffers / technical difficulties
- 2) Cannot find a movie quickly
- 3) HBO over promotes content he doesn't like, or consistently suggests wrong types of movies
- 4) There's no integration offline & online experience

THE  
SHOW  
ME  
VISITOR

- 1) She can catch up on the latest episode of her favorite show in the easiest manner possible
- 2) She has access to past episodes
- 3) There was an in-depth content about her favorite show
- 4) She can share her passion with other fans of the show

- 1) Watching shows online is easier than watching on TV or DVR
- 2) She finds other shows that she found interesting online / alerts
- 3) She finds a great community around her favorite show

THE  
OP  
ENTHUSIAST

- 1) It's easy to browse over a wide range of shows and movies
- 2) It has a wealth of interesting content
- 3) If he can save what he finds & personalize his experience
- 4) If he can send stuff to his friends & post on his Facebook

- 1) If he's overly courted - through widgets or through community: needs aggressive stimulus to get him to come back
- 2) The overall experience engaging to him on the first visit
- 3) It offers smart recommendations
- 4) If he becomes the "first-to-know" and is able to tell his friends about it

## MAIN NAVIGATION PATHS

BASED ON THE KEY USER PATHS AND OBJECTIVES, THE FOLLOWING THREE ARE IDENTIFIED AS MAIN NAVIGATION PATHS

### THE VIEWING PATH

- 1) Way to allow viewer to watch his or her favorite show in the most seamless, cinema-like manner possible
- 2) Way to save and return to movie in the mid-stream

### THE SEARCH PATH

- 1) Find a particular show or movie that each viewer is looking for
- 2) Browse by secondary attributes such as genre, actor, year, etc.

### THE CONTENT PATH

- 1) Present related or upcoming show
- 2) Gather as many related content about a particular show or movie

HBO ON BROADBAND™

MOVIES SERIES DOCUMENTARIES SPORTS COMEDY LATE NIGHT HBO LATINO HBO KIDS

MY ACCOUNT SIGN OUT SEARCH >>

The View Path

PLAYLIST

FLIGHT OF THE CONCHORDS

NEXT ON YOUR PLAYLIST...

INTERVIEW WITH BRET MCKENZIE

2 FLIGHT OF THE CONCHORDS 01 Sally

3 FLIGHT OF THE CONCHORDS 02 Bret Gives Up The Dream

4 FLIGHT OF THE CONCHORDS 03 Mugged

5 FLIGHT OF THE CONCHORDS 04 Yoko

6 FLIGHT OF THE CONCHORDS 05 Sally Returns

7 FLIGHT OF THE CONCHORDS 06 Bowie

8 FLIGHT OF THE CONCHORDS 07 Drive By

SERIES

MOVIES

PERSONAL SELECTS

NOW PLAYING SUPERMAN RETURNS

FEATURED

NIGHT AT THE MUSEUM

NEW THIS MONTH

SCHEDULE

COMMUNITY

FEATURED BLOGS

Flight of the Conchords Video Blog  
08.01.07 1:45 PM  
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Cras commodo vestibulum in felis maecenas urna lorem vehicula vitae lacinia a rhoncus pellentesque.

Night at the Museum  
08.01.07 2:00 AM  
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Cras commodo vestibulum in felis

MOBILE DEVICES

This editorial view was designed to put all content in the front screen with 1 click access to content. The design features an easy to browse Hero Section. Collapsible sections optimize single load navigation. Drop down menus include link rich connections to engaging browsing experience.

The featured Cinematic hero section anchors the users. The side panels provide information without detracting from the primary browsing experience.

THE  
SHOW  
ME

VISITOR

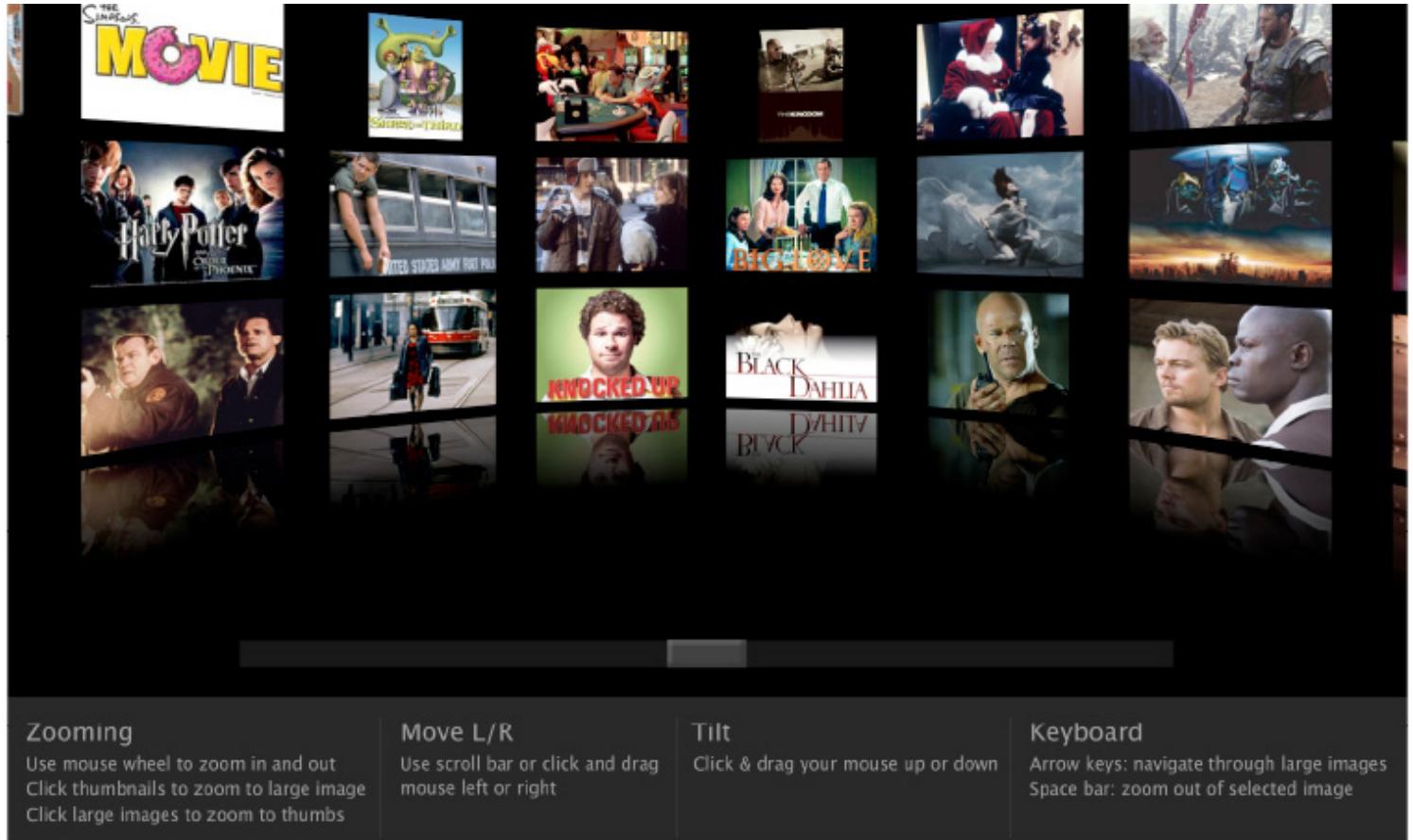
The Search Path

The screenshot shows the HBO on Broadband website. At the top, there's a navigation bar with links for 'ROAD RUNNER HIGH SPEED-ENGINES', 'HOME', 'ABOUT', 'ON NOW', 'GET STARTED', and 'HELP'. Below the navigation, the main title 'HBO on BROADBAND' is displayed in large, bold letters. To the left, there's a section titled 'WATCH FULL SEASONS OF HBO ORIGINAL SERIES ON YOUR PC' with a link to 'PC SYSTEM REQUIREMENTS CLICK HERE'. In the center, there's a 'QUICK SEARCH' field and an 'ADVANCED SEARCH' link. To the right of the search fields, there are sections for 'What's New', 'Genre', 'Actor', 'Director', 'HBO Channels', 'Shows A-Z', and 'Community'. On the far right, there's a sidebar with links for 'RECOMMENDED', 'RECENTLY WATCHED', 'SEARCH HISTORY', and 'LOG OUT'. A large image of a woman from the show 'Sex and the City' is prominently displayed on the right side. Below the main content area, there's a section titled 'MOVIES PLAYING NOW ON HBO ON BROADBAND' featuring thumbnails for 'SHREK THE THIRD', 'KNOCKED UP', 'EVAN ALMIGHTY', 'FANTASTIC FOUR: RISE OF THE SILVER SURFER', 'Hairspray', and '300'. To the right of these movies, there are four promotional boxes: 'HBO Live' (watch live streaming video), 'HBO Original Series' (get instant access to current and past seasons of award-winning HBO Original Series), 'Hollywood Blockbusters' (enjoy unlimited access to hundreds of DVD-like quality movies), and a placeholder text box ('Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis aliquam mollis sem.').

This design was created to outline a funneled targeted user. The interactive content is designed to offer visually linked and related content. A rich clickable interface was generated and users were guided through offerings. This experience allowed for highly engaged, user specific journeys with specific search browsing in mind. The addition of a visual map of related content added to the user experience.

The ability to browse featured content was offered under the fold. Additional features added to the time spent exploring experience.

The Content Path



**Zooming**

Use mouse wheel to zoom in and out  
Click thumbnails to zoom to large image  
Click large images to zoom to thumbs

**Move L/R**

Use scroll bar or click and drag  
mouse left or right

**Tilt**

Click & drag your mouse up or down

**Keyboard**

Arrow keys: navigate through large images  
Space bar: zoom out of selected image

This concept utilized a game stick / remote control to navigate through TV offering. The idea of using a remote control device to access up/down left/right to interactive blocks gives the user a highly engaged/animated experience, that was rooted in natural physics and intuitive browsing.

The user can access content without, any learning curve or complicated clicks and links. The experience was designed to be intuitive and simple. This was designed to appeal to a person, who already is familiar with a TV Channel Changer, and would like to have a user plus experience.

STYLE GUIDE AND  
FUNCTIONAL SPECS

Download the Guide

The image displays four screenshots of the HBO GO website, illustrating its design and functionality across different sections.

- Home Page:** Shows a large image of a penguin from the movie "Happy Feet". The navigation bar includes "Home", "Movies", "Series", "Comedy", "Sports", "Documentaries", "Late Night", and a "Search" bar. Below the main image is a grid of movie and TV show thumbnails, including "Happy Feet", "Flight of the Conch... Season 1 / Ep. 6", "Shrek the Third", "Watching the Mob Gondorin's Top...", "Ocean's Thirteen", "Rush Hour 3", "The Simpsons", and "The Golden Compass". A "Watchlist" button shows 23 items.
- Entourage Series Page:** Shows the "Entourage / All Episodes" section. It features a thumbnail for "Season 4 / Ep. 46 Sorry Harvey" with a man on a phone. Other thumbnails for "Season 4 / Ep. 45 Malibou" and other episodes are visible. A "Watchlist" button shows 23 items.
- Entourage Episode Player:** Shows a video player for "Entourage / Season 4 / Ep. 46 Sorry Harvey". The player has a play/pause button, volume controls, and a progress bar showing 10:34 / 27:51. A small thumbnail for "Entourage / Season 4 / Ep. 47 The Dream Team" is visible in the top right corner of the video frame. A "Watchlist" button shows 23 items.
- Entourage Season 4 Grid:** Shows the "Entourage / Season 4" grid view. It lists 12 episodes with their titles and episode numbers:
  - 54 The Cannes Kids
  - 50 Gary's Desk
  - 46 Sorry, Harvey
  - 53 No Cannes Do
  - 49 The Day F\*\*kers
  - 45 Mailbooty
  - 52 Show Job
  - 48 The Who Ho
  - 44 The First Cut is the Deepest
  - 51 The Young and the Stoned
  - 47 The Dream Team
  - 43 Welcome to the JungleA "Watchlist" button shows 23 items.

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**HBO ON BROADBAND®**

**BLACK HISTORY MONTH ON HBO®**  
HEROES, HERITAGE AND HITS

**THE BLACK LIST** VOLUME ONE & VOLUME TWO

Get the unique views of a remarkable group of African-American leaders in this candid documentary portrait series. Download *The Black List: Volume One* and the premiere of *The Black List: Volume Two* now! *The Black List: Volume One* available until 3/2/08 | *The Black List: Volume Two* available until 3/23/08

**HBO DOCUMENTARY FILMS**  
Life Happens

**VOLUME TWO PREMIERE**

**OPEN NOW** ▶

**ONE CLICK TAKES YOU RIGHT TO HBO ON BROADBAND™ OPEN NOW** ▶

**Eastbound & Down** SATURDAY NIGHT PREMIERE

**HE'S A LEGEND IN HIS OWN MIND**  
What's next for Kenny Powers? Catch this baseball hero's latest misbehavior, as he continues to wreak hilarious havoc on his hometown! **ALL-NEW** **New Episode 3/1/08**

**10,000 BC** Go back to the Stone Age with a young hunter on a heroic quest to save his tribe. Click here for this prehistoric adventure! Available 2/28/08

**TIME WARNER CABLE**  
The lesson cost: Volume One and Volume Two Formats ©TM and ©Warner Bros. Entertainment Inc.

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©HBO

**HBO ON BROADBAND®**

**YOU CAN ONLY IMAGINE THE TRUTH**

A childlike lie leads to devastating consequences in this intricate drama about loss and love. Add this unforgettable story to your download list today!  
Available 10/11/08

**ATONEMENT**

**OPEN NOW** ▶

**DISCOVERING AMERICA**

**THE ASTRONAUT FARMER** Available until 10/15/08  
**THE NAMESAKE** Available 10/31/08  
**STRIPES** Available 10/15/08  
**PATHFINDER** Available 10/31/08  
**RECOUNT** Available until 11/15/08

Experience our country from a fresh perspective with these intrepid explorers.

**TIME WARNER CABLE**  
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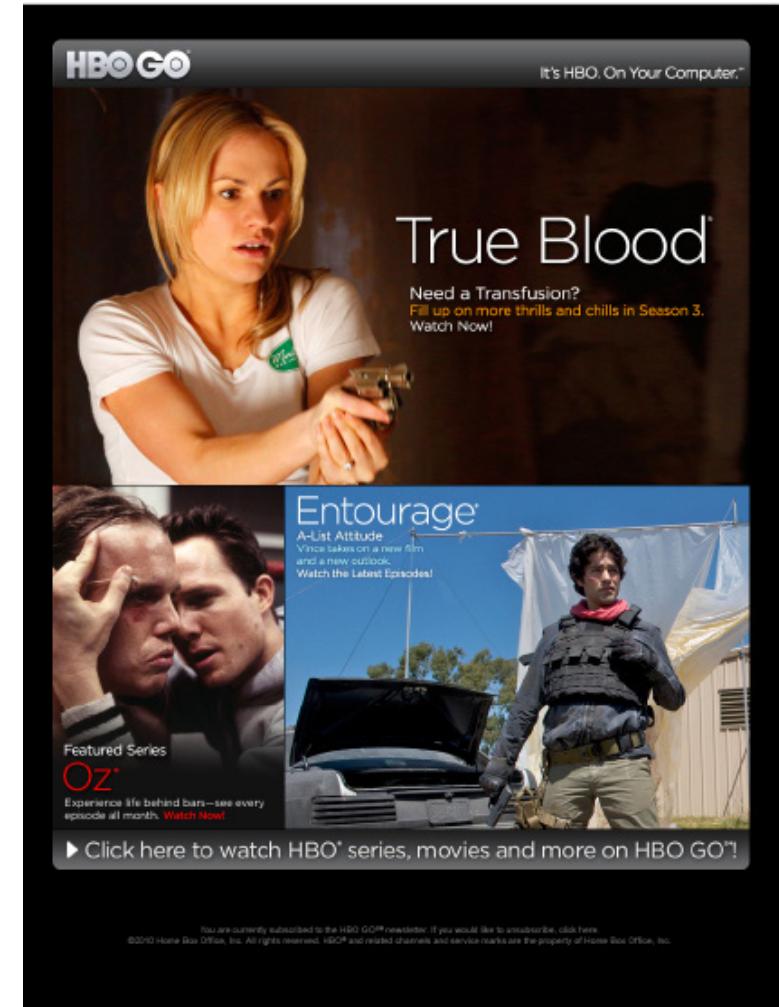
TM & ©Warner Bros. Entertainment Inc.  
(908)

**THE LIFE & TIMES OF TiM™ NEW EPISODE**  
It's a fresh batch of troubles for Tim, from a Senior Prom scandal to trading punches with an old man. Schedule it now!  
New Episode 10/12/08

**ROAD RUNNER HIGH SPEED ONLINE**

Weekly email and promotion program was developed to test and track browsing and user demographic for our test groups. The demographic for the test group was a younger / tech savvy group that was in heavy acquisition for HBO/Cinemax's aging demographic.

Content and Development was shifted to how the user group reacted to the daily emails.



After National Launch the emails/marketing increased to 30 million users. Information gathered from emails/responses with subaffiliates was utilized to build the framework and the development workflow. Engagement metrics served user centric designs for stakeholders and consumers that

- 1) Serve and partner with affiliates: Verizon, ATT, Comcast, Google, Apple, Direct TV, COX
- 2) Set up engagement and analytics channels for HBO's first Direct to Consumer strategy and workflow

The original goal for Cinemax GO was extending the primary stakeholder to the college age audience.

The concept of a Card Deck that held mini Apps/Player/Chat/Commerce was created to engage gamification/social sharing. Browsing and engagement was heavily influenced by gaming, music / playlist creation, photo albums / coupons and e commerce.

Tags and search parameters were weighted so that related content would sort in an interactive algorithm.

Animation and Interstitial blank cards were utilized to create highly engaged drag and drop play tools.

Cards were created with the mobile view in mind. User interface could be customized / personalized for use outside of Cinemax Viewing.



## PRODUCTION

**maxGO**

Welcome Joanne23 | Settings Help Logout

home movies after dark max live browse by tags search

**Sweeney Todd:**  
the Demon Barber of Fleet Street

max picks leaderboard

Disturbia Rush Hour 3 Big Mama's House The Hitcher The Bourne Ultimatum Sweeney Todd: The Demon Barber of Fleet Street... Blood Diamond

watchlist 14 downloads 4

About Privacy Terms

TIME WARNER CABLE ROAD RUNNER

**maxGO**

Welcome Joanne23 | Settings Help Logout

home movies after dark max live browse by tags search

Bruce Willis

action

filter action view

The Bourne Ultimatum

3 / 36 total

watchlist 14 downloads 4

About Privacy Terms

TIME WARNER CABLE ROAD RUNNER

**maxGO**

Welcome Joanne23 | Settings Help Logout

home movies after dark max live browse by tags search

**all tags**

**babes hit boozy war crude druggy quotable fx tunes**

explosions beefcake bloody intense oscar-tastic criminal gunplay kung-fu monstrous girl-on-girl gangsta' war fx romantic relative guy-on-guy hair-raising supernatural super-heroic weird hilarious murderous violent animals heartstrings growing-up indie period risqué

watchlist 14 downloads 4

About Privacy Terms

TIME WARNER CABLE ROAD RUNNER

**maxGO**

Welcome Joanne23 | Settings Help Logout

home movies after dark max live browse by tags search

action

filter action view

The Bourne Ultimatum Available until: Dec 7, 2010 Rating: R Run time: 1hr 24min

Batman Begins Gladiator The Matrix Reloaded

Blood Diamond Mission Impossible

Transformers Live Free or Die Hard Hitman

Fearless Jarhead Shoot em Up

3 / 36 total

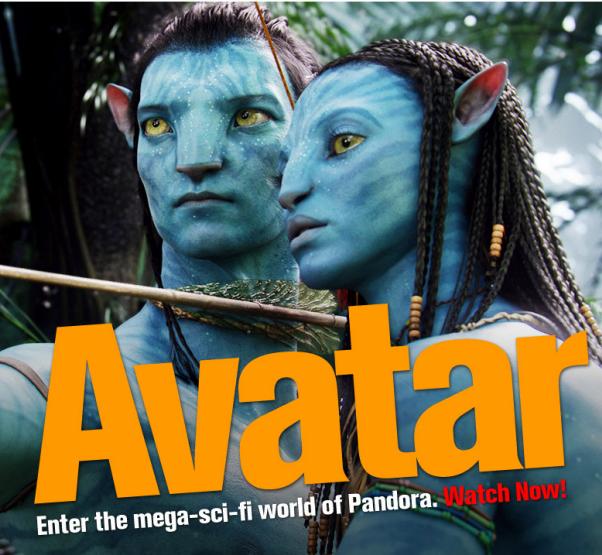
watchlist 14 downloads 4

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TIME WARNER CABLE ROAD RUNNER

Search Rich Platform was designed to align with HBO GO infrastructure and usability.

**max GO** Cinemax. Let Loose.



# Avatar

Enter the mega-sci-fi world of Pandora. Watch Now!

**LOOKING FOR A VISUAL TREAT?**  
Find flicks under the Eye Candy tag. WATCH NOW!

**Charlie's Angels: Full Throttle** **Domino** **Whip It**

Click here to watch movies and more on MAX GO! ▶

Nobody does Cinemax like FiOS.

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**max GO** Cinemax. Let Loose.



See this inspiring Oscar®-winner.  
**Watch Now!**

# The Blind Side

**LADIES FIRST**  
These cool movies pack plenty of girl power.

**Amelia** **Orphan** **Domino**

WATCH NOW!

Click here to watch movies and more on MAX GO! ▶

Nobody does Cinemax like FiOS.

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Marketing and Affiliate tools were aligned with HBO GO launch and Program Management.