UX Wires

Project Zukor

SISU

Purpose of Document
The following is to help determine features, functionality and basic layout but is not pixel accurate and will be adjusted by design. The goal is to receive feedback on the flow and overall organization of content to assure that the best user experience is achieved.

Revision History
Version 1 Zukor Wireframes 1
Initial Information Architecture(IA) release including Home page, Navigation, Selected Movie and Trailer Playback.

Version 1 Zukor Wireframes 2
Added 1.0 Sub-browse, 2.1 Account Information, 2.2 Order History, 2.3 Payment Methods, 3.0 My Movies.

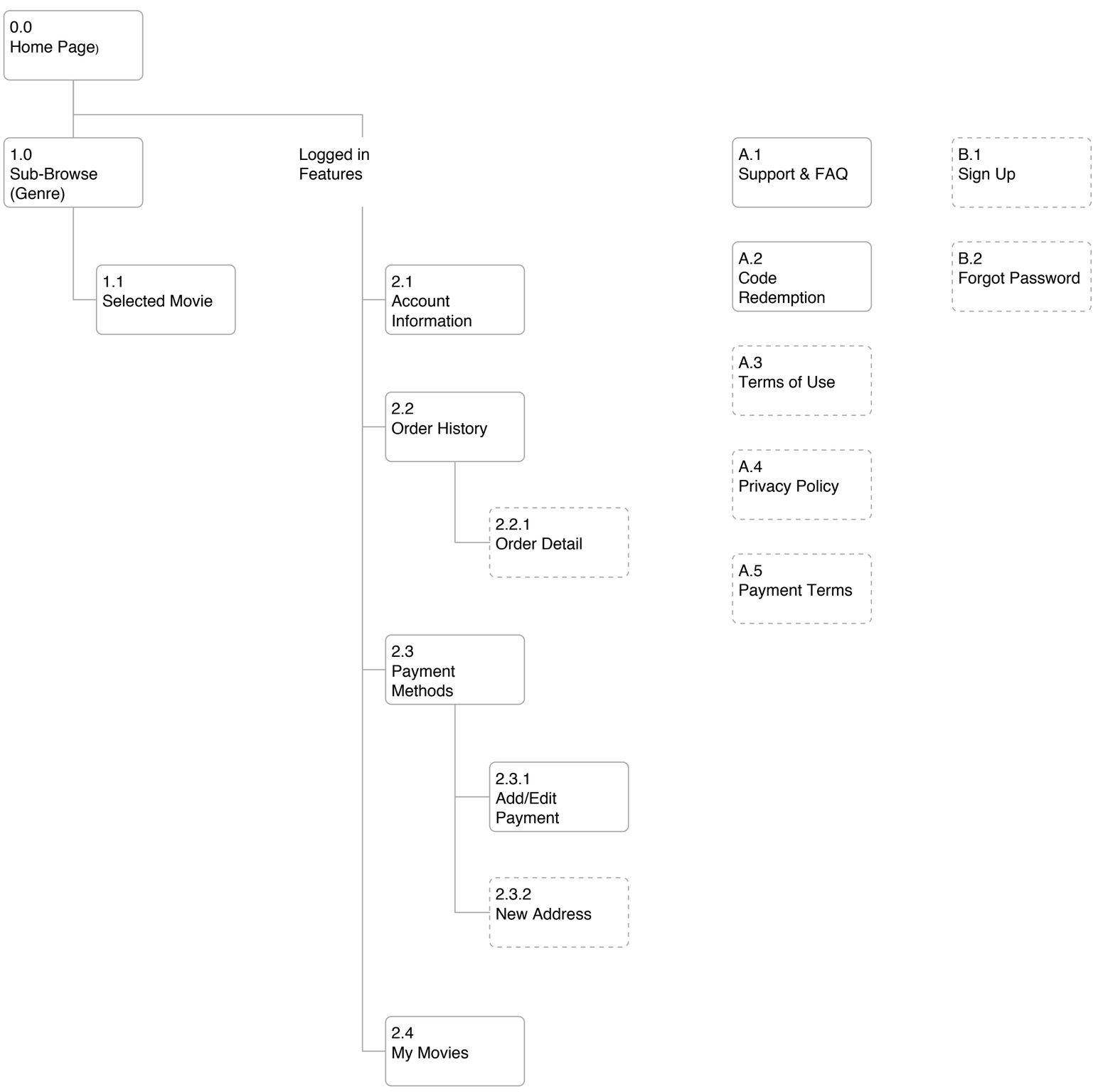
Version 2 Zukor Wireframes 1
Full set of wires are included with first pass at Mobile wireframes for 0.0, 1.0 and 1.1 pages.

Version 3 Zukor Wireframes 1
Updates based on feedback and full set of recommended mobile wires.

Questions/Assumptions
None at this time

Site Map

Project Zukor

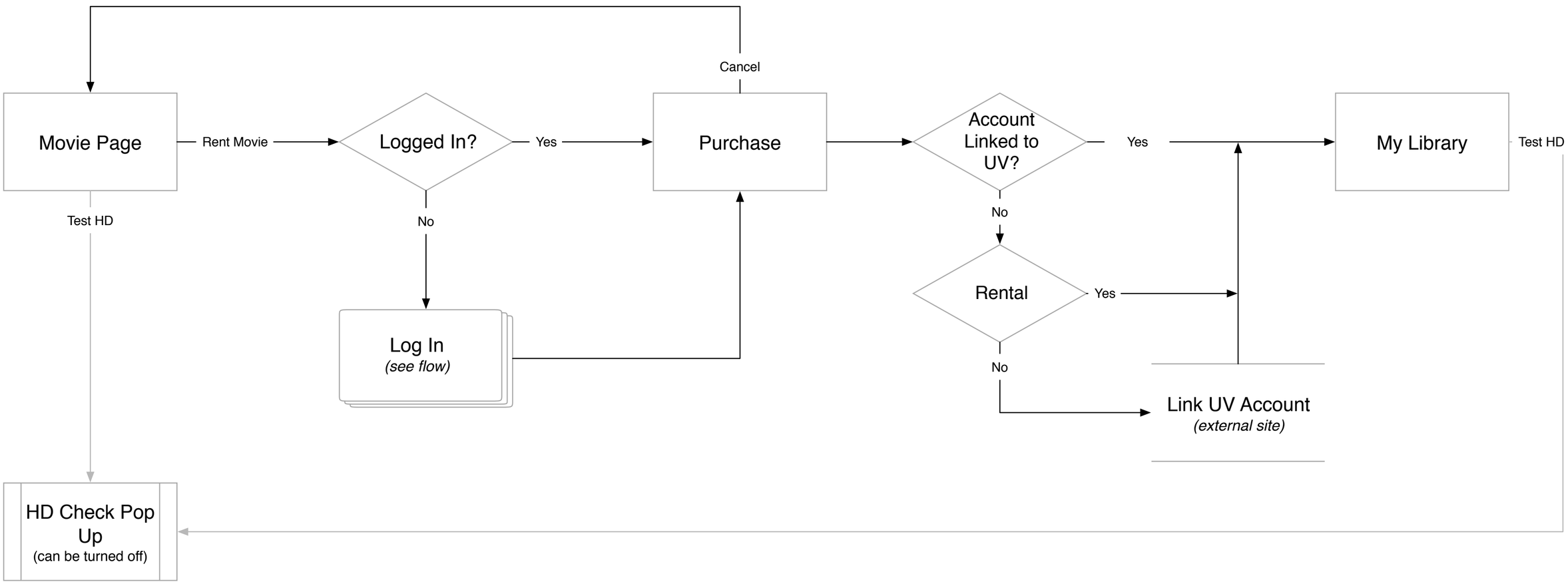


Legend

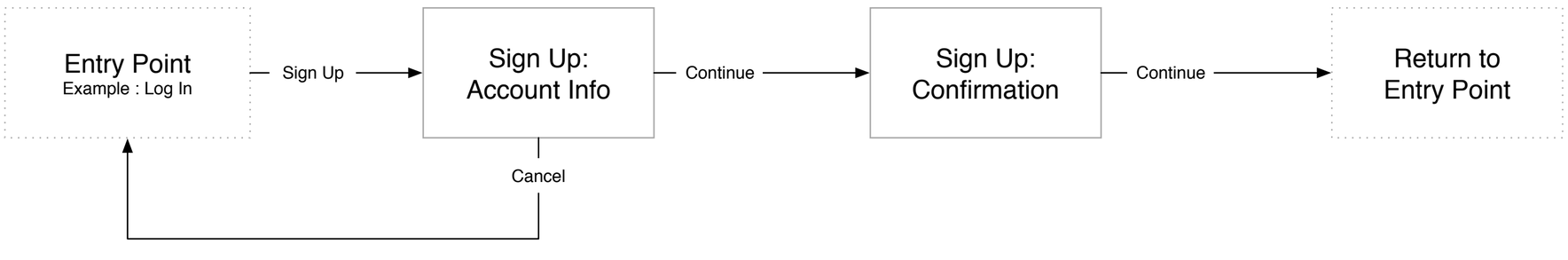
Page with wire — 2.3.1 Add/Edit Payment

Page without wire — 2.3.2 New Address

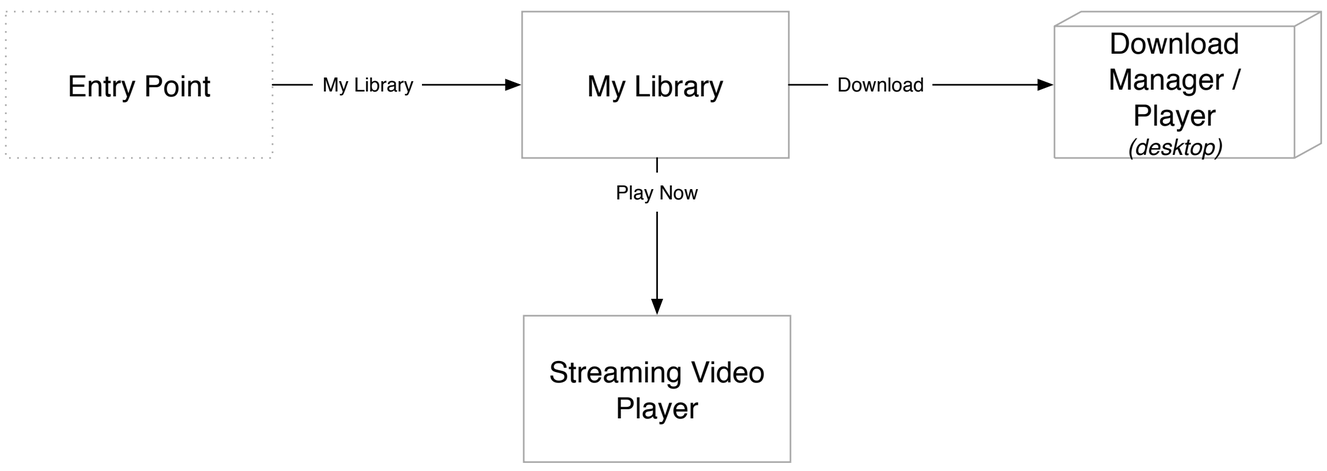
Purchase (SD and HD)



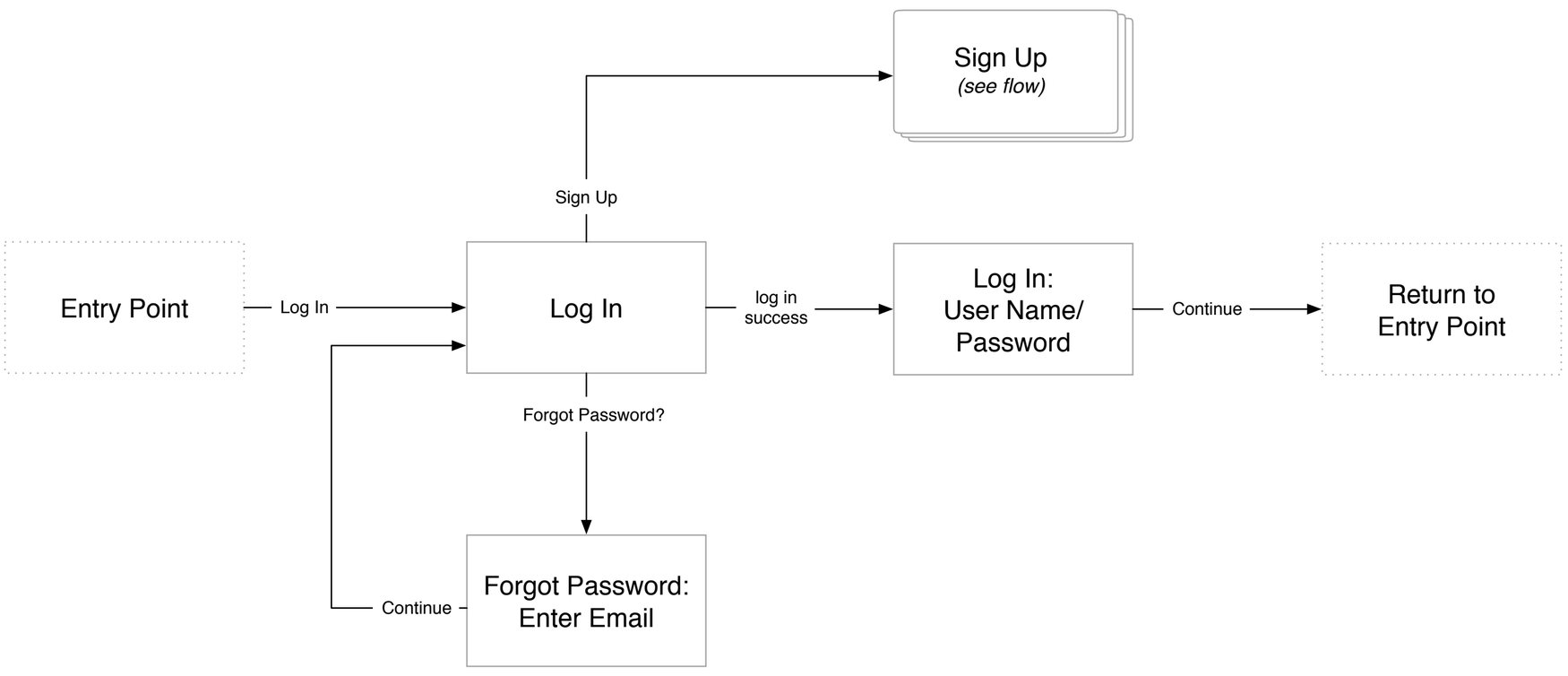
Sign-Up



Video Playback



Log In



Navigation

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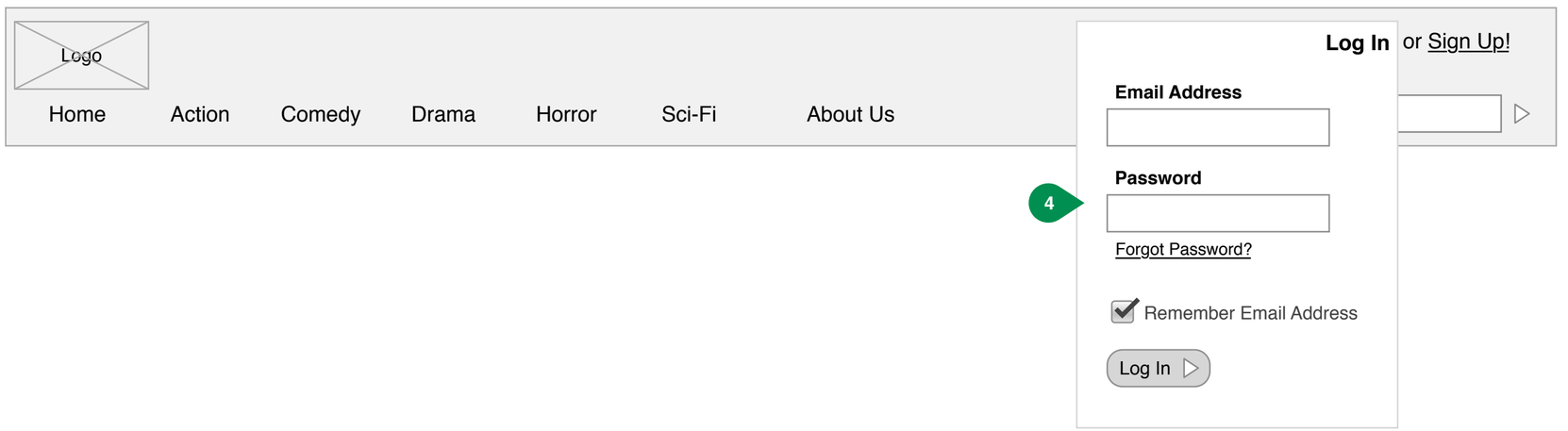

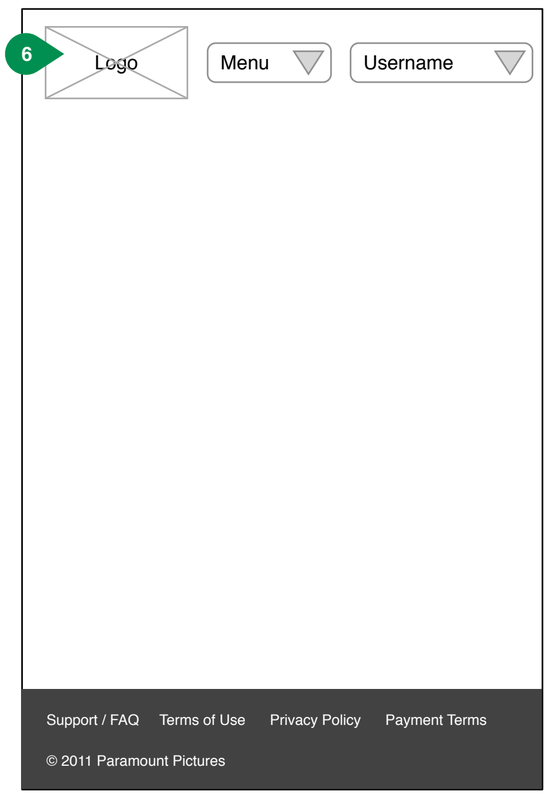

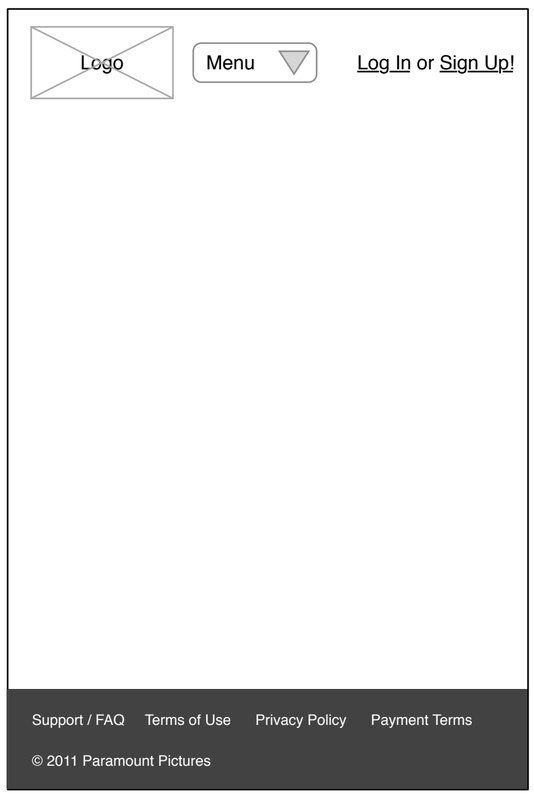

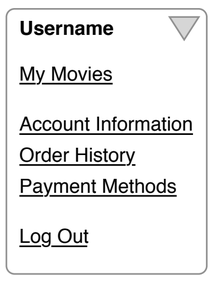

1. Logged In Navigation

For users that are logged in the top navigation shows the 0.0 Homepage link followed by the 1.0 Genres. In the top right corner, the user is shown as logged in and their movies are available to view. See A.2 Code Redemption for redeem information.

2. Logged In Account Links

Logged In users my access their Account Info, their Order History, and Payment Methods via a pop-up layer. The ability to Log Out is also listed here, though there is an automatic time-out as well.

3. Log In / Sign Up

Those not logged in are prompted to do so or Sign Up for their own account.

4. Logging In

Layer provides quick access to fields to log in. This may appear as a separate page with Sign Up Link if needed as well.

5. Footer

Standard footer controlled by Paramount. Appears on all pages excluding pop-up layers.

6. Mobile

Follows same guidelines as the main site, but rolls navigation elements into drop-downs. Need to determine whether the first drop-down is just genres, or is the full navigation system and should include Search, Redeem, and About Us.

0.0 Home: Logged In

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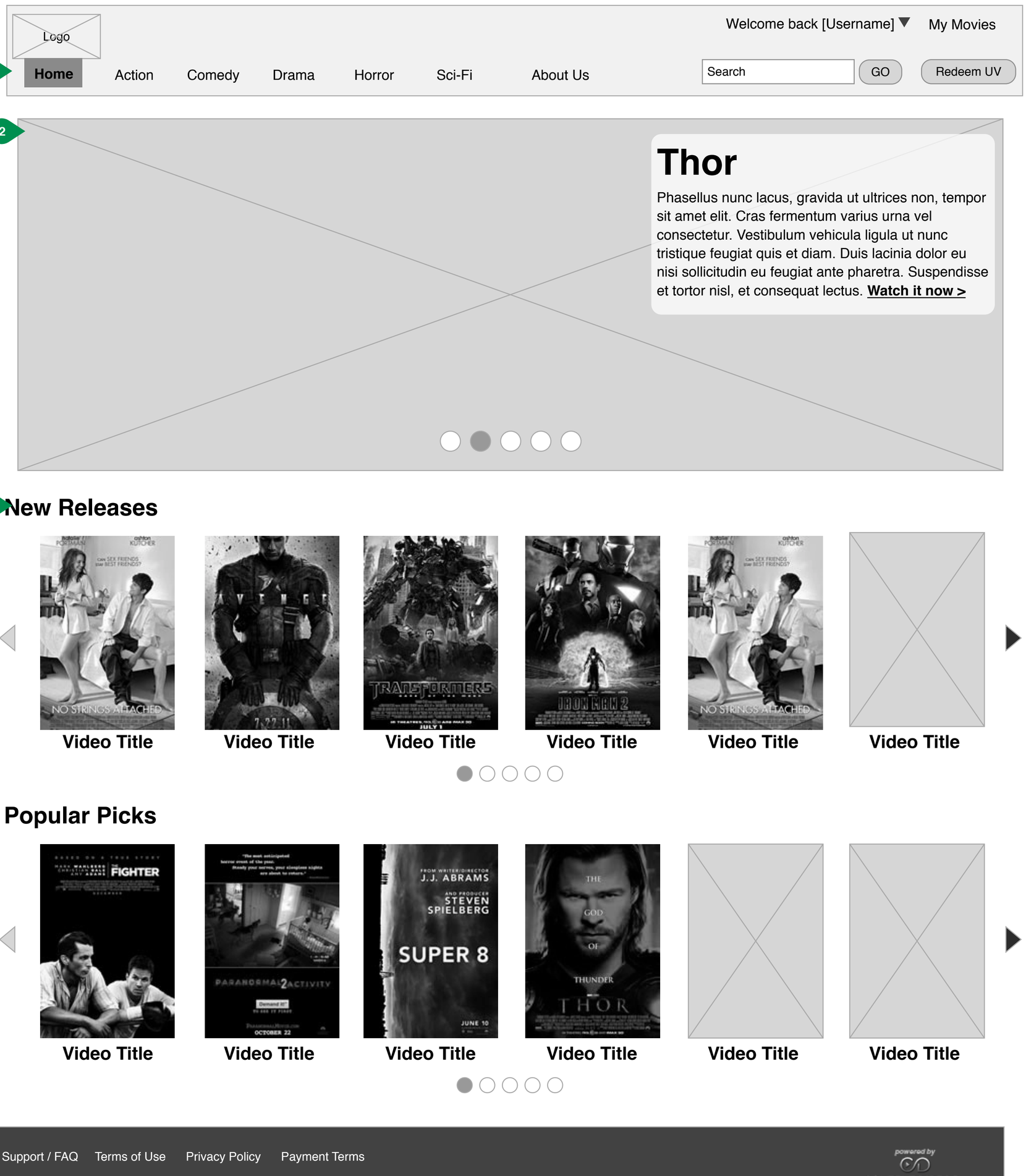


1. Navigation

Navigation bar highlights current section of site.

2. Hero Image

At launch there will not be a scrolling series of images so only #4 would be shown to introduce users to the site. Images may have text and links to appropriate pages. Pricing was removed though some feedback states it should be here.

3. Movie Carousels

New Releases and Popular Picks are shown in listings left to right with arrows allowing the user to navigate to the next row of movies. Clicking on any movie or title loads the appropriate 1.1 Selected Movie page. Indicators show how many panel sets there are and arrows reinforce when users are at the beginning (left arrow disabled) and the end of the list (right arrow disabled).

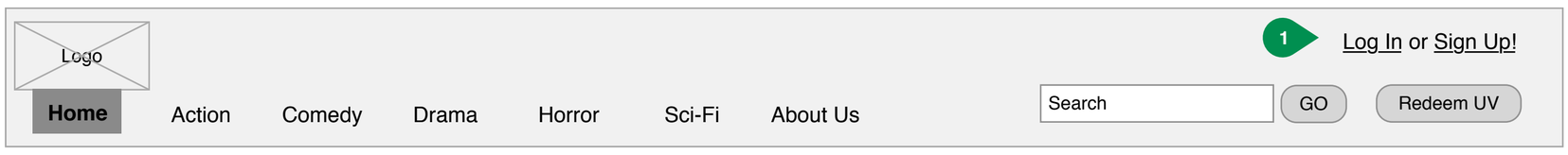
4. First Featured Item

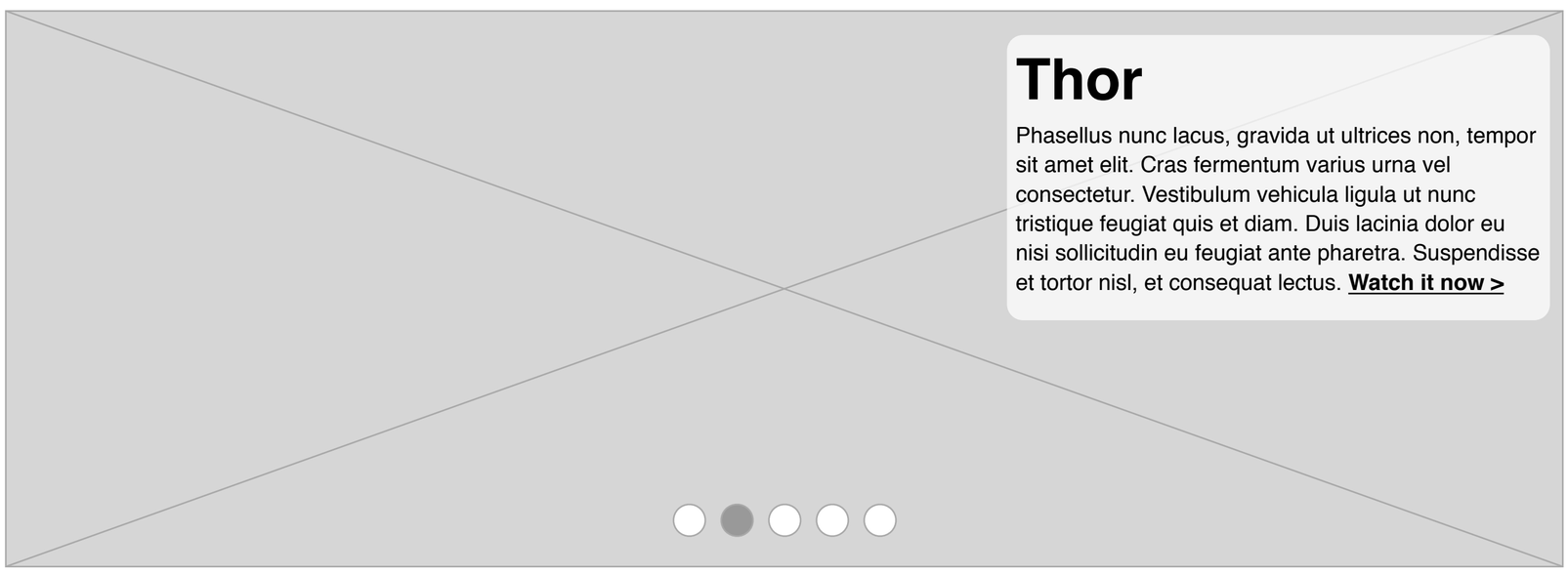
Instead of a movie, this default panel welcomes users to the site and explains what the site is about.

FEEDBACK NOTES

Home Page

1. The Hero image in the Featured Component should be as big as possible.
2. The content displayed next to the Hero image should be: (1) Title, (2) Short Synopsis, and (3) Pricing / Product options.
3. The Pricing / Product options should be displayed in a two column format. The buy options should be on the left, with HD on top. The rental options should be on the right, with the HD on the top.
   NOTE: Removed pricing per recent comments.
4. The indicator for the Carousel's should be a scrollbar, like on iOS. It should not show the entire scroll area, but only a grayed out smaller bar that correlates to the position of the viewed poster art in relation to all of the poster art in the carousel.
   NOTE: In iOS the scroll bar is hidden by default, it only shows up when an element first loads or when a user starts scrolling (see Safari or others for examples). For web and many iOS apps like iTunes, these elements use the circle format as shown here to prevent scrollable areas with scrollable pages, preventing odd swiping behavior.

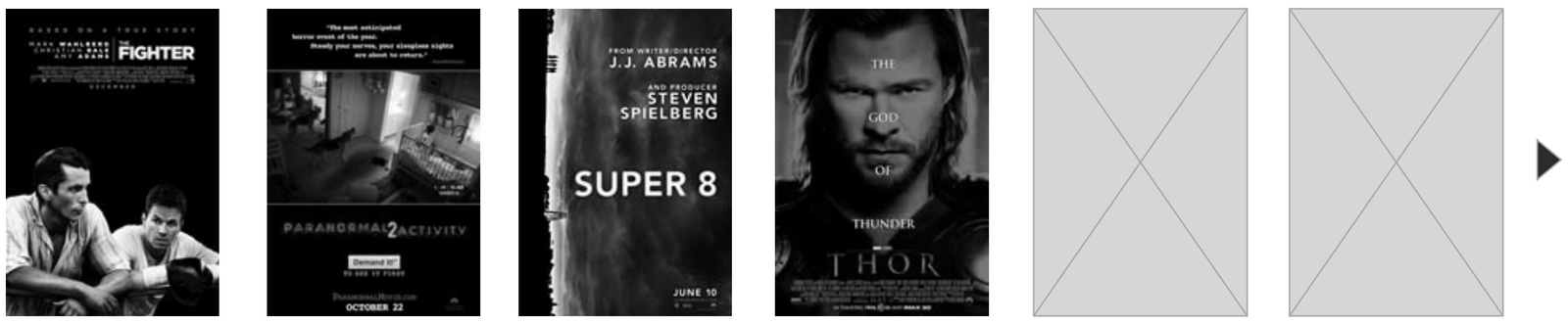




New Releases

Video Title | Video Title | Video Title | Video Title | Video Title | Video Title

Popular Picks



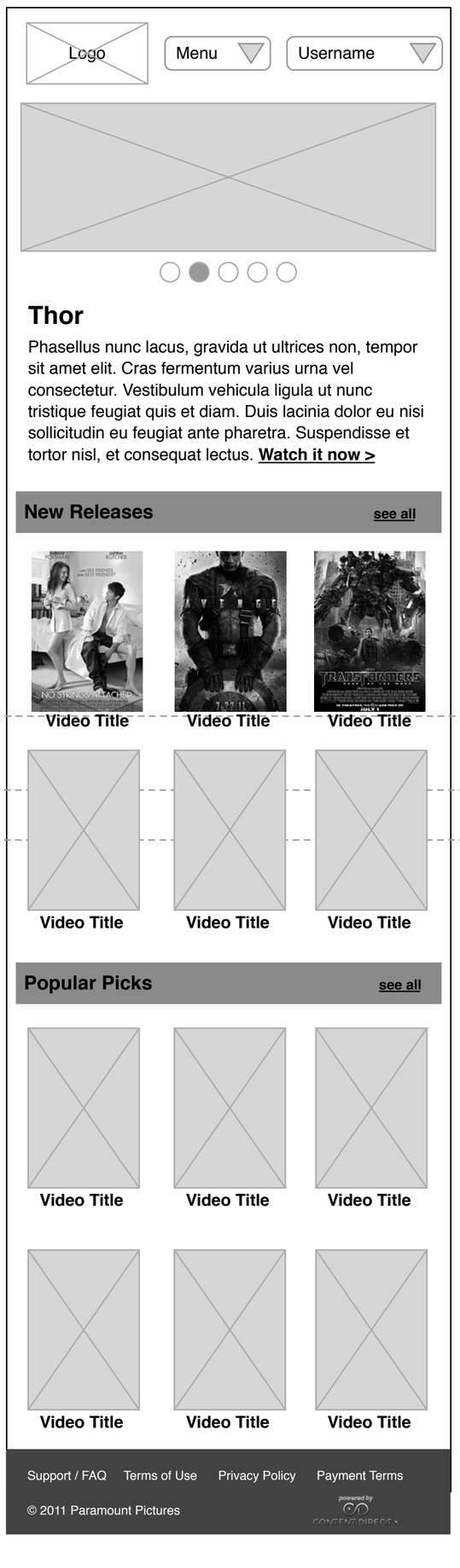
Video Title | Video Title | Video Title | Video Title | Video Title | Video Title

1. Non-logged In Home State

When the user is not logged in they are prompted to Log In or Sign Up. Otherwise this page is the same as the logged in state.

0.0 Home:Mobile

Project Zukor



1. Scroll page

Exposes all the content in a longer scrolling page. Need to ensure that elements are loaded in an optimized fashion.

NOTE: Dotted lines denote where the page fold is for different types of screens based on aspect ratio instead of pixels due to varying screen sizes. Each platform has its own browser and rendering though.

1.0 Sub-browse

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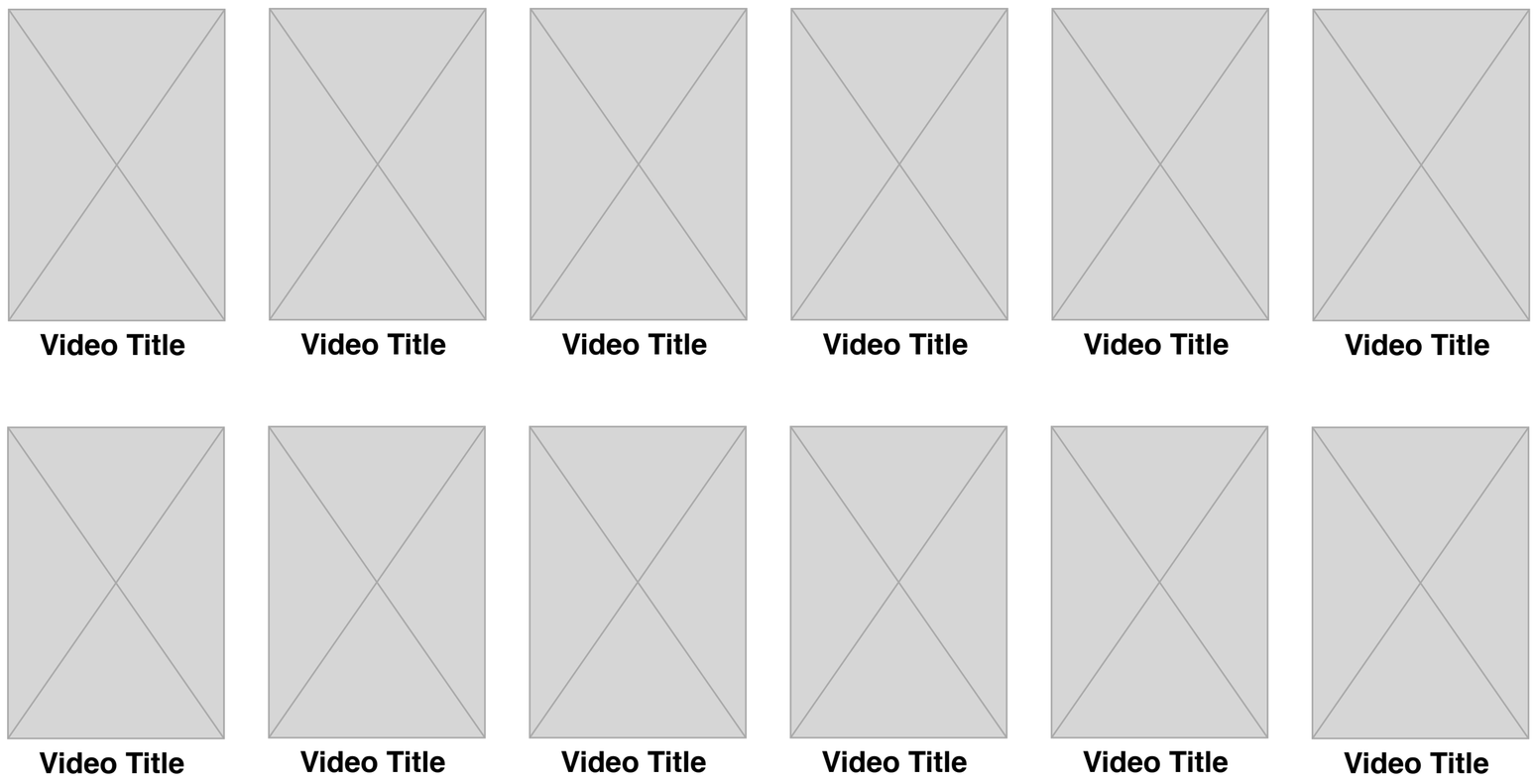
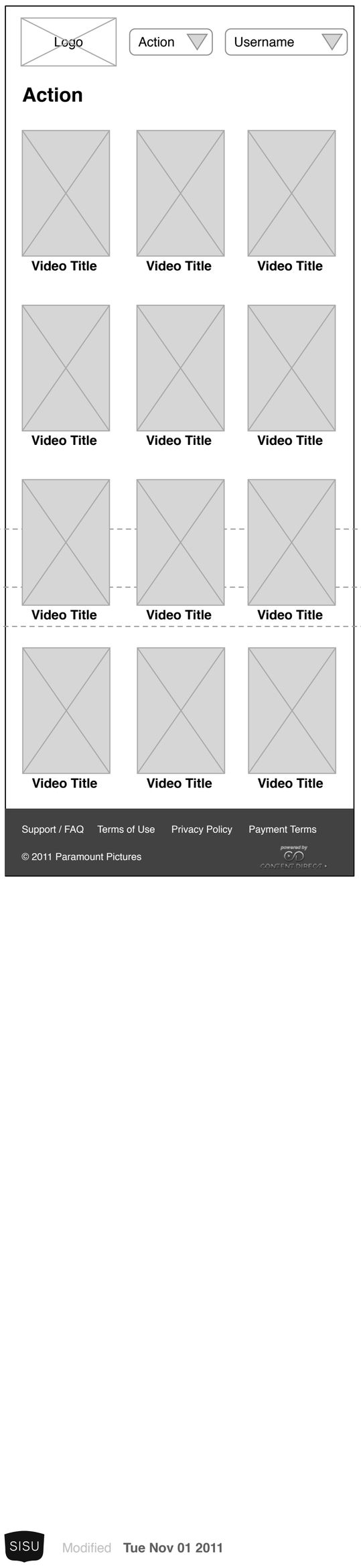
2 Action





320 x 480 and
640 x 960 aspect ratio

480 x 800 aspect ratio

480 x 854 aspect ratio

1. Navigation

The current section of the site is highlighted so users know where they are. This section heading is highlighted for any movies in this section as well.

2. Genre listing

For each Genre, list the movies found within it. Selecting an image or text links to the 1.1 Selected Movie page for the chosen movie.

1.1 Selected Movie

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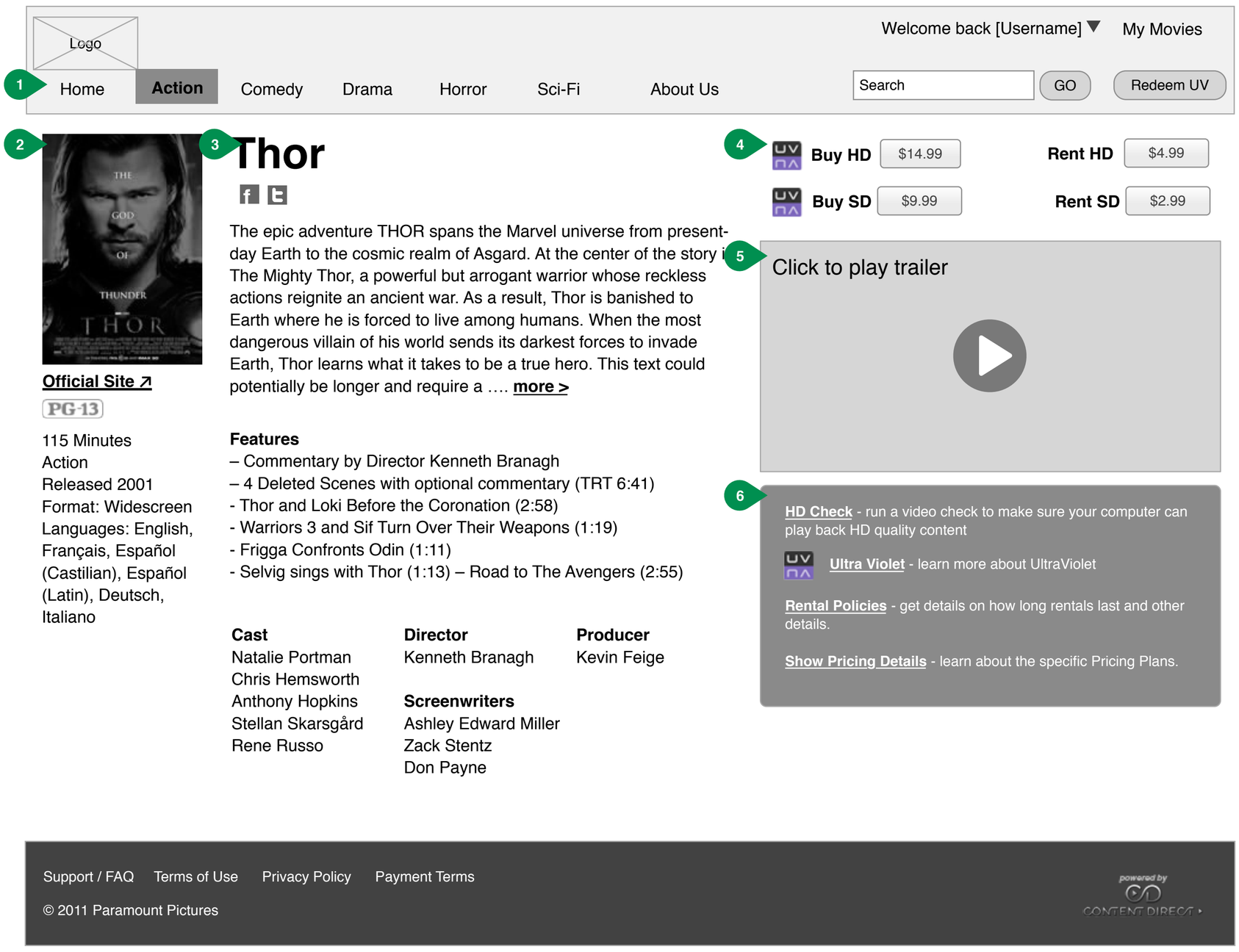

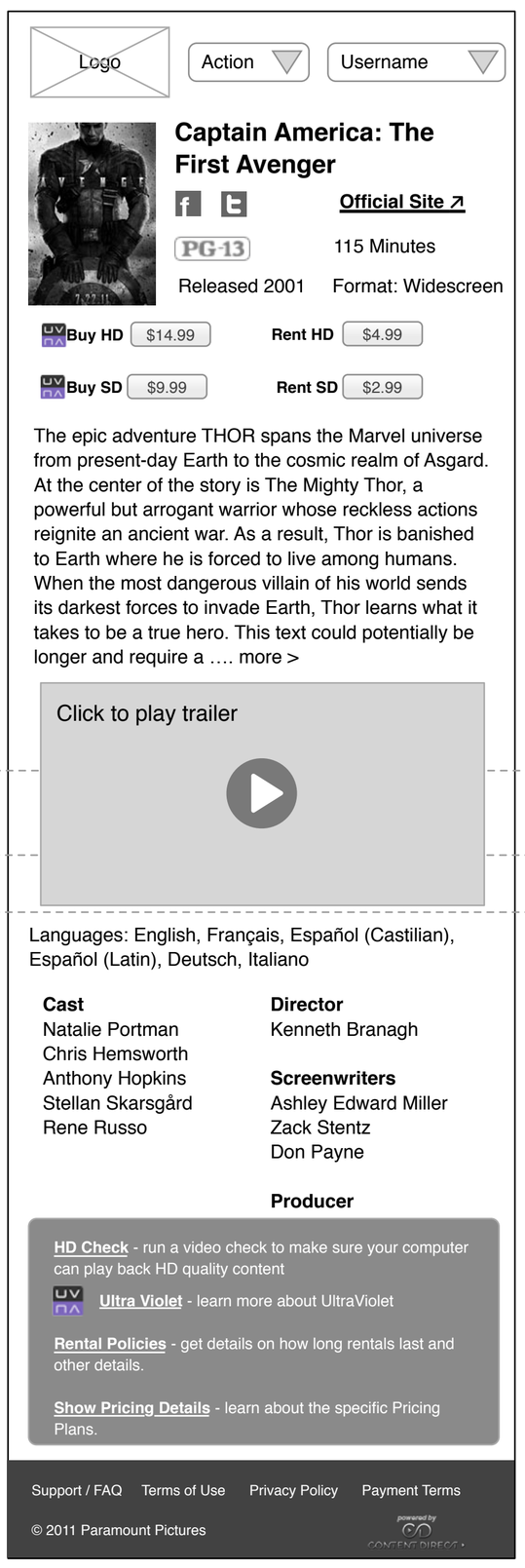

1. Navigation

Current section in site is highlighted.

2. Poster Art and basic info

If there is no Hero Image pushing the entire page down, then the top left corner shows the Poster Art, helping the user know right away that they have gone to the page of the movie they clicked on. There is a link to the Official Site which opens in a new window (↗) as well as basic movie information.

3. Main Movie Info

Movie title, links for Facebook and Twitter social tools (Google +1 in a future release), followed by text describing the movie, features and standard credits. If the description is long, a More link appears, which on selection, pushes this middle column down to expose the full description. Any content not present is simply not shown and the content fills up and to the left to compensate.

4. Purchase Options

All purchase options are shown for both rentals and purchase-to-own. If the user has purchased the product before, they receive a warning and are able to continue or cancel their purchase.

5. Trailer

When users selects this box the appropriate clip plays in 1.1 Selected Movie: Play.

6. Checks and Utility Links

Links for the user to check HD on their computer (is NOT cached), learn about UV, see the Rental Policies and see more info via Show Pricing Details.

1.1 Selected Movie: No Special Features

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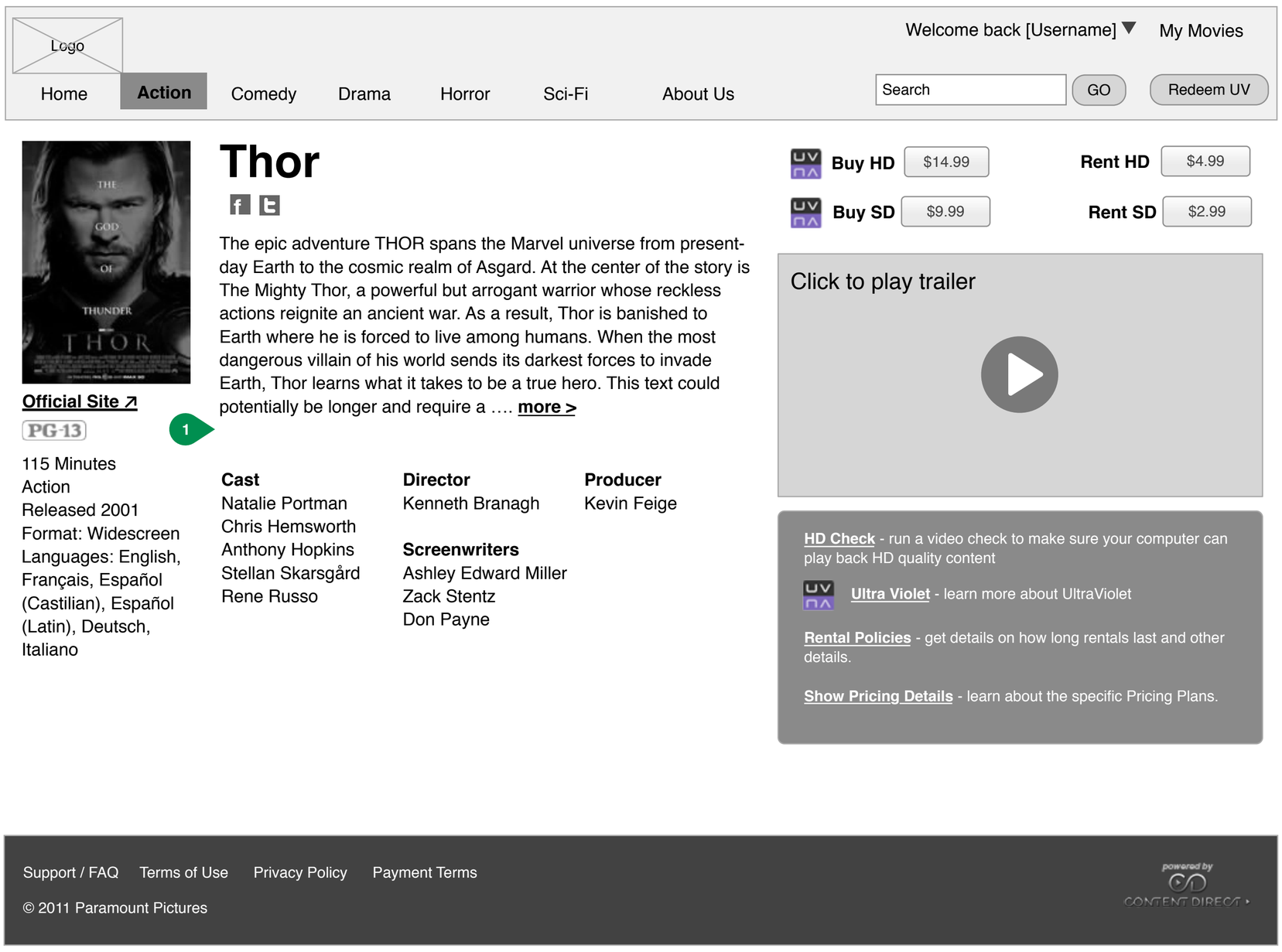

1. **No Special Features**
   This is the typical layout where the video is not packaged with any special features so the credits info shifts up.

1.1 Selected Movie: Expanded description

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Logo

Welcome back [Username] ▼ My Movies

Home | **Action** | Comedy | Drama | Horror | Sci-Fi | About Us

Search GO Redeem UV

Official Site ↗

PG-13

115 Minutes
Action
Released 2001
Format: Widescreen
Languages: English, Français, Español (Castilian), Español (Latin), Deutsch, Italiano

Thor

The epic adventure THOR spans the Marvel universe from present-day Earth to the cosmic realm of Asgard. At the center of the story is The Mighty Thor, a powerful but arrogant warrior whose reckless actions reignite an ancient war. As a result, Thor is banished to Earth where he is forced to live among humans. When the most dangerous villain of his world sends its darkest forces to invade Earth, Thor learns what it takes to be a true hero. This text could potentially be longer and require Nam malesuada adipiscing ante sed placerat. Nam ut egestas mauris.

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1

Buy HD $14.99 **Rent HD** $4.99

Buy SD $9.99 **Rent SD** $2.99

Click to play trailer

HD Check - run a video check to make sure your computer can play back HD quality content

Ultra Violet - learn more about UltraViolet

Rental Policies - get details on how long rentals last and other details.

Show Pricing Details - learn about the specific Pricing Plans.

Features
– Commentary by Director Kenneth Branagh
– 4 Deleted Scenes with optional commentary (TRT 6:41)
- Thor and Loki Before the Coronation (2:58)
- Warriors 3 and Sif Turn Over Their Weapons (1:19)
- Frigga Confronts Odin (1:11)
- Selvig sings with Thor (1:13) – Road to The Avengers (2:55)

Cast
Natalie Portman
Chris Hemsworth
Anthony Hopkins
Stellan Skarsgård
Rene Russo

Director
Kenneth Branagh

Screenwriters
Ashley Edward Miller
Zack Stentz
Don Payne

Producer
Kevin Feige

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1. Expanded Description Text

When the user selects to see the full description there is no collapse button. The content below simply shifts down.

1.1 Selected Movie: Play

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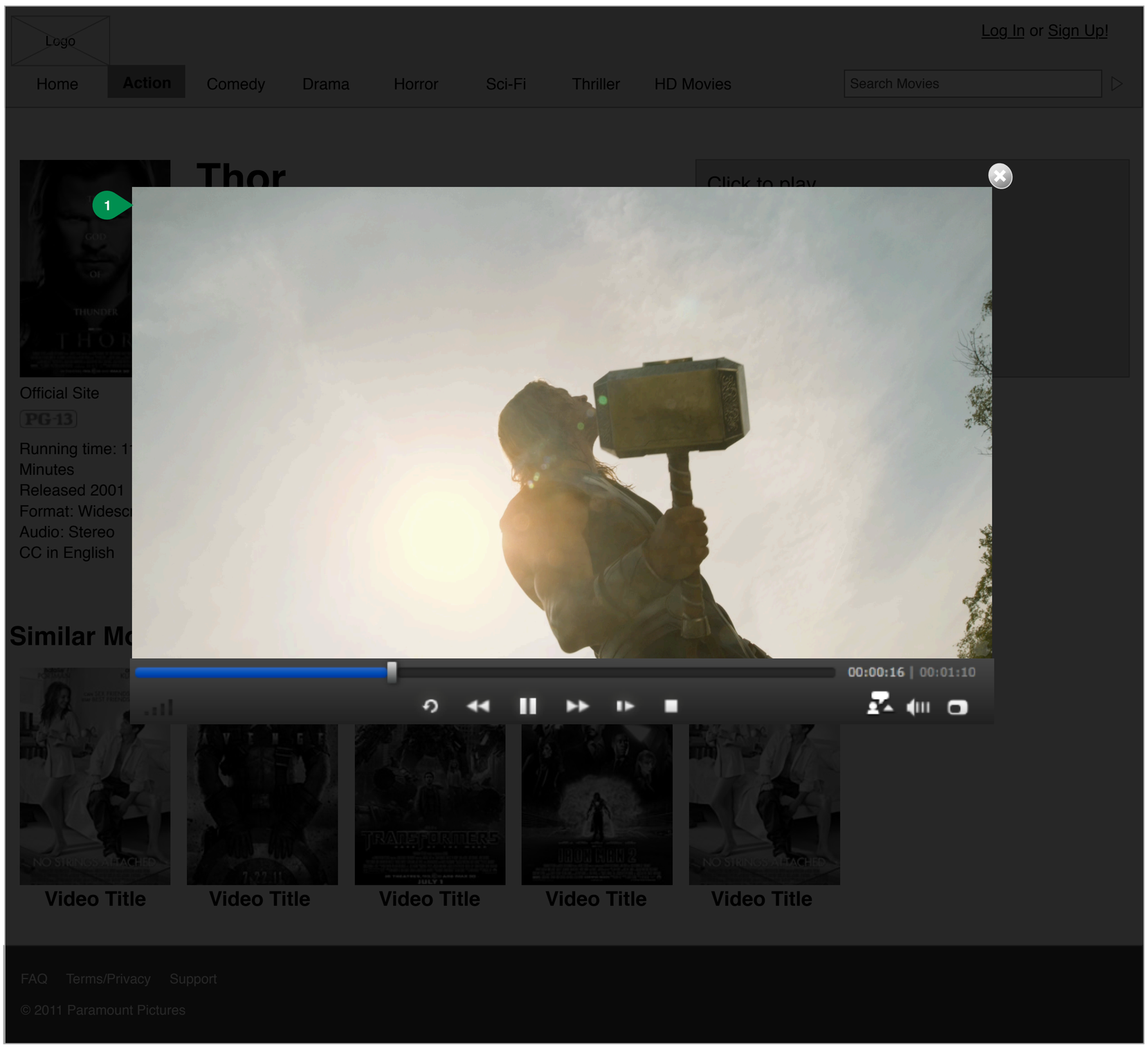

1. **Movie Trailer**
   Standard video player appears in a layer with standard controls and close functionality.

2.1 Account Information

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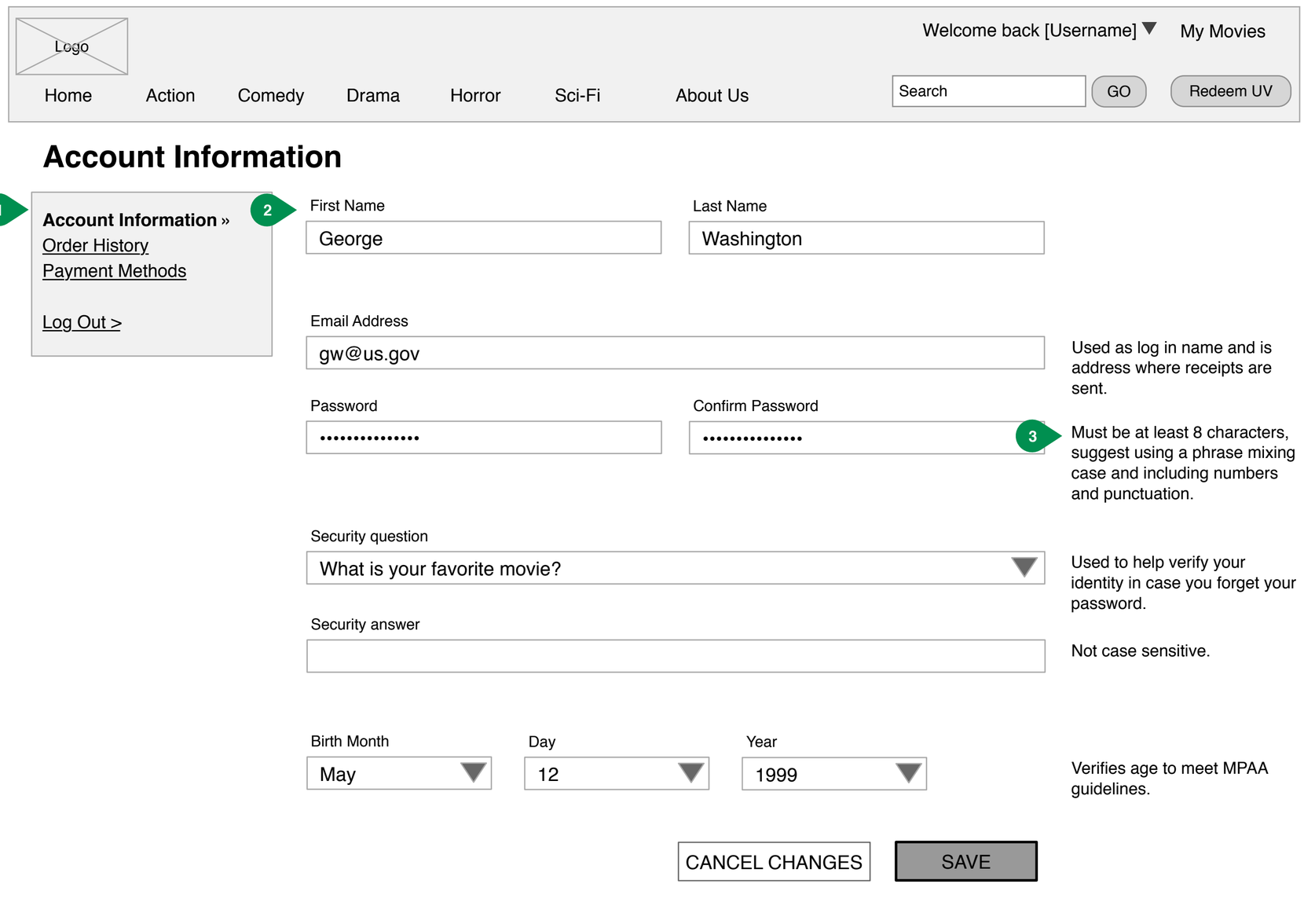

320 x 480 and
640 x 960 aspect ratio

480 x 800 aspect ratio

480 x 854 aspect ratio

1. Side Navigation

For Account related sections, the current section is highlighted and the sibling pages are listed.

2. Fields

Data that was already entered is shown in the fields by default. Follows the same rules as the sign up process.

3. Instructions / Help Text

Text to help users know what type of restrictions there are for each field and why they are being asked.

2.2 Order History

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Order History

1 Account Information
Order History »
Payment Methods

Log Out >

2 Order Status: All Orders | Time Period: Last 30 days | APPLY FILTERS

3 Order # 100001209 View Order
Thor
Digital HD Purchase
Status: Complete
Date: 10/10/2011
Total: $14.99

Order # 100001209 View Order
Captain America: The First Avenger
Digital HD Purchase
Status: Complete
Date: 10/10/2011
Total: $14.99

Order # 100001209 View Order
Rango
Digital HD Purchase
Status: Complete
Date: 10/10/2011
Total: $14.99

Order # 100001209 View Order
The Fighter
Digital HD Purchase
Status: Complete
Date: 10/10/2011
Total: $14.99

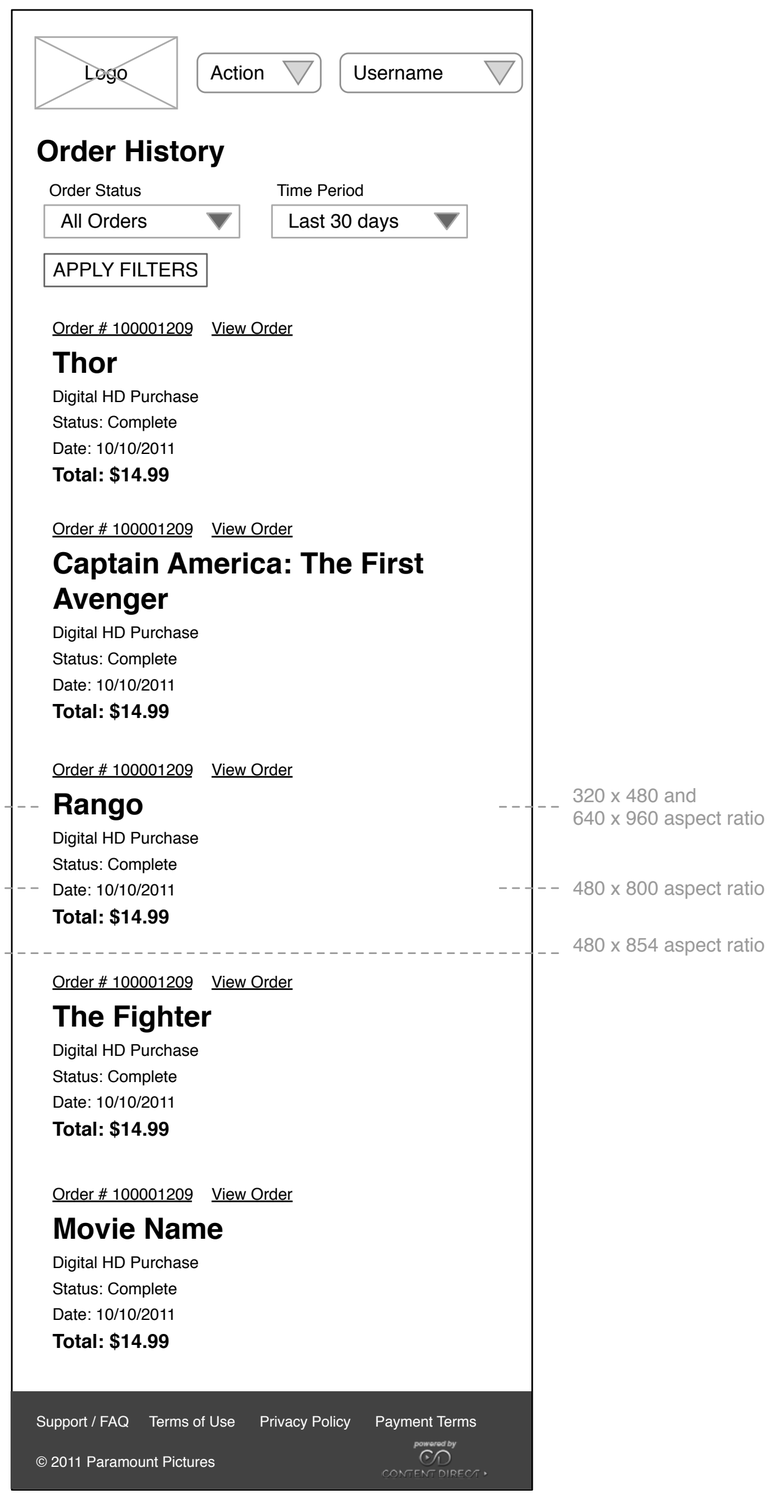
Order # 100001209 View Order
Movie Name
Digital HD Purchase
Status: Complete
Date: 10/10/2011
Total: $14.99

1. **Side Navigation**
   For Account related sections, the current section is highlighted and the sibling pages are listed.

2. **Filters**
   Drop-downs that allow the user to filter by Order Status or Time Period upon selection and pressing of Apply Filters.

3. **Orders List**
   List of orders based on the filter criteria. Selecting anywhere, including the Order # or View Order links show more detail for that specific item.

NOTE: Does there need to be pagination for when users have potentially hundreds of movies?



320 x 480 and
640 x 960 aspect ratio

480 x 800 aspect ratio

480 x 854 aspect ratio

2.3 Payment Methods

Project Zukor

1. Side Navigation

For Account related sections, the current section is highlighted and the sibling pages are listed.

2. Add payment

Activates 2.3.1 Add/Edit Payment screen in Add mode.

3. Cards

For each card, the name of the card is followed by the address and basic credit info. If there are multiple cards of the same name, a number is appended like VISA 1, VISA 2, etc. Delete pops up a window to confirm. Edit goes to 2.3.1.

2.3.1 Add/Edit Payment

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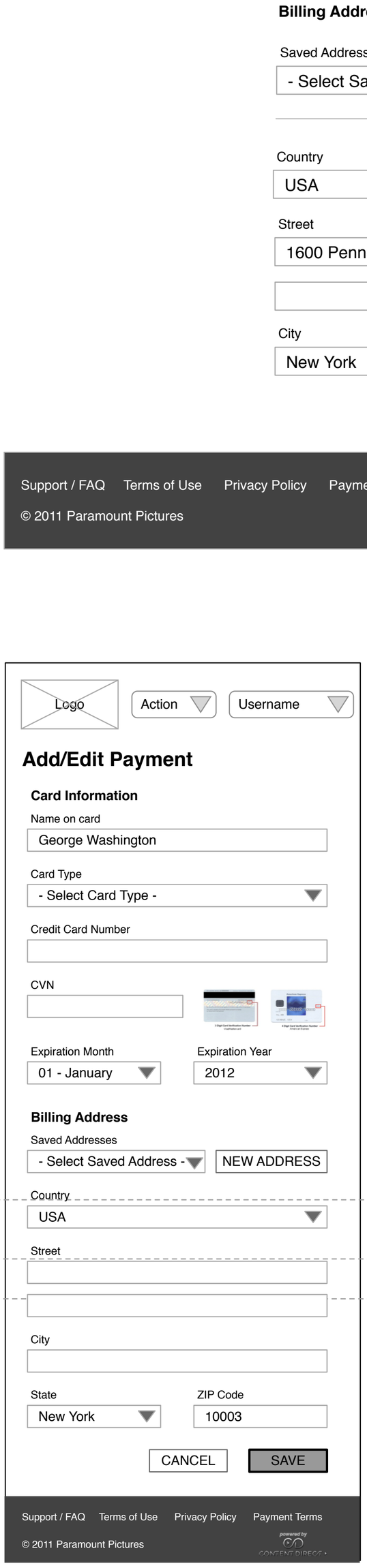

1. Side Navigation

For Account related sections, the current section is highlighted and the sibling pages are listed.

2. Card Information

Standard fields for system to capture credit card information including billing addresses.

NOTES: For most users, the ability to store addresses separately from credit cards is usually only useful for shipping purposes, not billing, so these extra fields for storing addresses separately cause confusion. Will more than the USA be supported for this project?

2.4 My Movies

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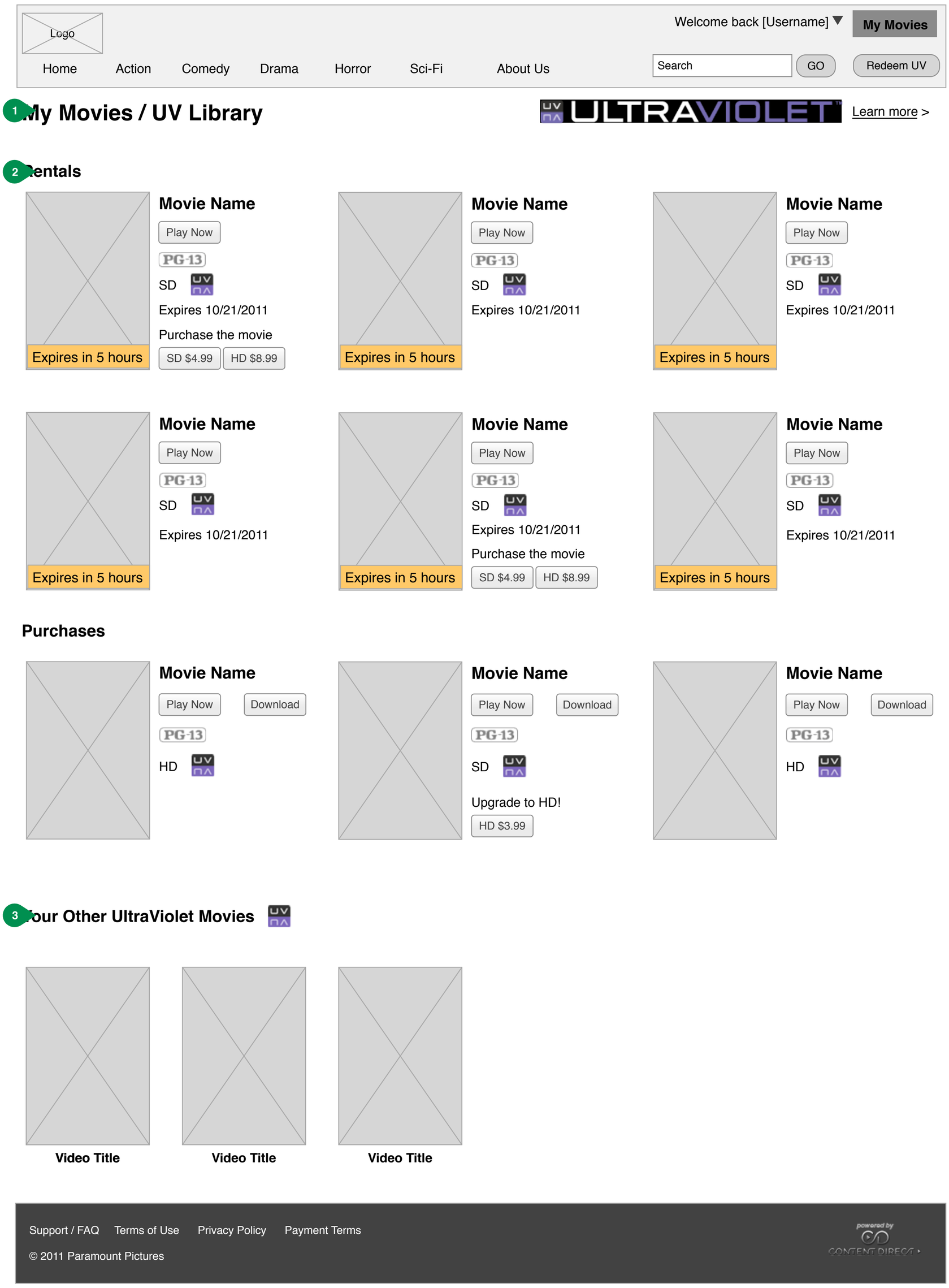
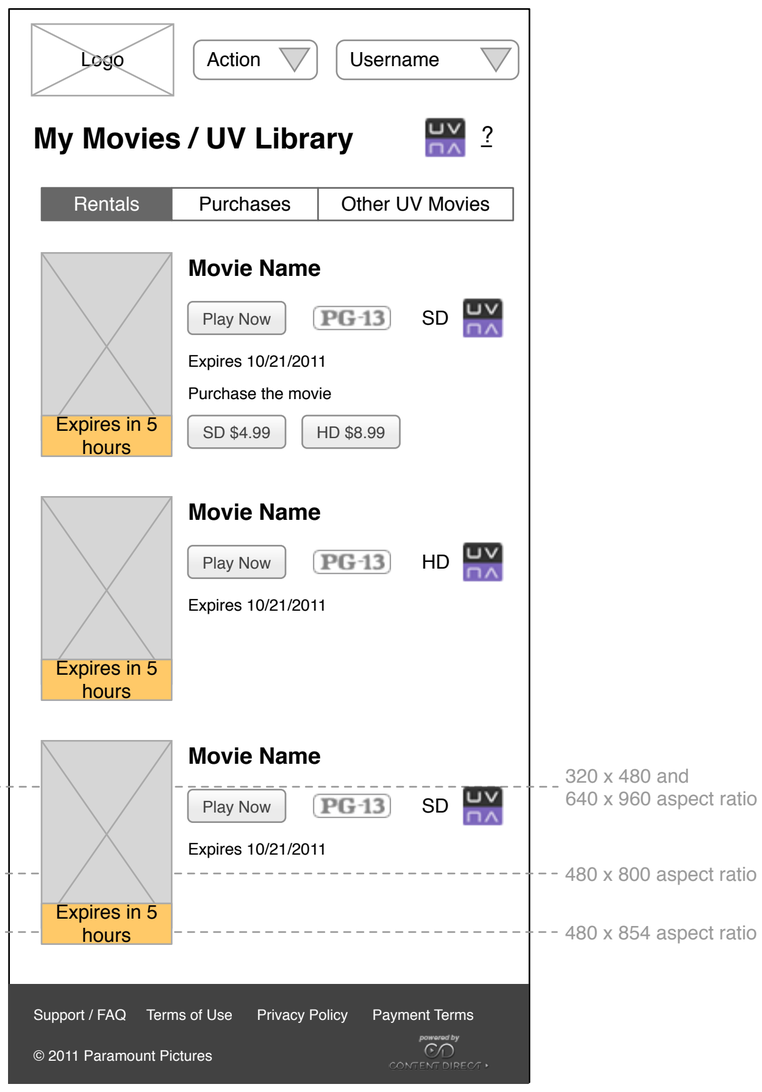




1. Page Title Info

Page title describing the current page name and that these titles are tied together with UltraViolet (launch requirements are slightly different).

2. Purchased/Rented Movies

Movies with their titles, on select, opens appropriate layer listed in #4.

3. UV Locker

Link of other UltraViolet movies the user owns which are not Paramount pictures.

4. Selected Movie

When a user clicks a movie, it will activate a popup with the following information: (1) Poster art, (2) Title, (3) Rating, (4) Runtime, (5) Genre, (6) Available VAM to watch, (7) Streaming Button, (8) Download Button [if it is a purchase], (9) Expiration notice for Rentals.

NOTES: Should we simply go ahead and require UV linking for all purchases to make sure all accounts are set up for the future?

For progressive downloads, the download must reach 15% before the user can start playing their video.

2.4 My Movies: None

Project Zukor

Logo

Welcome back [Username] ▼ | My Movies

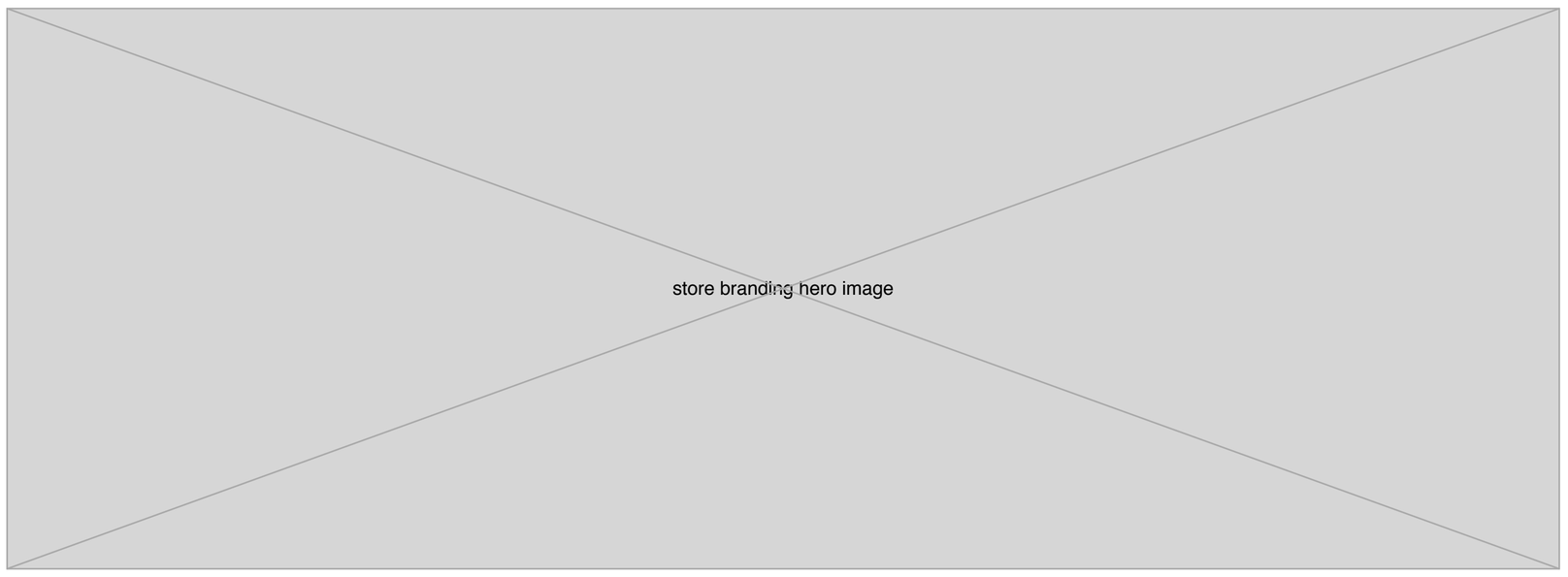
Home | Action | Comedy | Drama | Horror | Sci-Fi | About Us

Search | GO | Redeem UV

My Movies / UV Library

ULTRAVIOLET™ Learn more >

Your UltraViolet account is not linked to your log in. Link or create a UV Account to gain access to all Paramount UV titles you have purchased, regardless of vendor.



Here is what UV is

Phasellus nunc lacus, gravida ut ultrices non, tempor sit amet elit. Cras fermentum varius urna vel consectetur. Vestibulum vehicula ligula ut nunc tristique feugiat quis et diam. Duis lacinia dolor eu nisi sollicitudin eu feugiat ante pharetra. Suspendisse et tortor nisl, et consequat lectus.

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Redemptions

Phasellus nunc lacus, gravida ut ultrices non, tempor sit amet elit. Cras fermentum varius urna vel consectetur. Vestibulum vehicula ligula ut nunc tristique feugiat quis et diam. Duis lacinia dolor eu nisi sollicitudin eu feugiat ante pharetra. Suspendisse et tortor nisl, et consequat lectus.

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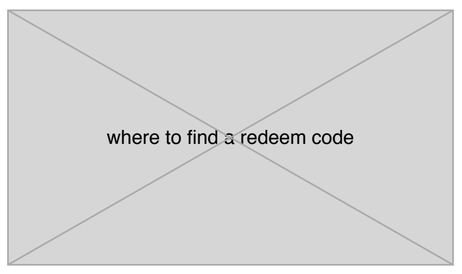

Redeem Code # | Redeem

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NOTES

Simple information page for users that do not have their accounts linked or movies purchased/rented.

1 Frequently Asked Questions

Technical/System Requirements ▼

1) What are the **system requirement**s I need to watch the content? What are the **Browser requirements**?▼

(PC): For PC-based systems
A processor of 500MHZ or faster is needed. RAM can be 128MB or more. You can operate with Windows XP SP2, Windows Vista 2008, & Windows Server 2008. 1Mbps for internet connection speed using Broadband, such as: DSL, cable modem, T1 or faster (click here to read about video quality based on your bandwidth). Video card: 64MB video memory or more. Sound card: 16-bit. Screen resolution: 800x600 or greater and Microsoft Silverlight must be installed. For HD playback, you will need an HDCP-compliant device.

(MAC): For Mac-based Computers
If you have a Mac, the processor must be 1.83MHz Intel Core Duo or Faster. RAM can be 128 or more. You can operate with Mac OS 10.4.8 or higher. 1Mbps for internet connection speed using Broadband, such as: DSL, cable modem, T1 or faster (click here to read about video quality based on your bandwidth). Video card: 64MB video memory or more. Sound card: 16-bit. Screen resolution: 800x600 or greater and Microsoft Silverlight must be installed. MAC computers will not be able to utilize HD playback.
(Browser): Browser Compatibility
In order to have the best viewing experience, the following browsers are supported: Internet Explorer 8 (or higher), Safari 5, Firefox 3.6 (or higher), and Chrome 12. Please note, Safari will work on Macs only. For the most up-to-date list of supported browsers and operating systems, please review the list at http://www.microsoft.com/getsilverlight/get-started/install/default.aspx by selected the System Requirements tab. If you need to upgrade your browser version, please use the following links

Internet Explorer 8+ : http://windows.microsoft.com/en-US/internet-explorer/downloads/ie
Safari 5+ : http://www.apple.com/safari/download/
Firefox 4+ (Firefox 4 is recommended version) : http://www.mozilla.com/en-US/products/download.html
Chrome 12+ : http://www.google.com/chrome/intl/en/make/download.html

2) Will the movie work on a **Mac?** ▶

3) Lorem **ipsmu** dolor ▶

4) Lorem ipsmu dolor ▶

5) Lorem ipsmu **dolor** ▶

6) Lorem ipsmu dolor ▶

Main Topic set 2 ▶

Main Topic set 3 ▶

Main Topic set 4 ▶

2 Support

Contact Support

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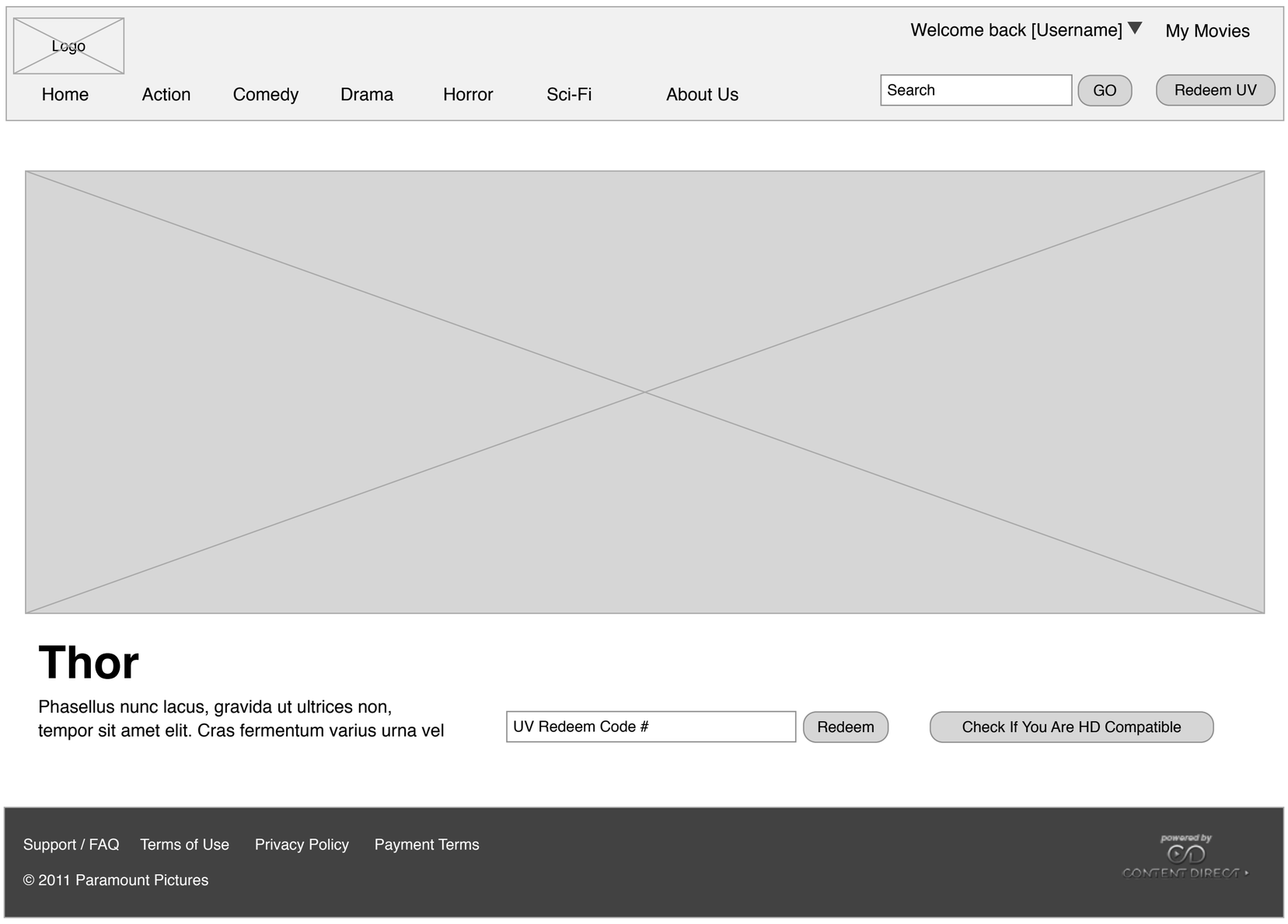
1. **Frequently Asked Questions**
   Questions are categorized into Main Topics with sub-questions in each. Each Main Topic can be expanded to show the questions within. Each question can then be expanded to show the appropriate answer. Questions have keywords bolded to help users scan the questions for the help they are looking for.

2. **Support**
   Potentially a list of contact email address and phone numbers. Contact Support opens a layer with form fields to contact support.

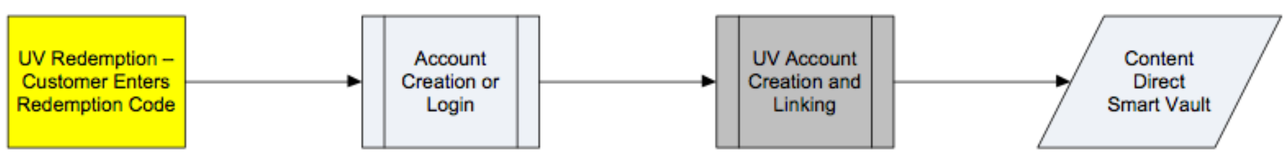
A.2 Code Redemption

Project Zukor



NOTES

Each movie has the large art plus title name, a short description, a link to open the HD check and the field to start the redemption process.

……..

Use the Workflow: (1) User goes to movie-specific, templated UV redemption site. This site contains a hero image, poster art, prominently placed redemption code field, and HD check. (2) The User enters the redemption code, and is prompted to either sign in, or register. (3.1) If user signs in, and they have already linked their UV account, then (4.1) they review their order, and click complete order, (5.1) bringing them to their My Movies / UV Library. (3.2) If a user signs in, and has not linked their UV account, then (4.2) they will be prompted to sign-in/register for UV account, then (5.2) review their order, and click complete order, (6.2) bringing them to their My Movies / UV Library. (3.3) If user registers for a new ParamountID, then they will (4.3) fill in their information to create an account, (4.4) link or register their UV account, (5.4) review their order, and click complete order, (6.5) bringing them to their My Movies / UV Library.