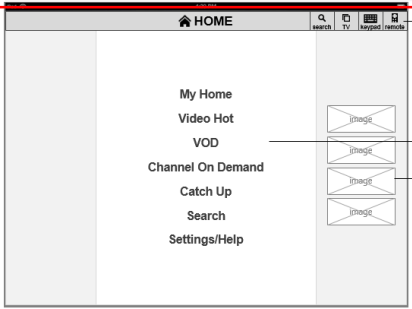


Ver. 1.0

Tablet UI Scenario

by Creative Group, Alticast

The service scenario page of this document consists as the following

<p>Chapter 3. Service Scenario / 3.2 Home Menu</p> <h3>3.2.1 Home</h3> <p>Screen after selecting [Home] button</p>	<p>Contents 1A (Information Architecture)</p>	<p>Update History</p>	<h2>Chapter No. / Title, Page Title</h2>
	<p>1. Global Menu -show [account] button, [home]button, [search] button, [TV sync] button, [RCU] button ✓[account] button: show account image and nickname</p> <p>2. Home Menu -show list of main menu</p> <p>3. Promotions - types of banner: notification banner for announcement business recommending content</p>		<h2>Description of current screen</h2> <p>- Describes a case on how the following screen shows up</p> <h2>Revision History</h2> <p>- Show modified records of current screen</p> <h2>Screen Description</h2> <p>- Describes each components of current screen</p> <p>- Each component has a number that matches the description and behavior, below</p>
<p>• Screen Description & Behavior</p> <ul style="list-style-type: none"> - Select (menu, content, banner, button etc.) : show relevant screen - Select Settings/Help menu <ul style="list-style-type: none"> • If current account is in guest: show log-in popup • If the service is logged-in with an account: enter relevant menu - 1. select [Home] button: <ul style="list-style-type: none"> • If a live channel or video(time shift, catch up, recording, VOD content, etc.) is not playing: jump to "Home" Menu [common rule] • If a live channel or video is playing on the background: close menu and show relevant screen [common rule] - 1. select [Search] button: change into search mode / show keypad and search input box [common rule] - 1. select [TV Sync] button: show Connect to TV mode screen (popup) [common rule] - 1. select [RCU] button: show RCU [common rule] - 3. select promotion banner: show VOD information popup if it is a provider's recommending content [common rule] 			<h2>Screen Description & Behavior / Management Item</h2> <p>- Describes operating method of current screen</p> <p>- Describes the result screen after the operation</p> <p>- Describes management items of current screen, if needed</p>

Chapter 1.

/ Overview



1.1 Introduction

[Contents](#)[IA \(Information Architecture\)](#)

The following document contains information of project for Tablet(Windmill) based on client's requirements.

- Tablet(Windmill)Flipbook contains the following
 - Service menu structure and how to launch the service
 - Navigation rules and service policy of menu and list
 - Detail scenarios and information structure for each screens
 - Detail scenarios and service policy for each channel type
 - RCU's key action for each condition
 - Define policy of option and error popups for each screen
 - Show information of updated history
- The following document is written by Alticast based on client's requirements.
The screens(Wire Frame) used in this document only articulate essential structural components which supports for understanding the service structure and flow.
- The unidentified articles must be discussed and decided with client first.

1.2 Information Architecture

Access to each Button of Smart Phone’s Global Menu area

- ★“My Home” menu name policy>
- Show the current login account nickname
- ex. If login as ‘Family account’ : “Family Home”

★My Home	Video Hot	VOD	Channel On Demand	Package On Demand	TV Guide	Search	Settings/Help
Recommend	Xem nhiều nhất	Phim	Catchup TV	VTV Collection	Channel Guide		TV Connection
Resume Viewing	Top 10 IMDB	Thiếu nhi	O2TV	Phim +	Channel Genre		User Account
Announcement	Phim chiếu rạp	Hài	Style TV	BHD			
General	Phim mới ra mắt	Dân Gian	YAN	Đất Việt			
Channel	Show đề cử	Khám Phá	YEAH1	Giáo dục Study			
Event		Tư Vấn	Let’s Viet	Tiểu học			
My Content		Ca Nhạc	HTV7	Trung học cơ sở			
Reserved List		Clip	HTV9	Trung học phổ thông			
Purchase List		3D		Kỹ năng sống			
VOD Purchase List				Tiếng anh trực tuyến			
Monthly Purchase List				Keeng.vn			
Favorite Channels							

1 st level
2 nd level
3 rd level

1.3 Service Description

Menu			Description
My Home	Recommend		Recommend VODs based on user's purchased and watched program
	Resume Viewing		Show VOD content that has not been watched to the end
	Announcement	General	General, channel, and event announcements
		Channel	
		Event	
	My Content		VOD content added by user through VOD information panel
	Reserved List		Show lists of channel program that are reserved to watch or record
	Purchase List	VOD Purchase List	Purchased lists of VOD single, series content and subscription VODs
		Monthly Purchase List	Purchased lists of PPVs and PPDs
	Favorite Channels		Channel lists that are added or modified as favorite channel
Video Hot			Lists of VOD content that are chosen as popular - Categories are: Xem nhiều nhất, Top 10 IMDB, Phim chiếu rạp, Phim mới ra mắt, Show đề cử
VOD	SVOD		Show lists of Subscription VOD
	Phim, Thiếu nhi, Hài, Dân Gian, Khám Phá, Tư Vấn, Ca Nhạc, Clip		Show VOD lists categorized by different brands (categorized by operators) - 3D content or categories are not shown in Mobile device service
Channel On Demand	Catchup TV		- Show channel lists of all catch up channel is ascending order - Show program lists of each channel's catch up programs
	O2TV, Style TV, YAN, YEAH1, Let's Viet, HTV7, HTV9		-
TV Guide	Channel Guide		- Show channel lists of all channel in ascending order - Show program lists of each channel - Can sort the channels to all/favorite/HD
	Channel Genre		Show channel lists that are sorted by different genre (types of genre TBD)
Search			Search VOD content, channels, programs, actors/actresses, and directors
Settings/Help	TV Connection	Connected STB lists	- Edit registered or connected STB's name or delete - Select to connect
		Connect New TV	Register new STB to connect with the device
	User Guide		Show sample guidelines of how to use the following service
	User Account	New Account	Create account (enter name, image, account password, and cell phone number)
		My Account	Modify account's information

Chapter 2.

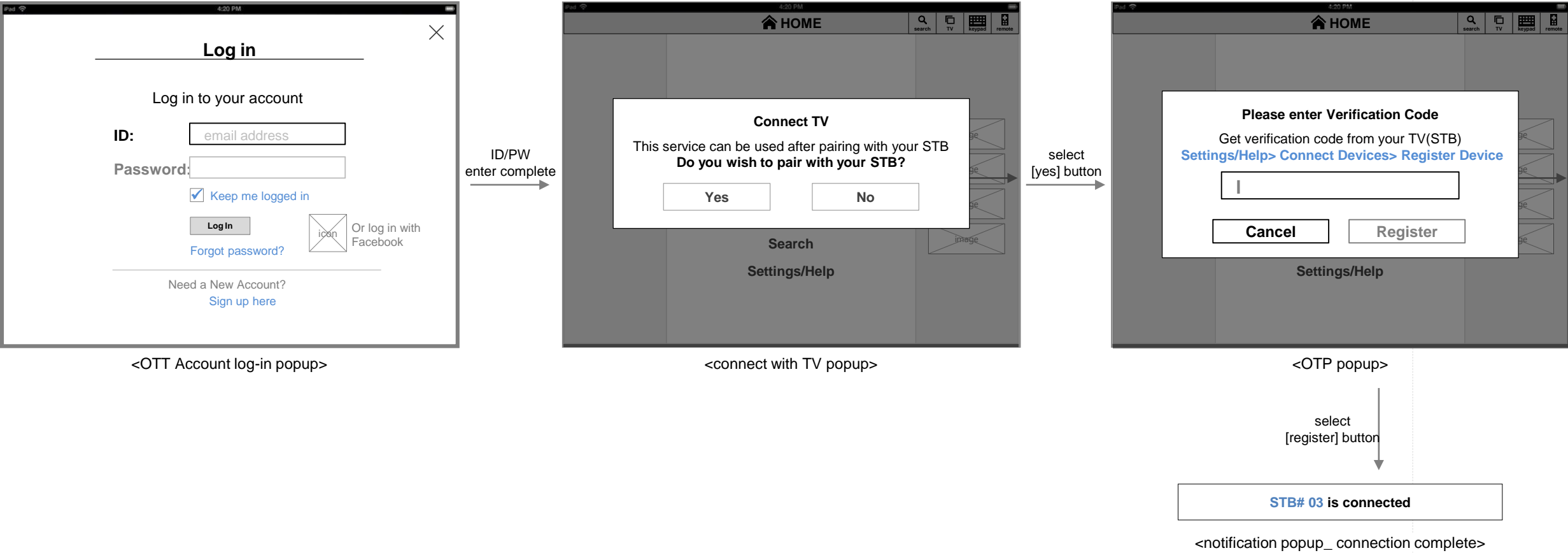
/ Policy & Feature



2.1 Start Service

Application Download

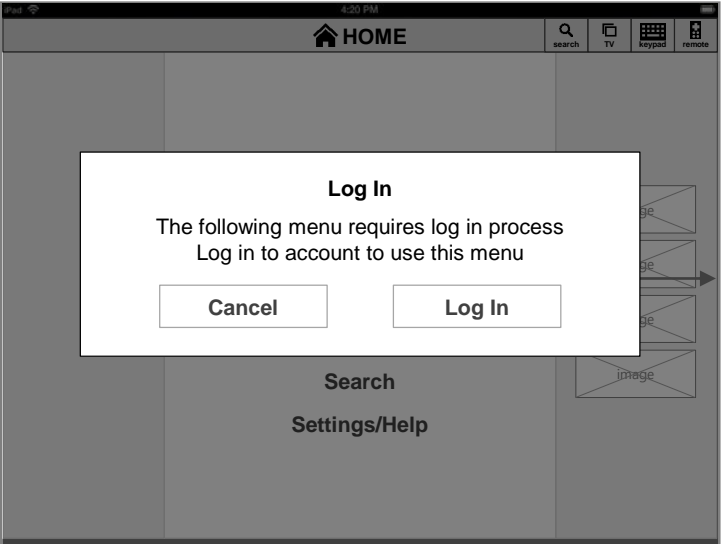
- Download app service through each OS Application Store
- After the installation the first screen shows Log In popup
 - ✓ enter ID(email) and password → show popup to pair with the STB → enter verification code received from the STB (check [3.11.3 TV Connection: Connect New TV](#)) → pairing complete
 - ✓ select [Yes] button in connect TV popup or [cancel] button in OTP popup: close relevant popup and enter Home screen (STB pairing incomplete)
 - ✓ if pairing is incomplete, even if account is signed in the service will have same limit as guest account



2.1 Start Service

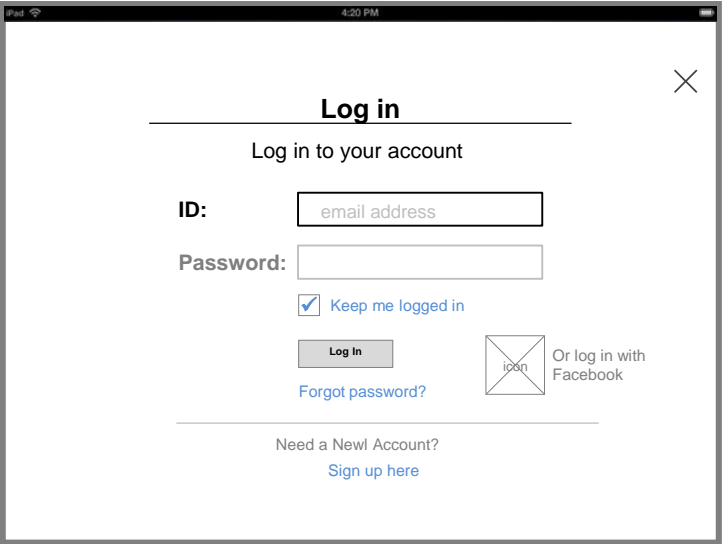
Guest (initial use)

- After the download every user can use the following app without signing in to personal account or pairing with a STB
- However, there are limits using this service
 - ✓ Select My Home menu: show log-in popup
 - ✓ When trying to watch a VOD content, catch up service, or tune to a channel
 - ✓ Select [add to my content], [purchase] button in VOD detail popup
 - ✓ Select [tune], [record], [watch], [set reminder] button in program detail page
 - ✓ Select Settings menu: show log-in popup
- When selecting the limited services of the above, show log-in request popup
 - ✓ in log-in request popup select [Log In] button: show log in popup
 - select [cancel] button: close popup and show previous screen



<OTT Account log-in request popup>

select
[Log In] button

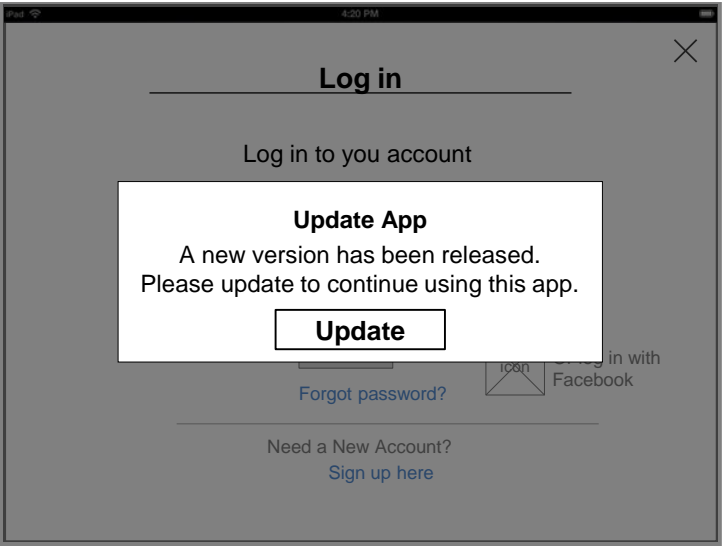


<OTT Account log-in popup>

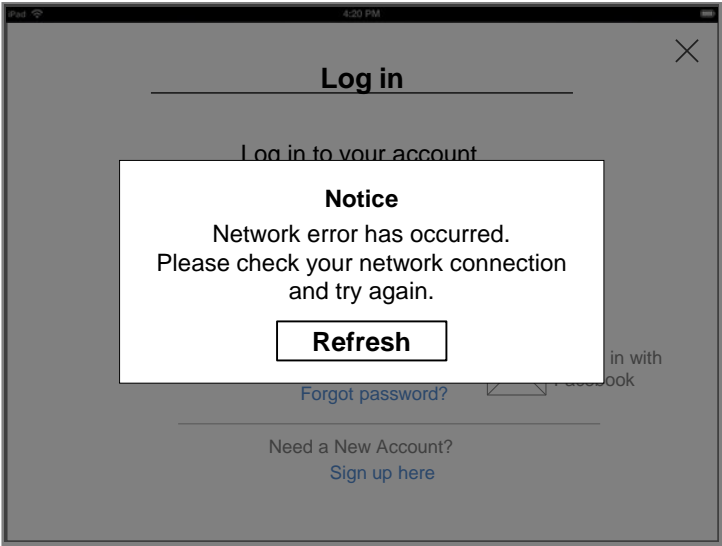
2.1 Start Service

Update Application

- When start app service
 - ✓ If a new version has been released: show update app popup
 - Select [update] button : Download new version of app service
 - ✓ If network error has occurred when check a new version : show notice popup_ network error
 - Select [refresh] button : network reconnection



<update app popup>



<notice popup_ network error>

2.1 Start Service: Log In

Log in page

2. [Close] button

3. Log In

- show ID and password input box
 - ✓ Password input box is dimmed (default) until the ID input box is entered with ID
- show check box: check box is already checked as default (toggle)
- show [log in] button
- show 'Forgot password' link to find password
- show 'sign up here' link to create new Vietttel account
- show 'Facebook' icon as button

4. Create New Account

- show 'sign up here' link to create new Vietttel account

• Screen Description & Behavior

- 2. select [close] button: close login popup and enter user as guest account
show Home screen
- 3. select ID input box: show cursor on the input box and keypad
select Password input box
 - If the ID is entered, show cursor on the input box and keypad
 - If the ID is not entered, no respond
- 3. select keep me logged in check box (check box is checked automatically)
 - If the check box is checked, uncheck the box
 - ✓Next time when re-starting the app, user must enter ID and password again
 - If the check box is not checked, check the box
 - ✓Next time when re-starting the app, the app is automatically logged into recent account

- 3. select [log in] button
 - If the ID and password is correct, show TV connection popup to pair with the STB
 - If the ID or password is incorrect, reset the ID and password input box and change the description as following:

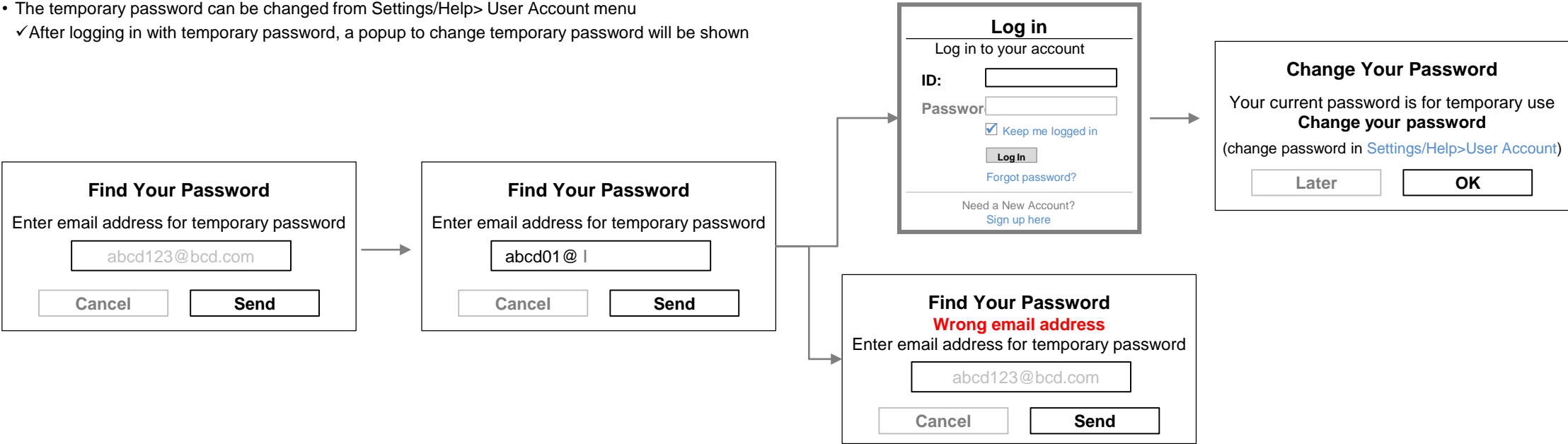
Log in to your account
Please check your ID and Password

 - ✓The cursor stays on the ID input box (show keypad as well)
- 3. select 'Forgot password?' link: show popup to enter email address to receive temporary password
select [Facebook] button: link to Facebook page to sign up with facebook account
- 4. select 'Sign up here' link: show popup to create new account

2.1 Start Service

Get Temporary Password

- Temporary password will be sent to User’s email address if user has forgotten the password
- The temporary password can be changed from Settings/Help> User Account menu
 - ✓After logging in with temporary password, a popup to change temporary password will be shown



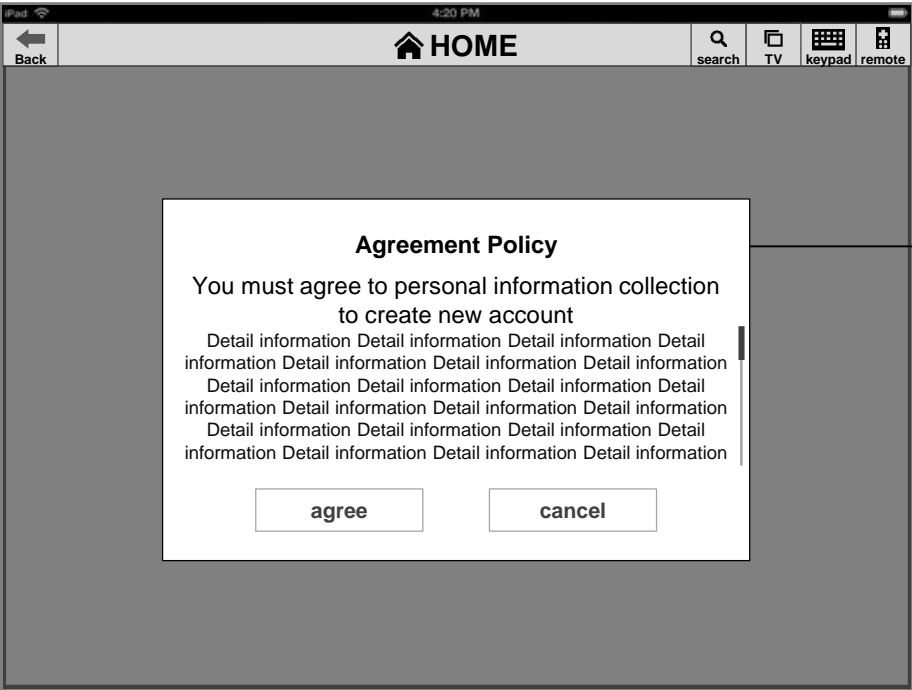
Screen Description & Behavior

- In email input box, an example of email address is shown
- Select email input box: show cursor in the input box and keypad
 - when a letter is entered, the example of email address disappears
 - relevant example re-appears when the email input box has no letter
- Select [cancel] button: close relevant popup and show previous screen (Log in popup)
- Select [send] button
 - If the entered email address is correct, close relevant popup and show Log in popup
 - ✓The entered ID is shown and the cursor stays on the password input box
 - After the log in is complete with temporary password, show change password popup for user to change the temporary password

- If the entered email address is incorrect, show email error popup
 - ✓Reset the email input box
- If there are no email address entered, there is no respond
- In change password popup, select [Later] button: close relevant popup and show Home screen
- select [OK] button: jump to Settings/Help> User Account Menu (check [3.9.6 Change My Account](#))

2.1 Start Service: Create New Account_ Agreement Popup

Agreement Policy popup after selecting 'New Account' menu

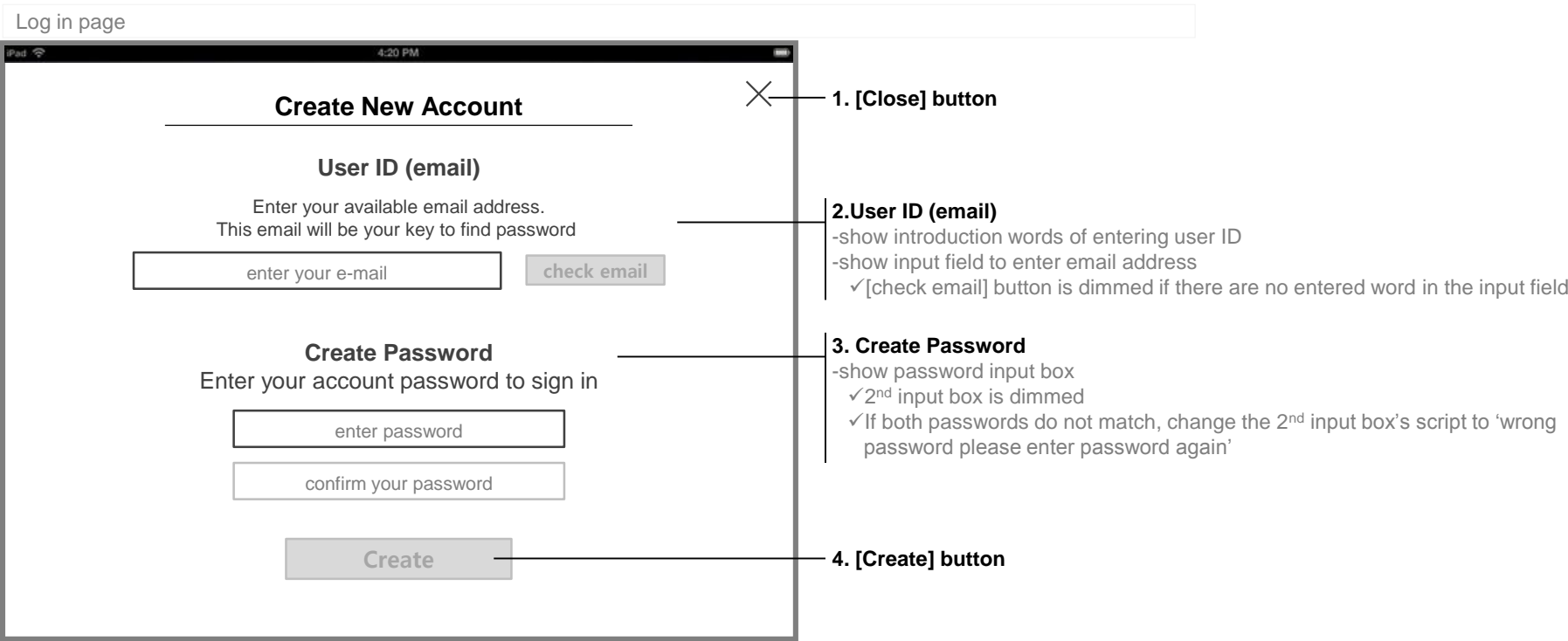


- 1. Agreement policy popup**
- show the information of creating a new account agreement and policy
 - show scroll bar if there are more texts to be shown
 - show [agree]/[cancel] button

• **Screen Description & Behavior**

- 1. flick up/down direction in the agreement text area: hidden texts are shown and the scroll bar moves together
- select [agree] button: enter New Account page
- select [cancel] button: close current popup and show previous screen

2.1 Start Service: Create New Account



• Screen Description & Behavior

- 1. select [close] button:
 - Show quit create new account popup
 - ✓ select [yes] button: show log-in popup
 - ✓ select [cancel] button: close relevant popup and show previous screen (create new account popup and the input information remains)
- 2/3. **select input field: show a cursor in the input field and show keypad. If the coordinate of selected input field is overlapped with the keypad, scroll up the input field automatically show the entered information in the input field [common rule]**
- 3. select first password input box: show cursor and keypad
select second password input box
 - If the first input box is entered, activate the input box and show cursor and keypad
 - If the first input box is not entered, de-activate the input box and there is no respond
- 2. select [check email] button
 - If the button is de-activated: no respond
 - If the button is activated:
 - ✓ if the entered email address is available: show available popup
 - ✓ if the entered email address is unavailable: show unavailable popup
- 4. select [Create] button
 - If all the entered information is correct, show account created notification popup
 - If the entered password is incorrect show wrong password text and erase all the entered password
 - If all the information is not entered completely, the button is deactivated

2.1 Start Service: Create New Account Popup_ Check Email/Quit New Account

User ID Popups

- Show each popup when selecting [check ID] button
- If the entered ID is available, show ID available popup
 - ✓ select [OK] button: close relevant popup
- If the entered ID is unavailable to use, show ID unavailable popup
 - ✓ select [OK] button: close relevant popup and reset the ID input field

Check ID

This ID is available

OK

<ID available popup>

Check ID

This ID is unavailable to use
Please enter again

OK

< ID unavailable popup>

Quit New Account Popup

- Show relevant popup when selecting [cancel] button while creating a new account
- Select [yes] button: close relevant popup and leave New Account page
- Select [No] button: close relevant popup and maintain current page

Do you wish stop creating the account?

The entered information will be deleted

No

Yes

<quit user profile popup>

User 01 account is created

<Notification popup>

2.1 Start Service: Pairing

The following is the definition of paring with the OTT service and STB

- The following are the defined terms for explaining the following scenario
 - ✓ Subscriber ID: a specific person when subscribing STB. This term will not be used when communicating with the user.
 - ✓ Account: This account is created from the STB. As a default there will be a Family account and user can create new account such as child account
 - To create a new account in the STB, user must enter nickname, log-in password, and select an image
 - ✓ PIN: 4 digit password created in the STB for purchasing or adult certification
 - ✓ OTT Account (ID & PW): This account is an individual account created from phone/tablet/PC to use them as an OTT service.
 - To create a new account for OTT service, user must enter email address as an ID and log-in password or the OTT account can be created by using Facebook account
- To use the OTT service, the following steps are required for users
 - ✓ Create OTT Account (ID & PW)
 - ✓ Subscribe OTT service as monthly fee service
 - In Phase 1 since there are no OTT alone product, instead of subscribing the OTT service, user must pair with the STB. This is to certify the user is valid to use OTT service.
 - Before paring with the STB, user must create ID and PW (OTT Account)
 - Before creating OTT Account (ID &PW) user can browse through the service. When trying to purchase a content or trying to tune to a channel a popup for log-in or creating OTT Account(ID & PW) will appear on mobile device screen.
- The definition of paring with the STB is to make a pair with the selected Account on the STB with the OTT Account (ID & PW)
 - ✓ OTT Account (ID & PW) can be paired within the Family account
 - ✓ Multiple device pairing is allowed within one STB. However, multiple OTT Account (ID & PW) pairing is not allowed within one STB.
 - ex) John can pair his pad and phone in his STB Account, but can only use one OTT Account (ID & PW). John cannot pair his phone with different account in his STB Account
 - ✓ More than one OTT devices cannot be connected with the STB at once. Lastly used or connected device will be connected with the STB as a default.
- The OTT policy for service is the following.
 - ✓ There are 3 different OTT product: Silver, Gold and Diamond. The difference between each product is how man OTT Account (ID & PW) is allowed to pair with the STB.
 - To use more than the given OTT Account (ID & PW) to pair with the STB, user must upgrade the OTT product
 - from Silver to Gold, from Gold to Diamond, and from Diamond there can be no more OTT Account (ID & PW) to be purchased
 - ✓ User cannot log-in at the same time with different devices.

2.2 Sync

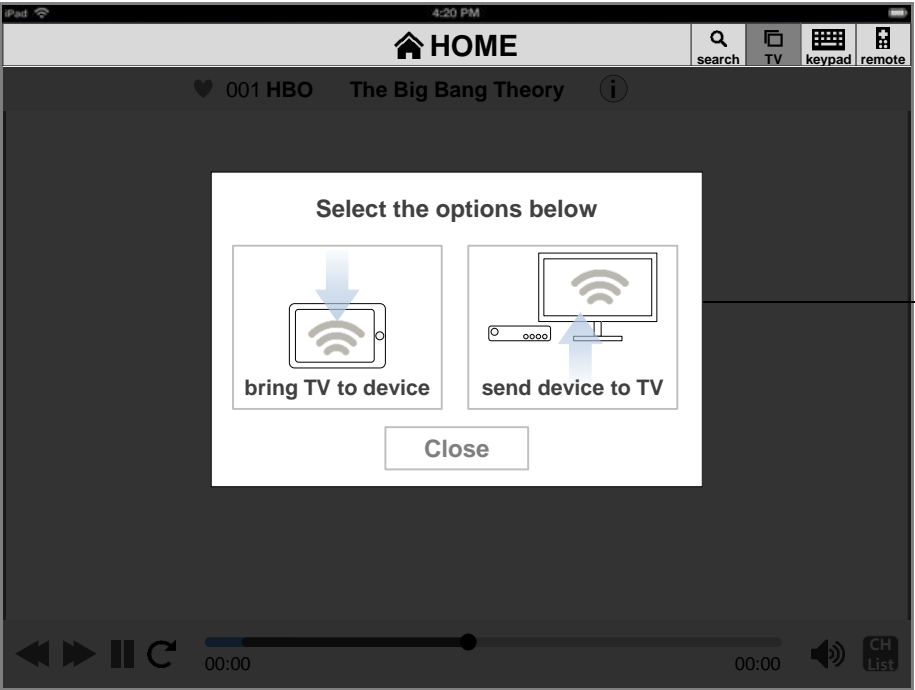
[Contents](#) [IA \(Information Architecture\)](#)

Definition of Sync

- Sharing each device or TV's current clean screen between each other (connected device and TV)
 - ✓ i.e. sharing current device's clean screen to TV
sharing current TV's clean screen to TV
- However, each screen's menu cannot be shared. Only screen content or live program can be shared
 - ✓ i.e. mobile device is showing the menu UI on top of LWC or VOD, when selecting sync to send the mobile device's screen to TV only the LWC or VOD playing on the back will appear on TV
TV is showing the menu UI on top of LWC, when selecting sync to bring the TV screen to mobile device only the LWC playing on the back will appear on the device
 - ✓ Menu cannot be shared between TV and devices due to different menu structure

2.2 Sync: Watching Mode

Screen after selecting clean screen while watching live program



1. Sync Popup

- show option buttons
 - ✓ [bring TV to device], [send device to TV]
 - ✓ show each options image as an example of indicating each button's function
- show [close] button

• Screen Description & Behavior

- 1. select [bring TV to device] button: close popup and show the TV screen on device
select [send device to TV] button: close popup and change the TV's screen with current device's screen
(for more detail scenario check the next page)
- 1. select [close] button: close popup and show previous screen
- Select [channel list] button: close popup and show channel list (TBD)

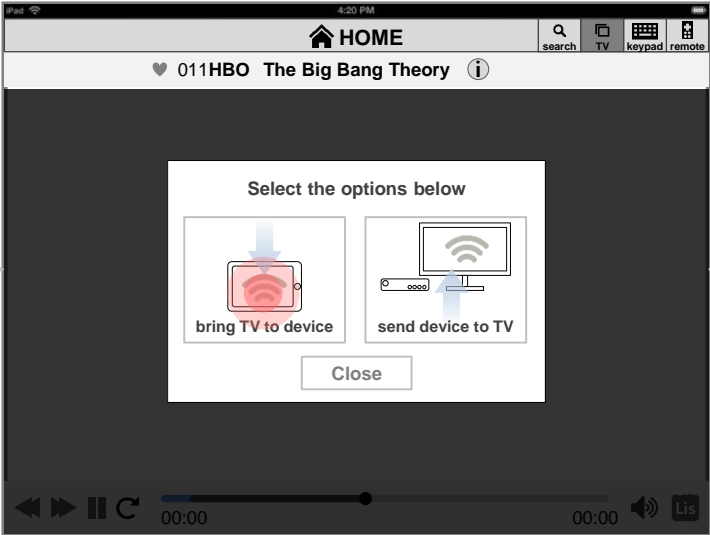
2.2 Sync: Tablet and TV

Syncing Between Tablet and TV: Bring TV to Tablet when both TV and Tablet are watching live channel

Tablet: **watching live channel** (011 HBO_ The Big Bang Theory) → select [Sync] button (global menu) → select [**Bring TV to My Device**] button → Tablet: **change channel** (014 abc_ Dancing With the Stars)
TV: **watching live channel** (014 abc_ Dancing With the Stars)



<Tablet_ watch live channel>



<Tablet_ sync option popup>



<Tablet_ change to TV's channel>



<TV_ watch live channel>

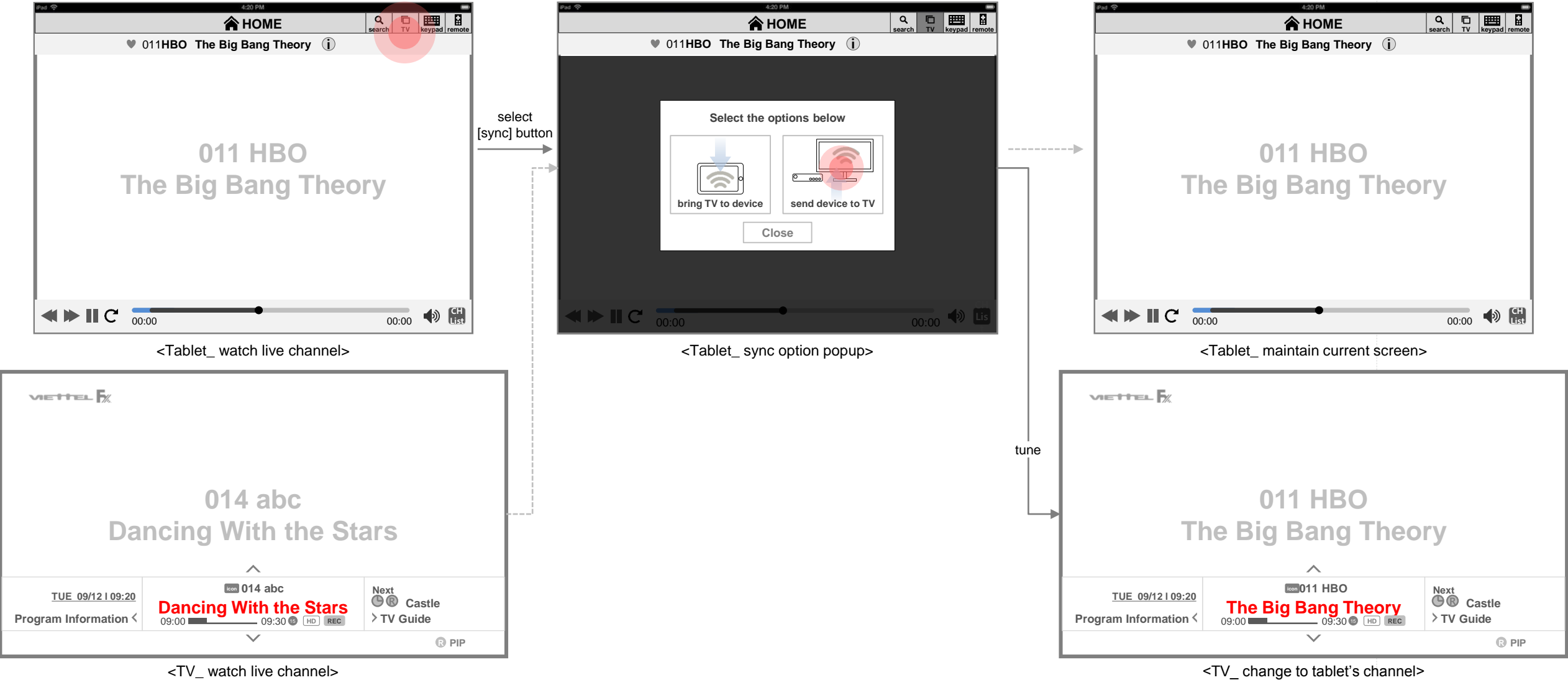


<TV_ maintain current screen>

2.2 Sync: Tablet and TV

Syncing Between Tablet and TV: Send Tablet screen to TV when both TV and Tablet are watching live channel

Tablet: **watching live channel** (011 HBO_ The Big Bang Theory) → select [Sync] button (global menu) → select [Send My Device to TV] button →
TV: **change channel** (011 HBO_ The Big Bang Theory)



2.2 Sync: Tablet and TV

Syncing Between Tablet and TV: Bring TV to Tablet when TV is tuned to live channel and Tablet is watching a VOD/Catch up program/recording content

Tablet: **watching VOD/Catch up/Recording** (Hunger Game: Catching Fire) → select [Sync] button (global menu) → select **[Bring TV to My Device]** button
TV: **watching live channel** (014 abc_ Dancing With the Stars)

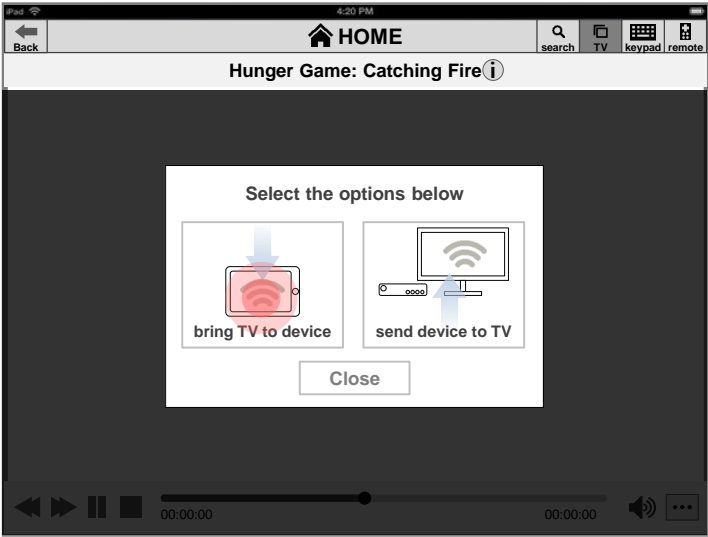
→ show stop VOD/Catch up/Recording popup

- Select **[End Video]** button → close popup and tune to TV's channel →
Tablet: **Tune to channel** (014 abc_ Dancing With the Stars)
TV: **watching live channel** (014 abc_ Dancing With the Stars)
- Select **[Continue]** button → close popup and continue watching current VOD →
Tablet: **watching VOD/Catch up/Recording** (Hunger Game: Catching Fire)
TV: **watching live channel** (014 abc_ Dancing With the Stars)

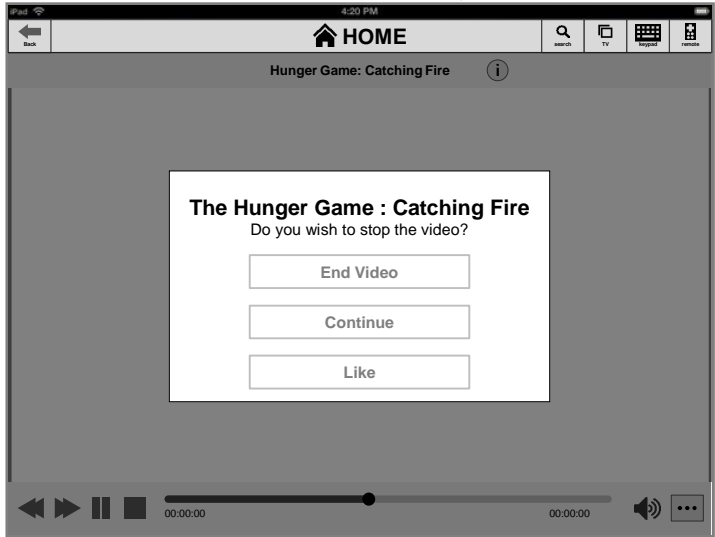


<Tablet_ watch VOD/Catch up/recording>

select
[sync] button



<Tablet_ sync option popup>

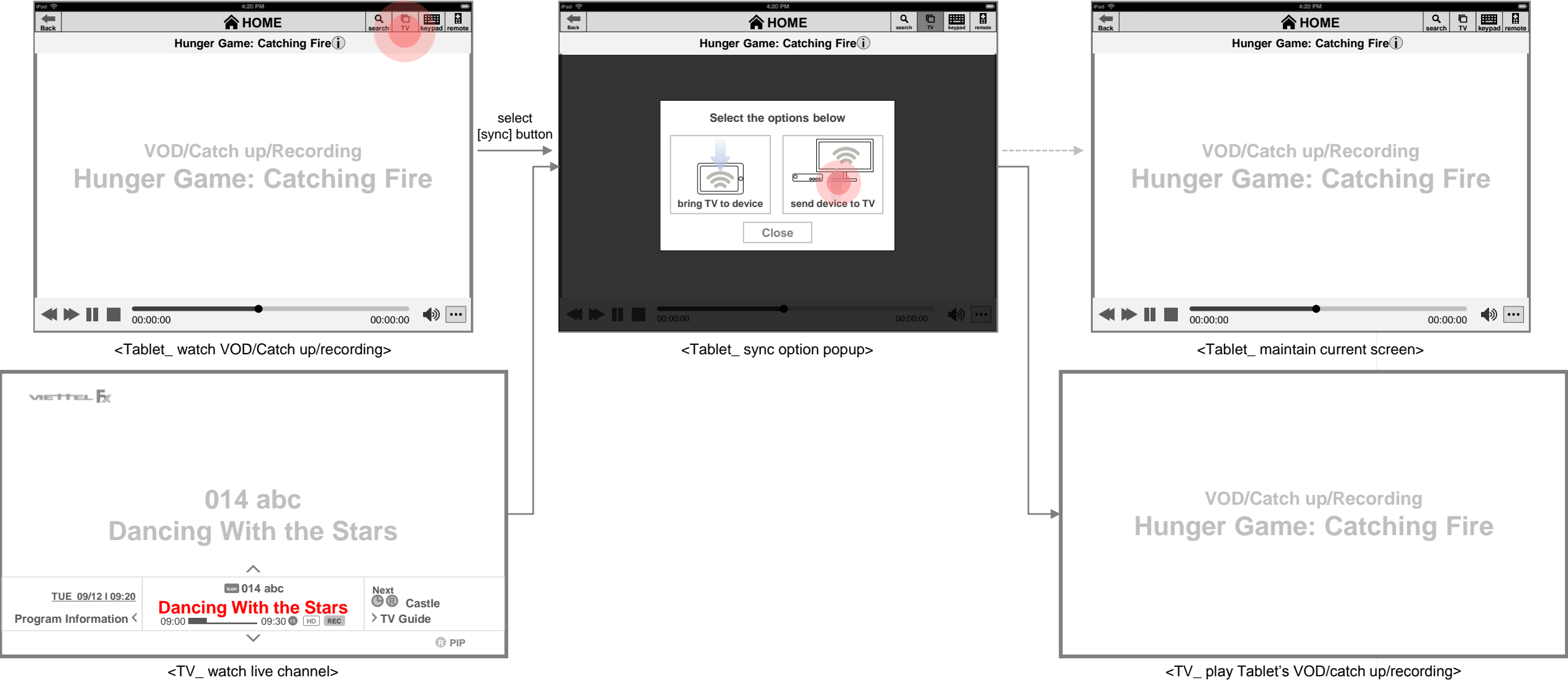


<Tablet_ stop popup>

2.2 Sync: Tablet and TV

Syncing Between Tablet and TV: Send Tablet screen to TV when TV is tuned to live channel and Tablet is watching a VOD/Catch up program/recording content

Tablet: **watching VOD/Catch up/Recording** (Hunger Game: Catching Fire) → select [Sync] button (global menu) → select **[Send My Device to TV]** button → Tablet: **watching VOD/Catch up/Recording** (Hunger Game: Catching Fire)
TV: **watching live channel** (014 abc_ Dancing With the Stars) → **start playing the content from the syncing moment**



2.2 Sync: Tablet and TV

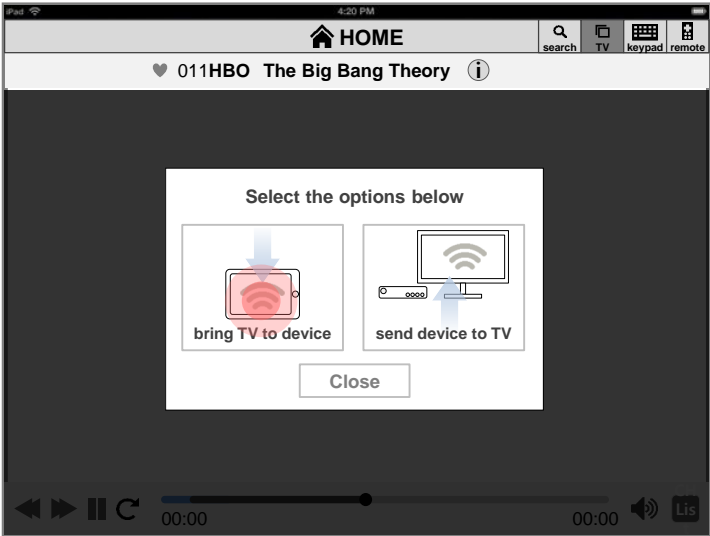
Syncing Between Tablet and TV: Bring TV to Tablet when TV is watching a VOD/Catch up program/recording content and Tablet is tuned to live channel

Tablet: **watching live channel** (011 HBO The Big Bang Theory) → select [Sync] button (global menu) → select **[Bring TV to My Device]** button → Tablet: **watch VOD/Catch up/Recording** (*Hunger Game: Catching Fire) (*start playing the content from the syncing moment)
TV: **watching VOD/Catch up/Recording** (Hunger Game: Catching Fire)



<Tablet_ watch live channel>

select
[sync] button

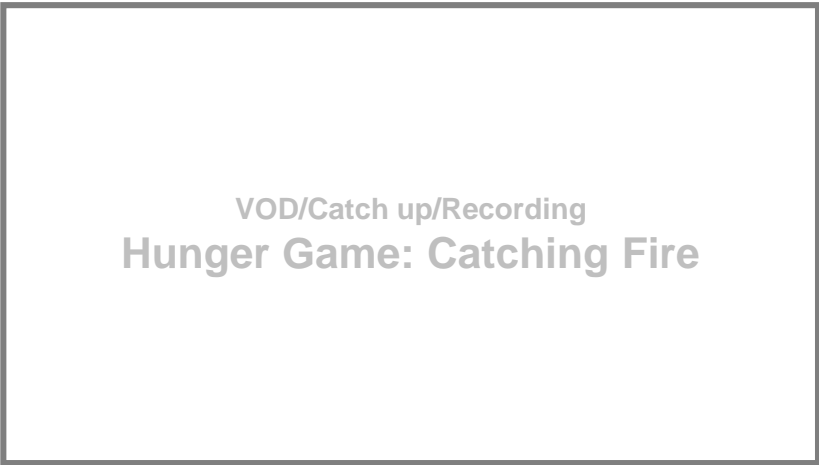


<Tablet_ sync option popup>

play VOD



<Tablet_ play TV's VOD/Catch up/recording>



<TV_ watch VOD/Catch up/recording>

2.2 Sync: Tablet and TV

Syncing Between Tablet and TV: Send Tablet screen to TV when TV is watching a VOD/Catch up program/recording content and Tablet is tuned to live channel

Tablet: **watching live channel** (011 HBO The Big Bang Theory)
TV: **watching VOD/Catch up/Recording** (Hunger Game: Catching Fire) → select [Sync] button (global menu) → select **[Send My Device to TV]** button

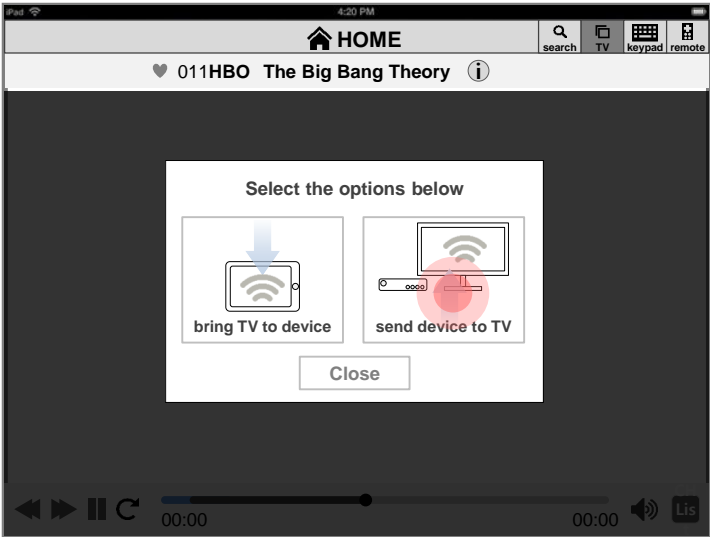
→ show stop VOD/Catch up/Recording popup →

- Select **[End VOD]** button → close popup and **tune to Tablet's channel** →
Tablet: **watching live channel** (011 HBO The Big Bang Theory)
TV: **tune to channel** (011 HBO The Big Bang Theory)
- Select **[Continue]** button → close popup and continue watching current VOD →
Tablet: **watching live channel** (011 HBO The Big Bang Theory)
TV: **watching VOD/Catch up/Recording** (Hunger Game: Catching Fire)

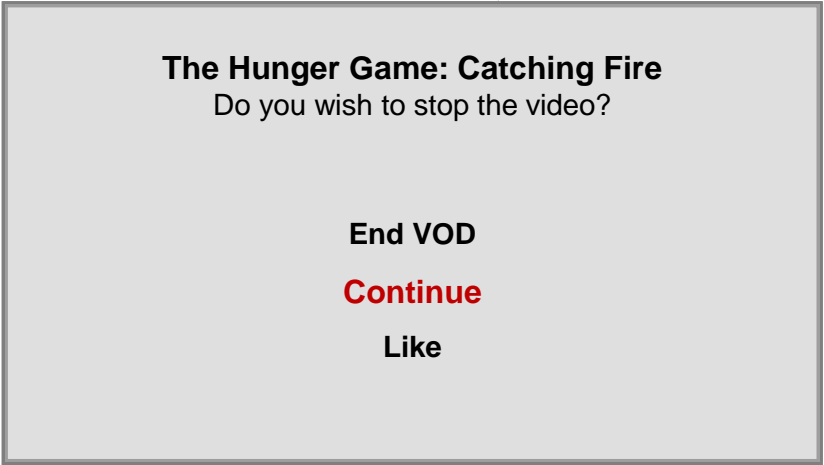


<Tablet_ watch live channel>

select
[sync] button



<Tablet_ sync option popup>



<TV_ stop popup>

2.2 Sync: Tablet and TV

Syncing Between Tablet and TV: Bring TV to Tablet when both TV and tablet are watching a VOD/Catch up program/recording content

Tablet: **watching VOD/Catch up/Recording** (Hunger Game: Catching Fire) → select [Sync] button (global menu) → select **[Bring TV to My Device]** button
TV: **watching VOD/Catch up/Recording** (Dumb and Dumber to)

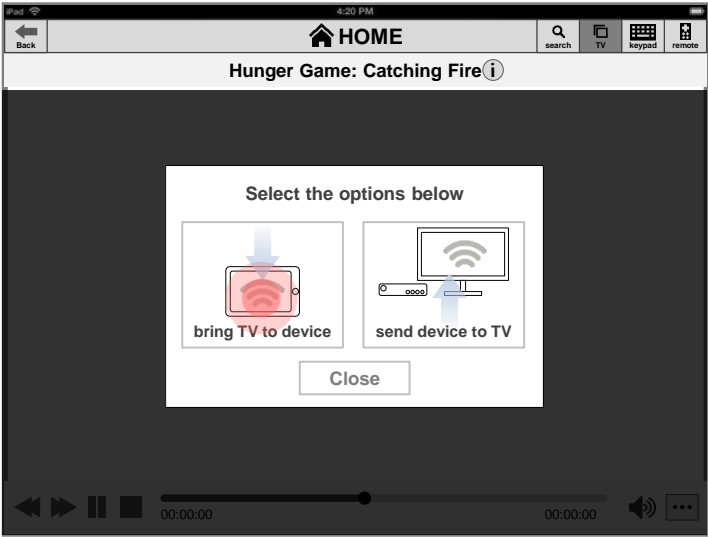
→ show stop VOD/Catch up/Recording popup

- Select **[End Video]** button → close popup and play TV's VOD content →
Tablet: **watch VOD/Catch up/Recording** (*Dumb and Dumber to)
(*start playing the content from the syncing moment)
TV: **watching VOD/Catch up/Recording** (Dumb and Dumber to)
- Select **[Continue]** button → close popup and continue watching current VOD →
Tablet: **watching VOD/Catch up/Recording** (Hunger Game: Catching Fire)
TV: **watching VOD/Catch up/Recording** (Dumb and Dumber to)

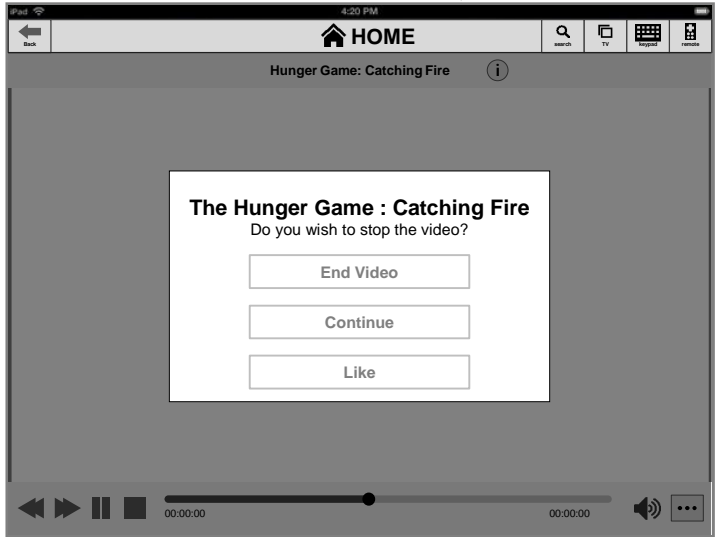


<Tablet_ watch VOD/Catch up/recording>

select
[sync] button



<Tablet_ sync option popup>



<Tablet_ stop popup>

2.2 Sync: Tablet and TV

Syncing Between Tablet and TV: Bring TV to Tablet when both TV and tablet are watching a VOD/Catch up program/recording content

Tablet: **watching VOD/Catch up/Recording** (Hunger Game: Catching Fire) → select [Sync] button (global menu) → select **[Send My Device to TV]** button
TV: **watching VOD/Catch up/Recording** (Dumb and Dumber to)

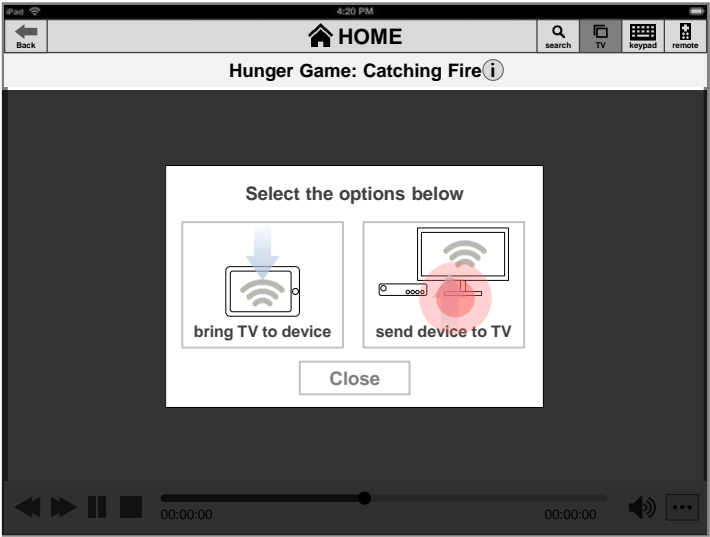
→ show stop VOD/Catch up/Recording popup

- Select **[End VOD]** button → close popup and **play Tablet's VOD content** →
Tablet: **watching VOD/Catch up/Recording** (Hunger Game: Catching Fire)
TV: **watch VOD/Catch up/Recording** (*Hunger Game: Catching Fire)
(*start playing the content from the syncing moment)
- Select **[Continue]** button → close popup and continue watching current VOD →
Tablet: **watching VOD/Catch up/Recording** (Hunger Game: Catching Fire)
TV: **watching VOD/Catch up/Recording** (Dumb and Dumber to)

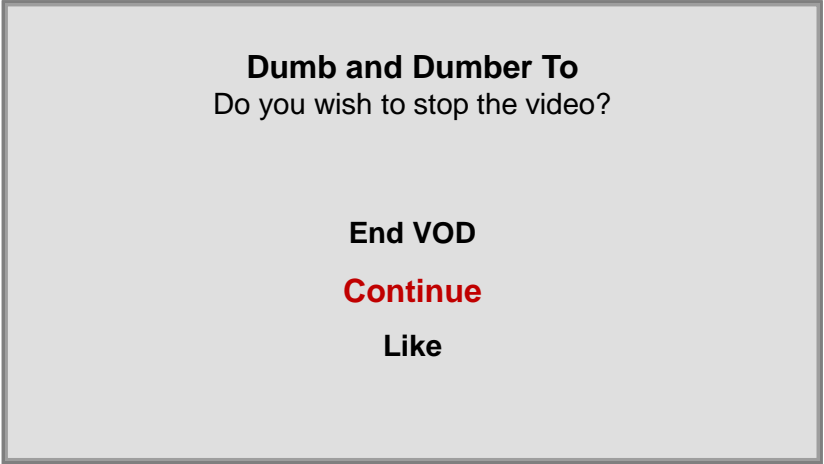


<Tablet_ watch VOD/Catch up/recording>

select
[sync] button



<Tablet_ sync option popup>

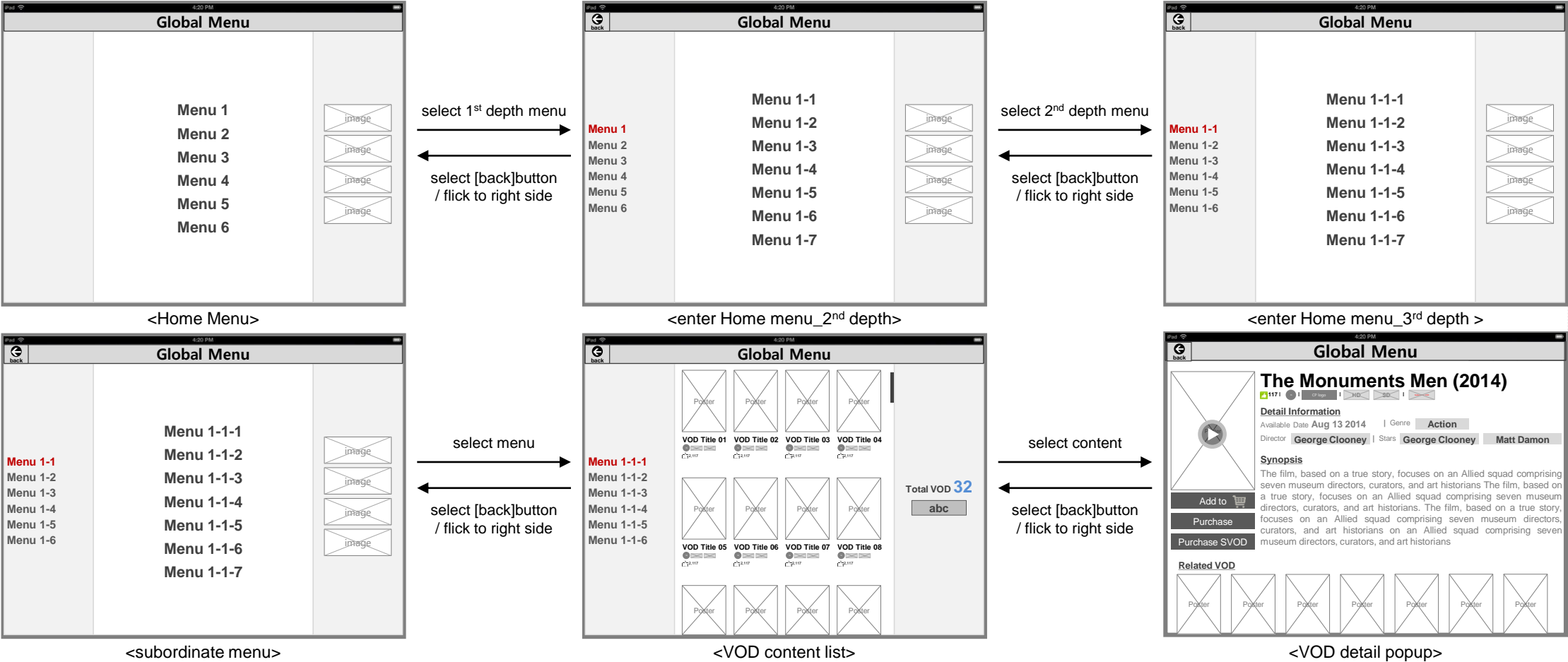


<TV_ stop popup>

2.2 Navigation

Enter “Home” Menu

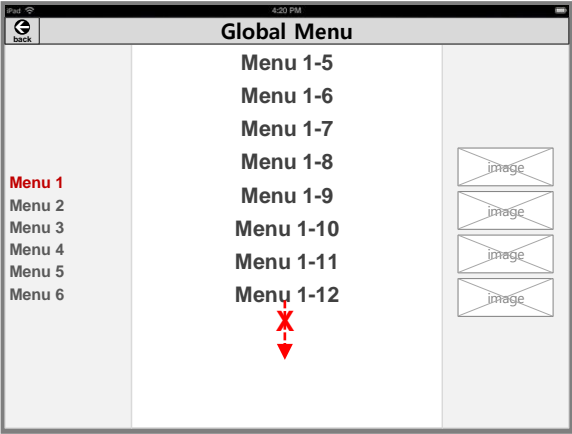
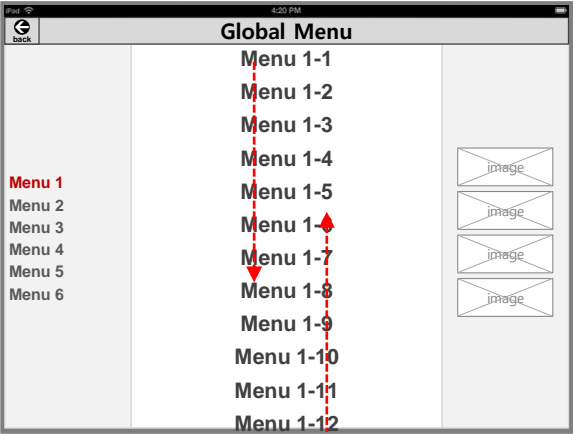
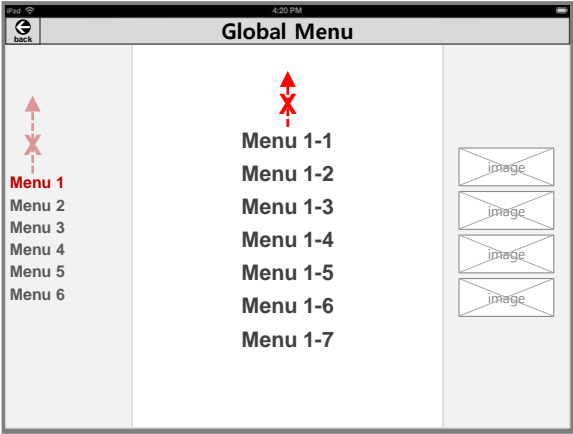
- Select 1st depth menu in Home menu: 2nd depth (subordinate menu) flows into the center and 1st depth flows to left side
 - ✓ Select 2nd depth menu if there is subordinate menu: 3rd depth(subordinate menu) flows into the center and 2nd depth flows to left side
 - ✓ Select [back]button or flick from left to right side: move to previous screen
- Select very last subordinate menu: show list screen of each menu (Announcements_ list of announcements, VOD_ show VOD poster view list, Channel Guide_ list of channels)
 - ✓ Select VOD Menu’s last subordinate menu: show list of content
 - ✓ Select VOD content in VOD list: show VOD information popup
 - ✓ Select [back]button or flick form left to right side: move to previous screen



2.2 Navigation

Flicking Navigation for top/ bottom direction

- Show hidden area when searching menus and content in list section in top/bottom direction
- Flick to bottom direction when the first article is shown: no respond (show animation of pulling down the menu)
- Flick to top direction when the last article is shown: no respond (show animation of pulling up the menu)



Functions in Global Menu

- Starting from the left: [account]button, [home] button, [search] button, [TV sync] button, [RCU] button
- Functions, in Global Menu, are always usable in any situation (prior menu), thus can be shown in any situation
- However, when selected a function in the Global Menu while a popup is shown: show the screen of selected function after closing the popup



[home] button

- Show service logo
- Select [home] button
 - ✓ If a content is not playing, jump to home menu
 - ✓ Show previous menu depth when selecting it while watching video (channel, catch up, recording, or VOD)
 - ✓ If home menu is shown
 - Not watching any content: jump to home menu
 - Watching content on the back ground: close menu (toggle)

[search] button

- Quick searching function
- Select [search] button: show keypad and quick search popup

[TV sync] button

- Connect to TV that is modified to connect
the following button is active only when the tablet is connected to a STB
- Select [TV sync] button
 - ✓ watching Channel on STB: show relevant Channel’s channel guide on tablet
 - ✓ watching VOD on STB: show relevant VOD’s information popup

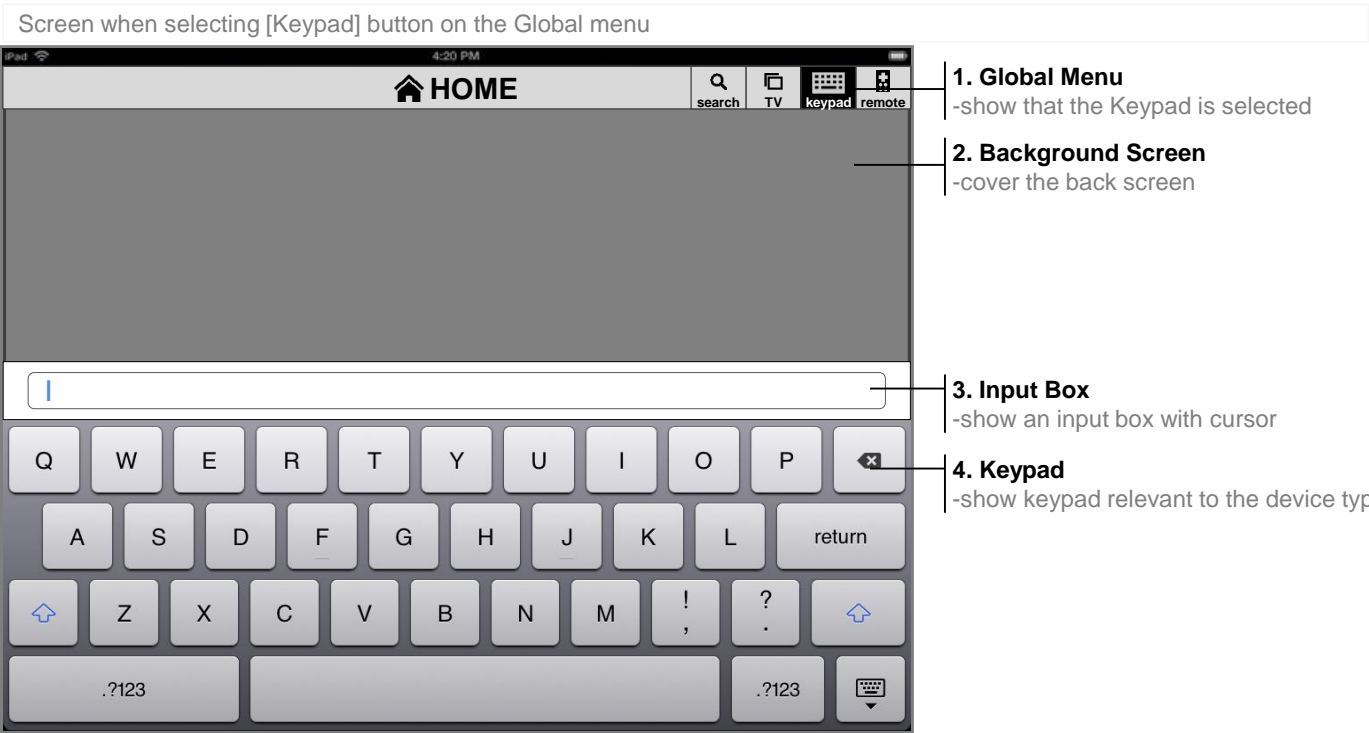
[Keypad] button

- Entering search word or other letters (i.e. password input box) on STB
 - ✓ following function works only when the focus stays on the input box in the STB
- Show the keypad of relevant device with an input box on top of the keypad

[RCU] button

- Show RCU to control the connected STB
- The following function can be used only when the tablet is connected to a STB

2.3 Global Menu: Keypad



• **Screen Description & Behavior**

- 1/2. select [keypad] button or select the background screen: close keypad and show previous screen
- 4. select [enter] button on the keypad
 - If the focus on the STB is on an input box (ex. Search word input box, password input box): show the entered word on the input box of the STB screen
 - If the focus on the STB is not on an input box: there is no respond
- The following function can be only used when the focus on the STB is on an input box (ex. Search word input box, password input box)

2.4 Popup: Types of Popup

Definition of Global Popup

- Global Popup: Same form of popup showing more than twice
- To close a popup close outside area of a popup [\[common rule\]](#)
 - ✓ if there is [close]/[no] button, select relevant button
 - ✓ if it is a popup with an input box, select [back] button of each devices key pad (in case for android, back button of relevant device works the same)

Types of Global Popup

- Notification Popup
 - ✓ A popup with no option button that shows for 3 seconds and disappears automatically

detail information detail information detail information detail
information detail information detail information detail inform

Popup Form 1

- Popup with one option button

detail information detail information detail information
detail information detail information detail information

option 1

Popup Form 2

- Popup with two option button (buttons are lined up horizontally)

detail information detail information detail information
detail information detail information detail information

option 1 option 2

Popup Form 3

- Popup with input box

detail information detail information detail information
detail information detail information detail information
detail information detail information detail information
detail information detail information detail information

Popup Form 4

- Popup with three option button (buttons are lined up vertically)

detail information detail information detail information
detail information detail information detail information

option 1

option 2

option 3

2.4 Popup: Password Popup

Policy of Password Popup

- Show password popup
 - ✓ when trying to open restricted program or content
 - ✓ when trying to purchase a content or channel products
 - ✓ when trying to sign in to the selected account
- Press numeric button of tablet's keypad to enter password
- Password is in 4 digit
- Show '★' when password is entered
- After entering 4 digit
 - ✓ if the entered password is correct: close popup
 - ✓ if the entered password is incorrect: show password error popup (clear the input box and change the notice)
- Common rule of password popup
 - ✓ if there are no key action for 5 minutes, even if some digits are entered, close relevant popup automatically
 - ✓ Close password popup when selecting [cancel] button

Please enter 4 digit restriction password

Cancel

Enter

<restriction_password popup>

Please enter 4 digit restriction password

★ ★ ★ |

Cancel

Enter

<restriction_enter password>

Wrong Password
Please enter 4 digit restriction password again

Cancel

Enter

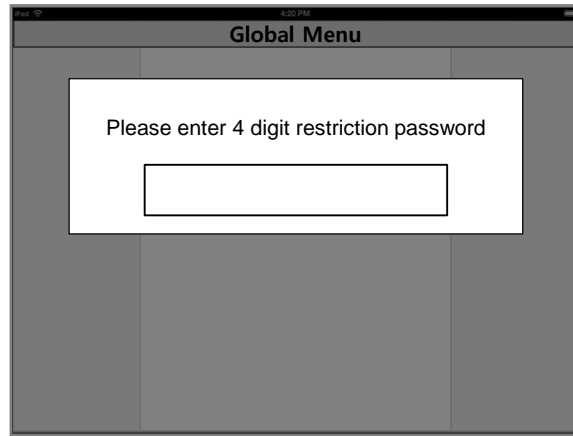
<restriction_password error popup>

2.5 Input Field

[Contents](#) [IA \(Information Architecture\)](#)

Policy of Input Field

- Input field is shown when it is required to enter information
ex) password, cell phone number, etc.
- Select the input field to call out the keypad
 - ✓ the input field becomes active and a cursor shows up at the same time



<input field>

select input field
→



<input field with keypad>

2.6 Numeric Policy

Steps of Volume number

- Double the number in 20 steps

Number




- Show the number in the thousands
ex) 1,000
- Show price number in the thousands
ex) 88,000 VNĐ

Date / Time

- General Date: [DAY] DD/MM
ex) TUE 09/12
 - ✓ If the date of the number has only one digit, fill the front with ‘0’
: January 12 → 12/01, January 9 → 09/01
 - ✓ Shortened terms of the day is used
: MON, TUE, WED, THU, FRI, SAT, SUN
- Time: HH:MM (24 hours)
ex) 06:30, 18:30

2.7 Icons

Types of icon

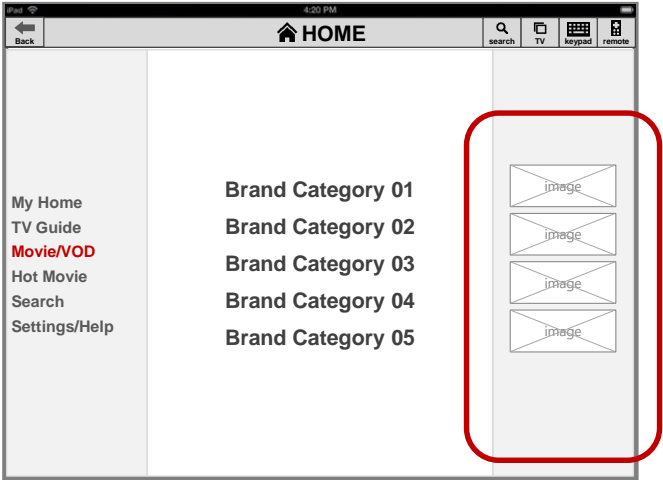
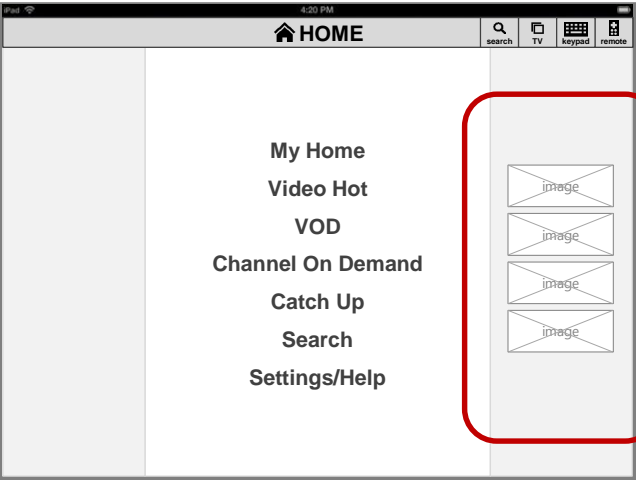
Type	NO	Icon	Meaning of icon
Volume	1		No sound
Channel	2	All	All age can watch
	3	7	Over age 7 can watch
	4	12	Over age 12 can watch
	5	15	Over age 15 can watch
	6	19	Over age 19 can watch
	Types of channel	Favorite Channel	Channels that are added as favorite channel
VOD	Ratings	13	All
		14	7
		15	12
		16	15
		17	19
	Types of Content	18	EVENT
		19	NEW
		20	HOT
		21	Like
		22	HD
		23	SD
		24	3D
		25	HD purchased
		26	SD purchased
		27	3D purchased
Recording List	Current status of recordings	28	REC
		29	
		30	

2.9 Promotion Section

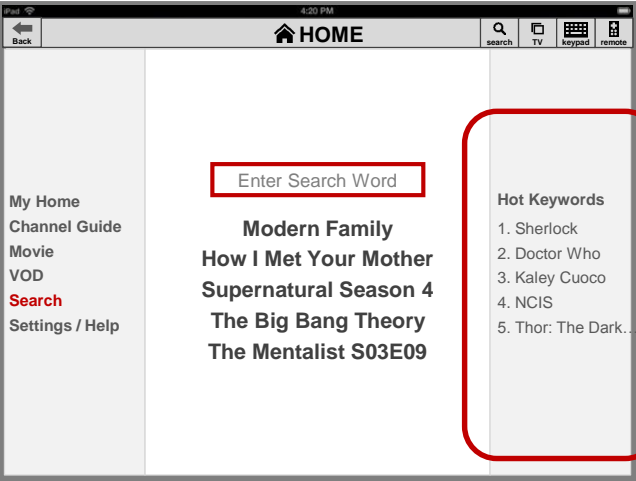
Policy of Promotion Section

- Show promotion section from menu's 1st depth to right before menu's final depth (such as Announcement list, VOD poster view list, channel list)
- Do not show in Settings / Help menu
- Show Today's Hot Key Word in search menu instead of promotions

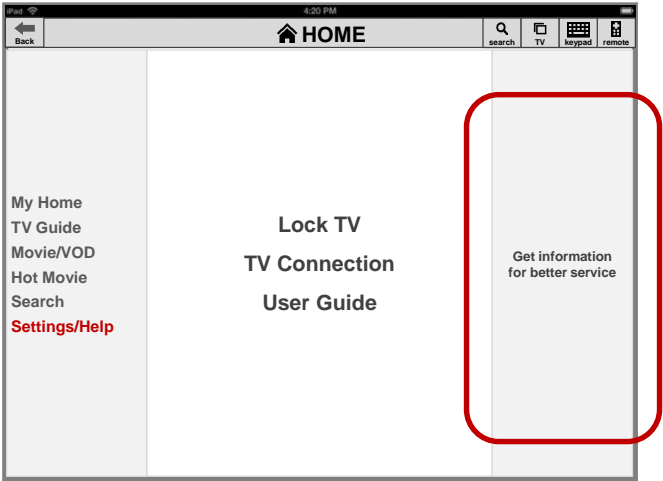
Depths that carry promotion section



Depth that carries Today's Hot key Words



Depths that do not carry promotion section



Chapter 3.

/ Service Scenario



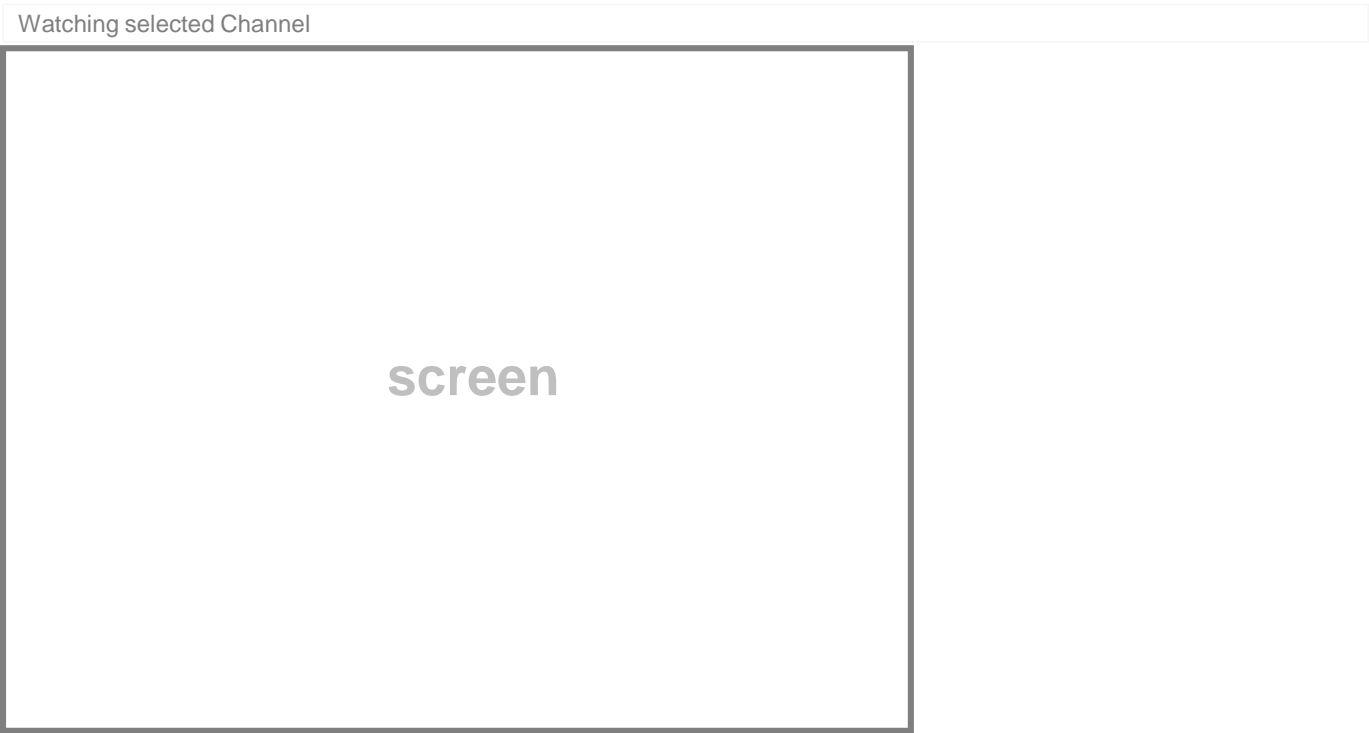
Chapter 3.

/ Service Scenario

3.1 Watch Channel



3.1.1 Clean Screen



- **Screen Description & Behavior**
 - Tap the screen: show mini guide of current program [\[common rule\]](#)
 - Flick from the top to the bottom or bottom to the top: tune to next or previous channel [\[common rule\]](#) (check [3.1.3 Channel Up/Down](#))

3.1.1 Clean Screen: Slide Left/Right

Screen sliding to the left or right side on clean screen (applies in every watching scenario_ catch up, VOD, recordings, Time shift)

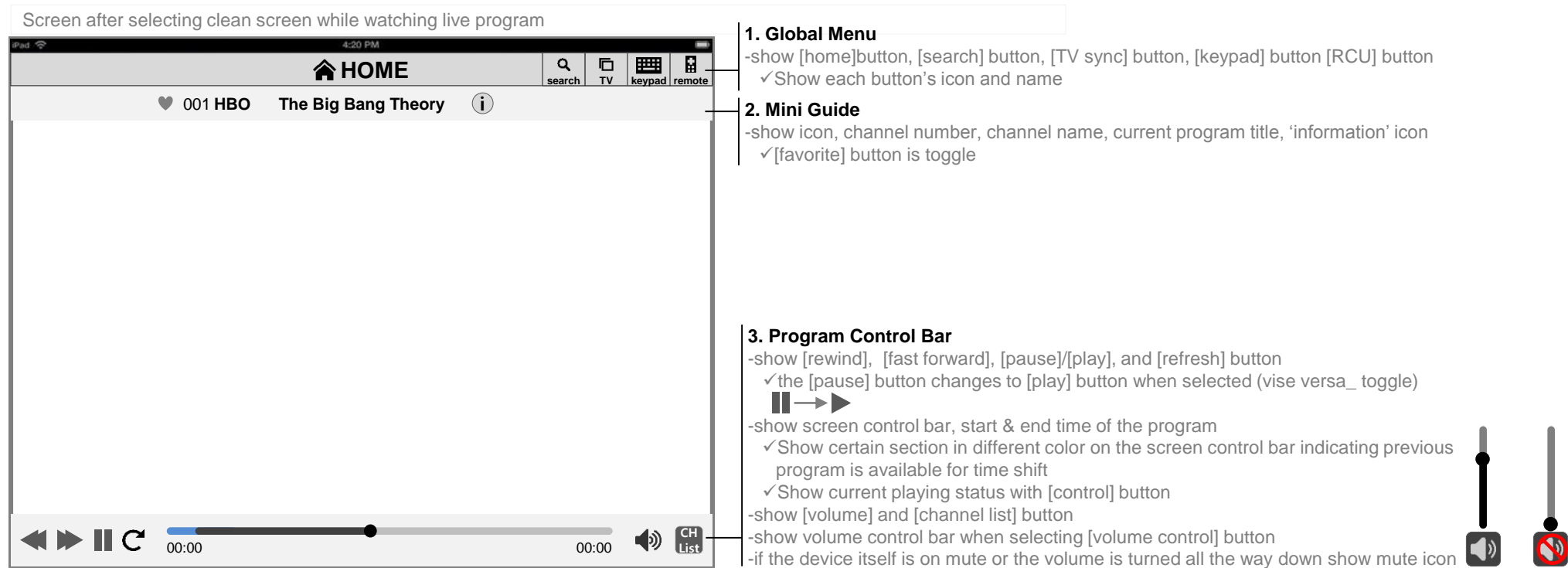


1. Current time indicator
-show current controlling time

2. Control bar
-show relevant mini guide (depending on the content currently watching)
-Show [control] button

- **Screen Description & Behavior**
 - 1. Slide left/right side on clean screen: show current time indicator and mini guide
 - The [control] button moves to relevant section on control bar

3.1.2 Live Program: Select Screen

[Contents](#) [IA \(Information Architecture\)](#)


• Screen Description & Behavior

- 2. select [favorite] button
 - If current channel is registered as a favorite channel, remove this channel from favorite channel (deactivate the button)
 - If current channel is not registered as a favorite channel, add this channel to favorite channel (activate the button)
- 2. select [program information] button: show program information popup (current program is still playing on the background)
- 3. select [rewind] button: change into time shift mode and rewind it to previous program
 - Play from the beginning of previous program
 - The start and end time in the program control bar information changes into the amount of time playing and left (same as VOD controller)
- 3. select [fast forward] button: no respond (since it is currently watching live program)
- If there is no action for n seconds, close global menu, mini guide, and program control bar

- 3. select [pause] button: change into time shift mode and pause current screen
 - The [pause] button changes into [play] button
 - ✓select [play] button: play the paused screen (maintain the time shift mode)
- 3. select [refresh] button: no respond (since it is currently watching live program)
- 3. select a particular section on the screen control bar
 - If previous section is selected change into time shift mode, jump and play the relevant section
 - If future section is selected, there is no respond
- 3. slide the [control] button to the left: change into time shift mode, jump and play the relevant section, and show current time indicator on the center of the screen
 slide the [control] button to the right: no respond (since it is currently watching live program)
- Flick up or down side: maintain the mini guide and program control bar and tune to previous or next channel
 - Mini guide and control bar information changes into relevantly tuned program

3.1.3 Channel Up/Down

Action of tuning to previous or next channel: Channel Up/Down

- Flick the screen from the bottom to top side: channel tunes to the next channel (Channel Up)
- Flick the screen from the top to bottom side: channel tunes to the previous channel (Channel Down)
- When tuning to next or previous channel, maintain the mini guide and live program control bar
- If current program is in time shift mode change into live mode when tuning to next or previous channel from flicking up or down



3.1.4 Channel List

Screen after selecting [Channel List] button on program control bar



4. Mini Guide

1. Channel List

- show the channel list in ascending order of channel number
- current channel is the standard of channel list order: current channel comes on the top of the channel list
- show 'favorite' icon, channel number, channel name, program title
 - ✓ show 'favorite' icon only when relevant channel is registered as favorite channel

2. Screen

- show current channel's program

3. Program Control Bar

• Screen Description & Behavior

- 1. select channel list: tune to relevant channel
 - The channel list does not close (stays opened)
 - The mini guide and VOD controller changed to the tuned channel's information
- 1. flick from the bottom to top: show more of next channels
flick from the top to bottom: show more of previous channels
- 1. If there is no respond for n seconds, close channel list automatically
- 2. tap the screen close channel list and show mini guide for 3 seconds (if there is no selection, close mini guide automatically)
- 2. flick up/down on screen: no respond

3.1.4 Channel List

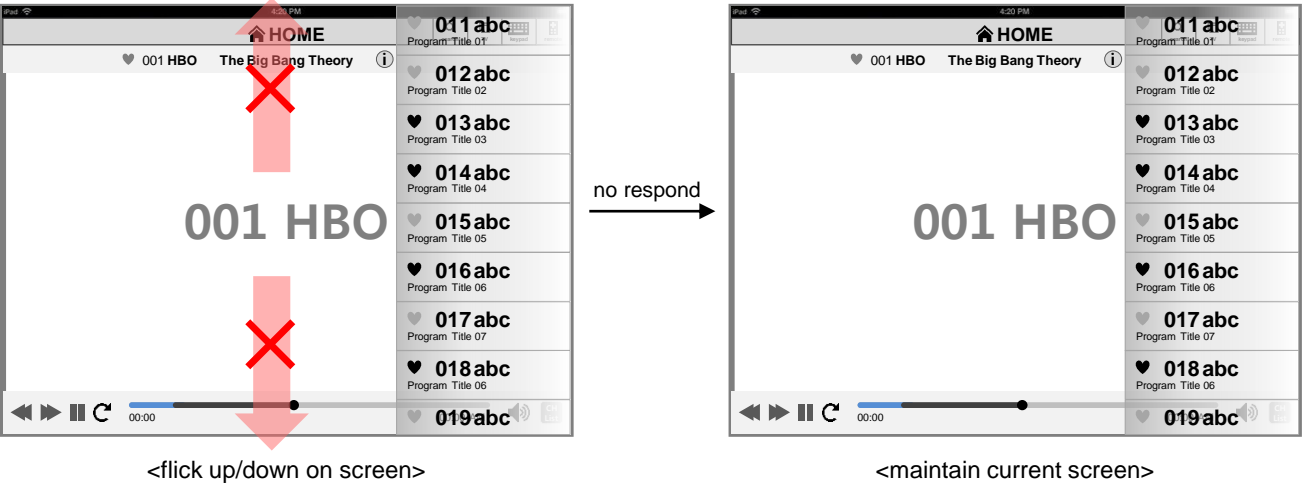
Control Flow of Channel List

- When selecting [Channel List] button show the channel list on top of the mini guide and program controller
 - ✓ current channel shows on the first of the channel list
- When selecting the screen close the channel list, show mini guide and program controller for 3 seconds

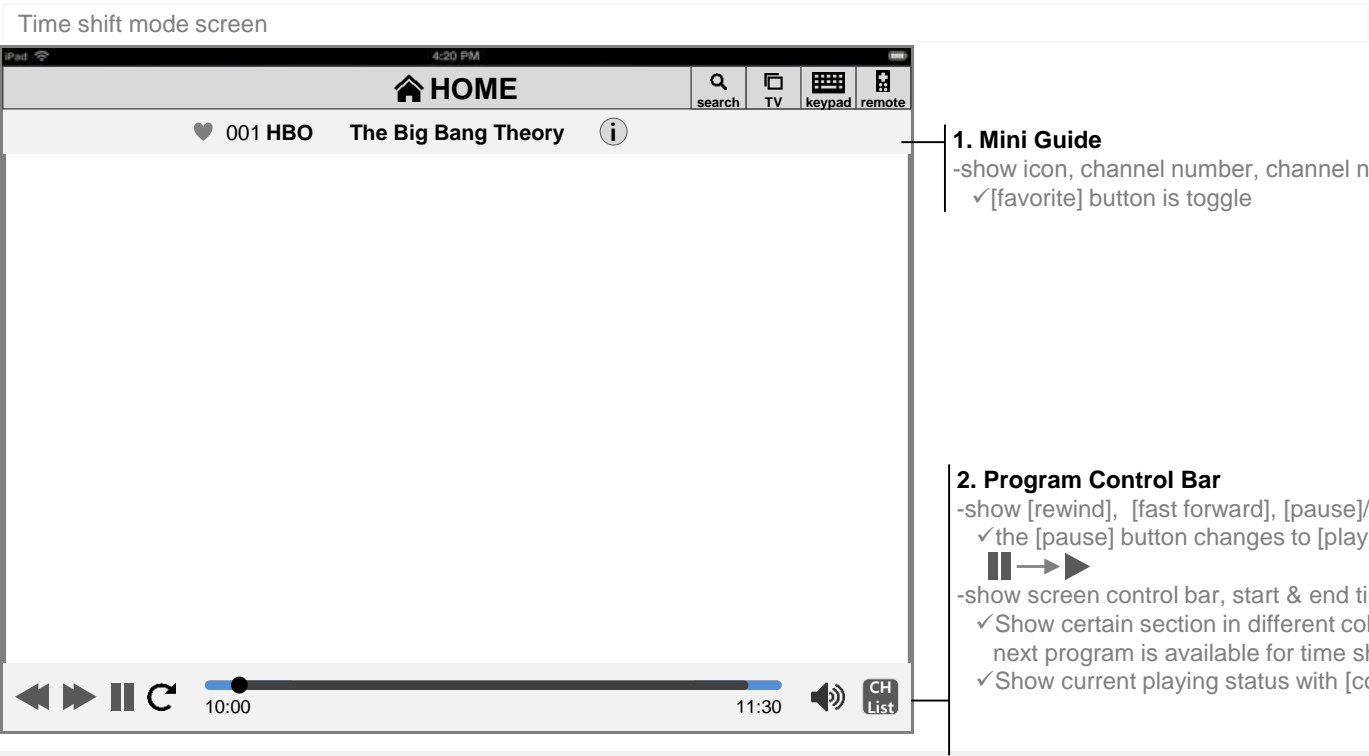


Flicking Up/Down Scenario

- When channel list is shown and flicking the screen up/down side, there is no respond
- When flicking up/down side on the channel list, show previous or next channel lists by scrolling the list up or down



3.1.5 Time Shift: Select Screen



1. Mini Guide

- show icon, channel number, channel name, current program title, 'information' icon
- ✓[favorite] button is toggle

2. Program Control Bar

- show [rewind], [fast forward], [pause]/[play], and [refresh] button
- ✓the [pause] button changes to [play] button when selected (vise versa_ toggle)
- || → ▶
- show screen control bar, start & end time of the program
- ✓Show certain section in different color on the screen control bar indicating previous or next program is available for time shift
- ✓Show current playing status with [control] button -show [volume] and [channel list] button

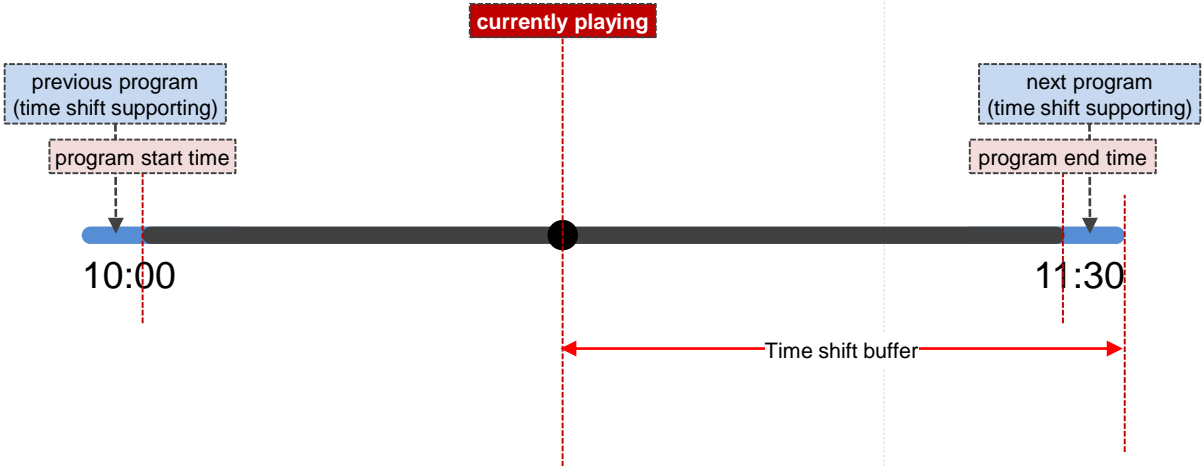
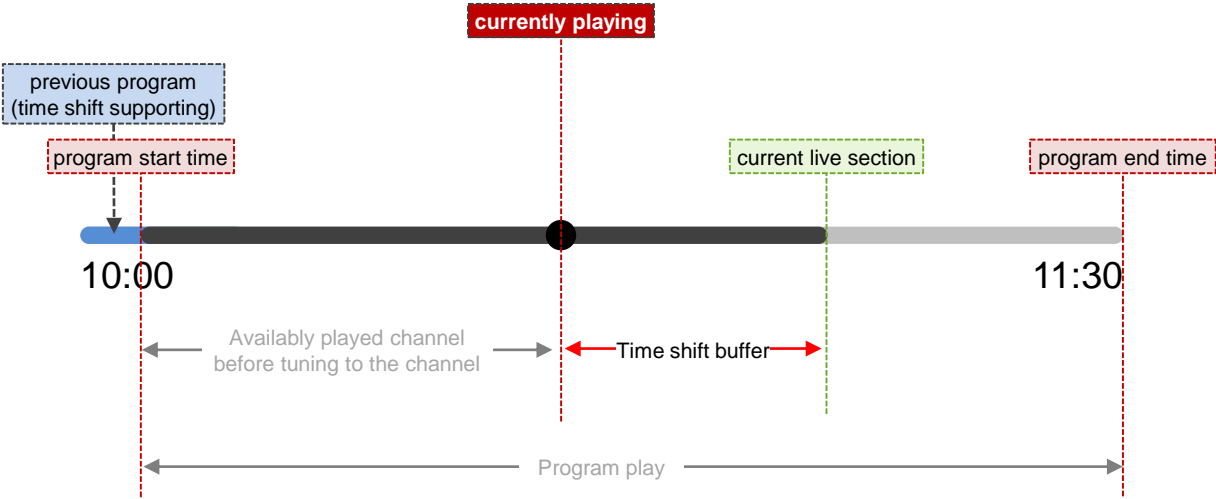
• Screen Description & Behavior

- 2. slide the [control] button to previous/next program section or select [rewind] / [fast forward] button: refresh the mini guide and program control bar to previous program information
 - Previous program starts from the beginning
- 2. When sliding the [control] button,
 - If the [control] button moves to previous program control bar section: the current time indicator shown on the center of the screen changes to “previous program: Program Title”
 - If the [control] button moves to next program control bar section(only when next program is supported with time shift mode): the current time indicator information changes to “next program: Program Title”
- 2. select [rewind] button: jump to previous program and play the program from the beginning
- select [fast forward] button: jump to next program and play the program from the beginning
- select [pause] button: pause current screen and change the [pause] button to [play] button
- select [refresh] button: stop time shift mode and go to current channel's live program

3.1.5 Time Shift

Time Shift Status Bar

- Time shift is available 5 seconds later
- Show current channel's live section, the starting and ending part of current program
 - ✓ show currently playing time on the center of the screen (HH:MM:SS)
- Buffer start time: first tuned time
- Maximum possible buffer time: if there are no channel change, 180minutes (if passed the maximum of possible time, erase past section from starting part)



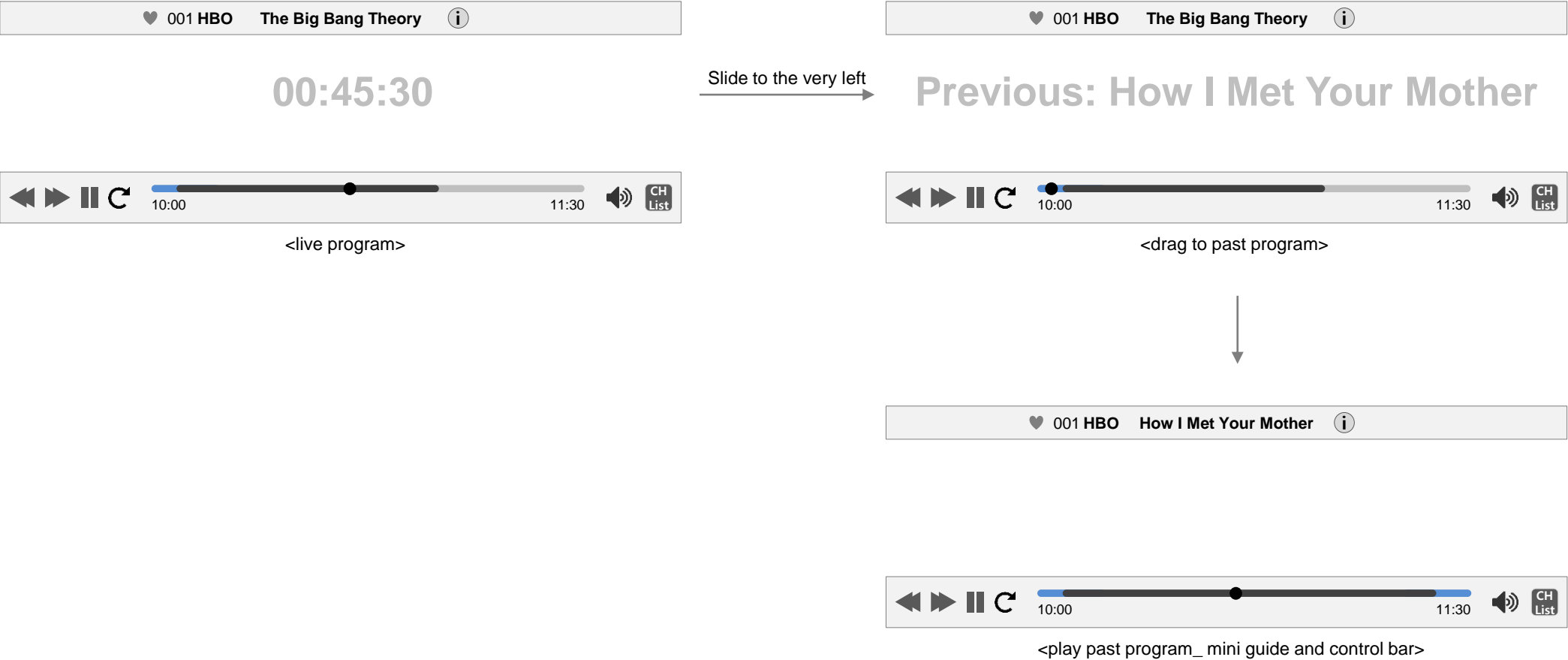
Pause Time Shift

- Time shift play bar keeps showing when it is in pause
- Pause can be maintain 180 minutes maximum.
- After 180minutes, play automatically on paused time

3.1.5 Time Shift

Time Shift Buffer Section

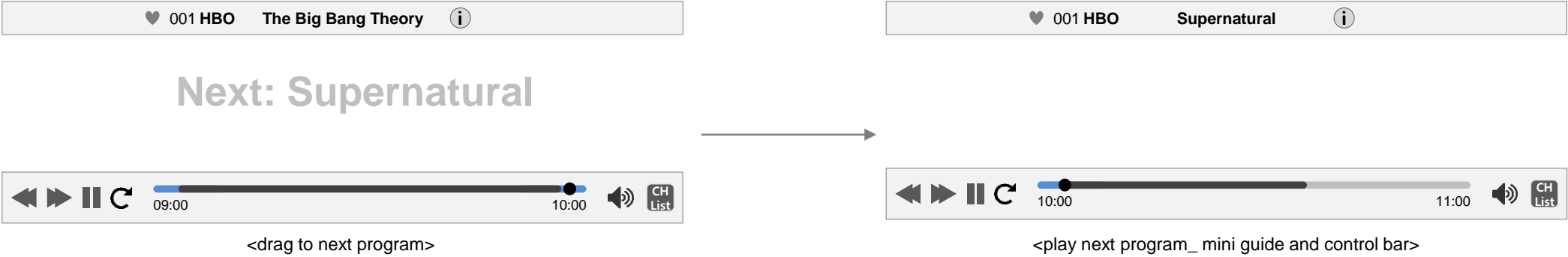
- If time shift buffer starts from past program, past program can be watched by pressing the [rewind] button or sliding the [control] button to the very left side
 - ✓When sliding the [control] button to the very left side (where the past time shift buffer is supported) the indicator information changes to previous program title and the program starts from the beginning
 - ✓If the time shift buffer supports only partial part of previous program, start from the beginning of where the partial time shift supports



3.1.5 Time Shift

Time Shift Buffer Section

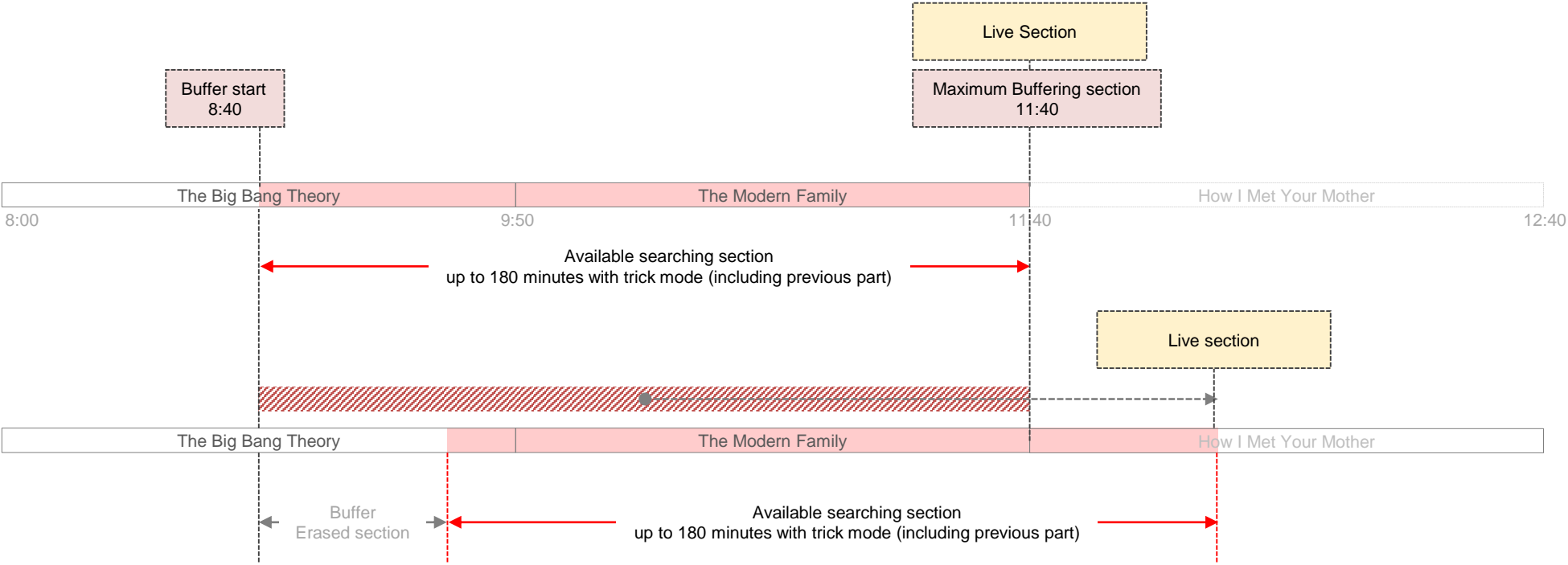
- If time shift buffer supports next program, next program can be watched by pressing the [fast forward] button or sliding the [control] button to the very right side
 - ✓When sliding the [control] button to the very right side (where the next program time shift buffer is supported) the indicator information changes to next program title and the program starts from the beginning



3.1.5 Time Shift

Time Shift Buffer Section

- Maximum possible buffer time: if there are no channel change, 180minutes (if passed the maximum of possible time, erase past section from starting part)



3.1.5 Select Screen: Slide Left/Right side

Screen sliding to the left or right side on clean screen or the [control] button (applies in every watching scenario_ catch up, VOD, recordings, Time shift)

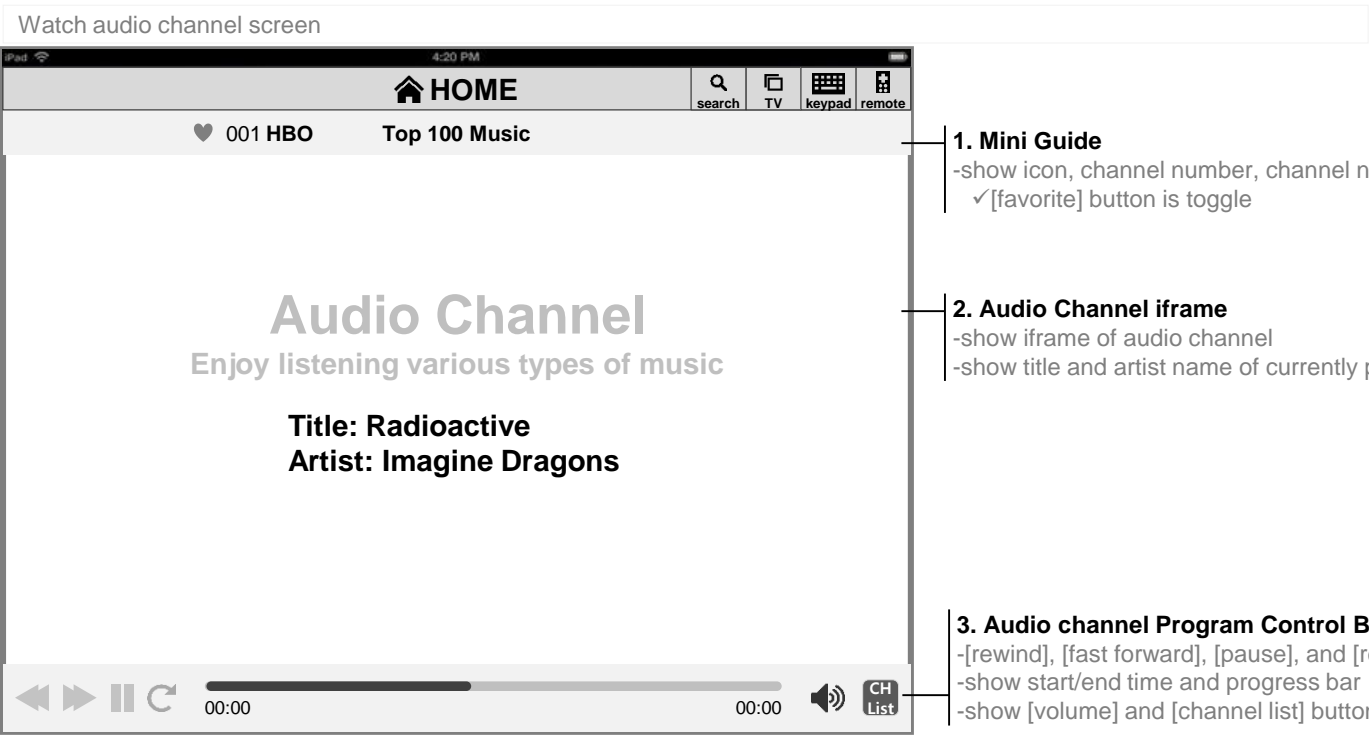


1. Current time indicator
-show current controlling time

• Screen Description & Behavior

- slide the [control] button to previous/next program section or select [rewind] / [fast forward] button: refresh the mini guide and program control bar to previous program information
 - Previous program starts from the beginning
 - 1. Show current time indicator
- Slide left/right side on clean screen: show current time indicator and mini guide
 - The [control] button moves to relevant section on control bar

3.1.6 Audio Channel



1. Mini Guide

- show icon, channel number, channel name, current program title
- ✓[favorite] button is toggle

2. Audio Channel iframe

- show iframe of audio channel
- show title and artist name of currently playing music

3. Audio channel Program Control Bar

- [rewind], [fast forward], [pause], and [refresh] button is deactivated (dimmed)
- show start/end time and progress bar
- show [volume] and [channel list] button

• **Screen Description & Behavior**

- 2. select audio channel iframe: no respond
 - Maintain the mini guide and program control bar in audio channel
- 3. select [rewind], [fast forward], [pause], and [refresh] button: no respond
 - select certain area of progress bar: no respond
 - select [volume] button: show volume bar to control the volume
 - select [channel list button: close mini guide, program control bar and show channel list

3.1.6 Unsubscribed Channel

Tune to unsubscribed channel

4. Mini guide
-show current program title, [favorite] button, channel number, and channel name

2. Unsubscribed Channel iframe
-show iframe of unsubscribed channel
-show text of purchasing unsubscribed channel

1. Purchase option buttons
-show [just for today] and [watch everyday] button

3. Unsubscribed channel Program Control Bar
-[rewind], [fast forward], [pause], and [refresh] button is deactivated (dimmed)
-show start/end time and progress bar
-show [volume] and [channel list] button

- **Screen Description & Behavior**
 - 1. select [just for today] button: show purchase popup button to purchase relevant channel just for 24 hours
select [watch everyday] button: show purchase popup button to purchase relevant channel for every month (monthly subscription)
 - 2. select unsubscribed channel iframe: no respond
 - Maintain the mini guide and program control bar in unsubscribed channel

3.1.7 Content Promotion Channel: Type 1

Tune to content promotion channel

HOME

search TV keypad remote

♥ Top Movie Choice

Poster

Poster

Poster

Poster

Poster

117 | 15 | HD | CP logo

Purchase

The Hunger Game: Catching Fire

Available Date **Mon 10/1 3:00 PM** | Price **00,000 VNĐ** | Fx Point **00,000 VNĐ**
Director: **Francis Lawrence** | Stars: **Jennifer Lawrence, Josh Hutcherson**
The film, based on a true story, focuses on an Allied squad comprising seven museum directors, curators, and art historians. The film, based on a true story, focuses on an Allied squad comprising seven museum directors, curators, and art historians

◀ ▶ ⏸ ↺

00:00

00:00

🔊

CH List

4. Mini Guide

-show [favorite] button, channel number, channel name, 'content promotion channel' default title

1. Selected Poster / focus

-enhance the selected poster image

2. Poster Image

-show the poster image in content promotion channel

3. VOD information

-show selected VOD's title, like information ,rating, HD/SD, CP logo, [purchase] button, available date, price, Fx point, Director, starts, and synopsis information

5. Unsubscribed channel Program Control Bar

-[rewind], [fast forward], [pause], and [refresh] button is deactivated (dimmed)

-show start/end time and progress bar

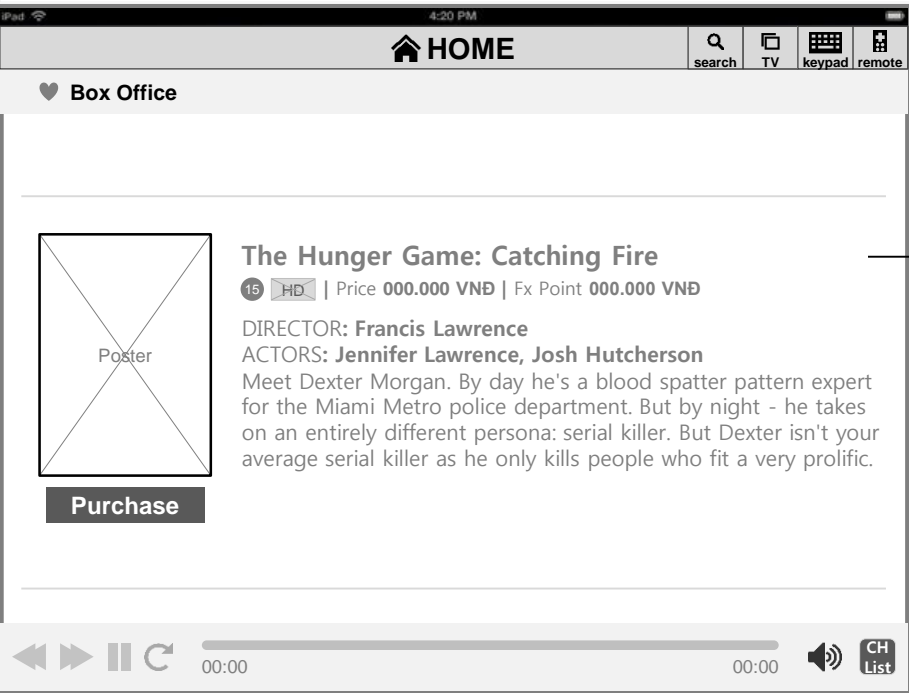
-show [volume] and [channel list] button

- **Screen Description & Behavior**
 - 1. first poster on the list is selected as default
 - 1. Swipe left/right side: show hidden list (each poster slides in one by one)
 - 3. Show relevant VOD information that a poster is on focused
 - 3. select [purchase] button: show purchase popup
 - 5. select [channel list] button: show channel list on top of content promotion channel

53

3.1.7 Content Promotion Channel: Type 2

Tune to content promotion channel

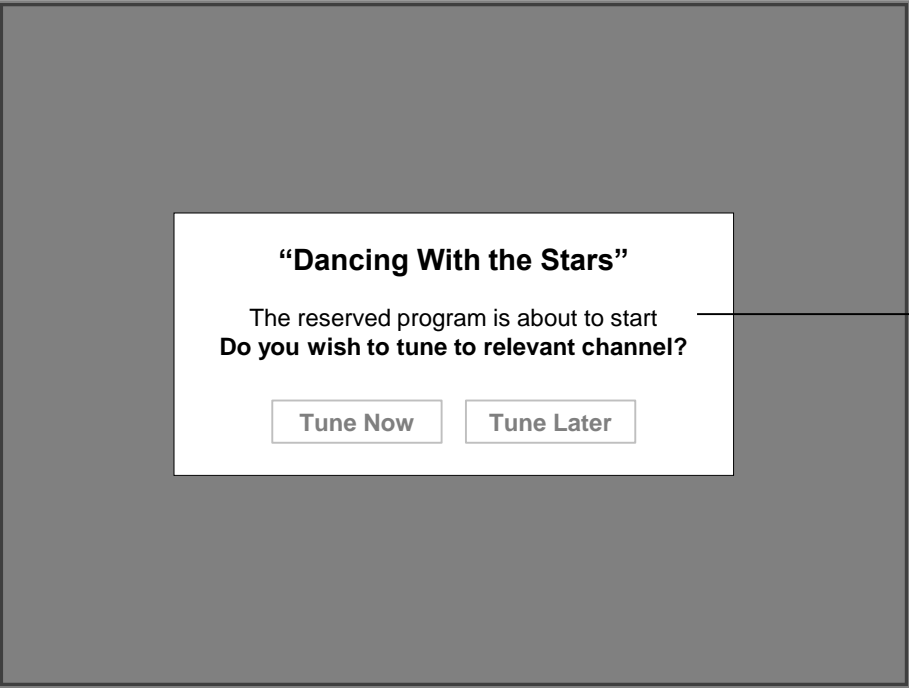


- 1. Preview area**
- show VOD poster and information
 - show poster image, title, rating, HD icon, price, Fx Point(show the price and Fx point even if the content was previously purchased), synopsis

- **Screen Description & Behavior**
 - Select [purchase] buttons: show VOD purchase popup
 - After when the relevant content is purchased and tuned into relevant channel the channel will start playing the VOD content

3.1.8 Reserved Program Popup

Show reserved program popup when relevant program is about to start in 1 minute



1. Reserved Program Popup

- show guide for how to tune to reserved program
- show option buttons: [Tune Now], [Tune Later]

• **Screen Description & Behavior**

- 1. Select [tune now] button
 - if the tablet is connected with the STB show the TV connect popup (check [2.9 TV Connect: From Tablet to TV](#))
 - if the tablet is not connected with the STB play the relevant program
- 1. select [tune later] button: close relevant popup and maintain current screen. Tune to relevant channel 1 minute later
- Close popup: cancel reserved program and close reserved program notification popup. Stay on current channel
- If there is no action, maintain the popup for 1 minute. After 1 minute, tune to relevant channel
- If the currently watching channel is the same as the reserved program, only show notification popup for 3 seconds
- Relevant popup is also shown when playing a VOD



3.1.9 Program Information Popup

Screen when selecting [program information] button or selecting a program in TV Guide list

001 PBS

Curious George

05:0006:3015 HD

Synopsis

The film, based on a true story, focuses on an Allied squad comprising seven museum directors, curators, and art historians.

Tune

Related VOD

Poster

VOD Title 01

CP logo

117

Poster

VOD Title 02

CP logo

117

Poster

VOD Title 03

CP logo

117

Poster

VOD Title 04

CP logo

117

Poster

VOD Title 05

CP logo

117

Poster

VOD Title 06

CP logo

117

Poster

VOD Title 07

CP logo

117

Event

1. Global Menu

-show [back] button

2. Program Information

-show channel number, channel logo, program title, rating, HD/SD, start & ending time, progress bar, and synopsis

3. Option buttons

-current program: show [tune] button

Tune

-future program: show [Set Reminder] button

Set Reminder

✓If it is already reserved to watch change off button

Set Reminder

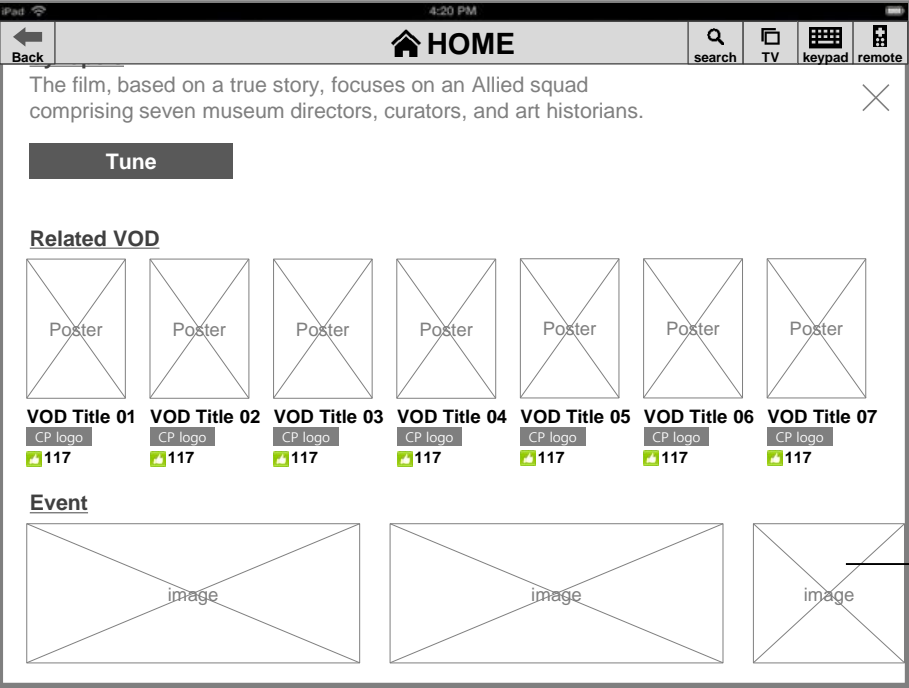
4.Related VOD

-VOD content that are related to the program: poster, title, CP logo, like information

- **Screen Description & Behavior**
 - if a channel or a VOD is playing: show on top of playing screen (channel or VOD is not paused)
 - 1.select [X] button: close program information popup
 - 3. select [Tune] button:
 - If the tablet is connected with the STB show the TV connect popup (check [2.9 TV Connect: From Tablet to TV](#))
 - If the tablet is not connected with the STB, close program information popup and tune to relevant channel

3.1.9 Program Information Popup

Screen when scrolling down the program information popup



- 1.Event**
- show the events that are shown on the program information's event panel section
 - show the image of events

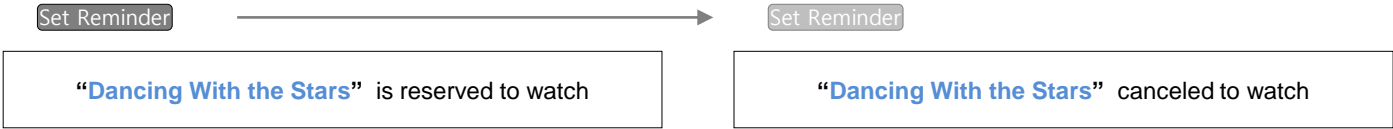
• **Screen Description & Behavior**

- 1. select event image: show relevant event's detail popup same as the popup shown in the announcement

3.1.9 Program Information Popup: Option Buttons

Option button shown in future program information popup

- Show [Set Reminder] button
- Turn on/off [Set Reminder] button (toggle)
 - ✓ Show notification popup when selecting [Set Reminder] button



Option button shown in catch up program information popup

- Show [watch] button
- Select [watch] button:
 - ✓ If the relevant program is already purchased or already subscribed catch up service,
 - If the device is connected to the STB show TV connect popup (check [2.9 TV Connect: From Tablet to TV](#))
 - If the device is not connect to the STB play relevant catch up program
 - ✓ If the relevant program is not purchased or is not subscribed as catch up service, show catch up purchase popup (check [3.9.3 Upgrade Catch Up](#))

Watch

Chapter 3.

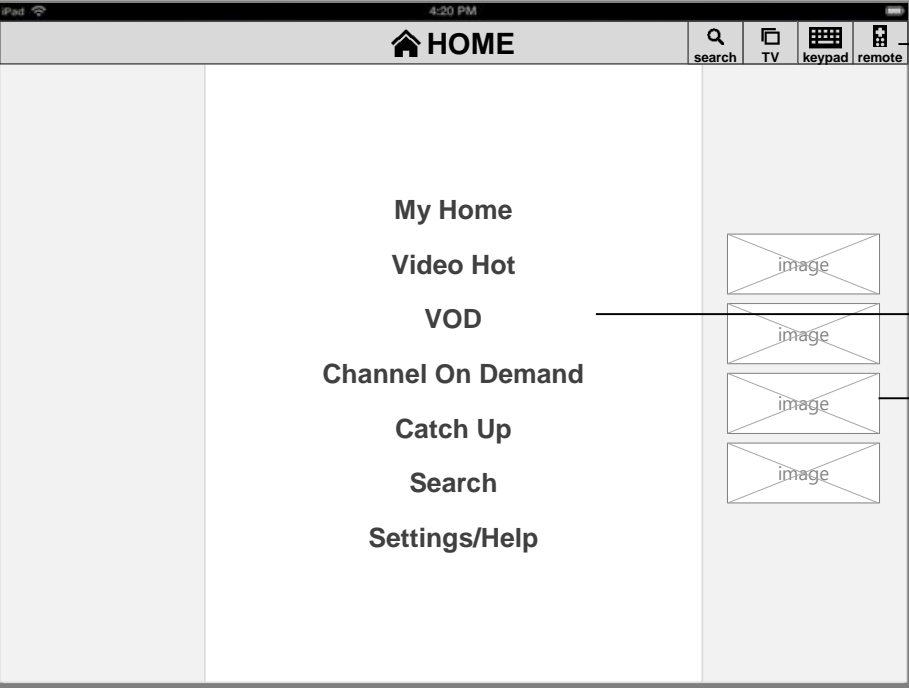
/ Service Scenario

3.2 Home Menu



3.2.1 Home

Screen after selecting [Home] button



1. Global Menu

- show [account] button, [home]button, [search] button, [TV sync] button, [RCU] button
- ✓[account] button: show account image and nickname

2. Home Menu

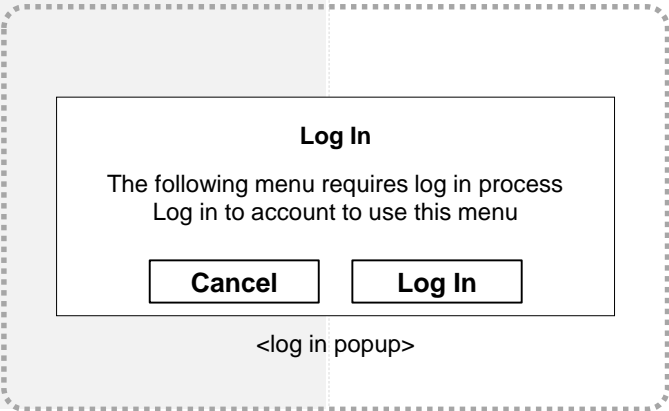
- show list of main menu

3. Promotions

- types of banner:
 - notification banner for announcement
 - business recommending content

• Screen Description & Behavior

- Select (menu, content, banner, button etc.): show relevant screen
- Select Settings/Help menu
 - If current account is in guest: show log-in popup
 - If the service is logged-in with an account: enter relevant menu
- 1. select [Home] button:
 - If a live channel or video(time shift, catch up, recording, VOD content, etc.) is not playing: jump to “Home” Menu [\[common rule\]](#)
 - If a live channel or video is playing on the background: close menu and show relevant screen [\[common rule\]](#)
- 1. select [Search] button: change into search mode / show keypad and search input box [\[common rule\]](#)
- 1. select [TV Sync] button: show Connect to TV mode screen (popup) [\[common rule\]](#)
- 1. select [RCU] button: show RCU [\[common rule\]](#)
- 3. select promotion banner: show VOD information popup if it is a provider’s recommending content [\[common rule\]](#)



Chapter 3.

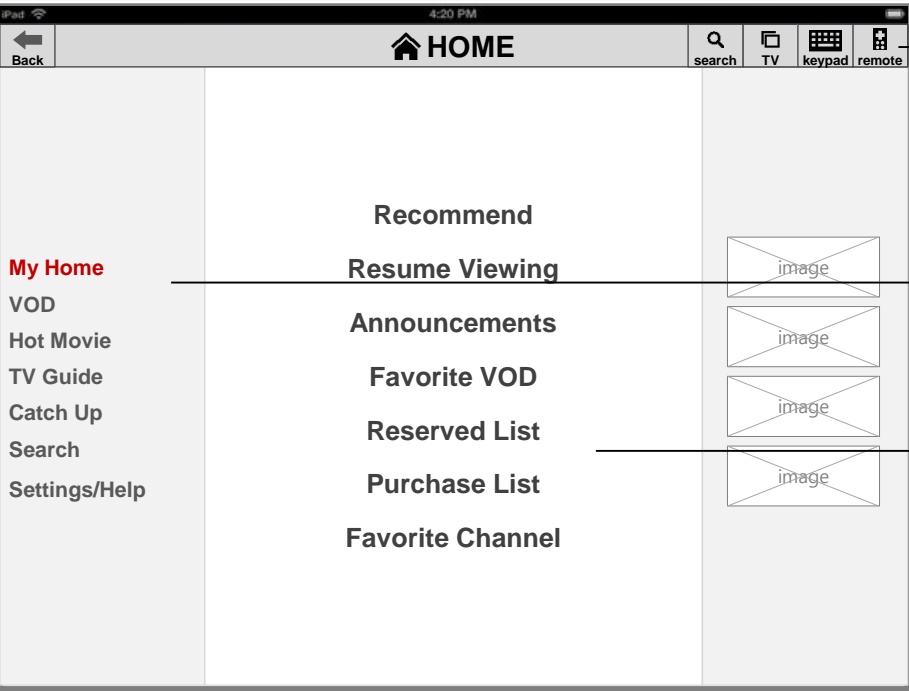
/ Service Scenario

3.3 My Home



3.3.1 My Home

Screen after selecting “My Home” menu



1. Global Menu

- show [back] button, [home]button, [search] button, [TV sync] button, [keypad] button [RCU] button
 - ✓ Show each button's icon and name
 - ✓ [back] button: only shows when entering after 1st level menu

2. Previous Menu Section

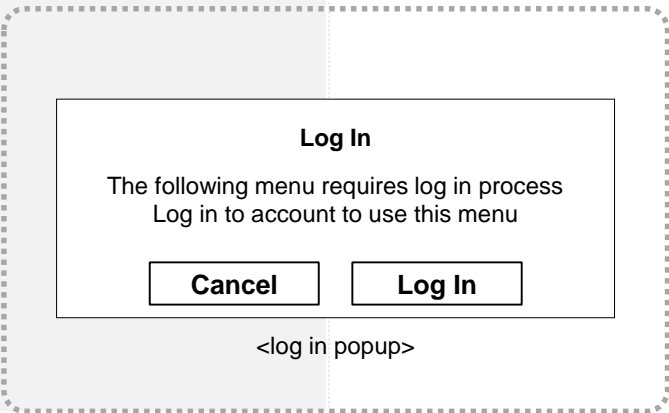
- show list of previous menus

3. Current Menu Section

- show list of current menus

• Screen Description & Behavior

- 1/2. select [back]button or flick form left to right direction in previous depth section: show previous menus [\[common rule\]](#)
- 2. select previous menus in previous menu section: show each menu's subordinate depth in the center (current menu section) [\[common rule\]](#)
- 3. select current menus: move to relevant menu [\[common rule\]](#)
- Swipe left to right side move to previous menu, if there is previous menu [\[common rule\]](#)
- Select Settings/Help menu
 - If current account is in guest: show log-in popup
 - If the service is logged-in with an account: enter relevant menu



3.3.2 Recommend

Screen after selecting “Recommend” menu

Back

HOME

search

TV

keypad

remote

Recommend

Resume Viewing

Announcements

Favorite VOD

Reserved List

Purchase List

Favorite Channel

Poster

VOD Title 01

CP logo

117

Poster

VOD Title 02

CP logo

117

Poster

VOD Title 03

CP logo

117

Poster

VOD Title 04

CP logo

117

Poster

VOD Title 01

CP logo

117

Poster

VOD Title 02

CP logo

117

Poster

VOD Title 03

CP logo

117

Poster

VOD Title 04

CP logo

117

Poster

VOD Title 01

CP logo

117

Poster

VOD Title 02

CP logo

117

Poster

VOD Title 03

CP logo

117

Poster

VOD Title 04

CP logo

117

Total 65

1. VOD list

-show VOD poster, title, ratings, content provider’s logo, and grade (like)

2. Option

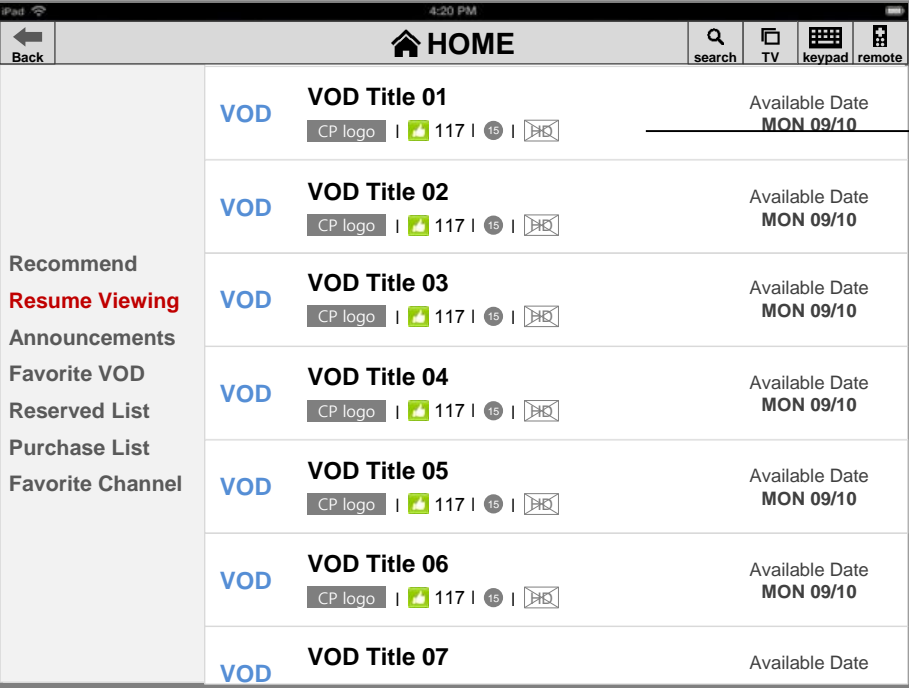
-show total number of VODs

• Screen Description & Behavior

- 1. select VOD poster: show relevant VOD’s information popup
- Flick up/down show more VOD posters by scrolling up/down direction
the scroll bar moves with the same direction

3.3.3 Resume Viewing

Screen after selecting “Resume Viewing” menu



- 1. Resume Viewing list**
- show in recently watched VOD content that has more than 15 minutes (TBD) left, order
 - VOD list: ‘VOD’ icon, title and available date, CP logo, and like information

• **Screen Description & Behavior**

- 1. select resume viewing list: show resume viewing popup
 - In the resume viewing popup select [continue] button: close current popup and play the content from the paused moment
 - In the resume viewing popup select [start over] button: close current popup and play the content from the beginning
 - In the resume viewing popup select [delete] button: show delete notification popup for 3 seconds and delete the content from the resume viewing list and show delete notification popup for 3 seconds

Content Title

Do to you wish to continue to watch?

To delete this content from resume viewing, select [delete] button

continue

start over

delete

<resume viewing popup>

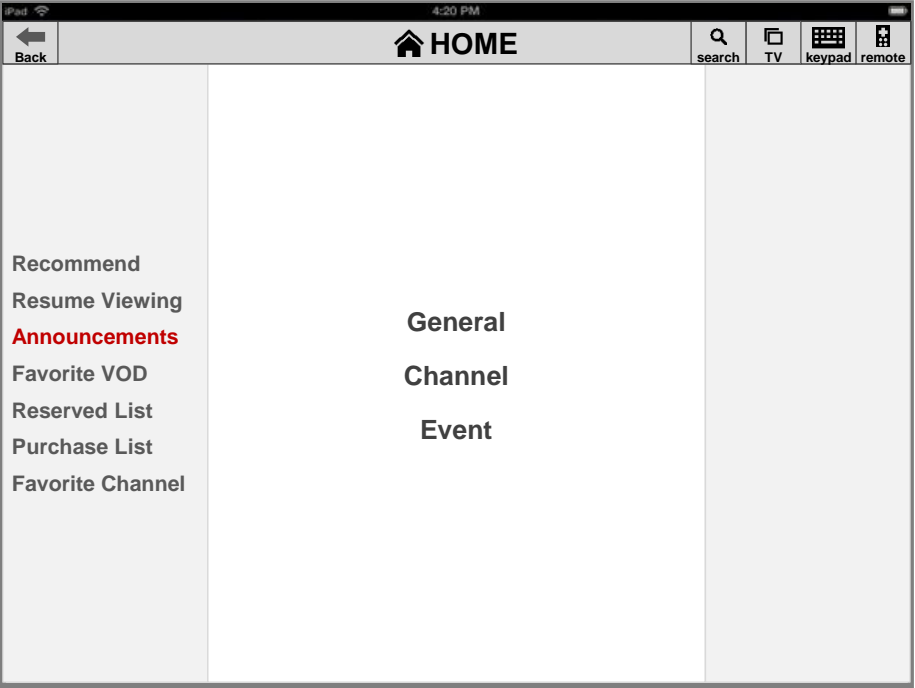
Content Title is deleted from Resume Viewing

<delete notification popup>

3.3.4 Announcements

[Contents](#) [IA \(Information Architecture\)](#)

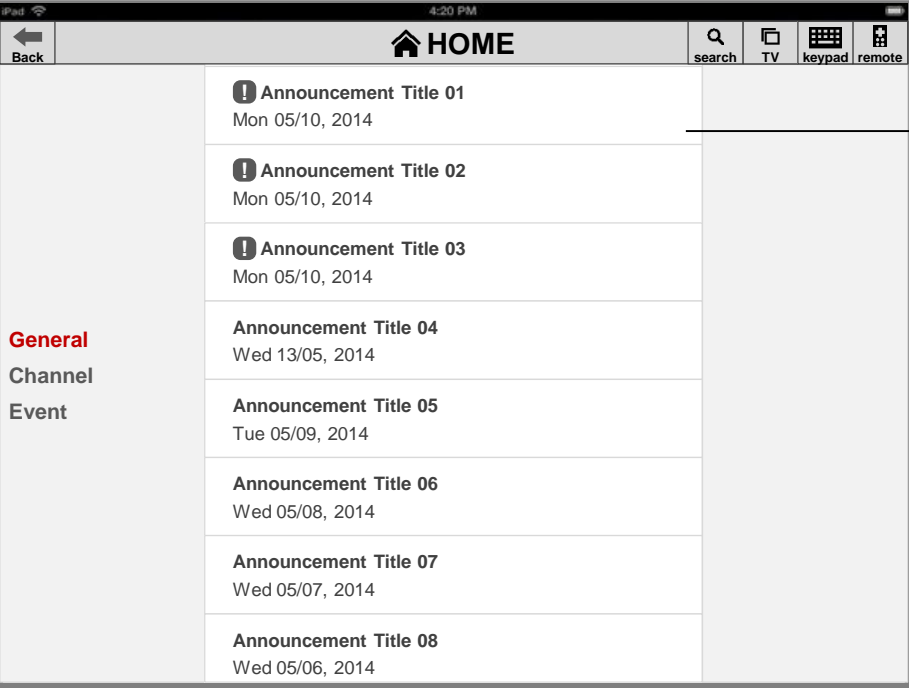
Screen after selecting “Announcements” menu



• Screen Description & Behavior

3.3.4 Announcements: General

Screen after selecting “General” menu



1. List of Announcements

- show 'important!' icon(only when it is classified as important), title, announced date
- show announcements that are classified as important first> show by recent date order

• **Screen Description & Behavior**

- 1. select announcement: show relevant announcement’s detail popup

3.3.4 Announcements: General, Channel, Event

Types of announcement list: general, channel, and event

- General Announcements: show the announcement title and the announced date
 - ✓ show ‘important!’ icon only when it is classified as important
- Channel Announcements: show the announcement title and the announced date
- Event Announcements: show the announcement title, procedure icon, and the announced date
 - ✓ if the event is currently on going, show ‘on going’ icon
 - ✓ if the event is over, show ‘over’ icon

<div><div><div></div></div><div>Announcement Title 01</div><div>Mon 05/10, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 02</div><div>Mon 05/10, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 03</div><div>Mon 05/10, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 04</div><div>Wed 05/10, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 05</div><div>Tue 05/09, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 06</div><div>Wed 05/08, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 07</div><div>Wed 05/07, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 08</div><div>Wed 05/06, 2014</div></div>

<Announcements_ General>

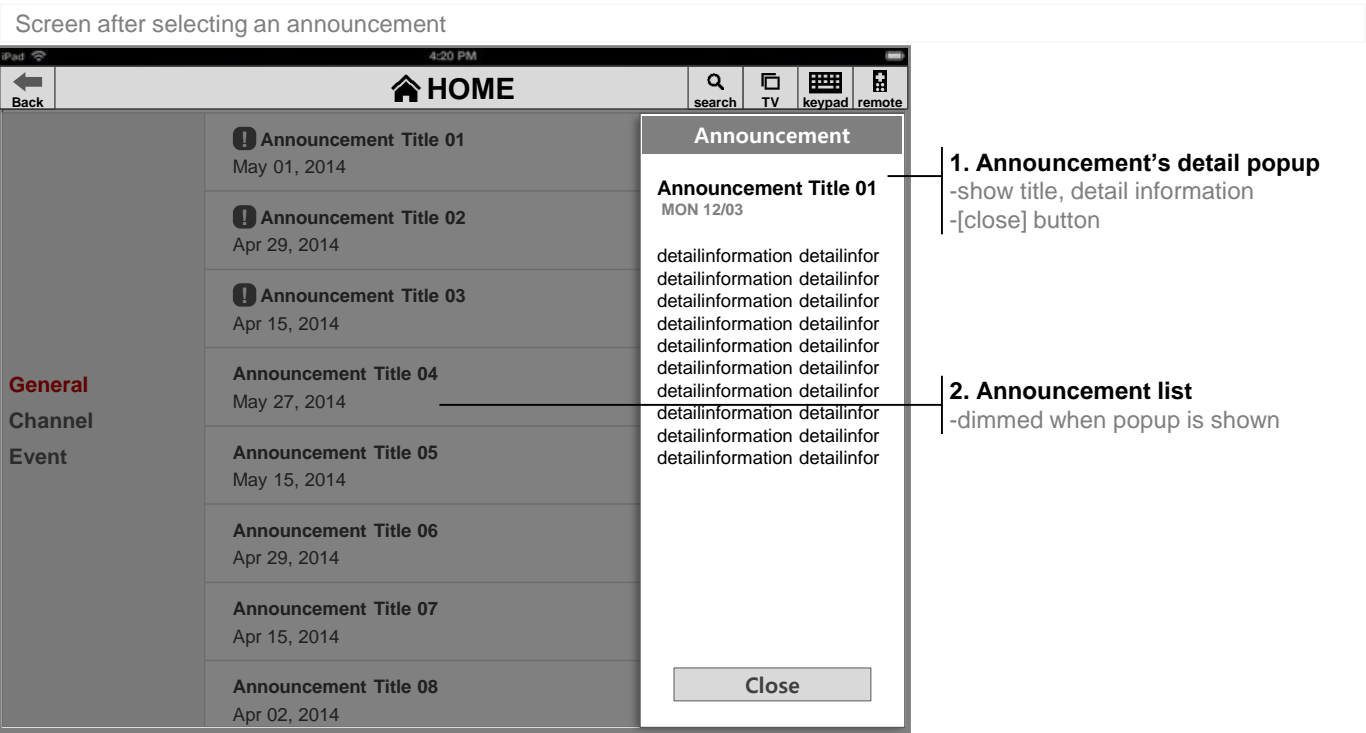
<div><div><div></div></div><div>Announcement Title 01</div><div>Mon 05/10, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 02</div><div>Mon 05/09, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 03</div><div>Mon 05/08, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 04</div><div>Mon 05/07, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 05</div><div>Mon 05/06, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 06</div><div>Mon 05/05, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 07</div><div>Mon 05/04, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 08</div><div>Mon 05/03, 2014</div></div>

<Announcements_ Channel>

<div><div><div></div></div><div>Announcement Title 01</div><div><div>on going</div>Mon 05/10, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 02</div><div><div>on going</div>Mon 05/10, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 03</div><div><div>over</div>Mon 05/10, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 04</div><div><div>over</div>Mon 05/10, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 05</div><div><div>on going</div>Mon 05/10, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 06</div><div><div>on going</div>Mon 05/10, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 07</div><div><div>over</div>Mon 05/10, 2014</div></div>
<div><div><div></div></div><div>Announcement Title 08</div><div><div>over</div>Mon 05/10, 2014</div></div>

<Announcements_ Event>

3.3.4 Announcements: General, Channel, Event_ Detail Popup



- **Screen Description & Behavior**
 - 1. select [Close]button: close detail information popup
 - 2. **tap dimmed section: close** (detail information) **popup** [\[common rule\]](#)
 -

3.3.4 Announcements: General, Channel, Event_ Detail Popup

Types of announcement detail popup

- Select [close] button / tap outer part of detail popup: close popup
- Announcement_ VOD Asset: select [Watch Video] button, move to VOD information panel
- Announcement_ VOD Menu: select [Go to Menu] button, move to relevant category (VOD List)
- Announcement_ Tune to Channel: select [Tune to Channel] button, tune to relevant channel
 - ✓ if the device is not paired with a STB show connect with TV popup for pairing.

Announcement

Announcement Title 01
MON 12/03

detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor

Close

<Announcement_ Text>

Announcement

Announcement Title 01
MON 12/03

detailinformation detailinfor
detailinformation detailinfor

image

Close

<Announcement_ image>

Announcement

Announcement Title 01
MON 12/03

detailinformation detailinfor
detailinformation detailinfor

image

detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor

Close

<Announcement_ image & Text>

Announcement

Announcement Title 01
MON 12/03

detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor

Watch Video

Close

<Announcement_ VOD>

Announcement

Announcement Title 01
MON 12/03

detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor

Go to Menu

Close

<Announcement_ VOD Menu>

Announcement

Announcement Title 01
MON 12/03

detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor
detailinformation detailinfor

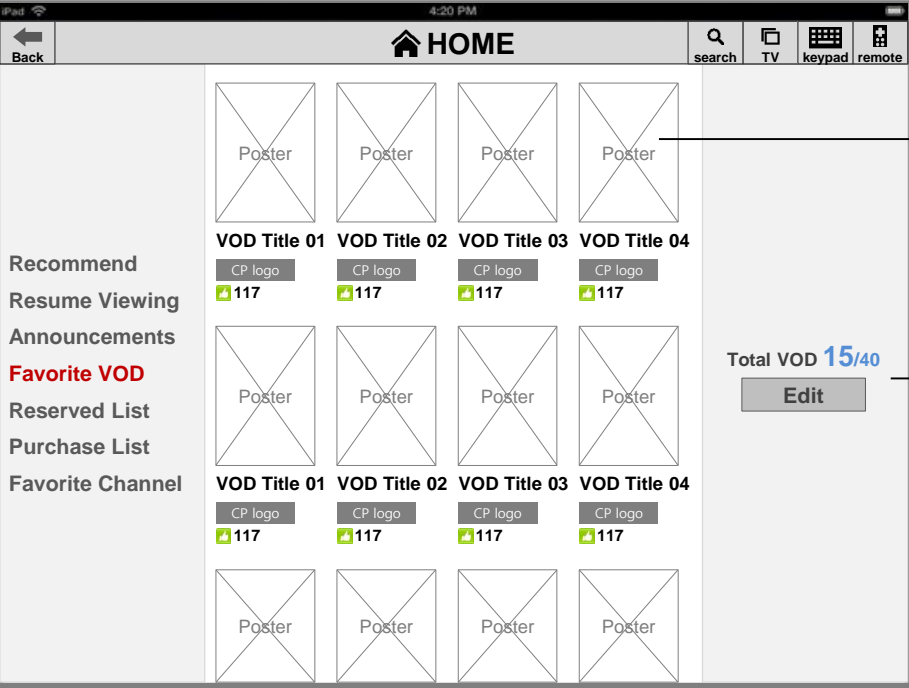
Tune to Channel

Close

<Announcement_ tune to channel>

3.3.5 Favorite VOD

Screen after selecting “My Content” menu



1. Favorite VOD list

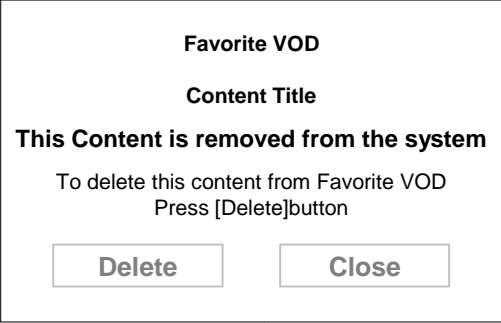
-show VOD poster, title, CP logo, and like information

2. Option

-show total number of registered number and total number that can be add to favorite(40 numbers)
-show [edit] button

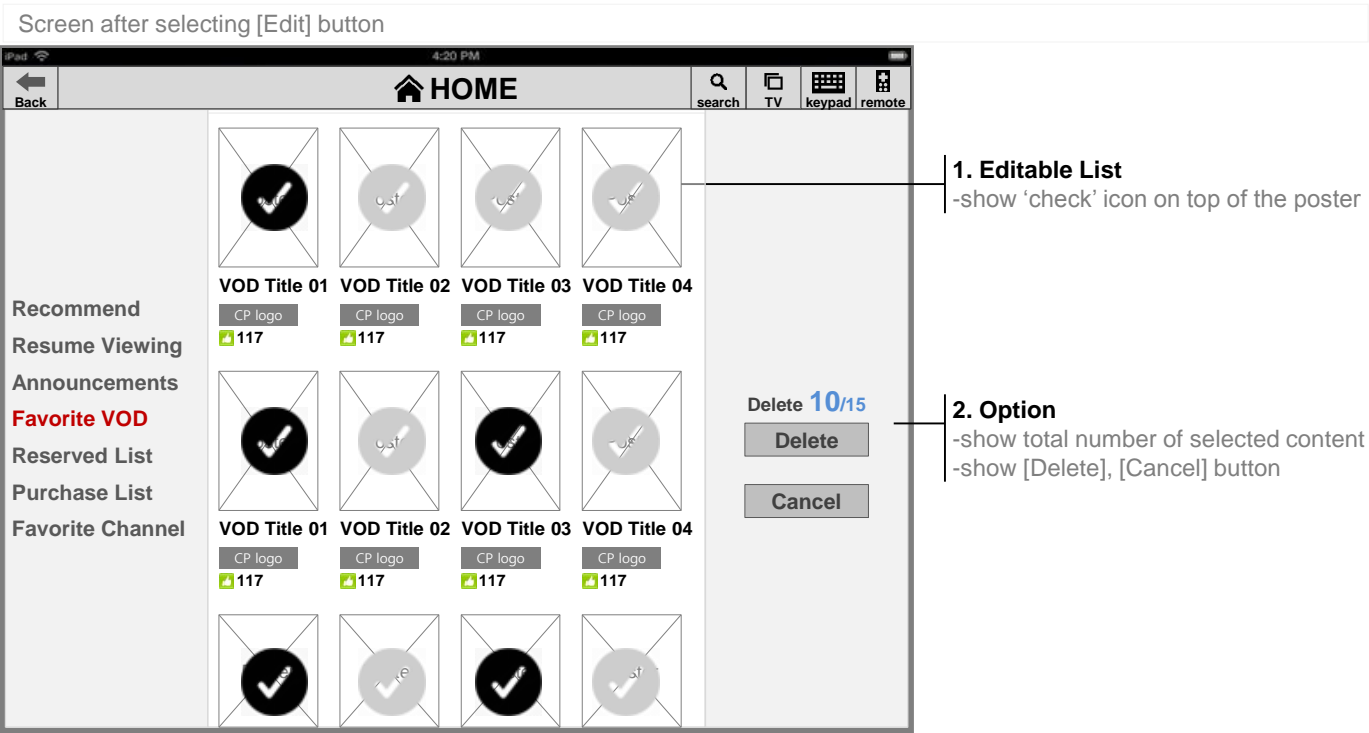
• Screen Description & Behavior

- 1. select VOD poster: show relevant VOD’s information popup
 - if the content is removed from the system show content removed popup
- Flick up/down show more VOD posters by scrolling up/down direction
the scroll bar moves with the same direction
- 2. select [edit] button: change into edit mode



<content removed popup>

3.3.5 Favorite VOD: Edit Mode



• Screen Description & Behavior

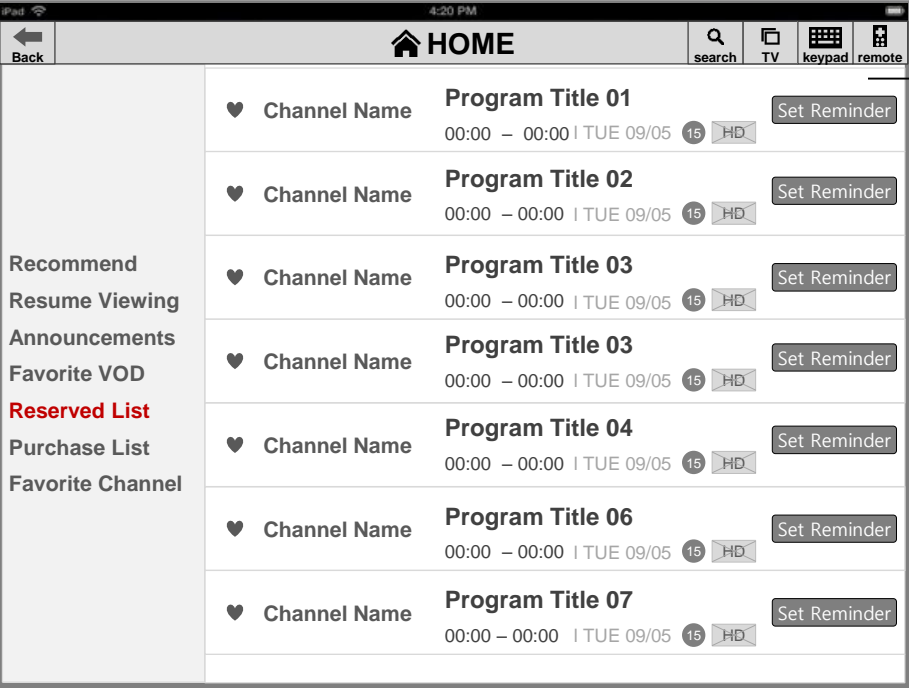
- 1. Select 'check' icon: show/clear 'check' icon (toggle)
- 2. The right option side shows number of selected content
Select [Delete] button: show notification popup_ edit complete for 3 seconds
Select [cancel] button: end edit mode and show previous screen
the selected numbers are not remembered

Total N content are deleted

<notification popup_ edit complete>

3.3.6 Reserved List

Screen after selecting “Reserved Program” menu



1. Reserved List

- show in program starting time order that is soon to be started
- show list of reserved program to watch list
- show favorite icon, channel number, channel logo, program title, start/end time, date(DATE DD/MM), rating icon, HD icon, and reserved to watch or reserved to record button
- Reserved to watch button is toggle (activate and deactivate the button)

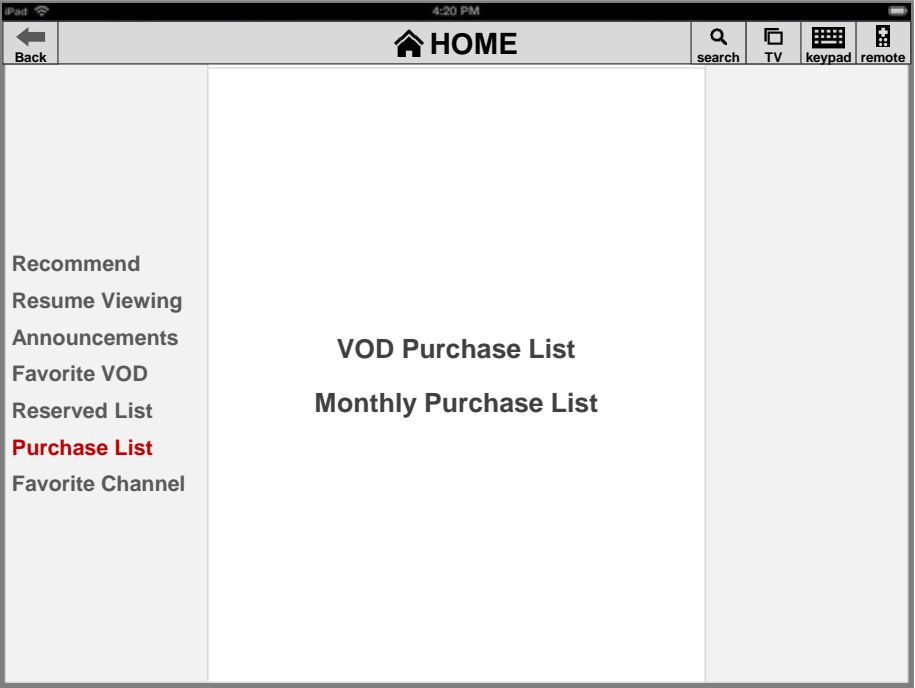


• Screen Description & Behavior

- 1. select reserved program or [Set Reminder] button: remove from reserved list (vise versa)
select reserved recording list or [Record] button: remove from reserved list (vise versa)
- The list will be refreshed when leaving the reserved list menu and re-entering the reserved list menu

3.3.7 Purchase List

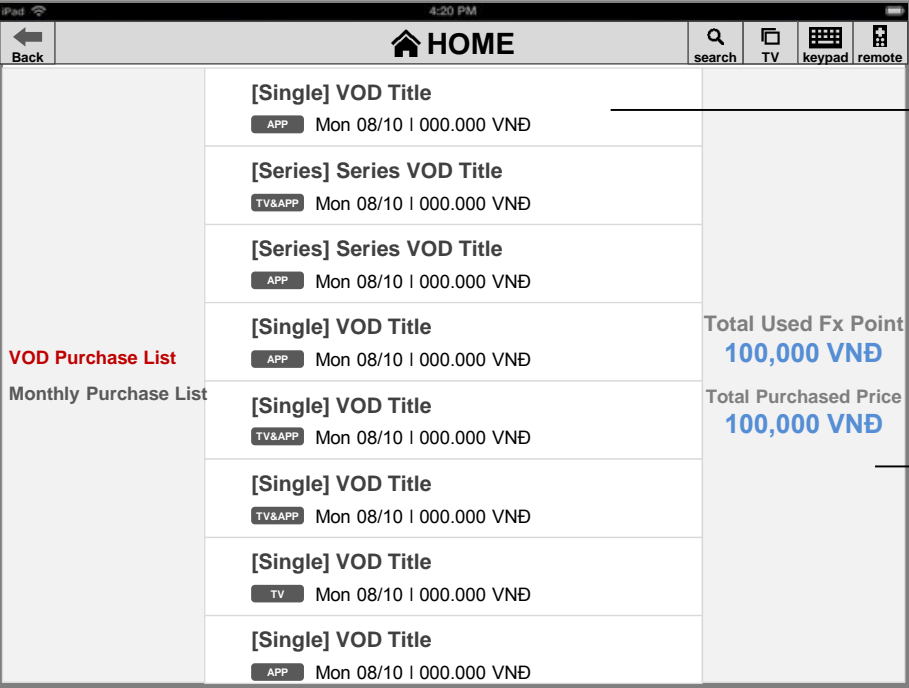
Screen after selecting “Purchase List” menu



- **Screen Description & Behavior**
 - Select VOD purchase list or Monthly purchase list menu: show each menu’s purchase list

3.3.7 Purchase List: VOD Purchase List

Screen after selecting “VOD Purchase List” menu

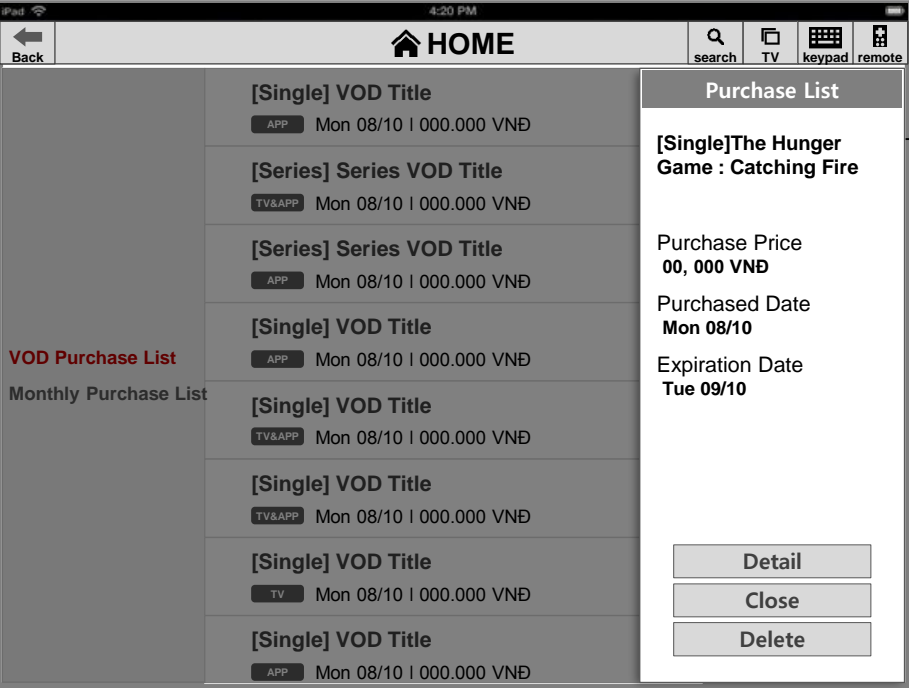


- 1. Purchase list (VOD Purchase List)**
- Show content in recently purchased order
 - types of purchased list
 - ✓ Show single VOD / series VOD / App
 - purchase title
 - ✓ show the [type of content], purchased VOD title, purchased date, purchased price, and purchased option icon
 - [type of content]: show [Single]_ Single VOD, [Series]_series VOD, [App]_ daily purchased App product
 - Show 'TV' icon only when it was purchased 'TV' type on STB
 - Show 'APP' icon only when it was purchased on OTT
 - Show 'TV&APP' icon only when it was purchased with 'TV&APP' type on STB
- 2. Total Used Point / Total Purchased VND**
- show the total used Fx point and purchased VND of each purchased list

- **Screen Description & Behavior**
 - 1. select purchase list: show relevant purchase detail popup
 - VOD purchase list is shown based on logged in user’s rating
 - Following rule only applies to content that has rating
 - ex. If relevant user’s rating is set to age 7, the purchased VOD list only shows list that has the rating of 7

3.3.7 Purchase List: VOD Purchase List_ Detail Popup

Screen after selecting purchase list



- 1. Purchase list detail popup (VOD Purchase List)**
- show purchased content title, purchase price, purchased date, available date
 - ✓ purchase price
 - : if purchased with VND show relevant price
 - : if purchased with point, show relevant point price
 - show buttons: [detail], [close], and [delete] button

- **Screen Description & Behavior**
 - Select outside of purchase list popup: close relevant popup
 - 1. Select [Detail] button: show relevant VOD information popup
 - Select [Close] button: close popup
 - Select [Delete] button: close popup and show restriction password popup
 - If the entered password is correct: close popup and show purchase list deleted notification popup for 3 seconds. After the notification popup, the selected list is removed from the purchase list
 - If the entered password is incorrect: show password error popup (clear the input box and change the notice)

3.3.7 Purchase List: VOD Purchase List_ Detail Popup

Different types of purchased detail popups by each products

Purchase List

The Monuments Men

Purchase Price
00, 000 VNĐ

Purchased Date
Mon 08/10

Expiration Date
Tue 09/10

Detail

Close

Delete

<OTT Only
_Purchased with retail price>

Purchase List

The Monuments Men

Purchase Point
00, 000 VNĐ

Purchased Date
Mon 08/10

Expiration Date
Tue 09/10

Detail

Close

Delete

<OTT Only
_purchased with point>

Purchase List

The Monuments Men

Purchase Price
00, 000 VNĐ

Purchased Date
Mon 08/10

Expiration Date
Tue 09/10

Detail

Close

<OTT+STB / STB Only>

Purchase List

The Monuments Men

Purchase Price
00, 000 VNĐ

Purchased Date
Mon 08/10

Expiration Date
Tue 09/10

Close

Delete

<OTT Only
_no longer able to watch>

Purchase List

The Monuments Men

Purchase Price
00, 000 VNĐ

Purchased Date
Mon 08/10

Expiration Date
Tue 09/10

Close

<OTT+STB / STB Only
_no longer able to watch>

Please enter 4 digit restriction password

Cancel

Enter

<restriction _password popup>

"The Hunger Games: Catching Fire"
is deleted from the purchase list

<purchase list deleted notification popup>

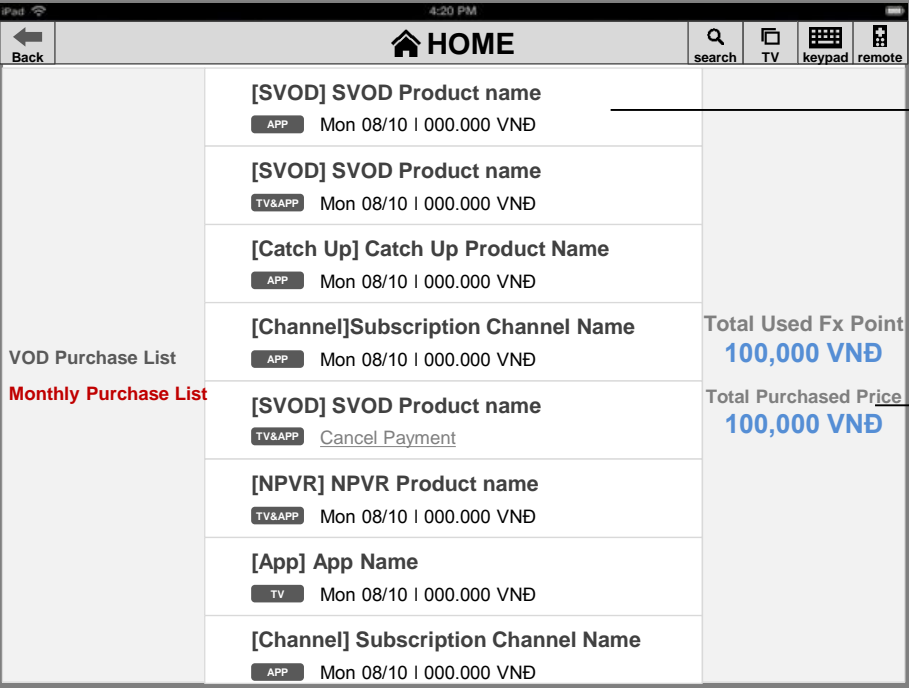
• Screen Description & Behavior

- Select [Detail] button: close popup and show relevant content’s VOD information popup
- Select [Delete] button: close popup and show restriction password popup
 - If the entered password is correct: close popup and show purchase list deleted notification popup for 3 seconds. After the notification popup, the selected list is removed from the purchase list
 - If the entered password is incorrect: show password error popup (clear the input box and change the notice)
- Select [Close] button: close current popup and show previous screen
- If the selected content is no longer able to watch
 - If the content is purchased for OTT only : show only [delete]/[close] button
 - If the content is purchased for OTT+STB / STB Only : show [close] button

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3.3.7 Purchase List: Monthly Purchase List

Screen after selecting “Monthly Purchase List” menu



1. Purchase list (Monthly Purchase List)

- show the list in recently purchased order
- if there are no purchased list: show “There are no purchased content”
- Monthly Purchase List: Show subscription channel_ monthly purchase, subscription VOD, Catch up program_ monthly purchase, NPVR, App
- show [type of content], VOD content or the purchased product’s name, purchased price of VNĐ or point(per monthly), purchased date, purchased option icon
 - ✓ Purchased price: show price information of which way it was purchased, Fx point or VNĐ
 - ✓ Show ‘TV’ icon only when it was purchased ‘TV’ type on STB
 - ✓ Show ‘APP’ icon only when it was purchased on OTT
 - ✓ Show ‘TV&APP’ icon only when it was purchased with ‘TV&APP’ type on STB
 - ✓ Show ‘Cancel Payment’ notice text when user canceled monthly payment

2. Total Used Point / Total Purchased VNĐ

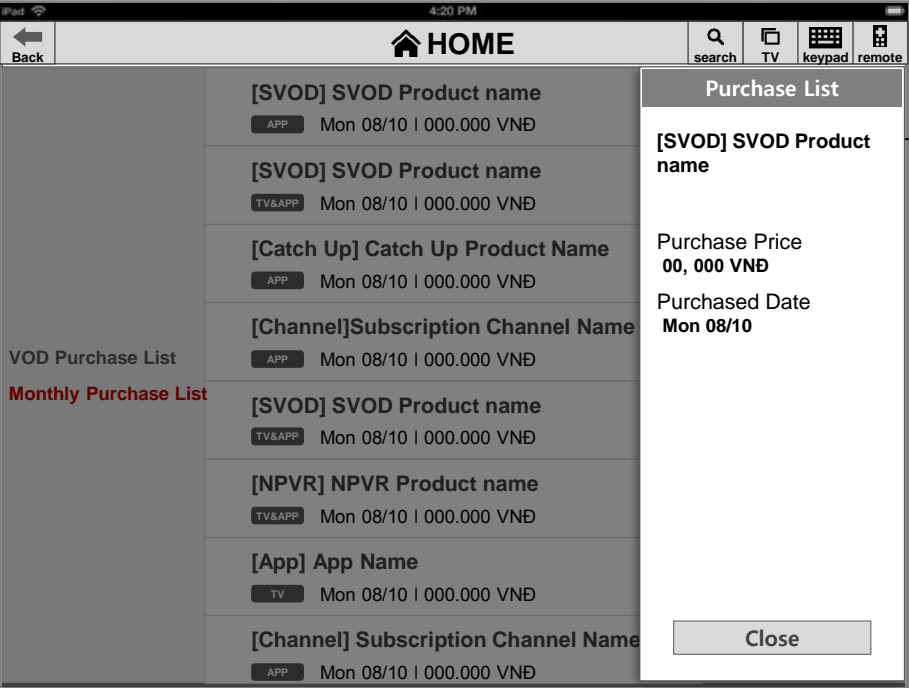
- show the total used Fx point and purchased VNĐ of each purchased list

• Screen Description & Behavior

- 1. select purchase list: show relevant purchase detail popup

3.3.7 Purchase List: Monthly Purchase List_ Detail Popup

Screen after selecting purchase list



- 1. Purchase list detail popup (Monthly Purchase List)
 - show purchased content title, purchase price, purchased date
 - ✓ purchase price
 - : if purchased with VND show relevant price
 - : if purchased with point, show relevant point price
 - : show 'per month' notification information
 - show buttons: [close] button

- Screen Description & Behavior
 - Select outside of purchase list popup: close relevant popup
 - 1. Select [Close] button: close popup

3.3.7 Purchase List: Monthly Purchase List_ Detail Popup

Different types of purchased detail popups by each products

Purchase List

SVOD Product name

Purchase Point
00, 000 VNĐ

Purchased Date
Mon 08/10

Close

<STB Only>

Purchase List

SVOD Product name

Purchase Price
00, 000 VNĐ

Purchased Date
Mon 08/10

Stop Payment

Close

<STB+OTT/OTT Only
_purchase with retail price>

Purchase List

SVOD Product name

Purchase Point
00, 000 VNĐ

Purchased Date
Mon 08/10

Stop Payment

Close

<STB+OTT/OTT Only
_purchased with point>

Purchase List

SVOD Product name

Purchase Point
00, 000 VNĐ

Purchased Date
Mon 08/10

Monthly payment cancellation
has been received.
※ The purchase list will be
removed at end of each month

Close

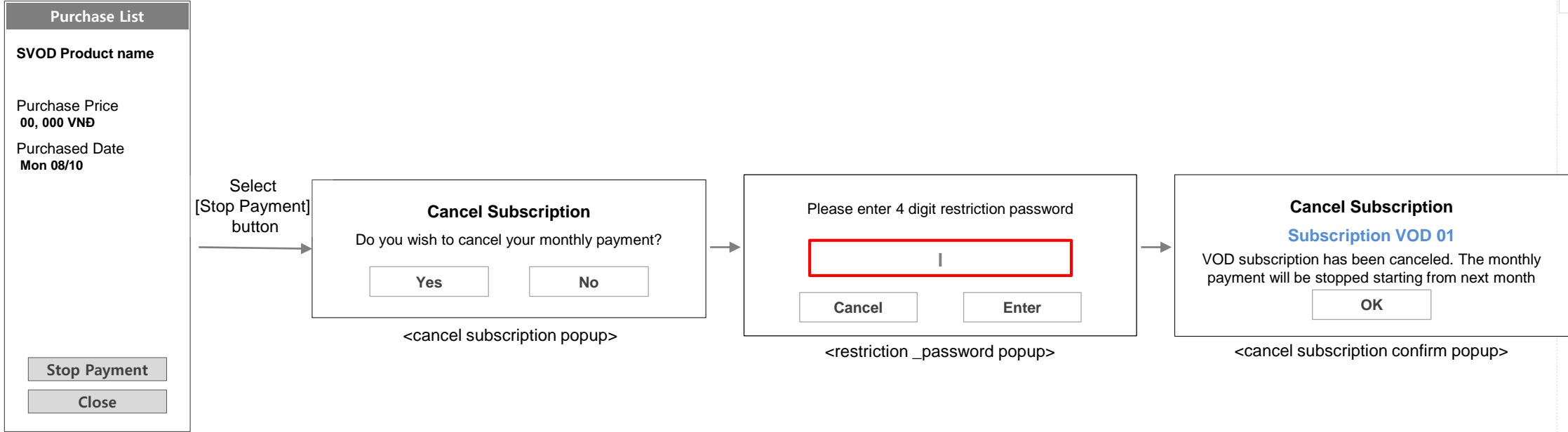
<Monthly payment
Cancellation>

- **Screen Description & Behavior**
 - Monthly purchase list or subscription products can be canceled in purchase list(STB+OTT / OTT Only)
 - Buy subscription product on STB Only can not be canceled through OTT
 - Show notice word when user apply cancel for monthly payment in OTT, OTT+STB and STB product
 - ‘Monthly payment cancellation has been received. ※ The purchase list will be removed at end of each month’
 - Select [Stop Payment] button: close popup and show subscription popup
 - Select [Close] button: close current popup and show previous screen

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3.3.7 Purchase List: Monthly Purchase List_ Detail Popup

Stop payment process



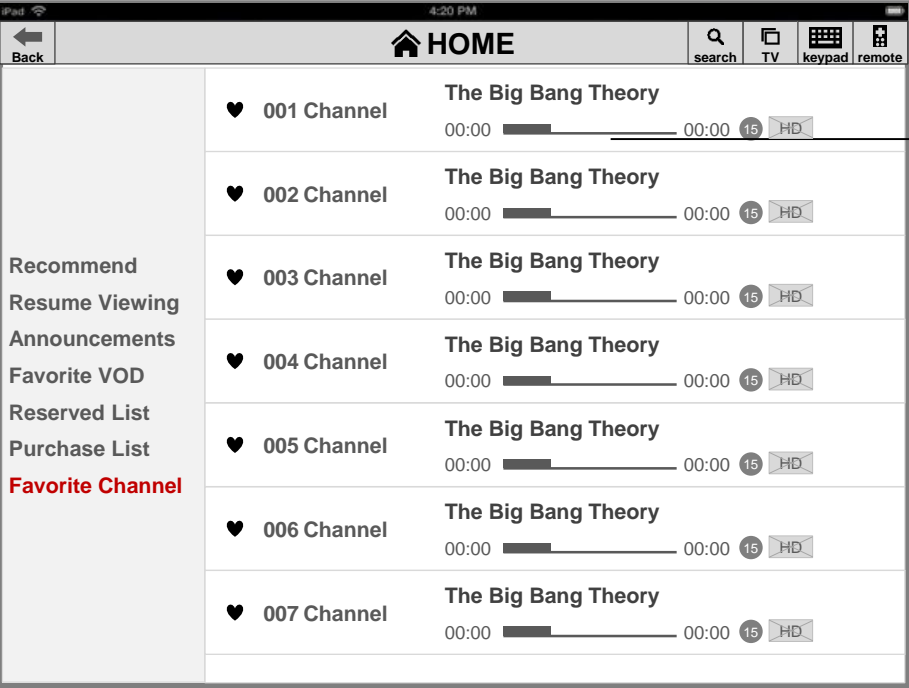
<STB+OTT/OTT Only
_purchase with retail price>

• Screen Description & Behavior

- Select [Stop Payment] button: close popup and show cancel subscription popup
- Select [Yes] button on cancel subscription popup: show restriction password popup
- If the entered password is correct on restriction password popup: close popup and show cancel subscription confirm popup
 - If the entered password is incorrect: show password error popup (clear the input box and change the notice)
- Select [OK] button on cancel subscription confirm popup: close current popup and show previous screen
 - Show 'Cancel Payment' notice text on previous selected purchase list

3.3.8 Favorite Channel

Screen after selecting “Favorite Channel” menu



1. Favorite Channel List

- show channel list in ascending order of favorite channels
- show ‘favorite’ icon, channel number, channel name, current program title, start/end time, progress bar, rating and HD information
- ✓‘favorite’ icon: it is a button that can be added or removed (toggle)

• **Screen Description & Behavior**

- 1. select channel list:
 - If the tablet is connected with the STB show the TV connect popup (check [2.9 TV Connect: From Tablet to TV](#))
 - If the tablet is not connected with the STB, tune to relevant channel
- 1. select [favorite] button: relevant channel is removed from the favorite channel list

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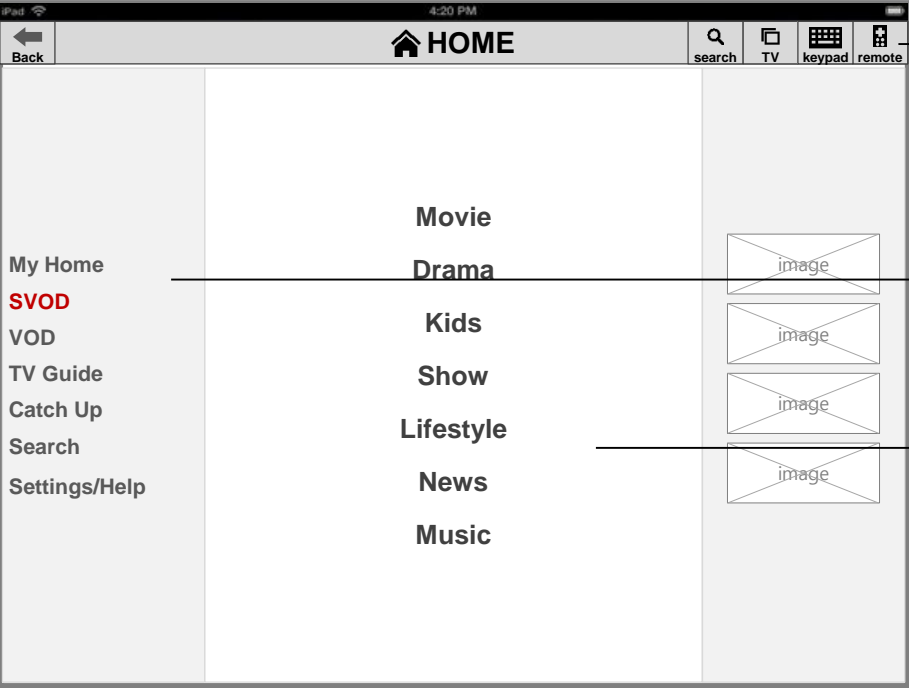
/ Service Scenario

3.4 VOD / Hot Movie



3.4.1 SVOD

Screen after entering SVOD menu



1. Global Menu

- show [back] button, [home]button, [search] button, [TV sync] button, [keypad] button [RCU] button
 - ✓ Show each button's icon and name
 - ✓ [back] button: only shows when entering after 1st level menu

2. Previous Menu Section

- previous menus

3. Current Menu Section

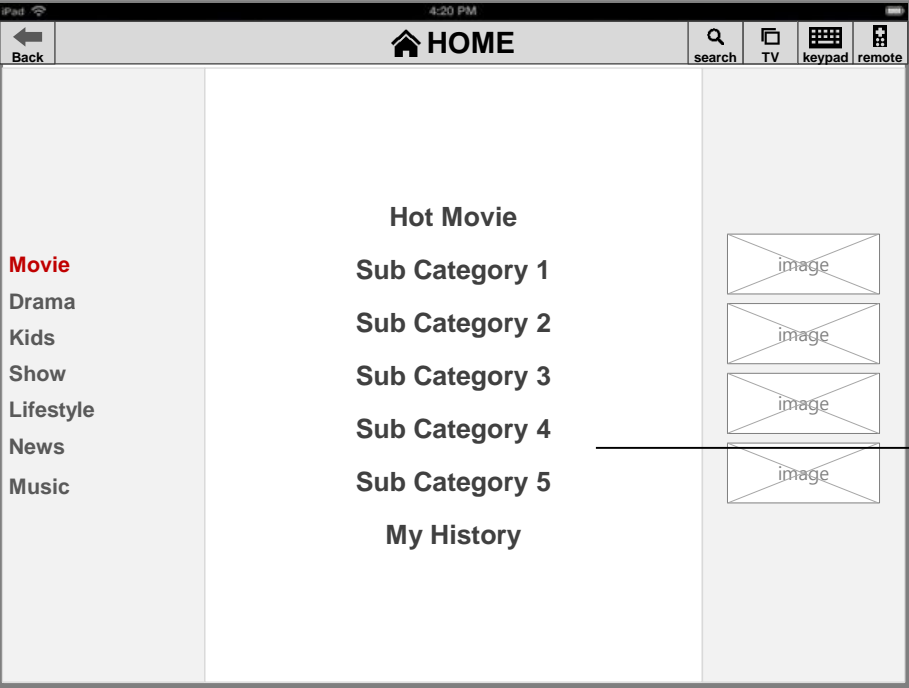
- show list of current menus

• Screen Description & Behavior

- select [back]button or flick form left to right direction in previous depth section: show previous menus [\[common rule\]](#)
- select previous menus in previous menu section: show each menu's subordinate depth in the center (current menu section) [\[common rule\]](#)
- select current menus: move to relevant menu [\[common rule\]](#)

3.4.1 SVOD : Sub Category

Screen after entering the category of *SVOD* menu

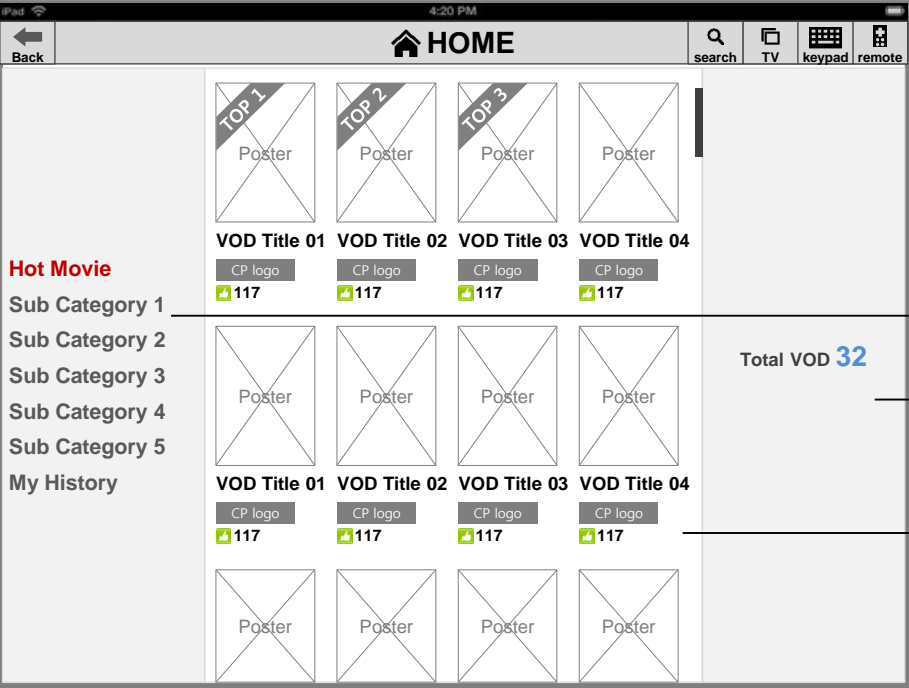


- 1. Current Menu Section**
-show list of current menus
✓ *Hot* menu: show on the 1st menu
✓ *My Playlist* menu: show on the last menu

- **Screen Description & Behavior**
 - select [back]button or flick form left to right direction in previous depth section: show previous menus [\[common rule\]](#)
 - select previous menus in previous menu section: show each menu’s subordinate depth in the center (current menu section) [\[common rule\]](#)
 - select current menus: move to relevant menu [\[common rule\]](#)

3.4.1 SVOD : Hot Category

Screen after entering Hot Movie



1. Previous Menu Section

-previous menus

2. Option section

-show total number of VOD

3. Hot Category List

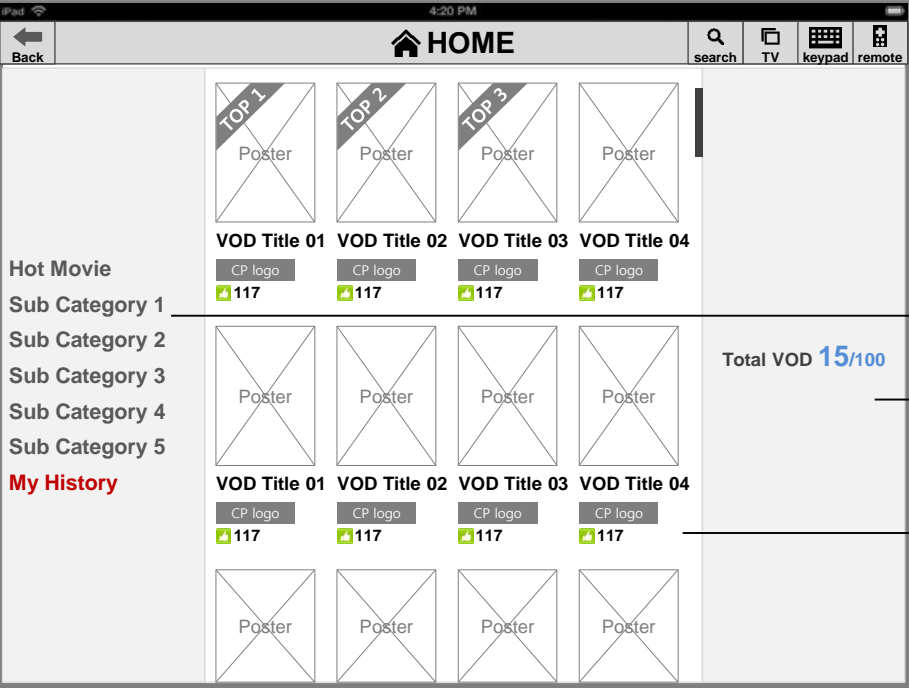
- show VOD poster, title, content provider's logo, and grade (like)
- show in popular order
- show top icon on the 3 most popular content (TOP1 / TOP2 / TOP3)

• Screen Description & Behavior

- 3. Select VOD content: show relevant VOD information popup
 - show relevant VOD information popup
 - show password popup if the content is blocked

3.4.1 SVOD : My Playlist

Screen after entering My Playlist



1. Previous Menu Section

-previous menus

2. Option section

-show total number of registered number and total number that are left as resume viewing (100 numbers)

3. My Playlist

-show only the content that are left as resumed viewing in the entered SVOD product (ex. currently entered Movie SVOD, then show only the resume viewed content that are in Movie SVOD)
-show in recently watched VOD order
-show VOD poster, title, content provider's logo, and grade (like)

• Screen Description & Behavior

- 3. select VOD poster : show my playlist popup
 - In the my playlist popup select [continue] button: close current popup and play the content from the paused moment
 - In the my playlist popup select [start over] button: close current popup and play the content from the beginning
 - In the my playlist popup select [delete] button: show delete notification popup for 3 seconds and delete the content from the my playlist

Content Title

Do to you wish to continue to watch?

To delete this content from my playlist, select [delete] button

continue

start over

delete

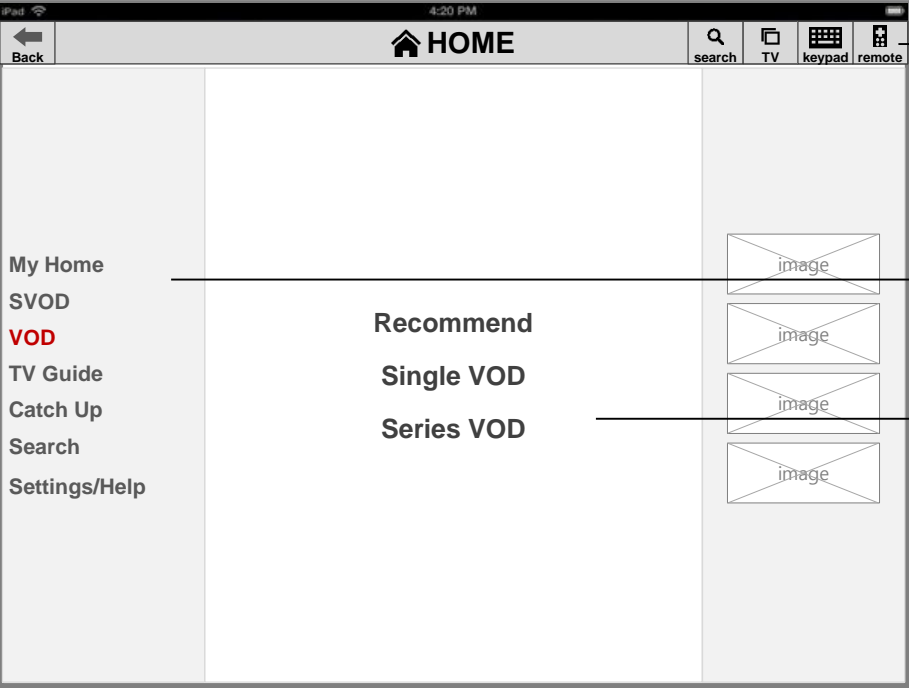
<My Playlist popup>

Content Title is deleted from My Playlist

<delete notification popup>

3.4.2 VOD

Screen after selecting “VOD” menu



1. Global Menu

- show [back] button, [home]button, [search] button, [TV sync] button, [keypad] button [RCU] button
 - ✓ Show each button's icon and name
 - ✓ [back] button: only shows when entering after 1st level menu

2. Previous Menu Section

- previous menus

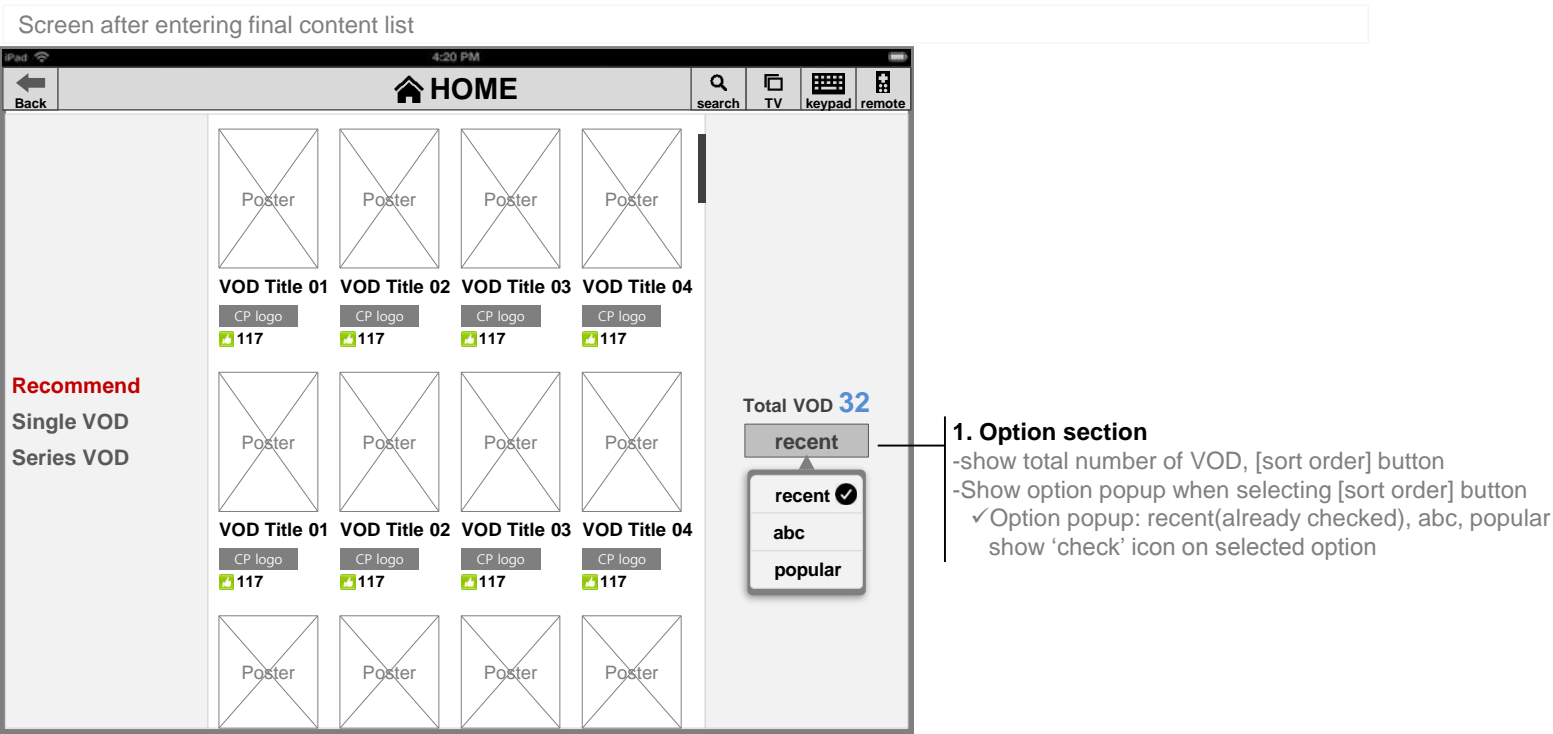
3. Current Menu Section

- show list of current menus

• Screen Description & Behavior

- select [back]button or flick form left to right direction in previous depth section: show previous menus [\[common rule\]](#)
- select previous menus in previous menu section: show each menu's subordinate depth in the center (current menu section) [\[common rule\]](#)
- select current menus: move to relevant menu [\[common rule\]](#)

3.4.2 VOD : List (Recommend / Single / Series)

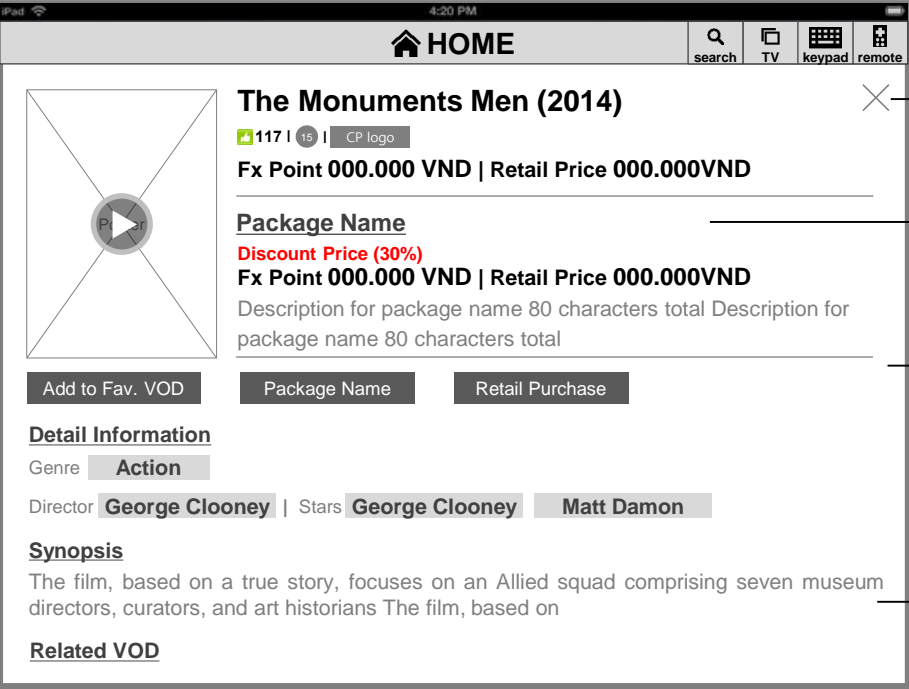


• **Screen Description & Behavior**

- Select VOD content: show relevant VOD information popup
- 1. select [sort order] button: show option popup
 - After leaving current VOD list screen and re-enter the VOD list, maintain the recently modified order
ex) if the VOD list was sorted in abc order, maintain in abc order, even if leaving relevant VOD list

3.4.3 VOD Information: Package / Bundle

Screen after selecting single VOD content

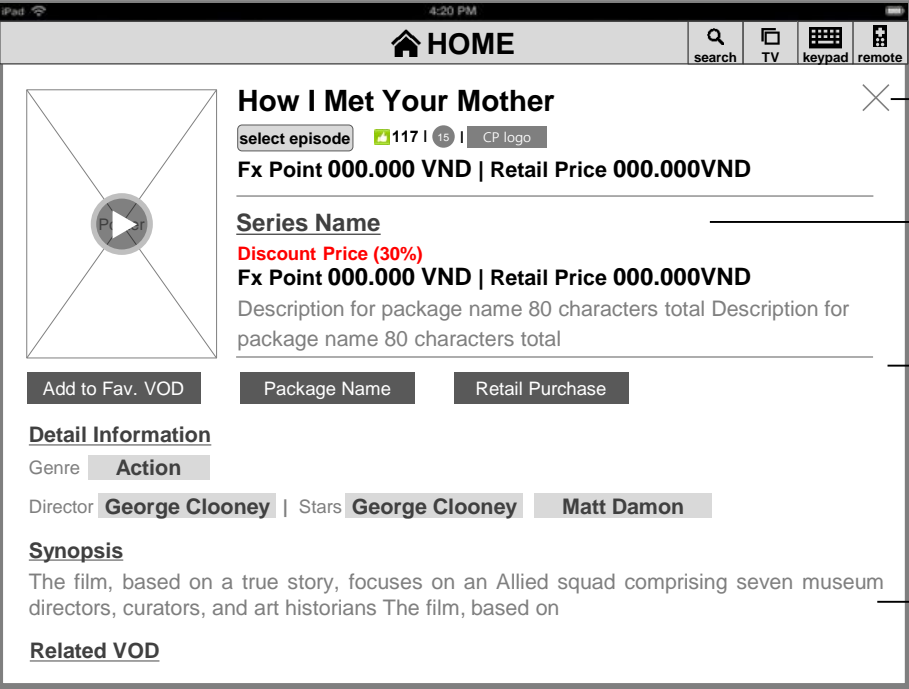


- 1. VOD Content Information**
 - show poster, [trailer]button (only show it on the poster when there is a trailer), title, CP logo, like information, rating, HD/SD, subscription VOD subscribed icon
 - ✓ Show subscription VOD icon when only subscribed to it and relevant VOD is under that SVOD
- 2. Detail information/Synopsis**
 - show available date, [genre] / [director] / [Name of Cast] button (show max. two names of cast)
 - show synopsis of relevant content
- 3. Purchase button section**
 - show available purchase option buttons
 - [Add to My Content]/[buy for app]/[buy for app & TV] button
 - show [Purchase SVOD] button if relevant content is under SVOD and not purchased yet
 - ✓ If the content is purchased by SVOD do not show [purchase SVOD] button
 - if added to My Content, [Add to My Content] button is dimmed
 - if purchased, change the [buy for app]/[buy for app & TV] button to [watch] button
- 4. Related Content**
 - content that are related to current content: poster, title, rating, 'like' grading

- **Screen Description & Behavior**
 - Select back button of global menu: go to previous page
 - 1. select [trailer] button: play the trailer
 - 3. select [Add to My Content] button: add content to My Content Menu
 - 3. select [Buy for App]/[Buy for App & TV] button: purchase popup
 - Select [watch] button ([Buy for App] button changes after purchasing or [Buy for App &TV] and [Buy for App] button changes after purchasing for both app and TV)
 - ✓If the tablet is connected with the STB show the TV connect popup (check [2.9 TV Connect: From Tablet to TV](#))
 - ✓If the tablet is not connected with the STB, close program information popup and tune to relevant channel
 - 2. select each [genre]/[director]/[cast] button: show relevant search results
 - 4. select related content: show relevant VOD information popup
 - flick left/right direction in each section: show hidden content

3.4.3 VOD Information: Series

Screen after selecting single VOD content



1. VOD Content Information

- show poster, [trailer]button (only show it on the poster when there is a trailer), title, CP logo, like information, rating, HD/SD, subscription VOD subscribed icon
 - ✓ Show subscription VOD icon when only subscribed to it and relevant VOD is under that SVOD

2. Detail information/Synopsis

- show available date, [genre] / [director] / [Name of Cast] button (show max. two names of cast)
- show synopsis of relevant content

3. Purchase button section

- show available purchase option buttons
- [Add to My Content]/[buy for app]/[buy for app & TV] button
- show [Purchase SVOD] button if relevant content is under SVOD and not purchased yet
 - ✓ If the content is purchased by SVOD do not show [purchase SVOD] button
- if added to My Content, [Add to My Content] button is dimmed
- if purchased, change the [buy for app]/[buy for app & TV] button to [watch] button

4. Related Content

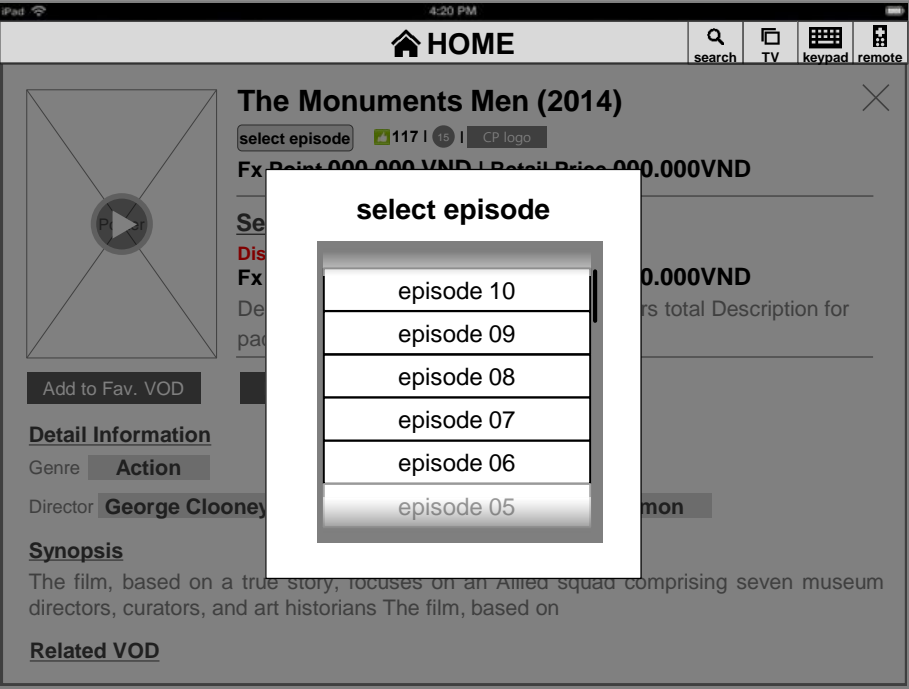
- content that are related to current content: poster, title, rating, 'like' grading

• Screen Description & Behavior

- Select back button of global menu: go to previous page
- 1. select [trailer] button: play the trailer
- 3. select [Add to My Content] button: add content to My Content Menu
- 3. select [Buy for App]/[Buy for App & TV] button: purchase popup
 - Select [watch] button ([Buy for App] button changes after purchasing or [Buy for App &TV] and [Buy for App] button changes after purchasing for both app and TV)
 - ✓If the tablet is connected with the STB show the TV connect popup (check [2.9 TV Connect: From Tablet to TV](#))
 - ✓If the tablet is not connected with the STB, close program information popup and tune to relevant channel
- 2. select each [genre]/[director]/[cast] button: show relevant search results
- 4. select related content: show relevant VOD information popup
 - flick left/right direction in each section: show hidden content

3.4.3 VOD Information: Series

Screen after selecting [episode] button



1. Episode popup

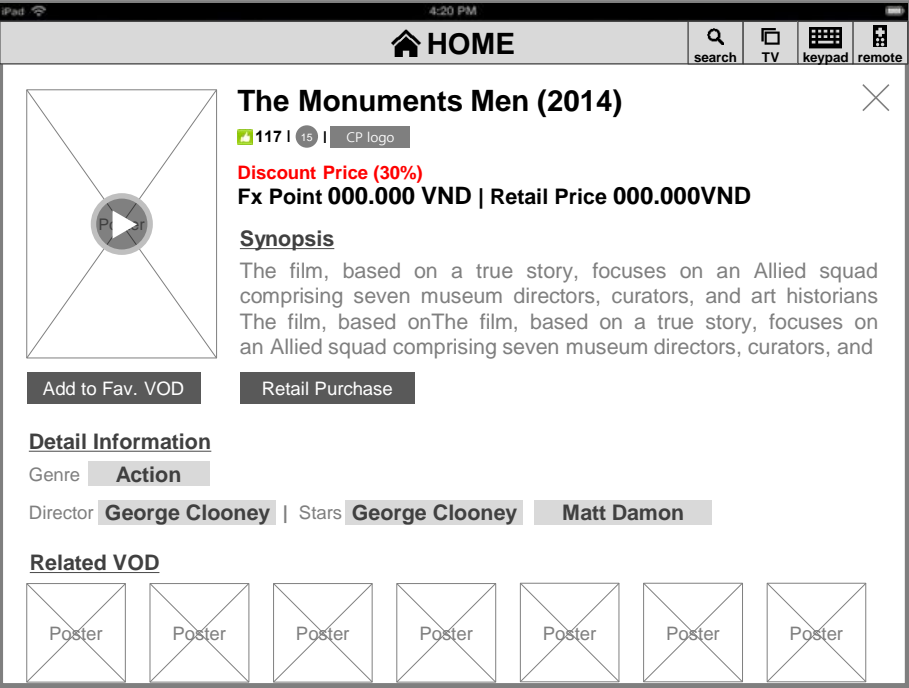
- show [episode] button
- show indicator if there are hidden episode
- line up the episode list
 - ✓If the series program is still on air: show the episode in recent order
 - ✓If the series program is over: show [all] button and line up the episode list in ascending order

• Screen Description & Behavior

- 1. select [episode] button: close relevant popup and change the VOD information to selected episode
scroll up/ down : show hidden episode list
- Select outside of the popup: close relevant popup

3.4.3 VOD Information: Single

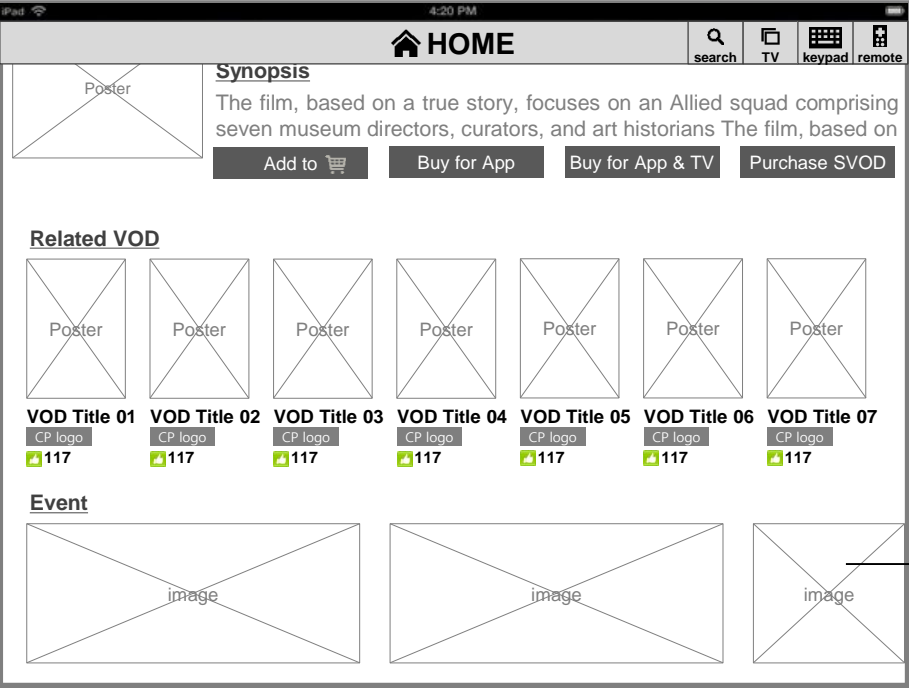
Screen after selecting single VOD content



- **Screen Description & Behavior**
 - Select back button of global menu: go to previous page
 - 1. select [trailer] button: play the trailer
 - 3. select [Add to My Content] button: add content to My Content Menu
 - 3. select [Buy for App]/[Buy for App & TV] button: purchase popup
 - Select [watch] button ([Buy for App] button changes after purchasing or [Buy for App &TV] and [Buy for App] button changes after purchasing for both app and TV)
 - ✓If the tablet is connected with the STB show the TV connect popup (check [2.9 TV Connect: From Tablet to TV](#))
 - ✓If the tablet is not connected with the STB, close program information popup and tune to relevant channel
 - 2. select each [genre]/[director]/[cast] button: show relevant search results
 - 4. select related content: show relevant VOD information popup
 - flick left/right direction in each section: show hidden content

3.4.3 VOD Information: More

Screen when scrolling down the VOD information popup



- 1.Event**
- show the events that are shown on the program information's event panel section
 - show the image of events

- **Screen Description & Behavior**
 - 1. select event image: show relevant event's detail popup same as the popup shown in the announcement

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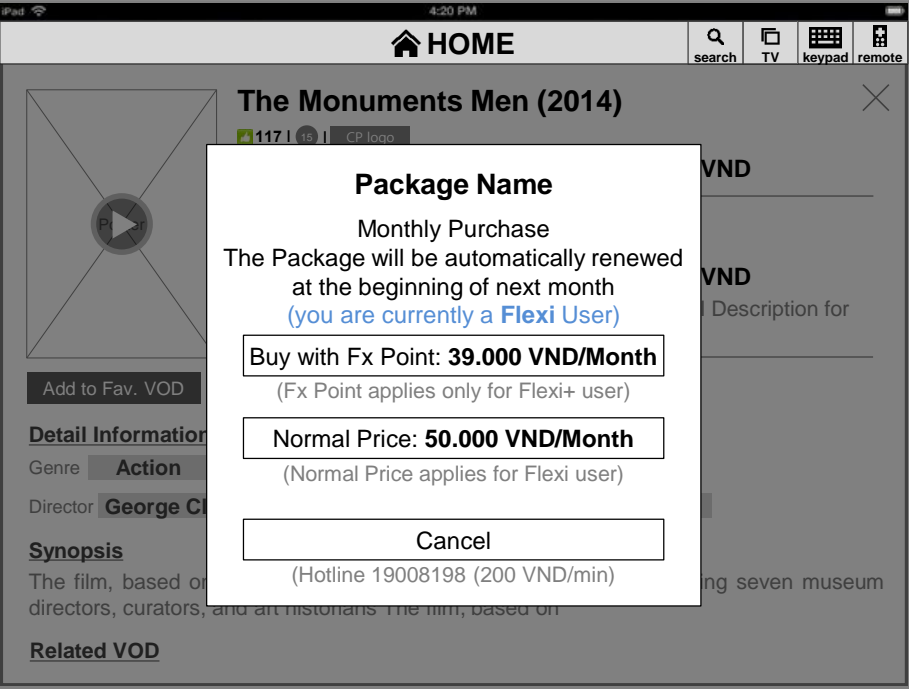
/ Service Scenario

3.5 Purchase VOD



3.5.1 Package: Purchase Popup_ Flexi User

Screen after selecting VOD content



3.5.1 Package: Purchase Popup_ Flexi User

Package Purchase Process for Flexi User : VOD available for both package and single content to purchase

- Select [Package Name] button in VOD detail popup → show <package VOD purchase popup for Flexi user> → **select [Buy with Fx Point] button** → show <upgrade to Flexi+> popup → **select [Upgrade] button** → show <upgrade to Felxi+ confirm popup> → **select [Upgrade] button** → show <upgrade complete notification popup> for 3 seconds → show <package VOD purchase popup for Flexi+ user>
- Select [Package Name] button in VOD detail popup → show <package VOD purchase popup for Flexi user> → **select [Normal Price] button** → show <purchase confirm popup> → **select [Purchase] button** → show <purchase complete notification popup> for 3 seconds → play VOD
- Select [Package Name] button in VOD detail popup → show <package VOD purchase popup for Flexi user> → select [Buy with Fx Point] button → show <upgrade to Flexi+> popup → **select [Cancel] button** → show <package VOD purchase popup for Flexi user>
- Select [Package Name] button in VOD detail popup → show <package VOD purchase popup for Flexi user> → select [Buy with Fx Point] button → show <upgrade to Flexi+> popup → select [Upgrade] button → show <purchase confirm popup> → **select [Cancel] button** → show <package VOD purchase popup for Flexi user>
- Select [Package Name] button in VOD detail popup → show <package VOD purchase popup for Flexi user> → **select [Normal Price] button** → show <purchase confirm popup> → **select [Cancel] button** → show <package VOD purchase popup for Flexi user>

Package Name

Monthly Purchase
The Package will be automatically renewed at the beginning of next month
(you are currently a Flexi User)

Buy with Fx Point: 39.000 VND/Month
(Fx Point applies only for Flexi+ user)

Normal Price: 50.000 VND/Month
(Normal Price applies for Flexi user)

Cancel
(Hotline 19008198 (200 VND/min))

<package VOD purchase popup for Flexi user>

Upgrade to Flexi+

You are currently a Flexi User
To use Fx Point, please upgrade to Flexi+ for better service.

Compare	Flexi	Flexi+
Monthly Fee (VAT included)	77.000 VND/Month	110.000 VND/Month
Fx Point allowance with 30% discount	No	Yes
Fx Point gift per month (Fx point must be used within a month and cannot exchange for cash)	0 VND	20.000 VND/Month
Free VOD hours	500 hours	1000 hours
More HD Channels (retail price 22.000 VND/Month)	0 Channel	15 Channels

Hotline 19008198 (200 VND/min)

UpgradeCancel

<upgrade to Flexi+ popup>

Purchase Confirm

Do you wish to upgrade from Flexi to Flexi+ Package?

Flexi+ Package: 110.000 VND/Month

UpgradeCancel

Hotline 19008198 (200 VND/min)

<upgrade to Flexi+ confirm popup>

<upgrade complete notification popup>

Purchase Confirm

Do you wish to purchase Package Name?

Normal Price: 50.000 VND/Month

PurchaseCancel

Hotline 19008198 (200 VND/min)

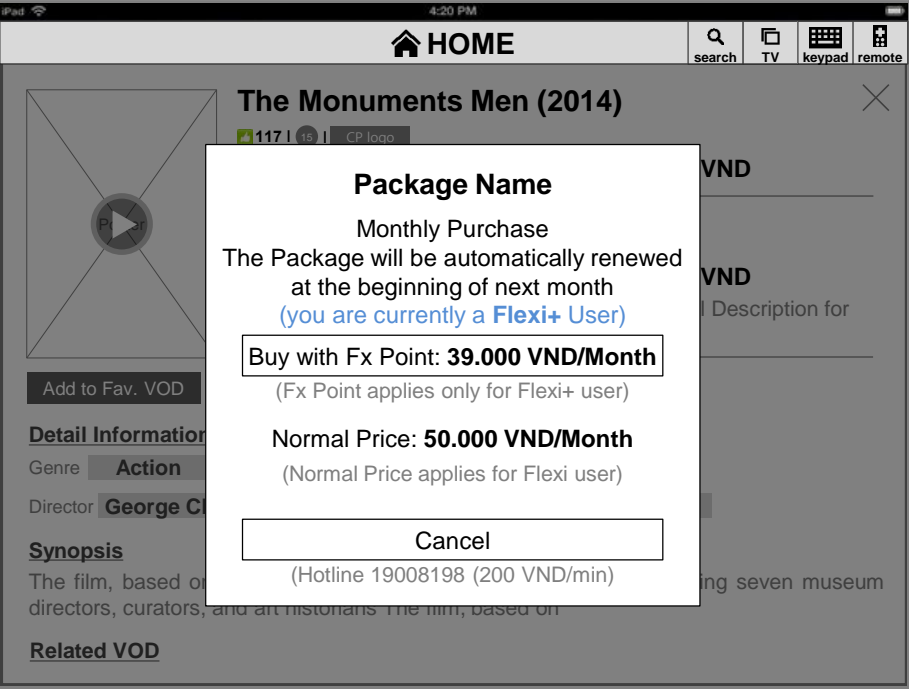
<purchase confirm popup>

Thank you for choosing Package Name

<purchase complete notification popup>

3.5.1 Package: Purchase Popup_ Flexi+ User

Screen after selecting VOD content



3.5.1 Package: Purchase Popup_ Flexi+ User

Package Purchase Process for Flexi+ User : VOD available for both package and single content to purchase

- Select [Package Name] button in VOD detail popup → show <package VOD purchase popup for Flexi+ user> → **select [Buy with Fx Point] button** → show <purchase confirm popup>→ **select [Purchase] button** → show <purchase complete notification popup> for 3 seconds → Play VOD
- Select [Package Name] button in VOD detail popup → show <package VOD purchase popup for Flexi+ user> → **select [Cancel] button** → show VOD detail information panel screen
- Select [Package Name] button in VOD detail popup → show <package VOD purchase popup for Flexi+ user> → select [Buy with Fx Point] button → show <purchase confirm popup>→ **select [Cancel] button** → show <package VOD purchase popup for Flexi+ user>

Package Name

Monthly Purchase

The Package will be automatically renewed at the beginning of next month (you are currently a Flexi+ User)

Buy with Fx Point: 39.000 VND/Month

(Fx Point applies only for Flexi+ user)

Normal Price: 50.000 VND/Month

(Normal Price applies for Flexi user)

Cancel

(Hotline 19008198 (200 VND/min))

<package VOD purchase popup for Flexi+ user>

Purchase Confirm

Do you wish to purchase Package Name?

Fx Point: 50.000 VND/Month

PurchaseCancel

Hotline 19008198 (200 VND/min)

<purchase confirm popup>

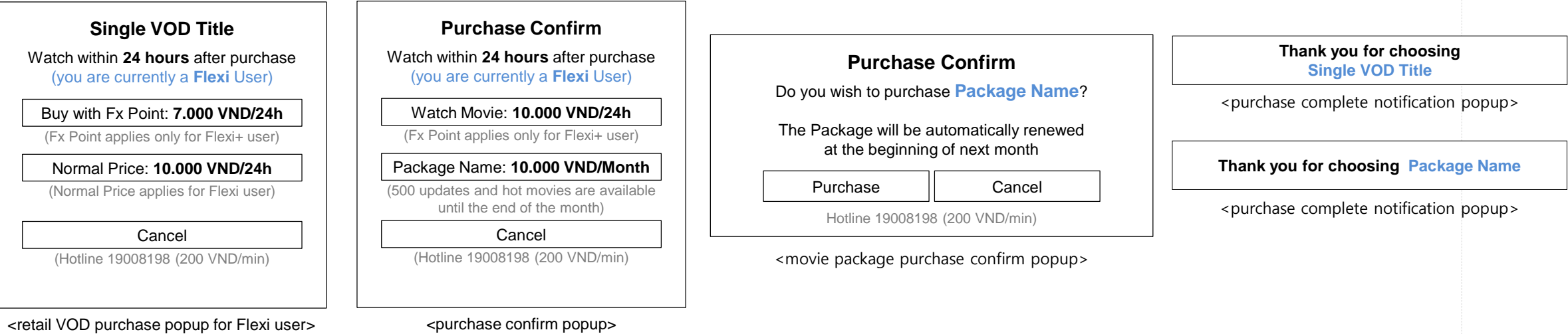
Thank you for choosing Package Name

<purchase complete notification popup>

3.5.1 Package: [Retail]Purchase Popup_ Flexi User

Retail Purchase Process for Flexi User: VOD available for both package and single content to purchase

- Select [Retail Purchase] button in VOD detail popup → show <retail VOD purchase popup for Flexi user> → **select [Buy with Fx Point] button** → show <upgrade to Flexi+> popup → **select [Upgrade] button** → show <upgrade to Flexi+ confirm popup> → **select [Upgrade] button** → show <upgrade complete notification popup> for 3 seconds → show <retail VOD purchase popup for Flexi+ user>
- Select [Retail Purchase] button in VOD detail popup → show <retail VOD purchase popup for Flexi user> → **select [Normal Price] button** → show <purchase confirm popup> → **select [Watch Movie] button** → show <purchase complete notification popup> for 3 seconds → play VOD
- Select [Retail Purchase] button in VOD detail popup → show <retail VOD purchase popup for Flexi user> → select [Normal Price] button → show <purchase confirm popup> → **select [Package Name] button** → show <movie package purchase confirm popup> → **select [purchase] button** → show <purchase complete notification popup> for 3 seconds → play VOD
- Select [Retail Purchase] button in VOD detail popup → show <retail VOD purchase popup for Flexi user> → select [Normal Price] button → show <purchase confirm popup> → **select [Cancel] button** → show <retail VOD purchase popup for Flexi user>
- Select [Retail Purchase] button in VOD detail popup → show <retail VOD purchase popup for Flexi user> → select [Normal Price] button → show <purchase confirm popup> → select [Package Name] button → show <movie package purchase confirm popup> → **select [Cancel] button** → show <retail VOD purchase popup for Flexi user>



3.5.1 Package: [Retail]Purchase Popup_ Flexi+ User

Retail Purchase Process for Flexi+ User: VOD available for both package and single content to purchase

- Select [Retail Purchase] button in VOD detail popup → show <retail VOD purchase popup for Flexi+ user> → **select [Buy with Fx Point] button** → show <purchase confirm popup> → **select [Purchase] button** → show <purchase complete notification popup> for 3 seconds → play VOD
- Select [Retail Purchase] button in VOD detail popup → show <retail VOD purchase popup for Flexi+ user> → **select [Package Fx Point] button** → show <package purchase confirm popup> → **select [Purchase] button** → show <purchase complete notification popup> for 3 seconds → play VOD
- Select [Retail Purchase] button in VOD detail popup → show <retail VOD purchase popup for Flexi+ user> → select [Buy with Fx Point] button → show <purchase confirm popup> → **select [Cancel] button** → show < retail VOD purchase popup for Flexi+ user>
- Select [Retail Purchase] button in VOD detail popup → show <retail VOD purchase popup for Flexi+ user> → select [Package Fx Point] button → show <movie package purchase confirm popup> → **select [cancel] button** → show < retail VOD purchase popup for Flexi+ user>

Single VOD Title

Watch within **24 hours** after purchase
(you are currently a Flexi+ User)

Buy with Fx Point: **7.000 VND/24h**

(Fx Point applies only for Flexi+ user)

Package Fx Point: **39.000 VND/Month**

(500 updates and hot movies are available until the end of the month)

Cancel

(Hotline 19008198 (200 VND/min))

<retail VOD purchase popup for Flexi+ user>

Purchase Confirm

Do you wish to purchase
Single VOD Title ?

Fx Point: **7.000 VND/24h**

Purchase

Cancel

Hotline 19008198 (200 VND/min)

<purchase confirm popup>

Thank you for choosing
Single VOD Title

<purchase complete notification popup>

Purchase Confirm

Do you wish to purchase Package Name?

The Package will be automatically renewed at the beginning of next month

Purchase

Cancel

Hotline 19008198 (200 VND/min)

<movie package purchase confirm popup>

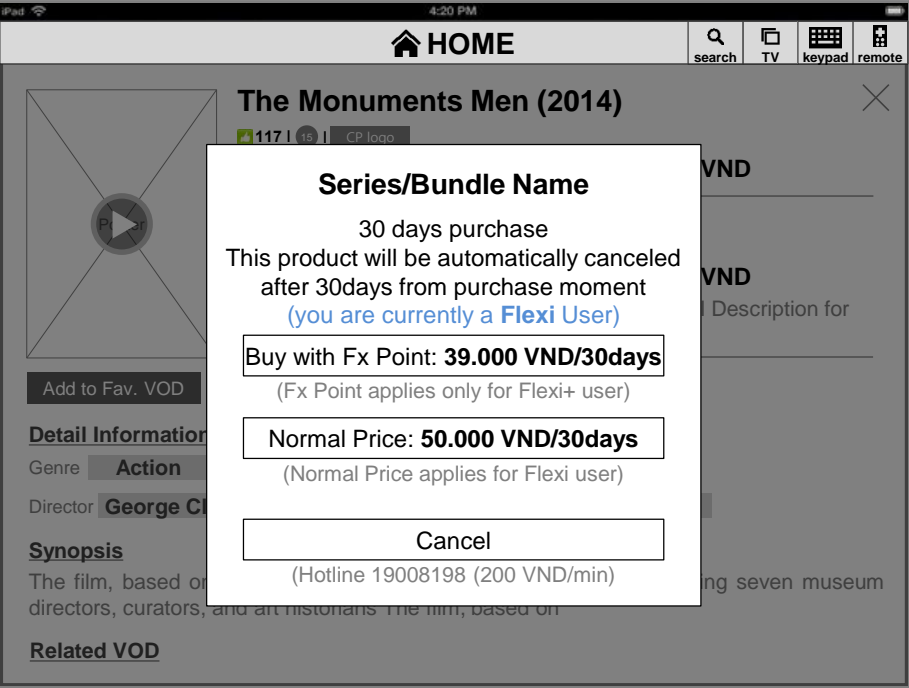
Thank you for choosing Package Name

<purchase complete notification popup>

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3.5.1 Series/Bundle: Purchase Popup_ Flexi User

Screen after selecting VOD content



3.5.1 Series/Bundle: Purchase Popup_ Flexi User

Series/Bundle Purchase Process for Flexi User : VOD available for both series/bundle and single content to purchase

- Select [Series/Bundle Name] button in VOD detail popup → show <Series/Bundle VOD purchase popup for Flexi user> → **select [Buy with Fx Point] button** → show <upgrade to Flexi+> popup → **select [Upgrade] button** → show <upgrade to Felxi+ confirm popup> → **select [Upgrade] button** → show <upgrade complete notification popup> for 3 seconds → show < Series/Bundle VOD purchase popup for Flexi+ user>
- Select [Series/Bundle Name] button in VOD detail popup → show < Series/Bundle VOD purchase popup for Flexi user> → **selec [Normal Price] button** → show <purchase confirm popup> → **select [Purchase] button** → show <purchase complete notification popup> for 3 seconds → play VOD
- Select [Series/Bundle Name] button in VOD detail popup → show < Series/Bundle VOD purchase popup for Flexi user> → select [Buy with Fx Point] button → show <upgrade to Flexi+> popup → **select [Cancel] button** → show < Series/Bundle VOD purchase popup for Flexi user>
- Select [Series/Bundle Name] button in VOD detail popup → show < Series/Bundle VOD purchase popup for Flexi user> → select [Buy with Fx Point] button → show <upgrade to Flexi+> popup → select [Upgrade] button → show <purchase confirm popup> → **select [Cancel] button** → show <Series/Bundle VOD purchase popup for Flexi user>
- Select [Series/Bundle Name] button in VOD detail popup → show <Series/Bundle VOD purchase popup for Flexi user> → select [Normal Price] button → show <purchase confirm popup> → **select [Cancel] button** → show < Series/Bundle VOD purchase popup for Flexi user>

Series/Bundle Name

30 days purchase
This product will be automatically canceled after 30days from purchase moment
(you are currently a Flexi User)

Buy with Fx Point: 39.000 VND/30days
(Fx Point applies only for Flexi+ user)

Normal Price: 50.000 VND/30days
(Normal Price applies for Flexi user)

Cancel
(Hotline 19008198 (200 VND/min))

<Series/Bundle VOD purchase popup for Flexi user>

Upgrade to Flexi+

You are currently a Flexi User
To use Fx Point, please upgrade to Flexi+ for better service.

Compare	Flexi	Flexi+
Monthly Fee (VAT included)	77.000 VND/Month	110.000 VND/Month
Fx Point allowance with 30% discount	No	Yes
Fx Point gift per month (Fx point must be used within a month and cannot exchange for cash)	0 VND	20.000 VND/Month
Free VOD hours	500 hours	1000 hours
More HD Channels (retail price 22.000 VND/Month)	0 Channel	15 Channels

Hotline 19008198 (200 VND/min)

UpgradeCancel

<upgrade to Flexi+ popup>

Purchase Confirm

Do you wish to upgrade from Flexi to Flexi+ package?

Flexi+ Package: 110.000 VND/Month

UpgradeCancel

Hotline 19008198 (200 VND/min)

<upgrade to Flexi+ confirm popup>

Congratulations! You are now a Flexi+ user

<upgrade complete notification popup>

Purchase Confirm

Do you wish to purchase Series/Bundle Name?

Normal Price: 50.000 VND/30days

PurchaseCancel

Hotline 19008198 (200 VND/min)

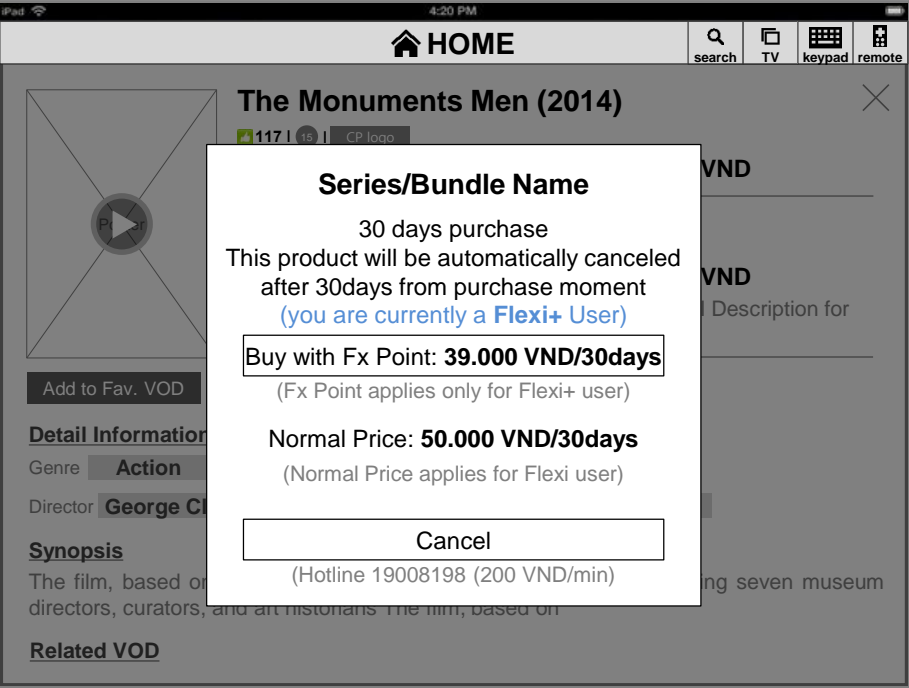
<purchase confirm popup>

Thank you for choosing Series/Bundle Name

<purchase complete notification popup>

3.5.1 Series/Bundle: Purchase Popup_ Flexi+ User

Screen after selecting VOD content



3.5.1 Series/Bundle: Purchase Popup_ Flexi+ User

Series/Bundle Purchase Process for Flexi+ User : VOD available for both Series/Bundle and single content to purchase

- Select [Series/Bundle Name] button in VOD detail popup → show <Series/Bundle VOD purchase popup for Flexi+ user> → **select [Buy with Fx Point] button** → show <purchase confirm popup>→ **select [Purchase] button** → show <purchase complete notification popup> for 3 seconds → Play VOD
- Select [Series/Bundle Name] button in VOD detail popup → show <Series/Bundle VOD purchase popup for Flexi+ user> → **select [Cancel] button** → show VOD detail information panel screen
- Select [Series/Bundle Name] button in VOD detail popup → show <Series/Bundle VOD purchase popup for Flexi+ user> → select [Buy with Fx Point] button → show <purchase confirm popup>→ **select [Cancel] button** → show <Series/Bundle VOD purchase popup for Flexi+ user>

Series/Bundle Name

30 days purchase
This product will be automatically canceled
after 30days from purchase moment
(you are currently a Flexi+ User)

Buy with Fx Point: 39.000 VND/30days

(Fx Point applies only for Flexi+ user)

Normal Price: 50.000 VND/30days

(Normal Price applies for Flexi user)

Cancel

(Hotline 19008198 (200 VND/min))

<Series/Bundle VOD purchase popup for Flexi+ user>

Purchase Confirm

Do you wish to purchase Series/Bundle Name?

Fx Point: 50.000 VND/30days

Purchase

Cancel

Hotline 19008198 (200 VND/min)

<purchase confirm popup>

Thank you for choosing Series/Bundle Name

<purchase complete notification popup>

3.5.1 Series/Bundle: [Retail] Purchase Popup_ Flexi User

Retail Purchase Process for Flexi User: VOD available for both Series/Bundle and single content to purchase

- Select [Retail Purchase] button in VOD detail popup → show <retail VOD purchase popup for Flexi user> → **select [Buy with Fx Point] button** → show <upgrade to Flexi+> popup → **select [Upgrade] button** → show <upgrade to Flexi+ confirm popup> → **select [Upgrade] button** → show <upgrade complete notification popup> for 3 seconds → show <retail VOD purchase popup for Flexi+ user>
- Select [Retail Purchase] button in VOD detail popup → show <retail VOD purchase popup for Flexi user> → **select [Normal Price] button** → show <purchase confirm popup> → **select [Watch Movie] button** → show <purchase complete notification popup> for 3 seconds → play VOD
- Select [Retail Purchase] button in VOD detail panel → show <retail VOD purchase popup for Flexi user> → select [Normal Price] button → show <purchase confirm popup> → **select [Series/Bundle] button** → show <Series/Bundle purchase confirm popup> → **select [purchase] button** → show <purchase complete notification popup> for 3 seconds → play VOD
- Select [Retail Purchase] button in VOD detail panel → show <retail VOD purchase popup for Flexi user> → select [Normal Price] button → show <purchase confirm popup> → **select [Cancel] button** → show <single VOD purchase popup for Flexi user>
- Select [Retail Purchase] button in VOD detail panel → show <retail VOD purchase popup for Flexi user> → select [Normal Price] button → show <purchase confirm popup> → select [Series/Bundle] button → show <Series/Bundle purchase confirm popup> → **select [Cancel] button** → show <retail VOD purchase popup for Flexi user>

The Big Bang Theory S07E04

Watch within 24 hours after purchase
(you are currently a Flexi User)

Buy with Fx Point: **39.000 VND/24h**

(Fx Point applies only for Flexi+ user)

Normal Price: **50.000 VND/24h**

(Normal Price applies for Flexi user)

Cancel

(Hotline 19008198 (200 VND/min))

<retail VOD purchase popup for Flexi user>

Purchase Confirm

Do you wish to purchase
The Big Bang Theory S07E04
(you are currently a Flexi User)

Watch VOD: **39.000 VND/24h**

(Fx Point applies only for Flexi+ user)

Normal Price: 50.000 VND/30days

(500 updates and hot movies are available until the end of the month)

Cancel

(Hotline 19008198 (200 VND/min))

<purchase confirm popup>

Purchase Confirm

Do you wish to purchase **Series/Bundle Name**?

This Series/Bundle will be automatically canceled after 30 days from purchased moment

Purchase

Cancel

Hotline 19008198 (200 VND/min)

<Series/Bundle purchase confirm popup>

**Thank you for choosing
The Big Bang Theory S07E04**

<purchase complete notification popup>

Thank you for choosing Series/Bundle Name

<purchase complete notification popup>

[Contents](#) [IA \(Information Architecture\)](#)

- The diagram illustrates three different purchase confirmation popups for the content 'The Big Bang Theory S07E04'.

 - Left Popup (Retail VOD purchase popup for Flexi+ user):**
 - Title: The Big Bang Theory S07E04
 - Text: Watch within 24 hours after purchase (you are currently a Flexi+ User)
 - Price: Buy with Fx Point: 39.000 VND/24h (Fx Point applies only for Flexi+ user)
 - Series Price: Series Fx Point: 50.000 VND/30days (Watch as series for more content)
 - Buttons: Cancel (Hotline 19008198 (200 VND/min))
 - Middle Popup (Purchase Confirm):**
 - Title: Purchase Confirm
 - Text: Do you wish to purchase The Big Bang Theory S07E04?
 - Price: Fx Point: 7.000 VND/24h
 - Buttons: Purchase, Cancel
 - Hotline: Hotline 19008198 (200 VND/min)
 - Right Popup (Series/Bundle purchase confirm popup):**
 - Title: Purchase Confirm
 - Text: Do you wish to purchase Series/Bundle Name?
 - Text: This Series/Bundle will be automatically canceled after 30 days from purchased moment
 - Buttons: Purchase, Cancel
 - Hotline: Hotline 19008198 (200 VND/min)

3.5.1 Single VOD: Purchase Popup_ Flexi User

Retail Purchase Process for Flexi User: VOD available for only single content to purchase

- Select [Retail Purchase] button in VOD detail popup → show <retail VOD purchase popup for Flexi user> → select [Retail Price] button → show <purchase confirm popup> → **select [Purchase] button** → show <purchase complete notification popup> for 3 seconds → play VOD
- Select [Retail Purchase] button in VOD detail popup → show <retail VOD purchase popup for Flexi user> → select [Retail Price] button → show <purchase confirm popup> → **select [Cancel] button** → show <single VOD purchase popup for Flexi user>

Single VOD Title

Watch within 24 hours after purchase
(you are currently a Flexi User)

Buy with Fx Point: 39.000 VND/24h

(Fx Point applies only for Flexi+ user)

Normal Price: 50.000 VND/24h

(Normal Price applies for Flexi user)

Cancel

(Hotline 19008198 (200 VND/min))

<retail VOD purchase popup for Flexi user>

Purchase Confirm

Do you wish to purchase
Single VOD Title ?

Price: 10.000 VND/24h

Purchase

Cancel

Hotline 19008198 (200 VND/min)

<purchase confirm popup>

Thank you for choosing
Single VOD Title

<purchase complete notification popup>

[Contents](#) [IA \(Information Architecture\)](#)

Chapter 3.


/ Service Scenario

3.6 Watch VOD / Catch Up



3.6.1 Watch Trailer

Watching VOD



1. VOD Title bar
-Show current VOD Title

2. VOD Play bar
-show [rewind] / [pause] / [fast forward] / [stop] button, start & end time, control bar, and [volume] button
✓the [pause] button changes to [play] button when selected (vise versa_ toggle)

⏮ → ⏭

✓how much it has been played, progress bar, amount of time left

• **Screen Description & Behavior**

- Tap the screen : hide VOD title bar and VOD play bar
- 2. select [rewind]/[fast forward] button: jump the trailer 10 seconds previous/ahead
- select [pause] button: pause current VOD trailer
 - The [pause] button changes into [play] button
 - ✓Select [play] button: play VOD trailer
- 2. select [stop] button: show end trailer popup
 - In end trailer popup, select [end trailer] button: show previous screen (VOD information popup)
 - select [cancel] button close current popup and continue playing
- 2. select [volume control] button: show volume control bar to control the volume
- If the trailer is finished playing move to previous screen (VOD information popup)
- Select [back] button: show end trailer popup

The Hunger Game : Catching Fire

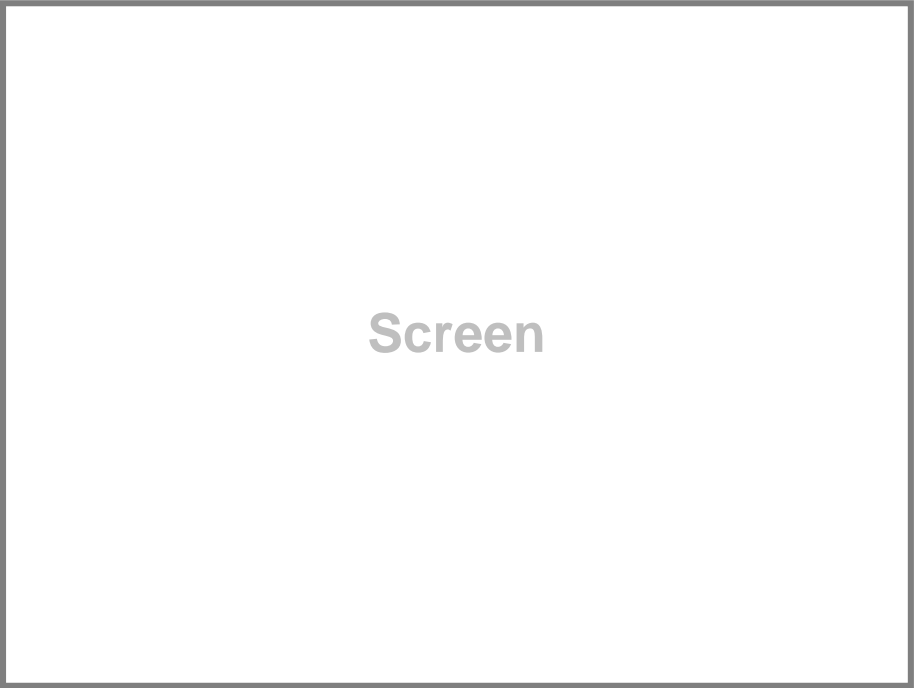
End Trailer

Cancel

<end trailer popup>

3.6.2 Watch VOD / Catch Up

Watching VOD or Catch Up



- **Screen Description & Behavior**
 - Tap the screen : show VOD title bar & VOD play bar

3.6.3 Watch VOD/ Catch Up: Tap

Screen after tapping screen



2. VOD Play bar

-show [rewind] / [pause] / [fast forward] / [stop] button, start & end time, control bar, [volume] button, and [option] button

✓the [pause] button changes to [play] button when selected (vise versa_ toggle)

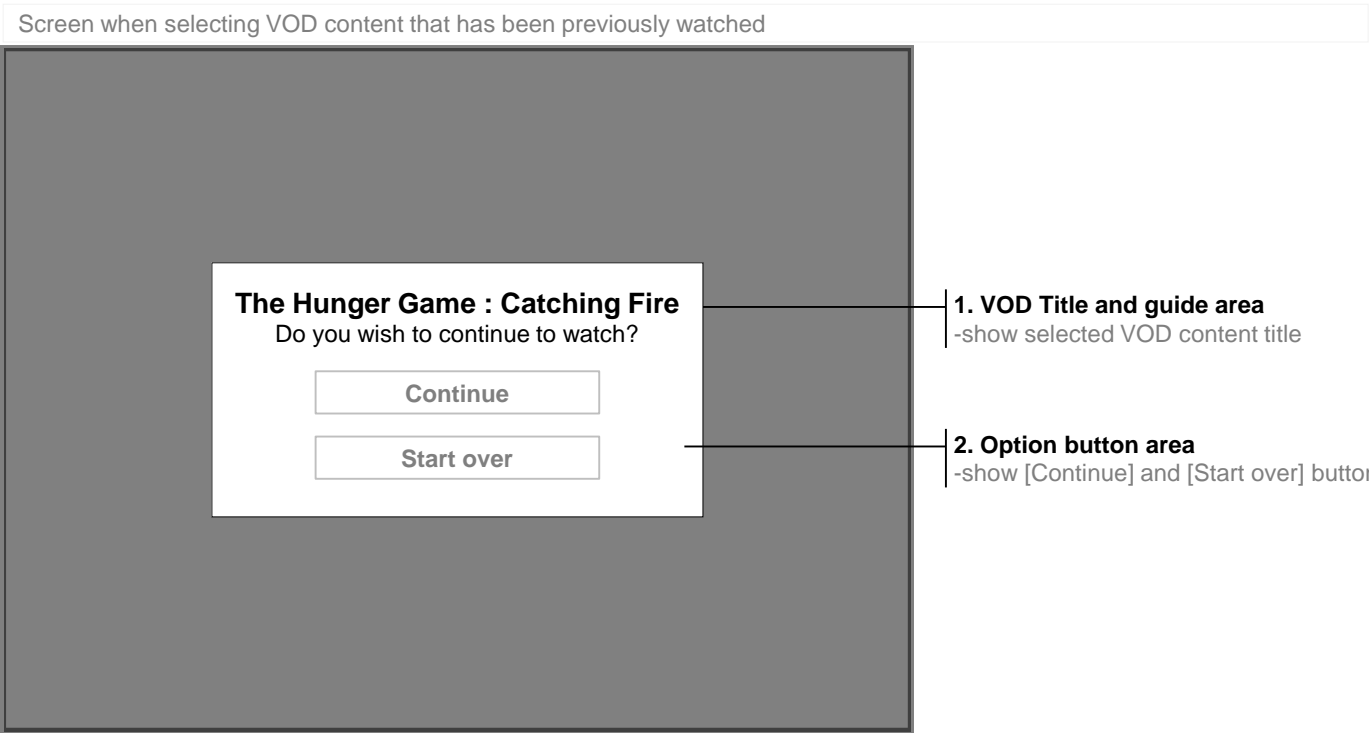


✓how much it has been played, progress bar, amount of time left

• Screen Description & Behavior

- 2. select[option] button: show option for VOD content
 - Show [Hide Subtitle], [Dubbing] button
 - ✓[Hide Subtitle] button changes into [Show Subtitle] button
 - ✓Select [dubbing] button: show popup to select available dubbing language
- select [VOD information] button: show VOD information popup
- 2. select [rewind] button: rewind it to 10 seconds
- select [stop] button: show stop video popup
- select [fast forward] button: fast-forward it to 10 seconds
- select [pause] button: pause VOD
 - select [play] button: play the paused screen
- Select or slide the play bar button to the right or to the left: rewind/fast forward current program
- Select [back] button: show stop catch up popup

3.6.4 Continue Watch VOD / Catch Up

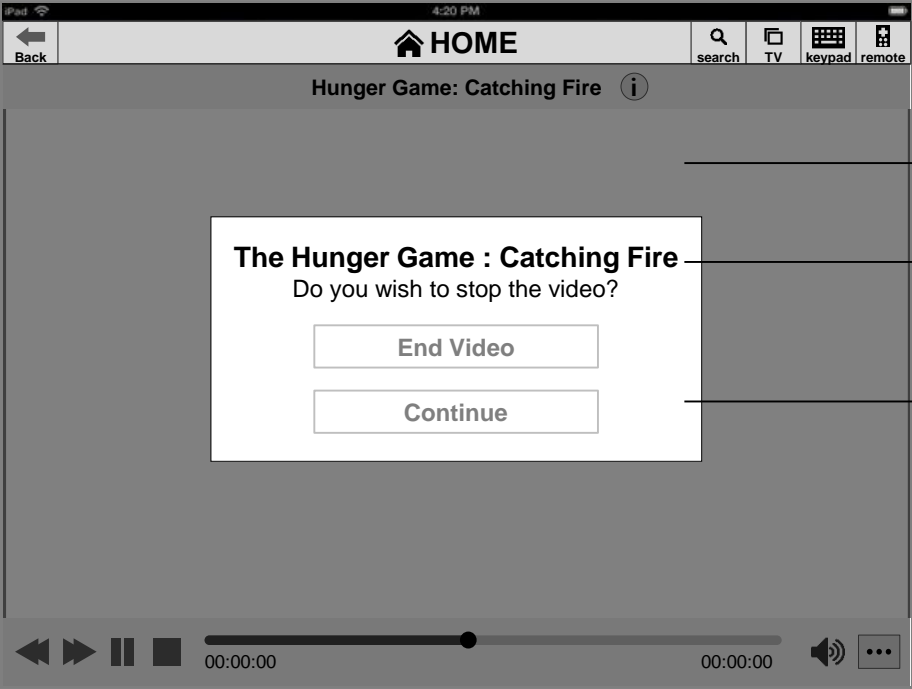


• **Screen Description & Behavior**

- 2. select [Continue]: play video from paused moment
select [Start over]: play the video from the beginning
- If there are no key action for 5 min. close video and show previous screen [\[Video play _common rule\]](#)

3.6.5 Stop Catch Up Popup

Screen when selecting [stop] button when watching catch up service

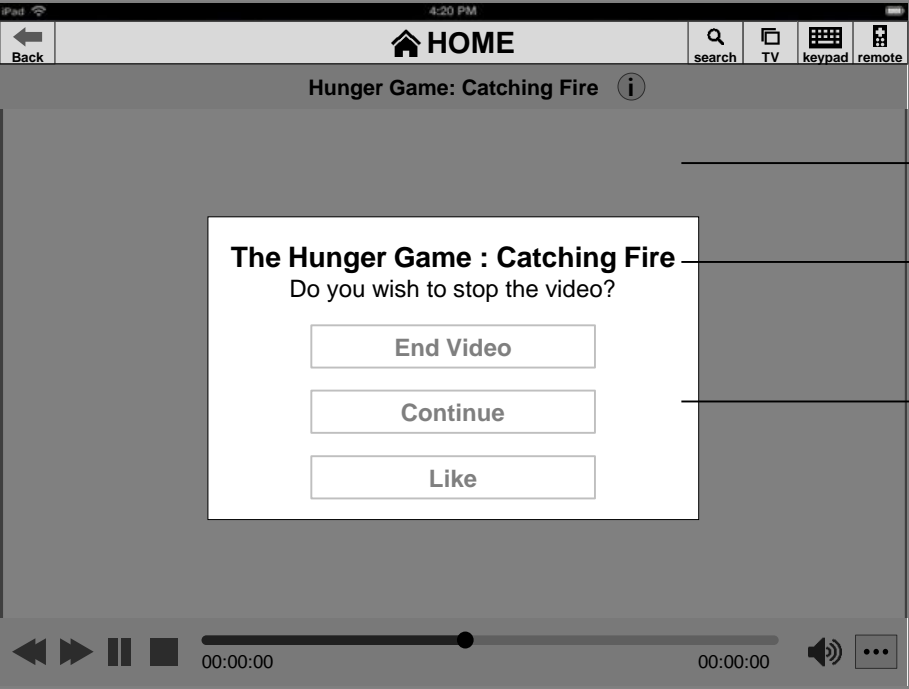


- 2. Current Screen**
 - pause current screen
 - dim out current screen
- 1. Catch Up Title and guide area**
 - show selected content title
- 3. Option button area**
 - Show [End Video], [Continue] option button

- **Screen Description & Behavior**
 - 3. select [End Video]: current video automatically closes and show previous VOD Information screen
 - There is nothing playing on the background of VOD information popup or menu cover with iframe
 - 3. select [Continue]: close current popup and show video that is playing previously

3.6.6 Stop VOD Popup : Single VOD

Screen when selecting [stop] button



- 2. Current Screen**
 - pause current screen
 - dim out current screen
- 1. VOD Title and guide area**
 - show selected VOD content title
- 3. Option button area**
 - Show [End Video], [Continue], [Like] option button

- **Screen Description & Behavior**
 - 3. select [End Video]: current video automatically closes and show previous VOD Information screen
 - There is nothing playing on the background of VOD information popup or menu cover with iframe
 - 3. select [Continue]: close current popup and show video that is playing previously
 - select [Like]: grade current VOD (can not select more than once)

3.6.6 Stop VOD Popup : Series VOD

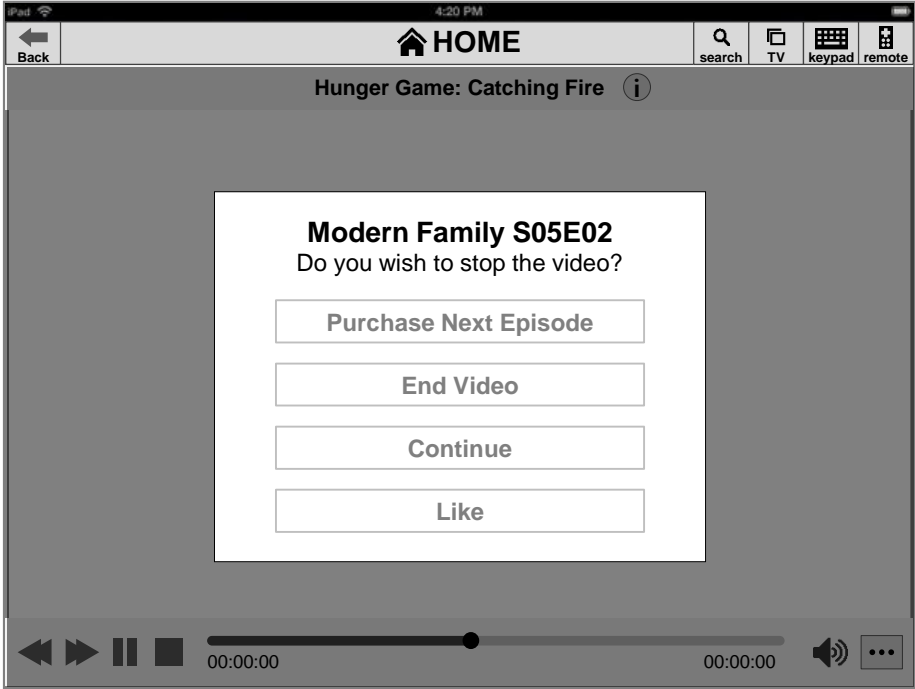
Popup when trying to stop watching series VOD (select [stop] or [back] button)



<purchased whole series / already purchased next episode>

• **Screen Description & Behavior**

- select [watch next Episode]: play the next episode



<did not purchase whole series / next episode>

• **Screen Description & Behavior**

- select [Purchase Next Episode] button: show purchase popup

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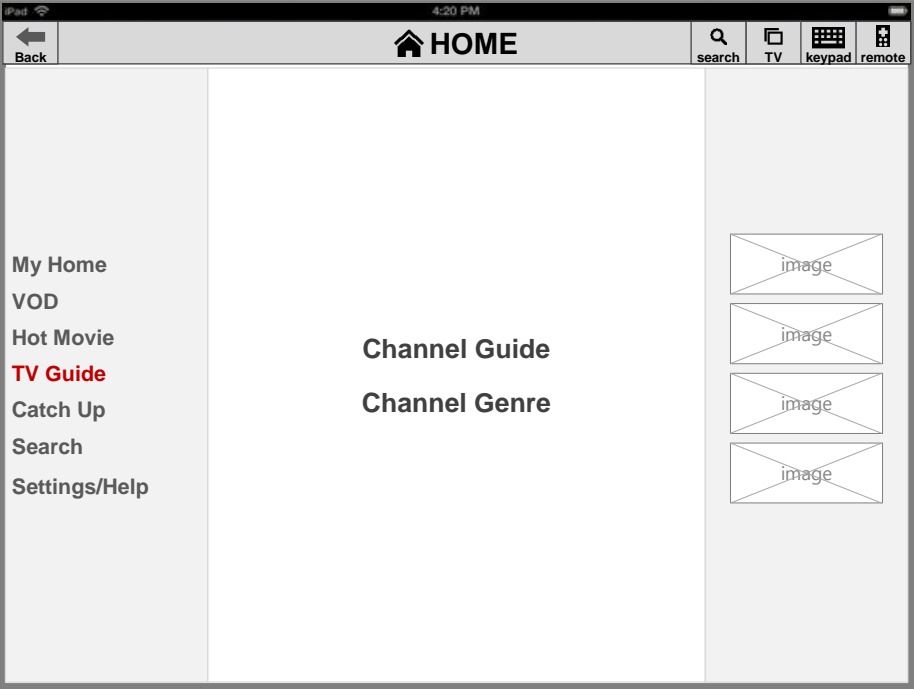
/ Service Scenario

3.7 TV Guide



3.7.1 TV Guide

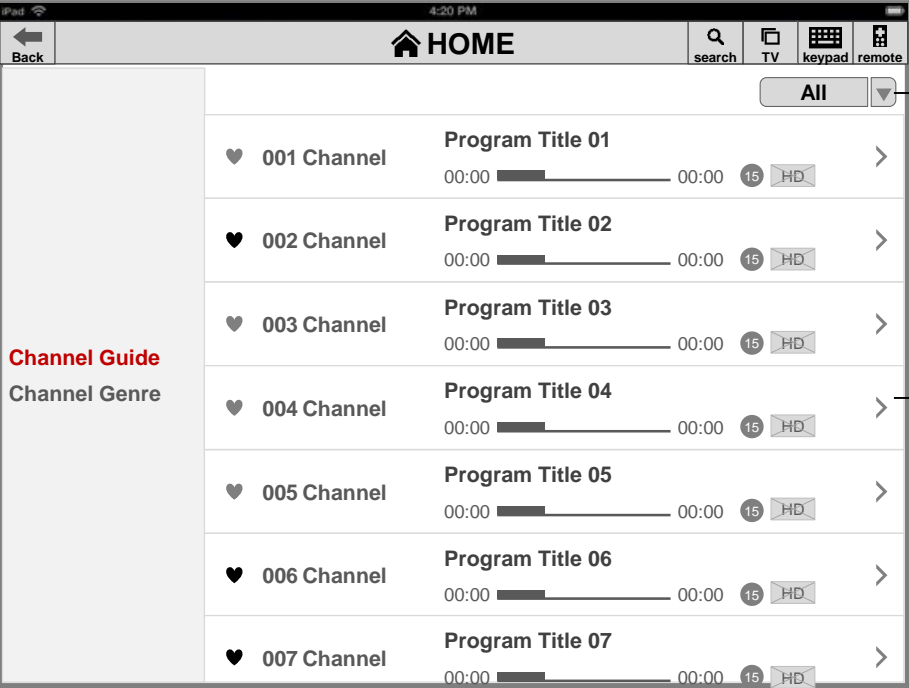
Screen after selecting “TV Guide” menu



- **Screen Description & Behavior**
 - 1. select [back]button or flick from left to right direction in previous depth section: show previous menus [\[common rule\]](#)
 - 1. select previous menus in previous menu section: show each menu’s subordinate depth in the center (current menu section) [\[common rule\]](#)
 - 2. select current menus: move to relevant menu [\[common rule\]](#)

3.7.2 Channel Guide: Current Program

Screen after selecting “Channel Guide” menu



1. Channel Sorting Button

- initial soring: all
 - sorting categories: all, favorite, and HD Channel
- Drop box for channel sorting button
Show the selected category
Show all/Favorite/HD category

2. Channel List

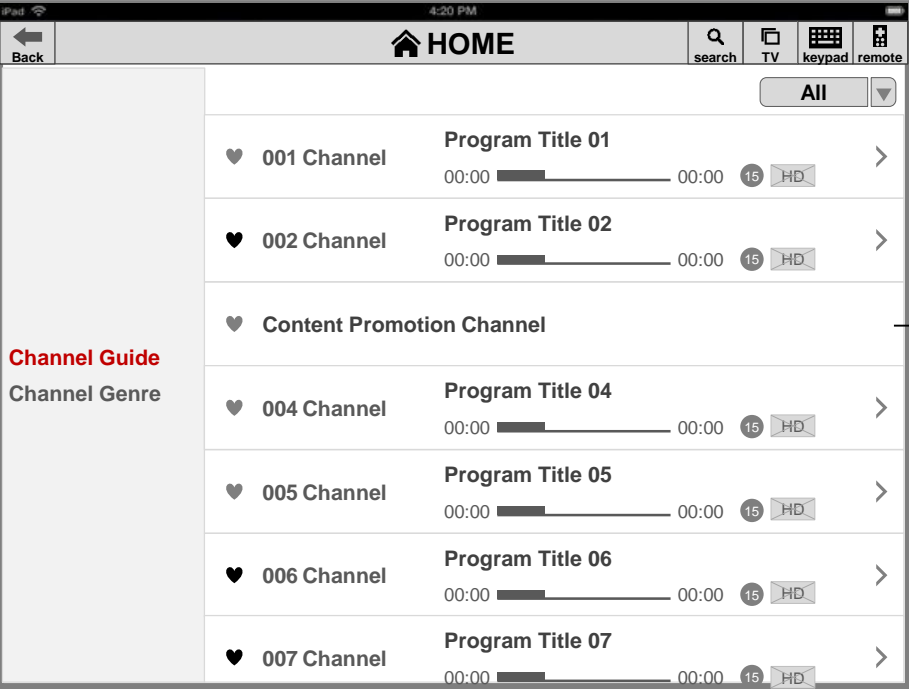
- show channel list in ascending order of channel number
- show [favorite] button, channel number, channel logo, program title, start/end time, progress bar, rating, HD icon, next indicator
 - ✓ [favorite] button is toggle

• Screen Description & Behavior

- 1. select channel sorting button: show drop box of channel sorting category
the initial sorting is All category
after selecting the category, leave this page, and re-enter the lastly selected sorting option remains
- 2. select channel list: tune to relevant channel
select [next] button: show relevant channel's future program list
select [favorite] button
 - registered as favorite channel: remove from favorite channel
 - Unregistered as favorite channel: add to favorite channel

3.7.2 Channel Guide: Content Promotion Channel

Screen after selecting “Channel Guide” menu



1. Content Promotion Channel

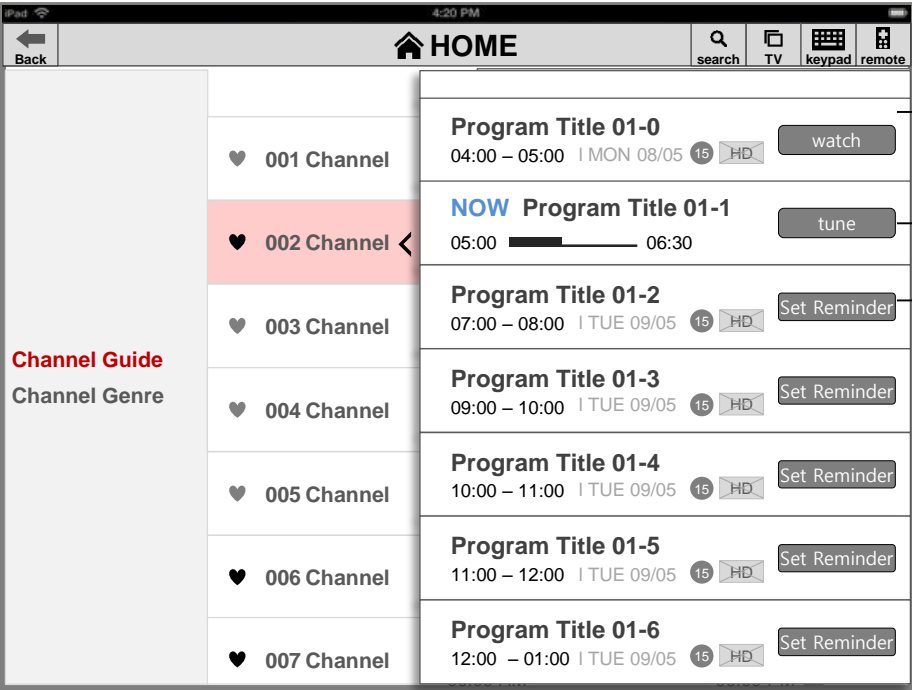
- [favorite] button, channel number, channel logo, program title
 - ✓ [favorite] button is toggle
 - ✓ Content Promotion Channel title is default

• Screen Description & Behavior

- 1. select Content Promotion Channel: tune to relevant channel

3.7.2 Channel Guide: Program List

Screen after selecting current program list



1. Catch Up Program List

- show one previous program indicating the channel supports catch up service
- show program title, rating, HD icon, start/end time, date(DATE DD/MM) and [watch] button
- ✓date : if catchup program of today, show 'Today'

2. Current Program List

- show NOW icon, program title, rating, HD icon, start/end time, progress bar, and [tune] button

3. Future Program List

- show in ascending order of starting time (recent to latter)
- show program title, rating, HD icon, start/end time, date(DATE DD/MM) and [set reminder] button(toggle)
- ✓date : if future program of today, show 'Today'

Overlapped Reserved Program

'Program Title 10' is already reserved at the same time.
Do you wish to delete this program from reservation?

Yes

No

<reserve program overlapped popup>

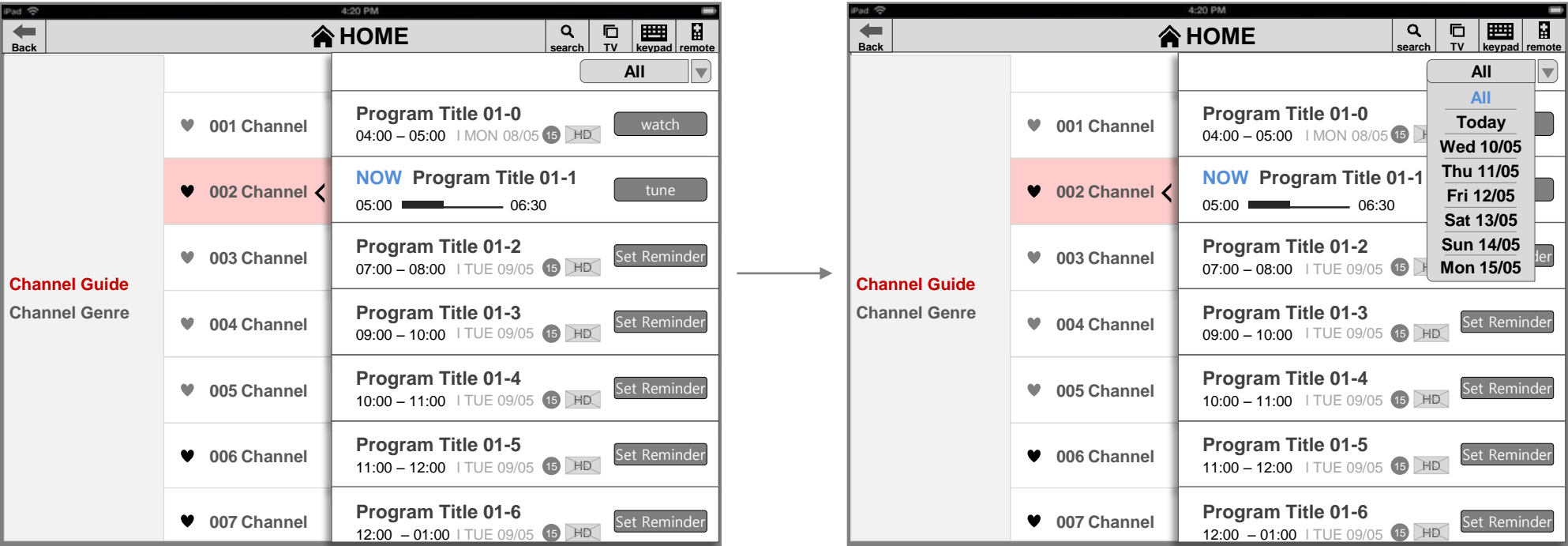
• Screen Description & Behavior

- 1. select program list: show relevant program's information popup
select [watch] button
 - if relevant channel list is purchased for catch up service, show relevant program (check [3.7.7 Watch Catch Up: Tap](#))
 - If relevant channel list is not purchased for catch up service, show service upgrade pop (check [3.7.6 Catch Up: Upgrade Catch Up](#))
- 2. select program list: show relevant program's information popup
select [tune] button
 - If the tablet is connected with the STB show the TV connect popup (check [2.9 TV Connect: From Tablet to TV](#))
 - If the tablet is not connected with the STB play the relevant program

- 3. select program list show relevant program's information popup
select [reserve] button: add or remove from reserved program list
 - If there is already a reserved program at the same time, show reserve program overlapped program
 - In reserved program overlapped popup select [Yes] button: delete the previously reserved program and reserve the recently added program
 - In reserved program overlapped popup select [No] button: maintain previously reserved program in program reservation

3.7.2 Channel Guide: Program List

Channel Sorting : Choose date function

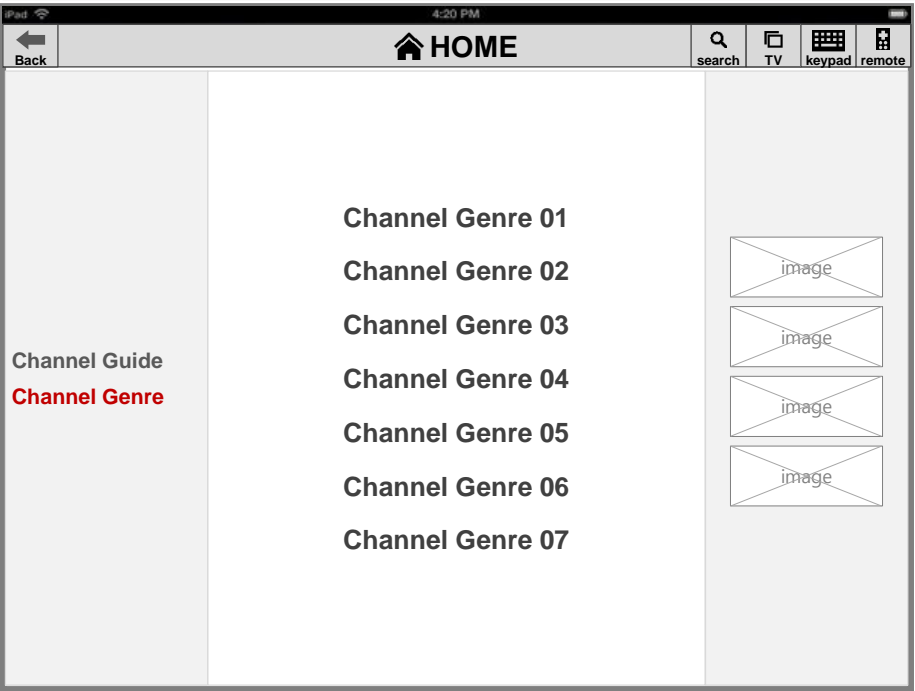


• Screen Description & Behavior

- select channel sorting button: show drop box of channel sorting category
 - the initial sorting is the 'All' option
 - after selecting the date option, leave this page, and re-enter show 'all' of the program list
 - When scrolls up and down the list, and this area is always shown (fixed)

3.7.3 Channel Genre

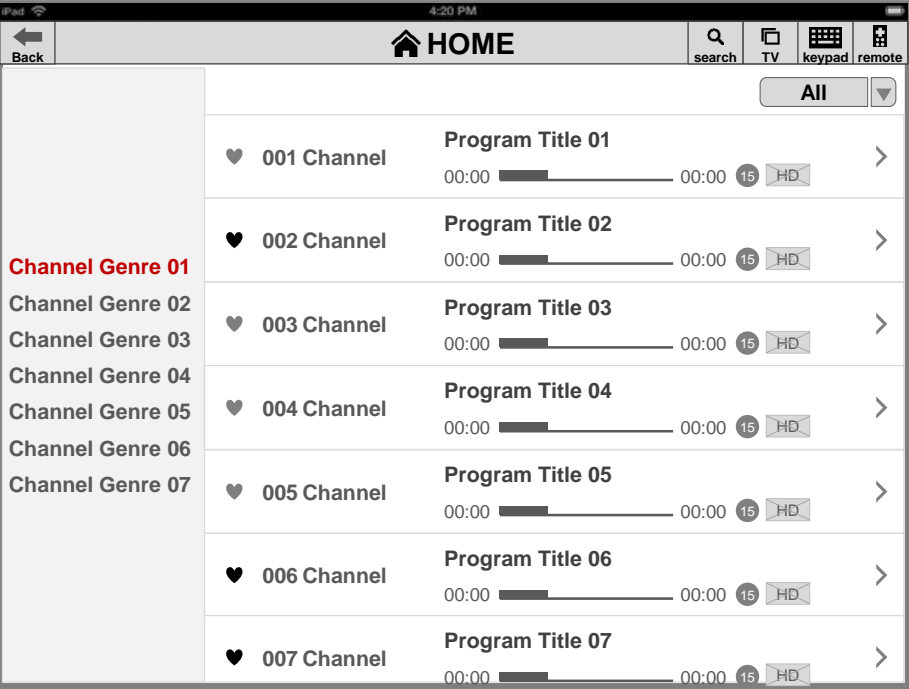
Screen after selecting “Channel Genre” menu



- **Screen Description & Behavior**
 - 1. select [back]button or flick form left to right direction in previous depth section: show previous menus [\[common rule\]](#)
 - 1. select previous menus in previous menu section: show each menu’s subordinate depth in the center (current menu section) [\[common rule\]](#)
 - 2. select current menus: move to relevant menu [\[common rule\]](#)

3.7.3 Channel Genre: Current Program

Screen after selecting “Channel Genre” menu



- **Screen Description & Behavior**
 - 1. select channel sorting button: show drop box of channel sorting category
the initial sorting is All category
after selecting the category, leave this page, and re-enter the lastly selected sorting option remains
 - 2. select channel list: show relevant channel's future program list (check [3.7.3 Channel Guide: Future Program](#))
select [favorite] button
 - registered as favorite channel: remove from favorite channel
 - Unregistered as favorite channel: add to favorite channel
 - 3. select [next] button: show relevant channel's program list (check [3.7.2 Channel Guide: Program List](#))

Chapter 3.

/ Service Scenario

3.8 Catch Up



3.8.1 Channel List

Screen after selecting “Catch Up” menu

1. Channel List

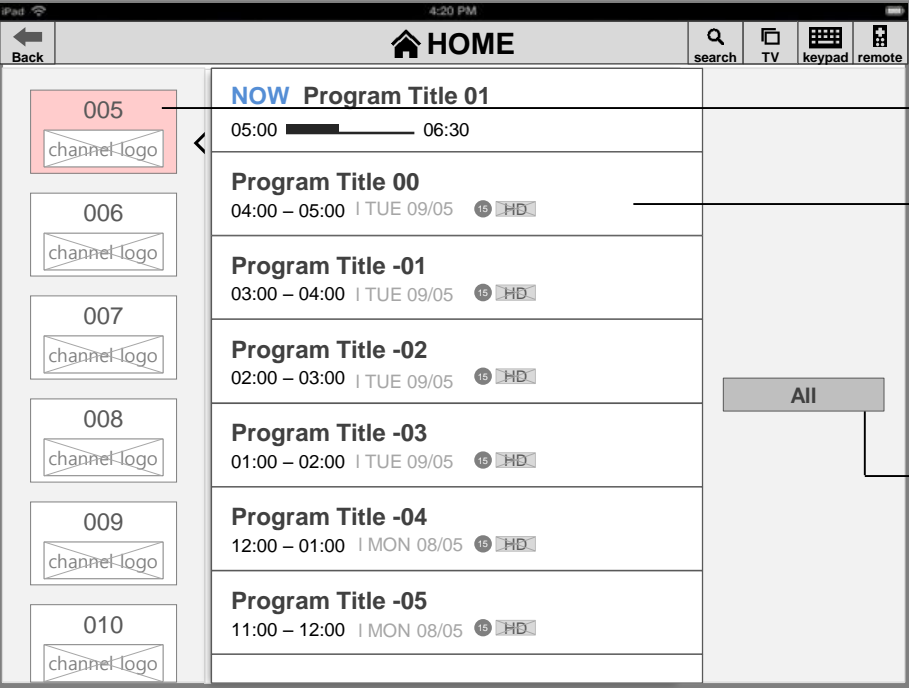
- show catch up channel list
- show channel list in ascending order of channel number
- show channel number, channel logo

• Screen Description & Behavior

- 1. select channel list
 - If the channel is purchased for catch up: show program list of relevant channel (check [3.7.6 Catch Up: Program List](#))
 - If the channel is not purchased for catch up: show service upgrade popup (check [3.7.6 Catch Up: Upgrade Catch Up](#))

3.8.2 Program List

Screen after selecting a channel



1. Channel List

- show the selected channel on the top of the channel list
- show channel list in ascending order of channel number
- show channel number, channel name

2. Catch Up Program List

- show the selected channel's catch up program list
- show program list in descending order of program starting list
 - ✓ Now>previous channel list
- Now program: show NOW icon, program title, start/end time, progress bar
- previous program: show program title, start/end time, date(DD/MM), rating, HD icon
 - ✓ date : if previous program of today, show 'Today'

3. Selecting date area

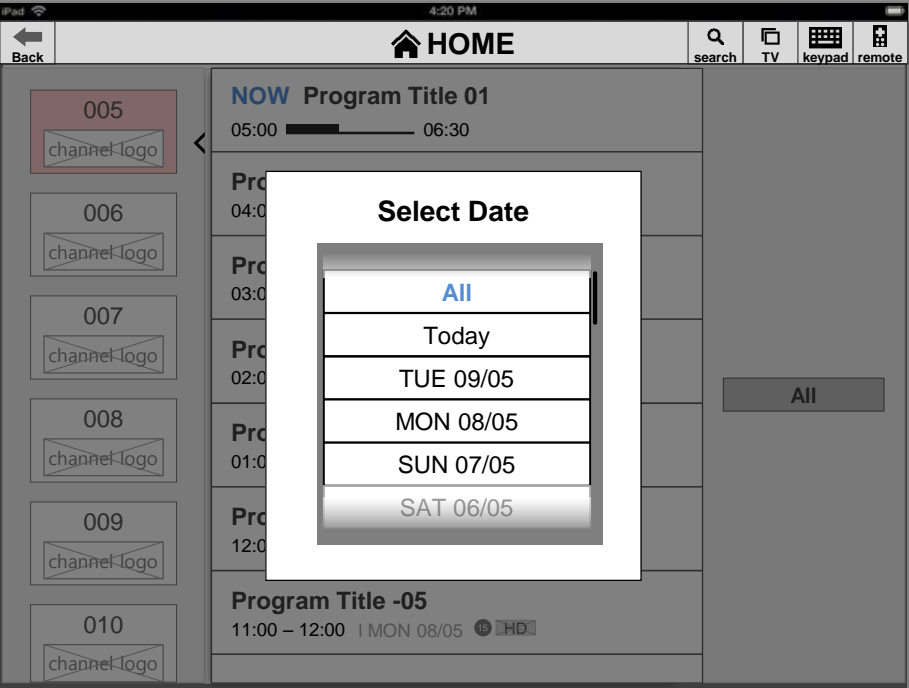
- show the button to select a date for catch up service
- the date will be shown 1 week prior since current date
- show select a date
 - ✓ Show Today and previous day and date
 - ✓ Show in recent date order

• Screen Description & Behavior

- 1. select channel list: show relevant channel list's catch up program list
flick up/down: show more channel lists
- 2. select catch up program list: play selected program as catch up program play
- 3. select channel sorting button: show popup of channel sorting category by date

3.8.2 Program List

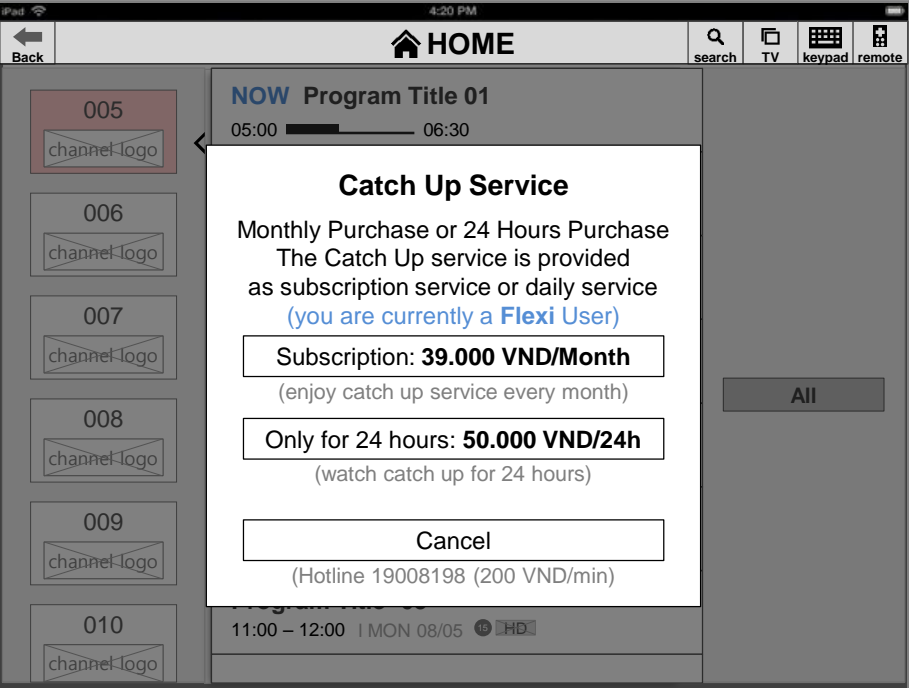
Screen after selecting date function



- **Screen Description & Behavior**
 - the initial sorting is the ‘All’ option
 - after selecting the date option, leave this page, and re-enter show ‘all’ of the program list

3.8.3 Catch up : Purchase

Screen after selecting date function

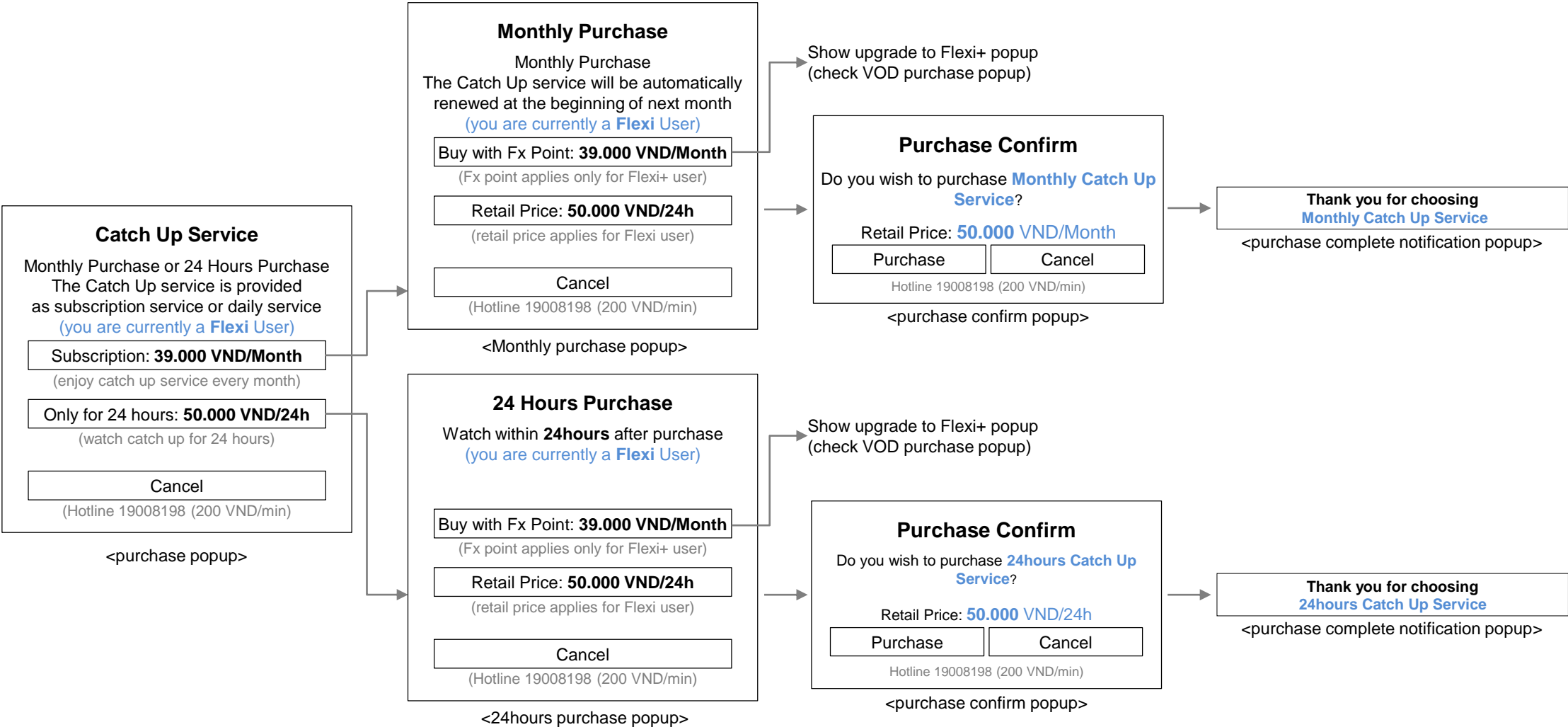


- **Screen Description & Behavior**
 - the initial sorting is the 'All' option
 - after selecting the date option, leave this page, and re-enter show 'all' of the program list

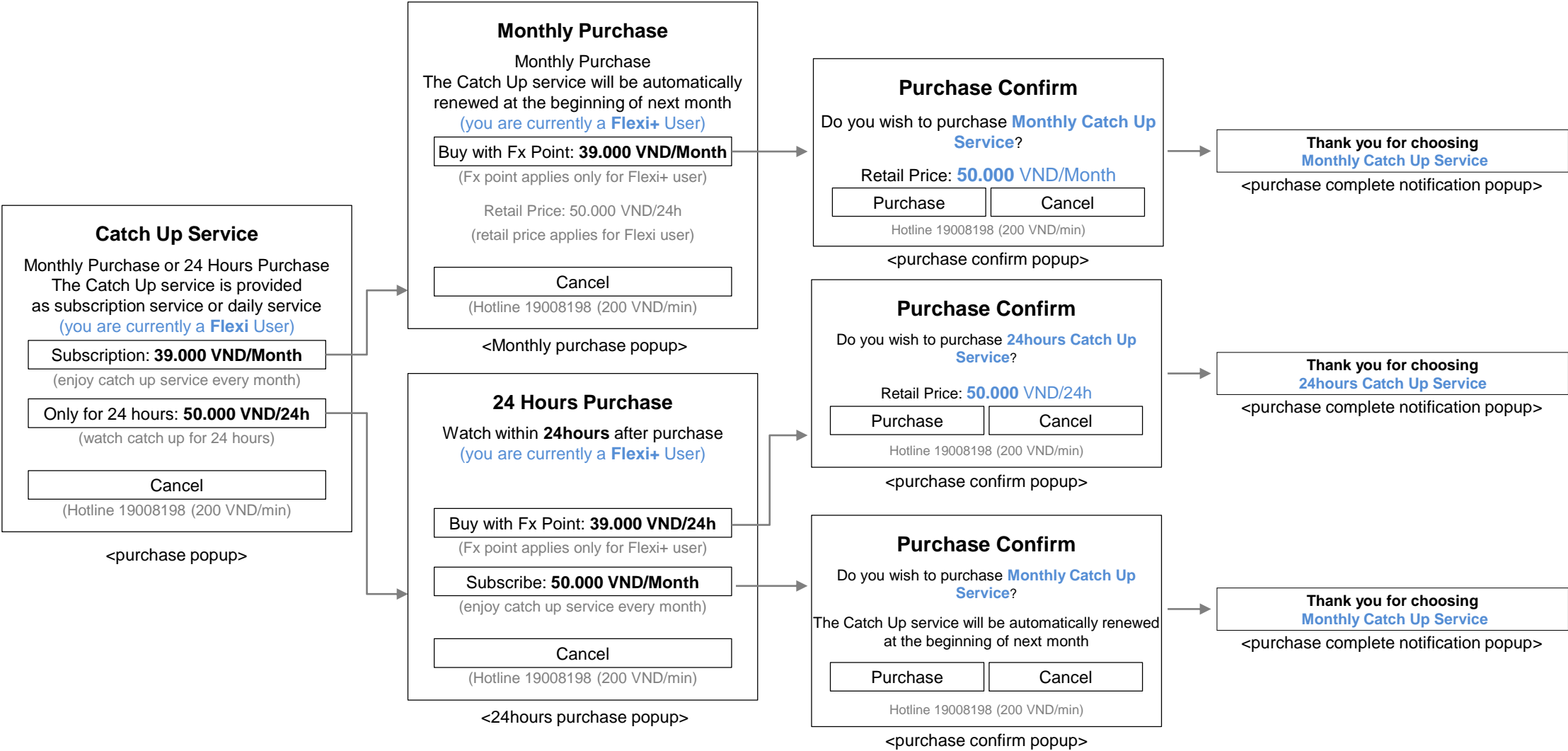
3.8.3 Catch up : Purchase_Flexi

Purchase Process for Catch Up service

- Catch up service is provided as subscription service or watching catch up programs for 24 hours.
- Show purchase popup
 - ✓When the subscription for catch up service is not subscribed
 - ✓When the selected catch up program has more playing time than the available time of catch up service, if already purchased the 24 hours catch up service



3.8.3 Catch up : Purchase_Flexi+



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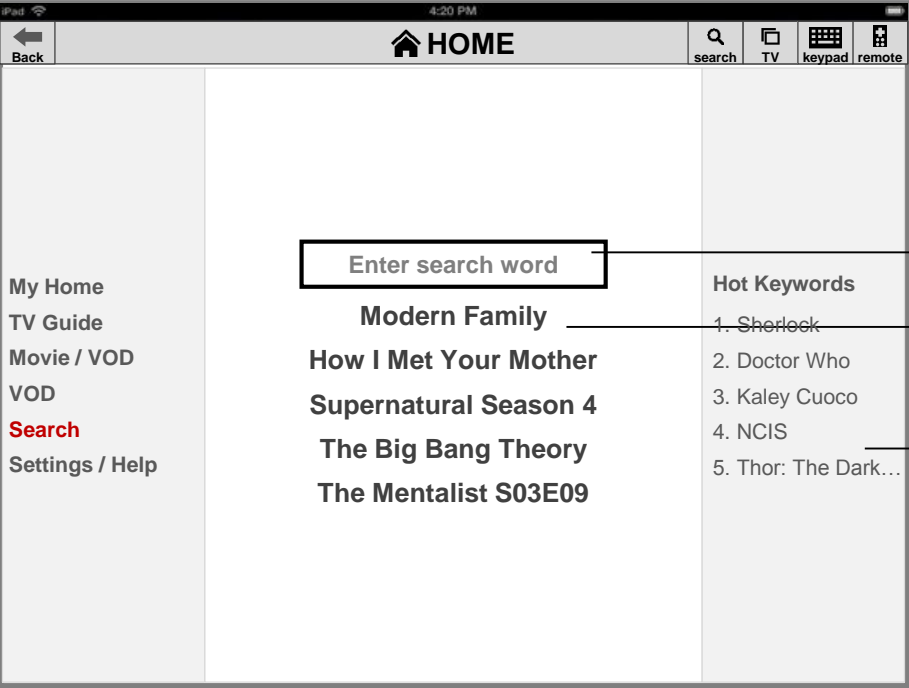
/ Service Scenario

3.9 Search



3.9.1 Search

Screen after selecting “Search” menu

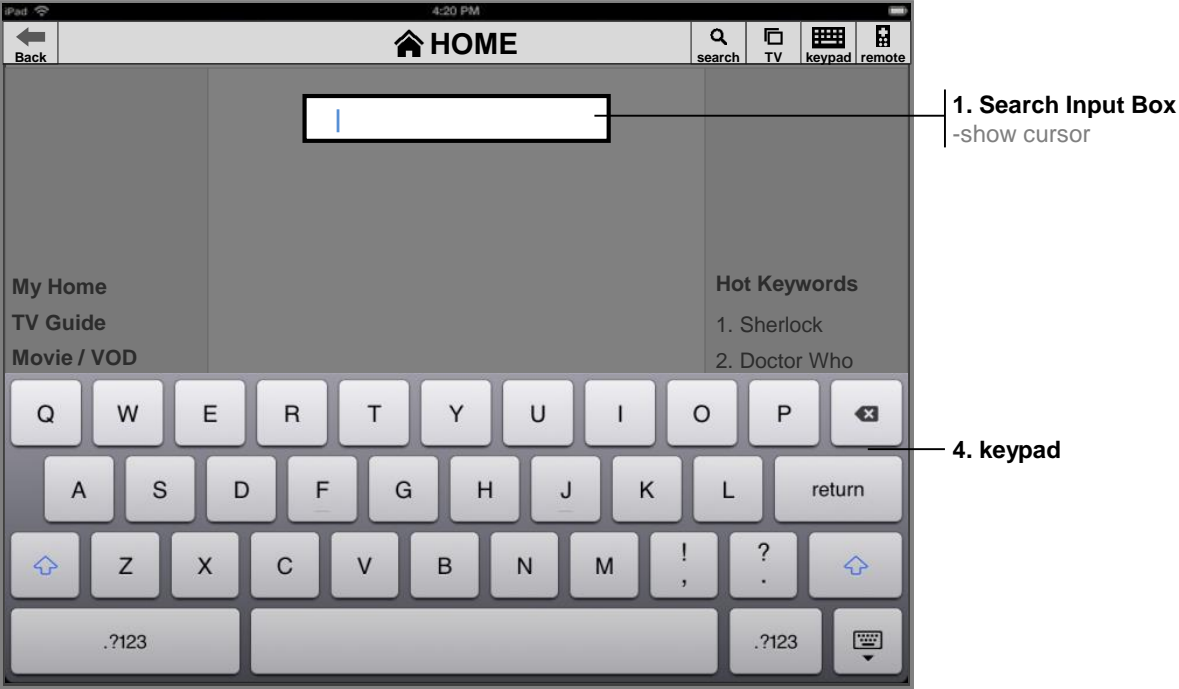


- 1. Search Input Box**
-show 'Enter search word' guide words
- 2. Search History section**
-show 5 recently searched search words
-only search words that has results can be shown
-show in recent order
- 3. Hot Key Words section**
-show hot key words in Top5 order

- **Screen Description & Behavior**
 - 1. select search input box: show entering popup screen with the keypad
 - 2/3. select each search word: show relevant search results

3.9.2 Search Input Box Popup

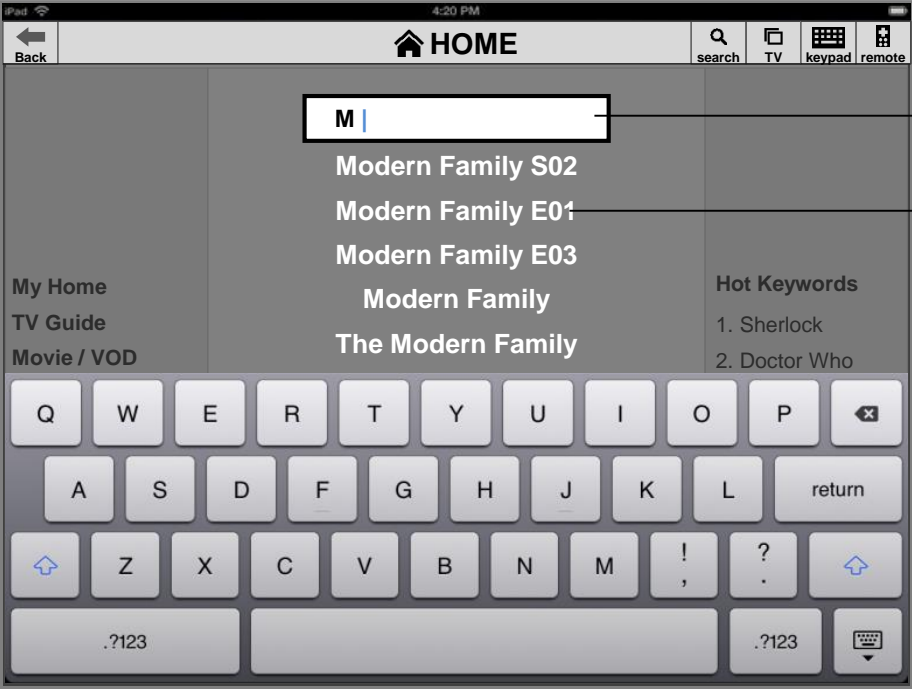
Screen after selecting search input box



- **Screen Description & Behavior**
 - Show search input box and keypad
 - Select [back] button or select outside of search input box or the keypad: close search input popup mode and show previous page
 - 1. select search input box: no respond
 - 4. enter search word: show auto complete words

3.9.2 Search Input Box Popup: Auto Complete

Screen after entering



1. Search Input Box

-show entering word and cursor

2. Auto Complete Section

-show 5 auto complete search words max.

-show the auto complete search words in recent> famous> abc orer

• Screen Description & Behavior

- Show 5 search words max. for auto complete search word
- Show the auto complete search words in recent> famous> abc order
- Select search word: show relevant search word's result screen

• Screen Description & Behavior

- 1. select search input box: no respond
- 2/3. select each search word: show relevant search results
- 1. Search history section changes to auto complete search words when entering words
 - when entering words_ search history section changes into auto complete section
 - auto complete words show 5 max. and show in keywords that are popular in recent order

3.9.2 Enter Search Word

- Screen with auto complete search words



• Screen Description & Behavior

- Show 5 search words max. for auto complete search word
- Show the auto complete search words in recent> famous> abc order
- Select search word: show relevant search word's result screen

- Screen with no auto complete search word

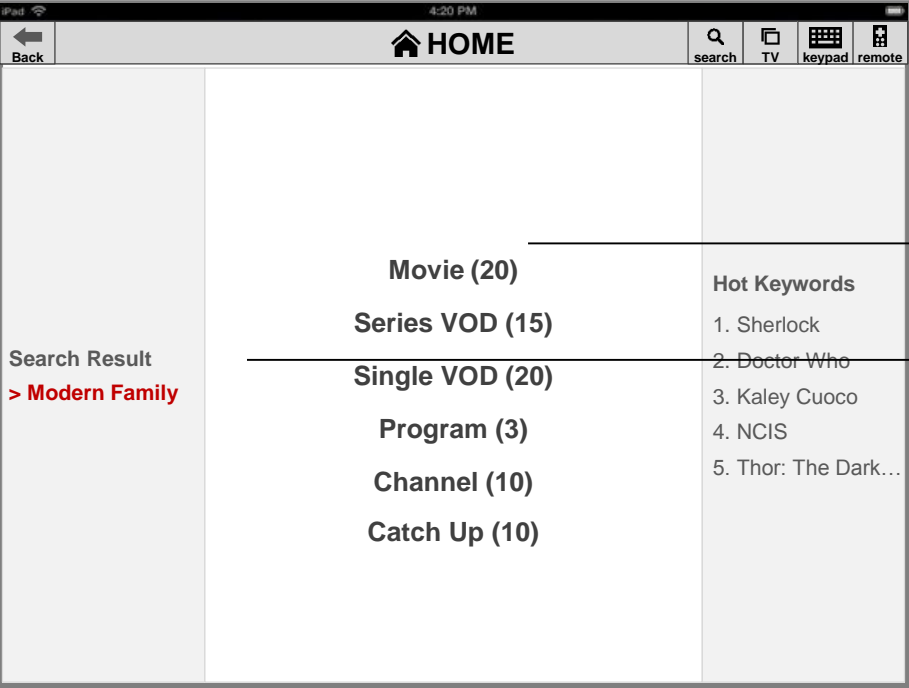


• Screen Description & Behavior

- Leave the area in blank if there are no search words

3.9.3 Search Results: Categories

Screen after entering search word



1. Search Result Categories

- show search result in categories: movie, series VOD, single VOD, program, channel, Catch up
- show number of searched result next to each category

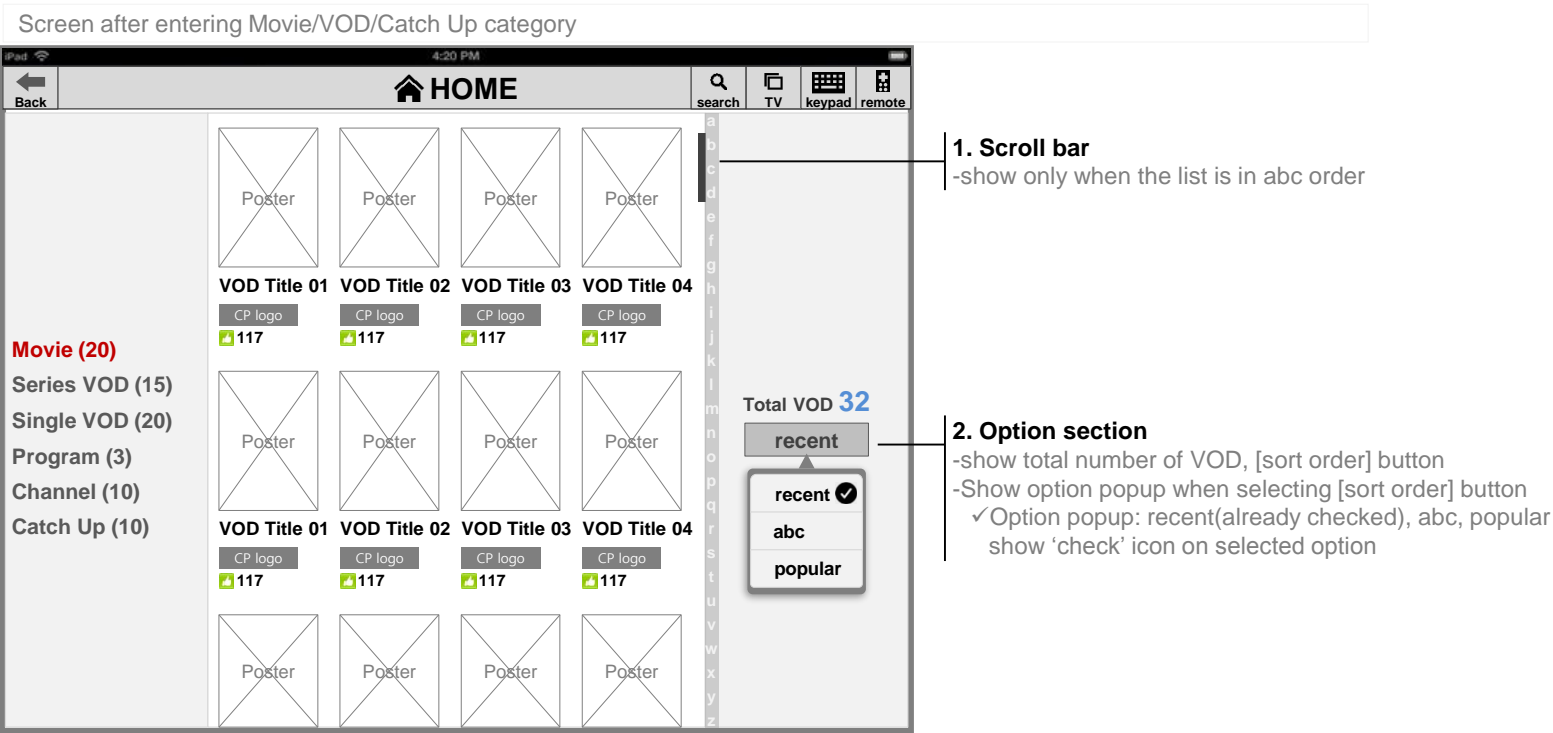
2. Searched Word

- show searched word relevant to search result

• Screen Description & Behavior

- 1. select each category: show relevant screen of each category
- 2. select searched word: no respond
- Select hot key word: change into the selected word's search result

3.9.3 Search Results: Movie/VOD/Catch Up

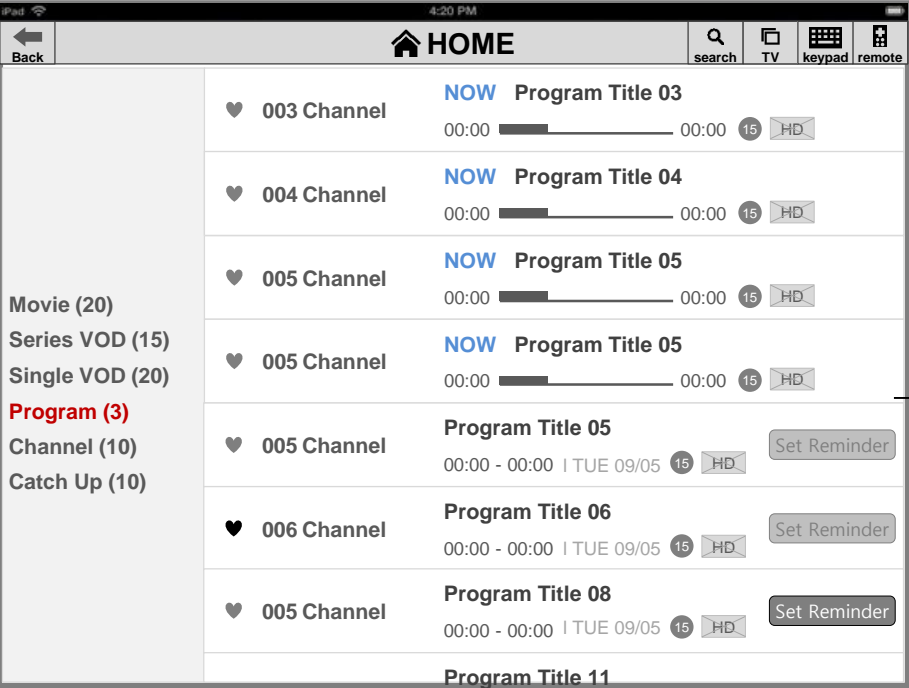


• Screen Description & Behavior

- select each category: show relevant screen of each category
- Movie / VOD / Catch Up categories: show VOD list in poster view
- Select content: show relevant information popup
- 2. select [sort order] button: show option popup
- After leaving current VOD list screen and re-enter the VOD list, maintain the recently modified order
ex) if the VOD list was sorted in abc order, maintain in abc order, even if leaving relevant VOD list

3.9.3 Search Results: Program

Screen after selecting program search result category



2. Program List

- show program list in recently starting order
- current program: [favorite] button, channel number, channel name, 'NOW' icon, program title, start/end time, progress bar, rating, HD icon
- future program: [favorite] button, channel number, channel name, program title, start/end time, date(DD/MM), rating, HD icon, [set reminder] button (toggle)
 - ✓ [favorite] and [set reminder] button is toggle
 - ✓ date : if future program of today, show 'Today'

• Screen Description & Behavior

- 2. select program list: show relevant program's information popup
- 2. select [set reminder] button: add or remove from reserved program list
 - If there is already a reserved program at the same time, show reserve program overlapped program
 - In reserved program overlapped popup select [Yes] button: delete the previously reserved program and reserve the recently added program
 - In reserved program overlapped popup select [No] button: maintain previously reserved program in program reservation

3.9.3 Search Results: Channel

Screen after selecting channel search result category

Back

HOME

search

TV

keypad

remote

Movie (20)

Series VOD (15)

Single VOD (20)

Program (3)

Channel (10)

Catch Up (10)

All

▼

♥ 001 Channel

Program Title 01

00:00

00:00

15

HD

>

♥ 002 Channel

Program Title 02

00:00

00:00

15

HD

>

♥ 003 Channel

Program Title 03

00:00

00:00

15

HD

>

♥ 004 Channel

Program Title 04

00:00

00:00

15

HD

>

♥ 005 Channel

Program Title 05

00:00

00:00

15

HD

>

♥ 006 Channel

Program Title 06

00:00

00:00

15

HD

>

♥ 007 Channel

Program Title 07

00:00

00:00

15

HD

>

1. Channel Sorting Button

-initial soring: all

-sorting categories: all, favorite, and HD Channel

All

▼

All

✓

Favorite

HD

Drop box for channel sorting button

Show the selected category

Show all/Favorite/HD category

2. Channel List

-show channel list in ascending order of channel number

-show [favorite] button, channel number, channel logo, program title, start/end time, progress bar, rating, HD icon, next indicator

✓ [favorite] button is toggle

• Screen Description & Behavior

- 1. select channel sorting button: show drop box of channel sorting category
the initial sorting is All category
after selecting the category, leave this page, and re-enter the lastly selected sorting option remains
- 2. select channel list: tune to relevant channel
select next indicator: show relevant channel's future program list
select [favorite] button
 - registered as favorite channel: remove from favorite channel
 - Unregistered as favorite channel: add to favorite channel

3.9.3 Search Results: Channel_ Future Program

The screenshot shows a TV application interface. On the left is a sidebar menu with categories: 'Movie (20)', 'Series VOD (15)', 'Single VOD (20)', 'Program (3)', 'Channel (10)' (highlighted in red), and 'Catch Up (10)'. The main area is divided into two sections. The top section, titled 'HOME' with a house icon, displays a list of channels from '001 Channel' to '007 Channel'. '002 Channel' is selected and highlighted in pink. The bottom section shows a program schedule for the selected channel, listing programs from 'Program Title 01-0' to 'Program Title 01-6'. Each program entry includes its title, time slot, date, and a button to either 'watch', 'tune', or 'Set Reminder'. The interface is clean with a light gray background and clear typography.

1. Current Program List
-show NOW icon, program title, rating, HD icon, start/end time, progress bar, and [tune] button

2. Future Program List
-show in ascending order of starting time (recent to latter)
show program title, rating, HD icon, start/end time, and [set reminder] button (toggle)

Overlapped Reserved Program

'Program Title 10' is already reserved at the same time.

Do you wish to delete this program from reservation?

Yes

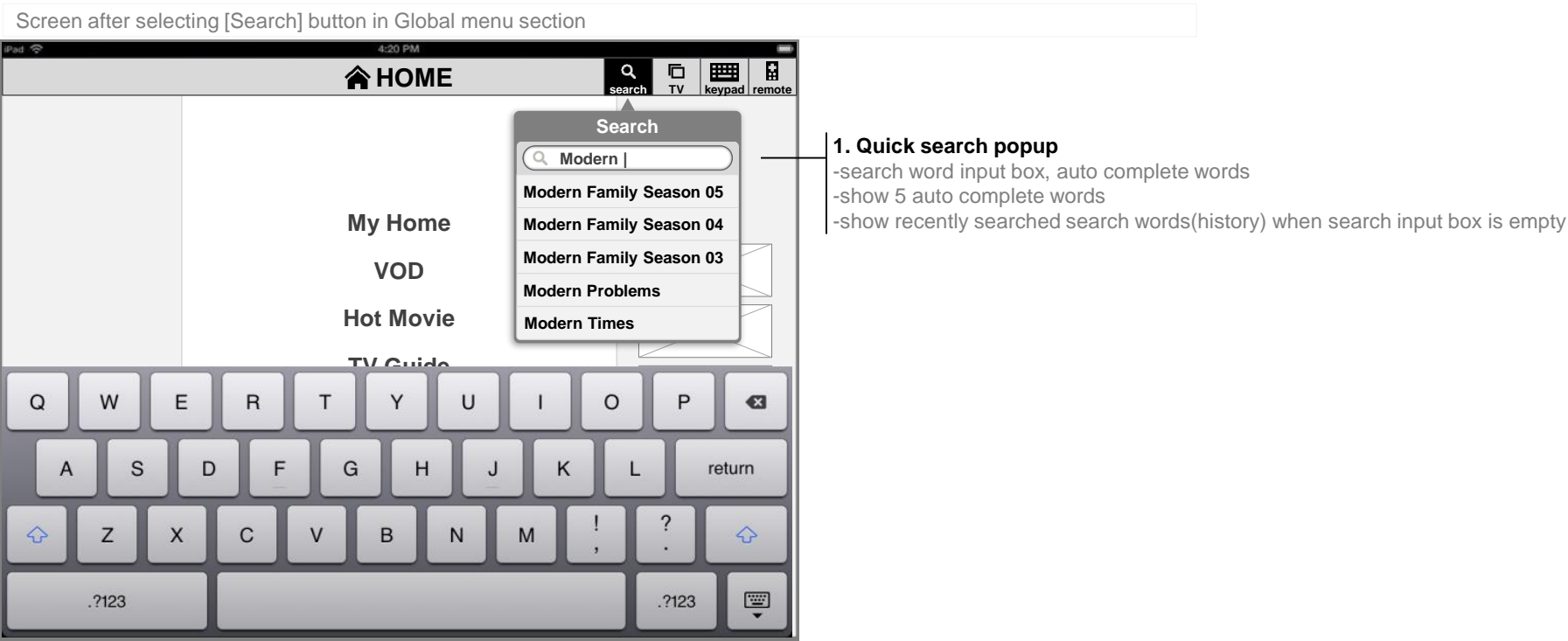
No

```
<reserve program overlapped popup>
```

• Screen Description & Behavior

- In Channel Category search result do not show catch up program only show selected channel's current and future program
 - 1. select program list: show relevant program's information popup select [tune] button
 - If the tablet is connected with the STB show the TV connect popup (check [2.9 TV Connect: From Tablet to TV](#))
 - If the tablet is not connected with the STB play the relevant program
- select [reserve] button: add or remove from reserved program list
 - If there is already a reserved program at the same time, show reserve program overlapped program
 - In reserved program overlapped popup select [Yes] button: delete the previously reserved program and reserve the recently added program
 - In reserved program overlapped popup select [No] button: maintain previously reserved program in program reservation

3.9.4 Quick Search



• **Screen Description & Behavior**

- Select [search] button in global menu: close quick search popup
- 1. select search words in search history section / auto complete word section: move to relevant search result screen

Chapter 3.

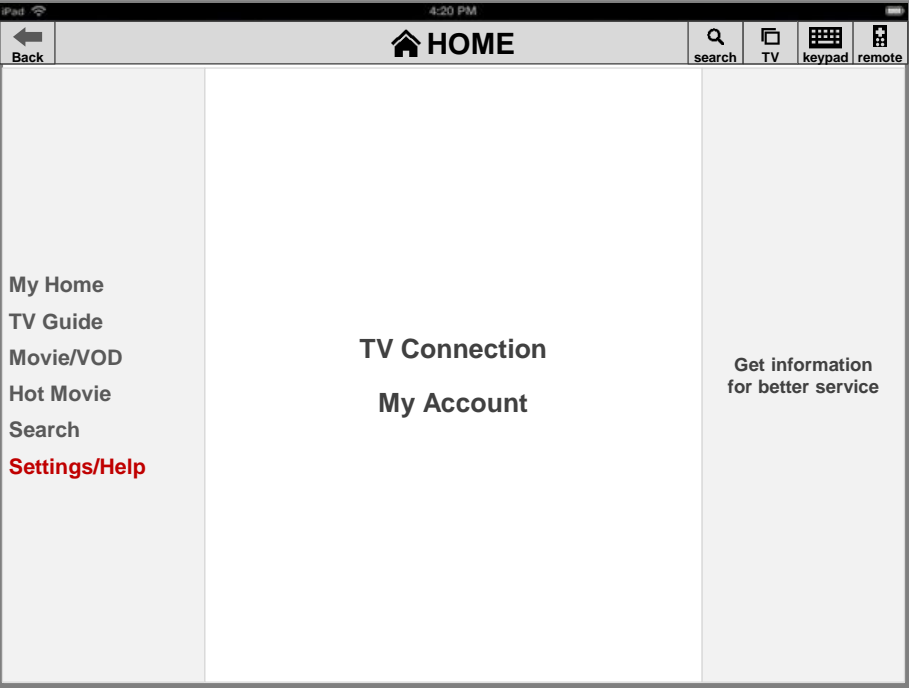
/ Service Scenario

3.10 Settings / Help



3.10.1 Settings / Help

Screen after selecting “Settings / Help” menu



- **Screen Description & Behavior**
 - select [back]button or flick form left to right direction in previous depth section: show previous menus [\[common rule\]](#)
 - select previous menus in previous menu section: show each menu’s subordinate depth in the center (current menu section) [\[common rule\]](#)
 - select current menus: move to relevant menu [\[common rule\]](#)
 -

3.10.2 TV Connection

Screen after selecting “TV Connection” menu

TV Connection
My Account

Connected TV
STB# 01.

Connect New TV

Connect with your TV for more service
You can continue to watch
on your mobile device or TV

1. Connect TV
-show connected STB name
-if there are no STB connected show
There are no TV Connected

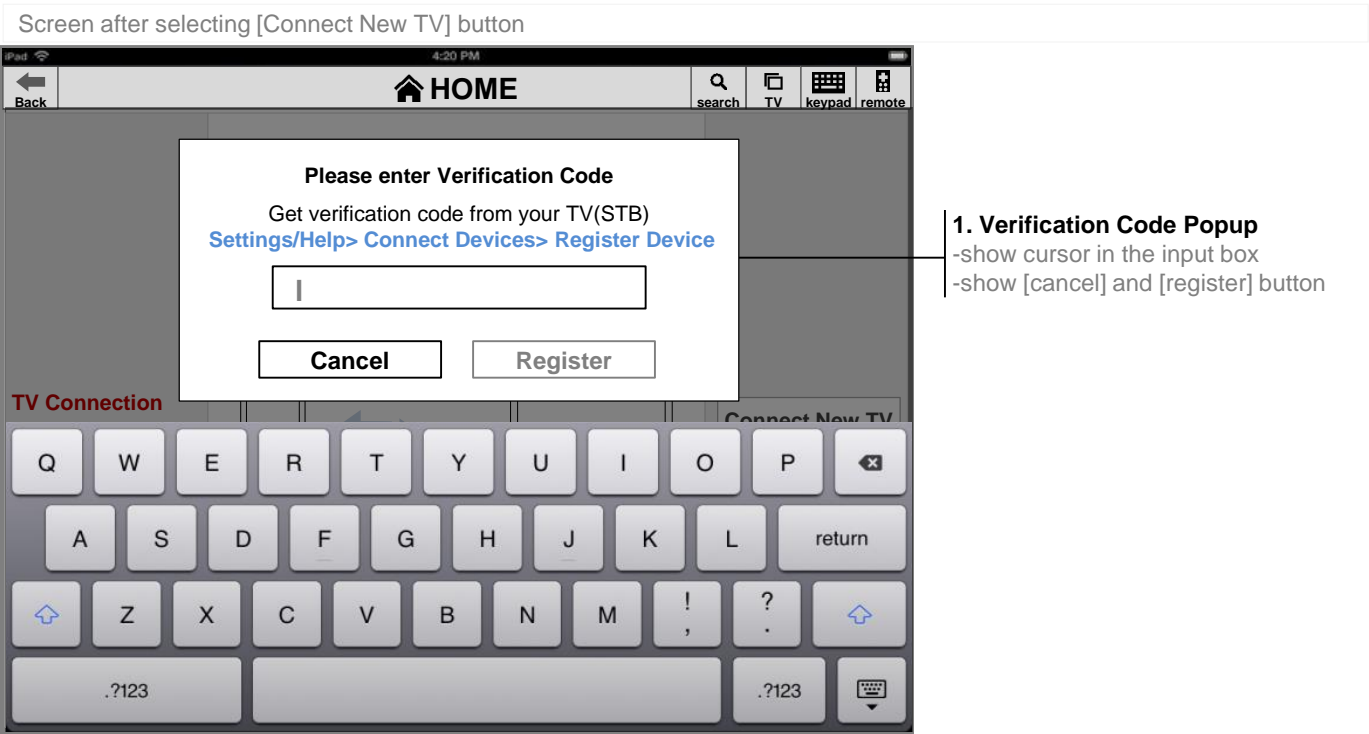
3. [Connect New TV] button

2. Notification guidelines
-explain about connecting to TV

• Screen Description & Behavior

- 3. select [Connect New TV] button: show OTP(One Time Password) certification popup

3.10.2 TV Connection: Connect New TV

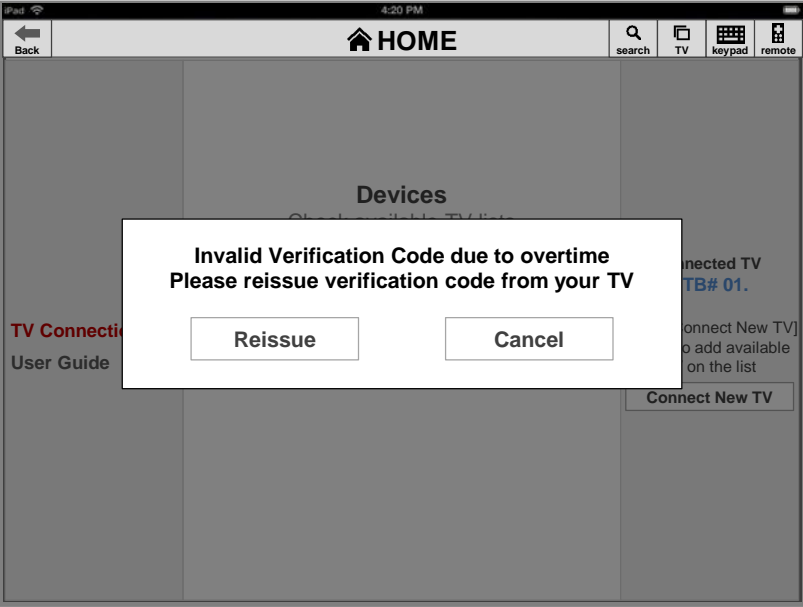


• Screen Description & Behavior

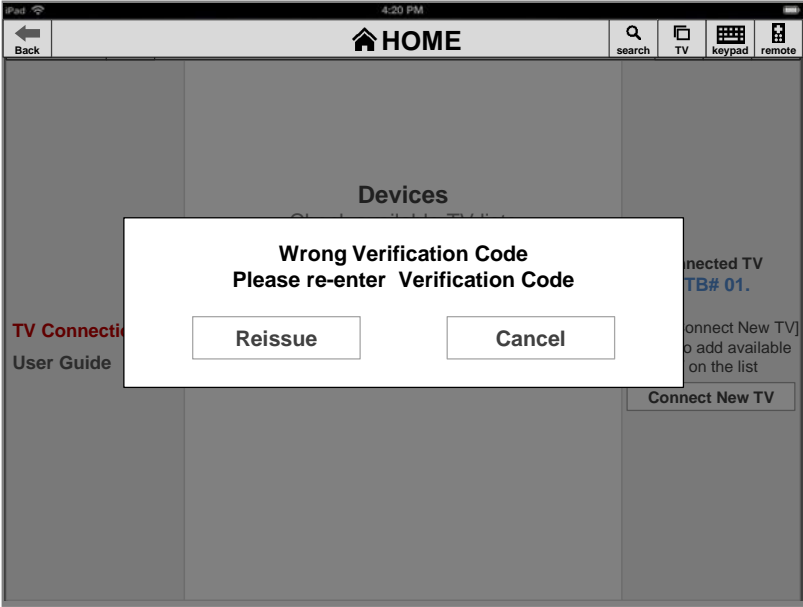
- Select outside area: close popup and show previous screen [\[common rule\]](#) and the entered Verification Code(OTP) is not saved
- Select [register] button:
 - If the button is deactivated: no respond
 - If the button is activated show TV connect complete notification popup (check [3.10.3 TV Connection: Option Popups](#) and [3.10.3 TV Connection: Connect New TV Error](#))
- Select [cancel] button: close popup and show previous screen (the entered verification code_OTP is not saved)

3.10.2 TV Connection: Connect New TV_ Error

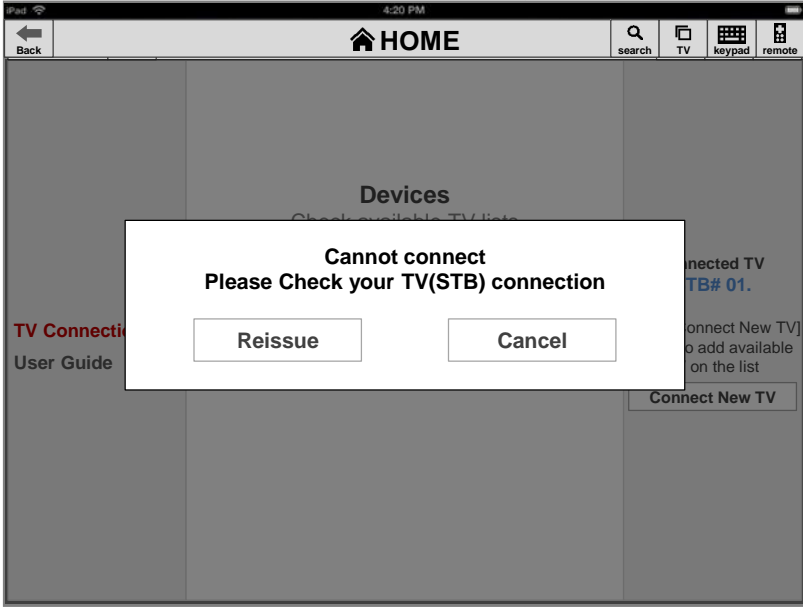
Popups for error cases in connect New TV



<error popup_ invalid OTP>



<error popup_ wrong OTP>



<error popup_ disconnection with the STB>

• **Screen Description & Behavior**

< error popup_ invalid OTP >

- Show relevant popup when the time is up for entering the OTP
- [Reissue]: show popup when selecting [connect new TV] button
- [cancel]: close popup

<error popup_ wrong OTP>.

- Show relevant popup when entered OTP information is wrong
- [Reissue]: show popup when selecting [connect new TV] button
- [cancel]: close popup

• **Screen Description & Behavior**

< error popup_ disconnection with the STB >

- Show relevant popup when connection is unavailable
- [Reissue]: show popup when selecting [connect new TV] button
- [cancel]: close popup

3.10.3 My Account

Screen after selecting "User Account" menu

Back

HOME

search TV keypad remote

TV Connection

My Account

ID (email): abcd01@mail.com

(ID cannot be modified)

Current Password

enter your current password

New Password

enter your new password

Check New Password

re-enter your new password

(the password should match)

Log Out

Delete Account

done

cancel

2. ID (email) information

-show currently logged in account's email address

1. Password lists

-show guidelines of each password

-show password input field

-the second and third input field is deactivated until the previous password input field is entered

4. Button Section

-show [done]/[cancel] button

✓[done] button is dimmed until all the input field has been edited and all the necessary checks are complete

3. Button

-show [sign out] and [delete account] button

• Screen Description & Behavior

- 2.5. select input field: show a cursor in the input field and show keypad. If the coordinate of selected input field is overlapped with the keypad, scroll up the input field automatically show the entered information in the input field [\[common rule\]](#)

– 1. select the first password input field: show cursor in the input field and show the keypad the second and third input field cannot be selected until the previous input field has been filled with password after the first input field is entered the cursor automatically moves to the next input field

– 2. select [done] button
 - If it is activated: show notification popup for 3 seconds
 - If it is de-activated: no respond

– 2. select [cancel] button: leave current page and move to previous page (My Home> User Account) the entered information is not saved once leaving this page
- 3. Select [log out] button: show sign out popup

– 3. select [Delete Account] button: show delete account popup

3.10.3 My Account

Popups for My Account

Please check the following terms before deleting your account

All your favorite channels and other information will be removed permanently (you can re-create a new account right away)

Delete

Cancel

<delete my account popup>

User 01 account is deleted

<Notification popup>

• **Screen Description & Behavior**

- Select [delete] button: show password popup after entering the password, show account deleted notification popup.
 - Automatically change in to guest mode, and jump to Home screen
- Select [cancel] button: close relevant popup and show previous screen

Log Out

Are you sure you want to Log Out from current service?

Log Out

Cancel

<Log Out my account popup>

User 01 account is Logged Out

<Notification popup>

• **Screen Description & Behavior**

- Select [Log Out] button: show log out notification popup
 - Automatically change into guest mode, and jump to Home screen
- Select [Cancel] button: close relevant popup and show previous screen






















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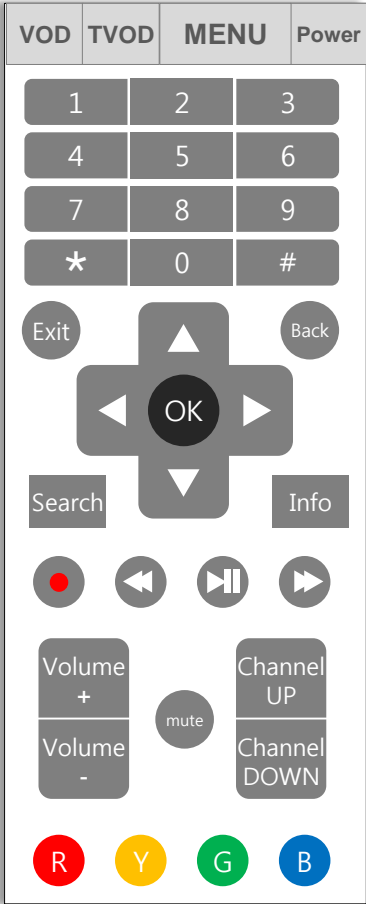
/ Service Scenario

3.11 RCU




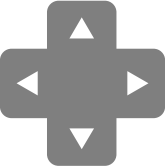





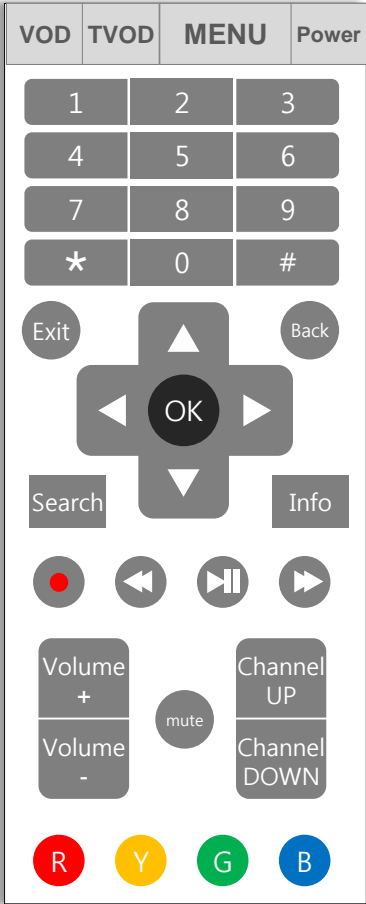
3.11.1 RCU

Section	Button Name	image	기능
Power	Power		Turn on/off STB
	TV Power		Turn on/off TV
Numeric	0~9		Enter channel number (show DCA) Enter passwords
			
			
			
Function	Menu		
			
			
			
	VOD		
			
			
			
	Menu		- Show home menu - No respond when the it is the main home menu (1 st depth) - Jump to the main home menu (1 st depth) if the menu has been navigated to 2 nd , 3 rd depth - Show home menu when playing VOD content
	VOD		- Show VOD menu (2 nd depth) - If the home menu is already shown, jump to VOD's 2 nd depth menu - Show VOD menu (2 nd depth) when playing VOD content
	TVOD (Catchup service)		- Show catch up service menu - If the home menu is already shown, jump to Catch up service menu
	Search		- Show search menu - If the home menu is already shown, jump to search menu
	Info		- Show detail panel of current program or content
	Record		Instantly record current program or reserve to record current program through mini guide, channel guide, or while watching TV
	Color key		Map each button as additional function



3.11.1 RCU

Section	Button Name	image	기능
VOD control	Rewind		Rewind video (X4>X8>X16>X64)
	Play/pause		Play/pause video
	Fast Forward		Fast forward video (X4>X8>X16>X64)
Navigation	Left		<ul style="list-style-type: none">- Navigate focus in left/right, up/down direction- Move to next or previous depth in menu- Control Video when watching content (fast forward/rewind)- Control channel functions (such as mini guide)
	Right		
	Up		
	Down		
	OK		<ul style="list-style-type: none">- Select in navigating situation (positive respond)- Call out/close mini guide when watching A/V- Pause/play when watching video content
	Exit		<ul style="list-style-type: none">- Close menu- Exit Video content
Volume	Back		<ul style="list-style-type: none">- Tune to previous channel- Go to previous menu- Exit Video content
	Volume up		<ul style="list-style-type: none">- Control volume (show volume controller)
	Volume down		
	mute		Mute/unmute
Channel	Channel up		Tune to channels
	Channel down		



3.11.1 RCU Life Cycle: Key Event Behavior

[Contents](#) [IA \(Information Architecture\)](#)

RCU Button	Current Service								
	Home Menu	Regular Channel	PPV / PPD Channel	Unsubscribed Channel	Audio Channel	Content promotion channel	Mini Guide	Video (Now Playing)	Browser
Menu	move to “Home” menu’s 1 st depth (focus on first menu)	show “Home” menu (focus on first menu)					close mini guide and show “Home” menu (focus on first menu)	show popup asking to quit watching the content → show “Home” menu on top of LWC (focus on first menu)	no respond
VOD	move to “VOD” menu’s 2 nd depth (focus on first menu)	Show “VOD” menu’s 2 nd depth (focus on first menu)					Close mini guide and show “VOD” menu’s 2 nd depth (focus on first menu)	Show popup asking to quit watching the content → Show “VOD” menu on top of LCW (focus on first menu)	no respond
Catch Up	move to “catch up” menu (focus on fist channel list)	Show “catch up” menu (focus on fist channel list)					Close mini guide and show “catch up” menu (focus on fist channel list)	Show popup asking to quit watching the content → show “catch up” menu on top of LCW(focus on fist channel list)	no respond
Search	move to “Search” menu (focus on search input box)	show “Search” menu (focus on search input box)					close mini guide and enter “Search” menu (focus on search input box)	show popup asking to quit watching the content → enter “Search” menu (focus on search input box)	no respond
Info	no respond	show current channel’s program information panel	no respond				close mini guide and show current program’s information panel	pause video and show current content’s information panel	no respond
REC	no respond	start recording current channel	Show notification popup_ not to record				start recording current channel	no respond	no respond
RYGB (Color Button)	handle in “Home” menu	no respond			yellow: turn off screen	green: move to detail Information panel of relate content	red: PIP (if channel supports multiple types of audio and/or subtitle : green(Audio) / yellow(Subtitle))	no respond	handle in browser

3.11.1 RCU Life Cycle: Key Event Behavior

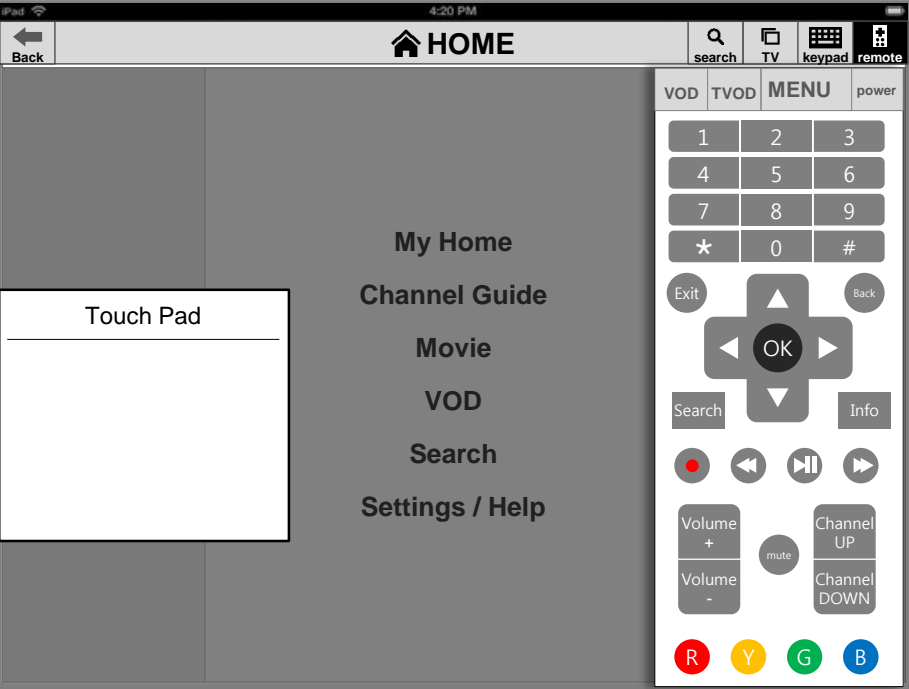
RCU Button	Current Service								
	Home Menu	Regular Channel	PPV / PPD Channel	Unsubscribed Channel	Audio Channel	Content promotion channel	Mini Guide	Video (Now Playing)	Browser
Play/ Pause	no respond							play/pause video	handle in browser
Rewind	no respond	Start time shift mode (if time shift channel) Show notification popup_ not provide time shift(if not time shift channel)	no respond					rewind in X4>X8>X16>X64 order show VOD play bar	handle in browser
Fast Forward	no respond							fast forward in X4>X8>X16>X64 order show VOD play bar	handle in browser
Left	handle in “Home” menu by navigating menus and lists	no respond				Handle in content promotion channel by navigating content lists	show current channel's program information panel (if only provide left indicator)	no respond	handle in browser (move focus navigation)
Right							enter Channel Guide (focus on current program)		
Up						no respond	show higher channel mini guide		
Down							show lower channel mini guide		
OK	select focused menu / list	show relevant channel's mini guide				Move to relevant content information panel	close mini guide if it is current channel's mini guide tune to relevant channel	pause video and show VOD option menu	handle in browser (select focusing option)
Exit	close “Home” menu	no respond					close mini guide	show popup asking to quit watching the content →show LWC	show popup asking to exit browser →show LWC
Back	move to previous menu if it is “Home” menu's 1 st depth, close “Home” menu	tune to previous channel					close mini guide	show popup asking to quit watching the content →show LWC	show popup asking to exit browser →show LWC

3.11.1 RCU Life Cycle: Key Event Behavior

RCU Button	Current Service								
	Home Menu	Regular Channel	PPV / PPD Channel	Unsubscribed Channel	Audio Channel	Content promotion channel	Mini Guide	Video (Now Playing)	Browser
mute	mute / unmute								
Volume +/-	control volume								
TV Volume +/-	control TV volume								
Channel UP / DOWN	close “Home” menu and tune to next/previous channel	tune to next/previous channel						no respond	handle in browser
0~9	enter password or show DCA	DCA						Jump to relevant video section show VOD play bar	no respond
Power	turn on/off STB								
TV/AV	External input (TV/AV)								

3.11.2 Global Menu: RCU

Screen after selecting [RCU] button in the global menu



- **Screen Description & Behavior**
 - 1. [RCU] button: select to close/call out RCU
 - Select each button: apply to A/V screen (STB)
 - Select dimmed area (outside): no respond

Thank You

Contact Point About This Document

Yuna Lee

Phone : + 82 10 3698 7868

E-mail : ynlee@alticast.com

Creative Group / Alticast Corp.
