

Pilot

Smart TV UI/UX Concept

Brief

1. Overview
2. Problem Statement

Overview

Pilot is a smart TV application that helps users **log the TV shows they've seen, keep track of the ones they want to watch, and discover new potential favorites**. In addition to these features, which collectively serve as a personal TV-diary, Pilot also aims to create a sense of community by allowing users to **share their tastes and see what their friends are currently binging**.

Problem Statement

While there exist a small handful of websites to find and track TV shows, none have **native smart TV support**—a seemingly natural platform for such an application. In addition, many of these websites are **outdated, uninteractive, lacking in features, or some combination of the three.**

Research

1. Competitive Analysis
2. Affinity Mapping
3. User Personas

Competitive Analysis

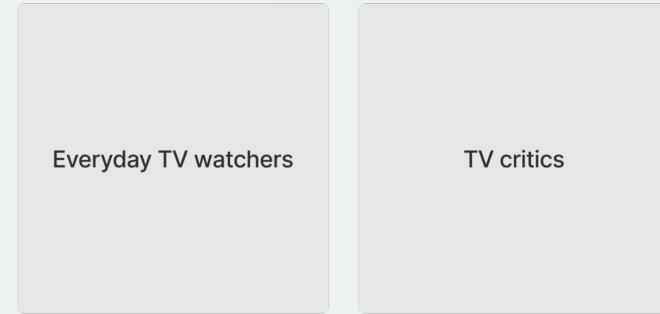
I conducted an audit of **4 pre-existing TV tracking websites**, taking note of what features they held in common to gauge the scope of Pilot. I also found a couple areas that most of these websites were lacking in, which provided ideas to implement in Pilot to give it a leg up on the competition.

	Show Categorization	Show Details	Review System	Rating System	Taste Exporting	Modern UI
TV Time	●	●	●	○	○	○
Trakt	○	●	●	●	○	○
TrackSeries	●	○	○	○	○	○
JustWatch	○	●	○	○	○	●

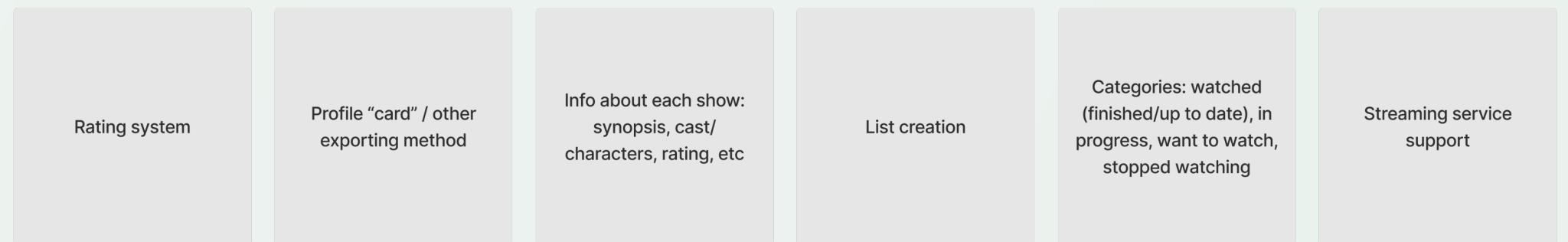
Affinity Mapping

Armed with my findings from scoping out the competition, I compiled potential **users, features, problems, and needs** for Aria as an application. This allowed me to **prioritize and organize my thoughts** and ideas before moving forward with the design process.

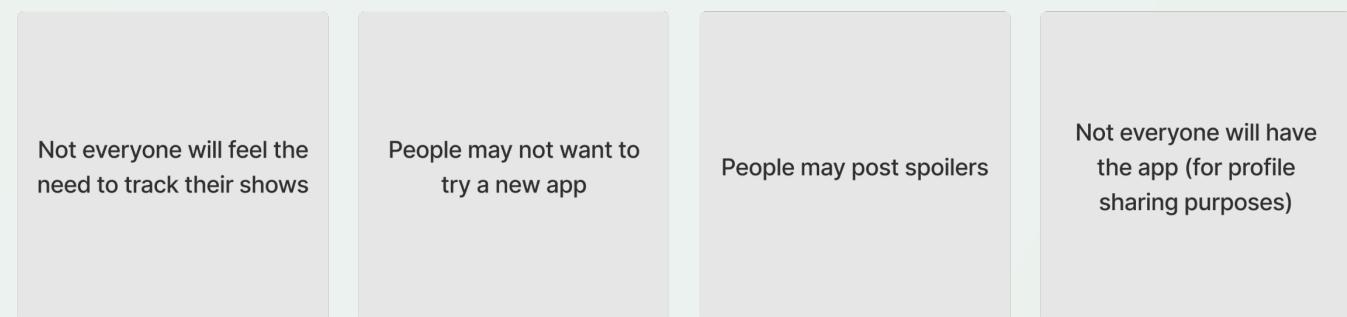
Users



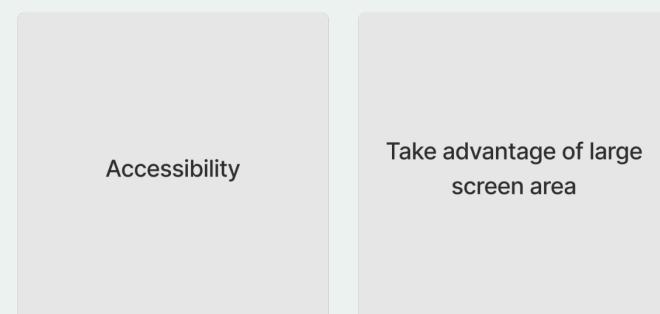
Features



Problems



Needs



User Personas



Apollo

The Binger

Age: 24

Occupation: Architect



Naomi

The Critic

Age: 19

Occupation: Student

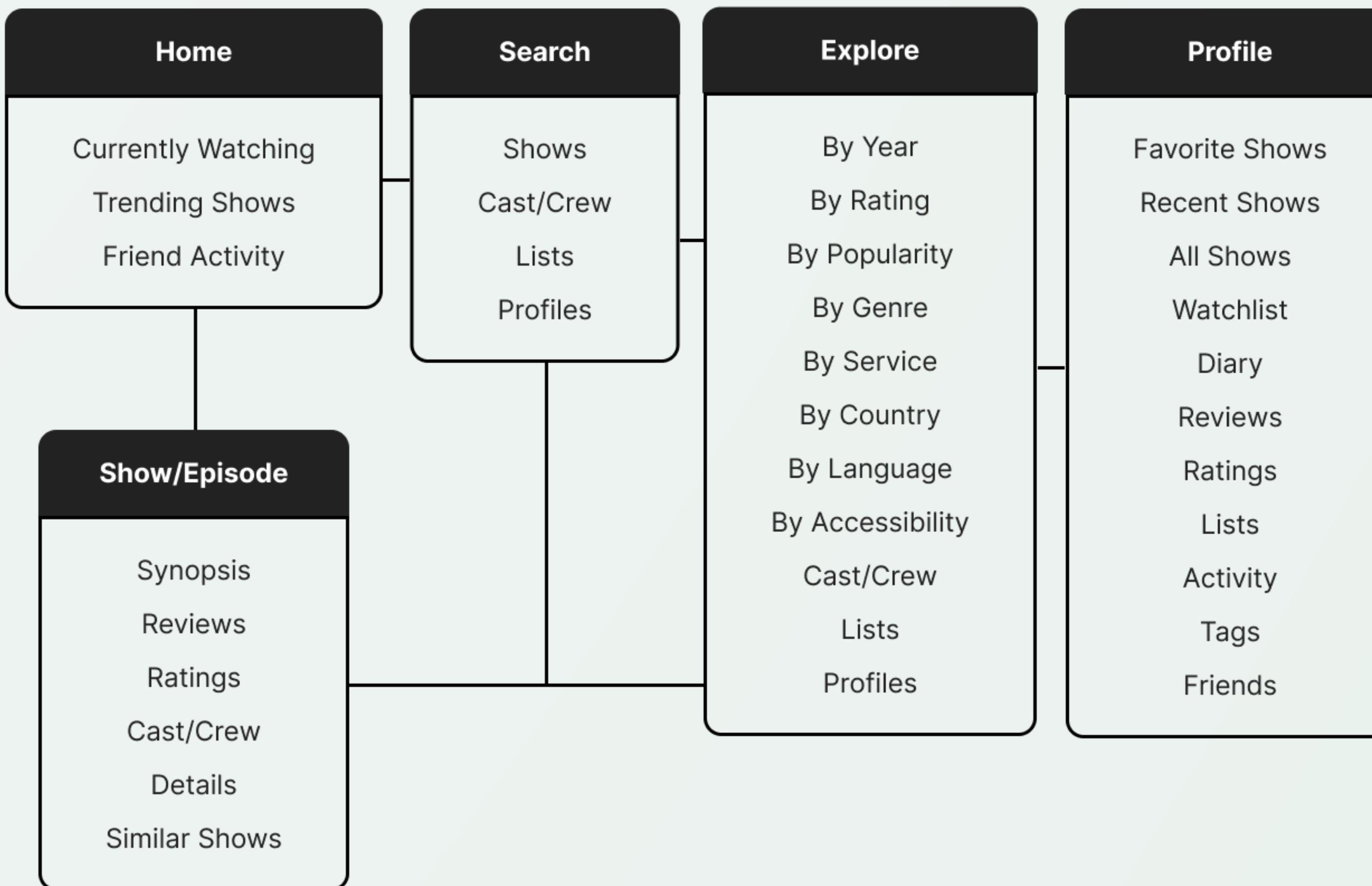
An introvert at heart, one of Apollo's favorite things to do after work at his architecture firm is returning to the comforts of his quiet home and putting on a TV show to watch. He also **loves organizing and categorizing things**, and his beloved shows are no exception to this rule.

Naomi is a film and television student at her university. As part of her degree, she's getting into watching TV and evaluating it as an artistic medium. Due to her background in film, she has a **strong sense of what she enjoys**. However, she **has difficulty finding shows** that fit her tastes.

Designs

1. Information Architecture
2. Lo-Fi Wireframes
3. Final Designs

Information Architecture



Lo-Fi Wireframes

show name

Options

Ratings and Reviews

Cast

Crew

name

pilot

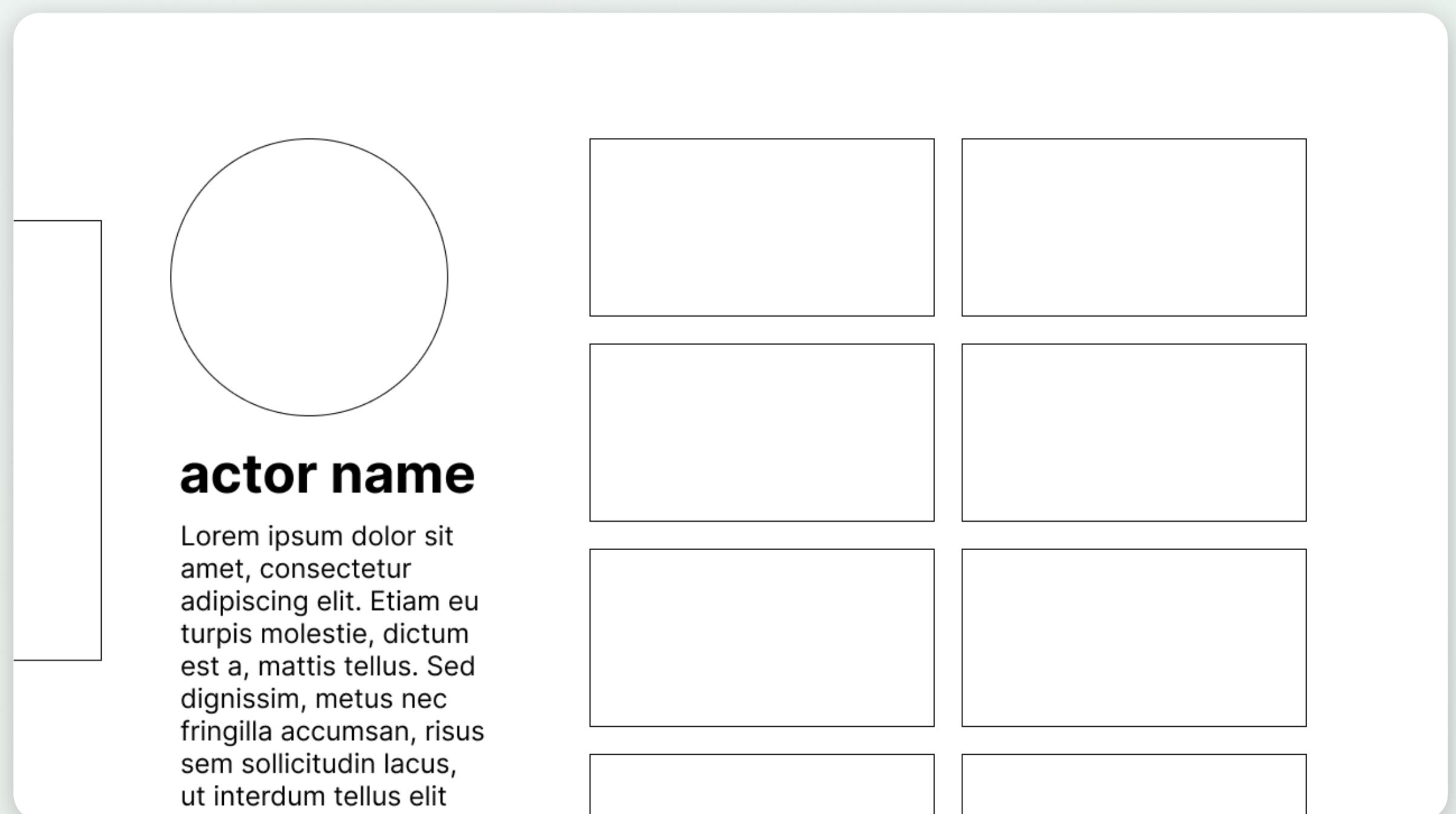
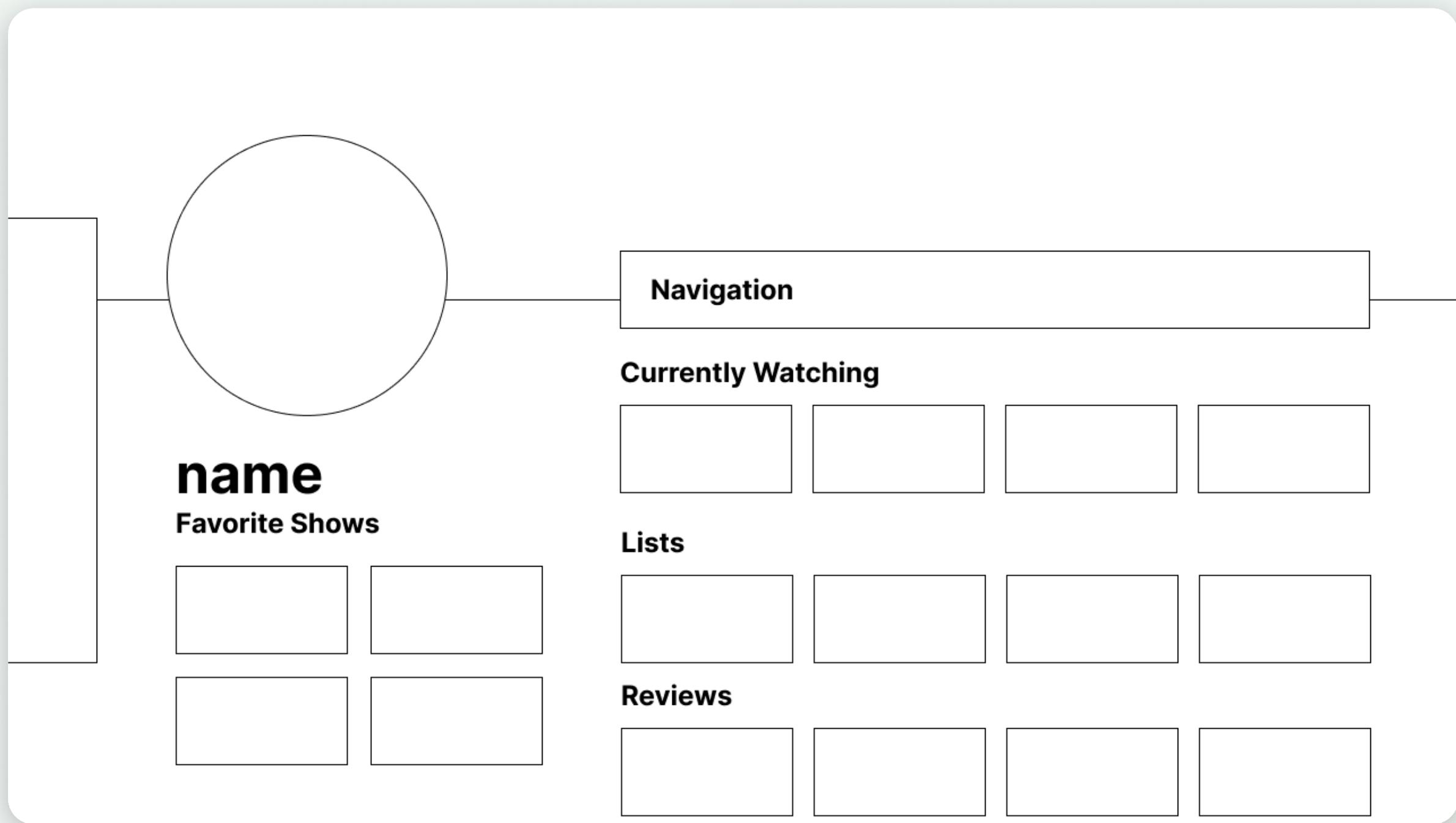
Currently Watching

Trending

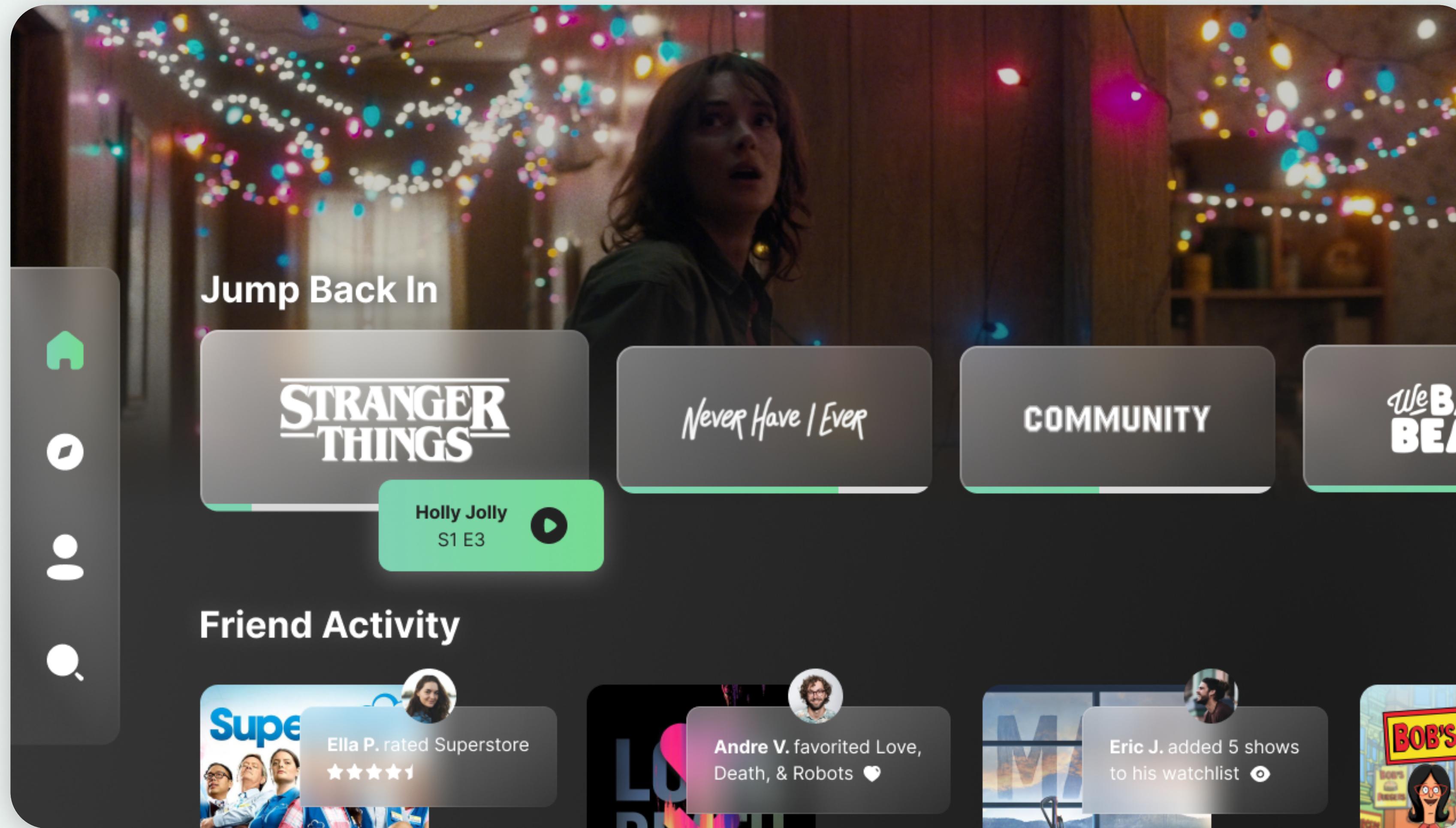
name

This wireframe represents a detailed view of a TV show. It includes a main title 'show name' and a descriptive paragraph. A sidebar on the right contains 'Options', 'Ratings and Reviews' (represented by four empty boxes), 'Cast' (represented by five circular icons), and 'Crew' (represented by three circular icons). Below the main content area, there's a section for 'pilot' (with a placeholder 'name'), followed by 'Currently Watching' (with four empty boxes) and 'Trending' (with four empty boxes).

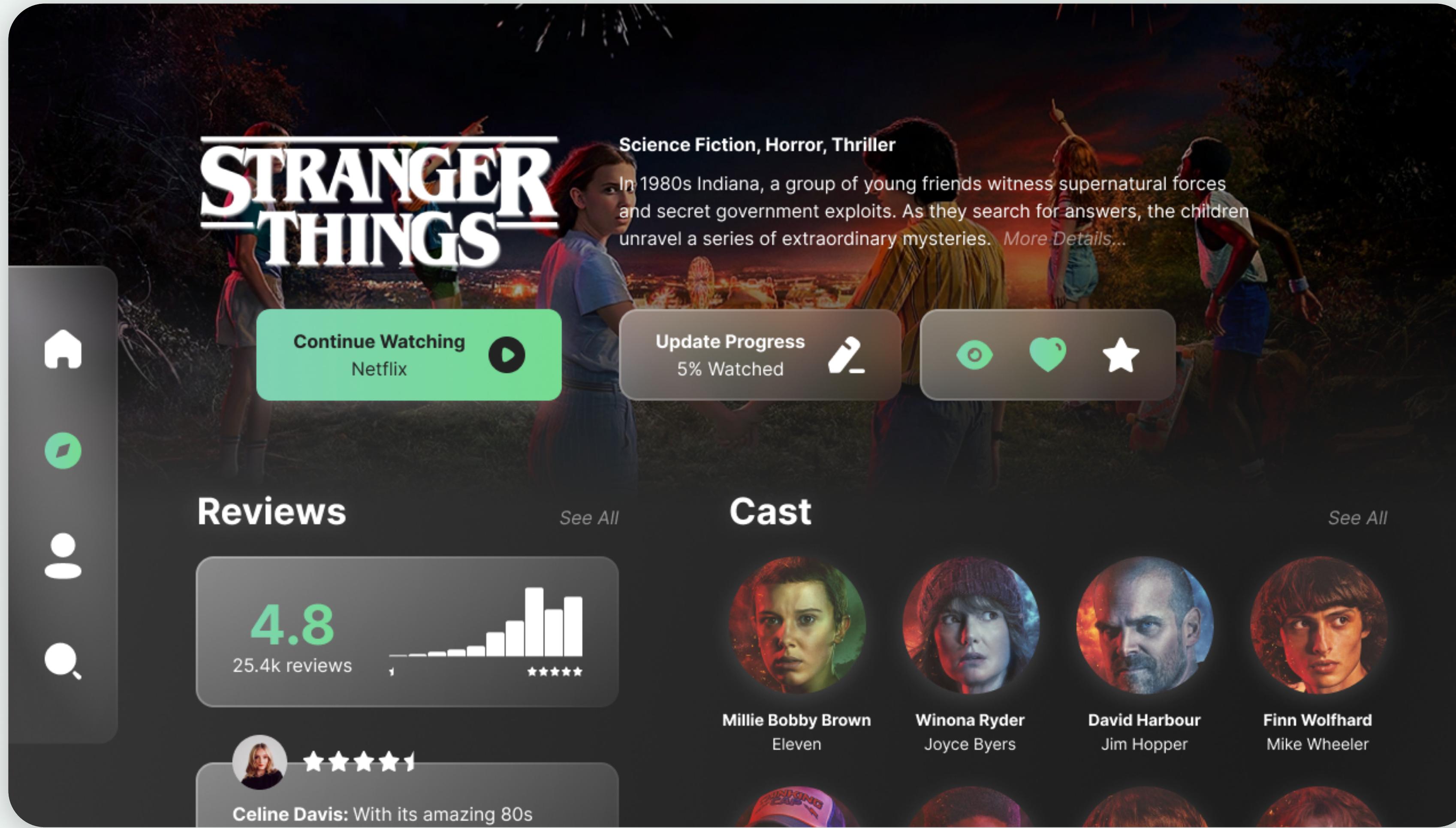
Lo-Fi Wireframes



Final Design: Homepage



Final Design: Show Details



The image shows a mobile application interface for the TV show "Stranger Things". The top half features a large banner image of the show's main characters. The title "STRANGER THINGS" is prominently displayed in the center. Below the title, the genres "Science Fiction, Horror, Thriller" are listed. A descriptive text block states: "In 1980s Indiana, a group of young friends witness supernatural forces and secret government exploits. As they search for answers, the children unravel a series of extraordinary mysteries." A "More Details..." link is at the end. On the left side, there is a vertical navigation bar with four icons: a house (Home), a leaf (Discover), three dots (More), and a magnifying glass (Search). In the center, there are two buttons: a green "Continue Watching" button with a play icon and a grey "Update Progress" button showing "5% Watched" with a progress bar. To the right of these buttons is a row of three circular icons: a target, a heart, and a star. Below the banner, there are two sections: "Reviews" on the left and "Cast" on the right. The "Reviews" section shows a rating of "4.8" based on "25.4k reviews" with a bar chart. A user review by "Celine Davis" is partially visible. The "Cast" section shows four main cast members: Millie Bobby Brown (Eleven), Winona Ryder (Joyce Byers), David Harbour (Jim Hopper), and Finn Wolfhard (Mike Wheeler). Each cast member has a circular profile picture and their name and character role below it. At the bottom, there are partial views of other cast members and a "See All" link.

STRANGER THINGS

Science Fiction, Horror, Thriller

In 1980s Indiana, a group of young friends witness supernatural forces and secret government exploits. As they search for answers, the children unravel a series of extraordinary mysteries. [More Details...](#)

Continue Watching Netflix

Update Progress 5% Watched

Reviews See All

4.8 25.4k reviews

★★★★★

Celine Davis: With its amazing 80s

Cast See All

Millie Bobby Brown Eleven

Winona Ryder Joyce Byers

David Harbour Jim Hopper

Finn Wolfhard Mike Wheeler

Final Design: Profile

Justin O'Connor
Big fan of TV, sports, and TV about sports.
Ontario, Canada

Shows **Lists** **Reviews** **Friends**

Favorites *See All*

- THE QUEEN'S GAMBIT
- TED LASSO
- BLACK MIRROR
- BLINDSPOTTING
- BOJACK HORSEMAN
- THE UMBRELLA ACADEMY

Recent Activity *See All*

- Justin added **Blindspotting** to his watchlist 1h ago
- Justin finished watching **Ozark!** 6h ago
- Justin is all caught up with **The Umbrella**
- Justin stopped watching **Fresh Off the Boat**

Final Design: Actor Page

The image shows a mobile application's user interface for an actor's profile. At the top, there is a circular profile picture of Keke Palmer. Below the profile picture, the name "Keke Palmer" is displayed in large white text. Underneath the name is a brief bio: "Lauren Keyana 'Keke' Palmer (born August 26, 1993) is an American actress, singer, and television personality. Known for playing leading and character roles in comedy-drama productions, she has received a Primetime". To the right of the bio is a "Read More..." link. On the far right, there is a button labeled "Sort by: Popular This Week". On the left side of the screen, there is a vertical sidebar with four icons: a house (Home), a circle with a dot (Search), three dots (More), and a magnifying glass (Search). At the bottom of the screen, there are five promotional cards for different roles:

- Password**
as Host
- Human Resources**
as Rochelle the Lovebug
- Not So Pretty**
as Narrator
- Legendary**
as Judge
- True Jackson**
as True Jackson

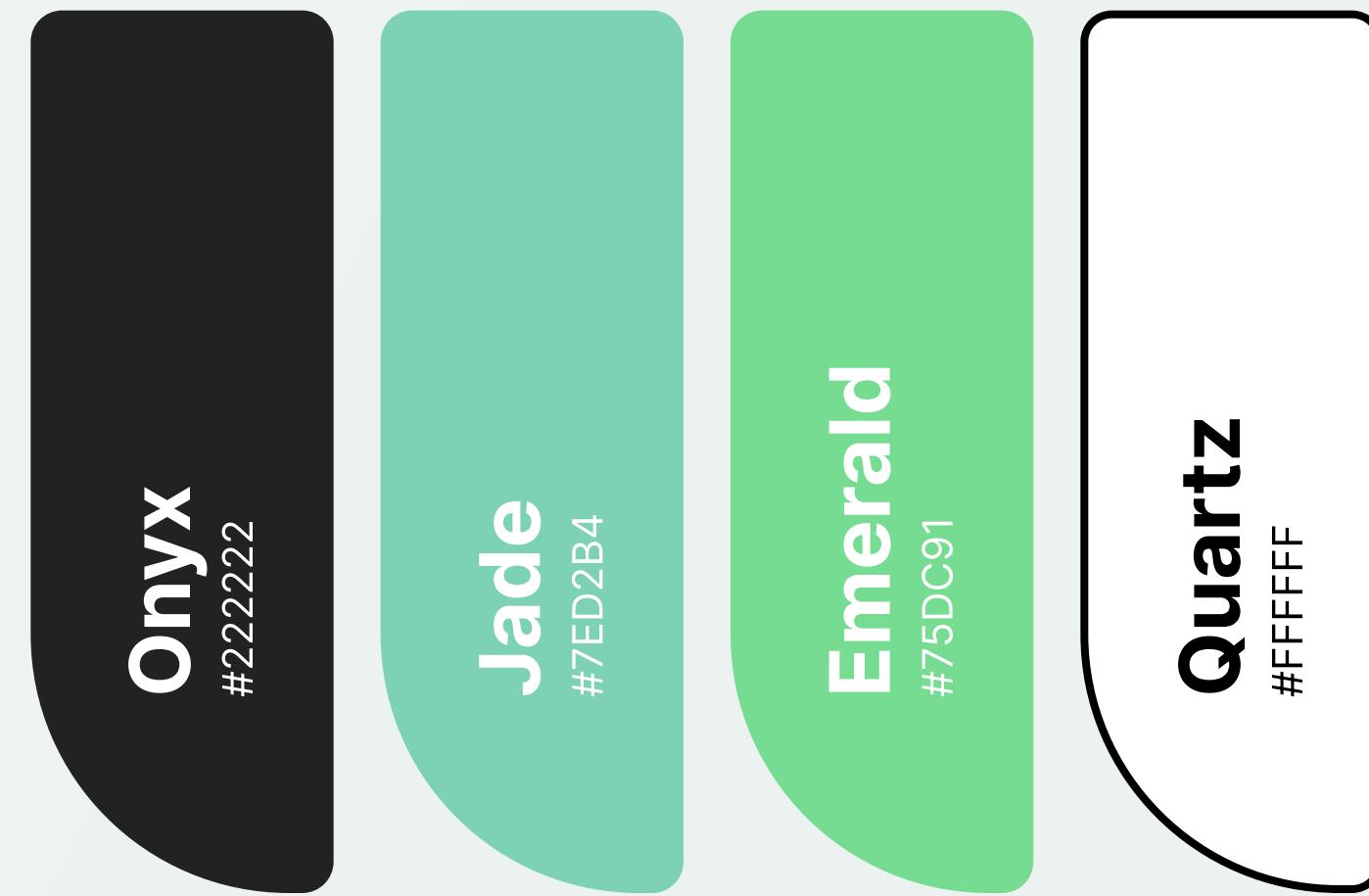
Conclusion

1. Style Guide
2. Takeaways

Style Guide

Pilot was designed with the intention of creating a **sleek, clean aesthetic** that would be **easy on the eyes** when translated to a large-scale TV screen. Glassmorphism and the color green were used as recurring motifs to **convey modernity along with a dash of fun-ness**.

Colors



Typography

Inter Bold — Titles, Subtitles

Inter Regular — Body Text

Inter Italic — Label Text

Buttons



Takeaways

Working on Pilot proved to be an extremely enriching and educational experience. Throughout its creation, I learned the importance of **always keeping up-to-date with design trends** (in this case, glassmorphism), **designing for non-standard devices** (in this case, a TV), and taking full advantage of the nefarious **Figma auto-layout** (a topic I am still convinced would require a PhD and a graphic calculator to fully grasp).

As someone who indeed watches TV, Pilot also showed me how important it is to **be passionate about your work**. Although the user came first in my designing, creating something that I personally could see myself happily using ensured that I was designing to **the best of my abilities**.