

Pilot

Smart TV UI/UX Concept

Brief

1. Overview
2. Problem Statement

Overview

Pilot is a smart TV application that helps users **log the shows they've seen, keep track of what 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 In addition, many of these websites are **outdated, uninteractive, lacking in features, or some combination of the three.**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 | ○ | ● | ○ | ○ | ○ | ● |

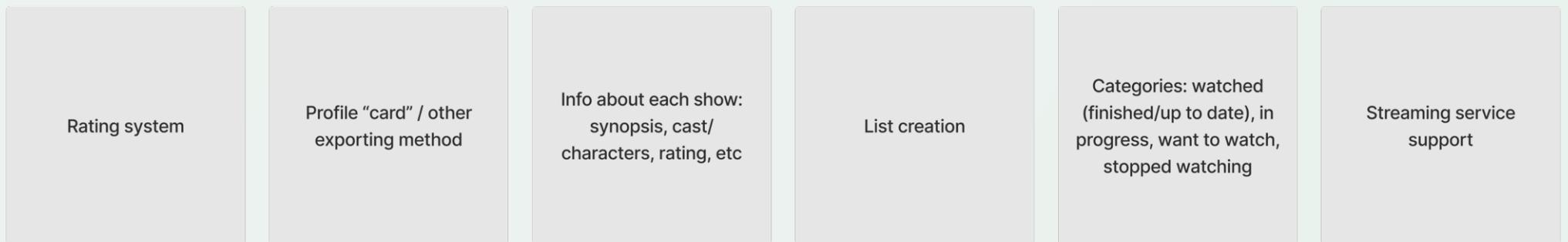
Affinity Mapping

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

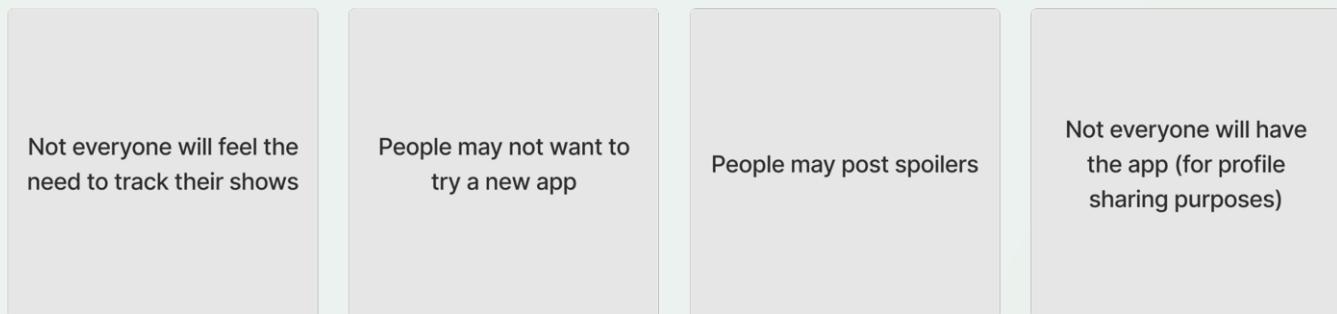
Users



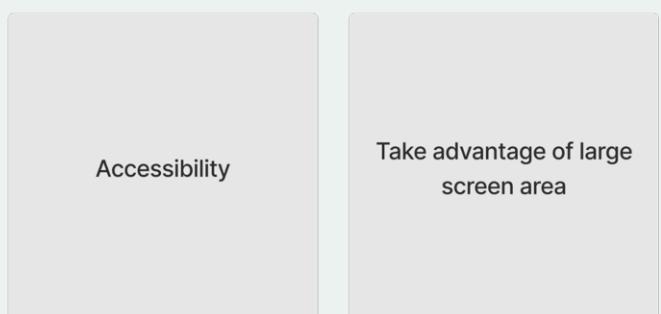
Features



Problems



Needs



User Personas



Apollo

The Binger

Age: 24

Occupation: Architect



Naomi

The Critic

Age: 19

Occupation: Student

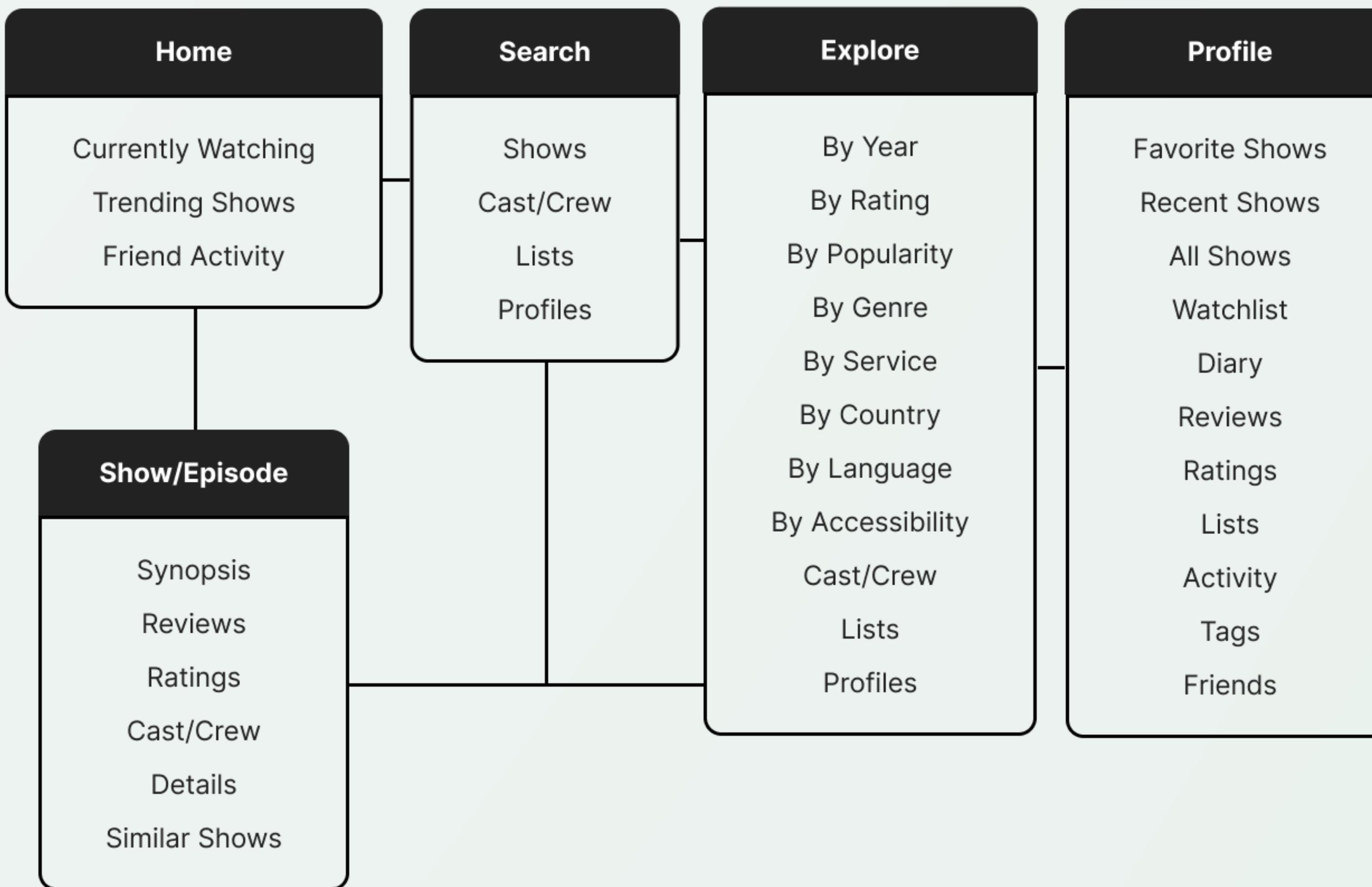
An introvert at heart, one of Apollo's favorite things to do after work at his architecture firm is returning to the comforts of his quiet home and putting on a TV show to watch. He also **loves organizing and categorizing things**, and his beloved shows are no exception to this rule.

Naomi is a film and television student at her university. As such, she's getting into watching TV shows and evaluating them 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

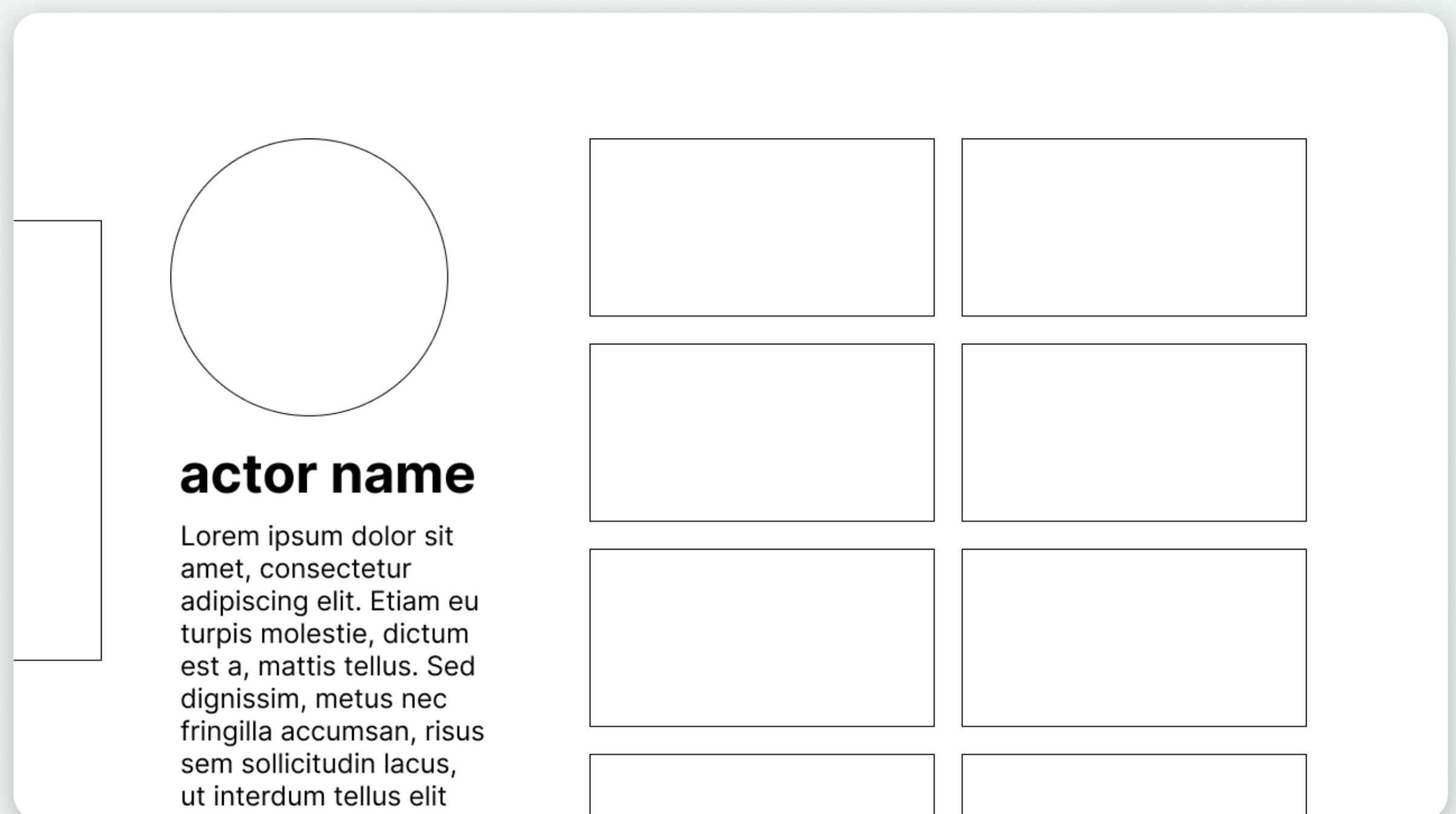
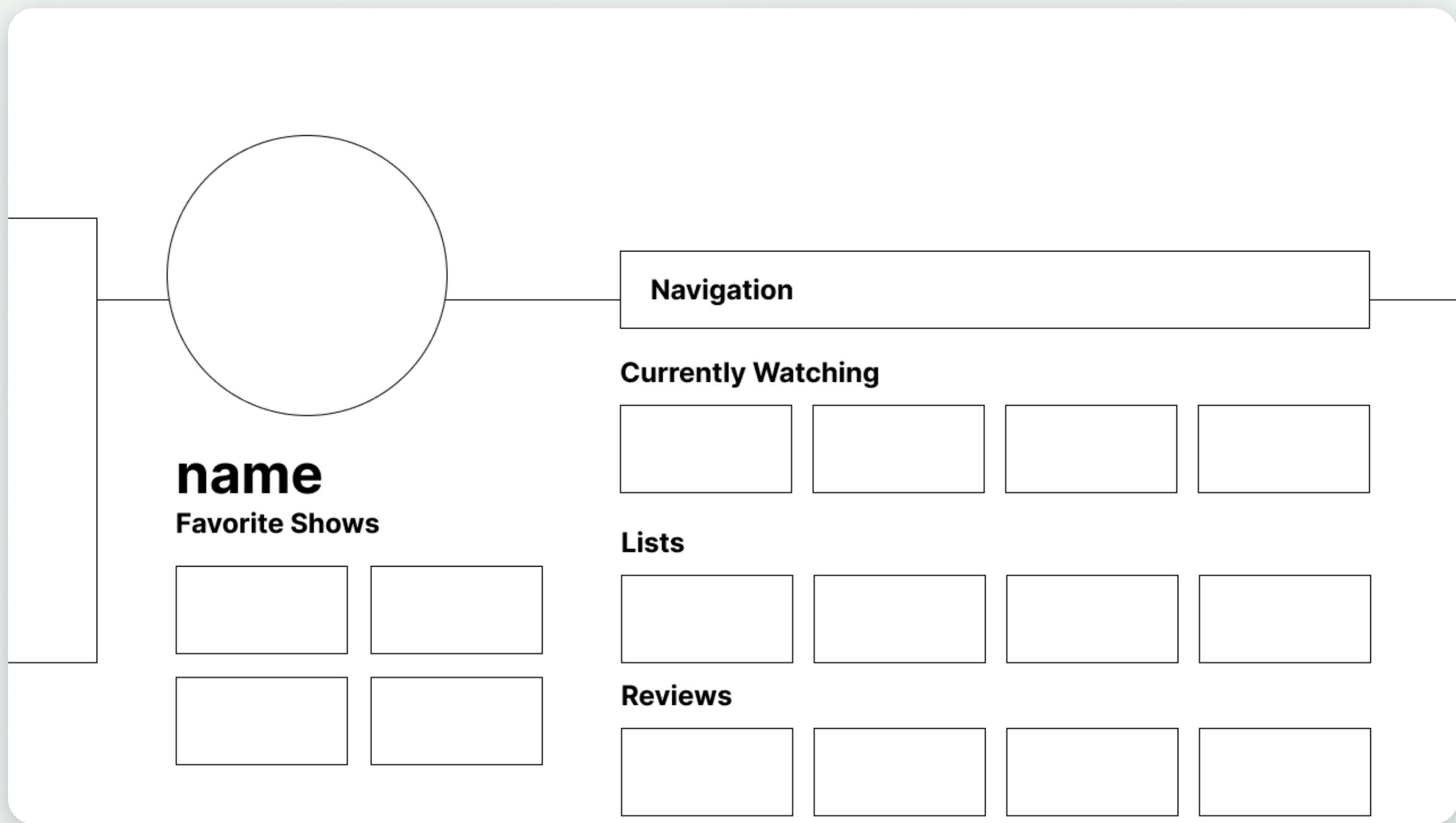
pilot

name

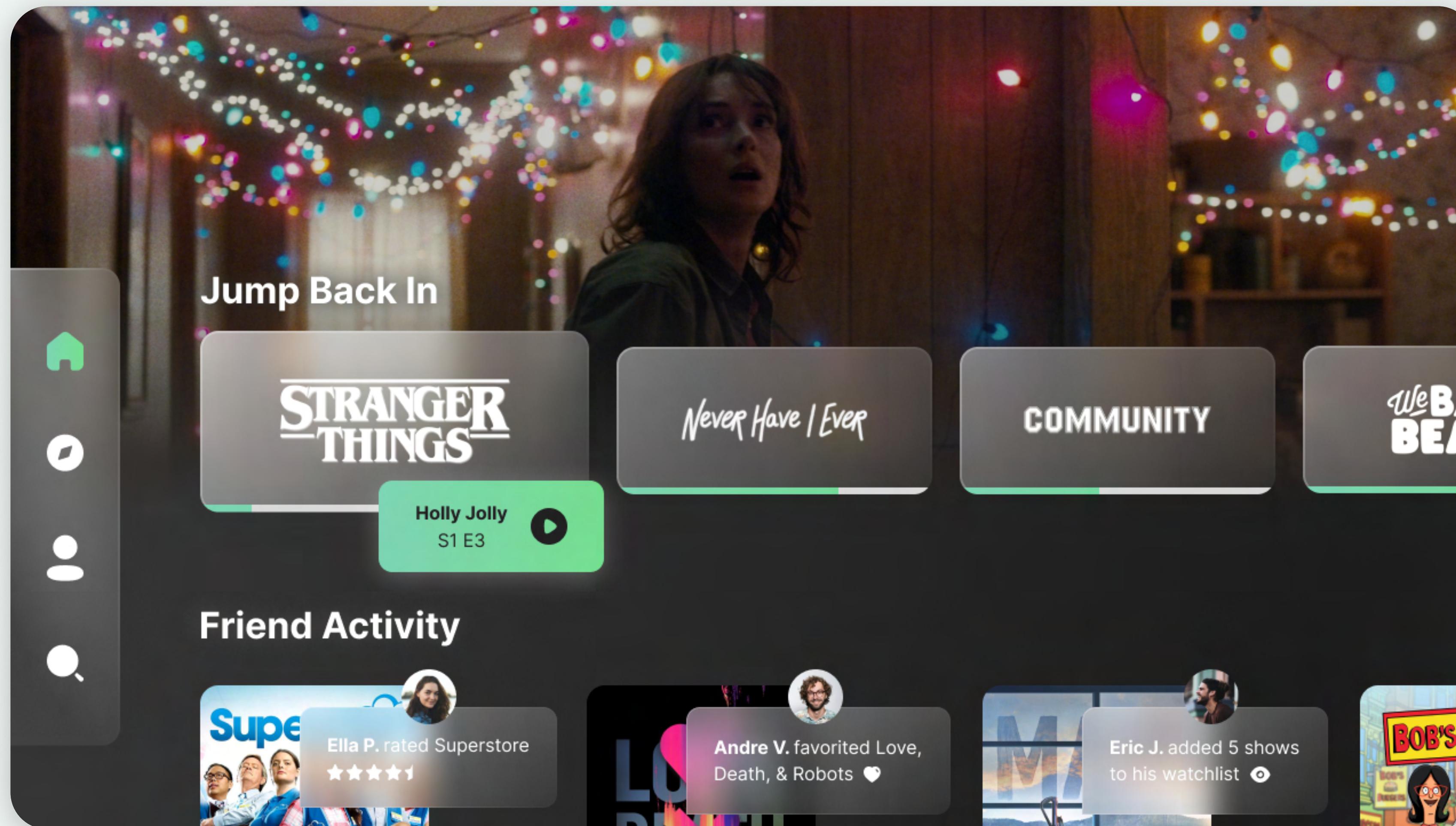
Currently Watching

Trending

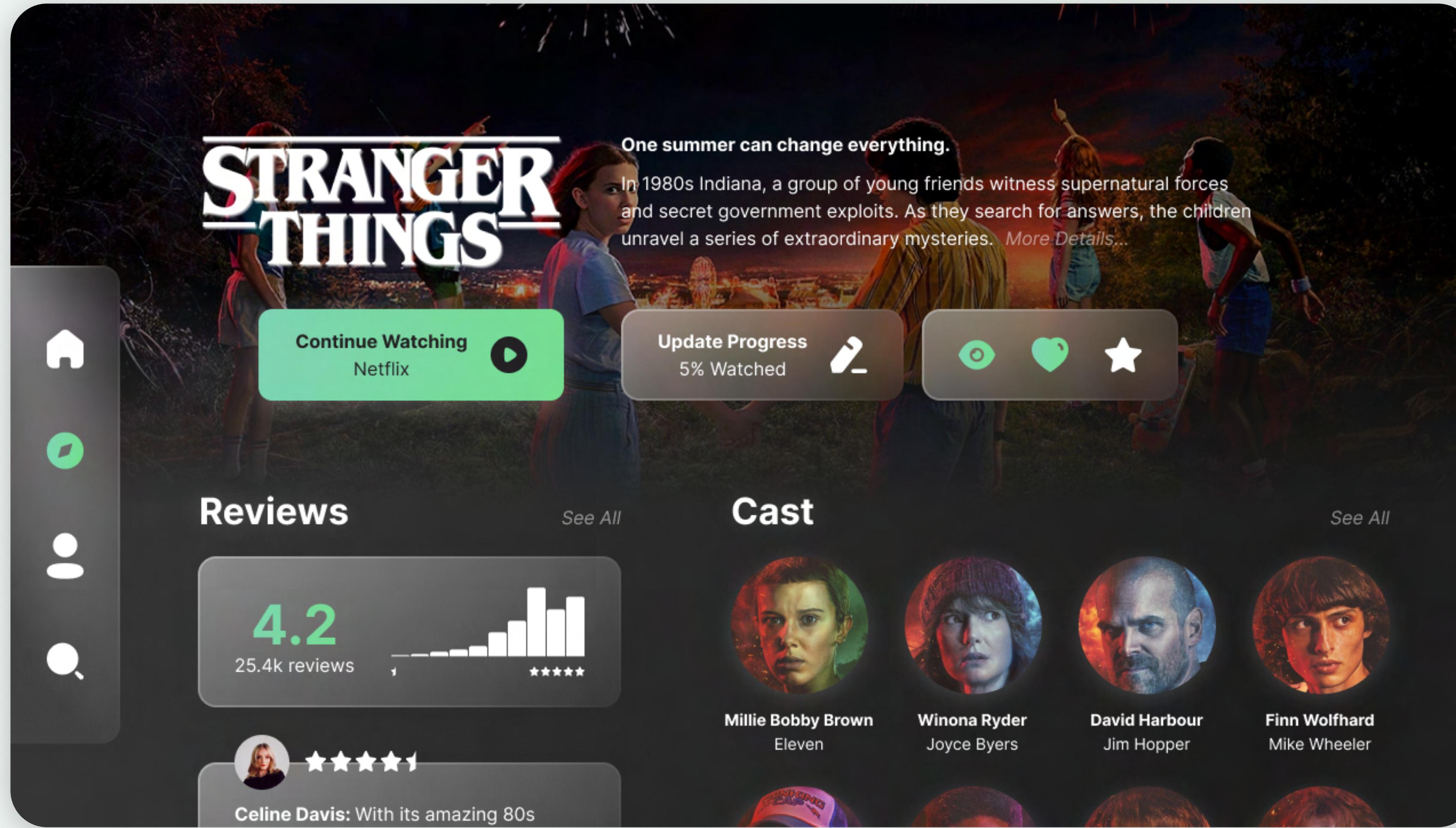
Lo-Fi Wireframes



Final Design: Homepage



Final Design: Show Details



The image shows a digital interface for a television show, specifically "Stranger Things". The background features a dark, atmospheric scene from the show with several characters in a park-like setting at night.

Title: STRANGER THINGS

Slogan: One summer can change everything.

Show Description: 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...](#)

Actions:

- Continue Watching Netflix
- Update Progress 5% Watched
- Watch Later
- Heart
- Star

Reviews: 4.2 (25.4k reviews)

Cast:

- Millie Bobby Brown (Eleven)
- Winona Ryder (Joyce Byers)
- David Harbour (Jim Hopper)
- Finn Wolfhard (Mike Wheeler)

Reviews (Partial):

Celine Davis: With its amazing 80s

Navigation icons on the left:

- Home
- Profile
- More
- Search

Final Design: Profile

Justin O'Connor

Big fan of TV, sports, and TV about sports.

• Ontario, Canada

Shows Lists Reviews Friends

Favorites

See All

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 Academy**

Justin stopped watching **Fresh Off the Boat**

THE QUEEN'S GAMBIT

TED LASSO

BLACK MIRROR

BLINDSPOTTING

GRAVITY FALLS

BOJACK HORSEMAN

THE UMBRELLA ACADEMY

Final Design: Actor Page

Keke Palmer

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 [Read More...](#)

Sort by: **Popular This Week**

Password
as Host

Human Resources
as Rochelle the Lovebug

Not So Pretty
as Narrator

Legendary
as Judge

true Jackson
as True Jackson

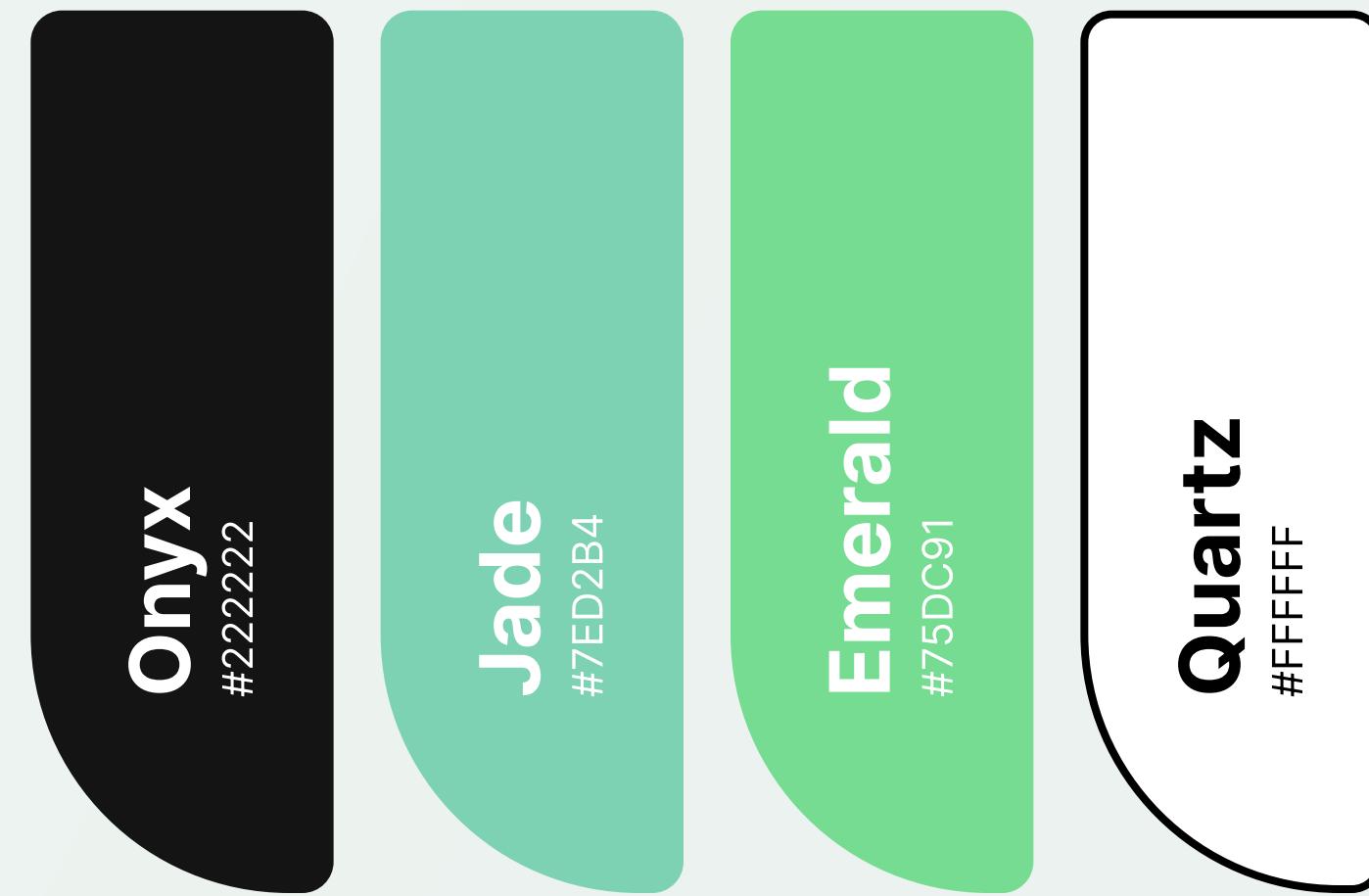
Conclusion

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 with a splash of playfulness**.

Colors



Typography

Inter Bold — Titles, Subtitles

Inter Regular — Body Text

Inter Italic — Label Text

Buttons



Takeaways

Working on Pilot continually 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 lending consistency and efficiency to designs using the nefarious **Figma auto-layout** (a topic I am still convinced would require a PhD and a graphic calculator to fully understand).

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**.