AOTG: WEB Wireframes/ Design Functional Specifications

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

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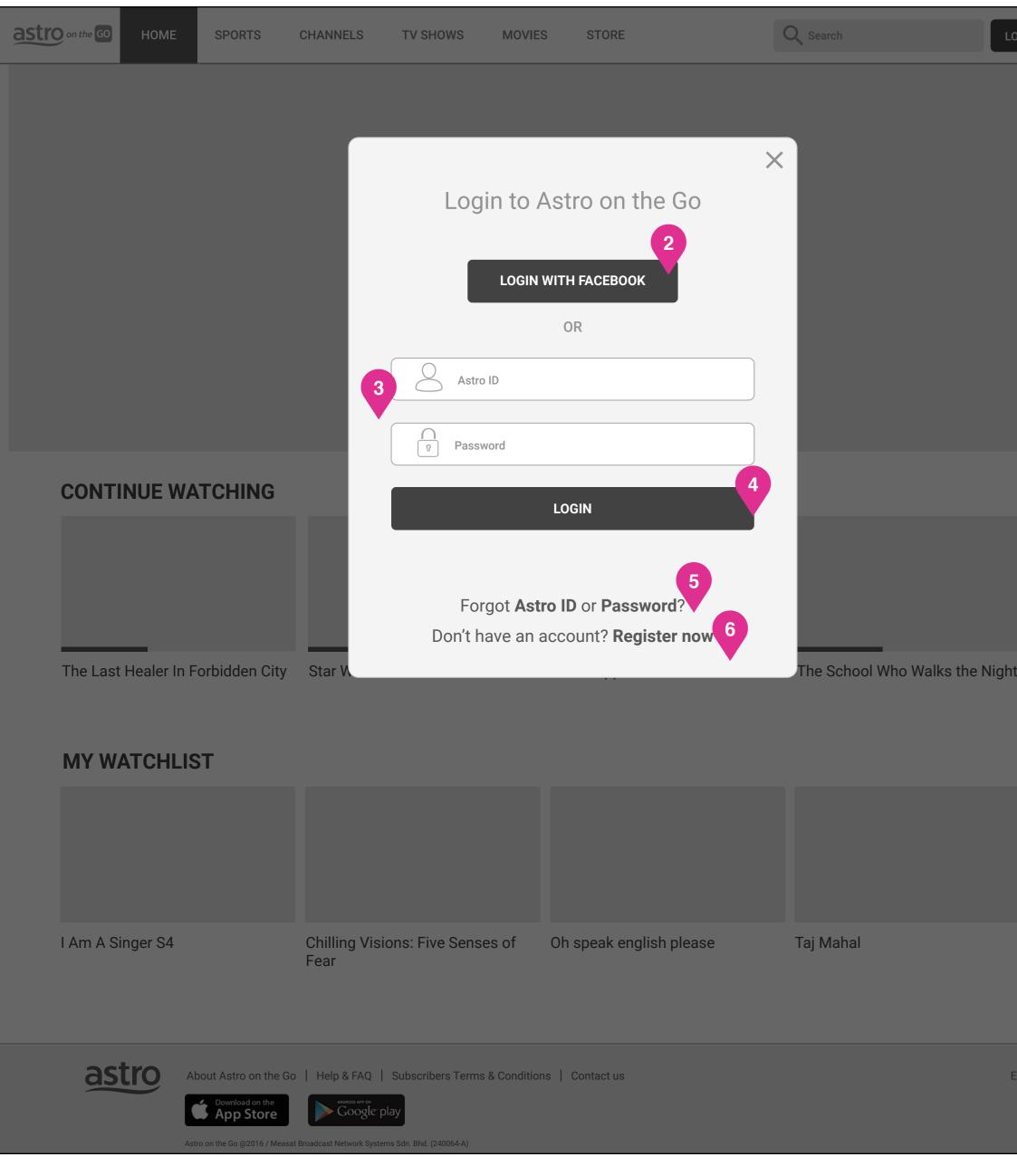
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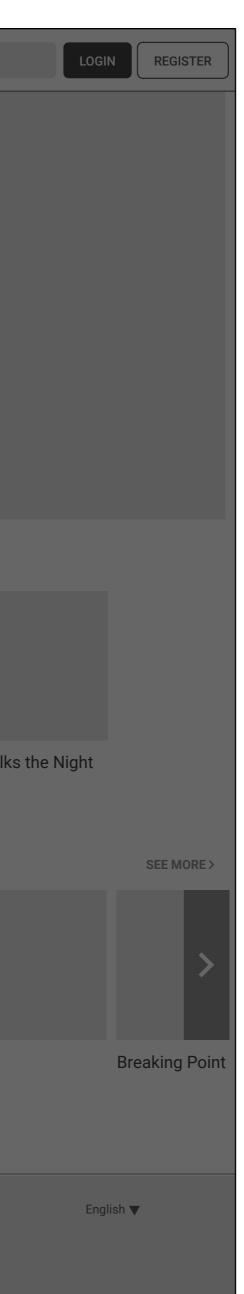
[0] Registration & On boarding

Login Screen

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		Password		
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	Download on the App Store	Google: play		
	Astro on the Go @2016 / Measat	Broadcast Network Systems Sdn. Bhd. (240064-A)		



ANNOTATION NOTES

The user can navigate on the website without being registered or logged-in. At that stage, only some elements will be accessible. Restricted content will prompt the user to register / login.

1. Login or Register

Unlogged users will have a header showing two distinct buttons/actions that will trigger the appropriate pop-up ("Login" or "Register"). The login pop-up will also have an option to register (without the user having to go one step back).

2. Login with Facebook button

Clicking on "Login with Facebook" will direct user to Facebook SSO and go through its authentication flows. Once done, it will redirect back to the website.

Case 1. User has Astro ID Redirect back to the website after authentication - Home Page

Case 2. User doesn't have Astro ID

Redirect back to the website - Create Astro ID Page

3. Astro ID & Password Input Field

The Astro ID field will keep the entry visible while the password field will encrypt the entry

4. Login

Proceeds with the login process connecting to the system authentication server based on the users authentication details. The button is initially inactive until all the input fields have been filled in.

5. Forgot Astro ID or Password

Directs user to forgot Astro ID or Password page and go thought the reset process

6. Register Now

In case the user didn't select *"Register"* on the previous screen, the option will still available here. It directs the user to the *"Join Astro on the Go"* screen.

7. Error Message

Displays the relevant error message (using a distinctive color) including a prompt to amend the issue.

NOTES

Astro ID

- Cannot be all numbers only
- Cannot contain special characters including non-english alphabet characters (e.g. chinese, tamil)
- Cannot contain spacing
- Minimum 8 characters
- Maximum 15 characters

Password

- Minimum 8 characters
- Maximum 15 characters
- Must contain at least 1 alphabet
- Must contain at least 1 number
- Cannot contain non-english alphabet characters
- Cannot be same as username
- Cannot be same as username
- When changing password, the new password cannot be the same as the previous 6 passwords

Incorrect Input - Can check after focus change and surface prompt for errors (inline form validation).

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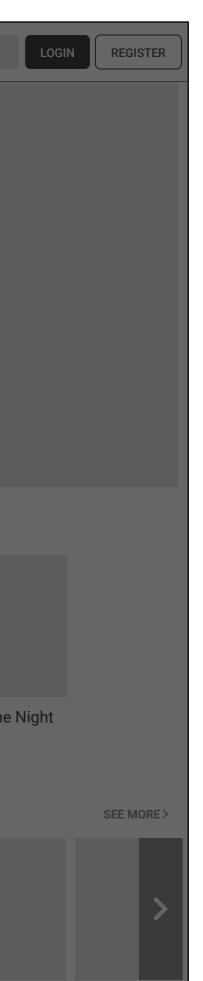
Retrieve Astro ID

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Breaking Point

English 🔻

ANNOTATION NOTES

1. Email Address Field

The user is prompted to enter the email address associated to their Astro ID.

2. Submit Button

Clicking on the "Submit" button proceeds with sending the login details to the users email address. The submit button will be deactivated if no email address filled in.

3. Incorrect email address scenario

4. Confirmation message

Confirmation that the login details have been sent to user's email address. (Please refer to Error Conditions Spreadsheet)

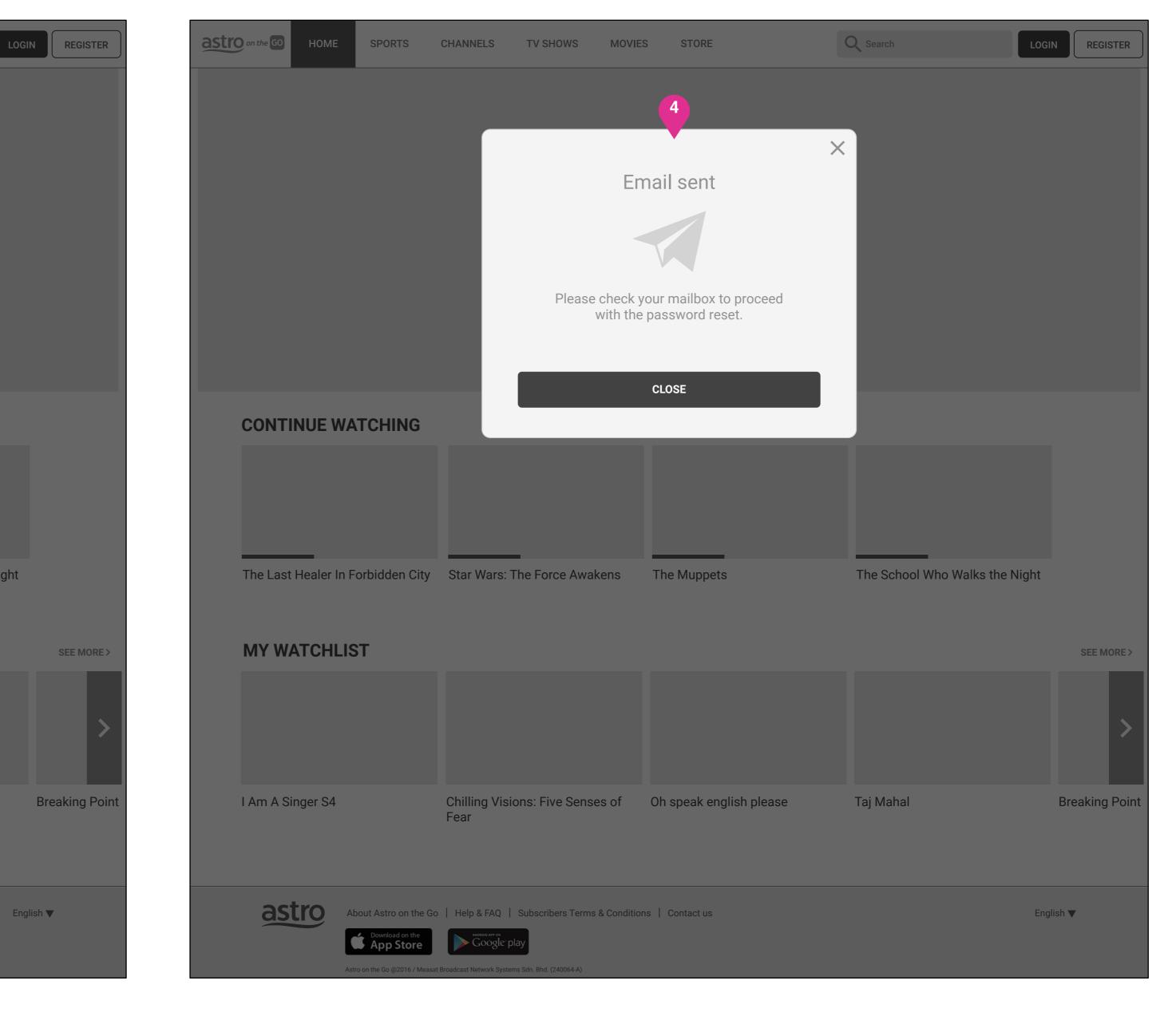
Reset Password

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estro on the GO HOME SPORTS	CHANNELS TV SHOWS	MOVIES STORE	Q Search	LOGIN
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		Reset password	password	
	will	l be sent to your email address.		
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I Am A Singer S4	Chilling Visions: Five Senses Fear	s of Oh speak english plea	ase Taj Mahal	Bre
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ast			o Help & FAQ	Subscribers Terms	& Conditions	Contact us		
	Ś	Download on the App Store	Google p	blay				

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ANNOTATION NOTES

1. Astro ID Field

The user is prompted to enter his/her Astro ID.

2. Submit Button

Clicking on the "Submit" button proceeds with sending the login details to the users email address.

The submit button will be deactivated if no Astro ID filled in.

3. Incorrect Astro ID scenario

4. Confirmation message

Confirmation that the user will receive an email to guide him/her through the process. (Please refer to Error Conditions Spreadsheet)

Create Astro ID Screen

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astro on the GO HOME SPORTS CHANNELS	S TV SHOWS MOVIES STORE	Q Search	GIN REGISTER	astro on the GO HOME SPO	ORTS CHANNELS TV SHOWS MOVIES STORE	Q Search	LOGIN REGISTER	estro on the GO HOME SPORTS CHANNE	ELS TV SHOWS MOVIES STORE
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I Am A Singer S4 Chillin Fear	REGISTER >	Taj Mahal	Breaking Point	I Am A Singer S4	Chillin Fear Already have an account? Log	gin here	Breaking Point		
About Astro on the Go Help & FA		En	nglish ▼		ro on the Go Help & FAQ Subscribers Terms & Conditions Contact us oad on the 5 Store Google play 0 @2016 / Measat Broadcast Network Systems Sdn. Bhd. (240064-A)		English ▼		

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	SEE MORE >
	>
Taj Mahal	Breaking Point
	English ▼

ANNOTATION NOTES

1. Account Input Field

This is where the user will input:

- First name
- Last name
- Email address

2. Astro ID field

Hovering the icon on the right will display on overlay, showing the rules for Astro ID creation. This overlay will disappear one second after the user's cursor leaves the active area.

3. Password / Password Hint

Password fields entries will be encrypted.

Hovering the icon on the right will display on overlay, showing the rules for password creation. This overlay will disappear one second after the user's cursor leaves the active area.

4. Terms and Conditions agreement

User will need to check the box in order to sign up an account. Clicking on the link will have the T&C opened in a new tab of the user's web browser.

5. Captcha area

The user will need to go through this step before pressing the sign up button.

6. Register button

The button is initially inactive until all the input fields have been filled in, and the T&C checkbox is checked.

7. Login here

Directs user to Login screen

8. Inline validation - Error notification

When the user input doesn't match the system requirements, the related field(s) will get highlighted and a message will appear to explain what the problem is. The "validation check" will be inline, meaning right when the user jumps to the next field. This immediate system feed-back will prevent friction.

9. Email confirmation popup

Email verification popup for successful connection.

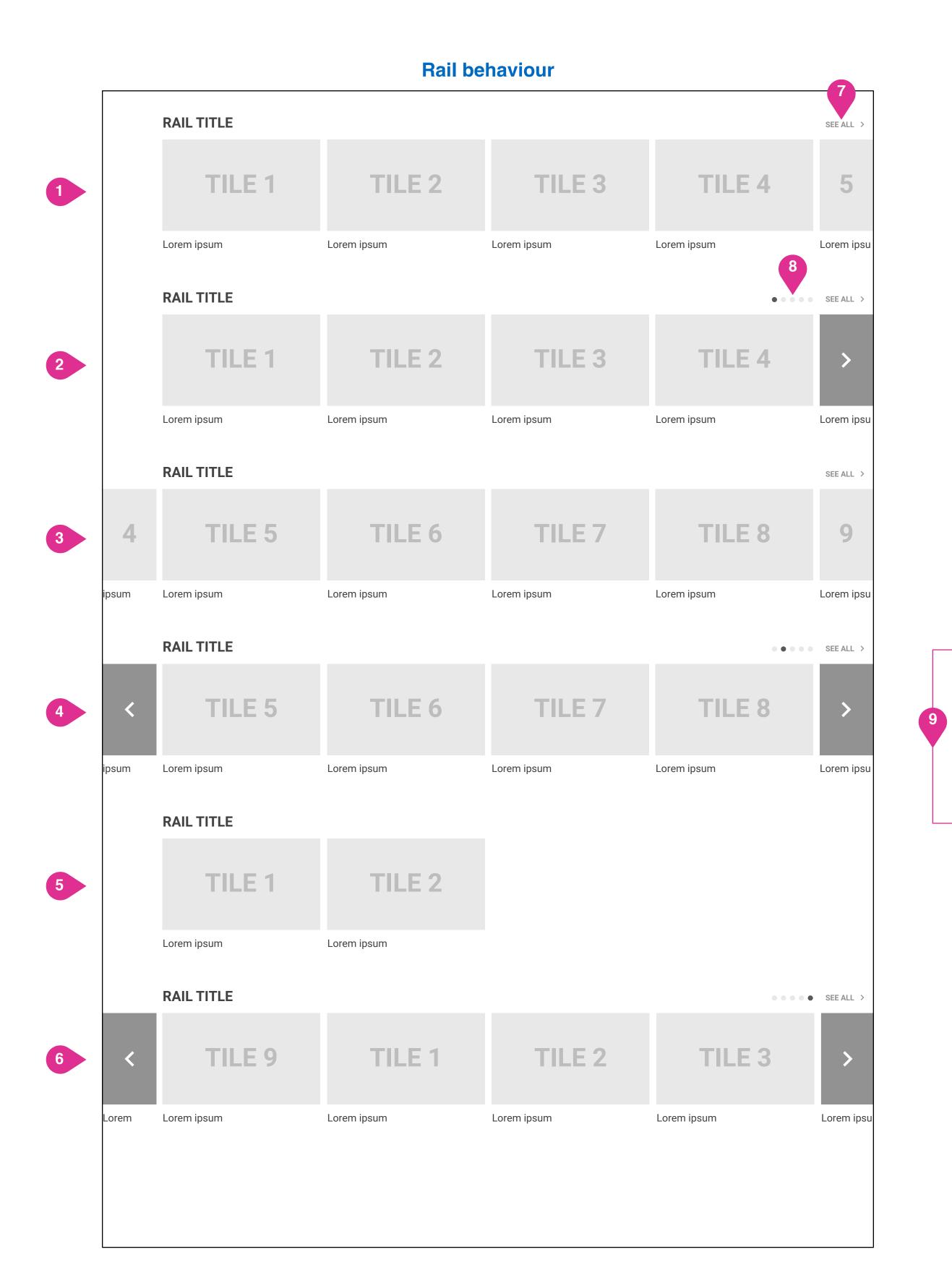
ASIDE NOTE

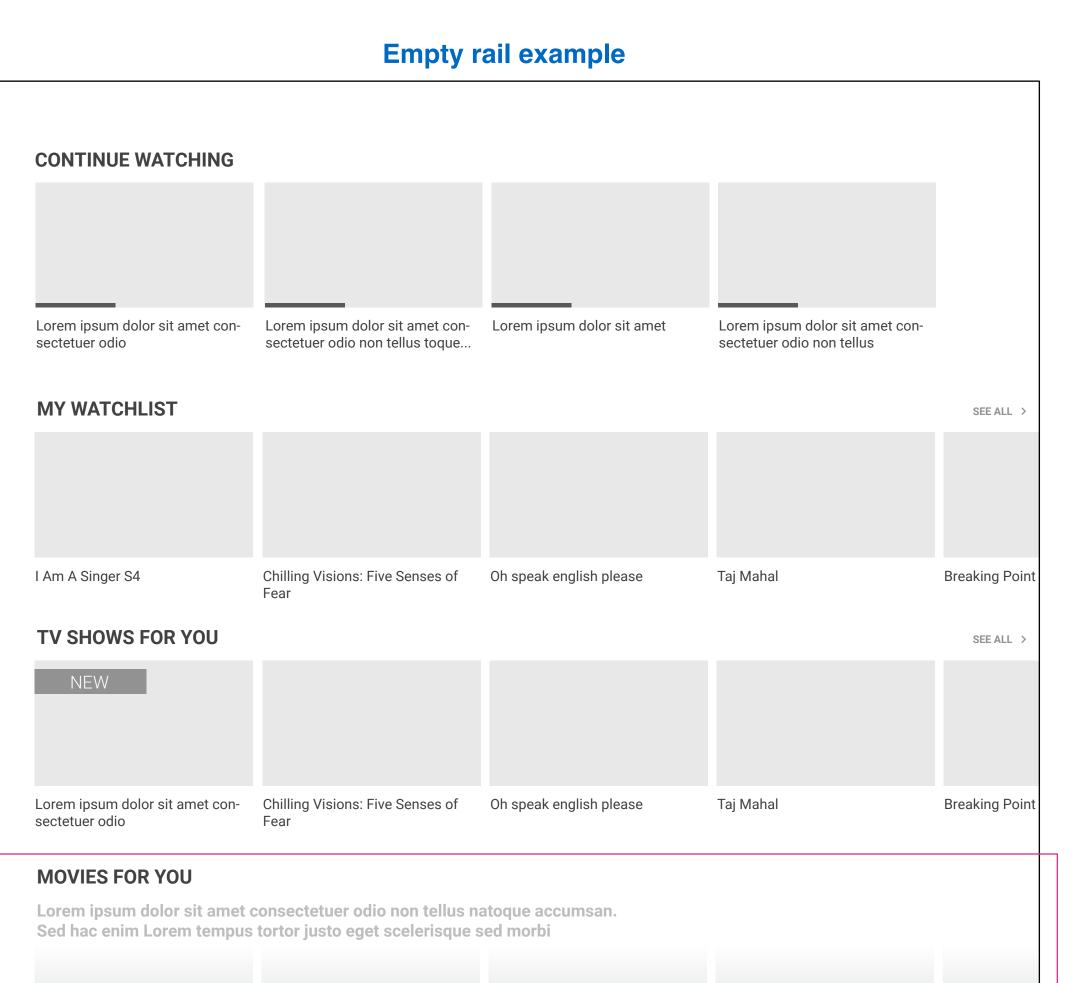
A user can click on "Close" or anywhere outside of a pop-up to get it closed. If doing it by mistake, the informations will be retrieved when the user reopens the pop-up afterwards without refreshing the page.

[1] Browsing & Discovery



[1] Browsing & Discovery Rails







ANNOTATION NOTES

1. Rail - Default state

In most of the cases, the rails will be displayed by default in this manner. A tile partially shown on the right will indicate that more content is available and requires user action.

2. Rail hovered

When the user hovers a rail, the rail navigation will appear:

- arrow on the right if the user hasn't navigated through the rail yet
- arrows on left and right if the user has already passed the first segment of content in the rail (see point 4)

3. Rail's pagination after user clicks on "next" right arrow

This is how a rail will look after the user has clicked on the right arrow. In our example, the screen width only allows for 4 tiles to be fully shown. The fifth one being the one clickable and with an overlay appearing on :hover.

So, in this specific case, if the user clicks on the partially shown 5th tile:

- the rail's position will translate from right to left to show the next rail's pagination/segment
- the 4th tile will be partially shown on the left and have an arrow overlaid on :hover (see point 4)
- the 9th tile will be partially shown on the right and have an arrow overlaid on :hover (see point 4)

The number of *fully-shown* tiles will vary depending on the screen width. The overlay (color, level of transparency, etc.) will be defined in the visual design.

4. Rail with partially shown tiles on both sides and hovered

When a rail with partially shown tiles on both sides is hovered, arrows will be displayed in an overlay on those partially shown tiles. In this case, the user can navigate in two directions.

5. When only few tiles in a rail

In some cases, only few tiles will appear in a rail. No specific behaviour will be implemented here: the remaining space will be left empty.

6. Loop

The navigation will be "looped", which means from the moment a rail's content overflows the screen, there will never be an "end to the rail" as the first items will be brought to fill the empty spaces on the last segment. As we can see here, the first tile is brought next to the 9th. In this case, the pagination will indicate the last pagination segment. From there, clicking on the right arrow will:

- translate the rail's position by one increment, so that the first tile gets its position back
- update the pagination cues changes so that it highlights the first dot

7. "See all" link

The "See all" will redirect to a page where all the items belonging to that rail will be listed in a grid view. The clickable area will encompass both the text string and the arrow icon.

8. Pagination visual cue

In order to prevent user's confusion, pagination will be visible when hovering the rail and when navigating. This visual cue will help the user to understand the loop behaviour, hence the spacial dimension of the UI. The dot corresponding to the current segment of the rail will be highlighted. The number of dots/segments will depend on the screen width as wider screens can display more tiles. This component won't be clickable.

9. Empty rail scenario

For empty rail scenario, no image will be shown. Instead, a simple gradient will appear. A placeholder text will explain the reason behind this when the user hovers the rail (the copy will be defined by Astro in AppGrid).

[1] Browsing & Discovery Landing Pages for different types of users



Landing Page - DTH User - with AA

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									>
I	Am A Singer S4		Chilling Visi Fear	ions: Five Sense	es of	Oh speak english please	Taj Mahal		Breaking Point

ANNOTATION NOTES

1. Hero Banner

2. Personal Rails

Display personal rails include:

1. Continue Watching

- VOD, and Channels
- Cross device list of items that the user has watched but not yet finished Cross device list of last watched channels
- Finished is defined at 95% of the total duration except for channels
- Show Movie/ Channel/ TV Show

Clicking on the item will direct user to detail page:

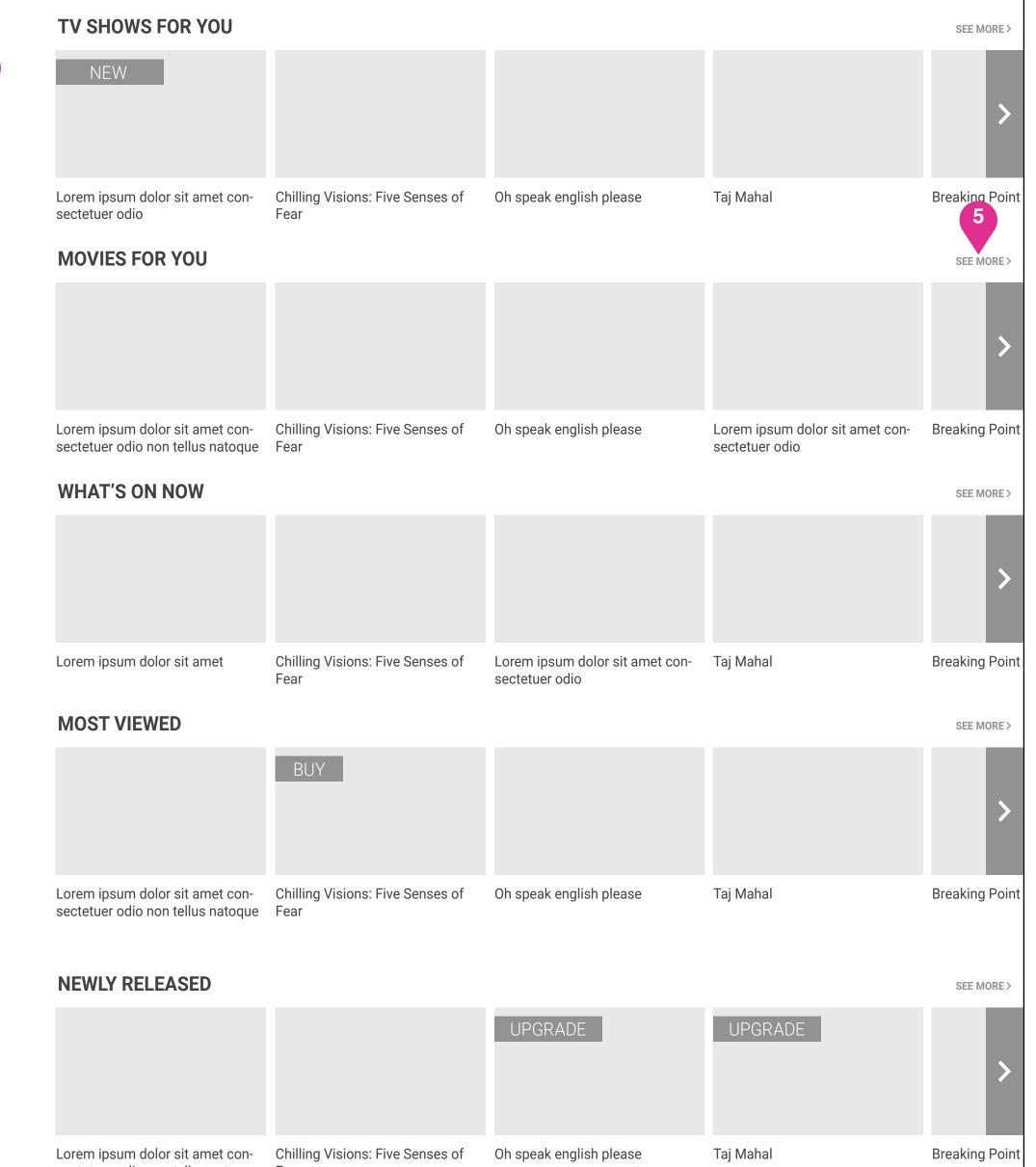
- 1. Movie : Go to Movie Detail Page
- 2. Channel: Go to Channel Detail Page
- 3. TV Show: Go to TV Show Detail Page with the continue watching
 - Episode highlighted for playback
- Eg: Continue watching should show Game of Thrones rather than Game of Thrones S1 Ep13. When user clicks on Game of Thrones, then S1 Ep13 will be the episode highlighted for playback.

2. My watchlist

Show top level parent (e.g. TV Show, Box-sets, Movie) Clicking on the item will direct user to detail page

3. Editorial Think Analytics Rails

Display Editorial TA rails (e.g. TV Shows for you, What's on now, Most viewed .etc.)



- Recommendation rails can be filtered
- Entitlement items will be displayed in Editorial TA Rails,
- Entitlement items are available only based on your entitlement (DTH plan/package)

4. Editorial MPX

Display Editorial rails curated on AppGrid by Astro team

- MPX rails can be pinned
- MPX rails can be filtered
- MPX rails can be editorial and be shown by user type

5. "See more" link

Clicking on the link will direct user to see all page for the rail. Both the arrow and the text will be clickable so that the click target is wide enough and easy to reach.

ADDITIONAL NOTES

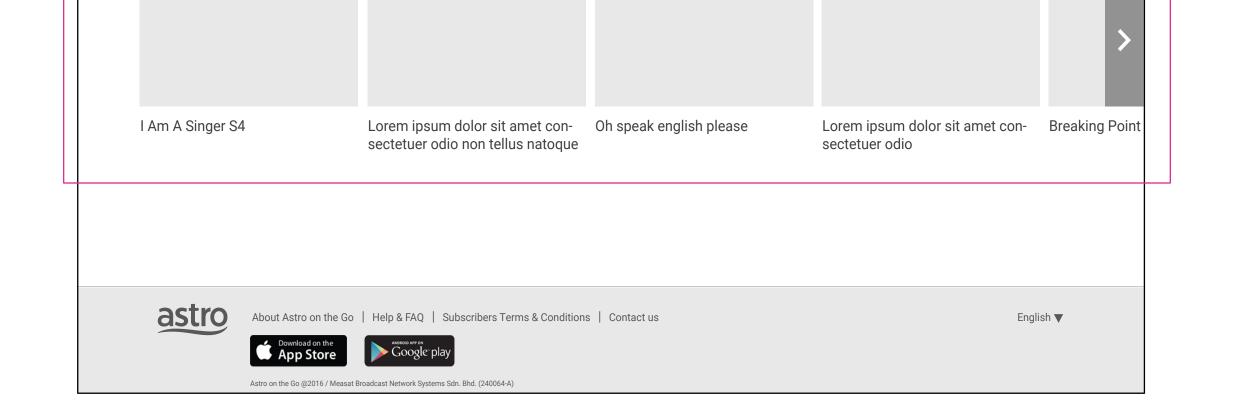
- Recommendation rails cannot be pinned
- "New" when content is newly published. The window X hours will be configurable.
- "Upgrade" label are for non-entitled content under non-entitled DTH-AA plans, with a call CTA.
- All labels and UI localisation will be configurable in AppGrid
- Content item could be :
 - VOD
 - Live Event
 - Linear Channel
 - TV Series Boxsets
 - Movie Series Boxsets
 - Branded Page
- For Continue Watching items, progress bar does not overlay the thumbnail
- Rail is not visible if there is no content inside that category
- Thumbnail ratio is 16:9.75. Dimension will be defined in UI stage

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FROM THE STORE

SEE MORE >



Landing Page - DTH User - without AA

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_	HOME SPORTS	CHANNELS TV SHOWS MOVIES	S	Q Search	USERNAME V	ANNOTATION NOTES
			1			Landing page for DTH users without AA will be similar to the one for AA users in term of layout. The difference being that some content will require the user to "Upgrade" or "Buy" in order to watch (when DTA-AA users are entitled to watch more content). The tiles will then show the related label accordingly.
						1. Hero Banner
						2. Personal Rails
		•				Display personal rails include:
	CONTINUE WATCHING					1. Continue Watching
						 VOD, and Channels Cross device list of items that the user has watched but not yet finished - Cross device list of last watched channels Finished is defined at 95% of the total duration except for channels Show Movie/ Channel/ TV Show
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	MY WATCHLIST				SEE MORE >	2. Channel: Go to Channel Detail Page
					>	 3. TV Show: Go to TV Show Detail Page with the continue watching Episode highlighted for playback Eg: Continue watching should show Game of Thrones rather than Game of Thrones S1 Ep13. When user clicks on Game of Thrones,
	I Am A Singer S4	Chilling Visions: Five Senses of Fear	Oh speak english please	Taj Mahal	Breaking Point	then S1 Ep13 will be the episode highlighted for playback.
	TV SHOWS FOR YOU				SEE MORE >	2. My watchlist

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Display Editorial TA rails (e.g. TV Shows for you, What's on now, Most viewed .etc.)

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Recommendation rails can be filtered

• Entitlement items will be displayed in Editorial TA Rails,

Entitlement items are available only based on your entitlement (DTH plan/package)

4. Editorial MPX

Display Editorial rails curated on AppGrid by Astro team

- MPX rails can be pinned
- MPX rails can be filtered

• MPX rails can be editorial and be shown by user type

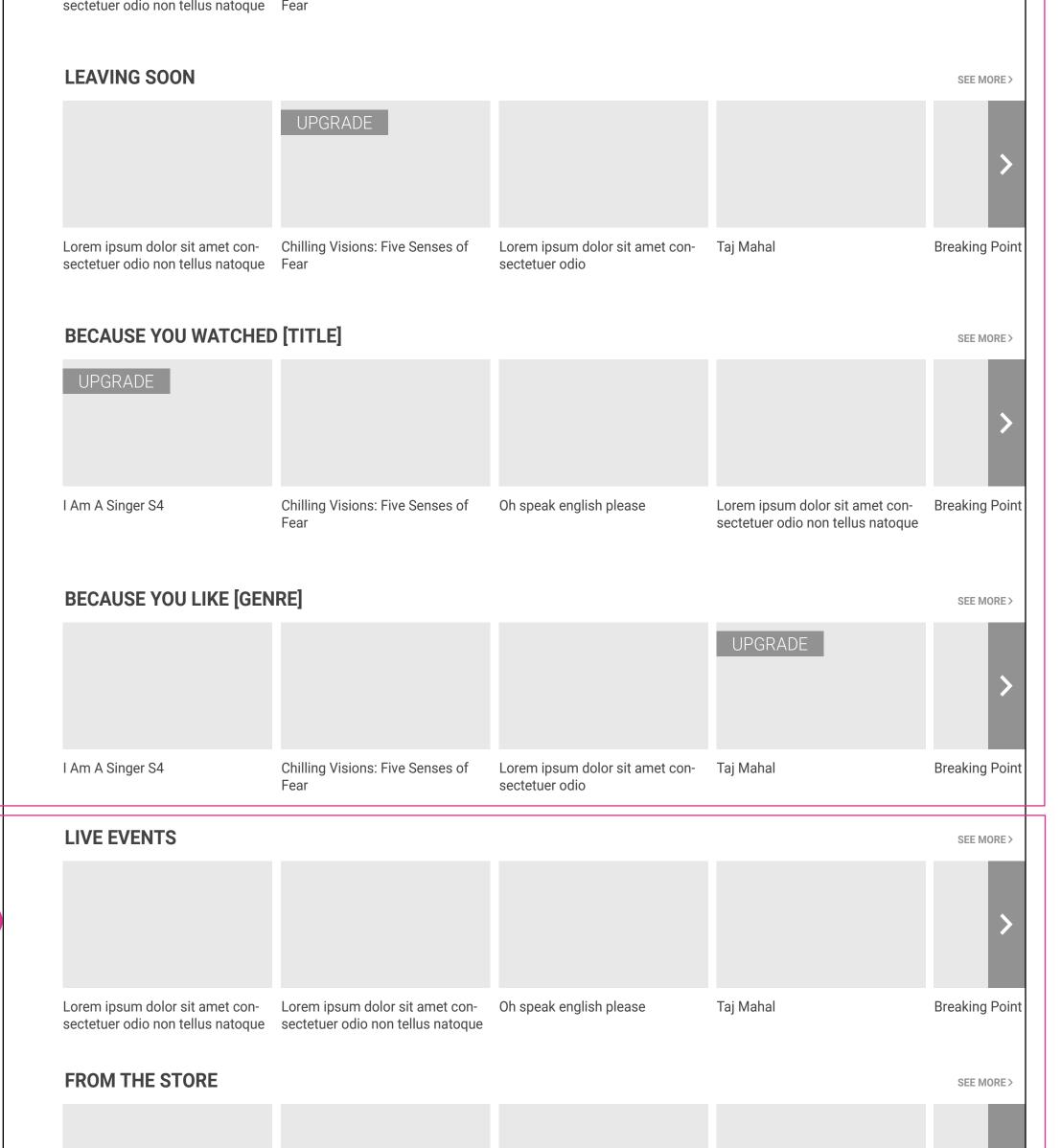
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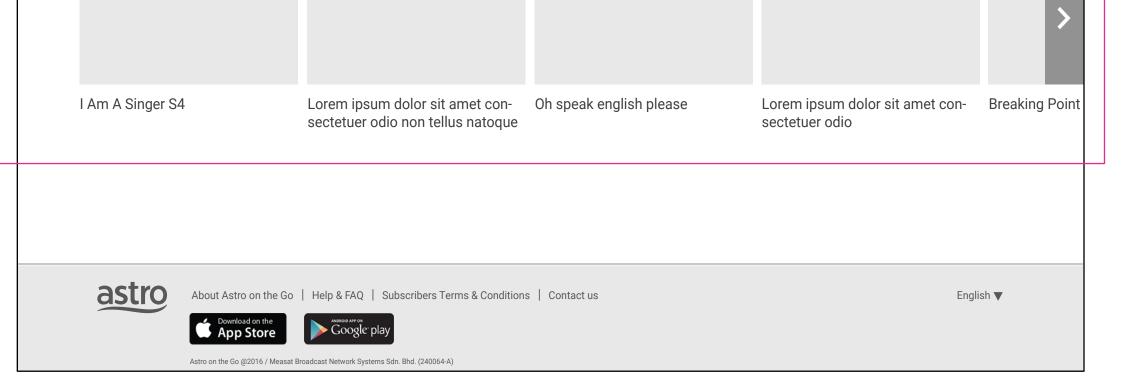
ADDITIONAL NOTES

Recommendation rails cannot be pinned

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 - Movie Series Boxsets



- Branded Page
- For Continue Watching items, progress bar does not overlay the thumbnail
- Rail is not visible if there is no content inside that category
- For empty rail scenario, show the rail with a placeholder image
- Thumbnail ratio is 16:9.75. Dimension will be defined in UI stage



Landing Page - SA / NJOI User

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l Am A Singer S4	Chilling Visions: Fear	Five Senses of	Oh speak english please	Taj Mahal	Breaking Poin
TV SHOWS FOR YO					SEE MORE >

ANNOTATION NOTES

Landing page for NJOI users will be similar to the one for DTH-AA users in term of layout. The difference being that some content will require the user to "Upgrade" or "Buy" in order to watch (when DTA-AA users are entitled to watch more content). The tiles will then show the related label accordingly.

1. Hero Banner

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- finished Cross device list of last watched channels
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 - Episode highlighted for playback
 - Eg: Continue watching should show Game of Thrones rather than Game of Thrones S1 Ep13. When user clicks on Game of Thrones, then S1 Ep13 will be the episode highlighted for playback.

2. My watchlist

NEW				
Lorem ipsum dolor sit amet con- sectetuer odio	Chilling Visions: Five Senses of Fear	Oh speak english please	Taj Mahal	Breaking Po
MOVIES FOR YOU				SEE MORE
Lorem ipsum dolor sit amet con- sectetuer odio non tellus natoque	Chilling Visions: Five Senses of Fear	Oh speak english please	Lorem ipsum dolor sit amet con- sectetuer odio	Breaking Po
WHAT'S ON NOW				SEE MORE
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MOST VIEWED				SEE MORE
	BUY			
Lorem ipsum dolor sit amet con- sectetuer odio non tellus natoque	Chilling Visions: Five Senses of Fear	Oh speak english please	Taj Mahal	Breaking Po
NEWLY RELEASED				SEE MORE
		UPGRADE	UPGRADE	
Lorem ipsum dolor sit amet con- sectetuer odio non tellus natoque	Chilling Visions: Five Senses of Fear	Oh speak english please	Taj Mahal	Breaking Po

Show top level parent (e.g. TV Show, Box-sets, Movie) Clicking on the item will direct user to detail page

3. Editorial Think Analytics Rails

Display Editorial TA rails (e.g. TV Shows for you, What's on now, Most viewed .etc.)

- Recommendation rails can be filtered
- Entitlement items will be displayed in Editorial TA Rails,
- Entitlement items are available only based on your entitlement (DTH plan/package)

4. Editorial MPX

Display Editorial rails curated on AppGrid by Astro team

- MPX rails can be pinned
- MPX rails can be filtered
- MPX rails can be editorial and be shown by user type

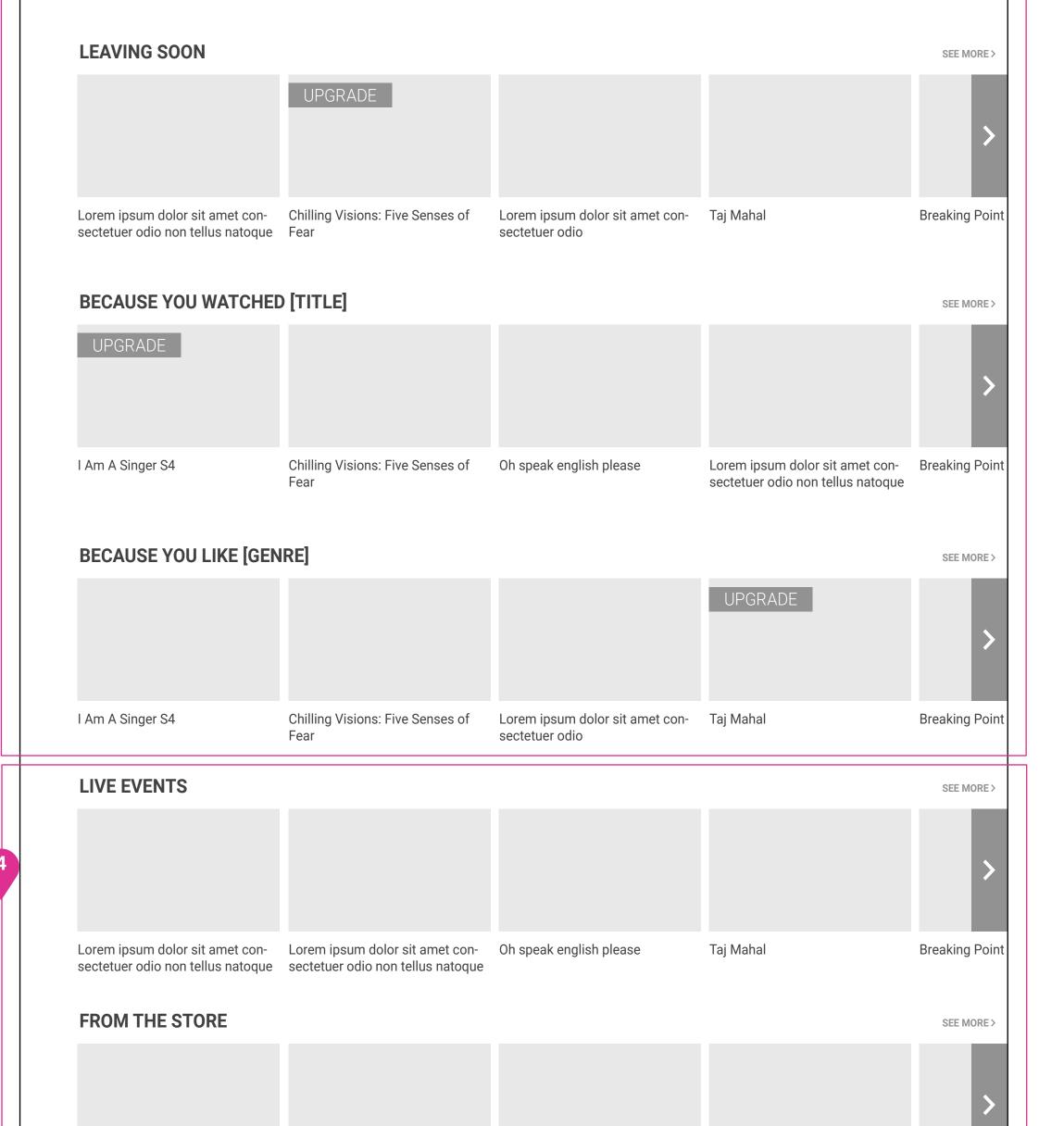
5. "See more" link

Clicking on the link will direct user to see all page for the rail. Both the arrow and the text will be clickable so that the click target is wide enough and easy to reach.

ADDITIONAL NOTES

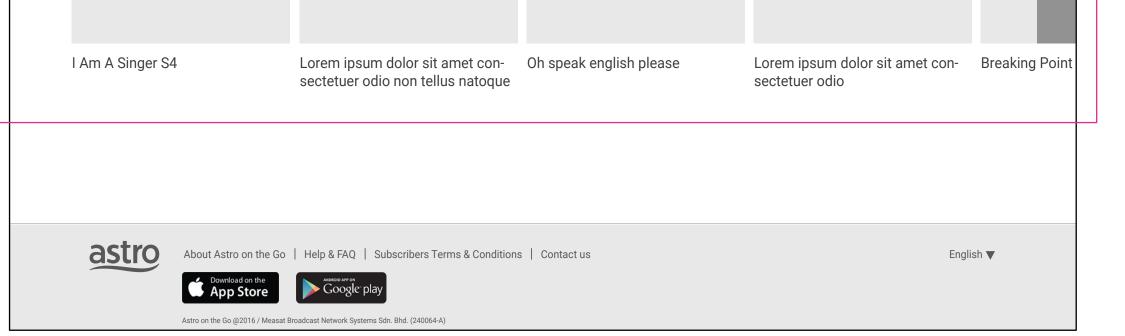
Recommendation rails cannot be pinned

- "New" when content is newly published. The window X hours will be configurable.
- "Upgrade" label are for non-entitled content under non-entitled DTH-AA plans, with a call CTA.
- All labels and UI localisation will be configurable in AppGrid
- Content item could be :
 - VOD
 - Live Event
 - Linear Channel
 - TV Series Boxsets
 - Movie Series Boxsets



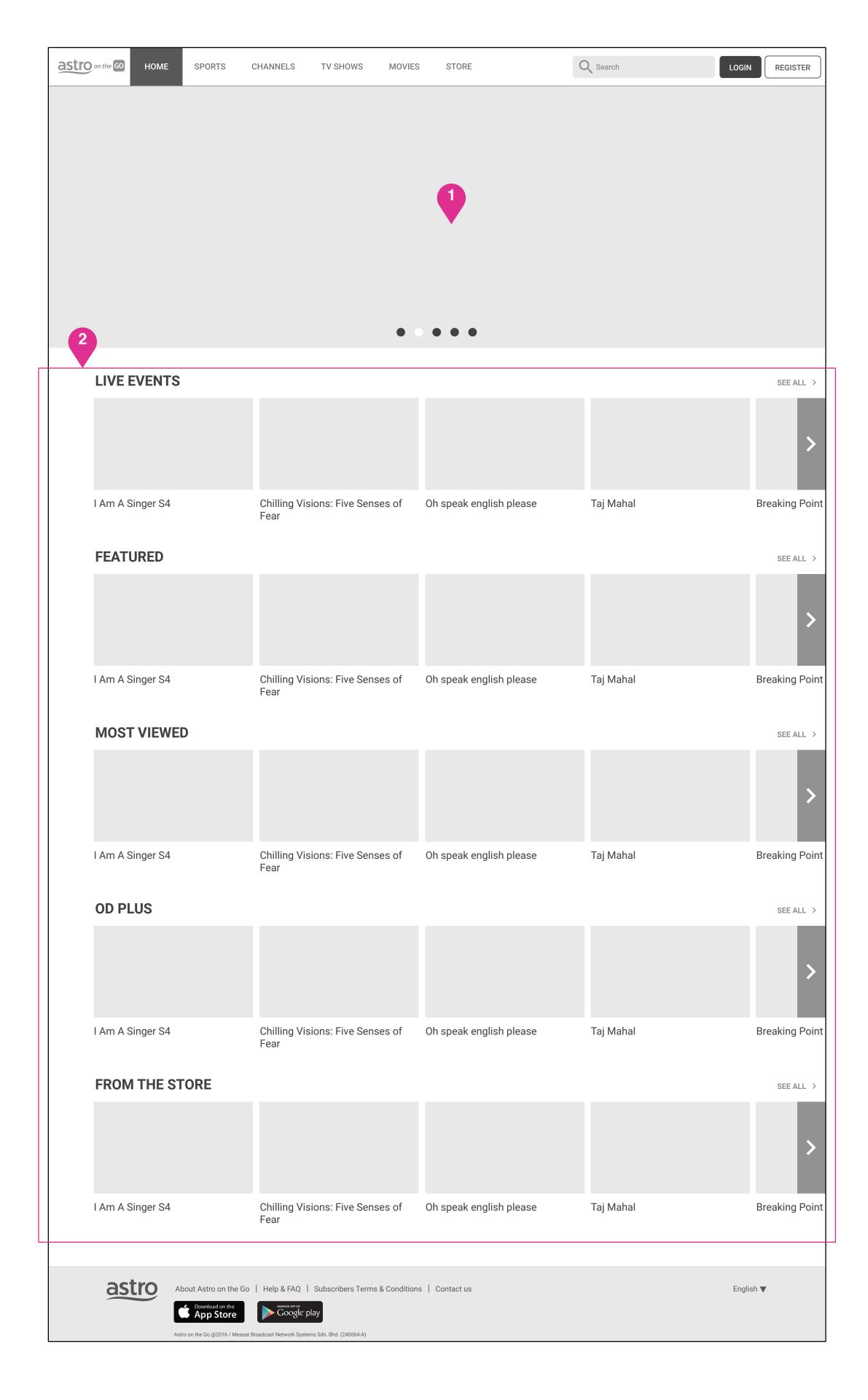
Branded Page

- For Continue Watching items, progress bar does not overlay the thumbnail
- Rail is not visible if there is no content inside that category
- For empty rail scenario, show the rail with a placeholder image
- Thumbnail ratio is 16:9.75. Dimension will be defined in UI stage



Landing Page - Pre-Login User

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre



ANNOTATION NOTES

1. Promo/ Announcement/ Content Hero Banner

Clicking on the marketing promo banner will redirect the user to an external page with more info.

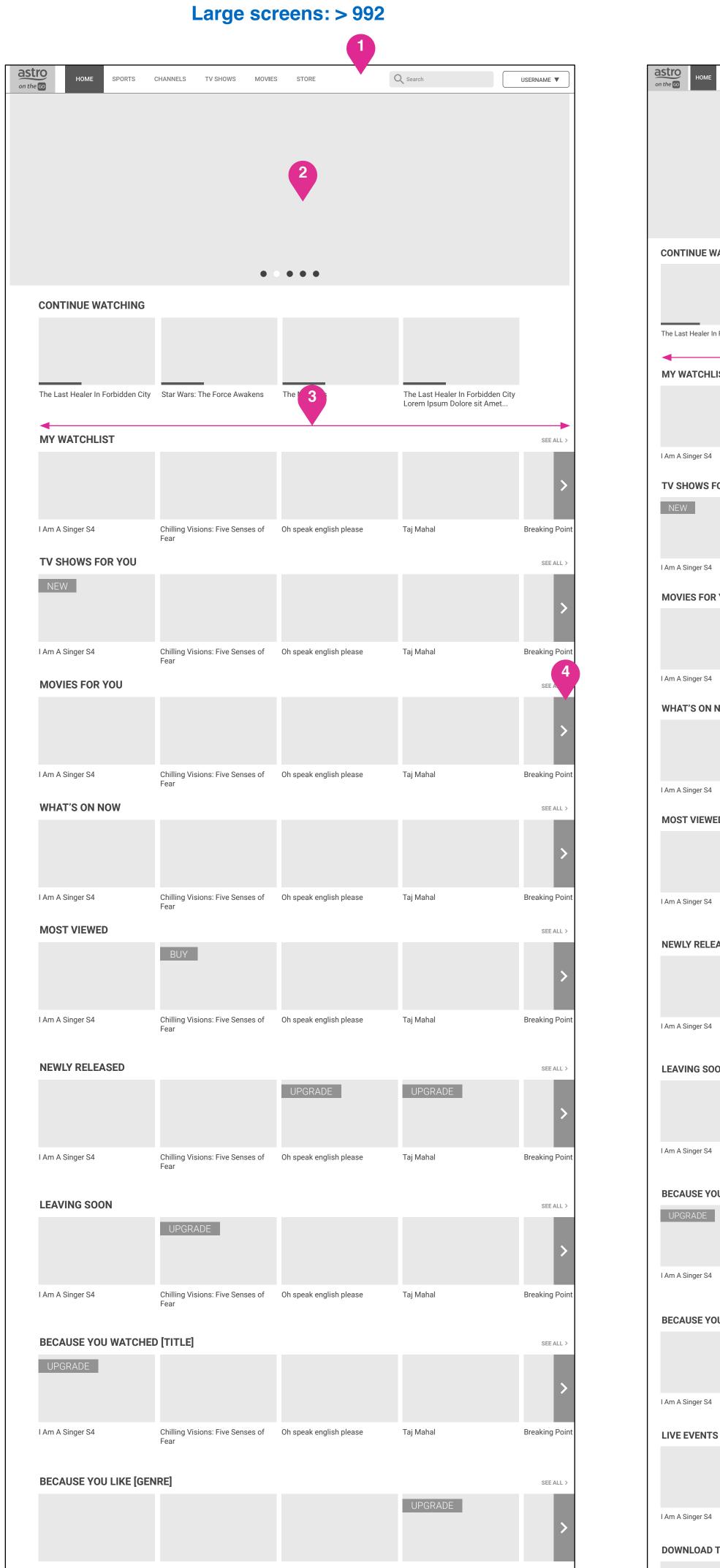
2. Editorial MPX

Display Editorial rails curated on AppGrid by Astro team

- MPX rails can be pinned
- MPX rails can be filtered
- MPX rails can be editorial and be shown by user type

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Landing Page - Responsive AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre





ANNOTATION NOTES

1. Header

- On large screens, Astro logo and the main categories ("Home", "Sport", "Channels", "TV Shows", "Movies") will be constrained to the left of the screen with a predefined left margin. The search input field as well as the account dropdown menu will be constrained to the right with a predefined right margin. The variable stretchable space being between the last category ("Movies") and the search input field.
- On medium screens, the design will keep this rule. The result will be a smaller space between Store and the search input field. The search input field will be reduced in size if necessary and the user picture reduced or converted to icon.
- On small screens, the main categories will be converted to a tab-bar (Cf. point 6). The header will:
 - Show AOTG logo on the left: taping on it will redirect to home
 - display the page title (truncated if string exceeds the space defined)
 - show the search icon
 - show the user account icon on the left
 - disappear when user scrolls down and reappear when user scrolls up a given amount of pixels. This is important as it will free up some screen estate when the user is in "browsing mode".

2. Hero banner

3. Number of tiles

- On large screens, the rails will show four full tiles plus one partly shown. A left margin will keep some space between the content and the left edge. This margin will be equivalent to 3 to 5% of the total screen-width. The layout's default behaviour when screen-width gets larger will be to make the tiles bigger accordingly. However, above 1500px, adding tiles incrementally so that each tile's width never exceeds 350px, would be a necessary step to preserve a correct balance.
- **On medium screens**, the rails will show three full tiles plus one partly shown. The left margin will follow the same rule as stated above.
- **On small screens**, the rails will show two full tiles plus one partly shown. The left margin will follow the same rule as stated above.

4. Arrows

Arrows will be deactivated on the small screens (mobile devices) so that they don't take too much screen estate. Moreover, on mobile devices, the swipe pattern is a more efficient alternative for horizontal scrolling.

5. Footer

On small screens, the footer will be laid following a vertical stack to maximise accessibility.

6. Tab-bar (bottom navigation)

On **small screens**, the main categories will be replaced by a tab-bar (sticky bottom navigation), mirroring the app component. However, because the information architecture is not the same on the website, the differences will be that we won't have the "Settings" as a tab and "On Demand" will be replaced by "TV Shows" and "Movies". The buttons in the bottom navigation will then be the following:

- 1. **Home**
- 2. Sports
- 3. Channels
- 4. TV Shows
- 5. Movies

As there are 5 tabs, each one will take 20% of the screen width.

For each tab, the touch target will be:

- width: 20% of the screen width
- height: 100% of the tab-bar's height

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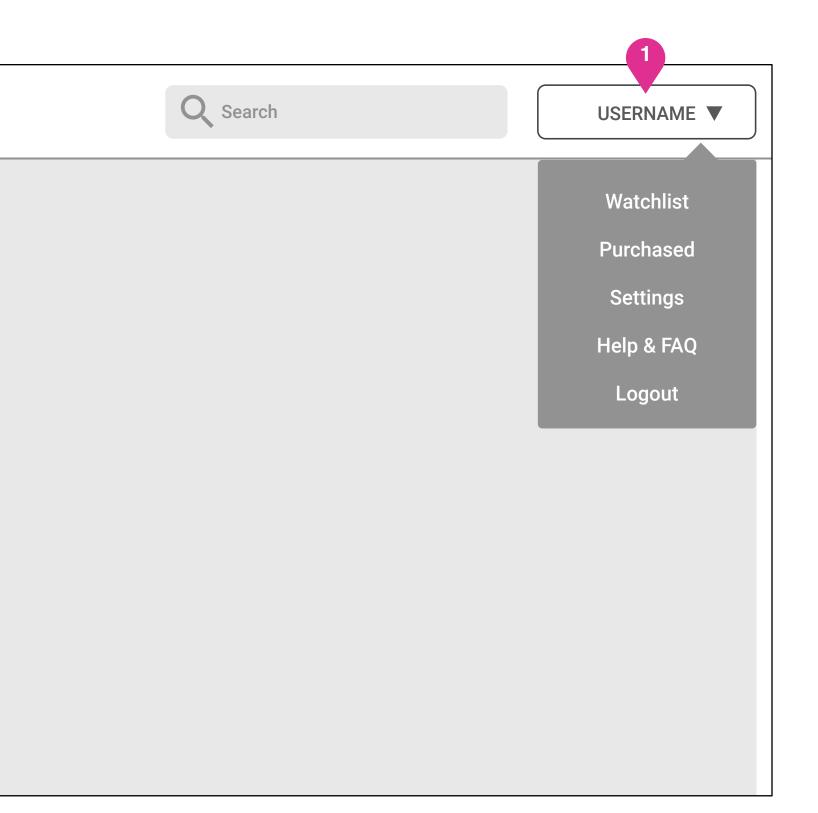
Tab-bar in percentages



Header user drop-down menu

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

astro on the GO	HOME	SPORTS	CHANNELS	TV SHOWS	MOVIES	STORE
						• • •



ANNOTATION NOTES

1. User drop-down menu

Clicking on the user button will trigger a drop-down menu offering access to:

- Watchlist
- Purchased
- Settings
- Help & FAQ
- Logout

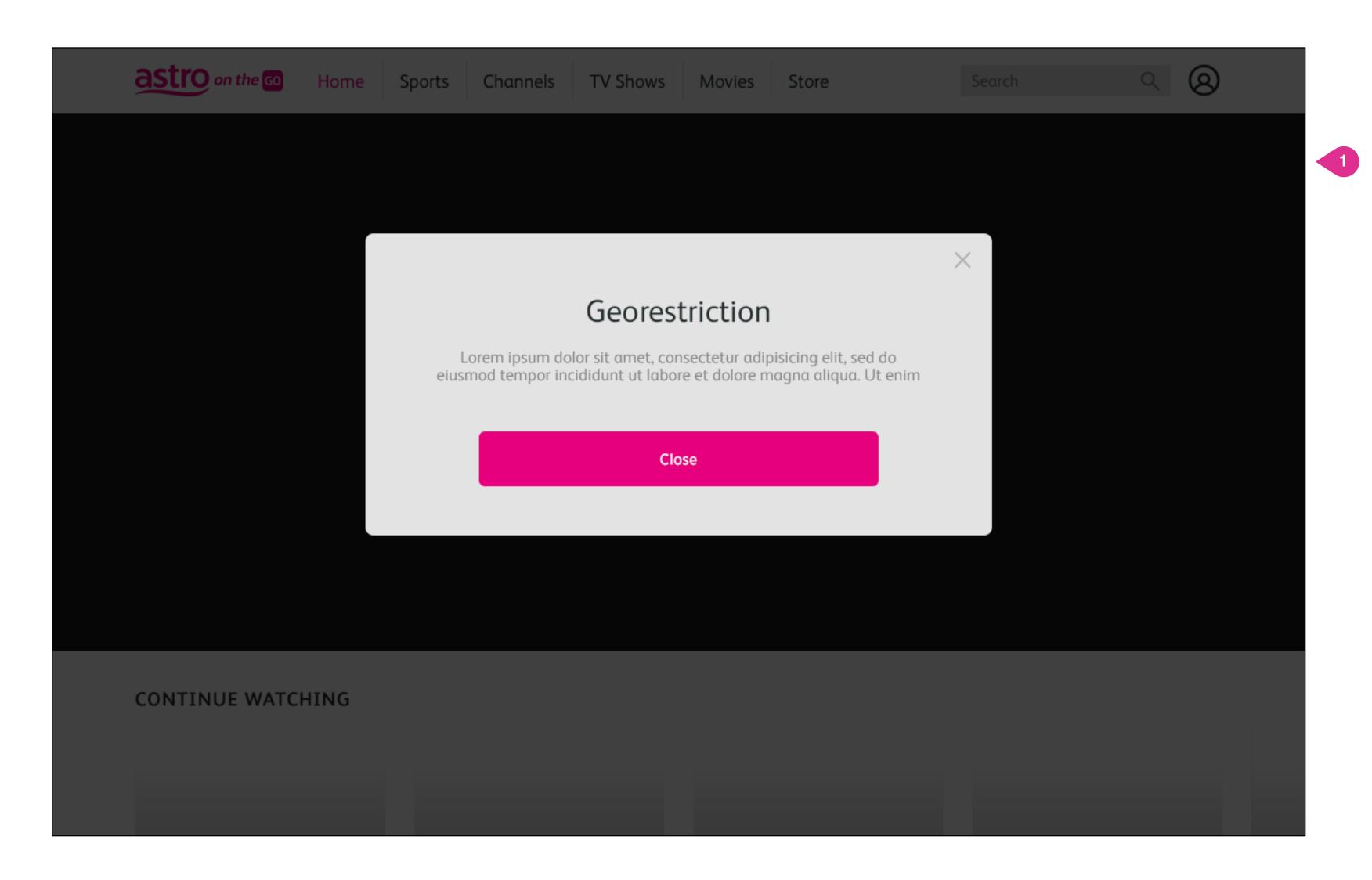
Keyboard navigation should be enabled in this dropdown menu in order to maximise accessibility.

2. Hero Banner

[1] Browsing & Discovery Geo Restriction

Geo Restriction notice

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre



ANNOTATION NOTES

1. Geo Restriction pop-up

In the case a user accesses Astro On The Go website from outside Malaysia, a message will be displayed in order to let him/her know that the content might be partly or entirely unaccessible. Rules and copy to be defined by Astro.

This popup will be shown at every user session on the website.

Aside note:

The copy could be edited here as "Welcome to {currentLocation}!" might sound confusing and inappropriate.

[1] Browsing & Discovery Sport

Sport Page

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

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ANNOTATION NOTES

1. Hero Banner

2. Personal Rails

- Last Watched

3. Editorial Think Analytics Rails

4. Editorial MPX

Display Editorial rails curated on AppGrid by Astro team

- MPX rails can be pinned
- MPX rails can be filtered
- MPX rails can be editorial and be shown by user type

5. "See more" link

Clicking on the link will direct user to see all page for the rail. Both the arrow and the text will be clickable so that the click target is wide enough and easy to reach.

- Display last watched items - Rail is not visible if there is no content inside that category

Display Editorial TA rail, e.g.,"What's on now"

21 of 76

Sport Responsive AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

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ANNOTATION NOTES

Refer to *"Landing Page - Responsive"* page to get more information about the responsive behaviour of elements.

[1] Browsing & Discovery Channels

Channel Page

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

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ANNOTATION NOTES

1. Hero Banner

2. Default state and Filters

This page has a filtering system that helps the user to narrow down the amount of channels displayed depending on categories.

Default state:

By default, the "All" is selected and the classic rail layout is displayed.

Filter applied:

When clicking on a filter button, only the channels related to the selected filter will appear.

The filter row should always remain persistent on screen (accessible) even if the user scrolls down. This behaviour applies for all screen widths.

3. Personal Rail

Last Watched:

- Display last watched items
- Rail is not visible if there is no content inside that category

4. Editorial Think Analytics Rails

Display Editorial TA rail, e.g.,"What's on now"

5. Editorial MPX

Display Editorial rails curated on AppGrid by Astro team

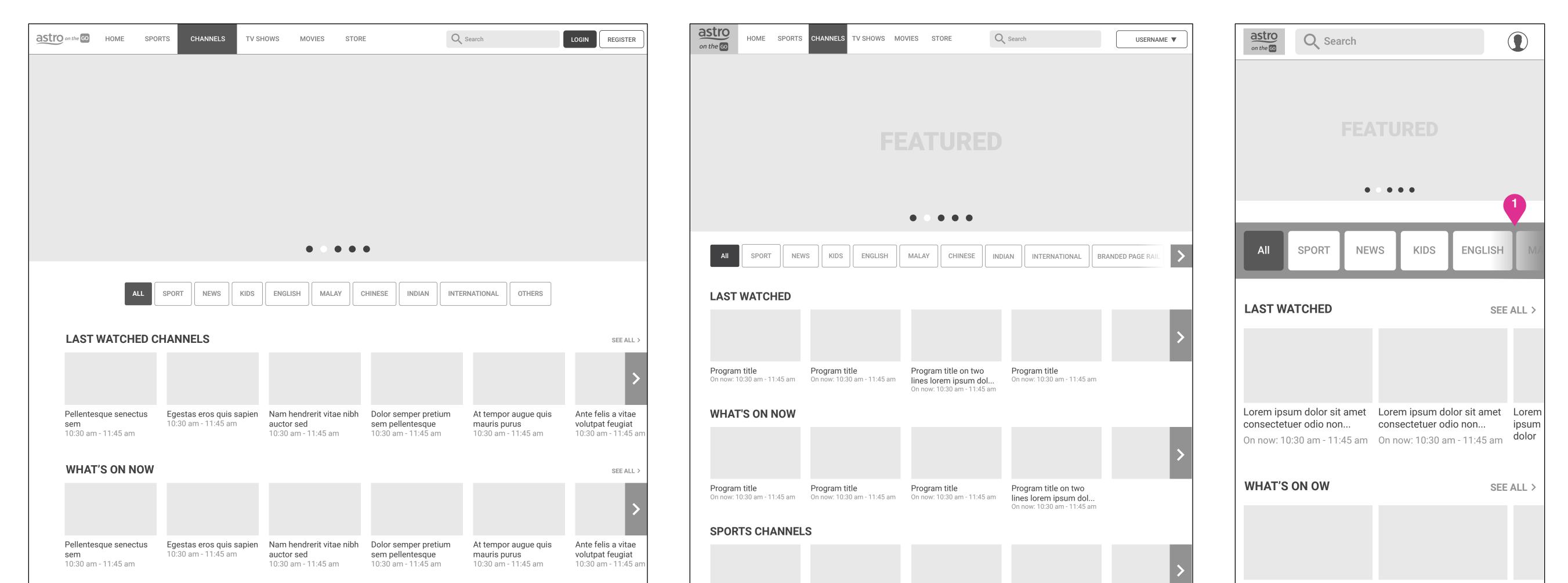
- MPX rails can be pinned
- MPX rails can be filtered
- MPX rails can be editorial and be shown by user type

6. All rails will be loaded immediately

No lazy loading will be implemented here.

Channel Responsive

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

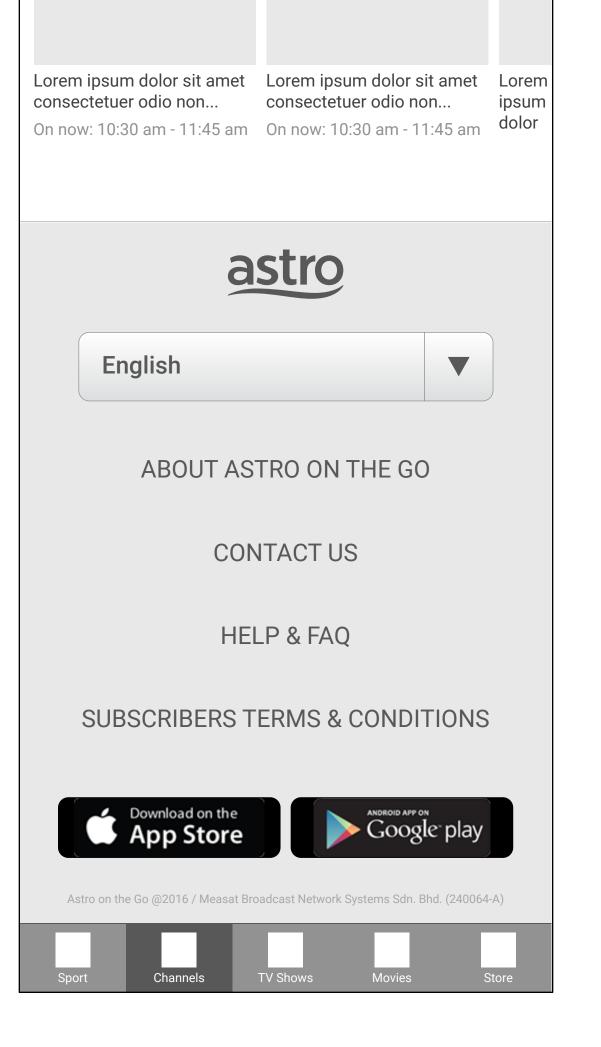


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Instead, a clear visual distinction will be made to strengthen the affordance of the swipe navigation pattern.

ADDITIONAL NOTES FOR MOBILE DEVICES

When the user scrolls down, the hero banner will scroll out of the screen (default behaviour). Only the filter will stick at the top to remain accessible. As mobile popular browsers have their chrome reduced when user scrolls down and as the Astro header will have the same behaviour, this will free some space so that we can display both the filters and the tab-bar.



Channel filtered Responsive AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

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[1] Browsing & Discovery TV Shows

TV Show Page

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

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ANNOTATION NOTES

1. Hero Banner

2. Editorial Think Analytics Rails

Display Editorial TA rail, e.g.,"What's on now"

3. Editorial MPX

- Display Editorial rails curated on AppGrid by Astro team
- MPX rails can be pinned
- MPX rails can be filtered
- MPX rails can be editorial and be shown by user type

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[1] Browsing & Discovery **Movies**

Movies Page

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

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ANNOTATION NOTES

1. Hero Banner

2. Editorial Think Analytics Rails Display Editorial TA rail, e.g.,"What's on now"

3. Editorial MPX

Display Editorial rails curated on AppGrid by Astro team

- MPX rails can be pinned
- MPX rails can be filtered
- MPX rails can be editorial and be shown by user type

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[1] Browsing & Discovery Store

Store Page

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

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ANNOTATION NOTES

1. Hero Banner

2. Editorial MPX

Display Editorial rails curated on AppGrid by Astro team

- MPX rails can be pinned
- MPX rails can be filtered
- MPX rails can be editorial and be shown by user type

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[1] Browsing & Discovery Branded & Listing Page

Branded Page

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

Branded page - Listing



Branded page - With rails

ANNOTATION NOTES

1. Hero Banner

2. Branded page description

The branded page description will appear below the hero banner.

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Listing Page

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

Listing page: Movies example

astro on the GO	HOME	SPORTS	CHANNELS	TV SHOWS	MOVIES	STORE	Q Se	earch	USERNAME V	astro	on the GO HOM	E SPORTS CH
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ANNOTATION NOTES

1. Filter button

Clicking on the filter button will make the filter panel appear from the left (following an "ease-out" easing curve) while darkening the page, so that the focus is clearly set on the filters.

2. Metadatas

Listing pages will have the thumbnails associated with a text box formatted as follow:

- for movies: Title + Year | Language | Genre | Genre
- for TV Shows: Title + Language | Genre | Genre
- for listing pages containing both movies and TV Shows:
- Movie: Title + Movie | Language | Genre
- TV Show: Title + TV Show | Language | Genre

3. Filter panel

Filters will be either radio buttons or checkboxes. In the example below, the first filter section is deactivated because the "Most popular Movies" listing page already uses one of the sorting options. It is still shown so that the user understands the logic.

Each filter section has the "Select all" & "Clear all" option.

When the user selects filters, the effect is shown dynamically in the darkened area of the page. This behaviour provides the user with immediate feedback. No need to clic on an "Apply" button.

Clicking either on "Reduce" or outside the filter panel will have it removed from the screen. The listing page will reappear in focus.

4. "Select all" / "Clear All"

For the filters with a lot of option available, the user will be able to either "Select all" checkboxes or "Clear all" checkboxes. These actions will be scoped within their section (either Language or Genre) and not affect other filters.

The logic behind will be the following:

- if there are unchecked checkboxes, the button will be labelled "Select all" and clicking on it will have all the checkboxes of this section checked.
- if all checkboxes are checked, the button will be labelled "Clear all" and clicking on it will have all checkboxes of this section unchecked.

5. Applied filters

The applied filters will be shown below the filter button. Those filters can be removed individually by clicking on the cross located on the left of the tag.

6. Clear all

Filters can be removed all at once by clicking on the "Clear all" link.

Listing page: TV Shows example

Listing page: Movies and TV Shows example

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	Help & FAQ Subscribers Term	s & Conditions	Contact us	English 🔻			Download on the App Store	Help & FAQ Subscribers Terms &	Conditions	Contact us		English V

Listing page: filters astro on the GO HOME SPORTS CHANNELS TV SHOWS MOVIES STORE Q Search LISTING PAGE TITLE - Add Filters All content Available on my current plan Will show only the content available under my current Will show all the content (some content might require additional payment in order to be played) plan, without additional payment SORTING LANGUAGE Multiple Hokkien 🗸 Malay Most watched Cantonese Mandarin Just out English Japanese 🔵 A-Z 🗸 Spanish French Korean 4 + Select All ✓ Western Horror 🗸 Sci-Fi Documentary Adventure Sports Others Romance Thriller Animation Crime Family Reduce 15 movies found I Am A Singer S4Chilling Visions: Five Senses of
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English 🔻

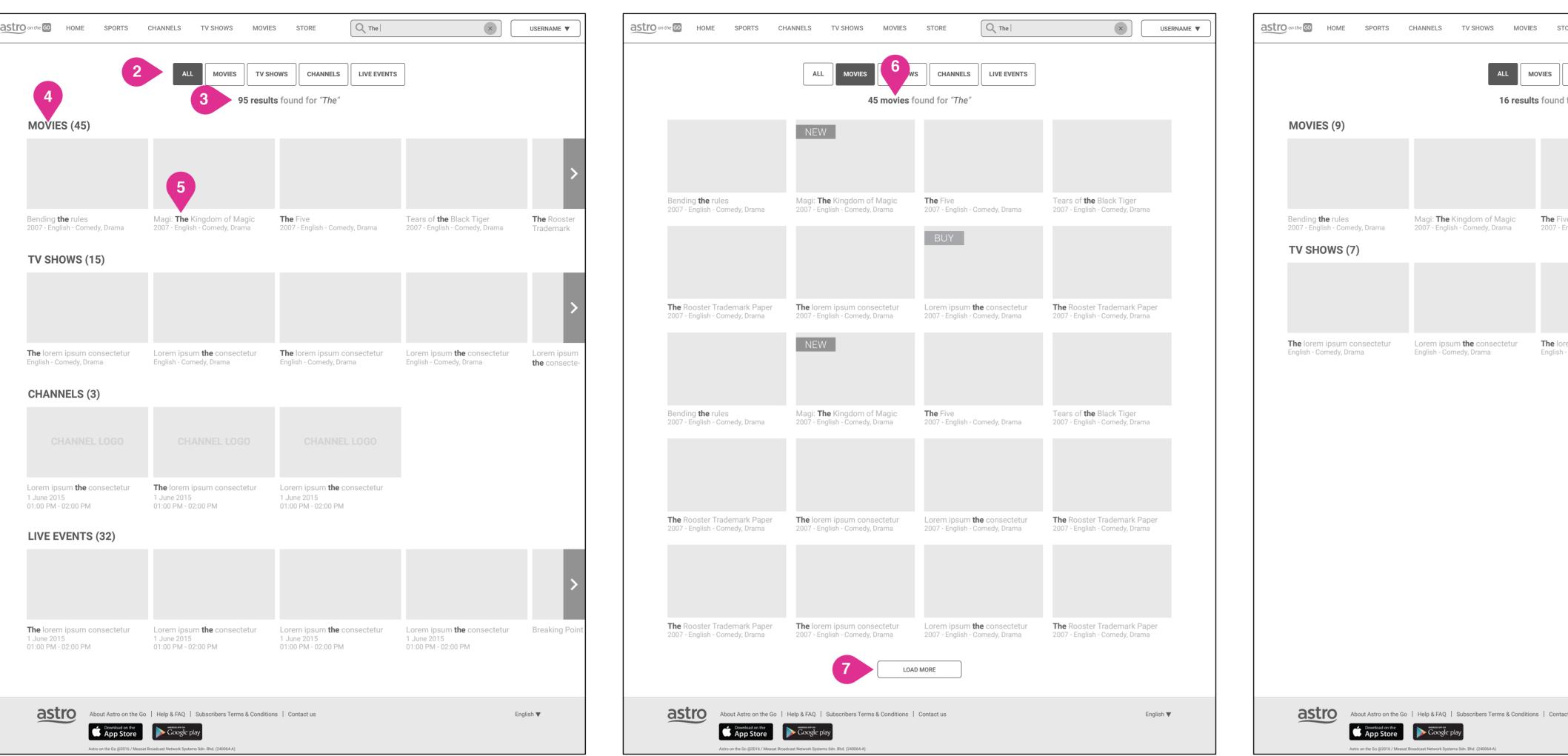
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Listing page: filters applied

[1] Browsing & Discovery Search

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on the 60 HOME SPORTS	CHANNELS TV SHOWS MOVI	ES STORE	Q The		USERNAME V
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Results filtered by type

ANNOTATION NOTES

1. Search field

The search field will react to user click (visual highlight). On user input:

- A cross will appear on the right
- a drop-down with dynamic auto-suggestions will appear; this drop-down will support keyboard navigation (tab and arrow keys) for fast selection.
- The current page will disappear and be replaced by the dynamic results

If the user clicks on the cross, the input will be erased and the results page disappear. The previous page will show again.

2. Filtering

Similarly to the Channel Page, filtering tabs will help to partition the results by type: Movies, TV Shows, Channels, Live Events.

The default state will be set on "All" with a layout using rails.

By clicking on the filters, only the items belonging to the selected type will show up in a grid view.

3. Resulting number of item founds

This number will indicate how many items have been found given the current user input. After applying a filter, the number will react accordingly (scope of search).

4. Rail title

In the default view (no filters applied), results are classified in "type-rails". The number of item founds per content type will be appended in parenthesis.

5. User input highlighted in resulting strings

In order to give more clarity to the user, the input will be highlighted in the resulting strings. This will provide more understanding for why results are showing up and how the search feature works.

6. Term replacement

When the search is scoped to a content type, the string indicating the number of results will be updated. The term "results" will be replaced by the type of content the user has selected. On the above example, it shows: "45 movies for 'The' "

7. Load more

When filtered, the content will appear in a grid view. As a lot of content could still need to be listed, a "Load more" button will be implemented to prevent performance issues.

8. Tabs filtering only when results "overflow" the screen

When all the content of a rail can be shown on screen without "overflowing" (depending on the screen width), the related tab won't appear.

9. No result

If the user input returns no result, it will clearly be indicated. A listing of recommendations will appear (curated list of content).

UX recommendations

Depending on the company's branding / identity / communication's tone, the copy can be adjusted here (and illustration added) in order to turn a "negative-no-result" into something fun or encouraging, for the user to perform another search.

While making these enhancements, be careful: to keep it obvious that the search returned no result (info n1)

 not to mock the user if using fun copy/illustration/imagery Other improvement like search suggestions (words or expressions) can help the user. The point being avoiding the "dead-end no-result page" which can result in a feeling of failure (user failing in his task - website failing in answering user's needs), hence causing friction.

All results (default)

Results with two overflowing content type rails

Results with only one overflowing content type rails

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No overflowing content type rails

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Empty state: no results

Search responsive

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Magi: **The** Kingdom of Magic 2007 - English - Comedy, Drama

Magi: **The** Kingdom of Magic 2007 - English - Comedy, Drama

ANNOTATION NOTES

1. Clear icon

On mobile, taping on the clear icon will exit the search mode.



[2] Details Pages

[2] Detail Pages Movie Details

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Default view Duration, Availability date, Audio, Subtitles, Director and Cast are hidden

en the GO HOME SPORTS CHANNE	ELS TV SHOWS MOVIES STORE	Q Search	USERNAME V	astro on the GO HOME SPORTS CHANNELS	TV SHOWS MOVIES STOP
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		-			

Expanded view Duration, Availability date, Audio, Subtitles, Director and Cast are shown

S TV SHOWS MOVIES STORE USERNAME put})*** OR "Back to {{contentType}} listing" put})**** OR "Back to {{contentType}} listing" Gamma <

ANNOTATION NOTES

1. Title + Details

Visible by default

Movie title
Metadata subtext: Genre, Genre, year, Length
Synopsis
Branded link(s)

Visible if click on "See more"

"Available until" date
Audio & Subtitles
Director
Cast

When a metadata isn't available, it isn't shown to the user (e.g: if there's no Available until date, this string won't show up).

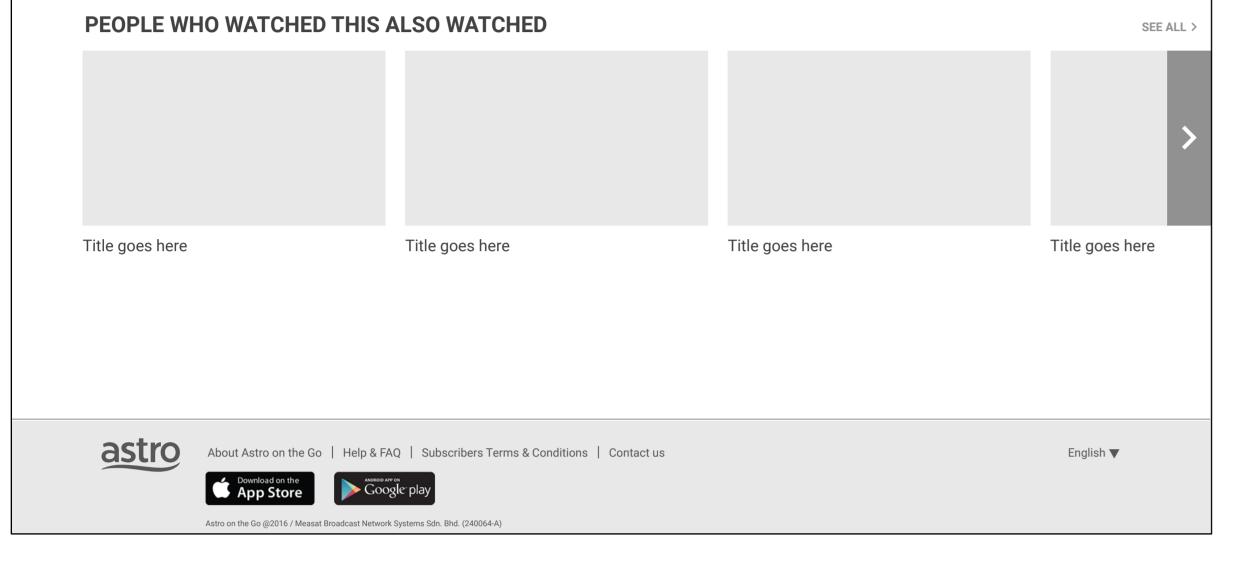
2. "Add to watchlist" and "Share"

- "Add to watchlist" / "Remove from watchlist" (conditional button, depending on if the item is or isn't in user's watchlist)
- Share button

3. "More details" button

This button will expand the view and show additional infos (explained above). When clicked, the text switches to *"See less"*

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Continue watching

astro on the GO	HOME SPORTS	CHANNELS	TV SHOWS	MOVIES	STORE	Q Search	USERNAME V
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4. Branded link(s)

Clicking on the link(s) redirects to the related branded page The button will be prefixed with a "See more" (eg. *"See more from HBO"*). The prefix can either be inside each button or before the buttons (Cf. visual design).

5. Player

Content poster image displayed. "Play" button not showing if the user isn't entitled to watch the content. The user can play the video in this view, without going into full-screen mode. The player functions will be:

- Play/Pause
- Fast-Forward/Rewind
- Volume
- Zoom
- Settings
- Subtitles
- Audio
- Expand

6. Play trailer button

The "*Play trailer*" button will be center-aligned with the video player in the case of no "*Buy*" button. Clicking on "Play Trailer" won't launch the full screen player: this needs to be initiated by the user via the dedicated button in the controls' player bar.

7. Buy button

More details explained in the "Purchase flow" pages

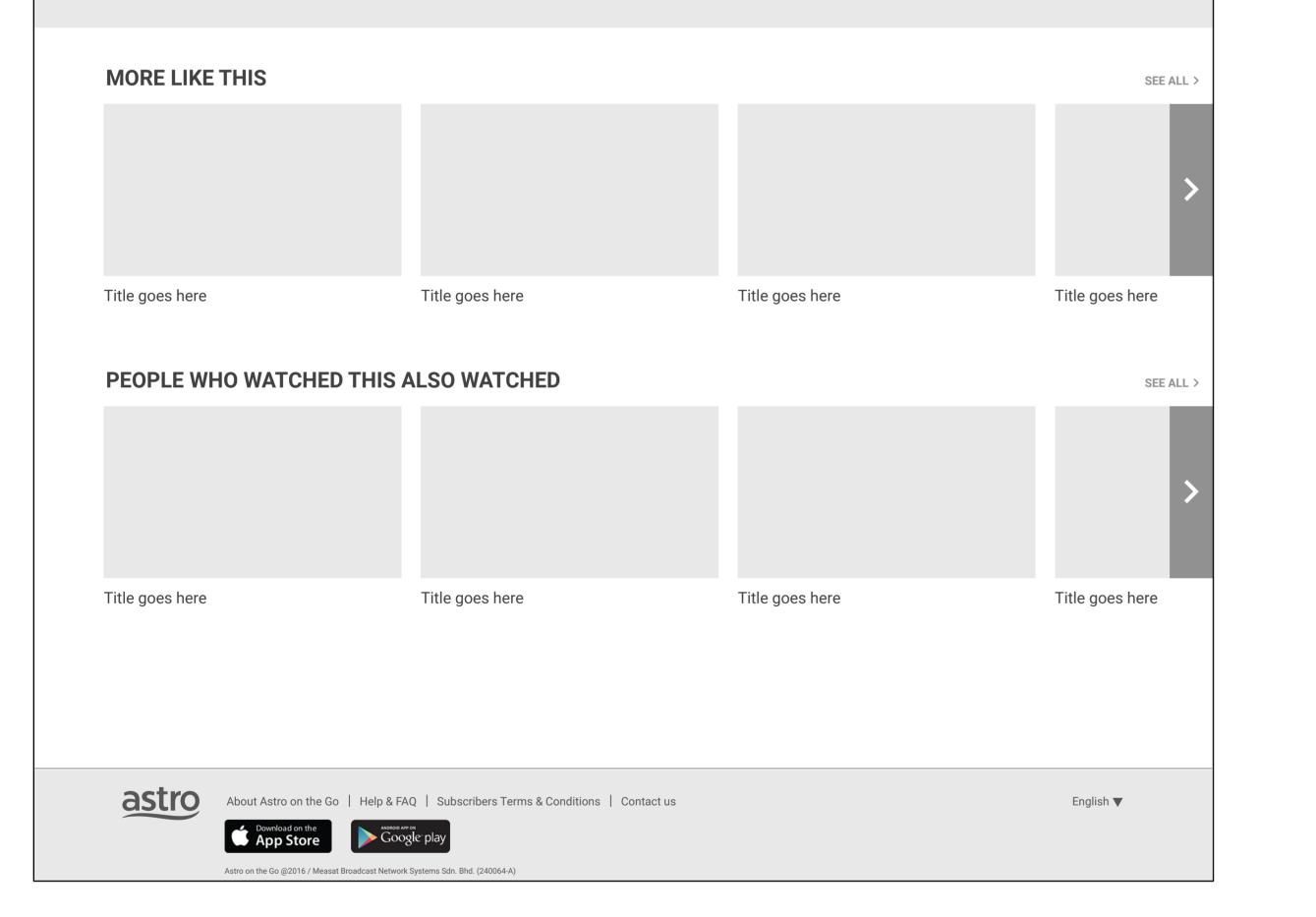
8. "More like this" / "People who watched this also watched" rails

Display a configurable number of movies for each rail. Clicking on individual items directs user to the corresponding detail screen.

9. "See all"

Redirects to a listing page showing all corresponding items in a grid view.

10. "Back" button integrated to the page



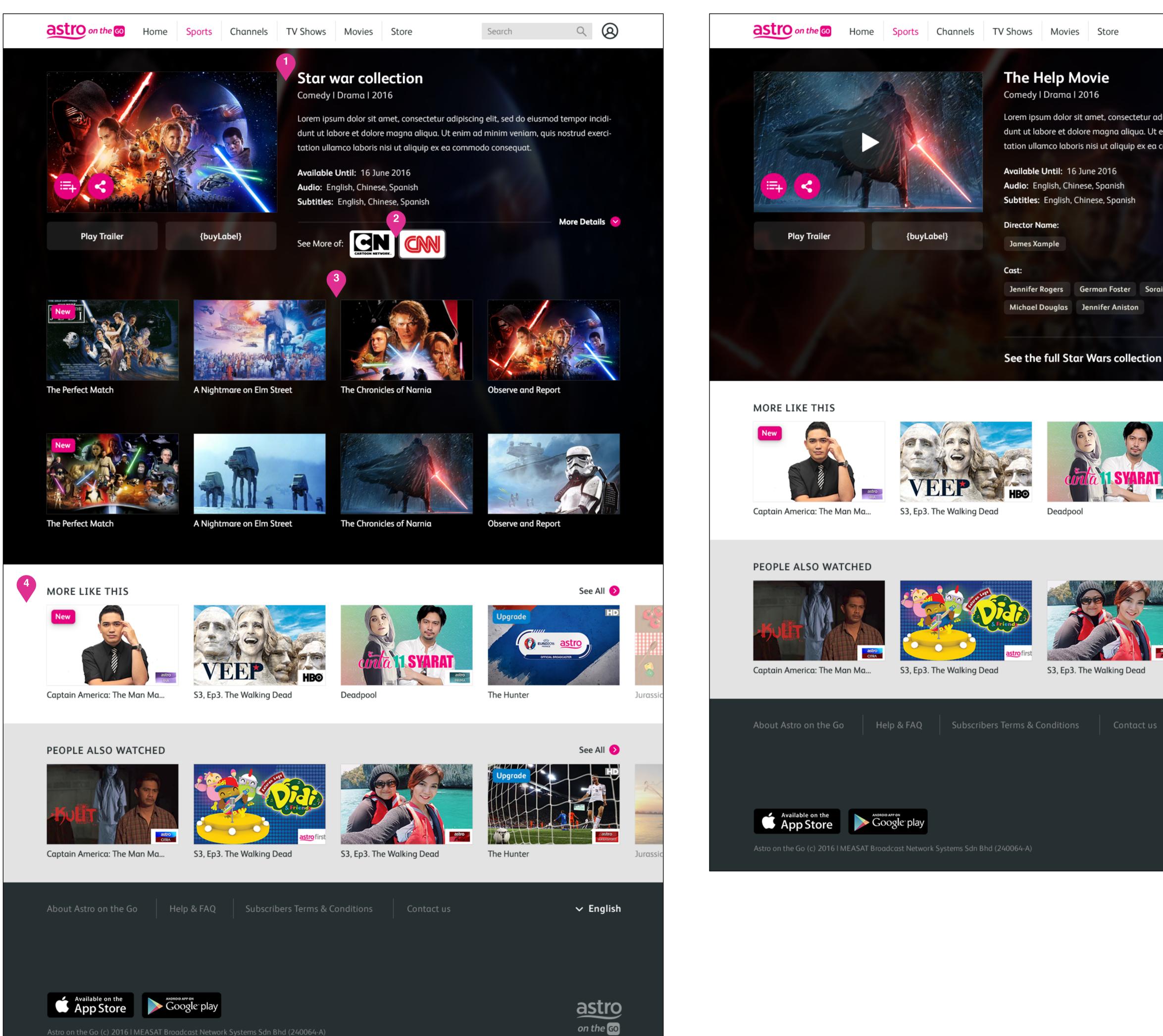
In the case the detail page was accessed from a listing page with filters applied or from a search result page, the design will include a "back link" with an appropriate copy. This is to prevent unexpected behaviour when using the browser's back button.

11. Continue watching - Progress Bar

The progress bar shows where the user left off last time he/she watched the movie. User could continue to watch the movie by clicking the "Play" icon.

Movie Boxset Details Page

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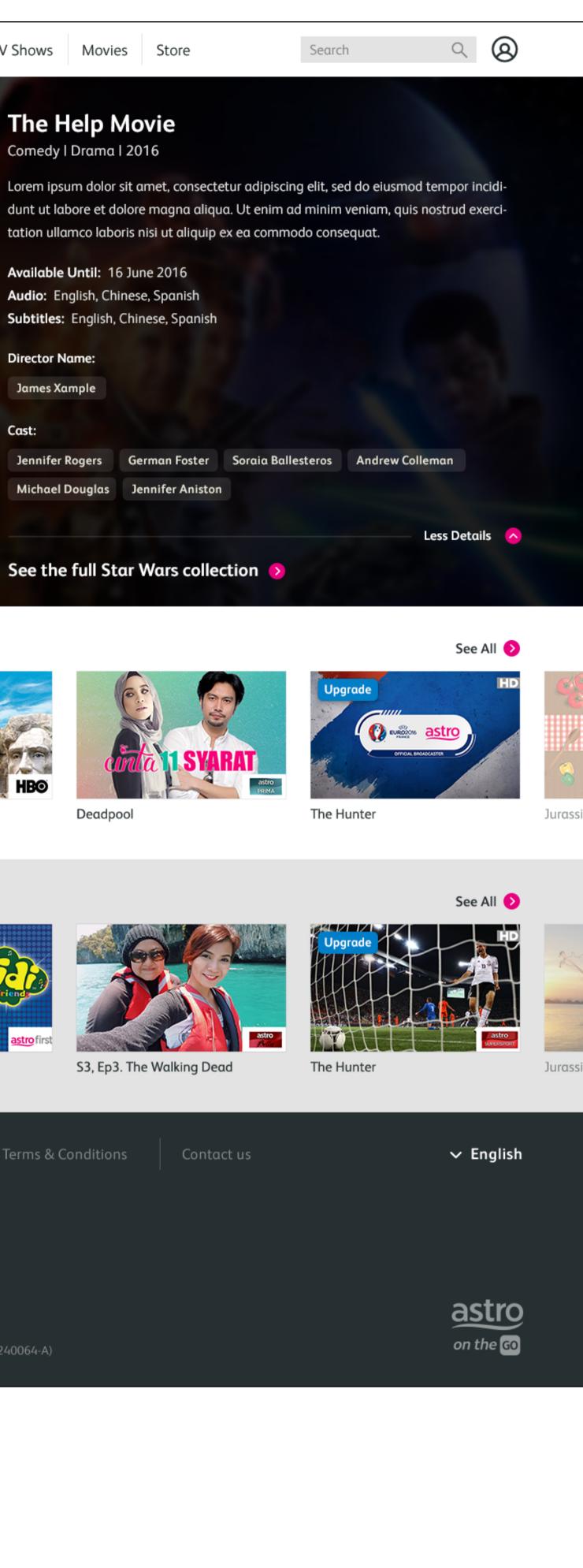






The Help Movie Comedy | Drama | 2016 Available Until: 16 June 2016 Audio: English, Chinese, Spanish Subtitles: English, Chinese, Spanish Director Name: James Xample Jennifer Rogers Michael Douglas Jennifer Aniston

See the full Star Wars collection 📀



ANNOTATION NOTES

1. Full collection's metadata on the parent page

The collection's parent level page will show the infos related to the full collection (picture, metadata, etc.).

2. Branded link

The branded link section will be left-aligned in order to be consistent with the metadata above.

3. Other movies within the boxset

Other movies within the boxset will be listed and accessible from here.

They will be sorted alphabetically, unless the Sort Order field in the xml of each title indicates the sort position.

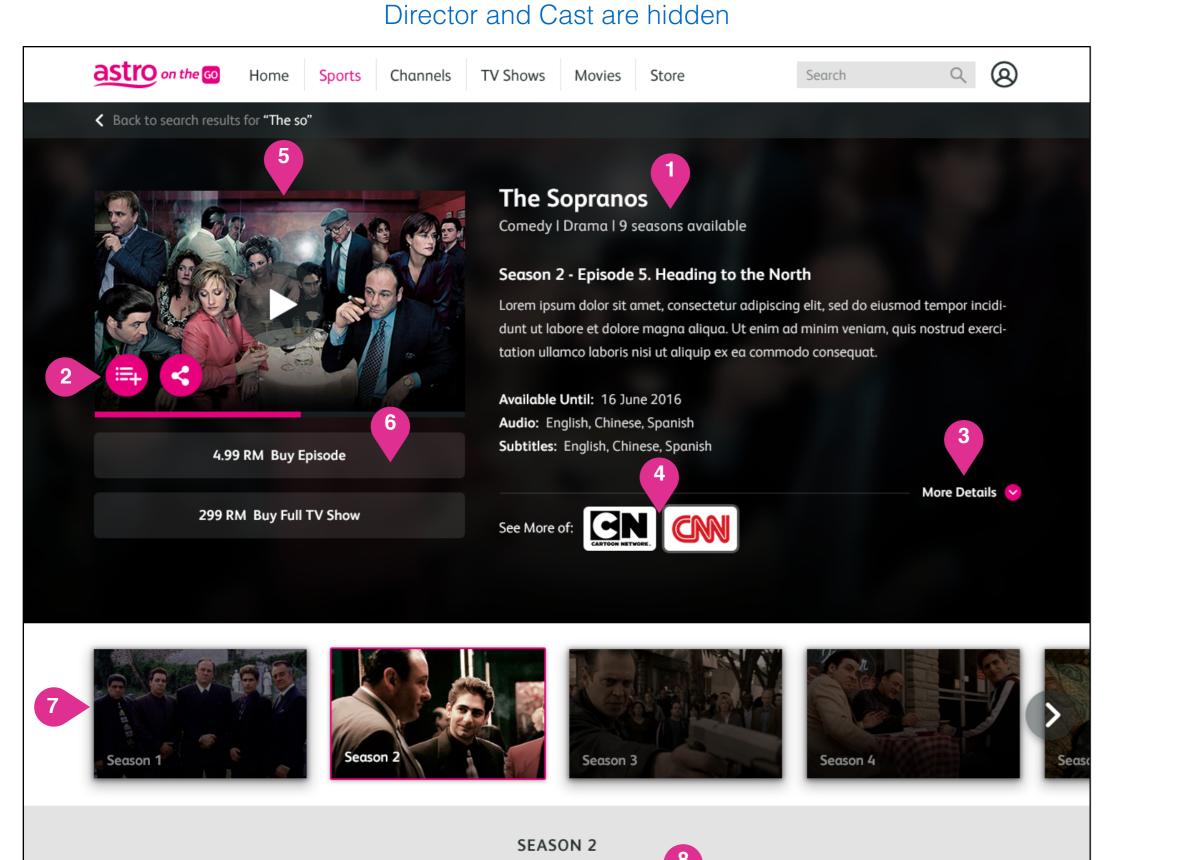
Clicking on one of them will redirect to the dedicated movie detail page (or boxset child page).

4. More like this

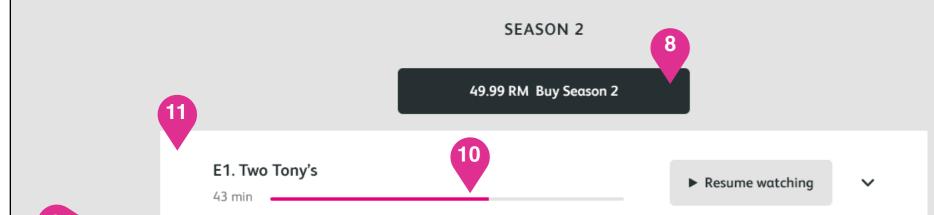
Other movie boxsets will be listed on this rail

[2] Detail Pages TV Show Details

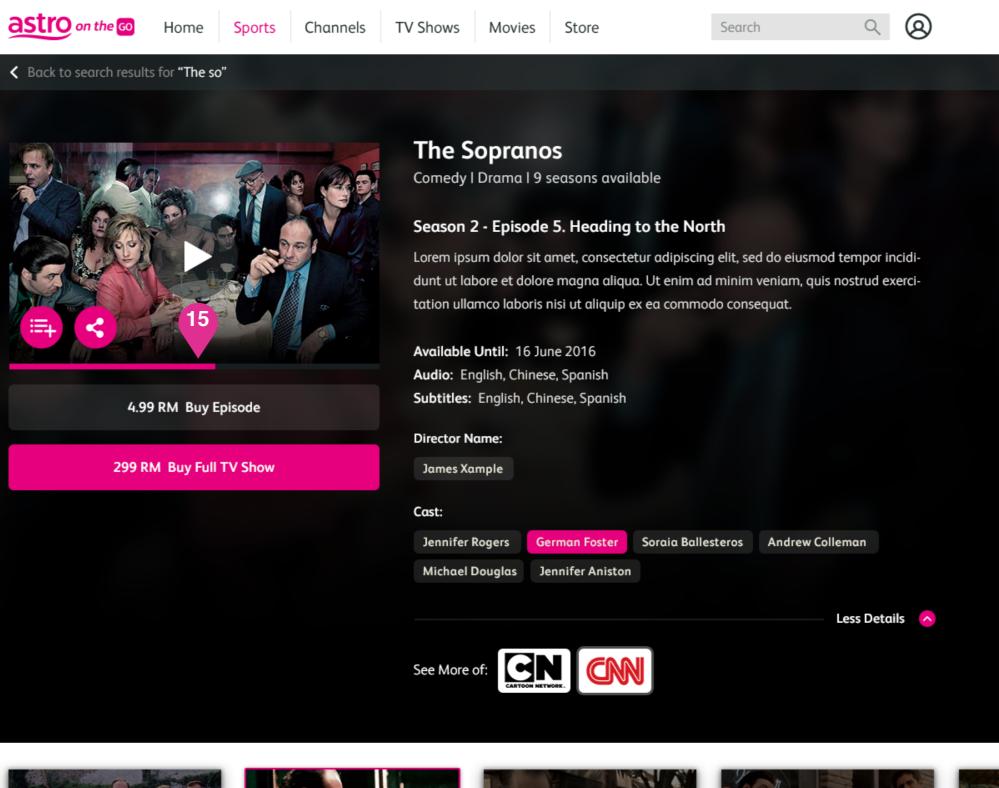
TV Show Detail Page AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre



Default view



Expanded view Director and Cast are shown

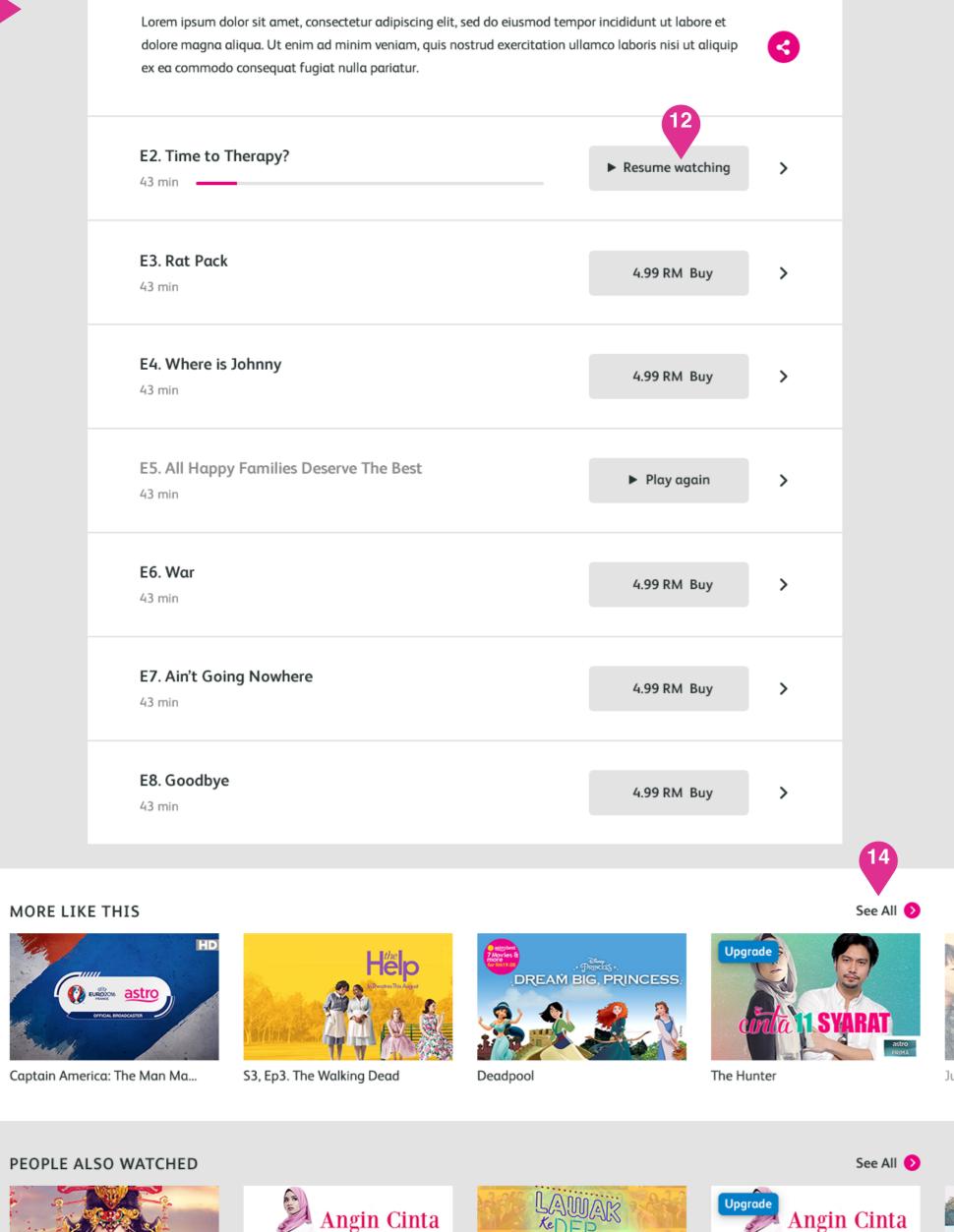


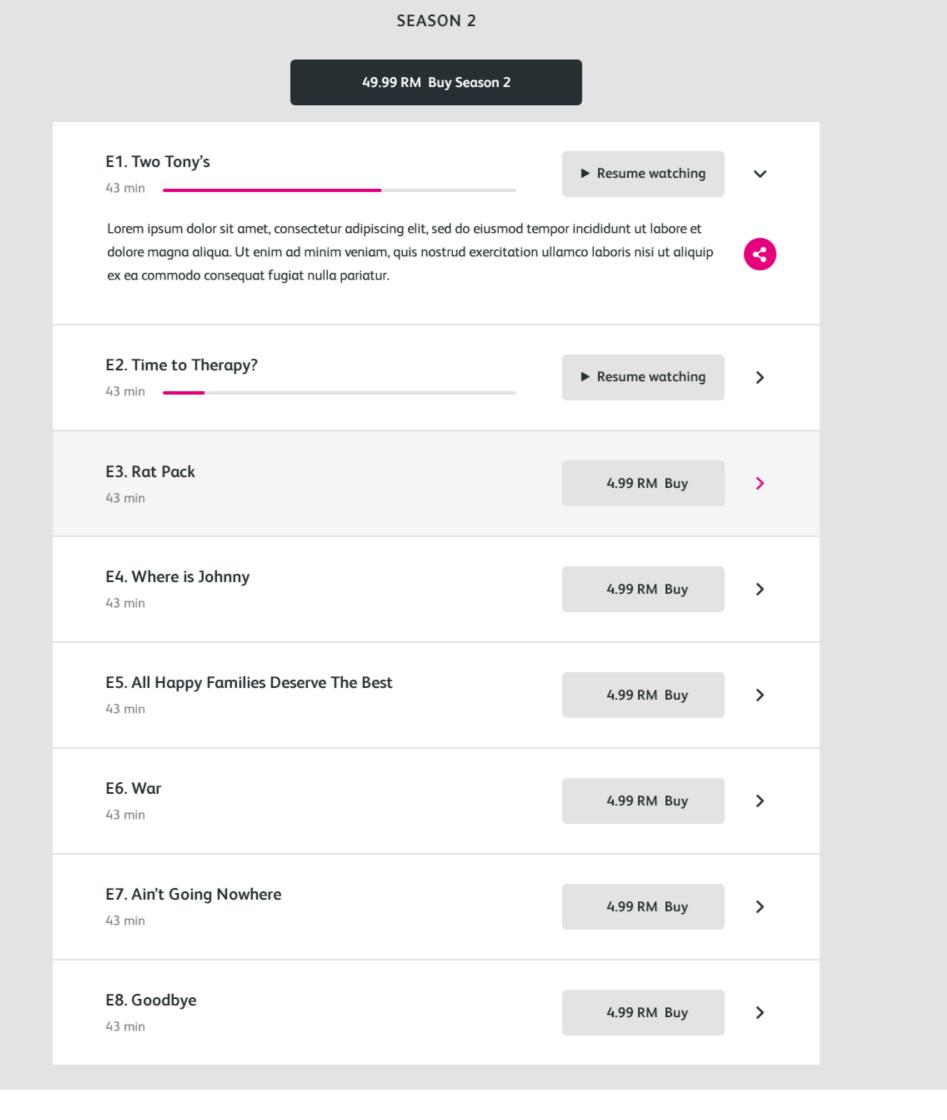


Season bought "Buy season" button replaced by a text string

Astro on the GO Home Sports Channels	TV Shows Movies Store Search Q
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<image/> <section-header></section-header>	The Sopranos Comedy I Drama I 9 seasons available Season 2 - Episode 5. Heading to the North Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incidi- dunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exerci- tation ullamco laboris nisi ut aliquip ex ea commodo consequat.Available Until: 16 June 2016Audio: English, Chinese, SpanishSubtitles: English, Chinese, Spanish
4.99 RM Buy Episode	Director Name:
299 RM Buy Full TV Show	James Xample
	Cast:
	Jennifer Rogers German Foster Soraia Ballesteros Andrew Colleman
	Michael Douglas Jennifer Aniston
	Less Details
	See More of:
Season 1	Season 3 Season 4

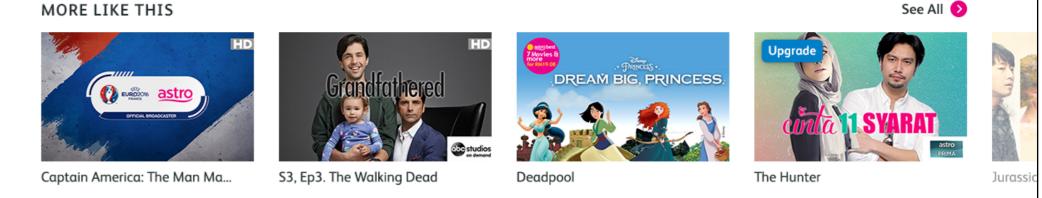
SEASON 2

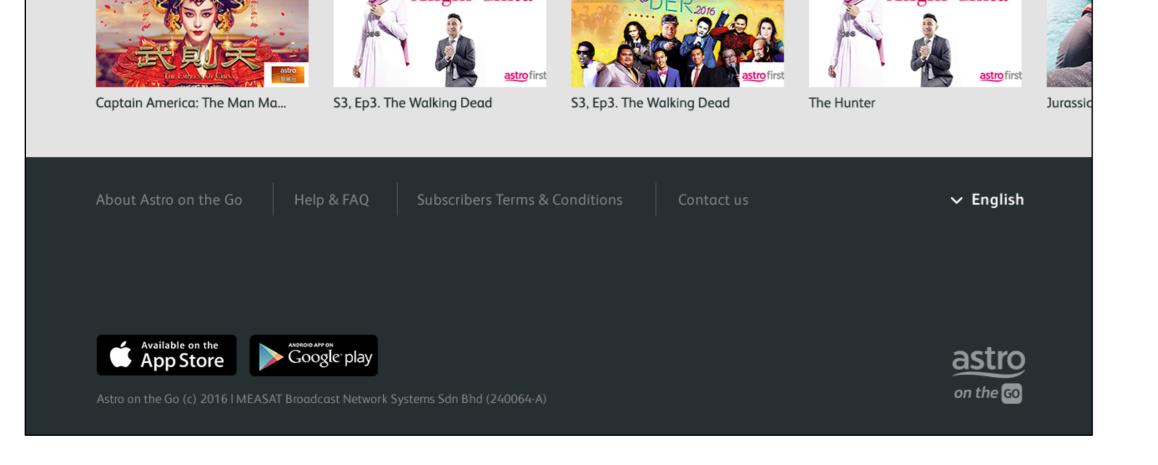


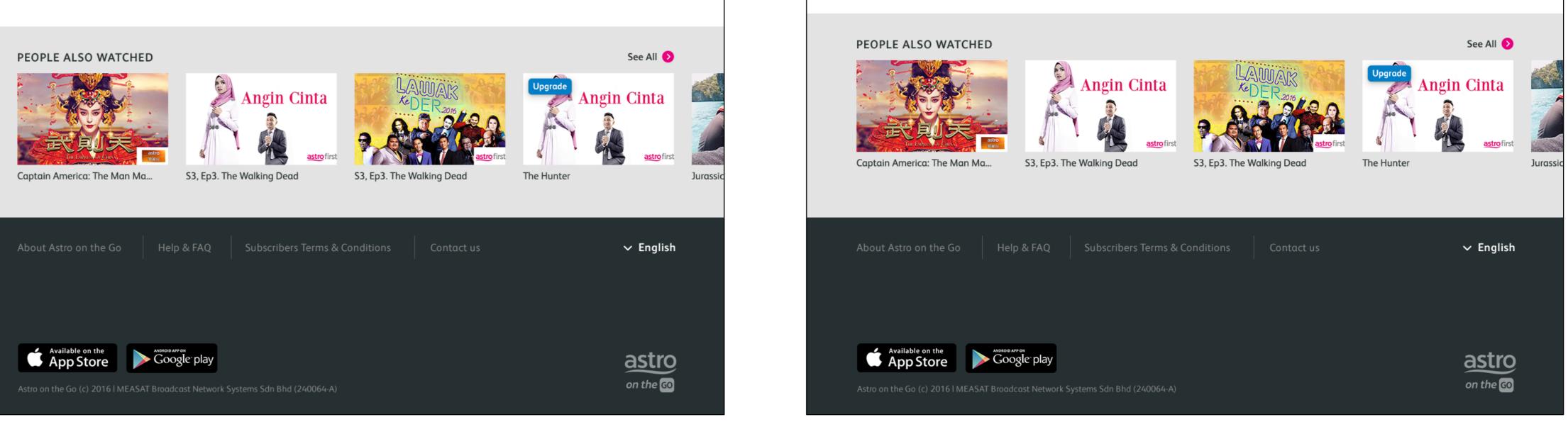




You can now watch all the episodes available in this season. They will be available until 15/07/2017 E1. Two Tony's Resume watching \sim 43 min Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip 👘 🤀 ex ea commodo consequat fugiat nulla pariatur. E2. Time to Therapy? Resume watching 43 min _____ E3. Rat Pack Play episode > 43 min E4. Where is Johnny Play episode 43 min E5. All Happy Families Deserve The Best Play episode > 43 min E6. War Play episode > 43 min E7. Ain't Going Nowhere Play episode > 43 min E8. Goodbye Play episode > 43 min







ANNOTATION NOTES

1. Title + Details

Visible by default

- 1. Movie title
- 2. Metadata subtext: Genre, Genre, year, Length
- 3. Synopsis
- Branded link(s)

Visible if click on "See more"

- 1. Available until" date
- 2. Audio & Subtitles
- 3. Director
- 4. Cast

When a metadata isn't available, it isn't shown to the user (e.g: if there's no

5. Player

Hero image + "Play" icon.

Clicking on the "Play" icon will launch the player (episode). Full screen player can be triggered by clicking on the the "Expand" icon within the player controls.

6. Buy buttons

Two buttons to either buy the episode or the full TV Show.

- The buy button will have several states:
 - 1. "<price> <currency> buy" (e.g.: "99 RM buy episode")
 - 2. "Buy " <episode> / <full TV Show>" (confirmation button)
 - 3. Loader (if server/connection latency)
 - 4. "Play" (after the payment has been validated)

7. Season selector

The user can select which season to have displayed in the list.

12. "Resume" button

The episode that was left unwatched will have its button indicating "Resume" instead of "4.99 RM Buy" or "Play".

13. "More like this" / "People who watched this also watched" rails

Display a configurable number of movies for each rail. Clicking on individual items directs user to the corresponding detail screen.

14. "See all"

Redirects to a listing page showing all corresponding items in a grid view.

15. Player's continue watching - Progress Bar

The progress bar shows where the user left off last time he/she watched the movie. The user can continue to watch the movie by clicking the "Play" icon.

Available until date, this string won't show up).

2. "Add to watchlist" and "Share" buttons

- "Add to watchlist" / "Remove from watchlist" (conditional button, depending on if the item is or isn't in user's watchlist)
- "Share" button

3. "More details" button

This button will expand the view and show additional infos (explained above). When clicked, the text switches to "See less"

4. Branded link(s)

Clicking on the link(s) redirects to the related branded page The button will be prefixed with a "See more" (eg. "See more from HBO"). The prefix can either be inside each button or before the buttons (Cf. visual design).

These buttons act as "segments". The way text should be overlaid on the pictures and :hover effect will be defined in visual design stage.

8. Buy Season button

The user can decide to buy a season. Once a season has been bought, the button will disappear and each episode's "buy" button will be converted to "Play"

9. Episode list

Episodes are stacked in a vertical text list. Episodes that have been already watched will have a different visual styling. This as well as the "watched progress bar" will help the user to quickly filter and get back to where he/she left.

10. Watched - Continue watching progress bar

The user will know:

- which episodes he/she has already watched (different text style)
- which episodes he/she hasn't finished watching (progress bar)

11. Selected episode

The selected episode will expand in the list and show the synopsis as well as the "Share" pink oval button. If the user is entitled to watch the selected episode, the "Buy" button will be replaced by a "Play" button. Clicking on it will launch the player directly in full screen mode. Exiting the full screen mode will have the video playing in default mode (page being back at its initial scroll position).

The episode synopsis in the upper part of the page (next to the player) will be updated once the user clicks either on "Play" or "Resume". Otherwise, selecting/ expanding and episode in the episode list won't update the upper part of the page. Otherwise, users could be confused if the page changed when they just wanted to have a look at the episode list below while keeping their video player ready to resume the episode they left off. This would cause "unexpected page update".

16. Season bought

If the user has bought a season, the "Buy season" button will disappear and all the episodes will have a "Play" button or "Resume" for the last episode left unfinished.

The "Buy season" button will be replaced by a text bloc indicating that the titles listed are available for watching as well as the their availability time.

[2] Detail Pages TV Show Boxset Details

TV Show Boxset Details Page

Default view

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

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Expanded view

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61-80 81-100	101-120	121-140	141-160	161-180	181-200	

ANNOTATION NOTES

1. Title + Details

Visible by default (default view)

- Movie title
- Metadata subtext: Genre, Genre, year, Length, SeasonCount
- Synopsis
- Branded link(s)

Visible if click on "More details" (expanded view)

- "Available until" date
- Audio & Subtitles
- Director
- Cast

When a metadata isn't available, it isn't shown to the user (e.g. if there's no Available until date, this string won't show up).

2. "More details" button

This button will expand the view and show additional infos (explained above). When clicked, the text switches to "See less"

3. Branded link(s)

Clicking on the link(s) redirects to the related branded page The button will be prefixed with a "See more" (eg. "See more from HBO"). The prefix can either be inside each button or before the buttons (Cf. visual design).

4. Player

Hero image + "Play" icon. Clicking on the "Play" icon will launch the player (episode).

5. "Buy" buttons

More details explained in the "Purchase flow" pages

6. Season selector

The user can select which season to have displayed in the list. These buttons act as "segments".

7. Episode list

Episodes are stacked in a vertical text list

8. Watched - Continue watching progress bar

The user will know:

9. Selected episode

The selected episode will be visually highlighted in the list.

10. "More like this" / "People who watched this also watched" rails Display a configurable number of movies for each rail.

Clicking on individual items directs user to the corresponding detail screen.

11. "See all"

Redirects to a listing page showing all corresponding items in a grid view. Both the arrow and the text will be clickable so that the click target is wide enough and easy to reach.

12. Season selector behaviour

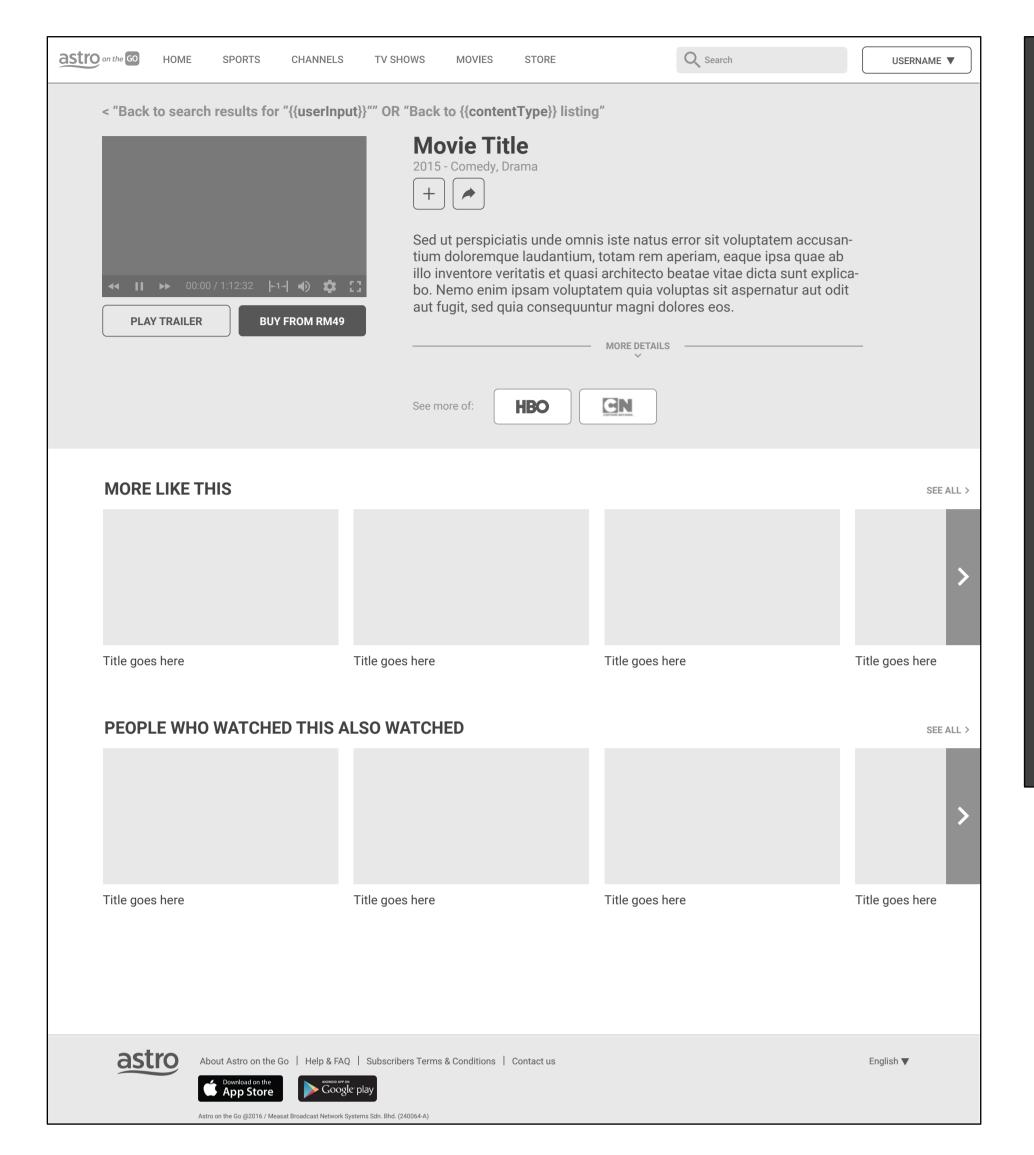
Those close-up explain how the season selector will behave in different situations: the season options will be horizontally center-aligned and fill the horizontal space until overflowing the screen width. Then, arrows will appear for navigation affordance.

 which episodes he/she has already watched (different text style) • which episodes he/she hasn't finished watching (progress bar)

[2] Detail Pages Purchase Flow

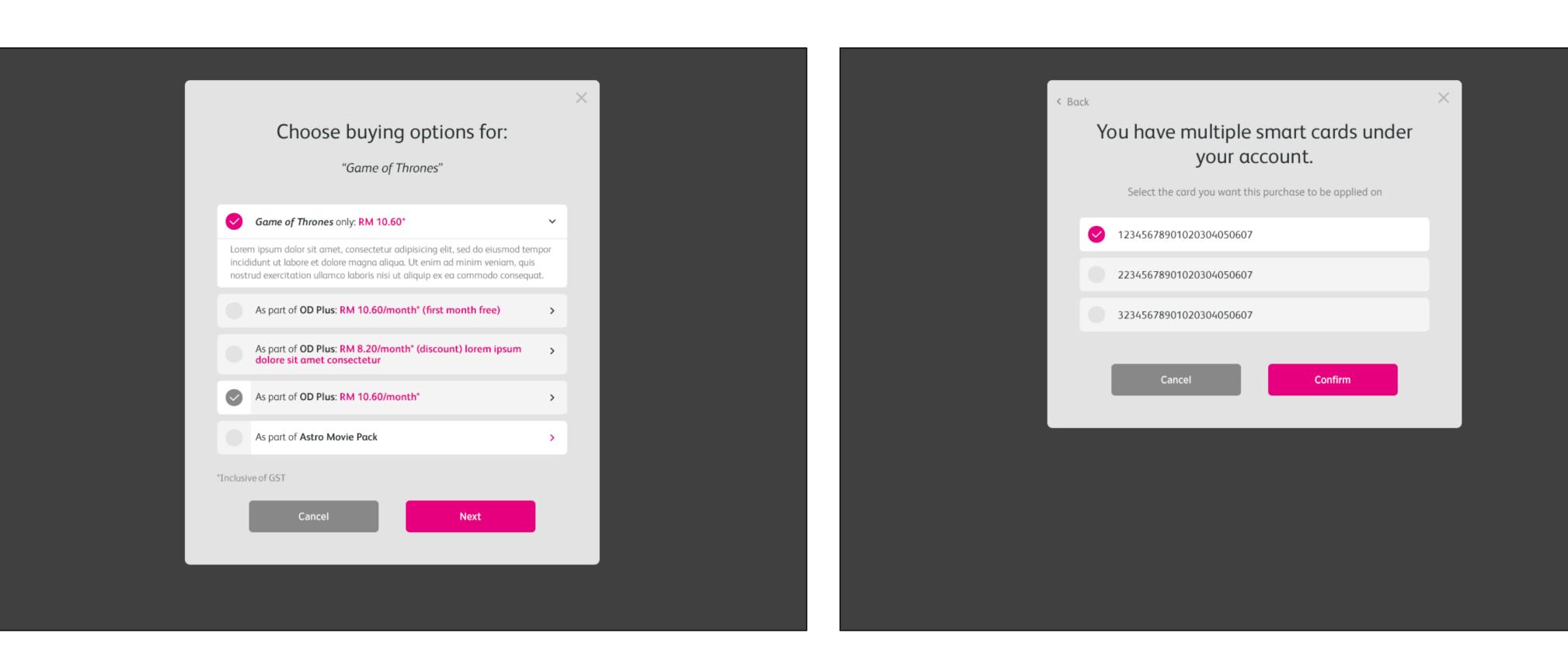
Purchase Flow Screens

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"Buy" button from Detail page

First step of the payment process: from a detail page, the user clicks on the "Buy from {cheapestAvailablePrice}" button.



Pricing options

Users will be reminded of the action and of the content title.

- In the case of a TV Show, information about the title will be more specific: • If the user buys at the TV Show's parent level (the full TV Show), the TV Show name will be indicated just like in the case of a movie
- If the user buys at the season level in the case of a seasoned TV Show, the format could be the following: "**{seasonNumber} of {tvshowName}**"
- If the user buys an episode from a seasoned TV Show, the format could be the following: "S.{seasonNumber} Ep.{episodeNumber} of {tvshowName}"
- If the user buys an episode from a TV Show's Boxset, the format could be the following: "Episode {episodeNumber} of {tvshowName}"

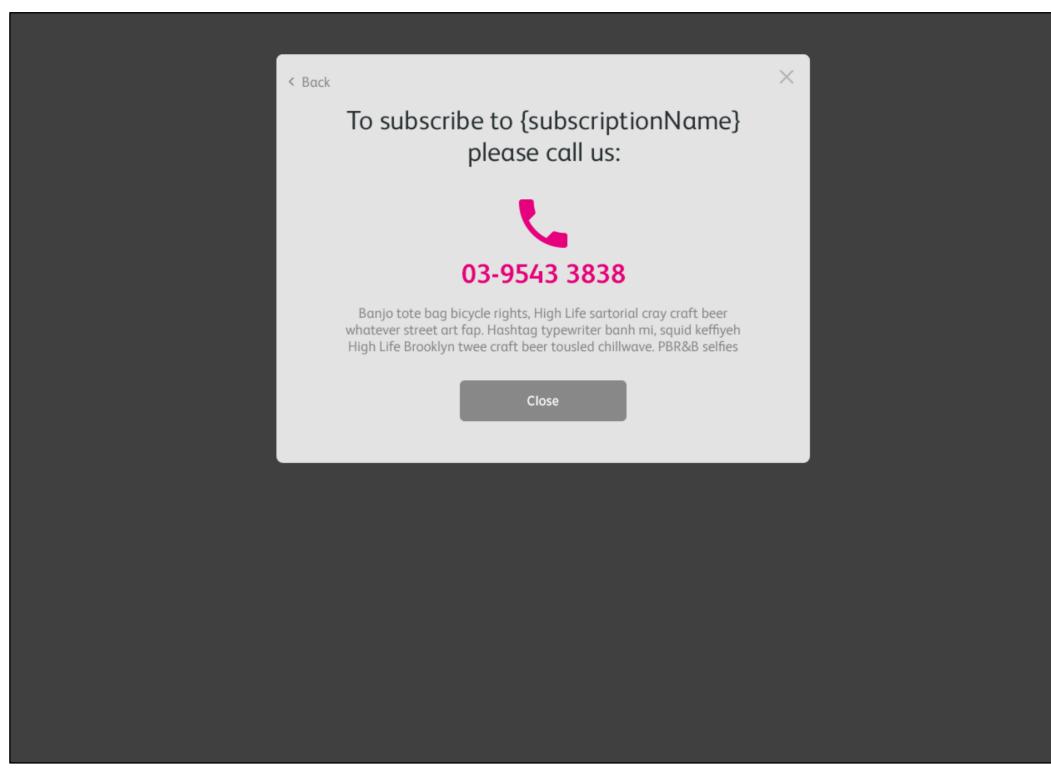
This step is also where the user can decide between a TVOD or SVOD payment model. Several options could be displayed here but Astro should set a limitation: the best experience would be for the user to see all the options available at one sight without any action being required (scroll). Moreover, as per Hick's law, the more options for the user to "inspect", the higher will be the risk to discourage him/her and having him/her to cancel the purchase process.

Astro Card selection (edge case)

Only in the case of DTH users owning several Astro STB. This covers what could be considered as an edge case. In most of the cases, DTH will only possess one STB and won't be shown this screen as the backend will select the only card linked to their ID.

RECAP OF THE PAYMENT MODES PER USER TYPES

Payment modes that diff user types are entitled to									
/ Payment Mode User Types	Add To Bill	Credit Card							
Guest	No	No							
DTHJAA	Yes	No							
DTHINOAA	Yes	No							
NJOI	No	Yes							
SA (Stand Alone)	No	Yes							
VIP	Yes	Yes							



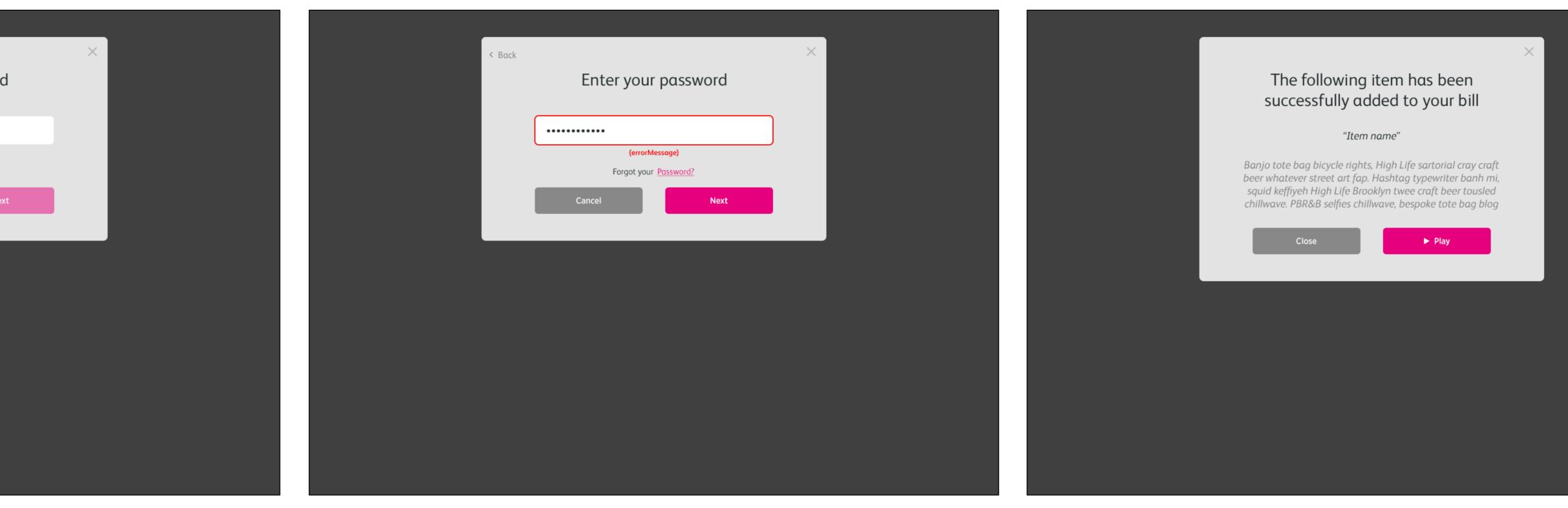
	< Back	Enter your pass	word
		Password	
		Forgot your Password	2
		Cancel	Nex

Phone call prompt (DTH users only)

For some types of products, a DTH user might be asked to make a phone call to make the purchase. This is how the pop-up will look in such scenario.

Password input

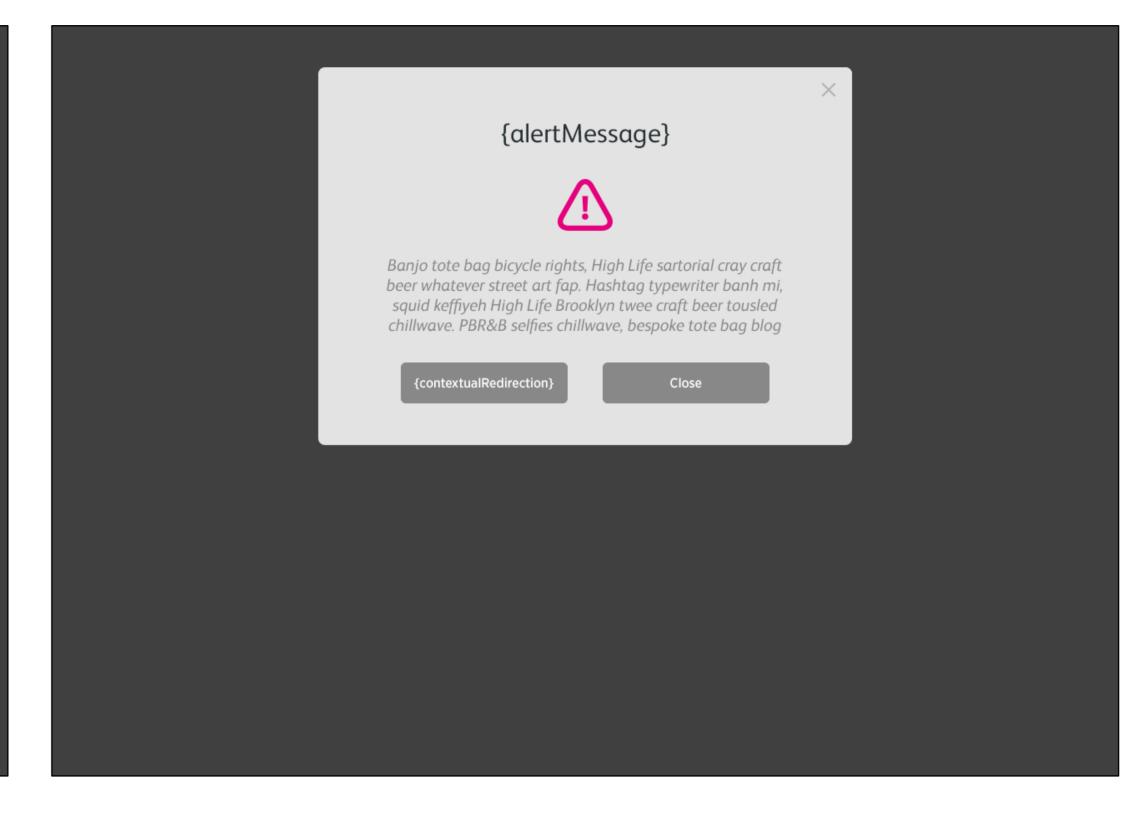
The password prompt will always be shown, except for users logged-in via Facebook.



Password input (error scenario)

Confirmation for DTH users

DTH users will not go through the external Astro Payment Gateway. After password input, if their password is valid, this screen will show them that the content has been added to their bill.



Alert/Error message

In the case the backend detects an error, a pop-up will be displayed using "Human language" (no nebulous technical error number/code should be shown here). The AOTG Support phone number could be indicated in the text of the message if necessary.

A contextual button could also be displayed when possible: redirecting to the appropriate anchor in Help & FAQ page or to the Contact page or to user's Settings if something can be fixed by the user there, etc.

This message could be displayed after a short while (depending on the server/connection) during which an animated spinner will be shown to communicate that a backend check is being processed.

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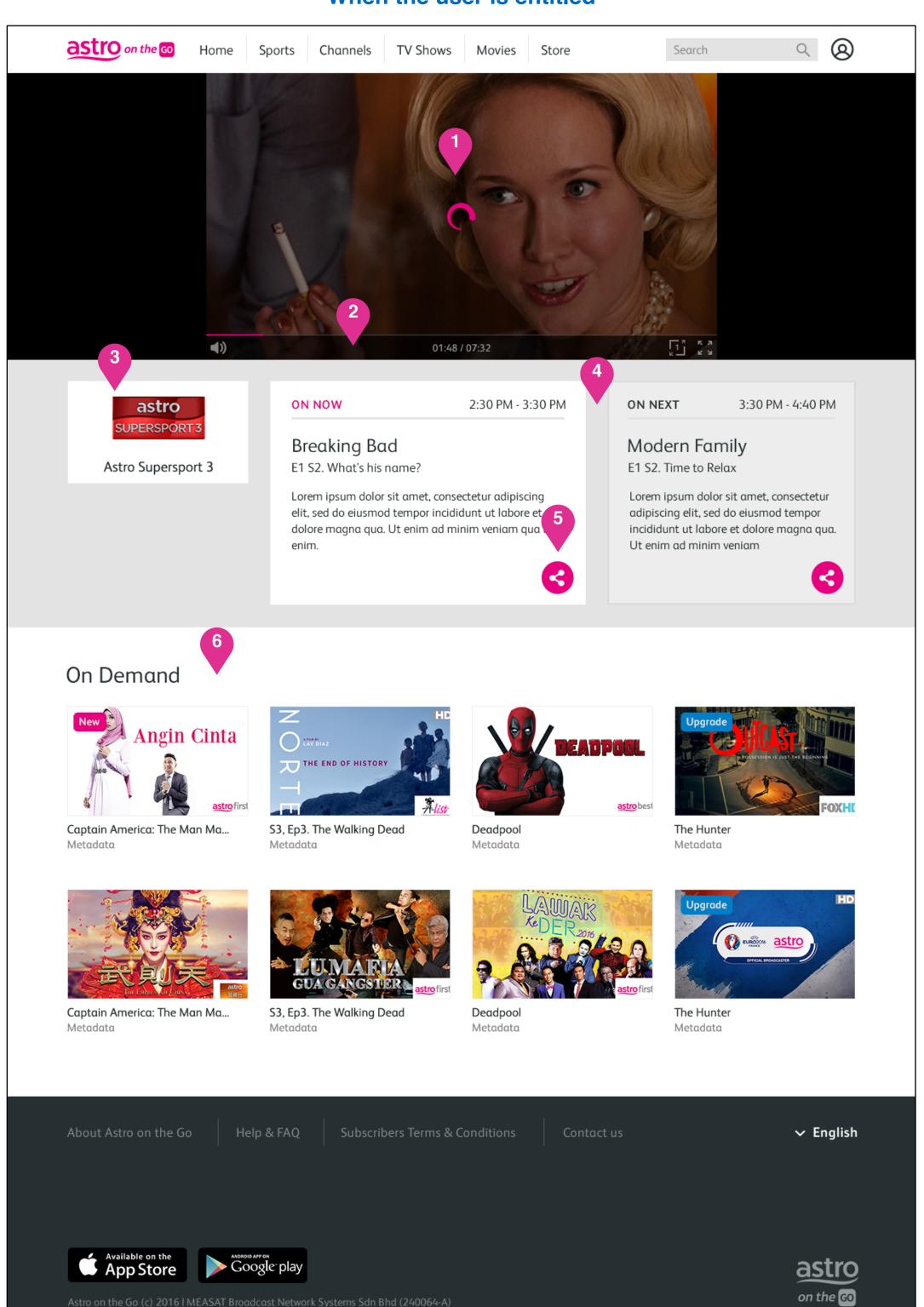
10. Button changes

If the user is entitled to watch the content, a "Play" icon will appear in the video player and the "Buy" button will disappear.

[2] Detail Pages Linear Channel Details

Linear Channel Details Page

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When the user is entitled

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ANNOTATION NOTES

1. Auto-play Linear channel is launched in the video player automatically on screen load.

3. Channel logo (in text)

4. "On Now" and "Next" program

5. Share

6. On demand On demand content (MPX feed) will be listed in a grid view (two columns).

When the user is not entitled

2. Visualon Video Player

Display Visualon player

The channel logo image will be displayed and followed by the channel name

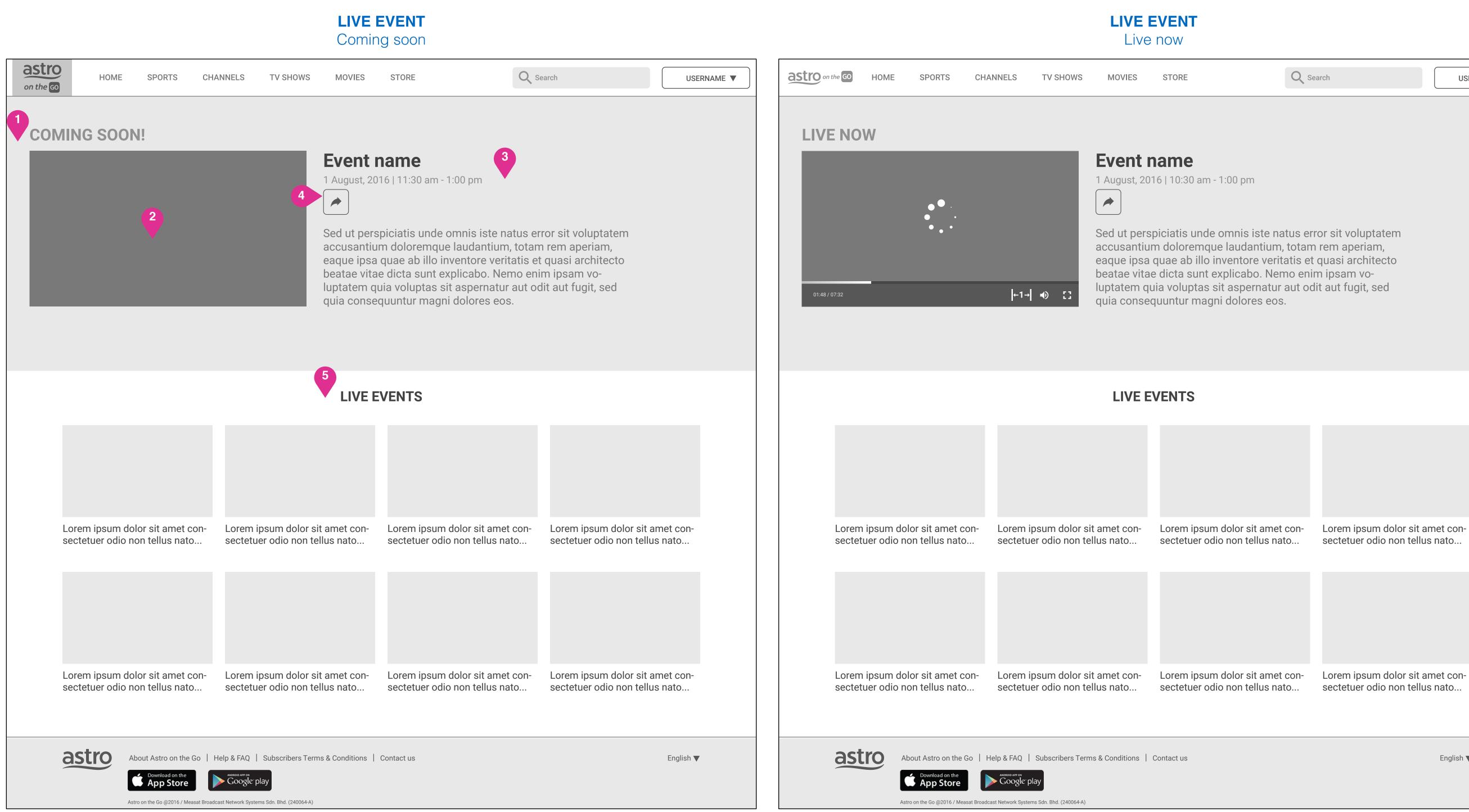
- TV Show information include: • Program Name in full (wraps if required) • Start-time / End-Time (am/pm) Synopsis
- The "On now" will be prominent compared to "Next".

Clicking on the "Share" button launches a pop-up with sharing options

[2] Detail Pages Live Event Details

Live Event Details Page

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre



52 of 76

Q Search

sectetuer odio non tellus nato...

sectetuer odio non tellus nato...

English 🔻

ANNOTATION NOTES

1. Information about the time

The Live Events can have different status:

- 1. "Coming soon"
- 2. "Live now"

USERNAME 🔻

2. Picture / Video

1. If "Coming soon":

a still picture of the event is displayed

2. If "Live Now":

The channel is launched in the player automatically on screen load. **Displays Visualon Player and functions:**

- Volume
- Progress bar without scrub knob
- Full Screen Mode: clicking on it will go to full screen mode
- Zoom options

3. Event details

Event information include:

- 1. Event Name in full
- 2. Date + Start-time / End-time (am/pm)
- 4. Synopsis

4. Share

Clicking on the "Share" button launches a pop-up with sharing options

5. Live Event

Display other live events depending on the current page:

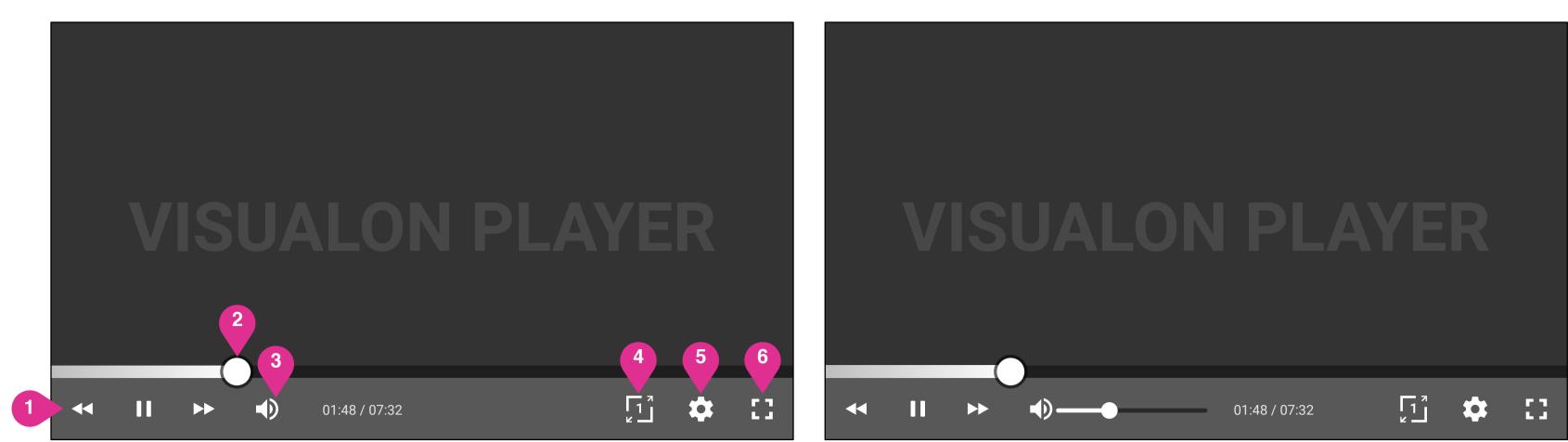
- For Coming Soon page, other coming soon events will be suggested
- For Live Now page, other Live now events will be suggested

[3] Player

Visualon Player

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Default state



1. Player control

- Rewind
- Play/Pause
- Fast-forward

2. Progress bar

Can be scrubbed forward / backward

3. Volume

Volume control

Hidden interaction but common video pattern:

The user will be able to Play/Pause the player by clicking anywhere on the video area.

4. Zoom

- This option will apply a zoom so that it can provide a better viewing experience, depending on the video's aspect ratio. Two options available:
- the default view
- the zoomed view

5. Settings

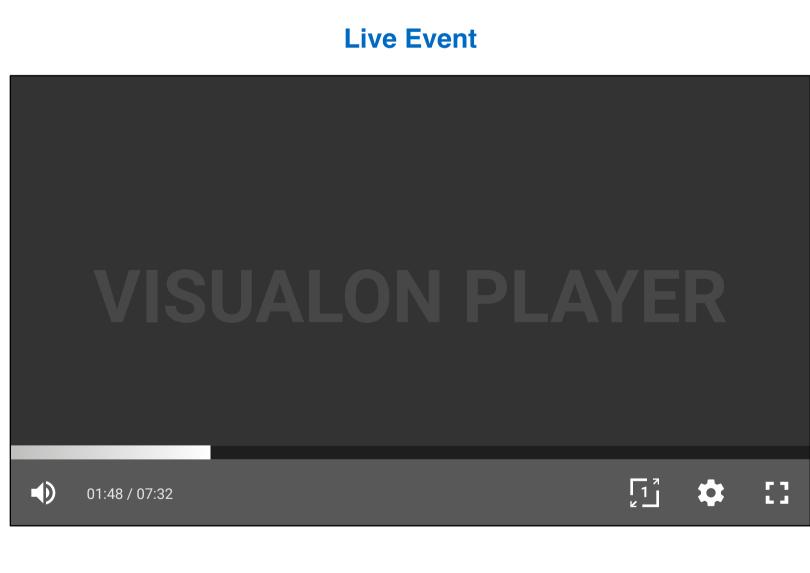
Subtitles & Audio

- The user will be able to choose subtitle and audio.
- Only one option can be selected at a given time
- One option must always be selected
- If there is only one option, that is the option with the check mark
- The selections must be persistent if language is available (eg: if the user picks English as a subtitle language for video 1, it will be automatically selected for video 2 if available.

The settings pop-up won't auto-disappear when the user makes a selection. It will disappear when the user clicks on the settings icon again (the current implementation won't allow to close/minimise menus when clicking on the playback area). The controls will slide out after 5 seconds of inactivity (no cursor movement detected).

6. Expand to full-screen / Reduce to standard mode

This button toggles between full-screen and standard mode.



Linear TV



Visualon Player for Live Events Displays Visualon Player with its functions:

- Volume
- Time (if available)
- Zoom (if available)

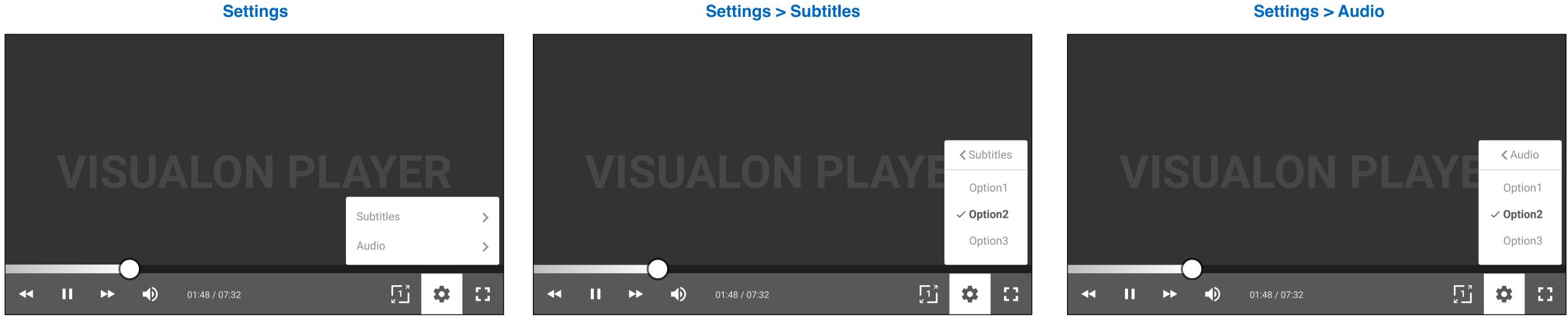
Visualon Player for Linear TV Displays Visualon Player with its functions:

- Volume

- Zoom (if available)
- Expand to full screen/Reduce button

Volume

Settings



Progress bar without scrub knob - Cannot be rewinded/forwarded

Expand to full screen/Reduce button

Progress bar without scrub knob - Cannot be rewinded/forwarded

 Channel selector (the attached screen shows when it's selected) Channel logo + Program title + Progress bar (static - won't be dynamic)

[4] Settings - Help & FAQ



Setting: Account Details

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ANNOTATION NOTES

1. Account details

Account details displays the following informations:

- User Astro ID (Cannot be edited)
- User first name
- User last name
- User email (check whether the email is already taken, validation process when user
- updates the email)
- User password:
- the strength of the password is communicated visually (when edit)
- if the password doesn't comply with the system rules, a message will be displayed immediately after the field is left (inline form validation: Cf. point 2).

2. Inline form validation

Jumping from one filed to another (either by using mouse or tab key) will trigger a validation check. That way, users will be notified in timely manner when fields need to be corrected.

3. Apply changes

If no changes, the buttons will be deactivated.

If changes were made, they will need to be applied. If the user leaves the page without applying the changes, a pop-up alert will be displayed (Cf. point 5).

4. Password strength

The password strength will be illustrated while user is typing to provide immediate feedback.

5. Alert pop-up

If the user has edited some settings and tries to jump to another Setting's section or to leave the page without applying them, an alert will pop-up, asking for confirmation. The pop-up will specify the input fields on which changes have been detected and propose 3 options:

- "Let me double check" : clicking on this button will dismiss the pop-up so that the user can check
- "No, discard those changes" clicking on this button will proceed with the redirection without applying the changes
- 3. **"Yes, confirm those changes"** clicking on this button will apply the changes and proceed with the redirection

Account Details Inline form validation

ASTEC on the GO Home Sports Ch	annels TV Shows Movies	Store Search	् 🙆
Settings			
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Language >	FACEBOOK: Your Astro ID is not linked to Facebook. Linking is a one-time action that allows you entitlements using Facebook login.	to get all your	
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	EMAIL		
	username@email.com		
	Apply C	hanges 3	
	PASSWORD EDITION		
	Enter your current password		
	Enter your new password	?	
	Confirm your new password		
	Change my	password	
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	Alert pop-up Password error When the user tries to jump to another section without applying							ing the cha	nges								
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Setting: Language

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	Langua	ige	
HOME SPORTS	CHANNELS TV SHOWS MOVIES	Q Search	USERNAME V
	SETTING	GS	
Account details	Select the language you prefer for bro Note: this setting can also be accessed from the	owsing Astro On The Go. bottom of each page (in the footer).	
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Device management	 简体中文 ⑤ 新聞 		
actro			2
Download on the App Store	e Go Help & FAQ Subscribers Terms & Conditions Contact Google play easat Broadcast Network Systems Sdn. Bhd. (240064-A)	ct us	English 🛡

ANNOTATION NOTES

1. Radio buttons

Radio buttons will be used for language selection: only one option can be selected. Selecting one language will have the page refreshed accordingly.

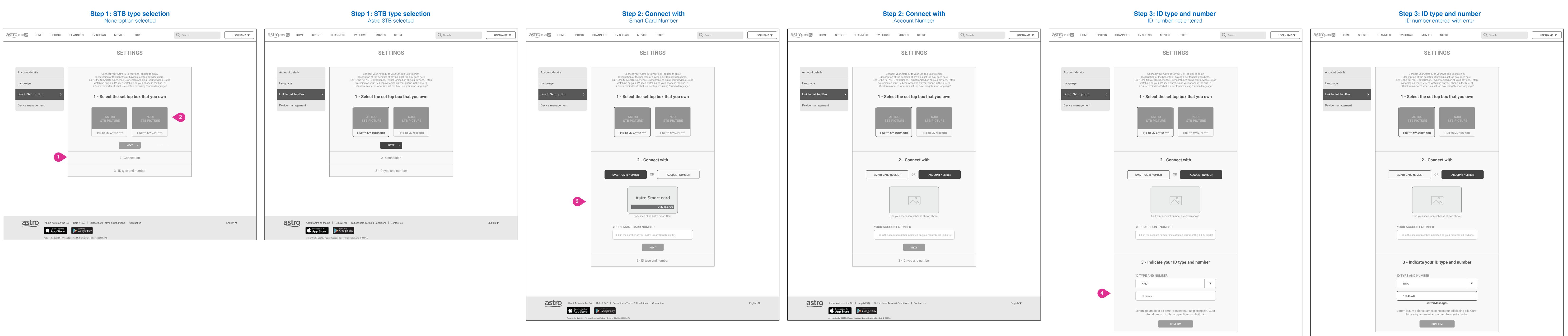
2. Footer language selector

The language selector in the footer will be updated as well to reflect the language applied.

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Setting: Link to STB

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ANNOTATION NOTES

1. Unfolding pattern

Dividing the process in 3 simple steps will help to decrease the complexity and cognitive load.

These progressive unfolding sections will indicate to the user that this linkage requires 3 steps.

2. Link to Set Top Box

The user can select the STB he/she owns: the pictures above the buttons will help the choice/selection.

Clicking on the "Next" button will be necessary to expand the section 2 of the stepped process. The "Next" button will be clickable only if one STB is selected.

3. Connect with

For users who possess an Astro STB (DTH users), 2 options available:

- Smart Card number
- Account number

For users who possess an NJOI STB (NJOI users), 1 option available: Smart Card number

An Image depicting either the Smart Card or the bill will be shown, giving a hint for the users to find the Smart Card number or Account number.

4. ID Type and number

The 3rd and last section of the process. ID type will be defaulted to NRIC.

5. Error

No inline validation here. The backend will only validate when all the

informations are ready. Therefore, we can have two conditions not matching:

- the type of STB not matching the Smart Card or Account number
- the ID type not matching the ID number

The error message should be clear enough so that the user knows where to make changes.

6. Successful linkage pop-up

The user will have a pop-up indicating that the linkage has been successfully done.

7. Page layout when the STB is linked

The page will have this layout for users with linked STB. A phone number will be shown for the users who want to unlink their STB. Astro will define the copy for this option.

Recommendation:

The copy used here should use conditional ("If you want to unlink...") and not sound like an invite. Otherwise, some users could think that unlinking is a necessary step.

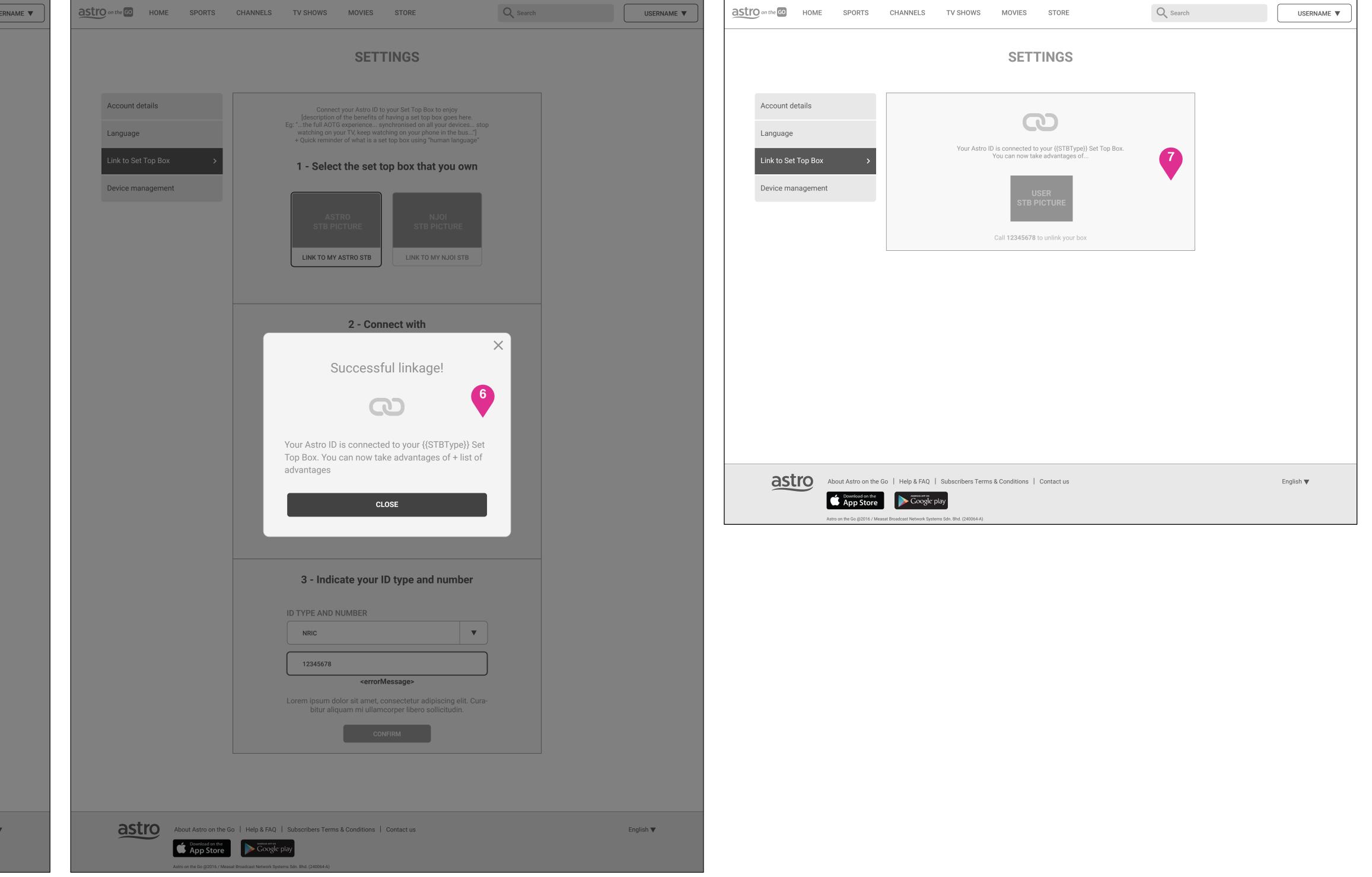
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Step 3: ID type and number ID number entered with error Error message Several conditions could not be matching astro on the GO HOME SPORTS CHANNELS TV SHOWS MOVIES STORE Q Search USERNAME SETTINGS SETTINGS Account details Connect your Astro ID to your Set Top Box to enjoy [description of the benefits of having a set top box goes here. Eg: "...the full AOTG experience... synchronised on all your devices... stop watching on your TV, keep watching on your phone in the bus..."] + Quick reminder of what is a set top box using "human language" Connect your Astro ID to your Set Top Box to enjoy [description of the benefits of having a set top box goes here. ..the full AOTG experience... synchronised on all your devices... stop vatching on your TV, keep watching on your phone in the bus..."] Quick reminder of what is a set top box using "human language" Language 1 - Select the set top box that you own 1 - Select the set top box that you own Device management LINK TO MY ASTRO STB LINK TO MY ASTRO STB LINK TO MY NJOI STB 2 - Connect with 2 - Connect with OR ACCOUNT NUMBER SMART CARD NUMBER Error 1-The Smart Card Number you entered is not valid Find your account number as shown above. 2-The ID type and number combination you entered sn't valid. YOUR ACCOUNT NUMBER CLOSE in the account number indicated on your monthly bill (x digits) 3 - Indicate your ID type and number 3 - Indicate your ID type and number ID TYPE AND NUMBER ID TYPE AND NUMBER NRIC **V** NRIC T 12345678 12345678 <errorMessage> <errorMessage> Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cura-bitur aliquam mi ullamcorper libero sollicitudin. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cura-bitur aliquam mi ullamcorper libero sollicitudin. CONFIRM CONFIRM About Astro on the Go | Help & FAQ | Subscribers Terms & Conditions | Contact us English 🔻 English 🔻 Stro About Astro on the Go | Help & FAQ | Subscribers Terms & Conditions | Contact us Download on the App Store Compload on the App Store Google play

Successful STB linkage

STB linked



Setting: Link to STB Responsive

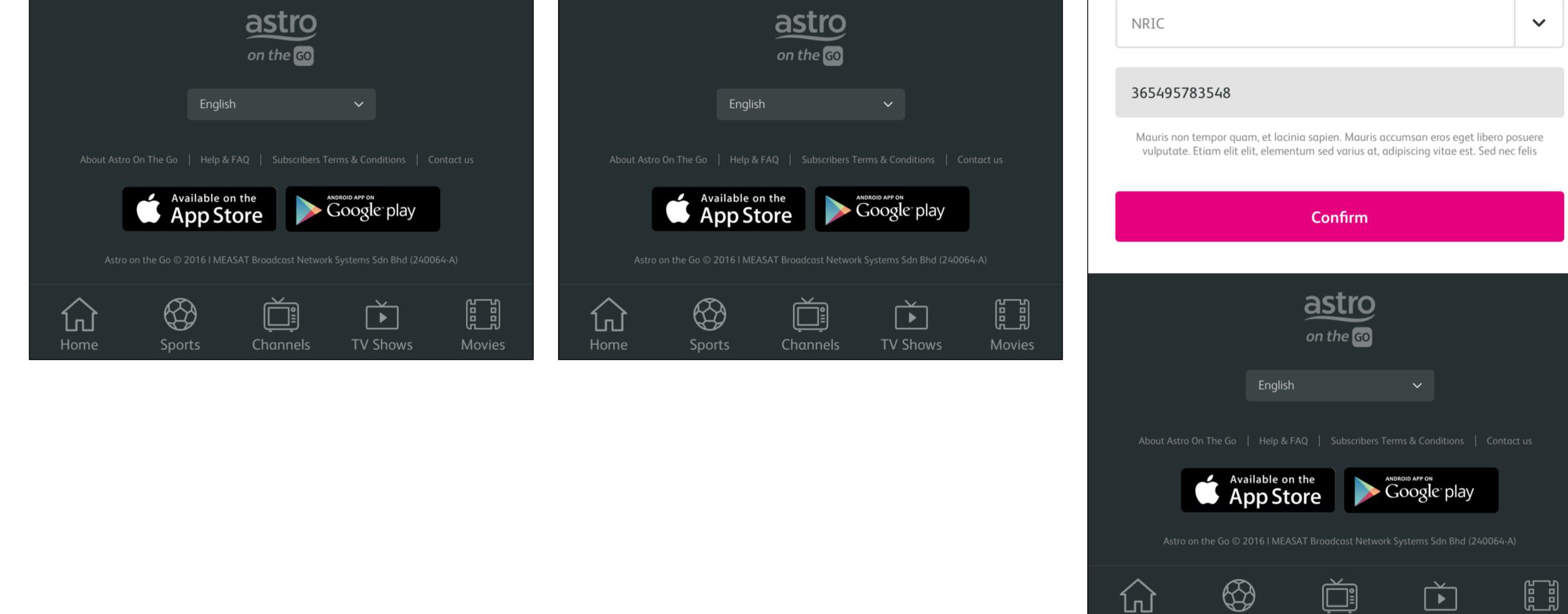
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Medium Screens > Settings > Account Details First Name input field selected	Medium Screens > Settings > language	Medium Screens > Settings > Link to STB Unselected	Medium Screens > Settings > Link to STB Selected	Medium Screens > Settings > Link to STB Astro STB > Connect with Smart Card Number (empty)	Medium Screens > Settings > Link to STB Astro STB > Connect with Smart Card Number (populated)	Medium Screens > Settings > Link to STB Astro STB > ID Type and Number (populated)	Medium Screens > Settings > Link to STB User's STB is linked
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ASTRO ID: user_astro_ID FACEBOOK:	Select the language you prefer for browsing Astro on the Go. This setting can also be accessed from the bottom of each page (in the footer) English	1- Select the Set Top Box that you own {Astro copy text goes here - A short reminder of what a STB is ("Set Top Box" is abstruse professionnal jargon for 99,99% of people - although don't quote me for the exact percentage) + the advantages of connecting the STB should be explained shortly too. Eg: "Connect your Astro ID to your Set Top Box to enjoy the full AOTG experience synchronised on all your devices stop watching on your TV, keep watching on your phone in the bus"}	1- Select the Set Top Box that you own {Astro copy text goes here - A short reminder of what a STB is ("Set Top Box" is abstruse professionnal jargon for 99,99% of people - although don't quote me for the exact percentage) + the advantages of connecting the STB should be explained shortly too. Eg: "Connect your Astro ID to your Set Top Box to enjoy the full AOTG experience synchronised on all your devices stop watching on your TV, keep watching on your phone in the bus"}	1- Select the Set Top Box that you own {Astro copy text goes here - A short reminder of what a STB is ("Set Top Box" is abstruse professionnal jargon for 99,99% of people - although don't quote me for the exact percentage) + the advantages of connecting the STB should be explained shortly too. Eg: "Connect your Astro ID to your Set Top Box to enjoy the full AOTG experience synchronised on all your devices stop watching on your TV, keep watching on your phone in the bus"}	1- Select the Set Top Box that you own {Astro copy text goes here - A short reminder of what a STB is ("Set Top Box" is abstruse professionnal jargon for 99,99% of people - although don't quote me for the exact percentage) + the advantages of connecting the STB should be explained shortly too. Eg: "Connect your Astro ID to your Set Top Box to enjoy the full AOTG experience synchronised on all your devices stop watching on your TV, keep watching on your phone in the bus"}	1- Select the Set Top Box that you own {Astro copy text goes here - A short reminder of what a STB is ("Set Top Box" is abstruse professionnal jargon for 99,99% of people - although don't quote me for the exact percentage) + the advantages of connecting the STB should be explained shortly too. Eg: "Connect your Astro ID to your Set Top Box to enjoy the full AOTG experience synchronised on all your devices stop watching on your TV, keep watching on your phone in the bus"}	You are currently connected to a Set Top Box {Astro copy text goes here - A short reminder of what a STB is + the advantages that the user is now having}
Your Astro ID is currently linked to your Facebook account Unlink Facebook	Bahasa Melayu	astro njoi	astro njoj	astro njoi	astro njoj	astro njoj	astro
	தமிழ்	Link to my Astro STB Link to my NJOI STB	Link to my Astro STB Link to my NJOI STB	Link to my Astro STB Link to my NJOI STB	Link to my Astro STB Link to my NJOI STB	Link to my Astro STB Link to my NJOI STB	Call {astroPhoneNumber} to unlink your box
userFirstName LAST NAME userLastName		2 - CONNECT WITH	2 - CONNECT WITH	2- Connect With SMART CARD NUMBER ACCOUNT NUMBER	2- Connect With SMART CARD NUMBER ACCOUNT NUMBER	2- Connect With SMART CARD NUMBER ACCOUNT NUMBER	astro on the GO
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Confirm your new password	About Astro On The Go Help & FAQ Subscribers Terms & Conditions Contact us Available on the App Store Google play	Astro on the Go © 2016 MEASAT Broadcast Network Systems Sdn Bhd (240064-A)	Astro on the Go © 2016 MEASAT Broadcast Network Systems Sdn Bhd (240064-A)			3. Indicate your ID Type and Number	
Change my password	Astro on the Go © 2016 MEASAT Broadcast Network Systems Sdn Bhd (240064-A)	Home Sports Channels TV Shows Movies	Home Sports Channels IV Shows Movies	3- ID TYPE AND NUMBER	3- ID TYPE AND NUMBER	ID TYPE	

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Sports Channels TV Shows

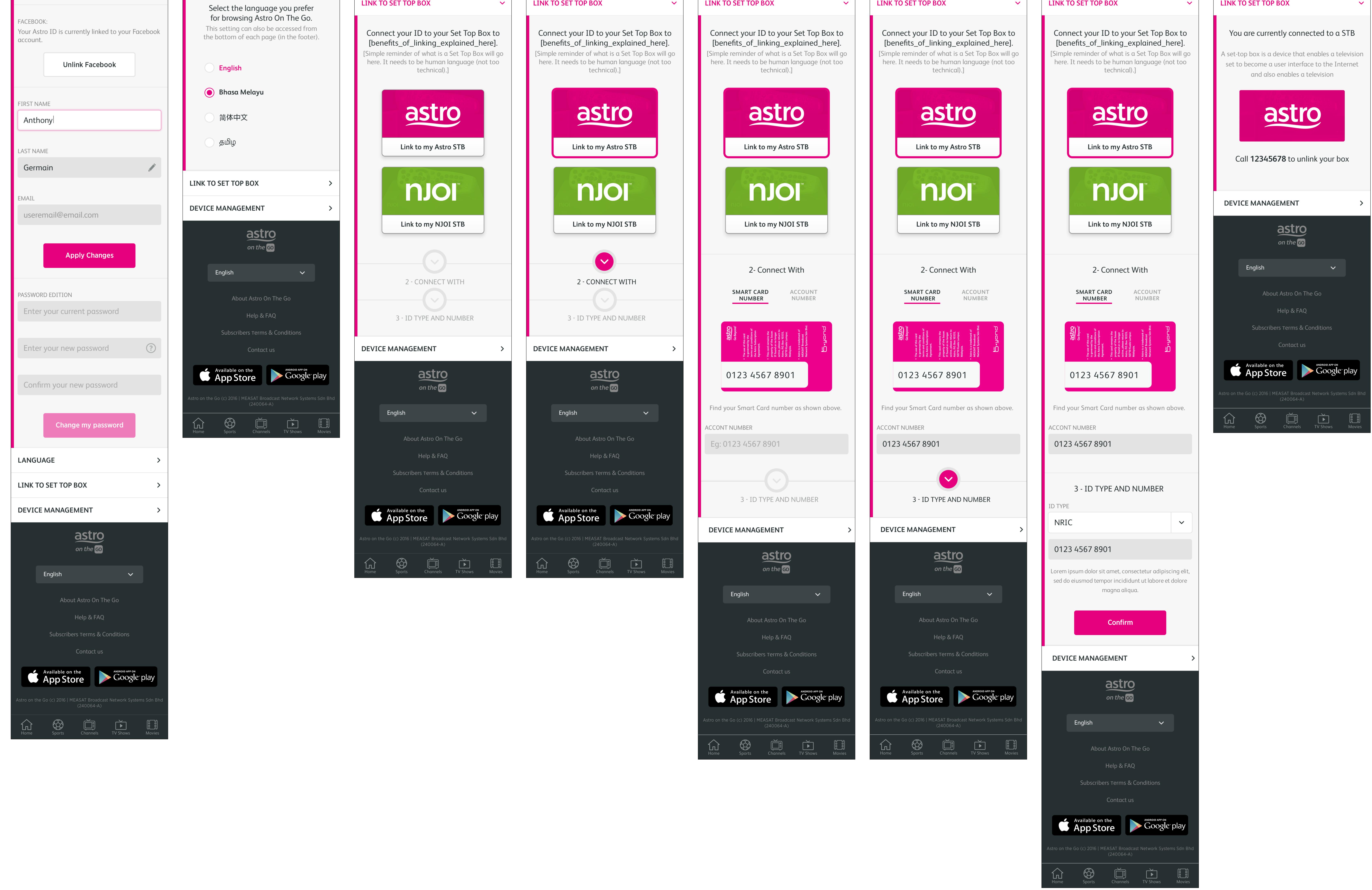


Channels TV Shows Movies

Sports

Home

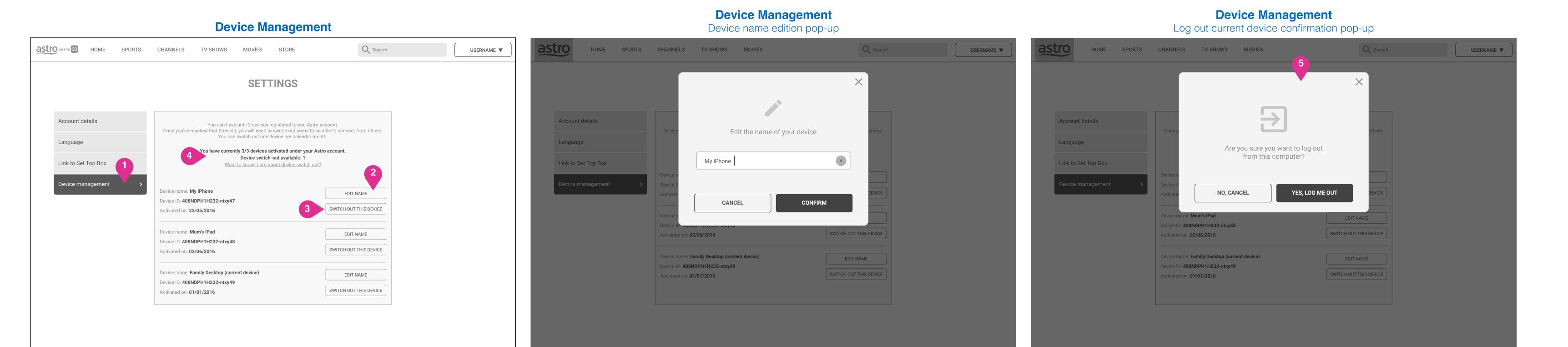
Small Screens > Settings > Account Details First Name input field selected	Small Screens > Settings > language	Small Screens > Settings > Link to STB Unselected	Small Screens > Settings > Link to STB Selected	Small Screens > Settings > Link to STB Astro STB > Connect with Smart Card Number (empty)	Small Screens > Settings > Link to STB Astro STB > Connect with Smart Card Number (populated)	Small Screens > Settings > Link to STB Astro STB > ID Type and Number (populated)	Small Screens > Settings > Link to STB User's STB is linked
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Setting: Device Management

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ANNOTATION NOTES

1. Device management

Users will see how many devices are activated under their account and be able to switch one out in order to activate another one (within the limitation of one switch-out per calendar month).

2. Edit name button

Users will be given the option to edit the name of their activated devices by clicking on the "Edit name" button.

3. "Switch out this device" button

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Clicking on it will switch out the related device. Once switched out, the device
disappears from Device Management's list.
User can have until X devices registered to their Astro account. Once this
threshold is reached, the user will need to switch out some to be able to
playback from others.
As users can only switch out one device per calendar month, the button will
appear as disabled when switch outs are maxed out.
If the device used to access Device Management is a registered device, switch
out links/buttons need to appear as disabled.
Prompt message when user has mayed out for the month

(Please refer to Error Conditions Spreadsheet)

4. Informational text string

Text string showing:

• the number of activated devices

Medium Screens > Settings > Device Management Switch Out Device button is being tapped

astro Sett	ings		Q	0					
	SETT	INGS							
Account details	Language	Link to Set Top Box	Device man	agement					
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You have curren		ctivated under your A out available: 1	Astro accoui	nt.					
Want to know more about device switch out?									
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Device ID: 408	NDPH1H232-nt>	cy47							
Activated on: 0	1/01/2016								
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Device name: r	ny iPad								
Device ID: 409	NDPH1H232-nt>	ky47							
Activated on: 1	6/03/2016								
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Switch Out Device button is being tapped

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- the number of devices that can be simultaneously activated
- the available number of switch out for the user (number to be defined by Astro)

In the case of zero switched out available, a message could be added to explain the situation (copy to be defined by Astro).

Example:

"Device switch-out available: 0. You have already switched out x device(s) this month. You need to wait for {nextMonth} to be able to switch x device(s) out again."

5. Log out current device pop-up confirmation

If the users decide to switch out the current device, a confirmation pop will be displayed to confirm the choice.

ADDITIONAL NOTES

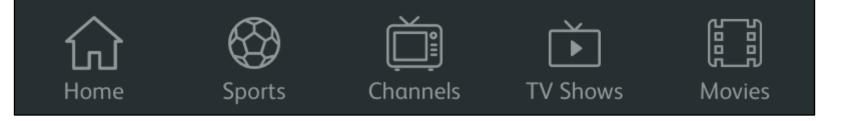
- Numbers of switch-outs can be configurable.
- Registered devices required for playback, but unlimited devices allowed for login/browsing.
- If there are no devices registered yet, handling message/flow to be in place.
- The user on the device used to access Device Management can switch out any of the other registered devices listed if:
 - the switch-out quota is still available
 - AND if the device used is not a current registered device.

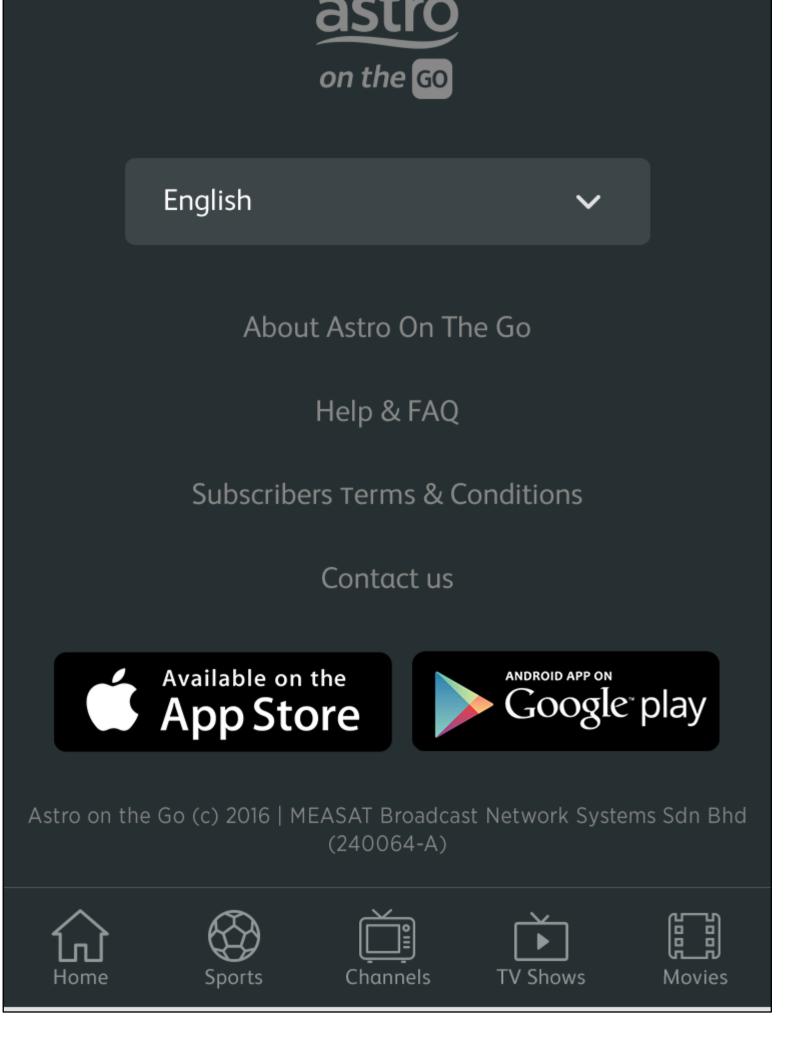
you will need to switch out some to be able to connect from others. You can switch out one device per calendar month.

You have currently **1/3 devices** activated under your Astro account. Device switch out available: 1

Want to know more about switch out?

Device name my-iphone							
Device ID 408NDPH1H232-ntxy4	7						
Activated on 23/05/2016							
Edit device name	Switch out device						





Help & FAQ

Help & FAQs

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Large screens

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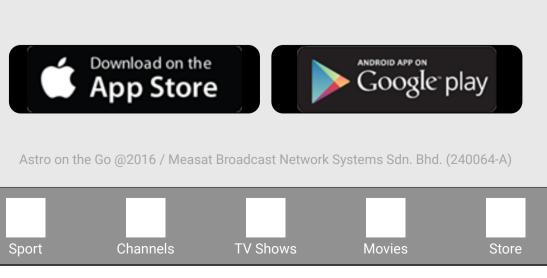
Medium screens ~992 | ~768

i

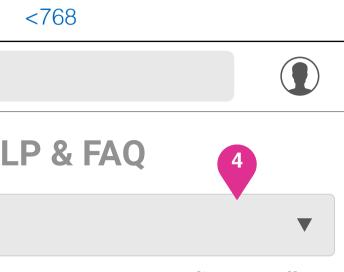
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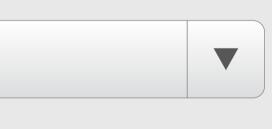
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ABOUT ASTRO ON THE GO

HELP & FAQ

SUBSCRIBERS TERMS & CONDITIONS

ANNOTATION NOTES

Help and FAQ's content will depend on user type (NJOI, SA, and DTH).

1. Category selection

This "category bloc" will be fixed while the textual content in the middle of the page will be vertically scrollable. That way, the navigation inside the Help & FAQ keeps reachable.

2. Row height

The height of the category sections (in the category selector on the left) will be the same for all categories and the text will be vertically middle-aligned.

The active category will be prominent. A CSS :hover state will be defined (background-color change) for inactive categories to strengthen the affordance: the full row area will be made reactive to :hover and clickable.

3. Text content

The text will be centre aligned in the page. The categories' bloc will be positioned on its left relatively.

Maximum of 85 character per line (including spaces and punctuation). This limitation will help to keep the text readable.

4. Accordions menus for small screen width devices

Accordions menus will be displayed on small screen width devices. The accordions headings will be persistent when an accordion is expanded, so that collapsing is always reachable without needing to scroll back.

Watchlist

Watchlist Page

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

Watchlist default view

astro	HOME	SPORTS	CHANNELS	TV SHOWS	MOVIES	STORE	Q Search	USERNAME V
					WAT	CHLIST		
I AI	m A Legend		Chilling V Fear lore	/isions: Five Se m ipsum dolore	nses of e sit a	Oh speak english please	Taj Mahal	
IA	m A Legend		Chilling V Fear lorer	/isions: Five Se m ipsum dolore	nses of e sit a	Oh speak english please	Taj Mahal	
I A	m A Legend		Chilling V Fear lorer	/isions: Five Se m ipsum dolore	nses of e sit a			
		Download on the App Store	Go Help & FAQ		s & Conditions	Contact us		English 🔻

ANNOTATION NOTES

1. Grid view layout

Items added to the watchlist will appear listed in a grid view.

Long :hover on tiles will give 2 options listed below (points 2,3)

2. Play

The user can play an item either by clicking on its tile or by clicking on the play icon that will appear after a long :hover

3. Remove from watchlist

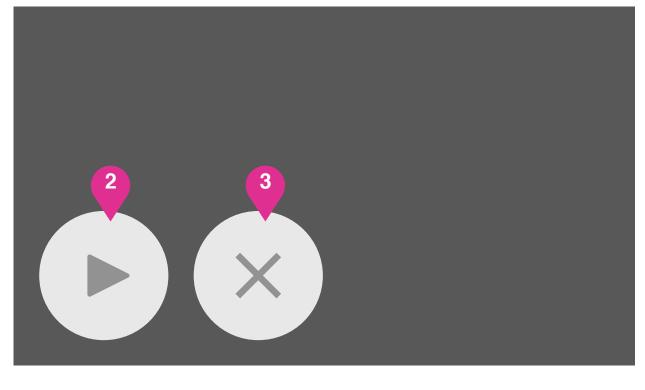
The user can remove an item from the watchlist by clicking on the remove icon that will appear after a long :hover

4.Remove confirmation pop-up

This pop-up will show when the user clicks on the cross to remove an item. After confirmation, the item will disappear immediately (no need to refresh the page manually).

Thumbnail close-up

When long :hover with cursor



I Am A Singer S4

 HOME
 SPORTS
 CHANNELS
 TV SHOWS
 MOVIES

 WATC

 Image: Construction of the state of th

Remove from watchlist confirmation pop-up

STORE	Q Search	
HLIST		
4		
<	Taj Mahal	
u want to remove rom your watchlist	?	
Legend YES, REMOVE	Taj Mahal	
Contact us		English 🔻

Purchased

Purchased Page

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

on the G	- HOIVIE	SPORTS	CHANNELS	TV SHOWS	MOVIES	STORE	Q Search	USERNAME V	
	1 PURCHASED								
I	Am A Legend		Chilling Vi Fear loren	isions: Five Se n ipsum dolor	enses of e sit a	Oh speak english please	Taj Mahal	3	
I	Am A Legend		Chilling Vi Fear loren	isions: Five Se n ipsum dolor	enses of e sit a	Oh speak english please	Taj Mahal		
I	Am A Legend		Chilling Vi Fear loren	isions: Five Se n ipsum dolor	enses of e sit a				
	astro	About Astro on the Go	Help & FAQ		s & Conditions	Contact us		English 🔻	
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on the GO Q Search HOME SPORTS CHANNELS TV SHOWS USERNAME 🔻 MOVIES STORE PURCHASED RM • TVODs You haven't purchased anything yet. Live Events 4 **Exclusions:** • SVODs Channels detail page. 4. Empty state About Astro on the Go | Help & FAQ | Subscribers Terms & Conditions | Contact us English 🔻 Download on the App Store •

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ANNOTATION NOTES

1. Collective purchased items

Displays purchased items in a grid view. Tapping on the item will direct user to the detail page.

Purchased items will include:

• Season Passes (Live Events) Basically anything one-off.

Basically anything recurring.

2. Hovering a thumbnail

On :hover, the thumbnails will get darkened and show a play icon. Clicking on the thumbnail will launch the player.

3. Clicking on the text below the thumbnail

Clicking on the text below the thumbnail will redirect to the

This shows the page when a user didn't make any purchase. One or several (max. 3) button(s) redirecting either to the store or to specific purchasable contents could be useful both from a UX and a business perspective here.

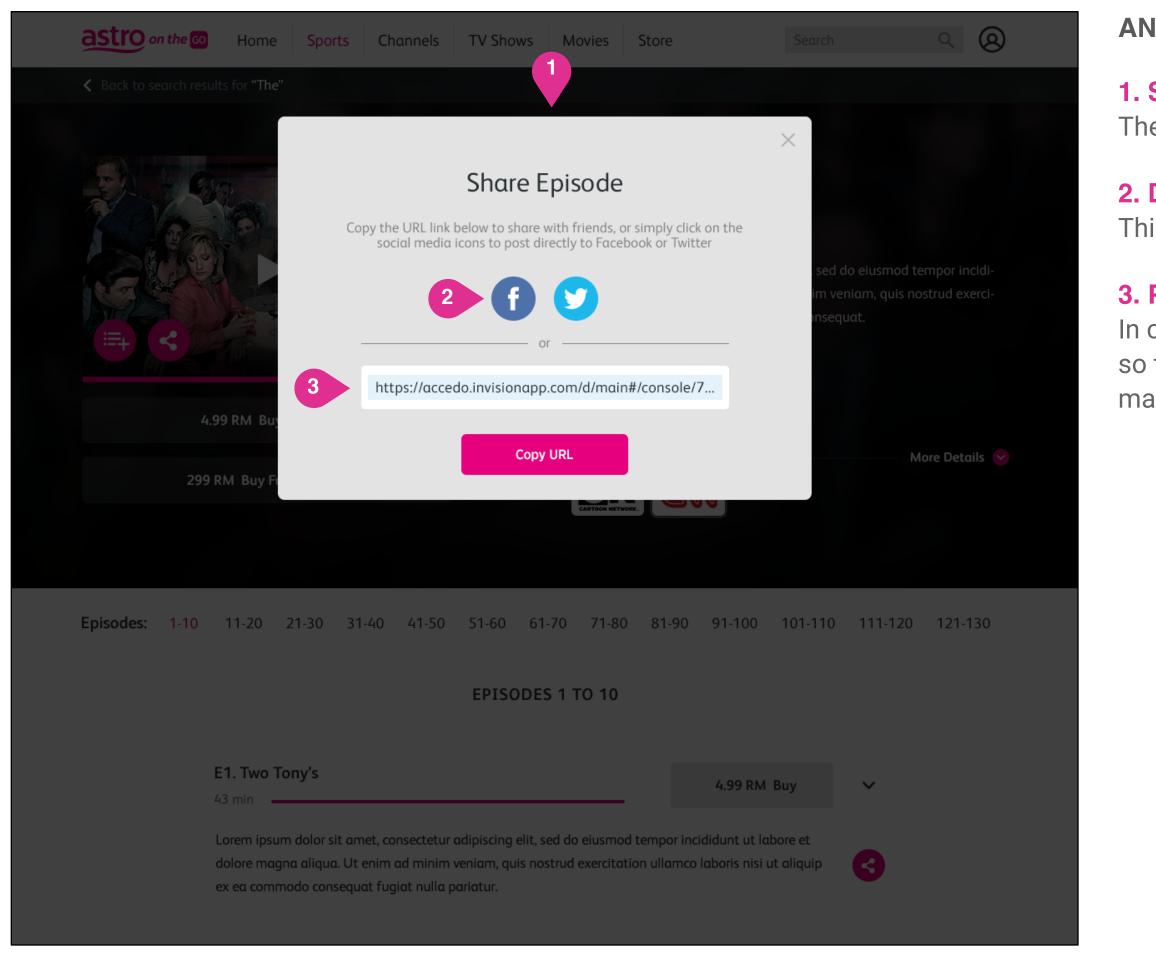
• **UX perspective:** it doesn't make this page a dead end, having the user to step back

Business perspective: it's a way to have the user having a look at paid items and could potentially lead to conversion/ purchase/subscription.



Share Screen

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre



ANNOTATION NOTES

1. Share pop-up

The sharing options will be displayed in a pop-up

2. Destination selection through icons

This is where the user will select either to share on Facebook, Twitter, etc.

3. Pre-selected sharing URL

In case then user wants to get the URL of the content, it is already selected so that pressing ctrl + C (or cmd + C on Mac) will copy it in the clipboard and make it available for pasting.

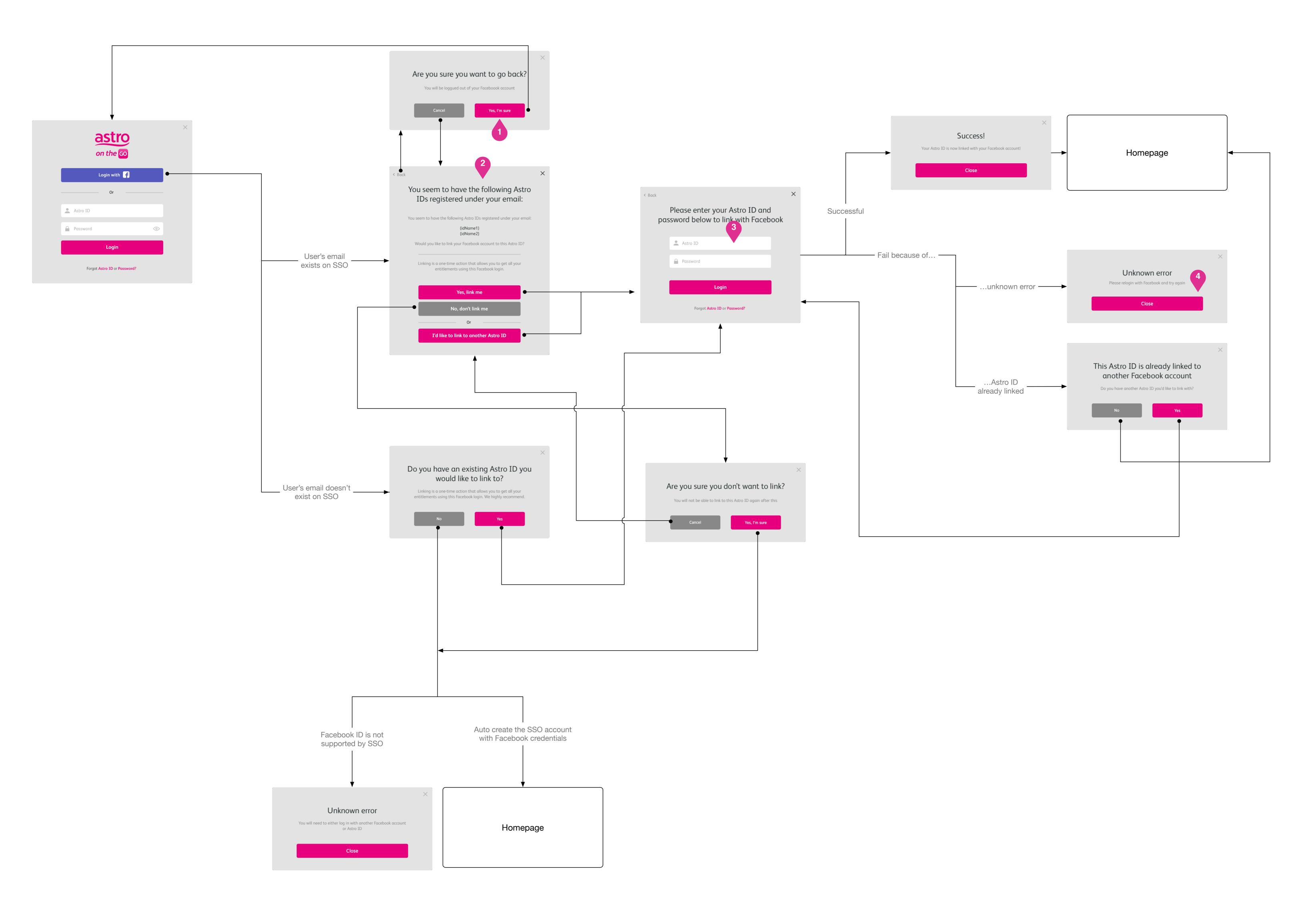
68 of 76



Link / Unlink Facebook

On Boarding - Linking with Facebook

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre



ANNOTATION NOTES

1. Yes, I'm Sure button Clicking on the button will screen.

2. ID Name Multiple IDs could be dete

Multiple IDs could be deter should be displayed here.

3. Astro ID Name

For users who answered "YES", the Astro ID should be populated here (while remaining editable). For multiple Astro IDs, the first Astro ID will be populated here (remaining editable too).

4. Close Button

Clicking on the button will log the user out of FB and return on login screen

Clicking on the button will log the user out of Facebook and return on login

Multiple IDs could be detected for some email matches and all of them

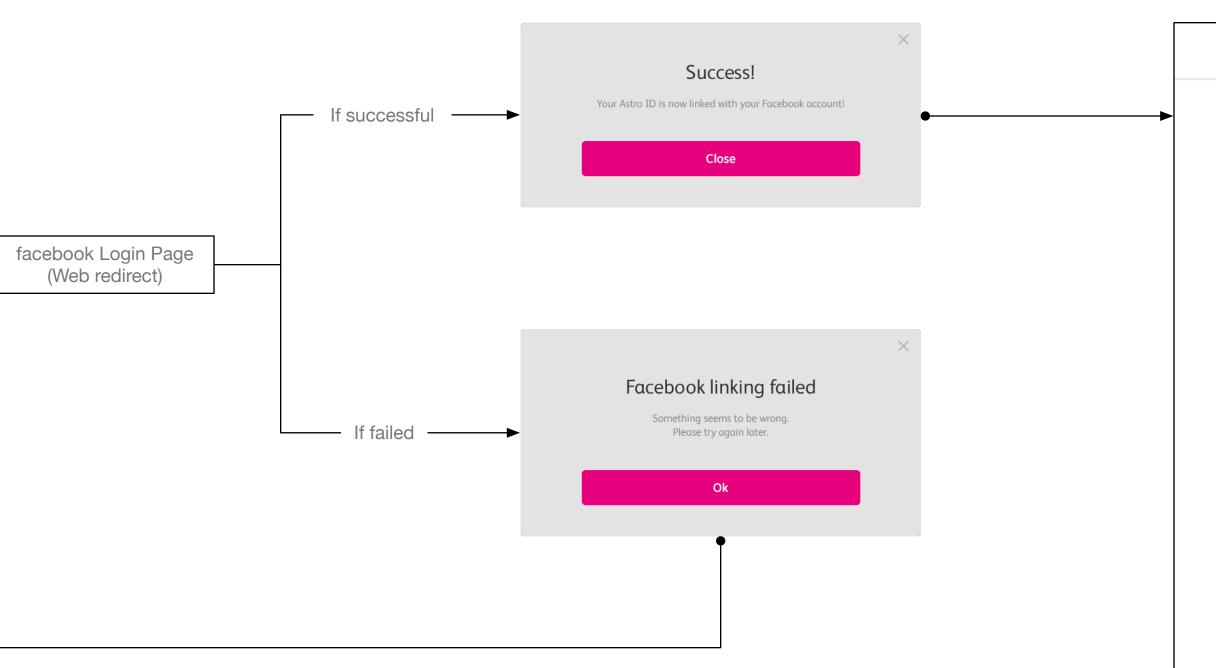
Facebook Link (from Settings > Account Details)

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Account not linked with Facebook

astro on the GO	Home	Sports	Channels	TV Shows	Movies	Store	Search	Q	8	
Settings										
Account Details	:	>		D: user_Astro_3	ID					
Language	2	>	Linking is	ID is not linked to a one-time action nts using Facebook	that allows you	to get all your	Link to Facebook	•		
Link to Set Top Bo	x	>	FIRST N	AME		LAST NAME				
Device Manageme	nt :	>	userFi	rstName		userLastNan	ne			
			userno	ame@email.cor	m					
					Apply C	hanges				
			PASSWO	RD EDITION						
			Enter	your current po	assword					
			Enter	your new pass	word		?			
			Confir	m your new pa	issword					
					Channe					
					Change my	password				
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astro on the GO Home Sports	Channels TV Shows Movies Store Search	Q (8)						
Settings								
Account Details >	ASTRO ID: user_Astro_ID							
Language >	FACEBOOK: Your Astro ID is currently linked to your Facebook account Unlink Facebook							
Link to Set Top Box >	FIRST NAME LAST NAME userFirstName userLastName							
Device Management >	EMAIL							
	username@email.com							
	Apply Changes							
	PASSWORD EDITION							
	Enter your current password							
	Enter your new password							
	Confirm your new password							
	Change my password							
About Astro on the Go Help & FAQ	Subscribers Terms & Conditions Contact us	Ƴ English						
Available on the App Store Coogle play	rk Systems Sdn Bhd (240064-A)	on the GO						

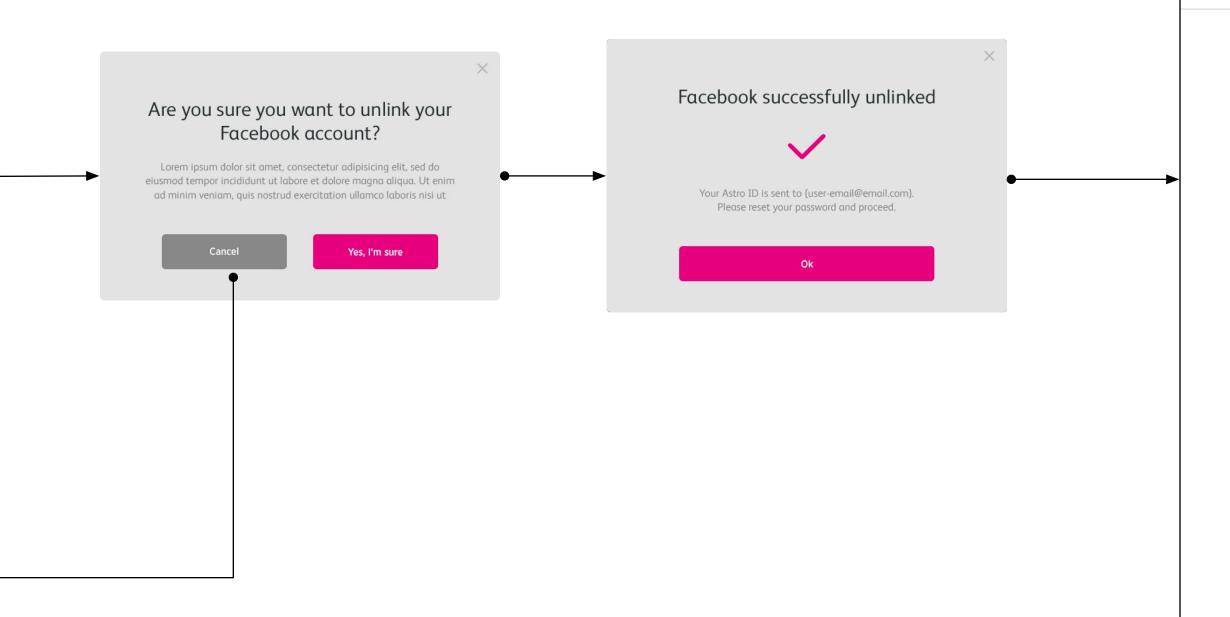
Account linked with Facebook

Facebook Unlink (from Settings > Account Details)

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

Account linked with Facebook

astro on the GO	Home	Sports	Channels	TV Shows	Movies	Store	Search	Q	8	
Settings										
Account Details		>		D: user_Astro_	ID					
Language		>	FACEBO Your Astro	DK : D is currently link	ked to your Face	ebook account	Unlink Facebook] e		
Link to Set Top Box	ĸ	>	FIRST N	ame rstName		LAST NAME	ıme			
Device Manageme	nt	>	EMAIL)		
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				RD EDITION	assword					•
			Enter	your new pass	word		?			
			Confi	m your new po	ssword					
			Com	in your new po	155WUTU					
					Change my	y password				
About Astro on the Go	р Н	lelp & FAQ	Subscri	bers Terms & C	Conditions	Contact	us	√ E	nglish	
Available on the App Store		oogle play		3hd (240064-A)				as on t	he 🖸	



Account unlinked

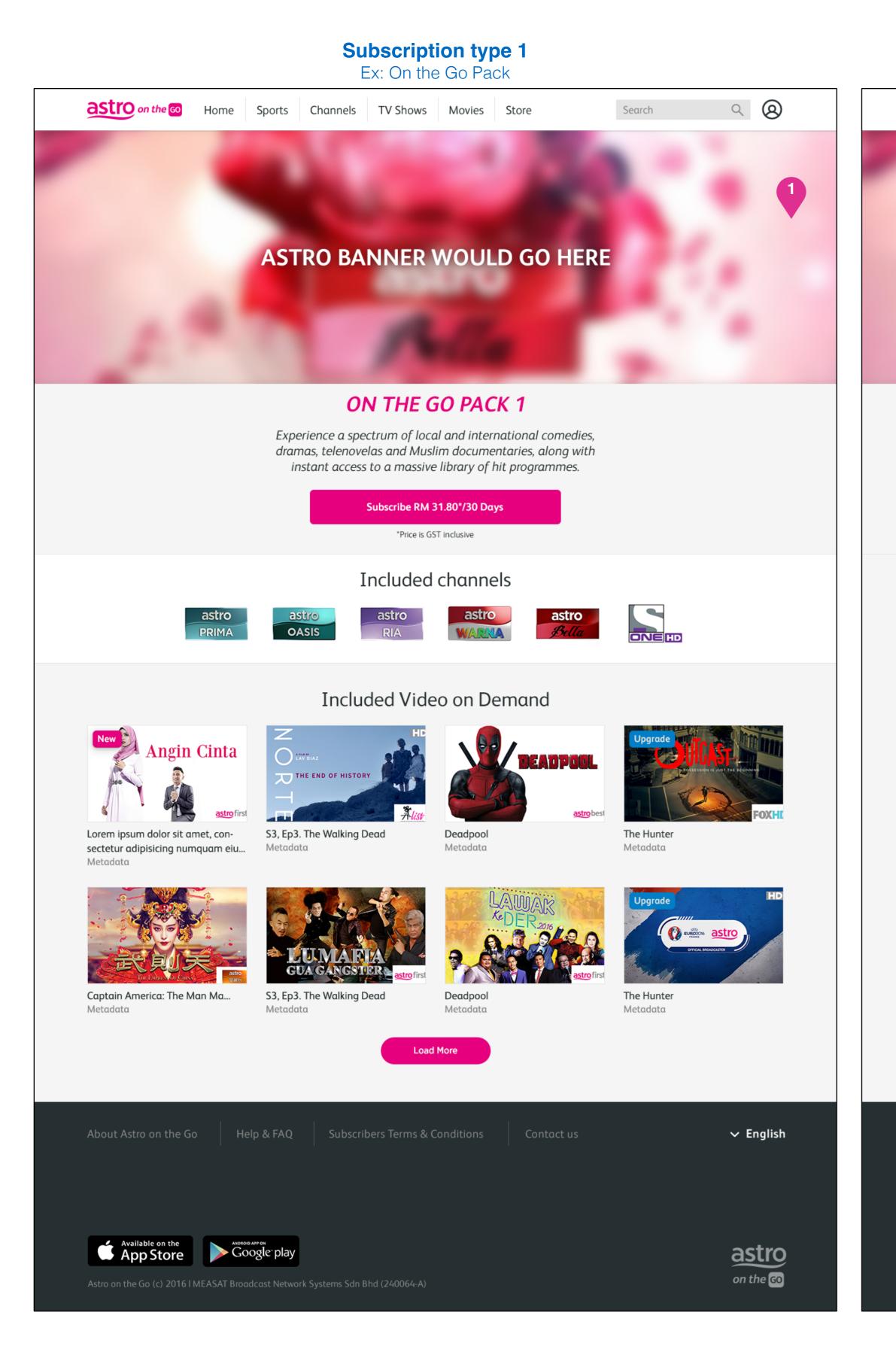
astro on the GO Home	Sports Cl	nannels TV Shows	Movies	Store	Search	<u>्</u> (8)		
Settings								
Account Details	>	ASTRO ID: user_Astro_	_1D					
Language	>	FACEBOOK: Your Astro ID is not linked to Facebook. Linking is a one-time action that allows you to get all your entitlements using Facebook login.						
Link to Set Top Box	>	FIRST NAME		LAST NAME				
Device Management	>	userFirstName		userLastName				
		EMAIL username@email.co	m					
		usemane@email.co	////					
			Apply Ch	anges				
		PASSWORD EDITION						
		Enter your current p	assword					
		Enter your new pass	sword		?			
		Confirm your new po	assword					
			Change my j	password				
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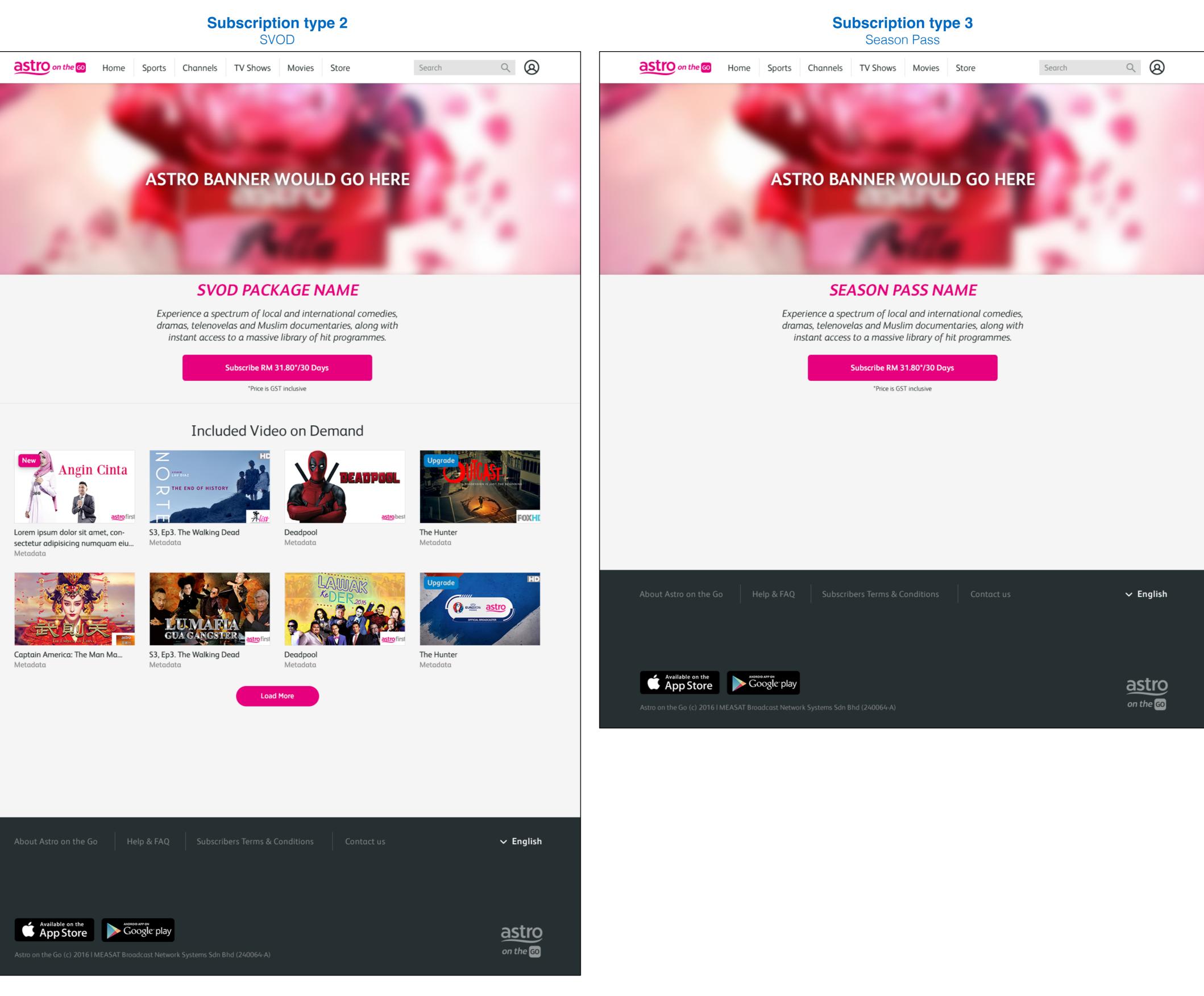


Subscription and Upsell

Subscription Pages

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ANNOTATION NOTES

User would land on these pages after: clicking on content tiles from a subscription rail on the Homepage • clicking on content tiles from a subscription rail on the Store page

1. Banner

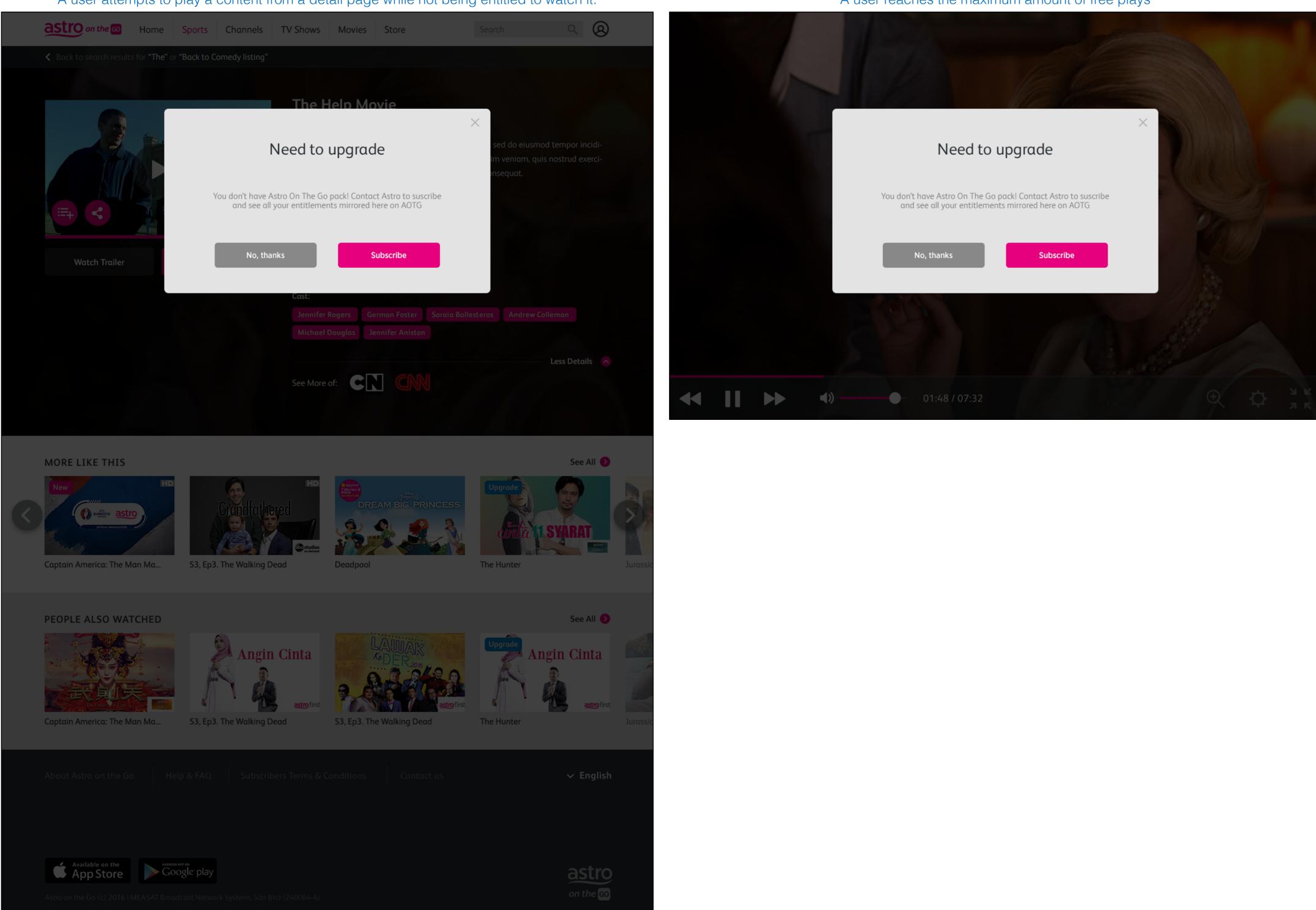
There will be a hero banner promoting the related subscription package. This banner will be different to the banner component used elsewhere because the height needs to be smaller in order to keep the CTA above the fold. It will just be a center-aligned single image (no auto-rotation). Margins will appear on both sides in the case of large screens.

Upsell Prompts

AOTG Web - Ver. 5.0, Round 1 - Mon Oct 24 2016 - By Maxence Le Corre

Up-sell prompt - Scenario 1

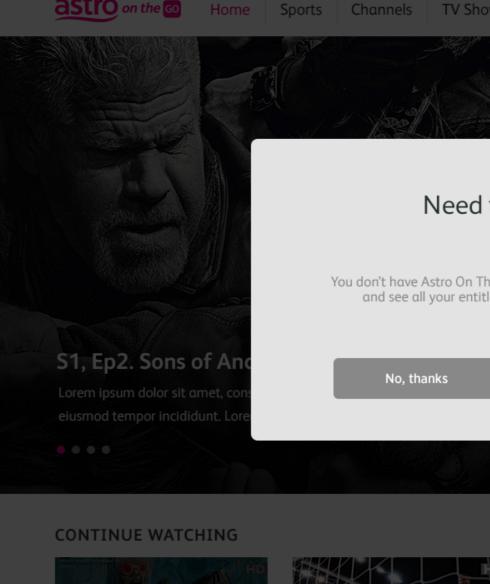
A user attempts to play a content from a detail page while not being entitled to watch it.



Up-sell prompt - Scenario 2 A user reaches the maximum amount of free plays

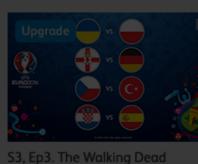


Up-sell prompt - Scenario 3 A user gets back on the website after a defined amount of time (defined by Astro) O on the GO Home Sports Channels TV Shows Movies Store Settings Need to upgrade Language You don't have Astro On The Go pack! Contact Astro to suscribe and see all your entitlements mirrored here on AOTG No, thanks Subscribe 🚥 See All 👂 Captain America: The Man Ma... S3, Ep3. The Walking Dead Deadpool See All 🜔 ptain America: The Man Ma... S3, Ep3. The Walking Dead Deadpool 🔹 See All 💽 ptain America: The Man Ma... S3, Ep3. The Walking Dead Deadpool ptain America: The Man Ma... S3, Ep3. The Walking Dead S3, Ep3. The Walking Dead The Hunter See All 🜔 WHAT'S ON NOW ARTOON NETWORK.









TV SHOWS FOR YOU











MOST VIEWED



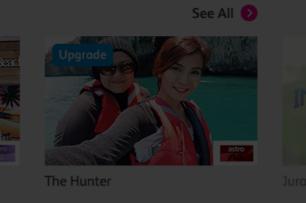


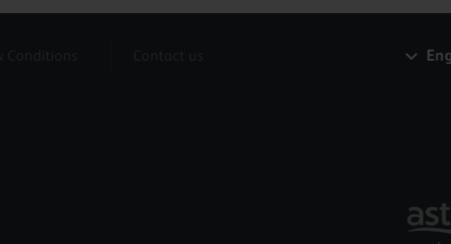
Available on the App Store Google play



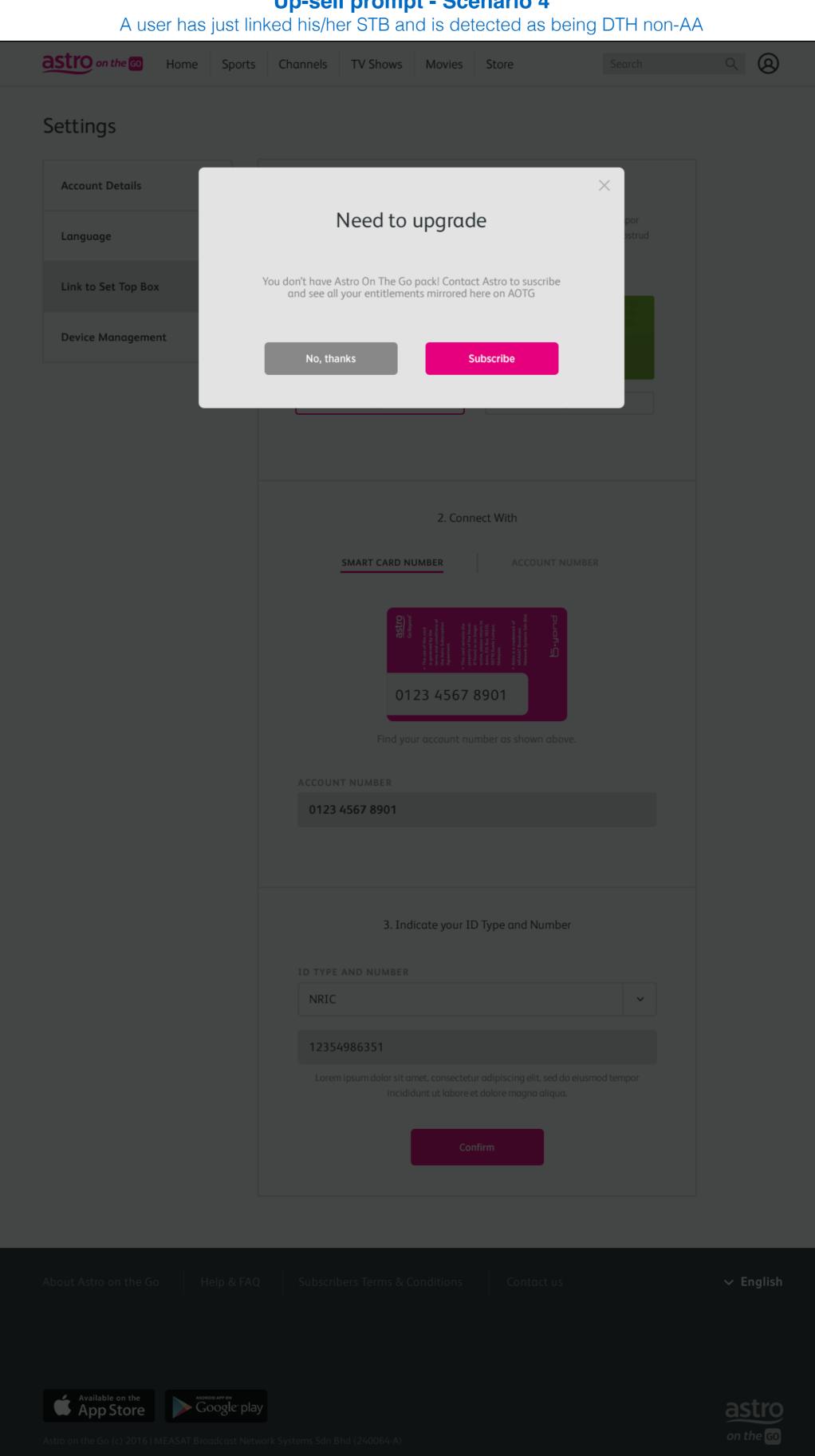


Captain America: The Man Ma... CNN Evening News Doc. Reading the future of Hist... Ed, Edd and Eddy





Up-sell prompt - Scenario 4



ANNOTATION NOTES

Those upset prompts will be triggered when:

- 1. a **DTH non-AA** user attempts to play a content from a detail page while not being entitled to watch it.
- 2. a **DTH non-AA** user reaches the maximum amount of free plays. (E.g: after a user has played "x" times (number is configurable) any video, he/ she will be prompted with the up-sell message)
- 3. a **DTH non-AA** user gets back on the website after a defined amount of time (time duration is configurable)
- 4. a user has just linked his/her STB and is detected as being DTH non-AA

The up-sell messages are configurable in AppGrid. The copy in the attached screens are just serving as examples.

Each scenario can be configured with specific microcopy.

Pop-up's title / explanation text / CTA's labels should be made clear enough so that the user can understand each option offered from there.

ASIDE NOTES

Covering each scenario with specific microcopy is highly recommended UXwise. Microcopy is often neglected, which means there's room here to get one step above competitors. This applies for up-sell scenarios as well as other parts of the experience and should be part of a global strategy where the tone of communication aligns with the company's branding.

lersion	Date	Description	Author
0	10/06/2016	Preliminary version.	Maxence Le Corre
0	23/06/2016	Pages added and updated	Maxence Le Corre
0	01/07/2016	 First round Astro's feedback: Update wires and annotations as per latest IOS feedback, where applicable. Purchase button states: not necessary for State 2 (BUY MOVIE) since after selecting there should be a prompt for password input. Page 40 purchase for the two buy buttons (episode and full tv show), if user has purchased full tv show, does this mean there will be 2 play buttons? Page 40 Purchase for the two buy buttons (episode and full tv show), if user has purchased full tv show, does this mean there will be 2 play buttons? Page 40 TV series details page. From the steerco, we have decided that for web and tablet (bigger screens) we will implement season images for the seasons listing. Perhaps, seasons as images can be listed horizontally above the episode listings then? All seasons shown, and as the web changes to smaller breakpoints, the seasons can be horizontally acove the episode listings then? All seasons shown, and as the web changes to smaller breakpoint to scale? Are the break point layouts to scale? Page 15 - keep search icon on right, next to profile image. Like Android Page 23 Filter treatment - maybe it's just wires, but the implementation of the check list and various "close" and "reduce" text links seem simplistic and dated. Does the catalogue list update in real time every time an item is checked/selected? If so, I love this! If not, can we do this?! So instead of overlaying the filter on the left, perhaps we can implement it to expand at the top, with a fresher approach to selection and expansion/collapse. Change tv show layout for seasors and episodes as per call Show Store tab for web and tablet (if tablet fits) Is aspect ratio for here banners maintained for all breakpoints? Page 34 Will search have a different background color? Page 34 Will season share instation to have different content types treated differentiated from the rest of the rails in store. Can we exp	Maxence Le Corre
)	18/07/2016	 Header updated: it now has the "Store" section Header for mobiles updated: logo on the left (brings to Home when tapped on) + search field in the centre + user account icon on the right Footer for mobiles updated: the tab-bar now contains "Sport", "Channels", "TV Shows", "Movies", "Store" Banner: page added (page 11) Geo Restriction section added (page 20) Channel page: filters will be swipeable on mobiles (pages 26,27) Branded page updated: now the Boxset stacked pile is duplicated on the full rail - previously just the first thumbnail had this treatment (page 35) Search page updated: now showing how the design will react in different situations (page 38) Search: page added to show the responsive layouts (page 39) Movie Boxset page updated: new design for season/range segments and when a season has been bought (page 45) Purchase flow: page added (page 49) VisualOn player updated: zoom button added on the controls (page 55) Setting page updated: using the same layout as current AOTG website, except that accordion menus will be used on small screen devices (page 58) Purchased page updated: thumbnails added inside the table (page 62) 	Maxence Le Corre
Ο		 All acreans showing the heador for non-logged users have been updated and now show the two buttons (Login and Register) Page 4 - Login: The populy showing Login and Register buttons have been delated as we can now select one or the other of these options from the heador. Login and Register buttons with be figuring in the header. The point 1 has been updated accordingly. Bottom notes aligned with DS Functional Spec Document Page 7 - Registration, Fascurd Init (point 2) edited: rules will appear when howing the active targe to be specific to react page (page 12). Page 10 - Hero Banner: annotations updated Page 14 - Landing page Responsive: updated with new tabbar for molies. "Home" as the first tab. "Store" removed from the tabbar As for the medium-screen layout, it will be possible to fit the "Store" menu term in the header. The "worse" case being for pre-login users where two buttons rloging in all "Register" access the logo, reducing the CSS padding for the -Login' and "Register" heador by other reducing the size of the logo, reducing the CSS padding for menu terms, reducing the CSS padding for the -Login' and "Register" heador by other reducing the size of the logo, reducing the CSS padding for menu terms, reducing the CSS padding for the -Login' and "Register" buttons. Page 28 - Channel page, point 8 addid (all elements will be loaded immodiately). "Others" category added as a separate rail and filter (Branded pages table), and reducing the ease polytone into the question on the question of screen estate with both filters (brang sticky on top) and tab-bar on screen on mobile devices (added in Additional notes). Page 39 - Seerch page: Load minor button inplementation table and conding mades. Login will be possible for the sale of the predict. Page 39 - Seerch page: Load more button implementation table and thor size hard all update (point 4).<!--</td--><td>Maxence Le Corre</td>	Maxence Le Corre
		 Retrieve Astro ID: "Submit" button will be in a deactivated state until email address field is filled. Reset Password: "Submit" button will be in a deactivated state until Astro ID field is filled. Create Astro ID Screen: "Back" button removed from the registration pop-up as on large screens, this pop-up is the first one after the user clicks on "Register" in the header. However, on medium and small screens, the header button will be "Login/Register", which means there will be another pop-up in between where the user can choose to either login or register. Then, the "Back" button will be required. Create Astro ID Screen: "First Name" and "Last Name" added in the wireframe (before there was only the input field for Name) Create Astro ID Screen: Annotation updated. Hero banner page deleted as the source of truth will be the dedicated Banner Functional Specification Document Rail behaviour: wireframe updated (gradients in "ghost tiles") as well as annotations Geo Restriction notice: updated Sport and Channel page: "Last Watched" and "What's on now" tabs deleted as per Sharon's request. The tab filtering system has been agreed to be implemented for AOTG.8.05. Branded pages: updated with the latest UI containing description Movie Detail Page: annotations updated Yorse Details Page: undated with latest UI Annotations updated Purchase Flow updated with latest UI Annotations updated Setting: Account Details Page: updated with latest UI Setting: Account Details Page: screens added as per Sharon's request Setting: Account Details Page: screens added Purchase flow updated with latest UI Annotations updated Setting: Account Details Page: screens added as per Sharon's request Setting: Account Details Page: screens added Purchased page: updated with latest UI Annotations updated Purchased page: monstatio	Maxence Le Corre