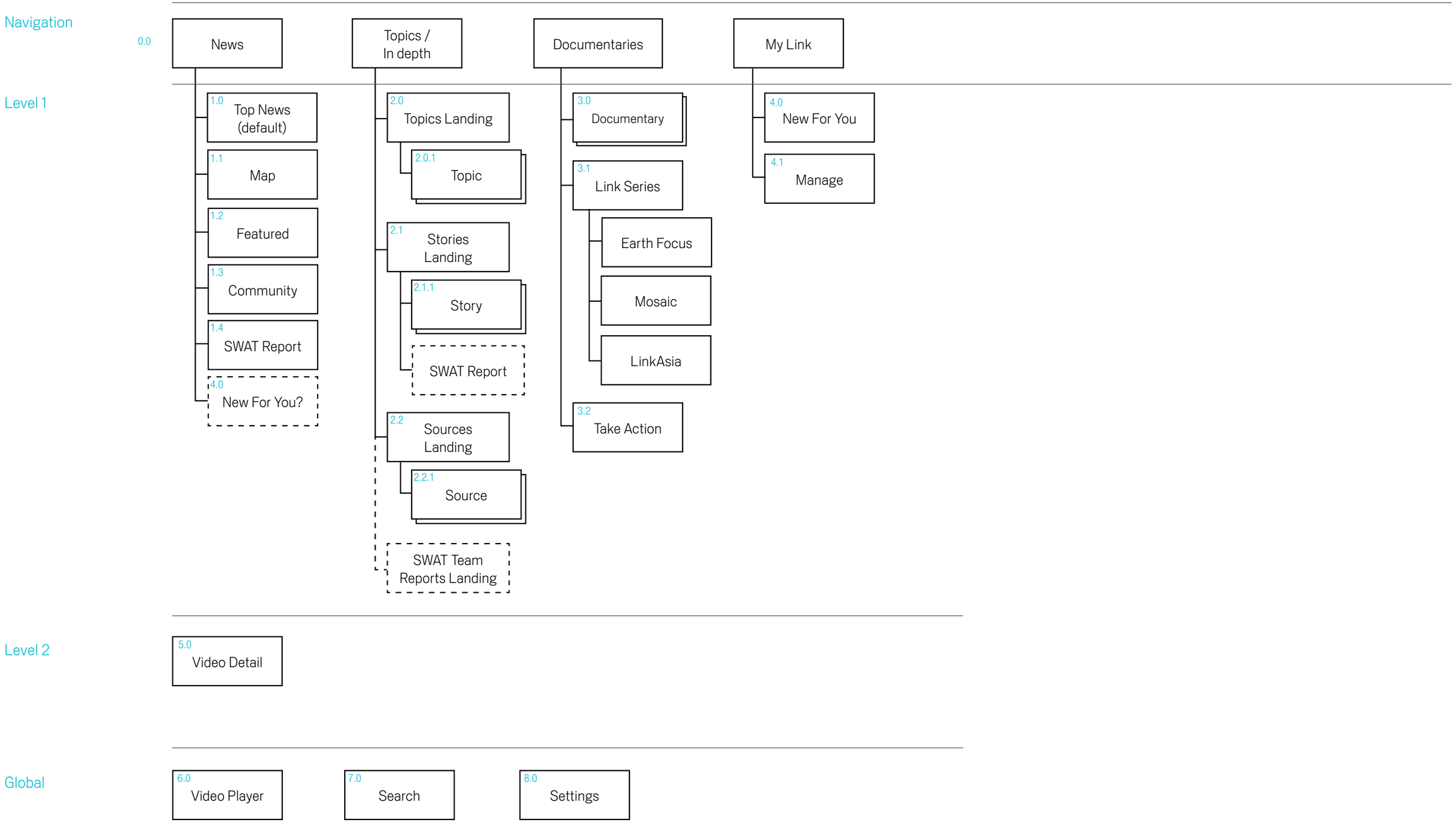
Link News iPad App
User Experience Wireframes v3.2

Method

01 Architecture

Method

Architecture Map



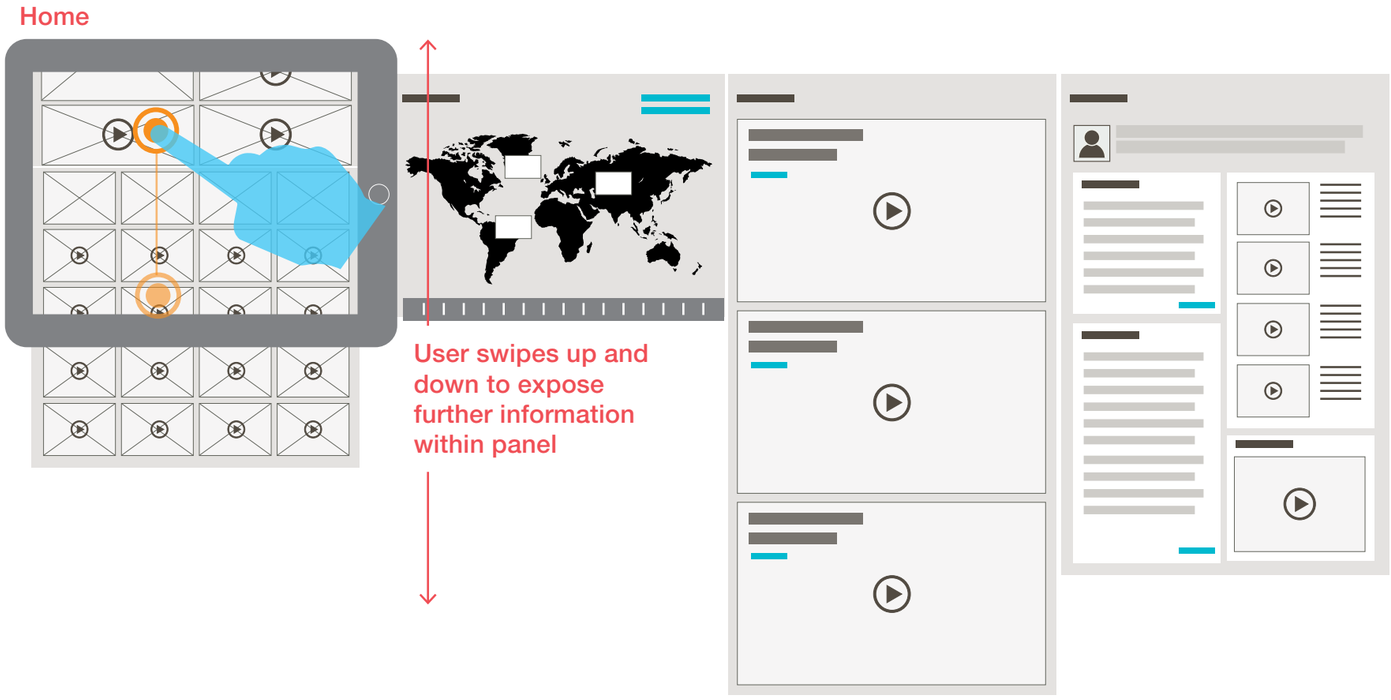
02 Wireframes

Method

Panels
Model Interaction

When a user opens the Link TV News app, their initial dive into content is a series of panels. The panels are comprised of different experiences in which to consume news video content; such as the video grid, an interactive map, featured videos, or social highlights.

The panels can be explored by swiping left or right on the screen. When the user wants to explore more content within a panel, they simply swipe up and down to expose more information. The Link TV editorial team can choose which panels appear within the home screen sequence and re-arrange the flow of the tiles to their liking. If a major story breaks or a important video is added for instance, this can be highlighted by adding it to the landing page flow as a featured video.

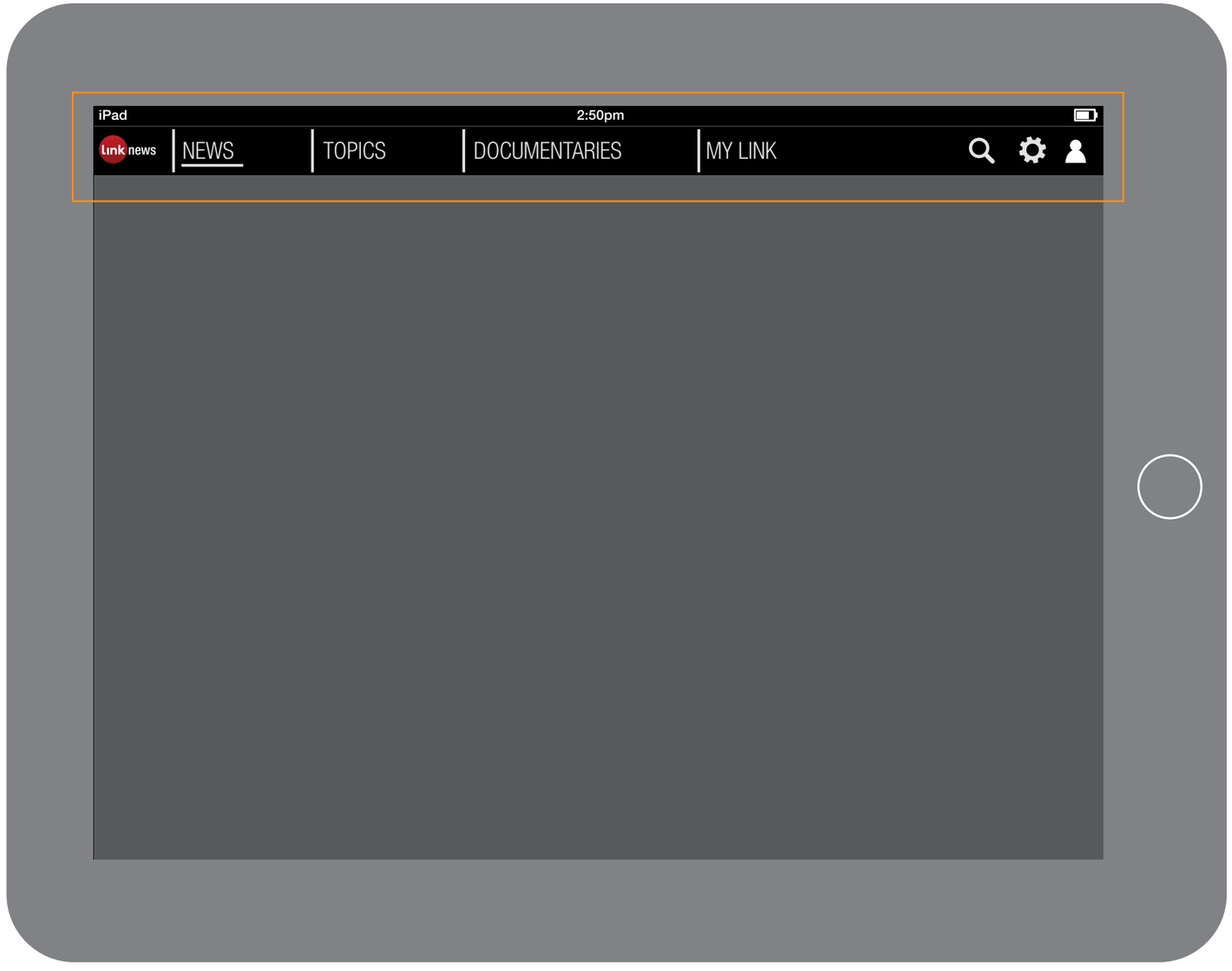


Panels
0.0 Navigation

Understanding best practices in iPad navigation we initially sought to use a simple navigation bar that allowed the user to dive into discrete sections of the app.

A simple persistent bar at the top seemed to not only be most intuitive in placement, but also does a great job of staying out of the way of the user and the user experience.

Actual navigation TBD.



1.0 Home Screen

Home/News
1.0 Todays Headlines

01 Navigation
TBD
On tap, takes user to that section within the app.

02 Home Header
Displays the days date for the days news

03 Pagination Display

A small call-to-action to the let user know they can swipe through to see more of the home screen content. User can also tap on this to navigate ahead to other sections.

04 Header Tools

★ Following

On tap, opens the users 'Follow' ticker. Displays any new content related to any videos/topics/stories that the user has tagged to follow.

Refresh Button: User can tap this to refresh the home screen content.

05 Breaking News
Displays when a news story just breaks. User swipes to the left to view the SWAT report around this event. Elsewhere in the app, the 'Breaking News' badge can appear at the top in the nav.

RIOTS IN LONDON

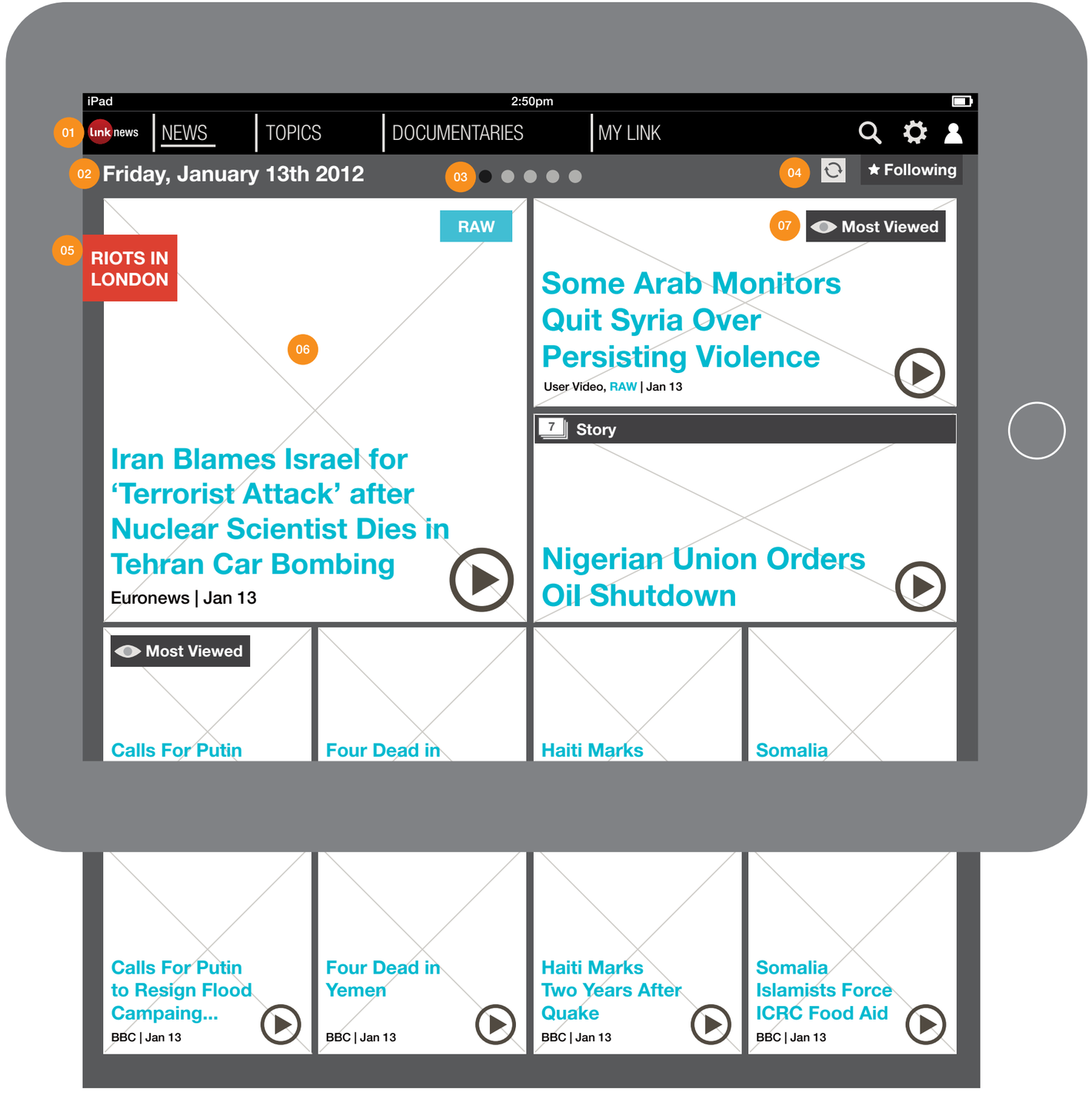
06 Video Module/Thumbnail

Displays a thumbnail, title, source, date of story and a play button.
On tap of title or thumbnail, takes user to video detail screen
On tap of source, takes user to a source detail screen
On tap of play button, plays the video in a full screen video player.

07 Labels

Most Viewed

Labels may display on some videos noting different activity or content types. (See next page for details.)

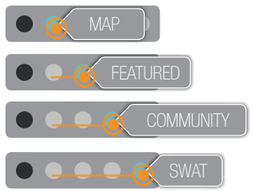


Method

Home/News
1.0 Todays Headlines

01 Pagination Display

A small call-to-action to the let user know they can swipe through to see more of the home screen content. Additionally, they user can tap on this and move left or right over it to select a different section directly.



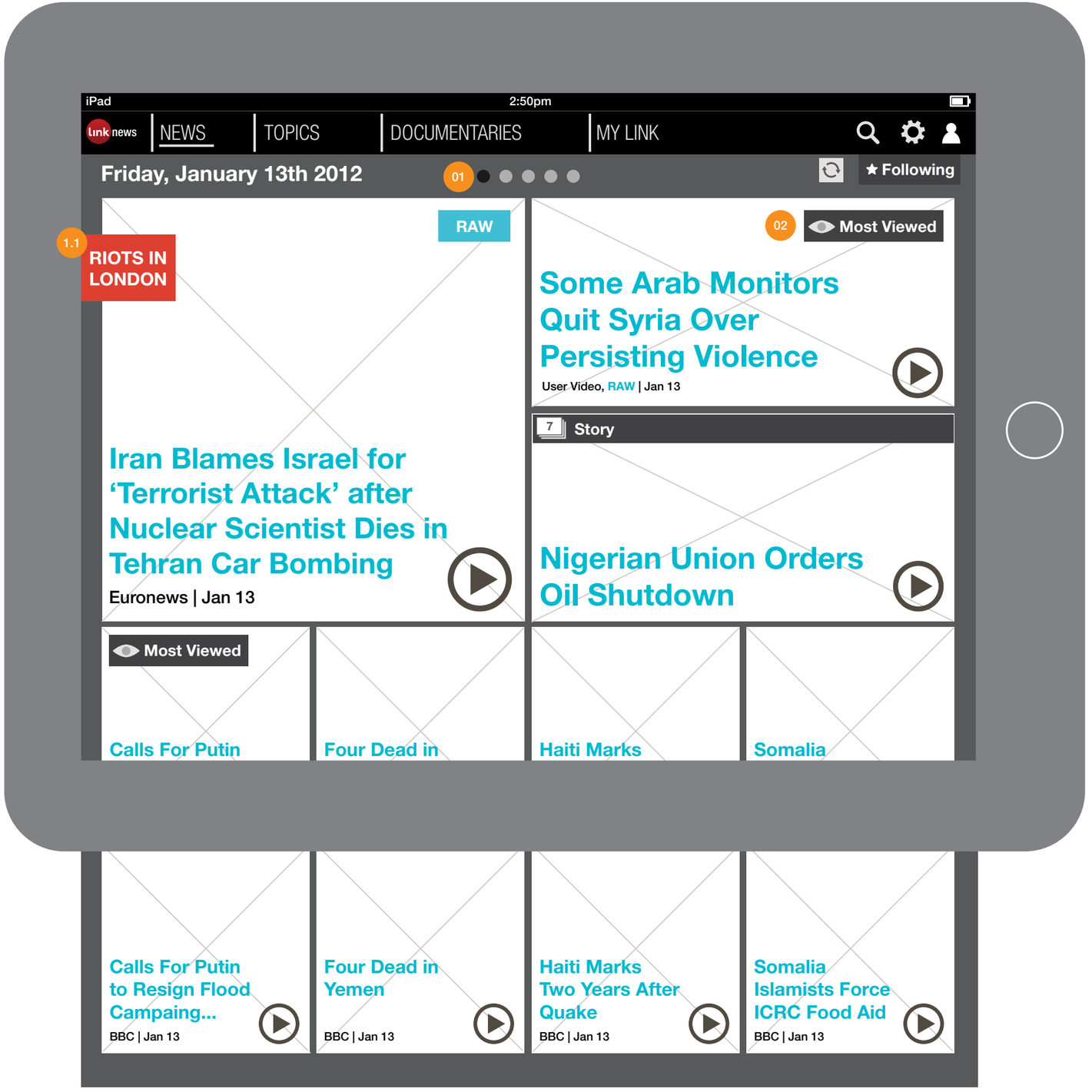
1.1 Breaking News

If there is a breaking news story, or SWAT report, user can swipe to the left to view it.

02 Labels

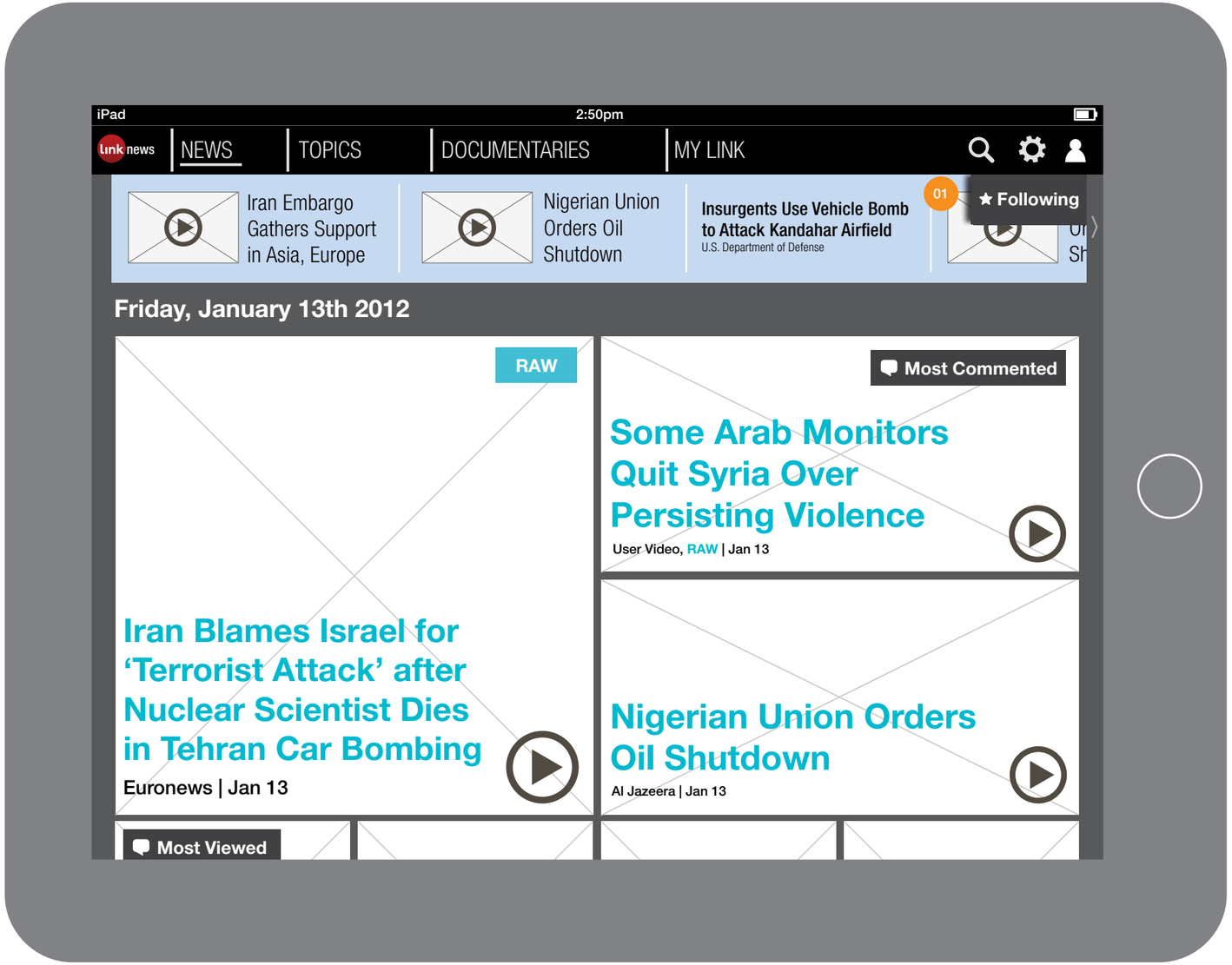
Displays on videos that are raw footage or that have the ‘most’ activity on them. Comments, views, etc...

Most Viewed	Any current video that has a lot of viewing activity
Most Shared	Any current video that is being shared the most
Recommended	Any video that a lot of users are recommending
Story	Notes a Story module - takes users to story detail
Documentary	Notes that this is a documentary - takes users to documentary detail
RAW	Notes a ‘Raw’ video
Local	Notes a ‘local’ video
Bertha’s Pick!	Bertha’s Picks
Most Commented	If Link TV incorporates commenting into the app, could highlight videos that are being most commented on.



Home/News
1.0.1 Ticker

01 Following Ticker
When invoked, displays any new content that the user is following.
Can be generated by following a Topic, Story or Source.



Home/News
1.1 Map View

01 World Map
Location based viewing experience for the news. All video is placed in context of a location. User can zoom in and out of the map, or double tap a country to zoom in and focus on just that country.
Swiping up on the map, will take the user through countries.

02 Filters
On tap, filters display and are separated out by Recent topics, Headlines, and Countries.

03 Video Panel
Displays videos for a selected pin. Can be collapsed or expanded.

02 Filters

ALL Recent Topics	All Headlines	Countries
All Recent Topics	All Headlines	All
Pakistan	Most Recent	Afghanistan
Stop Online Piracy Act	Most Popular	Albania
Syrian Revolution	Most Comments	Algeria
US-Iran relations	Following	Andorra
Costa Concordia	My List	Angola
US presidential election, 2012		
Occupy movement		
Nigeria		

03 Videos Collapsed

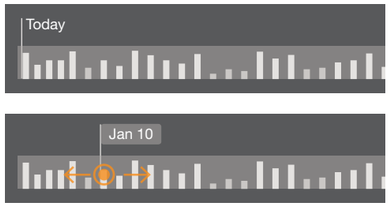
Videos Opened (default)

Home/News
1.1.1 Country View

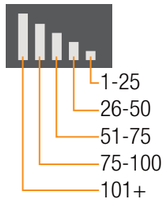
01 Country Zoom
Double tap on a country to zoom into and focus on it.
Additional markers on the map will appear if additional video are available at this zoom level.

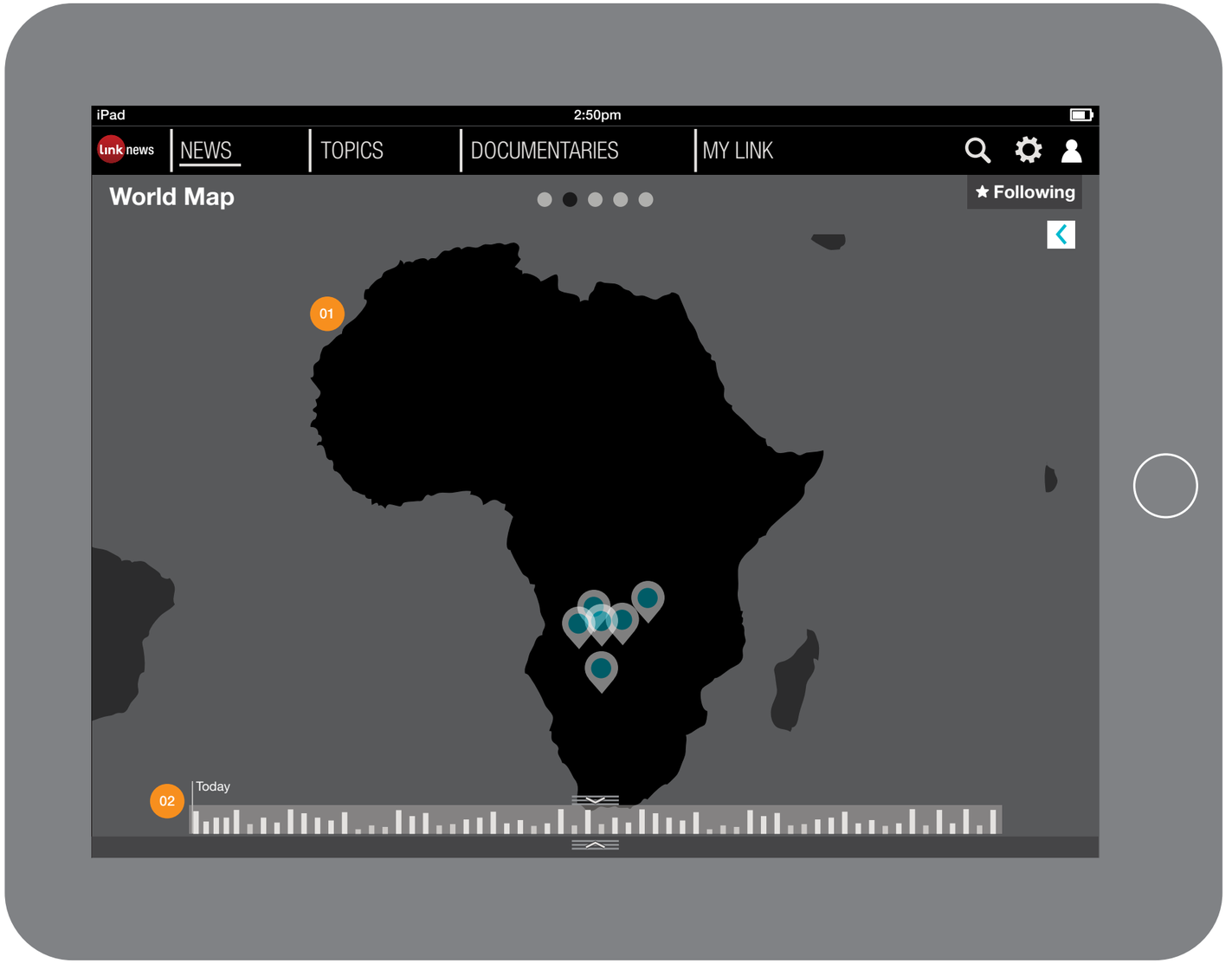
02 Time Filter
Only displays at the country level.
Allows user to filter map by time, displaying videos for that day. Could possibly also have functions to display a date range, instead of a single day. User can collapse.

Time Filter



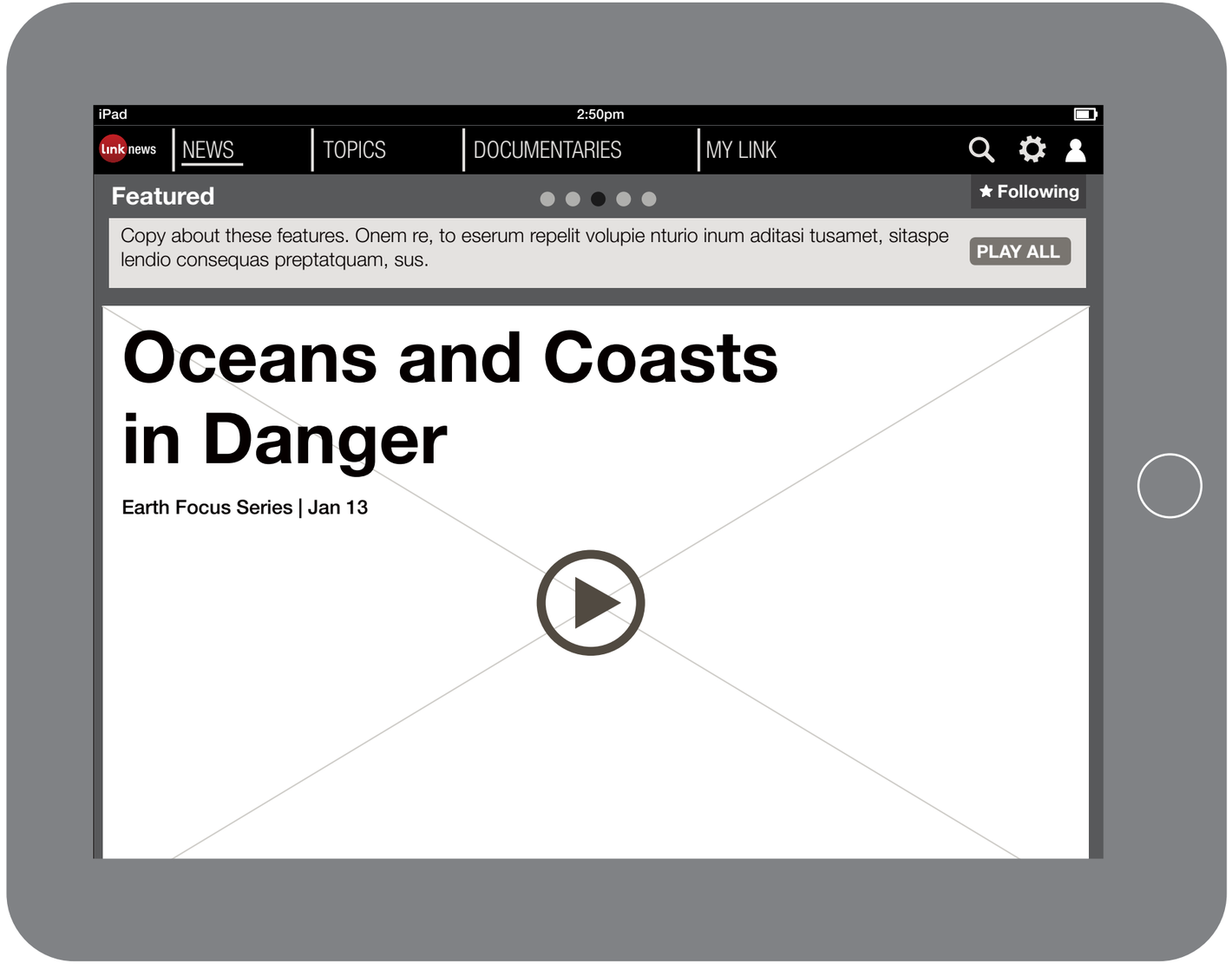
Bar Dimensions = Videos per day





Home/News
1.2 Featured Videos

Featured videos page highlights a small number of videos that Link TV News has chosen. These videos are elevated by the editorial team as ‘must see’ and can be breaking news stories, documentaries or series. The user swipes down and up to browse the featured videos.



Home/News
1.3 Community - 1 of 2

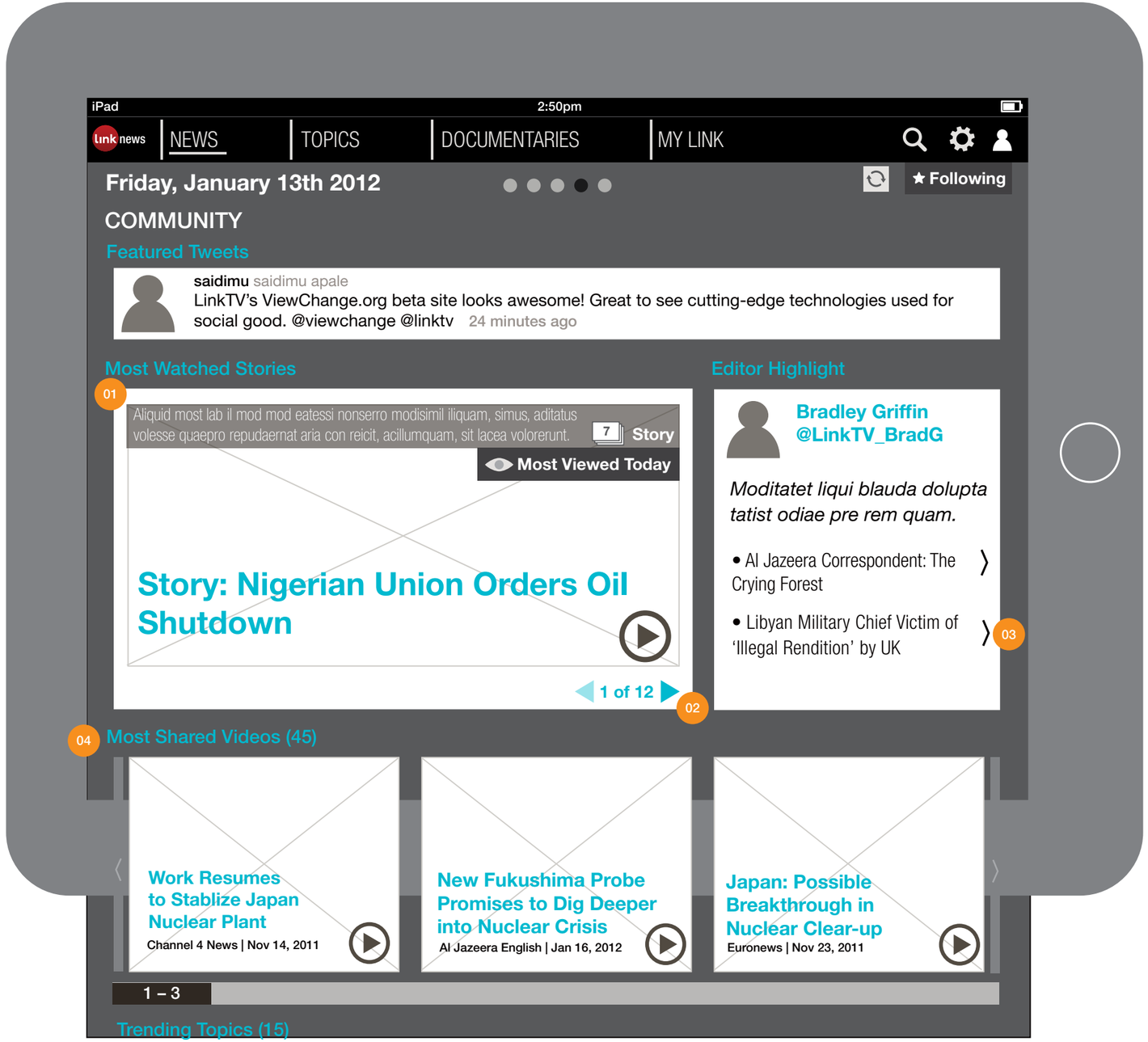
The Community Page displays content based on most viewed, most shared, most tweeted, or other variables of ‘most.’ All of this across Topics, Stories, Sources, Videos. At the top is a featured thought posted from the community around Link News on Twitter.

01 Stories
Tap anywhere inside the module to go to the Story Detail Page.

02 Next
Tap to view the next ‘Most Watched Story.’

03 Video Links
May display videos that this user has contributed. On tap will take them to the video detail screen.

04 Most Shared Videos
Displays the most shared videos throughout the site/app.

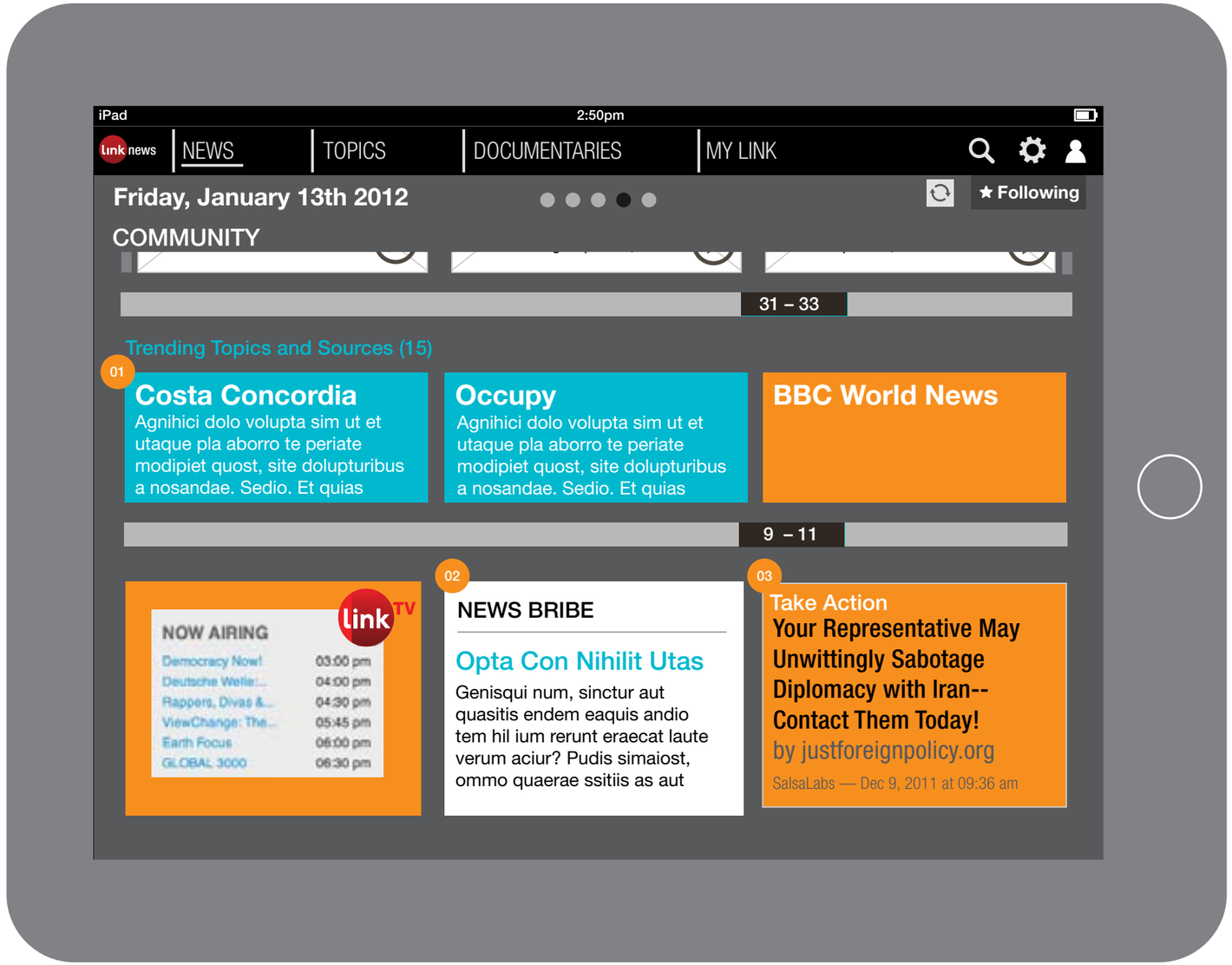


Home/News
1.3 Community - 2 of 2

01 Trending Topics and Sources
Tap to view the Topic detail page.

02 News Bribe
Select to go to the News Bribe detail page.

03 Actions
Displays available actions for various videos/topics. On tap takes gives user info on how to take action either in an overlay, or in app browser window.



Home/News
1.4 SWAT Team Landing

When a major story breaks and Link TV assigns a team to that story, they can also choose to add a unique page on the main flow dedicated to the story. This page can feature a summary of the story, latest videos, location and a timeline for the event.

Below the timeline content can consist of videos, articles, team on the ground, topics, or whichever other modules are appropriate.

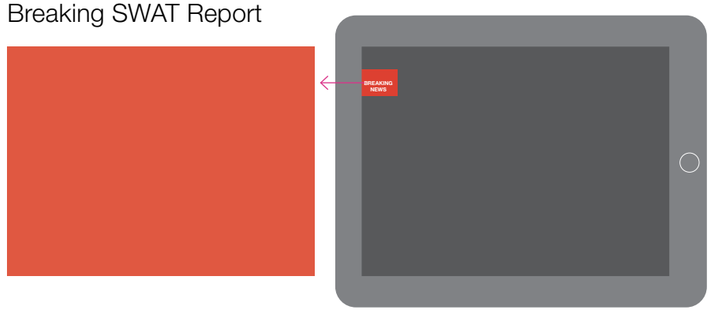
01 Header
Displays last updated time, title and description.

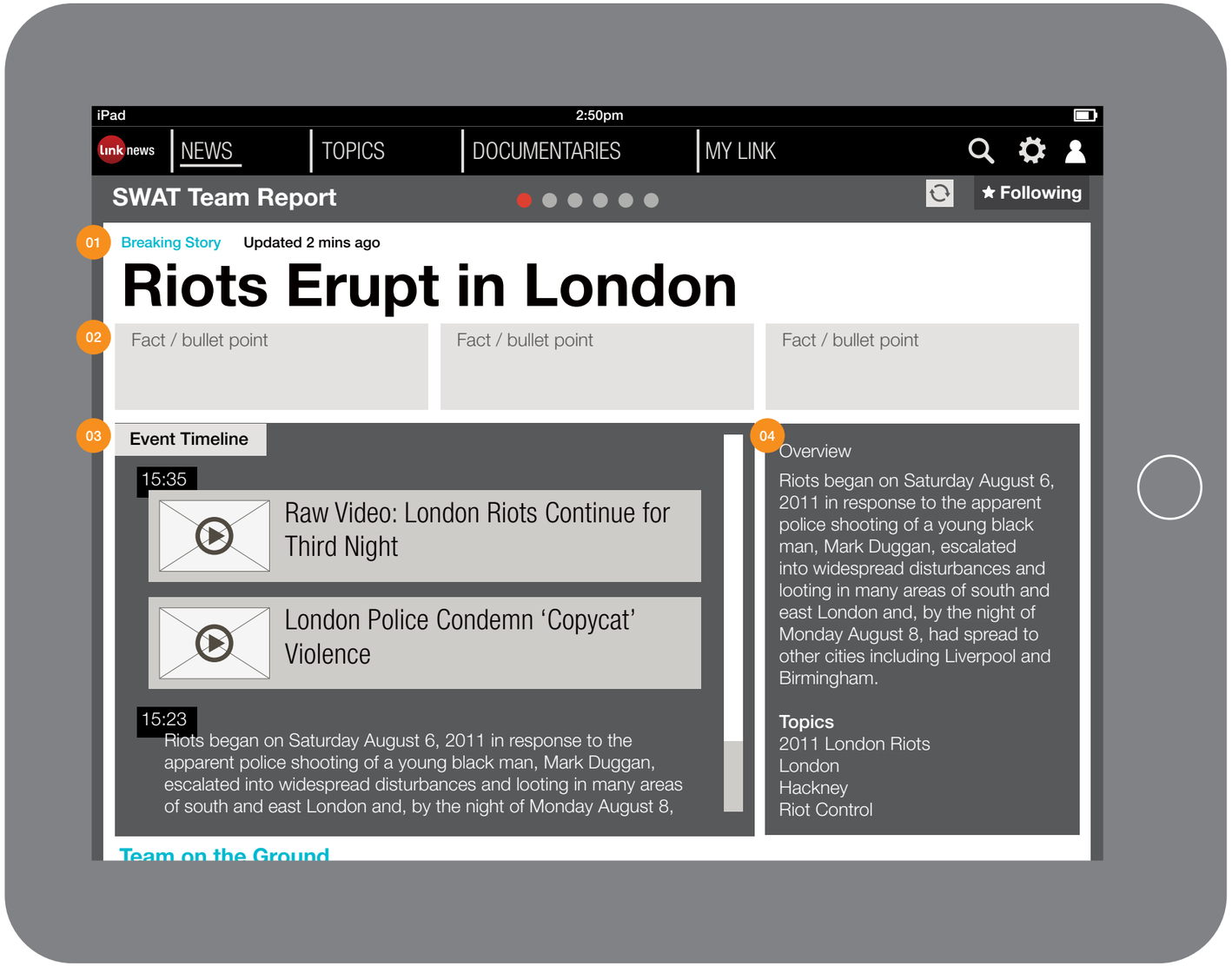
02 Copy Blocks
A space to add quick bullet points of copy around the event.

03 Event Timeline
A timed-based rundown of the events, via videos, text, articles, about this larger event.

04 Overview
Description of the story and any Topics associated with the event.

From Home screen, user can swipe to the left to access Breaking SWAT Report





Home/News
1.4 SWAT Team Landing

01 Team
Displays team members on the ground working on this report.
Gives credit to the work that is being done, as it's being done.
Can be a powerful tool to further push LinkTV as the 'trusted' guide through the news.

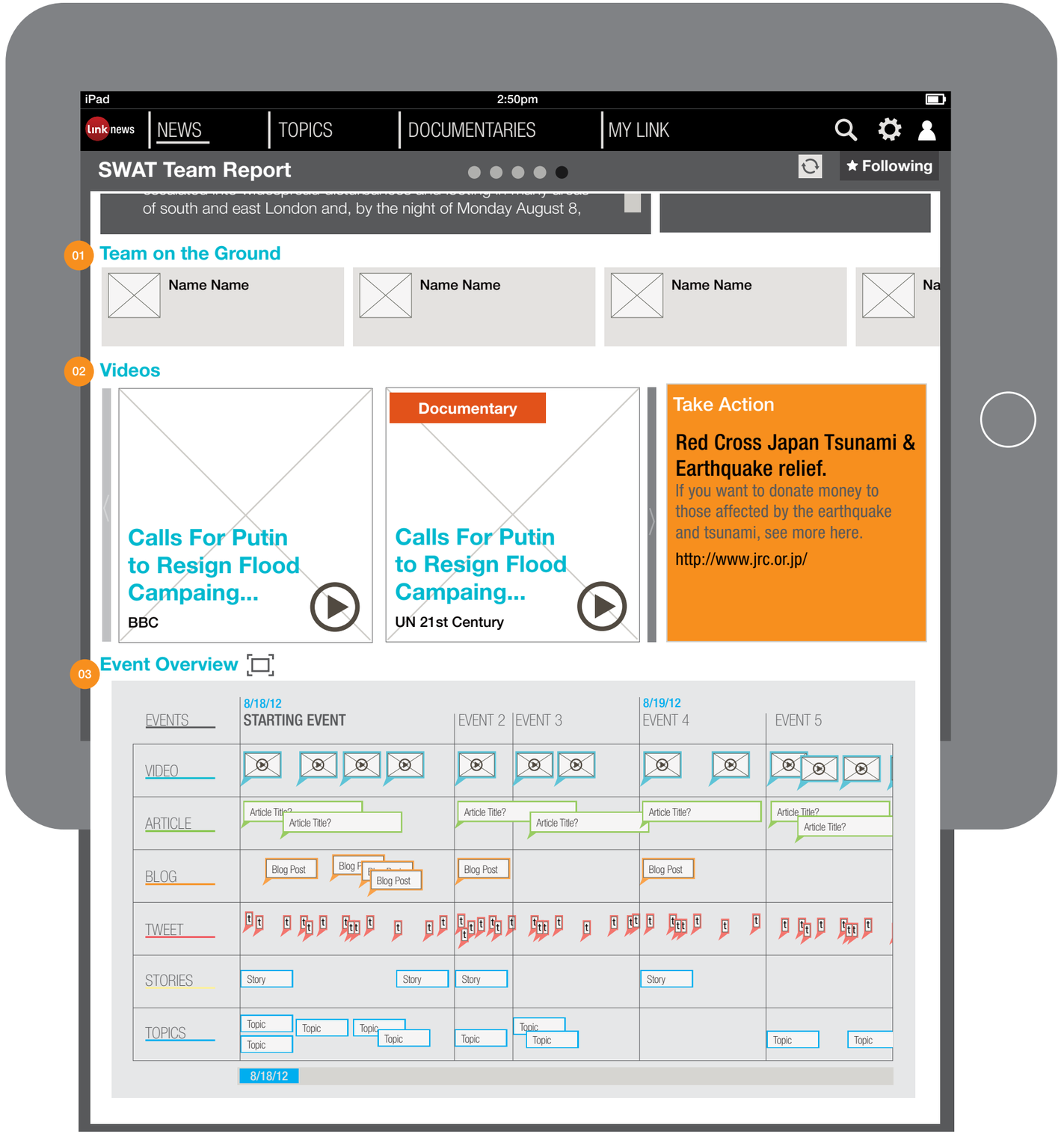
Name Name

Contributed to this report....
Borepudi taepudi ossecab ium esedigendae si secessus as dis et

02 Videos/Documentaries
Module to display all of the videos and any documentaries associated with this breaking story.

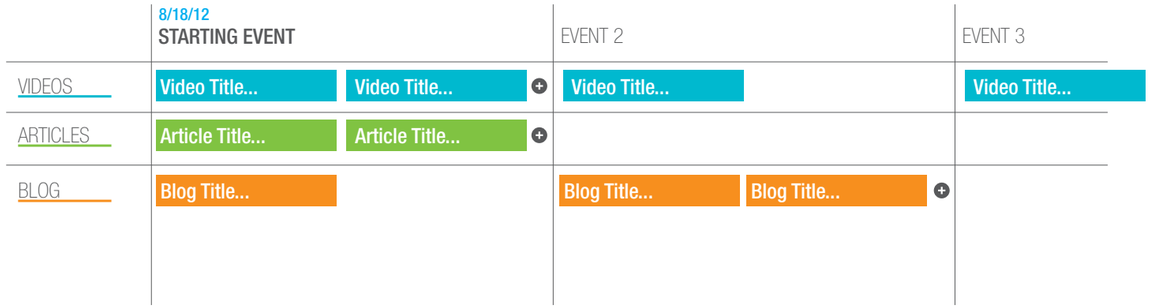
03 Event Overview
A 10,000 ft. view of the event through content.
Events are the major time points that happen during a larger event. Displayed chronologically and dated.
ie: Earthquake in Japan. Initial earthquake is the starting event. Following events could be the first tsunami that hits land, followed by an aftershock, or another tsunami hitting.
Events help tell the major points of the larger story.

User should be able to interact with the timeline in a dedicated full screen mode with zooming and scrolling functionality.

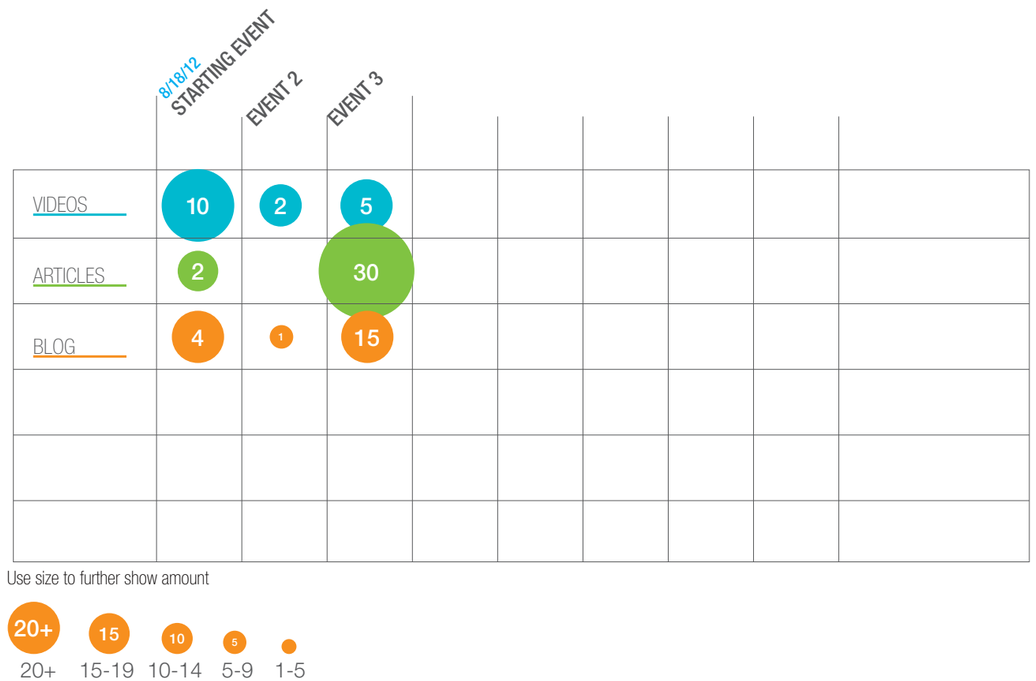


SWAT Report
Event Overview Sketches/Ideas

Thoughts here:
Give even spacing to each 'event' ... when there are more than a few items for that event, add the '+' button in, and let you user expand that section to see all... Problem here is that this no longer gives you the entire 10,000 ft view of the larger event because things are hidden.

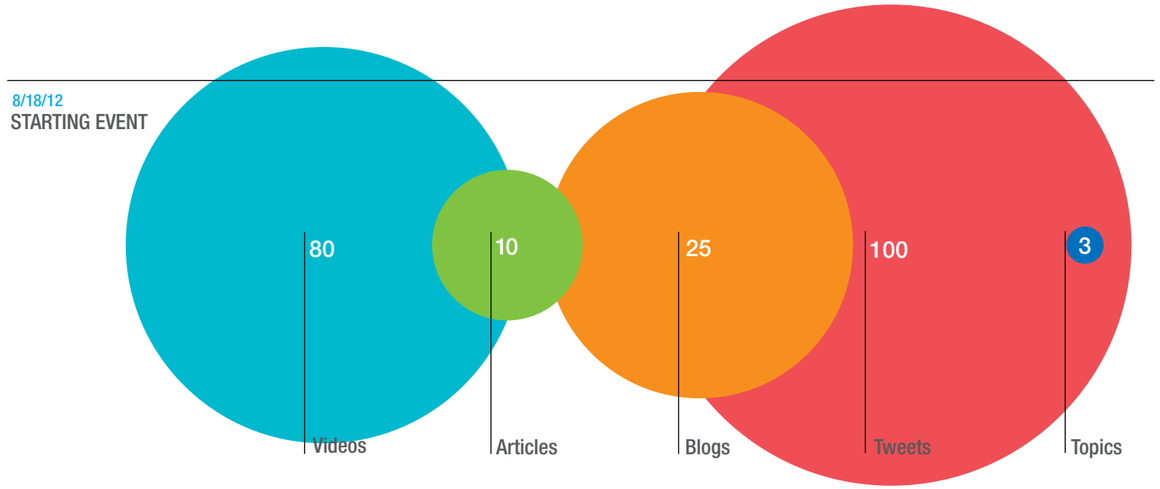


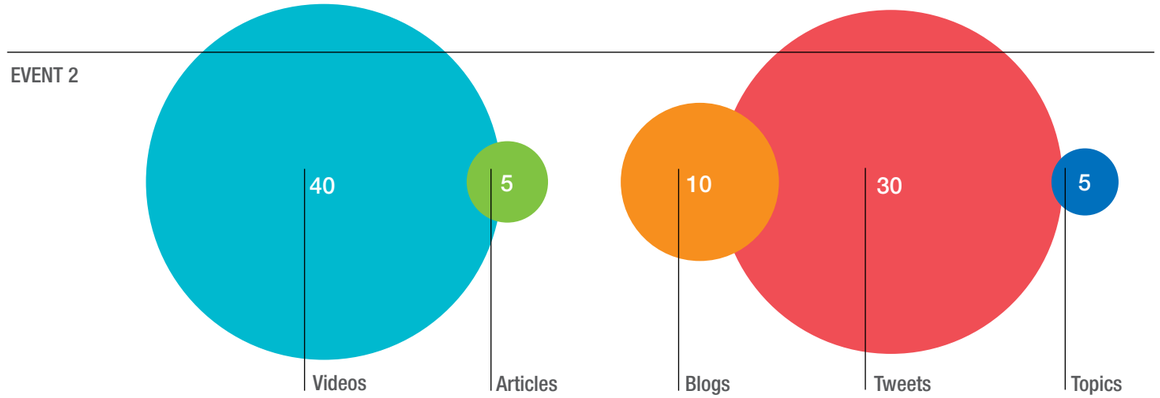
Thoughts here:
Even grid, use size and number to show amount. Is there another way to show density?

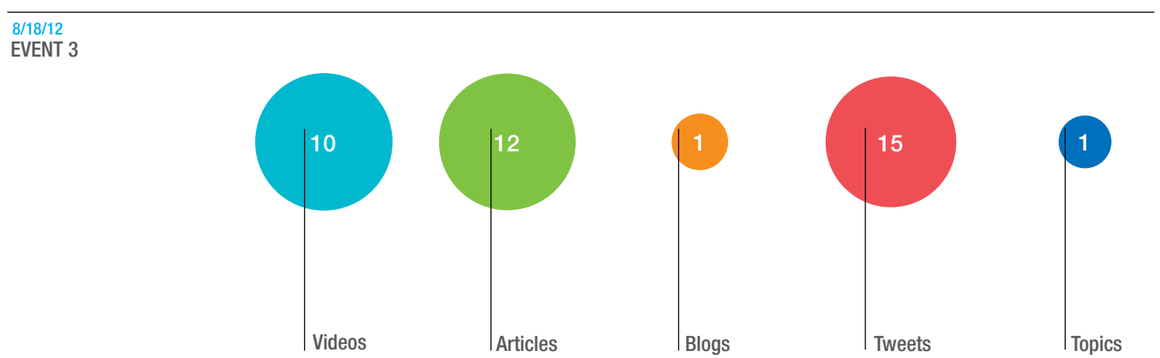


Use size to further show amount

Thoughts here:
looking at spreading density of content across events using size.







Method

Home/News
1.4 SWAT Team Landing

01 Articles
Displays any recent articles pulled for this report.

02 Social Activity
Displays tweets and possibly facebook posts around the web focusing on this event.

03 Latest Blog Posts
Displays any recent blog posts pulled for this report.

04 Actions
Displays any available current actions for the event.

Topics / In Depth

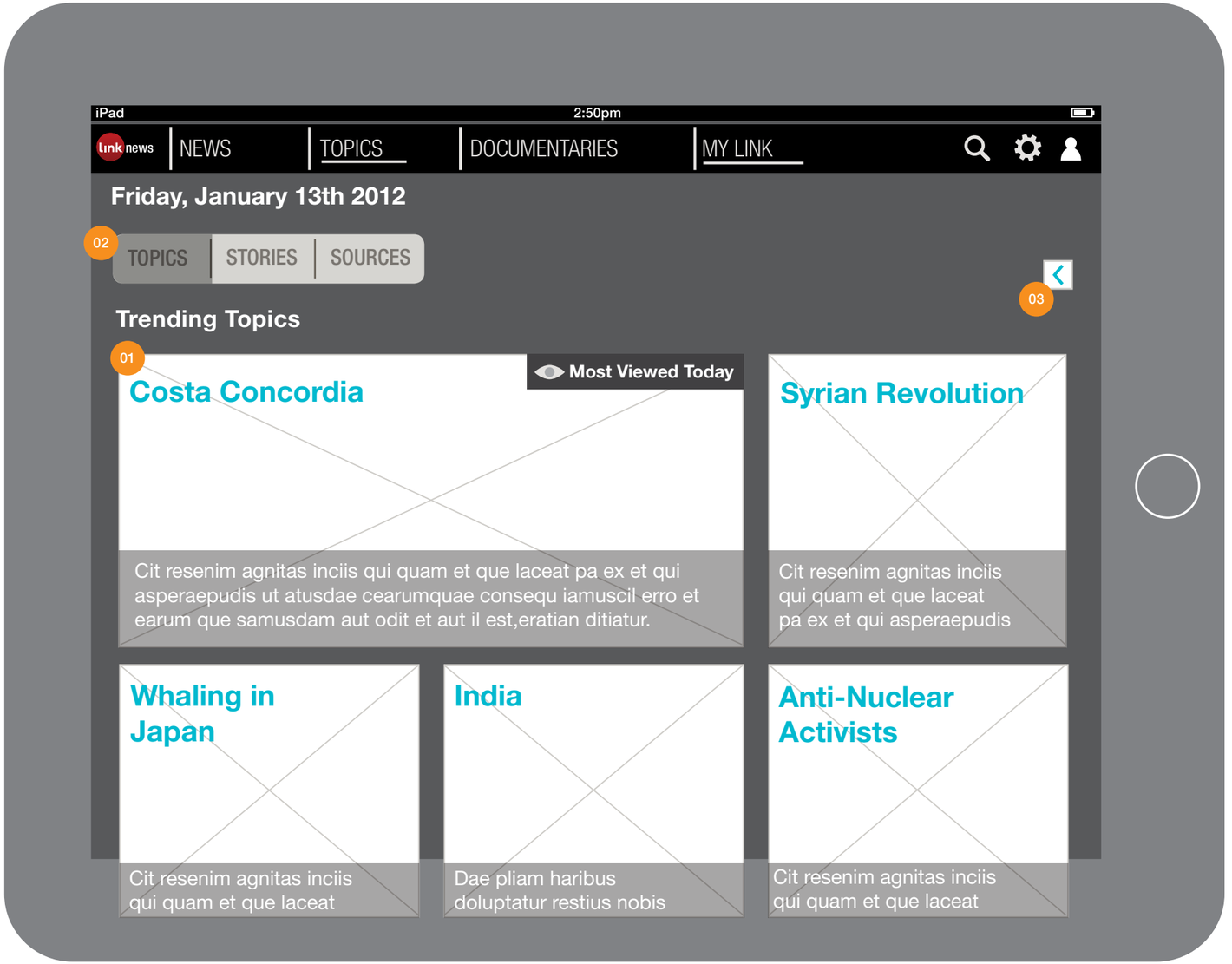
Topics/In Depth
2.0 Landing Page

The Topics Landing Page displays trending topics (most watched, most shared, etc). Each module contains a description of the topic.

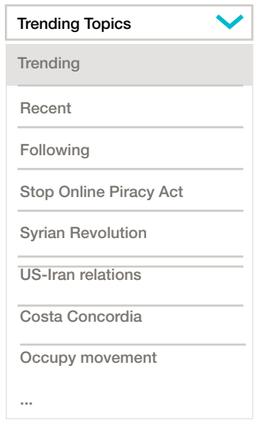
01 Topic
On tap of one of the modules, a user is brought to the Topics Detail page.

02 Secondary Navigation
On tap, a user is brought between Topics, Stories, and Sources.

03 Filters
Tapping the filters button opens up the filter options below...



Filters



Topics/In Depth
2.0.1 - Detail Screen

The Topics Detail Page contains information about a topic, links to related videos, stories, topics, and articles.

01 Follow A Topic
On tap, allows a user to follow that topic and receive updates in ‘My Link.’

02 Share
Select to share a topic through Facebook, Twitter, LinkedIn, Google+, and by email.

03 Recommend
Tap to recommend the topic. This feature elevates its importance within ‘Trending Topics.’

04 Relate Topics
Tap to view a description of a related topic.

05 Explore Topic
Select ‘Explore this topic’ to visit another Topic Page.

Topics/In Depth
2.0.1 - Detail Screen Con't.

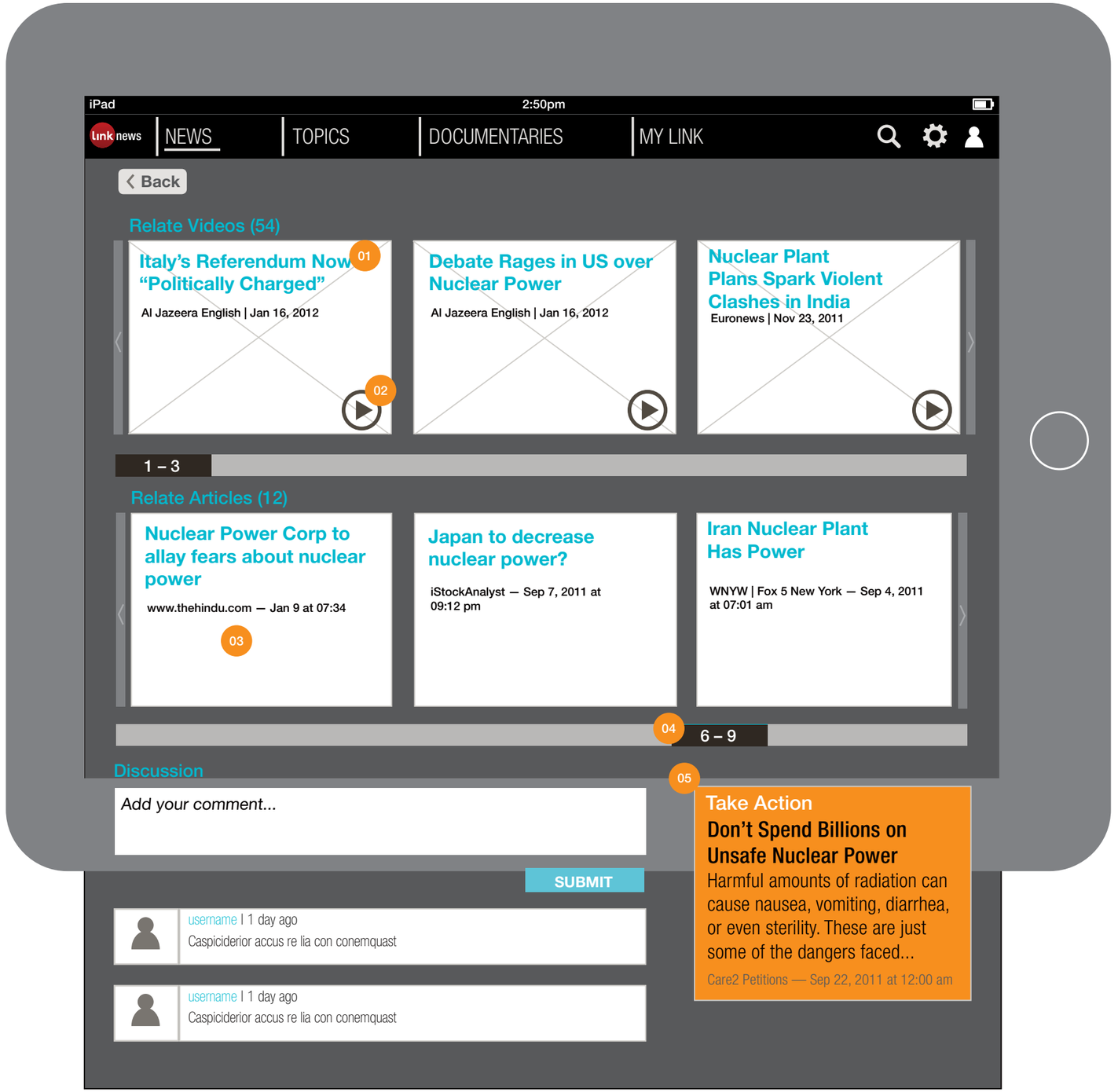
01 Headlines
Tap the headline to view the video detail page.

02 Play
Tap the play button to go to the video player button.

03 Articles
Select to view the article detail page.

04 Slider
Slide left or right to change the video/article selection.

05 Actions
Select to view the detail page for 'Actions.'



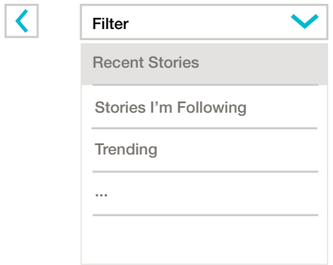
Topics/In Depth
2.1 Stories Landing Page

The Stories Landing Page displays trending stories (most watched, most shared, etc). Each module displays the number of videos in the story.

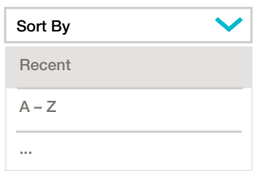
01 Story
On tap of one of the modules, a user is brought to the Stories Detail page.

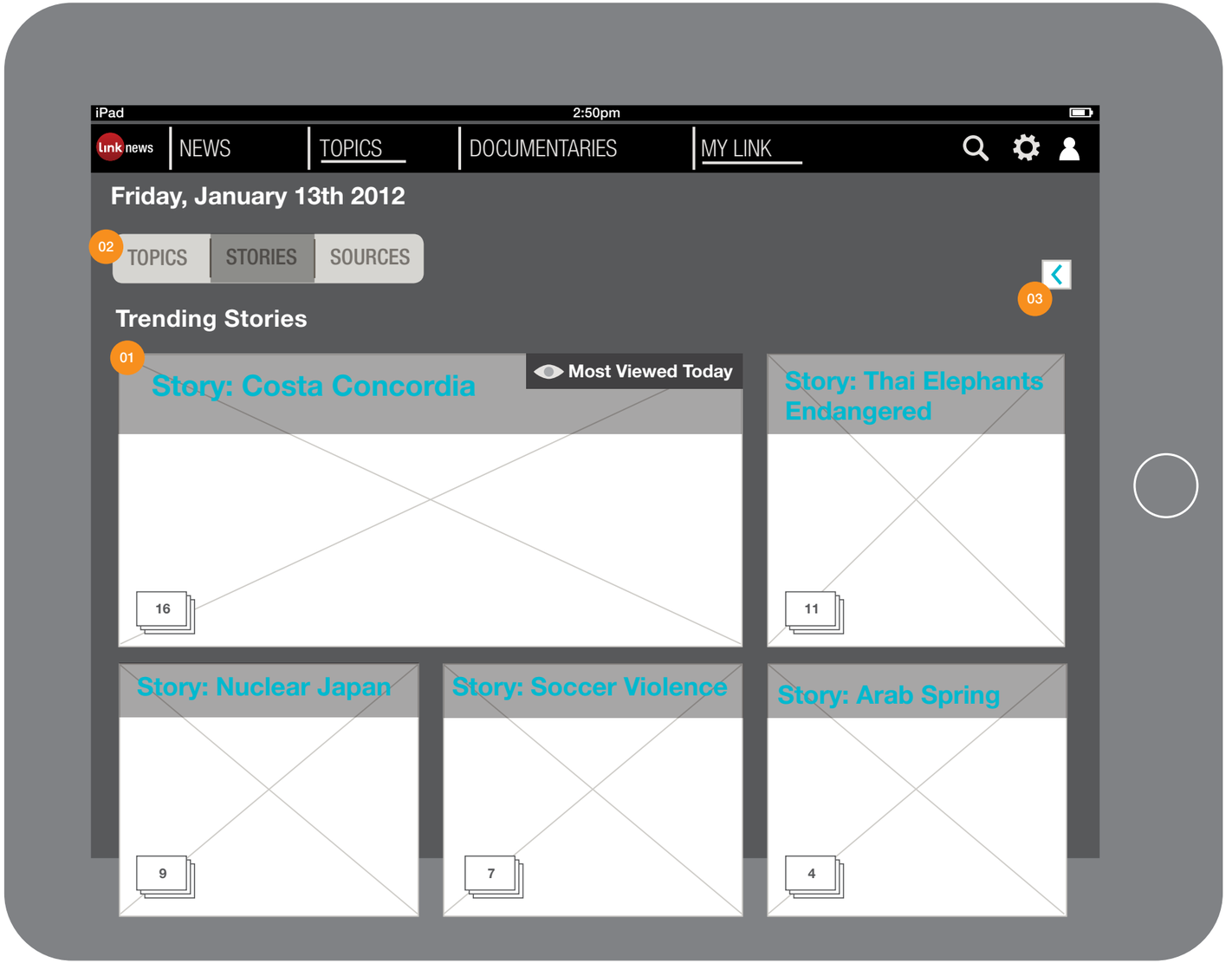
02 Secondary Navigation
On tap, a user is brought between Topics, Stories, and Sources.

03 Filters / Sorting
Tapping the filters button opens up the filter options below.



Drop down menu to sort content by...





Topics/In Depth
2.1.1 Story Detail Screen

The Story Detail Page displays videos for that story and a timeline of events that occur within a story, including blog posts, tweets, videos, and articles. A user can learn about the story from the facts module and description of the story. They have the ability to share, follow and recommend the story just as they can with topics.

01 Videos Module
Displays a lead in image with access to videos for this story.
User swipes left to right to view the videos within this story.
User can tap on 'Play All' to start from the first video and have it automatically roll through each video.

02 Tools
Follow: On tap, give user options to follow various aspects of the story.
Share: On tap, brings up share options.
Recommend: On tap, displays that this video has been recommended by you.

03 Description/Bullet Points Panel
On lead image for the story, displays bullet points/facts about the story. As the user swipe through videos on the left, this panel can update to show a small description of that video. Gives the users insight to what they are about to watch.

04 Event Timeline
Displays a running timeline of any events around the story. Can be text, video, articles, analysis, tweet, etc.
Each is time-stamped, and has the ability to be shared.

05 Actions
A place to display any related Actions associated with the event.

06 Location
To give additional context, can display a small map highlighting the area/areas of the event/s.

07 Related Topics
Displays topics for the story.

Topics/In Depth
2.1.1 Story Detail Screen, Con't.

01 Related Articles
Displays any articles related to the story.

02 Related Videos
Displays any additional related videos or documentaries to the story.

03 Discussion
Ability to comment on story.

04 Location
To give additional context, can display a small map highlighting the area/areas of the event/s.

05 Actions
Displays any additional actions around this story.

Topics/In Depth
2.2 Sources Landing

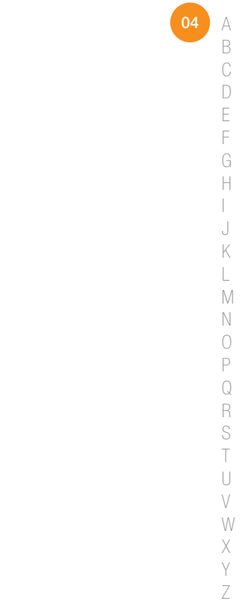
The Sources Landing Page displays a list of all sources from Link News including the source url, a brief description, logo and content from the source. As a user scrolls down to other news sources, the secondary navigation stays in place.

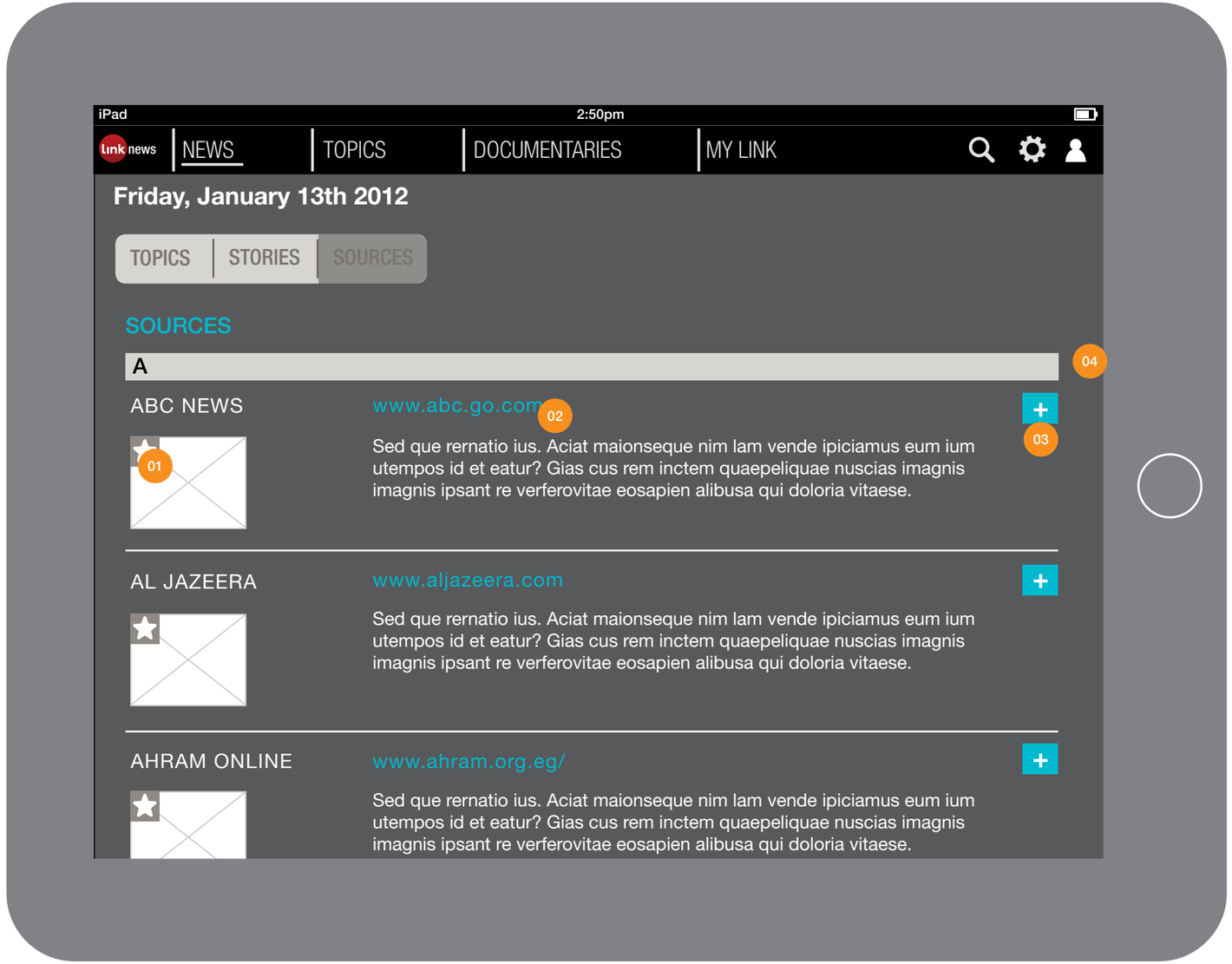
01 Follow
Tap the follow button to follow a news source. The source will appear in ‘My Link.’

02 Website
On tap, the website opens in the browser within the application. The user can close out of the browser to quickly return to the Sources page.

03 Expand
Tap the expand button to view information about the sources, a link to the site, and videos and articles.

04 Scroll Bar
IF there are more than X number of sources, we may want to incorporate an A-Z scroll bar for quicker access to some sources.





Topics/In Depth
2.2.1 Source Expanded State

In the expanded state for a news source, a user can view all videos and articles from a source.

01 Collapse
Tap the collapse button to close the information on the news source.

02 Videos/Articles
On tap of video goes to video detail page.
On tap of Article, displays article in overlay, full screen.

My Link

My Link
4.0 New For You (Following)

Displays any content the user has tagged to ‘follow’.
Or, additionally can populate with recommended content based on users activity.

Can also display promotionally branded modules for Link TV.

01 Recommended Panel
A place to recommend topics/stories/videos based on users activity.

02 Following
Displays any related content to whatever the user has chosen to follow. Can be topics, video, stories, sources.

03 Following Topic
Displays most recent videos within the topic.

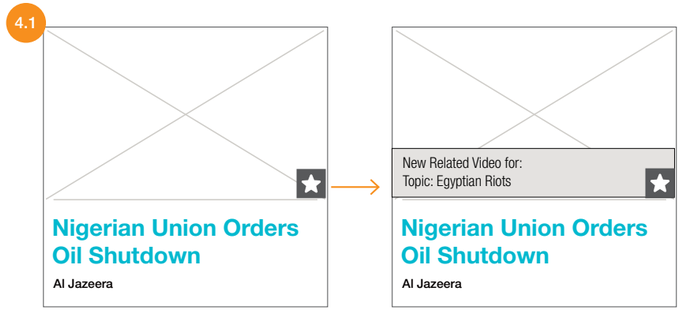
04 Following Video
Displays as a related video to other video the user follows

4.1 Follow Button
On tap, displays a quick message on why this video is showing here and what it’s related too.

05 Following Story
Displays any new videos/articles/updates within this story.

06 Following Source
Displays any new content produced by that source.

07 Promotional Module
A place throughout the app to display any LinkTV promotional content

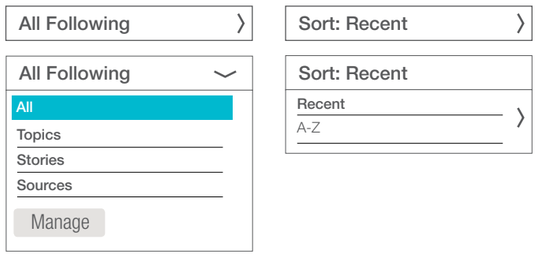


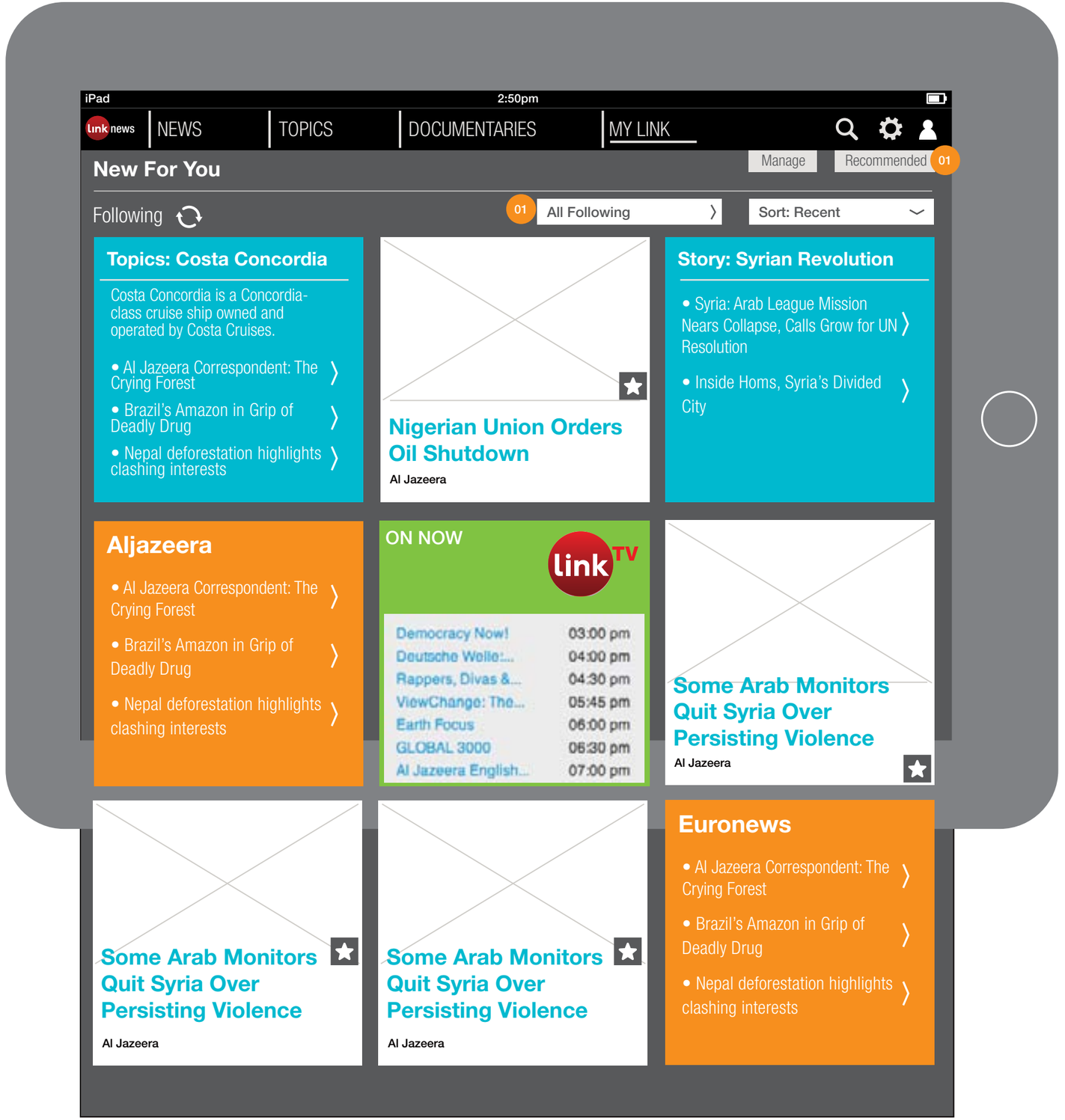
Method

My Link
4.0 New For You (Following)

01 Recommended Button
When closed, collapses up to the top. User can tap this anytime to view recommended content.

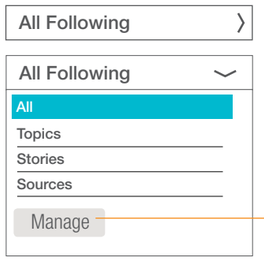
02 Filters/Sorts
Filter by Topics, Stories, Sources, Videos
Sort by Recent or A-Z.

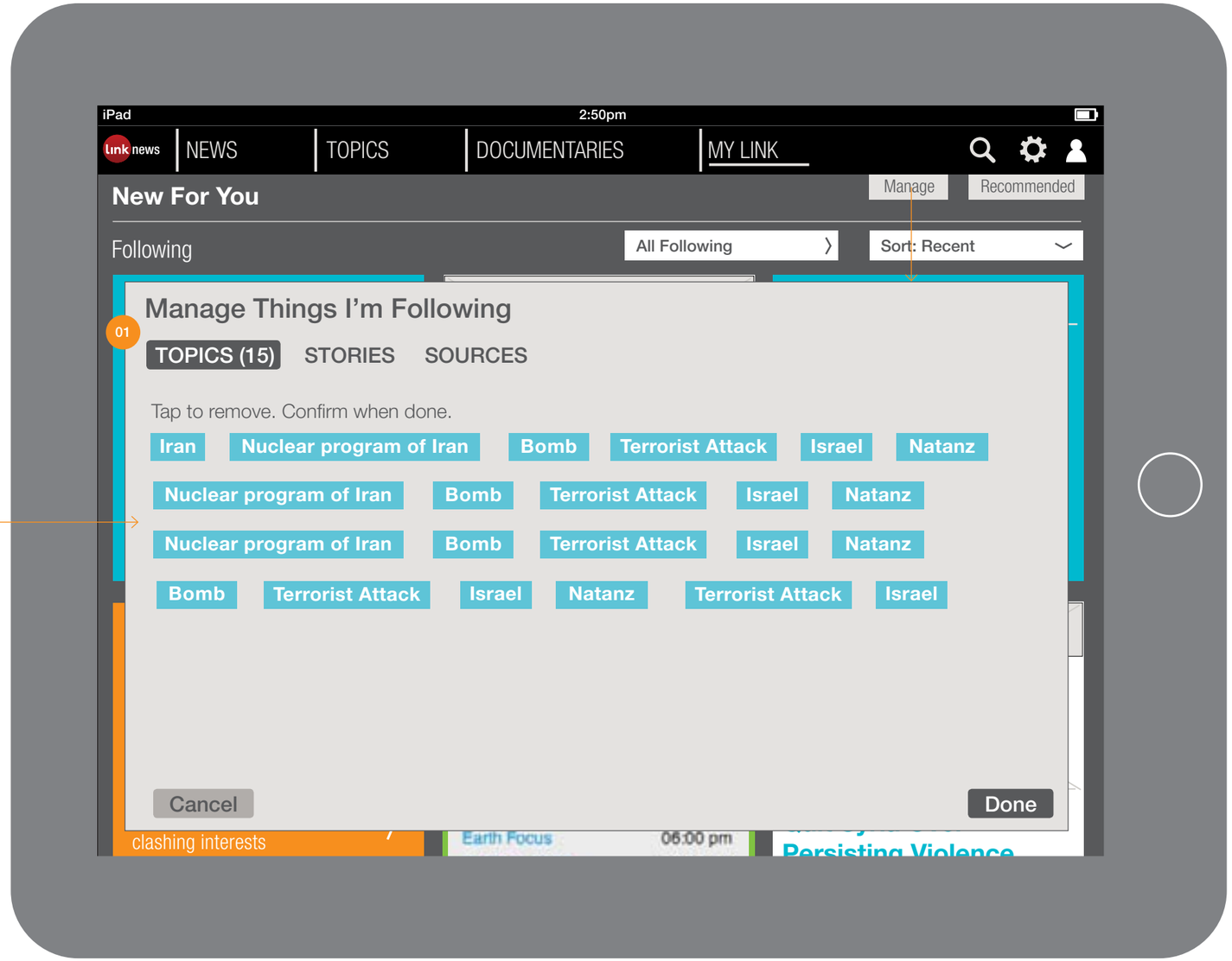




My Link
4.0 New For You (Following) Manage

01 Manage Overlay
Tabbed navigation for Topics, Stories, Sources.
Topics: User can tap on any topic to ‘remove’ it. And will confirm removal when they tap on Done.
Stories: Displays stories user is following. Tap to remove. Confirm when done.



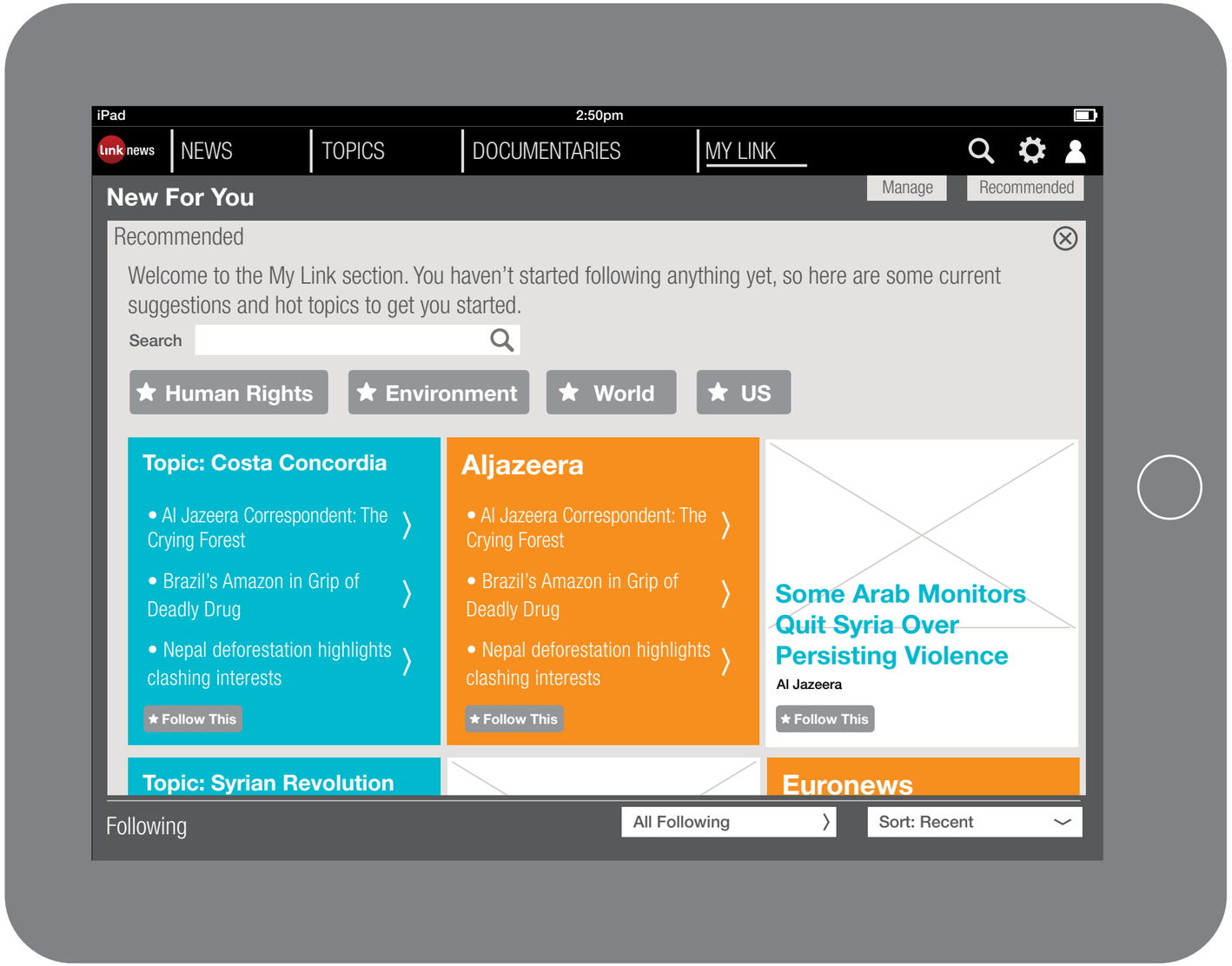


On tap: Disables Topic. Will be removed when user taps Done.

My Link
4.0 New For You (Following) First Use

Displays any content the user has tagged to ‘follow’, Topics, videos, actions, etc.
Or, additionally can populate with recommended content based on users activity.

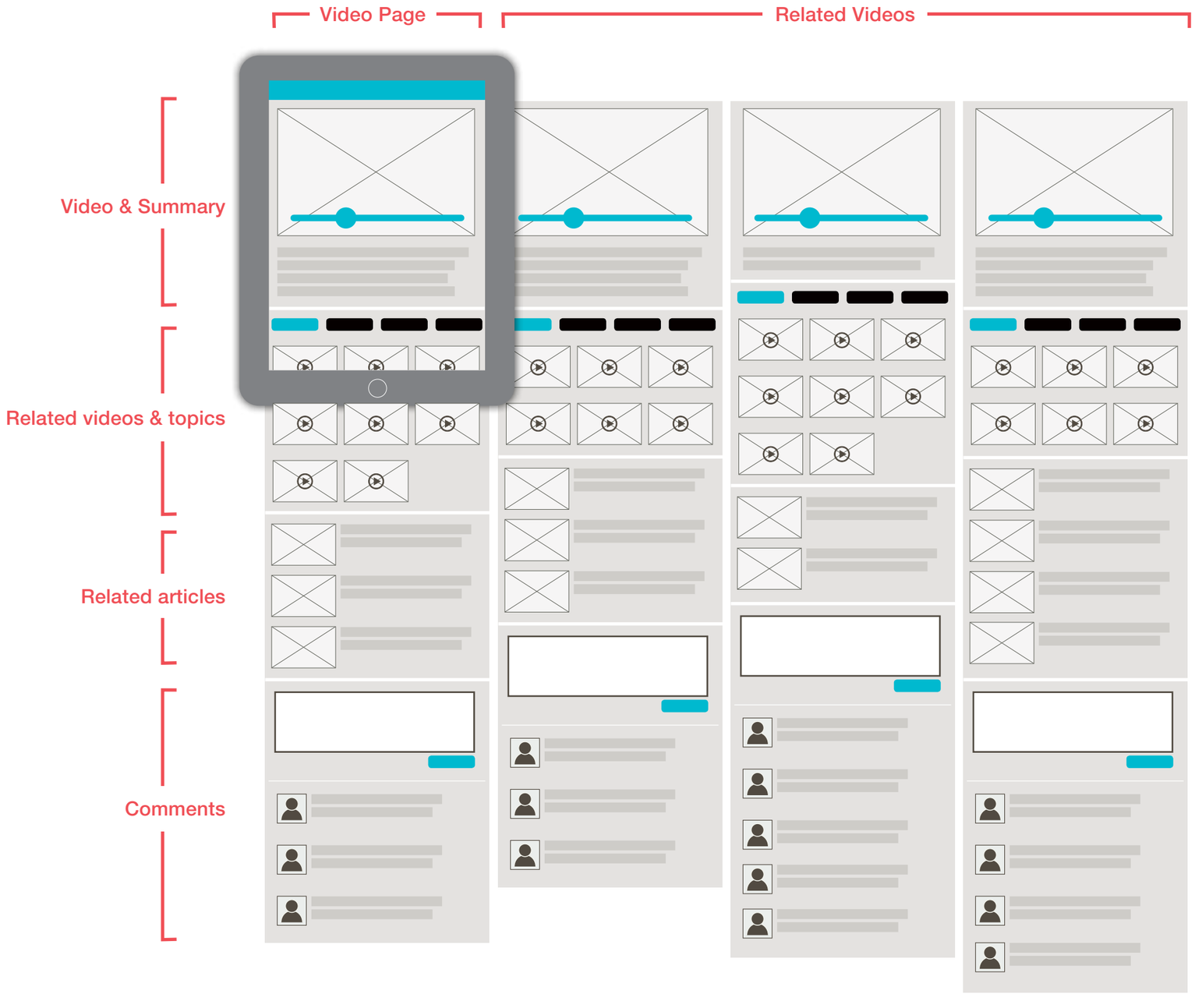
Can also display promotionally branded modules for Link TV.



Video Detail Screen and Video Player

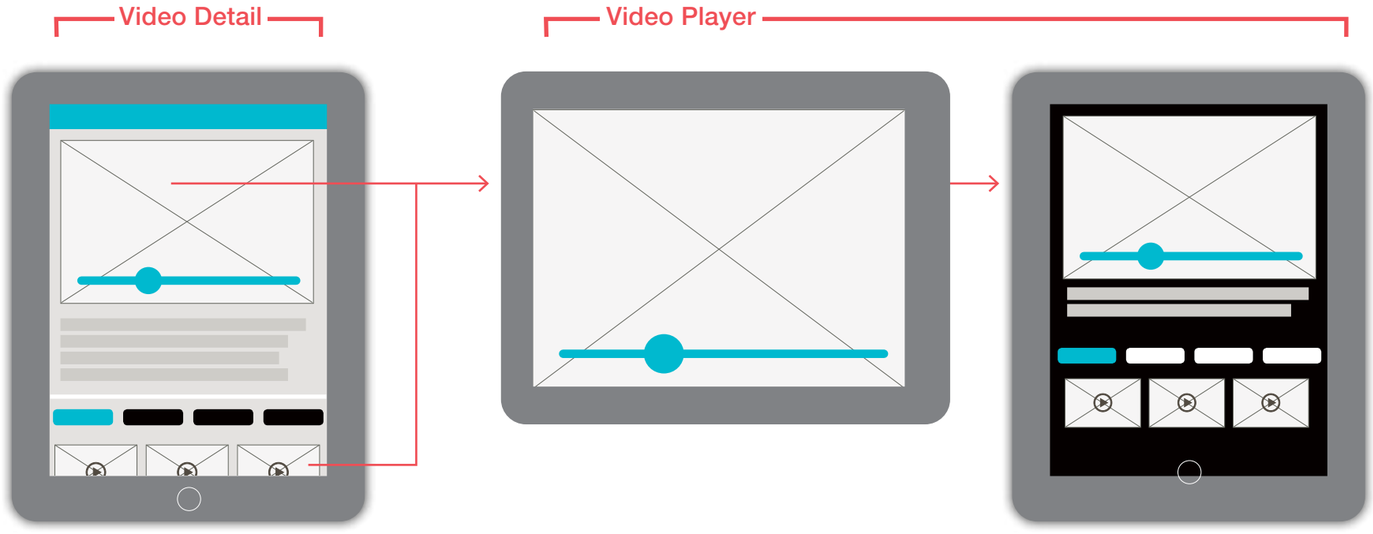
Video Detail Screen Model

This model makes it very easy to browse the broader context of any video by swiping horizontally through related videos. All content directly related to the video is laid out vertically.



Video Player Model

In this model, any video or possibly other related content like articles can open in a separate layer which acts like a universal video player.

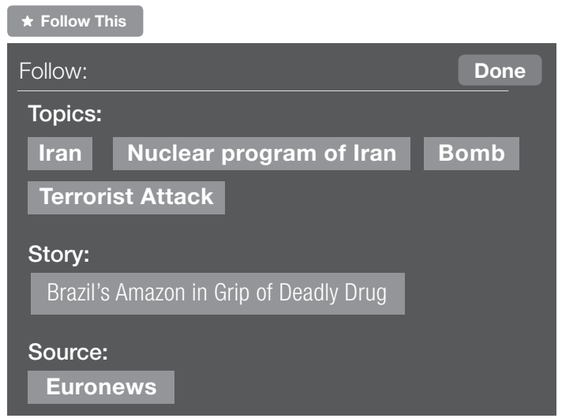


5.0 Video Detail Screen

01 Detail Header
Back button will take the user back to whichever screen they were previously (home, topic page, etc...) Displays title, source, date of video and if updated recently, when it was updated.

02 Video Thumbnail
On tap, plays the video in full screen video player.

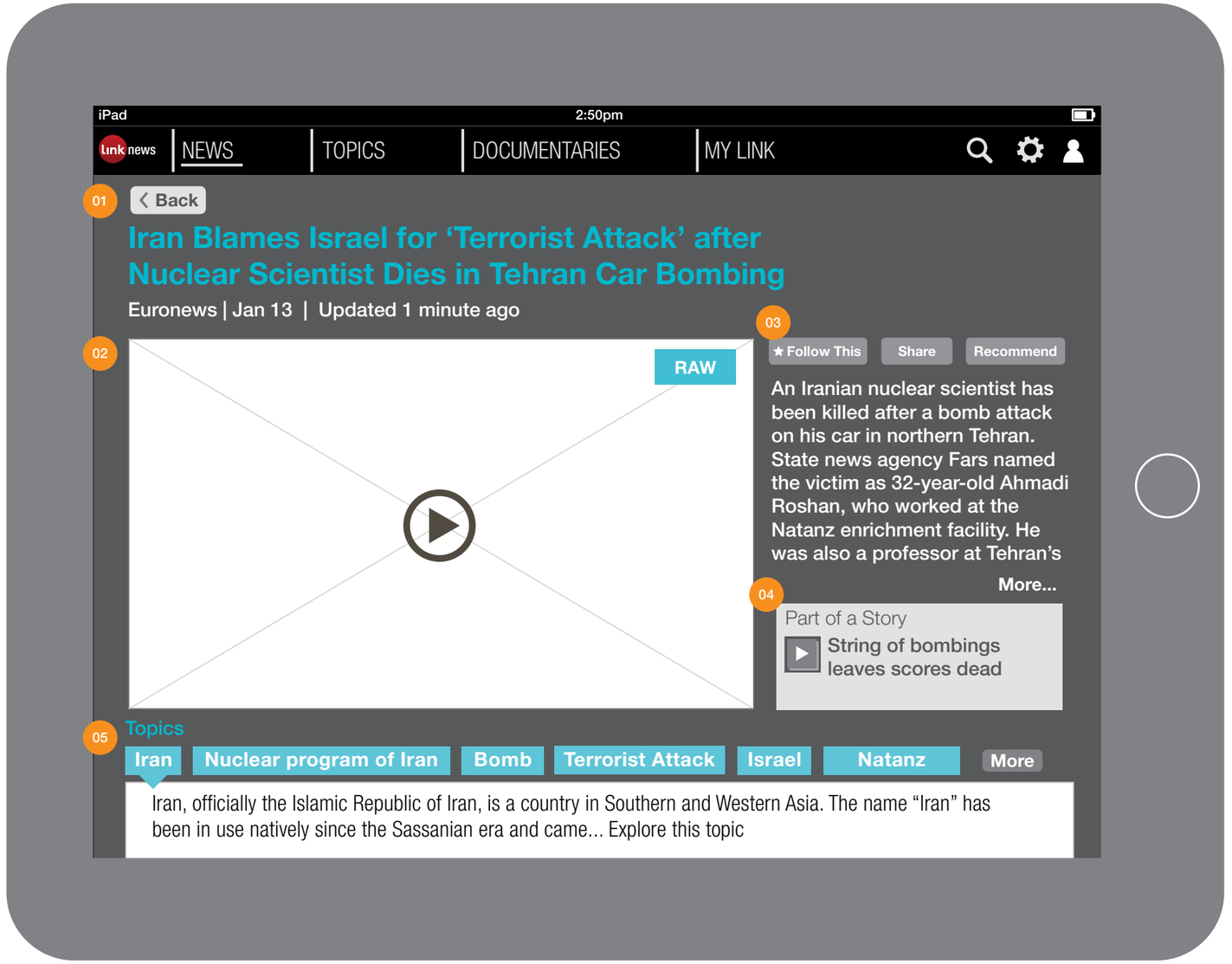
03 Follow This Button
On tap of button, prompts the user to select what they want to follow. Can be Topics, Story or source.



On tap: Highlights selection.
Tap Done to confirm

04 Story Indicator
When a video is part of a story, a small module will display giving user access to that story detail page.

05 Topics
Displays all topics tagged for this video. Below displays the definition of the topic. Definitions will auto advance until user interacts with the topics list.
On tap of 'More' button, expands down to display any additional topics.



Video Detail Screen

06 Related Video
Displays as a scrolling module.
6.1 Scroll Bar
If there are over 20 number of related videos, may also want to think about adding a scroll bar for quicker access to additional videos.

07 Articles
Displays any articles from around the web related to this video.

08 Actions
Displays any related actions to this video.

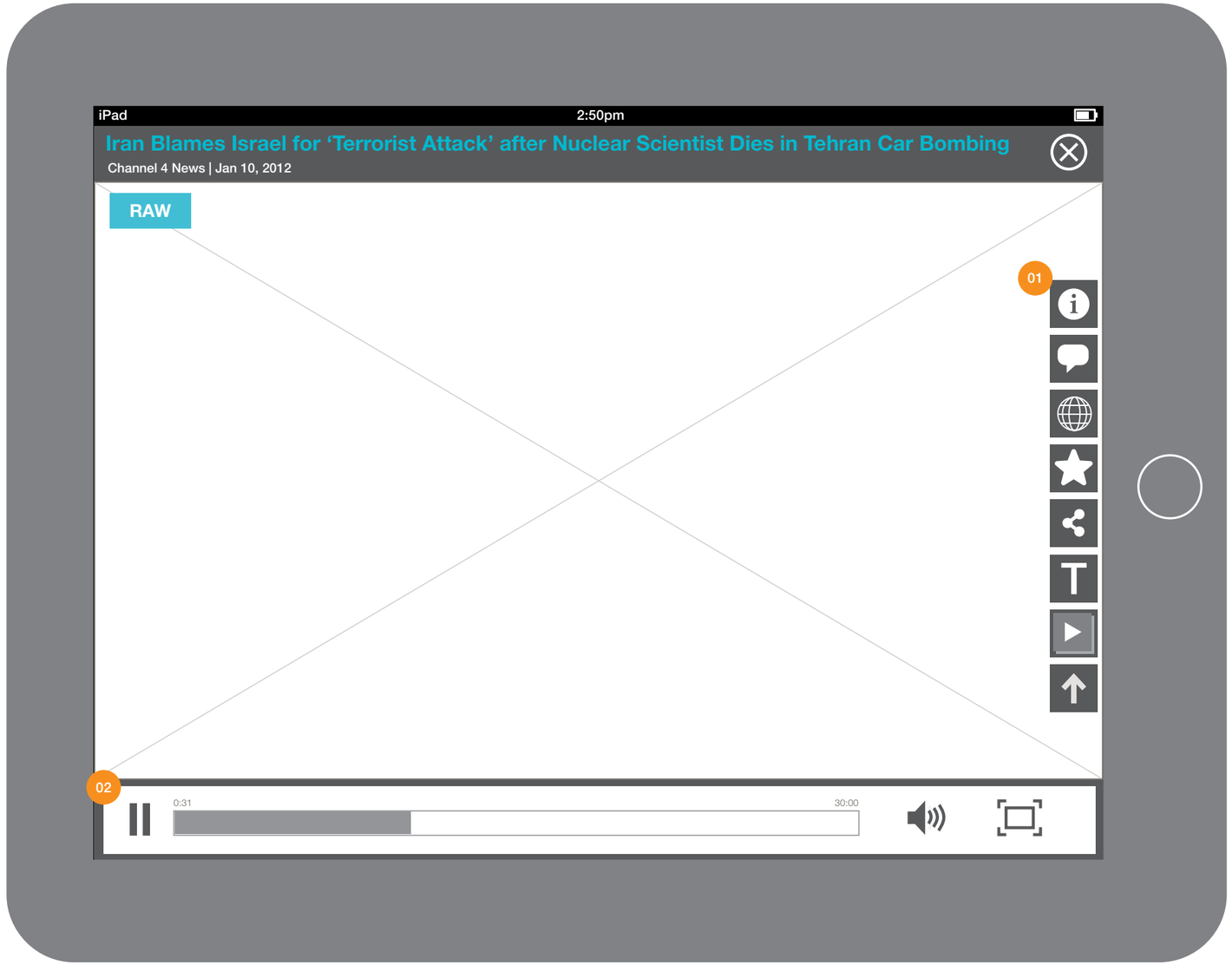
Video Player
Landscape

Video player displays once the user has selected to play a video. Screen goes into full screen mode with various levels of information and controls initially displaying.
On tap of anywhere on the middle of the screen or after about 3 seconds, controls and info will disappear. User simply taps on screen once to bring them back.

01 Overlay Controls
When player controls are visible, user will also have access to additional levels of information they can dive into.

- **Description**
- **Comments**
- **View on Map**
- **Follow This Video**
- **Share**
- **Display Topics**
- **Show Additional Story Content**
- **Recommend**

02 Play Controls
Displays play/pause button and scrubber with time stamps for current location and total time. Also displays volume controls and control to go full screen (if current aspect ratio causes video shrink to fit. ie: 16:9 playing on the 4:3 ratio of the iPad.)



Video Player
Landscape

01 Description
Opens up a panel with a description of the video.
Tap either icon or outside of the panel to close.

Video Player
Portrait

01 Overlay Controls
When the user turns the video to portrait mode, the video squeezes back slightly, and overlay controls shift to the bottom, utilizing the new real estate. Additionally, new content can be displayed: related videos, articles, recent upadates, etc.

Video Player
Portrait, Con’t.

01 Recent Updates
Recent updates can be any recent social activity around this video via the web. Twitter, Facebook, blogs, etc.

Video Player
Portrait, Con’t.

01 Related Articles
Displays any related articles to video.

iPhone Implications

Panels
iPhone Model Interaction

In terms of model interaction, not much should need to change between iPad and iPhone. User should still be able to swipe left and right through home screen content and up and down for more within the content.

Real estate will obviously be the biggest issue. Due to this, some on screen UI elements will have to be removed and dealt with in other ways, or accessed via different screens.
Example: the ‘Following’ ticker button. The user will still have access to all of this content under My Link, so removing it from the home screen would be ok.

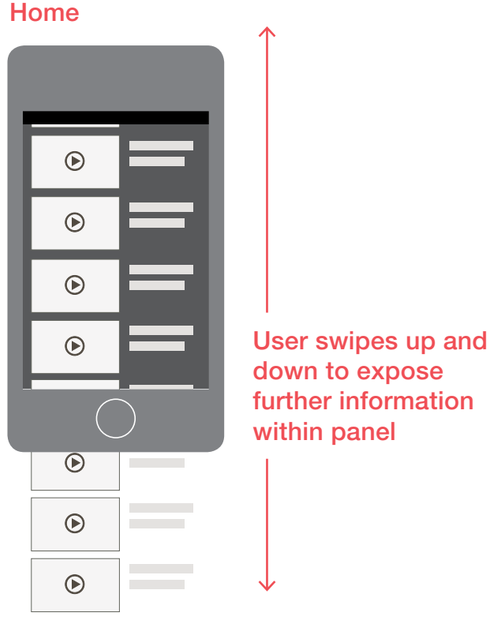
Module layout may need to change slightly as well.
Feature Module size:

Secondary Module size:

Home

User swipes left and right to browse ‘Home’ Content

Home



User swipes up and down to expose further information within panel

Home/News
iPhone - Todays Headlines

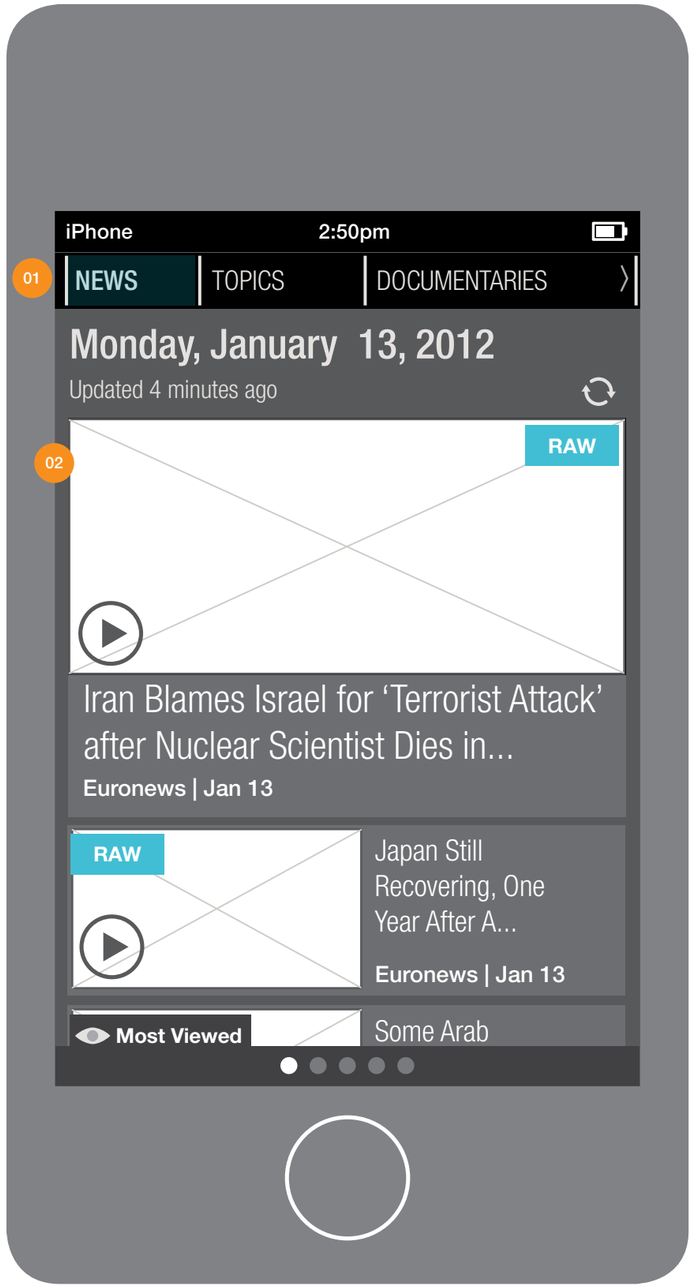
Home screen interaction should remain the same, swiping left/right to view all home screen content.

01 Navigation
Suggestions:
1) Use a scrolling navigation model or
2) Move to an icon approach for navigation.

02 Headlines
There's still opportunity to use scale to denote importance.

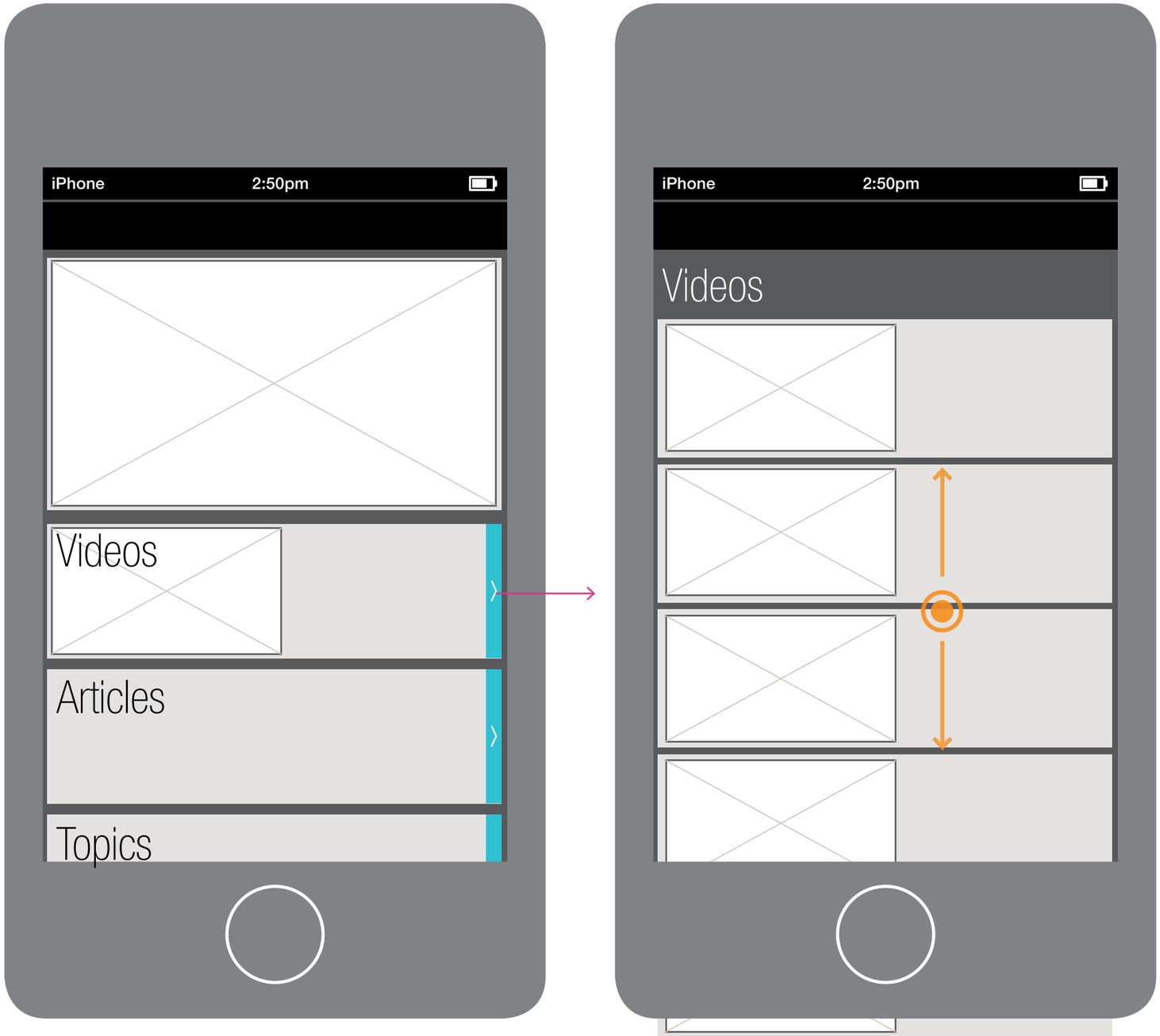
03 Breaking News Alert
This could still live in the main nav, when using the scrolling nav: simply pushing the nav items over.

Additionally, we probably wouldn't have the New for You ticker here, based on limited real estate on the iPhone.



iPhone Implications

All side scrolling modules on the iPad shift slightly on the iPhone. Visually they can initially look the same, but as the user swipes along Videos, Articles, etc... or taps on the right edge of the module, the screen transitions to an up/down scrolling list view of that content.



iPhone Implications

Map View
We can probably show a cropped map in portrait mode here, but the ideal experience would be in landscape mode.
- User can still tap or pinch zoom into different levels.
- On tap of location, video list displays in an overlay or full screen takeover with a back button to get back to the map.
- Filters should display as an overlay over the map.
- Time Filter may need to be integrated into filtering.

Features
Should not require any change.

Community
Grid should flow down the page easily, not requiring additional change.

SWAT Report
Again, here the grid of content should flow down the screen with little change.
- All side scrolling modules, should work as illustrated in the previous page.
- A big question here would be the Event Overview. Would need to see how this fully works on the iPad to see what/how it can translate to the iPhone.

Topics/In Depth
Grid should flow down the page easily, not requiring additional change.
- Sub-nav for this section should work nicely at the top (Topics|Stories|Sources) along with the filter icon.

Topics Detail
Grid here should flow nicely down the screen, leaving the top reserved for heading and tools (Follow|Share|Recommend).
- May need to take an iconic only approach for tools on the iPhone.
- On tap of related topics, can display definition in an overlay or push down the page to reveal the definition.
- All side scrolling modules, should work as illustrated in the previous page.

Story Landing
Grid should flow down the page easily, not requiring additional change.

Story Detail
Should be relatively the same as a Topic detail screen with the addition of the ability to play all and swipe through the first module to see the additional videos.

Sources Landing
Should translate nicely to the iPhone, not requiring additional change.

Source Detail
Grid should flow down the page easily, not requiring additional change.
- All side scrolling modules, should work as illustrated in the previous page.

My Link
Content here should flow down the screen on the iPhone with little change, using the module approach.
- Recommended module will have to possibly translate to an initial overlay that the user can dismiss (and also be given the option to not show again.)
- Again, an iconic approach may be needed for Manage, and filter/sort buttons.
- Manage screens can easily be an overlay and function the same.
- First Time Use should translate with little change as well.

Video Detail
Similar to other detail screens, content should flow down the page easily, not requiring additional change
- On tap of play for the video will take over the screen as any video does on the iPhone.

Video Player
Safe to assume for this first rev, like iPad, video player is not an option.
- For future revs, based on the screen real estate on the iPhone, we definitely think a dedicated video player with overlay tools could still be a great immersive experience.

Thank You

Tutti Taygerly
Director, UX

Paul Miller
Creative Director

Fabian Falconett
UX Lead

Tomi Lahdesmaki
Design Lead

Andrew Ellis
UX Designer

Sarah Barr
Client Services

P – 415.901.6300
F – 415.901.6310

Sbarr@Method.com