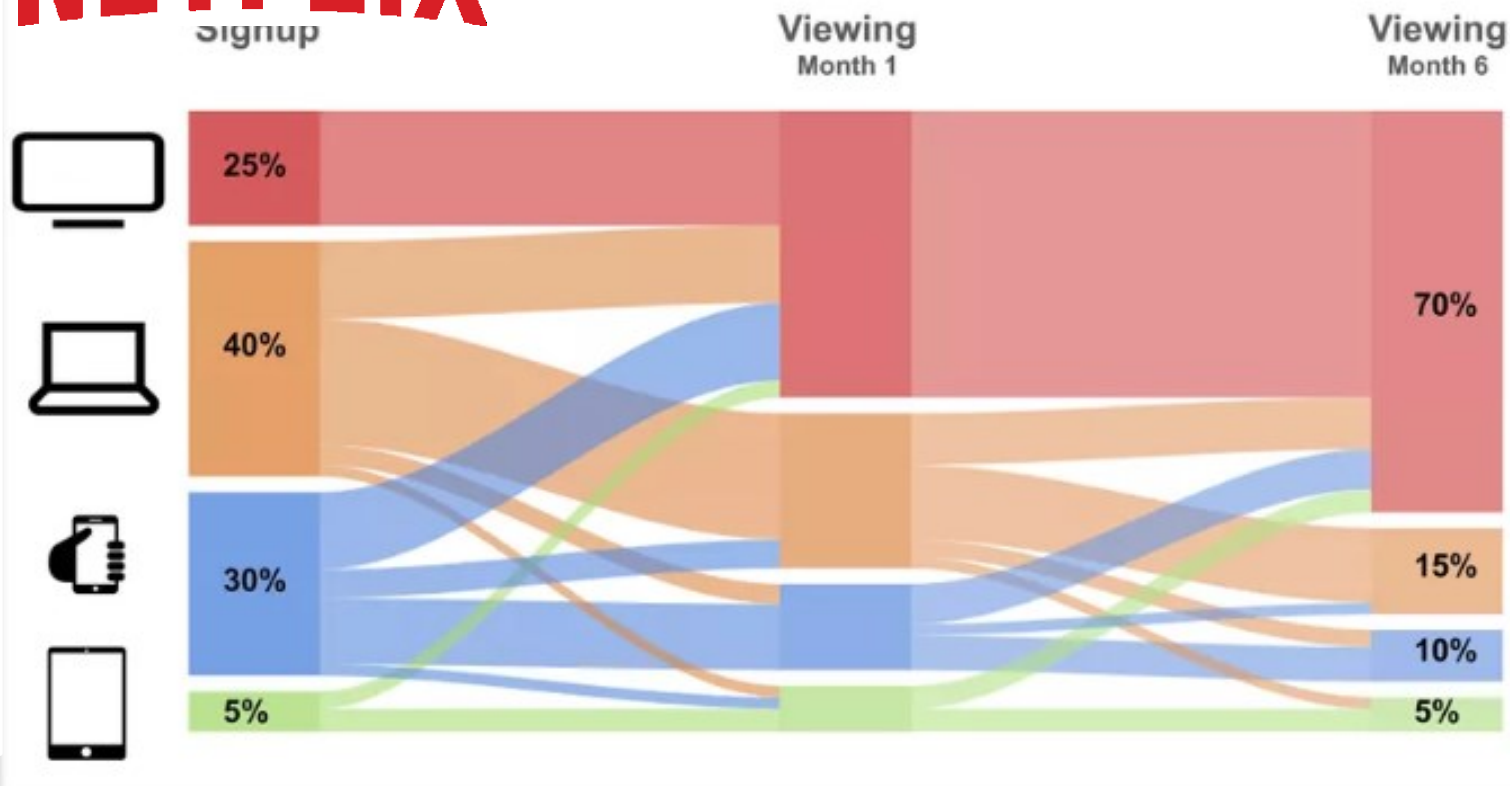


Which device do you watch your videos on?



You can watch VoD on any screen, but eventually the Big Screen is where you'd prefer

NETFLIX



*TV = The Big Screen

Source: <https://www.vox.com/2018/3/7/17094610/netflix-70-percent-tv-viewing-statistics>

Designing for the BiG Screen

User Experience Department

Leon Mun, PhD. Head of Department

10th Oct 2019



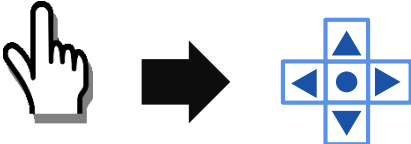



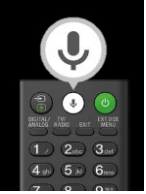
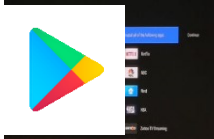

SONY @ Bangi

R&D and Manufacturing

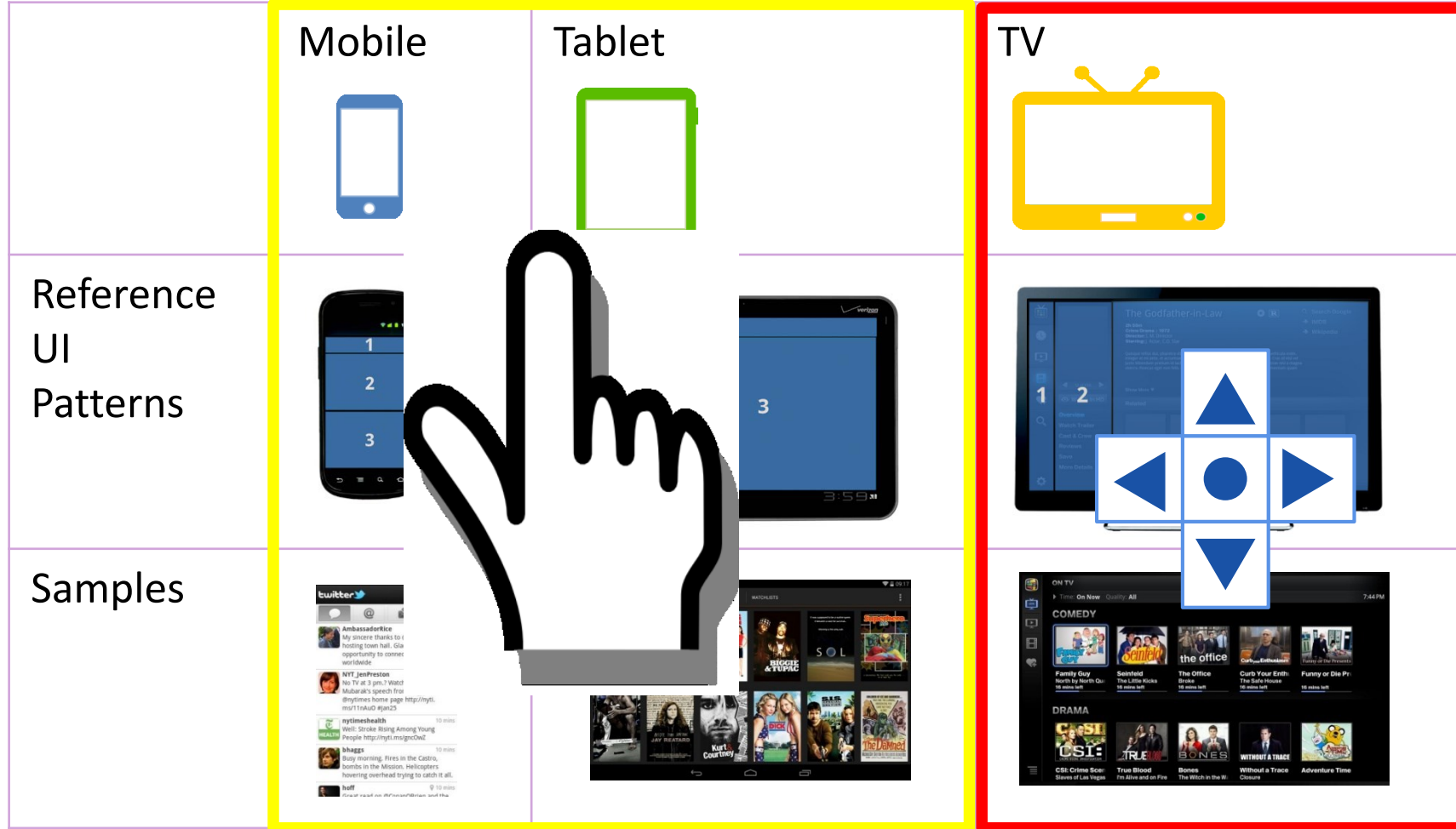


- ❖ **Completed Dec 2017**
- ❖ **5 Storeys + Roof Top**
- ❖ **1,200 members**
- ❖ **Total floor area : 19,068m²**

| | |
|-----------------------|---|
| Roof Top | : Café & utility |
| 4 th Floor | : MD office, Corporate, Procurement Biz. Control & SCM, conference rooms |
| 3 rd Floor | : Software & SQA |
| 2 nd Floor | : Electrical & Product Planning |
| 1 st Floor | : Panel, Mechanical, QA & Service |
| Ground Floor | : Lobby, canteen, interview/meeting rooms & QA chamber |

| | Basic User Design | Advanced porting |
|---------------------|---|--|
| App Designer | From existing Android mobile Apps change navigation for Android TV | Utilize Android- TV only features |
| Examples | <p>mobile to TV</p> <ol style="list-style-type: none"> 1. Touch to Dpad  2. Vertical to horizontal layout  3. Google TV Play Store  | <p> share by Chromecast</p> <p> voice Search, launch, like, rate, fav by Voice</p> <p> promo P.A.I Sony Select</p> <p> color keys Shortcut keypress to category, like, rate etc.</p> |
| Benefits/Challenges | <ul style="list-style-type: none"> ✓ Quick porting. ✗ But poor UX due to as-is from Mobile. | <ul style="list-style-type: none"> ✓ Greatly improves the BIG screen experience. ✓ P.A.I promo is strong encouragement for bizcase. ✗ Need dedicated dev effort – not useful for mobile app |

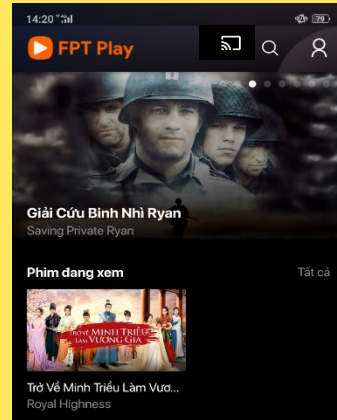
Current application on Android TV platform is ported from the touch screen experience into the D-Pad



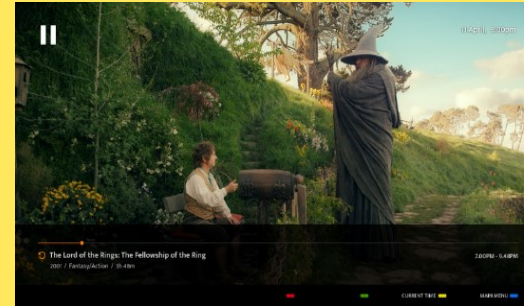
Chromecast support



share
by ChromeCast

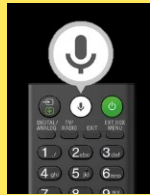


Full remote functionality

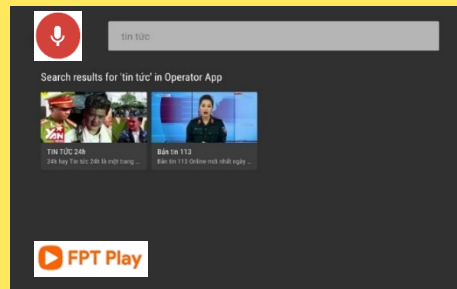


color keys
Shortcut keypress to
category, like, rate etc.

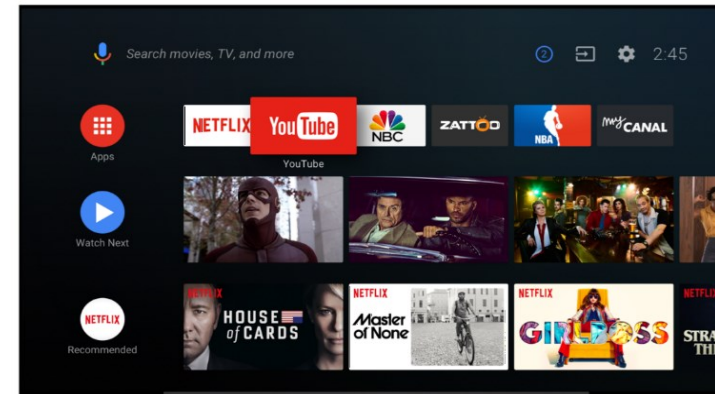
Voice Search support



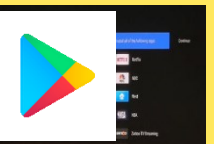
voice
Search,
launch, like,
rate, fav by
Voice



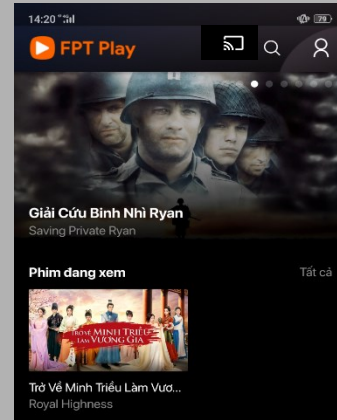
Easy Access



promo
P.A.I



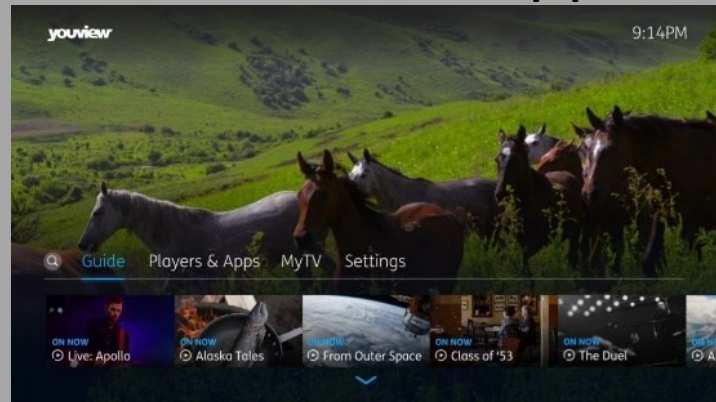
Chromecast support



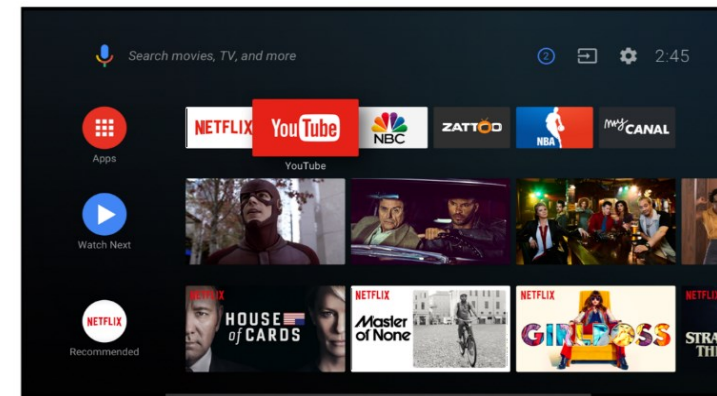
Full remote functionality



Voice Search support



Easy Access



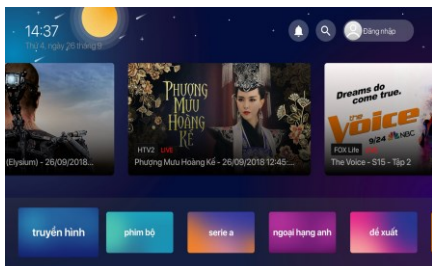
Typical OTT app port to Android TV only utilize 47% of remote controller buttons

Only support basic operation in App



Example of **customer pain points**:

Switching category



Need to return back to **main screen** to change category

Switching content



Difficult to navigate to prev/next contents

Switching channel



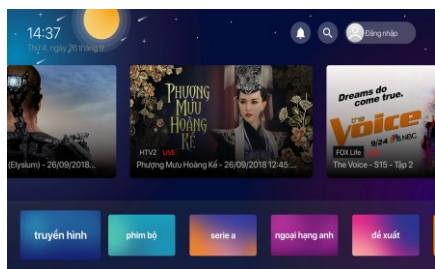
Switching channel while in live streaming is **not smooth / buggy**

Stress free experience for customer

by supporting more remote buttons



Switching category



Easy to switch between categories with **shortcut keys**

Switching content



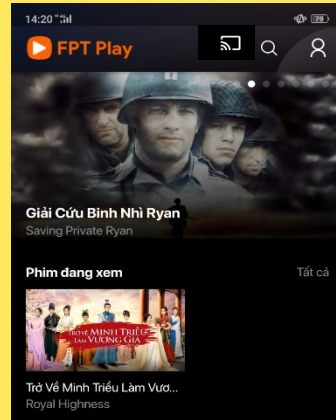
Easy to go to next contents with **NEXT / PREV key**

Switching channel

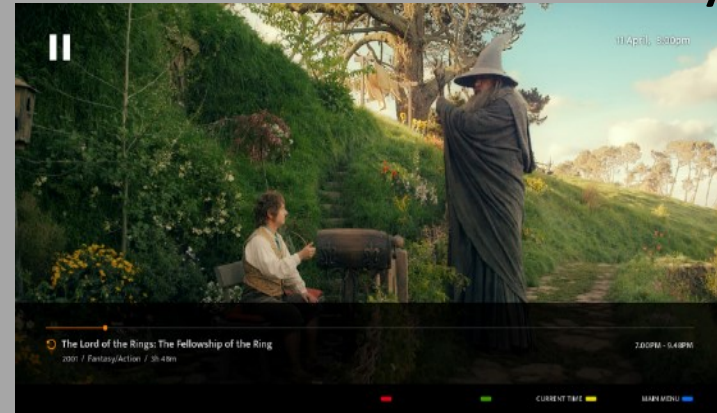


Smooth channel switching in live streaming

Chromecast support



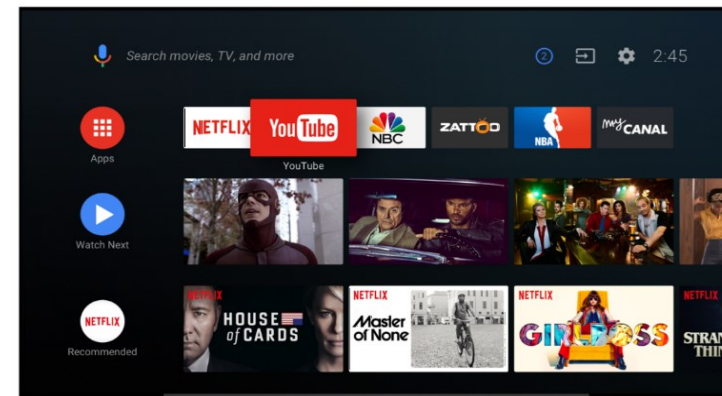
Full remote functionality



Voice Search support



Easy Access





Discover on Mobile, Watch on TV...



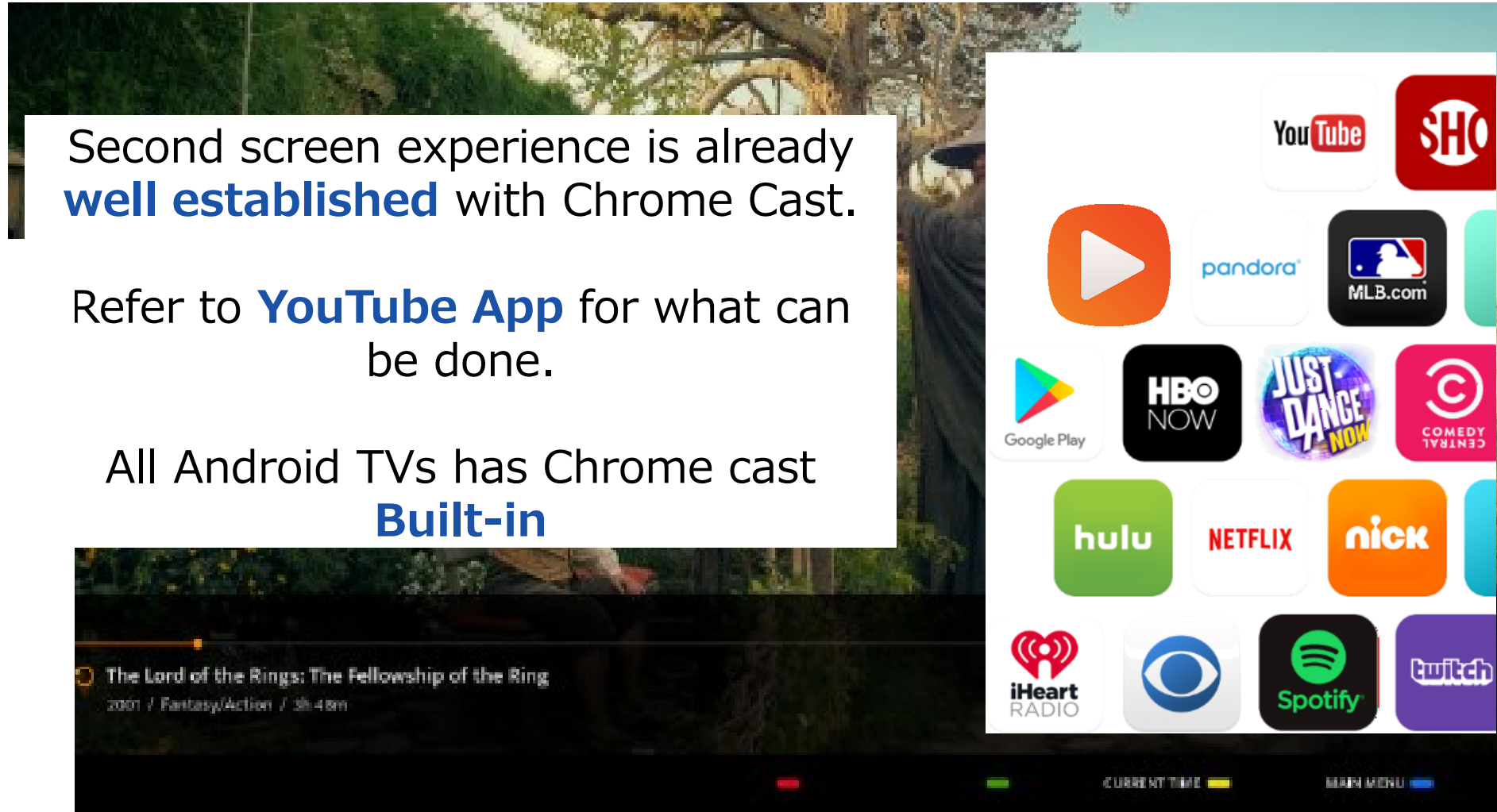
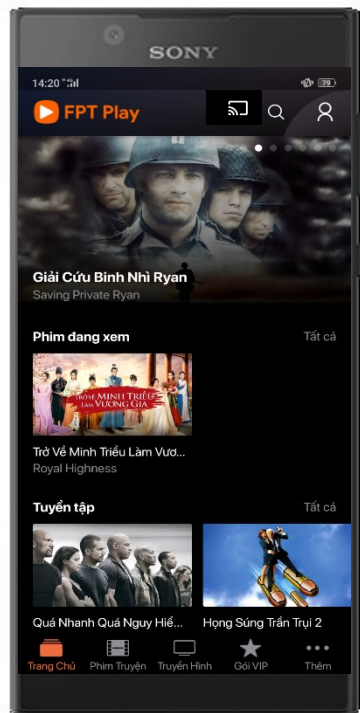
... shared playlist queue, shared control.



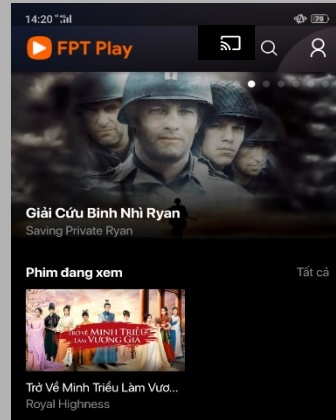
Second screen experience is already **well established** with Chrome Cast.

Refer to **YouTube App** for what can be done.

All Android TVs has Chrome cast **Built-in**



Chromecast support



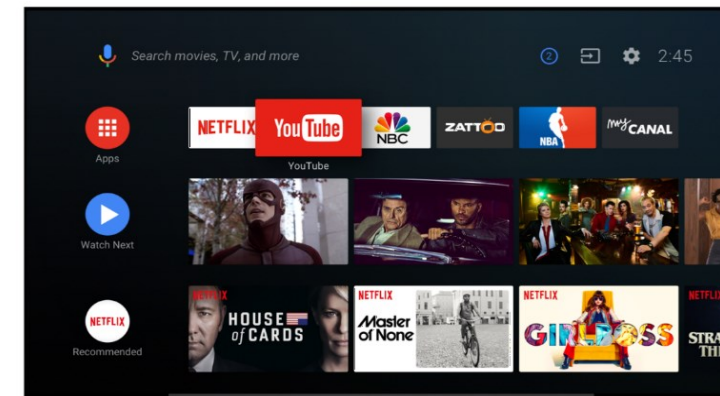
Full remote functionality



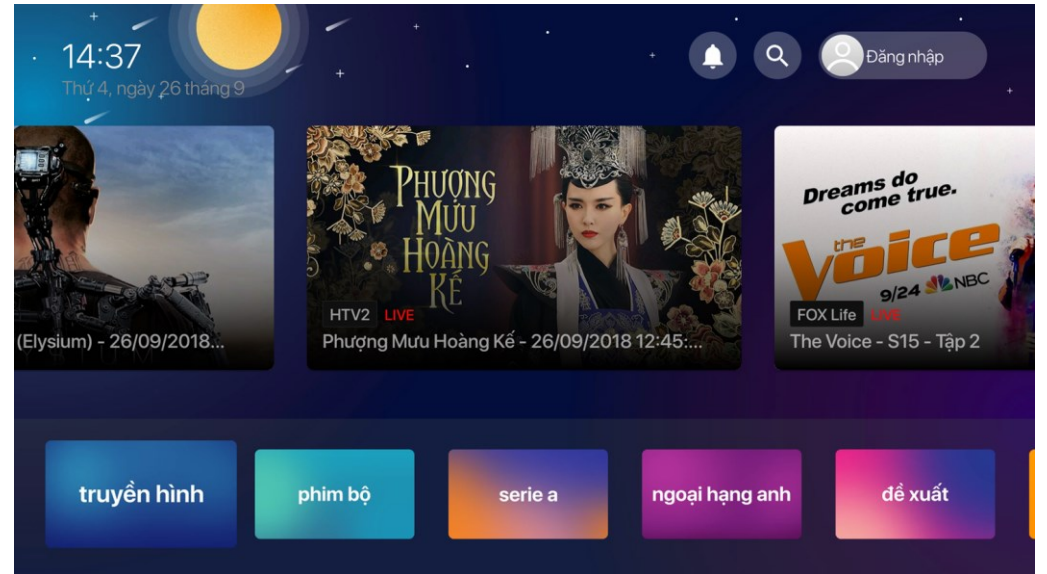
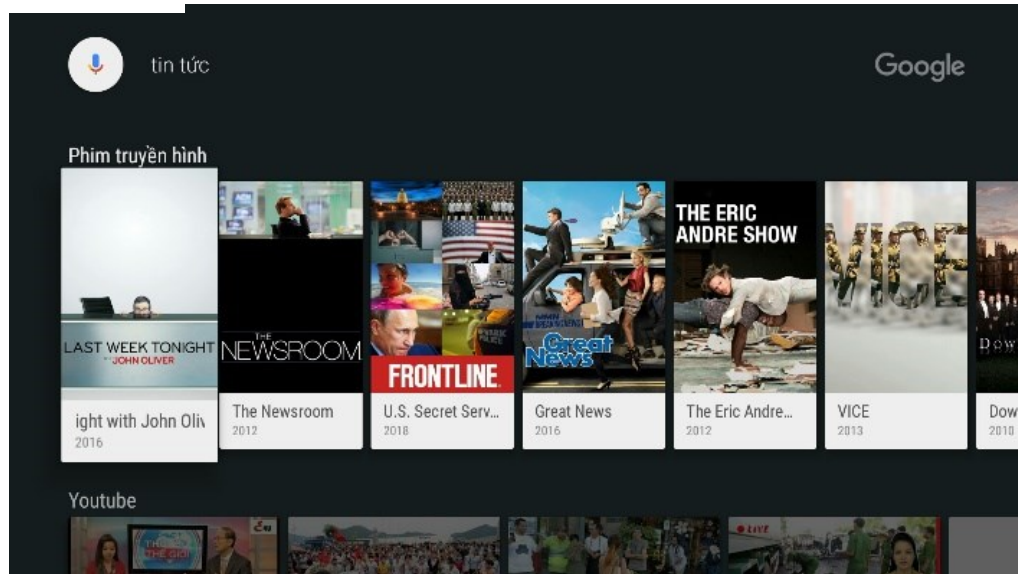
Voice Search support



Easy Access



Easily Search for contents using Voice Search



Voice Search

Voice search uses the built-in voice recognition engine to **convert speech to text**.

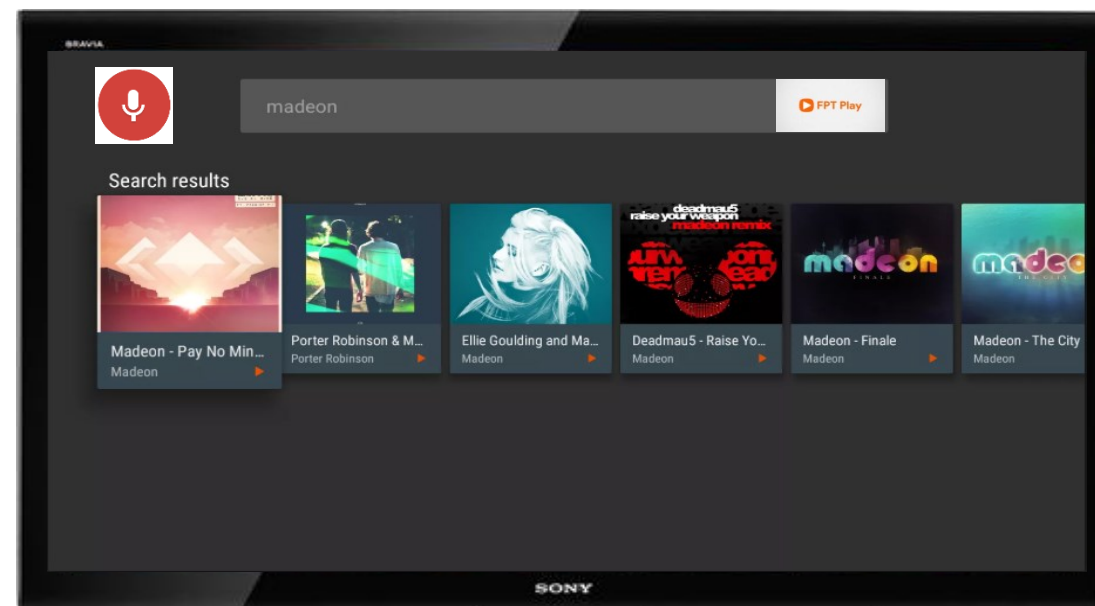


This is not your mic's on/off switch!

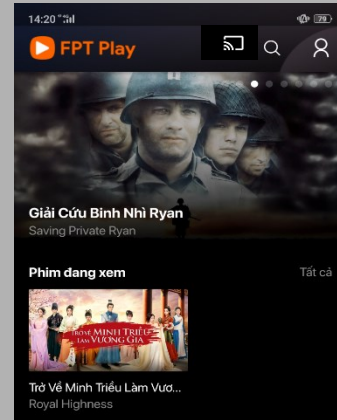
Google Assistant

The Google Assistant is an **artificial intelligence-powered virtual assistant** developed by Google that is primarily available on mobile and smart home devices, such as Sony Android TVs.

Did you know? When it is used in your app, it returns search results within your app first and then other sources.



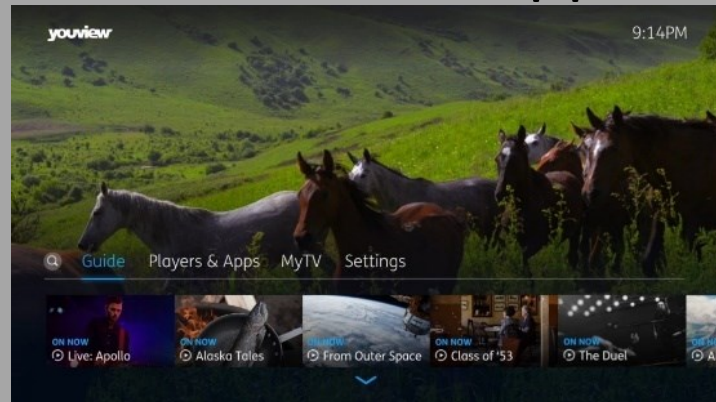
Chromecast support



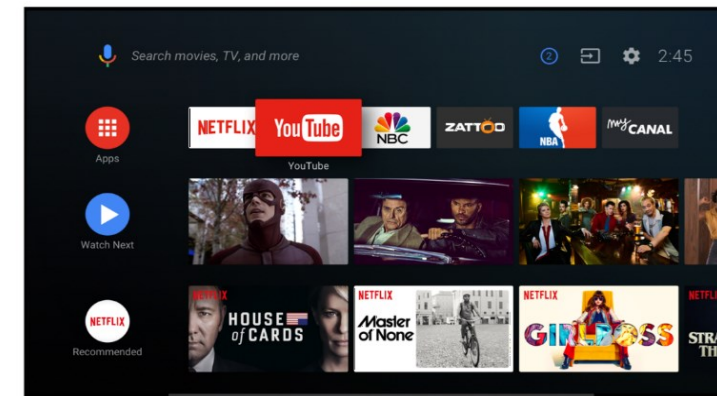
Full remote functionality

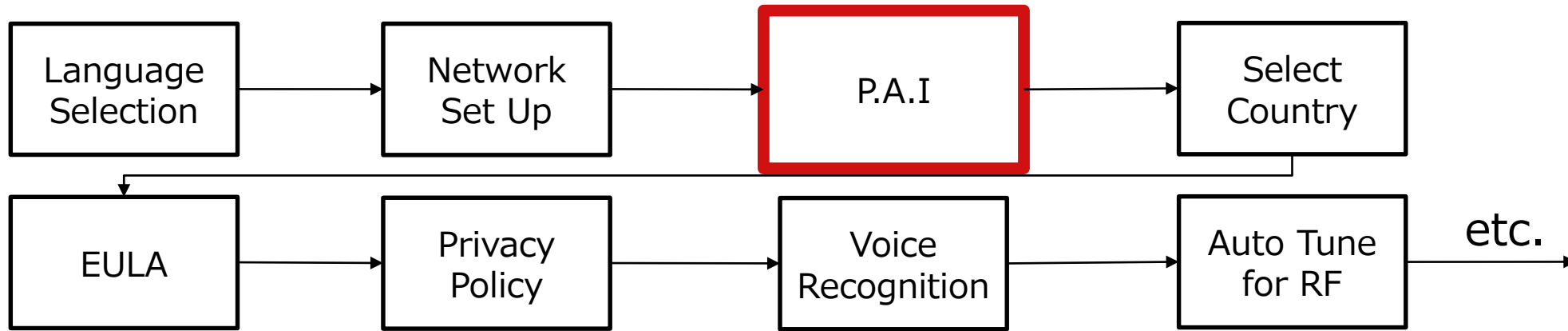


Voice Search support

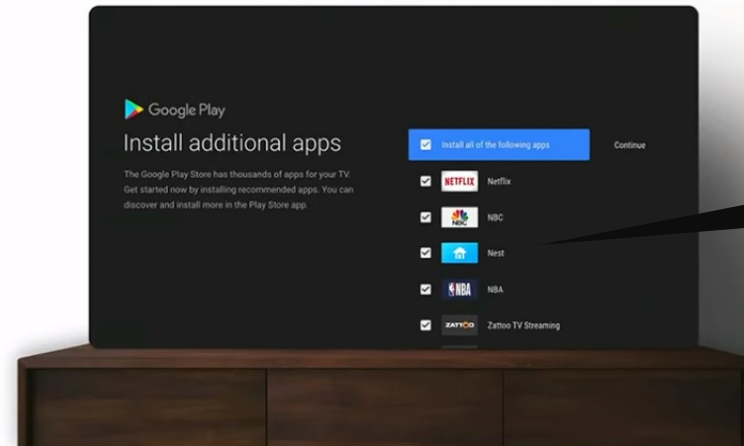


Easy Access





Play Auto Installs
App discovery as part of Setup

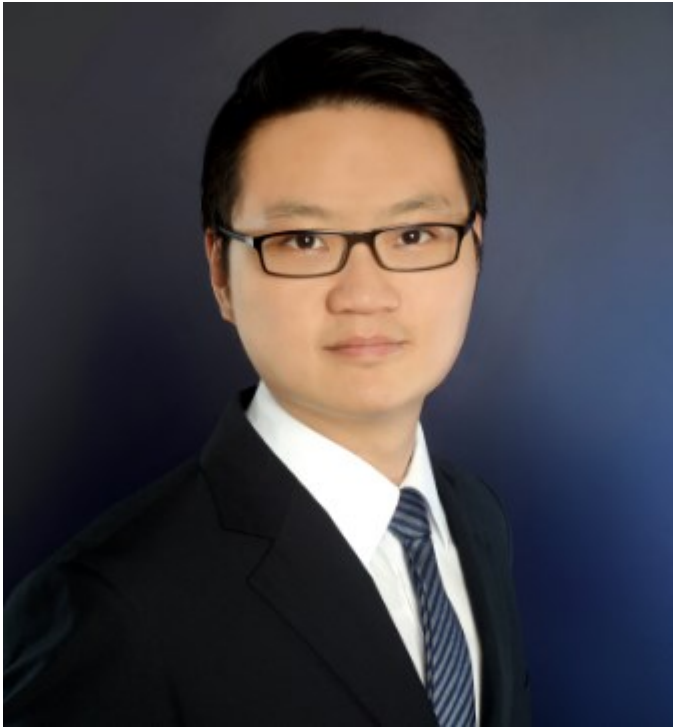


This list is decided by Google and Sony

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SONY

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