We’ve come a long way...
Linear to non-linear
Content breaks free
Broadcast to narrow cast

TV gets personal
Local to global
TV goes everywhere
But we aren’t there yet...
The paradox of choice
The remote control
Menus & rails
We are at the dawn of a new era
20% of user interactions will take place via intelligent personal assistants by 2019
50% of web searches will be done with voice by 2020
Customer experience will be the key brand differentiator by 2020
When the artificial turns natural
Artificial
Natural
From command & control to conversations
A new design approach is needed
A new design approach is needed
Experience framework

Brand

Technology

Content
Content
Personal & relevant
Taxonomy

Digital provides users with access to a potentially infinite library of content. How the content is structured, cataloged and indexed is critical to ensure that the users can take advantage of the wealth of choice.
Curation

Entertainment succeeds when users can just lean back and enjoy. Curation ensures that the viewer doesn’t have to work to discover and choose what to watch. The relevant content is selected for them, tailored to their preferences.
Metadata

Data is critical to deliver meaningful and personalised experiences. Translating metadata into actionable information is crucial to customer satisfaction. The key is to focus on the information that matters and present it at the right time to the audience.
Rules

In a dynamic medium it’s critical that the rules are well defined to automate decisions and ensure consistent treatment across all touchpoints, platforms and screen sizes.
Brand
Iconic
& unique
The graphic language consists of the logo, colours, typography, image treatment, grids, buttons, and badges optimised for respective platforms and screen sizes. The graphic language complements already existing brand guidelines.
The motion language strengthens the brand, adds personality and simplifies interactions. The mnemonic forms the foundation that crystallises all aspects of the motion language such as speed, transparency, scaling, and gradient.
Sonic

Sound is increasingly important as interfaces dematerialise and voice control becomes standard. In addition to the sound mnemonic, the sonic library should contain treatments for user feedback, calls to action and key moments that are contextually appropriate and reflect the brand’s personality.
UX Patterns

UX patterns define how the experience works: how the user interacts with all the components of the experience and transitions in-between. It details the call-to-action, user feedback, states, carousels and menus.
Tech
Efficient & scalable
Molecules
## Inputs & actions

### Buttons variations

#### Primary

<table>
<thead>
<tr>
<th>Rest</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Text)</td>
<td>(Text)</td>
</tr>
<tr>
<td>(Text)</td>
<td>(Text)</td>
</tr>
<tr>
<td>(Text)</td>
<td>(Text)</td>
</tr>
<tr>
<td>(Text)</td>
<td>(Text)</td>
</tr>
</tbody>
</table>

#### Secondary

<table>
<thead>
<tr>
<th>Rest</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Text)</td>
<td>(Text)</td>
</tr>
</tbody>
</table>

#### With icons

<table>
<thead>
<tr>
<th>Rest</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>💓 Follow</td>
<td>💓 Follow</td>
</tr>
<tr>
<td>🎥 Trailer</td>
<td>🎥 Trailer</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rest</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>💓 Options</td>
<td>💓 Options</td>
</tr>
<tr>
<td>🔄 Preview</td>
<td>🔄 Preview</td>
</tr>
</tbody>
</table>

#### Filters

##### Toggles

<table>
<thead>
<tr>
<th>Rest</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Rest</th>
<th>Focus</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>A-Z</td>
</tr>
</tbody>
</table>
Organisms
Video
Thank you

Unit 506 Metropolitan Wharf
70 Wapping Wall, E1W 3SS, London, UK
hello@w12studios.com

© W12 Studios
Private & Confidential. Do not circulate