

NFL Sunday Ticket Desktop & Tablet Key Views





Document History

Version	Date	Author(s)	Reviewed / Published for:	Feedback / Updates:
1.0 KeyViews	07/23/2014	Chad Wetherbee	UX/UI Lead	Tablet & Desktop: Home Panorama Home Panorama - Semantic Zoom Home Panorama - Bottom App Bar Top App Bar Explorations Multi-task view with Video Player Highlight Central details page
				Tablet & Desktop: Highlight Central Bottom App Bar Highlight Central Filter Functionality Stats Details Page and Filter Functionality Standings Details page and Filter Functionality My Players Details Page My Players Bottom App Bar My Players Semantic Zoom













This documentation does not represent visual design, final copy, or placement of message keys.

Tablet and Desktop







Annotations	
1.0 DIRECTV NFL ST Logo The login can be branded in many ways, including logo placement and background images.	3.0 A Users
2.0 Sign In Button	4.0 R Once
Sign In becomes active once text has been entered into both User Name and Password, but is inactive if both fields are missing text entry.	keybo

Activating the Keyboard

ers tap on a text field to draw up the keyboard, causing the credentials to reformat.

Reformatted Credentials

the keyboard is drawn up, the the login field slide up to the top to accommodate space for the board. The logo is removed as contents push up.

	_	_			
	_	_			
ount					
		Sign In			
ę					
У	U		0	р	
y h	u j	i k	0	p ,	search
y h	u j n	i k m	0	р	search ?
y h	u j	i k m	0 1		search ?
y I	u j	i k	O		search

DIRECTV



Email	
Password	
1.0	_
I can't access my accourt	
	Sign In

1.0 Retrieving Forgotten or Lost Credentials

Users tap a text link below login form fields that indicates they have lost or forgotten either their login email address or password.

2.0 Browser Launch

The browser launches at 50% screen size and is directed to email/password retrieval on the DIRECTV main site.





DIRECTV





1.0 Logged in User

Picture/Avatar is present alongside welcome message and date/time. This is sticky and persists through the app in the upper right corner. Text and avatar make up a hotspot for revealing a drop down to log out.

2.0 Header and Logo

NFL Sunday Ticket Branding resides next to the app name.

3.0 Game Chip Organization

Game chips are ordered from the most recently started game directly underneath fantasy channel, then upcoming games, and ending with completed games. Each column holds 8 game chips, should there be more than 8, game chips then start wrapping in the second column.

4.0 Content Group Headers

Both the text of the section title and the accompanying chevron make up a hotspot that brings users to the corresponding content group details page. The chevron indicates this is a possible route to further explore that particular section. (This excludes the Games Section, therefore no chevron is present for this section).

5.0 Highlight Central

Highlights are updated in real time and give a view of the most recent as they are reported (these correspond only to the current game chips present on the home pano). The section does not scroll. The most recent videos start from the hero and move down into the lower-left video, across and completing with the least recent in the upper-right video.

6.0 Highlight Central Video Behavior

Tapping a particular highlight launches that highlight full screen. Users return to the home pano when the video is closed, not the Highlights Central details page.

7.0 Stats and Standings

Stats and standings are updated in real time and give a view of the most recent as they are reported (these correspond only to the current game chips present on the home pano). They are scrollable but the specific stats and standings do not link elsewhere.

8.0 Log In for Fantasy Hub

9.0 My Players Header

10.0 Selecting A Single Player

The My Players list is scrollable and each player tile can be selected, bringing users to that particular player's detail page. Closing the player's detail page when selected from the home pano returns users to the home pano, not the My Players group details page.

The default state of the landing home pano will require a login to the fantasy hub. Branding can take on many forms here in terms of logo placement and background image.

Tapping the My Players header directs users to the My Players group details page.



Games		Highlights Central >	
RED ZONE	1st 5:20 MIA 3 KC 3		
FANTASY CHANNEL	1st 5:20 MIA 3 KC 3		
AD CHIP	1st 5:20 MIA 3 KC 3		
1st 5:20 MIA 3 KC 3	1st 5:20 MIA 3 KC 3		
1st 5:20 MIA 3 KC 3	1st 5:20 3.0 MIA 3 KC 3	57 Yard Touchdown 4th QTR 9:1 Eli Manning takes the opening p	6 lay all the way to
1st 5:20 MIA 3 KC 3	1st 5:20 MIA 3 KC 3	the Giants win their 5th game in	a row this seaso
1st 5:20 MIA 3 KC 3	1st 5:20 MIA 3 KC 3		
1st 5:20 MIA 3 KC 3	1st 5:20 MIA 3 KC 3	36 Yard Touchdown 3rd QTR 13:43 Bengals Michael Spulock makes a 36 yard touchdown to take the lead.	13 Yard Touchdow Redskins quarterbac attempt at a 40 yard
MIA 3 KC 3	MIA 3 KC 3	touchdown to take the lead.	attempt at a 40 yar

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Tapping the My Players header directs users to the My Players group details page.





Home Pano - Semantic Zoom



Annotations

1.0 Home Pano Semantic Zoom

When the semantic zoom is activated, the content groups are presented in single tiles, each labeled with their appropriate header title. Tapping a content group tile directs users back to the home pano, with the page already anchored to the user's selection.

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Top App Bar







Annotations

1.0 Activating the Top App Bar

Users swipe down to reveal the first level of the top app bar.

2.0 Scrolling and Tapping in the Top App Bar

Labeled tiles that represent each section of the app can be horizontally scrolled. Upon selecting a tile, a second level is activated and slides out below the first level.

3.0 Second Level Swiping and Tapping

Labeled tiles respective of that particular section's content (i.e. game chips for Games, highlights for Highlight Central), are horizontally scrollable as with the first level, indicators highlight as the user scrolls to indicate more content exists past the fold. A terminal selection is made here and users are redirected to their selected details page and the top app bar closes.





Top App Bar - Desktop







Annotations

1.0 Activating the Top App Bar

Users right click to activate both the top app bar, additionally the bottom app bar is initiated with this same behavior and simultaneously slides out with the top app bar.

1.1 Hover State

Pin to Start

Help

As a user hovers over a tile, a highlight state of the tile activates.

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Bottom App Bar - Home Pano



Annotations

DMG

1.0 Activating the Bottom App Bar

Users swipe up from the bottom to pull up the bottom app bar. The content on the canvas remains Access to the help page is universal in the bottom app bar across all screens. static and the app bar hovers over the panorama content in the background.

2.0 Pin to Start

Users can select "Pin to Start" to allow the NFL ST live tile to appear on their device's start screen. After selected, the icon changes to Unpin from Start.

3.0 Help





2.0	
Team VS Team	X
3.0	
1.0 1:45:32 ()) cc	ה
4.0	



The NFL Sunday Ticket Player is used to play video in the NFL stand-alone apps (see this doc - UX_NFLST; v8.10 and up).

1. Video Player Control Bar

a. Play/Pause Follows same behavior as Global > Video Player (with platform-specific deltas)

b. Interval Rewind Follows same behavior as Global > Video Player (with platform-specific deltas)

c. Scrub Bar Follows same behavior as Global > Video Player (with platform-specific deltas)

d. Volume Follows same behavior as Global > Video Player (with platform-specific deltas)

e. CC icon Tapping this icon displays the Closed Captioning popover over the video. e2. Tablet: See Tablet > Settings Popover > CC708

f. Full-screen Follows same behavior as Global > Video Player (with platform-specific deltas)

2. Video Player Header Bar Web: Do not display the Header Bar

a. Program Name Displays the program name of the currently playing video.

b. Close icon Tablet: Do not display this icon.

3. Video Follows same behavior as **Global > Video Player**.

4. Video Player Control Bar > Live Content
Follows same behavior as Video Player Control Bar in Global > Content Type > Live





1. 0

1.0 Activating the Controls

Tapping the video displays the video controls.

2.0 Header

In place of the X to close the player, the Windows 8 native back button resides next to the game title.

3.0 Player Controls While all features of the VPE are still in place, they take on a more Windows 8 look and feel by free floating over the video.



4.0 Replay Inactive

The replay button will be in an inactive gray state during live games as users will not be able to rewind live games.

5.0 Live Indicator

Live games are indicated with appropriate text instead of the time code that states LIVE. It is not tappable.





Video Player - Highlights Tablet



Annotations

1.0 Replay

DMG

Replay is active during highlights and defaults to a 15 second jump backwards.

2.0 Scrubbing

A magnifier appears when users tap anywhere on the timeline, and can use this tool to scrub in either direction.

3.0 Timecode

In highlights, the timecode is a tappable toggle between time remaining and time elapsed. The default timecode presented is time remaining.









1.0 Activating the Side Bar

Access to the side bar can be activated with the "Side Bar" button in the bottom app bar.





Side Bar View





Annotations

1.0 Video Reformatting

When split screen is activated, the video player reformats to preserve the 16:9 aspect ratio with the use of a letterbox

2.0 Filtering Contents in Side Panel

Users toggle between other sections in the app using the dropdown accessed by tapping the current section header or it's corresponding chevron.







Side Bar - Section Views

Games



Highlights Central

Annotations

1.0 Exploring Contents

Users vertically scroll through contents in the side bar. All contents are specifically related to the matchup of the current game playing.

2.0 Highlights

Highlights launch in main video player in place of the live game, once the highlight is over users are returned to the live game.

3.0 Stats and Standings

Stats and Standings are view only and contain no links elsewhere. Stats defaults to and only presents player stats.





4.0 Fantasy Hub

Defaults to all teams that currently have players in play during the current week.

5.0 My Players

Tapping a particular player will bring users to view the player's details page. This details page first populates in the side bar but is not formatted to fit in this window.

My Players











1.0 Viewing Player Details

Users tap a particular player profile to view the player details page. It opens as the full page how it exists in the players details section elsewhere in the app. It does not reformat for the size of the sidebar.

2.0 Side Scrolling Regardless of the ratio the sidebar has been dragged to, the page is still scrollable left and right.

3.0 Changing Size

Users can drag out the sidebar to sticky points every 50 pixels utilizing the separator between the video and the side bar. While more contents of the details page are revealed, it still does not reformat its content in any way.

4.0 Maximum Expansion

The side bar can be expand to a maximum of 50% of the screen, or 100 pixels.







1.0 Back Button

Tapping the back button in the side bar from the players details page returns users to the list view of My Players.

2.0 Swiping Closed

Users can exit the side bar by simply swiping the separator the the edge of the screen. Reopening the sidebar, users will land at the location in which the side bar was last closed.

21 of 38 | Fri Aug 29 2014 © DIRECTV 2014. All rights reserved. | Confidential & Proprietary

Game Chips Details - Previous Week

	F	Final	
MIA	3	KC	3
	F	Final	
MIA	3	KC	3
	F	Final	
MIA	3	KC	3
	F	Final	
MIA	3	KC	3

Annotations

1.0 Filtering the Games

Users filter which game chips are presented by using a sub-header drop down and In a previous week, all games would be completed and present final scores. choosing a week number.

2.0 Previous Week Game Chips

Game Chips Details - Current Week

1st			5.1(
MIA	3	KC	3
1st			5:1
MIA	3	KC	3
1st			5:1
MIA	3	KC	3
		2:00 PM	
MIA		KC	

Annotations

DMG

1.0 Filtering the Games

Users filter which game chips are presented by using a sub-header drop down and choosing a week number.

2.0 Current Week Chips

The current week displays three types of chips, games in progress, upcoming games, and final completed games, arranged in this order in the panorama.

Game Chips Details - Future Week

W	eek 12 🔨	1.0	
		2:00 PM	
Μ	IA	KC	
		2:30 PM	
Μ	IA	KC	
		3:00 PM	
Μ	IA	KC	
		4:00 PM	
M	IA	KC	

Annotations

DMG

1.0 Filtering the Games

Users filter which game chips are presented by using a sub-header drop down and Upcoming game chips display the date and time of the game. choosing a week number.

2.0 Upcoming Game Chips

1.0 Highlight Central Landing Default

Highlight Central's landing page is defaulted to most recent highlights (without regard to a specific matchup) and "Big Plays"

2.0 Video Behavior 3.0 Returning to the Home Pano Tapping a video plays the selected highlight in full screen. Users return to the home pano via the back arrow in the header.

Highlight Central - Filter

Annotations

1.0 Filter Activation and Selection

Users activate the filter drop down by tapping a hotspot made up of the filter's text and chevron. The filter selection is indicated by a highlight before closing.

Highlight Central - Bottom App Bar 1

Annotations

1.0 Play All Play All brings users to a full screen view of all highlights.

2.0 Play Shortcut Play Shortcut brings users to a full screen view of the game in it's entirety.

Stats and Standings Pano

Team VS Team 🗸 🗾 1.0		
Game Stats		
Stat	MIA	DEN
First Downs	Stat	Stat
Third Downs	Stat	Stat
3rd Down Efficiency	Stat	Stat
Rushing Yards	Stat	Stat
Passing Yards	Stat	Stat
Interceptions/Yards	Stat	Stat
Fumbles/Lost	Stat	Stat
Penalties/Yard	Stat	Stat
Time of Possession	Stat	Stat

Annotations

DMG

1.0 Default Landing Stats can default to the first game chip on the home pano, virtually the most recently started game. 2.0 Scrolling Stat Tables

Users vertically scroll through stats in Game Stats and Scoring Summary should there be enough content that some stats fall beneath the fold.

layer Stats			3.0		
		Passing			
Name	Team	COMP/ATT	Yards	TDS	INT
R. Tannehill	MIA	15/30	345	2	0
R. Tannehill	MIA	15/30	345	2	0
		Rushing			
Name	Team	COMP/ATT	Yards	TDS	INT
R. Tannehill	MIA	15/30	345	2	0
R. Tannehill	MIA	15/30	345	2	0
R. Tannehill	MIA	15/30	345	2	0

3.0 Player Stats

Player stats are broken up between "Passing," "Rushing," and "Receiving," each table with it's appropriate header to indicate this distinction. Since content in these sections will never be enough to move past the fold, these tables are static and do not scroll.

Standings DMG

(ϵ)	Standir	ngs														
				AFC	East							NFC	CEast			
	Team	W	L	Т	PIC	DIV	CONF	STRK	Team	W	L	Т	PIC	DIV	CONF	S
	BUF	W	L	т	PIC	DIV	CONF	STRK	DEN	W	L	Т	PIC	DIV	CONF	S
	MIA	W	L	Т	PIC	DIV	CONF	STRK	KA	W	L	Т	PIC	DIV	CONF	S
	NE	W	L	Т	PIC	DIV	CONF	STRK	OAK	W	L	Т	PIC	DIV	CONF	S
	NYJ	W	L	т	PIC	DIV	CONF	STRK	SD	W	L	Т	PIC	DIV	CONF	S
				AFC	North							NFC	C North			
	Team	W	L	Т	PIC	DIV	CONF	STRK	Team	W	L	Т	PIC	DIV	CONF	ę
	BAL	W	L	Т	PIC	DIV	CONF	STRK	HOU	W	L	Т	PIC	DIV	CONF	S
	CIN	W	L	т	PIC	DIV	CONF	STRK	IND	W	L	Т	PIC	DIV	CONF	S
	CLE	W	L	т	PIC	DIV	CONF	STRK	JAC	W	L	Т	PIC	DIV	CONF	5
	PIT	W	L	Т	PIC	DIV	CONF	STRK	TEN	W	L	Т	PIC	DIV	CONF	S
				AFC	West							NFC	C West			
	Team	W	L	Т	PIC	DIV	CONF	STRK	Team	W	L	Т	PIC	DIV	CONF	S

1.0 Standings Tables

Each conference is organized into single vertically scrolling panels. The separate divisions are stacked and the appropriate header precedes each new section.

¢	Fantasy	Hub			
	Your Match-u	р		Other League Match-up	S
	Fantasy Team 100.19	4 IN PLAY 5 8 YET TO PLAY 7	Fantasy Team 98.43	Fantasy Team C 100.19	Fantasy T 98
	Peyton Manning 23.45	QB	Adrian Dusseldorf 30.23	Fantasy Team B 100.19	Fantasy T 98
	Peyton Manning 43.12	RB	Adrian Dusseldorf 45.78	Fantasy Team F	Fantasy T 98
	Peyton Manning 15.16	DL	Adriar Sseldorf 11.21	Fantasy Team E	Fantasy T
	Peyton Manning 18.46	OL	Adrian Dusseldorf 11.21	100.19 Fantasy Team C	98 Fantasy T

1.0 Leagues Filter

Users change which league is being viewed by the sub header drop down.

2.0 User's Match-up Section

A user's particular matchup for that week and the selected league is already expanded to reveal player match-ups. It is vertically scrollable.

3.0 Other League Match-Ups

A user's particular matchup for that week and the selected league is already expanded to reveal player match-ups. It is vertically scrollable.

E	My Players			
	Tom Brady QB	Team Logo	.0 Erik Pears OL	Team Logo
	Dennis Dixon	Team	Antoine McClain	Team
	QB	Logo	OL	Logo
	Nigel Bradham	Team	Kevin Elliott	Team
	LB	Logo	WR	Logo
	Ron Brooks	Team	Bryce Brown	Team
	DB	Logo	RB	Logo

1.0 My Players Tiles Players are presented alphabetically by last name.

E	My Players			
	Tom Brady	Team	Erik Pears	Tea
	QB	Logo	OL	Lo
	Dennis Dixon	Team	Antoine McClain	Tea
	QB	Logo	OL	Lo
	Nigel Bradham	Team	Kevin Elliott	Tea
	LB	Logo	WR	Lo
	Ron Brooks	Team	Bryce Brown	Tea
	DB	Logo	RB	Lo
Add Player	1.0 Remove			

1.0 App Bar Items

Users are presented with an active "Add Player" option. "Remove" is inactive until players are selected.

My Players -Adding A Player

¢	My P	layers			
		Tom Brady QB	Team Logo	Erik Pears OL	Team Logo
		Dennis Dixon QB	Team Logo	Antoine McClain OL	Team Logo
		Nigel Bradham LB	Team Logo	Kevin Elliott WR	Team Logo
		Ron Brooks DB	Team Logo	Bryce Brown RB	Team Logo
	0 Remove				
\bigcirc					

Annotations

1.0 Initiating Search to Add Player

User taps add in bottom app bar to launch a search field and calls out the keyboard.

2.0 Copy and Direction

Copy clearly indicates this search will be to add a player and the ghost text in the search field instructs users on how to begin.

3.0 Add Disabled

The Add button is disabled until any text is entered.

			_
	· · · · · · · · · · · · · · · · · · ·]	
	·		
Cancel			
	2		
1	6	search	
		?	

	My Play	rers							
									ſ
	Ad	d to My I	Players			F uile	Deeve		
	pe					Add		Cancel	
1.0 Peyt	on Manning	2.0	per Dusseldo	rf	Pelomo N	Veutron	3.0	Adrian Peto	on
q	w	3	r	-1	у	u	Ŭ,	Ο	
	a s	d	f	g	h	i	k		Т
	z	x	С	v	b	n	m		
		• \							

1.0 Autosuggestion

Autosuggested results populate immediately above the keyboard.

2.0 Exploring Search Results

Users swipe right to left to scroll through a side-scrolling menu of results.

3.0 Selection

Addition is immediate upon selection of a particular tile, the Add Players module closes, and users are brought to that players details page.

E	My Players			
	Tom Brady QB	1.0 Team Logo	Erik Pears OL	Team Logo
	Dennis Dixon QB	Team Logo	Antoine McClain OL	Team Logo
	Nigel Bradham LB	Team Logo	Kevin Elliott WR	Team Logo
	Ron Brooks DB	Team Logo	Bryce Brown RB	Team Logo
Add Player	2.0 Remove			

1.0 Using Multi-Select

Users swipe down/up on a tile to select it. Typically, the tile's border will highlight in addition to it's lower right corner to indicate selection. Users swipe up/down on a selected tile to de-select it. Multiple tiles can be selected on this screen.

2.0 Applying an Action

While one or multiple tiles are selected "Add Player" will become inactive and "Remove" will become active an applied to all players selected.

1.0 Searching

The search field appears only on the My Players page and searchable content is restricted to this section of the app. Autosuggested terms can be selected to perform the search, alternative to the Search button in the keyboard.

2.0 Results Key and Filters

The expanded results are summarized in three categories, All, Players, or and Highlights. The results default to "All" and is indicated by a highlight state of the text. Other categories can be selected to filter the results.

3.0 Top Result

Only when displaying "All Results," there is a top result that most closely matches the entered search text. It is always a single result.

4.0 Results Organization

Results are displayed in a side-scrolling panorama. Sections that have enough content to move past the bottom margin stack in multiple columns.

My Players - Search 2

manning"		
all results (10) players (1) highlights (9)	Top result Peyton Manning	

Annotations

1.0 Selection

Selecting a player result brings users to that particular players details page.

2.0 Back

When a user arrives at a players details page via search results and taps the back button, users are returned to the search results.


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37 of 38 | Fri Aug 29 2014 © DIRECTV 2014. All rights reserved. | Confidential & Proprietary
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My Players - Semantic Zoom

Annotations

DMG

1.0 Semantic Zoom

Users enter semantic zoom and players are now bucketed alphabetically by last name. If a player is bucketed within a specific letter, that letter tile is highlighted to indicate it contains at least one player. Inactive tiles containing no players cannot be clicked.

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My Players - Player Detail Page

Annotations

1.0 Filter

User filter which highlights appear for the player profile using the drop down to toggle between "Touchdowns" and "Big Plays." The page defaults to "Big Plays."

2.0 Add/Remove Player

Adding this particular player should the player not be already listed in My Players is available in the app bar, while Remove is inactive. Remove is active when the player is already listed in My Players, and Add Player is then inactive in this scenario.

3.0 Moving Through Players

To move through the list of player detail pages, users employ "Previous" and "Next" buttons in the bottom app bar.

4.0 Remove Player Message

Users have a chance to confirm whether or not they want to proceed with removing the player through a message. Tapping anywhere off the message (including tapping "Remove" again in the bottom app bar) will close the message. Upon removal, the next player details page in the sequence displays.

