# IMPLEMENTER UX BEST PRACTICES

February 20, 2014



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- Linking / Unlinking
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## SIGN UP

#### Common pitfalls include

- Accidental duplicate/extra account creation
- User confusion about dual accounts and need for UV account
- Frustrating password complexity

# Step 1: simplified implementer sign up form

- 1. Only include what is necessary on sign-up forms.
- 2. Consider using the word "FREE" for signing up.
- Use UltraViolet Single Sign-on and consider using common single sign on services like Facebook Connect and Google+ as optional first step to sign up process.
- 4. Ensure user has entered email correctly and verify password. Standard tactic: Request the user input both email address and password twice to verify input is as intended. Other tactics (e.g. email click-through verification, auto generated password, etc.) may be better suited for input-limited devices.
- 5. Check to ensure the entered email address includes a valid domain name.
- Make password requirements as easy as possible. If specific elements are required in a password (e.g. a capital letter, a number, a symbol), include explanation of those requirements directly on the screen and provide feedback as the user types.
- 7. On submit, use email look-up via ResourcePropertyQuery() to determine if one or more UV users exist with this email address.

000 (◀▶@@+♥h	Web Page Title	)	Google
[Retailer Logo] <u>Movies</u>   <u>TV</u>   <u>My L</u>	ibrary Se	eem how to watch help arch	Log in I Sign up
Sign up with [Re	etailer] for FREE		
Sign up using your	UltraViolet or Facebook account		
Connect with Ultra	/iolet Connect with Facebook		
	Or * required		
First Name			
Last Name			
*Birth Date	Month 🔷 Day 🔷 Year 🔷	0	
*Email			
*Confirm Email		Password must have:	
*Password	1heu	X Upper case letter ✓ Lower case letter	
*Confirm Password		✓ Number	
	I want to receive exclusive special offers, benefits an [Retailer],and I consent to the [ <u>Retailer]'s Privacy Pol</u>	d email communications from icy.	
	I want to create a [Retailer] account, and I consent to Policy, Terms of Use and Terms of Service.	this [Retailer]'s site's Privacy	
	Sign Up <u>Already a [Retailer] member</u> ?		A V
			he

### Step 2 / existing UV user: link to UV account

- If email lookup finds a match (meaning the user already has a UV Library), display a simple page that steers the user to sign in to UV to link accounts. If applicable, include text that explains "an" UltraViolet Library or "multiple" Libraries were found.
- 2. Standard sign-in tactic should include option to sign in using username and password. (For web browsers, use UV login form via inline iFrame. Include a "refresh" button to give user control in case of a failed load.) Email based linking may work well at this step as an added option, particularly on devices with difficult input systems (e.g. TV remote input).
- 3. Use graphics (link icon between the two service icons) to help communicate that this step is linking the the retailer account with UV Library. Include descriptions of the role of each.
- 4. Include informational tips to educate the user along this path.
- Be careful not to push free movie enticements in scenarios that would encourage intentional extra account creation just to get free movies.

Web Page	Title O
[Retailer Logo] <u>Movies   TV   My Library</u>	redeem     how to watch     help     Log in I Sign up       Search     ☑     ☑     ☑
Link your UltraViolet Library with your [Retailer]         We found an UltraViolet Library using [user@emailaddress.         Image: Contract of the second se	account for FREE! com] Safely and securely stores your UltraViolet Library so your UltraViolet Library so your UltraViolet Library so your ultravin the cloud
Log in with UltraViolet   Image: Descent and the second s	<ul> <li>Ink and access your UltraViolet Library from as many UltraViolet services as you choose.</li> <li>Watch movies and TV shows online and download from participating UltraViolet services, using any compatible device.</li> </ul> Want to create new UltraViolet Library? Sign up using a different email address.
	<u>A</u>

6. Mention linking is free.

### Step 2 / new UV user: link to **UV** account

- 1. If email lookup does not find a match (meaning the user is likely new to UV), prompt the user to create a UV Library.
- 2. Prepopulate username field with user's email address entered in the sign up form.
- 3. Provide gray tip text for the password requirements in the password field.
- 4. It is important to include the ability to sign into a Library because the user may have a Library using a different email address.
- 5. Keep legal opt-ins as concise as possible. Use "more info" or "i" links to show expanded text. Refer to Implementation Requirements document for specific consent text requirements.
- 6. Be sure the UV terms and privacy policy links go to the UltraViolet service terms/policy (not the website terms/policy). Refer to the Geographies spec for the correct URLs to use (should look like my.uvvu.com/Consent/ Text/US/urn:dece: type:policy:TermsOfUse/ html/Current/)
- Provide a check box (pre-checked by default) 7. that indicates to link accounts. The button will be "Create & Link Your Library" in that state. If user unchecks the box, the button changes to "Create Your Library".
- When user continues with "Create & Link 8. Your Library":
  - Create a UV Library and link it with retailer account.
  - Create and add one member to this account using the user's email address as the username.
  - . If user chooses not to enter the password. UV Coordinator assigns a random password and emails it to the user for future use.
  - Request consent at Organization level to avoid recurring requests per role.
- 7. If user unchecks the linking box and continues, follow all the steps mentioned above without linking it to retailer account.

000	Web Page Title			0
(I)				Google
[Retailer Logo]	<u>redeem</u>	how to watch	<u>help</u>	Log in I Sign up
Movies   TV   My Library	Search		Q	Ъ <u>Checkout</u>

#### Create new UltraViolet Library and link it with your [Retailer] account for FREE!

There is not yet an UltraViolet Library using [user@emailaddress.com]

Create new UltraViolet Library Choose your username and/or password below, or leave either blank if you'd like UltraViolet to assign it and email it to you. UltraViolet Username user@emailaddress.com

UltraViolet Password	6 or more characters		
Confirm UltraViolet Password			
Link my Ultra Vialet account with my [Datailar] account and			

allow [Retailer] to provide UltraViolet account management features to me, when available. I have read and agree to the UltraViolet Terms of Use and Privacy Policy.

Create & Link Your Library



## UV account create using found email

- 1. If the user's email address was found in the UV system, but the user still opts to create a UV account, consider displaying an are-you-sure message to explain why it is not recommended.
- 2. Provide a link to recover password.

OOO (■) @ (⊕) (+ ● http://retailer.com)	Web Page Title
[Retailer Logo] Movies   <u>TV</u>   <u>My Library</u>	redeem how to watch help Log in I Sign up Search Q G Checkout
Link your UltraViolet Library with your	[Retailer] account for FREE!
We found an UltraViolet Library using [user@err	nailaddress.com]
	Are you sure you want to create new UltraViolet Library?
Log in with UltraViolet	We found your existing UltraViolet Library using [user@emailaddress.com].
□ [Retailer] □ [Retailer] Will have access to my	If you create a new UltraViolet Library, it will be separate from your existing Library.
UltraViolet Library.	Log in to your UltraViolet Library
UltraViolet Username	Forgot password?
UltraViolet Password	Create new UltraViolet Library
Forgot username or password?	
Link my UltraViolet Library with [Retailer]	
Keep me logged in to UltraViolet More	
LOG IN Cancel	
	A V
	he de la companya de

## UV account create using found email

- If the user insists on creating a new UV Library despite already having one, provide UV Library creation form.
- 2. Provide gray tip text for the password requirements in the password field.

Web P	Page Title
▶) @) 信) [+] ● http://retailer.com	) ( Google
etailer Logo] v <u>ies</u> I <u>TV</u> I <u>My Library</u>	redeem how to watch help Log in I Sign up Search
eate new UltraViolet Library and link it with	your [Retailer] account for FREE!
	Safely and securely stores your UltraViolet Library in the cloud.
Choose your username and/or password below, or leave either blank if you'd like UltraViolet to assign it and email it to you.	on any compatible device.
UltraViolet Username	Link and access your UltraViolet Library from as many
UltraViolet Password 6 or more characters	choose.
<ul> <li>Confirm UltraViolet Password</li> <li>Link my UltraViolet account with my [Retailer] account and allow [Retailer] to provide UltraViolet account management features to me, when available. I have read and agree to the UltraViolet <u>Terms of Use</u> and <u>Privacy Policy</u>.</li> </ul>	Watch movies and TV shows online and download from participating UltraViolet services, using any compatible device.
Create & Link Your Library	Already have an UltraViolet Library? Log in using your email address

## Confirmation

- 1. Include a confirmation message that makes it clear the sign up was successful.
- 2. If a new UV account was created, inform the user that an email is being sent with the UV password.
- Include next step information and lead the user to the next desired task/option.
- At this stage the sign up flow has been completed so it is now appropriate for the educational tips to link away for additional information or actions.

● ● ● ● ● ● @ <del> </del> ● http://re	tailer.com	Web Page	Title			Google	
Retailer Logo] <u>Movies</u>   <u>TV</u>   <u>My Library</u>			redeem Search	how to watch	help Q	W <u>elço</u> ⊋	ome, [Name Checkout
Your [Retailer] accour	nt has beer	n created and lin	ked witl	n your UltraV	iolet Li	ibrary	
UltraViolet will s	end you a co	nfirmation email.					
You can use you to more particip	ur UltraViolet ating UltraVic	password to link yo	ur UltraVi	olet Library			
Browse Movie	es <u>Go to</u>	<u>my UltraViolet Librar</u> y					
Did you know							
Movies and TV sho	ws you purch	nase from participati	ng UltraV	iolet services ca	an be ad	ded to y	our
Your rights will neve	er expire and	UltraViolet will neve	er charge	a fee to maintai	in your L	ibrary.	
You can share your	UltraViolet L	ibrary with up to 5 o	ther peop	le. <u>Add users n</u>	<u>ow</u> .		
	ve to watch r	novios and TV show	is from vo	ur Library Loa	n how t	watch	
		novies and 1 v show	/s non yc	ui Libiary. <u>Leai</u>	<u>11 110 W tt</u>	<u>o water</u> i.	
			. L				
TV	Tablet	Lapton/Deskton	Smart	phone			
		Eaptop Doortop	Grindin				

## SIGN UP (COMMON SINGLE SIGN-ON)

### Common pitfalls include

 User may forget which email address is associated with their common single sign-on account (e.g. Facebook, Google+, Twitter, etc.)

## Common Single Sign-On

- Consider supporting login and sign up with common single sign-on options such as Facebook Connect, Google+, etc.
- Shown here, Facebook Connect sign up includes 2 standard steps – signing in to Facebook (if user does not already have active session), then agreeing that Facebook can share personal information with the service.

♥♥♥ ♥♥ ♥ ₩eb Page 1 ♥ ♥ Ø @ @ # # http://retailer.com	itle Coogle	
[Retailer Logo] Movies    TV    Mv Library	ktudori bevito visito belo Lok in 1 Sion Lo 1 scalari 12 112 - 112 - 112 Chieckour	
Sign up with Retailer for FREE		
	· · · · · · · · · · · · · · · · · · ·	
O O Log In   Face	pook 👷	
https://www.facebook.com/login.ph	p?skip_api_login=1&next= ☆	
First Time Facebook		
Land Nor Log in to use your Facebook account wit	n [Retailer]	
Hinh Di Email or Phone: prepoulated@email.c	om	
Password:		
Contine En ☑ Keep me logged in		
Partwo Forgot your password	7	
Contem Paisave		
Sign up for Facebook	( ) ( ) ( ) ( + ) ( http://retailer.com	Web Page Title Google
1 Martin Contract Contract of Contract of Contract	[Retailer Logo]	redeem how to watch help Log in   Sign up
		South Checkout
Sign Up Atomic allocated in	Sign up with Retailer for FREE	
		contract in the second s
	Connect with User Visiter	
		https â www.facebook.com/dialog/oauth?dis C Reader
	60 🛄 III Analytics fb twitter	r fcp.co FilmBreak Digg Reddit df MacRumors 🚿 ∓
	First Nay Facebook	Usernamer)
	[Retailer]	
	[Retailer Logo]	Log In with Facebook Cancel
	"Birth Da	64
	50,000 people use this app	
	ABOUT THIS APP	THIS APP WILL RECEIVE:
	Continue Discover the most interesting and talke stories on the Internet.	d about • Your basic info (7) • Your email address (lilitpilikian@gmail.com)
	*Panswo Facebook timeline: [7]	you on your
	*Confirm Passwo	
	By proceeding, you agrine to Digg's Terms of Ser Report App	vice and Privacy Policy and will be taken to digg.com View in App Center
	I want to create a Distribut Policy Toring of Disc and To	account, and I account to this Printer of Anto Printers, min of Service.
		Retailert member?

## Common Single Sign-On

- Consider adding a step after the user is connected to display the information received from the single sign-on service and/or reinforcing the email address used on confirmation pages, logged in header states, etc.
- 2. If any additional information is needed, it can be requested in this same step. Keep requested information as minimal as possible. Consider asking for information in later stages of your relationship with the user instead (such as occasional subsequent logins or actions that trigger a request for one related piece of info at a time.)
- After this step, continue with the sign-up flow, picking up at the linking step. <u>Refer to slides 4-8.</u>

	http://retailer.com	Web Page	Title			Google	0
[Retailer Logo] <u>Movies</u>   <u>TV</u>   <u>M</u> y	<u>/ Library</u>		<u>redeem</u> Search	how to watch	<u>help</u>	W <u>elcome, [Name]</u> े⊋ <u>Checkout</u>	
Your [Retailer]	profile						
Name	[Name]						
Birth Date	[Birth Date]						
Email	Prepopulated@email.com						
	Edit Confirm	0					
							A

## ULTRAVIOLET SINGLE SIGN-ON

New feature, became available to implement in February 2013

## Log In

- Consider implementing UV Single Sign-on for login and sign-up using UV user credentials.
- Consider positioning UV single sign-on with common single signon options (e.g. FB Connect, Google+, etc.) to suggest the similarity of function. Test with users to determine if this is clear as we all explore this new feature.
- 3. For standard login, accept email rather than requiring a username.

000	Web	Page Title O
( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( )		Google
[Retailer Logo]		redeem how to watch help Log in I Sign up
Movies   TV   My Library		Search Q & Checkout
Log in		
Log in using your UltraViolet account:		Log in with your email address:
Connect with UltraViolet		Email
Log in using your Facebook account:		Password
Connect with Facebook		Eorgot Password? Semember Me
	I	Log In Not a [Retailer] member yet?

## Log in using "Connect with UltraViolet"

- If user chooses "Connect with UltraViolet" and does not have an active UV session, the UV sign in page is displayed.
- If the user already has an existing session, but has not yet granted the service consents for UV, the "signed in as" page is displayed with consents requests.
- 3. There are multiple variations of this 1-step or 2-step process, depending on state and the exact consents requested by the implementer. Refer to the Authentication UI wiki article for full details.

http://www.uvvuwiki.com/ index.php?title=Authentication\_UL

![](_page_14_Picture_5.jpeg)

If user already has a Retailer account, choosing "Sign In"/"Connect" advances into site. If the user does not have a Retailer account, advance to Retailer consents (slide 17).

## Service sign-up using "Connect with UltraViolet"

1. Existing UV members can use "Connect with UltraViolet" to quickly and easily sign up for a service account using their UV credentials.

Web Page	Title O
[Retailer Logo] <u>Movies</u>   <u>TV</u>   <u>My Library</u>	redeem     how to watch     help     Log in I Sign up       Search     ☑     ☑     ☑
Sign up with [Retailer] for FREE	
Sign up using your UltraViolet or Facebook account	
Connect with UltraViolet	
Or* rea	uired
First Name	
Last Name	
*Birth Date Month Day 🔷 Year	
*Email	
*Confirm Email	Password must have:
*Password 1heu	X 8 characters or more X Upper case letter
*Confirm Password	✓ Lower case letter ✓ Number
I want to receive exclusive special offers, benef [Retailer],and I consent to the [Retailer]'s Privac	its and email communications from 2 <u>y Policy</u> .
I want to create a [Retailer] account, and I cons Policy, Terms of Use and Terms of Service.	ent to this [Retailer]'s site's Privacy
Sign Up <u>Already a [Retailer] member</u> ?	A.
	li.

## Sign-up / UV consents

- 1. If the user does not have an active UV session, the UV sign-in page will display.
- 2. When the user has an active UV session, the UV consents options will display.
- 3. There are multiple variations of this 1-step or 2-step process, depending on state and the exact consents requested by the implementer. Refer to the Authentication UI wiki article for full details.
  - http://www.uvvuwiki.com/ index.php?title=Authentication\_UL

![](_page_16_Picture_5.jpeg)

### New user service sign up consents

- 1. This same interface can be arrived at via the "Connect with UltraViolet" path from Log in or Sign Up.
- 2. If user does not already have an account with your service, but uses the "Connect with UltraViolet" option to log in, advance them to your sign up consents automatically.
- 3. Include explanation of what your service does and what UltraViolet does, with a graphic linking them together.
- 4. If you require other information from the user, collect it here. Ask for as little as possible to make the sign up as smooth and quick as possible.
- If you do not support underage users, block them with a kind explanation at this step.

000	Web	Page Title	
	http://retailer.com	radeem how to watch	
Movies I TV I My			Q 77 <u>Checkout</u>
Sign up with R	etailer for FREE		
Sign up using you	Sign up with [Retailer] using	g your UltraViolet accou	nt 🕄
	Your [Retailer] account will be lin so you can access it without logg	ked with your UltraViolet Lib jing into UltraViolet each tim	rary e.
First Na	Safely and securely stores your	[Retailer] Lets you add new movies and shows to your UltraViolet Library you can stream and download or	TV / so
Last Nar	UltraViolet Library in the cloud.	compatible device.	
"Birth Da "Em "Confirm Em "Passwo "Confirm Passwo	<ul> <li>I want to create a [Retailer] accoun <u>Privacy Policy, Terms of Use</u> and Termination</li> <li>I want to receive exclusive special of from [Retailer], and I consent to the Signal</li> </ul>	t, and I consent to this [Retailer]'s erms of Service. offers, benefits and email commun e [Retailer]'s Privacy Policy. gn up	site's ications
	<ul> <li>I want to receive exclusive special offers [Retailer],and I consent to the [<u>Retailer]</u></li> <li>I want to create a [Retailer] account, an Policy, Terms of Use and Terms of Service</li> </ul>		rom racy
	Sign Up Already a [Retailer] m	ember?	A T

### Confirmation

- Display a confirmation message upon sign-up completion so the user knows the task was successful.
- 2. Consider including a message that reinforces the cross-service benefit of UV. (Most desirable for services that are not multi-studio.)
- Include educational tips about UV and potential next steps such as how to add members and how to watch.

000		1.1	Web Page	Title			
[Retailer	b (a) (+ ) http://r	etailer.com		redeem ho	w to watch	help	Google
<u>Movies</u>	I <u>TV</u> I <u>My Library</u>			Search	<u>w to wateri</u>	Q	v <u>eiçonie, tivaniej</u> ⊽⊋ <u>Checkout</u>
Your [	Retailer] accou	nt has been	created and link	ed with ye	our UltraV	iolet Li	brary
You a Rem	are ready to strean lember, you can co	n and downloa nnect with Ultr	d your UltraViolet m aviolet to link your L	ovies and T ibrary with a	/ shows at [ ny participa	Retailer]. ting Ultra	.com. aViolet service.
E	Browse Movies	<u>Go to my UltraVi</u>	iolet Library				
Did yc	ou know						
	Movies and TV sho UltraViolet Library.	ows you purch	ase from participatin	g UltraViole	t services ca	in be add	ded to your
<b>P</b>	Your rights will nev	er expire and	UltraViolet will never	charge a fe	e to maintai	n your Li	brary.
<u>11</u>	You can share you	r UltraViolet Li	brary with up to 5 ot	her people.	Add users no	<u>WC</u> .	
	There are many wa	ays to watch m	novies and TV shows	s from your l	_ibrary. <u>Lear</u>	<u>n how to</u>	watch.
	TV	Tablet	Laptop/Desktop	Smartphor	ne		

## LIBRARY

Common pitfalls include

- Incomplete Library display
- Poor Library syncing
- Difficult to find titles in large Library

## Library

- 1. Include a link to the user's Library in the global navigation.
- Required: label the Library as "UltraViolet Library". "Library" alone is allowed only if it is very clear by context that it is an UltraViolet Library.
- Required: All titles an account has rights for, including those that cannot be fulfilled on site, must be shown in the Library view.
- Required: UV content must be individually marked with the UVVU symbol or grouped and labeled as UV.
- Provide filter options. The initial view must not be filtered, and filtering can only be as a result of user request.
  - e.g. "Show only" UV titles or "Show only" what can be fulfilled on site.
- Required: When a partial view of the Library is used it must be clear that the content is filtered and it must be clear how to reveal the full Library.
- To avoid discrepancies between services, sync the Library content often, in accordance with implementer recommendations on <u>uvvuwiki.com</u>.
- 8. If necessary, include a "Refresh" button to enable the user to force sync the content.
- Strive for near immediate load times. Display partial loading with clear indication that loading is continuing as needed.
- 10. Provide sorting options including alphabetical and date added.
- 11. Include search by title.
- 12. For consistency, use artwork and other metadata for UV titles from the UV Coordinator when available rather than external sources.
- Include UltraViolet title count as the total number of title rights tokens in the Library, regardless of whether or not the service can fulfill. Include duplicates/multiples within the total number.
- 14. Display multiple copy titles only once, showing the highest available resolution right (same ALID), and indicate when there are multiple copies. Shown here: a "x2" badge indicates there are 2 copies of a title. Click/ tap of that badge would reveal the tip that explains there are multiple copies.

![](_page_20_Figure_16.jpeg)

### Library / Views

- Ensure key action buttons are available and clear in all views of the Library (such as grid view vs. list view).
- Keep touch interfaces in mind; ensure any rollover actions have alternative functionality that works with touch if the interface can be accessed by a touch device.
- 3. *Required:* Include label of owned resolution (HD/SD) with each title.
- Only display the rating that applies to the user's "home" country. Allow the user to switch their default rating set within account settings.
- Whether you display them on your site or remap, within meta data use approved genre names as defined at <u>http://www.uvvuwiki.com/index.php?</u> <u>title=Genres</u>
- Include title in text along with the box art. This allows user to use browser search as well as verify the movie in the event that different box art was used.
- Services adding rights to UltraViolet should minimize potential confusion between "service-specific" rights and UltraViolet rights wherever possible.
  - All UV titles should include clear labeling/branding of UV.
  - When showing a collection of mixed rights, show a title only once in the case where the consumer has both a UV right and a service specific right.
  - If the consumer does not have a UV Library when a service-specific right is created, the "promised" UV right should be added later when the UV Library is created or linked.

![](_page_21_Figure_11.jpeg)

## EPISODIC CONTENT

### Common pitfalls include

 Confusing organization of episodes mixed with movies

# Episodic content, list view

- Organize TV content by Season, with option to expand to see episodes.
- Refer to the wiki for more detailed suggestions on episodic content handling. <u>http://www.uvvuwiki.com/</u> index.php?title=Locker\_View

000		Web Page Title		
	http://retailer.com		) ( Go	ogle
[Retailer Logo] <u>Movies</u>   <u>TV</u>	<u>My Library</u>	redeem how Search	<u>to watch help</u> W	elcome, [Name] Ъ
[User]'s Ultra	vViolet Library (# items)			My Account
	Sort by: Date Added	Show only: UltraViolet Library	Search items:	
ltems per page: 5 l 10	I 20   50   100   All		I ≪ 1 of 2 ► ►	Refresh
	TV Show Title Season # (# Lorem ipsum dolor sit amet, cons eiusmod tempor incididunt ut labo	Episodes) HD SD ectetur adipisicing elit, sed do ore et.		Play Now
	Show Episodes			Upgrade HD
[Movie]	Movie or TV Show Title (yea Lorem ipsum dolor sit amet, conse eiusmod tempor incididunt ut labo ad minim veniam, quis nostrud ex	ar) HD SD ectetur adipisicing elit, sed do re et dolore magna aliqua. Ut enir ercitation ullamco laboris nisi ut	m	Play Offsite
	<u>Snow more</u>			

### **Episodes list**

- 1. Show only owned episodes.
- 2. Include episode numbers, order by number.
- If an episode is not owned, simply don't include it in the list. In that case, the list will skip over numbers.
- 4. Consider including upsell info/links to purchase missing episodes, but be sure it is clear that the missing episodes are not owned.

••• •▶@@F	Web Page Title		Google
[Retailer Logo] <u>Movies</u>   <u>TV</u>	<u>rede</u> <u>My Library</u>	em how to watch help Irch	Welcome, [Name]
[User]'s Ultra	Violet Library (# items)		My Account
	Sort by: Date Added V Show only: UltraViolet L	Jbrary V Search items	:
Items per page: 5 I 10	<b>20</b>   50   100   All	l≪ ≪≪   1 of 2   J	Prefresh
	TV Show Title Season # (# Episodes) SD HD		
	Ep 1 - "Title" SD HD Date Acquired		Play New
[TV Show]	Lorem ipsum dolor sit amet, consectetur adipisicing elit eiusmod tempor incididunt ut labore et dolore magna a ad minim veniam, quis nostrud exercitation ullamco lab	, sed do liqua. Ut enim oris nisi ut	Download
	Show more		
			Upgrade HD
	<b>Ep 3 - "Title" SD HD</b> Date Acquired Lorem ipsum dolor sit amet, consectetur adipisicing elit	, sed do	Play Now
	ad minim veniam, quis nostrud exercitation ullamco lab	oris nisi ut	Download
			Upgrade HD

## Episodic content: grid view

1. Example layout for a grid view of episodic content

![](_page_25_Figure_2.jpeg)

## Episodic content: grid view

1. Example layout for a grid view of episodic content, expanded

00	Web P	age Title		
())(@)(₽)(+)(♥ http:/	/retailer.com		) ( Goo	ogle
User]'s Ultraviolat	likron /# itomal			Count
гту	TV Show Title Season #			
Show]	(# Episodes) SD HD   Year   Ratings			
tems per page: 5	Ep 1 - "Title" SD HD	Date Acquired		C Refresh
	Lorem ipsum dolor sit amet, conse	ctetur adipisicing	Play Now	
	elit, sed do eiusmod tempor incidid	lunt ut labore et		
Movie or	nostrud exercitation ullamco labori	nınım veniam, quis s nisi ut aliquip ex	Download	
TV Show]	Show more			lovie or / Show]
			Opgrade HD	
Title	Ep 3 - "Title" SD HD	Date Acquired	Play Now	Title
	elit, sed do eiusmod tempor incidid	ctetur adipisicing lunt ut labore et		
	dolore magna aliqua. Ut enim ad m	ninim veniam, quis	Download	
	Show more	s nisi ut aliquip ex		
[Movie or	Show more		Upgrade HD	lovie or
TV Show]				/ Show]
Title	Title Titl	e	Title	Title

## PLAYBACK

#### Common pitfalls include

- Confusion about resolution quality
- Confusion if title cannot be played on site
- Hidden download option

## On site playback

1. Include clear buttons for streaming and download (if available).

000		Web Page Title		C
(▲▶)@)(∰)( <b>+</b>  ● ht	tp://retailer.com		)	Google
[Retailer Logo] <u>Movies</u>   <u>TV</u>   <u>My L</u>	ibrary	redeem Search	how to watch help	Welcome, [Name] ີਯ <u>Checkout</u>
[User]'s UltraViol	et Library (# item	s)		My Account
Sort b	y: Date Added	Show only: UltraViolet Library	Search item	IS:
[Movie or TV Show]	[Movie or TV Show] Title	Movie or TV Show T SD I Year I Ratings Lorem ipsum dolor sit amet, sed do eiusmod tempor incid magna aliqua. Ut enim ad mi exercitation ullamco laboris r Director: Featuring: Play Now Downlo	Title consectetur adipisicing elit lidunt ut labore et dolore nim veniam, quis nostrud nisi ut aliquip ex pad	Perresh
[Movie or TV Show]	[Movie or TV Show]	[Movie or TV Show]	[Movie or TV Show]	[Movie or TV Show]
Title	Title	Title	Title	Title

## On site playback

- 1. *Required:* Include clear labeling of resolution owned
- 2. *Required:* if resolution being played is lower than resolution owned, include clear labeling of resolution played.
- 3. *Required*: If HD is owned but unavailable, provide clear explanation.

Web Pag	e Title
[Retailer Logo] Movies   TV   My Library	redeem     how to watch     help     Welcome, [Name]       Search     Image: Checkout
Movie or TV Show Title	SD  HD
	To play this in HD your device and display must both support <u>High-Bandwith Digital Content Protection (HDCP)</u> .
	0 / 4:59 📢
	▼ <i>I</i> k

## HD not owned

1. Resolution labels provide upsell opportunity.

000 Web	Page Title
( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( )	Google
[Retailer Logo] <u>Movies</u> I <u>TV</u> I <u>My Library</u>	redeem how to watch help Welcome, [Name] Search
Movie or TV Show Title	SDI Upgrade to HD 🚯
000	0:00 / 4:59 📢
	×
	, m

## Off site playback

- If the site does not fulfill a particular title, use a "Play Off Site" button in place of a play button so it is clear without extra navigation that the user won't be able to play on site.
- 2. Consider including a filter to allow the user to show only the titles that can be fulfilled directly. It must be clear though that it is a filter and the full Library is still available to view.

![](_page_31_Figure_3.jpeg)

## Off site playback

- 1. Clearly tell users that they are leaving the site.
- When possible, deep link directly to the location of streaming (or further direction for how to stream) using streamWebLoc. When it's not possible to link, provide messaging directing the user to uvvu.com.

![](_page_32_Figure_3.jpeg)

## Playback Off site, if multiple copies

- 1. If the user owns multiple copies from different original providers, none of which can be played on site, explain that they can go to uvvu.com to see their viewing options.
- 2. Link to uvvu.com, with the user signed in.
- If the duplicate copies are from the same original retailer, use streamWebLoc to deep link them to the provider.

![](_page_33_Picture_4.jpeg)

## CUSTOMER SUPPORT

#### Common pitfalls include

- Inconsistent or confusing messaging about UV
- Confusing combinations of UV vs. retailer customer support
- Finding support (links not obvious)

## Global help links, specific helpful tips

- Include help link in the global navigation and in "about company" type pages.
- 2. Include help or FAQ info as appropriate in areas that commonly spark questions. (e.g. sign up flow sidebar facts, playback resolution tip)

000 V	Veb Page Title
[Retailer Logo] <u>Movies   TV   My Library</u>	redeem how to watch help Welcome, [Name] Search
Movie or TV Show Title	SD   HD
	To play this in HD your device and display must both support <u>High-Bandwith Digital Content Protection (HDCP)</u> .
000	- 0:00 / 4:59 I)
	A V <i>K</i>

## Customer support pages

- Support users internally before sending them to general UV support.
- 2. Include FAQs.
- 3. Include multiple ways to contact support when possible, including email, phone, live chat.

000	Web Page Title
< 🕨 🕼 🗐 🕂 🖲 http://retailer.com	Google
[Retailer Logo]	redeem how to watch help Welcome, [Name]
Movies I IV I My Library	Search Checkoul
Help I Frequently Asked Question	IS
Topic 1	More Questions?
Topic 2	
► Topic 3	Customer Support: 1.800.860.2827 Mon-Fri Ram Rom CT & Sat Sun 10am-2nm CT
► Topic 4	Mon-Fill Gam-ophi CT & Sat-Sun Tuam-zphi CT
► Topic 5	Report a Problem
Topic 6	Liltra Violet FAO
	<u></u>
Topic 1	
► Question	
► Question	
Question	
Topic 2	
► Question	

## Support ticket form

- 1. Only require what is necessary (likely email, and the problem).
- 2. Include contextual FAQs based on the support topic the user chooses.
- 3. When arriving at this form from particular actions, pre-populate any applicable fields. Examples:
- If coming from redemption prepopulate the code and/or movie the user was trying to redeem.
- If coming from a watch page, prepopulate the movie title field.

	http://retailer.com	reb Page Title			Google	
Retailer Logo] <u>Movies</u>   <u>TV</u>   <u>My</u> Help   Freque	Library	redeem Search	how to watch	help Q	Welcom 구	e, [Name] <u>Checkout</u>
		* required				
First Name	Prepopulated		Related FAQ's			
Last Name	Prepopulated		<ul> <li>Why can't I acce my mobile phon</li> </ul>	ess my Ult e or PDA	raViolet Co ?	llection via
Email *	Prepopulated	-	<ul> <li>What are the minimum systems and</li> </ul>	stems and I	browser	
Movie/TV Title			requirements to on my computer	use the s or mobile	tore and wa device?	tch video
Redemption Code			I do not have ac	cess to th	e internet. \	Will I be
Platform	Operating System / Device	•	able to use my redemption code a movie?		n code and	watch a
Problem *	Technical & Systems		Do I need a Broa movie?	adband co	onnection to	watch the
Message * (500 Character Max)						
	Report Problem					

## REDEMPTION

### Common pitfalls include

- Long URLs
- Difficult to read codes
- Lack of success messaging

## Redemption

- The "common redemption" project will allow users to go to uvvu.com/ redeem to start any redemption flow.
- Implementers may use the common redemption site code input page to start all redemption flows then pick up the actual act of redemption, in which case the user enters the implementer site at the login/sign up or confirmation step.
- Implementers may continue to offer the code entry page on the implementer site as well.
- 2. Make redemption URL simple and short.
- In addition to direct URL, provide access to redemption page from applicable product pages and global site navigation.
- Use a single standard redemption URL rather than different URLs for different titles or different promotions.
- 5. Start redemption process with code entry.
- 6. Include benefits of UltraViolet with a generic insert image.
- 7. Mention redeeming a code is free.

Web Pag	ge Title
< ▶) ⓓ 🖶 (+ 🖲 http://retailer.com	Google
[Retailer Logo] <u>Movies</u> I <u>TV</u> I <u>My Library</u>	redeem     how to watch     help     Log in I Sign up       Search     ☑     ᅜ Checkout
Redeem Code	Benefits of UltraViolet
Enter your redemption code below to add the movie or TV show to your UltraViolet Library for <b>FREE</b> , then use any compatible device to watch it online or download from participating UltraViolet services	<ul> <li>Store your movies and TV shows in your UltraViolet Library for many years to come.</li> </ul>
Redemption code	<ul> <li>Your rights will never expire and UltraViolet will never charge a fee to maintain your Library.</li> </ul>
Enter your code (spaces optional) enter Where can I find my redemption code?	<ul> <li>You can access your UltraViolet Library using one or more participating service, the choice is always yours.</li> </ul>
	<ul> <li>You can share your UltraViolet Library with up to 5 other people.</li> </ul>
	UltraViolet Insert Image

### Code help text

- 1. Use simple pop-up tip to tell the user the code can be found on the insert.
- 2. Include a link to customer service in case their code is missing or illegible.
- 3. Upon entering the code, provide some kind of notification/animation to state the code is being checked.

e Title Google
redeem     how to watch     help       Search     Q
<ul> <li>Benefits of UltraViolet</li> <li>Store your movies and TV shows in your UltraViolet Library for many years to come.</li> <li>Your rights will never expire and UltraViolet will never charge a fee to maintain your Library.</li> <li>You can access your UltraViolet Library using one or more participating service, the choice is always yours.</li> <li>You can share your UltraViolet Library with up to 5 other people.</li> </ul>

## Invalid code error

- If code entered is not valid for the service, display helpful error messaging and a path for resolution.
- Include contextual help link.
   Pass any entered redemption code with collected user data to customer support. If you link to a form, prepopulate the form with the code entered.
- 2. Keep the entered code visible so the user can double-check it.
- 3. After 3 failed attempts, ask the user to answer a CAPTCHA.

00 Web Pag	ge Title
■ ► @ @ + • http://retailer.com	Google
Retailer Logo] <u>Movies</u> I <u>TV</u> I <u>My Library</u>	redeem     how to watch     help     Log in     Sign up       Search     Search     Checkout
Redeem Code	Benefits of UltraViolet
Enter your redemption code below to add the movie or TV show to your UltraViolet Library for <b>FREE</b> , then use any compatible device to watch it online or download from participating UltraViolet services.	<ul> <li>Store your movies and TV shows in your UltraViolet Library for many years to come.</li> <li>Your rights will never expire and UltraViolet</li> </ul>
Redemption code	will never charge a fee to maintain your Library.
ZTU4 QYXQ QF7H T6D7	<ul> <li>You can access your UltraViolet Library using one or more participating service, the choice is always yours.</li> </ul>
	<ul> <li>You can share your UltraViolet Library with up to 5 other people.</li> </ul>
	UltraViolet Insert Image

## Response delay, type movie title

- 1. If a code has multiple movies associated with it, ask the user to enter the title. Entry field should have predictive text.
- 2. If you check multiple APIs to find a code match and there is a delayed response, use this same method of asking a user to type in the title then using that title to narrow the search to a particular studio.
- Upon entering the movie or TV show, provide some kind of notification/animation to state the titles is being checked.

₩eb Pa Web Pa	ge Title
[Retailer Logo] <u>Movies</u> I <u>TV</u> I <u>My Library</u>	redeem     how to watch     help     Log in I Sign up       Search     Search     Search     Search
Redeem Code         Enter your redemption code below to add the movie or         TV show to your UltraViolet Library for FREE, then use         any compatible device to watch it online or download         irom participating UltraViolet services.         Redemption code         ZTU4 QYXQ QF7H T6D7         Sorry, we do not recognize that code. Please try again, or follow the instructions that came with your code. Help	<ul> <li>Benefits of UltraViolet</li> <li>Store your movies and TV shows in your UltraViolet Library for many years to come.</li> <li>Your rights will never expire and UltraViolet will never charge a fee to maintain your Library.</li> <li>You can access your UltraViolet Library using one or more participating service, the choice is always yours.</li> <li>You can share your UltraViolet Library with up to 5 other people.</li> </ul>
hecking for movie	UltraViolet Insert Image

### Code recognized, but can not be redeemed

- When the code entered is recognized (due to API) but could not be redeemed, provide message that explains the user will need to go uvvu.com site to complete the redemption.
- 2. Clicking on the text link or the Continue button will pass the code to uvvu.com and user is redirected to that site to proceed with the redemption.
- 3. When the code entered is recognized (due to API) but could not be redeemed, the confirmation message will show an info icon and state the offer name or title.

	0
Web Page	Title Google
[Retailer Logo] <u>Movies</u> I <u>TV</u> I <u>My Library</u>	redeem     how to watch     help     Log in I Sign up       Search     ☑     Image: Checkout
Redeem Code         Enter your redemption code below to add the movie or         TV show to your UltraViolet Library for FREE, then use         any compatible device to watch it online or download         from participating UltraViolet services.         Redemption code         Image: ZTU4 QYXQ QF7H T6D7         Sorry, we can not redeem this code here.         Please go to <u>uvvu.com/redeem</u> Image: Continue	<ul> <li>Benefits of UltraViolet</li> <li>Store your movies and TV shows in your UltraViolet Library for many years to come.</li> <li>Your rights will never expire and UltraViolet will never charge a fee to maintain your Library.</li> <li>You can access your UltraViolet Library using one or more participating service, the choice is always yours.</li> <li>You can share your UltraViolet Library with up to 5 other people.</li> </ul>
	Ke

## Valid code error behaviors

- If code is valid, has not been redeemed yet, but is for a title and resolution that is already in the user's Library, display message such as, "[title] is already in your Library." Also provide option to play the title. If the prior redemption was with a different retailer, provide the option to redeem it again with the new code.
- If code is valid, but has already been redeemed for the user's Library, display message such as, "[title] is already in your Library." Also display message that tells the user when and with what service the code was redeemed if known.
- If code is valid, but has already been redeemed for a different Library, display message such as, "This code has already been used. Each code may only be used once."

Image: Index in the interp://retailer.com       Google         Image: Interp: Interp://retailer.com       Image: Interp://retailer.com       Image: Interp://retailer.com         Image: Interp: Interp	Image: Image	00	W	eb Page Title			
Retailer Logo] redem how to watch heig Welcome, [Name]   Search Image: Comparison of the second	Retailer Logo]       redeem       how to watch       hein       Welcome, [Name]         Joint Stress       Image: Search       Image: Se	🕩 🙆 🖶 🕂 🖲 http://re	tailer.com			Go	ogle
Image: Normal State Sta	Image: Normal State Sta	Retailer Logo] <u>Movies</u> I <u>TV</u> I <u>My Library</u>		redeem Search	how to watch	<u>help</u> W	elcome, [Name] Ъ <u>Checkout</u>
Movie Title       HD I Year I Ratings	Movie Title HD I Year I Ratings	[RECOGNIZED MOVIE]	[Movie Title] HD is Play Now Do You previously redeen Would you like to rede Redeem at [Retailer] By clicking REDEEM and submit	already in yo ownload ned Movie Title w em an extra cop	ur Library rith another retai y at [Retailer]?	ler.	
		Movie Title HD   Year   Ratings	use and disclosure of this informa of Use, and Terms of Service, inc obtaining digital rights to this aud subject matter as part of your acc	ing your Recently of the terms of c luding, without limitation, io visual material, its title, count with [Retailer].	ur Privacy Policy, Terms your purchase or description and its		

## Parental control block on redemption

- 1. Display an explanatory message if a user is blocked from redeeming a title due to parental controls.
- 2. If you have account management consent, determine if the user is underage or not, and allow the user to directly change parental control settings if possible.
  - If adult: "Raise your parental control to [movie rating]."
  - If underage: "Ask your parent or guardian to change your settings"

00	We	b Page Title			
()) @ @) (+ @ http://ret	ailer.com			Googl	e
Retailer Logo] //ovies   TV   Mv   ibrary		<u>redeem</u> Search	how to watch	help Welco	ome, [Name] Checkout
<u></u>					
	Sorry [member nar	ne],			
	Your UltraViolet pare redeeming [movie tit	ental control se le].	ettings preven	t	
[RECOGNIZED MOVIE]	lf you cannot change yo guardian for help.	our settings, ask	your parent or		
	Update Settings	Parent/Guardiar	n Login		
Movie Title					
HD I Year I Ratings					

## Log in (if needed)

- If log in or sign up is necessary, display the box art, title/version, and resolution for the title being redeemed to provide context and reinforce that the user is on a successful path.
- 2. Be sure to drop the user at a redemption confirmation page after completing log in or sign up.

	Web Page Title
▲ ▶) ⓐ ⓓ (+   ● http://retaile	r.com Google
[Retailer Logo] <u>Movies</u>   <u>TV</u>   <u>My Library</u>	redeem     how to watch     help     Log in i Sign up       Search     ☑     ☑     ☑
	Log in with [Retailer] to redeem [Movie Title]
[RECOGNIZED MOVIE]	Connect with UltraViolet Connect with Facebook Or Email
Movie Title HD I Year I Ratings	Password Eorgot Password? Remember Me
	Don't have a [Fetailer] account? Sign up now. It's FREE!

## Collecting only necessary additional info

- If you must request additional information, after a code has been submitted, display box art, title/ version, and resolution for the associated movie to reinforce comfort that the process is on a successful path.
- 2. Collect any needed information concisely and with clear messaging on why it is needed. (For example, if you need a mailing address to fulfill a promotional item delivery.)
- 3. Avoid asking where a title has been purchased if possible (auto-check).

	stailer com	Web Page Title		Coogle
Retailer Logo] <u>Aovies</u> I <u>TV</u> I <u>My Library</u>	etailer.com	redeem Search	how to watch help	<u>Log in I Sign up</u> ↓ Checkout
	Your purchase Please supply you [promotional item].	comes with a fre	e [promotional it delivery of the	em]
[RECOGNIZED MOVIE]	searbh∆*		* require	d
-	*City			
	*State	Select State	\$	
<b>Movie Title</b> HD   Year   Ratings	*Zip Code			
		Continue Skip	this. I don't want the fre	ee item

#### Redemption, Retailer Sign Up, UV Linking Confirmation

- Confirm that the redemption has been successful. Also mention about retailer account creation and linking with Library.
- a. In the process of redeeming, if the user has also created an UltraViolet account add following with retailer account creation message.

"UltraViolet will send you a confirmation email. You can use your UltraViolet password to link you UltraViolet Library to more participating UltraViolet services."

- 2. Lead the user to logical next steps such as watching, downloading, or upgrading the title.
- 3. Provide clear access to the Library from this page.
- Consider providing recommendations based on both the redeemed movie and other movies in the Library (if you have user's consent). Be sure to constrain to rating appropriate material. (e.g. a kid's title should not have R rated recommendations)
- Provide an option to add another code (starts flow from beginning).

	Web Page Title
■ Deteilen land	tailer.com Google Walaoma (Nama
Novies   TV   My Library	Search
	[Movie Title] is now in your UltraViolet Library
	Your [retailer] account has been created and linked to your UltraViolet Library. You are now ready to watch [movieTitle] right here or with participating UltraViolet services using any compatible device. <u>Learn More</u>
[RECOGNIZED MOVIE]	Play Now Download \$x Upgrade to HD
	Go to my UltraViolet Library Redeem another code
<b>Movie Title</b> HD I Year I Ratings	We think you'll also like
Content is protected by U.S. copyright law. <u>Learn More</u> .	[Movie] [Movie] [Movie]
	Title   Title   Title

### Redemption confirmation, Single Title

- Confirm that the redemption has been successful and lead the user to logical next steps such as watching, downloading, or upgrading the title.
- 2. Provide clear access to the Library from this page.
- Consider providing recommendations based on both the redeemed movie and other movies in the Library (if you have user's consent). Be sure to constrain to rating appropriate material. (e.g. a kid's title should not have R rated recommendations)
- 4. Provide an option to add another code (starts flow from beginning).

	Web Page Title
Retailer Logo] Aovies   <u>TV</u>   <u>My Library</u>	redeem     how to watch     help     Welcome, [Name]       Search     ☑     ☑     ☑
	[Movie Title] is now in your UltraViolet Library Watch [Movie Title] right here or with participating UltraViolet services using any compatible device. <u>Learn More</u>
[RECOGNIZED MOVIE]	Play Now     Download     \$x Upgrade to HD       Go to my UltraViolet Library     Redeem another code
Movie Title HD   Year   Ratings Content is protected by U.S. copyright law. <u>Learn More</u> . Share:	We think you'll also like [Movie] [Movie] [Movie] [Movie] Title Title Title Title Title

### Redemption confirmation, Bundle

- Confirm that the redemption has been successful for the bundle and lead the user to logical next steps.
- 2. Provide clear access to the Library from this page.
- 3. Provide box art view of all the titles included in the bundle. Allow user to navigate the list and click the box art to get to the title detail page.
- Match the order of the titles to the order designated in the bundle metadata.

![](_page_50_Figure_5.jpeg)

## LINKING / UNLINKING

#### Common pitfalls include

- Confusion about what linking is and why to link
- Hard to find options for unlinking/relinking
- Confusion about relationship between Retailer and UltraViolet

## Linking from Library page

- 1. If user's Retailer account is not linked to UV, display prominent and clear messaging.
- 2. Include benefits of linking.
- Don't let marketing messages overshadow needed utility messages. Great to include benefits of UV too, but not at the expense of the user understanding what linking specifically means.

Web Pa	age Title	Google
[Retailer Logo] <u>Movies   TV   My Library</u> Link your []]traViolet Library with your [Betaile	redeem how Search	to watch help Welcome, [Name]
Image: Contract of the contract	Pr] Dries and TV Diet Library so winoad on any price. SO YOU access <u>sign in for now.</u>	<ul> <li>Watch anywhere, on any device</li> <li>Store your movies and TV shows in your UltraViolet Library for many years to come.</li> <li>Your rights will never expire and UltraViolet will never charge a fee to maintain your Library.</li> <li>You can access your UltraViolet Library using one or more</li> </ul>
[Order History]		<ul> <li>You can share yourUltraViolet Library with up to 5 other people.</li> </ul>

## Linking from account page

1. Use a consistent location on the account page to show if the account is linked or not linked.

	Web P	age Title				
▶ @ @ + • http://ret	ailer.com				Google	
Retailer Logo] <u>Iovies</u>   <u>TV</u>   <u>My Library</u>		redeem Search	how to watch	<u>help</u>	Welcon ټټ	ne, [Name] Checkout
ly Account						
[RETAILER] ACCOUN	TSETTINGS					
Account Information	Account Information					
Drder History						
Payment Information	Personal Information & Commun	ication Preferen	ces			
	Login Information					
	Security Question					
MY ULTRAVIOLET SE	TTINGS					
Link your UltraViolet Libra [Retailer] account for FRE need to log in to UltraViol want to access your Libra [RetailerURL].com.	ary with your EE so you won't et each time you rry here at	To mana • Manag • Set up • Manag • Unline	ge your UltraViole ge users in your Lii o parental controls ge your devices < your UltraViolet L	t settings g brary ibrary	o to (uvvı	ı.com):
Link your UltraViolet Libr	ary	Ultrav	violet Settings	L	IltraViolet	Help

## Playback Linking

1. If a user tries to access playback from a direct hit while not logged in (such as from a bookmark), ask the user to log in, then go to the intended url and display prompt to link.

000 Web Page	Title
(I)	Google
[Retailer Logo] Movies   <u>TV</u>   <u>My Library</u>	tedeem how to watch help Welcome, [Name] Search ♀ ♡ ₩ Checkout
Movie or TV Show Title	SD I Upgrade to HD
Safely and securely stores your UltraViolet Library in the cloud. Link your UltraViolet Library with your [I so you won't need to log in to UltraViolet your Library here at [RetailerURL].com. Link your UltraViolet Library	Example 2 Sector 2 Se
	<u>/ 4:59 =0)</u>
	li.

## Redemption Linking

1. If a return user is redeeming and does not have UV linked, after login prompt to link.

	://retailer.com	Web Page Title			
[Retailer Logo] Movies   TV   My Lib	rary	redeen Search	now to watch	help Weld	come, [Name] 7 <u>Checkout</u>
[RECOGNIZ MOVIE]	[Movie Title] is n Watch [Movie Title] is services using any of Control of the services using any of Control of the services using any of Safely and securely stores your UltraViolet Library in the cloud. Link your UltraViolet Library of so you won't need to log in to your Library here at [Retailer	ow in your Ultr ight here or with p ompatible device.	raViolet Librar participating Ultra Learn More [Retailer] you add new movies and to your UltraViolet Librar stream and download or compatible device. ] account for FRI time you want to	TV y so h any EE access	
copyright law. Learn h	Link your UltraViolet Library	Title Title	No Title	o, thanks	

# Linking in purchase flow

1. If a user is not linked when performing a purchase, prompt for link within purchase flow.

OO Image: A state of the state of	Web Page Title
[Retailer Logo] Movies   <u>TV</u>   <u>My Library</u>	redeem     how to watch     help     Welcome, [Name]       Search     ☑     ☑     ☑
	[Movie Title] will be added to your UltraViolet Library
	EXAMPLE AND LET Safely and securely stores your UltraViolet Library in the cloud.
	Link your UltraViolet Library with your [Retailer] account for <b>FREE</b> so you won't need to log in to UltraViolet each time you want to access your Library here at [RetailerURL].com.
Movie Title HD   Year   Ratings	Link your UltraViolet Library <u>Remind me later, just sign in for now.</u>

## Linked notice, UV settings access

- 1. *Required:* Include access to UV settings (either on site or a link to uvvu.com).
- 2. *Required:* When linking to uvvu.com, use an authenticated link.
- It is recommended that you do not include the ability to unlink directly since there is no benefit to the user to unlink and it risks confusion. If you do provide the ability to unlink directly, include an are-you-sure message to add gravity to the important decision.

000	Web P	ge Title	
▲ ▶ @ @ + ● http://re	etailer.com	Google	
[Retailer Logo] <u>Movies</u>   <u>TV</u>   <u>My Library</u>		redeem     how to watch     help     Welcome       Search     Search     Search     Search     Search	e, [Name] Checkout
My Account			
[RETAILER] ACCOUN	IT SETTINGS		
Account Information	Account Information		
Payment Information	Personal Information & Communi	ation Preferences	
	Login Information		
	Security Question		
MY ULTRAVIOLET SE	ETTINGS		
You are signed in to Ultra	Violet as Name. <u>Not you?</u>	To manage your UltraViolet settings go to (uvvu.o Manage users in your Library	:om):
<ul> <li>Your UltraViolet Library and [Retailer] account are linked.</li> </ul>		<ul> <li>Set up parental controls</li> <li>Manage your devices</li> <li>Unlink your UltraViolet Library</li> </ul>	
		UltraViolet Settings UltraViolet H	lelp

## PRODUCT PAGES

### Common pitfalls include

- Lack of clear labeling of UV titles
- Lack of labeling for titles that are already owned

## Product, title owned

- If a title is already in a user's Library, include watch/download buttons directly on product page as applicable. Make it clear that the user already owns it.
- 2. Consider opportunity for upsell to HD and/or gift purchase.

![](_page_59_Picture_3.jpeg)

## Product page, title not owned

1. If a title can be redeemed from disc and/or converted using disc-todigital, include those options within the product page.

● ● ● ● ● ● ● ● ● (1) (1) (2) (2) (2) (2) (2) (2) (2) (2) (2) (2	We tailer.com	b Page Title		Google
[Retailer Logo] Movies   TV   My Library		redeem Search	how to watch	help Welcome, [Name]
Movie Ratings: PG-13 Duration: 122 Minutes	[Movie Title] Lorem ipsum dolor sit amet, do eiusmod tempor incididu aliqua. Ut enim ad minim ve ullamco laboris nisi ut aliqui Duis aute irure dolor in repro cillum dolore eu fugiat nulla cupidatat non proident, sunt anim id est laborum. Ut enim exercitation ullamco laboris	Shar consectetur adipis t ut labore et dolo niam, quis nostrud o ex. ehenderit in volupta pariatur. Excepteu in culpa qui officia n ad minim veniam nisi ut aliquip ex.	e: icing elit, sed re magna exercitation ate velit esse r sint occaecat deserunt mollit , quis nostrud	Buy HD \$XX.XX         Buy SD \$XX.XX         Buy as Gift         Redeem Disc Code         Convert Disc to Digital
Released: 12/20/2012 Studio: StudioName Language: English	[Movie] [Movie Title Title	[ [Movie] Title	[Movie] Title	Play Trailer Learn more about <u>UltraViolet</u> . Bandwidth Check Run a video check to make sure computer can stream HD quality content.

## Parental control block on purchase

- 1. Consider using UV parental controls to simply hide product pages that are unsuitable for a logged in member.
- 2. If the banned product still appears, display a message of explanation if the underage user is blocked from purchasing that title.
- 3. If you have account management consent, determine if the user is underage or not, and allow the user to directly change parental control settings if possible.
  - If adult: "Raise your parental control to [movie rating]."
  - If underage: "Ask your parent or guardian to change your settings"

▶)(①)(骨)(十)● http://r	etailer.com	Web Pa	age Title			Google
Retailer Logo] Iovies   <u>TV</u>   <u>My Library</u>	6		redeem Search	how to watch	<u>help</u>	Welcome, [Name]
	[Movie Title]		Sha	re: f ⋗		Watch Now
	Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut			ດ 🖽	Download	
Movie	Sorry [member name], Your UltraViolet parental control settings				Upgrade to HD	
	If you cannot change your settings, ask your parent or guardian for help.				Buy as Gift	
atings: PG-13	Update Settin	ngs	Parent/Gu	ardian Login	_	
eleased: 12/20/2012 tudio: StudioName	[Movie]	[Movie]	[Movie]	[Movie]		Diau Troilor
anguage: English	[movie]	Imoviel	[MOVIO]	[MOVIC]		
	Title	Title	Title	Title	Band check	more about <u>UltraViolet</u> . <u>width Check</u> Run a video to make sure computer

## Change Log

Version	Changes	Slides affected
IUX_bestPractices_020813.pptx	(first version posted to uvvuwiki.com)	
IUX_bestPractices_032013.pptx	<ul> <li>Table of contents updated</li> <li>Global navigation added</li> <li>Brackets added around stand-in text, e.g. [Retailer]</li> <li>Minor text change to sign-up pitfalls</li> <li>Changed FB Connect message to generic common single sign-on w/ examples</li> <li>Removed alt single step sign up, added notes about it within two step sign up</li> <li>Added explanation for example radio button functionality</li> <li>Clarified that UV sign-in example is from browser</li> <li>Added note about correct TOU/PP urls</li> <li>Added Facebook Connect Example, removed previous simple tip about it</li> <li>Moved UV Single Sign-on to end of Sign Up section, updated text slightly to position as currently available</li> <li>Added tip to position "Connect with UltraViolet" with other single sign-on options</li> <li>Made sign up button more prominent on login pages</li> <li>Added recommendations for handling of duplicate/multiple titles</li> <li>Added note to only show one, "home country" rating</li> <li>Added IV symbol to title info and playback</li> <li>Removed studio discussion and future feature notes</li> <li>Improved prominence of SD label in playback</li> <li>Minor text change for clarity of play off site button location</li> <li>Added note about messaging if linking to stream location not possible</li> <li>Added tip that redeem be included in global nav, added tip about UV education on redemption page, improved layout/messaging on redemption page</li> </ul>	1 All wireframes 2 3, 12, 13, 15 4 4 5 6 11-13, 15 3, 14-20 16, 18 15 15, 42 22 22-23, 30, 33-35 23 23, 30-35, 37, 51 23, 45 31-32, 37 33 34 39 41, 45
	<ul> <li>Added linking prompts for playback and redemption</li> </ul>	51, 52

## Change Log

Version	Changes	Slides affected
IUX_bestPractices_082313.pptx	<ul> <li>Terminology updates: Collection/account changed to Library, sign-in name changed to username</li> <li>General layout clean up (cosmetic)</li> <li>Updated Retailer Sign Up and Common Single Sign On pages to address user test results.</li> <li>Added "FREE" for Retailer sign up page, linking flow and redeem code page to address user test results.</li> <li>Updated UV connect iFrames to match new uvvu redesign.</li> <li>Changed "right" to "rights token" on annotation #13 and Added "(same ALID)" after "resolution right" on annotation #14</li> <li>Changed "title" with "items"</li> <li>Updated redemption flow to address user test results, added redemption confirmation page for a bundle, added a help popup on the redemption page for "where to find the code", added a case where the the response is delayed for entered redemption code.</li> <li>Removed unlinking, added advice against unlinking, added a note requirement to use an authenticated link to UltraViolet settings</li> </ul>	All wireframes All wireframes 3-18 3-7, 15, 39, 40, 45, 46, 50-54 4, 6, 14, 16 20 20-25, 28, 31 39-46 55
IUX_bestPractices_022014.pptx	<ul> <li>Updated redemption flow</li> <li>Added a slide for when the code is recognized but can not be redeemed scenario.</li> <li>Added a confirmation page for the user who created a Retailer account and linked it with his Library in process of redeeming.</li> </ul>	39-50 43 48