

# IMPLEMENTER UX BEST PRACTICES

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*February 20, 2014*



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- Redemption
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- Product Pages

# SIGN UP

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Common pitfalls include

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

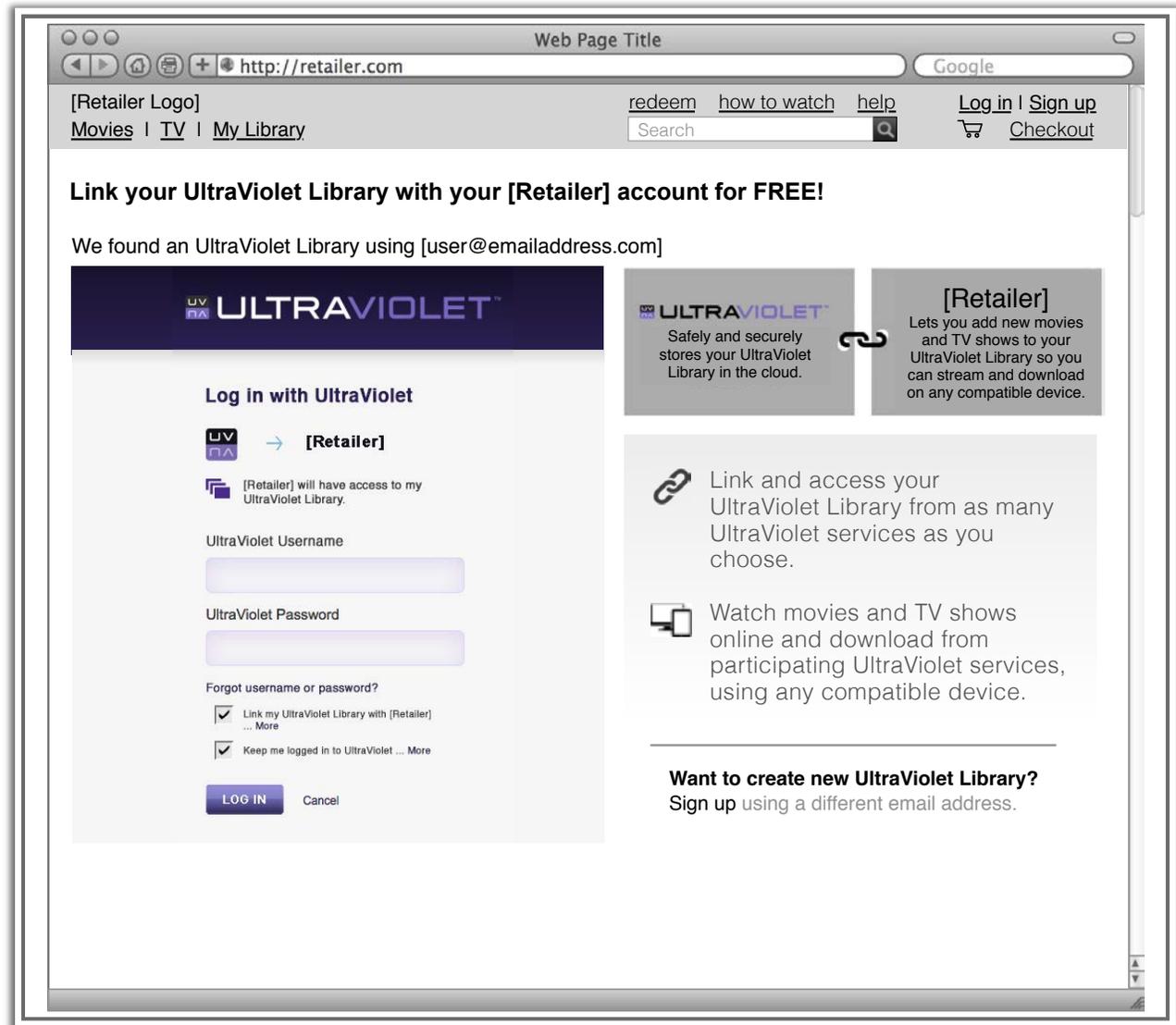
# Step 1: simplified implementer sign up form

1. Only include what is necessary on sign-up forms.
2. Consider using the word “FREE” for signing up.
3. 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.
6. 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.

The screenshot shows a web browser window with the URL <http://retailer.com>. The page features a navigation bar with a [Retailer Logo], links for [redeem](#), [how to watch](#), [help](#), [Log in](#), and [Sign up](#). Below the navigation bar are links for [Movies](#), [TV](#), and [My Library](#), a search bar, and a [Checkout](#) button. The main content area is titled "Sign up with [Retailer] for FREE" and includes the text "Sign up using your UltraViolet or Facebook account". There are two buttons: "Connect with UltraViolet" and "Connect with Facebook". Below these is a horizontal line with "or" in the center and an asterisk "\* required" on the right. The form fields are: "First Name", "Last Name", "\*Birth Date" (with dropdowns for Month, Day, and Year), "\*Email", "\*Confirm Email", "\*Password" (with the text "1heu" entered), and "\*Confirm Password". To the right of the password fields is a box titled "Password must have:" with a list of requirements: "X 8 characters or more", "X Upper case letter", "✓ Lower case letter", and "✓ Number". Below the form are two checked checkboxes: "I want to receive exclusive special offers, benefits and email communications from [Retailer], and I consent to the [Retailer]'s Privacy Policy." and "I want to create a [Retailer] account, and I consent to this [Retailer]'s site's Privacy Policy, Terms of Use and Terms of Service." At the bottom, there is a "Sign Up" button and a link "Already a [Retailer] member?".

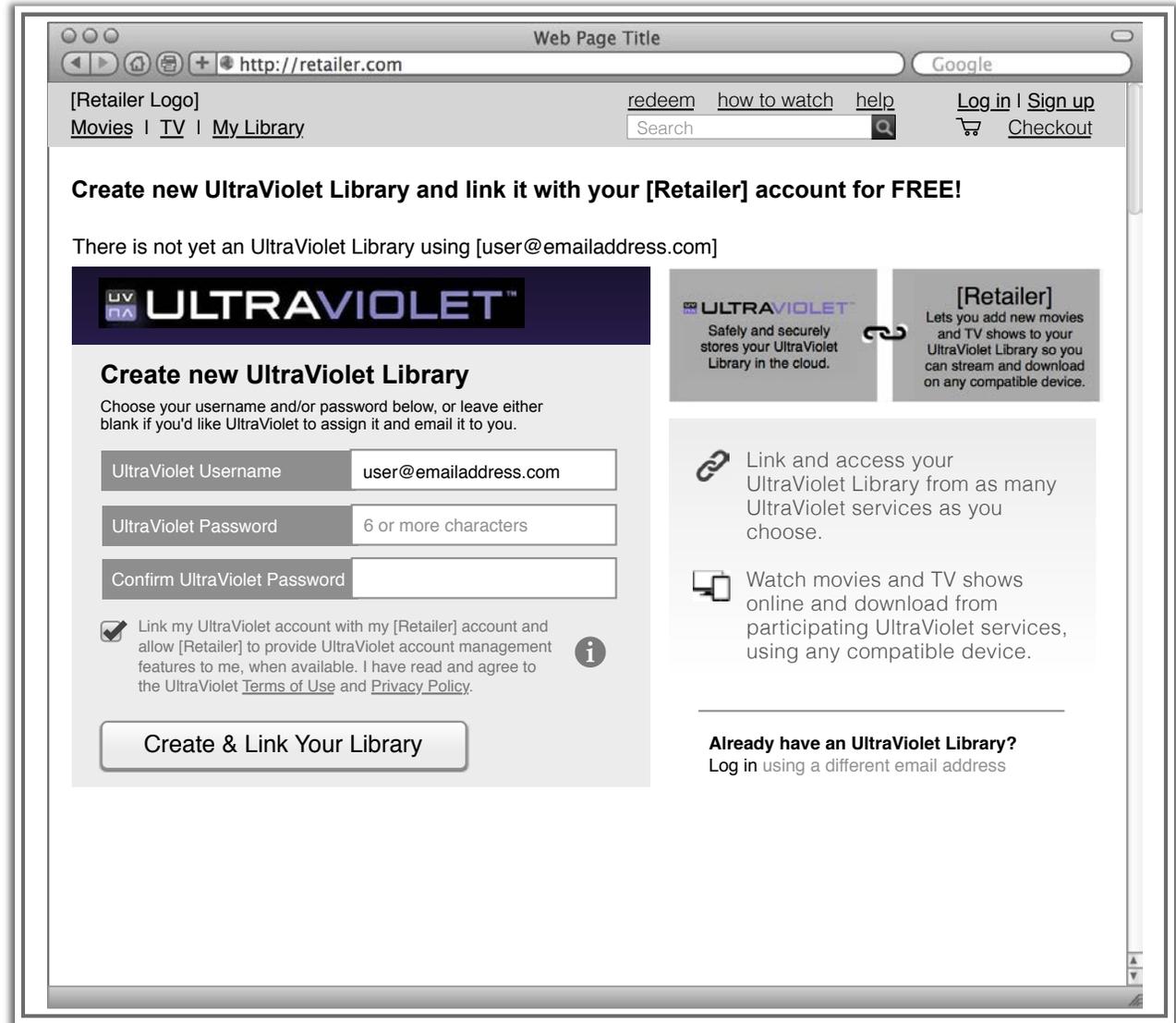
## Step 2 / existing UV user: link to UV account

1. 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 in-line 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.
5. Be careful not to push free movie enticements in scenarios that would encourage intentional extra account creation just to get free movies.
6. Mention linking is free.



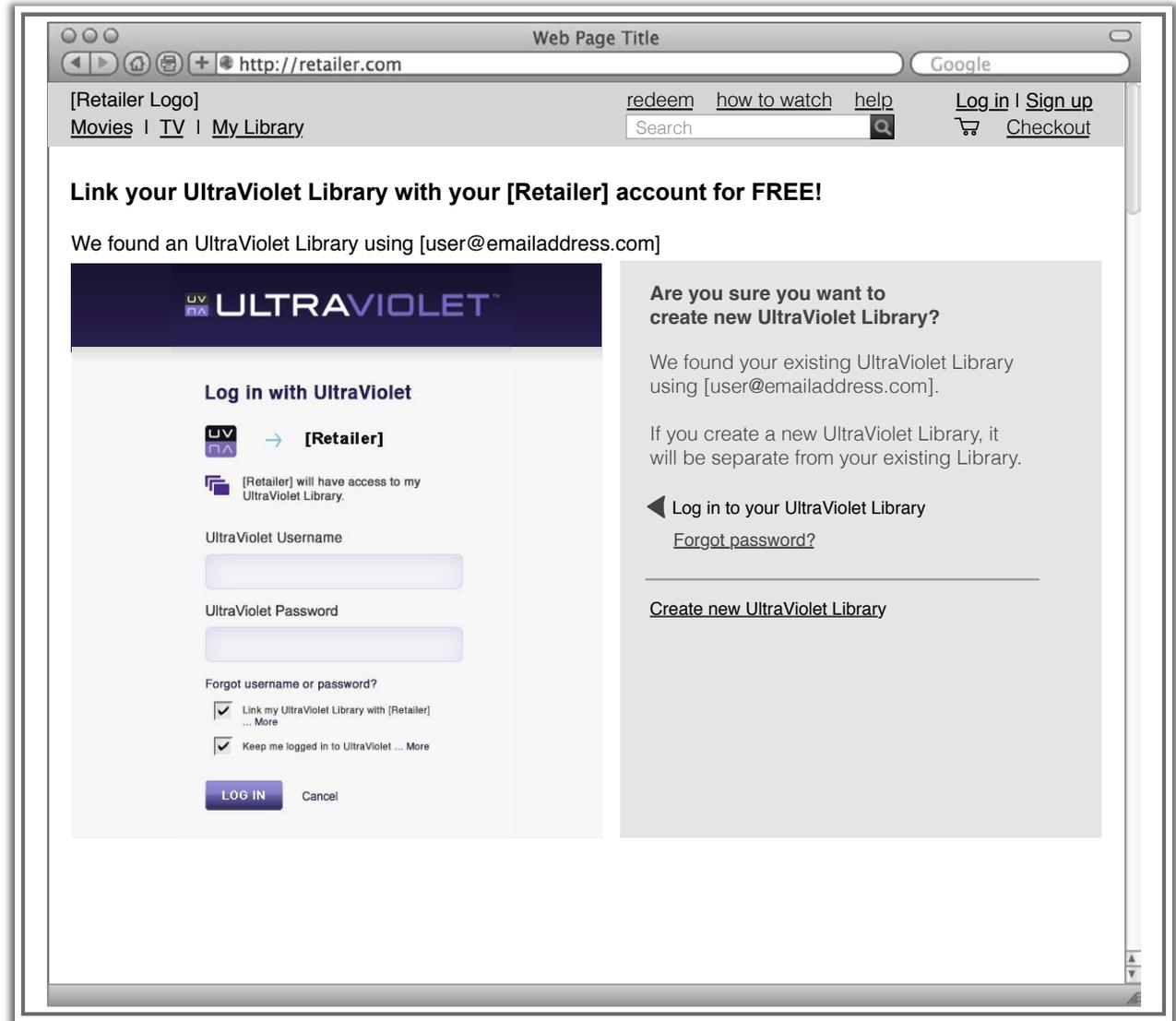
# Step 2 / new UV user: link to UV account

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.uvuu.com/Consent/Text/US/urn:dece:type:policy:TermsOfUse/html/Current/)
7. Provide a check box (pre-checked by default) 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".
8. When user continues with "Create & Link 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.



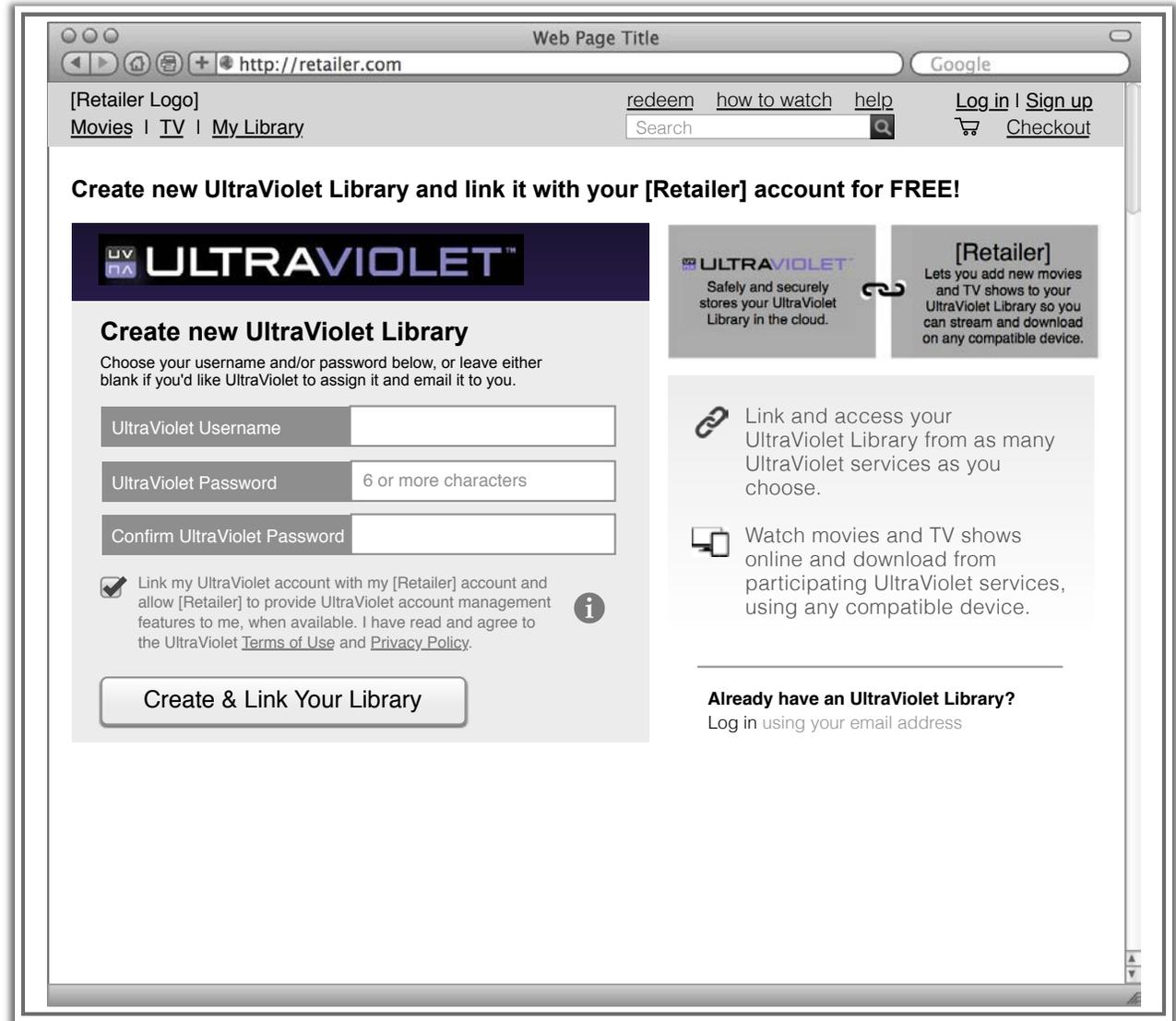
# UV account create using found email

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.



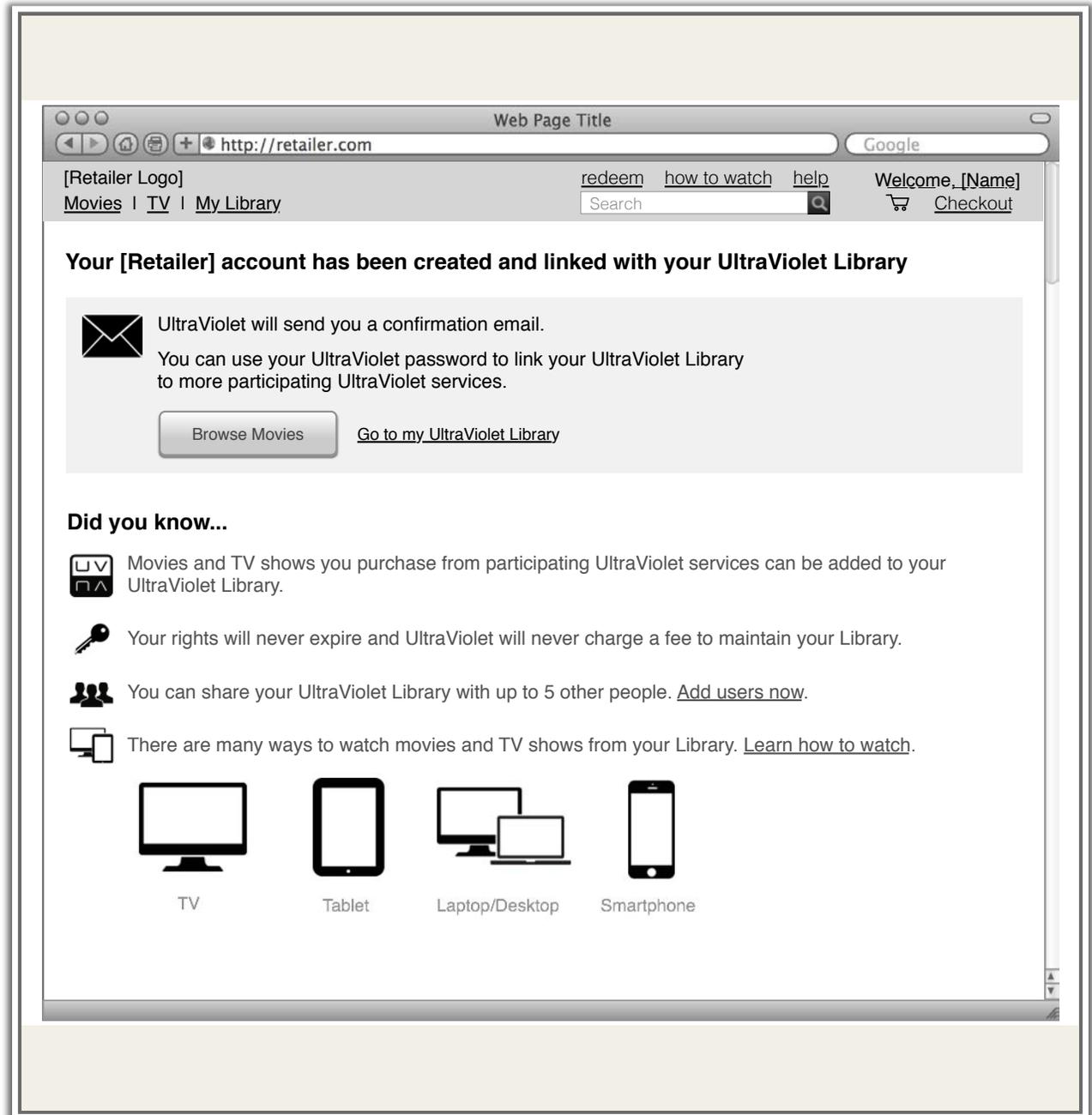
# UV account create using found email

1. 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.



# 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.
3. Include next step information and lead the user to the next desired task/option.
4. 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.



# SIGN UP (COMMON SINGLE SIGN-ON)

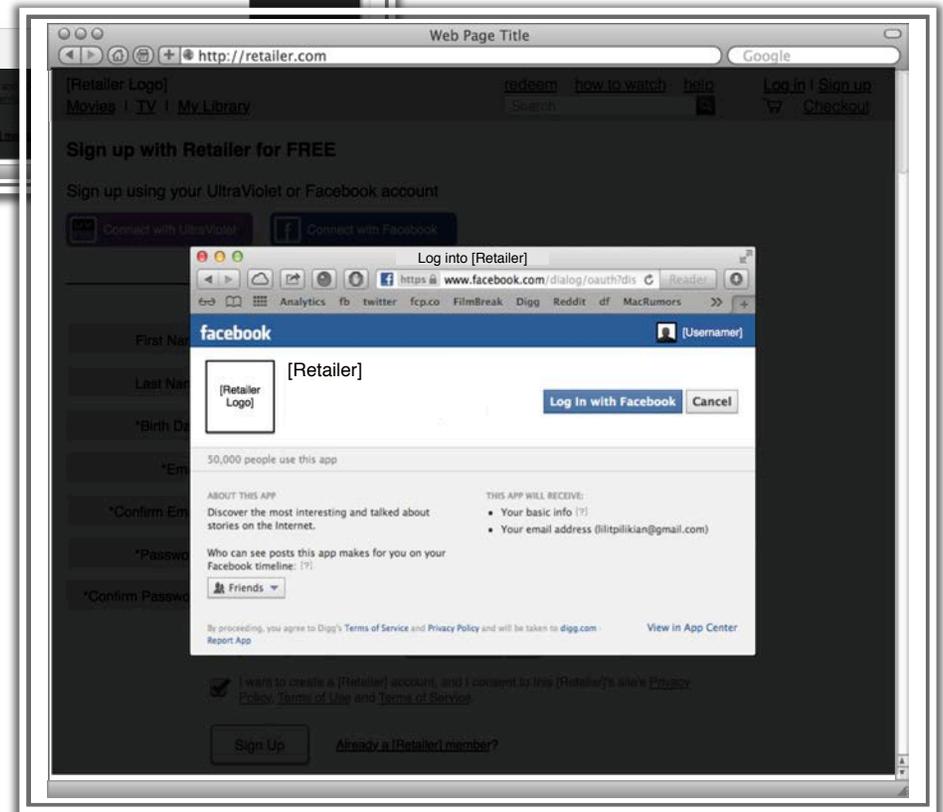
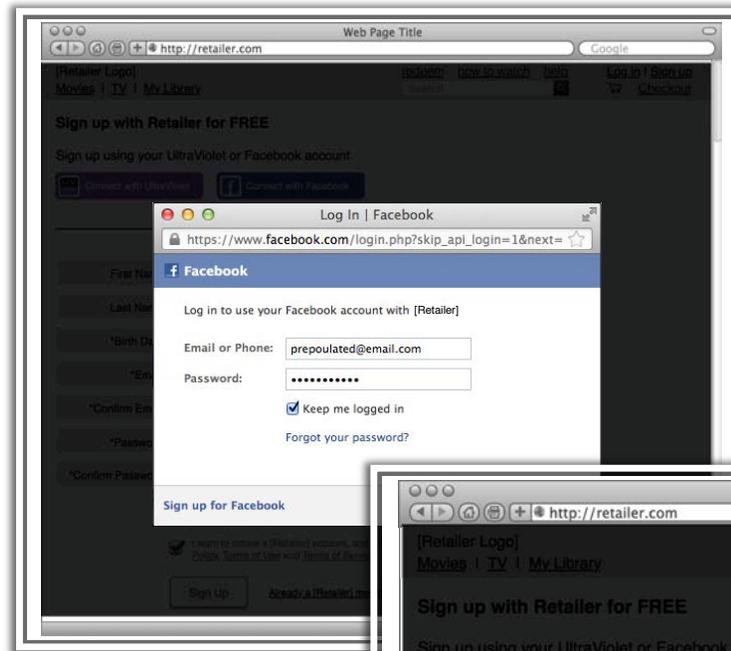
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Common pitfalls include

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

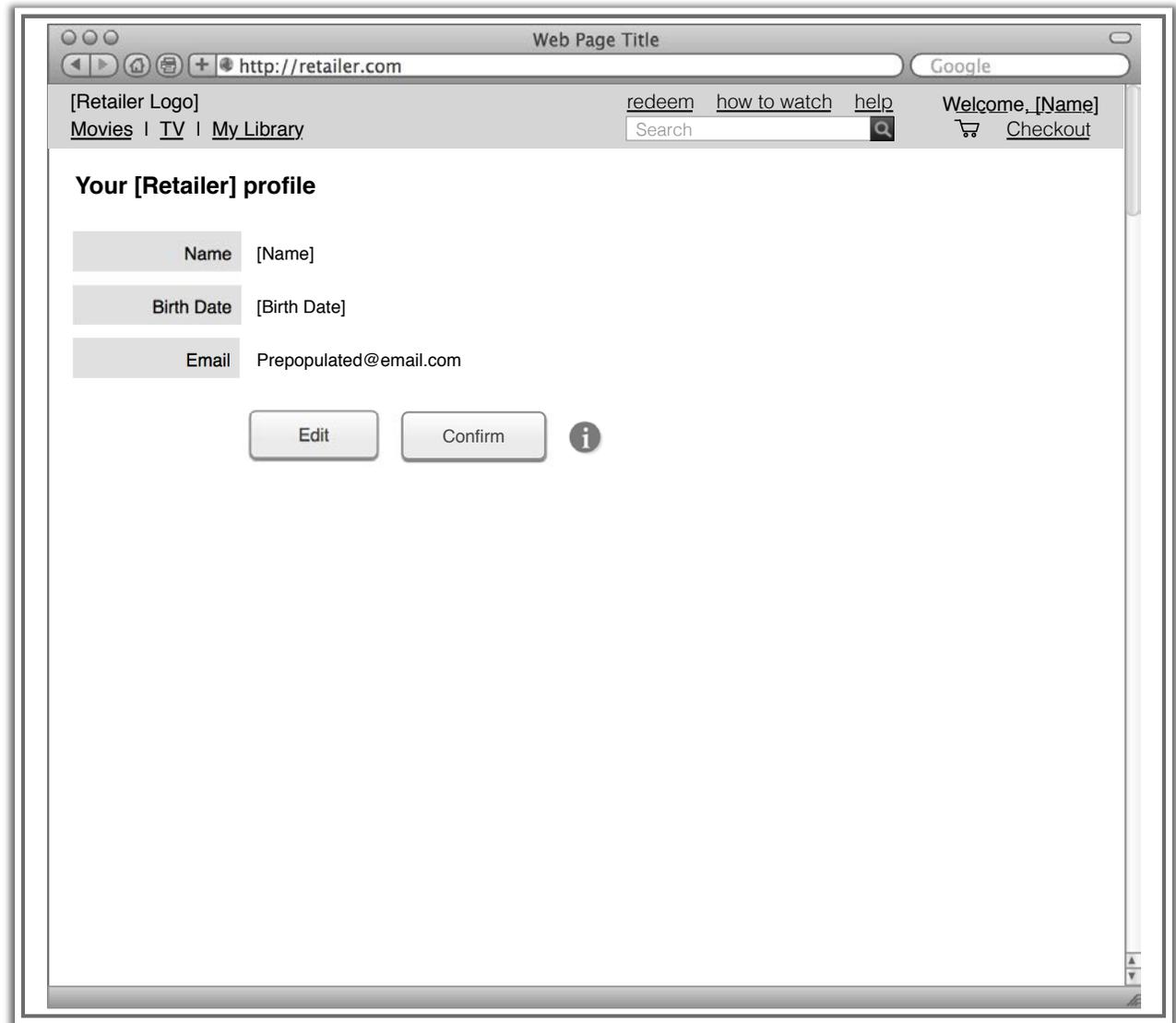
# Common Single Sign-On

1. Consider supporting login and sign up with common single sign-on options such as Facebook Connect, Google+, etc.
2. 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.



# Common Single Sign-On

1. 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.)
3. After this step, continue with the sign-up flow, picking up at the linking step. [Refer to slides 4-8.](#)



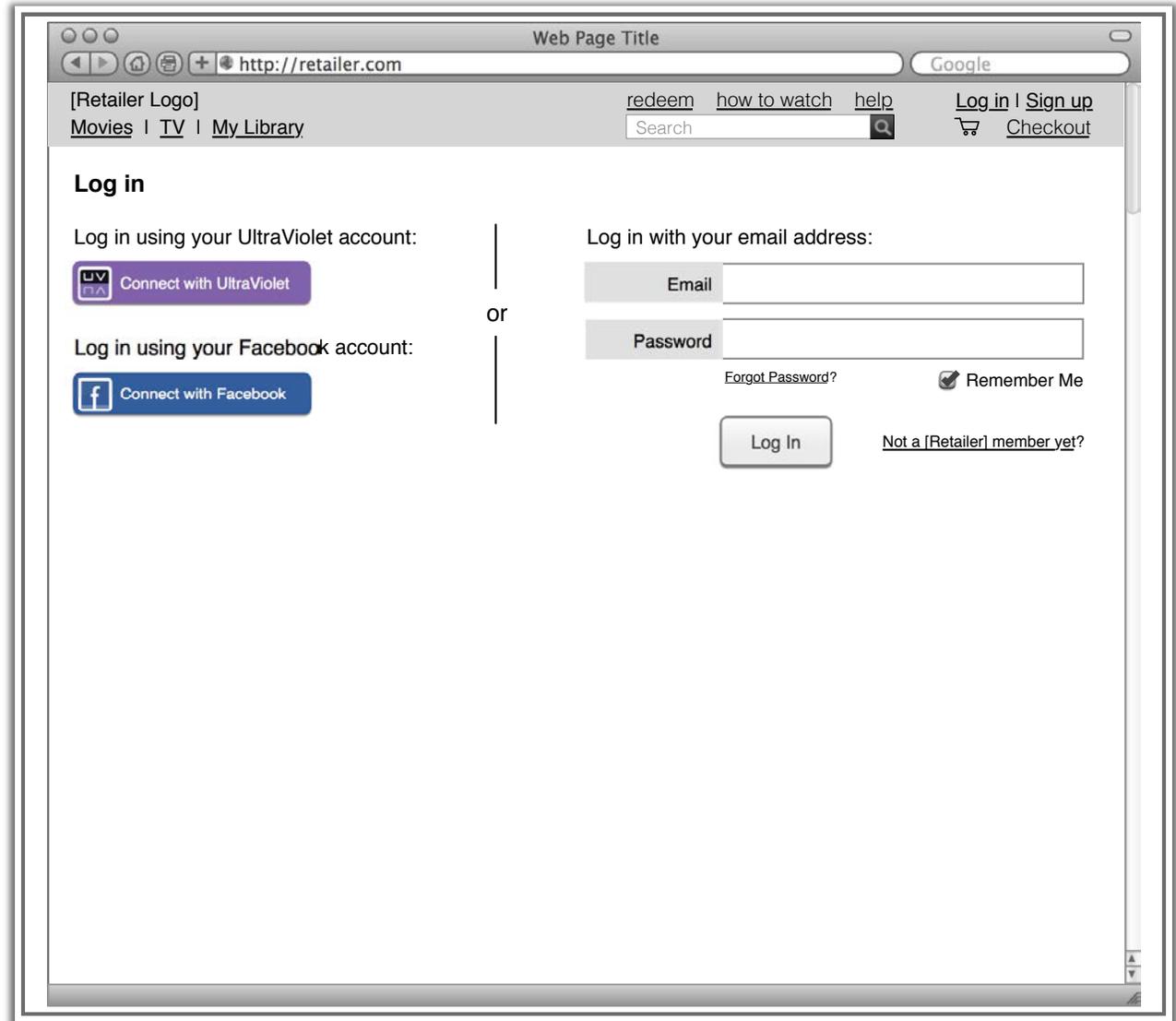
# ULTRAVIOLET SINGLE SIGN-ON

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New feature, became available to implement in  
February 2013

# Log In

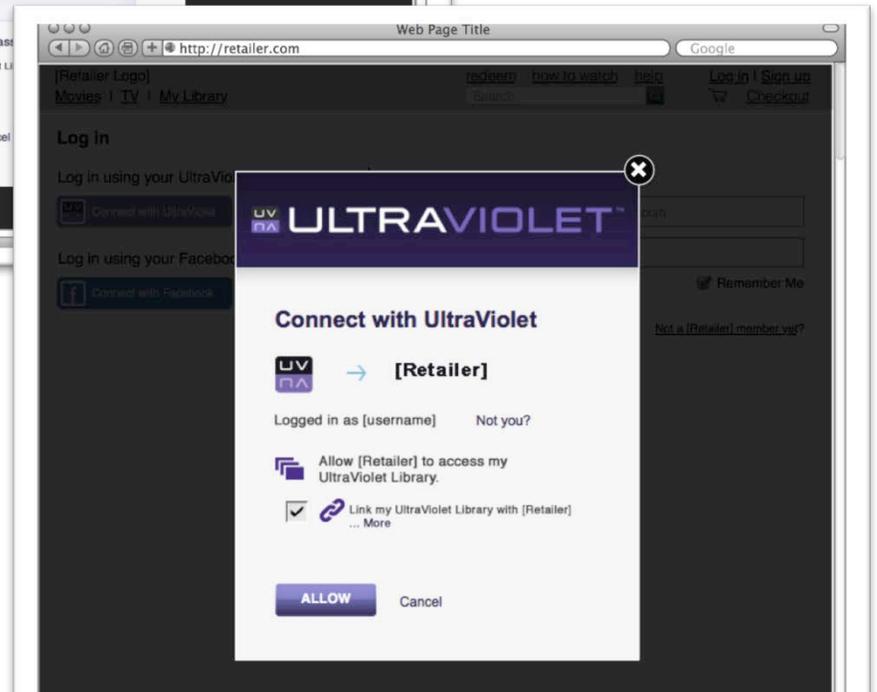
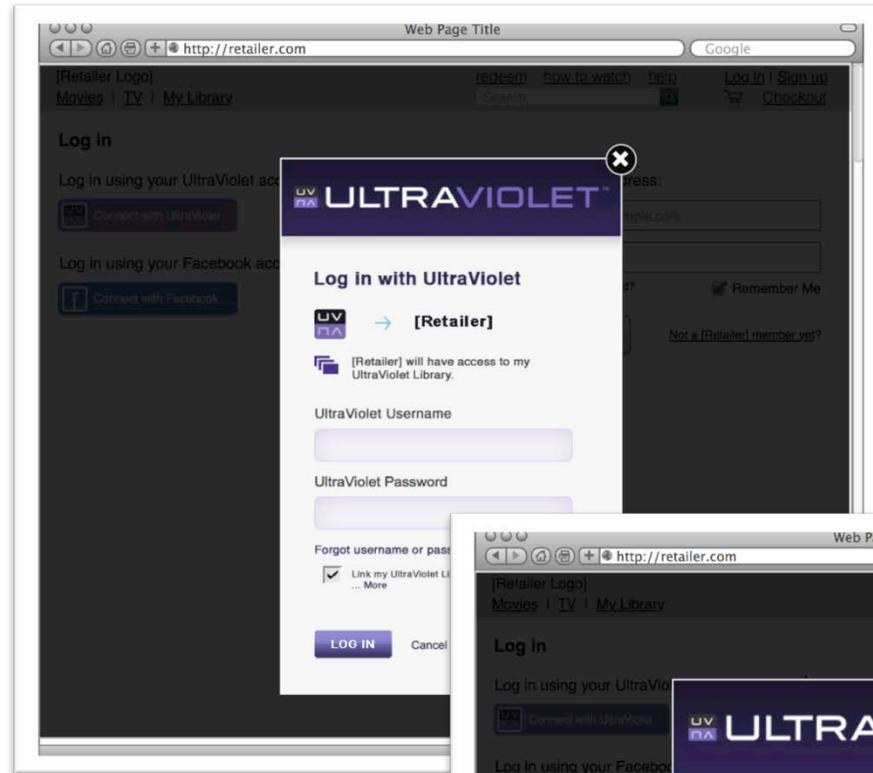
1. Consider implementing UV Single Sign-on for login and sign-up using UV user credentials.
2. Consider positioning UV single sign-on with common single sign-on options (e.g. FB Connect, Google+, etc.) to suggest the similarity of function. Test with users to determine if this is clear as we all explore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



# Log in using “Connect with UltraViolet”

1. If user chooses “Connect with UltraViolet” and does not have an active UV session, the UV sign in page is displayed.
2. 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.uvwiki.com/index.php?title=Authentication\\_UI](http://www.uvwiki.com/index.php?title=Authentication_UI)



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”

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

The screenshot shows a web browser window with the URL <http://retailer.com>. The page title is "Web Page Title". The navigation bar includes a [Retailer Logo], links for "redeem", "how to watch", "help", "Log in | Sign up", "Movies | TV | My Library", a search bar, and a "Checkout" button with a shopping cart icon.

### Sign up with [Retailer] for FREE

Sign up using your UltraViolet or Facebook account

[Connect with UltraViolet](#) [Connect with Facebook](#)

\_\_\_\_\_ or \_\_\_\_\_

\* required

First Name

Last Name

\*Birth Date    ⓘ

\*Email

\*Confirm Email

\*Password

\*Confirm Password

**Password must have:**

- X 8 characters or more
- X Upper case letter
- ✓ Lower case letter
- ✓ Number

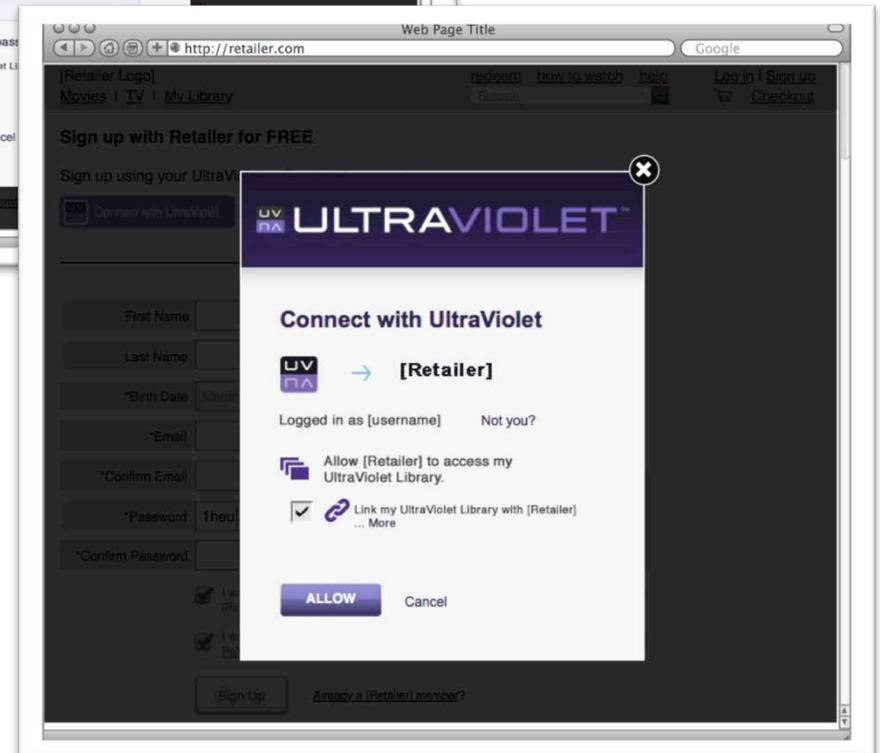
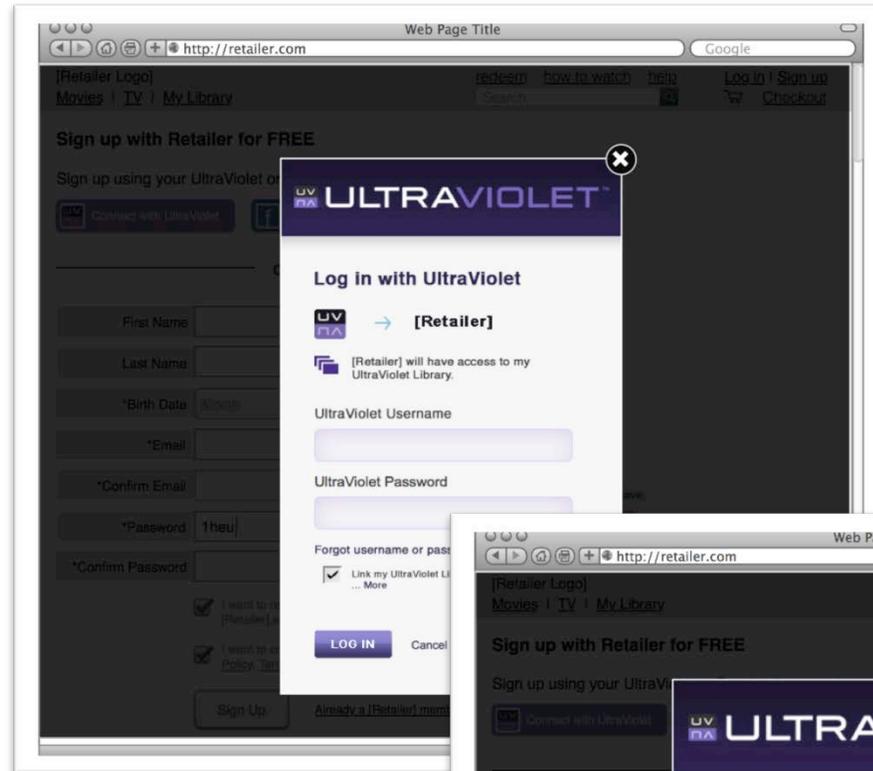
I want to receive exclusive special offers, benefits and email communications from [Retailer], and I consent to the [Retailer]'s [Privacy Policy](#).

I want to create a [Retailer] account, and I consent to this [Retailer]'s site's [Privacy Policy](#), [Terms of Use](#) and [Terms of Service](#).

[Already a \[Retailer\] member?](#)

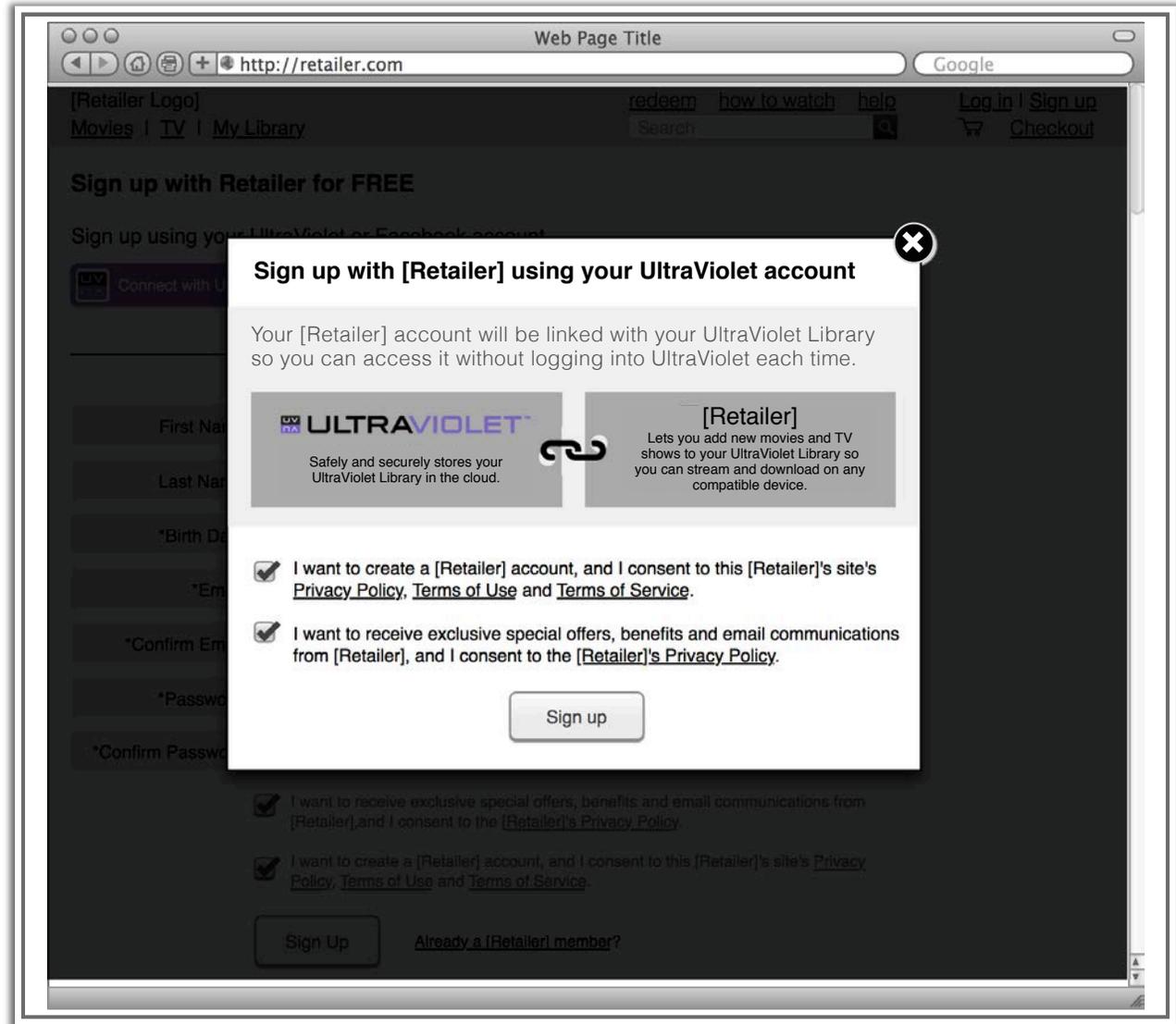
## Sign-up / UV consents

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.uvuwiki.com/index.php?title=Authentication\\_UI](http://www.uvuwiki.com/index.php?title=Authentication_UI)



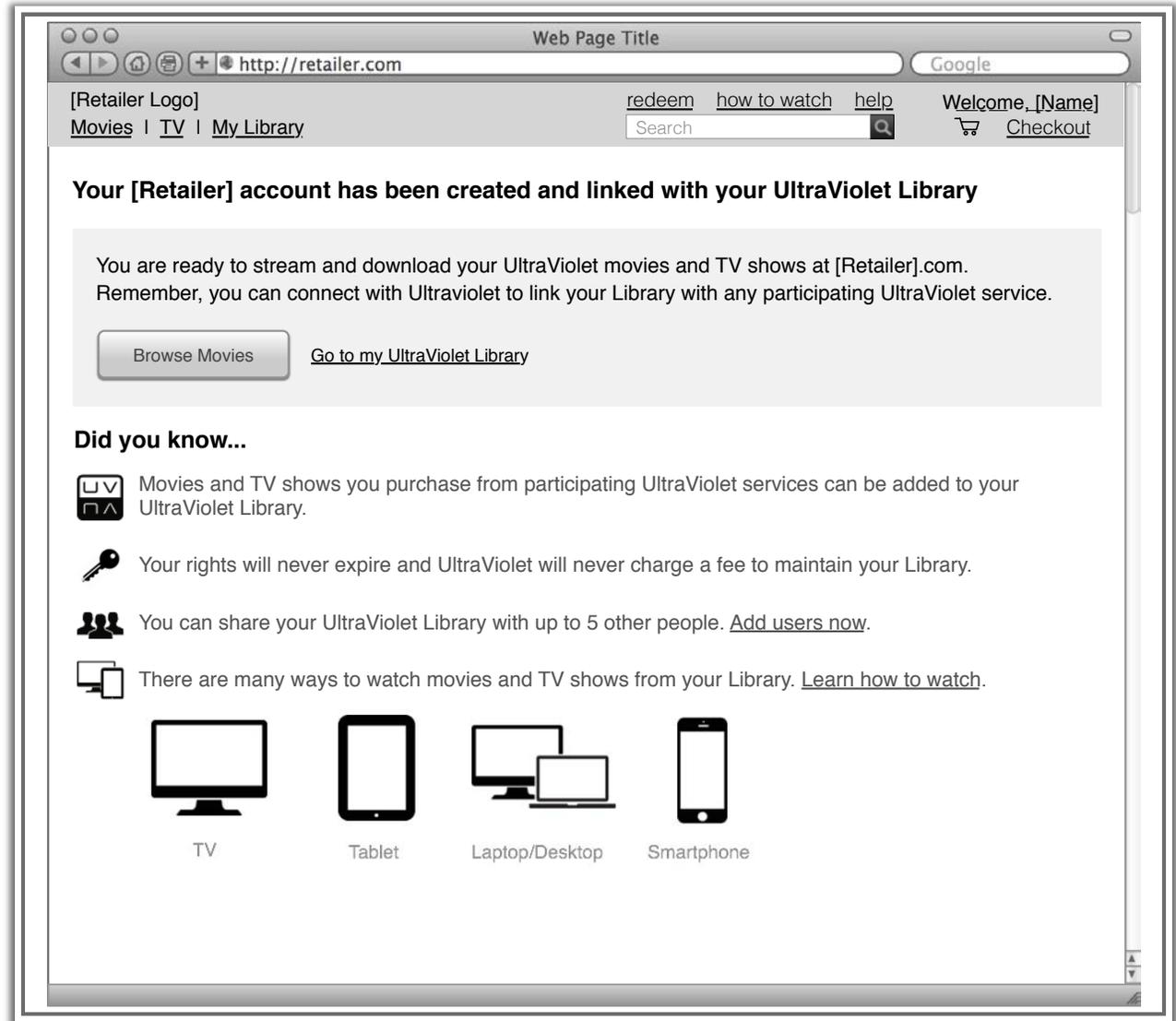
# New user service sign up consents

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.
5. If you do not support underage users, block them with a kind explanation at this step.



# Confirmation

1. 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.)
3. Include educational tips about UV and potential next steps such as how to add members and how to watch.



# LIBRARY

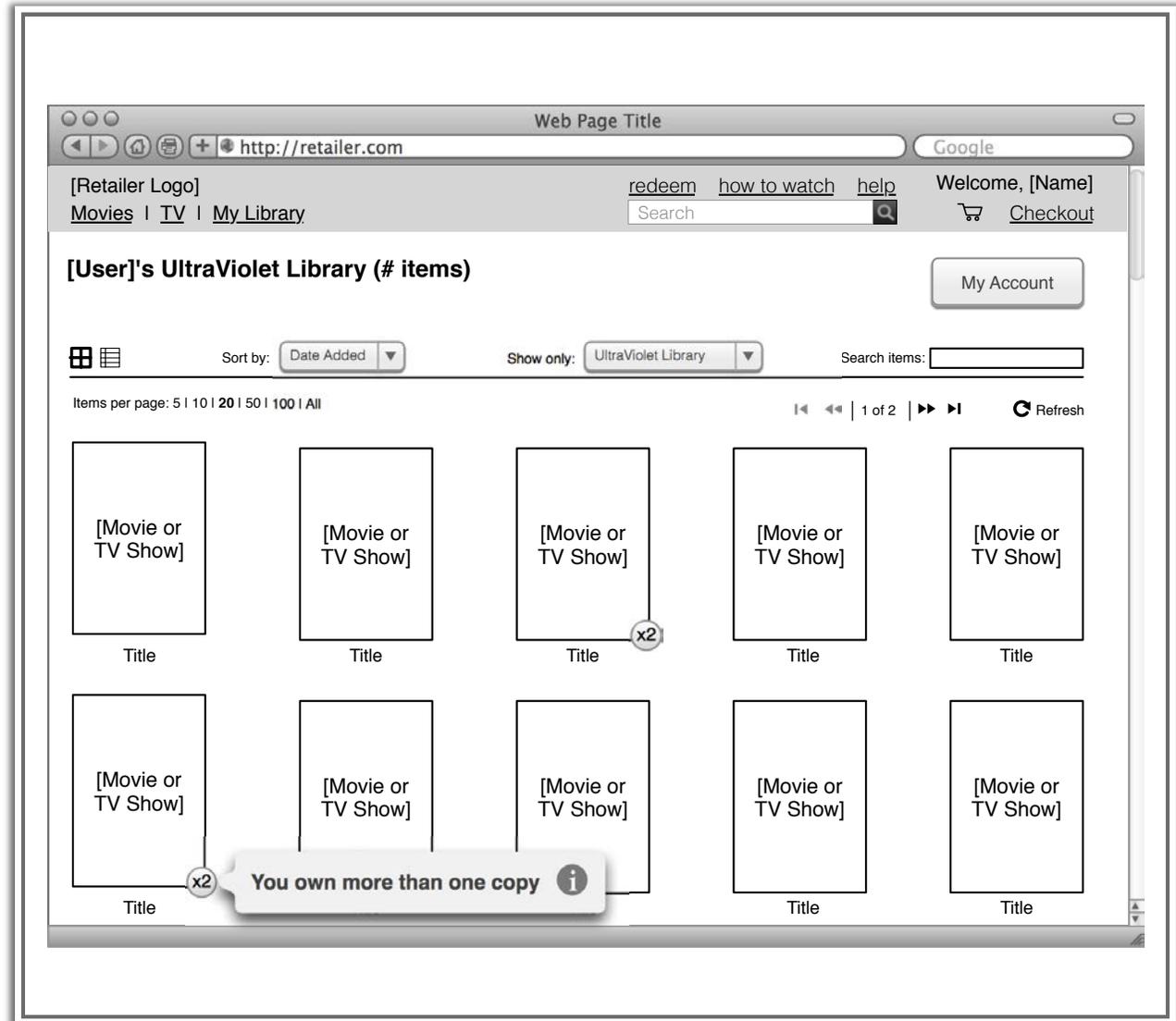
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Common pitfalls include

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

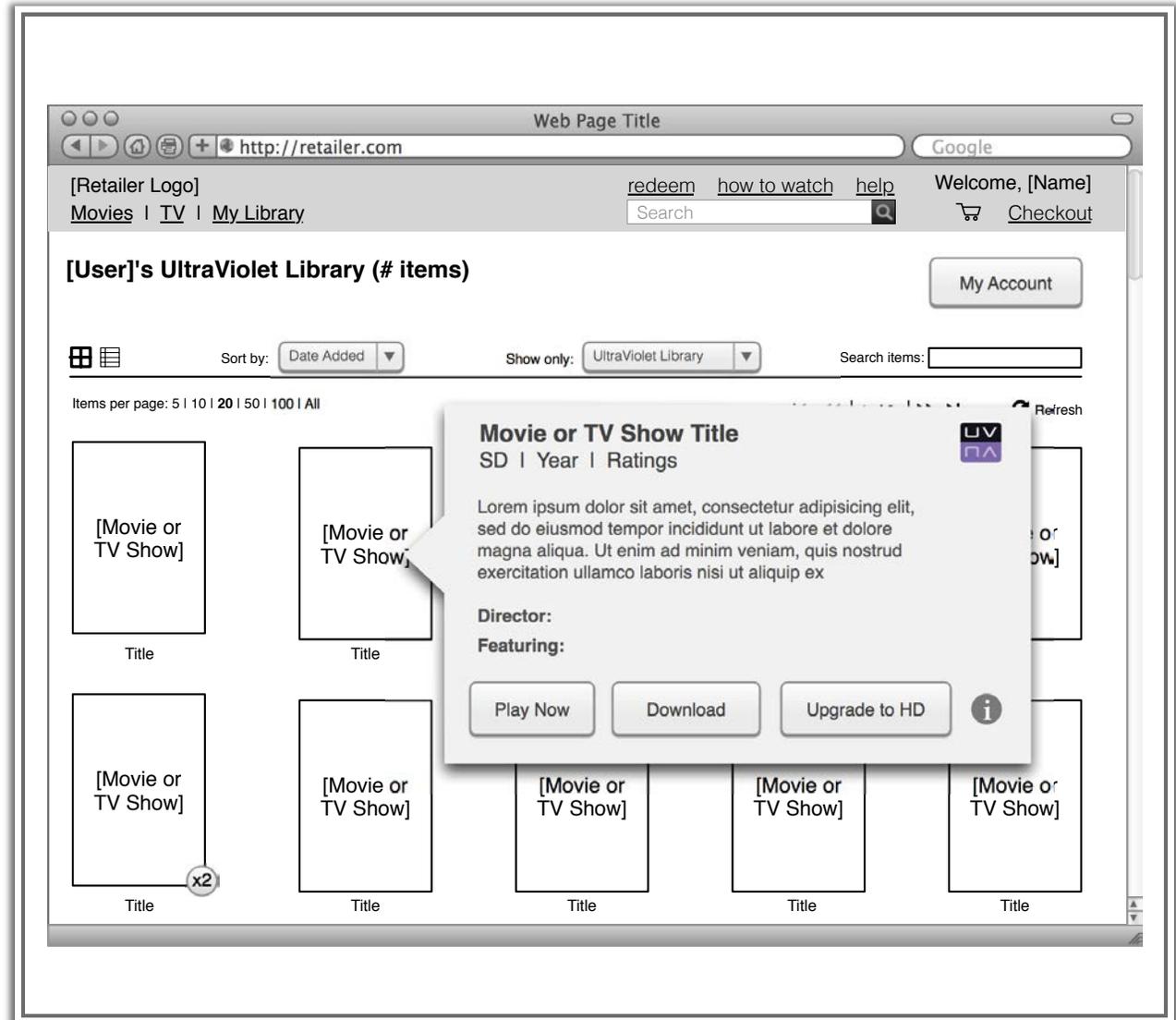
# Library

1. Include a link to the user's Library in the global navigation.
2. *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.
3. *Required:* All titles an account has rights for, including those that cannot be fulfilled on site, must be shown in the Library view.
4. *Required:* UV content must be individually marked with the UVVU symbol or grouped and labeled as UV.
5. 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.
6. *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.
7. To avoid discrepancies between services, sync the Library content often, in accordance with implementer recommendations on [www.uwiki.com](http://www.uwiki.com).
8. If necessary, include a "Refresh" button to enable the user to force sync the content.
9. 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.
13. 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.



# Library / Views

1. Ensure key action buttons are available and clear in all views of the Library (such as grid view vs. list view).
2. 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.
4. Only display the rating that applies to the user's "home" country. Allow the user to switch their default rating set within account settings.
5. Whether you display them on your site or remap, within meta data use approved genre names as defined at <http://www.uvuwiki.com/index.php?title=Genres>
6. 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.
7. 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.



# EPIODIC CONTENT

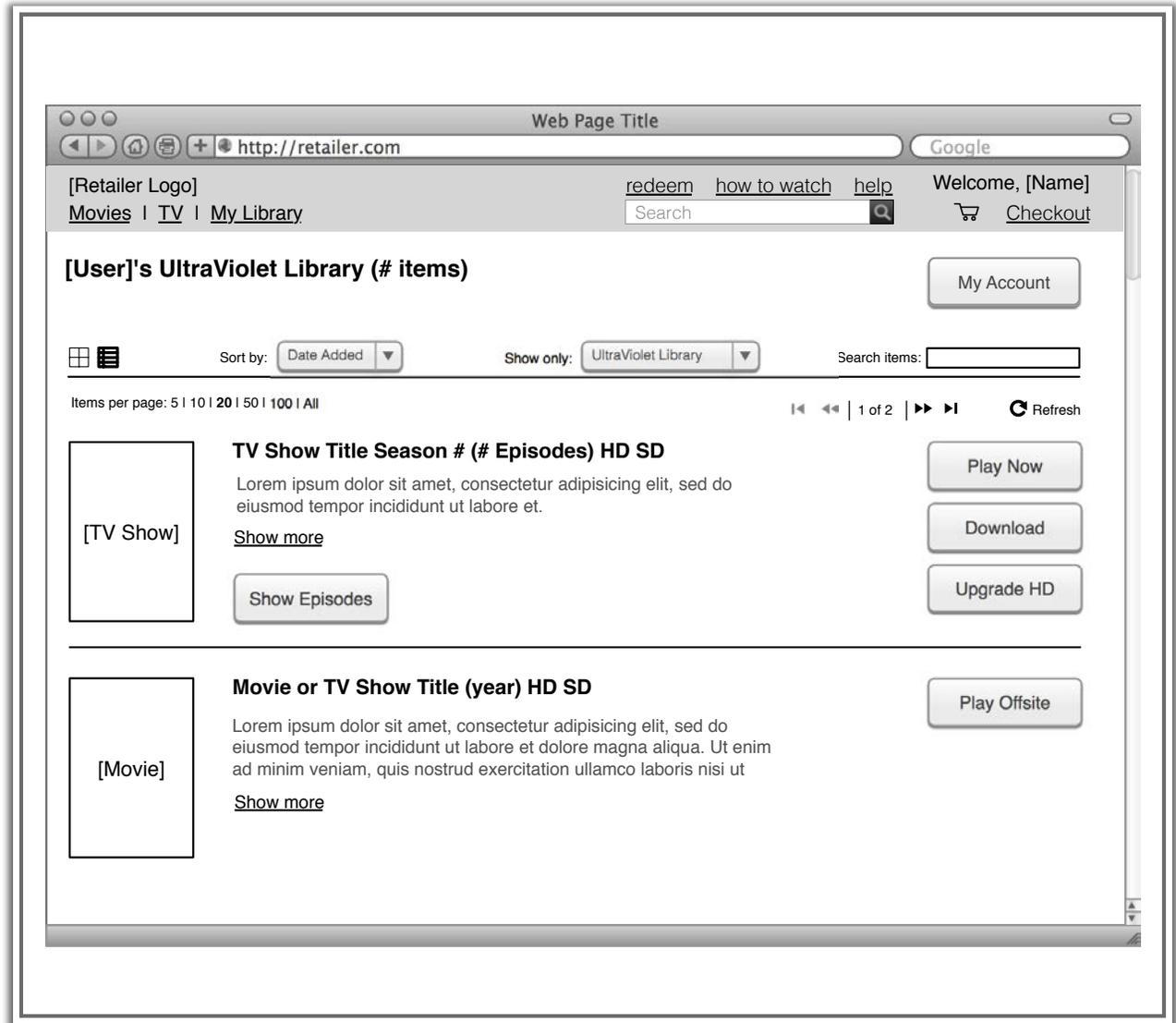
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Common pitfalls include

- Confusing organization of episodes mixed with movies

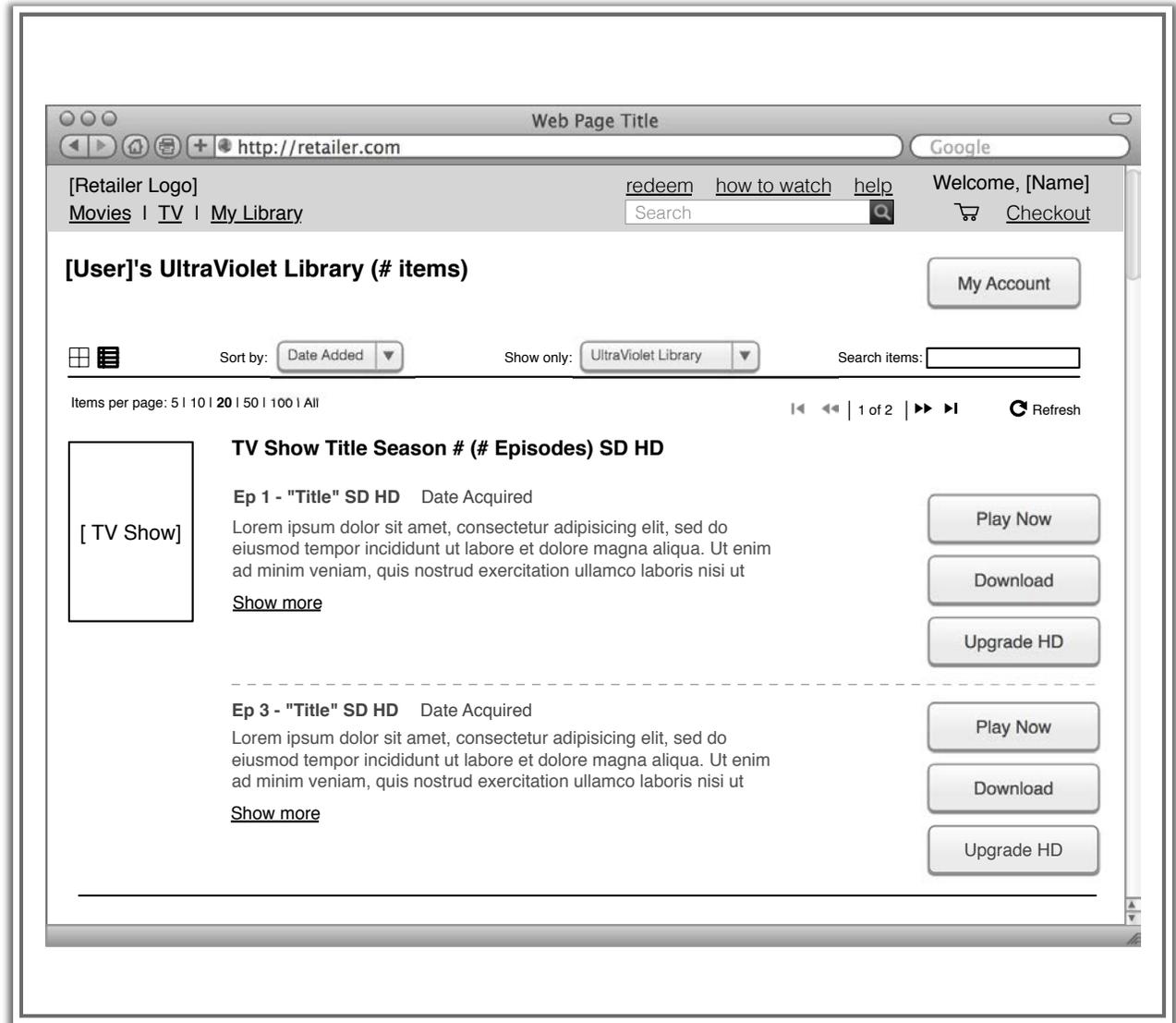
# Episodic content, list view

1. Organize TV content by Season, with option to expand to see episodes.
2. Refer to the wiki for more detailed suggestions on episodic content handling.  
[http://www.uvwiki.com/index.php?title=Locker\\_View](http://www.uvwiki.com/index.php?title=Locker_View)



# Episodes list

1. Show only owned episodes.
2. Include episode numbers, order by number.
3. 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.



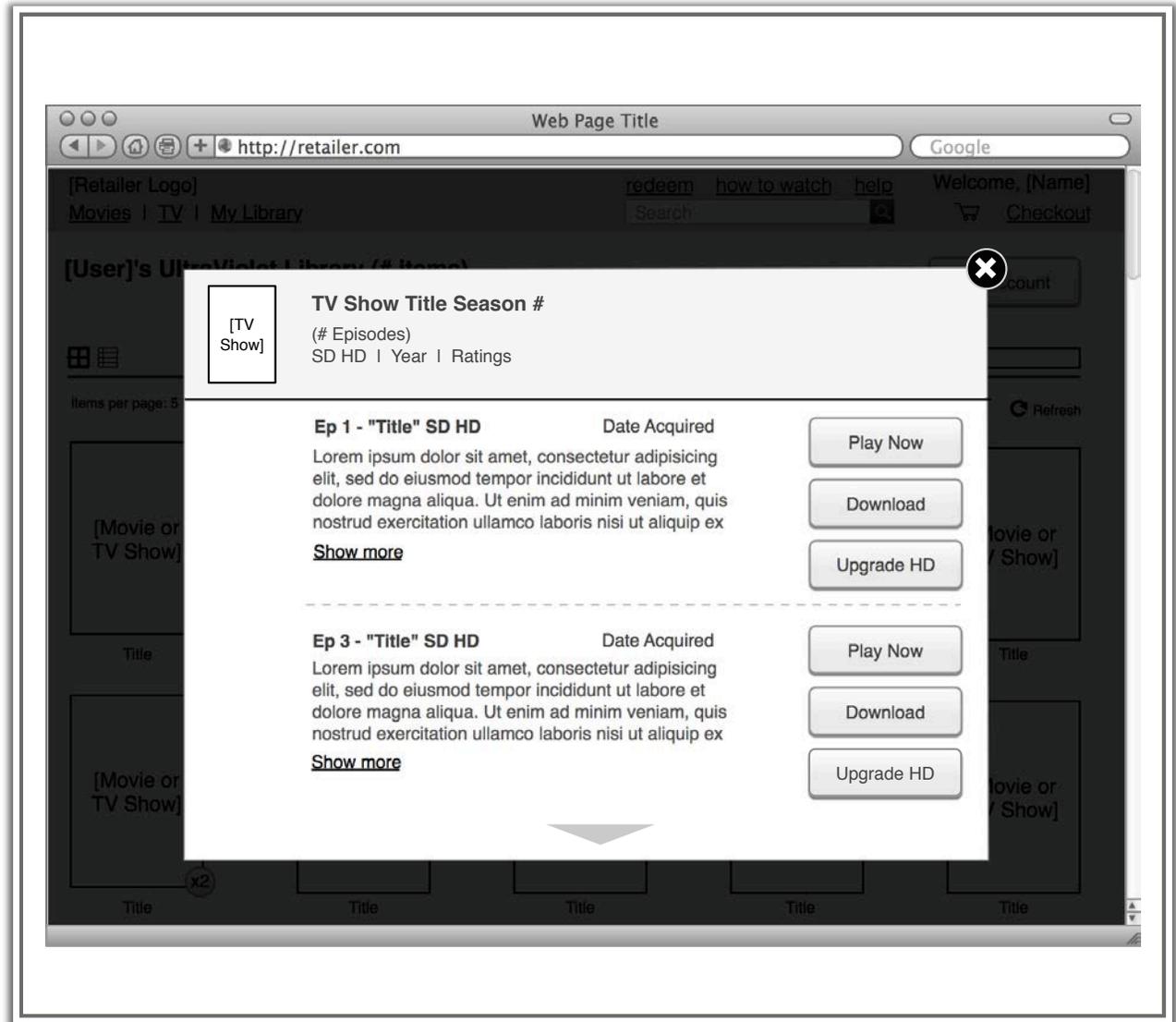
# Episodic content: grid view

1. Example layout for a grid view of episodic content



# Episodic content: grid view

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



# PLAYBACK

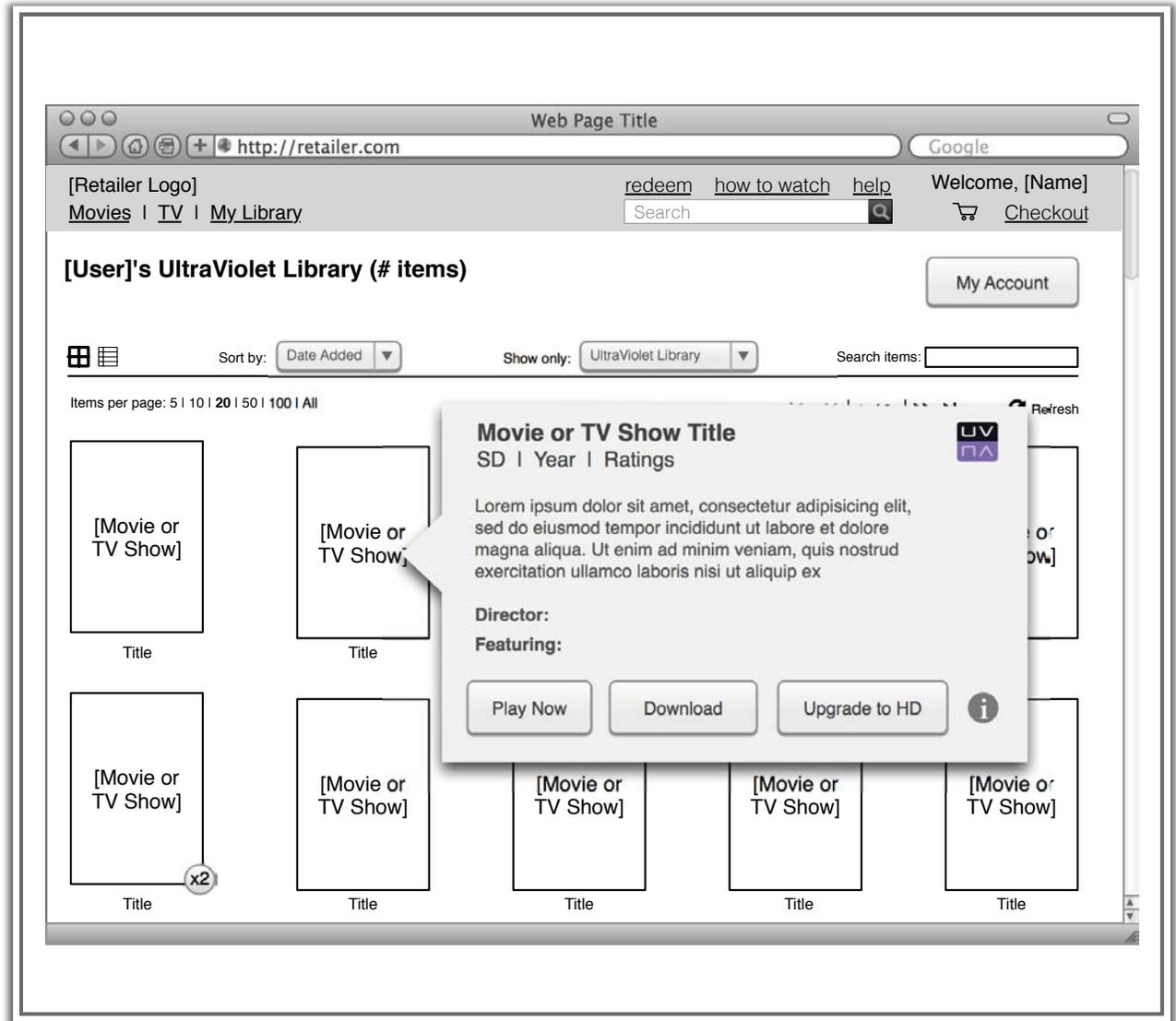
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Common pitfalls include

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

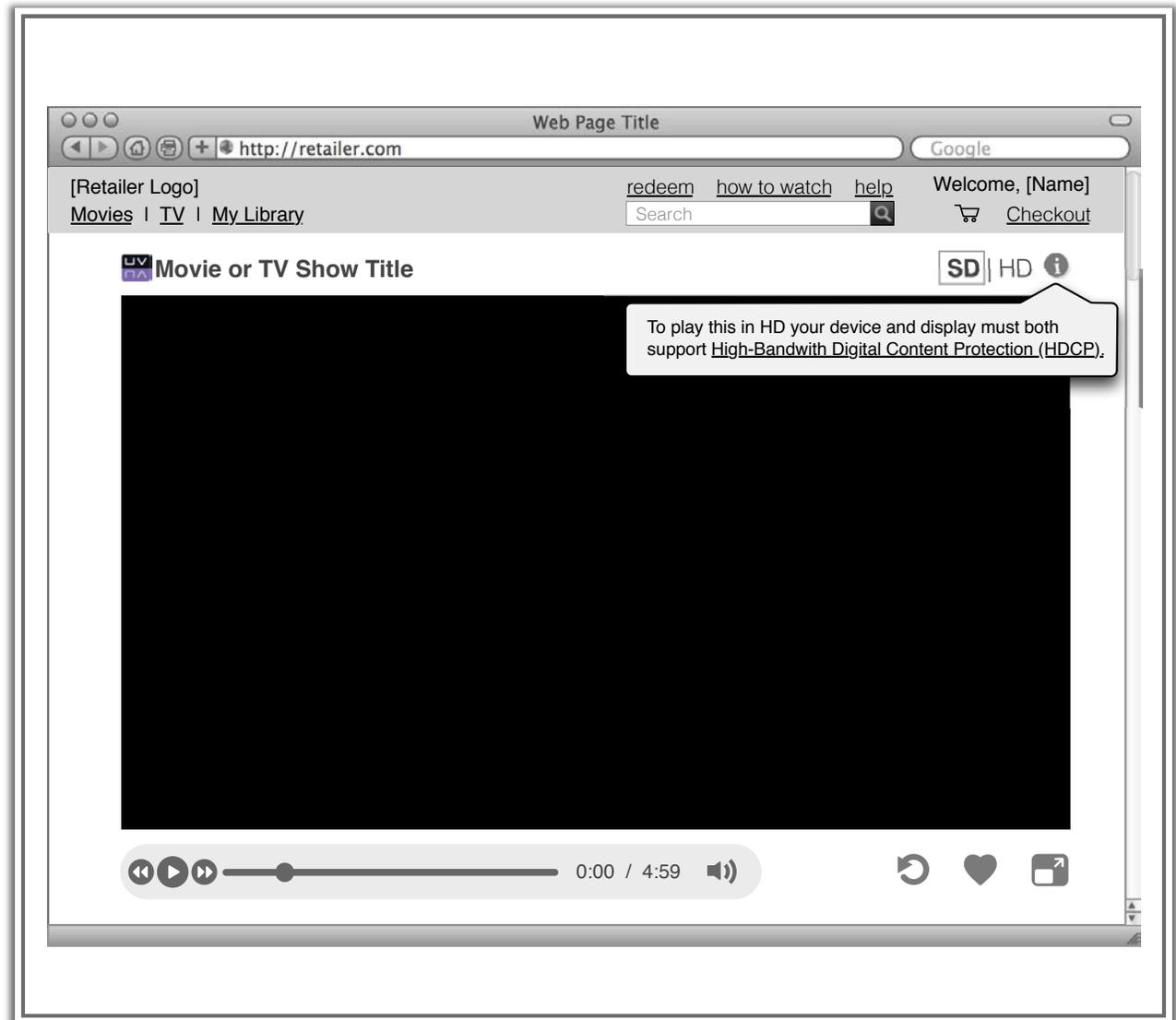
# On site playback

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



## 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.



# HD not owned

1. Resolution labels provide upsell opportunity.



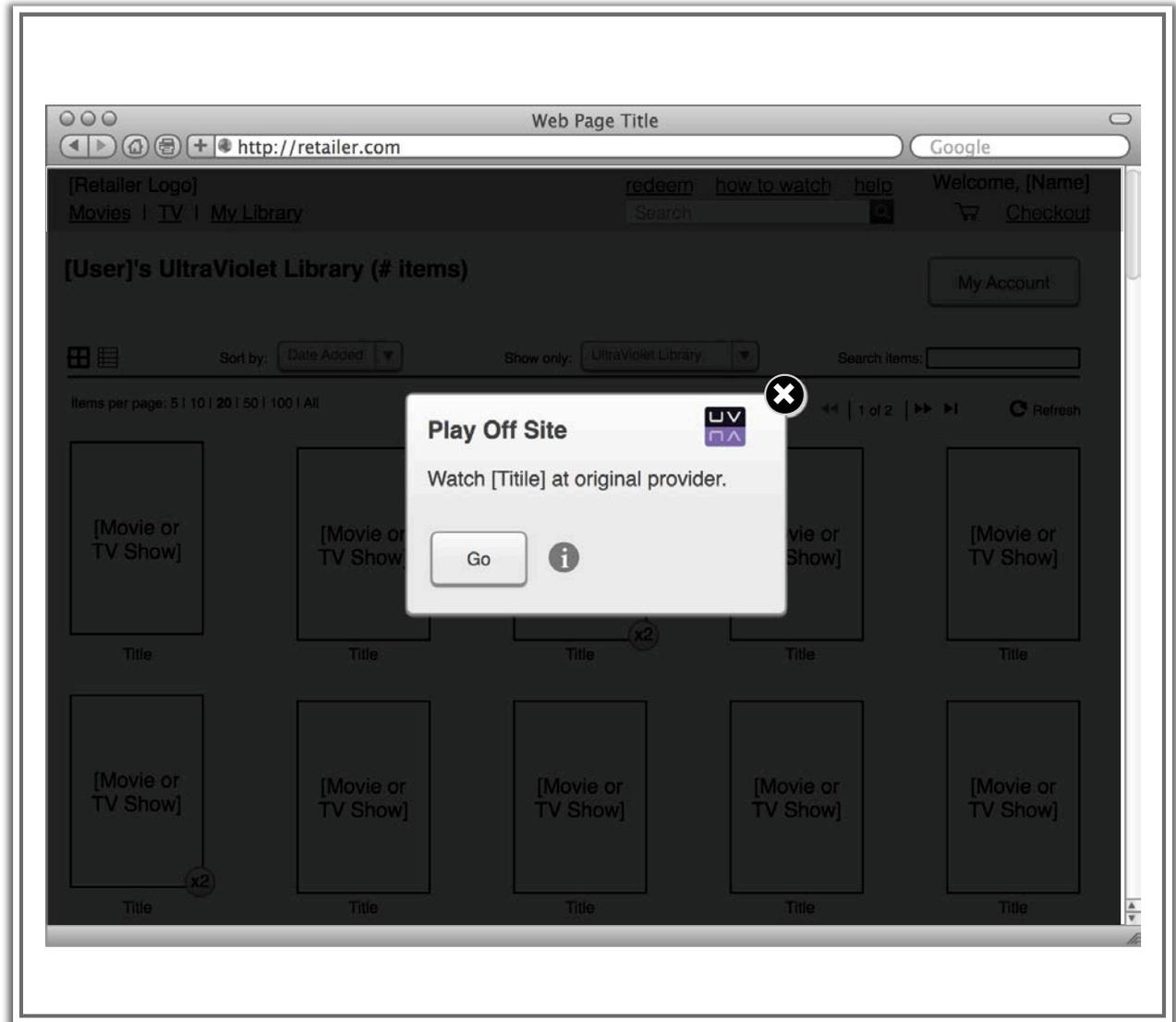
## Off site playback

1. 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.



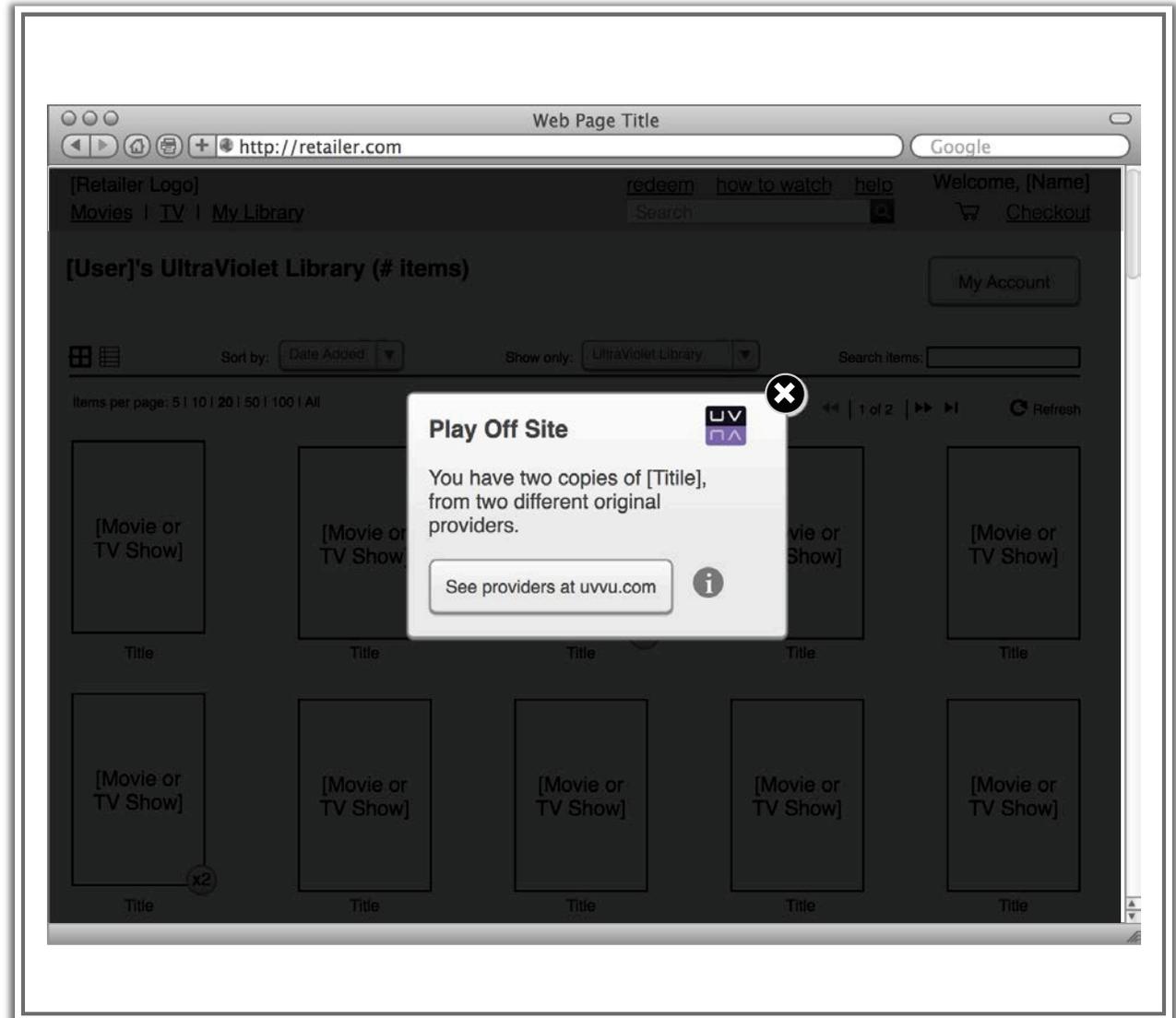
## Off site playback

1. Clearly tell users that they are leaving the site.
2. 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.



# 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](http://uvvu.com) to see their viewing options.
2. Link to [uvvu.com](http://uvvu.com), with the user signed in.
3. If the duplicate copies are from the same original retailer, use `streamWebLoc` to deep link them to the provider.



# CUSTOMER SUPPORT

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Common pitfalls include

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

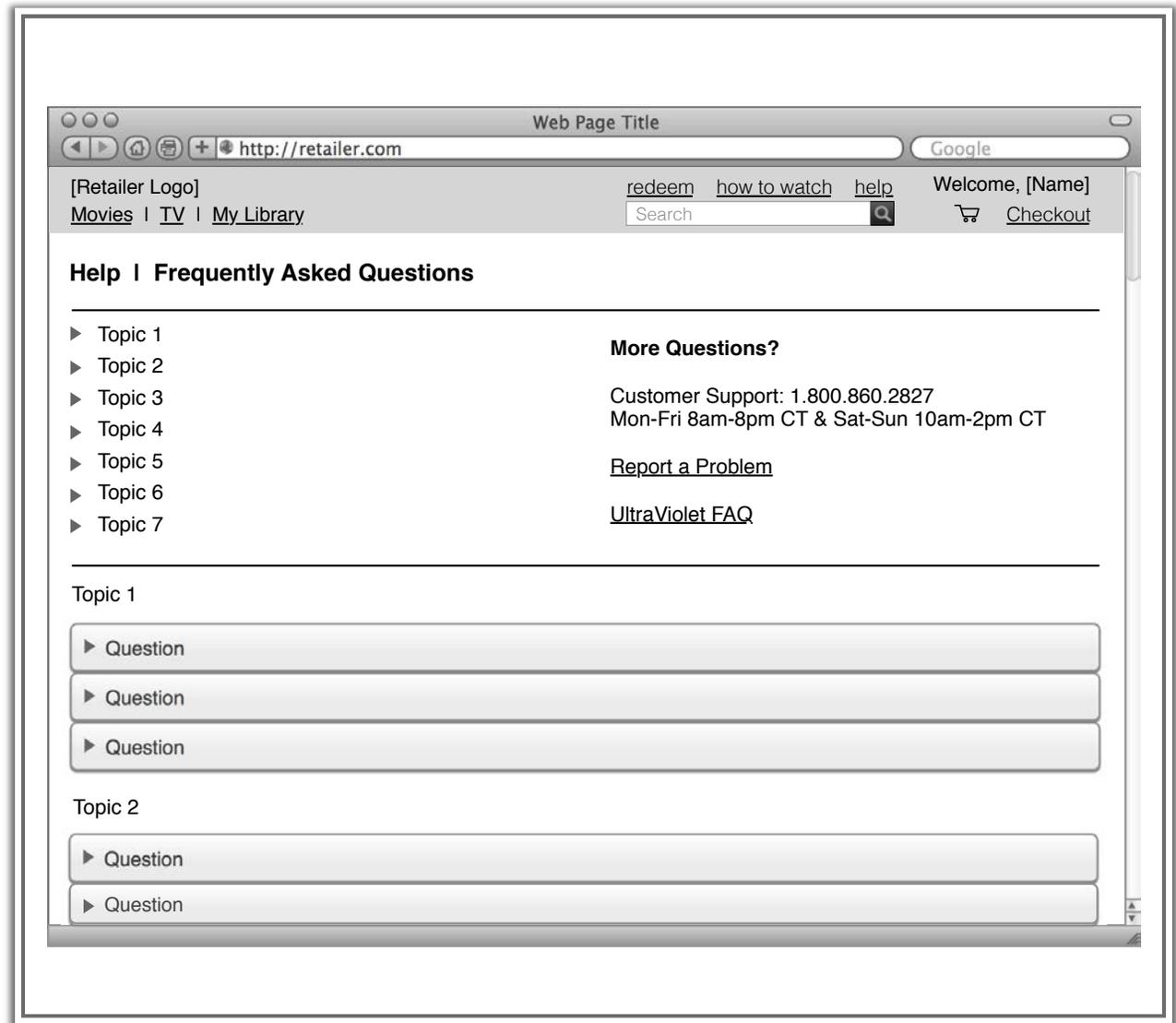
# Global help links, specific helpful tips

1. 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)



# Customer support pages

1. 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.



# 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.

The screenshot shows a web browser window with the address bar at <http://retailer.com>. The page title is "Web Page Title". The browser's search bar contains "Google". The website header includes a "[Retailer Logo]", navigation links for "redeem", "how to watch", and "help", a user greeting "Welcome, [Name]", and a "Checkout" button. Below the header, there are links for "Movies", "TV", and "My Library", and a search bar. The main content area is titled "Help | Frequently Asked Questions".

The support ticket form consists of the following fields:

- First Name**: Prepopulated (marked as \* required)
- Last Name**: Prepopulated
- Email \***: Prepopulated
- Movie/TV Title**: Empty
- Redemption Code**: Empty
- Platform**: Operating System / Device (dropdown menu)
- Problem \***: Technical & Systems (dropdown menu)
- Message \***: (500 Character Max) (text area)

A "Report Problem" button is located below the message field.

On the right side of the form, there is a section titled "Related FAQ's" with three questions:

- ▶ Why can't I access my UltraViolet Collection via my mobile phone or PDA?
- ▶ What are the minimum systems and browser requirements to use the store and watch video on my computer or mobile device?
- ▶ I do not have access to the internet. Will I be able to use my redemption code and watch a movie?
- ▶ Do I need a Broadband connection to watch the movie?

# REDEMPTION

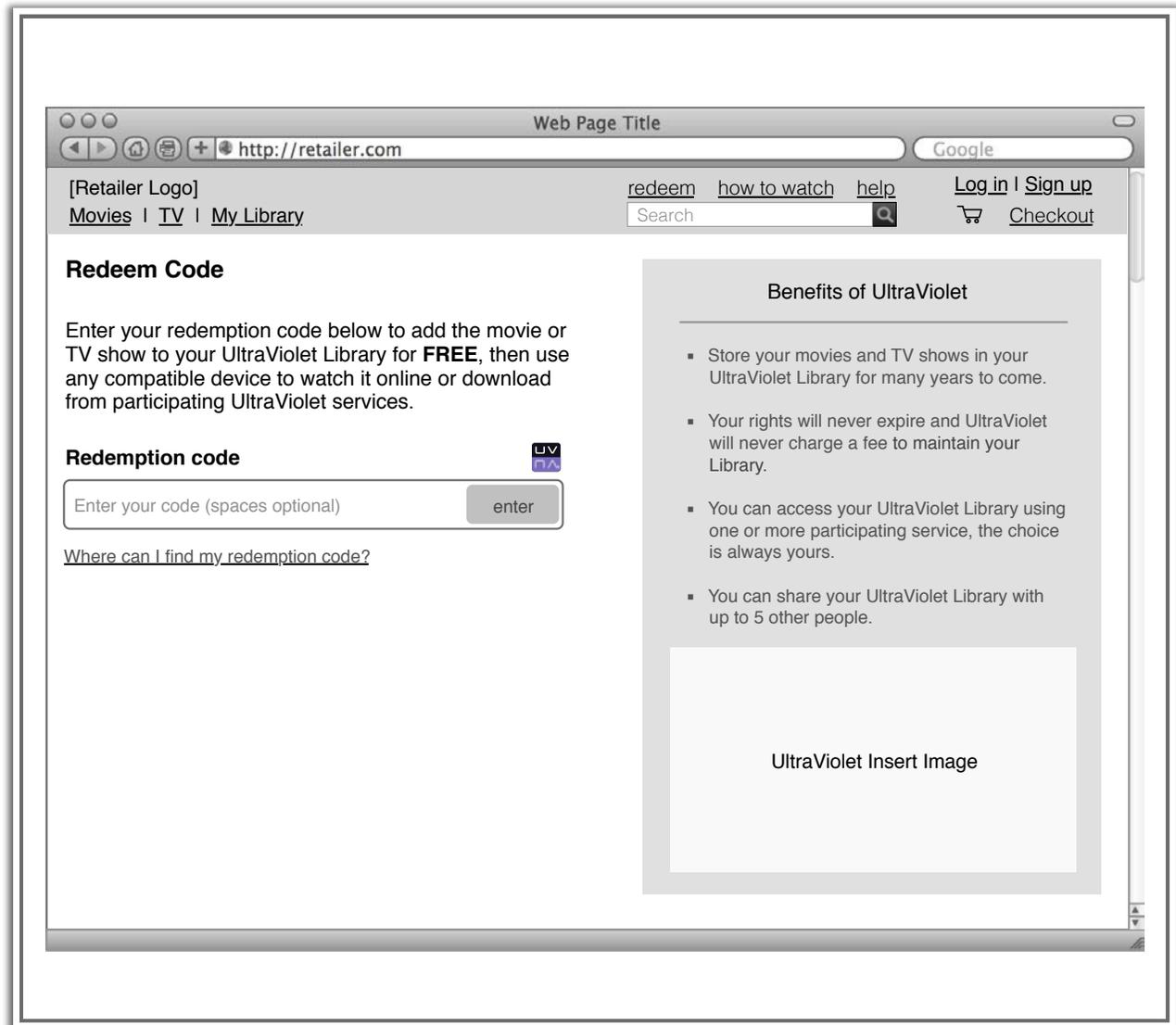
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Common pitfalls include

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

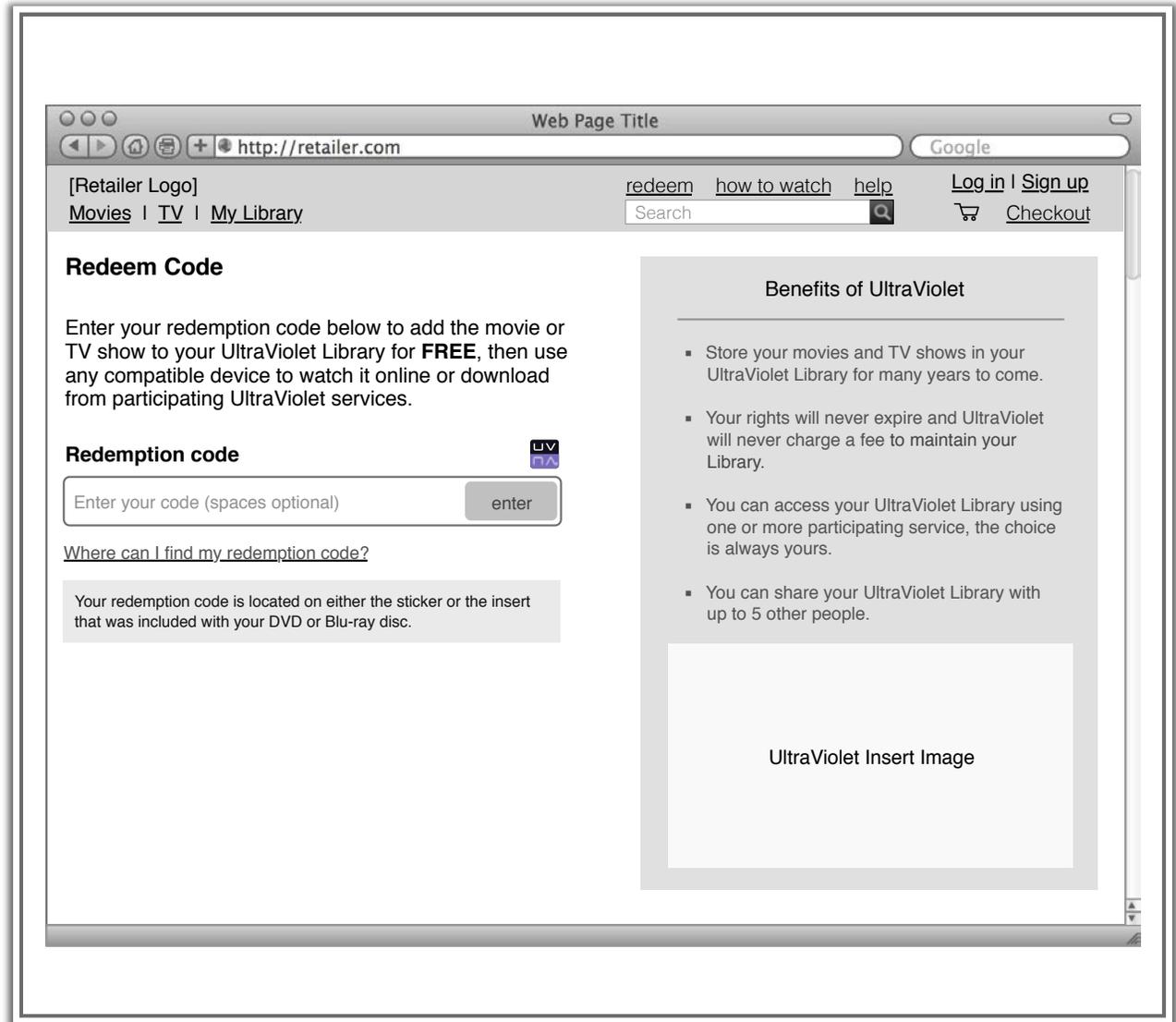
# Redemption

1. The “common redemption” project will allow users to go to [uvvu.com/redeem](http://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.
3. In addition to direct URL, provide access to redemption page from applicable product pages and global site navigation.
4. 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.



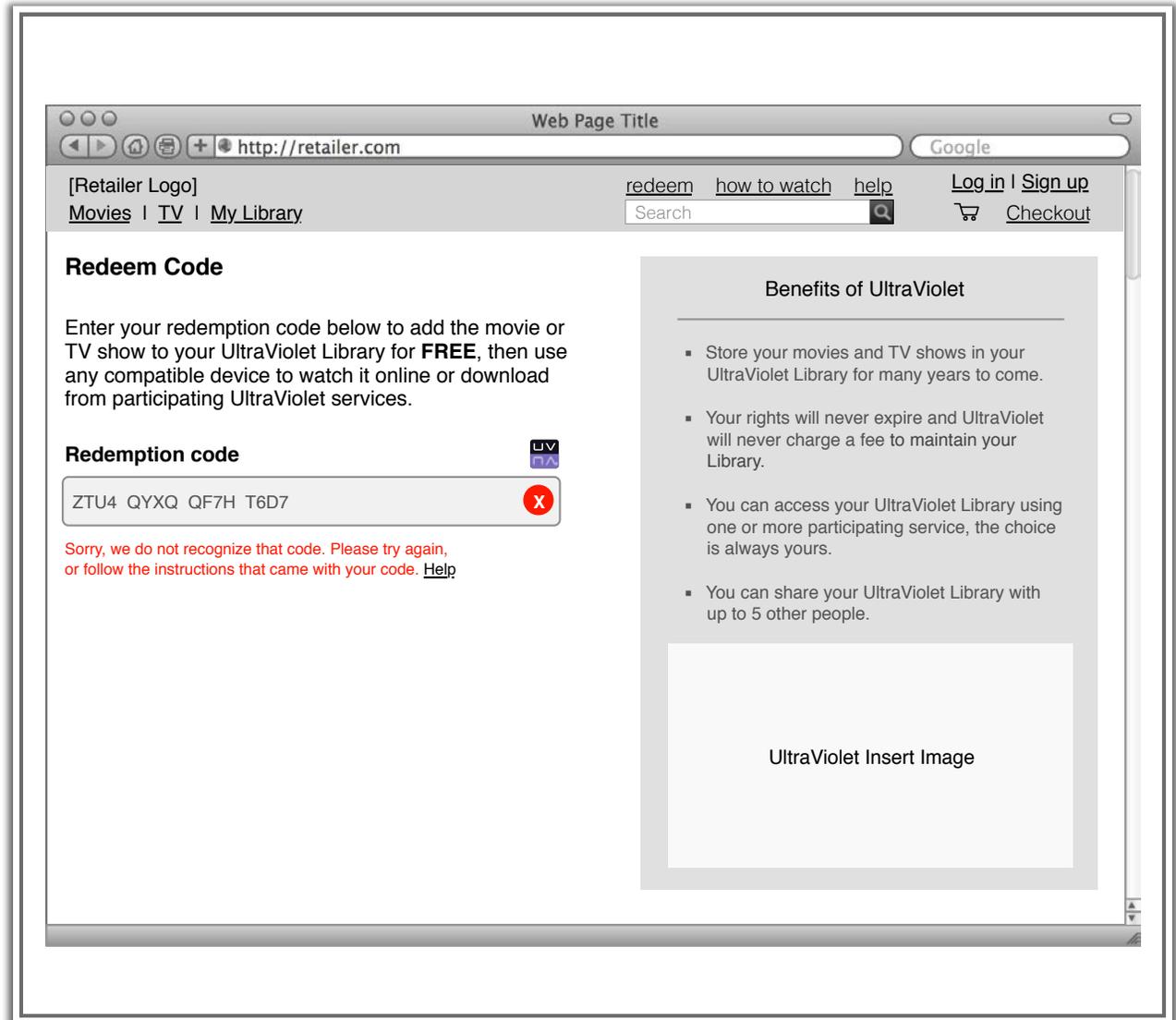
## Code help text

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.



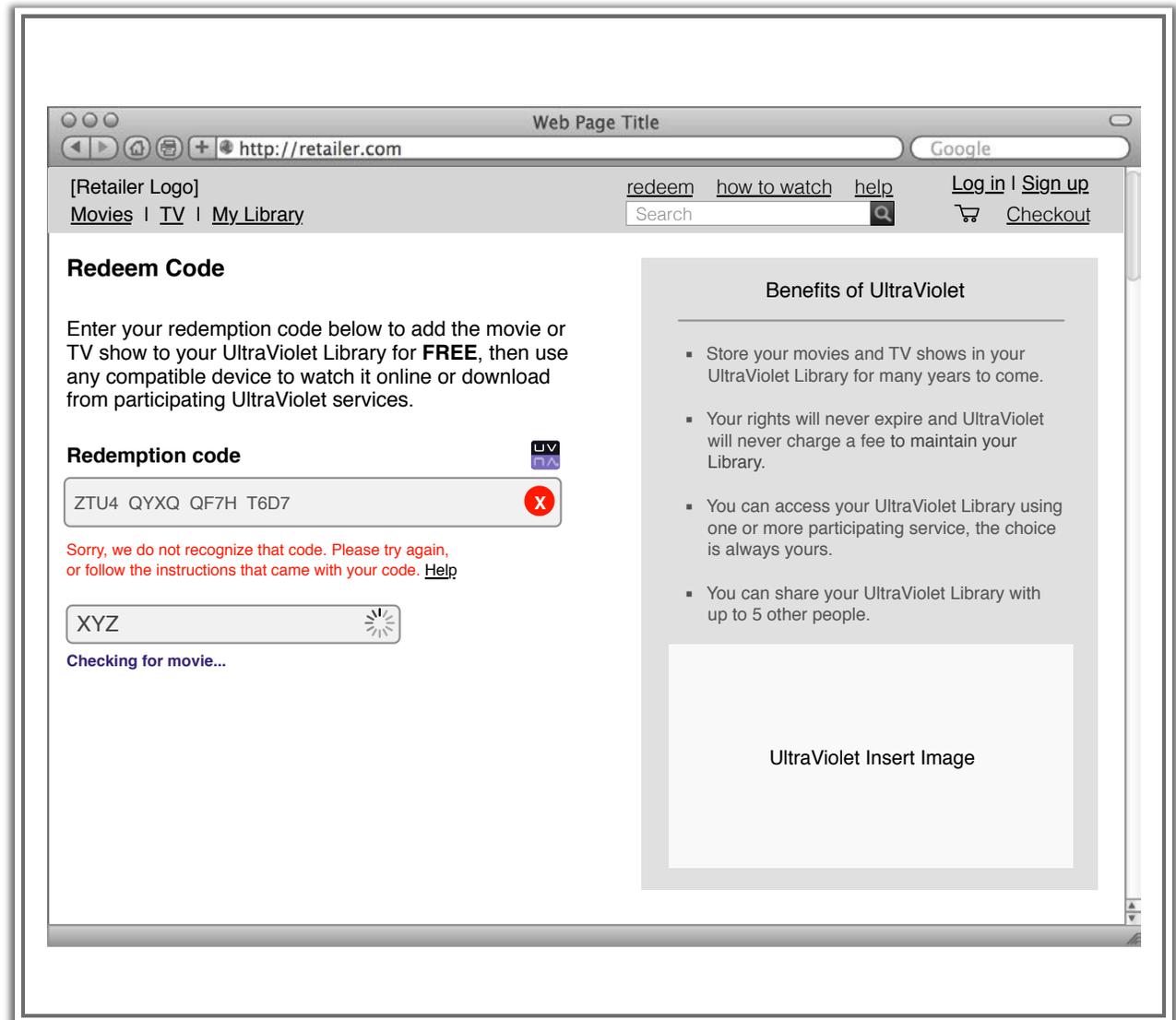
# Invalid code error

1. 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.



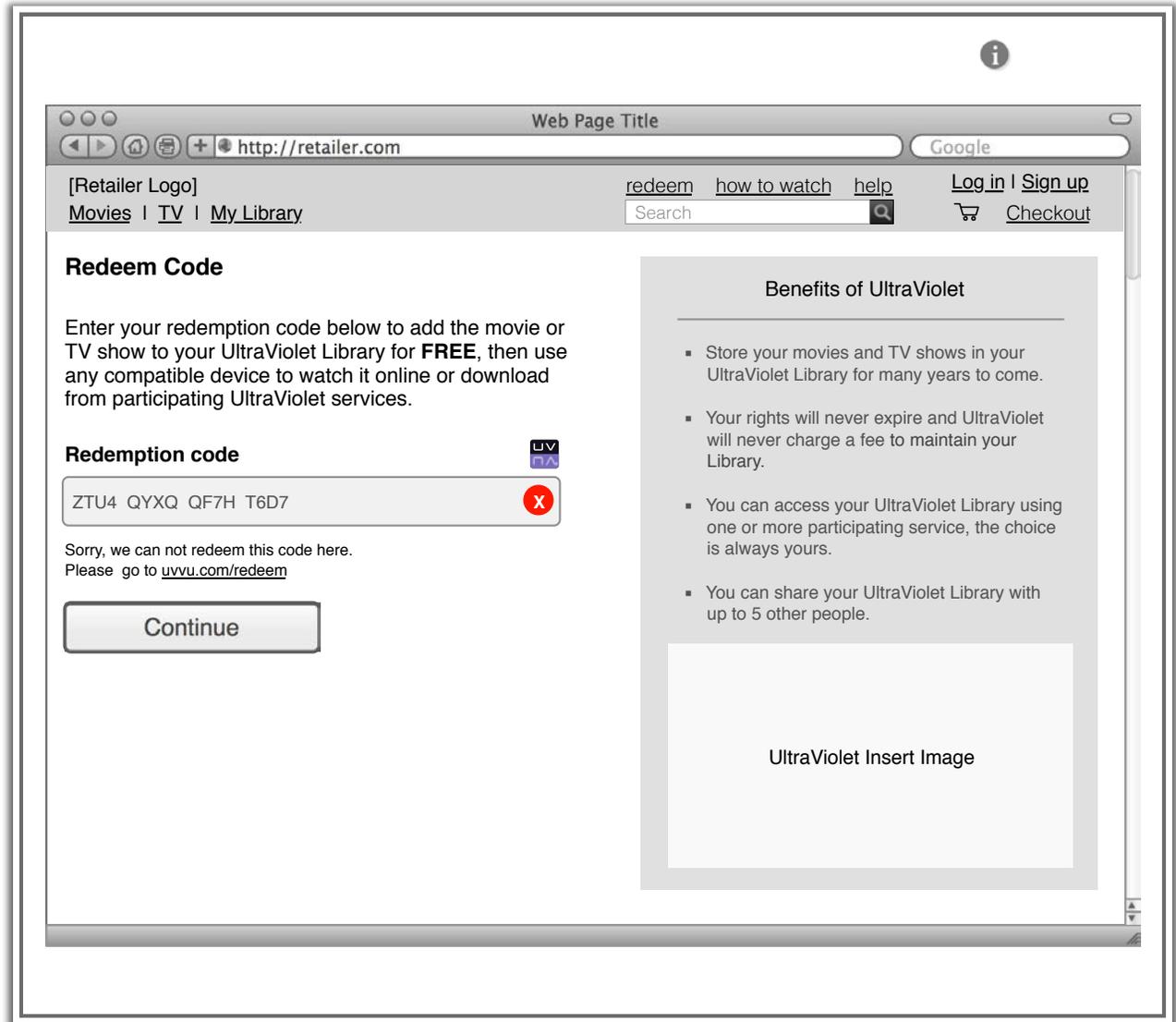
# Response delay, type movie title

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.
3. Upon entering the movie or TV show, provide some kind of notification/animation to state the titles is being checked.



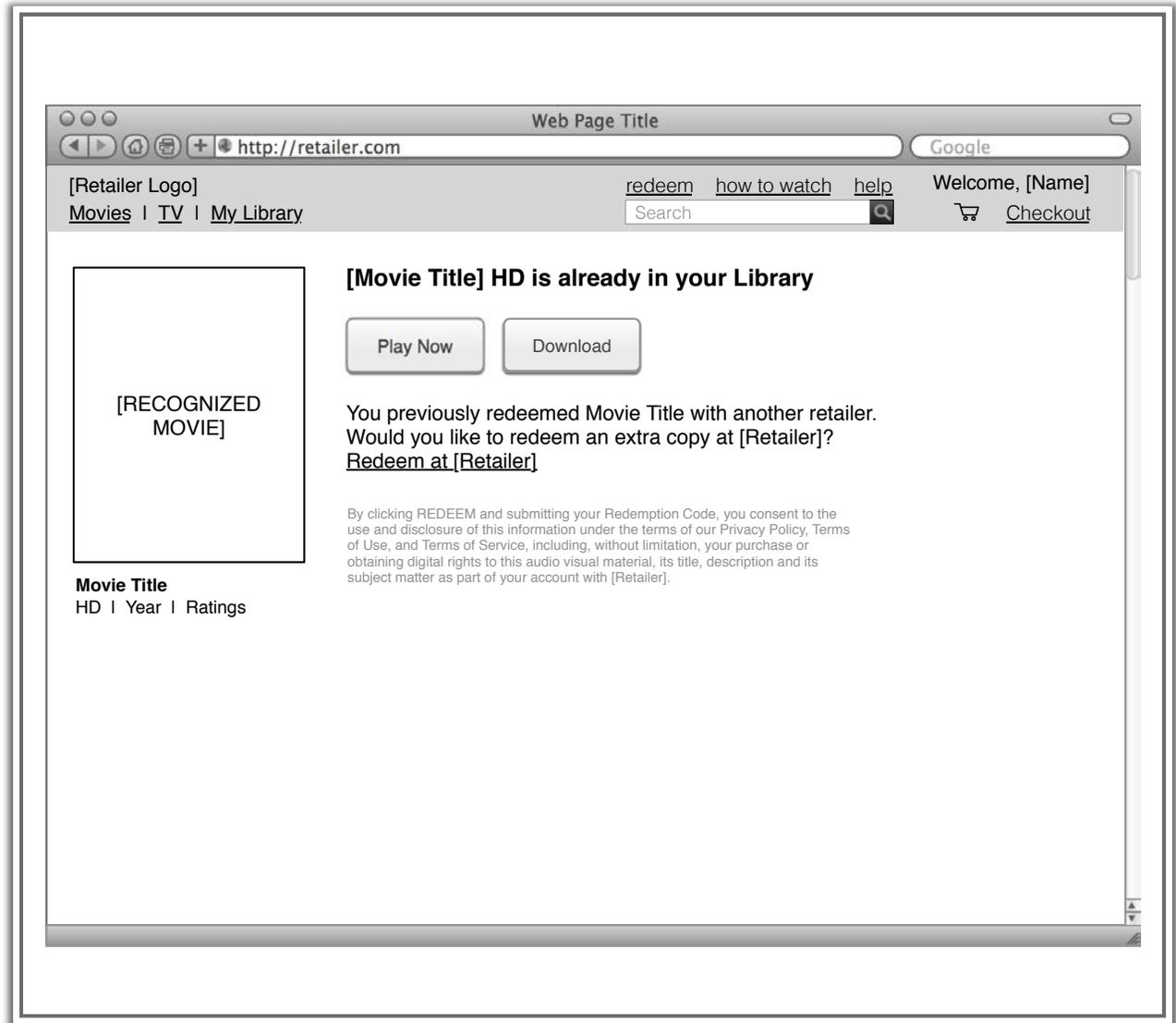
## Code recognized, but can not be redeemed

1. 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.



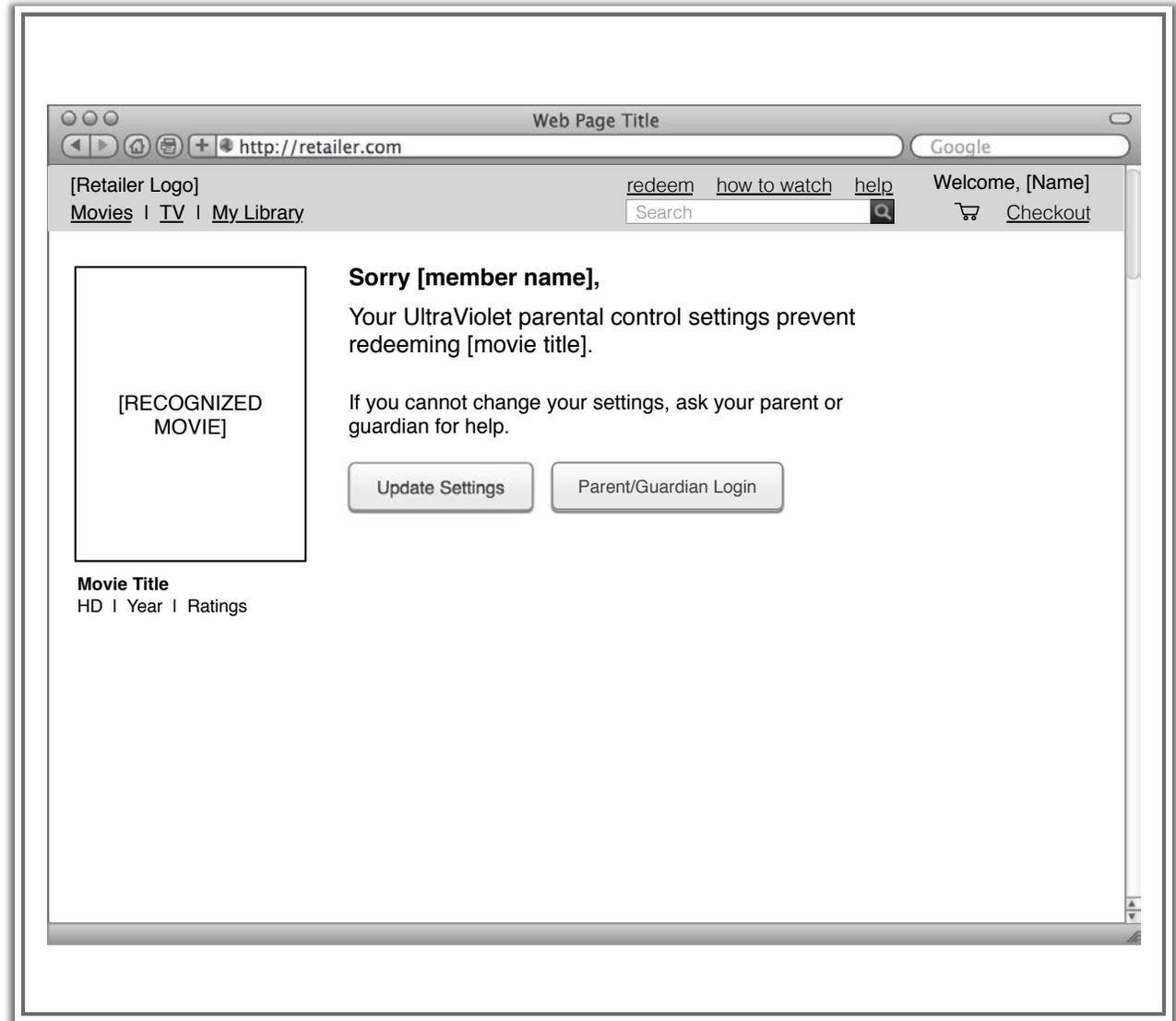
# Valid code error behaviors

1. 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.
2. 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.
3. 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."



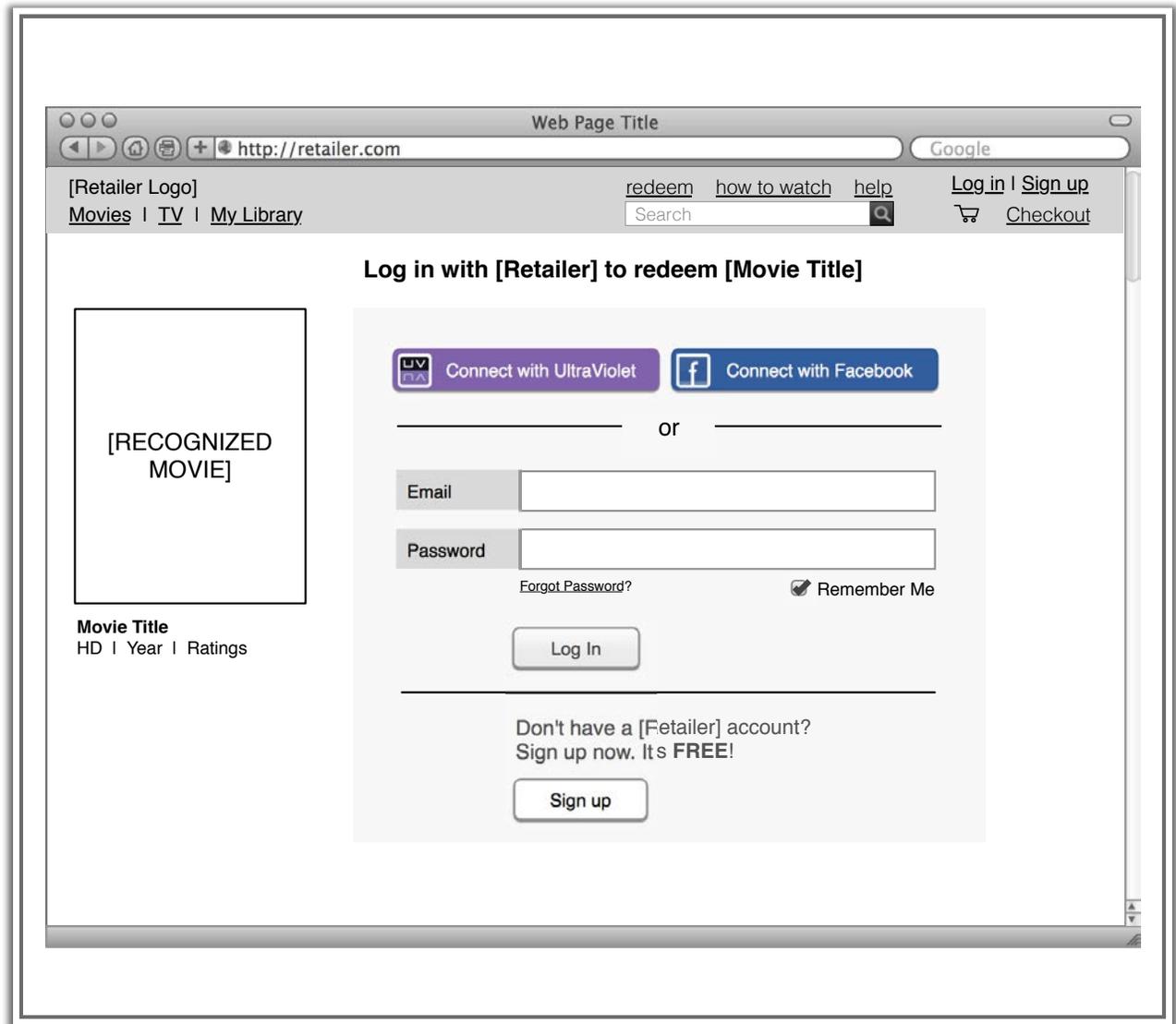
# Parental control block on redemption

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"



# Log in (if needed)

1. 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.



## Collecting only necessary additional info

1. 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).

Web Page Title

http://retailer.com

Google

[Retailer Logo] [redeem](#) [how to watch](#) [help](#) [Log in](#) | [Sign up](#)

[Movies](#) | [TV](#) | [My Library](#) Search [Checkout](#)

[RECOGNIZED MOVIE]

**Your purchase comes with a free [promotional item]**

Please supply your mailing address for delivery of the [promotional item].

\* required

\*Address

\*City

\*State

\*Zip Code

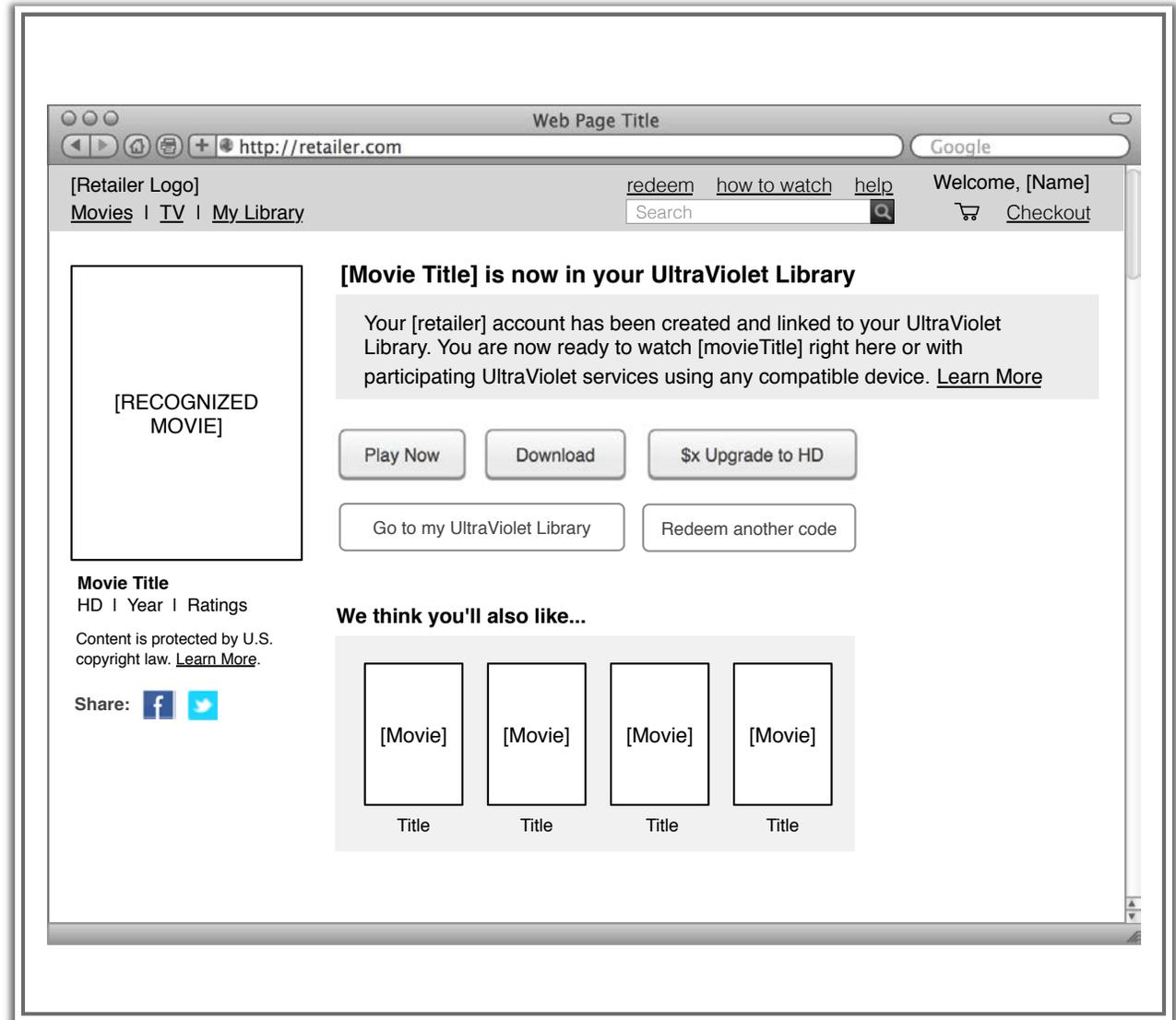
[Skip this. I don't want the free item](#)

**Movie Title**  
HD | Year | Ratings

# Redemption, Retailer Sign Up, UV Linking Confirmation

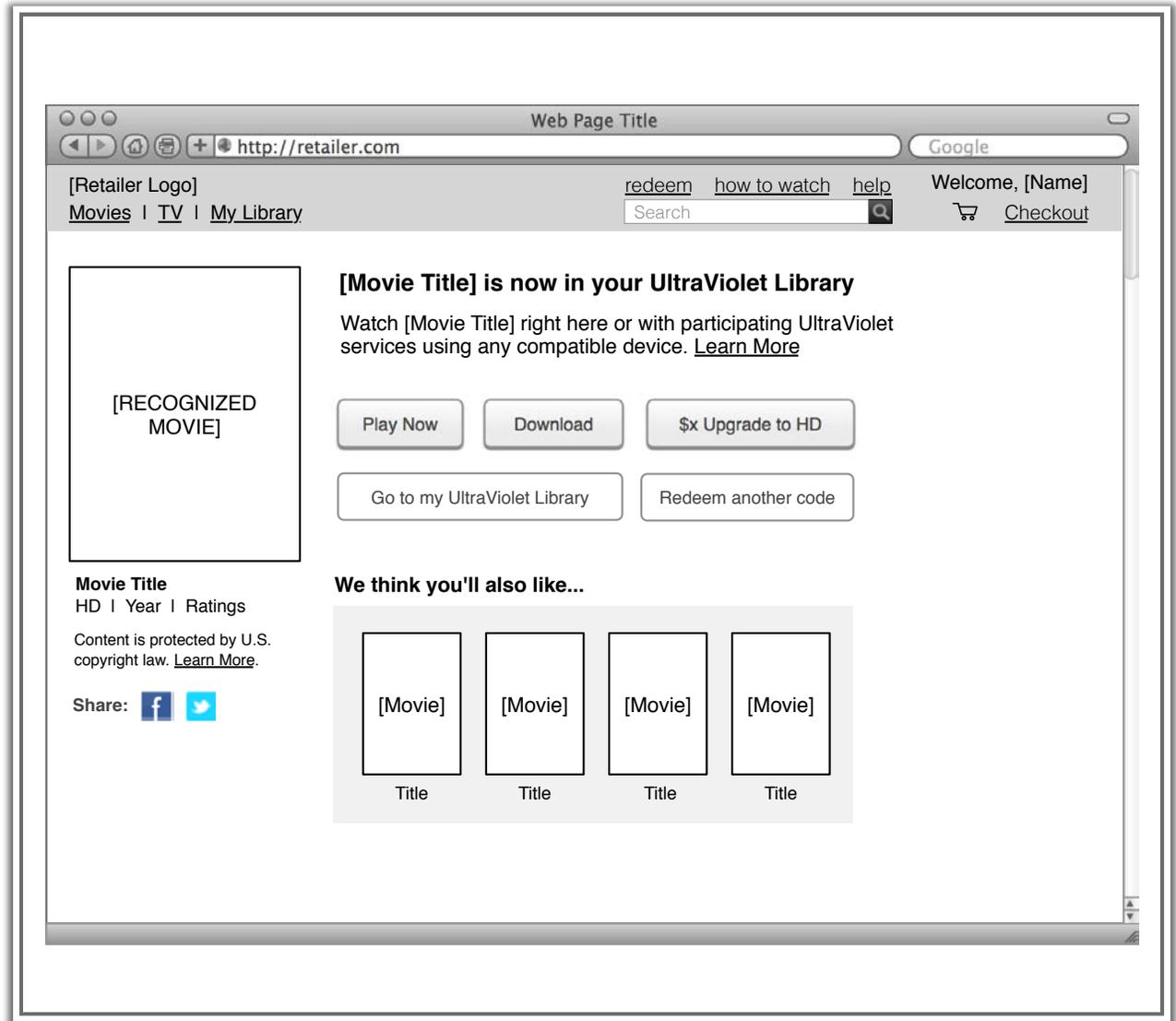
1. Confirm that the redemption has been successful. Also mention about retailer account creation and linking with Library.
  - a. In the process of redeeming, if the user has also created an UltraViolet account add following with retailer account creation message.

*“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.
4. 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)
5. Provide an option to add another code (starts flow from beginning).



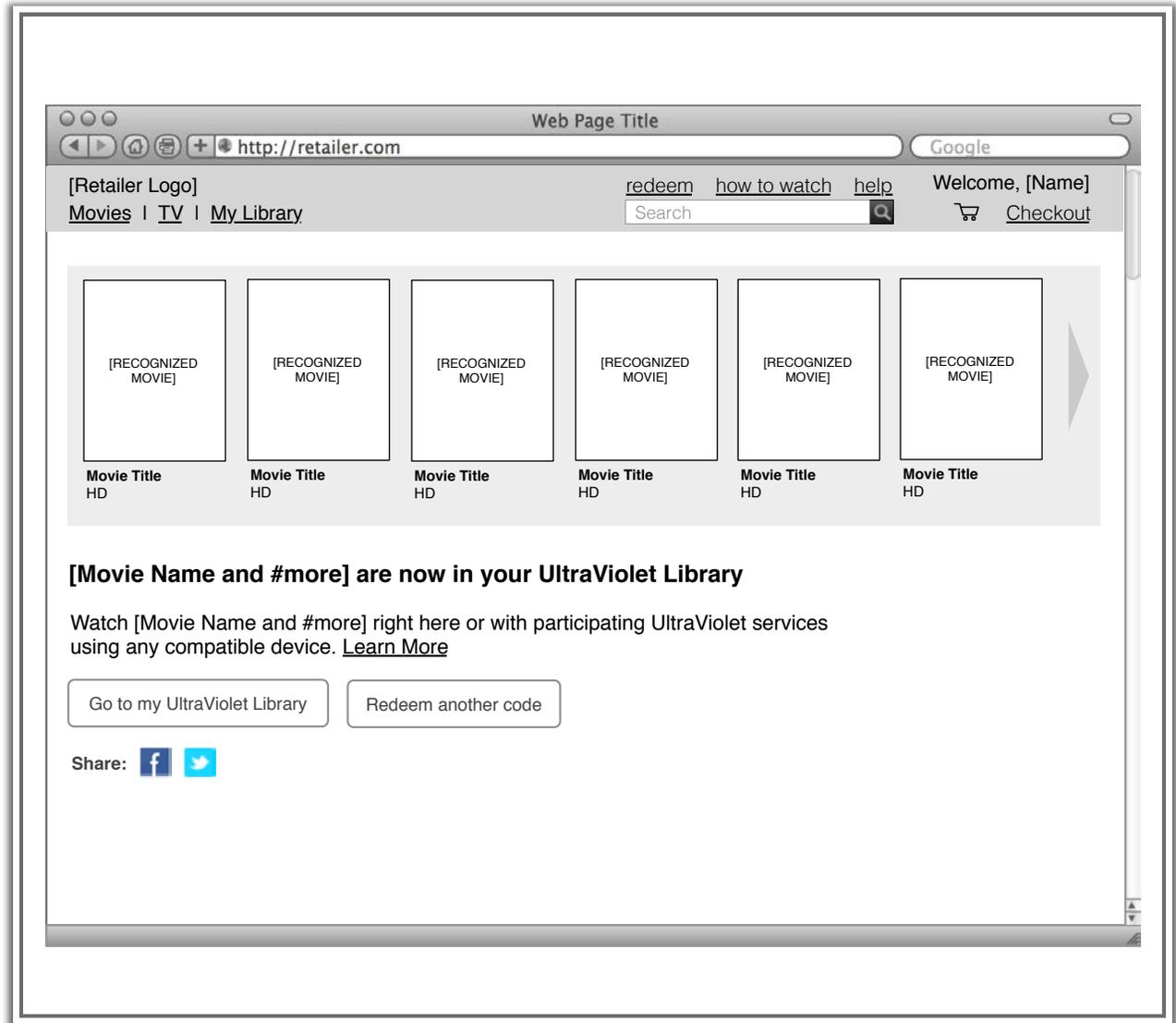
# Redemption confirmation, Single Title

1. 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.
3. 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).



# Redemption confirmation, Bundle

1. 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.
4. Match the order of the titles to the order designated in the bundle metadata.



# LINKING / UNLINKING

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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

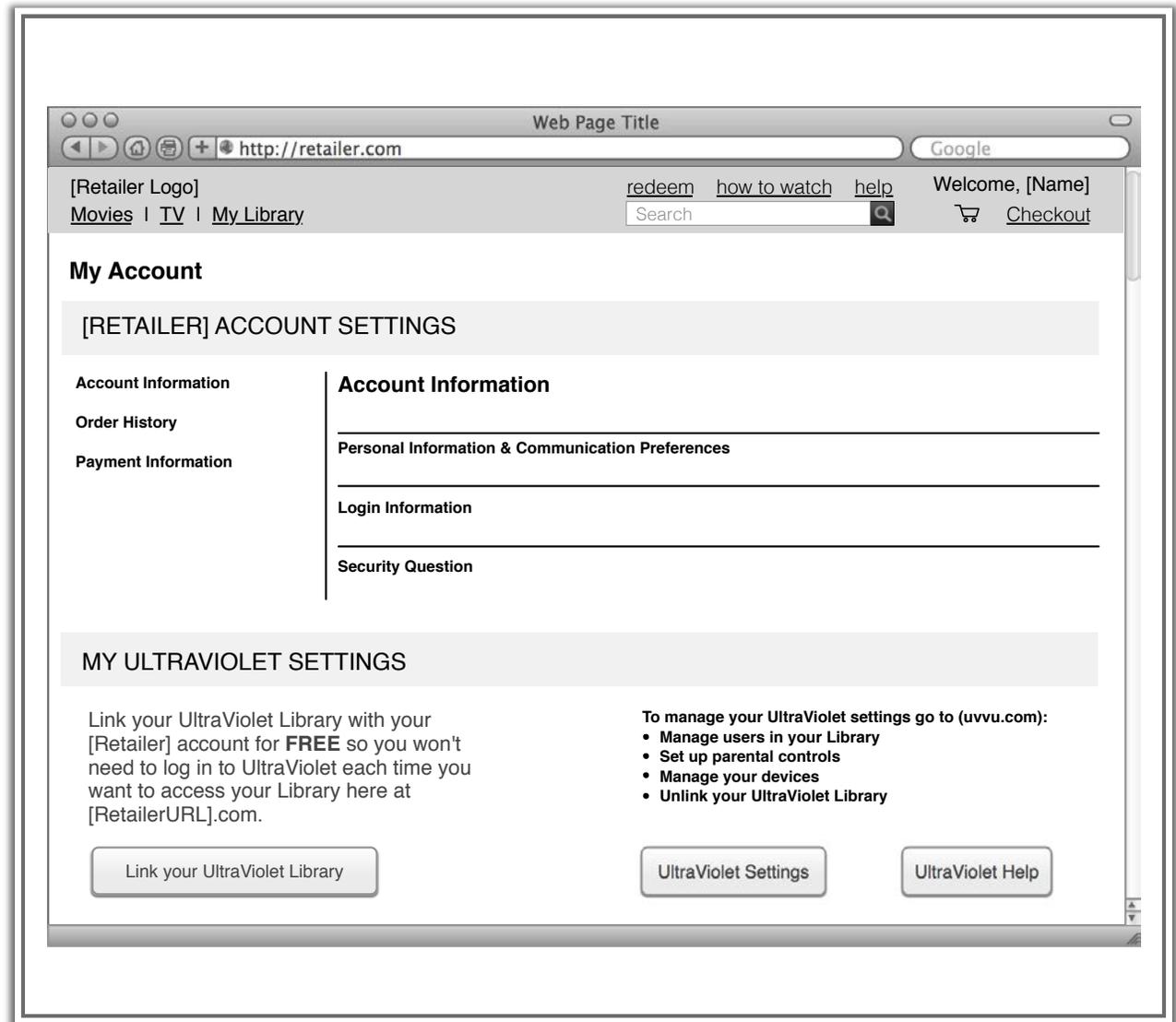
## Linking from Library page

1. If user's Retailer account is not linked to UV, display prominent and clear messaging.
2. Include benefits of linking.
3. 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.

The screenshot shows a web browser window with the address bar displaying 'http://retailer.com'. The page header includes a '[Retailer Logo]', navigation links for 'Movies | TV | My Library', a search bar, and a 'Welcome, [Name]' message with a 'Checkout' button. The main content area features a heading: 'Link your UltraViolet Library with your [Retailer] account for FREE'. Below this, there are two columns of text. The left column, under the 'ULTRAVIOLET' logo, states: 'Safely and securely stores your UltraViolet Library in the cloud.' The right column, under the '[Retailer]' logo, states: 'Lets you add new movies and TV shows to your UltraViolet Library so you can stream and download on any compatible device.' A central graphic shows two interlocking links. Below these columns, a paragraph reads: 'Link your UltraViolet Library with your [Retailer] account so you won't need to log in to UltraViolet each time you want to access your Library here at [RetailerURL].com.' Two buttons are provided: 'Link your UltraViolet Library' and 'Remind me later, just sign in for now.' To the right, a sidebar with the 'ULTRAVIOLET' logo is titled 'Watch anywhere, on any device' and lists four benefits: 1. Store your movies and TV shows in your UltraViolet Library for many years to come. 2. Your rights will never expire and UltraViolet will never charge a fee to maintain your Library. 3. You can access your UltraViolet Library using one or more participating service, the choice is always yours. 4. You can share your UltraViolet Library with up to 5 other people. At the bottom of the main content area, there is a large empty box labeled '[Order History]'.

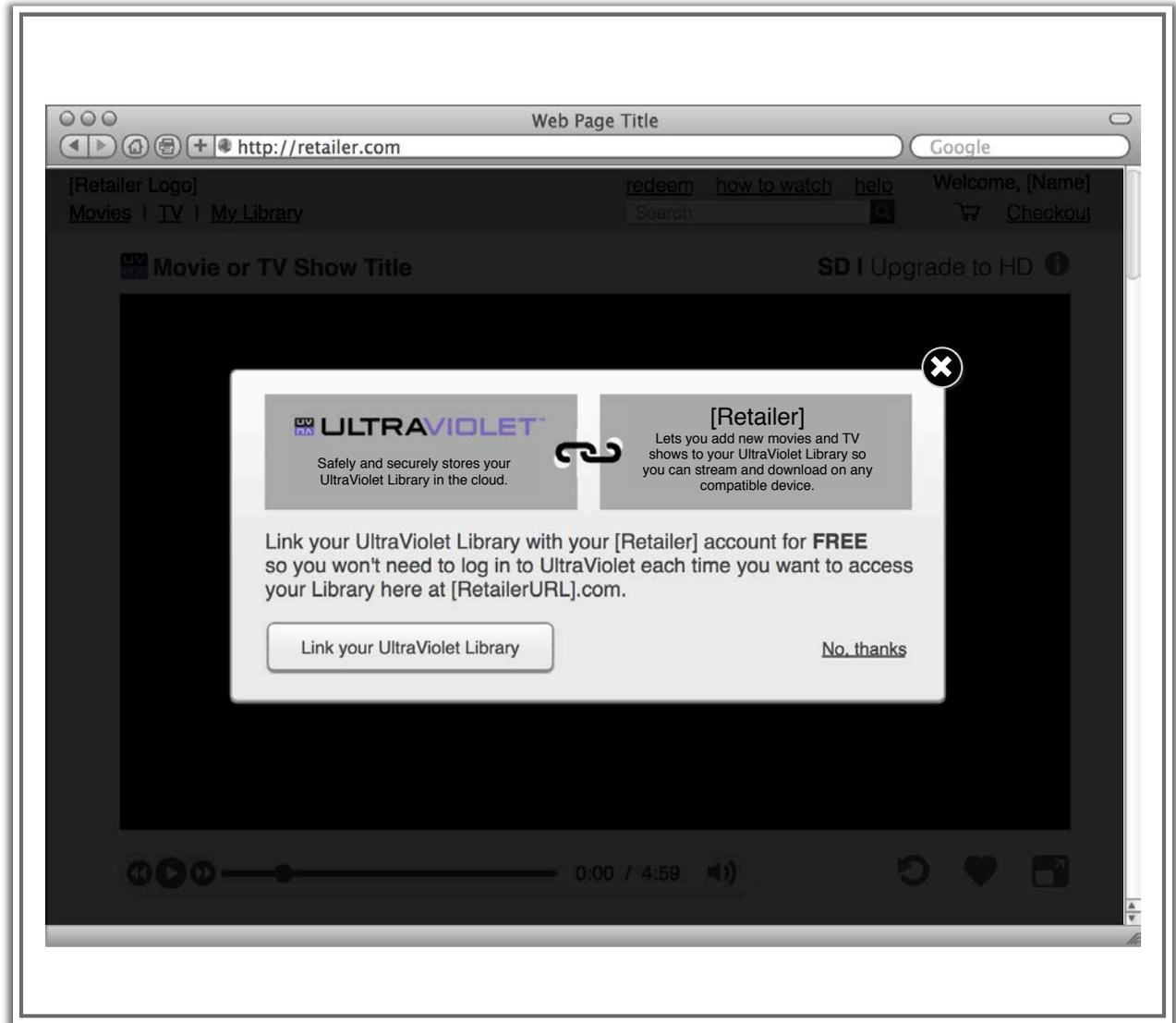
# Linking from account page

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



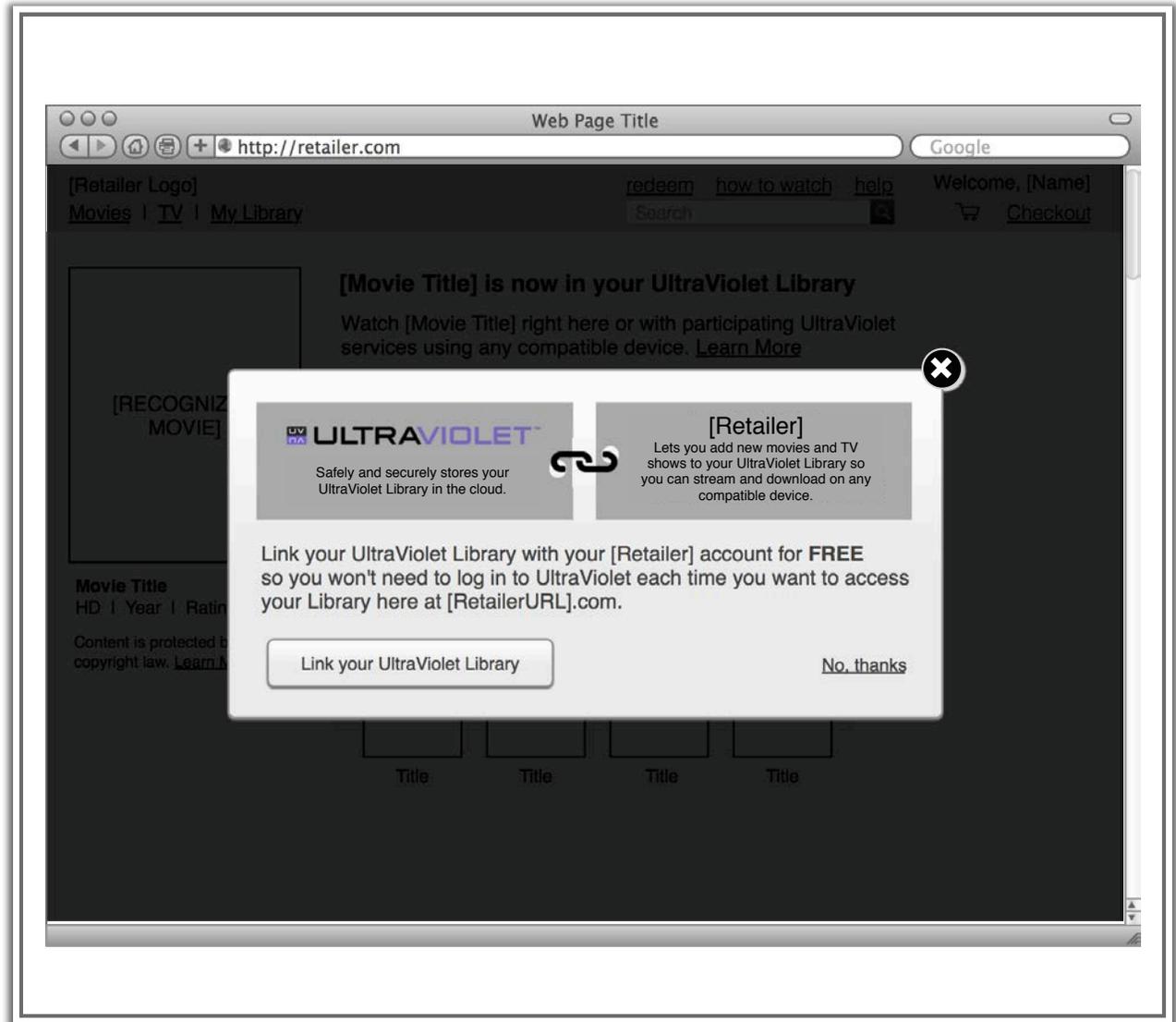
# Playback Linking

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.



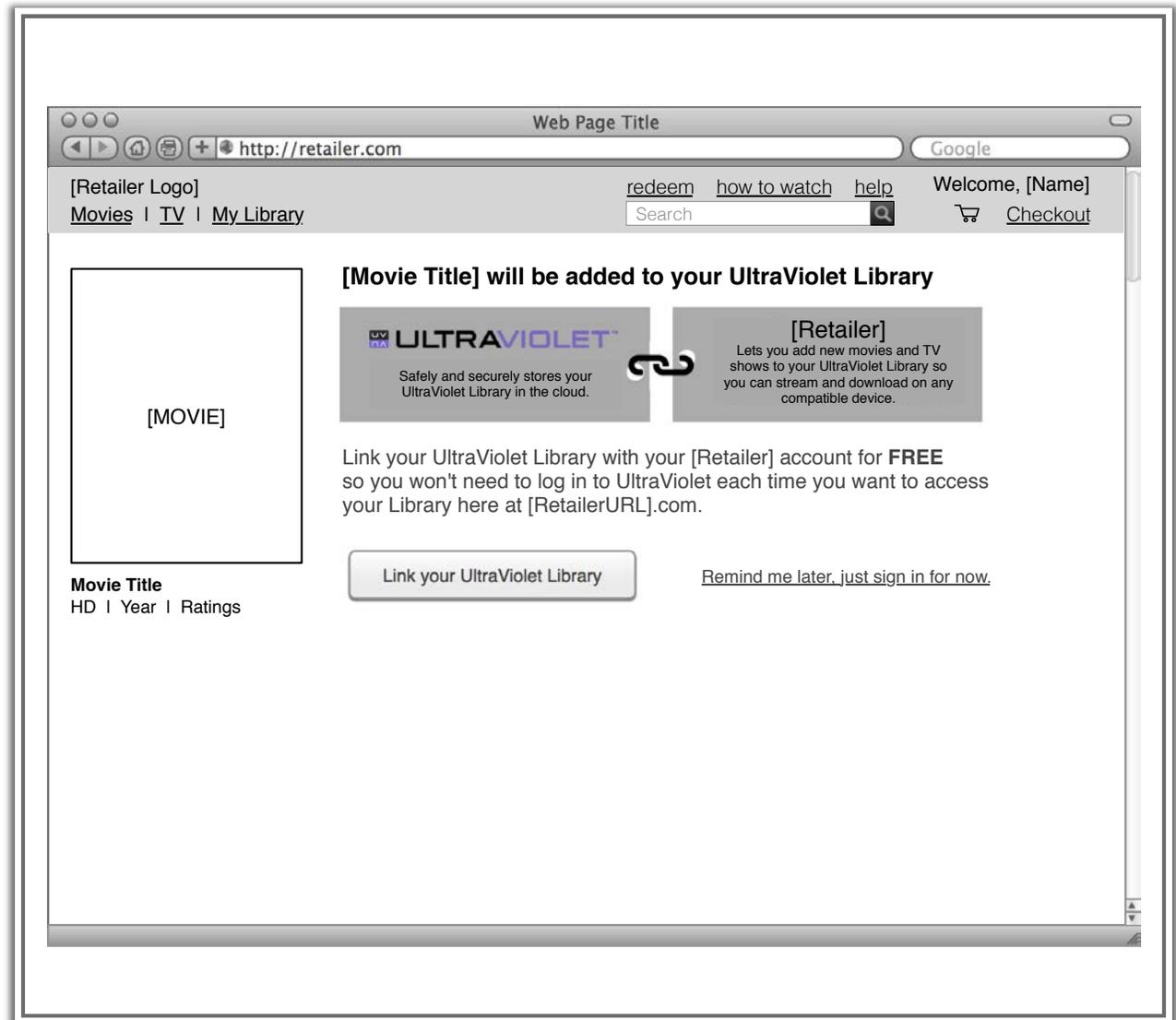
# Redemption Linking

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



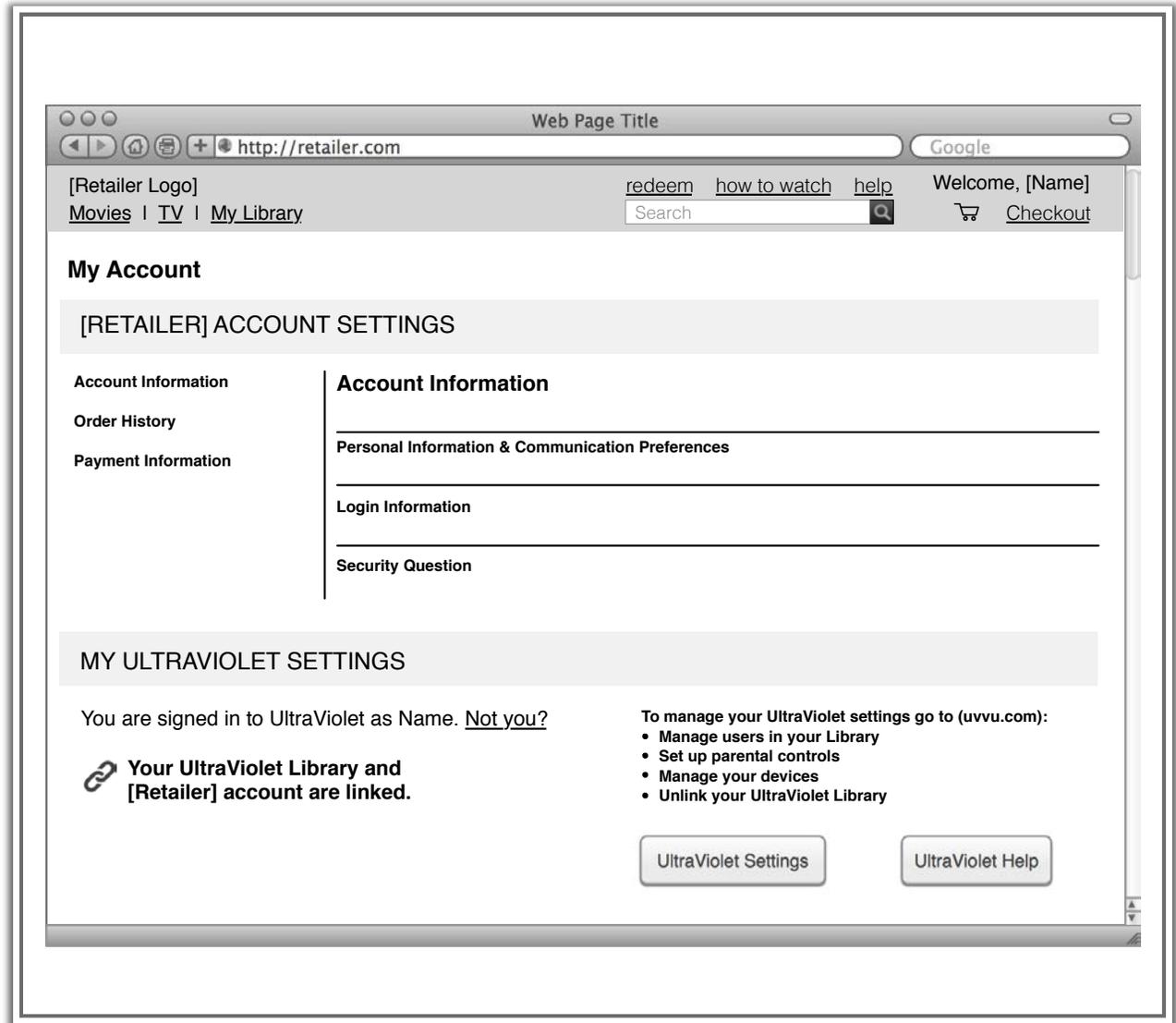
# Linking in purchase flow

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



# 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.
3. 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.



# PRODUCT PAGES

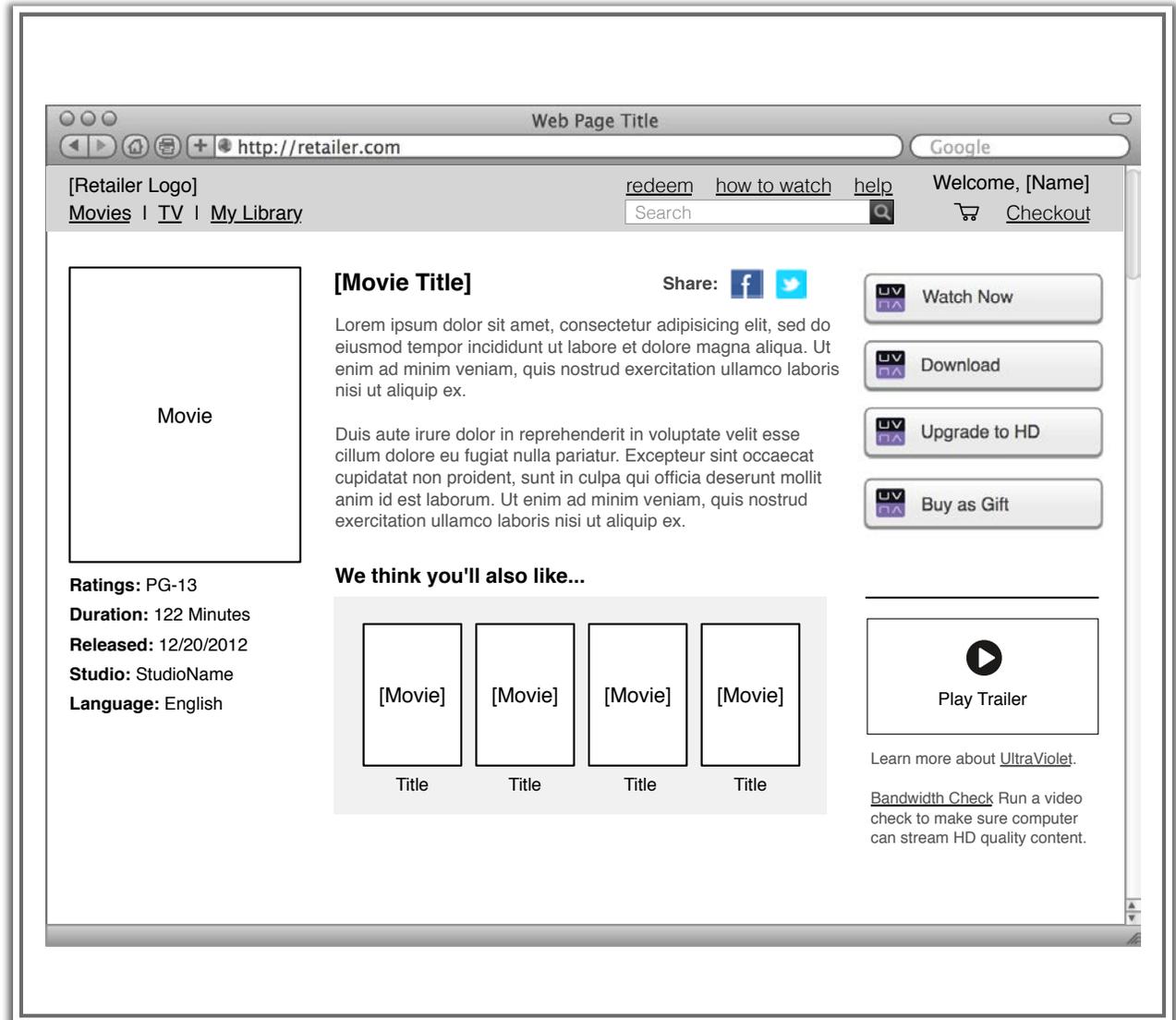
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Common pitfalls include

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

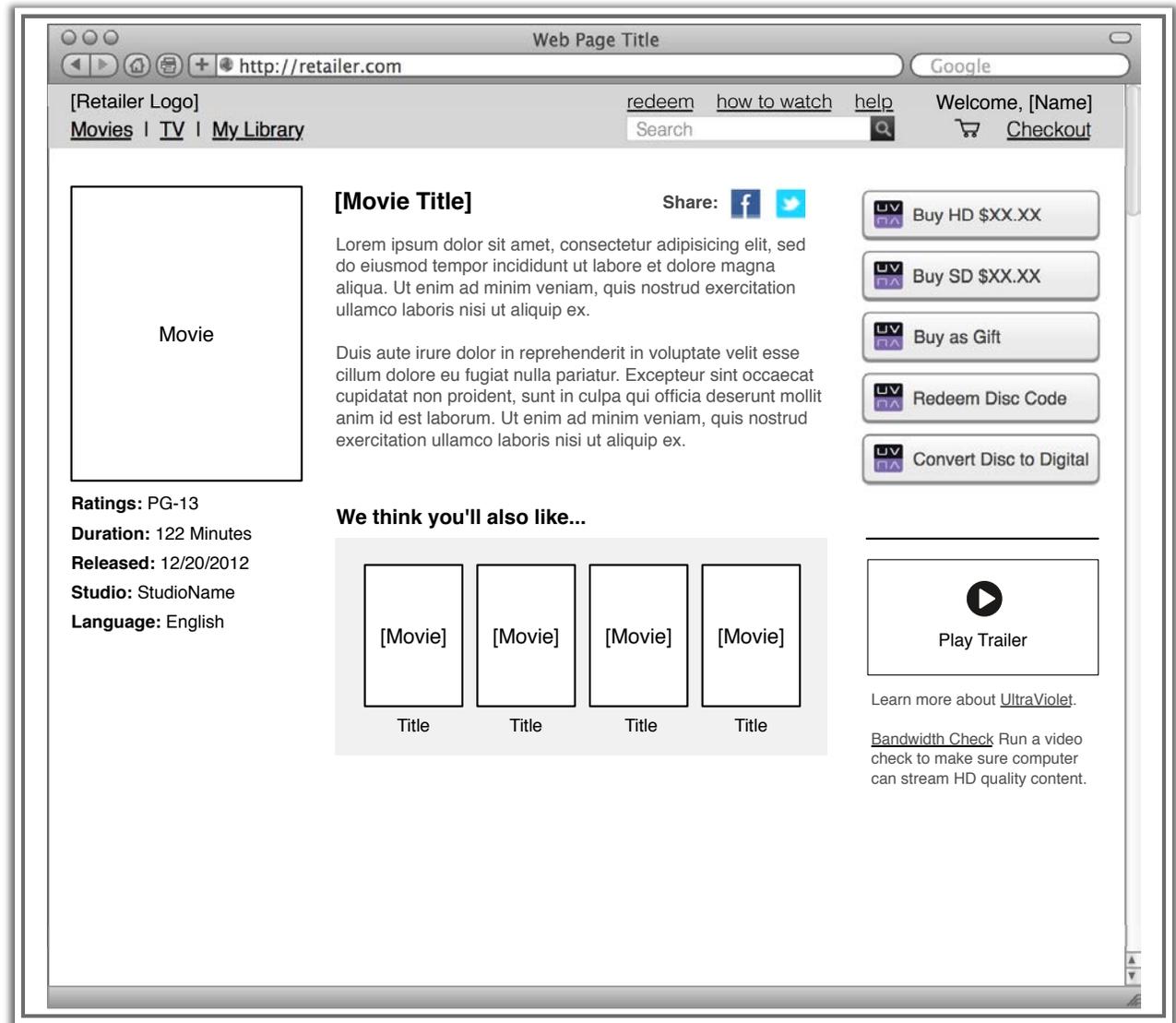
# Product, title owned

1. 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.



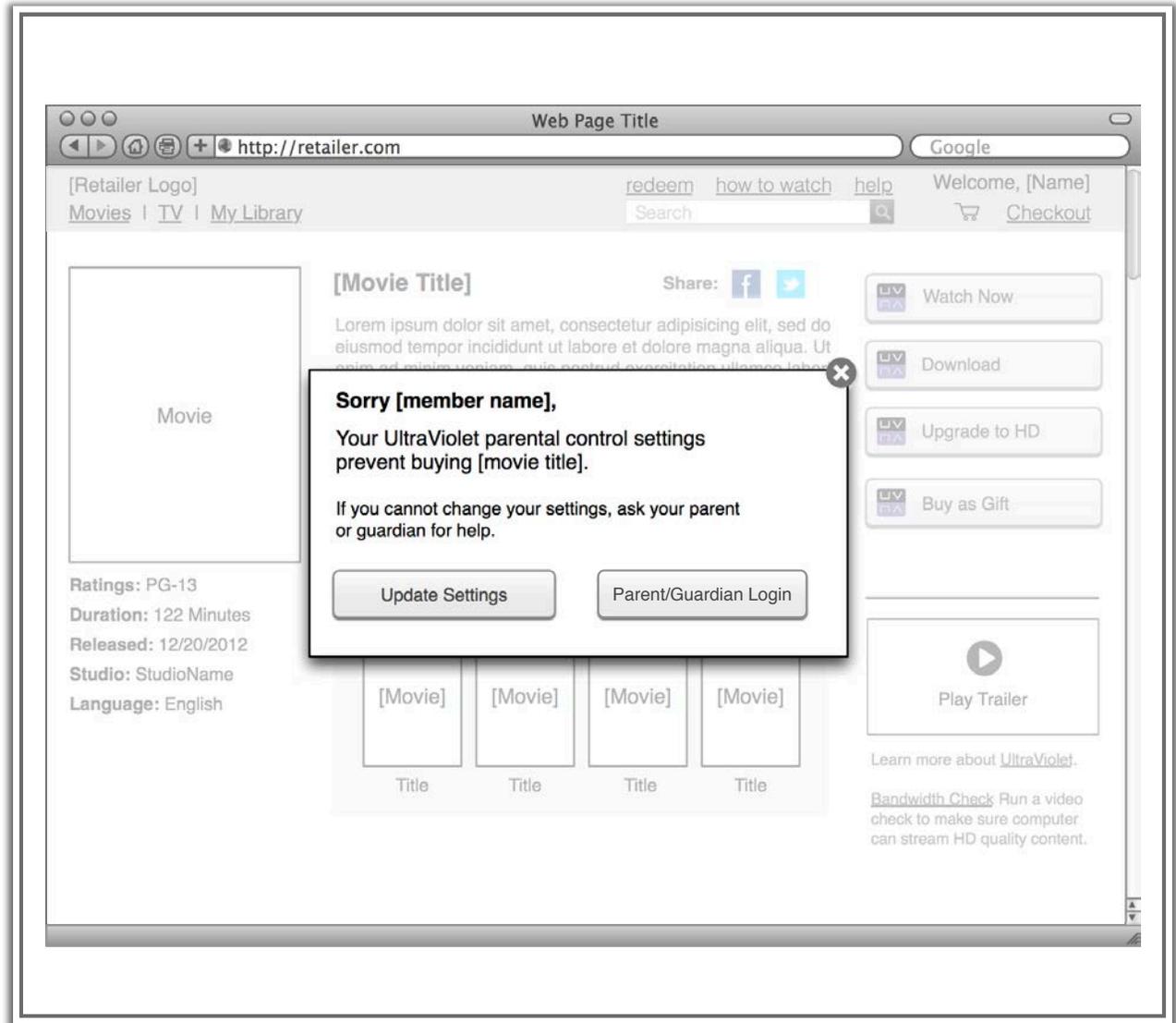
# Product page, title not owned

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



# 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"



# Change Log

Version	Changes	Slides affected
IUX_bestPractices_020813.pptx	(first version posted to uvvuwiki.com)	
IUX_bestPractices_032013.pptx	<ul style="list-style-type: none"> <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 links to Authentication UI wiki article</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 tip to include Collection link in global nav, updated tips by adding "if necessary" to the tip about refresh button</li> <li>- Added recommendations for handling of duplicate/multiple titles</li> <li>- Added note to only show one, "home country" rating</li> <li>- Added UV 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 contextual FAQ to support form, name optional</li> <li>- Updated tip that redeem be included in global nav, added tip about UV education on redemption page, improved layout/messaging on redemption page</li> <li>- Added skip button on extra info page</li> <li>- Updated parental block messages</li> <li>- Added linking prompts for playback and redemption</li> </ul>	<p>1 All wireframes</p> <p>2 All wireframes</p> <p>3, 12, 13, 15</p> <p>4</p> <p>4</p> <p>5</p> <p>6</p> <p>11-13, 15</p> <p>3, 14-20</p> <p>16, 18</p> <p>15</p> <p>15, 42</p> <p>22</p> <p>22-23, 30, 33-35</p> <p>23</p> <p>23, 30-35, 37, 51</p> <p>23, 45</p> <p>31-32, 37</p> <p>33</p> <p>34</p> <p>39</p> <p>41, 45</p> <p>43</p> <p>47, 60</p> <p>51, 52</p>

# Change Log

Version	Changes	Slides affected
IUX_bestPractices_082313.pptx	<ul style="list-style-type: none"> <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>	<p>All wireframes</p> <p>All wireframes 3-18</p> <p>3-7, 15, 39, 40, 45, 46, 50-54</p> <p>4, 6, 14, 16 20</p> <p>20-25, 28, 31 39-46</p> <p>55</p>
IUX_bestPractices_022014.pptx	<ul style="list-style-type: none"> <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>	<p>39-50 43</p> <p>48</p>