

Sierra - Concept Vision

Microsoft

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This document compiles the high level thinking and general concept for the Sierra Portal. It contains a description of the portal's objectives and target users. It introduces the general UI behaviours as well as concept wireframes and look & feel.

The wireframes and designs in this document are early work and as such are subject to change. They should only be used for inspiration. More reliable specifications for development will come later in the form of detailed wireframes and detailed designs.

This document can be read by anyone who will be working on the Sierra project - project managers, developers, designers, etc. - as well as potential users of the portal - operators. It ensures everyone on the project team shares a common vision.

Portal Overview

Portal Overview - What is the Operator Portal...

The Operator Portal is a **cloud based** service designed to create a single point of entry for all customers of the next generation Mediaroom product. Built to be accessed from any platform via a standard web browser it will present a **unified** experience to **manage and monitor** all aspects of an operator's VOD service.

It has been conceived as a highly flexible suite of tools, capable of **adapting** to a broad range of operator needs which will enable operators to focus on **adding value** to their subscriber propositions, and to **drive maximum revenues** from their content catalogues.

Designed specifically around the day to day needs of the operator team the portal can be personally tailored to fit each user's job role, reducing unnecessary functionality and interface clutter, to help increase the overall ease of use and their operational efficiency.

Portal Overview - Who is it for...

Content Merchandiser (OCME)

In charge of setting the prices for content, establishing offers and maximising revenues.

Works closely with OCMA to decide what to promote where and when.

Monitors sales performance and analyses the success of campaigns.

Service Administrator (OSA)

In charge of managing operator user accounts.

Configures the validation workflow for the team for all day to day tasks.

Configures ingest workflow and roles.

Monitors the overall system health.

Content Manager (OCMA)

In charge of editing the catalog and curating what consumers can see on their STB/iPad/etc...

Manages promotions, packages and banners in collaboration with the OCME's offers.

Has manual override on content categorisation and meta data to make changes as and where necessary.

Asset Manager (OAM)

Monitors and manages the ingest/export process: create new ingest rules and rectify errors.

Sets up "batches" for operations on the catalog that the OCMA cannot handle manually.

Customer Service Representative (OCSR)

Supports customers with problems or for profile information updates.

Escalates to Technical Support (OTS) if necessary.

Quality assurance (OQA)

Proofread promotions, packages and titles that have been created/edited by an OCMA or OCME before they go live.

Portal Overview - What is it designed to support...

Content Merchandiser (OCME)

In charge of setting the prices for content, establishing offers and maximising revenues.

Works closely with OCMA to decide what to promote where and when.

Monitors sales performance and analyses the success of campaigns.

1. Create a half-price offer on specific content for a limited duration.
2. Identify lowest selling titles last month, create an offer for them and ask the OCMA to promote them on the service homepage.
3. Offer 5 free movies on a specific device to new customers signing up.
4. Discretely A/B test two different offers to a small group of consumers before rolling it out to the whole subscriber base.
5. Create an automatic discount for a week each time a title is added to a specific package.
6. Set up the frequency of pre/mid/post-roll adverts and increase the number of sports related adverts for sports pack subscribers.
7. Compare sales analytics for two different subscriber groups.
8. Analyse the success of an offer and try alternatives.
9. Set up a partner offer as agreed with a brand sponsor that includes bespoke package branding.
10. Create an offer for a package created by OCMA for a specific occasion (Halloween, Christmas, Valentines...).

Portal Overview - What is it designed to support...

Content Manager (OCMA)

In charge of editing the catalog and curating what consumers can see on their STB/iPad/etc...

Manages promotions, packages and banners in collaboration with the OCME's offers.

Has manual override on content categorisation and meta data to make changes as and where necessary.

1. Manually edit the poster art for a title.
2. Proof read and amend the description for new hero title.
3. Add a catchy pull quote to help promote a hero item.
4. Create a package around a specific theme (e.g. Halloween movies, sequels...) and promote this package on the homepage with bespoke visual assets.
5. Add a hero module to a section of the catalog that automatically displays the most popular movies for that section.
6. Create a promotion directly from an offer created by an OCME.
7. Add a new section to the catalog, and define what content should automatically go in it.
8. Define a package so that future titles that match that definition will automatically be added to package on ingest.
9. Customise the appearance of the client for a specific section of the catalog.
10. Manually define related content for a title.

Portal Overview - What is it designed to support...

Customer Service Representative (OCSR)

Supports customers with problems or for profile information updates.

Escalates to Technical Support (OTS) if necessary.

Technical Support (OTS)

Similar to OCSR with higher degree of technicality. Can identify if the problem comes from Sierra, operator IT or elsewhere. Escalates to Microsoft Support (MS) if necessary.

1. Help customer troubleshoot and rectify an error code issue.
2. A customer report that a title doesn't work, OCSR identifies if it is an encryption problem or a rights problem.
3. Retrieve the pin number for a customer that has lost it.
4. Help a customer who has recently bought a new package but cannot access the channels yet.
5. Change or upgrade the customer subscription.
6. A customer had bought a new device and wants to add it to his existing account.
7. A customer wants to access a package that is not included on his subscription, OCSR suggests the best offer subscription or upgrade.
8. Disable an account that has not paid their bill.
9. Revoke previously purchased content if the customer had purchased the content in error.
10. Send detailed information to the technical support to help solve a problem.
11. Impersonate a customer to see what the problem is from their point of view.
12. A customer wants to remove the parental control from a specific user of his account.

Portal Overview - What is it designed to support...

Service Administrator (OSA)

In charge of managing operator user accounts.

Configures the validation workflow for the team for all day to day tasks.

Configures ingest workflow and roles.

Monitors the overall system health.

1. Configure EPG channel map
2. Configure DVR endpoints
3. Monitors integration with other operator systems: incoming feeds from CRM, outgoing feeds to billing. Identify errors and eventually escalate to Microsoft Support (MS) or in-house IT team.
4. Configure workflow roles for ingest and distribution: which OAM manages which flow.
5. Get alerted if a critical part of the system is down.
6. Analyse system health variables (peak processing time, total videos delivered...) and compare with targets.

Portal Overview - What is it designed to support...

Asset Manager (OAM)

Monitors and manages the ingest/export process:
create new ingest rules and rectify errors.

Sets up "batches" for operations on the catalog
that the OCMA cannot handle manually.

1. Monitor the ingest and export processes. In case of error, identify the problem and try to fix it.
2. Manage list of supported devices and encoding parameters for each device.
3. Define rules for how metadata from different sources is combined.
4. Makes sure there are no duplicates in the catalog. If there are, define merging rules.
5. Identify missing metadata and either find a way to ingest again or notify OCMA to edit manually.
6. Set ingest priority to high on specific titles requested by the OCMA.
7. Preview encoded asset quality as rendered on various client devices.
8. Define rules to sort incoming titles into different packages depending on their metadata, on request from OCMA.
9. Define target devices and encoding rules based on package, in collaboration with OCME/OCMA.
10. Import or manually define breakpoints for mid-stream adverts.

Portal Overview - What is it designed to support...

Quality assurance (OQA)

Proofread promotions, packages and titles that have been created/edited by an OCMA or OCME before they go live.

1. View all promotions, offers, packages or titles recently created/edited and waiting for approval.
2. Within an edited promotion/package/etc., easily identify what data has been edited.
3. Preview titles and catalog as seen on different platform by impersonating specific consumer types.
4. Validate or reject changes on an offer, promotion or title.
5. Ensure consistency of the contents displayed in the portal.
6. Search all content for mentions of specific words/typos. Ability to replace all.

General concept

Design Approach

Overview

The Operator Portal is designed to be a premium Microsoft product that greatly enhances Mediaroom service offering for new and existing customers.

It inherits the design language established by Windows 8 and has the following design beliefs running through it's core.

Easy to use

- It must be a pleasure to use with a very small learning curve for all users.
- It should be based around a few simple yet powerful UI paradigms.
- All low value tasks should be automated to increase operator productivity.

Task based

- The UI must be built around all the operator roles and their daily tasks.
- All onscreen information, content and functionality should be personalised to the current user role to provide the most relevant actions and information necessary for them to achieve their task.

Adding value

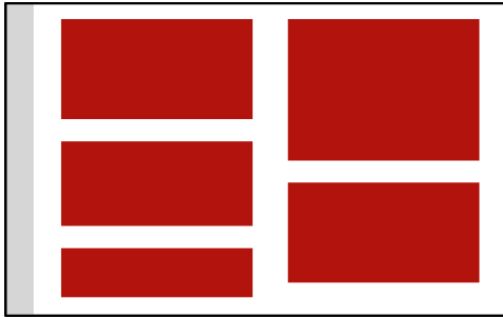
- Use all available data to help the operator identify where potential new revenues lie and where to find new commercial opportunities.
- Integrate the use of analytics into all daily tasks to ensure maximum performance intelligence is provided to all users.

Flexible/Adaptable

- Start simple and progressively disclose complexity so the interface is never more complicated than necessary for any user at any time.
- Enable a high degree of customisation within the system so that it is inherently simple to use but still flexible enough to cover a broad range of advanced needs.

Layouts

There are only 2 layouts in this web application:



Mosaic of widgets

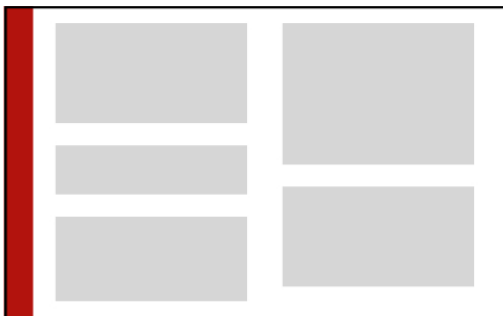
Only used for one screen: My Hub



Horizontal arrangement of panels

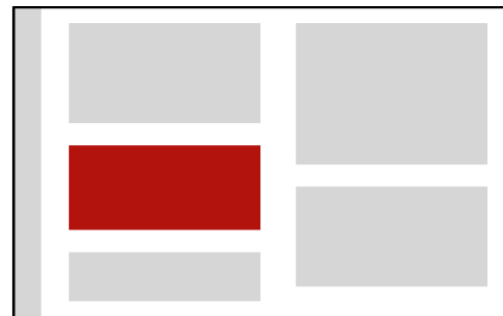
Used everywhere else

These layouts are built with 3 basic components:



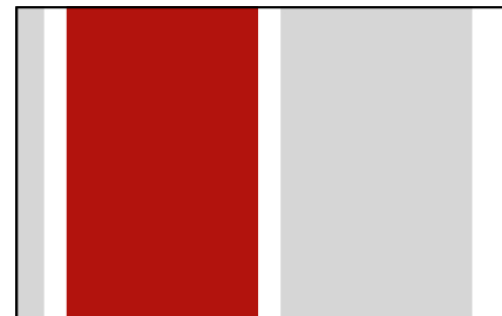
Navigation

Always there



Widgets

Used on My Hub only



Panels

Used almost everywhere else

Panels

There are 3 types of panels:

Cards:

i.e. "detail page". Cards show all the attributes of an object, including related objects. Cards include analytics, status and recent activity.



Offer Campaign Title SubscGroup



Account User Device OpUser



Event Task Transaction Region



AdRule DeviceType

Lists:

Can be used either for selection or exploration. Lists can be sorted/filtered on a number of criteria.



List of Titles (Catalog) List of Offers List of Campaigns List of Accounts



List of SubscGroups List of Tasks (workflow) List of OpUsers List of AdRules



List of Pacemnts List of DeviceTypes List of Events List of Persons



List of Regions

Tools:

Can be used to edit or manage proprieties or assets.



Image upload & preview Price editor Calendar Catalog cleanup



Rough cut editor Extensions manager Error code knowledge base Storage cleanup



Emulate device / Impersonate client Video preview Client client localisation Client branding



Global parental settings XML viewer

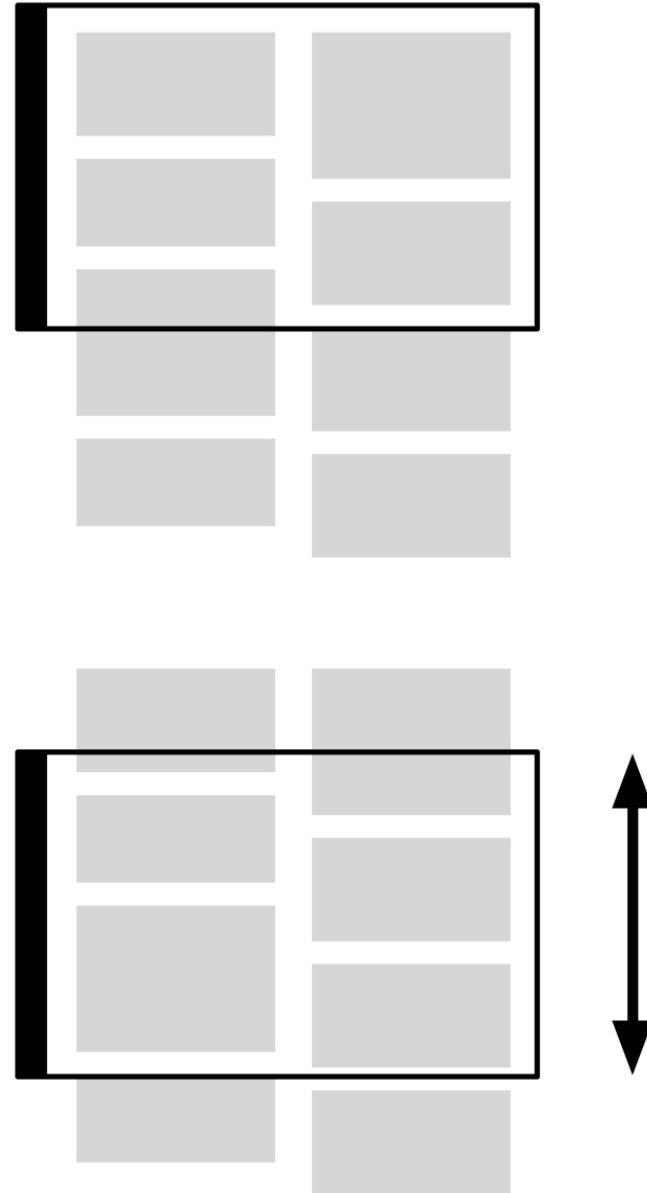
Scrolling - Hub & Widgets

On My Hub, the widgets stack vertically. They occupy the available width.

The operator can scroll vertically. The operators can also re-order the widgets manually to suit their needs.

Different operators see different widgets. Widgets are populated based on the operator's roles.

The navigation is fixed to the left hand side of the screen. It doesn't scroll.



Scrolling - Panels

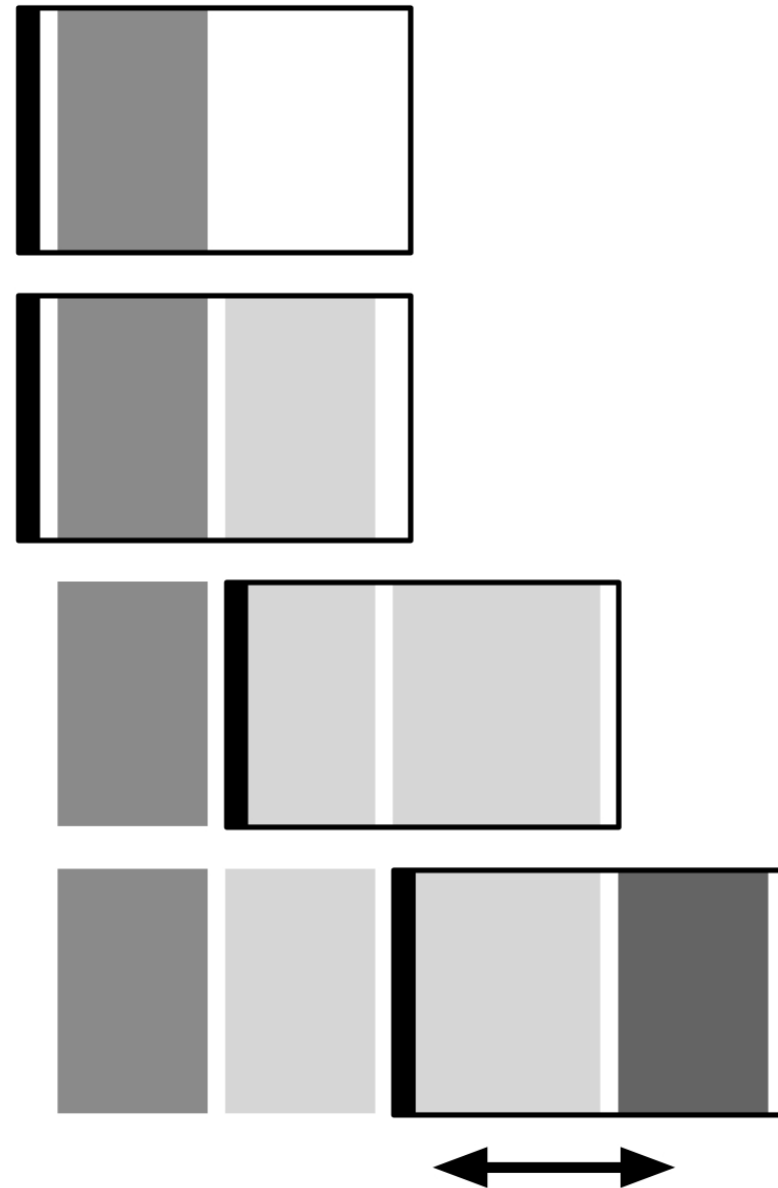
On panelled pages, the interface is made of vertical panels. Panels help operators keep in mind the context of the current task, which is important in task-oriented interface. A pagebased UI, more classic and object oriented, wouldn't work as well because users can lose track of where they came from.

The operators start with a single panel, accessed via the navigation or My Hub. As they interact (e.g. drill down) more panels are added to the right.

The active panel is always the one the far right. The screen right aligns to make sure it is visible.

The operators can scroll horizontally if they want, although interacting with any of the panels other than the right-most one would cancel/dismiss all panels located on its right.

"Tool" panels usually don't let operators access any other panel, so they would always be on the far right. "List" panels, when used for exploration, will tend to be on the far left, as they are a starting point. But when used for selection, they will tend to be at the far right.

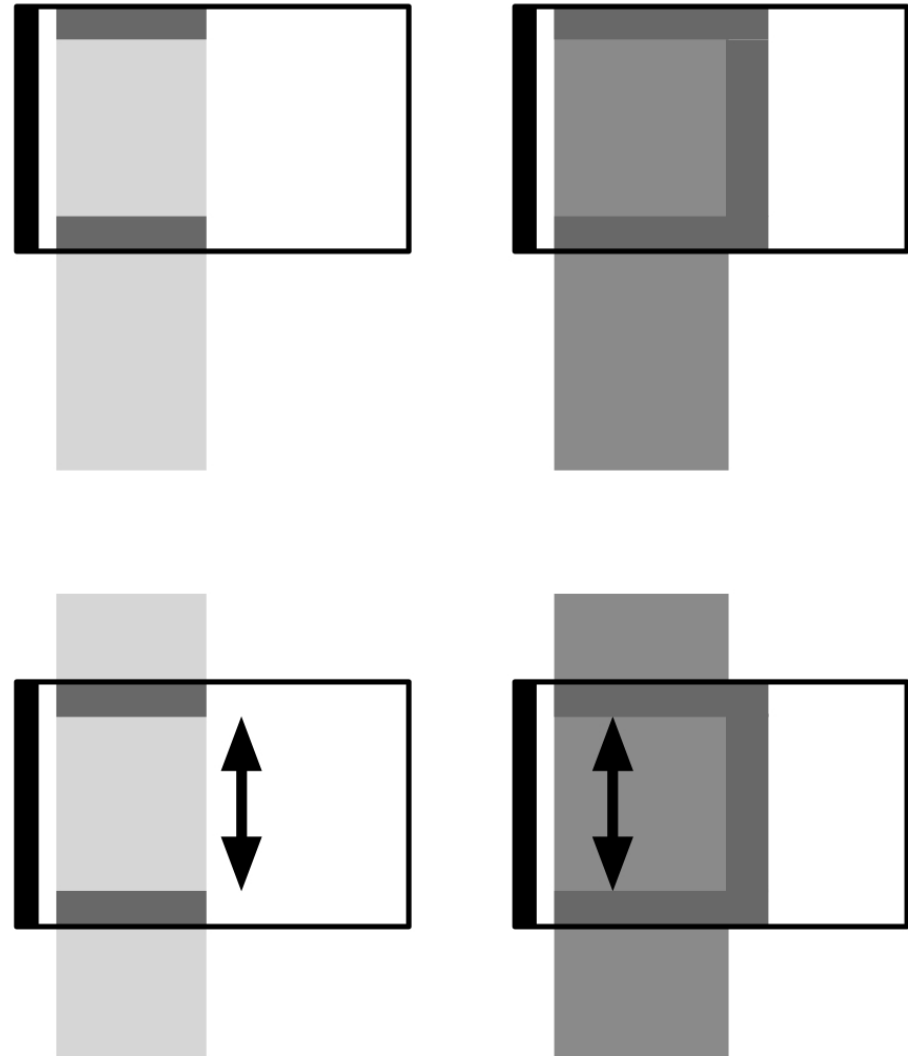


Scrolling - Panel

Panels can be longer than the height of the screen, in which case the operator can scroll vertically.

Some elements of the panel don't scroll with it though:

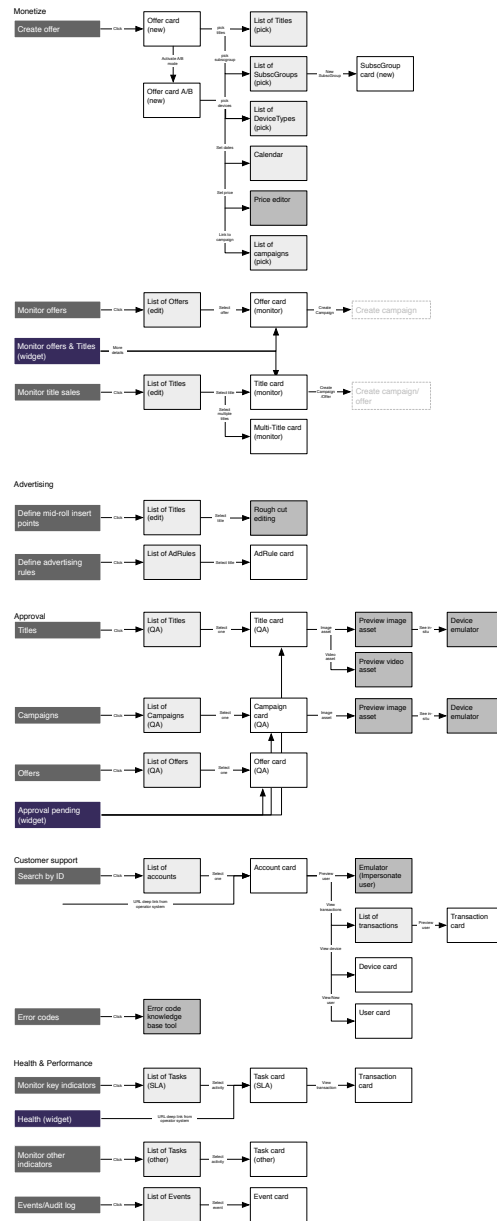
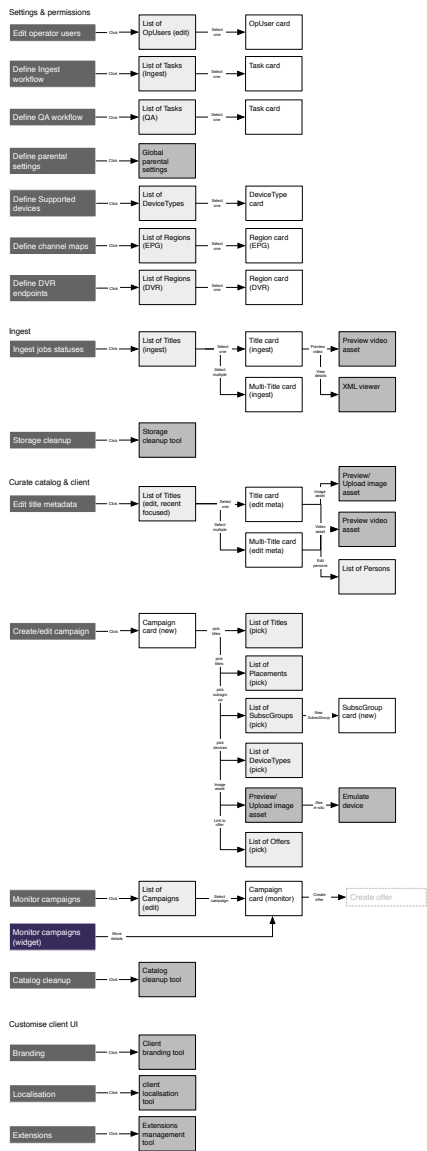
- The panel header sticks to the top of the screen
- The action buttons stick to the bottom of the screen.
- Lists: the filters stick to the right of the panel



Information Architecture

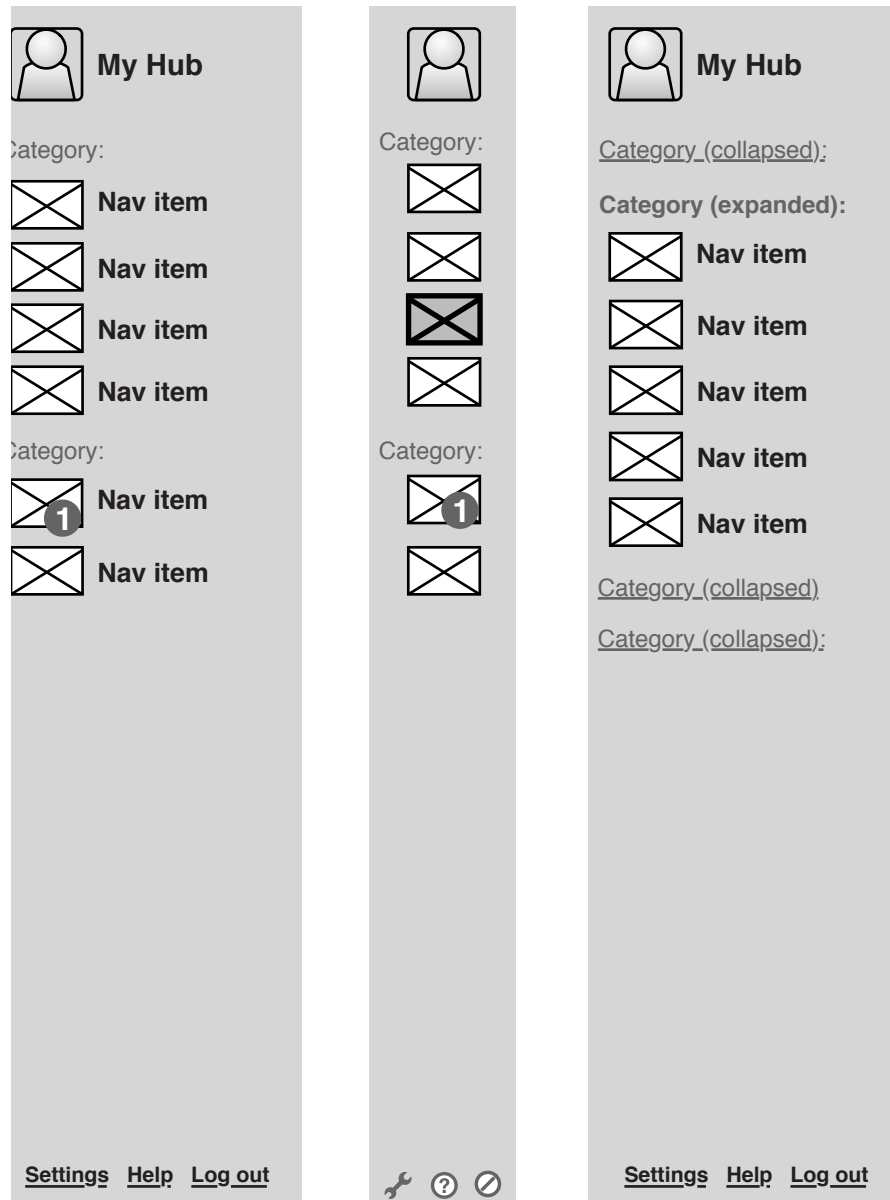
Information Architecture

NAV



Wireframes: Navigation

Navigation - General



Left: Operators can only see a subset of all navigation items, based on their role. Items are grouped into categories.

Middle: Once operators navigate away from My Hub, the navigation collapses. The active task is highlighted in the navigation.

Right: If an operator has too many roles and all navigation items don't fit vertically, the categories collapse. Only one category is expanded at a time.

Navigation - All Items

Settings & permissions

Edit operator users

Define Ingest workflow

Define QA workflow

Define parental settings

Define Supported devices

Define channel maps

Define DVR endpoints

Ingest

Ingest jobs statuses

Storage cleanup

Curate catalog

Edit metadata

Create/edit campaign

Monitor campaigns

Catalog cleanup

Customise client UI

Branding

Localisation

Extensions

Monetize

Create offer

Monitor offers

Monitor title sales

Advertising

Define mid-roll insert points

Define advertising rules

Approval

Titles

Campaigns

Offers

Customer support

Search by ID

Error codes

System health

Monitor key indicators

Monitor other indicators

Events/Audit log

This is the complete list of possible navigation items.

The average portal user would never see all items but only a sub-set.

Navigation - Collapsed

My Hub

Monetize:

- Create offer**
- Monitor offers**
- Title sales**

Advertising:

- Advertising rules**
- Mid-roll insert points**

Curate catalog:

- Monitor campaigns**

1

[Settings](#) [Help](#) [Log out](#)

My Hub

Monetize:

- Create offer**
- Monitor offers**
- Title sales**

Advertising:

- Advertising rules**
- Mid-roll insert points**

Curate catalog:

- Monitor campaigns**

Approval:

- Offers**

3

[Settings](#) [Help](#) [Log out](#)

My Hub

Approval:

- Titles**
- Campaigns**
- Offers**

Curate catalog:

- Edit metadata**
- Catalog cleanup**

12

2

[Settings](#) [Help](#) [Log out](#)

My Hub

Settings & permissions:

- Edit operator users**
- Define Ingest workflow**
- Define QA workflow**
- Define parental settings**
- Define Supported devices**
- Define channel maps**
- Define DVR endpoints**

Ingest:

- Ingest jobs statuses**
- Storage cleanup**

System health:

- Monitor key indicators**
- Monitor other indicators**
- Events/Audit log**

1

[Settings](#) [Help](#) [Log out](#)

Left: Navigation as seen by an operator with OCME (Merchandiser) role

Middle left: Navigation as seen by an operator with OCME SUPERVISOR (Chief Merchandiser) role


Middle right: Navigation as seen by an operator with OQA (Quality Assurance) role

Far right: Navigation as seen by an operator with OSA (System Administrator) role




1. Badges notify operators of noteworthy items and pending tasks.

Wireframes: My Hub


My hub

 **My Hub**


Monetize:

-  **New offer**
-  **All offers**
-  **Advertising**

Curate catalog:

-  **All campaigns**

Health & Performance:

-  **Personal stats**

[Settings](#) [Help](#) [Log out](#)

Offers

Offers created/modified	Titles have an updated price	Offers expired/about to expire	Titles have no price
4	145	7	8

My offers



Doomsday movies 30% off from 20th dec to 21st



Sport pack is half price for new subscribers



All Halloween movies 2£ from 28th october to 1st nov

[More...](#)

Pending tasks

5 campaigns are waiting to be confirmed

Recent activity

 Susan A. edited 3 prices

My hub as seen by an OCME (Merchandiser)

Wireframes: Cards

Generic card panel

The screenshot shows a card panel with the following sections:

- Header:** "Object: **Objectname**" and a "Status" button.
- Properties group 1:** A section titled "1" (in an orange arrow) containing the text "PropertySetAndEditable from PropertSetAndNotEditable for PropertyNotSet".
- Properties group 2:** A section containing three input fields: "property" (with a close icon), "asset" (with a close icon), and a dashed box with a plus icon.
- Analytics:** A section titled "Analytics:" containing the text "Axis1 - Axis2 - Axis3" and a line graph showing a fluctuating trend.
- Associated objects:** A section titled "Associated objects:" containing the text "Object".
- Activity:** A section titled "Activity:" containing a user icon and the text "Samantha Smith approved offer".
- Footer:** A section containing two buttons: "SAVE CHANGES" and "Discard changes". The "SAVE CHANGES" button is annotated with a "2" (in an orange arrow).

1. Header includes object type, name and status.

2. Action buttons always visible at the bottom of the page, even if the card is longer than the screen height. Save/Confirm always in the bottom left corner, Cancel/Discard changes always in the bottom right corner.

Offer card

Offer: **Christmas offer 2012** Live

Offer details:

**Movie-subscribers
get All Christmas titles
on all devices
for £1 to rent
from 20/11/2012** 1

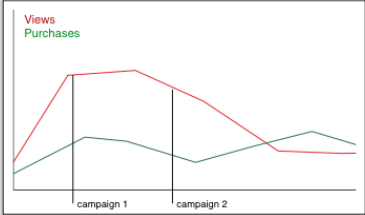
[Show T&Cs](#)

Associated campaign:

Christmas 2012 Campaign thumbnail

Analytics:


Sales - Devices - Consumers



Total transactions:
3356 (23.4/day)

Total income:
£9348 (£75.56/day)

Activity:

 Samantha Smith approved offer
1 day ago

Close

Offer: **Christmas offer 2012** Draft

Offer details:

all UsersGroups
get All titles
on all devices
for normal price
from now until further notice 1

Terms & Conditions:

EN - SP - IT - FR

Terms & Conditions

Testing:

A/B offer 2 Confidential offer 3

Associated campaign:

Request campaign

SUBMIT OFFER Save draft Discard

Left: Offer card as seen by someone without editing permission

Right: Offer card as seen when creating a new offer

1. The offer is described in "plain English" where operators can simply click the parts of the sentence that they want to change.

2. Activating the "A/B offer" option displays a second set of Offer details and automatically creates a set of 2 offers aimed at two subsets of the target Subscriber Group.




3. "Confidential Offer" reduces the sample to just a 100th of the target Subscriber Group.

Campaign card

Campaign: **Christmas 2012** Live

Placement:
Hero banner on Featured

Art:

TV banner Mobile banner Tablets banner


Description: **EN - SP - IT - FR**

Odio wolf nisi mixtape. Nihil duis cillum letterpress aliqua non wes anderson, keytar ea fugiat deserunt pitchfork. Beard marfa blog quinoa thundercats

Other details:
From 20/11/2012 for Movie-subscribers
Inherited from HalloweenOnePound offer

Associated offer:
Christmas offer 2012
All Horror titles are £1 to rent from 20/11/2012 for Movie-subscribers

Analytics:
Views - Devices - Consumers


 **Total clicks: 34506** (1234/day)

Close

Campaign: **Halloween2012** Draft

Placement:
3 thumbs preview on Home

Art:

TV banner Mobile banner

Description: **EN - SP - IT - FR**

Odio wolf nisi mixtape. Nihil duis cillum letterpress aliqua non wes anderson, keytar ea fugiat deserunt pitchfork. Beard marfa blog quinoa thundercats

Other details:
34 Titles from 20/11/2012 until further notice for all users on TV and mobile

Associated offer:
 Request offer creation

Activity:
 Samantha Smith saved draft
1 day ago

 Mobile banner missing

SUBMIT CAMPAIGN Save draft Discard

Left: Campaign card as seen by someone without editing permission.

Right: Offer card as seen when editing a draft campaign.

Title card

The Dark Knight Rises

Encoding

Uploaded assets:

Feature Trailer 1 Poster art 1 Poster art 2

Encoded assets:

Feature HD Deployed SD Encoding (35%) Trailer 1 HD Deployed Poster art 1 HD Poster art 2 HD Deployed

Metadata:

Director: Freezing Fog
Actors: Gold Dragon, Jasmine Monk
Synopsis: *tsy nulla placeat, vinyl velit wolf exercitation Austin odio freegan shoreditch cliché.*
Rating: 3.5/5 (Rotten tomatoes)
Studio: Sony
License: All devices 01/01/2010 - 31/12/2013

Part of offers/campaigns:

MoviesBasicPrice
SonyMovies
ActionSpecialWinter2012

Analytics

Views - Devices - Consumers

Views Purchases **Total clicks:**

Left: Title card as seen by someone with OCMA role (but not OCME). OCME, for example, would also see advertising related information.

1. Changes are highlighted to make approval easier.


Account card


Account 123456 Enabled


Account properties:

Master pin: **784513** Credit limit: **£20**


Devices:


 **STB A**
Last used today


 **iPad A**
Last used 3 days ago


 **iPad B**
Last used 3 days ago


SubscriberGroups :

SportsSubs 


Family 


MoviePremierSubs 

LondonArea 

 [Add to Subscriber Group](#)

Users :

User1 


User2 


Add user

Transactions :

35 transactions ([see all](#))
Last 3 days ago

Recent activity: **All - [Sales](#) - [Watch](#) - [Login](#)**

 **User 1** watched [Game of Thrones S01E03](#)
2 day ago

 **User 3** logged in to [iPad B](#)
2 days ago

SAVE CHANGES

Disable account

Discard changes

Left:

Account Card as seen by someone with editing permission.

This card has all the account information for a subscriber: groups that they are part of, users and devices connected to the account, pin and parental control.

Susbcriber Group card

Subscriber Group: **SportsSubs**

Group definition:
Imported from external system
Contains 54012 users (45234 accounts)


Analytics 1

Sales - Devices - Content

Offers & Campaigns

- ESPNWinterPromo**
- SportsBasic**
- Champions League Finale**

Recent activity:

 Sarah Bergson created SportsBasic offer
2 day ago

Subscriber Group: **CrossoverAudience**

Group definition:
Users in SportsSubscribers AND MovieSubscribers who **purchased more than 5 titles this month**
Contains 2345 users

Analytics 2

Sales - Devices - Content

Offers & Campaigns

- ESPNWinterPromo**
- SportsBasic**
- Champions League Finale**

Recent activity:

Left: Card for a Subscriber Group inherited from another operator system (e.g. subscription related group).


1. The definition of this group is external to Sierra. No changes can be made to it.

Right: Card for a Subscriber Group created by an operator

2. This group has been created in Sierra by an operator. It allows operators to target users based on their activity.

Operator user card





OpUser: **Paul Germain** Enabled

 paul.germain@contosotv.com
Skype: [PaulGermainContoso](#) ●

Roles:

Content Manager
Content Manager Supervisor
Asset manager

Recent activity:

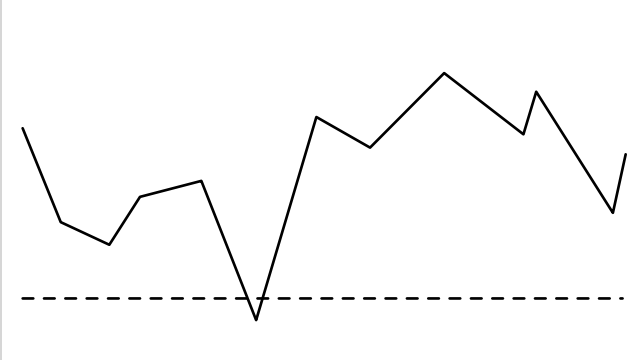
-  Approved [Halloween2012](#)
2 days ago
-  Edited [Game of Thrones S01E03](#)
1 days ago
-  Approved [Halloween2012](#)
2 days ago
-  Edited [Game of Thrones S01E02](#)
1 days ago

Revoke access Close

Task & Transaction cards





Ingest ●

Analytics



No incident since 20/09/2012

Synthetic transactions All - Failed

-  **Test transaction 239478**
in progress
-  **Test transaction 239477**
1h ago
-  **Test transaction 239476**
2h ago
-  **Test transaction 239475**
2h ago
-  **Test transaction 239474**
2h ago

Close

Test Transaction 235698 ●

Overview

Start time: **26/12/2012 14:57**
End time: **26/12/2012 14:59**
Status: **success**

Details

<Lorem>
<ipsum>

Close

Activity card with information about the system health.

Allows the user to monitor the status of the portal and access the details about a transaction to investigate any possible errors.

Wireframes: Lists

Generic list panel

This screenshot shows a list panel titled "All Objects" with a "NEW OBJECT" button in the top right. A search bar at the top left is marked with a red house icon containing the number "1". The list contains 15 items: Freezing Fog, Gold Dragon, Jasmine Monk, Argyle Dancer, Hopeful Swordsman, Cyan Trout, Bubbling Brook, Taunting Titan, Fluffy Tiger, Frozen Depths, Eye Store, Wintered Fort, Friendly Troll, and Smokev Badger. At the bottom, there are three buttons: "ACTION 1", "ACTION 2", and "Back". A red house icon with the number "2" points to the "ACTION 1" and "ACTION 2" buttons. A red house icon with the number "3" points to the right side of the panel. A red house icon with the number "4" points to the "Smokev Badger" item.

This screenshot shows the same list panel titled "Select objects..." with a "NEW OBJECT" button in the top right. A search bar at the top left is marked with a red house icon containing the number "1". The list contains the same 15 items as the first panel. At the bottom, there are two buttons: "CONFIRM SELECTION" and "Back". A red house icon with the number "2" points to the "CONFIRM SELECTION" button. A red house icon with the number "3" points to the right side of the panel.

1. The title in the header reflects whether the list panel is being used for exploration or selection.

2. The action buttons at the bottom of the page also reflect this. The actions always apply to the current selection (by default, all the content of the list).

3. Filter could be opened or collapsed by default (Operator preference).

4. Infinite scrolling: load enough items to fill even a screen with a high resolution...

Generic list panel - Selection

Select Object... NEW OBJECT

Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname

Current selection: **8 objects (show)** Clear selection

CONFIRM SELECTION Back

>>

Select Object... NEW OBJECT

Objectname
Objectname
Objectname
Current selection: **8 objects**

Objectname	⊗
Objectname	⊗
Objectname	⊗
Objectname	⊗
Objectname	⊗
Objectname	⊗
Objectname	⊗
Objectname	⊗
Objectname	⊗

Current selection: **8 objects (hide)** Clear selection

CONFIRM SELECTION Back

Objects selected are grouped together and can be viewed as a subset list.

Users can then clear this selection or remove items one by one from the selection group.

Generic list panel - Filters

Select Object... NEW OBJECT

Freezing Fog
Gold Dragon
Jasmine Monk
Argyle Dancer
Hopeful Swordsman
Cyan Trout
Bubbling Brook
Taunting Titan
Fluffy Tiger
Frozen Depths
Eye Store
Wintered Fort
Friendly Troll
Smokey Badger

Current selection: **8 objects (show)** Clear selection

CONFIRM SELECTION Back

Refine by: **1**

Titles...
SubscriberGroup...
Devices
Campaign...
Status: **cancelled**
Creation date **2**

<<

Quick filter:

- [Un-promoted offers](#)
- [My offers](#)
- [About to expire](#)
- [A/B offers](#)
- [Rejected offers](#)
- [Recently selected](#)

There are a number of **axes** to sort/filter/analyse the content of the list:

1. Some require the user to select an element from a different list via a new list panel (show with "...").
2. Some just require the user to select an option from a drop down or enter a numeric value (show with arrow).

Generic list panel - Analytics

Select Object... NEW OBJECT

3

Name ▾ Sales ▾

Freezing Fog	123
Gold Dragon	12
Jasmine Monk	89
Argyle Dancer	6
Hopeful Swordsman	84
Cyan Trout	3
Bubbling Brook	135
Taunting Titan	468
Fluffy Tiger	12
Frozen Depths	35
Eye Store	456
Wintered Fort	468
Friendly Troll	648
Smokey Badger	35

Current selection: **8 objects (show)** Clear selection

CONFIRM SELECTION Back

Refine by:

- titles...
- SportsSubscribers**
- device ▾
- campaign...
- status ▾
- creation date ▾
- Sales**

1

<<

Quick filter:

- [Un-promoted offers](#)
- [My offers](#)
- [About to expire](#)
- [A/B offers](#)
- [Rejected offers](#)
- [Recently selected](#)

2

1. As an operator "activates" more axes...

2. ... relevant analytics can appear to help the operator make a decision (e.g. choose the right content). The analytics can be actionable, they are a shortcut for entering filter values along the relevant axis.

The idea behind this system is to only show analytics around axes that the operator has explicitly expressed an interest in.

3. Also, if relevant, additional columns of data can be displayed. Some of these columns will enable sorting (click on column header).

Generic list panel - Dynamic selection

Select Object... NEW OBJECT

Search:

Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname
Objectname

Refine by:

- genre: **Horror**
- Subscriber **1**
- device
- campaign...
- status
- creation date

<<

Quick filter:

- [Un-promoted offers](#)
- [My offers](#)
- [About to expire](#)
- [A/B offers](#)
- [Rejected offers](#)
- [Recently selected](#)

Current selection: **All Horror titles**
(254 titles, all titles matching criteria will be added automatically)

CONFIRM SELECTION Back

1. Instead of manually selecting objects, operators can just set filters and use this as a selection.

They are effectively creating a "query" that will encompass matching objects as they are added to the system.

The original requirement for "rules to automatically generate offers" is essentially covered by this, in a way that doesn't introduce a new paradigm for operators.

As soon as the operator clicks on an item in the list, they are back in "manual selection mode", with a selection of 1 title.

Catalog - Unfiltered

Titles

Name

Toy Story (1999)

Man on Wire (2008)

Taxi to the Dark Side (2007)

The Blancheville Monster (1963)

American Horror Story (2011)

The Rocky Horror Picture Show (1975)

The Blancheville Monster (1963)

The Dark Knight Rises (2012)

Current selection: **All titles** (25,458 titles)

CONFIRM SELECTION Cancel

Refine by:

Title:

Director:

Actor:

Genre:

Synopsis:

Rating:

Studio:

Package:

Added:

Price:

Sales:

Views:

Quick filter:

- [Recently added](#)
- [About to expire](#)
- [Rejected titles](#)
- [Recently selected](#)

The catalog (list of titles) is the most complex list in Sierra but only reveals its complexity as operators attempt to use its advanced features.

It allows operators to select titles manually, using the general search and filters to find the titles they are looking for.

It also allows operators to use the filters to define a package that will evolve over time as titles gets added to the system (e.g. Movies that include the word 'Christmas' in their description").

Catalog - With filters & analytics

Titles

Name ▼	Sales ▼
A Very Merry Cricket (1973) synopsis: We find Harry Cat, during Christmas	10
The Bear Who Slept Through Christm.. title: Christmas	13
Christmas Tree (1979) title: Christmas	7
Barbie in a Christmas Carol (2008) synopsis: We find Harry Cat, during Christmas	12

Current selection: "**Christmas**" titles with less than 20 sales
(4 titles, new titles matching criteria will be added automatically)

Refine by:

- Title: all title
- Director: all directors
- Actor: all actors
- Genre: all genres
- Synopsis: all words
- Rating: all ratings
- Studio: all studios
- Package: all packages
- Added: anytime
- Price: all prices
- Sales: less than 20
- Views: any number of views

Quick filter:

- [Recently added](#)
- [About to expire](#)
- [Rejected titles](#)
- [Recently selected](#)

Sales

num of sales	num of titles
0-10	4
11-20	10
21-30	6
31-40	8
41-50	5
51-60	4

An orange arrow labeled '3' points to the 'less than 20' filter option, and another orange arrow labeled '1' points to the 'Views' filter option.

Here, an operator has shown interested in sales figures by clicking the "eye" icon (1) next to the Sales filter.

A chart (2) appears to help them pick the most interesting filter values. By clicking on two of the bars in the chart, a value is set on the filter (3).

The "selection" (4) is defined by the current search and filter.

Offers list

Select Object... NEW OFFER

HalloweenOnePound
All Horror titles are £1 to rent from 20/11/2012 for Movie-subscribers

SportsBasic
All Sports titles are £1 to rent / £4 to buy

ESPNWinterPromo
All Sports titles from ESPN are "buy1get1free" for December

OfferName
All Horror titles are £1 to rent from 20/11/2012 for Movie-subscribers

SportsBasic
All Sports titles are £1 to rent / £4 to buy

ESPNWinterPromo
All Sports titles from ESPN are "buy1get1free" for December

OfferName
All Horror titles are £1 to rent from 20/11/2012 for Movie-subscribers

SportsBasic
All Sports titles are £1 to rent / £4 to buy

ESPNWinterPromo
All Sports titles from ESPN are "buy1get1free" for December

OfferName
All Horror titles are £1 to rent from 20/11/2012 for Movie-subscribers

SportsBasic
All Sports titles are £1 to rent / £4 to buy

Current selection: **HalloweenOnePound**

CONFIRM SELECTION Back

Refine by:

<<

Quick filter:

- [Un-promoted offers](#)
- [My offers](#)
- [About to expire](#)
- [A/B offers](#)
- [Rejected offers](#)
- [Recently selected](#)

Offer List with an offer already selected.

Campaigns list

Select Campaign...

NEW CAMPAIGN

Top Movies
10-carousel on Movies hub showing all movies sorted by views

SkyfallBondPack
Banner on Hub showing 13 Movies

ESPNWinterPromo
10-carousel on Movies hub showing all movies sorted by views

CampaignName
Campaign details

CampaignName
Campaign details

CampaignName
Campaign details

CampaignName
Campaign details

CampaignName
Campaign details

CampaignName
Campaign details

CampaignName
Campaign details

Current selection: none

CONFIRM SELECTION **Back**

Refine by:

Titles...

Subscriber Group...

Devices

Status: **live**

Creation date

Placement...

Sales

<<

Quick filter:

- [My campaigns](#)
- [About to expire](#)
- [A/B campaigns](#)
- [Rejected campaigns](#)
- [Recently selected](#)

Campaign List with the full list of active campaigns.

Subscriber Goups list

Select group... NEW SUBSCRIBER GROUP

PremiumCustomers
MovieSubscribers
SportsSubscribers
Broadband subscribers
MobileActivated
SubscriberGroupName
SubscriberGroupName
SubscriberGroupName
SubscriberGroupName
SubscriberGroupName
SubscriberGroupName
SubscriberGroupName
SubscriberGroupName
SubscriberGroupName
SubscriberGroupName
SubscriberGroupName
SubscriberGroupName
SubscriberGroupName
SubscriberGroupName
SubscriberGroupName
SubscriberGroupName
SubscriberGroupName

Current selection: **PremiumCustomers**

CONFIRM SELECTION Back

Refine by:

- Titles...
- Subscriber Group...
- Devices
- Status: **live**
- Creation date
- Number of users
- Sales

<<

Quick filter:

- My_groups
- Recently_selected

Subscriber Groups List with a group already selected.

Operator Users list

All Operators



-  **John Stevens**
-  **John Stevens**
-  **John Stevens**
-  **John Stevens**
-  **John Stevens**
-  **John Stevens**
-  **John Stevens**
-  **John Stevens**
-  **John Stevens**
-  **John Stevens**
-  **John Stevens**

Refine by:

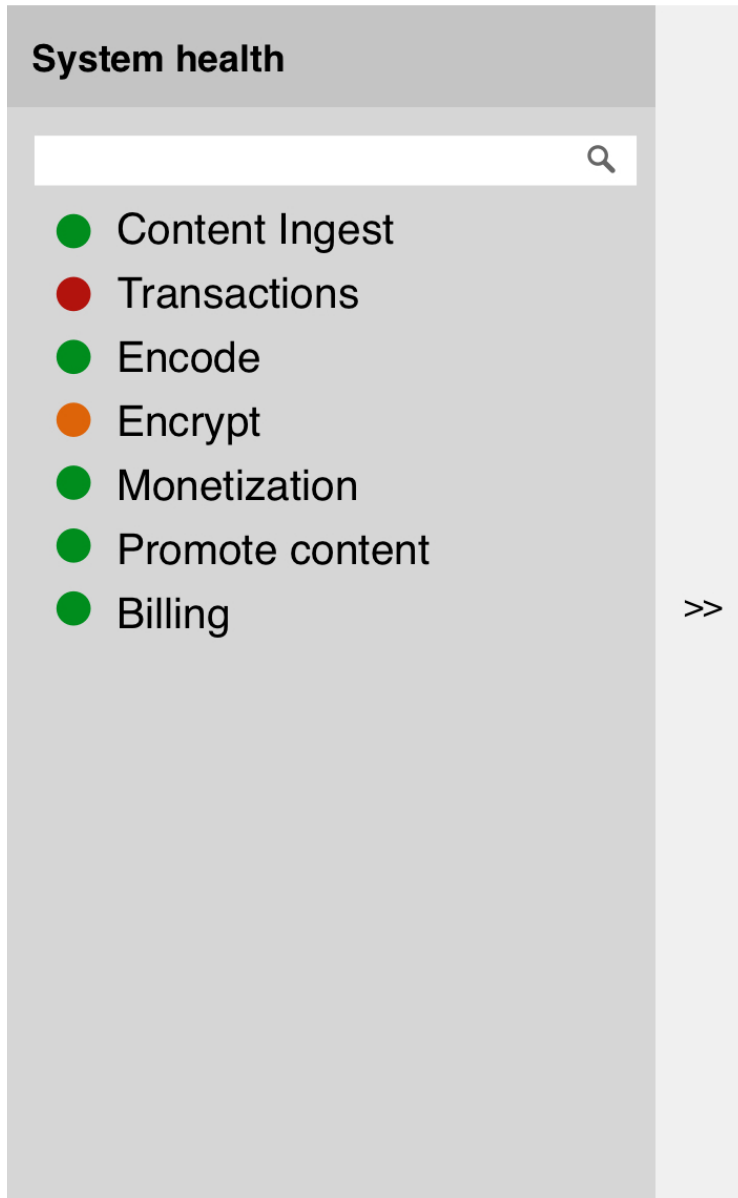
- Role ▼ 
- Creation date ▼ 
- Last login ▼ 
- Presence ▼ 

Quick filter:

- [Online now](#)
- [Recently selected](#)
- [Recently created](#)
- [Same role as me](#)

Operator User List as seen by
Operator System
Administrator (OSA).

Tasks list (Status)



System health

Search:

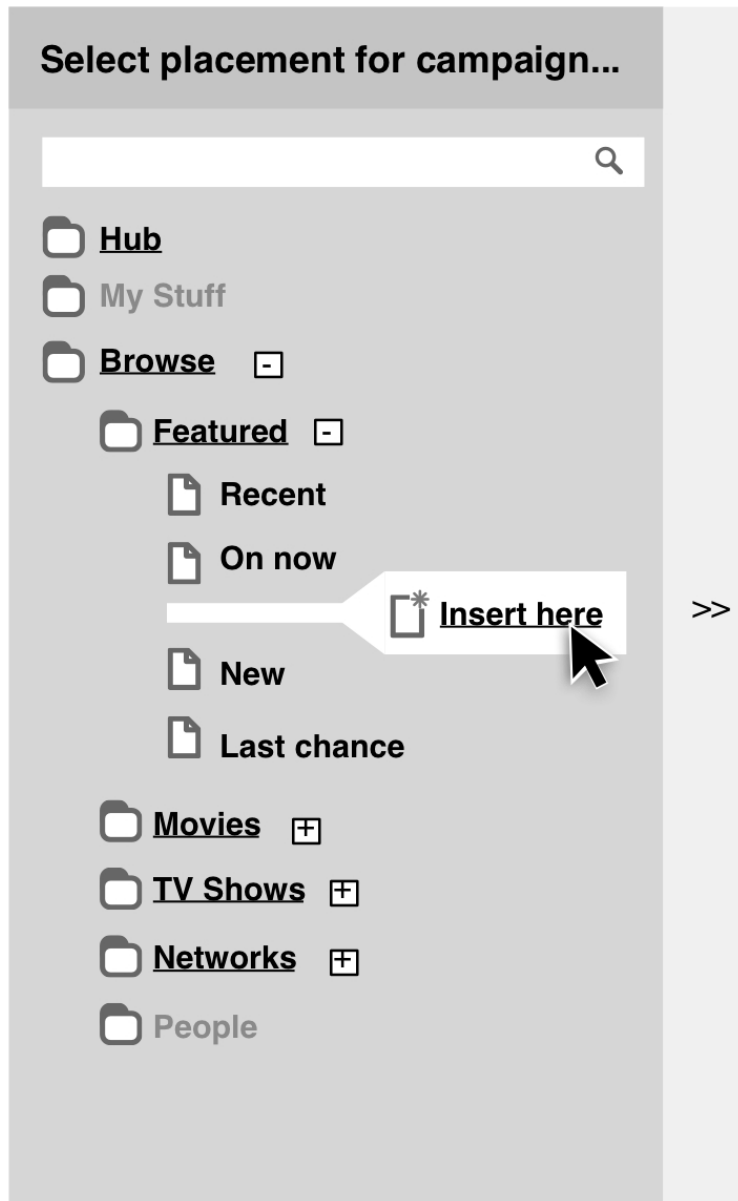
- Content Ingest
- Transactions
- Encode
- Encrypt
- Monetization
- Promote content
- Billing

>>

Overview of the System Health.

The different colour shows at a glance where the Operator needs to intervene and investigate a problem more fully.

Placements



Architecture of the navigation for the operator service as seen by subscribers.

Allows operator user to decide which page a campaign will be placed into.

Wireframes: Tools

Image uploader

Set image for hero banner...

Drop image
or
Browse this computer
or
Enter image URL


Target placement Height: **300px**
 Width: **540px**


SET IMAGECancel

Set image for hero banner...

X

Target placement Height: **300px**
 Width: **540px**

 Image is too small, it will be scaled up to fit

 Image is not the right ratio, it will be cropped to fit

Preview outcome

SET IMAGECancel

Tool used for upload images for specific marketing purposes e.g. a banner for a campaign.

Depending on the template of the subscriber interface and the placement of the image only determined sizes are allowed.

Price editor

Set price for offer...

Title rental price: current price range for this offer's package & target users

SD:	<input type="text" value="£2"/>	£0-£5
HD:	<input type="text" value="£3"/>	£5-£7
xHD:	<input type="text"/>	N/A

Title purchase price:

SD:	<input type="text"/>	N/A
HD:	<input type="text" value="£5"/>	£5-£7
xHD:	<input type="text" value="£7"/>	N/A

Package offer:

- Add "Get whole package" offer
- Add "Buy X get Y free" offer


Price Editor Tool with an indication of the average price for the titles within the offer.

Calendar

Set dates for campaign...

Availability for "Featured - Hero banner" placement:

12/01	13/01	14/01	15/01	16/01	17/01	18/01	19/01
Christmas 2012							
					Back to school 2013		
	My campaign						

 Conflict with "Christmas2012" campaign

Resolve conflicts by alternating randomly between campaigns

Start date:
 / / at
 Relative time

End date:
 / / at
 Relative time

Set dates for offer...

Start date:
 / / at
 Relative time

End date:
 / / at
 Relative time

Until further notice

Left: Calendar as seen when an operator is setting a duration for a campaign.

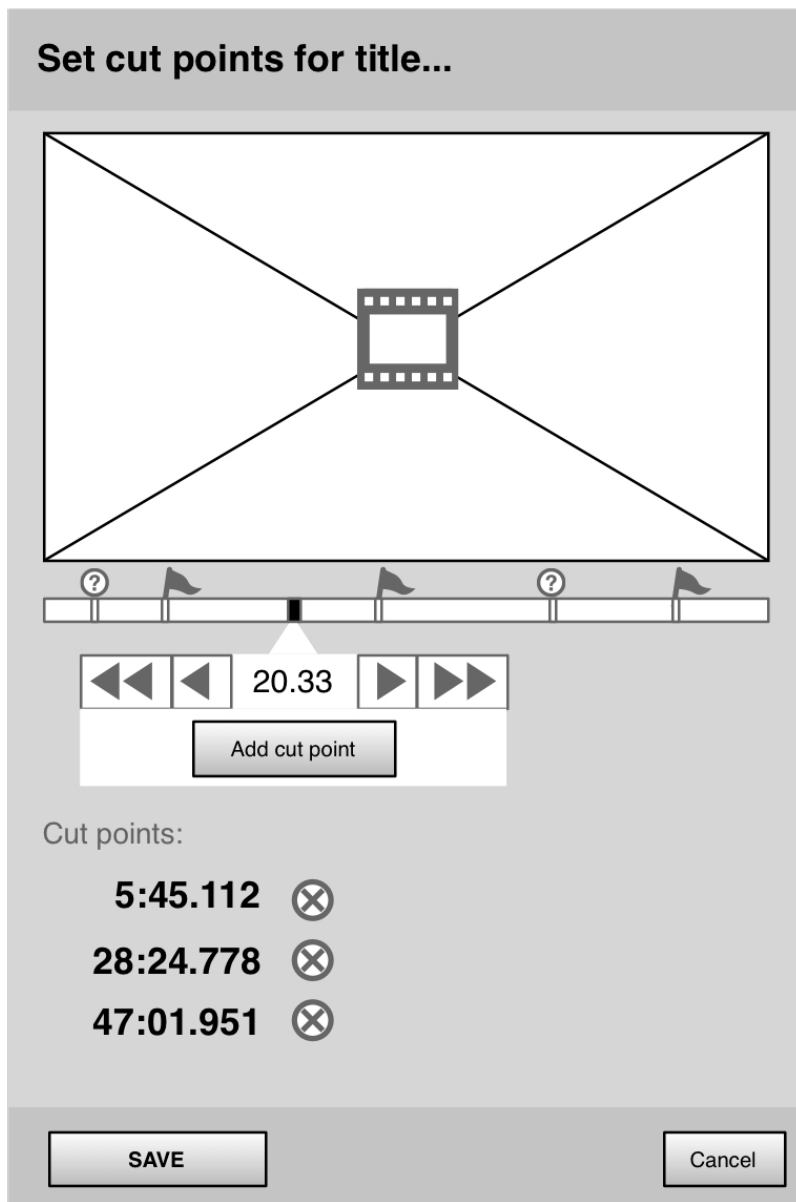
System automatically detects an overlap of campaigns if they are set to use the same banner space.

Right: Calendar as seen when setting an offer.

Time can be set as relative and absolute allowing the user to start an offer and/or a campaign at the same time in different time zones.

Rough cut editing

This tool allows a user to decide where video advertising will be inserted along the title timeline.



Example journey

Example journey

Content Merchandiser

Example journey

My Hub

Monetize

- New offers
- All offers
- Advertising

Curate

- All campaigns

Health

- Personal Stats

Settings

Help

Logout

Offers

4 Offers created/modified	145 Titles have an updated price	7 Offers Expired/about to expire	8 Titles have no price
------------------------------	-------------------------------------	-------------------------------------	---------------------------

My Offers

<p>Doomsday's movies 30% off from 20th Dec to 21st Dec</p>	<p>Sports pack half price for new subscribers</p>	<p>All halloween movies £2 from 28th Oct to 1st Nov</p>
--	---	---

Popular Content

<p>1. The Dark Knight...</p>	<p>2. Prometheus</p>	<p>3. Sports/Premiere...</p>	<p>4. Movies/New in</p>
------------------------------	----------------------	------------------------------	-------------------------

Pending Tasks

Recent Activity

OCME starts their session from the Hub

Example journey

The screenshot shows a user interface for 'My Hub' with a sidebar on the left and a main content area on the right. The sidebar includes sections for 'Monetize', 'Curate', and 'Health', with 'New offers' highlighted and a red '1' badge. The main content area is divided into several sections: 'Offers' with four colored boxes showing statistics; 'My Offers' with three line graphs and their descriptions; 'Popular Content' with four movie/sports thumbnails; and 'Pending Tasks' and 'Recent Activity' sections at the bottom.

My Hub

Monetize

1 New offers

All offers

Advertising

Curate

All campaigns

Health

Personal Stats

Settings

Help

Logout

Offers

4 Offers created/modified	145 Titles have an updated price	7 Offers Expired /about to expire	8 Titles have no price
------------------------------	-------------------------------------	--------------------------------------	---------------------------

My Offers

Doomsday's movies 30% off from 20th Dec to 21st Dec

Sports pack half price for new subscribers

All halloween movies £2 from 28th Oct to 1st Nov

Popular Content

1. The Dark Knight...
2. Prometheus
3. Sports/Premiere...
4. Movies/New in

Pending Tasks

Recent Activity

1. Operator decides to create a new offer

Example journey

Draft

Offer Christmas offer ↗

Offer Details

All subscriber groups >
get all titles >
on all devices >
for normal price >
from now until further notice >

Terms & conditions ▾

Testing

A/B offer Confidential offer

Associated campaign

Request campaign

Submit Offer **Save Draft** **Discard**

New Offer card: all the fields contain default values.

Example journey

The screenshot shows a two-pane interface. The left pane is a teal sidebar with a navigation menu and a main content area. The right pane is a light grey area for selecting subscriber groups.

Left Pane:

- Header: **Draft** Offer Christmas offer ↗
- Section: Offer Details
- Text: All subscriber groups > **1** get all titles > on all devices > for normal price > from now until further notice >
- Text: Terms & condtions ▾
- Section: Testing
 - A/B offer
 - Confidential offer
- Section: Associated campaign
 - Request campaign
- Footer: Submit Offer Save Draft Discard

Right Pane:

- Section: Subscriber Groups New
- Search: 🔍
- Text: Name
- List:
 - Xbox users
 - Premium account
 - Sports fan
 - Movie lovers
 - Family
 - Family HD
 - World HD
- Footer: Confirm selection Cancel

1. Operator decides to specify a precise Subscriber Group for the offer.

2. Subscriber Groups List appears.

Example journey

The screenshot shows a user interface for creating a marketing offer. On the left is a sidebar with navigation icons for Monetize, Curate, and Health. The main area is split into two panels. The left panel, with a teal background, shows a 'Draft' offer titled 'Offer Christmas offer'. The offer details are: 'All subscriber groups > get all titles > on all devices > for normal price > from now until further notice >'. Below this are sections for 'Terms & conditions', 'Testing' (with 'A/B offer' and 'Confidential offer' options), and 'Associated campaign' (with 'Request campaign' option). At the bottom of this panel are buttons for 'Submit Offer', 'Save Draft', and 'Discard'. The right panel, with a light grey background, is titled 'Subscriber Groups' and has a 'New' button. It contains a search bar and a list of groups: 'Xbox users', 'Premium account' (highlighted in teal with a red '1' in a pink box), 'Sports fan', 'Movie lovers', 'Family' (highlighted in teal), 'Family HD', and 'World HD'. At the bottom of this panel, it says 'Current selection: 3 subscribers group (show) Clear selection'. At the bottom of the entire interface are buttons for 'Confirm selection' (highlighted in green with a red '2' in a pink box) and 'Cancel'.

1. Operator manually selects Subscriber Groups from the list.
2. Operator confirms selection.

Example journey

The screenshot shows a user interface for creating an offer. On the left is a vertical sidebar with icons for 'Monetize', 'Curate', and 'Health'. The main area is a teal-colored card titled 'Draft Offer Christmas offer'. The offer details are: 'Movie lovers, Premium... > get all titles > on all devices > for normal price > from now until further notice >'. Below this is a 'Terms & conditions' dropdown menu. The 'Testing' section has two radio buttons: 'A/B offer' (selected) and 'Confidential offer'. The 'Associated campaign' section has a radio button for 'Request campaign'. At the bottom are three buttons: 'Submit Offer' (green), 'Save Draft' (teal), and 'Discard' (light teal).

Draft

Offer Christmas offer ↗

Offer Details

Movie lovers, Premium... >
get all titles >
on all devices >
for normal price >
from now until further notice >

Terms & conditions ▾

Testing

A/B offer Confidential offer

Associated campaign

Request campaign

Submit Offer Save Draft Discard

Offer card updated with the Subscriber Groups previously selected.

Example journey

The screenshot shows a user interface for managing media titles. On the left is a vertical navigation menu with icons for Monetize, Curate, and Health. A green sidebar on the left contains a 'notice' and a 'al offer' button. The main content area is titled 'Titles' and includes a search bar and a 'New' button. Below the search bar is a list of titles with their respective posters and titles: Toy Story (1999), Man on Wire (2008), Taxi to the Dark Side (2007), The Blancheville Monster (1963), American Horror Story (2011), The Rocky Horror Show (1975), and Man on Wire (2008). To the right of the list is a 'Refine by' section with various filters, each with an eye icon to toggle visibility. At the bottom, there are three buttons: 'Preview on...', 'Confirm selection', and 'Cancel'.

1

2

Titles

New

Monetize

Curate

Health

notice

al offer

Name ▾

Toy Story (1999)

Man on Wire (2008)

Taxi to the Dark Side (2007)

The Blancheville Monster (1963)

American Horror Story (2011)

The Rocky Horror Show (1975)

Man on Wire (2008)

Refine by

All titles

All directors

All actors

Any number of sales

All genres ▾

All keywords

All ratings

Added anytime

All prices

All packages

Any number of views

Quick Filter

Recently added titles

Preview on...

Confirm selection

Cancel

1. Operator decides to specify a precise list of titles for the offer.

2. Catalog List and filters appear.

Example journey

Titles New

🔍 Christmas **1**

Name ▾	Sales ▾
A Very Merry Cricket (1981) Synopsis: We find Harry Cat in his house eating mince... 2	10
The Bear Who Slept through Christmas (19... Title: Christmas	13
Christmas Tree (1971) Title: Christmas	7
Annabelle's Wish (2004) Synopsis: We find Harry Cat in his house eating mince...	34
The Bear Who Slept through Christmas (19... Synopsis: We find Harry Cat in his house eating mince...	19
Babe's in Toyland (1999) Synopsis: We find Harry Cat in his house eating mince...	19
Barbie in a Christmas Carol (1999) Synopsis: We find Harry Cat in his house eating mince...	19

Refine by

- All titles
- All directors
- All actors
- Any number of sales
- All genres ▾
- All keywords
- All ratings
- Added anytime
- All prices
- All packages
- Any number of views

Quick Filter

Recently added titles

Preview on... Confirm selection Cancel

1. Operator types "Christmas" as generic keyword.

2. List is updated.

Example journey

Titles New

Q Christmas

Name ▾ 2 Sales ▾

Title	Sales
A Very Merry Cricket (1981) Synopsis: We find Harry Cat in his house eating mince...	10
The Bear Who Slept through Christmas (1978) Title: Christmas	13
Christmas Tree (1971) Title: Christmas	7
Annabelle's Wish (2004) Synopsis: We find Harry Cat in his house eating mince...	34
Babe's in Toyland (1999) Synopsis: We find Harry Cat in his house eating mince...	19
Babe's in Toyland (1999) Synopsis: We find Harry Cat in his house eating mince...	19
Babe's in Toyland (1999) Synopsis: We find Harry Cat in his house eating mince...	19

Refine by

- All titles
- All directors
- All actors
- Any number of sales** 1
- All genres
- All keywords
- All ratings
- Added anytime
- All prices
- All packages
- Any number of views

Quick Filter
Recently added titles

Confirm selection Cancel

Sales



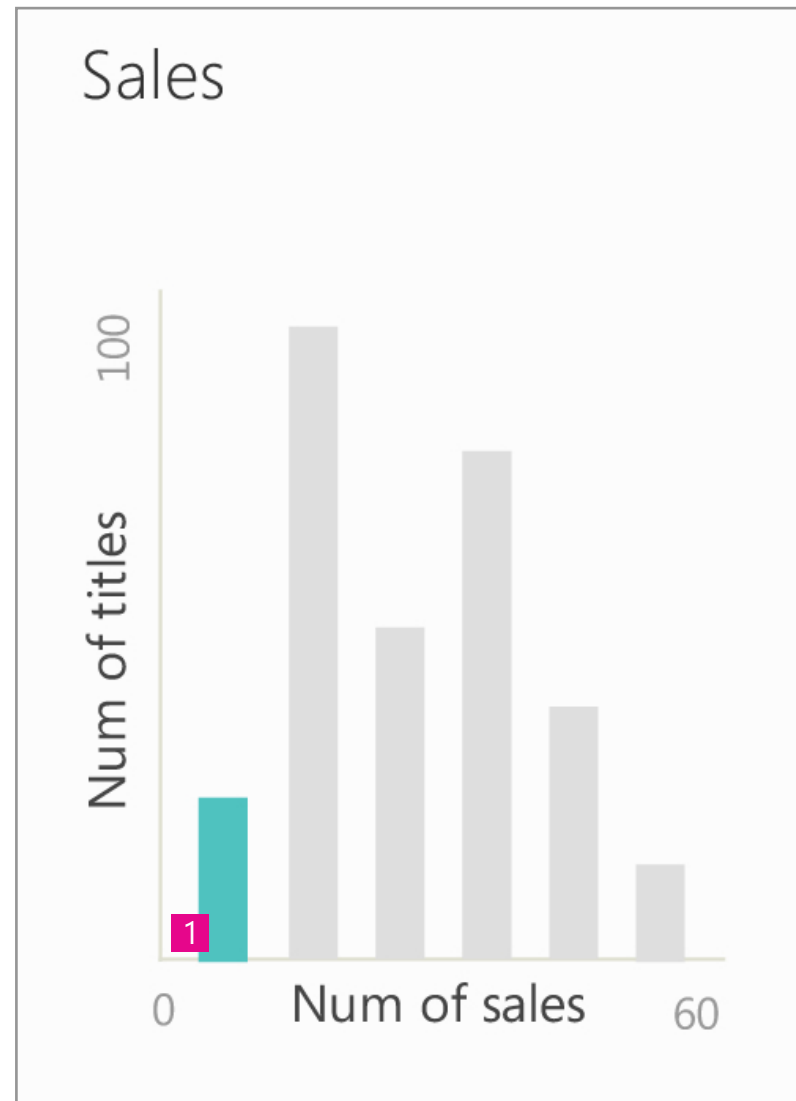
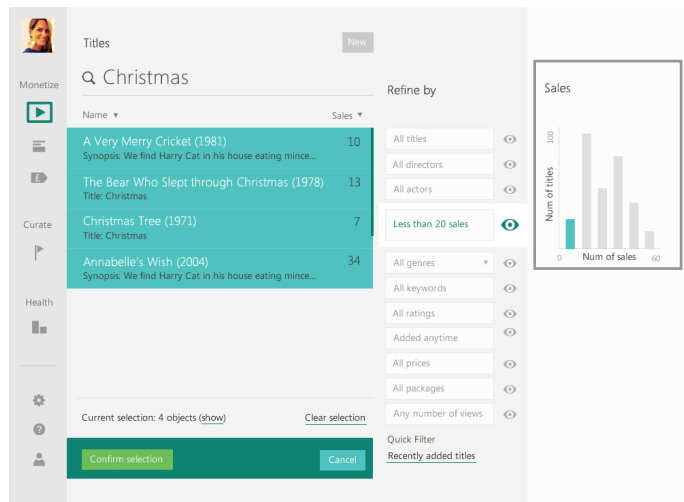
Operator wants to find titles that haven't sold well.

1. Operator decides to see the sale values for the current selection.

2. A column containing the sale values appears on the list.

3. Analytics show the relationship between number of sales and titles.

Example journey



1. Operator selects from the analytics the data which they are interested in.

Example journey

Titles New

Monetize

Curate

Health

Search: Christmas

Name ▾ Sales ▾

Name	Sales
A Very Merry Cricket (1981) Synopsis: We find Harry Cat in his house eating mince...	10
The Bear Who Slept through Christmas (1978) Title: Christmas	13
Christmas Tree (1971) Title: Christmas	7
Annabelle's Wish (2004) Synopsis: We find Harry Cat in his house eating mince...	34

Refine by

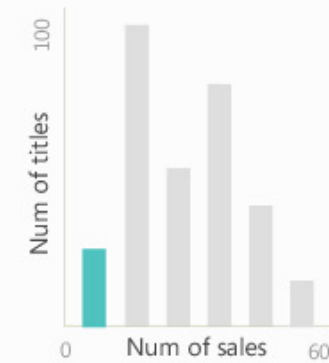
- All titles
- All directors
- All actors
- Less than 20 sales**
- All genres
- All keywords
- All ratings
- Added anytime
- All prices
- All packages
- Any number of views

Quick Filter
Recently added titles

Current selection: 4 objects [show](#) [Clear selection](#)

[Confirm selection](#) **1** [Cancel](#)

Sales



Title list is updated and shows only the titles corresponding to the selection made on the graph.

1. Operator confirms the selection.

Example journey

The screenshot shows a user interface for creating an offer. On the left is a vertical sidebar with icons for 'Monetize', 'Curate', and 'Health'. The main area is a teal card titled 'Draft Offer Christmas offer'. The offer details are: 'Movie lovers, Premium... >', 'get 4 titles >', 'on all devices >', 'for normal price >', and 'from now until further notice >'. Below this is a 'Terms & conditions' dropdown. The 'Testing' section has two radio buttons: 'A/B offer' (selected) and 'Confidential offer'. The 'Associated campaign' section has a radio button for 'Request campaign'. At the bottom are three buttons: 'Submit Offer' (green), 'Save Draft' (teal), and 'Discard' (light teal).

Offer card updated with the titles previously selected.

Example journey

Draft

Offer Christmas offer ↗

Offer Details

Movie lovers, Premium... >
get 4 titles >
on all devices >
for normal price > **1**
from now until further notice >

Terms & conditions ▾

Testing

A/B offer Confidential offer

Associated campaign

Request campaign

Submit Offer Save Draft Discard

2

Set price for offer

Title rental price: The current price range

SD	<input type="text"/>	£0-£7
HD	<input type="text"/>	£5-£7
xHD	<input type="text"/>	N/A

Title purchase price:

SD	<input type="text"/>	£0-£5
HD	<input type="text"/>	£5-£7
xHD	<input type="text"/>	N/A

Package offer

- + Add 'Get whole package' offer
- + Add 'Buy X get Y free' offer

Set Price Cancel

1. Operator decides to specify an exact price for the offer.

2. Price Editor appears

Example journey

Draft

Offer Christmas offer ↗

Offer Details

Movie lovers, Premium... >
get 4 titles >
on all devices >
for normal price >
from now until further notice >

Terms & conditions ▾

Testing

A/B offer Confidential offer

Associated campaign

Request campaign

Submit Offer Save Draft Discard

Set price for offer

Title rental price: The current price range

SD	£2	£0-£7
HD	£3	£5-£7
xHD		N/A

Title purchase price:

SD		£0-£5
HD	£5	£5-£7
xHD	£7	N/A

Package offer

- + Add 'Get whole package' offer
- + Add 'Buy X get Y free' offer

Set Price Cancel Discard

1. Operator sets different price conditions.

2. Operator confirms the conditions.

Example journey

The screenshot shows a user interface for creating an offer. On the left is a vertical sidebar with icons for 'Monetize', 'Curate', and 'Health'. The main area is a teal card titled 'Draft Offer Christmas offer'. The offer details are: 'Movie lovers, Premium... > get 4 titles > on all devices > for £3 (hd) and £2 (sd) > from now until further notice >'. Below the details are sections for 'Terms & conditions', 'Testing' (with 'A/B offer' and 'Confidential offer' options), and 'Associated campaign' (with 'Request campaign' option). At the bottom are three buttons: 'Submit Offer', 'Save Draft', and 'Discard'.

Offer card updated with prices.

Example journey

Draft

Offer Christmas offer ↗

Offer Details

Movie lovers, Premium... >
get 4 titles >
on all devices >
for £3 (hd) and £2 (sd) >
from now until further notice >

Terms & condtions ▾

Testing

A/B offer Confidential offer

Associated campaign

Request campaign

Submit Offer Save Draft Discard

2

Set dates for offer

Start date

18 December 2012

at 00:00 UTC-7 (Pacific)

Relative time

End date

18 December 2012

at 23:59 UTC-7 (Pacific)

Relative time

Until further notice

Set Dates Cancel

1. Operator decides to specify an exact duration for the offer.

2. Calendar editor appears.

Example journey

Draft

Offer Christmas offer [✎](#)

Offer Details

Movie lovers, Premium... >
get 4 titles >
on all devices >
for £3 (hd) and £2 (sd) >
from now until further notice >

Terms & conditions ▾

Testing

A/B offer Confidential offer

Associated campaign

Request campaign

Submit Offer Save Draft Discard

Set dates for offer

Start date

21 December 2012 **1**

at 00:00 UTC-7 (Pacific)

Relative time

End date

28 December 2012 **1**

at 23:59 UTC-7 (Pacific)

Relative time

Until further notice

Set Dates **2** Cancel

1. Operator sets the duration for the offer.

2. Operator confirms the dates.

Example journey

The screenshot shows a user interface for creating an offer. On the left is a vertical sidebar with icons for 'Monetize', 'Curate', and 'Health'. The main area is a teal card titled 'Draft Offer Christmas offer'. The offer details are: 'Movie lovers, Premium... > get 4 titles > on all devices > for £3 (hd) and £2 (sd) > from 21st Dec until 28th Dec >'. Below the details are sections for 'Terms & conditions', 'Testing' (with 'A/B offer' and 'Confidential offer' options), and 'Associated campaign' (with 'Request campaign' option). At the bottom are three buttons: 'Submit Offer', 'Save Draft', and 'Discard'.

Draft

Offer Christmas offer ↗

Offer Details

Movie lovers, Premium... >
get 4 titles >
on all devices >
for £3 (hd) and £2 (sd) >
from 21st Dec until 28th Dec >

Terms & conditions ▾

Testing

A/B offer Confidential offer

Associated campaign

Request campaign

Submit Offer Save Draft Discard

Offer card updated with duration of the offer.

Example journey

The screenshot shows a user interface for creating a draft offer. At the top left, there is a profile picture of a woman and a 'Draft' label. The main title is 'Offer Christmas offer' with an edit icon. Below this is the 'Offer Details' section, which contains the following text: 'Movie lovers, Premium... >', 'get 4 titles >', 'on all devices >', 'for £3 (hd) and £2 (sd) >', and 'from 21st Dec until 28th Dec >'. Underneath the details is a 'Terms & conditions' section with a dropdown arrow and the text 'EN - SP - IT - FR'. A large white text area for 'Terms & conditions' is visible, with a red '1' in the bottom right corner. At the bottom, there is a 'Testing' section and three buttons: 'Submit Offer' (with a red '2' in the bottom right corner), 'Save Draft', and 'Discard'. A left sidebar contains navigation icons for 'Monetize', 'Curate', and 'Health'.

1. Operator edits terms and conditions field.

2. Operator submits the offer.