



# Ubi Group

Group #4

The Final Presentation

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# Overview

- + Background on Ubi
- Methods
- Findings
- Recommendations
- Conclusions

# What is Ubi?

The screenshot displays the Ubi user interface, which is a hybrid of a traditional TV remote control and a web browser. The interface is divided into several functional areas:

- Top Left:** The Ubi logo and a "LOG OUT" button. Below this is a "MENU" button with a plus sign and a "SEARCH" section with a text input field containing "type search here" and a "GO" button.
- Top Right:** A "TV 1080p" indicator and a "uVUE" section with an information icon and a minus sign. Below this are icons for "uAPPS", "DVR", and "uIMPORT".
- Center:** A large video player showing a scene from the movie "Mobbed" with the title "Mobbed : I Love You and We've Never Met". A play button is overlaid on the video.
- Bottom Left:** A "RATE THIS VIDEO" button.
- Bottom:** A navigation bar with buttons for "BREAKFAST", "BRUNCH", "LUNCH", "TEA TIME", "DINNER", "DESSERT", and "INSOMNIAC". Below this is a grid of channel options: "PRESET A", "PRESET B", and "NBC CH 3".
- Bottom Right:** A grid of program listings for various channels, including "ABC Good Morning America", "ABC World News with Diane Sawyer", "A Day In The Life", "ABC This Week", "Extreme Makeover: Home Edition", "CNBC Titans", "Best Friends Forever", and "Whitney". Each listing includes a "NEW" indicator, "HD" quality, and a "t" icon.

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# Methods



- Interaction Map
- Interviews & Personas (5 participants)
- Comparative Analysis (8 competitors)
- Survey (60 participants)
- Heuristic evaluation
- Usability test (5 participants)

# + Findings & Recommendations

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# Consistency



- Terminology does not match “real world”
- Confused users (usability testing)
- Violated consistency & real world heuristics (heuristic evaluation)
- Ex: uVue, uApps, Channel Guide

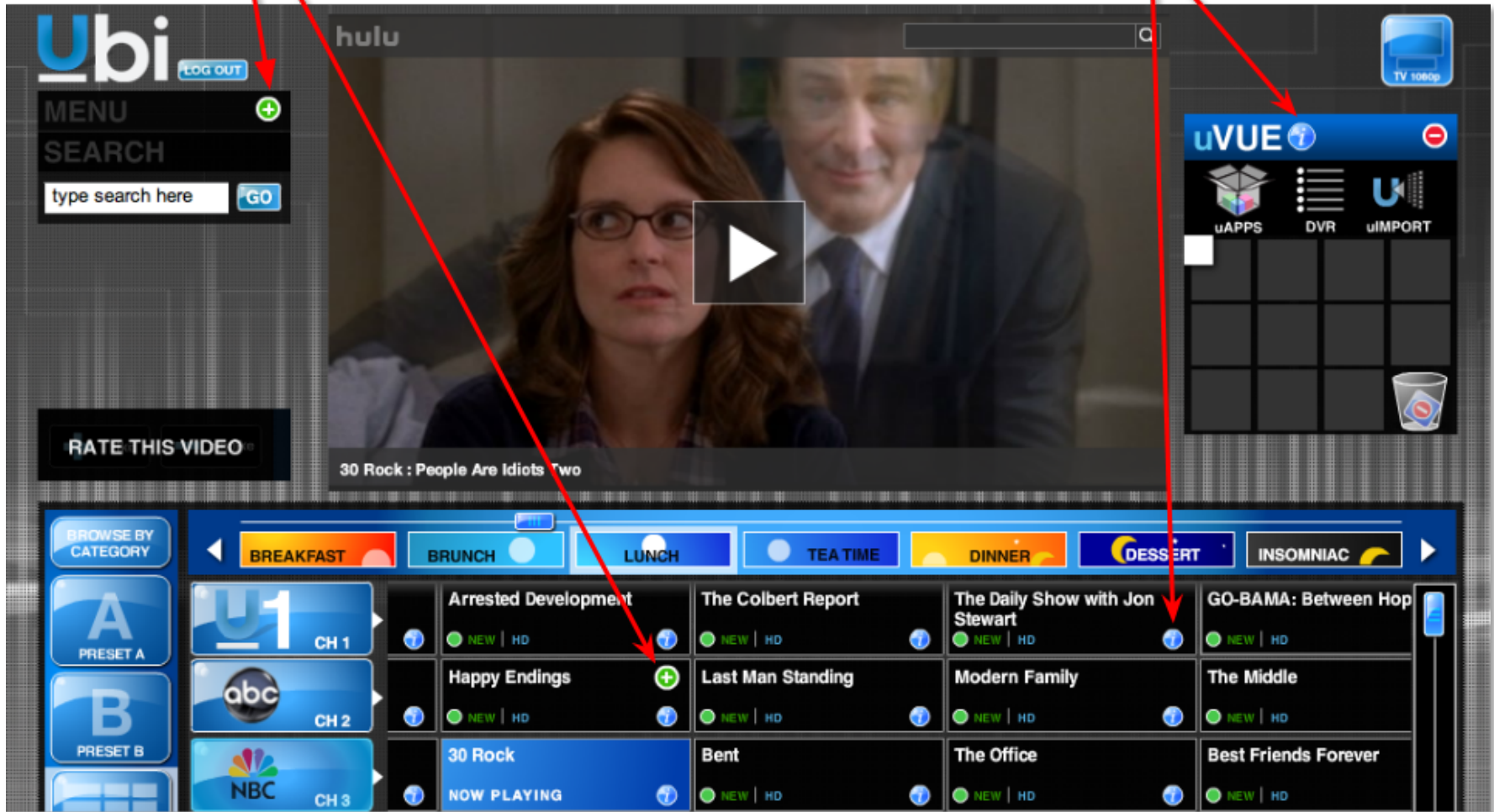




# Functional Inconsistencies

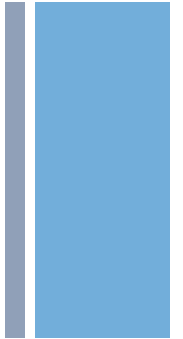
These buttons do different things

These buttons do different things





# Recommendations



- **For consistency with "real world":**
  - Rename functions to match competitors and familiar concepts (e.g. "Favorites" or "Shortcuts")
  - Explain purpose of TV concepts for online viewing (e.g. "channel guide")
- **For internal consistency:**
  - Clearly differentiate buttons to make a clear connection between the visual cue and function



# Guidance



- **Lack of information**
  - Help is not readily available
  - Help videos are not utilized
- **Steep learning curve**
  - Requires time to figure out features
  - Frustration was common (usability test)



# + Guidance



## UBI LEARNING CENTER

CLOSE WINDOW



### CHANNEL GUIDE QUICK TIPS

Learn the basics of the Ubi Channel Guide. Create shortcuts, access show pages, view categories and more



### USING UVUE

Personalize your video portal with Ubi. Learn about today's features and what's coming soon



### USING SEARCH

Learn about the benefits of Ubi Search and get the most out of it



### UIMPORT APP

Bring in shortcuts to shows that Ubi does not have available by using ulmport

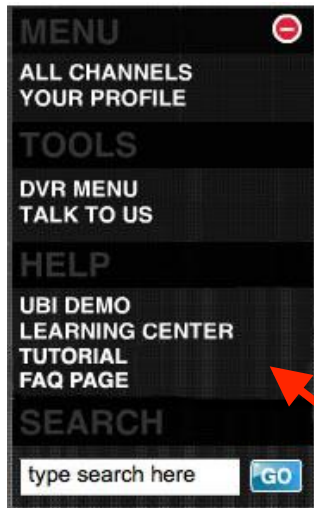


### SHARE VIDEOS

Learn how to easily share entire videos or personalized clips

# + Guidance

- FAQ page for quick reference
- Walkthrough tutorial for first-time users
- Pop-up help available for features and buttons





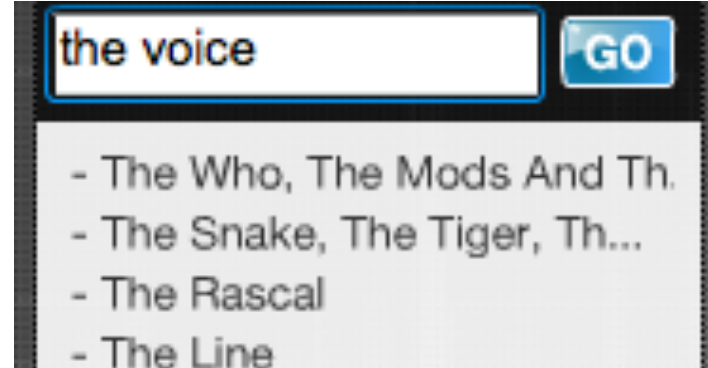
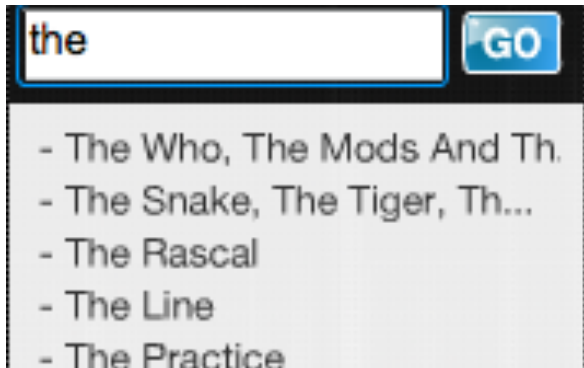
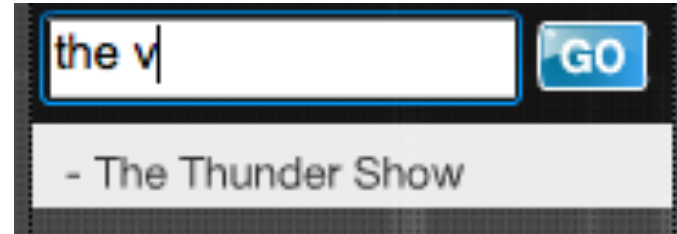
# Search



- **Importance**
  - Search and browse are the most commonly used functions
- **Ubi's basic search functionality**
  - Auto-complete exists, but doesn't work as expected
  - Users can't search for channels, only shows
  - Users only have one option after searching for a show



# + How Search Works



## SEARCHRESULTS

CLOSE WINDOW

### FILTER BY SITE

- ALL

### FILTER BY TYPE

- TV PROGRAMS
- MOVIE
- MUSIC
- WEB EXCLUSIVE

### FILTER BY RELEVANCE

- NEW TO uBI
- NEW TO YOU



### THE VOICE

In music, only the voice matters. Stars Christina Aguilera, Cee-Lo Green, Adam Levine and Blake Shelton lend their expert advice to stardom hopefuls in a singing competit...

[SHOW PAGE](#)

[ADD TO DVR](#)

videos **13**  
seasons **1**  
genre **Music**  
source **HULU**



LIVE ELIMINATIONS, F  
SEASON 2 | EP 13



### THE VOICE : Blind Auditions, Part 2

season 2 - episode 2

The coaches perform a Prince medley and continue their quest to find the new best voice in America.

[SHOW PAGE](#)

[ADD TO DVR](#)

length **1:35:29**  
expires **06/08/12**  
source **HULU**



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# How Search Could Work

t	search
The Office	- go to show page ( 165 episodes) - watch latest episode
Once Upon A Time	
The Simpsons	
<b>The Voice</b>	
The Big Bang Theory	
The Daily Show with Jon Stewart	
Touch	
The Vampire Diaries	

the v	search
<b>The Voice</b>	- go to show page ( 13 episodes) - watch latest episode
The Vampire Diaries	
The View	
Buffy the Vampire Slayer	
The Venture Bros.	
Keys to the VIP	
Virgin Diaries	
Dance in the Vampire Bund	

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# Social Aspects

- Users are interested in social features
- Recommendations and suggestions are not provided
- Does not take previous viewing behavior or user input into account
- People are influenced by friend's recommendations, ratings, and reviews





# Social Aspects



- **Let users watch shows interactively**
  - Chatting, sharing, writing reviews, inviting friends to watch, etc.
- **Provide recommendations for content discovery**
  - Based on popularity and similarity
- **Allow for preference indication**
- **Integrate with social networking sites**
  - Will make users more engaged and willing to share

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# Layout

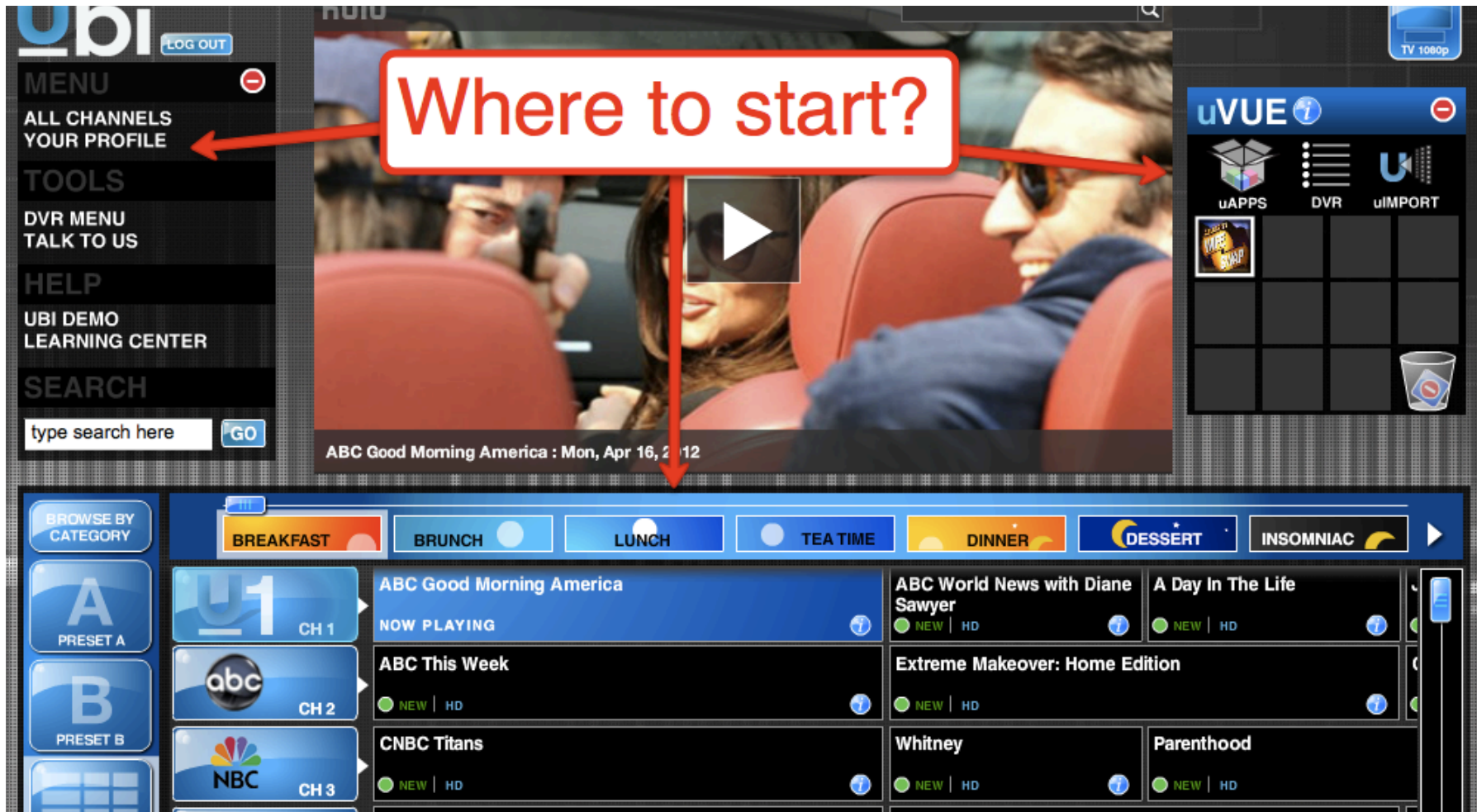


- **Users only performed basic functions (search/browse) because of confusion**
- **Menus and replicated links are confusing**
  - Ex: DVR, channel functions, tools in different places.
- **Interface is “cluttered” and “confusing”**
  - Users do not understand where to start when trying to do something



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# Layout (current)



# + Layout

The screenshot displays the Ubi website interface. At the top left is the 'Ubi' logo. To the right are links for 'profile', 'logout', and a help icon. A left-hand navigation menu includes 'All Channels', 'DVR', 'Import', and 'Help'. Below this is a search bar with a 'go' button. The main content area features a video player for 'A Day In The Life : Mr. Brainwash', presented by Hulu Originals. To the right of the video is a 'SHORTCUTS' section with a 2x4 grid of placeholder boxes. At the bottom, a filter section allows users to filter by 'a-z', 'channel #', or 'genre'. A table below the filter shows channel selection options for 'your channel1', 'your channel2', and 'your channel3' across categories 'ABC', 'BBC', 'CNN', and 'DISC'. Each cell in the table contains a green plus sign and a red minus sign. A vertical 'FEEDBACK' button is located on the right side of the page.

**Ubi** [profile](#) | [logout](#) ?

All Channels  
DVR  
Import  
Help

type search... **go**

**SHORTCUTS**

A Day In The Life : Mr. Brainwash Presented by Hulu Originals

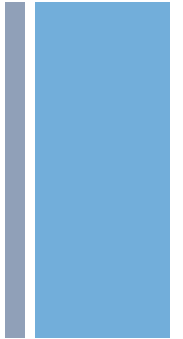
filter by: a-z channel # genre

Channel	ABC	BBC	CNN	DISC
your channel1	+ -	+ -	+ -	+ -
your channel2	+ -	+ -	+ -	+ -
your channel3	+ -	+ -	+ -	+ -

Share your **FEEDBACK**



# Conclusions



- Ubi offers unique, but not yet easy-to-use features
- Needs more consistency in terminology and visual design elements
- Functionality of elements should be immediately clear to users
- Make help more robust by adding FAQ, tutorials, etc.
- Improve search capabilities and social networking integration
- Consolidate and simplify the interface



+The End!

Questions?