

Entrypoint

User entrypoint is typically...

- an area on the main artists webpage
- a purpose built page linked from the physical product (or printed on packaging)
- a purpose built page linked from the digital product (eg. iTunes LP content)
- ...that allows authentication of the product

Authentication

Typically uses one of...

- data fingerprint on the physical disc
- digital fingerprint in the digital files
- unique code printed on physical pack
- ...and creates an identity with...
- Facebook connect to user creds
- OpenID derived email address
- classic user email + password pair

Content views

The amount of content in a digital experience product may be much higher than a normal product, therefore we have a number of navigation methods available.

- Home (default) has a small number of groups of 'type' (eg. Music, Video, Game, Live, Extras) which can be unpacked into a manageable sub-level.
- Grid makes available individual content chunks (album, video, game, etc).
- Timeline makes available individual content items structured over time, navigation is labelled with years.
- Other layouts are available, breaking down into smaller components if required (individual tracks from albums, chapters of videos)
- An A-Z index and a search are also available

Content usage

When selected, a content item has a number of actions available, depending on the type of content this may include...

- Play this content (audio, video, game)
- Save as (to some format or device)
- Remix or otherwise deconstruct
- Participate in a competition or live event

Social layer

In addition to the content-orientated actions above there are a number of possible social-orientated actions often available...

- Signal on social networks (eg. Fred is listening to "The Beat" from "Product X")
- Share access via social networks or email (this may be a link to a stream, a preview clip in an online store)
- Discuss this (discussion may be a hosted layer within the experience - eg. live event - or an external deeplink to messageboards)

As well as explicit actions, user activity is ambiently recorded and reflected in a layer visible in the background of the site. This fan activity stream can be turned off or switched to an "artist communications" stream.

Notes on layout

This layout uses two visual tricks:

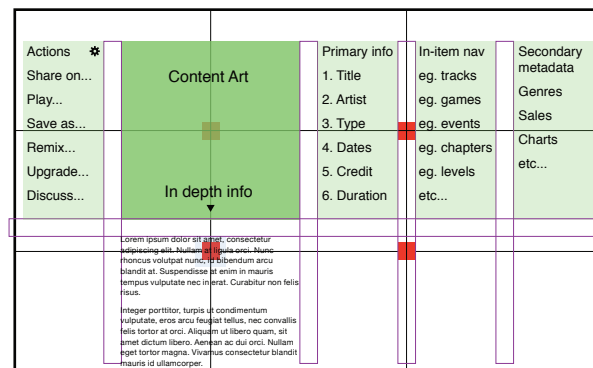
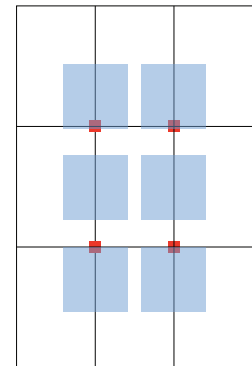
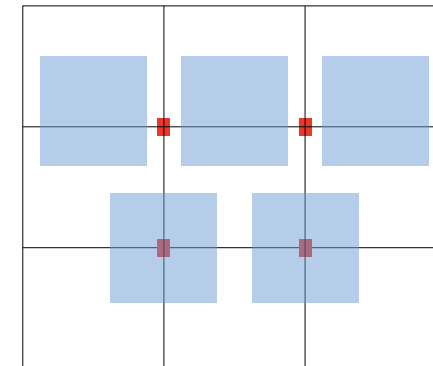
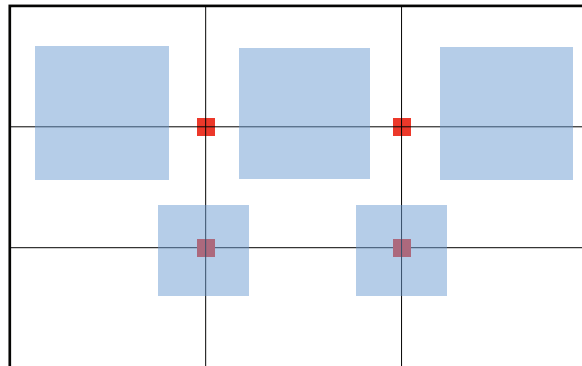
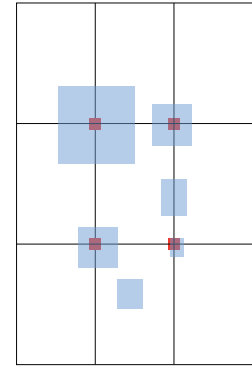
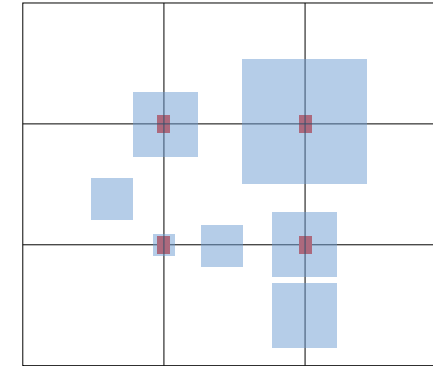
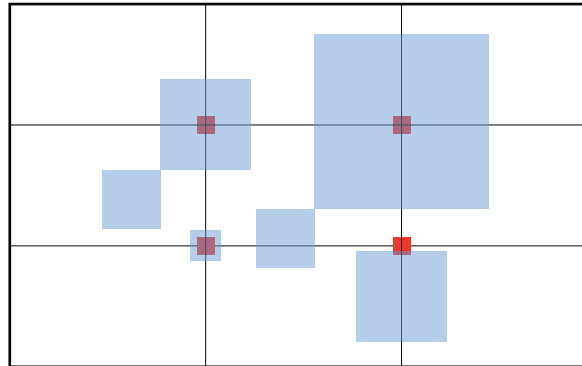
1. Golden ratio - the main area is roughly sized 1:1.6.

Depending on platform, window sizes, etc this might not be possible or desirable, but it does make a visually pleasing starting point.

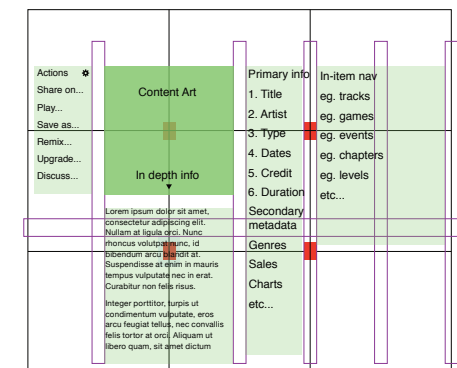
2. Rule of thirds - vertically and horizontally divide the space into thirds, place key elements near the intersections and use the columns to divide content/interface groups.

It's not always possible, but avoid dividing the frame in the middle or placing a single item deadcentre.

3. Even when a Golden ratio space isn't possible, the rule of thirds layout should still work with reorganisation of columns when space gets too short for.



Reduced width space loses one column, places secondary info below the primary info



Single column scrolls



NAVIGATION

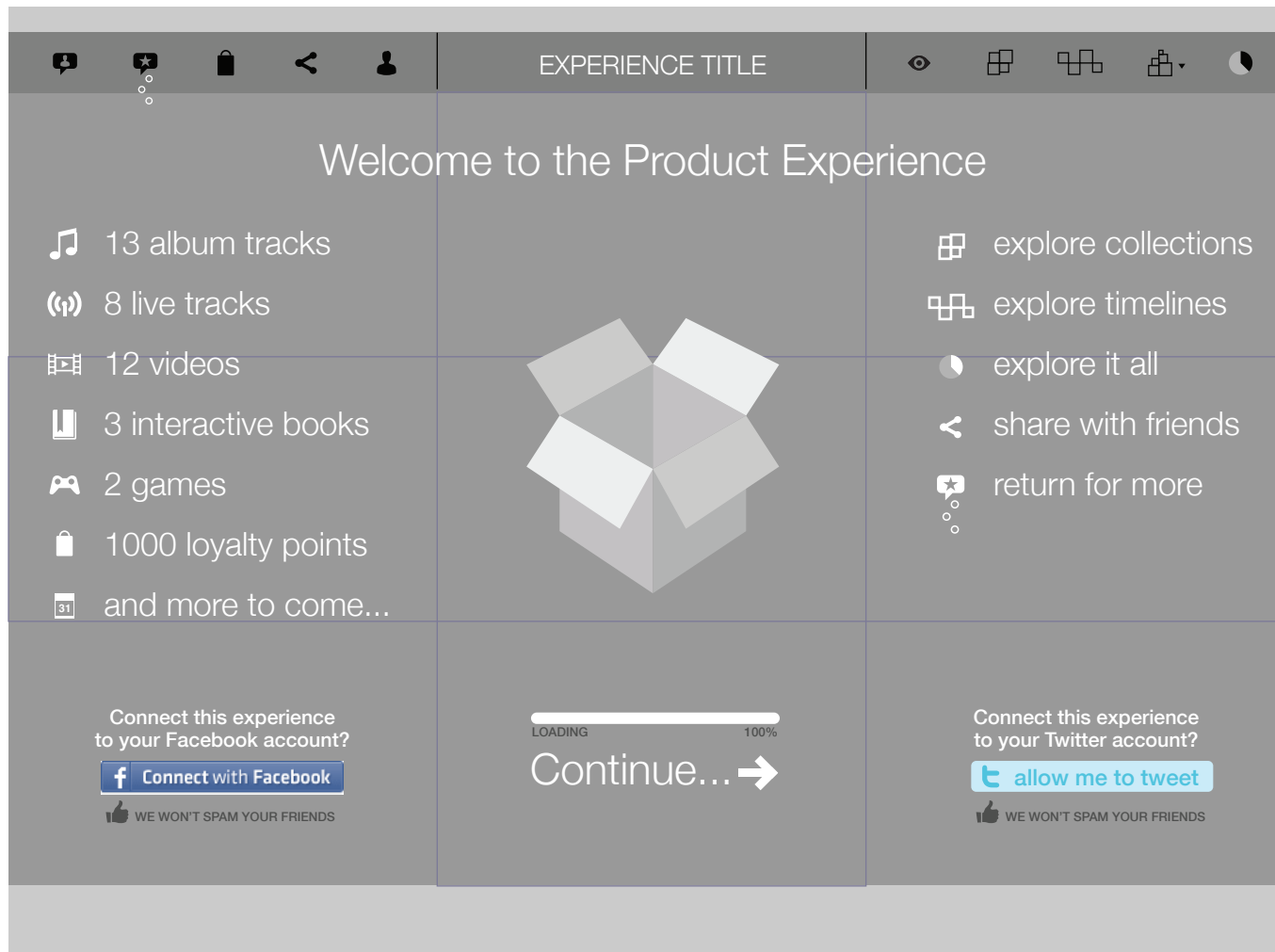


Intro / Unbox

The post-authentication stage should quickly introduce the product, simply outline the scope of available content and briefly introduce the main UI elements. This shouldn't take more than 5-10 seconds or so.

If not already done so, a prompt to connect to a users Facebook account would be appropriate, as well as linking the user to a twitter account (for signalling / sharing).

It might be necessary to preload some content, this would be the right place to have an accurate loading bar.



NAVIGATION

👁 Home view

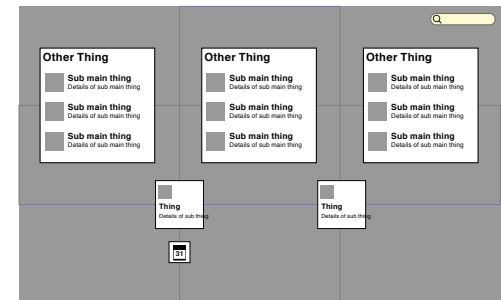
Groups of content items arranged in thematic or logical groups (eg. Video, Audio, Live, Extras, Social) (eg. 50s, 60s, 70s, 80s) (eg. Music, Art, Writing, Film)

Default/Home view is clearly defined, labeled content pieces with the 'weight' of each visible

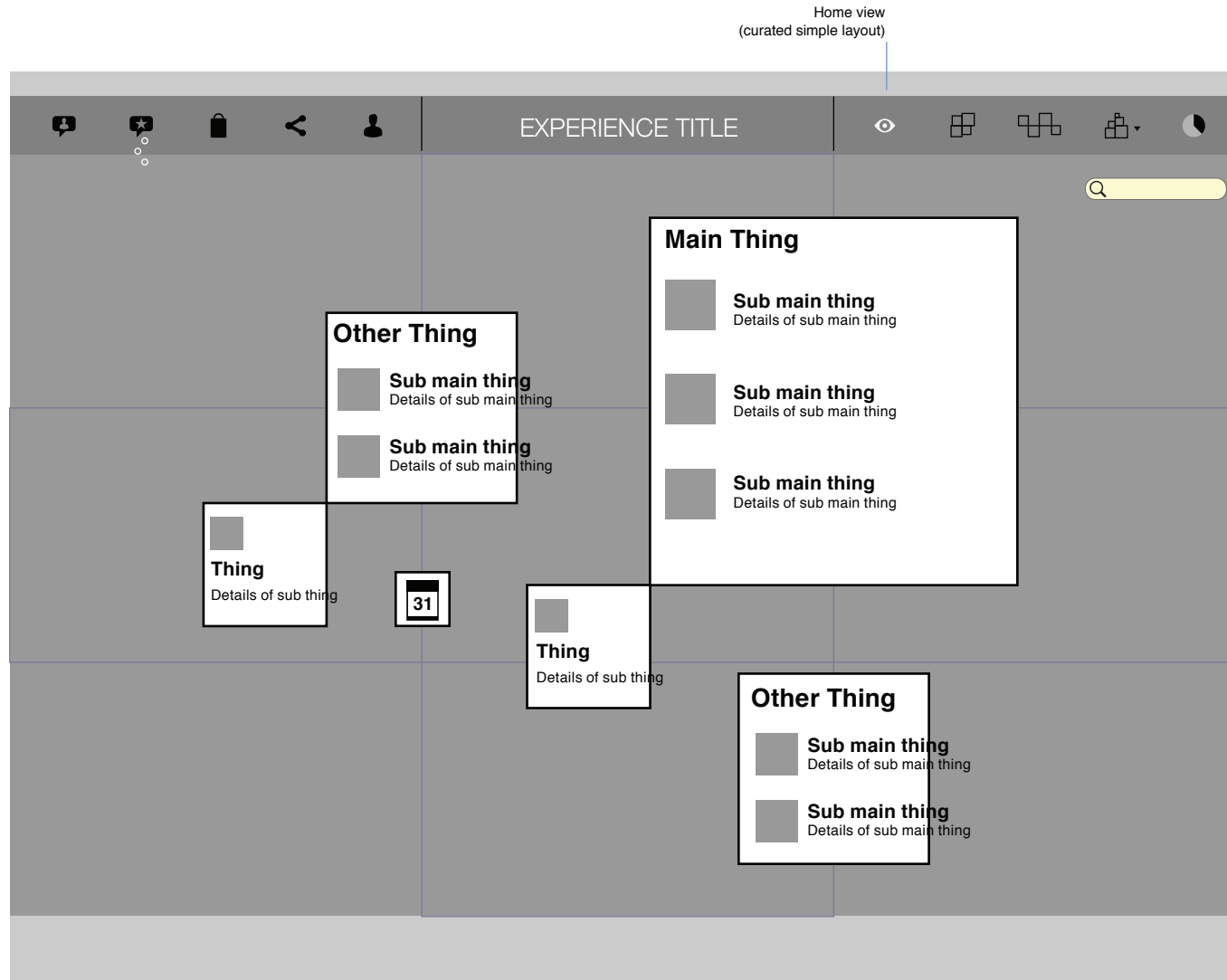
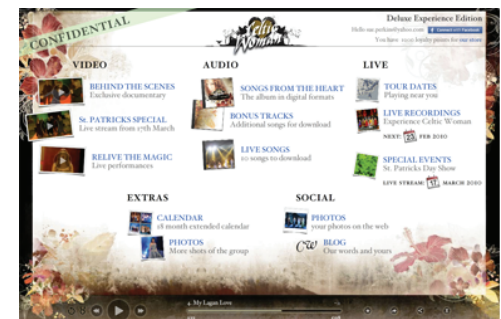


Common element in many experience products will be a schedule (live dates, new content) available to view and use (iCal)

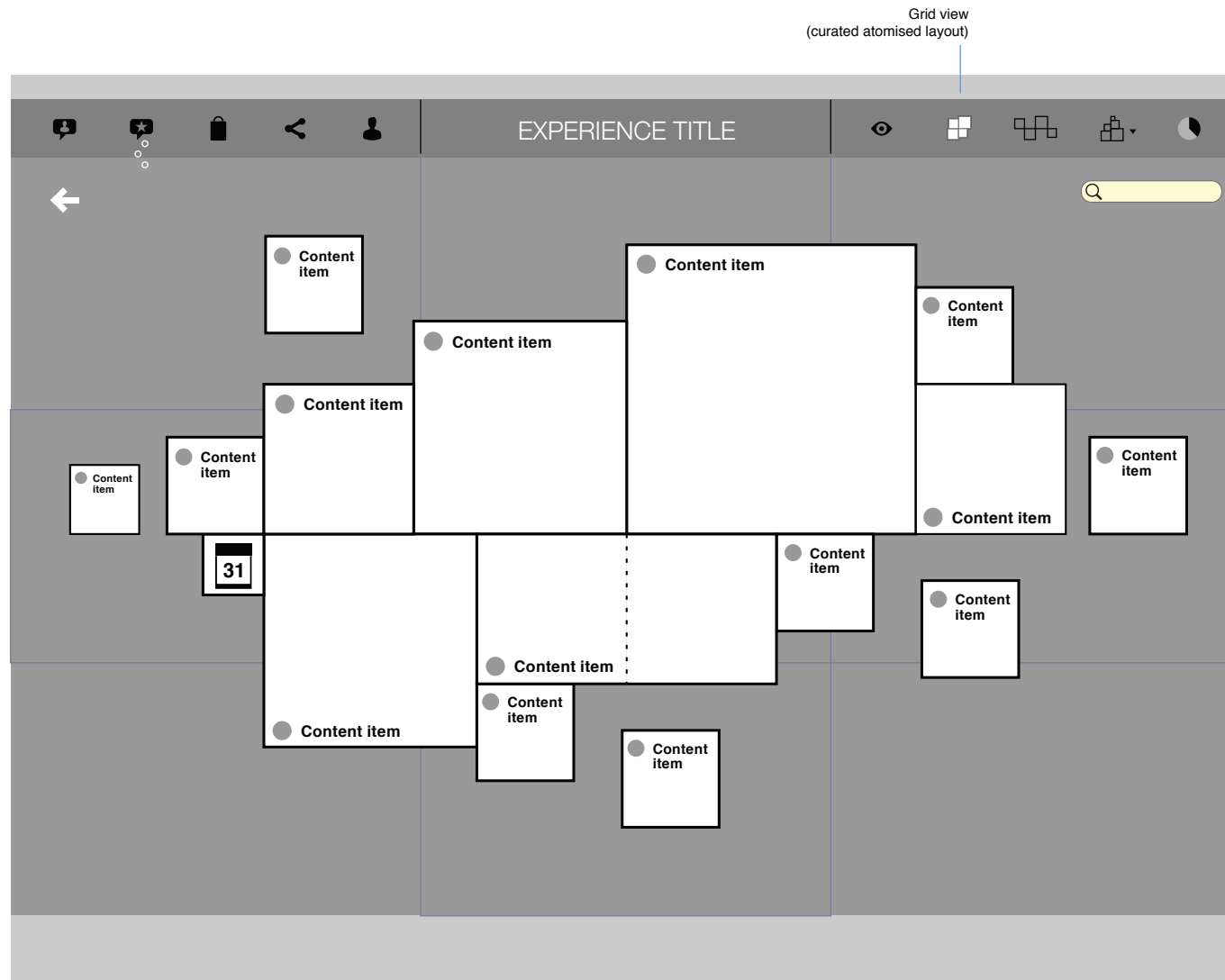
Symmetrical layout alternative suggestion



Applied symmetrical layout



NAVIGATION



Grid view

Expands view to show all the individual content items in the product

Where meaningful use square or combination of square units. Not all items have to be joined.

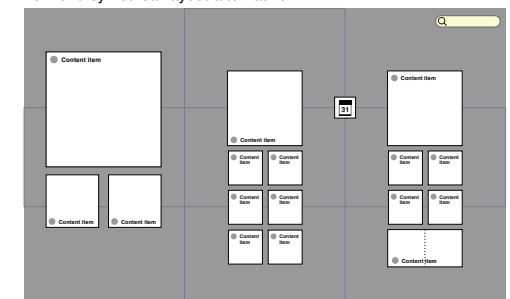
Content items may be arranged using a hoz or vertical (or both) axis if that makes sense (eg. pop to experimental) or just aesthetically.

Items can be labeled or rely on visual cues (rollovers) depending on screensize, etc

Arrangement on animated platforms can be active in many ways

- items flipping over to swap prime placement
- multiple stills crossfading describe video content
- dynamic content being added eg. user photos

Low-end symmetrical layout alternative



NAVIGATION

Timeline view

Not suitable for all products but where significant catalogue access is possible (even just streaming) can enhance deep archive exploring - discography + cultural reference (photo, video, press cuttings).

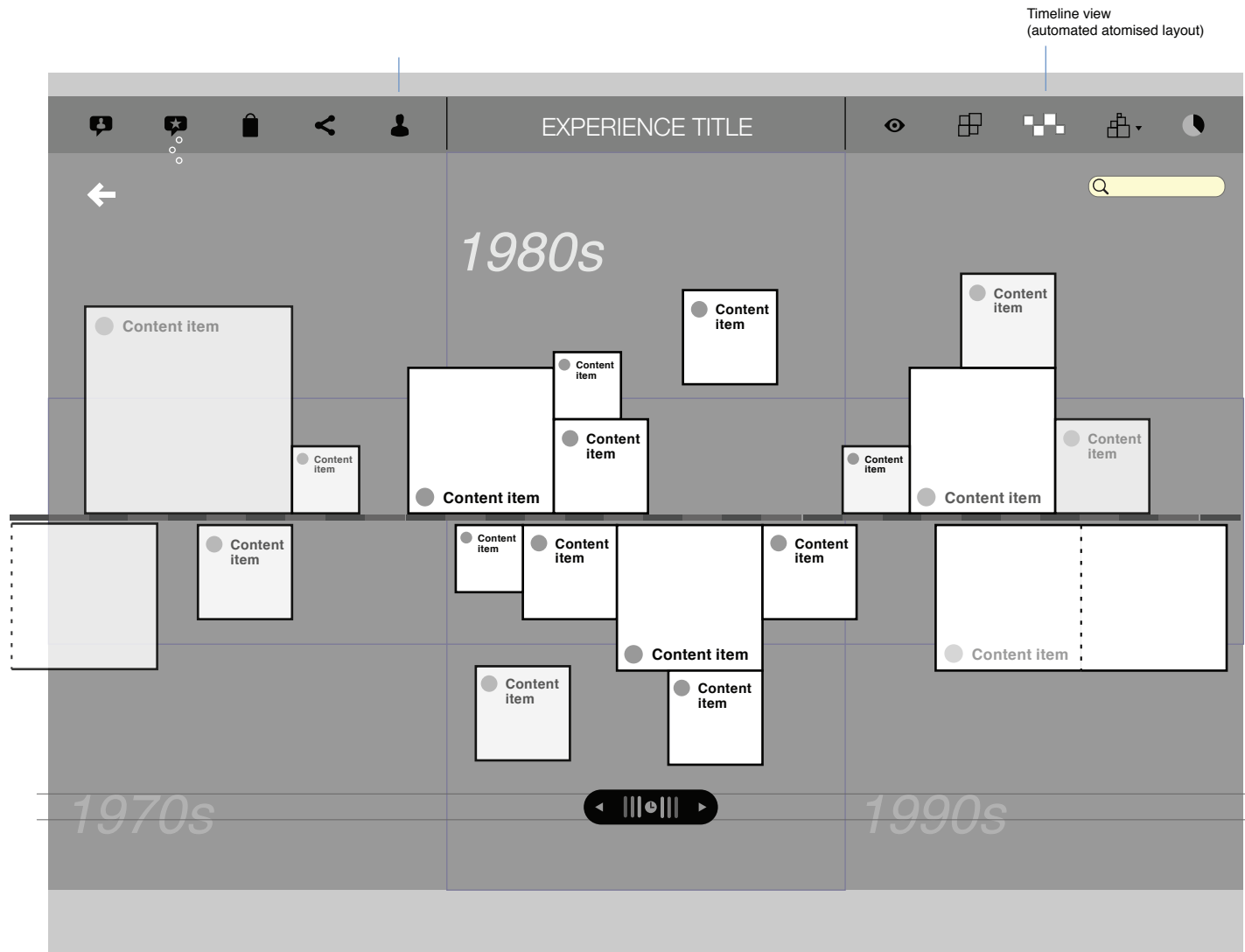
Timeline can be expanded beyond the width of the stage and scroll horizontally (older to the left) or vertically for portrait orientated screens.

This view is especially immersive on touch screens, being able to drag and zoom.

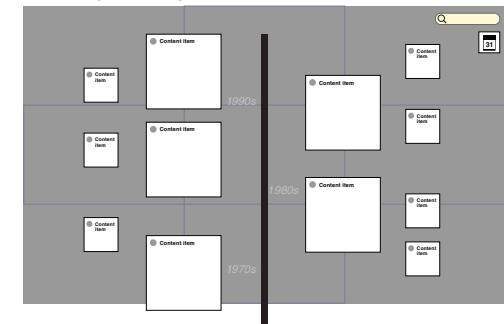
Other platforms will require some navigation cues and user interface elements - eg. draggable scrollbar

- information or descriptions of items in the central third could be faded up, making this a focus

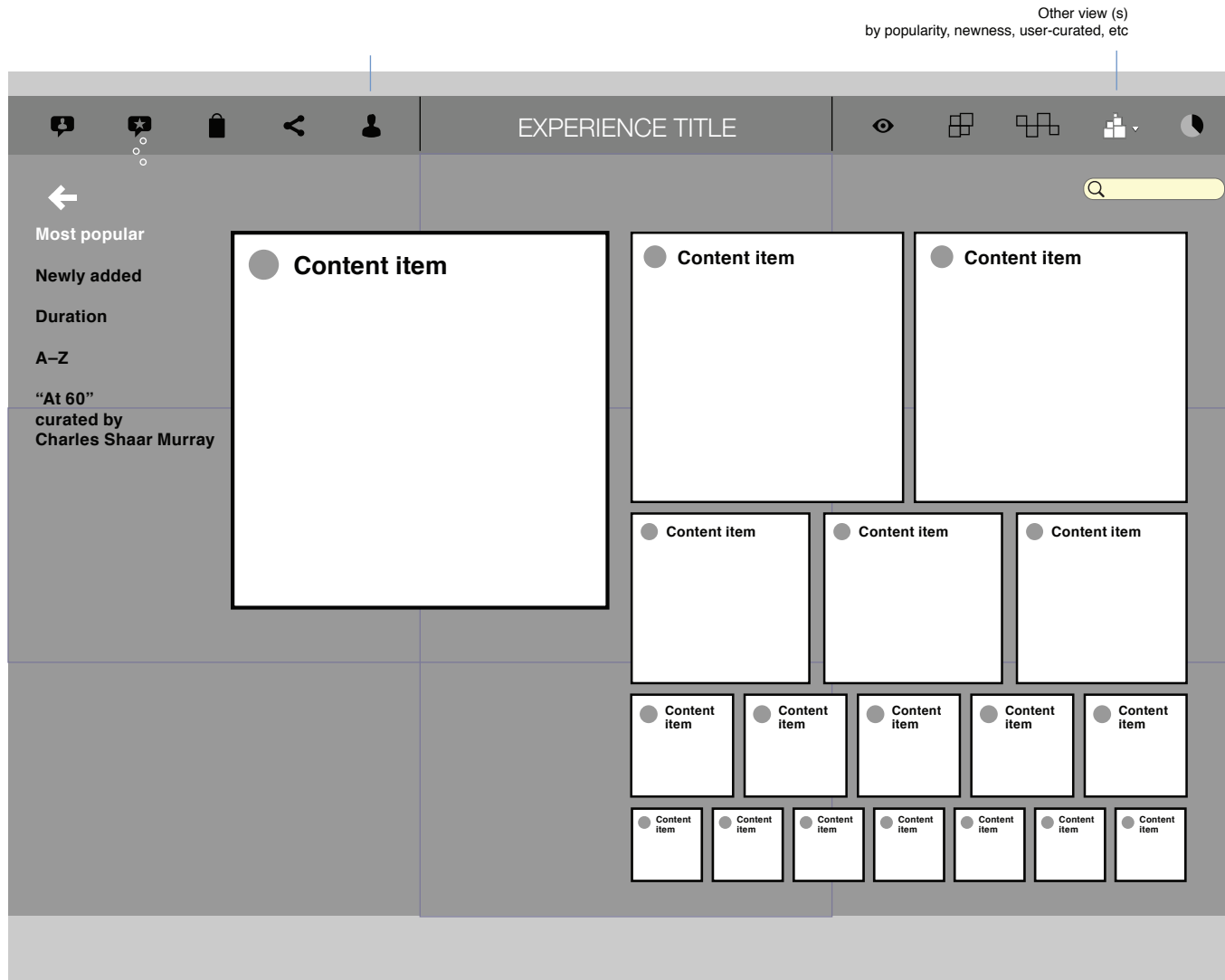
- items to the left and right would not have labels, or have them faded down to reduce visual clutter



Low-end symmetrical layout alternative



NAVIGATION



Custom views

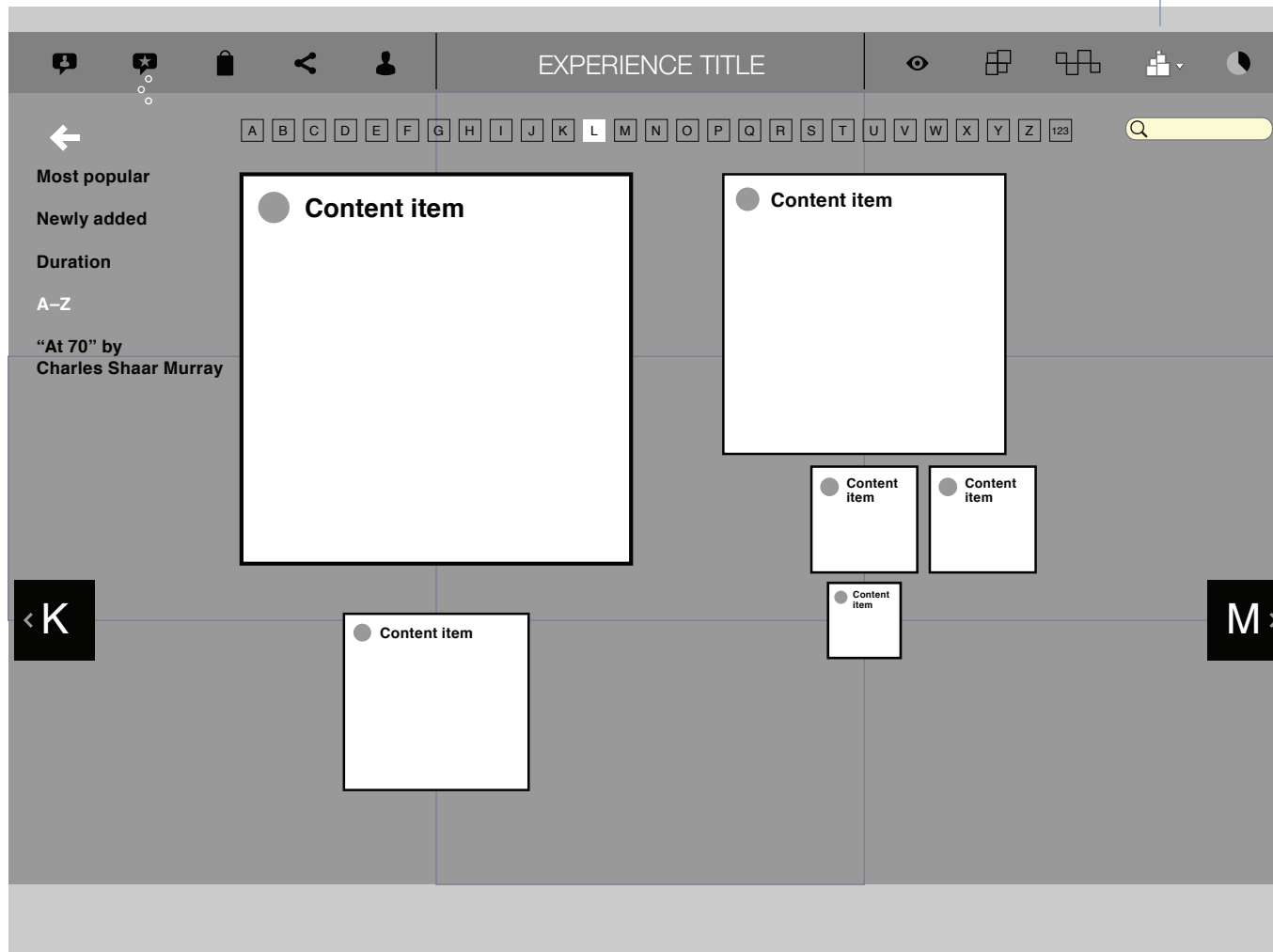
These can be constructed automatically using a few basic data types

- most popular (example shown)
- newly added
- A-Z index

In addition custom views might be curated by the artist or well known journalists,

This could be annotated and add an extra dimension in the ‘DVD commentary’ mould

NAVIGATION



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CONTENT

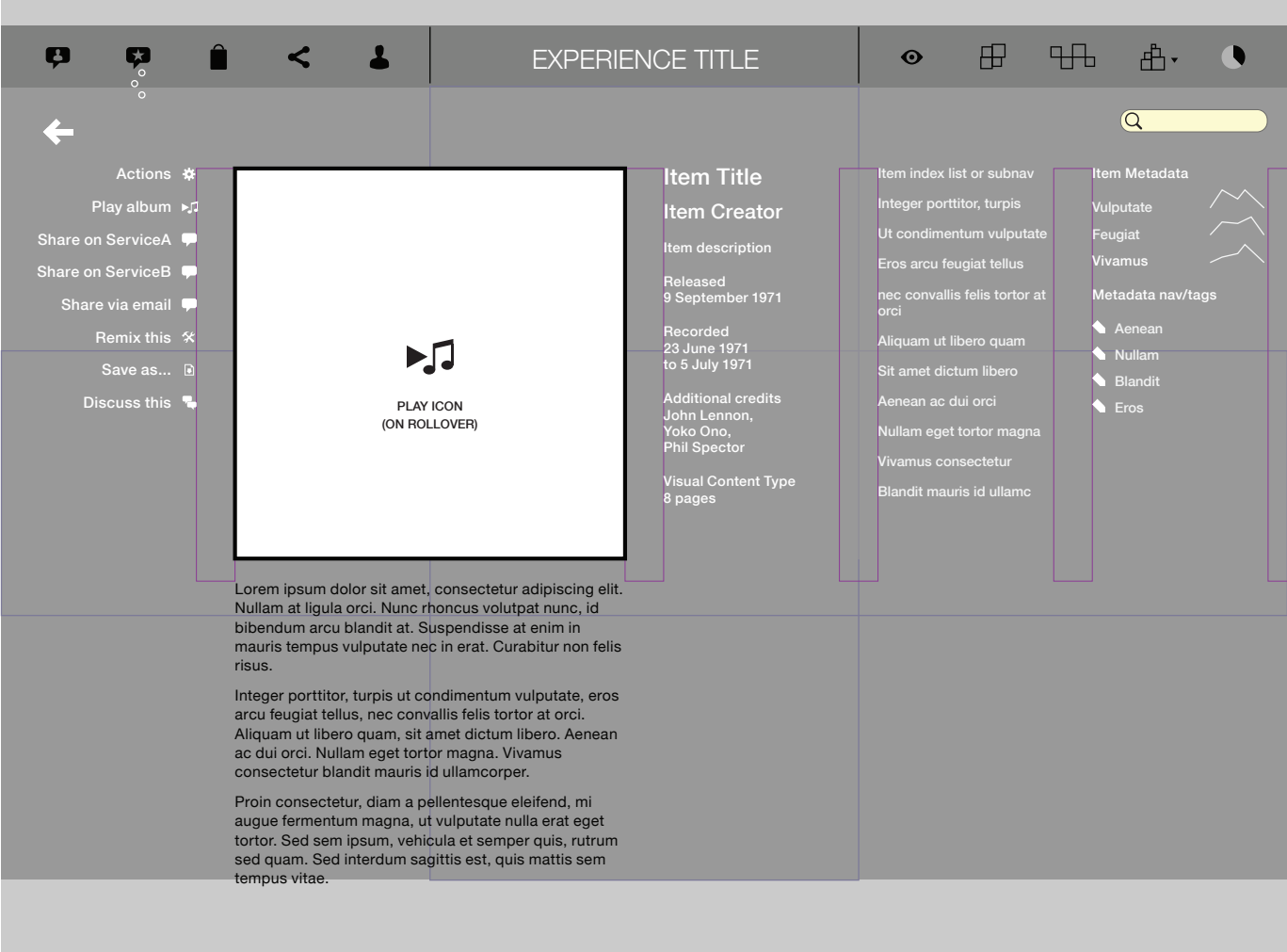
Content selected view

When selected an item should show a wealth of information and immediately allow actions to be performed.

On fixed screen layouts (eg. phone, tablet), the main column is scrollable, keeping the top nav, side info columns and bottom player in place.

On scroll-friendly platforms (eg. web browser) the entire page can be scrollable, keeping the player fixed to the bottom where possible.

A back button is available on content pages.



CONTENT

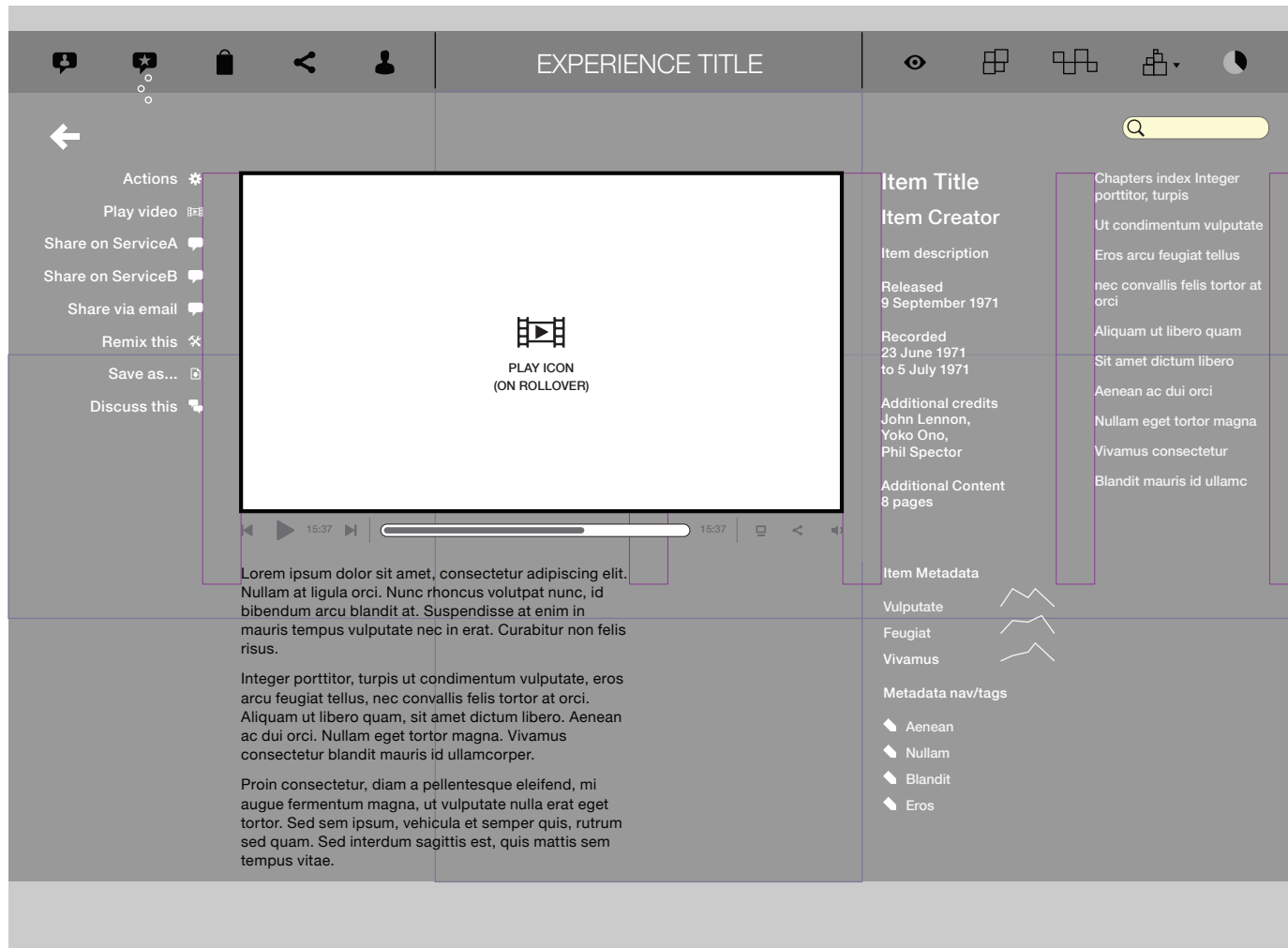
■ Additional content view: Video @ 16:9

Video content should pause the music player at the bottom when playing.

Long form video (5+ mins) should have chapters available for navigation

Video has a progress bar with buffered amount indication.

Additional video UI includes chapter skip, full-screen, share video and volume.



CONTENT

- **Additional content view: Video @ 4:3**
If bandwidth available, fill 3 columns with the video width.

EXPERIENCE TITLE

←

Actions ⚙

Play video 🎥

Share on ServiceA 🗨

Share on ServiceB 🗨

Share via email 📧

Remix this 🔄

Save as... 💾

Discuss this 🗨

PLAY ICON
(ON ROLLOVER)

Item Title

Item Creator

Item description

Released
9 September 1971

Recorded
23 June 1971
to 5 July 1971

Additional credits
John Lennon,
Yoko Ono,
Phil Spector

Additional Content
8 pages

Item Metadata

Vulputate

Feugiat

Vivamus

Metadata nav/tags

- ◆ Aenean
- ◆ Nullam
- ◆ Blandit
- ◆ Eros

Chapters index Integer porttitor, turpis

Ut condimentum vulputate

Eros arcu feugiat tellus

nec convallis felis tortor at orci

Aliquam ut libero quam

Sit amet dictum libero

Aenean ac dui orci

Nullam eget tortor magna

Vivamus consectetur

Blandit mauris id ullam

15:37

15:37

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam at ligula orci. Nunc rhoncus volutpat nunc, id bibendum arcu blandit at. Suspendisse at enim in mauris tempus vulputate nec in erat. Curabitur non felis risus.

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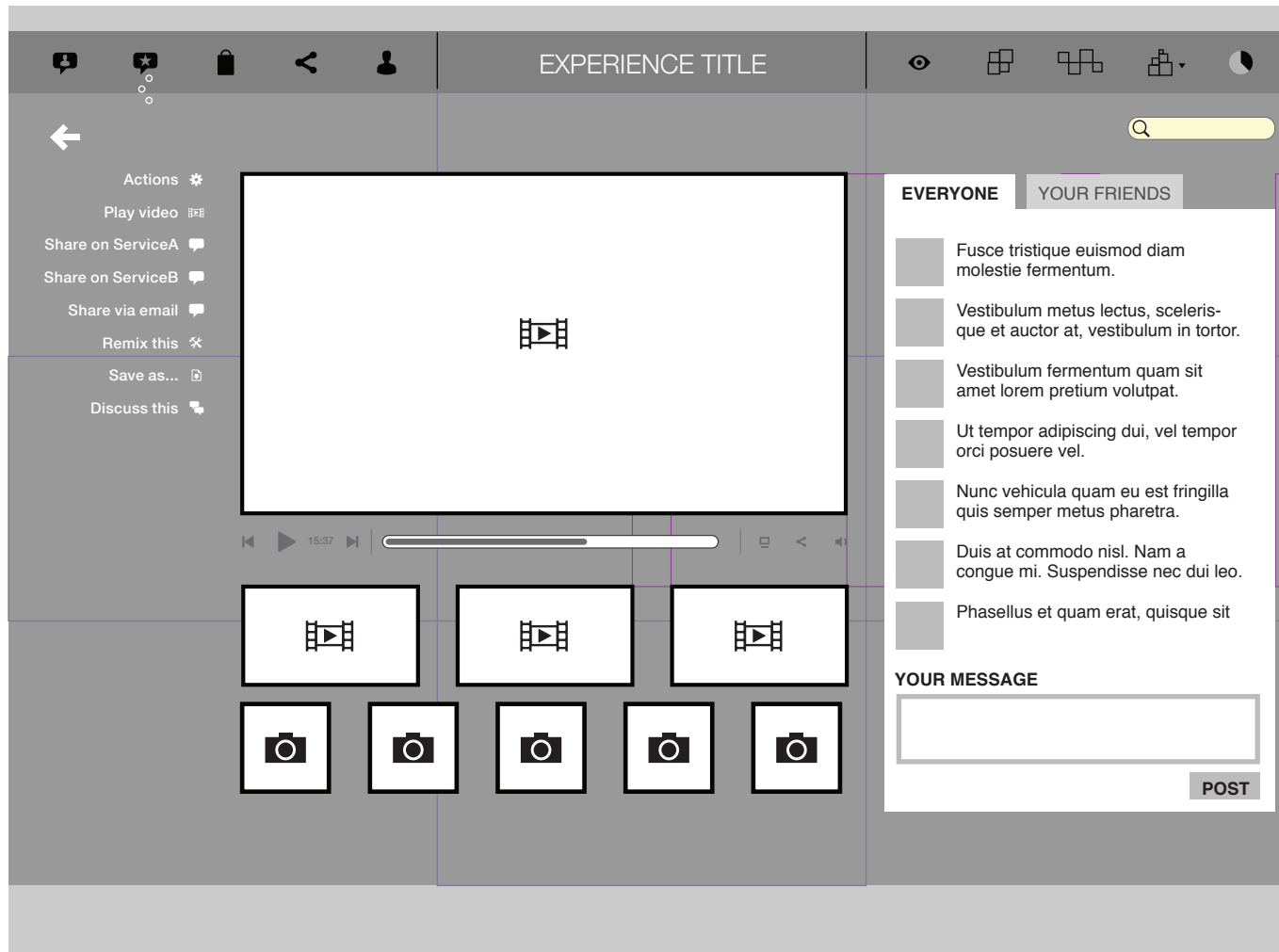
Proin consectetur, diam a pellentesque eleifend, mi augue fermentum magna, ut vulputate nulla erat eget tortor. Sed sem ipsum, vehicula et semper quis, rutrum sed quam. Sed interdum sagittis est, quis mattis sem tempus vitae.

CONTENT

■ Live event stream

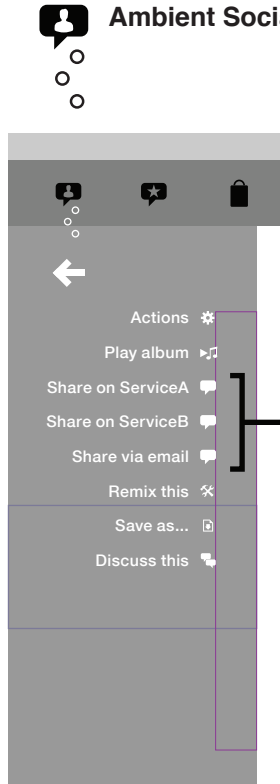
Live streams should offer a bit more where possible:

- 360 interactive cameras
- multiple viewpoints
- integrated social streams
- additional tagged media (eg. flickr photos, youtube videos)



SOCIAL

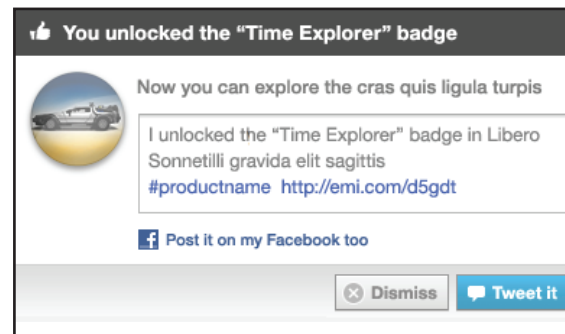
Ambient Social - notifications of activity



Active Social - share a preview via facebook



Staged Social - sharing opportunities at structured points



Social Glances

Glancing is very ambient communication of activity between people

- Is someone there?
- Are they active?

The activity of users of the product (by default) is communicated across each other - listening to an item, watching a video, saving an image, opening up a new area. All signalled to others.

Muted Display

The social stream of ambient activity is there in the background of the page. It might be blurred out, or in 'outline' form.

It might use symbols or colours instead of activity summary messages, but the constant hum of activity should be reflected into the product and out into the wider social media spaces (eg. Facebook newfeeds, Last.fm scrobbles).

Staged Social

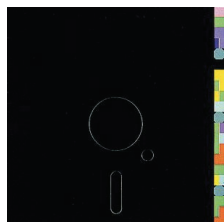
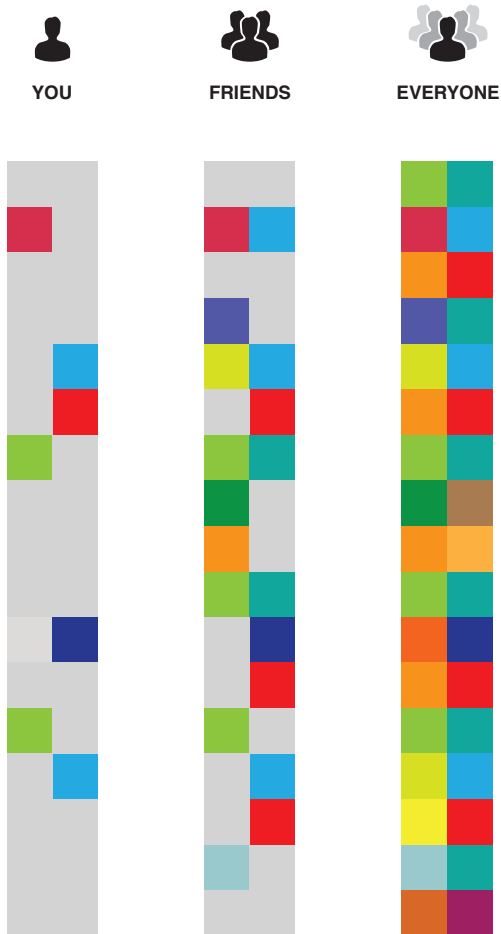
The overall experience should have some structure applied, releasing achievements (badges, extras, release info, etc) over time and usage. These structured moments should make signalling very easy, with badges or sharply worded messages available for use.

Active Social

Some of the actions available to perform on any content is to explicitly share an item (usually a preview size or quality version) on our default social media networks (Facebook, Twitter, email).

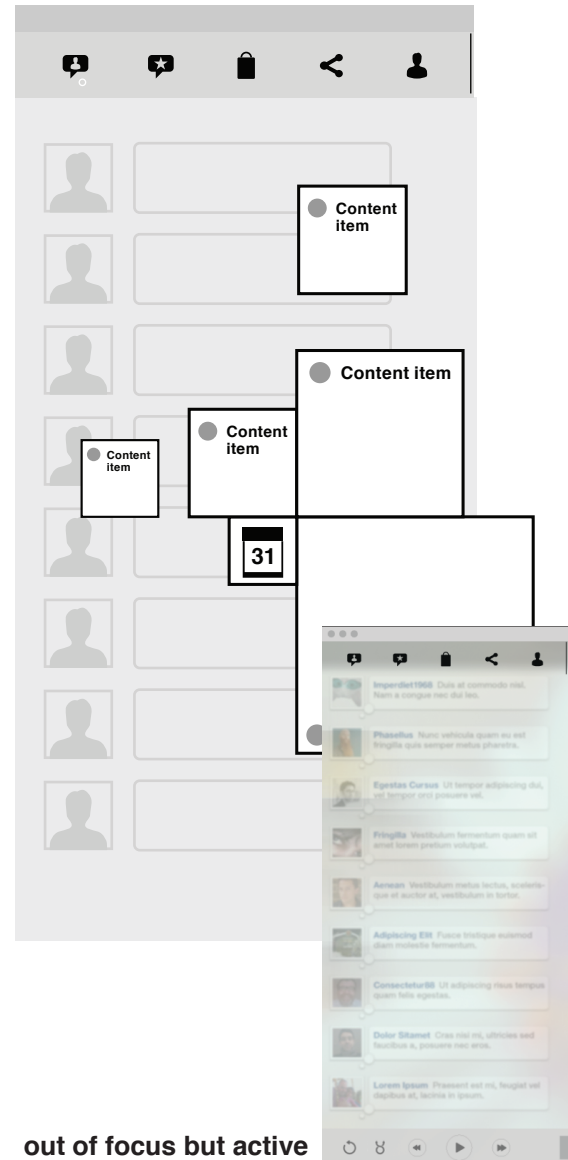
SOCIAL

Social glances visualised as a colour bar



with a nod to Blue Monday

Social glances as empty message streams in the deep background



out of focus but active

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SOCIAL

Social signal broadcast on newsfeeds

The interface displays a vertical list of user avatars. The top avatar is active, showing a music player for the album "Sollicitudin" by Libero. Below it are five empty avatars, each with a corresponding empty rectangular box for a message or activity.

Is listening to the Libero album "Sollicitudin"

LISTEN WEBSITE BUY NOW

unlocked the "Time Explorer" badge in Libero
Sonnetilli gravida elit sagittis
#productname <http://emi.com/d5gdt>

Links to generated share page

The share page is titled "Steve shared this with you...". It features a quote: "This is great isn't it?". Below the quote is a text input field with the placeholder "Send Steve a message" and a "POST" button. A progress bar for the song "17.Playing Song" is shown, with a duration of 3:14 out of 5:04. At the bottom, there is a preview of the product, which is a collage of images with the text "preview of full product" and a "BUY NOW" button.

Steve shared this with you...

"This is great isn't it?"

Send Steve a message

POST

17.Playing Song

3:14 5:04

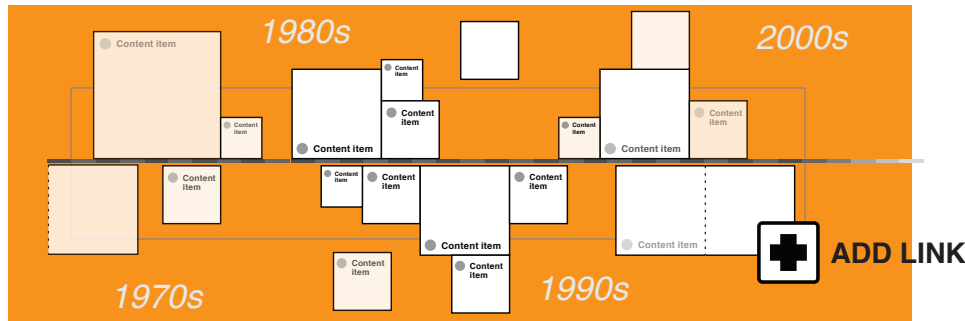
preview of full product

BUY NOW

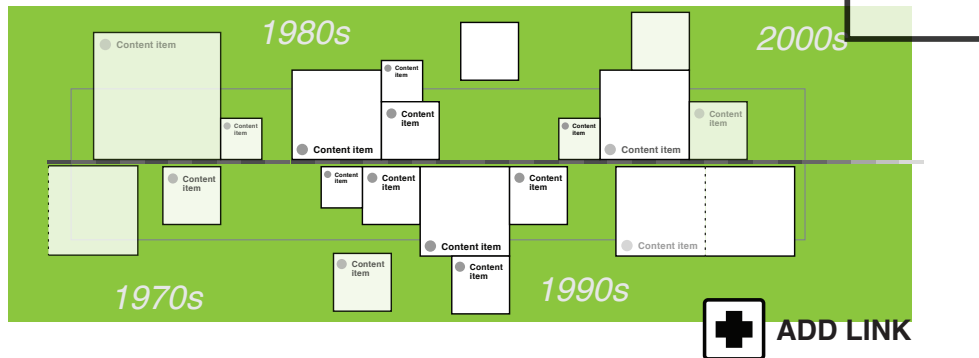
- Shared content is linked to a generated public page containing the a streaming version or a 30 second preview, some metadata and Transact possibilities to purchase some level of the product

EXTEND

PRODUCT A

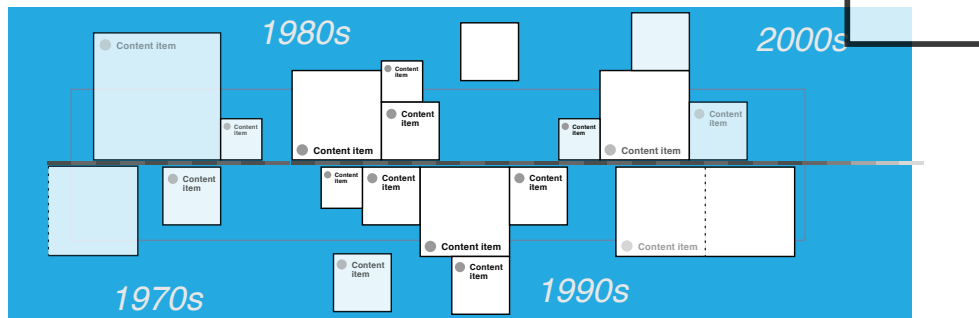


PRODUCT B



User generated connection described in a couple of lines with ongoing links also included

PRODUCT C



User generated connection described in a couple of lines with ongoing links also included

Tree of Rock

Where one product ends another can begin. With artists or whole label catalogues with a great deal of depth, interconnections can be made between products.

This might be as simple as overlapping metadata:

- music tags
- historical charts
- session musicians
- producers
- locations, studios

Connections might be more interlinked and be able to create a story

The user community could be enlisted to help create more of these connections.

Connecting products creates new narratives and deep cultural resonance.