MediaFLO USA

In Car Mobile TV

Design Process

August 17, 2008

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MediaFLO User Experience

// High Level Design Goals

Design and construct experiences in such a way that the people who use them achieve their goals.

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// High Level Design Goals

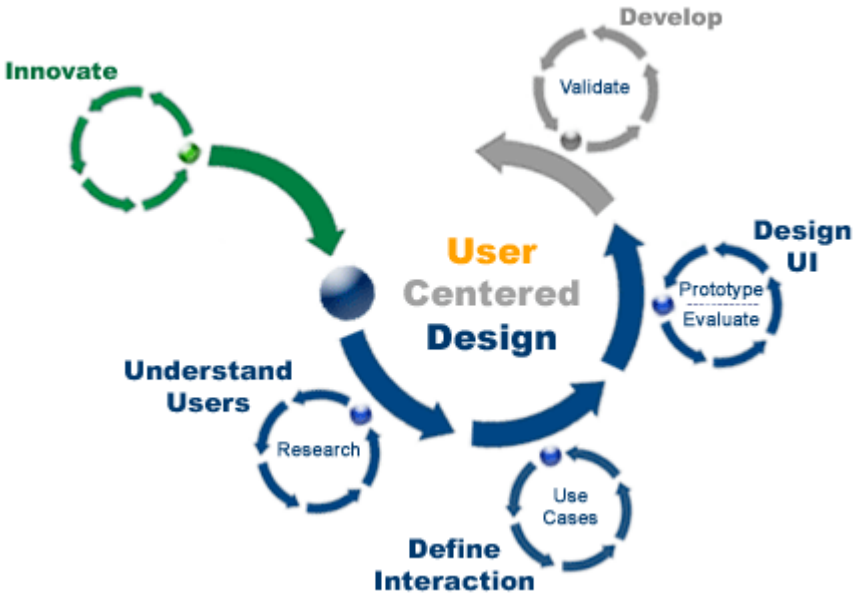
Understand users' desires, needs, motivations, and contexts.

Understand business, technical, and domain opportunities, requirements, and constraints.

Use this knowledge as a foundation for plans to create products whose form, content, and behavior is useful, usable, and desirable, as well as economically viable and technically feasible.

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// Design: Iterative Development



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Research

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// Research

Domain

Technical

Users

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// Research: Domain

What is the problem space?

People have a desire to watch live TV in their car.

Mixed audience of parents, children, and other adults and children.

Variety of input methods for control: touchscreen, hard keys, and remote control.

Variety of screen sizes.

Car modality.

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// Research: Technical

What is a VES?

What inputs are available?

How can the two systems communicate?

What other technical constraints and opportunities are afforded?

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// Research: Users

Who are the likely subscribers?

Who are the likely viewers? And are these two groups different?

How much time is spent in a vehicle?

How does being in a car change the consumption model of media?

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Design

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// Design

Work within an interaction framework and a visual design framework.

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// Design: Understand Users

Focus Group

Yvette

29 yr. old female
5 kids - 12, 11, 10, 4, 3
Occupation: Home-based health care worker
Married

Number of TVs in home: 4
Hours spent watching each week: Every morning (?)
65" TV in living room
Lots of children's programming

Cars:
Altima, Excursion, Suburban

Notes:
Drives Altima to work b/c of gas
DVD in Excursion

Use Case:
In the car 60-90 min a day. Takes two kids to pre-school and listens to morning radio program. To school is 10 min and then to work another 20 min.

Cost Of #1 Integrated System:
$1000
$14.99

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// Design: Understand Users

Personas

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// Design: Interaction Framework

Define form factor, posture, and input methods.

Define functional and data elements.

Determine functional groups and hierarchy.

Sketch the interaction framework.

Construct key path scenarios.

Check designs with validation scenarios.

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// Design: Interaction Framework

Developed 10 designs to explore all options.

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// Design: Interaction Framework

Used personas to model designs.

Used designs to validate technical requirements.

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// Design: Interaction Framework

What does the current design do well?

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// Design: Interaction Framework

Accommodates multiple input controls.

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// Design: Interaction Framework

Affords the type of consumption research points to.

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// Design: Interaction Framework

Works within all technical constraints.

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// Design: Interaction Framework

Is a compelling in car TV experience.

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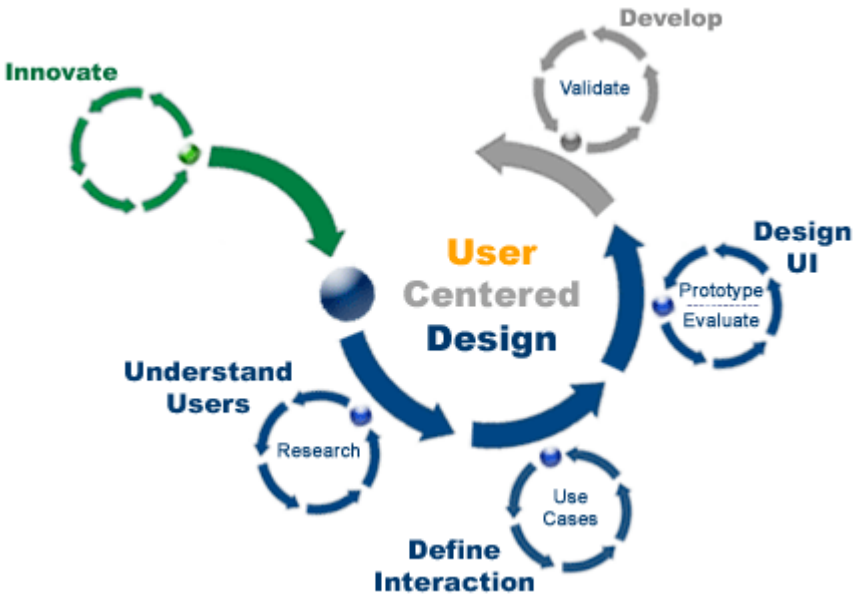
// Design: Iterative Development

What's next?

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// Design: Iterative Development

Visual design and user validation



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// Design: Iterative Development

Why embrace iteration?

Lets you start somewhere.

Less pressure for perfect solutions up front.

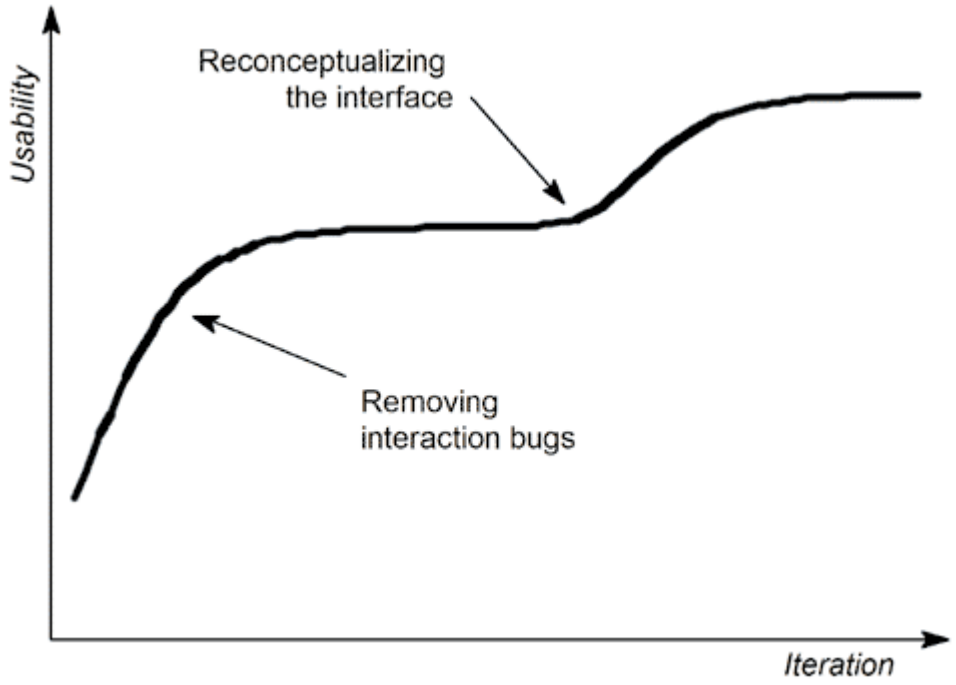
Iteration cycle allows for “brewing” of ideas.

Breaks large projects into smaller chunks.

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// Design: Iterative Development

And it improves usability.



Paper by Jakob Nielsen
Originally published in IEEE Computer Vol. 26, No. 11 (November 1993), pp. 32-41.

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// Design: Next Steps

Refinement of visual design.

User validation in the form of user testing.

Analyze results.

Iterate.

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// Design

Create a one-of-a-kind user experience for users, who are both Chrysler and MediaFLO USA customers.

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Thanks

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