



General Page

Description:

- General SW TV Page layout

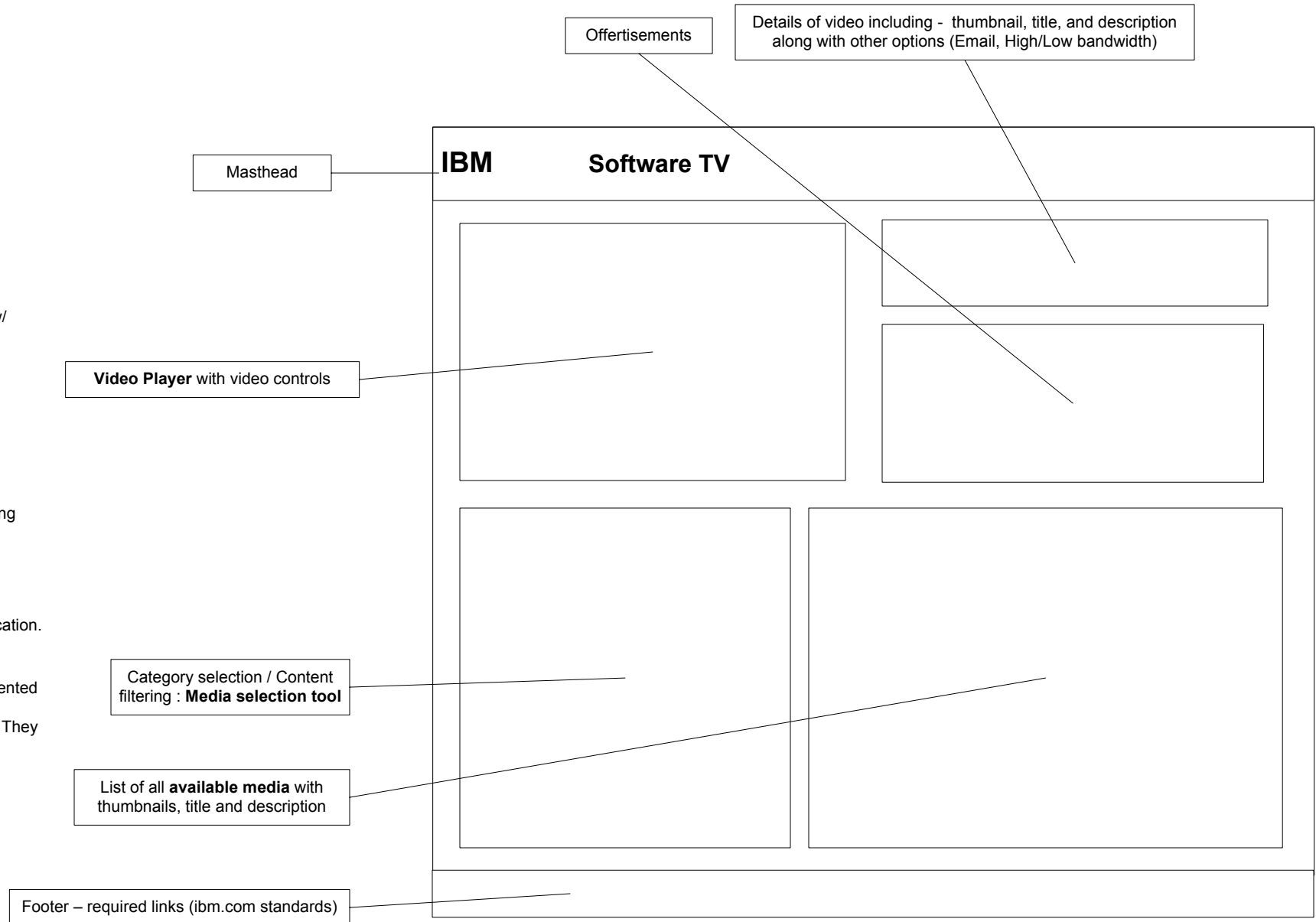
Page Content/Functionality:

Each page is to contain the following

- **Masthead**
 - IBM Logo
 - Software TV Logo
- **Search**
- **Video Player**
 - Video player includes status bar, volume controls and other common video controls.
 - Details of video to include title, and description along with other options (Low/High Bandwidth, Email)
- **Offertisements**
 - Textual Offertisement links that are related to the video in the player.
- **Category selection / Content filtering – Media Selection Tool**
 - Flexible content categorization.
 - User can further narrow the content/sort the content using the Media selector.
- **Content List**
 - Displays all available content.
 - List to include details of content to include thumbnail, title, and description along with other options like Email, etc.
- **Footer**
 - Terms of Use – takes the user to the Terms of Use page.
 - Privacy Policy – takes the user to the Privacy Policy page.
 - View non-Flash version – takes the user to the non-Flash version of the application.

Business Rules/Assumptions:

- Currently to be implemented in English (US, UK and Australia). Later to be implemented in other languages across other countries.
- Brands and Geographies can organize their content display in a variety of formats. They can add/remove categories and media types as desired.
- Building and managing the application is central, but customization is local: Think globally, act locally.
- Application to exist as a pop-up Flash player that is ibm.com standards compliant.



Home Page

How to get there:

- User enters the URL manually in the web browser, navigates to this page from an external site/link, or navigates to this site from their browser bookmarks.
- User clicks the 'Home state' button/link available on any page.

Page Content/Functionality:

Content List

- Displays ALL content available in all the different media types of all categories.
- The available content is sorted by the media type in the following order: Video, Podcast, Webcast, Links, and Demo.

Video Player

- Initial default video to be a "spokesperson" video.

Offertisement

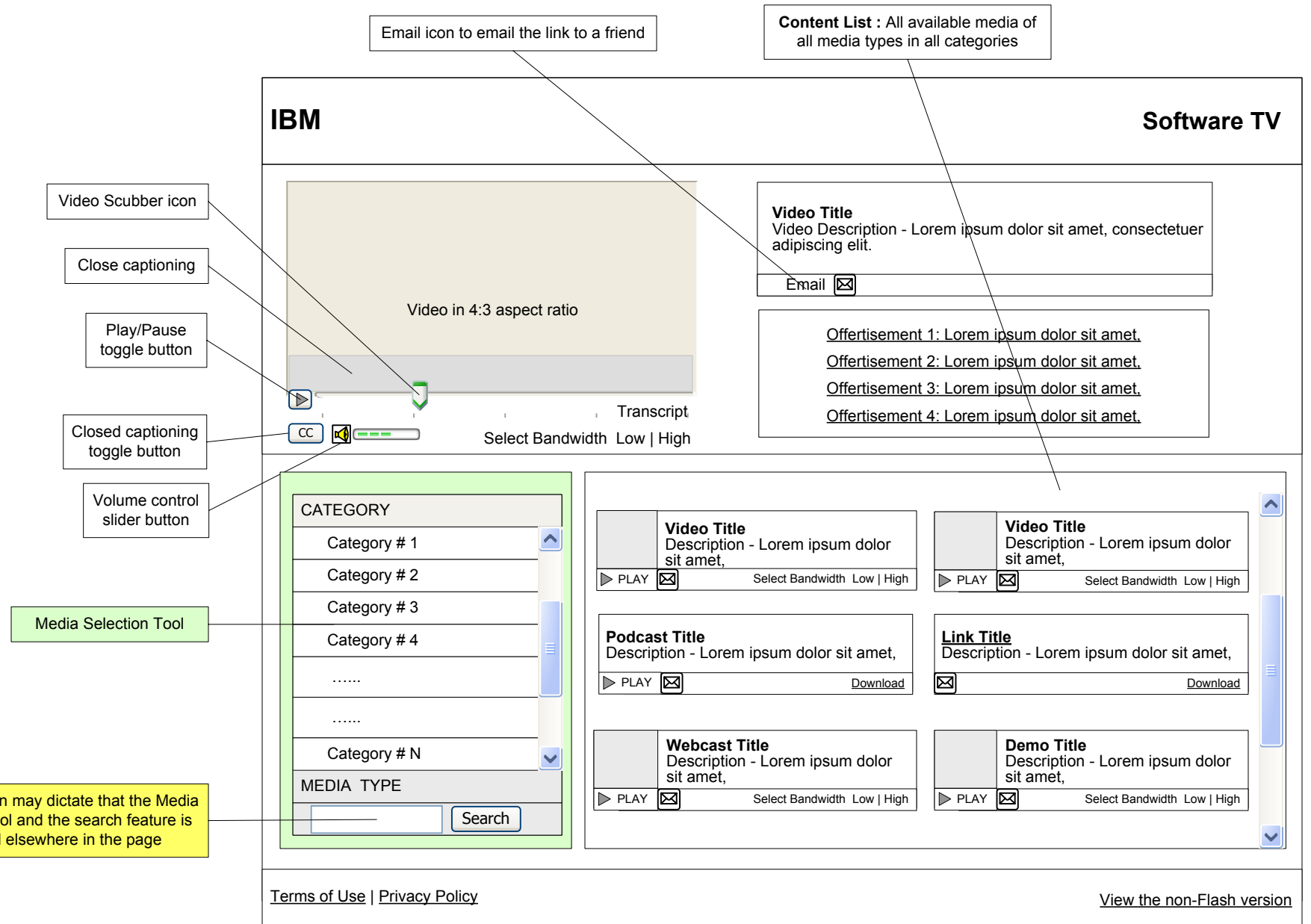
- Displays offertisements related to the "spokesperson" video.
- The action on selecting an offertisement link will depend on the offertisement type.
Video/Audio offertisement link: Launches in the video player.
Textual offertisement link: Launches in an external browser window.

Business Rules/Assumptions:

- Video not to play on page launch/refresh. User can use video controls to play video when required.
- Video player details:
 - Aspect ratio (width to height): 4:3
 - Video window size: 320 x 240 pixels - maximum; 160 x 120 pixels - minimum.
 - Contains close-captioning, low/high bandwidth, audio control, play/pause toggle, video scrubber: ibm.com standards
- Software TV Logo on the masthead is not a hotspot (ibm.com standards)

Outstanding Issues:

- For phase 1: The media content is sorted by the media type in the following order: Video, Podcast, Webcast, Links, and Demo. Is this order to be maintained or is it to be changed?





Category

How to get there:

- User enters the URL manually in the web browser, navigates to this page from an external site/link, or navigates to this site from their browser bookmarks.
- User selects a 'Category' in the media selection tool in any page.

Page Description:

- 'Selected Category' Landing Page

Page Content/Functionality:

Scenario 1:

How to get there:

- User enters the URL manually in the web browser, navigates to this page from an external site/link, or navigates to this site from their browser bookmarks.

Page Content

- **Content List**
 - Displays ALL content available in all the different media types of the selected Category.
 - The available content is sorted by the media type.
- **Video Player**
 - Initial default video to be a "spokesperson" video for the selected Category.
 - Video not to play on page launch/refresh. User can use video controls to play video when required.
- **Offertisement**
 - Textual Offertisement links that are related to the default "spokesperson" video for the selected Category.

Scenario 2:

How to get there:

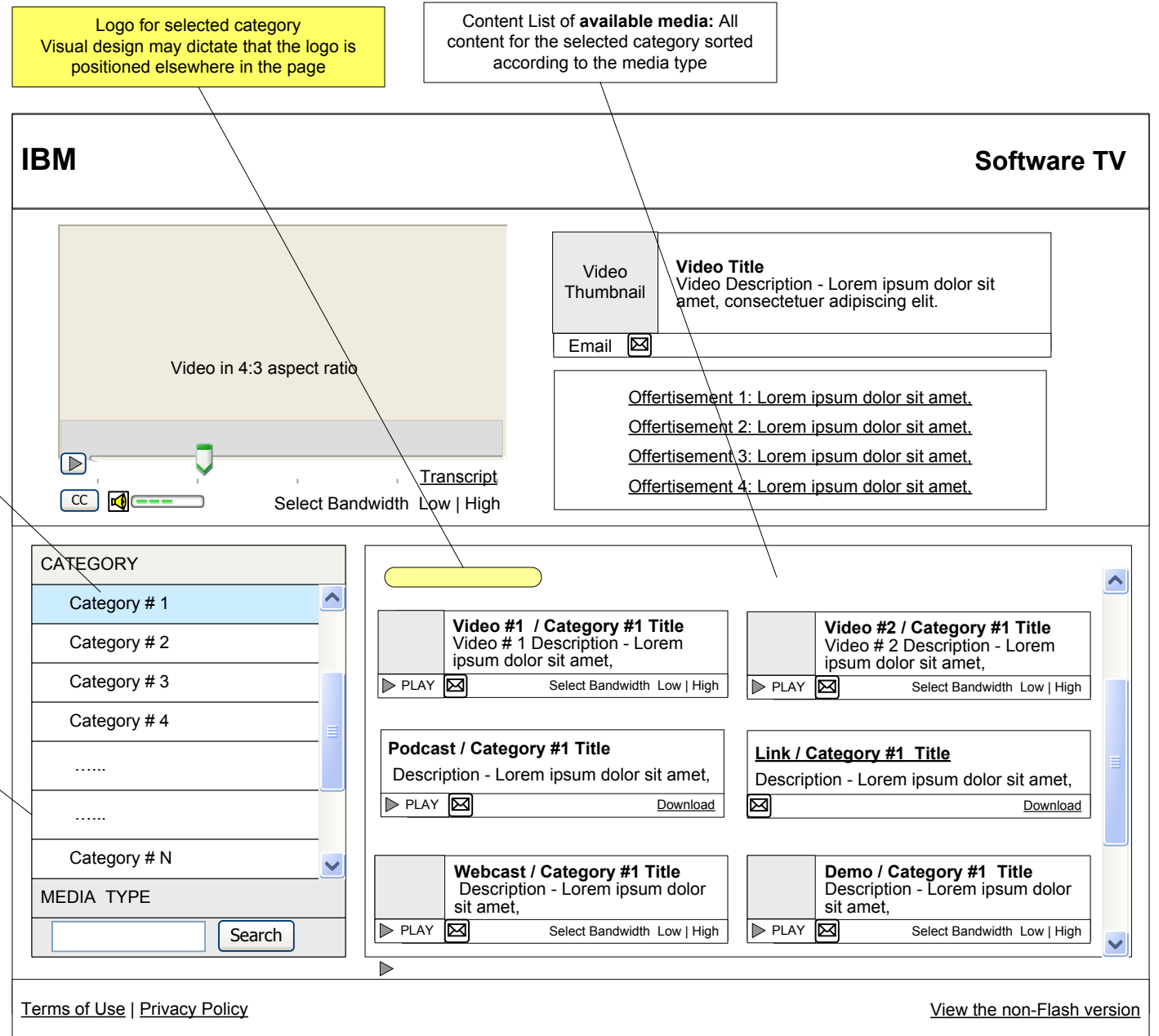
User selects 'Category' in the media selection tool in any page.

Page Content

- **Content List**
 - Displays ALL content available in all the different media types of the selected Category.
 - The available content is sorted by the media type in the following order: Video, Podcast, Webcast, Links, Demo.
- **Video Player**
 - Continues playing what the user was previously viewing.
- **Offertisement**
 - Continues displaying the offertisements that are related to the video being viewed.

Business Rules/Assumptions:

- The video player is independent of the selection tool, i.e – the display in the video player should not change when the user is browsing other available content.





Media type - Video

Page Description:

- Selected video viewing page

How to get there:

- The user selects a particular video to view from the list of videos displayed in the content area. This video list is a list of all available videos in the selected category.
- User enters the URL manually in the web browser, navigates to this page from an external site/link, or navigates to this video from their browser bookmarks.

Page Content / Functionality

Video Player

- Selected video launches in the video player. The video begins to play on the launch.
- The user can further control the video with the [play/pause] toggle button.
- The user can select to view the Low/High bandwidth version of the video. The bandwidth version currently being viewed is disabled for further selection.
- The user can choose to view/hide the close captioning by selecting the [Close Caption] toggle button.
- Transcript of the video launches the related text in a HTML page

Offertisement

- Displays the offertisements that are related to the video being viewed.
- The action on selecting an offertisement link will depend on the offertisement type,
 - Video/Audio offertisement link: Launches in the video player.
 - Textual offertisement link: Launches in an external browser window.

Business Rules/Assumptions:

- The selected video plays when it loads into the video player. The assumption is that the user has selected the video in order to view it and further using [Play] button to start the video is an extra step.
- Toggling the [Close Caption] off will remove the close-caption text and move up the video controls in its place, leaving some blank space where the close-caption text earlier was (ibm.com standards).

Select Bandwidth Low | High – whatever is playing currently will be disabled

Content List: All available media content for Media type Video / selected Category

Selected Media Type

IBM
Software TV

Video in 4:3 aspect ratio

Video Title
Video Description - Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Email

Offertisement 1: [Lorem ipsum dolor sit amet.](#)
 Offertisement 2: [Lorem ipsum dolor sit amet.](#)
 Offertisement 3: [Lorem ipsum dolor sit amet.](#)
 Offertisement 4: [Lorem ipsum dolor sit amet.](#)

CATEGORY – Category #1

MEDIA TYPE

VIDEO

Media # 2

Media # 3

.....

.....

Media # N

▶	PLAY	<input type="checkbox"/>	Video Title Description - Lorem ipsum dolor sit amet,	▶	PLAY	<input type="checkbox"/>	Select Bandwidth Low High
▶	PLAY	<input type="checkbox"/>	Video Title Description - Lorem ipsum dolor sit amet,	▶	PLAY	<input type="checkbox"/>	Select Bandwidth Low High
▶	PLAY	<input type="checkbox"/>	Video Title Description - Lorem ipsum dolor sit amet,	▶	PLAY	<input type="checkbox"/>	Select Bandwidth Low High

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Media - Podcast

Page Description:

Selected podcast viewing page

How to get there:

The user selects a particular podcast to view from the list of podcasts displayed in the content area. This podcast list is a list of all available podcast in the selected category.

User enters the URL manually in the web browser, navigates to this page from an external site/link, or navigates to this podcast from their browser bookmarks.

Page Content / Functionality

Video Player

The Video player is used to play the podcast. The controls that are not used for the podcast (Bandwidth, Close-caption) are disabled.

Selected podcast launches in the video player. The podcast begins to play on the launch.

The user can further control the podcast with the [play/pause] toggle button.

The user can select to download the podcast.

Transcript of the podcast launches the related text in a HTML page

Offertisement

Displays the offertisements that are related to the podcast being viewed.

The action on selecting an offertisement link will depend on the offertisement type,

Video/Audio offertisement link: Launches in the video player.

Textual offertisement link: Launches in an external browser window.

Business Rules/Assumptions:

The selected podcast plays when it loads into the podcast player. The assumption is that the user has selected the podcast in order to view it and further using [Play] button to start the podcast is an extra step.

Video player handles the Podcast.

Video player controls (CC, low-resolution) that are not used for the podcast are disabled.

IBM **Software TV**

IBM Logo
or
Software TV Logo/Text

Transcript
Download

Podcast Title
Podcast Description - Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Email

Offertisement 1: [Lorem ipsum dolor sit amet,](#)
 Offertisement 2: [Lorem ipsum dolor sit amet,](#)
 Offertisement 3: [Lorem ipsum dolor sit amet,](#)
 Offertisement 4: [Lorem ipsum dolor sit amet,](#)

CATEGORY – Category #1

Media TYPE

Media # 1

PODCAST

Media # 3

.....

.....

Media # N

<p>Title Description - Lorem ipsum dolor sit amet,</p> <p>▶ PLAY <input type="checkbox"/> Download</p>	<p>Title Description - Lorem ipsum dolor sit amet,</p> <p>▶ PLAY <input type="checkbox"/> Download</p>
<p>Title Description - Lorem ipsum dolor sit amet,</p> <p>▶ PLAY <input type="checkbox"/> Download</p>	<p>Title Description - Lorem ipsum dolor sit amet,</p> <p>▶ PLAY <input type="checkbox"/> Download</p>
<p>Title Description - Lorem ipsum dolor sit amet,</p> <p>▶ PLAY <input type="checkbox"/> Download</p>	<p>Title Description - Lorem ipsum dolor sit amet,</p> <p>▶ PLAY <input type="checkbox"/> Download</p>

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Search

Page Description:

- Search Results page

How to get there:

- User types in a keyword in the search feature and selects the 'Search' button

Scenario 1:

- Search results are displayed if the keyword is contained in the title or description.

Page Content

Content List

- All content that satisfies the search criteria

Scenario 2:

- Search does not return any results

Page Content

Content List

- No content is displayed in the Content list area

Business Rules/Assumptions:

- Content of the video player does not change with the display of search results.
- Contents of offertisement are linked with the content in the video player.
- While the system is searching in the background, a loader/placeholder will be seen in the search results area (ibm.com standards)

Outstanding Issues:

- Is there to be a sort feature within the search results?

Scenario 1:

Content List:
All content that satisfies the search criteria

The wireframe shows a search results page. At the top, a yellow rounded rectangle contains the text "Search Results: 'n' number of results". Below this, there is a grid of six content items arranged in three rows and two columns. Each item consists of a placeholder image on the left, a title, a description, and a set of controls on the right. The controls include a play button, a mail icon, and a resolution or download link. A vertical scrollbar is on the right side of the content list.

Content List:
No content is displayed

The wireframe shows a search results page with no results. At the top, a yellow rounded rectangle contains the text "Search Results". Below this, the text "No Results found" is centered in the main content area.