

HBO CINEMAX GO

HBO and Cinemax GO were challenged to convert a “homemade” Media Player into an HBO worthy application/website. This product needed to be made “ready for Prime Time” for affiliate partners and for HBO’s first direct to consumer, audience. HBO and Cinemax Platforms only existed via Cable Networks, whose affiliate contracts were HBO’s primary revenue stream.

Digitization of content, created redundant content for Cinemax and HBO. The two cable organizations offered overlapping content.

HBO used prototyping and download opportunities to scale services. Their test markets were low performing markets: Milwaukee / Philadelphia. In addition to testing in low performing markets, HBO utilized this opportunity to appeal to the traditionally non cable consumer: the college market. Test teams were set up in Milwaukee, University of Wisconsin and Philadelphia.

A variety download models were created that consisted of online, offline, downloadable, streaming, user generated, usability and interaction models. Mixed into the testing models were tests and development for licensing/DRM/ dynamic content loading and personalization services.

Multiple prototypes were created to test markets and prototypes for unique affiliate and personalization, usability, test case scenarios.

Iterative, User Testing Prototyping, Feedback and Analytics were used to customize, build and program what is now HBO GO/NOW, today.

METHODOLOGY

Extensive user and stakeholder surveys were conducted.
Real product prototypes with downloadable content models were created.

Feedback from User Testing responses were paired with internal Stakeholder Feedback and Key Affiliate Partner Feedback. Unique Prototypes were generated to tailor to combined stakeholder requests.

Documentation and consensus summaries were created in the form of, Functional, Creative and Technical Briefs. These briefs and requirements gathering formed the basis of workflow and design parameters.

Sample Documents included:
Strategy Summarization and Consensus Documentation
Persona and Targeted Demographic Documentation
Navigation UX and Usability Schematics
Iterative Prototypes (Interactive / Static Flat - Concept)
User Testing and Feedback

Success Measurements were outlined
National Development
Internal Support Tools and Staff were hired and created

Functional Documents included consistently outlined subject matter:
Audience
Challenge
Solution
Method



THE GRAZER

HENRY CLARK

AGE: 25

WILLIAM AND MARY

AMERICAN CONSERVATORY THEATER CONSERVATORY MFA

TEMP/ACTOR

LIVES IN THE MISSION SAN FRANCISCO

Henry likes having an up to date laptop and phone. He's got a lot of apps and games. He texts practically everything.

At night, Henry spends a little time in bed surfing around. He often spends as much as 2 hours at a time. TV is a great way to unwind for him.

Henry goes over to his friends house on Sundays to watch Simpsons, Entourage, and the new Sopranos. He watches programs to escape and laugh.

He enjoys getting a break from watching TV.

(THE TYPICAL HBO/CINEMAX CUSTOMER SKEWS MALE)



THE ZAPPER

JENNA HARRISON

AGE: 16

SOPHOMORE IN HIGH SCHOOL

LIVES IN LOS ANGELES

Constantly texting her friends. Jenna spends time at home, avoiding her homework. She keeps up with a lot of people on MySpace, but she uses Facebook to monitor her friends' status. She needs to be included by her friends. If you lag behind, you get left out.

She is a Music and TV junkie — Jenna posts online about her favorite music group. She loves taking pictures on her phone and uploading photos.

Her mom likes the HBO movies. She likes the glitter of fashion. Right now, her favorite shows are Sex and the City and Gossip Girl. She likes that she can watch and possibly shop. She likes to search for the outfits worn on the shows.

(HBO WOULD REALLY LIKE TO GAIN THE COLLEGE-AGE DEMOGRAPHIC)



THE MOM 2.0

CHARLOTTE MCCLELAND

NORTHWESTERN

HOMEMAKER AND PART TIME FUNDRAISER

AGE 36

NASHVILLE TN

Charlotte grew up in Northern California, went to school outside of Boston. She and her husband moved to Nashville, when her husband got a tenure track job at Vanderbilt. Charlotte had quit her job in the non profit sector to take care of their daughter.

Charlotte has recently begun work again part time. Her daughter has recently started school. Charlotte yearns for more adult conversation. She loves the drama and comedy of Big Love.

Charlotte allows her daughter to watch PBS and educational TV. She approves of smart programming, that offers high quality visual and mental stimulation.

Charlotte spends a lot of time online at a lot of different times during the day. She researches everything from vaccinations and credit cards and best prices and rewards. She sees the computer as an empowerment tool. It makes her feel confident about the choices she makes for her family.

(THE FEMALE ROLE MAKES THE MAJORITY BILL PAYING
HOUSEHOLD BUDGET)

MALE 25-40
AVANT GARDE

ATTITUDE TOWARDS DIGITAL
INFO JUNKIE

The internet is a knowledge vault where he goes to find what he needs. Whether it is financial news, or research for his next purchase, he leaves no stone un-turned. He is a seeker of information expert and user reviews, and sift through message boards until he is satisfied. He is an information seeker, and he is proud of his detective-like ability to dig deep.

DIGITAL BEHAVIOR

visit sports sites

movie reviews

use online financial services

some texting

maintain a social networking profile

download music

watch streaming videos

research and shop online

online gambling

TECHNOGRAPHICS

broadband connection

connect from home and work

spend 14-20 hrs/week online

cell phone with camera

PDA

Mp3 player

laptop

MALE 35-50

JUDISCIOUS THINKER

ATTITUDE TOWARDS DIGITAL

A BETTER MY WAY

They are committed to technology, but value traditional intellectual pursuits as well as perform traditional tasks online such as reading the New York Times, versus spending time reading a book.They are accruing information for themselves to make well-informed decisions. They own and research smart technology such as the digital camera, or a new PDA.

DIGITAL BEHAVIOR

Use financial services

Read journals and specific niche content online

Visit sports sites

Research for products

Arrange travel plans

TECHNOGRAPHICS

broadband connection

connect from home and work

spend 10 hrs/week online

cell phone with camera

PDA

laptop/desktop

FEMALE 25-40

AVANT GARDE

ATTITUDE TOWARDS DIGITAL

DIGITAL CULTURAL EXCHANGE

The internet is more than just entertainment, it's her doorway into a world filled with information, that is not limited by borders or geography. She reads everything from obscure trend blogs to mainstream magazine sites. Although she mostly read from a pool of likeminded peers, with similar experience/lifestyles, she likes to be exposed to different points-of-view. She is addicted to her PDA. It connects her to her very real job and relationships.

DIGITAL BEHAVIOR

get information and shop online

stay in touch using emails and e-greeting cards

manage an online photo album

maintain a social networking profile

read news and magazines online

some text messaging and IM

medical service and information

check email with PDA several times a day

TECHNOGRAPHICS

broadband connection

connect from home and work

spend 14-20 hrs/week online

cell phone with camera

PDA

Mp3 player

laptop

USER PATHS

TO MAKE SURE EACH OF THE KEY
USER PERSONA IS SATISFIED WHEN
VISITNG THE HBO OVE, THE FOLLOWING
USER SCENARIOS SHOULD BE
CREATED AND TESTED

THE MOVIE GOER

- 1) Watch the movie of his choice: latest release
- 2) Find a movie in his favorite genre

THE SHOW ME VISITOR

- 1) Create a personalized screen to save pieces of content h browsed and found interesting
- 2) Read and comment on an interest ing topic

THE OP ENTHUSIAST

- 1) Catch up on the latest episode of her favorite show
- 2) Browse and save other series to check out at a future visit

KEY ATTRIBUTES

MUSTS

CONSIDERATIONS

THE MOVIE GOER

- 1) He can watch the movie he wants in absolutely the easiest and fastest manner
- 2) The quality of the movie was the best he's ever seen online
- 3) He can find similar movies that he might like
- 4) He can find fun facts and related specific content about the movie

- 1) The wait time is very long or buffers / technical difficulties
- 2) Cannot find a movie quickly
- 3) HBO over promotes content he doesn't like, or consistently suggests wrong types of movies
- 4) There's no integration offline & online experience

THE SHOW ME VISITOR

- 1) She can catch up on the latest episode of her favorite show in the easiest manner possible
- 2) She has access to past episodes
- 3) There was an in-depth content about her favorite show
- 4) She can share her passion with other fans of the show

- 1) Watching shows online is easier than watching on TV or DVR
- 2) She finds other shows that she found interesting online / alerts
- 3) She finds a great community around her favorite show

THE OP ENTHUSIAST

- 1) It's easy to browse over a wide range of shows and movies
- 2) It has a wealth of interesting content
- 3) If he can save what he finds & personalize his experience
- 4) If he can send stuff to his friends & post on his Facebook

- 1) If he's overly courted - through widgets or through community: needs aggressive stimulus to get him to come back
- 2) The overall experience engaging to him on the first visit
- 3) It offers smart recommendations
- 4) If he becomes the "first-to-know" and is able to tell his friends about it

MAIN NAVIGATION PATHS

BASED ON THE KEY USER PATHS AND OBJECTIVES, THE FOLLOWING THREE ARE IDENTIFIED AS MAIN NAVIGATION PATHS

THE VIEWING PATH

- 1) Way to allow viewer to watch his or her favorite show in the most seamless, cinema-like manner possible
- 2) Way to save and return to movie in the mid-stream

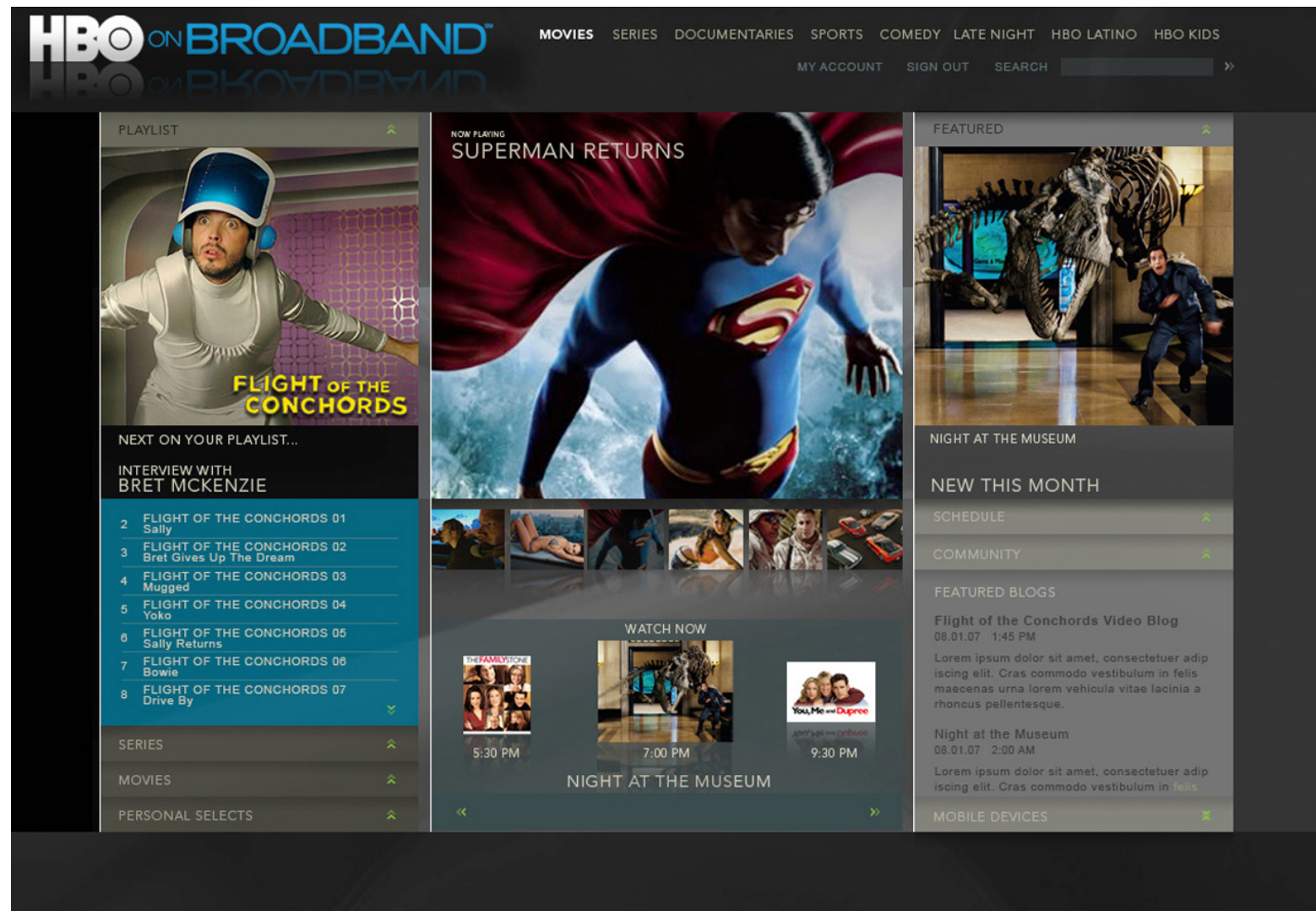
THE SEARCH PATH

- 1) Find a particular show or movie that each viewer is looking for
- 2) Browse by secondary attributes such as genre, actor, year, etc.

THE CONTENT PATH

- 1) Present related or upcoming show
- 2) Gather as many related content about a particular show or movie

The View Path

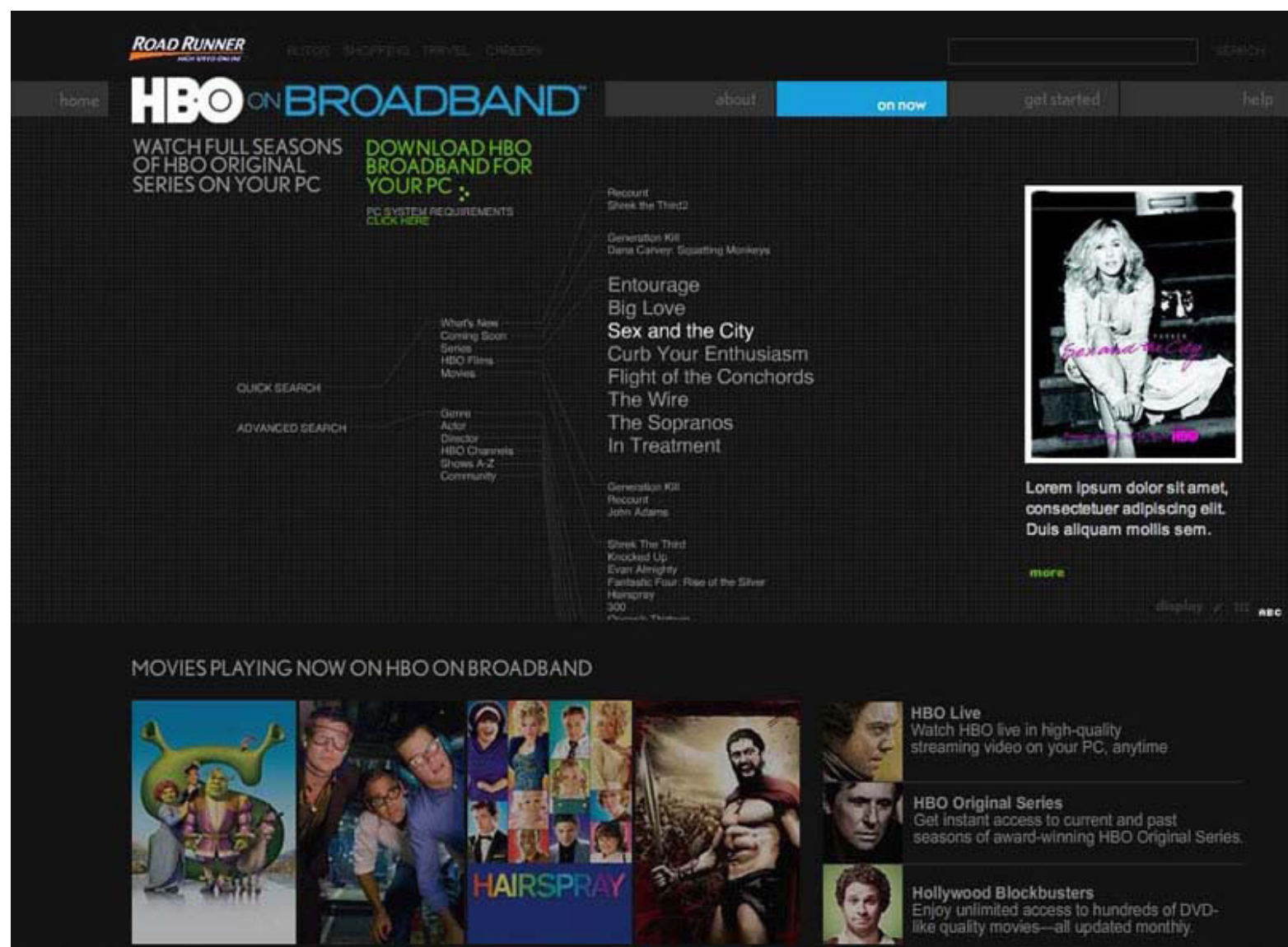


This editorial view was designed to put all content in the front screen with 1 click access to content. The design features an easy to browse Hero Section. Collapsible sections optimize single load navigation. Drop down menus include link rich connections to engaging browsing experience.

The featured Cinematic hero section anchors the users. The side panels provide information without detracting from the primary browsing experience.

THE
SHOW
ME
VISITOR

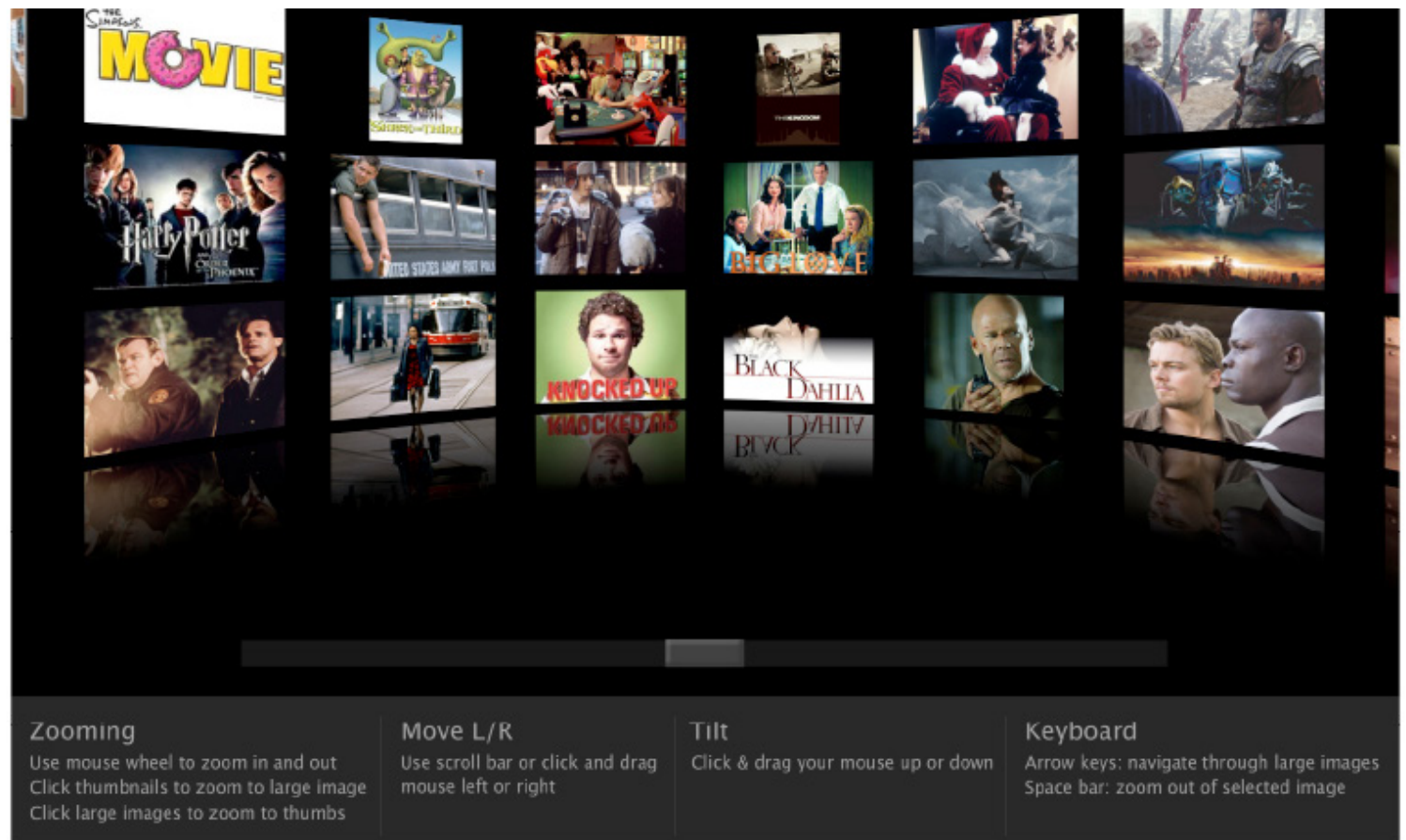
The Search Path



This design was created to outline a funneled targeted user. The interactive content is designed to offer visually linked and related content. A rich clickable interactive was generated and users were guided through offerings. This experience allowed for highly engaged, user specific journeys with specific search browsing in mind. The addition of a visual map of related content added to the user experience.

The ability to browse featured content was offered under the fold. Additional features added to the time spent exploring experience.

The Content Path

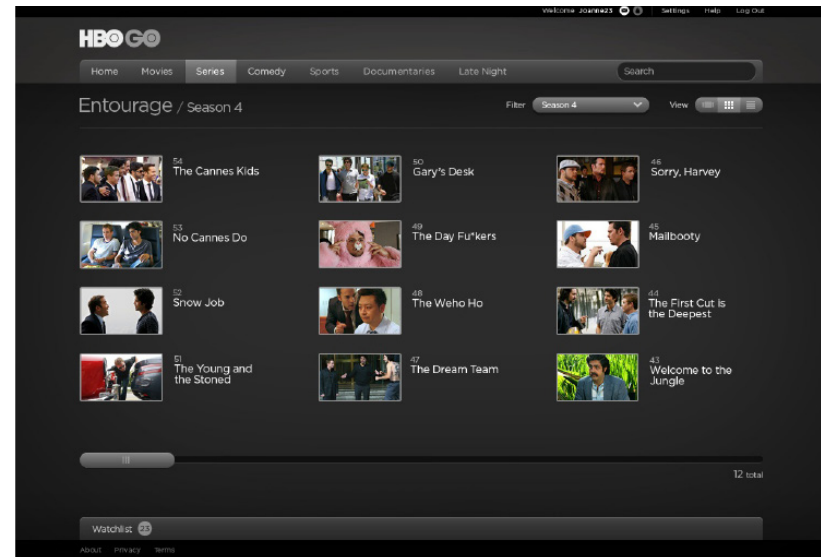
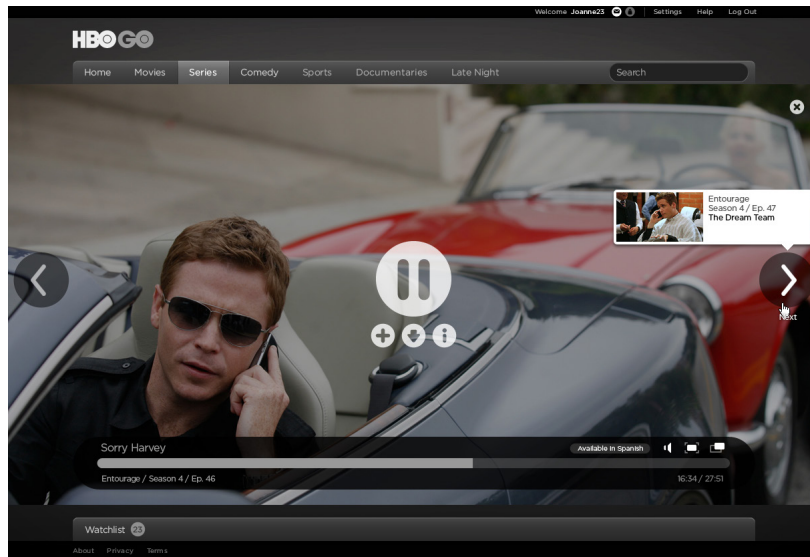
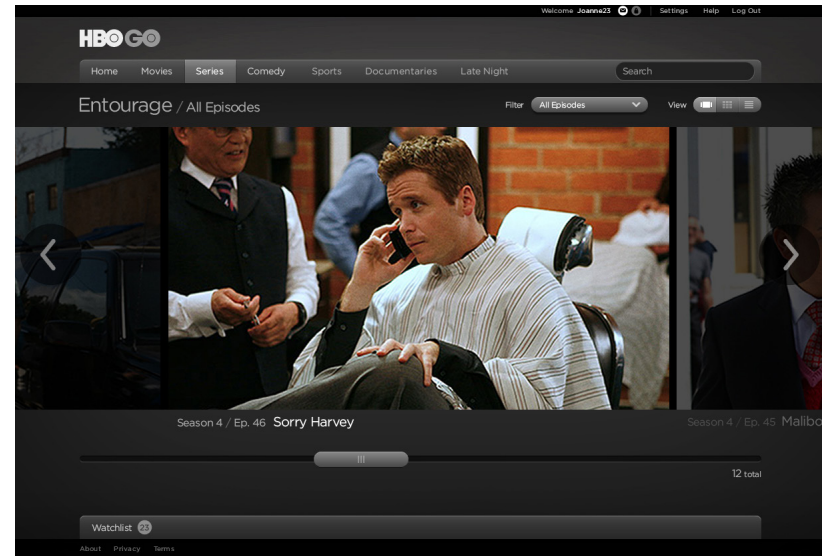


This concept utilized a game stick / remote control to navigate through TV offering. The idea of using a remote control device to access up/down left/right to interactive blocks gives the user a highly engaged/animated experience, that was rooted in natural physics and intuitive browsing.

The user can access content without, any learning curve or complicated clicks and links. The experience was designed to be intuitive and simple. This was designed to appeal to a person, who already is familiar with a TV Channel Changer, and would like to have a user plus experience.

STYLE GUIDE AND FUNCTIONAL SPECS

Download the Guide



https://www.yslbeta.com/article/wp-content/uploads/2020/08/HBOGO_styleguide.pdf

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HBO DOCUMENTARY FILMS **OPEN NOW ▶**

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TIME WARNER CABLE **ROAD RUNNER**

The Black List: Volume One and Volume Two Portraits © Timothy Greenfield-Sanders

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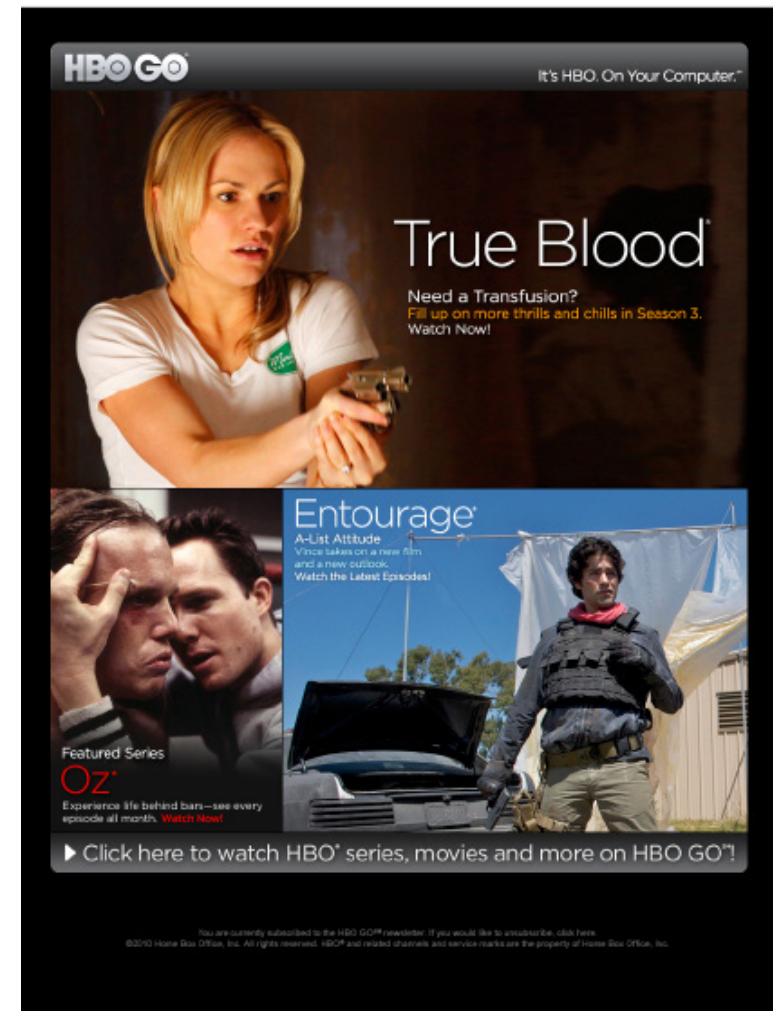
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Weekly email and promotion program was developed to test and track browsing and user demographic for our test groups. The demographic for the test group was a younger / tech savvy group that was in heavy acquisition for HBO/Cinemax's aging demographic.

Content and Development was shifted to how the user group reacted to the daily emails.



After National Launch the emails/marketing increased to 30 million users. Information gathered from emails/responses with subaffiliates was utilized to build the framework and the development workflow. Engagement metrics served user centric designs for stakeholders and consumers that

- 1) Serve and partner with affiliates: Verizon, ATT, Comcast, Google, Apple, Direct TV, COX
- 2) Set up engagement and analytics channels for HBO's first Direct to Consumer strategy and workflow

The original goal for Cinemax GO was extending the primary stakeholder to the college age audience.

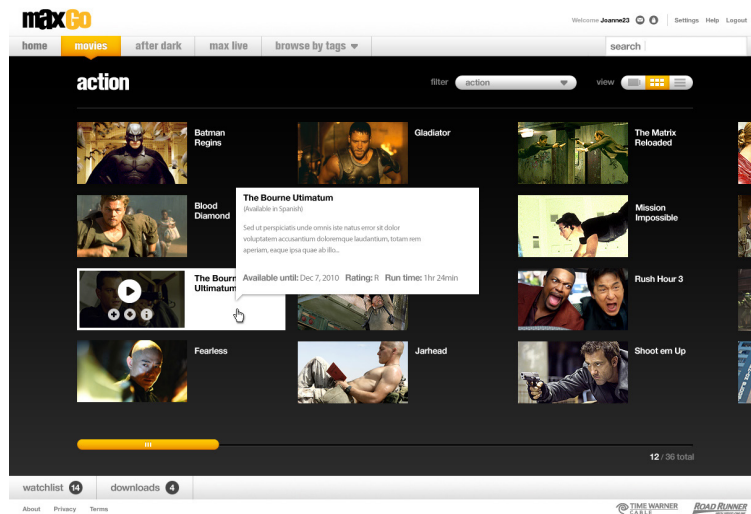
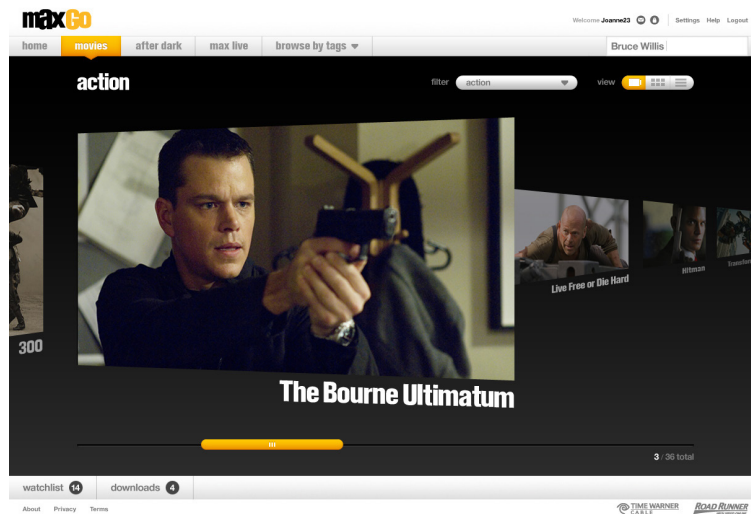
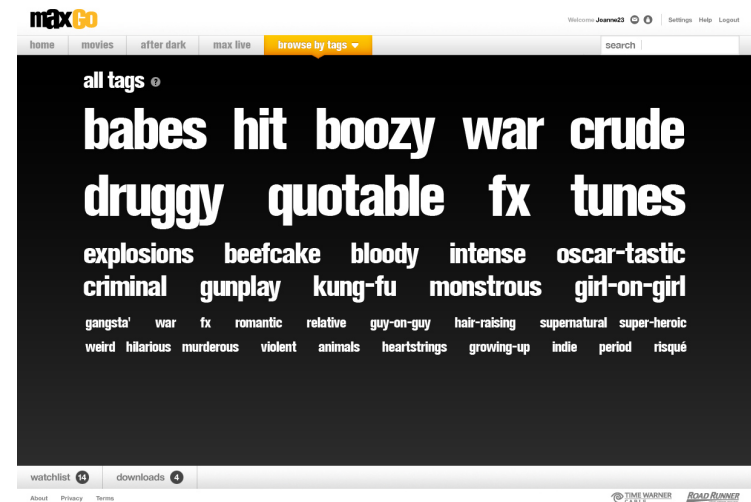
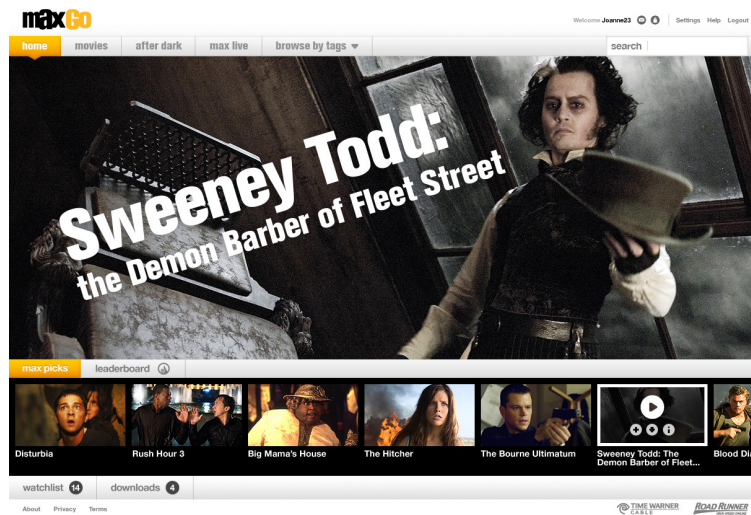
The concept of a Card Deck that held mini Apps/Player/Chat/Commerce was created to engage gamification/social sharing. Browsing and engagement was heavily influenced by gaming, music / playlist creation, photo albums / coupons and e commerce.

Tags and search parameters were weighted so that related content would sort in an interactive algorithm.

Animation and Interstitial blank cards were utilized to create highly engaged drag and drop play tools.

Cards were created with the mobile view in mind. User interface could be customized / personalized for use outside of Cinemax Viewing.





Search Rich Platform was designed to align with HBO GO infrastructure and usability.

