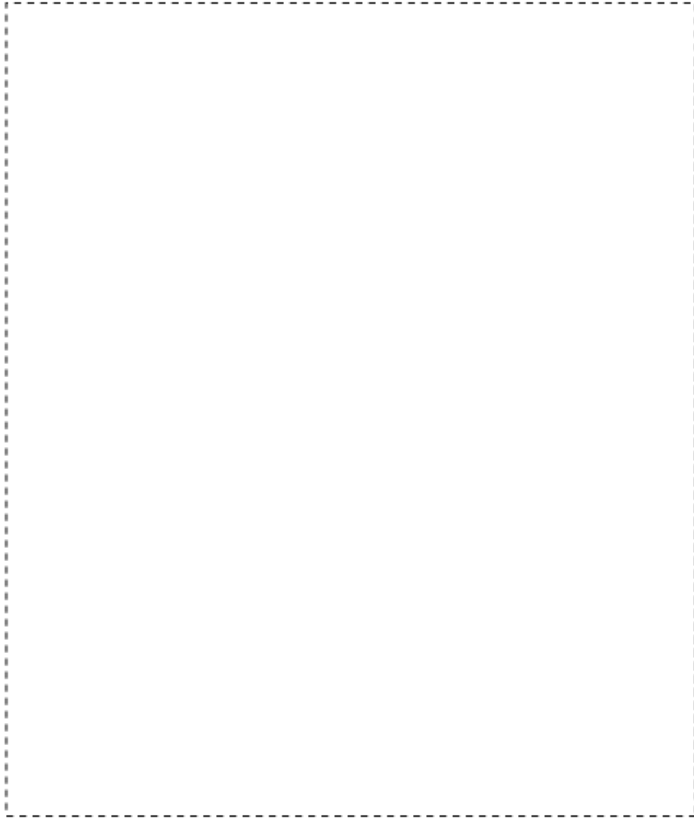


# PRIMETIME DETAILS PANELS

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DETAILS PANEL A



DETAILS PANEL B



DETAILS PANEL C



**Details Panel A:** What is this content? When is it available? How do I get it?

**Details Panel B:** What is the status of this content?

**Details Panel C:** More details on the specific content episode.

**Future Panel:** You may also be interested in...

# PRIMETIME DETAILS PANELS

## Details Panel A Goals:

- What? How? When?
- Entice
- Spread The Word

## A: Title Header(dynamic)

- GAME TITLE (*1vs100*)
- GAME TYPE (*Extended Play: Sports*)
- TIME AVAILABLE (countdown when less than X?/Available NOW)

## B: Get Content (dynamic)

- UPGRADE TO GOLD TO PLAY
- SCHEDULE REMINDER (only available when show is more than 5 min away)
- CANCEL REMINDER
- DOWNLOAD EPISODE

## C: Media

- WATCH TRAILER

## D: Referral

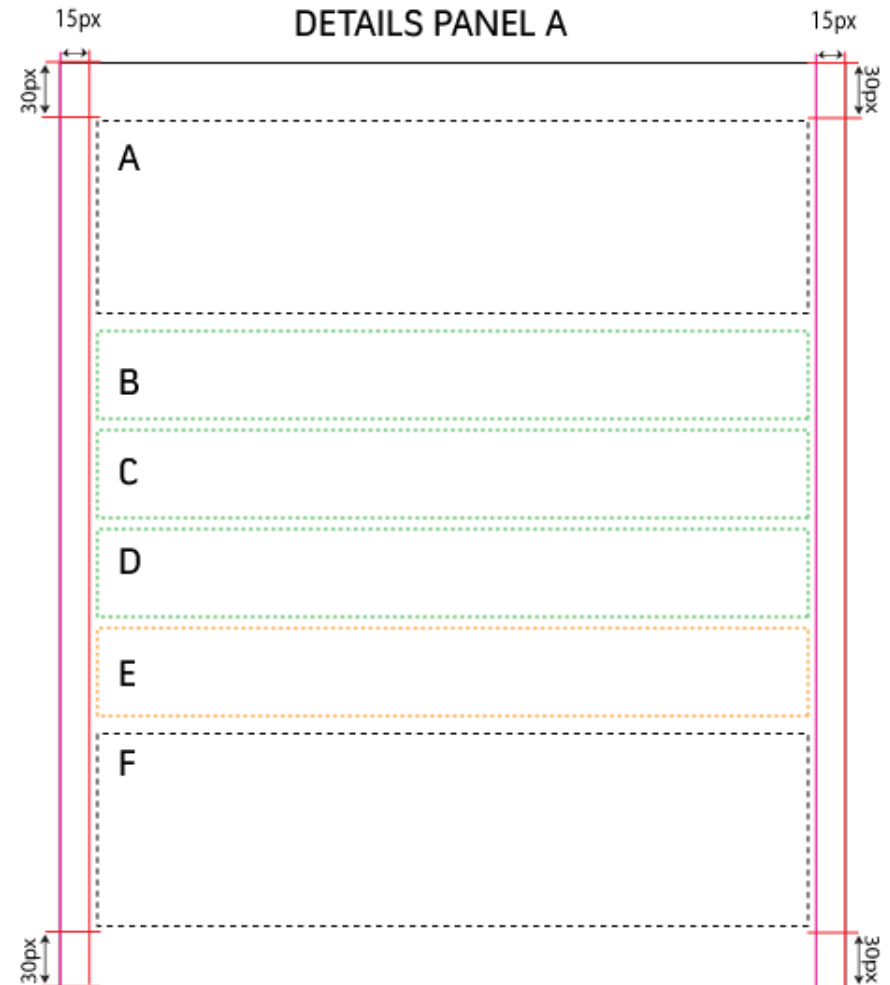
- TELL A FRIEND

## E: PrimeTime Games Listing

- MORE PRIMETIME GAMES

## F: Game Data

- RATING LOGO
- Developer
- Publisher
- Season
- Episode Length



# PRIMETIME DETAILS PANELS

## Details Panel B Goals:

- status of content
- Media Display

## A: Image Gallery

- VIEW FULL SCREEN

## B: Content Restrictions (dynamic)

- UPGRADE TO GOLD

## C: Reminder Status

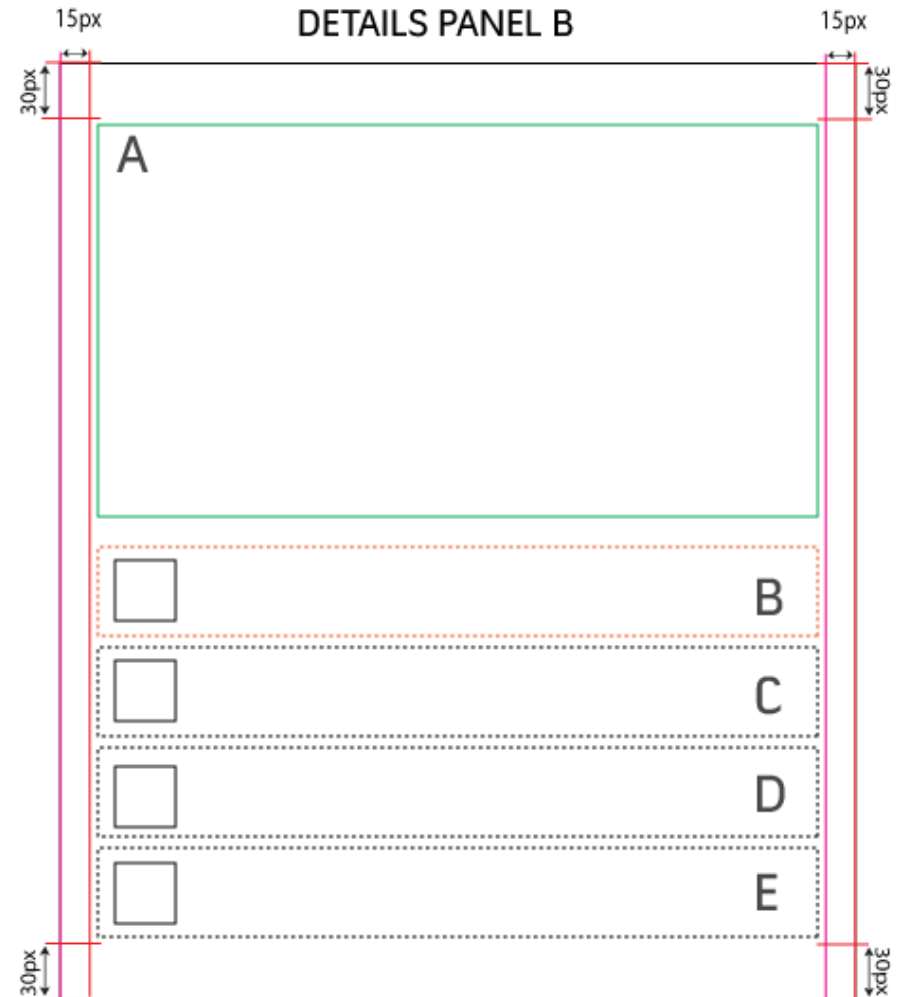
- REMINDER SET
  - YES
  - NO

## D: Prize Status

- PRIZES AVAILABLE
  - YES
  - N/A

## E: Friends Status

- FRIENDS PLAYING
  - #
  - N/A



# PRIMETIME DETAILS PANELS

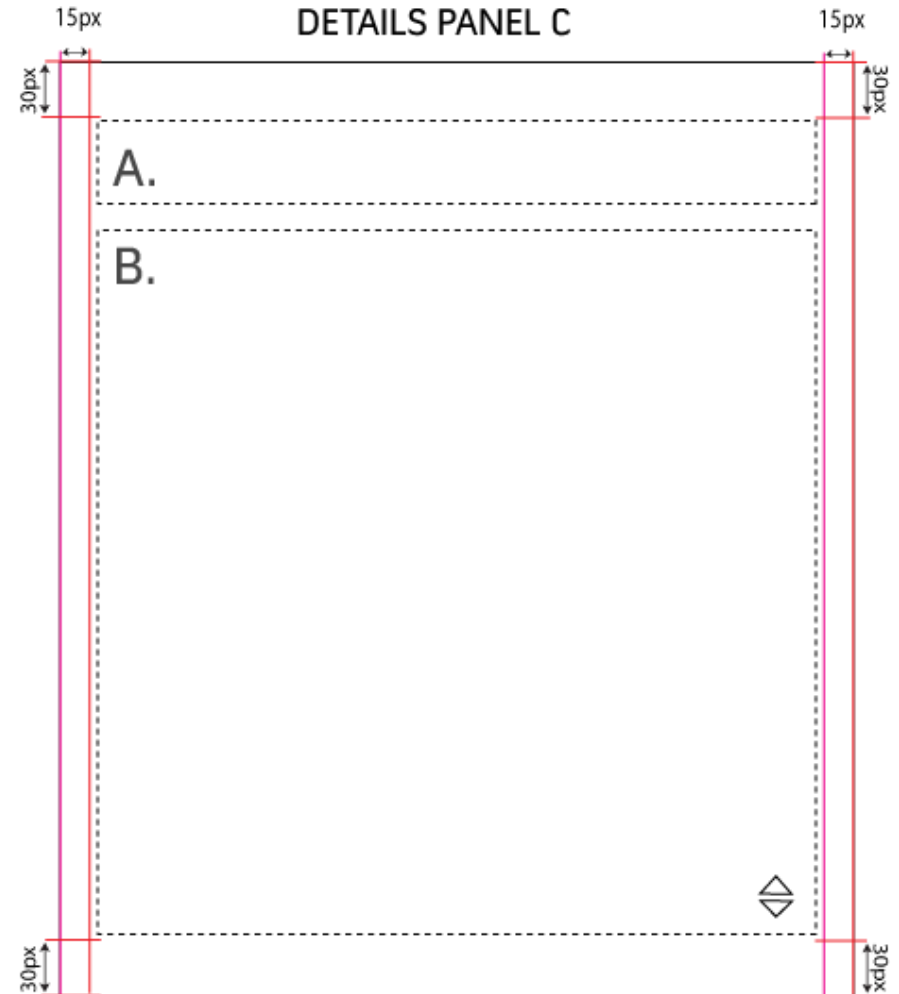
## Details Panel C Goals:

- Detailed episode information

## A: Title Header

- GAME TITLE (*1vs100*)
- GAME TYPE (*Extended Play: Sports*)

## B: Episode Description (scrollable)



# PRIMETIME DETAILS PANELS

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## DYNAMIC CONTENT RULES:

### PANEL 1:

#### A: Title Header (Time)

- Available Today (00:00 AM/PM - 00:00 AM/PM)
- Available Tomorrow (00:00 AM/PM - 00:00 AM/PM)
- Available 00/00/0000 (00:00 AM/PM - 00:00 AM/PM)
- Available Now

#### B: Get Content

- Upgrade to Gold to Play (Silver User)
- Set Reminder (Gold Member, No reminder Set, Content (x)+ min from "on now")
- Cancel Reminder(Gold Member, Reminder Set, Content (x)+ min from "on now")
- Download Now (Gold Member, No reminder Set, Content "on now" or less than (x) min till "on now")
- Play Now (Gold Member, Content downloaded, Content "on now" or less than (x) min till "on now")

### PANEL 2:

**Note: Max Status Display is 3.**

#### Silver User (content with prizes)

- B: Upgrade To Gold Message
- C: Prize Status
- D: Friends Status

#### Gold User (content with prizes)

- B: Reminder
- C: Prize Status
- D: Friends Status

#### Silver User (content without prizes)

- B: Upgrade To Gold Message
- D: Friends Status

#### Gold User (content without prizes)

- B: Reminder Status
- D: Friends Status

# PRIMETIME DETAILS PANELS

## 1vs100 Extended Play Sports

Available 11/26/2009 (7:00 PM - 7:30 PM)

Schedule Reminder

Watch Trailer

Tell a Friend

View More PrimeTime Games



### ESRB Rating

T (Teen)

### Developer

Microsoft Games Studios

### Publisher

Microsoft Games Studios



View Full Screen



Reminder

Off



Prize

N/A



Friends Playing

N/A

## About this Game

1 vs 100 Extended Play pits all players against each other in a single, massive Mob. With each question, you'll stand against the entire Mob! Three consecutive correct answers earns a Skip. You can hold a max of three; use one if you get stumped! It's fast-paced trivia for everyone. Answer correctly to score Mob Knockout bonuses against those who do not. No matter who's playing, you'll put your knowledge to the test!

1 of 3



# PRIMETIME DOWNLOAD EXPERIENCE

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## PROGRESS BAR USAGE:

- Displays Status Of Download in Details Panel
- Act similar to Marketplace

## SEPERATING REMINDER AND DOWNLOAD:

### User Problems:

Scheduling A Reminder is not the same user action as downloading.

Showing a game is downloaded is indicative that it is ready to play.

We need to find a technical solution on actually reminding the user when the Game is ready.

### Solution:

- **REMINDER TOAST**
  - 1vs100 Reminder (“ 1vs100 Ready To Play Now”)
- **DOWNLOAD TOAST**
  - A: 1vs100 Content Preloaded For ("insert date here")
  - B: 1vs100 Download Complete Ready to Play NOW

## USER SCENARIOS:

### ON NOW NO REMINDER SET ( (x) MIN or less TILL PLAY):

- Download Now displayed in details panel
- Progress is shown with bar similar to marketplace
- Download Toast B displayed when complete
- Play Now Replaces Download when complete in details panel

### ON NOW REMINDER SET: ( (x) MIN or less TILL PLAY):

- Content should be already downloaded
- Display Reminder Toast when Show is ( (x) MIN or less TILL PLAY)
- Play Now is displayed in details panel

### UPCOMING NO REMINDER SET ( (x) MIN+ TILL PLAY):

- Schedule Reminder displayed in details panel
- Begin Download (display progress bar "preloading content")
- Display Toast A when download is complete
- Display Cancel Reminder in Details Panel
- Display Reminder Toast when Show is ( (x) MIN or less TILL PLAY)

### UPCOMING REMINDER SET ( (x) MIN+ TILL PLAY):

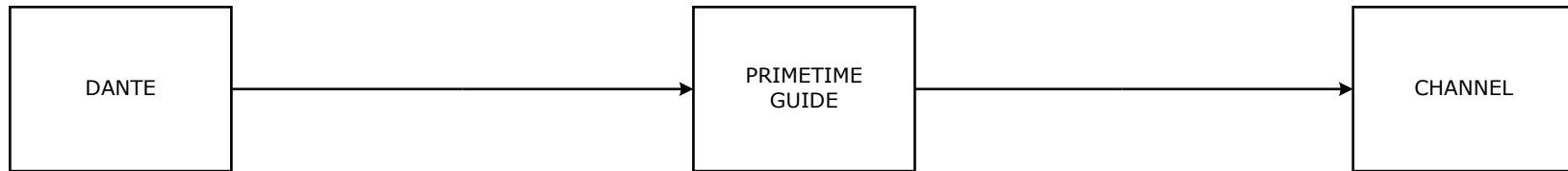
- Cancel Reminder displayed in details panel
- Display Reminder Toast when Show is ( (x) MIN or less TILL PLAY)

# PRIMETIME TOP LEVEL NAVIGATION

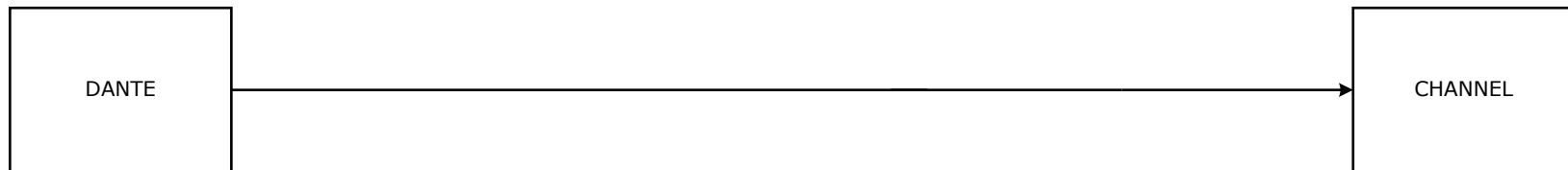
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Understanding the architecture of the PrimeTime destination and what changes we are making in order to launch 1vs100 ahead of PrimeTime platform.

Normally:



Special Case (1vs100 Launch):



PrimeTime Guide:

- ON Today (includes ON NOW) / Will possibly become On NOW when there is enough content
- Featured
- Channels
- Reminders

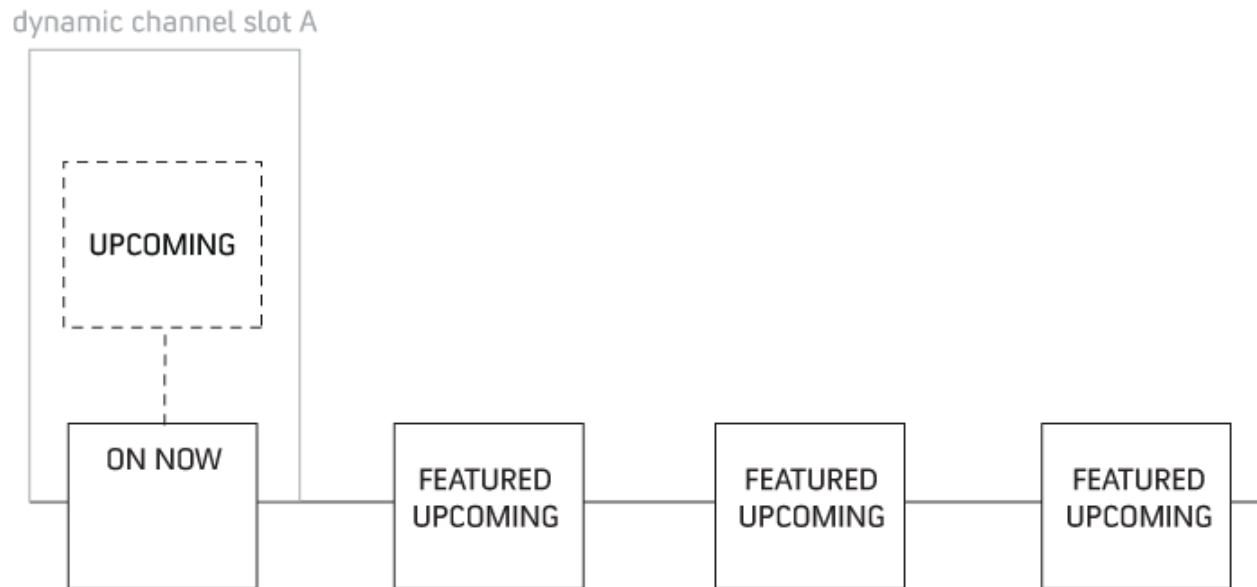
Channel:

- Featured (contains dynamic channel slot A)
- ALL
- Reminders



# PRIMETIME DYNAMIC CHANNEL SLOTS

Dynamic Channel Slots are created for the PrimeTime channel to display slots due to the dynamic nature of scheduled content.  
FEATURED CHANNEL OF 1vs100:



## Dynamic Channel Slot A:

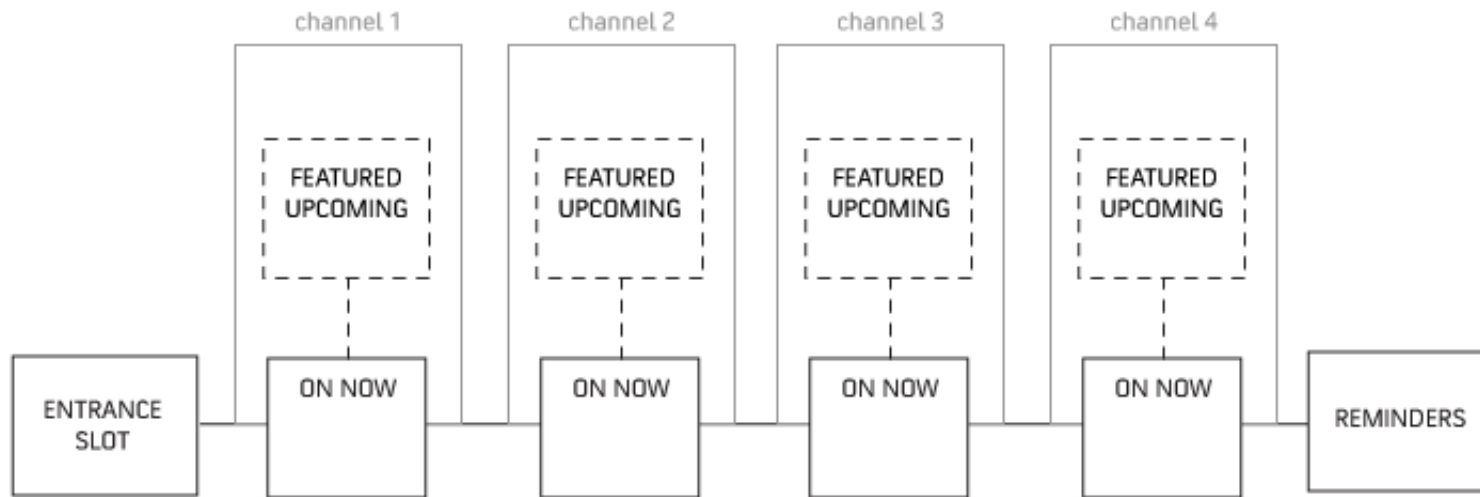
1. Displays Content ON NOW (whether Featured or not)
2. Else Displays Next Scheduled Upcoming Content (whether Featured or not)
3. Dynamic Channel Slots Override Regular Slots
  - Regular Channel Slots must check Dynamic Channel Slot To Determine what to display
4. Dynamic Slot A only used on Featured Channel (default channel users are dropped into on specific game channels)

## NO ON NOW CHANNEL:

This belongs in the PrimeTime Guide. We normally go DANTE -> PT GUIDE ->GAME CHANNEL. For launch we will go DANTE > GAME CHANNEL  
Game Channels Will have a Dynamic Channel Slot as described Above.

# PRIMETIME DYNAMIC CHANNEL SLOTS

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**Look into the Future and how Dynamic Channel Slots will benefit PrimeTime.  
Dynamic Channel Slot B at the Dante Level.**