

glenn whitmore | product designer

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EVOLVE is a 4K-capable Android TV set-back box tailored to Hospitality environments. It integrates streaming apps, live linear programming, and casting into one customizable solution.



Objective

Design a complete easy-to-use, guest-focused entertainment experience.

Challenges

The typical user is a hotel guest with no prior knowlege of the system, therefore the interface must be exceedingly simple, and support client PMS Integration.

My Role

Working from rough concepts to finished hand-off UI Specs, I produced the blueprints in the form of screen designs, user flows, and interactive sequences.

Conceptual Development

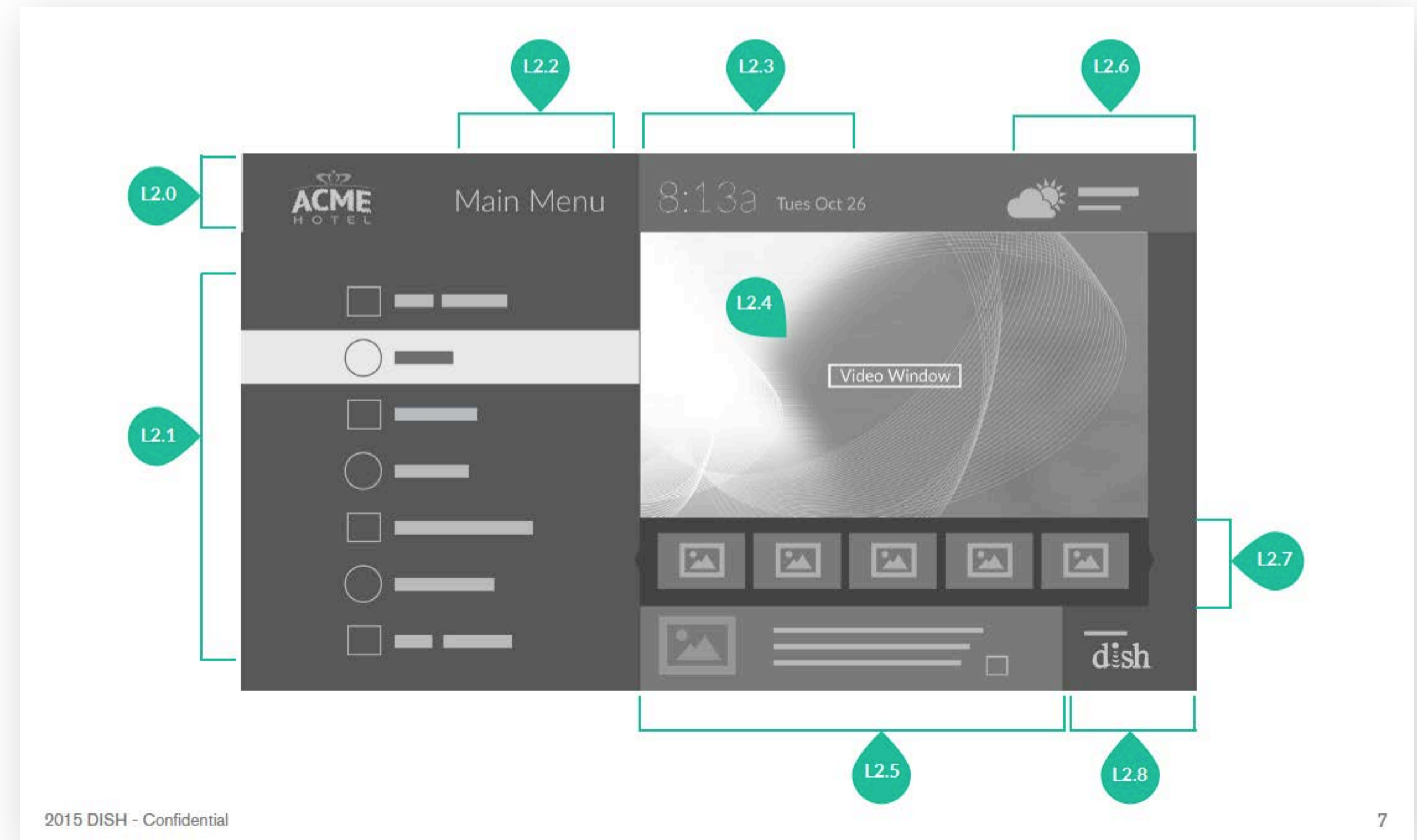
Initial designs were too complex and it was soon apparent that we needed to simplify.

Stakeholders

I worked with the Commercial Product Management, Commercial Sales, internal and external engineering groups, vendors, and a selection of commercial partners.

Component Prioritization

The Home screen, Guide, and Info Cards were the heart of the system, and these formed the foundation of the architecture.



Feature Requirements

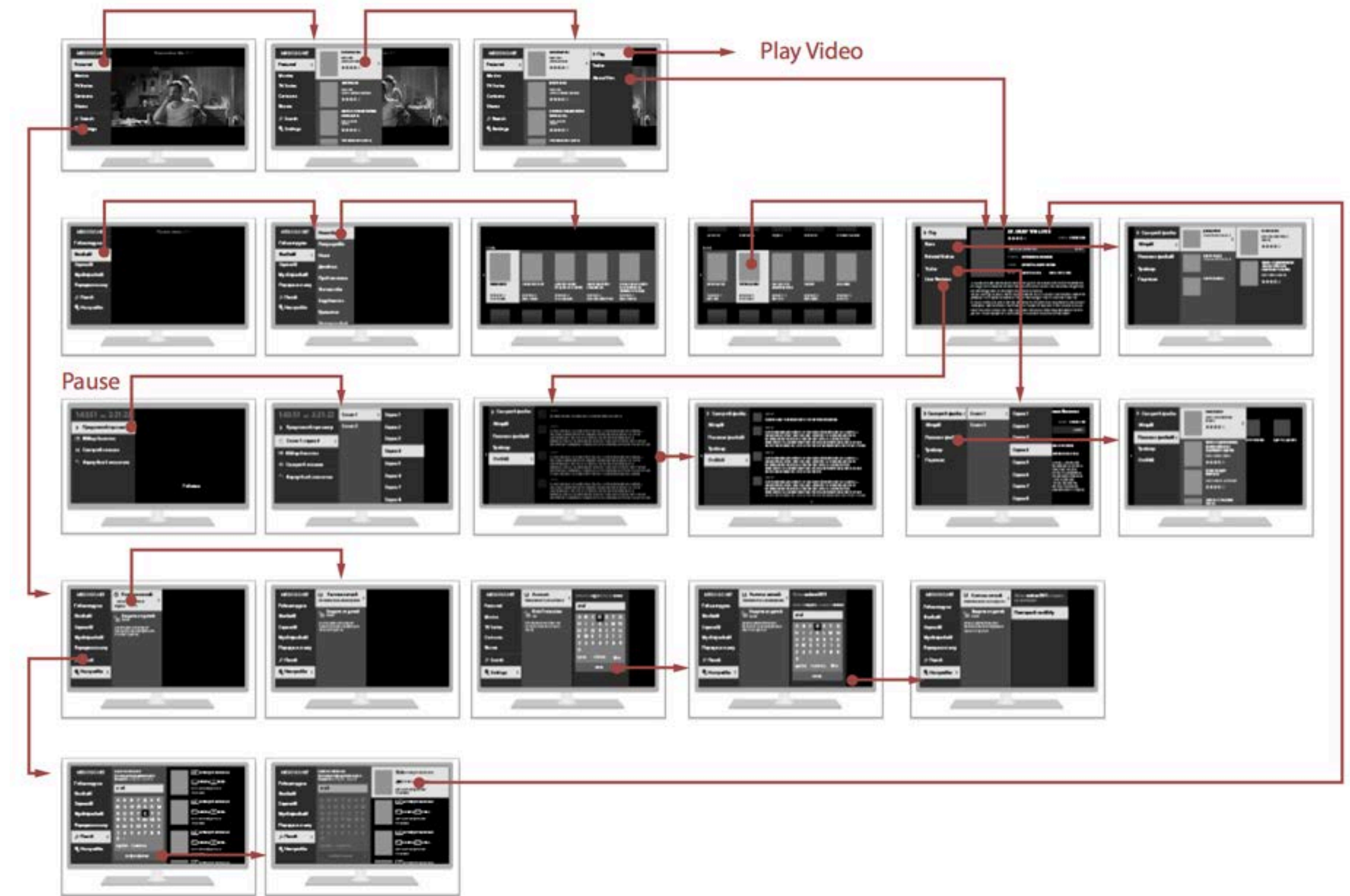
As we worked from general to specific, the feature list began to materialize.

Acceptance Criteria

Ongoing feedback, constant discussions, debates, heuristic sessions, and market research set the sights for what we wanted to build.

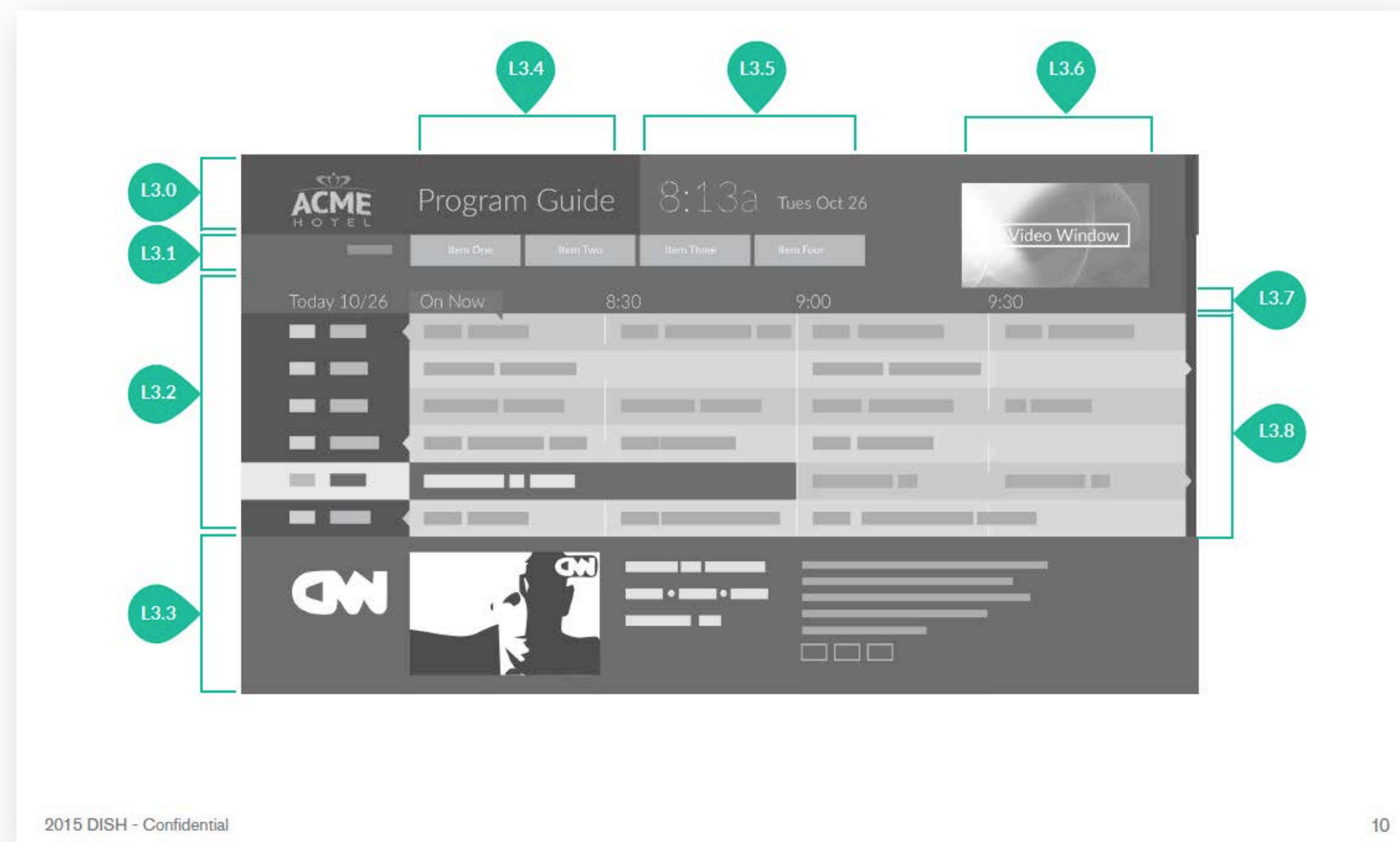
Conceptual Refinement

This might be my favorite part of the process; that space between rough ideas and exploration. The vision is just starting to gel and the possibilities are beginning to come into focus.



Iterations

Each section of the system underwent a number of changes. We reviewed version after version of wireframes before we had a general consensus of content, features, and an approach to the visual layer.





Guide Design

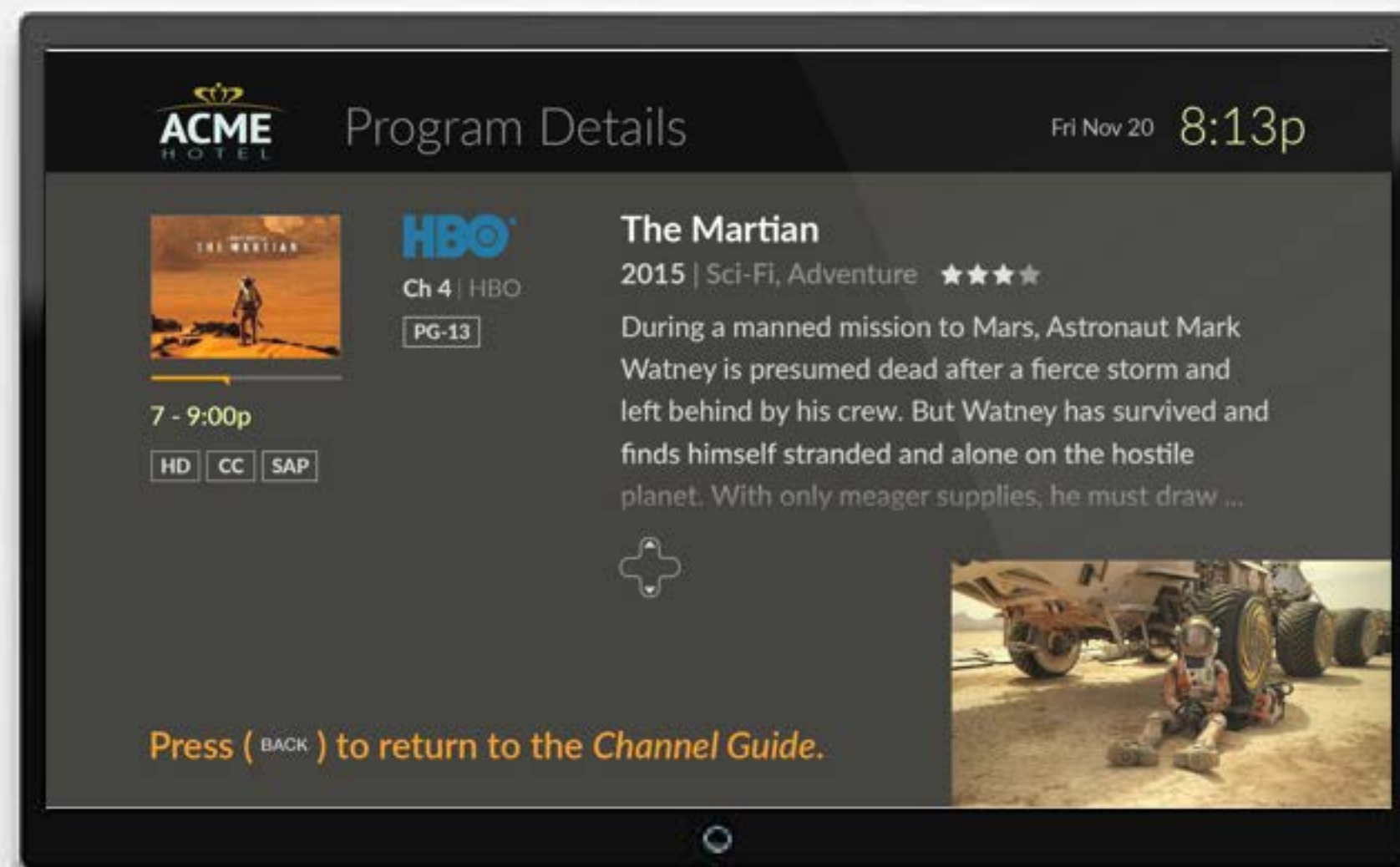
I advocated for fewer rows and less meta-data, but I was unable to influence it to that end. Nonetheless, I think I managed to carry off an acceptable composition.

Notable Features

Because we had the ability to use dual tuners, we could maintain a currently-tuned video window as well as a smaller “preview” video for target channels.

Outcome

The EVOLVE Guide garnered favorable reviews, and many of the learnings have been applied to later designs.



Info Cards

Readability on large screens is a bigger challenge than many might guess. In general, users dislike reading large blocks of text on TV. Scanability is utmost, and successful screen compositions borrow heavily from traditional typography; generous margins, open leading, negative space, and contrast of scale and value all help to establish a typographical hierarchy.

Challenges

We didn't have control of some meta-data properties at the time, so we had to devise a way allow for scrolling long program descriptions. In hind-sight I would have made a number of different design decisions.



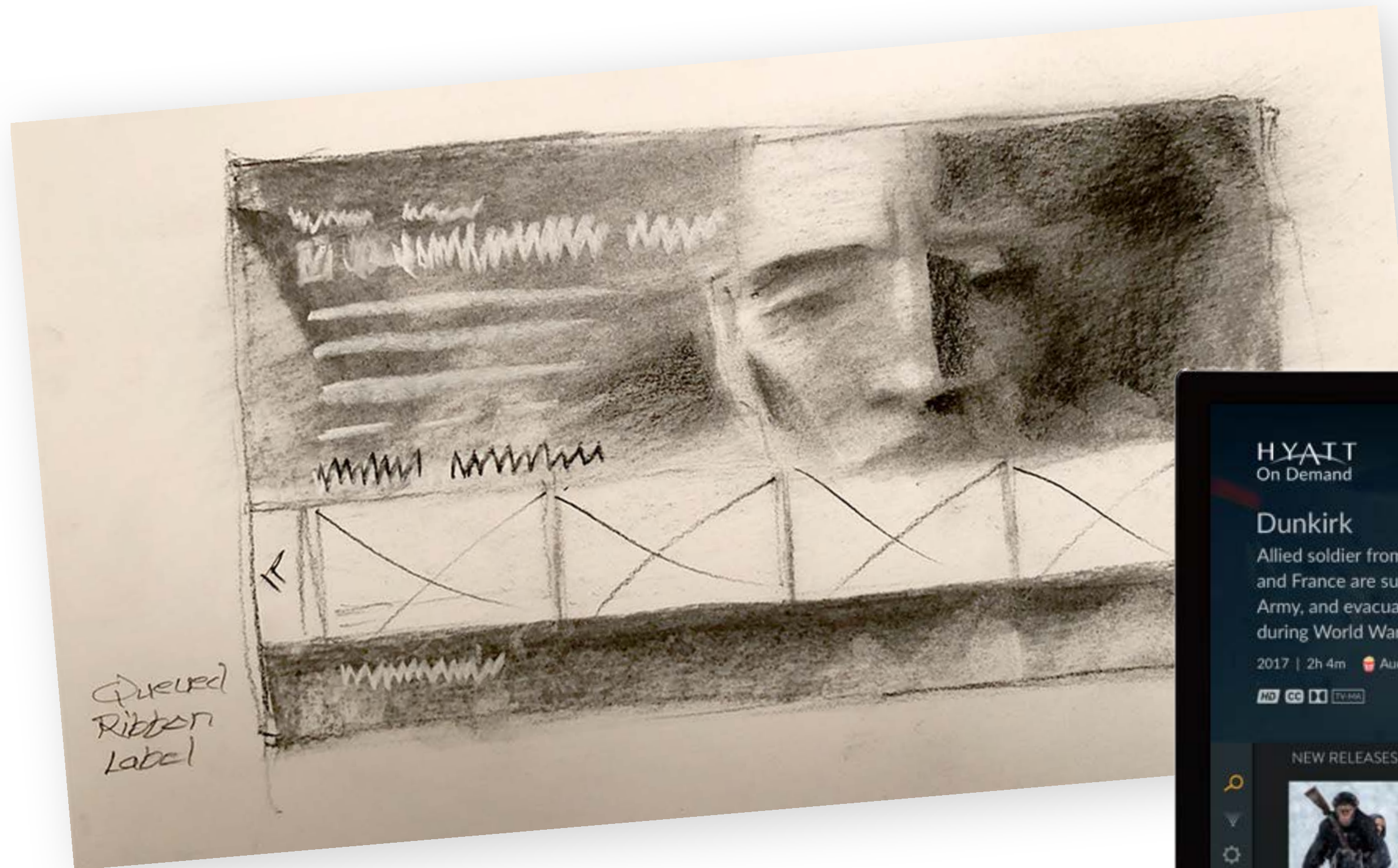
Video Player

The Player did not include Transport Controls for live TV because there isn't a DVR. On Demand and Streaming apps included all controls and trick modes.



Channel Recall

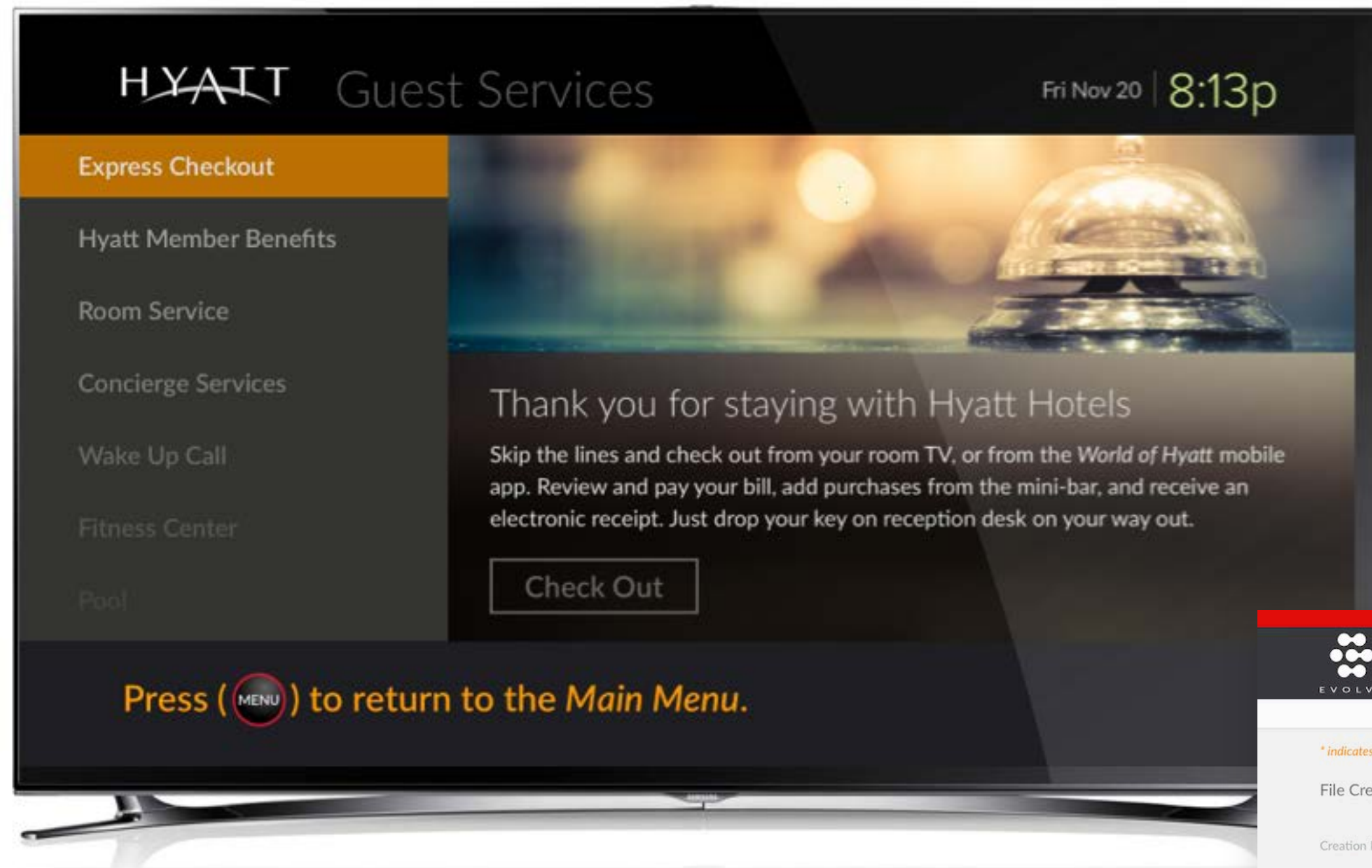
A dedicated remote control button operates the Previous Channel feature.



Sketching

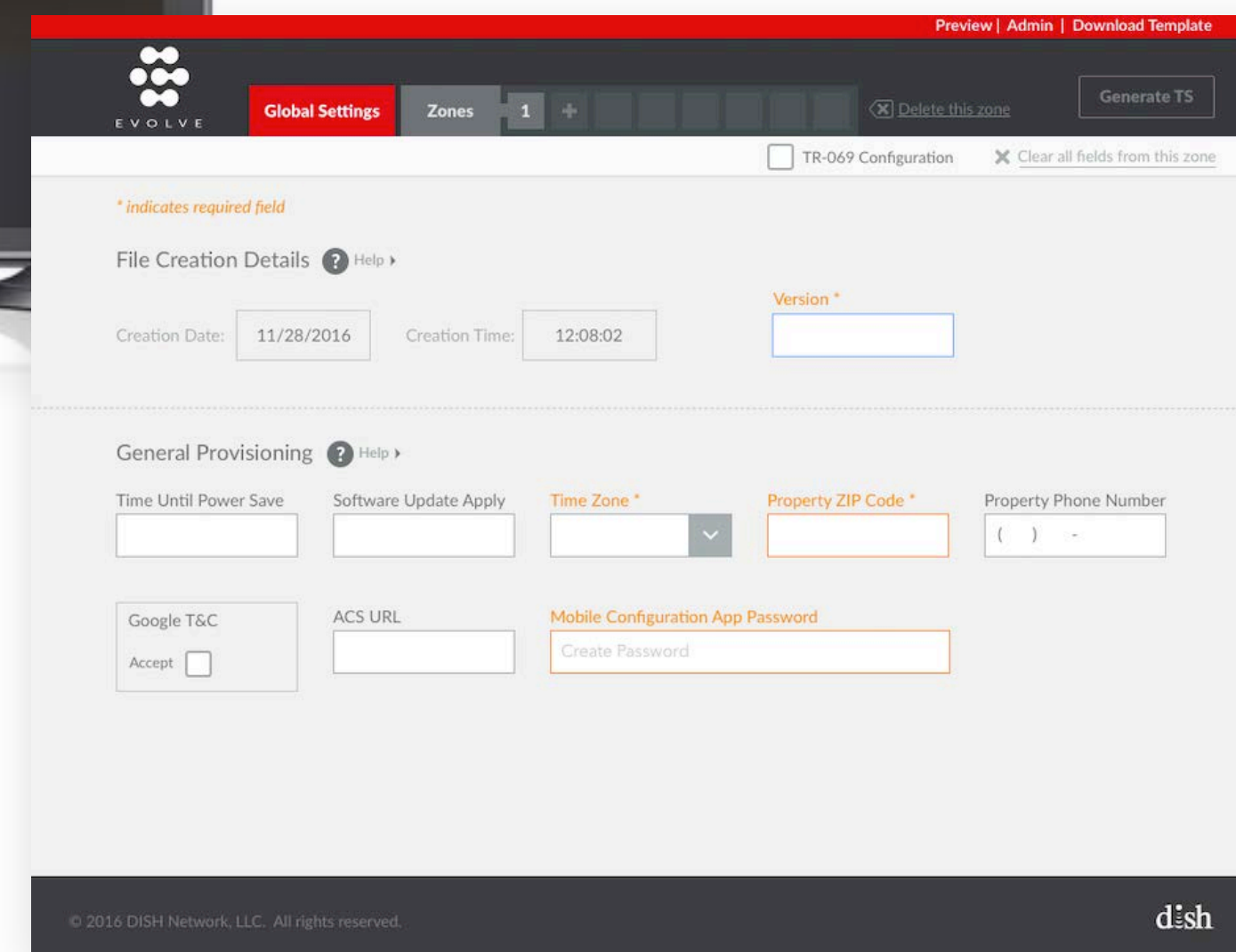
At any point in the process, I'm likely to put down the mouse and pick up a pencil — or better yet, a stick of charcoal.

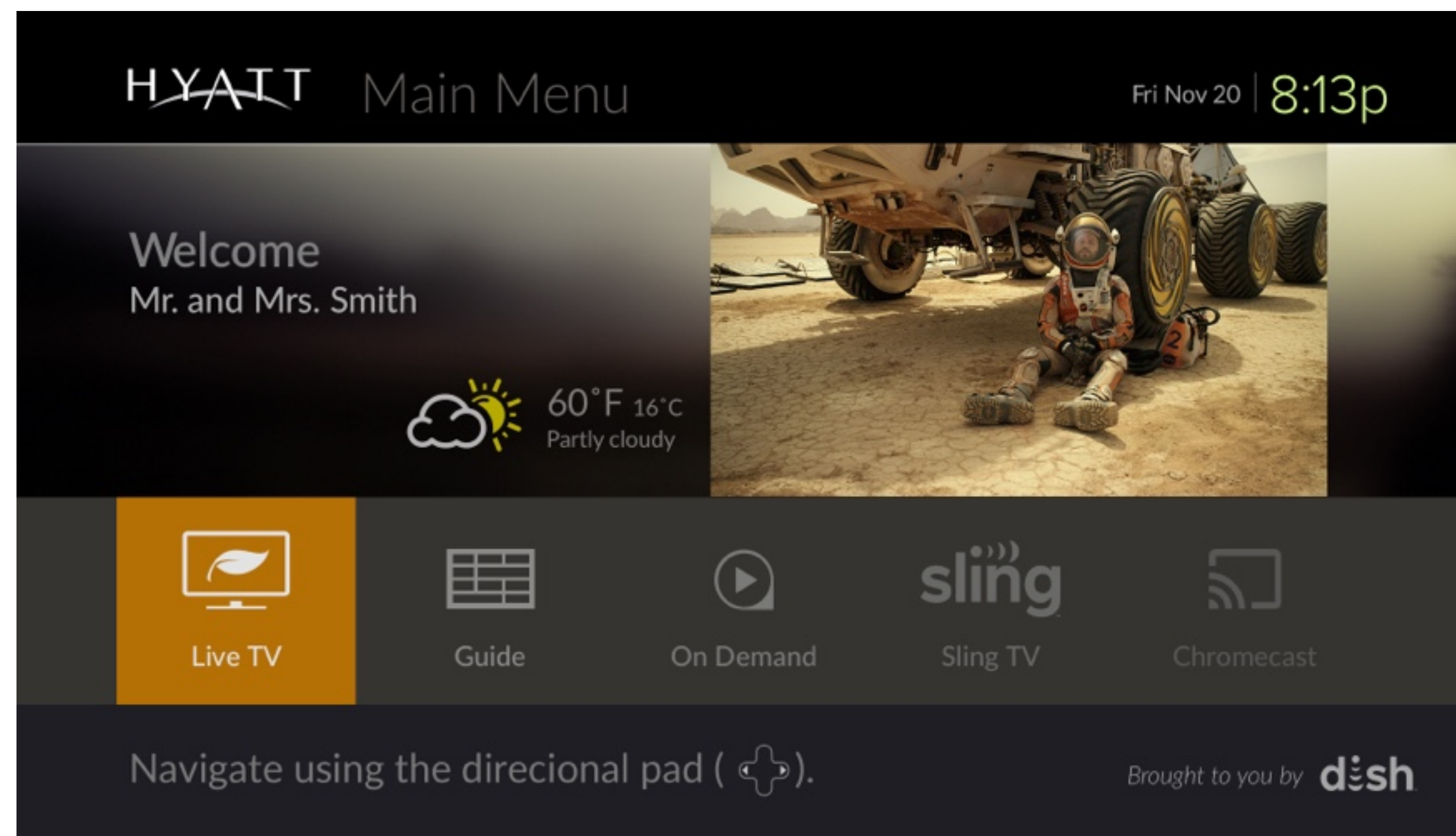




Hotel Compendium

The Guest Services section is the UI for the PMS-Integration. Features include Express Checkout, Room and Concierge Services, Wake-Up Calls, and local customizable information, all managed by a back-office tool I designed.





Prototypes

It's helpful (and sometimes essential) to provide interactive prototypes. Even a limited, simple example of transitions goes a long way to help stakeholders understand this important element of the experience. It defines acceleration/ deceleration (easing factors), duration, various patterns, and overall tempo and cadence.



Promotional Video

I didn't produce this video, but it does a fairly good job of summarizing the product.

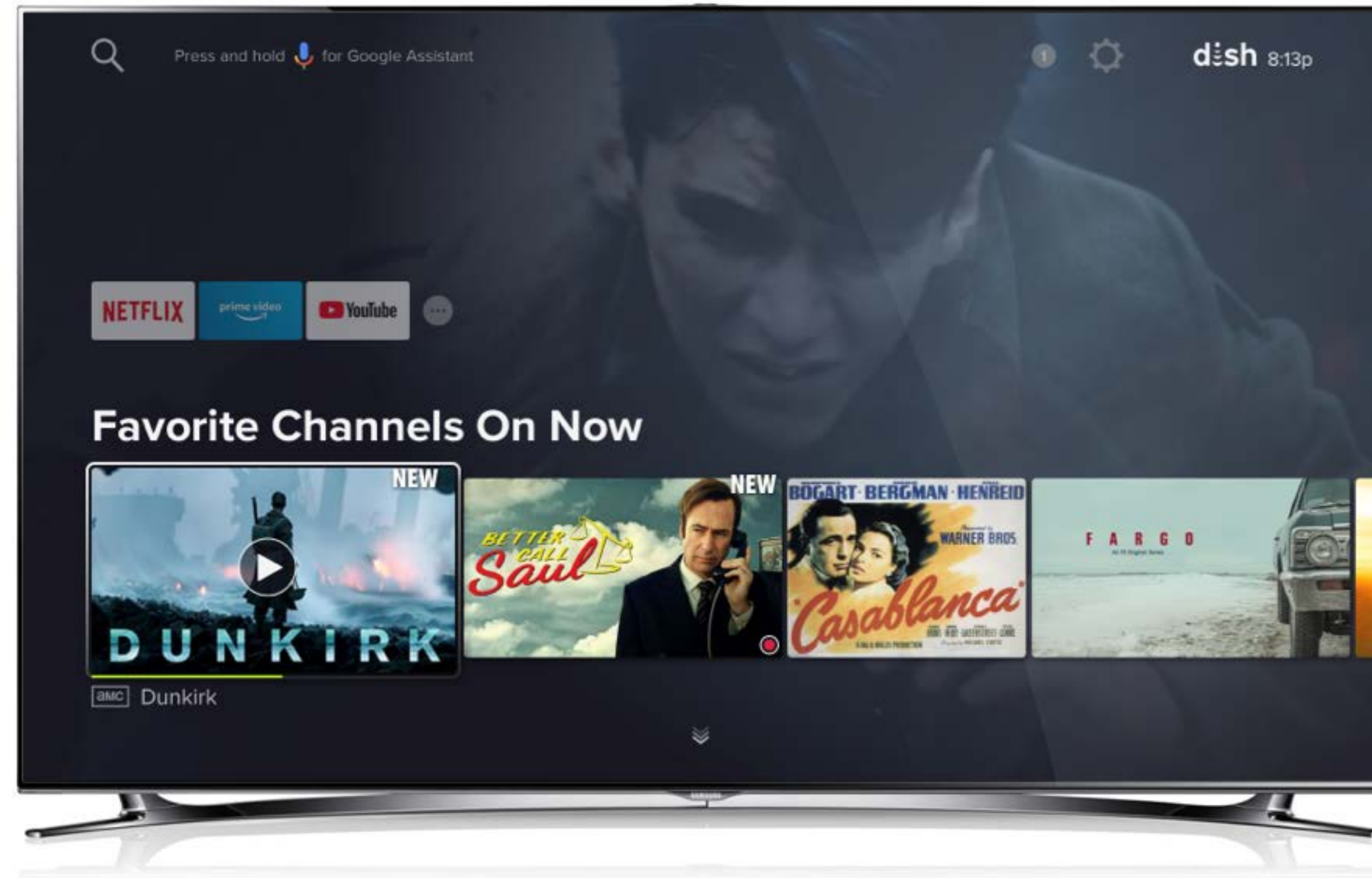


Learnings

If I had some do-overs (or better yet, an opportunity to iterate) I would make a few changes.

- As the primary menu expanded far beyond the initial five items, I would consider a left list menu navigation system.
- I don't think the large navigation hints were needed. We should have given users more credit. They know how to use a remote control.
- I would make the layouts less "boxy."
- Simplify the guide (fewer rows, shorter timeline, and no filters)
- I would refine and add more color themes.

End Part 1



DISH released a soft launch (Mar 3, 2022) of the Hopper Plus streaming box running on Android TV. This allows premium customers to aggregate their favorite streaming apps on the Hopper ecosystem.



Objective:

Re-imagine the Hopper TV experience using the power of Android TV.

Challenges:

With a semi-agile framework, we have to carefully blend new and updated design patterns with the legacy XiP/ZiP (Hopper) operating system.

My Role:

This is a work-in-progress. I serve as the Lead UX Architect and Designer



Conceptual Development

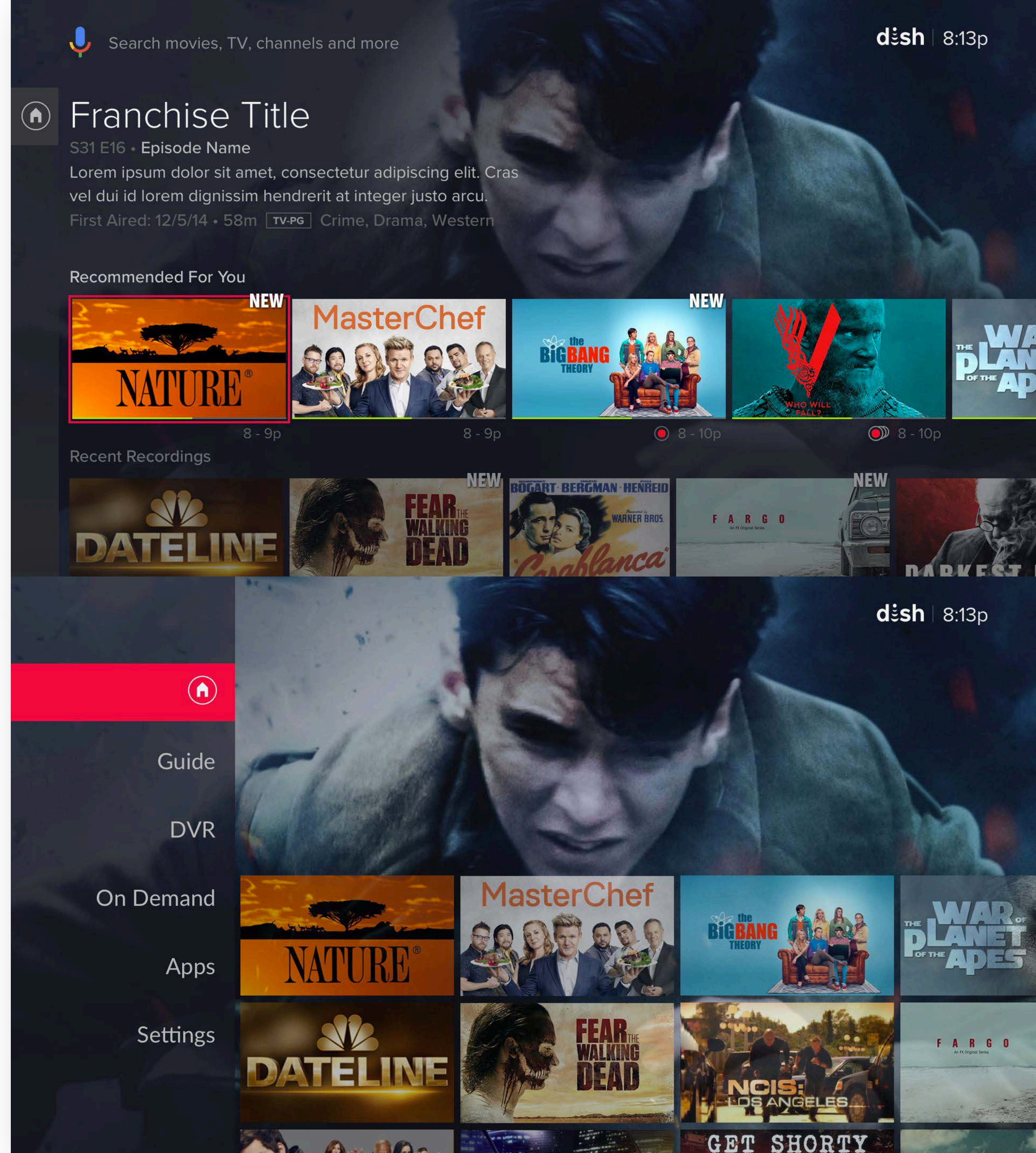
Early phases included exploring a Primary Navigation system. The existing Hopper relies on the remote control to navigate the system, but in the future, Android-based remotes would not share the same input points.

MVP

The strategy was to start with a familiar Android Launcher that would serve as “Home” and sit on top of the video player.

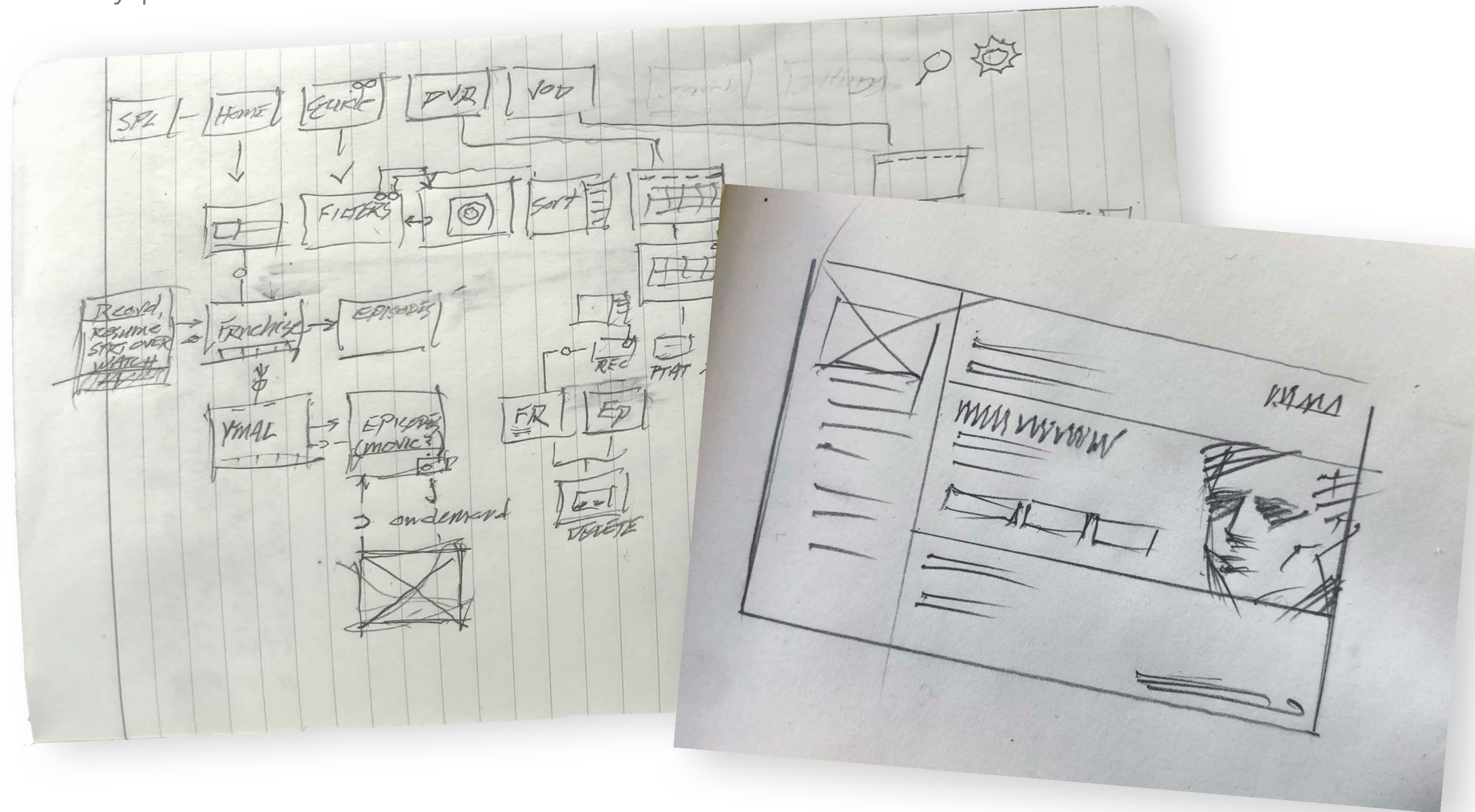
Component Prioritization

The Launcher has been deployed as a soft launch and scheduled to go national in July of '22. On deck are Info Cards and Guide.



Design is a messy activity

I rarely stray from my pencil and notebooks.



Feature Requirements

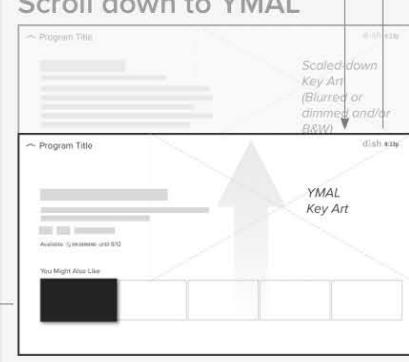
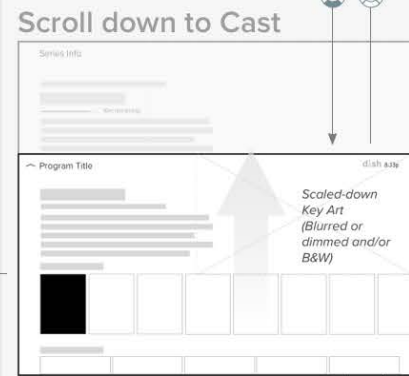
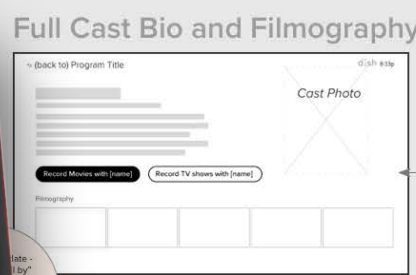
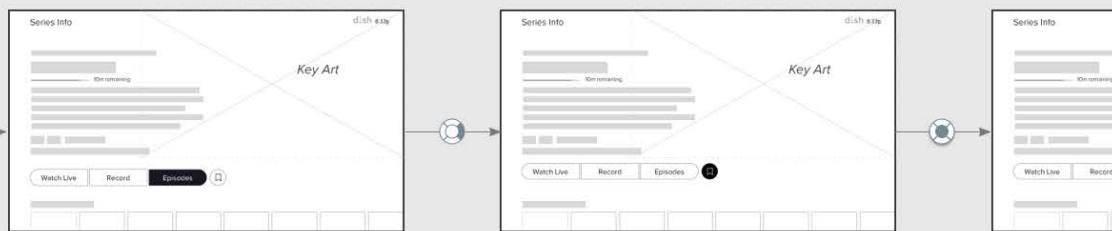
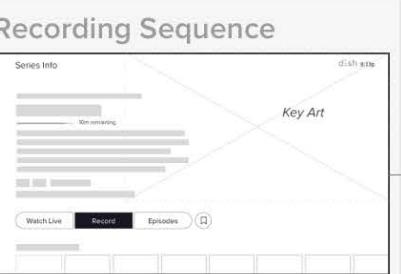
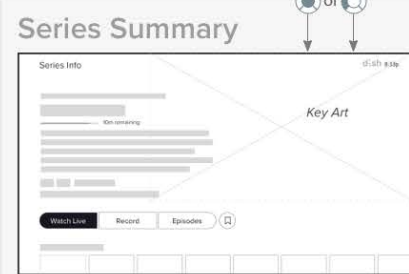
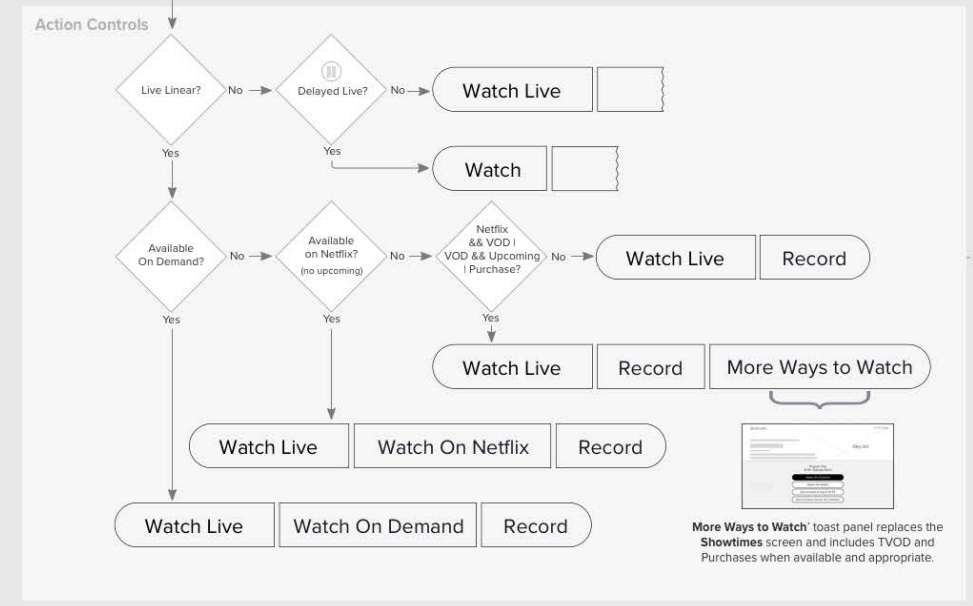
DISH receivers and DVRs have become very complex over the years. This is an opportunity to streamline, modernize, and simplify. However, primary features and logic are to be maintained.

Acceptance Criteria

Certain stakeholders have had a disproportionate amount of influence so far, and there have been some compromises on the UX side. However, the product is still very usable and units are beginning to sell.



Start Origination Source: On Now Player, 'Your Channels On Now,' or current-time Guide via Info Button



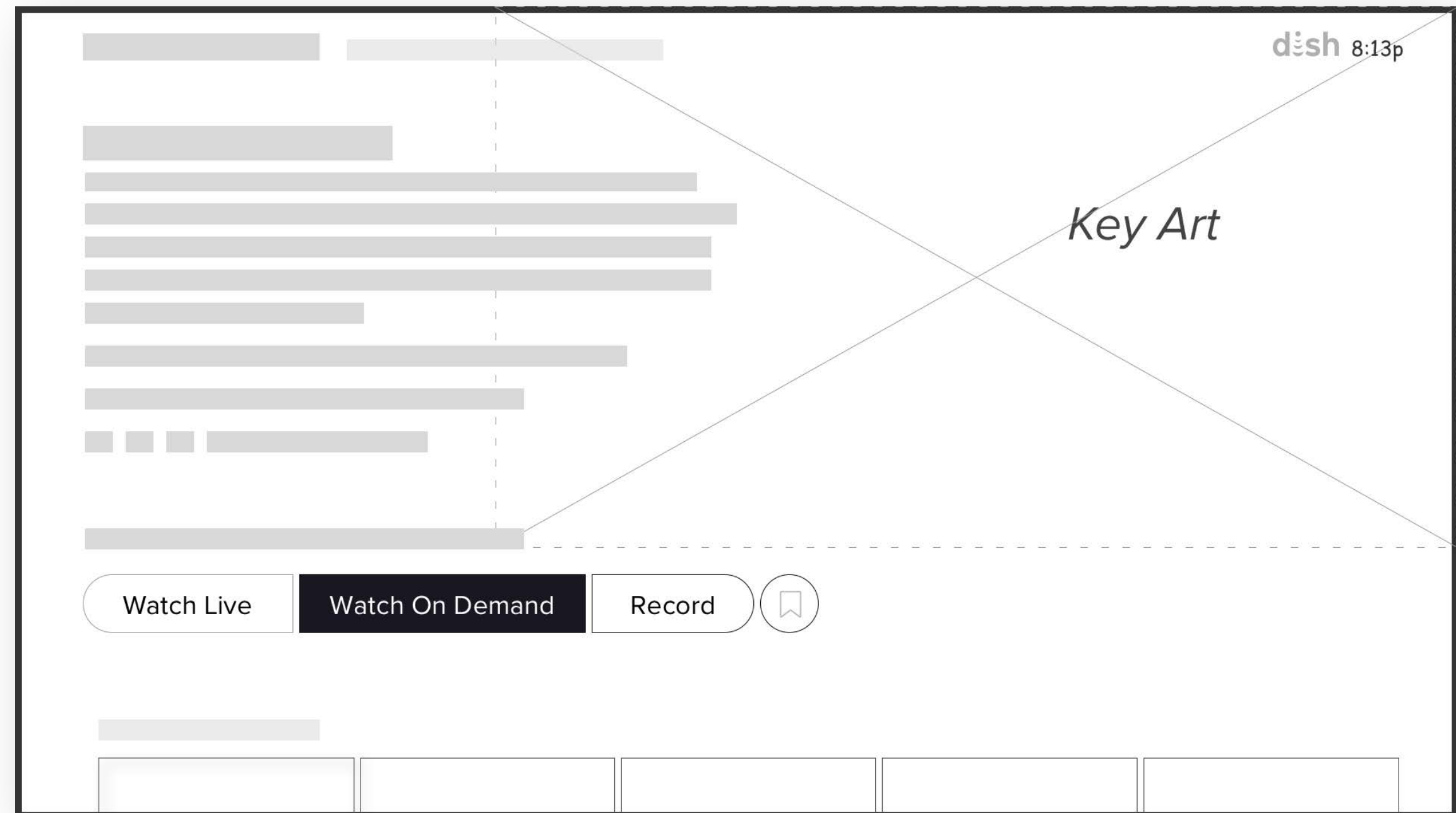
New YMAL Info Card (Series Summary screen)



Delayed Live

Info Cards

Wireframes were produced to capture basic screen compositions. These were also used to assemble wireflows.



Info Cards

Tighter renderings help to fill in the gaps and answer specific questions.

Series Summary dish 8:13p

8 of 9 Seasons, 45 of 70 episodes available


Program Title

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam porta urna tincidunt lorem ornare ultricies. Duis in tempus leo. Vestibulum cursus neque sapien, vitae auctor magna volutpat at. Aenean convallis leo at lacinia aliquam. Curabitur sagittis feugiat nisl vel tempus.






HD CC Drama, Thriller, Horror

Norman Reedus, Danai Gurira, Melissa McBride

On Now • S3 E1 10m remaining

[Watch Live](#) [Record](#) [Episodes](#) 

You Might Also Like



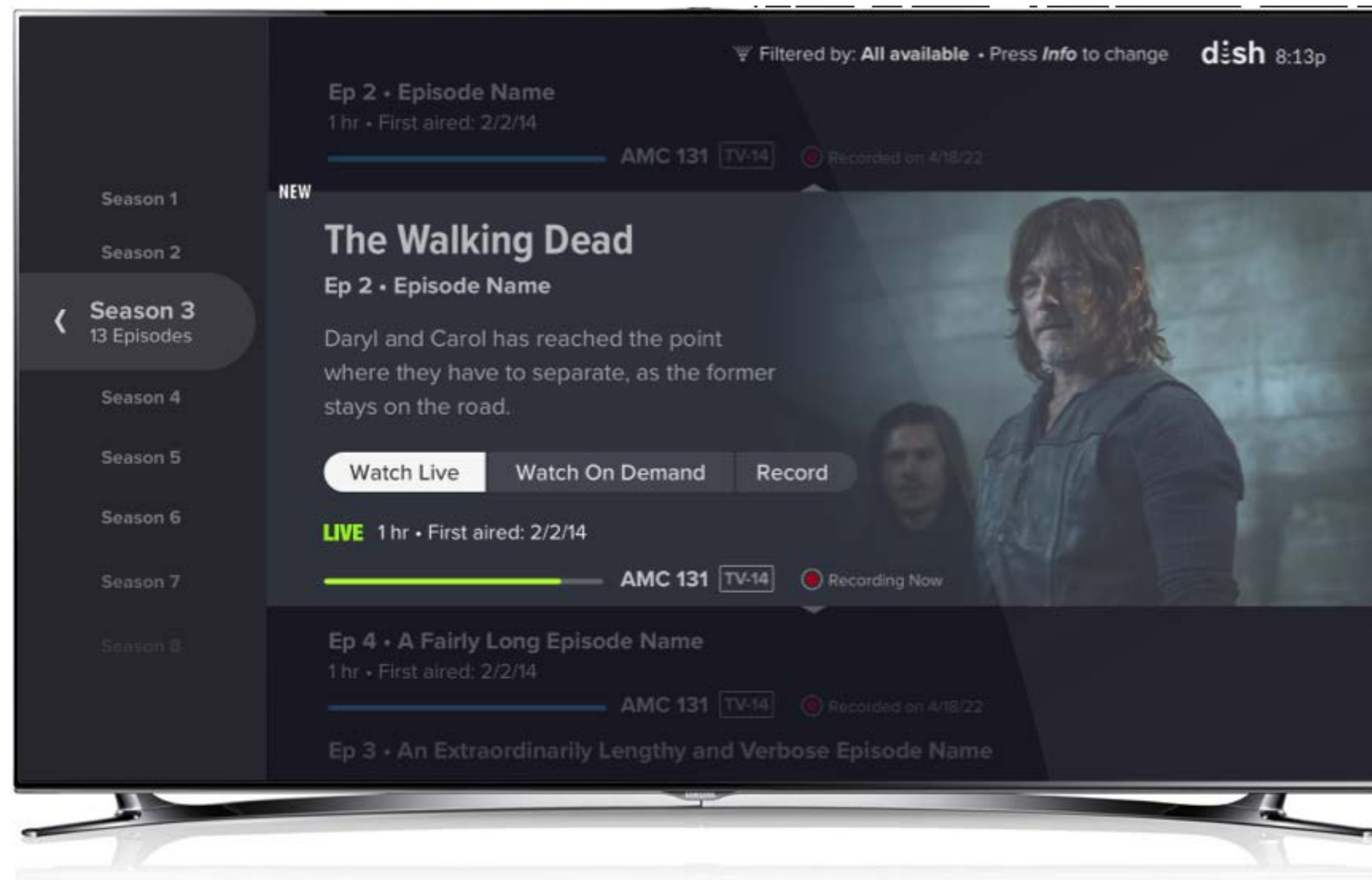


Layers of Paint

Adding a level of realism helps to further define the experience. This is the point where I expect to start getting subjective, emotional, and visceral reactions from stakeholders and test subjects, which is fascinating to me. I enjoy the debates, criticisms, and arguments, and I always learn something.

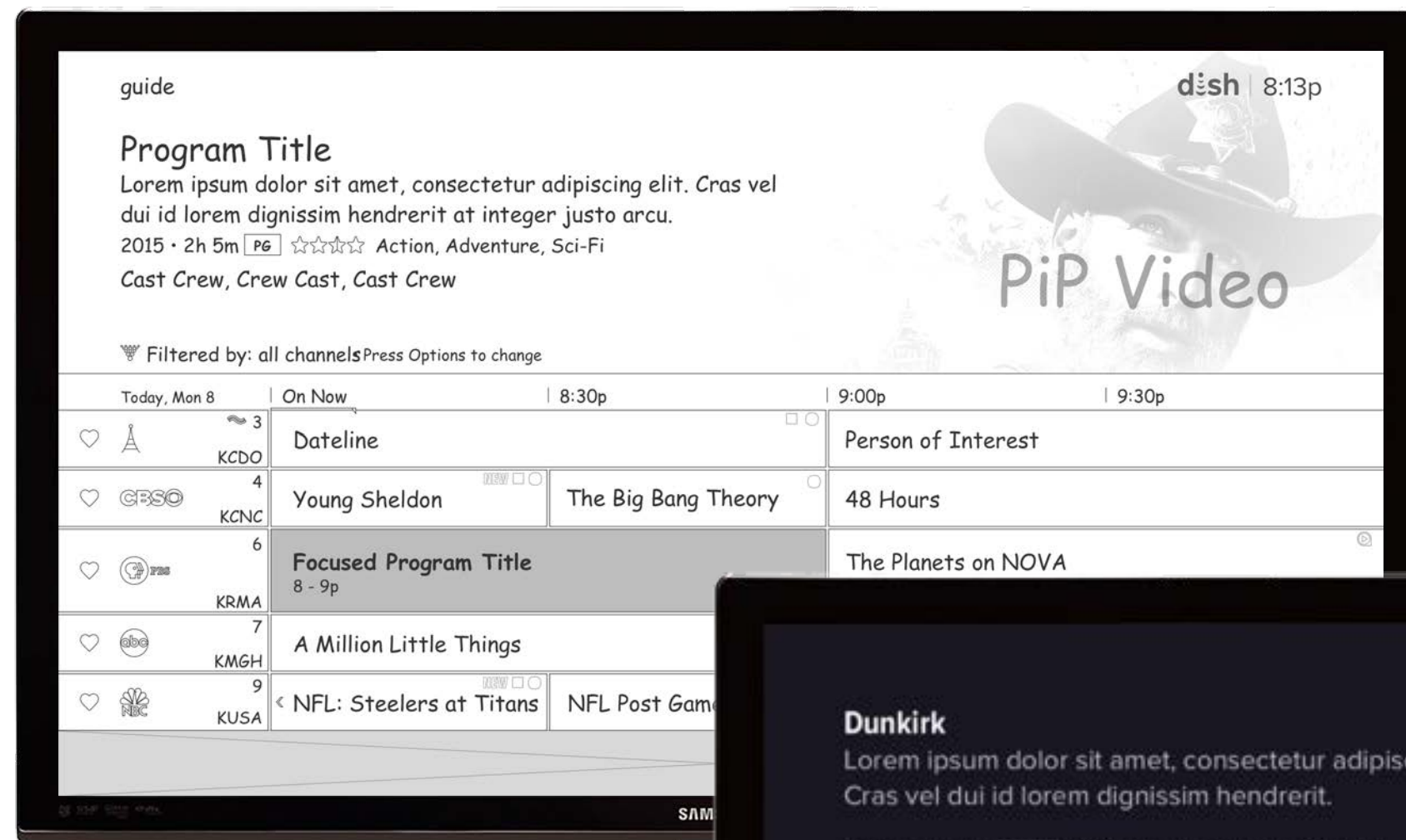
Challenges

Info Cards are the cornerstone of the entire system. It touches everything and is available from almost everywhere in the app, and its compounded by dozens of tricky conditions.



Episode List

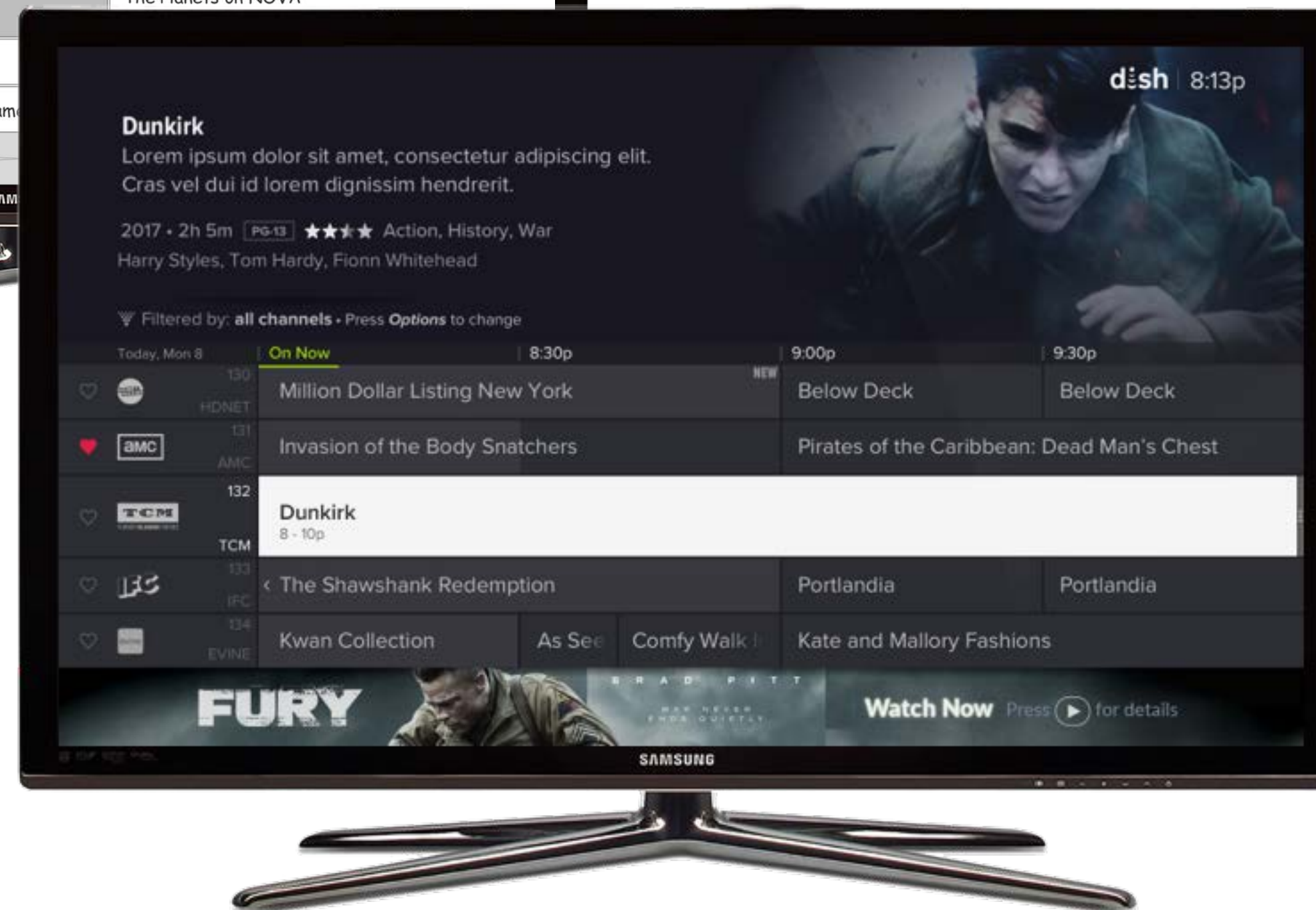
I'm currently building two divergent prototypes for usability testing; a list-based structure with vertical scrolling (as shown here) tested against a shelf-based pattern with horizontal scrolling. Everyone seems to have a personal preference, but I'm interested in discovering task efficiencies.



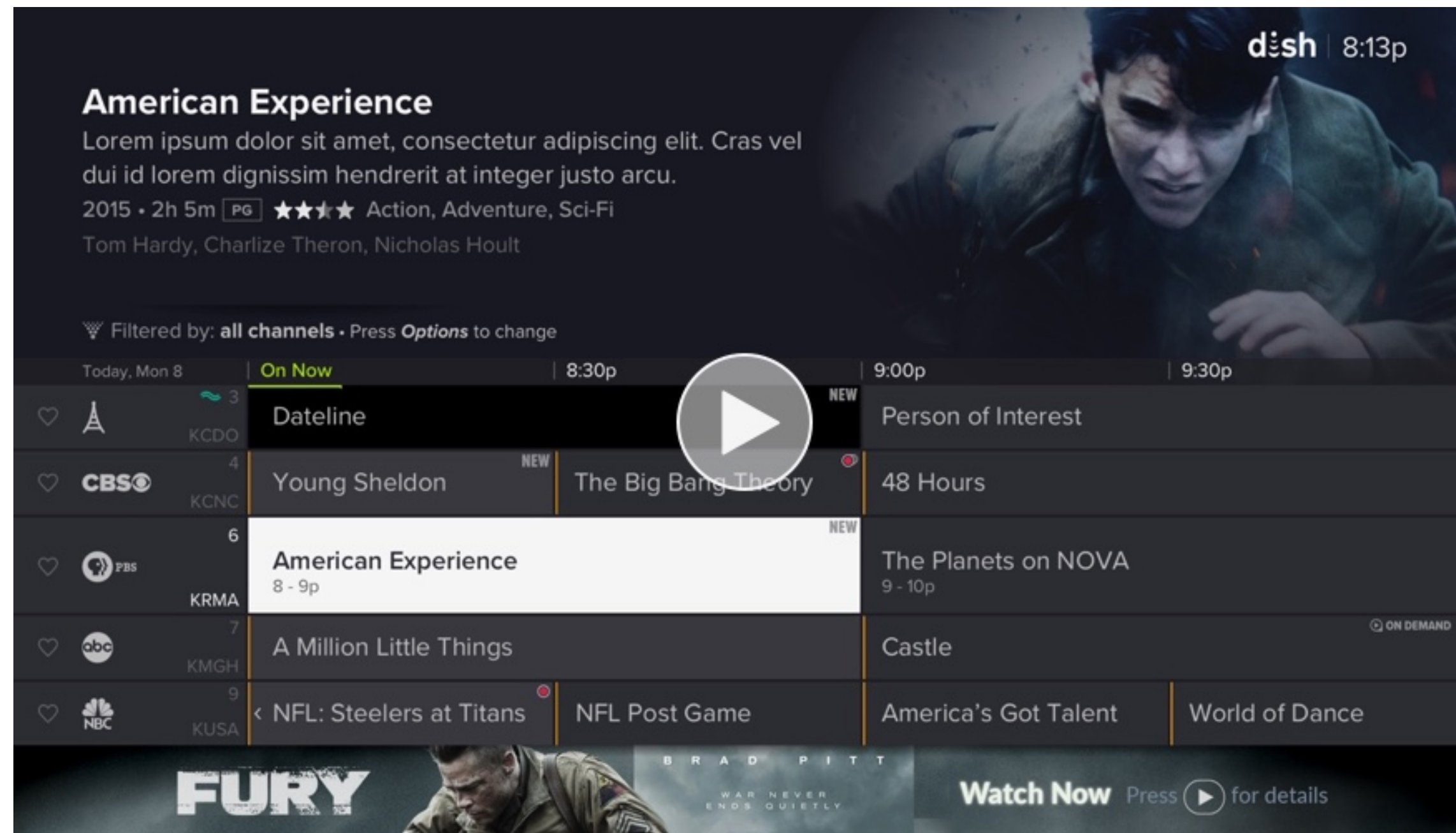
Guide

EPGs are a world unto themselves. I've had the opportunity to design several, and by that I mean I've had the opportunity to make a few mistakes!

Design trends lean towards simplicity; fewer rows, shorter timeline, minimal meta-data, and high-contrast.



[Conceptual Deck](#)



Interactive Prototype

This prototype can be viewed publicly online using the link below.





Learnings

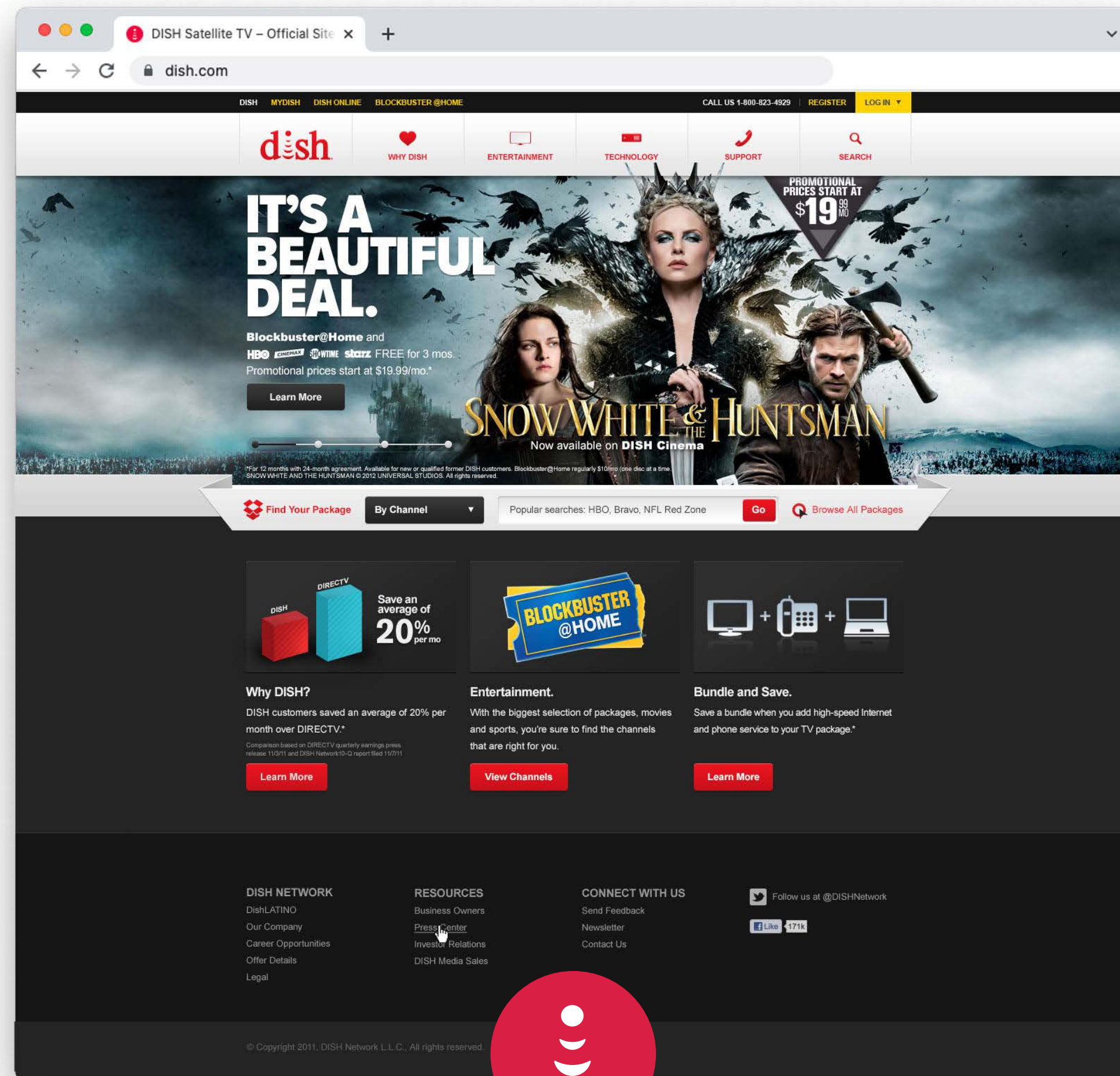
This is still a work-in-progress and there remains much to do. The Launcher (Home) has already deployed and while it's usable, there's a few things that could increase user value.

- Future Primary Navigation
- Refine meta-data and status badges
- Simplify the screen composition
- User Profiles and true personalization

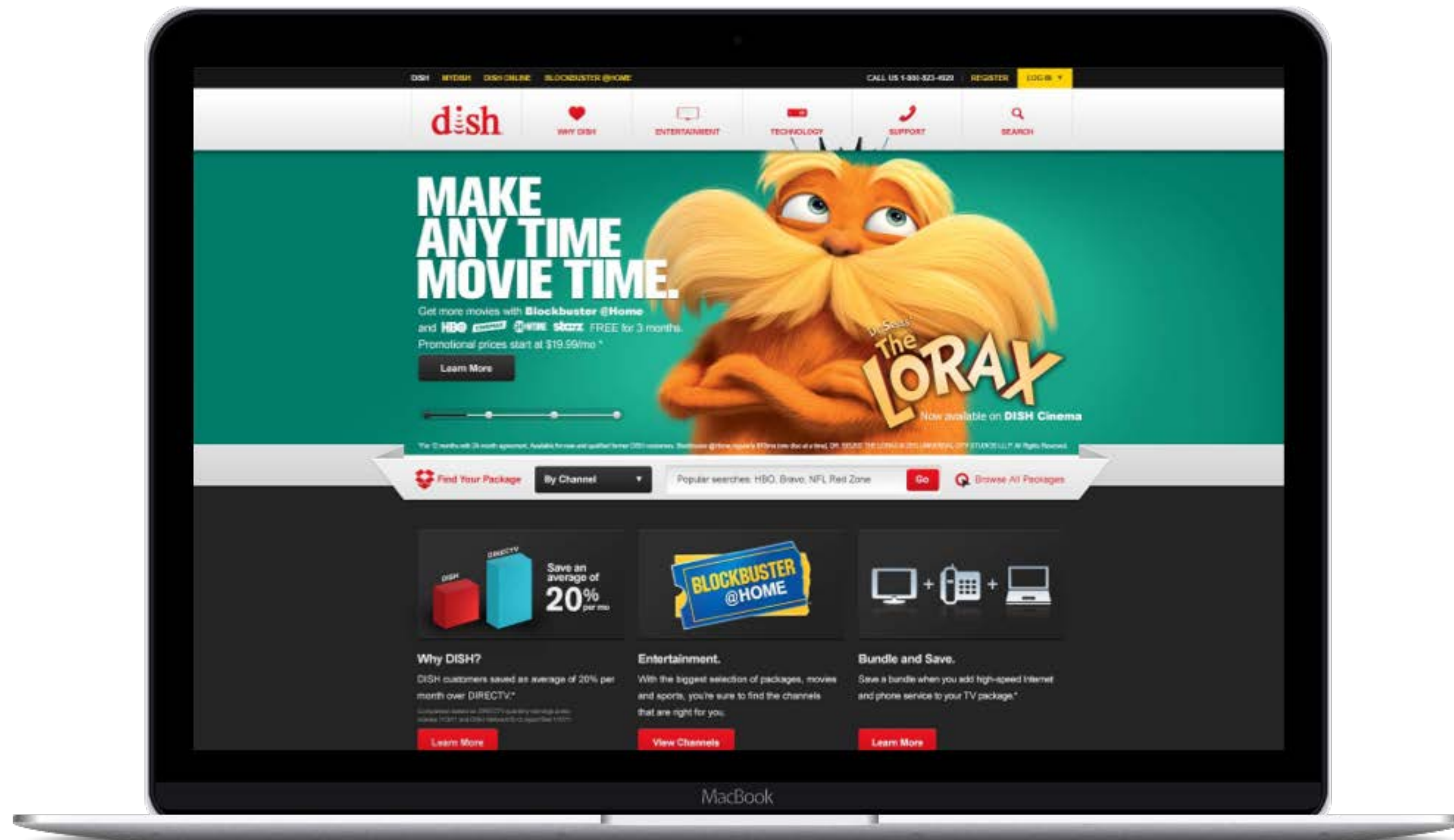


[Prototype](#)

End Part 2



DISH.com Redesign and Animated Hero Banners



Objective:

DISH.com underwent its first complete overhaul in 2011 with the intent to increase acquisitions through an engaging and comprehensive Web presence.

Challenges:

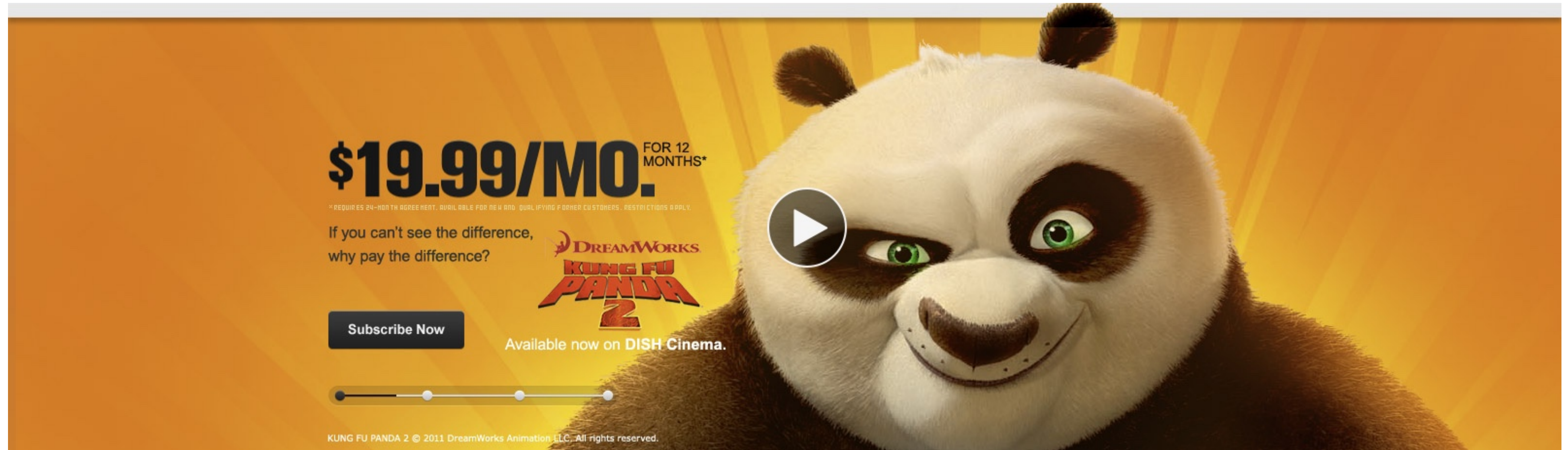
We partnered with Roku, an outside design firm in order to overcome some internal credibility problems.

My Role:

I led the internal Web design team and worked closely with Roku. After deployment, I continued to manage the design team while producing dozens of animated Hero banners for the next year.

A Long Time Ago When Flash Was Cool

These banners emphasized entertainment value instead of pure pricepoints. This was a strategy I fought hard for, and it was soon validated.



\$19.99/MO. FOR 12 MONTHS*

*REQUIRES 24-MONTH AGREEMENT. AVAILABLE FOR NEW AND QUALIFYING FORMER CUSTOMERS. RESTRICTIONS APPLY.

If you can't see the difference,
why pay the difference?

DREAMWORKS
KUNG FU
PANDA
2

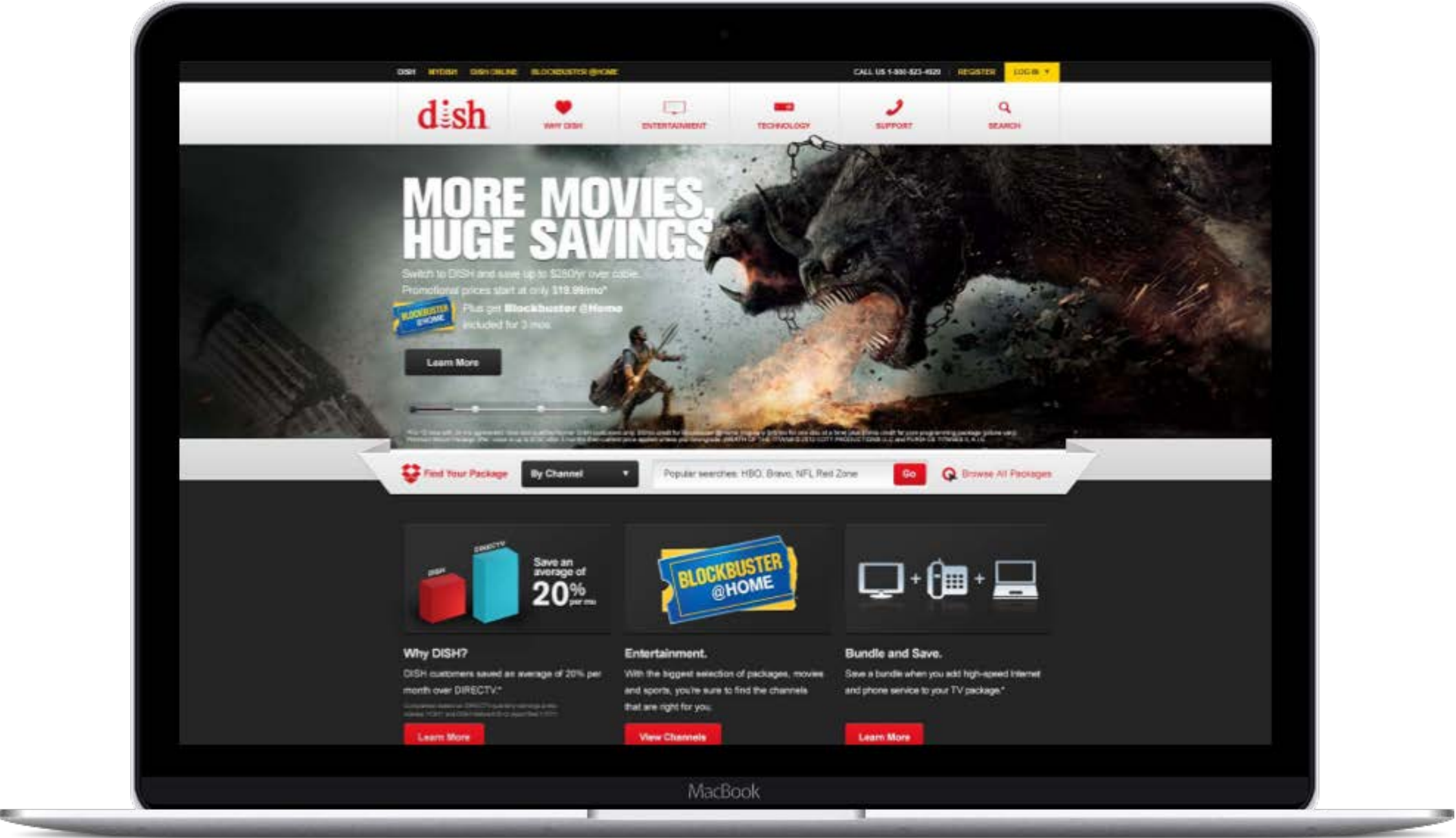
Subscribe Now

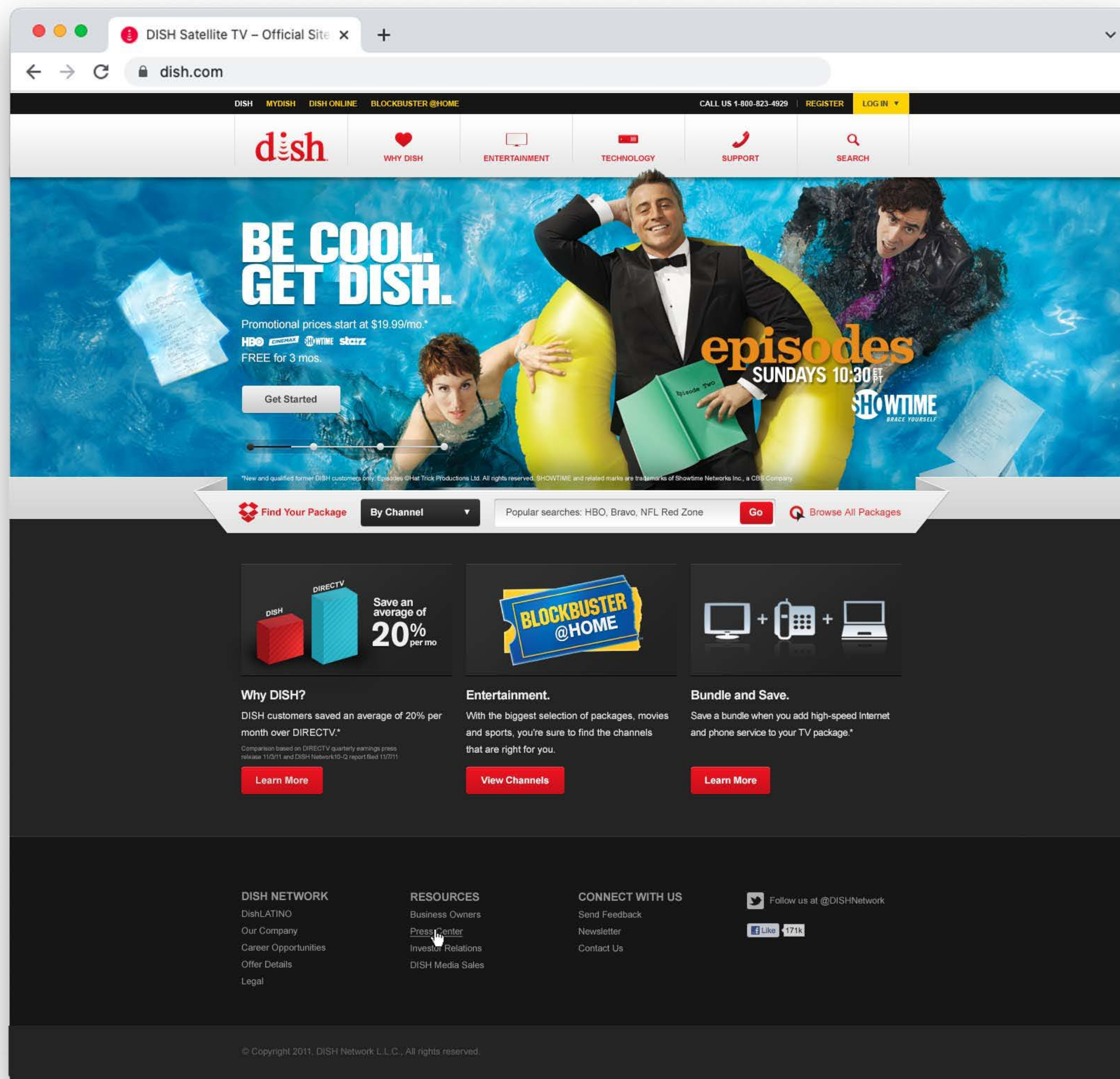
Available now on DISH Cinema.

KUNG FU PANDA 2 © 2011 DreamWorks Animation LLC. All rights reserved.

Evolution

Around this time, DISH acquired Blockbuster, and our on demand library exploded. Suddenly there was a high demand for more entertainment content. While the banners usually promoted DISH service, they were in context to the things that customers really wanted.





Animated Rotating Banners

After we showed what was possible, the animated banners started to catch on with external programmers and partners. Premium Channels like HBO, who historically prescribed and rigidly controlled their material started to give me creative freedom.

Each banner had it's own story to tell expressed with unique and delightful animations and interactions.

Concept

Concept development usually followed the provided source material.

**BE COOL.
GET DISH.**

Promotional prices start at \$19.99/mo.*

HBO CINEMAX SHOWTIME starz

FREE for 3 mos.

[Get Started](#)

episodes
SUNDAYS 10:30 ET

SHOWTIME
BRACE YOURSELF

*New and qualified former DISH customers only. Episodes ©Hat Trick Productions Ltd. All rights reserved. SHOWTIME and related marks are trademarks of Showtime Networks Inc., a CBS Company.

Copy

I didn't write all the copy, but I wrote the majority of the headlines. Sometimes it seemed they wrote themselves.



IT'S A BEAUTIFUL DEAL.

Blockbuster@Home and
HBO CINEMAX SHOWTIME starz FREE for 3 mos.
Promotional prices start at \$19.99/mo.*

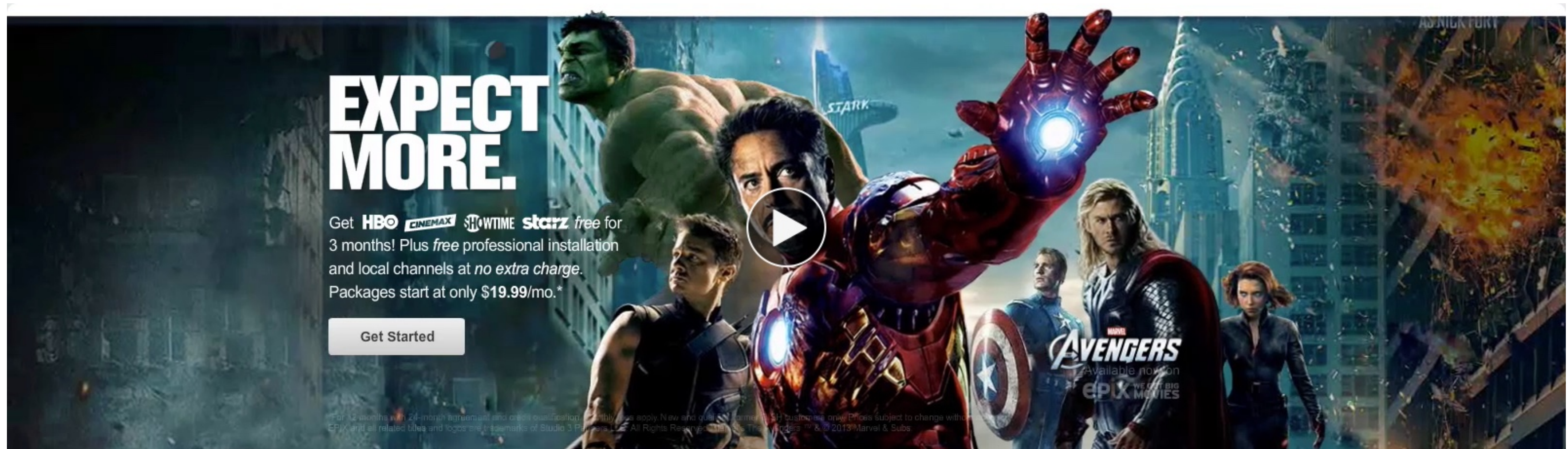
[Learn More](#)

SNOW WHITE & THE HUNTSMAN
Now available on **DISH Cinema**

*For 12 months with 24-month agreement. Available for new or qualified former DISH customers. Blockbuster@Home regularly \$10/mo (one disc at a time).
SNOW WHITE AND THE HUNTSMAN © 2012 UNIVERSAL STUDIOS. All rights reserved.

Process

I always started with a selection of poster and key art provided by the studio and then I would break them up into separate images so they could be composited and animated later.



Interaction

When possible and appropriate, I would add “fun” interaction, like making the gumbals bounce and roll on roll-over.

A promotional banner for the movie 'Hop'. The central image shows the character Hop, a brown rabbit wearing a blue plaid shirt, playing a drum set. A yellow chick is flying in the air to his right. The background is light blue with scattered colorful gumballs and a large egg with 'HOP' written on it. A play button icon is overlaid on the rabbit's face.

GET A SWEET DEAL.

Packages start at \$19.99/month for 12 months*

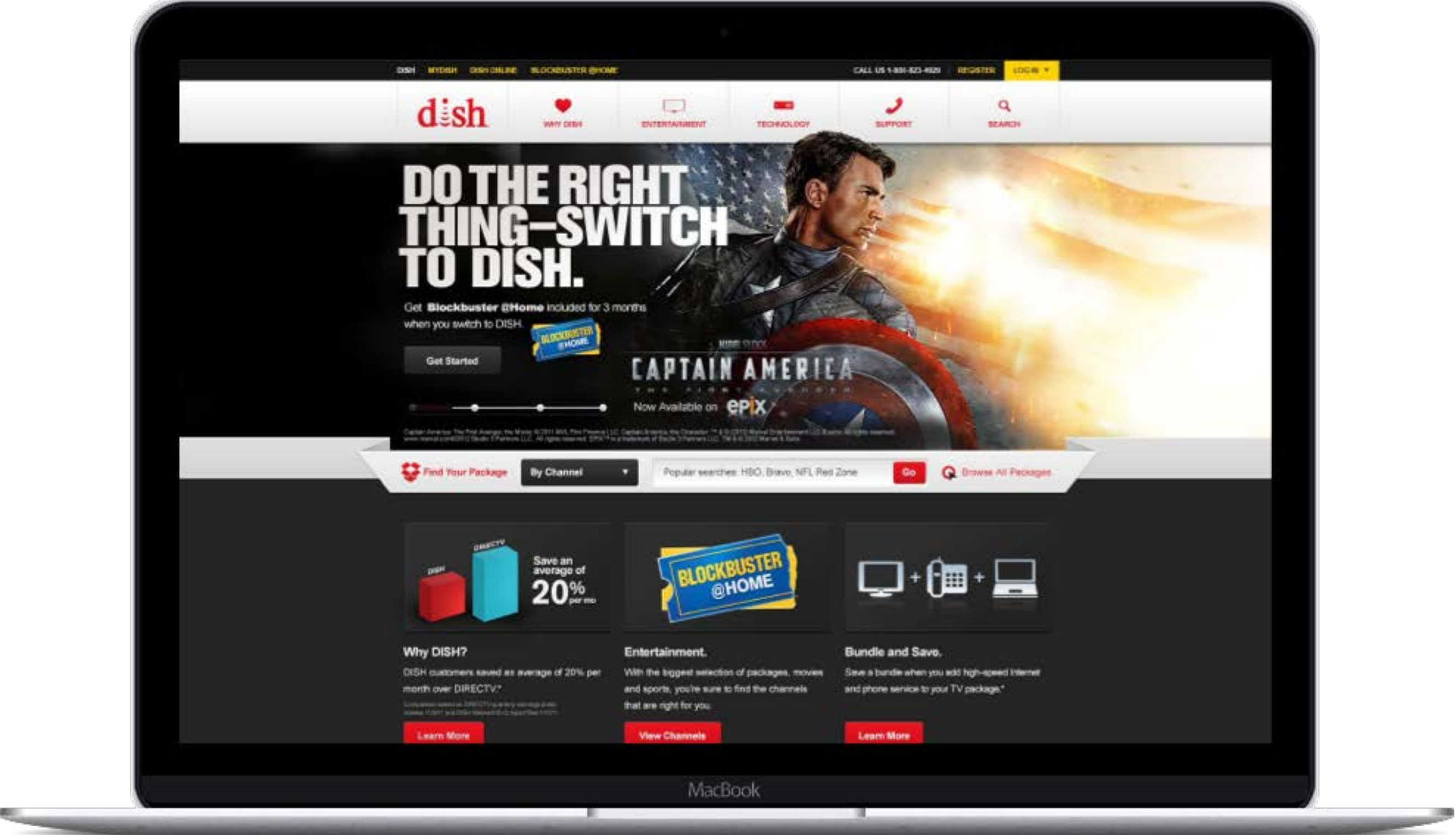
[Subscribe Now](#)

HOP - Now available on DISH Cinema
HOP Rated PG © 2011 Universal Studios. All Rights Reserved.

*Requires 24-month agreement. Available to new and qualified former DISH customers only. Restrictions apply.

Learnings

This was an amazing opportunity to leverage my advertising design background. From this I learned to take creative chances and push the limits of the technology.



Thank You