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TOUCH IOT
WITH SAP LEONARDO
PROTOTYPE CHALLENGE

SMARTER TV

LIVE YOUR OWN EXPERIENCE
The Production Manager at Greatflix wants to observe viewers’ experience in real-time so that he can improve and personalize the TV content delivery. He wants to gauge the mood of the viewers continuously during a show and track the viewer’s interest in various elements of the show.

The manager wants the real-time information so he can understand which parts of a show or advertisement are working and which are not. Using this in-depth information, he can tailor the future episodes accordingly. He also wants to create groundbreaking ‘Interactive TV shows’, which will adapt the storyline in real-time according to the viewer’s interest and mood. The manager wants to bring a game-changing experience to his viewers and an interaction with the TV like never before.
W.W. Heisenberg
Designation: Production manager
Company: Greatflix
Location: Jersey City
Age: 41
Hobby: Watching Movies and Photography

I am a very creative person with strong leadership quality, who likes to stay ahead of the curve and challenge the norms to constantly innovate and improve the ways of storytelling and work hard to complete projects in time.

Started his career with making short films and now he has over 20 years of work experience and many international awards under the belt including the Oscars and Golden Globes. He has managed production for some highest-grossing movies and TV shows. He keeps a keen interest in the latest technologies and innovations and is a very charming person who likes to interact with new people.

RESPONSIBILITIES
- Directed 2 movies and created 1 TV show which went on to win a Golden Globe
- Produced 6 other movies and 2 TV shows some of which won Oscars and other International awards
- Currently managing new content production at Greatflix for last 2 years
- Responsible for developing and achieving future goals for Greatflix

MAIN GOALS
- Create quality and enjoyable content for Greatflix’s 10 million viewers
- Push the boundaries in terms of storytelling by incorporating new technologies
- Create interactive TV shows to make the experience more personal for the viewer
- Make the advertisements more targeted, effective and helpful.

NEEDS
- I need to know my viewers mood while watching the shows so I can understand which scenes or parts are they liking.
- I can quickly move to tailor next episode accordingly.
- I want to create interactive TV shows with decision on next scenes based on the viewer’s current mood.
- I want to track viewer’s attention to various elements of a scene and use this to improve the quality of our content.
- I need to know which ads make my viewers interested and what parts of an ad can be improved or removed.

PAIN POINTS
- I cannot rely on viewer’s ratings as they are for complete episodes, and only a small percentage of them rate.
- Ratings are also influenced by on external factors like discussion with friends or delay of a week in giving a rating.
- We generally have to wait for the whole season to understand a show’s popularity and effectiveness.
- We have no way to find out if viewers are responding in the way we are expecting for every scene.
As a Production Manager, I need a way to know my viewers’ mood and attention details so that I can create better TV content and make the viewing experience unique and personal.
**USER EXPERIENCE JOURNEY**

### ACTIONS
- Check reviews and ratings of episodes aired yesterday
- Discussion on the performance of each scene
- Modify next episode as per viewers' response
- Decision on next season of a show
- Make the advertisements more exciting and impactful.

### MINDSET
- So many reviews again and whom to trust.
- How to know which scenes were liked by viewers?
- Can we rely on available data? What changes should we do, if any?
- How to decide if it should be reworked or just stopped?
- How to find out what viewers liked?

### FEELING

### TOUCH POINTS
- Reviewers, Ratings sites, TRP
- Reviews, Internet Discussion Forums
- Reviews, Viewer Feedback
- Budget, Viewers
- Ads, Viewers, Clients
Smarter TVs are equipped with sensors, which reads facial expressions and tracks the eye to determine the mood and the object of attention of the viewer.

“Mood Effect” is the actual effect on the mood of the viewer as compared to the expected effect.

“Interest Level” is the level of interest or attention of the viewer at a particular moment in time.

In ‘Home Page’, we can see a list of

- Online Viewers
- Most Viewed Shows
- Most Effective Ads

Data is as per the area selected in the map and updates when map is changed.

View ‘Show details’ page for TV Shows (click on Friends under Most Viewed Shows in Homepage).

- It tracks the Mood Effect and Interest Level of the show on the viewers
- It can also compare viewers Interest Level for two different elements of a show
- Option to select Season and Episode number
- A map shows the number of TVs currently watching the show in each area

Build Study Link: https://standard.build.me/prototype-editors/api/public/v1/snapshots/f3e8defc9e9dce7b0e142ae3/artifacts/latest/index.html#/launch_page
MOCKUP

TV and Viewer Details

View 'TV and Viewer Details' page for connected TVs (click on NJ598426AW under Online TVs in Homepage).

- It tracks the Mood Effect and Interest Level of the user in real-time
- It can also compare the viewer’s Interest level on two different elements of a show
- List of Last Viewed shows on this TV with time details

Build Study Link: https://standard.build.me/prototype-editors/api/public/v1/snapshots/f3e8defc9e9dce7b0e142ae3/artifacts/latest/index.html#launch_page