

X1 REMOTE: TALKING TO MY TV

Jeanine Heck

Senior Director, Product
Development

Comcast

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X1 – Entertainment Operating System



What is X1 Remote?

xfinity



A NOT-SO-LIVE

DEMO

Change the Channel



HD

CLOSING
BELL

3:30p

Closing Bell



Voice Command

"Watch
CNBC"

Find a Show

SpongeBob SquarePants

12:23a / 18°

SpongeBob SquarePants



A chipper sea sponge and his nautical neighbors make waves in the deep-sea city of Bikini Bottom in this clever and playful kiddie cartoon aimed at preschoolers. SpongeBob's acquaintances include goofy starfish Patrick, cheerful squirrel Sandy Cheeks (who lives in an air bubble) and grouchy Squidward.

Details

1999

TVY

Episodes

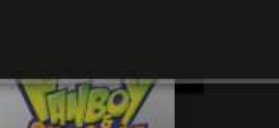
Record



Voice Command

"SpongeBob SquarePants"

More Like This



Sports Team

Philadelphia 76ers (NBA)

12:12p / 21°

Philadelphia 76ers (NBA)



Basketball Team

Coach Brett Brown

Venue Wells Fargo Ce...

Location Philadelphia, P...

Conference Eastern (Atlantic)

[Record](#)

[Favorite](#)

On TV



Sportsnite
Special:
Almost ...



Voice Command

"When are the Sixers playing"

Iverson...

Game Live

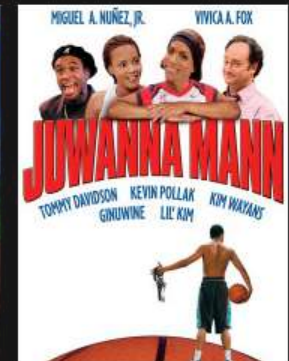
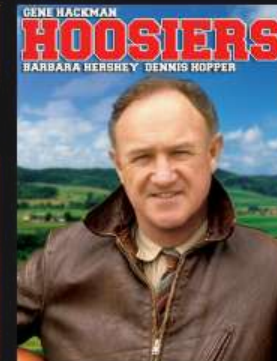
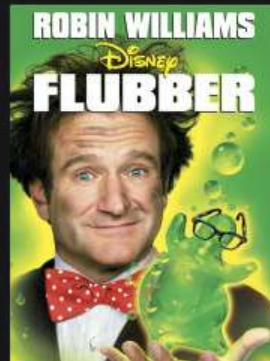


Liv

Browse Movies

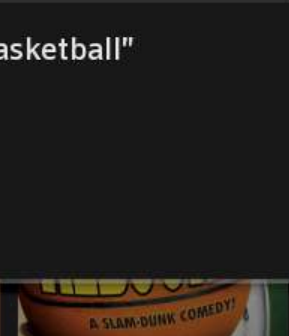
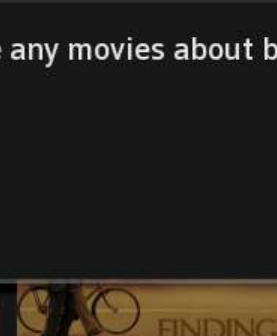
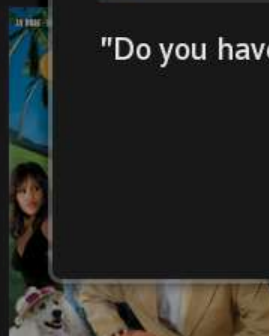
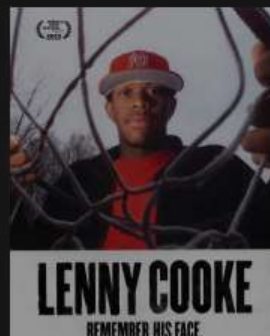
On Demand / Basketball

1:47p / 24°



Grown Ups

Free (2010) **PG-13** 10% 63%



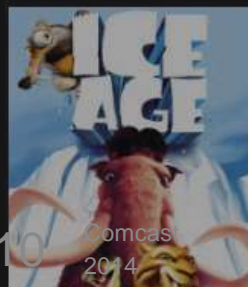
Voice Command

"Do you have any movies about basketball?"

Personalized Recommendations

Recommended For You

12:32p / 21°



Comcast
2014



Voice Command

"What should I watch"

App Integration

Apps / Weather

4:41p | 25°



Philadelphia, PA (19103)

Currently

25°



Partly Cloudy

Feels Like 18°
Precip 0%
Humidity 16%
Wind W @ 6mph

Tonight



13°

Precip 0%

Saturday



42° 31°

Sunday



44° 27°

Monday



29° 11°

Extended Fore



Voice Command

"What's the weather like"

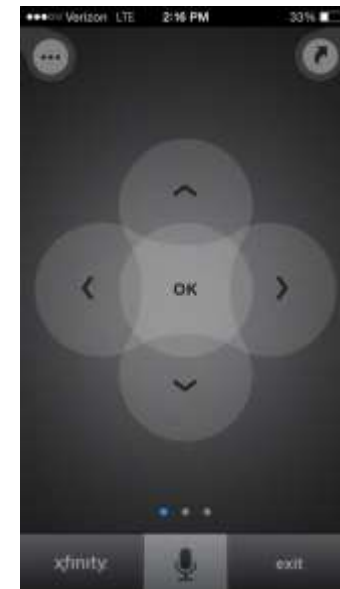
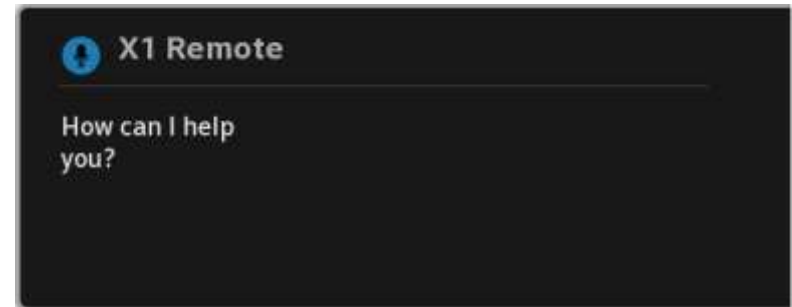
+ Add Location

X1 REMOTE

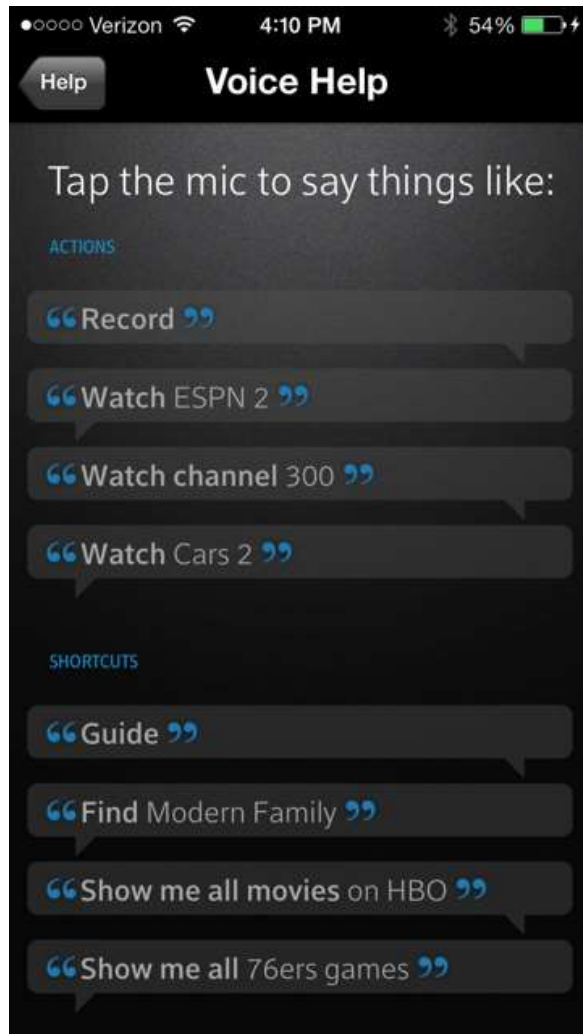
DESIGNING THE USER EXPERIENCE

Keys to the User Experience

1. Keep their attention on the TV
2. Multi-modal
3. Focus on value-add features
4. Listening interaction
5. Smart error messages
6. Tips/help



Educating Users



Testing Methodology

1. Eat your own dogfood
2. Test it with real users
 - What will they say?
 - How do they want to interact?
3. Launch it!

So, what are users saying?

- Most popular commands:
 - Channel tune
 - Title search
- Natural language
- Accessibility benefits

What's Next?



Questions?

