X1 REMOTE: TALKING TO MY TV

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Comcast

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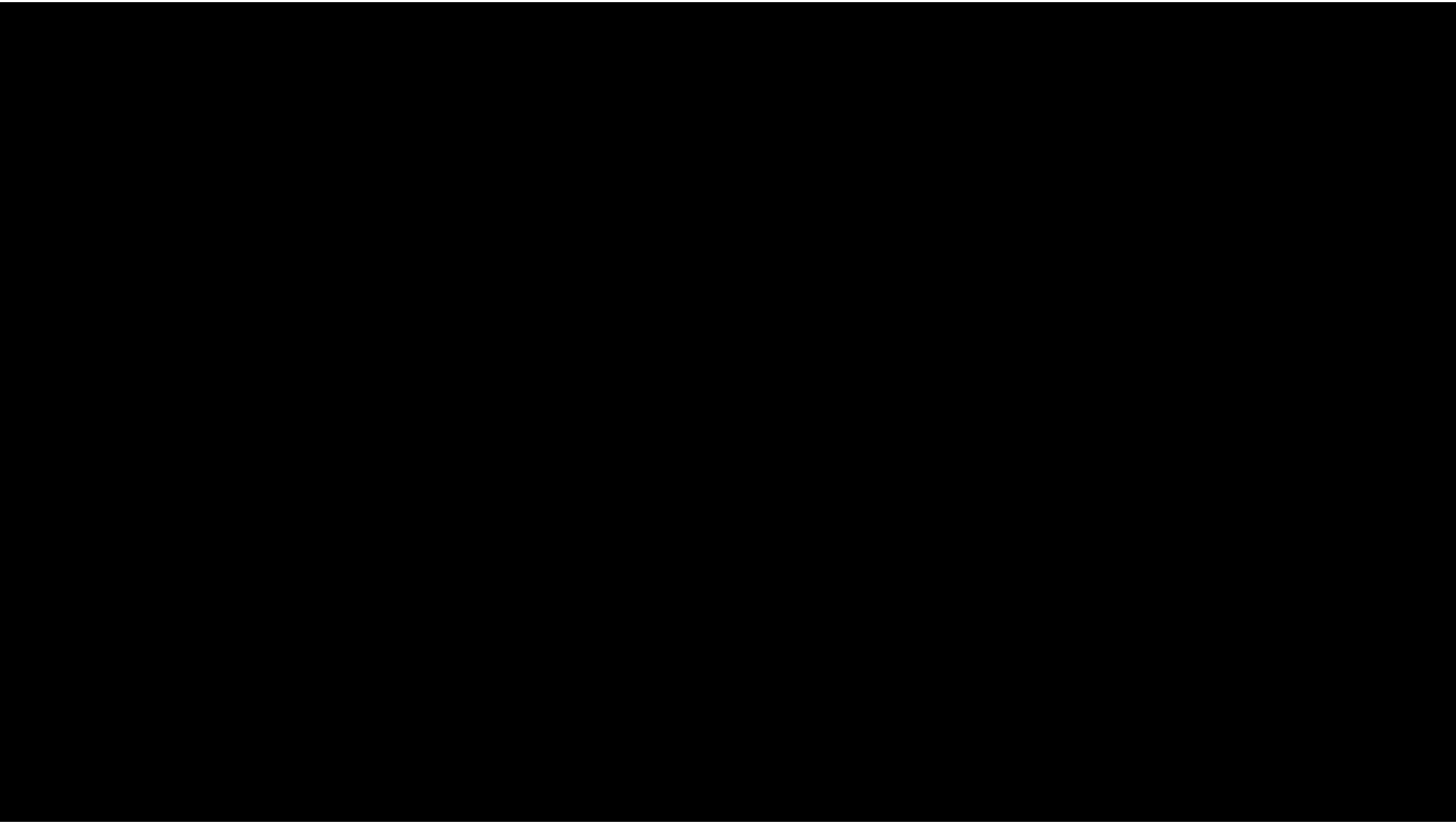
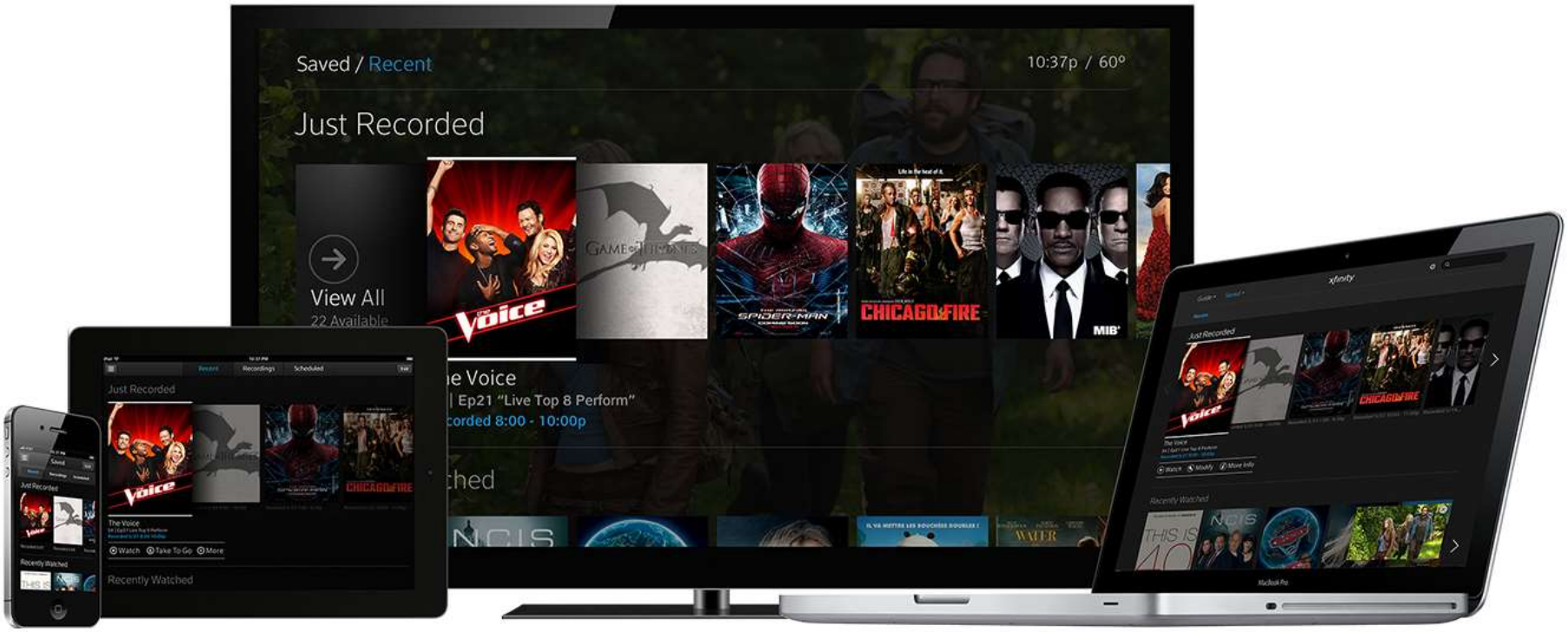
COMCAST

TECHNOLOGY & PRODUCT
IMPACT THROUGH INNOVATION



X1 – Entertainment Operating System



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What is X1 Remote?

A NOT-SO-LIVE

DEMO

Change the Channel

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

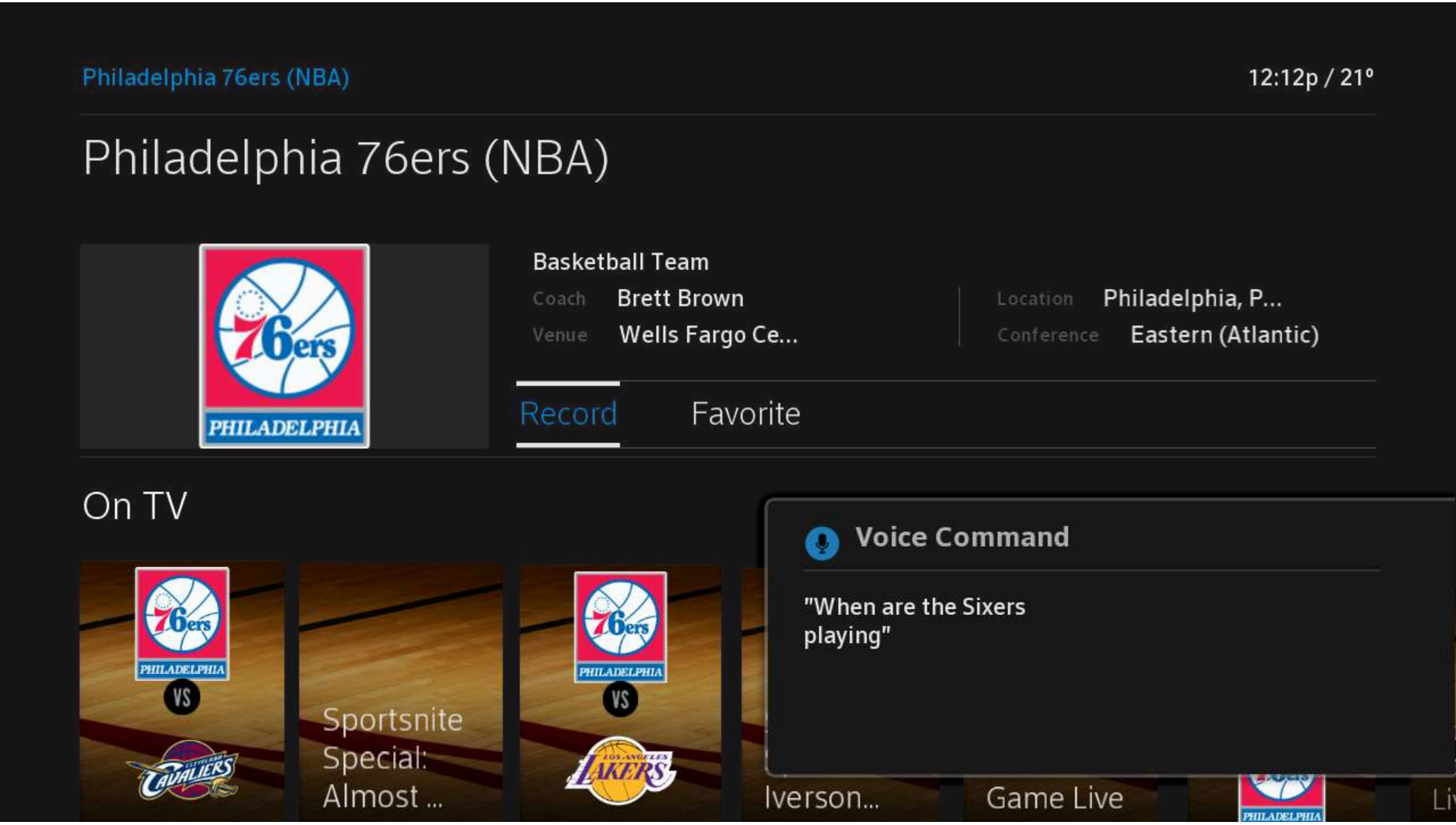
Episodes Record

Voice Command

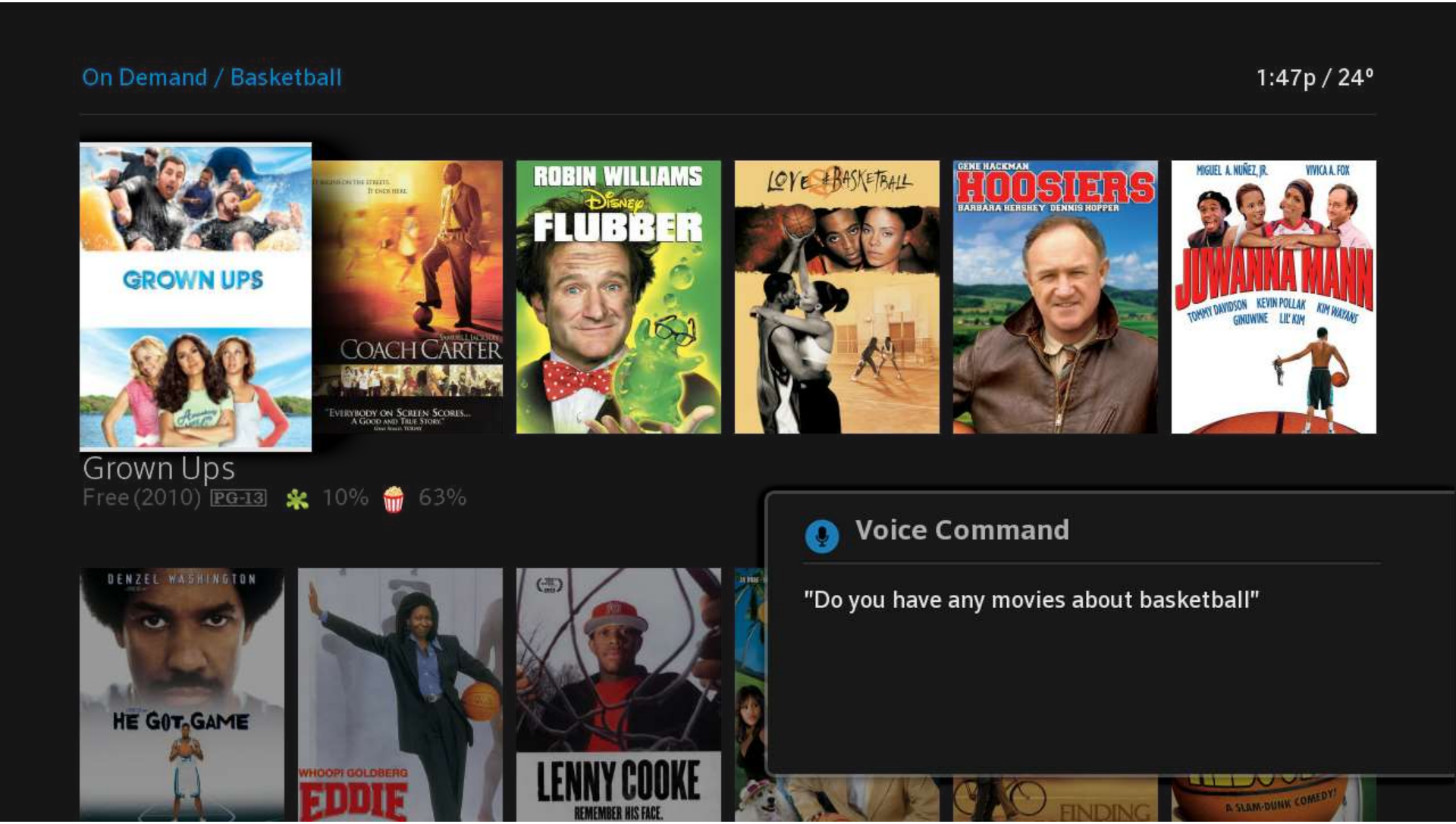
"SpongeBob SquarePants"

More Like This

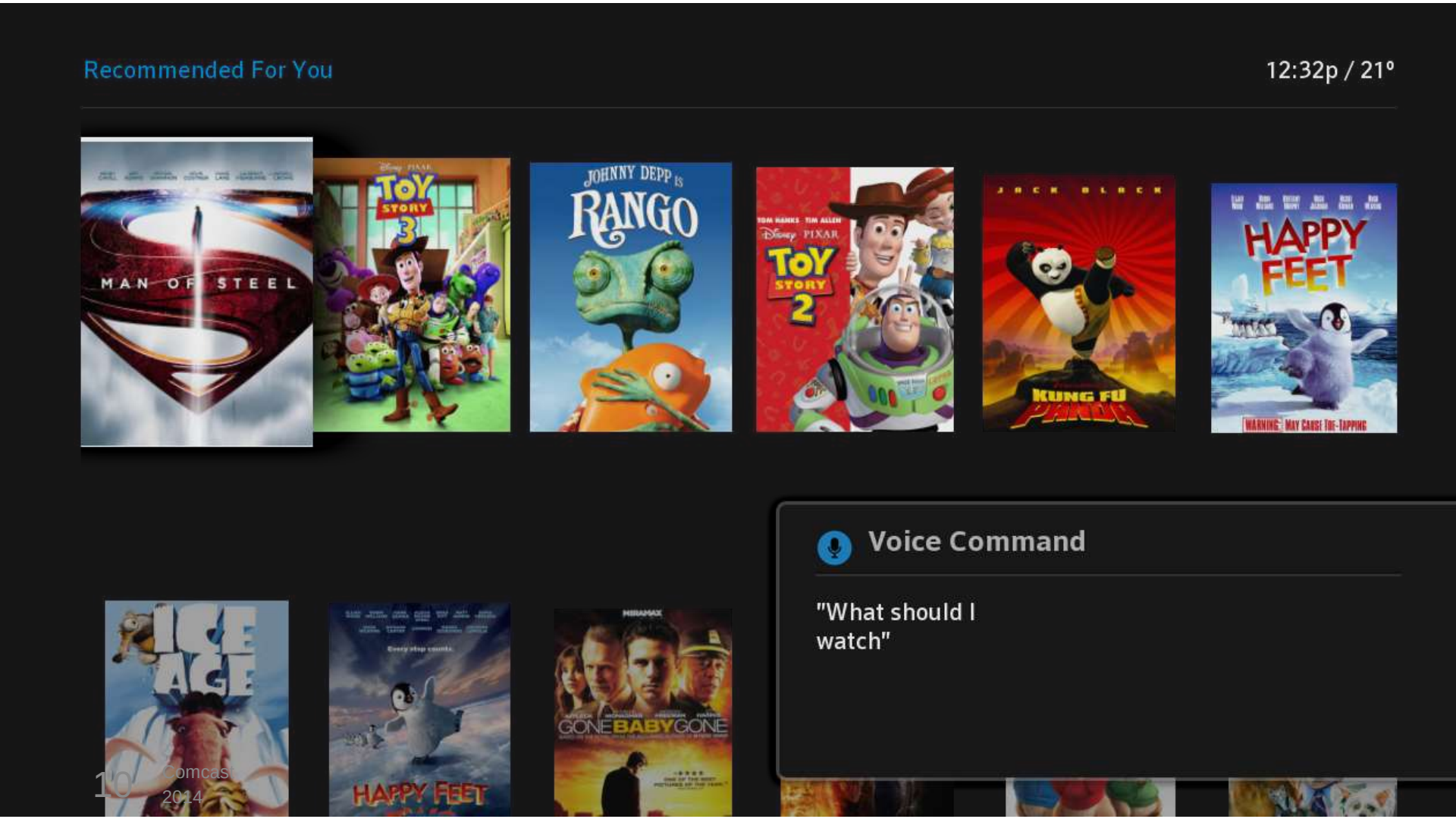
Sports Team


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 ...
Iverson...
Game Live
Voice Command
"When are the Sixers playing"

Browse Movies



Personalized Recommendations



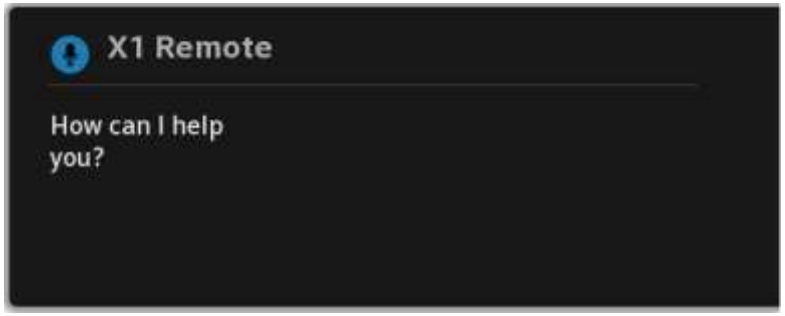
App Integration

X1 REMOTE

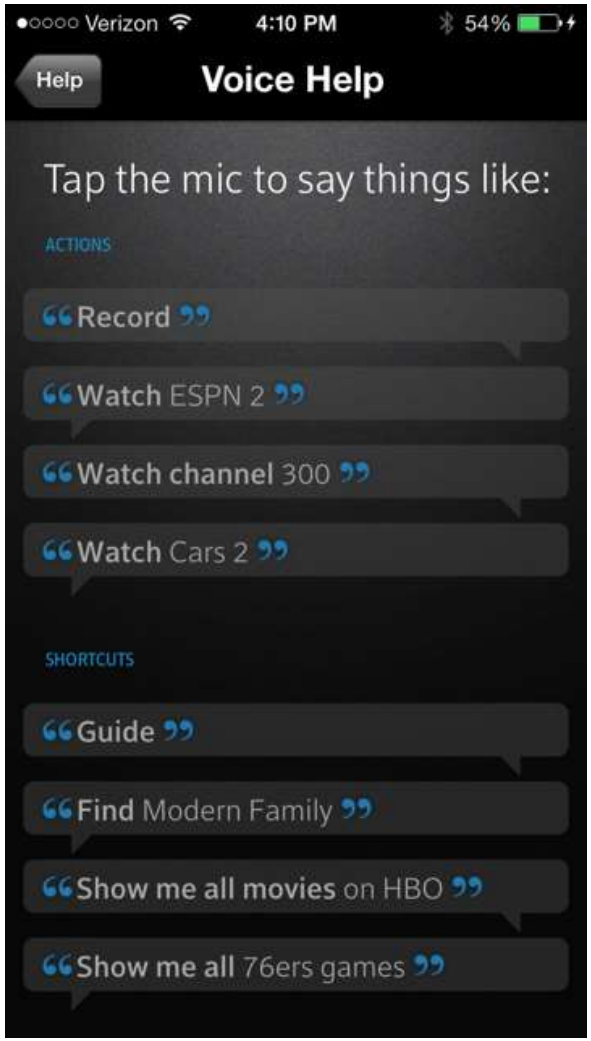
DESIGNING THE USER EXPERIENCE

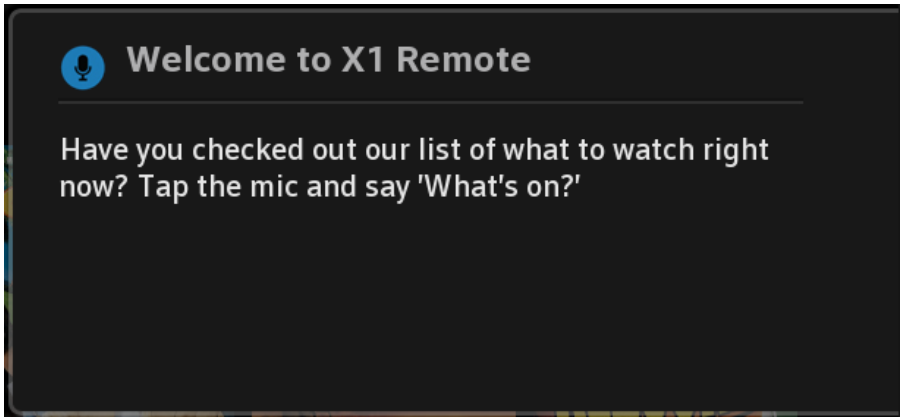
Keys to the User Experience

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?

C
2014