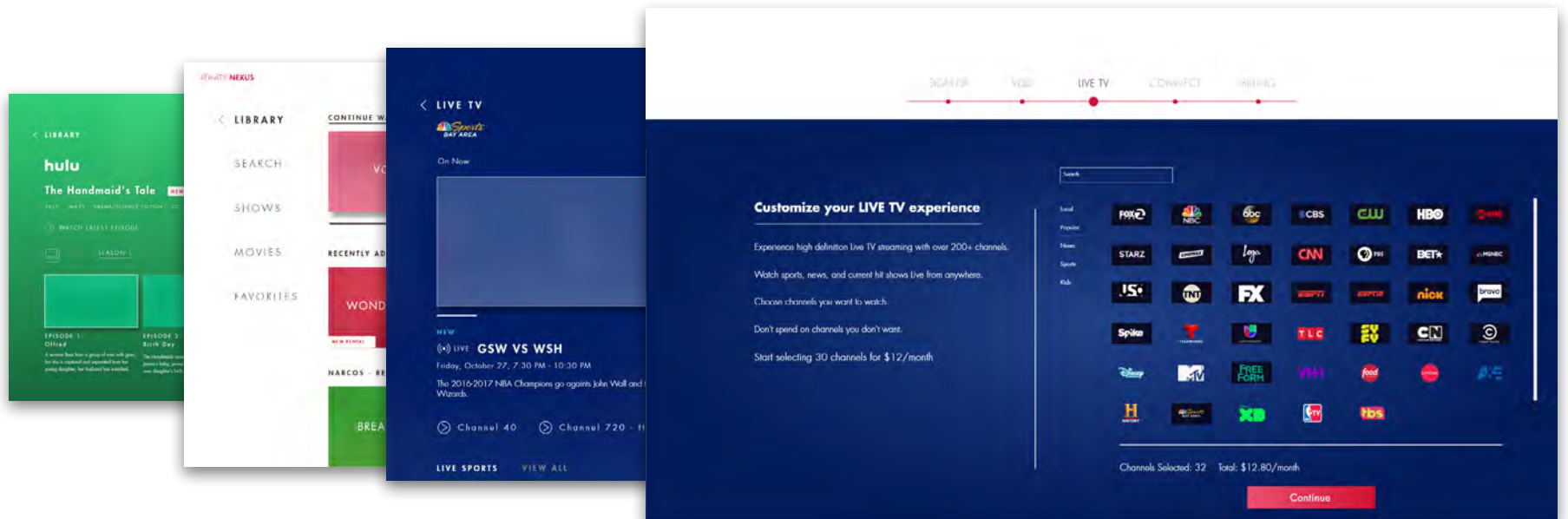


XFINITY NEXUS

On Demand and Live TV streaming



COMCAST Xfinity Rebrand By Anthony Hernandez

Senior Project Fall 2017

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The logo for Xfinity, featuring the word "xfinity" in a red, lowercase, sans-serif font with a registered trademark symbol.The Comcast NBCUniversal logo, featuring the NBC peacock logo above the text "COMCAST" and "NBCUNIVERSAL" stacked vertically.The Comcast Spotlight logo, featuring the text "COMCAST" above "SPOTLIGHT" in a bold, sans-serif font, with a red dot in the letter 'O' of "SPOTLIGHT".The Comcast Business logo, featuring the text "COMCAST" above "BUSINESS" in a bold, blue, sans-serif font.The Comcast logo, featuring the NBC peacock logo above the word "COMCAST" in a large, bold, black, sans-serif font.The Comcast Spectacor logo, featuring the text "COMCAST" above "SPECTACOR" in a bold, sans-serif font, with "SPECTACOR" in red.The Comcast Ventures logo, featuring a circular graphic composed of red, blue, and green segments, with the text "COMCAST VENTURES." below it.The NBCUniversal logo, featuring the text "NBCUniversal" in a bold, purple, sans-serif font.

THE COMPANY

COMCAST CORP.

Comcast Cable provides customers and businesses with cable television, high-speed internet, and phone service through their XFINITY brand. Comcast Corp. also owns NBCUniversal a multinational media conglomerate that operates news, entertainment and sports cable networks, the NBC and Telemundo broadcast networks, television production operations, television station groups, Universal Pictures and Universal Parks and Resorts.

THE PROBLEM

SCATTERED

Digital content is spread across different multiple platforms. Hulu, Amazon Video, Netflix, Crunchyroll, and many other streaming services have their own app that customers use to watch streaming content. However, customers have the obstacle of having to switch through different apps to watch a show or movie. Not all of these streaming platforms have all the content imaginable. Additionally, most of these streaming platforms don't carry live television under their service.

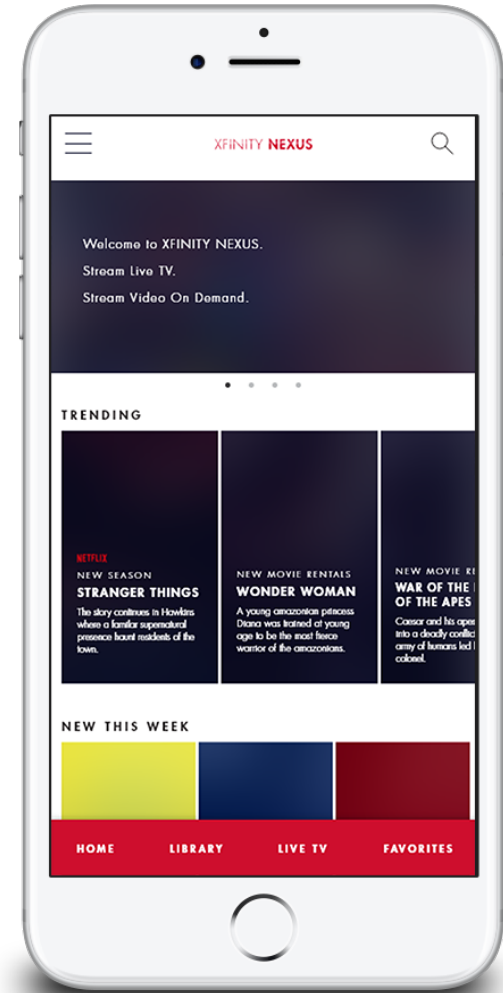
THE SOLUTION

UNITED AND CUSTOMIZABLE

Create an interface where users can connect their pre-existing streaming service accounts to the new XFINITY NEXUS platform. Give users the ability to choose the television channels they want to watch – give customers the freedom of picking channels they regularly watch as oppose to giving them channels they don't want.

THE PRODUCT

XFINITY NEXUS IS A HIGH QUALITY ENTERTAINMENT STREAMING SERVICE THAT DELIVERS MOVIES AND SHOWS TO ANY SCREEN DEVICE.



OUR NEW MISSION STATEMENT

BRIDGE ENTERTAINMENT

Our mission is to bridge Live TV, video on-demand streaming, and original content from different streaming platforms into one seamless experience for TV, computer, and mobile devices.

WHO WE ARE NOW

REFORMED

We reformed our approach and listen to our customers to give an experience that gives user the ability to personalized their content.

BOLD

Our new approach is to create a bold and thoughtful new experience through our design and features.

DIVERSE

Our collection is culmination of diverse selections of on-demand entertainment, live TV, and alternative streaming services.

THE OBJECTIVES

REINVENT HOW WE WATCH TV

- The ability to connect existing streaming services accounts (i.e., Netflix, Hulu, HBONOW, etc.)
- XFINITY NEXUS app on TV screens, web, and mobile applications
- Create a large library of video on-demand content of movies and shows
- New episodes added daily
- Buy and Rent Movies
- Allow users to customize by letting them pay for Live channels they want to watch
- Allow users the ability to subscribe to VOD and LIVE TV, or just one service
- Seamlessly bring VOD, LIVE TV, and other streaming services into user the interface

NATIONAL PROJECT

XFINITY NEXUS COMPONENTS

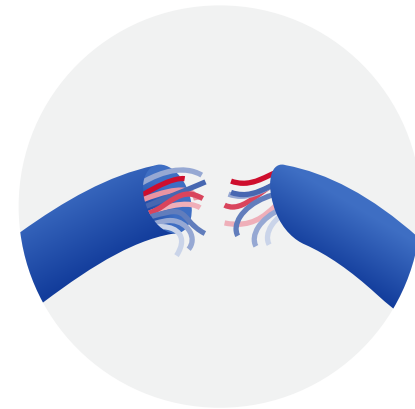
- Rebrand Identity
- Stationary
- Application
- Print Posters
- Web Adverts
- Motion Graphic Promo

AMERICANS ARE CUTTING CORDS

While majority of U.S. consumers are subscribed to pay TV, about a quarter of the population have never subscribed or have unsubscribed to a cable or satellite TV service.



76% of U.S. consumers subscribe to cable or satellite TV.



A total of 24% percent of consumers don't have cable or satellite TV. 15% canceled their cable or satellite TV, and 9% have never subscribed.

STREAMING ON THE RISE

While 24% seems large cable and satellite subscription model is still very strong.



Consumers subscribing to pay TV has decreased by 2% from 2012 to 2016.

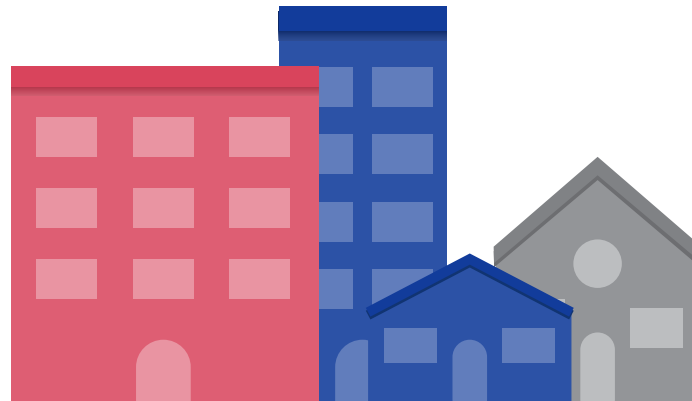


Consumers who subscribed to streaming services has gradually increased by 18% from 2012 to 2016.

STREAMING AT HOME

Streaming platforms have become large competitor for cable and satellite TV providers. A whopping 64% of U.S. households have subscribed to video on-demand streaming services. 36% households haven't subscribed.

64%



36%

COMPETITORS



DIRECTV package plans start at \$50/mo for 150 channels to \$125/mo for over 325 channels. Has one of the largest libraries for pay TV. Premium network channels are bundled with the high priced plans. Expensive additional fees includes installation, upgrades, additional receivers that is added onto monthly bill, and arbitrary fees.



DIRECTV NOW has several plans starting from a \$30/mo for 60 channels to their most high priced plan of \$70/mo for over 120 channels. Offers well known popular channels. Premium networks like HBO or Cinemax will be a \$5 dollar add on. Not all channels have VOD content and some channels are not live. Available on numerous devices. No contracts or penalties cancel anytime.



Sling TV starts at \$20 a month for 30 channels, or \$40 a month for 40+ channels. Weak channel library, but the channels and networks are popular with consumers. Available on numerous devices. Available on numerous devices. No contracts or penalties cancel anytime.



Amazon Fire TV is a streaming platform for TV that provides streaming content from Netflix, Hulu, DIRECTV NOW, Sling TV, and many more. Each app integrated with the Amazon Fire TV user interface. Customers have to pay each platform separately. Customers can streams live TV from DIRECTV NOW.

OTHER COMPETITORS



TARGET AUDIENCE

CABLE WATCHERS AND CORD CUTTERS

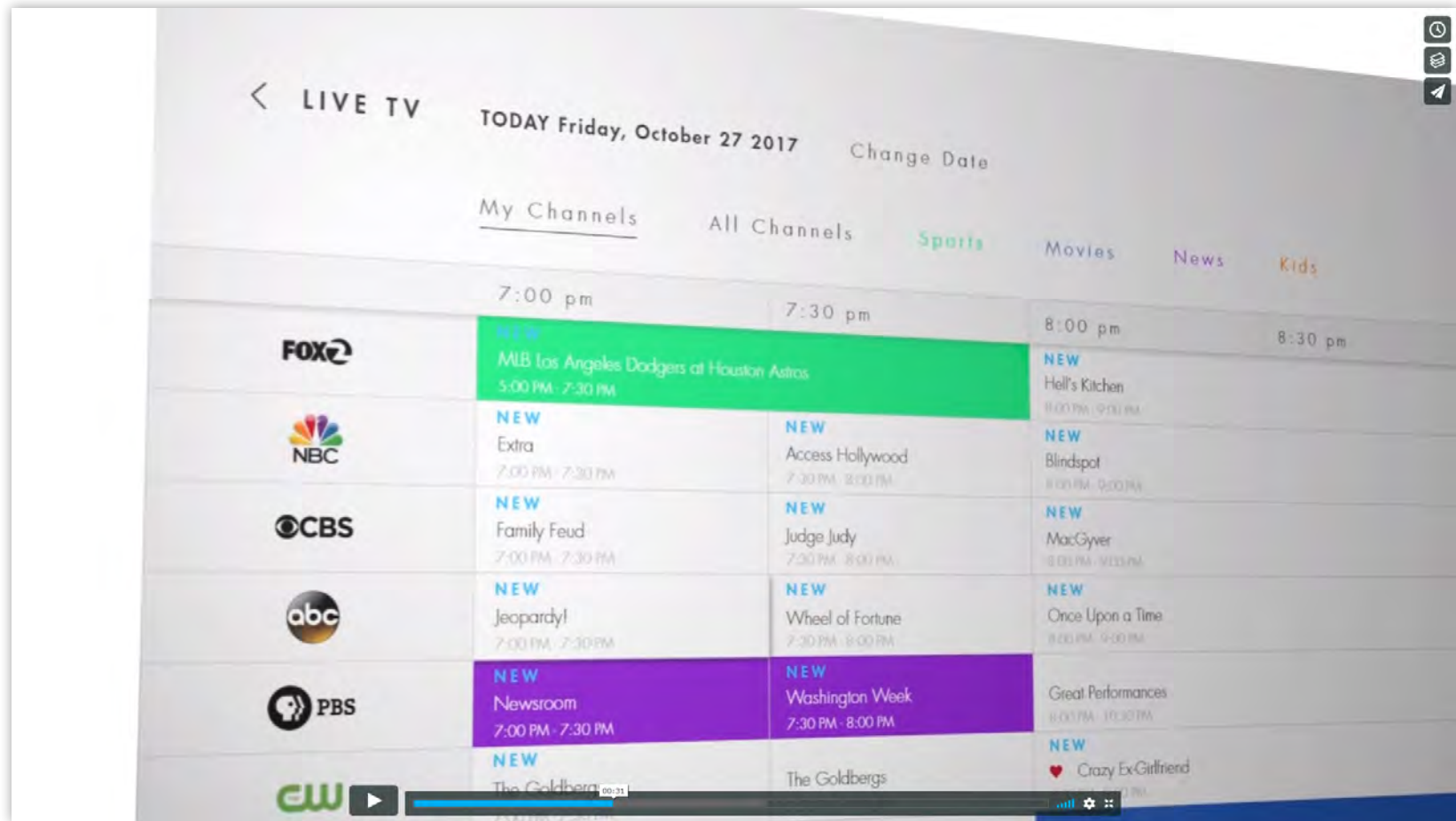
The target audience are people who want to watch all of their subscribed streaming content on one app. People who travel a lot and would like to watch movies or shows on their portable device. Some customers may only have one device and would want to watch content on that device.

BEHAVIORS

Consumers who spend a lot of money subscribing to television premium channels, Netflix, and one other on-demand streaming platform. People who subscribe to movie and TV show websites that preview and reviews film and episodes. People who would eat and watch their favorite shows, movies, or sport. Families and friends who get to together to watch the Sunday game.

MOTION GRAPHIC

XFINITY NEXUS PROMO INTRODUCTION



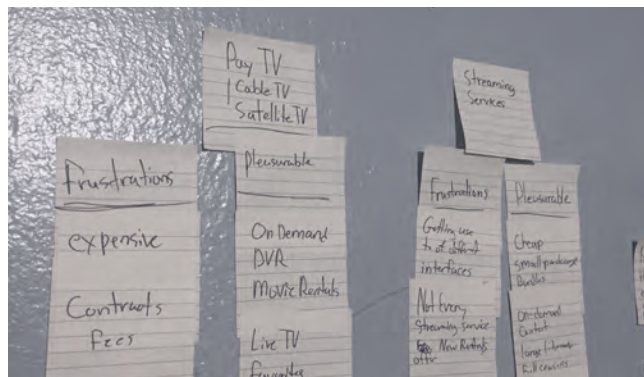
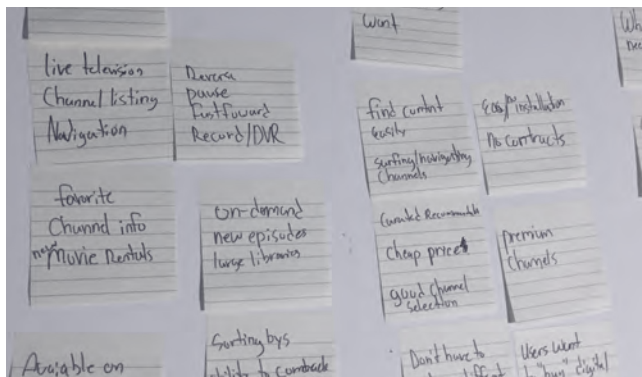
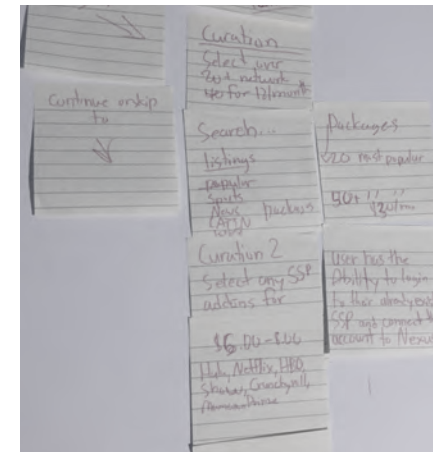
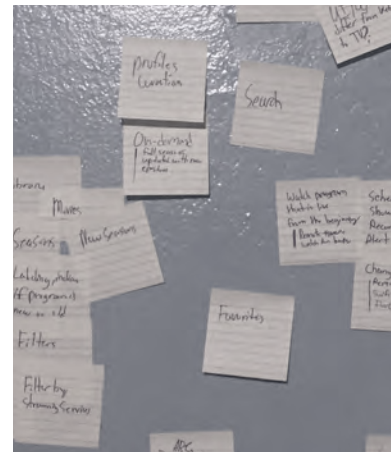
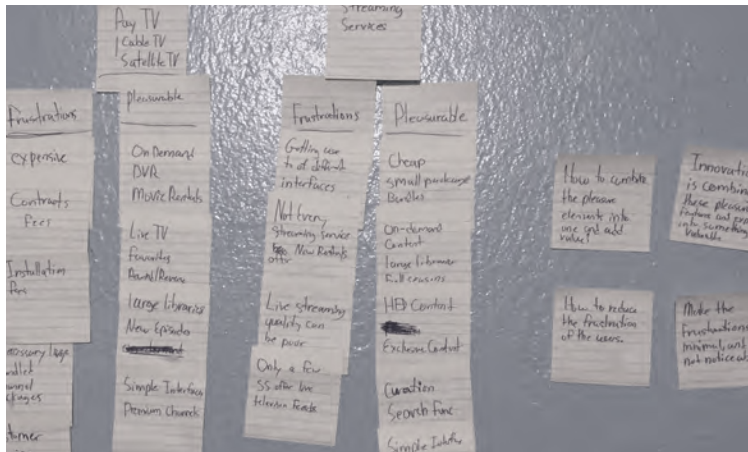
<https://vimeo.com/262592074>

**USER
EXPERIENCE
DESIGN**

UX DESIGN

IA BRAINSTORMING

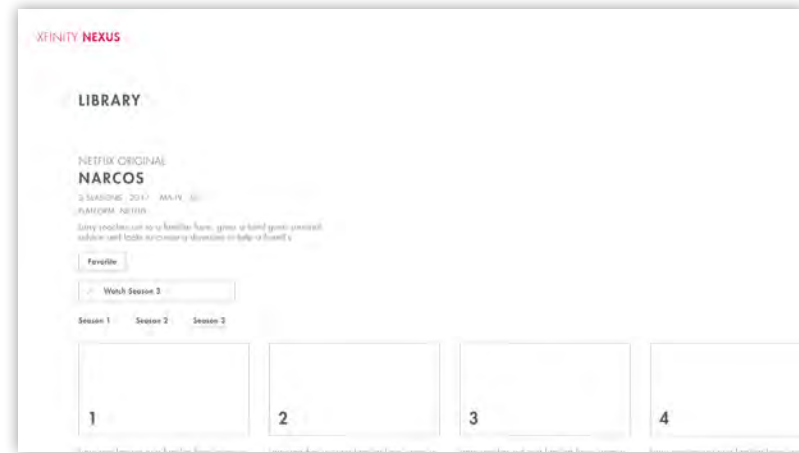
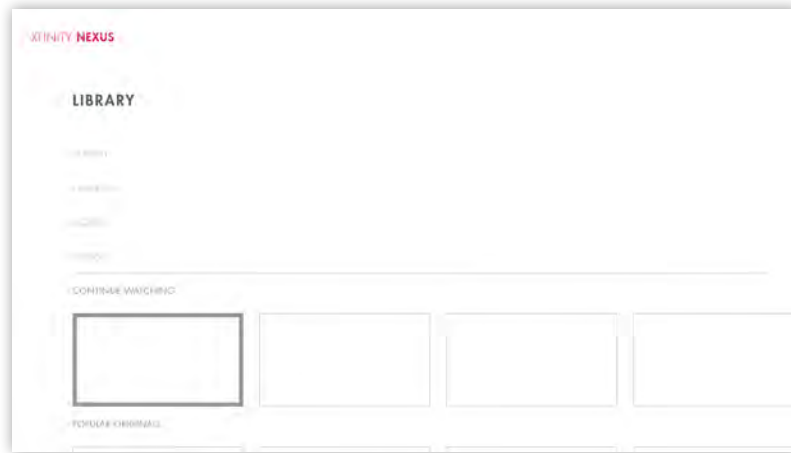
Brainstorming ideas and establishing a small vision of the content users may want and need in their streaming platform.



UX WIREFRAME I



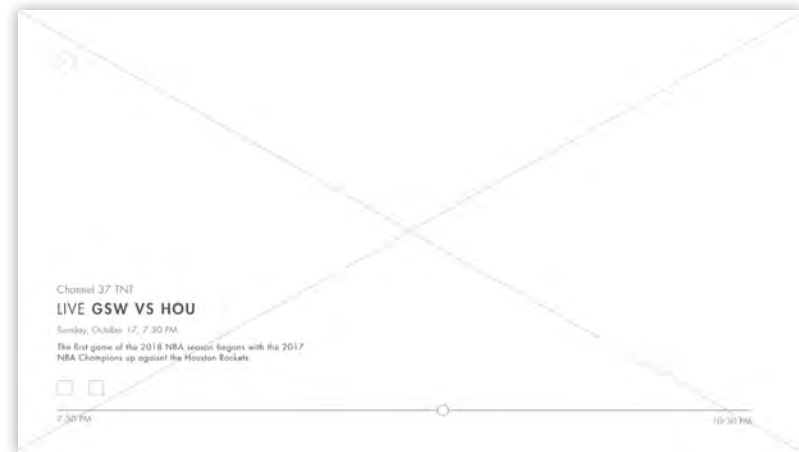
UX WIREFRAME II



My Channels TV Listings

Today 10/20 Tomorrow Monday Select Date

	7:00 pm	7:30 pm	8:00 pm	8:30 pm
FOX 2		The Big Bang Theory	Hell's Kitchen	
NBC 2		Access Hollywood	Law & Order True Crime: The...	The Big Bang
CRN 2	Family Feud	Judge Judy	MacGyver	
AFI 2	Jeopardy!	Wheel of Fortune	Once Upon a Time	
FSB 2	Newsroom	Washington Week	Great Performances	



IA DESIGN III

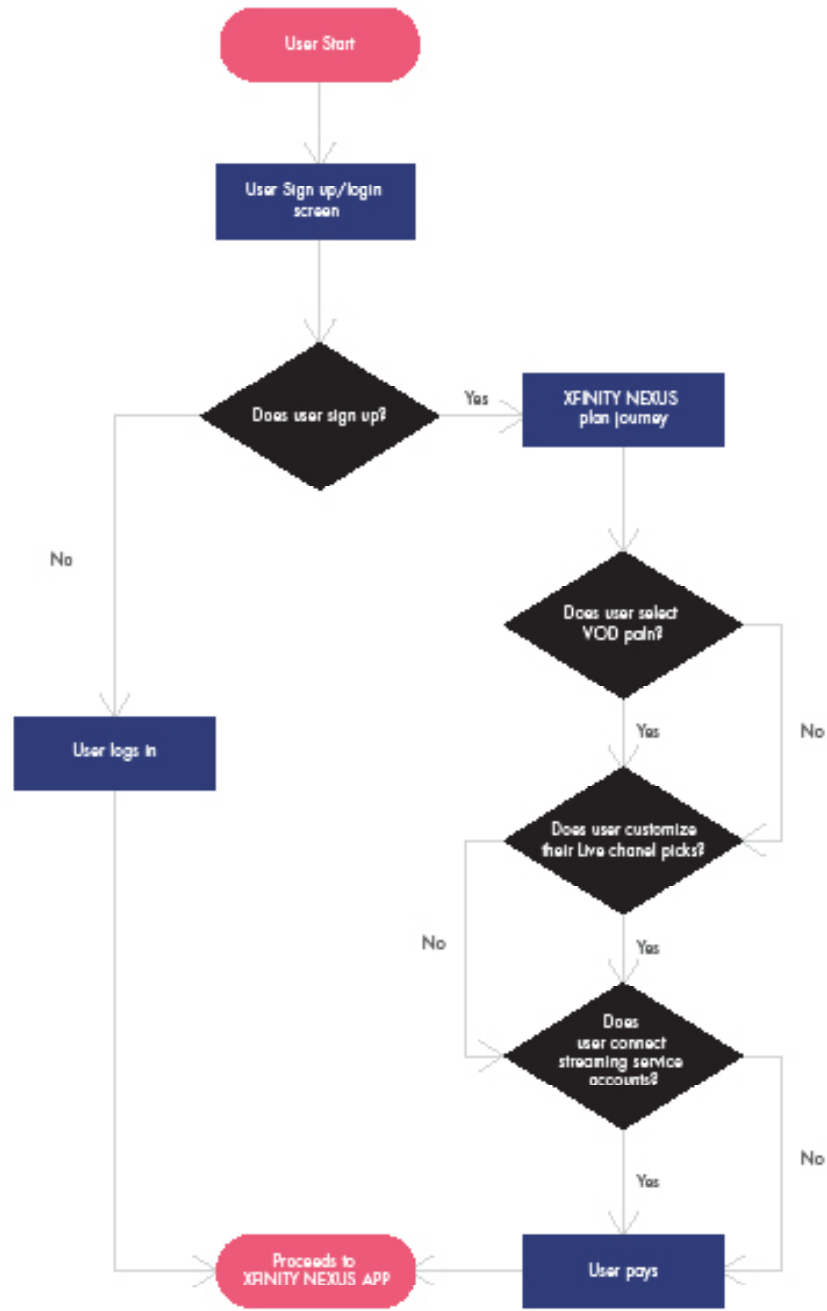
SITEMAP

Important items like Search, Favorites, Library, LIVE TV, Movies, Sports, and other popular categories are promoted on screen, and will be accessible through ease of remote and web navigation.



SIGN UP FLOW

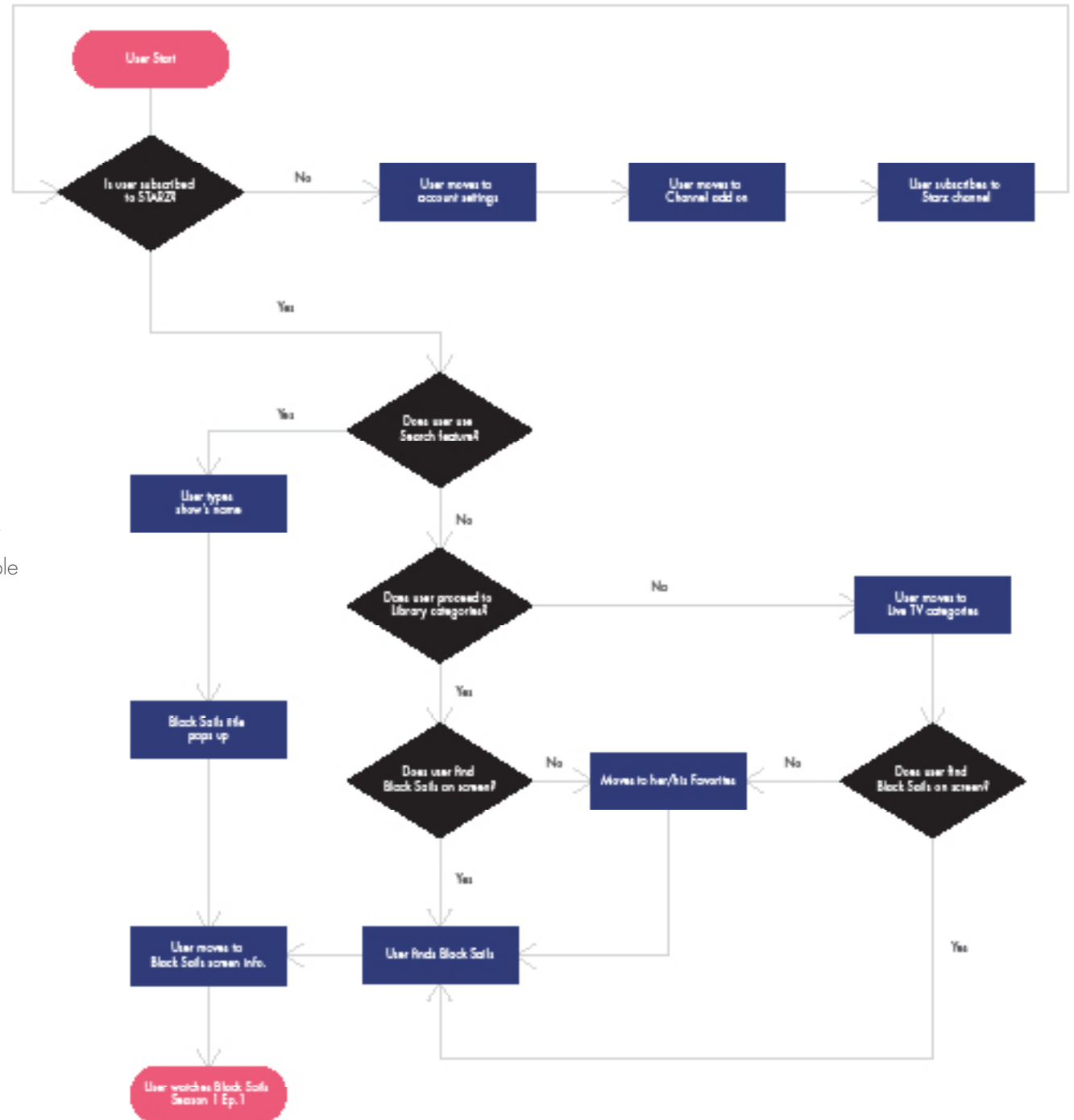
One of the most important aspects of XFINITY NEXUS is the signing up, a valuable and necessary procedure that gives users the ability to customize their content.



IA DESIGN //

NAVIGATING & WATCHING

In order to create a system that streams on demand and Live TV content, as well bring alternate streaming platforms into XFINITY NEXUS through cross-platforming, we created a system that gives users the ability to navigate efficiently by giving them multiple ways of finding content.



UX DESIGN

USER TESTING

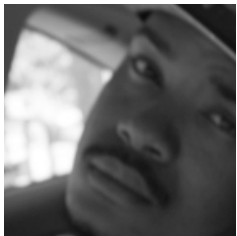
The purpose of the usability test was to find how users interact with the prototype to identify what type of content is valuable, useful, accurate, and accessible to the users. It is important to recognize what are the users' behaviors, motivations, and wants when using the prototype. Uncovering any information from these users will help in refining or redesigning aspects of the navigation, content, and interface design.

USER TESTING TASK

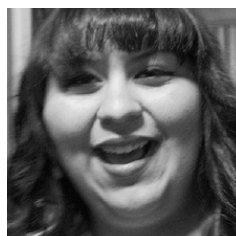
You want sign up for the new XFINITY NEXUS streaming service and watch Hulu's new show that has been all the rave. But you also forgotten about the game tonight that is currently playing on live TV. After the game you decided to end the night and rent a new movie to watch.

Prototype: <https://xd.adobe.com/view/3f98c381-180c-431a-8ad8-e846b7caf88e/>

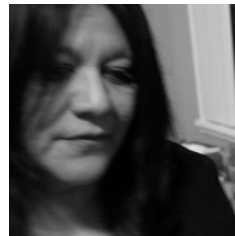
PARTICIPANTS



JAY JORDAN



JACINTA BECCERA



RITA HERNANDEZ

UX DESIGN

OBSERVATIONS

I noticed that the users spend a consider amount of time signing up to the subscription. Both users seem to have trouble picking/selecting their channels in the Live TV section of the Sign Up. During their task of finding the Hulu show, live show, and a movie that the users would frequent the Search field to find the content they were looking for, but were also able to locate the content through navigating the categories/level.

USER RESPONSE

Jay said, "At the start when i had the option to customize my live experience i didn't realize right away that i could scroll down for more TV network options. Maybe bringing the options above the fold a bit more so that you can see other options a bit more."

Jacinta thought selecting and watching a show or movie worked well. She said, "I like how the images and buttons are noticeable"

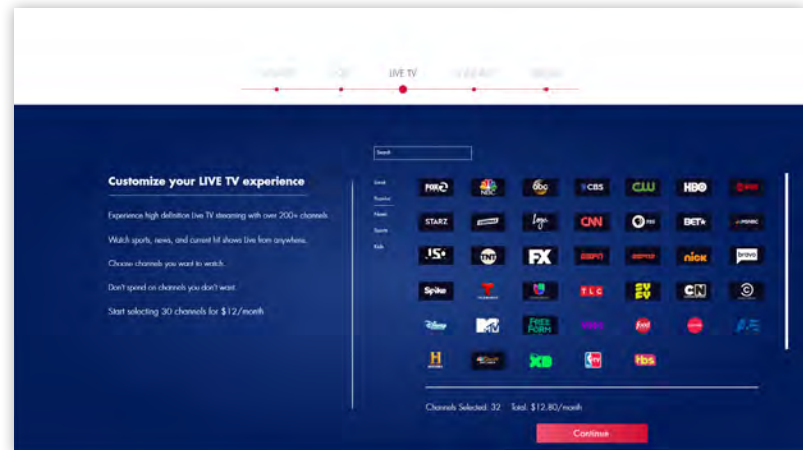
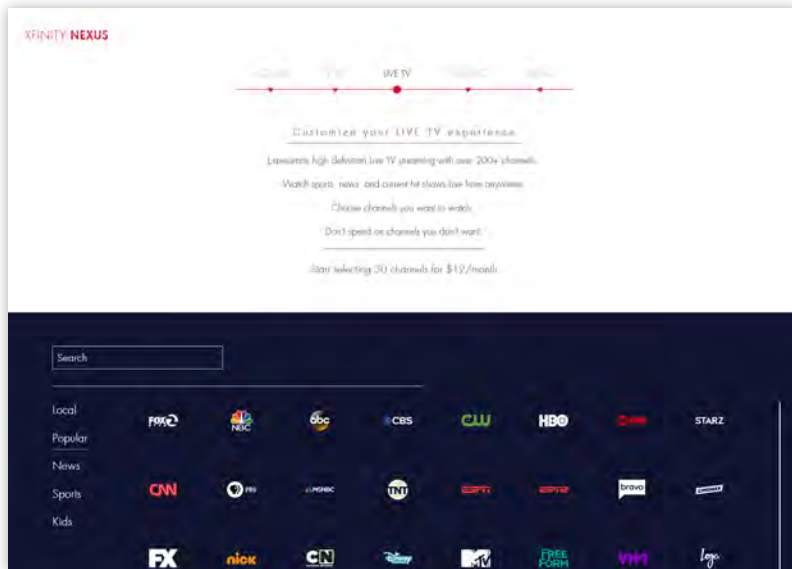
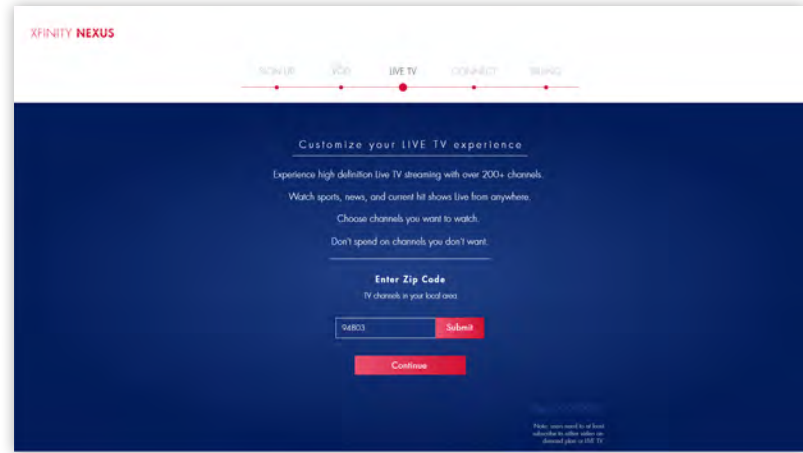
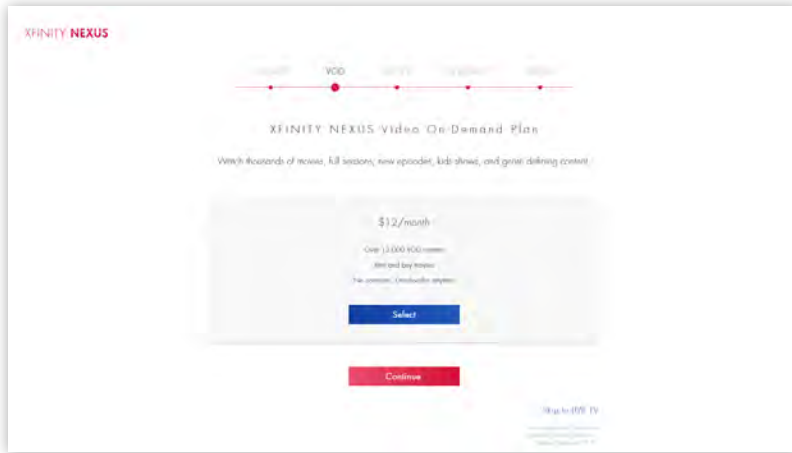
Rita said, "I wanted to look for the show and movie by using the search."

CHANGES

Since users prioritize Search features as their first behavior to find content. It would best to give users better search options to find content. Users had trouble with signing up and selecting channels. Revised the sign up process.

NEW Prototype: <https://xd.adobe.com/view/3d37f746-bd38-42c7-90cd-b72b4b6f39df/>

SIGN UP HIERARCHY



PERSONA I

ALEXA PENA



Age: 47

Gender: Female

Job Title: Senior Editor, ESPN

Education: Berkeley, Journalism degree

Married

Mother of one child

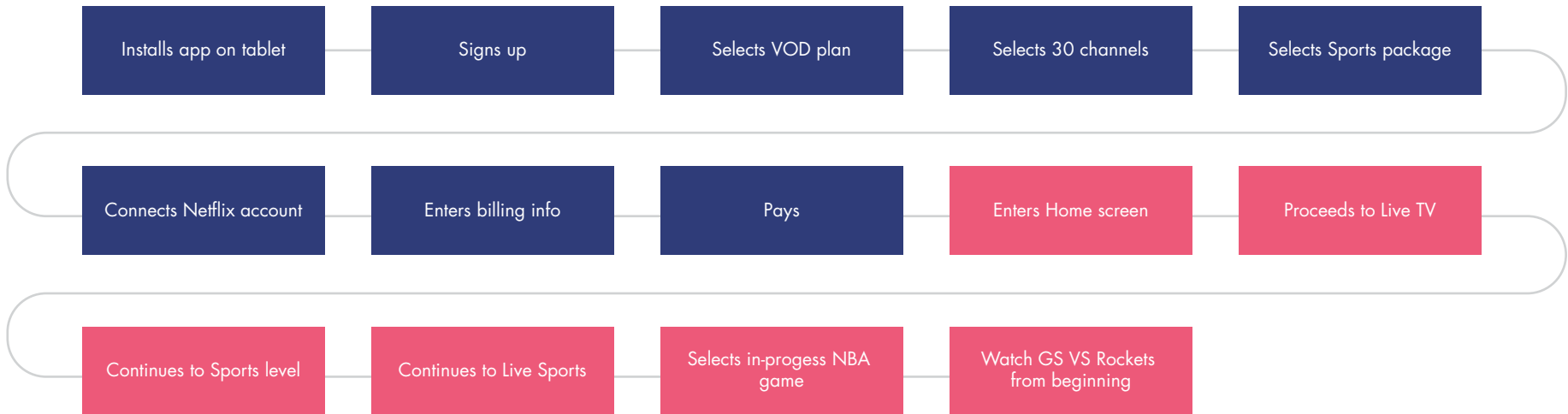
Athletic, runner, tennis, basketball

Uses computer, smartphone on the daily basis.

Subscribed to cable TV, sports streaming services, Netflix

Outside of her job of coordinating writing assignments, and reviewing editorials, and interviewing sports personalities she spends her time watching a lot of live sports from basketball to hockey. She also provides for her family and is heavily involved with her 14 year old son's soccer team. Alexa doesn't have enough time in her busy schedule to watch her favorite TV programs when aired, nor does she rarely watches the hundreds of channels she subscribes to unless its sports related. But her child and husband does watch television often. She would often have to catch new episodes of her favorite shows on-demand.

ALEXA PENA'S JOURNEY



PERSONA II

LUNA PARK



Age: 26

Gender: Female

Job Title: Social Media, Funimation

Education: Contra Cost Community College

Single

Introvert, reader, artist, anime watcher, KPOP listener

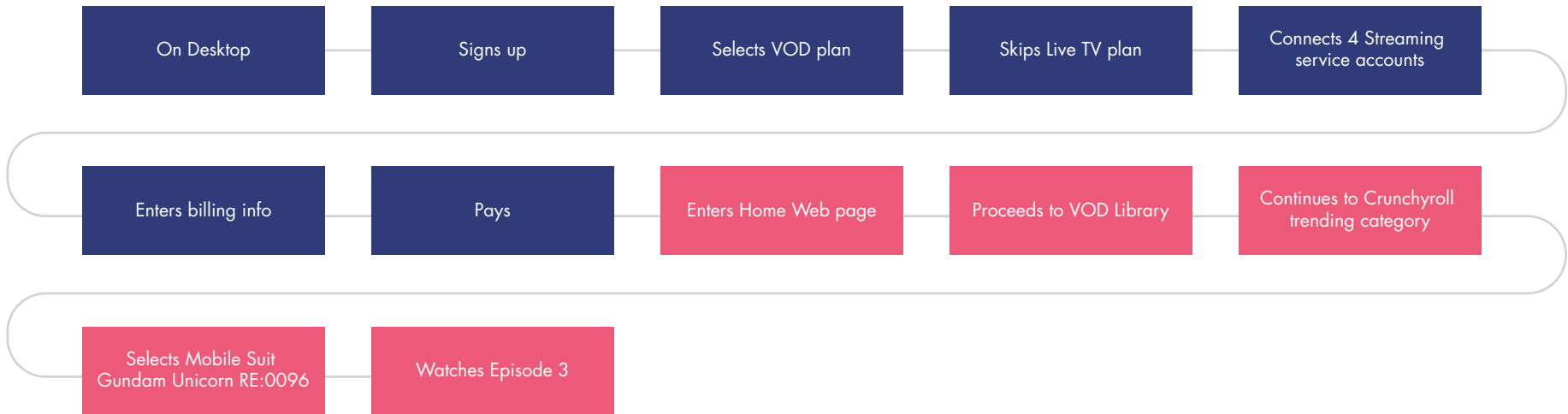
Uses computer, smartphone on the daily basis.

Plays videogames 6 hours a week

Subscribed to multiple streaming services (i.e., Netflix, Hulu, HBONOW, Crunch

Luna spends most of hours in the week managing multiple social media accounts for the anime video publishing company Funimation she works for. This means she is constantly writing out new promotions and informing the community. In order to be up to date with content and programming related to her job Luna is subscribed to Funimation, Hulu, and Crunchyroll where the majority of the content is Japanese animation. She enjoys watching anime, but she finds herself subscribing to other streaming services to watch programs she likes. Additionally, Luna has to fumble through different streaming apps to watch the shows.

LUNA PARK'S JOURNEY



LOU WASHINGTON



Age: 36

Gender: Male

Job Title: Film and Show critic

Education: UCLA, degree in English Literature

Married

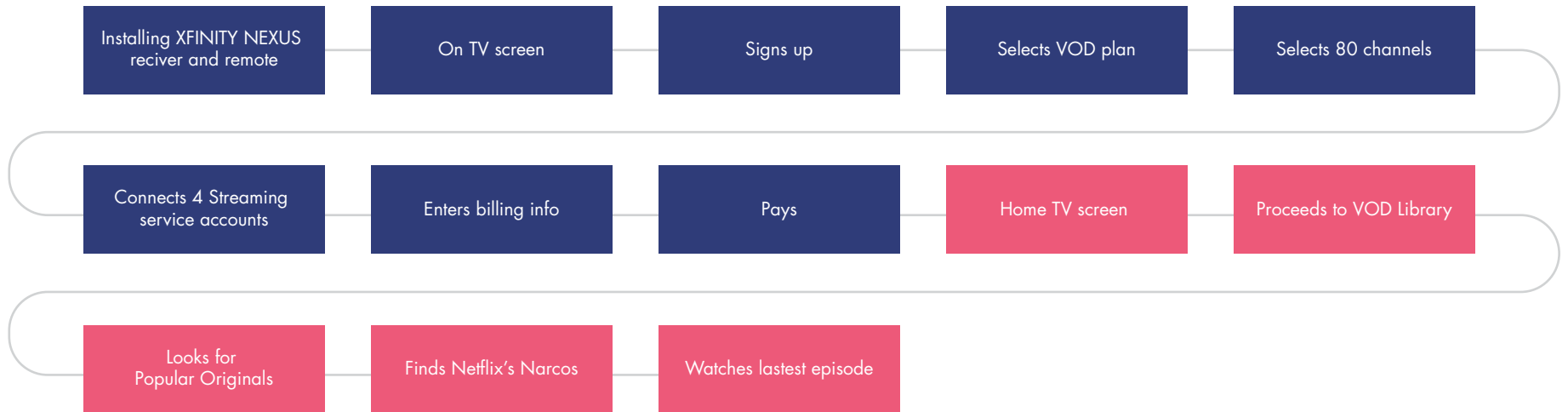
Science fiction and fantasy reader, toy collector, comic book reader, hiker,

Heavily uses computer and smartphone on the daily basis.

Subscribed to satellite TV, subscribed to multiple streaming services (i.e., Netflix, Hulu, HBONOW, Amazon Prime)

Lou is a movie and show critic who reviews new upcoming episodes of several hit shows a week. He is avid TV show lover who has subscribed to pay TV and several one-demand streaming services just to watch exclusive hit shows like Game of Thrones, Transparent, Dare Devil, Handmaiden's Tale, Narcos, and Star Trek Discovery and more. Lou is quite alright forking out a lot of money to watch these shows, but doesn't like to fumble around with other streaming platforms that have different interfaces. He also finds some of the same shows on different streaming services (e.g., buffering, stuttering, low quality, and pixilation) run better than the others.

LOU WASHINGTON'S JOURNEY



SIGN UP UX I

XFINITY NEXUS SIGN UP

XFINITY NEXUS allows users to sign up and subscribe to video on-demand streaming and LIVE TV, and have the ability to at least opt out to either VOD or LIVE TV. Users can maximize their viewing experience by connecting other streaming services into XFINITY NEXUS.

XFINITY NEXUS

SIGN UP VOD LIVE TV CONNECT BILLING

Begin your 7-day free trial.

Sign up

lWashington@gmail.com

I have read and agree XFINITY NEXUS Terms.

Create Account

VIDEO ON DEMAND PLAN

Video on-demand plan provides thousands of shows and movie titles. If users aren't ready to subscribe to the video on demand aspect then users could skip the plan, and add it whenever they feel like it.

XFINITY NEXUS

SIGN UP VOD LIVE TV CONNECT BILLING

XFINITY NEXUS Video On-Demand Plan

Watch thousands of movies, full seasons, new episodes, kids shows, and genre defining content.

\$12/month

Over 15,000 VOD content
Rent and buy movies
No contracts, Unsubscribe anytime

Select

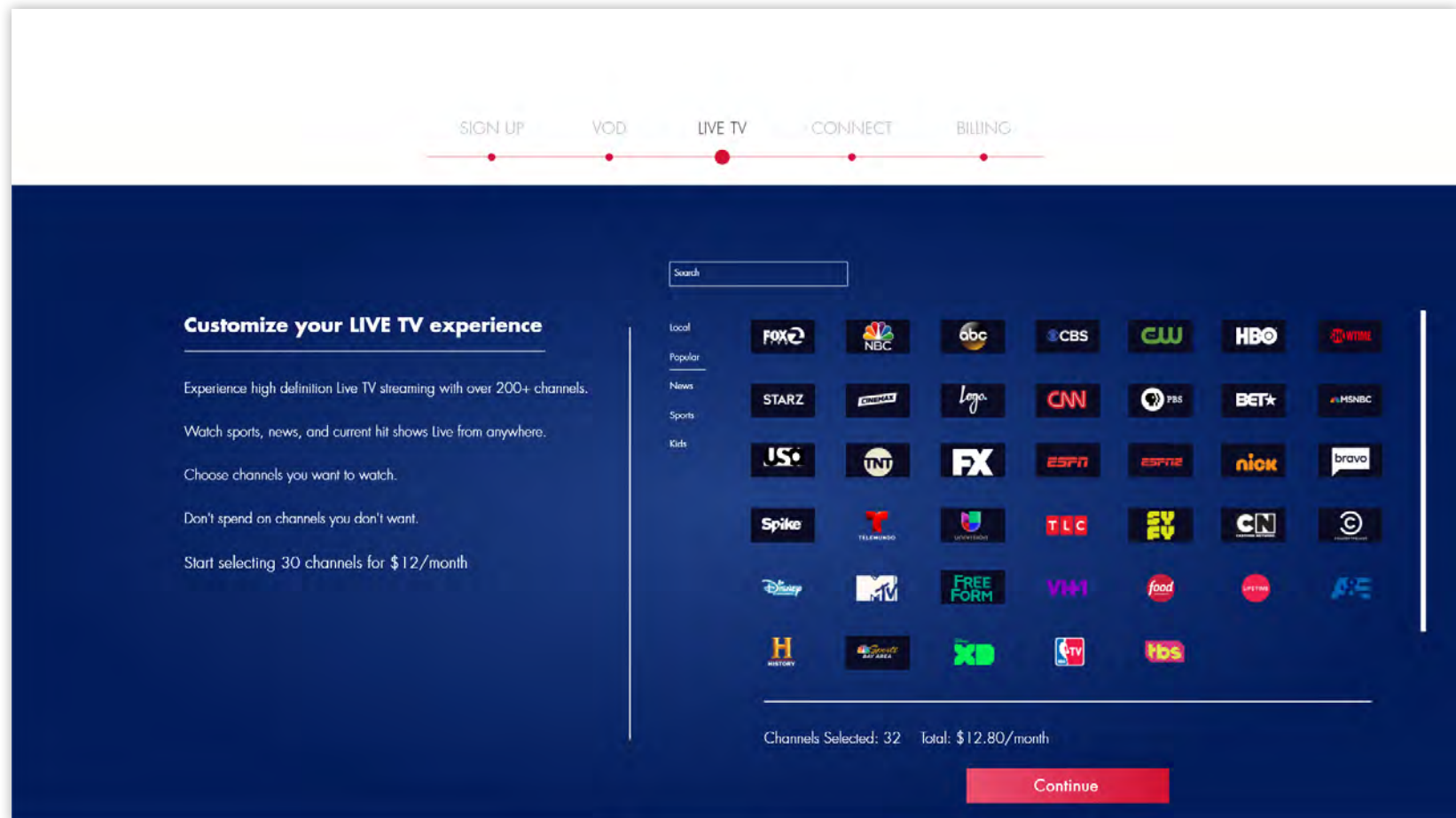
Continue

[Skip to LIVE TV](#)

Note: users need to at least subscribe to either video on-demand plan or LIVE TV.

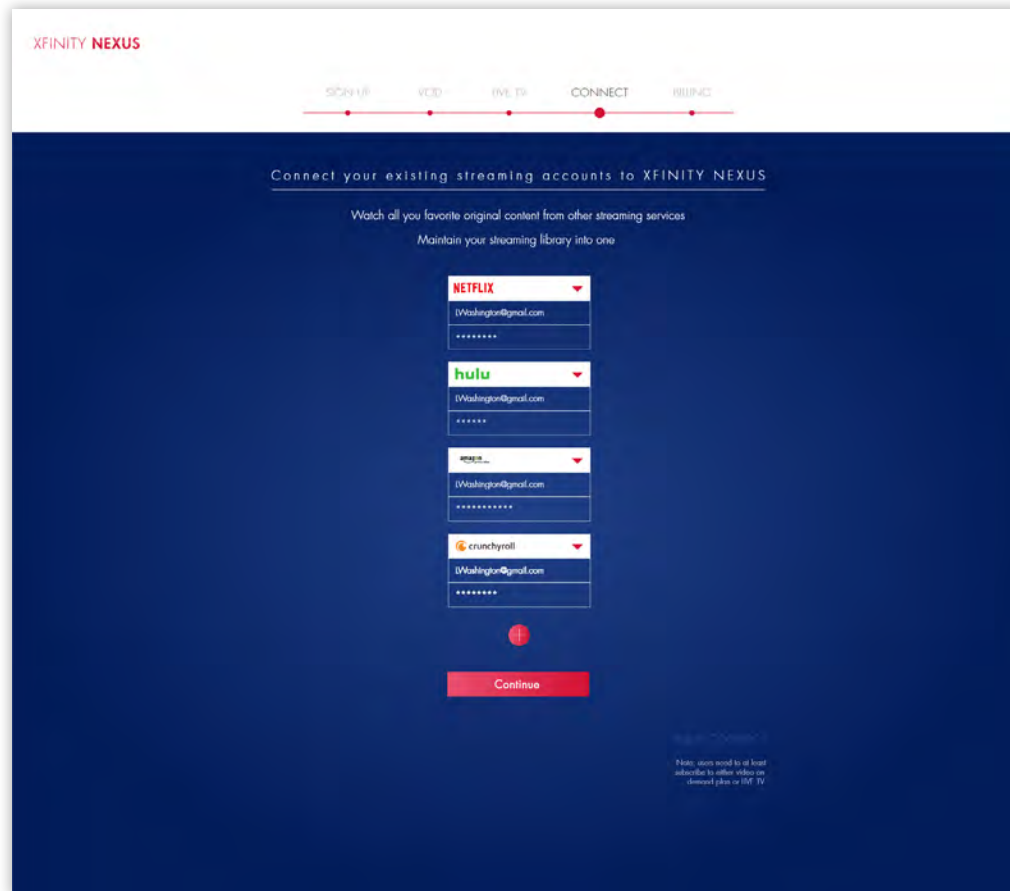
LIVE TV

The Live TV plan is customizable experience where users have the power to choose channels they want to subscribe to.



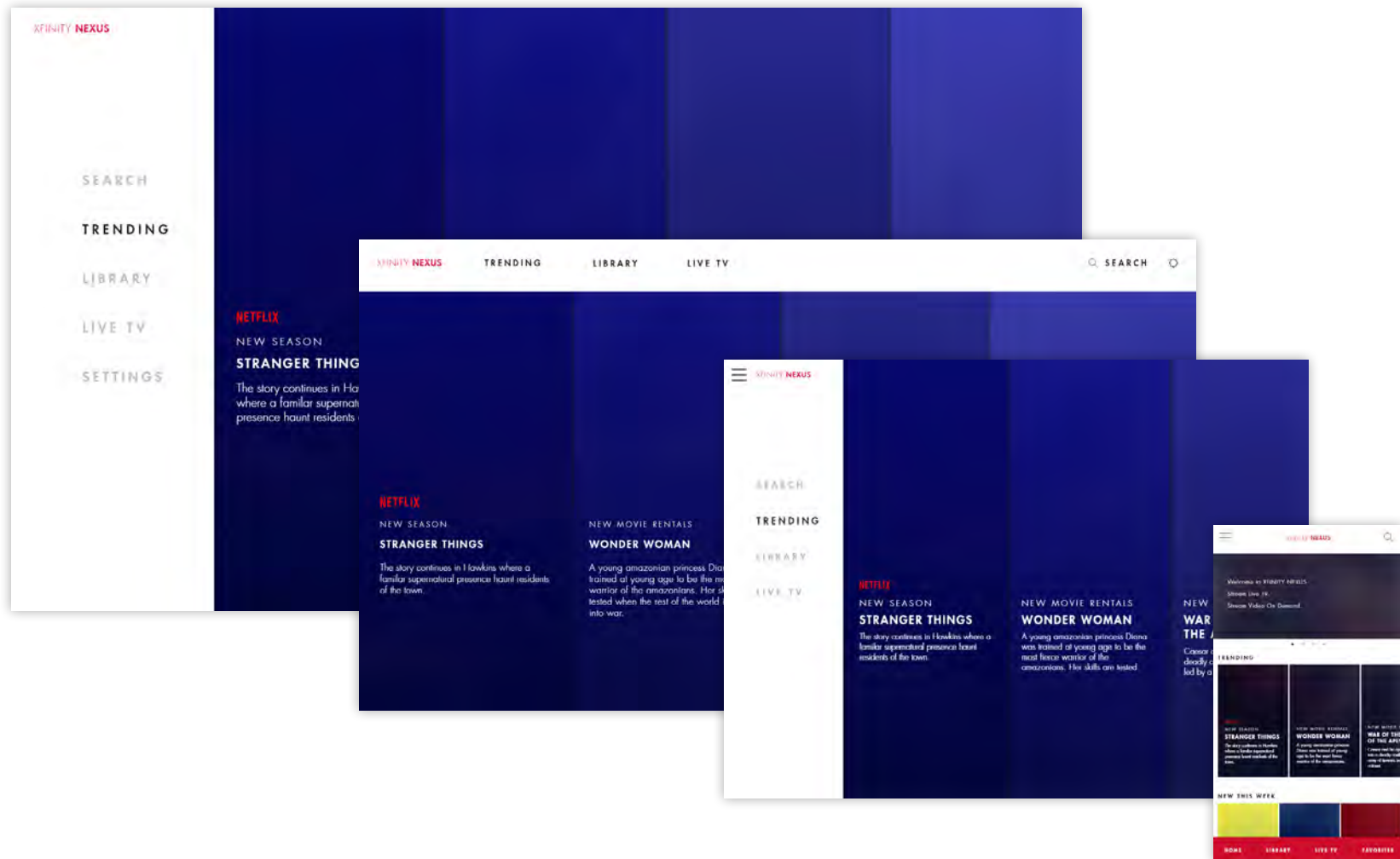
ACCOUNT CONNECTING

Users are able to connect their existing streaming service accounts to XFINITY NEXUS where content will be integrated into XFINITY NEXUS video on demand interface.



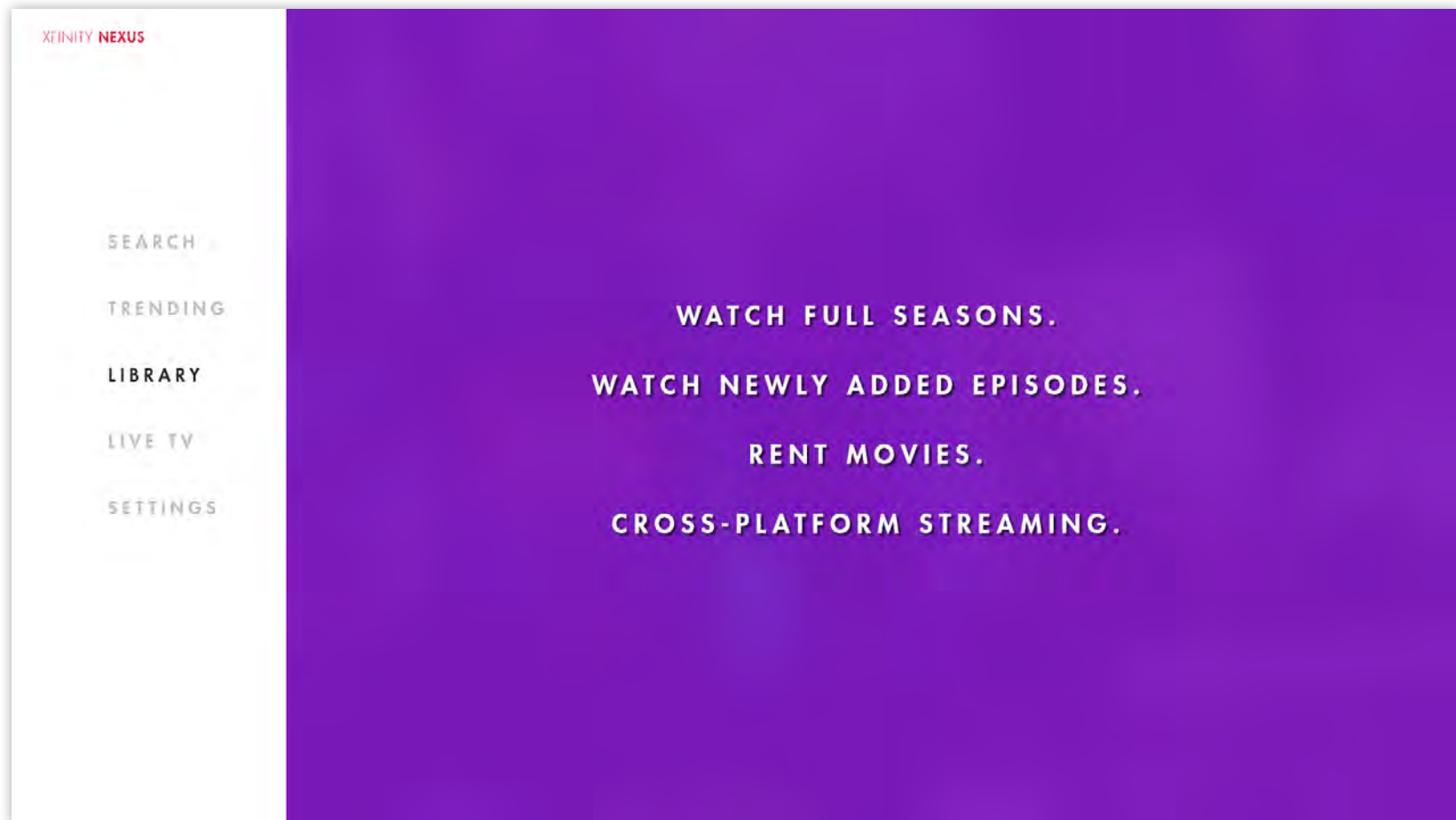
XFINITY NEXUS FOR TV, WEB, AND MOBILE

The XFINITY NEXUS application is on multiple platforms and devices with the same visual design, but each device has a different experience to better suit users.



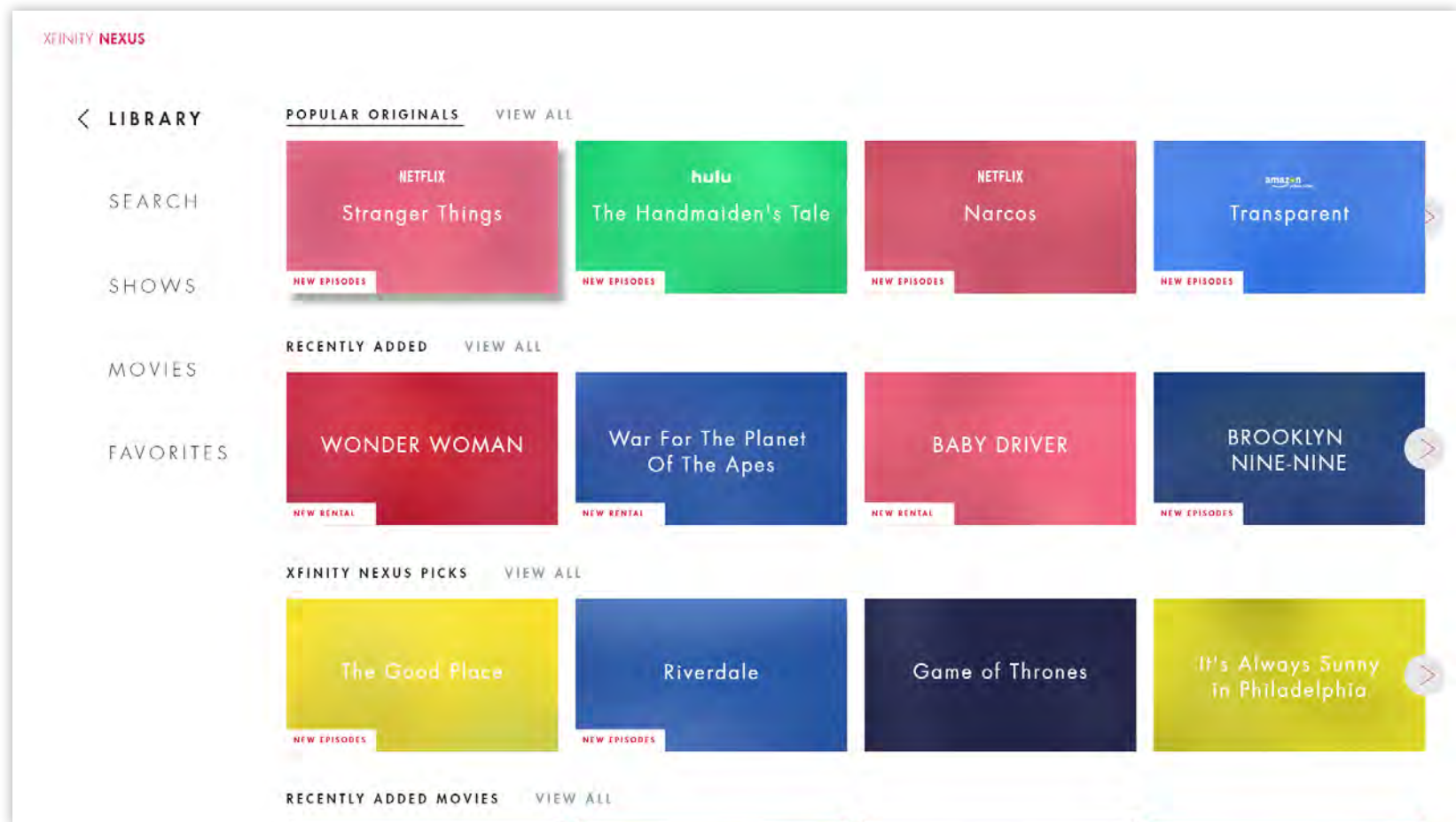
THE LIBRARY

The LIBRARY is where users get to watch all of the video on demand streaming content they want.



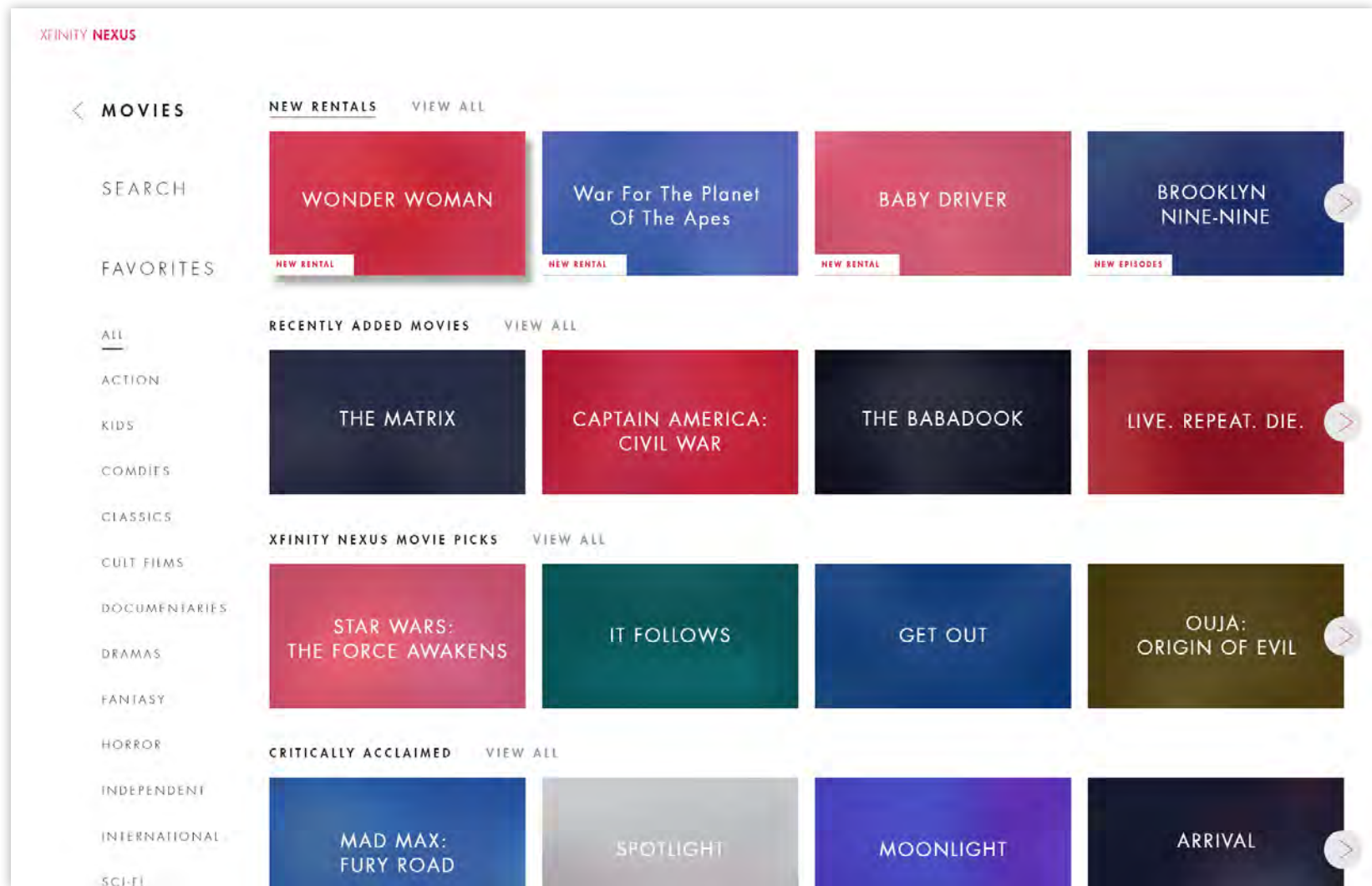
LIBRARY MAIN SCREEN

The LIBRARY screen is the basis of a user's collection of content. The main screen displays recently added content, daily recommendations, popular movies and shows, and much more categories.



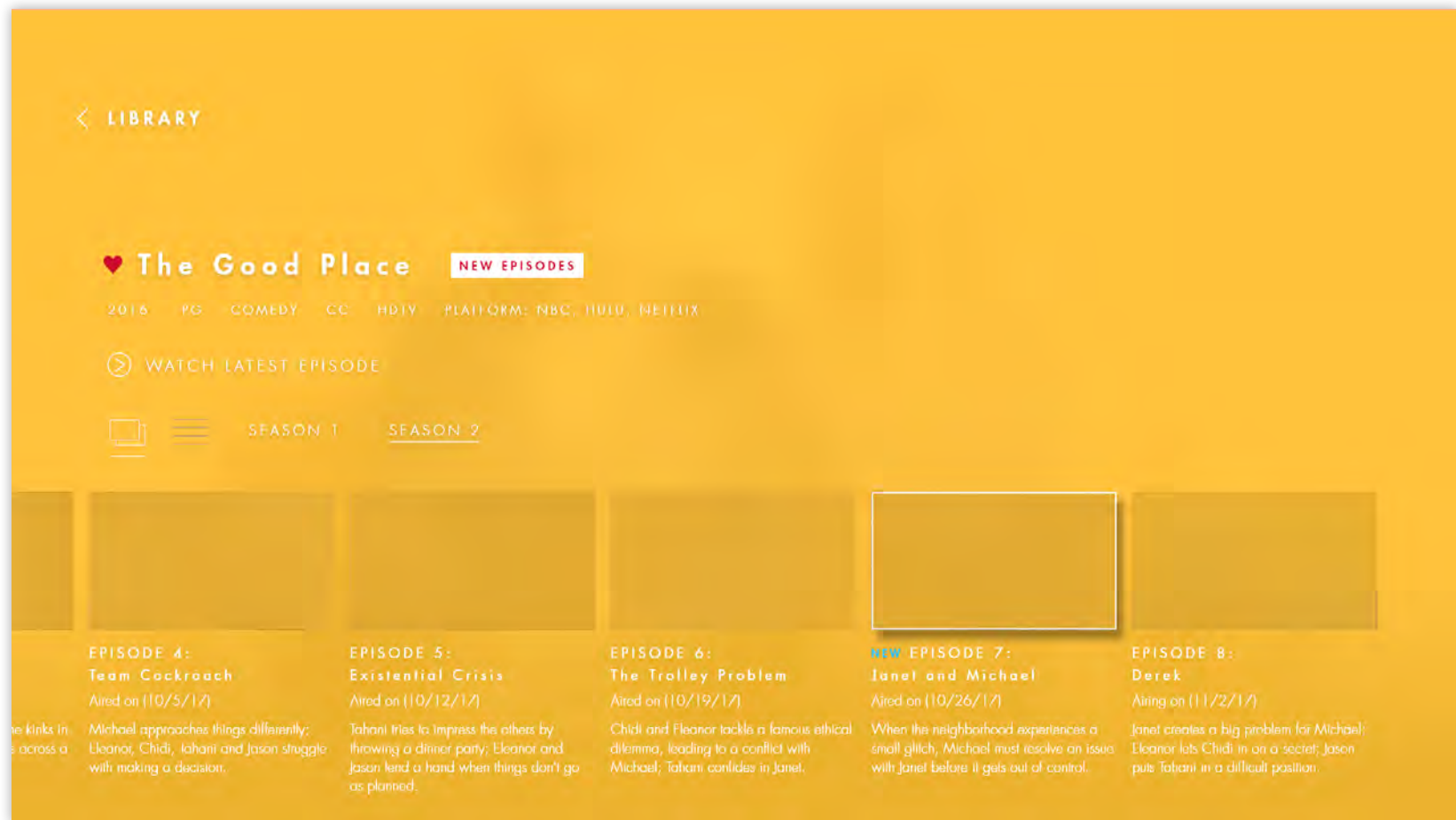
SHOWS AND MOVIES

Show and Movie sections promote new movie rentals, new shows and episodes, popular content, recommendations, and much more.



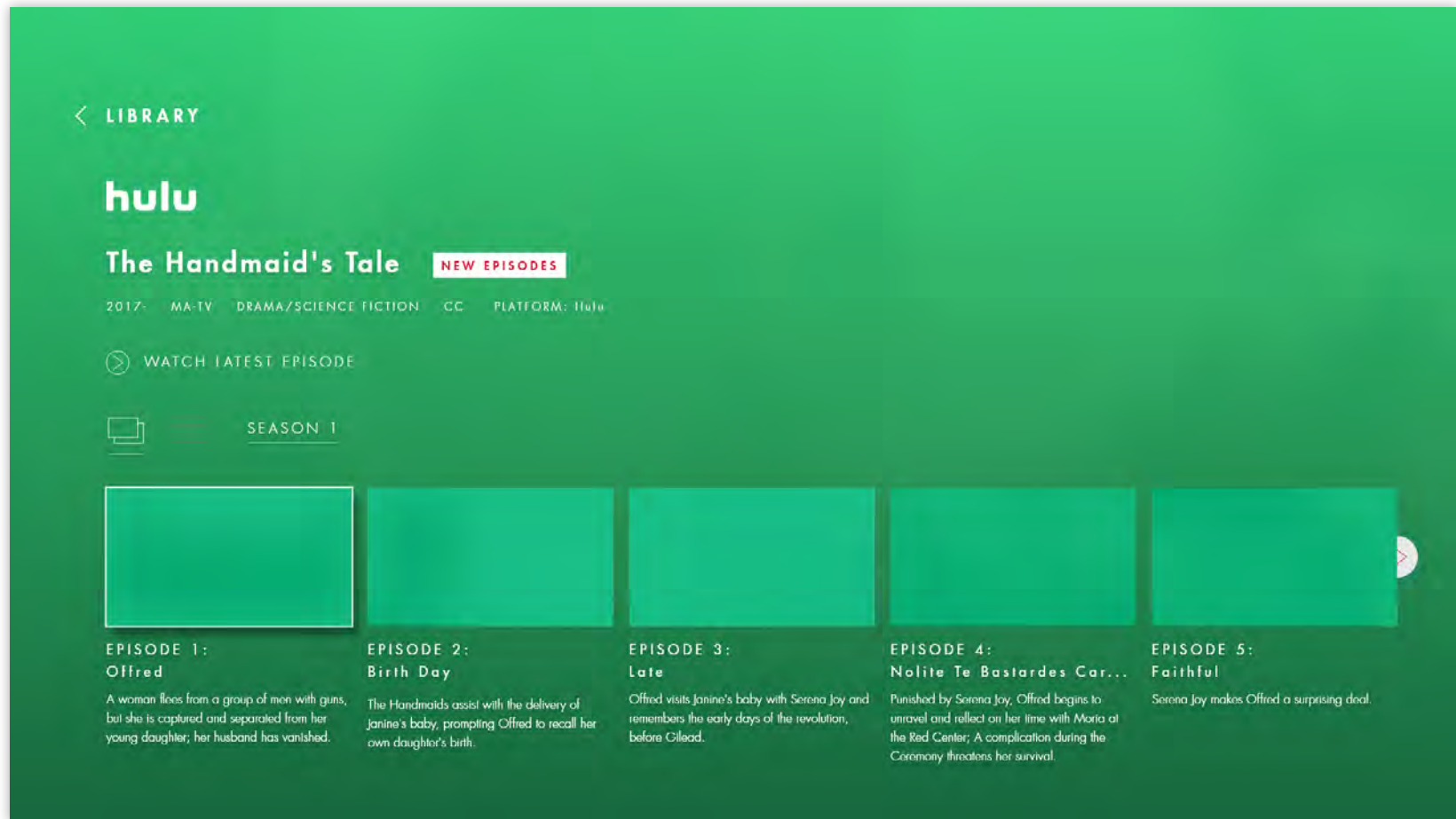
SHOW INFO

When selecting a show users are transported to the content's own screen where its ratings, seasons, episodes, and synopsis is presented. If the show is being distributing from other streaming services then XFINITY NEXUS will automatically allocate the best version.



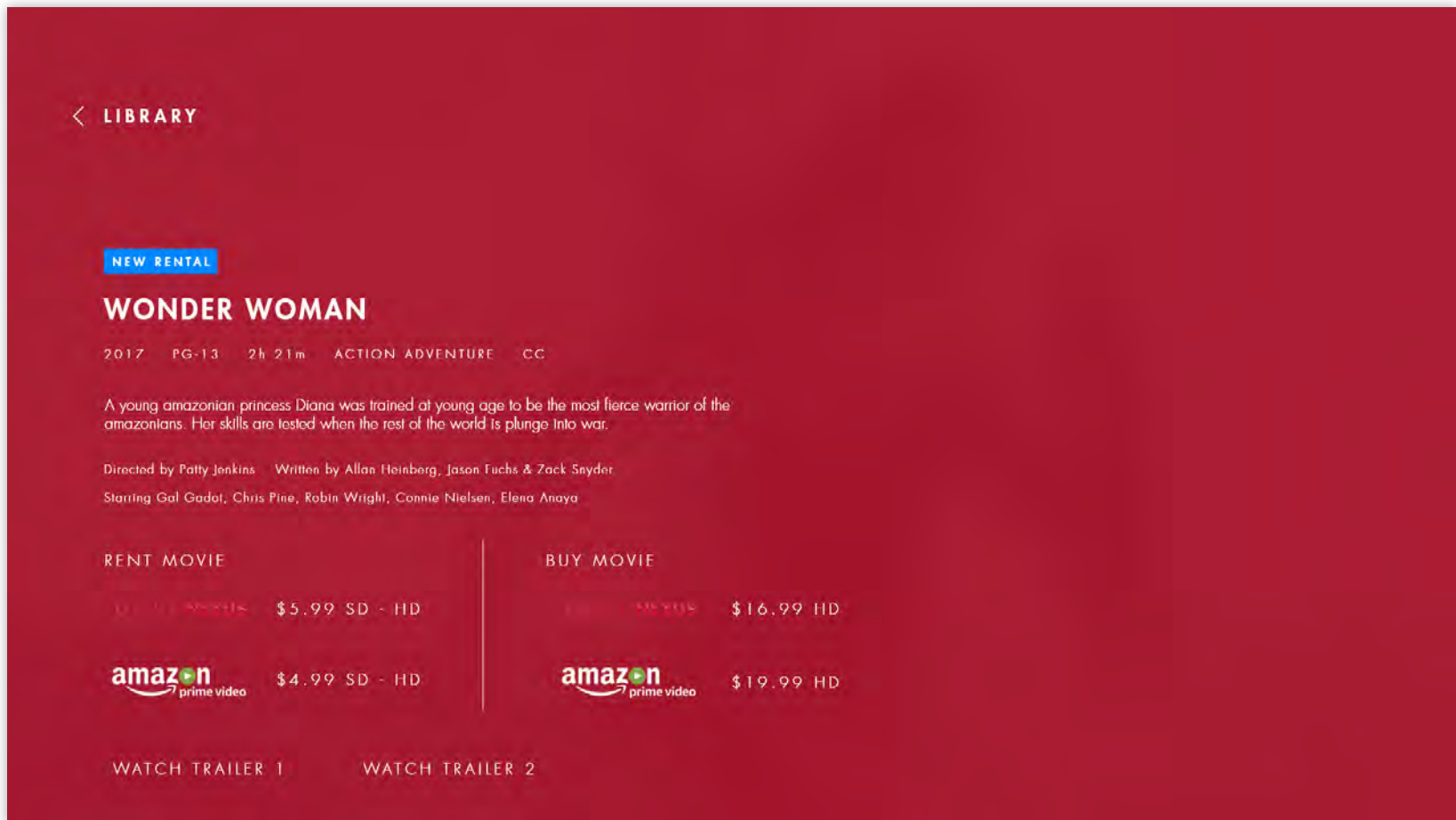
ORIGINAL SHOWS

If the show is an exclusive original from another streaming service then a brand logo will display to indicate where the content is from.



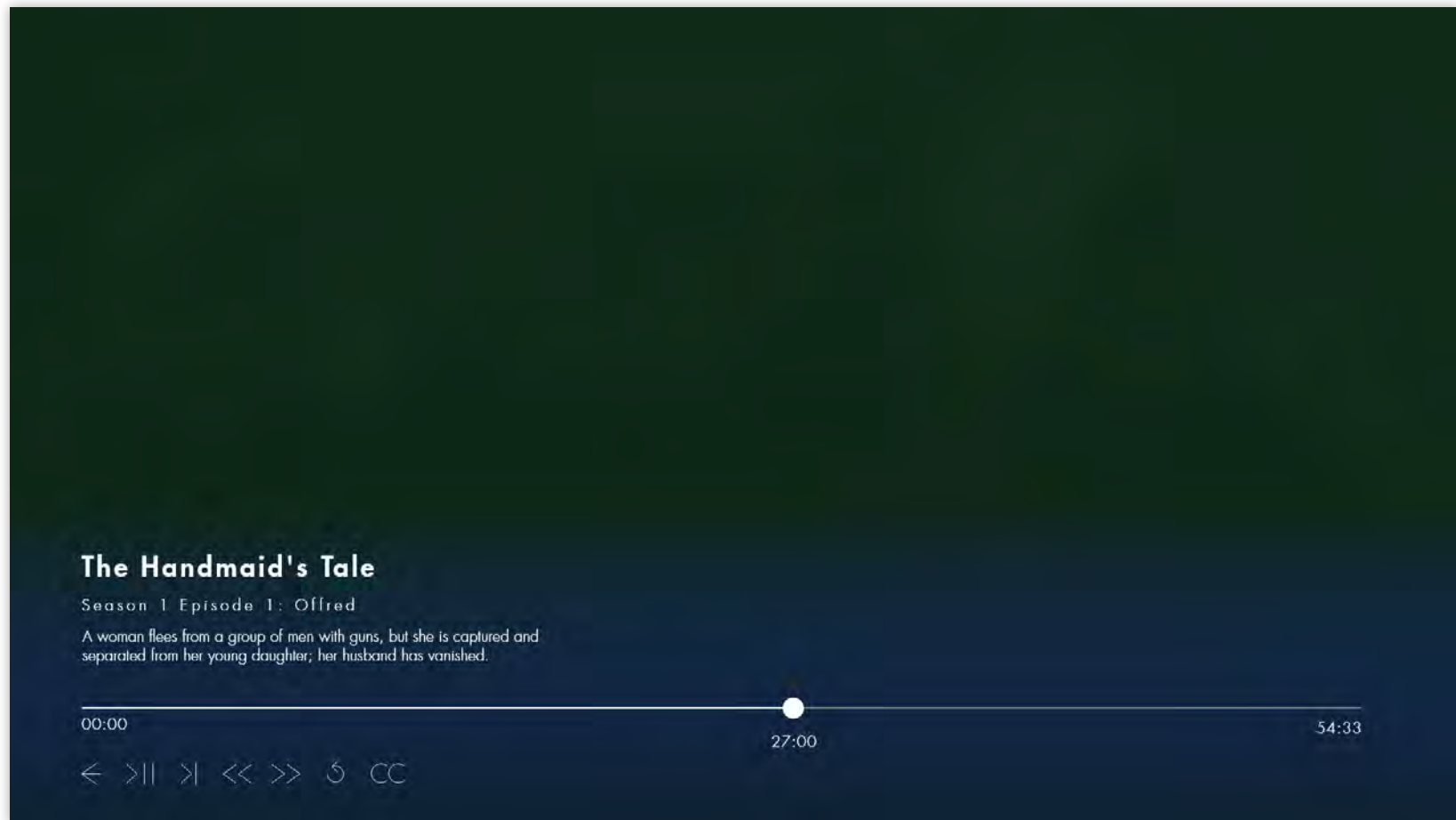
MOVIE RENTAL SCREEN INFO

A typical movie rental screen shows users different options to watch movies. If a user's connects their streaming services to XFINITY NEXUS, then streaming platforms like Amazon or Hulu will display their own rental fees.



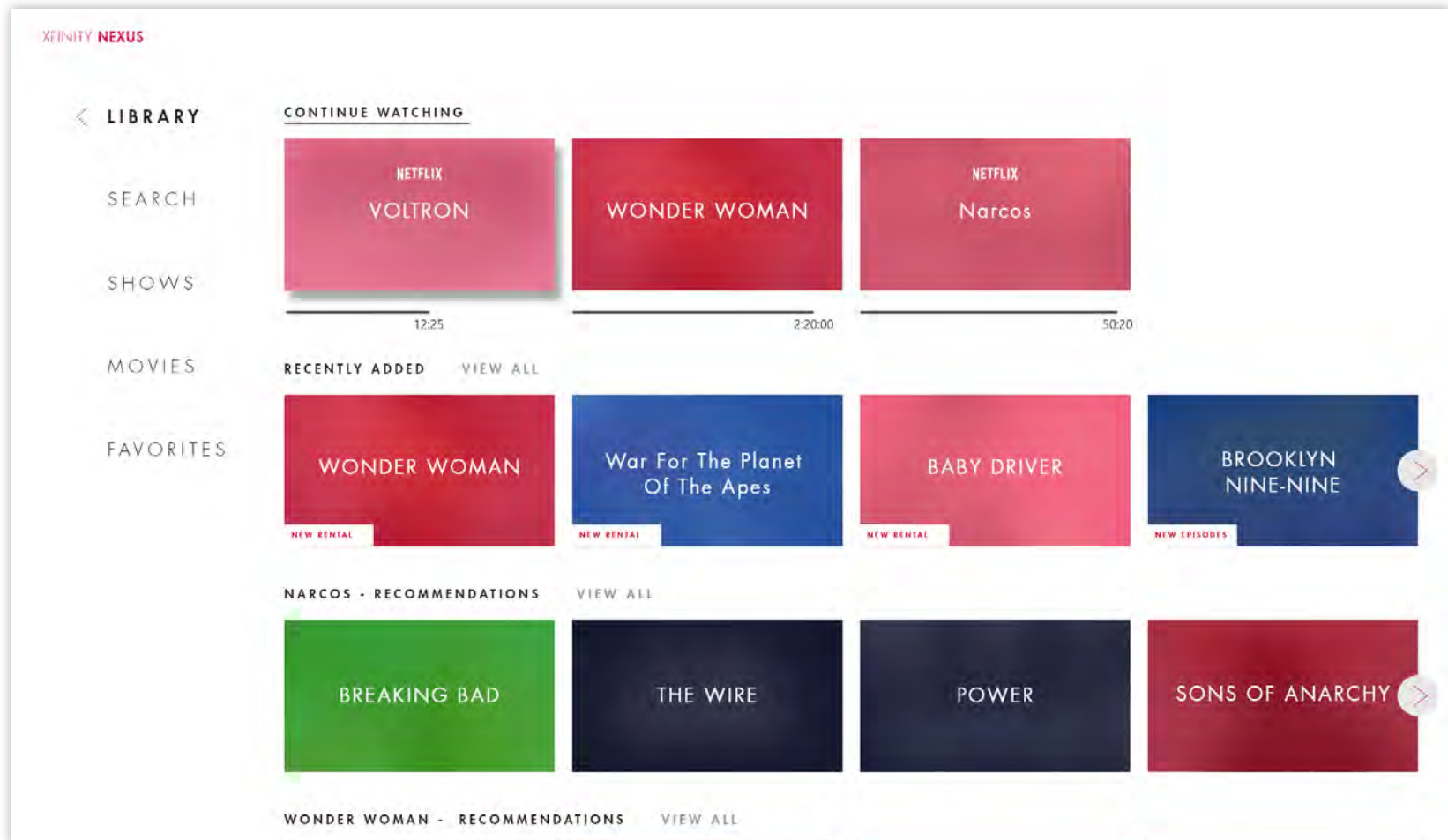
WATCHING

The video interface displays a show's title, episode title, synopsis and common playback features. Users can also choose the next episode, restart the episode from the beginning, and closed captions.



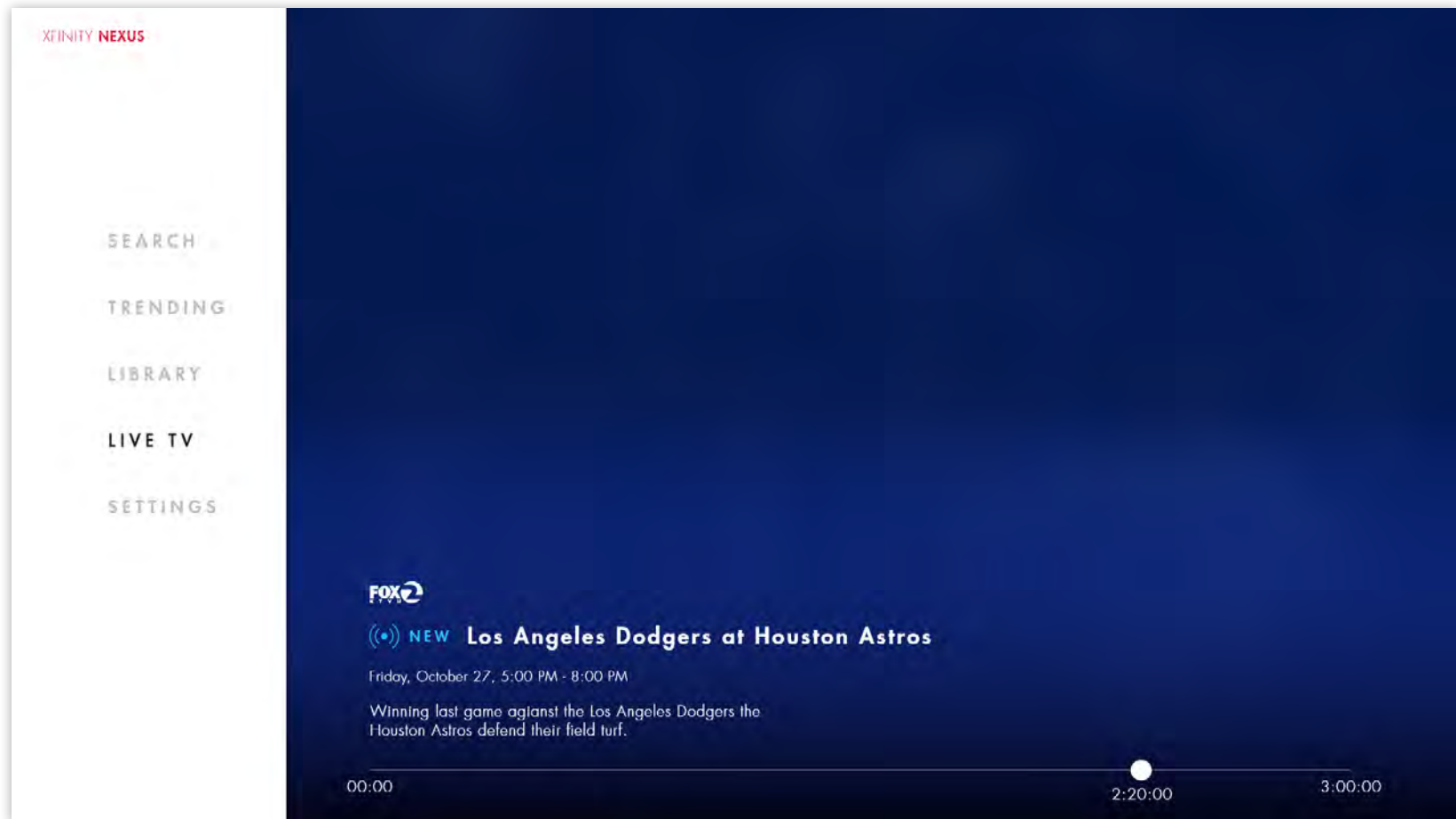
PERSONALIZED LIBRARY

Once a user watches enough content XFINITY NEXUS will sample the users tastes based on movies and shows watched and give recommendations.



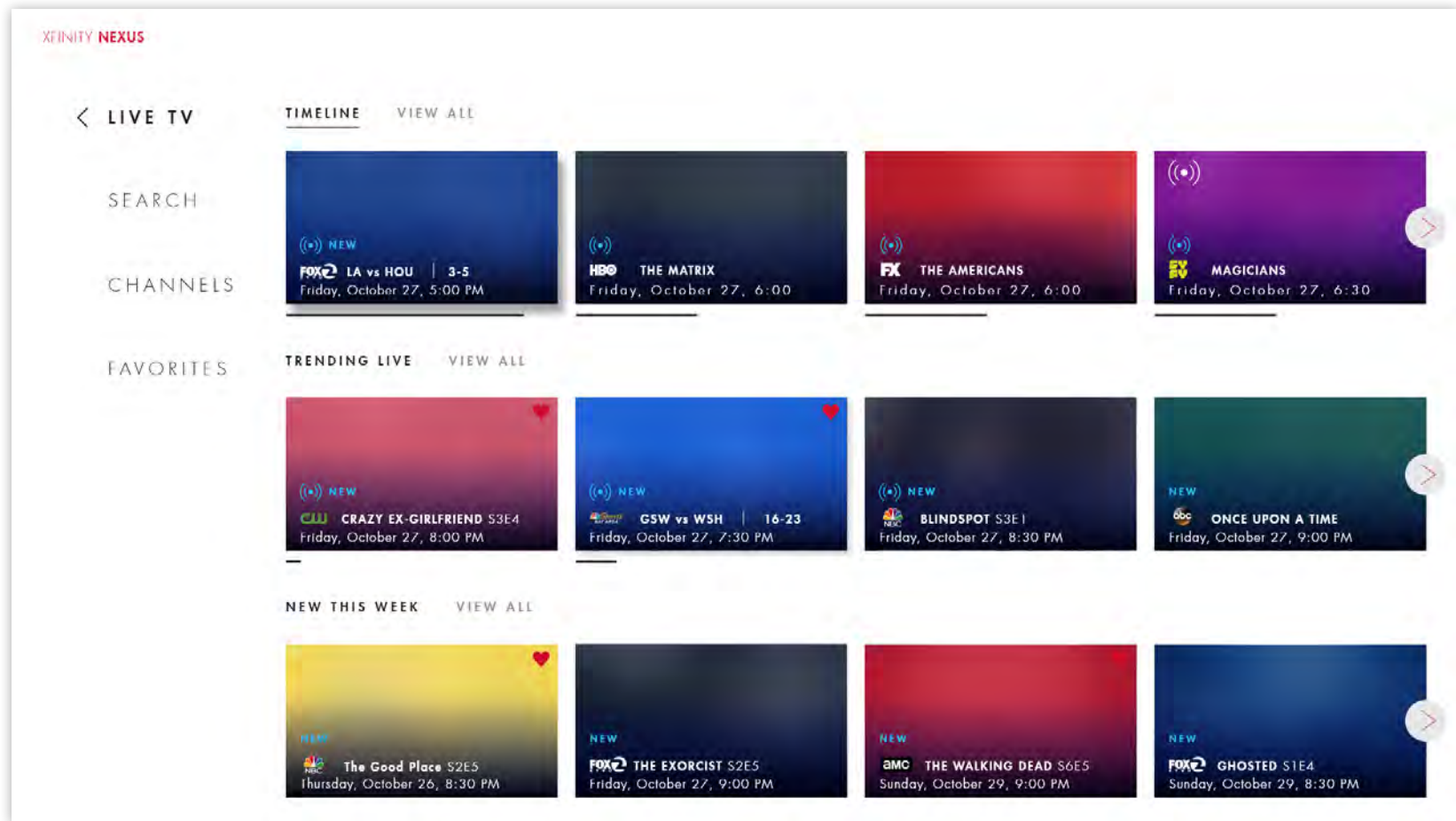
LIVE TV

LIVE TV is now live streaming with the same popular and premium channels users want.



LIVE TV MAIN SCREEN

LIVE TV will promote popular channels, upcoming episodes, sports, kids content, news and shows that are currently on air.



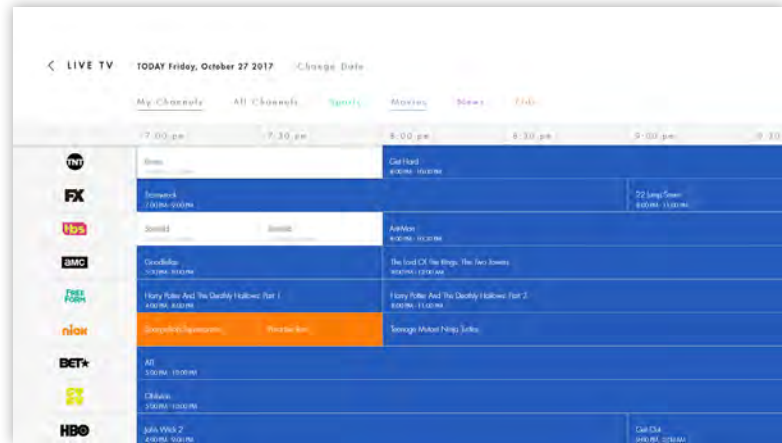
CHANNELS

The CHANNELS screen display all of the channels a user has subscribed to, but can also view other non-subscribed channels through ALL Channels. Users can filter content by Sports, Movies, and News programming.

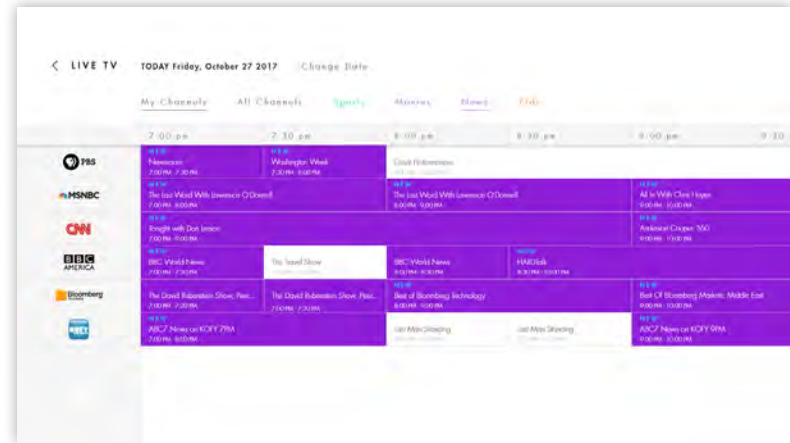
	7:00 pm	7:30 pm	8:00 pm	8:30 pm	9:00 pm	9:30 pm
FOX2	NEW MIB: Los Angeles Dodgers at Houston Astros 5:00 PM - 7:30 PM		NEW Hell's Kitchen 8:00 PM - 9:00 PM		NEW ♥ The Exorcist 9:00 PM - 10:00 PM	
NBC	NEW Extra 7:00 PM - 7:30 PM	NEW Access Hollywood 7:30 PM - 8:00 PM	NEW Blindspot 8:30 PM - 9:00 PM		NEW Dateline 9:30 PM - 10:00 PM	
CBS	NEW Family Food 7:00 PM - 7:30 PM	NEW Judge Judy 7:30 PM - 8:00 PM	NEW MacGyver 8:00 PM - 8:30 PM		NEW Hawaii Five-0 9:00 PM - 10:00 PM	
abc	NEW Jeopardy! 7:00 PM - 7:30 PM	NEW Wheel of Fortune 7:30 PM - 8:00 PM	NEW Once Upon a Time 8:00 PM - 8:30 PM		NEW Marvel's Inhumans 9:00 PM - 10:00 PM	
PBS	NEW Newsroom 7:00 PM - 7:30 PM	NEW Washington Week 7:30 PM - 8:00 PM	Great Performances 8:00 PM - 10:30 PM			
CW	NEW The Goldbergs 7:00 PM - 7:30 PM	The Goldbergs 7:30 PM - 8:00 PM	NEW ♥ Crazy Ex-Girlfriend 8:00 PM - 9:30 PM		NEW Jane the Virgin 9:30 PM - 10:00 PM	
TNT	Bones 8:00 PM - 7:30 PM		Get Hard 8:00 PM - 10:00 PM			
Sports Bay Area	NEW Warriors Pregame Live 6:30 PM - 7:30 PM	NEW ♥ Golden State Warriors vs Washington Wizards 7:30 PM - 10:30 PM				
ESPN	NEW College Football - Rams @ Lobos 6:30 PM - 7:30 PM					

FILTER CHANNELS

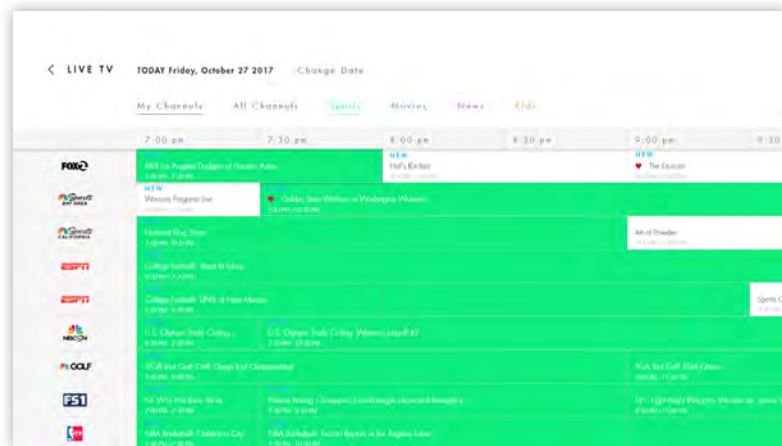
Users can filter channels by Sports, Movies, News, and Kids programming.



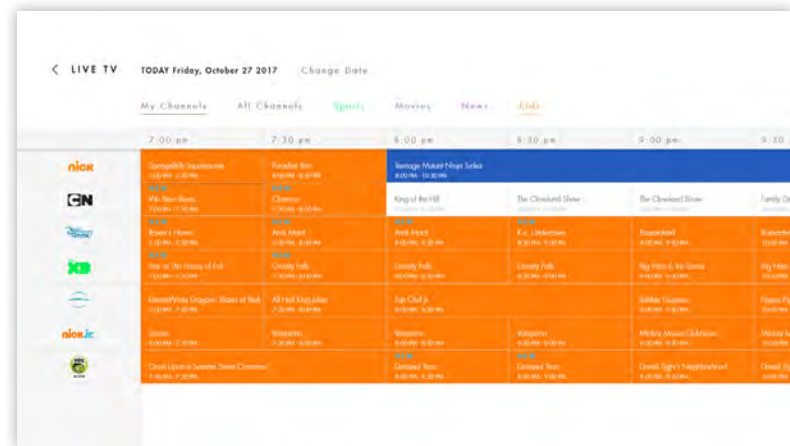
Movies



News



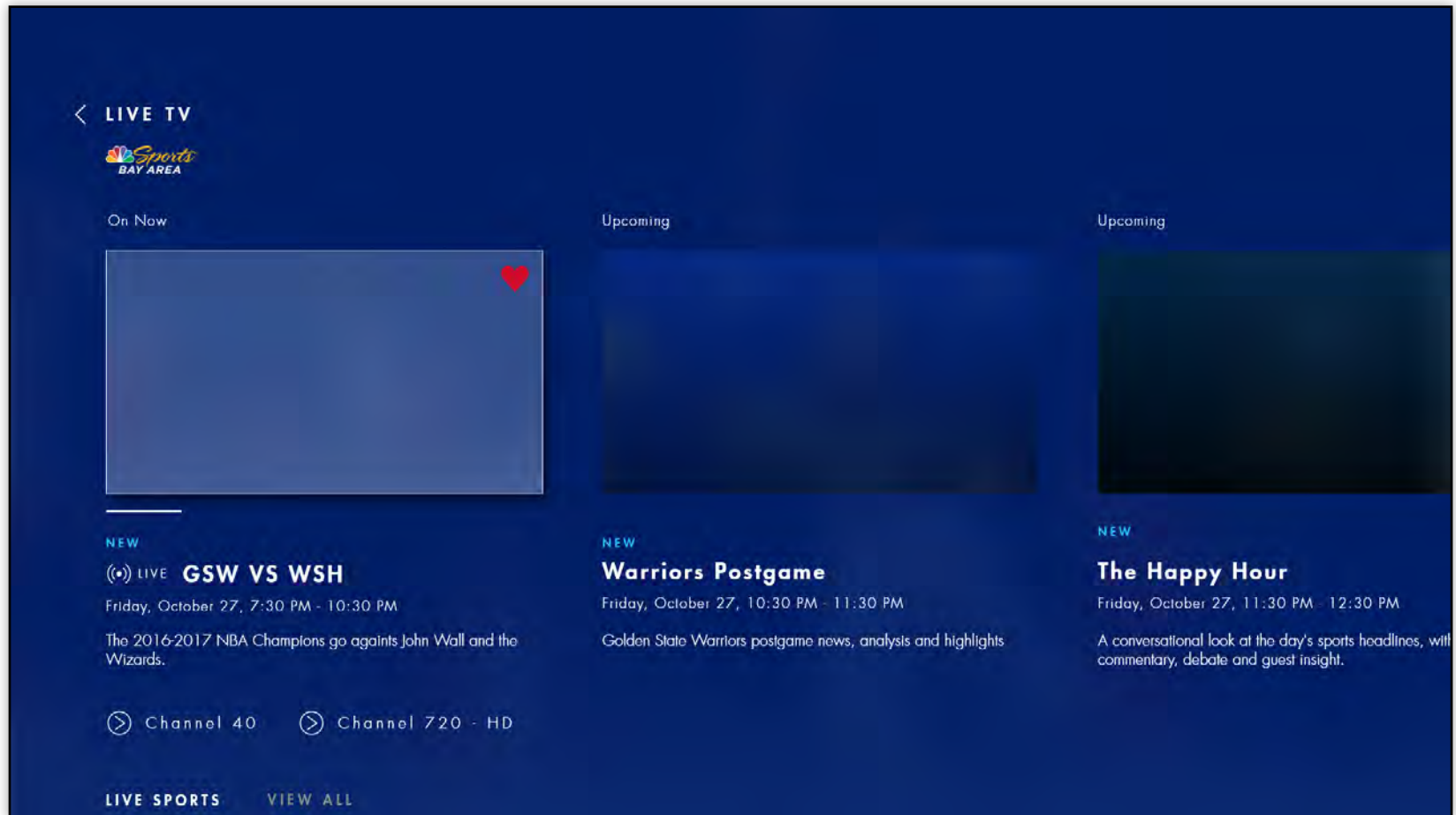
Sports



Kids

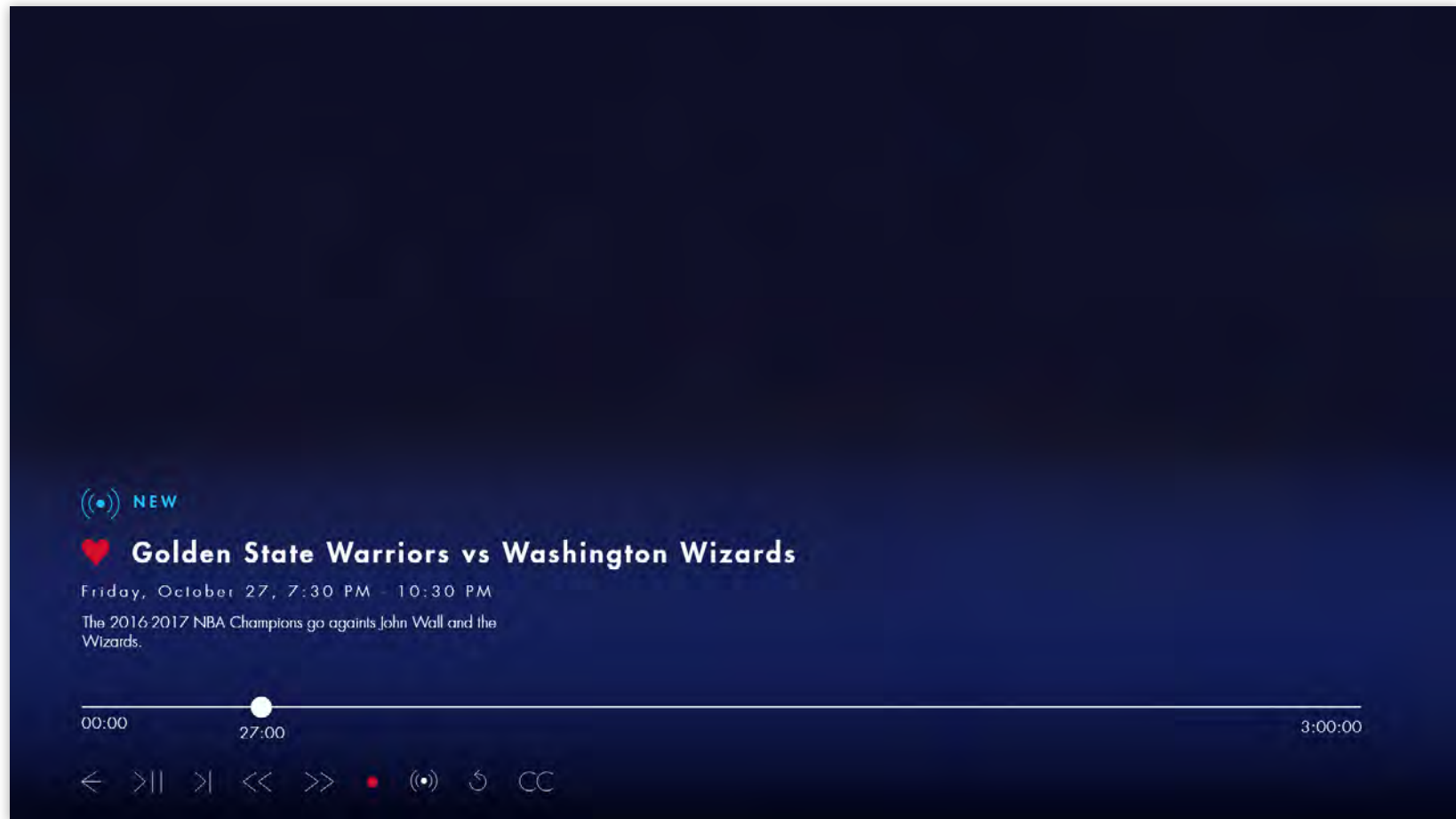
CHANNEL INFO

Each channel has their own dedicated screen that displays already in progress content and upcoming content as well. Relevant information like show synopsis, rating, date, sport scores, and channel number will be presented.



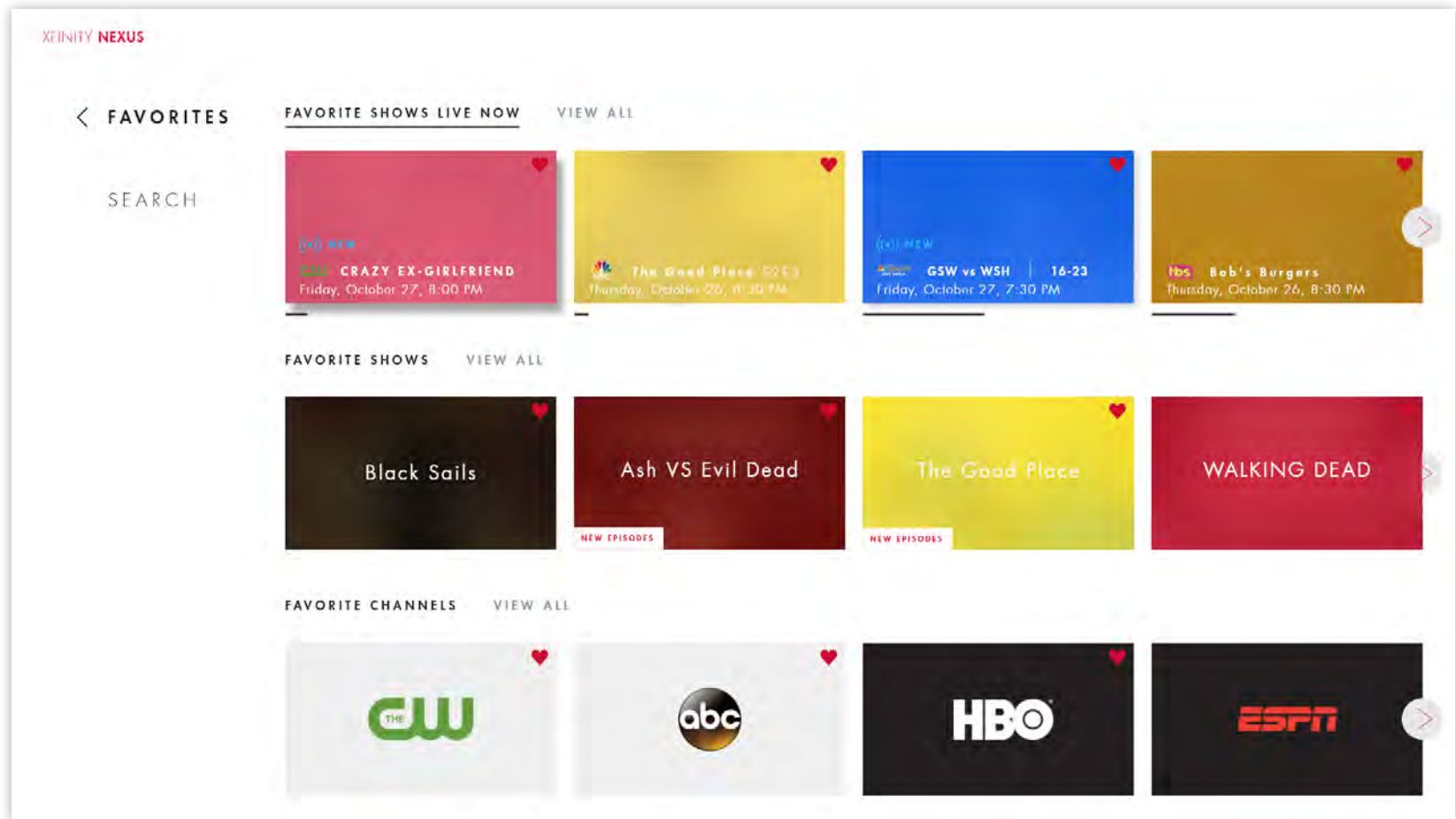
LIVE TV WATCHING

The playback features of LIVE TV are similar to video on-demand, except LIVE TV gives you the option to record the show, lets users go back and watch from the beginning or watch the show in progress.



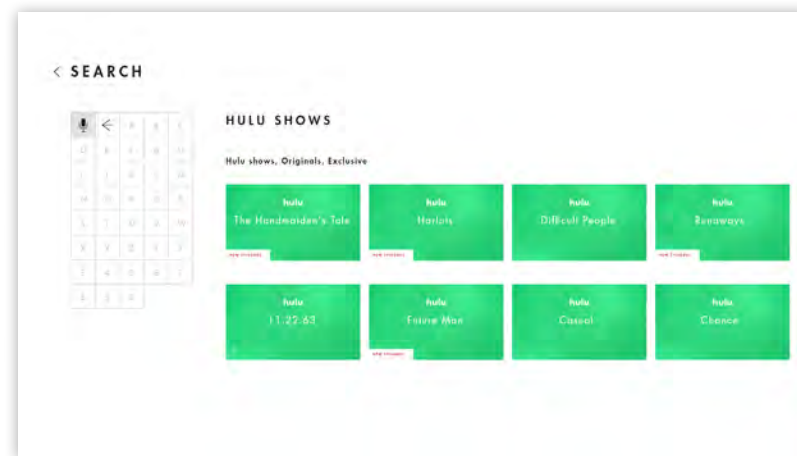
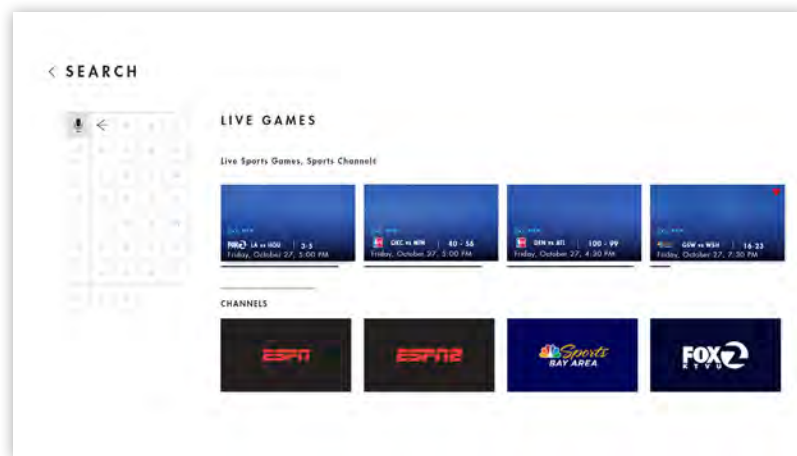
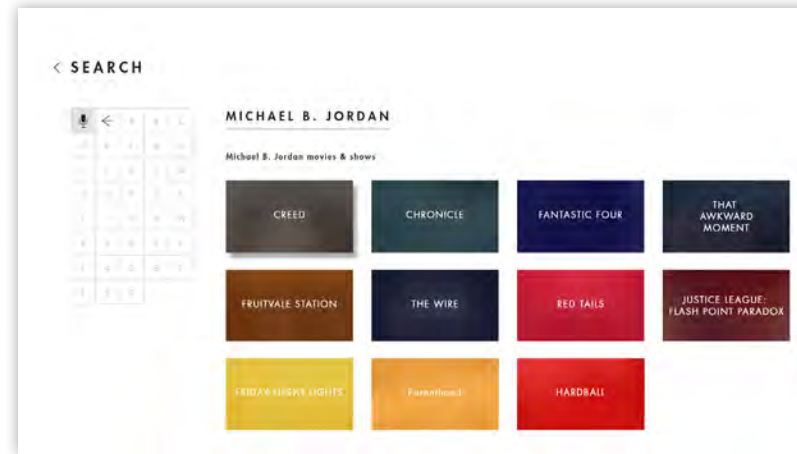
FAVORITES

The FAVORITES screen displays all the shows, movies, and channels a user has pick as their favorites, and will also display which show or movie is currently live on TV.



SEARCH

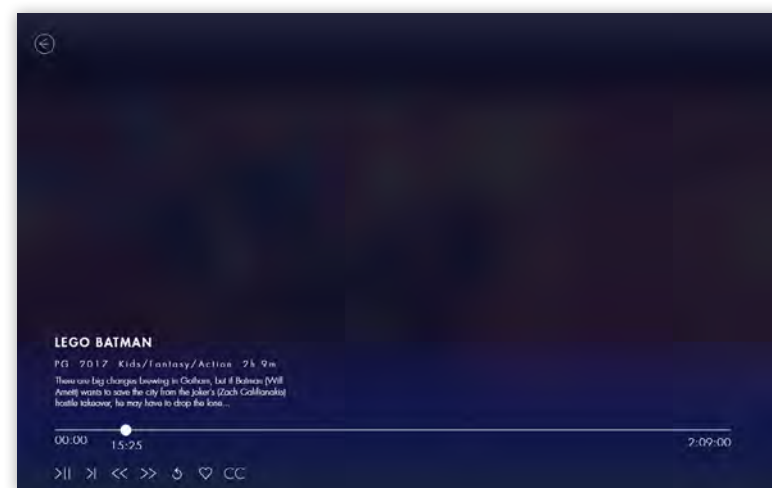
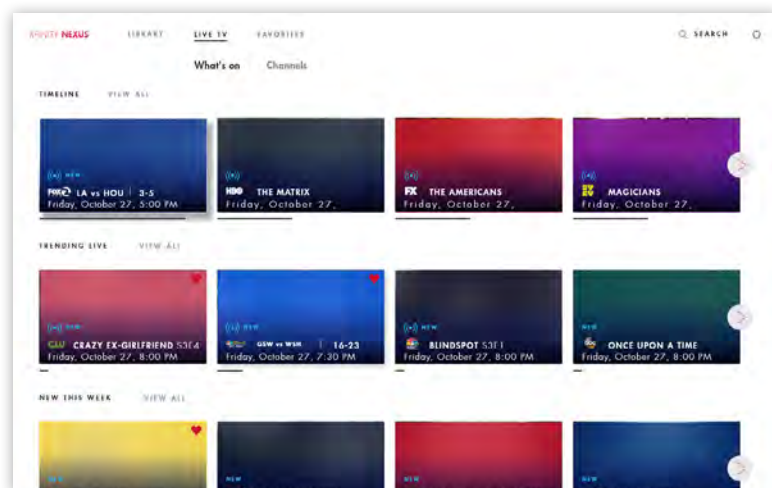
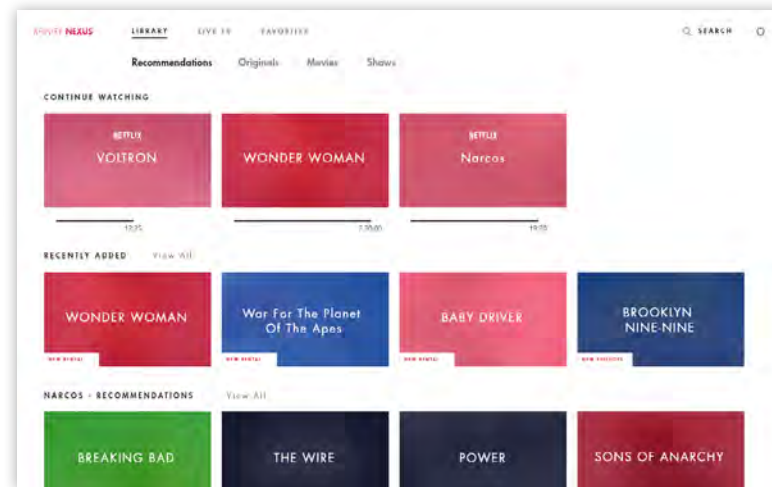
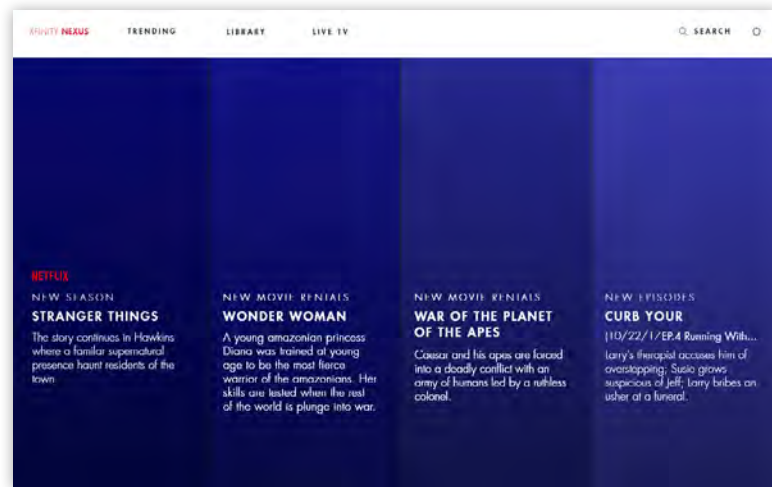
Searching functionality is an important feature for users, and using XFINITY NEXUS remote users can use voice search to find any type of movie, show or channel.



WEB INTERFACE

WEB, DESKTOP, NOTEBOOK

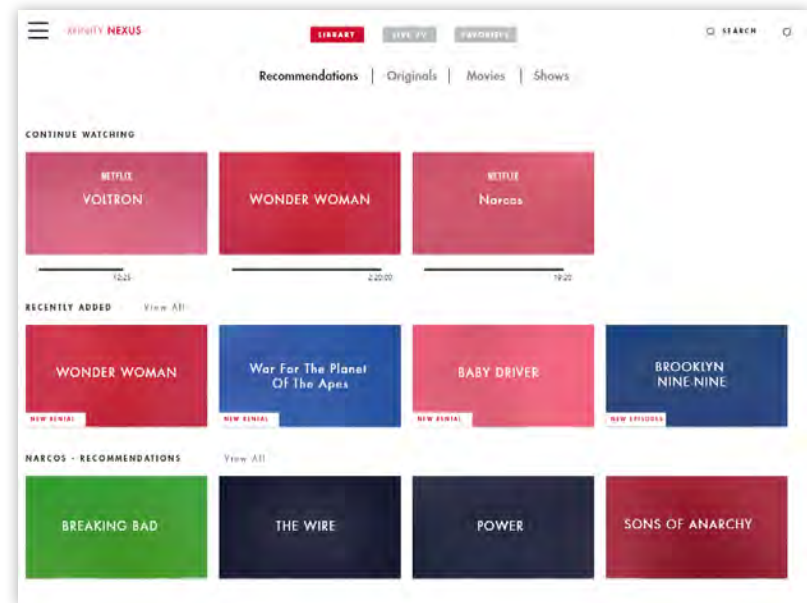
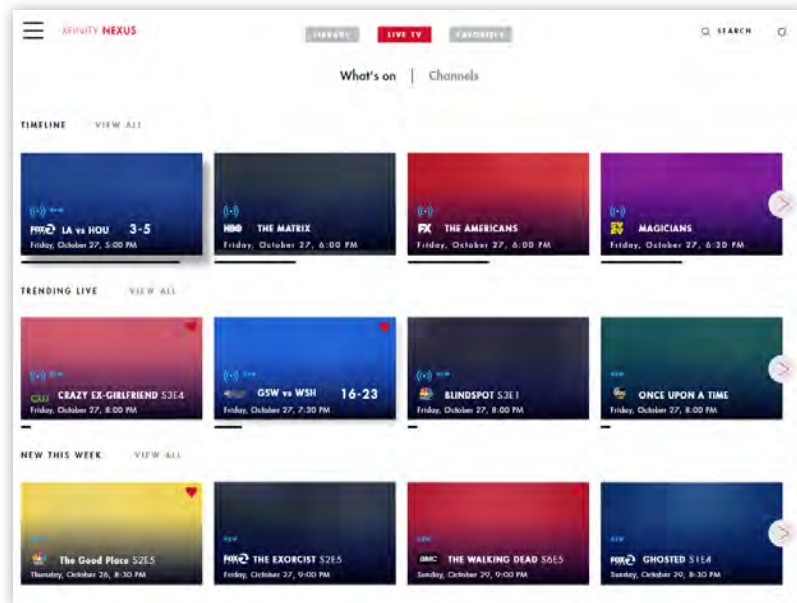
XFINITY NEXUS can be access through online for desktop and notebook computers. The web interface is heavily web-centric and familiar. Users can also resume any program from any device.



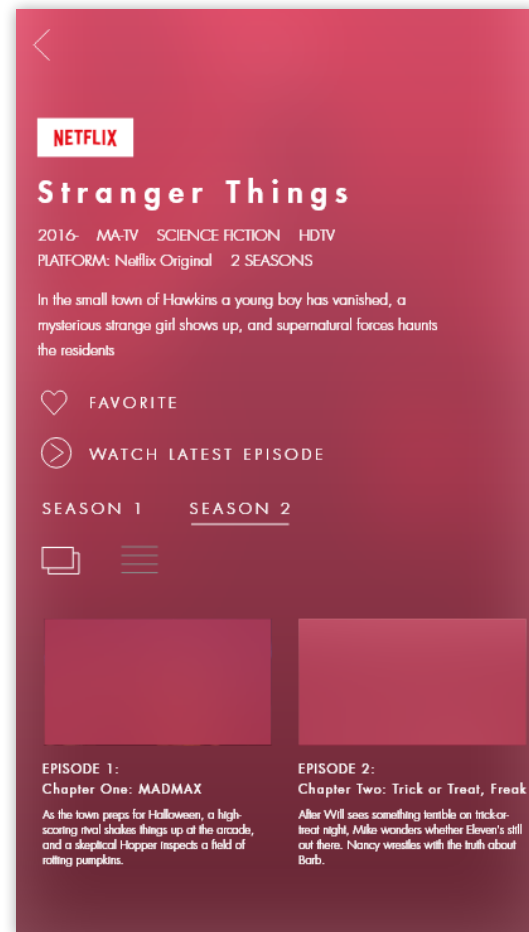
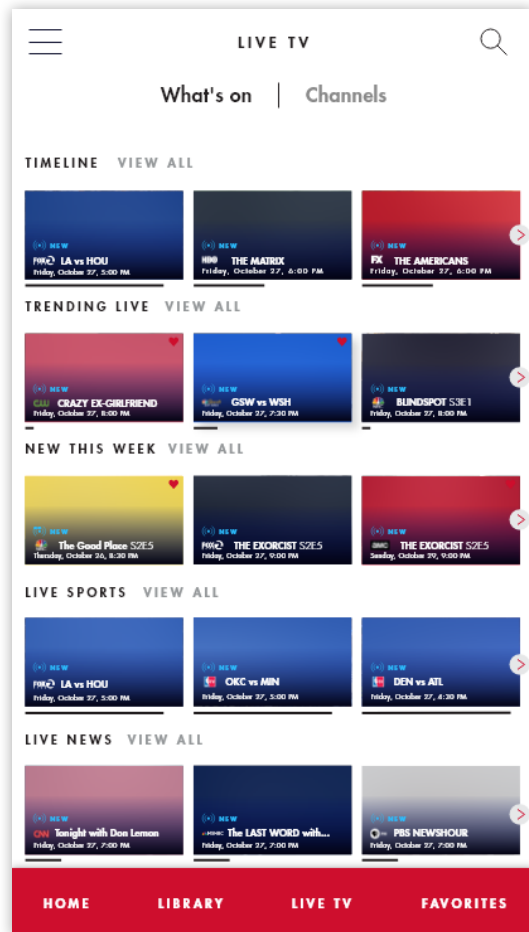
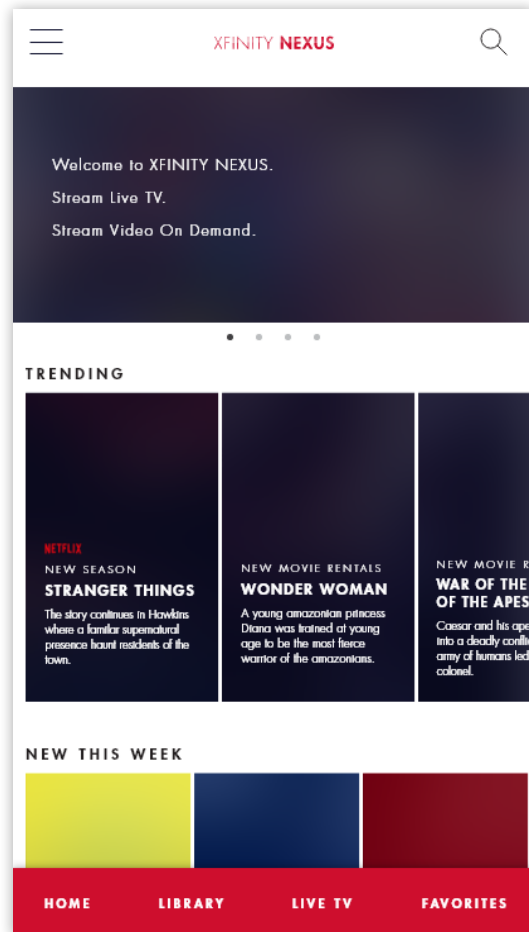
TABLET INTERFACE

TABLET DEVICES

XFINITY NEXUS for tablets has a very similar visual design, but the interface is different favoring a user experience that is easy to navigate with touch.



SMARTPHONE DEVICES



BRAND GUIDELINES

IDENTITY SIGNATURE I

LOGO TYPE

The new XFINITY logo is redesigned to represent a new reformed product that is bold and diverse, yet still convey familiarity. XFINITY communicates the long standing TV entertainment that has been the staple of cable TV and on-demand video. NEXUS is the connection between all of the qualities and features of Live TV, video on-demand, and streaming services bringing them together.

XFINITY NEXUS

FUTURA LIGHT

FUTURA HEAVY

IDENTITY SIGNATURE II

CLEAR SPACE

It is best for the XFINITY NEXUS logo is to be surrounded with reasonable amount of white space. The height of "N" of NEXUS of XFINITY NEXUS is the clear space in which no foreign design elements shall occupy.



BLACK & WHITE

XFINITY **NEXUS**



LOGO MISUSES

✗ XFINITY NEXUS

Do not horizontal scale the logo.

✗ XFINITY NEXUS

Do not distort the logo.

✗ XFINITY NEXUS

Do not vertical scale the logo.

✗ XFINITY NEXUS

Do not change the logo's color or give it a stroke.

✗ XFINITY NEXUS

Do not rearrange the logo elements.

✗ XFINITY NEXUS

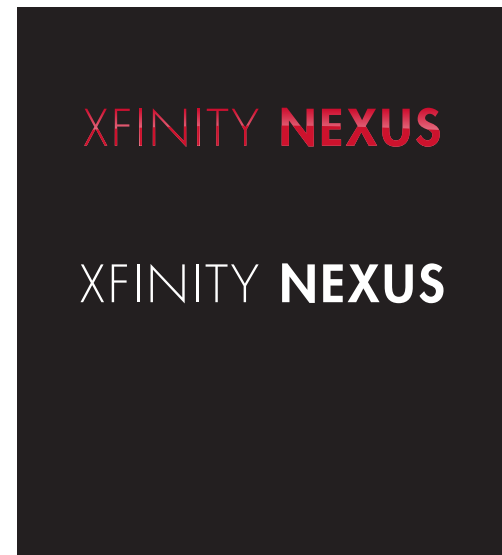
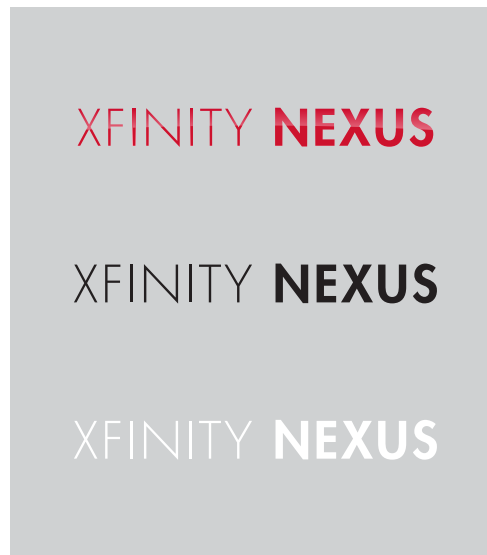
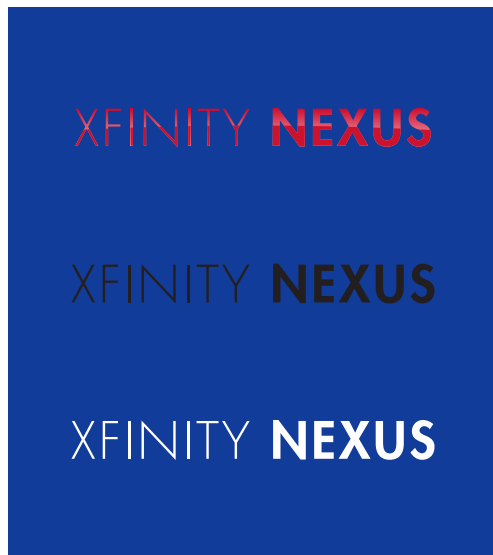
Do not place the logo over a gradient.

✗ XFINITY NEXUS

Do not place the logo over low contrast color.

PROPER LOGO USES

XFINITY NEXUS logo should be placed over color backgrounds that display high contrast between the logo and background.



BRAND TYPEFACE I

FUTURA FAMILY

Futura is our new primary typeface, a modern and elegant family that conveys the reformed, bold and diverse qualities of XFINITY NEXUS.

FUTURA HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BRAND TYPEFACE II

FUTURA LIGHT

Futura Light is used for body text, but it can also be used for sub headlines and tag lines.

FUTURA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BRAND COLORS I

LOGO COLORS

XFINITY NEXUS Red

PANTONE 186 C

#CF0C2D

XFINITY NEXUS Light Red

#F7B7C1

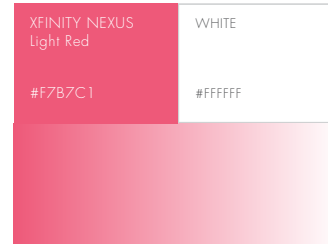
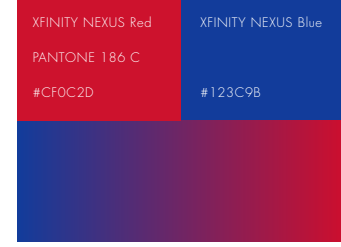
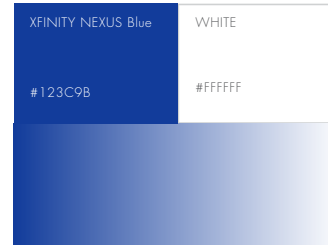
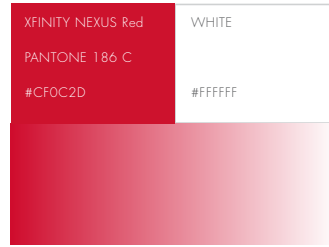
#CF0C2D

#F7B7C1

BRAND COLORS II

BRAND COLORS

Our brand colors are used for visual imagery (i.e, photos, and graphics), marketing advertisements, stationary, iconography, and XFINITY NEXUS user interface imagery. Use these colors whenever possible.



TYPOGRAPHY COLORS

Primary colors are used best used for body copy, headlines, tag lines.

Secondary colors are only to be used for buttons, highlights, any other active interaction.

Primary typography colors

<p>XFINITY NEXUS Black Grey</p> <p>#231F20</p>	<p>WHITE</p> <p>#FFFFFF</p>
--	-----------------------------

Secondary typography colors

<p>XFINITY NEXUS Red</p> <p>PANTONE 186 C</p> <p>#CF0C2D</p>	<p>XFINITY NEXUS Light Blue</p> <p>#2CBEFF</p>	<p>XFINITY NEXUS Light Grey</p> <p>#BCBEC0</p>
--	--	--

PRINT AD 1

ORIGINALS

"ORIGINALS" print ad showcases XFINITY NEXUS ability to bring other streaming services' original content to the XFINITY NEXUS interface.

The advertisement features a dark, abstract background with diagonal bands of red, purple, and blue. The text is centered and reads:

XFINITY NEXUS

STREAM LIVE.
STREAM ORIGINALS.
WATCH TOGETHER.

CONNECT YOUR FAVORITE
STREAMING PLATFORM TO XFINITY NEXUS.

At the bottom, there is a horizontal bar containing the logos for Amazon Prime Video, Netflix, HBO, and Hulu.

PRINT AD II

ANY DEVICE

The "ANY DEVICE" advertisement displays how XFINITY NEXUS can be on every device from TV to smartphone and to gaming consoles.

The advertisement features a central image of a large television displaying a streaming interface with a 'TRENDING' section. In front of the TV are a laptop, a smartphone, and a tablet, all displaying the same interface. The background is a light gray gradient.

XFINITY NEXUS

STREAM ON ANY DEVICE.
WATCH TOGETHER.

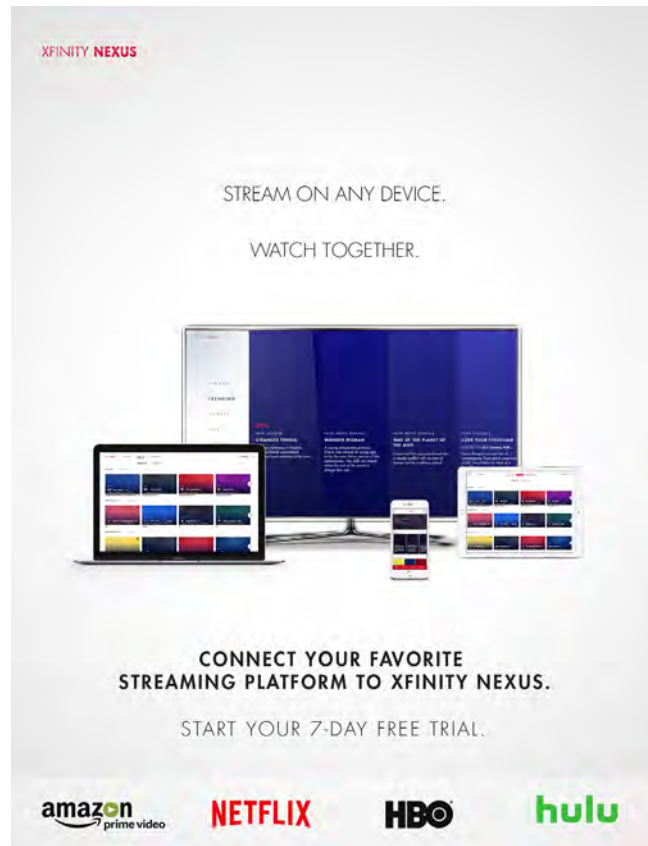
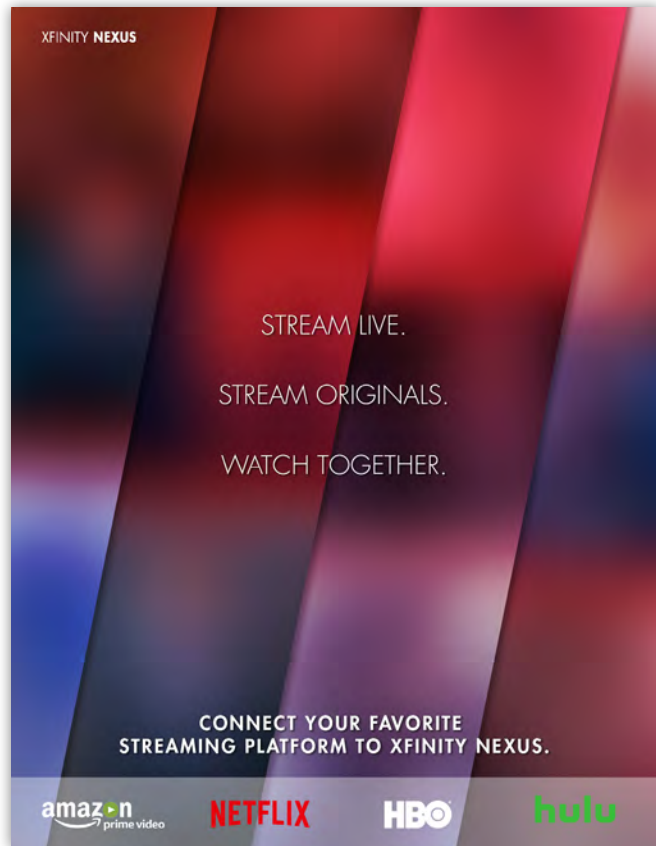
**CONNECT YOUR FAVORITE
STREAMING PLATFORM TO XFINITY NEXUS.**

START YOUR 7-DAY FREE TRIAL.

amazon prime video **NETFLIX** **HBO** **hulu**

AD USAGE

“ORIGINALS” and “ANY DEVICE” print ad properly displays brand colors, typography use, and visual elements that exemplifies XFINITY NEXUS visual language. Print Ads should be display in physical space like magazines and large signage prints.



WEB ADS

WEB AD USAGE

“ORIGINALS” and “ANY DEVICE” print ad properly displays brand colors, typography use, and visual elements that exemplifies XFINITY NEXUS visual language. Print Ads should be display in physical space like magazines and large signage prints.

XFINITY NEXUS
Stream on any device.
Watch together.

Start your 7-day free trial.

XFINITY NEXUS
Stream Originals. Watch together.

Start your 7-day free trial.

NETFLIX
STRANGER THINGS

hulu
THE HANDMAID'S TALE

amazon prime video
THE TICK

HBO
GAME OF THRONES

XFINITY NEXUS
Stream Live. Stream Originals
Watch together.

Start your 7-day free trial.

NETFLIX
STRANGER THINGS

hulu
THE HANDMAID'S TALE

amazon prime video
THE TICK

HBO
GAME OF THRONES

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HBO
GAME OF THRONES

hulu
THE HANDMAID'S TALE

amazon prime video
THE TICK

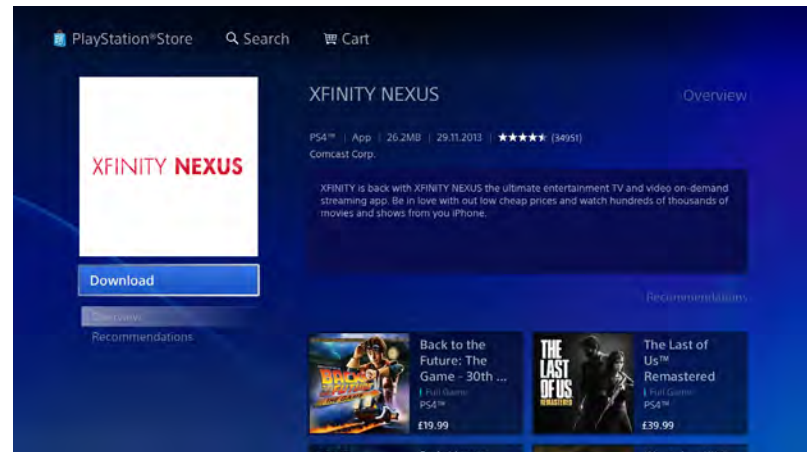
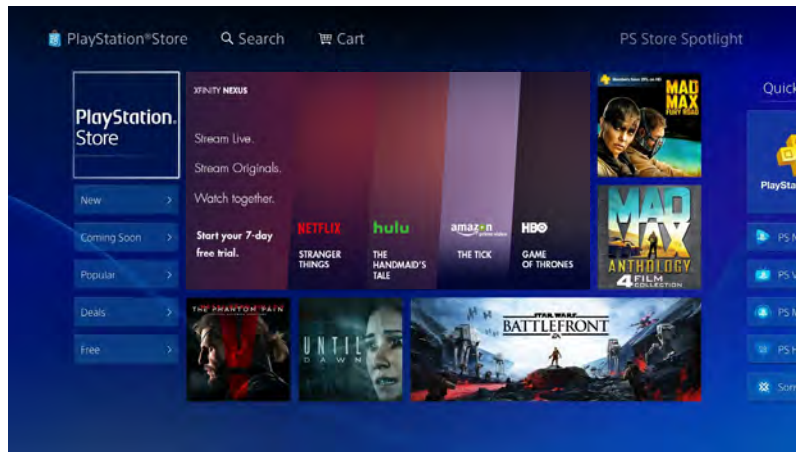
XFINITY NEXUS
Stream Live.
Stream Originals.
Watch together.

Start your 7-day free trial.

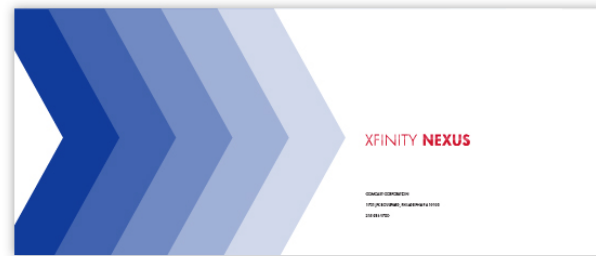
XFINITY NEXUS
Stream on any device.
Watch together.

Start your 7-day free trial.

PLAYSTATION 4 STORE MOCK UP



STATIONARY ENVELOPES, BUSINESS CARD, PENCIL



STATIONARY LETTERHEAD



XFINITY NEXUS

November 16, 2017

Christopher Logan
5629 Cirke Dr.
Richmond, CA 94803

Dear Greg,

Thank you for letting me know the outcome of your job search.

I was delighted (but not surprised in the least) to learn that you landed the job with ABC Company that you asked me to refer you for after we met at XYZ University's Alumni Gathering. You impressed me then with your drive, self-motivation, and academic achievements, and it's clear that your new employer values these characteristics as well!

I know that you will enjoy all of the great opportunities and challenges that your new job offers. Onward and upward!

Best regards,

Christopher Logan

Comcast Corporation
1701 JFK Boulevard, Philadelphia PA 19103
215-286-1700

APPLICATION ICON 1

"X" ICON

XFINITY NEXUS "X" is a graphic icon for the mobile devices and digital store fronts.



IDEATION

BRAINSTORMING

WORD LISTS

Abundance	Drama	Live	Original	Simple
All-in-on	Dynamic	Loaded	Payless	Sleek
Bold	Ease	Modern	Perfect	Sophisticated
Buffet	Efficient	Movies	Platform	Stable
Bundle	Elegant	Multi	Polished	Streaming
Capable	Experience	Nexus	Premium	Sync
Channels	Fast	Nimble	Productive	Tasteful
Combo	Filter	On-demand	Professional	Television
Display	Flow	Online	Refined	Together
Diverse	Future	Options	Reformed	Useful

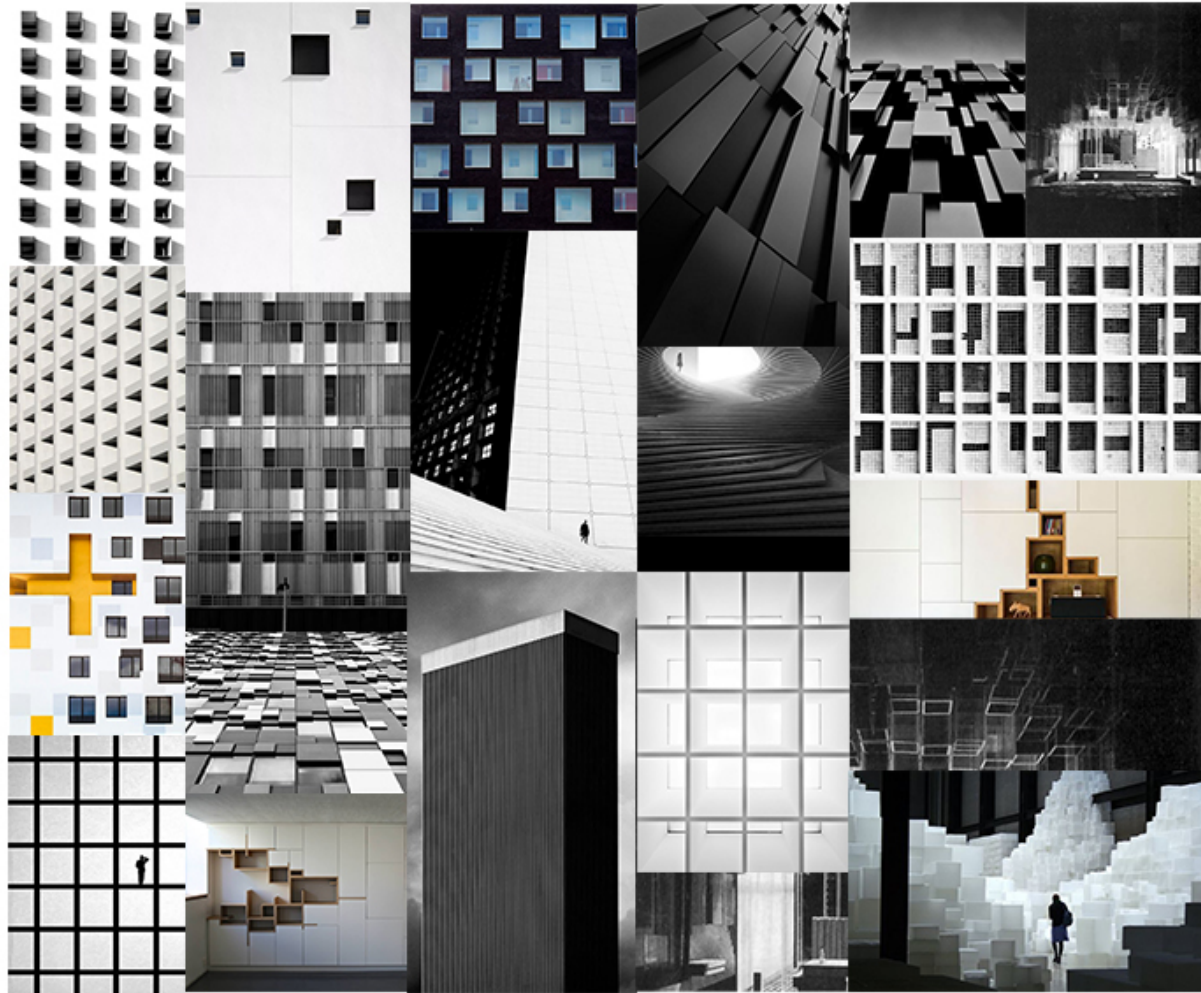
MOOD BOARD: PEOPLE WATCHING



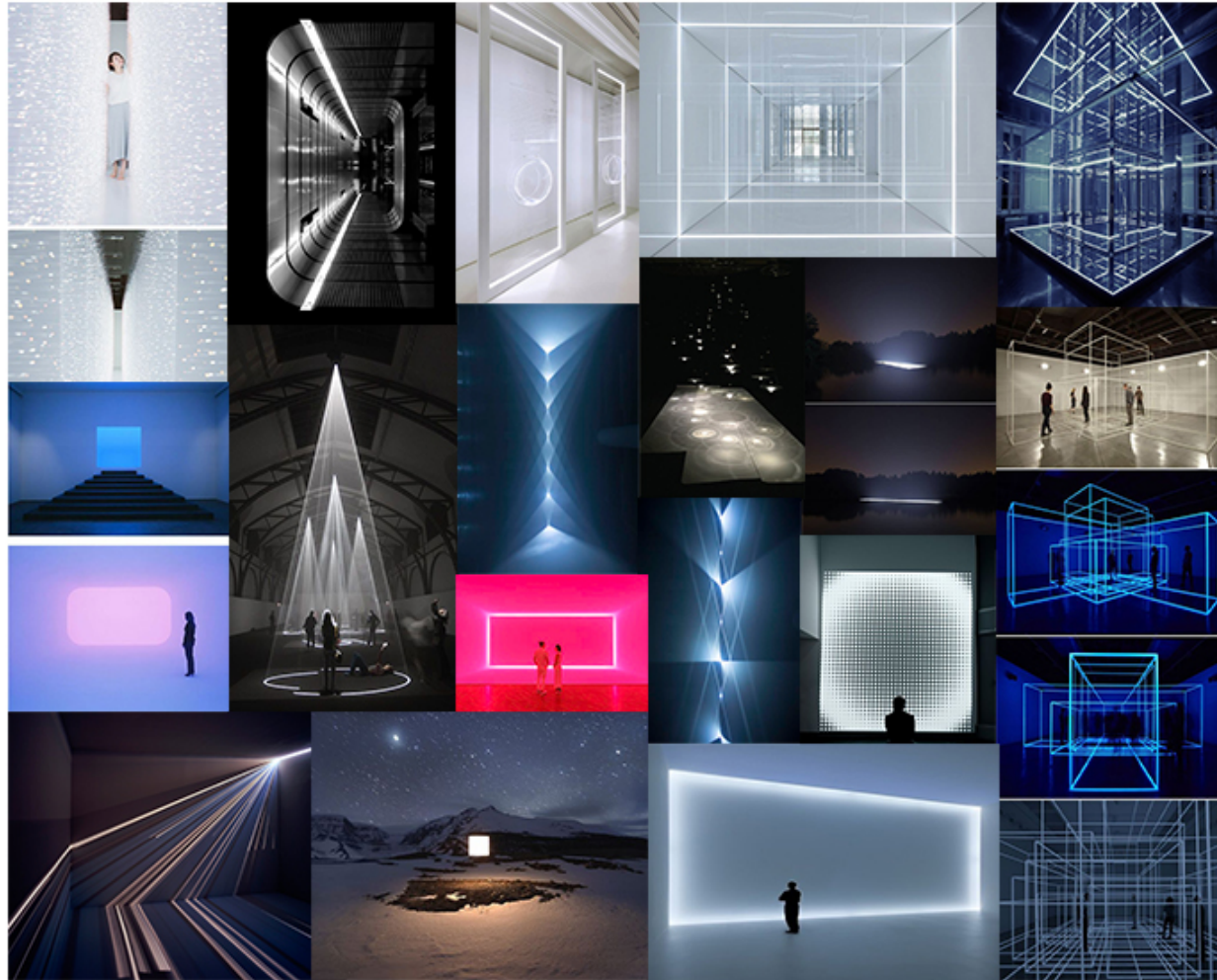
MOOD BOARD: TVS



MOOD BOARD: GRIDS



MOOD BOARD: LIGHTS



LOGO CONCEPTS

XFINITY **NEXUS**



XFINITY **NEXUS**

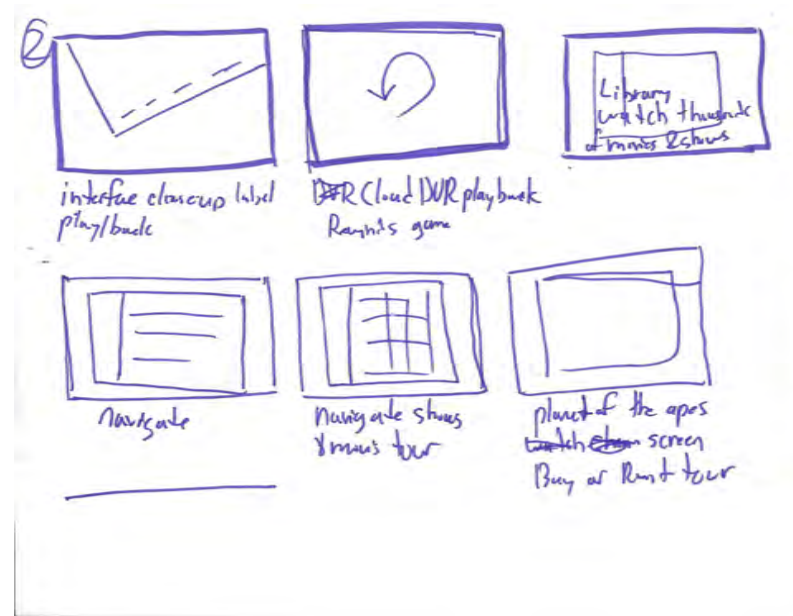
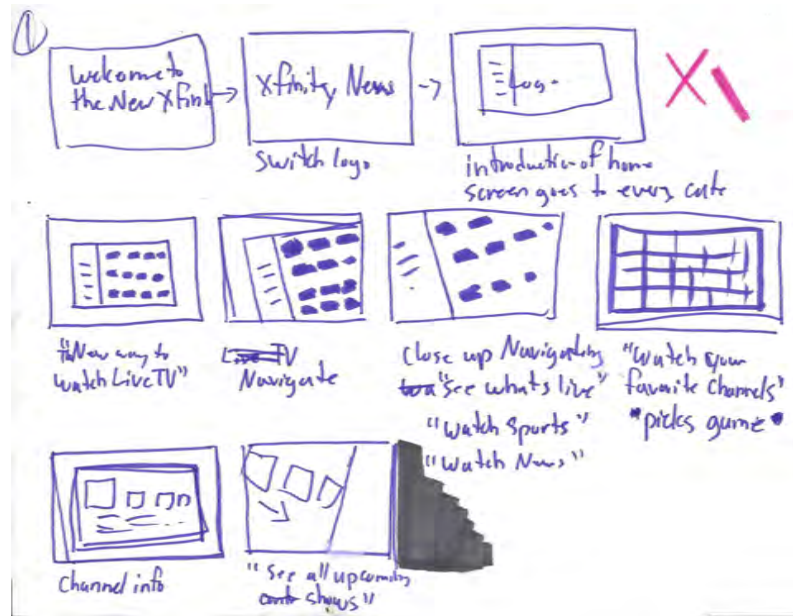


XFINITY **NEXUS**



MOTION DESIGN CONCEPT

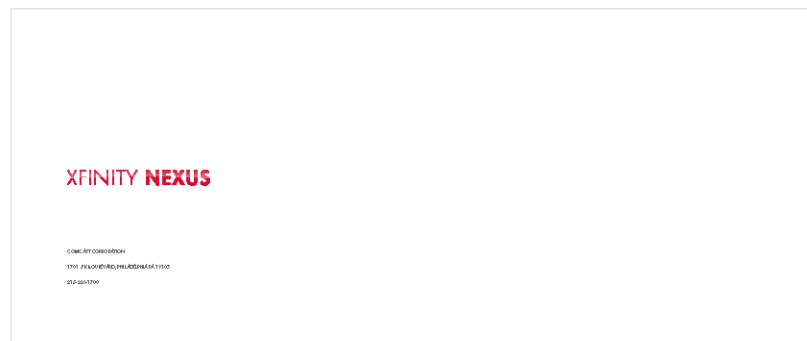
The concept was to show audiences the different types of features, content, and functionality of the application. I thought it was important to present the video in a sleek style to present the professionalism of the brand and its product.



STATIONARY: LETTERHEAD DESIGN VERSION 1



STATIONARY: ENVELOPE, PENCIL, BUSINESS CARD DESIGN VERSION 1



RESEARCH LINKS

<http://www.pewinternet.org/2015/12/21/4-one-in-seven-americans-are-television-cord-cutters/>

<https://www.cnbc.com/2017/03/21/cord-cutting-not-happening-deloitte-survey-shows.html>

<http://variety.com/2017/digital/news/cord-cutting-2016-pay-tv-research-ott-1202030814/>

<http://fortune.com/2017/06/15/netflix-more-subscribers-than-cable/>

<https://www.cnbc.com/2017/07/27/comcast-earnings-q2-2017.html>

<http://variety.com/2017/digital/news/comcast-broadband-skinny-bundle-xfinity-instant-q3-1202017825/>

CONTACT

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anthonyjhernandez.com

ajnandez7@gmail.com