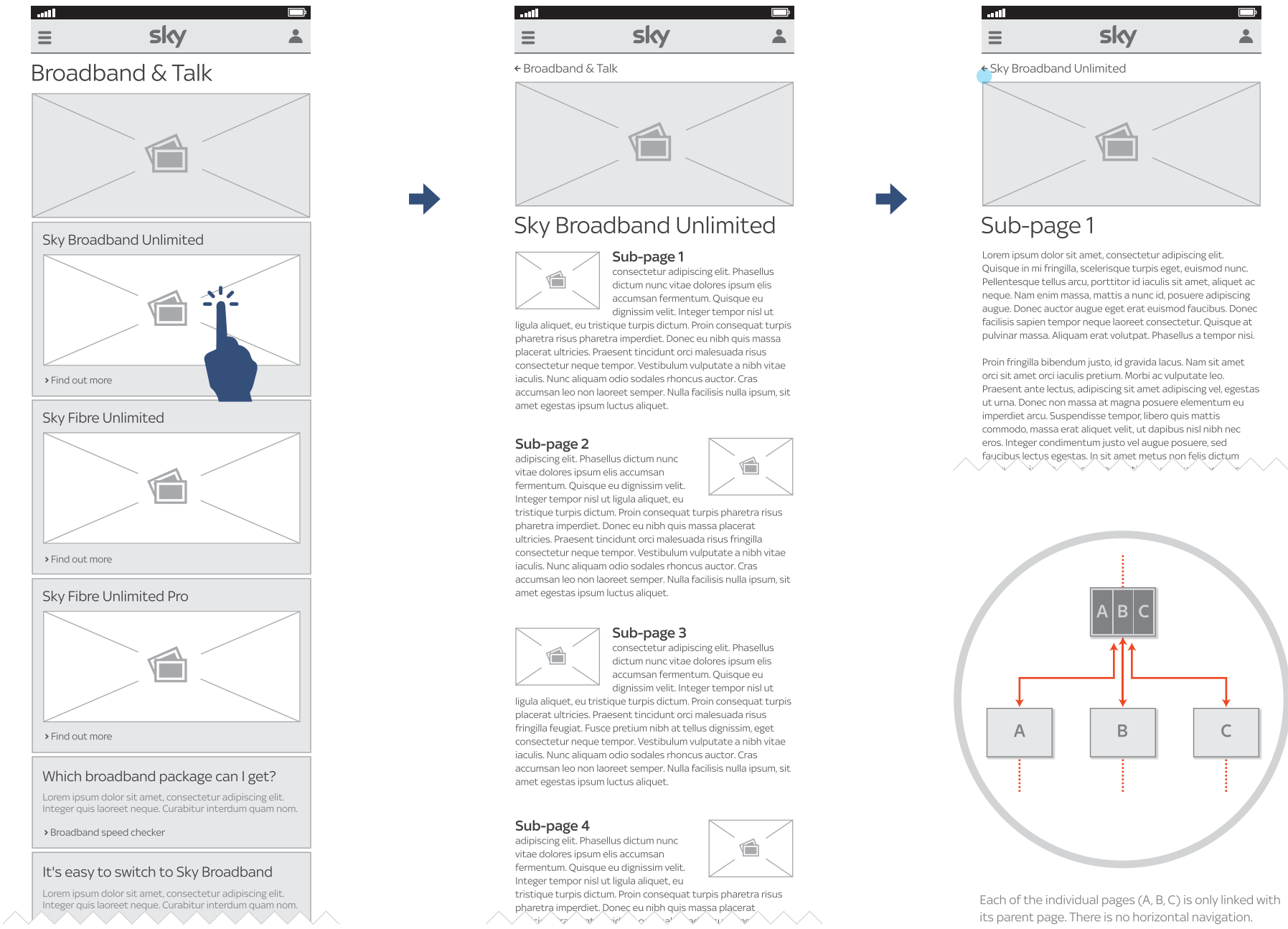
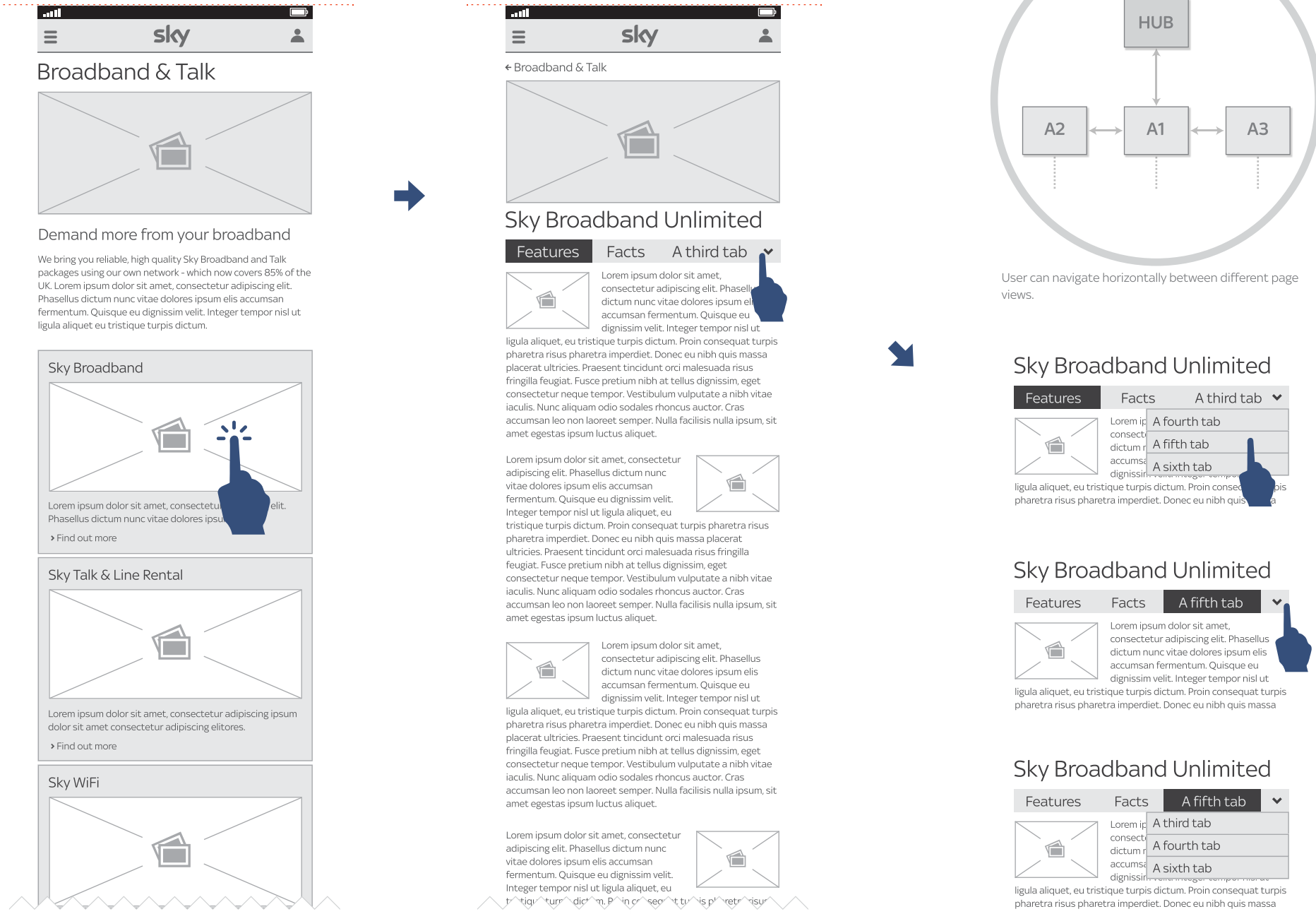


Mobile one-to-one navigation pattern

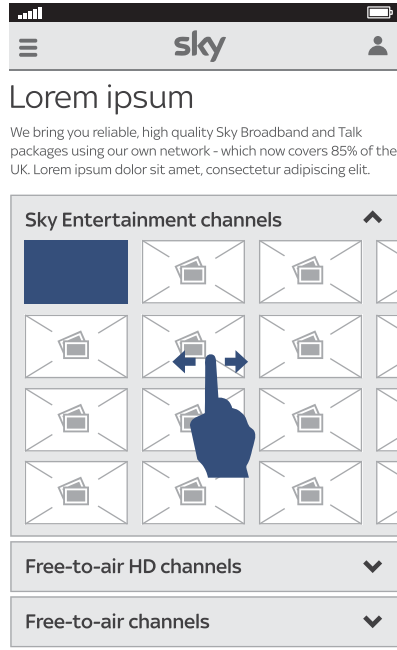


Mobile tabbed navigation pattern

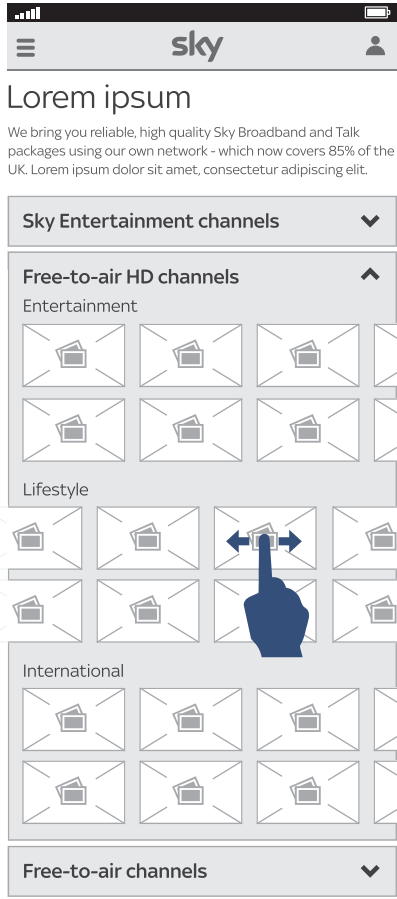


Channels accordion

An example of an accordion with a single block of content.



An example of an accordion where content is split in different groups.



Responsive Tables

In this example table changes orientation in responsive so the header cells turn vertical rather than horizontal. This allows users to compare packages features one by one.

Desktop version

Sky boxes

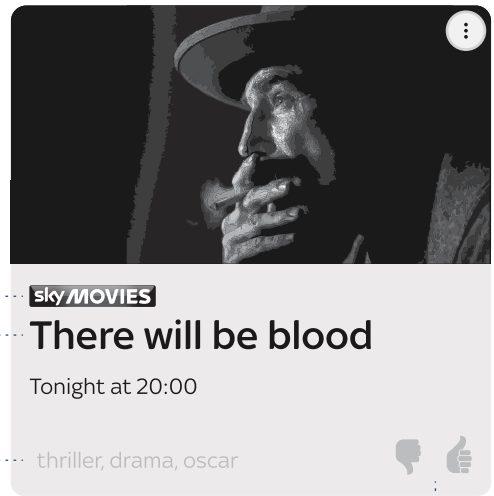
	Sky+	Sky+ HD	Sky+ HD 2TB	Sky HD Multiscreen
Set-up costs	From £49	From £49 for Sky+ HD Upgrade to Entertainment Extra	From £49 for Sky+ HD 2TB Upgrade to Entertainment Extra	Free with Sky Multiscreen
Access over 4K HD channels	✗	✓	✓	✗
Access to HD with Entertainment Extra	✗	✓	✓	✗
HD ready	✗	✓	✓	✗

Mobile version

Sky boxes

	Set-up costs	Access to 4K HD channels	Access to HD with Entertainment Extra	HD ready
Sky+	From £49	✗	✗	✗
Sky+ HD	From £49 for Sky+ HD Upgrade to Entertainment Extra	✓	✓	✓
Sky+ HD 2TB	From £49 for Sky+ HD 2TB Upgrade to Entertainment Extra	✓	✓	✓
Sky HD Multiscreen	Free with Sky Multiscreen	✗	✗	✗

Bottom part hit areas

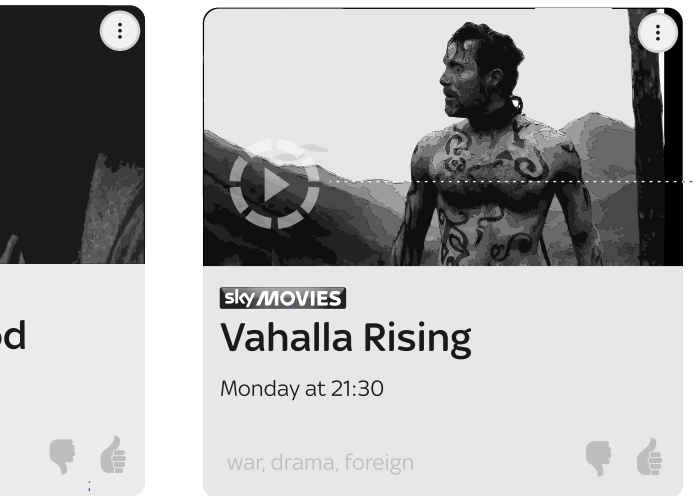


Takes to the channel page

Takes to the show page

Search tags

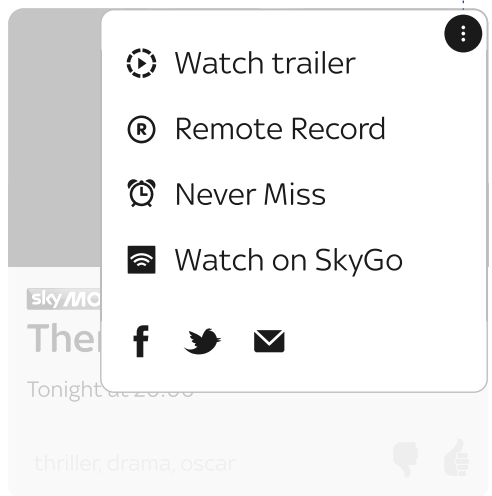
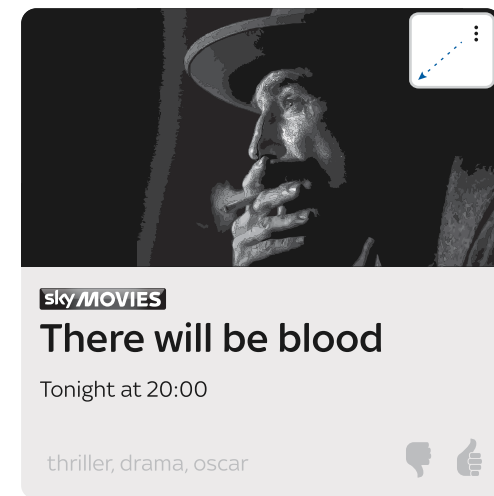
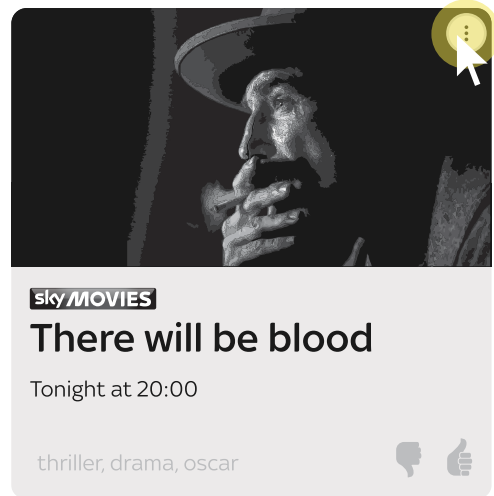
Top part hit areas (only when a trailer is available)



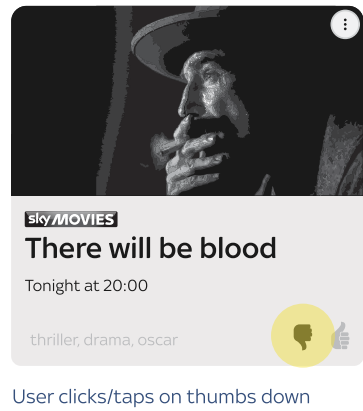
When there is a trailer available, the top area would be interactive and on click/tap will launch the video player

Thumbs up/down

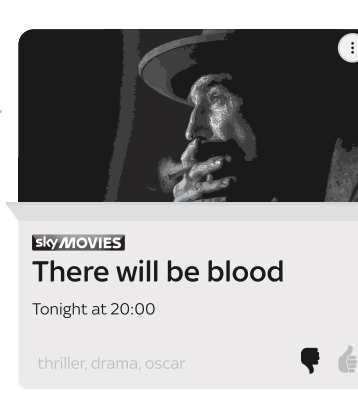
When mouse rolls over the button at the top right corner, the contextual menu folds out



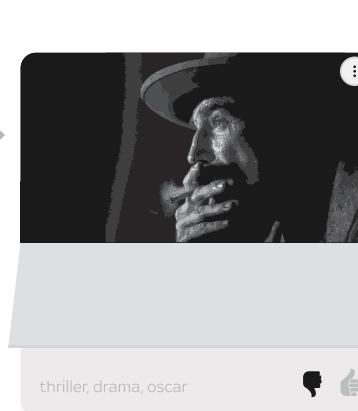
When user clicks on the button again the menu folds in



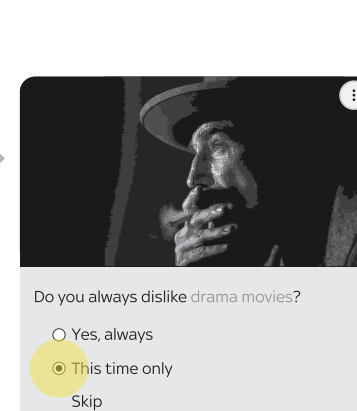
User clicks/taps on thumbs down



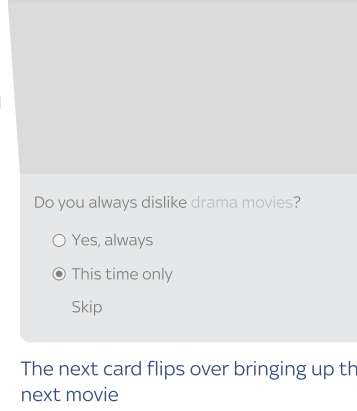
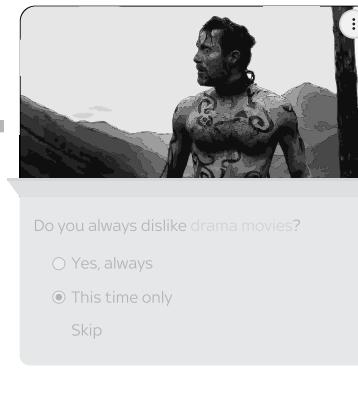
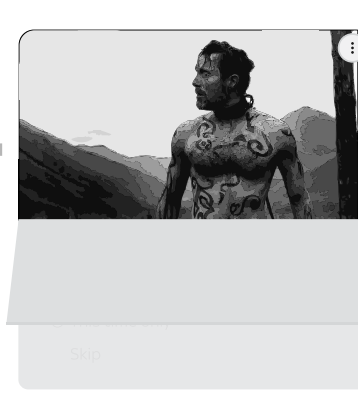
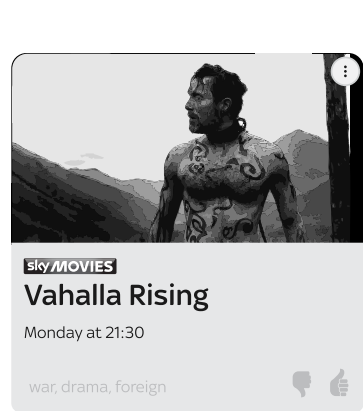
The bottom part flips over (The next movie picture starts preloading)



The bottom part flips over (The next movie picture starts preloading)

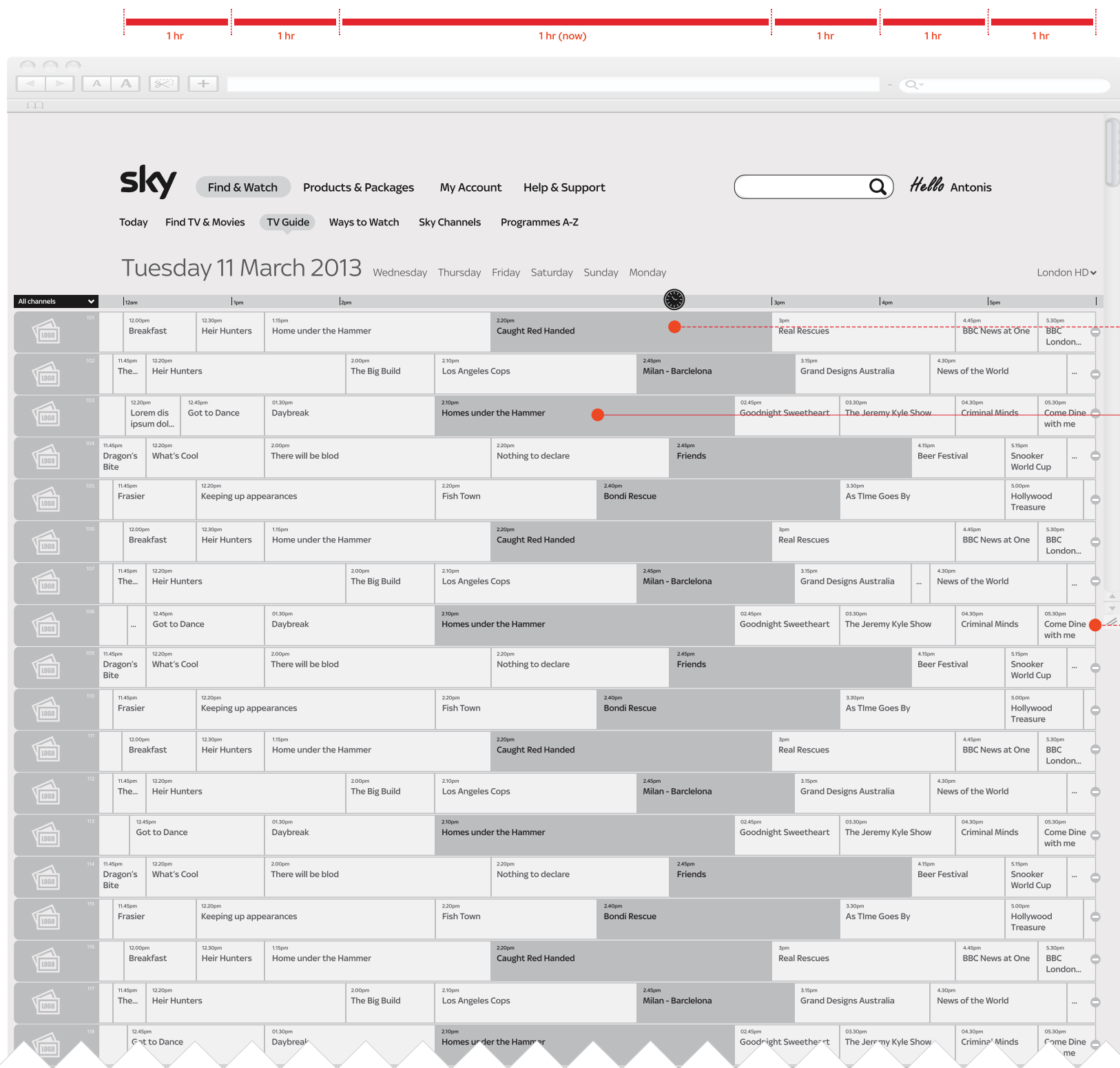


User answers the question or skips



The next card flips over bringing up the next movie

A fish-eye view of the current hour margin (or any other time unit) will allow users to read relevant information easily and make sure that all text description fits comfortably in the box.

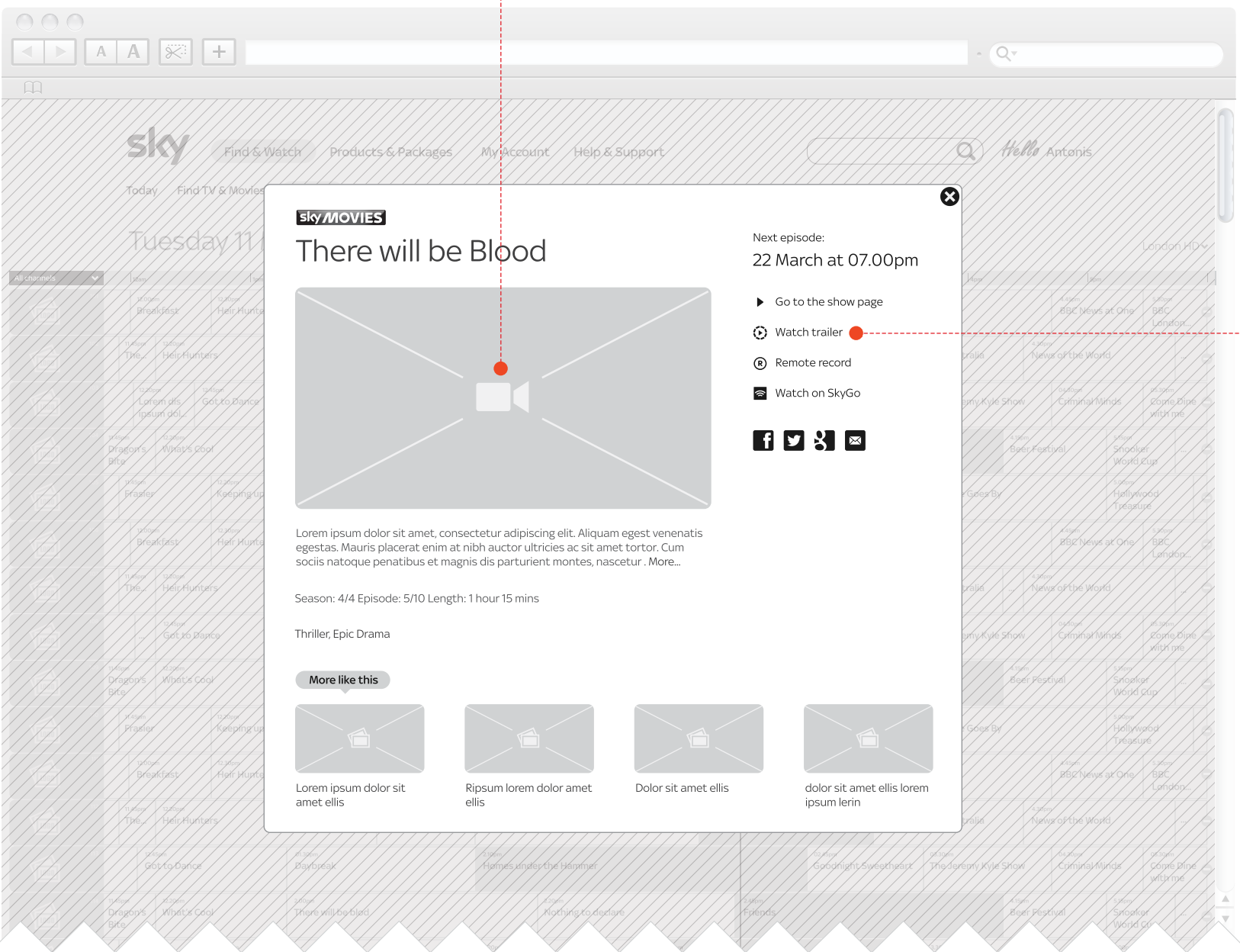


An HTML5 analogue clock shows the current time giving the sense of precision and timing

Current airings are highlighted so that user can easily focus on them

This button moves current channel to the bottom of the list, allowing users to sort the most relevant for then channels on top

Trailer available to watch in situ. User clicks on the image to play



Takes to the show page