

# iDTV: designing app in a TV company

## Human Information Functions

### Social World - compromises, contracts, laws, beliefs, culture ...

- Provide the least possible impact on TV content
- Consider the diversity of the target audience.
- The remote control should be the main interaction device (due to costs).

### Pragmatics - intentions, conversations, negotiations ...

- Integration with other communication channels (content, website and magazine).
- Application with short interaction paths (few steps to reach the goal).
- The application must challenge and encourage users to interact (motivation should be associated with the application content).
- The application should be easy to understand and use (even for non-specialists).

### Semantics - meanings, propositions, validity ...

- Respect corporate rules.
- Identify when it is possible to use the return channel and adapt the application for it.
- Ensure accessibility, usability and universal design.
- Use the TdG portal to prospect the application acceptance
- Clearly show the application features and relate them to the remote control's buttons.

### Syntactics - formal structure, language, data, standards ...

- It should be easy to maintain
- Respect graphic patterns (characteristic of the TV).
- Must be asynchronous to the TV content.
- Indicate to users when the application and updates are available (conditional).
- Observe the constraints of the programming language used.

## IT Platform

### Empirics - communication channel, noise, capacity, redundancy, efficiency ...

- Develop mechanisms to reduce the low speed transmission.
- Use a web server suitable to a large number of connections.
- Consider the quality of the connectivity service available

### Physical World - infrastructure, development platform, peripherals ...

- Follow the ABNT standard.
- Consider the receiver limitations (memory and processing).
- Consider different kinds of receiver brands and models