Sonos Labs

User Interface Guidelines

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1 Introduction

1.1 About this document

This document provides User Interface Guidelines for music service companies that are porting their music service to the Sonos Wireless HiFi System. The UI guidelines should be used in conjunction with the technical API documents.

Sonos has designed these guidelines to enable music service partners to create simple, easy-to-use and compelling experiences for customers. Many usability tests and alpha and beta programs were performing in refining the Sonos UI and these guidelines. Sonos recommends you adhere to the guidelines in all possible design decisions.

1.2 Sonos Controllers

The Sonos Wireless HiFi System can be controlled by the following:

- Sonos Controller for iPhone (free App from iTunes)
- Sonos Controller for iPad (free App from iTunes)
- Sonos Controller for Android smartphones (free App)
- Sonos Controller CR200
- Sonos Controller CR100 (no longer on sale)
- Sonos Controller for Mac and PC (free download from Sonos.com)
Controller for iPhone

Controller for iPad

Controller for Android smartphones

CR200

CR100 (no longer sold)
1.2.1 Differences between Controllers
The Sonos UI is designed to provide a unified user experience across Controllers. Most functions are available on all platforms and work in a similar way. This document describes primarily the UI on the Sonos Controller for iPhone. Differences between platforms are identified in relevant sections of the document.

1.2.2 CR100 legacy Device
The CR200 has replaced the CR100 in the market and the CR100 is no longer available for purchase. Sonos will continue to support CR100 owners and any new music services should design their implementation with the CR100 as part of the product suite.

It should be possible to set up a music service with the CR100, and a user should be able to achieve everyday tasks like selecting and playing music. However, it is not a requirement that the CR100 control all functions of a music service. For example, the Info View feature for a music service is not available on the CR100. The Info View feature is described in a later chapter.

2 Music Service Setup

2.1 The More Music panel
Music Services can be set up from the More Music item on the Music Menu.

This is the area of the UI where services are presented and set up. This is the first touch-point in the Sonos UI for the service.

This list of music services may change depending on the country where the customer lives.
Services in the More Music section are listed alphabetically and each service includes a second line of text that describes the main benefit of using the service. For example “Free basic service”

The name of the service appears in multiple places in the UI. For instance, the name is used on the Music Menu, and in UI messages such as, “The track was added to your <service name> Library”.

The service name will obviously reflect your company or product name, but we advise to keep it as short as possible. For instance “Loud Music” is better than “Loud Music Digital Music Store”

The name of the music service can have a maximum of 30 characters.

The second line description below the service name should not exceed 50 characters. If you don’t provide this text, default wording will be used instead: “Sign up with <service name>”

If the user selects a music service, they will be presented with the Music Service Setup wizard.

2.2 Music Service on Desktop Controllers

The More Music selections are also available on the Controller for Mac and PC.
Clicking the **Start** button will present a wizard that allows users to easily set up the music service on their Sonos systems. The wizard structure is the same as that on the Sonos Controller for iPhone.

### 2.3 Setup wizard

#### 2.3.1 Introduction page
The first page of the set up wizard shows a logo and a description of the service. The Asset Checklist chapter at the end of this document specifies how your logo should be delivered.

The introduction text below the logo is your chance to communicate the features of your service. This statement should not exceed 250 characters.

The user is also presented with two choices on this introduction page. The choices are standardized across music services.

- I’m new to <service name>
- I have an account

2.3.2 I’m new to <service name>
If the user chooses “I’m New to <service name>”, they will be presented with instruction on how to create an account with the service.
To use <service name> with Sonos, go to the following website and create a free account:

<URL>

Once you have done this, press the Next button to update your Sonos system.”

The URL that appears is always in the form www.sonos.com/<servicename>/subscribe.

This URL can be redirected on Sonos servers to any URL. Sonos prefers (in rank order):

1. A dedicated Sonos sign up page on the music service’s website.
2. The generic sign up page on the music service’s website
3. The service description page on Sonos.com (default if no other URL is provided).

Once the user has created an account on your website, they can touch the Next button and proceed to the UI pages that allow them to enter their user name and password.

Oftentimes the user name can be either a dedicated user name, or a customer’s email address. The music service should provide, through the API, the name of the field that should be entered for user name (typically “User name” or “E-mail address”).

2.3.3 I have an account.

If the user chooses “I have an account” from the music service introduction page, they will be guided through the user name and password screens.
2.3.4 After the Music Service is set up
Once a music service has been successfully set up, it appears on the top level Music Menu and is listed alphabetically underneath the Radio item. The music service will also be removed from the More Music section.

2.3.5 Changing account information
Editing an existing account, such as changing a password or deleting a service is achieved through Music Menu> Settings> Music Service Setup
3 Types of Music

Sonos categorizes different types of music that can be played on Sonos.
3.1 On Demand Music

This type of music allows a user to search, select and play specific songs and albums. On Demand music can be added to the Sonos Queue. The Queue can be considered to be the current playlist. When one track finishes playing, the next track in the Queue is played.

The Sonos Queue can be saved as a Sonos Playlist to be accessed later. The Queue can be edited to change the track order or to remove tracks.

On Demand tracks have full ‘seek’ capability. The user can skip back and forth to the next and previous tracks, and the play head can be moved within a track. For more details on ‘seek’ rules, see the section on Now Playing screens.

3.2 Smart Radio

(For example Pandora Radio stations, Rhapsody Channels)

Smart Radio stations (or channels) provide a stream of continual tracks, but the user can’t select specific songs. Oftentimes the user can provide a seed Artist or Track and the Channel will play similar music as a continual stream of tracks. Alternatively Channels can be themed. For example a stream of 60’ hits can be provided. Pandora Radio stations, Last.fm stations and Rhapsody Channels are examples of Smart Radio products.

Smart Radio tracks have limited ‘seek’ capability. Usually the user cannot skip back to a previously played track, or seek within a track. However, it is usual for a user to be able to skip ahead to the next track, although some services limit the number of skips that can be made in a given time period.

Unlike On Demand tracks, Smart Radio tracks do not appear in the Queue.

3.3 Streaming Radio

Streaming radio stations (Internet Radio stations) provide a continual stream of content, but not as individual tracks. This type of music is similar to traditional broadcast radio or Internet radio stations.

Streaming Radio stations have no ‘seek’ capability. For example, it’s not possible to skip forward within a radio station, and there is no concept of skipping to the next radio station.

Streaming radio stations do not appear in the Queue.
4 Music Browse

4.1 Music Menu

The Music Menu is the starting point for browsing all the types of music content on the Controller. The user can choose from the following content:

- **Music Library** (the customer’s own collection stored locally on a computer or storage device in their home)
- **Radio** (Internet Radio stations provided by Sonos)
- **Music Services** (listed alphabetically)
- **Sonos playlists** (which can contain tracks from a user’s local library as well as tracks from music services.)
- **Line-In sources** (Devices such as CD and MP3 players that can be connected to a ZonePlayer using RCA cables).

4.2 Browse Hierarchy

Music content is presented in a tree hierarchy. The hierarchy is similar to those found on many other handheld music devices. As the user chooses an item, and goes deeper into the hierarchy, the UI screens animate left to right to signify movement through the hierarchy. The Back button is used to return through the hierarchy.
The lists shown in the screens can be comprised of containers and codes. Containers are the equivalent of folders. Opening a container reveals more items inside. Nodes are the end points of a browse hierarchy. In Sonos’ case, nodes are always playable items, for example a song or a radio station. To illustrate this structure, consider the example hierarchy:

*Music Library* (Container) >
  *Artists* (Container) >
  The artist *The Rolling Stones* (Container) >
  The album *Greatest Hits* (Container) >
  The song *Satisfaction* (Node – Playable item)

The structure of the hierarchy can best be defined by your designers who are most familiar with the music service, but Sonos makes the following recommendations:

- Lists of high level containers should be short and should ideally contain be less than 10 items.
- Container names should describe contents using short simple words
- Containers should be labeled using nouns rather than verbs, for example, “Artists” not “Browse Artists”.
- Designers should be aware that localized names for containers can often be longer than their equivalents in English.
- It is generally better to limit the number of steps that a user needs to navigate in a hierarchy in order to play music. Sonos calls this ‘reducing the time to music’.
4.2.1 Two Line list items

List items can comprise of one or two lines. While single line items have larger text and can be easier to read, two line items offer the opportunity to make contents more clear.

For example: A list of Artists can be one-line items:

- Bob Dylan
- ColdPlay
- Green Day

Lists of tracks in a playlist are better shown as two-line items that also show the artist name (this also applies to search results):

- Tangled Up In Blue
  Bob Dylan
- Fix You
  ColdPlay
- Song Of The Century
  Green Day

Stations can use two line items to further communicate content:

- Classic Vinyl
  ‘60s & 70s Classic Rock
- The Spectrum
  Adult Album Rock
- 1st Wave
  Classic Alternative
4.2.2 Album Art
Lists of Albums, Playlists and Tracks and channels/stations can use album art to facilitate navigation and to provide visual interest.

Note that ‘album art’ can be replaced by artist pictures or whatever images you find suitable to reflect the content in your music service.

4.2.3 Album View
The list view for the tracks in a single album is a special case of a list. This view shows the tracks, together with their corresponding track number. In addition there is an item called “Complete Album”. Selecting this item will allow the user to play all the tracks on an album rather than pick and choose individual tracks.
4.3 Playable items (nodes)

When a user has narrowed their music choices to a playable item, either by search or by browsing, a menu slides onto the screen showing the play options.

The play options for on-demand music are:

• Play Now
• Play Next
• Replace Queue
• Add to Queue
• Information (discussed in a separate chapter)

The play option for Smart Radio and Streaming Radio stations music is

• Play Now
4.4 Search

Search Features are provided through the on-screen keyboard.

The parameters of a search may need to be provided by the user before entering a text query. For instance it may be necessary for the user to first define if they want to search Artists, Composers, Albums or Tracks.

Search results can be provided in one of two ways:

1. Incremental search: The results are presented automatically as the user types. This method requires less typing and is very efficient for the user.
2. Full search: The user must first define the full search string and hit a “Search” button before.
4.5 Powerscroll

Powerscroll is an effective tool that allows a user to navigate quickly through a long list of alphabetized items.

4.6 Add to a Music Library (optional)

In addition to browsing and playing music, tools can be provided that allow a user to add or delete tracks/channels from a music service library. This is an optional element in the design. Not all services want or need to provide a music library of saved tracks for their customers.

These functions are available as a subset of the “Info View” which is described in a later chapter.
4.6.1 Music Browse

Music Browse structures in Sonos are presented as a tree hierarchy. Sonos handheld Controllers (Controller for iPhone, CR100 and CR2000) display the tree hierarchy as a number of sequenced screens that are navigated with a left-right animation in the UI. The Controllers for Mac and PC present the music hierarchy as more traditional tree structure similar to those typically found on Windows and Mac operating systems.

The equivalent Music Browse hierarchy on the Sonos Controllers for Mac and PC is shown below:
5 Now Playing Screen

Once a playable item has been chosen by the user, the Now Playing screen is displayed.

There are several variants of the Now Playing screen depending if the content is On Demand music, Smart Radio or Streaming Radio.

5.1 On Demand Music

The Now Playing screen for On Demand music shows the album art next to three metadata fields. The fields typically show the Track, Artist and Album name, but can be customized by the music service.

The track number in the Queue of the currently playing item is shown next to the track metadata. The track that will play next in the Queue is also shown at the bottom of the screen.

Touching the Album art will show the Large Album Art screen, and tapping anywhere else in the screen will show the progress bar for the currently playing track.

On Demand tracks have full seek capability. The user can fast forward and rewind within a track, as well as skip to the next and previous tracks in the Queue.

On Demand tracks can play in Shuffle and Repeat modes.
5.2 Smart Radio

The Now Playing screen for On Demand music shows the album art next to three metadata fields. The fields typically show the Track, Artist and Album name, but can be customized by the music service.

The Channel name is displayed on the bottom left of the screen (in place if the “next track” shown on the Now Playing screen for on demand music)

Tapping the Album art will show the Large Album Art screen, and tapping anywhere else in the screen will show the progress bar for the currently playing track.

Channel tracks have limited seek capability that is defined by the business rules of the music service. For example, the user may not be able to skip to the next track, or seek within a track. Similarly business rules may limit the number of times a user can skip to the next track in a defined period.

Channel tracks cannot be put into Shuffle and Repeat modes.
5.3 Streaming Radio

The metadata fields for streaming radio show the Channel name, and an information field.

The partner name and the subscription type is displayed on the bottom left of the screen (in place if the “next track” shown on the Now Playing screen for on demand music)

Tapping the Album art will show the Large Album Art screen.

Streaming stations have no seek capability.

There is no track progress indicator for Streaming Radio.
5.4 Ratings Icons (optional)

Partners can provide up to two ratings buttons which are displayed on the controller Now Playing screens. Ratings can have two states ‘unrated’ and ‘rated’.

Partners should provide icons in several sizes, each with a ‘rated’ and ‘unrated’ state. Partners do not need to provide the graphics for the buttons on which the ratings icons sit.

The requirements for ratings icons are detailed in the “Asset Checklist” section of this document.
6 Info View

6.1 Introduction

The Information View (Info View) is an area of the UI that Sonos provides to present additional functions beyond the everyday actions of choosing and playing music. Music services can decide what, if any, extra information view items they wish to present. In general, the Info view items fall into 3 categories.

- Text information about an artist, album or track. Examples include; album reviews, artist biographies and even tour dates.
- Additional music browsing within the music service taking the selected content as the starting point. For example to find artists who are similar or have influenced the selected artist.
- Library actions based on the selected track, album or artist. For example “Add track to Library” or “Delete Album from library”.

Like the music browsing hierarchy, the contents and hierarchy of the information view can be designed by the music service.

Examples of Info View content
6.2 Images in Info View

Info View also includes an image in the header bar. It is up to the music service to decide what images to present. Examples of images that can be used are album covers, artist photographs or venue pictures.

6.3 Access to the Info view

Info View is accessed from 2 places in the Sonos Controller for iPhone UI

- From the Now Playing screen
- From the “Play Now” mini menu
6.4 Differences between Controllers

6.4.1 Sonos Controller CR200

The Sonos Controller CR200 provides an extra access point for the Info view in the UI. In addition to access from the Now Playing screen and the “Play Now mini menu”, users can press the “i” button at the top of selected music browse pages. This is best demonstrated in an example.

The music service can define when this control should be made available.
6.4.2 Sonos Controller CR100
Info View is not available on the Sonos Controller CR100. However, some library controls such as “As to Library/Delete from Library” are possible.

6.4.3 Sonos Controller for Mac and PC
Info view is not available on the Sonos Controller for Mac and PC. However, some library controls such as “As to Library/Delete from Library” are possible.

7 Zones

7.1 Zones and multiple streams
Zone management is a key benefit of owning a Sonos system. It allows a customer to play any music in any room of their house. A ‘Zone’ is described as a room or group of rooms where music can be played. In a typical home there will be several rooms that are set up to play music, for example, the Living Room, Kitchen, Master Bedroom and the Patio.

Each room (or Zone) can play different music, or any combination of rooms can be joined together to form a Zone Group that play music in perfect synchronization. ‘Party Mode’ refers to the situation when all the zones in a house are synchronized.

To facilitate the multi-room aspect of Sonos, music services are encouraged to provide the ability to play multiple streams of music into a household based on one user account.

The example below shows the UI for zone management.

Start on the screen that shows the currently playing music in the Living Room. Pressing the Zones button shows the Zone Menu. This screen shows all the zones in the house and what each zone is playing (below)
The user can join rooms together by pressing the “Zone Group” button. Zones can then be checked to create a zone group that plays music in synchronization.
7.2 Music Description on the Zone Menu

The Zone Menu shows all the zones in a household, together with the currently playing content in each zone.

The API automatically derives the content displayed in this field from the type of music being played (On Demand, Smart Radio or Streaming Radio).

8 Setting music as an alarm

Alarms can be set in the Sonos system and the user can choose from a number of music sources to play when the alarm triggers.

The following types of music can be selected as alarm music:

1. Smart Radio Channels
2. Streaming Radio Stations
3. On Demand music - but only as Sonos Playlists (Saved Queues)

It is not possible for a user to select an individual track or album from a library to play in alarm, unless it is part of a Sonos Playlist (Saved Queue).
Music Services should define which parts of their content offering should be made available as alarm sounds.

9 Localization

9.1 Supported languages

The Sonos UI is available in the following languages:

- English
- German
- Dutch
- French
- Swedish
- Italian
- Spanish
- Japanese
- Cantonese

During initial set up, the Sonos language will automatically be set to match the language of the operating system of the device. If the device is using a language not supported by Sonos, the Sonos application language will default to English.

On the CR200, the user will be asked to choose a language in the first step of the setup Wizard.

Sonos allows customers to choose their UI language independently of their location. For instance a customer could choose Spanish as their language while setting their location to USA, or German as their language while the country is set to Switzerland.

For this reason, Sonos encourages music services to localize their offering in all Sonos languages, even if the territory in which the music service is available is limited.

9.2 Guidance on text string lengths

If a translated text string is too long to be displayed in a particular field on the UI, it will be truncated. Music partners should ensure that translations are as short as reasonably possible to reduce truncation. Sonos does not dynamically expand text fields if a text string is too long. However there are some exceptions:

- Pop-up information dialog boxes will grow to fit larger passages of text.
- Metadata on the Now Playing screen will scroll horizontally in the UI (marquee effect)
10  Asset Check List

This section provides an overview of the assets that you will need to provide in the Technical Configuration section of your version submission form.

10.1  Text Assets

Service name as it should appear in the UI

30 characters (maximum, <20 preferred)

E.g. Last.fm, Pandora, Napster, Spotify, Rhapsody.

Offering description
Appears as a sub-header under the Service name when your Service is listed as an Available Service that hasn’t yet been set up.

50 characters (maximum)

E.g. “Free 30-day Trial, Free basic service, Sign up with Spotify”
Introduction text

250 characters (maximum)

E.g. “Play, share and discover new music with Last.fm’s personalized radio. Powered by scrobbling. Get instant access to million songs on Napster.

10.2 URLs

Sign up URL

A URL where users can go to sign up for your service. Ideally this is a dedicated page on your website for Sonos customers. Sonos customers will be redirected to your website from the following URL:

www.sonos.com.<servicename>/subscribe

If no URL is provided, Sonos will redirect to the Music Services pages of the Sonos.com website.
10.3 Music Service Icons

Please provide an icon in 4 sizes for your music service. The icon will be displayed on the Music Menu and Music Setup Wizard pages on all Controllers.

Sonos provides Adobe Photoshop files that you can use to generate correctly formatted icons in four sizes:

- 18x18 pixels
- 24x24 pixels
- 48x48 pixels
- 72x72 pixels

The Photoshop files can be downloaded as a zip file in the API Documents & Tools section of the Sonos Labs website.

To generate your icons for Sonos, simply paste your correctly sized logo into the layer labeled “Your artwork here”. The other layers in the Photoshop file provide the clipping mask and shine effect for the icon.

Please save each size icon as a .png file together with its shine effect. The icons should then be uploaded as part of your version submission form.
10.4 Ratings Icons (optional)

If you service uses ratings (for example, Pandora Radio uses Thumbs Up and Thumbs Down), please provide icons in 4 sizes in each of the ‘rated’ and ‘unrated’ states. The icons will be displayed on the Now Playing screen on all Controllers.

Sonos provides Adobe Photoshop files that you can use to generate correctly formatted icons in four sizes. The Photoshop file includes ‘rated’ and ‘unrated’ overlays.

- 36x36 pixels
- 54x54 pixels
- 44x44 pixels
- 21x21 pixels

If your icon is not square, either the x or y dimension must reach specified dimension.

The Photoshop files can be downloaded as a zip file in the API Documents & Tools section of the Sonos Labs website (this zip files contains both the music service icon and ratings files).

To generate your icons for Sonos, simply paste your correctly sized logo into the layer labeled “Your artwork here”. The other layers in the Photoshop file provide the visual effects for the icons.

Your files do not need to include the button graphic on which the icons sit.

Please save each size icon as a .png file together with layer effect.