

**Story:** 239  
**Task:** 11

Add dynamic filter to the top of TED video page so one highlighted video can be shown at the top of the page based on parameters in url Different video will display based on url parameter.

**CHQ, BTC/IO**  
**Creative Design Services**

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Client:

Version: V1.0

## Global Notes:

### 1. Choose either drill-down or parallel selection.

There are two basic ways of selecting values for filters: drill-down and parallel selection. Ignoring the various modalities of the many derivative mechanisms for these primary modes of selection, the two basic ways of specifying a value for a filter essentially boil down to two choices: links and check boxes.

A link is the simplest mode of filter selection. By clicking a link, a customer can either select a single value for a specific filter or drill down a level in a taxonomy, like a category or department hierarchy.

### 2. Provide undo for filter selections.

Provide a clear and consistent way to undo a filter value selection and go back to All or Any for a specific filter.

### 3. Always make all filters easily available.

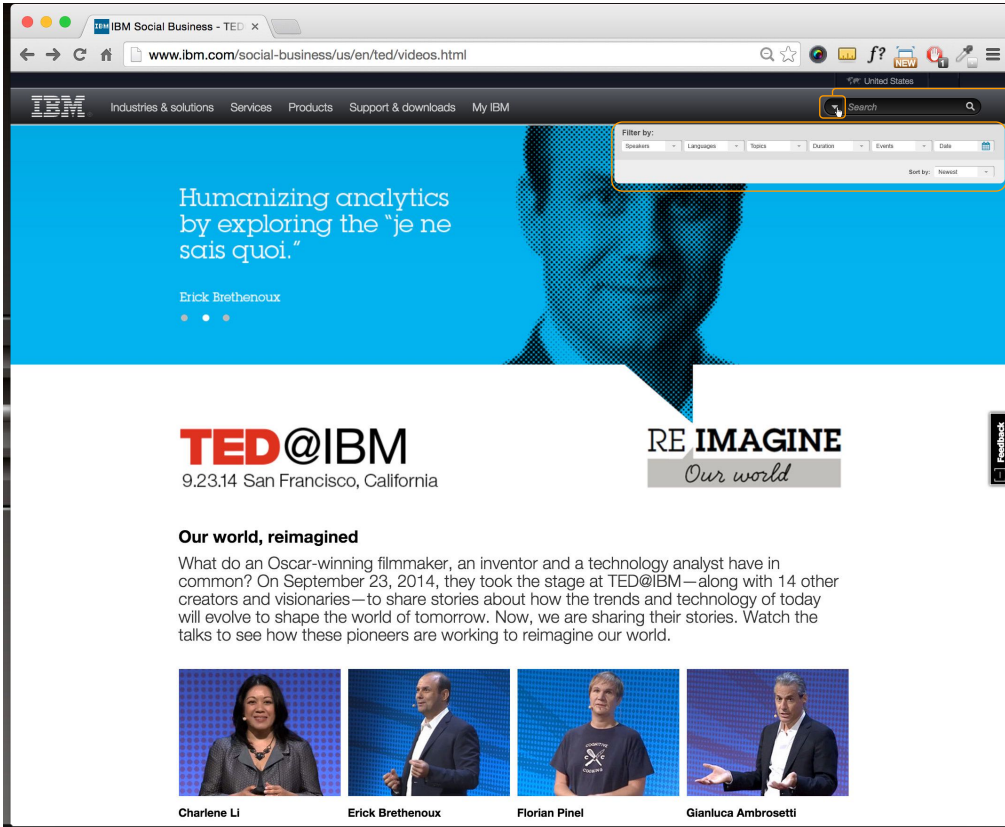
It is perfectly acceptable to collapse filters to just a label, providing a single link like View All Filters, or to display previously selected filtering options in a unique way.

### 4. Display only filter values that apply to the available inventory.

At every step in the search workflow, any visible filtering options should reflect only the inventory that is available. This is dependent on a customer's previous actions—both the keywords in the original query and the other filtering selections.

### 5. Provide filter options that encompass the complete inventory.

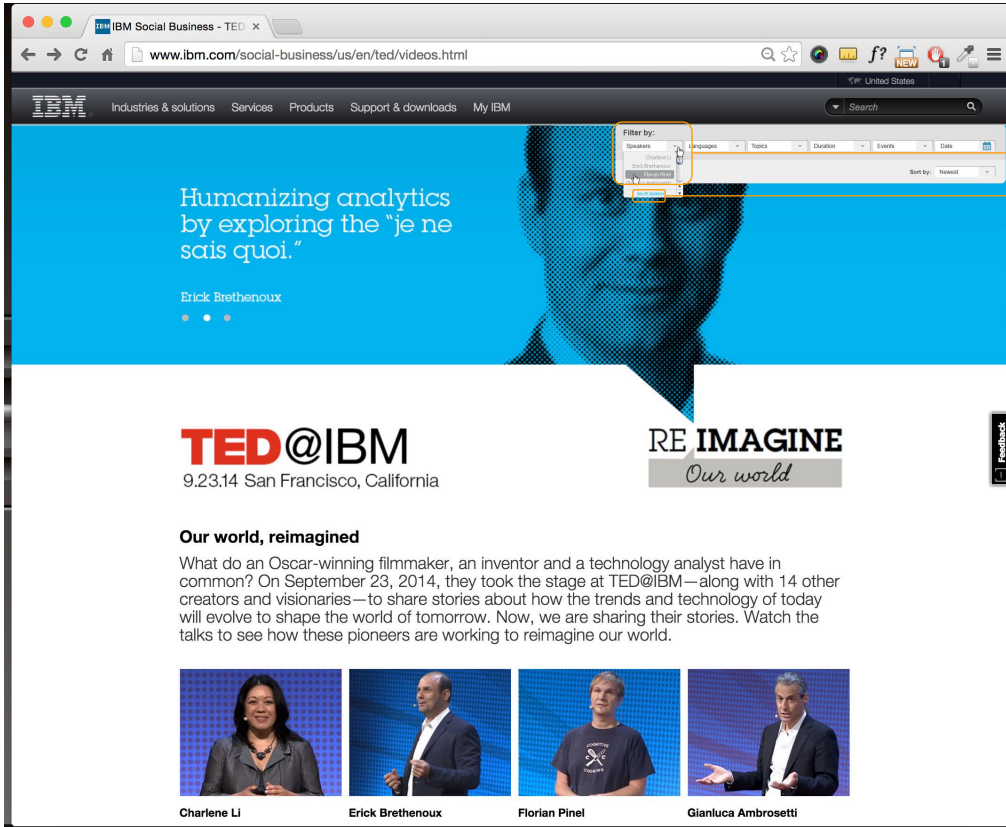
Design every filter to include a list of options that encompasses the entire available inventory. An equally important point is that we must always strive to design every filter to include a list of options that encompasses the entire available inventory.



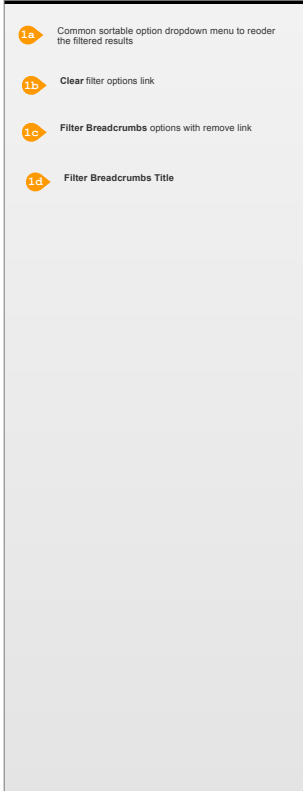
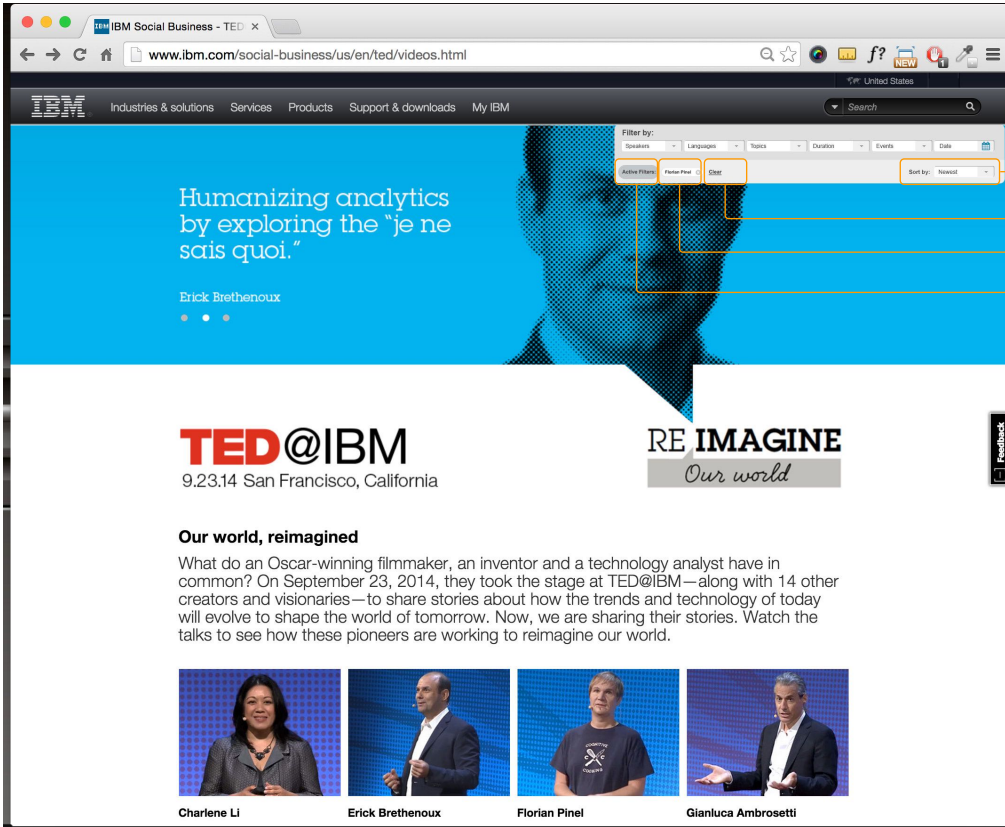
**1** New Dynamic Filtering for Search

**1a** Clicking on the Options Arrow will then open the Filtering Dialogue Box (1b)

**1b** Clicking on the Drop down Options will automatically bring you to videos that meet that criteria.



- 1 Filter Categories are scrollable. Clicking on the Drop down Options will automatically bring you to videos that meet that criteria, then shows bread crumbs with Remove option. (see flow page 3)
- 2 Filter Categories are scrollable with a view all option that will open a modal window with full clickable list. (see flow page 5)



The screenshot shows a web browser window displaying the IBM Social Business website. The URL is [www.ibm.com/social-business/us/en/ted/videos.html](http://www.ibm.com/social-business/us/en/ted/videos.html). The page features a blue header with the text "Humanizing analytics by exploring the 'je ne sais quoi.'" and a video player interface. A dropdown menu is open over the video player, showing filter options: "All Filters", "Language", "Topic", "Duration", "Events", and "Date". The "Language" dropdown is expanded, listing "All Languages", "English", "French", "Spanish", and "German". A red circle with the number "1" is placed over the "Language" dropdown menu. Below the video player, there is a section for "TED@IBM 9.23.14 San Francisco, California" and "RE IMAGINE Our world". The text reads: "Our world, reimagined. What do an Oscar-winning filmmaker, an inventor and a technology analyst have in common? On September 23, 2014, they took the stage at TED@IBM – along with 14 other creators and visionaries—to share stories about how the trends and technology of today will evolve to shape the world of tomorrow. Now, we are sharing their stories. Watch the talks to see how these pioneers are working to reimagine our world." Below this text are four small video thumbnails with captions: Charlene Li, Erick Brethenoux, Florian Pinel, and Gianluca Ambrosetti.

A vertical sidebar on the right side of the page. At the top, there is a yellow notification icon with the number "1" and the text "Top Languages are preloaded for easy good UX". The rest of the sidebar is a plain light gray background.

Humanizing analytics by exploring the "je ne sais quoi."

Erick Brethenoux

**TED@IBM**  
9.23.14 San Francisco, California

**Our world, reimagined**

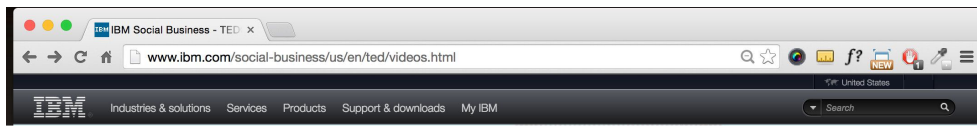
What do an Oscar-winning filmmaker, an inventor and a technology analyst have in common? On September 23, 2014, they took the stage at TED@IBM – along with 14 other creators and visionaries—to share stories about how the trends and technology of today will evolve to shape the world of tomorrow. Now, we are sharing their stories. Watch the talks to see how these pioneers are working to reimagine our world.

Charlene Li      Erick Brethenoux      Florian Pinel      Gianluca Ambrosetti

1 Full Listing of available options to dropdown menu. This modal is accessed when the user clicks the See All options link that will be at the bottom of every drop down. (see flow page 2)

The screenshot shows a web browser window displaying the IBM Social Business website. The URL is [www.ibm.com/social-business/us/en/ted/videos.html](http://www.ibm.com/social-business/us/en/ted/videos.html). The page features a blue header with the text "Humanizing analytics by exploring the 'je ne sais quoi.'" and a video player. Below the video player, there is a section titled "TED@IBM" with the date "9.23.14 San Francisco, California" and the logo "RE IMAGINE Our world". The text "Our world, reimagined" is followed by a paragraph: "What do an Oscar-winning filmmaker, an inventor and a technology analyst have in common? On September 23, 2014, they took the stage at TED@IBM – along with 14 other creators and visionaries—to share stories about how the trends and technology of today will evolve to shape the world of tomorrow. Now, we are sharing their stories. Watch the talks to see how these pioneers are working to reimagine our world." Below this text are four small images of speakers: Charlene Li, Erick Brethenoux, Florian Pinel, and Gianluca Ambrosetti. A date picker is visible in the top right corner of the page, showing the month of September 2014. A red circle with the number 1 is placed next to the date picker.

1 Normal Date picker option if user knows the approximate date. Results will be in a close range of the user input



### Charlene Li: Giving Up control: Leadership in the digital era



**About this speaker**  
Charlene is CEO and Principal Analyst at Altimeter Group, and author of The New York Times bestseller Open Leadership. She is also the coauthor of the critically acclaimed, bestselling book Groundswell, named one of 2008's best business books. She is one of the foremost experts on social media, and a consultant and independent thought leader on leadership, strategy, social technologies, interactive media and marketing. Fast Company recognized Charlene as one of the 100 most creative people in business in 2010, and one of the most influential women in technology in 2009. You can follow her blog at: charnell.com/blog.

**About this event**  
TED@IBM was a TED-curated event featuring a diverse group of speakers from across the IBM community. Jointly produced by TED and IBM, the event put a spotlight on ideas, data and insights that celebrates the thinkers reimagining our world.

**About TED Institute talks**  
TED Institute talks have opened up new channels of communication and inspired innovation within organizations. Whether you come from a business background or are just looking to explore, you'll find in these talks the blended energies of TED and the exceptional organizations that have joined the TED Institute. Learn more on the TED Partnership site.

About this talk: In business today, the need for innovation and rapid decision-making trumps yesterday's drive for efficiency. How does this influence what it means to be an effective leader? Charlene Li explains that it's less about control and more about empowerment: enabling employees to acquire the information they need, so they can make their own decisions.

### Our world, reimagined

What do an Oscar-winning filmmaker, an inventor and a technology analyst have in common? On September 23, 2014, they took the stage at TED@IBM—along with 14 other creators and visionaries—to share stories about how the trends and technology of today will evolve to shape the world of tomorrow. Now, we are sharing their stories. Watch the talks to see how these pioneers are working to reimagine our world.



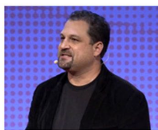
- Charlene Li**  
Giving Up control: Leadership in the digital era  
[Watch the video \(00:10:34\)](#)
- Erick Brethenoux**  
Emotional analytics: Revealing the "je ne sais quoi"  
[Watch the video \(00:09:02\)](#)
- Florian Pinel**  
The future of food: Cognitive cooking  
[Watch the video \(00:06:46\)](#)
- Gianluca Ambrosetti**  
Solving the energy crisis one sunflower at a time  
[Watch the video \(00:08:08\)](#)



- Inhi Cho Suh**  
Enhanced care—a million data points at a time  
[Watch the video \(00:09:10\)](#)
- Kare Anderson**  
Be an opportunity maker  
[Watch the video \(00:09:46\)](#)
- Kareem Yusuf**  
A question of tone  
[Watch the video \(00:11:30\)](#)
- Lisa Seacat DeLuca**  
A young inventor's vision of the future  
[Watch the video \(00:08:23\)](#)



- Marie Wallace**  
Privacy by design: Humanizing analytics  
[Watch the video \(00:10:18\)](#)
- Monika Blaumueller**  
The next revolution in humanitarian aid  
[Watch the video \(00:07:03\)](#)
- Tan Le**  
Reimagining how the human brain is observed  
[Watch the video \(00:09:02\)](#)
- Susan Etlinger**  
What do we do with all this big data?  
[Watch the video \(00:12:23\)](#)



- Bryan Kramer**  
Why sharing is reimagining our future  
[Watch the video \(00:12:21\)](#)

**Results Page:**

Once filtering is inputted the results page will highlight the most appropriate video with the other video results below the fold for more viewing options.