



Watch Anything. With Anyone.

Project P3

Responsive Design

Cesar, Louise, Ana, Mallika

cesarandon092@gmail.com beltran15ana@gmail.com
louleebirddesign@gmail.com mallika.malkan@gmail.com

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EXECUTIVE SUMMARY

Overview

One of the biggest challenges for consumers of entertainment today is the constantly growing options of entertainment platforms each with their own exclusive, ever-expanding catalog of content. From the user's standpoint it is not only expensive, but also increasingly challenging to search for and decide what to watch, listen to, or read.

Our team set out to study consumer behavior to understand how they select content, what factors influence their decision-making process and how the myriad of options available affects their experience of entertainment content.

Our ultimate goal is to develop a solution that would hopefully alleviate users' frustrations and improve their digital entertainment experience.



Problem Space

When consuming entertainment content, users face challenges and decision-fatigue related to irrelevant recommendations, feeling frustrated when they can't find anything to watch and spending too much time searching for what to watch between different services.

Goals / UX Methods

We conducted interviews with five users to gain insight into the context, choices and frustrations when it came to engaging with entertainment content. Our research revealed four main themes:

- People feel they spend a significant amount of time scrolling through apps before ultimately deciding on content.
- Users find the process of discovering new entertainment options overwhelming and are generally dissatisfied with the recommendations provided by app algorithms and rely more on suggestions from friends and family.
- Consumers want a better way to choose content that would appeal to a group.
- Users have individualized methods of keeping track of content availability across their subscriptions.

As a result of these insights our team plans to develop a content aggregation service that would offer a compelling user experience when interacting, searching and discovering content across multiple platforms.

Hypothesis

With a myriad of digital entertainment options, people experience decision fatigue attempting to sift through all of them and want a way to streamline the process.

Initial Problem Statement

How might we support people experiencing decision fatigue when faced with multiple entertainment options?

Assumptions

- People experience decision fatigue from having an endless amount of entertainment options.
- People have no time to be able to find entertainment options.;
- People hate having to go to multiple sites to have to watch things.;
- People have the desire to expand beyond their entertainment comfort zone but find it difficult.
- People want to learn more about their current interests.

Revised Problem Statement

Insight	In today's age, consumers are bombarded with content throughout a variety of apps.
Problem / Persona	As a result, Quentin finds it tedious and time consuming to sift through content across multiple apps.
Goal	<i>How might we streamline the experience of choosing and discovering content across multiple platforms to alleviate decision fatigue?</i>

SCREENER SURVEY

[Link to Screener Survey](#)

Overview

We conducted a screener survey on all prospective interviewees to ensure we interviewed people who fit within our target audience. We are looking for people who have trouble planning out what to do with their free time and use multiple forms of digital entertainment.

Questions

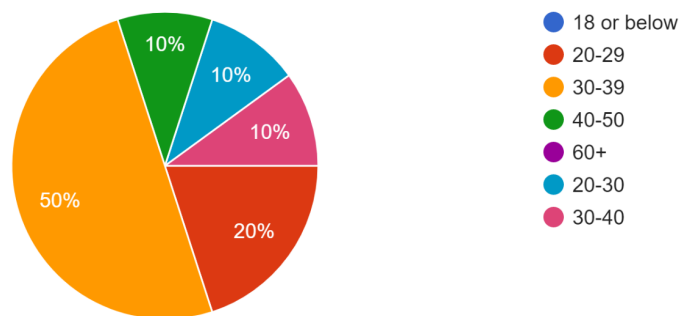
1. Email
2. First Name
3. Whats your age?
 - 18 or below
 - 20-29
 - 30-39
 - 40-50
 - 60+
4. What streaming services are you subscribed to?
 - Hulu
 - Netflix
 - HBO Max
 - Disney+
 - Amazon Prime Video
 - Other _____
5. Do you put a lot of planning in your entertainment choices?
 - Yes

- No
6. Are you open to recommendations of new movies or tv shows to watch by friends or family?
 7. Do you like to discover new forms of media content?
 8. How much free time would you say you have throughout the day?
 - 1 hour or less
 - More than 2 hours
 - More than 3 hours
-

Results

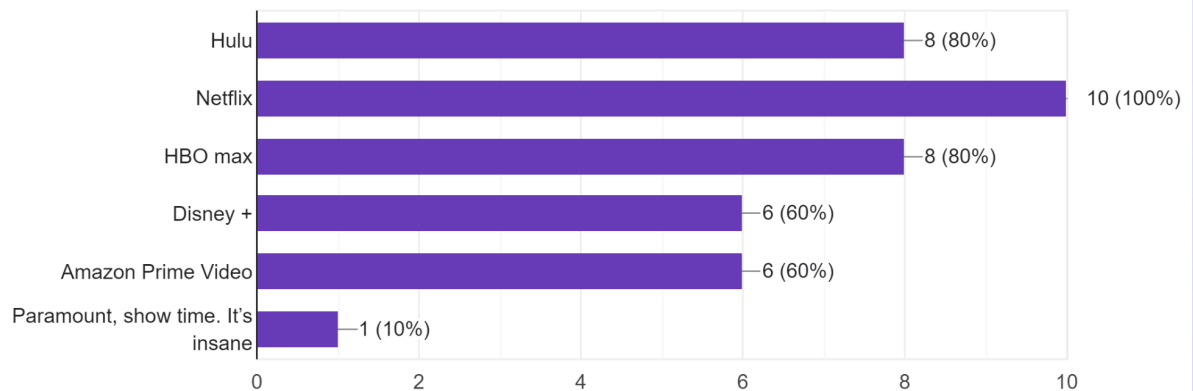
What's your age?

10 responses



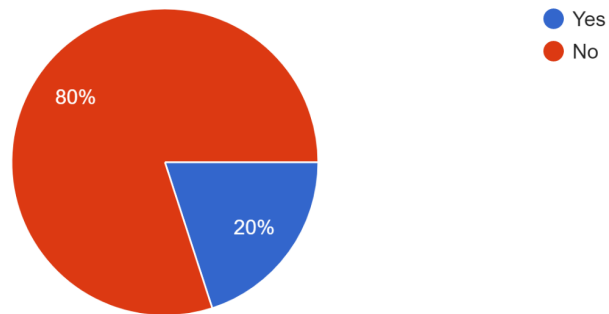
What streaming services are you subscribed to?

10 responses



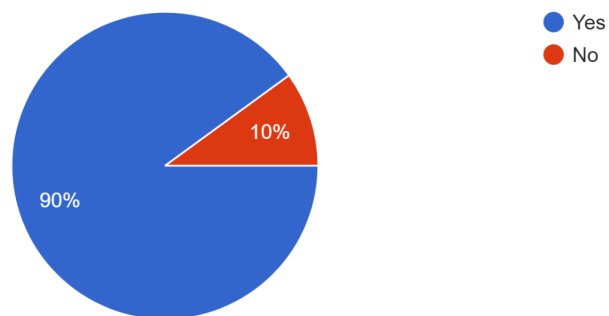
Do you put a lot of planning in your entertainment choices?

10 responses



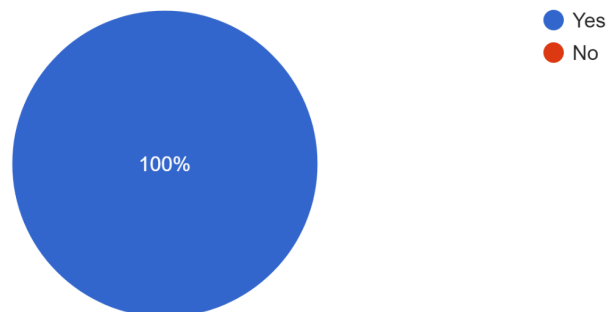
Are you open to recommendations of new movies or tv shows to watch by friends or family?

10 responses



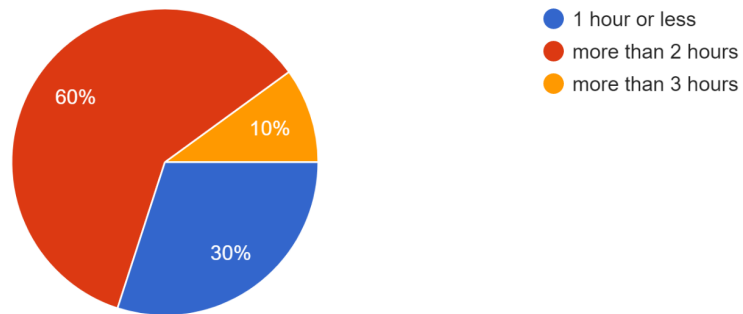
Do you like to discover new forms of media content?

10 responses



How much free time would you say you have throughout the day?

10 responses



Entertainment

mallika.malkan@gmail.com [Switch account](#)



* Required

Email *

Your email

First Name

Your answer

What's your age? *

DISCUSSION GUIDE

Overview

In order to understand how people currently consume digital entertainment, we conducted 5 interviews. For each interview we followed a script and asked all participants the same questions to ensure we had consistent data.

Key Quotes

Ethan

[in regards to friends and family recommendations] *"Definitely, because they know me the best and they know the type of person I am and therefore they can definitely point me in the right direction if I'm looking for a new show or movie."*

Tony

"I guess the mood stays the same...I suppose if you're in a bad mood you would want them to line you up. Right? And even in a good mood always you want to watch something - So you're always trying to watch something good"

Salil

"...for me like every time I watch something on any I guess like any of those networks, or apps, like they try to give me more content that's like in that genre, which is fine like that's not necessarily bad. I just want to watch a good movie or a good TV show. And like I'd actually like I'm not that genre specific."

Derin

"...most of the time when I look through recommendations, I'm like, I already know what all these shows are and I've either watched them to some degree or I've already decided that I don't really care about watching them."

Ralph

"The only reason I will start watching your shows if someone recommended it to me directly, so not through the recommendation system of the app, but a friend"

Interview Questions

Hi _____, thank you for your time, I'm here with my teammates LouLou, Cesar, and Ana.

Before we begin, is it okay if we record this conversation?

My teammates and I are researching how people consume digital media and entertainment in their free time. Today our objective is to learn more about what kind of entertainment you consume, such as streaming, reading, listening, etc., does that sound ok to you?

Do you have any questions before we begin?

Opening Questions

1. What is your name, age, and occupation?
2. With your occupation, how much free time would you say you have?
3. How do you spend your free time?
 - a. What are your favorite forms of entertainment?
 - b. How much time do you spend on entertainment websites or apps activities in a day?
4. Do you use any apps or websites for engaging with your entertainment preferences?
 - a. What other sort of apps are you subscribed to?
 - b. Why do you use these apps or websites?
 - c. How do you feel about these apps or websites recommendation features?
5. How much of your free time do you spend trying to find new things to watch / read / listen?
 - a. How do you discover new material to watch / read / listen?
6. How do you feel about recommendations given by some apps you use?
7. What time do you consume media / entertainment, and why?
 - a. How does the time of day influence what you may watch read listen?
8. What devices do you use to consume your primary form of entertainment?
 - a. Why is this your preferred device?
9. How much of your time consuming entertainment is spent with friends or family?

10. Do you usually listen to friends or family recommendations on new things to watch / read / listen?
 11. Do you share your recommendations with your friends or family?
 12. What is your decision making process for choosing what to listen / read / watch?
 - a. Do any external factors influence this decision making process?
 - b. Does your mood play a role in the process?
 13. Is there anything you prefer to entertain yourself with alone versus with other people?
 - a. What is driving this preference?
 14. What kinds of entertainment experiences do you like to share with friends and family?
 - a. How do you make an entertainment decision with multiple people?
 15. How much time do you spend looking for something to watch / read / listen?
 - a. Why?
 16. What was a recent negative experience you had when choosing something to watch, read or listen?
 17. What was a recent positive experience you had when choosing something?
-



RESEARCH SYNTHESIS

Overview

Based on our interviews, we distilled key information into an affinity map. This helped us pinpoint trends and patterns that will inform our design features moving forward. Following the affinity map, we created a persona and journey map - these helped us understand our users on a personal level and understand when and where our product could be integrated into their daily lives.

User Interview Notes

Ethan / Student [Coding] / 21 years old

- Above average free time compared to other college students.
- Watch TV while doing things. mainly as background tv.
- Uses tablet for entertainment.
- Prefers peer to peer recommendations.
- Doesn't like algorithm much. It throws anything at you.
- Prefers tv shows than movies.
- When in groups chooses a classic or lets someone else decide (prefers not to pick).
- Will prefer comedy over anything else out there.
- Finds it hard to find something new to watch.
- It's a waste of time trying to find something new.
- Netflix does best at the Algorithm. Still so much room for improvement.

Tony / Student [Coding] / 20 years old

- 5 hours of free time a week. limited time to do anything, intensive school.
- Apps he uses (Netflix, Hulu).
- YouTube MOSTLY
- Likes to listen to podcast (at least 30 min a day at random times).

- Hates Adds on his feed.
 - Peer to peer recommendations.
 - Will likely recommend content to friends or family if it's really good.
 - Prefers TV when in big groups.
 - Favorite TV show "Rick and Morty", Loves mafia tv shows too.
 - Mostly rewatching stuff.
 - Would be great to get recommendations that are actually good.
 - Leisure time mostly positive.
-

Salil /Product Designer / 33 Years Old

- A couple of hours of free time at night and weekends.
- Lots of TV content.
- Sports too, specially NBA 🏀
- Apple TV
- Search and watch content on Computer and Ipad.
- Has all major streaming apps. (Netflix, Hulu, HBO, Disney+, etc.)
- Has subscription to YouTube Premium.
- Uses Youtube in the morning with coffee or during the day while working
- Has Subscription to Spotify
- Listen to music a lot (while working and at the gym.)
 - listening passively
- Says Netflix has good Algorithm, still room for improvement.
- Has many many interests. Consumes different types of entertainment.
- Would love suggestions that come from good quality content. Awards won or good rotten tomatoes rating, etc.)
 - would be a pleasant surprise to find new good things
- Would love recommendations base on actors that he likes.
- Watch tv alone or with fiancé.
- Watch sports alone or friends specially play offs.
- Recommendations from friends will be top on the list to consider.
- Mood plays a role in terms of what he would prefer to watch or do.

- When in big groups prefers to play it safe on entertainment content and most likely play the usual.
 - listen to very few podcast but constantly avidly listens to the ones he likes.
 - Loves music. Mostly oldies, but would love to listen to something like DJ music. Not familiarize with that genre music, but would be great to start with a few suggestions and add something new to his playlist. (finds it difficult to find new music on his own)
 - Too much content.
 - Hard to know where to start.
-

Derin / Biology Research / 24 Years Old

- has a good amount of free time
 - 6 hours after work of free time
- spends time with friends after work or on weekends
- podcasts music, listening to music
- spends most time at work listening to podcasts
- listens to podcast or music passively at home
- an hour or two watching videos on youtube
- doesn't really utilize netflix, hulu, etc.
- Uses crunchyroll
- For podcasts/music is using spotify
- Recommendations thoughts - feels like he would have heard about the recs offered already, so doesnt really use rec feature
- goes into looking for something based off of friends or family recs
- takes 20 minutes looking for something to watch sometimes
- never satisfied with algorithmic recommendations
- watches a variety of shows
 - makes the recommendations random
- uses phone watch his shows
- doesn't feel like time of day affects what he watches
 - says watching scary movie at night is a given
- mood plays a role in a what he watches
 - watches something to match his mood

- watches anything with anyone
 - open to watching anything the the other person is interested in
 - doesn't watch with family
 - only watches reality tv with other people, never by himself
 - likes to watch stuff with friends they can have conversations about
 - watches similar content with friends that he would watch alone
 - lets other people take over if have a recommendation or something they want to watch
 - positive experience would be discovering more content of something new he discovered
 - doesn't use any tracker or notification systems in terms of discovering new content
-

Ralph / Software Engineer / 29 Years Old

- Free time depends on the month, but mostly free at night on weekdays and no work on weekends
- reads, watches tv, cooks, videogames in free time
 - favorite activity depends on the time
 - watching sopranos with friends and girlfriend
- tries not to spend too much time consuming digital media
- about 5-10 hours a week, few hours of tv, games, and reading
- doesn't prefer an app, wants to watch a certain show on the app
 - right now watching a show on HBO max
 - also subscribed to netflix, hulu, spotify
- doesn't use recommended feature for shows
 - focuses on one show at a time
- uses spotify discover weekly
- watches a show based off of friends recommendations or twitter
- for movies - does research on his own
 - makes a list based off of directors
- he and his gf watch tv together
 - when they don't know what to watch together they scroll - which can be a hit or miss

- watches after work or when free on weekend at night
- after work watches tv show
- movie - wouldn't watch an intense one after work
 - doesn't want anything sad after work
- uses smart tv with apps built into it
- for youtube uses phone
- approximately 2 hours of tv time with friends and family
 - maybe a tv show or movie
- usually very open to recs by friends
 - currently watching the last of us
- if a show or movie is good it naturally comes up in conversation with friends and family
- for shows - if he keeps hearing about something he'll watch it
- is plot is interesting he'll watch it
- for movies - gravitates towards directors he likes
- mood affects choice
 - length / energy levels
- watching tv or movie can be a bonding point with other people
- wouldn't watch a heavy movie with other people
- usually prefers watching movie with others
- considers taste or people who are there when watching with others
 - ex: nothing weird or avant garde with mom, but ok with friends
- doesn't put a lot of time in discovering podcasts
 - has go to podcasts, and if an episode doesn't sound interesting then moves on
- movies - has a list he goes through
- spotify and pitchfork for new music
- is he watches or listens to something new and doesn't like it - not negative just disappointing
- podcasts - good for train
 - listening to one about the history of business
 - read about it online then checked it out on spotify
- keeps track of movies with letterboxd
- for books uses notion
- for music, no list just browses

User Transcripts

Interviewee	Interviewer	Note Taker	Recorder	Audio	Transcript
Ethan	Cesar	Milli, Ana	LouLou	Listen	[Click Here]
Tony	Milli	Cesar, Ana	LouLou	Listen	[Click Here]
Salil	Cesar	Milli, Ana	LouLou	Listen	[Click Here]
Derin	Milli	Cesar, Ana	LouLou	Listen	[Click Here]
Ralph	Cesar	Milli,Ana	LouLou	Listen	[Click Here]

ETHAN TONY

SALIL DERIN RALPH

1. What is your name, age, and occupation?

21, and still a student.

Name's Tony. I'm 20 years old. I'm a college student right now a full-time student I guess.

Yes, my name is Salil, I work as a product designer at a company called Brax. And I am 33

My name is Derin, I'm 24 I'm a research assistant in a biology laboratory

My name is Ralph. I work as a software engineer.

2. With your occupation, how much free time would you say you have?

I would say a moderate amount of time compared to others because I know at the moment I'm just still job searching for an internship, but I know others have that are in college. They may have a hard time but for me, I would say maybe a little above average compared to a normal college student.

throughout the week? Let's say five hours a week. Something like that, I guess because I tried to get sleep, you know? But I do try

I mean, less than I would like, maybe just like a couple of hours at night, like after dinner and stuff. Otherwise, my days are pretty cool.

I have a good amount of free time. I mean, at work, I have like, an hour, at least during the day and then when I get home, I mean, I have like, six hours plus like an hour in the morning, I guess. So. Yeah, gap hours kind of, minus sleep and work.

The time depends on the month. But I mean, I'm generally free at night on the weekdays, and unless something is very wrong, usually not working on the weekend.

3. How do you spend your free time?

Coding or sports like just any, like hobbies that, you know, I try to find productivity. Yeah. [and] Through watching the show? Watching the show.

Work out a little bit. If there was like, some time at home, I just watched some shows.

I spend a lot of it with friends, either after work or on weekends. Or if I'm by myself at home, I'll spend a lot of my like listening to podcasts or working on music or watching something, or cooking.

What are your favorite forms of entertainment? Do you happen to read or listen to anything?

Oh, I think it kind of Yeah, kind of depends. On the time, I think right now. I like usually Unwind by playing like a video game right? afterward. And then, yeah, TV shows, depending on the show. I'm watching the sopranos right now. With some friends and my girlfriend. And that's pretty it's pretty good.

No, I don't like to read. I listen to podcasts, sometimes. Just random stuff on Spotify. Like when I'm bored. Yeah, yeah,

I like things like mafia movies.

How much time do you spend on entertainment websites or apps activities in a day?

Yeah, I mean, I tried not to spend too much time. But I think generally I like 5-10 hours a week, depending so few hours of TV a week, and then some video games and some reading.

I mean, in my head, it's probably late like two hours but sometimes it's a little bit more sometimes a little bit less.

Three plus hours because, to be honest, I would have like, a show playing while I'm doing the work. I'm that type of person. So I'm not really engaged with the show, but I just have a background type of thing. So I would say three-plus hours. If we're being technical

[for podcasts] The roughest, maybe like 30 minutes at max, I guess.

During the week, I spend most of my time at work, listening to podcasts. So like most of the workday, I'm like, usually listening while I do other stuff. And then, at home, usually at home, it's like I'll do like podcasts or music passively while I'm doing other activities. So that's kind of like all the time. And then for what for watching stuff, I guess it's like, maybe, an hour and a half or so like actually committed watching time to something, maybe two hours, depending on the day.

I like to read if I find the energy to I'm following a few TV shows. I like to cook play video games,

4. Do you use any apps or websites for engaging with your entertainment preferences?

I'm subscribed to Netflix,

I use like mostly YouTube for like watching things. Or like, there's like, you know, I don't really I had like through like other folks that stuff I have like Netflix and HBO like the big streaming things but I really don't use those that much. I'll use like Crunchyroll. And then there's like another streaming service that does like other like specific stuff called drop out which is another one that I that I watch, but I just the other ones unless there's like a specific show somebody has told me to watch.

Like why would you say you would use for instance, Netflix? What would you say you prefer, using the website? The app?

For me, I just use the app [Netflix] because I find it more convenient, I suppose. I can't really have it open on my browser because most of the time, that's where I would either do my hobbies whether it'd be coding or schoolwork, something like that. So I would always have an iPhone or something because a tablet is just really convenient for like, smaller stuff. As much importance, I guess you could say.

What other sort of apps are you subscribed to?

Like, I mean, as far as stuff I want. Like we have access to Netflix, Hulu, Disney, HBO sometimes we have Apple TV sometimes not depending on if there's a film we want to watch there. I also subscribe to YouTube. Like premium that I subscribe to a lot more recently, maybe just like six months ago. Or something like that. So that's kind of like a new thing for me. That's also like that's really different. Like I like watching YouTube, kind of like it's just like a different like thing for me like I don't usually watch that and I actually watch YouTube maybe like in the morning like when I'm like drinking coffee, or I will have stuff on YouTube. Like during the day like while I'm working. Like I'll put like, kind of like like music concerts or like, stuff like that like stuff I can watch passively while I'm

working on there. And then like in terms of like, are you guys interested in other forms of entertainment? Like other than TV?

Well, I said I'm subscribed to Netflix, but I don't have many subscriptions myself. And my brother and my mom. They use Hulu and stuff. Netflix,... And I guess like YouTube?

Spotify.

How do you feel about these apps or websites' recommendation features?

I'd say [Netflix] is pretty up there. Yeah. I know, it has some algorithm or way of seeing what a user would or wouldn't like based on its past choices, and I'd say it's pretty spot on. Every show that I've picked from its recommendations is pretty good. Or I move on of course.

I mean, yeah, it depends. So I'm a big basketball fan. So I watch a lot of NBA basketball at night. In that, I watch like both like using like my Apple TV, as well as my computer. Sometimes my iPad if I want to like lay in bed or something like that, and then I watched like, I don't have cable, but like we have all of like pretty much all the streaming services or like I guess I'll call the major ones. So I watch like, like just TV shows and movies on that. I usually watch on TV. I generally don't use like my computer or an iPad for that.

They're fine. I mean, like I feel like the things I've seen the recommendations are always like, stuff I would have heard about anyway. Because they're like really popular shows. So which like sometimes I do enjoy watching and sometimes it is like kind of tailored but most of the time when I look through recommendations, I'm like, I already know what all these shows are and I've either watched them to some degree or I've already decided that I don't really care about watching them. So I don't really use the recommended features kind of ever.

Usually, I - It's not that I prefer any app. It's more that I want to watch a certain show that is only on some app. But I think lately, HBO Max has been kind of

where a lot of the shows and watching are on. So yeah, I guess we could go with that.

I think for streaming shows I definitely, like I sometimes use it like for Netflix. I'm like, oh, I want to just turn my brain off and put something on the TV but I generally don't really use them because I generally try to say okay, I'm watching this show, which I don't need recommendations for. I think for music. Like I think that's a much bigger thing for me like for Spotify. I used to be way more regular about this, but I usually try to check my Discover Weekly for example, just to see what's on there.

5. How much of your free time do you spend trying to find new things to watch/read/listen? How do you discover new material to watch/read/listen to?

I would say mostly through friends and family, like pure recommendations, not from Netflix's recommendations because as good as the algorithm is, it doesn't really know you. So it only knows what you watch and you can't really make an assumption.

Honestly, I don't know. I guess through recommendations from friends, and family stuff. Of course, suddenly, I'm interested otherwise I'm like whatever.

Probably like a lot like I want to say, like if I already have like a show that I'm like into then like, that's easy, right? Like, just go to the next episode. But if I don't have something like that, then I ended up probably spending like, you know, just like 15 minutes 20 minutes like scrolling through stuff. And like switching between apps to like, find something. Yeah, so it's like, I don't know. Like, I don't know exactly what always like catches my eye. But again, it could be a combination of like, have I heard of the thing before? Like, pick a recommendation from somebody that read about it. Did I or maybe it's like an actor that I'm like, super into? I'll give you an example. Like after I've watched White Lotus season two. I was like, man, Aubrey Plaza is so good. I just want to watch more stuff with Aubrey Plaza. Then I watch like three Aubrey Plaza movies. But like that was not a recommendation. I had to like search word or something like that.

I think for shows generally. The only reason I will start watching your shows like if someone recommended it to me directly, so not through the recommendation system of the app, but like a friend is like, oh my gosh, like this recommendation or I see. I see it on Twitter. Or something like that. For things like movies, I think I do more research on my own. So like, I'll go look at lists of movies from directors that I like, for example, and then make a list and then see what apps they're on and they're available, and when the apps like I'll go through movies like that.

6. How do you feel about recommendations given by some apps you use?

I would say friends and family have a stronger deciding factor. But yeah, both definitely have an impact.

It's kind of invasive, honestly. Because I mostly use youtube. And then sometimes I'm just thinking about some random shit and it appears in my feed. So that's the basis of it. And it's not just due to like - let's be honest, it's everywhere. Yeah, like ads. It's kind of annoying.

do you engage with the recommended content?

No, because I want it to stop. So I don't

That's an interesting question. I actually find I mean, like recommendations are always like, though, I guess it depends on the product. Some products are better than others. Like I want to say that maybe Netflix has like pretty good recommendations. And then versus like when I look at like HBO or like Hulu. Generally, I feel like the recommendations they're like really aren't as like, solid. And even in Netflix, I think like, there's a lot of room for improvement. But I feel like for me like every time I watch something on any I guess like any of those networks, or apps, like they try to give me more content that's like in that genre, which is fine like that's not necessarily bad. But I feel like for me like I just want to watch a good movie or a good TV show. And like I'd actually like I'm not that genre specific. So like sometimes I wish there was a way to just give me recommendations just based on like I was just like, how could he just filter out stuff that's just like like mediocre? You could say you're just not that good. And I'd like just show me like the hits. like, show me like that. Stuff that like maybe

won awards or like it's like super, like popular like something like that. Like I think that would be like better for me.

Um, because the things I watch aren't necessarily like, always, consistent in a certain way. So the recommendations are like, I feel like they're not pulled from like, like, I don't know, it's like, oh, I watched thing A and then I watched totally different thing B or something and then the recommendation might be like, either exactly, like one of those are just like because they're so different. Just like seems kind of random.

Yeah, I mean, like, me and my girlfriend usually like watching TV together. If I'm watching TV, and we've definitely just been like, oh, I have no idea what to watch. Let's just scroll on Netflix. And I think it's kind of hit or miss like some sometimes will, you know, show starting show and I'll like I'll watch the first few episodes and like, I won't really like it. And then I stopped and drop off. Sometimes the movies are pretty entertaining. So I think yeah, I think it's kind of hit or miss.

7. What time do you consume media/entertainment, and why?

Throughout the day, watching is usually like only the evening.

How does time of day influence what you may watch/read/listen to?

So random times, honestly, [for podcasts] because I always have my headphones in, even in class, especially if it's boring. Class and stuff like that.

Not really. I think it's like mostly about like, just when I'm when I'm available. I mean, I guess there is sort of like Oh, I'm gonna watch the thing scary. It's fun to do at night, you know, but she's like, kind of like a typical thing, but I don't think I've noticed any patterns with other stuff.

Yeah, usually like after work, or if I Yeah, if I don't have plans like on the weekend, generally probably at night, too. Yeah, I think usually if I'm watching something afterwards, it's either a TV show that I'm following, like the sopranos or something like that. Or if I will watch a movie. It's not going to be that intense like I'm not going to watch it three hour movie after I finish work, if it's a weekday so yeah, I do think it has an influence. Probably the most influence

would be like length or just like the topic you know, like I don't want to watch something super like sad if I just finished work.

8. What devices do you use to consume your primary form of entertainment?

Overall with the iPad. [because of the convenience with screen real estate type of thing]

Mostly my phone and my laptop sometimes. [For] convenience as it's always on me.

Usually, for listening, it's like usually my phone and for watching, it's usually my laptop.

We have a TV in our living room and it has smart TV like apps built in. Yeah, usually for like longer for TV shows and movies for sure. If I'm watching like a YouTube video or something, I'll probably watch it down on my phone unless it's like a long video.

9. How much of your time-consuming entertainment is spent with friends or family?

Maybe like an hour, so not too much.

Varies, I guess. I don't know, like 30 minutes a day I suppose. Like at night

Like most movies or TV shows, I'll watch with my fiancée basketball like I just watched it's usually like me and maybe like a friend. And then like, you know, other stuff like music and podcasts and stuff like that. That's also it's like a solo activity for the most part.

Probably a few hours a week. So there's like a few TV shows I'm following I guess like two right now. It's a few hours right there and then. Yeah, maybe? Yeah, usually that I'd say it varies, and then a few TV upsets, some TV shows, and then maybe a movie.

10. Do you usually listen to friends' or family's recommendations on new things to watch/read/listen to?

Definitely, because they know me the best and they know the type of person I am and therefore they can definitely point me in the right direction if I'm looking for a new show or movie.

Yeah, for sure...I think I prefer it because I've never really been satisfied with the algorithmic recommendations. But if that was better then I could see myself finding other stuff to watch too. But I think I prefer I think I do prefer recommendations from people because they sort of know me better than an algorithm does.

Yeah, definitely. I just feel like there's like so much content out there these days. And there's just like so much to sift through that like, you know, if you get a recommendation from somebody like that usually like go list at the top of the list. Just because like now I- you know, at least have like one data point on like, it being something that I would probably enjoy. And that's that would say that's like, way more trustworthy than like, any sort of like algorithmic recommendation. Like, as soon as like, somebody else recommends you something, especially someone you know, well, like, you know, there's like a, there's like an element there of like, you know, maybe you want to like talk about it with them or like, maybe you just know, like, it affected them in a certain way. So you want to see, like that point of view. So just in general, like as soon as you have, like a recommendation, it's like there's just like a much stronger connection there. Versus if it's algorithmic then it's just like you know, I don't know, it's like, that's fine, but like, the algorithm is also telling me to watch like a 100 other things, right.

Usually Yeah, I'm usually very open. Like if a good friend is like, Oh my God, this TV shows coming out. It's really cool. Yeah, I usually like ended up checking it out. That happened with The Last of Us for example. I had a friend who had played the game and they were like, Oh my gosh, this shows coming down. And like now I'm watching it.

11. Do you share your recommendations with your friends or family?

I know my friends and family but my personality is just the type to not really give suggestions because I suppose I don't want to give a bad one or I just don't want to lead them down the wrong path or the wrong way. So I'd just have to give them a variety of options, not recommend a specific one.

To watch? Sometimes I guess, if I'm - if I really like a show or something, I'll be like, you know, check this out. But I don't most of the time. Then I'm gonna watch it.

I mean, yeah, like, I don't know, like, if I recommend something to friends or family, hopefully, they want to watch it but I don't know. You have to ask them.

yeah, I think it's it's it's the show or the movies like good like I'll usually you know, I think it usually just comes up saying oh, you know, where are you watching these days that sort of come?

12. What is your decision-making process for choosing what to listen/read/watch?

I guess the best way to answer that would be it's down to preference at the end - right? of who you are. So me personally I mostly prefer TV shows as they have more of a storyline compared to movies. There's a lot of builds, character development, or just builds up to a specific scene or event that ties everything together - all the episodes and that's what I really find valuable, I guess

I don't know. I just, you know, click the ops and see what happens. Like I can't give you an intricate response.

Do any external factors influence this decision-making process? Does your mood play a role in the process?

I wouldn't say my mood plays a role. Maybe hobbies or something of those interests that I have so I may obviously find it interesting, which is why I would like to approach, you know, a new movie to use or maybe even like the actors. Maybe you just like the actors and you just want to watch what they've created. I usually go around that route. Yeah.

Not really, I guess the mood stays the same...I suppose if you're in a bad mood you would want them to line you up. Right? And even in a good mood always

you want to watch something - So you're always trying to watch something good, right? Yeah.

I don't know. I guess it really just like maybe depends on like, my mood. And just like, you know, kind of like what's going on for me like if I'm really like, stressed out or something like that. Like then I might, like, look for something that's like funnier. And like lighthearted, something I don't have to, like, pay as much attention to, but if I'm like, you know, maybe I'm just in like a, like, you know, I really want to like get into a movie or something like that or get into like a story then like, I'll look for something that's a little bit more kind of like, you know, just like deeper, more interesting. But yeah, I mean, I guess I also just have like, certain like genres that I like, like I like, sort of like I like dark comedies. I like drama as I like. I like action stuff. Like I don't really like horror. I don't really like musicals. There's just certain genres I just like to avoid too.

Oh, for sure. Yeah...I think a lot of the stuff I listened to are, comfort shows that I can do anytime. But watching things. If I'm feeling, sentimental or I'm feeling sad or something then I probably want to watch something serious, I feel like I tend to like match my mood as opposed to going the opposite way to try you know, like, I usually don't. Funny stuff when I'm like feeling sad. I like, the sadder side of things. And same with like, funny, light-hearted stuff.

For deciding to watch Yeah, I think it kind of depends, like for shows. I guess. You know, it's like, if it's like a really famous show, like the Sopranos. I just kept hearing about it over and over and I'm like, Okay, I guess I should watch this show. Apparently, it's really good. So it's like if it's been strongly recommended by other people. Or if something about the plot is pretty interesting to me. Like I'll go out of my way to watch it. Then yeah, for movies, for movies, I tend to go more there's a certain directors that I like, so you know, if I like one movie from a director, and I like their, you know, style, I'd be like, Oh, I should check it out. So, that's usually how it goes for that.

I think it's kind of similar to like the length and like the energy level like, I don't know, I'm not gonna go watch like a really sad three-hour long movies like I you know, not feeling great already. Like my mood isn't great. Yeah, I think I think so.

13. Is there anything you prefer to entertain yourself with alone versus with other people? What is driving this preference?

I don't really. No.

Yeah, I mean, most of the time I watch basketball by myself just because it's like, it's just easier, like one I mean, I've followed the Philadelphia 76 series, which is like an East Coast team. They actually like start typically, start playing around like 4pm Pacific because I live in San Francisco that like actually like I'll watch that a lot like passively like I'll put it on like my second monitor while I'm like still working. And like I just play kind of like checking on the game as I'm like doing other stuff. And then like I mean, just like generally like you know, if it's like a big game I'll get together with friends you know, there's like a playoff there's a final or something like that because then I know like, other people are going to be like interested in it. But like, you know, just like going out, like meeting up with people like for like, just like a casual like when Wednesday night game or something like that. Like, it's just, you know, it's just like a lot of work to do that. So it's not really it's just, you know, it's just not something I'm looking to do. Here. Yeah.

Sometimes it depends on the person. I don't really watch anything that I feel like I mean, you know, the like, two-hour episode Dungeons and Dragons thing that I watched like, I'm probably not gonna watch that with somebody in a sitting, but like if it's a show like I don't think the genre or like the mood of the show, necessarily. It just depends on like, if the if I could watch anything with anybody who is interested in watching that thing, probably

I think I usually like to watch, especially TV shows and music with other people. Because then, like, you know, it'll be kind of like a bonding point or like something we could talk about later, like, Oh, like that, you know, this part. of the movie was crazy. Like, that's everything. But yeah, I mean, like, I think some movies. If it's a really heavy movie or something maybe I don't want to watch it with other people. I think it kind of depends, but usually, I like watching other people.

14. What kinds of entertainment experiences do you like to share with friends and family?

It's pretty inconvenient to use a phone for people watching, so usually a TV.

Family, I really don't. Usually, sometimes maybe like a movie but yeah, that's pretty rare. Yeah.

How do you make an entertainment decision with multiple people?

With friends and family will be kind of difficult to make everybody happy? So you would have to choose, probably a classic everybody's watched already. Then you would have to kind of be in a disagreement about what to watch. I suppose. That's why I try to watch every single one - So just try to make sure that everybody overall is satisfied.

Depends on the people. If I'm on like, one person right then I'm like just pick one. I can control that situation. You would just pick one and get on with it, but it's like a group of people then they're - in a way, you are waiting for them to finish. you are - so it's dependent on them? Yeah, but on my own watching, I'm on board.

With friends, um, I guess there are some like if it's like a really silly like, like, reality TV type thing. Like, I can't watch that stuff by myself. Like freaks me out. But I love watching stuff like that with other people. Yeah. But for anything else, like I think I mean, I think with friends I gravitate more towards stuff we can watch that like, we can also like, like chat about during, you know? Yeah, I don't know. Yeah.

what would you say is an example of a show words or movies or any sort of entertainment that I guess, meet everyone's needs?

Most likely a comedy I suppose. You know, I'd say comedy is pretty safe. Because I want to save choice. Yeah. Yes.

I don't know. We just you know, open Netflix and click like the first interesting thing that pops up or I like to rewatch shows but that's just me. Yeah. I really like Rick and Morty. I don't care how many times I've watched them so it's still fun to me. Yeah, so if I'm too lazy to go on find like something new. I fucking go back to - that makes sense.

Yeah. I mean, I would say just like if I'm watching with people, like whether it's like sports or movies or whatever like you want to, you want to maybe just like pick something that like everyone's going to enjoy. So like, there's certain like types of like, movies that like, I know, like my fiance and I will like both enjoy together. Like, though I can't put like my finger on it exactly. But like, if I see it, like we kind of know like, oh, that's something like both like, or, like, you know, like with friends. Like it might just depend on I mean, I guess like the same thing like you might just like kind of like as you're trying to pick something just like figure out like, what is something that like you'll both like really like the group will really like. It also could be like, you know, a few weeks ago like my brother wanted to sell me a movie. He had seen it before and it was one of his favorites. So like, you know, we watched it together, and like I was just like, Okay, I'm gonna watch this because like, my brother really like was into it. So like, let me check it out too. Like that. Was kind of the deal.

I mean, I think I'll, I'll usually consider like the taste of the people who are there like like, you know, I probably wouldn't go out of my way to watch something really weird. Like with my mom but maybe I would die if it's just like my friends. So yeah, I think usually like, their tastes like you know, when my mom is like, Okay, we're gonna watch a Marvel movie or something. Yeah, yeah, basically, their taste.

15. How much time do you spend looking for something to watch/read/listen? Why?

A pretty short amount of time. I don't really want to use too much of my time looking for a show that I might not even end up not liking. So the way I see it with Netflix, Netflix's algorithms, what they recommend, sometimes it can be good. If it's bad, just move on to the next one.

I don't know. Five minutes. I guess. I can't really give you a really quantitative answer. It's just random.

If I had no recommendation, I'm just looking for something new. Like maybe 20 minutes or something at most.

Discovering something new?

Mostly it's kind of tedious because I'm not into a lot of stuff out there. But usually, when I find something that's interesting, it's like a pleasant surprise.

Listening to is easy because I have like a very like, you know, a set of things that like come out with the new stuff pretty regularly so I don't I'm not usually spending too much time trying to find something new to listen to. For watching, I guess like again, at least with the big ones like I don't spend too much time searching because usually, I go in with somebody who has told me to watch something. So maybe like, but if there's a time where I'm like, Oh, I just want to find something and I'll search on maybe try for like 20 minutes to look for something. And now give up or go to something that I already know.

Yeah, I mean, again, I really like depends, like, if I'm watching like a movie or TV show by myself like, then again, like maybe like those 15 or 20 minutes I talked about like, just like revenue, sit down and trying to figure it out. podcasts like I don't really like look for podcasts like I just have like maybe like five or six I'm subscribed to and so every time they have a new episode, I listen to them but I generally like don't get new podcasts very often. Maybe just like once in a while if I hear about something that somebody recommends or like uh, you know, just like saw it online or something like that, like add a new one to my like my list but that's pretty rare. And then music like I mean, I would say music kind of sits in like two categories. Like there's like one like stuff that's just like light for a really, really long time. Like stuff I listened to in like high school, college etc. And like, it's just like a part of like, they're like, by library, and I'll just like draw on an album. And then like, but then there's also like, you know, like that gets boring after a while, right? And so you want to listen to something new. And in that case, like it's actually like, I don't really have a great system for it. Like, I've actually found it generally like, like, both easy and difficult to find new music like it's easy in the sense that like Spotify, makes that super available, right? Like anything you want to listen to, it's like right there, but like to actually find something new, like on my own that, like I'm gonna maybe like get super into is like, you know, I feel like it's like random. You just gotta like, listen to like a bunch of playlists like a bunch of like no radio stations eventually they'll be fine something like I don't know that I have like a great system there for like really like, like finding something new. So, yeah, I mean, more recently, like, I've actually also been listening to a lot of music on YouTube. And then listen to like,

like live DJ shows. And that's another thing where I'm just like, I just find like a random person I started listening to and like, I just hope I like it and I don't like it, you know, move on to something else.

Oh, I think like not too much. But like, I do it somewhat regularly. Like, if you know, I have like, for example, for podcasts. I have like, several that I listened to, but if like none of the recent episodes sounded interesting. Maybe I'll go scroll on the podcasts on Spotify and see if anything's interesting. Like for movies. I actually keep a list of movies that I want to watch for music. There are a few websites that I like to visit every now and then to see like oh, is anything cool? releasing soon? Like maybe one of the artists that I really like is releasing an album. So yeah, I think like fairly regularly.

Does that change if you're with people?

Yeah, sometimes this then I might just let somebody else decide. Like, I'll suggest a couple of things and, you know, just kind of let somebody like, take over if they have like something that they would want to watch.

16. What was a recent negative experience you had when choosing something to watch read listen to?

No, no, no, no. So the algorithm has been doing okay, so far. Yeah.

I wouldn't say their negatives, inconvenient.

I don't think it's ever been any worse than Oh, I didn't find anything. So I'll just go back to this thing that I kind of always watched or something I think at worst, it's like I just didn't find anything particularly.

What makes it inconvenient?

Just finding something good. That's new. That's inconvenient, but it's not really negative. Because you know, this is a show

Yeah, I mean, I think I think the negative experience is just like like not having a lot of like, like direction. Again, I think like in all these categories like there's like, there's just so much content available. But their music or whatever that like it's hard to know where to start. And like having a little bit more clarity on like,

where to start would be really nice. Like especially I think in music this is like important. So like I just like in general I don't listen to that much like electronic music or like, I don't listen to that many DJs or anything. So like I just I'm not super familiar with like, really what's out there. And so I guess like, you know, it would be cool. I mean, now I'm just like brainstorming but like, it'd be cool if there was a way to just be like, hey, like, you're just getting into this genre. Like, here's 10 people maybe to like start with versus just like right now I'm just like, I find like a random person. I'm like, is this person good? Like, I don't know, like, are they well known? I don't know. Like, I had no idea. And like, I guess I could like do that research, right? Like, you could like sit down and like, there's like, articles, I'm sure written about that type of stuff. But like, I don't feel like I want to do that right at the time for that like it feels like more like easily accessible. Just like it could be. It doesn't have to be an article but like, just some way to get like, kind of like a shortlist really quickly, based on like, quality or like something like that, like that would be cool.

Yes, Spotify, I mean, for you know, for. For music, I use Spotify a lot. This is kind of embarrassing but I go to pitchfork. Yeah, that's it for music.

I would say it's like, wow, that was totally negative. It's more like wow, that wasn't as good as I thought it is. Yeah, it's like, oh, you know, as an artist, their new releases new album, I listened to it, and it's like, not as good as your last album. And, you know, it's not like, you know, negative, that's just like, you know, that's that sucks. It's not as good as the last.

17. What was a recent positive experience you had when choosing something?

Yeah, I'd say it's done a great job. Like clearly it knows that target audience when it gives me the shows or movies that it recommends, and then also I do have my friends and family that are recommended, so it's damn near impossible for them to point me in the wrong direction. I guess.

It's pretty positive. Yeah. It's one of the biggest streaming platforms for movies and TV shows. So overall, it's pretty good. Clearly, they're doing something right.

Sure. Yeah. That's leisure time, so it's always positive. Yes, yeah. I don't know if it's a good answer. It's kind of a weird answer, but I never really had - I don't get bad - trying to watch a movie or to find a movie to watch.

I mean, yeah, like trying to take a look at a specific example. Movies, I can't I can't think of anything in particular with music, like I found, again, it's like random, but like, I definitely see Jay read again, that I like to listen to him a lot.

I feel like the most positive variance is finding out something I like has new episodes that I'd like didn't know until I like was looking for stuff and then it's like, oh, new episodes and I'm like what I didn't know that and I can jump into that.

I think so. There's a podcast that I found recently. That's been super interesting. It's about the history of certain businesses, which sounds nerdy but is like a pretty good listen on the train. So yeah, that was basically like, Oh, I was just scrolling. And, like, I remember reading about this podcast and then I saw it on Spotify. And was like, oh, actually go check out an episode. So yeah, I never really like it says as a pretty positive experience.

18. How do you keep track of new episodes or lists across different platforms?

I don't use something like concrete. I kind of just like remember or forget, I don't use any like tools or I don't. Yeah, like any sort of track or anything. Yeah. And I don't even like usually use notification systems that are on when it says like, oh, notify me. I almost like never use those.

Yeah, I use this app called letterbox. Yeah, I think it's pretty cool. Basically, you say, Oh, I've watched this movie. Then you give it a rating. And then that's how I keep track of stuff every scene. And then usually, you know, like, after watching a movie, I'll go like on lists where that movies on because like users can make lists of movies.

AFFINITY MAPS

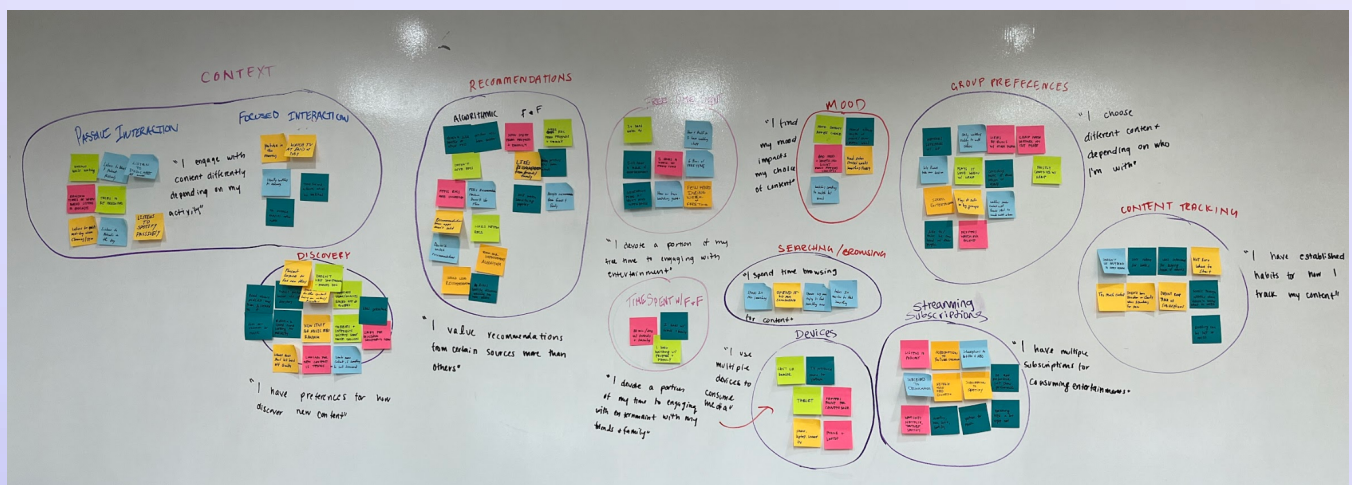
Overview

After conducting our user interviews and sifting through our responses, we were able to synthesize our data to create categories and insights. Our users provided us with great insights on their daily experiences when dealing with present day forms of entertainment. With this new information, our group has gained great insights on gaining a better understanding of our persona and what main goals, needs, and frustrations they have. We have gathered not only how fulfilling and enjoyable the entertainment industry can be for users, but also dived into a space where we can see the troubles and hassle when dealing with said industry.

Key Takeaways

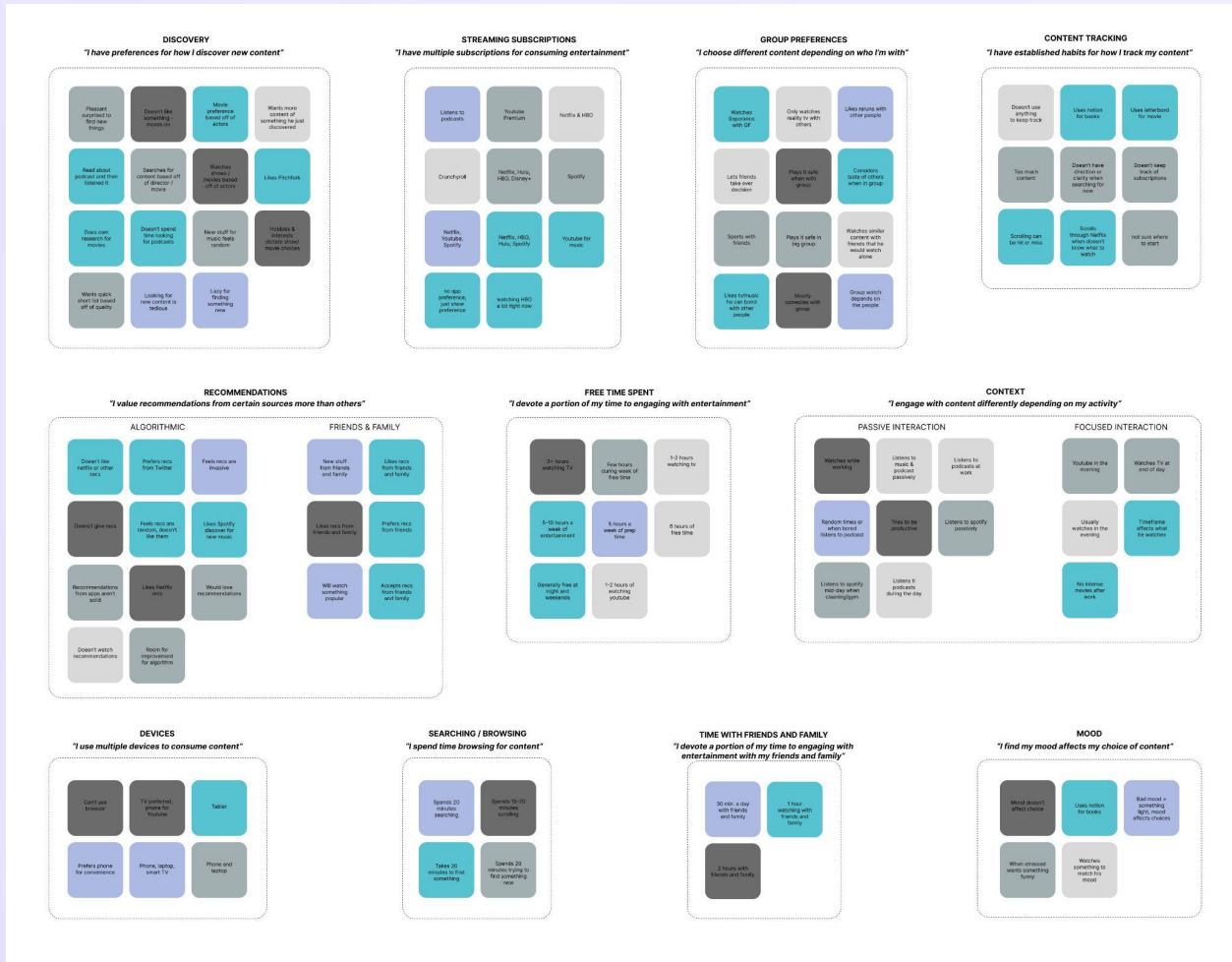
- Overall users don't seem to be satisfied with the present day recommendations
- The personal discovery process appears to be a hassle for many years, causing them to rely on watching content over and over.
- Choosing and viewing a selection of entertainment in a group setting has been indicative of being tough to succeed.
- Overall context of where the user is located has an effect on how they interact with the content.

Analog



DIGITAL

[Link to Affinity Map](#)



INSIGHTS

GROUPING	I-STATEMENTS	INSIGHTS
Context	<i>"I engage with content differently depending on my activity"</i>	People use different forms of digital entertainment depending on their activity.
Discovery*	<i>"I have preferences for how I discover new content"</i>	People employ multiple methods for how they find new digital content.
Recommendations*	<i>"I value recommendations from certain sources more than others"</i>	People value certain sources for discovering new content over others.
Free Time	<i>"I devote a portion of my time to engaging with entertainment"</i>	People spend a portion of their free time engaging with digital entertainment.
Time Spent with Friends & Family	<i>"I devote a portion of my time to engaging with entertainment with my friends and family"</i>	People spend a portion of their free time engaging with digital entertainment in groups.
Mood*	<i>"I find my mood affects my choice of content"</i>	Mood dictates what kind of digital entertainment content people choose.
Searching / Browsing	<i>"I spend time browsing for content"</i>	People spend time looking for content before choosing one.
Devices	<i>"I use multiple devices to consume content"</i>	Multiple devices are employed by people depending on what kind of content they are consuming.
Streaming Subscriptions*	<i>"I have multiple subscriptions for consuming entertainment"</i>	People purchase multiple subscriptions depending on what kind of entertainment they are searching for.
Group Preferences*	<i>"I choose different content depending on who I'm with"</i>	People consume different kinds of content when they are with groups.
Content Tracking	<i>"I have established habits for how I track my content"</i>	People have established habits for tracking content.

User Persona

Overview

This persona is a representation of somebody who is a good fit for our product and how he may benefit from it. Using what we learned about emerging trends in the affinity map, we pinpointed the goals, needs, and frustrations of “Quentin”. Quentin helps us understand our users on an intimate level, which will ultimately inform our design decision and lead to a product based on empathy for our users.

[Link to Persona](#)



THE AVID CONSUMER

“There’s so much content to sift through, it’s too tedious to try and discover new content, I always go back to the same thing”

QUENTIN

Age: 28
Job: Graphic Designer
Location: New York, NY
Relationship Status: Married

SUMMARY

Quentin is a graphic designer at a publishing company in Brooklyn. He works in person 9-5, and always listens to music while working and to a podcast on his way to and from work. When he gets home, he usually catches up on his tv shows using one of his many streaming subscriptions, right now he's watching "The Last of Us" on HBO. He and his friends always discuss the latest episode over a drink. His girlfriend however doesn't like that show, so they watch something else when they're watching tv together. It's easy to find a movie for the weekends, because they watch something based off of his Letterboxd list - but finding a tv show for weekdays is difficult. They usually scroll for 15-20 minutes before giving up and deciding to rewatch something they've both seen before. Sometimes they look at the Netflix recommendations, but find that those recommendations never quite resonate with them.

GOALS

Have a reliable way to find new forms of content

To cut down time spent browsing for content

To have quality choices that appeals to everyone when watching with a group

NEEDS

A way to discover content that he knows he'll like immediately

A streamlined process to view content across multiple apps.

A better way to choose content that appeases everybody

FRUSTRATION

Is unsatisfied with current app recommendations

Has trouble sifting through so much content when he has multiple subscriptions

Is annoyed that there is no adequate feature that can help determine group preferences.

JOURNEY MAP

[Link to Journey Map](#)

Overview

This is our graphical illustration of our chosen customer persona's experiences and emotions throughout their day while consuming entertainment via phone, computer, or TV. We are mapping out his journey and that way we gain a deeper understanding of his behavior, motivations, and emotional states as he interacts with a product or service. This information can then be used to inform decisions about how to improve his overall experience, implementing that to our designs.

Key Takeaways

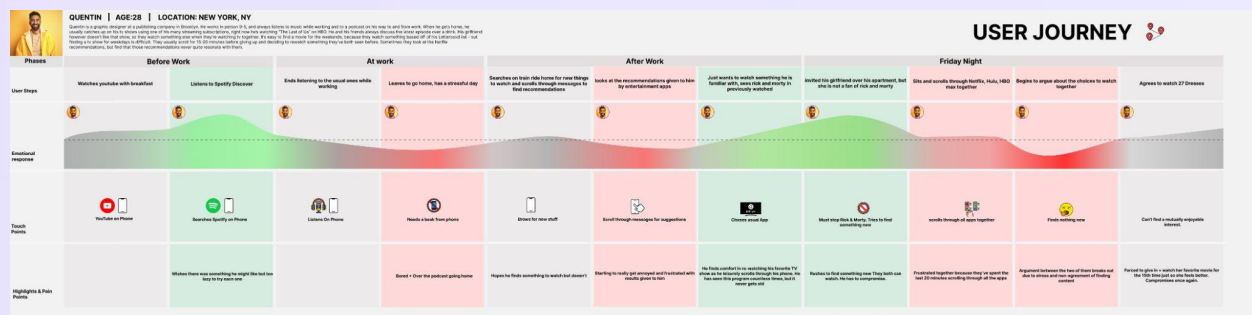
By mapping out our persona's journey we were able to distill moments of their day that would benefit from our concept.

- He engages with digital media multiple times throughout the day
 - He uses multiple platforms for watching, reading, and listening for entertainment
 - He enjoys discovering new content but does not receive good suggestions on all platforms
 - He needs a way to share entertainment experiences with his girlfriends more smoothly
 - He needs a more concise way to sift through algorithmic and friends/family suggestions
-

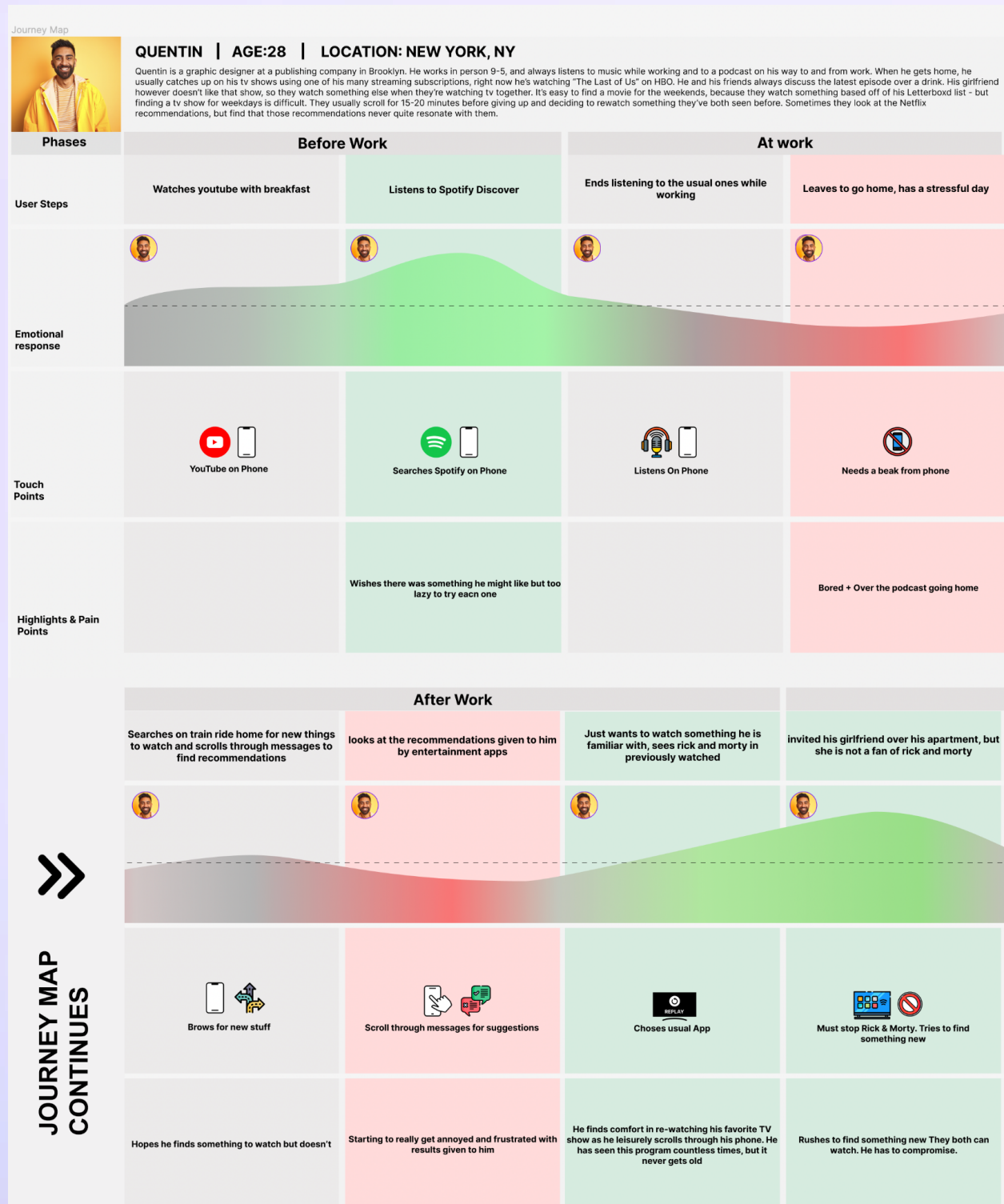
Key Moments

- Watches usual content on Youtube while having breakfast
- Uses phone and computer at work to spare time when on breaks
- At work he doesn't have time to find new content
- Mostly watching, listening or reading the usual
- Frustrated algorithm does not recommend anything good
- Can't find suggestions from friends or family on his phone messages
- Gies up and rewatches favorite TV Shows
- Find it hard to find something that he and his girlfriend can enjoy

Full Map

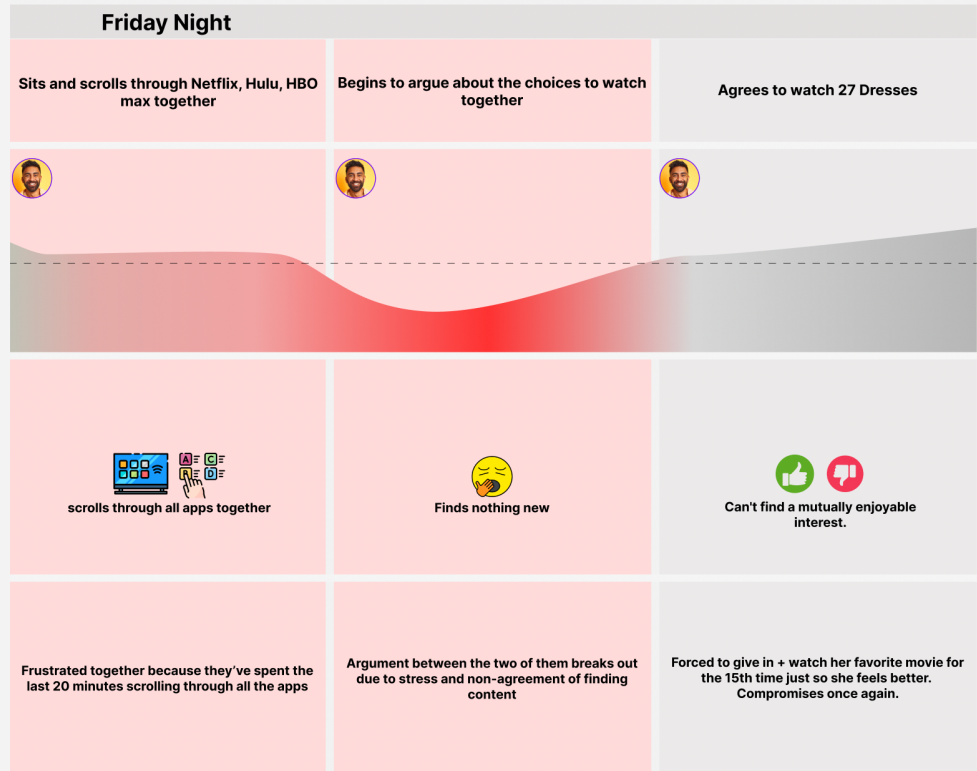


Closer Look:





END OF JOURNEY MAP



FEATURE PRIORITIZATION MATRIX

[Link to Feature Prioritization Matrix](#)

Overview

This feature prioritization matrix gave us an opportunity to visualize any features that are applicable to our mobile web application and compare them against each other based on effort and value. By quantifying our features in terms of effort and value we are able to communicate with team members and stakeholders what is critical to building out the app and what this means monetarily and for the engineering team.

Methodology

Our team collaboratively completed the matrix. We began with writing down our feature ideas individually, then sticking them up on a whiteboard and organizing where each feature idea should be on the matrix. We discussed what we would prioritize in our design moving forward and what would be saved for later iterations. After whiteboarding together, we then documented the exercise through photos and through digital recreation.

Key Takeaways

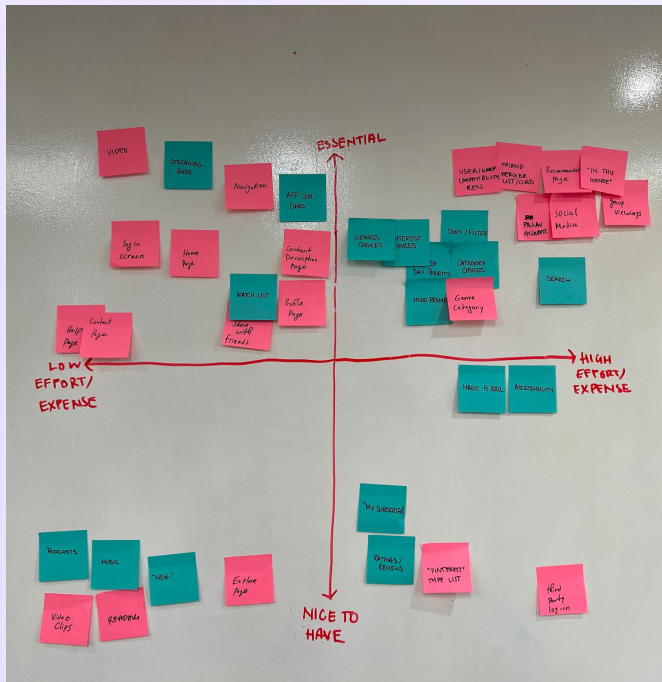
By mapping out each feature's priority in value and effort, we were able to distill what our focus would be on moving forward

- We will be prioritizing social elements of our web mobile app

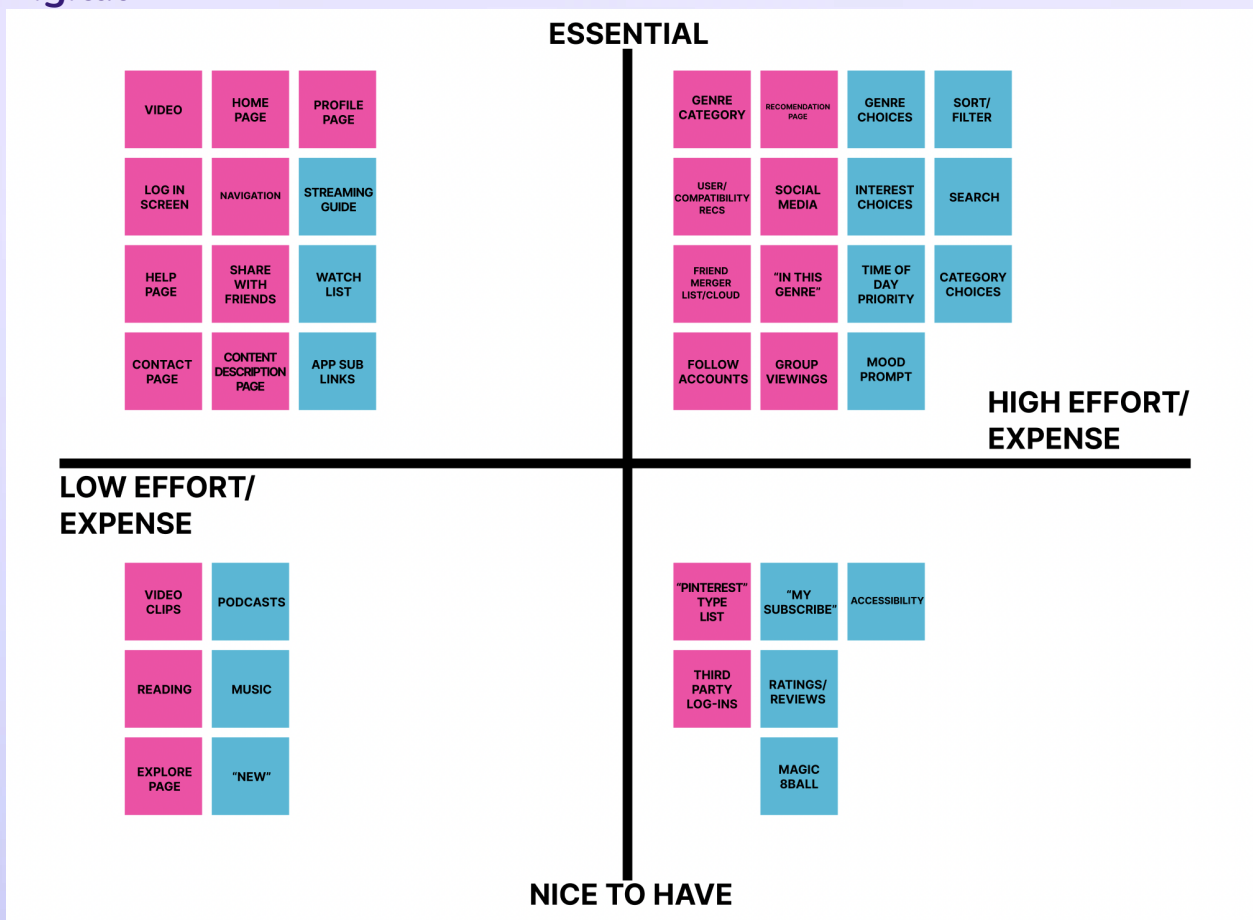
- Our first phase will focus on video entertainment before music, reading, and podcasts
- Our app will utilize algorithmic strategies for “recommendations” that differ from our competitors
- Our app needs to have a way to plug in the user’s existing subscriptions together to create an organization tool for them
- The app needs to provide a way for people to watch something together



Analog



Digital



MUSHCOWO MAP

[Link to MuShCoWo Map](#)

Overview

The MuShCoWo Map takes the information we learned from the feature prioritization matrix and helps us synthesize it further. This technique allowed us to further understand what features were critical to making our app function and what would be a nice addition to include in later iterations. By focusing on what is essential to the app right now, we are able to create a product that is fully functional from the earlier iterations.

Methodology

Our team collaboratively completed the MuShCoWo Map. We began with reusing the same sticky notes we used for the matrix, and relocating them to the MuShCoWo Map. This process allowed us to work fluidly from one design phase to the next. By sticking them up on a whiteboard and organizing where each feature idea should be on the map we were able to further prioritize our features. After whiteboarding together, we then documented the exercise through photos and through digital recreation.

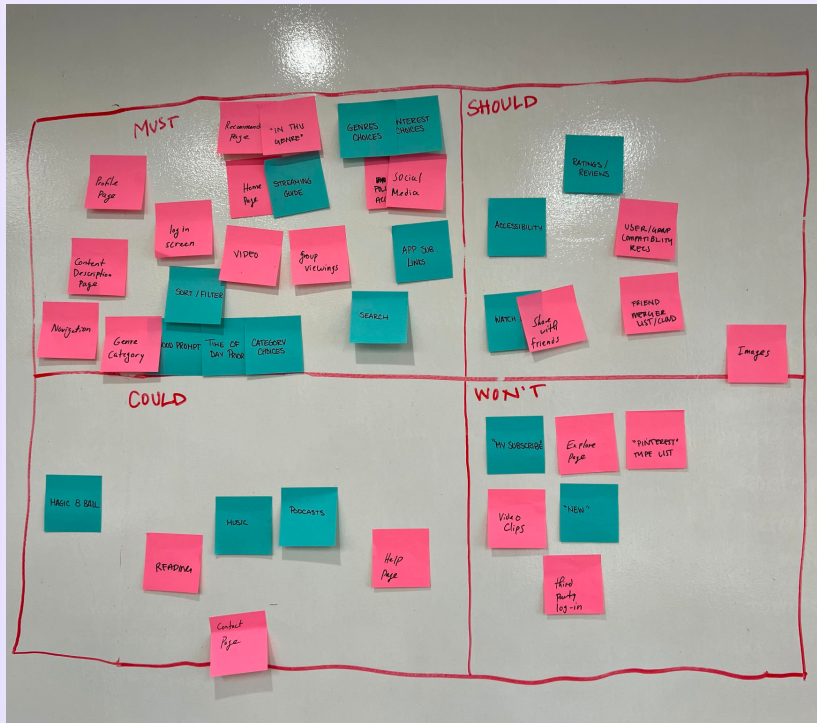
Key Takeaways

By mapping out each feature by “must, should, could, won’t” we were able to eliminate any features that were detracting from the main priority and goals of our app.

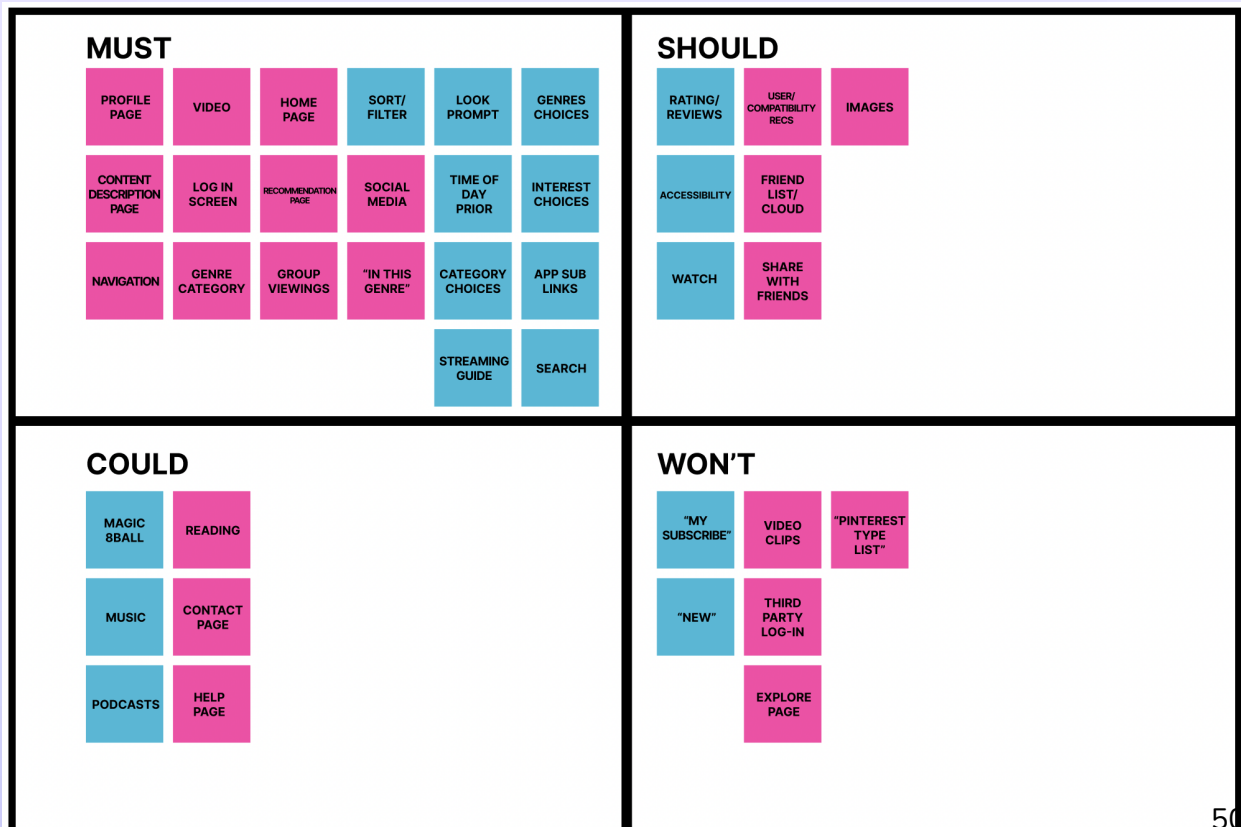
- Elements that are more expensive and qualify as “should” or “could” should take a lower priority

- Our first phase will focus on video entertainment before music, reading, and podcasts
- Our app will utilize algorithmic strategies for “recommendations” that differ from our competitors
- Our app needs to have a way to plug in the user’s existing subscriptions together to create an organization tool for them
- The app needs to provide a way for people to watch something together

Analog



Digital



DESIGN STUDIO DOCUMENTATION

Overview

We conducted a design studio within our group to rapidly generate ideas and come to a lo-fi wireframes we could use for our design moving forward. With our problem statement, user goals, and feature priorities in mind we collaborated together and moved through many different ideas from each of us. All of our ideas came together and informed the next step of creating the mid-fi frames and prototype.

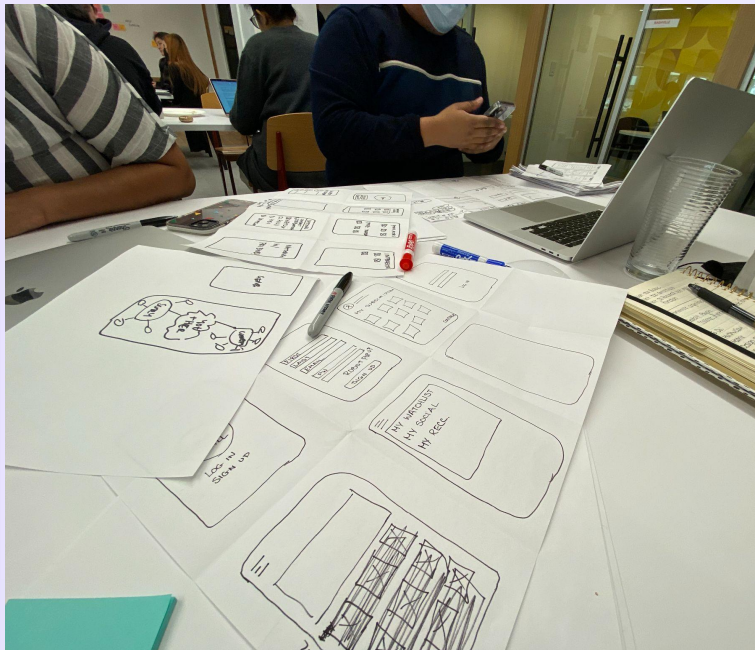
Methodology

Our team first began by creating wireframe sketches of our initial thoughts of the app. We each considered the navigation of the app and what features we'd like to see for our users' needs. After sketching for 5 minutes, we presented our sketches to the rest of the group, and provided feedback. We reiterated this exercise with the feedback in mind, and did the same process. Following this we white boarded the final wireframes as a team, taking each person's design elements into account.

Key Takeaways

By doing this exercise, we were able to facilitate effective communication within the team. This also allowed us to streamline our design process and create rapid wireframe iterations that inform our final product. Through this we were able to distill key elements of each member's ideas and integrate them together to create a cohesive design.

Design Studio Photos

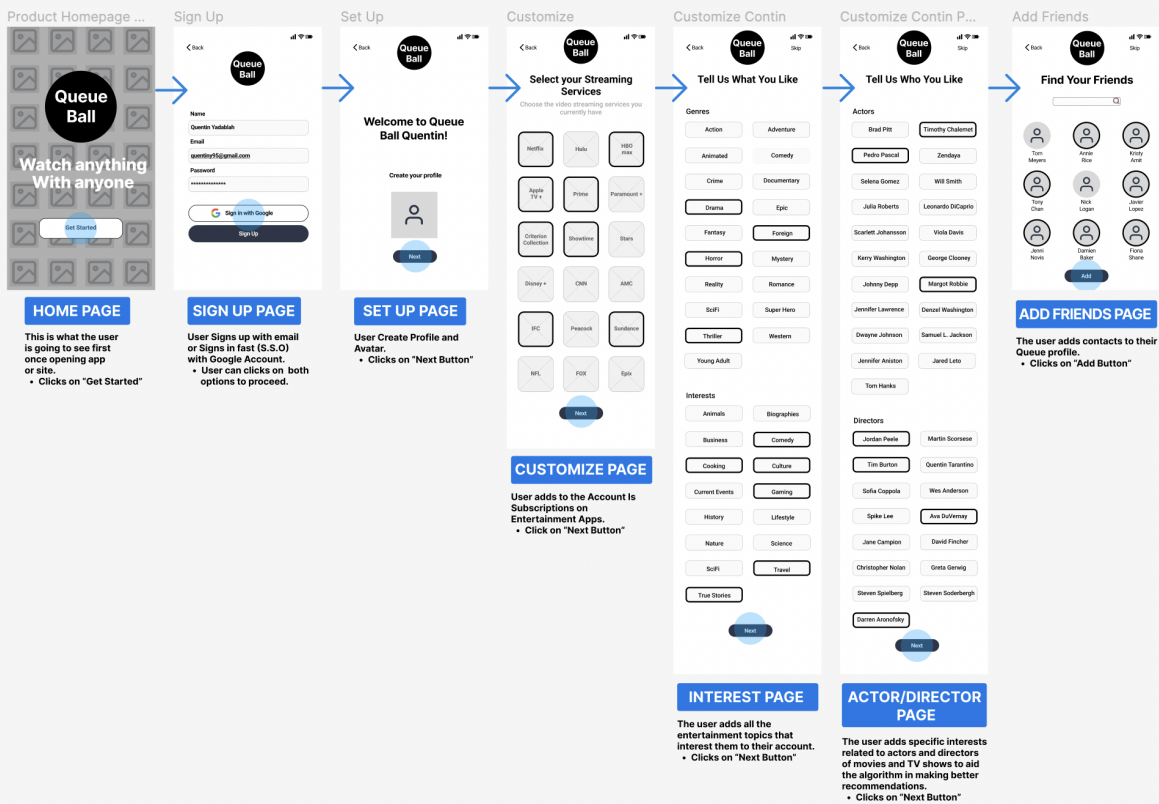


MID-FIDELITY MOBILE WIREFRAMES

[Link to Mid Fi Annotations](#)

TASK 1

1. Can you please go ahead and create an account with Queue Ball



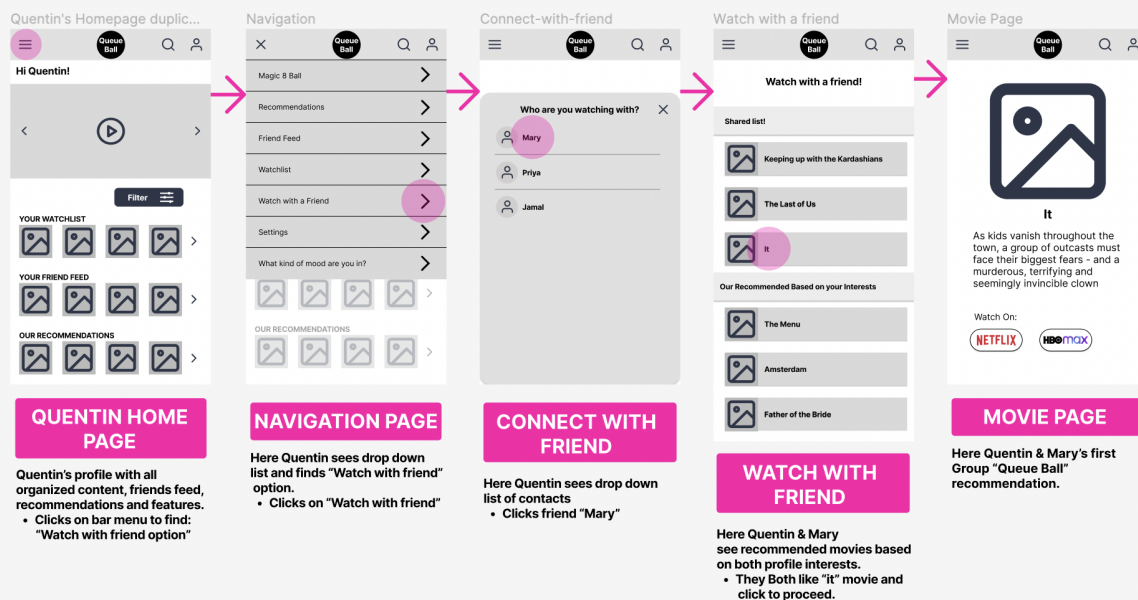
TASK 2

2. After you're done logging into your account, please watch a scary tv show that runs around 1 hour



TASK 3

3. Find something to watch that is good for you and your friend



MOBILE WEB PROTOTYPE MID-FIDELITY

[Link to Mid-Fidelity Prototype](#)

Overview

The mid-fidelity prototype gives us insight into how to visualize the app navigation, where the features live, and how to design it to be intuitive for prospective users. By creating this prototype we can perform usability testing which will give us key information as to what is successful and what needs work in our current design and navigation. Ultimately, this helps us pinpoint problem area and validate design decisions before moving onto development and hi-fi prototyping.

Methodology

We created a mid-fidelity prototype that accounts for layout, font and button size, placements, and visual navigation. We did this by creating tasks for users to test out later, each member developed the frames necessary for carrying out the task. We created all of our frames within one figma file and collaborated to ensure a smooth prototype.

Key Takeaways

- Mid-fidelity prototyping helps us understand the visual navigation
- The prototype gives as a way to think about different feature placements
- Creates a layout and size template to consider for hi-fidelity prototype
- Allows us to develop the app according to the personas needs, goals, and pain points
- Early version mockup that provides a foundation to receive crucial feedback for design development moving forward

USABILITY TESTING & REPORTING

Introduction

- Hey - thanks for joining me today and thank you for your time.
- Today - we are working on an app that facilitates the way people engage with entertainment. Our objective is to alleviate some of the decision fatigue that comes with so many entertainment options. We're also exploring some of the organization and social aspects that come with video entertainment.
- So today we're going to ask you to move through an app that we are working on to see if the app works as intended. We are going to give you four individual tasks and ask you to move through these tasks in a way that feels intuitive to you.
- Not testing you on your time on how well you do - this is purely a test for the design that was built
- Can I record this conversation?

Opening Questions

- Are you familiar with tv and movie streaming apps?
- How often do you use the platforms?
- Which ones do you use?
- We're going to give you three scenarios and tasks. Any questions before we start?

First Impressions

- What is your first impression of this app/site/screen (or What do you think this app/site/screen is all about)?
- Is there anything that you notice, or that stands out to you?
- Is there anything that you would like to tap/click on?

Scenarios / Tasks

SCENARIO

After a busy week, the weekend is finally here, and you now have a bunch of time to sit back and relax. But you aren't sure what to do with your free time. Overwhelmed with the amount of movies, shows, and audio. You've come across a site to finally help you out with that.

TASK

1. Can you please go ahead and create an account with Queue Ball
2. After you're done logging into your account, please watch a scary tv show that runs around 1 hour
3. Find something to watch that is good for you and your friend

On a scale of 1 - 5, how difficult/easy was it to complete your task?

Difficult 1 2 3 4 5 Easy



Final Thoughts

- Did you find this site useful?
- Do you use any sites or apps that are similar to this?
- Is there anything you'd expect to be able to do that you couldn't do?

Results

Task	Tatiana	Pablo	Chris	Kareem	Sadie	Avg. time on task	Avg. Success Rate	Avg. Happiness Rating
Can you please go ahead and create an account with Queue Ball	1:35  5	3:00  5	3:00  5	1:39  5	:58  5	2:24	100%	5
After you're done logging into your account, please watch a scary tv show that runs around 1 hour	1:08  5	0:52  5	1:39  3	4:00  3	:44  3	1:35	60%	3.8
Find something to watch that is good for both you and your friend	1:57  3	0:28  5	0:44  4	0:45  4	1:20  1	1:02	40%	3.4

 Direct path = 100%
  Indirect path = 50%
  Failed = 0%

User Comments

TATIANA:

Every couple days she will watch on Netflix and Hulu mostly.

She liked the actor director feature.

She thought she wasn't gonna like the app, but actually enjoyed it.

First Impressions:

- "It's actually really cool"
- "It's useful"
- She said there is nothing like "Queue Ball"

PABLO:

He is very familiar with streaming Apps. He uses it on a daily basis. Mostly Netflix and Hulu for TV and movies.

Has Spotify and Youtube for music.

First Impressions:

- Likes the Queue Ball idea.
- Very detailed.
- Likes the idea of automatic interest in entertainment content for him to be ready to explore.
- The "share with friend's interest" is pretty cool.
- It narrows down compatibility to watch in groups. Saves time.

CHRIS:

He has a wide range of tastes. He has the most streaming apps. Uses most of them every day. Especially Netflix, youtube and Amazon Prime.

First Impressions:

- He finds this site useful because it will save him some time.
- There is no site like this that he knows.

KAREEM:

Whenever he has free time, he will use mostly Netflix and Hulu.

First Impressions:

- He found this site Dope!.
- He liked that it expands the scope of interest. It may give you real good recommendations based on all the data collected

SADIE:

She has the most streaming apps. Uses apps when she has free time. Especially Netflix, Apple TV+, PBS, and Amazon Prime.

First Impressions:

- She finds site very useful
- It was easy to navigate.

SUMMARY OF RECOMMENDATIONS

Direct / Indirect Success Rate

- Task 1: Can you please go ahead and create an account with Queue Ball
 - 100% overall success rate
 - 5/5 users directly navigated the task
- Task 2: After you're done logging into your account, please watch a scary tv show that runs around 1 hour
 - 60% overall success rate
 - 2/5 Users directly navigated to task
 - 2/5 Users Indirectly navigated to task
 - 1/5 User failed to complete task
- Task 3: Find something to watch that is good for both you and your friend
 - 40% overall success rate
 - 1 User directly navigated to task
 - 2/5 Users indirectly navigated to task
 - 2/5 Users failed to complete task

Analysis of of testing

- Multiple users assumed the “Watch with a friend” feature was a remote viewing feature as opposed to a physical feature.
- Navigating outside of the “mood recommended movie feature” proved to be difficult for multiple users.
- Multiple users showed enthusiasm towards the Queue ball user sign in form. They enjoy having a filter system that caters to their likings.
- Some users had difficulty returning to the homepage after reaching the movie page
- Multiple users mentioned they thought that they could complete the task of “watching with a friend” through the “Friend Feed” feature on the homepage.

Recommendations

- Add “close out” and “back” buttons to the recommendations and watch with friends page
- Include the “filter” feature onto the navigation
- Increase the size for the “filter” button on Quentin’s homepage.
- Differentiate color of “filter” button compared to the rest of the page
- Include the mood button inside of the navigation bar
- Rephrase “Watch with a friend” into a accurate description of viewing together in a physical space
- Increase font size in the movie page to give clarity to user
- Add texture to “streaming apps” within movie page to indicate to users that button navigate

Takeaways:

Key Learnings	Takeaways
Multiple users clicked on the “friend feed” feature on the homepage when given the task of watching with a friend.	<i>Allow users the ability to get to that path when clicking in the friend feed feature on the designated homepage.</i>
Users were unsure about the “watch with friends” feature on the navigation. Many thought it was in viewing content remotely with friends.	<i>Rephrase or change the wording for this feature. Single word out to just “Friends” and create sub categories within that page dedicated to features related only with friends</i>
Users demonstrated confusion when going through the filter system and verifying if their choices were acknowledged.	<i>Change color of the font or highlight the background of each option selected to show the user that specific option has been acknowledged.</i>

UPDATED MOBILE WEB DESIGN

[Link to Hi Fi Annotations](#)

[Link to Hi Fi Prototype](#)

Overview

The hi-fidelity prototype gives us insight if the visual language we developed aids or detracts the user in navigating and using the app. By creating the hi-fi prototype we can perform second rounds of usability testing which will give us key information as to what is successful and what needs work in our current design and navigation.

Methodology

We created a hi-fidelity prototype by first developing our style guide. As a team we chose fonts, colors, logos and utilized the layout developed in the mid-fi. To keep a consistent color palette, we went with shades of purple, one dark purple as the main shade and light shade of purple as an accent. The font choice is the sans serif font "outfit". Purple's associations with royalty and fun excited users in engaging with our product.

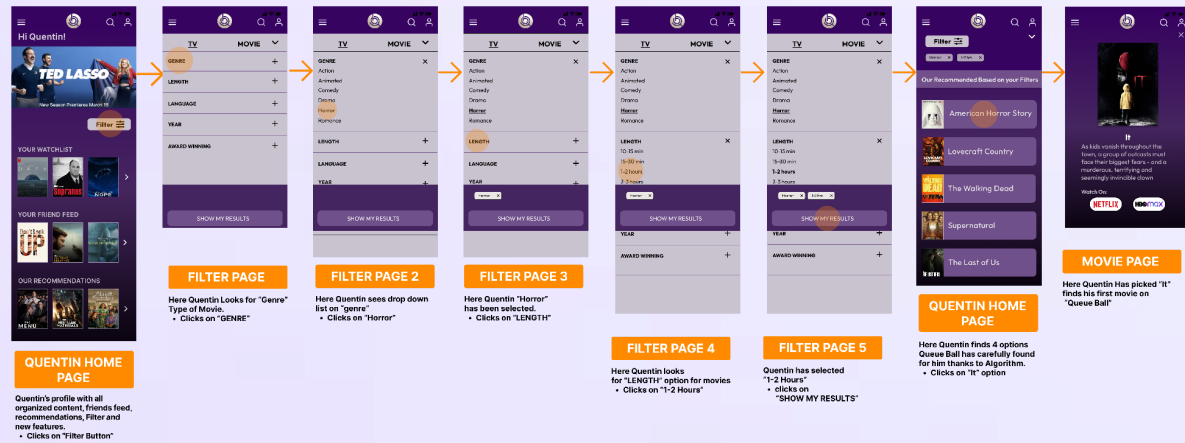
TASK 1

1. Can you please go ahead and create an account with Queue Ball



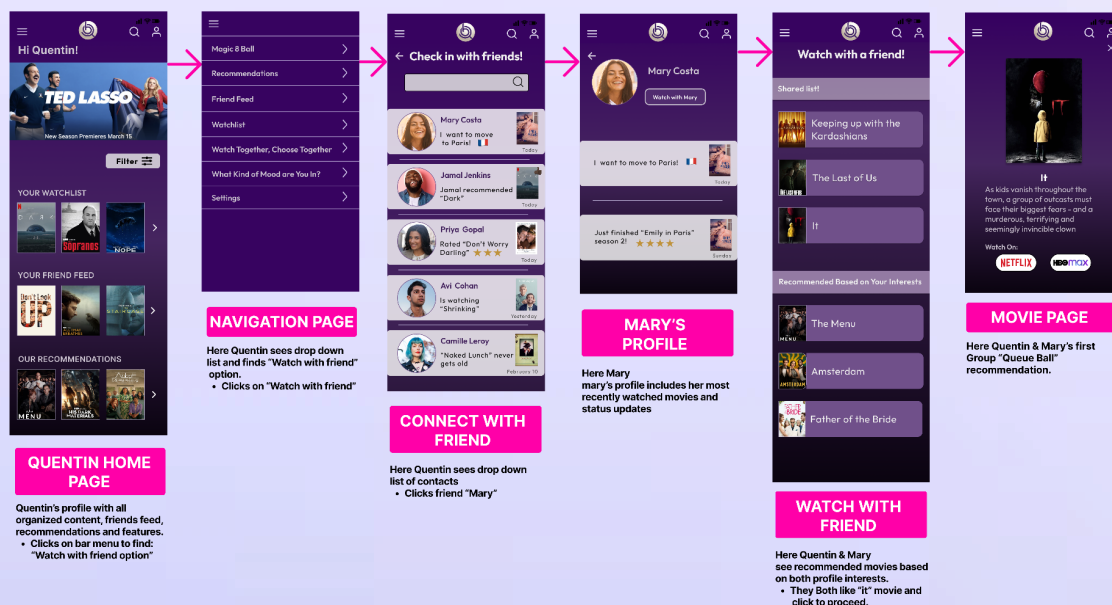
TASK 2

2. After you're done logging into your account, please watch a scary tv show that runs around 1 hour



TASK 3

3. Find something to watch that is good for you and your friend



DESKTOP WEB DESIGN

[Link to Hi Fi Annotations](#)

[Link to Hi-Fi Prototype](#)

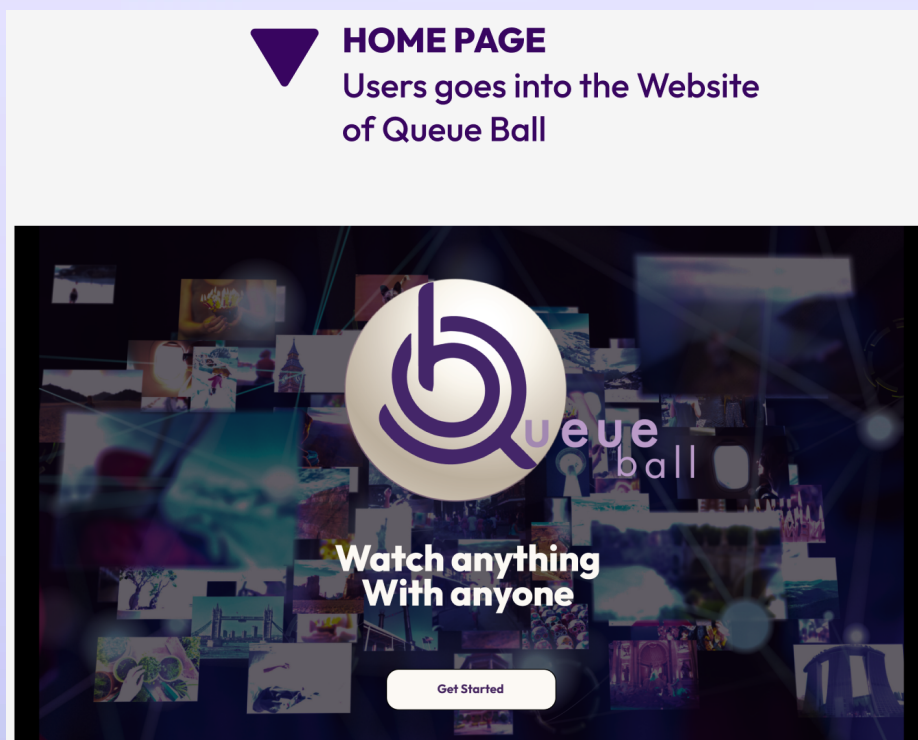
Overview

My designing for mobile web in conjunction with desktop design, we can provide our target audience with the range of experiences necessary for their lives. Designing for both desktop and mobile means that our product is adaptable to the behaviors and environment of our users, and is flexible in terms of device, orientation, and screen size.

Methodology

The approach we took towards designing for desktop considers how the elements and navigation we developed can be translated into a landscape screen. We considered how users engage with desktops differently, and accommodate for that. Using the same style guide, we translated the mobile web design into a desktop friendly site.

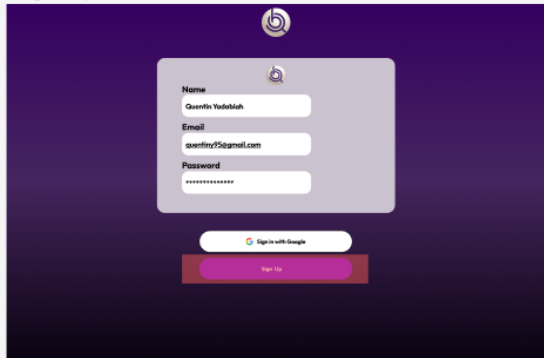
Annotated Mock Ups



LOG IN PAGE

User Signs Up or Logs In with Google Account

Sign up

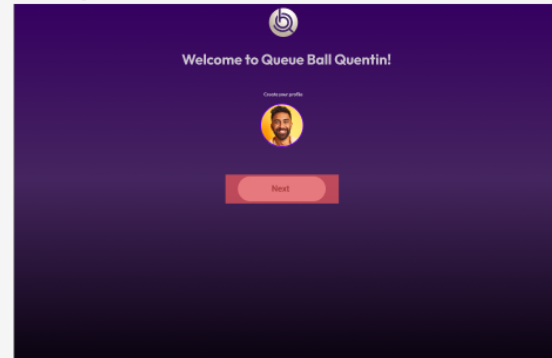


Sign up page with a purple background. At the top is the Queue Ball logo. Below it is a white form with fields for Name (Quentin Yudekiah), Email (quentin75@gmail.com), and Password (*****). Below the form is a 'Sign in with Google' button and a 'Sign Up' button.

SET UP PAGE

Quentin has created an Profile

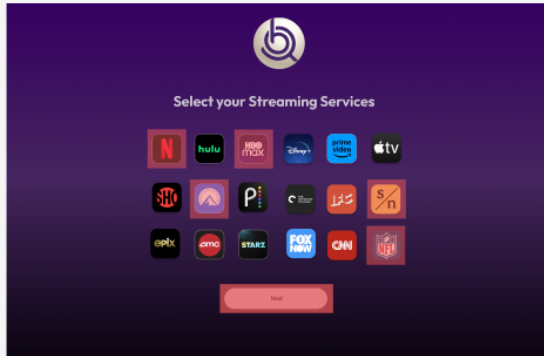
Set Up



SET UP PAGE

Quentin Starts to add to all his subscriptions

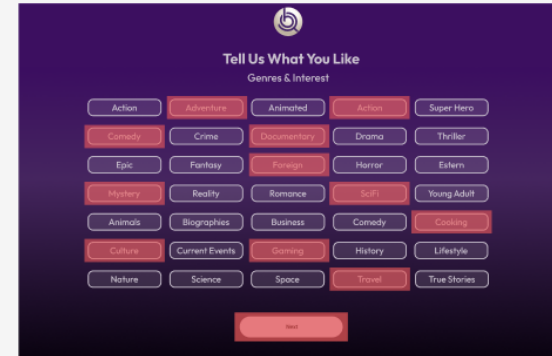
Set Up



GENRE & INTEREST PAGE

Quentin Starts to add genre and interest he likes

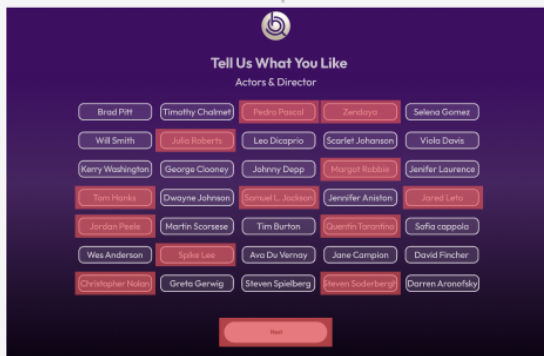
Genre & Interest Set Up



ACTORS & DIRECTORS PAGE

Quentin Starts to adding his favorite actors and directors

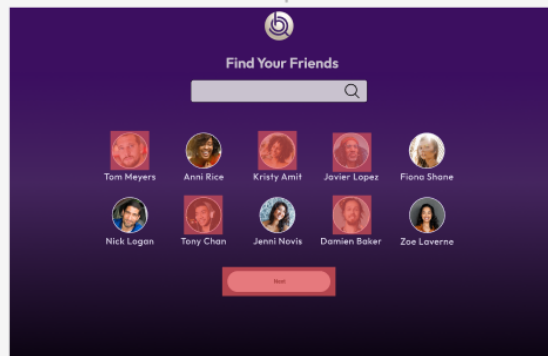
Genre & Interest Set Up



FIND YOUR FRIENDS

Quentin can add contacts to his "Queue Ball" Account

Genre & Interest Set Up

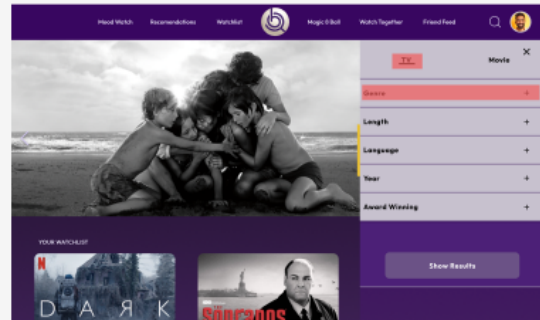


- ▼ **HOME PAGE**
Once created the profile
User can Access to All
"Queue Ball" content.

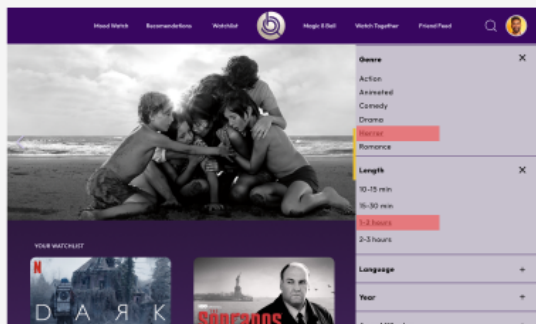
Desktop View (1200px)



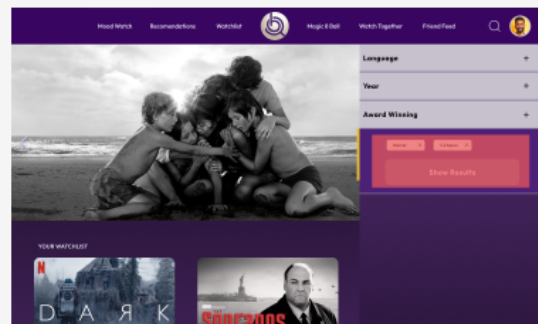
- ▼ **FILTER PAGE**
Quentin Finds filter option
• Selects Filter button



- ▼ **FILTER PAGE**
Quentin Finds filter option
• Select Horror movie
• selects Length of movie
that runs for about one hour

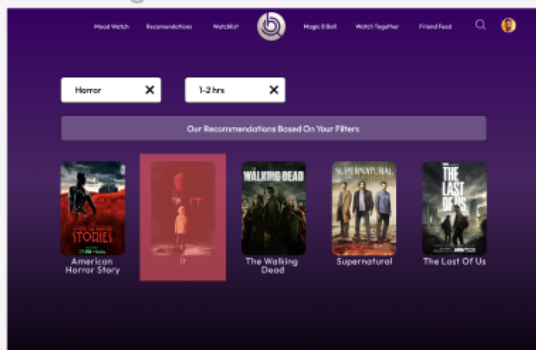


- ▼ **FILTER PAGE**
Quentin Has finished
with filter options
• Select "Show Results"



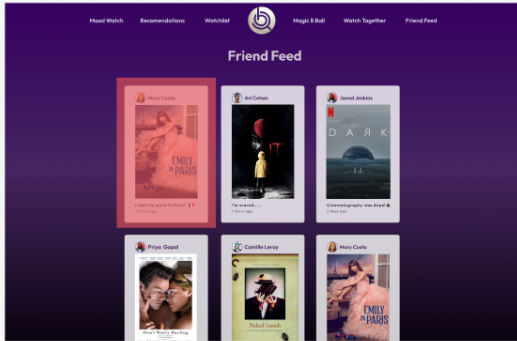
- ▼ **FIND HORROR MOVIE PAGE**
"Queue Ball" has found
recommendations for
Quentin based on his filters

Filter Page 7



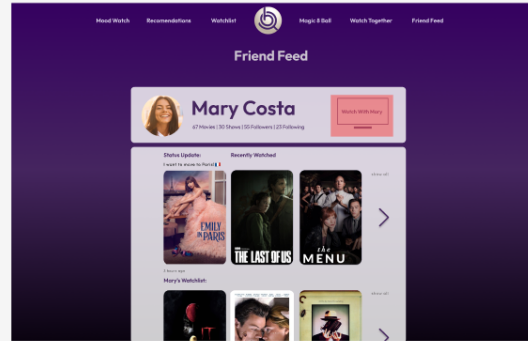
- ▼ **WATCH WITH FRIEND PAGE**
"Queue Ball" has list of interest between Quentin & Mary.

Friend Feed



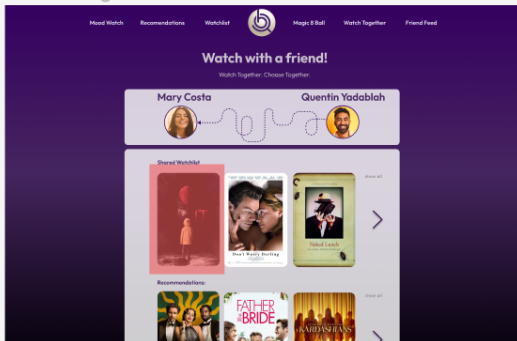
- ▼ **FIND FRIEND PAGE**
Mary's Account and content
• Quentin & Mary can watch together

Mary Profile



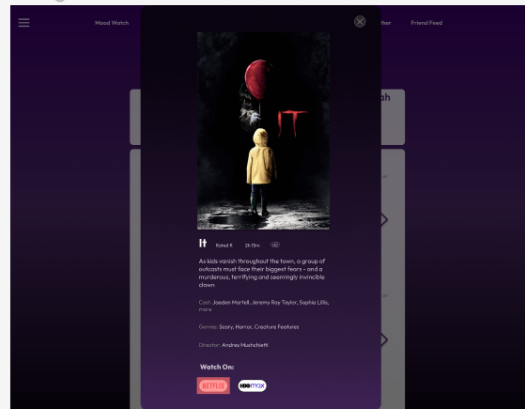
- ▼ **FIND FRIEND PAGE**
Quentin's & Mary's Account content together.

Watch Together



- ▼ **FIND FRIEND & MOVIE PAGE**
Quentin's & Mary's are gonna watch "it"
Thanks to "Queue Ball"

It Page



USABILITY TESTING ROUND 2

Overview

By implementing the updated design features based off of the first round of testing, we can measure how successful our changes are in conjunction with the other design elements. We were able to mitigate some of the issues that came up in the first round of testing but, with the second round of testing came new feedback. For task 1, we previously performed at a 100% success rate, and we dropped by 10%. In tasks 2 and 3, we performed better.

Methodology

The approach we took was to first implement all of the changes we made based off of the round 1 testing. Following this, we introduced style elements such as color, fonts, and logos. We performed the hi-fi rounds of testing using the same script and tasks/scenarios as the first so the data between each round was comparable. We were able to observe if our stylistic elements work successfully in conjunction with our navigation and layouts.



Results

Task	Ricky	Beck	Khalif	Renata	Katherine	Avg. time on task	Avg. Success Rate	Avg. Happiness Rating
Can you please go ahead and create an account with Queue Ball	2:20 ● 5	:59 ● 4.5	1:06 ● 3	:56 ● 5	2:39 ● 5	▼ 1:36 -48s	▼ 90% -10%	▼ 4.5 -.5
After you're done logging into your account, please watch a scary tv show that runs around 1 hour	:33 ● 4	:18 ● 5	:23 ● 5	1:27 ● 4	1:19 ● 5	▼ :48 -47s	▲ 70% +10%	▲ 4.6 +.8
Find something to watch that is good for both you and your friend	1:10 ● 3.5	0:32 ● 5	0:37 ● 2	0:38 ● 5	1:50 ● 3	▼ :57 -5s	▲ 60% +20%	▲ 3.7 +.3

● Direct path = 100%
 ● Indirect path = 50%
 ● Failed = 0%

User Comments

RICKY:

Uses His subscriptions to streaming media pretty often. Especially Youtube, Netflix, HBO max and Amazon prime.

First Impressions:

- “He really liked “The add Actors & Directors feature”
- “Finds it very useful”
- Cool to find out what me and my friend have watched together and see what we have in common.
- He Liked the “Watch with friend” feature, especially remotely .
- Ricky Said there is nothing like “Queue Ball”

Insights & Comments:

- Ask if it’s OK to Import friends from contacts.

BECK:

She is very familiar with streaming Apps. She uses it every day. Mostly Netflix and Peacock and HBO max.

First Impressions:

- Resistant at first to use it, but then she liked what was about and finds it useful, if it is rightly marketed..
- Reviews will be really helpful. She would love to see that.
-

KHALIF:

He has all possible streaming apps. Right now Crunchiroll, Netflix, youtube, Amazon Prime and Disney plus.

First Impressions:

- He likes the concept of it.

- There is no site like this that he knows.
- Great for people like him that watch so much content.
- Great for recommendations.
- He wishes he can dig more into the app.
- Curious about the 8 ball feature.
- Confused a lot about task 3. Didn't know where to go.

RENATA:

Uses most popular streaming apps like Netflix and Hulu. Mostly from friend's accounts.

First Impressions:

- She likes the concept of it.
- Need to add a skip part if not wanting to add friends or what streaming apps she uses.
- There is no site like this that he knows.
- She would definitely download the app.
- Needs real comments or reviews and add "rotten tomatoes"

KATHERINE:

She has so many streaming apps. Uses apps when she has free time. She has Netflix, Netflix, Disney +, HBO max, Hulu, and Amazon Prime.

First Impressions:

- Complicated where to go. Too many clicks until finding what to watch.
- She really liked the "watch with friend feature"
- Great looks overall..

Results

Task Result

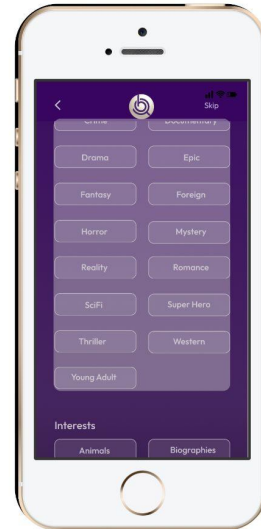


Round 1+2

Can you please go ahead and create an account with Queue Ball

A user should select either sign in feature listed and then be prompted to filters that would allow them to select their interests/directors/actors they like

- ▶ **Analysis of Testing** ● **No Issue**
 - Users were able to easily navigate throughout the Mid and High Fidelity prototypes with no issues.
 - Some users mentioned that the selection options felt a bit too lengthy. Would have preferred if shorter list.
- ▶ **Recommendation**
 - place interest/actor/director options in drop down to shorten scroll
 - make "skip" button more obvious



Task Result

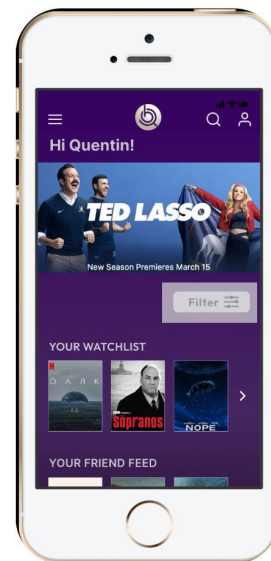


Round 1+2

After you're done logging into your account, please watch a scary tv show that runs around 1 hour

After a user is done setting up an account. They should select the "filter" button within Quentin's homepage to be able to navigate to a scary tv show within that falls under 1 hour.

- ▶ **Analysis of Testing** ● **Minor Issue**
 - Some users showed confusion when trying to figure out if their choice in the filter selection was acknowledged.
 - Multiple users tapped onto the navigation when attempting to access the filter options.
- ▶ **Recommendation**
 - Add filter options also within the navigation menu
 - Make option selected be more bold with a thicker underline.



Task Result

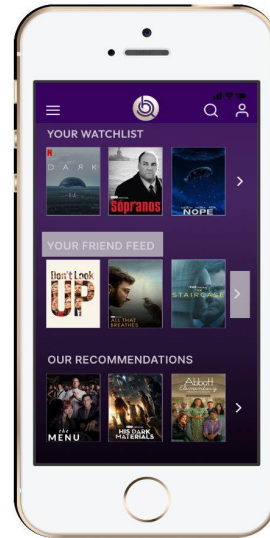


Round 1+2

Find something to watch that is good for both you and your friend

On the home screen, the user is expected to navigate to the hamburger menu and select "Watch together, choose together" to initiate the task of watching with a friend. Another path for the user to take is by clicking through the "Your Friend Feed" that will lead them to the same path.

- ▶ **Analysis of Testing** ● **Minor Issue**
 - Users demonstrated hesitation when deciding where to begin to try and complete this task.
 - Some users attempted to click the profile page to view friend related content
 - Some mention that to achieve this task, too much clicking is required.
- ▶ **Recommendation**
 - Shorten down path to get to friend feed from homepage by
 - Include the "watch with friend" button onto the "Check in with friends"
 - Add friend's profile photos underneath "Friend Feed" to show familiar names and faces to users.



Takeaways:

Key Learnings	Takeaways
Multiple users found the account login and set up to be stressful with so many different “interests” and “actors” options	<i>Make “skip” button larger to allow people to easily bypass setup if they want to, and make word list into “icons” to make experience more delightful</i>
“Add your Friend” felt intrusive to multiple users, as they did not know where the site was pulling that information	<i>Provide users with a prompt to connect with friends via email or social media before offering “who you may know” suggestions</i>
Users attempted to access personal profile to view their friend list and were unable to	<i>Link the friend feed and friend list to personal profiles to allow easy access</i>
Multiple users expressed interest in seeing critics reviews and other users reviews of films/shows they are interested in	<i>Provide an aggregate of major critic review websites and provide a discussion forum for users to to leave comments and reviews</i>

NEXT STEPS AND IMPLEMENTATION

We found that in our second round of testing that we performed worse in task 1 but better in task 2 and 3. In task 1 the success rate went down by 10% but still remained high, at 90%. Users expressed that the login and account set up process felt long and arduous, informing us that we need to introduce some elements of “delight” into our product that makes the set up process feel more enjoyable.

For task 2 and 3, we performed better with 10% and 20% increase respectively. Our overall success rate for both were 70% and 60% - although these are moderately successful percentages it tells us that we still have points where we can improve. For task 3 in particular, we received an average 3.7 happiness rating - telling us users were able to complete the assigned task but did not find it as enjoyable as the other tasks.

Moving forward, we intend to implement changes we highlighted in our “takeaways” in addition to introducing more features that will help the app stand out and hold a unique position in the market. Some of these features include:

- Building out the “Magic 8 ball” feature, where users receive a randomized show / movie - providing a delightful and entertaining way to discover new content
- Providing access to “remote watch” so users can connect their profiles with their friends and watch movies or shows remotely together via video chat
- Building out customizable “Watch List” - giving users the control to organize the movies and shows they intend to watch