Disney+ hotstar

Product Case Study

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Overview

Hotstar is an Indian over-the-top streaming service that was launched in 2015. It offers a wide range of TV shows, movies, live sports, news, and original content in various Indian languages, as well as in English. Owned by Star India, a subsidiary of The Walt Disney Company India.

COMPETITORS

NETFLIX

prime video

YouTube

ZEE5

MXPLAYER

ADDITIONAL INFO

350 million active users
60 million+ paid users
50 Cr+ Downloads on the play store
4.0 stars rating on the play store

Problem Statement

At Hotstar, a significant number of 55+year olds have started watching shows due to their children. However, they lack confidence in using the product. To retain these users, we need to address their concerns by developing new features that cater to their needs.

Objective

- To increase user engagement and retention of 55+year olds on Hotstar by creating user-friendly features that enhance their overall experience.
- Improving user experience
- Enhancing the confidence to use the platform

JAYABEN (63)

A jain homemaker who loves her family and enjoys cooking delicious recipes. She has anxiety about watching the TV show "Anupama " and will watch it at 4pm while peeling peas. The rest of the time, she watches cooking episodes on OTT.

GOALS

- Being the first and gossiping with friends about 'Anupama '.
- Learn to cook more new dishes and try them.
- She wants to feel more connected to the things she is watching so the discussions turn out to be interesting

PAIN POINTS

- While she is cooking the same thing the episode is running fast than what she is cooking
- She misses the episodes sometimes her daughter forgets about the recharge of OTT platforms
- She wants to know what her friends/neighbours are currently watching and what they think about it

SANJAY (57)

57 years old Male Works as a government servant and Has a decent salary. Enjoys spending time with grandchildren and playing with them. Prefers to watch shows in the evenings after a long day at work

GOALS

- To stay updated with current events.
- To spend time with family & relax after a long time at work.
- To find and enjoy comedy shows for relaxation.
- To watch movies that he likes again & again

PAIN POINTS

- Less technical proficiency and comfort with technology
- Difficulty finding his favourite shows because recent are crowded with what other family members are watching
- Confusion with complicated user interfaces and navigation menus

Pain Points

Confusion and disorientation are caused by Mobile playing next shows while the user is asleep.

Difficulty accessing phone due to dull eyesight and flickering hands.

Inability to navigate through phone's content easily.

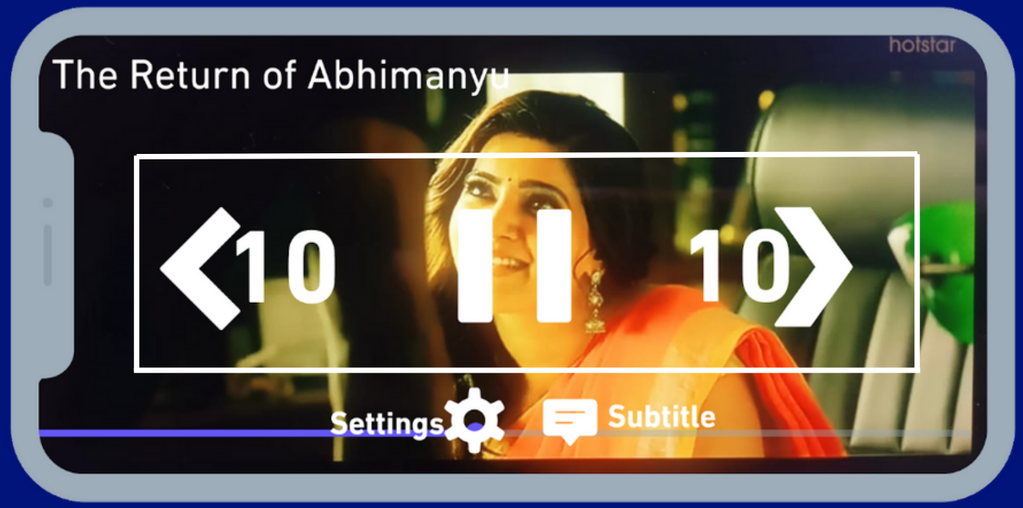
Wanting to bond with friends and neighbours through shared watching experiences, but not knowing what they watch makes it difficult to start conversations.

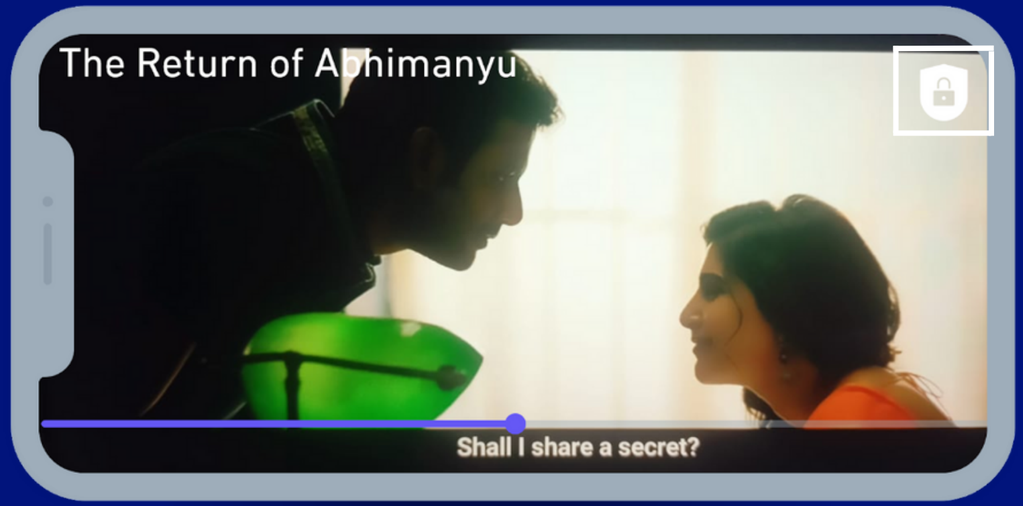
Difficulty in keeping track of favourite shows due to other family members watching different content.

Solution 1

EASE OF HANDLING

- Create bigger icons for play/pause, forward and backward actions
- Font size of text on the screen and other options like Settings and Subtitles is increased
- Lock screen option to avoid disturbance in watching because of random touches on screen





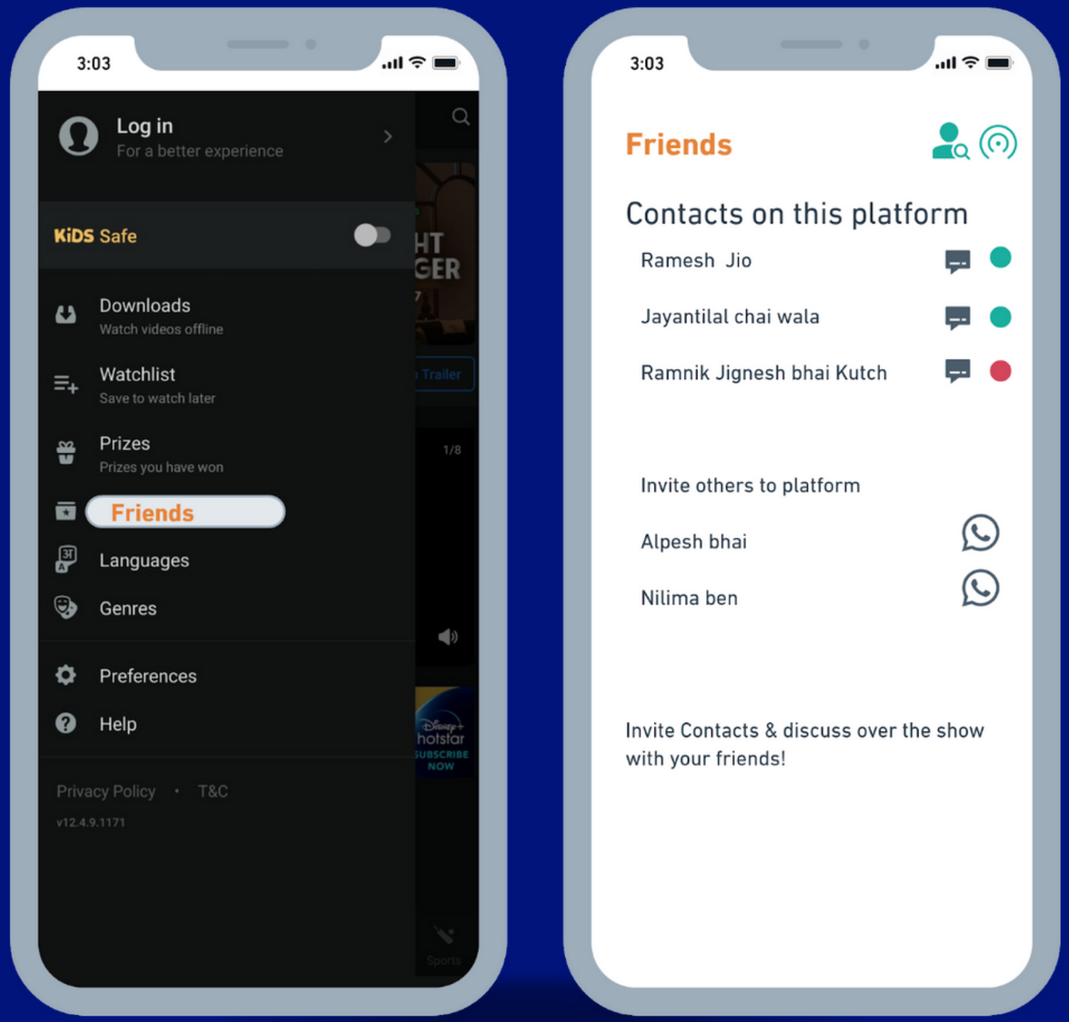
PITFALL TO ABOVE SOLUTION

Still cannot use properly if the user is not comfortable with English, as the system language cannot be changed

Solution 2

MOBICAST

- Simply cast on TV with controls on the phone & No auto-play of the next show
- Can watch your favourite shows on a bigger screen and control actions using the phone
- No autoplay of the content, unless the user selects so that the TV goes to sleep mode if a user is not responding
- The content on TV is automatically paused if incoming or outgoing call action is detected on the connected device



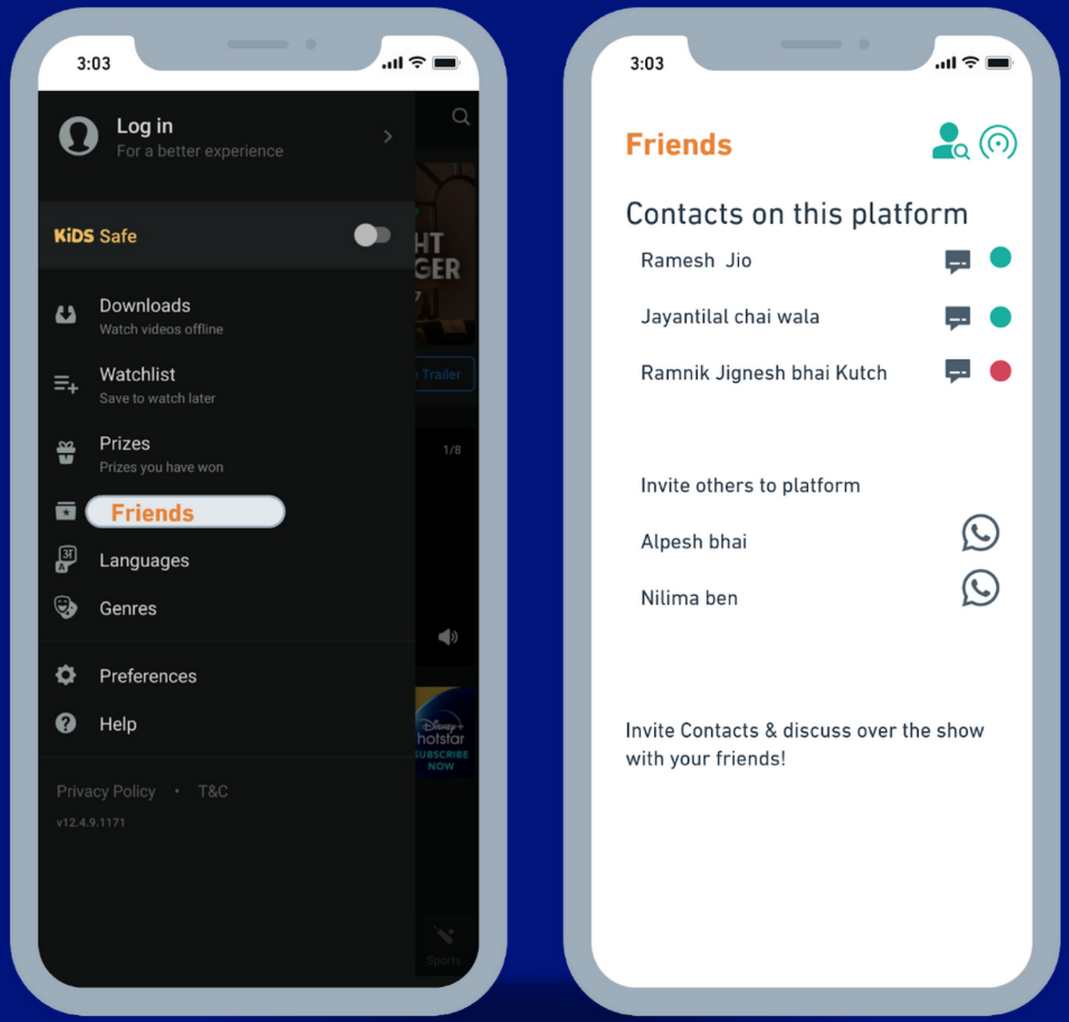
PITFALL TO ABOVE SOLUTION

Cast has a limit of range, so the TV cannot be controlled remotely

Solution 3

COMMUNITY INTERACTION

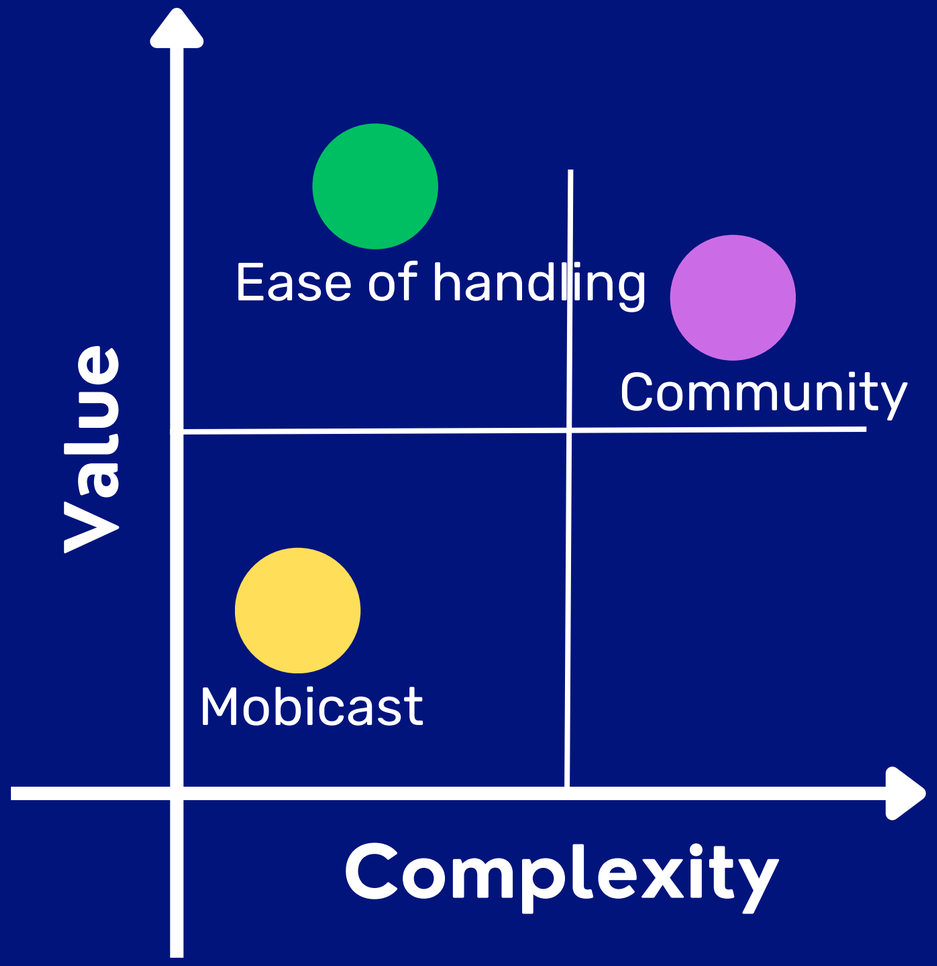
- Very helpful to get an idea of the quality of the content without having to watch it completely
- Can see what your friends are watching and watch with them to get a break from the feeling of loneliness
- Very exciting opportunity for the senior citizen community to see what like-minded people think of the content
- Can discuss and gossip about the shows they are watching



PITFALL TO ABOVE SOLUTION

Cannot connect with people outside your contact list

Priortization

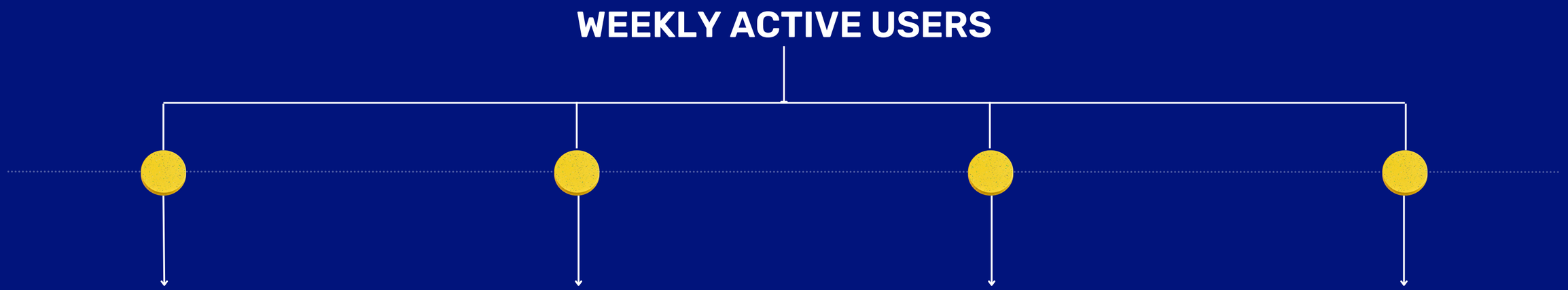


Value = User & business.

Complexity = Development hours, Resources, Operational cost & etc.

Assuming our team remains the same building each solution.

Metrics


WEEKLY ACTIVE USERS
REACH
Number of Subscribers knowing Ease of Handling
ACTIVATION
Number of Subscribers using activation
ENGAGEMENT
Number of clicks / Weekly average clicks
RETENTION
Weekly average subscribers using the platform

Thank You
For questions, reach out to:

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