Case Study

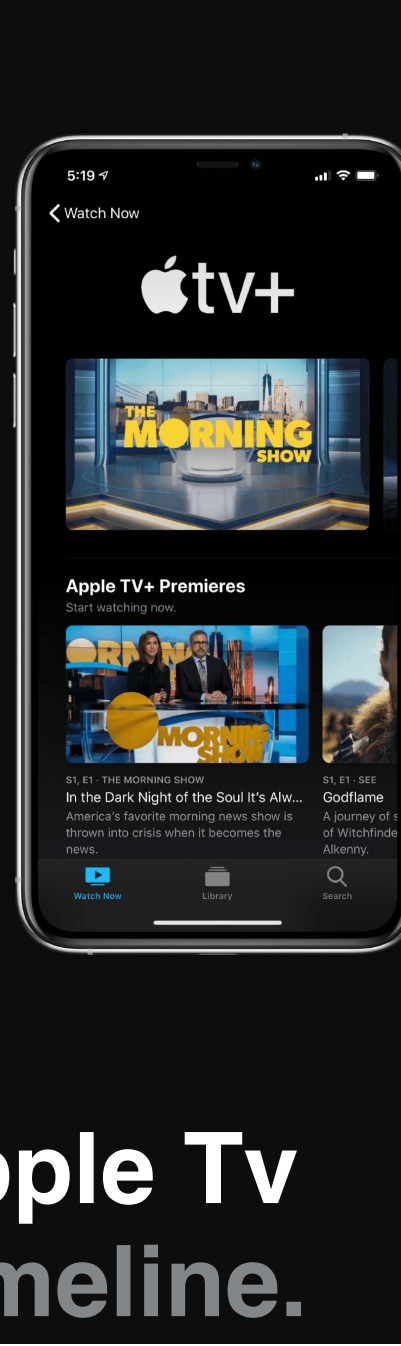
tv+

Product Design & Lifecycle Management

Project Overview.

At core, in this project we studied and analyse the evolution of Apple TV from a **Set top Box** to **Streaming Service.**

This UX design project centres on the comprehensive study and analysis of the evolutionary journey of Apple TV, transitioning from its inception as a set-top box to its current status as a leading streaming service. The objective is to explore user interactions, preferences, and challenges across this evolution. The goal is to contribute user-cantered design strategies that align with the evolution of Apple TV, ensuring an intuitive, engaging, and seamless user journey from the set-top box era to the dynamic landscape of streaming services.


5:19
Watch Now
tv+
THE MORNING SHOW
Apple TV+ Premieres
Start watching now.
S1, E1 · THE MORNING SHOW
In the Dark Night of the Soul It's Alw...
S1, E1 · SEE
Godflame
Watch Now
Library
Search

Apple TV+ is an American subscription streaming service owned and operated by Apple Inc.

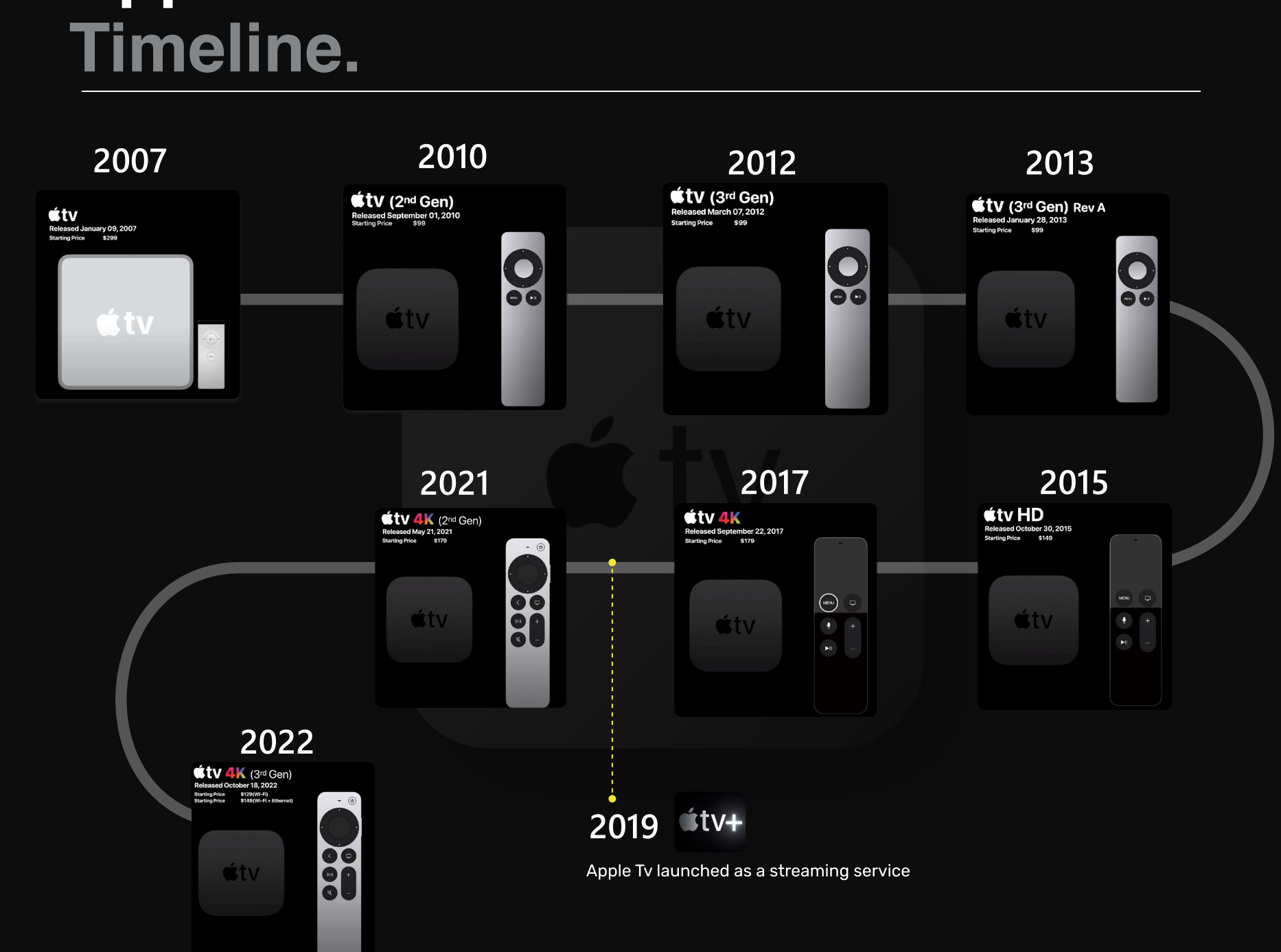
Launch

Apple TV (Set-Top Box):
- The first-generation - September 12, 2006.
- It was initially referred to as "iTV" during its development stages.
- The device allowed users to wirelessly stream content from their iTunes library to their television.
- The first-generation Apple TV was officially released in March 2007.

Apple TV+ (Streaming Service):

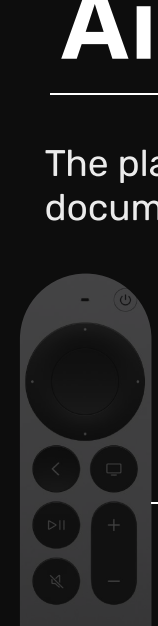
- **Announcement**: March 25, 2019.
- **Launch Date: November 1, 2019.**
- **Initial Availability:** Over 100 countries.
- **Content**: Apple TV+ debuted with a lineup of original shows, movies, and documentaries, including titles like "The Morning Show," "See," and "For All Mankind."
- **Pricing:** Apple TV+ was initially offered with a free one-year subscription to customers who purchased eligible Apple devices. Later, it transitioned to a subscription-based model.

Apple Tv Timeline.


2007
tv
Released January 09, 2007
Starting Price $299
2010
tv (2nd Gen)
Released September 01, 2010
Starting Price $99
2012
tv (3rd Gen)
Released March 07, 2012
Starting Price $99
2013
tv (3rd Gen) Rev A
Released January 28, 2013
Starting Price $99
2015
tv HD
Released October 30, 2015
Starting Price $149
2017
tv 4K
Released September 22, 2017
Starting Price $179
2021
tv 4K (2nd Gen)
Released May 21, 2021
Starting Price $179
2022
tv 4K (3rd Gen)
Released October 18, 2022
Starting Price $129(Wi-Fi)
Starting Price $149(Wi-Fi + Ethernet)
2019
tv+
Apple Tv launched as a streaming service

Aim

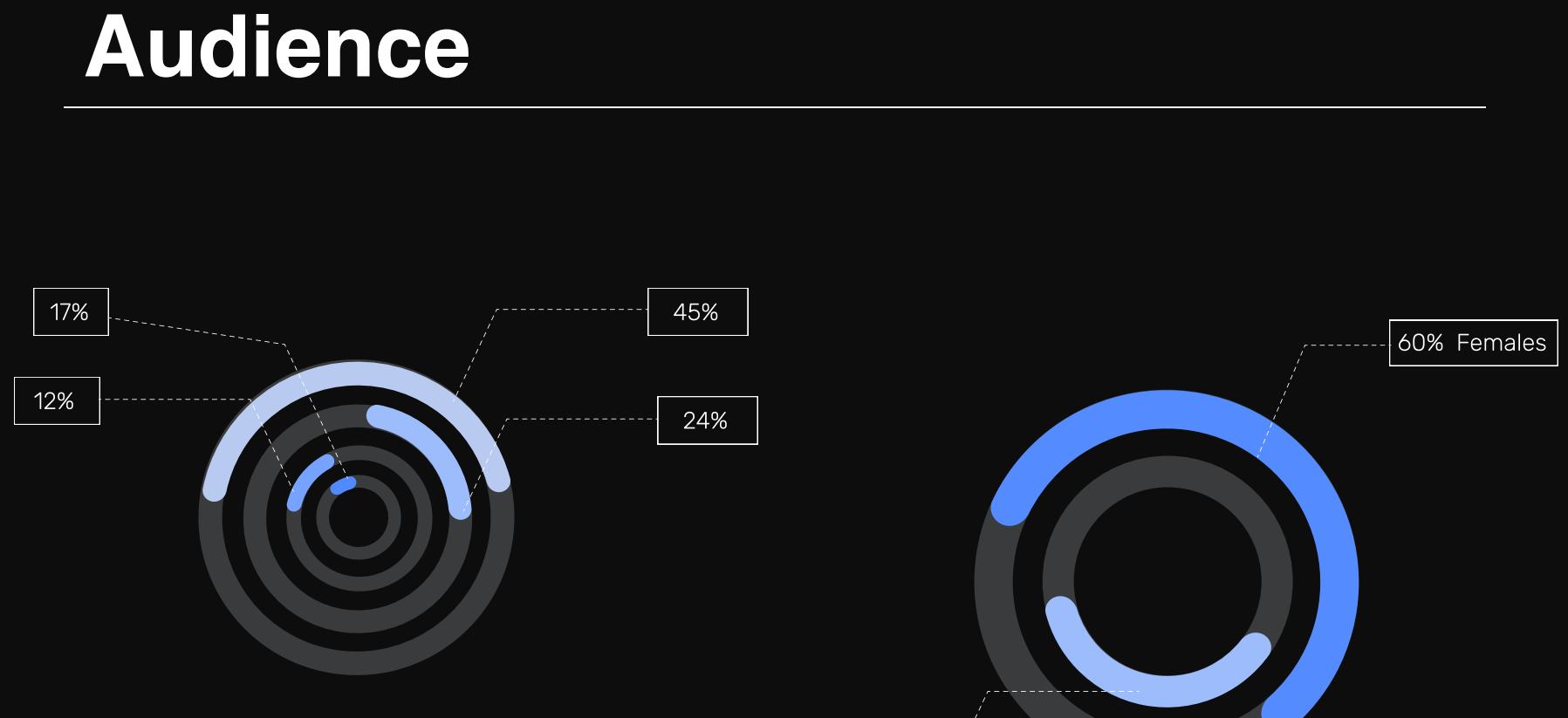
The platform debuted with a focus on original content, including TV shows, movies, documentaries, and children's programming.



Integration with Ecosystem

The Apple TV+ was integrated into the Apple TV app, providing users with a centralized location to access content from various streaming services, including Apple TV+ originals.

Audience

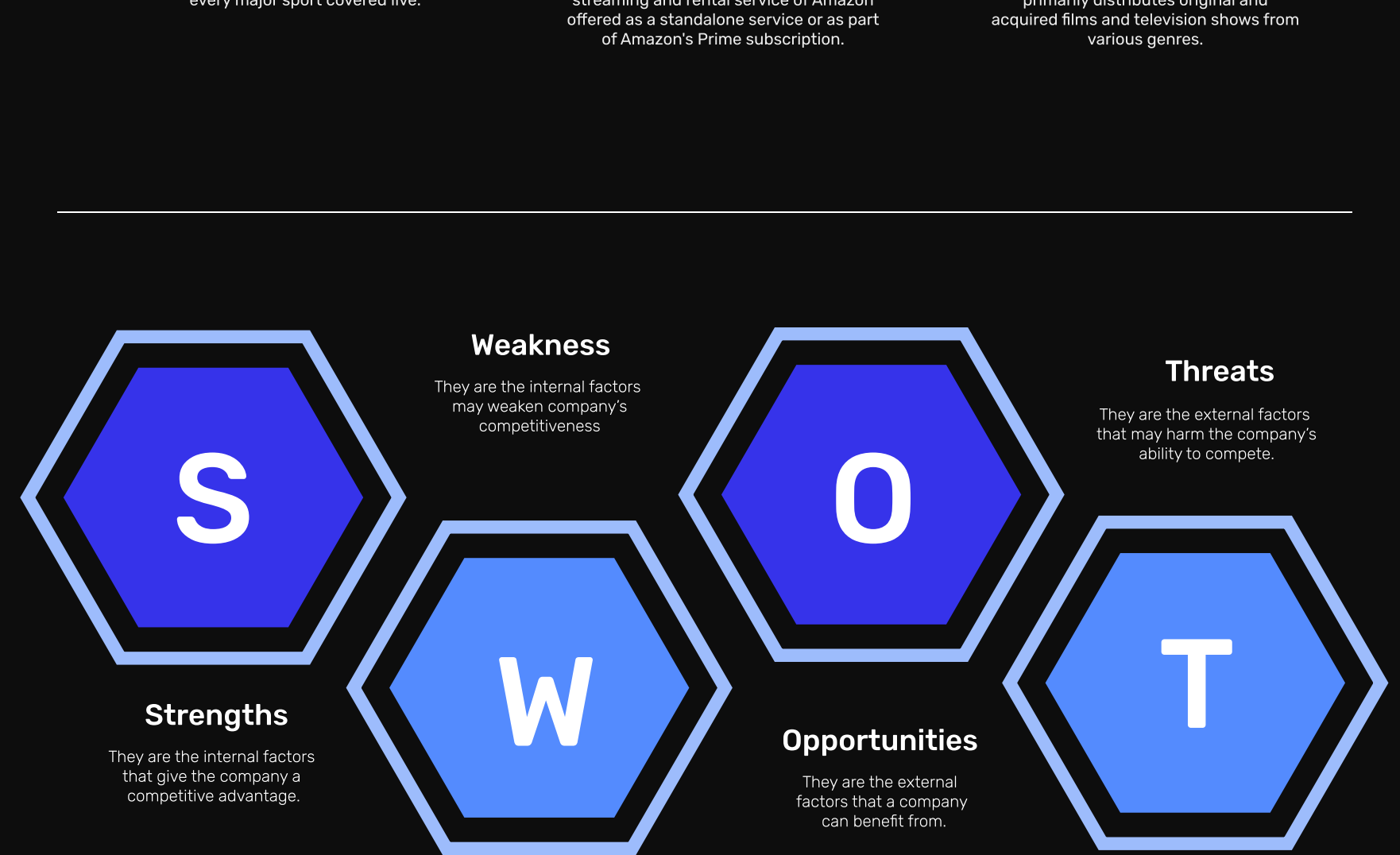


Competitors

Disney+ Hotstar contains content and movies across 9 languages, and every major sport covered live.

Prime Video, is an American subscription video on-demand over-the-top streaming and rental service of Amazon offered as a standalone service or as part of Amazon's Prime subscription.

Netflix is a video on-demand over-the-top streaming service. The service primarily distributes original and acquired films and television shows from various genres.



Strengths
They are the internal factors that give the company a competitive advantage.

Weakness
They are the internal factors may weaken company's competitiveness

Opportunities
They are the external factors that a company can benefit from.

Threats
They are the external factors that may harm the company's ability to compete.

	Apple TV	Netflix	Amazon	Hotstar
Strengths	• Strong Brand and Ecosystem • Original Content • Quality of Productions	• Extensive content library • High-quality original content • Global Reach	• Large subscriber base • Amazon's vast resources • Seamless integration with Amazon services	• Diverse content offerings • Exclusive sports content • Regional content for diverse audience
Weakness	• Limited Content Library • Device-Centric Approach • Competitive Pricing • Third-Party Integration	• Dependency on third-party content • Dependency on internet speed	• Content rotation affect users • User interface can be complex	• Limited International reach • Ad-supported model may deter some users
Opportunities	• Content Expansion • Strategic Partnerships • Global Localization • Pricing and Subscription Models	• Global Expansion Opportunities • Technology advancements	• Increasing demand for streaming • Collaboration with more productions • Integration with other amazon services	• Growing digital entertainment market • Expanding international catalog • Partnership for exclusive content
Threats	• Intense Competition • Changing Consumer Preferences • Market Saturation • Content Licensing Costs • Technological Challenges • Regulatory Issues	• Increasing competition • Subscription fatigue among users	• Contest acquisition cost rising • Shifting consumer preferences • Changes in licensing agreements	• Intense competition from global & regional Platforms • Regulatory challenges in diff. market

Business Canvas Model.

Key Partners
- Content Production Studios
- Investors

Key Activities
- Content Creation
- App Development & Maintenance
- Marketing
- Promotions

Key Resources
- Creative Talent
- Technology Infrastructure
- Marketing & Distribution

Value Proposition
- Content Library
- Integration with Ecosystem
- Add-Free Experience
- Easy Cancellation
- Mobility & Convenience

Channels
- App Retail Store
- App Online Store

Customer Relationships
- Content Engagement
- Customer Support

Customer Segments
- Apple Device Owners

Cost Structers
- Production Costs
- Technology Infrastructure
- Marketing

Revenues
- Subscription Fees
- Apple Ecosystm Sales

Lean Model Canvas.

Problem
- Limited Original Content
- In-App purchases after subscription

Solution
- Expand Original Content Library
- Explore Bundle Offerings with Apple Services

Key Metrics
- Subscriber Growth
- User Engagement Metrics
- Customer Retention Rates

Unique Value Proposition
- Integration with Apple Ecosystem
- User-Friendly Interface

Unfair Advantages
- Strong Brand Reputation
- Global Reach through Apple Ecosystem

Channels
- Apple App Store
- Apple Website
- Retail Stores

Customer Segments
- Tech Enthusiasts
- Apple Device Users

Customer Relationship
- Continuous Updates and Enhancements
- Customer Support through Apple Services

Early Adopters
- Existing Apple Ecosystem Users
- Tech-Savvy Entertainment Consumers

Cost Structure
- Content Production Costs
- Marketing and Promotion
- Platform Maintenance

Revenue Streams
- Subscription Fees
- Bundled Service Offerings

Challenges faced by Apple TV+

Global Expansion

The global availability of content and localization is crucial for success in the streaming market..

Genre Focusing

The focus on certain genres may have limited the appeal of Apple TV+ to a broader audience.

Marketing

Apple TV+ faced challenges in establishing itself as a standalone in the highly competitive space. Effective marketing & brand building are crucial for attracting & retaining subscribers.

Continuous Releases

The regular release of high-quality original content is essential for subscriber retention and attracting new users.

Feedback Review.

Content is Not Good
★★☆☆☆
Despite being a paid service, the app content is substandard and boring. Apple could have include many shows and movies in base rental but nothing interesting or good to watch here. Many free apps provide better content than this overrated app.
more

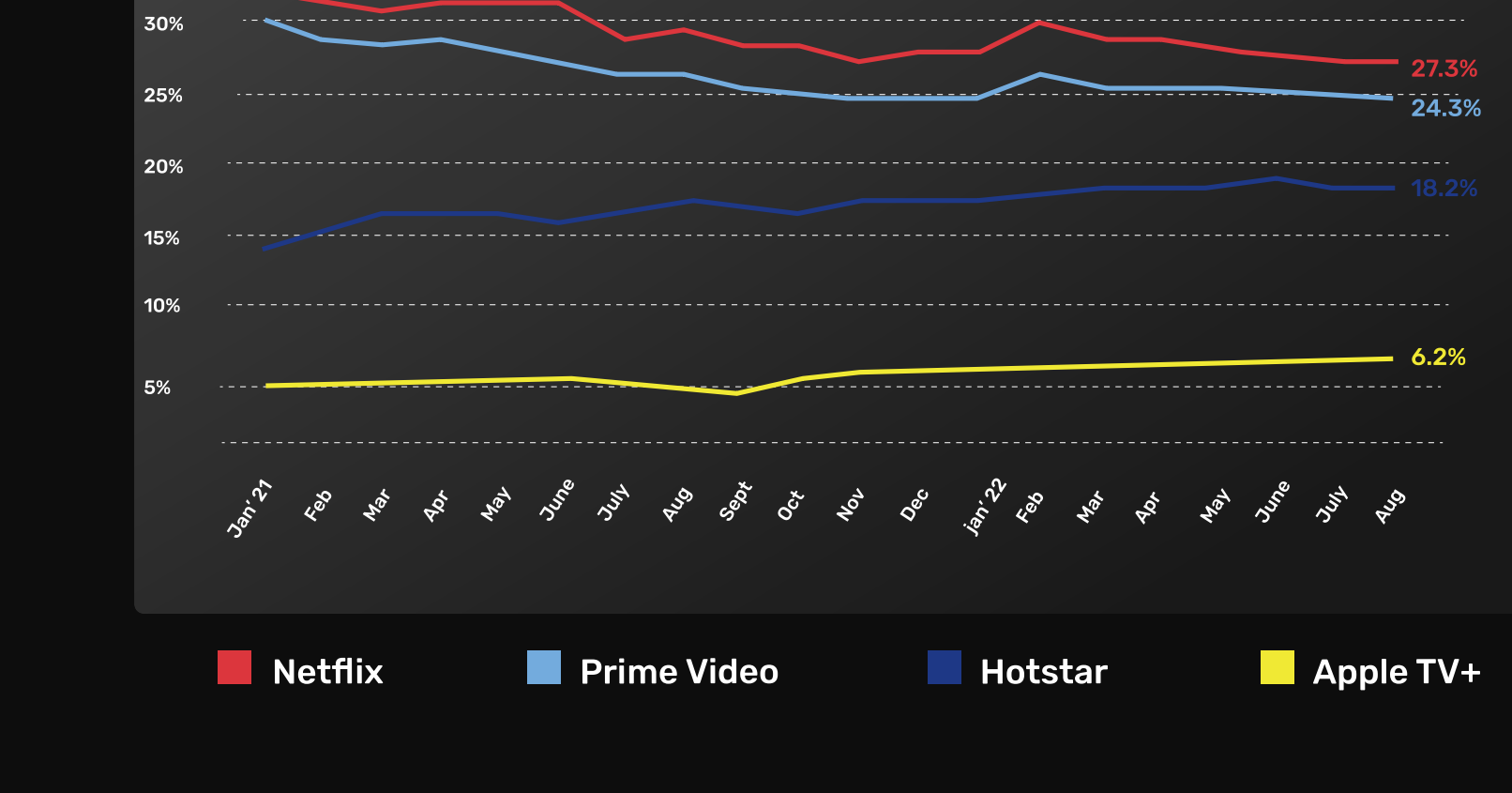
Hopeless app I have ever seen
★☆☆☆☆
Apple company is beggar. It want money for every step. Even After subscribing 99 per month there is again you have to pay for anything you want to watch. Nothing is free. I am really disappointed on purchasing I phone. I will never recommend this phone to anyone

Waste of Money
★☆☆☆☆
Hardly anything to watch, not to mention the fact that Apple TV is do desperate for viewers, that if you play a show that you wish to watch, it instead plays an advert trailer for other shows instead.

You're especially paying for advertised co more

Mediocre shows, terrible interface
★☆☆☆☆
If it weren't for the 1 free year of TV+ subscription with every apple device purchased, I wouldn't have bothered. The shows are mediocre and feel heavily filtered & toned down - very superficial & ungrounded.
The App itself is hard to navigate. No cast option except airplay, can't skip credits to more

Apple TV Market Share



Why is Netflix preffered Over Apple TV+

Content Library & Variety

Netflix has a vast and diverse content library that spans various genres, including movies, TV shows, documentaries, and original productions. The sheer volume and variety of content offer something for everyone.

Subscription Plan

Netflix provides multiple subscription plans with different price points, including options for SD, HD, and Ultra HD streaming. The availability of various plans allows users to choose based on their preferences and budget.

Original Content Catalog

Netflix has built a substantial library of acclaimed and popular originals. Shows like "Stranger Things," "The Crown," and "Narcos" have contributed to Netflix's strong position in the market.

Global Availability

Netflix operates globally and provides localized content in multiple languages. Its widespread availability makes it accessible to users in various countries, contributing to its international popularity.

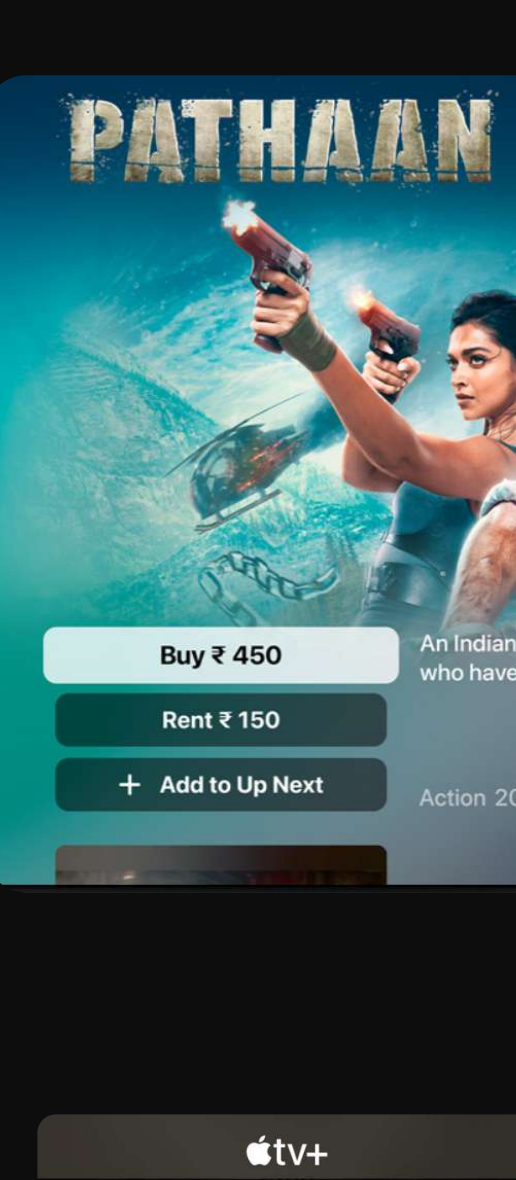
Marketing Strategy Apple Tried.

Pricing

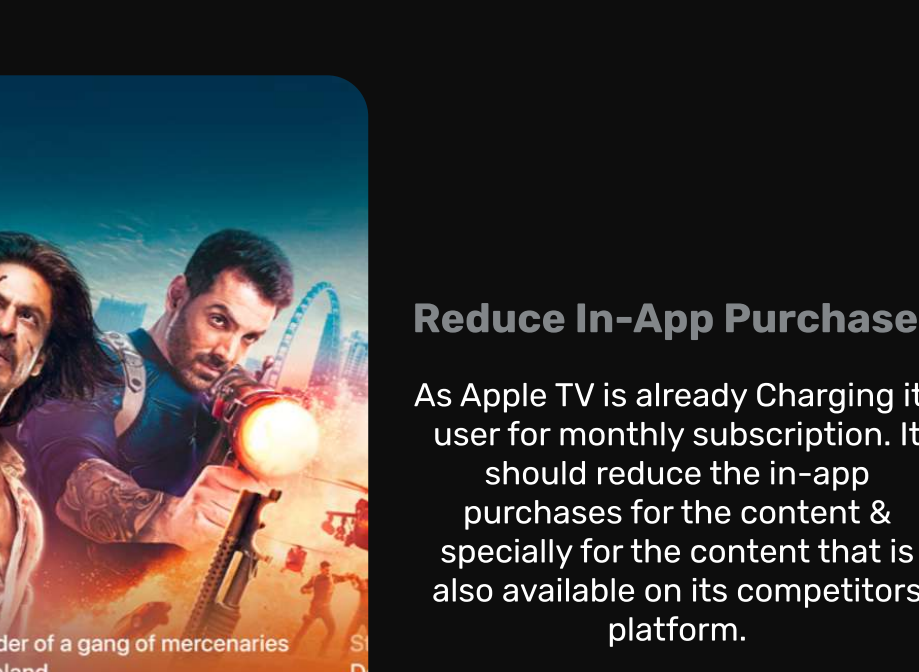
While Apple TV+ initially offered a free one-year trial to customers who purchased Apple devices, attracting subscribers beyond the trial period required a competitive pricing strategy.
But after the trial period maximum amount of consumers didn't subscribed to the app bec. of the more facility provided by its competitors.

Innovation Ideas.

As a UX designer we researched on Apple TV+ & we came to know that why is Apple TV+ is lacking to compete with its competitors.
Accordingly, we have ideated some of the innovation ideas that can help the app to make it stand along with his competition in the market


APPLETV
Posts
Follow
appletv
MONARCH
LEGACY OF MONSTERS
ONLY ON tv+
Watch Now
70,842 likes
View all 341 comments

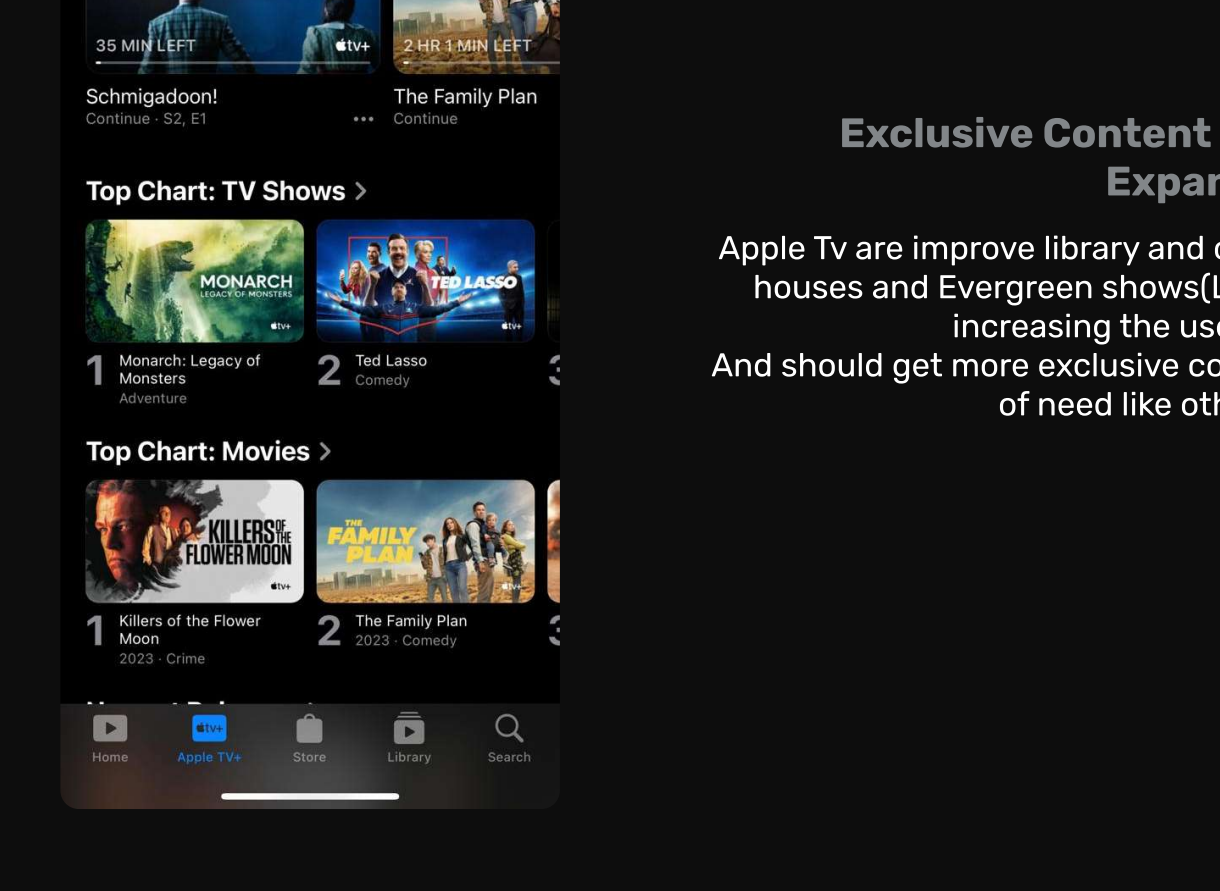
appletv Monarch Legacy must be followed !!



Promotions & Advertisment

Promotions and Advertisements are a vital part of attracting consumer in entertainment business.
Apple TV should promotes shows and movies and create hype in promotions.

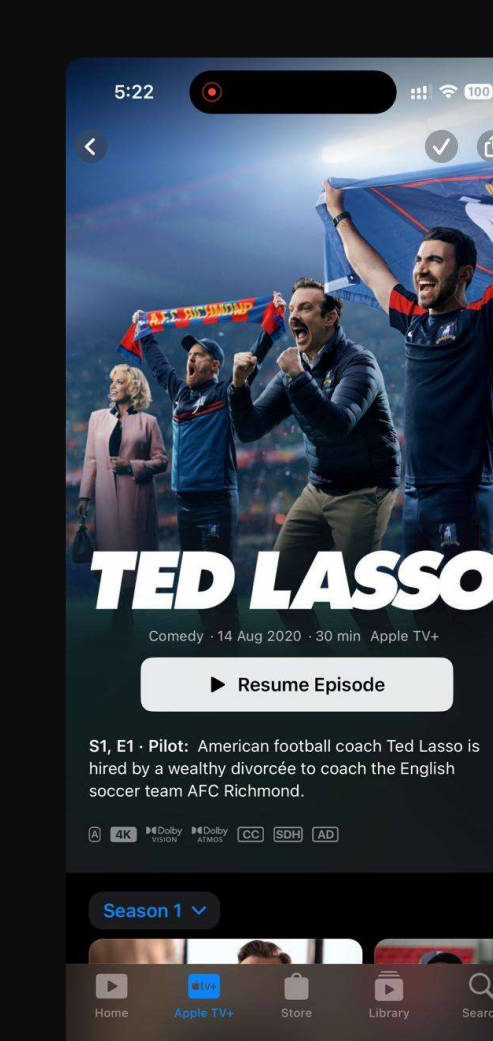
Promoting Socials


PATHAAN
Buy ₹ 450
Rent ₹ 150
Add to Up Next
Action 2023 2 hrs 26 min

An Indian spy battles against the leader of a gang of mercenaries who have a heinous plot for his homeland.

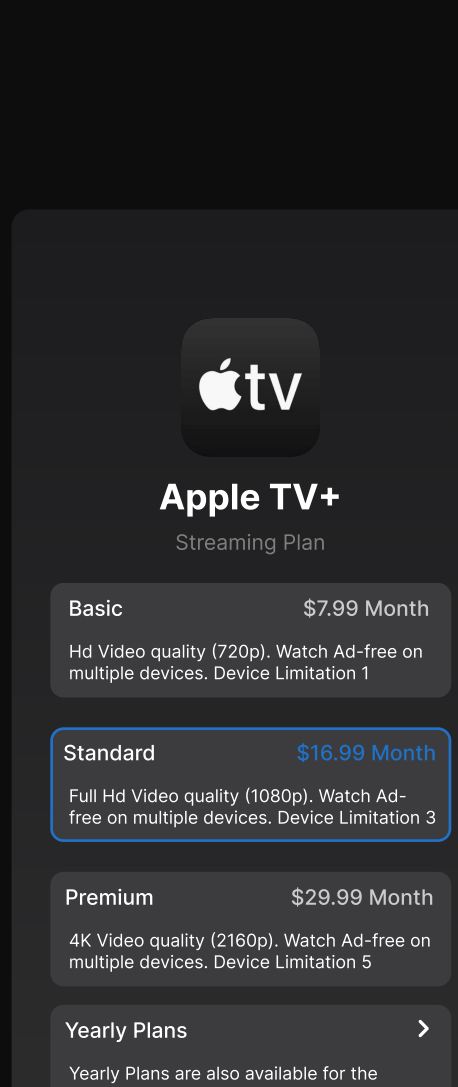
Reduce In-App Purchases

As Apple TV is already Charging its user for monthly subscription. It should reduce the in-app purchases for the content & specially for the content that is also available on its competitors platform.


tv+
Up Next on Apple TV+
Schmigadoon!
The Family Plan
Top Chart: TV Shows
1 Monarch: Legacy of Monsters
2 Ted Lasso
Top Chart: Movies
1 Killers of the Flower Moon
2 The Family Plan
Home
Apple TV+
Store
Library
Search

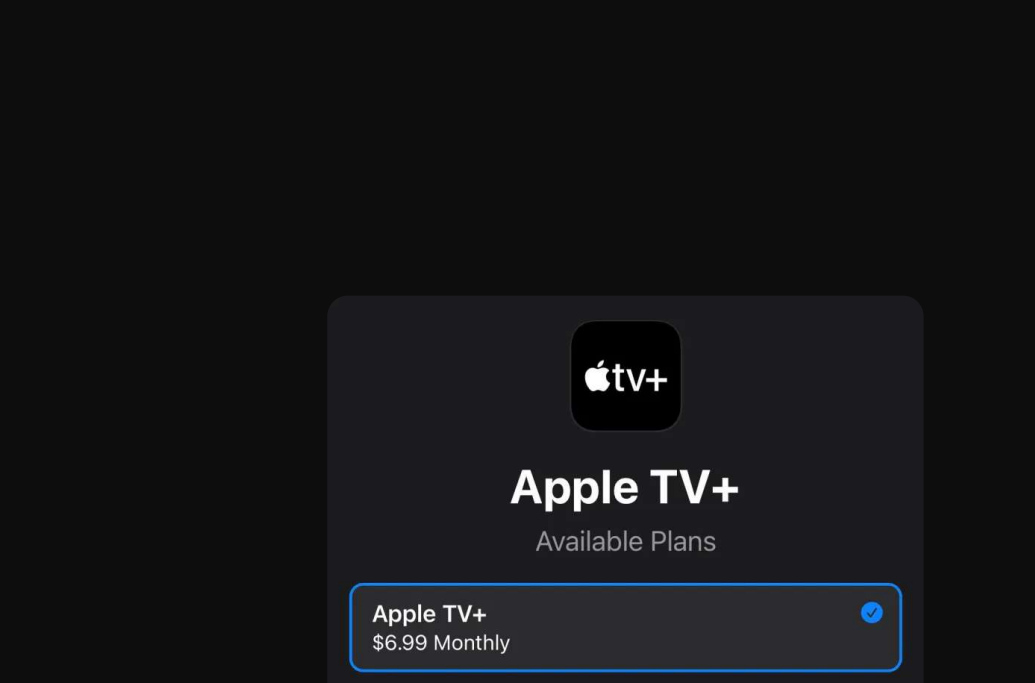
Exclusive Content & Content Library Expansion

Apple Tv are improve library and collaborate with new production houses and Evergreen shows(Like Friends) which will help in increasing the user retention rate.
And should get more exclusive content which gives users a sense of need like other platforms.


5:22
TED LASSO
Comedy · 14 Aug 2020 · 30 min · Apple TV+
Resume Episode
Season 1

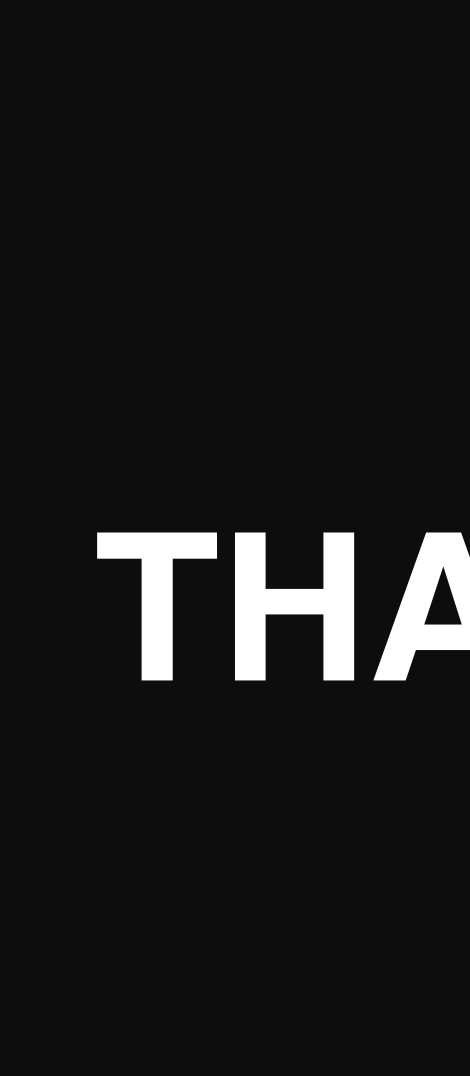
S1, E1 - Pilot: American football coach Ted Lasso is hired by a wealthy divorcée to coach the English soccer team AFC Richmond.

Language Options


Languages
Auto (Recommended)
English
Arabic
Bulgarian
Kanda
Tamil
Telugu
Pilot
Ted Lasso
Info
Up Next

Regional Content & Language Options

Apple Tv have to keep in mind about all the parts of world. According to that it should provide regional options for content & languages so it gain more audience



tv
Apple TV+
Streaming Plan

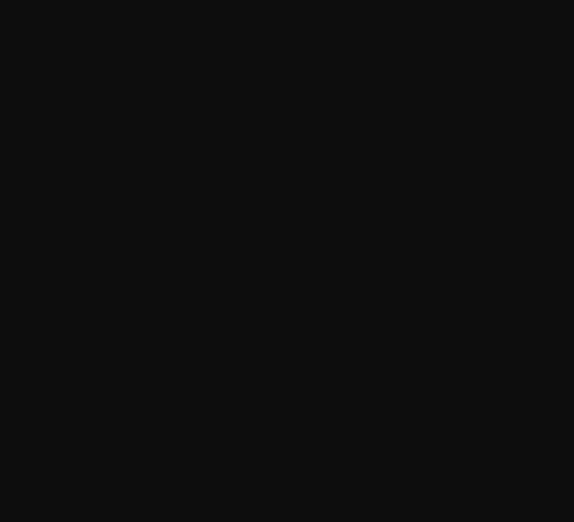
Basic $7.99 Month
Hd Video quality (720p). Watch Ad-free on multiple devices. Device Limitation 1

Standard $16.99 Month
Full Hd Video quality (1080p). Watch Ad-free on multiple devices. Device Limitation 3

Premium $29.99 Month
4K Video quality (2160p). Watch Ad-free on multiple devices. Device Limitation 5

Yearly Plans
Yearly Plans are also available for the interested users.

Subscription Plans Screen



tv+
Apple TV+
Available Plans

Apple TV+
$6.99 Monthly

Apple TV+
$69.00 Yearly

Subscription Plans

Apple currently provide limited subscription plans.
To compete with its competitors it should provide various subscription plan which include various content like exclusive & mainly according to the users choice So that the customers get a freedom to select the plan they want instead of restricting them.

THANK YOU.