Amazon Prime Video

Design Sprint

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Set the stage

Initial PRD

Background

There are plenty of video self-publishing platforms, they all have enormous number of users and videos, where user can easily upload a video to the public. but we haven't yet seen any self-publishing platform that enables only professional content to be published, since other platforms have all types of content with no strict regulations about the quality.

Problem

Users tends to watch those easy-produced shortly entertaining videos recommended by the algorithms, they are really frustrated and want to have a much better quality content with delightful experience. Professional Content creators on the other hand do not prefer to publish their work on such site, since they will not get enough credit and revenue.

Goals

- Develop a platform for professional content creators
- Enable users to have a satisfactory content in all different categories
- Support content creators community

Understand

How Might We

Use these digital stickies to capture your ideas. Feel free to rearrange. Colorize. Etc

How might we eliminate hate in comments?

How might we support creators?

How might we enable users to review and rate content

How might we suggest most suited content for user?

How might enable creators to deliver short messages to users?

How might we get creators attention?

How might we support family friendly exploring?

How might we know what user is trying to look for?

Best User Experience

How might we suggest most suited content for user?

How might we allow people to watch to content relevant to them?

How might we know exactly what user is trying to look for?

How might we create a way of discovering these new products?

How might we help users step out of their comfort zone?

Content Discovery

How might we categorize videos by genre?

Content Browsing

How might enable creators to deliver short messages to users?

How might we facilitate easy social sharing?

Social

How might we make our content available to people with limited vision?

Accessibility

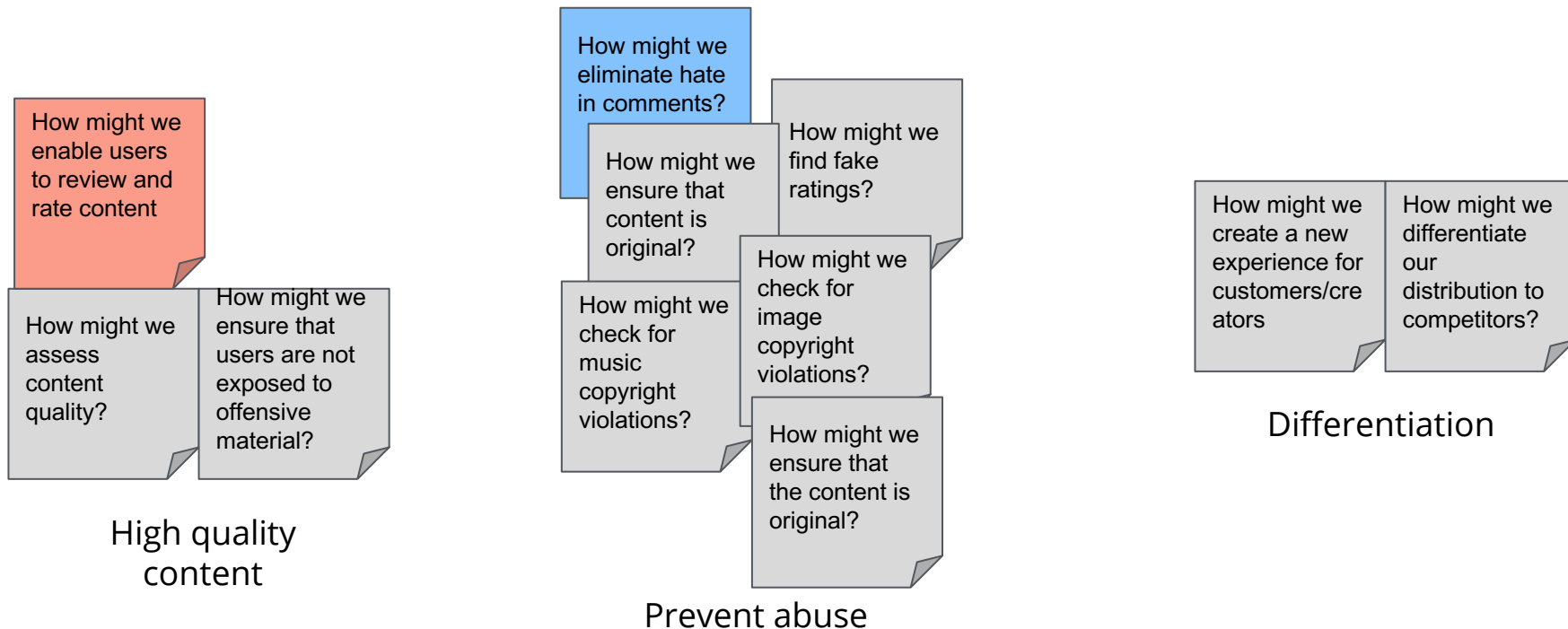How might we make content downloads easy and quick?

Simple and fast

How might we support family friendly exploring?

How might we add parental ratings for content?

Family

Build a Powerful Platform

How might we enable users to review and rate content

How might we assess content quality?

How might we ensure that users are not exposed to offensive material?

High quality content

How might we eliminate hate in comments?

How might we ensure that content is original?

How might we find fake ratings?

How might we check for music copyright violations?

How might we check for image copyright violations?

How might we ensure that the content is original?

Prevent abuse

How might we create a new experience for customers/creators

How might we differentiate our distribution to competitors?

Differentiation

Empower Content Creators

How might we encourage creators to come to our platform?

How might we convert book authors to other media?

More Creators

How might we make it easy to upload music and videos?

How might we make content uploads easy and quick?

Simple and fast

How might we support creators?

How might we provide video editing tools?

Tools to produce high quality content

How might we allow artists to collaboratively create content?

Collaboration

How might we allow users to promote their content on social media?

How might we share local concert information

How might we make artist landing pages interesting?

Creator Engagement

How might we get creators attention?

How might we incentivize artists to share content on Amazon's platform?

How might we reward publishers for better content?

Incentives

Sprint Focus

Focus	Empower Content Creators
Slide #	8
I selected this theme because	Ddelivering better content by supporting creators, will necessarily increase user satisfaction, quality, and revenue.

Define

Amazon Video is the new place for professional creators

William James, NYT

Today, when you want to create professional video content, you want to publish it to site that enables you to reach your target audience, have integrated management tools, and returns decent revenue. Viewers nowadays thrive for great content since the internet is full of unstructured casual videos, but there is no platform that is more formal than YouTube, and less formal than Netflix, we need a platform that enables creators to self-publish their videos, while keeping the high quality and professionalism.

Amazon Video is a platform where creative professional creators can publish their content easily, track audience and impressions, investigate interactive dashboard, and edit their videos on the fly! will enjoy a high-quality content that fits their needs, share what they like with friends, contact creators, see trends, and much more.

I believe that amazon will create huge impact in the industry, since there is no direct competitor for this oppurtunity, and amazon already have a prime subcription, which could include amazon video on the package alongside the delivery and music.

Success Metrics :

- **Viewer**
- **Creator**
- Both

	Goals	Signals	Metrics
Happiness	Finding Right Content Convenient Publishing	Searches Uploads	Number of searches per click on play Avg. Upload elapsed time per video
Engagement	Watching Videos	Clicking play button	Avg. hours watched per day
Adoption	Share With Friends	Share Referral Link	Total Referral impressions Number of sign ups from referral
Retention	Auto-generated list of what viewer will most likely want to see Dashboards that shows most important data about the publisher videos	Open the list Click a play button from a video from the list Dashboard interaction (roll up, drill down)	Elapsed time on the list videos Number of viewed videos on the list / number of videos on the list Sum of interactions
Task Success	Find content easier later	Video added to watch list	% of users who have videos on the list

Sketch

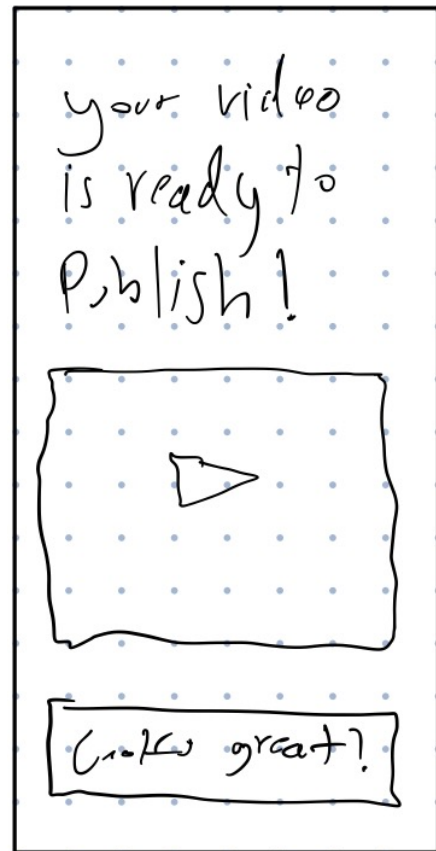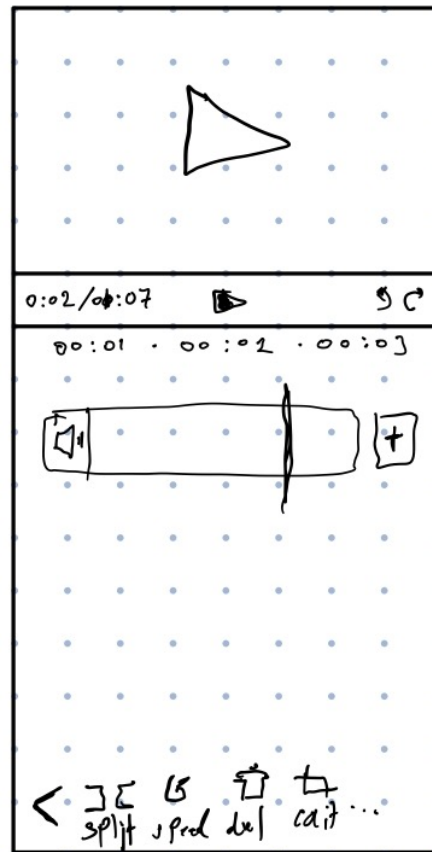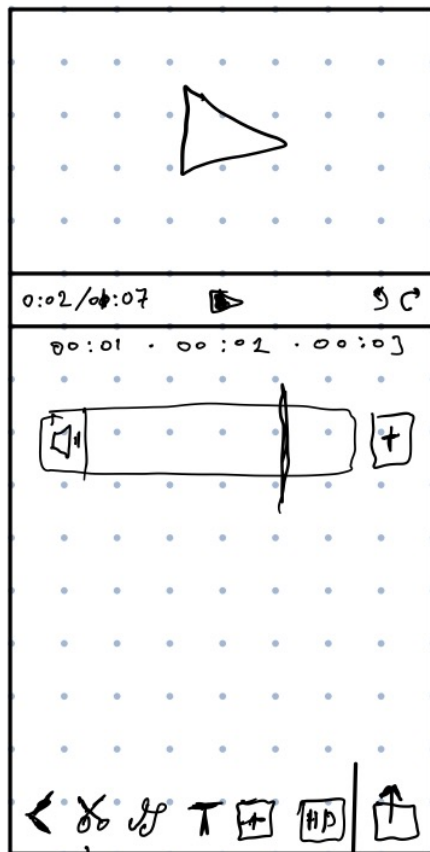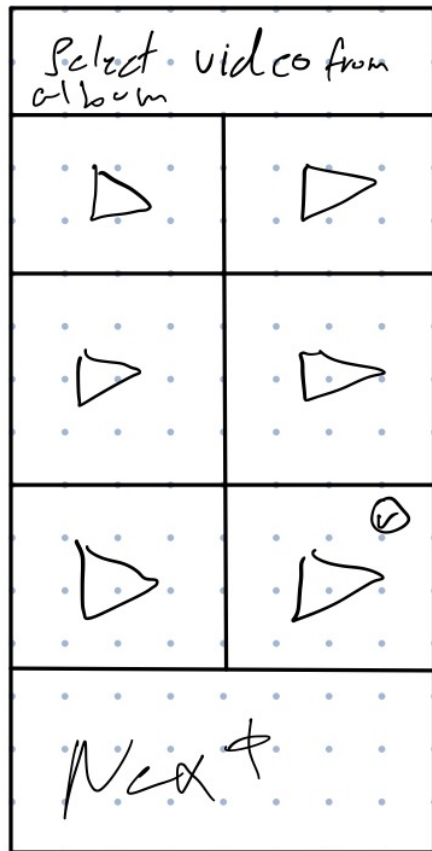# 8 Sketches
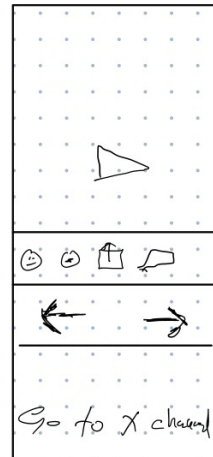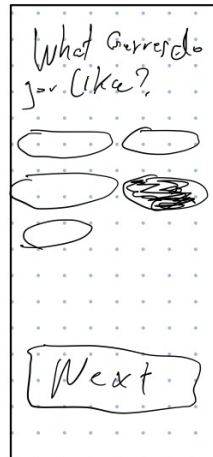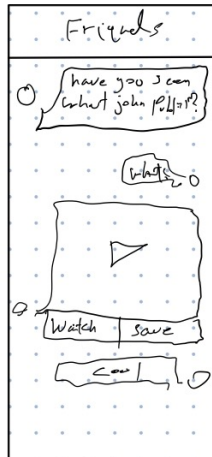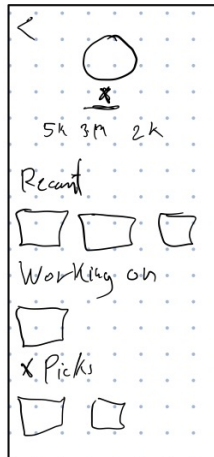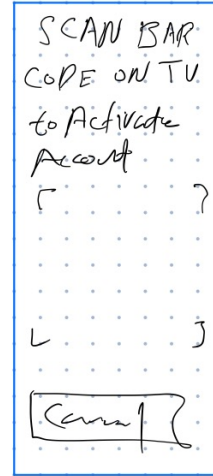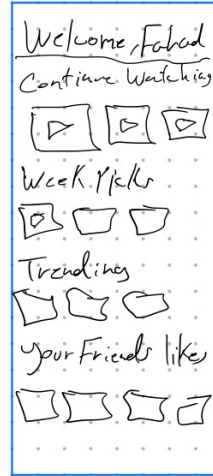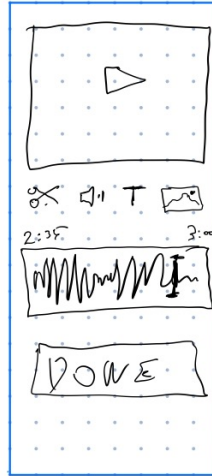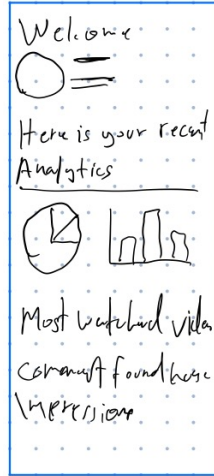
Solution Sketch 1(Analytics)
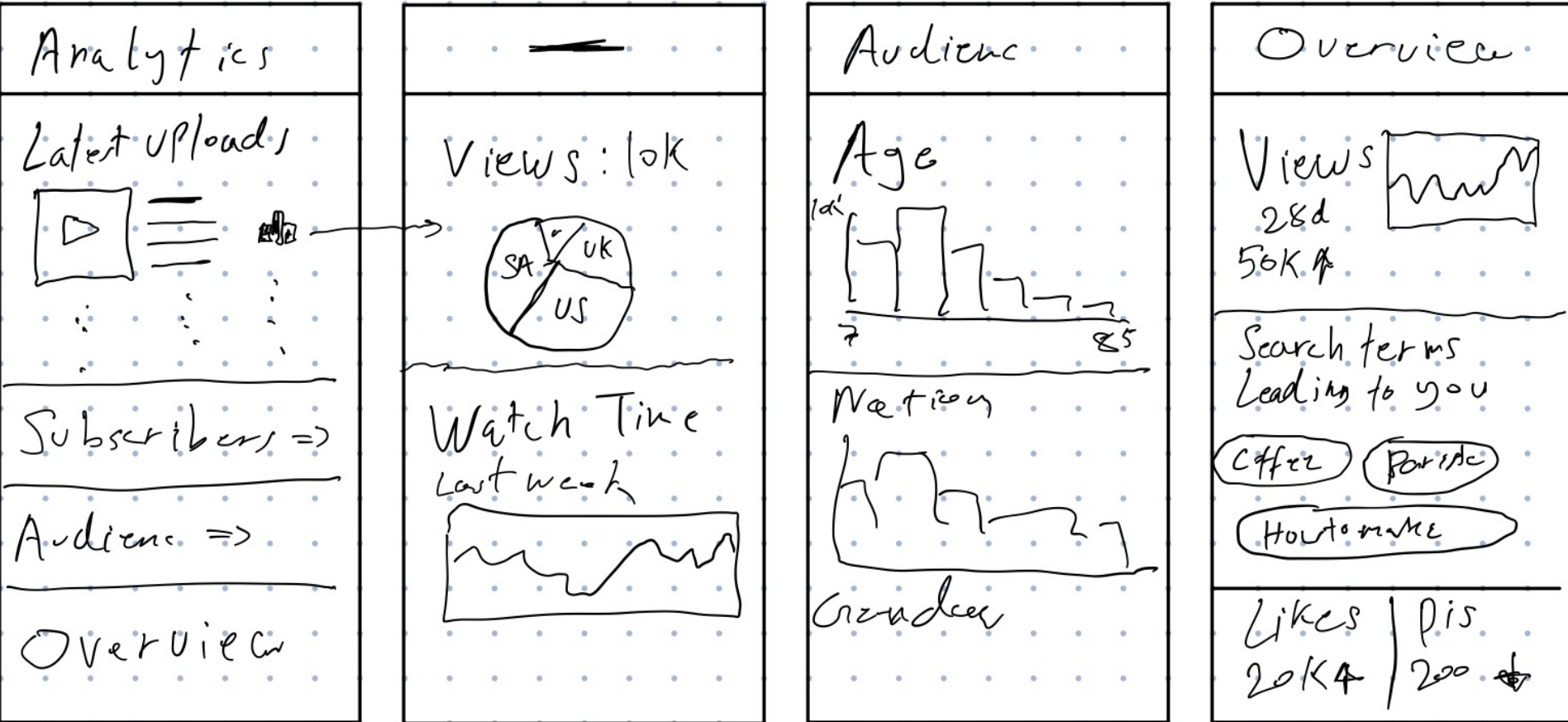
Solution Sketch 2 (On The Fly Montage)

Decide

Pick the final concept that you develop into a prototype
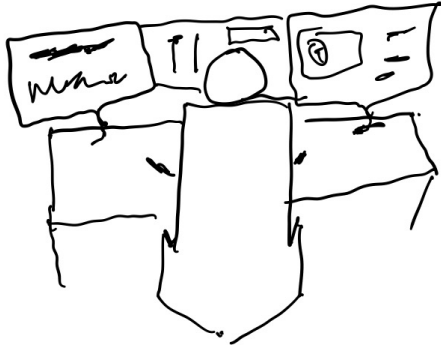
Decision

Decision	On The Fly Montage
Rationale	We want to support creators as much as we can, I believe that analytics should come after enabling the creator to produces the best of his videos.

Prototype

Turn your concept into a realistic, interactive prototype that you will use to validate your assumptions and ideas
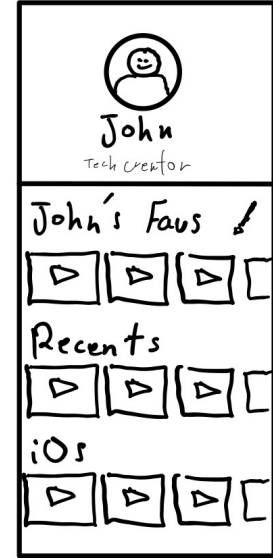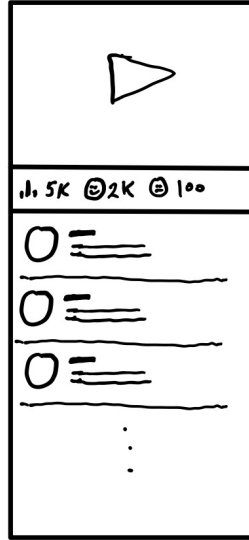
Storyboard
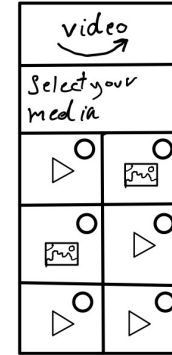
John is a content creator, and he really hates montage phase, since he use a lot of software products and it overfits his needs.

He googled for an app that might solve his problem, and he found amazon video.

John started exploring the app, he tried to montage a video that will usually take 8 hours to do

Storyboard

your video
is ready to
Publish !

⊳

(looks great?)

.ıl. 5K ☺2K 😊 100

John
Tech creator

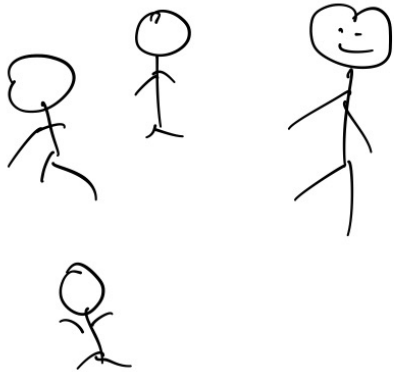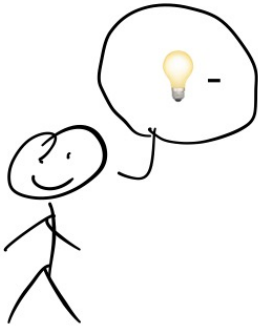John's Favs ✎

Recents

iOs

He was amazed by the simplicity of the montage process; it took him only 30 minutes to finish montaging	After publishing, he received the feedback from users and he was happy from what he did	John liked the fact that he can manage his page, order the videos he liked the most, and choose what the viewers will be seeing once they land on his page

Storyboard

John had a great weekend with his friends, and told them about the app	When a new idea came to John, he was fully motivated to implement it since there is no pain points in the process	

Prototype

Description	this prototype was built to explore amazon video most important feature, the easy montaging
Assumptions	● The user is familiar with video editing software
Tasks	● Publish new video ● Monatge a video

Link

Validate

Create a Research Plan

We're also going to get ready to talk to users about your prototype.

Here's what you need to do:

- Create a research plan
    - Identify your target user
    - Map out the flow of the interview
        - Intro
        - Background information
        - Tasks
        - Wrap Up

You can use the Design Sprint Research Plan Template on the next two slides to help you get started. Add more slides as needed.

Prime Video Research Plan

[Link to the plan](#)

User Testing: Participant 1 Key Findings

What worked well	Exploring the app Editing video Uploading video
Where participants got stuck	-
Other observations	He was not that interested but willing to try it

Participant 1: Interview Notes

The user thought that the sound icon is for editing the sound of the video, where it is for adding new sound.

User Testing: Participant 2 Key Findings

What worked well	Exploring the app Editing video Uploading video
Where participants got stuck	Choosing to montage or publish
Other observations	-

Participant 2: Interview Notes

In publish new video screen, the continue button was confusing

Handoff

Updated PRD

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Updated PRD (page 2)

Key Features & Scope

Priority	Feature	Desc
P0	Edit Videos	The creator will be able to edit and montage the videos before publishing, this must include all the main features of montaging that mobile device is cabaple of.
P0	Search Vidoes	The user could explore the content by searching our database with keywords, genre, or other types of filtering
P1	Chat	Viewers can contact creators by instant chatting
P1	Auto-recommend	Reccommed the most fitting videos for the user in a list of vidoes
P2	Display Friends History	See what user friends are watching (optional for the user to allow)

Core UX Flow

Prototype