

NZFLiX



tvnz

the solution

The image shows a screenshot of the TVNZ website. At the top, there is a navigation bar with the TVNZ logo, "Live TV & Guide", "OnDemand", "What to Watch", the "1newsnow" logo, a "Myla" dropdown menu, and a search icon. Below the navigation bar, there is a large orange circle containing white text. The first circle contains the text "VIEWERS TO DISCOVER NEW CONTENT". The second circle contains the text "WAYS OF RECOMMENDATION". In the background, there are blurred images of people and show titles like "Edgewalkers" and "MasterChef Australia". The main content area features a show card for "Edgewalkers" with a thumbnail image, the title, a description, and two buttons: "WATCH FIRST" and "FAVOURITE". Below this, there is a section titled "Featured Shows" with thumbnails for "Hang Ups", "ER", "ALIBI", and "MasterChef Australia", each with a star rating and a "MORE >" link.

- VIEWERS TO DISCOVER NEW CONTENT
- WAYS OF RECOMMENDATION

FULL SEASON

Edgewalkers
Stream on TVNZ OnDemand

Gritty docu-soap exploring the reality of being a young, African Muslim, following your dreams in Auckland 2018. A rare look into the largely unseen world of Edgewalkers - men living their lives between two worlds. WARNING: Contains adult themes.

WATCH FIRST FAVOURITE

Featured Shows

Hang Ups EXPRESS ★ Hang Ups

ER FULL SEASON ★ ER

ALIBI NEW SEASON ★ Alibi

MasterChef Australia ★ MasterChef Australia

the idea



Live TV & Guide

OnDemand

What to Watch

1newsnow

Myla ▾



ADD SOCIAL ELEMENTS

- COLLECT DATA FROM NEW AND EXISTING USERS

Gritty docu-soap exploring the reality of being a young, African Muslim, following your dreams in Auckland 2018. A rare look into the largely unseen world of Edgewalkers - men living their lives between two worlds. WARNING: Contains adult themes.

- UPDATE UI DESIGN

Featured Shows



EXPRESS

Hang Ups

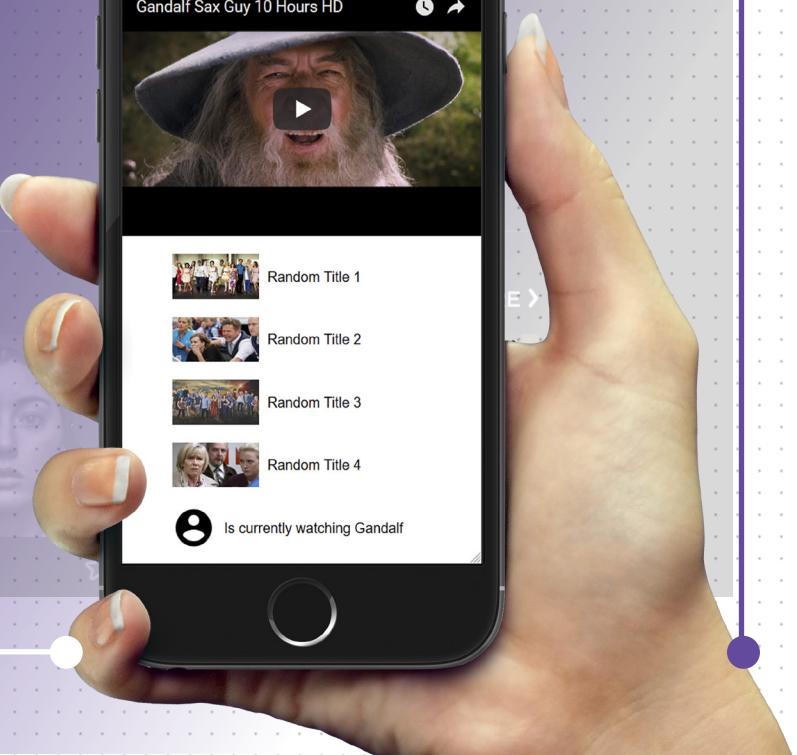


FULL SEASON

ER

ALIBI

NEW SEASON



the competitors

- NETFLIX
Edgewalkers
Stream on TVNZ OnDemand
- YOUTUBE
- AMAZON PRIME

the research



Live TV & Guide

OnDemand

What to Watch

1newsnow

Myla ▾



● FINDING WHAT WORKED

● OVERCOMING OBSTACLES

Stream on TVNZ OnDemand

● FILLING IN THE BLANKS

Gritty docu-sqep exploring the reality of being a young African Muslim following your dreams in Auckland. Go behind the scenes of Edgewalkers - men living their lives between two worlds. WARNING: Contains adult themes.

WATCH FIRST

FAVOURITE

Featured Shows



Hang Ups



ER

FULL SEASON



NEW SEASON



MasterChef Australia

MORE ▾

the feedback

The image shows a screenshot of the TVNZ website. At the top, there is a navigation bar with the TVNZ logo, "Live TV & Guide", "OnDemand", "What to Watch", the "1newsnow" logo, a "Myla" dropdown menu, and a search icon. Below the navigation bar, there is a large banner for the show "Edgewalkers". The banner features the title "ACCEPTANCE" in large white letters, a "FULL SEASON" button, and three circular bullet points below it. The first bullet point is labeled "REFINING THE BACKBONE" and includes a "Stream on TVNZ OnDemand" link and a description of the show as a gritty docu-soap. The second bullet point is labeled "ROLL-OUT". At the bottom of the banner are two buttons: "WATCH FIRST" and "FAVOURITE". Below the banner, there is a section titled "Featured Shows" with thumbnails for "Hang Ups", "ER", "ALIBI", and "MasterChef Australia". Each thumbnail includes the show's name, a small description (e.g., "EXPRESS", "FULL SEASON", "NEW SEASON"), and a star rating.

tvnz Live TV & Guide OnDemand What to Watch 1newsnow Myla ▾

SEARCH

ACCEPTANCE

FULL SEASON

REFINING THE BACKBONE

Stream on TVNZ OnDemand

Gritty docu-soap exploring the reality of being a young, African Muslim, following your...
Stream on TVNZ OnDemand

ROLL-OUT

WATCH FIRST FAVOURITE

Featured Shows

MORE ▾

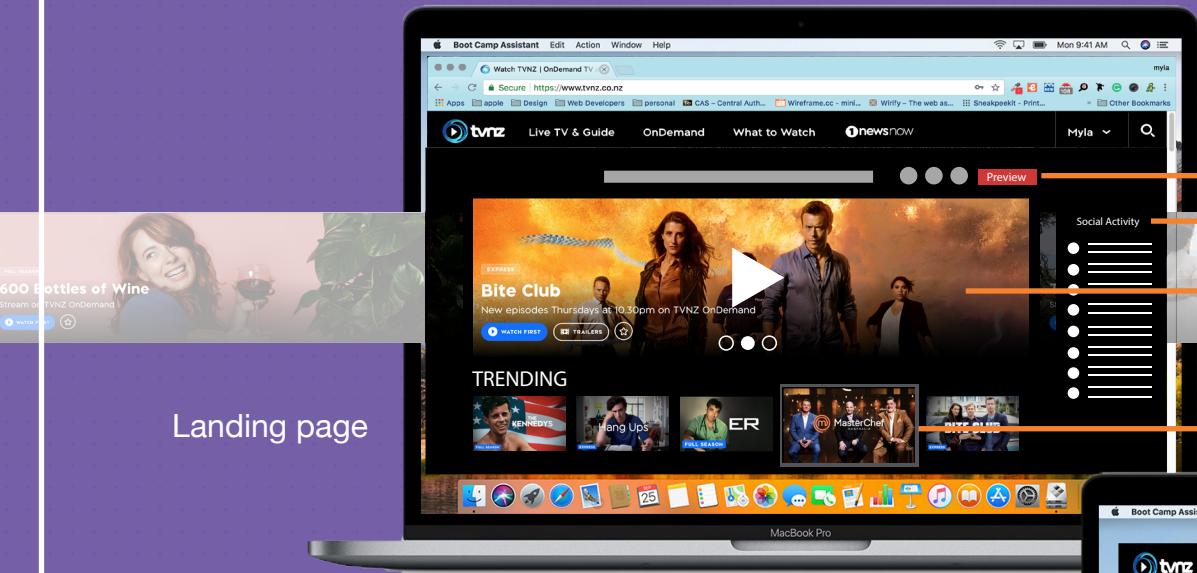
Hang Ups ER ALIBI MasterChef Australia

EXPRESS FULL SEASON NEW SEASON

the wireframe

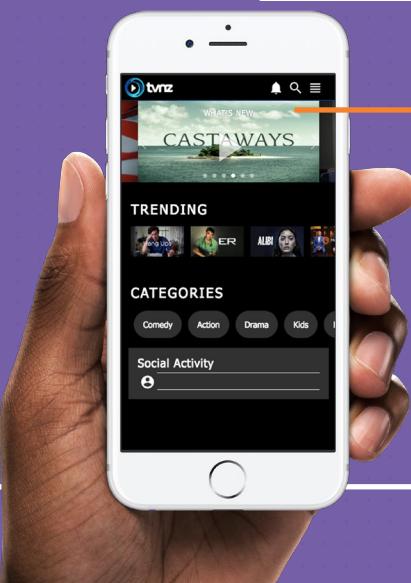


Landing page

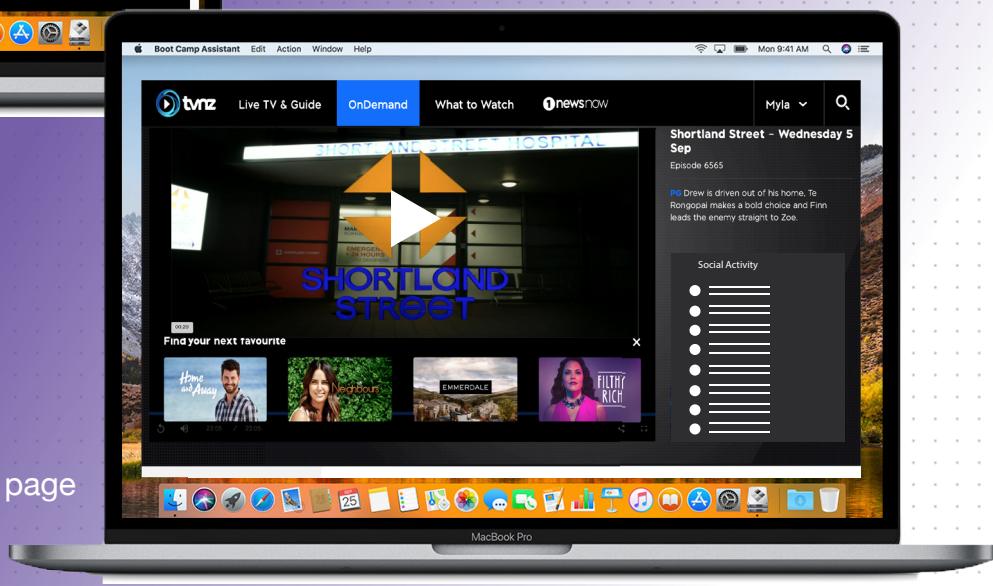


COLLECTING DATA
SOCIAL ACTIVITY

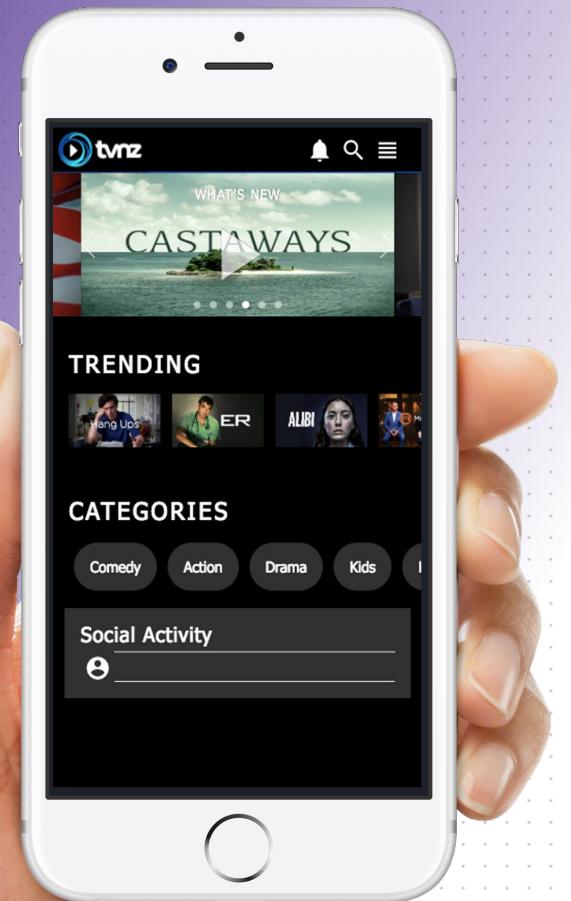
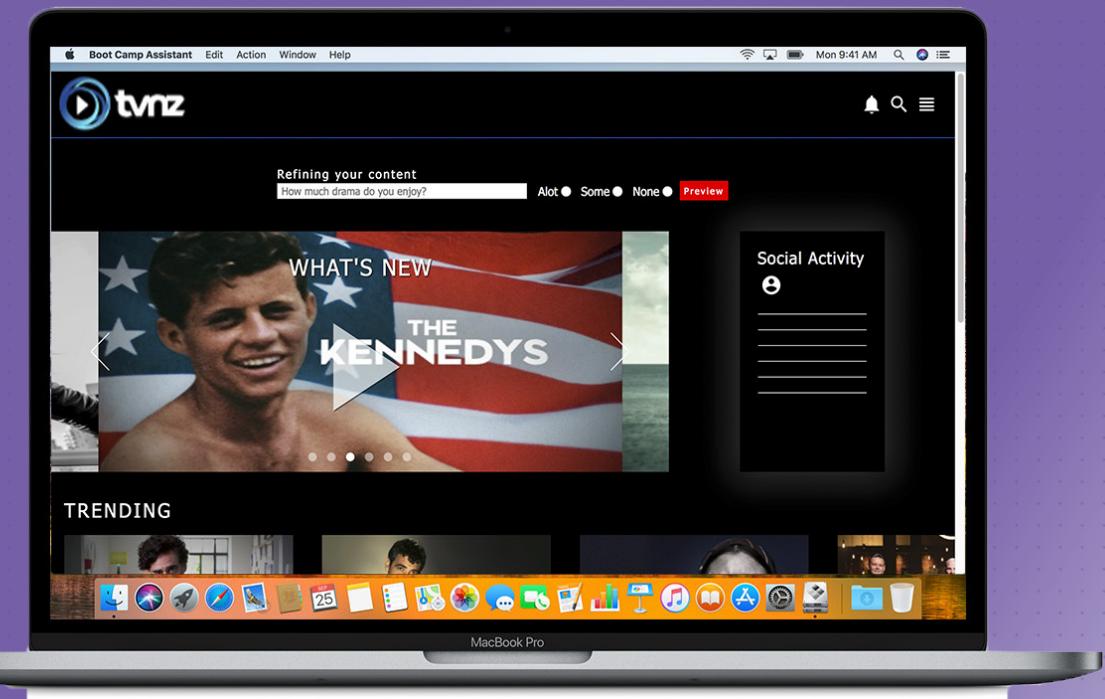
UPDATE ON UI
HERO IMAGE INTO SHORT
TRAILER VIDEO SLIDER
SOCIAL ACTIVITY



MOBILE DEVICE HAVE
SIMILAR FEATURES



the prototype



<https://nzflix.netlify.com/>

<https://nzflix-view.netlify.com/>

reflection

- What worked well

TEAM WORK

FOCUS ON MVP & TARGET AUDIENCE

- Challenges

TIME

- Missing Info / Research

ACTUAL PRODUCT & USER REVIEWS

- Assumptions Made

USER TESTING/ FEEDBACK

future plans

- Explore Machine Learning / AI
- Proposed Implementation
 - TRAIN NEURAL NETWORK (NN)
 - SERVE DATA FROM NN MODEL
- Partial Implementation
 - Next Step: Product Owner Acceptance