



# prime video

A Teardown on Amazon Prime Video's Watch Party Feature

By

Prasoon Kumar Parihar  
5-6 minutes read



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**Arti Agarwal**

Female, 23

**Demographics**

Gen Z | Long Distance Relationship |  
SDE | Technology Comfort |  
Bangalore

**Needs and Goals**

Wants him to spend some quality time with her over the weekend or on holidays. She does not prefer going out a lot and enjoys watching movies indoors with her partner with the theatre-like experience

**Pain Points**

Watches a movie with pauses in between and hence cannot be on the same page with him, even if she decides to start the movie on a separate device simultaneously

**Problem Addressed by Watch Party**

- Allows multiple users to watch a movie (available on Prime Video) at the same time
- Synchronous movie play with an option such that when one user pauses the movie, it gets paused for all the users watching via the same Watch Party link
- Allows all the users to chat on the same screen like the one on which the movie runs so that they don't have to move from screen to screen

**Prasoon Parihar**

Male, 25

**Demographics**

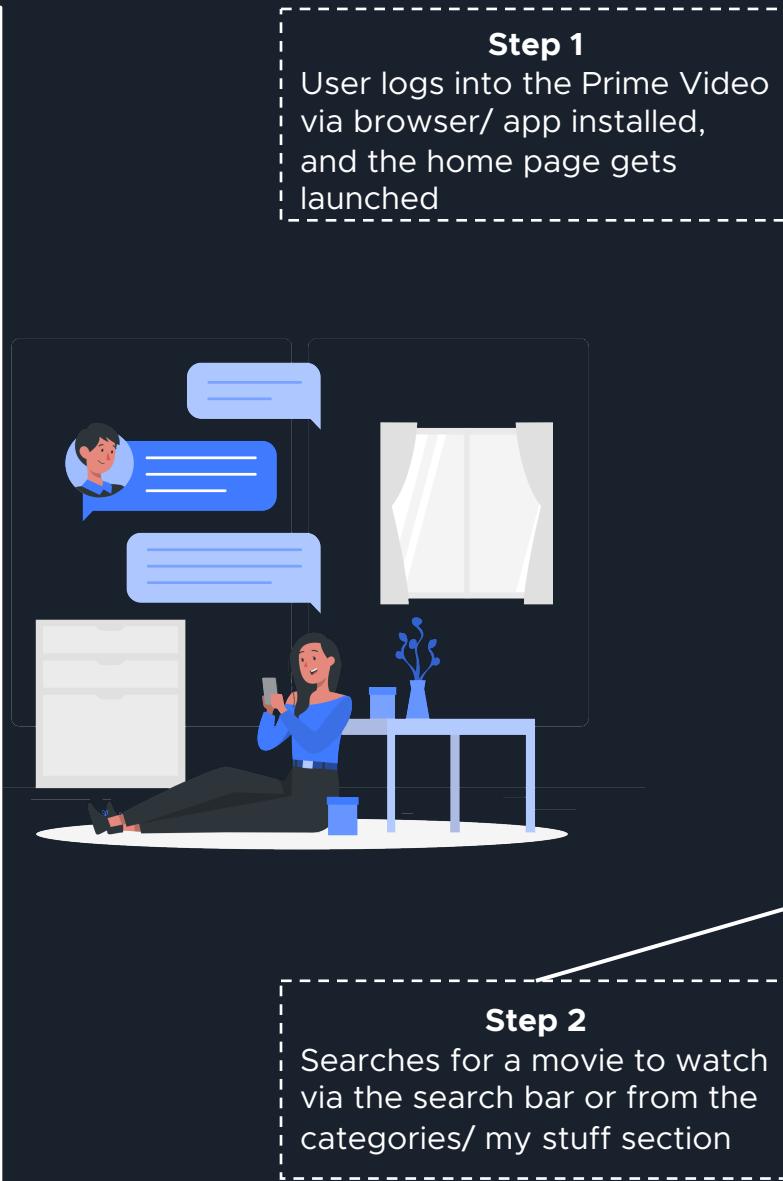
Gen Z | Long Distance Relationship |  
Student | Technology Comfort | New Delhi

**Needs and Goals**

Needs something to take care of the movie dates while exchanging texts or talking simultaneously on the same device without disturbance. He wants to have everything sorted on one screen – the movie, the talks, everything

**Pain Points**

Cannot share emotions while watching movies. Must move from screen to screen to text or share any relevant scene. Impossible to watch the movies in sync.





STAGES	OPENS WEBSITE/APP	FINDS MOVIE/SHOW	CREATES WATCH PARTY	SHARES LINK	STARTS WATCHING TOGETHER
USER GOAL	<ul style="list-style-type: none"> <li>➤ Search for an apt movie or series</li> <li>➤ To start the Watch Party</li> </ul>	<ul style="list-style-type: none"> <li>➤ To watch a movie/show as per mood</li> </ul>	<ul style="list-style-type: none"> <li>➤ Send friends the link for the watch party</li> </ul>	<ul style="list-style-type: none"> <li>➤ Allow friends to join the watch party</li> </ul>	<ul style="list-style-type: none"> <li>➤ Watch movie/show on sync</li> <li>➤ Chat while watching</li> </ul>
USER ACTION	<ul style="list-style-type: none"> <li>➤ Launches the website or app</li> </ul>	<ul style="list-style-type: none"> <li>➤ Uses search feature</li> <li>➤ Decides using popularity or rating</li> </ul>	<ul style="list-style-type: none"> <li>➤ Clicks Watch Party</li> <li>➤ Enters chat name</li> </ul>	<ul style="list-style-type: none"> <li>➤ Shares link via Email, Facebook and Twitter</li> <li>➤ Copies link and paste it in other apps</li> </ul>	<ul style="list-style-type: none"> <li>➤ Plays and pauses for all</li> <li>➤ Use the chat feature</li> </ul>
USER EXPERIENCE					
PAIN POINTS	<ul style="list-style-type: none"> <li>➤ Never asks for which profile are you want to access upon logging in</li> </ul>	<ul style="list-style-type: none"> <li>➤ No IMDB rating on search page – must open the movie page to know the ratings</li> </ul>	<ul style="list-style-type: none"> <li>➤ Extra steps to share the link</li> <li>➤ Absence of cognitive ease</li> </ul>	<ul style="list-style-type: none"> <li>➤ Share directly unavailable for basic apps like WhatsApp</li> </ul>	<ul style="list-style-type: none"> <li>➤ Chat window filled with unnecessary notifications</li> <li>➤ Limited stickers/gifs</li> </ul>
IDEAS	<ul style="list-style-type: none"> <li>➤ Always include pop-up with profile page upon launching the app/using the website</li> </ul>	<ul style="list-style-type: none"> <li>➤ Dedicate a small area within the search results to showcase the ratings</li> </ul>	<ul style="list-style-type: none"> <li>➤ Prudent to pop-up "share link" when the watch party is created</li> </ul>	<ul style="list-style-type: none"> <li>➤ Include the share directly on WhatsApp button</li> </ul>	<ul style="list-style-type: none"> <li>➤ Introduce faded notifications for pause and plays</li> <li>➤ Make chat more intuitive</li> </ul>

1

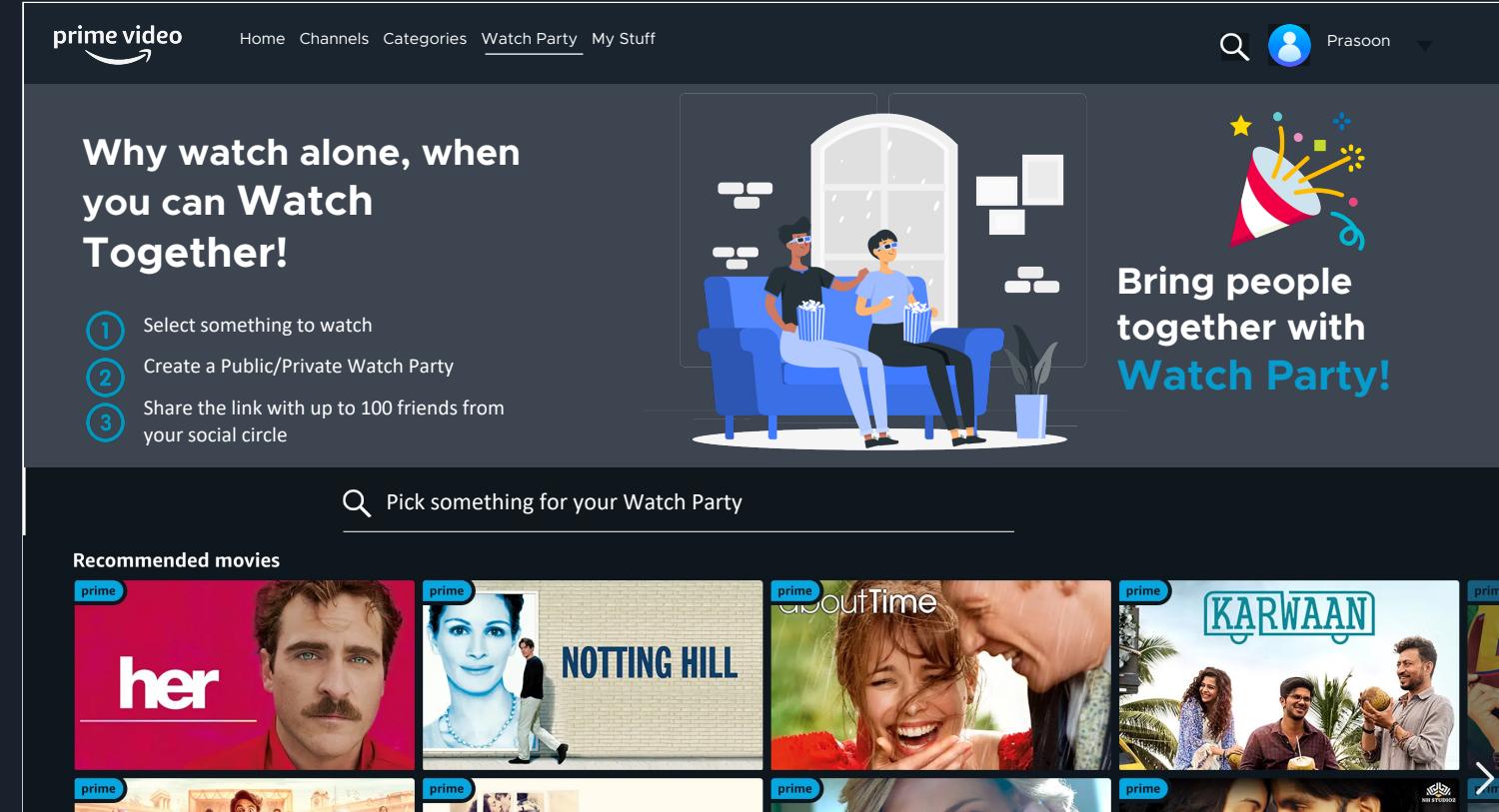
## Creating a watch party is tedious

- Absence of a watch party as a main icon/category
- Involves too many steps, the last one of which is to create a watch party
- Lack of instructions on how to create a watch party for the first-time users

## Suggested Changes

- Include watch party among the main categories on the top
- 3 step simple instructions to get the watch party started
- Simple search bar below the instructions for CTA

## Redesigned Interface (Suggested)



2

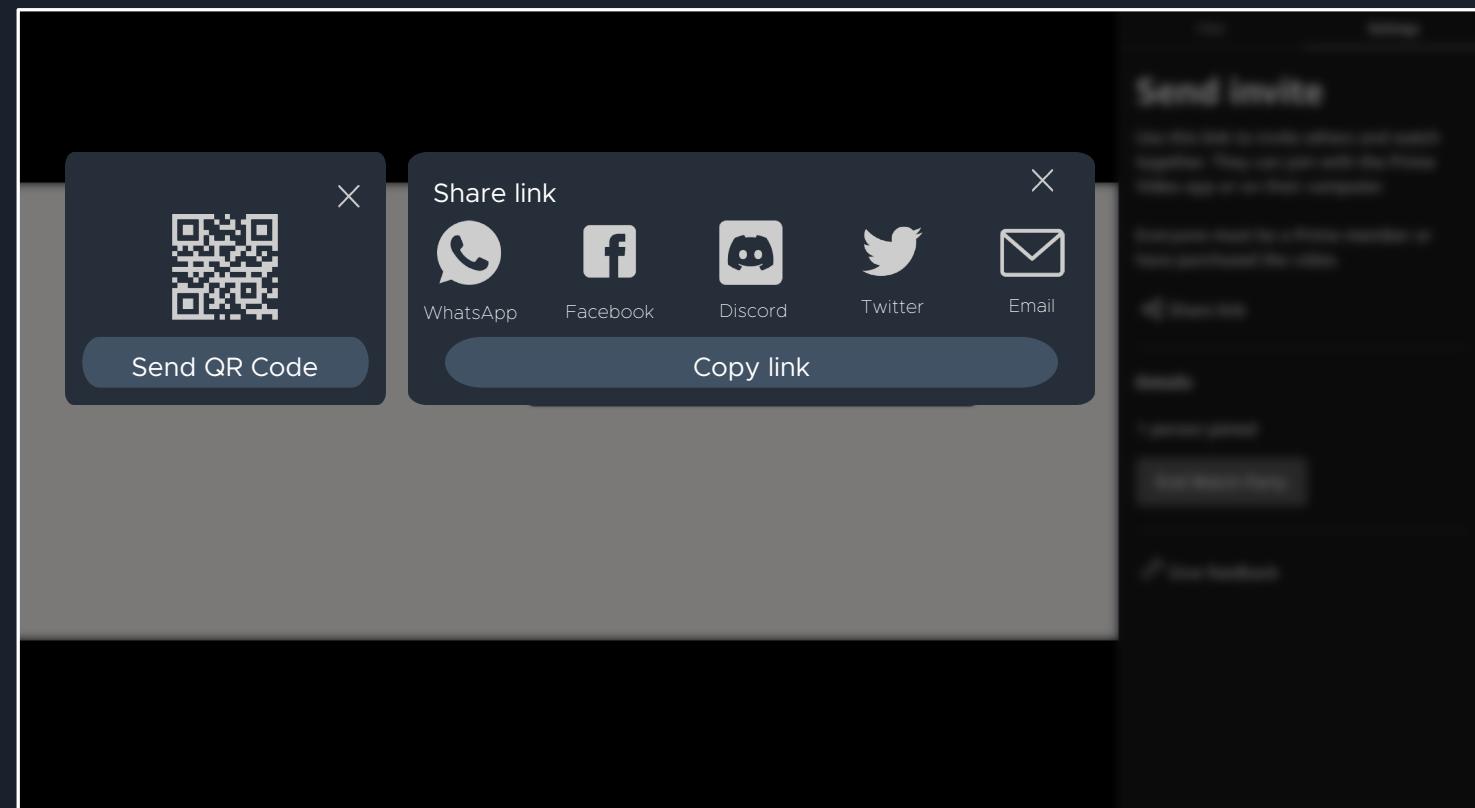
## Selective options to share link

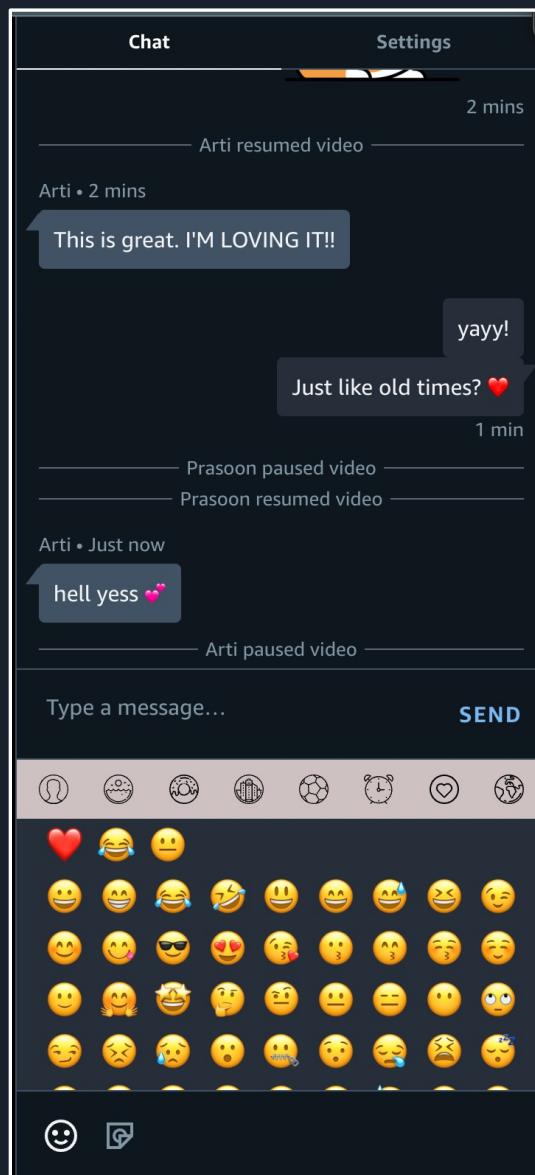
- Users can readily share the links via Email, Facebook and Twitter only
- Extra steps for sharing it over WhatsApp or iMessage, which are used often

## Suggested Changes

- Include shortcuts to share via more social media apps like WhatsApp, Discord, etc.
- Option to share QR code
- Have an option to send links to groups/individuals with whom watch party was hosted before

## Redesigned Interface (Suggested)





1

## PAUSES AND PLAYS FOR ALL AT THE SAME TIME

### The X-Factor

The purpose of using watch party is to watch the same scene in sync with all the users – 100 at max at a time. The beauty with which this purpose is fulfilled by granting playback controls to either a chosen few or all.. And when one pauses the video, this gets implemented across all the users

### Possible Hypothesis for building this

- For fulfilling the purpose of the feature, multiple users must be given the playback controls so that the thrill of watching a movie together does not get hampered
- Watching a movie at home is a different experience. One must get up and take tiny breaks in between because of chores or doorbells, etc. This might be made to replicate the experience of watching a movie together at a party where everybody looks on one big screen

2

## DEDICATED CHAT WINDOW WITH REAL-TIME CHATTING

### The X-Factor

It is incredible how you do not have to swap screens to reach out for the WhatsApp window to chat with the friend you are watching the movie with. Users can do what they do in a movie theatre – talk, share emotions, and inform if they need a washroom break while facing the movie screen

### Possible Hypothesis for building this

- It is possible that the team wanted to replicate the movie-watching experience when friends get in together, where they can talk while facing the movie screen.
- The real-time chat feature might be a result of user interviews where the insight would have been somewhat like having issues looking away from the screen while explaining the emotions with the scene and hence, having to compromise with either the movie watching or chatting experience



## North Star

### Return Rate

- Percentage of users who come back after using the feature once
- Do users like this feature?



## L1 Metric

### Engagement

- Time spent on using the Watch Party as a percentage of overall Prime Video usage
- Is there an increase in time spent on Watch Party? Do users watch it with their friends and families?



## L2 Metric

### Abandon Rate

- Percentage of time the users leave the movie/show in between without completing it
- Are users facing any issues due to which they drop off in between?



## Other Important Metrics

### Subscriber Churn

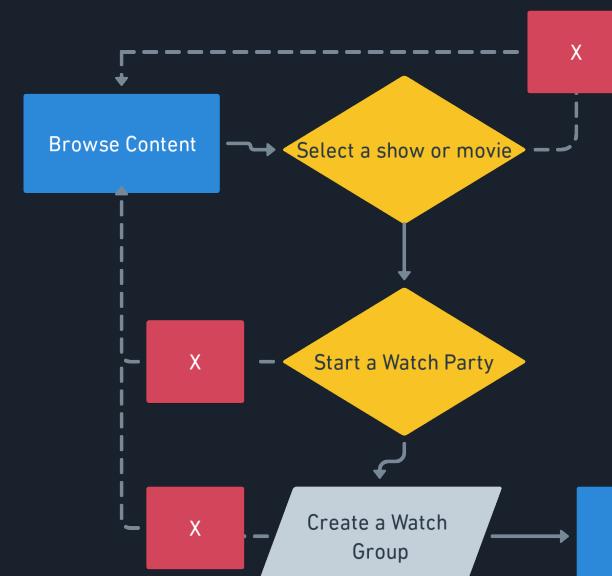


- Number of customers leaving the platform in specific periodic interval

### Error Rate



- Errors reported while using the Watch Party feature



## DATA FLOW