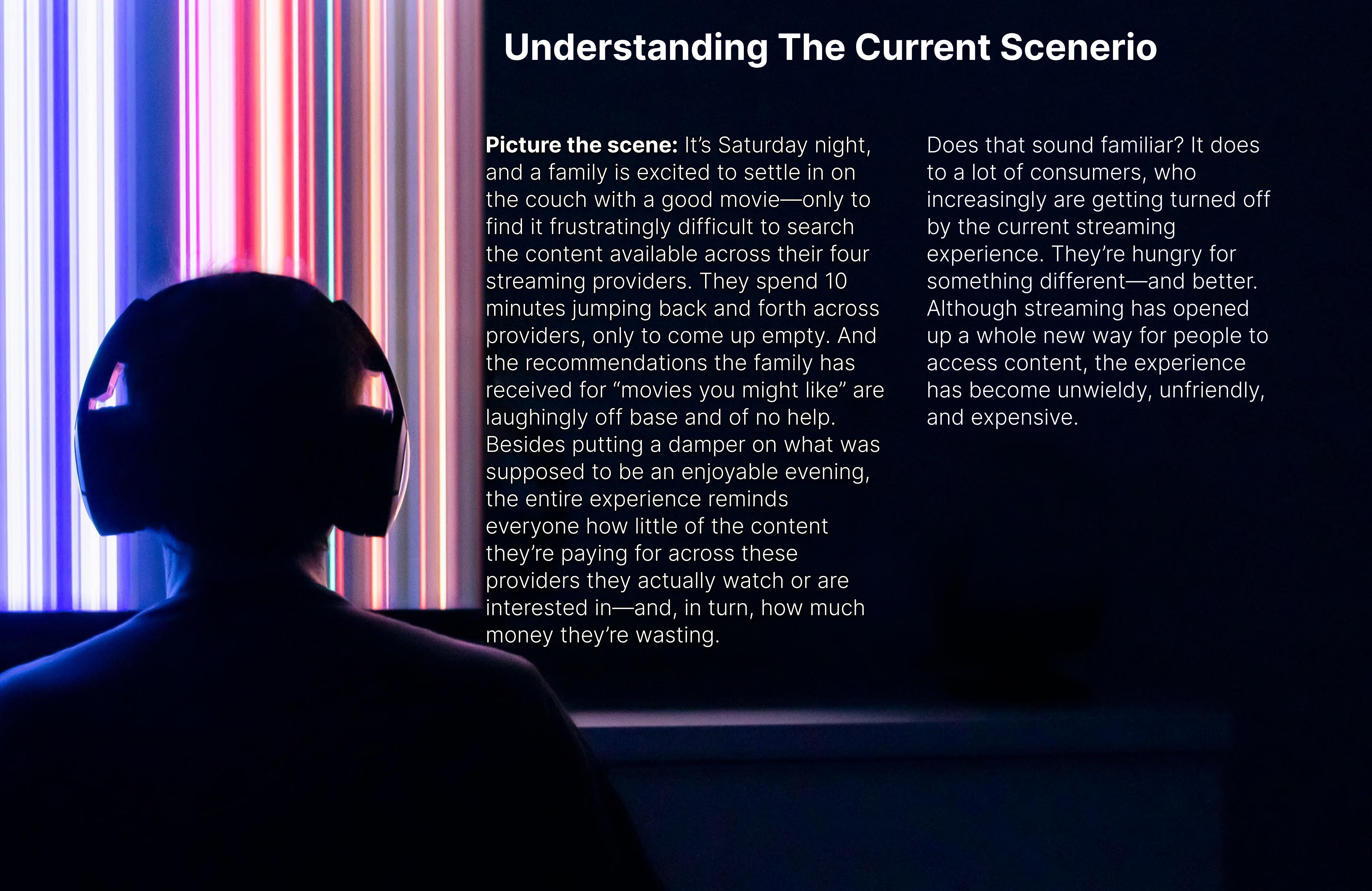


TEAM  
SLIGSIW



# New Era of Streaming

## Gravitate From The Multiverse Of Choices On OTT



# Understanding The Current Scenerio

**Picture the scene:** It's Saturday night, and a family is excited to settle in on the couch with a good movie—only to find it frustratingly difficult to search the content available across their four streaming providers. They spend 10 minutes jumping back and forth across providers, only to come up empty. And the recommendations the family has received for “movies you might like” are laughingly off base and of no help. Besides putting a damper on what was supposed to be an enjoyable evening, the entire experience reminds everyone how little of the content they’re paying for across these providers they actually watch or are interested in—and, in turn, how much money they’re wasting.

Does that sound familiar? It does to a lot of consumers, who increasingly are getting turned off by the current streaming experience. They’re hungry for something different—and better. Although streaming has opened up a whole new way for people to access content, the experience has become unwieldy, unfriendly, and expensive.

# Plan of Action

This is the process that we have followed to solve the problem and for the successful completion of this case study.

- Understanding the Business and Research
- Problem Statements
- Secondary Research
- Primary Research
- Research analysis
- Reframing user challenges into ‘How Might We’ questions
- Low Fidelity WireFraming
- High Fidelity WireFraming
- Exploring Solutions



**Addressing The  
Underlying  
Questions using  
“5 Ws and H”  
methodology**



## WHO



Who are the users of the product?

Who are we solving the problem for?

Who faces the dilemma of selecting content?



## WHAT

What are their decision-making criteria?

What do they do while making the decision?

What confuses the user while making the decision?





## Where

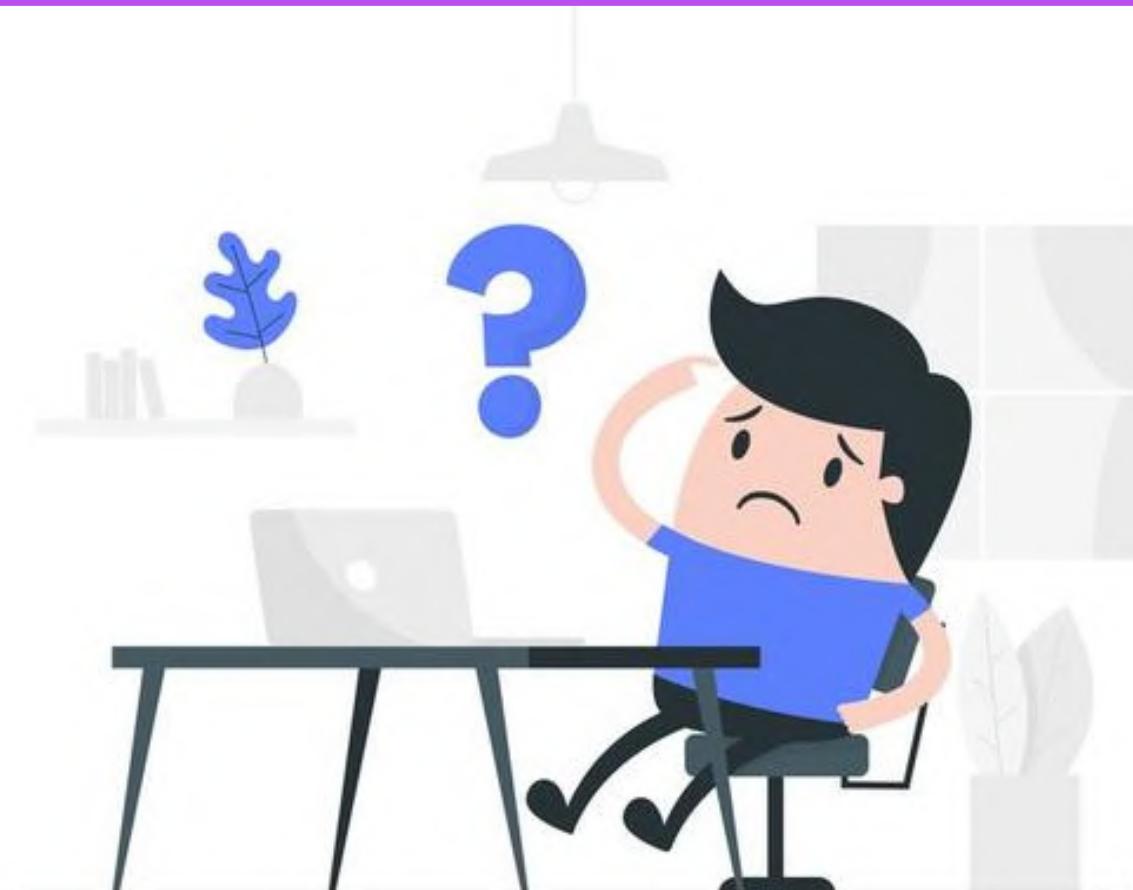
Where is the roadblock in the decision-making process?

Where do they get recommendations to find the content they want to watch.

Where do they spend time while selecting the content?



## When



When do they use the product?

When do they start encountering the problem of choosing the right content?



## WHY



Why do they take so much time in selecting the content?

Why is it important to solve the problem?

Why is the price so high?



## HOW

How do they explore the content?

How much time do they spend while choosing the content.

How they used to use the product and how do they use it now?



# Secondary Research



- 44% spend more than six minutes trying to find something they want to watch.
- 89% of people feel they have no control over the recommendations that are presented to them.
- People rely more on recommendations made by friends/family or the person to who they think they can relate rather than recommendations made by algorithms.
- Not finding the right content or running out of content to watch are two out of the top five reasons for people canceling a streaming service.
- Mobile viewing is a must-have feature. 70% of viewers prefer to consume content on their mobile phones, followed by TVs (55%) and personal computers (53%).
- Too much-unwatched content may mean that the content library does not meet market needs or lacks enough market-relevant content to watch.

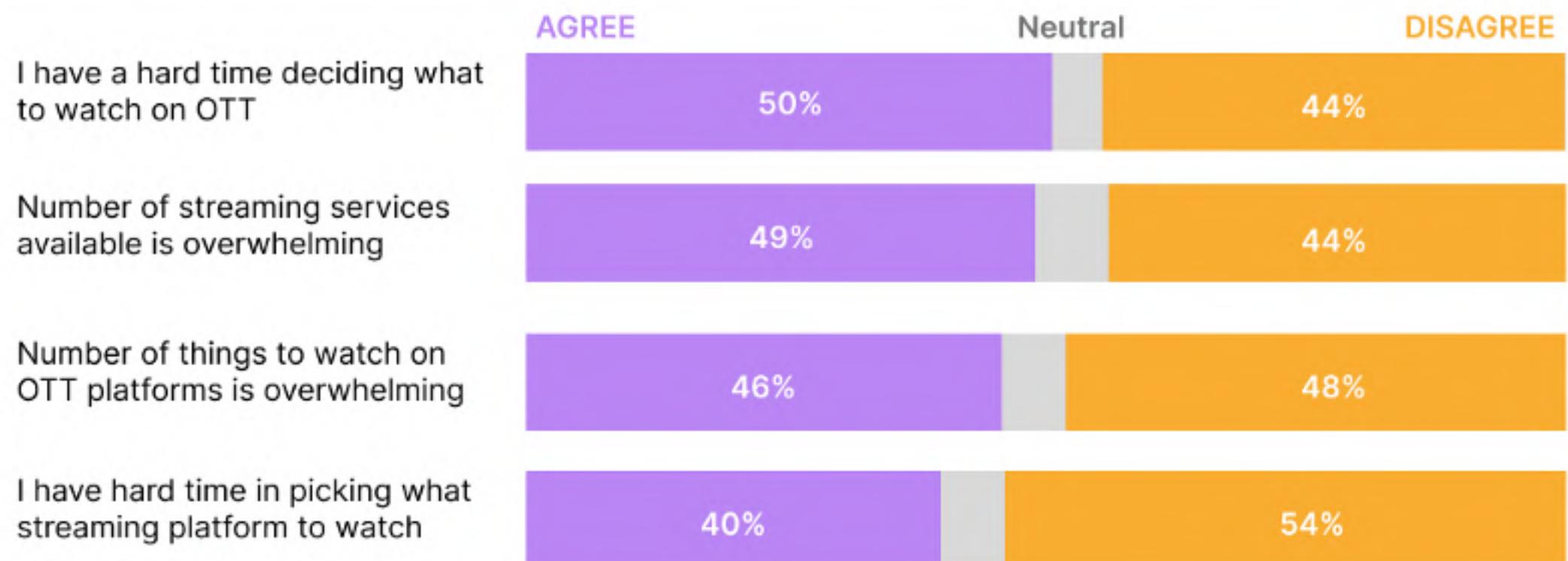
- Users find that content quality and content exclusivity is responsible for making the ott platform relevant to them.
- 30% of respondents say that they like watching movies on OTT.
- The average time spent on OTT platforms is 70 mins/day.
- 36% of streaming subscribers — including 56% of respondents who subscribe to five or more services - said they were likely to use a shuffle feature that randomly selected a film or TV show for them to watch.

### Reasons for subscribing to OTT platforms

**39%** says it is **Better content quality**

**36%** says it is **Better viewing experience**

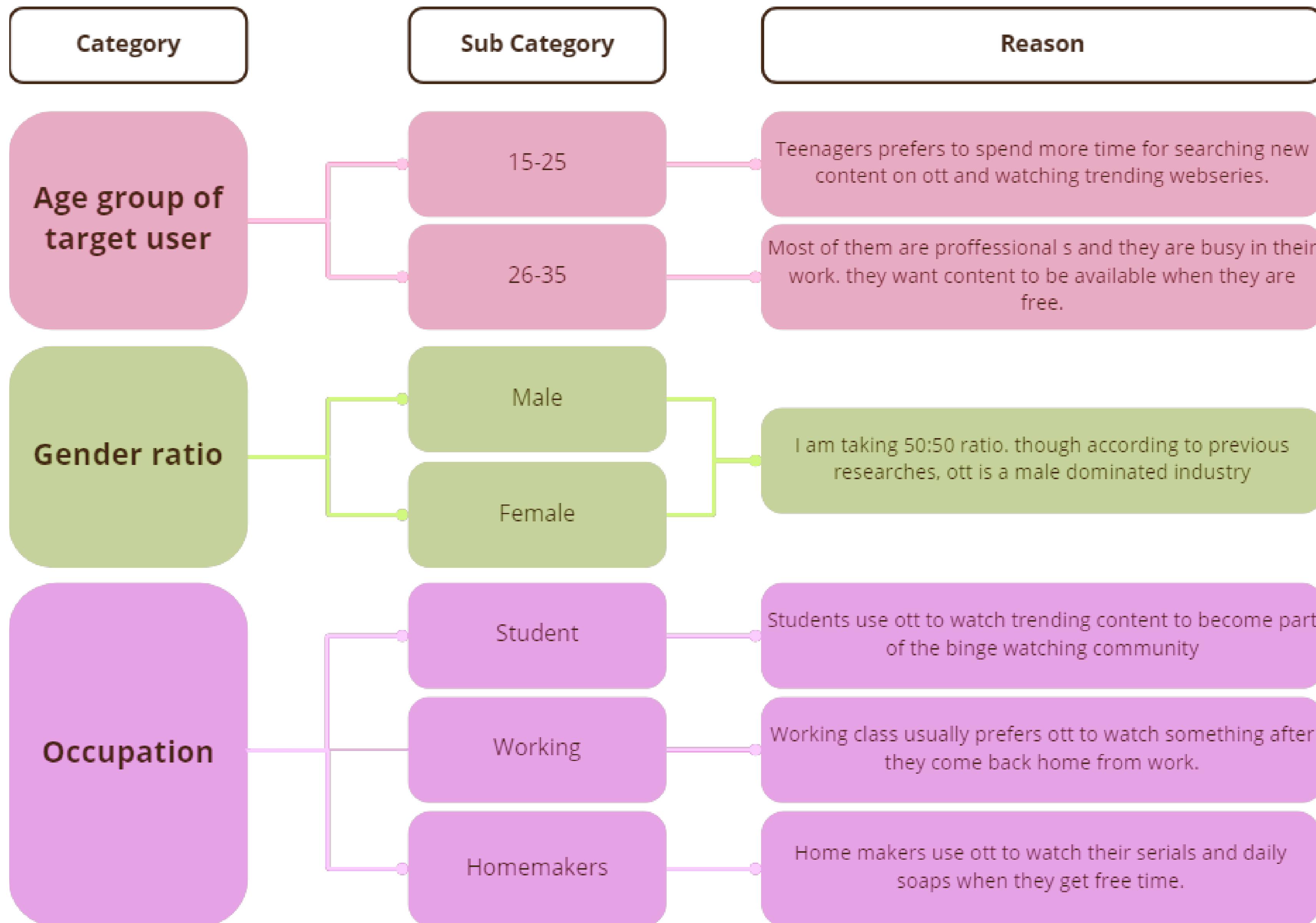
**30%** says it is **Exclusive content**

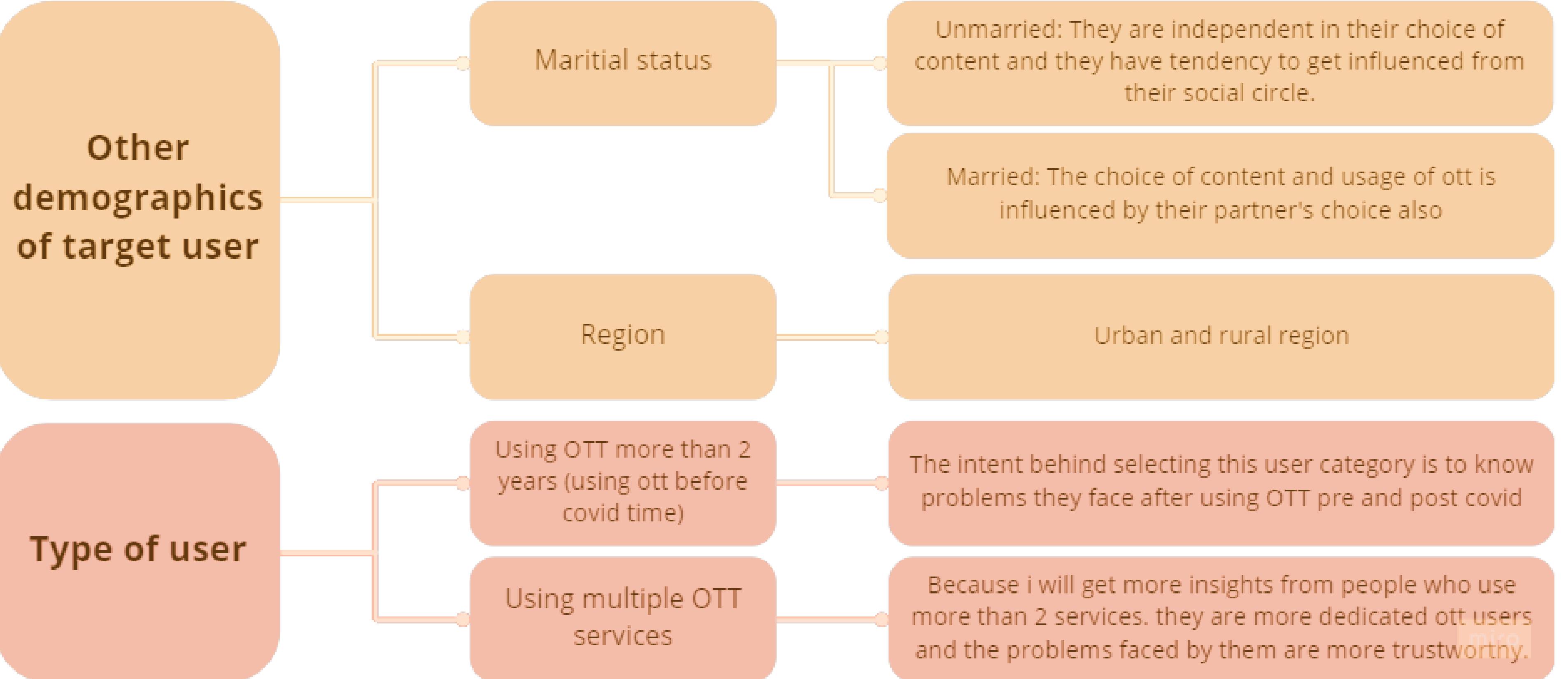


- 65% of streaming subscribers said they were likely to use a top 10 list.
- 40% say that they have difficulty in deciding what ott platform they shall pick.

# Defining Target User







# Primary Research

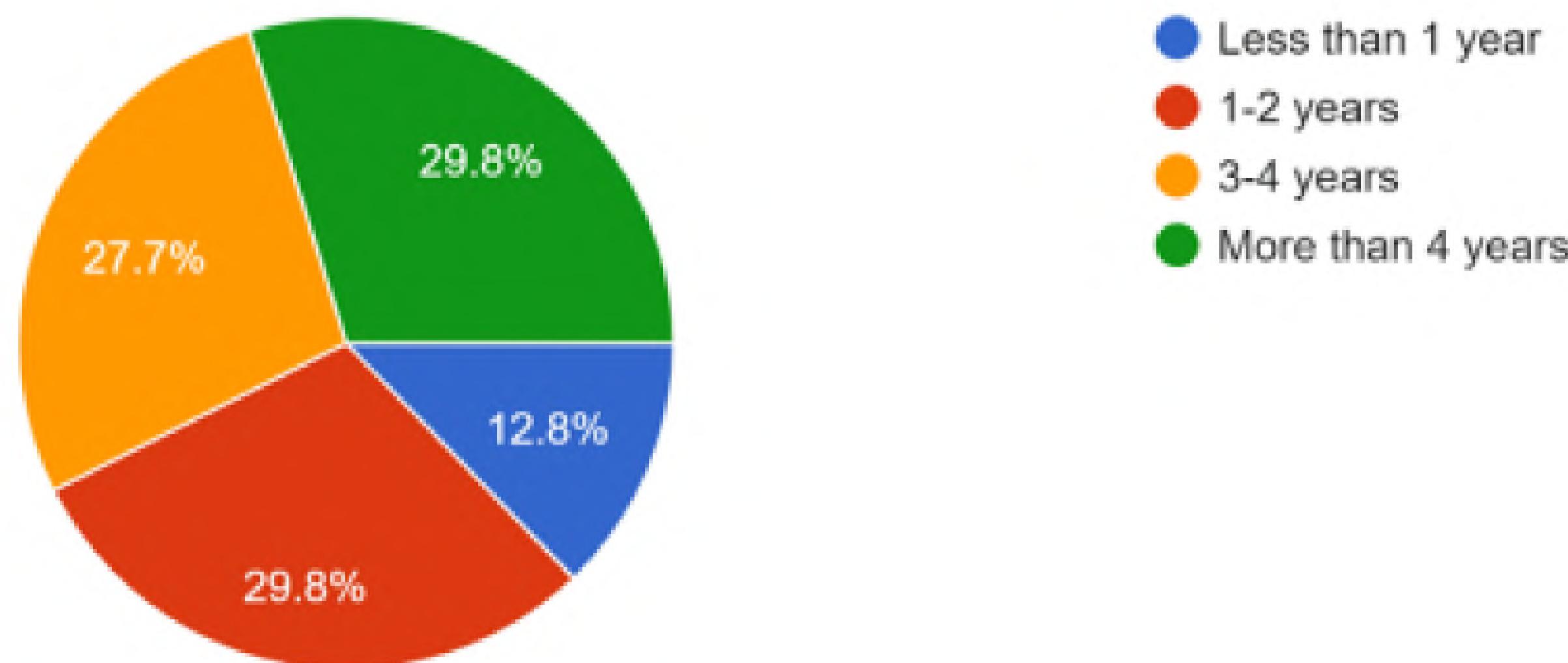


Primary research provides us with ground reality and gives unbiased information.

Below are the responses to a few important questions which turned out to be crucial parameters in helping me to recruit users for one on one conversations.

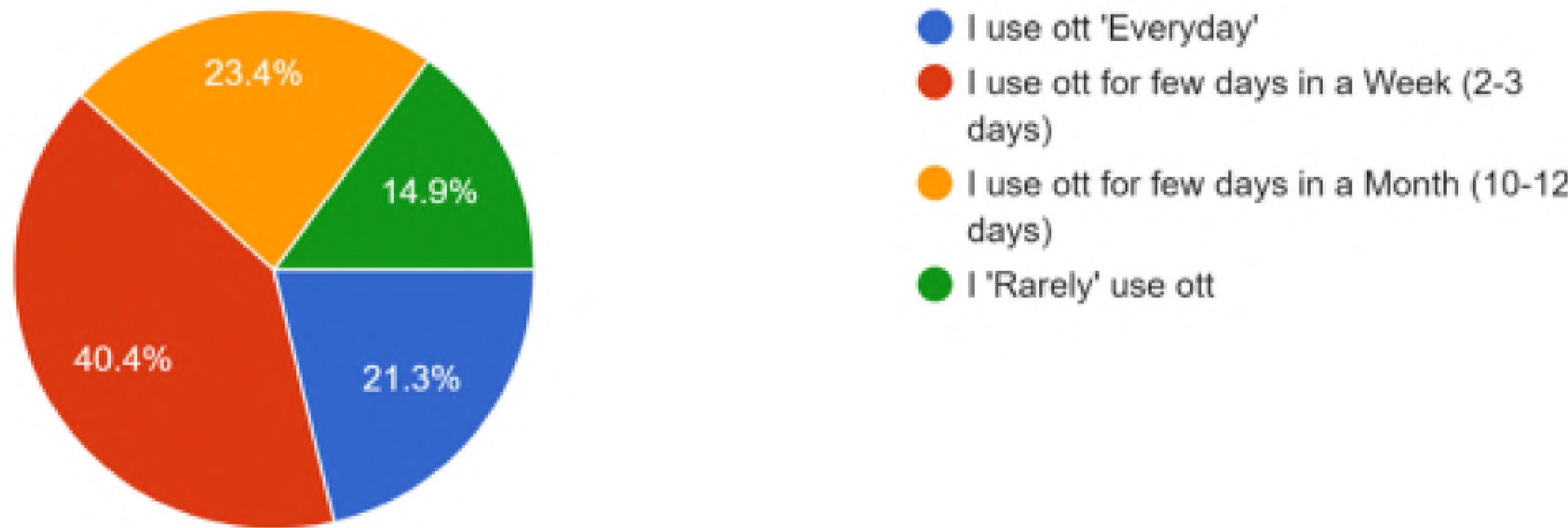
Since how long have you been using OTT apps?

47 responses



## What is your usage pattern of OTT apps/services

47 responses



## Which statement describes your behaviour while deciding something to watch on OTT.

47 responses



**User 1**

She decides on movies on the basis of actors.

She likes to recommend a movie to a close friend and she just keeps on bragging about it.

She likes her content to be segregated into mood categories.

One time when she was at her friends place they were trying to find something to watch together. They spent almost half an hour and their food was almost finished. They were feeling clueless and they wanted someone to suggest a movie or someone to validate or push a movie suggestion to them.

**User 2**

His major content selection method is to watch any new series that people are talking about.

Usually, he picks up the movies that his friends are watching. (he uses their netflix account)



He usually does not search a lot for old movies. He just watch his favourite old movies.

He switched the movies after 15 mins if he doesn't like them.



# Major insights from user interviews

User 3

During lockdown she used to research a lot for movies - she asked people, she read reviews on quora and other sites



Her watchlist after lockdown time is very varied because she started so many shows on random but left them in between.



She saw memes on social media. friends were talking about some dialogues.



Things that influence her decision are-

1. If her friends have watched
2. If her friends recommend it

Her decisions depend on rating, description, time and what is next day eg- whether it is working the next day or not.

User 4

He switches to other platforms and still if he doesn't find anything he goes to youtube.



He reads description and looks for rating for making a descision.

His source of information is Instagram, he is following different producers and film industry people, and he watches trailers on youtube.



To know about new movies he talks with friends more about the movie they are suggesting and tries to get their suggestions and reviews.



While watching a movie together with a friend he usually watches a trailer first to decide whether they should watch the whole movie together or not.

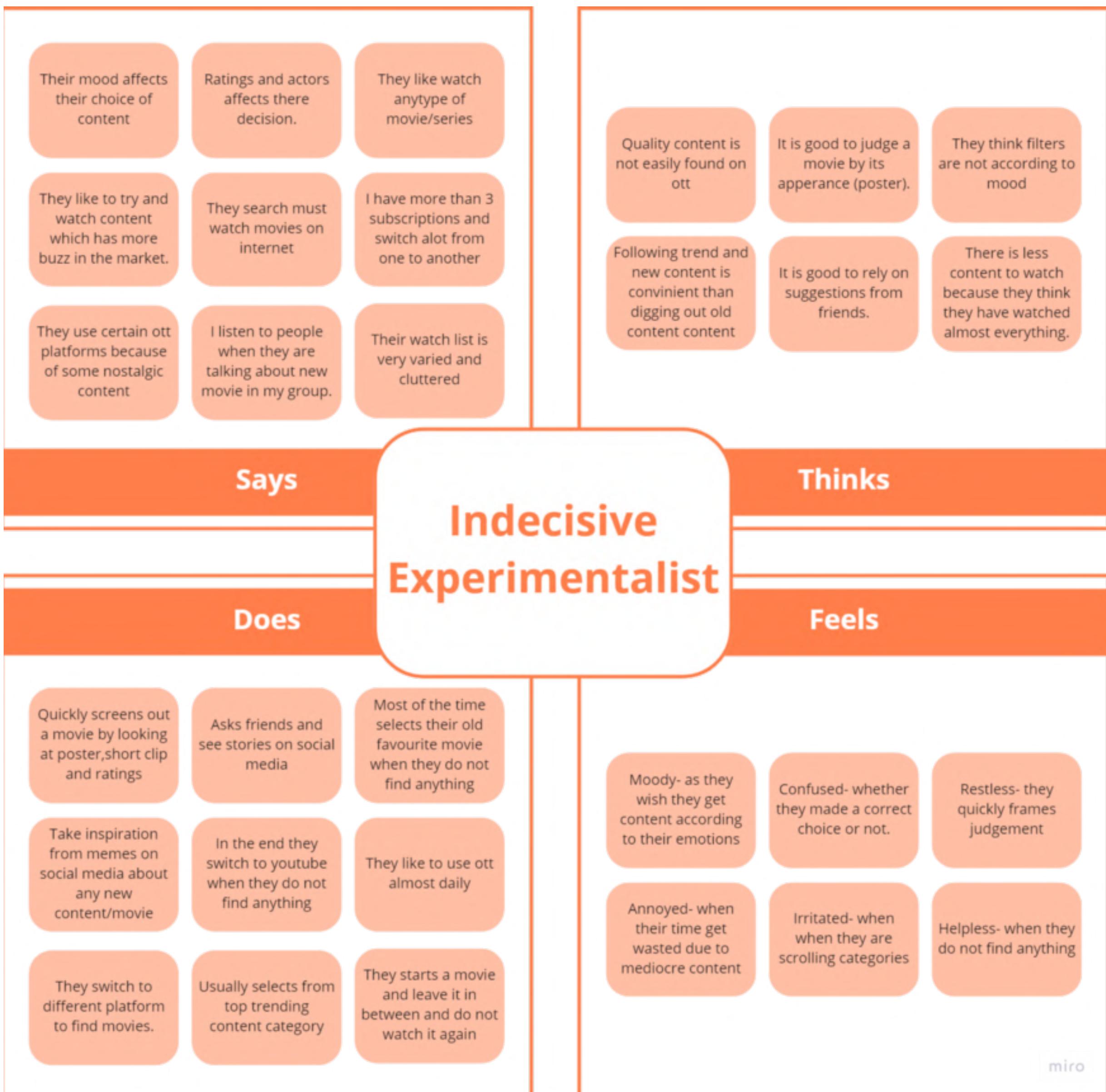
# Research Analysis



# Empathy Mapping

After collecting user data, we have divided users into two groups based on their behaviour:

- Indecisive Experimentalists-  
These are those people who think they are very selective when they choose content but in reality, they experiment a lot mainly by taking suggestions from others. Their mood influences their choice(they like to choose content according to their mood )They feel whether the content they chose is trendy or not so, as an alternative, they rely on recommendations from friends and suggestions from social media.
- Cautious Explorers-  
These people are confident in their choices. They are those users who like to take charge of content discovery in their hands. They select content after doing their research. They prefer to get recommendations but they do their research also before devoting their time to that content. They seek recommendations from like-minded people but feel frustrated to ask again and again.



Indecisive experimentalist: Empathy map



Cautious explorers: Empathy map

# User Persona

## Cautious Explorers



**Siddharth**

25 yrs old  
Single

Masters of Business Administration

### Objectives:

- Find like minded people for suggestions.
- Save time while selecting good content.
- Explore quality content.
- Get genuine reviews and ratings of the shows/movies.

### Frustations:

- Spend too much time while choosing a content.
- Find trending and repetitive stuff in the recommendation all the time that they don't want to watch.
- Need to search on the internet to get more information about content.

## Indecisive Experimentalist



**Ananya**

23 yrs old  
Single

Content Analyst  
Bachelors of Computer Applications

### Objectives:

- Don't want to switch from one platform to another.
- Want to have full control on the watchlist and suggestions.
- Like to engage with their friends and want to know about all the trending and classic shows.
- Want to get updated about latest buzz in the market.

### Frustations:

- Can't find content as per their mood.
- Asking friends for suggestions is annoying and time taking.
- Non personalized recommendations due to half watched shows.
- Often displays already watched content in the suggestions.
- Need to search popular new shows on google.

# How Might We?



## Category 1

**Generating reliability of content and finding ways to make it trustworthy.**

# Addressing User Concerns

Want to find trusted content quickly

**HMW 1 —** How might we increase the reliability of the content and make it look interesting?

Want to get suggestions from like-minded people

**HMW 4 —** How might we help users in exploring suggestions that they might find relatable?

## Category 2

### Creating better search and unified personalization on various platforms

Annoyed while switching from one platform to another while searching for content

**HMW 7 —** How might we create a solution for reducing platform switching and creating unified personalization across all platforms?

Not able to find content as per my mood and preference

**HMW 3 —** How might we make categories and search experience more relatable to the user?

Inconvenience in finding popular content on the internet and social media

**HMW5 —** How might we provide trending content to users without letting them search on the internet?

## Category 3

### Managing categories and reduce repetition of content

Scrolls in the categories and some of the suggested movies are already seen

**HMW 2 —** How might we solve the issue of repetition of already watched content on ott platforms?

The algorithm includes mid-dropped shows for generating new suggestions

**HMW 6 —** How might we give more control to users to improve suggestions?

# Low Fidelity WireFrames



The solutions we have added to the application screen flow are highlighted in red. This figure guides how the flow of screens will happen at a primary level (before making wireframes). In this application screen flow, we mapped down and arrange all the possible solutions systematically.



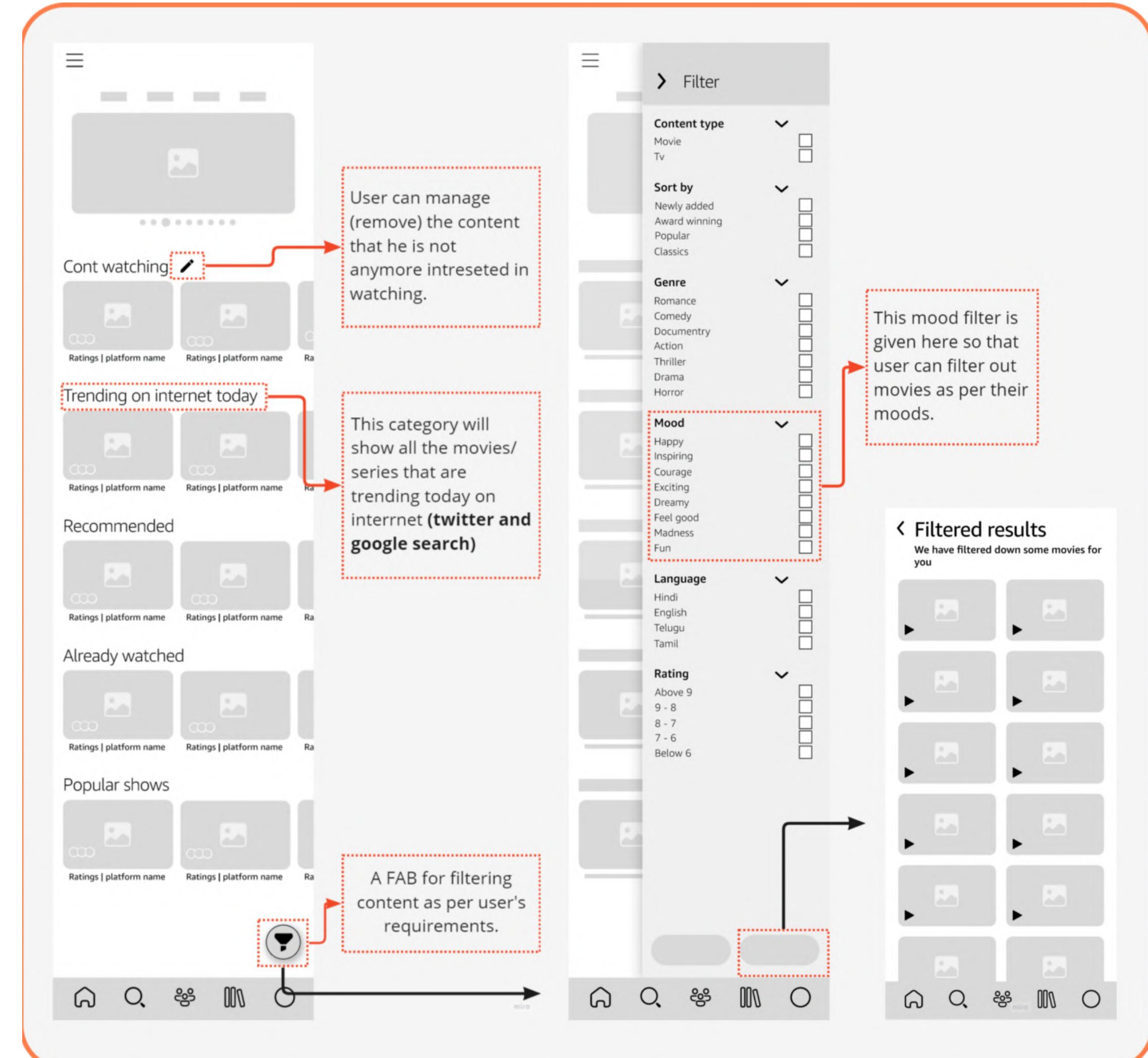
# High Fidelity Wireframes



## 1

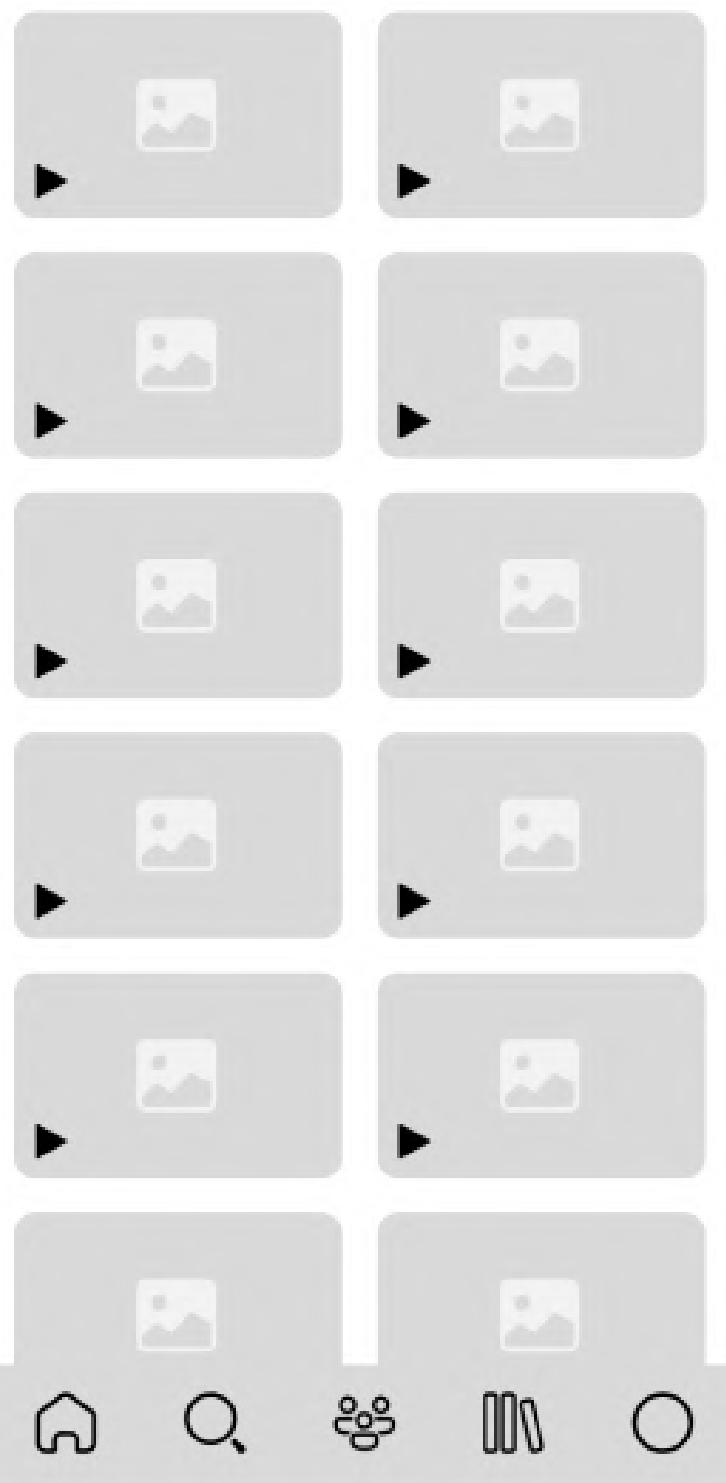
# Home screen and filter options

## Home screen, Filter screen and Filter result screen



## < Filtered results

We have filtered down some movies for you



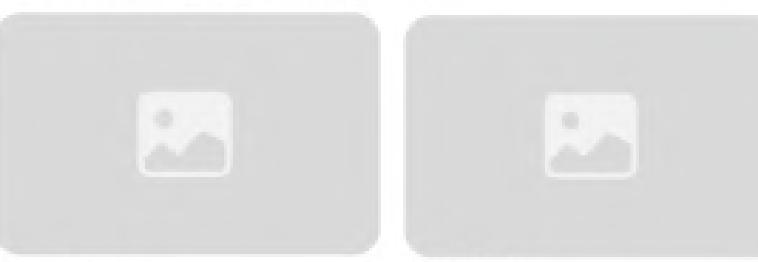
old screen



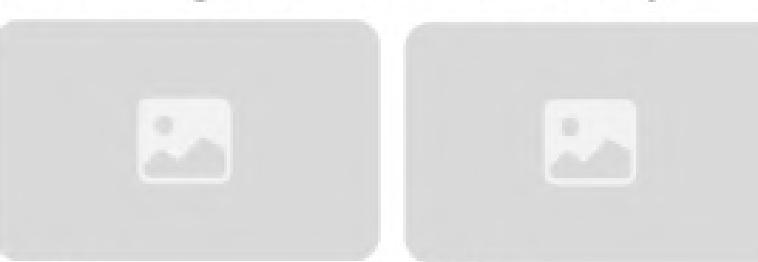
### Applied Filters

Reset | Movie X Romance X Fun X H

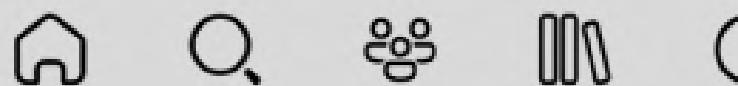
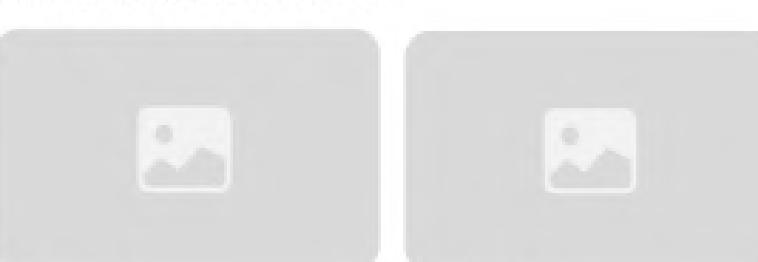
### Cont watching



### Trending on internet today



### Recommended



new screen

In case user wants to experiment by removing any filter then he can by tapping on cross button

## 2

# Communities section

< Communities

Search Explore

Followed communities My community

Communities that the user is following to get suggestions (may be some celebrities, influencers etc)

Clicking his icon will open the **communities section**.

< Communities

Followed communities My community

User can access his community from here and can directly share with his friends.

He can create his own list of multiple genre specific communities.

+ Create new

## < Search Community



Name ✓  
Suggestions : 74  
Members : 500



Name  
Suggestions : 74  
Members : 500

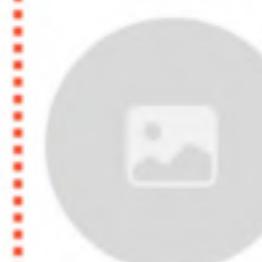


Name  
Suggestions : 74  
Members : 500

If the user already knows whose community he wants to follow then they can directly search by entering the name.

## < Explore Community

Explore some new communities



Name ✓  
Suggestions : 74  
Members : 500



Name ✓  
Suggestions : 74  
Members : 500



Name  
Suggestions : 74  
Members : 500



Name ✓  
Suggestions : 74  
Members : 500



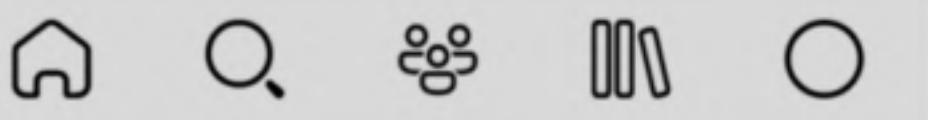
Name  
Suggestions : 74  
Members : 500



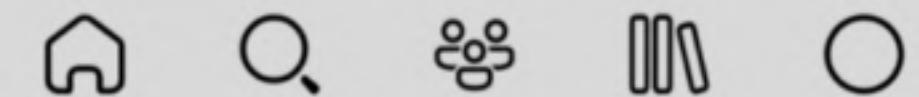
Name  
Suggestions : 74

User can sort explore section based on number of suggestions a influencer has or the number of members in the community

If user is not sure whose community to follow or want to explore new communities then they can find it here



miro



miro

## 3

# Unification and personalization of content across apps

## Sign up screen-2

Select your services

(services with same user details can be easily selected by checking the box)

- Amazon Prime
- Hotstar
- Netflix
- Sony
- Voot
- Zee5

For the unified personalization and better content suggestion, user can simple select all the services he has during the sign up process.

If logged in with different login credentials on any service then click on the name of that service and follow further steps to link the subscription.



## Profile



Hi Himanshu ▾

### Subscribed services

Downloads Rented

+ Add new

Amazon Prime

Validity: ends on 25th june'22  
Plan: Yearly

Remove

Recharge now

10 days left

Netflix

Hotstar

Validity: ends on 25th june'22  
Plan: Yearly

Remove

Zee5

Sony

Settings can be accessed from here

Here in the subscribed services option, all the ott services that user chose during sign up process are listed he can manage it from here (by adding or remove them).

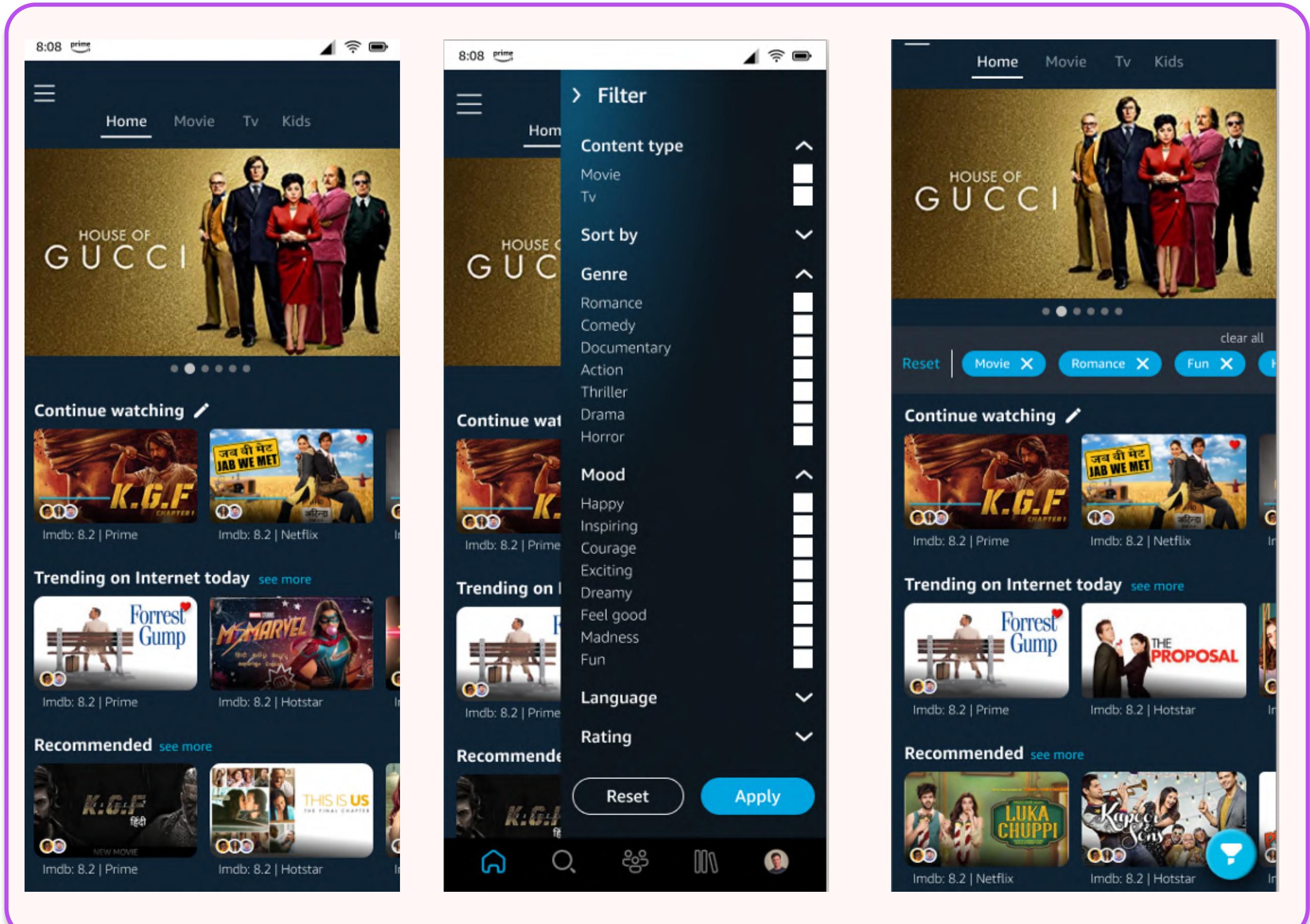
# Exploring Solutions



**1**

# Home Screen and Filter Screen : Better navigation and findability

Users can apply filter on the home screen by clicking on Floating Action Button. Then, select the desired genre and select it in the “mood” section. On the result screen, all the desired mood-type movies will be displayed.

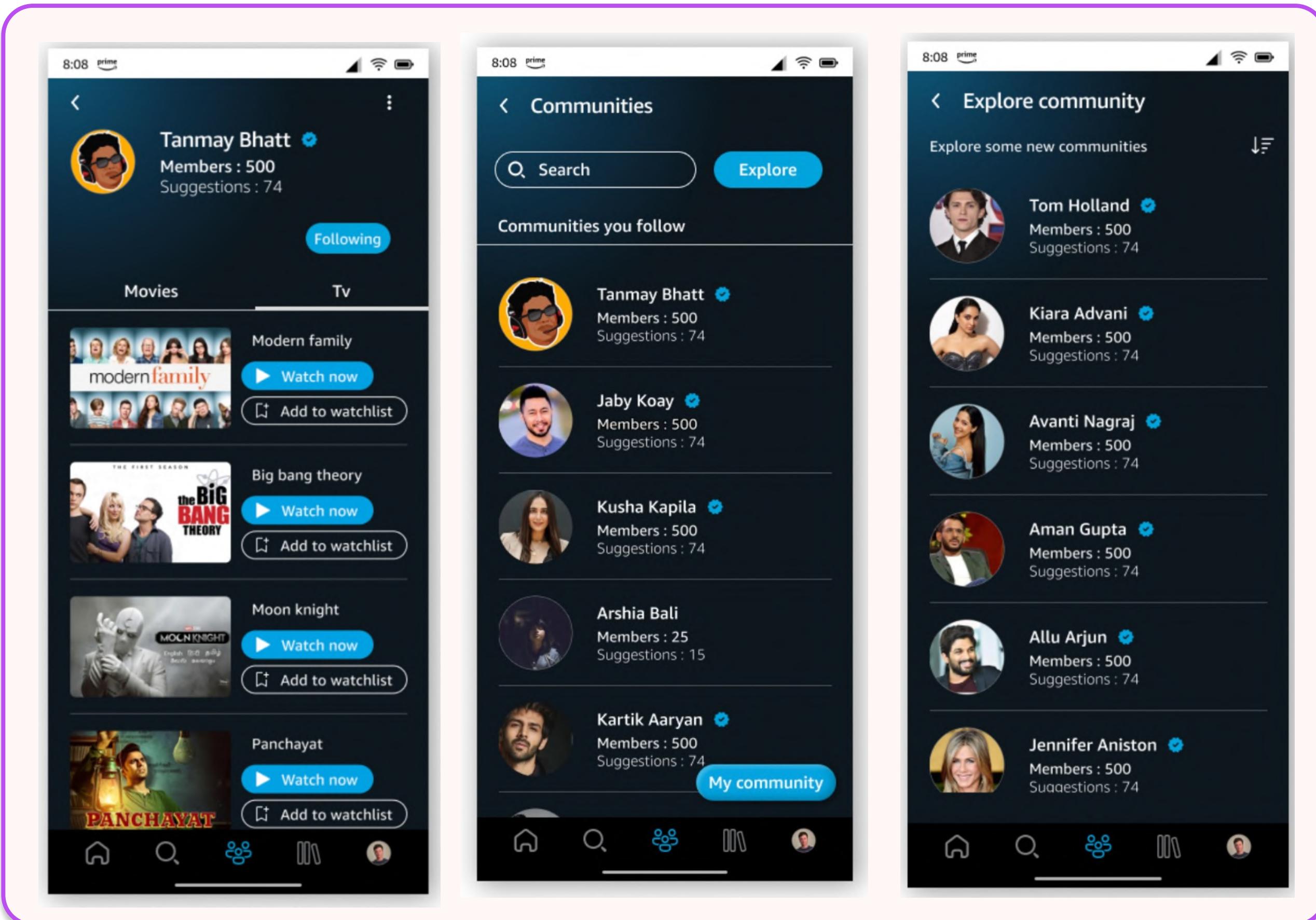


\*For this project, the base app which has been taken is Amazon Prime videos.

**2**

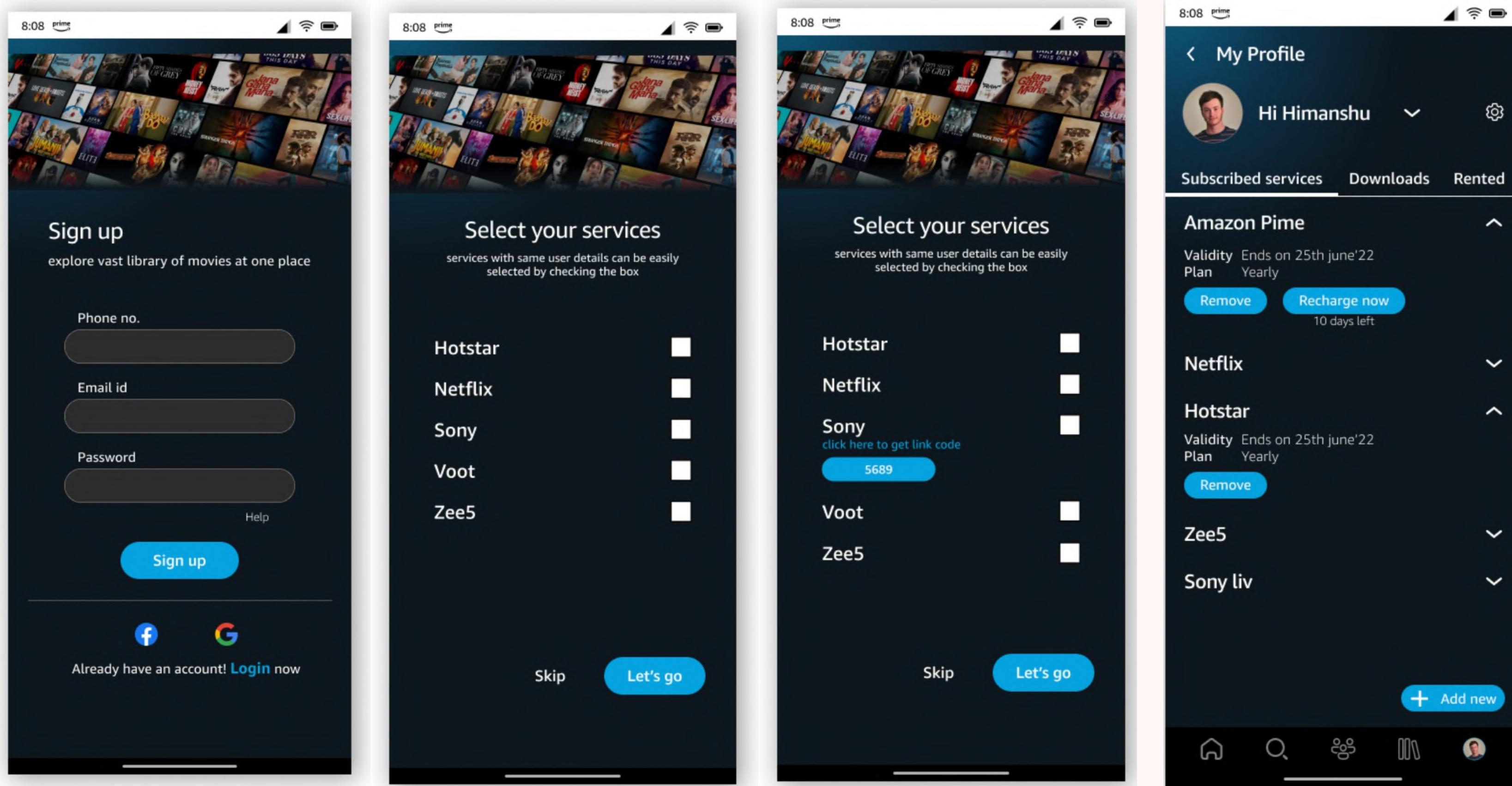
## Community: Share & get suggestions from like-minded people

We have created community feature for the people to get more “human-ish”, like minded recommendations and suggestions. Users can follow the person who they think they connect to a lot to(either a friend or an influencer or some celebrity).



3

## Unification of OTT services under one banner



After a user goes through with the sign-up/login process, they can search for contents available across all OTT platforms and reduce the hassle of finding them in different platforms