User Components and Data

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Prime Video

Mobile apps are designed to provide the best service and most accurate suggestions to their customers based on customer requirements or needs. And one of the most successful technology companies in the last decade, which focus is to provide the best service to their customer has been Amazon. Since the focus of Amazon was to provide the best service to their customers, they decide to enter the streaming services, which lead to the creation of Prime Video.

Prime Video is a streaming service, which contains many movies and series. Prime Video starts with its main screen which displays the different accounts or users who share the account. The users of the account are available to customize their avatars on the main screen by clicking the edit profile. After clicking edit profile, the app asks which account you would like to customize and after the user selects their account, they are available to change their name or the avatar picture. After finishing the customization and enter to their account, Prime Video will display many contents starting with recently added, Continue Watching, Amazon Originals, Rent or Buy, Popular TV, New Release Movie Rental, Movies we think you’ll like, Popular movies, Watch Again, etc. If the customer decides to only watch what is free for them, there is a button in the right corner that said Free to me, and this will display only the free content. At the bottom, Prime Video provides a bar where users are viable to shop for content (Store), search for content (Find), watch their download content (Download), and customers their movies and settings (My Stuff).

If is the first time that a user opens an account at Prime Video, the app will generate a survey to have knowledge of their user and provide content based on their decision. Once the customer has been watching at least one movie on Prime Video, it will generate a list of possible content that you might want to watch and a list of what customer watch after they watch the same movie as you. When customers select any movie/series, Prime Video provides the option of watching the trailer to catch user attention, placing it on their watch list, downloading it, or creating a watch party that is watching it with other users. If the customer scrolls down, they also provide a list of what customers also watched based on that decision.

Prime Video try to be the number one on streaming services, which can be achieved by collecting information from their user about what they like to watch, which is the most popular movie or series, and when to add more movies or series from certain categories. And even if they are not capable to get the movies that customers want, they can create their own content following what’s trending.