**Task 3**

Ideating any 2 new features to increase the user acquisition or user engagement for Amazon Prime Video. Also, making wireframes for them using Balsamiq and show the flow of these wireframes:

Feature 1

**Feature: Adding ‘Favourites’ list**

I would like to introduce a Favourites list where the user can store their favourite shows, episodes or portions of episodes which the user can easily go back to, time and again, without having to search or browse through search results or watch history.

**Motivation:**

Users often get engrossed with and intrigued by certain shows; - not necessarily the entire show, but maybe one episode which plays the strings of their mind and heart, or sometimes even a particular part, even as small as 10 seconds in the middle of an episode can leave an everlasting impact on the user, - such is the magic of filmmaking. To honour these emotions, I have come up with this feature which would allow users to go back to exactly what they like, without having to search or browse through watch history. This feature will be helpful especially if a user chooses to mark a portion of an episode as favourite as that will enable him/her to view it directly from that part without having to start from the beginning of the episode and skip until the favourite part is reached.

**Implementation:**

1. The user can mark an entire series or movie as favourite and send it to the Favourites list.
2. If the user wants to mark a particular episode of a season of a series as favourite, the star icon on the top right corner shows a dropdown having the required action to be taken (demonstrated).
3. Amazon Prime displays a list of all ‘scenes’ in the ‘Scenes’ and the running scene with its beginning time stamp under the heading ‘In-scene’, obtained by clicking on ‘All’ (shown in design). The user can mark their favourite scenes there and the entire scene will be sent to the list of Favourites (demonstrated).
4. The user might not want to mark an entire ‘scene’ as favourite. Or the user might want to mark a portion which starts from the middle of one scene and extends to the middle of another. So instead of keeping the extra parts of scenes unnecessarily, the user can ‘crop out’ the desired portion and send just that much to the Favourites list.

**Design: Implementation (a):**

**Graphical user interface, application

Description automatically generated**

*The favourite icon to mark entire show as favourite.*

*Graphical user interface, application

Description automatically generated*

*Display on marking the show favourite.*

**Implementations (b) and (d):**

*A group of women posing for a picture

Description automatically generated with medium confidenceThe Favourites icon inside episodes of a show*

*A screenshot of a cell phone

Description automatically generated with low confidence*

*On clicking the icon, this drop-down appears. On choosing the first option, the entire episode goes into Favourites list.*

*A group of women posing for a picture

Description automatically generated with low confidence*

*On choosing the second option, the user gets a scissor icon which enables them to click on the timeline bar below and select the starting timestamp of the portion from the episode followed by a slider which the user can put anywhere as per their wish, to demarcate the ending timestamp. (For instance, here, the user has chosen the time from 20:07 mins to 43:24 mins which might have several scenes in them and even incomplete scenes).*

**Implementation (c):**

**A group of women posing for a picture

Description automatically generated with medium confidence**

*Clicking on ‘All’ gives rise to more options as shown below.*

*A screenshot of a video game

Description automatically generated with low confidence*

*From the given options, choosing ‘In-scene’ gives the current running scene (here scene 5) and the timestamp of its starting (here 04:07mins). The star icon next to it needs to be clicked to send this scene to Favourites list (list shown below).*

*Graphical user interface, application

Description automatically generated*

1. *Here the user has marked the entire films ‘Missing’ and ‘Raazi’ as their favourite.*
2. *The user has then marked episode 10 of season 1 of ‘Four More Shots Please!’ as favourite.*
3. *The user has also cropped out the portion from 20:07 to 43:24 minutes in episode 8 of season 2 of ‘Four More Shots Please!’ and marked as favourite.*
4. *Lastly, the user has marked scene 5 of episode 5 of season 2 of ‘Four More Shots Please!’ as favourite.*

**User engagement and acquisition:**

This feature aims at both user engagement and acquisition. It reduces effort of user to find and store their favourites. This feature extensively covers all possible ways a user can have a favourite scene, starting from few seconds in an episode to entire movies and lists all the star-marked items separately for easy viewing.

Feature 2

**Feature: Adding more customisation to video viewing**

For the second feature, I would like to suggest betterment rather than a new feature by adding more customisation options in the video interface to make user experience better.

**Motivation:**

The user might want to use some video viewing or audio features. There are several advanced video customizations available in different video viewing apps which the user might prefer to use while watching a movie or a show, to make the movie experience better. Inspired by these features, I suggest adding such advanced options to the Amazon Prime interface so that the user gets a better experience while enjoying their favourite shows.

**Implementation:**

1. Amazon Prime already offers several features like controlling streaming quality, editing the captions or subtitles etc. A drop-down menu can have more options like video filtering (night viewing mode for low light conditions and outdoor viewing mode for high exposure) and other filters like sepia or grayscale, clarity control, bass and pitch control for audio (along with some predefined filters like MegaBass, PanoramicSurround, ClearVoice etc) or customisable options like Equalizer, especially for listening to songs in the shows etc.
2. The video interface would have options for playback speed manipulation as shown in implementation (b).

**Design:**

**Implementation (a):**

**A screen shot of a video game

Description automatically generated with medium confidence**

*The All option needs to be clicked to show expanded view of all options.*

*A screen shot of a video game

Description automatically generated with medium confidence*

*Clicking on All gives several options as shown (up to Trivia as the app shows as of now). The customisation features will be available in ‘Advanced’ which is my addition to this list.*

*A screenshot of a computer screen

Description automatically generated with medium confidence*

*These customisations are displayed on clicking on Advanced.*

*A screenshot of a video game

Description automatically generated with medium confidence*

*If the user chooses to play with visual settings (choosing Grayscale).*

*Graphical user interface, website

Description automatically generated*

*Options available after choosing Equalizer.*

*The vertical scroll bars are set to default but are customizable.*

**Implementation (b):**

*A screenshot of a group of women

Description automatically generated with low confidence*

*The button for adjusting Playback speed.*

*A group of women posing for a photo

Description automatically generated with medium confidence*

*On clicking that button, the user should see the different playback speed options to choose from.*

**User engagement and acquisition:**

This feature also aims at both user engagement and acquisition. It allows users to have several options to play with and find the best suited movie experience, both visually and in audio. Thus, this enhancement enables Amazon Prime Videos to provide customisable entertainment options and more control to the users.

Feature 3

**Feature: Showing song-info for shows**

1. For movies in Amazon Prime, I would like to suggest the ‘Details’ or ‘More Details’ section (demonstrated below) to have an additional display menu of the soundtrack. The list should have the YouTube or other links of all songs or theme music used along with artists and other credit holders.
2. For series, there are mainly theme songs only. Like the films, there should be a list of the music used.

**Motivation:** This is more of a personal suggestion. I have observed that many users (including myself) often come across touching songs in films and later we must search them up to listen again. This is easier in case of movies because most movies have their important songs released on YouTube even before the actual movie releases. However, there are still some theme songs which are used in the movie but not released. Or maybe a good song which is there in the movie but not in the list of any music app like Gaana or Hungama. This issue is highlighted in web-series which mostly consist of theme music only. Theme music is often aesthetically pleasing, and users might want to listen to them or use them for some purpose. But they are difficult to find later. It is difficult to search them up. So, I hereby suggest a feature to provide the required links to all songs and theme music, both easily searchable and difficult to find, that is, the entire soundtrack of the movie/series, which the user can visit anytime.

It is mention-worthy that all songs/theme music might not have links directly available. But the user might be able to search them up based on the name and the composer or singer. This is demonstrated in implementation(b).

**Design:**

**Implementation (a): For web-series**

**Graphical user interface, website

Description automatically generated**

*Clicking on ‘More details’ we get detailed information about the series as shown below.*

**Graphical user interface, text, application

Description automatically generated**

*The Songs and theme music section is my additional feature which displays the YouTube links of the supporting music of the series (there are no songs).*

**Implementation (b): For films**

**Text

Description automatically generated**

*This is the ‘Songs and Theme music’ menu for ‘Zootopia’ film where there are several songs and theme music. Links to all are not available over the net but the available ones should be shown in the list (here they are underlined), along with singers and other artists for credit.*

**User engagement and acquisition:**

This feature is mainly for user engagement. This is an informative addition to already existing ‘details’ feature of Amazon Prime. Since music is a prime source of entertainment, I hope this feature fulfils the want of melophiles who are always on the search of good music. This will prevent users from having to toil in order to search far and wide through the net for good music available in shows and series or films, if they want to listen to them separately.