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prime video

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# Amazon Prime Video Website Redesign

## Case Study Desk

Stephanie, Jake and Najma

# **Project Title: Redesign of Amazon Prime Video Webpage Navigation**

The objective of this project is to redesign the homepage of Amazon Prime Video for both web and TV applications to make it more intuitive, user-friendly, and seamless. Our primary goal is to enhance the user experience by simplifying the interface, reducing information overload, and making it easier for users to discover and access the wide array of content available on Prime Video.

## **Key Project Objectives:**

- Enhance User Experience: Make the navigation bar less cluttered.
- Reduce Information Overload: The users shouldn't have to constantly check for the blue tick (filter between what's included in the Prime package/what could be rented or bought)
- Improve information Hierarchy: Make the search bar more specific to Prime video

# User Research

# Proto Persona

Proto Persona

Proto Persona	
	<p><b>Name:</b> Ellie Thompson</p> <p><b>Age:</b> 34 years old</p> <p><b>Location:</b> Newcastle, UK</p> <p><b>Marital Status:</b> Married</p> <p><b>Children:</b> Two (ages 5 and 8)</p> <p><b>Occupation:</b> Accountant</p> <p><b>Education:</b> Degree in accounting</p>
<p><b>Likes / Dislikes</b></p> <p><b>Likes:</b></p> <ul style="list-style-type: none"><li>• Family-Friendly Content</li><li>• Exclusive Content</li><li>• Convenience</li><li>• Personalised Recommendations</li><li>• Binge-Watching</li><li>• Ad-Free Experience</li><li>• User-Friendly Interface</li><li>• Multi-User Profiles</li></ul> <p><b>Dislikes:</b></p> <ul style="list-style-type: none"><li>• Content Discovery Challenges</li><li>• Limited Time for Browsing</li><li>• Technical Issues</li><li>• Inconsistent Recommendations</li><li>• Content Removal</li><li>• Managing Multiple Subscriptions</li><li>• Potential Price Increases</li><li>• Complex Parental Controls</li></ul>	<p><b>Goals / Needs</b></p> <p><b>Goals:</b></p> <ul style="list-style-type: none"><li>• Discover New Content: Find shows and movies that match her family's interests quickly and easily.</li><li>• Enhance Family Time: Integrate engaging and appropriate entertainment into family activities.</li><li>• Maximise Subscription Value: Utilise all benefits of her Amazon Prime subscription, both for streaming and shopping.</li></ul> <p><b>Needs:</b></p> <ul style="list-style-type: none"><li>• Value for Money: Ensure the subscription cost is justified by the quality and range of services provided.</li><li>• Efficient Parental Controls: Simple and effective tools to manage what her children can watch.</li><li>• Easy Navigation: A straightforward interface that makes finding and selecting content simple.</li><li>• User Profiles: Separate profiles to maintain individualised viewing histories and preferences.</li></ul>
<p><b>User-focused inspiration / motivation</b></p> <ul style="list-style-type: none"><li>• Family Entertainment: Ellie enjoys discovering family-friendly content that she can watch with her kids, enhancing family bonding.</li><li>• Educational Content: She is interested in documentaries and educational shows that provide insightful and enriching experiences.</li><li>• Convenience: With a busy schedule, Ellie values the convenience of quickly accessing a wide variety of content on demand.</li><li>• Value for Money: She seeks to maximise the benefits of her Prime subscription, appreciating the diverse range of included content.</li></ul>	<p><b>Pain points</b></p> <ul style="list-style-type: none"><li>• Content Confusion: Ellie finds it challenging to distinguish between Prime-included content and additional purchase items, causing frustration.</li><li>• Cluttered Navigation: The interface feels cluttered, making it difficult for her to quickly locate specific content.</li><li>• Irrelevant Search Results: The search function often brings up non-relevant items from outside the Prime Video service, wasting her time.</li><li>• Limited Customisation: Ellie is frustrated by the lack of profiles and parental controls, making it harder to manage her children's viewing options.</li></ul>

# User Research Plan

## Research Problem

The Amazon Prime Video interface suffers from usability issues, including a confusing and cluttered navigation bar, unclear indicators of whether content is part of the Prime package, and a search function that does not exclusively cater to Prime Video content. These issues create a frustrating user experience and hinder content discoverability.

- Simplify Navigation: Redesign the navigation bar to create a more intuitive and streamlined user flow, reducing confusion and improving accessibility to desired content.
- Clarify Content Availability: Enhance the clarity of content availability within the Prime subscription, making it immediately clear to users whether a film or show is included in their package.
- Optimise Search Functionality: Refine the search functionality to be specific to Amazon Prime Video, ensuring users receive relevant results that are within the scope of the streaming service, thus improving content discoverability.

# Interview Plan

## Interview Questions

### Intro

Hi, my name is \_\_\_\_, and I'm conducting a study on Amazon Prime Video user experiences. Thank you for taking the time to participate in this interview. Your insights will be incredibly valuable in helping us understand how we can improve the user experience on these platforms. Let's start with some general questions about your viewing habits and experiences with other streaming services.

### Closing

Thank you so much for sharing your experiences and insights today. Your feedback is incredibly valuable and will help us in enhancing the Amazon Prime Video user experience. If you have any additional thoughts or suggestions, please feel free to share them. Have a great day!

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### Introductory Questions

1. Can you tell me about your favourite streaming services and what you like most about them?
  2. How often do you watch movies or TV shows on streaming platforms, and what kind of content do you usually watch?
  3. What devices do you typically use to watch streaming content, and why do you prefer these devices?
  4. Can you describe any specific features or aspects of a streaming service's interface that enhance your viewing experience?
  5. Have you ever experienced frustration or difficulty while using a streaming service? If so, can you share a specific example?
- 
6. How long have you been using Amazon Prime Video, and how frequently do you use it compared to other streaming services?
  7. Can you describe your experience with finding movies or shows on Amazon Prime Video? What do you think about the ease of navigation?
  8. How do you usually find out if a movie or show is included in your Prime subscription?
  9. What do you think about the layout and design of the Amazon Prime Video homepage? Are there specific elements you find helpful or unhelpful?
  10. Have you used the search feature on Amazon Prime Video? Can you share your thoughts on its effectiveness in helping you find specific content?
11. How do you feel about the organisation of the navigation bar on Amazon Prime Video? Is it easy to find what you're looking for?
  12. Can you describe a recent experience where you struggled to find a specific movie or show on Amazon Prime Video? What was the issue?
  13. What do you think about the categorisation of content on Amazon Prime Video? Is it clear and intuitive?
  14. Have you ever accidentally clicked on content that wasn't included in your Prime subscription? How did that affect your experience?
  15. If you could change one thing about the Amazon Prime Video interface, what would it be and why?
16. How do you usually discover new content on Amazon Prime Video? Do you find the recommendations helpful?
  17. Have you ever felt overwhelmed by the amount of content available on Amazon Prime Video? How do you navigate this?
  18. Can you describe any specific features or tools you wish Amazon Prime Video had to improve your viewing experience?
  19. What role does the availability of content (Prime vs. non-Prime) play in your decision to watch something on Amazon Prime Video?
  20. Based on your experience, how does Amazon Prime Video compare to other streaming services in terms of user experience and content discoverability?

# Interviews & Survey

"I do dislike this thing about Prime, where they charge you on top of what you have paid for content"

"I never watch films or movies that aren't included with prime so most of prime is not accessible to me"

"If the movie or show I want to watch isn't free on Prime video, I try other streaming services that I have"



71.4%

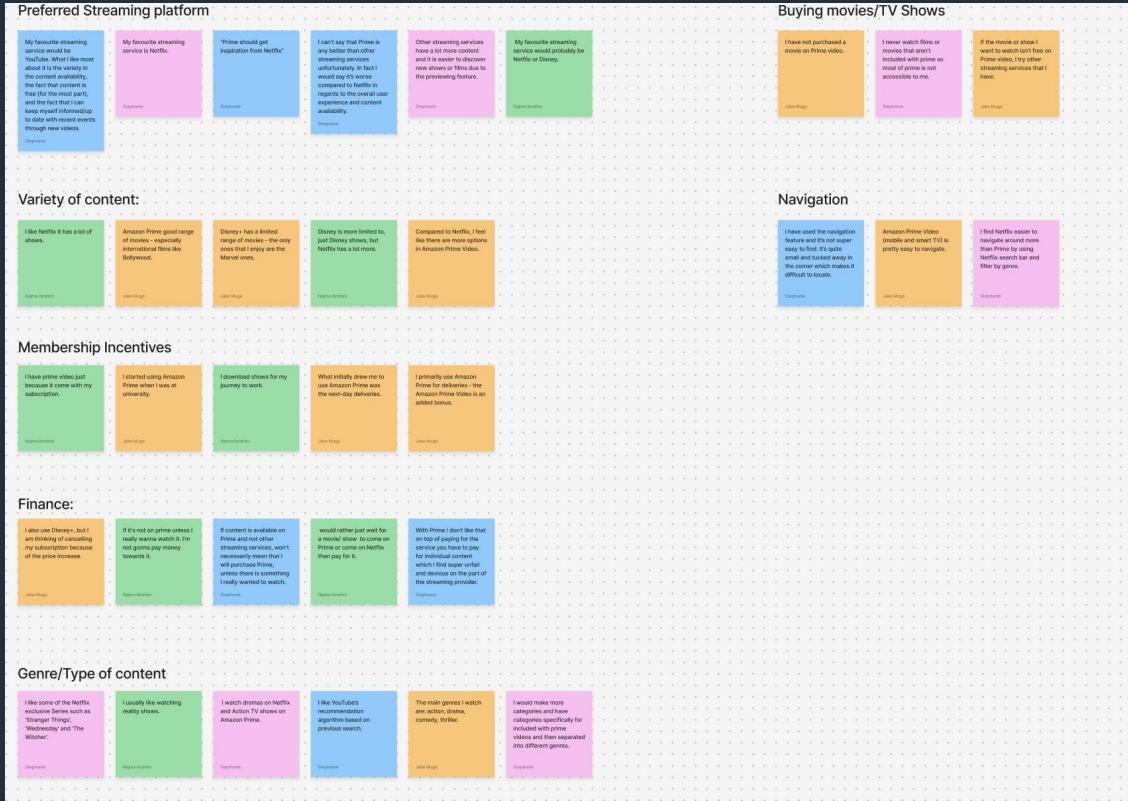
Of users say the search button is the least useful on the Prime Video Homepage.



85.7%

Of users say that they are more likely to use Prime Video if the Homepage is redesigned to be more user friendly.

# Affinity Diagram



**Full details:**

<https://www.figma.com/board/aCHIPla90iqybq5ynlkMeX/Amazon-Pri me-Video-Redesign?node-id=0-1&t=0YwPyGN9NziYByIS-1>

# Defination & Ideation

# User Persona



Ellie Thompson

Ellie Thompson is a dedicated professional working as an accountant in a firm in Newcastle. She balances her career with her responsibilities as a mother to her two young children and a supportive wife. Living in a suburban area, Ellie values quality time with her family and seeks efficient ways to manage her busy schedule. Ellie is moderately tech-savvy and uses digital tools to streamline her daily tasks. She relies heavily on her smartphone and laptop for both work and personal activities. Ellie uses streaming services like Amazon Prime Video to entertain her children and unwind after a long day.

34, Accountant  
Married  
Newcastle, UK

### PERSONALITY

Introvert — Extrovert

Analytical — Creative

Busy — Time rich

Messy — Organized

Independent — Team player

### INFLUENCERS

What products or services are influencing



### BEHAVIOR TRAITS

- Ellie enjoys learning and discovering new things. Whether it's through reading, watching documentaries, or engaging with educational content, she seeks to broaden her knowledge.
- Ellie is active in her local community, participating in school events, community activities, and supporting local businesses. She values a sense of connection and involvement with her neighbors and community.
- Ellie is mindful of her family's health and wellness. She seeks out healthy recipes, fitness routines, and wellness practices that can be integrated into her busy lifestyle.

### GOALS

- Find and enjoy a wide variety of content quickly without spending too much time searching.
- Balance watching content for herself and finding appropriate shows and movies for her children.
- Use streaming services to spend quality time with her family by watching family-friendly shows and movies.
- Maximise the benefits from her streaming subscriptions without incurring additional costs.
- Utilise Amazon Prime more for both deliveries and streaming to get the best value.

### PAIN POINTS

- Difficulty in distinguishing between free content and content that requires additional payment.
- Frustration when content she wants to watch is not included in her subscription or when she accidentally clicks on paid content.
- Inaccurate or unhelpful search functionality that makes it hard to find specific content or explore new shows.
- Less effective recommendation algorithms making content discovery challenging.
- Feeling overwhelmed by the sheer volume of content available, leading to decision fatigue and sometimes opting not to watch anything.
- The cluttered and sometimes unintuitive user interface of Amazon Prime Video.
- Concerns about additional costs on top of the subscription fee such as renting.
- The need for a simpler, cleaner interface with better categorisation and a clearer design.

### NEEDS

- An accurate and intuitive search system that helps her find content quickly and easily, including clear indicators for what is included in her subscription.
- Personalised content recommendations that match her viewing history and preferences.
- Recommendations for family-friendly content and shows her children would enjoy.
- Easy-to-navigate categories and filters, including a clear distinction between free content and content that requires additional payment.
- A streamlined, intuitive interface that simplifies finding and managing content.
- Clear labels and larger fonts to enhance readability and reduce frustration.
- Features like previews and trailers to help decide what to watch without having to navigate away from the main page.
- Up-to-date and varied content to keep the whole family engaged.

### INTERESTS

- A mix of genres including action, drama, comedy, and thriller for herself, and educational and entertaining content for her children.
- Exclusive series and reality shows that are engaging and popular.
- Flexibility to watch content occasionally on her laptop.
- The ability to download shows for offline viewing, particularly for commutes or travel such as work trips.

# Problem Statement

Busy, tech-savvy mothers and professionals are looking for efficient ways to manage their entertainment options. We believe that by providing a more intuitive and streamlined Amazon Prime Video web interface with clear labels distinguishing free content from paid content, personalised recommendations for both their personal and children's needs, easy navigation with larger fonts and clear categories, preview features for quick decision-making, and an overall user-friendly design, they will feel more satisfied and efficient in managing their viewing experiences.

How might we help a busy, tech-savvy mother and professional gain access to a more intuitive and streamlined Amazon Prime Video web interface that features clear labels distinguishing free content from paid content, personalised recommendations tailored to both her personal preferences and her children's needs, easy navigation with larger fonts and clear categories, preview features to help decide on content quickly, and an overall user-friendly design?

# Insight Statement

**A busy, tech-savvy mother and professional needs a more intuitive and streamlined Amazon Prime Video web interface** that features clear labels distinguishing free content from paid content, **personalised recommendations tailored to both her personal preferences and her children's needs**, easy navigation with larger fonts and clear categories, preview features to help decide on content quickly, and an overall user-friendly design because she balances a demanding professional life with family responsibilities, values efficient ways to quickly find and enjoy a variety of content without spending excessive time searching, wants to avoid the frustration and additional costs of accidentally selecting paid content, seeks to maximise her subscription benefits, desires engaging and appropriate entertainment options for family bonding, and aims to reduce the decision fatigue that comes from navigating a vast content library, ensuring a smoother and more enjoyable viewing experience for herself and her family.

# UX Hypothesis

## If/Then Statement

If we redesign the Amazon Prime Video interface to include a more accurate and intuitive search system, clearer distinctions between free and paid content, personalised recommendations, and a streamlined, intuitive navigation,

If

Action

Then Ellie Thompson, a busy professional and mother, will be able to find and enjoy a wide variety of content quickly and easily, reducing her frustration and enhancing her overall viewing experience, allowing her to spend more quality time with her family and maximise the benefits of her subscription without incurring additional costs.

Then

Outcome

# Feature Prioritisation

We gathered user insights to identify common preferences and pain points in our "I Like, I Wish, I Want" task. We then continued to Feature Prioritisation Metrics to assess which features would most significantly enhance user satisfaction and also considered technical and resource constraints for implementation.

## Key Features

### Content Filtering

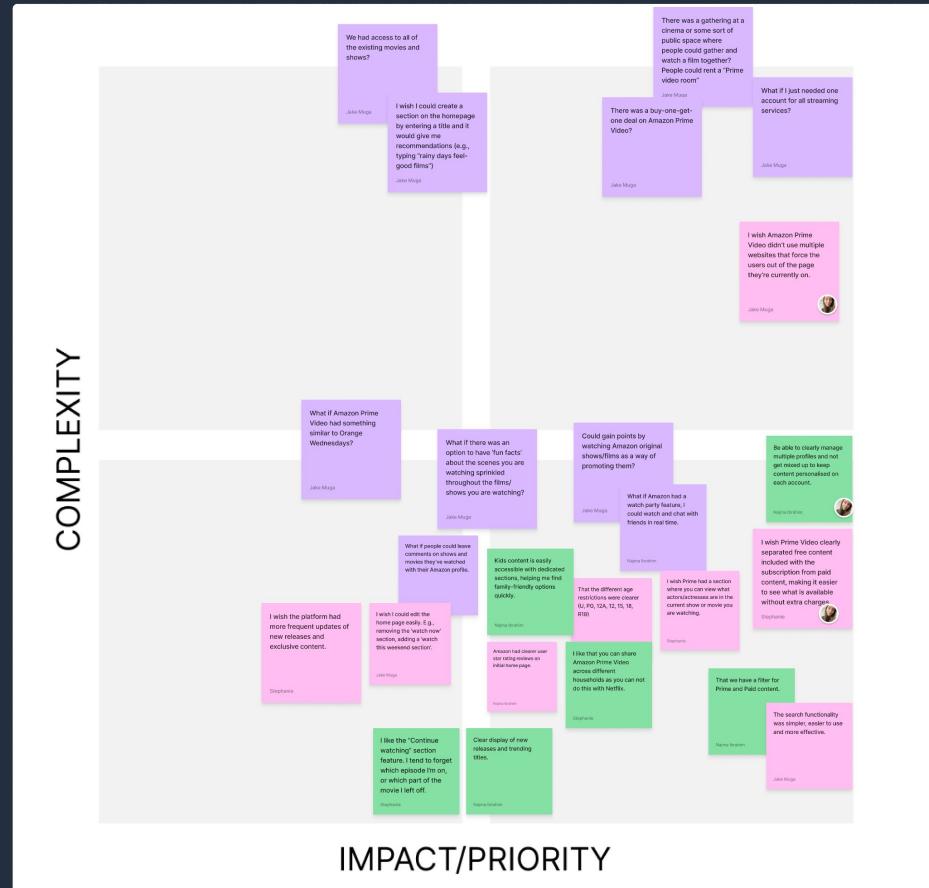
Implement a feature to filter between paid content and Prime subscription content.

### Enhanced Search System

Develop a robust search functionality that keeps users within the Prime Video platform.

### Profile Navigation

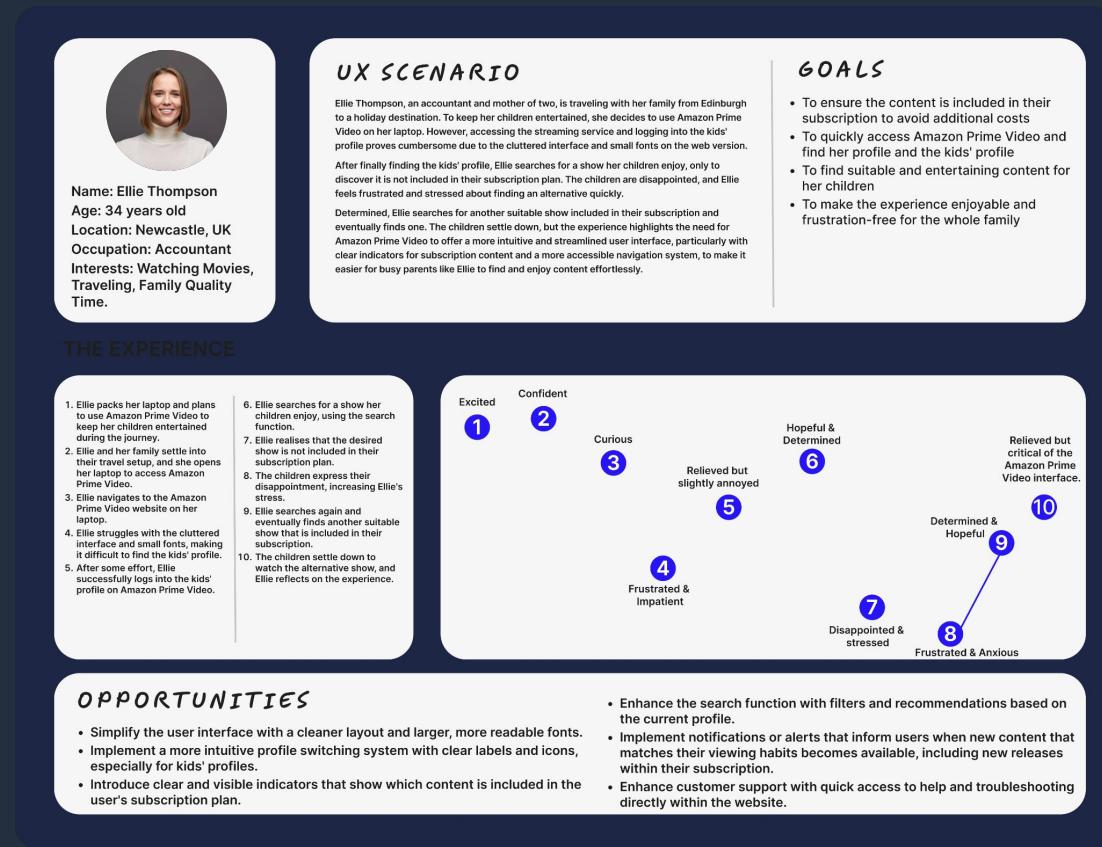
Introduce an intuitive system for easily switching between profiles.



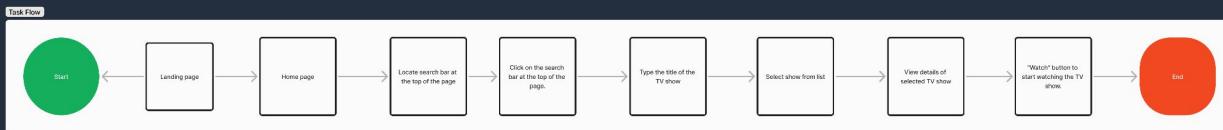
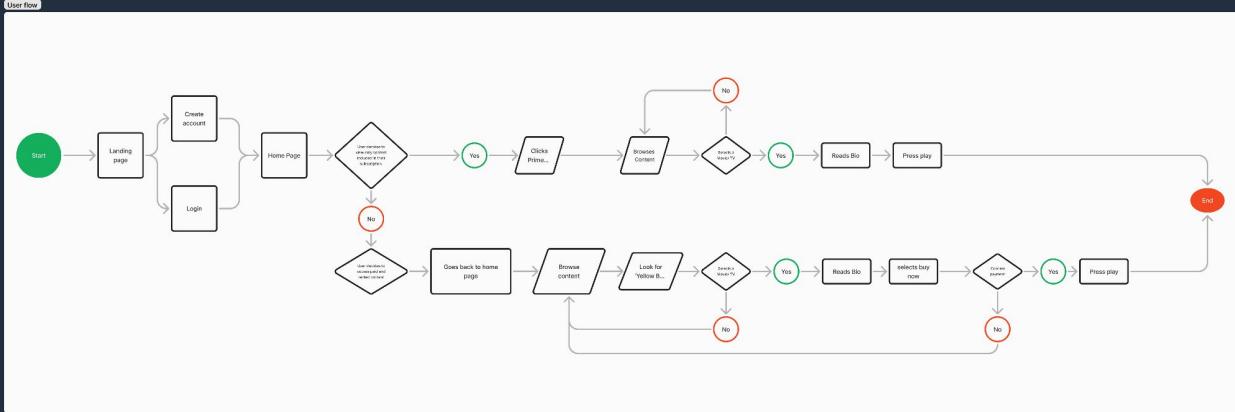
# User Scenario

USER PERSONA	SCENARIO	GOALS
 <p>Ellie Thompson 34, Accountant Married Newcastle, UK</p>	<p>Ellie Thompson, an accountant and mother of two, is traveling with her family from Edinburgh to a holiday destination. To keep her children entertained, she decides to use Amazon Prime Video on her laptop. However, accessing the streaming service and logging into the kids' profile proves cumbersome due to the cluttered interface and small fonts on the web version.</p> <p>After finally finding the kids' profile, Ellie searches for a show her children enjoy, only to discover it is not included in their subscription plan. The children are disappointed, and Ellie feels frustrated and stressed about finding an alternative quickly.</p> <p>Determined, Ellie searches for another suitable show included in their subscription and eventually finds one. The children settle down, but the experience highlights the need for Amazon Prime Video to offer a more intuitive and streamlined user interface, particularly with clear indicators for subscription content and a more accessible navigation system, to make it easier for busy parents like Ellie to find and enjoy content effortlessly.</p>	<ul style="list-style-type: none"><li>• To ensure the content is included in their subscription to avoid additional costs</li><li>• To quickly access Amazon Prime Video and find her profile and the kids' profile</li><li>• To find suitable and entertaining content for her children</li><li>• To make the experience enjoyable and frustration-free for the whole family</li></ul>
RISKS/EMOTIONS	<ul style="list-style-type: none"><li>• Needs to feel reassured that she can easily access the kids' profile and find appropriate content without much hassle.</li><li>• Worried about the children getting bored and disappointed if she can't find the right content quickly.</li><li>• Worried about risks of accidentally selecting content that is not included in the subscription, leading to potential additional costs and frustration.</li><li>• Wants to know how to efficiently navigate Prime Video to provide a smooth entertainment experience for her family.</li><li>• Will feel more at ease when she can find and play suitable content quickly, ensuring a pleasant trip for everyone.</li></ul>	
SCENARIO PHASES	<p>Ellie accesses Prime Video on her laptop. Ellie is traveling with her family and decides to use Amazon Prime Video on her laptop to entertain her children. She tries to access the streaming service through a Google search.</p>	<p>Struggles to find the kids' profile. Ellie has difficulty locating the kids' profile due to the cluttered interface and small fonts on the web version, which makes navigation challenging.</p> <p>Show is not part of the subscription. After finding the kids' profile and searching for a show her children enjoy, Ellie discovers that it is not included in their current subscription plan, causing disappointment and frustration.</p> <p>Finds an alternative show. Ellie quickly searches for another suitable show that is included in their subscription. She eventually finds one, ensuring her children are entertained, but the experience highlights the need for a more intuitive and user-friendly interface on Amazon Prime Video.</p>

# User Journey Map

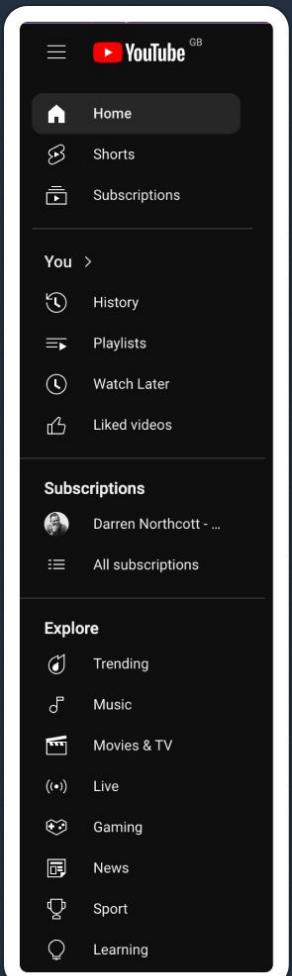
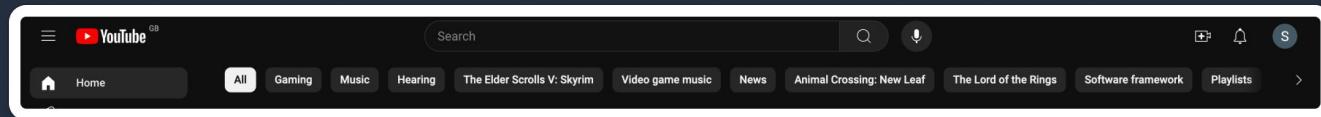
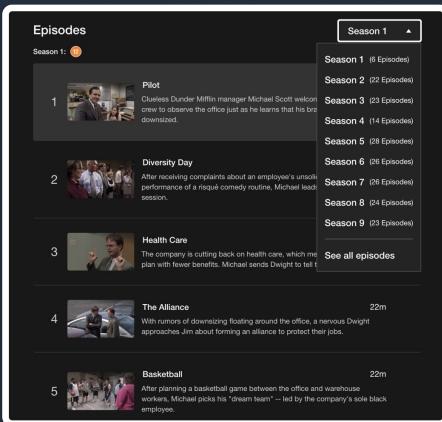
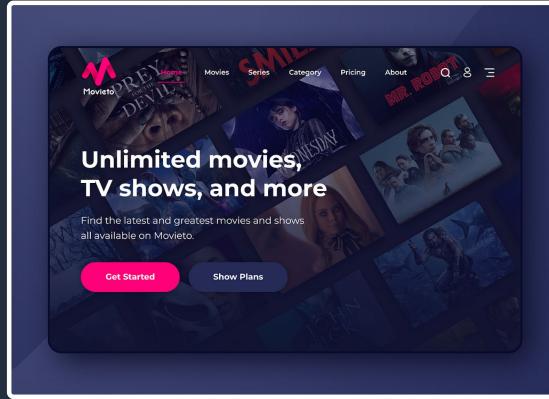
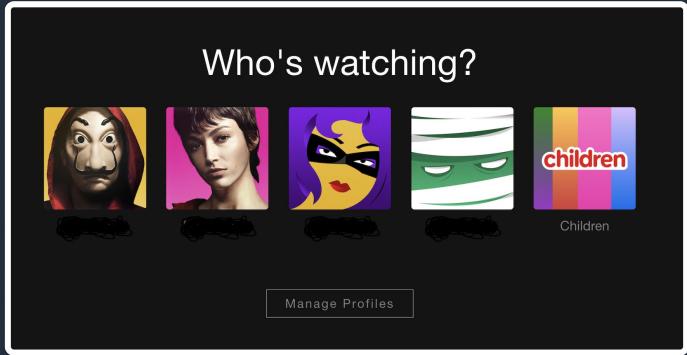


# User Task flow



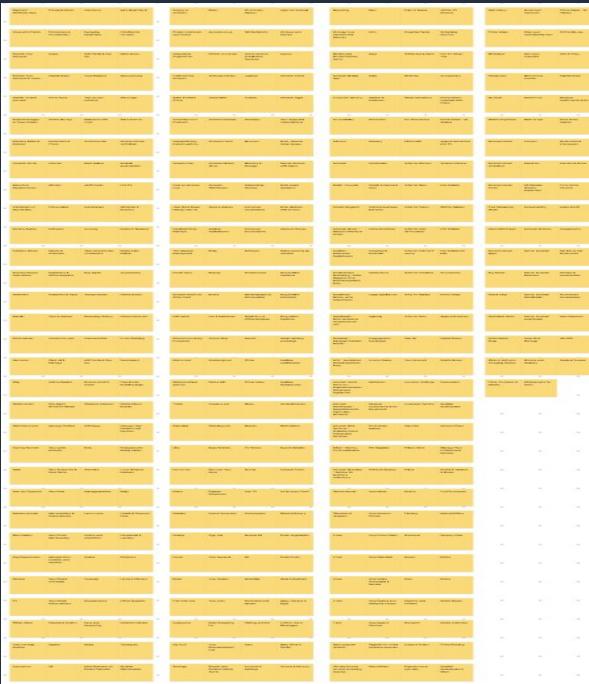
Our user flow was integral analysis of Prime Video revealed that users often leave the platform to login and search on the main Amazon page. This created an inconsistent user journey, where users had Prime Video content with the page also showing their Amazon shopping content. This disruption not only confuses users but also diminishes their overall experience with inconsistencies in UI.

# UI Inspiration

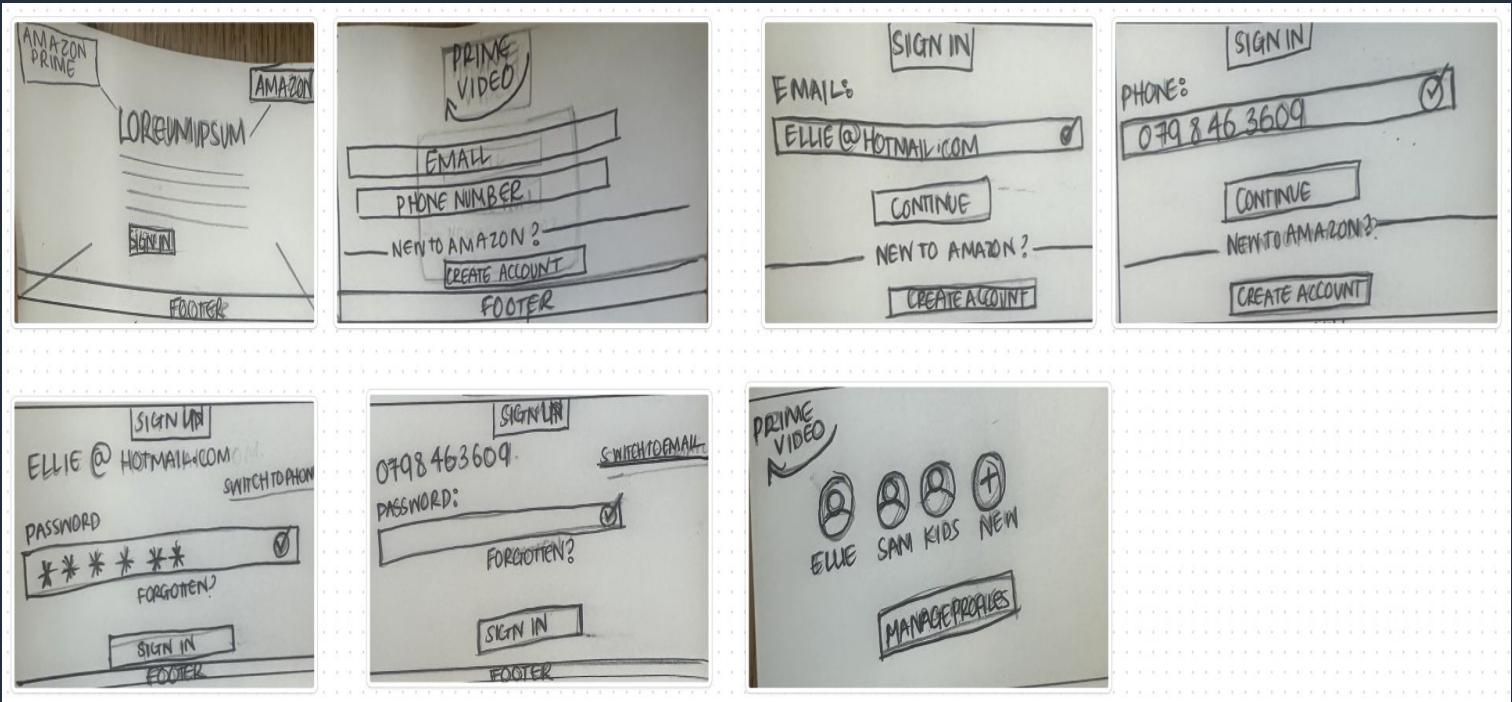


# Prototype

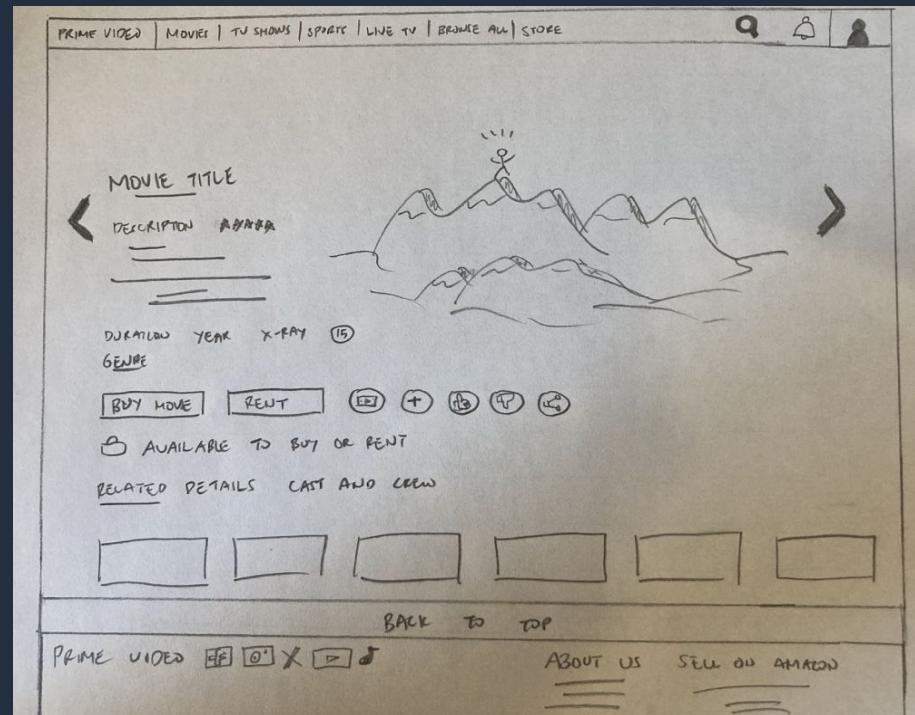
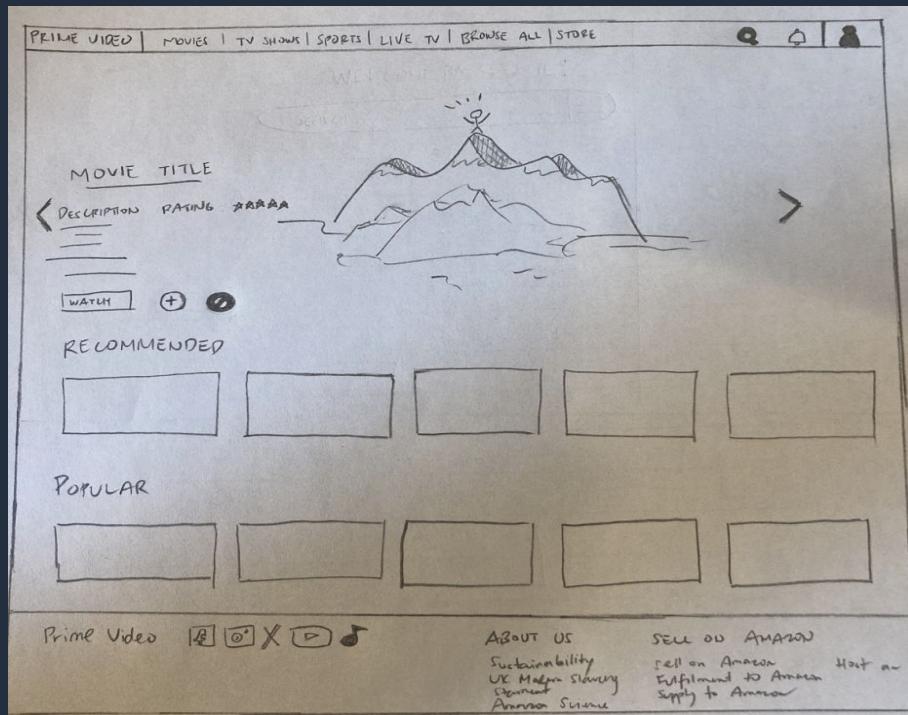
# Card Sorting



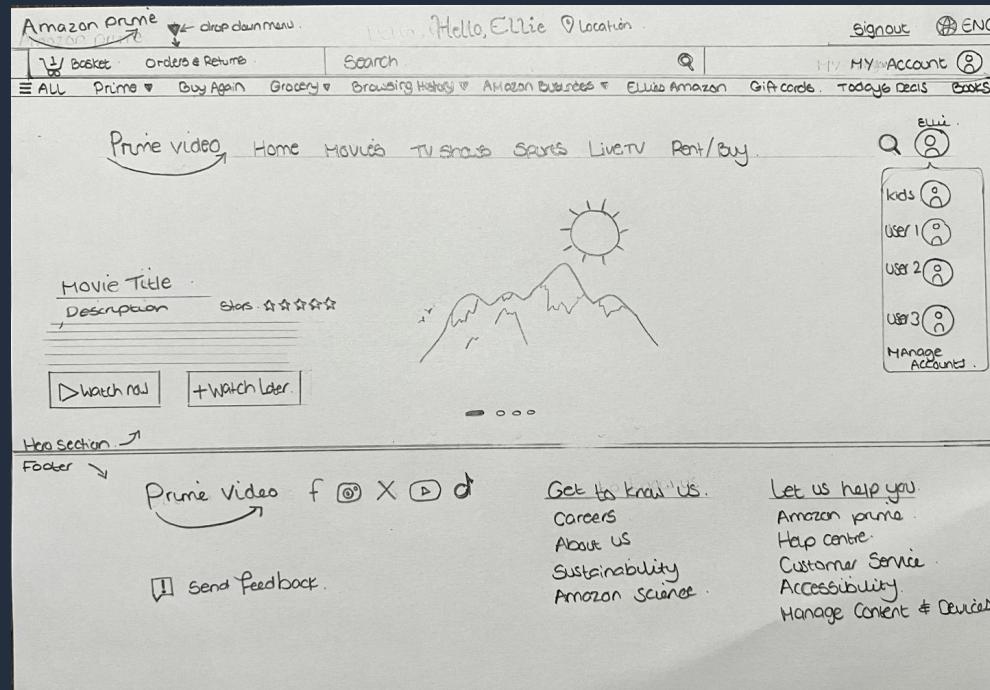
# Low-fidelity Prototype (1)



# Low-fidelity Prototype (3)

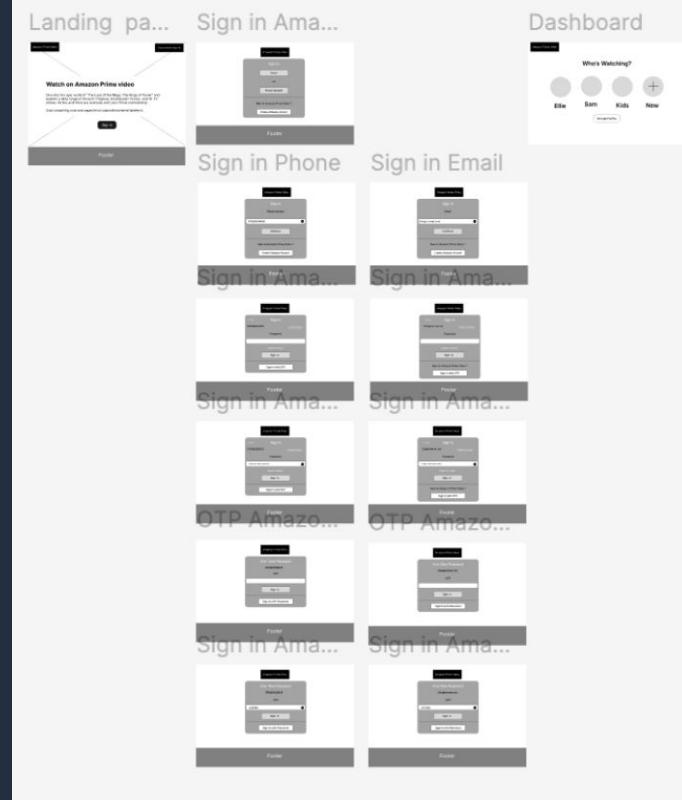


# Low-fidelity Prototype (2)

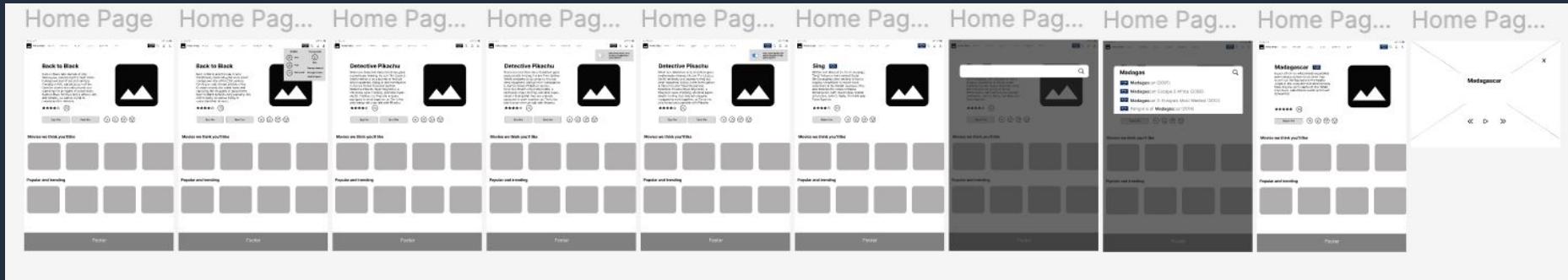


# Testing and Iteration

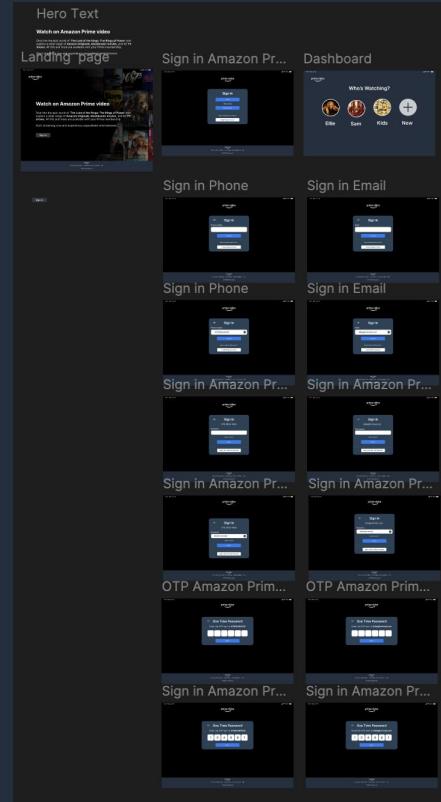
# Mid-fidelity Prototype (1)



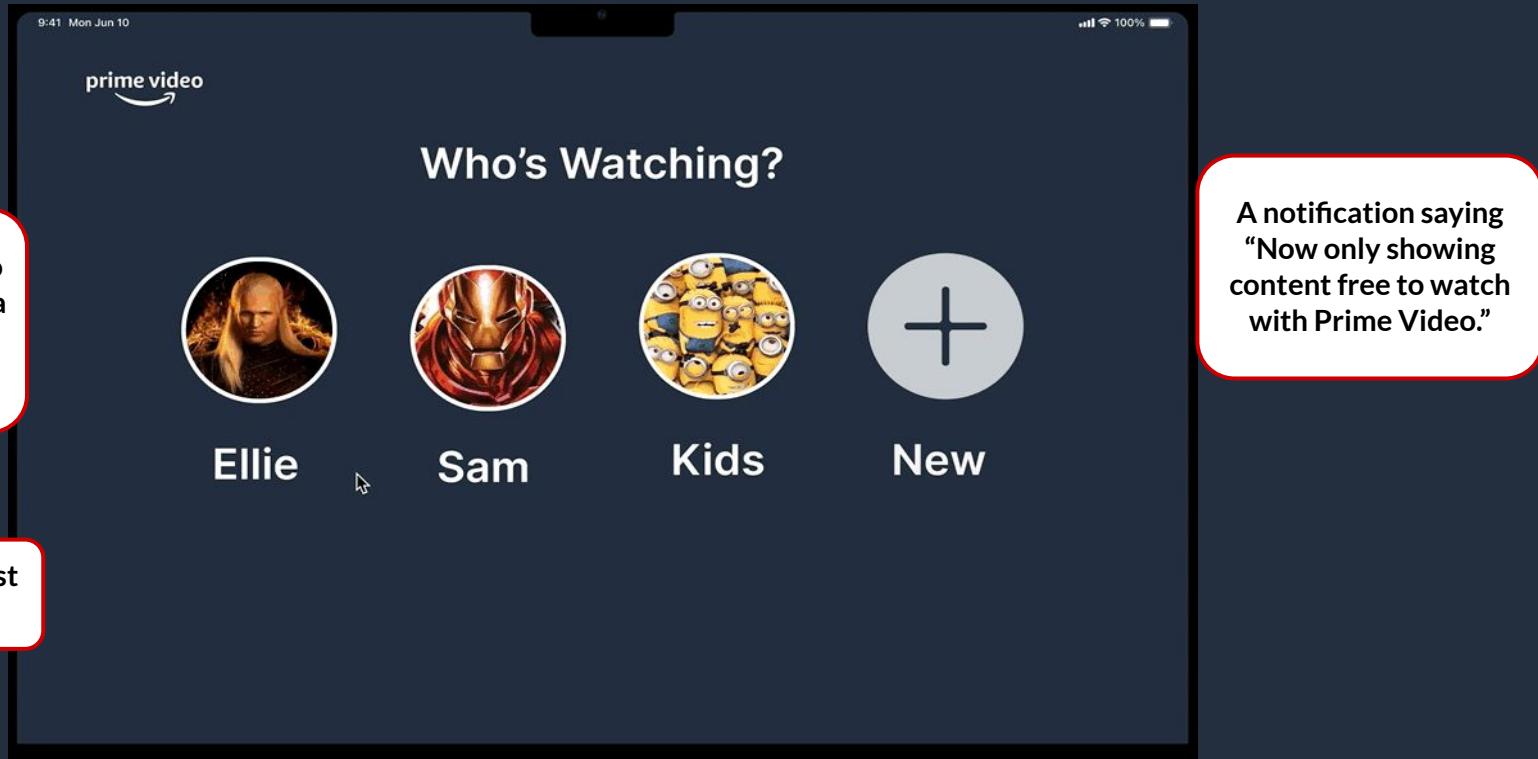
# Mid-fidelity Prototype (2)



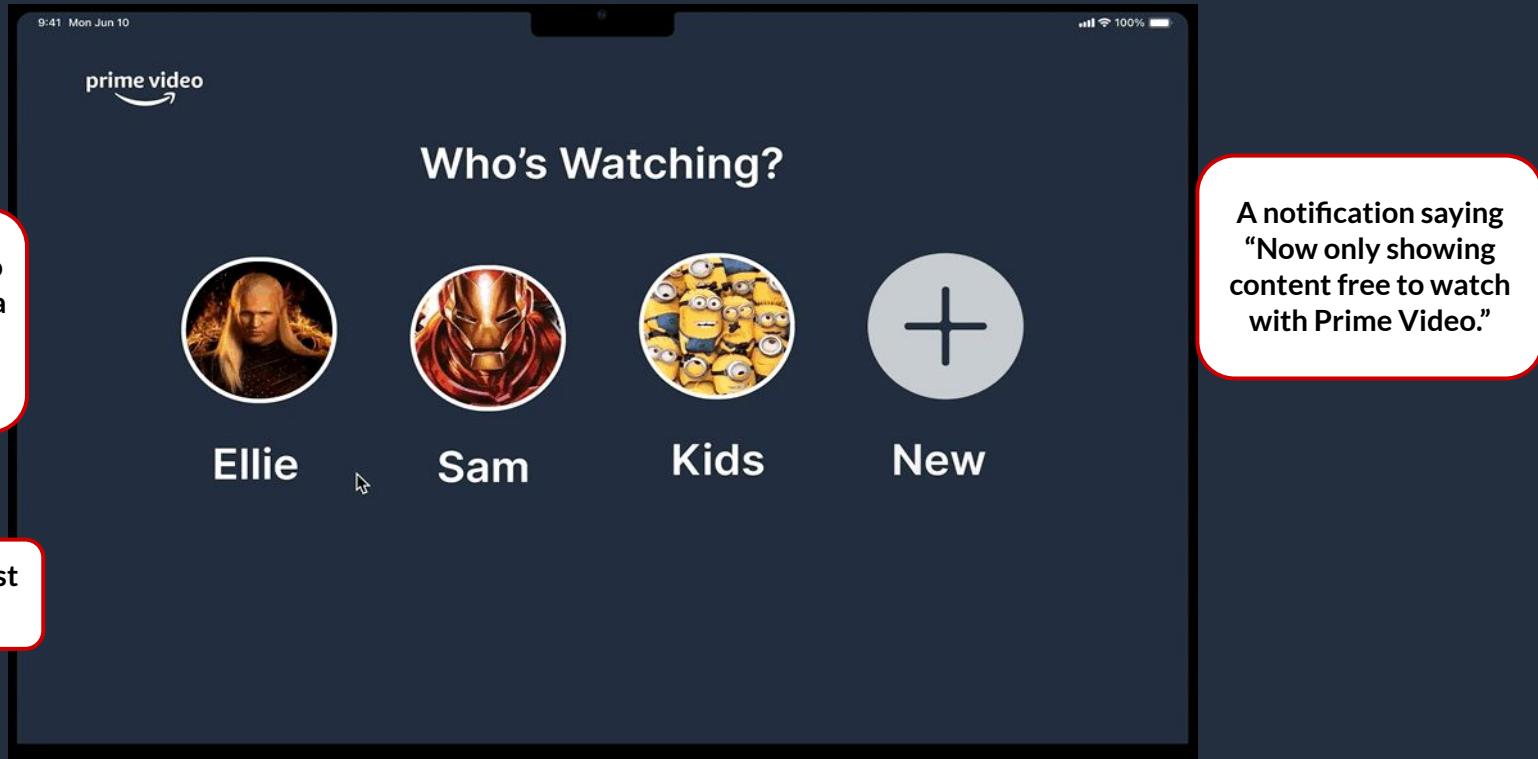
# High-fidelity Prototype (1)



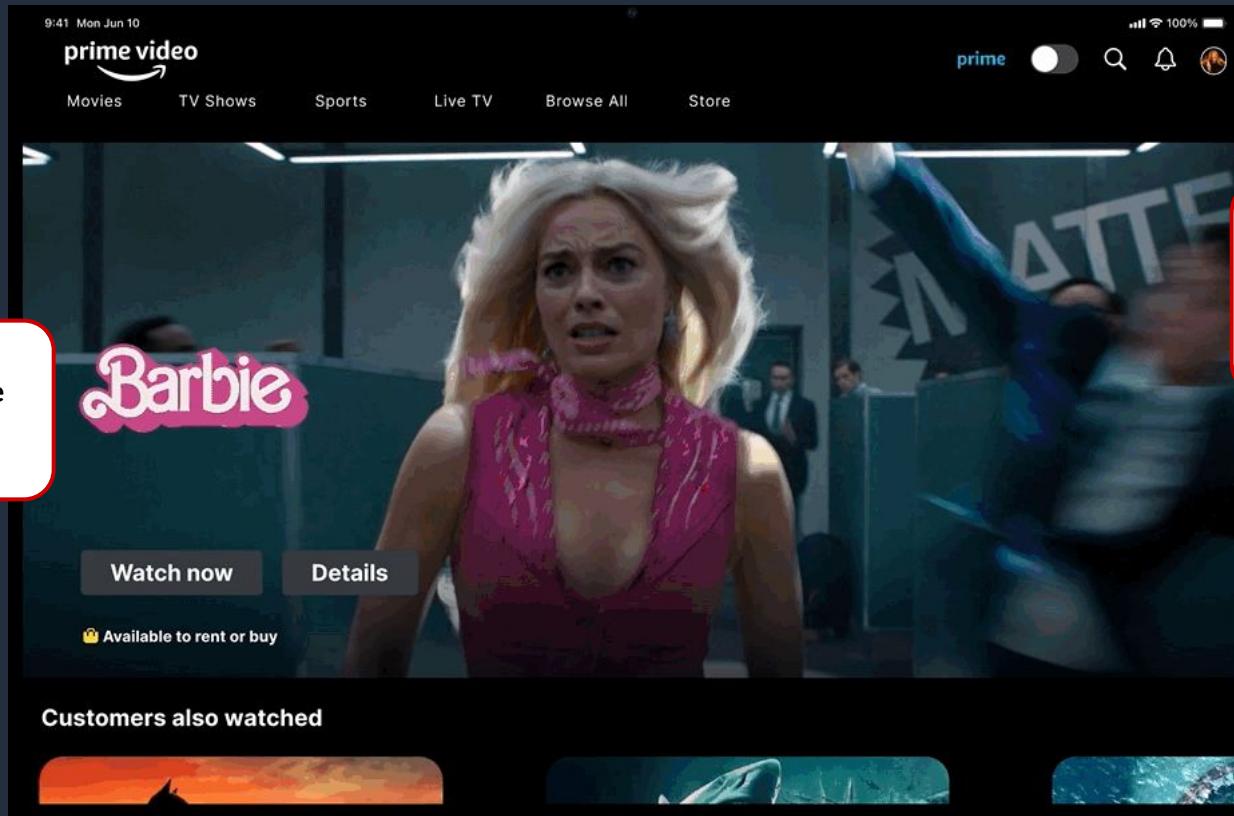
# Feature 1: Prime Video Filter



# Feature 1: Prime Video Filter



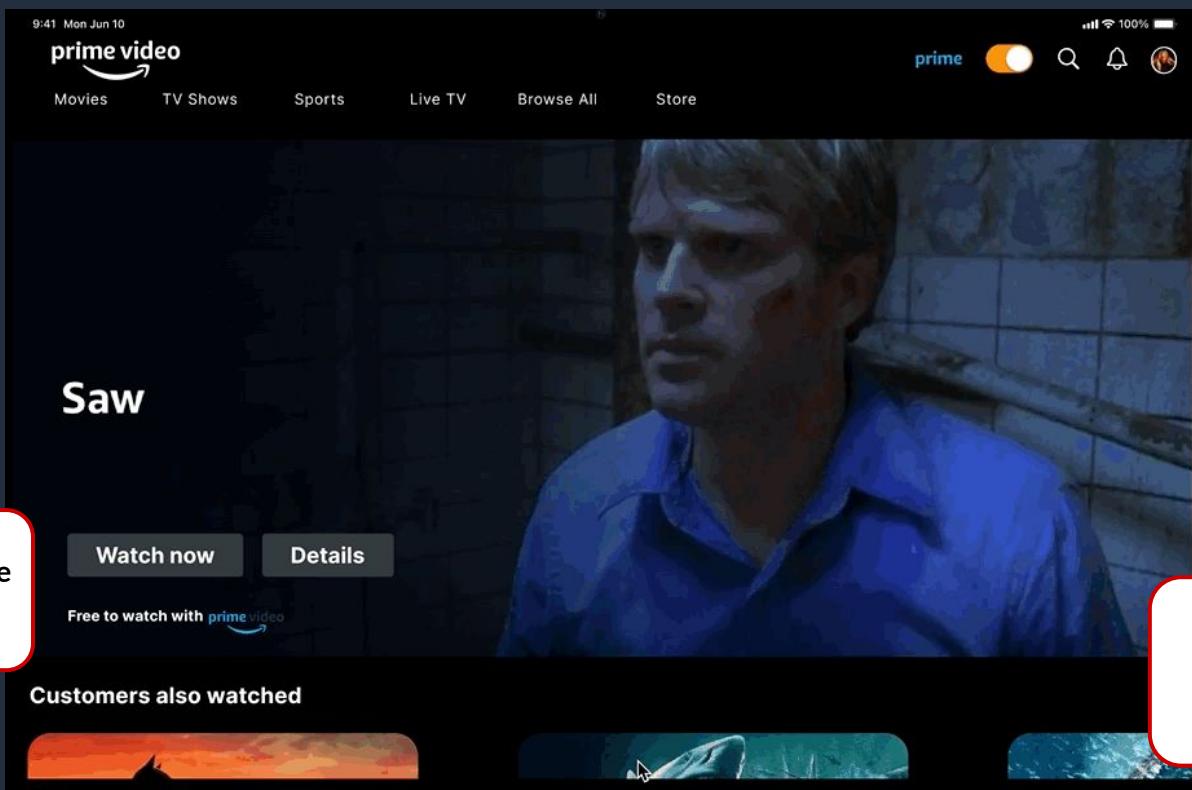
## Feature 2: Search



Takes up the whole screen.

Suggestions included and with a Prime icon as well.

# Feature 3: Switching Accounts



Purchasing unavailable  
in kids profile.

The change from kids  
profile to regular  
profile is now obvious  
with profile pictures.

Suggestions also  
appropriate for  
children.

# High-fidelity Prototype (2)

