# Improving User Experience on Amazon Prime Video

**Product Management Project**

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# Introduction

a) Company Context

b) Hypothesis & Validation

c) Press Release

d) Product Requirement Document

e) Go to Market Plan

# A] The Company Context

## Amazon - Company, Personas, & Key Metrics

### Company

Core Value/Mission:

Amazon vision is "to be Earth's most customer-centric company, where customers can find and discover anything they might want to buy online."

The mission of Amazon is "We strive to offer our customers the lowest possible prices, the best available selection, and the utmost convenience."

What Product(s) Do They Have:

- Amazon MarketPlace
- Prime Video
- Prime Music
- Prime Reading
- Amazon Photos
- AWS
- Amazon Advertising
- Offline Stores
- Third Party Seller Services

What Industry Category are they in:

E-Commerce, Digital Media, Web Services, Advertising

What Platform(s) Are They On: Mobile, Desktop, Offline Stores, Voice, Hardware

How Do They Make Money/Business Model:

- B2C: Commission on Product Sales, Subscription Services

- B2B: Third Party Seller Services, Web Services, Advertising Services

Who are their Customers?

Internet savvy shoppers, small-large B2C firms who want to sell their product

What is their Market Reach?

International

Societal/Technical Trends Around Their Product(s):

Internet Penetration, High speed internet, advanced logistics, automation and robotics, Rise in video/audio streaming, faster transportation, electric and self-driven vehicles

## Key Personas & Use Cases

*Define who the company targets to sell their key personas, their traits, and their goals. What are their key use cases for the company's products?*

For Amazon

- *Frequent Shopper*

- *Occasional Shopper*

- *Prime Shopper*

- *Mid-size seller*

- *Large Brand*

For Amazon Prime Video

- *Teen Thea*

- *Dependent Dexter*

- *Independent Iris*

- *Family man Frank*

## Amazon Prime Video User Persona

### *Family Man Frank*

*Male, 30, Recently married, Works in an IT firm, Lives with family*

*TECHNOLOGY*

- *Uses an iPhone*

- *Own's a Smart TV*

- *Leverage's mobile apps for information, shopping, payments etc*

- *Socially active on Facebook, Instagram & LinkedIn*

*MOTIVATIONS*

- *Work-Life balance*

- *To stay engaged*

- *Stay socially active*

- *Awareness of recent and upcoming trends*

*GOALS*

- *To have access to great content for every mood/occasion*

- *To have a source of entertainment for his family*

- *To be able to see personalized content according to his preferences*

*FRUSTRATIONS*

- *Family members have different taste. Wife loves Romantic. Sister prefers Comedy. Mom watches Daily soaps. He loves Action.*

- *When he gets back from work, he is unable to find his preferred content*

- *It is difficult to search and browse content*

*Use Cases:*

*Frank's mother watches daily soaps during the day. His sister starts watching stand up comedy after her. His wife looks up next romantic movies to watch. When Srikant logs into Prime Video he is shown recommendations based on what other people saw and not what he prefers to watch.*

*Frank starts surfing the content on Prime Video. He scrolls significantly down the list. Now he wants to look at just TV shows. He has to scroll all the way back up, then select 'TV shows' menu item.*

## Key Success Metrics

*How do you believe the company measures success?*

For Amazon

- *Cost of Acquisition*

- *Time to First Order*

- *Number of Repeat Orders*

- *Revenue per customer*

- *Number of Orders*

- *Cart Abandonment*

- *Number of Prime Members*

- *Product Review per Customer*

- *NPS*

For Amazon Prime Video

- *% of Prime members active on Prime Video*
- *New Prime Members attributed by shows*
- *Cost of Production, Licensing*
- *Acquisition Cost per Member*
- *Time to first video completion*
- *Avg. Playback Minutes per week*
- *Video completions & Video abandonment*
- *% Views on new releases*
- *Video Quality w.r.t Geography*
- *Buffering Time*
- *Device-wise Usage*
- *NPS*

## Competitive Landscape

*Who else is making products in this space? How do they differ?*

*For Amazon Prime Video*

*Netflix – Biggest OTT player, Tiered pricing – higher than APV, Best quality in content with good amount of originals, Consistent user Interface*

*Hulu – Price higher than APV, Delivers TV content within 24 hrs, Fast and intuitive interface*

*Disney+Hotstar - Price equivalent to APV, Streams live sports matches, not very diverse content*

*Youtube Premium – Features more user generated content, latest movie trailers, short movies, web series and music videos.*

*Sony Liv, Voot and other OTT players*

- *Traditional TV, Movie Theaters*

- *Social Media, Playstation, Xbox and Mobile Games*

References:

https://www.statista.com/topics/4740/amazon-prime-video/

https://in.reuters.com/article/us-amazon-com-ratings-exclusive/exclusive-amazons-internal-numbers-on-prime-video-revealed-idINKCN1GR0FX

https://candid.technology/netflix-vs-amazon-prime-video-vs-hotstar-vs-youtube-premium/

https://www.digitaltrends.com/home-theater/netflix-vs-amazon-prime

# B] Hypothesis & Validation

Hypothesis:

We believe that 'Family Man Frank', experiences lack of relevant recommendations when using

Prime Video because of multiple individuals using the same profile, and if we can add the capability of creating user specific profiles, it would let the customer achieve a higher level of

satisfaction and increased time spent on the platform. We will measure this by looking at

Avg.Playback Minutes per Week and Net Promoter Score.

Validation:

**Josh Mull**
★ ★ ☆ ☆ ☆ March 12, 2020

👍 278

I enjoy the selection prime offers, but as for this video app: I'm not a fan of the interface. I'd like to see them add different profiles for the watchlist, so I don't need to search through the rest of the family's stuff to find my own (like the other major streamers do now). The most

**Dr. Xynapxion**
★ ☆ ☆ ☆ ☆ March 11, 2020

👍 216

The experienced isn't customized enough. I have to click 3 times, to watch anything. The search lists are repetitive, and the categories are too wide. "1 Click", shouldn't only apply to

All I want is the ability for my wife and I to watch a show on different seasons and I do not see her viewing history when I use Prime Video. Also this would solve the Channel Subscription sharing issue as she could just choose her profile like you can on Netflix.
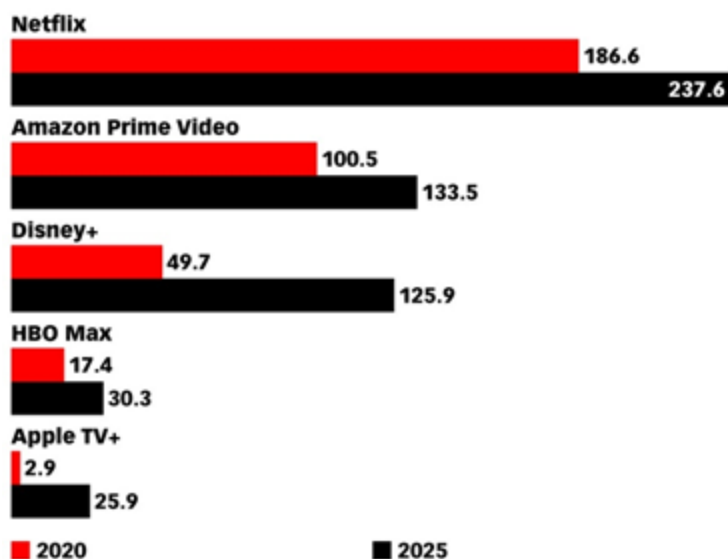
💬 4 Comments   ↗ Share   🔖 Save   ⊘ Hide   🚩 Report                    86% Upvoted

yeah my wife and I are into so many different things its annoying. I like dark shit she's into happy things our recommendations are tepid at best.

## Subscription Video-on-Demand (SVOD) Subscribers Worldwide, by Service Provider, 2020 & 2025
*millions*

**Netflix**
- 2020: 186.6
- 2025: 237.6

**Amazon Prime Video**
- 2020: 100.5
- 2025: 133.5

**Disney+**
- 2020: 49.7
- 2025: 125.9

**HBO Max**
- 2020: 17.4
- 2025: 30.3

**Apple TV+**
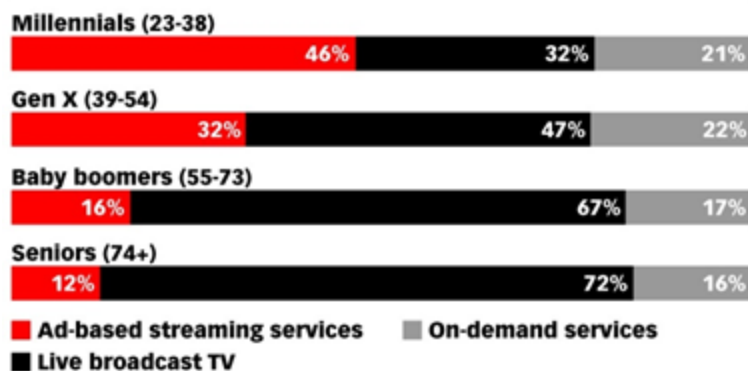- 2020: 2.9
- 2025: 25.9

■ 2020    ■ 2025

*Note: paid subscribers; figures for 2020 are estimates for end-of-year*
*Source: Digital TV Research, "SVOD Platform Forecasts" as cited in press release, Feb 6, 2020*

252748                                                      www.**e**Marketer.com

## Share of Time Spent Watching TV Among Internet Users Worldwide, by Generation and Format, Feb 2019
*% of total*

| Generation | Ad-based streaming services | Live broadcast TV | On-demand services |
|---|---|---|---|
| Millennials (23-38) | 46% | 32% | 21% |
| Gen X (39-54) | 32% | 47% | 22% |
| Baby boomers (55-73) | 16% | 67% | 17% |
| Seniors (74+) | 12% | 72% | 16% |

■ Ad-based streaming services    ■ On-demand services
■ Live broadcast TV

*Note: excludes paid streaming services such as Netflix; among respondents in Australia, Canada, China, France, Germany, Japan, Netherlands, the UK and the US; numbers may not add up to 100% due to rounding*
*Source: Dynata, "Global Trends Report," March 27, 2019*

246547                                                      www.**e**Marketer.com

## Important Attributes of Over-the-Top Streaming Video Services According to US Adults, Nov 2019

*% of respondents*

**Cost**
84%

**Ease of use**
81%

**Variety/availability of content**
79%

**Streaming/playback quality**
77%

**Speed (menu selection, loading content)**
74%

**Accessibility/search of desired content**
71%

**Availability across devices**
58%

**Resolution available (4k Ultra HD, HD)**
56%

**Skipping ads features**
52%

**Ad-free**
48%

**Content available for downloading/offline**
40%

**Menu recommendations**
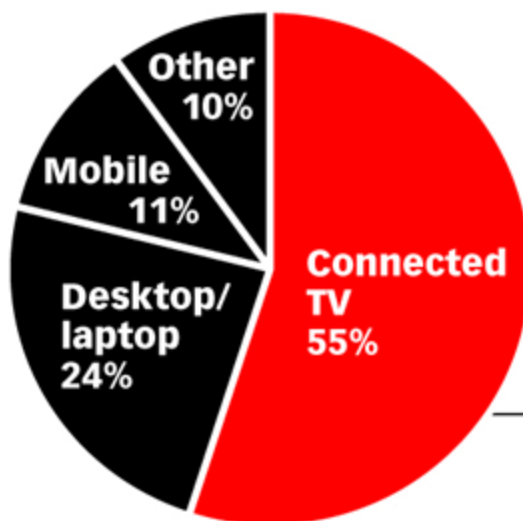38%

**Content available live**
37%

*Note: ages 18+; responded "very" or "extremely" important for each attribute listed*
*Source: Nielsen, "Total Audience Report: Q1 2020" as cited by Adweek, Feb 11, 2020*

253185                                    www.**eMarketer**.com

## Share of Time Spent Viewing Over-the-Top (OTT) Video Worldwide, by Device, Q4 2019
% of total

| Connected TV | |
| --- | --- |
| Roku | 43% |
| Amazon Fire TV | 18% |
| Xbox | 10% |
| Apple TV | 9% |
| Chromecast | 6% |
| PlayStation | 4% |
| Samsung | 1% |
| Other | 9% |

**Other 10%**

**Mobile 11%**

**Desktop/laptop 24%**

**Connected TV 55%**

**OTT video viewing share**

Note: represents activity tracked by Conviva, broader industry metrics may vary
Source: Conviva, "State of Streaming Q3 2019," Feb 3, 2020

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www.**eMarketer**.com

# SURVEY INSIGHTS

83% of users are sharing their account with more than 1 person

77% of users are viewing content on Smart TV

66% of users are likely to pick their next item to watch from Recommendations section

33% of users are not satisfied with Prime Video UI

22% of users are not satisfied with their Recommendations

70% of the user's state Netflix as their favorite streaming service

UI is the most important aspect of any streaming service after the Variety of Content

# C] Press Release- Prime Video Profiles

## AMAZON PRIME VIDEO GETS MORE PERSONAL WITH IT'S LATEST UPDATE

The OTT space heats up with the launch of Prime Video's latest update. Users will now be able to create individual profiles and save their preferences.

Netflix's biggest competitor, Amazon Prime Video is working hard to stay ahead in the race to become the best OTT streaming service. Amazon launched its latest update for Prime Video this Friday. Among the various enhancements rolled out in this release the most important is the ability to now create user specific profiles on smart TV's. Prime Video users will now be able to create a profile for themselves and specify their content preferences. Previously, users had to use the same space for all the users which tends to mix recommendations and viewing history. Users can now create separate profiles according to the genre of content they like to watch.

Launched in 2016, Amazon Prime Video has emerged as one of the highest subscribed streaming service in the world, just behind Netflix. As per emarketer, Prime Video has about 100.5 million subscribers worldwide against 186 million for Netflix. The subscription comes bundled as part of Amazon's broader Prime program which guarantees 2-day delivery for products purchased via the company's website along with additional discounts and benefits of Prime Music, Prime Photos etc.

Amazon has been investing heavily in Prime Video both in acquiring distribution rights and in production of original content. It now has one of the largest collection of movies for an OTT platform. A lot of original shows and movies on the platform have also been widely acclaimed. Like most of the online streaming platforms, there are multiple people using the same account on TV. As everyone has a different taste in the kind of content they watch and when they watch it, it becomes important to separate those viewing styles. Most of the streaming services allow separate profiles already. The latest update of Prime Video addresses this long-standing demand from the users. Post the update, the users will be asked to create a profile, mention their language preferences, genre of content they like and add some of the suggestions into their watchlist. They can now enjoy personalized suggestions in their feed.

TM, Product Manager for Prime Video states that, "Profiles feature is one of the biggest enhancements we have rolled out for the product. We strive to be customer-centric in our approach and want to deliver our customers to a seamless experience to let them discover the most relevant content at utmost convenience. A lot of customer input has gone into developing

this feature. About 55% of our subscribers spend their time watching content on TV and since a TV is a static device with multiple users, it is essential to be able to segregate user behaviors to deliver the best experience. With this update, users will now experience increased personalization in their content with profiles coupled with our advanced recommendation engine. "

Ben, a Prime customer who was also a part of the feature beta program shared, "I have a Smart TV at home which is used by 4 members of my family. It used to be very inconvenient to find the next action movie to watch as my mom and wife saw comedy and romantic movies on the app and that messed up recommendations for me. Now with profiles, I can easily have my own space which shows up my favorite content."

Watch latest movies and serials on Amazon Prime Video. Download the app from your device app store.

## MVP LIST

Goal: Add in-app profiles so that customers can keep the activity of multiple users separate on Smart TV's and do not mix their viewing history and influence their recommendations

MVP Requirements

- *Add up to 4 profiles to my account*

- *Specify the kind of content I like so that I can get the most relevant recommendations*

- *Get suggested inputs based on my preferences so that I can add them to the watchlist*

- *Select which profile I want to view when I open the app*

- *Kids profile already created and I don't want to see kid's content on other profiles*

# D] PRODUCT REQUIREMENT DOCUMENT

# Prime Video Profiles

*Akash M Dubey*

## Change history

- *First draft – 20 March 2020*

- *Added Wireframes – 26 March 2020*

## Overview

*Our mission at Amazon is customer centricity, to be able to provide the customers what they are looking for in the most simple and convenient manner. Over the past couple of years, we have done a great job in creating/sourcing amazing content for our viewers and today we have one of the biggest collections available for any streaming service.*

*Having a huge content selection brings new challenges for us. We need our users to be able to find the right content for themselves in order to get the most out of our product, especially on TV platforms. Improving the user experience needs to be our focus in order to increase the satisfaction of our customers and in turn essential to retain them so that we have a strong recurring revenue.*

*We have seen that a lot of customers like the content we have on Prime Video but are not satisfied with its experience on TV's. Many users are looking for a personalized experience which we are not able to provide, resulting in them moving to competition and lowering our CSAT.*

*To address this problem, we are going to add the capability of adding 'Profiles' in Prime Video for TV apps. This will enable them to specify their content preference and save their specific viewing history, resulting in accurate personalized recommendations.*

*CURRENT PRODUCT*

- *Has a single interface for all users*

- *Does not differentiate between multiple users*

- *Has a single viewing history*

- *Recommends based on watch history*

- *Amazon has a concept of 'Household' but it is limited to the shopping app*

*CURRENT USAGE*

- *On an average, users share their Prime Video account with _____ people*

- *Users spend 55% of their viewing time on Connected TV platform*

- *Users spend an average of ____ minutes per week on Prime Video*

- *Users are more likely to select content from recommendations instead of browsing through the list*

*CURRENT PAIN POINTS*

- *Inaccurate recommendations*

- *Mixed up viewing history*

- *Experience is not personalized enough*

- *User interface is not smooth enough*

*USER RESEARCH*

- *Based on reviews, we have found that lack of useful recommendations is a common pain point with the user base*

- *Users are looking for personalized content suggestions, any non-relevant suggestion adds to their frustration*

- *81% of subscribers value 'Ease of use' as an attribute for streaming services*

- *74% of subscribers value 'Speed of menu selection and content loading' as an attribute for streaming services*

- *71% of subscribers value 'Accessibility – search of desired content' as an attribute for streaming services*

- *38% of subscribers value 'Menu Recommendations' as an attribute for streaming services*

*COMPETITION*

- *Market leader Netflix has a profile-based system*

- *YouTube also has a capability to add profiles*

- *Hotstar does not have profiles*

- *Disney+ allows users to add profiles*

*USER BENEFITS*

- *No more messed up recommendations*

- *Multiple users get their own space, adding to their delight*

- *Greater personalization of content presented*

- *More accurate recommendations*

- *Increased ease of use and speed of discovery*

*COMPANY BENEFITS*

- *It will help us understand user behavior better*

- *It will increase the overall satisfaction of our product*

- *It will increase the time user spends on our product*

- *It will increase the likelihood of users renewing their subscription*

- *It will impact our recurring revenue*

## Objectives

- *Improve the in-product experience of the users by having them create individual profiles thereby improving recommendations*

- *Improve the user satisfaction by serving the most relevant content in a convenient way thereby increasing the time a user spends streaming content on our platform*

## Success Metrics

- *Activation – Number of profiles created per account – 1.5 to 2*
- ***Adoption - Increase in Average Playback Minutes per Week – 20-30 minutes***
- *Retention – Increase in % of Prime accounts renewed – 3-5%*
- ***Referral - Increase in Net Promoter Score – 8-10%***

- *Revenue – Increase in recurring revenue – 2-3%*

## Messaging

*AMAZON PRIME VIDEO GETS MORE PERSONAL WITH IT'S LATEST UPDATE – Refer to the Press Release. [More details to be added after discussion with Marketing]*

## Timeline & Release Planning

*Most of our competitors already have this feature and we are lagging in this aspect. A lot of customers have also been asking for this capability. We are at the end of March right now, and we want to have an MVP to roll out in a beta program to customers by the end of May, which gives us 8 weeks. We would take another month for couple of iterations and fixes and go for a full rollout to the customer base by end of the next quarter in June.*
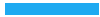
## Personas

*Though this feature affects most of our personas, the primary focus would be Frank – The Family Man. He is the person who will benefit the most out of our Profiles feature as he has a single Smart TV at home which is used by all the members of his family. He would now be able to create separate spaces for all family members and keep their viewing history from mixing with his own.*

*Dependent Dexter would also be benefitted from this feature as he is already sharing an account with someone. He would now be able to keep his activities separate which will give him much needed privacy.*

## Scenarios

*Frank works as a manager in a leading IT firm which he joined after pursuing his MBA 5 years back. He belongs to a middle-class family and lives with his mom, dad and wife. He has been an avid movie buff since his childhood but started following TV series while he was in college. He was recommended to watch 'Sherlock' by his friends and decided to give a shot. Since then he has binge watched more than 50 TV series and continues to watch new shows. Frank has a wide friend circle and they frequently discuss the best movies and shows they have watched recently and recommend to each other.*

*Previously Frank used to look for random websites and torrents to find the content, but things have changed dramatically in the past couple of years. Smart TV technology has fast replaced the traditional TV. Over-the-top streaming platforms have shifted the way people watch content. Frank recently purchased a 55-inch Smart TV for his family and a subscription to Netflix and Amazon Prime Video to make the best use of it. His whole family is excited to experience high definition on demand movies and series on the big screen.*

*Frank loves to watch action and thrillers. He logs into Prime Video and looks at some of the action movies he would like to watch when he gets the time in the coming weekend. He finds 'Spiderman-Far from Home' in the list and decides to watch it day after tomorrow as its' Saturday. He then leaves for office. Meanwhile, his mother who is a housewife finishes up with the daily chores and prepares lunch for the day. Post lunch she has couple of hours to spare and decides to explore what the streaming services has to offer. She opens Prime Video and looks at the available TV series in the catalog. She finds 'The Marvelous Mrs. Maisel' show interesting and decides to check it out. She watches 2 episodes of the show and then gets back to work. Frank's wife comes home from work and after having tea with his mother decides to relax a bit and watch some light TV show. She browses Prime Video to look at anything she could pass time with. She finds '2 Broke Girls' and decides to give it a shot. She watches a couple of episodes until Frank arrives back from his office. At night, Frank and his wife decide to watch a romantic movie together. They look at the available options and decide to watch 'P.S I Love You'. Next day, It is again a similar story with his mother and wife continuing to watch the TV series they started. Come Saturday, Frank sits down all ready to watch the Spiderman movie and opens Prime Video. He notices that the homepage now looks very different from what he saw 2 days back. He can see recommendations for all kinds of romantic movies, comedy TV serials but nothing for action movies. He got a bit disappointed when he could not see the thumbnail for the Spiderman movie he looked up. He starts scrolling down the list looking for action movies. After a good amount of browsing he finally found the movie he wanted but by now he has formed a negative perception of our app and he would think twice before finding content. Next time he wants to watch an action movie he switches to Netflix instead where he gets an option to create a profile for himself which shows only his type of content.*

*Now, when Frank logs into Prime Video after updating it to the latest version, he is introduced to the new profiles feature. The app asks him to create a profile in which he enters his own name, he is then asked to select his preferences among languages, genre, movies or shows etc. After selecting his preferences, he is shown some relevant options and asked if he wants to include any of them in his watchlist. Now Frank has his own personal space which he can view for his favorite kind of content. He then goes ahead and creates a similar profile for his wife and*

*mother. All of them are happy now that they don't have to waste their time looking for their TV shows and movies they have been watching and can easily find the next time they would want to watch.*

## Features In

*P0 – MVP Requirement*

*P1 – Medium Priority*

*P2 – Low Priority*

*P0*

*Smart TV app*

- *As a user, I want to be able to add a profile to my account*

- *As a user, I want to be able to specify the kind of content I like so that I can get the most relevant recommendations*

- *As a user, I want to be able to get suggested inputs based on my preferences so that I can add them to the watchlist*

- *As a user, I want to be able to add multiple profiles to my account*

- *As a user, I want to be able to select which profile I want to view when I open the app*

- *As a user, I want a Kids profile already created and I don't want to see kid's content on other profiles*

*P1*

- *As a user, I want my profiles to show up in all my Smart TV app instances*

*P2*

- *As a user, I want to be able to add a display picture to my profile*

## Features Out

*The profile feature will be limited to Smart TV app only as mobile and desktops are essentially personal devices and are unlikely to be used by multiple persons.*

*The profiles will not be a part of Amazon Household profiles*

## *Designs*

- *User flows*
- *Wireframes*
- *Visual design / Mockups*
- *Prototypes*

*To be decided after discussion with Design and Engineering leads.*

*Adding Wireframes*

*- Welcome Screen will be shown the first time the app is launched after update and will ask the user to create a profile*

- *User will be asked for details of the profile and the default app language*



- *Users would then be asked about their Genre Preferences*

## Share your Preferences - Genre

Tell us what you like, your recommendations will be based on this selection. You have the option to modify it later.

| Drama | Action | Romance | Animated |

| Comedy | Thriller | Horror | Educational |

Next

- Users can then specify the languages they would like to view the content in



## Share your Preferences - Languages

Tell us what you like, your recommendations will be based on this selection. You have the option to modify it later.

| English | Hindi | German | Korean |

| French | Punjabi | Japanese | Italian |

Next

- Based on the preferences shared below, users will be presented with a set of curated content they could possibly add to their watchlist, this selection will be optional, and users can skip it if they like to.
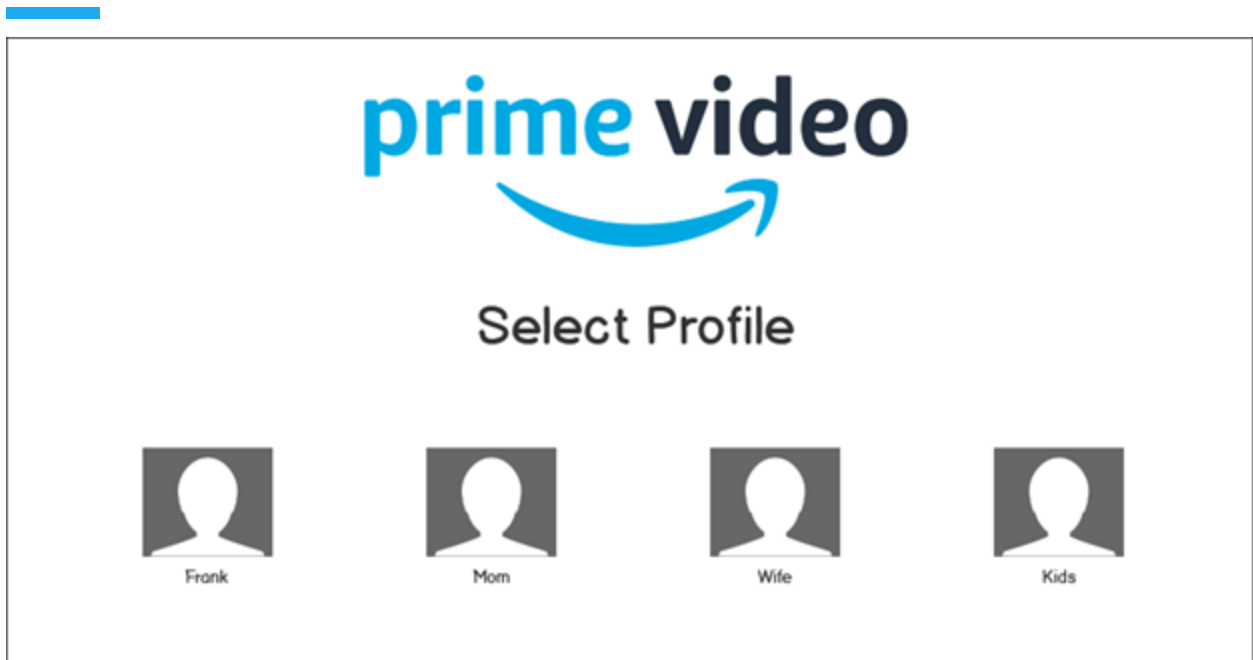
- *User will now be directed to his homepage with curated content*
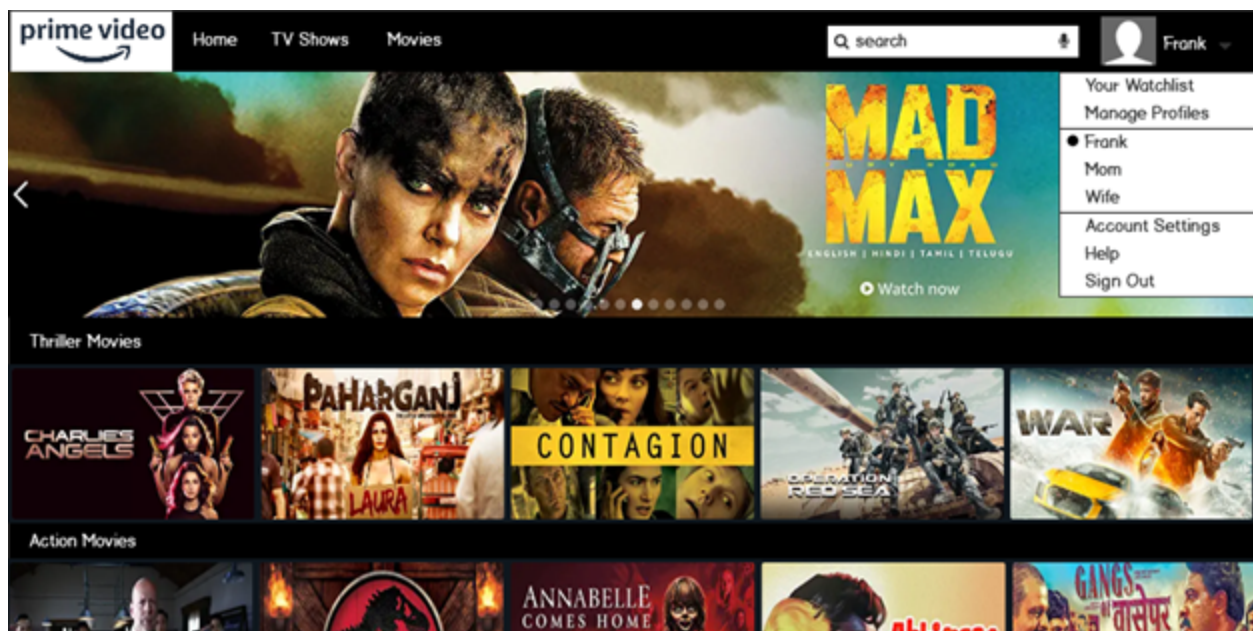


- *On every app launch, user will be asked to choose a profile*

## Open Issues

*To be discussed with internal stakeholders*

## Q&A

*Will there be multiple logins for the profiles?*

*-    No, the profiles will belong to a single Amazon account. Profiles cannot be treated as a separate Amazon account*

# E) PRODUCT LAUNCH PLAN



Product Launch Plan ☆

Pre-Launch · Launch · Post-Launch

- Engineering & QA
- Marketing
- Communications
- Customer Support
- Legal
- Product

**Step 1 — Internal Readiness**
- Test Customer Jouneys
- QA the feature
- Check Data Security
- Monitor Feedback
- Check for legal Compliance
- Communicate Launch Progress & Date

**Step 2 — External Readiness**
- Launch Feature Beta
- Create Assets
- Sales Training
- Draft External Messaging
- Prepare Social Media Schedule
- Prepare Press release
- Create Support Documentation

**Step 3 — Go Ahead**
- Roll out Social Media posts
- Conduct Press Release
- Roll out Website Update
- Work with Influencers
- Engg. on Standby
- Monitor App Activity

**Step 4 — Monitor**
- Monitor Social Media Responses, earned media, app store reviews
- Compile sources and gauge sentiment
- See if any major bugs are reported
- Monitor app data, initial adoption & performance