

## **Group UX Research Report**

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CCT477: UX Design - Understanding Users

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## **Executive summary and Project Objective**

The goal of this research project is to find and collect data from users of online streaming services and platforms, as well as what pain points they may experience while looking for content to watch. This project investigates why people spend so much time scrolling on streaming services. We'll look at the circumstances that surround a person and how they relate to their content-viewing habits. Almost everything a user could wish to watch is available on one or two services in the early days of streaming content. However, more streaming services have emerged in recent years from companies with vested interests in the production of these shows and movies, and they want to secure them on their platforms (KPMG, 2022). This has resulted in a modern situation in which trying to find a particular show or movie may entail hopping from service to service only to be disappointed that what they wanted to watch is only available in a different region. It should be acknowledged that finding content to watch is still significantly easier in the early 2020s than it was in the late 2000s, but market saturation is gradually bringing it back to where it was. People need to balance work and/or school life with leisure activities like entertainment to maintain comfortable lives. And, while the problem of not being able to find something to watch may not appear to be an important issue, the consumption of streaming content is how many people relieve stress in their lives. Users currently must navigate a variety of streaming providers in addition to the volume of information available for viewing. Additionally, when the content that these services provide is more focused on what the service wants to sell than on what the user wants to watch, it may prolong the stress that was originally intended to be relieved.

People who spend time watching content online, whether it be on streaming services like Netflix or Crave or video-hosting websites like Youtube and Tiktok, are our target audience for this study. We are determined to reach users who have trouble finding content to watch and provide them with other options. These users typically have enough spare time in their schedules to watch content without wasting it. Additionally, some users need to plan their usage of streaming services because they only have a certain amount of free time in the day. In particular, we will primarily be looking for users who are young adults with work/school lives that they have to balance along with entertainment. Through secondary academic research of existing articles and publications on the topic and primary research involving a survey and one-on-one

interviews with users, we will examine whether this new environment of streaming sites and platforms has made it easier or more challenging to find content to watch. According to our hypothesis, businesses have not developed the appropriate algorithms to relieve users of the pain of endlessly scrolling through streaming services when looking for content to watch.

## **Literature Review**

To better understand the watching habits of our target audience, this literature review will look at journal articles and articles from online publications to form a breadth of knowledge about our research topic. As our target users for this research project are primarily young adults who have to balance busy school or work lives, this section of the paper is looking to understand what issues there may be on the side of streaming services that limit the ability to find content. In an article by Kurt Schlosser, they look at a study which was done by the website likewise.com that found that 70% of people often found themselves wondering what it was that they were going to watch next (2019). Looking further it was also found that 59% of people find it frustrating when they cannot find a particular show or movie (Schlosser, 2019). These difficulties may also be partly aided by the fact that people have many streaming services that they have to juggle to find content. Schlosser also mentioned that 44% of people find navigating multiple streaming services to be frustrating and confusing (2019). There is already a large number of television shows and movies that viewers have to pick from and in recent years they also have to contend with several services from which this content may or may not be on. In the current landscape of streaming content, an individual may likely be subscribed to over 5 streaming services that all have their extensive libraries of content.

Users tend to try and rely on these services' recommendation algorithms to pick content for them that they believe they would like, but this is not always perfect. Streaming services incorporate some form of a system to recommend users' content based on several factors. In an article by Hasan et al., about the excessive use of online video streaming services they explain that recommender systems are based on psychological and demographic details about the user and are also based on the pattern of use that users of similar backgrounds and localities are interested in (2018). These systems exist intending to help the user spend less time surfing through content and watching things similar to what they already have. Streaming services aim

to recommend content that may be of the same genre, have a similar format, have related actors, or are from the same production team and/or company. These recommender systems will also recommend content that may not be overly similar but is in the same vein of what they have watched or is content that has been watched by others who have similar tastes.

It is not only for the users' benefit that companies invest in creating recommender systems that work well Hasan et al., noted that a suitably designed recommender system has the capacity to greatly enhance a user's experience of the platform itself (2018). This in turn aids the streaming services in the market overall as users have many choices on which service to use and will lean to using the one that offers them the content that they want to watch most often. In an article by Miao Guo titled The impacts of service quality, perceived value, and social influences on video streaming service subscription, they elaborate on the importance of service personally resonating with the user. They state that making customers feel that the service – as well as the devices that they operate on – are compatible with the user's lifestyle is crucial to securing their customer base (Guo, 2022). So, these companies want to create useful recommender systems for their users to ensure continued use. But streaming services do want the user to search through their libraries to some level so that they can push other content onto them that they may not be normally inclined to watch. So, while these systems do work and are a benefit, they will inherently remain at a lower level of functioning to ensure the services' continuance which is in contrast with the users' intentions of wasting little time in the pursuit of watchable content.

## **Services Review**

Several streaming services are available for content viewing, and secondary research into product reviews was necessary to examine how different streaming services affect their users. In Canada, there are at least three well-known streaming services, including Netflix, Prime Video, and Disney Plus. One of the top positive reviews mentions that Netflix is an amazing source of entertainment, however, the user mentions that they need to spend at least more than 25 minutes before watching a movie because there is a lack of organization of content and the user is expected to know what the movie is all about (NetflixReviews, 2022). The top critical review of this streaming service mentions that Netflix is a business model that is failing because they are charging their customers more, and there are a lot of connection errors appearing on their

different devices which causes them to switch to other platforms such as Prime Video (NetflixReviews, 2022). The majority of the recent reviews have been criticizing the service due to its increased subscription prices, and horrible customer service (NetflixReviews, 2022). This source demonstrates that Netflix received a rating of 3.94 stars out of 5 in terms of service, value, returns, and quantity (NetflixReviews, 2022).

Prime Video had a high number of positive reviews from customers as a lot of them stated that it has a variety of content including classic shows, cartoons, and movies to watch (Customer Reviews: Prime Video, n.d). Many channels are from cable tv for users to watch, and a subscription to amazon prime also provides shopping benefits. However, some of the critical reviews mention that it lacks customization as there isn't an option to set up different profiles for other household members with their preferences (Customer Reviews: Prime Video, n.d). Users were unhappy to learn that they must purchase subscriptions separately for several movies and shows after finally discovering some content to watch (Customer Reviews: Prime Video, n.d). Overall, the streaming service received a 4.4 out of 5.

Disney Plus is a streaming platform with a low monthly fee in comparison to other platforms, however, it only contains exclusive Disney content. Some of the critical reviews have stated that the platform has charged them twice after paying for certain content and being unable to watch it again (Disney Plus Reviews, n.d.). The service reviews also claim that the platform removes many movies, increases their subscription rates, and contains errors when attempting to download certain films or shows (Disney Plus Reviews, n.d.). Despite having a reliable internet connection, one user is unable to watch any content without buffering or error messages interfering with their experience (Disney Plus Reviews, n.d.). A variety of fantastic series and movies for viewers of all ages are available, the user interface is simple to use, and the platform's price is fair considering the volume of content it offers, according to user reviews (Disney Plus Reviews, n.d.). The service received a rating of 3.9 out of 5 from the customer reviews.

## **Primary Research**

Our primary research was conducted using two techniques for this study. After looking into our secondary research stage, we have realized that a key problem for our users is their lack of time when it comes to viewing content. That is why going forward most of our research ascertains that issue through our primary research (Wang, 2022). We will try to delve into active participants and validate why their search for content comes to a halt even with the massive selection at their disposal. Streaming content has been made easier for users since the start of speedier internet connections and an abundance of media streaming devices, this has declined the need for traditional cable (The Best Video Streaming Services for 2022). However, there is still an issue of users declining their need to stream content. We have created a small sample study of users to understand why there is a failure when it comes to people not finding content to watch.

## **Research Goals and Objectives**

Our research sought to determine why there is a user pain point when searching for content. The context of this study involves the idea that the vast majority of people struggle to watch television. The problem is that they can have an overwhelming amount of content on their streaming service and still find nothing to watch. Our research aims to determine why this is an issue for our users and to collect potential solutions.

The objective of this study is trying to gather specific pain points from participants. Our inquiries revolve around the types of users who watch and subscribe to streaming services. If their hobbies, work, or school life interferes with their watching habits. Our study also tries to delve into which streaming services participants subscribe to and how long it takes them to find content to watch. Other objectives of our research include determining whether users value watching movies and TV shows as part of their daily routine. Whether they are able to garner interest when it comes to watching something they like as well.

This study conducts mixed research using both qualitative and quantitative data collection to answer all the questions when it comes to user-watching patterns and understanding user pain points.

## Methods of Data Gathering

The two research methods that we used for this study were interviewing and surveying our participants. The interview was part of our qualitative research with a small group of eight. While the survey was part of our quantitative research. Our method tried to incorporate a mixed method of research where we tried to find a middle continuum.

The survey, which was part of our qualitative approach, attempted to explore and comprehend the groups numerically (Creswell,2014). We developed questions, procedures and data collection methods to better understand how our users spent their time. Our study primarily targeted mostly 18 to 24-year-olds who are either still in school or recent graduates starting their careers. To better understand the different types of users that use streaming services, we conducted research based on their personality types, hobbies, and how they spend their time. Trying to understand what gives them more value for their time helps us to scope why users give up trying to engage with content [see Appendix]. The surveys have noticed that groups mostly do not have time and spend their leisure time on social media. For example, we have noticed that when users cannot find a movie/tv show to watch, they will use Tiktok, Youtube or Instagram to browse instead [Refer to Appendix figure 1]. An overwhelming majority will find another medium of video such as Youtube or Tiktok as their source of entertainment.

Our survey was able to get responses from 80 people from which 38 to 47 users responded to using social media as their alternative source of content when they abandon trying to search for content. Other questions that we asked when trying to collect data were looking into how many people own streaming services, the number of streaming services they are subscribed to and why they chose the specific brand of streaming service. An overwhelming majority of participants are subscribed to Netflix [ See Appendix C, Figure 1] and half of our participants own two subscriptions [See appendix C, figure 2]. Another important survey result we have noticed when it comes to our participants is how they search for content, how much time they spend watching movies and television shows and when they get time throughout their day to watch media. We have noticed that an overwhelming majority of users get to watch their shows and movies at the end of their work day or when they are eating [Refer to Appendix D figure 1]. They also browse to search content for a maximum of 30 minutes [see Appendix D, figure 2].



The interview was part of a qualitative data-gathering process. We chose an interview process as part of our primary research to understand the human problem of finding new content. Interviewing individuals helped bring general themes and problems when it came to our data. We were able to interpret the problem in a flexible structure by engaging with our participants and why they did not find it important to spend their leisure time finding content. It also gave us a more complex problem to our situation which is, that an overwhelming majority of our interviewers did not find value in spending their time watching movies and tv shows. Participants' everyday routines were one of the subjects that were explored and were crucial to our study. We observed that the majority of the interviewees spend their days studying, using social media, exercising, reading, and viewing material.

We also noticed that when users cannot find something to watch, their other leisure activity would be browsing youtube videos if they have an ample amount of time. When it comes to watching television, the interviewees typically want to spend their time attempting to relax after a long day at work. They do not see the significance of wasting their free time trying to obsess over finding stuff to watch. Despite the seemingly limitless options on a streaming service, consumers are unable to engage with platforms unless the content they want to watch is widely discussed among their peers, widely covered by the media, or somehow appeals to them. Users generally have little trouble finding stuff to view; in fact, we frequently observe that participants have a lot of content they wish to watch. However, the issue is that most of the time, users are not able to commit to a single title, unless it is heavily emphasized on social media, youtube advertising or if popularity has risen. They find that spending time on social media or other video platforms, where information is already continuously tailored to user interests, involves less work. The general issue appears to be that users would rather commit their time to activities that make them feel more relaxed.

## **Participants & Recruitment**

This research had awareness of the bias of the recruiting process, and we are aware that the selected participant for the research is only a sample size. They do not represent the general audience and subscribers of streaming services. The participants were able to arrange a time and participate in this study. They also expressed interest due to the affiliation they had with our

group. They are all undergraduates mostly from the University of Toronto, there may be some overlap in their schedules, interests, and streaming habits.

A screener survey was required for hiring, and it was a broad inquiry designed to learn about our candidate experience. We were able to quickly recognize the representative target audience's lack of visual or auditory impairments fast, which makes their streaming experience simpler. We excluded anyone who also did not have a subscription to any streaming channels for our interview as they would not be a good candidate to get further insights from.

Biased sampling within our study was something we had to consider. When sending out surveys, we noticed that most participants finished their survey within 1 to 2 minutes, which could skew some of the results since the users did not sit through the questions to be answered quickly. The survey was unmoderated and thus it did not give insight into the settings and how honest the responses were (World Leaders in Research-Based User Experience, Recruiting and screening candidates for user research projects).

### **Data Collection process**

As part of the research approach, we stepped into this study with broad assumptions such as trying to delve into user time and how they spend it. We have also made assumptions onto our users such as owning subscription channels, and the fact that most students and young adults spend their time watching movies and tv shows.

When creating our survey questions, we made sure to seek user consent and whether they are willing to reveal their information. The survey was short with about 22 questions, and it took participants 2 to 5 minutes to answer all the questions. The ability to create graphs and charts outlining user responses on Google forms provides us with a useful visual aid for comprehending the statistics of the data. Each of the five students in our study group was tasked with locating 15 to 20 respondents for the survey. We distributed our survey over social media, sent it to friends and family and requested assistance from our peers by asking them to share the surveys on Instagram stories.

The preparation for interviews required us to make a consent form detailing what our studies involve. We included the purpose of our study, gave context as to how the research is a study conducted by CCT477: UX research course and had a screening process. The interview process involved a consent form which we created through 'Google form'. It was noted to the interviewees that we are trying to understand the user experience and why they have difficulty finding content. Our screening process for the interview involved 3 basic outlines which were just trying to see if the participant is willing to partake in our study and whether they have any visual or auditory impairment. Users with impairments would not be eligible for our study because it mainly relies on watching content, which calls for both visual and auditory abilities. We asked our peers to participate in these interviews either in person or over the phone.

## **Key Findings**

The relevant key findings for this paper would be that after looking through secondary research we came to the conclusion that the easiest, most convenient method of gathering data would be through surveying users to gather quantitative data and interviewing participants to understand the raw statistics of our survey.

- Our research goal was to understand user pain points of searching content and came to a conclusion that generally that users do not have the time to search for something new to watch and they also do not find streaming content as valuable as watching Youtube videos or scrolling through social media.
- Our survey captured the data of mostly 18 to 24-year-olds where we noticed: that users have a busy schedule and they mostly get time to watch content at the end of their work day or when they are eating food. Users also mostly spend their time on social media or other video platforms such as TikTok or Youtube when they give up on trying to find content to watch on streaming services.
- Our interview has given us insight that users want to spend their time relaxing when they use streaming services and when they cannot find something to watch, the task does not pertain to them. They will only consider it worthwhile when specific films or television shows have gained enormous popularity on social media or among their peers.

## Themes

When analyzing the data we have collected through our interviews and surveys, we have come up with an ideal persona that will illustrate our typical user. The Persona we have created is of a student named Olivia [See Appendix E, Figure 1] and she embodies the data collected from our interviews and survey. Some of the frustrations illustrated in this persona are those that have been mentioned and highlighted in our research. These frustrations will act as pain points and will be the driving force in the next stage of our project, as it is our goal to satisfy our users and try our best to eliminate these pain points. Our qualitative research was mainly consistent and thus collecting that data and incorporating it within our persona gives us a clear understanding of our typical user.

On the other hand, the empathy map we have created for our ideal user Olivia [See Appendix E, Figure 2] is heavily reliant on the responses we have gathered from our interviews. The data included in the empathy map is derived directly from our participants and their answers to our interview questions. Creating connections between what a user does, says, feels and thinks in regard to subscription services and watching content helps us in understating the user on a more personal and deeper level and thus it goes beyond the quantitative data we have collected from our survey.

## Next Steps

After gathering data from potential users and classifying them as necessary, we can start considering the best ways to fix the recurring pain points that users seem to experience in relation to watching content on streaming services. The primary and secondary research we have acquired has illustrated the need for an all-in-one platform that decreases the time users spend when looking for content to watch or choosing which streaming service to subscribe to. The purpose of this platform is to help users in finding all the answers they need, it might be reviewers for various tv shows and films, information about where to find content, and perhaps an additional choice for users that are cost-conscious, thus highlighting which streaming service is the most affordable for them based on their interest. Finally, customizing this platform will aim in eliminating unique pain points that each user might have.

If streaming services want more viewership and get more users to watch content, they would need to invest a lot of time into promoting their content. They would need to utilize features such as SEO to their advantage and as well as keep streaming into a high quality. While these strategy implementations could garner more viewership (*11 ways to significantly increase live viewers* 2022). It would be more resourceful for streaming platforms to try to understand their audiences. They need to create value when it comes to content creation, that way, users could feel like spending their time to find a show or movie will be worth their time and create an adequate entertainment source.

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## **Appendixes**

### Recruitment Screeners

Before we start collecting data we need to recruit participants by using a recruitment screener and see who is eligible for this study.

We created 3 questions that would make them qualify to participate.

The following link, will lead to the recruitment questions:

[https://docs.google.com/document/d/1o3Au\\_roJXKrLKy12g0EKOvTkQjLfOjfTYDt5Cd-0Ilg/e/dit?usp=sharing](https://docs.google.com/document/d/1o3Au_roJXKrLKy12g0EKOvTkQjLfOjfTYDt5Cd-0Ilg/e/dit?usp=sharing)

### Consent forms

Once we found eligible people then we would have them fill out the forms.

This form contains important information, such as asking their permission to use their information for our study. While the data they give us will be anonymized. We would also explain our method of study and they were allowed to leave the project anytime they wish.

Using google forms we send out the people who are allow to participate or we use a printed version to get their consent. :

[https://docs.google.com/forms/d/e/1FAIpQLSck\\_QODXfnLgsr\\_L1ZBP1glk9G\\_IDhIN9GDkYeR1YyDtbAV6A/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSck_QODXfnLgsr_L1ZBP1glk9G_IDhIN9GDkYeR1YyDtbAV6A/viewform?usp=sf_link)

Pdf version:

<https://drive.google.com/file/d/1Wa7WR8R707XvtYKmubYgmedKr6S9x53N/view>

### Survey questions raw data

We ask a lot of question that would help support our problem statement

In the following there is all the raw data of important survey questions:

[Raw survey data](#)

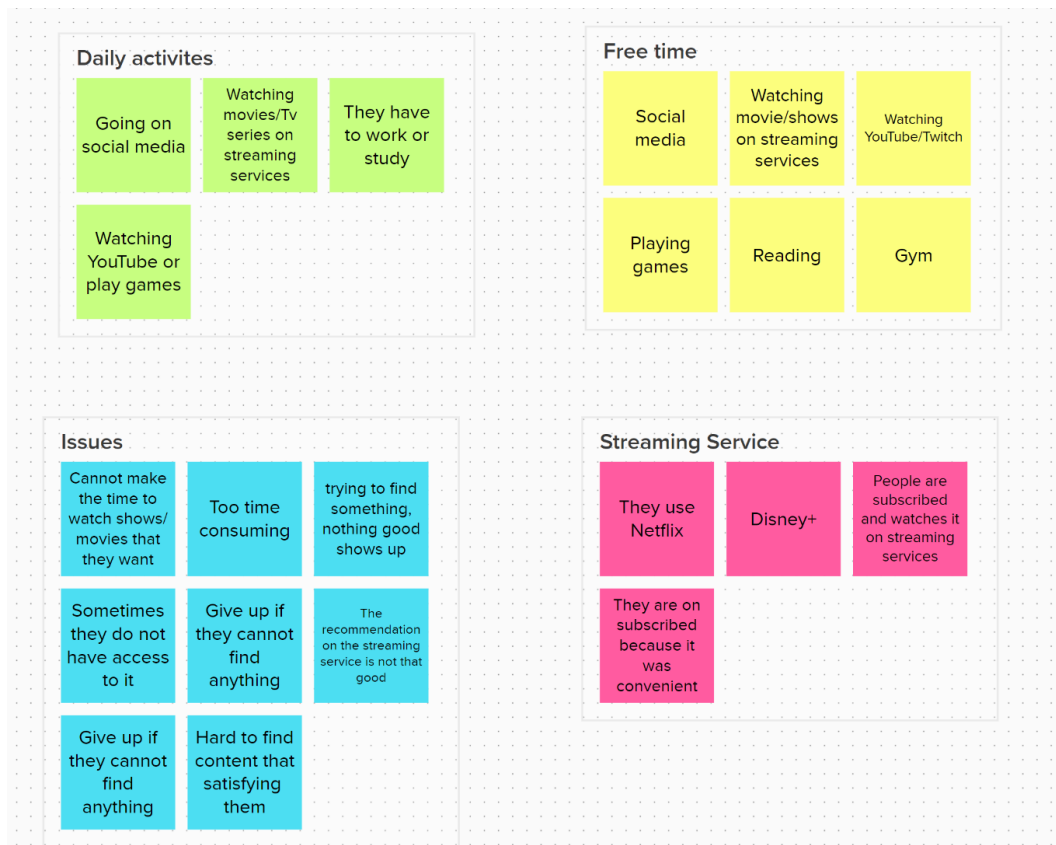
## Interview questions raw data

We created a series of questions that would help support our problem statement. In the following link is the template that we have all created and use to ask participants questions.

In the following link there is all the raw data of interview questions and responses of the participants:

[https://drive.google.com/file/d/1mQtEYrn8uri\\_PnQp9z8rme5eRv48iyY8/view](https://drive.google.com/file/d/1mQtEYrn8uri_PnQp9z8rme5eRv48iyY8/view)

## Affinity Diagram



*Figure 1: Affinity diagram of users daily activities, how users spend their free time, streaming services that are owned and issues*



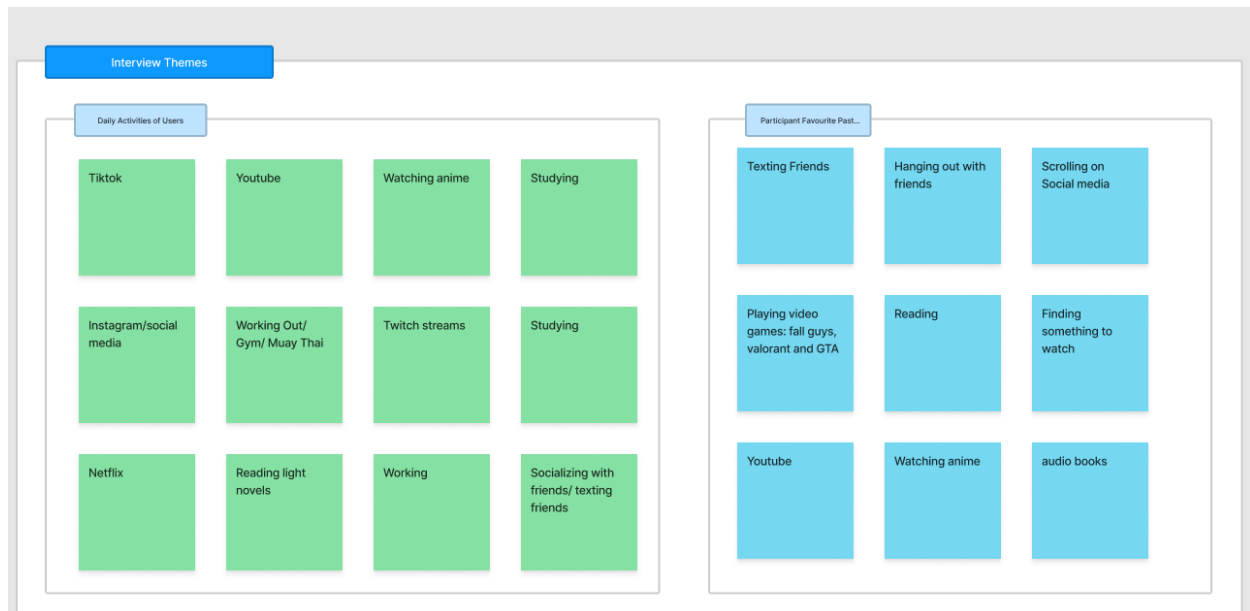


Figure 2: Interview themes on affinity diagram with what kind of activities are enjoyed by users.

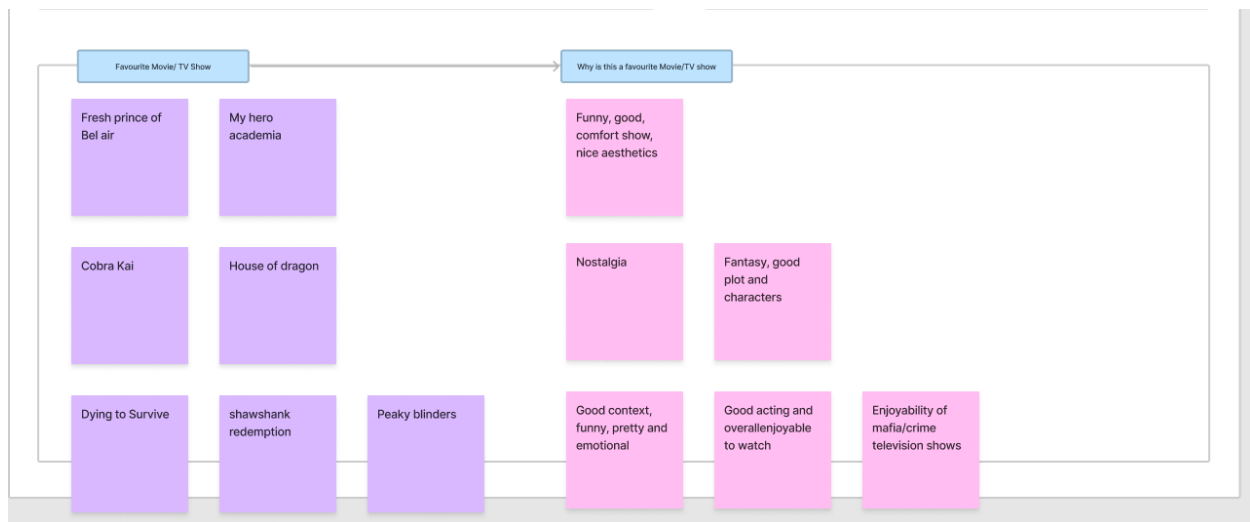


Figure 3: Users favorite movies/tv shows and reasons as to why they enjoy these.

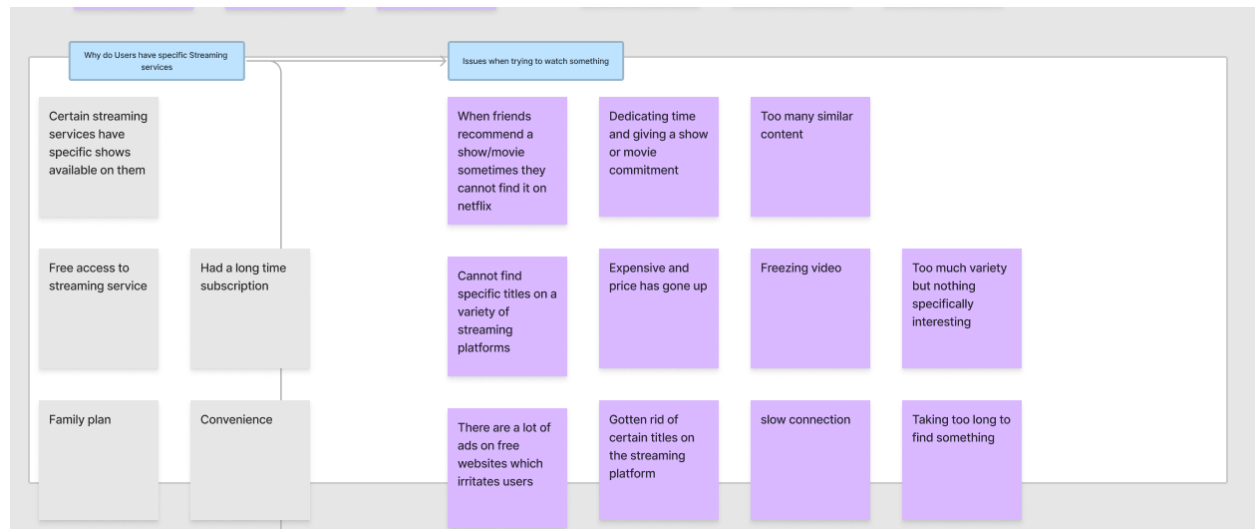


Figure 4: Reasons as to why they are subscribed to specific streaming services and why there was issues with their streaming services on the affinity diagram.

## Appendix A

How old are you? \*

☐ 14-17

☐ 18-24

☐ 25-30

☐ 30+

Figure 1: This image refers to participants age on the survey.

### Personality \*

- ☐ Are you an outgoing person? (Extrovert)
- ☐ Are you an indoor person? (Introvert)
- ☐ Both
- ☐ Neither

*Figure 2: This image part of the survey is referring to participant age groups*

What are your hobbies and interests?

- ☐ Learning - you like gathering knowledge
- ☐ Watching TV- watching shows and movies
- ☐ Socializing - you enjoy going out/ partying/ hanging out with friends or family
- ☐ Sports/ working out (you enjoy keeping your body active)
- ☐ Social media such as tiktok, snapchat, instagram etc
- ☐ Playing video games
- ☐ Reading and writing

*Figure 3: This image tries scopes on participant's hobbies and interests*

What do you prefer to do in your free time? \*

- ☐ Watching content on streaming services
- ☐ browse social media
- ☐ Studying
- ☐ Playing video games
- ☐ Going out with Friends
- ☐ Socializing
- ☐ Playing sports
- ☐ Gym
- ☐ Spending time with family
- ☐ Work
- ☐ Other...

Figure 4: This survey question tries to scope participant use of their free time.

## Appendix B

What do you do when you're not able to find a movie/show to watch?

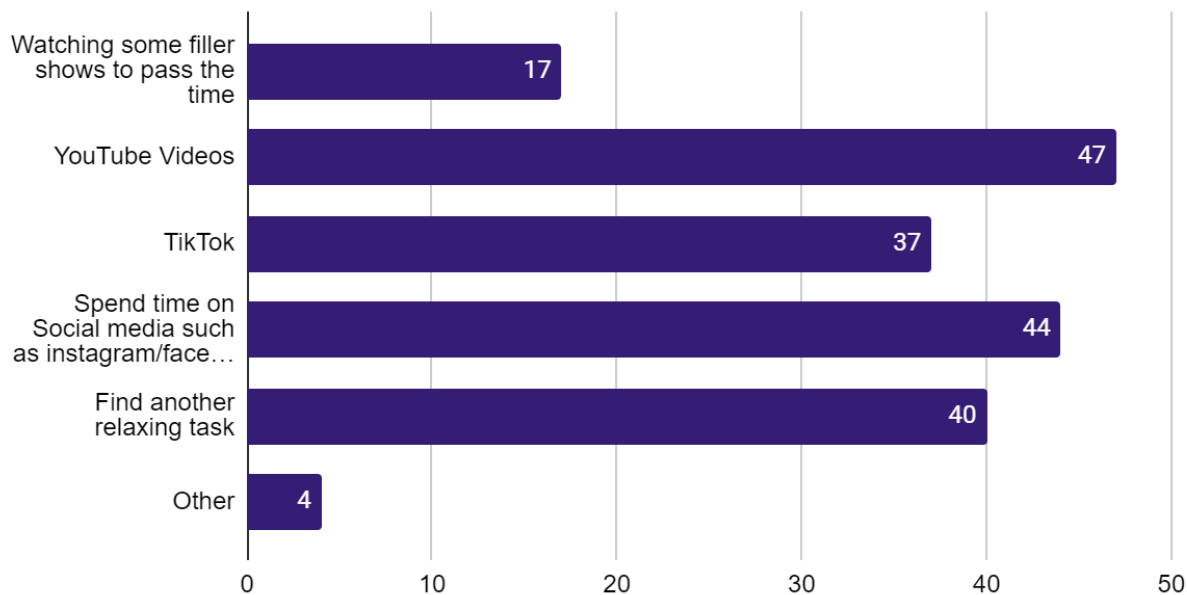


Figure 1: The image shows results on what users do with their leisure time when they are not able to find content to watch.

## Appendix C

Which of these streaming services are you subscribed to:



77 responses

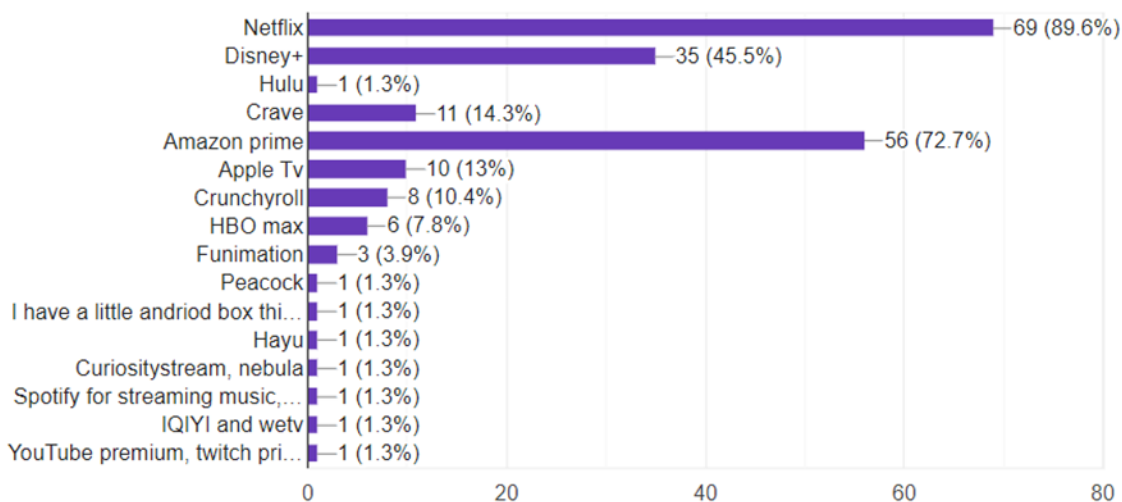


Figure 1: Survey results of the amount of participants with subscriptions to different streaming services.

How many streaming services do you have access to ? (access could be personally paid for, or provided by work/school and/or family/friends.)



80 responses

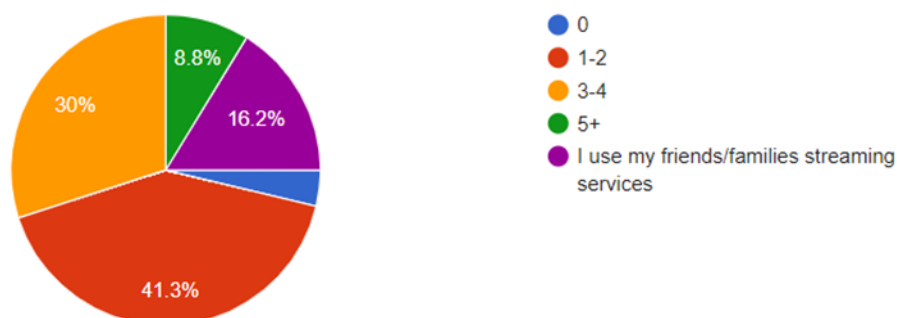


Figure 2: The survey result for the amount of subscriptions users have access to.

## Appendix D

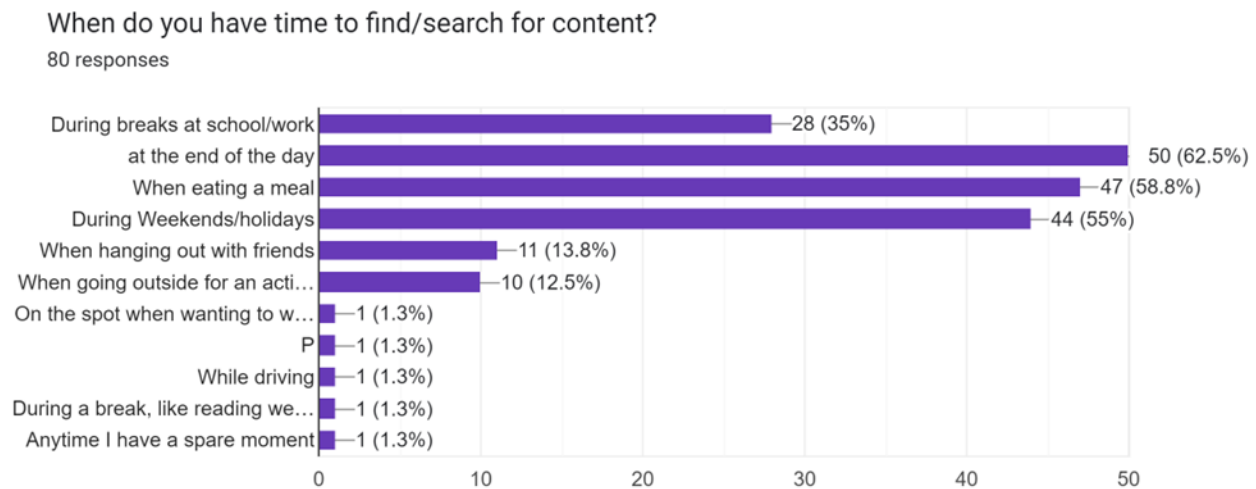


Figure 1: When users are able to find new content to watch.

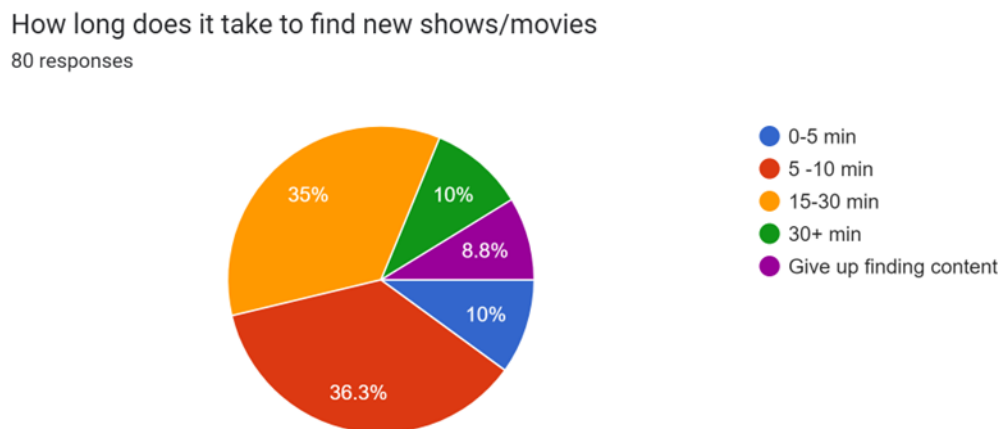


Figure 2: The amount of time it takes people to find new content or shows throughout their day.

## Appendix E

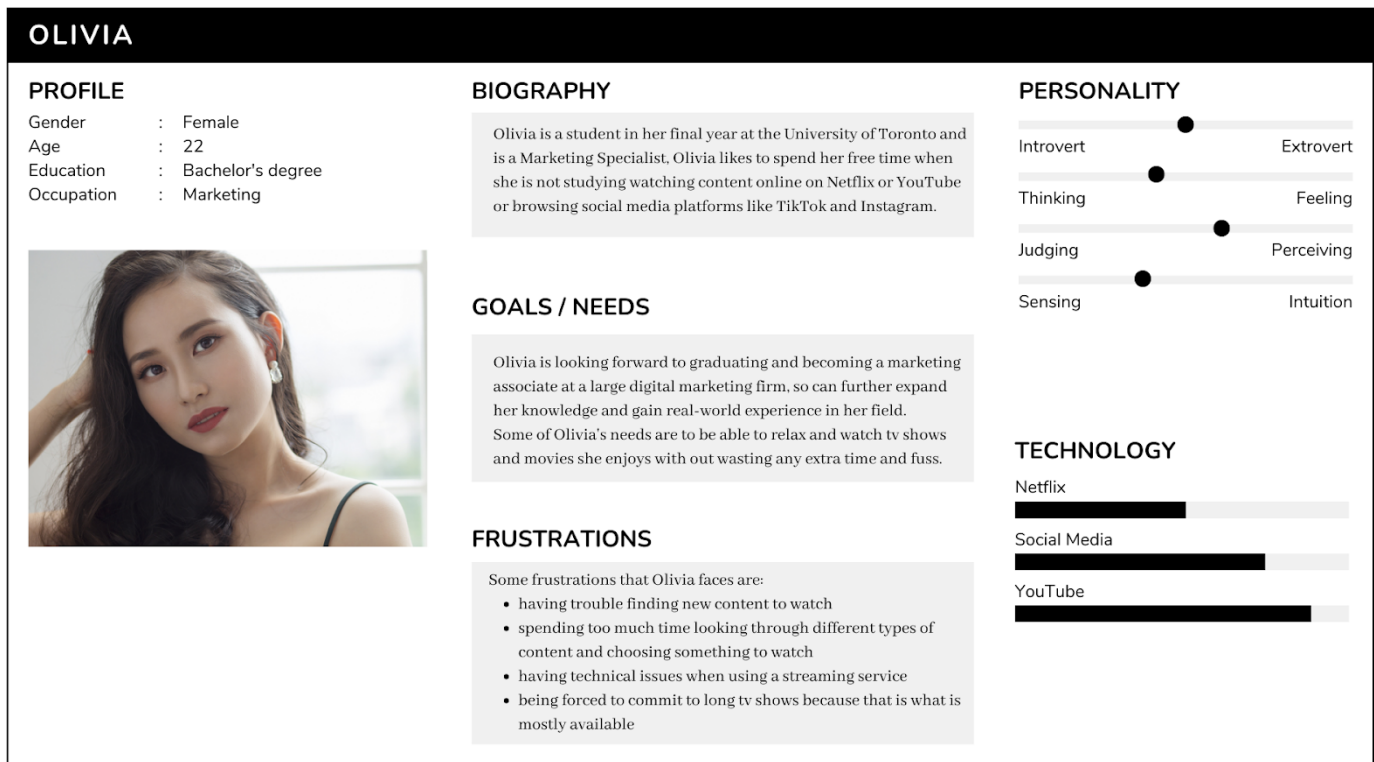
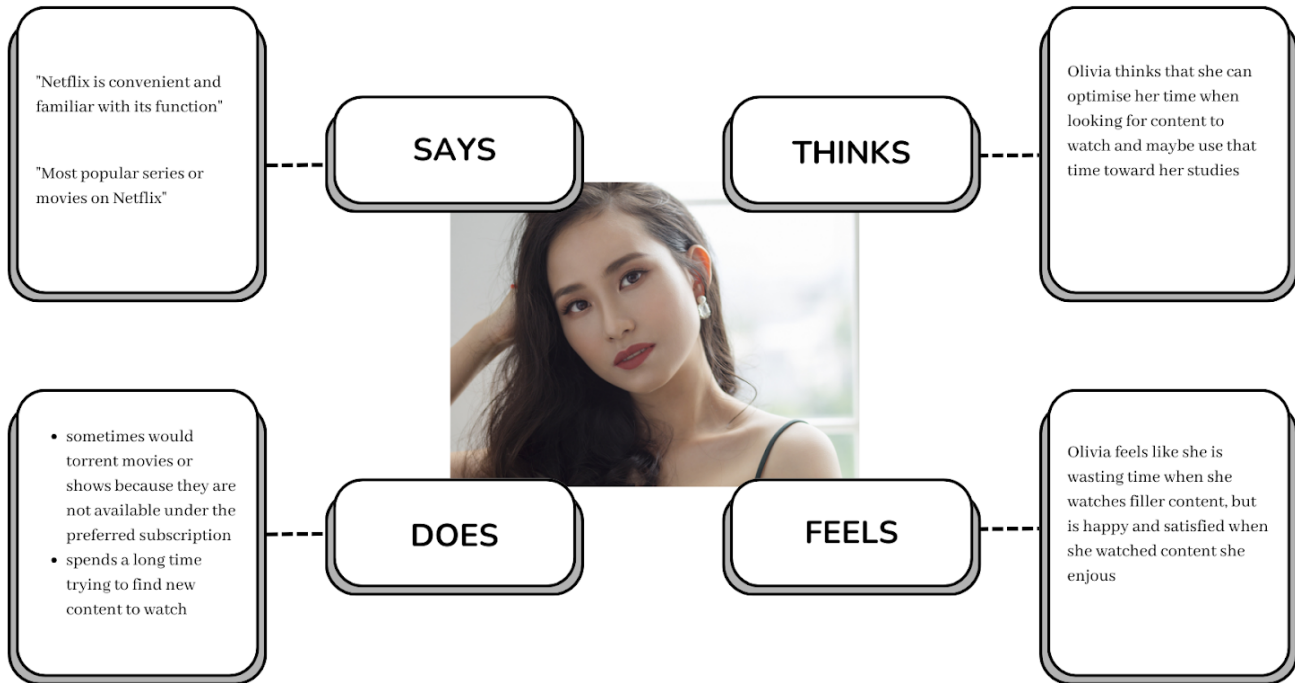


Figure 1: persona profile for our ideal user

**OLIVIA**

*Figure 2: Empathy map for our ideal user*