

# Amazon Prime Video

## Mobile & Desktop Applications



- My goal is to learn about both the Prime Video Mobile & Desktop Browsing UX to explore and find a solution for how the application can be streamlined for users with different technical experience.
- I have already considered different layouts or changes Prime Video can make to provide a better user browsing experience.

## How can we make the Prime Video Browsing more streamlined for all users, regardless of technical experience?



### Method:

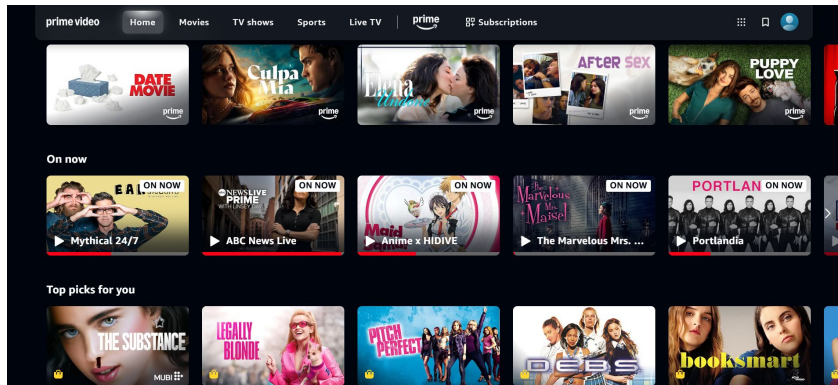
- Quantitative
  - I will send out a survey about the ease of use with Prime compared to other streaming services. I will ask about the icons, layout, browsing and communication. I will count the results are including how likely people will use Prime over other streaming services.
- Qualitative
  - I will interview people asking for their opinions on Prime Video – specifically the browsing experience as compared other streaming services.
- Sample Characteristics
  - I will collect data from Prime Video users of all ages and with different amounts of technical experience.

# Comparative Analysis

	Prime Video	Disney+	Netflix	Hulu	Max
Price (not including subscription bundles)	- \$8.99 per month (w/ ads) - \$11.89 per month (no ads)	- \$9.99 per month (w/ ads) - \$15.99 per month (no ads)	- \$7.99 per month (w/ ads) - \$17.99 per month (no ads)	- \$7.99 per month (w/ ads) - \$18.99 per month (no ads)	- \$9.99 per month (w/ ads) - \$16.99 per month (no ads)
Ease of Use	- easy to accidentally make a purchase - not streamlined for users of all ages	- browsing - communication w/ users - accidental purchases not as easy	- browsing - communication w/ users - accidental purchases not as easy	- browsing - communication w/ users - accidental purchases not as easy	- browsing - communication w/ users - accidental purchases not as easy
Aesthetics	- minimalistic	- minimalistic - clear icons/text	- minimalistic - movie posters are eye catching - clear icons/text	- minimalistic - clear icons/text - visually appealing & visual language	- Minimalistic - clear icons/text
Strengths	- content algorithm	- user browsing UX - content algorithm - categorization	- categorization - user browsing UX - content algorithm - communication with users	- user browsing UX - categorization - content algorithm - layout	- user browsing UX - categorization
Weakness	- user browsing UX - movie posters not eye catching - categorization - icons & communication	- layout - communication with users	- layout	- communication with users	- communication with users - content algorithm
Other (i only did the well known streaming services so not peacock or paramount since that is not the first one people think of)					

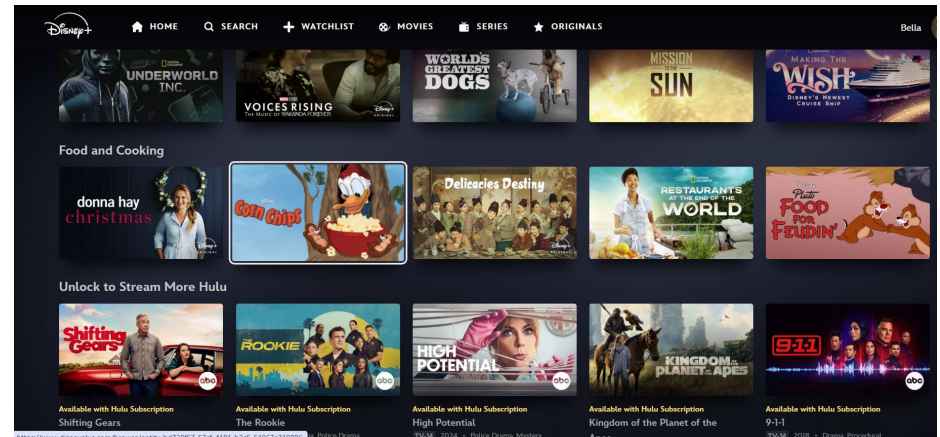
# Comparative Analysis pt. 1

## Prime Video



- The shopping bags in the corner are not visible enough
- They do not consider the color or look of the movie thumbnail
- They do not have a background or outline to easily distinguish the symbol
- This just says top picks for you which makes it seem like it is content you can watch

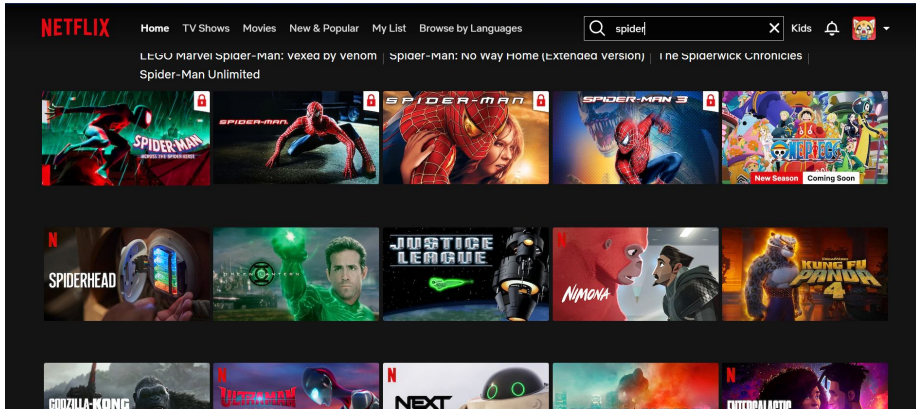
## Disney+



- This very clearly tells you to unlock more with hulu subscription (meaning you have to purchase it)

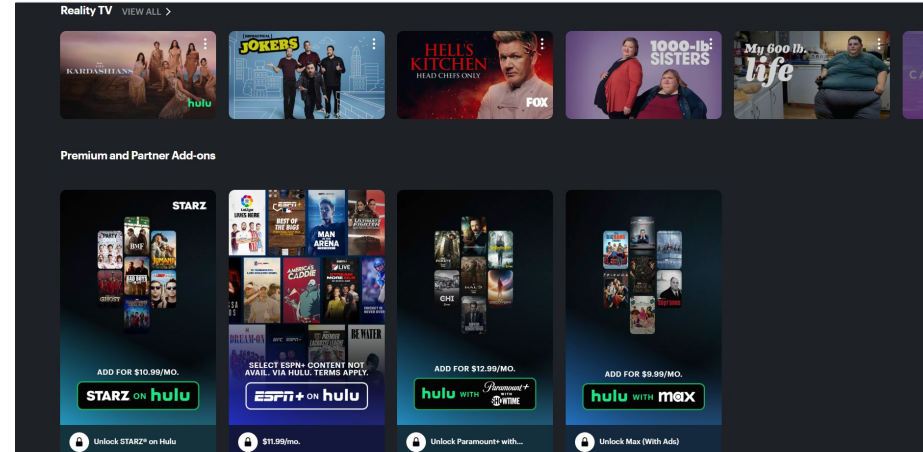
# Comparative Analysis pt. 2

## Netflix



- Netflix's premium content has a clear symbol that is unmistakable
- It has a solid background and is easily distinguishable

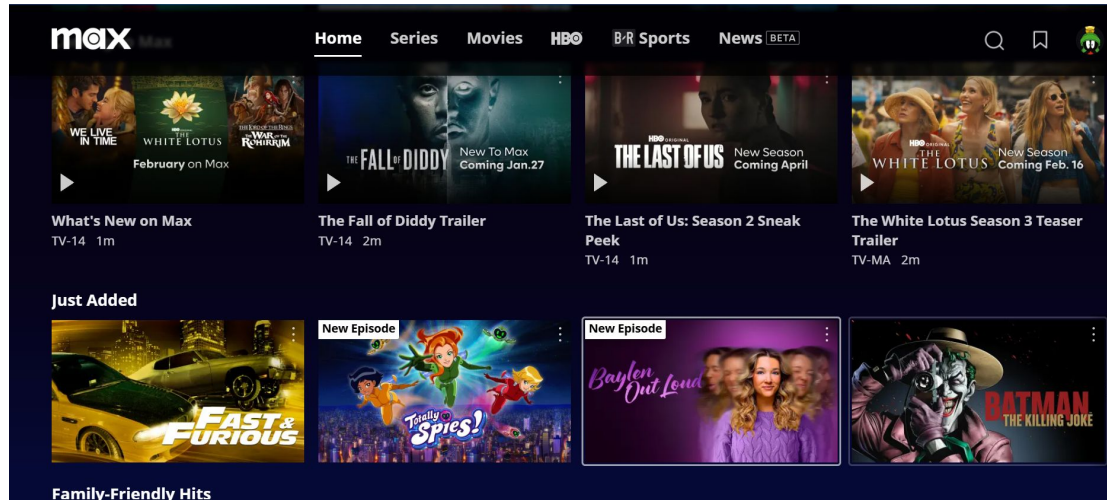
## Hulu



- Hulu's home page content does not include needed addons as a content category as you scroll
- Hulu clearly shows the bundles that are available to users

# Comparative Analysis pt. 3

## Max



- Max has a bundle but it is kept separate from the streaming services that it is bundled with
- It does not have a premium version like Netflix
- There is just the bundle, ads, and no ads version

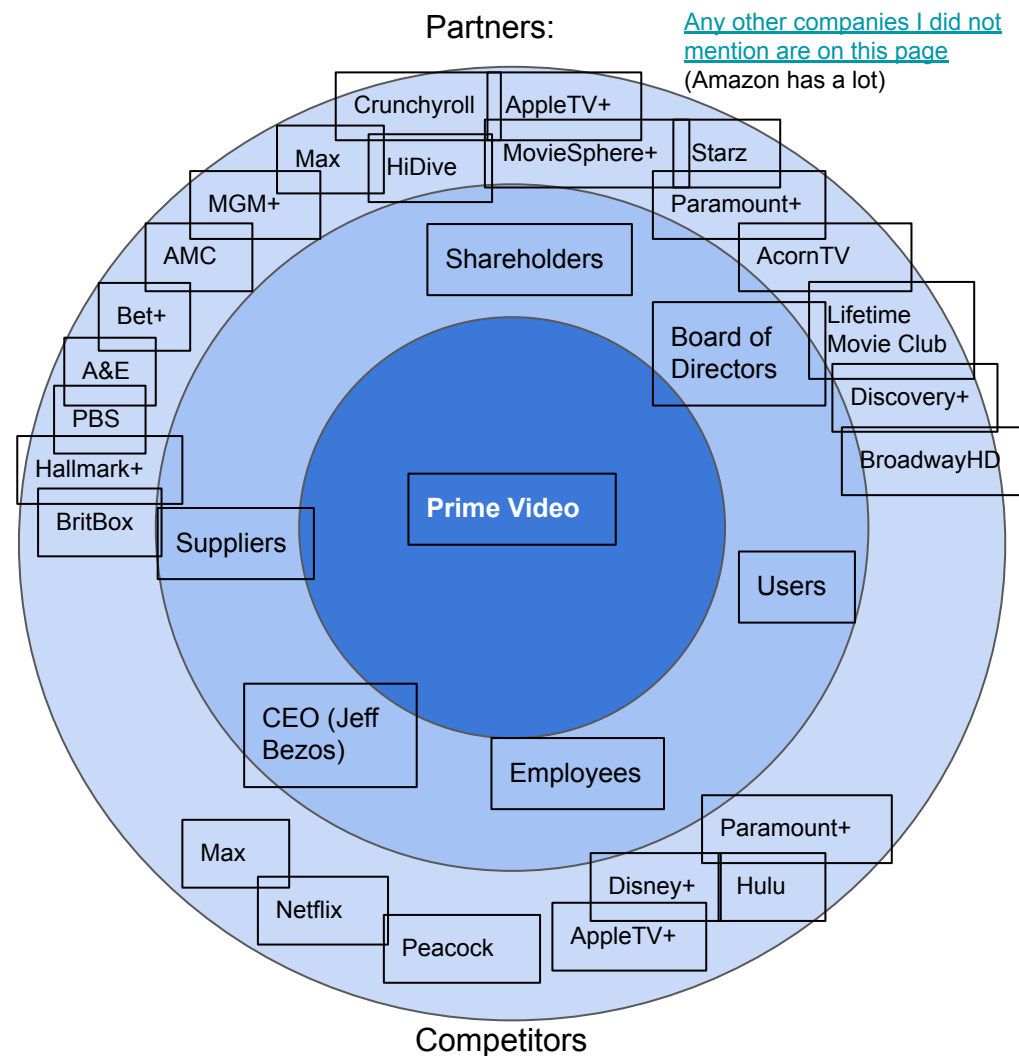
# Stakeholder Map

- **Company:** Prime Video
- **Primary Stakeholders**

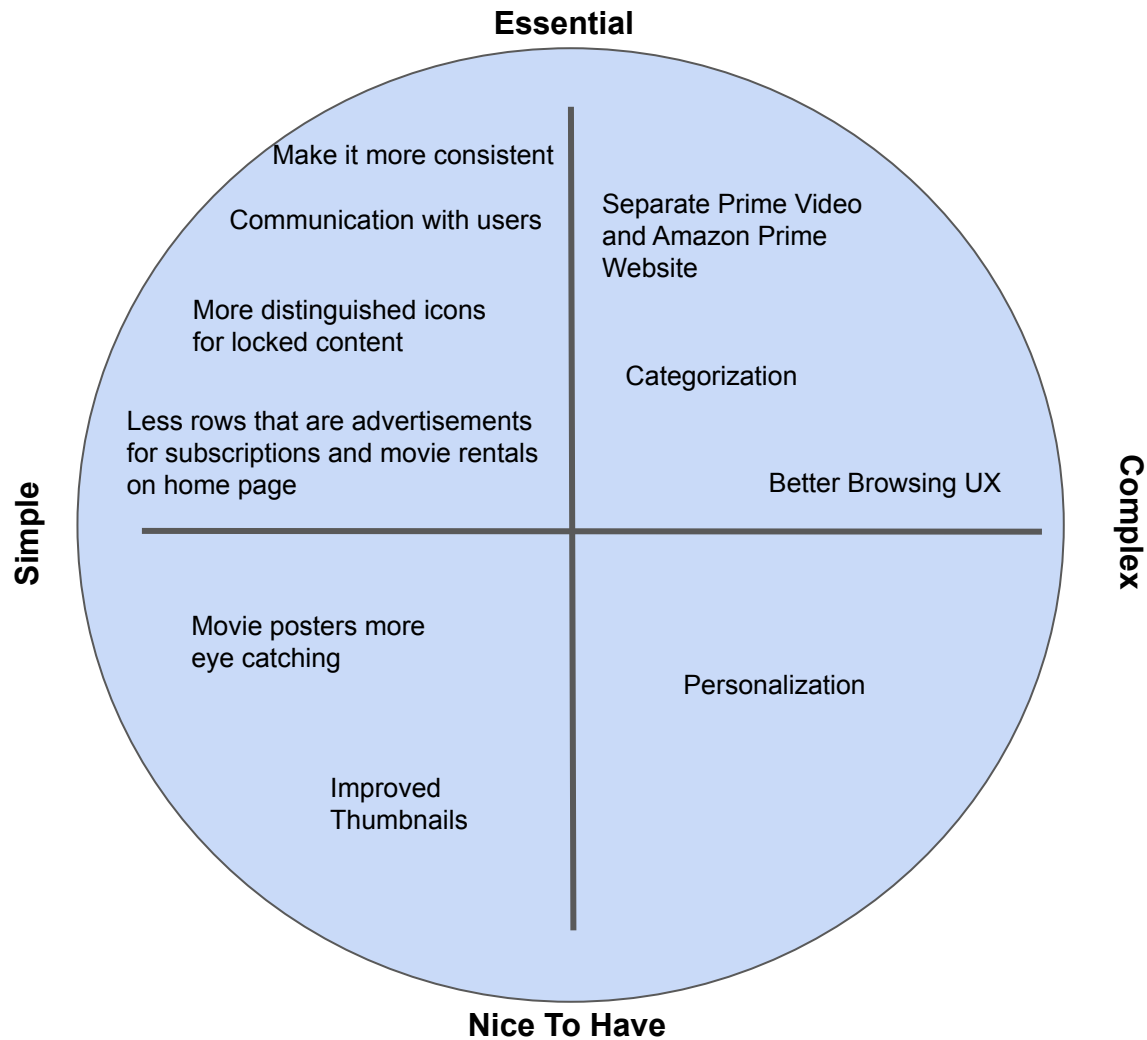
- Suppliers
- Shareholders
- Board of Directors
- CEO (Jeff Bezos)
- Employees
- Users

- **Secondary Stakeholders**

- Partners
  - Crunchyroll, AppleTV+, Max, Starz, Paramount+, A&E, AMC, HiDive, MGM+, PBS, BET+, Hallmark+, BritBox, Lifetime Movie Club, Discovery+, BroadwayHD (these are the well known ones/ones I included on the map)
  - [Any other companies I did not mention are on this page](#) (Amazon has a lot of companies that they partner for price and to keep people on one service)
- Competitors
  - Max, Netflix, Peacock, AppleTV+, Disney+, Hulu, Paramount+
- The reason Max and AppleTV+ are both competitors and Stakeholders is because they are both streaming services but they have bundles with Amazon (to make it cheaper rather than having individual subscriptions to each streaming service)



# Feature Analysis







# Amazon Prime Video



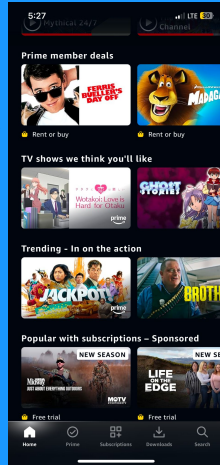
## Sequence: Finding What to Watch on Mobile

Below, are screenshots on both phone and desktop screens of Prime Video. While it is an application where there are movies and you choose one to watch, there are some issues with it that could make it better for the average user. This specifically has to do with the home and subscription page having content available to watch and content where users to buy, rent, or have a subscription. In the coming weeks, I would like to explore this and propose a solution to make browsing easier for users. Allowing Prime Video to show only what is available to the user through Amazon and subscriptions (that the user has). While, yes you can navigate to prime or subscriptions page, the home page should have both what is free through prime and free through subscriptions. Here are phone screen examples:

### 1.) Home Page

These are examples where Prime has you rent or buy content; There is a little yellow shopping bag which is how you can tell.

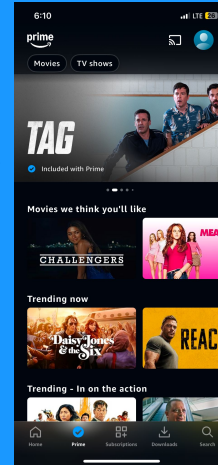
This is on the home page



### 2.) Prime Page

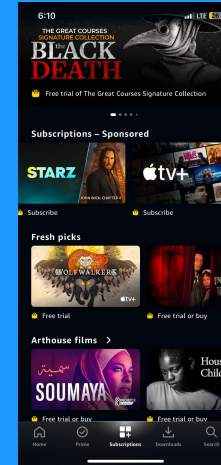
This is just the prime section. These are free, however subscriptions available to the person is not available on this page

These are examples on the homepage where it is free; The prime logo is there which is how you can tell.



### 3.) Subscriptions Page

This is just the subscriptions page. It shows all the subscriptions, rather than just the ones you have with Amazon. You'd have to click on the subscription page to go to such as Starz or Apple TV +.







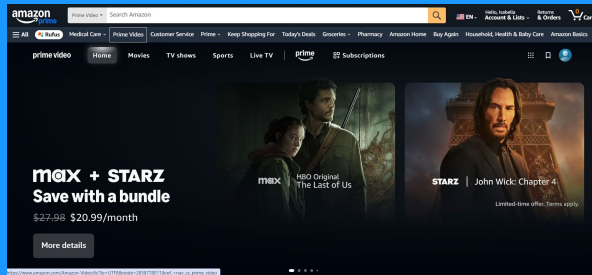
# Amazon Prime Video



## Sequence: Finding What to Watch on Desktop (pt. 1)

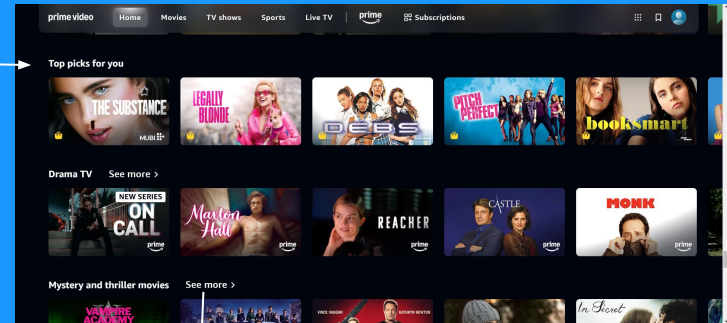
Here is an example on a desktop of specifically the subscriptions part, it is the same on mobile just smaller on mobile. I included this because I don't have any purchased subscriptions through Amazon but this shows an example of the subscriptions page (if a user has subscriptions).

### 1.) Go to Amazon Prime and select Prime Video



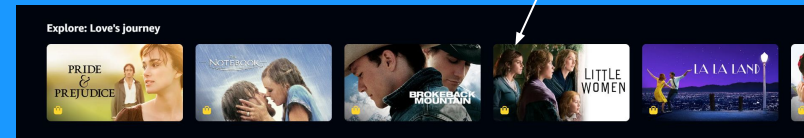
This says top picks for you, yet these all have shopping bags and could be confusing to a user

### 2.) Scroll down on Prime Video and find content



Oh no! (This is on the home page; it says to explore: love's journey but the page is all content with locked content. On top of that, some of the movies make it hard to see the little icon.)

3.) User could click on prime, however that is limited to just the content on prime; what about the subscriptions the user has?





# Amazon Prime Video

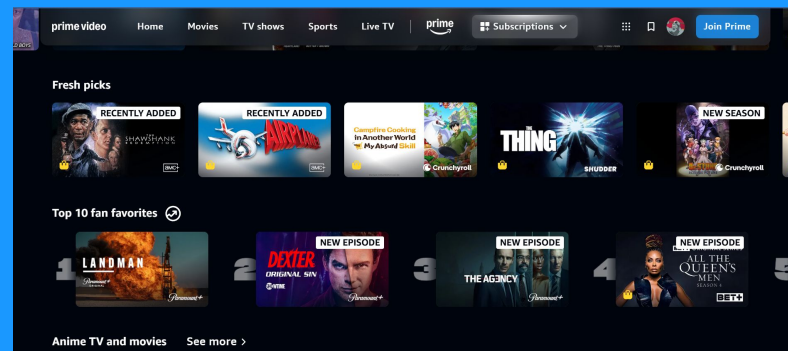
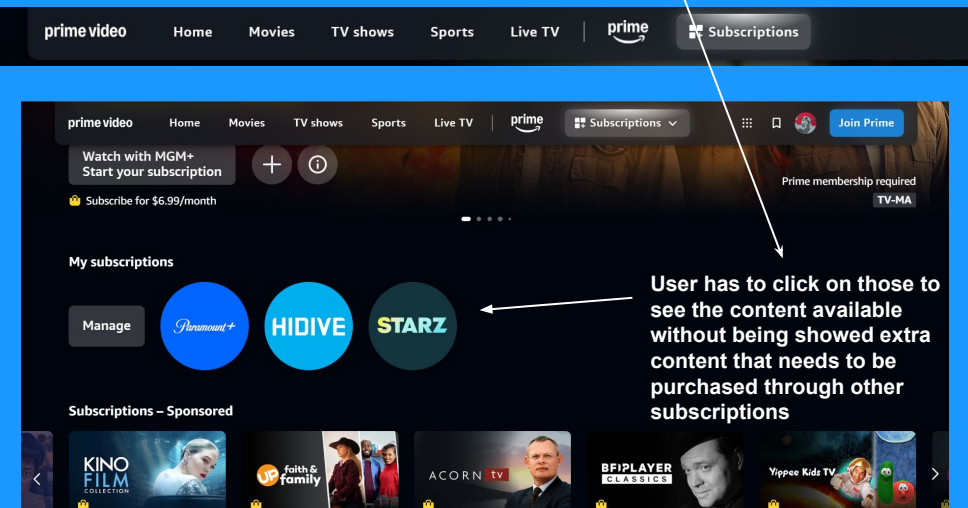


## Sequence Finding What to Watch on Desktop (pt. 2)

Here is an example on a desktop of specifically the subscriptions part, it is the same on mobile just smaller on mobile. I included this because I don't have any purchased subscriptions through Amazon but this shows an example of the subscriptions page (if an user has subscriptions).

4.) The user can go to subscriptions page. On the subscriptions page, users could click each subscription circle individually to view available content, rather than seeing it all at once if they have subscriptions.

5.) On the subscription home page, there is content the user has available with subscriptions, and confusing sections that requires the user to purchase content. There is no central page where the content shown for the user is free through Prime and Subscriptions (assuming user has subscriptions). Almost every page has a lot of rows with advertisements of content that needs to be purchased. Even this page says Fresh Picks which confusing for users who lack technical experience.



# Converting Sequence to Flow Chart

