



# UX Research Assignment 2

Prime Video User Research

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# Conducting the Research

## Prime Video User Browsing Experience

I conducted a survey targeting Amazon Prime users to assess their browsing experience. The survey focuses on understanding user interactions, navigation patterns, and overall usability of the platform.

### The Survey: Qualitative Feedback

## The Survey

Before asking participants to complete the survey, I first inquired whether they have used Prime Video or if they currently use Prime Video. Once I got that confirmation, I then asked if they could fill the survey out, explaining that it aims to assess their movie browsing experience on Prime Video. This approach ensures that the responses are relevant and come from individuals with firsthand experience using the service. I made sure to tell them their responses to it would be kept anonymous.

# Quantitative Data

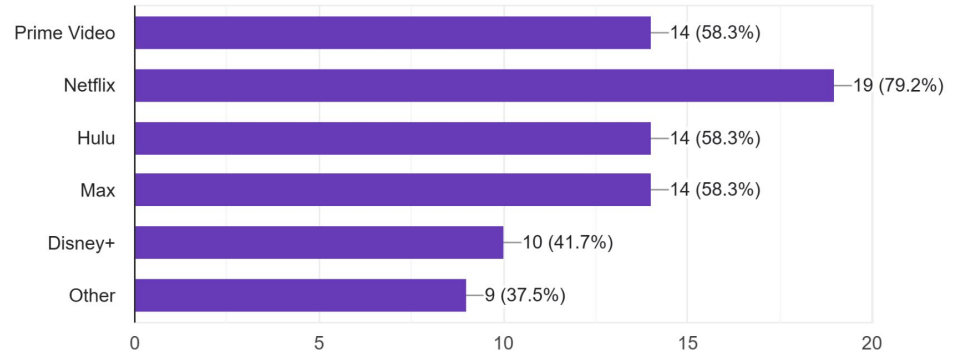
- 24 responses from previous or current Prime Users
- Variety of different ages
- 22 questions
  - name + 21 questions for data
- Survey Link:

[https://docs.google.com/forms/d/e/1FAIpQLSemeDvBCuFygCqxpjMMGj5zR6SyrnvYWRQR2hnh\\_4nWmTLQ/viewform?usp=sharing](https://docs.google.com/forms/d/e/1FAIpQLSemeDvBCuFygCqxpjMMGj5zR6SyrnvYWRQR2hnh_4nWmTLQ/viewform?usp=sharing)

# Qualitative Data Q1

- Q1: Which of the following streaming services do you use?

## Results:



This question is asking what streaming services people use. I asked them before taking the survey if they have or had experience with Prime Video. Some of them have Prime Video but don't use it as frequently because they use other streaming services more.

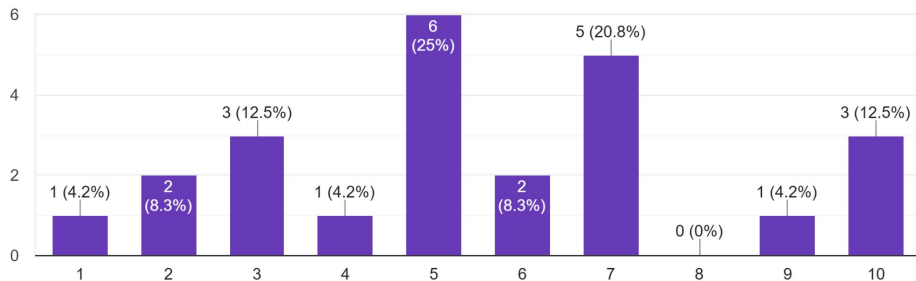
The results show that a majority of the users who took the survey use Netflix the most. With a tie in Prime, Hulu, and Max, then Disney+ and other are last. That means Netflix is the most enjoyable streaming service for the participants of the survey.

# Qualitative Data (Q2, Q4-7)

- Q2: On a scale of 1 to 10, 1 being the worst and 10 being the best, rate your experience with movie browsing on Prime Video:
- Q4: On a scale of 1 to 10, 1 being the worst and 10 being the best, rate your experience with movie browsing on Netflix:

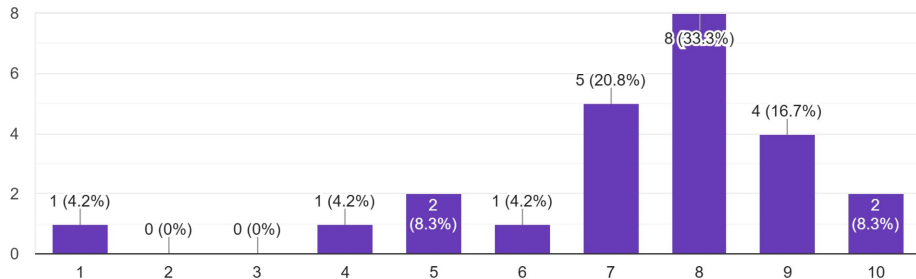
On a scale of 1 to 10, 1 being the worst and 10 being the best, rate your experience with movie browsing on Prime Video:

24 responses



On a scale of 1 to 10, 1 being the worst and 10 being the best, rate your experience with movie browsing on Netflix:

24 responses

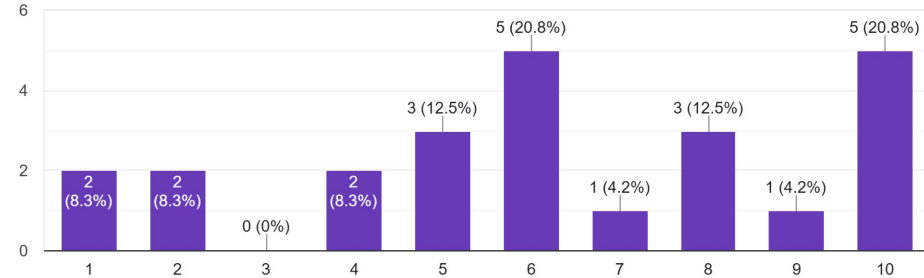


# Qualitative Data (Q2, Q4-7) Continued

- Q5: On a scale of 1 to 10, 1 being the worst and 10 being the best, rate your experience with movie browsing on Hulu:
- Q6: On a scale of 1 to 10, 1 being the worst and 10 being the best, rate your experience with movie browsing on Max:

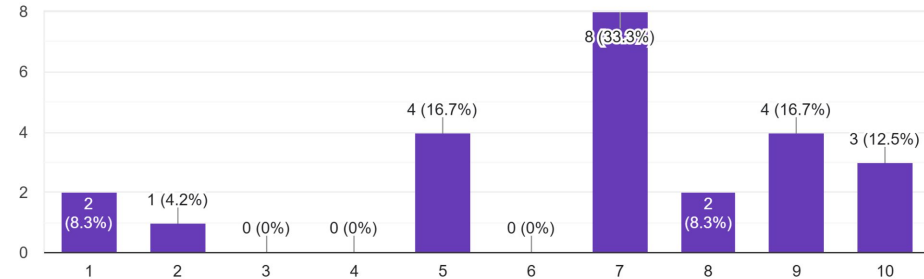
On a scale of 1 to 10, 1 being the worst and 10 being the best, rate your experience with movie browsing on Hulu:

24 responses



On a scale of 1 to 10, 1 being the worst and 10 being the best, rate your experience with movie browsing on Max:

24 responses

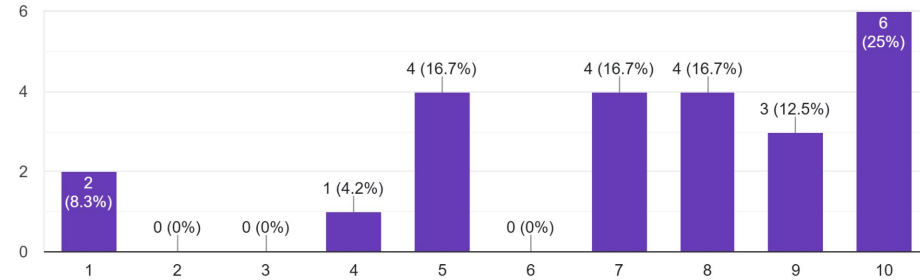


# Qualitative Data (Q2, Q4-7) Continued

- Q7: On a scale of 1 to 10, 1 being the worst and 10 being the best, rate your experience with movie browsing on Disney+:

On a scale of 1 to 10, 1 being the worst and 10 being the best, rate your experience with movie browsing on Disney+:

24 responses



# Explaining Data from Q2, Q4-7

- Based on the data above, most of the survey participants agree that Prime's movie browsing experience is not the greatest compared to other services
  - There are a total of 4 votes that rated Prime Video 9 or 10
  - Everyone else rated Prime Video at a 7 or below
  - A lot of people voted for 5 or 7 to stay in the middle
  - Several people did still vote for 1-4
- Netflix, Hulu, and Disney+ seem to have the best movie browsing experience
- Max seems to be in the middle but leaning toward positive



# Qualitative Data Q3

- Why did you give prime video this score?

- Movie browsing it ok if you are just scrolling through recommendations and not specifically searching for any specific movie or show. I have some problems with the user interface and category names and stuff, which I do talk a bit more in depth about later in the survey. But overall it is just ok
- I'm not a fan of their selection or filtering
- Fairly intuitive, but clunky.
- Sometimes I can't tell if it's free or I need to rent it or buy.
- I've never had any issues or thought about streaming on prime negatively
- They have the most options
- It pulls up a lot of stuff that isn't available to stream, like movies available to purchase, or which need a special subscription
- I dont have issues with Prime Video
- It's not my first choice when it comes to streaming
- Most of the movies I have to pay for even though I have Amazon Prime
- not cohesive
- I haven't used it much, but when i did it was alright

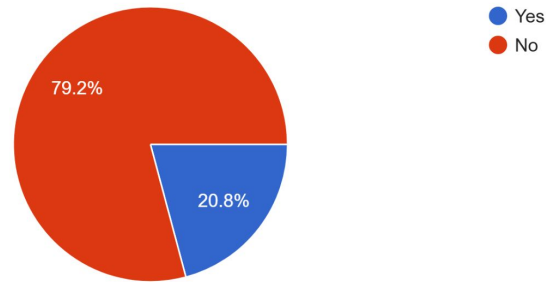
## Explanation:

Most of the survey participants gave Prime Video a rating of 7 or below for movie browsing because of issues with the UI, advertisements/excessive content to pay for, it being clunky, filtering/selections, and not being the first choice when choosing a streaming service. Some users did say it was okay to use and enjoy it. They haven't thought of specific negative things about Prime Video or other streaming services.

# Qualitative Data Q8-9

- Have you ever accidentally bought a movie on prime video?
- If the answer to the above question is yes, please describe that experience:

## Explanation:

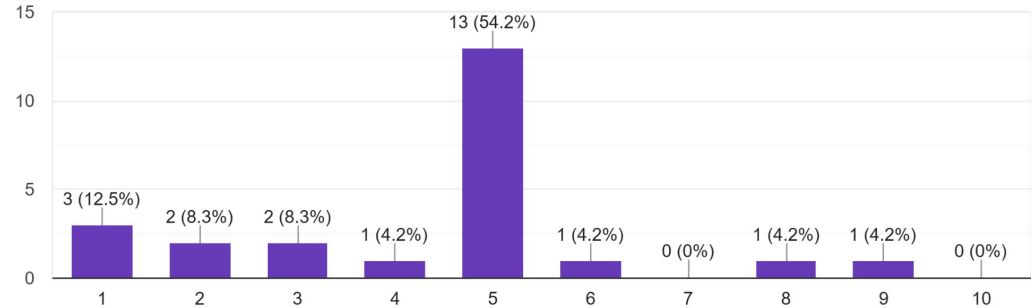


- They charge you \$3.99 and only give you a certain time to watch. I never tried to get reimbursed.
- There have been times where I thought I was getting free subscription but ended up getting charged
- Too easy to purchase things
- Bought it by mistake and was refunded

Not many of the survey participants have accidentally purchased something on Prime Video, however if I had a wider variety of ages, I think there would have been more people that said yes. 20% is still a lot and means it is still easy to make accidental purchases due to the icon being too small, not intuitive, blending in too much with the movie thumbnail or other reasons.

# Qualitative Data Q10-11

- On a scale of 1 to 10, 1 being it's terrible and 10 being it's the best, how do you feel about Prime Video's icon for locked content?
- Please describe why you feel this way about the design of Prime Video's locked content icons:



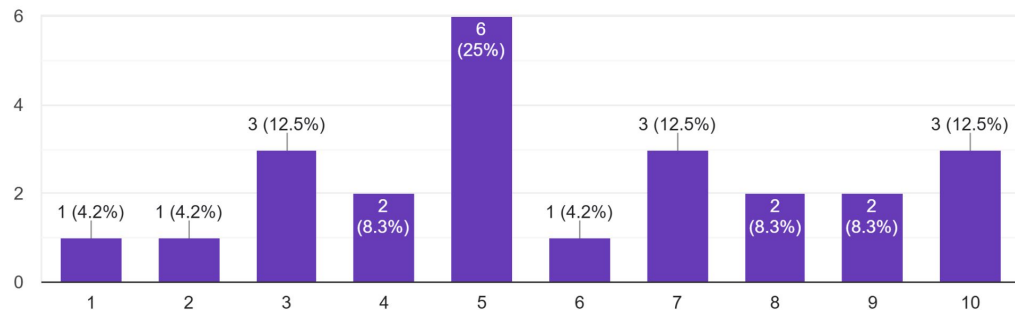
- The locked content isn't clearly distinguished from free content. It often appears in search results alongside included movies, which is misleading. There should be a more obvious indicator.
- I think it doesn't have an up to date design compared to its competitors
- too small
- I don't hate the icons but I don't love them either
- I don't have super strong feelings about it
- i don't know what that is
- Not familiar with it.

## Explanation:

I had several people say they are not familiar with it however if people were more aware of it's design I think there would lean toward not liking it. Some people didn't care or had more of a mediocre opinion of them. A couple of people did answer with the locked content isn't clearly distinguished and that there should be more obvious indicator. Even the one who mentioned they don't hate the icon, but they don't love it. Compared to Netflix or other applications, the design could be improved. The results above show that more of the users that took this survey have more of a disliking for it, with some people that feel neutral.

# Qualitative Data Q12-13

- On a scale of 1 to 10, 1 being it's terrible and 10 being it's the best, how do you feel about Prime Video's browsing user experience?
- Please describe why you feel this way about Prime Video's browsing user experience:



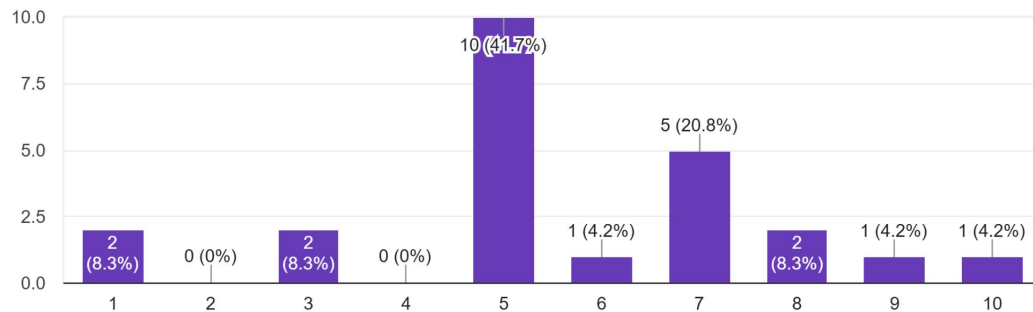
- Overall it inst terrible and is easy to navigate if you are trying to re-watch a show you have watched or are trying to find a popular show. And on mobile the search function and user experience is really nice from my own experiences. However if I am using Prime on my computer browser searching can be a lot more frustrating. If you try to search for a show it often reroutes to where you can buy the hard copies of the show or series and you sometimes have to scroll for a bit to actually find the show. That doesn't happen every time, but enough times that it can be frustrating or time consuming. And a few shows that are shown to be on Prime took long enough to find that I just gave up after a bit and chose a different show or moved to a different streaming program entirely.
- I think it could use updates
- It's messy and not user-friendly. There are too many categories, and it's hard to tell what's included with a subscription versus what needs to be purchased.
- It's not the best but I usually find what I need
- Its easy to navigate
- It lets me look up what I need to. I never thought about it.
- It's nice, a little simple looking, but it gets the job done
- I think it's relatively easy to use and browse for movies

## Explaining Data from Q12-13

Some of the participants feel decent about Prime Video user browsing experience. The results show the users feel more in the middle with the browsing experience. About half the people said it is easy to use and they don't think about the browsing experience. About half the people said it is messy, could be improved, and not the best.

# Qualitative Data Q14-15

- On a scale of 1 to 10, 1 being it's the worst and 10 being it's the best, how do you feel about Prime Video's communication with users?
- Please describe why you feel this way about Prime Video's communication with users:



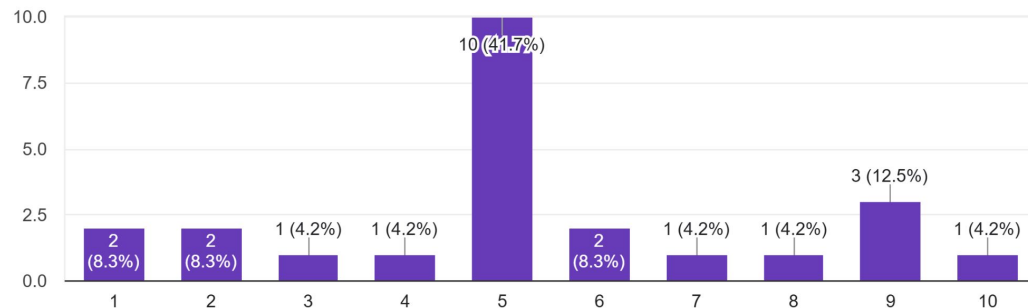
- They don't do a great job of differentiating between Prime content and paid content. It would be helpful if they were clearer about which movies are leaving soon or being added.
- I don't feel like there is much of it
- They have live agents you can talk too
- Sends a lot of emails
- I don't use this service enough to have a opinion
- I think its transparent and straight forward

## Explanation:

Most of the survey participants feel neutral or as if it does not affect them. I was hoping for more answers with if Prime Video was clear about which movies are leaving soon. I probably should have clarified that this includes if content is leaving soon or what is paid vs available without having to pay. I guess that is not something people think of as communication with users or just associate communication with users as having to talk to an agent.

# Qualitative Data Q16-17

- On a scale of 1 to 10, 1 being it's terrible and 10 being it's the best, how do you feel about Prime Video's naming conventions of the content sections?
- Please describe why you feel this way about Prime Video's naming conventions of the content sections:



- It is pretty standard for how it names sections, it does seem to repeat a lot though. I never paid much attention to it before this but I just scrolled through the sections and saw a ton that had basically the same name and made it a bit confusing on what the difference was supposed to be between them or why they didn't just make it one content section. For example there was "top 10 in the US" Then scrolled and saw "Top 10 Watched in US" and "Top Trending in the US" which all seem VERY similar as names yet all have different content. And it didn't seem to be one was for movies and one for shows, each category had a mix of genera, movies, tb shows, kids shows, and more adult focused shows. And there were a few other groups like that of similar named categories that I was confused about why they were separate yet named the same.
- They are confusing
- Some of the section titles are vague and repetitive, and sometimes the content doesn't even align with the section title. If I'm looking for a comedy, I expect movies that are genuinely funny, but the section often includes films that are scary (which I don't like) or romantic (which my fiancé isn't interested in watching).
- I have trouble finding content I like
- don't know enough

# Qualitative Data Q16-17

## Cont

- Please describe why you feel this way about Prime Video's naming conventions of the content sections:

- Descriptive, but could be better.
- They are accurately sectioned.
- I never thought about it
- It's pretty accurate
- Sometimes you see long names that are inaccurate or something like that
- I honestly just avoid browsing on Prime. I only use Prime if I know there is something specific I want to watch that is on there. Because of this I don't really have an opinion on their sections.

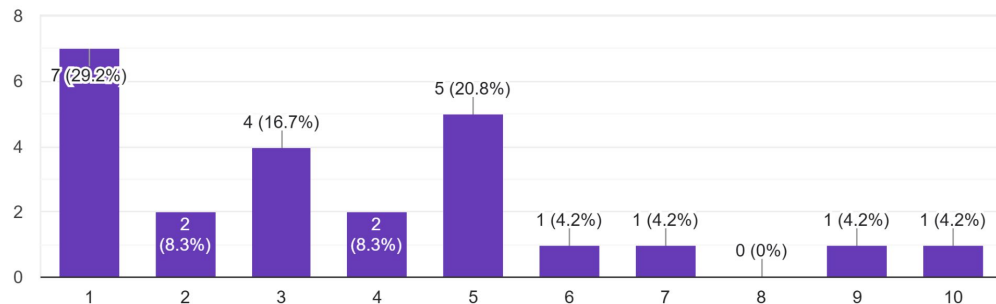
### Explanation:

Most of the data from this question shows people feeling neutral. Some people do feel like they are inaccurate, confusing, vague, or repetitive but a lot of people have never thought about it, don't know enough, or think it is accurate.



# Qualitative Data Q18-19

- On a scale of 1 to 10, 1 being it's the worst and 10 being it's the best, how do you feel about Prime Video's over-advertisement of additional items to purchase?
- Please describe why you feel this way about Prime Video's over-advertisement of additional items to purchase:



- I get really frustrated at constantly being advertised to about spending money when I am simply trying to find a specific show or something. If I search for the show on Prime Video, please show the show at least as the first result, don't keep advertising merch or hard copies of the show and making me scroll to actually find where to watch it on Prime. It is frustrating and makes the process that should be easy of finding the show and just getting to sit down and enjoy watching it more complicated. I don't tend to watch a lot of shows on Prime, I first try to find it on other streaming sites or see if friends have it or something because if I am watching a show I don't want to be advertised a ton of additional stuff that it wants me to spend money on. I have the Prime subscription, so let me watch my shows in peace.
- It's frustrating how much paid content is pushed in between the included content. I'd rather just see what's available with my subscription upfront.
- I think they have alot of ads compared to its competitors
- It feels like I'm constantly pressured to buy more stuff

# Qualitative Data Q18-19

- Please describe why you feel this way about Prime Video's over-advertisement of additional items to purchase:

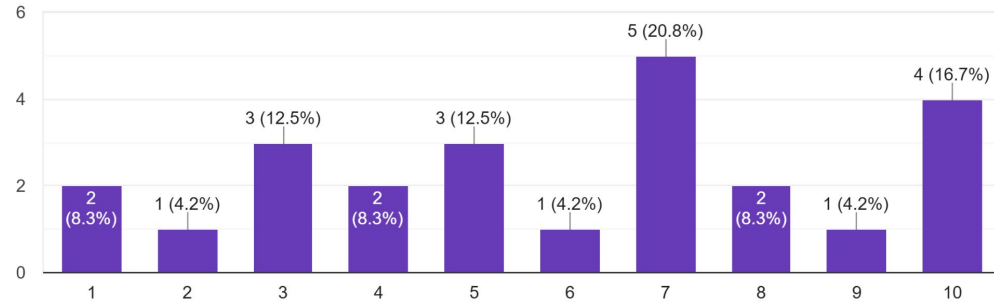
- amazon in general makes me want to buy their stuff less by proposing very okay deals
- It's a given in this world, but still annoying.
- Ads everywhere and locked content is why I dont use it often
- not cohesive to the show
- i dont like that they over advertise allot of stuff especially on amazon prime video since it was meant to be add free, they advertise their own stuff to circle back to try and make more money
- I don't see a lot of over advertisement
- This is the main reason I avoid using Prime.
- It is annoying and happens often.
- It's lame
- The fact that I already pay for the service with expectation its ad free and then get ads is frusterating.
- I am not a fan of advertisements in general
- It is excessive
- Fine not over the top

## Explanation:

A LOT of people do not like how Prime consistently shows additional items that are available if you purchase things. A couple of people said they do not think it is bad but most people are frustrated with that factor of Prime Video.

# Qualitative Data Q20-21

- On a scale of 1-10, 1 being not easy at all and 10 being easiest streaming application you've ever used, how would you rate Prime Video's ease of use?
- Please explain why you gave Prime Video that rating for ease of use:



- Prime video is pretty self explanatory.
- It for sure isn't the worst streaming application to use and navigate, but several other streaming applications that I use are easier, have less pushy advertisements, and are just overall less complicated and easier to use. It is ok overall, so I wont rate it too badly, but due to some of the issues I stated earlier in the survey I can't give it a higher rating than a 4 or maybe a 5.
- It's not very intuitive, especially compared to Netflix. It takes too many steps to find what's free, and there are too many ads for rentals and purchases.
- Could have better ease of access
- It's not very hard to use
- i remember it being confusing at first
- Wish that free and paid options were more segregated.
- It's easy to use but feels deceitful like they're trying to always get you to spend more money

# Qualitative Data Q20-21

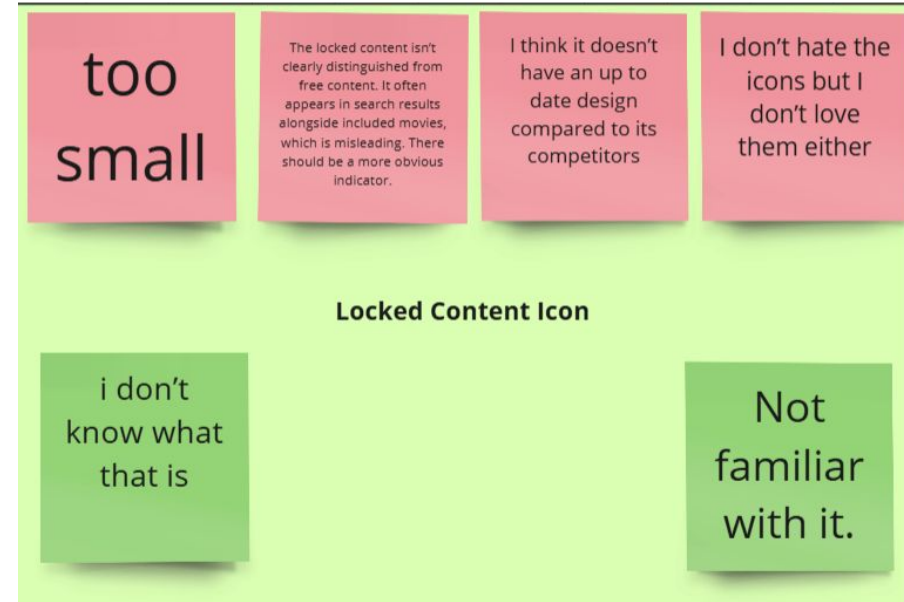
- Please explain why you gave Prime Video that rating for ease of use:

- easy enough not user friendly.
- Same answer. Too easy to get confused by what is actually available to watch.
- it is very easy to find what movie I want to watch
- It's super easy to use and doesn't give me issues
- It's fairly good
- It's fine!
- I can easily find what I am looking for and generally is able to recognize and categorize my interests and what I want to watch with accurate recommendations
- Netflix is easier
- It is generally pretty easy to use

## Explanation:

Most people find Prime Video easy to use. A couple of people said it is not easy to use because it is hard to find what is actually available vs what is paid content. Based on results most people do find it easy to use although I don't think they consider things such as naming conventions of content or locked content icons. Some people think that Netflix and other competitors are easier to use than Prime Video due to the fact that things are more clear. My results for this question are definitely mixed though.

# Affinity Diagram (planning)



# Affinity Diagram (planning)

Some of the section titles are vague and repetitive, and sometimes the content doesn't even align with the section title. If I'm looking for a comedy, I expect movies that are genuinely funny, but the section often includes films that are scary (which I don't like) or romantic (which my fiancé isn't interested in watching).

It is pretty standard for how it names sections. It does seem to repeat a lot though. I never paid much attention to it before this but I just scrolled through the sections and saw a ton that had basically the same name and made it a bit confusing on what the difference was supposed to be between them or why they didn't just make it one content section. For example there was "top 10 in the US" Then scrolled and saw "Top 10 Watched in US" and "Top Trending in the US" which all seem VERY similar as names yet all have different content. And it didn't seem to be one was for movies and one for shows, each category had a mix of genera, movies, tv shows, kids shows, and more adult focused shows. And there were a few other groups like that of similar named categories that I was confused about why they were separate yet named the same.

They are confusing

## Content Naming Conventions

I have trouble finding content I like

Sometimes you see long names that are inaccurate or something like that

It's pretty accurate

They are accurately sectioned.

They don't do a great job of differentiating between Prime content and paid content. It would be helpful if they were clearer about which movies are leaving soon or being added.

I don't feel like there is much of it

## Communication with Users

I think its transparent and straight forward

They have live agents you can talk too

I don't use this service enough to have a opinion

# Affinity Diagram (planning)

I get really frustrated at constantly being advertised to about spending money when I am simply trying to find a specific show or something. If I search for the show on Prime Video, please show the show at least as the first result, don't keep advertising merch or hard copies of the show and making me scroll to actually find where to watch it on Prime. It is frustrating and makes the process that should be easy of finding the show and just getting to sit down and enjoy watching it more complicated. I don't tend to watch a lot of shows on Prime, I first try to find it on other streaming sites or see if friends have it or something because if I am watching a show I don't want to be advertised a ton of additional stuff that it wants me to spend money on. I have the Prime subscription, so let me watch my shows in peace.

It's frustrating how much paid content is pushed in between the included content.

I think they have a lot of ads compared to its competitors

I'd rather just see what's available with my subscription upfront.

It is excessive

## Over-Advertisement of Additional Items to Purchase

Fine not over the top

I don't see a lot of over advertisement

This is the main reason I avoid using Prime.

It's a given in this world, but still annoying.

Movie browsing is ok if you are just scrolling through recommendations and not specifically searching for any specific movie or show. I have some problems with the user interface and category names and stuff, which I do talk a bit more in depth about later in the survey. But overall it is just ok.

I'm not a fan of their selection or filtering

It pulls up a lot of stuff that isn't available to stream, like movies available to purchase, or which need a special subscription

too many ads

Sometimes I can't tell if it's free or I need to rent it or buy.

not cohesive

## Dis/Satisfaction

Fairly intuitive, but clunky.

It's messy and not user-friendly. There are too many categories, and it's hard to tell what's included with a subscription versus what needs to be purchased.

I don't have much experience with it, and the times that I have had, sometimes I had trouble with the interface in finding how to watch a movie.

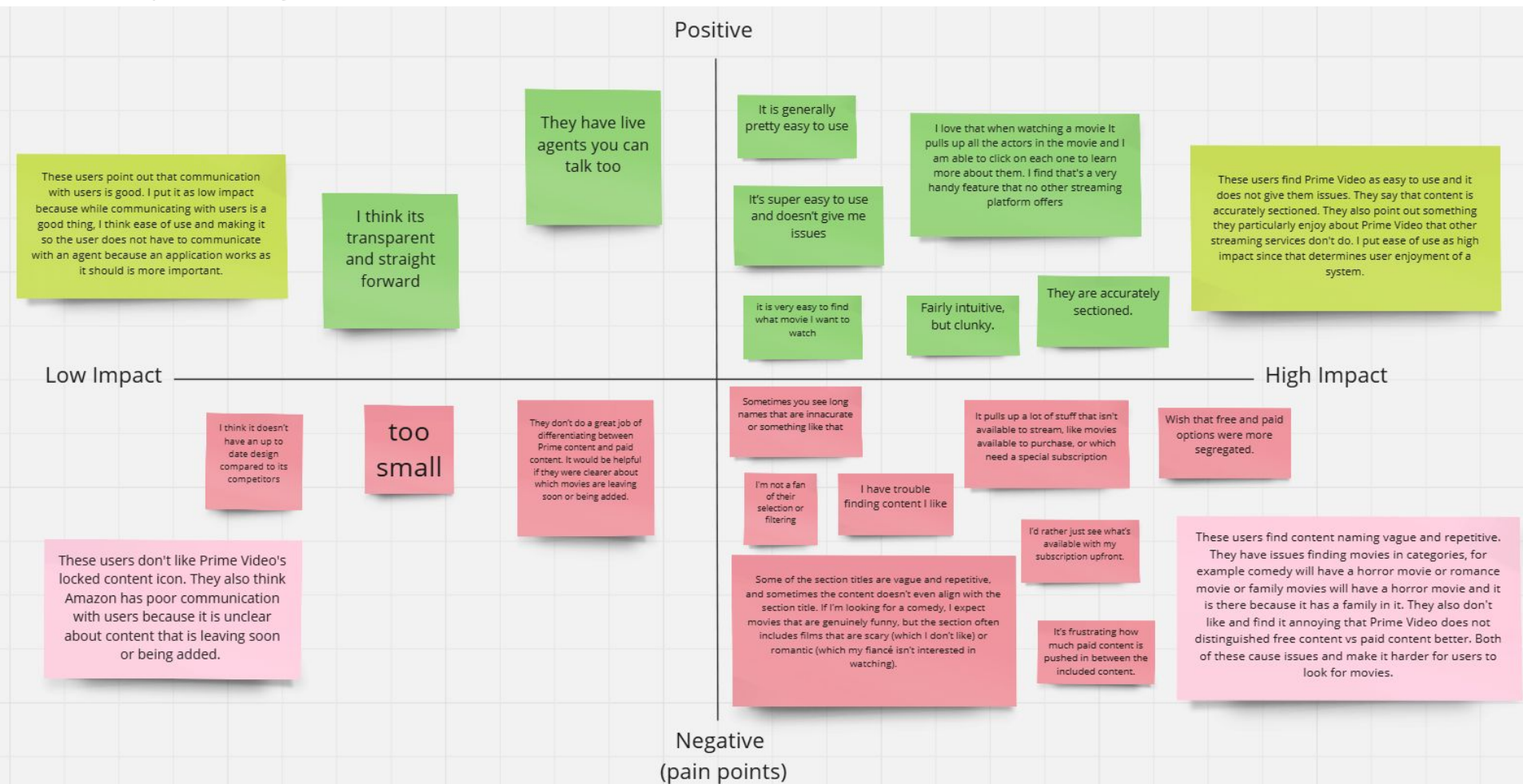
I love that when watching a movie it pulls up all the actors in the movie and I am able to click on each one to learn more about them. I find that's a very handy feature that no other streaming platform offers

I've never had any issues or thought about streaming on prime negatively

I think it could use updates



# Affinity Diagram Continued





# Experience Diagram

