

UX Case Study

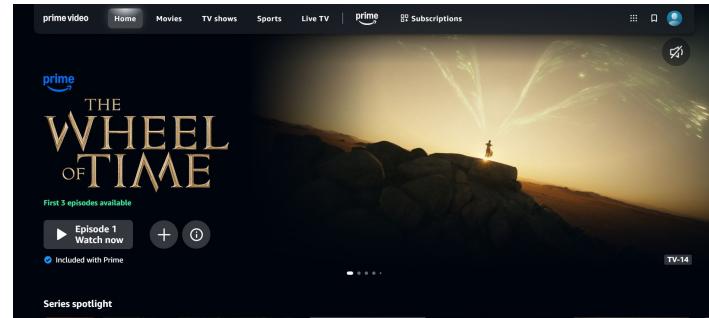
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JCOM 667: UX Design
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03/16/2025

Introduction

Introduction



- This is a case study done on Prime Video Movie Browsing
 - I at first thought of Prime Video as a generic streaming application, until my friend explained that they have adults in their life who get confused by Prime Video. The lock icons are too tiny and they dislike seeing paid content mixed within free content.
- Throughout this presentation, there are images, explanations, and research that refine this issue to create a better solution for movie browsing
- While it is convenient that Prime Video has a common consumer experience where everything is one page, it is treated more as a shopping page rather than a streaming application



UX Audit



Amazon Prime Video

UX Audit

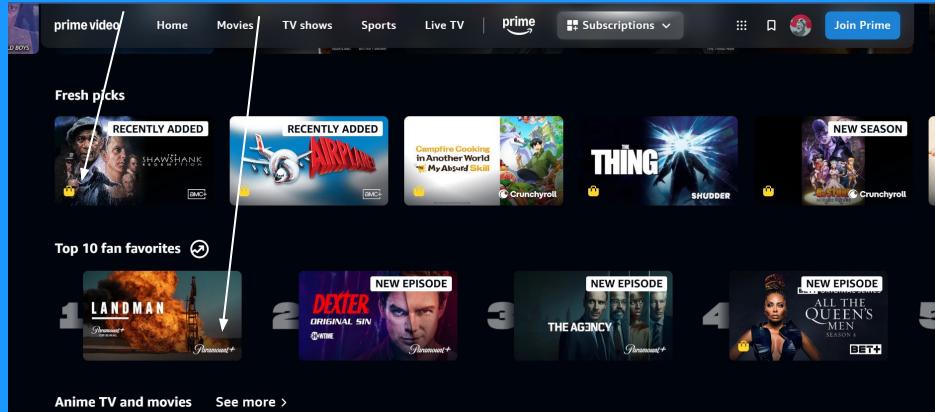


Below this is several screenshots of desktop screens of Prime Video. While it is an application where there are movies and you choose one to watch, there are some issues with it that could make it better for the average user. This specifically has to do with the pages having content available to watch and content included where users to buy, rent, or have a subscription. 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. Throughout the past 10 weeks, I explored Prime Video and came up with a solution.



Right here is the subscriptions page. To see individual subscriptions, you have to click on subscriptions, and click on the one from the dropdown menu or click on the circles. However, there is no option on the subscription page itself to see just the content you are subscribed to. It takes multiple steps to see one page of free content rather than having it all in one place.

As you can see there is content that requires a subscription, rather than showing the user, what exactly is free. This would prevent a kid or an older person unfamiliar with technology from accidentally purchasing something. As you can see in this image, there is the option to buy and the subscription available. However this page should just show the content you do not have to subscribe to.



UX Audit - Heuristic Rankings

Visibility of System Status - 3/5

You can tell easily which tab you are on. Prime does not tell you when content is leaving soon (like how Netflix does) and releases updates, expecting users to understand it.

Match Between System & The Real World - 4/5

Prime video uses languages like home, subscriptions, prime, genres, top genre, etc. that users would recognize. However layout of the vertical posters could be improved and the different movie section topics could be improved.

Consistency & Standards - 5/5

Text size, font, hover, button sizes, and genre grid layout is kept consistent throughout.

User Control & Freedom - 3/5

Users have the ability to create multiple profiles under one account for different people in a family to use. While user profile customization is available, it is still too easy to make an accidental purchase.

Error Prevention – 2/5

It is easy to accidentally buy, rent or subscribe to something you do not want to purchase.

UX Audit - Heuristic Rankings

Recognition Rather than Recall - 5/5

It is easy to tell what the home page is, prime page is, downloads page is, etc.

Help Users Recognize, Diagnose, and Recover From Errors - 4/5

Prime just gives an Error Code Number and directs user to their website. You can create a kids profile which restricts content, however the recommended age could be bigger. There is a content warning at the beginning of a film.

Flexibility & Efficiency of Use - 3/5

The shortcuts are basic and standard for online streaming platforms. The other flexibility and efficiency of use part there is would be the prime section. Other than that, the flexibility and efficiency of use could be improved.

Aesthetic & Minimalist Design - 5/5

It looks like a regular streaming service, everything is simplistic, and you just choose a movie to watch.

Help & Documentation - 4/5

There is a help place with links, faqs, and other options where you can get help with certain Prime Video errors that happen. It is harder to get to speak to a customer service representative for Prime Video.

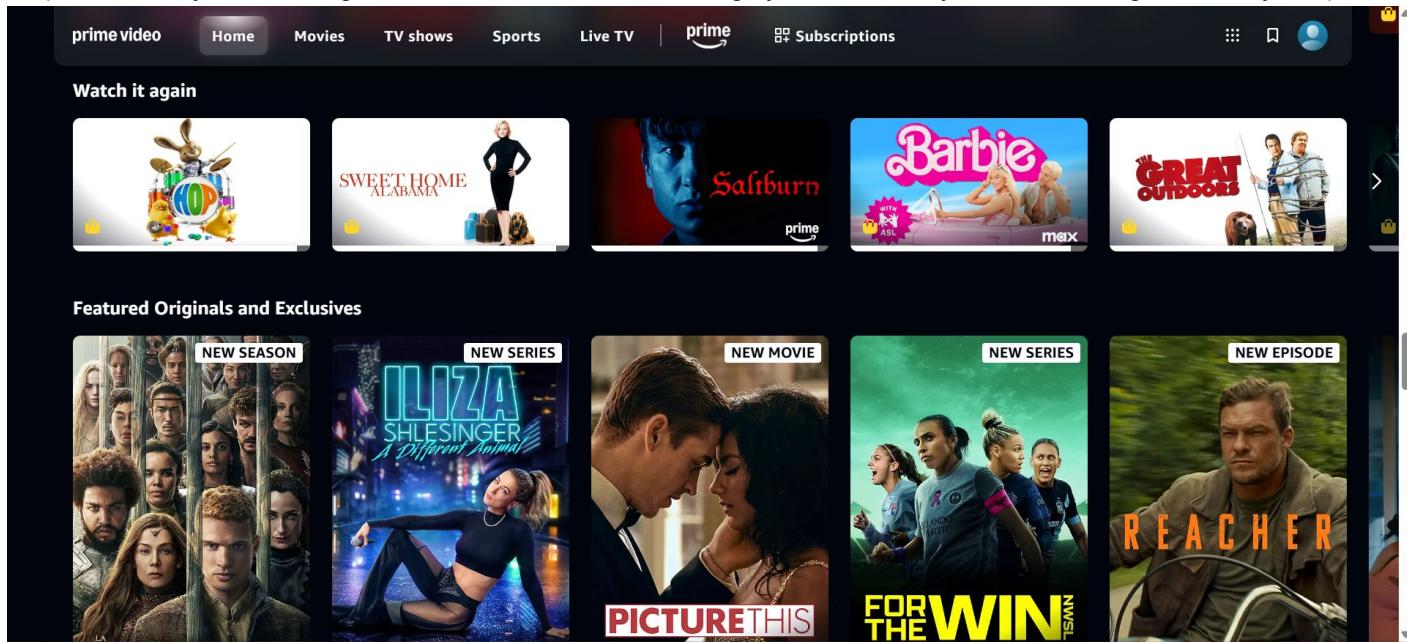
Problem Statement

Problem Statement



- Prime Video's Browsing Experience is not streamlined for all users

(even this says watch it again but then there are some things you have to buy and some things that are yours)



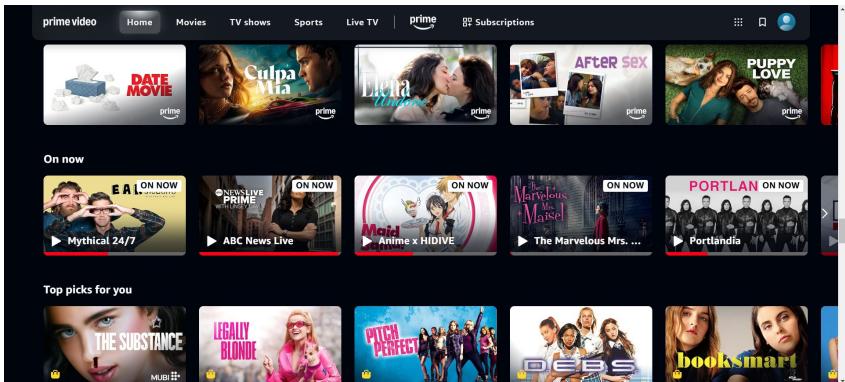
Comparative Analysis

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)				

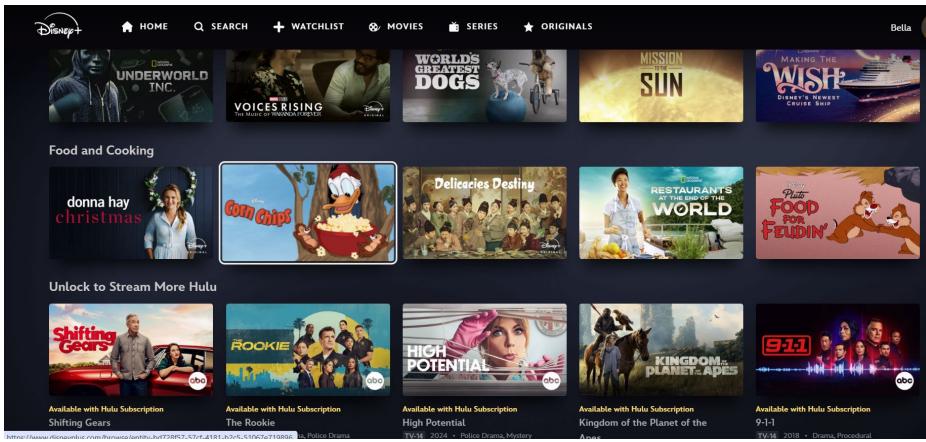
Comparative Analysis pt. 1

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

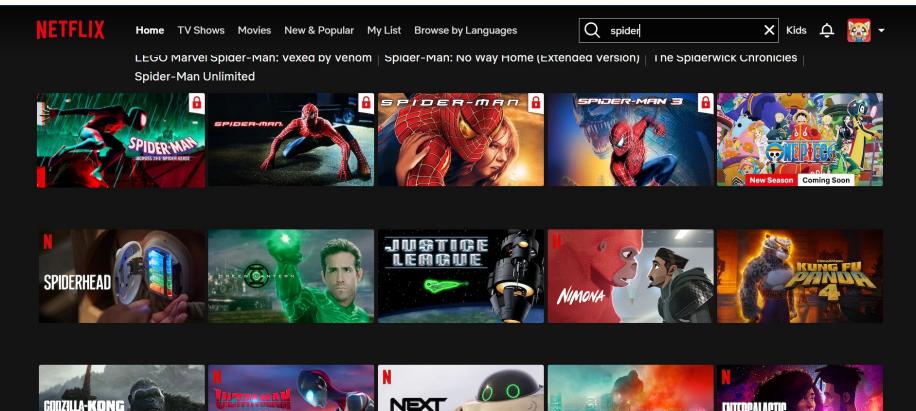
Disney+



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

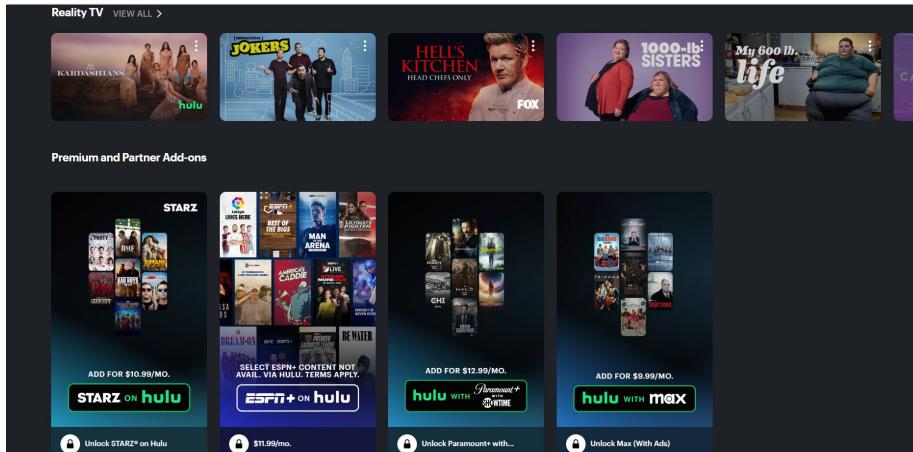
Comparative Analysis pt. 2

Netflix



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

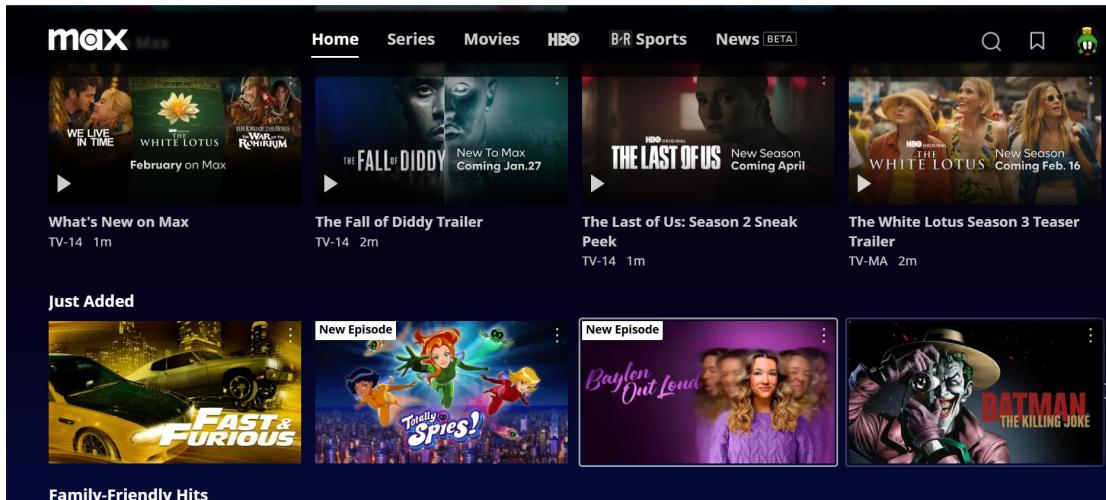
Hulu



- 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

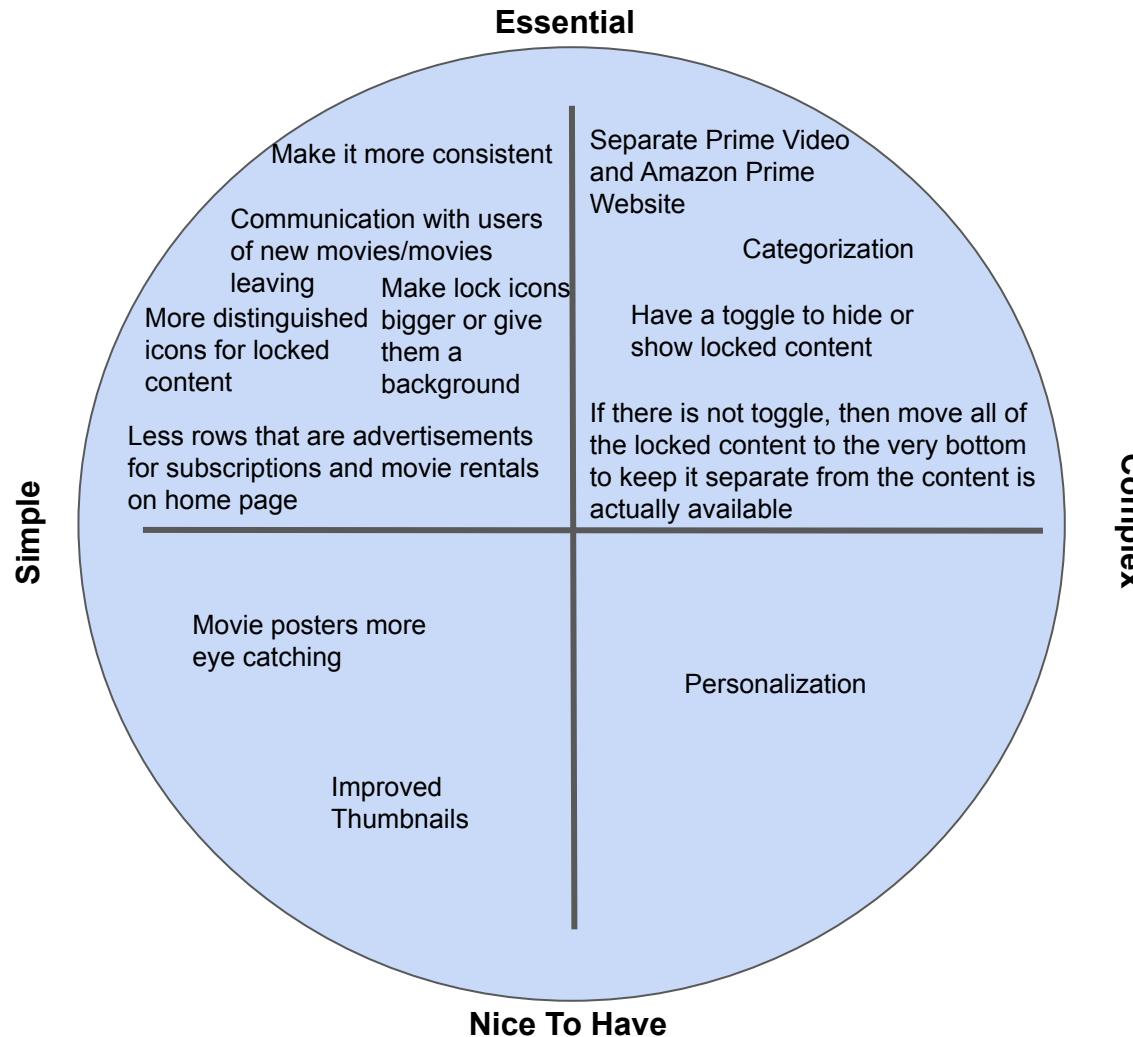
Max



- 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

Feature Analysis

Feature Analysis



Stakeholder Map

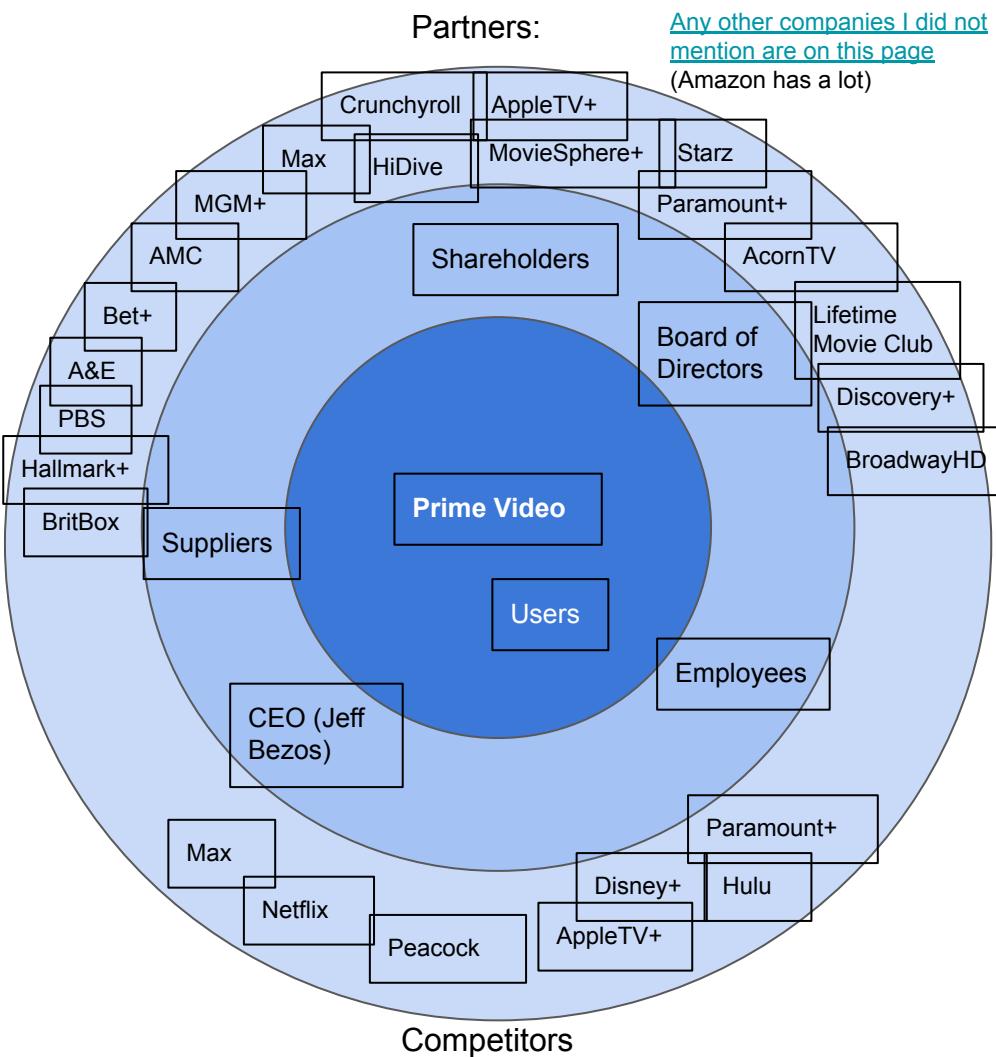
Stakeholder Map

- **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+, PBSm BET+, Hallmark+, BritBox, Lifetime Movie Club, Dlscovery+, 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)



Methodology & Research

Amazon Prime Video

Desktop Applications



- I learned about Prime Desktop Browsing UX and found a solution for how the application can be streamlined for users with different technical experience.

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



Method:

- Quantitative
 - I sent out a survey about the ease of use with Prime compared to other streaming services. I asked about the icons, layout, browsing and communication. I counted and analyzed the results.
- Sample Characteristics
 - I collected data from Prime Video users of all ages and with different amounts of technical experience.

Quantitative Data

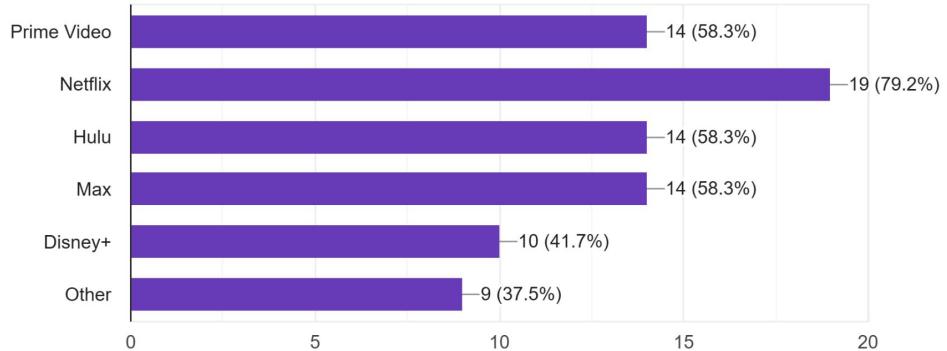
- 24 responses from previous or current Prime Users
- Variety of different ages
- 22 questions
 - name + 21 questions for data
- Survey Link:

https://docs.google.com/forms/d/e/1FAIpQLSemeDvBCuFygCqxpjMMGj5zR6SyrnviyYWRQR2hmh_4nWmTLQ/viewform?usp=sharing

Qualitative Data Q1

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

Results:



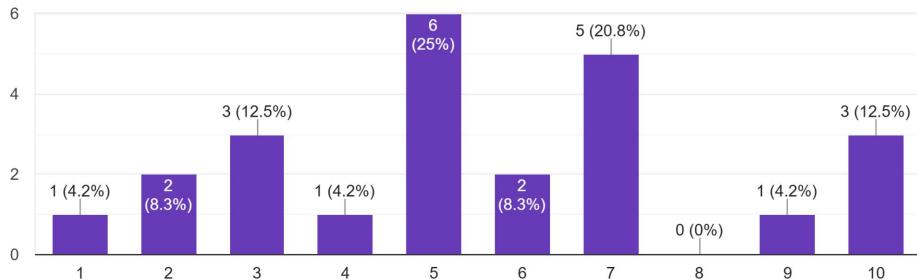
This question is asking what streaming services people use. I asked them before taking the survey if they have or had experience with Prime Video. Some of them have Prime Video but don't use it as frequently because they use other streaming services more.

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.

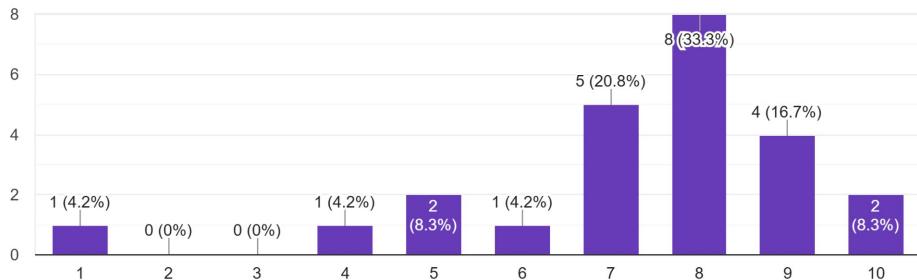
Qualitative Data (Q2, Q4-7)

- 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



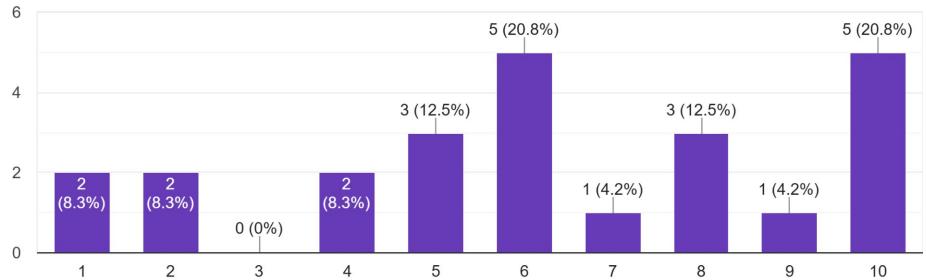
On a scale of 1 to 10, 1 being the worst and 10 being the best, rate your experience with movie browsing on Netflix:
24 responses



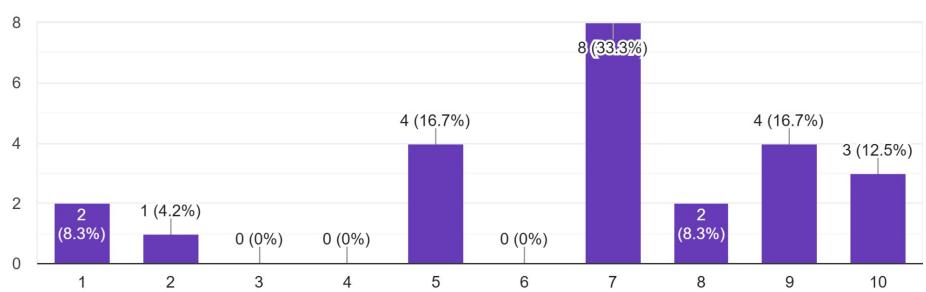
Qualitative Data (Q2, Q4-7) Continued

- 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

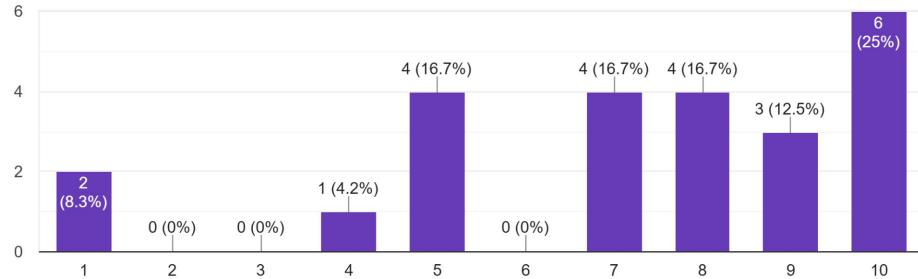


Qualitative Data (Q2, Q4-7) Continued

- 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
- 54.2% of users ranked 5 or less for Prime movie browsing being enjoyable
 - Over half of the users do not like Prime video as much
 - Only 45.8% of users enjoy Prime movie browsing
- 83.3% of users ranked Netflix to be 6 or more for enjoyment of movie browsing
 - More than half of the users enjoy Netflix
- 62.5% of users ranked Hulu to be 6 or more for enjoyment of movie browsing
 - Over half the users enjoy using Hulu
- 70.8% of users ranked Max to be 6 or more for enjoyment of movie browsing
 - Over half the users enjoy using Max
- 70.9% of users ranked Disney+ to be 6 or more for enjoyment of movie browsing
 - Over half of the users enjoy using Disney+
- Netflix, Max, and Disney+ seem to have the best movie browsing experience
 - Max and Disney+ are tied
- Hulu seems to be in the middle but leans toward having more positive rankings
- Prime Video seems to be in the middle but leans toward having more negative rankings

Qualitative Data Q3

- Why did you give prime video this score?

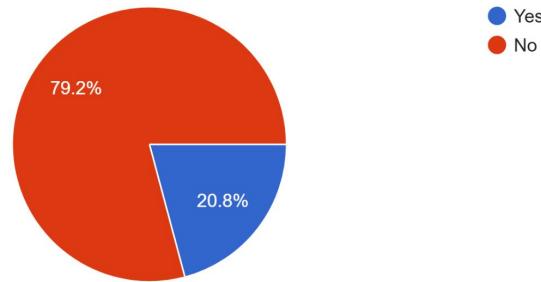
- Movie browsing it ok if you are just scrolling through recommendations and not specifically searching for any specific movie or show. I have some problems with the user interface and category names and stuff, which I do talk a bit more in depth about later in the survey. But overall it is just ok
-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



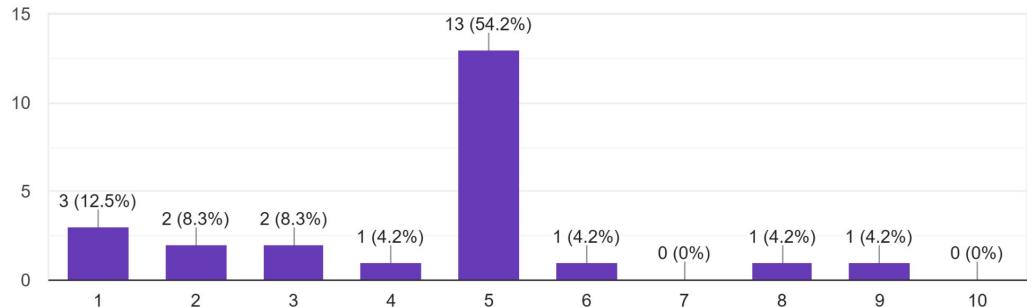
- They charge you \$3.99 and only give you a certain time to watch. I never tried to get reimbursed.
- There have been times where I thought I was getting free subscription but ended up getting charged
- Too easy to purchase things
- Bought it by mistake and was refunded

Explanation:

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:



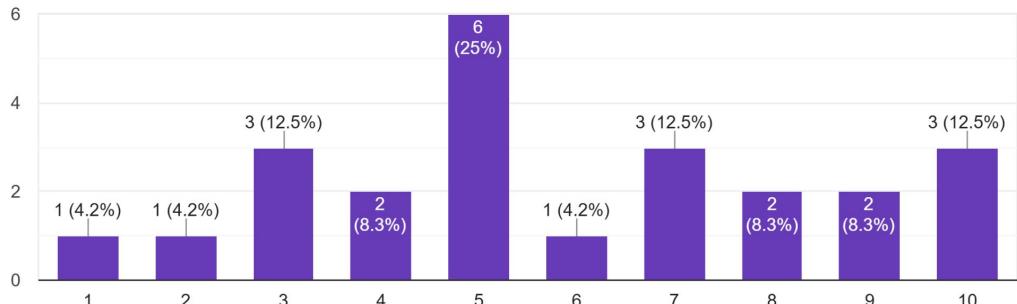
- The locked content isn't clearly distinguished from free content. It often appears in search results alongside included movies, which is misleading. There should be a more obvious indicator.
- I think it doesn't have an up to date design compared to its competitors
- to small
- I don't hate the icons 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 its 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:



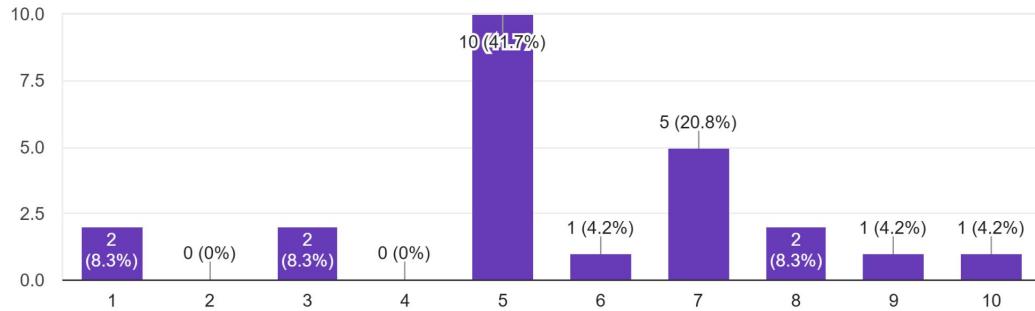
- Overall it isn't terrible and is easy to navigate if you are trying to re-watch a show you have watched or are trying to find a popular show. And on mobile the search function and user experience is really nice from my own experiences. However if I am using Prime on my computer browser searching can 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:



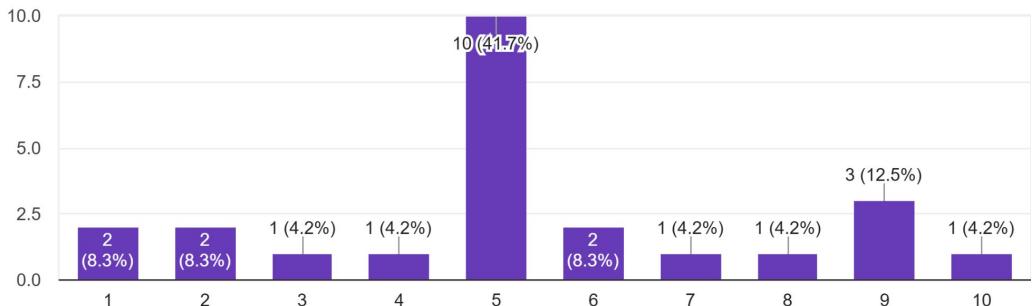
- They don't do a great job of differentiating between Prime content and paid content. It would be helpful if they were clearer about which movies are leaving soon or being added.
- I don't feel like there is much of it
- They have live agents you can talk too
- Sends a lot of emails
- I don't use this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

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.

Explanation:

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 payed 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
- 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:

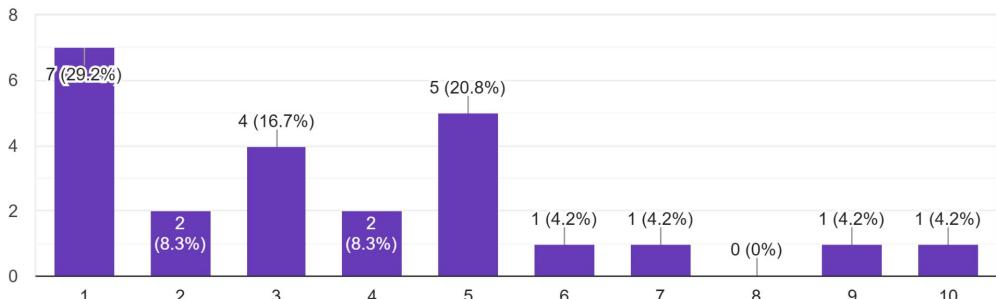
- Descriptive, but could be better.
- They are accurately sectioned.
- I never thought about it
- It's pretty accurate
- Sometimes you see long names that are inaccurate or something like that
- I honestly just avoid browsing on Prime. I only use Prime if I know there is something specific I want to 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 a lot of ads compared to its competitors
- It feels like I'm constantly pressured to buy more stuff

Qualitative Data Q18-19

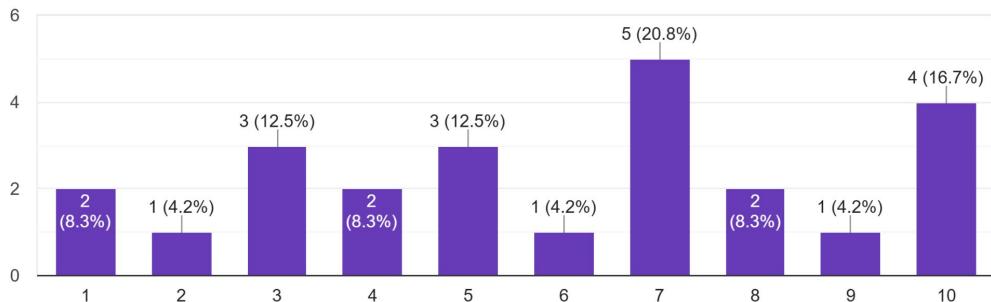
- Please describe why you feel this way about Prime Video's over-advertisement of additional items to purchase:
 - amazon in general makes me want to buy their stuff less by proposing very okay deals
 - It's a given in this world, but still annoying.
 - Ads everywhere and locked content is why I dont 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 ad 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 frustrating.
 - 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:

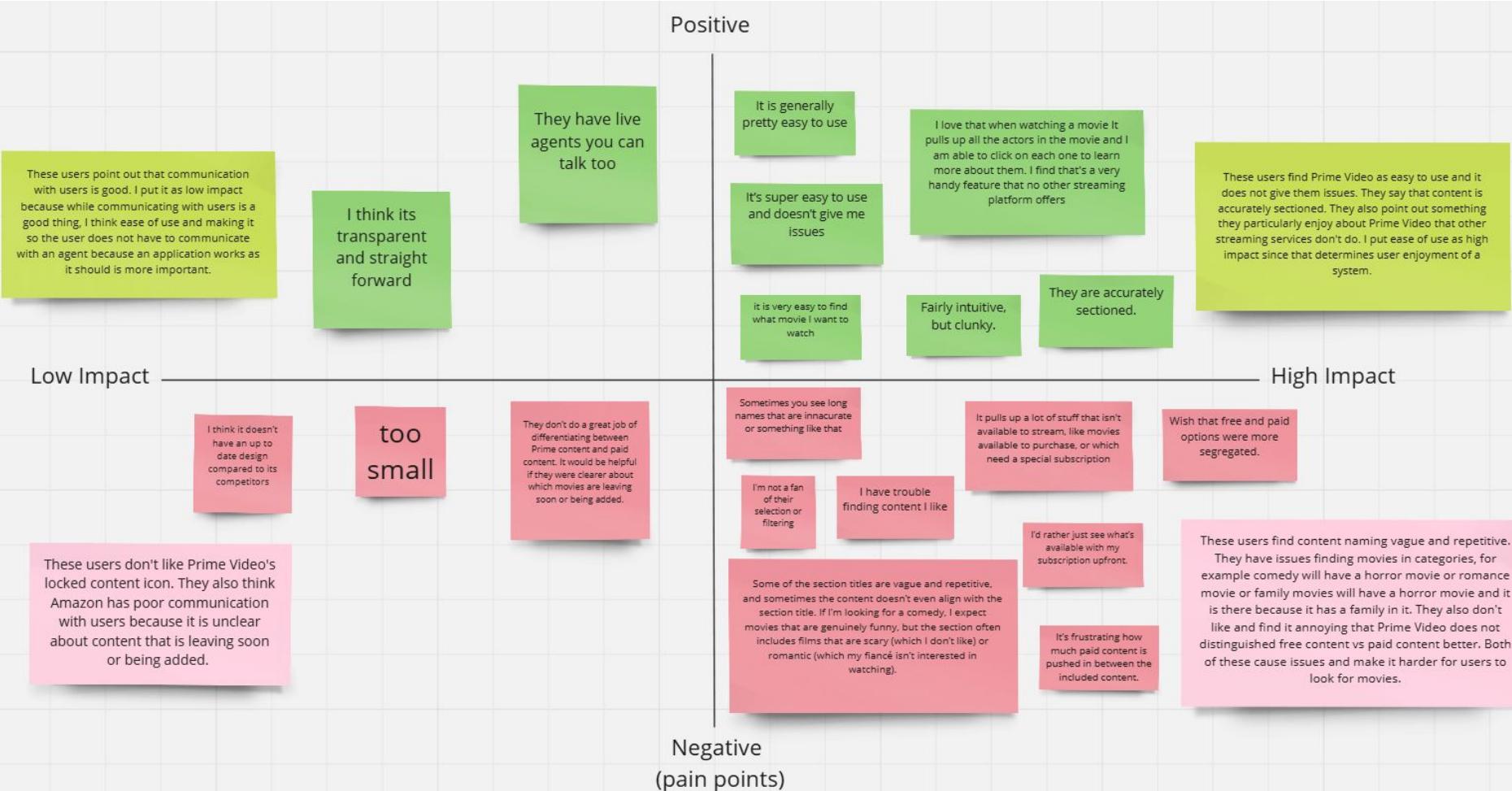
- easy enough not user friendly.
- Same answer. Too easy to get confused by what is actually available to watch.
- it is very easy to find what movie I want to watch
- It's super easy to use and doesn't give me issues
- It's fairly good
- It's fine!
- I can easily find what I am looking for and generally 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:

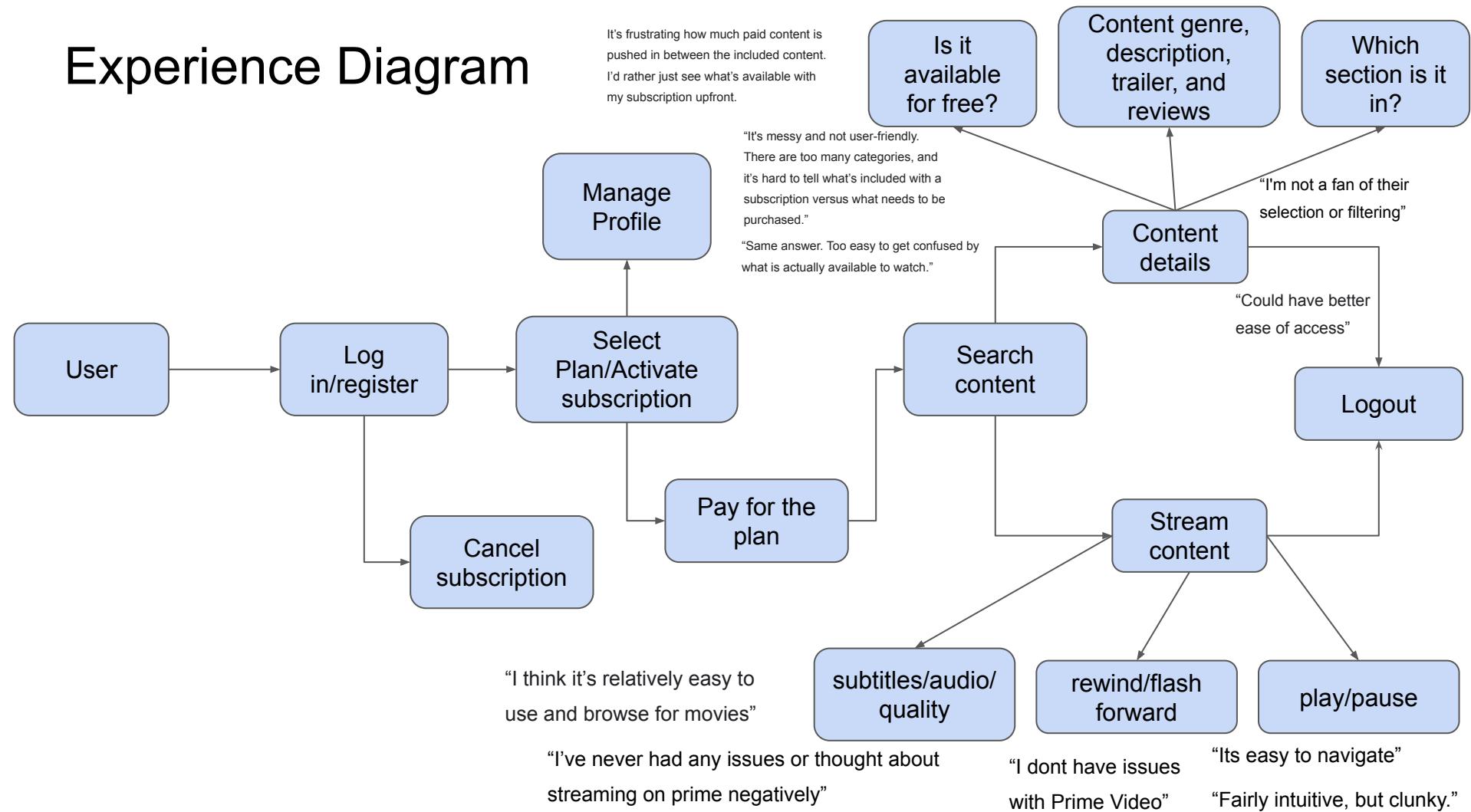
Most people find Prime Video easy to use. A couple of people said it is not easy to use because it is hard to find what is actually available vs what is paid content. Based on results most people do find it easy to use although I don't think they consider things such as naming conventions of content 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 & Experience Diagrams

Affinity Diagram



Experience Diagram



Improvement on Research

Ways I Could Have Improved The Survey To Refine the Research

- Ask people if they have used Prime Video before or currently use it at the beginning of the survey rather than asking and taking that by word of mouth
- Add an age range to see the range of people that voted and which answers were common amongst ages
- Mix up survey questions that way not all of the Prime Video ones are together and randomize where the questions about other streaming services are
- Have more with other streaming services to compare the streaming services more
- In the other category, allow people to write in their answer for other
- Hide the questions that way people can't scroll down and see something and then change their vote
- Rather than having the last question be "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?" change it to "On a scale of 1-10, 1 not easy and 10 very easy how would you rate Prime Video's ease of use?"
 - I am trying to measure the ease of use rather than if it is a good streaming application in the first place

Personas

Persona: Harold Thompson

- **Age:** 72
- **Location:** Suburban Ohio
- **Technology Comfort Level:** Moderate (uses email, browses the web, watches streaming content, but struggles with UI complexities)
- **Devices Used for Streaming:** Smart TV, Tablet
- **Streaming Habits:** Watches classic films, documentaries, and family-friendly movies with grandkids

Background & Behavior:

Harold is a retired school teacher who enjoys unwinding with a good movie in the evenings. He primarily watches free content included with his Amazon Prime subscription but occasionally gets frustrated navigating the interface. Unlike younger users, he doesn't instinctively recognize certain UI elements and often finds the experience cluttered.

Quotes:

- 👉 "I thought this movie was free! Why did they charge me?"
- 👉 "They need to make it clearer which movies are included—I'm tired of clicking on something just to find out I have to pay."
- 👉 "I miss the days when you just turned on the TV, and your shows were there."
- 👉 "It's better than back in the day when there were 3 things to watch but why can't I be shown what I want to have paid for?"



Pain Points:

- **Accidental Purchases:** Harold has unknowingly purchased movies several times, thinking they were included with Prime. The "locked" icon is too subtle, and he doesn't always notice the price before clicking.
- **Confusing Content Labels:** He struggles to distinguish between free and paid content, as rental options are mixed in with included movies.
- **Overwhelming Ads & Upsells:** Harold finds the push for additional purchases annoying and misleading. He sometimes gives up searching for a movie because of too many purchase options.
- **Clunky Navigation:** While Harold can eventually find what he wants, he finds the layout cluttered compared to Netflix, which his grandchildren prefer.

Goals & Needs:

- ✓ A clearer distinction between free and paid content
- ✓ A simple confirmation step before making a purchase
- ✓ Less intrusive upselling when browsing
- ✓ An intuitive interface with larger, easy-to-read icons

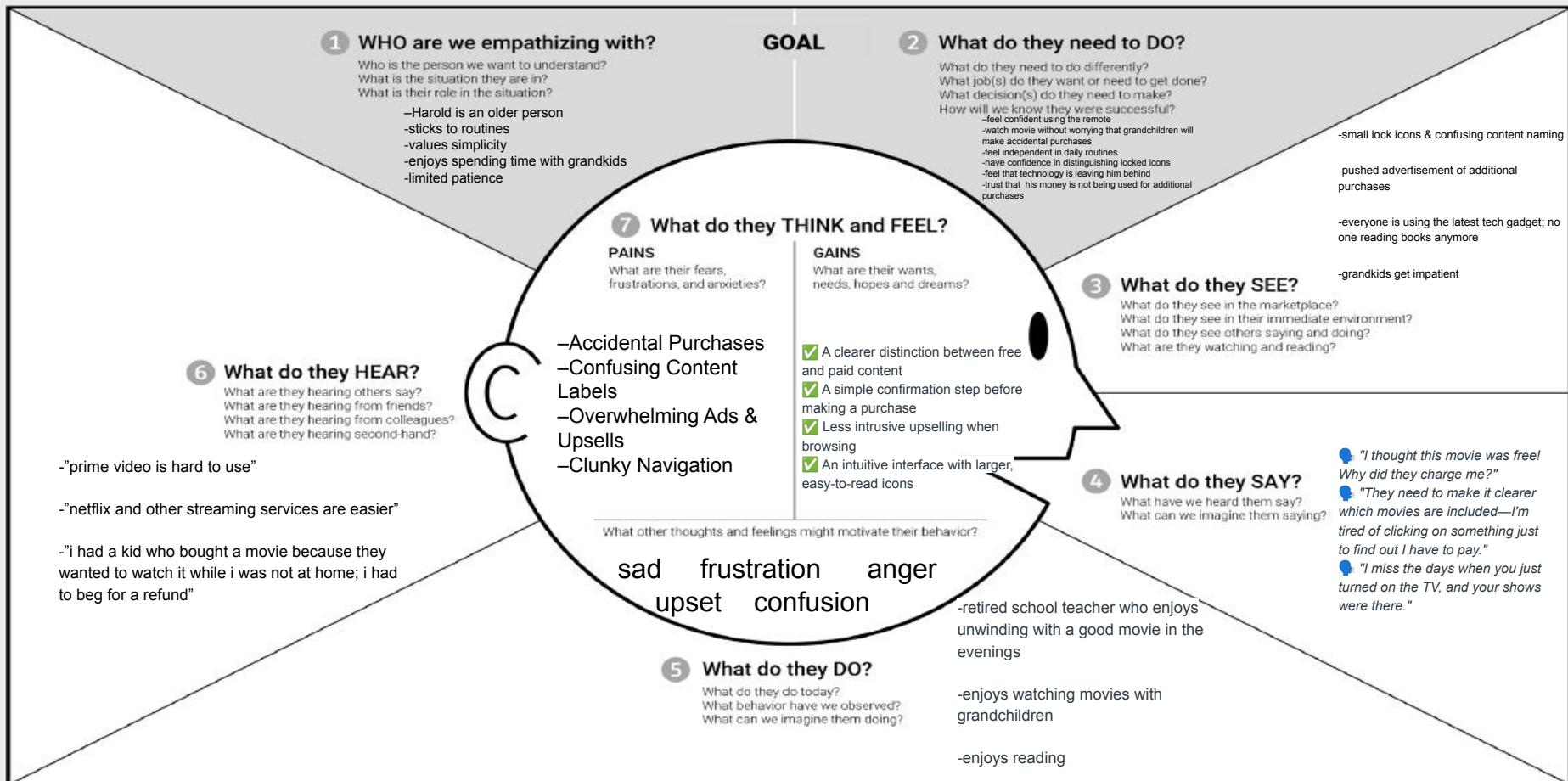
Empathy Map Canvas

Designed for: Harold Thompson

Designed by: Isabella Cortez

Date: 03/06/2025

Version: 02



Persona: Riley and Jamie Thompson

Demographics:

- Ages: 27 and 29
- Occupation: Graphic designer and software engineer
- Location: Suburban city, USA
- Streaming Enthusiasts

Background:

Riley and Jamie are a young, tech-savvy couple who enjoy winding down in the evenings with a good movie. They have subscriptions to multiple streaming services, including Prime Video, Netflix, and Disney+. Both partners value quality content discovery but often find themselves frustrated with Prime Video's user experience.

Quotes:

- "Why is there a scary movie where the family is getting haunted under *Family Fun*? That's not what I had in mind."
- "I just want to see what's available without extra charges upfront."
- "I avoid browsing on Prime unless I know exactly what I want to watch."



Goals & Motivations:

- Discover family-friendly or lighthearted movies quickly without confusion
- Avoid wasting time sifting through unrelated content
- Experience straightforward browsing with clearly labeled categories

Pain Points:

1. **Confusing Category Naming:** Riley recalls encountering a horror movie mistakenly categorized in the "Family Fun" section simply because the cover showed a family. This led them to feel Prime Video's genre groupings were unreliable.
2. **Repetitive Content Sections:** Jamie found titles in categories like "Top 10 in the US" and "Top Trending in the US" confusing, as they often overlapped.
3. **Misleading Content Representation:** They frequently came across locked or paid content mixed with subscription-included titles, adding to their frustration.
4. **Over-Advertisements:** The platform often promotes purchasable content, making browsing disruptive.

Needs:

- Clear and accurate content labeling
- Simplified content sections without redundant titles
- Filtering options that clearly distinguish free content from purchasable options
- Better communication regarding movie genres

Empathy Map Canvas

Designed for:

Riley and Jamie Thompson

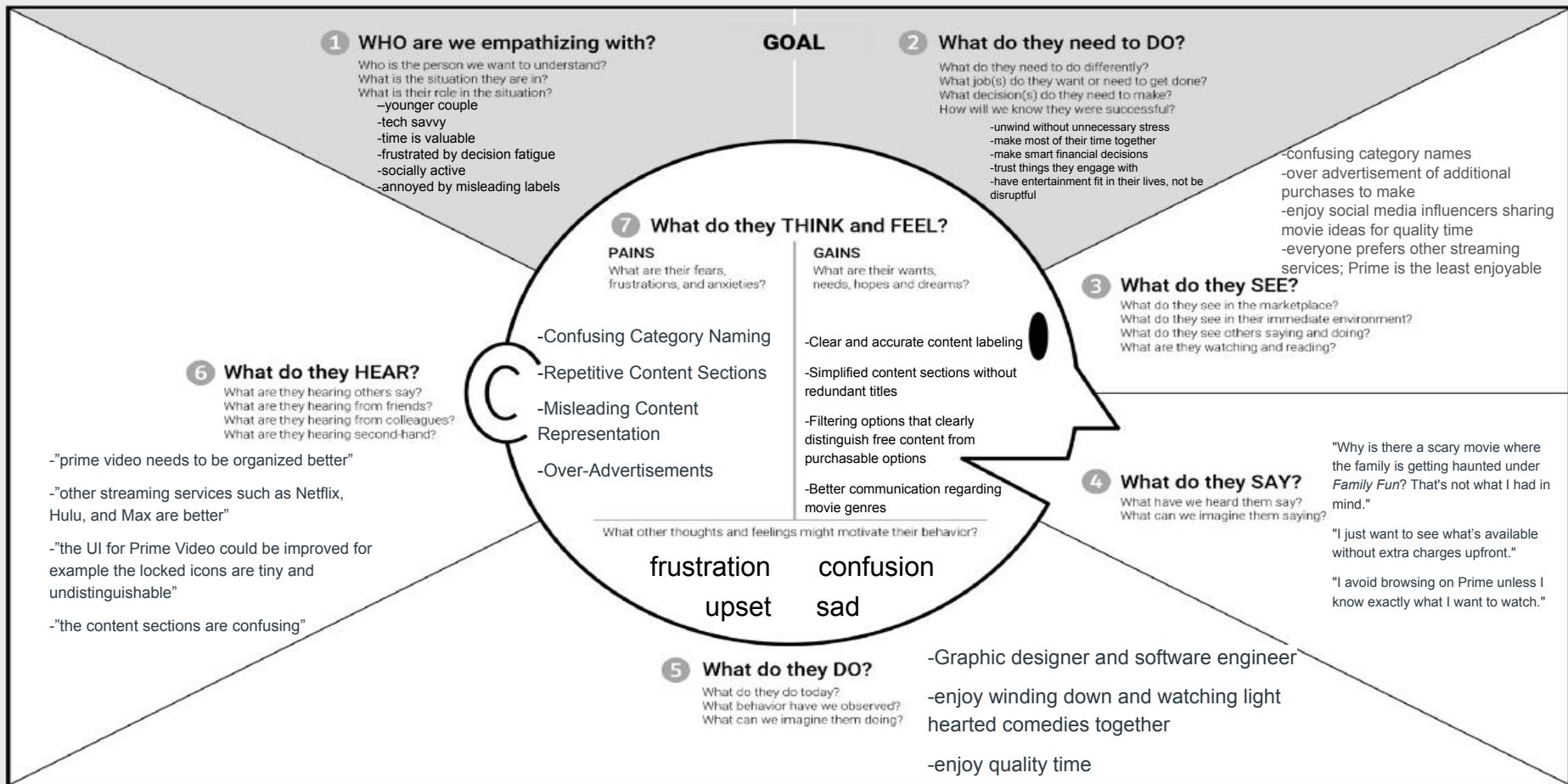
Designed by:

Isabella Cortez

Date: 03/06/2025

Version:

02



Persona: Daniel (the Family Movie Night Dad)

Demographics:

- Age: 38
- Occupation: IT Project Manager
- Family: Married with three kids
- Location: Suburban neighborhood

Behavior Patterns:

- Prefers seamless platforms like Netflix where free content is clear and easy to access.
- Tries to set parental controls to prevent kids from stumbling on paid content.
- Considers switching services but remains on Prime due to his general Amazon subscription.

Motivations:

- Spend quality time with his kids without distractions or frustrations.
- Maximize value from subscriptions by focusing on truly free content.
- Keep family viewing experiences lighthearted and smooth.

Technology Usage:

- Prime Video on a Smart TV and sometimes on a tablet.
- Occasionally uses the computer to browse shows but finds it cumbersome due to the merchandising distractions.



Goals:

- Find wholesome, entertaining movies for family movie nights.
- Keep movie selections simple and frustration-free.
- Avoid unnecessary costs or purchasing accidental content.

Frustrations:

- **Over-advertisement on Prime Video:** He dislikes how "locked" or premium content is pushed between or alongside free movie options, which confuses and disrupts browsing.
- **Cluttered browsing experience:** It takes too long to find free content without being interrupted by prompts to buy or rent movies.
- **Accidental purchases:** He once clicked on a movie thinking it was free but was unexpectedly charged \$3.99.

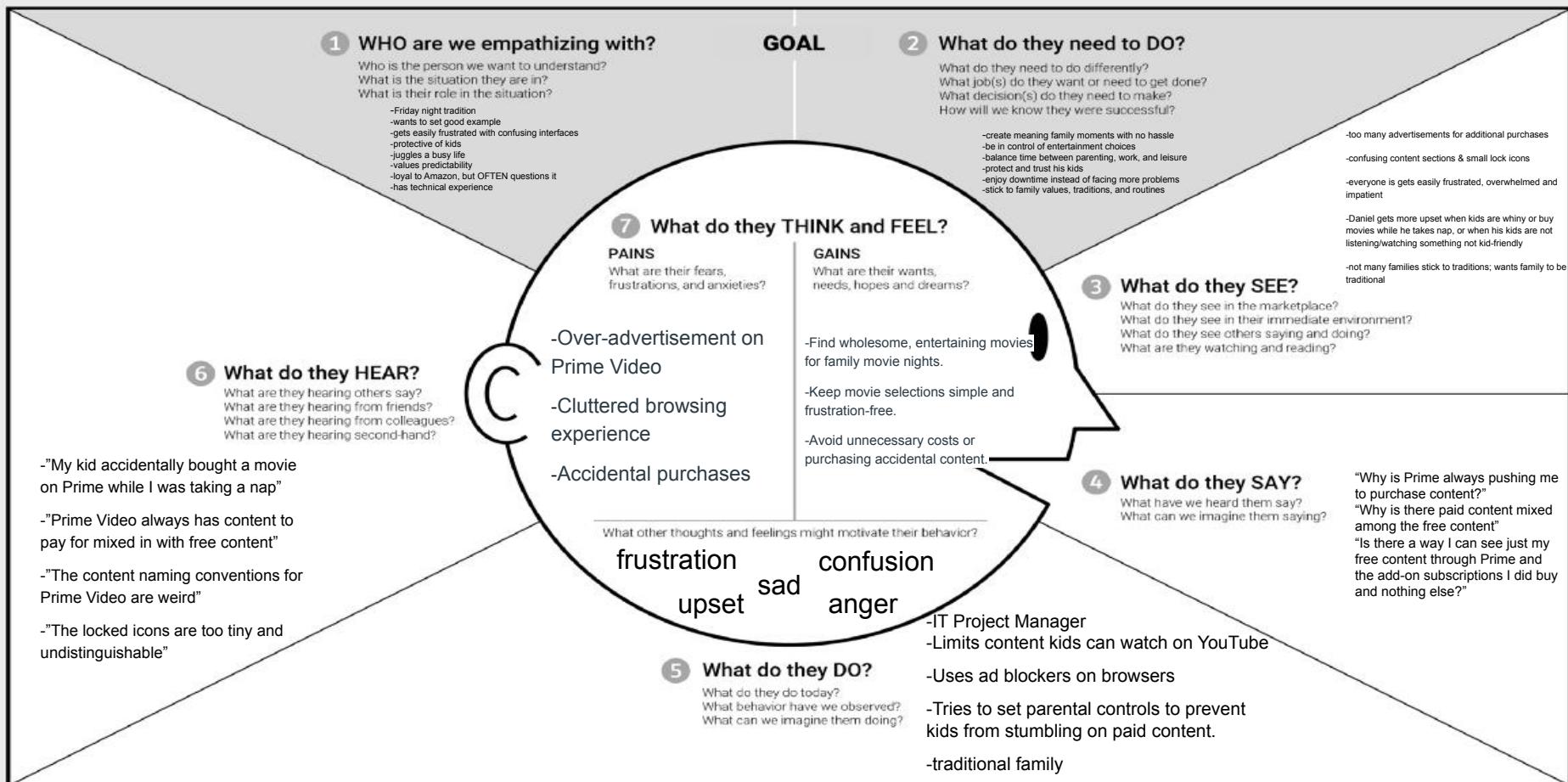
Empathy Map Canvas

Designed for: Daniel (the Family Movie Night Dad)

Designed by: Isabella Cortez

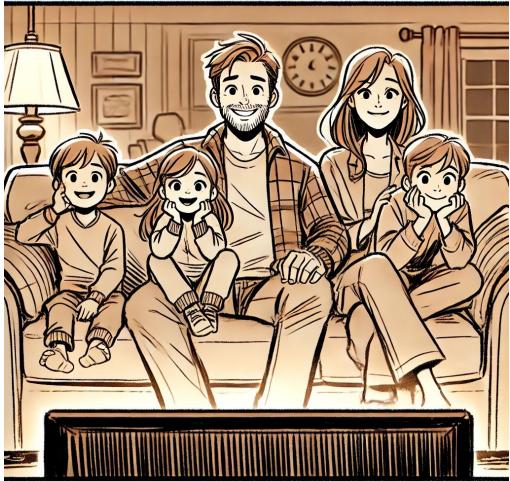
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Version: 02



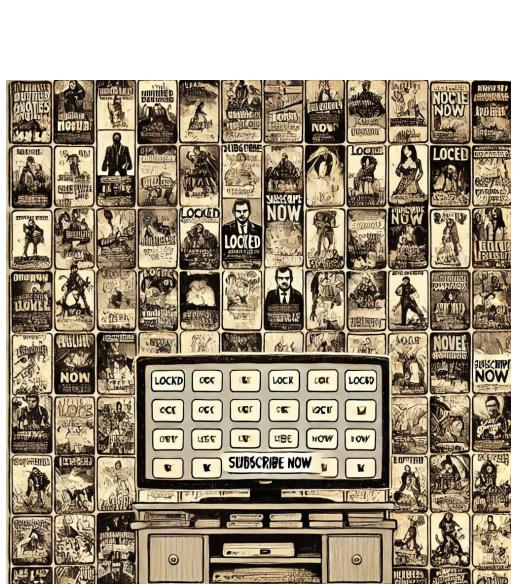
Storyboard

Daniel's Usage of Prime Video Storyboard



Panel 1: Excitement

The family gathers together, excited to watch a movie, with everyone smiling and looking at the TV.



Panel 2: Clutter

The TV screen is filled with cluttered and confusing movie posters, many locked or requiring a subscription.



Panel 3: Frustration

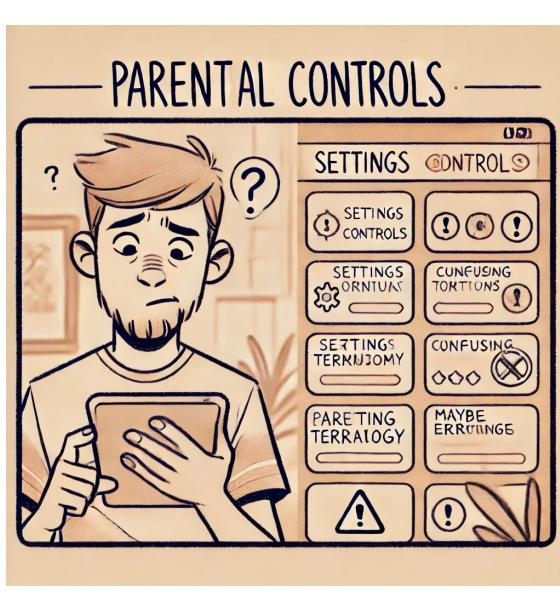
Daniel holds the remote, feeling overwhelmed as pop-up ads obscure the movie choices.

Daniel's Usage of Prime Video Storyboard



Panel 4: Accidental Purchase

Daniel is surprised and frustrated as a red banner on the TV confirms a movie rental for \$3.99.



Panel 5: Parental Controls

Daniel, looking confused, navigates the parental controls on his tablet, with a menu full of confusing options.



Panel 6: Consider Switching

Daniel, looking thoughtful, considers switching services while holding his tablet and looking at a comparison chart.

Daniel's Usage of Prime Video Storyboard



Panel 7: Determination

Daniel decides not to cancel his subscription. He stands up with determination and, points at the TV where a free movie is highlighted, with the family watching eagerly.



Panel 8: Success

The whole family is happily watching the movie together, enjoying the free film on the TV screen.

Prototype

Explanation of Prototype

- My prototype is primarily focused on browsing on prime video
 - It does ignore the big movie thumbnail at the top as it is just when an user is scrolling through
- The idea is that the locked icons are larger, actually look like lock icons, and have a distinguishable background similar to Netflix
- The content sections for the movies are improved or easier to tell that the sections are locked vs not locked
- There is a toggle to hide and show locked content
- Besides that, simple functionality similar to Prime where you can click through the content at the top to see things such as movies, tv shows, sports, etc.



Prototype Image Credit: @theoutcastguild on YouTube and Twitch; ChatGPT



Home

[Hide Locked Content:](#)



Top 10 in the US



Recommended Rentals



Top Movie Picks for You



Home

Top 10 Purchases in the US



Top TV Picks for You



Popular with Subscriptions



Movies

Hide Locked Content:



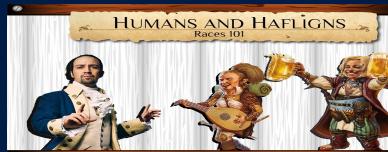
Top Rated Movies



Purchase Recommendations



Kids and Family Movies



Movies

Popular Purchases



Recently Added



New Release Movies – Available for Purchase



TV Shows

[Hide Locked Content:](#)



Fresh TV Picks for You



Our Top Picks - Purchase Required



Recently Watched TV



TV Shows

New TV Shows - Purchased Required



Top 10 TV Shows in the US



Top 10 Purchases in the US



Sports

Hide Locked Content:



Live Sports



Live



Live



Live



Live

Watch with a Subscription



Sports Documentaries and Series

RULES OF RANGE
OUTCAST GUILD

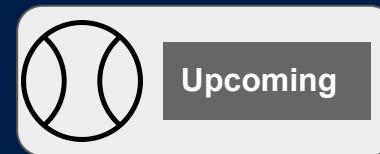
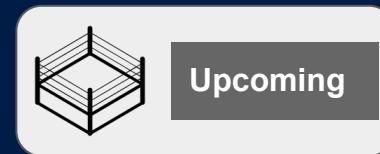
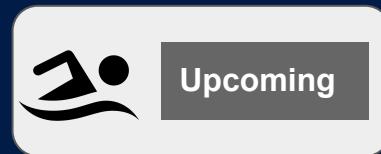
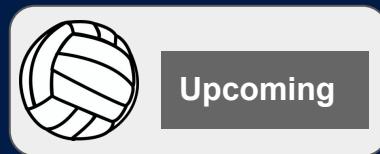


Sports

Major League Soccer - Available with Apple TV+ Subscription



Upcoming Sports



Inspiring Sports Movies - Available for Purchase



Live TV - Free with Ads

Your Live and Upcoming Events



Live



Live



Upcoming



Upcoming

Recently Watched



The Guild Files Movie 1

Your Stations



The Guild Files Movie 2



Shadows of the Titan

Live TV - Free with Ads

Your Stations



Echoes of the Abyss



Fangs & Fury



The Clockwork Rebellion



Neon Samurai



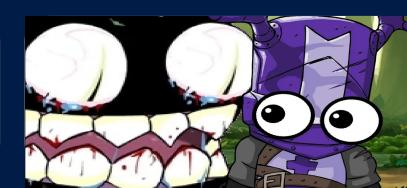
The Forsaken Crown



Zero Hour: Biohazard

Content Available through Prime

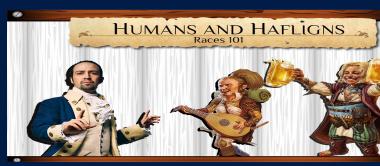
Top 10 in the US



Top Movie Picks for You



Comedy Movies



Subscriptions

Hide Locked Content:



Sponsored Subscriptions - Available to Purchase

Starz



AppleTV+

Paramount+



AMC+

Top 10 in the US



Drama Movies



Subscriptions

Sponsored Subscriptions - Available to Purchase

Starz



AppleTV+

Paramount+



AM



Starz

Paramount

Top 10 in the US



Drama Movies



Content Available through Starz Subscription

Top 10 in the US



Drama Movies



Comedy Movies



Content Available through Paramount+ Subscription

Top 10 in the US



Drama Movies



Comedy Movies



Home

Show Locked Content:



Top 10 in the US



Top TV Picks for You

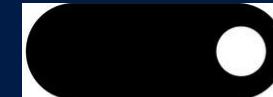


Top Picks for You



Movies

Show Locked Content:



Top Rated Movies



Recently Added



Kids and Family Movies



TV Shows

Show Locked Content:



Fresh TV Picks for You



Top 10 TV Shows in the US



Recently Watched TV



Sports

Show Locked Content:



Live Sports



Live



Live



Live



Live

Upcoming Sports



Upcoming



Upcoming



Upcoming



Upcoming

Sports Documentaries and Series

RULES OF RANGE
OUTCAST GUILD



Subscriptions

Show Locked Content:



Top 10 in the US



Drama Movies



Comedy Movies



Evaluation & Conclusion

Evaluation/Reflection

My prototype addresses the core UX problem identified because

- The locked icons actually look like lock symbols
- The lock icons are larger and have a background behind them
- There is a toggle that allows people to hide locked content or show it
- The naming conventions of content sections is improved and is more clear making it easier for users to navigate
- It is consistent with Prime Video's current look but has better features
- It makes it easier for users to use
- It is accessible to those who have children, can't afford to purchase something, people who are color blind, people who are older and/or have a harder time reading etc.
- It is more intuitive for the average user
- It addresses what people would like to see improved when it comes to using Prime Video

Conclusion

Through the research I have done and the Prototype I have come up with, I believe my solution will work. I believe it will work because I came up with a solution that resolves things that Prime Video dislike when it comes to using the application. With this new design, users are able to toggle paid content to be able to show and hide. The naming of content makes more sense. The locked icons have a background and it is easier to notice them, which is more similar to Netflix. If I want to accurate measure success, I would have users test it out. I did not do that, but I would have users test it out and tell me whether they like it and how this prototype could change to make Prime Video better. This prototype design is a step in the right direction and encompasses what my research with Prime Video provided.