

User Interview Findings

“Were it not for binge-watching, I would not use Netflix every day because it is so frustrating.”

Viewing Videos Online

The user tends toward Netflix, Hulu Plus and Amazon Prime. She occasionally uses on demand, but doesn't like it because she dislikes cable—she's refrained from using it for seven years—and contributing to cable companies.

Netflix Usage & Pain Points

She uses Netflix every single night and finds some aspects of it great, but feels there are a lot of things they need to get up to speed with:

- **Interface** – She loves the scrolling interface, but Netflix is on so many devices that there is poor interface consistency. The experience is completely different depending on the device being used, which is a major pain point.
- **Search** – Searching by director is not an option. Though it's possible when using the web interface, keywords can't be used in search on all devices (Roku, for example), which makes finding things very difficult.
- **Rating System** – Movie ratings are inconsistent across accounts and devices, and it's unclear if this is due to dynamic updates or some sort of error. An explanation of how this works would be appreciated.
- **Suggestion Algorithm** – A single viewing decision seems to have too much bearing on what is suggested next. In the words of the user, “Just because I watched one movie with a strong female lead doesn't mean I want to watch *everything* with a strong female lead.”
- **Content Availability** – Some really popular movies just aren't available

Steps Taken if Something is Unavailable on Netflix

When she can't find something on Netflix, the user will search for it on Amazon Prime or do an online search to see where she can find it. She doesn't usually check Hulu, because they don't usually have what she's looking for.

Sharing & Discovery Habits

The user discusses what she's watching in verbal conversations, but doesn't discuss online very much.

- She *would* use a feature that let her follow others and what they're watching.
- She would like a simple way to see detailed ratings and opinions

Thoughts on Second Screen Usage

The user thinks it would be nice to receive notifications containing extra information while watching something like a documentary.

Thoughts on Co-Watching

She would love to be able to talk with, laugh with and bond with someone far away while watching the same thing. If co-watching were a feature she would definitely use it.

Additional Feedback on Algorithm

She wonders why things that she would never watch constantly pop up and why there *aren't* more of the things she actually does watch showing up. It's frustrating when something she's only watched once ends up completely flooding her recommendations with things she's not interested in.

Additional Feedback on Categories

The user wonders why there are so few movies in some categories and wishes there were more interesting categories such as:

- Categories specific to film festivals
- Personalized categories
- Mood-based categories
- Location-based categories

Thoughts on Possible Social Features

She would definitely like to be able to follow her favorite directors and actors as well as avoid or blacklist movies with certain actors.

Something More Personal

The user thinks it would be a nice touch to be prompted on her mood when she logs in and have some suggestions generated based on that.