UI/UX IMPROVEMENTS FOR

DISNEY+ HOTSTAR

▶ Presentation by team:
Mind Crusaders

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| TABLE OF CONTENTS

01 ABOUT THE APPS

| ABOUT THE APPS
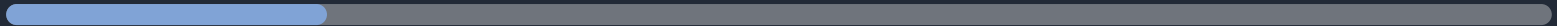
ANCHOR APP: DISNEY+ HOTSTAR

RELEVANT USERS

Total users: 61.3 million

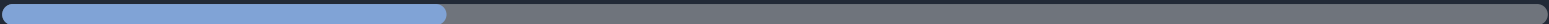**Breakup of users:**
Disney+ users: 38.7 million
Hotstar users: 22.6 million

Audience segmentation:
Gender: 38.51% female, 61.49% male
Age group: 18-24 year olds (42%)
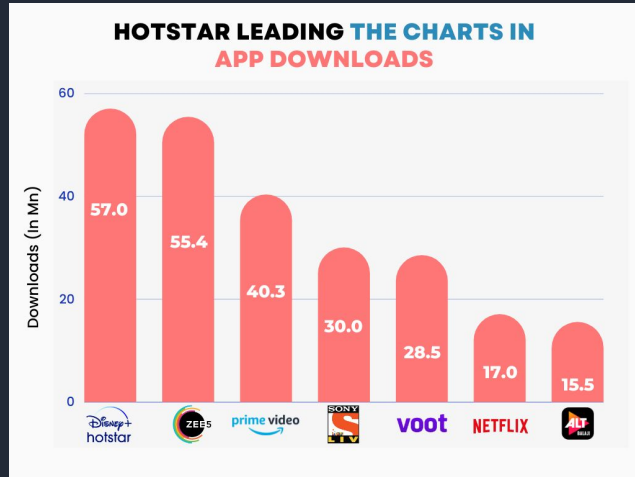25-34 year olds (32.5%)

| ABOUT THE APPS

ANCHOR APP: DISNEY+ HOTSTAR

HOTSTAR LEADING THE CHARTS IN APP DOWNLOADS

MARKET RESEARCH

- Disney+ Hotstar has the highest amount of paid subscribers in India, i.e. 54 million, greater than both Amazon Prime (17 million) and Netflix (5 million) combined

- Disney+ Hotstar has the highest amount of app downloads in the OTT industry *(see graph)*

- Disney+ Hotstar has just lost the rights to stream IPL on its platform from 2023-27, which will significantly impact its revenue in the coming years

| ABOUT THE APPS

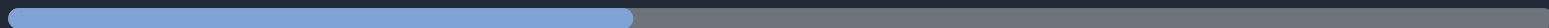## SECONDARY APP: IMDb

RELEVANT USERS

Total users: 250 million unique monthly visitors

Audience segmentation:
Gender: 35.47% female, 64.53% male
Age group: 25-34 year olds (29.75%)
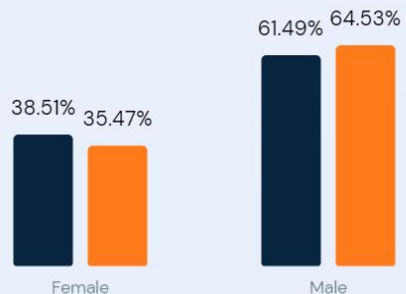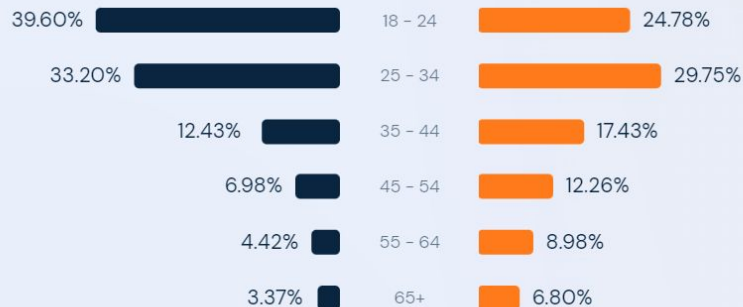18-24 year olds (24.78%)

| ABOUT THE APPS

Audience Demographics Comparison

hotstar.com vs imdb.com visitors comparison by gender and age distribution

Gender Distribution

38.51% 35.47%
Female

61.49% 64.53%
Male

Age Distribution

	18 – 24	
39.60%		24.78%
33.20%	25 – 34	29.75%
12.43%	35 – 44	17.43%
6.98%	45 – 54	12.26%
4.42%	55 – 64	8.98%
3.37%	65+	6.80%

02 PAIN POINTS AND SOLUTIONS

PAIN POINTS AND SOLUTIONS

01 **LACK OF PERSONALIZED RECOMMENDATIONS**
Solution: IMDb will help Disney+ Hotstar in providing personalized recommendations based on genres, which will be visible on the home page.

02 **NO RATINGS DISPLAYED FOR MOVIES/SHOWS ETC (INCLUDING PARENTAL RATINGS)**
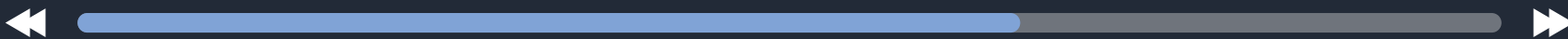Solution: Addition of IMDb ratings as well as parental guides to each movie/show on the Disney+ Hotstar app.

03 **NO REVIEWS DISPLAYED FOR MOVIES/SHOWS ETC**
Solution: User and critics reviews about the movie/show will be added to Disney+ Hotstar from IMDb on their respective page.
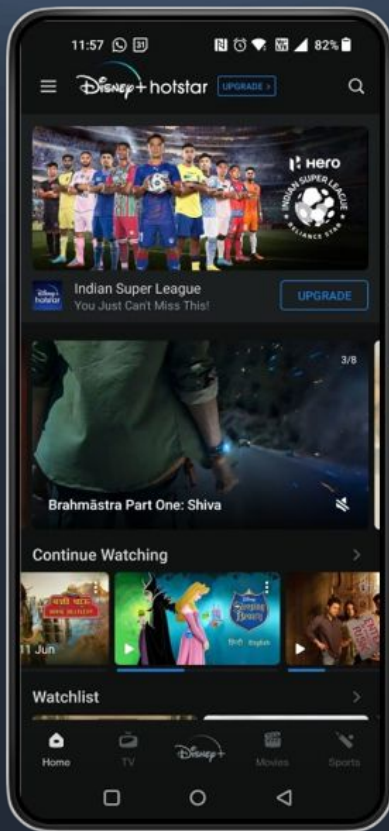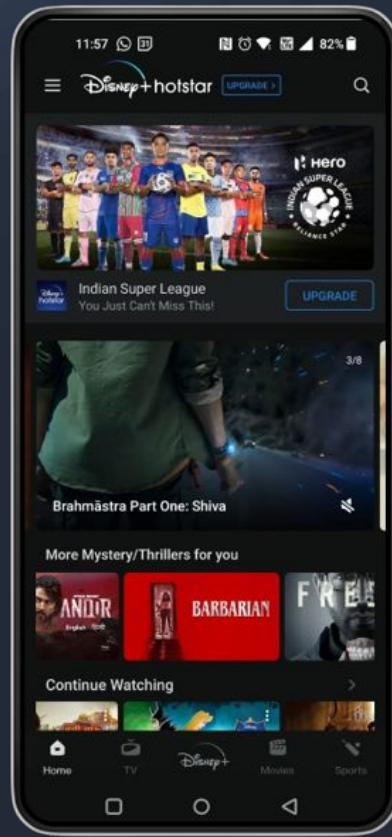
03 MOCK UPS

| HOMEPAGE MOCKUP

PAIN POINT 1 SOLUTION

Addition of personalized recommendations with the help of the IMDb database of movies, shows etc based on genre on the homepage of Disney+ Hotstar.
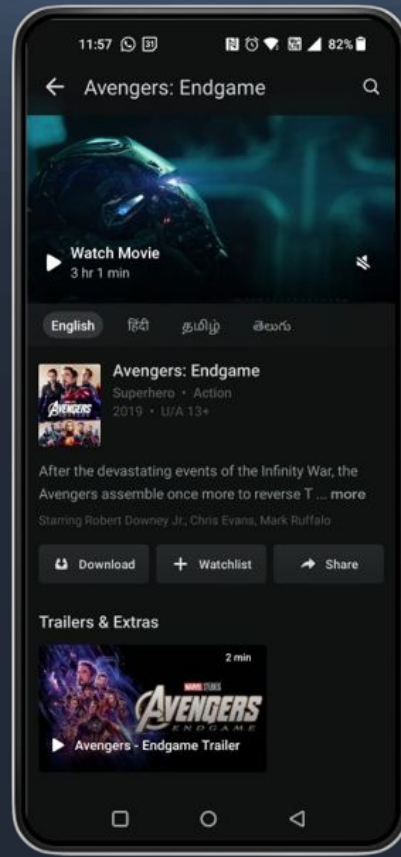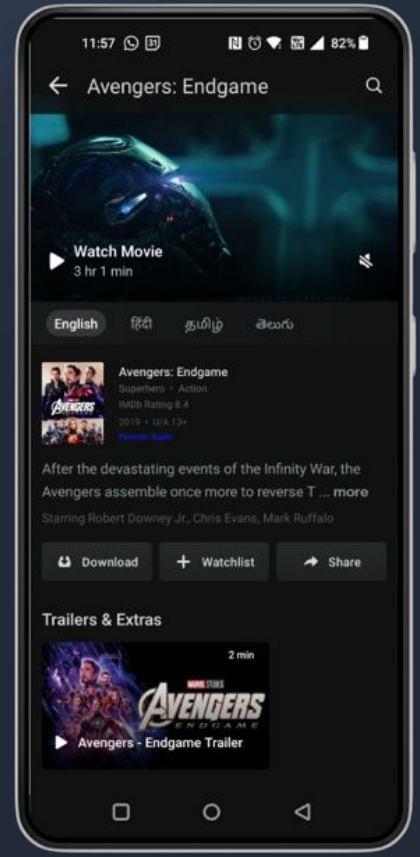

BEFORE

AFTER

MOVIE/SHOW PAGE MOCKUP

PAIN POINT 2

Addition of IMDb ratings as well as parental guides to each individual movie/shows page.

BEFORE
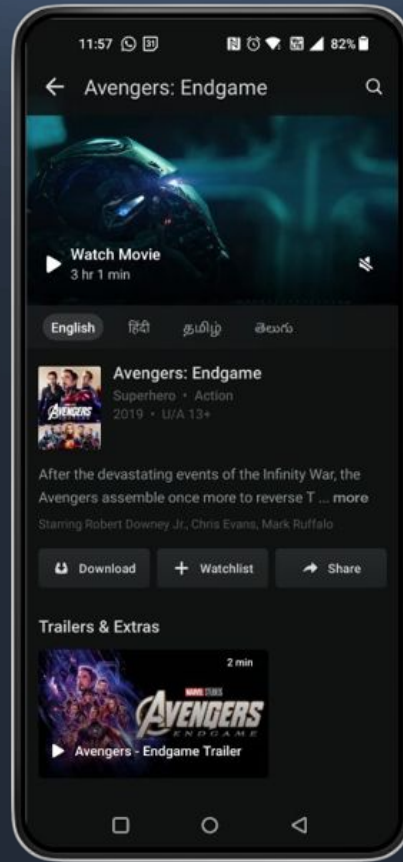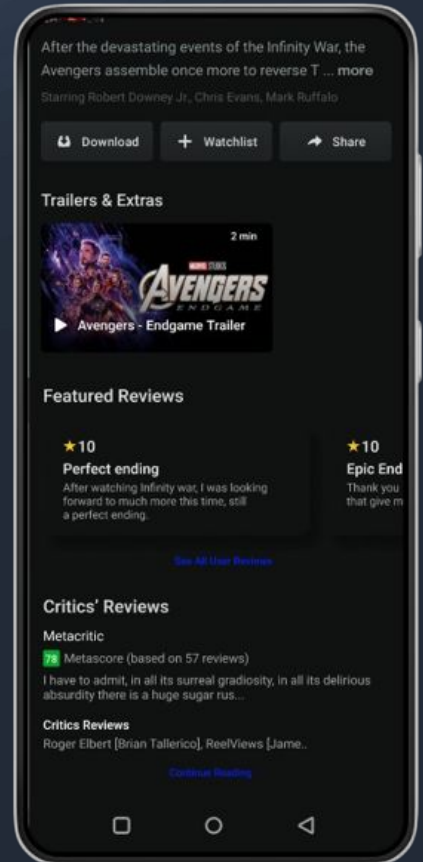

AFTER

MOVIE/SHOW PAGE MOCKUP

PAIN POINT 3

Addition of user and critics' reviews to each individual movie/shows page.

BEFORE

AFTER

04

SUCCESS
METRICS

SUCCESS METRICS

01 INCREASE IN AVERAGE CUSTOMER LIFETIME

02 INCREASE IN CUSTOMER LIFETIME VALUE (CLV)

03 INCREASE IN MONTHLY RECURRING REVENUE

04 INCREASE IN CUSTOMER SATISFACTION SCORE

05 DECREASE IN CUSTOMER RETENTION COSTS

THANKS!