

# Interviews, Personas, and Scenarios Report

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## Executive Summary

This report details and analyzes a series of interviews conducted for Pilot.ly's online streaming web service that is currently in development. A total of seven people were interviewed, which include one pre-tester, five interviewees, and one stakeholder. A thorough interview protocol that inquired about online TV streaming experience was prepared in advance by our team and incorporated during the interview process. From the information we collected, we constructed three ranging personas to build a solid representation of Pilot.ly's future users.

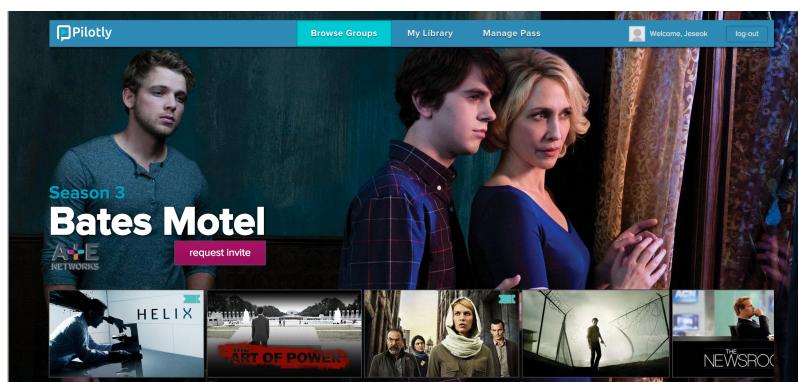
We gathered several insights into the motivations and values of Pilot.ly's future users. Our key findings include that most interviewees do not appreciate interruptions during their viewing experience and that accessibility, convenience and flexibility are important factors in watching a TV series. Additionally, most interviewees expressed willingness to provide quick feedback to surveys and stressed the importance of understanding the purpose/intention of a survey before they fill it out.

With those findings, we created a series of recommendations. It is suggested that Pilot.ly have a stable video player that avoids commercials and pop-up surveys to diminish interruptions during the viewing experience. Content should also be easily accessible. Furthermore, survey design should be quick and structured to take very little time. In survey design, intentions should be clearly labeled and defined before requesting answers from users.

These insights and personas will help us move forward with a thorough understanding of our client's target population and their motivations.

## Introduction

Pilot.ly has not always had the business model that they are currently operating—in fact, Pilot.ly once went by the name of Groupflix. Groupflix meant to provide a TV streaming service that catered to primarily to consumers who used competing services like Hulu, Amazon Prime, and Netflix. However, Groupflix noticed that the data they collected from users had significant value to their TV studio partners. Hollywood's TV industry doesn't currently operate much of its testing via online streaming services, so Groupflix decided to break into that sector as Pilot.ly.

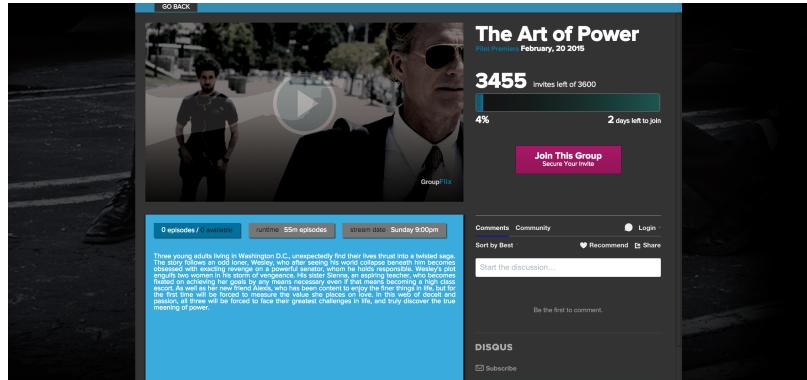


**Figure 1. Home screen of Pilot.ly**

Our client's ultimate goal is to offer studios and video producers a new way to conduct pilot testing. The analytics and data gathered from this testing is then used by these studios to better their TV programs. Currently, a studio client allows Pilot.ly users early access to their TV pilot content. In return for early access, users respond to a series of survey questions and have the opportunity to discuss the pilot via a DISQUS commenting system. Pilot.ly employees then compile the feedback from surveys, comments, and other analytics into reports for their studio client.

Pilot.ly identified two user groups, which include TV studio producers and regular TV viewers. In our interview research, we chose to focus on regular viewers based on client needs. In order to receive valid and effective data from this audience, Pilot.ly targets a broad user group with specific traits. Firstly, users predominantly rely on online streaming services to watch TV. Secondly, user must be willing to give feedback and share personal information. Thirdly, user should be from a younger demographic and have the tendency to adopt new technology.

To gather a robust amount of data, Pilot.ly needs their users to watch the pilot, fill out the survey, and socialize with others users. Since the streaming service is currently in a prototype stage, it is currently unknown how users will behave with the system. In our research, we intend to discover what motivates users to fill out surveys (incentivization) and socialize with other users (socialization).



**Figure 2. Users join group to watch shows, and leave comments to socialize**

In this interview process, our goal is to uncover the behaviors and motivations of Pilot.ly's target user group as well as generate personas that reflect these users. The behaviors that we chose to focus on include: online streaming habits, online survey response behavior, and socialization prompted by TV watching.

## Stakeholder Interview Summary

Our team held one stakeholder interview and one initial meeting with our client, which helped us understand Pilot.ly's current business transformation and what they envision for their product. During these interviews, we also confirmed the project scope and client's expectation about the project.

As information consultants, Pilot.ly looks to our team to gather findings and create recommendations for their in-house team to implement. Since their product is currently in development, our client expressed specific interest in researching the incentivization and socialization aspects of their website.

Pilot.ly confirmed that their target audience includes 18-25 year old college students or young professionals who actively watch TV. These target users are technologically savvy and early adopters who would like to see TV shows before they air commercially. This audience enjoys sharing his or her opinions with others and is always willing to provide feedback in order to have his or her voice heard.

The goal of the project is to evaluate and analyze the best, most efficient way to incentivize Pilot.ly users to answer questions while watching pilots on their website. We will focus on the users' viewing experience and then provide feedback/recommendations to assist Pilot.ly in developing their product. In order to provide the client with frequent project updates, we have scheduled bi-weekly meetings that will inform Pilot.ly of our progress through the duration of this project.

## Methods

The selection of our interviewees depended heavily on the expectation of our clients, their perception of their target user group, and the database that was provided. The conducted interviews helped us figure out several types of potential users of Pilot.ly as well as give us inspiration and direction on how to improve the usability of the current website.

### Target Population

Our target user is 18- 25 years old, ranging from college students to young professionals. This individual is tech-savvy and an early adopter. He or she needs to be an avid TV watcher (online streaming is a preferred habit). This individual must also act as a media pioneer and share a variety of information. With friends and in social spaces, he or she feels comfortable sharing their opinions and feelings about a TV program. Within a website, he or she must also feel comfortable sharing personal information and give feedback.

### Recruiting Method

Each team member was required to find two potential interviewees that fit the criteria listed above in Ann Arbor, Michigan. Once found, each member shared a short detailed summary about that interviewee in a two hour-long discussion before interviewees were selected. The information that determined selection included:

- Gender
- Age
- Occupation
- Streaming platform preference
- Years experience in online streaming
- TV watching habits
- Online survey experience
- Willingness to share personal information

Team members filtered the interviewees by the mentioned criteria, time availability, and diversity of their backgrounds. The interviewees fell into three categories of consumers that will use Pilot.ly services: 1) avid fans of TV series with frequent online streaming habits, 2) potential users who fulfill most criteria and have some specialties and uncommon behaviors, and 3) standbys who meet most of the criteria but do not care much about the service.

### Summary of Participants

Of all our potential interviewees, we selected one pre-tester and five interviewees. Among these chosen users, two are male and three are female. This ratio met the division of the Pilot.ly database between male and female users. It should also be mentioned that the pre-tester is female.

In order to conduct in-person interviews, all interviewees live in Ann Arbor, Michigan. Each shared ranging experience using American streaming platforms like Netflix, Hulu, Amazon Prime, etc. All familiar with the general use of technologies and have experience complete online surveys.

While our users do have certain similarities, each individual had unique characteristics ranging from different backgrounds, ages, and TV expertise. For example, one interviewee was very familiar with film and TV industries while another had experience in financial and business operations. Our participants varied in occupation and age. Even as students, several of our participants have years experience working in industries (related and unrelated to TV).

### **Interview process**

Before the first interview, we conducted a pre-test to check the validity of our designed interview protocol. After revising several drafts of questions, five interviews were conducted in a span of four days. Each interview team consisted of one interviewer and one note taker.

Interviewers followed the structure of our prepared protocol, but allowed flexibility in their questions. Interviewers also prompted the note taker to ask additional questions when the opportunity arose. Our team forbade note takers to transcribe the conversation electronically so that the interviewees wouldn't feel distracted or overwhelmed. Under the consent of the interviewee, the interviewer created an audio recording for additional notes.

The typical interview took roughly forty-five minutes from start to finish. The interview began with a preamble that summarized the focus of our project and the general process of the interview. After the interview, a five-dollar Starbucks gift-card was given in return for their answers and time.

### **Analysis**

After each interview, the note taker and interviewer summarized key findings from the session and then presented these points to the team. We utilized a shared folder on Google Drive to archive all scripts and audio recordings. Within twenty-four hours, each team member assembled to review the script and interpret the interview. In order to be efficient and thorough, each review session was led and commentated by the interviewer and note taker. During these sessions, team members added their own interpretations, proposed additional questions, and gathered insights from each individual interview. After analyzing the dialogue by previous interviewees, questionnaires were partially modified and polished for future interviews.

Based on interview analysis, we identified certain characteristics that can be distinguished among different types of users. Those factors became the main criteria in building up our personas and scenarios.

## Findings and Recommendations

Pilot.ly is currently in the process of testing its platform, so we only have access to one example TV pilot to base our interview questions. We do not have adequate information of the types of questions Pilot.ly will be presenting viewers, but it was confirmed that questions will revolve around pilot content. Therefore, we primarily focus our analysis on the general behavior of the user, and look to uncover their attitude and concerns when streaming TV programs and answering online surveys.

### Summary Results

Generally, most users expressed interest in watching pilot TV programs if the show had already aired commercially at some point in time. Some interviewees wouldn't watch brand new TV programs or titles that they have never heard about. In terms of the feedback for these pilots, some users indicated that they would quickly rate a show or provide minor feedback about small changes that could improve the production of the program. However, the majority of our interviewees do not want to influence major plot points or alter how the show is made due to respect behind the creative TV making process.

### Key Findings and Recommendation

#### Finding 1

##### **Most of the interviewees don't like being interrupted during their viewing experience**

Only one interviewee mentioned that she could bear commercials showing in the middle of an episode. Most of our interviewees, however, expressed displeasure at being interrupted by commercials or pop-up surveys while they watch TV programs. One interviewee recalled a bad experience on Hulu; a slotted commercial appeared at the high point of a thrilling scene and broke her viewing experience. This experience resonated negatively because she felt like the commercial had been misplaced and could have been shown during a natural break during the episode. Additionally, some of our users prefer to go to other streaming sites that don't require commercials or pop-outs in the middle of a program. Because most of the interviewees think a high quality viewing experience is important, a stable video player or Internet connection is valued highly when streaming a TV series.

## **Recommendation**

We suggest that Pilot.ly should have a stable video player that ensures viewers with a smooth, uninterrupted watching experience. In addition, pop-up commercials and survey questions should be avoided when the show is playing. We recommend that Pilot.ly ask users if they want to participate in the surveys before asking them to answer the survey questions. This gives user some amount of control of their viewing experience; our interviews proved that control and options are important to potential users. In this case, users should have the opportunity to choose when they want to answer the survey questions before the show, during the show, or after the show.

In addition, if survey questions are incorporated into the episode, we recommend that survey questions should be presented in natural breaks throughout the program. This will prevent potential interruptions in the viewing experience.

## **Finding 2**

### **All users consider accessibility, convenience, and flexibility important factors when watching a TV series**

Most of our interviewees highly value flexible watching options and prioritize their personal schedule over TV air times. One interviewee mentioned that she would be interested in watching pilot shows only if a program's screening time is flexible. If certain episode time slots were immutable and unable to fit within her schedule, this interviewee would not sacrifice other commitments to make this airtime. Another interviewee agrees and believes that online services need to be convenient and easy to access.

## **Recommendation**

We suggest that Pilot.ly provides a flexible airing window for pilot TV programs. If users miss the premiere, they can come back to the platform and watch the new episode based on their time schedule.

## **Finding 3**

### **Most of the users are willing to provide quick feedback and answer easy survey questions**

According to one of our interviewees, he never answers surveys unless there's some sort of reward involved. The majority of the interviewees are willing to answer survey questions under the condition that the surveys are brief and easy. Some users expressed a willingness to rate a TV program (or have experience rating TV

shows on other competing streaming sites) because they think leaving a rating leads to a better recommendation system.

Additionally, our interviewees are motivated to complete surveys for two reasons: 1) they have received a survey from a friend or family member and they feel like helping that person out, or 2) there are incentives provided. One interviewee remarked that the design of the surveys matters; if it pops out without warning or is aesthetically displeasing, she will decline to give feedback. Another user mentioned that he would respond to a survey on Facebook and Hulu because questions are brief. Also, two interviewees shared they are more inclined to provide feedback if they have positive feelings about the program and the experience.

During our interviews, we also asked the interviewees' experiences or reasons in avoiding surveys. Some interviewees said that the reason they tend to avoid or ignore some surveys is because they know the surveys are purpose-driven and feel like their data will be sold to other companies.

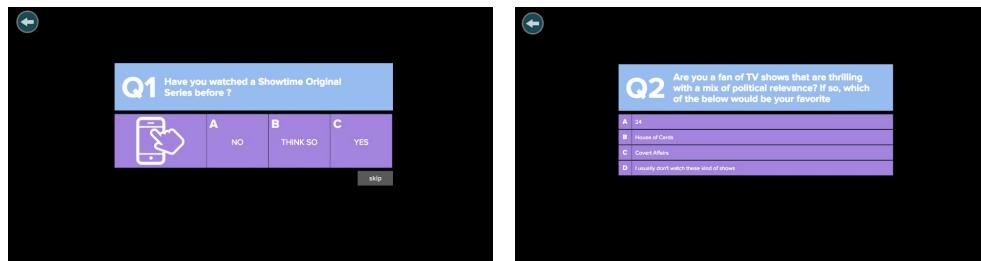


Figure 3. 4. Surveys in Pilot.ly. Currently, They pop up while users are watching TV show.

### Recommendation

In order to best incentivize users to answer questions, we suggest Pilot.ly create a clear reward system. This system should provide information that will explicitly tell the user what they will receive when they answer a survey. In addition, users are more willing to fill out questionnaires if they are designed to be brief and enjoyable. Therefore, we suggest that survey design should be neat and interesting, and the survey questions should be short and easy to answer.

### Finding 4

#### Knowing the purpose of survey is important for the interviewees

Knowing the purpose of a survey and how a survey's data will be used will influence interviewees' attitude towards answering proposed questions. Some of the interviewees shared they are willing to fill out university surveys because they know that those surveys are research oriented. Several of the interviewees expressed concern about who benefits from the personal information that they provide. Our interviewees are less inclined to provide personal information if they suspect that those details will be sold for profit.

## **Recommendation**

We think it's important that Pilot.ly let their audience know the purpose of their surveys and how these surveys will be used before asking for personal information

## **Discussion**

There are very few competing companies offering the same service covered in Pilot.ly's new business model. Therefore, we sought to understand a user's attitude and thoughts about watching TV programs before they air commercially. We additionally sought to understand the kind of feedback that these users are willing to provide to pilot TV programs.

Since Pilot.ly targets a very broad user group, we had to scope down in order to acquire in-depth data during our interview research process. Therefore, we only focused on people who have plenty of online streaming experience in order to learn their behavior. Because we didn't factor in new adopters into our interview process, this might have caused some bias in our observation. Additionally, our interviewees were all taken from the University of Michigan because of their accessibility and the high cost in screening the Pilot.ly user database. This also may have caused a certain bias in our final result.

Our client is in the process of transforming their product features and business model. The content of their website will continue to be altered until late February. Since we do not have access to all key features—which include a video player, the number and names of titles in their library, and survey question design—we can only focus on general behavior and motivation probing.

## **Conclusion**

Based on the interviews from our five users, one pre-tester, and one stakeholder, we have found that most target users emphasize accessibility, convenience, and flexibility as important factors when watching a TV series. Additionally, users do not appreciate interruptions during their viewing experience. When it comes to online surveys, users want to understand the purpose behind the survey before filling it out. We recommend that questions should be quick to answer and not too much work to complete. Pilot.ly additionally should offer a stable and fluent viewing experience. The survey should be well-designed visually and be clear in its direction/reward.

In the next stage of this project, we will design a survey to be deployed to future Pilot.ly users. We intend to create questions that will analyze usage of similar video systems, surveys, and feedback response. This will help us clarify the challenges of our client and let us offer potential solutions.

## References

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## Appendices

### Introduction

During this research stage, we reached three personas and corresponding scenarios that detail Pilot.ly's target user group. Personas and scenarios are basic tools that reflect a large user group and intend to build a "typical" user. The scenarios that correspond with each persona reflects real, recalled behavior and attitudes extracted from interviewees that belong to this user group. Personas are user models and represent a specific individual, and include a description of his or her background, personal information, motivation, values, and behaviors. This information is extracted not only from interviews but background research as well. The scenarios created for these personas typically narrate a story or scene that highlights the behaviors and motivations of that person when interacting with a product.

The persona and scenario are two powerful tools that allow the designer to understand a single user's behavior, interest, motivation and situation. By focusing on representatives of a user group instead of a massive target group, a designer can create a design resolution without being overwhelmed. After conducting six in-person interviews, we organized our notes of each individual. We concluded that Pilot.ly users fall into three different persona categories, which include: the Pilot.ly fanatic, the general Pilot.ly user, and the casual Pilot.ly user. Their behaviors vary in TV streaming habits, socialization, and survey response. Shared responses and behaviors between interviewees were grouped into one of these three types of personas. During this process, we verified and filtered out specific personal behaviors that are not representative of that group.

### Appendix A: Interview Guides

#### Preamble

Thank you for attending this interview. Our project's focus is to learn how people use online streaming services and respond to online surveys. I am going to ask you a series of questions about your most recently watched TV series, your online streaming habits, and your experience taking online surveys. My partner will be taking notes while we are talking.

Your responses are voluntary; if at any time you are uncomfortable about sharing information, you may choose not to share that. The information that you share with us will only be used for the purposes of refining this process and will not be shared with anyone else. Do you mind if we record our conversation?

## Interview Questions

- Background information
    - Demographic
      - gender
      - age
      - occupation
  - Video watch experience
    - General experience (contain both online and TV)
      - What platform do you use to watch tv series? Do you watch TV series on other platforms? (e.g. TV, Netflix, hulu, specific websites)
        - How often do you watch tv series online?
      - Which one do you prefer to watch TV series? Can you tell me more it?
        - Why do you prefer to use this specific website/platform, comparing with other streaming service
  - Online streaming experience
    - How long have you been watching TV series online? What streaming service do you use?
      - Which streaming service you use the most recently?
    - What current TV series have you recently watched online? What is your recently favorite TV series? (following questions would go with their favorite one)
      - Why do you watch it online, instead of watching it on tv?
        - Why this, comparing with TV
    - how do you watch it?(watching environment, location, frequency, device)
      - where/When do you watch it?
      - how often do you watch it?
      - What device do you use to watch it (probing, on tablet or PC)
- Socialization
  - Can you share an episode that's memorable? Can you tell me more about that? what did you do after watching that? (Did you share with anyone your feelings, this episode) (probing whether the user has the desire or habit to share sth on social media)
  - Did you discuss this episode online? If yes, which site did you use and who did you discuss?
    - Are you a member of any fan communities online?
    - How long after you watch the TV show do you visit the fan community?
    - Do you have any experience sharing or discussing TV series with your friends and families?

- how do you share/discuss your TV series with your friends?
- general experience (contain both online and TV)
  - Do you have any bad experiences with any video watching platforms?
    - What is your least favorite streaming service?
  - (optional) What do you usually do (what kind of sites do you go to) when you miss the air of TV series?
- online survey experience
  - Do you have any experience doing online surveys? Can you tell me more about that? (elaborate experience) why/ why not you do that survey?(motivations)
  - What motivated you to complete these surveys?
  - Do you have any experience avoiding online surveys? What would make you not want to fill out the survey
  - (optional) If you often go to a specific online shopping website to shop, will you fill out the survey some surveys pops out during your shopping?
- Pilot.ly specific questions
  - probes of Pilot.ly's core service/pilot video watching
    - What do you think of watching a TV episode before it's on air?  
Why?
    - How likely would you watch a TV premiere before it airs on cable? Does this interest you?
  - probes of Pilot.ly's incentive ways of questionnaires
    - If you could directly influence a TV show, would you do this? the influence part might be:
      - Key plot: the key character is going to die or not
      - Irrelative with plot but something with production: background music is miserable
      - Simply rate you like it or not.
      - A brand new series is aired, and no one watches and knows that. Would you want to watch it that?
      - Do you want to give your feedback about an episode during/after the show? (For example, do you like it or not)
    - Are you willing to give a survey or company your personal information (gender/occupation)

## **Appendix B: User Interview notes**

### **User 0(Pre-test)**

#### **User background**

24 years old. Female, Master student of MSI. Start watching TV series online 3 years ago, and before that she always watched on TV. This is because her school work tend to increase a lot, and can't catch up with the air time.

Users use different online platform including hulu, which is the website airing "NY Med", including Amazon Prime Video, Netflix, and some TV shows' own websites.

#### **Online streaming platforms**

User uses online streaming to catch up with TV series missed their air time because of personal schedule. (Schedule seems to be the most important thing)

Hulu puts the new episodes three days after it's on air, and its free.

The user uses Hulu because Hulu has a wide variety of shows and has those series she wants to watch. (here the interviewee tends to have a strong TV series oriented when selecting platform)

#### **Socialization**

She never shares anything about the tv series she watches on social media. The reason is that she thinks social media is "a cluster of information", where information she posted might be ignored by others, since there are so many other infos on social media. And also she thinks her TV series only targets on small group of audience, where would hardly have certain small (? forget) on social media. She always uses text message to discuss the series with her friends

#### **Viewing experience**

One specific recent experience she views TV series on Hulu is because she wants to run outside when TV is on air at that period of time. So she choose to watch on hulu later on.

When watching tv series on Hulu, they sometimes put the commercials in the middle of the show. The user considered it a bad experience because her viewing experience was broken up by the commercial. She suggests two scenarios of ads, one is in the middle of show, the other is go before show but last 5 minutes long without interruption, she prefer the second way. Thinks it's better. (The users also thought the commercial wouldn't be so interruptive if it showed in a natural break/right place.)

When watching streaming shows, the user wants to have control over the overall viewing experience.

### **Online survey experience**

The user has finished one UMSI survey recently. She filled out the survey because the survey came from her friend. According to the user, she is more willing to do the survey if the survey comes from a person that she's familiar with or some reputable organizations.

The reason why she avoids and ignores the surveys/questionnaires is that she knows the surveys are purpose-driven and are not very fun. She might consider doing the survey if the surveys are fun.

The user also mentioned she may want to do the surveys if the questions are short. We take a scenario of watching video while there is a thumb up button like Twitter and Facebook do, if she likes this video, will she press to give a thumb up? She said no, since she thinks it is very obvious for audience, and there might be a lot of others doing so, so she doesn't need to do so.

### **Pilot.ly specifically**

She would be interested in watching pilot TV shows before it's on air if it's an exclusive thing. She would also watch it if she can get other people to watch it. (social perspective)

She would also be interested in watching pilot shows if the playing time of the shows are flexible. If it is fixed by certain time slots, she would not make it because of schedule.

She didn't know if she would do that if she had the opportunity to answer the questions and change the show, because she would prefer to watch the writer's original thoughts.

She mentioned she knows someone who's crazy about Game of Thrones went to online forums and shared their feedback and willingness of changing plots. But she has never done that.

## **User 1**

### **Background information**

29 years old, female, PhD student in Pathology

### **Online streaming experience**

She started watching TV series online four years ago. The different platforms she uses included Hulu, YouTube and Netflix. The TV series the user's currently watching include Gotham and Revenge.

She doesn't watch TV series on TV because she doesn't have a TV at home. She's more inclined to watch TV series on Hulu because it's more flexible.

She mostly uses laptop to watch tv series, and sometimes uses her iPad. Hulu has iPad application so she also uses the app to watch tv series.

The user watches Revenge 2-3 times a week, depending on her schedule. She often spends around 1 or 2 hours watching it each time(which is 1-2 episodes).

When talking about one memorable episode, she said she was shocked/sad when she saw one of the characters dying. She tried not to be too emotional because she think that's waste. She didn't want to be too into the show.

### **Different streaming services**

The user is more inclined to watch series on Hulu because she thinks Hulu has more recent shows and updates more often(?). She has Hulu plus, which you can watch a new episode one day after it airs. NetFlix is always playing the show after the season.

One other reason she's less inclined to use Netflix is that Netflix has too many shows, so sometimes it can be overwhelming. And its hard to keep track of the shows because Netflix get rid of the old shows and don't have every shows up. But Netflix got bigger library of movies, she uses it when she has much free time.

She got Hulu plus, and Hulu plus still have commercial. Hulu has 5 times commercial for an hour episode, and each commercial is 30 sec long. The user is not a fan of commercial, but she won't complain about it because she thinks that's what it is. She mentioned she thinks it's ok to have commercial because she can do something else at that time.

She uses both Hulu plus and Netflix, but both are her friends account and she doesn't pay for it. If she has to pay same price, she will choose Hulu+(Because update is faster, even though it has commercials)

### **Share/socialization**

The user doesn't belong to any online fan communities. she also never comments on any online communities. She mentioned that Hulu has comment section at the bottom of the site, but she never comments, she only reads them.

She mentioned if she wants to share a tv series with friends/family. She will call them and let them know the tv show.

Sometimes she speaks to her sister about the series. But most of the time she doesn't share because she watches the series when everyone's sleeping.

## **Survey**

She takes online survey from E-rewards because she can use that to get points/cash for Southwest airline.

She often gets online survey from E-rewards. She sometimes deletes those emails because she doesn't have time to do those surveys.

She mentioned if she has time she will do the online survey and if she's busy she will just skip it. She said she's more inclined to do the survey if she feels good. She doesn't like to give negative feedback.

I asked whether she has experience of doing survey which doesn't give reward, and she answered that she did Groupon Survey because she wanted to give good feedback of the restaurant that made her feel good.

## **Pilot.ly**

She thinks it would be pretty cool to watch a pilot tv show, but it doesn't really make a difference for her. She is not eager to watch an early show because only several day is not a big difference.

She thinks she would watch the pilot tv show if she finishes the episode and wants to know the result of it.

If the show has attractive plot, story, or subject, she would be willing to watch premier show. Unless, she is not crazy to do so.

She said she may not want to influence the show. She wants to watch the original one written by the writer,

## **User 2**

### **User Background:**

Female, 20-year-old Junior student from University of Michigan, major in earth science and anthropology.

### **Video Watching Experience**

Danielle started watching TV series online 3 years ago when she started college. She mostly watch TV series on Netflix, for some series on ABC, she may use Comcast; she also watch TV series on Amazon Prime sometime. She use Netflix most since it's convenient and has lots of shows, and it has more accessibility. Amazon Prime doesn't have so many stuff, but it contains some instant stream. She used Hulu once and her friends have an Apple TV service that is used sometimes.

The time that Danielle watches TV depends on the time slot of the series. Most of time is at weekday nights and weekends. She may watch different shows at a time.

She watches TV series mostly within 24 hours after its on air, sometimes she watches it on air, and in some cases when she gets it, she watches it.

She will watch an episode a day, sometimes two if she has the time. She will also binge watch TV on the weekends if she has the time and access.

The current TV series that Danielle is watching is Jane the Virgin. She loves TV series talking about super heros. She also watches Agents of Shield, Agent Carter, Broad Church (BBC series), Elementary, and so on.

Compare to TV, she prefers to watch online, since online services are convenient and easy to access. There are certain problems with TV; for example, she has to wait until the right time to watch the program and find the correct channel (and there are plenty of channels). The also TV lacks movability; for example, her brother can watch the online service while travel, while he cannot watch TV during the trip. She watches TV series mostly on her laptop. However, when her laptop was broken, she had to use her phone to watch TV. And she travels a lot, which makes her more inclined to use her phone.

Parks and Rec is her most memorable TV episode since everyone around her loves it. She watched it a day after it aired and then showed it specifically to her friends. She loves the character doing.

Her bad experiences revolve primarily around video player difficulties. Sometimes it loads improperly without sound and requires a reload. Other times, she misses a sentence or two and wants to backtrack the episode. Some players don't allow this and take her back to the very beginning of the video. Comcast loads perfectly compare to others.

## Socialization

Danielle use Tumblr to share her opinion on TV series, and shares her enthusiasm with friends about series. She shares on Tumblr almost immediately after an episode is over or will share during the episode (live blogging). She enjoys reblogging GIF sets and photos.

She does not use Twitter, but she will text friends about an episode if it matters to her.

She is a member of fan group that she met on Tumblr. They are situated all around the world, but will enthusiastically use What'sApp to share their opinions on a TV show

## Survey

The most recent survey is about school project. The incentive of doing survey sometime is to win a prize, but most of the times is to help people out.

Danielle hates the pop out surveys of any kind, both with video and regular surveys.

She just wants to watch her episode and that's that. She doesn't want to do very much work to get to that episode either--she will sign-in and load it, but otherwise doesn't want many steps to get to her content.

### **Pilot.ly specifically**

She would use Pilot.ly if they met these two requirements: first, the content needs to be easily accessible and second, the website needs to be well established and the layout pleasing to look at.

She will not watch the show without knowing it--she needs others to vet the program before she sees it. The program content also has to be interesting to her and depends primarily on how other people remark about it

She is interested in the survey, as long as the survey is not pop out and neat. It cannot be too long either or she will lose motivation to get to the video content.

## **User 3**

### **User background**

23 years old, male, graduate student in UMSI IAR, and he finished undergraduate studies in business school of UMich. He have watched TV series online since 6 years ago when he is teenager and sometime before Netflix came out. Comparing with watching shows on TV, he prefers watch them online. Because it has more options and he can control what he want to see, usually things he like, which is not controlled by himself when aired on TV. He likes to watch Game of throne, Dexter, Breaking bad, Better Call Fall(? he said it's something like walking dead)

### **Online streaming platforms**

He used several online streaming services, including Netflix, Hulu, cucirca.eu, and other websites supported by its own studios. Among them, he prefer Netflix and cucirca most, and used hulu for a while.

He thought Netflix is cheap and have a lot of shows on it, and its website is safest and most structured. He uses it through sharing account with his brother.

He used cucirca because it always update 1 or 2 days after it's on air, and also have a lot of show resources. However, it has tons of ads and some broken links, but he could tolerate this since it's free.

Hulu is something he once used since it's free. He abandoned it at last because the things he had to pay for to acquire on Hulu could be found somewhere else.

## **Viewing experience**

He always watches TV at end of the day for relax, after he finished nearly all work. He often watches at home with laptop. But his laptop is broken recently, so he use kindle fire as backup to watch TV series. However he would not choose smartphone, since it won't support some of online streaming services. The frequency is highly depended on whether show he is interested in is on air, e.g. he followed Game of Thrones each season, or whether this show he is hooked on. If so, he would watch it everyday. Otherwise, it would be fewer times. He likes to watch TV, even when homework is heavy, sometimes he would still open TV series as background when doing homework.

## **Socialization**

He usually won't share videos to others because it's popular, most of his friends have access to that episodes. However, if he knows that they don't, he would send a link of cucir. He use Facebook as almost only main social media to communicate with others to see agree and disagree with others. And he would post on Facebook when he felt sad or surprised watching TV shows. There are two examples. 1) When Game of Thrones went over last season, he was so sad that he posted on Facebook and talk with others. 2) When there is a episode in Game of Thrones, a lot of main characters died, he feel so surprised and sad and he also talked this on Facebook. He hasn't been in a fan community yet, but he thought it might be interesting. Except for Facebook, he also liked to communicate others imperson, if time happens.

Cucir has comments area in it, he thought it was fun and interesting to watch, but he never comment himself. Because he couldn't comment anything before watching the show, but always forget after show ends.

## **Bad Experience**

Netflix has nice features and he likes rating and recommendation system (his overall attitude is positive). But he thought the TV show is not enough and not that up to date.

Cucir has a lots of ads, video is slow and has broken links.

He mentioned his attitude towards ad is understand but won't get fun from it, nor angry. He knows that websites need ads to support themselves and it has existed since beginning of video websites. But as a user, he wants not to see them. And he thought the best video viewing experience would be watching video with one click and no interruption during the viewing process.

## **Online survey**

He responded to online survey, both companies conducted to get some information from users and research oriented. He couldn't find a job at 16, so he wanted to make money through answering surveys at that time. But the money is so little, only few

pennies per each. For now he is not incentive to do surveys, however he would do it in these two conditions:

only he felt strongly about something, either angry or enjoy. He used to reply a Netflix survey with good positive experience when he started to use it for few month. He thought the new recommendation system is cool so he answered that questionnaire that is short or easy to answer.

He would do pop out survey on Facebook even if he has no feelings about it, just because of short. He would also respond to the ad-relative survey question on Hulu since it's short.

[He thought survey is something positive, and help make process better.]

### **Pilot.ly functions**

He liked to watch something before, even if it's new, as long as the register and process is easy. And in order to watch it earlier, he would like to give feedback, however, personal information is something depends. He want to know what these information are used for, and how personal and deep they would be. If it's only name and email it would be fine. He also mentioned that he would use some old email address to reduce spam mails.

He would not choose to change plot, even if he is surprised by it. He doesn't want to change the creation and ideas of writer and director. He thought audience is just to enjoy the show. And he never tried to write to a writer when he felt surprised.

## **User 4**

### **Background Information:**

44 year old female. Undergraduate art history student at the University of Michigan.

### **Online Streaming Experience:**

Started to rely on online streaming 4 years ago.

Krysta does not enjoy watching multiple shows at one time. She prefers to wait until all seasons are released before watching; for example, she is watching through the entirety of Criminal Minds despite not being on air. Watching new TV episodes as they air commercially is not important to her.

She does not watch TV because she does not have cable.

Morally disagrees with online streaming/privacy. Will only watch TV on legitimate channels. Her husband is an artist and has a great respect for those in creative fields, so she feels morally conflicted if she pirates their work.

She is very flexible in watching TV.

### **Different Streaming Services:**

Prefers Netflix by default, though she will watch Amazon Prime. Each service has different libraries, so choosing the streaming service depends on the TV program. Watches these TV shows on her Kindle or Laptop. The Kindle is used when in bed or on the go between classes. The laptop is then used while at her desk, though this appears to be less often.

Does not think about Hulu at all. It's just another service to purchase and she does not like the commercials.

Owns a Roku box. She canceled her cable subscription because of that reason. Uses the website "Crackle" to watch TV programs. Content rotates and is very exclusive. However, the same commercial repeats over and over, but it only airs once between TV program commercial pauses. She would rather only have one commercial and watch it multiple times than watch three different commercials during pauses.

### **Sharing/Socialization:**

She does not discuss TV programs online and is not part of any fan communities. If a TV show is very engaging or popular (for example, Game of Thrones), she will post a status on Facebook or respond to a friend's status. She is motivated to share with friends when there is mystery in the content or when a character is killed.

### **Survey**

She will fill out University surveys and enjoys filling out forms (she has enjoyed filling out forms since she was a child). However, these forms need to be dedicated to research to be rewarding for her.

Legitimacy is extremely important.

Does not like surveys that interrupt an experience. When she's shopping, she doesn't appreciate pop-up surveys. Wants to fill out a survey on her own leisure, so she remarked that she appreciates surveys emailed to her.

Finds shopping-based surveys dubious. She will not give out her information if she feels like her data is going to be sold to companies. However, she will give out information if she feels like it will be used for research specifically for that company (for example, will give out information if Kellogg's asks about children's cereal eating habits. Will not give information to a site that wants to particularly profit by selling to other companies).

### **Pilot.ly**

Seeing an episode before its release date is not a big motivator. She believes that she has the patience to wait for it to air and is not inclined to seek out material before it shows.

Does not want to influence TV programs with her answers to surveys. She believes in the creative team of the studio and wants that team to control the story. She wants to “give them a benefit of the doubt” and has an appreciation for their work.

Expressed interest in rating a show after watching on a scale of 0-5 stars. She specifically remarked that she enjoyed if rating leads to a better recommendation system. Likes when Netflix recommends shows for her based on what she has rated in the past.

She may watch brand new unaired pilots. Has experience testing new food products, so she may be interested in watching new TV.

## User 5

### Background information

24 years old, male, first year Master student in ARM

### Online TV watching experience

He started watching video on the Internet in general since his high school(2005). He used to watch animations and he usually used fan made website to watch anime online. On fan communities(which he can't remember name), fans posted copy of video but they were taken down quickly because of copyright issues, translation was unprofessional and sometimes one episode was divided into 3 parts(quality was low).

Now he uses Netflix for TV watching. He started using it from 2008(when he was freshman or sophomore), and subscribed since then. Sometimes he also uses other sources(other studio websites for specific shows, hulu before it had heavy load commercials) to find what netflix doesn't offer.

### Different platform

For other sources that he used, he mentioned that he used to like Hulu because it has a lot of anime and shows are up to date than Netflix. But he stopped using it because Ads were enlarged at some point. Something he mentioned is that he used ad blocks to get rid of commercials. However, video player of hulu would say “we know you are using ad block plug in, please turn it off so we can play ads”. There are 3X30sec ads per 20min episode, or one long ad before entire video. He doesn't like that. Also, he didn't want to pay another service (which may make this ads go away) while paying for Netflix.

He said his ratio of watching TV show and anime is similar. He also watches Cartoon network or other cables to subscribe as other source because he doesn't need to wait those shows to be on the internet.

## **Specific TV watching behavior**

The current TV show he's watching is Adventure time and Walking dead. he watches it from 2009 but it's not updated on Netflix. He said that he still uses fanmade website and it uploads after 1 hour of TV show. If he misses the show, he would go online and find it because it is more convenient than keep the time for the show. He watches TV shows everyday, at least 1 episode per a day, usually after he went home and before he started to do homework. "as a break". He has TV but he's not using broadcasting. He just connects laptop to TV and uses it as a screen. Because he likes this way to view.

## **Socialization**

For the Adventure time, he watches every thursday and going to watch with his girlfriend. He google it to watch and its quality is pretty good, as same as TV episode. He would watch in his room on TV, doesn't use mobile device pretty much and he likes to watch on TV(bigger screen, don't wanna sit on desk chair). He used to watch on laptop but he prefers to plug it to TV now.

We asked whether he was in a fan community for it, and he said he goes to a lot of forums online to get information about others' reviews. He goes to Reddit because it's popular one and many people are there.

He also follows One Piece (one famous Japanese Anime) with one of his friend. They would text to each other to communicate. And Sometimes when he found something interesting on these forum, he would just screenshot and send this to his friend.

With people watching videos with him, like his girlfriend, he talks about the show in person after the show.

When a character is dead in Walking dead, he sometimes felt sad or bless but not emotionally engaged so much. He could not pick the best episode because every end of episode is the best part to attract people to keep watching. But after watching good episode, he likes to share his emotion[It can be translated to 'he likes to check other's reaction'] He doesn't post online, but reads a lot of other's post. He is 'lurking' forums. For some shows that not many of his friends watches, he needs to see other's comment to recap and replay. He said when some posts says "Did you notice it?" then he would watch it again to check it. He said "accessibility is a big reason he uses fan sites.

He said that he would be affected by other's comments. He can get what he didn't know about the show, and he is easily swayed by others (I didn't remember this part, to be checked in record).

## **Additional Questions**

He moved to Netflix from Hulu. He had some bad experience about Fanime because of low quality in movie and translation. Netflix: he doesn't like recommendation system.

Now he uses only Netflix for video service. He started to pay for it by himself from 2009 because he can afford the service and think it is cheap (he had a job at that time). He doesn't use the function of DVD on Netflix, only the online streaming part. He also mentioned Amazon prime that it has large library of art films(films from a company Criterion collection) in good quality that he is interested to try in future.

## **Online Survey experience**

He never responses the survey. He said he might be a bit selfish, but there's no intrinsic reason or gain, he doesn't do it because it just takes time away. "I don't understand why they ask these questions, since they could pull these information from my accounts".

-If reward exists, he would do survey. (e.g. payed research questionnaire in campus)  
-If he knows the person, he would join to help the person. (e.g. this interview)

He just ignores surveys to avoid it. When Hulu asks "is it relevant to you?" after the ad, he just don't do anything. Not even bother to click "no". He said "I just want to stay distant". (The point that I felt that he doesn't like giving away his information)

## **About Pilot.ly**

About the concept of watching before on air, he said he already does it on certain TV broadcasters. He got information about it from friends and fan community.

But he probably won't use it if he doesn't know the show (brand new).

If survey can change the show, (his attitude changes a bit from this point but) he would probably not use this service. He just want the show to surprise him rather than relying on fans. He also hates to vote to change the episode. He said it's cool stuff but he is not in. He doesn't want to change big things like plot. but wants to give feedback on its production or editing.

## Appendix C: Personas & Scenarios

### Persona 1



**Michelle Davis** Undergraduate

- ▶ GENDER: FEMALE
- ▶ AGE: 20
- ▶ DEVICES: LAPTOP, TABLET
- ▶ STREAMING ONLINE: 5 YEARS
- ▶ PLATFORMS: NETFLIX, ILLEGAL STREAMING, TV STUDIO WEBSITE, AMAZON PRIME

**“** I almost never watch actual Television, almost never I was probably on Tumblr right after and reblogged all the gif sets about it.

#### ► Personal Background

Michelle is an undergraduate student at Michigan State University. She loves watching TV series, and usually follows roughly 7 different shows concurrently. Each show is viewed on a different platform; for instance, she watches The Walking Dead on Netflix, Game of Thrones on a fan-made website, and Agents of Shield on ABC.com. She shares her sister's Netflix account. Michelle manages a blog on Tumblr and enjoys sharing her TV-related reactions and opinions. Typically, she starts blogging immediately after an episode ends or she'll live-blog the program as it airs. She also texts her close friends when she thinks an episode matters. She cannot tolerate any kinds of commercials during watching TV shows.

#### ► Motivations

Want to see content immediately  
Very passionate about diverse types of TV series  
Wants to share media with others and adopt the role of influencer

#### ► Values

Fluent watching experience without interruption  
Low cost  
High video quality  
Large library of content



## Scenario 1



### Michelle Davis Undergraduate

- GENDER: FEMALE
- AGE: 20
- DEVICES: LAPTOP, TABLET
- STREAMING ONLINE: 5 YEARS
- PLATFORMS: NETFLIX, ILLEGAL STREAMING, TV STUDIO WEBSITE, AMAZON PRIME

“ I almost never watch actual television, almost never I was probably on Tumblr right after and reblogged all the gif sets about it.

#### ► Scenario

Since Michelle doesn't have classes on Monday morning, she decides to watch a new TV pilot on Pilot.ly. She searches for a new episode of Game of Thrones at first, but finds no update when she clicks the Game of Thrones group. Michelle then browses for any other pilots that seem interesting. She watches a few trailers and glances at a few episode descriptions on their detail pages before making her selection. After she joins the group, she watches each episode that Pilot.ly has available. However, she doesn't reply to any survey questions during her viewing experience because she doesn't want to be interrupted.

Michelle is very enthusiastic about this TV program after watching the first few episodes. She wants to share her thoughts and feelings about a character, so she logs onto Tumblr and blogs about the content of these pilots. One of her Tumblr friends responds to her comment immediately, so she spends a few minutes reblogging a reply to her friend. Michelle simultaneously texts her close friends about this TV program, and shares a Pilot.ly link with them on social media. She's so excited about these episodes that she convinces her roommate to rewatch the episodes the moment that she gets home.



## Persona 2



**Jeremy Lee** Graduate Student

► GENDER: MALE      ► STREAMING ONLINE: 4 YEARS  
► AGE: 24                  ► PLATFORMS: NETFLIX,  
► DEVICES: LAPTOP,        HULU, AMAZON PRIME  
                          TABLET

“ I watch a TV show a few times a week, but it always depends on whether there is the show I am really into.

### ► Personal Background

Jeremy is a graduate student at University of Michigan. He typically watches 6 TV episodes a week, though that number fluctuates depending on his schedule and workload. Jeremy is a seasonal TV watcher and only maintains watching roughly 3-4 programs at a time. Once a series ends or takes a break, he often waits for its return and does not pick up any new shows. He uses a small variety of online streaming services to find his favorite TV programs. The most frequent platforms that he uses are Netflix, Hulu, and Amazon Prime. He likes to share his opinion about a show with his close friends via text or Facebook. He does not actively participate in any fan communities but will occasionally lurk in these spaces to observe fan discussions. He is willing to hear other people's opinions of a show but does not feel comfortable enough to share his own ideas with strangers. If he can get free access to a TV online, he can tolerate advertisements as a tradeoff.

### ► Motivations

Wants to relax and view some light entertainment after work  
Passionate about only a few TV programs

### ► Values

Personal schedule and control of his time  
Flexibility  
Low cost



## Scenario 2



**Jeremy Lee** Graduate Student

► GENDER: MALE      ► STREAMING ONLINE: 4 YEARS  
► AGE: 24              ► PLATFORMS: NETFLIX,  
► DEVICES: LAPTOP,    HULU, AMAZON PRIME  
                         TABLET

“ I watch a TV show a few times a week, but it always depends on whether there is the show I am really into.

### ► Scenario

Jeremy has watched The Walking Dead since its first season and is looking forward to viewing season 5 when it returns to TV in February. A close friend notices that Pilot.ly is streaming The Walking Dead mid-season premiere months in advance, so he mentions it to Jeremy. When he goes onto the Pilot.ly site, he avoids all other selections to get to his desired program and joins the group.

When prompted to answer a few questions to a survey, Jeremy gives his information in exchange for the episode. He's terribly upset over the death of one of his favorite characters but feels like the pacing of the episode leading up to her death felt off. In the survey, he acknowledges this and lets the TV studio know his feelings. After he finishes the survey, he texts his close friend to get his opinion about the episode. When his friend doesn't respond immediately, he begins to lurk on Pilot.ly discussion feeds to see how others interpreted the death of this character.



## Persona 3



### Gina Bennett School Teacher

- GENDER: FEMALE
- AGE: 32
- DEVICES: LAPTOP
- STREAMING ONLINE: 5 YEARS
- PLATFORMS: NETFLIX, HULU, AMAZON PRIME

“ After I watch TV shows? I just go to bed because it's usually late in night. I'm not a fan of commercials but I can stand with it because it's just the way it is.

#### ► Personal Background

Gina works as a teacher in a public elementary school in Phoenix, Arizona. She is unmarried and lives alone in an apartment 20 minutes away from her school. In an average week, she watches 2-3 TV episodes (depending on her schedule), and she starts watching a program only after entire season of the show ends. Usually, she watches around 1-2 different TV shows concurrently, and she uses different streaming services for different TV shows. Gina can do this since she shares paid accounts with her family. She views her TV watching as a very light hobby—as such, she never visits any existing online fan communities and cares very little about them. Instead, she shares her opinions with her close friends via text. Since her friends aren't very active on social media, Gina isn't either and doesn't share her thoughts in that space. While watching TV, she can tolerate commercials because she views them as a necessary trade to see her program.

#### ► Motivations

Interested in a very limited number of TV shows  
Wants to complete the show but will only do so when time permits

#### ► Values

Personal schedule and control of her time  
Flexibility  
Low cost



## Scenario 3



**Gina Bennett** School Teacher

- ▶ GENDER: FEMALE
- ▶ AGE: 32
- ▶ DEVICES: LAPTOP
- ▶ STREAMING ONLINE: 5 YEARS
- ▶ PLATFORMS: NETFLIX, HULU, AMAZON PRIME

**“** After I watch TV shows? I just go to bed because it's usually late in night. I'm not a fan of commercials but I can stand with it because it's just the way it is.

### ► Scenario

Gina has just finished season 6 of Parks and Recreation on Netflix and is disappointed that season 7 hasn't aired yet. She has reached the point in her day where she has a small window of time that can be spent on something other than chores, talking to her friends or family on the phone, or grading her student's papers.

A few days previous, Gina signed up for Pilot.ly because one of her tech-savvy friends suggested that she try out a new streaming service. When chatting about Parks and Recreation with her co-worker, she heard that the next season would start soon. When she checked Pilot.ly that evening during her free hour, she found an available group and seemed surprised that she could watch it before it aired on TV.

While watching the episode, a survey question appeared asking about whether she likes the altered opening sequence and its background music. She didn't mind the interruption during her video but only decided to answer a few questions. Long surveys make her tired, and she wants to finish the episode in its entirety before going to bed. She texts her boyfriend just as the episode ends and closes out of the site without leaving any comments.

