Haart,Sander de Haart S.W.J. de

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Project-x

Research

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# Research

## Target audience

### Survey

I did this on paper, because I asked around people in a store I used to work, because I had to manage all the possible ages that my target audience could be and I thought that it would be a nice idea

1. Questions: Age:
   * Under 10
   * 10-14
   * 15-19
   * 20-24
   * 25-34
   * 35-44
   * 45-54
   * 55-64
   * 65-74
   * 75-84
   * 85+
2. Gender:
   * Male
   * Female
   * Non-binary/Third gender
   * Prefer not to say
3. Location:
   * [Open-ended]

Section 2: Technology Usage 4. How often do you use the following platforms? (Daily, Weekly, Monthly, Rarely, Never)

* YouTube
* Twitch
* Facebook Live
* Instagram Live
* Zoom

1. Which device do you primarily use for watching videos?
   * Smartphone
   * Tablet
   * Laptop/PC
   * Smart TV

Section 3: Interest in Video Premiere and Chat Feature 6. Have you ever watched a YouTube Premiere?

* Yes
* No

1. If yes, how was your experience with YouTube Premieres? (Rate 1-5)
   * 1 (Very Dissatisfied) to 5 (Very Satisfied)
2. How interested are you in the idea of chatting with others while watching a video premiere?
   * Very interested
   * Somewhat interested
   * Neutral
   * Not very interested
   * Not interested at all

Section 4: Feature Preferences 9. Which feature do you find most appealing in a video premiere platform? (Select all that apply)

* Live chat
* Donation/Monetization options
* Scheduling flexibility
* Audience analytics
* Ease of use

1. What additional interactive elements would enhance your experience during a video premiere? (Select all that apply)
   * Polls
   * Q&A sessions
   * Emotes/Stickers
   * Real-time reactions
   * None of the above

Section 5: Competitor Comparison 11. How do you rate the following platforms in terms of interactivity? (Rate 1-5) - YouTube Premieres - Twitch - Facebook Live - Instagram Live

1. Which platform do you prefer for live streaming or video premieres?
   * YouTube Premieres
   * Twitch
   * Facebook Live
   * Instagram Live
   * Other (please specify)

Section 6: Gen-Z Specific Preferences 13. As a member of Generation Z, which of the following UX/UI features are most important to you? (Select all that apply) - Minimal waiting times - Simplified navigation - Real-time updates and communication - Integration of virtual and physical experiences - Customization options

1. What improvements would you like to see in current video premiere platforms? (Open-ended)

### Conclusion

I found that my target audience is from the age group 10-24 (Gen-Z) and They mostly use YouTube and Twitch and they make use of the video premiere a lot. Also they like the idea of live chat and the ease of use, how easy accessible it is.

##### Key Findings

* **Technology Usage**: YouTube is the most frequently used platform, followed by Instagram Live and Twitch. Smartphones are the primary device for watching videos.
* **Interest in Features**: Most respondents have watched YouTube Premieres, with generally positive experiences. There is significant interest in live chat during video premieres.
* **Feature Preferences**: Live chat, ease of use, and scheduling flexibility are the most appealing features. Polls and Q&A sessions are favoured as additional interactive elements.
* **Platform Ratings**: Twitch is rated highest for interactivity, followed by YouTube Premieres. YouTube Premieres and Twitch are the preferred platforms for live streaming.
* **Gen-Z UX/UI Preferences**: Simplified navigation, real-time updates, and communication are crucial. Customization options and minimal waiting times are also important.

#### Summary

Gen-Z highly values interactivity, real-time communication, and user-friendly interfaces in video platforms. Enhancing these features and integrating more interactive elements will likely increase platform popularity among Gen-Z users.

### Competitor Analysis

#### **Overview**

YouTube Premieres is an innovative feature that blends the predictability of prerecorded content with the interactivity of live streaming. By enabling creators to schedule prerecorded videos for live broadcast, complete with live chat and donation capabilities, YouTube Premieres offers a unique way to engage audiences and generate revenue.

#### **Key Competitors**

1. **Twitch**
2. **Facebook Live**
3. **Instragram Live**

#### **Feature Comparison**

| Feature | Instagram Live | Twitch | Facebook Live |
| --- | --- | --- | --- |
| **Premiere Scheduling** | Yes | No | No |
| **Live Chat** | Yes | Yes | Yes |
| **Donation/Monetization** | Yes | Yes | Limited (Stars) |
| **Interactivity** | High (Live Chat) | High (Chat, Bits) | High (Chat) |
| **SEO Benefits** | High (YouTube Platform) | Low | Medium |
| **Audience Analytics** | Comprehensive | Comprehensive | Comprehensive |
| **Ease of Use** | Medium | Medium | High |

#### **Detailed Analysis**

### *Twitch*

**Strengths:**

* High interactivity with chat, emotes, and bits for donations.
* Strong community engagement, especially for gamers.
* Comprehensive analytics and monetization options.

**Weaknesses:**

* Focuses primarily on gaming content.
* Lacks the scheduling feature for prerecorded content.

### *Facebook Live*

**Strengths:**

* Wide reach due to Facebook’s extensive user base.
* Easy to go live with options for interactive features.
* Live reactions and comments enhance engagement.

**Weaknesses:**

* Limited monetization options compared to YouTube.
* No feature to schedule prerecorded content as live premieres.

### *Instagram Live*

**Strengths:**

* High engagement with a young audience.
* Integration with Instagram Stories and IGTV for extended content life.
* Real-time interaction with viewers.

**Weaknesses:**

* Limited to mobile use, which can be a constraint for some creators.
* No premiere scheduling for prerecorded videos.

#### Unique Selling Points of YouTube Premieres

1. **Scheduling Flexibility:** Allows creators to schedule prerecorded content as live premieres, building anticipation and maximizing audience engagement.
2. **Enhanced SEO:** Leverages YouTube's strong search engine capabilities, increasing discoverability.
3. **Revenue Streams:** Offers multiple monetization options, including live donations during premieres.
4. **Community Building:** Real-time interaction through live chat fosters a sense of community and keeps viewers engaged.
5. **Analytics:** Detailed performance insights help creators adapt and optimize their content strategy.

#### Opportunities for Improvement

* **Expand Interactivity Features:** Introduce more interactive elements like polls and Q&A during premieres.
* **Enhance Monetization Options:** Explore additional revenue streams such as subscription models or exclusive content access.
* **Improve User Experience:** Simplify the premiere setup process and provide more customization options for creators.

#### Strategic Recommendations

* **Collaborations and Cross-Promotions:** Partner with popular influencers and brands to reach a wider audience.
* **Enhanced Marketing Efforts:** Use targeted advertising and social media campaigns to promote YouTube Premieres.
* **Feedback Integration:** Continuously gather and incorporate user feedback to refine and enhance the Premiere experience.

#### Age Consideration

When analyzing competitors and features, it's also important to consider the age demographics of the target audience. Understanding the age distribution can provide insights into content preferences, platform usage patterns, and potential engagement strategies. For example, platforms like Instagram Live might attract a younger audience compared to Facebook Live, influencing how content is tailored and marketed. Incorporating age-related insights into the analysis can help refine strategies to better meet the needs and preferences of different audience segments.

### Persona’s

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## What UX/UI features most enhance Gen-Z engagement on a video-chat platform?

In today’s changing world of technology and digital experiences, one of the biggest challenges we face is understanding and meeting the unique expectations and behaviors of Generation Z. This generation, born between 1997 and 2010 is at the forefront when it comes to embracing technology and their upbringing in an era is reshaping our perspectives on user experience (UX) and interface design.

### The comparison between other generations

#### To truly grasp the impact of Generation Z it’s important to compare them with their predecessors. Millennials or Generation Y witnessed the rise of technology and were early adopters of social media and smartphones. However, Generation Z takes this integration to a new level. For them the digital realm isn’t merely an extension of reality; it’s a part of their identity.

#### Generation Z stands apart from Generation X and millennials due to their reliance on digital connectivity.

#### Unlike millennials who lived through the shift from analog to digital, Generation Z embodies an integration of virtual and physical experiences. This presents a challenge for designers as they strive to create interfaces that effectively connect these two worlds.

### Which method for immediate satisfaction?

#### One defining characteristic of Generation Z is their inclination towards gratification. Having grown up in an era of on-demand services, communication, and real-time updates, they expect UX design to prioritize minimal waiting times and maximum convenience.

#### Take streaming platforms like Netflix. Spotify as an example, where content is readily accessible with just a tap. Designers face the task of crafting interfaces that offer value without compromising usability. This may involve optimizing loading speeds simplifying navigation and ensuring information is easily available.

### Conclusion

The research on UX/UI features that most enhance Gen-Z engagement on a video-chat platform highlights the necessity of designing interfaces that cater specifically to the unique characteristics and preferences of this generation. Unlike previous generations, Generation Z has grown up with an inherent integration of the digital and physical worlds, making digital connectivity a fundamental aspect of their identity. This requires designers to create seamless, efficient, and intuitive user experiences that align with Gen-Z’s expectations for instant gratification and real-time interaction.

Key UX/UI features that enhance Gen-Z engagement include:

1. **Minimal Waiting Times**: Optimizing loading speeds and ensuring quick access to features is crucial. Gen-Z users expect immediate responses and seamless interactions without delays.
2. **Simplified Navigation**: Interfaces should be straightforward and easy to navigate. This involves clear and intuitive design elements that allow users to find what they need without unnecessary complexity.
3. **Real-Time Updates and Communication**: Platforms should provide real-time updates and facilitate instant communication, mirroring the immediacy that Gen-Z is accustomed to in other aspects of their digital lives.
4. **Integrated Virtual and Physical Experiences**: Designing interfaces that effectively blend the virtual and physical realms can enhance the overall user experience, reflecting how Gen-Z perceives and interacts with technology.

By focusing on these key features, designers can create video-chat platforms that not only meet the functional needs of Generation Z but also resonate with their digital-centric lifestyles, ultimately driving higher engagement and satisfaction.

Mukerji, D. (2024, January 27). ⚡ Gen Z Attention Spans? Meet the UX Design Hacks That Win Them Over. Medium. <https://uxplanet.org/gen-z-attention-spans-meet-the-ux-design-hacks-that-win-them-over-c54db829270f>

## Beta Testing

In the beta testing I am going to test with my selected testers the features of my product. The testing is done with 5 people from my target audience.

### Preperation

I selected four testers and I made a list of all the features that were given me by the research before. The list contains of: Navigation, user alerts, play/pause, volume, theather modus, full screen, the use of chat & leave chat. With this list I made a small prototype/wireframe that is testing the most important key points.

A screenshot of a computer screen

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### Execution/Review

All the functionalities worked correctly as intended, but there was some feedback. Users asked if there was an option to remove controls when in full screen. Additionally, they suggested adding a category filter to exclude full rooms. Another suggestion was to implement a feature to create friends on the platform, allowing users to chat with people they meet in rooms after watching a premiere together. Lastly, it was mentioned that the alerts could be displayed in a more entertaining way. These important things will be corrected in the next iterations.