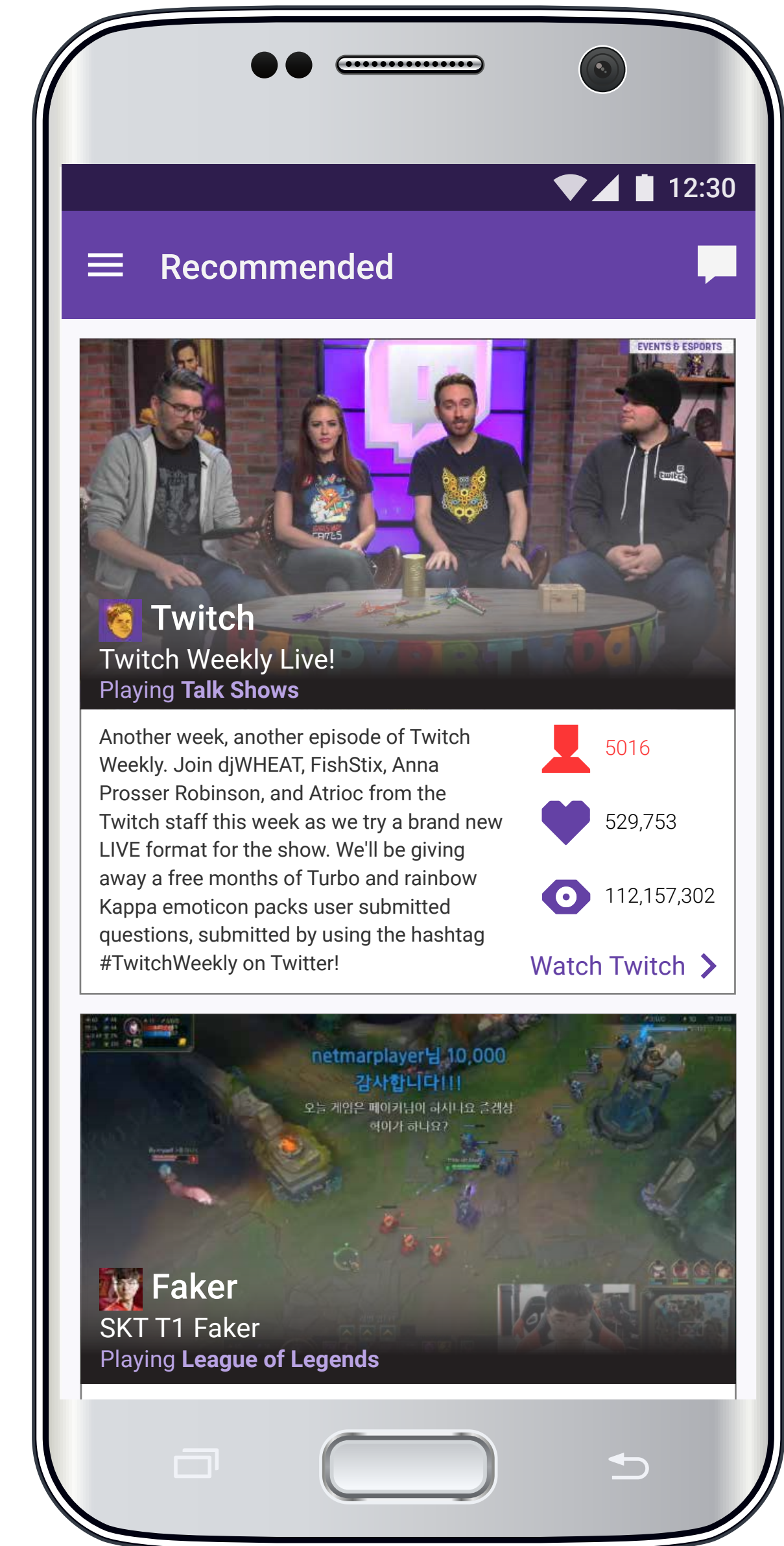




Features Overview

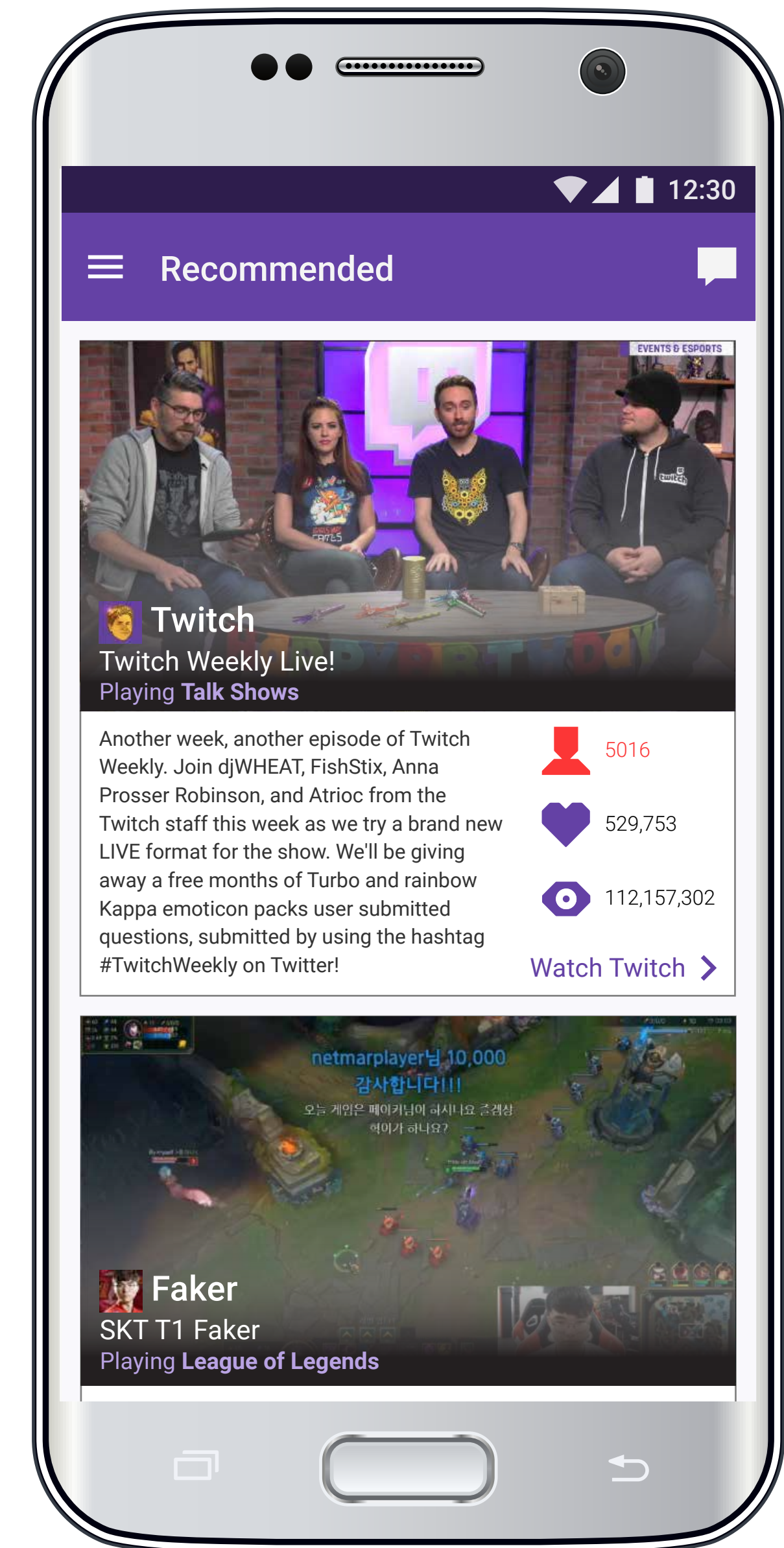
The feature we propose for the Twitch app is making the Twitch experience more inclusive for new or amateur mobile viewers and expand the methods to browse for meaningful content that a viewer may enjoy.



Curated content feed

A new navigation tab that shows the featured broadcaster channels with a compressed version of each channel's information. This helps users find new content that they may enjoy without need to have any prior experience with streaming, Twitch, or any previous wants before using the Twitch app.

Users can gain a sneak peek into what a featured broadcast is about so that they have more information to make their viewing choices with.





Erik Stevenson
IT Student

Age: 21

Location: Columbus, Ohio



About

Erick just wants to enjoy his time off. He wants to be able to spend his free time immersed in the culture that he feels most comfortable in, which is the gaming community. He wants to be able to feel a return on his time spent on viewing content, whether through learning about a particular game to getting a laugh from a comedic content creator.

Motives

- + Needs to see why a stream is popular and what it's about before dedicating the time to watching it.
- + Needs to feel like he's enjoyed his time viewing content and that he hasn't wasted his time.
- + Wants to discover what is popular and being showcased within the Twitch community.

Behavioural Considerations

- Expects minimal mental/thought processing when trying to look popular streams to watch.
- Uses and reads channel information to get a better sense of what the stream is about, and what he might be getting into.

Frustrations

- A lot of available content is not worth the time investment.
- Believes viewing certain content won't be worth his time unless told otherwise.
- Would like to be able to find new content inside of the app without needing to have heard about it from another outside source.

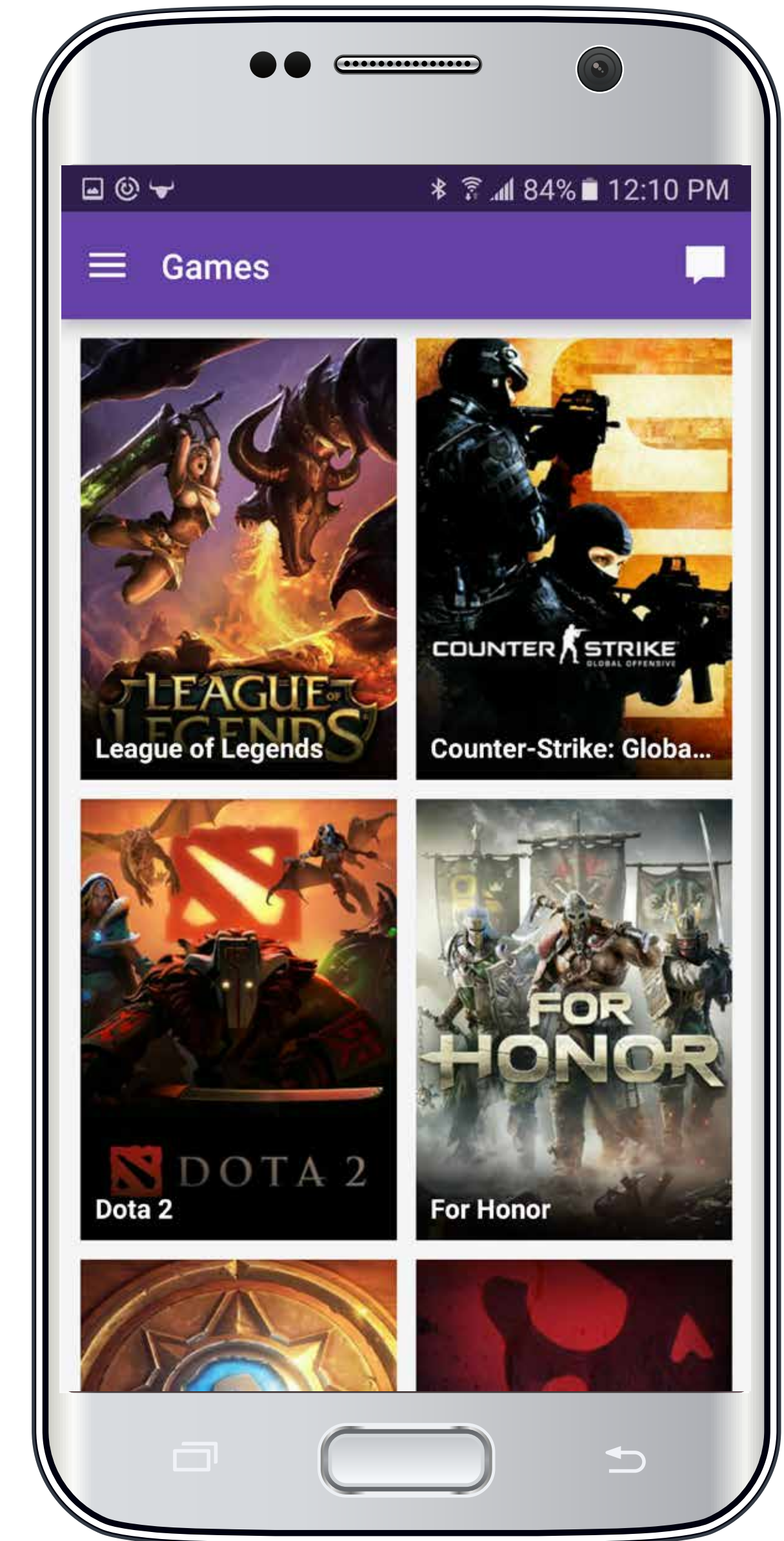
Tasks

- + Learn about streams
- + Being able to make an informed decision before clicking on the stream.
- + Being able to quickly find a popular stream to watch with minimal browsing.

Why?

By creating a “Recommended” page we want surface content that would have more meaningful information to new users. Current presentation is visually dense screens with little contextual information and content based purely on number of viewers.

This will allow new or amateur users to better browse for popular content and choose a stream they wish to watch based on the information provided by the recommendations.



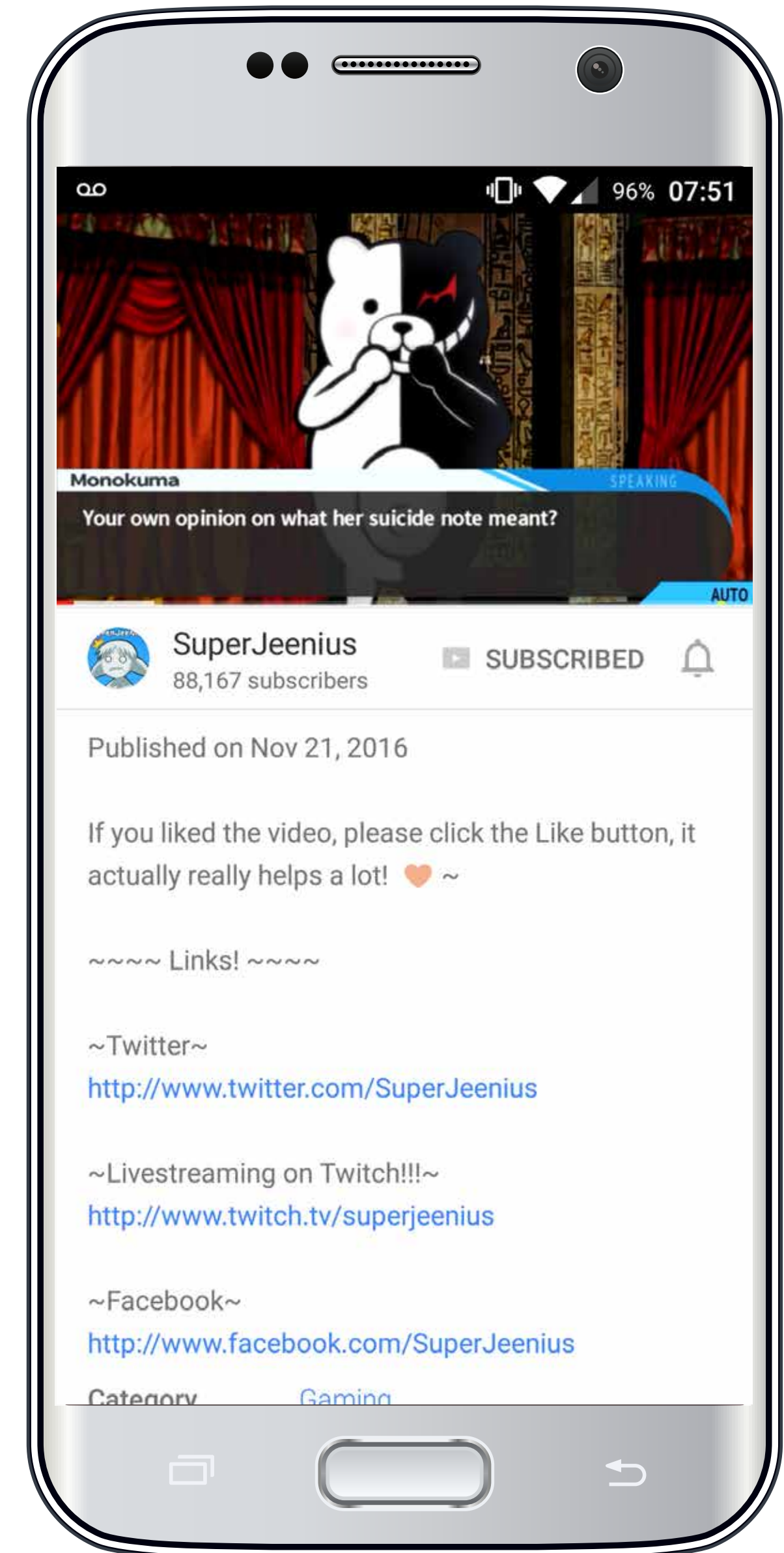
Current entry point for the Twitch App

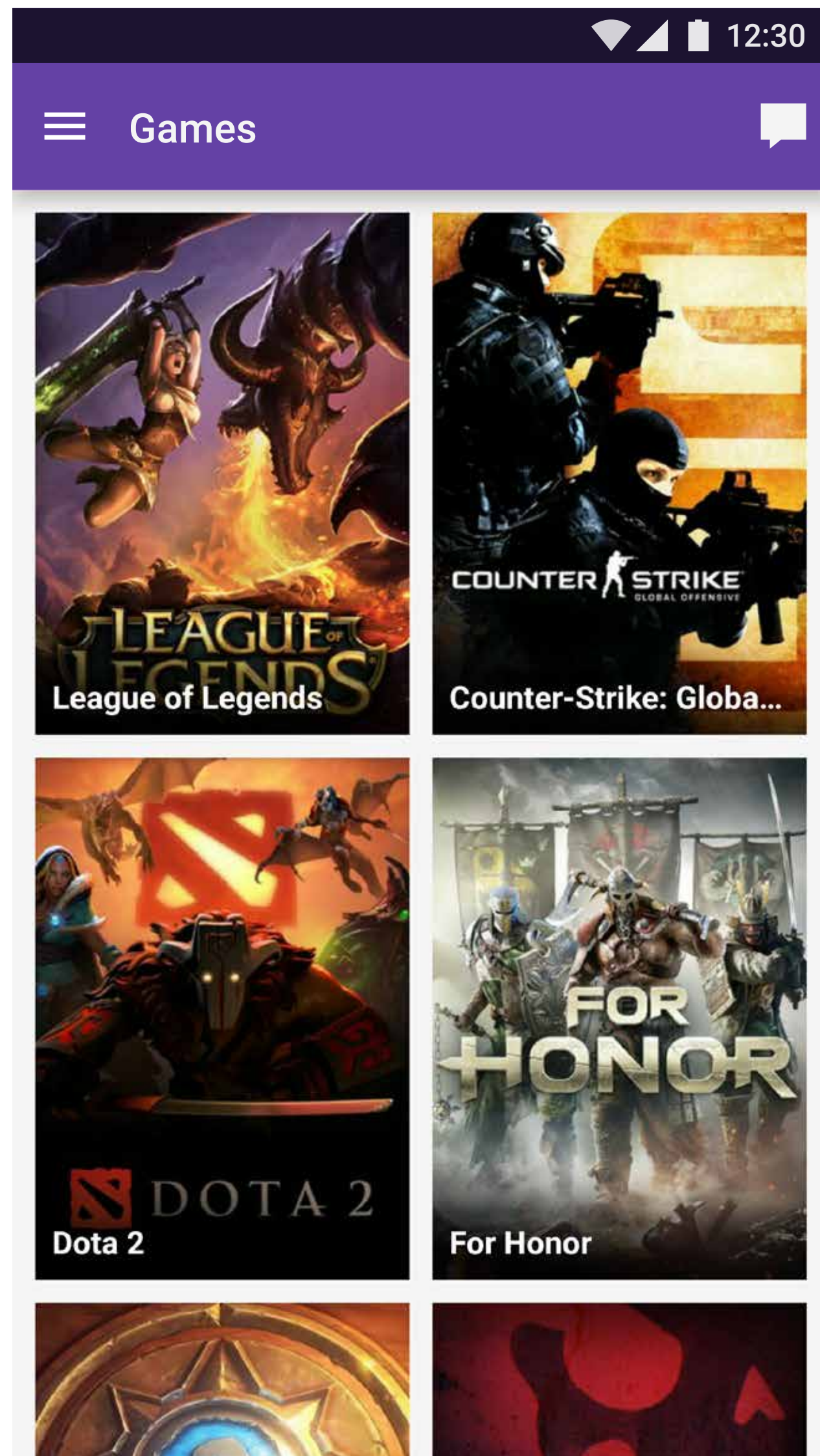
Scenario

Erick enjoys watching videos streamers playing video games on Youtube. He has learned through who he follows on Youtube that Twitch has a massive community of live streams which can be a new way for him to discover and enjoy game content through the eyes of others.

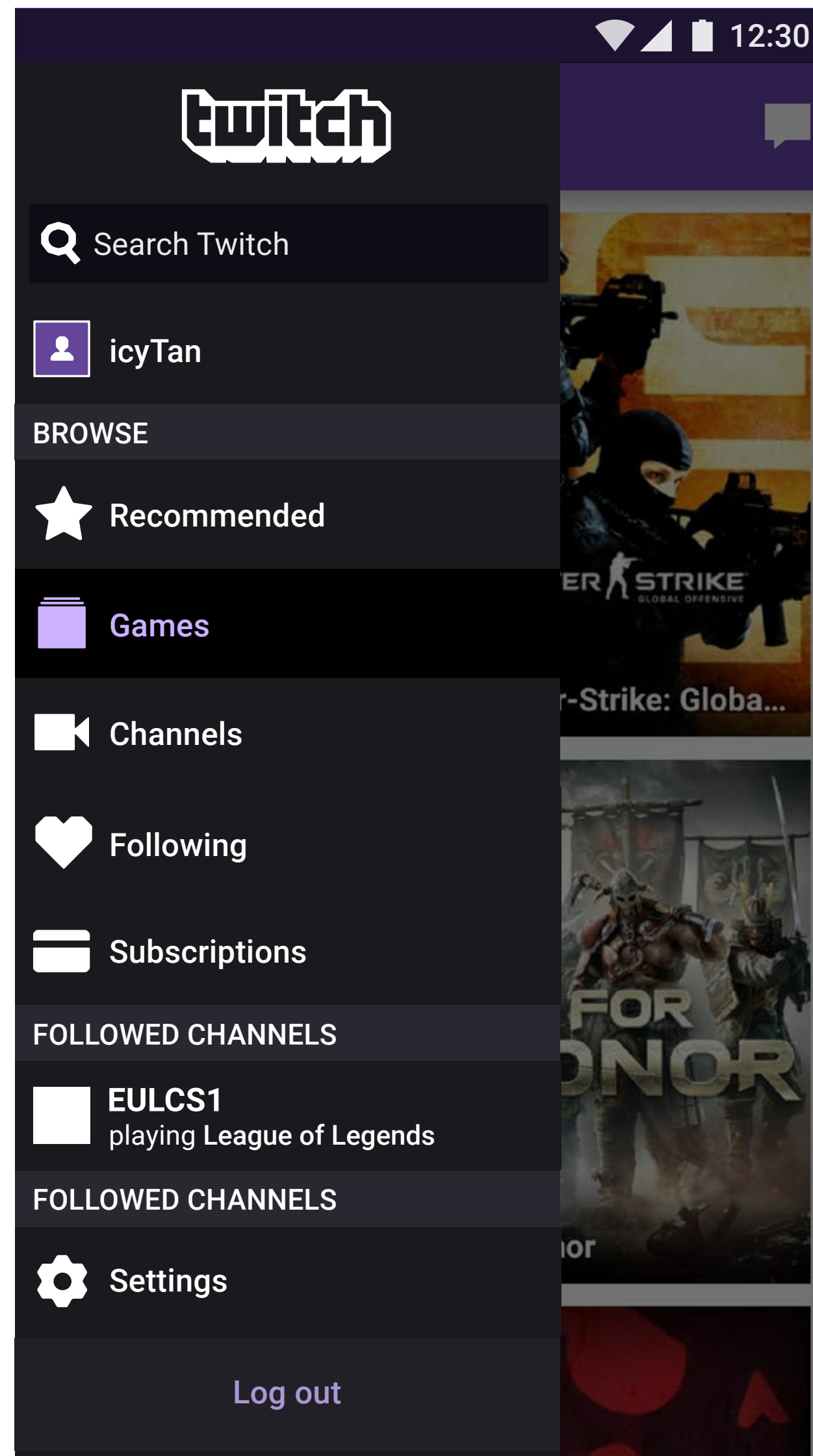
He decides to use the Twitch app to discover what games and streams are popular within the gaming community on Twitch through the curated content that Twitch offers.

Links from a video Erick has watched leads him to Twitch.

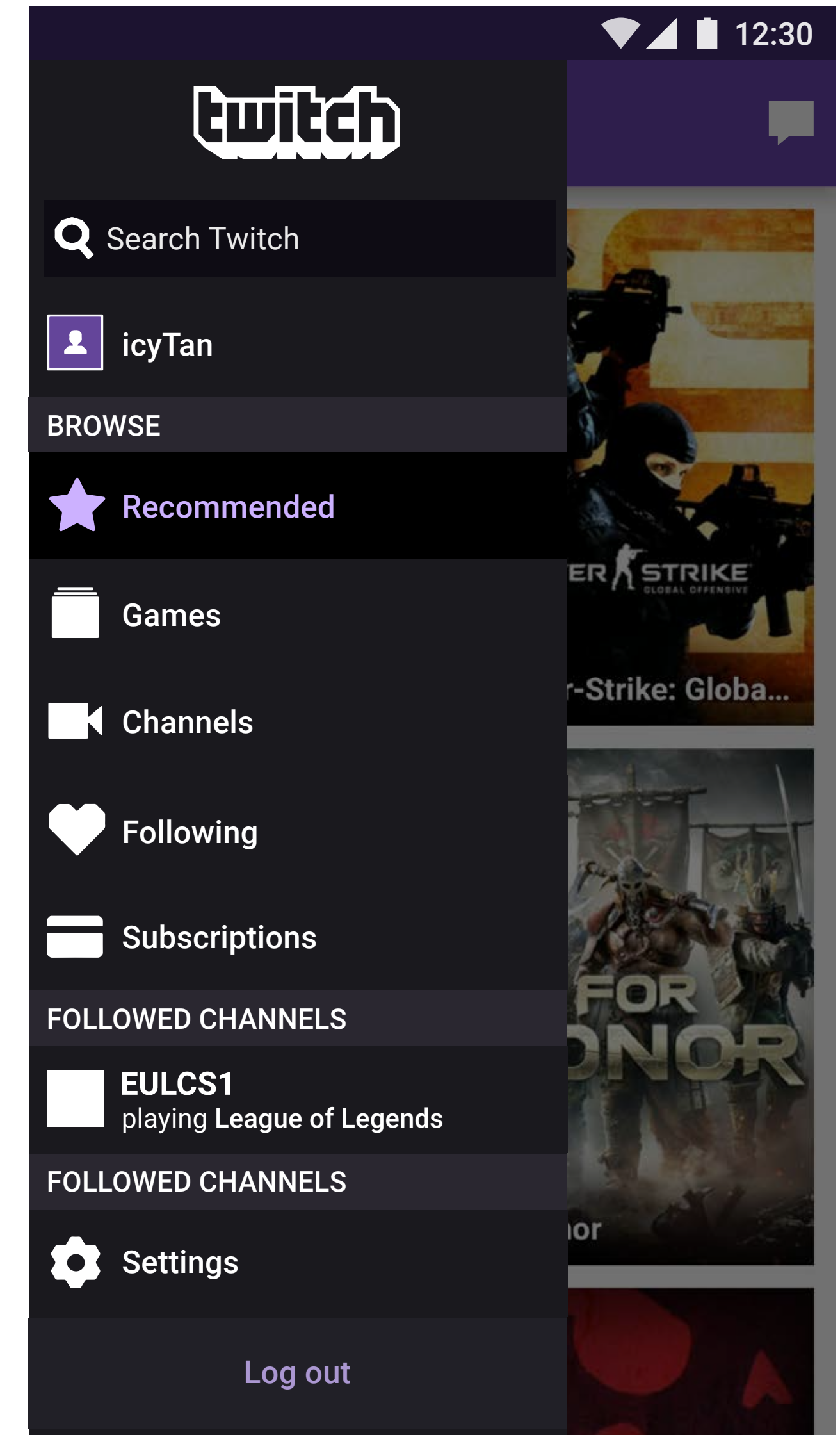




Current entry point for the Twitch App



Enter from navigation drawer



Added "Recommended" tab to navigation

Recommended

EVENTS & ESPORTS

Twitch

Twitch Weekly Live!

Playing Talk Shows

Another week, another episode of Twitch Weekly. Join djWHEAT, FishStix, Anna Prosser Robinson, and AtrioC from the Twitch staff this week as we try a brand new LIVE format for the show. We'll be giving away a free months of Turbo and rainbow Kappa emoticon packs user submitted questions, submitted by using the hashtag #TwitchWeekly on Twitter!

5016

529,753

112,157,302

Watch Twitch >

Faker

SKT T1 Faker

Playing League of Legends

netmarplayer님 10,000 감사합니다!!!

오늘 게임은 패이커님이 하시나요 즐겁습니다
역이가 하네요?

Entry point of “Recommended” Tab

Twitch

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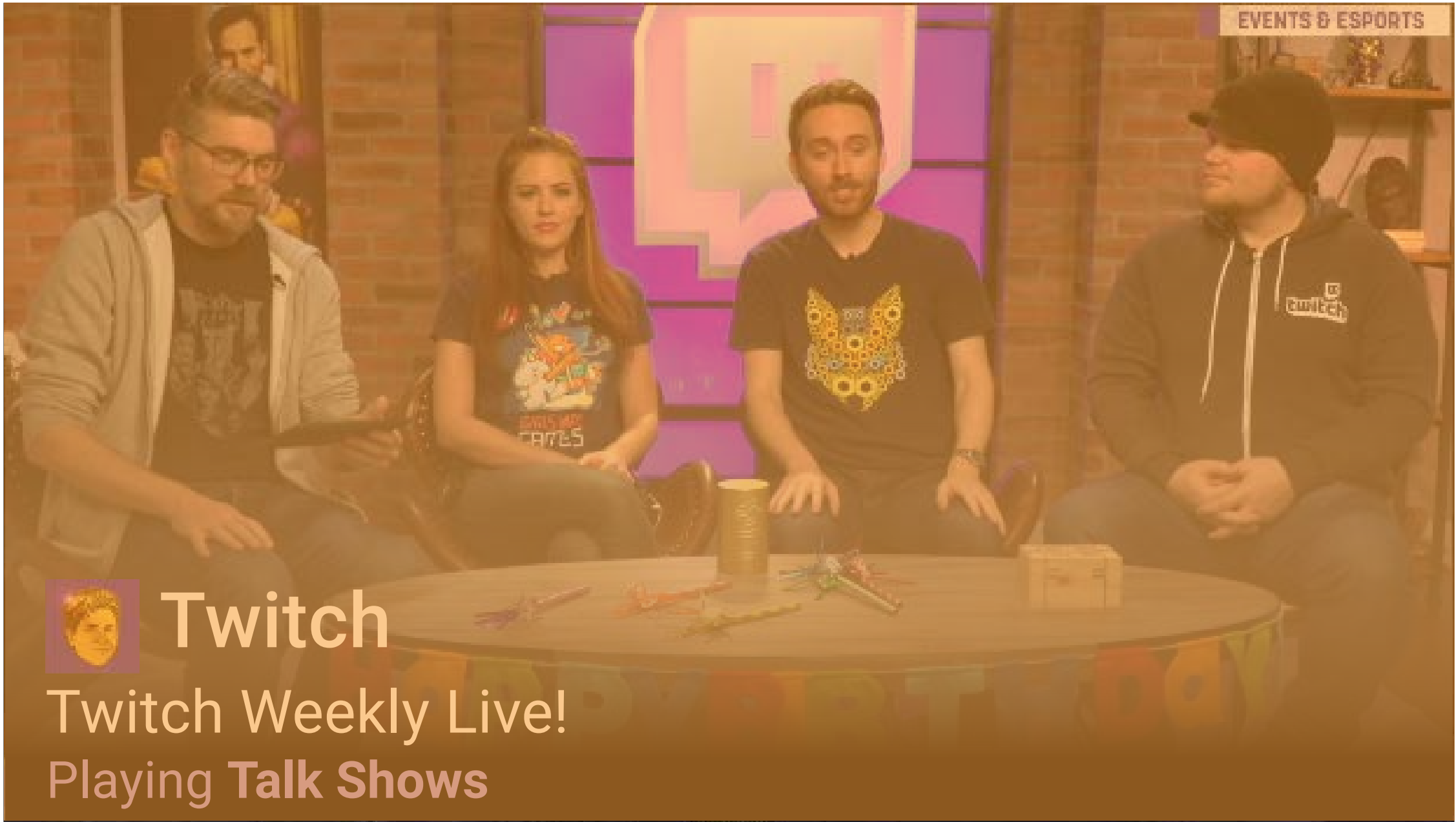
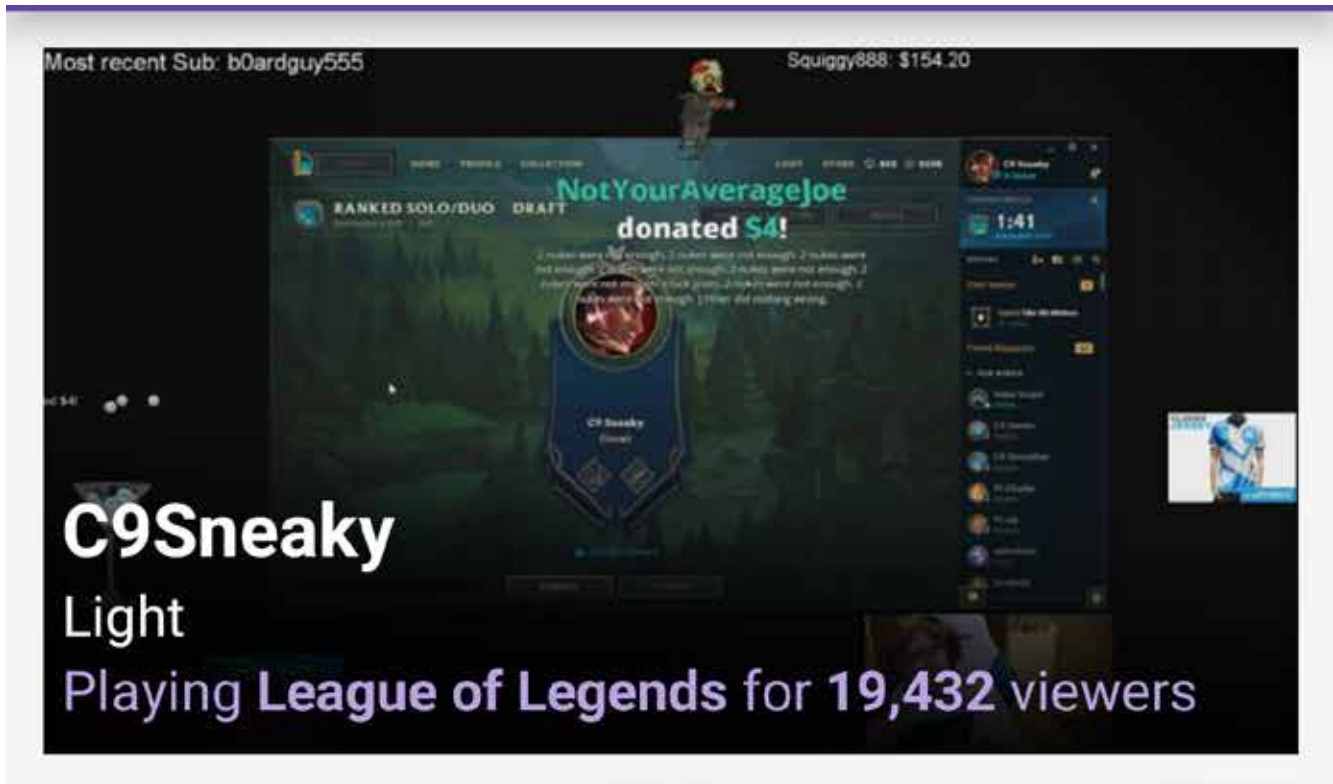
netmarplayer님 10,000 감사합니다!!!

오늘 게임은 패이커님이 하시나요 즐겁습니다
역이가 하네요?

Channel preview information.

- Shows number of viewers,
- number of followers, and
- total number of streamer views.
- Path to the broadcast

Same presentation of streams
from the other navigation methods



Another week, another episode of Twitch Weekly. Join djWHEAT, FishStix, Anna Prosser Robinson, and Atrioc from the Twitch staff this week as we try a brand new LIVE format for the show. We'll be giving away a free months of Turbo and rainbow Kappa emoticon packs user submitted questions, submitted by using the hashtag #TwitchWeekly on Twitter!



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112,157,302

Watch Twitch >

Both inputs lead viewer
to full broadcast

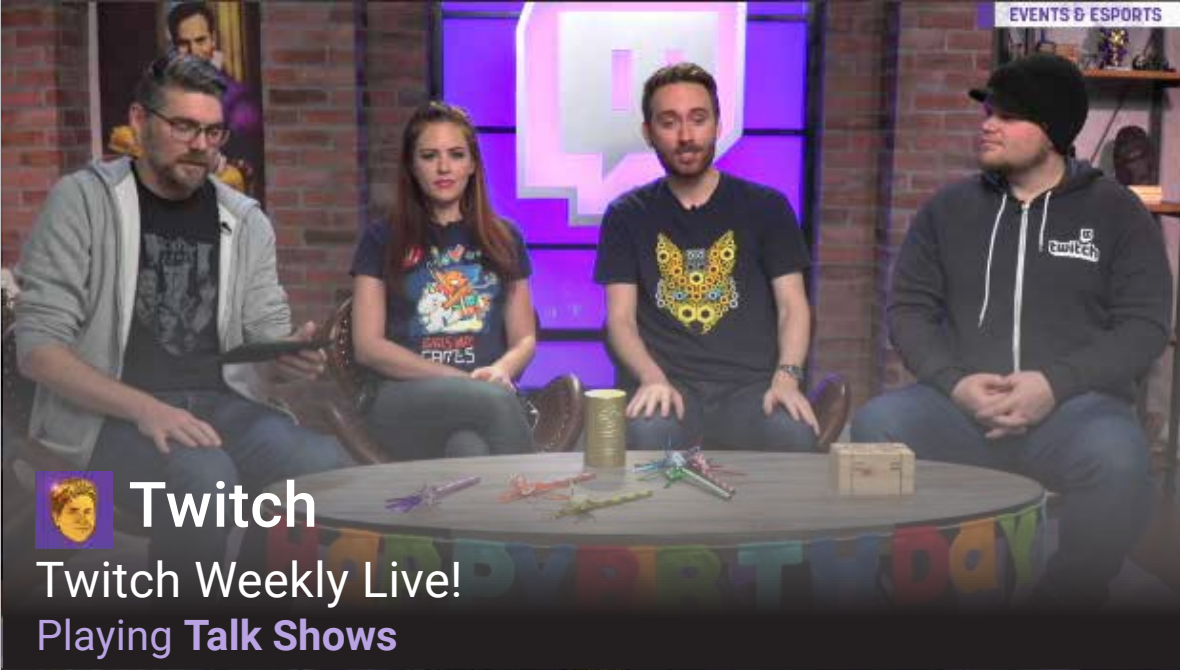




12:30

Recommended

EVENTS & ESPORTS



Twitch

Twitch Weekly Live!
Playing **Talk Shows**

Another week, another episode of Twitch Weekly. Join djWHEAT, FishStix, Anna Prosser Robinson, and Atrioc from the Twitch staff this week as we try a brand new LIVE format for the show. We'll be giving away a free months of Turbo and rainbow Kappa emoticon packs user submitted questions, submitted by using the hashtag #TwitchWeekly on Twitter!

5016

529,753

112,157,302

Watch Twitch

netmarplayer님 10,000 감사합니다!!!

오늘 게임은 패이커님이 하시나요 즐겜창 력이가 하나요?

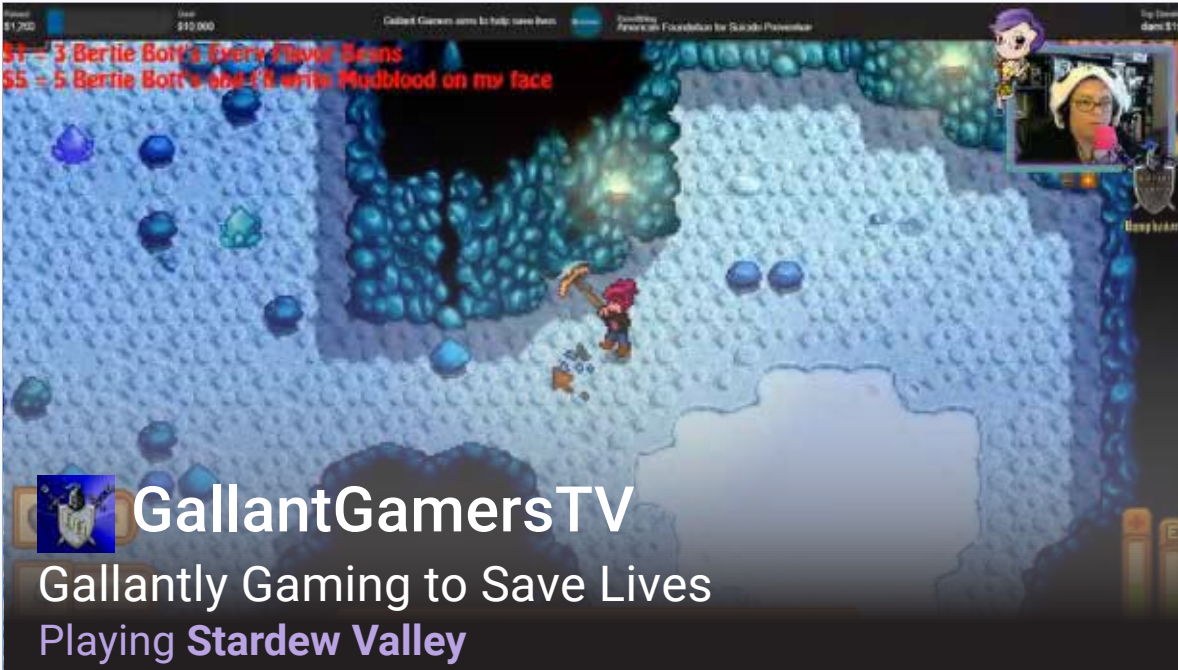
Faker

SKT T1 Faker
Playing **League of Legends**

13:30

Recommended

Call of Duty: Warzone



GallantGamersTV

Gallantly Gaming to Save Lives
Playing **Stardew Valley**

Gallant Gamers is a casual, open, fun, and positive community that has partnered with the American Foundation of Suicide Prevention for the month of Feb. to raise awareness, funds for scientific research and aid to those affected by suicide.

107

1,959

1,304,682

Watch GallantGamersTV

netmarplayer님 10,000 감사합니다!!!

오늘 게임은 패이커님이 하시나요 즐겜창 력이가 하나요?

Faker

SKT T1 Faker
Playing **League of Legends**

Recommendations change based on live status

For example an hour later

