Case Study: Amazon Prime Video - Improving User Experience and Value Proposition

Presented by:

Navya Narasimha

Executive Summary

Amazon Prime Video is a leading streaming platform, but there are several areas where it lags behind competitors like Netflix and Disney+ Hotstar. This case study aims to identify gaps in the platform's user experience (UX), user interface (UI), paywall management, and content discovery, and proposes solutions to address these issues. By implementing these changes, Amazon Prime Video can improve user retention, enhance customer satisfaction, and solidify its competitive edge.

Objective

To observe the gaps in the Amazon Prime Video platform and improve them in order to increase user retention and enhance the user experience by redefining the value proposition.

Background

Amazon Prime Video is one of the top video streaming platforms offering a wide range of entertainment in various languages across hundreds of countries. However, despite its global reach and considerable market share, there are certain areas where the platform falls short compared to competitors such as Netflix and Disney+ Hotstar.

S (Strengths)	W (Weaknesses)	O (Opportunities)	T (Threats)
• Strong Ecosystem: Integrated with Amazon services, boosting user retention. • Global Reach: Available in multiple regions with a vast user base. • Diverse Content Library: Mix of originals, licensed, and regional content. • Competitive Pricing: Bundled with Amazon Prime, offering cost benefits. • Advanced Tech: AI-driven recommendations and seamless streaming.	• UI/UX Issues: Cluttered homepage, inconsistent navigation, and less intuitive design. • Paywall Confusion: Users pay extra for certain content despite having a subscription. • Limited Content Discovery: Weak personalization reduces engagement. • Prime Dependence: Many users subscribe for shopping benefits rather than video content.	• UI/UX Upgrade: Cleaner layout, better categorization, and smarter recommendations. • New Pricing Model: Subscription tier with all-inclusive content, no extra fees. • Regional Expansion: More localized content to reach wider audiences. • Partnerships: Collaborate with studios and telecom providers for exclusives. • Live Sports Streaming: Leverage demand for real-time sports content	• High Competition: Netflix, Disney+, and HBO Max dominate market share. • Rising Costs: Expensive content licensing and production. • Regulatory Issues: Restrictions in different markets. • Subscription Fatigue: Users juggling multiple services may cancel.

Observations and Challenges

- **User Interface (UI) and User Experience (UX)**

  Observation: The UI is less intuitive and visually appealing compared to competitors like Netflix and Hotstar.

  Examples
  - Unorganized homepage makes it look less appealing.
  - Difficult navigation due to inconsistent content grouping.

- **Paywall Issues**

  Observation: Despite paying for a subscription, users are required to pay extra for certain movies and TV shows labeled as "Rent" or "Buy" content.

  Impact
  - Causes confusion and dissatisfaction among subscribers.
  - Reduces perceived value of the subscription.

- **Content Discovery**

  Observation: Limited personalization and recommendation capabilities.

  Issues
  - The suggestions provided are subpar and fail to meet user expectations.
  - Poor visibility of new or trending content based on personal preferences

Proposed Recommendations

Revamp UI/UX

Goals:

- **Create a faster, smoother interface with AI-driven personalized recommendations for better navigation.**

Suggestions:

- Redesign homepage to dynamically showcase user-preferred content..
- Prioritize "My List" for quick access.
- Add language and category dropdowns for flexible filtering.

Address Paywall Issues

Goals:

- Increase transparency around pricing
- Enhance perceived value of the subscription.

Suggestions:

- Add a "Prime Exclusive" label to differentiate subscription-only content from paid content.
- Add a pricing tier with all movies and TV shows included at no extra cost.

Improve Content Discovery

Goals:

- **Help users find content they enjoy more quickly.**
- **Increase user engagement and retention.**

Suggestions:

- Implement advanced AI algorithms to provide personalized recommendations.

Market Research and Competitive Analysis

Competitor Overview:

- Netflix: Offers robust personalization through its AI algorithms, which use user behavior to recommend content. Netflix also has an organized and consistent UI with simple and smooth navigation.
- Disney+ Hotstar: Strong content categorization and offers exclusive regional content, creating a personalized feel for its users.

User Demographics & Preferences:

Amazon Prime Video has a diverse user base but lags in catering to niche content segments. Insights from competitors show that personalized recommendations and organized content significantly improve user engagement.

User Journey Mapping:

- Before Changes: A user struggles to find relevant content due to poor categorization, inefficient filtering options, and a UI that is cluttered, unintuitive, and makes navigation difficult.
- After Changes: With a new, streamlined UI featuring dropdowns for language and category, users can easily navigate the platform and quickly find content tailored to their interests, leading to increased satisfaction and engagement.

User-Centered Design Approach

User Personas:

Persona 1: Anna, the Casual Viewer – Enjoys browsing random content in her free time. A cleaner UI and filtering options help her quickly discover new content without hassle.

Persona 2: Mark, the Movie Enthusiast – Frequently watches movies and values genre filters and quick access to new releases. Dropdowns for categories and languages improve his search experience.

Persona 3: James, the Value-Seeker – Budget-conscious and frustrated by extra charges for rented content. A subscription tier that includes all movies without additional fees would improve his experience.

Data-Driven Approach

KPIs and Metrics:

- Retention Rate: Track the increase in retention after implementing UI/UX improvements.

- Engagement Metrics: Measure changes in user interaction with recommendations and filtering features.

- Revenue Impact: Evaluate any potential increase in subscription tier upgrades following the introduction of an all-inclusive pricing model.

Implementation Roadmap

Timeline

The full redesign and feature implementation could span 3-6 months, with the first phase launching as an A/B test to gather user feedback

Phase 1

- Revamp homepage layout.
- Implement "My List" feature at the top.
- Introduce dropdowns for language and category.

Phase 2

- Launch Prime Exclusive content labeling.
- Develop and test the new subscription pricing tier.

Phase 3

- Integrate AI-powered content recommendations.
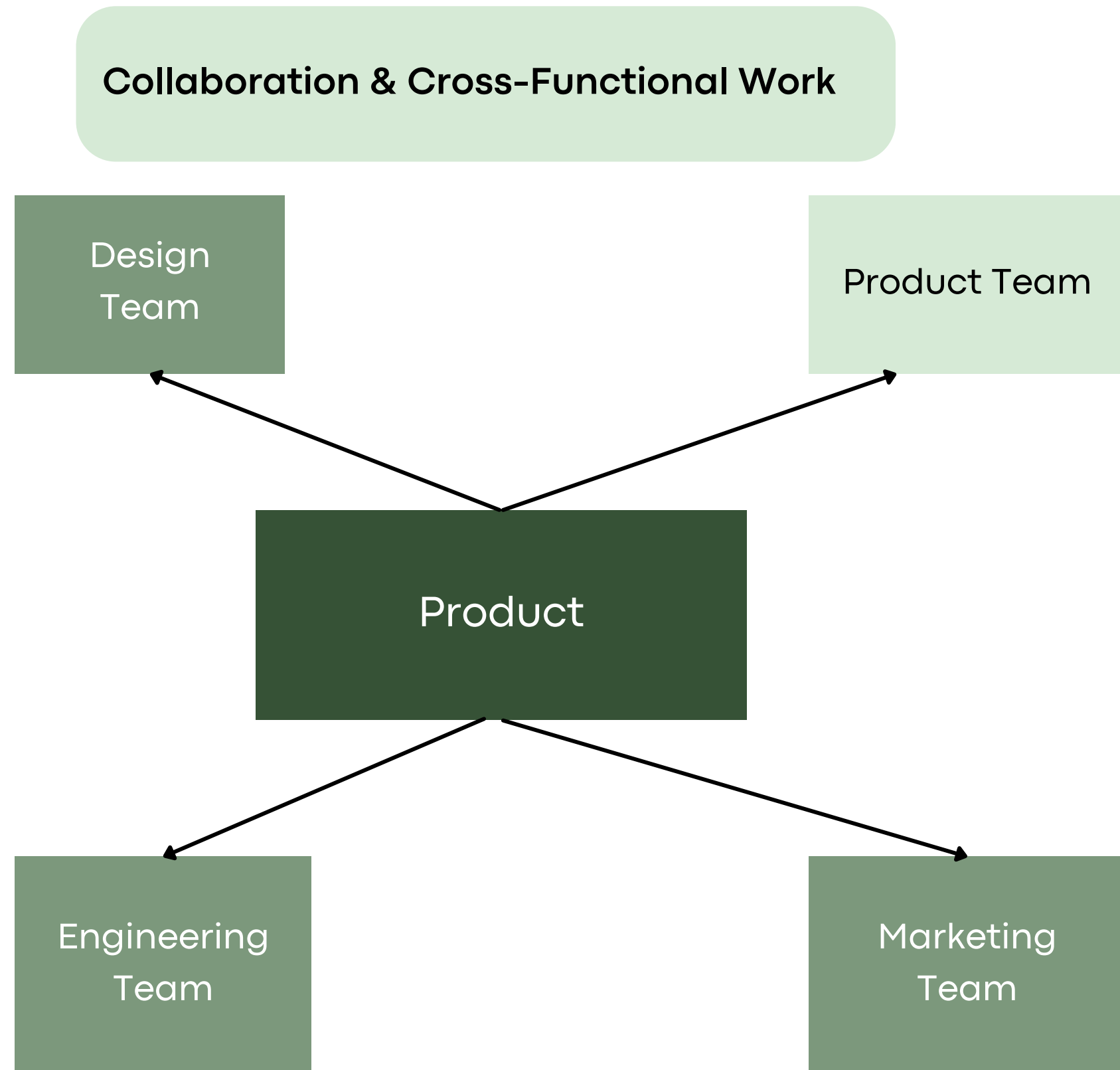- Improve visibility of trending/new content.

Risk Analysis and Mitigation

Risks:

- User resistance to UI changes.
- Technical challenges with AI integration for recommendations.
- Confusion around new subscription tiers.

Mitigation Strategies:

- A/B testing for UI changes .
- Phased rollout of AI features to minimize disruptions.
- Clear communication regarding subscription changes and new content labels.

Collaboration & Cross-Functional Work

Design Team

Product Team

Product

Engineering Team

Marketing Team

Customer Feedback & Iterative Improvement

Post-Launch Feedback Loops

- Conduct user surveys and analyze feedback on the new features.
- Implement iterative improvements based on real user behavior and data.

Impact on Business and Revenue

Expected Business Impact:

- Short-Term: Increased customer satisfaction and engagement due to better content discovery and an intuitive UI.
- Long-Term: Higher retention rates and stronger competitive positioning.
- Revenue: Potential increase in subscriptions due to the value added by the new tier and all-inclusive pricing

Expected Impact

Short-Term Impact:
- Improved customer satisfaction due to enhanced UI and content transparency.
- Increased platform engagement as users find relevant content more easily.

Long-Term Impact:
- Higher retention rates as users perceive greater value in their subscription.
- Strengthened competitive position against platforms like Netflix and Hotstar.

Conclusion

While Amazon Prime Video has a robust library and strong market presence, addressing its UI/UX issues, paywall confusion, and content discovery challenges can significantly enhance its value proposition. Implementing these changes will not only improve user satisfaction but also help the platform maintain its competitive edge in the crowded streaming industry.