

# Improving Prime Video

Category: Streaming Service

Product: Prime Video

**Overview:** Prime Video is a subscription based streaming service offered by Amazon that is primarily used by its subscribers to watch or rent films and television series available on their platforms. Prime Video currently has over 200 million subscribers worldwide and is available via their website and is available in both the app store and Google play. The service also available as an app on Amazon Fire-branded devices, digital media players, video game consoles, Android TV, Apple TV, and smart TVs. Similar to all other streaming platforms such as Netflix and Disney plus (competitors of Prime Video), subscribers are able to scroll through a list of films and shows that Prime Video has to offer. Once a subscriber sees something they like, they can select it and begin watching. One can also search through Prime Videos library by using the search bar to see if their film or show is available.

**Business goals for Prime Video:** Amazon is guided by 4 principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking.

## Customer pain points:

(Searched for reviews available in the app store, google play store and reddit to find common pain points and to minimize personal bias. Only reviews within that last year were used.)

Pain Points	User story	Priority
Ads	As a subscriber, I want to watch all ads in beginning so that I don't get interrupted during my movie/show	Medium
Lack of content	As a subscriber, I want to have more available content so that I don't have to subscribe to other streaming services	High
Promotes rent or buy	As a subscriber, I want to see less options for rent or buy so that I can choose from content that prime provides for free with my subscription	Low
Notifications	As an account holder, I want to get notifications so that when a season/episode is released I get notified some way	Medium
Back button	As a user, I want a back button integrated into the web UI so that I can display my browser full screen and not have to use the browser's back button	Low
Tile view	As a viewer, I want to be able to see movies in categories in a tile view format verses a horizontal list view so that I can see more movie options displayed on my screen	Medium
Pin watch-list	As an account holder, I want to be able to pin my watch list so that it's always at the top of the list on the home screen	High

Pain Points	User story	Priority
More filters	As a viewer, I want more filters so that I can filter out free content from the rent or buy content	Low

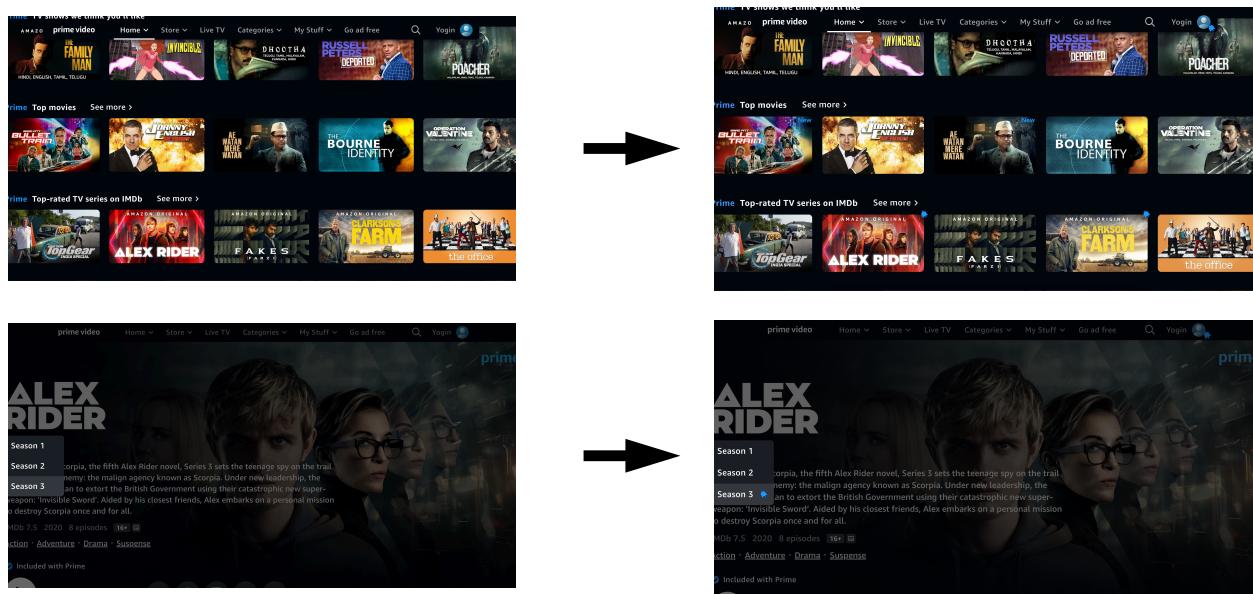
### Prioritization:

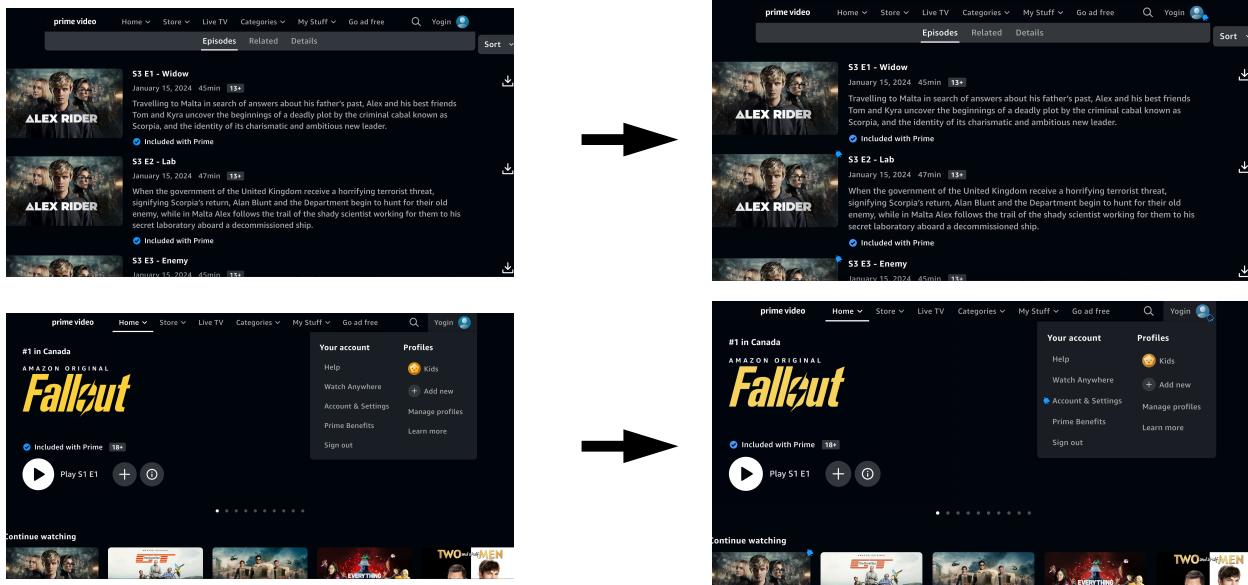
- Lack of content** - High priority was given to lack of content as this pain point could lead to high churn rate and low retention rate as subscribers will become bored of the current selection and may switch to another streaming service which provides/produces more content and/or replaces old with new content. However, there may be a moderate development risk and high licensing risk associated with it. More information would be needed from those teams in terms of managing a larger data base, resources, licensing deals, etc. to make an accurate assessment.
- Notifications** - Medium priority was given to notifications as this should have a low development risk associated with it and encourage the account holder to frequently visit the platform more often.
- Pin watch-list** - High priority was given to pinning watch-list to the home screen as this provides account holders with ease of use and could engage them to come back more often and go through their list as well as add more to it since it will be on the same page as the home screen. It is in line with Prime's business goal of operational excellence and long term thinking. This feature also most probably has a low development risk associated with it.

### Solutions:

Given the three priorities selected, I will focus on notifications as there are multiple solutions possible with how the user can be notified and it comes with moderate risk. Pining a watch list to the home screen would only require a settings option which enables this feature. Once enabled, the product will pin the list on the home screen. Given this simple, yet user friendly solution, and the high risk associated with prioritizing lack of content, I will generate solutions for notifying users about new episode/series releases, new content released and account/pricing changes.

### User Flow/Design/Wire Frame





As shown above, the current version of Prime Video is on the left while the possible solutions I would implement are on the right. The changes would indicate to the user when a movie is new to Prime. This would impact the user as they would continuously see that there is new content being added to prime and this could reduce churn rate. In addition, a bell icon could be used as a notification and be placed beside shows which have a new season/episode released. This would make Prime more user friendly as now the user doesn't have to keep viewing the contents of the show but just wait till the bell notification appears. Once they start watching the new episode, the bell icon would be removed for that episode. Similarly, once the account holder opens their settings, the bell icon would be removed.

**Drawbacks:** There are a few drawbacks which would need to be addressed. Firstly, showing the bell icon on shows with a new season/episode may lead to users to open Prime, check if there is a bell and if not, leave Prime instead of browsing or rewatching an old episode. in addition, the question would have to be answered as to whether to show the icon for all shows, only recently watched shows or recommend shows based on user history.

For next steps, I would want to research in-depth as to what users would prefer. To ensure this solution is a success, I would monitor different metrics of usage and would monitor reviews to see if users like the new feature or not.