**Olamide's UXResearch**

**Idea Brief**

To create a movie streaming website platform that would allow Nigerian university students to upload and stream short films in order to showcase their talents and to reach a wider audience.

**Research Background**

According to what I gathered from my secondary research, I couldn’t find an existing Nigerian based short movie streaming platform that is focused on helping Nigerian university students showcase talents. There’s arguably no platform that caters to the type of content Nigerian university students might be interested in watching.

**Problem Statement**

Nigerian university students are faced with challenges of pushing their movie content to a larger audience so as to showcase their talents due to unavailability of a platform that is specifically created for students where they can upload or watch movies tailored for their type of audience or interest.

**Research Objectives**

* To know the students' motivations behind creating and watching short films.
* To understand the challenges students face with sharing their movies to a larger audience
* To understand the challenges students face with getting student tailored short films to watch.

**Research Questions**

* How do university students who make movies share their work with people? (Behaviors)
* Where do university students go to stream movies online? (Behaviors)
* What type of movies are university students interested in? (Behaviors)
* What factors affect whether they visit streaming platforms to upload or watch movies? (Pain points)
* What challenges do university students face when they visit movie streaming platforms? (Pain points)
* How often do they visit movie streaming platforms? (Behaviors)
* What factors affect whether or not they will pay for a student discount for a movie streaming platform? (Pain points)

**Method & Recruiting**

It will be a 20-30 minutes semi-structured interview to gather in-depth qualitative data. We will use the interview script as a guide and ask follow-up questions based on the answers of the users.

There will be 5-6 participants including:

* A Nigerian male undergraduate student that enjoys making movies and streaming videos online
* A Nigerian female undergraduate student that enjoys making movies and streaming videos online

To recruit participants, we will reach students who we know loves creating and watching movies via WhatsApp.

**Screener questions**

**1.** **Are you in any tertiary institution in Nigeria?**

A. Yes

B. No (Screened out)

**2.** **Are you a content creator?**

A. Yes

B. No (Screened out)

**3.** **Do you create videos to upload on social media?**

A. Yes

B. No (Screened out)

**4.** **Do you watch or stream movies online?**

A. Yes

B. No (Screened out)

**Interview Script**

Introduction

Hello and thank you for participating in this research study. My team and I are working on a project that involves building a movie streaming platform specifically for undergraduates. We would love to hear about your experience(s), so I’ll be asking you a series of questions. This interview will last a maximum of thirty minutes. However, if you wish to take a break or leave, you are absolutely free to do so. Also, this interview is not a test of knowledge on any subject matter. There are no wrong answers so please feel free to express yourself. Do you have any questions before we start?

**Section 1: Creating rapport**

* What school do you attend?
* What department are you?
* What's your favorite hangout spot in school?
* What's your favorite thing about school?

**Section 2: Finding out behaviors and motivations**

* What motivates you to create movies as a student?
* What factors determine the type of movies you create and/or watch?
* Have you ever created a movie before? What type of movie(s) did you create?
* Have you ever tried uploading and/or watching movies on a streaming platform?
* What do you hope to achieve when you go to watch or upload movies on a streaming platform?
* Could you share your experience on uploading and/or watching movies on a streaming platform?

**Section 3: Finding out pain points**

* What frustrates you the most when you create movies?
* Kindly share your worst experience with uploading or watching movies on a streaming platform.
* What limitations do you encounter when uploading or watching movies on a streaming platform?

**Section 4: Finding out tools in use**

* What streaming platforms do you use or have you explored to upload or watch movies?
* What rating would you give these streaming platforms from 1-10?
* What do you dislike about these streaming platforms?
* Are there any features you think they should have which they don’t?

We really appreciate this opportunity. Thank you for giving your time to helping my team and I build a better product. Your responses are highly appreciated. Please feel free to reach out if you have any more suggestions and feedback.

Enjoy the rest of your day.

Interview Notes

Participant 1 - Nedu, 08078236697

Participant 2 - Othman, 09075674214

Participant 3 - Balqees, 07081946262

Participant 4 - Omah 07014130625

Participant 5 - Joseph, 08105728459

Participant 6 - Emmanuel, 07041432073