



prime

Improving the Viewing Experience

Akshaya Gunda | Ayushi Maurya

product space





ABOUT PRODUCT

Amazon Prime Video is a subscription-based streaming service offered by Amazon. It allows users to stream a wide variety of movies, TV shows, original content, and other video content over the internet.



Features

- Content Library
- Origianl Content
- Subscription Service
- Streaming Devices
- Downloads
- User Profile
- Parental Controls
- Multiple language and sutitle options

117 Mn
Subscribers

Present in **200**
Regions

145.94 Mn
Active Users

5 hr 22 min
Avg Watch Time

75 Mn
Published videos

COMPETITORS

Direct Competitors

NETFLIX

Disney+ hotstar

ZEE5

SONY liv

Indirect Competitors

JioTV

TATA sky

& Other Cable TVs

YouTube

SUN NXT

UNDERSTANDING THE PROBLEM

Viewing Experience

- The viewing experience is the overall satisfaction and engagement people get from watching visual content like movies and TV shows.
- It includes content quality, user-friendliness, video and audio quality, relevance to personal preferences, seamless viewing, accessibility, emotional connection, context, and viewer immersion.

Average Watch Time

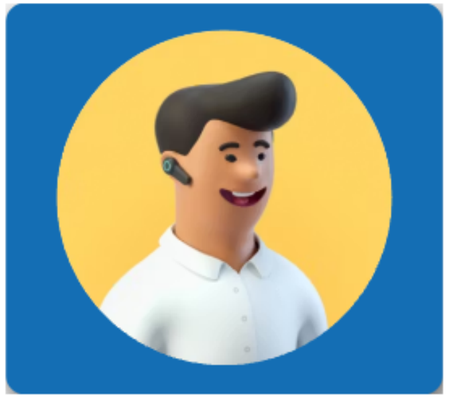
- Average watch time refers to the mean amount of time that individuals spend watching a particular type of content or platform.
- Several factors can affect average watch time, including content quality & length, content genre, content relevance, user engagement, platform user interface, and platform features.

Their Relation

- When viewers have a positive and satisfying experience while consuming visual content, they are more likely to watch for longer periods.
- High-quality and engaging content that captivates viewers tends to hold their attention for extended durations. When the content aligns with a viewer's interests and preferences, they are more likely to watch it for a longer time.
- Therefore, **by prioritizing the enhancement of the viewing experience, we can effectively work towards achieving our goal of increasing the average watch time.**



USER PERSONAS



Name: **Sharath**
Age: 22
Occupation: B.Tech Student

Background: Sharath is a college student with a busy schedule. He values his downtime and uses streaming platforms like Amazon Prime Video to unwind and enjoy quality entertainment.

Goals and Needs:

- His main goal is to find captivating content that allows him to unwind and escape from the demands of his college life.
- He appreciates personalized content recommendations based on his viewing history and interests.
- Sharath needs the flexibility to watch content at his own pace and on various devices.

Pain Points:

- He finds it really difficult to control the brightness, volume, and zoom-in while watching the movies and shows.
- Gets confused while deciding what to watch. He likes the recommendation feature of other platforms and expects something similar from Prime Video.
- Sharath encounters frustration when he makes spelling mistakes during searches on Amazon Prime Video, resulting in no search results



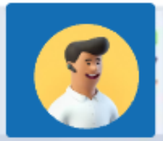
Name: **Swarna**
Age: 34
Occupation: SDE
Background: Swarna is a devoted mother of two, aged 8 and 10, who values family time. She relies on streaming platforms for a wide range of family-friendly content, including cartoons for her kids, sports for her husband, and series and movies for family bonding.

Goals and Needs:

- Swarna aims to strengthen family bonds through shared entertainment experiences.
- She seeks a single platform that offers diverse content for her kids, herself, and her husband, spanning educational, engaging, and sports content.

Pain Points:

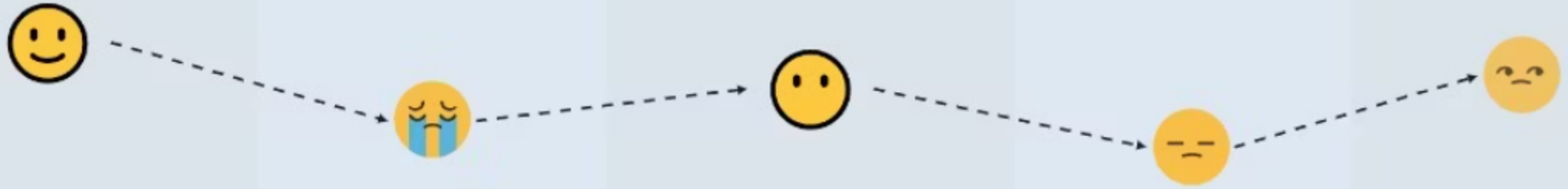
- Struggles to find suitable content for her kids, wasting time and causing frustration.
- Managing multiple subscriptions, cable bills, and renewals has become a hassle for Swarna. Scrolling through different platforms to find a suitable movie or series is time-consuming and inconvenient.
- : Multiple subscriptions increase monthly expenses and adds complexity to her entertainment ecosystem.
- Traditional cable TV services are cumbersome, seeking a more user-friendly way to access her favorite channels and content without the hassle of managing cable subscriptions.



Sharath

CUSTOMER JOURNEY MAP

🎯 *Find captivating content*

	Opening the app	Selecting video	Adjusting settings	Watching video	Saving for later/finding next video
Customer actions	• Opens the app • Selects the profile • Scrolls through the home page recommendations	• Searches through the search engine • Scrolls through the recommendations • Clicks on the selected video	• Makes personal adjustments like brightness , volume, screen size , language ,video quality, subtitles etc	• Watches the video	• Saves the partly watched video in watch list • Starts searching for next video / episodes, they want to watch
Customer touchpoints	• Selecting profile • Elements on the home page	• Search screen • Recommended list	• Brightness and volume controls • Video quality settings • Subtitles and audio settings • Zoom in & zoom out controls	• Forward and backward buttons • Over all screen	• Watchlist • Recommendations • Next episode / recommended vid details
Customer painpoints	• Profile option not available for old people • Low visibility search bar position • No personalised Recommendations • To much promotion for rented videos and channels	• Search engine doesn't show proper result ,even if a single letter is missed • Selected videos turns out be paid / rent • Less intrusive search page	• Brightness and volume controls are not available from screen • Video quality options are confusing ,the usual options like 1440p , 1080p are not used • Sceen controls like zoom in zoom out options not available	• No sync for audio and video ,if forwarded • Actors names keeps appearing after every touch • No option to adjust video speed • No easy exit option	• Can't make personalised folders in watchlist/ downloads • Can't see the next episodes / recommended videos while the current video is playing
Customer feelings					

miro

PROBLEMS IDENTIFIED

BUCKETED THE PROBLEMS IDENTIFIED



Content Discovery

Quick-Glimpse

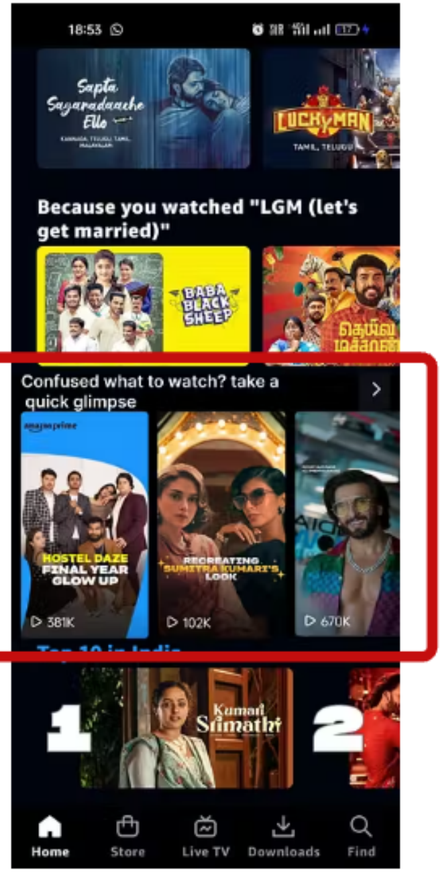
- This feature allows users to watch short trailers, previews or popular clips of content within the app to help them make better-informed decisions.
- **"Quick-Glimpse" section:** Placing the "Quick-Glimpse" section prominently on the user's homepage. In this section, display a continuous feed of short video previews of movies, TV shows, documentaries, and Amazon Originals. Users can scroll vertically through the video previews, similar to scrolling through social media feeds.
- **"View More" Option:** Include a "View More" button that users can click to access the full grid of content thumbnails.
- **Play and Watch:** When users click on a thumbnail, they can immediately start watching the full preview. Include playback controls (play, pause, volume) for a seamless viewing experience.
- **Adding to Watchlist:** Users can click on a thumbnail to view more details about the content. From this detailed view, provide an option to add the content to their watchlist directly.

Impact

- **Reduced Decision-Making Time:** Short previews help users make faster decisions about what to watch.Users no longer need to spend excessive time searching for content, Googling recommendations, or asking friends for suggestions
- **Discover New Content**: Users can easily discover hidden gems, trending releases, or classic titles they might have overlooked.

Content Discovery

Quick-Glimpse







Content Discovery

Personalized Recommendation System



- Implement an advanced recommendation system that uses machine learning algorithms **to analyze user viewing history, preferences, user device and behaviours.**
- Incorporate a variety of factors such as genre preferences, ratings, and viewing habits to provide highly personalized content suggestions.
- Allow users to fine-tune their recommendations through explicit feedback and preferences settings.

Inputs

- **Genre Preferences:** Allow users to specify their preferred genres or categories of content.
- **Watchlist Tag-Based Recommendations:** To leverage the content tags that users create within their watchlists, such as "feel-good," "thriller," or "family-friendly," to enhance the recommendation system. By analyzing these user-generated labels, we can provide more personalized suggestions,
- **Multi-Profile Consideration:** Considering the viewing device along with other factors for recommendation as multiple users uses a single account, so user can get better personalized recommendations.
- **Release Date:** Take into account the user's preferences for recent releases or older classics.
- **Diversity of Recommendations:** Ensure that recommendations are diverse to prevent viewers from getting bored . Offer a mix of genres, languages, and content lengths.
- **Collaborative Filtering:** Incorporate collaborative filtering algorithms to identify users with similar viewing habits and suggest content that others with similar tastes have enjoyed.
- **Seasonal and Holiday Preferences:** Consider the time of year and holidays. Users may have specific preferences for holiday-themed content during festive seasons.

UI & Functionality

Unoptimized Search Results

Implementing an intelligent search system that incorporates auto-correction, and a feature to display similar results for misspelt words.

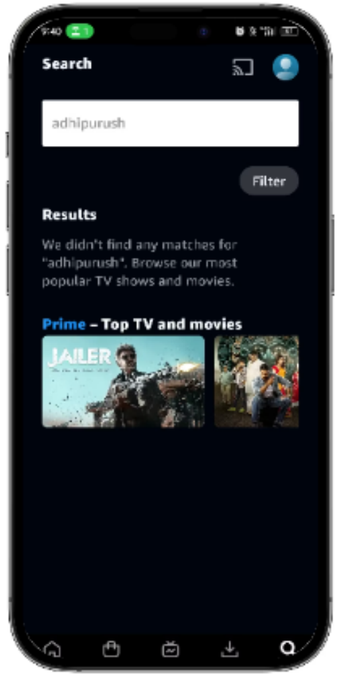
- **Auto-Correction**: If Sarah makes minor spelling mistakes, the search engine should automatically correct them or suggest corrections, ensuring that even with errors, users receive relevant search results.

- **Similar Results**: In addition to auto-correction, the system should also display a section with "Similar Results" when a query contains spelling errors. This section would present content that closely matches the misspelt words, ensuring that users like Sarah still find relevant options.

- **User Feedback Loop**: Allow users to provide feedback on search results and suggestions to continually improve the search algorithm's accuracy.

Impact

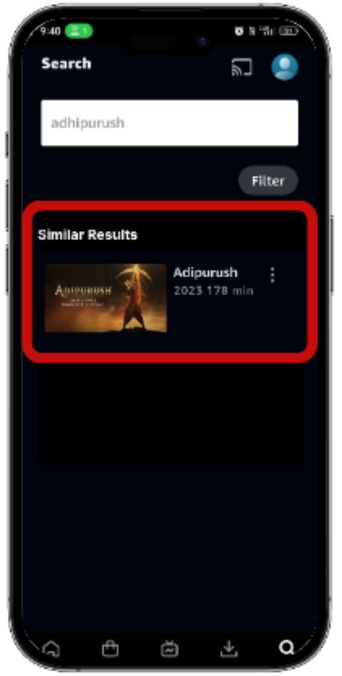
- Users will find it easier to discover relevant content even with minor spelling errors, **enhancing satisfaction and engagement.**
- The user feedback loop continually refines search accuracy, contributing to long-term user loyalty and platform competitiveness.



Before

A single extra "H" was used in "Adipurush", no results were found.

After



Screen Functionality



Brightness and Volume:

- Implement **on-screen controls that are intuitive and responsive, making it easy for users to adjust brightness and volume during their viewing sessions.**
- These controls should be readily accessible for a seamless experience.

Zoom In/Out:

- Enhance the viewing experience by introducing a user-friendly pinch-to-zoom feature.
- This feature **allows users to zoom in and out effortlessly while watching content, providing greater control over their visual experience.**

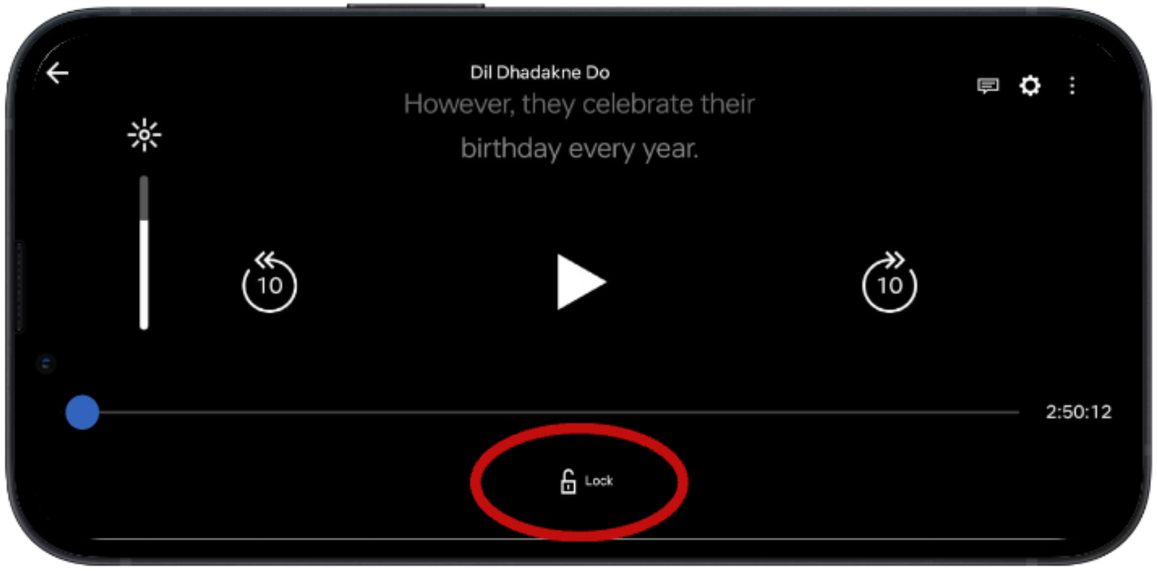


Screen Functionality



Screen Lock:

- Offer a screen lock option that users can customize based on their preferences.
- This feature **prevents accidental touches or disruptions during playback, ensuring an uninterrupted and enjoyable viewing experience.**
- Users can adjust the sensitivity settings to suit their needs, enhancing overall usability.



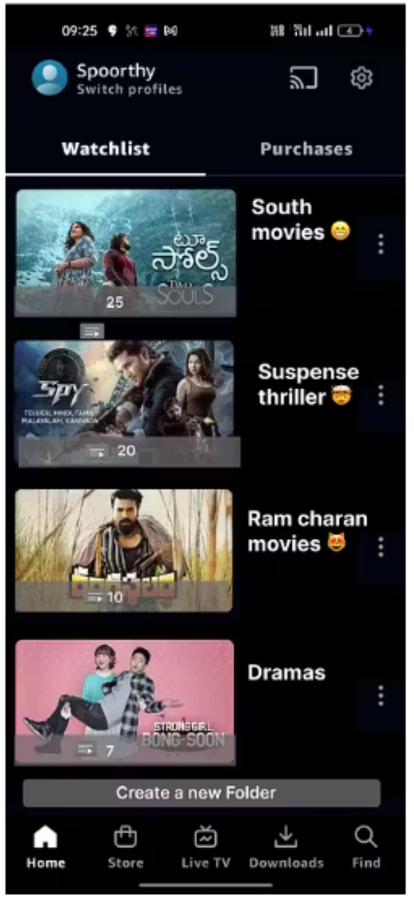
Impact

- Implementing intuitive on-screen controls for brightness, volume, and zoom, along with a customizable screen lock option, **enhances user control and the viewing experience.**
- It **reduces interruptions, garners positive feedback,** and provides a competitive edge, ultimately **improving user satisfaction and engagement.**

Content Organisation & Personalization

Categorization of Watchlist

- This feature allows users to **create custom categories for their watchlist.** These categories should be user-defined, enabling users to organize their content based on themes, genres, moods, or any other criteria that make sense to them.
- Users can access this feature within their watchlist settings. They can create new categories by providing a name and, optionally, a colour or icon for visual differentiation.
- **Category Creation and Management:** Users can easily create, name, and manage categories directly within their watchlist settings.
- **Filtering and Sorting:** Users can filter and sort their watchlist by categories, making it simple to find content matching their preferences.
- **For Recommendation:** Categorized watchlist data is leveraged to improve content recommendations, ensuring users receive tailored suggestions based on their categorized interests.



Impact

- Users can create custom categories, **streamlining content discovery and personalizing their watchlists**.
- Improved accessibility, streamlined discovery, and personalized recommendations lead to **increased user satisfaction, retention, and content exploration** on Amazon Prime Video.

Priortization

Feature	Impact (1-5)	Effort	Priority	Metrics
Personalized Recommendation System	**5**	**Medium**	**1** 🥇	• Decrease in time taken by users to select a video • Recommendation Click-through Rate%
Quick-Glimpse	**4**	**Medium**	**2** 🥈	• % of users who watched the full content after clicking on a "Quick-Glimpse". • % of users who added content to their watchlist directly from the "Quick-Glimpse" section.
Categorization of Watchlist	**3**	**Low**	**4**	• **Category Adoption Rate:** percentage of users who utilize the category creation feature to organize their watchlist. • # of watchlist folders created per user in a month
Unoptimized Search Results	**4**	**High**	**3** 🥉	**Similar Results Engagement:** The percentage of users who engage with the "Similar Results" section.
Brightness and Volume	**3**	**Low**	**4**	**Brightness and Volume Interaction Rate:** The percentage of users who interact with on-screen brightness and volume controls during content playback.
Zoom In/Out	**2**	**Low**	**5**	**Zoom Frequency:** This metric tracks how often users use the zoom in/out feature during content playback.
Screen Lock	**3**	**Low**	**4**	**Screen Lock Duration:** Track the average duration for which users keep the screen lock active.

Assumption: *Amazon being a mature product in the market, has sufficient resources to improve their product, hence impact has been prioritised over effort.*

THANK YOU!



Akshaya Gunda



Ayushi Maurya

