Next
Tv
BLACK
FRIDAY

The Problem

When streaming video content, users face challenges related to irrelevant recommendations, feeling frustrated when they can't find anything to watch and spending too much time searching for what to watch between different services.

The Solution

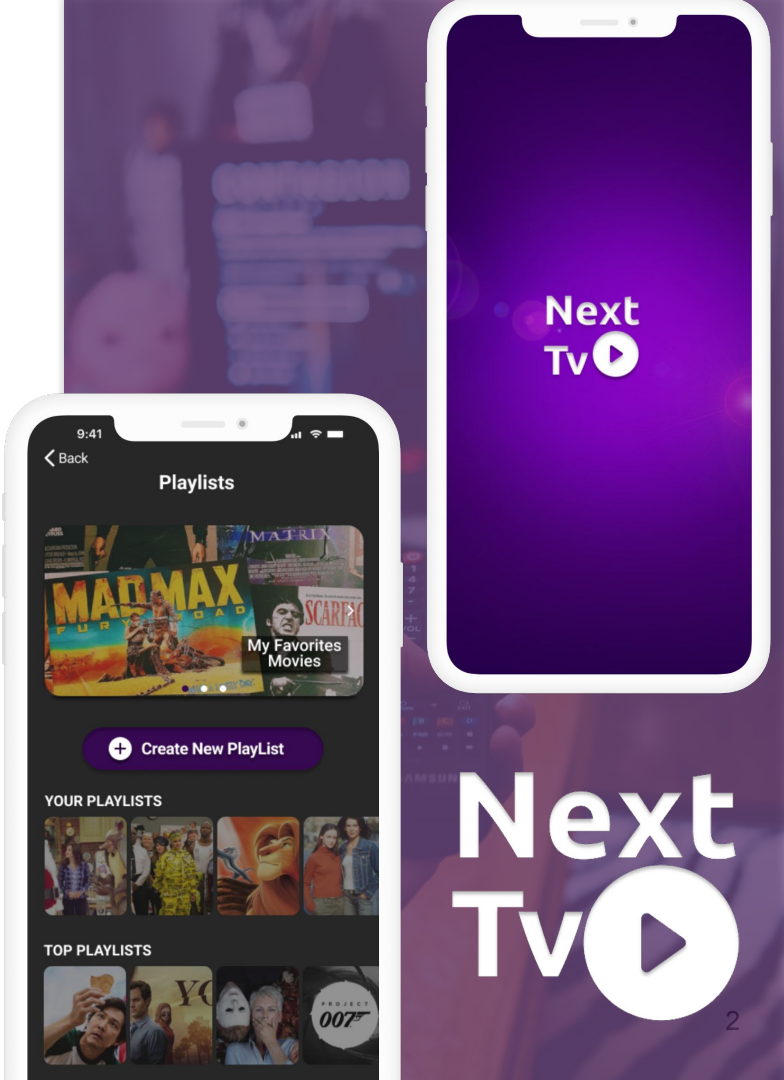
NextTV provides users a platform and service where they can access all of their video streaming content in one place. NextTV allows users to optimize their time by providing tailored recommendations and content based on user preferences. NextTV also provides users the opportunity to stay connected with their family and friends through our "Watch Party" feature.

UX Designers

Melissa Young
Lauren Cunningham
Douglas Siqueira
Ana Gentile

Tools

Figma, Miro,
Trello,
Photoshop



User Research

User Interview Plan

We conducted **five interviews** to gain insight on **what users want out of their streaming services**. We discovered three themes:

2 Participants **want the option to watch with family and friends** as a way to connect - especially during the pandemic

1 Participants are **not interested** in **random recommendations that are not tailored to their preferences**

Participant's want all of their **streaming content in one place** to **save time** when deciding and finding what to watch **3**

User Quotes

“Not one streaming service has everything that I want.”

“I like the recommendations as long as they're decent and tailored to my preferences. I hate when they suggest stuff like "We think you might like this" I hate when the app or service guesses what I like. I want it to be more personalized.“

- Sam, age 27

“Also one feature I think would be nice is a feature that allows you to watch with your friends/family in real time, especially now during the quarantine, that we can’t gather a lot.”

- Terence, age 37

“I still think they should make it easier to watch virtually with friends.”

“I also like Netflix party but it would be nice if they had a video function where you could watch shows/movies with friends and family”

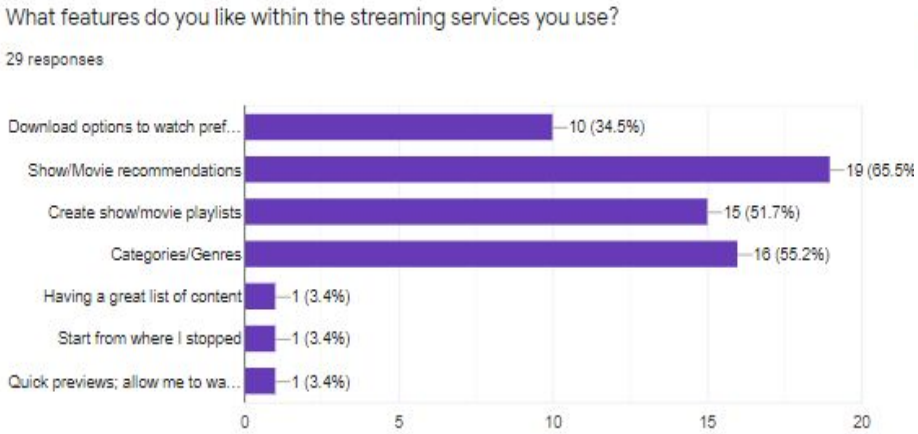
- Olivia, age 26

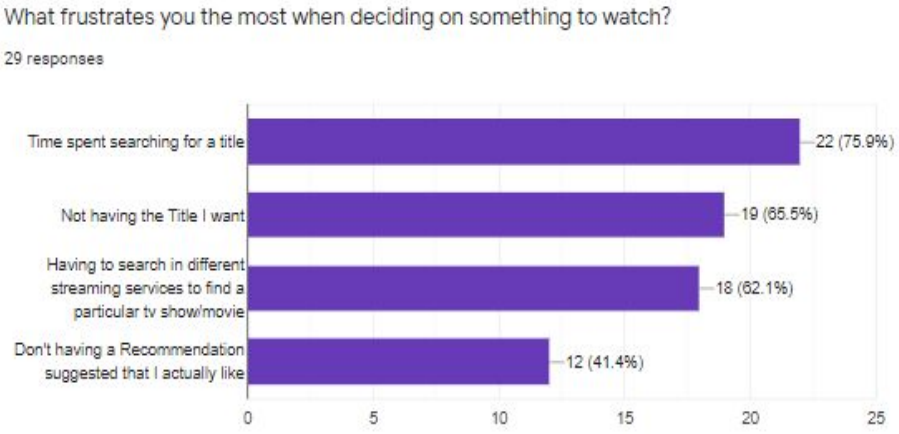
“I may be looking for a movie I like, it is difficult to find a match. Sometimes I spend a lot of time finding the movie.”

- Tom, age 32

Survey Results

“Video-Streaming Service” survey on Google Survey consisted of 14 questions.





Affinity Diagram

Pain Points

User Persona

Age: 30
Occupation: IT Analyst
Relationship Status: Single
Location: Toronto

Streamer Stewart

ABOUT

Stewart lives in Toronto and works full-time as an IT Analyst. In his spare time Stewart likes to workout, hangout with friends and family, and watch movies and TV. He enjoys watching historical pieces, dramas, documentaries and comedies. Stewart is always on the hunt for new shows and movies to watch and wants a streaming service that can offer content tailored to his preferences.

PREFERENCES

- Has multiple subscriptions because not one service provides everything they want.
- Choose content based on their mood.
- Inclined to stay with their subscriptions if the service continually puts out new content.

GOALS

- A HD Streaming Service.
- Ability to download.
- Ability to Watch Later.
- I want my subscription feed to be more personalized.
- I wish to have a random list with all my favorites shows.
- I wish there was one streaming service that provided everything they liked/wanted (tv shows, movies, sports etc).
- I wish I did not have to constantly switch between stream services.

KNOWN HABITS

- Watch shows to relax.
- Watch movies and tv series daily at night.
- Doesn't watch shows/movies that have actors/actresses they don't like.
- When he/she is feeling bored he/she watch him/her favorites shows that already watched.
- Likes a mix of both TV shows and movies

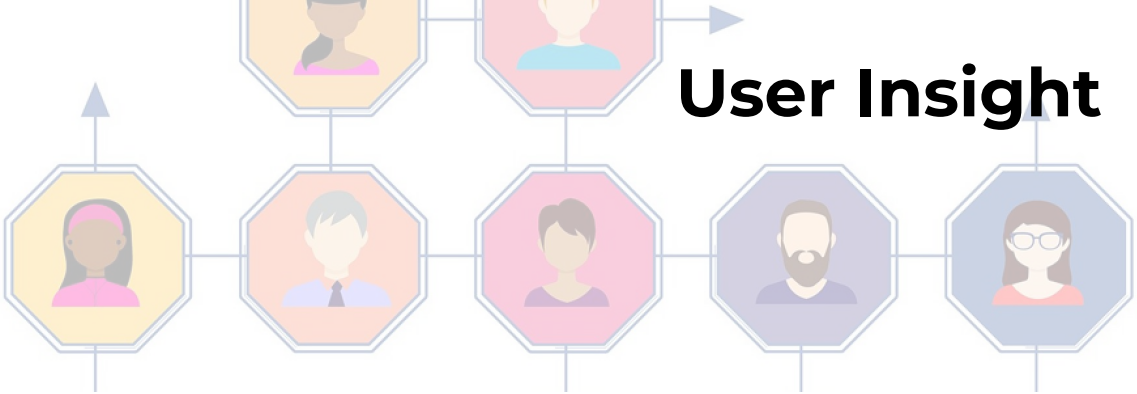
FAVORITE BRANDS

NETFLIX crave amazon prime video Disney+

PAIN POINTS

- Have to pay more for ADD-ons.
- Problems to load an episode, or crash the app.
- When the app recommend irrelevant contents.
- Feels confused, sad and frustrated when they can't find anything to watch.
- Being kicked out of the app when max users are using it.
- Spending too much time searching and finding what to watch next.
- Inappropriate content that is accessible to a young audience

Definition & Ideation



User Insight

An individual who enjoys TV shows and movies *needs a* ***service that brings all of their streaming preferences together in one place*** *because* ***they want to easily access a variety of content.***

Problem Statement

Our streaming app was designed **to help viewers with limited time access all of their preferred content in one place**. We have observed **that many viewers want one streaming service with all of their tv shows and movies at an affordable cost.**

How might we improve **their streaming experience** so that they are **satisfied based on our app's tailored recommendation system.** Success will be based on **user reviews** and **number of monthly subscriptions**.

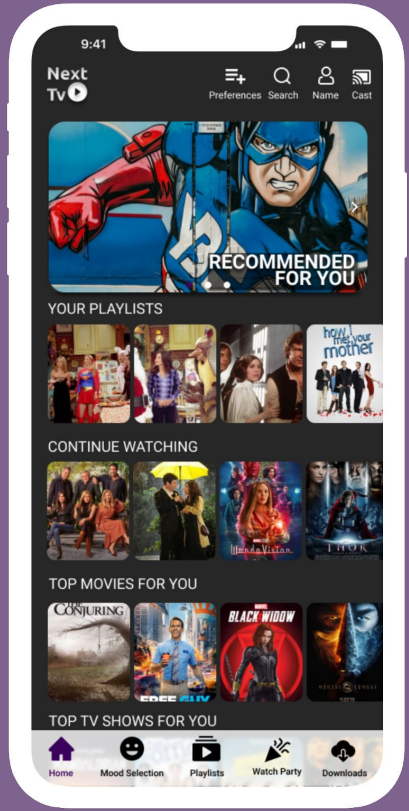
Value Proposition

NextTV has developed **a streaming service** that provides users **the opportunity to access all of their favourites in on place**. We provide users **curated and personalized content**.

NextTV solves the **frustrations of wasting time when choosing what to watch** and **inaccurate recommendations**.

We're better because **we make streaming your favourites fast and easily accessible**.

We're believable because of **our partnerships with your favourite streaming services and customer reviews**.

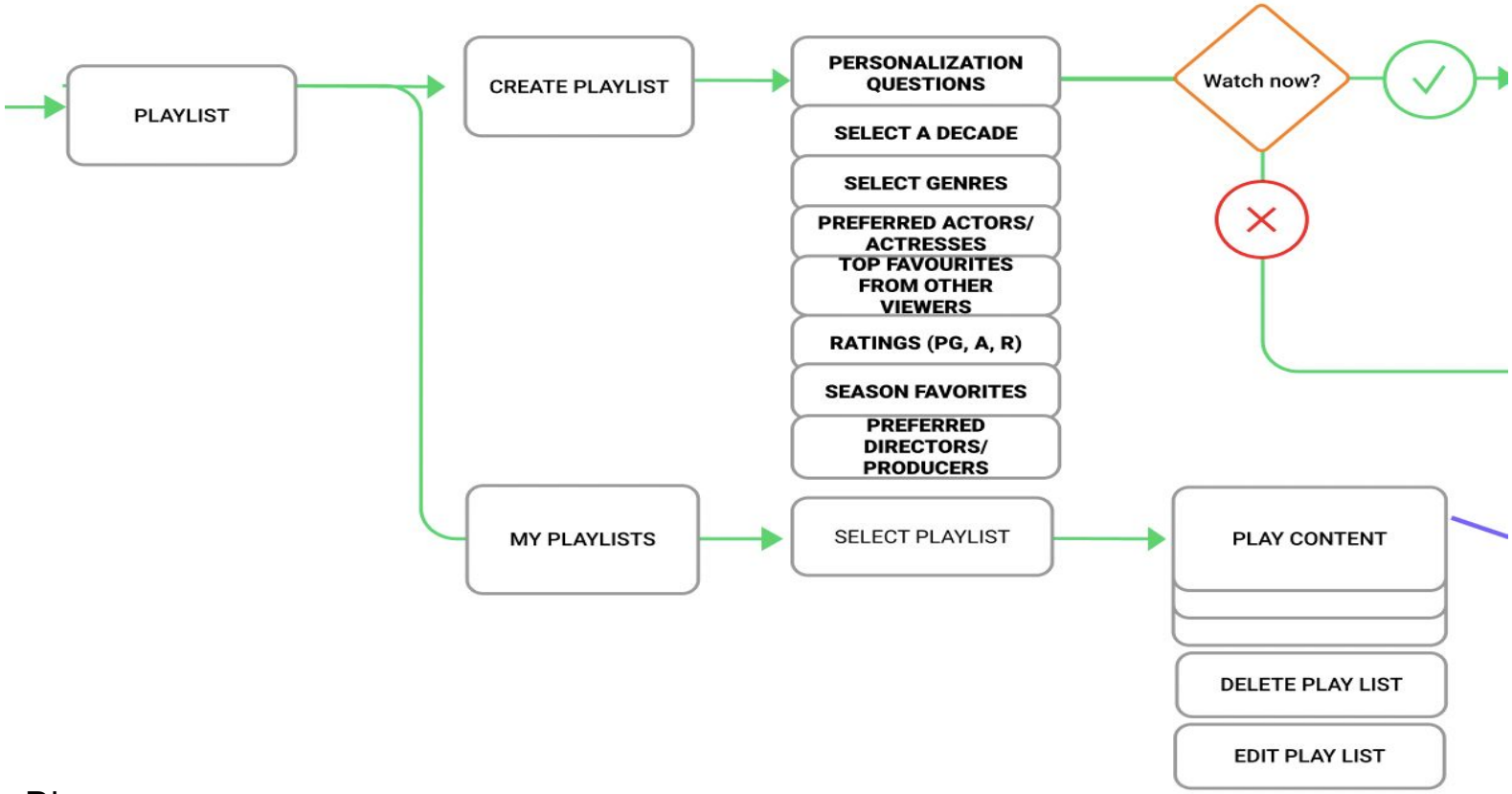


Feature Prioritization Matrix

Prototyping

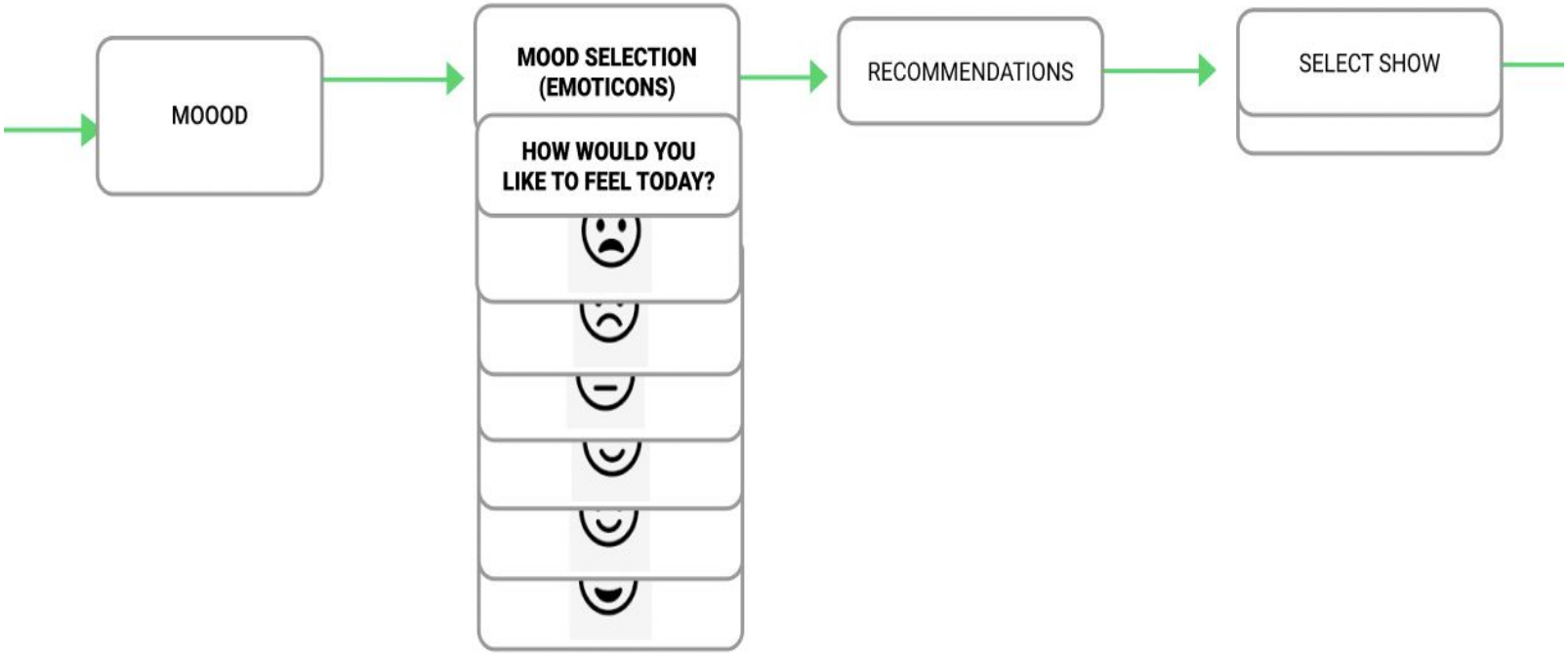
Figma File

Playlist and Preferences

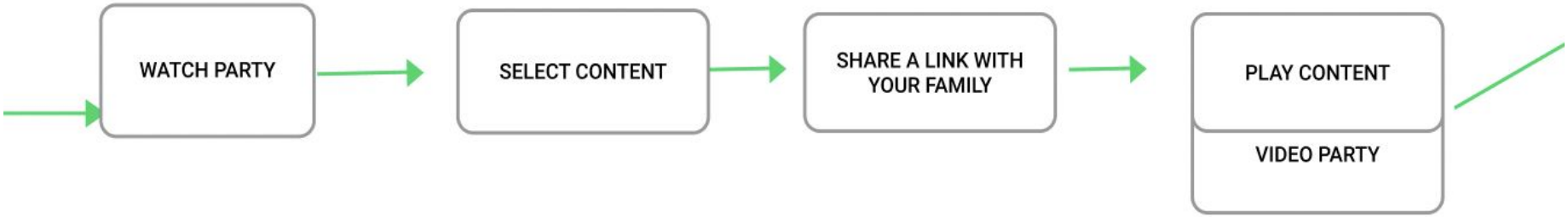


User Flow Diagram

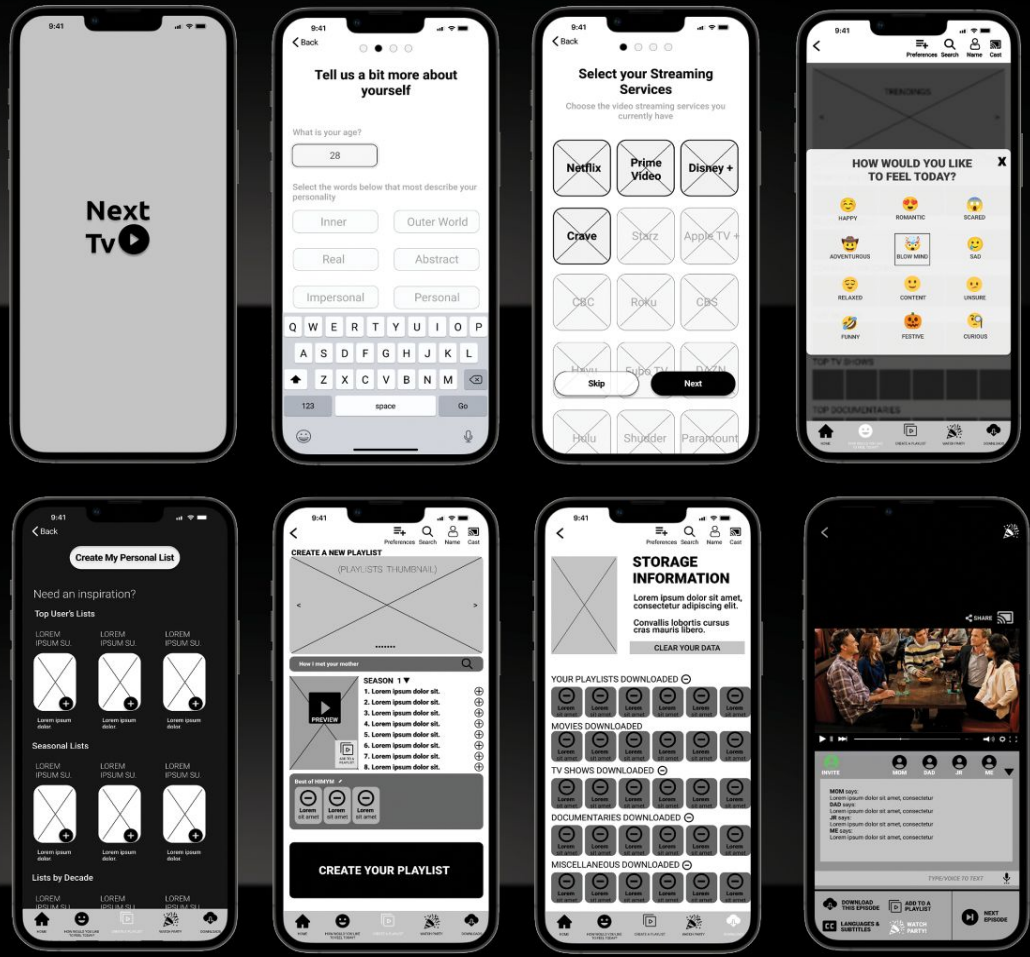
Mood Selection



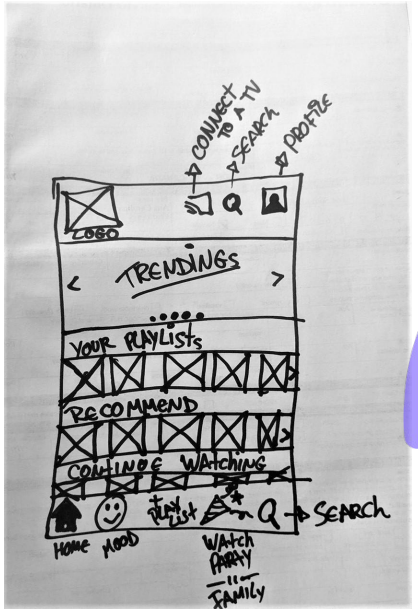
Watch Party with Family and Friends



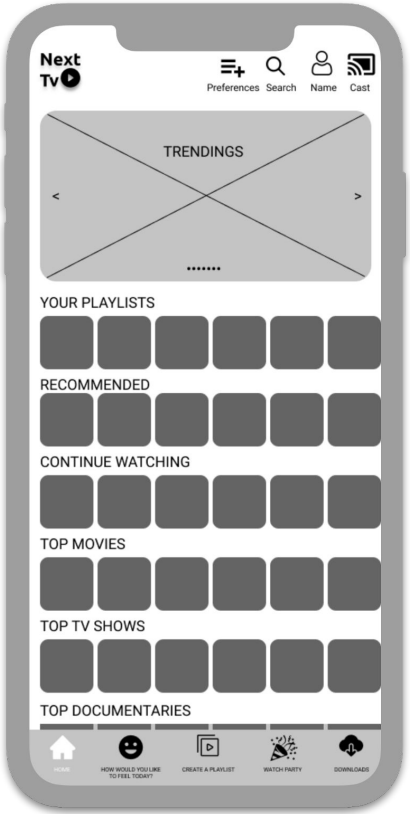
Wireframes & Prototypes

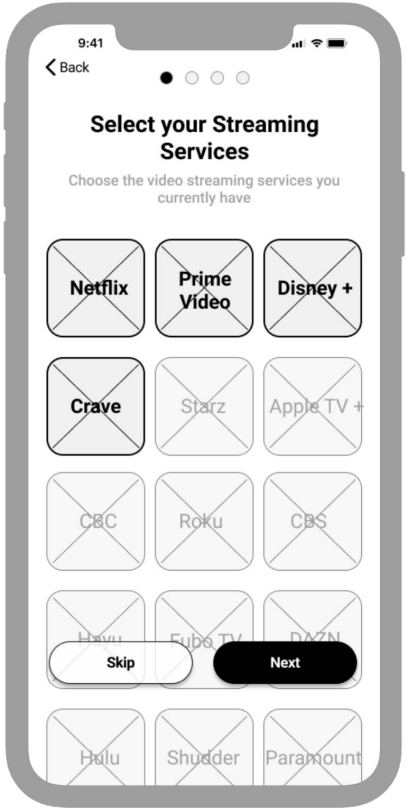


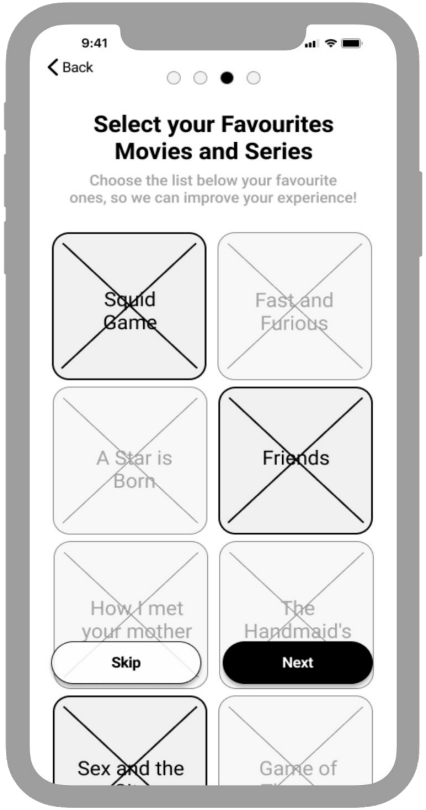
Wireframes link

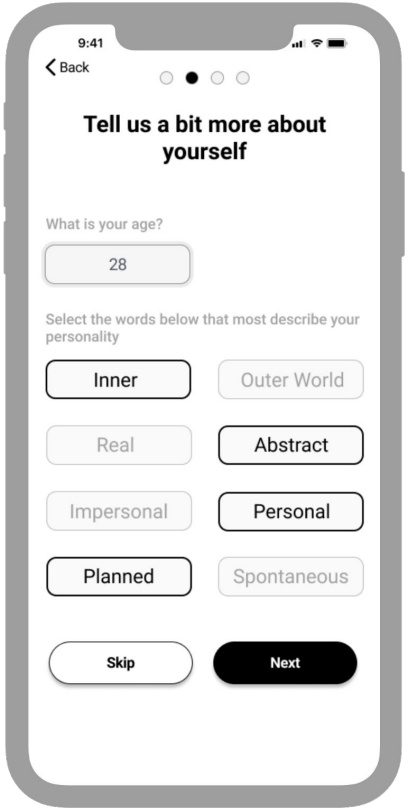

CONNECT TO A TV
SEARCH
PROFILE
LOGO
TRENDINGS
YOUR PLAYLISTS
RECOMMEND
CONTINUE WATCHING
SEARCH
HOME
MOOD
WATCH PARTY
FAMILY

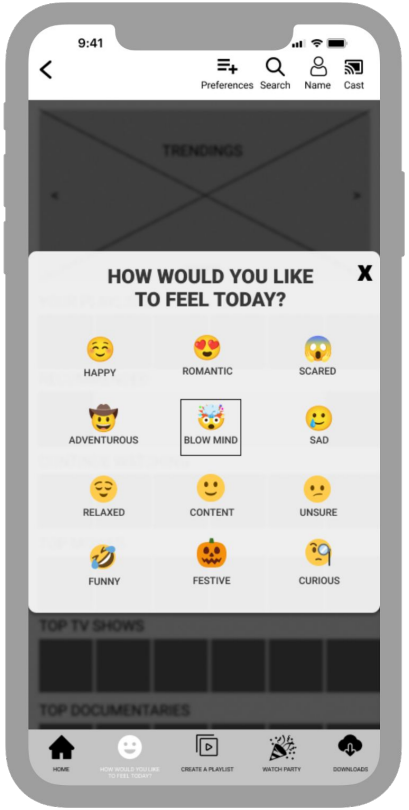
Next
Tv

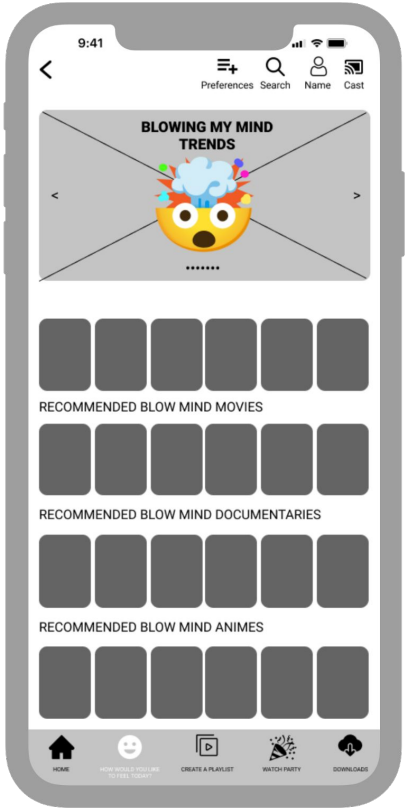

Next
Tv
Preferences
Search
Name
Cast
TRENDINGS
YOUR PLAYLISTS
RECOMMENDED
CONTINUE WATCHING
TOP MOVIES
TOP TV SHOWS
TOP DOCUMENTARIES

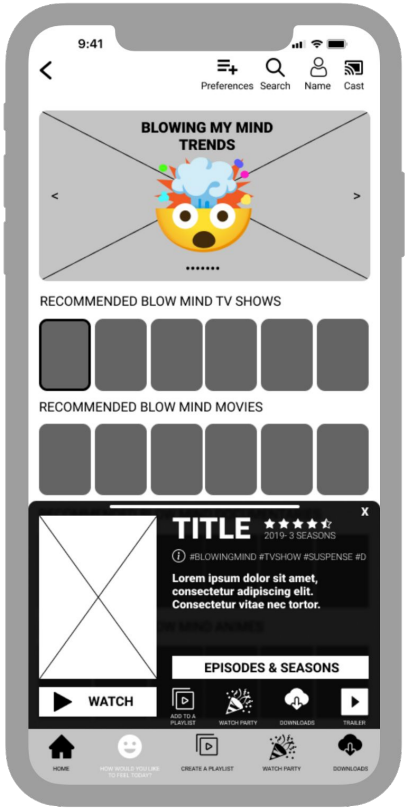

9:41
Back
Select your Streaming Services
Choose the video streaming services you currently have
Netflix
Prime Video
Disney +
Crave
Starz
Apple TV +
CBC
Roku
CBS
Hayu
Fubo TV
DAZN
Hulu
Shudder
Paramount
Skip
Next

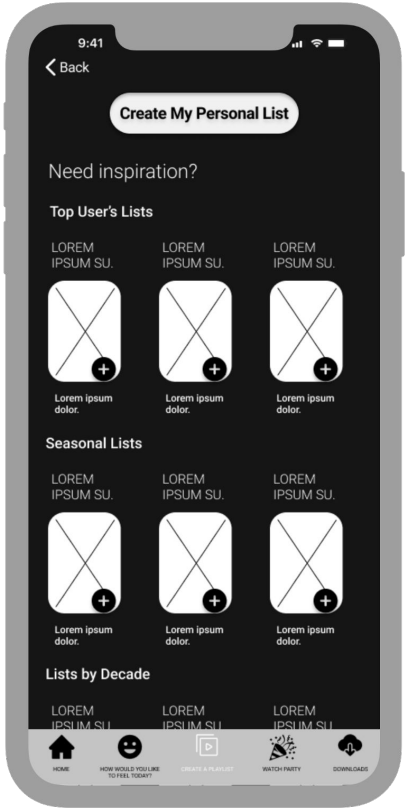

9:41
Back
Select your Favourites Movies and Series
Choose the list below your favourite ones, so we can improve your experience!
Squid Game
Fast and Furious
A Star is Born
Friends
How I met your mother
The Handmaid's
Sex and the
Game of
Skip
Next


9:41
Back
Tell us a bit more about yourself
What is your age?
28
Select the words below that most describe your personality
Inner
Outer World
Real
Abstract
Impersonal
Personal
Planned
Spontaneous
Skip
Next

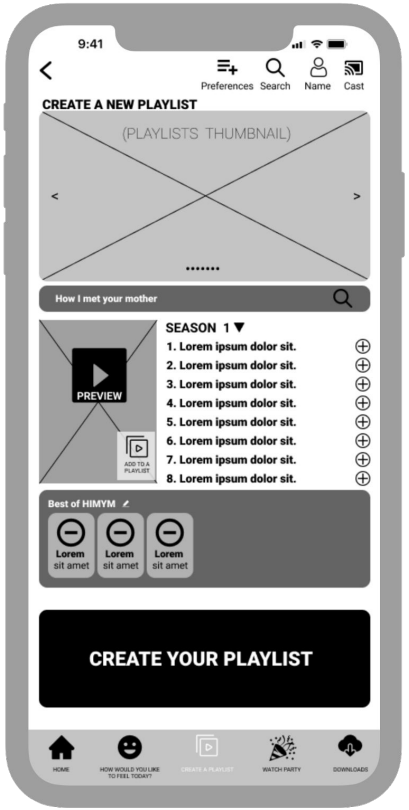

9:41
Preferences
Search
Name
Cast
TRENDINGS
HOW WOULD YOU LIKE TO FEEL TODAY?
X
HAPPY
ROMANTIC
SCARED
ADVENTUROUS
BLOW MIND
SAD
RELAXED
CONTENT
UNSURE
FUNNY
FESTIVE
CURIOUS
TOP TV SHOWS
TOP DOCUMENTARIES
HOME
CREATE A PLAYLIST
WATCH PARTY
DOWNLOADS

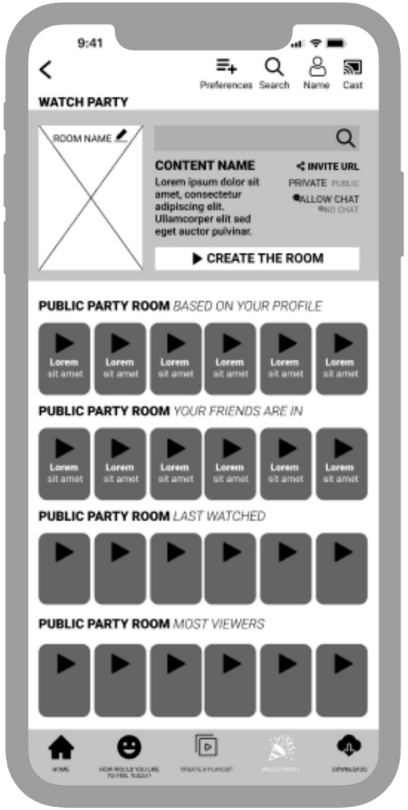

9:41
Preferences
Search
Name
Cast
BLOWING MY MIND
TRENDS
RECOMMENDED BLOW MIND MOVIES
RECOMMENDED BLOW MIND DOCUMENTARIES
RECOMMENDED BLOW MIND ANIMES
HOME
CREATE A PLAYLIST
WATCH PARTY
DOWNLOADS


9:41
Preferences
Search
Name
Cast
BLOWING MY MIND
TRENDS
RECOMMENDED BLOW MIND TV SHOWS
RECOMMENDED BLOW MIND MOVIES
TITLE
2019- 3 SEASONS
#BLOWINGMIND #TVSHOW #SUSPENSE #D
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Consectetur vitae nec tortor.
EPISODES & SEASONS
WATCH
HOME
CREATE A PLAYLIST
WATCH PARTY
DOWNLOADS

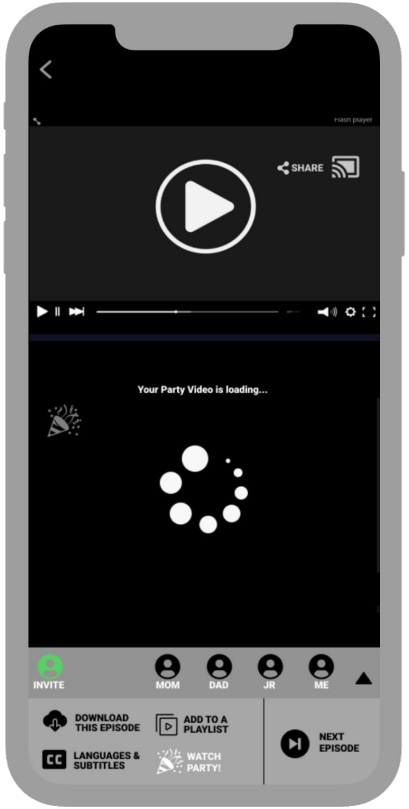

9:41
Back
Create My Personal List
Need inspiration?
Top User's Lists
LOREM IPSUM SU.
LOREM IPSUM SU.
LOREM IPSUM SU.
Lorem ipsum dolor.
Lorem ipsum dolor.
Lorem ipsum dolor.
Seasonal Lists
LOREM IPSUM SU.
LOREM IPSUM SU.
LOREM IPSUM SU.
Lorem ipsum dolor.
Lorem ipsum dolor.
Lorem ipsum dolor.
Lists by Decade
HOME
WATCH PARTY
DOWNLOADS

9:41
Preferences
Search
Name
Cast
VIEW PLAYLISTS
(PLAYLISTS THUMBNAIL)
BEST OF HIMYM
CREATE A NEW PLAYLIST
Lorem sit amet
CHRISTMAS EPISODES
RANDOM COMEDY SHOWS
WATCH WITH MY FAMILY
HOME
WATCH PARTY
DOWNLOADS


9:41
Preferences
Search
Name
Cast
CREATE A NEW PLAYLIST
(PLAYLISTS THUMBNAIL)
How I met your mother
SEASON 1
1. Lorem ipsum dolor sit.
2. Lorem ipsum dolor sit.
3. Lorem ipsum dolor sit.
4. Lorem ipsum dolor sit.
5. Lorem ipsum dolor sit.
6. Lorem ipsum dolor sit.
7. Lorem ipsum dolor sit.
8. Lorem ipsum dolor sit.
PREVIEW
Best of HIMYM
Lorem sit amet
CREATE YOUR PLAYLIST
HOME
WATCH PARTY
DOWNLOADS


9:41
Preferences
Search
Name
Cast
WATCH PARTY
ROOM NAME
CONTENT NAME
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ullamcorper elit sed eget auctor pulvinar.
INVITE URL
PRIVATE PUBLIC
ALLOW CHAT
NO CHAT
CREATE THE ROOM
PUBLIC PARTY ROOM BASED ON YOUR PROFILE
PUBLIC PARTY ROOM YOUR FRIENDS ARE IN
PUBLIC PARTY ROOM LAST WATCHED
PUBLIC PARTY ROOM MOST VIEWERS

SHARE
INVITE
MOM
DAD
JR
ME
MOM says:
Lorem ipsum dolor sit amet, consectetur
DAD says:
Lorem ipsum dolor sit amet, consectetur
JR says:
Lorem ipsum dolor sit amet, consectetur
ME says:
Lorem ipsum dolor sit amet, consectetur
TYPE/VOICE TO TEXT
DOWNLOAD THIS EPISODE
ADD TO A PLAYLIST
LANGUAGES & SUBTITLES
WATCH PARTY!
NEXT EPISODE


SHARE
Your Party Video is loading...
INVITE
MOM
DAD
JR
ME
DOWNLOAD THIS EPISODE
ADD TO A PLAYLIST
LANGUAGES & SUBTITLES
WATCH PARTY!
NEXT EPISODE

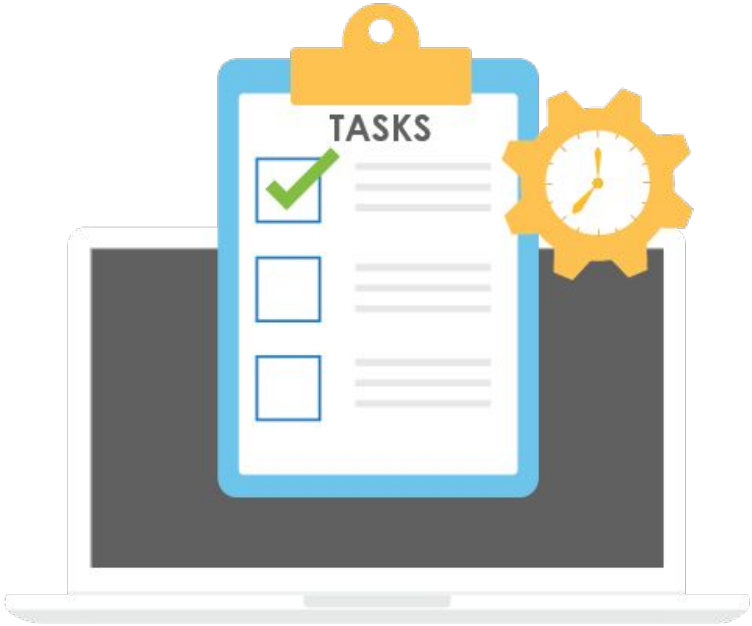
Testing and Iterating

Figma File

Guerilla Testing Plan & Notes

3 Tasks:

1. Pick something to watch based on your mood
2. Start a ‘Watch Party’ with your family and friends
3. Create a playlist



Learning Outcomes

Add buttons are too small

When I see my list I don't know exactly where to click

Create a room first, after invite friends

Some screens are too crowded with information

I would like to have less info, more direct screens

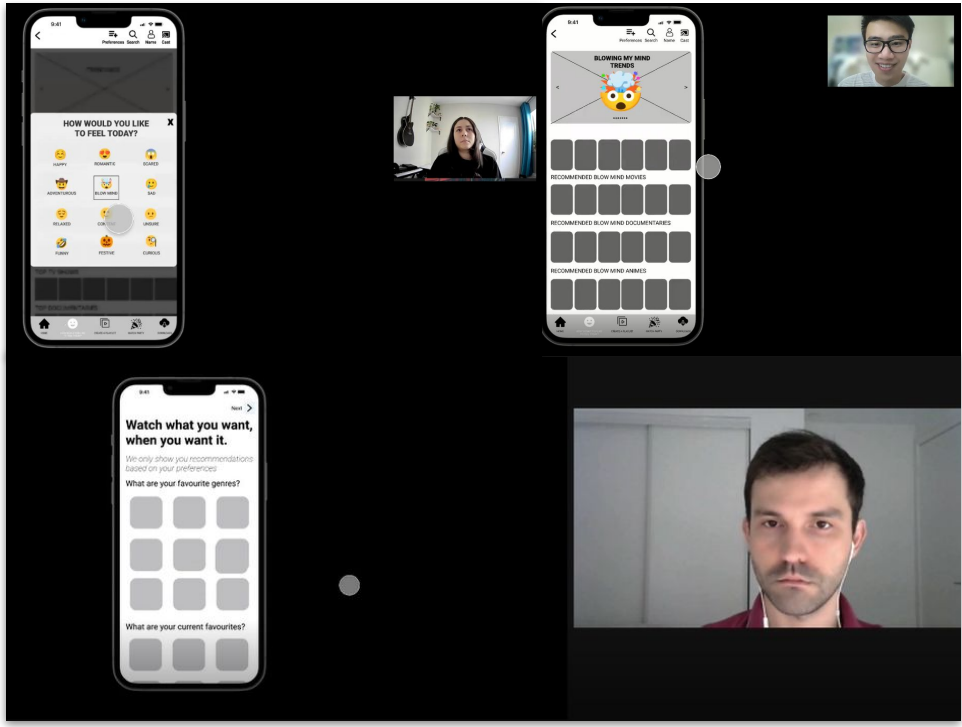
Took longer to find the share button under the watch party

Can you make it landscape when watching movie or show? The screen is too small

Text is too small for certain commends

Need to be Easy to navigate

Playlist has only 3 thumbnails, less overwhelming



Iterations Made Based on User Test

iOS Mockups

9:41
Next Tv
Preferences
Search
Name
Cast
RECOMMENDED FOR YOU
YOUR PLAYLISTS
how i met your mother
CONTINUE WATCHING
TOP MOVIES FOR YOU
BLACK WIDOW
TOP TV SHOWS FOR YOU
Home
Mood Selection
Playlists
Watch Party
Downloads

Final Thoughts and Future Plans

Melissa: *Overall, it has been a wonderful experience working cohesively with my team members in our very first UX/UI project together! We have all demonstrated our skills, strengths, and willingness to learn from one another. This group project has also taught me the importance of open communication, supporting each other's ideas, and organization of tasks and goals.*

Douglas: *First of all, I would like to thank all my colleagues who made their best effort to complete this project. Working in groups, it was possible to experience a working environment, helping us to create more confidence, from brainstorming to criticism and feedback.*

Lauren: *In conclusion, I feel completing this case study as a group allowed each of us to expand on our communication and team building skills. Group work made it possible for us to divide and accomplish tasks more effectively given the time restraints.*
In the future, I would like to see sport streaming services connected within the app to provide the user a wider range of content outside of tv shows and movies. I also understand user research is ongoing and future iterations will need to be made as the needs and wants of the user are constantly changing.

Ana: *For next steps, I think we will need more testing, new data and iteration, so we can have a more polished solution, adding true value to our future users. I truly believe in the continuous improvement process. Personally, It was an enriching experience, reinforcing our need to work as a team, and emphasizing the importance of the whole design process.*

Next
Tv
THANK YOU