

FINAL RESEARCH REPORT

IMT 570

Team 4

Authors

Calaera Powroznik

Revati Dixit

Rashi Raj

Deepthi Ranganath



Filtering by: Your Videos

Contents

Executive Summary

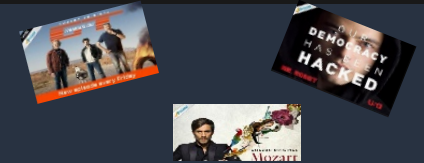
Introduction

Method

Findings & Analysis

Recommendations

AMAZON PRIME VIDEO USER EXPERIENCE RESEARCH STUDY



Watch Next

Summary

Watch at 3

INTRODUCTION

Watch at 5

Included with
Prime
Amazon
Original Series

THE
METHOD

Watch at 8

Findings
&
Analysis

Watch at 11

RECOMMENDATION

Watch at 14

Episode 1:
Executive Summary

A chalkboard with the word "Summary" written in white chalk. The word is written in a cursive, handwritten style and is underlined with a single horizontal line.

Problem Statement: Amazon Prime Video, (a model very similar to that of Netflix and Hulu) is failing to capture the audience's interest.

Research Goals: Amazon has increased the amount spent on content by 60% (Business Insider, 2017). The message is clear; Amazon sees viewers as driven by content and is risking billions of dollars to solve the problem. In clear contrast to this, initial research indicated that the disparity between Amazon, Netflix and other providers may be due to the User Experience (UX), in particular the User Interface (UI). Our team set out to answer a set of questions related to how UI impacts the streaming choices consumers make.

Findings: Utilizing focus groups, surveys, existing research as well as scraping data to look at overall sentiment our group determined that the available evidence does not support the assumption that user preferences are driven by UI alone.

We determined that while users are interested in content and to a certain extent driven by content, only 18% of our survey respondents preferred to watch that content on the Amazon streaming platform. Despite Amazon offering other perks along with the Prime Subscription, only 29% of respondent believed that Amazon had the best value. Finally, we heard loud and clear that mixing the ecommerce with the streaming platform was distracting and difficult to navigate.

Recommendations: Our findings suggest that Amazon must look further into the driving cause behind the services viewers use. In particular, researching how much the overall user experience, including content, affects Amazon's ability to woo customers and increase the viewing of Amazon Prime Video. Amazon cannot afford to spend billions of dollars closing the streaming gap when that money is spent fixing the wrong problem.

Episode 2: Introduction



BACKGROUND

The advent of internet and high-speed broadband made it possible for video streaming services to enter the realm of personal entertainment. These services took over not just televisions but also various devices like mobile phones and tablets as mediums to interact with consumers. Early adopters like Netflix grabbed the majority of the entertainment consumer's market and forced other service providers to follow (Convergence, 2018). The Convergence Research Group Estimates that the entire Over The Top (OTT) access revenues will increase to 26.7 Billion by the year 2020 (Convergence, 2018)

Amazon Prime Video is currently ranked third in the video streaming market. While Amazon seems to view this a content problem it may be that this problem is related to other facets of their service. Correctly identifying the causal link is vital to Amazon to better attract streaming customers.

RESEARCH PROBLEM

Though Google and Amazon have a vast number of people subscribing to their other services, they have largely failed to extend their video streaming services to them. Here lies the problem, Amazon Prime Video, (a model very similar to that of Netflix and Hulu) is failing to capture the audience's interest.

"Netflix reached an impressive 75 percent of OTT (over-the-top) homes as of December 2016, but YouTube had a large OTT footprint being viewed in 53 percent of those homes. Amazon

Video was third with 33 percent reach, and Hulu was fourth at 17 percent." (comScore.com,2018).

Amazon has increased the amount spent on content from 2.7 billion dollars in 2015 to 4.5 billion dollars in 2017. An almost 67% increase in Amazon's content spending. (Business Insider, 2017). The message is clear; Amazon sees viewers as driven by content. Risking billions of dollars to find out.

RESEARCH QUESTIONS

Some of the reviews of Amazon Prime Video gives us a tiny window into the problems of the platform. Below are some of the critical reviews that set us on this research track.

- "Amazon's look and functionality is not as uniform or strongly defined as Netflix" (Parker, 2018)
- "Amazon's apps still aren't as clean and intuitive as Netflix" (Parker, 2018)

Based on some of these reviews it is not at all clear that customers are not choosing Amazon Prime Video due to content and in fact may be due to UI. Therefore, our team's research objectives are to find out:

- How important is UI in overall user experience of Amazon Prime Video platform?
- Can UI help attract and retain customers for Amazon Prime Video?
- Does UI have an effect on the overall Amazon Customer experience which includes other segments like retail?

- How can Amazon Prime Video improve the user experience through its UI?

BOUNDARIES OF THE CURRENT STUDY

Some of the boundaries of this study are related to sample size and time. The same is described in detail under recommendation section.

Episode 3: Methods



OBSERVATION METHOD

Survey: We chose to conduct a survey to broadly understand the nuances of UI that consumers think are important. We recruited 50 participants and received 46 responses which is a 92% response rate.

Focus Group: The interactive nature of Focus Groups helped us in asking our specific research questions and to observe people responding to them in a social setting. We started out by inviting 8 participants and were able to interview 7 participants.

Lightweight Journey Map: We used lightweight journey map as a supplementary method before participants appeared for Focus Group discussion. Participants were asked to perform a video watching exercise of their choice and note the stages on a framework provided to them.

SAMPLING PROCEDURE AND SELECTION OF PARTICIPANTS

We recruited participants through the following avenues

- **Convenience sampling:** We recruited people who live in the United States and whom we can readily reach out through available communications tools like mobile phones and emails
- **Snowball sampling:** We recruited people we already know and through them we reached out to other potential participants.
- We also used channels like iSchool slack or DUB slack to recruit participants.

CRITERIA FOR SAMPLE SELECTION

Inclusion criteria

We included adults who could provide unbiased opinion on the usage experience.

Exclusion criteria

We excluded whoever didn't match the inclusion criteria.

Refer Appendix D for detailed criteria

DATA COLLECTION PROCEDURE

Survey: We used Google forms to construct our survey. We used Likert scale from 1 to 5 to quantify the responses for the quantitative questions with 1 being Strongly Disagree to 5 being Strongly Agree. We also had text based qualitative questions to which respondents answered with their opinion. This data was collected and stored in Google Form. We created an excel spreadsheet to collect all quantitative data. Refer Appendix A for Survey questions.

Focus Group: we covered broad range of questions and observed how our participants respond to those questions and interact with each other in a group setting. We asked many follow-up questions on their answers to get a better picture. We made notes during the discussion which was further analyzed. Refer Appendix B for focus group questions.

Lightweight Journey Map: We created a PowerPoint presentation with instructions and a journey framework. We

asked them to fill this out and submit to us via email. Appendix C shows the structure of the lightweight journey map.

VALIDITY & RELIABILITY

While our survey group was relatively robust it was geographically limited and limited in the socioeconomic reach. We ended up reaching only those people in the greater Seattle Metropolitan Statistical Area. To expand the sample to be representational of the population of the whole United States we would need to introduce participants with varied backgrounds and from areas around the country.

ETHICAL CONSIDERATIONS

In order to protect those who participated in our online survey we did not ask for names, dates of birth or addresses. In addition to protect from deductive disclosure we are not providing any ages or the locations of individuals responding. We are also not providing age as a variable within tabulated data (such as preferred method of streaming). Participants were provided with an opportunity to acknowledge informed consent which included risks and benefits as well as their right to opt out at any time.

For our focus group participants, we informed them of their rights as research participants as well as having them sign an acknowledgement the same items as the online participants did. However, there was no way to keep their answers completely confidential. However, due to the nature of our research the risk to participants is extremely low.

Refer Appendix E Survey participation consent form and Appendix F Focus Group participant's consent.

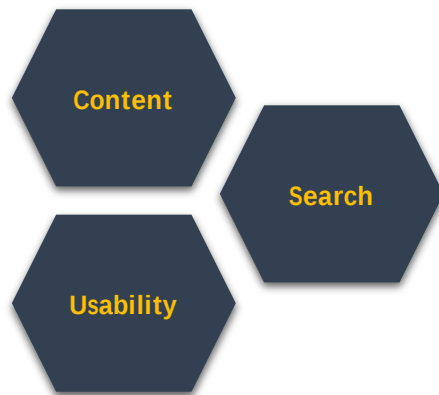
Episode 4: Findings & Analysis



Our findings from the quantitative data collected were insightful but inconclusive with no major theme emerging. Nevertheless, the analysis is worth recording for the individual insights they provide. With that, we steered past the quantitative analysis to further explore on the qualitative responses we got from our participants.

Findings from Lightweight Journey Map

The method was a minimalistic approach to identify underlying problems users faced while watching a video using Amazon Prime Video platform. With this exercise, we are able to find recurring themes around the following.



Findings from Quantitative Analysis

Netflix emerged as the most preferred (69%) and best valued (60%) video streaming service in our survey responses, which clearly indicated that even after doubling the budget amount

for content, Amazon prime video is still lacking some key features to satisfy its customers. We identified 4 key variables.

Appearances: After analyzing the responses about the likeness for existing UI and its consistency on various available devices, we did not find any strong signal that the users truly enjoy the appearance.

Usefulness: Our data shows, ~ 50 % users are somewhat satisfied with the content and recommendations, which means that the quality of content and recommendation algorithm need to be improved to satisfy watching needs for wider audience.

Ease of Use: We found that users find it easy to use but on the other hand they don't find it flexible. Amazon does not let users create multiple profiles, searching for a content is also differs in different devices.

Ease of Learning: In our analysis, it came across as a product which can be used by users irrespective of their age, skills or education level. It is easy to learn, and steps are simple to follow.

Refer Appendix G for data visualizations

Findings from Affinity Analysis

We identified five major categories from affinity analysis



Service: The major finding was that people really liked the ability to buy/rent specific content if it is not included in the prime subscription but confusion about the pricing for rent vs buy and availability of the content on other platform are the possible reasons for this. We identified the service as Negative.

Usability: In our findings, it is not compatible with multiple devices, this proved to be a negative point. There are some unnecessary features like giving option to choose the font size.

UI: Cluttered UI is a major drawback. We found that people do not like the video streaming embedded in the e-commerce website. This makes them feel they are still shopping rather than enjoying a video.

Content: Our findings show many people are not happy with the current content selections.

Search: We found Lack of intelligent search leads dissatisfaction in customers when they are trying to browse through the content.

Refer Appendix H for images of affinity diagrams.

Findings from Sentiment Analysis

Most people found it mediocre, average, satisfactory and nice, followed by disappointed. The results were not clearly indicating strong opinions. Therefore, we ran another analysis on secondary data by gathering customer reviews from Amazon. We used 2018 data to represent the current state of the video streaming service.

Since our first iteration of all the reviews resulted in covering the sentiment superficially, we decided to deconstruct those reviews into only negative. Customers reflected pain points as being **disappointed** in lack of intelligent search, **hated** cluttered UI due to having the same interface as the e-commerce website, **worthless** because limitation in free content and **terrible and annoying** UI.

Refer Appendix I for detailed sentiment analysis.

Episode 5: Recommendations



RECOMMENDATION

RECOMMENDATIONS

User Interface: UI can either create a great first impression or ruin the experience completely. We suggest Amazon to dedicate resources in making the UI simple, clutter free and intuitive. For example, the search keyboard is a qwerty layout currently. It can be replaced by alphabetical layout.

Usability: Our study also brought the woes related to usability and navigation to the forefront. Users unanimously suggested that the search function failed to assist them. We recommend that Search function be made intelligent to predict what the user wants. Also, navigation between previously watched videos should be in tune with what the users need when they re-login to the application.

Content: Content came out as strong force for users to choose a particular platform. If Amazon intends to overtake other video streaming competitors, they need to produce high quality unique content by increasing spending.

Customer Experience: We learned that users were willing to forego their prime memberships due to failed user experience with Prime Video. For this to not occur, we recommend that Amazon Prime Video to be treated individually for what value it delivers to its subscribers.

HIGH LEVEL TIMELINE FOR ACTION

Since trends change very often and for our study to not become obsolete, we will limit our study to maximum of 6 months.

Phase 1: We will allot 1 month to plan our course of action regarding what methods to use, preferably user observations and contextual inquiries and deciding the appropriate sample size. We will recruit a large research team to carry out this time stripped study. We will review the existing literature to prepare robust questionnaires. Any expenditure related to materials required to carry out this project will be planned.

Phase 2: For the next 2 months, we will reach out to the participants via phone calls, emails or in person and conduct user observations and contextual inquiries to collect data. All costs involved with this phase will be noted. We will keep track of the time and cost spent and regularly compare it with the ideal path.

Phase 3: In this phase of 1 month, we will catalog the data. Any redundancy will be removed and any need for further data collection will be initiated.

Phase 4: We will perform analysis to derive at solutions that can be proposed to Amazon for implementation. We will utilize 2 months to complete this phase.

LIMITATIONS OF THE CURRENT STUDY

Sample Size: We were able to get responses from 46 people for our survey and 7 participants for our focus group. When compared to the population size of subscribers to Amazon Prime Video in 2015 which is 65.2 million (Statista, 2018), the

sample size is a miniscule representation. With this, we were not able to gain any significant statistical insights.

Diversity: We strived to recruit a diverse group of participants. Due to their unavailability within the given time, we were unable to cover the full range of participants belonging to other demographics.

Existing Data: Unavailability of distinct data for Amazon Prime Video restricted us in our understanding of how Amazon regards Amazon Prime Video in creating value for overall prime memberships.

RECOMMENDED FURTHER RESEARCH

Exhaustive User Experience Research

Our research questions were around UI. It is important to see User Experience as a holistic endeavor which includes UI but other components understanding the psychology of users for choosing one service over the other.

Experimental research on individual products

A further research on how users will perceive separation of Prime Video from ecommerce site will help in understanding if the solution can be applied to other available products within Amazon.

REFERENCES

- <https://www.comscore.com/Insights/Blog/OTT-Breaks-Out-of-Its-Netflix-Shell>, Accessed 5/22/2018
- Dunn, Jeff. 2017. *Netflix and Amazon are estimated to spend a combined \$10.5 billion on video this year*. April 10. <http://www.businessinsider.com/netflix-vs-amazon-prime-video-content-spend-estimate-chart-2017-4>.
- Aaron Smith and Monica Anderson, Pew Research Center. "Online Shopping and E-Commerce-New technologies are impacting a wide range of American's commercial behaviors, from the way the evaluate products and services to the way the pay for the things they buy. " Convergence Research Group, (2018). The Battle for the North American (US/Canada) Couch Potato: OTT, TV, Online. The Convergence Research Group
- Parker, M. (2018, February 16). Netflix vs Amazon: Which streaming service deserves your cash? Read more at <http://www.trustedreviews.com/opinion/netflix-vs-amazon-prime-instantvideo-2918310#16dPFFcDktdu8R8l.99>. Retrieved from Trusted Reviews: <http://www.trustedreviews.com/opinion/netflix-vs-amazon-prime-instant-video-2918310>
- Statista. (2018, April). Subscription Video On Demand. Retrieved from Statista: <https://www.statista.com/topics/2702/subscription-video-on-demand/>

Image References

- J. C. (2016, December 15). [Amazon Video UI]. Retrieved from <https://www.windowcentral.com/amazon-video-quietly-rolling-out-new-app-xbox-one>
- [The Method]. (n.d.). Retrieved June 02, 2018, from <https://flixable.com/title/80166471/>
- [Introduction]. (n.d.). Retrieved June 02, 2018, from <https://goo.gl/images/3PmhNJ>
- [Movie Reel]. (n.d.). Retrieved June 02, 2018, from <https://www.videoblocks.com/video/movie-theater-film-reel-background-in-loop-fgbgeoc>
- [Recommendation]. (n.d.). Retrieved June 02, 2018, from <https://www.best-job-interview.com/letter-of-recommendation-template.html>
- [Summary]. (n.d.). Retrieved June 02, 2018, from https://www.thebusinessplanshop.com/blog/en/entry/executive_summary

APPENDICES

Appendix A: Survey Questions

Click on the link to access Google Forms

Survey Link

Appendix B: Focus Group Questions

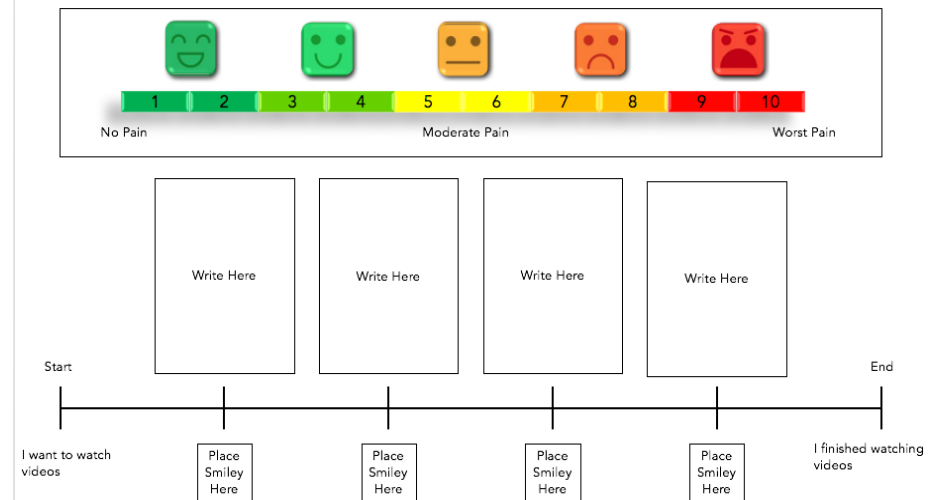
1. Tell us about your overall experience interacting with Amazon Prime video?
2. How intuitive and helpful is the navigation within Amazon Video application?
3. Which device do you think is best suited to use Amazon Prime Video, please elaborate.
4. Do you purchase or rent videos on Amazon? What influences your decision to purchase and / or rent?
5. If same content is provided on all video streaming services, which service would you prefer to use and why?
6. Do you find Amazon Video recommendations / suggestions relevant or useful?
7. What would encourage you to use Amazon Videos in the future?
8. Name your three favorite and your three least favorite things about Amazon Videos.

Appendix C: Lightweight Journey Map

Amazon Prime Video Watching Journey Map

Instructions

1. Watch a video on Amazon Prime Video using the device of your choice
2. Be aware of the steps you follow to watch the video
3. Be aware of your feelings while using the Amazon Prime Video application
4. Once you complete watching the video from start to finish, pick the 4 most memorable moments (positive or negative) in sequence, from the time you started using Amazon prime video app until you finished watching the video
5. Please provide a short description in the empty blocks provided in the next slide explaining what was good or bad about each of these 4 moments in your app usage experience
6. Drag and drop the appropriate smiley based on the scale provided for each of the 4 moments. For e.g. if you had no problem signing in to Amazon Prime Video, then the pain level for that moment is "No pain"
7. Please remember that the moments or events should be in a sequence from the time you want to watch a video to the time you finish watching the video.
8. Please save this presentation once you have filled your responses and send it back to the researcher



Appendix D: Inclusion and Exclusion Criteria

Inclusion criteria

- Should be an adult of any gender (Above the age of 18).
- Should be a consumer of at least one video streaming platform preferably Amazon Prime Video but not restricted
- Should know how to work around a supporting technology independently (Example: Using a Smart TV or a laptop)
- Should know to read and understand English as a medium of UI interaction.
- Should be willing to provide unbiased commentary on the usage experience.

Exclusion criteria

- Anyone below the age of 18
- Anyone who does not have an experience with video streaming services.
- Anyone who is completely challenged visually
- Anyone who is an employee of Amazon who may provide biased opinion and thus we want to avoid conflict of interest.

Appendix E: Survey Consent Form

User Experience Survey for Amazon Prime Video

You are invited to participate in a web-based online survey on satisfaction and user experience with Amazon Prime Video. This is a research project being conducted by Rashi Raj, Calaera Powroznik, Revati Dixit and Deepthi Ranganath, students at University of Washington, Seattle. It should take approximately 10 minutes to complete.

PARTICIPATION

Your participation in this survey is voluntary. You may refuse to take part in the research or exit the survey at any time without penalty. You are free to decline to answer any particular question you do not wish to answer for any reason.

BENEFITS

You will receive no direct benefits from participating in this research study. However, your responses may help us learn more about your video streaming experience with Amazon Prime Video.

RISKS

There are no foreseeable risks involved in participating in this study other than those encountered in day-to-day life.

CONFIDENTIALITY

Your survey answers will be sent to a link at google.com where data will be stored in a password protected electronic format. Google does not collect identifying information such as your name, email address, or IP address. Therefore, your responses will remain anonymous. No one will be able to identify you or your answers, and no one will know whether or not you participated in the study.

CONTACT

If you have further questions or concerns about your rights as a participant in this study or questions concerning the study, contact any of the researchers at: rashir@uw.edu, revatir@uw.edu, calaera@gmail.com, deepthir@uw.edu.

ELECTRONIC CONSENT:

You may print a copy of this consent form for your records. Clicking on the "Agree" button indicates that

- You have read the above information
- You voluntarily agree to participate
- You are 18 years of age or older

Consent: Please select your choice below *

- ☐ Agree
- ☐ Disagree

Appendix F: Focus Group Consent Form

Title of study: User Experience Research For Amazon Prime Video

Please read and complete this form carefully. If you are willing to participate in this study, ring the appropriate responses and sign and date the declaration at the end. If you do not understand anything and would like more information, please ask.

I have had the research satisfactorily explained to me in written form by the researcher.
YES / NO

I understand that the research will involve a focus group event with audio/video taping the session
YES / NO

I understand that I may withdraw from this study at any time without having to give an explanation.
YES / NO

I understand that all information about me will be treated in strict confidence and that I will not be named in any written work arising from this study
YES / NO

I understand that any data collected will be used solely for research purposes and will be erased on completion of the research
YES / NO

I understand that the data will only be discussed within the research team
YES / NO

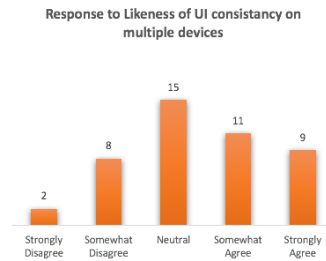
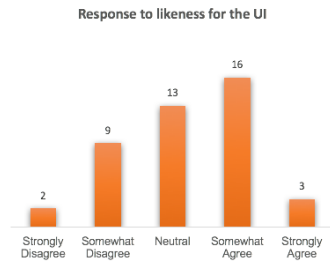
I understand that study participants and their respective organizations will not be named in subsequent write ups and material submitted for publication.
YES / NO

I freely give my consent to participate in this research study and have been given a copy of this form for my own information.

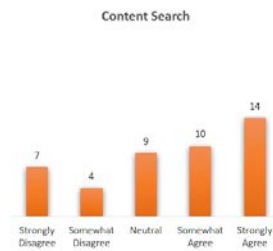
Signature:
Name (capital letters)
Date:

Appendix G: Data Visualizations

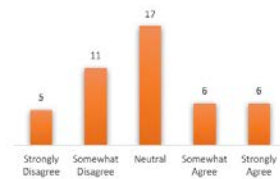
Appearance



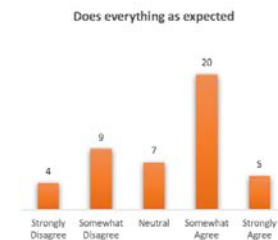
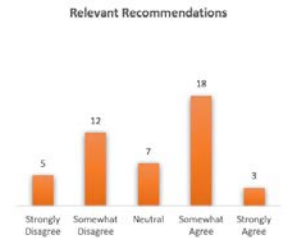
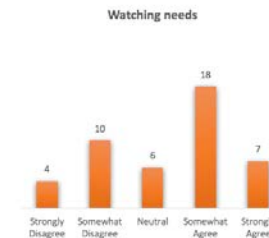
Ease of Use



Flexible & Customizable



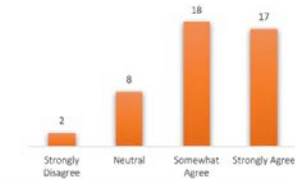
Usefulness



Ease of Learning

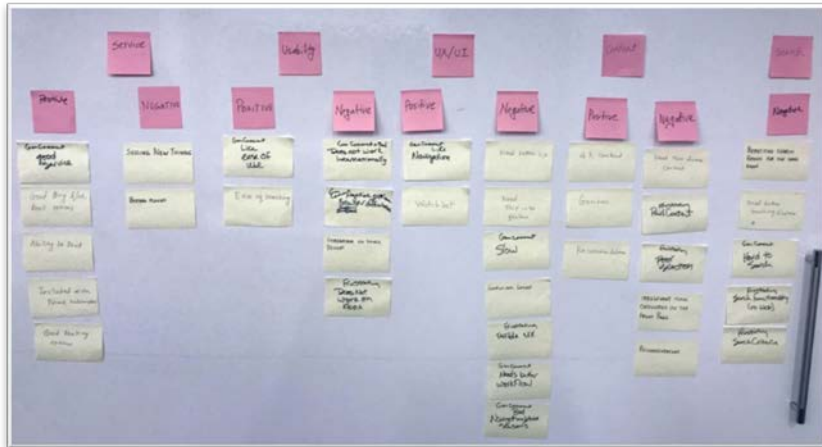


Remember steps



Appendix H: Affinity Diagrams

Survey



Focus Group



Appendix I: Sentiment Analysis

Survey sentiments



All Reviews



Negative Reviews

