

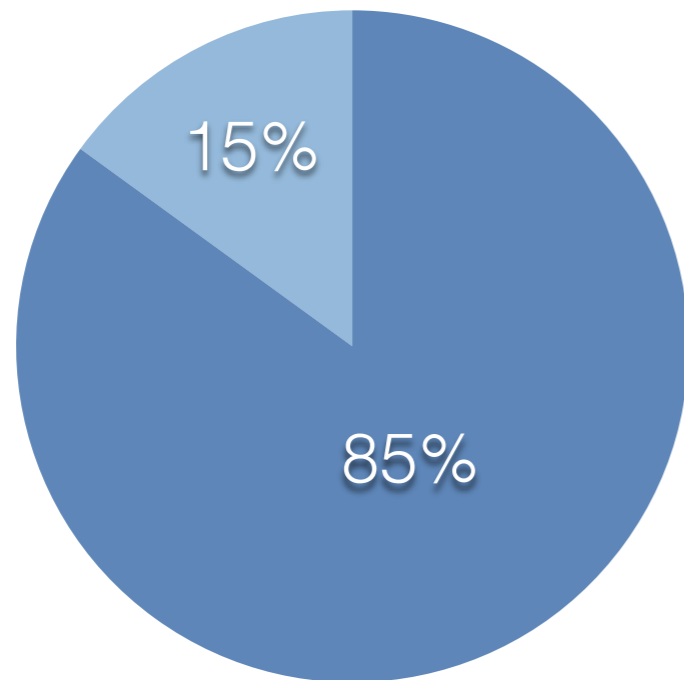
# GA UX Final Project

## Better Content Discovery for TV

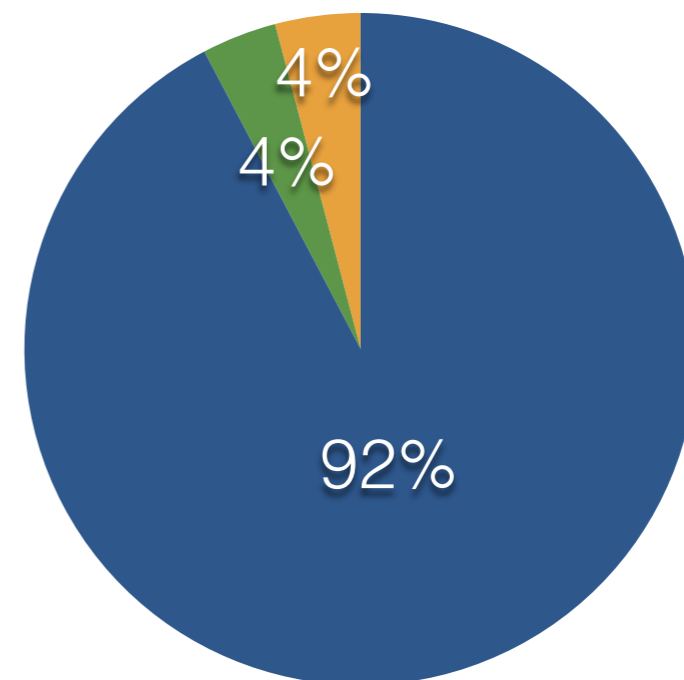
By Nate Phillips

# Important Outside Statistics

From Nielsen Cross Platform Report 2013



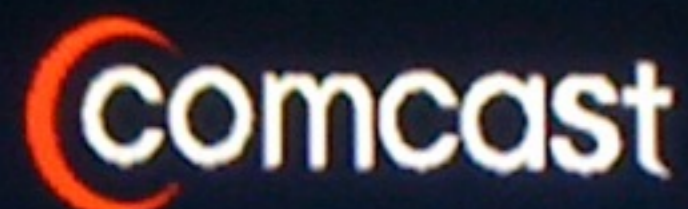
**Most US households have some kind of paid video service**



**Television is still the preferred method for watching video content**

**= ~181**

**Estimated total hours of video content viewed monthly by the average American**



TV Listings  
9:21pm **TV GUIDE**

Search for the... 834 STYLE  
9-10p **TV PG HD**  
Repeat, HD, "Staten Family",  
(2010), A cluttered house causes  
tension between a married...



Today	9:00p	9:30p	10:00p
834 STYLE	Search for the Messiest Home	Search for...	
835 LIFED	Sisterhood of Traveling Pants		
836 WE HD	Overboard		
837 TLCHD	Lottery Changed My Life		Accidental...
838 HGTVD	Holmes on Homes		House Hunters

# Initial Impressions

From midterm presentation

2/19/2015

- Confusing and tedious navigation
- Very little content discovery
- Viewing habits not reflected in browsing experience
- Overall unpleasant aesthetic

# Initial Impressions Revisited

## **Comcast X1 improved much of this!**

- ~~Confusing and tedious navigation~~
- Very little content discovery
- Viewing habits not reflected in browsing experience  
**Improved, but still lacking**
- ~~Overall unpleasant aesthetic~~

# Primary Focus

**What is the best way to consistently provide quality recommendations for something as unique and nuanced as personal taste?**

# Research Approach

- Interviews (2)
- Survey (23 responses)
  - How often are people looking for something to watch as opposed to knowing what they want to watch?
  - What factors influence peoples' viewing decisions?
  - Where do people learn about new things to watch?
- Observations

# Key Research Insights

- People have a specific program in mind about 50% of the time when wanting to watch something
- Across all demographics surveyed, people's most reliable source for good recommendations are their friends. Often a specific friend.
- People's second source for quality recommendations are select news, blogs, magazines, reviewers, etc.
- Missing out on live sports is the primary drawback to not having a cable service
- Users browse through one area (live, onDemand, DVR) in its' entirety before moving to the next





## Carol

- 56 years old
- Teacher
- Lives with Husband
- Has 2 adult age children

*“As long as there’s something decent to put on in the evening, I’m happy ”*

### Devices and services

- Has cable TV with premium channels (HBO, Showtime, etc.)
- Owns iPad + iPhone, but does not use them for watching television

### Media Consumption Habits

- Primarily watches Live TV
- Sometimes uses onDemand and DVR
- Watches nightly news
- Occasionally rents new movies through onDemand
- Does not use any paid internet TV services like Netflix
- Has several shows that she watches weekly

### Goals

- Watch newish movies through onDemand

### Frustrations

- onDemand content is buried in layers of menus
- Doesn’t learn about new shows outside of the several channels she regularly watches



## Erik

- 28 years old
- Advertiser Copywriter
- Shares Apartment with 1 Roommate

*“Why pay for TV if it’s just hundreds of channels of the same garbage?”*

### Devices and services

- Laptop, iPad, iPhone. Usually watches on laptop but occasionally uses iPad
- Pays to Stream Netflix
- Uses a friend’s HBO Go password

### Media Consumption Habits

- Binge watches shows
- Sometimes illegally downloads movies or seasons of shows. If he can’t easily view them elsewhere
- Doesn’t own an actual television set

### Goals

- Stay up to date with current critically acclaimed shows
- Easily and reliably have access to a large library of content
- Learn about and have access to somewhat more obscure content

### Frustrations

- Can’t watch live sports at home
- Netflix doesn’t update frequently enough or offer him new recommendations

# Competitive Analysis

	Direct Content Access	Live TV Content	DVR Control	onDemand	Basic Remote Controls	Personalization Input	Recommendations	Content Purchasing	Live TV Filters	OnDemand Filters	Social	Search
XFINITY TV Remote App	✓	✓	✓	✓	✓	-Favorite Channels	-Very General -"Recommended for you" -"More Like..."	-Premium onDemand Content	<b>Top Level</b> -Movies -Sports -Kids <b>2nd Level</b> -HD -Favorites	<b>Top Level</b> -Movies -TV Shows -Top Picks <b>2nd Level</b> -Genre -Network -Alphabetical	X	Search by Keyword  Filtered by Live, OnDemand, Recorded
Time Warner TWC TV	✓	✓	✓	✓	X	-Favorite Channels	X	X	-All -Favorite -HD -Stream on Device	<b>Top Level</b> -TV -Movies -Kids <b>2nd Level</b> Alphabetical	X	-Search by Keyword
AT&T U-Verse Mobile App	✓	✓	✓	✓	✓	-Favorite Channels -Favorite Shows	"Recommended for you" on homepage -Related material content -Very General	-Premium onDemand Content	-HD -Favorites	<b>Top Level</b> -Networks -Shows -Movies -Recently Watched <b>2nd Level</b> -Popular -Alphabetical	X	-Search by Keyword  -Divided by Live, DVR, onDemand
BuddyTV	X	Depends on User			✓	-Like Shows -Create "vibes" lists -Add streams and shows to homepage	-Related shows -metacritic rating	Depends on User	<b>Top Level</b> -All channels -Fav channels <b>2nd Level</b> All Action Children Comedy Documentary Drama Family Horror Movie News & Talk Reality SciFi Sports	<b>Top Level</b> -by Service <b>2nd Level</b> -Price(Buy, rent, free) -Airing (New, Live) -Watched/Unwatched -Video Definition -Premium station/Non Release Year period -Program type (TV show, Movie, News, Sports event, sports non-event, paid, other)	Can 'like' show on FB in App	-Search by Keyword  - Series folder - Movies folder

# Home Screen Analysis



Direct Link to Content



User Specific Recommendation

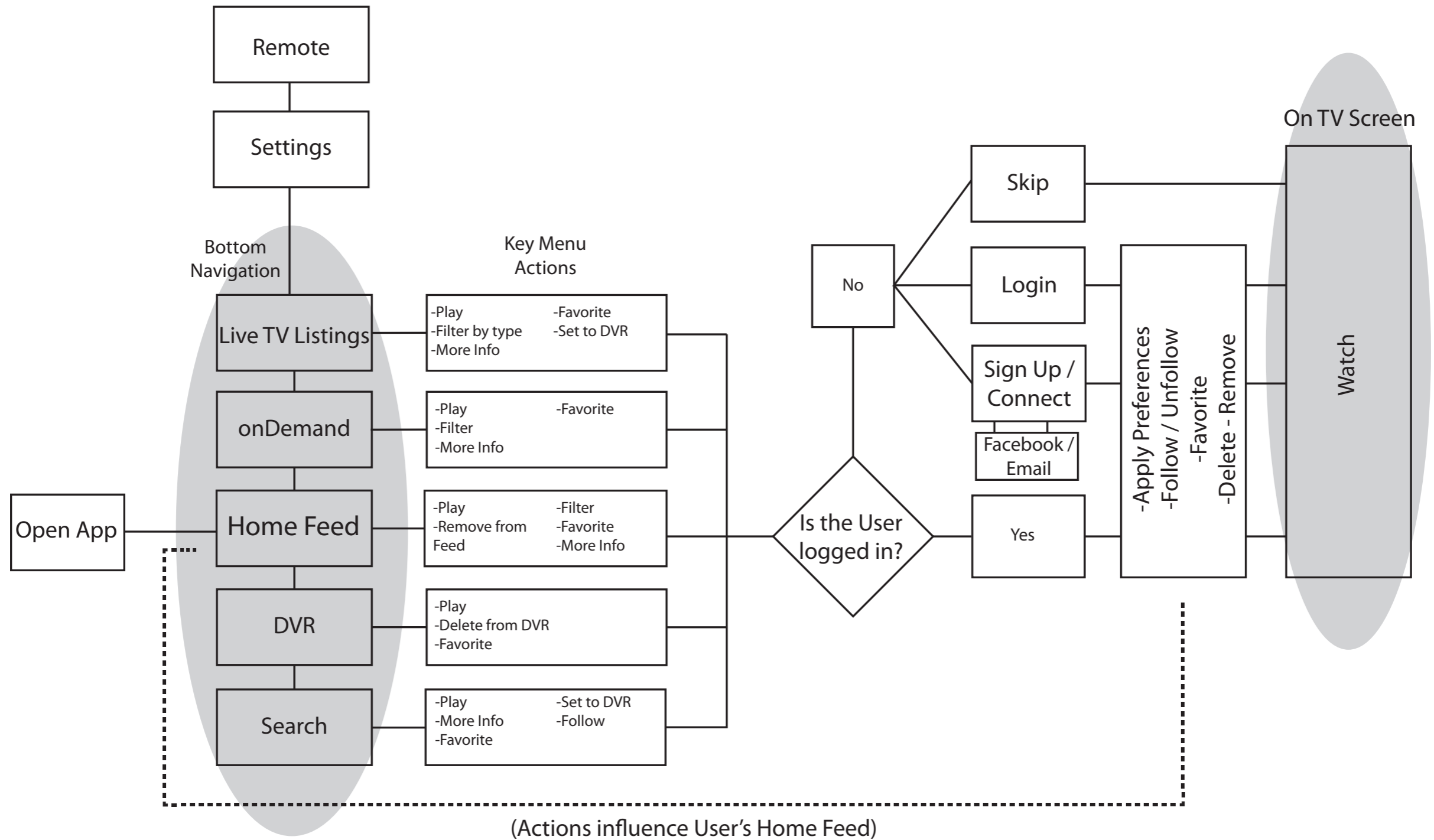


Filter

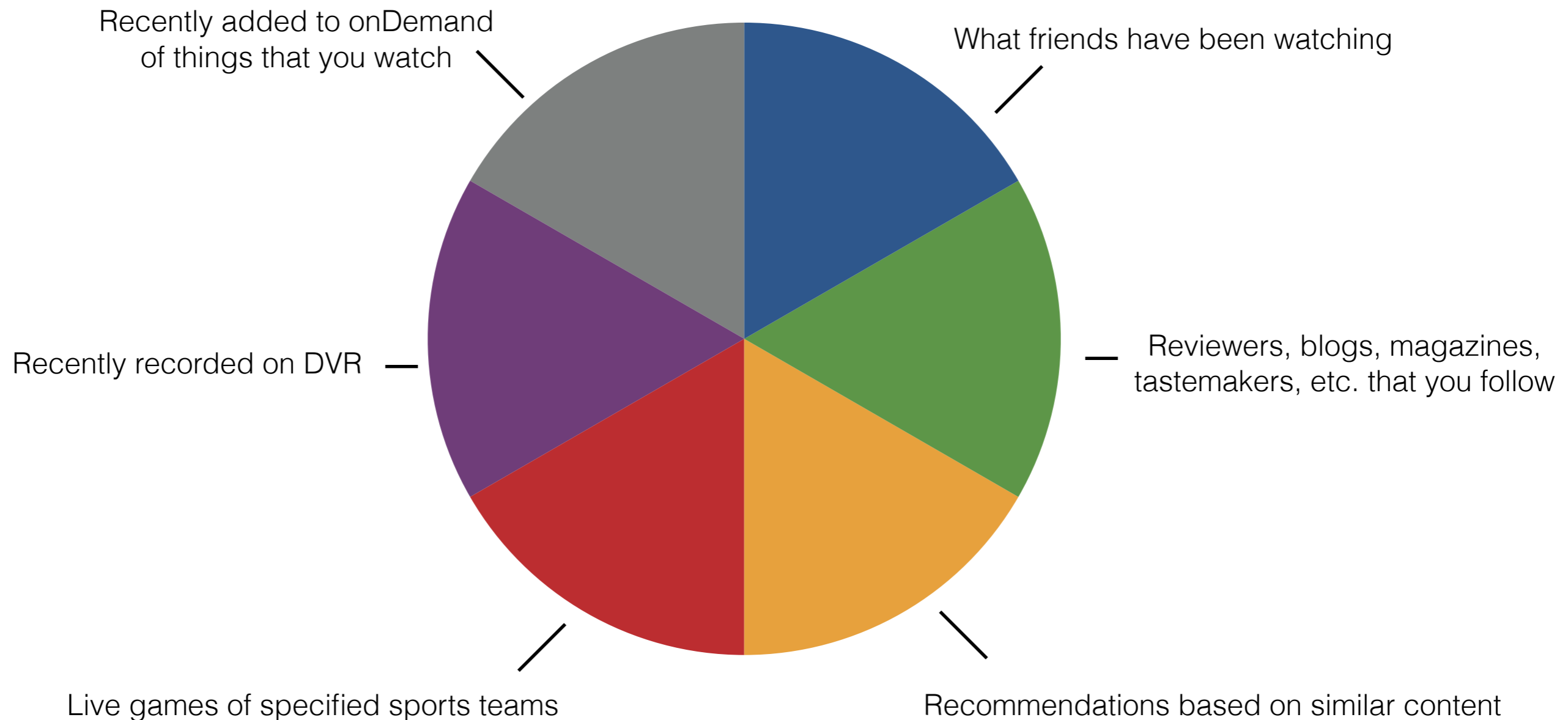


Link to more specific category

# User Flow



# Home Feed Breakdown\*



\*Ratio will evolve with a user's habits over time

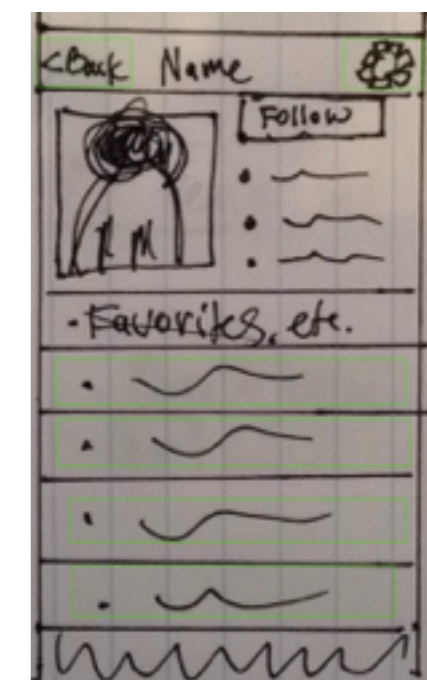
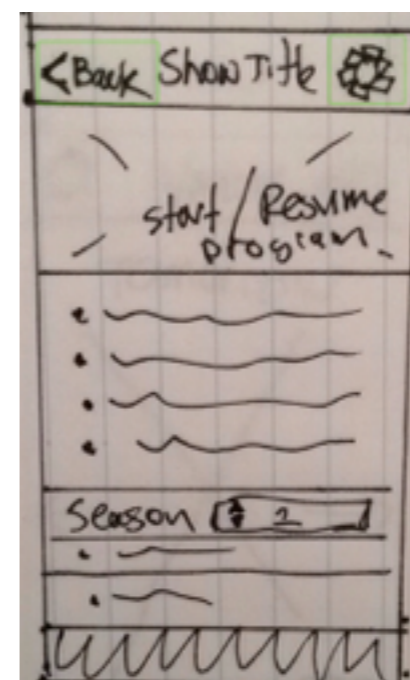
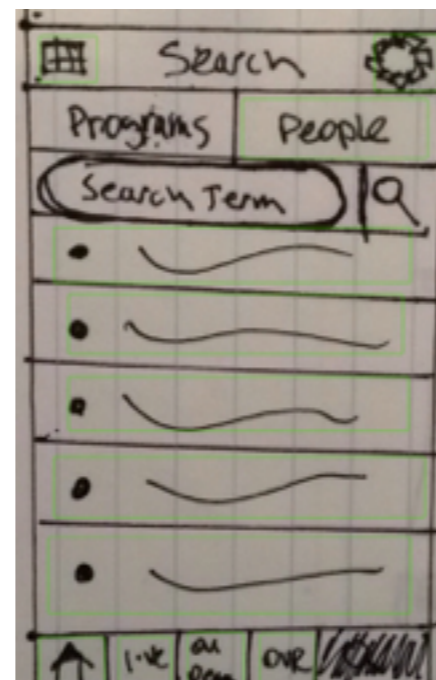
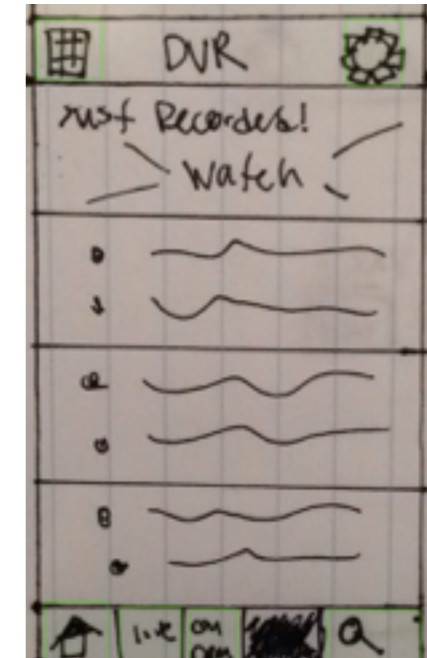
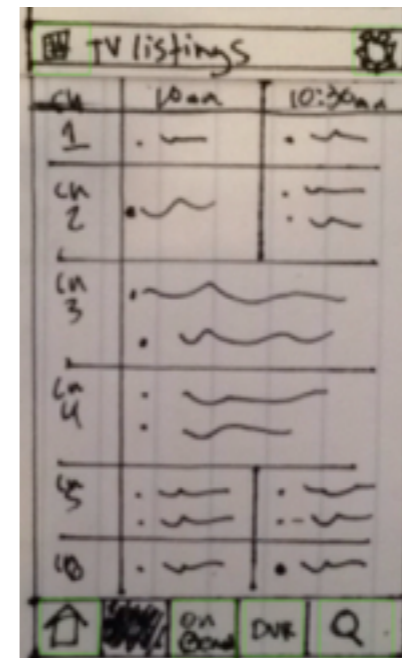
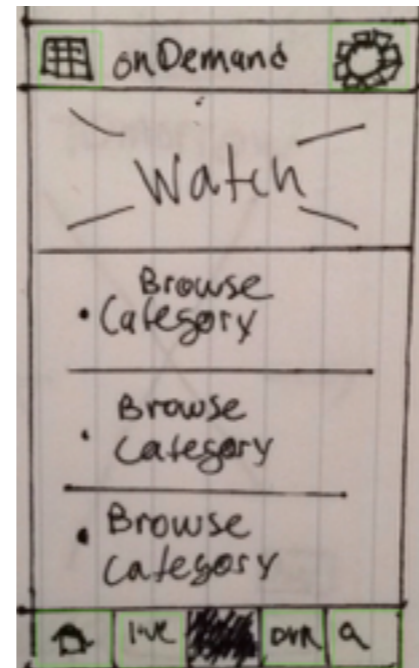


# Simplified Home Feed Prioritization

- Relevant live content
- High number of friends are watching
- Friend with similar viewing habits watches
- New onDemand episode of regularly watched show

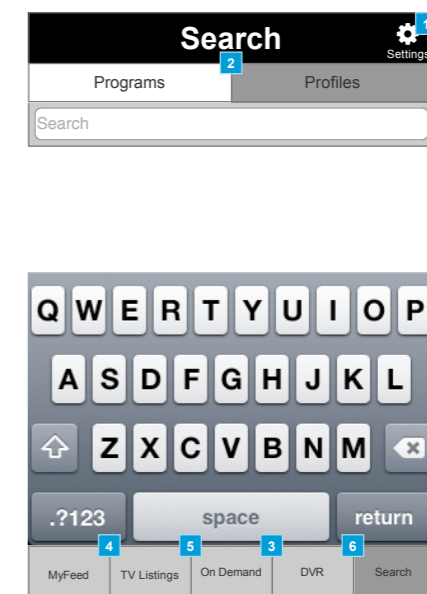
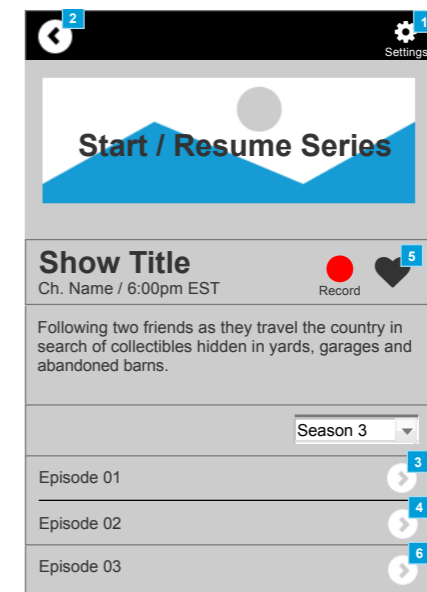
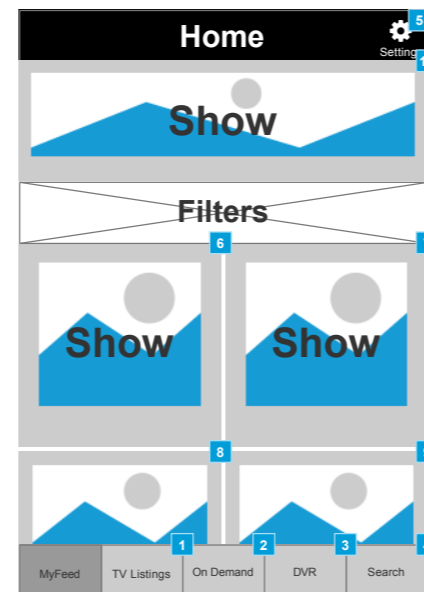
# PoP Wireframes (Low-fi)

Click Through: <http://tinyurl.com/nhasz5h>



# Axure Wireframes (Mid-fi)

Click Through: <http://gy0amn.axshare.com/>





# Next Steps

- Further research and refine home feed content hierarchy
- Hi-fidelity wireframes and develop aesthetic
- Test and decide a couple functionality elements
- Does this method of content discovery work better for other forms of media?

Thanks!  
Questions?  
Comments?