

UX Research Plan

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Research Background

The rise of video streaming services and their amount of content brought with it the problem that people spend a lot of time looking for what to watch. Inaccurate recommendations also make it worse.

But people still recommend each other for new movies and TV shows and no streaming service is tackling it.

Research Goals

- Understand how much time people spend searching for what to watch.
- Understand how and when people choose what to watch.
- Understand the role that social connections have on people when making a decision of what to watch (word of mouth, social media, friends, family, co-workers, etc.)
- Understand the streaming services' recommendations accuracy (Homepage and Search Engine).
- Understand why and when people watch movies and TV shows.

Assumptions

- Users waste a lot of time finding what to watch: So much content being offered to users makes it difficult for them to easily find what to watch.
- Video streaming services' recommendations don't influence users on choosing what to watch (Homepage and Search Engine).
- Recommendations of friends, family and/or co-workers are decisive in what users watch.

Research Questions

- How much time do people spend searching for what to watch?
- How and when do people choose what to watch?
- What is the role that social connections have on people when making a decision of what to watch (word of mouth, social media, friends, family, co-workers, etc.)?
- How often do people recommend what they watch to their friends, family, co-workers?
- What motivates people to recommend what they watch?
- Does the Homepage recommendations match what people are searching to watch?
- Are the Search Engine results accurate?
- Why and when people watch movies and TV shows.
- Are specialized websites on movie and tv shows an influence on what users choose to watch?

Methodology

Primary Research

- **Online Survey:** In order to collect quantitative data about users' experience on video streaming services.
- **Interviews:** In order to learn in-depth about users' experience on video streaming services, their frustrations, needs and motivations and goals. (Participants from different countries, between 25-65 y/o.)

Secondary Research

- **Market Research:** In order to get a bigger picture of the industry.
- **Competitive Analysis:** Examine and analyze popular video streaming services, competing apps and social media apps in order to understand streaming services and social networks industry standards and key features.