Video Streaming – Mobile App and Web Portal
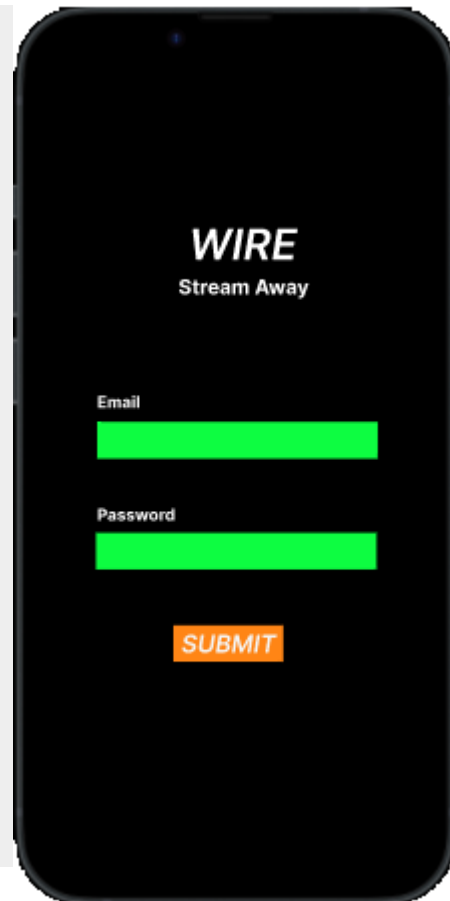
JP

Project overview

The product:

The video streaming platform is aimed at creating and sharing content from both channel partners and socially concious content creators for social good.

Project duration:

June 2022 – February 2022 (9 months)

WIRE

Stream Away

Email

Password

SUBMIT

Google

Project overview

The problem:

The project is to solve for building a unified streaming platform that engages users with great entertaining and socially concious content from content creators.

The goal:

A better video streaming and content consuming experience thereby promoting social good.

Project overview

My role:

UX Designer

UX Researcher

Responsibilities:

User Research

Wireframing

Prototyping

Responsive Design Development

Design Hand-off

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

The user research conducted was aimed at understanding preferences of users looking to sign-up for a streaming service, the type of content preferred, and level of engagement while viewing content.

User research: pain points

1

Long sign-up process

The sign-up process for both video streaming content viewers and content creators is long and tedious.

2

Complex Interface

The video streaming platform interfaces supporting high definition content are often heavy and hold complex design patterns.

3

Only official channel content

For the sake of regulation, platforms do not allow or promote user generated content, content generated by local users for the local community enable social good through the medium.

Persona: **Sara**

Problem statement:

Sara is a young teacher, who along with her profession, looks to reach, engage and educate her community on subjects of importance.

"Delivering positive ideas and content that help create a better tomorrow"
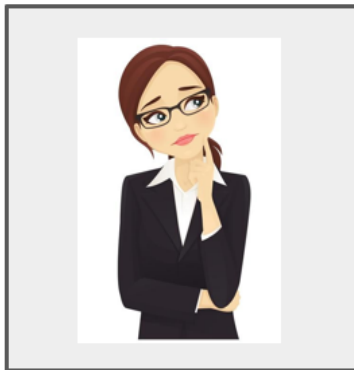
Sara

Age: 29
Education: BS –Sociology
Hometown: Atlanta, GA
Family: Parents and brother
Occupation: Teacher

Goals
- To impart wisdom to others that help enable better awareness with better reach

Frustrations
- Traditional print mediums have low reach
- Doesn't cater to every segment of audience

Sara is a school teacher who constantly looks to learn new things and share with the children at school at the community at large for a brighter future of her neighborhood. Her common hurdles are a lack of reach and lack of people's interest in subjects of importance.

User journey map

ACTION	Visiting Platform	Signing up for service	Creating Content	Viewing Content	Analyzing Metrics
TASK LIST	Tasks A. Visit the streaming platform B. Understand services	Tasks A. Provide the details B. Sign-up as a creator or a viewer	Tasks A. Generate content B. Edit and finalize C. Upload and share video	Tasks A. Browse through the video catalog B. Search for the video title C. Stream the video	Tasks A. Analyze viewership details B. Iterate on better content
FEELING ADJECTIVE	Eager	Tired	Exhausted	Relieved	Insightful
IMPROVEMENT OPPORTUNITIES	Easy to view key details	Reducing number of fields in the process	More features to edit content comprehensively	Better design elements to store and replay from where left	More metrics to understand users deeper

Starting the design

- Paper wireframes
- Digital wireframes
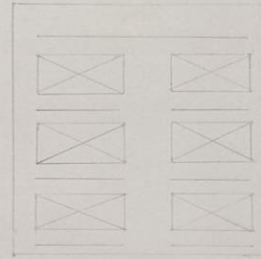- Low-fidelity prototype
- Usability studies

Paper wireframes

Five different paper wireframe sketches were drawn to get a view of how the streaming platform would display the different videos in the catalog.
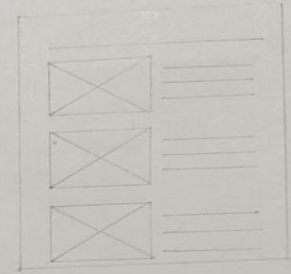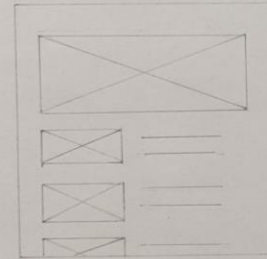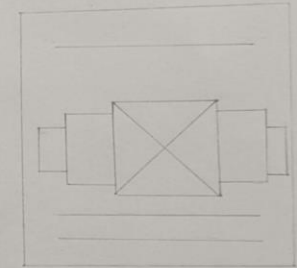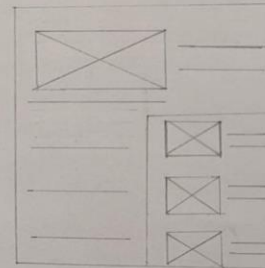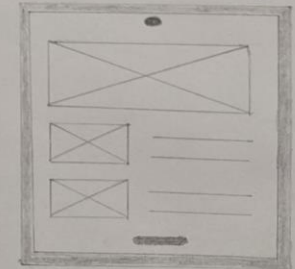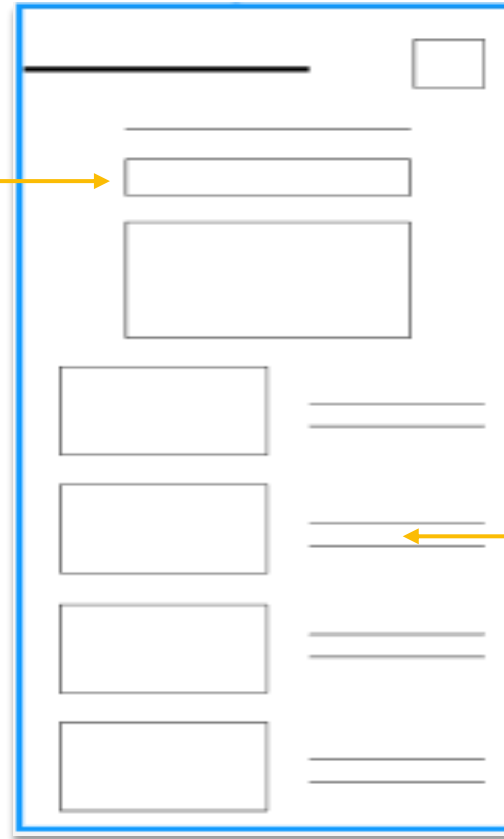
Digital wireframes

The digital wireframe of the mobile app provides an outlook of the key features on the video streaming platform for the viewer.

The search bar at the top of the platform helps the user lookup the videos by titles or channel names.

The video title and channel description are used to help users differentiate between official channel content and user generated content.

Digital wireframes

The digital wireframe of the stream screen aims to provide an outlook of the comments section and similar videos section that go in parallel below the main video.

The comments section below the video stream helps users share their views on the content and connect with fellow viewers.
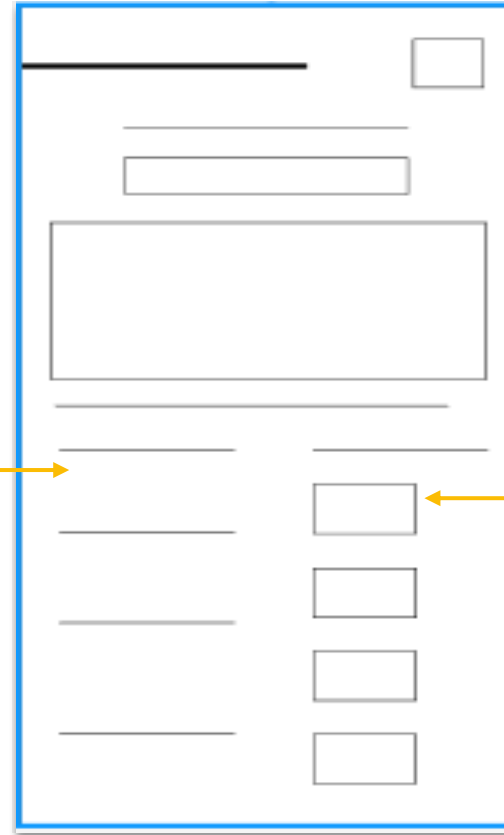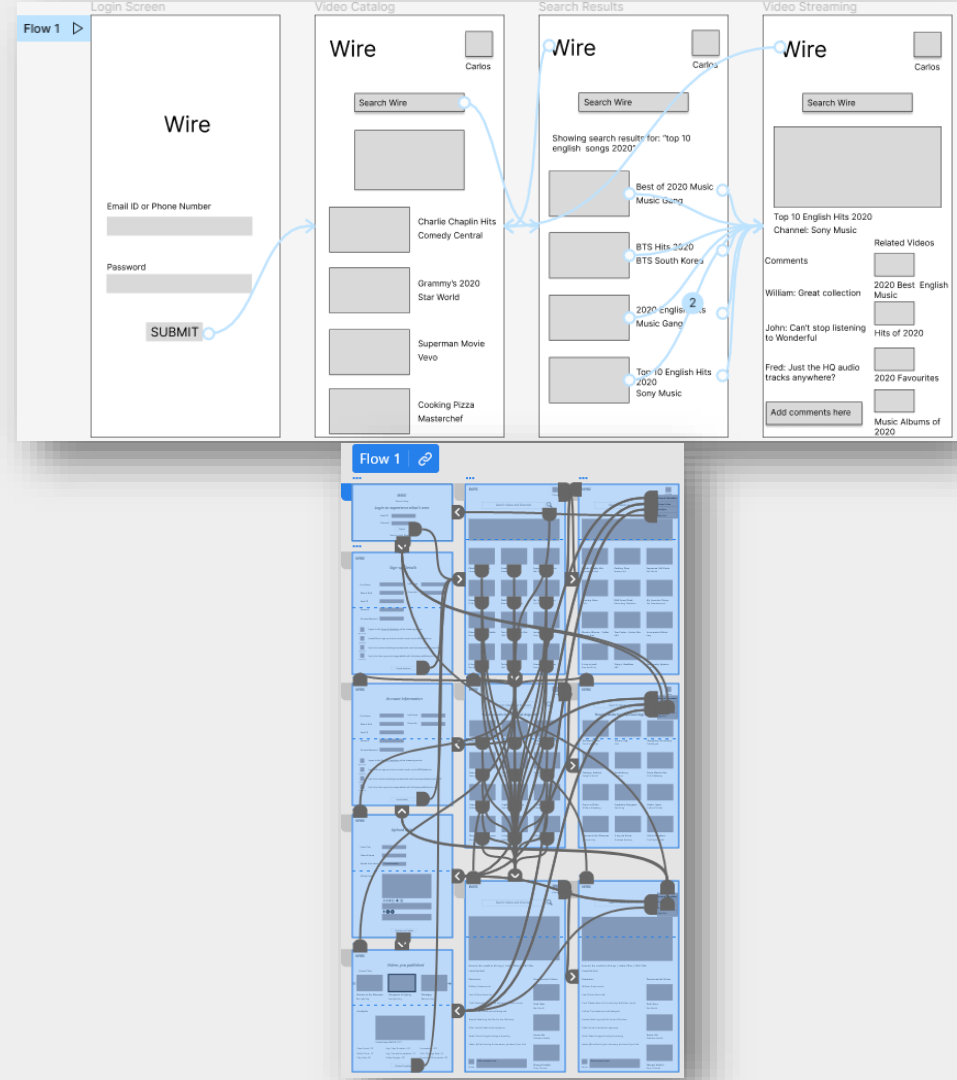
The "Similar videos" section provides an opportunity for the user to scroll through content while the chosen video is still playing on the page.

Low-fidelity prototype

[Low Fidelity Figma Prototype – Mobile App](#)

[Low Fidelity Adobe XD Prototype – Responsive Web App](#)

Usability study: findings

The user interviews conducted based on needs of consumers looking for a simple to use video streaming platform for content creation and viewership.

Round 1 findings

1. Simple sign-up process

2. Not very complex streaming interface

Round 2 findings

1. Resource requirements for creators

2. Simple upload and analysis process

Refining the design

- Mockups
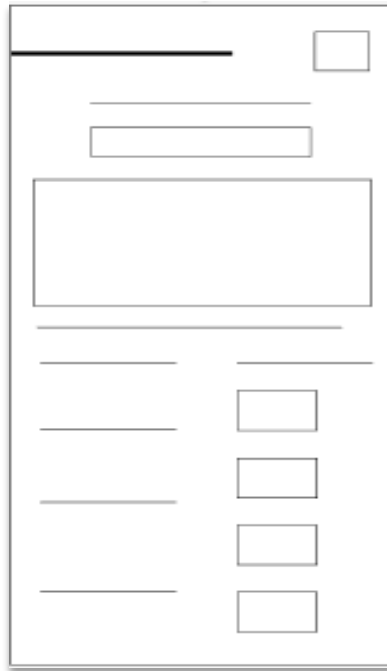- High-fidelity prototype
- Accessibility

Mockups

Wire

Carlos

Search Wire

Top 10 English Hits 2020
Channel: Sony Music

Related Videos

Comments

2020 Best English
Music

William: Great collection

John: Can't stop listening
to Wonderful

Hits of 2020

Fred: Just the HQ audio
tracks anywhere?

2020 Favourites

Add comments here

Music Albums of
2020

Mockups

WIRE

Carlos

Search Videos and Channels

Around the world in 80 days | Jackie Chan | 2004 Film

Channel: Star World

Comments

William: Great movie!

Lisa: All time favourite!

Fred: Please share a link to the high definition movie

Collins: The visuals are well designed

Brenda: Watching this film for the 10th time

Allen: Jackie's best action sequence

Sarah: Steve Coogan's acting is amazing

Jaden: @Fred looking for the same, pls share if you find

Add comments here

Carlos

Recommended Videos

Rush Hour
Star World

Karate Kid
Entertain Media

Shangai Knights
Sony Pictures

Mockups – Mobile App

Mockups – Responsive Web App

High-fidelity prototype

[High Fidelity Prototype – Mobile App](#)

[High Fidelity Prototype – Responsive Web App](#)
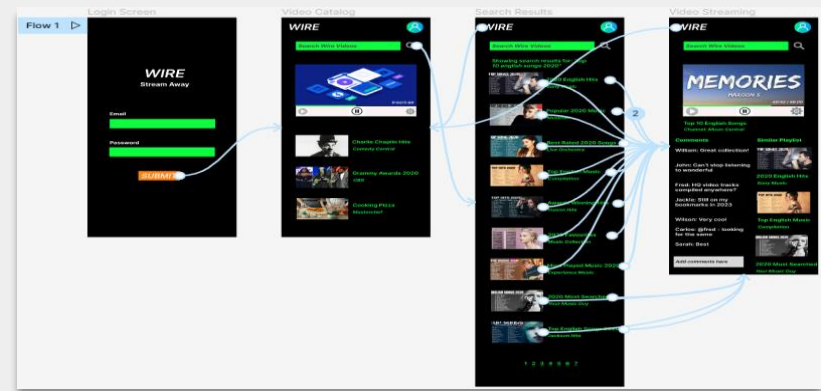
Accessibility considerations

1

Throughout the design process high-contrast colors were used in correspondence with the background to aid better visibility

2

Plain text summary labels are included to the top of every screen for screen reader tools to call out the selections made

3

The shortest path to navigate the user flow has been designed to complete the content creation and content consumption process.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

An engaging video streaming platform is the single biggest way to both entertain and educate audience with relevent content by designing for social good.

What I learned:

The wireframes, mockups and protypyes of mobile app designed using Figma and reponsive web app through Adobe XD summarize a good understanding of key features of both these great tools that offer simple to use techniques to bring ideas to life.

Next steps

1

Hand-off the designs to the developers and assist the build.

2

Understand the user behaviour once the product is live and build a priority of new features.

3

Reflect on the design backlog and understand how the additional features would supplement the initial goal of the initiative.

Thank you!