

UX Research Study — Video Streaming

Introduction	<ul style="list-style-type: none">● Title: Gather insights on user needs for a video streaming platform● Author: William, UX Researcher, Email ID: william.garson@outlook.com● Stakeholders: Fred George (UX Designer), Bill Whitney (UX Program Manager)● Date: 10th Jan, 2023● Project background: Understand and fill gaps in existing video streaming services● Research goals: Ease of use and engagement on the video streaming platform
Research questions	<ul style="list-style-type: none">● Are users willing to navigate multiple pages of video search results?● Do users have the patience to complete viewing a video completely?● Do users wish to look at other results while the video is playing?● Is the sign-up form for a streaming app too long?● Does user generated content perform better than official partner channels?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Click-through rate on search result page numbers● Drop-off rates● Scroll-through rate on the “Related Videos” section● Conversion rate on the sign-up form● Views on user generated content channels Vs official partner channels
Methodology	<ul style="list-style-type: none">● Unmoderated usability study● Location: United States (own convenience)● Date: 15th Jan 2023● Length: 20 minutes session per user● Compensation: \$25 gift card for individuals enrolling in study
Participants	<ul style="list-style-type: none">● 2 individuals using existing video streaming mobile apps● 2 individuals in the 18 to 50 age category● 2 individuals in the 50 to 75 age category● 2 individuals with visual impairment● 2 individuals checking out new streaming services
Script	<ul style="list-style-type: none">● During the unmoderated usability study● Prompt 1: Wish to take consent from each one of you to record this session. This is not a test and there is no right or wrong answer. It is ok to ask questions during the process and more information on why their data is being collected.● Prompt 2: Download the streaming app, sign-up and play a few videos of your choice. What would you do?



- Prompt 3: Would you proceed to the second and third page of results?
- Prompt 3 follow-up: Would you rather prefer a long list of scrollable results?
- Prompt 4: Did you completely finish one video before moving to the next?
- Prompt 5: Was filling-in the sign-up form tedious and long?
- Prompt 6: Were the videos you viewed from official channels like Star World, Sony Music, HBO or user generated content?
- **After the unmoderated usability study**
- Participants will complete the system usability scale.
- Rate your experience in a scale of 5 between “Strongly Agree” and “Strongly Disagree”.
 - I will use this streaming feature frequently.
 - I think this sign-up process is unnecessarily complex.
 - I find this scrolling feature is time consuming.
 - I need the support of a technical person to use this feature.
 - I feel confident using this feature.
 - The main user flow to finish a stream transaction is complete.
 - I think there is inconsistency in this feature.
 - I imagine that most people would find it easy to use this streaming app.
 - I think the details are too small and cluttered.
 - I think the functionality can be improved in some areas.
 - I think the product and functionality are well designed and integrated.

