

# PROJECT OVERVIEW

DURATION  
AUGUST 2022

The Amazon Prime Video app is an app used to watch and download movies and tv shows both online and offline.

## The problem

The app was receiving some negative feedback post update.

## The goal

To analyse user experiences with the app and to explore potential new features for it.

## My role

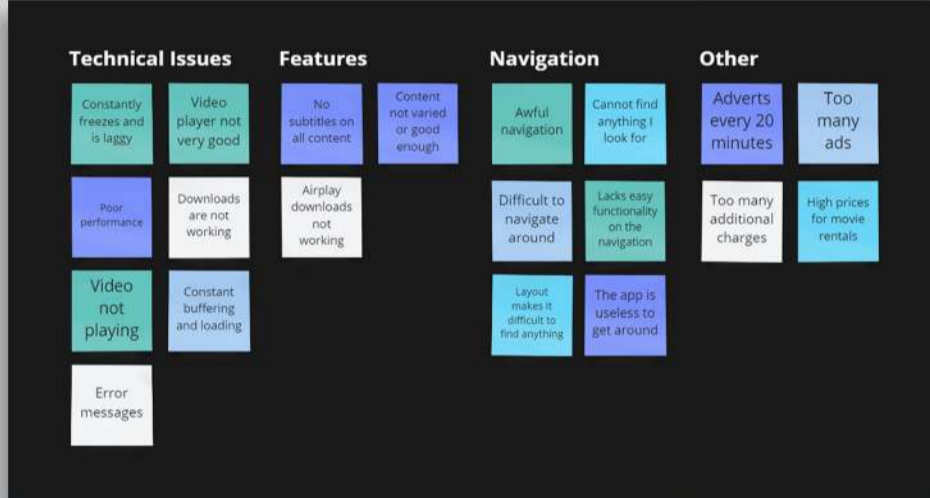
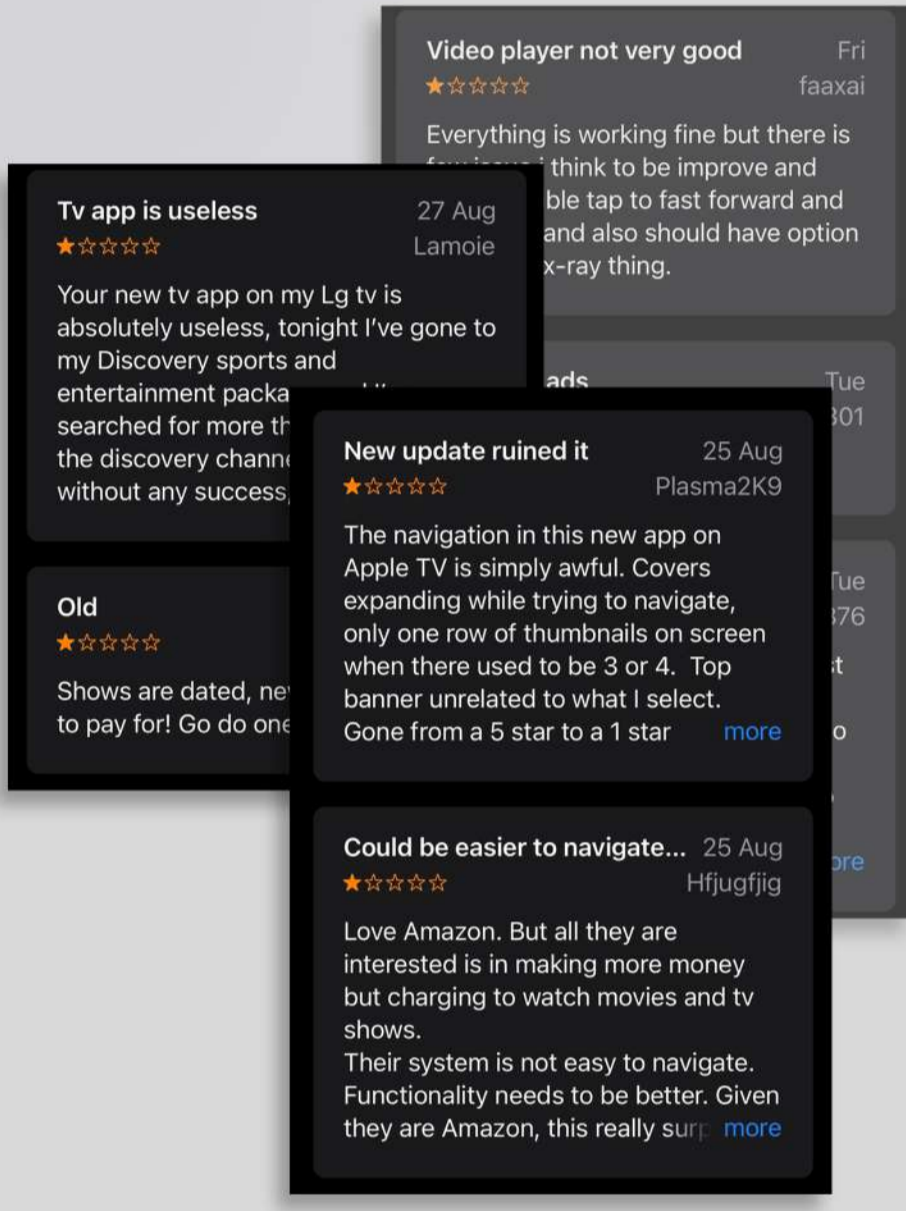
User research



# BRAINSTORMING

Initial analysis into the Amazon Prime Video app showed a large number of negative reviews following the recent update of the app. Users generally indicated that there were some technical issues and that the navigation of the app was not very accessible or functional.

In order to carefully consider all of the issues raised, I created an affinity map to group the issues into relevant categories. This helped me to analyse which sections of the app were mostly criticised.



Affinity map of all issues raised in reviews

App Store Reviews

**“The system is not easy to navigate. Functionality needs to be better.”**

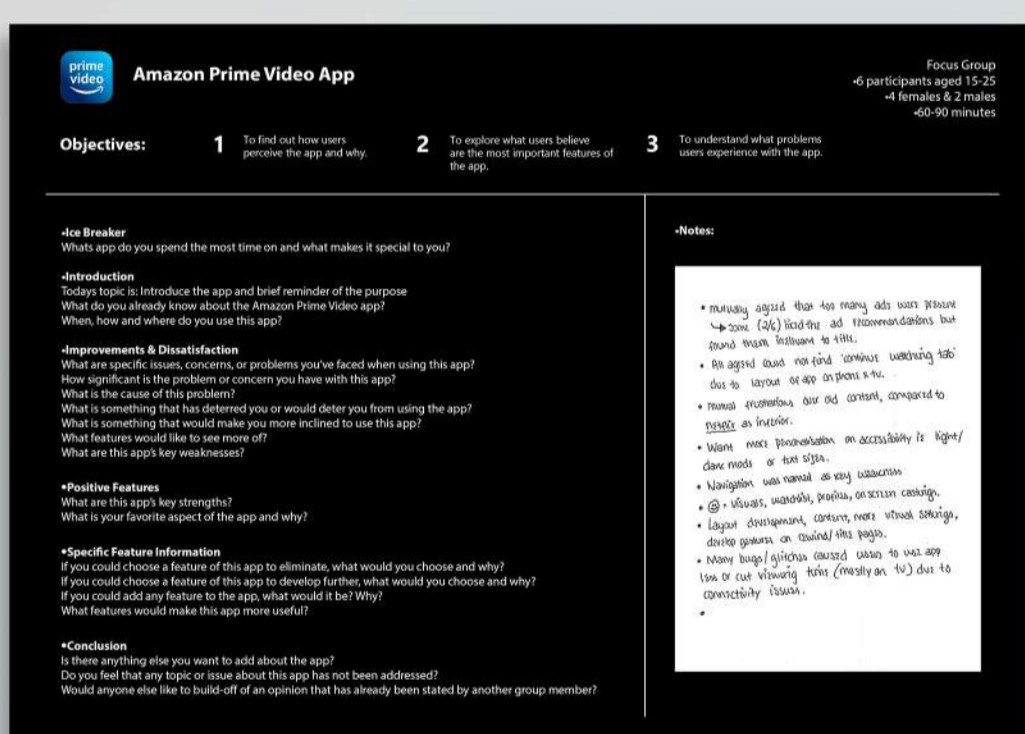
Quote from user reviews

# RESEARCHING

## Focus Group

To gain a deeper insight into user issues surrounding the app, I decided to conduct an informal focus group, allowing me to further analyse user feelings and needs.

After defining the purpose of my focus group, a group of 6 participants were selected based on their understanding and experience of the app.



Focus group script

## Objectives

1

To find out how users perceive the app and why.

2

To explore what users believe are the most important features of the app.

3

To understand what problems users experience with the app.

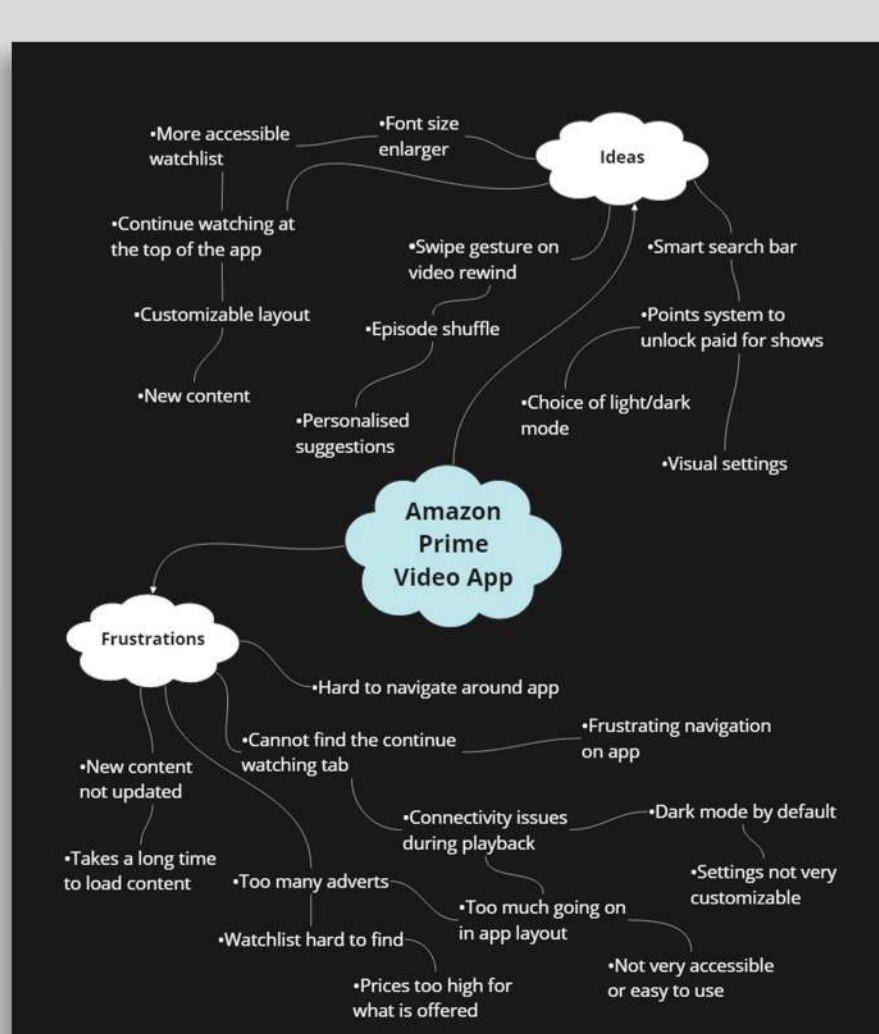
## Key Issues Raised

- Difficult to navigate & find continued shows
- No option to switch between light & dark mode for accessibility
- Too many adverts between episodes

## New Feature Ideas

By reflecting on the focus group findings, I was able to brainstorm all of the new ideas discussed in order to decide on some of the ideas discussed in the new update which would help address the most user pain points.

- Episode shuffle on tv shows
- Swipe to rewind gesture
- Customizable layout



Brainstorm of Findings

**“I always struggle to refind the show I had already started.”**

Quote from focus group.

## REFLECTIONS

Upon reflecting on my research and findings, I learnt that a focus group can be very beneficial for collecting a large amount of qualitative data long after the implementation of an app.

One thing that I found challenging was that individuals in the focus group would become influenced by each others answers. However, the group did generally make it more comfortable for the participants to open up as it felt like a more informal discussion compared to a one-to-one interview.

In order to enhance the findings of this study, I think it would be a good idea to take a step forward and to conduct a survey as users may be more willing to open up if they feel like their answers are anonymous.

