



Apple tv+

Research Plan

**UNDERSTANDING VIEWERS' DECISION-
MAKING PROCESS WHILE CHOOSING
A SHOW IN ORDER TO FIND A WAY TO
REDUCE SEARCH TIME**

Research goal/objective:

Our objectives for the research project are as follows:

- Understand how users are currently searching for shows on AppleTV+
- Discover viewers' motivations to choose a show
- Learn about any pain points users are encountering during their process, and what improvements can be made

Research context:

We (Apple TV+) want to understand why certain customers scroll through the content for a very long time before choosing a show, as well as the barriers encountered by views that prevent them from choosing the show faster (ideally under 5 minutes)

We will be using generative research techniques to explore the decision-making process of different viewer groups to better understand the challenges they face, and find a way to improve the platform's design, display content, and show selection.

Research questions:

Understanding the viewer:

- What kind of content is the user looking for?
- What can help him/her to decide?

Understanding the Apple TV+ platform:

- Why does desirable content take so long to find?
- Is the Apple TV+ search system user-friendly?

Hypotheses:

1. The viewers will find the show faster if the search by categories will be better organized (more categories visible on the screen, no duplicates in different categories, better description and visual representation). It will allow users to see more material on the screen without scrolling. Adding the items number in each category will show the viewer that the search is limited.
2. Allow viewers to create custom categories if they know what they like (by genre, actor, director, geography, time period, and festival winners). It allows users who like particular categories to look for very specific shows. It also can help viewers who are looking for something less popular with the general public, so they can create their own category.
3. Since one Apple TV can be watched by a group of viewers simultaneously, allow one to specify at the beginning who is watching. Use AI pattern recognition to display different content for different people (maybe light comedies for the whole family, French cinema for one family member, action movies for the other for example). But people can get bored if the same types of shows come as a suggestion all the time. It's important to introduce the element of surprise or suggest the category favourite to the other family member. This out-of-ordinary choice can make viewers decide faster – trying the novelty or going back to the familiar.

Recruitment:

1. At the beginning of the process, we would conduct a meeting with the stakeholder and data scientists and ask to identify the main groups of Apple TV users based on Apple's database. It eliminates the people who don't use Apple TV+.
2. The next step is to send a screener to the potential participants:

First Name _____

Last Name _____

Age: Under 18, 18-30, 30-45, 45-65, over 65

Gender: Male, Female, Unspecified

Education: High School, Trade Diploma, College Diploma,
 Bachelor+, Other

Occupation: Management, Finance, Sciences, Health, Law,
 Education, Art, Sales, Trades, Manufacturing,
 Services, Other

Apple TV+ usage: Once a month, Once a week, 2-3 times a week,
 Every day

Watching pattern: Alone, Mostly alone, Mostly with other people,
 Always with other people

How long it usually takes to find a show:

Under 5 min, 5-10 min, 10-15 min, over 15 min

The goal is to eliminate people who use Apple TV+ very rarely (once a month) and choose a group equally represented by age and gender.

We would choose 15 people who answer that their search takes more than 10 minutes. But we also include 5 people who usually choose the show in under 10 minutes, because they can give us clues on what helps them to decide.

We will conduct the user interviews via Zoom, which will allow us to reach out to people in a wide geographical area.

We will prioritize Apple employees or people living in close proximity to the interviewer for the field studies.

User Interview: 10 people

Field Studies: 10 people

Research Methods:

Structured Viewers Interview

Before the observation starts, we will explain the purpose of the study, and ask the participants to virtually sign the Consent document, ensuring the results will be strictly confidential and used to improve the viewers' experience. The interview should take around 30 minutes.

How often do you watch Apple TV:

2-3 times a month, Once a week, 2-3 times a week, Every day

Describe your experience with the Apple TV interface:

Very difficult, Difficult, Average, Easy to use, Very easy to use

In your own words:

How long it usually takes to find a show:

under 5 min, 5-10 min, 10-15 min, over 15 min

Are you mostly looking for a specific show:

Yes No Sometimes

Are you searching by categories:

Yes No Sometimes

Are you searching by actor/director:

Yes No Sometimes

Are you searching by genre:

Yes No Sometimes

Are you searching by country:

Yes No Sometimes

Are you searching by festivals or Oscar wins:

Yes No Sometimes
 Other credentials that influence your selection

Tell me about other categories you like to watch:

In your own words:

What do you think about possibility to create your own custom search:

In your own words:

Is the show descriptions informative and help you to decide what to watch:

Not helpful, Sometimes helpful, Very Helpful

In your own words:

Research Methods:

Watching pattern:

Alone, mostly alone, mostly with other people, always with other people

What day/days a week you usually watch the Apple TV:

Mon, Tues, Wed, Thurs, Fri, Sat, Sun

What time a day you usually watch the Apple TV:

7 am - noon noon - 3 pm 3 pm - 6 pm 6 pm - 9 pm 9 pm - Midnight
 After Midnight

Do you like watching the same categories of shows:

Only favourite categories, mostly favourite categories, sometimes favourite categories, mostly new categories, always looking for something new

Who are your companions:

Young children, Adult children, Spouse, Friends, Others, None

The people watching with you share your TV preferences:

Never, Sometimes, Mostly, Always

Do you find the Apple TV content interesting:

Not Interesting, Rarely Interesting, Sometimes Interesting, Mostly Interesting, Always Interesting

Tell me why you find some shows interesting and some not:

In your own words:

What are the most important categories:

New, Retro, World cinema, Multi-season series, Drama, Comedy, Documentary, Romance, Science Fiction, Award-winning show, Family friendly, LGBTQ, News, Sport, Others

Are you satisfied with the Apple TV+ show selection:

Too many options, not the right options, not enough options, mostly the right options, exactly what I need

What or who helps you to choose the show:

Description, Info about actors and creators, Visuals, Show trailer, Other people watching with you, Critics' or friends' recommendations, Show credentials, Show ratings, Length, Show age, Country of origin

In your own words:

As a sign of appreciation, we will present participants with a 5 months Free Apple TV subscription (\$ 50 value). In the email, we will add a personalized Thank You message, wishing the participants an enjoyable experience with Apple TV+ and thanking them for their time.

Research Methods:

Field Study

For the field study, we will recruit 10 people to watch Apple TV at least every week. Based on their screener answers we will select 2 people who spend under 5 minutes deciding and 8 people spending longer than 15 minutes. Observing their behaviour in the natural environment will give insight into what helps one group and what difficulties experience the other.

Before the observation starts, we will explain the purpose of the study, and ask the participants to sign the Consent document, ensuring the results will be strictly confidential and used to improve the viewers' experience. Every session will last around an hour.

- First I will ask the participants to start using Apple TV as they usually do and record their comments, and behaviour patterns, and measure the time needed to finally select the show.
- The second time we would ask participants to think about the particular show first and then try to find it. We will record participants' comments and measure the time.
- Lastly, we will ask open-ended questions about the positive and negative sides of the process and will ask participants how Apple TV can improve.

As a sign of appreciation, we will present participants with a branded bowl with the Apple TV+ logo and with a package of popcorn and a Gift Card for \$100. We will add a personalized Thank You card, wishing the participants an enjoyable experience with Apple TV+ and thanking them for their time.

Anticipated timeline:

- Research plan creation and review with Apple stakeholders: **Days 1-2**
- Recruitment: **Days 3-4**
- User Interviews: **Days 5-7**
- Field studies: **Day 7-10**
- Synthesis begins: **Day 11**
- Synthesis ends: **Day 13**
- Report presentation: **Day 14**

Deliverables:

1. **Analysis and findings of the interviews**
2. **Core observations from the field studies**
3. **Recommendations based on the results**