



# Apple tv+

## Interview Review

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## Interview Summary:

The interview was conducted by me, Anna Genis, Macy Chow was the participant. The interview lasted for about 40 minutes. I feel that it was a friendly conversation that allowed Macy to describe her experiences and gave me important insight into her process of selecting the show (see details below).

I structured the interview with 3 main hypotheses in mind and grouped questions around a few main topics. It helped me to analyze the situation from a different perspective, keeping the main problem (search time) in the center.

I appreciated all the recommendation about keeping the questions open-ended, it allows the participant to shine, and express her point of view freely. It also allowed me to see unexpected new directions beyond the scripted questions.

## Quality of information gathered:

In the process of interviewing Macy, I received the answers to practically all of my questions and more. Macy described in detail her experiences that hopefully can help Apple TV to improve its content, interface and search process which can consequentially reduce the time customers search for the movie/show .

The way I planned the interview helped us to stay focused on gathering broad information about Macy's preferences, positive and negative feelings, as well as very specific details about her experiences with Apple TV.

The information I gathered allowed me to evaluate my hypothesis, potentially compare it with the results of other interviews and give me the opportunity to come up with meaningful recommendations on how to improve Apple TV services and reduce the search time.

## Feedback to my partner:

Macy was very friendly and professional. We spent more than 2 hours straggling to figure out how to record the session, and she was very helpful and patient.

I think that overall the interview went very well. My recommendation would be probably to ask fewer introductory questions and add some detailed questions about the Apple TV experiences.

## Interview Summary:

### Analysis of the search process:

Questions	Answers
How was your experience of the search system?	Macy indicated that her overall experience with the search system was not good.
Are you mostly looking for a specific show?	Macy usually doesn't look for a specific show.
Describe the situation when you experienced difficulties searching for a show on Apple TV.	From not finding the search button, lack of spelling assistance, long and confusing menu and irrelevant content, she found it difficult to find the interesting show.

### Analysis of the Apple TV+ content:

Questions	Answers
Tell me what were your reasons to sign up for the Apple TV+?	Macy had a 1 month Apple TV free trial. She decided not to sign up for Apple TV, because she had difficulties finding interesting content and the search process was problematic.
For how long have you been using Apple TV+?	Macy used Apple TV for 1 month.
Tell me what show/movie categories you prefer.	Macy prefers reality shows from Asian countries, as China or South Korea. She prefers optimism, and light shows, it's a way for her to relax after work. She usually watches episodes for 45 minutes - 1 hour.

Are you often searching for a show with a specific actor/director?	Macy mentioned that the reality show format allows her to see ordinary people from different backgrounds, so she is usually not looking for a specific actor or director.
Tell me what country or region where the show was produced plays the role in your search.	Macy was born in Hong Kong and moved to Canada as a student 10 years ago. She still maintains a strong connection to her heritage: she speaks Chinese at home, works for a company that brings products from China, and prefers shows from Asian countries.
Is English your mother tongue?	English is not Macy's mother tongue. She speaks fluently, but with a heavy accent. She described the process of translating the sentences in her head before speaking.
What role does language play in your selection of shows?	Macy feels more comfortable watching shows in Cantonese. Also besides the language, cultural nuances play a role. Sometimes she understands the words, but the lack of background knowledge creates a situation when she is still confused about the meaning.
How do you feel about using subtitles?	Macy can read the subtitles, but it requires additional effort and makes it difficult to follow the plot or relax.
Give me an example of when you felt uncomfortable when watching the show.	Macy mentioned that she doesn't like dark, heavy content, like horror movies.

### Analysis of the viewers' environment

Questions	Answers
Please describe your environment when you watch TV.	Macy watches Apple TV at home, after coming from work, having dinner, and taking a shower. So probably she watches it in bed, just before going to sleep.
Are you usually watching Apple TV alone or with family/friends?	Macy watches TV mostly with her husband.
Describe the TV preferences of the people watching with you.	Macy's husband prefers more American movies, but she also indicated that they share some movie preferences.

Describe how you decide on what to watch as a group.	Macy indicated that she prefers to join her husband, who usually has more suggestions. In her words "I just want to relax".
Is it easier or more difficult to find a show when you're watching with family members or friends?	It's easier for them to decide what to watch together, because her husband is more proactive, and has more suggestions. Macy usually doesn't know precisely what she is looking for.
What days a week do you usually watch Apple TV?	During the working days, approximately 4 times a week.
What time of day do you usually watch Apple TV?	Macy is watching TV at night before go to sleep.
What helps you to choose the show?	The trailer, descriptions and the graphics helps Macy to choose the show.

#### Analysis of the factors in choosing the show:

Questions	Answers
What do you think about the artistic quality of movies and shows on Apple TV?	Artistic quality doesn't play a role. For Macy, TV shows are pure entertainment, not an art form.
Tell me how important it for you is to learn about something new by watching the TV.	The TV doesn't play an educational role at all.
Tell me what kind of movies and shows you would like to see more.	Macy is looking for more Asian content that is still much more relevant and enjoyable for her than American or European.
Do you feel that the Apple TV content is generally aligned with your political views?	Macy indicated that she sometimes feels that the show promotes certain political views that are not aligned with her own. But it doesn't bother her.
Is it important for you to see actors or plots that are similar or closely related to your own culture and background? Why?	Macy mentioned that she definitely prefers content that comes from the Asian country. She can easily understand the plot and relate to the character. Subsequently, she can relax and just enjoy the show.
How important is the diversity of characters, themes and opinions for you?	Diversity is not a decisive factor and doesn't play a role in movie selection.

Tell me if the fact that the movie or show won some prizes plays the role in your selection.	Macy indicated that she would select a movie that is famous, like an Oscar winner. It will allow her to connect to other people, coworkers, friends or family members to share their opinion, and to create a conversation topic.
Are you usually watching the Oscar winners?	Macy watches the Oscar winners, but a 2 or 3 hours movie is not easy for her to watch.
What other festivals you are interested in?	Macy didn't mention anything specific, it looks like she is not interested in cinema as an art form.
Are you often specifically looking for festivals' or Oscar winners?	Macy usually doesn't look for a specific movie, even if it's an Oscar winner.

### How the Apple TV+ interface can be changed or improved:

Questions	Answers
Are you feel comfortable using the Apple TV remote?	Macy doesn't feel comfortable using the remote, because the slick very simplistic Apple design is confusing. It's not clear to her what button she should press, she mentioned that Netflix is much easier for her to navigate. The Apple remote makes the search longer.
Are you using voice commands when searching for a show?	Macy has a problem using the voice command because of her accent. Very often the system doesn't recognize the words and she feels frustrated.
Tell me about your experience with spelling when you search.	Macy mentioned that spelling can be challenging. She indicated that the Google style suggestions would be very helpful because sometimes she doesn't remember the name or title and the English grammar can be difficult.
Tell me if the show descriptions are informative and helpful.	Macy found the lack of descriptions on the main menu very problematic. She has to rely on the thumbnail image, which sometimes is not informative or visually appealing.

Is the way the shows are presented visually help you to decide?	Macy relies on visual representation and often feels that it looks dark and depressing.
Is the movie trailers help you to decide?	The trailers help Macy to decide on what movie to watch.
How often do you watch Apple TV during the week?	4 times a week.
What do you think about the possibility to create your own custom search?	Macy reacted positively to the idea of having the custom search. The ability quickly finds a certain category (like a reality show ) and geographical area (like Asia or South Korea) can be very helpful for her.
What features would make your custom search process faster?	The AI system that learns customer's preferences, a more comfortable remote control, better descriptions, easy search menu

### Comparison with other streaming companies:

Questions	Answers
Do you have a subscription to any other streaming platforms?	Macy and her family have a subscription to Netflix.
If yes, tell me what the difference is between them and Apple TV+.	Macy found more interesting content on Netflix, and the fact that they have family subscriptions plays an important role. Macy told that despite Apple TV not being expensive, she appreciates that Netflix gives the opportunity to the whole family to watch the TV using one account.
Can you find the show on another platform easily?	The remote control and Netflix interface work better for Macy. She has no problem finding what button to push, the categories are organized in a way that she can see her favourites first and the additional descriptions that she can see beside the thumbnails are very helpful.
Do you find the content on other platforms relevant?	Macy found more relevant content on Netflix, especially from Asia.