Discussion Guide

Research goal/objective:

The current study aims to understand why certain customers scroll through the content for a long time before choosing a show and the barriers preventing them from choosing the show faster (ideally under 5 minutes).

Apple TV+ is looking for ways to improve the viewer experience by making changes that meet customers' expectations.

Our objectives for the research project are as follows:

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

Every interview will last for about an hour and will be recorded.

Compensation:

As a sign of appreciation, the participant will get a branded bowl with the Apple TV+ logo, a package of popcorn and a Gift Card for $100. (The Gift Card will be attached to a personalized Thank You card, wishing the participant an enjoyable experience with Apple TV+ and thanking him/her for the time spent.)

Consent details:

Before the interview starts, we will ask the participants to sign the Consent document, ensuring the results will be strictly confidential and used to improve the viewers' experience.

Consent Form:

Date: _____

Study Name: Understanding viewers' decision-making process while choosing a show in order to find a way to reduce search time

Researcher: Anna Genis

Purpose of the Research: Improve user experience by making changes to Apple TV+ content or/ and interface that will allow viewers to find the show faster.

Voluntary Participation: Your participation in the study is completely voluntary and you may choose to stop participating at any time. Your decision not to volunteer will not influence the nature of your relationship with Apple TV+ either now, or in the future.

Withdrawal from the Study: You can stop the interview at any time, for any reason, if you so decide. If you decide to stop participating, you will still be eligible to receive the promised compensation for agreeing to be in the project. Your decision to stop participating, or to refuse to answer particular questions, will not affect your relationship with the researchers, Apple TV+, or any other group associated with this project. In the event you withdraw from the study, all associated data collected will be immediately destroyed wherever possible.

Confidentiality: All information you supply during the interview will be held in confidence and unless you specifically indicate your consent, your name will not appear in any report or publication of the research. Your data will be safely stored in a locked facility and only research staff will have access to this information. Confidentiality will be provided to the fullest extent possible by law.

Consent for Videotaping: As a participant in this interview, you agree to being videotaped for the purpose of tracking your answers as well as a means of verifying results from other data collected. You may withdraw this consent at any time without penalty, at which point, the videotape will be erased.

Legal Rights and Signatures:

I _____, consent to participate in this interview conducted by Anna Genis. I have understood the nature of this project and wish to participate. I am not waiving any of my legal rights by signing this form. My signature below indicates my consent.

Signature _____   Date _____

Participant _____

Warm-up questions:

As a way to make the participant feel convenient and open to talk, I will ask a few warm-up questions:

- Tell me a little about yourself
- Do you work from home or in the office?
- Are you a morning person or a night person?
- How long have you been watching Apple TV?
- What is your favourite show or movie?

Interview questions:

Analysis of the search process:

- Tell me how you found the show last time while you watched Apple TV.
- Do you find the search system helpful?
- How long it usually takes for you to find a show?
- Are you mostly looking for a specific show?
- Which Apple TV interface feature do you find the most helpful?
- Describe the situation when you experienced difficulties searching for a show on Apple TV.

Analysis of the Apple TV+ content:

- Tell me what were your reasons to sign up for the Apple TV+?
- For how long have you been using Apple TV+?
- Tell me what show/movie categories you prefer.
- Are you often searching for a show with a specific actor/director?
- Tell me what country or region where the show was produced plays the role in your search.
- Is English your mother tongue?
- What role does language play in your selection of shows?
- Do you feel comfortable reading subtitles?
- Give me an example of when you felt uncomfortable when watching the show.

Interview questions:

Analysis of the viewers' environment
- Please describe your environment when you watch TV.
- Are you usually watching Apple TV alone or with family/friends?

(If the answer is "watching alone", skip the next questions.)
- Describe the TV preferences of the people watching with you.
- Describe how you decide on what to watch as a group.
- Would you incorporate watching TV shows as part of group entertainment?
- Is it usually harder to find a show when watching with your family members or friends?
- What days a week do you usually watch Apple TV?
- What time of day do you usually watch Apple TV?
- What helps you to choose the show?

Analysis of the factors in choosing the show:
- Tell me what kind of show genre or themes are most interesting for you.
- What do you think about the artistic quality of movies and shows on Apple TV?
- Tell me how important it for you is to learn about something new by watching the TV.
- Tell me what kind of movies and shows you would like to see more.
- Do you feel that the Apple TV content is generally aligned with your political views?
- Is it important for you to see actors or plots that are similar or closely related to your own culture and background? Why?
- How important is the diversity of characters, themes and opinions for you?
- Can you give me an example of a negative experience with an Apple TV+ show or movie?
- Tell me if the fact that the movie or show won some prizes plays the role in your selection.
- Are you usually watching the Oscar winners?
- What other festivals you are interested in?
- Are you often specifically looking for festivals' or Oscar winners?

Interview questions:

How the Apple TV+ interface can be changed or improved:
- Are you feel comfortable using the Apple TV remote?
- Are you using voice commands when searching for a show?
- Tell me about your experience with spelling when you search.
- Tell me if the show descriptions are informative and helpful.
- Is the way the shows are presented visually help you to decide?
- Is the movie trailers help you to decide?
- How often do you watch Apple TV during the week?
- What do you think about the possibility to create your own custom search?
- What features would make your custom search process faster?

Comparison with other streaming companies:
- Do you have a subscription to any other streaming platforms?
- If yes, tell me what the difference is between them and Apple TV+.
- Can you find the show on another platform easily?
- Do you find the content on other platforms relevant?
- Give me an example of a show or movie you found particularly interesting on a different platform.