



 tv+

Problem Statement

Apple TV viewers should have a quick and convenient way of finding a desirable content. Currently too many people spending more than 15 minutes on average before starting time or a new show. This research was conducted with the goal to identify the core problems and eventually find solutions.

This problem statements are based on 3 interviews conducted with Apple TV customers in the last 2 months. There are a few major obstacle that prolong search time or make it difficult to use. To illustrate the patterns, below attached the affinity maps and problem statements:

1. Irrelevant or not interesting content



Content is mostly oriented to North American audience, produced in English-speaking countries.



Language barriers and lack of knowledge of historic and cultural nuances makes shows less interesting.



The movies and TV series are too long, it's hard to commit so much time after work for watching a TV



The mood and plots are too dark. People watching Apple TV mostly after work, as the way to relax at home alone or with partner



In comparison with other streaming platforms, there are less high quality, critically acclaimed movies and TV shows.



TV series and franchise movies presented only partly

A full-time working young professional looking for a light, short TV shows from the region of origin (China, Korea, other Asian countries), when trying to relax after work, is searching for the relevant categories on Apple TV. She finds the list of shows very short, and the categories and search structure very confusing, so she feels tired and frustrated.

A viewer professionally involved in TV production and advertising looking for critically acclaimed quality content that can be interesting personally and professionally. He feels that it is difficult to find and that the inadequate descriptions don't help him finish the search and commit to watching a particular movie or show.

A viewer who is a first-generation immigrant from India looking for content that is culturally close to her and preferably in Hindu. She can't use voice recognition, has difficulties with spelling, and finds that the overall mood of the content is too dark and foreign.

Problems with WHAT viewers are looking for

Apple TV customers represent a very big and diverse group of people - younger and older, native English speakers and newcomers from all over the world, with different levels of education and professional interests. When considering creating or purchasing the content, Apple TV must take into account the type of content (its length, genre, and overall mood) as well as cultural nuances (where it was created, the themes/plots, original language).

2. Content organization and Search



The suggestions based on viewing history are not accurate. Suggested genres, movies and shows are not very interesting.



The same movie or show repeated multiple times in different categories.



The categories' names are confusing.



The thumbnails design, descriptions and trailers are not interesting, punchy.



Visible rating or recommendations can help to choose.



It's difficult to find and use the Search.



There is no custom Search option.



There is no option to create a custom Wish List.

Problems with HOW viewers search

Apple TV viewers sometimes look for something in particular but most of the time they are browsing until finding the desired content. The way the content is organized, designed and customized makes the difference.

Currently, the suggestions based on the previous history are sometimes inaccurate, only confusing customers and making the search longer.

The Search field is not visible and the lack of voice recognition and spelling assistance makes it difficult to use.

The lack of the option to create a custom search or a wish list doesn't allow people with unique tastes or needs to reach the desired content faster.

By improving the accuracy of algorithms making the suggestions, voice recognition and spelling assistance, Apple TV can make the user experience more enjoyable.