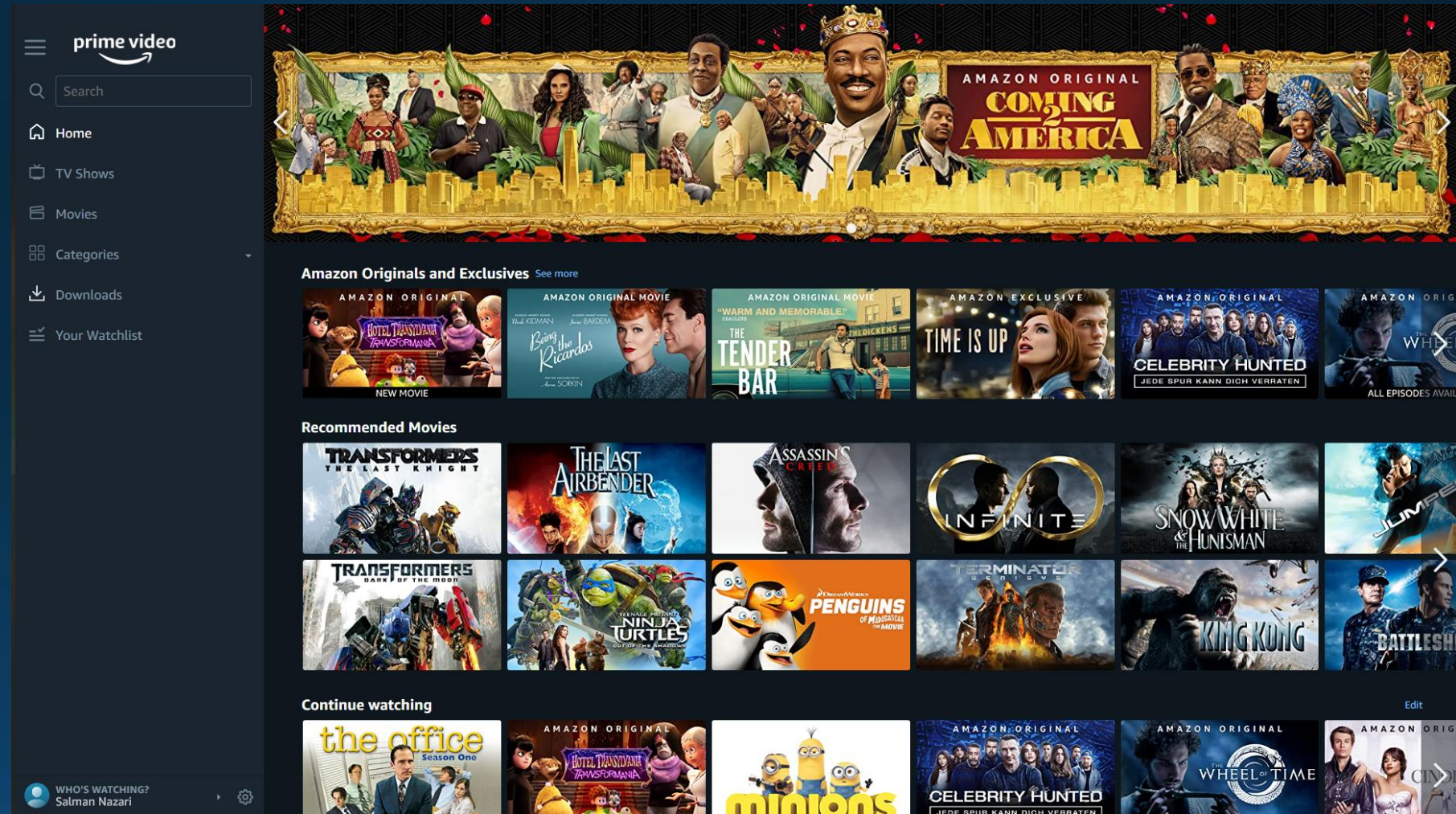




What is Prime video ?

As Wikipedia says :
Amazon Prime Video, or simply Prime Video, is a subscription video on-demand over-the-top streaming and rental service of Amazon.com, Inc., offered as a standalone service or as part of Amazon's Prime subscription

NETFLIX' of
amazon





Personas Development



Zakaria Suliman

20 years old

Mechanical Engineering

Turkey, Istanbul

“Movies are my life, I don't know what I do without it”

ABOUT Zakaria

Zakaria is young guy studies at university, he likes watching cartoons and TV shows since he was child, and got interested in movies as well, he spends a lot of money on renting digital movies, and he feel bad about spending that much money in entertainment.

MOTIVATIONS

- Variety of TV shows and Movies
- Best TV show is available in the platform

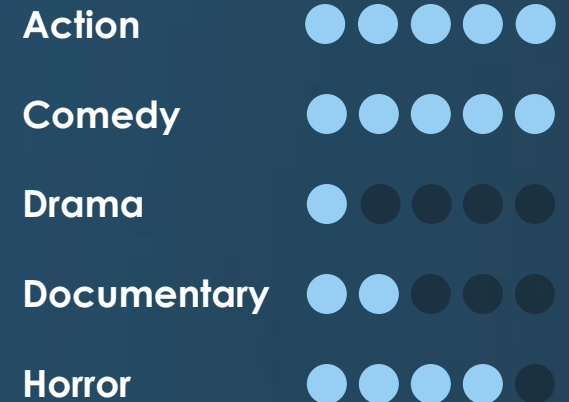
FRUSTRATIONS

- Internet cutting frequently
- Can't choose a specific resolution of a video

GOALS & NEEDS

- Looking for movie site with cheapest offer
- Downloadable movie to watch

GENRE PREFERENCES





Hasan Demir

52 years old

dustman

5500 TL

Turkey, Ankara

“Accept what God
has given you”

ABOUT Hasan

Hasan works for 10 hours as a dustman, he always get back to home tired, so he wants to relax and watch some wild documentary, he always use TV to watch his favorite TV show, documentary or NEWS.

MOTIVATIONS

- One press and the app is opened
- Easy navigation throw channels

FRUSTRATIONS

- Lack of wild documentaries
- Not all the videos has Turkish audio

GOALS & NEEDS

- Relax & watch TV
- Variety of wild documentary

GENRE PREFERENCES

Action



Comedy



Drama



Documentary



Horror





Ayşe Aslan

32 years old

housewife

Turkey, Istanbul

“Time flies by so fast
being busy with my
kids and housework”

ABOUT Ayşe

Ayşe is a mom of two children, she takes care of the house and her two children, sometimes her two children won't let her do her work, so she makes her children watch TV, and she looking for something entertaining and useful as well for her children to watch.

MOTIVATIONS

- Kids profile that only have kids show
- The whole family can benefit from the app

FRUSTRATIONS

- Most of the shows are not useful
- No time limiter

GOALS & NEEDS

- make her children watch something useful
- set a limit for watching

GENRE PREFERENCES

Action



Comedy



Drama



Documentary



Horror





Journey mapping



Scenario

Zakaria is looking for an alternative and cheap site for renting movies and he face an AD for prime video

Expectations

- Cheap site with good movies
- Downloadable movies



STAGES

Search

Explore

Discover

Subscribe

Watch

Download

ACTIONS

Searching a movie site on google

Entered the site and start exploring the movies

discovered a movie to watch

Start to subscribe

- Watching his best tv show of all time
- Changing the resolution

Downloading all the episodes of season one

FEELINGS



I can't find something good



Wow my best tv show is available her



The price is so cheap compared to competitors



Why I can't choose a specific resolution



TOUCH POINTS

- Google search bar



- Front page of the site



- Movie explanation page



- Subscription page
- Real-world card
- E-mail to receive conversation code



- Video option bar

- Download option page



PAIN POINTS

- To many options, don't know which to choose

- Quick skip button is far away from the finger
- can't choose a specific resolution

- Sometimes downloaded movies don't work



Scenario

Hasan is back home after hard work and now he wants to relax and watch TV

Expectations

- Wild documentary
- Watchable documentary with family



STAGES

Start

Explore

Read

Watch

ACTIONS

Launch the app on TV

Exploring a documentary to watch

Read the discription of the documentary

Watch the documentary

FEELINGS



All it needs is one button and the app is launched



Really only one wild documentary!



No Turkish audio available

TOUCH POINTS

- TV remote controller

- App exploration page



- Documentary page



- App video player



PAIN POINTS

- Lack of wild documentary

- No Turkish audio available for most documentaries



Scenario

Ayşe wants to make her children watch useful and entertaining cartoon but also limit watching time for her children

Expectations

- Time limits
- Lock it when it is Bedtime



STAGES

Start

Explore

Discover

search

Play

Change

ACTIONS

open the app on iPad

Explore kids categories

discovered a kid cartoon

Searching for setting a time limit for watching

- Watching his best tv show of all time
- Changing the resolution

Downloading all the episodes of season one

FEELINGS



No Turkish audio available for some videos



there is not an option to set a time limit



Video plays automatically after one episode ends



they didn't like the video it and I'm cooking



I can change the video by Alexa, that is much easy

TOUCH POINTS



- Front page of the app



- Front page of the site



- settings options



- Video player



- Alexa
- kitchen



PAIN POINTS

- No Turkish audio available for some videos

- can't limit watching time
- No bedtime option

Pain Points!

- A. To many options when a user search for site to watch movie
- B. Quick skip button is far away from the finger
- C. can't choose a specific resolution
- D. Sometimes downloaded movies don't work
- E. Lack of wild documentary
- F. Lack of Turkish audio on videos
- G. time limits is not available

Potential solutions

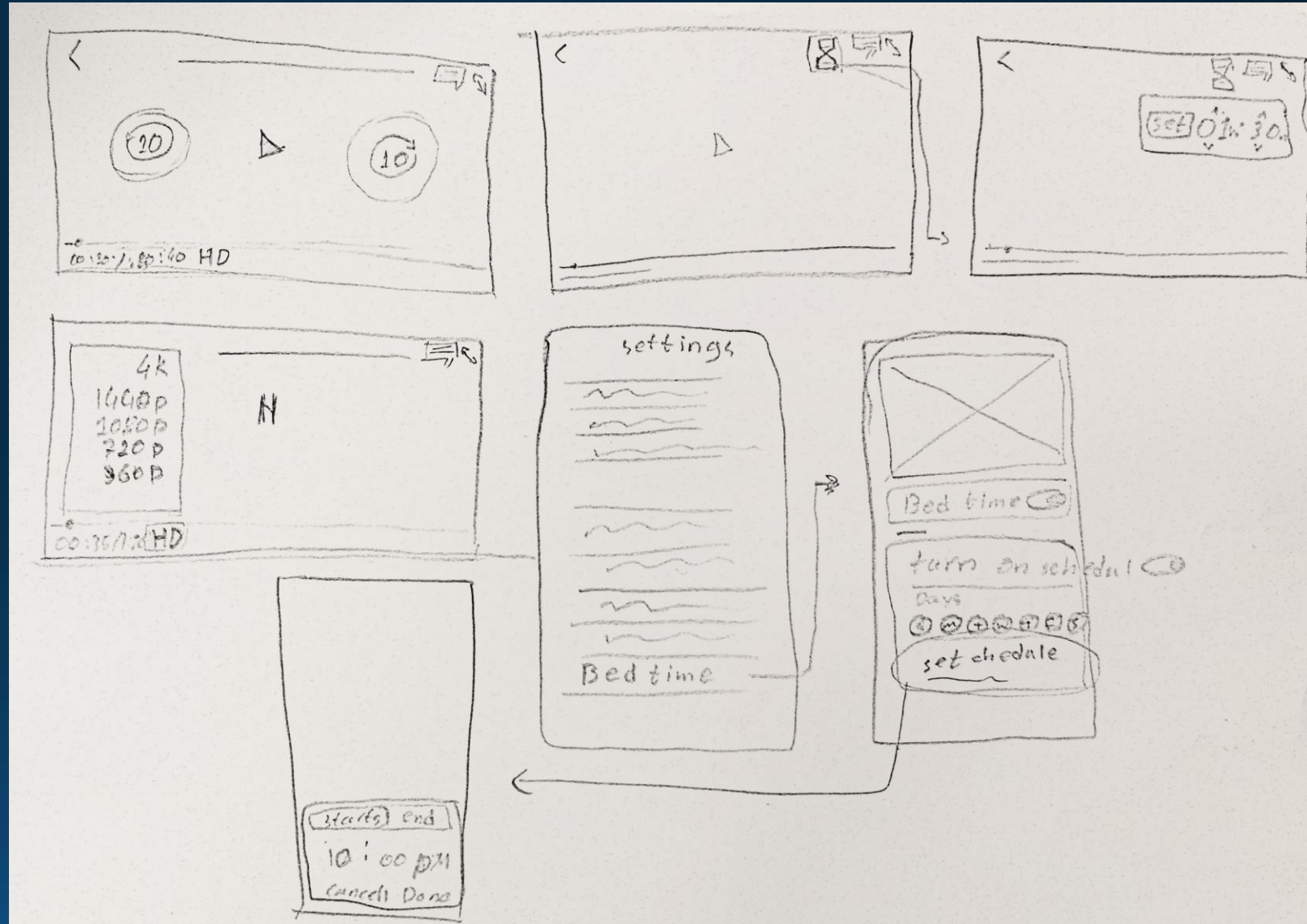
- A. Show the site on the first search results (as AD)
- B. Make the quick skip button larger and closer to the edge of the screen
- C. Add advanced option to choose specific resolution
- D. Frequently bug fixing and app testing
- E. More agreements with wild documentaries producers
- F. More translators
- G. Impalement time limitation and bedtime reminder



Sketches

Sketches

- Skip button radius is bigger and closer to the screen corner
- Option to chose specific resolution
- Watching time limit button
- Bedtime option and flexibility to change schedule



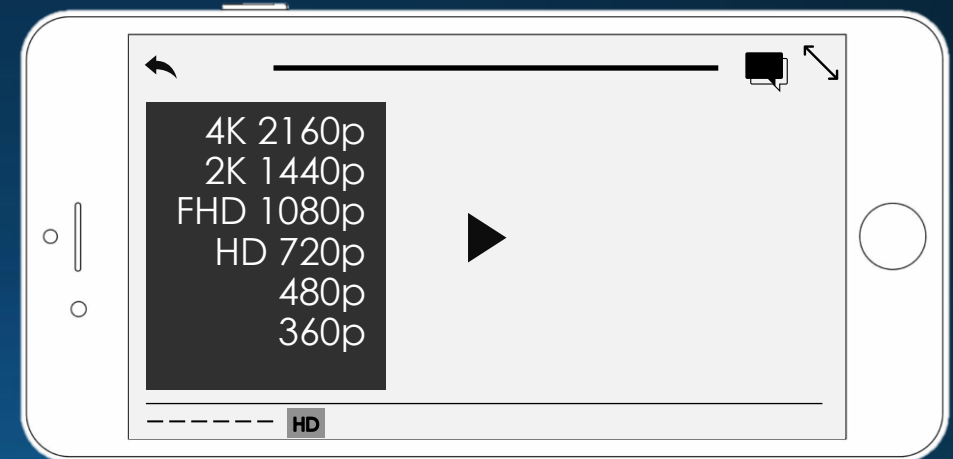


Wireframe



Wireframe

- Skip button radius is bigger and closer to the screen corner
- Option to chose specific resolution





Wireframe

- Watching time limit button
- Bedtime option and flexibility to change schedule

