

# HULU - RESEARCH REPORT

JESSICA KAINU

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## EXECUTIVE SUMMARY

This report provides an analysis and evaluation of Hulu's video streaming service and the areas of where the company fails and succeeds with its customer base. Hulu provides a variety of content to its users including original content, current television series, movies, and documentaries. Hulu is able to offer a tiered pricing model that charges users less if they opt for limited commercials. Other options include no commercials and an additional Showtime package for more added content. Since Hulu does not succeed in all arenas of videos streaming, it is important to consider where improvements and adjustments can be made to further business goals and user needs.

Methods of analysis include surveys taken from 51 screened participants and three screened interviews. After survey data was screened for qualifying data, SPSS Statistics provided hard data in charts and graphs that could be further analyzed against interviewee answers. Interviewee answers were manually sorted through to find patterns of similarity and differences that could be judged against survey data. Simply, what was found is that users need better tailored content. Results of the data analyzed show that although Hulu is a popular streaming platform with valuable content, suggested content for its users, and an increased catalog require improvements. For instance, most users surveyed play Hulu as background noise and do not invest their time into the content. They are not always finding what they want to watch and will settle for a paid version of white noise. However, user research has found ways to improve upon this. In order to become a tough competitor and gain more content-focused users, Hulu should consider the following recommendations:

- Increased Catalog/Better Variety
- Quality Recommendations
- Further Research

Further research is recommended in order to fine-tune exactly where Hulu should make their improvements. This does not go to say that the current research is not valuable but it only scratches the surface of issues of content, recommendations, and even pricing.

# RESEARCH OVERVIEW

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## PURPOSE

The purpose of this research is to develop a research project to identify areas of improvement to Hulu's digital properties. This memo will explore the broad details of how the research will be conducted and which goals it will aim to achieve. Conducting user research can aid in improving Hulu's digital properties by identifying user needs to create a better experience, saving dollars by having insight from research, and ultimately providing a better product for the business and its user-base.

## INTRODUCTION

Hulu is a streaming service supported by ad-revenue and user subscriptions. It provides the latest TV shows, movies, clips, along with other streaming media. Visual content and information is absorbed at a quick pace on mobile devices, desktop computers, and other interactive media such as gaming consoles and televisions. Hulu must be able to compete not only user attention but providing content that is worth watching and even paying for.

## PROBLEM STATEMENT

In order to provide the best content and streaming experience, Hulu must take a closer look at areas that could potentially use improvement. Utilizing targeted research goals will serve as a foundation to improve Hulu's streaming service. Research goals for Hulu include:

- Improving navigation
- Discovering how the site/app interface affects user behavior
- Finding how to order content for ease of use
- Gaining insight to user needs and desires

## RESEARCH QUESTION

With goals in sight, it is important to bring focus to the question user research will answer. **Where does Hulu's video streaming service succeed or fail?** Areas to search for successes and failures can be located in the research goals, such as the navigation improvement and site layout

## JUSTIFICATION

Finding where Hulu's streaming service succeed and fail will provide answers to improve the service for its users. An improved user experience on the site has potential to lead to subscribed users when they are able to find value with the initial free streaming service. The only way to discover what user needs and desires are is to perform user research. With preliminary issues discovered, an effective redesign of Hulu's digital properties can be implemented.

# RESEARCH OVERVIEW

## FEASIBILITY

In order to conduct this research, a few different methods will be utilized:

### Interviews

Conducting interviews with 3-5 participants will provide insight on attitudes towards Hulu's product. The interview will consist of 10-15 base questions with follow-up questions built in-between. Rather than testing search behaviors, questions about content and value of a subscription will be asked. These answers will be judged against the findings of the usability study to find similarities and differences.

### Survey

A survey will be given out to participants between the ages of 20-50 with ranging demographics. The survey will only be around 10 questions since not much incentive, if any will be offered. The quantitative nature will balance between the qualitative results of the interviews and usability testing. This will be able to gauge which users utilize streaming services, how they use them, where, and so on. The survey should be able to reach over 100 users with varying results of who will complete it.

Research will be conducted for the first week and analyzed the second. All three methods should balance each other out since they each measure a different type of quality for the user and Hulu's digital properties.



## RESEARCH METHODS

Where does Hulu's video streaming service succeed or fail? With that question in mind there are many different approaches on how to find an answer. It is also important to ask more specific questions related to the broad research question. User research will be able to find answers to:

- How do commercials impact the user experience?
- What value does existing content have for Hulu users?
- How do users interact with the home page?
- What are the most common errors users make when selecting a video?

### INTERVIEWS

Conducting interviews with participants that are familiar with online video streaming services will provide qualitative insight to user attitudes. "Most important, every question should be focused on the person answering it. It should focus on experience, not extrapolation" (Goodman, 2012, "Composing Nondirected Questions", para. 1). Keeping this in mind will aid in creating neutral questions that will yield usable answers. Questions would be asked about video streaming services to gain perspective of what users are doing on these types of sites and what type of content they are looking for. Conducting remote interviews is a fairly cheap option since users can stay in the comfort of their own homes and it is also more convenient. After this qualitative data is collected, quantitative data can be extracted from the interviews. Using post-its or even spreadsheets can reveal patterns in user answers, which provides an extra layer of security that the conducted interviews are providing solid results. Creating a list of questions that branch off of the main research question of where Hulu's streaming services succeed or fail will provide access to users at a personal level.

### SURVEY

Conducting surveys is easy for users to complete and provides quantitative data that complements qualitative data. While it may be difficult to recruit participants, a survey can be sent out to every user of a service. This will allow for a statistically significant amount to respond.

Creating a short survey with closed questions for users will provide insight on who Hulu's user-base is comprised of. Observing the User Experience (Ch 12) states, "Only quantitative techniques can predict how many of your users are teenagers and whether those teenagers in your audience generally desire the new features you're considering" (Goodman, 2012, "Surveys", para. 2). Knowing who users are will allow for development with personas and possibilities of enhancing the streaming service.



## RESEARCH METHODS

Conducting interviews is an important research method to finding answers to the aforementioned research questions. Speaking with users that use streaming services will provide insight on how Hulu could better function. There will be 5-6 participants interviewed remotely via Skype. A list of ten open-ended questions will be asked with shorter questions that will branch off to dig deeper into participant answers. Examples of questions would be:

1. Why did you choose the streaming companies that you use?
2. Can you tell me the steps you take to select a video?
3. What environment do you find yourself most frequently streaming videos? Why is that environment best for streaming?
4. What do you frequently stream? (Movies, documentaries, tv shows, etc)
5. Tell me about a time you had frustration using a streaming service
6. What are the top three most important features of a streaming site? Why did you choose those?
7. If there are any features you find frustrating or that you don't use, can you tell me what they are and why?
8. If you don't know what to watch, how do you choose a video?
9. How do advertisements impact your viewing experience?
10. What are your expectations of a paid streaming service? Free service?

These interviews will be recorded while the interviewer takes notes. The answers to these questions will help provide insight to faults with the Hulu streaming service and where improvements can be made. Along with valuable qualitative data, answers will be sorted in a spreadsheet or with sticky-notes in order to find patterns in participant answers. The quantitative data will show which areas need the most focus.

Creating a short survey of ten close-ended questions will provide quantitative data that will provide insight on who Hulu's users are. Once users are identified, personas can be created from the research derived from surveys, as well as interviews. Example questions for the survey would include:

1. Are you currently subscribed to any video streaming services?
2. Which streaming services do you currently use?
3. Which of the streaming services do you pay for a subscription to?
4. Which devices do you access video streaming on?
5. Which device do you use the most to access video streaming?
6. If you have a paid subscription, how satisfied are you?
7. How often are you able to find content you want to watch on the streaming services you use?
8. How often do you watch suggested videos from your provider?
9. Do you watch actively (focusing on programming) or passively (multitasking)?
10. If you have a paid subscription, rate fairly do you believe it is priced

For the scope of this project, users on social media platforms such as Twitter and Facebook will be contacted to participate in this survey. 15-20 responses will be anticipated from this survey. Survey answers will be analyzed and be placed in a spreadsheet where graphs can aid in visualizing the data.

# DATA ANALYSIS

# DATA ANALYSIS

After collecting qualitative and quantitative data from screened surveys and interviews, it is important to follow through and analyze the collected data. Patterns from respondents will appear and provide clear insights of areas of improvement. If data analysis is performed, then deeper understanding of where Hulu can improve their video streaming service will be uncovered.

## **ANALYZING SURVEYS**

When analyzing survey data, at least 20 surveys that have passed the screener will be used to uncover patterns in data. There is no max number of surveys that will be passed out since it is important to gather as much data as possible and weed through the screeners afterward. Survey advertisement will be given to the largest relevant population possible in order to collect enough data. Data collected for the surveys will analyzed by SPSS Statistics software. Survey answers will be used to uncover what areas users gravitate to. Percentages will be used to easily see which survey answers are the most popular to least popular.

Data extracted easily will be compiled into various charts such as pie and bar graphs. Charts will be able to easily show patterns of similarities and differences in survey data.

## **ANALYZING INTERVIEWS**

Interviews will provide both qualitative and quantitative data. Such as with surveys, interviews will be analyzed for patterns in answers. Interview answers will be written down on sticky notes of varying colors with different colors for each participant. Similar answers will be grouped together, which will uncover patterns. Collected data patterns will be listed out in a table for easy presentation and color coded in order of popularity.

Qualitative data can also be extracted in order to gain insight to user behavior. Three to five users will be interviewed in order to collect data from surveys. Since the answers are not provided from a list for participants, like in the survey, unique answers to each question can reveal user attitudes towards video streaming services. This provides data that otherwise could not be extracted except when speaking with real users. Data will be manually sorted through by assigning interviewees a color and writing their answers on a large white board. Similar answers to interview questions will be marked in order to reveal patterns in data that can be interpreted on its own and also judged against survey data.



# RECRUITMENT

## TARGET AUDIENCE PROFILES

Listed below are target audience profiles of individuals who are familiar with video streaming services. These profiles will aid in targeting the correct participants for user research.

### Profile #1 - Workforce

- Follows at least one television show
- Highly familiar with devices such as smartphones, gaming consoles, tablets, and computers
- Currently has (or shares) an account with at least one streaming service
- Uses streaming service more than five hours per week

*Those in the work force have the ability to pay for their own accounts. They are out in the world utilizing technology and interested in what is going on be it in the entertainment industry or their communities. Being in the workforce implies familiarity with technology that can be used with streaming services.*

### Profile #2 - Family

- Has one or more children that access the streaming service
- Familiar with at lease one device such as smartphones, gaming consoles, tablets, and computers
- Currently has (or shares) an account with at least one streaming service
- Uses streaming service more than one hour per week

*Hulu and its competitors offer content for adults as well as children. Families may be utilizing both but that cannot be assumed. Surveying and interviewing parents will provide different insight to how streaming services are being utilized opposed to those who are single and have more time to themselves. Families will aid in providing what sort of content is important to this demographic and if changes need to be made to Hulu's service to serve them.*

### Profile #3 - Student

- Currently studying at a university
- Familiar with devices such as smartphones, gaming consoles, tablets, and computers
- Currently has (or shares) an account with at least one streaming service
- Uses streaming service more than one hour per week

*Students have the ability to have a disposable income that they can spend on streaming services. They have downtime between school, studying, and other activities where they can stream and have access to bounds of technology. University students will provide insight depending on how often they use streaming services since they are a large population and are involved in a large community that values technology, learning, as well as entertainment.*

## RECRUITMENT

In order to attract potential candidates for research, advertisements must be placed in high trafficked areas. Social media as well as Craigslist will be utilized to reach out to possible candidates to advertise the study. An email will also be sent out internally at a digital advertising agency advertising the study to reach potential participants who are familiar with technology. Permission to leave flyers at local businesses will be asked for additional public response. There will be a link to the survey, which will incorporate the screener in order to find participants to interview in the email and flyer. There will be a section at the end of the survey requesting interest in an interview and for contact information.

Once 20 more surveys are received the screener section will be reviewed against those who expressed interested in participating in interviews. Qualifying participants will be contacted to schedule interviews.

# RECRUITMENT

## OUTREACH & SESSION LOGISTICS PLAN

**Day 1-2:** Place advertisements on social media and Craigslist. Place flyers in break-room and coffee shops with business permission. Link to survey is ready for participants on the advertisements.

**Day 2:** Create informed consent form for recording interviews. Purchase incentive gift card. (By participating, individuals have a chance to win but are not guaranteed a gift card.) Keep a close eye on survey progress. Filter out participants as surveys come in using the screener to keep results organized.

**Day 3-4:** The aim for the survey is at least 20 that have passed the screener. Contact qualified participants to schedule interview times remotely via Skype or the phone if Skype is not available. Interviews will be conducted between days 6-7.

**Day 5:** Create interview schedule with contact information of each participant (for interviewer use). The aim is to schedule 3-5 interviews within two days.

**Day 6-7:** Perform interviews. Interviews will try to be condensed as much as possible but will coordinate with participant schedules. Each participant will receive a notification the day before their interview with their time and confirmation on Skype details. \*If Skype does not work we will default to a recorded telephone call.

## FINDINGS & RECOMMENDATIONS

# DATA FINDINGS

## DATA ANALYSIS

The screener determined which answers would need to be discarded in order to gain accurate information. 78 surveys were collected, 51 of which passed the screener before the survey. Data was then analyzed by breaking answers into various categories to find correlations using SPSS Statistics. This software was able to break down users of Hulu and those who use other streaming services without any bias and was also able to provide graphical data. Answers to the survey questions were varied based on these two criteria, which provides insight to areas Hulu should improve upon. Interviews were conducted following the screener and survey. Three participants answers were compiled and sorted through on a white board to easily navigate and find similarities and differences. The findings from the interviews offered reinforcement to data collected from the survey as well as more detailed answers. The following described the findings and finally recommendations Hulu should take to improve their streaming service.



# DATA FINDINGS

## SUGGESTED CONTENT

Comparing and contrasting collected survey data provides a simple way to find patterns of how users respond to the various streaming services they subscribe to. The data reveals insight of where Hulu succeeds and fails in their streaming service. The following data is drawn from the 51 screened participants.

*How often do you watch suggested videos from Hulu? How relatable is the content suggested by Hulu?*

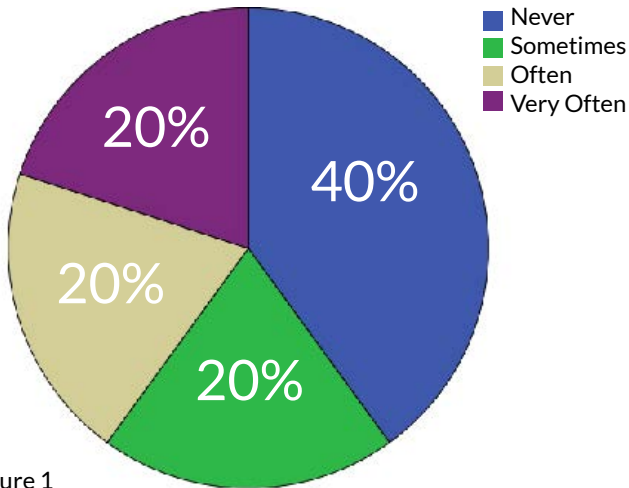


Figure 1  
*How often are you able to find content that you want to watch on Hulu?*

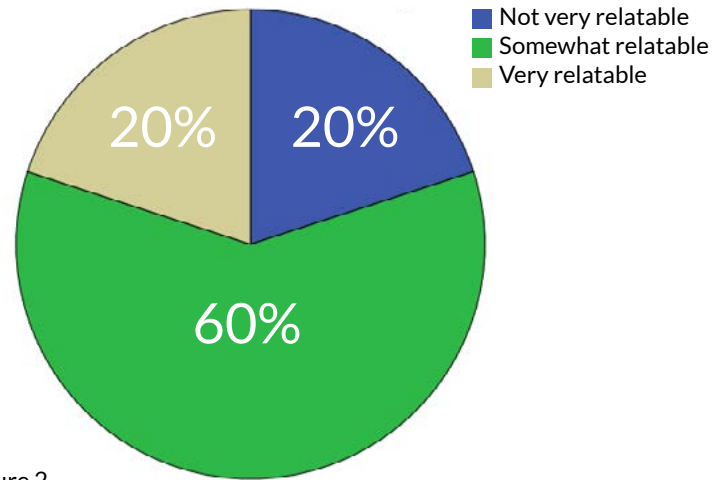


Figure 2

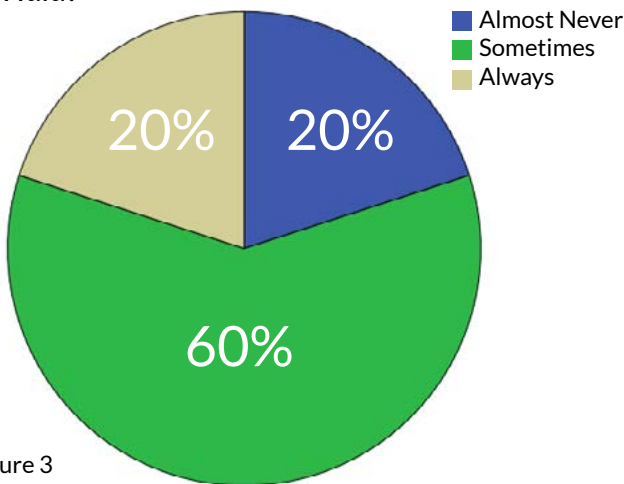


Figure 3

Suggested videos are an area for Hulu that appears to suffer. In Figure 1, 40% of users surveyed are never watching a recommendation. In Figure 2, only 20% of users surveyed find the content they watch to be very relatable. Content delivered to Hulu users is somehow missing the mark. Users interviewed verified this issue. They complained that although there was quality content, there needs to be a different/better way at predicting recommendations. Figure 3 exhibits a large amount of users, 80% (comprised of sometimes and almost never), that are not always finding content that they want to watch, regardless of recommendations. Further research into how users are searching for content with perhaps more focused interviews on that topic alone as well as usability testing would provide insight to resolve these issues.

# DATA FINDINGS

## TIME INVESTED

Among different streaming services, there are varied times of investment into streaming programming. Below is how Hulu compares to its competitors as well as overall with survey participants. The following data is drawn from the 51 screened participants.

*How many hours per week do you use streaming services?*

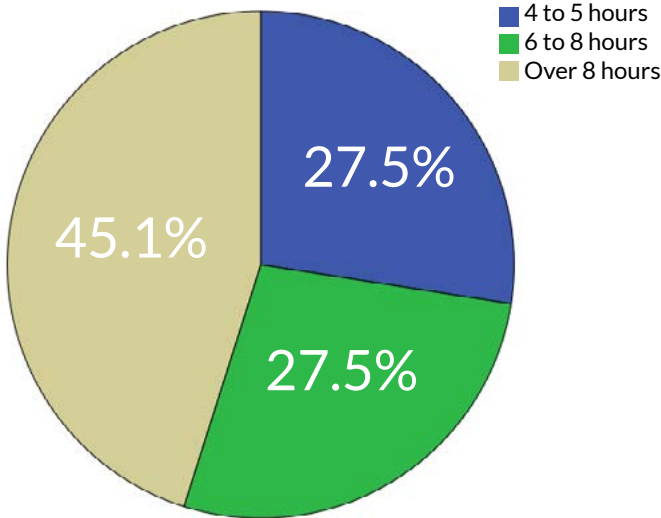


Figure 4 - All Except Hulu

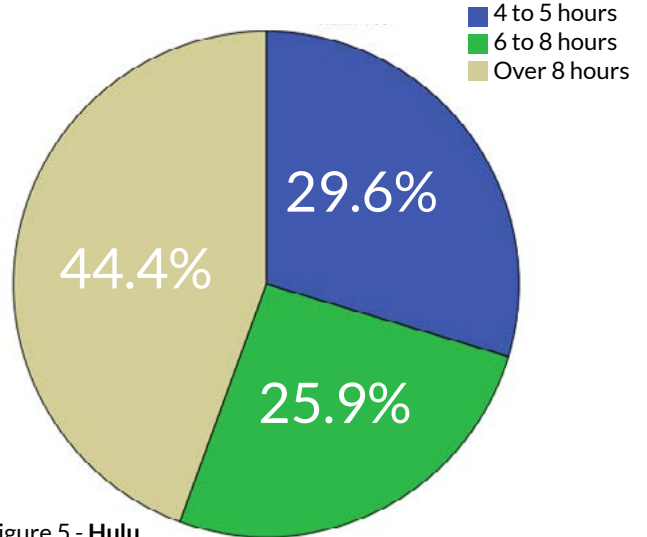


Figure 5 - Hulu

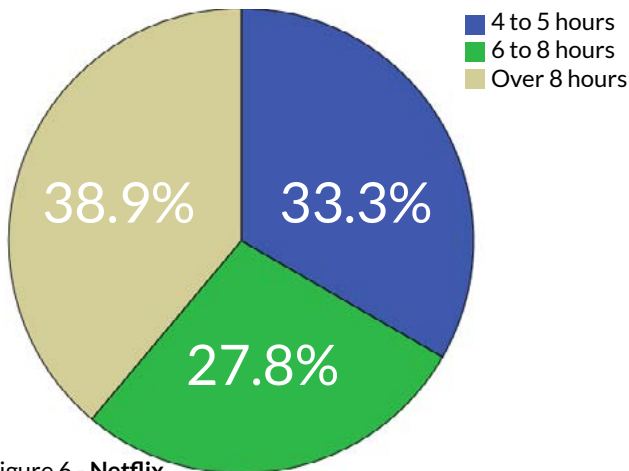


Figure 6 - Netflix

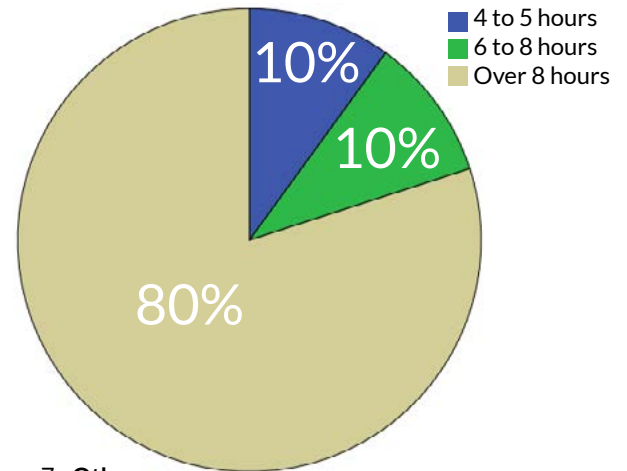


Figure 7 - Other

80% of Hulu users invest over 6 hours a week into their programming. This pattern is similar to how users treat their programming overall as well as with their competitor, Netflix. In Figure 7, all other streaming service users subscribe to are accounted for, sans Netflix and Hulu. 80% of users that subscribe to other services invest over 8 hours a week to streaming. This would be a perfect opportunity to invest time into competitive research to find what is making other streaming services so lucrative, since Hulu does not appear to pull in its users as often as its competitors.

# DATA FINDINGS

## COMPARATIVE PRICING

Pricing a streaming service should be based on provided content and what competitors are offering. Below are graphs of how Hulu compares to its competitors with pricing data contrived from survey data. The following data is drawn from the 51 screened participants.

*How fairly priced would you say your subscription is for what you are paying?*

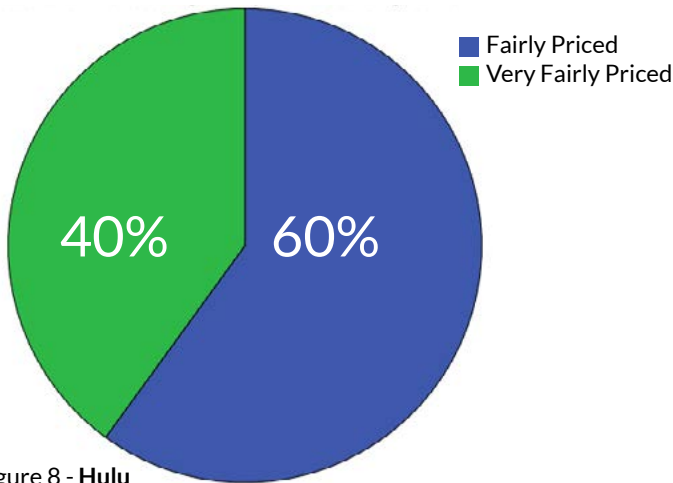


Figure 8 - Hulu

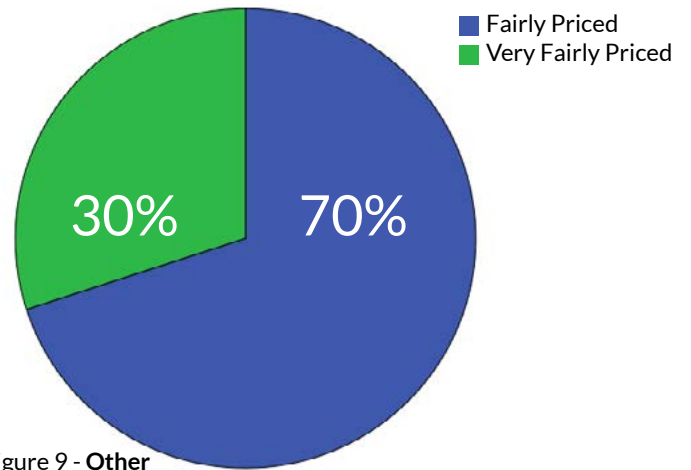


Figure 9 - Other

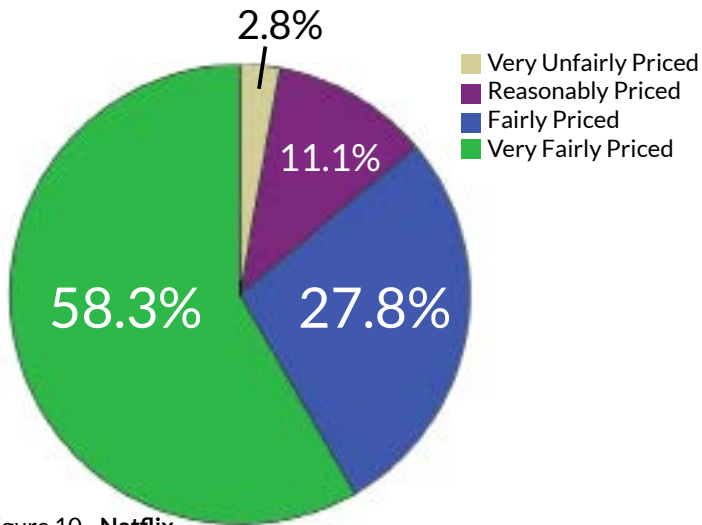


Figure 10 - Netflix

Hulu, along with its competitors, does well in the pricing game. At first glance this does not appear to be any sort of issue and could be glossed over. Follow up research should be preformed on pricing, however ,since this data did not dig deeply into the different pricing tiers that streaming services offer. For instance, Hulu user's taking this survey may have had various subscriptions. These subscriptions include no-commercials (\$11.99/mo), limited commercials (\$7.99/mo), as well as an additional add-on plan with Showtime (\$9/mo). Without consideration of these tiers, the picture of what is fairly priced and what is not cannot be accurately depicted. It may prove useful to see what users are subscribing to which plans. This should be followed by a survey that provides more in-depth questions of what is fair about their plan and if they are really are satisfied with what they pay.

# DATA FINDINGS

## KEY INTERVIEW FINDINGS

Users who passed the screener, took the survey, and also volunteered for additional questioning were interviewed. Below are key findings from the interview that reinforce data collected.

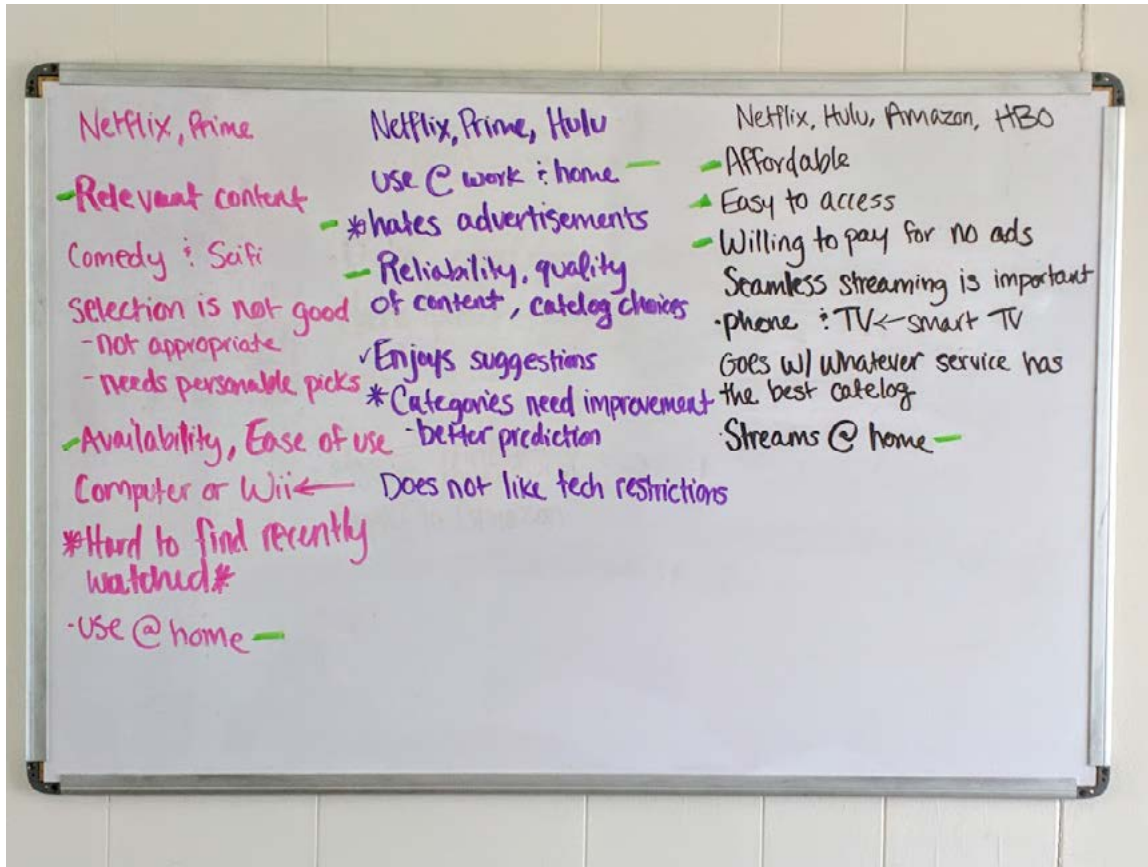


Figure 11

Figure 11 depicts rough analysis of the three interviewee responses. Common themes from respondents included ease of access, ease of access, good catalog of programs, and no advertisements. Though Hulu provides advertisement-free service, it may be worth looking into correlations between satisfaction of price, how many subscribers have limited/no advertisement service and adjust prices from there. Users were excited to talk about television series that they followed and what was great about them but when asked about recommendations they did not have much to say. Recommendations are not an area users investigated or were interested in due to suggestions and previous let-downs.

Content must be relevant to the users, which appears to be the most prevalent and important theme to consider when investigating video streaming users. Without this, users move to other services that will offer them what they are looking for. One user stated that he streamed Hulu basically for background noise at work and while at home, he streamed content that he would pay attention to which he found on Netflix. Hulu should investigate more into their competitor's catalogs and offer compelling content that will drive users toward their service.

## RECOMMENDATIONS

### INCREASED CATALOG/BETTER VARIETY

It is imperative to keep in mind the question, where do Hulu's streaming services succeed and/or fail? Keeping an up-to-date catalog of shows that stays with trends of what users are looking to watch would benefit Hulu. Though there are television shows, documentaries, and original content it appears that users interviewed enjoyed streaming Hulu as background noise. Providing compelling content that draws in the user's attention could aid in increasing viewers. Checking 3rd party review sources such as IMDb or even Rotten Tomatoes for movie ratings may aid in selecting what content Hulu should stream.

### QUALITY RECOMMENDATIONS

Users were not excited about recommendations from their streaming services. What could better this area of viewership would be a culmination of prominence on the page, better descriptions of recommendations, graphic representation, and a fine-tuned algorithm of suggestions. Quality recommendations lead to quality time invested in Hulu's product. Quality time leads to users recommending the service.

### FURTHER RESEARCH

Further research should be conducted in the areas outlined in this report; pricing, suggested content, and time invested. For pricing, research should be conducted on the different tiered pricing Hulu and its competitors offer. It would be worth gaining insight to what tier structure offers the best business-to-user relationship. Suggested content is lacking in quality and interest for subscribed users. As stated above, recommendations can be improved with placement, algorithms, and descriptions. Usability testing may prove useful to see where and what users are clicking on. It may be useful to also utilize usability testing for how users are spending their time with Hulu. If users can increase their time spent on Hulu, that may draw users away from other competitors.

# APPENDIX

# APPENDIX

## SCREENER

The following screener was utilized to dis/qualify user answers in order to gather meaningful research data.

### Video Streaming Services Survey

Complete this survey for a chance to win a \$10 Starbucks gift card  
Email [surveys@jessicastasie.com](mailto:surveys@jessicastasie.com) with any comments/concerns

\* Required

1. What is your current occupation? \*

.....

*Users that are unemployed may be disqualified from this survey if they also do not happen to be a student.*

2. Are you currently a student? \*

Mark only one oval.

Yes

No

*Users that are not students may be disqualified if they are also unemployed.*

3. How many children do you have? \*

Mark only one oval.

1-2

3-4

Over 4 children

None

*Having children or not does not disqualify a user but will separate them into a separate pool of users that may be using streaming services for children's content.*

4. What devices do you access the internet on? \*

Check all that apply.

Mobile device

Tablet

Laptop

Desktop

Gaming Console

None

Other: .....

*If users are not accessing the internet on any devices they are disqualified from the survey.*

# APPENDIX

## 5. Which video streaming services do you use? \*

Check all that apply.

- Netflix
- Hulu
- Amazon Prime
- HBO Now
- None
- Other: .....

If users do not use any video streaming services they are disqualified from the survey. This question also allows for quantitative insight on competitors.

## 6. Do you currently own or use someone else's paid account to access a video streaming service? \*

Mark only one oval.

- Own
- I use someone else's account
- I do not have or use a paid account

Out of interest for this study, only users who own a streaming account qualify for this survey.

## 7. How many hours per week do you use video streaming services? \*

Mark only one oval.

- 0-3 hours
- 4-5 hours
- 6-8 hours
- Over 8 hours
- None

Users that watch under three hours or do not watch any streaming services are disqualified from their services. It is important to look into users who are invested and engaged as they will have found what they like and dislike about their services.

## 8. How many television series do you follow (current or past)?

Mark only one oval.

- 1
- 2
- 3-4
- Over 5 series
- I do not follow any series

Having users that are invested in entertainment is important for the outcome of this survey. Users who do not follow any television series are disqualified.

## 9. What do you like about the video streaming services that you use? \*

If survey participants only give one word answers or do not feel it is important to give a thought out answer to this question they are disqualified.



# APPENDIX

## SURVEY

The following survey was utilized to collect qualitative user data on video streaming services. Participants were required to state which streaming service they were answering questions about.

10. How often do you watch suggested videos from your provider? \*

Mark only one oval.

1      2      3      4      5

---

Never                  Every time I use my service

---

11. How fairly priced would you say your subscription is for what you are paying? If you have multiples, choose the one you use more frequently. \*

Mark only one oval.

1      2      3      4      5

---

Unfairly Priced                  Fairly Priced

---

12. How often are you able to find content that you want to watch on your preferred streaming service?

Mark only one oval.

- Always
- Sometimes
- Never
- Other: .....

13. What criteria do you consider when searching for a show?

Check all that apply.

- Genre
- Ratings
- Movies
- Original content created by streaming service
- Reccomendations
- Other: .....

# APPENDIX

14. **How satisfied are you with the speed (loading time) of your preferred streaming service?**

*Mark only one oval.*

	1	2	3	4	5	
Unsatisfied	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Very Satisfied

15. **On average, how long does it take for you to choose a video to watch?**

*Mark only one oval.*

- 0-3 minutes
- 4-5 minutes
- 6 minutes or more

16. **Do you watch actively (focusing on programming) or passively (multitasking)? \***

*Mark only one oval.*

- Actively
- Actively while doing a stationary activity
- Passively
- Other: .....

17. **Do you watch suggested content from your service? \***

*Mark only one oval.*

- Yes
- Sometimes
- No
- Other: .....

18. **How relatable is the content suggested by the video streaming service of your choice? \***

*Mark only one oval.*

	1	2	3	4	5	
Unrelatable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Always Relatable

# APPENDIX

## INTERVIEW GUIDE

### INTRODUCTION

Hello, my name is Jessica Kainu and I am a user experience designer. I have been researching companies that provide video streaming services. The reason I have been doing this is to find solutions to a better user experience for individuals like yourself.

I'd like to thank you for taking time out of your schedule to meet with me today while we discuss your experience with video streaming services. The interview today will take between 20-30 minutes. If you have an answer that you want to expand upon please feel free to do so. If you do not have an answer to a question, please let me know and we will move on. Through this interview I will be taking notes. This is so I can remember important details from our discussion.

Your information from this interview today will only be used for qualitative study. Your answers today will aid in a project for my client's website. The information you provide today will be kept in a safe secure location and will not be sold to any third parties.

Today our session will be recorded. You should have received a consent form that acknowledges your participation for this interview and gives me permission to record this session. If you agree to this please sign and date the form and we can begin.

---

### THE WARM-UP

- What shows are you currently following? What do you like about them?
- What service do you use to watch them? (Cable, Streaming, Pirating)
- What genres of televisions and/or movies are you interested in?

# APPENDIX

## THE BODY

- What streaming services do you use?
- Are you the account holder for these or are you using someone else's account? Why don't you have your own account?
- Why did you choose the streaming companies that you use?
- How do advertisements impact your viewing experience
- What are your expectations of a paid streaming service? Free service?
- How do you decide which video streaming service to use?
- What do you most frequently stream?
- How do you decide which shows to watch?
- Can you walk me through how you go about selecting a video?
- What are the top three most important features of a streaming site? Why did you choose those?
- Which devices do you stream with? Why?
- What sort of content do you look for when you browse?
- What are you typically doing when you use your streaming service?
- What environment do you find yourself most frequently streaming videos?
- Why is that environment best for streaming?
- Tell me about a time you had frustration using a streaming service.
- What did you do when you couldn't find what you were looking for?

# APPENDIX

## THE COOL-DOWN

Those are all of the questions I have for you today. Did you have any questions pertaining to this conversation?

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## THE WRAP-UP

That's all I have to discuss, I'd like to thank you for taking the time to speak with me. Your answers will help find solutions to provide a better video streaming service experience.

# APPENDIX

## WORKS CITED

Goodman, E. (2012). *Observing The User Experience: A Practitioner's Guide for User Research*. Morgan Kaufmann/Elsevier.

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