UX&D - Experience Brief

Project Name: City Video App

What do we want the customer to do/feel as a result of this experience?

Customers should feel excited, delighted, engaged and at ease knowing that they can use City app to catch up on their favourite shows and watch what they want, when they want. They should know that even if they've missed an episode, they can quickly find it using the app.

Who are we doing this for?

As a mother of two, Sarah can only watch her favourite shows in her limited free time. In the past few weeks, she's been busy and missed episodes of one of her favourite shows but has finally found the time to catch up.

When she starts watching, she has to stop to take care of her kids, forcing her to start the episode over when she finds time again. Sarah is both frustrated and annoyed because it's difficult for her to find content and continue watching episodes from where she left off.

What customer insights are informing this experience?

93%

Users believe resuming a video after stopping is a critical feature in video playback app (interuptions)

87%

Users consume video on demand content in the evening between 6-9pm

Customer Quote:

BEFORE
"I'm frustrated because the experience of watching video on City isn't seamless and doesn't fit my lifestyle."

AFTER
"I'm happy and excited that the City app experience allows me to watch what I want, when I want.."

How do we create a delightful experience?

• Surface relevant content. Make users feel at ease knowing how simple it is to find the shows they're looking for.
• Proactively notify them when new episodes become available or are about expire.
• Allow for multiple device viewing/cross-device functionality.
• Allow users to resume videos after stopping.

What does success look like?

NPS lift of 'X'

• Increased video consumption and engagement.
• Increased number of app downloads.
• Improved App Store/Google Play Store ratings.
• Increased revenue from engagement/ advertising sales.