

# Hollywood Video 17784 – Guest Experience v2 – User Groups, Need States and Scenarios

Date: Monday, February 21, 2005

## **How To Use This Document**

### **Gray Models**

These models define page requirements in regards to navigation, content and prioritization of features. They serve as a blueprint for interface designers. They should be used as a visual checklist against design comps to ensure that all required interface and navigational elements are accounted for, and given the appropriate emphasis and placement. They are not intended to completely dictate creative layout or interface design including colors, font type, imagery, etc.



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# Group 1: The Foot Traffic - Low Spenders

USER EXPERIENCE PRIORITY - HIGH

## PROFILE:

### Brief Description

This group consists of individuals who, on average, spend about \$20 a year in a Hollywood Video store. This group is believed to consist of both individuals who rent from a variety of stores, and those who simply do not rent very often. For the purpose of this profile, we will focus on the Foot Traffic renter; one who rents frequently but from a number of different stores. The reason for focusing this group is to convince individuals to subscribe to Hollywood Video's online rental service and to consolidate their rental spending. On average, it is expected that this group is less expensive to service and easier to convert.

### Key Subscription Conversion Considerations

Convincing individuals that they should consolidate their rental budget, and spend it primarily with a single source, is a challenge that Hollywood Video will have to address with this group.

There are a number of reasons why customers choose to rent in-store from a variety of sources including:

- Title selection
- Title availability
- Geographic convenience
- Staff knowledge and/or helpfulness

To convert individuals in this group to online subscribers, the online service needs to address these reasons and provide a better alternative to renting from a number of stores.

### User Experience Considerations

Since members of this group may have a limited exposure to the Hollywood Video brand, it is important to communicate not only the benefits of subscribing to an online subscription service, but also the specific advantages of renting from Hollywood Video. Individuals in this group that visit the site may be trying to simply learn more about the benefits of online subscription services in general, and/or shopping the competitors to compare features and functions. (See The Value Shopper group)

In order to attract and convert multi-store renters to single-source renters, the website should provide the following:

- The largest variety of title selections
- Consistent ability to get what they want (note, this does not mean that they are able to get new releases upon street-date availability)
- Unique and engaging features that emulate and improve on aspects of the in-store experience

### Research Findings from Conjoint Analysis

103 of 1125 from Conjoint Analysis

- 49 (48% of this group) members spend 16 hours or more online per week
- Price is the most important factor in subscription decision

## USER NEED STATES:

### Expected user need states

- Justify why I should increase spending with Hollywood Video in-store and online.
- Establish how convenient the online service would be for me.
- I need to feel "cutting edge" and/or feel important as a customer to Hollywood Video.
- Need to understand how in-store and online services integrate into a complete experience.
- Give me an easy and flexible way to rent both online and in the store.
- I want to try the service out first before committing to a subscription (trial account).
- I want to know that I am getting my money's worth in the service.
- Help me understand the subscription process, queuing, ordering, and delivery details of this service.

### Primary Need States

"I'm not sure exactly what the benefits of online subscription are."  
 "Does the subscription price fit our budget?"

### Secondary Need States

"I rent from such a wide range of movie categories. My movie tastes are all over the board."

"I always pick the latest releases and get them as soon as they come out. Are the new releases guaranteed?"

"What if I need a movie at the last minute? Can I use my subscription in the store?"

"I like the idea of not having to drive all over town to find a movie."

"I am going to wait until that movie comes out on DVD to rent it?"

### BUSINESS OBJECTIVES

- Increase this group's spending with Hollywood Video
- Build brand loyalty with group
- Consolidate entertainment spending with Hollywood Video
- Measurements:
  - Spending over time
  - Longevity of accounts
  - Number of movies in queue (trend over time)
  - Number of rental coupons used (trend over time and total)
  - Types of titles in queue

## SUPPORTING FUNCTIONS AND FEATURES

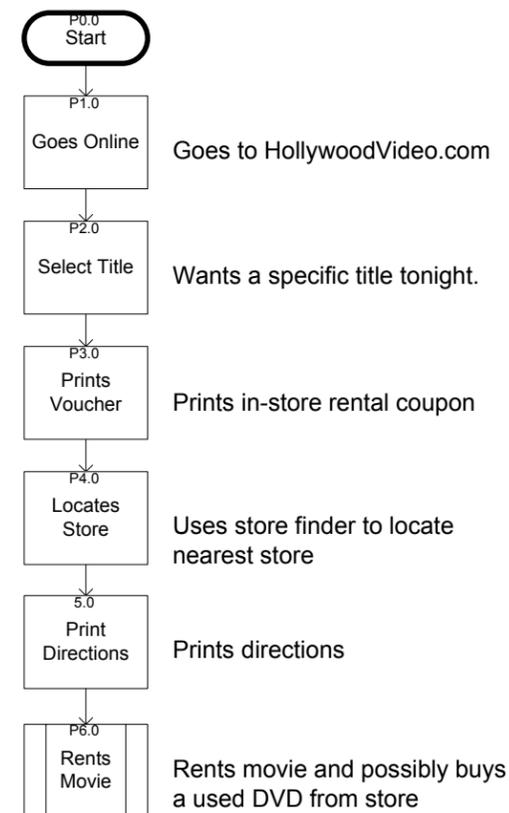
### Supporting Features and Functions

- Guaranteed title availability
- Spiff for recommending people to join the service – could provide price break and motivate people to tell their friends and family.

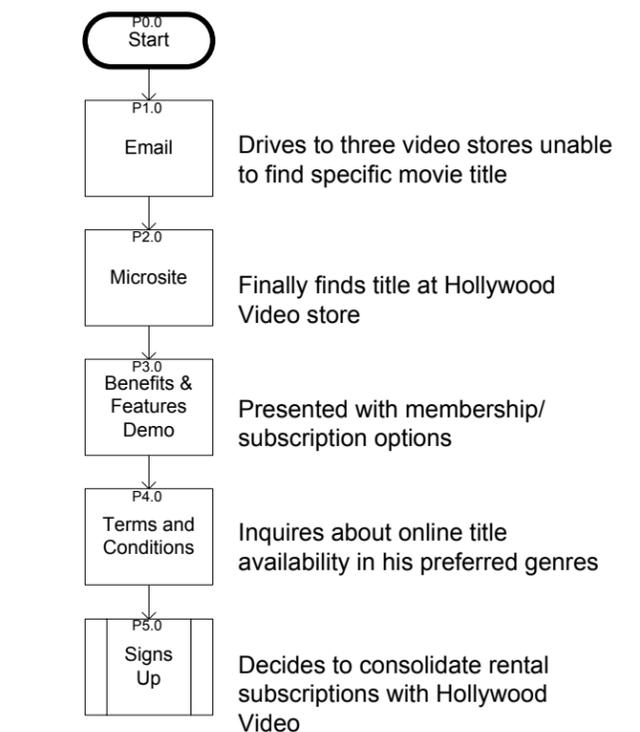
### Features and Functions Considerations

- Genre-segmented or themed rental "libraries" that mimic the niche stores
- Store integrations - kiosks in store to manage lists and support subscription conversion. Movies rented in store removed from you list, etc.

### Scenario #2 – ONLINE RESEARCH, IN-STORE RENTAL



### Scenario #1 – CONVERTS TO ONLINE SUBSCRIPTION



# Group 1: The Foot Traffic - Low Spenders

USER EXPERIENCE PRIORITY - MEDIUM

## PROFILE:

### Brief Description

Individuals in this group are loyal Hollywood Video customers and movie-viewing hobbyists who rent from Hollywood Video exclusively and/or frequently. Hollywood Video is already a key aspect of their home entertainment experience. These customers seek new and innovative ways to extend the home entertainment experience. Many have DVD libraries of their own, made up of new and/or used DVDs that they have purchased. Many in this group enjoy keeping up with the latest releases by reading reviews and other movie news.

### Key Subscription Conversion Considerations

This group will be looking for unique features that can help them manage and grow their personal DVD libraries, receive relevant title recommendations from Hollywood Video, and extend their overall home entertainment experience. Since this group is already "sold" on Hollywood Video's ability to provide for their home entertainment needs, focus should be placed on the additional benefits available to them by subscribing to the online service. It is expected that they will have a higher level of engagement with an online offering than most other groups. This group is also a good candidate for testing new and more advanced features. These are the folks that you would like to move down the "long tail"; in other words, get them to rent movies that are not just new release low-margin titles, especially since only so many new releases come out a week. Keep their queue filled.

### User Experience Considerations

Because this group already spends a good amount of time in the store and renting from the store, it is important to emphasize that an online offering has benefits in the store as well. This group will most directly be comparing the in-store experience to the online subscription services. The user experience should not only draw parallels between the in-store browsing experience, but also recognize the limitations of creating literal analogies. Focus should be placed on the excitement of renting movies, building home entertainment libraries, and learning and sharing information about movies. Keeping content fresh and exciting is critical for this group. They will likely be the users that most frequently visit the site to manage lists, read reviews, and keep updated on the latest releases. The use of rich media and movie clips is appropriate for this group.

### Research Findings from Conjoint Analysis

205 of 1125 members from Conjoint Analysis

- 152 (74% of this group) currently rent from Blockbuster
- 43 (21% of this group) rent from an online subscription service currently
- 27 (13% of this group) buy DVDs
- 113 (55% of this group) spend 16 hours or more online per week

## USER NEED STATES:

### Expected User Need States

- Need to provide features and services to assist customers and improve service experience
  - I want to be informed and up-to-date on lots of movies.
  - I browse movies directed by particular directors, and/or containing specific lead and supporting cast members. I need to find movies based on that type of information.
  - I like to receive recommended movies and movie ratings from my choice of sources so I can make a better educated decision on a movie.
  - I'm always looking for other movies with *this* actor, or *this* director.
  - I am not an ordinary movie watcher. I need access to more information and online tools than the average person.
- I want a service that allows me to rent from the store as well.
- I need to be able to add movies to my library whenever I want, preferably from the same place that I rent from.
- Occasionally I need to have more than three movie titles out at a time.

### Primary Need States

"Sometimes, I just need a recommendation."

"I am always building my home library and I love to shop and buy used DVDs."

### Secondary Need States

"I love to read detailed movie reviews. Some day I would like to write and share my own reviews."

"What I really like about renting from the store is the friendly and helpful staff."

"I would love it if I could trade my used DVDs. I have a huge collection."

"I love to read about the actors before I rent a movie."

"I understand the benefits of online rental subscriptions, and I trust that Hollywood's is the best."

"One of my all-time favorite movies is a staff selection that I never would have rented on my own."

"I am a huge Clint Eastwood fan. I want to be able to automatically rent past Clint Eastwood films"

"Three movies at a time is not enough for me. Sometimes I need four or five."

### BUSINESS OBJECTIVES

- Retain this group as customers, but still encourage in-store renting and spending
- Push older movie recommendations
- Measurements:
  - New release renting
  - Number of movies in queue (trend over time)
  - Turnaround
  - Number of rental coupons used (trend over time and total)
- Track use of search features and search criteria

## SUPPORTING FUNCTIONS AND FEATURES

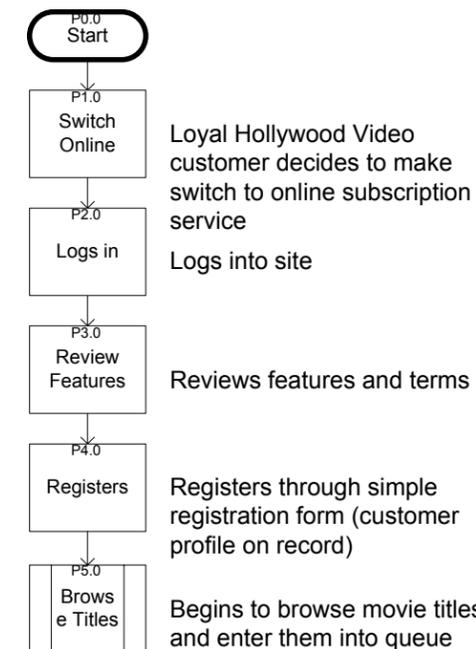
### Supporting Features and Functions

- "Rate this movie feature" that builds custom libraries and/or makes suggestions based on your high-rated preferences. "Other subscribers who like this movie also liked...". Ability to subscribe to others libraries.
- Advanced Search – user should be able to search by whatever criteria they value.
- Subscriber Reviews – allow other users to rate these reviews and reward the reviewers based on ratings and submissions.
- Multiple Close Options – rent movie, buy new, buy PV
- Queue Extension – ability to pay a nominal fee to have more than allotted number of movies out a time (monthly basis).

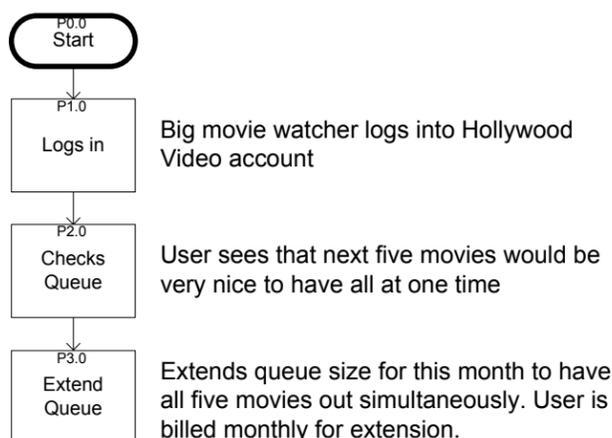
### Features and Functions Considerations

- Staff or celebrity picks – 5 - 6 of the user's top picks. See iTunes mix section. Gives contextual reference to preferences. Good way to create marketing buzz.
- Library of classic movie clips – this is to start people thinking about the next phase of downloading movies. Maybe package them in some kind of "greeting card" concept that they can share with friends to communicate a feeling or event.
- Special interviews with celebrities, sneak peaks, etc.
- Sale of used and new DVDs (choose your closing option)
- Movie swap/auctions
- Movie library value calculator
- "Smart shelves"
- Sharing feature

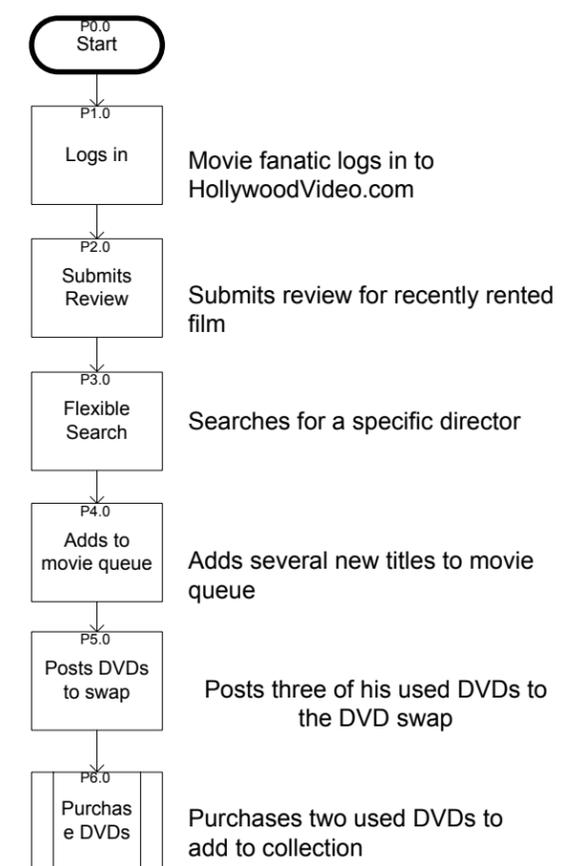
### Scenario #1 – SUBSCRIBES ONLINE



### Scenario #3 – QUEUE EXTENSION



### Scenario #2 – MOVIE AFICIONADO



# Group 3: The Family of Renters

USER EXPERIENCE PRIORITY - HIGH

## PROFILE:

### Brief Description

For the purpose of this document, a Family of Renters is defined as a household in which two or more family members make collaborative DVD rental decisions, and share the DVD viewing experience. This includes both parent(s) with children and couples without children. This profile is intended to outline user experience aspects and features appropriate to the family selection and viewing experience, but also for the collaborative decision makers.

### Key Subscription Conversion Considerations

Families often allocate set budgets for entertainment. Renting and viewing DVDs as a family/couple is a popular activity that provides affordable time together. For many families/couples it is difficult to find time to spend together and make a title selection that is appealing to all individuals. Online subscription-based services provide a format and forum which families and couples can make selections together and share ideas about what they want to view.

### User Experience Considerations

It is important to remember that families and some couples are often a diverse group of individuals that can dramatically differ in age, personal interests, web experience, and taste in movies. Therefore their expectations for the website can vary dramatically.

- Provide functions that foster the collaborative aspects of the title decision-making process including: preference sharing, debate, and compromise.
- Provide tools to limit which movies and titles users may be able to view and suggest to parents.
- Offer the option to opt-in/out of feature sets that may not appeal to all users.
- Provide a clean and intuitive user interface that the least experienced web user can successfully use, yet does not "turn off" the savvy user for being too simplistic.
- Provide a variety of title options that span a full range of genres, ratings, and subject matter.

### Research Findings from Conjoint Analysis

332 of 1125 from Conjoint Analysis

- 169 (51% of this group) are married; 66 (39% of this group) have children; 76 (45% of this group) make movie selection decisions jointly
- Among those with Internet rental experience, gender does not influence the relevance of key factors
- 79 (47% of this group) rent in a store
- 30 (18% of this group) are current online subscription subscribers

## USER NEED STATES:

### Expected User Need States

- I must feel comfortable with letting my younger child browse movies on Hollywood Video's online site, based on what content they are allowed to see or not see.
- I want everyone in my family to be able to browse and add movies to our queue.
- I need to review my children's movie suggestions before adding to our family queue. (allow profiles to add to a suggestion list with parental "approval" or addition to actual movie queue).
- Need to be able to communicate between profiles under one account, and potentially other accounts (friends/sharing).
- Need qualified justification to the value of renting online through Hollywood Video:
  - Need to feel clear understanding of subscription process, queuing, ordering, delivery, and mailing.
  - Need clear understanding of services and features provided to subscribers.

### Primary Need States

"I need to make sure that the kids can't order any movies that are rated R."

"Frequently we have trouble reaching an agreement on which movies to rent. We could really use some help."

### Secondary Need States

"Every member of my family likes something different. We need a huge selection of family and kids titles."

"It would be cool if there was a section of the site that my kids could use to make their movie choices."

"My daughter has three of her friends coming over for a sleep over on Friday. I want to make sure I have a good selection of movies for them to watch."

"Is that a movie that other families have enjoyed watching?"

## BUSINESS OBJECTIVES

- Establish online service as convenient
- Measurements:
  - Longevity of account
  - Percentage using profile accounts
  - New release renting
  - Number of movies in queue (trend over time)
  - Re-renting same titles
  - Turnaround
  - Number of rental coupons used (trend over time and total)
- Track use of search features and search criteria
- Market older titles matching family preferences via email regularly
- Encourage purchase of movies in-store or online

## SUPPORTING FUNCTIONS AND FEATURES

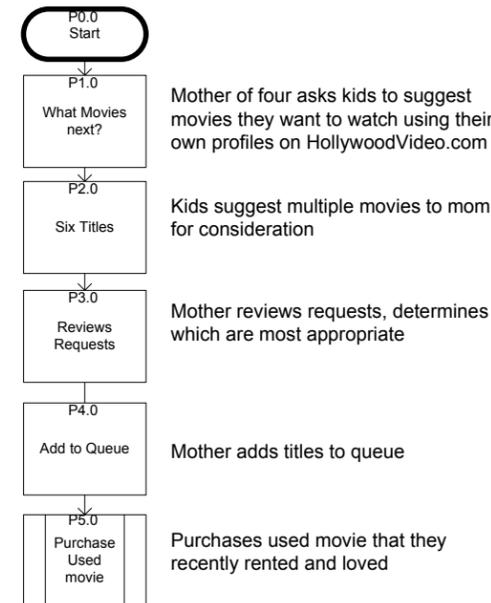
### Supporting Features and Functions

- Creating multiple accounts to contribute to the same queue, with different "permissions" levels. For instance, allow kids to add movies to a suggestion list versus directly to the queue.
- Parental ability to review movie suggestions from kids before adding to queue
- Ability to optionally purchase movie and be billed to monthly account (cashless transaction)
- Rating tools to allow users sharing profiles to prioritize and decide together
- Personal libraries and library sharing between linked members (family, or share with a friend)

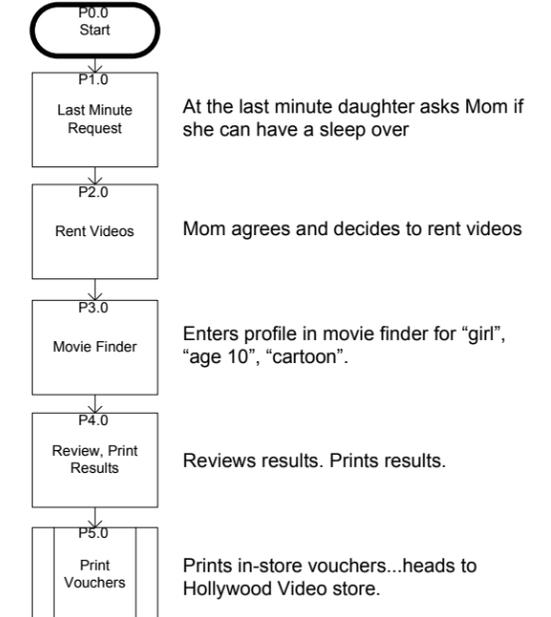
### Features and Functions Considerations

- Parent-friendly reviews of movies
- Parental controls
  - Setting ratings limit for each child
- Discussion features that allow families to collaboratively decide what titles to rent in the online environment
- Kid's micro sites - Unique UI for kids to participate in movie selections
- Purchase and rent options and notifications
- "Smart shelves"

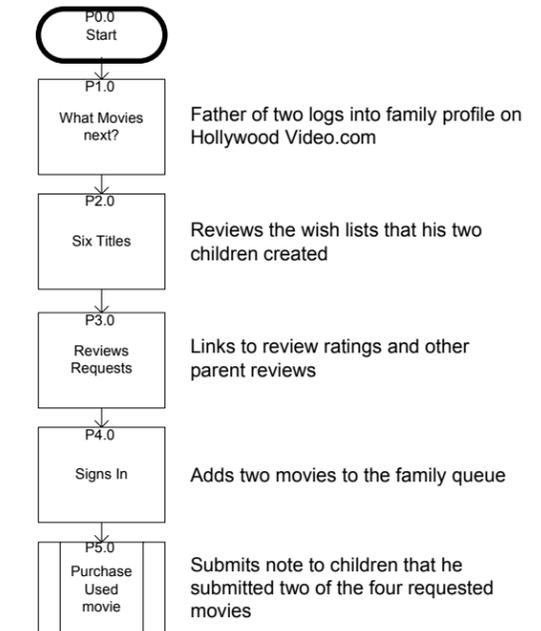
### Scenario #1 – RENTS FAMILY CHOICES



### Scenario #3 – LAST MINUTE RENTAL NEED



### Scenario #2 – RENTS FOR FAMILY



# Group 4: Young Single Adults

USER EXPERIENCE PRIORITY - MEDIUM

## PROFILE:

### Brief Description

This group includes individuals between the ages of 18-34, living either by themselves, or with roommates of a similar age. Movies viewed by this group are often viewed in small groups, and shared between friends. Renting movies and watching them with friends is an important and popular entertainment option for this group. It provides an affordable way to spend time together. Sharing thoughts/opinions on movies is also very important to this group.

### Key Subscription Conversion Considerations

Entertainment value is an important factor in this group's decision to sign up for an online rental subscription. This group is exposed to a lot of media, and has become very efficient at quickly weeding out "the legitimate players." The Hollywood Video brand is poised to appeal to this group, but must understand what this group expects from entertainment and not over extend itself to "relate." Price is also a key consideration for this group as many of these individuals are students and/or new to the work force. There are many entertainment outlets for young singles to spend their money on. These individuals are highly influenced and influential among their peers. Creating a "viral" marketing component often proves effective.

### User Experience Considerations

Young singles will most likely be the most web-savvy group; they have the highest expectations for a dynamic and engaging website experience. Most will expect a clean, easy user interface that is visually engaging and interactive.

- Multi-media is appropriate for, and expected by this group.
- Community building and information sharing between peers is important to this group.
- Keeping this group current with what movies are popular with their peers is important.
- Creating a lifestyle around building DVD libraries may be appealing. Show through examples; i.e., celebrity picks.
- This group is typically the most willing to branch out and try new things. This provides a testing ground for new concepts.
- This group is typically the best connected with each other and all forms of media. This provides opportunities to leverage integrated marketing ideas and viral campaigns.

### Research Findings from Conjoint Analysis

364 of 1125 from Conjoint Analysis

- 175 (48% of this group) are single
- 211 (58% of this group) are 18-34
- 197 (54% of this group) are the primary movie selection decision-makers
- Younger respondents aged 18 to 37 expressed stronger interest in online services vs. those aged 35 to 59.
- 69 (19% of this group) are members of online subscription service

## USER NEED STATES:

### Expected User Need States

- Input from my friends on movie selections, recommendations, and suggestions is important to me when deciding on a movie to watch.
- I want to be able to have my friends add movies to my queue too.
- I want to be able to look at my friends' movie ratings for ideas.
- If I like a movie enough, I should be able to buy it.
- I need a movie recommendation for this weekend for Guy's Night.

### Primary Need States

"I can't wait to see that movie again when it comes out on DVD."

"Check out this site...this is the coolest way to rent and buy DVDs."

### Secondary Need States

"Yeah, picking out movies can be tough. You should check out my library...I've got a ton of great movies picked out. I'll send you a link to it."

"...we have go to see this movie...check out this trailer."

"Do you guys want to get a movie tonight?"

"This is the 3rd time I've seen this movie. I love it! I should definitely just buy it."

"What movie do you want to rent for 'date night'?"

## BUSINESS OBJECTIVES

- Encourage recommending a friend to try online subscription service. Measure viral marketing success.
- Measurements:
  - Usage of account
  - Longevity of account
  - New release renting
  - Turnaround
  - Number of movies in queue (trend over time)
  - Re-renting same titles
  - Number of rental coupons used (trend over time and total)
- Market new features to this group to measure success

## SUPPORTING FUNCTIONS AND FEATURES

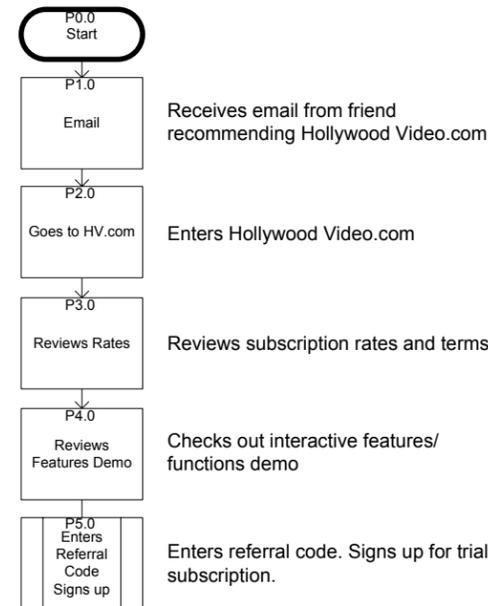
### Supporting Features and Functions

- Online DVD Marketplace – allow participation without subscription
- Shared subscriptions
- Discussion features for fostering movie debates
- Top trailers section (trailers all in one place rather than having to navigate to each movie and watch the trailer, maybe also include a list of top rented, top box office, etc. (similar to iTunes) and how you can have these feeds on your mymsn.com
- Links from browsing or viewing a trailer to go to the actual movie web site (don't want to lose them in the process, but some of the sites are pretty cool and it speaks to being "the" resource for your home entertainment needs

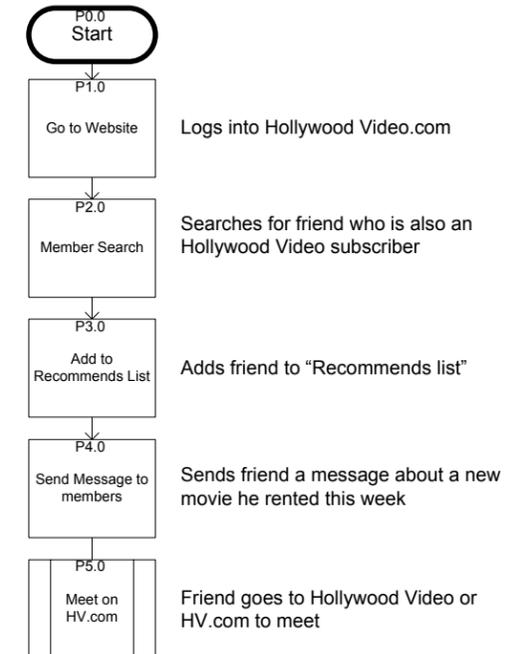
### Features and Functions Considerations

- Personal libraries and library sharing between linked members (family, or share with a friend)
- Greeting card concept for sharing funny movie clips – viral component
- Get a friend to subscribe spiffs
- Celebrity interviews or DVD favorites – build a library like [X] celebrity

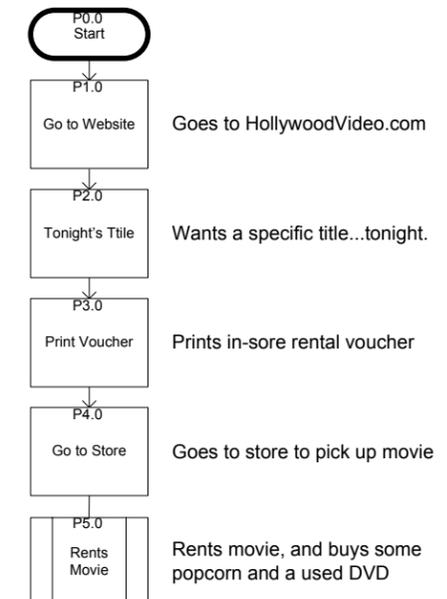
### Scenario #3 – REFER A FRIEND



### Scenario #2 – RECOMMEND A MOVIE TO A FRIEND



### Scenario #1 – DATE NIGHT



# Group 5: The Value Shoppers

USER EXPERIENCE PRIORITY - HIGH

## PROFILE:

### Brief Description

The Value Shopper is interested in learning more about the features, benefits, and associated costs of the most popular online subscription rental services. Based on the conjoint analysis, value for this group is largely established by price and what they get for that price. Some members of this group may already be subscribed to an online rental service. Other members of this group might not have seriously considered online rental subscriptions until now. Others still have a solid understanding of online rental services, and it is assumed that they intend to make direct feature comparisons of the top services in an effort to locate the best match to their needs. These individuals are often in the process of educating themselves on the benefits of such services. In essence, these are "perception" people, and must perceive the best "value" for their dollar in order to subscribe. This people in this group are already Hollywood customers, either past or present (assumed to be somewhat sporadic in their rental behavior), and thus are familiar with Hollywood Video's services and the Hollywood Video brand. As a result, many of the individuals have expectations as to what level of service they should receive from an online rental service from Hollywood Video. The ultimate goal for this group is to convert these in-store renters to online subscribers.

### Key Subscription Conversion Considerations

Hollywood Video is already perceived as a value-oriented brand due to the 5-day in-store rental offering. However, with Blockbuster's "No Late Fees" campaign, it is assumed that this value message is beginning to erode from this group. The website should extend Hollywood Video's in-store brand, upholding the friendly and helpful service, good value, and all other positive attributes that initially gained these individuals as in-store customers. The conversion of these in-store renters to online subscribers relies on the site's ability to achieve the following:

- Effectively communicate the benefits of online subscription services
- Establish Hollywood Video as the best value for the price (i.e., best service offering)
- As "perception" people, delivery of the service (especially through trial subscription) must carry out the value of Hollywood Video's offering
- Uphold the positive friendly, family-oriented aspects of the Hollywood Video brand

### User Experience Considerations

A positive first impression is very important. The time a user will spend on the site is limited and valuable. Quick and easy access to the information that he/she needs is critical. It is important to create a user experience that promotes benefits and drives subscriptions, yet allows users that have already subscribed to easily bypass this information. Site features and functions need to appeal to a diverse demographic. Potential subscribers span a wide age range of individuals with diverse backgrounds and tastes.

To be distinguished from the competition as the best choice the site should provide:

- A unique, integrated service proposition – Pay one monthly price for both online and in-store modalities (i.e., free/discounted rental vouchers with online subscription).
  - Note: On average, online subscribers rent 6.5 movies online per month, and rent another 2.6 movies in the store. With 2 free rental vouchers (as an example) offered per month, there is still a 0.6 movie per month in-store rental revenue.
- A robust set of features and functions unique to Hollywood Video.
- An extremely user-friendly and engaging "destination" that reflects Hollywood Video's in-store brand.
- A user experience that is flexible enough to meet the needs of a demographically diverse target group.
- Support for offline marketing efforts.
- An interface that does not alienate in-store renters by overselling or belittling the in-store rental experience, but rather supports in-store renting as well, as part of a holistic entertainment package.

### Research Findings from Conjoint Analysis

486 of 1125 from Conjoint Analysis - actively considering or show interest in renting online

- 418 (86% of Group A) rent from video store
- 138 (28% of Group A) of those rent from Hollywood.
- 68 (14%) of online households with DVD players are open to online renting.
- 233 (48% of Group A) spend 16 hours or more online per week.

## USER NEED STATES:

### Expected User Need States

- Justify why I should use Hollywood Video's online subscription service, especially over the other online rental services.
- Explain why I should use an online rental service instead of just renting in the store.
- I need to have the flexibility of renting in a store too.
- I do not want to add another separate method of renting movies. I need this service to work for me as my central at-home movie rental service; both in the store and online.
- I have to try the service out before committing to paying monthly for it.
- I would more likely try out the service if I could try it for awhile at a discounted rate.
- I like Hollywood Video stores, but I need to know that the same customer service and values of the store are carried out online as well.

### Primary Need States

"A friend of mine has an online video rental subscription. I wonder if that is a good option."

"How much does a subscription cost, and what are the terms?"

### Secondary Need States

"How long will it take to get my movies?"

"There seems to be a lot of different online services out there. What does Hollywood offer that the others don't?"

"What if I can't wait for the movie to show up in the mail?"

"How does this whole online rental thing work?"

"I need to know that ordering online is safe."

"Is the movie selection online as good as it is in the store?"

## BUSINESS OBJECTIVES

- Provide compelling value proposition for Hollywood Video service
- Establish Hollywood Video as a substantial offering in marketplace
- Substantial and sustained conversion rate
- Track conversion to trial account, conversion by promotion, or direct conversion. Measure campaign segmentation to determine campaign effectiveness
- Profile users coming from existing online subscriptions

## SUPPORTING FUNCTIONS AND FEATURES

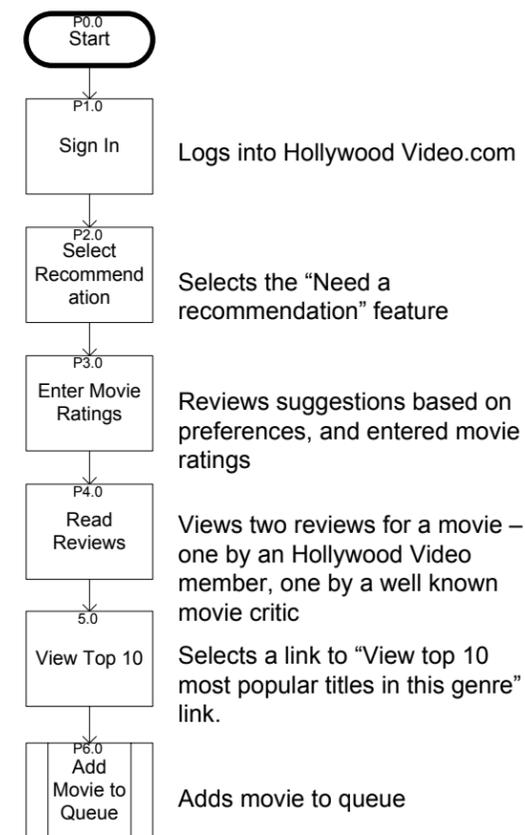
### Supporting Features and Functions

- Site tour
- Features and benefits demo
- Testimonials

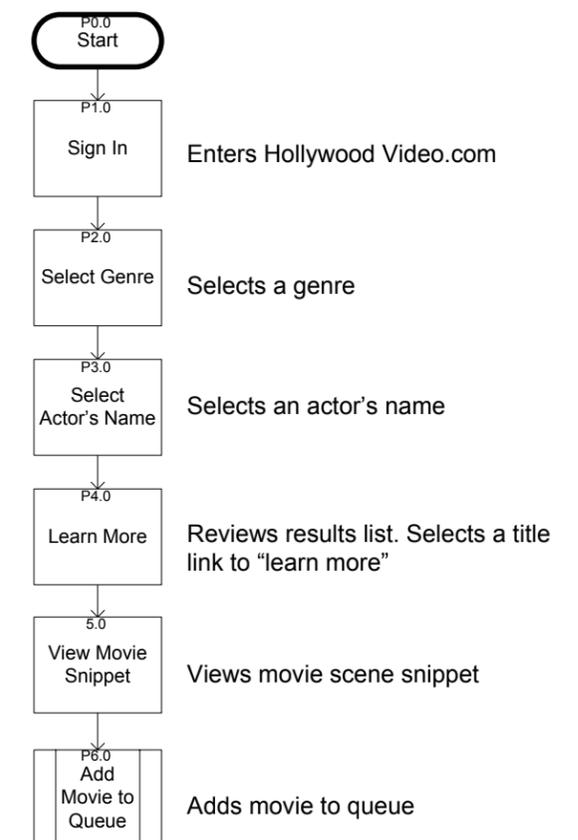
### Features and Functions Considerations

- Provide various UI packages - Allows users to choose from a number of "channels" that vary in functional complexity and robustness
  - Beginner/seeker
  - Experienced/browser
  - Aficionado/reviewer
- Value vs. service offering

### Scenario #1 – NEEDS A RECOMMENDATION



### Scenario #2 – LOOKING FOR A MOVIE BY CATEGORY



# Group 6: The Browsers

USER EXPERIENCE PRIORITY - MEDIUM

## PROFILE:

### Brief Description

Often this group does not have a planned movie choice in mind and spends their time in the store to find the right selection. Typically, he/she either has hopes of discovering a title on their own ("Happy Accident"), or they are looking for something to influence their decision. Similarly, upon arrival to the site, an individual from this group does not specifically know what movie title he/she wants to rent. Therefore providing the opportunity for the "Happy Accident" to happen online is imperative. It is similarly important to note that this group may not always want to browse. At times, they may also have specific title requests, (see The Seekers group) even within the same site visit. The goal for this user group is to provide functionality that allows these customers to explore titles based on a variety of criteria they provide, progressively search for movies (such as, find a movie with a particular actor, then find other movies with that actor) and/or provide suggestions through various recommendation functions. Additionally, the value of the service must be recognized at all times, as Browsers are less loyal and more likely to continue to shop around if they question the value of the service.

### Key Subscription Conversion Considerations

Customers interested in making title selections by browsing will most likely be interested in reviewing the site's functional capabilities and feature sets. More specifically those features dealing with the following:

- Recommendation and suggestion tools
- Movie reviews and comparisons
- New release wall
- Sort by features (actors, directors, and other criteria)

Demonstrating the existence and usefulness of such features is critical to addressing this groups needs, and converting them to online subscribers.

### User experience Considerations

Browsing in a video store is all part of the rental experience. The online experience lacks much of the sensory appeal that visiting a store has, but provides an opportunity for an information-rich environment that many stores lack.

In-store browsing activities include:

- Randomly walking the aisles or by genre, new release etc.
- Soliciting staff member's help
- Listening to conversations that can be overheard between staff members, customers, and staff and customers
- Video monitors playing movies

The website might support these methods in the online environment in the following ways:

- Ability to browse by a variety of movie attributes, i.e., genre, actors, director, etc. Browse categories should be intuitive and relevant
- Suggested titles should be available but optional or unobtrusive to the selection process once a customer decides on a title
- Access to friends and family recommendations via shared libraries
- Indirect recommendations based on inter-movie relationships or suggested based on other member's preferences

### Research Findings from Conjoint Analysis

448 of 1125 from Conjoint Analysis

- 228 (51% of this group) are married
- 175 (39% of this group) have children
- 202 (45% of this group) make movie selection decisions jointly
- 58 (13% of this group) are current members of online subscription service
- 233 (52% of this group) are online 16 hours or more per week
- Among those with Internet rental experience, gender does not influence the relevance of key factors

## USER NEED STATES:

### Expected User Need States

- I need to be able to take my time and search for movies at my leisure.
- Just like in the store, I want to be able to progressively look for movies online without dead ending in my search.
- I sometimes browse movies by genre, but also sometimes look by movie title, director or actor. I need to be able to search online the same way.
- Usually I need a good movie recommendation from someone based on the mood I'm in, or based on a few other movies I might be considering at that time.
- Sometimes I can't remember the name of a movie that I want, but remember a movie that had the same director or starring actor. I need the ability to find movies by common or related individuals.
- I need to be able to add movies easily to my queue once I make a decision.

### Primary Need States

"I love movies like that. I wonder if there are other movies like this one."

"Sometimes, I just need a recommendation."

### Secondary Need States

"I would love to see one of the other movies he directed."

"What do other people who like this movie watch?"

"Is she in that movie?"

"I really rely on movie reviews to guide my selections."

## BUSINESS OBJECTIVES

- Market recommendations based on rental history
- Avoid "churn" with this group
- Measurements:
  - Repeat visits to site
  - Duration of time on site
  - Percentage of visits where user added to queue
  - Overall usage of account
  - Longevity of account
  - New release renting
  - Turnaround
  - Number of movies in queue (trend over time)
  - Number of rental coupons used (trend over time and total)

## SUPPORTING FUNCTIONS AND FEATURES

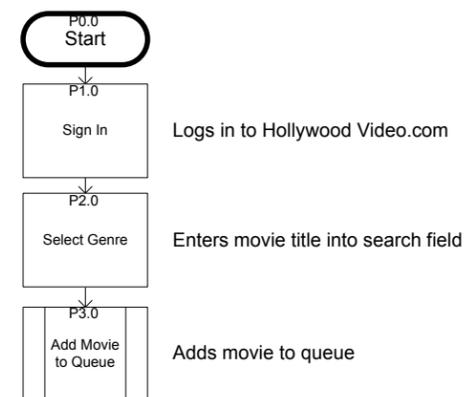
### Supporting Features and Functions

- New release wall with box art
- Powerful search options, and ability to progressively search for a movie (i.e., from movie detail page, "show me all other movies with this actor") to avoid dead-end for user
  - Google Suggest-like search
  - Google Appliance - Google search engine for movie titles
- Provide robust and intuitive movie catalogs
- Recommendations by "activity," such as "date night," "kids entertainment," "movie night with the guys," etc.
- Purchase and rent options and notifications

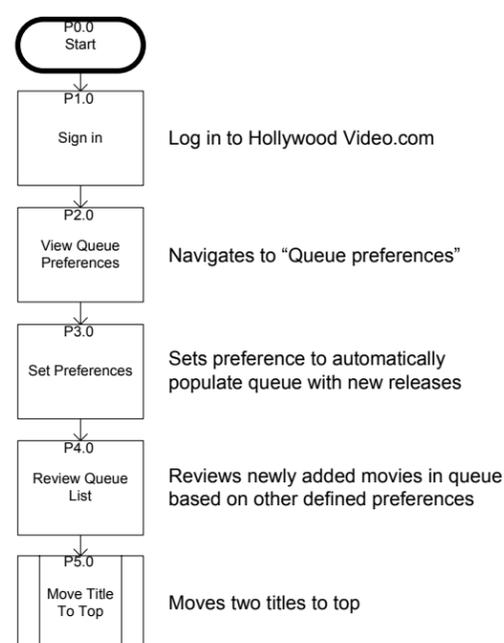
### Features and Functions Considerations

- Newspaper, magazine, and television reviews
- Shared libraries with friends and family recommendations
- Third-party reviews
- Movie trailers access to newsgroups, online reviews, and third-party reviews
- "Smart shelves"

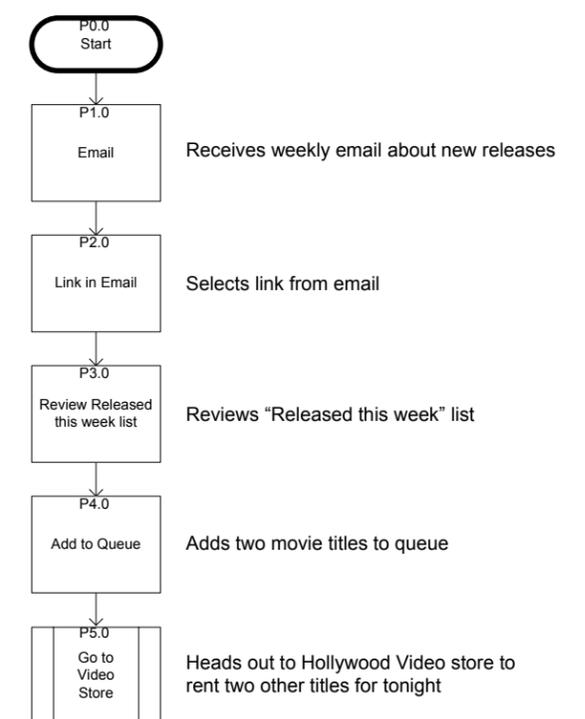
### Scenario #1 – LOOKING FOR A SPECIFIC MOVIE



### Scenario #2 – AUTOMATIC QUEUE



### Scenario #3 – LATEST RELEASES



# Group 7: The Seekers

USER EXPERIENCE PRIORITY - MEDIUM

## PROFILE:

### Brief Description

The Seekers know exactly which title they want to rent and quickly find the title and secure it. Some members of this group are motivated by new releases and want to be notified when these come out. These individuals are on top of making sure that they are the first to see the new releases. Others in this group simply have no desire to spend time browsing, reading reviews, and looking for recommendations. They know their movie tastes, and know what they want. It is important to note that this group may not always want to seek, and that they may also have the desire to browse (see The Browsers group), even within the same site visit.

### Key Subscription Conversion Considerations

The seeker is looking for the service that can ensure that new releases are available as soon as possible and are guaranteed to be in stock. This group will likely be assessing the site to make sure that they can quickly and easily find specific titles. Automated features that add new releases to rental lists or build “smart shelves” based on specified preferences may be appealing to this group since they are interested in spending less time online, and more time watching movies.

### User Experience Considerations

These users may not be as web savvy and are not aware of the benefits of some of the site features. Educate users on site functions without allowing the education to get in the way of direct title rentals. Provide ability to quickly search and accurately find titles based on a wide variety of search criteria. Keep interface uncluttered by providing an option to “opt-out” of features and functions that the user is not interested in taking advantage of. Provide option to automate features on the site that minimize time needed to manage lists. If recommendation engines are provided, make sure suggestions are relevant.

### Research Findings from Conjoint Analysis

367 of 1125 from Conjoint Analysis

- 117 (32% of this group) are current members of an online subscription service (highest of all groups).
- 195 (53% of this group) are online 16 hours or more per week.
- Turnaround time and how soon movies are available after release is much less important than price.

## USER NEED STATES:

### Expected User Need States

- It's important to me that an online service is catering to and providing information to me about my interests in movies.
- I need to be able to find a movie quickly, based on whatever I want to search on (flexible movie search tool to breakdown a search based on preferences, genres, directories/actors, ratings, etc.).
- Do not overwhelm me with too many links or clicks to find a movie or movie type that I'm interested in (movie classification and grouping is logical and pertinent).
- Help me easily find other movies with a certain actor in it.
- Inform me of new titles or recommendations that are pertinent to me.
- I need to be able to easily add movies with one click from a movie recommendations email I receive.
- I need as minimal information as possible displayed to me, based on what I want to see.
- As a busy person, I need to access my queue quickly, easily, and in flexible manners.

### Primary Need States

“I always head right for the new release wall. I have to see the new releases before all my friends.”

“The less time I spend looking for a movie the better.”

### Secondary Need States

“I like the idea of online rentals, but what if I want to watch a movie that I don't have yet...tonight?”

“Give me the latest action movie and I am happy.”

“Is this movie available?”

### BUSINESS OBJECTIVES

- Avoid “churn” with this group
- Push very pertinent recommendations to user via email
- Measurements:
  - Repeat visits to site
  - Responses to targeted emails
  - Duration of churn
  - Duration of time on site
  - Percentage of visits where user added to queue
  - Overall usage of account
  - Longevity of account
  - Turnaround
  - Number of movies in queue (trend over time)
  - Number of rental coupons used (trend over time and total)

## SUPPORTING FUNCTIONS AND FEATURES

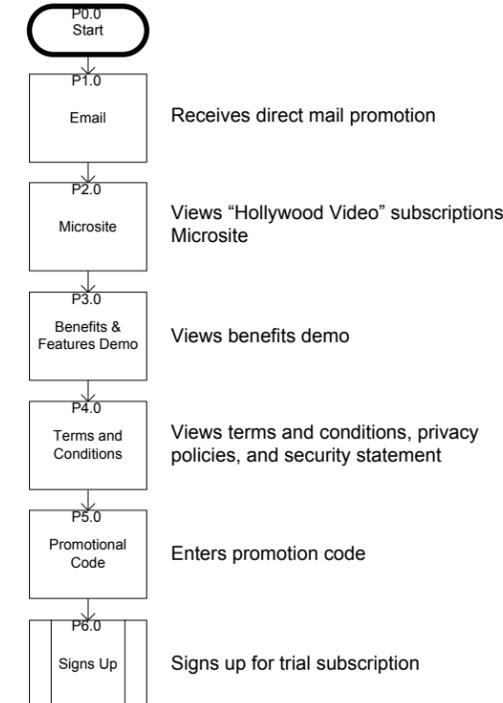
### Supporting Features and Functions

- Google Suggest-like search.
- Google Appliance - Google search engine for movie titles.
- Accurate key-word searches for a variety of attributes, e.g., titles, actor's names, genres etc.
- Automatic new release notification or list population to automate “seeking.”
- Automatic recommendations emails with one-click “Add to My Queue.”
- Advanced search functionality.

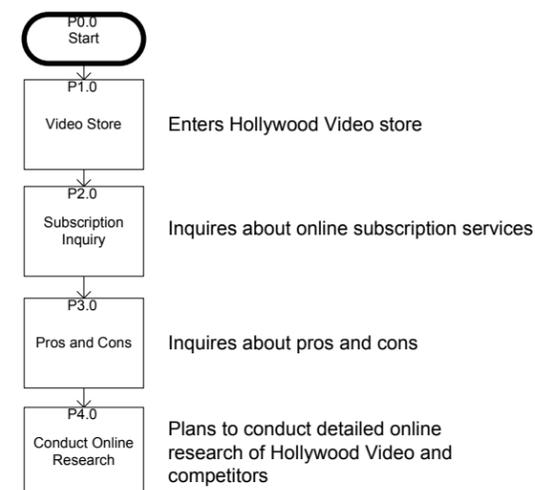
### Features and Functions Considerations

- “Smart Shelves” – receive email notification when new movie appears in Smart Shelves.
- New release notification
- New release wall

### Scenario #2 – REVIEWING FEATURES AND TERMS



### Scenario #3 – ASSESSING VALUE



### Scenario #1 – SHOPPING COMPETITORS

