

# Usability Research: Android App

## April 2017

Conducted by: Amit Ayre  
amitayre@theviralfever.com

### User research and data

I conducted interviews with 27 TVFPlay users to get a better understanding of whom I was designing for: What does a typical TVFPlay user look like? What are their reasons for using the app? What keeps them coming back? I conducted these interviews over the phone. I asked the users 20 questions & collected their responses in this [sheet](#). Each user was then asked to fill up a [form](#), collecting their suggestions on the app improvement.

### Target Audience Demographics

- Key points
  - All of the users that I spoke to were male.
  - Although the age group varied all the way from 14 years to 30 years, 90% of the users were between 20-25 years range.
  - About 25% of the users are currently working. Rest 60% are studying engineering & 40% are doing their degree in either MBA, MBBS or CA.
  
- Personas of a typical TVFPlay user



### **Sunil choudhary**

**Age: 20**

Sunil is a 20 year old B-Tech student from dehradun, located the Indian state of Uttarakhand. Sunil is cricket lover. He plays as a fast bowler in his DIT University (Dehradun Institute of Technology) cricket team. He is currently in the 2nd year of the course. Sunil can talk in English but prefers talking in Hindi. He uses Youtube, Facebook, Instagram on his HTC android phone for entertainment purpose.



### **Shivakumar Manakoji**

**Age: 30**

Shiva is an engineer by profession. He has worked in Cisco, as a network engineer for over 2 years now. Originally from belgaum, Shiva moved to Bangalore about 10 years ago. He uses Hotstar, Youtube, Amazon with prime membership along with TVFPlay app for entertainment on his new MI4 android phone. He is not a social person, keeps himself away from posting on social apps & watching the mainstream media content (No TV, always connected to internet).

## Key findings

- I asked what they liked about TVFPlay app & what do they coming back for. These were their top 3 reasons:
  - Like watching shows & videos on the app
  - App lets me download videos & watch while travelling
  - For entertainment
- I collected about 50 adjectives describing how TVFPlay makes them feel. The top 3 adjectives were: *Entertaining, Refreshing, and Cool.*
- I asked users how often they visit the TVFPlay app in a week.
  - 80% of users said they visit the app only when they receive a new release notification from TVF. Otherwise they do not open the app.
  - About 20% of users who were at home studying said they use the app everyday, between their study breaks.
  - **About 90% of users felt that they have already watched all the TVFPlay videos that are currently on the app, so nothing “New” to watch there.**
- The app features that being used the most are as follows:
  - Continue watching (85%)
  - Search for a series/video (67%)
  - Read comments (67%)
  - Watching videos in Landscape mode (63%)
  - Notifications (59%)
  - Download videos/ Offline watching (56%)
  - Like videos (48%)
  - Watching recommended videos (48%)
- The app features that are being used the least are as follows:
  - Chromecast (10%)

- Watchlist (10%)
  - Update profile/Change settings (15%)
  - Watching videos with Subtitles (30%)
  - Watching videos in Portrait mode (33%)
  - Share videos (33%)
  - Comment on videos (37%)
- Most preferred entertain app (video) on the phone is Youtube for the 90% of users. 92% users ranked TVFPlay as one of the top 3 entertainment apps used on their phone. The other apps used were
    - Hotstar 50%+ (cricket only in most cases)
    - Reliance Jio TV 10%
    - Netflix 10%
    - Amazon Prime 7%
    - Also featured FB, Instagram, Voot, Saavan, SonyTV, balajiALT
- Login preference
    - 48% use Facebook login
    - 37% use Google login
    - 14% use Email ID
- 100% of users said they never sign out of the app once logged in.

## Homepage feedback

I asked users to describe the contents of the homepage starting from top to bottom without looking at the app. Results are as follows:

- 100% of people said that the hero image carousel at the top is where the latest releases are displayed.
- Most recalled channel rows
  - *TVF Originals*
  - *ScreenPatti*

- *Giriyappa (not from TVF stuff)*
- *TVF Qtiyapa*
- Most recalled shows
  - All from originals (*pitchers pr HY are common in all comments*)
  - *Concon studio*
  - *Son of Aabhis*
  - *Old serials like Dekh bhahi dekh, Bomkesh Bakshi*
- Search & notification icons were correctly recalled.
- Fans of screen patti said they have to scroll a lot to find the older episodes.
- 3 users said there is a navigation icon (hamburger) for menu on the top left corner. (we have user icon there as of now, must be confusing the app with the website).

## Profile page feedback

I asked users to describe the contents on profile section starting from top to bottom without looking at the app. Results are as follows:

- **More than 50% of users said they have never tapped on the profile icon.** Mostly because it is my own profile & there is nothing to do there other than changing settings & updating info etc.
- Only 15% of the users remember all the components of the profile page.
- 45% of users remembered that the My Downloads section appears after tapping My Profile.

## Watchlist feedback

- One user said he actively uses the watchlist feature in order to save videos he wants to download in future.
- **82% users said they never used the Watchlist feature because**

- They have already watched all videos on the TVFPlay app. Nothing is left is to watch anymore.
- As soon as a new video is published, they either download it offline or watch it as soon as it gets published.
- 100% of these users said they rewatch serials like PR/Pitchers. The word they used was my favorite series or my favorite scene/dialogue. In most cases, the serials are downloaded & saved for offline as it is more convenient while travelling (low connectivity in metro) & also saves data.
- As a concept, watchlist is understood by 100% of users.

## **Downloads feedback**

- 100% of users are aware of the download icon is located on the episode page just under the video.
- 70% of users said they use the download feature.
  - Positive feedback on download process:
    - Comfortable with downloading process
    - Easy to locate button, easy to tap
  - Negative comments on download process:
    - Can not see how much % is downloaded
    - After downloading, if I search for a video, it still buffers & streams from internet. If I have downloaded the video, then don't eat my bandwidth again.

## **Video player feedback**

- Most recalled functions (other than Play/Pause)
  - Quality
  - Fullscreen
  - Forward/Rewind 10 seconds
  - Share

- Download
- Video watching on big screen VS mobile
  - 45% users watched videos both on desktop/laptop & mobile app.
  - 70% users explicitly mentioned that they preferred watching on mobile app instead of the website. Most users said they preferred watching on mobile because of the privacy. Also, they like the download option which is app only.

## Content rewatching

- 100% of users said they rewatch some shows/videos. Most rewatched content on the app is as follows:
  - *Pitchers (100% users)*
  - *PR, Tripping, HY, Father's*
  - *Clips/Scenes/Dialogues from pitchers*
  - *Like rewatching the funny moments from Pichers, PR, Tripping, HY.*
  - *Concon studio*
  - *Qtiyapa videos*
  - *Daaru pe charcha*
  - *Screenpatti*
  - *Aadhar 21*
  - *Barely speaking*
  - *Tech conversations with dad*
  - *Bachelor*
  - *Rowdies*

## Channel stacks feedback

- Channels concept is not understood by 90% of users.
- Most users mixed channels with original series.

- Most users answered
  - *Screenpatti*
  - *Giriyapa*
  - *Fundacurry*
  - *Original*
  - *Qtiyapa*
  - *Concon studio*
  - *Timeliners*

### **What do users like about the app?**

- Apart from the content, I asked users what do they like about the TVFPlay app.
  - Lets me download videos & watch them offline/while travelling
  - Easy to use
  - Simple design with good colors, nothing confusing, or out of ordinary
  - Small brother of Youtube. Use it to watch the videos that don't get released on the Youtube app.
  - *Common comment on UI - Only if you come with new activities and stuffs then you could think about new modules for app otherwise it's all what is needed.*

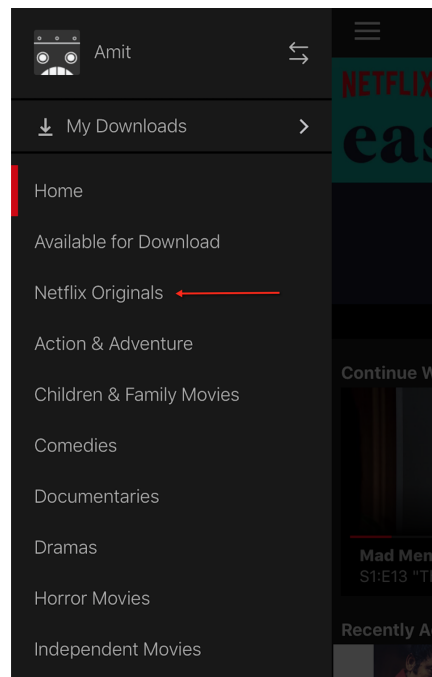
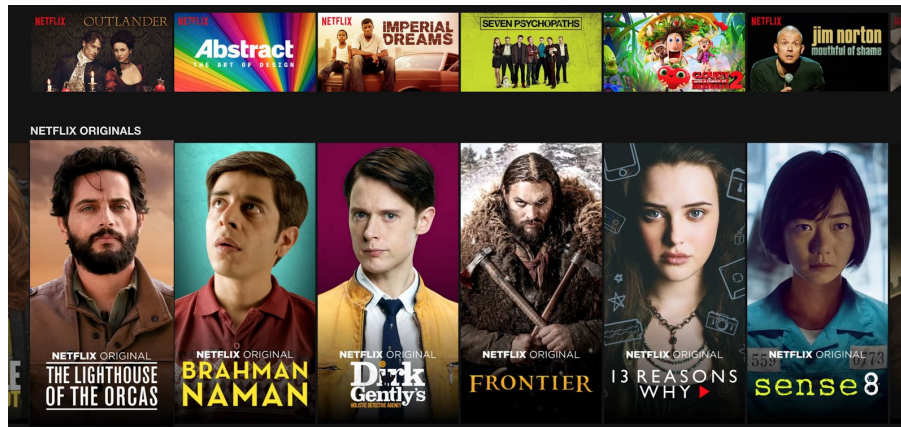
### **What do users dislike about the app?**

- What users complained about the most:
  - All TVF videos are not in one place. The old videos are still on youtube.
  - **The new videos from Giriyapa, Screenpatti, Fundacurry etc. videos don't come to TVF app.** Video notifications of all videos from tvf and other youtube channels of TVF should arrive from TVFPlay app.
  - Search does not find anything for *Screenpatti/TVF originals*.
  - Home page is very long. Have to scroll a lot to the older videos. Clean up the home page
  - For the saved offline video, the verification process takes forever especially when the video quality is high.
  - While downloading, the video it does not show progress.
  - Swipe action don't work. Difficult to reach profile (downloads).

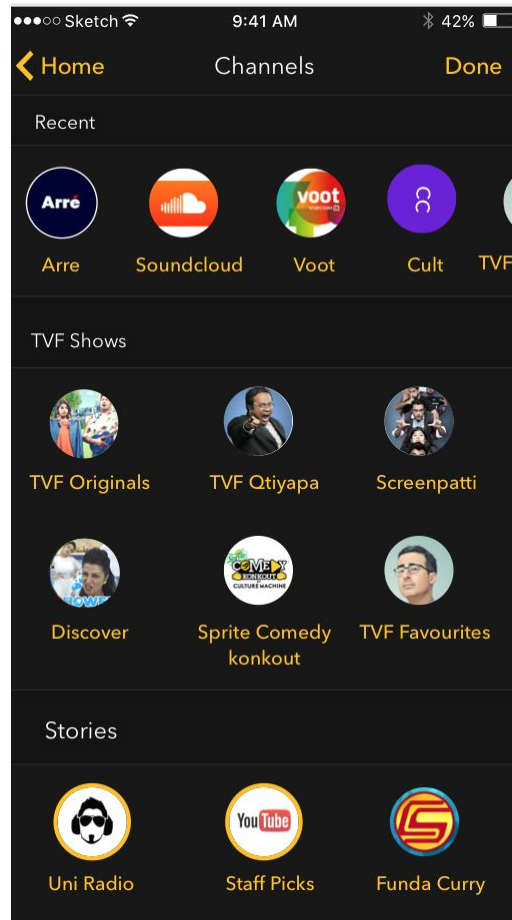


## My suggestion on improving the overall usability

- *TVF Original* shows are cherished, watched, rewatched & remembered as a source of inspiration in daily life by mostly all of the users I spoke to. I feel we need to visually differentiate between the Originals & rest of the content on the app. This will give them more prominence over rest of the content. For any new user signing up f will be sure to notice these Originals. See the example from Netflix below:



- Channel concept needs to be enhanced. By having simple pull down for all channels may resolve in getting users navigating easily to the channel of their choice. Currently they do have to scroll a lot to get to channels like *ScreenPatti*, *Giriyaapa*. Screenshot of the suggested concept below:



- Users did complain about not having all the TVFPlay content on the app. The newly released *Screenpatti*, *Giriyaapa*, *Timeliners* videos could be pushed on to the app (these only release on Youtube at the moment). Notifications for those will need to be sent to only the users who subscribe for those specific channels. Adding a subscribe feature will help in sending targeted notifications.
- Search needs to be improved in a way that users can find channel content by typing channel name in the search box. Currently *Screenpatti* search shows no results page.

- Clubbing videos by actors could help the content discovery. Most users spoke about their admiration for *Sumit, Navin & Vipul*. Short clips tagged by actors would certainly help.
- Watchlist should be renamed to Favorites/Bookmarks. Along with the full length videos, saving video clips (created by other users) should be allowed in this section. Sharing favorites list with others in-app & on social media should be allowed.
- Music section with download for each track needs to be re-looked at. During interviews, more than 3 people complained about the music download issue.
- 80% of users said they open app only when there is a notifications from TVF. Having a notification for a daily digest that is sent out to all the daily digest subscribed users will improve the app visits.
- 90% of users who feel they have already watched all of TVF's content may not be true. Solutions could be as follows:
  - Changing serial/video thumbnail images may trigger in changing this perception.
  - Having videos auto play will help in content discovery. Currently we display a blank screen after the video plays out. Instead of this, we must autoplay the next recommended video that user hasn't watched. Currently users close the app after the video stops playing. That habit needs to change in order to improve the retention numbers.
- Profile section is not getting much views at the moment. Possible fixes
  - Move the icon to right.
  - Have left swipe enabled to reach profile quickly.