

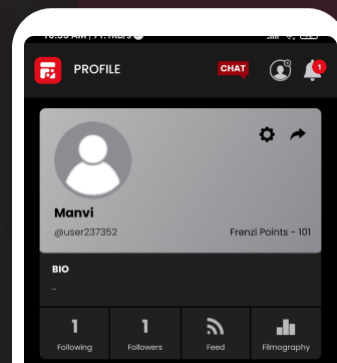
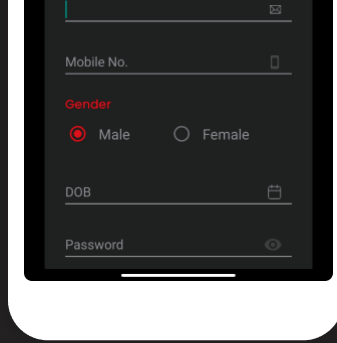


worxwide
› design consulting

**Designed and transformed
an OTT discovery platform
for a leading entertainment
startup**

About the platform

It is a discovery based social network platform that helps user discover content across platforms, rewards them for their interactions and celebrate the best of cinema.



Problem Statement

As stated by the users

The users do not find the search on the app optimum, they feel that 'search tab doesn't give answers unless you type everything'

Users find it difficult to make friends on this platform

The Frenzi users feel that the process of how to earn points is not mentioned on the application.

Some users also stated that 'Cannot play games on Frenzi'

Frenzi users also stated that the app becomes so slow sometimes and It's not data friendly.



Problem Statement

How might we transform an OTT platform into a community led platform?



‘Community runs the platform’

The renewed vision statement

How did we solve it

Double diamond

Discover

Define

Ideate

Deliver

Onboarding	
App Accessibility before signin	
Preferences	
Signin Info	
Home Feed	
Personalized Stacks/Lists	
Watchlist	
Review Format	
Movie Details	
Platform Rating System	
Search	

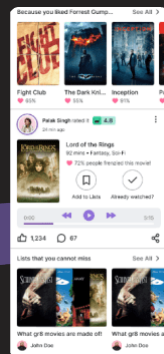
- Cognitive Walkthrough
- Pre heuristics
- Competitor analysis
- Content Search Behavior
- Survey
- User Interview
- Heuristics



- Information Architecture
- Wireframing
- Low fidelity mockup/
- High fidelity mockup



- Persona scenarios, user profile,
- Perona, MoSCoW



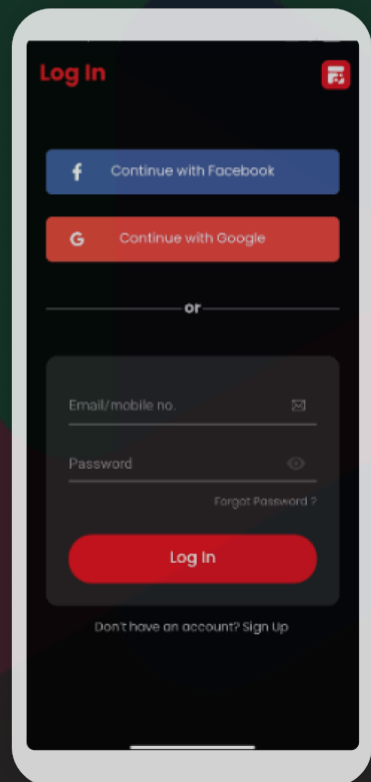
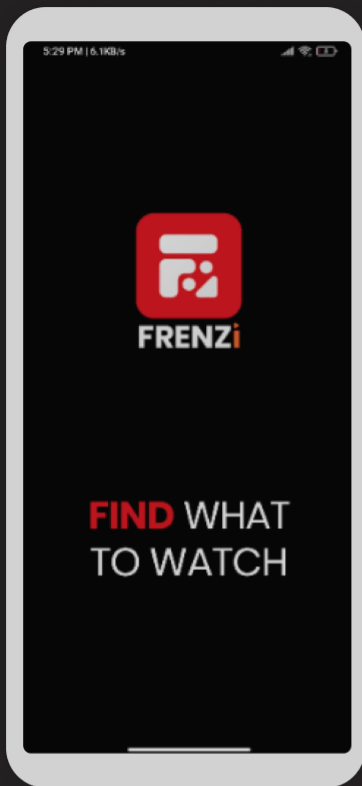
- Prototype
- Usability Testing

Cognitive walkthrough



Inferences

The usability issues were highlighted through a **35 min walkthrough session** of a first time user, who **found difficulty in understanding and navigating** the product, To identify why these issues arose, the team had to do a pre-heuristic analysis



Product Pre-Heuristics

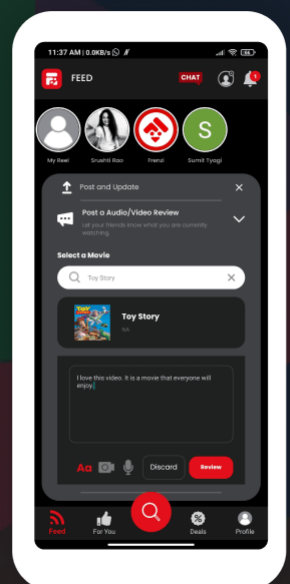
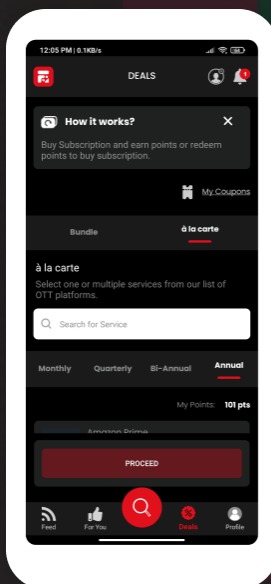
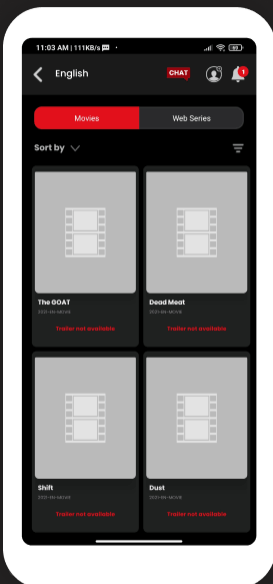


Inferences

We assessed usability of the product through a pre-heuristic test done by the team. Criteria of usability, flows, contrast ratio were used to reach at the following

Findings:

- ❑ Dark theme was inhibiting longer periods of usage caused stress in user's eyes
- ❑ Flows and UI elements were hidden in the scroll which reduced discoverability.
- ❑ The UI elements were hidden and the CTAs were not clear enough to take strong action on it.
- ❑ Lack of Visibility of System Status was noticed
- ❑ The Product, Product Logo and Hues did not meet the criteria set for the brand perception test.



New Product Vision



Through stakeholder meetings we were able to identify our new product vision into 3 categories. A community led platform that focuses on Discovery, Discussions and Deals

DISCOVERY



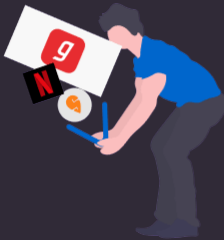
The app would allow the users to get familiarize with their own content discovery and track how their journey has involved within the platform

DISCUSSIONS

The users will also be able to see the featured reviews and reels centered around trending content. The engagement with other users whose content and activity is featured.



DEALS



The users will be able to get the most out of the platform and get rewarded for his experience through various deals and be able to access history.

Product Transformation

Life cycle



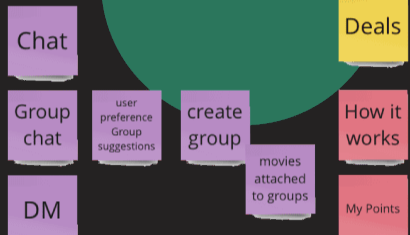
Product Identity

Redesigning the logo



Go to Markey Strategy

Feature mapping
Task Prioritisation



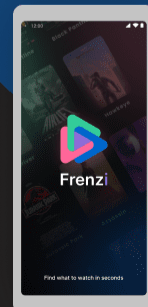
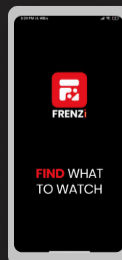
Information Architecture

Creation of IA and Task flows



Product experience

Creation of seamless UX for delightful experience.



Competitive Analysis

Inferences

We assessed strengths and weaknesses of our existing and potential competitors. With the help of Cognitive Walkthrough, Competitive Analysis and Task Flows for competitor applications, we could identify effective features and hierarchy that could enhance "User Experience" on the Application.

Findings:

- ❑ The applications who have asked **User Preferences during onboarding** gave **better recommendations** to the user. However, we must incorporate this keeping in mind the number of steps and the complexity of each step to reduce user drop-off.
- ❑ On the Home screen, **an infinite scroll with new content** added during each refresh, **increases the engagement** on the app.
- ❑ **Personalized content**

	Letterboxd	flixiini	JustWatch
Oboarding	Yellow	Green	Yellow
App accessibility before signin	Yellow	Green	Green
Preferences	Red	Green	Green
Signin Information	Green	Yellow	Yellow
Home Feed	Red	Yellow	Green
Personalized Stacks/Lists	Red	Red	Green
Watchlists	Yellow	Red	Green
Review Format	Yellow	Red	Red
Movie Details	Green	Yellow	Green
Platform Rating System	White	Green	Green
Search	Green	Yellow	Yellow

Very Well

Good

Not Good


NA

Content search behavior

Inferences


We assessed strengths and weaknesses of our existing and potential competitors. With the help of Cognitive Walkthrough, Competitive Analysis and Task Flows for competitor applications, we could identify **effective features and hierarchy that could enhance "User Experience"** on the Application. A survey was conducted, which helped in understanding the user behavior in terms of how do users search for content online.

How do you decide what content to watch?




Friend Recommendations, Platform Recommendations - Trailers, Promos, Scrolls, Social Media Timeline - Instagram, Twitter, Facebook, Tiktok

While searching for content, what keywords do you use?



Part of title name, Actor/Actress, Genre

If you choose internet search to find what to watch, what do you use the most?



Trailers, Promos, Scrolls, Social Media timeline- Instagram, twitter, Facebook, TikTok, Ads and Articles

User Interviews



Inferences

We conducted user interviews of 15 of existing Frenzi users to empathize with them and understand their pain points regarding the application.

1

Users are more interested in discovering movies/shows to watch. They seem excited to get recommendations based on their taste.

2

There is no option to post anything apart from reviews, so when users want to talk about a particular scene/song/episode/fan theory they would rather take this to other social media like Instagram. Also, there is lack of reach and lack of discoverability of content.

3

Users refrain from engaging with the community because they don't find like-minded people and the app provides no nudge towards discovering new people.

4

The driving force of the users is the deals on FRENZI. They engage because they want to get points and after redeeming a subscription, they drop-off.



Needs and Wants



Inferences

We conducted user interviews of existing Frenzi users to empathize with them and understand their **pain points**, **Needs and Wants** regarding the application.

Needs

IMDB, Rotten Tomatoes
ratings
Cast & Crew
biography + movies
Must watch movies
stack
Fan groups & discussion
forum
Netflix

HBO, spotify, youtube
premium, flipkart, amazon
vouchers in dealsbook
movie tickets from Frenzi and get
FRENZI points for booking from
Frenzi
Hashtags(#),
mentions(@) in posts
Leaderboard; earn badges
post & share movies/series

Wants

Edits - more fun activities
like quizzes
post thoughts
not just reviews
reply
thread
vote: like, dislike
a review
kids/family
section
improved group
interaction that fuels
more engagement

edit reviews/posts
dark mode or light
mode?
online/offline
status of his friends in
chat
More smaller deals
and streaks



User Personas



Inferences



Raveena Rai

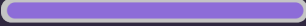
Student | 17 Years | Ghaziabad

Motivation

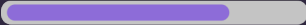
Books/Journals



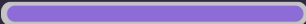
Well rated movies



Good movies

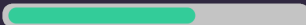


Movies/ Web series

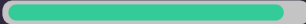


Frustration

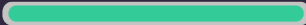
College Applications



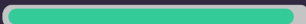
Slow internet



Lengthy movies



Poor reviews



Bio

Raveena is a 17 year old Student who spends her days in school and on social media she is influential within her friend circle and does a lot of extracurricular activities for which she is usually on the run after her school hours. She mostly spends her time on her phone in between classes or when in the car or in between extra curricular activities. She loves binge-watching something every night and likes to plan out what to watch during the day.

Goals

- To get into the college she has been wanting to go for her whole life
- To inspire people with what she chooses to do and get them to look up to her.
- To watch all the movie marathons on her watch list with her friends by her side.
- To be an influential member of society one day.
- Not need help understanding computers from her friends one day

Scenario

Being an influential member of the community Raveena was asked by one of her friends to check out an application that she could use to decide the next movie she wants to binge watch. Since, Raveena is a very good writer her friends thought that her feedback and movie reviews could be helpful among the Frenzi community as well where she could gain some Frenzi points and her contributions could help the community. Once Raveena logged in she discovered all the possibilities within the Frenzi application which led her to create watchlists with her friends and she was able to create group chats wherein she could chat and discuss all her contributions to movie reviews. Raveena soon became very popular within the Frenzi community due to her natural ability to express her emotions through words. Some of her friends could not afford purchasing streaming services and they benefited from it the most where with Raveena's vast Frenzi points she was able to gift subscriptions to her friends.

User Personas



Inferences

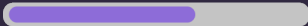


Vansh Chugh

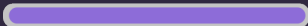
Student | 21 Years | Raipur

Motivation

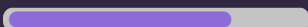
Sports/Adventure activities



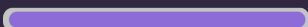
Good reviews



Social Events



Movie Nights



Bio

Vansh is an ambitious 21 year old who like hanging out with his friends and watching movies, playing sports and other social activities. He is bad with technology so he likes easy to use software to select out movies that him and his friends like to watch on Fridays. He is an outdoorsy person who likes to spend most of his time doing some activity or the other. he travels in between tasks quite a lot.

Goals

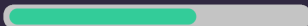
- Aspires to rule the corporate world one day where he will be managing hedge funds.
- He wants all his applications to be easier to use because he is not too good with technology and he wants a standard design system where he understands all functionalities without too much hassle.
- Movie night Fridays to never go extinct for his friend group.

Scenario

Vansh and his friends had gone to cafe coffee day to discuss their weekend plans as usual and they were looking for good movie reviews online and they found a movie they wanted to watch but could not find which platform the movie was on. They came across the Frenzi application and found out that the movie they wanted to watch was on Netflix but they didn't have a subscription and they read the reviews on Frenzi and decided not to watch the movie. As the application was on they all tuned in their recommendations on the application and added each other as friends. They all added in their watchlist and found a common movie in their watchlist they wanted to watch with good reviews but it was also on Netflix. Luckily by that time they had accumulated enough Frenzi points for a basic Netflix membership on which the entire friend group enjoyed their movie night

Frustration

Cancelling plans last minute



Slow Internet



Complicated applications



Lengthy or slow movies



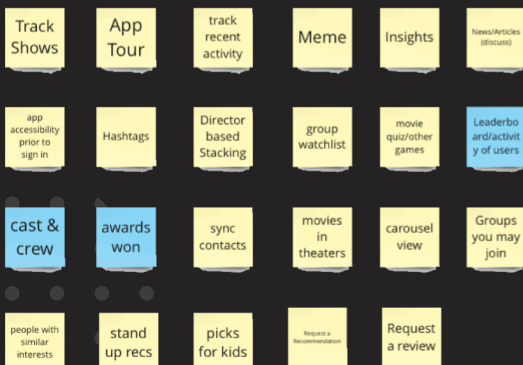
Card Sorting

The features were then categorised into four sections namely- Must-haves, Should have, could have and won't have. This design tool helped in feature prioritisation.

Must Have



Should Have



Could Have

Queue

Won't Have

Feature Prioritization



Card Sorting

Card sorting exercises were performed to categorize to understand how users move across activity/engagement thread. It helps us with feature prioritization on the application.

- Findings:
- User Interviews** gave us insight about the features that are most engaging and helped us list the features as per the **priority of the user engagement**.
- Users want to engage on the community**, however, were not able to figure out ways to expand their circle of engagement.
- Deals on the application were hot-priority of many users**. But the intent of our engagement around deals needs to be nudged around building the community on the application.



Original IA



The current IA is **not focused on engagement**. There are missing elements which become **dead ends in the user journey** across the application, wherein the user involvement needs to increase. We have **reduced the redundant features** that were low on the cost revenue analysis and added features based on our findings.

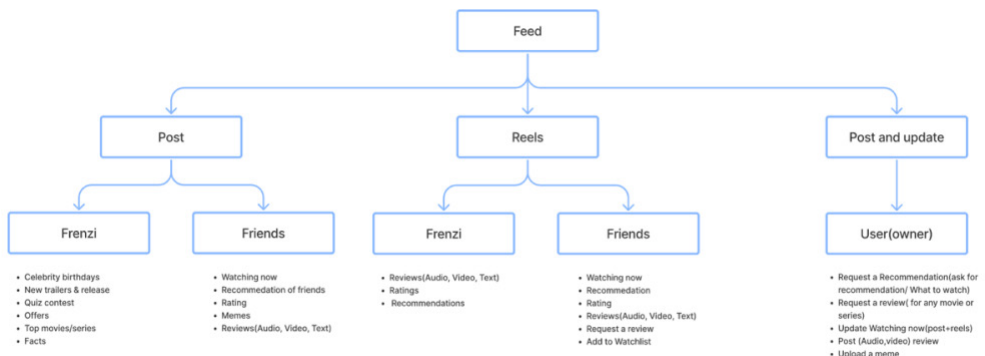
Problems identified

Does not address the USP of the product or the primary objective of how a solution was formed.

Lacks clear navigation and hierarchy.

No emphasis on feature prioritization.

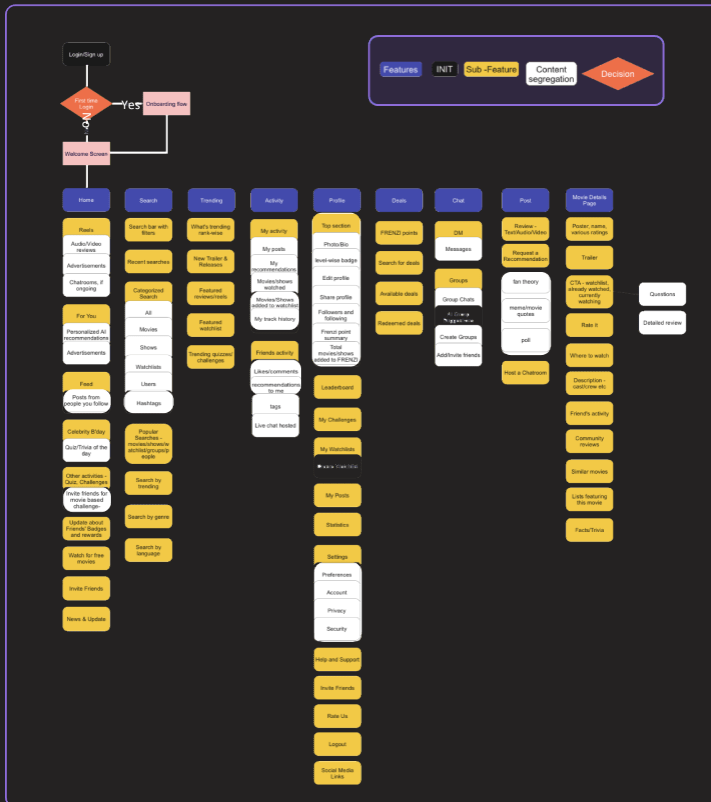
Triggers for Community building/ engagement across the platform.



Updated IA



The new IA intends to develop a community driven product rather than product driving the community around it.



There are nudges across the application that would trigger community building around movies, shows and OTT platforms.

The users will be nudged to engage more on the platform to grab better deals and community building that be at the helm of this engagement.

User's delight shall be uplifted through the personalized journey across the application that will be subtly navigated through engagement features.



Home

Reels For you Feed

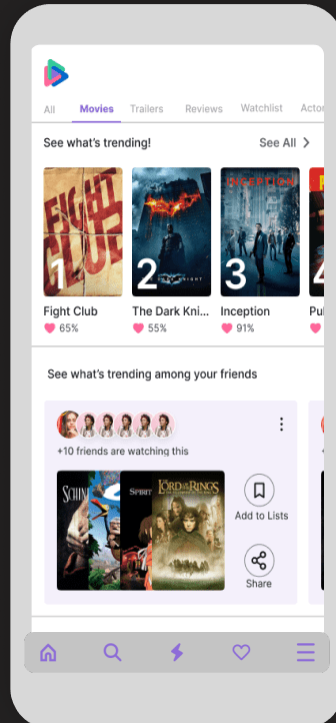
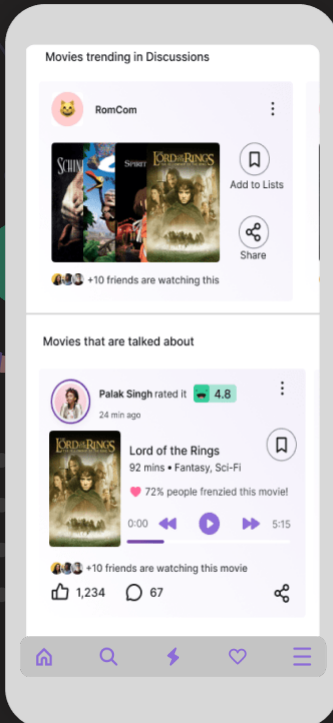
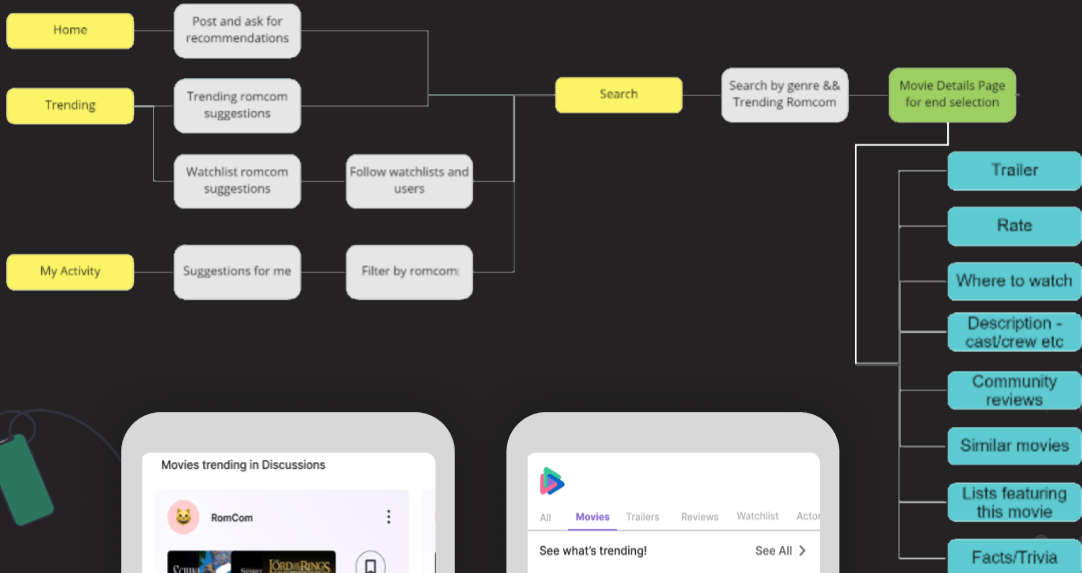


Scenarios



Scenario 1

Rani, a student wishes to find and watch romcom movies.

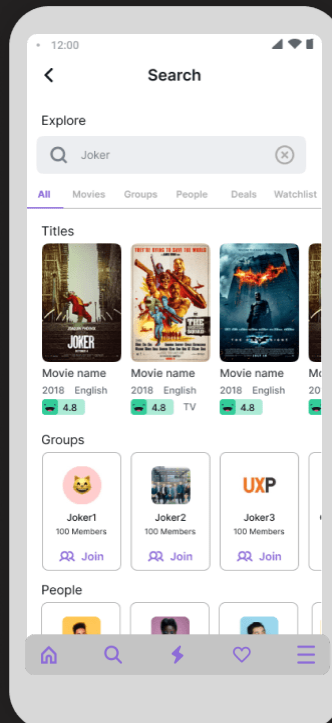
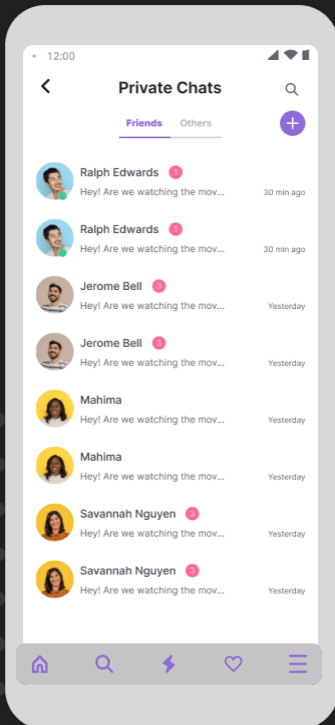
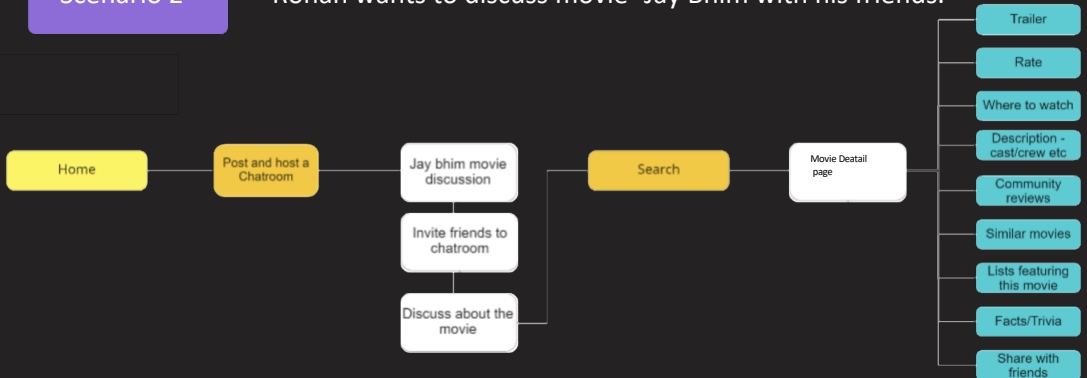


Scenarios

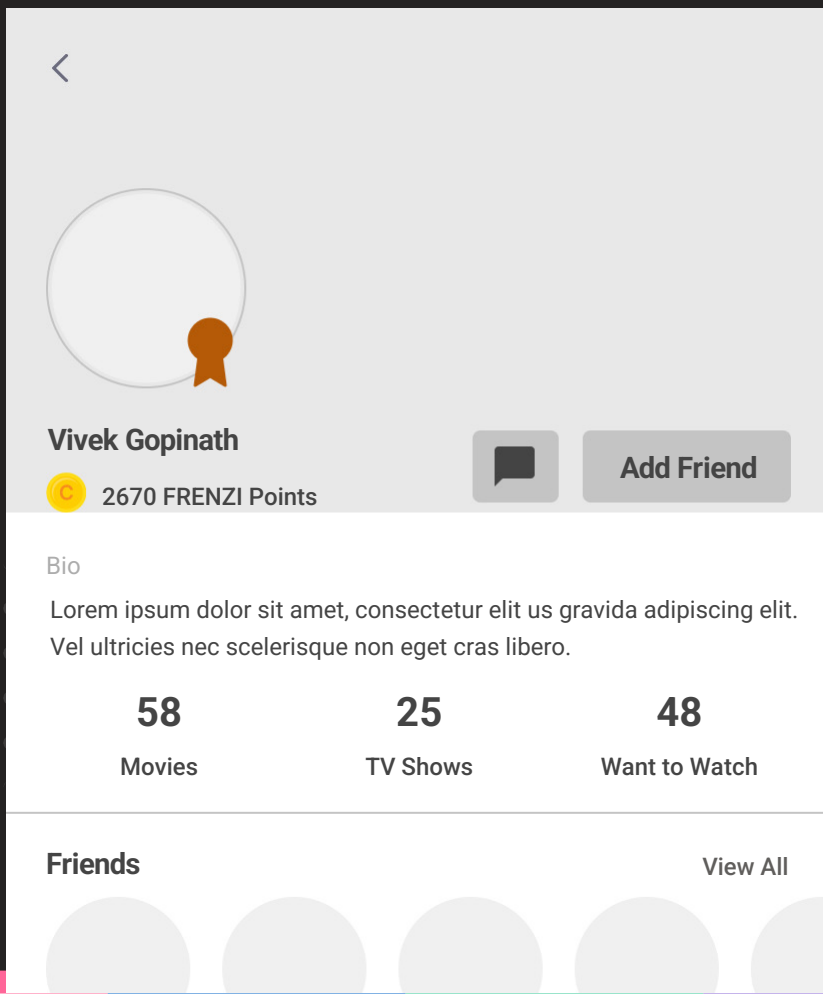
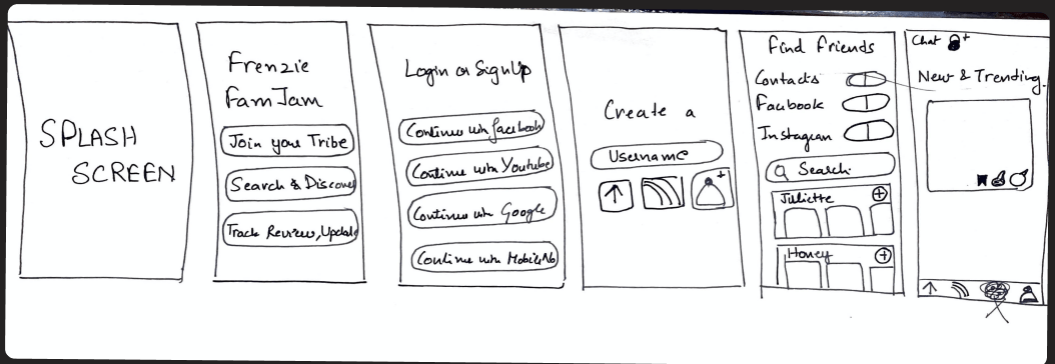


Scenario 2

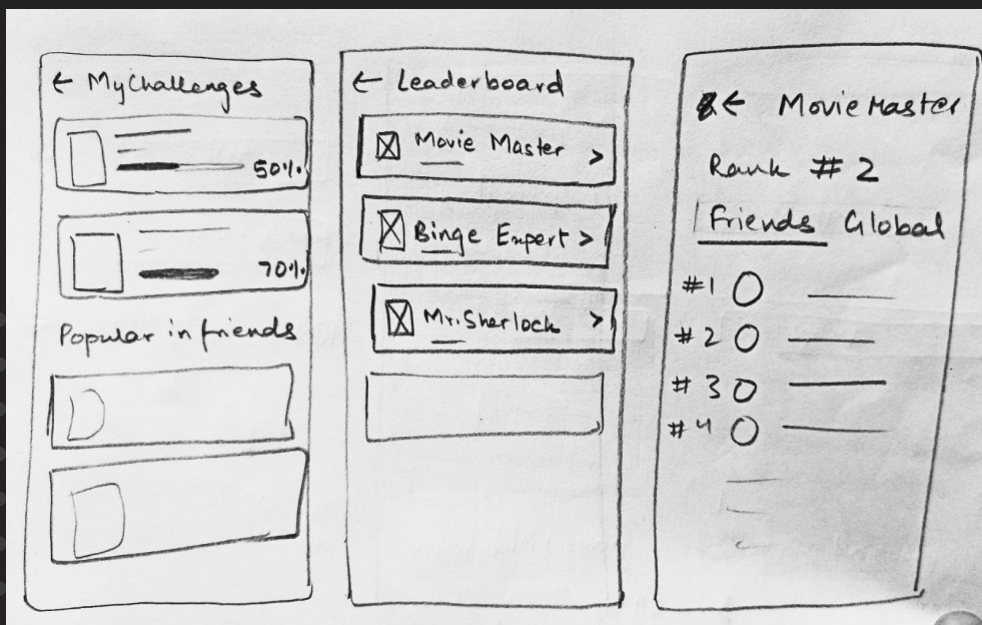
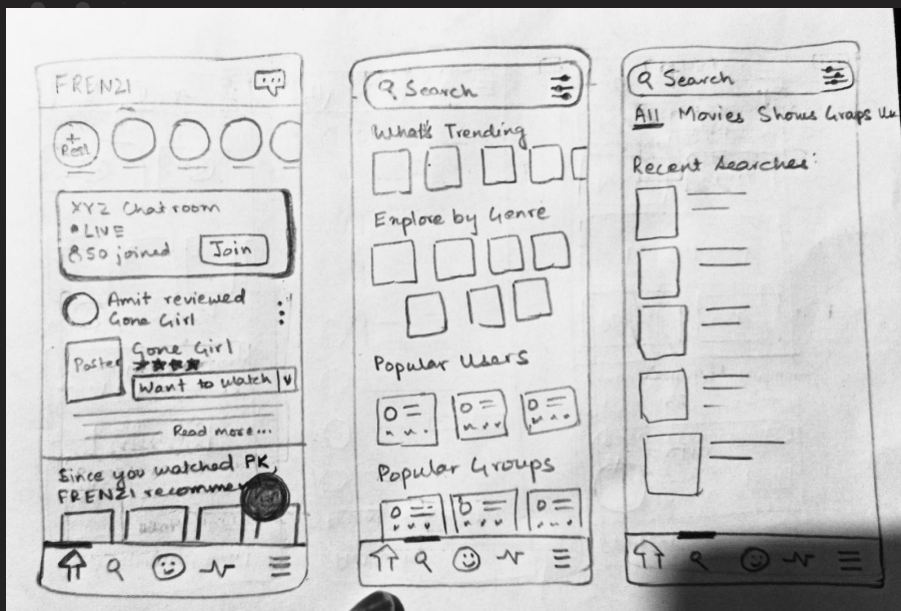
Rohan wants to discuss movie- Jay Bhim with his friends.



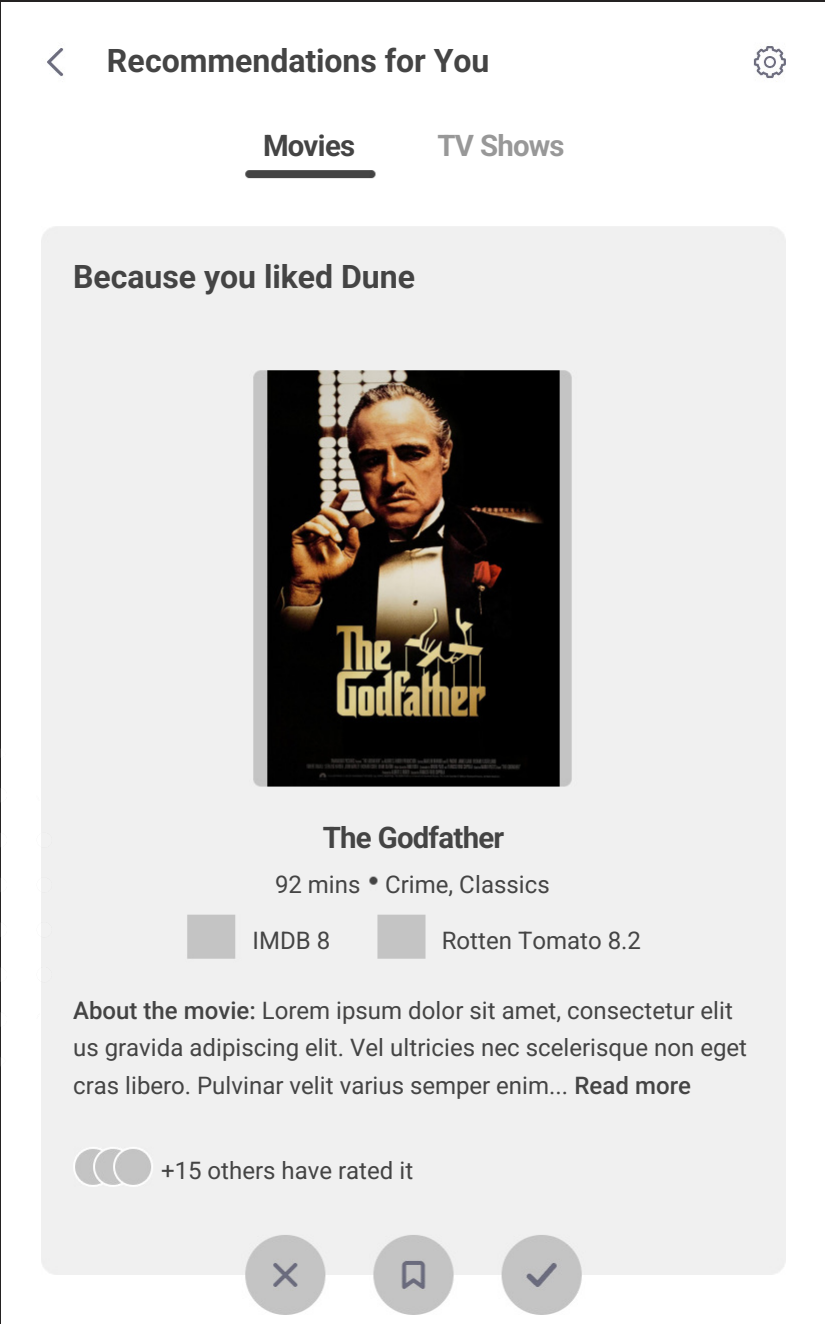
Low fidelity wireframes



Low fidelity wireframes



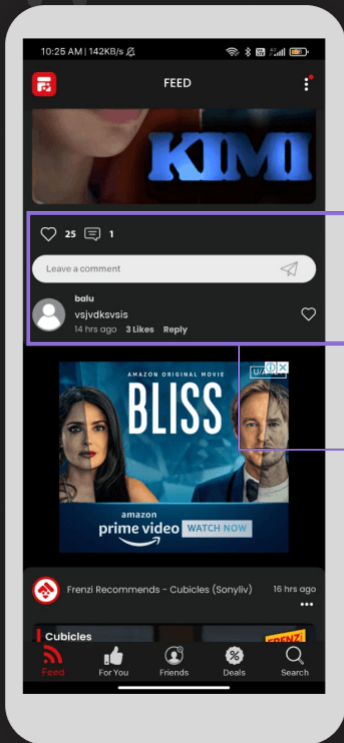
Low fidelity wireframes



Comparison

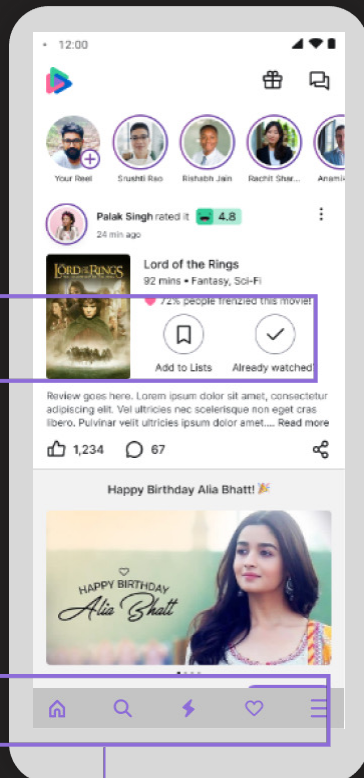


Before



The original app did not cater to engagement matrices and had significantly **lower usability**. The **Aesthetic Usability** effect deters users from wanting to entering onto the platform.

The redesigned Platform Allows for **higher engagement levels through more options** for interaction and has provided seamless usability.



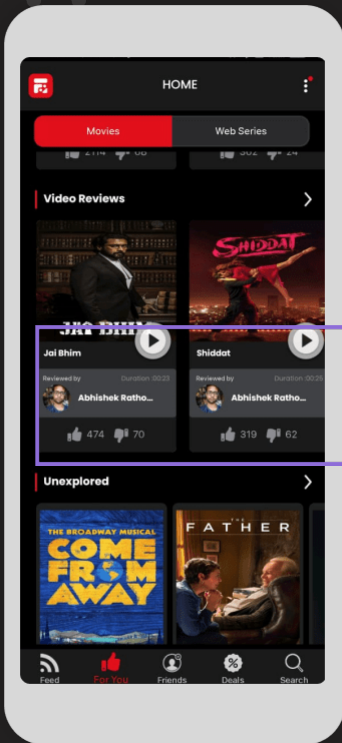
After



Comparison

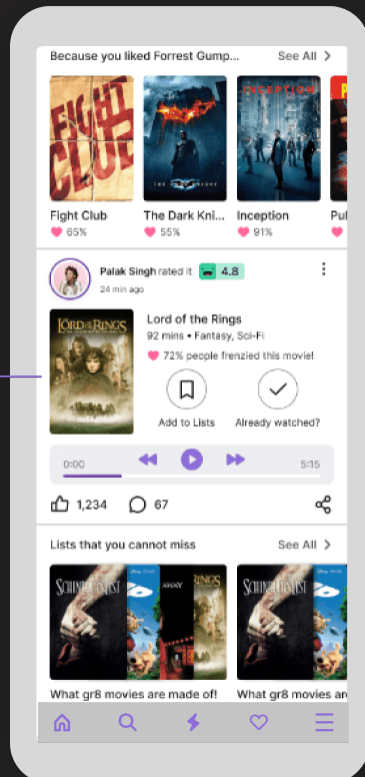


Before



The reviews and sections with statistics and user data were not accessible and hard to use.

The redesigned update allows for a very accessible bunch of data so user has maximum usability.

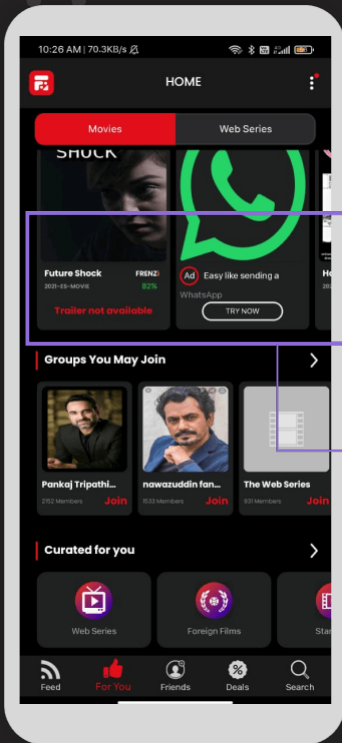


After

Comparison

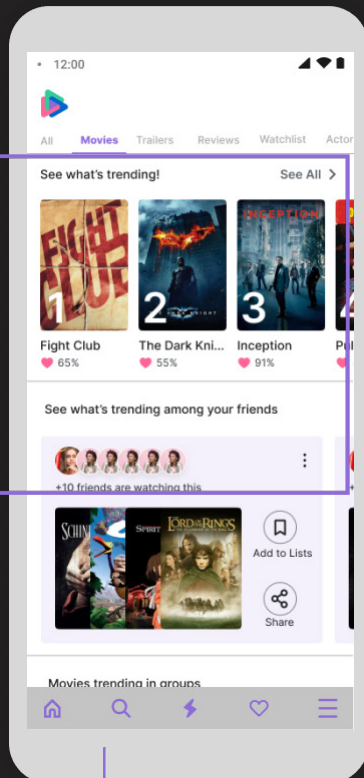


Before



The messages and ads were unintuitive and had low levels of interaction.

The stacks have been made intuitive and aesthetic so users will want to go through the content willingly.



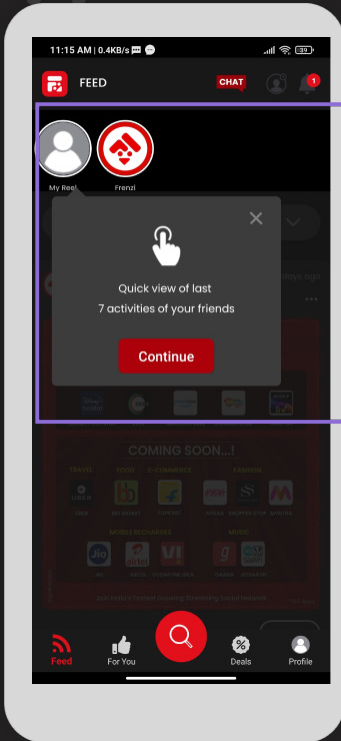
After



Comparison

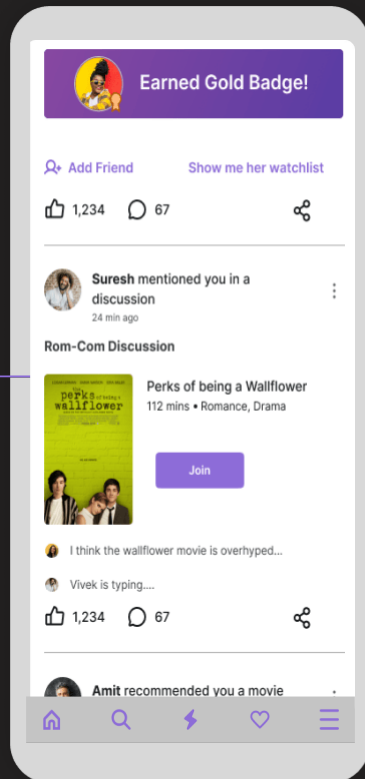


Before



The activities section was not aligned with the vision and was an **unusable and unintuitive** feature.

This section has been given a redirection. Now it is the soul of the application with a new architecture and Vision to **provide optimum usability**.



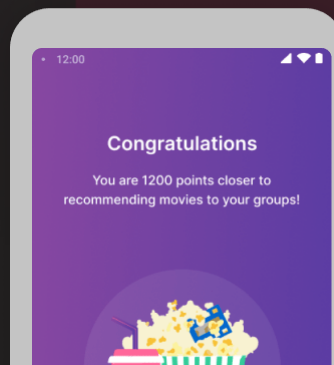
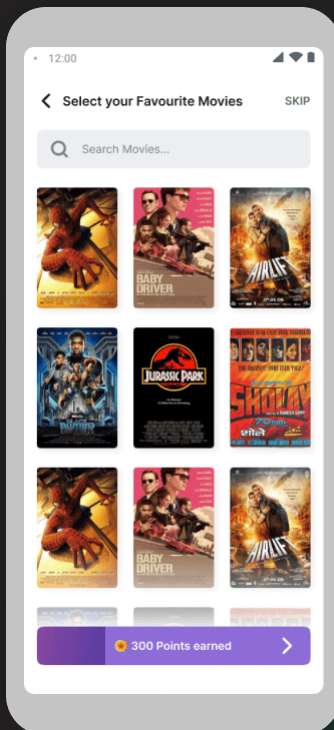
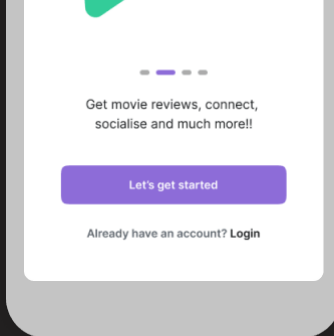
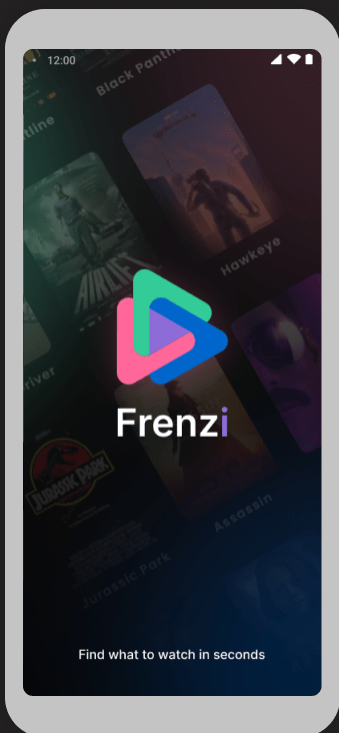
After



FRENZI



Frenzi, a discovery social network platform that helps user discover content across platforms, rewards them for their interactions and celebrate the best of cinema was redesigned keeping in mind the pain and needs so as to provide a seamless and delightful experience to the users.



W



About Worxwide

Worxwide Consulting (Formerly Bids and Beyond) is a five-year old digital growth consulting firm, operating in the UK, US, and India markets. We help in:

- Winning more bids for clients
- Designing new products and improve UX
- Transform sales journey through content and automation.
- Digital innovation through MS SharePoint, Power Apps and Data Design.



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