

Interviews Results

Add a Feature – Apple TV Hub

Recordings

 Angela-Apple TV Interview Recording.mp4	455.7 MB	⋮
 Leahastar-Apple TV Interview Recording.mp4	875 MB	⋮
 Rich-Apple TV Interview Recording.mp4	654.1 MB	⋮
 Tamara-Apple TV Interview Recording.mp4	658.1 MB	⋮
 Tanner-Apple TV Interview Recording.mp4	608.6 MB	⋮

Overview

There were five interviews conducted with participants ranging in age from late 20's, 40's and 50's. All participants exclusively use Apple TV as their preferred platform. Three females and two males interviewed. Each participant is generally tech savvy with a few more than others. The main goal of each meeting was to uncover potential challenges that occur while using Apple TV. The questions covered topics such as the Apple TV interface, features, content organization, discovering new content, personalization, browsing methods, search functionality and suggestions for improvement.

Common subscriptions

Apple TV+	Disney+
Hulu	Max
Netflix	Prime
Paramount	YouTube TV

Streaming content

- Each participant has access to 5-10 streaming subscriptions on average
- Most enjoy a mix of TV shows, movies and live sports
- Content preferences often shift based on mood, season or social context
- Watch time is on average 8-15 hours per week, with peaks during weekends or specific seasons
- Most users watch multiple shows at once and prefer binge-watching completed series. Some wait and watch new episodes weekly
- Sports enthusiasts will subscribe to a separate service for a specific team or sport

Pain Points

- Apple TV is biased to promoting their proprietary content rather than recommending content from other subscriptions or a user's preferences
- Apple TV's content suggestions feel generic and not personalized. They recommend the same content for different user profiles in one household
- Frustrations with Apple TV's continuation of shows when switching across devices. Doesn't always sync properly
- Apple TV's "Continue Watching" feature sometimes requires scrolling to locate
- After taking a long break and forgetting what content is on what subscription, it's frustrating searching each app to rediscover. Shouldn't have to rely on memory

- Challenges with tracking what has been watched, leading to lost progress in shows. Especially during long breaks while waiting for new seasons to drop
- Apple TV search lacks comprehensiveness, often requiring users to resort to Google to find what they're looking for
- To find new content, users find it frustrating browsing through each app
- Generally, users can become overwhelmed by content overload on each subscription, often leading to decision fatigue, wasting time and giving up
- Frustration with the overwhelming number of choices, making it hard to decide
- Difficulty finding live sports broadcasts or specific games across platforms
- Lack of comprehensive information on where older shows or movies are available and the cost
- When switching between Apple TV profiles frustrating having to log in every time
- Lack of a centralized feature to view all active subscriptions and their content
- Users struggle to track active subscriptions and the content available on each platform
- Frustration with searching for content across apps without consolidated search results
- Genre categories are buried at the bottom and requires scrolling

Potential Opportunities

- Feature that lists all active subscriptions and their content in one place. Also allows users flexibility to customize how the list is organized
- Provide a centralized archive library for tracking current and past watched content across subscriptions
- Feature that lists each users favorites content (libraries) from all active subscriptions in same household
- Have Apple TV's search suggest content from all subscribed streaming services, not just Apple TV+ proprietary content
- Add AI-driven recommendations in conversation format making it a more dynamic and personalized experience
- Improve the Apple TV search feature to display results from all subscription services with an indication showing if user is subscribed or not. If not, lists cost to rent or subscribe
- Offer a consolidated "trending" or "suggested" section that pulls content from all active subscriptions
- Introduce notifications for new seasons of shows users have watched
- Implement a feature like Amazon Prime's "X-ray" to provide actor and scene information
- Create a feature to track watched shows and remind users of upcoming episodes or seasons
- Make recommendations more personalized and distinct for different user profiles
- Add trailers and detailed descriptions for new content during searches
- Simplify navigation for finding where specific shows or games are available across services
- Include a feature to display and organize live sports broadcasts more effectively
- Provide better synchronization for viewing progress across devices
- Reduce bias toward proprietary content in recommendations and make them more user-centric
- Introduce options to temporarily highlight or recommend content for limited-time subscriptions

Conclusions

The interviews revealed that Apple TV along with other subscription services lack features that would make a user's experience more efficient and personalized. Apple TV focuses on promoting their content over fully integrating content from other streaming subscriptions as part of a

personalized experience. Due to this bias, users find it challenging to locate and track content, especially across multiple subscriptions. Many relying on external searching or their own memory to fill the gaps. The findings have confirmed some of my hypotheses and provided opportunities to explore during ideation.

Next Steps

- Define a clear problem statement, POV and HMW
- Create user personas such as a binge-watcher, viewer seeking personalization, sports enthusiast, etc.
- Generate ideas for features that address pain points