

USER EXPERIENCE BRIEF

Prepared for VisoCast by illuxi Design Inc.

Version 1.0

Table of Contents

Project Summary 3

Business Goals:..... 3

Website Objectives 3

User Objectives 3

User Personas.....4

Competitive Landscape 5

Measures of Success 7

Obstacles 7

Brand 8

Project Summary

VisoCast is aiming to be the newest disruptor in the video and programming distribution industry. By providing the technology to stream high quality content to any device and focusing on a truly customizable and customer centric service, the company is poised to take on established players in the space such as Netflix and YouTube. VisoCast will differentiate themselves based on charging customers for only what they watch, opt-in only advertising and a growing catalog of user generated and licensed content with a strong focus on social functions such sharing and content creator rewards. Having perfected the technology and signed distribution deals with partners and content creators, VisoCast now requires a functional website to provide a seamless experience to its users. They have engaged the digital agency illuxi Design Inc. to provide the strategic direction and determine an exceptional look and feel that reflects the brand.

Business Goals:

- Be first to market with a new service model in video and programming distribution
- Enter and successfully carve out market space
- Continued successful partnerships in infrastructure, consumer electronics, advertising and content distribution
- Satisfy business shareholders by exceeding earning expectations

Website Objectives

- Launch and promote VisoCast across multiple platforms
- Increase customer signup and retention
- Enable viewers use to locate, organize, share and view content
- Cutting edge search functionality
- Promote the creation of great user-generated content

User Objectives

- Access a large catalog of video and programming content across devices
- User customization and ability to find content they want
- Consistent user experience across a variety of platforms and devices
- Seamless user journey when transitioning between devices (start on mobile and continue watching on desktop)
- Affordable billing model and view of membership status
- Ability to create, view and share user content among social media networks

User Personas

The following primary personas capture a representation of VisoCast's largest target audiences. They will be used to guide and ensure that users are constantly considered during the design process.

Persona #1: Jonathan Graham

Age: 25 | Marital Status: Single | Income: 45k
Occupation: Junior Financial Analyst

Habits: as a new graduate and recently moved out of his parents' house, Jonathan uses a streaming service as he feels it is the best value for his money. He has cut out additional spending such as going out to theatres, and does not use a land line in his home or subscribe to network television. Jonathan is highly connected and is an avid user of his laptop and smart phone. He often shares and keeps in contact with his friends and family through social media and occasionally dabbles in creation of his own videos to upload online.



Expertise: very tech savvy and mobile first, he knows how technology works and will create content, grow his own brand and share it with others

Priorities: convenience, value for affordable price, social, availability on several devices, customization

Motivations: social media functionality, content creator support, connection speed, content catalog options, subscription deals

Persona #2: Janet Yang

Age: 37 | Marital Status: Married with 1 child | Income: 75k
Occupation: Senior Accountant

Habits: as a full time working mother of a young child, Janet does not have the time to go out to the cinemas or sit down to catch a show on network television. Janet and her husband often use a streaming content service to provide educational entertainment content to their child during family night. When their child is asleep, they use a streaming service to catch up on a television series or movie to wind down after a long day. She will occasionally use social media when she has spare time



Expertise: tech savvy but largely using smart television or a tablet to stream content. Janet is a trend follower comfortable using the technology and services everyone else uses and will only use new technology when her friends or coworkers have used it first.

Priorities: ease of use, simple, organized and efficient, children friendly content

Motivations: purchases based on convenience, simple payment/billing process, educational content for her child, protection and safety of her child

Competitive Landscape

The following are identified competitors of VisoCast:

Company	Details	Strengths	Weaknesses
Netflix	Best of overall streaming	<ul style="list-style-type: none">• Excellent selection• Streamlined interface• Good user customized content recommendations• Supports sharing of an account with up to 5 users• Great original content series	<ul style="list-style-type: none">• Expensive compared to other streaming services• Ever changing content in the catalog• Limited brand new content
YouTube	Best in class for uploading and watching user generated content	<ul style="list-style-type: none">• Huge and growing audience• high viewership on mobile• Free to use for users and businesses	<ul style="list-style-type: none">• Video advertisements• Strict rules on what content is allowed on the site
Hulu	Best for streaming network television	<ul style="list-style-type: none">• Great selection of television content• Affordable• Original content	<ul style="list-style-type: none">• Has commercials• Inconsistent selection from older television series• Clunky interface
Amazon Prime Video	Strong family content streaming	<ul style="list-style-type: none">• Large selection of content• Bundled with Amazon's Prime membership benefits• Original content series	<ul style="list-style-type: none">• Does not get brand new television content• Limited to only some platforms
Google Play Video	Strong catalog for content purchase or rental	<ul style="list-style-type: none">• Compatible with a large number of Android devices• very new movie releases	<ul style="list-style-type: none">• No subscription , pay to rent or to own only
PlayStation Vue	Best for replacing cable television	<ul style="list-style-type: none">• Large channel selection• No contracts• DVR capabilities	<ul style="list-style-type: none">• Expensive• Limitations on # of active streams

Crackle	Free streaming of older content and series with Ads	<ul style="list-style-type: none"> • Free • Good variety of videos 	<ul style="list-style-type: none"> • Commercials and advertisements • Content is very dated
Twitch	Streaming video game play and gaming content	<ul style="list-style-type: none"> • Free to watch and stream • Large variety of content and games to watch • Real time interaction with streamers 	<ul style="list-style-type: none"> • Difficult to navigate • Few quality streamers • Possibility of unpleasant users
Crave TV	Strong for streaming service for television shows	<ul style="list-style-type: none"> • Includes HBO, Showtime and Canadian Content • Minimal layout • Affordable price • Large content catalog 	<ul style="list-style-type: none"> • Lacks full movie studio productions in content
Dailymotion	Strong video upload and streaming service for watching user generated content	<ul style="list-style-type: none"> • Less harsh rules on what user content can be uploaded • Large assortment of professional quality videos to view • Simple and intuitive video categorization 	<ul style="list-style-type: none"> • Paid service for uploading high definition videos • Capped video resolutions
Vimeo	Strong focus on content creators and artists to show off their work on this streaming website	<ul style="list-style-type: none"> • Interface focus is solely on the video being streamed, all other elements are removed • Encourages filmmakers to submit their videos • High quality content curated • Ad free • Supportive creative community 	<ul style="list-style-type: none"> • Smaller niche community • Costs money for content creators • Restrictions on user content created upload capacity and frequency

Measures of Success

VisoCast will track these key performance indicators to judge whether the functional website was successful in meeting its goals.

Measure	Metric
Site Traffic	1.5 million per month in year 1
Unique Visitors	500k per month in year 1
New User Signup	300k per month in year 1
Return Visits	40% returning visits per month
Time spent on site	6 pages average page views per visitor
Social media network shares	150k social media shares per month in year 1
Uploads of user-generated content	100k videos uploaded per month in year 1

These measures have been defined and confirmed by VisoCast at the outset of the project. This way VisoCast can track these metrics as the new functional website is rolled out to its customers.

Obstacles

Item	Tactic
Unknown brand in a space with established competition	Strong marketing campaign on social media and other media outlets, run promotional trial periods for service
Ongoing negotiations to secure new distribution deals	Constant communication and building strong relationships with business partners to secure distribution rights for next 5-10 years
Lack of user generated content at initial start	Campaign to entice content creators to come to the platform. Setup contests for creators prizes based on different content categories. Provide robust content creation tools to spark interest

Brand

The following qualifying words for the VisoCast brand were brainstormed in several sessions with a sample size of target audience:

cutting edge	seamless	innovative
digital	game-changing	content creation
streaming	video	movies
mobile	customization	user centric
multi-platform	television	social
intuitive	multi-device	robust content
freedom	future	Cord cutting

VisoCast Brand colours are: red to exude energy, bold, passion, powerful excitement along with black/greyscale to exude professionalism and luxury.

VisoCast Brand colours are not muted colors; dark brown

Typography is clean, professional, blocky, intuitive, san serif, easy to read, sleek