



ROBERT WALTERS

Proposal

Competitors

Brand Values

Client Profile

Constraints

Primary Audience

Secondary Audience

Competitors:

- Netflix
- Youtube &
- Lightbox / Neon
- MediaWorks &
- Sky on Demand

Brand Values

- loyalty
- humble
- kiwi
- trustworthy
-

Client Profile:

TVNZ's all about sharing the moments that matter to NZ'ers - whether breaking the news, following adventures sharing stories or putting smiles on faces.

Each day we reach more than 2 million NZ'ers through TVNZ content & our leading News Site & News Now.

TVNZ is cream owned!

- 400k (approx) viewership per on "Gardening".

↓ Problem ↓

Constraints:

- Mobile/web based
- Idea Driven
- 2 day timeframe
- Advertising Based Rev \$
- Prototype must be used
- presented publicly
- 1-5: Prototype
-

Primary Audience

- 18-54
- Male/Female
- ~~Lower-Middle Income~~
- NZ'ers

Persona

- Kids (K2)
- Dave Smith
- 30 y/o
- Accountant (self-employed)
- Kiwi
- Homeowner

Characteristics

- Married
- Polynesian (family for years)
- Loves Cars
- Aspires to be a pilot
- Loves History
- Loves Tech Stuff
- Drinking beer etc

2nd Target Audience

- 18-54
- Male/Female
- NZ'ers

Persona

- Tech Savvy
- Alicia Carter
- 22 y/o
- Flight Attendant
- Apple Girl
- Busy body
- Fitness & appearance

Characteristics

- Social
- Not here enough to justify stuff
- Highly organised
- Binge watcher
- Limited Access to Net
- Wants something to make what spending time worth

Personas



Personal Details

—

Dave Smith

Palmerston North

50 y/o

Chartered Accountant

Married

2 Kids

Technical Capabilities

- Uses a Chrome Cast
- Prefers Samsung over Apple
- Medium level of technological competence

Goals

- New & relevant content
- Easily accessible
- Quality content
- Find shows that are meaningful to him
- Be the first to view new, good quality content

Tasks & Behaviours

- Calculated Purchasor
- Watches TV after work on weeknights
- Platform Agnostic
- Spends a lot of time browsing
- Enjoys record function on Sky
- Values watching when he is ready

Pain Points

- Frustrated by poor User Experience of User Interface Design
- Multiple Subscriptions

Personas



Personal Details

Alicia Cuthbert

Auckland

22y/o

Flight Attendant

Single

Technical Capabilities

- Vales Apple products
- Uses Tech regularly
- High level of technological competence

Goals

- Finish a series
- Find relevant content
- Shows to reccommend to friend
- Keep up with modern trends

Tasks & Behaviours

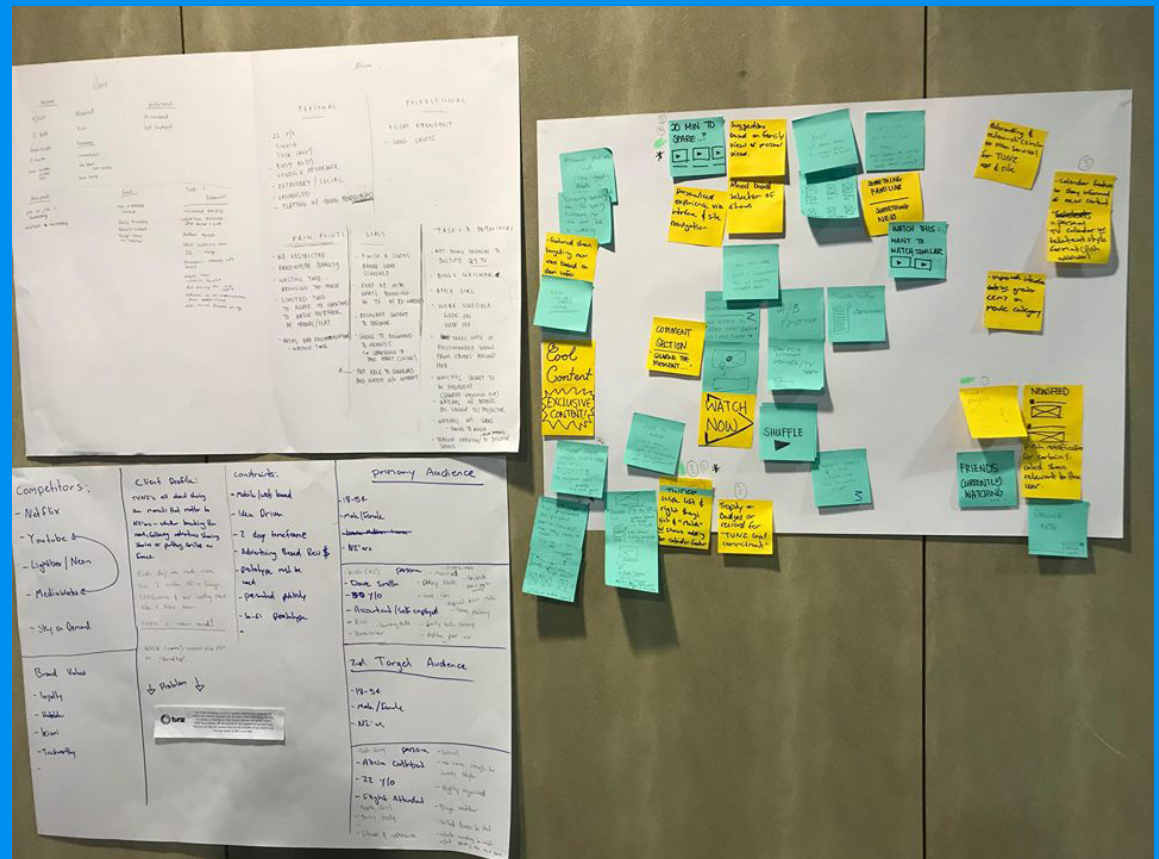
- Financially cannot justify Sky with her work schedule
- Binge watcher
- Attentive toward reccomendations
- Watches Smart TV in bedroom
- Watches a lot of trailers
- Loves docos

Pain Points

- Bandwidth limit
- Browsing for too long
- Bad reccomendations
- Agreeability

Idea Generation

- Generated after personas and client information was derived
- 8 ideas per team member
- Grouped into similar categories
- Used the “assisting viewers to discover the breadth of content” challenge as a centralised point
- Highlighted that to solve the content challenge and better engage viewers, content personalisation was a priority

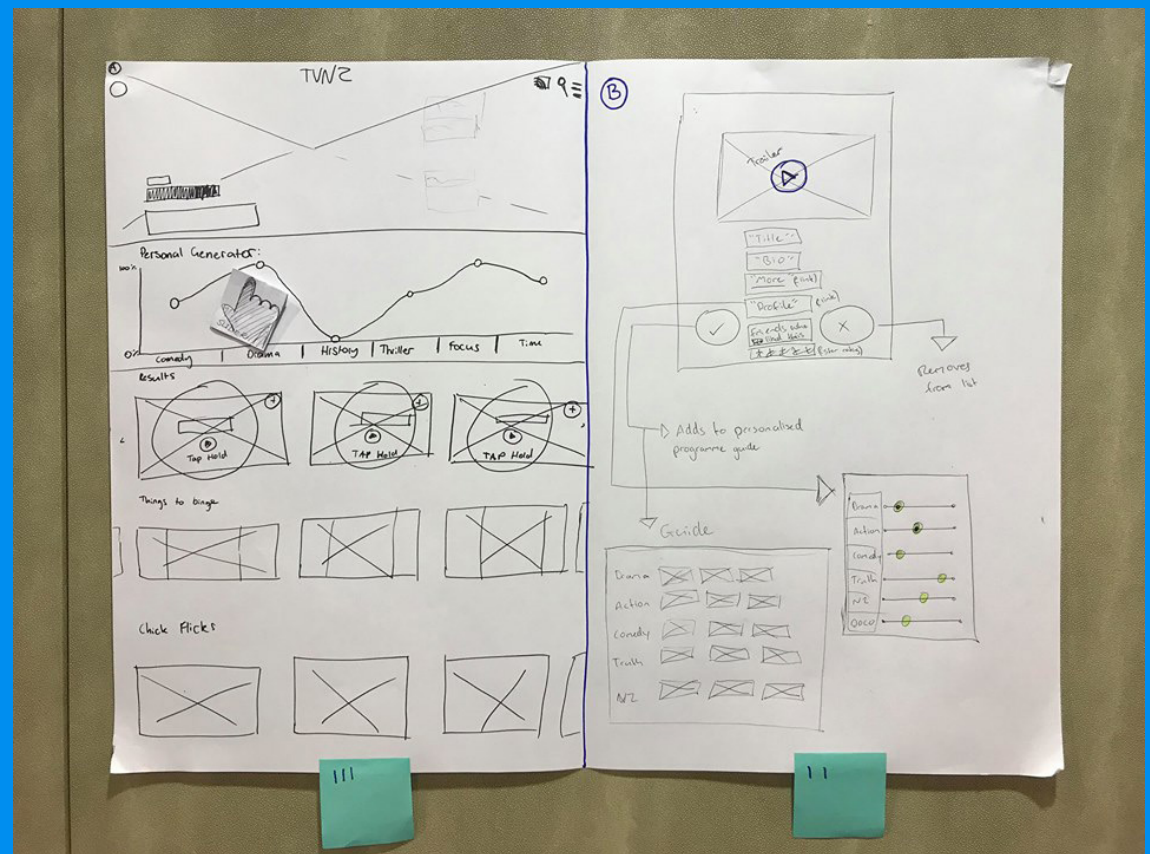


Concepts

Concept A: Improved personalisation of suggested content via a “personality slider”.

Concept B: Novelty method of show selection with personalisable content list - swiping process.

A | B Testing amongst industry professionals highlighted option A as the winner.



Personality Slider



- 1 Mandatory Field (time)
- The more precise you place your slider the easier it is to discover content relevant to you

Simultaneously tackles the challenge of content discovery and also the amount of time involved in content selection

Time being the only mandatory field allows you to set how much spare time you have or allows you to go into binge mode

The Problem

- Expanding catalogue
- Like all VOD services, it is challenging to help viewers discover content
- Novel suggestions that will enable viewers to discover the breadth of content.
- Find new shows to fall in love with

The Solution

- Minimise time spent browsing content and enable more time watching content
- Innovative method of content selection that will engage users and bring in new subscribers
- Align selection method with user behaviours
- Innovative method of competing with larger companies with larger volume of content
- Offering a “Binge Mode” option hints at users that TVNZ VOD is much more than a site used to catch up on content
- Allows users to select their primary content on their personality
- Innovative method of competing with larger companies with larger volume of content

Web Links

erind.hoxha.yoobee.net.nz/tvnzhack/index.html

<https://sketch.cloud/s/078ZA>