
USER EXPERIENCE BRIEF

Prepared for **VisoCast**
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Version 1.0

VisoCast offers the ultimate experience in media streaming to all devices on a pay per view price plan.

Project Summary

VisoCast is coming into the content streaming service market after many of its competitors have become very well established, so it is imperative that VisoCast arrives to the market with an unforgettable and smooth user experience. They have engaged Adam Bernard to provide strategic direction and to set up the best user experience for their new and upcoming product.

Business Goals:

- To provide a portal to the content that VisoCast offers.
- To create a user experience that is the unparalleled in the online media industry, so much so that users will migrate from Youtube, Netflix and other similar services to VisoCast.

Website Objectives:

- To provide content effortlessly to the users
- To make the experience as simple and as enjoyable as possible
- To be accessible on all devices and browsers
- To provide searchable content
- Requires users to sign up for the service
- It will encourage users to share content with other site user and through social media

User Personas

This site will appeal to a really broad range of users, from young teenagers all the way up to the elderly, it is possible that 2 price points should be considered, one for people who watch or listen to a lot of content per month and one for people who only watch a small amount of content a month.

Because of the large range of different types of consumers, the VisoCast website will have to be easy to use, understand and navigate.

Here is some examples of possible users:

Persona #1 - Paul Smith

Age: 23 **Occupation:** Student living on the college Residence

Income: 6k

Habits: watches about an hour of content at a time, maybe 3 times a day at the most. Spends a lot of time doing homework. He might search for online content with his phone and then watch using the tablet or connected TV.

Expertise: somewhat tech savvy

Priorities: content should just work, doesn't have a lot of time to watch commercials but might watch them if it saves him money.

Motivations: looking for exciting content, needs to keep it cheap, wants to be watching what his friends are watching, occasionally looks for content related to his studies



Persona #2 - Mary Coleman

Age: 35 **Occupation:** Stay at home Mom

Income: 25k

Habits: watches content on her phone/tablet/TV when her twin boys are asleep or busy playing in the other room. She might also put a show on for her children while she is working in the other room. She likes family oriented shows and movies. She will occasionally play some music thru the internet.

Expertise: not very tech savvy

Priorities: easy to use, quick access to what she is looking for

Motivations: low price, likes to share what she is doing online with some of her friends



Competitive Landscape

The following are the main competitors that VivoCast is dealing with

COMPANY	MAIN COMPETITIVE POINTS
Netflix	Low monthly price, a lot of movies and episode content, not integrated into shareable networks, not very interactive, branding and look isn't consistent across devices. No music based content.
YouTube	Free, a lot of user generated content, some Television related content, a place where individuals and corporations will post videos related to their products, there is commercials, a lot of music that can be listened to while in the background
YouTube Red	same as above but this is commercial free but a paid for service
Amazon Video Prime	Like Netflix above but there is less content overall.

Measures of Success

The success of VisoCast can be measure based on the following criteria after it goes live:

MEASURE	METRIC
Sign ups	This will be the main real sign of success. A growth of 10% in sign ups per month is our goal.
Response from the Media and online	When it is initially released we want it to be well recieved by the public and the media as a new and better way to view and listen to online content
User file uploads and site activity	The amount of content that users are uploading to the site. As well as the interactions based on that content: comments, likes, shares, rating, added to playlists, followers.
The amount of content viewed per user per month.	The more content a user watches the more they will have to pay for the service. It is recommended to consider an "unlimited" price, where there is no limit for the month.
The amount of devices per user streaming content per month.	This will probably apply to families who have multiple devices in their households, it will probably be best if they sign up for the "unlimited" service.
Email sign ups	Users and visitors can sign up for news updates
User feedback	Surveys can be sent to users by email to get their feedback on their experience and suggestions to make the site better.

Things to Overcome

ITEM	TACTIC
Competition	Provide better content and more content for less money than the competition.
Not having as much content as the competition	Lure in subscribers with a trial period, and provide enough content that they will want to continue to subscribe.

Brand

After researching the competition it is recommended to apply these qualifying words for the VisoCast brand:

modern	cutting-edge	smooth
universal	exciting	consistent
accessible	cheerful	clean

VisoCast brand colours are: bright, solid, orange, blue, green, yellow

VisoCast brand colours are not: brown, olive

VisoCast typography is: sans serif, modern