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FUNimation UX Research Roadmap

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Topics

- Identify and define the UX Strategy (UXS)
- Identify the current state experience and opportunities
- Identify the user needs
- Define success
- Define the overall user experience theme
- Create design principles, guidelines & documentation

Goals

- Define a UX Strategy for FUNimation.com
 - Define a UX Research Roadmap for FUNimation.com website that will trickle down into all product sets
 - Create tangible strategic thinking that supports the Strategy and UX Roadmap pathways
- UX Design begins with the definition of a user experience strategy, or a shared holistic vision for what a product or service will be from the end user's perspective.
 - Before a design team can start creating a product or service's interface and defining specific capabilities, the team needs to evaluate ideas to determine what will meet both user and business goals most effectively.
 - Defining a user experience strategy up front is critical to making sure that all design decisions map back to a vision that is supported by research and that has defined success criteria.
 - Define
 - Operationalize

Tangible Strategy (UXS)

- Define
 - Operationalize
- To Clarify Design Thinking
 - Responsive Design
 - Mobile Ready
 - Engaging
 - Simple
 - To Gain Buy-In
 - Research Based
 - Physical Artifacts
 - To Communicate
 - Management Vision
 - Design Team Vision
 - One Vision

Creating the UX Strategy

- Defining a user experience strategy may involve the following, all ideally driven through research and analysis
 - UX Research (UXR)
 - UX Architecture (UXA)
 - UI Design (UID)
 - Front End Developer (FED)
 - Marketing
 - Management
- Identify the current state experience and opportunities (UXR)
 - *Where we are now ...*
 - Identify the experience of the competition (UXR)
 - Identify user needs, wants & pain points (UXR)
 - Define success for the project (M/M)
 - Define the overall user experience theme (UXA/UID/FED)
 - Create design principles and document (UXA/UID/FED)
 - Establish a UX review process (UXA)
 - Develop an ongoing plan to prevent stagnation (UXA)

Current State (UXR)

- Where are we now?
 - In relation to ourselves
 - In relation to our competitors
- Identify the current state experience and opportunities
 - Baseline Test
 - Functional testing
 - Focus on core tasks
 - Gather Qualitative and Quantitative Data
 - Competitive Benchmarking
 - How does FUNimation compare to others?
 - Appendix A - *Define the competition in all three segments (stream, shop, engage)*

Needs Assessment (UXR)

- Identify Target Customers
 - Identify Customer Needs
 - Identify Customer Pain Points
- Identify user needs – *(population specific)*
 - Focus Groups
 - Convention / VoC Surveys
 - Developed in-house distributed at each convention
 - Web Intercept Surveys
 - Built into the website
 - Integrate into the backend
 - Archival Data
 - Support calls/emails
 - Initiate a data repository

UX Design (UXA/UID/UXR)

- UX/UI Best Practices
- UX/UI Standards
- Create Company Specific Design Principles
- Addressing User Pain Points
- Incorporating User Needs
- Leading to Low and High Fidelity Prototypes

• Iterative Design and Research and Testing

- Components (UXA/UXR) – *(population generic)*
 - Widgets (filter / sort, etc) – Best Practices / User Preference Testing
 - Short Flows (sign up, purchase, etc) – Best Practices
 - Video Players - Inline or Overlay?
 - Member Account Area – Best Practices / User Testing Preferences
- Structure (UXA) – *(population specific)*
 - Navigation – Card Sorting / Tree Testing
 - Product Layout / Presentation / Organization – User Preference Testing

Prototype Testing (UID/UXR)

- Component Testing
 - Organization Testing
 - Flow Testing
- Lower Fidelity Testing
 - Paper/Sketch Testing
 - Higher Fidelity Testing – *(population specific)*
 - Production Level Flats- *inVISION* click through

Pre-Release Testing (UXR)

- Beta website
- Validate Prior Steps

- Pre-Release Testing - (*population specific*)
 - Functional (or nearly functional) website
 - Task Testing
 - Standard Tasks
 - User Pain-Point Areas
 - User Perception Testing

Post Launch (UXR)

- Determine ROI
- Determine Customer Impact
 - Satisfaction
 - Revenue
- Longitudinal Benchmarking & Research - *(population specific)*
 - Intercept Surveys (Continuous) – Integrated into website backend
 - Ongoing Competitive Assessment - Annually
 - Ongoing VoC Surveys at Conventions - Continuous
 - Ongoing Analysis of Help / Support emails (Continuous)- Data Repository
 - Add Feedback Link/Button/Tab (Continuous)
 - measure user satisfaction of new website
 - ID any issues with redesign
 - Add New Feature Feedback Link/Button/Tab (As Needed)

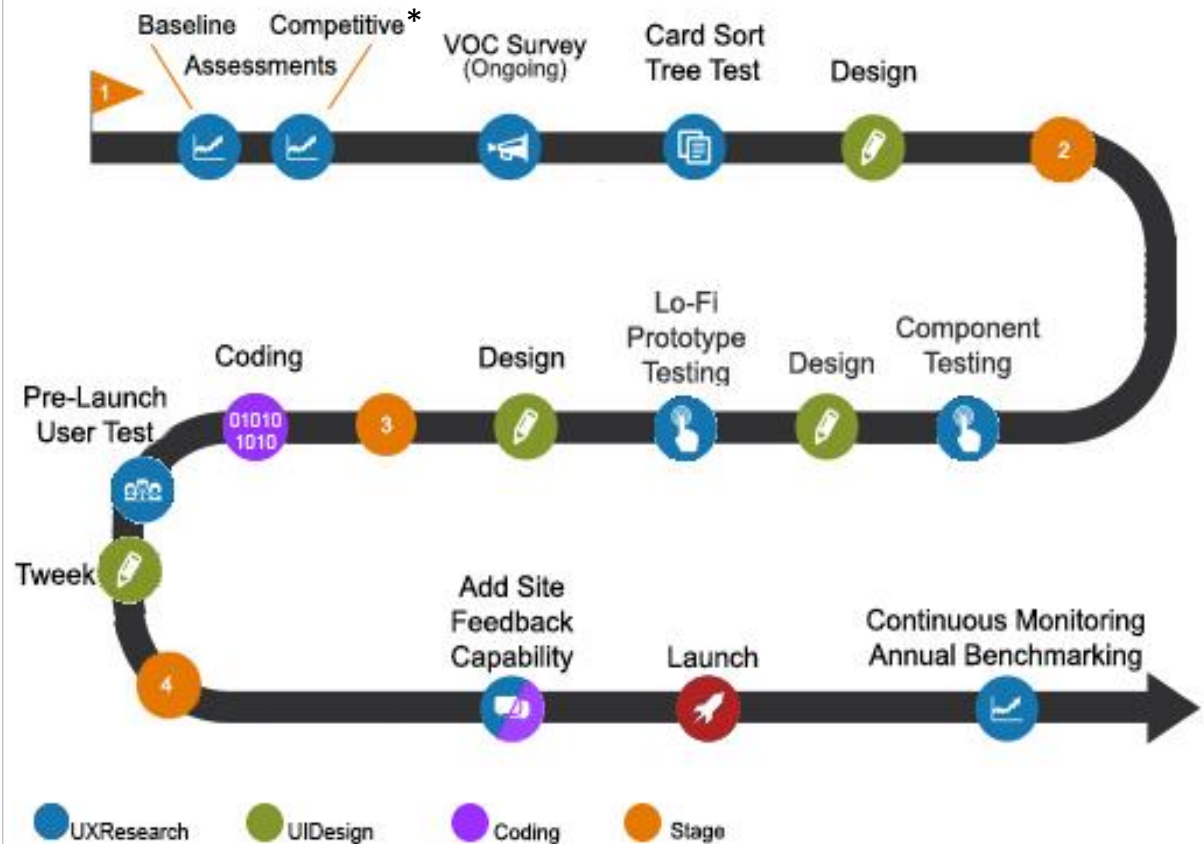
UXR Road Map

- Identify UX Design Stages
 - Identify UX Outputs
 - Test Relevant Artifacts
 - Set Up for Ongoing Monitoring
- Pre-Design / Data Gathering
 - Self Assessment
 - Competitive Benchmarking (UZ subscription + recruitment)
 - Component / Iterative
 - Navigation - (Optimal Workshop subscription + recruitment + Internal Headcount)
 - Widgets/Short Flows – (inVISION + recruitment + internal Headcount)
 - Pre-release / Post-release
 - Testing / Benchmarking - (UZ subscription + recruitment)
 - OnGoing
 - VoC Convention Surveys (Internal Headcount)
 - Website backend / email / customer tracking upgrade
 - Support/Help Database (Database + Internal Headcount)
 - Google Analytics integration into Website/Mobile + analysis
 - Free vs Subscription

Estimated Resources

- 11+ Months
- +2 UXR Headcount (*contractors*)
- Work Products
 - Baseline Assessment
 - Competitive Assessment*
 - VoC Survey Initiation (ongoing)
 - Customer Research Database
 - Structure Testing (Navigation)
 - Component Testing (filter/sort/dialogs)
 - Prototype testing (click through)
 - Pre-Launch User Test (working site)
 - Post-Launch Benchmarking
 - Set up for ongoing monitoring/evaluation

FUNimation UX Research Roadmap



≈ Cost (1 year services)

- Work Products
 - Baseline Assessment
 - Competitive Assessment
 - VoC Survey (s)
 - Card Sort / Tree Test
 - Structure & Component Testing
 - Prototype Testing
 - Pre-Launch User Test
 - Post-Launch Benchmarking
- Total \$42K**
 - (\$13K previously approved)

• Recruiting

- Self & Competitive Assessments (1K population generic) — Included in UZ Cost
 - Structure Testing (population specific) — Internal Headcount
 - Component Testing (½K population generic) - Included in UZ Cost
 - VoC Surveys (population specific) — Internal Headcount
 - Prototype Testing (population specific) — Internal Headcount
 - Pre-Launch Testing (population specific) — Internal Headcount
 - Post-Launch Benchmarking (population specific) — Internal Headcount
- ## • License Agreements
- UserZoom* (1 year)

* Does not include mobile testing or audio / video recording capability, concurrent testing

** Does not include cost of additional headcount (contractors/interns)

Appendix A – Vertical Competitors

WIP

*Note: Selection of these Verticals should validated/supported by VoC surveys

Vertical - Streaming

- FUNimation
- Movies and Shows
- 3 Levels of Membership
 - Free
 - SubPass
 - \$3.33-\$4.95/mo
 - All-AccessPass
 - \$4.95 - \$7.95/mo
- Monthly Option
- Yearly Option
- PC Streaming
- App Streaming
- Console Streaming
- MISSING: FUNi on AppleTV

Product	Membership Level (s)	Pricing	Availability
NetFlix	1 – Basic Standard Premium	\$7.99, \$8.99 & \$11.99/month	<ul style="list-style-type: none"> • PC & Gaming • Set top box • Smartphone • Smart TVs/Systems • App *Movies *Yearly Only
Amazon	2 – Amazon Instant Amazon Prime Instant	Instant \$0 (pay-per-content or free) Prime \$99/year (\$8.25/month)	<ul style="list-style-type: none"> • PC & Gaming • Set top box • Smartphone • Smart TVs/Systems • App *Movies *TV Episodes *Yearly Only
Hulu	2 – Hulu Hulu Plus*	Hulu \$0 (limited selection) Hulu Plus \$7.99/month	<ul style="list-style-type: none"> • PC & Gaming • Set top box • Smartphone • Smart TVs/Systems • App *TV *New Content *Yearly Only
YouTube	1 – YouTube	\$0 (can rent/purchase some videos; price varies)	<ul style="list-style-type: none"> • PC & Gaming • Set top box • Smartphone • Smart TVs/Systems • App *GapFiller
iTunes	1 - iTunes	Pay-per-content or multi-pass	<ul style="list-style-type: none"> • PC • Apple TV • Mobile Devices • App *GapFiller
Vudu	1-Vudu	Pay-per-content	<ul style="list-style-type: none"> • PC & Gaming • Set top box • Smartphone • Smart TVs/Systems • App *Walmart based
Crunchy Roll	3 – Free Premium Premium +	\$0 \$6.95 \$11.95	<ul style="list-style-type: none"> • PC & Gaming • Set top box • Smartphone • Smart TVs/Systems • App

Suggest combinations of Hulu Plus/Netflix and Hulu Plus/Amazon combos to explore for Vertical Streaming Market

Vertical – DVD Purchase

- FUNimation
 - Movies
 - Shows
 - Pre-orders
 - New Releases
 - Box Sets / Special Editions
 - Deals
 - Merchandise
 - Offers Streaming Subscription

Product	Features	Uniques
Amazon	<ul style="list-style-type: none"> • Movies • Shows • Deals • New Releases • Pre-orders • Streaming Pay-per-content • Merchandise 	*Streaming Pay-Per-Content
BBC America	<ul style="list-style-type: none"> • Movies • Shows • Deals • New Releases • Pre-orders • Merchandise 	*Dedicated Fan Shop (Dr. Who)
Rightstuf!	<ul style="list-style-type: none"> • Movies • Shows • Deals • New Releases • Pre-orders • Merchandise 	*Huge merchandise selection
BestBuy	<ul style="list-style-type: none"> • Movies • Shows • Deals • New Releases • Pre-orders 	*Gift cards to purchase streaming services
Walmart	<ul style="list-style-type: none"> • Movies • Shows • Deals • New Releases • Pre-orders • Streaming pay-per content (VUDU) 	*VUDU affiliated / Streaming Pay-Per-Content *No fan merchandise
Target	<ul style="list-style-type: none"> • Movies • Shows • Deals • New Releases • Pre-orders 	* Limited Merchandise

To Evaluate: Not only WHAT they offer but HOW they offer it and how EASY it is to find it.

Vertical – Fan Engagement

- FUNimation
 - News
 - Forum
 - Convention Listings
 - Apps
 - Twitter
 - TV
 - Games

Site	Features	Uniques
Walking Dead Wiki	<ul style="list-style-type: none"> • Comic Series • TV Series (season/episode lists) • Video Games • Videos • Photos • Chat • Forum • News 	<ul style="list-style-type: none"> *Fan uploaded Art and Videos *Off site links to videos *All Media on permutations of topic (TV, Comic books, art) *Chat Service
Doctor Who.com	<ul style="list-style-type: none"> • Forums • TV Series (season/episode lists) • Autographs/merchandise • Where to watch 	<ul style="list-style-type: none"> *Created/run by fans for fans
Drwho-online.co.uk	<ul style="list-style-type: none"> • Forums • Chat • News & Reviews • Guides • Reviews • Competitions • Minecraft • Apps • Imbedded Videos • TweetStream #drwho @DrWhoOnline 	<ul style="list-style-type: none"> *Links to similar themed sites; Steampunk gadgets, Dr. Who Clothing (not BBS) *TweetStream
Marvel	<ul style="list-style-type: none"> • Wiki • Guides • Forums • Games • Videos 	<ul style="list-style-type: none"> *From Fan Engagement standpoint this site is have to find the fandom stuff
DC Comics	<ul style="list-style-type: none"> • Heavy social media (twitter/FACEBOOK) • Games • Videos 	<ul style="list-style-type: none"> *Merchandise *DCNation website / sub genre websites *Hard to find the 'fan' section of the website
Crunchy Roll	<ul style="list-style-type: none"> • Extensive Forum • Games • Conventions/Events • Chat • App • Twitter/Facebook • Contests 	<ul style="list-style-type: none"> *Extensive topic segmentation

To Evaluate: WHAT they offer, HOW they offer it and how it is GROUPED within the website and how EASY it is to FIND it.