



July 17, 2015

# FUNimation VoC Results

July 6 – July 24  
Creative

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- Gather Qualitative Data and satisfaction metrics of current FUNimation website users.
- Begin setting NPS (Net Promoter Score) baseline for current users in order to gauge ROI (Return on Investment) for upcoming website changes
- Gather customer comments so they may be categorized and rank ordered with respect to their frequency.

## Why are we doing the survey?

- To establish a baseline of operation to compare with future website enhancements
- To measure impact of future changes on NPS and ROI
- To identify areas of opportunity for optimization

## What do we measure?

- Metrics
  - Customer Demographics
    - Gender
    - Age Range
  - Purchase behavior
  - Website visitations
  - NPS for
    - Website
    - Streaming
    - Merchandise Purchase
  - Satisfaction with Website Navigation
  - Satisfaction with Website Layout/Design
  - Overall Satisfaction with Website
  - Customer Comments / Suggestions

## How does this survey fit in our plan?

- Data was gathered to provide a current user view of website issues/comments
- This is **stage 3** of our User Research Roadmap (Ongoing, Quarterly Reporting)

# Task Selection

## Research Objectives

- Gather Qualitative Data and satisfaction metrics of current FUNimation website users.
- Begin setting NPS (Net Promoter Score) baseline for current users in order to gauge ROI (Return on Investment) for upcoming website changes
- Gather customer comments so they may be categorized and rank ordered with respect to their frequency.

## Fifteen Questions

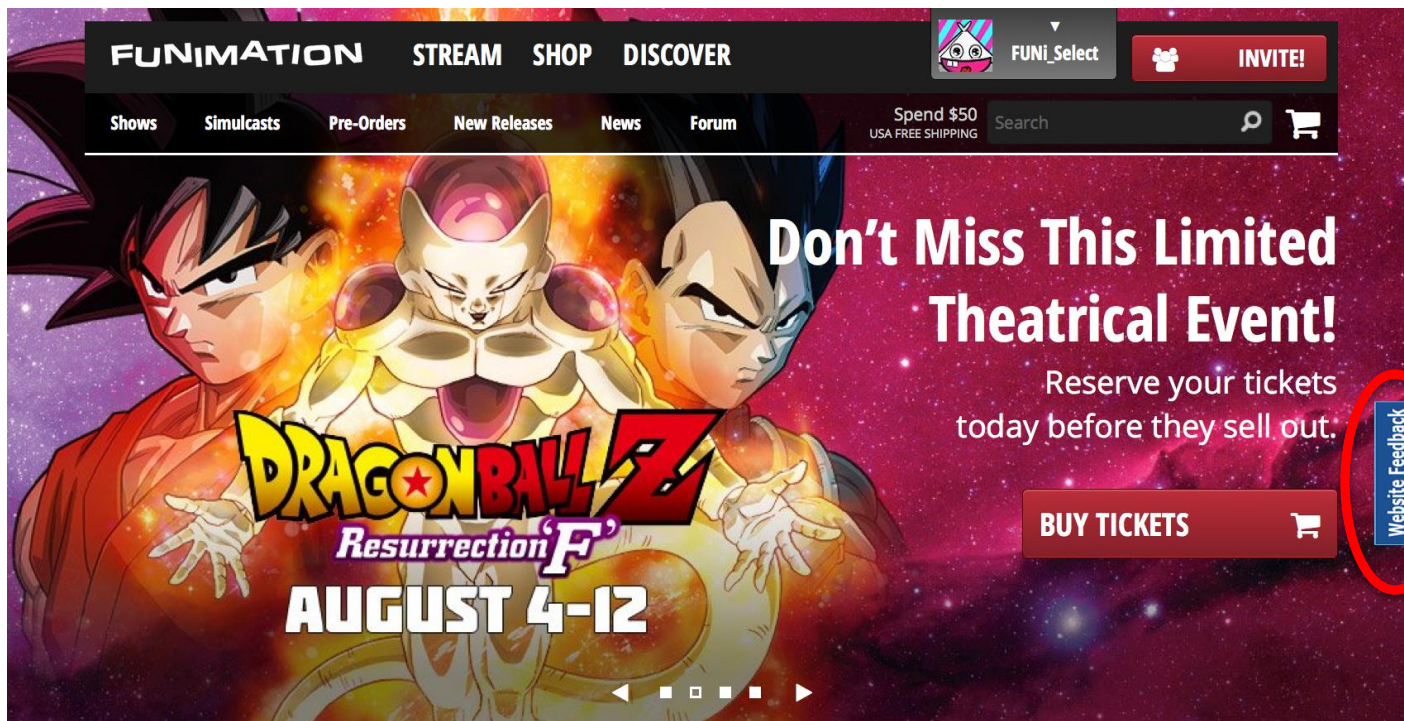
- What is your Gender?
- Which range includes your age group?
- How long have you used the FUNimation website?
- How frequently do you purchase FUNimation products or services?
- How did you learn of our website?
- How often do you visit our website?
- On your last visit, what was your primary reason for visiting our website?
- How likely is it that you would recommend this website to a friend or colleague?
- How likely is it that you would recommend FUNimation streaming services to a friend or colleague?
- How likely is it that you would recommend FUNimation Anime DVDs/Blu-rays to a friend or colleague?
- On a scale of 1 to 7 where 7 is Very Satisfied and 1 is Not Satisfied At All, how satisfied are you with our website's Ease of Navigation? Why?
- On a scale of 1 to 7 where 7 is Very Satisfied and 1 is Not Satisfied At All, how satisfied are you with our website's Layout/Design? Why?
- On a scale of 1 to 7 where 7 is Very Satisfied and 1 is Not Satisfied At All, how satisfied are you with our website's ability to meet your needs? Why?
- Do you have any other suggestions on how we can improve the website for you?

# Methodology

## Self-Selected VoC Survey

- Designed survey in UserZoom
- Integrated into website as a feedback tab
- Users Choose to enter feedback
  - Some provide generic feedback
  - Some provide specific feedback based on the page they are currently on
- Survey results are from July 6, 2015 – July 27, 2015
- Number of surveys collected = **500**

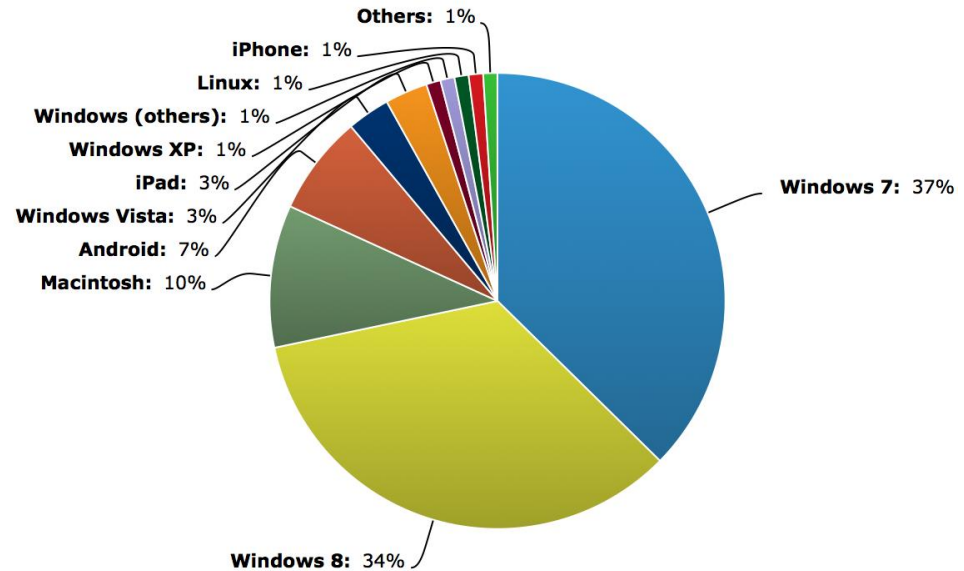
“Website Feedback”



# OS / Browser Usage

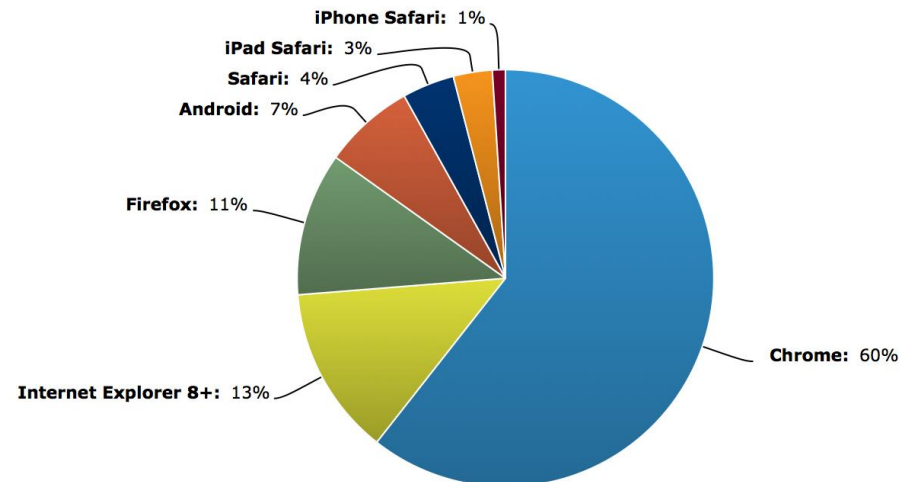
## Windows 7 & 8 OS's Dominate

Windows 7	37%
Windows 8	34%
Macintosh	10%
Android	7%
Windows Vista	3%
iPad	3%
Windows XP	1%
Windows (others)	1%
Linux	1%
iPhone	1%
Others	1%



## Chrome Browser Dominates

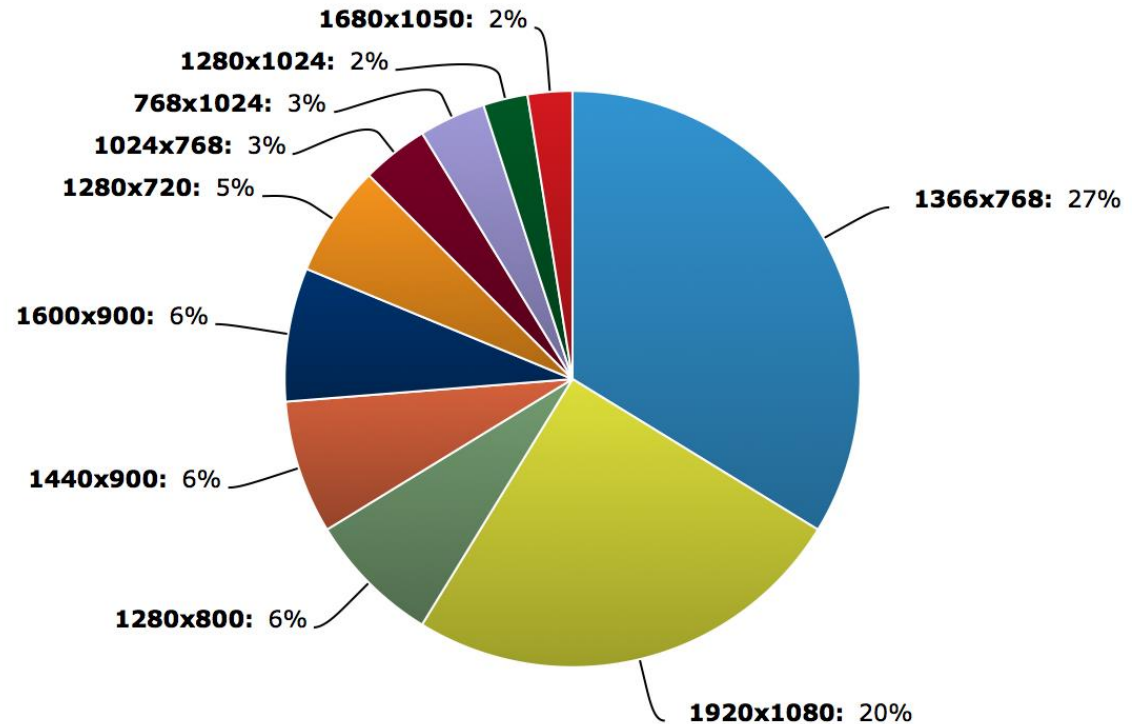
Chrome	60%
Safari	4%
Firefox	11%
Internet Explorer 8+	13%
iPhone Safari	1%
iPad Safari	3%
Android	7%



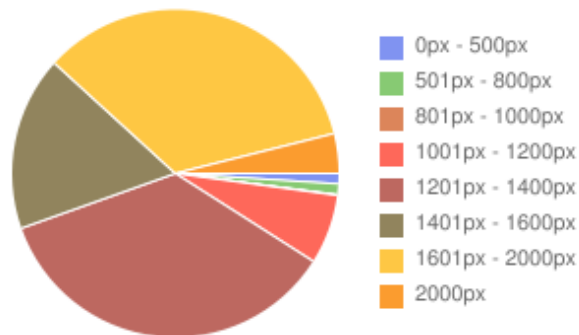
# Users Screen Resolution (top 10)

## Higher Resolutions Dominate

1366x768	27%
1920x1080	20%
1440x900	6%
1600x900	6%
1280x800	6%
1280x720	5%
1024x768	3%
768x1024	3%
1360x768	2%
854x534	2%



## General Population Screen Width Ranges

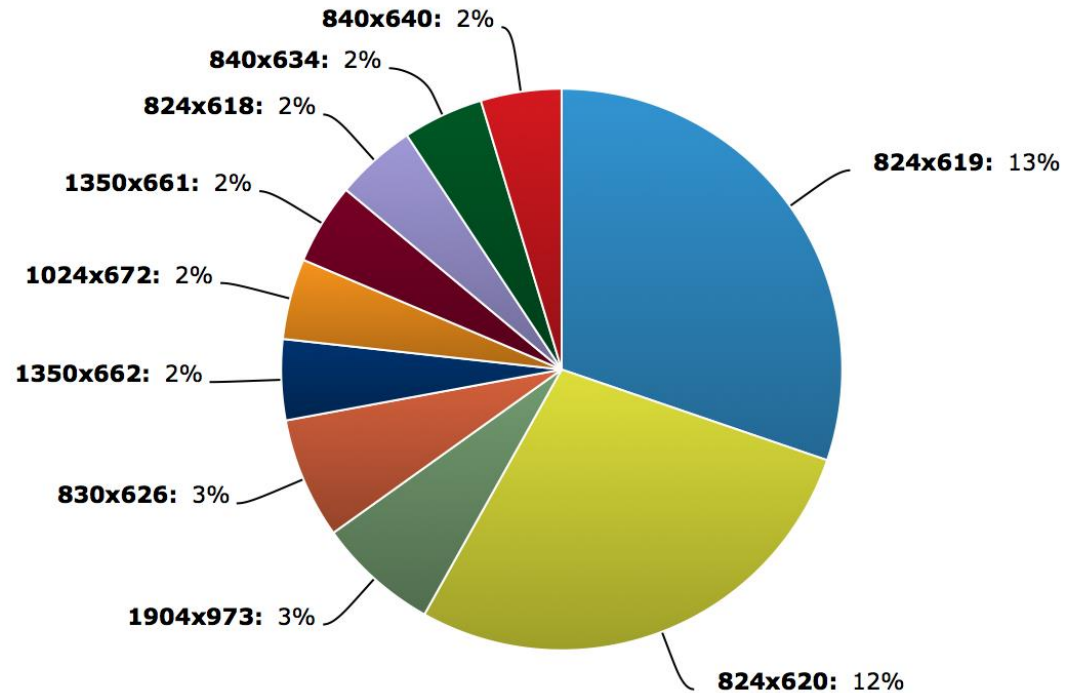


<https://css-tricks.com/screen-resolution-notequalto-browser-window/>

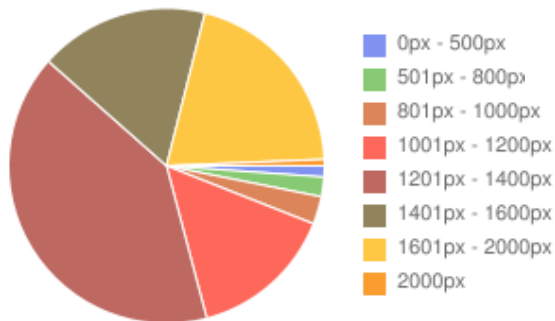
# Users Browser Resolution (top 10)

## Window Width < 900px Dominates

824x619	13%
824x620	12%
830x626	3%
1904x973	3%
1350x661	2%
840x634	2%
1350x662	2%
824x618	2%
840x640	2%
1024x672	2%



## General Population Screen Width Ranges



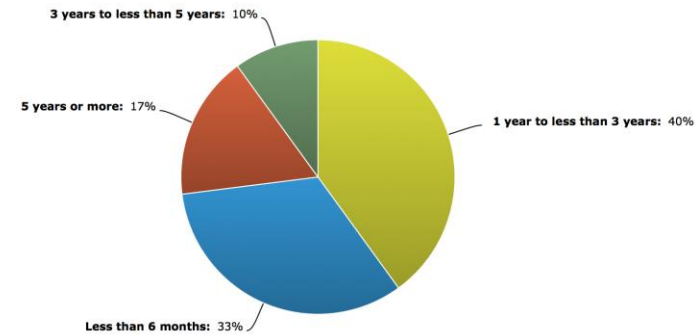
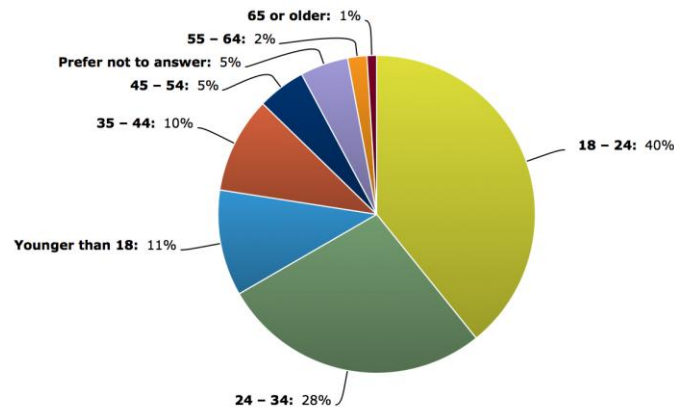
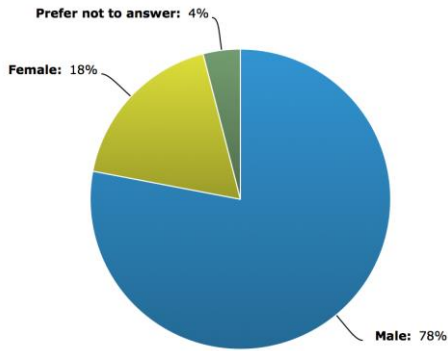
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# Demographics

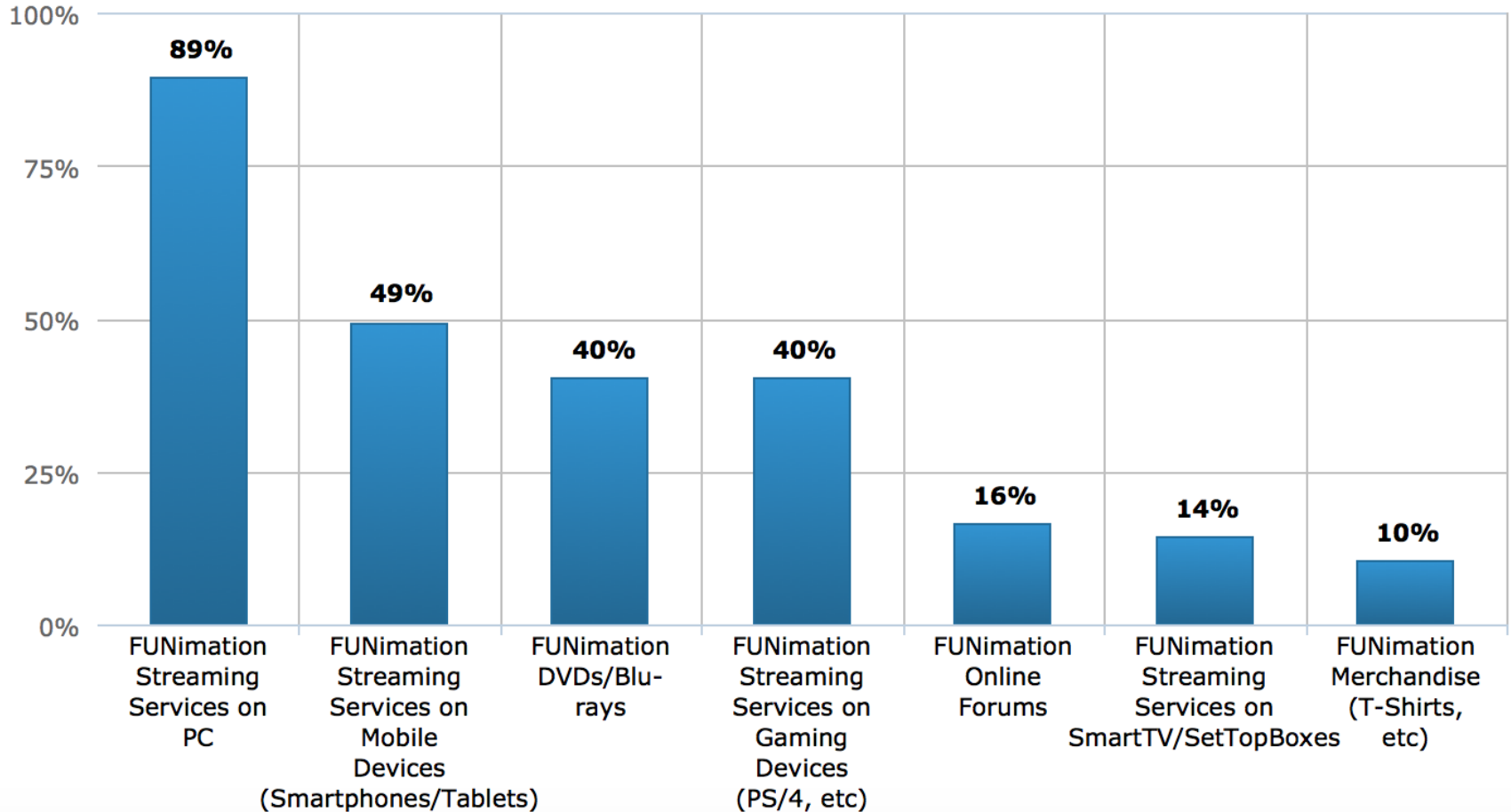
Gender	%
Male	78
Female	18
Other	4

Age Range	%
< 18	11
18 - 24	40
24 - 34	28
35 - 44	10
45 - 54	5
55 - 64	2
Other	6

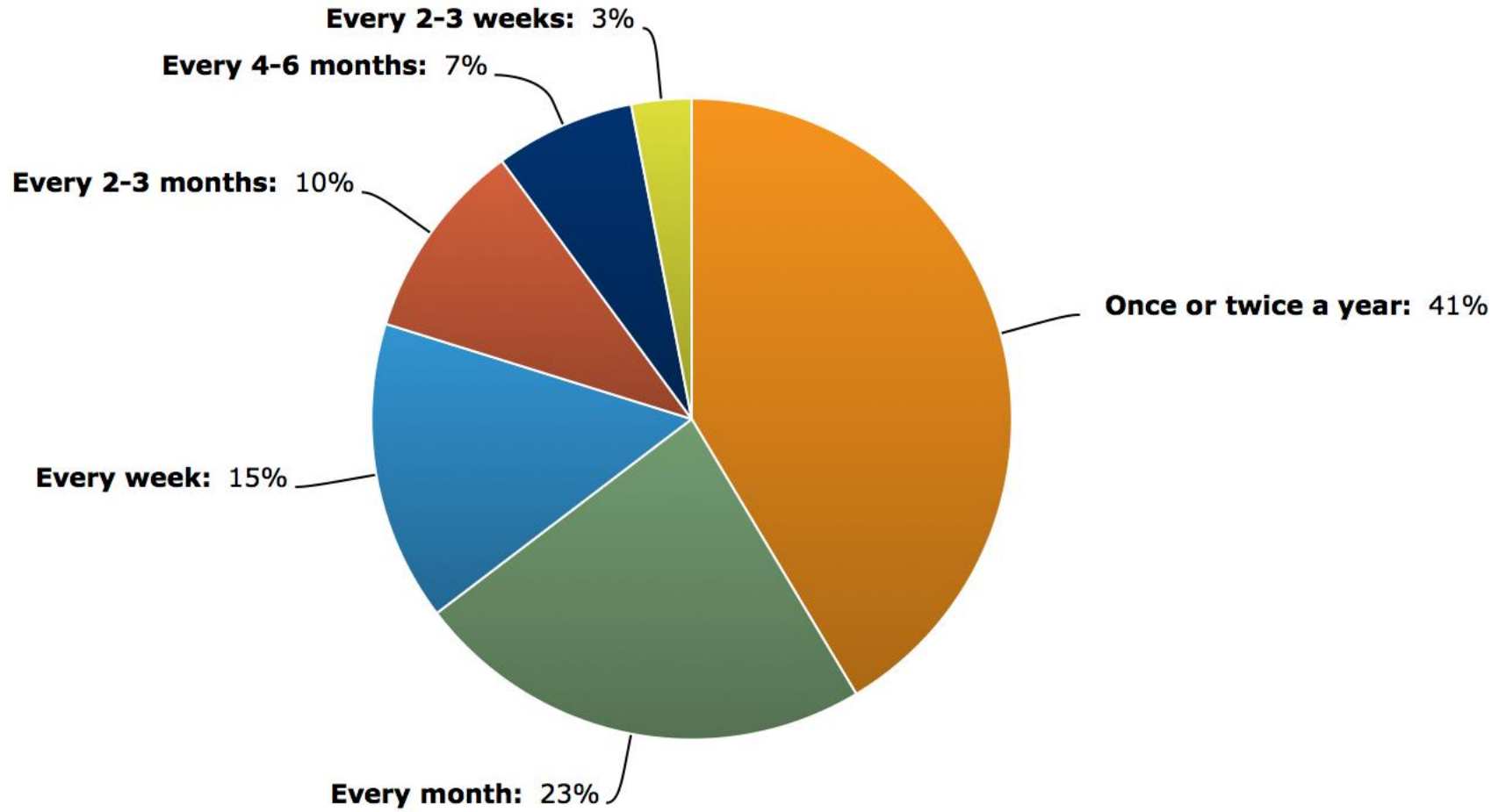
Usage (Length of Time)	%
< 6 Months	33
6 Months to 3 Years	40
3 to 5 Years	10
> 5 Years	17



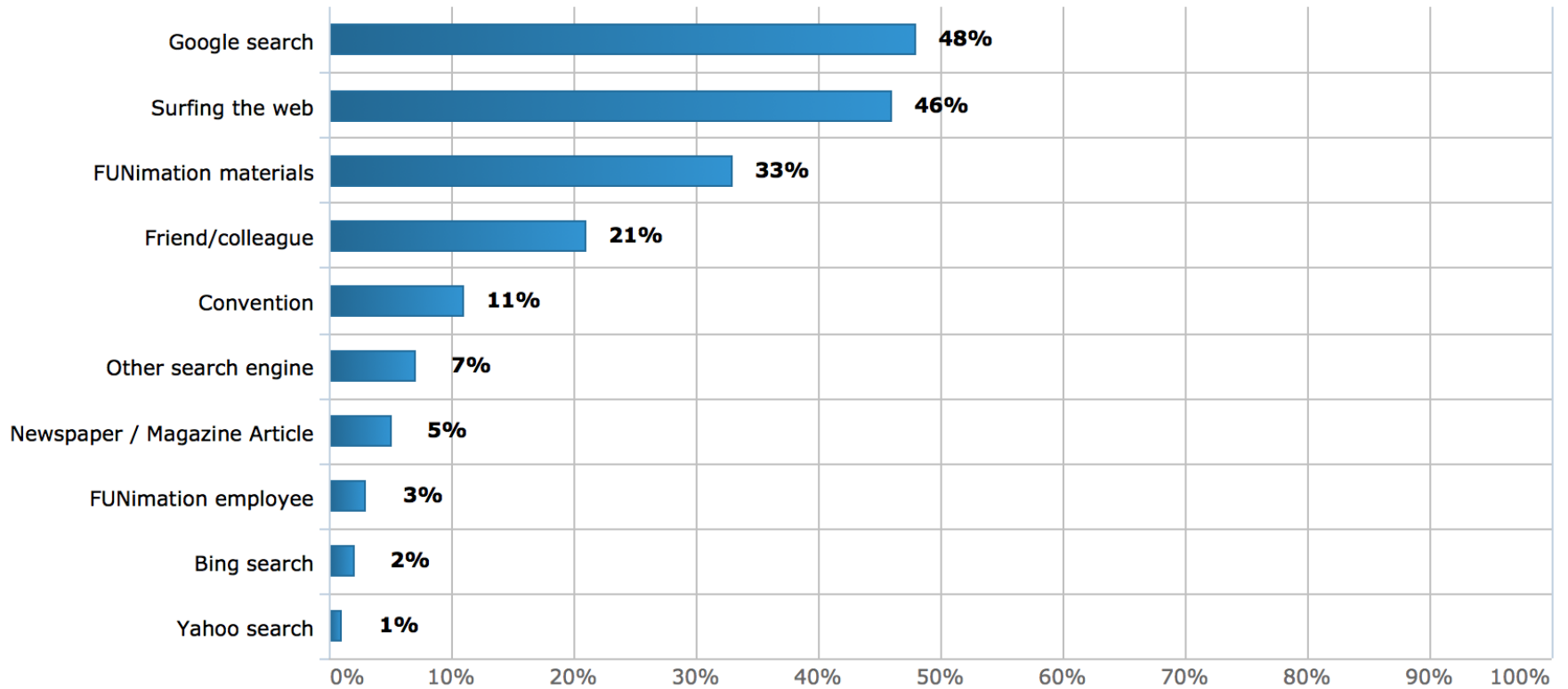
# FUNimation Products / Services Used (check all that apply)



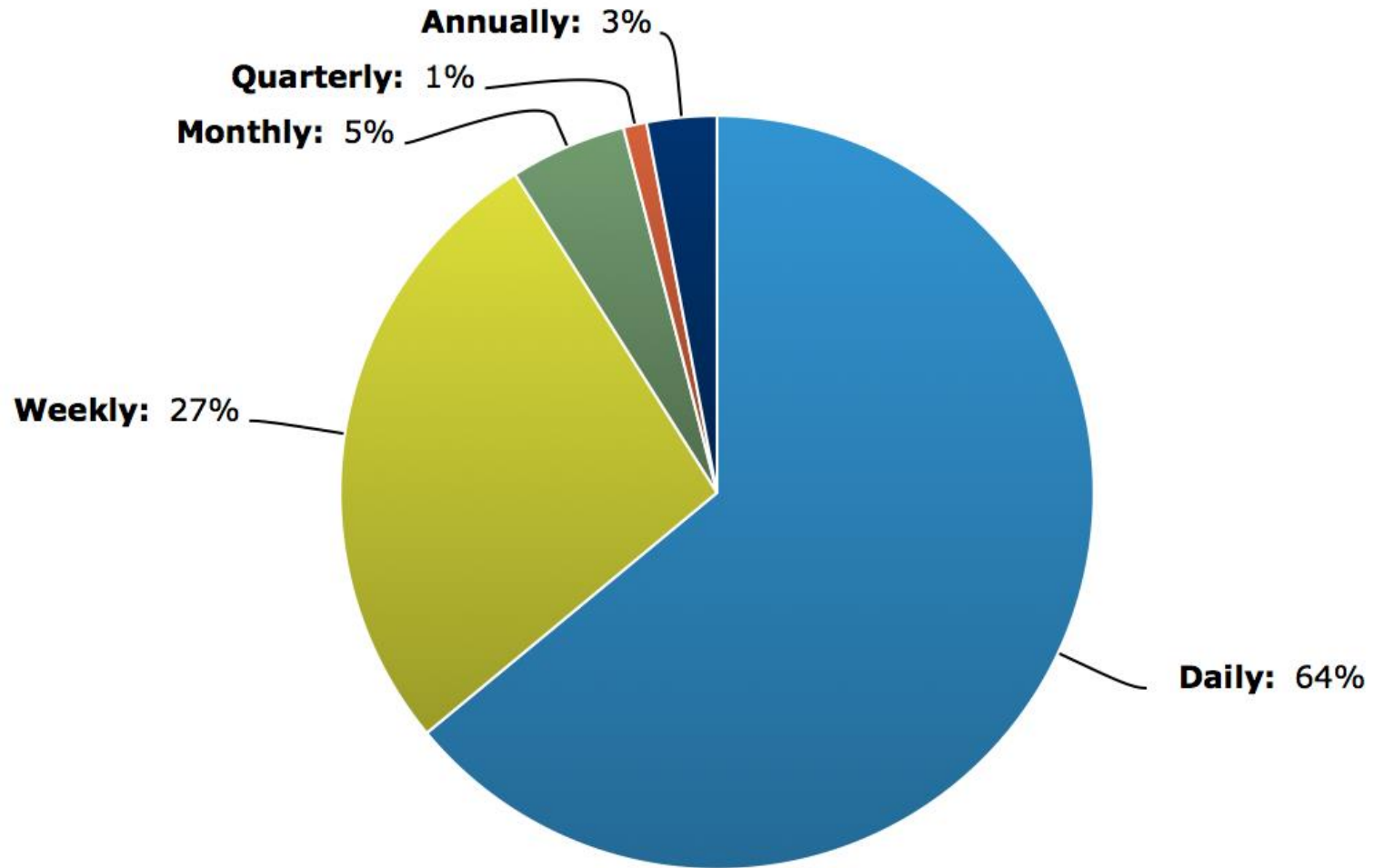
# Frequency of Purchases



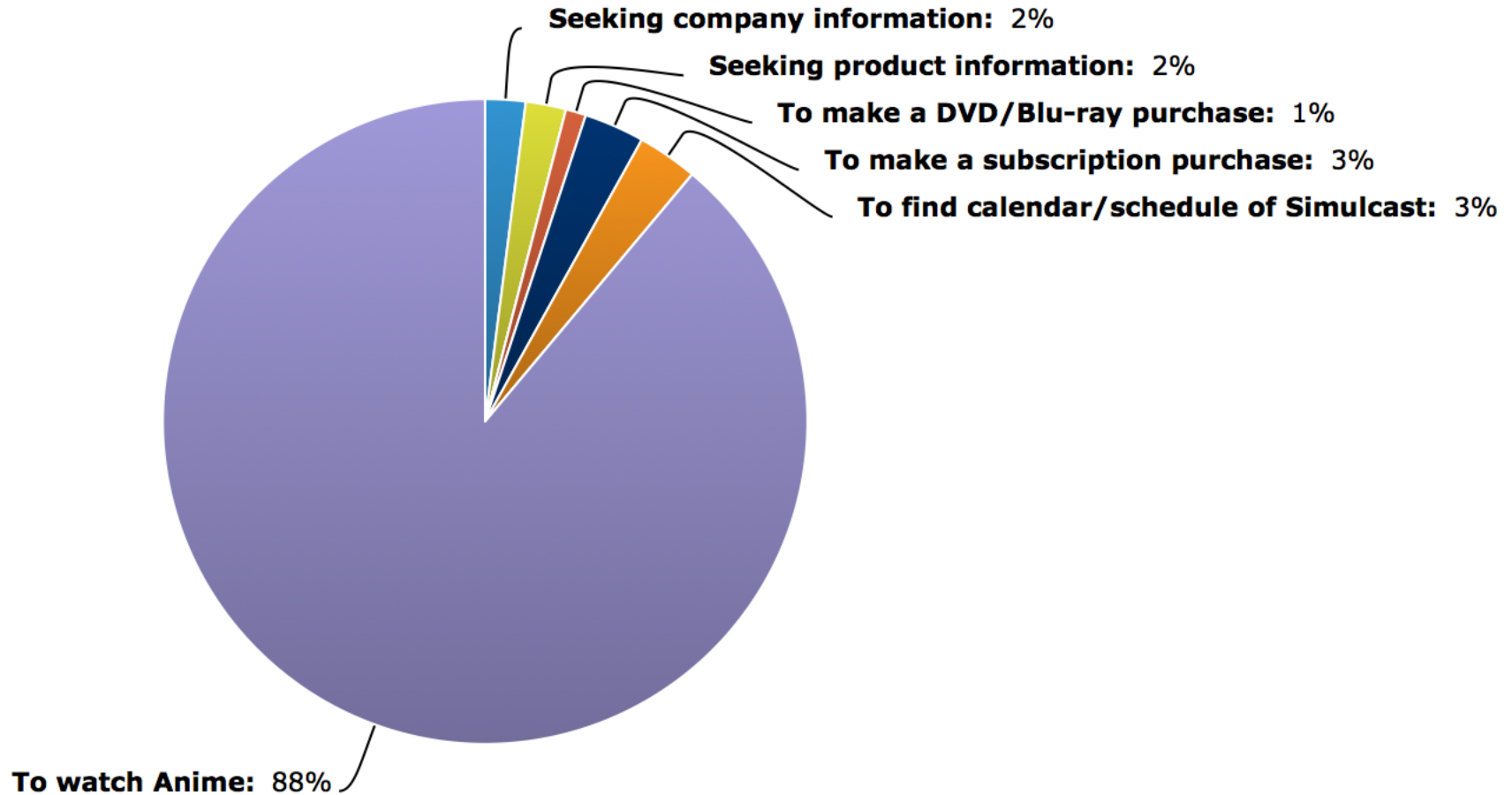
# Drivers to the Website



# Frequency of Website Visitation



# Primary Reason for Website Visitation (last visit)



# NPS Scores\* (-100 to +100 range)

Metric	Total Survey N=500	New Users N=319* *	< 6 Month Users N=166	6 Month to < 3 Year Users N=201	3 to 5 Year Users N=50	5+ Year Users N=83	Comparison Metric	Notes
NPS (website)	+31	-14	23	37	30	29	-14	Generic websites
NPS (watch streaming service)	+34	--	29	40	39	33	+56	Best of Breed (Pandora/Netflix)
NPS (purchase DVDs/Blu-rays, Merchandise)	+8	--	-10	16	2	30	+64	Best of Breed (Amazon/Zappos)

\*\* Value from New User Baseline Test

Whereas the FUNimation website is on par with a ‘generic’ website for first time users who have not established a loyalty to the product/company, it significantly lags behind the ‘Best of Breed’ for Streaming and Purchasing among loyal customers

\* The Net Promoter Score is an index ranging from -100 to +100 that measures the willingness of customers to recommend a company’s products or services to others. It is used as a proxy for gauging the customer’s overall satisfaction with a company’s product or service and the customer’s loyalty to the brand.

- It costs a company much more money to win back a detractor as opposed to keeping promoters.
- The reverse is true with a customer enthusiast and promoter. They’ll buy more from the company they love, they’ll need less customer service and will refer friends and relatives. Free publicity from a promoter means the company need not spend as much on marketing and advertising.

# User Satisfaction

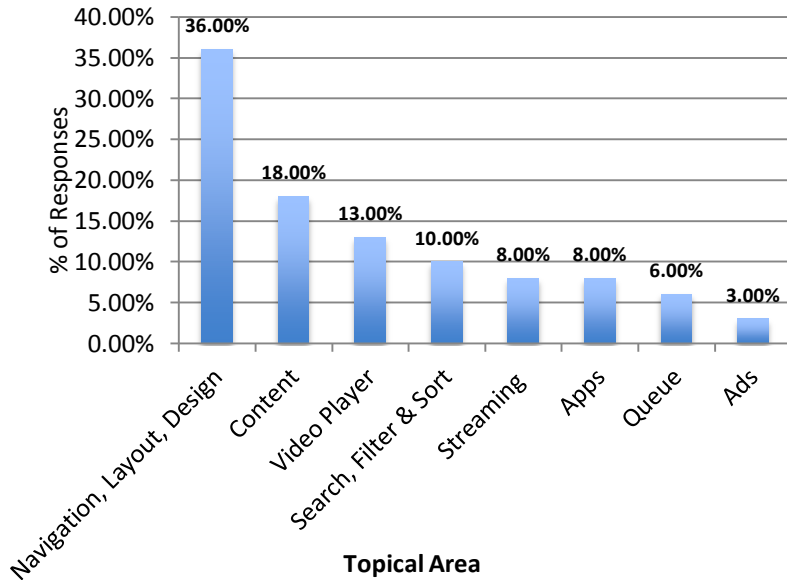
Metric	Total Survey Mean* N=286	Total Survey % (Satisfied or Very Satisfied)	< 6 Month Users % / Mean N=166	6 Month to < 3 Year Users % / Mean N=201	3 to 5 Year Users % / Mean N=50	5+ Year Users % / Mean N=83	Comparison Metric Mean (50 <sup>th</sup> Percentile)
Website Ease of Navigation	5.2	51%	47 / 5.1	56 / 5.3	56 / 5.4	48 / 5.1	5
Website Layout / Design	5.4	59%	54 / 5.3	60 / 5.5	68 / 5.6	58 / 5.2	5
Website meets your Needs	5.5	61%	61 / 5.4	64 / 5.6	60 / 5.4	60 / 5.5	5

\* Out of a 7 point scale

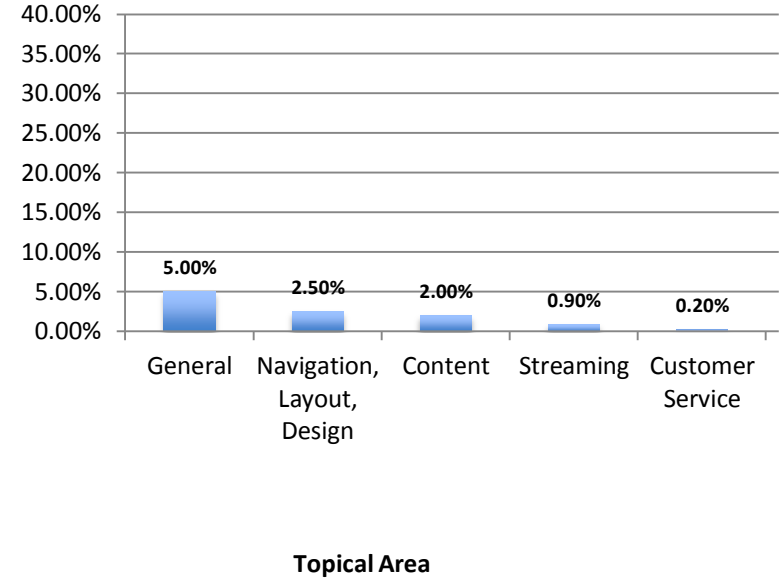
The FUNimation website consistently hovers around the 50<sup>th</sup> percentile for user satisfaction of Navigation and Layout/Design with the general trend being that users tend to be more satisfied the longer they use (learn) the website.

# Comments Analysis

**Negative Comments**



**Positive Comments**



Navigation, Layout, Design – Taxonomy, Clutter, Visuals, Business Silos

Content – less Subs, more Dubs, Series Info, show info, More Shows

Video Player – Features, Functions, Enhancements

Search, Filter & Sort – All Inclusive Search, Scoped Search, Filter & Sort Behavior, Multiple Search fields on pages

Streaming – Bandwidth Issues, Buffering, Stream Drops

Apps – Features, Functions, Enhancements, Pay vs Free Apps, Apps for other platforms (Apple TV)

Queue – Enhancements, Visibility

Ads – Popup ads (DBZ), Subscriber getting HULU player or Free Player w/ Ads on certain shows, “Spotlights” size

General – General non specific compliment (ie., “You’ve improved so MUCH since the last website”)

Navigation, Layout, Design – No problems finding things, like the layout

Content – Love the amount of content

Streaming – Love the device streaming, love the quality

Customer Service – Good encounters with customer service persons

# Take-Aways

- When Respondents have an opinion on an area of the website, the negative comments are 8% to 14% greater than positive comments
- The FUNimation website consistently hovers around the 50<sup>th</sup> Percentile for the User Satisfaction of Navigation and Layout/Design with the general trend being that users tend to be more satisfied the longer they use (learn) the website
- Whereas the FUNimation website is on par with a 'generic' website for first time users who have not established a loyalty to the product/company, it significantly lags behind the 'Best of Breed' for Streaming and Purchasing among loyal customers
- 38% of respondents make a FUNimation purchase every month, with 15% purchasing every week
- Main drivers to the website for respondents are Google Searches and Surfing the web in general
- 91% of respondents visit the FUNimation website at least every week with 64% visiting daily
- 88% of respondents come to the FUNimation website to stream/watch Anime

## Next Steps

- Mesh Customer Comments with Technology's "Parking-Lot" document
- Identify those issues which are currently being addressed
- Meet with Technology to prioritize issues and categorize them as appropriate for phase 2 (current website enhancements), phase 3 (FUNimation 3.0) or beyond
- Present a Plan/Budget for C-Suite Approval