About the research

Know your customer:

The purpose of this document is to gain an understanding of the on-line audience for AP Archive.

The gorilla research to be undertaken will be part speculative (work-in progress) and factual (Wilson Fletcher) R1 will focus on a select range of existing and potential users (if we have time).

Our aim should be to explore and uncover their behaviour, attitudes, motivations and frustrations at different touch points associated with AP Archive website.

Discovery \\ Planning \\ Exploring

Any behavioural patterns identified during the research will inform the creation of 3 design personas:

Clare - The multitasking Seeker/Enthusiast

Mark - The Seasoned Editor

Mathias - The Discriminating Art Director

Each person represents different behaviours, attitudes, goals, motivations and frustrations.

About the Personas:

Each persona summarises a number of key design challenges when designing for users of the AP Archive website.

Each persona is not representative of a market segment, and is based on behavioural rather than demographic data. It is meant to work with the two other personas, to create a full picture of design challenges and information needs when designing the new AP Archive site and related materials.

How to use this persona:

We can use persona's together or in isolation to help us design meaningful user experiences and evaluate the AP Archive site for marketing and E-commmerce ideas.

Ask yourself: "If I was Persona X what would I want in this situation?" or "What would Persona X think of this design?"

Over time we'll collate information and clarify the interaction needs of our audience, this will challenge our assumptions and forge new understanding relating to the AP Archive - whether it's currently supporting their needs.

We'll identify better ways we can support them and think about content, features and functionality that could be developed...blah blah, blah blah
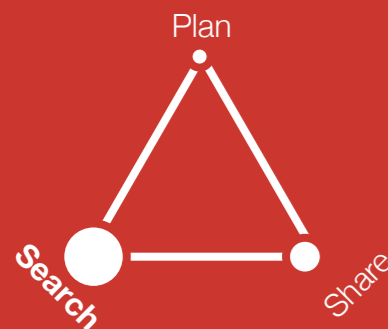
AP Archive

Hannah

Age: 25

" I love History, the story telling aspect..."

Active user - is very engaged, high frequency

Primary focus:

Plan

Search   Share

Income: £18k - £35k

Attitudes towards technology

- ○ Complex
- ✓ Necessay
- ○ worrying
- ✓ Enabling
- ✓ Exciting

Obstacles to use

- ✓ Terminology
- ✓ Transparency
- ○ Pricing visibility
- ✓ Ads (Cross selling mis matching)
- ○ Functional complexities
- ○ Navigational ambiguity
- ✓ Poor search output

Professional Goals

- ✓ Collaboration
- ✓ Social proofing
- ○ Networking
- ✓ Competency

Who I collaborate with

- ✓ Friends
- ✓ Peers
- ✓ Video editors
- ○ Art Directors
- ○ Stake holders

Activities whilst researching online

- ○ Computer based activities
- ○ Professional networking - LinkedIn
- ✓ Off-line research activities

Explore how researches consume archive information. Statistical and social economic data whilst insightful does not tell the entire story

By understanding the many factors that influence the choices made and segmenting typical behavior pattens we can create and fine tune a service so that it feels like it was made just for them.

Who are they, as individuals not researchers

What's the context in which they search, discover and share

What are their current behaviors around looking for AP Archive content.

Ultimately how could we do it better for them

Why Hannah is Interesting /

If Clare is convinced of the AP Archive service, she'll remember AP as a trusted resource (perhaps bookmark/Delicious tag the site too)

Clare is often online as a tech savvy researcher, she could be persuaded about the benefits of AP Archive subscription packages (Pay As You Go) - she'll be interested in the width and breadth of accessible video archive content, and things like HD and or Exclusive content - perhaps pushed by editorial? Another random thought

Why Hannah is a Challenge /

Clare is fickle, she'll do what ever it takes to source the best content. She's not loyal to any News brand. She's very demanding - she has pre-conveived ideas about AP and expects to be sold, not informed!

It'll be a real challenge to keep Clare engaged on the AP Archive site if we can't connect with her emotional goals - hence the freelance lifestyle.

Clare is likely to graze our site when she knows it has provided exceptional content in the past

What Hannah wants /

Based on current and future behavioral patterns.

Being ahead of the curve, staying up to date and relevant

Brand association

Professional standing and symbolism

Craves to have a sense of community/ belonging

One-stop destination for research activities

Mobile connectivity - iPhone/iPad

How Hannah wants to feel /

Based on current and future models of expectations.

That she's getting value for money

Not wasting her time

Informed - Up to date

That she's getting the best information

Excited by what she may discover - serendipitous

Opportunities / secondary targets

Drive engagement through Peer to peer content - knowing about the browsing activities of other reseachers

Planning & Sharing Tools - Give her some control and ownership

Build brand, she will have future purchasing power

Cross sell 'Brooklyn' content

iPhone & iPad content

AP Leader board? another random thought..

Threats /

Reuters
ITN Source
Other - Will abandon the service if...

Business models

Pay per download – walk up credit card customers
Pay per download – invoiced at end of month

Metered access – allotted number of clips

Variations: # of clips and value of content

Subscription – as much as you want within "a product" (with "products" being newly created and editorialised, eg "entertainment clips from the 90s"

Metered access with declared usage ← the one we want to go with

Customer says up front what they want, pay an initial fee which gives them a certain amount of content (a total number of clips or duration of content), they have to pay extra if they go beyond that

multitasking Seeker/Enthusiast

AP Archive

What Hannah dose /

(assumption: the user has already been set up on the site for the beta, with a particular licence, we know what project they are working on, we create the project with a licence associated to it)

Start.

0.
Client: [x]. To source all direct and indirect video material on Barrack Obama - the early years.

Personal goal ▮
Task ▮
Motivation ▮

1.
View login page (with minimal information made public)

2.
Researcher logs in to the site

3.
Researcher sees the logged in home page, which contains (among other things?):
- big search box
- link to access their workspace with details about what's in their workspace
- marketing material (eg promotions or timely content)
- info about recent searches and notifications about new content relating to recent searches- maybe more…

4.
Researcher searches for content (need lots more detail here! With help from Greg)
Note: price does not show up on search results – but we do flag "premium content" for iconic clips such as WTC etc

5.
Researcher notices a story that they're interested in

6.
Researcher views the detail of that story

7.
Researcher views the video, scrubs around in the video to find an interesting section

8a.
Researcher saves the "whole story" (ie the full length video) to a folder in a project (created at this time? Would need to enter some info on what type of programme they're making etc, can associate a licence with the project?) in their workspace (user starts with a default folder in each project, can rename the default folder if they want)

8b.
Researcher makes one or more clips from the video and saves the clip(s) to a project in their workspace

9.
The user adds a comment to the clip that they have made, which is associated with the clip in their workspace

10.
This process is repeated to add multiple videos and clips to the project folder.

11.
User then goes into their workspace to view and manipulate videos and clips.

12.
User looks at videos and clips, moves things from one folder to another (say they put it into the wrong folder by mistake), makes comments. (The folder will eventually contain some kind of pricing calculator but not for beta)

13.
User shares a project folder with their director to ask for feedback (current thinking is that they technically have access to the entire project but they see a link to the particular folder)

   a. They enter the director's email address

   b. The system asks them what level of access the editor will have:
   - View (always enabled)
   - Request to delete a story/clip
   - Add comment (should this always be enabled?)
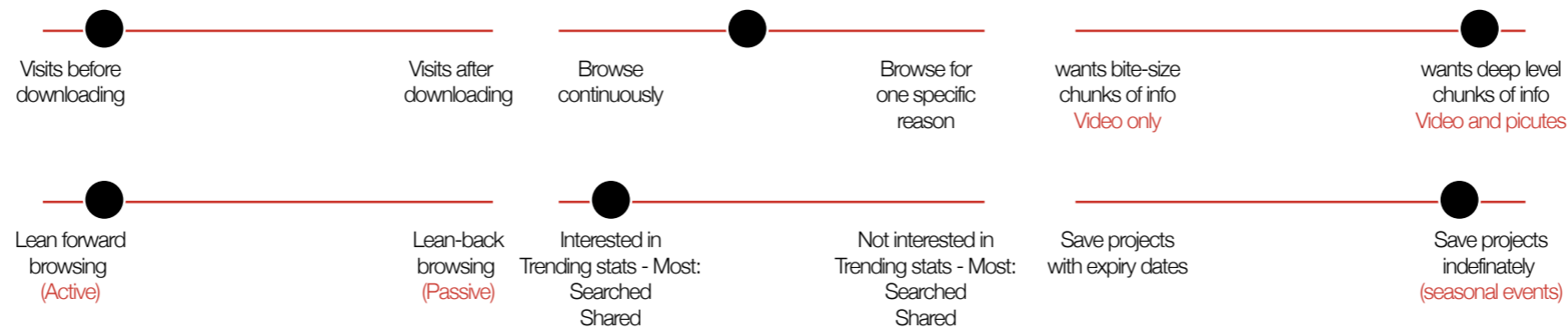   - Can they see other people's comments (etc)

   c. (note: users can share projects with more than one person. They can also revoke access manually, or put a timeframe on the access)

14.
Researcher logs out.

End.

Online video search:

Visits before downloading	Visits after downloading
Browse continuously	Browse for one specific reason
wants bite-size chunks of info — Video only	wants deep level chunks of info — Video and picutes
Lean forward browsing (Active)	Lean-back browsing (Passive)
Interested in Trending stats - Most: Searched Shared	Not interested in Trending stats - Most: Searched Shared
Save projects with expiry dates	Save projects indefinately (seasonal events)

Prepared by: Kofi Bismra
Last Changed: 00.00.0000   Created: 08.09.2011

AP Archive