

Video Player Feature Study
MARCH 2021

VIDEO PLAYER FEATURE PRIORITIZATION STUDY

Our purpose is to uncover insights that will help to inform 'must-have' feature sets for video players in both the mobile and desktop environments.

TEST GOALS

- ① Learn more about how online news fanatics consume video content and how well acquainted they are with the features of the video playing experience.
- ② Observe participants' awareness of, attitudes toward, and intent to use various functions of the video players on their favorite news site and yahoo.com.

STUDY DETAIL OVERVIEW

A multi-step unmoderated test run was run utilizing UserTesting.com, aiming to provide insights on video behavior overnight. A screening process was run the day prior to the test, resulting in a targeted testing pool of 20 participants. Selection consisted of several traits indicating a high level of digital video consumption on mobile or computer.

① FAVORITE NEWS SITE

Observe participants engaging with their favorite news website and how they interact with multimedia content

② YAHOO! NEWS SITE

Observe participants engaging with the Yahoo! News website and how they interact with multimedia content

③ FEATURE PRIORITIZATION

Participants select must-have vs. unnecessary video player features and the reasons for their choice

STUDY TIMELINE

End-to-End Activities Completed within 12 hours.



Study Planning

~3 Hours

- Audience Targeting
- Script Development



Dry Run Review

~1 Hours

- Review Dry Run
- Finalize Script



Session Filling

~2 Hours

- Recruitment of 20
- 20 Completed Tests



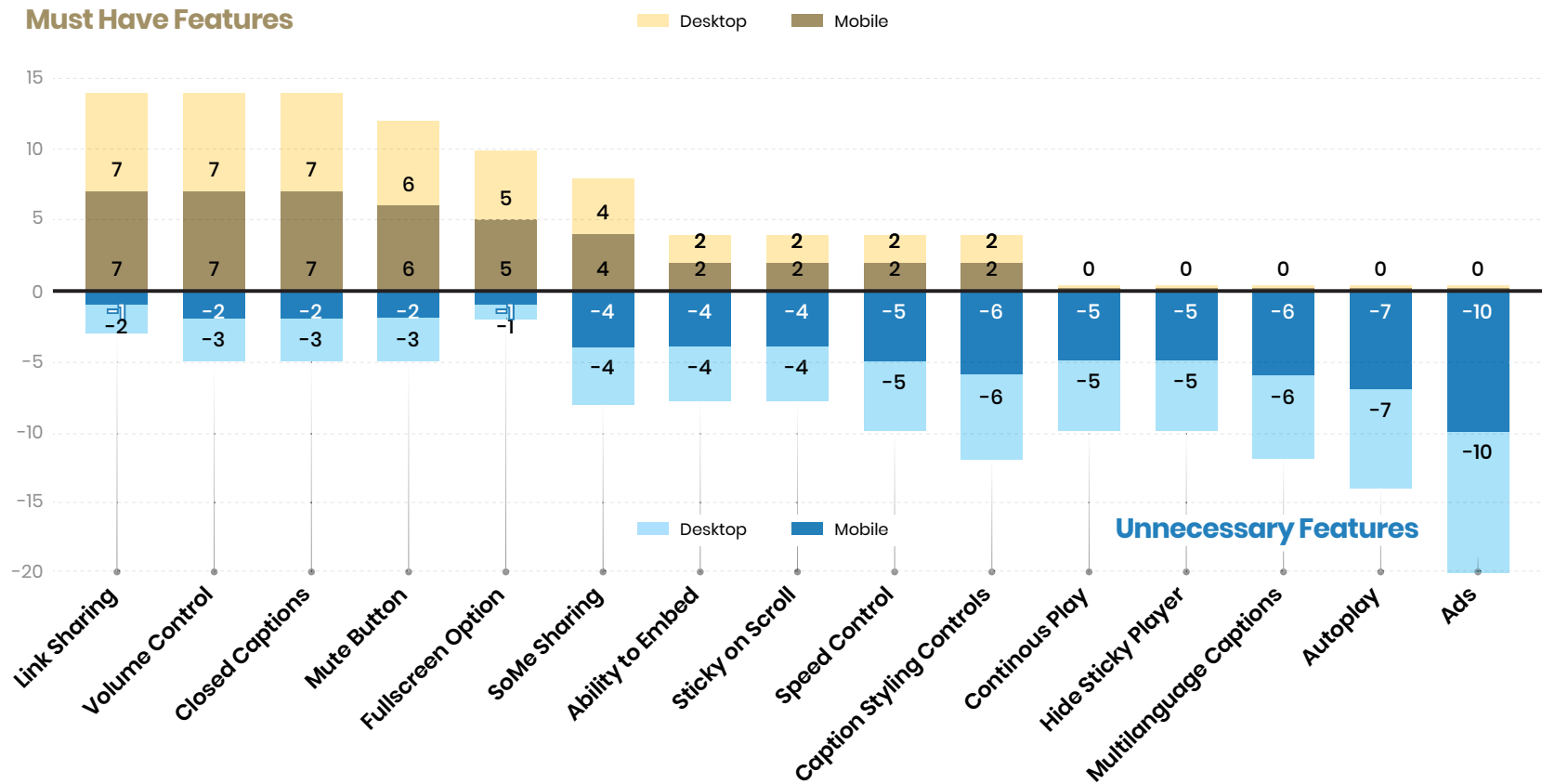
Study Analysis

~6 Hours

- Findings Summary
- Create Artifacts

FEATURE PRIORITIZATION RESULTS

Feature desirability between mobile and computer



HIGH LEVEL DESIGN SEEDS

Research Supported Opportunities for Feature Development

① **STREAM HUB**

Investigate a Re-imagined top level category page template and video player experience optimized for the consumption of live stream video content

- Increased Time on Site
- Increased Number of Completed Ad Views
- Increase in Notifications Sign Up

② **VIDEO HUB**

Investigate the desirability of a video-on-demand (VOD) experience centered on showcasing our archive of video content

- Increased Number of Video Views per Session
- Increased Viewability in Long-Tail Video Content
- One More Click

HIGH LEVEL DESIGN SEEDS

Research Supported Opportunities for Feature Development

③ VIDEO ADS

Investigate alternative techniques in the display and frequency of displaying ads within a video experience

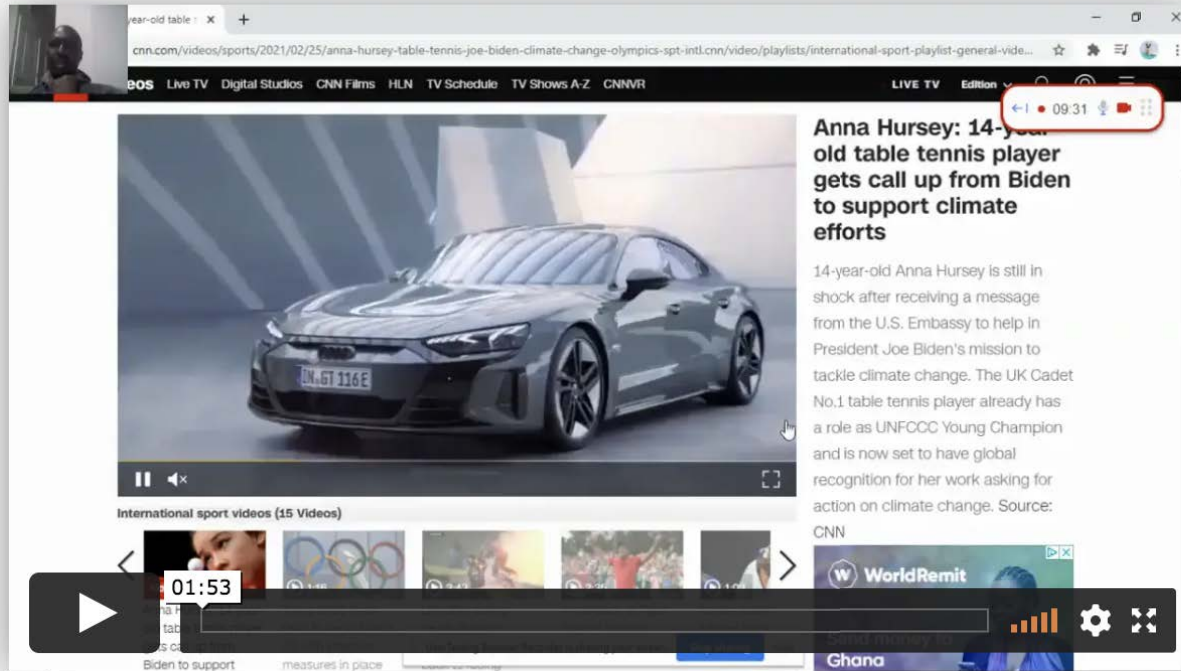
- Investigate the use of lower 3rds
- Investigate the use of picture in picture
- Pre and Post Roll Optimizations

④ DEVICE SPECIFIC PLAYER

Investigate the nuances in behavior while consuming video between mobile, computer, tablet and tv

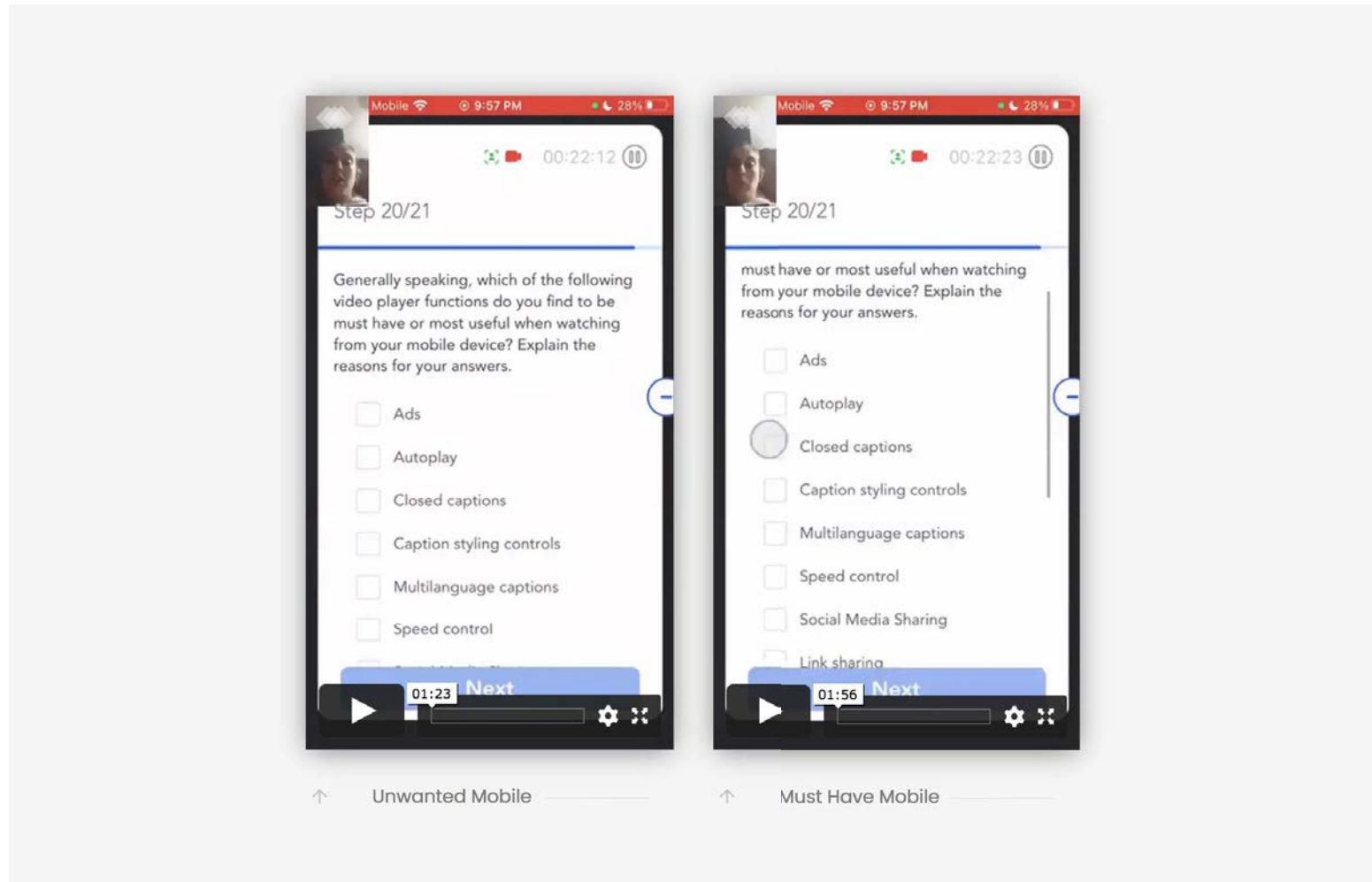
- Capture Consumption Techniques Across Devices
- Develop Device Specific Feature Prioritization

PARTICIPANT HIGHLIGHT REELS



↑ Individual Participant Clip

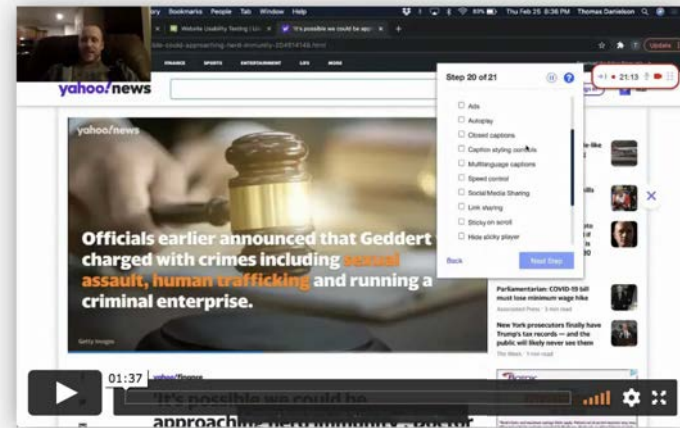
PARTICIPANT HIGHLIGHT REELS



PARTICIPANT HIGHLIGHT REELS



↑ Unwanted Desktop / Laptop Features



↑ Must Have Desktop / Laptop Features

AUDIENCE TARGETING

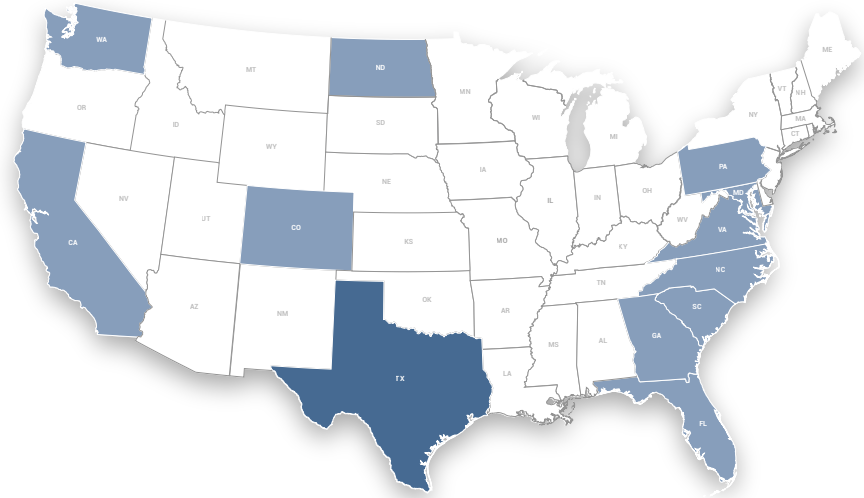
Advanced video player functions are more likely to be utilized for individuals that consume multimedia news formats daily or multiple times throughout each day. Focusing on consumers with the most experience and sophisticated needs allows us to rapidly identify and optimize the video viewing experience.



We can uncover the needs of the vast majority of customers by focusing on the needs of those that are most engaged.

20 Online News Fanatics

- Mix ranged 30 – 56 years old
- Check the news at least once a day
- Regularly consume news in video format

Geographical Locations



	MALE	FEMALE
 Computer	7	3
 Smartphone	7	3

PARTICIPANT SCREENER

Where do you typically get your news?

- Answer 1: I try to avoid the news ✗
- Answer 2: Local news tv show ✓
- Answer 3: Local news website ✓
- Answer 4: Local news facebook ✓
- Answer 5: Local newspaper ✓
- Answer 6: Local newspaper website or app ✓
- Answer 7: National newspaper ✓
- Answer 8: National newspaper website or app ✓
- Answer 9: National news tv station ✓

How frequently do you check the news online?

- Answer 1: A few times a month ✗
- Answer 2: Once a week ✗
- Answer 3: A few times a week ✓
- Answer 4: Daily ✓
- Answer 5: A few times a day ✓

In which of the following online formats do you prefer when consuming news online?

- Answer 1: I don't typically consume news online ✗
- Answer 2: Text based articles ✗
- Answer 3: Images and galleries ✗
- Answer 4: Interactive infographics ✗
- Answer 5: Videos ✓
- Answer 6: Podcasts ✗
- Answer 7: Email newsletters ✓

TEST SCRIPT

SHORT SURVEY

1) How frequently do you check the news online, and why?

Answer 1: A few times a month

Answer 2: Once a week

Answer 3: A few times a week

Answer 4: Daily

Answer 5: A few times a day

2) What is your most trusted online news source or sources? (Please explain out loud why you chose the one(s) you did.)

3) Which of the following online formats do you prefer when consuming news online?

(Please describe what you like about each one as you select your answers.)

Answer 1: Text based articles

Answer 2: Images and galleries

Answer 3: Interactive infographics

Answer 4: Videos

Answer 5: Podcasts

Answer 6: Email newsletters

Answer 7: Other (Please describe out loud)

FAVORITE NEWS SITE & VIDEO PLAYER REVIEW

Task Based Question 1

Using the current browser tab, please proceed to your website to walk us through how you find and consume news. (Don't worry, the UserTesting window will follow you.)

Task Based Question 2

Please take a minute to find an article that interests you, but for this activity, you must locate an article that includes a video.

Task Based Question 3

Now that you've found the article, please proceed to review the content as you normally would. Describe what you're thinking and feeling as you do so.

Task Based Question 4

Please spend a few minutes to show and tell us how you might typically interact with the video on this webpage. Please watch a few minutes of video and be sure to get beyond any preroll ads displayed up front.

Verbal Response Question

What, if anything, do you particularly like about how videos are displayed on this website?

Verbal Response Question

What, if anything, do you particularly dislike about how videos are displayed on this website?

Task Based Question 7

Please spend a few moments to explore all the features of the video player on this website and tell us which features you've used before and what you think about each one.

Task Based Question 8

Which, if any, features of the video player would you be least likely to utilize, and why?

TEST SCRIPT

YAHOO VIDEO PLAYER REVIEW

URL Launch

<https://news.yahoo.com/possible-could-approaching-herd-immunity-204514148.html>

You have been taken to a new page on the Yahoo website. When you see the page, move on to the next step.

Task Based Question 2

Please review the content as you normally would. Describe what you're thinking and feeling as you do so.

Task Based Question 3

Please spend a few minutes to show and tell us how you might typically interact with the video on this webpage. Please watch a few minutes of video and be sure to get beyond any preroll ads displayed up front.

Verbal Response Question

What, if anything, do you particularly like about how videos are displayed on this website?

Verbal Response Question

What, if anything, do you particularly dislike about how videos are displayed on this website?

Task Based Question 4

Please spend a few moments to explore all the features of the video player on this website and tell us which features you've used before and what you think about each one.

Verbal Response Question

Which, if any, features of the video player would you be least likely to utilize, and why?

MUST-HAVE VIDEO PLAYER FEATURES

Generally speaking, which of the following video player functions do you find to be most have or most useful when watching from your computer or mobile device? Explain the reasons for your answers.

Answer 1: Ads

Answer 2: Autoplay

Answer 3: Closed Captions

Answer 4: Caption Styling Controls

Answer 5: Multilanguage Captions

Answer 6: Speed Control

Answer 7: Social Media Sharing

Answer 8: Link Sharing

Answer 9: Sticky On Scroll

Answer 10: Hide Sticky Player

Answer 11: Mute Button

Answer 12: Volume Control

Answer 13: Fullscreen Option

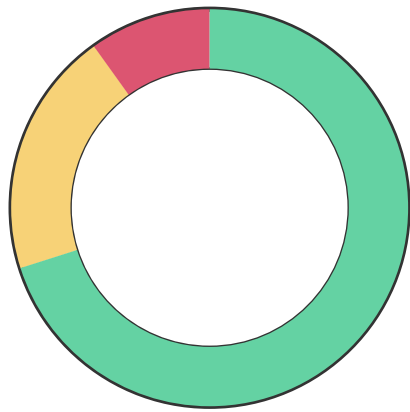
Answer 14: Ability to Embed

Answer 15: Continuous Play

PARTICIPANT QUESTIONNAIRE RESPONSES

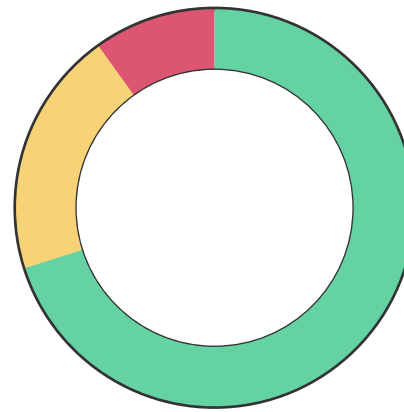
Which of the following online formats do you prefer when consuming news online?

📱 Mobile Participants



- Text Based Articles
- Videos
- Podcasts
- Images & Galleries
- Interactive Infographics

💻 Desktop / Laptop Participants

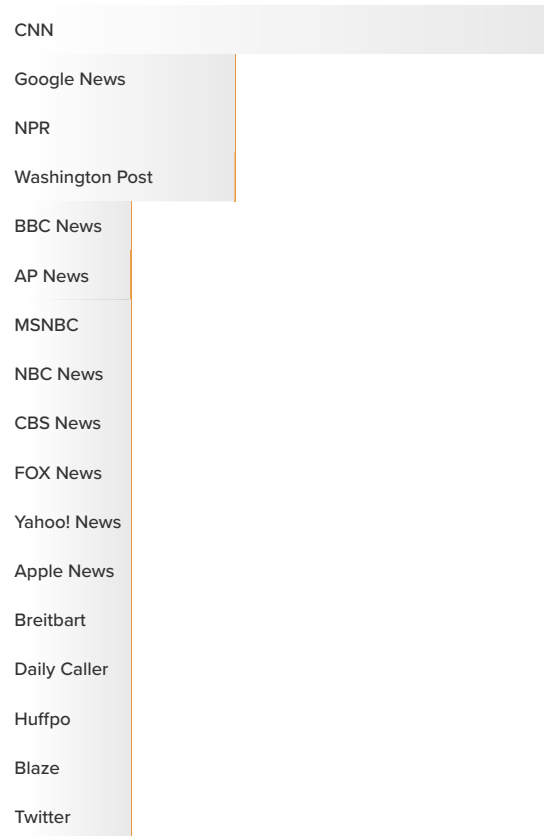


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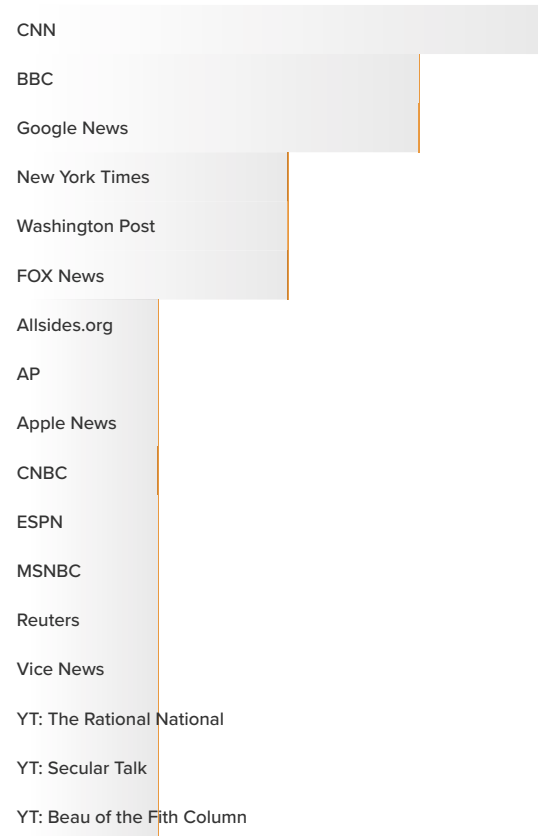
PARTICIPANT QUESTIONNAIRE RESPONSES

What is your most trusted online news source or sources?

📱 Mobile Participants



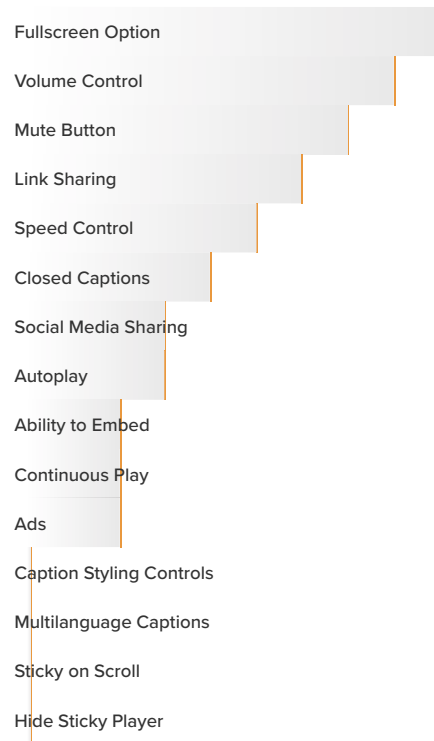
🖥️ Desktop / Laptop Participants



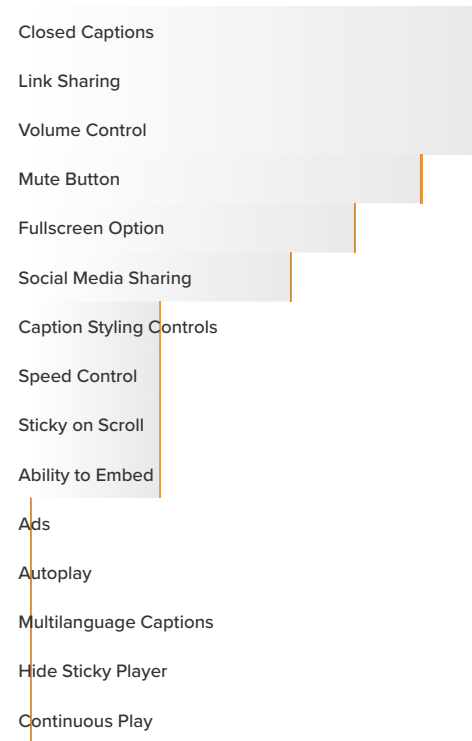
PARTICIPANT QUESTIONNAIRE RESPONSES

Generally speaking, which of the following video player functions do you find to be must have or most useful when watching video?

📱 Mobile Participants



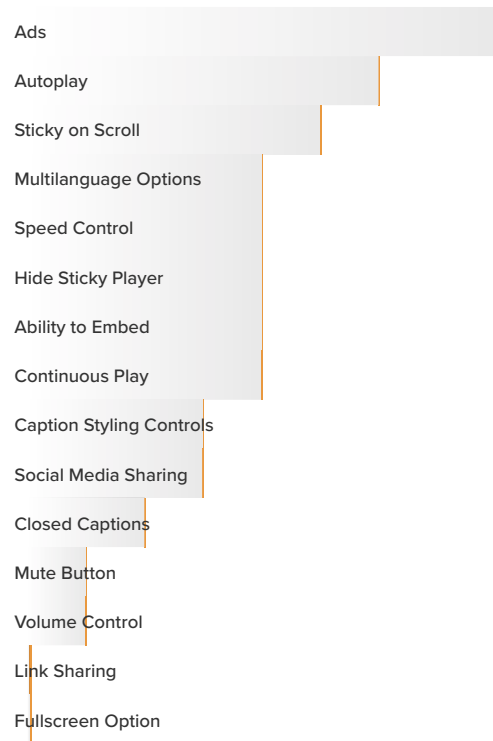
🖥️ Desktop / Laptop Participants



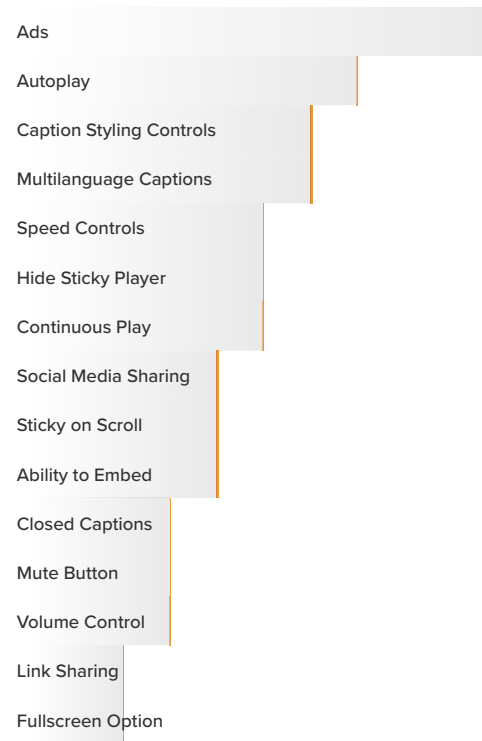
PARTICIPANT QUESTIONNAIRE RESPONSES

Generally speaking, which of the following video player functions do you find unnecessary of that you'd be least likely to use when watching video?

📱 Mobile Participants



🖥️ Desktop / Laptop Participants





Video Player Feature Study
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