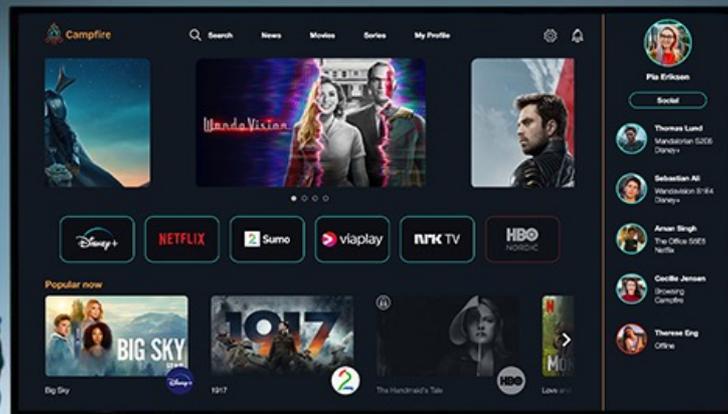


Campfire

The future of streaming



Media- and interaction design

Bachelor project in MIX250

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VIMOND

INTRODUCTION

In recent years video streaming services have been increasing in numbers and popularity. An unfortunate consequence of this has been that watching movies or series has become less of a social activity than it traditionally used to be.

It can also feel quite daunting for people to decide which services to subscribe to and then finding content to watch. To tackle these challenges we present, Campfire.

CAMPFIRE

Campfire is a video streaming super aggregator with a clear focus on social interaction, intended for a young audience aged 18-24. As a super aggregator it gathers the major streaming service providers in one place, and as a social platform it lets you co-watch and interact with friends in several ways. You can see what your friends are watching, their recommendations, and even watch together by joining or inviting each other. When watching together the users can interact through text, audio, or video chat. Campfire aims to create a social experience for the users, help them to find content to watch, and let them easily navigate around the different streaming service providers in one place.

This report will take you through the complete process of creating Campfire.

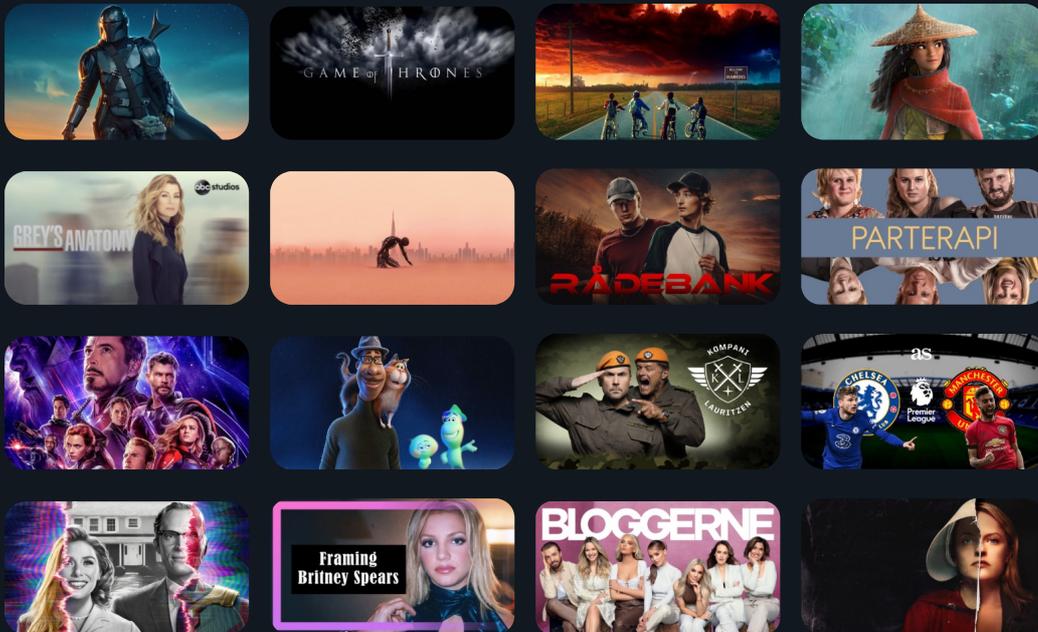
First we present Vimond, the company we have collaborated with and the initial challenge. This is followed by our design process which includes our field work, Design Sprint, Iteration Sprint, prototypes, user tests and main findings.

We proceed with our recommendations for further development of Campfire, before we close by reflecting on the lessons learned throughout this project.

THE CHALLENGE

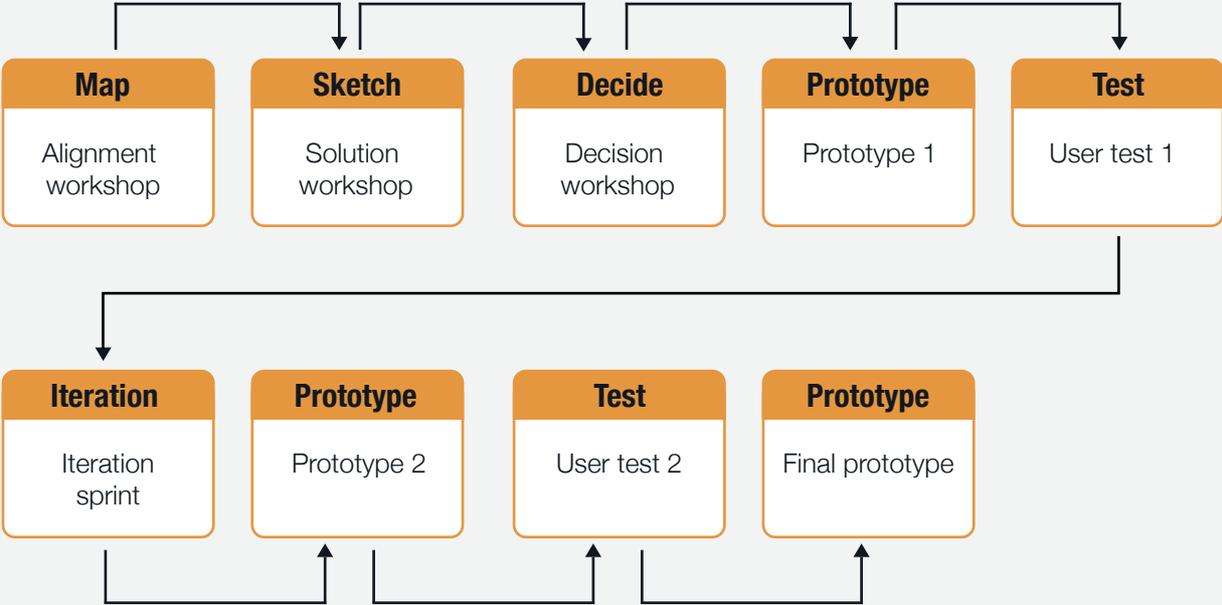
On this project we have worked together with **Vimond**, a media company based in Bergen. They develop platform software for streaming and content management to broadcasters and online TV brands around the world.

Our challenge started out with finding ways to create a “lean back” viewing experience when streaming content. The consumers should be able to find content easier, lean back and just watch.



Options among and within streaming services are rapidly growing, and people are getting accustomed to watch what they want, whenever they want. As positive as this might sound, it can also cause what is referred to as choice overload. People presented with too many options can be overwhelmed and struggle with making a decision at all.

OUR DESIGN SPRINT



We based our sprint process on the Google Ventures Design Sprint to take on the challenge. The sprint is a way of solving design problems and testing new ideas without using a lot of time and resources. The sprint is originally run in person over five full days. We had to conduct the sprint online and therefore some of the days were shortened down to three hour sessions. By investing more time preparing in advance, we got through the sprint without major difficulties and everyone was able to stay concentrated throughout the process. The people from Vimond participated in the first three workshops and the Iteration Sprint, while we conducted the prototyping and user testing on our own.

FIELD WORK

In preparation for the Design Sprint we conducted five expert interviews with people working at Vimond. By doing this we got familiarized with the company and the people who were going to participate in the sprint with us. We also gained insights on the software they use, their thoughts about the project and streaming services. We summarized our findings in a user journey map and used this as the baseline for the Design Sprint.

ALIGNMENT WORKSHOP

In the alignment workshop, we focused on getting everyone on the same page, by aligning our thoughts and ideas regarding the challenge. Everyone had an open mind in order to generate as many ideas as possible, which would lead to the best result in the end. The prefilled user journey map was used to come up with our 2 year goal and sprint questions. We kept them with us through the whole process, to not lose sight of our initial challenge and goals.

2 YEAR GOAL

In 2 years...our customers say that they feel connected to others while using our service – «they know their friends are watching the same content as them, at the same time.» The cultural campfire is back!

SPRINT QUESTIONS

Can we get friends to watch the same content in a social fashion?

Can we make a social function that keeps the users coming back for more?

Can we be sure that the users discover and actually use the added social functionality?

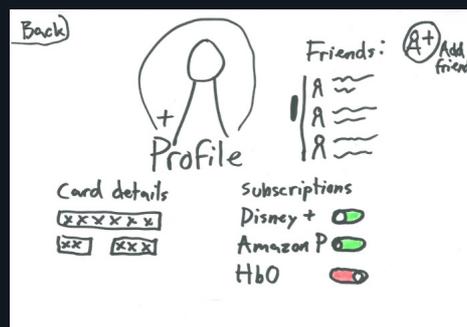
SOLUTION WORKSHOP

The next step in the Design Sprint was the solution workshop. On this day our main goal was to come up with visual ideas answering the challenge. The methods we used were Lightning Demos, Note Taking, Doodling, and Crazy 8s. In the end each of us made a solution sketch visualizing a concept.

DECISION WORKSHOP

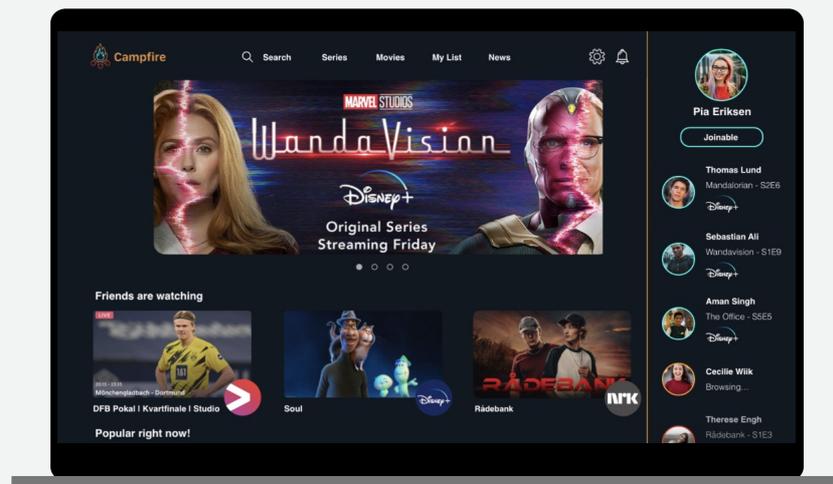
In the decision workshop we voted on which concept to go further with. After choosing a solution sketch, our next step was to make user test flows. We finished by creating a storyboard based on the solution sketch and the chosen user test flow.

SOLUTION SKETCH

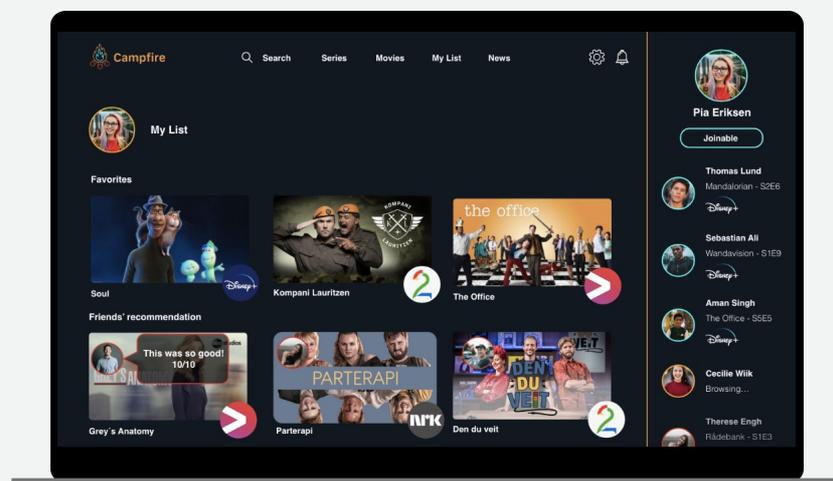


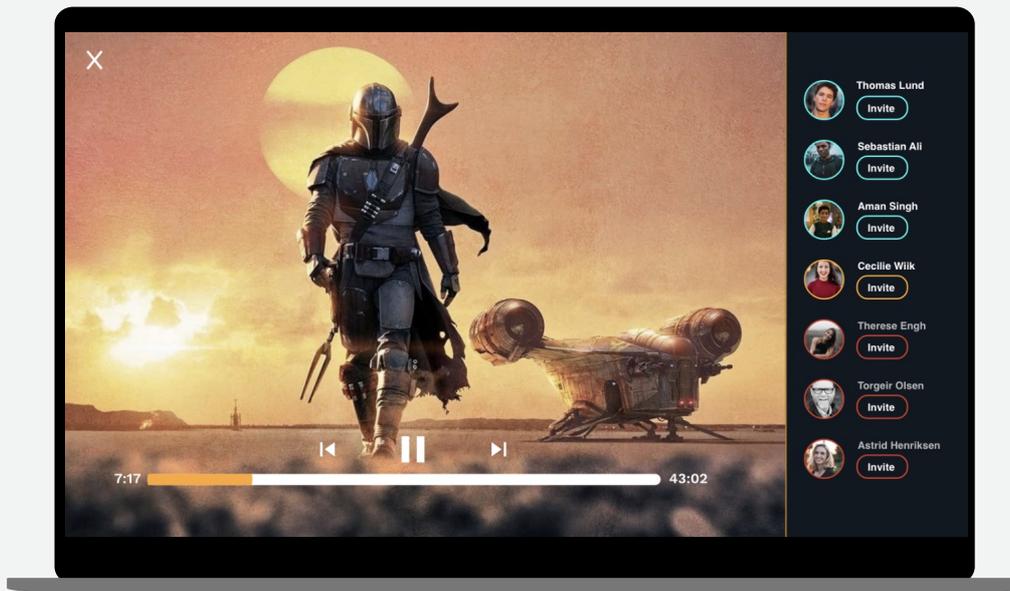
PROTOTYPE 1

The first prototype was created in Adobe XD. The main features are the landing page with the social bar, settings and my profile. We focused on these sites as we followed the user test flow, which took the user through specific tasks.

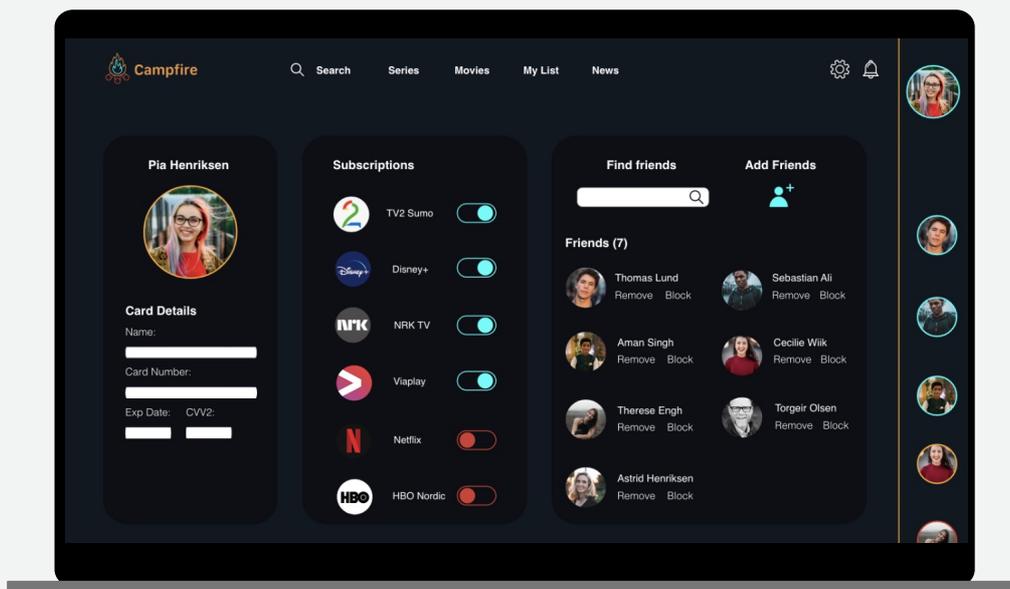


On the landing page the aggregator functionality was highlighted using the streaming services' logos on the content. The social bar lets the user choose viewing modes: joinable, join on request or private. It also shows what friends are watching, and the user can either join them or watch the same content alone. The profile site includes what friends are watching and recommends as well as the user's favorites.





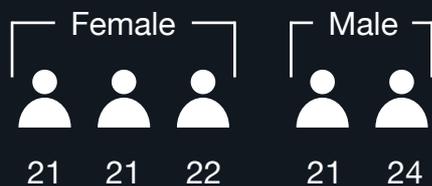
We implemented two viewing scenarios where the user would co-watch content. This was to illustrate the opportunity to chat by text, audio or video while watching. In settings the users can manage their subscriptions by switching them on and off.



USER TEST 1

On the final day of the initial sprint we conducted the first round of user tests. We ran in total five tests and will here present some statistics on the participants followed by the main findings.

The participants



How do they stream?



Where do they find new content?

Friends: 5 Internet: 3 News: 1 Social Media: 1

Main findings

- Everyone liked the social aspect of the prototype
- Everyone was overall positive to the visual design
- 5/5 would use Campfire and recommend it to friends
- The aggregation function was not fully understood
- Some of the users were concerned with sharing everything they watched

ITERATION SPRINT

In the iteration sprint we reviewed the main findings from the user test, which led to these additional sprint questions:

SPRINT QUESTIONS

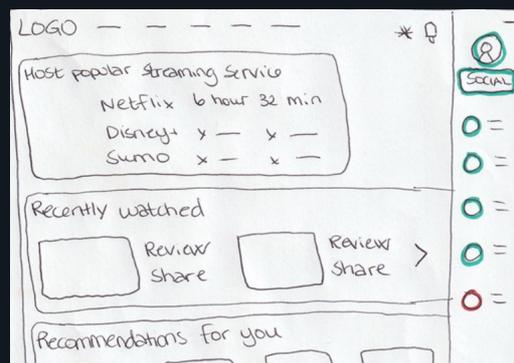
Can we validate that users feel in control of privacy?

Can we validate that viewers enjoy the social features over time, not just in the beginning?

Can we validate that every function of Campfire has a purpose?

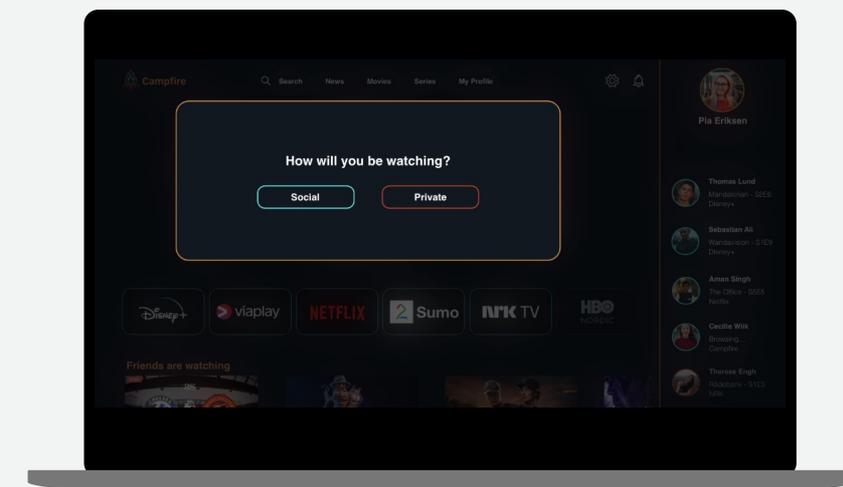
We decided to focus on making the super aggregation function clearer and to make sure the users knew the difference between social and private mode. We voted on a solution sketch and a user test flow with the new sprint questions in mind.

SOLUTION SKETCH

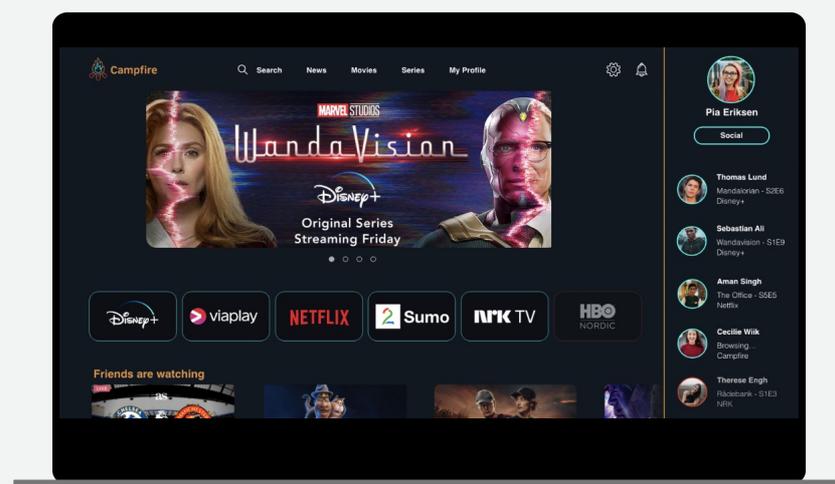


PROTOTYPE 2

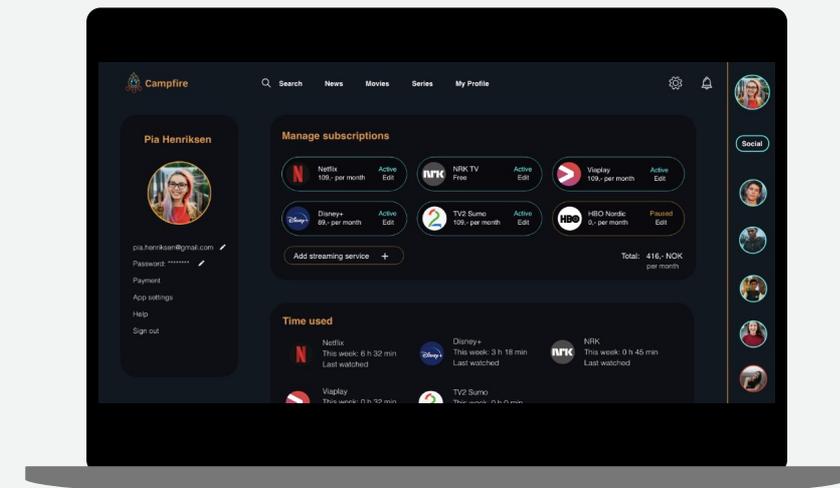
The second prototype was also created in Adobe XD and was based on the results from the Iteration Sprint.



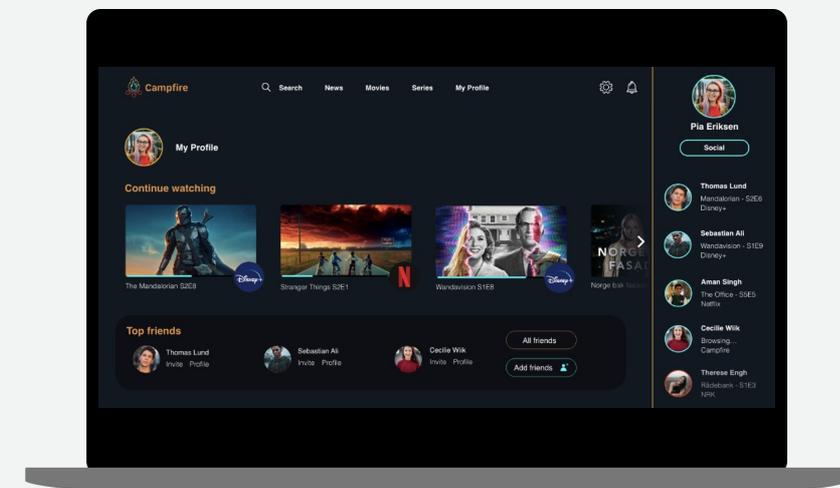
To clarify the different viewing modes, a prompt was added when entering Campfire, which makes the user choose between social or private mode. The user can also change between modes in the social bar, as in the first prototype.



To make the super aggregator functionality more evident, we implemented a section on the landing page with the different streaming services.



In addition, we changed the settings site by adding more information regarding the subscriptions, including price and whether the subscriptions were active or not.



We made the profile site more personalized by adding the following content: a continue watching section, a top friends list, a watchlist, the user's reviews, and a recently watched section, which the user can edit. This differentiated the profile from the landing page in regards to the content and layout.

USER TEST 2

In the second round of user tests we also conducted five tests with the following information about the participants and main findings.

The participants



How do they stream?



Where do they find new content?

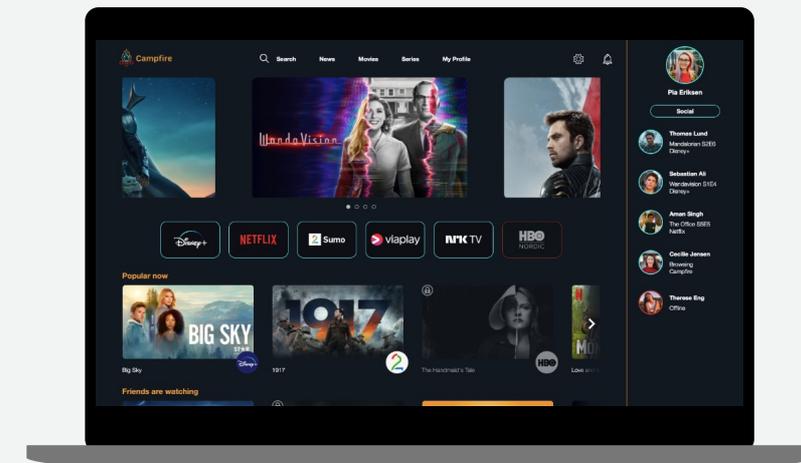
Friends: 5 Streaming platform: 2 Internet: 3

MAIN FINDINGS

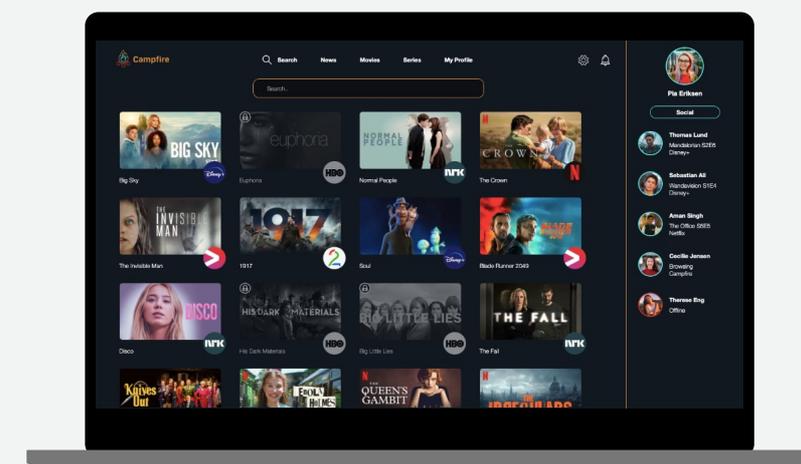
- The social function were well received by all
- 4/5 understood the aggregation function straight away
- Everyone was overall positive to the visual design
- No major issues found regarding the functionality and use
- 5/5 would use Campfire and recommend it to friends

FINAL PROTOTYPE

For the third and final iteration of the prototype, we decided to build a more functional version through programming. We used regular CSS and a modern Javascript framework (Next.js) and expanded upon the same functionality over static data. We did this to get a richer prototype with more content and interactivity.

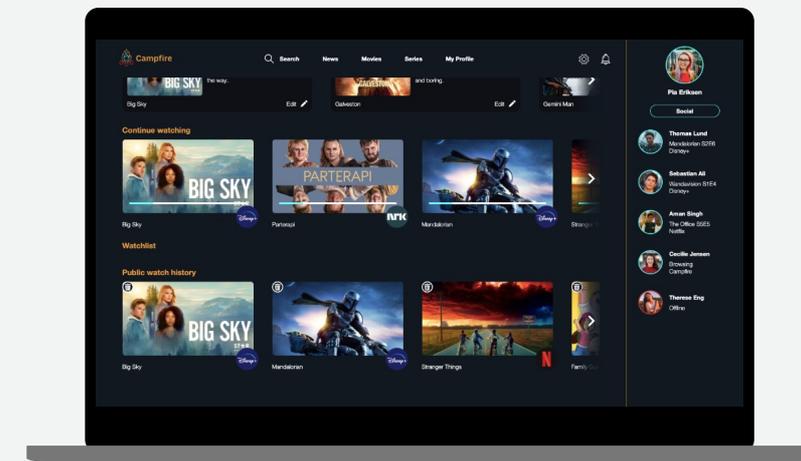


In order to make the prototype as realistic as possible, we added an extensive amount of content. To make it easier to narrow down what to watch, the user can now choose from the navigation bar at the top of the landing page or go to a specific service page to be shown content exclusively from the chosen service. In addition, we implemented a fully operational search function.

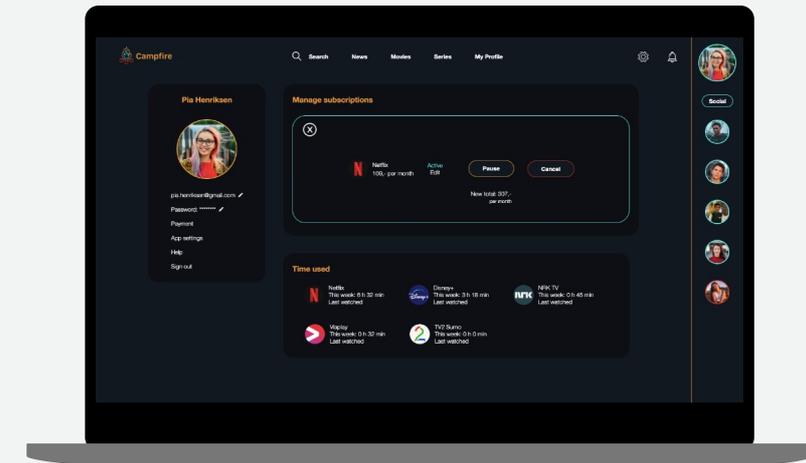




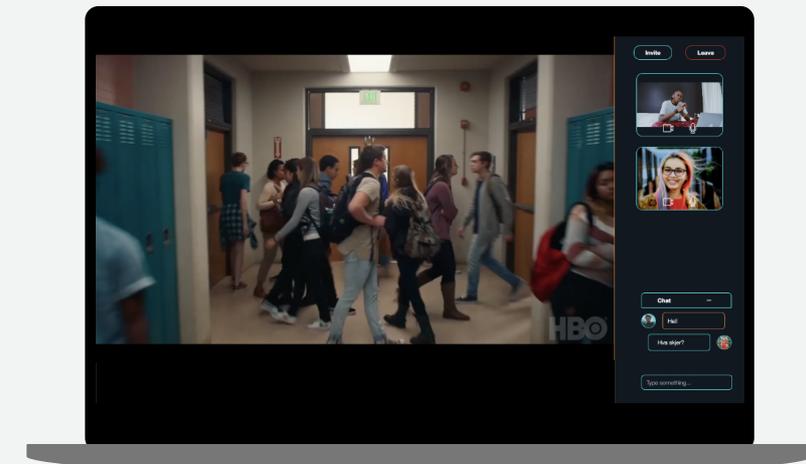
As long as the service is subscribed to, each and every title is clickable and takes the user to a title page. Every title page displays relevant information about the title and which friends have watched it. The play button starts a video if there is one, and if not, it updates the user's recently watched list. Choosing "Add to watchlist" updates the watchlist. Both the watchlist and the recently watched section can be found on the profile page.



On the profile page there is also the possibility of altering the public watch history, which is visible to friends. To visit a friend's profile, the user can go through the top friends section or via the social bar.



The settings page allows the user to actually pause subscriptions, which will affect all titles from that service. The thumbnails change in appearance and are not clickable until the service is reactivated.



When watching Big Sky, Mandalorian, Euphoria, Normal People, Stranger Things or Blade Runner 2049, the user can invite a friend to co-watch and chat by text or video. In the text chat it is possible to write and send messages. The video chat accesses the user's web camera to visualize how the feature would actually look.

RECOMMENDATIONS

If Vimond should develop or implement features of Campfire in the future, we would recommend the following:

- Take a closer look at the target group to discover and take into account possible additional needs, and also look at other possible target groups.
- Invest time in several user tests of a functional prototype to discover if there are any usability issues or room for improvement.
- Take into account that the consumers watch content recommended by friends, and that there is potential in implementing social features in addition to the traditional recommendation engines.

As the video streaming market grows, the demand for super aggregators will increase. This applies for both the consumers, who are facing the choice overload, and the providers who want to reach a bigger audience. We therefore recommend Vimond to look at the possibility of developing a super aggregator.

LESSONS LEARNED

Working from home throughout this semester has pushed us to be creative and find ways to collaborate efficiently. Facilitating a Design Sprint digitally by ourselves for the first time taught us the importance of preparation. It also showed us that the planning can be time-consuming, but worth it in the end. Because we haven't been able to meet in person, we have learned and become experienced in a range of digital collaborative tools. Collaborating with a real company in the media industry, gave us valuable experience working in an interdisciplinary team.

THE PROTOTYPES

Prototype 1:

[https://xd.adobe.com/view/cc656cec-d333-407d-a369-588d6d764b17-9936/?
fullscreen&hints=off](https://xd.adobe.com/view/cc656cec-d333-407d-a369-588d6d764b17-9936/?fullscreen&hints=off)

Prototype 2:

[https://xd.adobe.com/view/9dcea2ca-5f04-4a34-b1e3-230afc81aa24-c89d/?
fullscreen&hints=off](https://xd.adobe.com/view/9dcea2ca-5f04-4a34-b1e3-230afc81aa24-c89d/?fullscreen&hints=off)

Prototype 3:

<https://campfire-one.vercel.app/>

“ I should have had
this one year ago. ”

“ Genius!
The streaming
experience itself
would be better. ”

“ I've dreamt about
this. ”