


UX PROGRESSION: SOUTH PARK STUDIOS WEBSITE

COMPETITIVE ANALYSIS + USER RESEARCH

PERSONAS




Alex McClintock The Mainstreamer
Age: 27

EXPERIENCE GOALS
Watch a random episode in the middle of a party to impress his friends. He wants to be seen as a cool guy who knows the show.

MY STORY
When he was a college student, he was a huge fan of the show. He watched it every day and it was his only escape from the stress of school. Now, he's a successful businessman, but he still watches the show when he's stressed out.

I MIGHT USE...
The website to find a random episode to watch. He wants to be able to find a specific episode quickly.

VALUE: FRIENDSHIP, FAMILIARITY, NOSTALGIA




Eddie Moran The Devoted Fan
Age: 35

EXPERIENCE GOALS
To watch the latest episode as soon as it's released. He wants to be the first to see it and share his thoughts with his friends.

MY STORY
He's been watching the show since it first started. He's a huge fan and he's always been part of the online community. He's even written fan fiction and has a blog about the show.

I MIGHT USE...
The website to watch the latest episode as soon as it's released. He wants to be able to watch it on his phone when he's on the go.

VALUE: GEEKINESS, COMMUNITY, INSPIRATION, VALIDATION




Marjorie Keats The On Again, Off Again
Age: 38

EXPERIENCE GOALS
To watch a random episode when she's bored. She wants to be able to find a specific episode quickly.

MY STORY
She's been watching the show for a long time. She's a huge fan and she's always been part of the online community. She's even written fan fiction and has a blog about the show.

I MIGHT USE...
The website to watch a random episode when she's bored. She wants to be able to watch it on her phone when she's on the go.

VALUE: NOSTALGIA, FRIENDSHIP, FAMILIARITY



Valerie Tan The Newbie
Age: 17

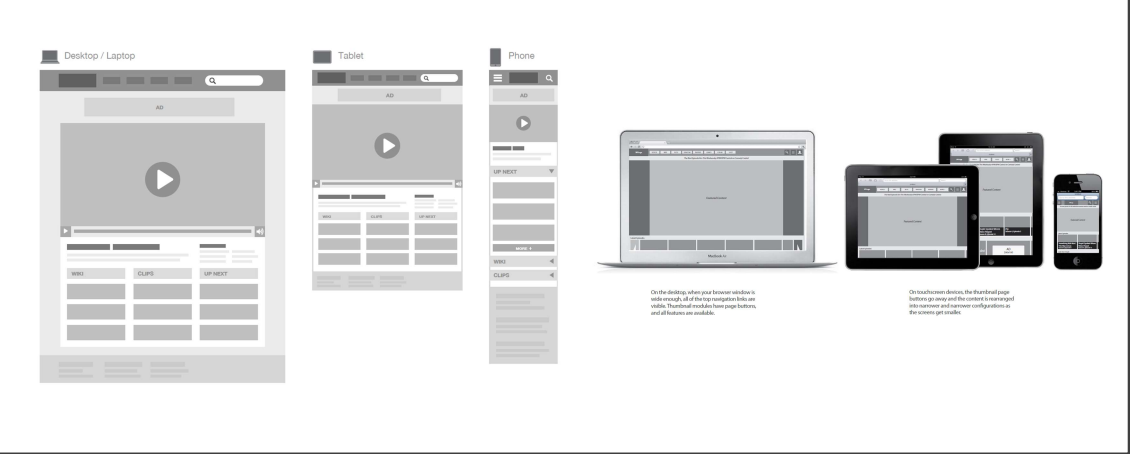
EXPERIENCE GOALS
To watch a random episode to see if she likes the show. She wants to be able to find a specific episode quickly.

MY STORY
She's just started watching the show and she's not sure if she likes it. She wants to be able to find a specific episode quickly to see if she likes it.

I MIGHT USE...
The website to watch a random episode to see if she likes the show. She wants to be able to watch it on her phone when she's on the go.

VALUE: CONNECTION, TRENDS, NOVELTY, CONTEXT

BLOCK DIAGRAMS & WIREFRAMES



DESIGN EXPLORATIONS



COMPONENT DETAILS

Anatomy of a Thumbnail



- The background is a static image (or video) that is representative of the content of the video.
- The top layer consists of a translucent black box containing up to two lines of title/headline text, and one line of additional information in a smaller font.
- The height of the top layer should never be more than half that of the under layer.
- Click here to play the video immediately in the sidebar.
- Click here to add this video (or playlist) to your Queue or a playlist.
- Click anywhere else to play the video immediately.

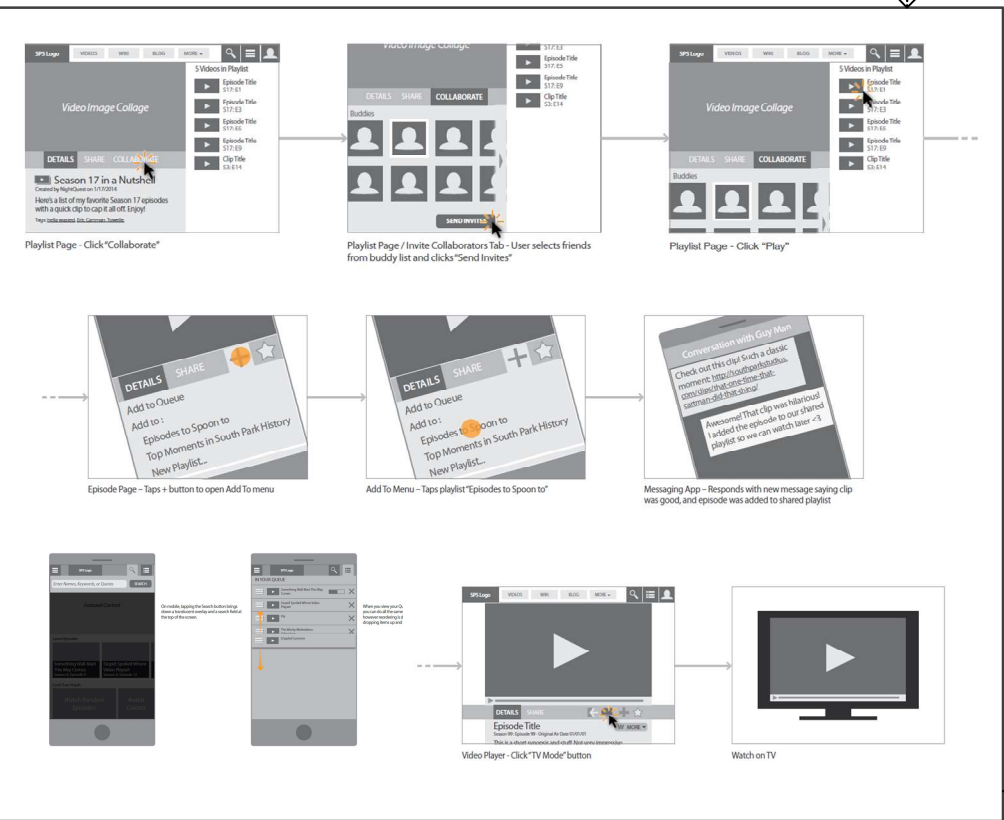
Video Thumbnail Mouseover

When you hover your mouse pointer over a video thumbnail, several actions reveal themselves. You can play the video immediately in the sidebar player, or you can add it to your queue or a playlist. Of course, you can also play the video directly on its own page.

Note: On mobile, you can "only" play the video immediately. From the video player screen you can then add the video to a playlist. There is no sidebar player on a smartphone.



USER JOURNEYS AND INTERACTION MODELS



FINAL BUILD

