BUILDING AN
ONLINE COMMUNITY
around TV pilot content

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INTRODUCTION

Pilot.ly is a TV pilot testing platform that aims to generate user feedback on new, unaired pilots. They have tasked us to assist them in building an online community within their beta platform. The user-generated content created within the platform would then aid television studios and networks to improve their TV programming.

WHAT WE DID

In order to achieve Pilot.ly's vision to build an online community that engages around TV pilots, we sought to first understand their target users. Personas were developed based on interviews that were conducted in the Ann Arbor area (Lee, Yu, Marchak, Liang, and Lin 16-26). Additionally, we compared the existing Pilot.ly platform with other online TV streaming services like Amazon Instant Video and Hulu Plus in a comparative analysis, which helped us understand the shortcomings of the platform. It also helped us get an understanding of the features that would be desirable in a service like Pilot.ly.

The personas and comparative analysis laid the foundation for a focus group study that comprised of 4 participants. The persona analysis assisted us in recruiting people for this study while the comparative analysis guided us on the kind of questions we needed to discuss within the focus group.

We combined the insights that we received from the focus group with some background research on Hollywood's standards for pilot testing in order to conceptualize socio-technical features for the Pilot.ly platform. While the scope of our work focused towards building an online community, we came across certain barriers within the existing platform that constrained us in achieving that goal. In order to overcome these barriers, we spent efforts in conceptualizing specific features within the website that would help Pilot.ly as a service and also aid in sustaining a community within that platform. These features would play an important role in ensuring user engagement with the website and inter-user engagement with others in-site, hence aiding the entire ecosystem that Pilot.ly needs in order to sustain an active community.

FOCUS GROUP

On a Monday afternoon, we sat down to speak with 4 people recruited from the Ann Arbor area interested in actively watching TV. Before conducting the focus group, it was important that we find a small handful of diverse people to better understand how users will interact with each other on streaming services. We sought to gather data on their TV watching habits, their social media usage, and how they combined the two while streaming TV. The 4 people that we spoke with, all enjoyed a wide range of TV programs, came from various backgrounds, and engaged with social media at different levels.

Each focus group member falls under the audience categories that we determined in the personas featured in our midterm report (see Appendix A). We recruited users that fall under the Fanatic and Regular Watcher since those TV watchers will be Pilot.ly's targeted audience.

meet our users
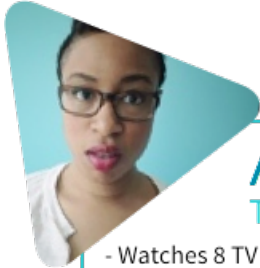
Amber
The Diehard Fan

- Watches 8 TV programs concurrently
- Spends 1-2 hours watching TV daily
- Uses Hulu, Amazon Instant video and studio sites like AMC, HBO

Favorite TV shows
Game of Thrones
Community

- Uses tumblr to track different shows, engages with fan-art and fan-fiction over tumblr
- "I keep raitings in my heart"

Josie
The Diehard Fan

- Watches 10 TV programs concurrently
- Spends 1-2 hours watching TV daily
- Uses Hulu, Amazon Instant video and did illegal streaming in the past

Favorite TV shows
Modern Family
The Middle

- Uses social media to understand uncertain events in shows and comments over Hulu
- Fan of shows with great script or culture and outfits

Dan
Regular TV watcher

- Watches 6 TV programs concurrently
- Spends 5 hours watching TV weekly
- Uses Netflix, Amazon Instant video and studio sites like AMC, HBO

Favorite TV shows
The Wire
House of cards

- Uses Reddit to get entertainment information
- "If it is exclusive content, I will do ridculously illegal things to get to it"

Lauren
Regular TV watcher

- Watches 4 TV programs concurrently
- Spends 5 hours watching TV weekly
- Uses Netflix, Amazon Instant video and studio sites like AMC, HBO

Favorite TV shows
Grimm
Big Bang theory

- Not active on social media but seldom uses commenting on show sites
- "If it's too much hassle I won't do it"

NOTE: While names and images have been altered to protect the anonymity of our focus group members, their data is very much real.

Focus Group Findings

Over the course of 2 hours, each focus group member explained their opinions, perceptions, and behaviors regarding TV and social media. We've compiled a list of our observations and findings below.

Topic	People	Insight
TV Watching	Josie, Lauren, Amber, Dan	All choose what they watch and when they watch based on their emotions. They're individually driven to TV programs that are right for them
	Josie, Lauren, Amber	Will not go out of their way for exclusive content. Amber remarked, "I don't like doing a lot. A lot of clicking? No. Won't do it." Lauren also added, "If it's a lot of hassle, I won't do it."
	Josie, Lauren	Use TV streaming as filler since they live alone and will focus less on its entertainment aspect
	Dan, Lauren	Are swayed by content exclusively. They'll seek out shows that they know that they'll be interested in
Social Media	Josie, Lauren, Amber, Dan	Hearing about a TV show from someone else will greatly effect if they watch it or not, especially those on social media
	Dan	"I need to know everything that is going on" and wants to use social media to spread entertainment recommendations. Referred to himself as an "entertainment evangelist"
	Josie	"If there's something that you saw, but you're really not sure what you saw, and it seems a bit vague…well, you can go to the comments and there's someone else just on that same emotional note." Josie uses social media to find others to connect with about the TV show, and discuss content
	Amber	Likes sharing and receiving information in a variety of formats, including pictures, gifs, plot synopsis, fan art, fan fiction etc.
	Lauren	Is currently not caught up on her TV shows and hates spoilers, so she'll avoid using social media to avoid telling information

Topic	People	Insight
Sign-up Process	Amber	"I'll quit halfway through the sign-up process [if it's too long]"
	Dan	In order to get exclusive content, he will give all sorts of personal information away
	Josie	Doesn't like going page by page in sign-up but prefers filling out one long form. "If it's one page, I'll definitely finish it!"
Recomm-endation System	Dan, Josie	Expressed interest in a recommendation system. Josie remarks that most systems that she uses are a "hit and miss". Dan wants immediate recommendations
	Lauren, Amber	Both ignore recommendation systems. Amber joked, "Just because I watched a BBC once means I want to watch *every* BBC show. I don't want to watch *Call to the Midwife,* you know?"
User Profile	Lauren, Amber, Josie	Each will look at another person's profile or explore who that person is if they are curious after seeing someone's post. "It's interesting to see what ticks people off about that show, or what they like...see who they are," Josie pointed out.
	Dan	Dan is not interested in looking at other people's profiles
Commen-ting/ Rating	Lauren, Dan	Prefer rating TV shows and not commenting because its quick and easy
	Amber	Expressed disinterest in both due to bad past experiences sharing her opinion on Tumblr. "I'll keep my ratings in my heart," Amber joked.
	Josie	Will comment to sustain an emotional connection with others about a TV show

PILOT.LY'S VISION ▶

INDIVIDUALIZING THE PLATFORM

Pilot.ly depends heavily on their viewers to give them feedback on the site by answering questions and leaving comments on the site; without viewers, the service would be rendered incomplete. Pilot.ly's slogan "Power to the Viewer" is apt, but the currently designed system does not reflect this statement. In fact, the viewer has very little power over their viewing experience and on top of that is required to commit a lot of work to the platform in order to receive exclusive content. As Lauren indicated in the focus group, "If it's a hassle, I won't do it."

Acknowledging the user's power is key, and easing the way work is perceived will create better user retention in the platform. Individualizing a system is the easiest, most effective way to appeal to users. Individualization wants to "explore ways through which each and every single individual can customize his or her own tools to optimize the pleasure and efficiency of his or her own personal interaction" (Burkolter, Weyers, Kluge, and Luther 346-349). While Pilot.ly provides the main structures for the user, he or she should be able to control their own environment. This invokes a feeling of choice or control over the system, and may also boost their involvement. Customization and individualization allows that user to project their sense of self in an online space to other users, which makes the user become an active participant within the platform. Currently, Pilot.ly's interactions and viewing experience is passive; creating an identity in the platform will help make that person active and encourage attachment to the website (Kang and Sundar 2247-2248).

DEFINING PILOT.LY AS A SERVICE

Out of 5 individuals who participated in usability tests conducted in the Ann Arbor area, several of them failed to understand Pilot.ly as a service. The majority of the participants understood that Pilot.ly was a research platform, but that understanding was fully achieved very later in their viewing experience. This caused one participant to become offended and express that she felt "exploited" because of it (Lee, Yu, Marchak, Liang, and Lin 12-13).

Participating in a service that requires users to voluntarily share data requires trust on behalf of the user. We'll refer to trust, in this instance, as "the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other party will perform a particular action important to the truster, irrespective of the ability to monitor or control the other part" (Barki, Robert, and Dulipovici 1-3). The user is vulnerable and Pilot.ly's current intentions aren't clearly defined at the beginning of the experience. As a service provider, Pilot.ly needs to be benevolent and respectful of the user's right to understand how their data is being used. Pilot.ly has a strong vision that users directly have the ability to impact if a TV show gets commercially made or not by big TV network or studios with the data they provide. If this is more clearly elaborated at the beginning of the experience, trust in the system grows. By building more trust between the user and the service, Pilot.ly will see higher user retention to the platform and experience growth in the Pilot.ly community .

DESIGN SUGGESTIONS

Based on our research both for Pilot.ly and from studying several piece of literature related to online communities, we have created a list of design suggestions for Pilot.ly to consider. With consideration to Pilot.ly's goals and current site, we have assigned levels of priority to each suggestion for future implementation. Suggestions will be labeled High, Medium, or Low priority depending on the immediacy of the need for each suggestion.

> " I'll quit halfway through [if it's too long]! "

SIGN UP PROCESS

The sign-up process is the first major impression of the overall site and will immediately impact whether a user will or will not enter the system. In order to make it a more appealing experience, we make the following suggestions:
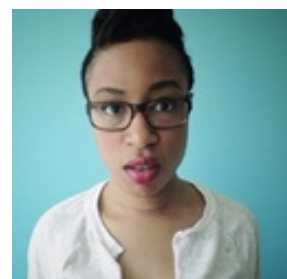
1 **All sign-up information is requested on one page**

Having the user add their date of birth and gender on a separate page after initial sign-up involves more steps than necessary to enter the site. As Josie remarked in the focus group, "If it's one page, I'll definitely finish it!", by combining all necessary information in one form, users will be more inclined to signup and enter into the platform.

2 **Change the zipcode requirement to city/state**

Requiring a zip code for a streaming service is in-trusive and requires trust on behalf of the user, which Pilot.ly currently lacks since the service hasn't been properly defined. Requesting City and State will let Pilot.ly acquire the same information and be less likely to compromise the user's comfort.

3 **Sign-up should lead directly into the system**

In order to make the sign-up process easy for users, Pilot.ly should let the user enter the site immediately after sign-up. This will decrease the multiple steps Pilot.ly currently requires (which consits of filling out the form, then email activation, then sign-in, and then requesting the user to provide birth date/gender). This will make the system and process more accessible to fanatics like Amber who remarked, "I'll quit halfway through the sign-up process [if it's too long]!"

Priority Ranking: HIGH

USER ENGAGEMENT (WITH THE WEBSITE)

Before users can engage with each other, they need to be comfortable with Pilot.ly's main features. Our design suggestions for the website include:

VIDEO PLAYER SUGGESTIONS

1 **Incorporate the video player and the commenting system in the same page**

Hulu, one of Pilot.ly's competitors, incorporates a commenting and sharing system directly below their video player. This allows users to engage with the show and each other simultaneously (see page 9).

2 **Add a momentary feedback system**

In our focus group, we found that Lauren and Dan prefer rating a video over leaving comments. During interviews held in Ann Arbor, it was also prevalent that users prefer the ease and speed of rating over commenting (Lee, Yu, Marchak, Liang, and Lin). As seen below, our proposed feedback system allows users to easily report how they feel about a moment in a pilot scene. This feedback system is an optional feature for the user (which replaces the optional questions during the show, which has been reported to be an interruptive and unpleasant experience) and featured both in the full-screen player and the video page.

Users hover over the right hand side of the player, and can select a button reflecting their feelings at that moment (be they positive, negative, or a moment of confusion). If the user wants to leave a comment specific to feedback for Pilot.ly concerning the episode, he or she can do so. When the user leaves that corner of the screen, the buttons disappear, allowing an uninterruptive experience.
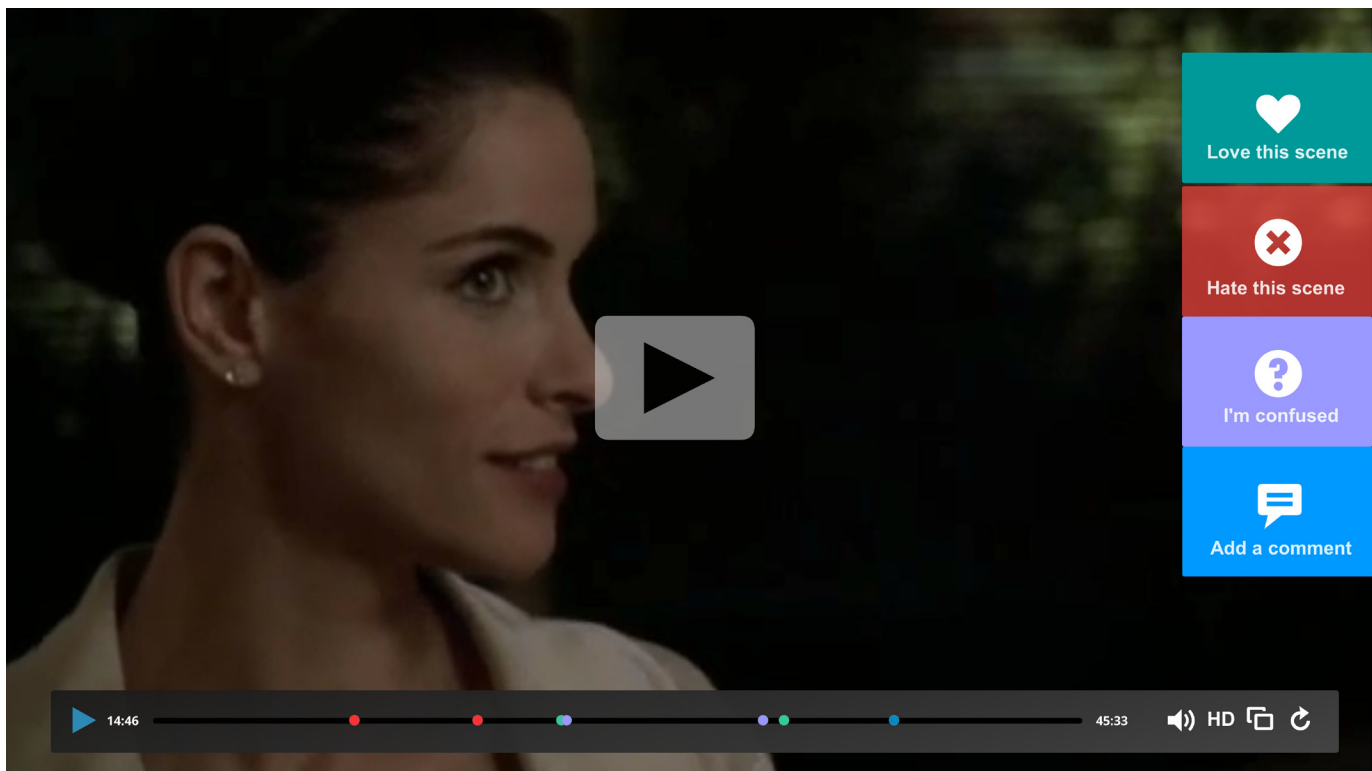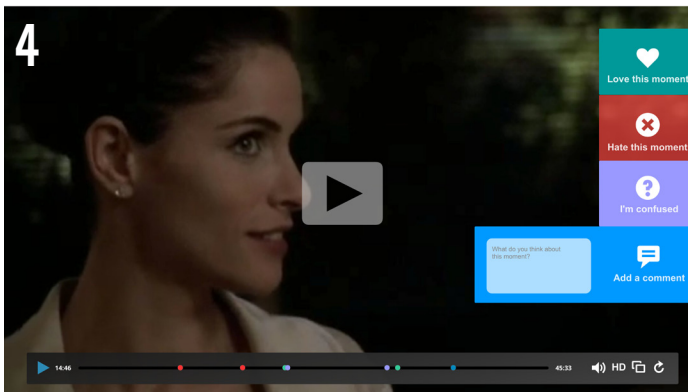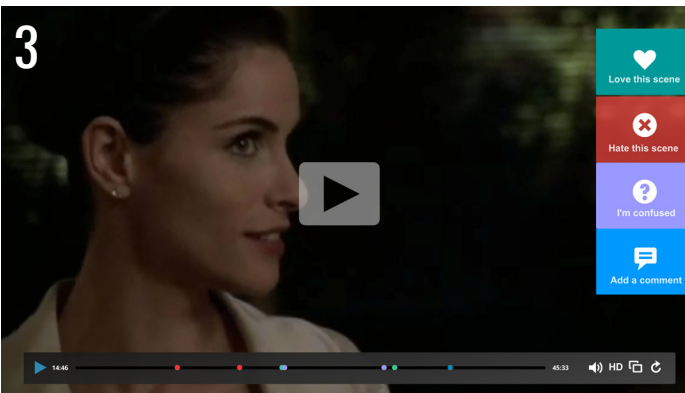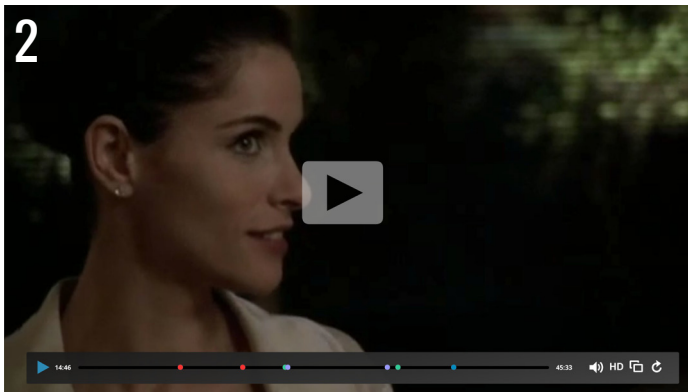

FIGURE 1: Our proposed momentary feedback system

2

3

Love this scene

Hate this scene

I'm confused

Add a comment

4

Love this moment

Hate this moment

I'm confused

What do you think about this moment?

Add a comment

5

Executive Producers

Do you want to see this pilot made?

Hell yeah!

Eh maybe

Ew no

Aaron Sorkin

Provide a small post-questionnaire that indicates whether the user wants a pilot made or not

When a user wants to click out of a video, a post-questionnaire appears on the screen asking the user to indicate if they would be interested in seeing the pilot air. They can choose a positive, negative, or neutral response. This will be featured as a statistic in the TV detail page for that pilot which could act as a motivation for other users to view that pilot.
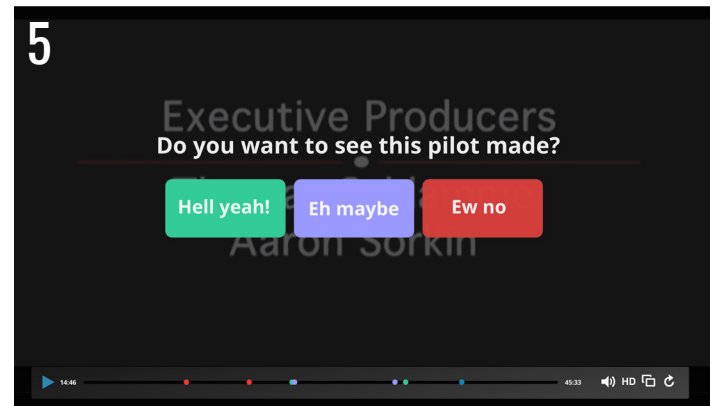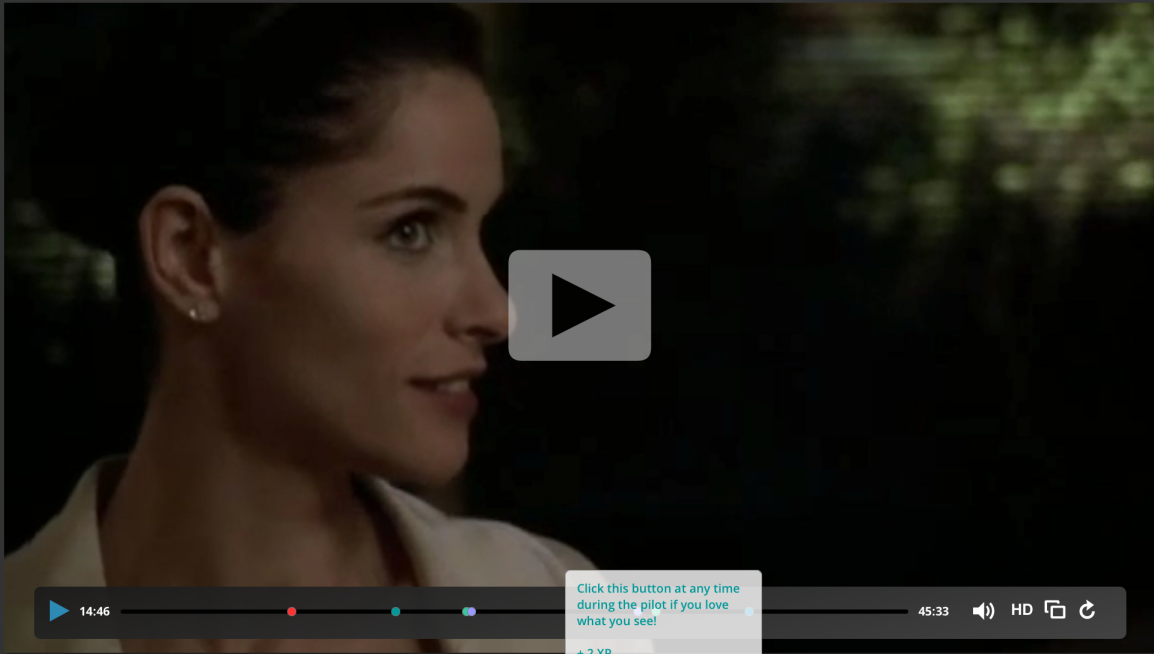
Priority Ranking: MEDIUM

FIGURE 2- 4 [ABOVE]: The user hovers over the right hand of the screen to make the momentary feedback system appear in the full-screen video player. To add a comment, the user clicks the comment button and adds their response.

FIGURE 5 [ABOVE]: The post-questionnaire that appears whenever a user tries to exit from the video player

FIGURE 6 [NEXT PAGE]: An example of how the video player incorporates both a commenting system and share system with video content.

Pilotly

Browse Pilots   My Library

Welcome, Lili   log-out

[Play button]

▶ 14:46 ●───────────────●──────●──── 45:33 🔊 HD ⎙ ↻

Click this button at any time during the pilot if you love what you see!

+ 2 XP

Studio 60 on the Sunset Strip
Pilot Viewing Ends **May 1 2015** 🐦 f t ✉

♥ **Love this moment**   ✖ **Hate this moment**   ❓ **I'm confused**   💬 **Add a comment**

Talk about this Pilot

6

Lili M.
TV Fanatic

Like it? Hate it? Let the world know!

Post Comment

7

Josie Q.
Pilot Pioneer

Today at 1:15 PM   Report

This show is such perfection! What a dream cast. And the writing!! Sorkin's a genius; I mean, has anyone see *The West Wing?!* I'm so excited to see Brad Whitford again. He's hilarious, always has that dry, quippy thing going for him. I really hope this gets made into something!!

@ Amber P, what do you think? I know you're not a Whitford fan haha

---

5

Amber P.
Super Streamer

Today at 1:22 PM   Report

HA, Whitford did just OK. I actually didn't hate him this time? Rare for me, I know. The humor was spot on, pacing was good, and I totally see myself watching this every Sunday.

Some of the jokes bugged me though. Check out **22:53** and tell me honestly why Sorkin thought it'd be a good idea to write that. Anyway, overall it was pretty good, so I'll get over that LOL

1

Killian J.
New Kid on the Block

Today at 5:43 PM   Report

Ugh, who thought this show was a good idea? **@Josie Q**, you're delusional. Just because Sorkin stamped his name on everything doesn't mean that it's worth an emmy. The writing was so dull! I wanted it to be funny so bad but it just fell flat. If you believe any of that BS, you gotta rethink your taste

---

7

Josie Q.
Pilot Pioneer

Today at 5:43 PM   Report

@ Killian J, did we watch the same episode?? You're so wrong. I bust out laughing several times. Maybe your humor just isn't as refined as mine ;)

TV DETAIL PAGE SUGGESTIONS

4 Expired pilots should be accessible on Pilot.ly in an archive

Pilot.ly needs to acknowledge that users value discussions that they share with others over a platform. They put time and energy into writing these responses, which creates internal satisfaction for the user and data for Pilot.ly. Pilots have a lifespan on the website, but we suggest that the data from the pilot is not pulled in it's entirety. Users can still access the expired pilot detail page (which may or may not have a trailer, depending if the TV network or studio wants that content pulled) and see the comments that they've made.

This also gives Pilot.ly the opportunity to update users on the status of that pilot. If it gets aired, the system can mark the pilot as a success, which would help recognize the efforts of the user in the system and help them build a strong bond with the platform.

5 Expired pilots should be accessible on Pilot.ly in an archive

Instead of having two separate threads, we encourage Pilot.ly to create a commenting system that allows the same comments for one TV pilot to be seen with the video player and the TV detail page. This gives users different options to post and view comments. Having the same comment thread reflect on both the pages would also allow users to explore pilots based on feedback of other users.

6 Visibly show TV pilot statistics from Video Player post-questionnaire

Our focus group indicates that recommendations from others is important. When people answer this post-questionnaire, they indicate whether or not they would like to see that pilot made. This indicates that they enjoyed the pilot in some way. If others also indicate they enjoyed that pilot, this may encourage others to watch that content. This acts as an informal recommendation system that reflects the combined feelings of the Pilot.ly community.

Priority Ranking: <u>HIGH</u>
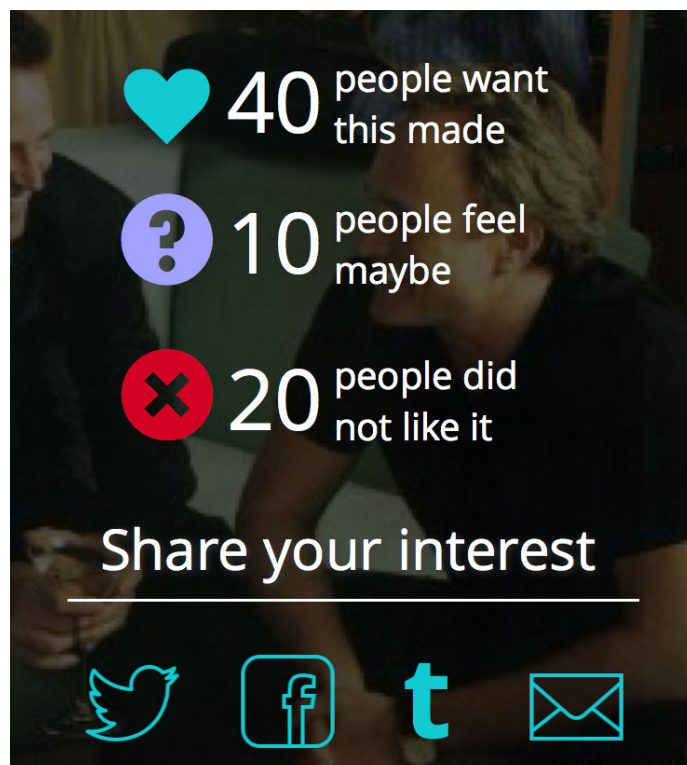
FIGURE 6: An example of the statistics that would be incorporated into the TV detail page. To see the full effect, go to the next page.

Pilotly

Browse Pilots   My Library

Welcome, Lili   log-out

Studio 60 on the Sunset Strip
Now Showing

STUDIO 60
ON THE SUNSET STRIP

▶ Trailer

100/500
Spots left

Reserve your spot

Invite a friend

♥ **40** people want this made

? **10** people feel maybe

✕ **20** people did not like it

Share your interest

The executive producer of a late night sketch comedy show sparks a media frenzy when he has an on-air meltdown during a live broadcast. The newly appointed network president, Jordan McDeere (Amanda Peet), has to scramble to make things right by hiring back two former prized employees to become the new executive producers of her network's flagship program.

Pilot Cast

◀ ▶

Bradley Whitford as Danny Trip

Matthew Perry as Matt Albie

Amanda Peet as Jordan McDeere

D.L. Hughley as Simon Sites

Nathan Corddry as Tom Jeter

Talk about this Pilot

Similar Pilots

6

Lili M.
TV Fanatic

Like it? Hate it? Let the world know!

Post Comment

It's the 1980s and at McKinley High, there's two different groups of teenagers, the Freaks with cool and charismatic Daniel Desario and tomboy Lindsay Weir and the Geeks...

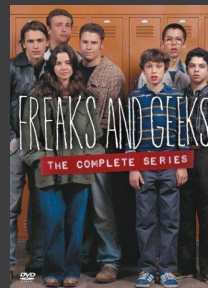FREAKS AND GEEKS
THE COMPLETE SERIES

Now Showing

7

Today at 1:15PM   Report

This show is such perfection! What a dream cast. And the writing! Sorkin's a genius. I mean has anyone seen *The West Wing*?! I'm so excited to see Brad Whitford again. He's hilarious.

Josie Q.
Pilot Pioneer

View all comments

USER ENGAGEMENT (AMONG USERS)

Once users understand how to use the Pilot.ly service, users can focus on engaging with others on the platform. This will primarily be done in a commenting system. Our design suggestions to engage users with each other include:

COMMENTING

1 **Showcase user profile pictures and user level status in commeting system**

Displaying user profile pictures allows identifiability amongst other users. The actions or remarks that person makes is directly attached to their image and their name, which holds them accountable. This accountability encourages good behavior and discourages bad behavior (Kraut and Resnick 156).

Showcasing the level status in the communication system also acts as a sort of reputation system. Those with higher levels have more experience on the site, and may be held in higher

2 **Allow users to tag other users in comments and tag video timecodes**

respect since they've watched so many pilots on the platform. Highlighting these levels in this space may also encourage comparison between one user and another, and cause a friendly competitive atmosphere. This will motivate the user to earn the next level if they engage with users with levels higher than themselves.

In order to create bonds-based commitment, users need to have some way to directly talk to one another on the site. If someone can create a friendship over a pilot through discussion, their interest in staying on the site will increase and create loyalty to their friend/the platform.

Allowing users to refer to timecodes in the video will take them back to the content and provide specific context for discussions. This will also help Pilot.ly contextualize certain comments when generating reports for their TV network and studio clients.

Priority Ranking: HIGH

7

Josie Q.
Pilot Pioneer

Today at 1:15 PM   Report

This show is such perfection! What a dream cast. And the writing!! Sorkin's a genius; I mean, has anyone see *The West Wing?!* I'm so excited to see Brad Whitford again. He's hilarious, always has that dry, quippy thing going for him. I really hope this gets made into something!!

@ Amber P, what do you think? I know you're not a Whitford fan haha

5

Amber P.
Super Streamer

Today at 1:22 PM   Report

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Some of the jokes bugged me though. Check out **22:53** and tell me honestly why Sorkin thought it'd be a good idea to write that. Anyway, overall it was pretty good, so I'll get over that LOL

FIGURE 7: A visual representation of comments left by different Pilot.ly users. Josie and Amber are engaging over content and provide context with timecodes to carry on a conversation.

INVITATION SYSTEM

3 Let users invite other users to the system and particular TV pilots

To further encourage bonds-based commitment, users should have the ability to invite friends that they've already established social ties with to the platform (Kraut and Resnick 89). Inviting members will earn that user rewards and also be incorporated in the incentivization system mentioned below. This will help attract more users to the site at the start of Pilot.ly's launch (Kraut and Resnick 252-253).

Pilot.ly as a service should also leverage the opportunity of giving users a chance to invite other users to a particular TV pilot. This would act as an incentivization mechanism which we talk about in the next section and also act as a means for inter-user engagement within the platform.

Priority Ranking: <u>LOW</u>

INCENTIVIZATION

Considering the fact that Pilot.ly expects its users to do a lot of work in the system and actively engage with content, the system should take considerable efforts in incentivizing its users and reward them for their contributions at regular intervals.

1 Introduce a reputation system within the Pilot.ly platform

Pilot.ly as a user research platform should take immense efforts in incetivizing its user base for the work their users put into the system. A reputation mechanism would act as an early means for incentivizing its users to achieve more in the system (ex: watch more pilots, comment and share more often and invite other users)(Kraut and Resnick 53).

We propose a reputation system that comprises of 7 different levels. Each level in the reputation system expects the user to do more work in the system in form of watching more pilots, commenting on a regular basis, actively share from the platform to other social media sites and invite existing users to a pilot they themselves are a part of apart from inviting outsiders into the platform.

Each level in the reputation system has a title of achievement associated within it which helps build a status for the user in the community. Status as a reward mechanism motivates user contribution in the community (Kraut and Resnick 53). The various status badges with their titles are shown in the image below:

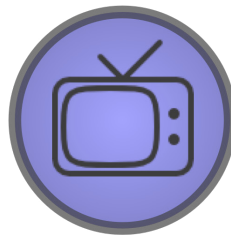**FIGURE 8:** A list of every level and badge attainable

LEVEL 1:
New Kid on the Block

LEVEL 2:
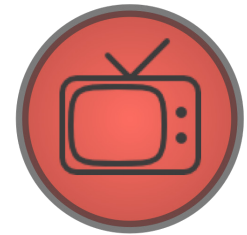Young Watcher

LEVEL 3:
Pilot Admirer

LEVEL 4:
Pilot Enthusiast

LEVEL 5:
Super Streamer

LEVEL 6:
TV Fanatic

LEVEL 7:
Pilot Pioneer

2   Show a user's current status in the system and how to reach next levels

As part of the reputation system, we propose a mechanism that allows the user to view his/her current position in the system. In addition, he/she should be presented an overview of the tasks that need to be performed by the user to attain that level(Kraut and Resnick 41-51).

In order to motivate the user to achieve the next level, the unachieved levels should be indicated in a disabled manner as shown below. Hovering over these individual badges would indicate more information about the kind of contributions the user needs to make in order to reach that level.

3   Attach rewards to the reputation levels

While building a reputation system within Pilotly is important, it is equally important that these levels are associated with different reward mechanisms for the user. Having rewards associated with these levels would help build importance for these levels and would encourage competition in the system to achieve these levels which would benefit Pilot.ly with more user contribution. Some of the reward mechanisms we propose as part of the reputation mechanism are as follows:

• Provide users with early access to specific TV pilots.
• Provide users with extra invites to allow them to invite other users into a specific TV pilot.
• Indicate the user's name as part of the credits if the pilot gets built into a TV show.

While the above mentioned rewards can act as an early reward mechanism, more efforts should be put in identifying opportunities for providing rewards to the user within the system. In addition, tangible rewards could be associated with these levels but these rewards should act as a secondary rewarding mechanism(Kraut and Resnick 53-57).

Priority Ranking: <u>HIGH</u>

PROFILE

In order to promote the individualization of a user, we suggest that a social profile can be customized to reflect their interests and activity. This will help build an identity in the platform and encourage other users to explore the website. Our suggestions for the profile include:

1   Allow users to reflect their identity with images and personal interests

Giving users the choice to customize a profile page promotes identity building within the platform. Identity creation allows the user to personally reflect their individual interests in the context of the larger group (in this case, the larger group/overarching interest being TV pilots). When exploring other profiles, users can connect and bond over similar interests/pilots. This increases and encourages commitment to the system (Kraut and Resnick 80-85).

2   Highlight that user's level and what they can do to achieve their next badge

Making a visible system that indicates a user's progress and rewards in Pilot.ly's incentivization system will make the experience more immersive. Users can access a list of tasks they need to complete before reaching the next level (i.e. watch X more pilots, make X more comments, etc.). This feedback will let the user know exactly where they stand in the system and motivate the user to reach the next level.

Showcasing these badges on the profile can spur friendly competition between users and encourages a game-like atmosphere. When a user compares their level to another user's level, this

Pilotly

Browse Pilots   **My Library**

Welcome, Lili   log-out

Lili Marchak
TV Fanatic

7 Level   Watching 2 more shows will make you a Pilot pioneer

About Me

I'm interested in film, television, typography, photography, video games, and relevant pop culture.

My Favorite Genres

Drama
Comedy

Pilots I want made

Studio 60
Now showing

Freaks and...
Since 2 weeks

Madam Sec...
Viewing ended

Empire
Viewing ended

Happy End...
Viewing ended

My Pilot comments

This pilot was very interesting but it's wierd why at 22:53 things got wierd. I hope they make that part more clear...

View all comments

This pilot was very interesting but it's wierd why at @Amber P. things got wierd. I hope they make that part more clear...

View all comments

Socialize
The Blogs
Facebook
Twitter

Membership
Customer Support
Show Requests
Community

Company
About Us
Blog

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can motivate them to participate more in order to increase their standing (Kraut and Resnick 47-51).

3 **Show other users what specific pilots that user wants to see made into TV programs**

In order to encourage exploration in the system, profiles will showcase TV pilots that users positively rate in the small exit survey (see page 8). This allows other users to judge whether their tastes run similarly, and also prompts visiting users to that profile to explore that pilot.

4 **Showcase comments that users have written on pilot videos and detail pages**

Similar to suggestion 3, showcasing comments in the profile encourages exploration in the system. Those who select a profile can browse that user's past comments on pilots; if they want to engage with that person, they are taken directly to TV pilot content.

Priority Ranking: HIGH

DISCUSSION

Not every suggestion mentioned in this report will directly create data for Pilot.ly to use in generating reports for their TV network and studio clients. We focused the majority of our research figuring out how to meet the individual needs of future Pilot.ly users. Adding more content for the user to explore—for example, the TV pilot archive—will help keep users in-site and engaged with pilot content. Catering to the needs of individuals will help Pilot.ly build a strong, positive relationship with their users—once that relationship is established, users can then focus on creating relationships with each other. In the end, this kind of investment will play a large part in building an online community.

Over the semester, we have conducted extensive research in how to build/maintain online communities and even conducted personal research related to understanding the needs of Pilot.ly users. Despite this research, the features that we have suggested in this report are untested. In order to properly assess whether these features will be beneficial to Pilot.ly, the provided suggestions should be developed in-house and researched properly in order to understand how users perceive the new changes to the system.

Additionally, the new features that we have presented in this report (including both the wireframes and our written suggestions) will have a direct impact on the rest of the website. The landing Home Page and "My Library" will have to be reconsidered in order to accommodate these new features. We did not have enough resources to develop how each page in Pilot.ly will be impacted and could only create the most critical pages to support our suggestions. If these features are implemented, consistency should be a priority and be reflected on other parts of the website.

CONCLUSION

In order to build an active online community, Pilot.ly first needs to meet the individual needs of their users before focusing on a user's social needs. The various site-level features would form the basis on which social interactions could be sustained. Implementing these features intertwined with the socio-technical features would provide Pilot.ly a mechanism to build an active community around their hosted TV pilots. These mechanisms would also ensure a self-sustaining community that would not only be interested in visiting Pilot.ly for it's new exclusive content but also to cherish the various shows that the community could support in getting created and finally aired on TV.

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Appendix A | Personas
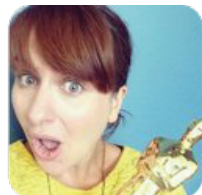
Rhonda
"The Diehard Fan"

Watches 10 TV programs concurrently

Spends 1-2 hours watching TV daily

Uses multiple platforms including illegal streaming

Favorite TV Shows:
The Walking Dead, Galavant, Hannlbal

- Creates fan art, fan fiction and fan videos of her favorite characters

- Uses social media to share her opinion about television shows

- Lives vicariously through television programs, completely engaged in the experience

Alec
"Regular TV Watcher"

Watches 3 TV programs concurrently

Spends 6-8 hours a week watching TV

Uses few platforms to watch these shows

Favorite TV Shows:
Game of Thrones, Veep, Revenge

- Passive consumer of social media content

- Reluctant to contribute content

- Gets more pleasure from reading fan reviews than contributing

Linda
"Casual TV Watcher"

Watches 1-2 TV programs concurrently

Spends 3 hours a week watching TV

Uses few platforms to watch these shows

Favorite TV Shows:
Real Housewives of America, General Hospital

- Predominantly watches reruns

- Will text her close friends about an episode

- Is not emotionally connected to the TV program

Appendix B | Comparative Analysis

Processes	amazon instant video	huluPLUS	Pilotly
Sign-up / User On-boarding	No email confirmation	No email confirmation	- Requires account verification for sign-up - Asks for age confirmation and requests gender details
Watch Video	Immediate content showcase	Content showcase after advertisements	Enter details to join group and then go to My Library to see content
User Socialization	- Uses Amazon's own commenting system - Happens around content - Allows user replies - Allows feedback on comments	- Uses Facebook comment widget - Happens around content - Allows user replies - Allows feedback on comments	- Uses Disqus commenting system - Requires Disqus account - Does not happen around content - Allows user replies with Disqus account
User Profile	Shows user activity in user profile page	Allows exploring Facebook profiles of users	Does not allow exploration of user profiles
Reputation System	Indicates/ Recognizes user contribution	Facebook widget recognizes user contribution	Does not recognize user contribution presently
Social Share / Invite Users	Happens around content	Happens around content	Happens when joining group and not around content
Surveys	Does not host surveys	Allows answering surveys in exchange for removing advertisements	Compulsory surveys during start and end of content Optional surveys during video playback

Appendix C | Focus Group Recruitment Form

TV Streaming and Social Media Study

Thank you for your interest in being a part of this focus group!

If you meet the following criteria, you will receive a $10 Amazon gift card and a free meal. Please fill out the following information and we will contact you to confirm your participation. We have limited spaces for this study and will be selecting participants based on the following survey.

*Required

Name: *

[ ]

Email address *

[ ]

In a typical week, how many hours do you spend watching TV online? *

( ) 0 hours

( ) 1-5 hours

( ) 6-10 hours

( ) 11-15 hours

What services do you use to stream TV programs? *

Check all the options that apply

[ ] Netflix

[ ] Hulu

[ ] Amazon Prime

[ ] TV Network/Studio Sites (ex: AMC, HBO)

[ ] Illegal Streaming Sites

☐ Apple TV/ Roku/Amazon Fire

☐ Other: _____

What social media sites do you use the most? *
Check all the options that apply

☐ Facebook

☐ Twitter

☐ Tumblr

☐ Youtube

☐ Vimeo

☐ Google +

☐ Quora

☐ Other: _____

Which options below best represent your social media behavior? *
Check all the options that apply

☐ I am not very active over social media

☐ I post status updates

☐ I rate videos

☐ I like or favorite status updates

☐ I share statuses, videos, or images

☐ I comment on images or videos

☐ Other: _____

Will you be available on April 6th from 3:45 PM to 6:00 PM? *

○ Yes

○ No

Submit

Never submit passwords through Google Forms.