

Red Bull TV App Process Book

Petula Pascall
SMC 2019 Fall - IxD 370
Design for Community Change



Contents

Contents

Contents

1. INTRODUCTION

Background 05

2. RESEARCH - EXPLORATION

Stakeholder Interview 06

Secondary Research 07

Competitive Analysis
(Market Position) 08

Competitive Analysis
(Web/App Features) 09

Heuristic Evaluation 10

3. RESEARCH - DISCOVERY

Interview Guide #1
(Participatory) 14

Customer Interviews 17

Persona 18

Domain Expert 19

4. PROTOTYPE - CONCEPT

Concept Poster 20

Pitch 21

Prototype Documentation 22

5. PROTOTYPE - TESTING

Research Plan 24

Project Management Tool 25

Interview Guide #2
(Usability Testing) 26

Result Analysis 27

Customer Interviews 28

6. FINAL PRESENTATION

Background 32

Solution & Recommendation 33

1. Introduction.

Background

Red Bull Media House is an award-winning, multi-platform global media company on a mission to inspire with 'beyond the ordinary' stories - both direct-to-consumer and through partnerships.

With a focus on sports, culture and lifestyle content, Red Bull Media House offers a wide range of media products across TV, mobile, digital, audio, and print.

Red Bull Media House produces and licenses a broad selection of global live broadcast events, compelling and inspirational local storytelling with original short and long-form programming as well as feature films from around the world.

CONTEXT

In Fall 2019, Santa Monica's Cohort 3 students in the IxD program collaborated with the Red Bull TV mobile design team to create different solutions for the app.

TASK

Create new and engaging connections with young consumers, more often in a mobile-native experience with Red Bull's current and new touchpoints.

2. Research: Exploration

STAKEHOLDER INTERVIEW

- “Start thinking about where someone would interact(have touchpoints) with Red Bull TV(Product, Brand, and Digitally, etc).”
- “Key Elements: Surprise and Delight.”

RED BULL TV APP

Create several interactive breadcrumb experiences within Red Bull to keep users coming back (Events, Live viewing, Q Code etc). Personalize user content in a similar manner as Netflix and Youtube. Explore the AR at events.

- David Grau - Design Lead at Red Bull



2.2 Secondary Research

PROCESS

I choose 10 case studies, in the same vein as the designers Charles Eames, Ray Kaiser, and genius Leonardo da Vinci. Part of their process was the constant curiosity and inspiration of the world around them. I decided to forego examples of modern interfaces. I wanted to look at the world around me and the human history of customization or individualization. During my research, I noticed a trend in the structural representation of the individual's existential experience (community plays a strong part on the self and it's need to be acknowledged).



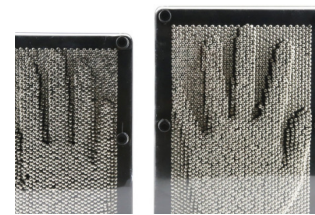
Yoko Ono: Ceiling Painting/Yes Painting



Cueva de las Manos



Zoot Suit - 1940s



Pin Screen



Multipurpose Korean Patio Table



Artist: Shin Kwangho



Hospital records - Baby foot print



1950's: The Birth of Youth Rebellion



Nature: Snowflake



Polynesian Tattoo

2.3 Competitive Analysis

MARKET POSITION - ENERGY DRINK BRANDS

Analysis on the top 3 energy drink brands: Red Bull, Monster and Rockstar (year established, market value, culture, number of countries sold and price).

Brand	Red Bull	Monster	Rockstar
Founded	1987	1990	2001
Market Value	\$20 billion	<\$20 billion	<\$2 billion
Culture	Active lifestyles. extreme sports, music, gaming and community	Active lifestyles. action sports, motor sports, live music, and models	Active lifestyles. action sports, motor sports, live music, and models
# of Countries	167	114	>30
\$ Price	\$2.00 per smallest can size.	\$2.00 per smallest can size.	\$2.00 per can (2x bigger)

Among the three competing brands, Red Bull is an older company who is the leader in sales and global reach. Monster and Rockstar has not made a strong push in their marketing for the emerging popularity of gaming.










2.4 Competitive Analysis

WEB/APP FEATURES - VIDEO-STREAMING

Analysis on the 3 video streaming : Red Bull TV, ESPN and Youtube (year established, market value, culture, number of countries sold and price).

App	Red Bull TV	ESPN	YouTube
Features	Extreme Sports, Music, Dance, Documentaries	Sports	User Content, Sports, Beauty, Gaming, Tech, More etc
Media	AR, VR, Video, Live Stream	AR(limited), VR(limited, Video, Live Stream	AR, VR, Video, Live Stream
Feedback	Google Play (Android): 4.6 of 5, App Store (iOS): 4.8 of 5	Google Play (Android): 4.0 of 5, App Store (iOS): 4.5 of 5	Google Play (Android): 4.4 of 5, App Store (iOS): 4.7 of 5
Personalization	Yes (limited)	Yes (limited and paid)	Yes (robust/advanced)
\$ Price	Free	Free. In-App Purchases: ESPN+ and UFC(\$5/mth and \$49-\$59/ yr).	Free. In-App Purchases: Youtube Red and Live (\$7/ mth and \$49/yr).

2.5 Heuristic Evaluation

Yes	No	App - Home Section
		Can users get the gist of the site by looking just a few seconds on the homepage(app).
		Is the company logo easy to find (does it link back to the homepage(app))?
		Is there a tagline that makes the organization's purpose clear?
		How does the app make use of the homepage(app) real estate?
		The app uses the full width and height of the app's real estate.
		Is it easy to see what you can do on the site?
Yes	No	Navigation
		Is the primary navigation easy to find and interact with?
		Are the navigation main labels and sub-labels clear and concise?
		Are there too many menu items?

2.5 Heuristic Evaluation

	●	Is it easy to see what's clickable and what's not?
●		Is there site search in case users can't see what they're looking for in the navigation?
Yes	No	Accessibility
●		Does the site load quickly?
●		Is the text easy to read in contrast to the background? Is the font size easy to read?
	●	Do images use ALT tags to help sight-impaired and search engines?
●		Is the site easy to use on phone and tablet?
Yes	No	Content Quality
●		Are headings clear and descriptive?
●		Is the content clear and appropriate for online reading (easy to scan, concise)?
●		Can the content be understood by non-expert users? Is there industry jargon?

2.5 Heuristic Evaluation

●		What is the content tone? Formal/serious? Funny or friendly? Is that tone appropriate for the brand?
●		The content is about images(sporty and direct).
●		Fun, entertaining and high energy content.
●		Do all site's URLs contain meaningful keywords that are descriptive and friendly?
●		Are there areas or content for specific types of audiences (kids, teachers, professionals)?
Yes	No	Visual Design
●		Are styles and colors consistent?
●		Is emphasis used sparingly (not everything in bold)?
●		Does the look and feel of the site seem to fit the brand?
●		Do the visuals seem fresh or differentiating?
●		Does the visual design support the usability?

2.6 Summary

2.1 STAKEHOLDER INTERVIEW

The audience and direction is very broad hence I/my team will have to set constraints and narrow our target audience.

At the time, I wanted to focus on Red Bull TV app new users and user retention.

More user research was needed during project to determine a direction.

2.2 SECONDARY RESEARCH

During research, I noticed a trend in the structural representation of the individual's existential experience (community plays a strong part on the self and it's need to be acknowledged).

I noticed that Red Bull actively rely on Word-of-Mouth marketing. I want to focus on leveraging user retention (app) with community and identity.

2.3 COMPETITIVE MARKET ANALYSIS

Red Bull is ahead of the game in marketing for the gaming industry.

Compared to Monster and Rockstar, Red Bull is pushing their other content(music, media, film etc) through a specialized app.

Red Bull is the top energy drink company in the US and International market.

2.4 COMPETITIVE APP ANALYSIS

Red Bull TV and Youtube have high ratings across platforms.

Red Bull TV serves a niche target audience. How can we bring more people who don't fit the mold to the app and increase user retention?

2.5 HEURISTIC EVALUATION

The app loads quickly.

The usability is easy to adapt with but I did not know what to look at. The look is too uniform.

Very little accessibility.

3. Research: Discovery

RECRUITMENT/ PARTICIPANT REQUIREMENTS

- No caffeine or the potential to drink Red Bull*
- Age range (18-34)
- Needs to own a smartphone
- Interest in the following preferred:
- Sports
- Events (concerts, sporting, etc.)
- Esports

INTRODUCTION, CONTEXT SETTING, RECRUITMENT, RULES

- How are you doing today?
- Thank you for your time. This interview is going to last X-time.
- This study is about: Red Bull
- the app and customization and creating community.
- You can stop at any point.
- Here's the agenda ...and we'll be doing an activity towards the end.
- Asking permission to document and record. My role as Moderator

3.1 Interview Guide

BACKGROUND QUESTIONS

- How old are you?
- Which gender do you identify as?
- What sports do you like or play they like?
- What other activities do you enjoy?
- Do you attend festivals, music or sporting events? How many times per month? Why?
- What type of phone do you have?
- During events, how/why do you use your phone?
- When I say Red Bull, what comes to your mind?
- Where do you see typically Red Bull in your daily life?
- Can you talk about AR/VR examples—that you know about, enjoy, find effective, interesting?
- Do you have any experience with the Red Bull TV app?
- What emotions do you associate with Red Bull?

HIGH-LEVEL QUESTIONS

- What apps do you use regularly? What are your favorites?
- What other energy drinks do you consume?
- What streaming apps do you use?
- To stream content yourself?
- To watch?
- What do you like about streaming media? What is frustrating?
- Advice? Pain Points?

DETAILED QUESTIONS

- Where are the pain points in the process you just described? Where do you need additional information?
- How do you find missing information?
- What would be the most important area that needs improvement in your opinion?
- How would you improve the process?
- Tell me the good things about the App.
- What are the things that should be improved in the App?
- Can you show us some workarounds that you may have to do?
- What would be one good thing that you would keep in the App because it works well for you?
- Always ask your users if they have anything else to discuss with you before ending the interview.

THANK YOU

3.2 Usability Test

PURPOSE

To understand the first time user's awareness of the app and its usability.

Participants: 18-35 female and male.

METHODOLOGY

5 participants were chosen from the SMC campus and local Venice Beach area. (3 SMC students and 2 users who worked in Venice Beach area (security and hotel staff)).

The sessions were recorded based on participant's comfort level (screen, voice and/or images). Each user was asked pre-user questions about age, identified gender, what they thought of Red Bull as a brand, favorite video streaming Apps and events/festivals that they attended. Each user was asked pre-user questions about age, identified gender, what they thought of Red Bull as a brand, favorite video streaming Apps and events/festivals that they attended.

Next, the user was asked to look at the current Red Bull App and think out loud for 5 minutes. They were asked what

strikes them about the page, what they can do on the App and what it's for. The test moved to the user perform 1-3 tasks based on their interests. (e.g. If user liked music and biking, they will be asked to find these channels/videos).

Finally they were asked questions on the good and bad things about the prototype.

RESULTS

"How does this app make me feel? A cross between slight Frustration and exhilaration. Frustration... I don't know which content to use. Exhilaration.... things to discover and see within my interests." - User #5

Top 5 Results:

Difficulty with pressing the top search button. They tapped it several times during exploration and tasks.

All users expressed anxiety over the influx of information.

All users expressed surprised over the presence of the music & documentaries. Gaming and Music fans expressed the

need for sub categories in channels. Also thought the content to be old.

All users expressed the need for personalization.

CONCLUSION

The 24 channels should be consolidated to less groups. (More User research needed for ideal groupings)

Have personalized content be the first thing that the user sees in app.

Introduce subgroups in channels like gaming, music, documentaries.

Have recommendations be relevant to current content that is being viewed.

Have an onboard/introduction for first time users.

Create easter eggs or a 'capture more flag' system to keep the user coming back to app.

3.3 Customer Interviews



Participant NO. 1

MALE, 19 - IOS MOBILE

"The content is too confusing...I don't know where to look for specific content."

"I like this App, I wish I could find more relevant things on gaming."

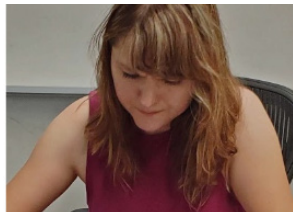


Participant NO. 4

FEMALE, 35 - IOS MOBILE

"I look at video content based on what I'm searching for. I don't go directly to the videos"

"Maybe I'm not familiar with this app. But? I don't think it's straightforward like Youtube (Not easy to find what I'm looking for)."



Participant NO. 2

FEMALE, 34 - IOS MOBILE

"Why can't I click the upcoming events. They should give me a link for more information about this event(referring to a cliff diving event.)"

"I had no idea that Red Bull did music" (Browsing music channel)



Participant NO. 5

MALE, 32 - IOS MOBILE

"How does this app make me feel? A cross between slight frustration and exhilaration. Frustration... I don't know which content to look at. Exhilaration.... new things to discover and see within my interests."

"Music content seems old."



Participant NO. 3

MALE, 21 - IOS MOBILE

"The Browse section could use a better layout. Everything seems thrown in there."

"I don't like to watch sports. I like to do them. Where can I watch fitness routines?"

3.4 Persona



"I'd like to find a happy medium between gaming and my semi-active lifestyle."

Harry Alavi

Age: 28

Race: Persian-American

Job: Musician, Student

Home: Lives with Family

Interests: Gaming, biking, hiking, soccer, music and going out with friends.

Tech usage: social media and video streaming.

About

He is first generation within his household and he lives with his family. He is very busy with gigs and school.

Main Goals

- Finish school.
- Become more active.
- Do some things on his bucket list.

Pain points

- Want to keep up with things that interest him..
- Getting lost in Youtube's rabbit hole.

Motivations

- Spend more time with family and friends.
- Better job, more money.

3.5 Domain Expert

GOAL

Originally, I wanted to explore the experience of the first user and would like to explore Augmented Reality(AR) as an option during events to aid in user retention. I knew what AR was but I wanted to learn more about it's limitations.

INTERVIEW HIGHLIGHTS

What is your name? Parker Henderson

What is your job title? Product Designer

What is your definition for Augmented Reality (AR)? Augmented reality is a technology that enhances and enables the real world. The most common method is to add digital elements to overlay the environment with visual cues. However, augmented reality can use other mediums, such as audio, to achieve similar effects.

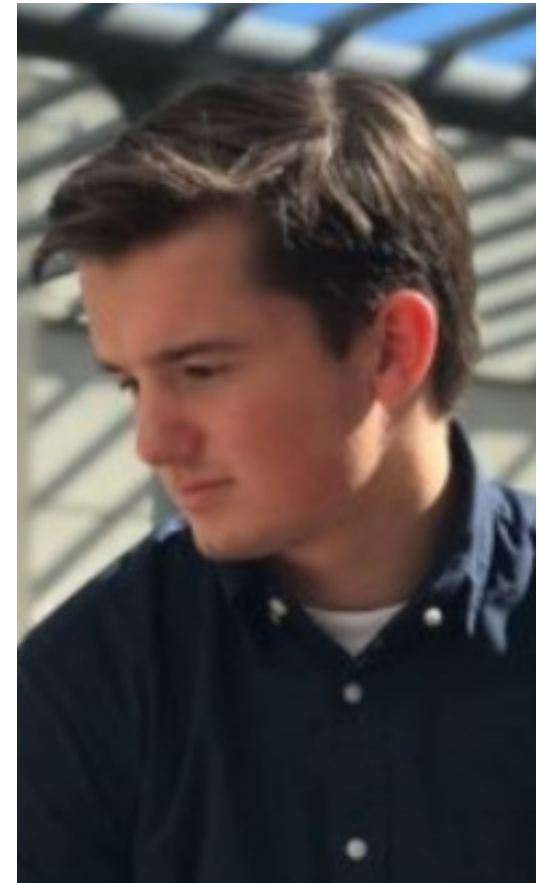
What are the constraints of AR on mobile platforms (iOS and Android)? The constraints around designing AR,

as with all design, are dependent on the problem at hand.

What are you trying to build? How does it need to function? How should it operate in X scenario? Constraints will arise based on those criteria. That being said, the most common constraint in augmented reality is the physical environment. Designers need to consider the physical limitations around how and where a user will be using the AR experience. They need to take into account things like lighting, location, device orientation, ergonomics, and other human factors that are typically not present.

Based on your experience, do you have any tips on what works and doesn't work in AR mobile projects?

The most significant piece of advice I could give is to "think beyond the screen." We design augmented reality experiences on software that is typically lacking the entire 3rd dimension. So keep that in mind as you work.



4. Prototype: Concept

PROBLEM STATEMENT

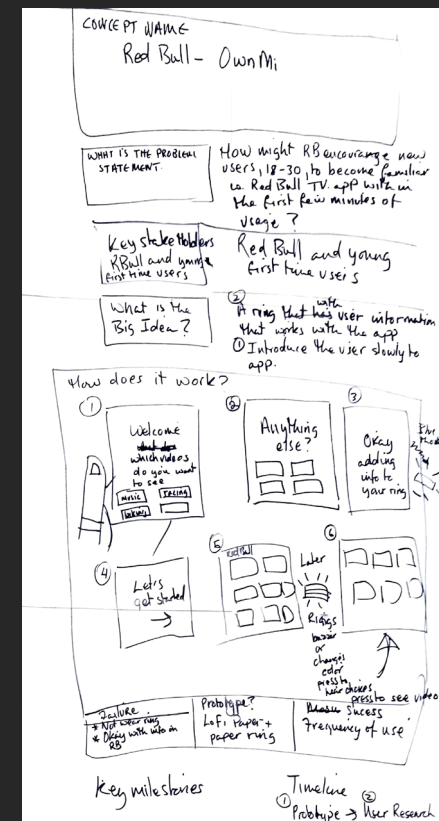
How might Red Bull encourage **new users, 18 - 30** to become familiar to the Red Bull TV app within the few mins and address their privacy concerns?

SHAREHOLDERS

Red Bull(company) and first time users.

SOLUTION

A personal, with user information, data ring that works with the Red Bull TV app. The onboarding experience will be intuitive to user based on the ring's stored information.



4.2 Pitch

Has anyone tried to assemble Ikea furniture without a guide? Have you looked at the numerous pieces and felt overwhelmed?

That's what it feels like to navigate a website or app with a lot of content without on-boarding. During a usability test, I asked 5 participants several post-interview questions about the Red Bull App. One of the questions was "What do you feel about the App that you have just used?". One response was "A cross between frustration and exhilaration. Frustration because there's a lot of content. And I'm like.....what do I look at first? Exhilaration because I have so much new content that I want to look at. But where do I begin and how do I navigate?"

My proposal is an onboarding experience that is clear, direct and quick. The new user will have fewer screens to learn and add personalization to the app. The next steps will be to use open card sort research for the six options in the 2nd main screen and usability to test the user's attention span/completion rate.

Note: * Concept change: No ring because it was not viable to the Red Bull TV app.



4.3 Prototype Documentation

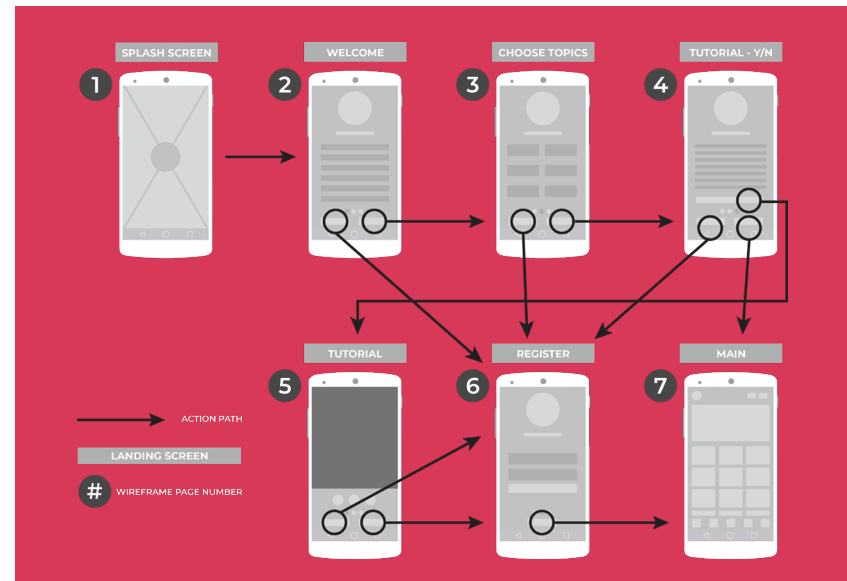
LO-FI PHASE ONE

The original prototype was a paper lo-fi sample that shown the use of the ring with the app. I changed the concept to focus solely on the onboarding experience. Based on previous interviews and an initial user test of the original Red Bull TV app, the goal of the onboarding feature was to create an experience that was consistent and gave a quick walkthrough for newcomers. I addressed pain points such as unfamiliarity of the app's purpose, value, and navigation.



LO-FI PHASE TWO

Due to my pivot to omit the data ring and commit solely to the onboarding experience, I sketched the concept in the form of wireframes and explored the flow of the feature. Satisfied, I created a visual user flow to get a better picture of what onboarding would look like for a first time user of the Red Bull TV app. The goal? Create a micro-moment of 'I want to do.'



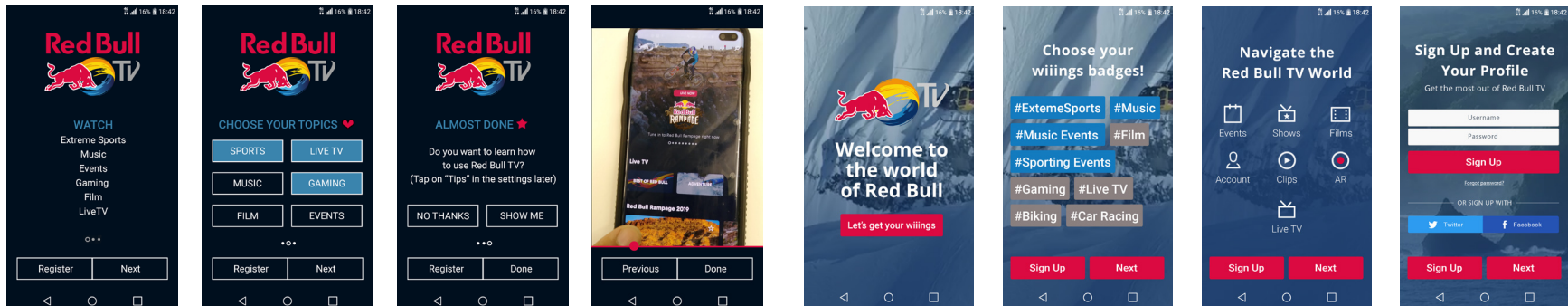
4.3 Prototype Documentation

HI-FI PHASE ONE

This Hi-Fi prototype was presented to the Red Bull company shareholders. It was designed to capture the viewers attention span within a few secs. The concept is based on Miller's Theory. The shareholders' feedback is to further explore the onboarding concept.

HI-FI PHASE TWO

Second iteration after test on Version 1.



5. Prototype: Usability Testing

RESEARCH PLAN OBJECTIVES

What we'll gain from this research:

- Understand how new users would organize Red Bull TV's 24 topics into 6 categories that make sense to them and how they would label these groups.
- Observe how new users navigate the onboarding feature.

SCHEDULE

Recruit complete October 29-30,
Research runs October 31- Synthesis
session November 2nd, Report
complete and shared with team
November 4.

PARTICIPANTS

Three to five participants who meet the following criteria:

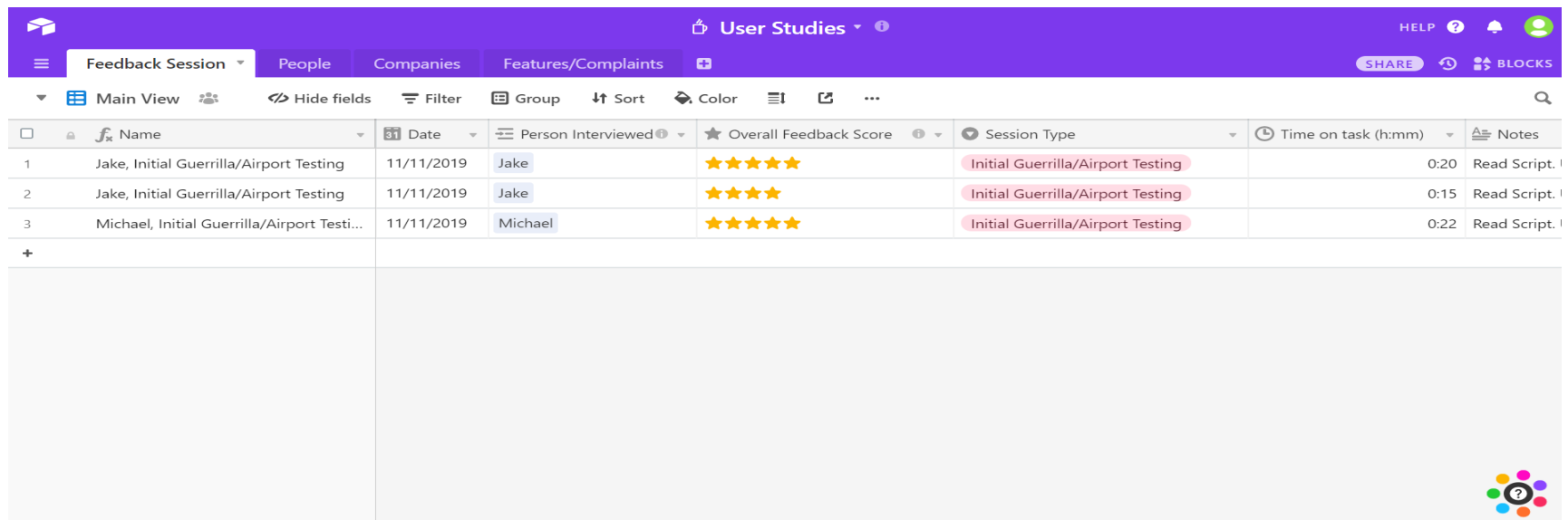
- First time Red Bull TV App user
- 18-35 years old
- Familiar with Red Bull Brand
- Interest in the following preferred: Sports, Events (concerts, sporting, music etc.), Gaming, Music, Documentaries and Esports

GOAL

What we'll gain from this research:

- Understand how new users would organize Red Bull TV's 24 topics into categories and how they would label these groups. Observe how new users navigate the onboarding feature.

5.2 Project Management



The screenshot shows a web application interface for 'User Studies'. The top navigation bar is purple and contains a menu icon, the title 'User Studies', and links for 'HELP', 'SHARE', and 'BLOCKS'. Below the navigation bar is a toolbar with icons for 'Main View', 'Hide fields', 'Filter', 'Group', 'Sort', 'Color', and a search icon. The main content area displays a table with the following columns: Name, Date, Person Interviewed, Overall Feedback Score, Session Type, Time on task (h:mm), and Notes. The table contains three rows of data, all for sessions dated 11/11/2019. The first two rows are for 'Jake' and the third is for 'Michael'. All sessions are 'Initial Guerrilla/Airport Testing' and have a 5-star feedback score. The 'Time on task' column shows 0:20, 0:15, and 0:22 respectively. The 'Notes' column contains the text 'Read Script. I' for all three rows. A plus sign icon is visible below the first row, and a colorful circular logo is in the bottom right corner of the table area.

	Name	Date	Person Interviewed	Overall Feedback Score	Session Type	Time on task (h:mm)	Notes
1	Jake, Initial Guerrilla/Airport Testing	11/11/2019	Jake	★★★★★	Initial Guerrilla/Airport Testing	0:20	Read Script. I
2	Jake, Initial Guerrilla/Airport Testing	11/11/2019	Jake	★★★★★	Initial Guerrilla/Airport Testing	0:15	Read Script. I
3	Michael, Initial Guerrilla/Airport Testi...	11/11/2019	Michael	★★★★★	Initial Guerrilla/Airport Testing	0:22	Read Script. I

5.3 Interview Guide

BACKGROUND QUESTIONS

- How old are you?
- Which gender do you identify as?
- What sports do you like or play they like?
- What other activities do you enjoy?
- Do you attend festivals, music or sporting events? How many times per month? Why?
- What type of phone do you have?
- During events, how/why do you use your phone?
- When I say Red Bull, what comes to your mind?
- Where do you see typically Red Bull in your daily life?
- Can you talk about AR/VR examples—that you know about, enjoy, find effective, interesting?
- Do you have any experience with the Red Bull TV app?
- What emotions do you associate with Red Bull?

HIGH-LEVEL QUESTIONS

- What apps do you use regularly? What are your favorites?
- What other energy drinks do you consume?
- What streaming apps do you use?
- To stream content yourself?
- To watch?
- What do you like about streaming media? What is frustrating?
- Advice? Pain Points?

DETAILED QUESTIONS

- Where are the pain points in the process you just described? Where do you need additional information?
- How do you find missing information?
- What would be the most important area that needs improvement in your opinion?
- How would you improve the process?
- Tell me the good things about the App.
- What are the things that should be improved in the App?
- Can you show us some workarounds that you may have to do?
- What would be one good thing that you would keep in the App because it works well for you?
- Always ask your users if they have anything else to discuss with you before ending the interview.

THANK YOU

5.4 Usability Testing

PURPOSE

To understand the first time user's understanding of the Red Bull TV app with the On-Boarding prototype..
Participants: 18-35 female and male.

METHODOLOGY

3-5 participants were chosen from the public.

The sessions were recorded based on participant's comfort level (screen, voice and/or images). Each user was asked pre-user questions about age, identified gender, what they thought of Red Bull as a brand, favorite video streaming Apps and events/festivals that they attended. Each user was asked pre-user questions about age, identified gender, what they thought of Red Bull as a brand, favorite video streaming Apps and events/festivals that they attended.

Next, the user was asked to look at the on-boarding prototype and think out loud for 5 minutes. They were asked what strikes them about the app, what they can do on the App and what it's for.

Finally they were asked questions on the good and bad things about the prototype.

RESULTS

"How does this app make me feel? A cross between slight Frustration and exhilaration. Frustration... I don't know which content to use. Exhilaration.... things to discover and see within my interests." - User #5

Top 5 Results:

Too much text for the average visual learner.

All participants felt that the tutorial was 'too much on the hand holding', "We know how to navigate an app".

Lack of confidence in the app. "Why would I use this when I have Twitch or Youtube?"

Some of the words use to describe the app's was confusing for some participants.

Thought that the visuals was too dark.

CONCLUSION

Have less text and more visuals.

Find a better and brief way to teach user about the app.

Improve confidence in the app.

Percede with card sorting to manage better word and recognition.

Brighter color scheme.

5.4 Usability Testing

Hi-Fi Prototype Version 1



NICK, MALE, 26

"I had no idea that Red Bull did all of this(sport, music, etc). When I was a kid I use to watch the Red Bull videos where people built those weird planes and try to fly them(Flugtags)"

PAIN POINTS

The onboarding helped him understand what the app was about. But? His concern was more with the app's existence. "Why would I download this when I have Twitch or Red Bull?"



JAKE, MALE, 30

He told me the full history and origin story of Red Bull(it's the first time that a first user told me the brand's story). I asked him how/why did you learn the story. "I use to drink a lot of red bull in high school"

PAIN POINTS

He asked which sports were included in the category. The word sports was not enough info for him.



JAKE, MALE, 30

"I don't drink Red Bull but I know the brand more in the sports events arena" "I use to be a professional surfer plus I compete/attend a lot of surfing events."

PAIN POINTS

"I'm a visual person" "The text is good but I had a difficult time remembering what the about was about"

5.5 Usability & Card Sort

Hi-Fi Prototype Version 2

PURPOSE

To understand the first time user's understanding of the Red Bull TV app with the On-Boarding prototype..
Participants: 18-35 female and male.

METHODOLOGY

3-5 participants were chosen from the public.

The sessions were recorded based on participant's comfort level (screen, voice and/or images). Each user was asked pre-user questions about age, identified gender, what they thought of Red Bull as a brand, favorite video streaming Apps and events/festivals that they attended. Each user was asked pre-user questions about age, identified gender, what they thought of Red Bull as a brand, favorite video streaming Apps and events/festivals that they attended.

Next, the user was asked to look at the on-boarding prototype and think out loud for 5 minutes. They were asked what strikes them about the app, what they can do on the App and what it's for.

Finally they were asked questions on the good and bad things about the prototype.

RESULTS

"How does this app make me feel? A cross between slight Frustration and exhilaration. Frustration... I don't know which content to use. Exhilaration.... things to discover and see within my interests." - User #5

Top 5 Results:

Too much text for the average visual learner.

All participants felt that the tutorial was 'too much on the hand holding', "We know how to navigate an app".

Lack of confidence in the app. "Why would I use this when I have Twitch or Youtube?"

Some of the words use to describe the app's was confusing for some participants.

Thought that the visuals was too dark.

CONCLUSION

Have less text and more visuals.

Find a better and brief way to teach user about the app.

Improve confidence in the app.

Percede with card sorting to manage better word and recognition.

Brighter color scheme.

6. Final Presentaion



HAVE YOU TRIED TO ASSEMBLE FURNITURE WITHOUT A GUIDE?

That's what it feels like to navigate an app that is unfamiliar to you.

What are your
users saying?

WHAT ARE YOUR USERS SAYING?

"There's too much going on"
and "What's the content?".

6.1 The Pitch

MY SOLUTION

Based on my research and interviews, Users are not confident in the app. They ask questions like “Why should I use this App when similar content is on YouTube , Twitch, etc?”

My solution? Create micromoments to push the new user towards the app. This influence can be done at the first impression of the app - Onboarding.



NICK, MALE, 26
 “I had no idea that Red Bull did all of this sport, music, etc. When I was a kid I use to watch the Red Bull videos where people built these weird planes and try to fly them through.”
 MOTIVATIONS
 “It’s a game and creation of music.”
 “The sport I like. I’m usually on a Twitch and watching the game walkthroughs.” “I prefer to play games on.”

“What’s in this for me?”

“Why should I invest time in this app when I have Twitch and Youtube?”

Confidence in the Red Bull TV app

Micro-Moment

- Excitement
- Connection
- Recognition

6.1 The Pitch

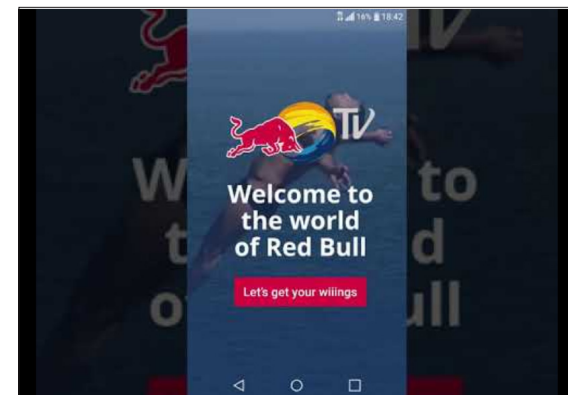
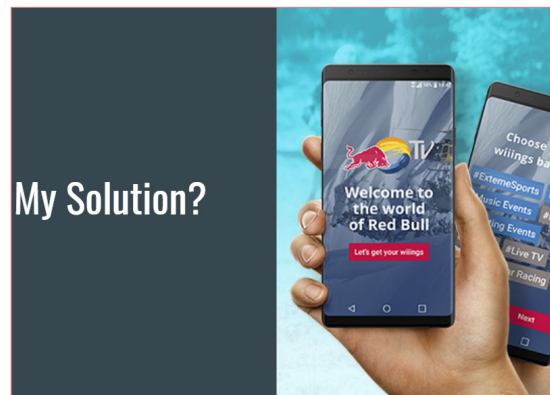
MY IDEA

The Red Bull TV app must create a delight moment the first second that they look at the App. In my secondary research, I found that it take just 8 secs to capture someone's attention. We can immerse the user into the world by having them see and hear what the app is about. Use of lush and powerful video.

Also there will be immediate call-to-action text that encourage the user to stick around to see more.

12 secs

↓
8 secs



6.2 Solution & Recommendation

BEFORE ANYTHING ELSE, CREATE AN ONBOARDING EXPERIENCE FIRST!

This is an introduction to the app and first impressions make a big difference in whether a first time user will use the app again. We need first-time users to be invested. With a dedicated team of a product designer, engineer, videographer, researcher and UX copywriter, Creating this experience should take a month for A/B testing, Card sorting, videography, usability testing, and programming. This approach will create value by retaining more first time users.

