

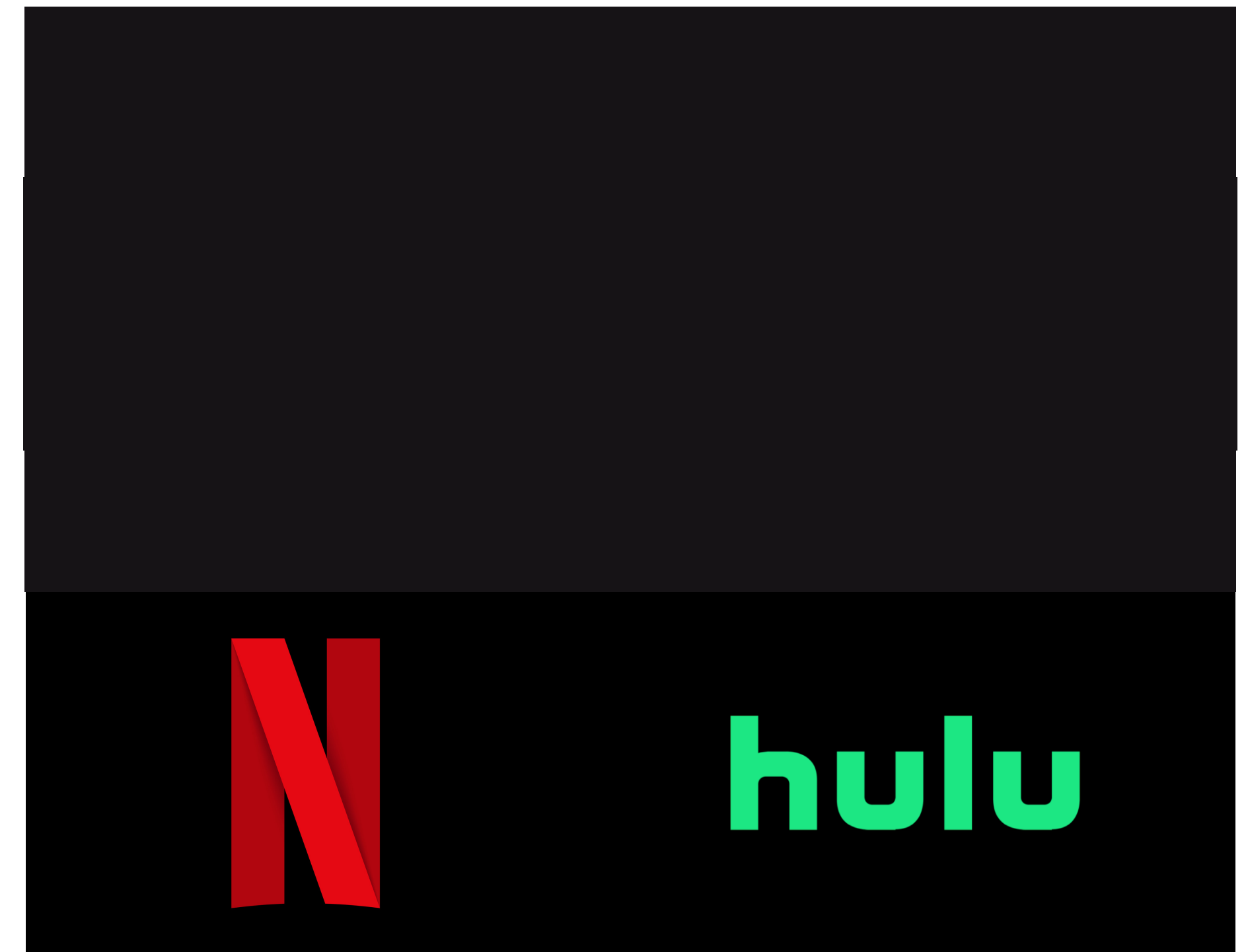
Timer for the Player

A New Features Design

IQIYI App(IOS&Android) 2 Months --2016

Background

- IQIYI is one of biggest streaming media company in China, like Netflix or Hulu in America. Till to 09/2015, the daily active users is over 100 millions. As more users use it, more complex information architecture the APP has.



Work Process

- User Research
- Define the demand
- User-flow, logic flow
- Study Technical viability and Design consistent
- Hi-fi prototyping
- Product Requirement Document(PRD)
- Track the performance of this new feature(data monitor and users' feedback)

“I want a Timer”

From User's feedback database

Timer ≠ Timer

Redefine the demand—Why they need a Timer?

User research

- Make interviewee relax before enter our topic
- Observe and understand their behavior pattern on iQIYI App
- What problems they meet when they use the APP? Why they sent the feedback

If users don't click "close" or "pause", the player will keep playing until the phone power off

Redefine the demand—Why they need a Timer?

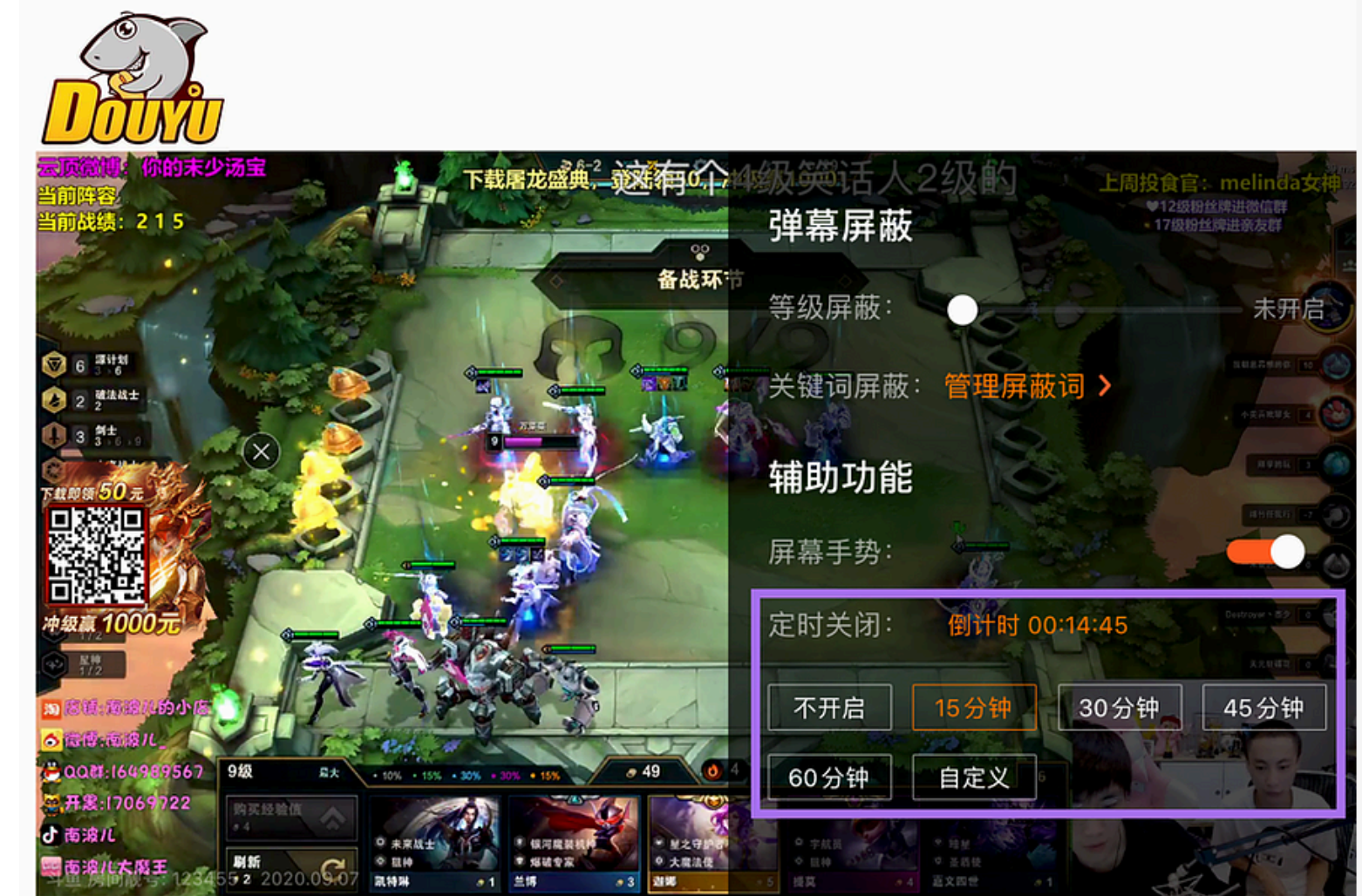
Features Survey

- The player has a new function 2 weeks ago—the auto-play, default is on.

Redefine the demand—Why they need a Timer?

Market Research

- The similar feature only exist in live streaming App



The core of users' demand—

Offer a feature for them to stop the player automatically.

User group: Use APP in a high frequency

Brainstorm

- **What:** What it is
 - Include all the scenarios
 - Customer's habit
- **Where:** The position of this feature— **Settings in Account page or in the Player**
- **How:**
 - Close the APP automatically or the screen off
 - The form of Reminder— **With or without pop-ups**
 - One life cycle—outside player/ leave the app

Complexity analysis

- **Functional complexity**

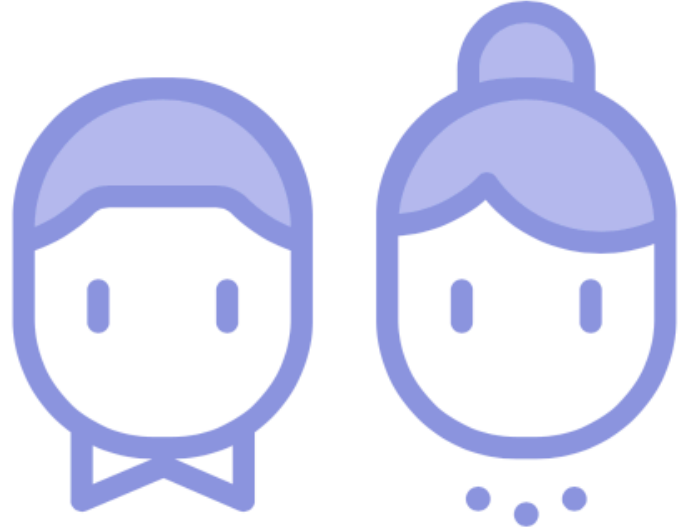
- IOS & Android

- Foreground system/Middleground system/Underlying system

No limitation

Complexity analysis

- **Logic complexity** (Different scenarios)

	<p>The player</p> <p>Full-screen Half-screen Outside the player page</p>
	<p>The users behavior</p> <p>Whether the user close the app when the function is on. Users stays in the play, how the interface will be when the time is up:</p> <ol style="list-style-type: none">1. without any action(maybe the user is sleeping)2. click "Stop playing"3. click "Continue playing"4. click other places of the mask

☑ The priority fo Pop-ups in this page



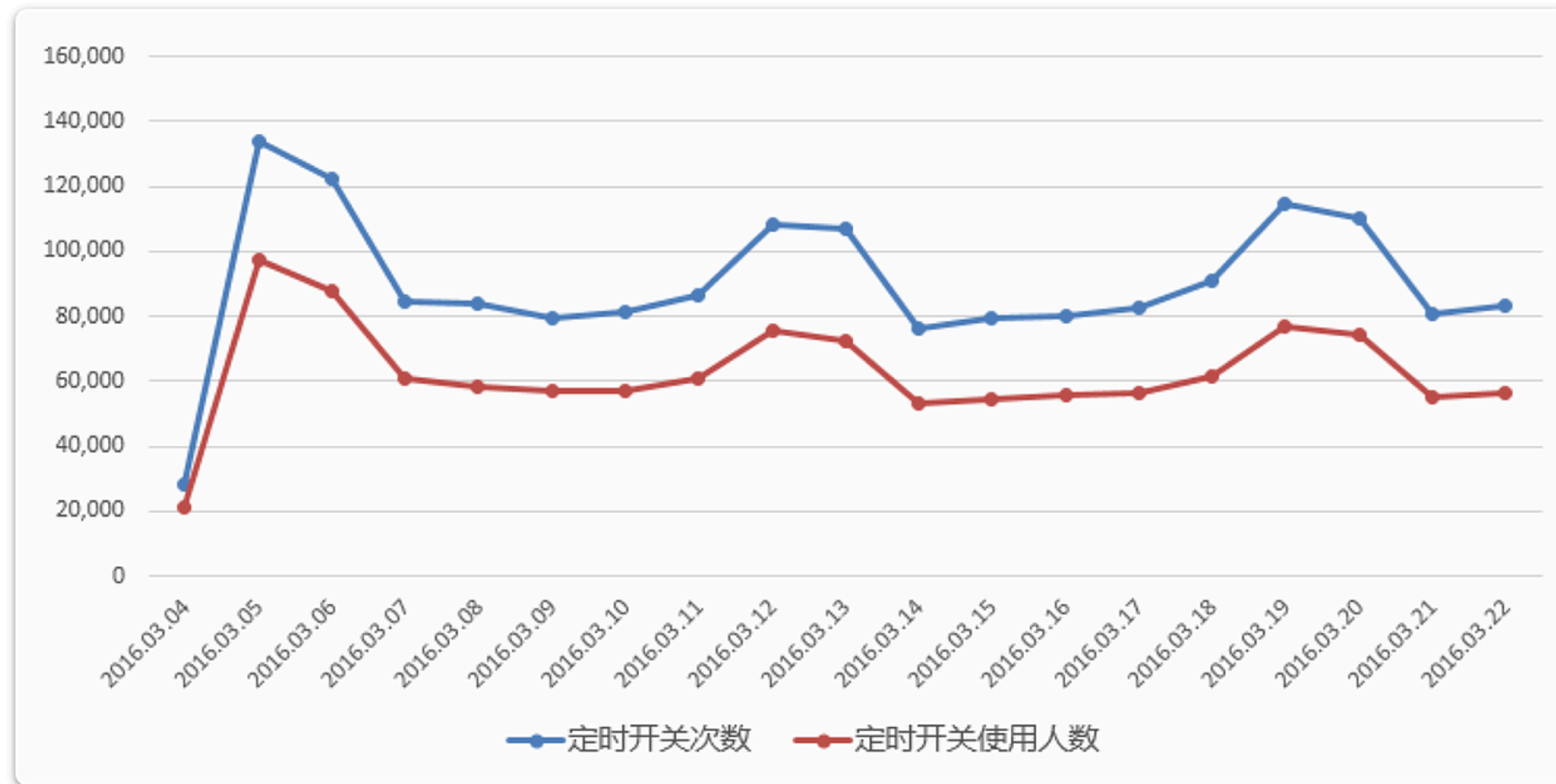
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aiBubb'e



Data analysis

User



Data analysis

User

Time segments---the number of click and percent:

Up to this episode end	15 minutes	30 minutes	60 minutes	90 minutes
8272	10116	13105	11874	12182
14.89%	18.21%	23.59%	21.38%	21.93%

The time-up dialogs---The number of click and percent for every button:

Click"Stop Playing"	Click"Continue Playing"	No action with the dialogs
3550	11904	16473
11.11%	37.29%	51.60%

Besides that

—After 6 months later

- One Brainstorm solution launched as a Intelligence(smart) fearture.
- The data show more users use it in Winter than it in the summer

