Section 1

CONVENIENCE

NECCESSITY

- Netflix → not a big watcher
- like to listen to music
- daily use
- **Netflix** → no one was using it
- Necessity & convenience

SIMPLICITY

- came with phone plan or friends
- amazon video came with amazon prime
- Lack of ads
- convenient & easy to get entertainment
- easy to use
- no patience for ads
- cut down ad time
- ad placement should not be in middle of show/movie

SHAREABILITY & PERSONALIZATION

- better customer service
- Netflix → new household member limit
- **Netflix** → does not allow to watch in other's homes
- allow shareability
- integration across multiple platforms

VARIETY

- need more variety
- larger selection
- large range of content
- Netflix → consistent cancelling of popular original shows
- variety of shows or music that is interesting
- original tv shows
- would cancel **hulu** → not a lot of good shows
- would cancel **disney+** → no longer interesting content
- another season of show was launched
- have shows interested in watching
- **Netflix** → when new show is interesting
- **apple TV** → lack of variety
- **Spotify** → better overall catalog & features than Apple music

VALUE

WORTH

- **disney+** → raising prices
- would cancel **hulu** → rising prices
- would cancel **disney+** if credit card didn't pay for it
- not worth it
- stop raising prices

AFFORDABILITY

- relatively lost cost
- make plans cheaper
- lower price
- wished there weren't too many subscription services

THINK & FEEL?

- Do not want to spend too much time browsing for new shows
- Want to see variety of shows/music
- Easy to search up for shows/music
- Does not cost too much for services

HEAR?

- Hears what friends have watched/listened to recently
- Influenced by social media/trends
- Ads playing during song or show

SEE?

- Recently released shows or music
- Sees different reviews on music or shows
- Ads/notifications about price increases OR new plans

SAY & DO?

- Explores options of paying for subscription (i.e. comes with bill, using friend/family's accounts, etc.)
- Look for alternatives/competitors
- Decide if price/features are worth the price
- Find if there are any trial/demo versions of subscription

PAIN POINTS

- Increasing price rises **OR** high prices
- Too few people actually use it
- Ads are either too long or placed inconveniently
- Variety is lacking in some form (e.g. cancelling new/original shows **OR** not providing them)

GAIN

- Highly convenient and easy access to entertainment
- Can become a necessity as part of daily life
- Can share access to entertainment with close ones effectively