

User Research Methodologies Used

I used a combination of market and user research to first understand if the problem exists and If yes, how severe is the problem.

1

Market Research

To answer "WHY?" part of the problem

Secondary Research

2

Survey

To answer "HOW?" part of the problem

Participants : 30
Age : 20 - 45

Primary Research

3

Interview

To answer "WHAT?" part of the problem

Participants : 4
Age : 20 - 45

Insights From Market Analysis

755 M

Internet Users In
India

32 M

OTT Users

Summary Of Market Anlysis

From market analysis, I was able to establish that **digital platforms** are only going to grow in the coming years (**30 % ↑ Y-O-Y**), and the number of **OTT players** have increased by almost **300 % ↑** the issue we have at the hand of managing all the subscriptions is going to worsen.

\$10 M

Value Of
Subscriptions
In 2020

41 %

Market Share
Hotstar Disney +

Followed By
Prime Video &
Netflix

30+

OTT Players In
2020

Insights From User Research

95% Users were subscribed to OTT platforms

51% Users were subscribed to between 2-5 services

22% Users had more than 5 subscriptions

91% Users wanted to be reminded before auto-renewal

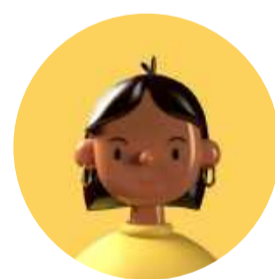
69% Users considered utility bills as a monthly subscription too

57% Users were charged for subscriptions unknowingly

43% Users were charged more than expected



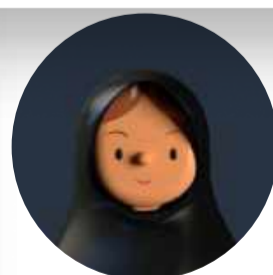
" I think I am subscribed to way too many subscriptions than I can handle "



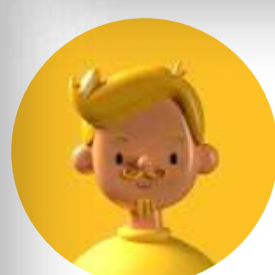
" I don't even know how much I am paying for my monthly subscriptions "



" I wish I could simply select all upcoming subscriptions and pay for them only once, preferably at the start of the month "



" I thought that I would cancel the plan before renewal , but I forgot"



" I got to know that I have been charged for another year only when I was checking my card statements"

Conclusion From Research

- 1** The Problem Of Managing Subscriptions Exists.
- 2** The Problem Is Very Severe In Today's Scenario And Has A High Possibility That It Will Accentuate In The Coming Years.
- 3** There Is A Need For Automation And/Or Aggregation Of Subscriptions, Price And Value (Utilization Of The Subscription) Being The Key Motivation Factors.