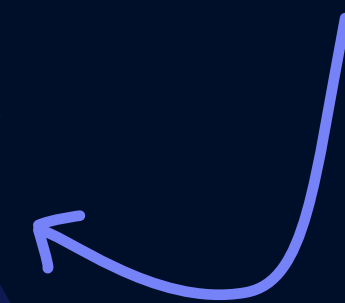




Media Entertainment

Needfinding Report



Meet Our Team



Allen Naliath

'25
Boston, MA



Charlotte Zhu

'25
Suzhou, China



Francis Santiago

'23/'24
Miami, FL



Yishu Chen

'23/'24
Hong Kong

Domain Selection

01

Brainstorming

Reflecting on personal needs and experiences

03

Research

Exploration of existing products
Information from interviews

02

Indecision

Stuck between two different domains.
In-depth exploration

04

Media/Entertainment

Identified a gap in existing products and in people's needs

Finding Participants



White Plaza



Ng House



Stanford Bookstore



Ramen Nagi, Palo Alto



Stanford ResEd Office

We Interviewed...



Abby

David

52

commercials at a
solar panel
company
Palo Alto

Zirui

32

chemical
instrument
company
Mountain View

Collin

35

college
admissions
consultant

DJ

32

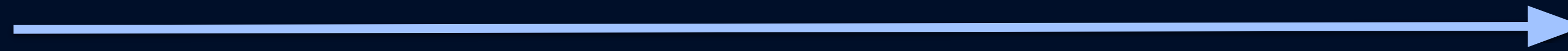
residential
director
@ Stanford



Julian

Non-User

Almost Never Use

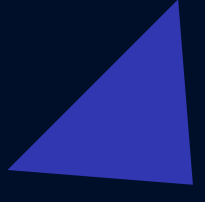


Extreme User

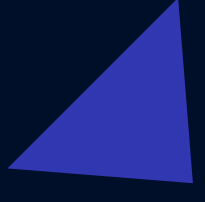
Always Use



Some Questions We Asked



Do you normally consume media alone? With people? Which do you prefer and why?



What type(s) of media do you consume the most? What's your favorite show/music/podcast/book and why?



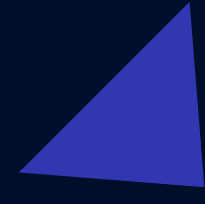
What's been your fondest memory regarding media/entertainment?



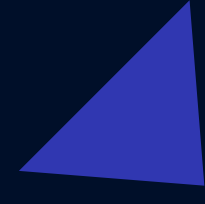
How do you interact with media you've already finished consuming?



How do you pick new shows to watch, new music to listen to?



What motivates you to download a new app? To share content online?



Why do you consume media? How does it make you feel? How do you fit it into your schedule?



52

Commercials at a solar panel company
Living in Palo Alto

David

“ I am **Social Media Anti-Social**[...] I'm only on my phone reading Yahoo News, Google News, and CNN[...] Ah, I've probably **seen every crash and burn video** ever made. In the first clip the kid on the board I can tell you how he's gonna cry. ”



Say

Think

Do

Feel

"I have no electronics with me"

"Only groupchat I have is about 30 people from the skaters"

"I am social media - antisocial"

"I only watch short video on Youtube about skateboard techniques"

one can live their life without many exposure to electronic devices

The content of most videos out there are too predictable and not interesting

social media is not the only way to build inter-person connections

still necessary to have a groupchat to connect with people he found most interesting

"I don't like to hear man talk. I hate man because I am one."

"I don't even have the snake game on my phone"

"I've probably seen every crash and burn video ever made"

"It might be helpful until it crosses the line"

one's memory will be better if they depend on social media less for remembering stuffs

It's difficult to filter out things that you do not enjoy in media

People are over-using social media apps

being exposed to less media help a person enjoy one's life

"once I learned the first computer, all I need is the upgrades"

"there is no doubt it can become an addiction"

"I like fresh air and hills"

"there is not too much to learn. I am old enough to remember"

no need to look for information on the Internet because he remember the infos he needs

artificial light is harmful for people's health

Only share video related to himself to friends and family

never watch videos of others' life, such as a Stanford student introducing campus

only on phone reading yahoo, CNN, or google news

demonstrated the ways he skate with active motions during interview

pointed at random passengers and said that he wouldn't want to talk to certain people

worried about the computer / phone addiction

happy that he can live a life without media addiction

stay uptodate on innovations in machines and apps for work

watched a lot of videos on skating techniques

only watch short clips of videos

spend most his life outdoor skateboarding with friends

skateboard to stanford campus during his free time and bring no money or electronics

disgusted by political shows on Youtube

annoyed when hearing a male sound on TV

hate the touchscreen and feel like it is burning his skin

excited for holidays such as Halloween

at ease to just update the electronic devices and apps to the newest version to stay uptodate

vaguely know some youtube influencer, but find their content boring

confident that he knows all the info needed his job and hobby

quite distant and disconnected from family



Say

Think

Do

Feel

Contradiction: Almost never use electronics BUT have seen all "crash and burn videos ever made"

Contradiction: thinks social media is not essential for connections BUT share personal videos with family and use groupchat to connect with skateboard community

"I have no electronics with me"

"Only groupchat I have is about 30 people from the skaters"

"I am social media - antisocial"

"I only watch short video on Youtube about skateboard techniques"

one can live their life without many exposure to electronic devices

The content of most videos out there are too predictable and not interesting

social media is not the only way to build inter-person connections

still necessary to have a groupchat to connect with people he found most interesting

"I don't like to hear many things because I hate many of them."

Almost never use electronics BUT have seen all "crash and burn videos ever made"

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"once I learned the first computer, all I need is the upgrades"

addiction"

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Think

no need to look for information on the Internet because he remember the infos he needs

artificial light is harmful for people's health

Only share video related to himself to friends and family

never videos of life, such as Stanford introduced camera

Contradiction: thinks social media is not essential for connections BUT share personal videos with family and use groupchat to connect with skateboard community

pointed at random passengers and said that he wouldn't want to talk to certain people

Feel

worried about the computer /

happy that he can live a life without media addiction

frustrated that he cannot simply skip all content he hates

annoyed when heard a male sound on TV

excited for holidays such as Halloween

stay uptodate on innovations in machines and apps for work

watch lot of video on skateboard techniques

skateboard to stanford campus during his free time and bring no money or electronics

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vaguely know some youtube influencer, but find their content boring

he knows all the info needed his job and hobby

quite distant and disconnected from family

disgusted by political shows on Youtube

Insights & Needs from David

Insights

Some people consume media only out of **passion towards hobbies** and use platforms to interact with **family or core community**.

People are often **distracted by uninteresting content** that they don't wish to see.



Needs

People want to have **direct and undistracted** ways to access content and communities they are truly passionate about.



Zirui

“ I think it's important to know about **Japan's wastewater release**. However, I don't really care what some **actor or actress is wearing** today. ”

32

Married, mother of a 1-yr-old daughter
chemical instrument company
Mountain View



Say

"I don't really watch film or drama series"

"I know what is new, what is coming up"

"The content filter would be really helpful for kids"

"I think it is important that we know about Nuclear water but not what some actors / actresses are wearing"

"You should read life studies instead. It's way healthier."

"my husband spends a lot of time on LinkedIn, and it's helpful to him"

"a lot of people didn't realize it is very harmful"

"sometimes I want to clear my mind not thinking of anything intensely"

"My daughter uses Youtube every day"

"It is too entertaining!"

Think

some entity is controlling the public opinions through posts on social media

some social media platform is helpful for connecting the local community

Content on social media is not as healthy as texts with a religious purpose

media apps should develop ways to distinguish content based on users' age

the content and interactions in social media can be harmful

infos on social media platform should focus more on social problems rather than celebrities

the video content for kids must be healthy

the "hot search function" of weibo is pretty convenient

social media can be useful in storing and sharing info about events

it is nicer to discuss about books with friends in person rather than online

Do

use apps such as weibo to follow news

discover new books to read through recommended lists on Zhihu, Douban, or web search

use Youtube to find basic educational videos for her daughter to watch

use social media like Instagram to access past religious event recording that she is interested in

when see cute animal videos on weibo, she shares them with her family

listened to friends for recs when the social media was not yet popular

never post, comment, rarely subscribe on social media platforms

save the video she likes or find interesting (recipes)

watch videos on social media to let her brain rest

read one novel on websites that is still posting chapter weekly (10min per week)

Feel

lack of hope on the possibility of some filter systems' construction on media

frustrated to read many horrible social news

unfair that some people cannot comment their ideas freely (censorship)

unsure whether more censorship will make media platform a safer environment for all

relieved that media apps such as Youtube save her from always needing to play with her daughter

worried about the health problem result by staring at screen for too long

stressed that bad information on social media will negatively impact her daughter's health

more connected with friends in face-to-face interactions

dislike things that are too entertainment focused on social media

relaxed when browsing social media because she does not need to think

burdened that spending time on social media is leading her astray from her religious commitment



contradiction: thinks media can be harmful both physically and mentally BUT her daughter watches YouTube everyday!

reading news on social media platform help her clear her mind

Say

Think

Do

Feel

she considers some content better, healthier, and more meaningful than others

frustrating to read things that are too entertainment focused or social news that just sound horrible

"I don't really watch film or drama series"

"I know what is new, ..."

"The content filter would be ..."

"I think it is important that we know about Nuclear water but not what some actors / actresses are wearing"

some entity is controlling the public opinions through posts on social media

some social media ... is he ... conne ... local c

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media apps ... could develop ways to distinguish ... nt based on users' age

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info med ... she ... mor ... prob ... than

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Insights & Needs from Zirui

Insights

People **think media is harmful** but are still “**pushed to**” use it for practical purposes.



Needs

People want to absorb information from media in a **healthy and relaxing** way. They want to be able to **select the types of content** they want to see.



35
Married,
College Admissions
Consultant

Collin

“ It’s mostly just **me and my wife**. [...] I don’t really go to the movies anymore. I usually just rent it or do it on **Netflix**. [...] [For picking what to watch we] just turn on Netflix and **see what pops up** mostly ”



Say

Think

Do

Feel

(Regarding longer shows) "So then when it's over then it's like you got there's no more episodes to watch. So that can be disappointing"

"Mostly is just me or me my wife"

I watch "YouTube videos, maybe if I just like do a quick break during the day and I'm eating or just want to waste a lot of time. And then if I if I do watch Netflix, or it'll usually be like at night, like after dinner time, and then sports is kind of if there's a game I'm interested in whenever"

"At this point, [for finding new shows to watch] probably just like turning on Netflix and seeing what like what pops up"

I enjoy like going to the game or whatever. But big games I think are some more fun to watch on TV.

Sports is a more communal experience than other types of entertainment

Social media is not an integral part of their life and sharing online is not important to them

They don't think some sort of media sharing app would be appealing to them

They DON'T think about what to watch. They trust Netflix/YouTube/trusted friends to recommend them new content

"I just don't like Twitter, Facebook, Snapchat I don't really have a have Facebook I have an Instagram but I just don't use it that much"

"I don't really go to movies anymore. I usually just rent it or do it on Netflix."

In terms of seeing what people are consuming, I only care about "friends who I would trust their opinions"

Media is mostly for self-entertainment/enjoyment & bonding with spouse

They think home is a great space (the best) for consuming media & entertainment

Don't consume shows/movies with people other than wife

Consumes most media at home

Rarely goes to theaters for movies

Watch youtube on lunch breaks

Watches sports with friends

Not really on social media

Sports could be fun when consumed in group setting

Media & entertainment are fun to consume

Safe, comfortable and fulfilled consuming media at home

Satisfied with one main buddy (wife) for media consumption



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Sports could be fun when consumed in group setting

Satisfied with one main buddy (wife) for media consumption

e

and ng come

Insights & Needs from Collin

Insights



Needs

Consumption of media is mostly for **self-enjoyment** but **more fun** when consumed in a **social context**.

People want a **community** or someone to share media experiences with in real time – **the more the merrier**



32

Married w/ a 2-yr-old
Residential Director
@ Stanford
San Jose

DJ,

“ I normally watch shows with my **wife and kid**. [...] As I’ve gotten older, I think the way I build relationships are a lot **different**, and more of my time that I would spend on building friendships are **focused on family** now. ”



Say

Think

Do

Feel

"I have Snapchat but don't use it much because I'm getting too old for that"

"[With the TV show merch in his office]. It's not like trying to one up each other, because I think that happens a lot with like, nerdy and like, geeky."

"Video games is when I connected most with friends because we have different taste in other media"

"Xbox has sharing function that I use sometimes to play games with friends and see what they're playing"

"Sometimes [I wish there are more people to share media consumption with]. But I think I'm also just in a place in my life where I'm like, happy with what I got"

Taste in entertainment is a barrier for shared experiences, but could be overcome with effort

He believes some apps are more suited for younger generations (and that certain apps target certain age groups)

Social media feels a lot more formal than it used to be

Prefers to hear other's opinions about media instead of giving his own

As I've gotten older, I think the way I build relationships are a lot different. And my more of my time that I would focus on building friends and relationships are focused on family now.

"I mostly uses social media to see what others post"

"Sometimes I get trapped into watching all of the Ultimatum"

"I follow 3 podcasts as the come out every week (on different weekdays)"

"Social media is for not missing out"

"Social media is more for staying updated on info on new game releases, disney pins etc."

Social media could be a good place to get general information regarding media, releases etc.

Media could be both a background thing or a main event

Relationship with his family is very important (perhaps the most important relationship atm)

It's okay to have both mainstream and non-mainstream media interests

"My music taste is more niche (metal), so normally looks at TikTok/YouTube for new recs"

"I like reading Reddit threads that are entertaining (JSU threads mostly, Stanford ones "not interesting")"

"I only posts on social media on special occasions or when it involves my son"

"We use Hulu because it has everything, including hockey"

"I'm trying to be better about sharing screen time with my wife"

watching TV can be a group experience

Consuming media is a positive, relaxing and bonding experience in his life, but that there's not always a lot of time for it.

"I share my love for hockey with wife, but taste in TV shows in general are very different"

"Social media is so different from when I downloaded FB, back when people posted what they're thinking and poked each other"

"I share [TV watching experienced] with my stepdad sometimes but most of it I keep internally"

"I mostly watch what's popular. I find new media to consume from podcasts and in general from people who have similar interests"

Has and uses many different social media platforms

Played a hockey game in the background of his wedding

Watches new Star Wars media everytime it comes out

has tattoos of his favorite disney characters

Joins friends' games when he sees them playing online

Reads theories and source material when he finishes a show he likes

Eager to follow up on shows through other means after they're over given there's time

Like some people who consume media are trying to show off, makes him angry

A little self-conscious about his interests, but also comfortable and aware and owns up to it

Listens to 3 podcasts a week, gets TV recommendations from one

Has shows/media that he watches alone because his family doesn't share interests

Watches TV with his whole family often

Owens a lot of merch/toys from games/shows he likes

Goes to 5-10 hockey games a year

Went to disney world with his wife for their anniversary

Very passionate about certain shows/movies and is loyal and will always be to certain media (star wars, disney etc.)

Afraid to miss out (reason for being on social media)

Feels that media is a very big part of his life and identity

That discussing media is superficial, and values "deeper" connections

Conflicted about how to spend limited screentime-- Don't feel amazing about watching reality TV, but sacrifices own interests to spend more screen time with wife



"Sometimes I get trapped into watching all of the Ultimatum"

Contradiction: Does not like publicly talking about his opinions on media, but has walls full of memorabilia that he likes sharing with people

Worries that others think some of his media interests are "nerdy"

Say

Think

Do

Feel

"I have Snapchat but don't use it much because I'm getting too old for that"

"[With the TV show merch in his office]. It's not like trying to one up each other, because I think that happens a lot with like, nerdy and"

"Video games is when I connected most with friends because we have different taste in"

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"I'm trying to be better about sharing screen time with my wife"

"I share my love for hockey with wife, but taste in TV shows in general are very different"

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Reads theories and source material when he finishes a show he likes

Eager to follow up on shows through other means after

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A little self-conscious about his interests, but also comfortable and aware and owns up to it

Listens to 3 podcasts a week, gets TV recommendations from one

Has shows/media that he watches alone because his family doesn't share interests

Watches TV with his whole family often

Owens a lot of merch/toys from games/shows he likes

Goes to 5-10 hockey games a year

Went to disney world with his wife for their anniversary

Very passionate about certain shows/movies, loyal and will be to certain (star wars, etc.)

Feels that media is a very big part of his life and identity

Worries that others think some of his media interests are "nerdy"

A little sad that he doesn't always have the time to consume everything he wants to and cherish the little amount of time he does

Conflicted about how to spend limited screentime-- Don't feel amazing about watching reality TV, but sacrifices own interests to spend more screen time with wife

Insights & Needs from DJ

Insights

Having **different taste** in media is a **barrier** to shared consumption of content, but those with families may **sacrifice their own preferences to prioritize shared screen time.**



Needs

Balance of limited screen time between self and family.

Safe space to geek out about certain shows **without judgement/competition.**

Overall Insights & Needs

Insights

People sometimes **only wish to see the things they want to see** but there are way too many **distractions**.

Those with **families** have to **balance between self and family screen time**

Needs

Users want to be able to **select and curate** the types of **content** they interact with regularly.

People want to achieve **enjoyment and connection** and **sense of community** through using media entertainment platforms.

Key Learnings

Connection

with others drives how people use and consume digital content



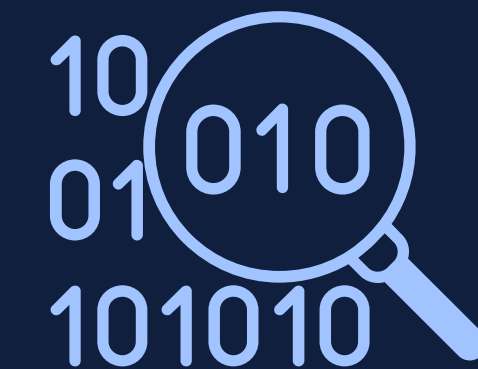
Consumption

of content versus the creation of content depends heavily on the use case and the user



Curation

of the types of content that people consume is essential to their enjoyment



Next Steps

01

More Interviews

Diversify the age group and gender group

02

Narrow down domain

Explore aspects of media and entertainment

03

Find inspired challenges

Discover what challenges people are facing through POVs and HMWs

04

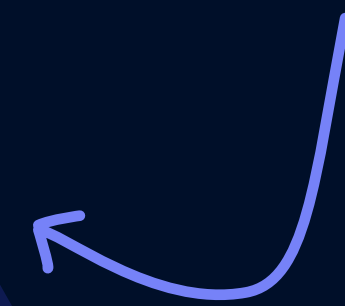
Experiment with approaches

Use design strategies to try out new solutions



Thank You!

Any Questions?



Credits

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