WELL-BEING DRIVEN DESIGN
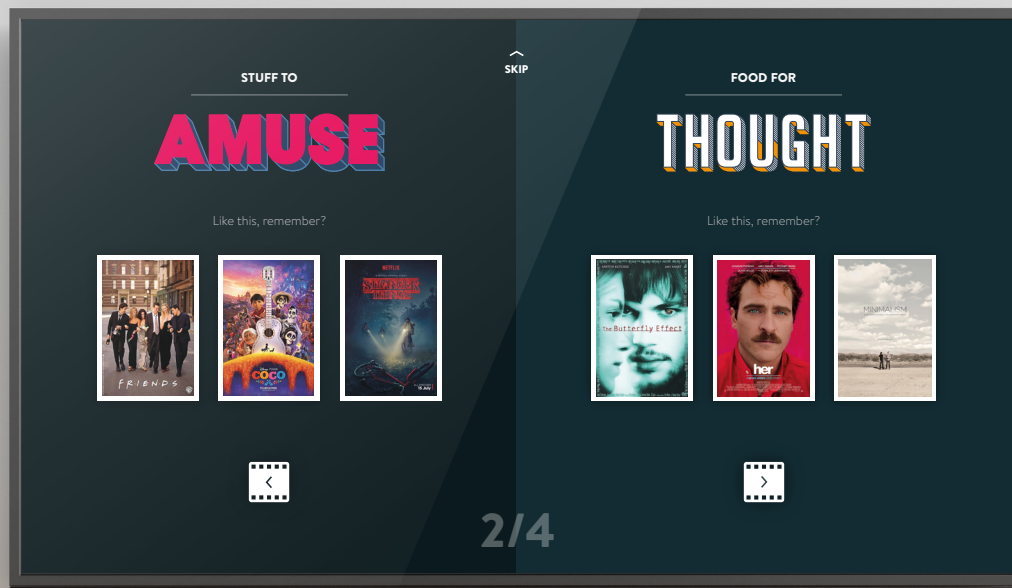
Creating a meaningful streaming platform

GRADUATION PROJECT

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Design for Interaction

B. WELL-BEING CONSTRUCTS

Eudomonic

These and other studies attest to the fact that promotion of eudaimonic **living may be better for a society as a whole**, insofar as its members show more care, concern, and responsibility in their actions. (Ryan, R. M., Huta, V., & Deci, E. L., 2008)

Specification of eudaimonic living might not only be of value as a guide to a more complete and meaningful life; it should also yield **more stable and enduring hedonic happiness** (Huta and Ryan, 2006).

Furthermore, a person may derive from an activity, and vice versa. It i **hedonic and eudaimonic variables**

Only Intrinsik Aspirations and Goals

It is through reflective consideration of one's goals and activities that one can come to endorse some and reject others. Thus reflective capacities support the development of autonomy, and vice versa (Ryan, 2005). **Eudaimonia therefore necessitates the exercise of reflective capacities**, in which one considers the meaning and value of one's way of living (Ryan, R. M., Huta, V., & Deci, E. L., 2008).

SDT predicts that both the "what" (goal contents) and the "why" (the relative autonomy underlying actions) are important to consider in the relations between goals and well-being outcomes, and are directly linked to Aristotle's measures of eudaimonia (Huta and Ryan, 2006).

Relations between eudaimonia and well-being outcomes are mediated by satisfaction of the basic psychological needs for autonomy, competence, and relatedness. Tha eudaimonic living fosters well-being because it provides satisfaction of people's most fundamental psychological needs. Ryan, R. M., Huta, V., & Deci, E. L. (2008).

Functioning

QUALITY RELATIONSHIPS
The amount and quality of the relationships one has with others. It is related to how much one cares about the welfare of other people, and the amount of empathy one feels for them.

RESILIENCE AND CONSTRUCTIVELY FACING CHALLENGES.
Coping is what people do to to alleviate the hurt, stress, or suffering caused by a negative event or situation.

ABSTRACT THINKING AND THOUGHTFULNESS.
A eudaimonic orientation has been associated with characteristics reflecting introversion, including introspectiveness, enjoyment of solitude, and a focus on thoughts and ideas (Huta, 2013a), abstract thinking and future time perspective (Pearce et al., 2015), and the character strength of judgment (Buscher et al., 2013; Peterson et al., 2007). It is also worth noting that Aristotle considered contemplation to be the highest form of eudaimonia

SELF-REGULATION.
A eudaimonic orientation has been linked to self-regulation (Buscher et al., 2013; Peterson et al., 2007), self-control (Ane & Tonce, 2013), and perseverance (Peterson et al., 2007). In addition, a genetic twin study suggested that a key ability underlying Ryff's (1989) psychological well-being variables was self-control (Archontaki, Lewis, & Bates, 2013).

CONTRIBUTION
A spontaneous gesture of goodwill toward someone or something

ETHICS

BEING AUTHENTIC AND INTEGRATED

ACHIEVING MEANING AND PURPOSE
Purpose in life involves believing that one's life is meaningful and worthwhile, as well as having goals that provide structure and direction, and being able to perform according to these. It confers a sense of ongoing development and growth

4. ACCOMPLISHMENT AND PROGRESS
Act of attaining a desired goal (academic, success, wealth, safety, personal growth) through sustained and deliberate effort.

3. ACHIEVING COMPETENCE AND EXCELLENCE
the capacity to effectively manage one's life, to make good use of external opportunities, and to seek contexts that are in line with one's own values and needs - and hence suitable for one's actualization.

2. MATURITY AND SOPHISTICATION:
The self-realization and the fulfilment of one's true potential. It entails a sense of ongoing development and growth.

1. PERSONAL ACTUALIZATION

PERSONAL GROWTH
Personal growth can be separated into multiple components: personal actualization (i.e., developing potentials unique to the self), maturity and sophistication (i.e., fulfilling potentials common to all people), learning, competence and excellence, and accomplishment and progress.

FEELING OF ENGAGEMENT.
State of immersion in the present moment - in the here and now - known as the state of flow. Flow is experienced when our our greatest strengths and virtues are optimally challenged, ideally in various life domains such as work, love and study.

PERSONAL EXPRESSIVENESS
The concept of personal expressiveness is listed here as a eudaimonic experience based on theory and findings showing that self-realization values (a eudaimonic concept) are associated significantly more with personal expressiveness than with hedonic enjoyment (Waterman, 1993; Waterman, Schwartz, & Conti, 2008).

FEELING OF ACCOMPLISHMENT
The act of attaining a desired goal through sustained and deliberate effort.

HEDONIC AND EUDAIMONIA THEORY

Hedonic & Eudaimonic

...a hedonic benefit but a eudaimonic loss ...therefore important to **assess both** ...when studying well-being outcomes.

Prescriptions based on maximizing pleasure are too often associated with dead-end routes to wellness such as materialism and selfishness and thus demonstrating how **easily a map derived from hedonic thinking can mislead**. (Huta and Ryan, 2006).

Numerous authors have pointed out that a focus on hedonic happiness is **by no means culturally neutral;** it is both presupposed by and a reflection of individualistic, market-based economics (e.g., Ferguson, 1990; Christopher, 1999; Kasser et al., in press).

Hedonia and eudaimonia are complementary psychological functions, **and people need both to flourish.** (Huta, 2015a).

Hedonic

Eudaimonic conceptions focus on the content of one's life, and the processes involved in living well, whereas hedonic conceptions of well-being focus on a specific outcome. Thus hedonic and eudaimonic perspectives are not distinct because they conceive of different types of well-being states or outcomes but rather because **they have altogether different targets.**

LINK WITH SELF-DETERMINATION THEORY

Intrinsic & Extrinsic Aspirations and Goals

...is, **intrinsically** worthwhile to human beings, and likely to yield basic psychological need satisfactions, which in turn yield positive experiences and wellness (Ryan, R. M., Huta, V., & Deci, E. L., 2008)

Research has proven that the attainment of intrinsic aspirations is beneficial for well-being and social functioning whereas the attainment of extrinsic aspirations is largely unrelated to psychological health (e.g., Kasser and Ryan, 2001; Sheldon and Kasser, 1998; Ryan et al, 1999).

Hedonism falls midway between intrinsic and extrinsic categories. This stands to reason insofar as hedonic pursuits are in many circumstances done for their own sake and worthwhile in terms of a good life. However, they are at other times sought out as distractions, or ways of avoiding responsibilities or anxieties, and in such cases will function more as extrinsic goals (Ryan, R. M., Huta, V., & Deci, E. L., 2008).

WELL-BEING CATEGORY — MEASURES (Huta, V., 2017.)

Experiences

SELF-CONNECTEDNESS

ELEVATION (which include moral elevation, awe, inspiration, and transcendence) (Henderson et al., 2013; Huta, 2013a).

MEANING AND PURPOSE (Henderson et al., 2013; Huta, 2013a; Steger et al., 2008). If there is a single eudaimonic outcome to be measured, it should be meaning. Meaning has repeatedly been used as a proxy for all things eudaimonic (e.g., Baumeister, Vohs, Aaker, & Garbinsky, 2013; Delle Fave et al., 2011; Being & Napa, 1998).

Functioning

POSITIVE ATTITUDE Empirically, hedonic and eudaimonic orientations have both been related to hope/optimism, gratitude, and zest, though had somewhat stronger links with eudaimonia (Buscher et al., 2013; Peterson et al., 2007).

VITALITY Vitality was originally theorized to belong with eudaimonia (Ryan & Deci, 2001), but empirically it has related similarly to hedonic and eudaimonic orientations (Henderson et al., 2013; Huta, 2013a).

Experiences

LIFE SATISFACTION AND DOMAIN SATISFACTION (hedonic concept) (e.g., Ryan & Deci, 2001; Vittersø & Sōholt, 2011; both hedonic and eudaimonic considerations (e.g., Sheldon, 2013; Waterman, 2007), a eudaimonic concept (Summer, 1996).

COMPETENCE Represents our inherent desire to effectively interact with our environment, and feel in control of our activities.

AUTONOMOUS Represents our inherent desire to experience a sense of control, choice and psychological freedom when carrying out an activity.

RELATEDNESS Represents our inherent desire to feel connected to others, to be a member of a group, and to experience a sense of closeness, care and intimacy.

Functioning

SAVORING AND PLAYFULNESS. A hedonic orientation has been linked to the character strength of playfulness/humour and to the extraversion facet of excitement-seeking (Buschor, Proyer, & Ruch, 2013; Huta, 2013a; Peterson et al., 2007; Ruch et al., 2010).

CAREFREENESS This feeling has been especially strongly linked to a hedonic orientation (Henderson et al., 2013; Huta, 2013a). Carefreeness likely derives from the hedonic focus on the here and now, and thus **represents an emotional and cognitive disconnection from ongoing or broad concerns.**

LOW NEGATIVE EFFECT When well-being has been assessed using more than one variable, researchers have most commonly used the three elements of what Diener termed subjective well-being - positive affect, life satisfaction, and low negative affect. After reviewing three decades of research on subjective well-being, Diener and colleagues (1999) concluded that negative affect should be assessed separately from positive affect, especially at the trait level, **where they can sometimes coexist.**

Experiences

SATISFACTION Satisfaction seems to be more often understood as hedonic satisfaction - fulfilling physical/emotional needs and wants - and thus is classified in this section.

POSITIVE AFFECT Positive affect is one of the most commonly used measures of well-being. Positive affect alone can serve as a good proxy for hedonic experience.

ASSOCIATED CONCEPTS — LINK WITH WELL-BEING THEORY

Self-connectedness (Huta, 2012)...

Moral elevation (Haidt, 2000); peak experience (Maslow, 1970); elevation (Huta & Ryan, 2010); awe (Keltner & Haidt, 2003); inspiration (Thrash & Elliot, 2003); transcendence or sense of connection with a greater whole (Csikszentmihalyi, 2000); peak experience (Maslow, 1964); spiritual transcendence (Piedmont, 1999); aesthetic experience (Konecni, 2005); heightened awareness and clarity.

Feelings of meaning, value, resonance, purpose, broad implications (Huta & Ryan, 2010; Huta, 2015c); feelings of transcendence or sense of connection with a greater whole (Csikszentmihalyi, 2000); meaningfulness (Delle Fave, Brdar, Freire, Vella-Brodrick, & Wissing, 2011a)

Hope (Snyder, 1995); optimism (Carver & Scheier, 2002); gratitude (Emmons & McCullough, 2003); zest/enthusiasm

Subjective vitality, feeling alive and energized (Ryan & Frederick, 1997).

Life satisfaction (Diener et al., 1985); domain satisfaction, for example, satisfaction with one's work, leisure, social relationships, family, finances (Diener et al., 1999).

Associated concepts competence (Deci & Ryan, 2000).

Autonomy, feeling free to be oneself and make one's own choices (Deci & Ryan, 2000).

Relatedness (Deci & Ryan, 2000); relationships (Seligman, 2011); love (Fredrickson, 2013)

Making happiness a high priority (Fordyce, 1983); feeling that one's life is luxuriating, basking, marveling, and thanksgiving (Bryant & Veroff, 2007); playfulness and humour (Ruch, Proyer, & Weber, 2010).

Carefreeness (Huta & Ryan, 2010).

Low levels of negative affect, emotional pain, depression, anxiety, stress, strain (Diener et al., 1999; Kahneman, Krueger, Schkade, Schwarz, & Stone, 2004); relaxation, ease (Huta & Ryan, 2010).

Satisfaction (Heathwood, 2006); feeling that personal wants and needs are met (Waterman, 1993); feeling that one's desires is achieved (Vittersø & Sōholt, 2011); replenishment, feeling well stocked up (Huta, 2015a); release of tension between how things are and how one would like them to be

Positive affect (Diener et al., 1999); positive affect balance (Bradburn, 1969; Ryff, 1989); emotional well-being (Keyes, 2002); hedonic enjoyment (Waterman, 1993); pleasure, joyfulness, enjoyment, fun (Diener & Emmons, 1984).

C. CONTEXT FACTORS PER CLUSTER

(D) = Development
(T) = Trend
(S) = State
(P) = Principle

MEANINGFUL MEDIA EXPERIENCES

Feelings of meaning and purpose are crucial to people's well-being (Huta, V., 2016). (P)

"The key to happiness lies not in changing our genetic makeup (which is impossible) and not in changing our circumstances (i.e., seeking wealth or attractiveness or better colleagues, which is usually impractical), but in our daily intentional activities" (Lyubomisrky, 2007, p. 22) (P)

At the heart of Leisuressence is the reinvention of free time, creating a new wave of leisure activities. Time-strapped, experience-seeking consumers demand multi-faceted leisure occasions, including travel, dining, fitness, and culture, that can be reinvented into experiences that straddle categories (Google, 2018). (D)

For millennials happiness isn't as focused on possessions. Living a meaningful, happy life is about creating, sharing and capturing memories earned through experiences that span the spectrum of life's opportunities. Their high focus on experiencing life, and their increasing ability to spend supports the growth of the experience economy (Eventbrite, N.d.). (D)

Customers aren't looking for brands to define their journeys, they want brands to design experiences that help them create their own journeys. This fundamental shift away from traditional communications modes to interactive conversations will enable companies to drive new levels of personalization, trust and, ultimately, more fulfilling experiences. (Adweek, (2018). (D)

Leisure time activities individuals engage in play a crucial role in the recovery process and have a strong influence on well-being. Since media exposure is one of the most frequently engaged-in leisure time activities in the US and around the world (e.g., Bureau of Labor Statistics, 2014), Recovery represents the antagonist of fatigue and depletion and refers to "the process of replenishing depleted resources or rebalancing suboptimal systems" (Sonnentag & Zijlstra, 2006, p. 311). Successful recovery leads to the return of individual functioning to a pre-stress level and restores the psychological and physiological performance-readiness of the individual (Demerouti et al., 2009). This self-regulatory process is crucial for individual health and well-being (P).

Eudaimonic needs constitute an important motivation for entertainment consumption (Bartsch, 2012; Knobloch-Westerwick, Gong, Hagner, & Kerbeykian, 2012; Lewis, Tamborini, & Weber, 2014; Oliver & Hartmann, 2010; Wirth et al., 2012). Viewers "search for and ponder life's meanings, truths, and purpose" (Oliver and Raney, 2011). And whereas blockbuster types of entertainment may be more popular, more meaningful forms of entertainment received the most critical and popular acclaim (Oliver, Ash, Woolley, Shade, & Kim, 2014), and therefore may be more deeply appreciated, even when they might sometimes arouse painful emotions. (D)

Media-Entertainment can contribute to both Hedonic and Eudaimonic well-being. Hedonically rewarding experiences are characterized by viewers who search for positive valence (intrinsic attractiveness/"good"-ness of an experience) and pleasant arousal, such as amusement, thrill, and suspense, are usually subsumed under the concept of "enjoyment"". The experience of eudaimonic gratification has been conceptualized as "appreciation": "an experiential state that is characterized by the perception of deeper meaning, the feeling

of being moved, and the motivation to elaborate on thoughts and feelings inspired by the experience" (Oliver and Bartsch, 2010) (p. 76). (D).

The rise of social media has drastically altered the dynamics of fan practices and spectatorship, developments in mass global communications has resulted in an increased vocality within the fan community and the formation and facilitation of new fan roles, and methods of media engagement (Thomas Elliot, 2014). (D)

Fans tend to consume audiovisual entertainment that fosters cognitive–intellectual growth. They watch audiovisual content actively and attentively, engage in social interactions and watch the content with a mix of emotional closeness and critical distance (Jenkins, 1992, 2006). (P)

Fans, compared to non-fan spectators, had a greater inclination toward leisurely activities that were intellectual, cultural, creative and social (Lozano Delmar et al. 2015). Fandom is an excellent path to the optimal existence between hedonia and eudaimonia, both necessary for human flourishing (Delmar, J. L., Sánchez-Martín, M., & Velázquez, J. A. M., 2018). (P)

Mindfulness is essential in living Eudaimonic life (Huta, V., 2016) (P)

One potential mediator of whether engagement with entertainment media will facilitate eudaimonia (or simply engender transient emotion- al experiences) is how mindful (Brown & Ryan, 2003) the individual is while engaging in media use to not becoming "lost" in media experiences that chew away countless hours, but being aware of time spent in the virtual world of media versus alternative choices (Rigby, C. S., & Ryan, R. M., 2016). (S)

Being mindful while engaging in both traditional and interactive media would include a deeper processing of the experience itself (Rigby, Schultz, & Ryan, 2014). When mindful, one is aware of how one's feelings are being activated by media content and thus more open to reflecting on and integrating the potential relevance of those experiences to one's real life (Rigby, C. S., & Ryan, R. M., 2016). (S)

Meditation is the Fastest Growing Health Trend in America. Mindful- ness is no longer considered a "soft skill," but an essential part of overall health care to treat everything from pain, loneliness, anxiety, and burnout (Mindful, 2018). (T)

AI'S (OVER) PERSONALISATION

People demand personalization. 84% of people say being treated like a person, not a number, is very important to admit to their service. (Salesforce.com, 2018) (S)

People appear more willing to share data when they feel they get some value in return. 79% of our 8,500 respondents agreed that they would be willing to share their data if there was a clear benefit for them (Deloitte, 2017). (S)

People understand that subscribing helps companies to learn about their needs and desires in order to do so. Plus subscription helps customers to easily manage costs and spread it over a longer period of time, instead of spending all this money upfront (per month) (Tzuo, T., 2018). (D)

Human interactions with personalization systems have created a snowball effect. Much of the content that is algorithmically promoted to us by platforms fit within similar categories , so over time, feeds have become saturated with the same homogenous content. This level of over personalization has caused users to lose interest in these platforms or abandon them altogether, called "Content-fatigue" (Nielsen Norman Group, 2019). (T)

Since the future expectation is that people will subscribe to multiple networks, and 3 in 4 subscribers say the most important factor when evaluating new TV services is access to exclusive original content (ConsumerLab, E., 2017), streaming-services are destined to create loyal Original users that see the Original library as indispensable (Netflix, 2018). Due to the high competition, streaming-services are rushing to create much high quality Original films and Series resulting in a huge release number of per year (Variety, 2018)). (D)

Streaming-services offer content by calculating "valued hours", which indicates the amount of hours that users have consumed entertainment. (Businessinsider.com, 2016). Most streaming-services assume that similar viewing patterns represent similar user tastes (Wired, 2013). Then they create 'taste communities' around the world who watch the same kind of media-entertainment. There are thousands of groups and a user often fits into multiple of

those (Wired, 2017). Based on these groups personalized media-environments are created. (S)

The idea that algorithms, might reinforce the echo-chamber effect, particularly for the distribution of news on social media, is now a wide-spread public discussion. Bias bubbles, filter bubbles, information blindness, preference bubbles, are all different ways to describe the same phenomenon: people get what they want, but are less exposed to other opinions and less and less confronted with facts they're not interested in. (Medium, 2018a). (D)

Competence is crucial for people's Well-being (Huta, V., 2016). (P)

People are willing to co-create their personal profiles with companies. 75 percent of consumers say they'd find it valuable to create and manage a "style profile" that brands could use to better curate experiences and make recommendations (Adweek, 2018). (S)

AI'S DECISION SUPPORT

Authenticity is becoming an increasingly major factor in decision making. With content overload and digital news cycles driving a polarizing political climate, our tastes and trust levels are changing – we're all about the KonMari; removing from our lives things which do not "spark joy." (Forbes, 2019a) (D).

People demand 'decision simplicity', which is single biggest driver of sticking to a service (Harvard Business review, 2012), as too many options can lead to decision paralysis (Forbes, 2015). (T) & (P)

Low-negative affect / carefreeness is crucial to people's well-being (Huta, V, 2016). (P) Cognitive resources are scarce, limited, quickly and easily depleted (Pohl, R. F., et al., 2013), and over-time humans experience decision fatigue as their cognitive abilities are exhausted. This leads to deteriorating quality of decisions and preference for not making any decisions (Buffer.com, 2018). (P)

Today, 80% of streaming sites watched content is based on its recommendations (Mobilesyrup.com, 2017). (D)

Humans have rarely 100% of the information needed for a good decision, no matter how much one spends or how long one waits. And waiting too long results in a different problem, creating a terri- ble dilemma for the hesitant decision maker (Greenleaf, R. K., 2008). (P) Although genre categories provide a useful first start at identifying entertainment that may be meaningful to many people, they are obviously obtuse, failing to fully capture the nuanced differences among entertainment offerings that may share the same genre label. Research highlights the importance of more fine-grained descriptors of content, as viewers reported greater interest in viewing the film when they expected a movie to be meaningful (Bartsch, A., & Oliver, M. B., 2016). (D)

Movie trailer influences movies decision the most: 3x more than any other source, namely 39% by Movie Trailer, 11% by Information about the cast, 8% by friends opinion (ConsumerLab, E, 2017), (S)

People are visually-oriented, and, 90% of the information transmit- ted to our brain is visual. Therefore, visual information is 43% more persuasive and is processed 60,000 times by faster our brains than text (Vogel, D. R., Dickson, G. W., & Lehman, J. A., 1986). (P)

Visuals are commonly very colorful as color increases readers' attention spans and recall by 82% and gains readership by 80% (Xerox, 2017). (S)

In fact, 34 percent of people already believes critical thinking will disappear due to the overuse of virtual assistants. In addition, 51% of millennials agrees that technology does too much of their thinking. And 31% of consumers expects that we will have to go to "mind gyms" to practice thinking (Ford, 2018). (S)

Mental vitality is crucial to people's well-being (Huta, V, 2016) (P)

People really don't want Artificial Intelligence to make decisions without consulting (QZ, 2017) (D)

Autonomy is crucial for people's well-being (Huta, V., 2016) (P)

Get me information", "Save me time", "Save me money", "Help me be healthier/fit" and "teach me" are most popular tasks that people demand from artificial intelligence to take over (QZ, 2017) (D).

People seem to deeply lack confidence in AI predictions. Research shows that people don't like relying on AI and prefer to trust human experts, even if these experts are wrong. AI's decision-making process is usually too difficult for most people to understand. And interacting with something we don't understand can cause anxiety and make us feel like we're losing control. Research suggests involving people more in the AI decision-making process could also improve trust and allow the AI to learn from human experience (The Conversation, 2018) (D)

REFOCUSSING ATTENTION

The attention economy incentivizes the design of technologies that grab our attention. In so doing, it privileges our impulses over our intentions (The guardian, 2017). (T)

People act on impulse by opting for a immediate but smaller reward, rather than the delayed larger reward . When tracking children into their teenage years, the children who exhibited more self-control and waited for the larger reward ended up with academic success and were able to better control their feelings and emotions. (Daily- telegraph.com, 2017) (S)

Our brain uses two mental processes called System 1 and System 2. System 1 is the fast, automatic, emotional ("hot"), nonconscious process that drives intuitive("gut") Impulsive decisions, and counts for 90% of our decision making. System 2 is the slow, reflective, rational, conscious process that enables deliberative decisions. (Kahneman, D, 2011). (P)

Humans ted to do what is easiest, often to the neglect of what is best. Reason is the law of the least resistance, a human brain is programmed to take the easy route almost all of the time until you consciously think and act otherwise. And not only does the cost to act influence people's behavior, it even changes what people think they see (Hagura, N., et al. ,2017). (P)

The Vortex is a user-behavior pattern that begins with a single intentional interaction

followed by a series of unplanned interactions. This unplanned chain of interactions creates a sense of being "pulled" deeper into the digital space, making the user feel out of control (Nielsen Norman Group (2018) (D)

We are spending more and more time on our screens (as opposed to the real world) because our screen time has no "stop cue" attached to it as it did in the past. Our natural stop cues have been eliminated, which forces us to rely on our own motivation and will-power which is exhausting (Alter, A, 2017). (D)

Multitasking continues to grow: between July 2016 and July 2017, the daily number of consumers who engage with more than four apps per mobile device session has increased by 10 percent, from 121 million to 143 million adults in the U.S., and this behavior will only continue to increase (Vertoanalytics.com, 2018). (D)

Research found that people who multitask with media (Wang, Irwin, Cooper, & Srivastava, 2015) may represent a challenge for media recovery. Multitaskers may even be incurring greater stress via their media use (Reinecke et al., 2016). (P)

Research suggests that media multitasking is negatively related to executive function in everyday life (Baumgartner, S. E., et al., 2014). . (S)

76% of adults globally believe their actions can have influence positive change and 56% of adults globally rather pays double for a product than buying it from a brand that is harmful to the society (Ford, 2018). (S)

As cultures become more polarized, people are being jolted out of complacency and galvanized into action. Newly engaged, people are no longer taking their rights for granted. Instead, they are voicing and demonstrating their opinions—from large protest gatherings to small, yet potent, symbolic gestures. Conventional wisdom and expectations are being toppled as individuals debate the change we need (Ford, 2018) . (T)

The growing awareness about the need for a more holistic approach to personal well-being is at the heart of Mindful Impact. It is a trend that has opened up exciting opportunities for sectors as varied as tech, insurance, and healthcare to align with consumers seeking brands

and services that are socially responsible. (Google, 2018) (D).

Tech brands are increasingly trying to blend in, carving out space in our homes and on our bodies to integrate into everyday life. Now they are shifting the dialogue away from the idea of giving up part of ourselves to a machine—data, images and even bodily fluids— and towards services that are made to smoothly and reassuringly reconcile themselves to the user. Information is presented in playful, non-threatening ways, complete with carefully constructed imperfections and idiosyncrasies (J. W Intelligence, 2019). (D)

CHALLENGED SELF-REGULATION

With all episodes released on after another, writers are creating more complex storylines (Theconversation.com, 2015), since people can easily rewind. And complexity is exactly what people desire (Cinemablend.com, 2014). Research found that when customers change their back-and-mortar video rental store for a online marketplaces, they are much likely to choose niche content instead of blockbusters (Zentner, A., Smith, M., & Kaya, C., 2013). Therefore niche content drives streaming-services content strategy to best serve specific audiences rather than being all things to all people (Smith M, Telang R., 2018). This has led to a greater product variety for its subscribers (Harvard Business Review, 2018). (D)

Netflix's data advantages enables them to achieve a success rate of 80% of its Originals compared to 35% of traditional TV Shows Medium (2018), as their data collection enabled them to analyze how and what subscribers organically pay attention to determine what the set-up should be of a new Original to make it a hit (Dig- it.hbs.org, 2018). (D)

People want to watch multiple episode stacks (Bgr.com, 2016). This is immersion in multiple episodes is a new kind of escapism for people and is especially welcomed in the world of today and results in the state of flow (Csikszentmihalyi, M., 1997). Plus, people's view- ing habits have changed in which they don't want to watch multiple Series at once, but instead want to finish one show at the time (Bgr.com, 2016) (D)

Most subscription for a streaming-service are bought through their PC (40%), and mobile phone (30%). But after a while, viewing patterns start to change. Six months into a subscription, most users moved from their smaller screens to their TV (70%). A potential reason for this can be the enhanced experience when watching a video on a bigger screen. (Businessofapps.com, 2018) (D)

After finishing the "hooked"-episode, 70% of viewers are taken from casually watching a series to being committed to finish the season. In addition, members are not only getting hooked to similar episodes, but also identify with similar storylines creating some kind of 'fandom'. This viewing behavior is universal for all of its world- wide subscribers. (Media. Netflix.com, 2016) (D)

Self-regulation is crucial to people's well being (Huta, V, 2016) (P)

Today, over 80% of the people between 14-31 are binge-watching at an average rate of a five-episode binge at least once a week (Deloitte Development LLC, 2015). The group that binge-watches the most is are the millennials (Viaccess-orca.com, 2018). Even though binge-watching is considered as an harmful addiction (Ad- dictions.com, 2017), research by Netflix indicates that 73% viewed binge watching as positive (Cinemablend.com, 2014) and this number is rising, meaning regret is actually decreasing (Psychology- today.com, 2016a) (S).

Positive motivation are people's hedonistic drive (Pittman, M., & Sheehan, K., 2015), which is, as stated before, is the drive for positive feelings and pleasure, the fact that it acts as the modern 'restorative' experiences, like walking in the park, which help them to escape the technology-stimuli-overload world of today and exercise intense focus to recharge (Soojung-Kim Pang, A., 2014) (Pittman, M., & Sheehan, K., 2015).. Plus it enables people to be up to date and participate in conversations about films and Series (Horvath, J. C., et al., 2017) (D).

Also, 30% people admit to experiencing mental health issues including depression, anxiety and loneliness after finishing a TV series (Patient.info, 2018) (D).

30% of people have skipped 2.5 or more hours of sleep due to binge-watching TV. (Patient. info, 2018). Sleep is crucial for people's well-being as getting enough quality sleep at the right times can help protect their mental health, physical health, quality of life, and safety (Nhibi.gov, N.d.). (S) (P).

Bingeing isn't a social activity: Most binge viewers (or 56%) prefer to do it on their own, alone, with 98% doing so at home. The rest is done while on vacation (16%) or traveling on an airplane (13%). (S)

People regret wasting their favorite shows by watching it all at once. (Horvath, J. C., Horton, A. J., Lodge, J. M., & Hattie, J. A., 2017). (S)

71% of the binge-watchers state that their intention was different than how they acted. They describe binge-watching as accidentally as their motivation was to just watch an episode or two (variety, 2013). (S)

Prompting anticipated regret has proven to be a simple yet effective intervention technique in other settings (O'Carroll et al., 2011) and given its predictive role, may provide opportunities for limiting bouts of binge watching (Walton-Pattison, E., et al., 2018). (P)

HUMAN EXPERIENCE SHARING

People seem to deeply lack confidence in AI predictions. Research shows that people don't like relying on AI and prefer to trust human experts, even if these experts are wrong. AI's decision-making process is usually too difficult for most people to understand. And interacting with something we don't understand can cause anxiety and make us feel like we're losing control. Research suggests involving people more in the AI decision-making process could also improve trust and allow the AI to learn from human experience (The Conversation, 2018) (D)

By 2020, 100 percent of what is consumed will be by recommendation. Whether it's from friends, experts or influencers, our lives will be rich with relevant sources to help us find what we love (PSFK, 2017). (D)

Nearly 95% of people read online reviews before making a purchase, and even 72% of people don't take action until they have read reviews. 82% of people consider user-generated reviews to be extremely valuable. Reviews make 71% of people more comfortable purchasing a product. G2crowd.com, 2018). (S)

People have an instinctive need to disclose to others when they experience emotionally charged events. Indeed, the more intense the emotional experience or the greater the emotional disruption, the more likely it is to be socially shared (Rime, Mesquita, Philippot, & Boca, 1991; Rime et al., 1994) and shared repeatedly over an extended period of time (Rime, 1995; Harber & Cohen, 2005) (Nabi & Prestin, 2017) (P).

74% of adults wishes they did more to help people in need (Ford, 2018). (S)

People have the need to verbalize their experiences to help make sense of them, to help validate the self or confirm that they are still their selves despite this event, and to allow groups to develop collective social knowledge of emotional experiences. In other words, social sharing of emotions has an adaptive function for individuals as well as their social groups (Rime, 2007) (P).

Contribution/practicing acts of kindness is crucial to human's well- being (Huta, V., 2016) (P)

Feelings of elevation elicited during entertainment consumption gave rise to motivations to embody moral virtues, such as being a better person and helping others (Oliver, Hartmann, and Woolley, 2012). (P)

Feelings of empathy elicited by moving stories have been found to result in positive effects on attitudes and behavioral intentions toward stigmatized social groups such as immigrants, prisoners, elderly persons, or persons with mental or physical disabilities (Bartsch, Nitsch, Scherr, & Oliver, in press; Oliver, Dillard, et al., 2012; Oliver, Hoewe, Kim, Cooke, & Shade, 2013). (P)

Moreover, empathic feelings were associated with heightened interest and information-seeking about the target group (Bartsch et al., in press; Oliver, Dillard, et al., 2012; Oliver et al., 2013). (P)

Emotion-driven social sharing can improve well-being. First, sharing emotional stories can reactivate the emotion in the sender and the receiver (Rime, 2007). Second, to the extent

media messages evoke strong negative emotions, the opportunity to share those messages and discuss them with others may help with recovery from aversive affective states, thus removing a barrier to emotional well-being (Brans, van Mechelen, Rime, & Verduyn, 2013; Nils & Rime, 2012). Third, sharing emotional stories boosts group cohesion (Rime, 2007), and emotional synchrony contributes to stronger social integration and social support (Paez, Rime, Basabe, Wlodarczyk, & Zumeta, 2015; Rime, 2007) (P).

THREATS OF ONLINE MEDIA

Research found that when customers change their back-and-mortar video rental store for an online marketplaces, they are much likely to choose niche content instead of blockbusters (Zentner, A., Smith, M., & Kaya, C., 2013). Therefore niche content drives streaming-ser- vices content strategy to best serve specific audiences rather than being all things to all people (Smith M, Telang R., 2018). This has led to a greater product variety for its subscribers (Harvard Business Review, 2018). (D)

While social media may offer a positive experience for millions of people around the world, they have also become a global honeypot of spam, fake news, conspiracies, health misinformation, harass- ment, hacking, trolling, scams, and other threats to users. Buzz-feed (2018). (T)

Cyberbalkanization: One of the key advantages of the Internet is that it has allowed all kinds of people to publicize their views and reach out to others with similar interests. As a result, however, it also has the same power to bring together those with outlying - and often discriminatory - viewpoints. (Techopedia.com, N.d.). (D)

75% of adults globally agree that people are increasingly intolerant of opposing views (Ford, 2018). (S)

Relatedness is crucial to people's well-being (Huta, V., 2016). (P)

People have a fundamental need to belong to social groups (Maslow, 1968), and at the same time, have a fundamental need to to defend their individual identities (Vignoles, Chryssochou,and Breakwell, 2000) (P) .

Nowadays, youths create their offline and online identity, as an undistinguishable and complex Self. Adolescents, indeed, construct their online identity as an integration of their physical and virtual persona. This integration might be difficult to represent and communicate to others. The Internet is widely spread among adolescents, and it can favor the development of risky online behaviors, which in turn can involve the occurrence of youth's negative consequences, such as emotional problems, or difficulties in social behaviors (Pisano, L, 2017) (D).

41% of millennials says that social media makes them doubt them- selves." (Ford, 2018). (S)

Avoiding social comparison is crucial to people's well-being (Huta, V., 2016). (P)

Communicating online can be convenient, but we lose the inflections, tone, and facial expressions that are so key in our bonding with and understanding others. Having a smartphone in our line of sight causes us to pay less attention to the people we're with and keep our conversations more superficial (Alter, A., 2017). (D)

Anxiety and depression are at unprecedented levels—the World Health Organization describes it as an epidemic. Among the explanations for this distressing shift is the theory that digital connected- ness is prompting us to be less connected to each other (Ford, 2018). (D)

Social connections are crucial to people's well-being (Huta, V., 2016). (P)

The next billion consumers are coming online. Thanks to falling smartphone prices, they're coming from emerging economies, dislodging the axis of innovation away from America and Europe to places such as Israel, India and China. (J. W Intelligence, 2019). (D)

Over the last year, there has been a marked increase in the number of politically-motivated fake news stories being distributed online, taking advantage of the shareability of social media platforms such as Facebook and Twitter to spread virally. As a result of this, public trust in the content they read through both social and traditional media outlets is eroding - a trend with significant negative consequences for democratic integrity (Virtual College,

2018) (T).

Nearly three-quarters (74%) of respondents agreed that the integrity of social media sites, such as Facebook and Twitter, has diminished (Tapatalk, 2018) (S).

An Origin study released in March 2018 revealed that 34% of generation Z were quitting social media permanently, with 35% saying there's too much negativity and 29% stating that it "tears apart their self-esteem." (J. W Intelligence, 2019). (D)

Social media platforms are shifting away from the public nature of posting to the main news feed, to facilitating conversations within more enclosed spaces. People's aren't necessarily turning to social media less (63% of respondents said that they go online to ask questions daily), but they are becoming less reliant on their main, default feeds (Tapatalk, 2018) (T).

D. RESEARCH STORYTELLING

SET-UP

'Narrative transportation is a mixture of attention, imagery, and feelings that people experience when they watch a movie or read a narrative. According to narrative transportation theory, transported consumers immerse themselves in what they watch or read and have vivid images in their mind, see themselves in the scene of the action, experience emotions, and forget the world around them.' (Hende & Schoormans, 2012)

I will focus on desirability.
Is the concept meaningful to its users?
How do users experience the intended interaction?
Do the product qualities evoke the intended interaction? Do users see the concept as beneficial?
Are there shortcomings that have not been identified yet?

Building blocks for a narrative
4 building blocks: storyline, main character, language, image(s).
Follow the guidelines; it should ensure an evaluation of the idea, not an evaluation of the story itself.

1. Building block: Storyline
Simple, plain & descriptive
Clear cause and effect
Avoid switching settings
Include factors to convey future world
Focus on the benefits but also include an unexpected twist

2. Building block: Main Character
Credible
Easy to empathise and identify with

3. Building block: Language
Simple: avoid adjectives
Neutral: do not include emotional reactions to the concept.

4. Building block: Image's
Clarifying the interaction
Consistent in style
Avoid emotional expression
Not steering evaluation in another sense

Questions
What is your first reaction after reading this story?
What did you like?
What did you dislike?
What benefits or meaning do you recognize?
Do what degree do you feel that the idea is personally relevant to you?
Ask for recommendations, what do you miss?

Participants:
7 Dutch IDE Students

REFLECTION ON THE STORYTELLING RESEARCH METHOD

Preparation

Found some difficult to write the stories and had to rewrite the story a couple of times because

The stories were to specific/emotional

People didn't understand the added value compared to the current solution.

Writing gave me new insights which had to be added in other stories.

Pushed me to think about the meaning/values of my idea's

Helped me ideate further on the idea's by imagining the story, filling in the gaps and making corresponding visuals.

After doing it for a while, found some tricks for myself that helped me write the story quicker and better.

First write bullet points with the proposed value

Think of a fitting narrative and character

Think of how this character can symbolize the value.

Doing

Experienced many advantages of research through a narrative, than by sharing it vocally.

People indicated that the story really helped them to teleport in that specific world and imagine how the interaction would be with the product .

Especially the visual wireframes helped them to get a grip on how it could look like. And by keeping the style real basic, people were only reacting on the idea rather than the design.

People were more willing to provide negative feedback as the idea's were less my personal stories, but more just a story on paper. This was also a result of sharing potential negative effects within the story.

Every person received the same narrative, which prevented any deviant results.

And it helped me to ask really open questions, without pushing/hinting them to provide any answers.

Evaluating

The open questions helped to obtain people's first reactions. Interesting to see that there is a lot of overlapping feedback, without specifically asking for it. Thus the insight are interesting.

The narratives helped to start people's imagination which resulted in many interesting recommendations for further ideation.

People were really enthusiastic about reading the narratives and providing feedback based on these stories.

Limitation of the method

Only interviewed 7 Dutch Millennials, does not represent the complete user group of Streaming-services. Narratives are written in English , not 100% sure if they correctly understand the idea

Didn't check the narratives by professionals to see if it is indeed sufficient according to the Storytelling curve.

Wireframes can have a influence on presenting the idea.

Story Idea 1 - Playlist/goals DEF

Josh is a man who is 30 years and lives in Rotterdam. He is a bar manager in a cafe. He spends his leisure time well-balancing activities like social drinks with friends, with relaxing at home playing games and watching movies.

It is Tuesday May 3rd 2019. The clock hits 9 pm and at that moment John arrives at home after having worked in his bar in Rotterdam. His shift was longer than normal, with 11 hours in total. Therefore, tonight, he wants to relax by watching something on the tv. This weekend he finished the last season of Breaking Bad, so he has to find something new to watch.

After getting a drink, he drops on the couch and opens up his streaming-platform called Stream. The streaming-service automatically opens his personal home screen. Most streaming-services would instantaneously present a broad variety of recommendations based on Josh's past viewing behaviour over which Josh doesn't have any control. Josh time spend in the past however, does not necessarily represents his interest and needs at this moment. With stream, Josh does have the control over what specific recommendations he receives by applying filters based on his current interests and goals. He applies these filters on custom made playlists that each has its own unique purpose. Currently, Josh's home screen contains the following personal playlists:
"Educate me about music, cultures and technology."
"Relaxing Series before going to bed"
"Inspire me when traveling to work."
"Excite me through engaging thrillers and mysteries."

Each of the playlist consist of 7 filtered recommendations received through the algorithm of Stream, and max 7 Films/Series personally added by Josh himself. These could come through recommendations of friends/the internet or discovered by Josh himself over time.

Since Josh himself created the playlists, his personal home screen contains only relevant content, structured with a clear goal. And since the content per playlists is limited to max 14 options, it's easier for Josh to make a decision.

In addition, since Josh has to decide which playlist to explore, he is stimulate to consciously decide the goal of his visit and consider which playlist fits best. This empowers Josh to conscious participate in media-entertainment.

In some situations, his specific playlists do not completely match with the goal of his visit.
In that case, Josh still has the freedom to explore the whole library of Stream through the discovery page.
Or he can decide to adapt his goal to one of the available playlists, to quickly find something likable matching with other personal goals. This ensuring him that the time spend on those titles are indeed well-spend.

As Josh was looking for a fully engaging media experience, he chooses the playlist "Challenging Thrillers and horrors." and starts the film "Shutter island".
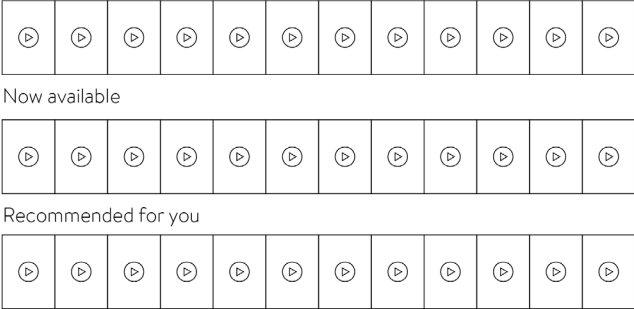The movie finishes 1 hour and 53 minutes later, making it almost 11 Pm. Josh closes Stream and walks up to his bedroom to get some sleep. Tomorrow is going to be a busy day.

Most streaming-services

Trending

Now available

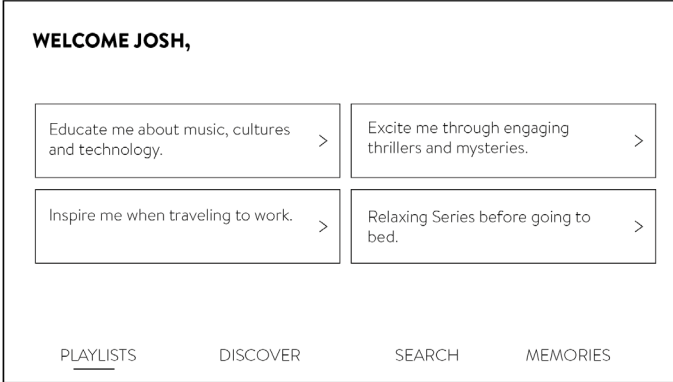Recommended for you

Stream

WELCOME JOSH,

Educate me about music, cultures and technology.	›
Excite me through engaging thrillers and mysteries.	›
Inspire me when traveling to work.	›
Relaxing Series before going to bed.	›

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

Excite me through engaging thrillers and mysteries.

Stream Recommendations

Personal list

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

Excite me through engaging thrillers and mysteries.

Personal list

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

Story idea 2 - Discovery mode - DEF

A couple of days later, Josh, again, comes home from work. Today, it was quiet at his work with only 5 guests in total. The day wasn't so challenging as normal and the time passed by slowly. Now that Josh arrived home, he is looking for an inspirational activity. As it is raining heavily, he decides to stay inside and watch something on Stream.

He drops on the couch and opens up his personalized home screen. After going through his playlists, he figures that these do not match with his current mood. Therefore he decides to visit the discovery page to specifically search for something that fits his mood. Stream facilitates this by applying filters to the complete library of Stream, which consist of two steps.

Step one is sharing personal needs/goals for the prefered media-experience with Stream. To do so, Josh is asked to decide which of five statements are applicable to his needs, which are neutral and which are not applicable. The statements are as follows:

I want to feel entertained

I want to feel inspired..

I want to feel educated.

I want to feel empathetic.

I want to feel contemplative/reflective (Beschouwend).

Josh decides he has a need for something Entertained and Inspired, the others are less important.

The second step is to share personal interest in topics connected to the prioritizes needs. Josh chooses the following topics connected to "Entertained" and "Inspired".

I want to feel entertained through

Humor, Excitement, and/or Challenges.

I want to feel inspired..

Interest in Food, Culture, Sports and/or Travel

After applying these filters, Josh receives a list of recommendations that matches with both his past interest based on his viewing history and current interest based on the applied filters. Three top recommendations are as follows:

Series: Dark Tourist. "From a nuclear lake to a haunted forest, journalist David Farrier visits unusual -- and often macabre -- tourism spots around the world."

Episode 02 of Series: Street Food: Osaka Japan, . "Hear the inspirational story of street food chef Jay Fai, who puts a spin on tom yum soup and boasts a Michelin star for her crab omelets."

Movie: The search for freedom: "A philosophical view of the sizzling experiences of the moment during surfing, skiing and other action sports explains a cultural phenomenon."

By applying filters, Josh was required to invest more effort and time to receive recommendations than he would normally need with other platforms.

However, this investment motivated Josh to first, consciously decide what kind of media experience he was looking for and enabled him to receive better matching and more specific recommendations, like individual episodes of Series.

And if Josh is not interested in applying the filters, Stream still offers the option to instantaneously receive recommendations based on Josh personal profile. These, however, will be less matching with his mood.

Josh decides to watch Episode 02 of Series: Street Food: Osaka Japan. He grabs some popcorn and beer and starts the episode.

WELCOME JOSH,

Instant Recommendations >

Recommendations based on my mood >

Recommendations through influential people >

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

< **Your current need:**

	Unimportant	Neutral	Important

I want to feel entertained

I want to feel inspired

NEXT STEP >

I want to feel educated

I want to feel emphatic

I want to feel reflective

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

< **Your current interests:**

I want to feel entertained through...

Humor   Overwelming   Relaxation

Excitement   Awkwardness   Challenges

RECOMMENDATIONS >

I want to feel inspired in...

Food   Culture   Fashion

Sports   Travel   Nature

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

< **Your current recommendations.**

Series | ▶ | **Dark Tourist**
" "From a nuclear lake to a haunted forest, journalist David Farrier visits unusual — and often macabre — tourism spots around the world." >

Movie | ▶ | **The search for freedom:**
"A philosophical view of the sizzling experiences of the moment during surfing, skiing and other action sports explains a cultural phenomenon." >

Episode | STREET FOOD | **Street Food**
Episode 02: Osaka Japan
"Hear the inspirational story of street food chef Jay Fai, who puts a spin on tom yum soup and boasts a Michelin star for her crab omelets."

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

Josh wakes up on Sunday morning. Normally he has to work in the weekends, but for the first time in while, he is free today. Therefore he's going to meet his friend Mike in the afternoon to hang out with. Their plan is to go to an exhibition of Tesla, presenting all the different projects that Elon Musk is working on. But before doing so, he has some time to relax and watch something on Stream.

He opens up his home screen with his four personal playlists. It motivates him to consider his mood, which today is not so specific. He decides that it would be nice to watch something that contributes to his afternoon activity, making it a worthwhile relaxing experience. With Stream this leaves Josh with two potential options.

The first is picking a movie from the collaborative playlist that Josh created with Mike and his other four best friends called "Must See Movies!". Collaborative playlist are a unique feature of Stream which works as follows. Stream-user are able to set-up a collaborative playlist, for which they can invite their friends/family members. Every participant is allowed to add one movie to this list that he thinks matches well to the needs/interest of the other participants, based on his own experience. This creates a comprehensive list of relevant recommendations based on your friend's/family's experience of the film, and knowledge of your interests/needs. It also indicates who did and didn't yet watch the movie, and what everyone thought about the movie. This collaborative playlist feature enables Josh in finding fitting content based on his friends experiences. In addition, it makes Josh aware of who watched the same movies knowing who to share the experience with when desired. Josh therefore considers to watch a movie from the collaborative playlist that Mike already has seen, so that they are able to share their experiences with a beer.

The second option is to pick a movie out of Elon Musk's top 10 movie list. Stream provides this opportunity through their "Influential people's top 10" page. Over-time, Stream has interviewed a large number of influential people, like musicians, directors, actors, politicians and scientists that have shared their top 10 movies that were most meaningful to their lives. For each movie, the influential person is required to provide a short summary explaining why that specific movie is in their top ten. This enables Stream-users to find meaningful experiences through the people that are most inspiring to them.

Compared to regular streaming platforms, Stream introduces the possibility to watch content that was meaningful to related people and thus most likely meaningful to you.
In addition, both options allow stream-users to find worthwhile experiences that are not yet linked to their personal profile, introducing them to new topics and inspiring them with new movie material.

However, this does introduce social aspects to a streaming-service, which some people may not prefer. Due to the overload of social services, people may desire less social obligations services.

But since these list are optional, users are not required to use the social features and can maintain a private profile when desired. They can then still find recommendations through the algorithm of stream.

Josh decides to Interstellar and starts the movie. Later he meets with Tim. They visit the exhibition and alter visit a cafe. They grab a beer share their experiences of both the movie and the exhibition.

WELCOME JOSH,

Personal Playlists.

Educate me about music, cultures and technology. >

Excite me through engaging thrillers and mysteries. >

Inspire me when traveling to work. >

Relaxing Series before going to bed. >

Collaborative Playlists

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

WELCOME JOSH,

Instant Recommendations >

Recommendations based on my mood >

Recommendations through influential people >

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

WELCOME JOSH,

Inspire me when traveling to work. >

Relaxing Series before going to bed. >

Collaborative Playlists

Must see movies!
Mike   Tim   Jake   Simon   Josh   >

Classics with the family.
Mom   Dad   Rick   Josh   >

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

< **Recommendations through influential people.**   Search

Elon Musk
Technology, Future, Innovation, Space.

Barack Obama
Politiks, Comedy, Nature, Culture.

Steven Spielberg
Science-fiction, Special effects, War.

Kendrick Lamar
Music, Art, America, Culture.

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

< **Must see movies!**

Movie ▶ **2001: A Space Odyssey (1968)**
After discovering a mysterious artifact buried beneath the lunar surface, mankind sets off on a quest to find its origins with help from intelligent supercomputer HAL 9000. "2001" is a story of evolution.
Mike   Tim   Jake   Simon   Josh   >

Movie ▶ **The Arrival (2016)**
A linguist works with the military to communicate with alien lifeforms after twelve mysterious spacecraft appear around the world.
Mike   Tim   Jake   Simon   Josh   >

Movie ▶ **Interstellar (2014)**
Earth's future has been riddled by disasters, famines, and droughts. There is only one way to ensure mankind's survival: Interstellar travel. A newly discovered wormhole in the far reaches of our solar system allows a team of astronauts to go where no man has gone before, a planet that may have the right environment to sustain human life.
Mike   Tim   Jake   Simon   Josh   >

Movie ▶ **Martian (2015)**
An astronaut becomes stranded on Mars after his team assume him dead, and must rely on his ingenuity to find a way to signal to Earth that he is alive.
Mike   Tim   Jake   Simon   Josh   >

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

Story Idea 4 - DEF.

It is a Friday evening and Josh hangs out with his friend Tim at home. Once per couple of weeks, he and Tim find a free spot in their busy schedules to meet. Their tradition is to watch a good movie together with some special beers and pizza. Josh opens up Stream and explores his playlists. He decides that his playlist did match with the preferences of Tim, because Tim has quite a specific taste in movies. In order to find a matching movie, Josh decides to visit the Memories page to browse through all the movie experiences that they have watched together and find a movie similar to this collection.

To do so, Josh opens up his Personal Archive page, in which he collected all of his meaningful movie experiences since he is using Stream. This page consist of a combination of individual movies experiences and playlists with a collection of movie experiences. Some of Josh's playlists:
"Best movies that made me laugh."
"My favorite movies that taught me something about the 80's/90's.
"Movies that inspired me to visit South-America"
"Tim and Josh's favorite movie's"
Within the playlists, Josh added relevant information for each movie. This includes: The reason why it is in the list, who was with him during the experience, when/ where the experience took place, his personal rating for the experience etc.

Josh's archive of meaningful experience ensures him that he can always access and memorize his best movie experiences. It enables him to explore his best films to decide which past movie experiences matches best with his current mood. He then can decide to re-enjoy that movie experience, or to find similar recommendations based on these past experiences. In addition, he is able to share these experiences with others to help them find worthwhile experiences.

It does cost some effort to built up such an archive and requires Josh to remember to add it to his archive when he experiences something meaningful.

However, users are free to decide that they are not interested in building such an archive. And for the people who are interested, Stream facilitates users in building up an archive through helpful features.

Josh open's up his archived playlist "Tim and Josh's favorite movie's". Together with Tim he decides that their experience of "Pulp Fiction" two years ago was matches well to their current mood. As Stream provides recommendations similar to this movie experience, Tim and Josh find the movie: "The Departed". They order pizza, open up two Leffe Blond's and start the movie

WELCOME JOSH,

Educate me about music, cultures and technology. >	Excite me through engaging thrillers and mysteries. >
Inspire me when traveling to work. >	Relaxing Series before going to bed. >

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

Relaxing Series before going to bed.

Time filter: Min **00:10**   Max **02:00**

Cliffhangers intensity: (Low)

Stream Recommendations

▷	▷	CHEF'S TABLE	▷	▷	▷

Personal list

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

Relaxing Series before going to bed.

Time filter: Min **00:10**   Max **02:00**

Avoid cliffhangers: ◉

Stream Recommendations

▷	▷	▷	▷	▷	▷	▷

Personal list

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

Chef's Table - France Cuisine

CHEF'S TABLE

Start: **23:38**   Finish: **00:21**

Chef's Table goes inside the lives and kitchens of six of the world's most renowned international chefs. Each episode focuses on a single chef and their unique look at their lives, talents and passion from their piece of culinary heaven.

Season 03
Episode 02

Play >   Play max till... **00:00** >   Avoid cliffhangers: ◉

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

Relaxing Series before going to bed.

Time filter: Min **00:10**   Max **00:35**

Avoid cliffhangers: ◉

Stream Recommendations

▷	▷	▷	▷	▷

Personal list

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

It is a Friday evening and Josh hangs out with his friend Tim at home. Once per couple of weeks, he and Tim find a free spot in their busy schedules to meet. Their tradition is to watch a good movie together with some special beers and pizza. Josh opens up Stream and explores his playlists. He decides that his playlist did match with the preferences of Tim, because Tim has quite a specific taste in movies. In order to find a matching movie, Josh decides to visit the Memories page to browse through all the movie experiences that they have watched together and find a movie similar to this collection.

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WELCOME JOSH,

Educate me about music, cultures and technology. >	Excite me through engaging thrillers and mysteries. >
Inspire me when traveling to work. >	Relaxing Series before going to bed. >

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

Movie Experience: Pulp Fiction

The lives of two mob hitmen, a boxer, a gangster's wife, and a pair of diner bandits intertwine in four tales of violence and redemption.

Date: 23/05/2017   **Together with:** Tim
Location: Josh's House.   **Your Rating:** 9.6/10

Reason it's on the list:
This film was a combination of Humor, action, drama and total weirdness. We loved it!

Similar Movies

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

Memories: Saved Experiences

Movie's

Playlist's Experiences

Best movies that made me laugh.	>
My favorite movies that thaught me something about the 80's/90's	>
Tim and Josh's favorite movie's. 👤 Tim	>

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

Movie Experience: Pulp Fiction

Reason it's on the list:
This film was a combination of Humor, action, drama and total weirdness. We loved it!

Similar Movies

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

Tim and Josh's favorite movie's.

👤 Tim

PLAYLISTS   DISCOVER   SEARCH   MEMORIES

INSIGHTS

Trustworthy exploration

Through current interest and need (5/7)

It was highly desired to personalize and receive recommendation based on their current interest, rather than their past viewing behavior. This resulted in more trusted feeling of receiving relevant and meaningful recommendations.

"It gives me the feeling that the experience is about me, rather than the website who is providing all the content, which gives me a better feeling when browsing for a film" (Maaike)

However, people indicated that it could be hard to decide what their current desires are, so they were asking for inspiration and guidance to determine this and find matching content.

One option was to browse through premade playlists like Spotify, being able to decide which are relevant and able to edit the content to their needs.

Another option was by going through past experiences to determine which match with their current desire in order to find similar experiences.

And the third option was by mirroring the decision process by browsing through new content to determine what experiences the user is not interested in, and end up with possibilities that the user could be interested in. (Like the game Who am I board game).

Through current available time (6/7)

People highly appreciated the feature to filter films on duration based on the available time they have to spend on media. It provides more control about receiving relevant recommendations that respect your desired time spend in media. It would help people to more often choose content that they would be able to finish, increasing their feeling of achievement.

Cool that you're able to find unfinished parts of episodes/movies that would now perfectly fit your schedule to complete it. This would give me a positive feeling of

Through collaborative lists (7/7)

Creating collaborative playlist was highly appreciated. It would make people more connected to the platform which would significantly increase the value for them to use it. This had several reasons:

Helps me to receive better recommendations since I trust their opinions

Helps me to remember and find their recommendations,

Enables me to passively receive recommendations rather than actively asking for it

Introduces me to things outside of my scope into scope of friends and family.

Makes me aware of who did and didn't see a movie so I can share my experiences

Would even stimulate me to watch films together.

I really like that this a social interaction, rather than social media. This is more intimate, rather than (unwillingly) sharing it with everyone, which is important as media can be part of your soul. (Maaike).

Media would get more depth, as the current solutions are really flat. You are stimulated to think about, what did I watch, what did my friends/influencers watch, why should I watch, who can I watch it with? There is a conscious mind behind the things you watch. (Mike)

Through inspirational people (5/7)

It was also highly appreciated supported by similar reasons as above. Most of them already did this by listening to podcasts. However, often the mentioned content was not available on their subscribed platforms. This would help them and increase their satisfaction.

By having more freedom to find unfamiliar content (6/7)

People highly appreciated more freedom to receive unfamiliar content through people, or by controlling the algorithm. This decreased the feeling of tunnel vision in searching for content. And by having more influence over the algorithm to find unfamiliar content, it also gave people a trusted feeling that the unfamiliar content

is indeed a match.
Will be more open to try unfamiliar content since I trust it will fulfill my need." (Sieb)

In addition, they even recommended possibile features to get introduced to more random content.

Through decision simplicity (5/7)
It was highly desired to limit people in available options as the current services present an overkill of options. The 2x7 recommendations were a clear and desirable amount.
I really like the idea that you solve the option overload, because I often drown into the available possibilities. Often this scares me to browse for something new, and makes me watch a familiar series for the third time. (Sieb)

Later, research indicated that the ideal number of options for a person is probably somewhere between 8 and 15, depending on the perceived reward, the difficulty of evaluating the options, and the person's individual characteristics (Sciencedaily, 2018).

However, people do experience a kind of FOMO when limiting them in options, which negatively affects the experience. Thus it is important to find a optimal balance and ensure them that they won't miss something..

Exploring meaningful experiences in a personal collection (6/7)
The personal collection was highly appreciated as it enables people to browse through trusted content as it is a collection of only their own meaningful experiences.
It enabled them to enjoy their best experiences for a second time
Or it provided them with new possibilities to browse through their best experiences to find similar recommended experiences, trusting them it would deliver the same value/meaning.
And able to share it with others to help them explore trusted potential experiences.

Mindful absorption

Browsing through content (7/7)
It was highly desired to present content through these playlist and discover page as it made them more mindful when diving into the platform:
It provided a moment to create awareness of their mood,
Awareness helped them to dive into relevant recommendations per mood/goal/interest, rather than receiving an overload of impulses and information,
It made them aware what can be achieved when spending time in that list,
It made them more conscious about the type of recommendations they receive.

"I like the fact that I am not exposed to an overkill of information that I didn't choose to receive. Instead it first asks me for my mood and provides only relevant content " (Maaike)

Determining time spend in media (5/7
People highly appreciated that they were able to indicate and see their desired stopping time. It made them conscious of their decisions' future consequences. This resulted in considering how much time they were going to spend on the platform, how they end the experience, and what the effects are on their other plans/goals which are going to take place after finishing the media.

Dat je meer in controle bent over niet alleen het moment dat je iets kiest en wat je gaat zien, maar ook hoe je het eindigt. Wel interessant eigenlijk. En dat je daar bewust van bent. Hoe Laat moet ik op, hoelaat moet ik slapen. Daar meer over nadenkt. 16:40 (Mike)

Dat stream je bewust maakt van je kijkgedrag en slaapgedrag. Iedereen is wel gevoelig voor binge-watching. Als een streaming service hier rekening mee houdt, kan je dit erg waarderen. Als je meer en meer wilt kijken, denken zij nu aan jou welzijn. 32;45. (Joris)

Being mindful of the effect time spend in media. (6/7)
The platform increased people's mindfulness to reflect on the experience, which

was highly desired.

By making people more aware of their mood and present relevant content fitting that mood, people were stimulated to more consciously reflect if it indeed fulfill their mood.

By receiving recommendations through other people, they were more interested in knowing why they thought it was a meaningful movie, and stimulated them to decide afterwards if they to found it meaningful.

By adding movies to their personal collection stimulated them to more consciously reflect on the experience to decide whether the experience was meaningful and would fit in their personal collection.

With this platform, you are able to reach deeper insights. "I liked this, but why did I like this?" You dive deeper into your needs and interests and are therefore real conscious in what you're consuming. (Maaike)

However, people mentioned that it is important that reflecting delivers additional value than just deciding if the experience was meaningful or not. Almost all of them recommended to improve the recommendation system based on their input, to help themselves receive better recommendations in the future. Thus it is important to deliver this to stimulate this reflection.

Guiding subordination

Freedom over which features to use 7/7
All features are voluntary and work without the need of others. As there were many differences between how people desired to use the platform, this is really important to ensure the right autonomy and competence.
I really like the fact that all the features are without-obligation. Stream doesn't lean on a specific feature, but instead has multiple features which are free to use when desired.
This way you don't exclude people. (Mike)

Increased control about your recommendations 6/7

People highly appreciated the increased control over their recommendations, by being able to indicate which needs/interest are relevant and which are not. This would significantly increase their media satisfaction.
They are guided into eventually making a decision
Speeds up the process, rather than endless scrolling.
Results in the feeling that they are better understood.
Provides more nuances in finding content, even able to find separate fitting episodes from a Serie

However, participants mentioned that the fulfilment of needs is something very personal and extremely difficult to predict. Thus providing recommendations based on their needs can be tough. And in addition, a participant mentioned that it could, instead, decrease their media satisfaction as people may be disappointed when their clear indicated need is not being fulfilled.

Plus participants mentioned that their interest do not fluctuate so much, so that these count for most of the time spend on the platform. Rather than indicating this every time, set this up once with the possibility to tweak it when necessary. This decreases the effort.

Increased control about your media environment (6/7)
You are still able to receive recommendations from Stream, but it is not the main focus point. I am in charge about my presented content". (Regine (Mi))

Increased control and guidance in quitting media (5/7)
People were really enthusiastic about the features that would guide them quit media at their prefered time, as they experienced the opposite with the current platforms. It provides trust that when the appropriate time comes, the platforms helps them to leave the enjoyable experience. This would increase the engagement during the experience.

Participants did mention that it is important that they don't like losing all control and that they will keep control in case they want to spend longer in meda. So there

should be a good balance between 'forcing' them and facilitating them.

Help to keep your most meaningful experiences (5/7)
People highly appreciated the additional guidance to save and foster the most meaningful experiences. This gave them an ensuring feeling that their memories will be saved. It even stimulated them to appreciate their experiences more.

Je vergeet vaak dat een film hebt gekeken, en daarom voelt het achteraf dat je tijd hebt verdaan. Maar eigenlijk was het vet leuk om met iemand op de bank te hangen. Maar als ik het zo op zou slaan dan zie ik het meer als een hele leuke ervaring en kijk je er zo op terug. 42:05 (Ellis)

However, people mentioned that It can cost quite some effort to built up such a collection, and therefore were asking for more assistance to do so to lower the barrier. Like automatically requesting to add it to the collection or even automatically adding it including additional information.

Plus, people were not sure if they would be immediately able to decide if this would be a meaningful experience, and would desire the ability to add this later to their personal collection.

NEGATIVE

Most of the feature require effort from the user, which was not always appreciated as people were unsure if it was indeed worth the investment. The platform should find the right balance between asking for input (subordination) and helping him to fulfil his need (Guidance).
There is a strong need for decision simplicity, while also experience enough freedom
Some people mentioned if all the options were implemented, it would deliver too many channels to explore movies, increasing their decision paralysis.

E. VALIDATION TEST

QUESTIONAIRE

Question 1
Novelty: This step is new when comparing it with other platforms.

(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
☐	☐	☐	☐	☐

Question 2
Clarity: This step is easy to use.

(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
☐	☐	☐	☐	☐

Question 3
Aesthetics: This step looks aesthetically pleasing

(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
☐	☐	☐	☐	☐

Question 4
Value: This step is valuable to the whole media-entertainment experience.

(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
☐	☐	☐	☐	☐

Question 5
Desirability: I would like to use this step.

(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
☐	☐	☐	☐	☐

Question 6
Impact: Compared to other streaming-services, this step positively contributes to people's well-being

(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
☐	☐	☐	☐	☐

Question 7
Recommendation: Considering this step, I would recommend this platform to someone else

(1) Strongly Disagree	(2) Disagree	(3) Neutral	(4) Agree	(5) Strongly Agree
☐	☐	☐	☐	☐

RESULTS

Step #	Description	Novelty	Clarity	Aesthetics	Value	Desireability	Impact Well-Being	Recommend	Meaningful experience
1a	Intention General	4,3	3,5	4,3	3,9	4,5	3,5	4,5	
1b	Intention Now	4,6	4,3	4,8	4,3	4,3	4,1	4,3	
2	Find	4,0	4,0	4,3	3,9	4,0	3,8	4,1	
3	Understand	4,6	4,6	4,8	4,3	3,8	3,6	3,9	
4	Engage	4,8	4,3	4,3	4,6	4,8	5,0	4,8	
5	Reflect	4,8	3,8	3,8	4,1	3,9	4,1	3,8	
6	Cherish	4,3	4,5	4,6	4,3	4,0	4,1	3,6	
	Overal								4,5
	Average	4,5	4,1	4,4	4,2	4,2	4,0	4,1	
Richard	Intention General	5	4	4	4	5	3	5	
	Intention Now	5	4	5	5	3	4	4	
	Find	5	4	5	4	5	3	4	
	Understand	5	4	5	5	5	3	4	
	Engage	5	2	4	4	4	5	4	
	Reflect	5	2	2	4	4	4	4	
	Cherish	4	4	4	4	4	4	4	
	Overal								4
Emily	Intention General	4	3	4	5	5	5	4	
	Intention Now	4	3	4	4	4	5	4	
	Find	3	4	4	3	4	4	4	
	Understand	4	4	5	4	3	3	4	
	Engage	5	5	4	5	5	5	5	
	Reflect	4	5	5	5	4	4	4	
	Cherish	4	5	5	4	4	4	3	
	Overal								4

Alix	Intention General	4	3	4	4	4	3	5
	Intention Now	5	4	5	4	5	4	4
	Find	4	4	3	4	4	4	4
	Understand	4	5	5	4	4	4	4
	Engage	5	5	4	5	5	5	5
	Reflect	5	5	4	4	4	4	4
	Cherish	4	4	5	4	4	4	4
	Overal							4
Xander	Intention General	4	4	4	2	4	3	4
	Intention Now	4	5	5	3	4	3	4
	Find	3	4	5	4	4	3	4
	Understand	5	5	4	4	4	4	3
	Engage	5	5	4	5	5	5	5
	Reflect	5	4	4	4	4	3	3
	Cherish	5	5	5	4	4	4	4
	Overal							5
Lara	Intention General	4	3	5	4	4	3	4
	Intention Now	5	5	5	5	5	4	5
	Find	5	4	4	4	3	4	4
	Understand	5	5	5	4	3	4	4
	Engage	4	4	5	4	5	5	5
	Reflect	5	3	4	4	3	5	4
	Cherish	4	5	4	5	4	4	3
	Overal							5

Julie	Intention General	4	3	4	4	5	3	5	
	Intention Now	5	4	4	5	5	4	4	
	Find	4	4	4	5	4	3	4	
	Understand	4	5	5	5	3	4	4	
	Engage	5	4	5	5	5	5	5	
	Reflect	5	4	4	4	4	4	3	
	Cherish	5	5	5	5	4	4	4	
	Overal								5
Hugo	Intention General	5	4	4	5	5	4	5	
	Intention Now	5	4	5	4	4	5	5	
	Find	4	4	4	3	4	5	5	
	Understand	5	4	5	4	4	4	3	
	Engage	4	5	4	5	4	5	5	
	Reflect	5	4	3	4	4	4	4	
	Cherish	4	4	4	4	4	4	4	
	Overal								4
Sytz	Intention General	4	4	5	3	4	4	4	
	Intention Now	4	5	5	4	4	4	4	
	Find	4	4	5	4	4	4	4	
	Understand	5	5	4	4	4	3	5	
	Engage	5	4	4	4	5	5	4	
	Reflect	4	3	4	4	4	5	4	
	Cherish	4	4	5	4	4	5	3	
	Overal								5