

# Feedback for background research from Yle

## Team KOE

Page 5/14: Interesting poll. Would be great to know who were the 9 persons who filled the questionnaire (age). Matches our insight, except the usability part. There were some similar hints of attractive complexity of UI in some other group work as well. We tend to believe that UI for children must be super easy to use. On the other hand, they are skilled in gaming and quickly learn to navigate in digital environments.

Page 6/14: Spot on!

Page 8-9/14: Good benchmarks. Inspire to think how Areena could utilize some of these features.

Page 11/14: Think of how to combine visually inspiring identity and the various content icons/ images in Areena. Discover how this is done on other services.

## Team SEE

Very good!

6/13: Effortlessness: this is an important insight. We often tend to think older tv audiences are passive and young media users are active. How is this effortlessness impacting children? Is it always serving the audience the best way? How to balance in-between the personalised feed (by algorithms) and empowering the users?

7/13: Again, good point and quote. Interesting to see if in a few years time children have patience at all for long lasting content like movies and drama series.

8/13: How do you think metaverse will change expectations for media experiences?

9/14: True that. At the same time researchers tell us how social media is causing anxiety especially for young girls. What are the ways to take the best bits of social media and avoid the threats?

10/14: Maybe three types? One is a hybrid of these two (e.g. Spotify)

11/14: Nice summary in the content part!

## **Team ANIRPA**

4-5/14: Always good to hear the user's voice:)

6/14: Well thought out list for UX design phase.

8-9/14: Focusing on marketing (rather than design drivers and brand) might be a bit out of focus.

13/14: Nice that you have listed your sources here.

## **Team YLErmi**

5-13/31: Impressive research setup. Interesting task to give platform examples to choose from. "Looks like YouTube" kind of reasoning behind the answers are always nice - would have loved to hear them more. Were the options on page 13 given? Surprising (or is it?) that well-functioning was clearly the winner.

22/31: Good insight summary.

24/31: Would have liked to hear why you think this chosen visual identity (which is nice) is relevant to media service brand. How does it match with your insight summary on page 22?

## **Team Sandbox**

Would have liked to hear the presentation of this work. The research documentation is so minimal it is hard to understand the thinking behind the keywords.

## **Team Cool Kids**

5-6/19: Very good.

8/19: Would have loved to hear your thoughts on these.

10/19: These three streaming services are different from each other, so I'm not sure if the pros/cons analysis is valid for all of them together.

11/19: Maybe the same applies here too.. (e.g. the security control for children in TikTok and YouTube is completely different).

13/19: Nice wildcard! Easy to see the connection to Yle Areena.

15/19: Good thinking. Can't wait to see where this leads you to:)

18/19: Nice visual benchmark. Would have liked to hear why you chose this.

### **Team YLELYÖNTI**

3/18: Agree with your discoveries. Would have liked to hear why TikTok is dead:)

4/18: This matches with our understanding, except the screen time for 7-12 year olds. I believe this is much higher. Was this estimation made by children themselves or the parents?

6/18: Good example of how the childrens programs and media usage have changed. Especially with the youngest age group one should be concerned, so a good finishing line on the page.

7-8 & 12/18: Good analysis.

13-14/18: Looking forward to seeing what you come up with:)

17/18: Nice job breaking down the brand experience.