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Technical Writing Course – Capstone Project
Technical Writer HQ
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Table of Contents

Product Description: What is Pangaea?

The Multicultural Streaming Service

Pangaea offers a new and unique streaming experience. While most streaming services are region-specific and focus on local and domestic interests, Pangaea presents shows and movies from a variety of different countries and cultures.

Our Mission

Aside from providing an exceptional streaming experience, we also wish to unify the world through entertainment and media.

Shows and movies from other parts of the world can offer us insight into different cultures and, to a degree, may even help broaden our worldview. Additionally, our content from 100+ countries allows people to discover new series and films that they may have otherwise not been exposed to.

Pangaea is unbeaten when it comes to its wide array of shows and movies. Chances are we have a vast number of releases from your country no matter where you live. We offer exclusive shows and movies from all seven continents.

Innovative Interface

Pangaea's comprehensive yet innovative home screen ensures you have no trouble finding what you're looking for. You can use our search function to filter based on region, genre, and even original time of release.
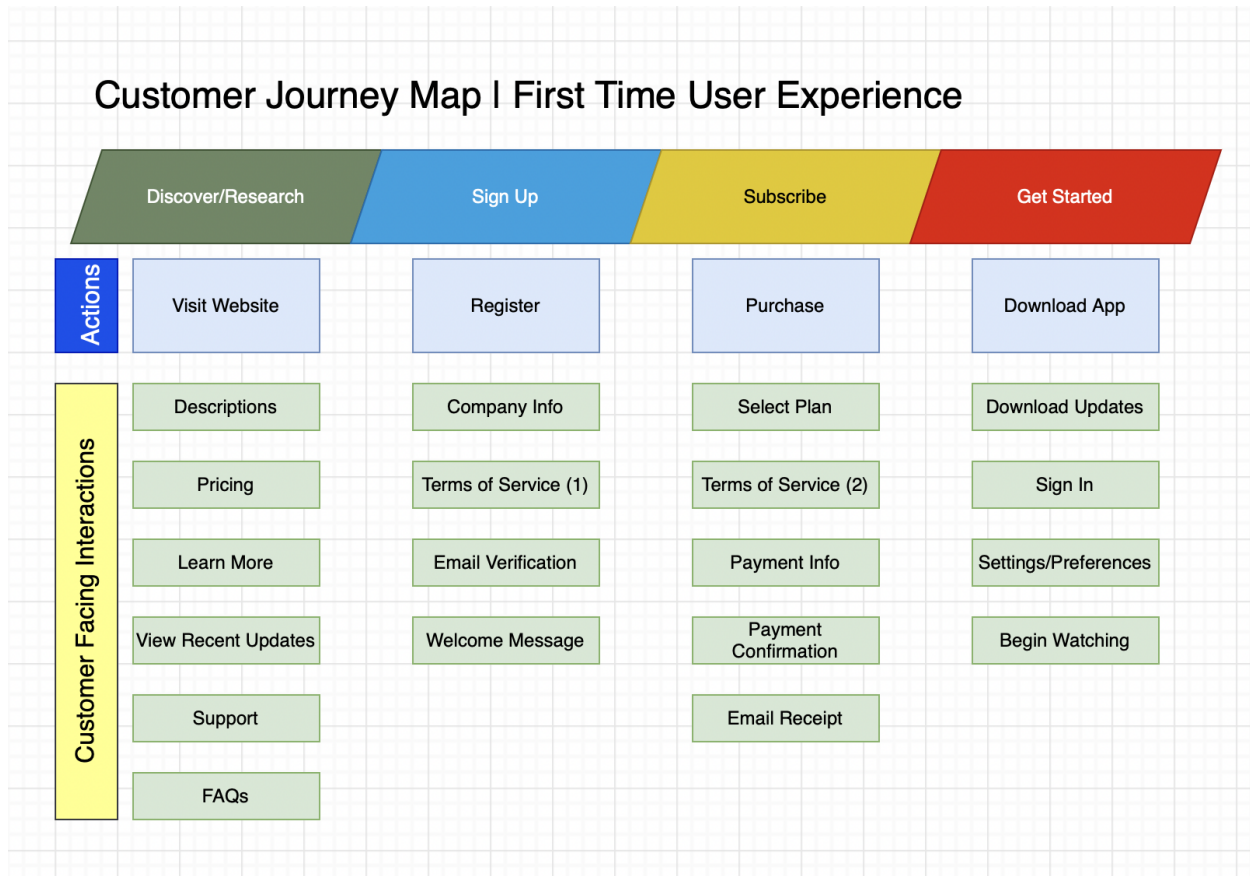
Accurate Subtitles

We expended countless hours to provide the most accurate subtitles available for all of our streaming content. We have subtitles available in over 40 languages, and we are continuously working to incorporate more into our service.

"Playlists"

"Playlists" are a new way to save your favorite series. Pangaea allows you to save and group together your favorite titles into "playlists." In the case of a series with multiple parts, you can save either a single part or episode, or the series as a whole to personalize your own Pangaea experience.

This customer journey map details a first-time user experience for Pangaea:

Customer Journey Map | First Time User Experience

	Discover/Research	Sign Up	Subscribe	Get Started
Actions	Visit Website	Register	Purchase	Download App
Customer Facing Interactions	Descriptions	Company Info	Select Plan	Download Updates
	Pricing	Terms of Service (1)	Terms of Service (2)	Sign In
	Learn More	Email Verification	Payment Info	Settings/Preferences
	View Recent Updates	Welcome Message	Payment Confirmation	Begin Watching
	Support		Email Receipt	
	FAQs			

Pangaea Streaming Service – FAQ

Pangaea crashed! What can I do?
- If Pangaea abruptly crashes, take the following steps:
    - 1. First, ensure you are connected to the internet. A crash may be due to an interrupted connection..
    - 2. If there are no issues with your internet connection, reset the Pangaea software.

Pangaea is streaming slowly. How can I fix this?
- Similar to a crash, slow streaming speed is most often the result of a poor internet connection. However, closing and reopening Pangaea may also fix any issues in this realm.

I forgot my password! What should I do?
- [Visit our website](#)[1] to begin the password reset process. Follow these steps::
    - 1. Navigate to the top right corner of the screen and click "sign up/sign in" to open the sign-in tab.
    - 2. Click "forgot password," which is listed below both "sign in" and "sign up."
    - 3. Provide your email address or account name as prompted.
    - 4. Access your email account, where a password reset link has been sent to you.
    - 5. Click the password reset link and enter a new password in the space provided. This will be your new password.

I want to know how long Pangaea will stream a title. Where can I look?
- You can find the amount of time a title will be available before below the title's description.
- We also regularly update our website, https://www.pangaeastreaming.com[1]. Here, you can search for a title to see when it expires. The expiration date will be listed next to the name of the title.

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[1] Please note: As this is an example document, this URL is not official – the domain name "https://www.pangaeastreaming.com" does not exist.

Pangaea Headquarters, New York City, NY

Weekly Product Development
Meeting Notes

Date: August 9, 2022
Time Start: 10:12am EST
Present: M. Senther, L. Vasquez, M. Anderson, G. Ronald, S. Yang, R. Sam
Absent: J. Wright

The following is a synopsis of Pangaea's weekly product improvement meeting, which CEO Morgan Senther established in 2021. The purpose of this meeting is to develop ways to improve Pangaea Streaming Service.

Idea 1: Implementation of a "Friends" System

- Idea Overview:
  - Ability to send and receive friend requests on the Pangaea app interface.
  - Friends would be granted the ability to view one another's "playlists" and view one another's liked titles.
- Pros:
  - More interaction leads to more engagement.
  - Aligns with Pangaea's mission statement of bringing people together through media.
  - Has not been done before by other streaming services.
- Cons:
  - Uncertainty surrounding how many people would use or care for this feature.
  - Difficult to implement on a global scale.
- Action Taken:
  - Idea deemed unnecessary as of now. The committee chose to potentially revisit this idea in the future.

Idea 2: Addition of a "New Releases" Section on the Pangaea App's Homepage

- Idea Overview:
  - Section of recently added titles to appear on the Pangaea app's homepage
- Pros:
  - Increased exposure for new titles.
  - Potential to diversify consumer tastes.
- Cons:
  - N/A – No opposition brought forth.
- Action Taken:
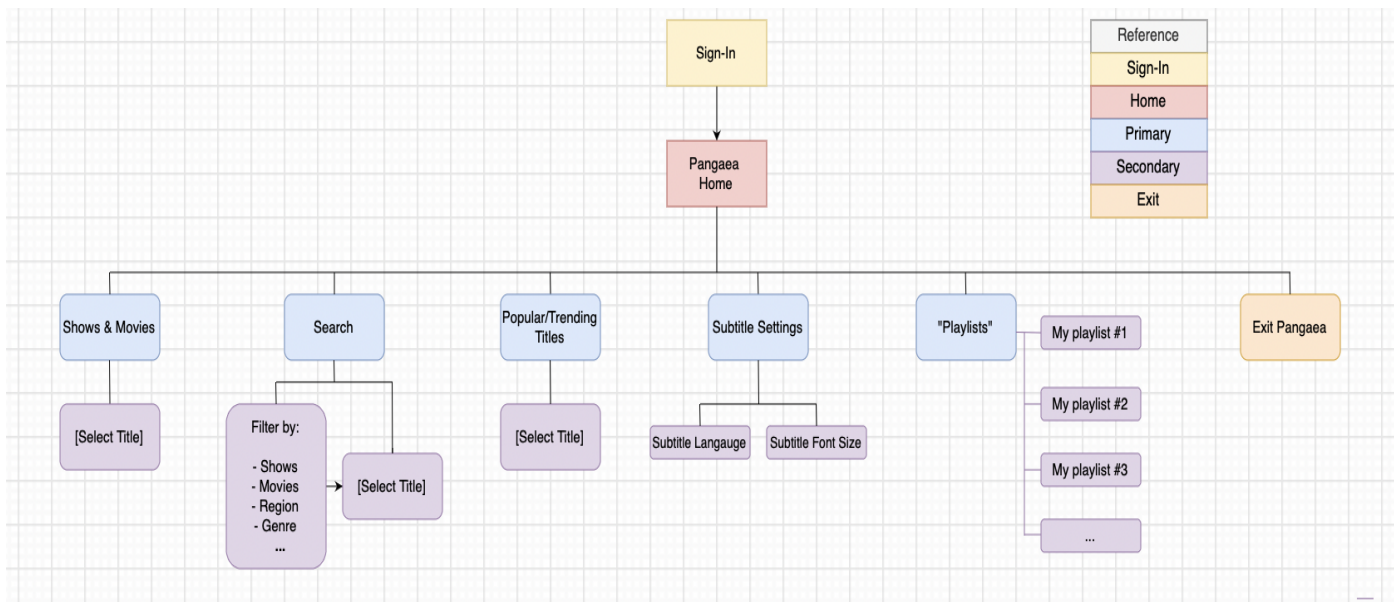 - The committee chose to pursue this idea.

Signing Up

Upon opening Pangaea, you will be prompted to sign in. If you do not yet have a Pangaea subscription or login, you may create one at our website, https://www.pangaeastreaming.com[2].

Ease of Use

Once you are signed in, you will be given access to Pangaea. Menus are intuitive and allow for easy navigation.

This information architecture map is for people who want to understand the application layout:

Pangaea: Release Notes – August 2, 2022

Pangaea Version 1.4

What's New?

➔ Adjust subtitle font size under "subtitle settings."
  ◆ Font size options range from size 6 to size 40
➔ Load faster.
  ◆ Interface loading speed has increased by roughly 30%
  ◆ Media loading speed has increased by roughly 45%

Bug Fixes

➔ Crashes are now less likely to occur
➔ Pangaea now saves subtitle settings so you don't need to readjust them every time you open the software

Evaluating Customer Preferences – Assessing the Top 5 Shows on Pangaea

Introduction

This report details the five most popular TV series on Pangaea in July 2022. The purpose of this study is to gain general feedback from consumers, and to improve marketing through knowledge of consumer preferences.

Methodology

This study uses data collection from Pangaea's 6 primary regions of operation, shown in Figure 1. Overall watch time and number of views are the primary factors of consideration, but consumer ratings also play an influence. If a show received a large number of negative reviews, its score would drop significantly.
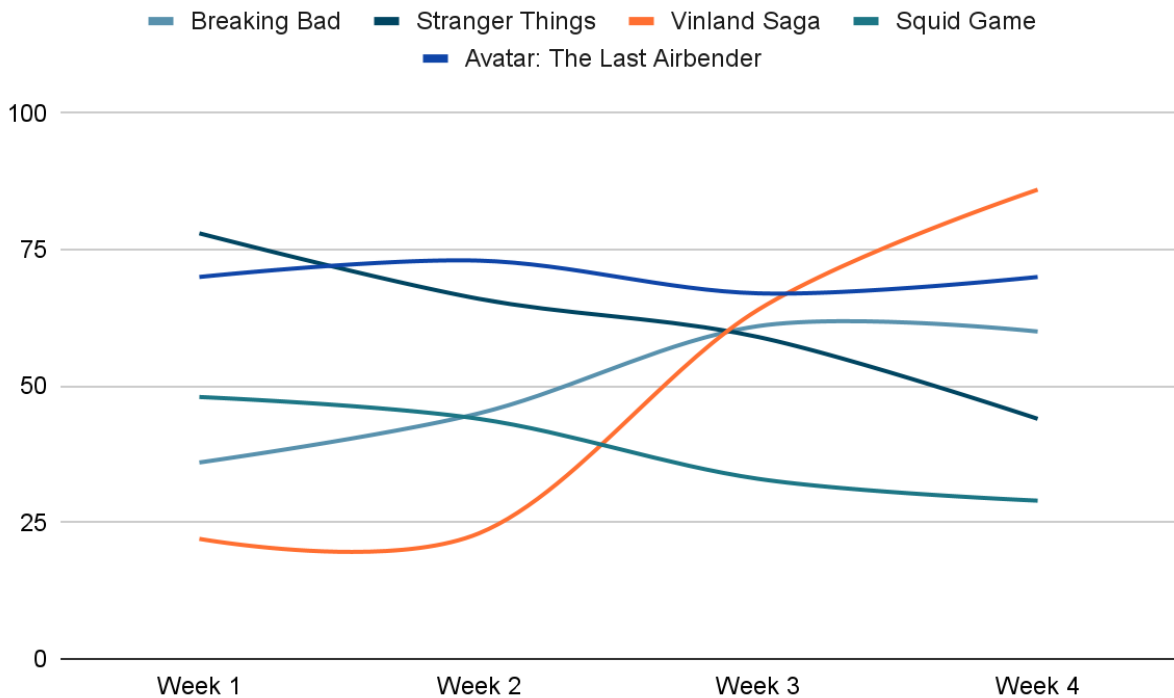
Popularity throughout the month is measured, as well as shifts in popularity for each show throughout the month. Once the overall top 5 shows are calculated, Pangaea displays them on a line graph measuring their fluctuation in popularity throughout the month of July 2022.

Figure 1: Pangaea's established regions, six in total.

Results

The line graph below displays study results. The top five global television series on Pangaea for July 2022 are provided, along with their popularity variance throughout the month.

Graph 1: Study Results

Pangaea's Global Top Five Most Popular Shows – July 2022

Graph 1 displays the popularity of the five most watched television series on Pangaea. While *Avatar* has consistently maintained a high level of popularity for July, *Vinland Saga* underwent an astounding surge in popularity in the latter half of the month. This is likely due to the fact that its second season will be premiering in the Fall. *Stranger Things* started out as the most popular title at the beginning of the month, but quickly declined due to recent poor ratings.

Discussion/Conclusion

Many series that are popular in North America are also dominant globally. There are many possible reasons for this. Perhaps a large portion of Pangaea subscribers are in North America, or it could also be the result of American media influence. It may be wise to conduct further studies to establish the reasoning behind this. When considering marketing in the future, it may be wise to consider customer preferences such as the ones demonstrated through this study.