



Assignment 1: App Deconstruction

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Empfehlungen für dich



1. INTERDISCIPLINARY NATURE OF THE APP & DEVELOPMENT

1.1 ABOUT DISNEY+

Disney+ is a exclusive american subscription video on-demand streaming service owned and operated +by the Direct-to-Consumer & International division of The Walt Disney Company where you can watch all of your favorite Disney, Pixar, Marvel, Star Wars and National Geographic movies and series.

1.2 BUSINESS MODEL

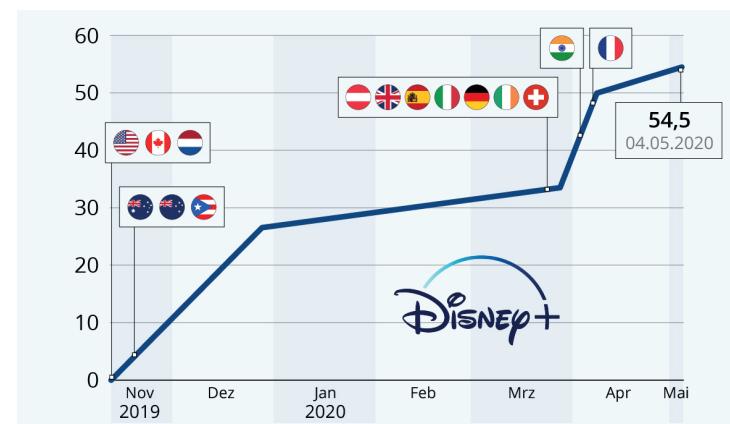
Disney+ isn't the only video streaming platform on the market, but surely one of the top streaming service worldwide. One of the unique selling points of the platform is, that this is the only video streaming platform with all of your favorite Disney, Pixar, Marvel, Star Wars, National Geographic and Star movies/series, that no other streaming service contains.

1.3 MARKET SHARE AND STATISTICS

With revenues of \$67.4 billion in 2021, 71 Emmy Award nominations in 2021, and over 129.8 million subscribers in 2022, The Walt Disney Company manages to make the streaming platform the 3rd most used video streaming platform in Germany.

In the apple store, the app makes it to number 2 in the entertainment charts with a 4.5 star rating

50 Millionen Abonennten in Rekordzeit



Quelle:

<https://de.statista.com/infografik/21670/weltweite-disney-plus-abonnenten-und-verfuegbarkeit/>

1.4 PHONE FEATURES

Disney may collect data during the download, such as Purchased Items, Contact Information, Search History, Usage Data, Location, User Content and Identifiers to manage the following purposes in the use of the App:

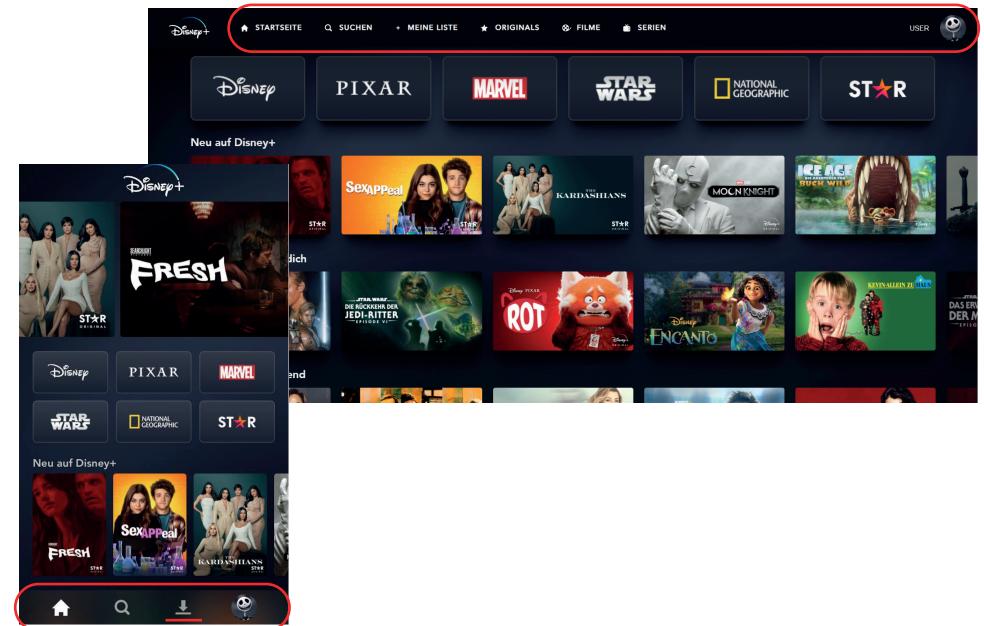
Developer advertising or marketing, Analysis, Product personalization, and app functionality

1.5 DEVICES AND INTERN CONNECTION

Disney+ runs on virtually all devices, such as smartphones, tablets, smart TVs, consoles, and even directly in the browser, as long as you log in with the same account information. Disney+ lets you manually decide whether the user behavior of one device should be automatically transferred to the other devices.

1.6 APP vs WEB

There are no major differences in the use of the app, or the use of the web browser, the home screen looks almost identical, differences can first be found in the design of the navigation and features such as downloading movies and series, which is only possible with the use of the app.



2. CONTENT AND INFORMATION ARCHITECTURE

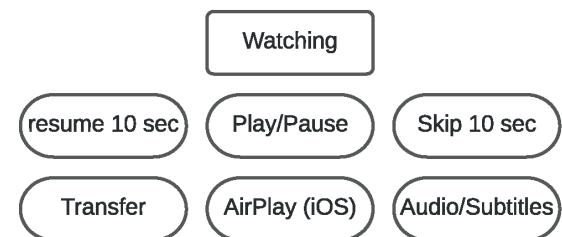
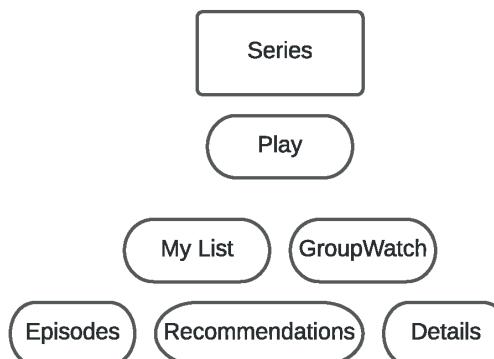
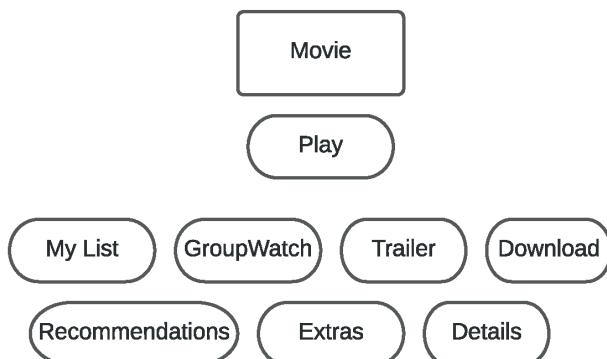
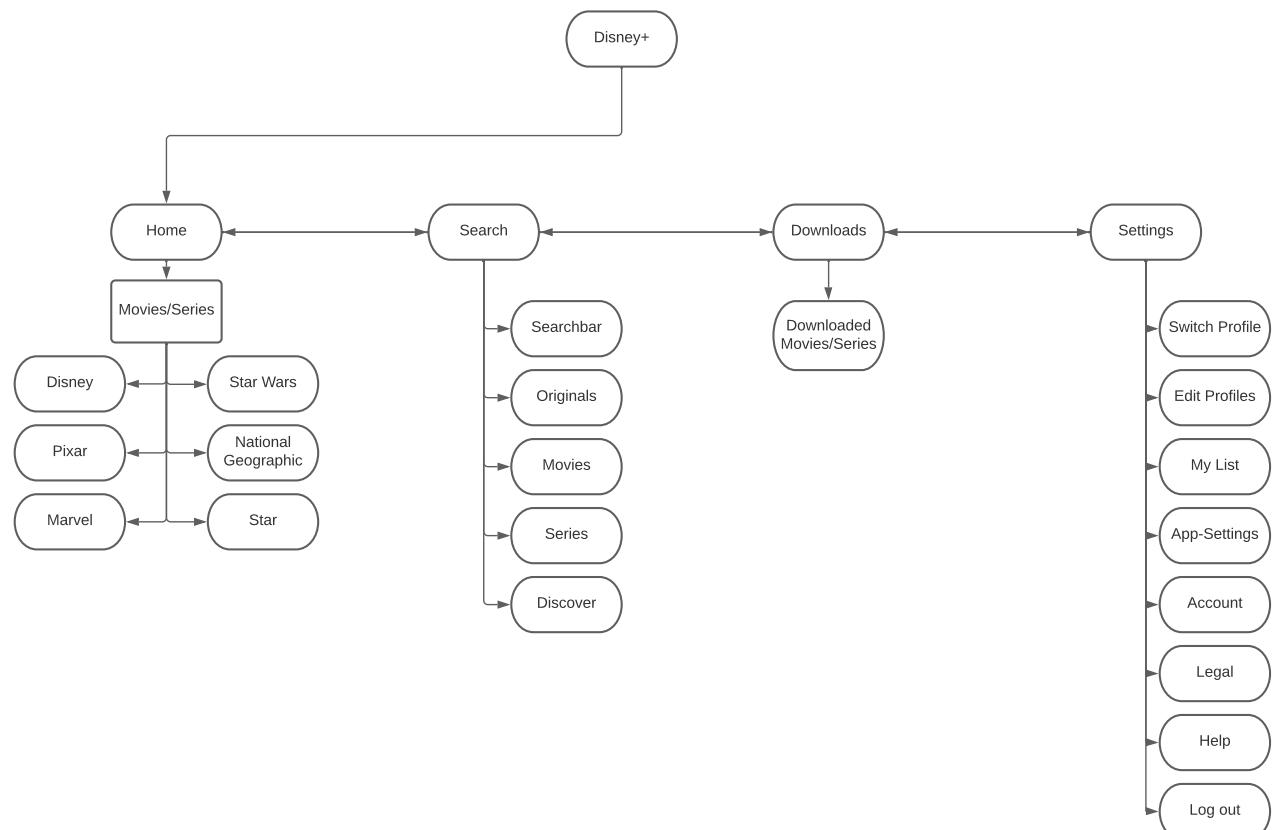
2.1 MAIN FEATURES

To get a more detailed overview of how the app is structured, you can visualize the content and information architecture in the site map.

The app is divided into four main sectors, with the first page that appears when you open the app already containing the main content.

The structure is very simple and straightforward to allow easy navigation and not to overwhelm the user.

The controls are also kept compact to make it as easy as possible for the user to use.

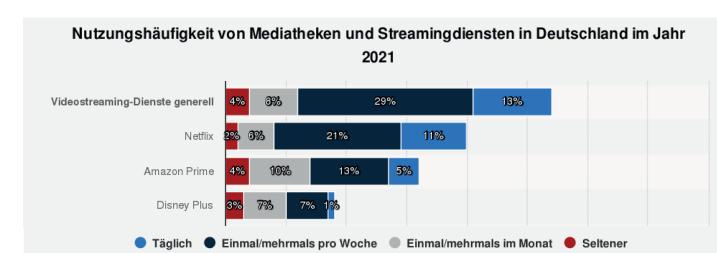
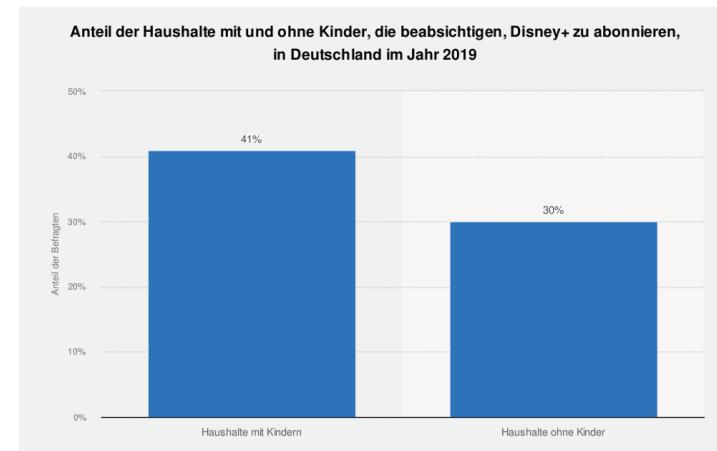
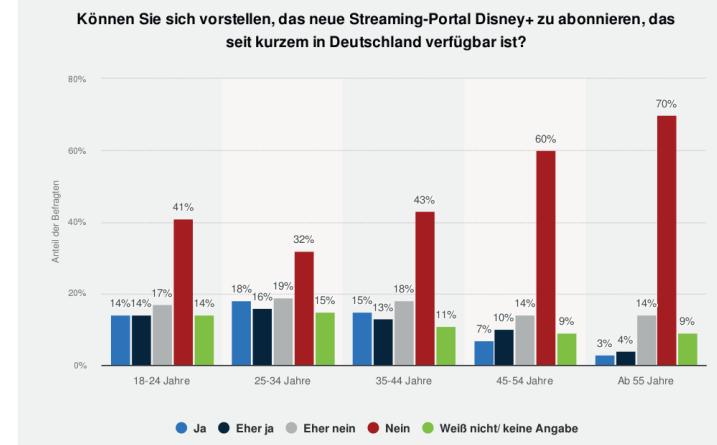


3. NAVIGATION

3.1 WHO USES THE APP

Disney+ concerns rather the younger generation, since a large part of the contents amounts to child films/series. A survey in 2020 showed that around 34% of 25-30 year olds could imagine using Disney+, compared to 51% who could rather not imagine it, in contrast to the 55+ age group, where only 7% were in favor and a whole 84% were averse. One considers that with this inquiry only persons participated starting from the age of 18. However, you have to keep in mind that the streaming provider provides a lot of content for the younger viewer and therefore also focuses on this target group. And as you can see in the second statistic from 2019, around 41 % of the households with children are using Disney+, 30% use it even without children in the household. So you can clearly see, that Disney+ is indeed a children's entertainment program.

In the bottom statistic from 2021 it is shown that around 29 percent of Germans use video streaming services at least once a week, of which 7 percent are on the Disney+ platform. As many as 13 percent use the streaming services daily, of which 1 percent belong to Disney+.

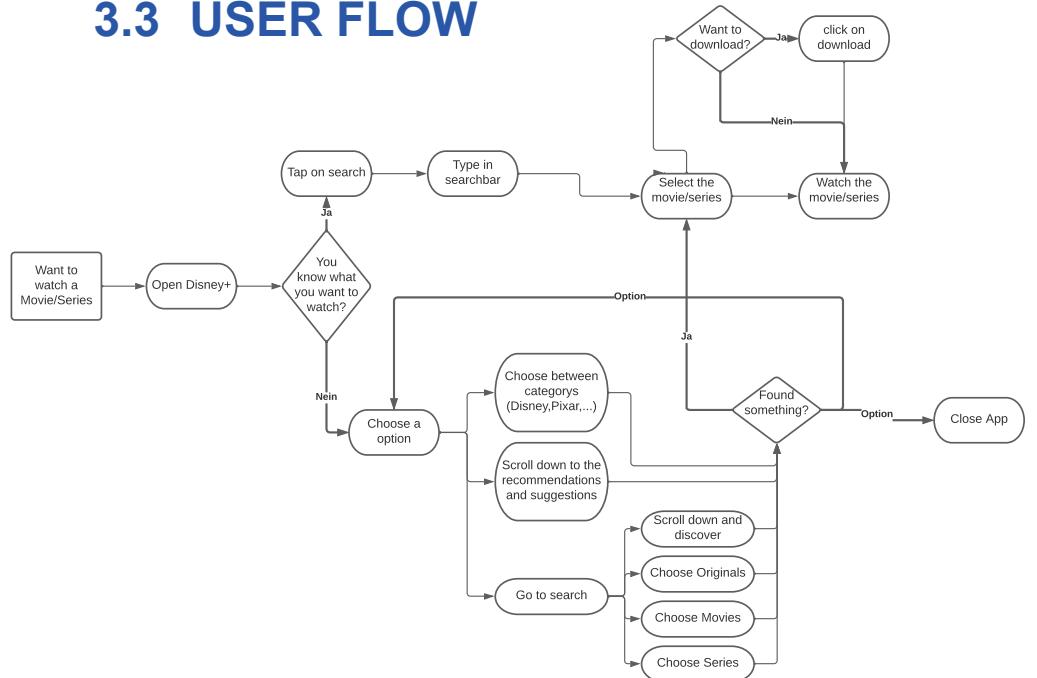


3.2 WHAT DO USERS DO WITH THE APP



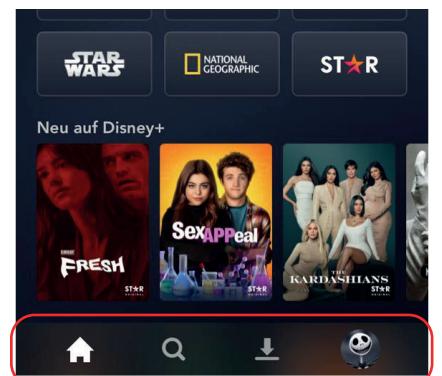
The users have the possibility to discover a large amount of movies and series that cannot be found on other platforms. They are able to download the movies and series to their device and then play them at will, whenever and wherever they are. Since the streaming platform is for small and large, it is also very good to find cross-generational results to watch the movies and series together, this is also simplified by the GroupWatsch- function, which makes it possible to watch together series and movies without having to share a device. Both parties only need a device with Internet access and it is possible to watch a movie together on different devices.

3.3 USER FLOW



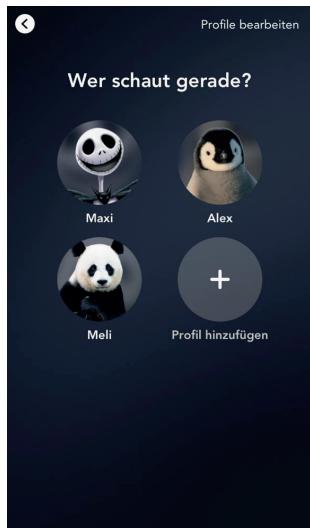
3.4 COSTS OF NAVIGATION AND KEEPING DISTANCE SHORT

The constant navigation bar makes it extremely easy for the user to quickly switch between the individual menu items. This "fully connected" pattern is exactly what iOS users are used to, so it is easy for them to quickly get used to the system and get along with it. The simple layout also gives the user a good overview, which is also very advantageous for quick and easy navigation. And for finding a film or a series, there are not many options available other than simply filtering the specific result via the search function. In order to search for any film without a specific requirement, you have to take the time to browse through the sections.

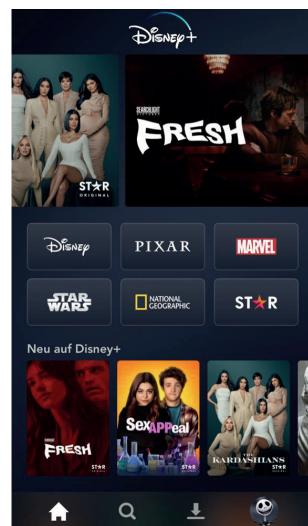


3.5 SZENARIO

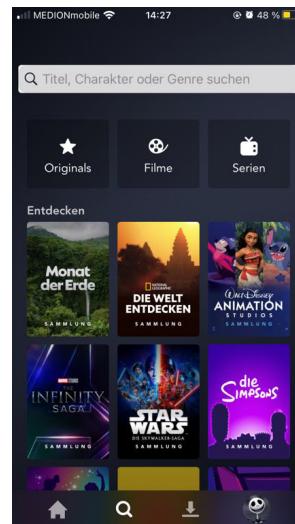
Watching a specific movie



When you open the app, you are first asked to select the account on which you want to watch the movies or series, if you have multiple accounts.

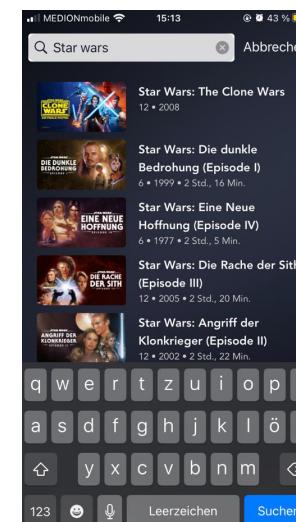


After an account has been selected, you are taken to the app's start page and have the option of selecting a film or series.

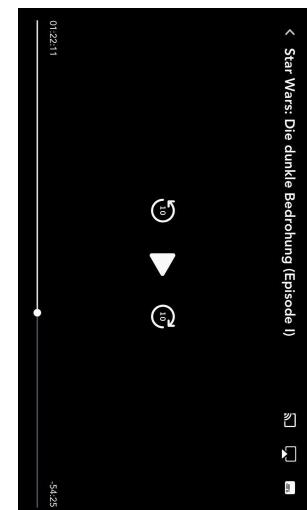


If you already know exactly which movie or series you want to watch, you go directly to the section to search for a specific movie.

By pressing on the search bar, it is now possible to search for the desired film or series.



When you decide to watch the movie or series normally, you just press play or when the movie/series already started, press continue.



If the desired film or series is available, you can now select it and you will be redirected to the preview and now have the option to select several functions.



3.6 NAVIGATION (DESIGN PATTERN)

FULLY CONNECTED

The main pages are connected to each other and from any page you are able to reach any other of the main pages, this design pattern is the most common among OS devices and therefore a good choice, as it directly represents a familiar navigation environment for many users and also directly presents a simple navigation structure for other users.

It is a better way to get to everything than **STEP BY STEP**, **HUB & SPOKE** or **PYRAMIDE**.

MULTILEVEL

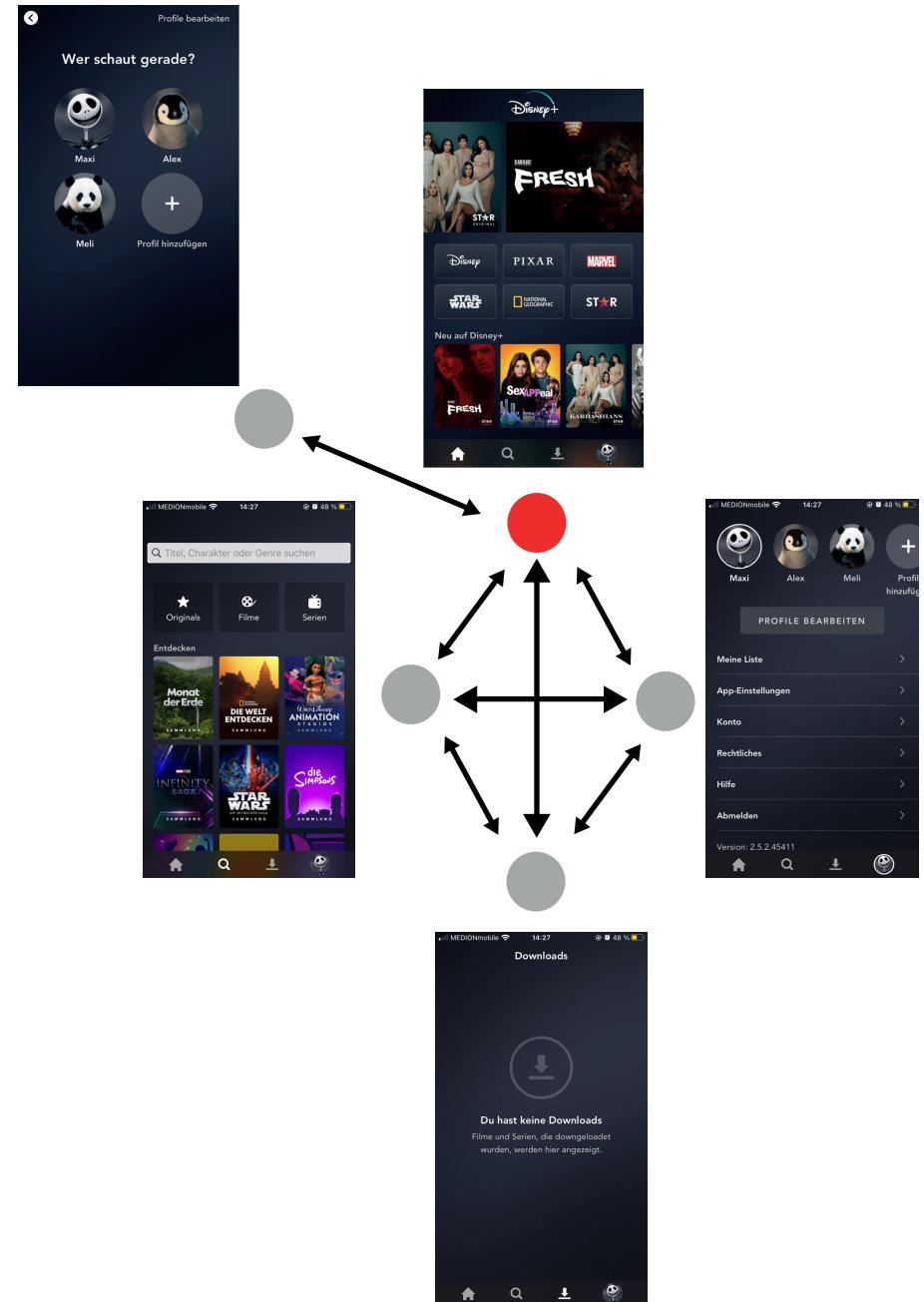
After the main pages, you then get to the sub-pages of the respective main pages, when you are on these sub-pages, you can only move on the sub-pages of the specific main page. However, this is not a big problem, because the subpages are mostly built the same, since you mostly only switch between movies or series, with the exception of the settings, these have their very own settings subpages.

CLEAR ENTRY POINTS

The pages are structured in a very clear and simple way and therefore it should be clear to every user which objects to use and how to use them in order to get closer to his goal.

MODAL PANEL

When you go into the app for the first time, you are often asked on which account you want to continue watching, if you have a subscription with multiple accounts, you are required to select one account first in order to continue watching.



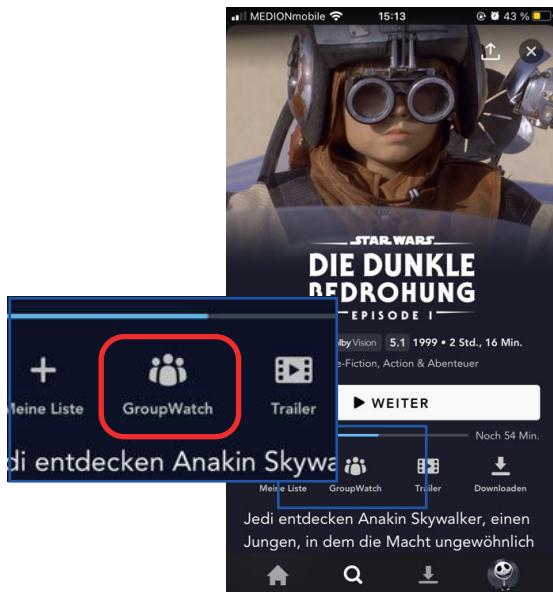
3.7 INTERACTION CHOICES

DEALING WITH DATA

There is not a wide variation of data types that await you, so it is suitable for any person, you decide mostly based on images and buttons that direct you to watch the specific movie or series. Through the search function, the user is able to filter the data to reach a specific destination faster. Also in the settings, you are guided step by step in your actions to process the input data.

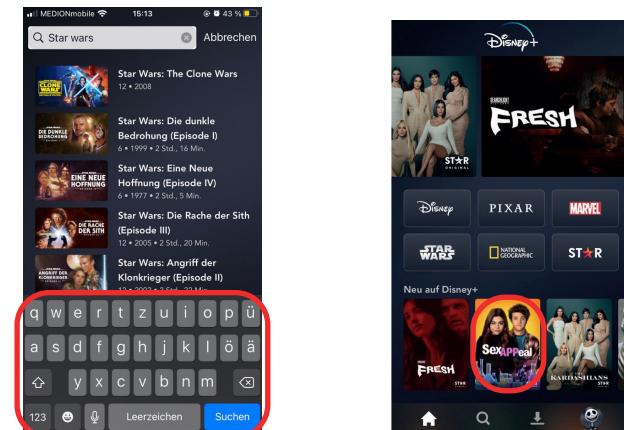
SOCIAL

It is possible to share a link with other people via groupwatch and therefore you can watch a movie or a series with other people and interact at the same time.



GETTING INPUT

The user does not have many options for input, since the only option is to select movies/series or to shorten the way to a certain destination by entering keywords in the search bar.



ONBOARDING

No heavy interaction skills are required to use the app, you just need to be able to identify movies and press the right fields, the functions around further features like the search bar or downloading times is presented in a very easy and straightforward way and also universally comparable to other apps, so again the user won't have any major problems using these functions.

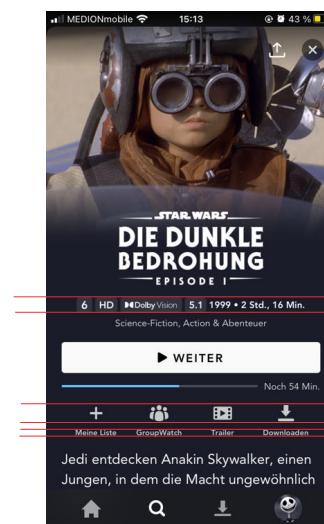
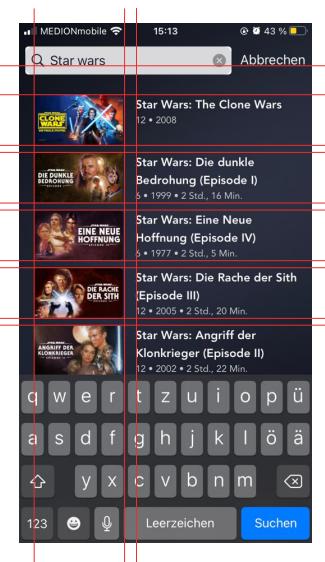
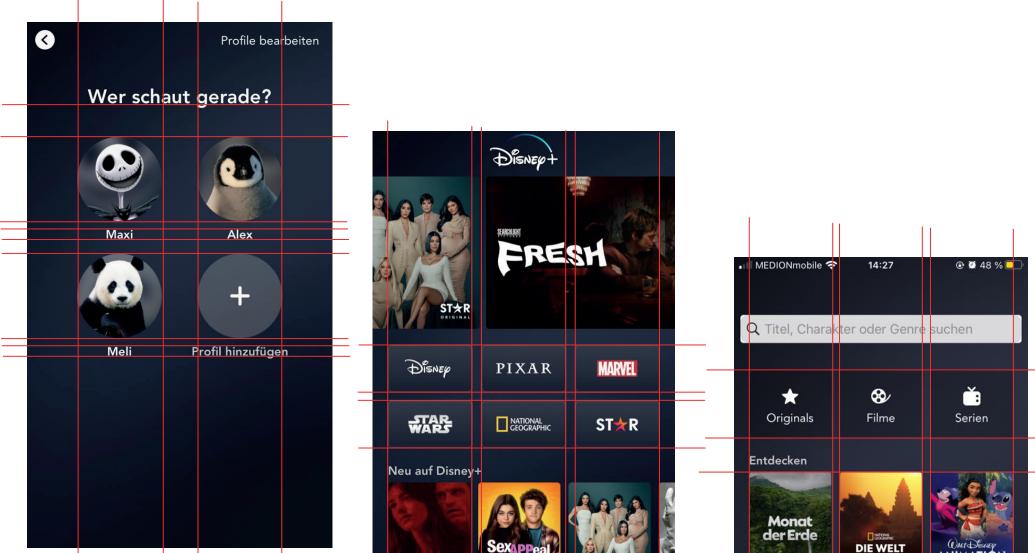
3.8 SCREEN LAYOUT

The app uses a fairly similar design on each page. The background always contains the same gradient with the same hue. The design of the objects is always rounded and evenly arranged with equal spacing, which makes for suitable groupings and a good overview, this also ensures a pleasant stay and use of the app.

In general, little text is used and more images and objects are used to make it easier for the user to get an impression, which is also beneficial for navigation and successful result search. The pages are not overloaded but kept compact and orderly to not overwhelm the user.

In this design the design principles of similarity, sameness, closeness, unity, common region, common destiny and continuity find their way to make the design and arrangement of the objects as clear and easy to use as possible.

Dark light contrasts highlight important buttons and interaction possibilities from the background and secondary important elements.



4. STANDARDISED DESIGN GUIDELINES

BAR BUTTONS

The icons used in the navigation bar should be in the outline style, which is also present in the app with every single icon of the navigation bar. Especially since iOS 11 it is suggested to work in this solid icon style to use a uniform and simple design.

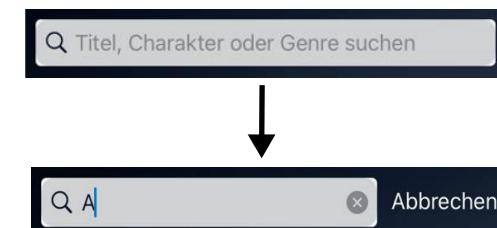
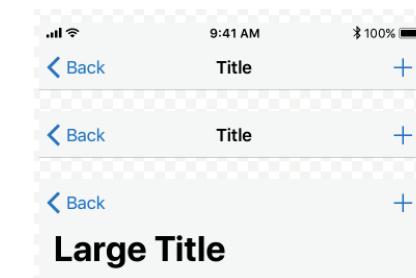
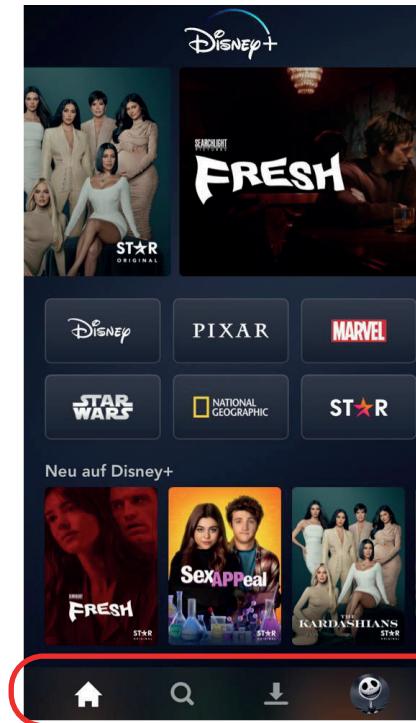
NAVIGATION BAR

„The navigation bar contains the controls for navigating through the applications views and optionally to manage the content of the current view. It will always appear at the top of the screen, right below the status bar. By default, the background is slightly translucent and blurs content underneath the bar. The background fill of the bar can be set to a solid color, a gradient or a custom bitmap-pattern.“

In the app you will find the navigation bar at the bottom of the screen. This does not correspond to the normal iOS guidelines, but this is not an obstacle, because you are still able to interact with the navigation bar easily and without problems, this type of arrangement can also be found in other apps, such as on instagram or tiktok.

SEARCH BAR

The search bar always has the same functionality, as long as no text has been entered by the user, a placeholder text is visible in the bar. Once a search term is entered, the placeholder text disappears to insert your own input.





Neu auf Disney+

FRESH

STAR
ORIGINAL

Empfehlungen für dich

5. CONCLUSION

On the whole, I think the app is very successful, it is not without reason one of the leading video streaming services on the market.

Due to the simple and straightforward structure and the successful design, it is very easy for every new user to find his way in and to get to his result without spending a lot of time to find his way around.

Comparable to netflix, it is very pleasant to stay on the app and you also get what is required.

For Disney, Pixar, Star Wars, Marvel, national geographic and star fans, it is the perfect app, as many of these worlds' favorites are only available on this platform. Features like downloadable content and GroupWatch also make for a different viewing experience, as you'll be able to watch movies and series wherever you are, whenever you want, and with whomever you want.