NETFLIX IMPROVEMENTS FOR ELDERLY

CASE STUDY

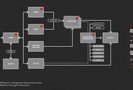
"How to improve Netflix to make it more suitable for elderly ?"

Although Netflix is one of the most popular video streaming platforms, it is not easy for elderly people to use it. Elderly people have difficulties in using remote controls, navigating through the interfaces, and understanding the terms and conditions. This study aims to improve the usability of Netflix for elderly people. The research phase includes a comprehensive analysis of the current Netflix interface, user interviews, and competitor analysis. The design phase includes information architecture, wireframes, and high-fidelity prototypes. The study concludes with a discussion of the results and recommendations for future research and design improvements.

RESEARCH

Current Netflix sitemap

To find "Know More" Netflix has made it more useful for elderly (?)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