**Prototype Report: Netflix User Interface and Experience**

The purpose of this prototype is to enhance Netflix's user experience by addressing usability and functionality improvements, as identified in the initial analysis. This prototype focuses on creating a streamlined interface with intuitive navigation, optimised performance, and responsive design that adapts to various devices.

**Technologies Used**: The prototype was developed using HTML, CSS, JavaScript, and jQuery, with Bootstrap to ensure mobile responsiveness. HTML provides the structural foundation, CSS customises the visual elements, while JavaScript and jQuery enhance interactivity across features such as search filters and navigation. jQuery was used for smooth transitions and to simplify DOM manipulation, making the code more efficient.

**Interactive Features**: Key elements include a responsive navigation menu, an advanced search bar, and organised content grids. JavaScript and jQuery enable interactive components and user-friendly transitions, while multimedia assets like banners and thumbnails align with Netflix’s branding.

**Usability Testing and Feedback**: Initial usability testing was conducted using Hotjar to capture user interactions and feedback. Based on this feedback, the search functionality was refined for better accuracy, and filters were improved for more targeted results.

In conclusion, this prototype provides a user-centred interface that aligns with Netflix's brand image while introducing improvements to optimise user engagement and ease of use.