

# **Project 1: Netflix application**

## **ISE 164 Project 1 Report**

Kha Nguyen

Last 4 Digits of Student ID: 9562

San Jose State University

Fall 2022 Human Computer Interaction Section 1

Abbas Moallem

## Table of Content

● Introduction	2
● Netflix Streaming Description	2
● Interface Evaluation	2
○ First Feature	2
○ Second Feature	4
● Heuristic evaluation	5
● Comparative study	6
● Target audience and user profiling	10
○ Personas	11
● Usability metrics	13
● User requirements	15
● What did you learn from this project	15
● References	16
● Appendix	17

## **Introduction**

This document is the first report aiming to evaluate from a human-computer interaction and usability point of view on an application design that was chosen and approved by the professor. In this case, this paper specifically will go through the Netflix streaming platform application on desktop.

The outline of the user interface evaluation includes an analysis of two features, a heuristic evaluation, a comparative study with similar applications, three personas, usability metrics and user requirements.

The goal from this report is to conduct study on main features and detail the applied HCI knowledge to have a better understanding of user interface from an application that is enjoyed by millions of subscribers.

## **Netflix Description**

Netflix is a global streaming service platform that allows members to watch TV shows and movies on an internet-connected device. It gains popularity and growth through the affordable and commercial-free service to bring entertainment and comfortability for the audience. It also offers a wide range of content and many languages suitable for people at different ages and regions. With Netflix, people can also have the flexibility and freedom to binge viewing any show at any time they want on any screen that could connect to the internet. Therefore, Netflix has been an upgrade and replacement for traditional cable television with all those advantages.

Netflix has also been known for its effective, simple, and straightforward user experience and usability design that really capture their audience's engagement. One of its great aspects is having wonderful personalized features such as creating different profiles, rating shows and customized recommendations. Therefore, its members do not have to spend much time looking for the right thing to watch when fitting shows would surface and display first whenever they visit.

The project's objective is to focus on how personalized and saving movies features are implemented to create a smooth experience. The design will be evaluated from the usability point of view and learn how the features are applied in the user interface to decrease step in user's goals while using the application.

## **Interface Evaluation**

This section will include evaluations of two selected features from Netflix. The user interface and usabilities will be gone over to show the steps and how the features are accomplished. On a side note, the interface looking at is specifically on a Windows desktop since there are different interfaces' versions of Netflix on different devices.

## **First feature:**

The first Netflix feature that we will explore is the rating ability using “thumb up” or “thumb down” in any specific movie panel. It is a feature that allows members to express if they like or dislike a movie. Moreover, rating is one of a personalized feature that helps to let Netflix know if their member wants certain types of movies to be recommended or avoided.

A sequence of tasks are needed to be accomplished before being able to use the feature. First, install the Netflix application on your desktop. A panel to enter your email will appear. If not already a member, you will go through several steps that ask to create and personalized an account. The steps are straightforward with necessary tasks being asked clearly and no extra redundant actions. After finishing setting up or already having an account, the main page will show up.

On the main page (Figure 1), there will be a popular promoted show or movie displayed for a large part of the screen. The top left include a triple bar,  $\equiv$ , button that, when click, enable user to choose from a task bar with different categories (Figure 2). The top right has a search button and a three dots button, which let the users choose between setting or sign out options (Figure 3). When scrolling down on the main page, movies are organized in different categories and appear as icon images. Members can find movies through either the triple bar, the search bar or the main page categories. Once selecting a show or movie, a pop up panel would appear with the movie information. Members can select the play button on that panel to watch, then go back to that same panel for the rating feature. The rating button is below the movie’s image. When clicking on the rating button, it gives the users options of “thumb up” or “thumb down” on the specific selected movie (Figure 4).

While performing tasks to reach the rating feature, there are designing principles and theories that are applied. First, there are several applications of Fitts’s Law that can be seen. When navigating on Netflix main page, the icon images of movies in different categories are enlarged in the middle which help to stand out and navigate. Furthermore, the corners around the rectangle image icons of each movie are the borders that separate them when selecting. Also, even though the toggle and search buttons are smaller, they are on the top corner so that it is easier for the users to remember and navigate. Through those interactive implementations of Fitts Law, it would help members to click faster, hover through the screen easier, and reduce the time it takes to reach goals.

*Gestalts’ Principles* are also applied in several situations on Netflix when trying to perform rating features. Noticeably, the *proximity* and *similarity principles* are used to group movies or tv shows together. In figure , under each categories’ text, movies in the same category are seen closely together on the same row, and they are divided by a bigger gap on top or bottom for different sections. This would help users to easily tell and distinguish genre,or category that the movies belong. Similarity principle is also applied in the like and dislike, represented as a thumb up and thumbs down respectively, of the rating feature are also grouped in the same “Rate” button (Figure 5). This would help to simplify and reduce elements showing in the movie panel with grouping. The *closure principle* is also being implemented in each category. On the right or left side on each end of the movies’ rows in each category, there usually are indicating

arrows. Even though it is not clearly shown, users could perceive or expect that it would show and reveal more of the same types of movies according to *the closure principle*. Through visually organizing and correctly placing elements on the application by applying all those principles, not only does it help the interface and design to feel more aesthetics, it also helps the users to intuitively perceive and understand components of Netflix easier.

Since the implementation of the feature is quite simplistic, there is not much difficulty when using the interface. After selecting the rating, indication of the status would show “thumb up” or “thumb down” with the “Rate” word changing to “Rated” (Figure 6).

### **Second feature:**

The ability to save a movie on Netflix is the second selected feature evaluated in this report. This feature allows users to save any movies into their watchlist so that they can come back later to start watching or even rewatching it. This is a necessary and important feature since it helps users to easily find the content they would like to watch. It also avoids wasting time searching again or maybe forgetting a show whenever they see movies that they liked. Therefore, it definitely could reduce steps and bring enjoyment for users.

The initial steps of the second feature are overall similar to the first feature. First, users need to open the Netflix app on desktop then create an account, if not already a member, or proceed to log in, if already has an account. Then, they would be moved to the home screen. A watchlist called “My List” could be found through scrolling up and down the main screen (Figure 7). Clearly, if the saving feature of any movie or tv show has not been used, “My List” would appear empty. In order to save a movie, users could search and find suitable movies first. As mentioned above in feature one’s evaluation, members could go through the search button (Figure 8) on the top right to search for any movie’s information, toggle button on the top left to look for any specific categories (Figure 2), or interact directly on the main page. After finding a fitting movie, users could click on the selected movie icon image. A panel would appear with that movie information. There will be a plus “+” button below the movie icon image on the panel for users to save movies and use the feature (Figure 9). After clicking on the plus button, it would turn into a check shape button (Figure 10), confirming that it has been added to the watch list. Going back to the “My List” category (Figure 11), the saved movies would appear under the watchlist for users to look for later.

Since the second feature steps are quite similar to the first, it involves similar theories or principles. The interaction on the main page, organization of buttons and categories are all applying *Fitts's Law* and *Gestalts' Principles* like discussed above in the first feature. Therefore, users would feel quite similarly about the simplicity, visuality and easy task performing while trying to reach the feature.

Differently, for this second feature, it involves the users to perform more searching tasks to find suitable movies to save in the watchlist. However, there is one of the difficulties if using the toggle button at the top left of the main screen showing the categories list after clicking. According to Hick-Hyman Law, it states that the response time it takes for the users to react is associated with how many choices appear on the list. In this situation, if there are n categories,

the users may have to process through every choice to reach their decision. For a solution, I suggest that we could group more categories into bigger groups to reduce the reaction time. For example, in Figure 2, there are many categories of movies. We could group all genres of movies together; therefore, users could select if they would choose to watch movies, tv shows or documentaries at the beginning instead of going through every possible category.

Another difficulty while using feature two is the indicator of the check or uncheck in the saving list. The indicator button could state the current status of the saving feature or the result after clicking. For example, in Figure 10, the check button shows that the movie already is “checked” and in the list; however, there might be mistaken that users should click on it so that it is checked. Therefore, it might lead to unexpected results such as the movie might not be saved when the user wants to save. I would suggest having a small text when hovering to clearly state the status of the button such as “add to watchlist” or “remove from watchlist” .

### **Features performance**

After evaluating the UI of the two selected features, this table is a look into the performance of both features starting from opening the app, assuming the account is already created, to finishing the features goal. Note also, on average, it took 60 to 90 seconds to search for a suitable movie (Oxbridge. ). An arbitrary average of 75 seconds is chosen to perform that subtask.

	<b>Time taken (seconds)</b>	<b>Screen pages go over</b>	<b>Number of clicks</b>
First feature	80	3	6
Second feature	83	3	5

*Table 1. Netflix' features performance*

## **Heuristic Evaluation**

Heuristic evaluation helps to give feedback and measure usability of the interface. Going through the principles would help to evaluate how well-designed is Netflix application.

	<b>Principle</b>	<b>Feature #1</b>	<b>Feature #2</b>
1	Visibility of system status	After rating the movie, the icon changes to that specific rating and the word “Rate” changes	After saving the movie, the icon of the plus button changes to a checked button.

		to “Rated”.	
2	User control and freedom	Users have full control and freedom and can rate or unrated anytime.	Users have full control and freedom and can save or unsave anytime.
3	Consistency and standards	Follow the standard. The rating icon and text appear the same and at the same position to use the feature.	Follow the standard. The saving icon and text appear the same and at the same position to use the feature.
4	Recognition rather than recall	Recognition. The information on the interface can be recognized through the thumb icon and “Rate” text.	Recognition. The information on the interface can be recognized through the Plus icon and “My List” text.
5	Use of user’s language	Technical language was not used. The icon and simple phrase was used to explain the feature.	Technical language was not used. The icon and simple phrase was used to explain the feature.
6	Error prevention and error messages	Eliminate all possible error appearances.	Eliminate all possible error appearances.
7	Flexibility and efficiency of use	Easy to access the feature in any movie’s page. Cater to both inexperienced and experienced users. The feature is simple and efficient to use.	Easy to access the feature in any movie’s page. Cater to both inexperienced and experienced users. The feature is simple and efficient to use.
8	Aesthetic and minimalist design	No irrelevant or unnecessary element. All elements of the feature are sufficient. The design is minimalist and aesthetic.	No irrelevant or unnecessary element. All elements of the feature are sufficient. The design is minimalist and aesthetic.
9	Help and documentation	No documentation or help setting that provides information about the functionality of the feature on the application. Instructions can be found on the help center of the website.	No documentation or help setting that provides information about the functionality of the feature on the application. Instructions can be found on the help center of the website.

Table 2. Usability Heuristics for User Interface Design developed by Jakob Nielsen in 1994

## UI Comparative Study

In this section, similar applications with Netflix will be studied. Specifically, Amazon Video and Hulu are currently other popular streaming platforms that also have the same functioning features as Netflix. Design and implementation that are similar to the selected two features in those applications will be compared and evaluated.

Note that Amazon and Hulu also required users to be a member (or can purchase movies separately for Amazon) in order to watch the movie and use the features.

### **Feature #1:**

#### **Amazon Video:**

Equivalent to Netflix, Amazon Prime also has a rating feature on each movie or tv show. However, instead of having a simplistic “thumb up” or “thumb down” button only, Amazon has a more complicated system for users to reflect on a movie. It not only includes a maximum five-star rating system for each movie, but also allows users to write a review so that users can share their point of view. With this system, Amazon can bring more interaction between users than Netflix when users can view and express a thought through reviewing. However, this rating system is not part of personalized features for user recommendation like Netflix. The purpose of the Amazon Video rating system is for the users to relate or get a sense of the show from having detailed descriptions based on other members’ point of views and opinions. As for Netflix, it depends more on algorithms to help personalized movies or tv shows automatically for users with their rating feature. Therefore, there are quite differences between the approaches of the applications when it comes to reviewing a movie.

The rating system of Amazon is in the information page of each movie or tv show page, similar to Netflix. Figure shows a page of a particular movie on Amazon. To perform the feature, click on the right “Write review” of the right side below the video trailer (Figure 12). Then a new feature space containing reviews of the movie. Here, users can find all the reviews of the movies and interact with others, using all related features (Figure 13). To write their own review, users can click on the “Write” on the left hand side. Next, users are directed to a new screen page that has a form for users to complete their review (Figure 14). Since it is a more complicated feature, Amazon Prime Video requires a longer process for the users to write their review.

#### **Hulu**

For Hulu, unlike Amazon, the rating feature could be seen as quite similar to Netflix.. Same as the other compared applications, click on any selected movie, a detailed panel would show up (Figure). To use the feature in Hulu, users can select the three-dot button on the panel that would reveal options of “like” or “dislike” (Figure 17). Then, they could make their decision. Compared to Netflix, Hulu's rating feature is basically the same with a simplistic design when they give a clear two selections of “thumb up” or “thumb down”. It is also implemented to get better recommendations while the users browse the app. Even though the functionality is the same, the user interface for Hulu’s rating feature is not quite as clear as Netflix. As mentioned above in the feature evaluation, Netflix has the word “Rate” under the icon of a “Thumb” for recognition of the feature (Figure 6). As for Hulu, it is represented by a

three-dot button, which does not really imply or visualize a rating feature. Furthermore, when hovering through adjacent buttons such as the record button (Figure 19), it reveals a text showing the usability of those buttons, but for the three-dot, it does not, which does not really help users to understand the function until clicking. For someone who first uses Hulu, they might have a hard time to recognize or find the feature when there is not a clear indication or description on the interface, compared to Netflix.

Comparison	Amazon Video	Hulu
Which Gestalt principles are followed	Proximity, similarity, common region	Proximity, similarity, common region
Does the interface rely more on recognition or recall	Recognition. Even though it requires step to find the feature, user can recognize through visible icon and text	Recall. The icon does not really present the functionality of the feature. Thus, the visibility is hard to recognize and might require the user to remember where it was.
Does the feature visual feedback	Yes. After rating and commenting on the movie, a confirmation text would show, and the review be found under the review section.	Yes. After rating “like” or “dislike” on the movie, a confirmation text would appear below the screen, the background color around the button is changed, and the text is changed to “liked” or “disliked” accordingly.
How does the feature focus the user's attention	No. There are steps required to find the feature and the comment section appearances could stop the user's attention.	Yes. The background color changes while hovering helps with the user's focus.
Is the feature aesthetically pleasing with minimalistic design?	No. The feature is not aesthetically pleasing to use. It required the user to find the feature and extra steps to use. It is not minimalistic.	Yes. The feature is aesthetically pleasing to use. There is no unnecessary step that requires the user to do. It is minimalistic.

*Table 3. Feature 1 comparison*

#### Feature #2:

#### **Amazon Video:**

For the selected feature two to save content on the application, Amazon Video also has a plus button that allows the user to click on and save the movie in a watchlist. There is a slight difference in the approach to use this feature on Amazon Video. For Netflix, it requires the user to click on any movie icon from the home page or any searching pages to get to the detailed movie panel that contains the saving button. Those steps could also be performed to complete the feature for Amazon. But additionally, the feature can be completed without clicking on the icon. While hovering on the movie image, a small panel at that spot would appear including the movie summary and the adding button (Figure 15). With this option, the user does not have to perform the task without having one more click and stay on the browsing page. This also provides more flexibility with the extra functionality that helps with the user needs to create a smooth experience on the interface.

As for Amazon, the plus button is represented to suggest the usability of the feature and is changed to a checked list when clicked to indicate completion. Furthermore, compared to the difficulty of Netflix discussing above, Amazon also includes a description text when hovering on the button to show the status when clicking. When hovering on the plus button, it shows “Add to Watchlist”, and “Remove from Watchlist” (Figure 16) after clicking. The icon also would change. Those indicators give a good description while using the feature to avoid any confusion and unexpected result.

### **Hulu:**

For Hulu, quite similar to Amazon Video and unlike Netflix, it also does not require the users to click on the image icon of the movie. Differently, instead of having an appeared panel on each movie or tv show, Hulu has a three-dot button at the top right for users to click in order to use the feature (Figure 18). Even though it requires the user to have an additional click, there is no page changing on the screen. Moreover, it still provides functionality and flexibility so that the users can keep staying on the browsing page if they want to keep looking into other movies.

For the saving button itself in Hulu, it has the same functionality to use the second feature as Netflix and Amazon Video. Clicking on the plus button would allow the users to save movies into the watchlist. However, there is a slight difference on the interface compared to the others. Hulu also contains a text description while hovering showing the clicking status similar to Amazon Video (Figure 19). But after adding and on the removing status, not only that it shows that text, the button icon shows change from a check mark (Figure 20) to an x mark while hovering (Figure 21). This gives the clearest detailed indication for the users while trying to use the feature that helps users recognize every functionality of the button.

Comparison	Amazon Video	Hulu
Which Gestalt principles are followed	Proximity, similarity, common region	Proximity, similarity, common region
Does the interface rely more on recognition or recall	Recognition. The information on the interface can be	Recognition. The information on the interface can be

	recognized through the plus icon and text description while hovering.	recognized through the plus icon and text description while hovering.
Does the feature visual feedback	Yes. The icon and the text description would change after adding to the watchlist.	Yes. The icon and the text description would change after saving a movie.
How does the feature focus the user's attention	Yes. The visual feedback and animation helps with user's focus	Yes. The visual feedback and animation helps with user's focus
Is the feature aesthetically pleasing with minimalistic design?	Yes. The feature is aesthetically pleasing to use. There is no unnecessary step that requires the user to do. It is minimalistic.	Yes. The feature is aesthetically pleasing to use. It is minimalistic and straightforward without irrelevant steps.

*Table 4. Feature 2 comparison*

## User Profiling

The target audience of a streaming platform like Netflix application could be from diverse age groups and demographics. Overall, the audience are people who enjoy streaming and watching movies. Netflix does not require the user to have a technology background to use since its design is minimalistic and efficient to use. The requirement is that they have to have internet connectivity and just have a general understanding of digital devices. Any other aspects such as ethnicity, heritage, regions, or age are not relevant in the target audience.

Here are the three personas covered for Netflix application.

### Persona 1



**Persona 1 Figure.** Customer service representative

Bobby Hemingway is a thirty years male old who works as a customer service representative for a finance company Hendy. He lives alone in Bloomington, Indiana. Bobby works all day from nine to five at the company helping with recommending services and customer issues for customers. Bobby loves his dog and enjoys his time at home with his friend after work. He usually does not go outside to socialize and meet other people.

**Goals:**

- Bobby wants to find entertainment at home through his smart television.
- Bobby wants to look for a personalized streaming service on his television so that he can watch shows similar to his preferences.

**Persona 1 Scenarios**

1. After a stressful day dealing with customers, Bobby really wants to go home with his dog and lay on his couch watching a comedy tv show to have a good laugh. Dave turns on Netflix which he has a subscription to watch his favorite comedian Dave Chappelle. He really enjoys the peaceful night with his dog laying near him.
2. Bobby has been working hard over the years, and he has not spent much time traveling. He really wants to understand other countries. Therefore, he goes on Netflix and looks for the Documentaries category. He sees a tv show called “Midnight Asia: Eat, Dance, Dream” and plays it on his television. He could learn about the nightlife of different countries in Asia.

**Persona 2**



### ***Persona 2 Figure. Chef***

Alfredo Linguini is an Italian forty-five chef who works at a multi culinary restaurant in Rome, Italy. He is very passionate about food and cooking in general. He lives with his wife and two daughters. He usually spends time afterwork with his family watching tv shows. On weekends, Eddy and his wife really enjoy experimenting with different ingredients and cooking styles whenever they have free time.

#### **Goals:**

- Eddy wants to find a cooking show about different cuisines to learn more about food.
- Eddy wants to watch professional chefs cook so that he can improve his cooking skill.

#### **Persona 2 Scenarios**

1. After finishing his job, Eddy goes home to his family and enjoys his time with them. They gather in front of the television and Eddy turns on his television then access Netflix. He browses through different cooking shows and sees the show “Street food: USA” is very interesting. Eddy has not been to the US before and would like to bring his family someday. He plays that show for his family to enjoy the US cuisine and study about the new food culture..

2. On weekends, while the kids are with their grandparents, Eddy and his wife turn on Iron Chef on Netflix to watch worldwide famous chefs competing with each other. It is an opportunity for Eddy to learn from all those chefs and take notes. He would really like to experiment with different techniques and ingredients so that maybe he would put it on the menu of his restaurant.

#### **Persona 3**



**Persona 3 Figure. Sales Manager**

Elena Nilah is a twenty six years old sales manager who traveled a lot for her work to do trade and business. She lives with her boyfriend in San Francisco, California, but because of her work, they are usually only able to see each other at home on weekends. Therefore, they really enjoy their time and relax together after the weekdays work. They usually stay at home and movie together at night.

#### **Goals:**

-Elena wants to find a streaming service so that she could go back where she left with the little time spent watching with her boyfriend.

-Elena wants to save movies so that she can watch them with her boyfriend.

#### **Persona 2 Scenarios**

1. After long weekdays of traveling for work, Elena really misses her boyfriend. She goes home at night and sees her boyfriend surprise her with a home cooked meal that her boyfriend has prepared. She is very happy and enjoys dinner with him. Afterwards, they drink wine and turn on their projector screen to watch movies on Netflix. They are in the mood for a romantic movie, so she turns on a “Purple Heart” that they saved last week. They watch the movie and have a fun night together.

2. Elena really has been baking and trying different types of cookies and cakes. On every Saturday afternoon, she turns on Netflix and watches the show “The Great British Baking Show”. For this week, she prepares all the ingredients then follows along with the recipe “Paul Hollywood Red Velvet Cake”. She creates the cake and tries it together with her boyfriend. She does not enjoy it as much as her boyfriend.

## **Usability metrics**

Usability metrics help to evaluate how easy and effective the product is for users. Those metrics are ways to track the performance of the user interface and design. In this section, we

will go over the Effectiveness, Efficiency, Learnability, Memorability and Accessibility types of usability metrics to evaluate Netflix application

### **Effectiveness**

Netflix is very effective with its personalized functionality for recommendation on the application. It is one of the main reasons to use their service and what the company is popular for. Their suggestion involves complicated algorithms and machine learning to help users discover great fitting content since there are a lot of movies and TV shows on Netflix. There are many features that Netflix utilizes to gather from users' behaviors to help with the personalization such as rating feature, movies view habit or saving list. Thus, decrease the time searching and focus more on enjoying the audience.

### **Efficiency**

Netflix features are highly efficient in their design. They do not require the users to do complex tasks. The interface is focused on being simple and straightforward such as icons or text description that explain every function or element's organization. For example, the saving button function helps to save all the movies to watch later. Next time, when users open up the application, they can see the appearance of the "My List" section and understand that it contains the movies they have saved.

### **Learnability**

Documents are stored on the Netflix website instead of the application that users are using. Therefore, it is not really helpful if the users want to look into help. However, the features are pretty easy to use and understand. The interface is easy to navigate where sections are all already divided for the users to perceive. Overall, the learnability of the application is not hard through its design and totally for the users to complete the steps.

### **Memorability**

With its easy to use and minimalistic design discussed, it does not involve any complex steps while using the application. The interface also contains essential and efficient icons or text that help users to understand. Therefore, Netflix does not require users to learn how to use its application.

Furthermore, it is a personalized app for each account; therefore, when visiting after a long time, all the users' data are still there

### **Accessibility**

There are many features on Netflix that allow users accessibility control. It includes subtitles for users to read dialogue if wanted or needed. Members from all over the world can watch movies that are different from the native language with subtitle language change. Furthermore, the settings also contain font size control, playback speed controls, brightness controls and audio descriptions that allow people with disabilities to watch or just to fit with their suit.

## User requirements

Some slight design requirement or changes that could help bring improvement to Netflix:

### Feature 1:

For the dislike and like feature of Netflix, since it is related to the recommendation system of Netflix, there should be a list that contains movies users have rated before. There currently is no list representing those rated results. It is only shown when clicking on an image, therefore it is not possible for the users to know what they have rated. Users may change their mind on a movie or they like a genre but not that specific movie. Because rating a movie could affect the movie types that are recommending them, there should be options for them to relook. Therefore, we can contain on the icon image the rating result or have a list that contains all rated movies. It would prevent any errors or unexpected results in the recommendation system.

### Feature 2:

-The “My List” category if it contains movies should always be at the top or near the top when the users open the application again. After saving a movie, the watchlist contains that movie. However, sometimes, the “My List” category after saving and opening is somewhere down below. This requires users to scroll down more and take some time or maybe not remember it. Also, it is a good priority to put it near, if not, the top for users for reminding.

-As discussed in the evaluation, the status of the adding button may be confusing for the user to use. Since the indicator button could state the current status of the saving feature or the result after clicking, it could be better to include a simple text description while hovering. After adding, it could be at a check button to show the status, but show an x button while hovering to show the result of the action. It would give clearer indicators for the user while using the feature and reduce unexpected results.

### Other:

Similar to the “My List” category in Feature 2, there are other lists that are important to be at the top such as “Top Picks for ...”, “Continue Watching for...”. The same issue is that it could appear somewhere at the bottom of the users’ main page, even if it might be useful and top priority for users. Looking at the top of Netflix still has open space, having a bar containing those important categories when clicked is useful since it helps direct or scroll to those categories. Another recommendation is to always put all those categories at the top. Those strategies help reduce time taken to find those high priority categories.

## What did you learn from this project?

This project helps me to understand different aspects when evaluating a user interface and design of an application. I have an opportunity to apply my Human Computer Interaction theories and knowledge to an application with a well-known UI/UX design. Furthermore, I learn how to approach evaluating features step by step, which gives me further understanding of functionality and usability through principles such as Gestalt or Fitts Laws. It leads me to realize

flaws or improvements that could be made on those features. Through the Comparative study, it shows me that there are many ways to build features with different designs and interfaces. Even though there are differences, they also tried to serve the same purpose; there are also definitely better designs and easy to use between their differences. For the heuristic review, I understand how to evaluate the performance and keep the application on a certain standard. After writing about the user profiling, I could see the importance and necessary of it to identify clearly situations that the product could be used so that the application could apply strategies for improvement.

## Reference

Coombs, A., & Arcand, J. (2022, May 19). 3 reasons why women make great salespeople. Work It Daily. Retrieved October 17, 2022, from <https://www.workitdaily.com/women-make-great-salespeople>

Deno, C. (2021, January 24). Top 10 most famous Italian chefs. Nerdy Foodies. Retrieved October 17, 2022, from <https://nerdyfoodies.com/famous-italian-chefs-3427.html>

DragonImages. (n.d.). Smiling businessman using headset when talking to customer. iStock. Retrieved October 17, 2022, from <https://www.istockphoto.com/photo/businessman-in-headset-gm519425930-90524743>

Hulu. (n.d.). Retrieved October 17, 2022, from <https://www.hulu.com/>

Mason Crest, an imprint of National Highlights, Inc. (2019). Amazon video. Amazon. Retrieved October 17, 2022, from <https://www.amazon.com/Amazon-Video/b?ie=UTF8&node=2858778011>

Netflix knows how Long you spend searching. Oxbridge Applications. (n.d.). Retrieved October 17, 2022, from <https://oxbridgeapplications.com/kyc/netflix-knows-how-long-you-spend-searching/#:~:text=Internal%20research%20by%20Netflix%20has,looking%20and%20do%20something%20else>

Netflix. (n.d.). Retrieved October 17, 2022, from <https://www.netflix.com/>

World Leaders in Research-Based User Experience. (n.d.). 10 usability heuristics for user interface design. Nielsen Norman Group. Retrieved October 17, 2022, from <https://www.nngroup.com/articles/ten-usability-heuristics/>

## Appendix



Figure 1 Netflix main page

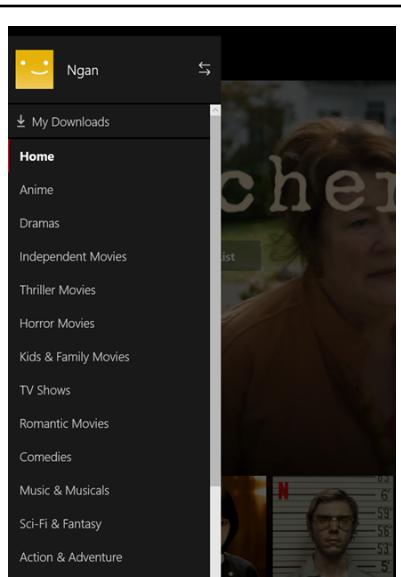


Figure 2 Select categories

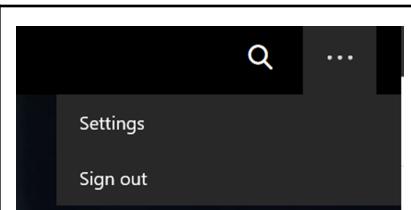


Figure 3 Top right search and setting options

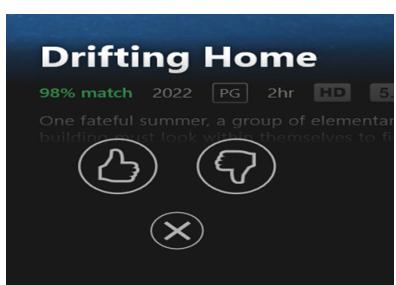


Figure 4 Netflix rating option

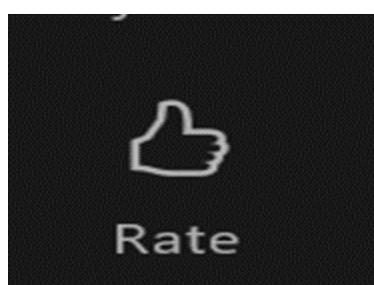


Figure 5 Netflix Before Rate

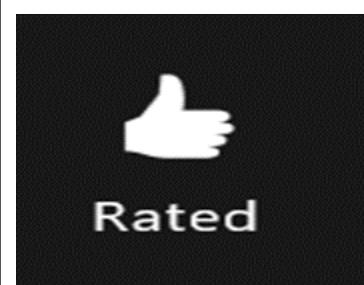


Figure 6 Netflix After Rate

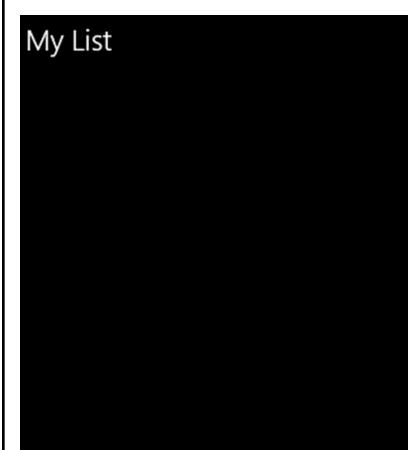


Figure 7 Empty List

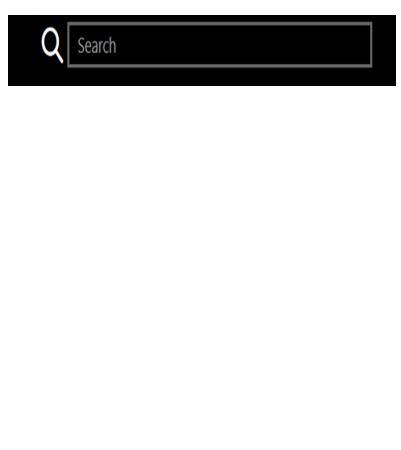


Figure 8 Search button

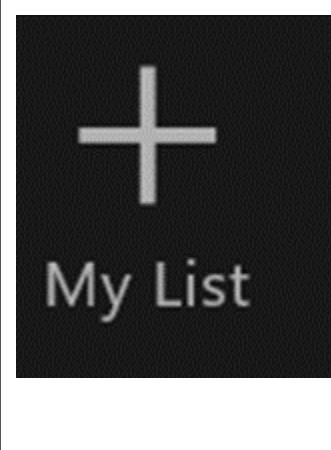
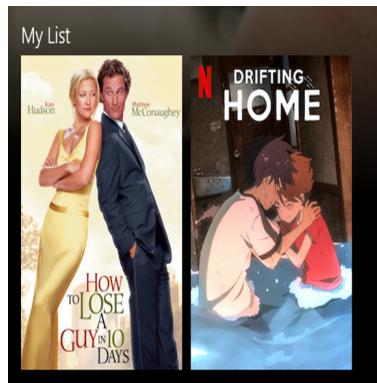


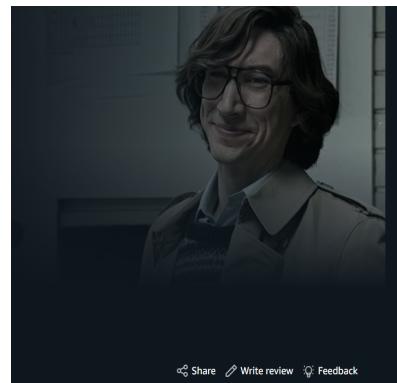
Figure 9 Before saving



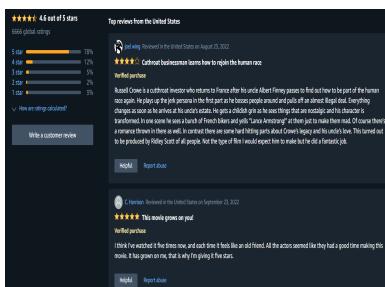
**Figure 10** After Saving



**Figure 11.** Saved Watchlist



**Figure 12** Amazon write comment



**Figure 13.** Amazon comment section

Create Review

The Marvelous Mrs. Maisel - Season 4

Overall rating

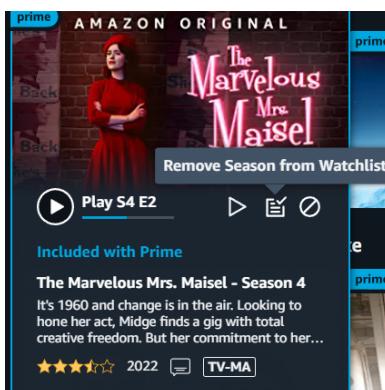
Add a headline

Add a written review

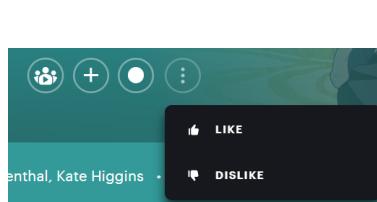
**Figure 14.** Amazon create comment



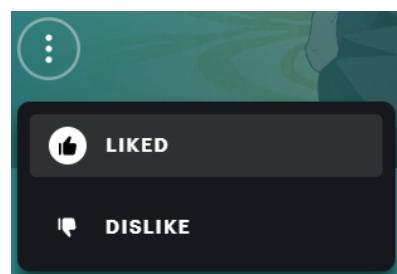
**Figure 15.** Amazon Add show



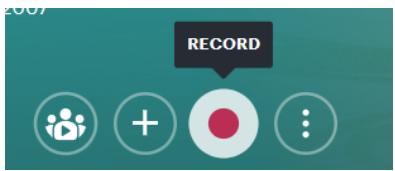
**Figure 16.** Amazon Remove show



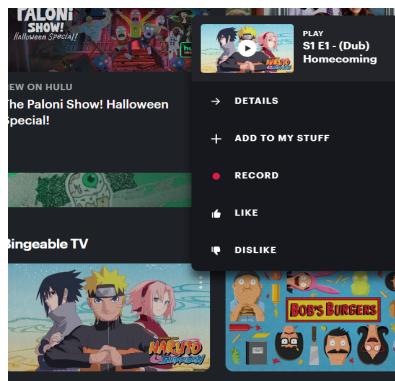
**Figure 17.** Hulu Rate



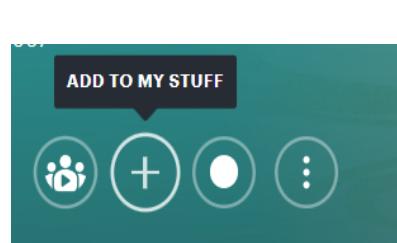
**Figure 18.** Hulu After Rate



**Figure 19.** Hulu text



**Figure 18.** Hulu threedots



**Figure 19.** Hulu text before saving



**Figure 20.** Hulu icon after saving



**Figure 21.** Hulu text and icon hovering after saving