

Universidad Carlos III

User Interfaces 2017-18

Case study  
Course 2017-18

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1. **Introduction**

This practice consists on the design, implementation and analysis of a video stream web page. To do so, we will create a prototype with some online tools, implement it writing code and analyzing the heuristic and the patterns used, and all will be reported in this document.

This document is organized into several parts. The first one is an introduction, which explains the practice and the organization of the document. The second one specifies the main goal of the system, providing a full description of the web page and the functionalities that the web page has. In the third part, which is the analysis and evaluation part, the end users are described with the illustration of three personas, and the heuristics and patterns of similar websites in which ours is based on are explained. The fourth part is where the design and the main goal of the two previous prototypes are shown, where the fifth one specifies the reasons of the design of the new prototype, as well as the Nielsen’s heuristics and Van Duyne patterns that have been applied. In the sixth part, the technology used to implement the webpage is explained, and in the seventh part, the whole implementation process is described. Finally, a final conclusion and personal opinion is given in the eighth part.

1. **Main Goal of the system**
   1. **Description**

The webpage implemented is a video streaming web page. Therefore, the main goal of the system is to provide to the end users an online service in which they can watch series and movies, most of them oriented to kids, so that all the family sit together to watch a film or a movie whenever they want. Also, the end users will have the possibility to create playlists, in which they can store their favorite episodes and movies, and share them with other users.

* 1. **Functionalities**

The webpage supported two modes of being there, otherwise it can be used with or without a subscriptions.

Not subscribed users have less available functionalities and opportunities. So in this mode it will work not fully. They can navigate published videos and basic information about them such as descriptions, amount of likes, dislikes, sharing, titles and how many people have seen this current video. Also search videos related to a specific topic with search system which is built inside of the website for using it easy and without confusing and also create an account and then sign in to the system.

When the user is logged to the system, here we can notice bigger range of various functionalities. Keeping functionalities which has unregistered user and much more. Additionally, they can interact directly with the videos (likes, comments, sharing in other social networks), save favorite videos to the playlists, which are created by that user, subscribe playlists from other users. In creating playlist process will be available three options such as private list which nobody can follow, public list which are visible for everybody and collaborative list where other users can participate and add different content.

1. **Analysis and evaluation**
   1. **End users description**

As the case study webpage is very similar to the second prototype one, we can use the same personas explained in the third exercise to understand the needs and motivations of the final users. Also we took the idea to divide our home page to different categories which will be interesting for users including popular content and so on.

Now is so difficult to find the website which works only for children without forbidden content for under 18. And parents sometimes don’t allow touch computer and serf into internet because of this kind of content. It was inspired us to give children opportunity to introduce for themselves a new world and to be sure that the parents are calm about that and they don’t need to be nervous. Our website does support this mode and we have special private policy for children.

We tried to satisfy the users’ needs by supporting a big range of functionalities and by friendly and lovely design for children in order they know that this space for them, to make their feelings special.

We developed these pages:

* Home page

Here the user can use search system, menu, sign in/out depends on current status being on website, see his profile picture if is is, and also by clicking on video it will provide the user to play page with appearing the clicked video before in bigger dimension and with corresponding information about, and also related videos to this current video.

* Play page

Here the user can see the video was selected by him , additional information about , interact with this information if the user is registered and leave the comments about current video. Also user can add favorite videos to the playlist.

* Playlist page

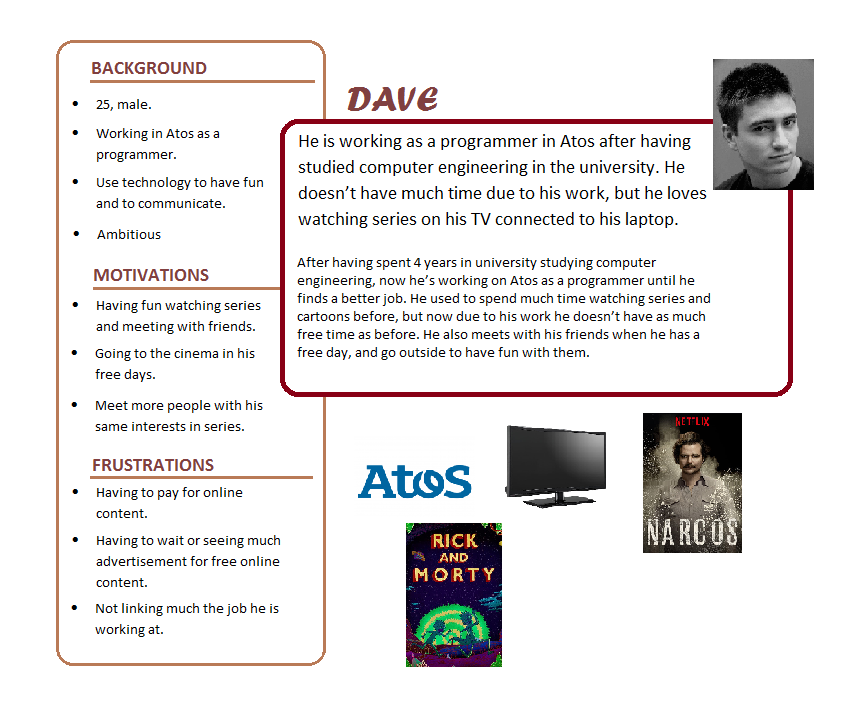
Here the user can create the playlist , which can be private, public and collaborative list. Then here the user has playlists created by him and following playlists from other users. By clicking on this videos the user also will be moved to play page to watch this video in bigger dimension.

Here user

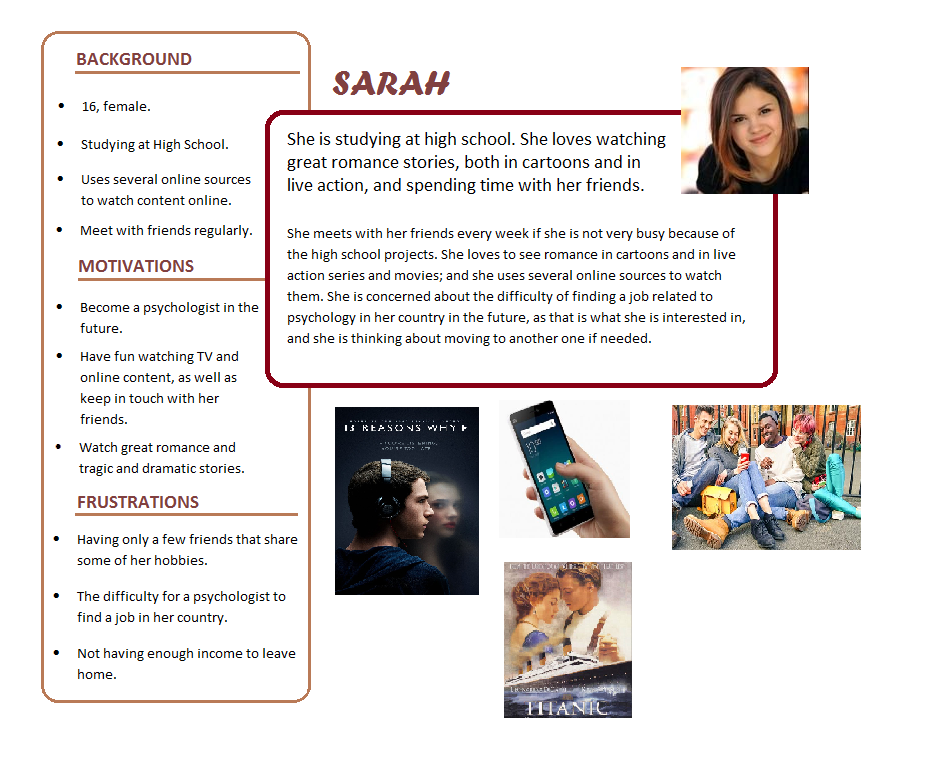
* Sign in
* Sign up
* Congratulations pages - to welcome users to our website as registered users

For economy our memory on computer we just have used the pictures of these videos to make it more real and at the same time minimize cost of memory.

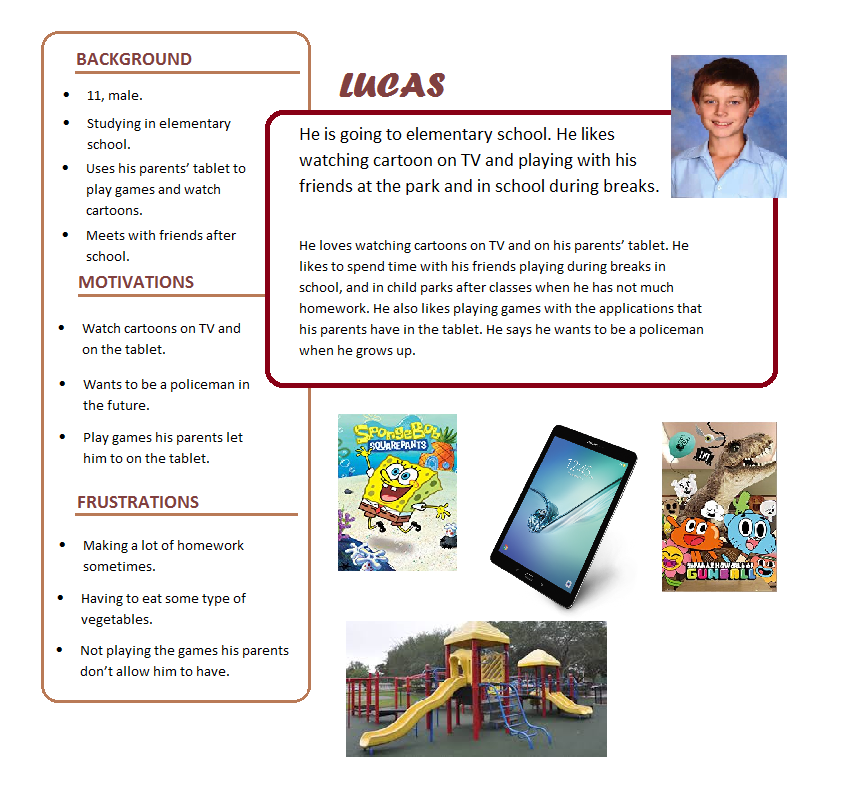
* **Persona 1: Dave**



* **Persona 2: Sarah**



* **Persona 3: Lucas**

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* 1. **Analysis and evaluation of similar webpages**

1. **Previous prototypes**
   1. **Prototype 1**
      1. **Main goal**

The first prototype, which was “Tubevision”, had the following main goal, which was explained in the third exercise:

“\*Tubevision\*, our video content platform, is a multimedia website for a diverse audience of users. Designed as an easy-to-use website, it features the ability to browse for content by category and to search for content through the use of a search box. Users to the website must subscribe in order to access the video content on the website, which spans from user-uploaded videos to TV streaming content to movies/films. In addition, \*Tubevision\* is accessible via a mobile device or a traditional desktop computer.

The webpage is monetized through two forms: 1) premium subscriptions and 2) pre-content video ads. Premium subscriptions are paid versions of subscription accounts which enables special features not available to non-premium subscribers, such as unlimited offline video downloads, unlimited movies, speech interface, and video advertisement-free content. Instead of invasive display ads on the side panel, non-premium users are shown short video ads spanning several seconds before their selected video content plays.”

* + 1. **Design**
  1. **Prototype 2**
     1. **Main goal**

The second prototype, which was “ScoobyMovie”, had a much more similar main goal to this final website. It was also a video streaming website for children, where they can watch films and series oriented to them, and create playlists to save their favorite videos and share them with other people through social media. They can also leave comments and likes on the videos. The most notable difference between this website and “ScoobyMovie” is the design, which is totally different.

* + 1. **Design**

1. **New prototype**
   1. **Design Reasons**
   2. **Nielsen’s Heuristics**
   3. **Van Duyne Patterns**
2. **Used technology**

We decided to do our website for real as much as possible. So for achieving this goal, we needed to install a local server, in our case is XAMPP. For communicate with server part from out computer we used PHP language. Then to storage our data we needed database. We use SQL and inside of our database we have created necessary tables for that with appropriate relationship between them according to this specific website. And also to do our website dynamic means without reloading pages each time when the user works with any functionalities. For this and others reasons as CSS we used JavaScript – dynamic frontend language. In our website works registration system with encrypted password where the users don’t need wonder about if the account will be hacked, it is safe. Also there working the sign in system where the user can enter to his account and discover for him more functionalities and opportunities. To log in to the system our website use database so the users data will be remembered and when the user wants to log in it will show all of the information which was stored about this user.

1. **Implementation Process**

In final prototype we followed the number two, because after defined the main goal in our case is for children , it will be easier for them use and enjoy watching videos. But several parts we took from first prototype such as about us, help, more friendly and lovely design which will be more suitable for our desired users.

1. **Conclusion and Personal Opinion**