Usability and User Experience Comparison: Netflix vs. Amazon Prime Video

RASHADUL NAFIS RIYAD

Malaysia- Japan Institute of Technology, Bachelor of
Computer Science (Software Engineering), School of Computing,
University Technology Malaysia, Kuala Lumpur, Malaysia

Email: rashadulriyad@graduate.utm.my
Phone: +60196154882

ABSTRACT

Subscription streaming services play a crucial role in the entertainment aspect. A reliable study is required to compare these applications based on their usability factors. This study presents a usability evaluation of two popular streaming platforms, Netflix and Amazon Prime Video, focusing on content discovery, recommendation accuracy, video playback quality, etc. The research uses a customized System Usability Scale (SUS) and survey to assess each platform's strengths and challenges in navigation and user satisfaction. Findings indicate that Netflix's streamlined interface provides a superior browsing experience, whereas Amazon's personalized recommendations offer enhanced content engagement. Recommendations for improving each platform are provided to enhance user experience and satisfaction.

General Terms

This study aims to compare the usability and user experience of two popular streaming platforms, **Netflix** and **Amazon Prime**. The focus is on three core elements critical to streaming platforms: content discovery, recommendation accuracy, and video playback quality etc.

Keywords

Amazon Prime, Netflix, Subscription Streaming, Survey evaluation, Usability, User Interface

1. INTRODUCTION

Usability is a measure of how well a specific user in a specific context can use a product/design to achieve a defined goal effectively, efficiently, and satisfactorily [1]. Designers usually measure a design's usability throughout the development process from the wireframe to the final deliverable to ensure maximum usability [1]. Streaming platforms have become essential for entertainment, providing easy access to diverse media content. As the user experience is pivotal in retaining subscribers, this study evaluates Netflix and Amazon Prime video by comparing their usability features. This research aims to identify the effectiveness of each platform's user interface and its impact on overall satisfaction.

Nowadays, the internet makes every aspect of entertainment like watching movies, series, comedy shows, etc., easier to watch and we don't need to download all the things or buy a CD drive. We just need to pay money for streaming platforms like Netflix, Amazon Prime, and others, we can stream all our favorite content through these applications. Amazon and Netflix are the rivals in the present trend and most people are using these applications. We are also the users of these applications, and we found many issues while using these applications like:

1. The Amazon Prime application search engine is not good enough because it shows unrelated data compared to Netflix [2].

2. Netflix requires a very less amount of bandwidth to stream a video, but Amazon Prime requires a lot of bandwidth [2].

3. The video quality on Amazon Prime is not good while we are streaming but if we download the video the video quality will be fine [2].

Because of these issues, it makes us more enthusiastic to take up this project as our bachelor's thesis. And we started researching this topic to find out if anyone had already done this or not. We found that only very little research is available on the internet on this topic and the research which is already done is also related to the cost and content only. A few types of research are done based on usability, but they are done completely without using any usability principles [3] [4]. And we decided to do research on the usability of these applications in depth.

1.1 Aims and Objectives
This work aims to determine which application between Amazon Prime Video and Netflix provides the best user experience by applying survey evaluation. Objectives are as follows:

- Studying and using both applications Amazon Prime Video and Netflix and then finding the importance of both.

- Exploring all the features of these applications.

- Watching a video, downloading any content from the applications, etc.

- Making a survey questionnaire

- Finding the various categorized people for the survey, i.e., basic, moderate, and professional users of both apps.

- Conducting a survey and gathering all the responses from the users.

- The survey responses from users will be analyzed.

1.2 Research Question
The following is the research question:

• Which streaming application between Amazon Prime Video and Netflix, serves the best usability with the help of survey evaluation from the user perspective?

Motivation: It is important to know what the user feels while using these applications, so we like to find the best application between the two from the user perspective by using the survey evaluation [5].

1.3 Motivation

The motivation behind this thesis is to review and advance user experience in streaming platforms mainly through Netflix and Hulu. The fact that streaming services have become the main entertainment providers compels rich and user-friendly functionality, for it is the only way to hold on to users and to make them happy. This survey investigates the way important usability features like content discovery, personalized recommendations, and video playback quality engage and satisfy users. Emphasizing the strengths of each platform and learning from them in the area that must be improved, the thesis tries to extend the world of HCI, demonstrating with concrete examples the insights that could be of use to the designers to make the users' experience better over the full digital landscape.

1.4 Key Findings

The main findings of this thesis are the usability of Netflix and Amazon Prime which are good and bad based on the criteria of user experience. Netflix is good at providing a clear and simple interface that makes it easy to use, and users can easily find and watch movies that they like. It is algorithms are smart at suggesting the best-matching content, resulting in the users' young engagement. In contrast, Amazon Prime lends a more personal and genre-centric recommendation approach, which is sometimes overdone to users leading to complexity in the interface. Both allow for easy video playback; however, Netflix is more efficient in dealing with these tasks. These findings emphasize the trite saying of how design should be utilized by streaming platforms to be both usable and pleasurable.

1.5 Scope

The purpose of this thesis is to assess the usability of Netflix and Amazon Prime with respect to important aspects of user experience and provide a comparison between the two. The research addresses aspects that include content discovery, accuracy of recommendations, and quality of video playback etc. It is expected that by examining these aspects, the analysis will shed light on the interface structure, ease of navigation, and effectiveness of users' tailoring of the two systems' designs. This evaluation entails employing a modified version of the System Usability Scale (SUS) questionnaire which allows for the performance measurement to be expressed as a number. The scope, however, is confined to the evaluation of the two platforms' desktop versions only and does not consider their mobile or tablet versions in bent towards ensuring a narrow focus in a particular user environment.

1.6 Background

1.6.1 Subscription Streaming Service:

An over-the-top media service is a streaming service offered directly to viewers via the Internet. OTT bypasses cable, broadcast, and satellite television platforms, the companies that traditionally act as controllers or distributors of such content. Most of these services are owned by a major film studio. Some streaming services started as add-on to Blu-ray offerings, which are supplements to the programs watched [6]. Streaming is an alternative to file downloading, in which the end-user obtains the entire file(s) for the content before watching or listening to it [6]. A client end-user can use the media player, computer, mobile phone, and smart TV to start playing digital video content before the entire file has been transmitted. Users will need an Internet connection to stream or download video content. Users who lack compatible hardware or software systems may be unable to stream or download certain content [6].

1.6.2 Amazon Prime Video:

Amazon Prime Video, or simply Prime Video, is an American subscription platform. Amazon's video-on-demand over-the-top streaming and rental service is offered as a standalone service or as part of Amazon's Prime subscription [7]. The service primarily distributes films and television series produced by Amazon Studios and MGM Holdings or licensed to Amazon, as Amazon Originals, with the service also hosting content from other providers, content add-ons, live sporting events, and video rental and purchasing services [7]. Operating worldwide, the service may require a full Prime subscription to be accessed. In countries such as the United States, United Kingdom, and Germany, the service can be accessed without a full Prime subscription, whereas in Australia, Canada, France, India, Turkey, and Italy, it can only be accessed through a dedicated website [7].

Prime Video additionally offers a content add-on service in the form of channels called Amazon Channels, or Prime Video Channels, which allow users to subscribe to additional videos. subscription services from other content providers within Prime Video [7].

Launched on September 7, 2006, as Amazon Unbox in the United States, the service grew with an expanding library and added the Prime Video membership upon the development of the Prime subscription [7]. It was then renamed Amazon Instant Video on Demand. After acquiring the UK-based streaming and DVD-by-mail service Love Film in 2011, Prime Video was added to the Prime subscription in the United Kingdom, Germany and Austria in 2014, available on a monthly subscription of £/€7.99 per month, continuing the plan of Love Film Instant [7]. The service was previously available in Norway, Denmark, and Sweden in 2012, but was discontinued in 2013. On April 18, 2016, Amazon split Prime Video from Amazon Prime in the US for $8.99 per month [7].

On December 14, 2016, Prime Video launched worldwide (except for Mainland China, Cuba, Iran, North Korea, Russia, and Syria) expanding its reach beyond the United States, United Kingdom, Germany, Austria, and Japan [7]. Among the new territories, the service was included with Prime in Belgium, Brazil, Canada, France, India, Ireland, Italy, Poland, and Spain, while for all other countries, it was made available for a monthly promotional price of $/€2.99 per month for the first six months and $/€5.99 per month thereafter [7].

1.6.3 Netflix:

Netflix, Inc. is an American subscription streaming service and production company. Launched on August 29, 1997, it offers a film and television series library through distribution deals as well as its productions, known as Netflix Originals [8]. As of March 31, 2022, Netflix had over 221.6 million subscribers worldwide, including 74.6 million in the United States and Canada, 74.0 million in Europe, the Middle East, and Africa, 39.9 million in Latin America, and 32.7 million in Asia-Pacific [8]. It is available worldwide aside from Mainland China, Syria, North Korea, Russia, and Crimea. Netflix has played a prominent role in independent film distribution and is a member of the Motion Picture Association (MPA) [8].

Netflix can be accessed via the internet browser on computers, or via application software installed on smart TVs, set-top boxes connected to televisions, tablet computers, smartphones, digital media players, Blu-ray Disc players, video game consoles, les and virtual reality headsets on the list of Netflix-compatible devices [8]. It is available in 4K resolution. In the United States, the company provides DVD and Blu-ray rentals delivered individually via the United States Postal Service from regional warehouses [8].

Netflix was founded on the date by Reed Hastings and Marc Randolph in Scotts Valley, California. Netflix initially both sold and rented DVDs by mail, but the sales were eliminated within a year to focus on the DVD rental business. In 2007, Netflix introduced streaming media and video on demand [10]. The company expanded to Canada in 2010, followed by Latin America and the Caribbean. Netflix entered the content-production industry in 2013, debuting its first series House of Cards. In January 2016, it expanded to an additional 130 countries and then operated in 190 countries [8].

The company is ranked 115th on Fortune 500 and 219th on Forbes Global 2000. It is the second-largest entertainment/media company by market capitalization as of February 2022. In 2021 [8], Netflix was ranked as the eighth-most trusted brand globally by Morning Consult. During the 2010s, Netflix was the top-performing stock in the S&P 500 stock market index, with a total return of 3,693% [10].

Netflix is headquartered in Los Gatos, California, in Santa Clara County, with the two CEOs, Hastings and Ted Sarandos, split between Los Gatos and Los Angeles, respectively. It also operates international offices in Asia, Europe, and Latin America including [8] in Canada, France, Brazil, Netherlands, India, Italy, Japan, South Korea and the United Kingdom. The company has production hubs in Los Angeles, Albuquerque, London, Madrid, Vancouver r, and Toronto. Compared to other distributors, Netflix pays more for TV shows upfront but keeps more "upside" (i.e. future revenue opportunities from possible syndication, merchandising, etc.) on big hits [8].

1.7 Outline

All the contents in the report are described like chapter-wise, in the first chapter the basic overview of the problem is explained. In the second chapter related work regarding the usability of subscription streaming services is explained. In the third chapter how the survey evaluation is conducted is explained. In chapter four the results are taken from the survey, and evaluation is explained. In chapter five based on the results discussion is done and in chapter six analysis of the results is done and finalized the conclusion.

2. METHOD

This section gives an idea about how the Subscription streaming services are evaluated with the help of a survey evaluation. The survey evaluation method is used to find out which application provides the best user experience between Amazon Prime Video and Netflix. The survey is conducted for more than 20 people and the survey questions are shared using WhatsApp and Gmail. The users are provided with a link that will navigate to the google forms and it consists of the questions that we framed. The users will complete the survey and all the responses will be noted then based on the responses we will conclude the result. The entire survey and the evaluation is done on the laptops with the following specifications:

• Windows 11 Home 64bit

• 8 GB RAM

• Intel Core i3 11th generation

2.1 Survey Evaluation

The survey evaluation is the scientific method we used for comparing both applications to know what the users feel regarding the usability experience of these applications by using this method. We can find which application the user likes to use between these. The survey evaluation is done, such as questionnaires, which aim to identify usability problems by using Google Forms. Google form consists of a few basic multiple-choice questions. We chose at least twenty participants for the survey. We will probably send Google forms to the participants through WhatsApp or Gmail. It consists of 10 different questions about the experience that the users had with the system related to content discovery, recommendations and video playback experience etc.

Questions which we ask for the survey are listed below:

Survey Question 1:

Which platform accurately suggests new content based on your viewing history?

Survey Question 2:

Which platform gives you better navigation like going to the next or previous page or exit?

Survey Question 3:

Which platform provides advanced features (e.g., watchlists, personalized collections) make it easy to track your favorite content?

Survey Question 4:

Which platform provides useful, high-quality recommendations that matched your preferences?

Survey Question 5:

Which platform recommended content felt irrelevant or repetitive?

Survey Question 6:

Which platform provides better search and filter tools to efficiently locate specific content?

Survey Question 7:

Which platform loads content without interruptions, even during peak hours?

Survey Question 8:

Which platform you rarely face technical issues when using playback on different devices?

Survey Question 9:

Which platform's playback quality adapts efficiently to network changes?

Survey Question 10:

Which platform's interface during playback is intuitive and does not disrupt your viewing experience?

3. RESULTS AND ANALYSIS

In this chapter, the results are shown based on the responses received from each user in the survey evaluation. We received 25 responses, which mean 25 people have participated in the survey which is conducted. And the exact responses are taken from the users and the results are shown here in the form of screenshots: the questions are made a way of options choosing type because the users may feel uncomfortable doing the survey. We represented 10 questions in the survey, and we showed the results of each question one by one.

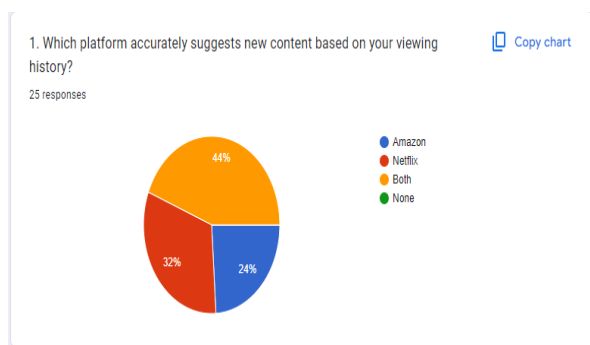Question 1 Along with the responses:

Figure 1: Survey question 1 response

Here we can see the responses are represented in the pie-chart, here we are asking the users which application interface is copied from any other application so, more the sort. Here we can see that 24 % of the people are supporting Amazon Prime Video, 32% of the people are supporting Netflix and for this

question, 44% of the people support both applications, now let's see the result of this question by considering the individual result of each application and considering the "Both" options.

Amazon Prime Video = 24% + 44% = 68%

It means 68% of the people are saying that the application interface is like other applications. We are taking the percentage into the points to represent so the points related to it is 6.8.

The actual score of Amazon Prime Video is = 6.8

Now let's see the Netflix score for this question, 32% of the people are supporting this question individually and 44% of people are supporting Netflix indirectly now let's find the score of Netflix.

Netflix = 32% + 44% = 76%

It means 76% of the people are saying that the application is like other applications. We are taking the percentage into the points to represent so the related points for it are 7.6.

The actual score of Netflix is = 7.6

So, by this result for question 1 based on the responses from the survey Netflix won.
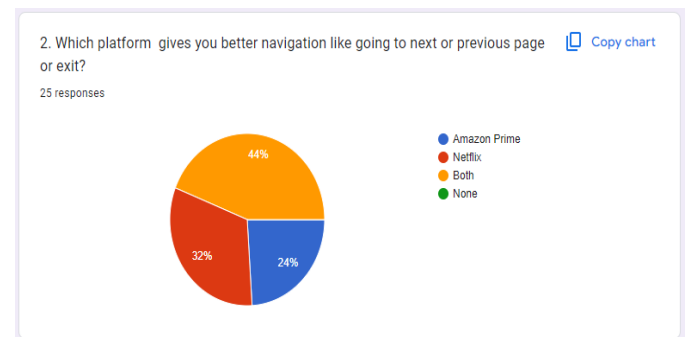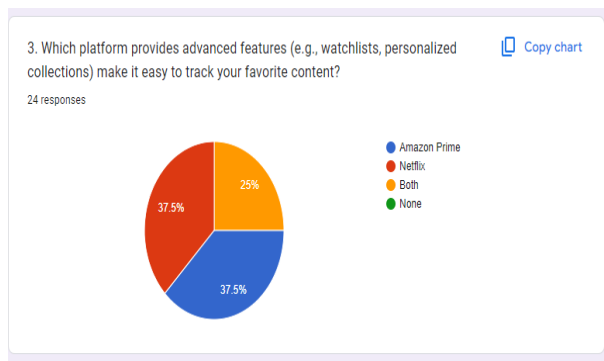
Question 2 Along with the responses:

Figure 2: Survey question 2 response

Here we can see the responses are represented in the pie-chart, here we are asking the users which application interface is copied from any other application so, more the sort. Here we can see that 24 % of the people are supporting Amazon Prime Video, 32% of the people are supporting Netflix and for this question, 44% of the people support both applications, now let's see the result of this question by considering the individual result of each application and considering the "Both" options.

Amazon Prime Video = 24% + 44% = 68%

It means 68% of the people are saying that the application interface is like other applications. We are taking the

percentage into the points to represent so the points related to it is 6.8.

The actual score of Amazon Prime Video is = 6.8

Now let's see the Netflix score for this question, 32% of the people are supporting this question individually and 44% of people are supporting Netflix indirectly now let's find the score of Netflix.

Netflix = 32% + 44% = 76%

It means 76% of the people are saying that the application is like other applications. We are taking the percentage into the points to represent so the related points for it are 7.6.

The actual score of Netflix is = 7.6

So, by this result for question 2 based on the responses from the survey Netflix won.

Question 3 Along with the responses:

Figure 3: Survey question 3 response

Here we can see the responses are represented in the pie-chart, here we are asking the users which application interface is copied from any other application so, more the sort. Here we can see that 37.5 % of the people are supporting Amazon Prime Video, 37.5% of the people are supporting Netflix and for this question, 25% of the people support both applications, now let's see the result of this question by considering the individual result of each application and considering the "Both" options.

Amazon Prime Video = 37.5% + 25% = 62.5%

It means 62.5% of the people are saying that the application interface is like other applications. We are taking the percentage into the points to represent so the points related to it is 6.25.

The actual score of Amazon Prime Video is = 6.25

Now let's see the Netflix score for this question, 37.5% of the people are supporting this question individually and 25% of people are supporting Netflix indirectly now let's find the score of Netflix.

Netflix = 37.5% + 25% = 62.5%

It means 62.5% of the people are saying that the application is like other applications. We are taking the percentage into the points to represent so the related points for it are 7.6.

The actual score of Netflix is = 6.25

So, by this result for question 3 based on the responses from the survey Both won.
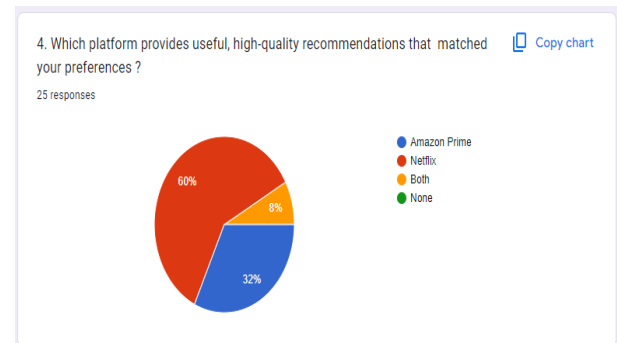
Question 4 Along with the responses:

Figure 4: Survey question 4 response

Here we can see the responses are represented in the pie-chart, here we are asking the users which application interface is copied from any other application so, more the sort. Here we can see that 32 % of the people are supporting Amazon Prime Video, 60 % of the people are supporting Netflix and for this question, 8% of the people support both applications, now let's see the result of this question by considering the individual result of each application and considering the "Both" options.

Amazon Prime Video = 32 % + 8 % = 40%

It means 40 % of the people are saying that the application interface is like other applications. We are taking the percentage into the points to represent so the points related to it is 4.0.

The actual score of Amazon Prime Video is = 4.0

Now let's see the Netflix score for this question, 60 % of the people are supporting this question individually and 8% of people are supporting Netflix indirectly now let's find the score of Netflix.

Netflix = 60 % + 8 % = 68%

It means 6.8 % of the people are saying that the application is like other applications. We are taking the percentage into the points to represent so the related points for it are 6.8.

The actual score of Netflix is = 6.8

So, by this result for question 4 based on the responses from the survey Netflix won.

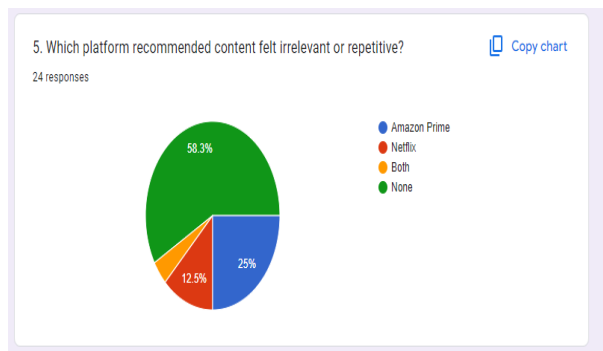Question 5 Along with the responses:

Figure 5: Survey question 5 response

Here we can see the responses are represented in the pie chart, here we are asking the users which application interface is copied from any other application so, more the sort. Here we can see that 12.5 % of the people support Amazon Prime Video, 25 % of the people support Netflix and for this question, 4.2% of the people support both applications and 58.3 % of the people support none of them now let's see the result of this question by considering the individual result of each application and considering the "Both" options.

Amazon Prime Video = 12.5 % + 4.2 % = 16.7%

It means 16.7 % of the people are saying that the application interface is like other applications. We are taking the percentage into the points to represent so the points related to it is 1.67.

The actual score of Amazon Prime Video is = 1.67

Now let's see the Netflix score for this question, 25 % of the people are supporting this question individually and 4.2% of people are supporting Netflix indirectly now let's find the score of Netflix.

Netflix = 25 % + 4.2 % = 29.2 %

It means 29.2 % of the people are saying that the application is like other applications. We are taking the percentage into the points to represent so the related points for it are 2.92.

The actual score of Netflix is = 2.92

So, by this result for question 5 based on the responses from the survey Netflix won.

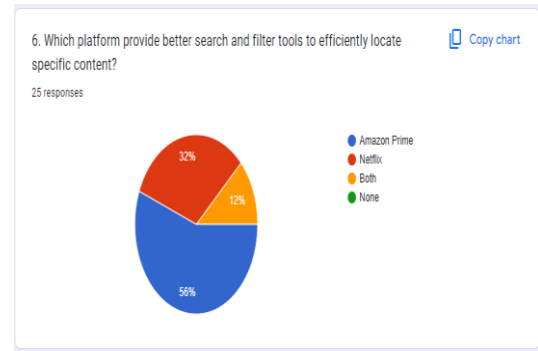Question 6 Along with the responses:

Figure 6: Survey question 6 response

Here we can see the responses are represented in the pie chart, here we are asking the users which application interface is copied from any other application so, more the sort. Here we can see that 56 % of the people support Amazon Prime Video, 32 % of the people support Netflix and for this question, 12% of the people support both applications, now let's see the result of this question by considering the individual result of each application and considering the "Both" options.

Amazon Prime Video = 56 % + 12 % = 68 %

It means 68 % of the people are saying that the application interface is like other applications. We are taking the percentage into the points to represent so the points related to it is 6.8.

The actual score of Amazon Prime Video is = 6.8

Now let's see the Netflix score for this question, 32 % of the people are supporting this question individually and 12 of people are supporting Netflix indirectly now let's find the score of Netflix.

Netflix = 32 % + 12 % = 44 %

It means 4.4 % of the people are saying that the application is like other applications. We are taking the percentage into the points to represent so the related points for it are 4.4.

The actual score of Netflix is = 4.4

So, by this result for question 6 based on the responses from the survey Amazon Prime won.
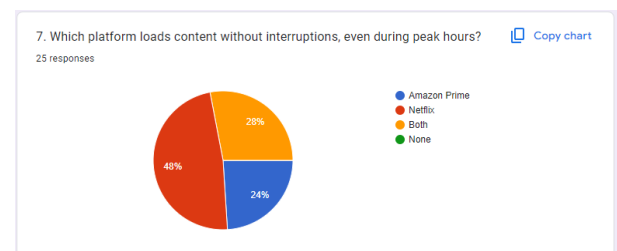
Question 7 Along with the responses:

Figure 7: Survey question 7 response

Here we can see the responses are represented in the pie chart, here we are asking the users which application interface is copied from any other application so, more the sort. Here we can see that 24 % of the people support Amazon Prime Video, 48 % of the people support Netflix and for this question, 28 % of the people support both applications, now let's see the result of this question by considering the individual results of each application and considering the "Both" options.

Amazon Prime Video = 24 % + 28 % = 52 %

It means 52 % of the people are saying that the application interface is like other applications. We are taking the percentage into points to represent so the points related to it is 5.2.

The actual score of Amazon Prime Video is = 5.2

Now let's see the Netflix score for this question, 48 % of the people are supporting this question individually and 28 % of people are supporting Netflix indirectly now let's find the score of Netflix.

Netflix = 48 % + 28 % = 76 %

It means 7.6 % of the people are saying that the application is like other applications. We are taking the percentage into the points to represent so the related points for it are 7.6.

The actual score of Netflix is = 7.6.

So, by this result for question 7 based on the responses from the survey Netflix won.

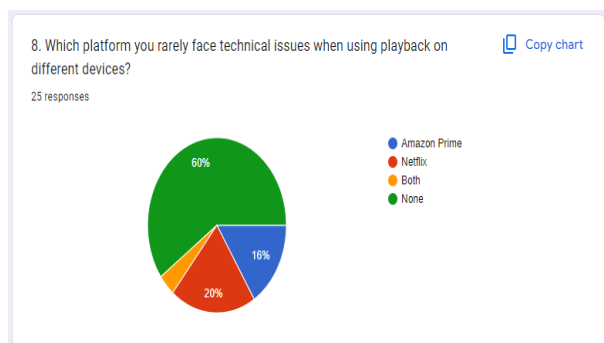Question 8 Along with the responses:

Figure 8: Survey question 8 response

Here we can see the responses are represented in the pie chart, here we are asking the users which application interface is copied from any other application so, more the sort. Here we can see that 16 % of the people support Amazon Prime Video, 20 % of the people support Netflix and for this question, 4% of the people support both applications and 60 % of the people support none of them now let's see the result of this question by considering the individual result of each application and considering the "Both" options.

Amazon Prime Video = 16 % + 4 % = 20%

It means 20 % of the people are saying that the application interface is like other applications. We are taking the percentage into the points to represent so the points related to it is 2.0.

The actual score of Amazon Prime Video is = 2.0.

Now let's see the Netflix score for this question, 20 % of the people are supporting this question individually and 4 % of people are supporting Netflix indirectly now let's find the score of Netflix.

Netflix = 20 % + 4 % = 24 %

It means 24 % of the people are saying that the application is like other applications. We are taking the percentage into the points to represent so the related points for it are 2.4.

The actual score of Netflix is = 2.4.

So, by this result for question 8 based on the responses from the survey Netflix won.
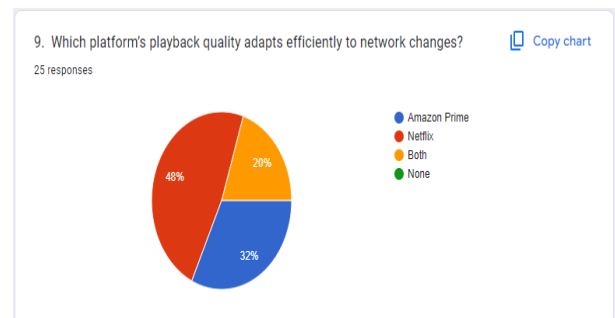
Question 9 Along with the responses:

Figure 9: Survey question 9 response

Here we can see the responses are represented in the pie chart, here we are asking the users which application interface is copied from any other application so, more the sort. Here we can see that 32 % of the people support Amazon Prime Video, 48 % of the people support Netflix and for this question, 20 % of the people support both applications, now let's see the result of this question by considering the individual results of each application and considering the "Both" options.

Amazon Prime Video = 32 % + 20 % = 52 %

It means 52 % of the people are saying that the application interface is like other applications. We are taking the percentage into points to represent so the points related to it is 5.2.

The actual score of Amazon Prime Video is = 5.2

Now let's see the Netflix score for this question, 48 % of the people are supporting this question individually and 20 % of people are supporting Netflix indirectly now let's find the score of Netflix.

Netflix = 48 % + 20 % = 68 %

It means 68 % of the people are saying that the application is like other applications. We are taking the percentage into the points to represent so the related points for it are 6.8.

The actual score of Netflix is = 6.8

So, by this result for question 9 based on the responses from the survey Netflix won.

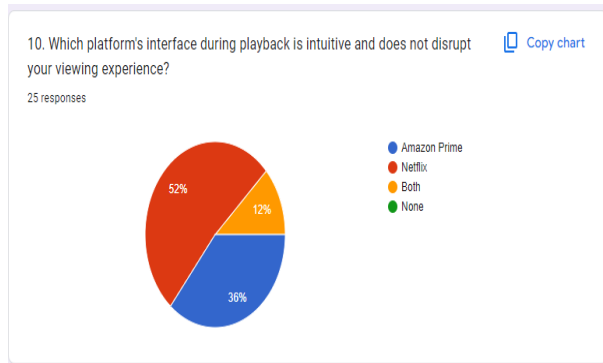Question 10 Along with the responses:

Figure 10: Survey question 10 response

Here we can see the responses are represented in the pie chart, here we are asking the users which application interface is copied from any other application so, more the sort. Here we can see that 36 % of the people support Amazon Prime Video, 52 % of the people support Netflix and for this question, 12 % of the people support both applications, now let's see the result of this question by considering the individual results of each application and considering the "Both" options.

Amazon Prime Video = 36 % + 12 % = 48 %

It means 48 % of the people are saying that the application interface is like other applications. We are taking the percentage into points to represent so the points related to it is 4.8.

The actual score of Amazon Prime Video is = 4.8.

Now let's see the Netflix score for this question, 52 % of the people are supporting this question individually and 12 % of people are supporting Netflix indirectly now let's find the score of Netflix.

Netflix = 52 % + 12% = 64 %

It means 64 % of the people are saying that the application is like other applications. We are taking the percentage into the points to represent so the related points for it are 6.4.

The actual score of Netflix is = 6.4

So, by this result for question 10 based on the responses from the survey Netflix won.

Based on all the responses to the survey the table is drawn which consists of the principles and scores of both applications, based on that the thesis approach figured out which application is giving the best user experience to the users.

Amazon Prime	Netflix
6.8	7.6
6.8	7.6
6.25	6.25
4.0	6.8
1.67	2.92
6.8	4.4
5.2	7.6
2.0	2.4
5.2	6.8
4.8	6.4

Table 1: Scores of both platforms

Among 10 questions, Netflix had won most scenarios so, we declare that Netflix gives the best user experience to the users.

4. DISCUSSION

In this section, the research question we mentioned above will be explained with the help of a survey we conducted.

Research Question:

Which streaming application between Amazon prime video and Netflix, serves the best usability experience the help of survey evaluation from the user perspective?

The usability of Amazon Prime Video and Netflix with the help of conducting a survey evaluation and determining which application serves the best user experience to the users.

To find out which application serves the best user experience we created a questionnaire in such a way that all questions are also easier to understand the users which make users not feel difficult to do the survey. And we considered 25 users' responses to the survey. The survey is done with the help of Google forms, and the Google forms are shared with the users with the help of WhatsApp.

The usability evaluation of Netflix and Amazon Prime Video revealed significant insights into each platform's strengths and challenges in delivering an engaging user experience. The study focused on three key areas: **content discovery**, **recommendation accuracy**, and **video playback quality**, with each aspect analyzed through participant feedback gathered via a System Usability Scale (SUS) survey.

4.1 *Content Discovery*

Participants generally found Netflix's layout more intuitive, as its interface prioritizes a streamlined experience with easily accessible categories and a powerful search tool [9]. This design simplicity allows users to discover content with minimal effort, enhancing usability and reducing cognitive load. In contrast, while Amazon Prime Video offers extensive filtering options, its interface was occasionally described as cluttered, with a more complex structure that can overwhelm users [9]. These findings suggest that while Amazon's robust categorization might benefit users seeking niche content, Netflix's simplicity appeals to a broader audience.

4.2 *Recommendation Accuracy*

Netflix outperformed Amazon in providing relevant content recommendations based on user preferences. Netflix's recommendation algorithm consistently suggested content aligned with participants' viewing history, resulting in a more personalized experience that enhances user engagement. Amazon Prime Video, while offering genre-specific suggestions, occasionally faced criticism for overly repetitive recommendations [9]. This indicates a potential area of improvement for Amazon to further refine its algorithms, aiming for more varied and accurate suggestions to maintain user interest [9].

4.3 *Video Playback Quality*

Regarding playback experience, Netflix maintained a clear advantage, with fewer reports of buffering and high adaptability to various network speeds [10]. Participants appreciated Netflix's reliable playback, which contributed positively to overall satisfaction. Although Amazon Prime Video also delivers quality playback, some users encountered issues during peak hours or on slower connections, which impacted the perceived reliability of the service. Enhancing Amazon's playback stability could improve user retention by addressing these concerns [10].

4.4 **Overall User Satisfaction**

In aggregate, Netflix scored higher in most usability factors, particularly in ease of navigation and content relevance. This aligns with Netflix's reputation for a user-centric design approach, which prioritizes ease of use and adaptive features. Conversely, Amazon Prime Video, though rich in content, could benefit from a more simplified layout and refined recommendation system to better meet user needs.

5. CONCLUSION AND FUTURE WORKS

5.1 *Conclusion*

Based on the usability evaluation of Netflix and Amazon Prime Video, this study concludes that each platform exhibits unique strengths and areas for improvement. **Netflix** provides a more intuitive, streamlined interface that supports easy navigation and efficient content discovery, appealing to a broad audience. Its recommendation system consistently delivers personalized content based on user viewing patterns, fostering strong user engagement and satisfaction. Additionally, Netflix's playback quality is generally more reliable, adapting well to various network speeds, which enhances the overall user experience.

Amazon Prime Video, while offering extensive filtering options and a rich content library, could benefit from simplifying its interface to reduce visual clutter. Although its recommendation system provides genre-specific suggestions, users reported encountering repetitive recommendations, suggesting that further refinement of its algorithm could enhance content relevancy. Improving playback stability, especially during peak hours, would also address user concerns and potentially increase satisfaction.

Overall, the findings underscore the importance of a user-centered design that prioritizes ease of use, adaptability, and content personalization in streaming services. By adopting a streamlined layout and refining its recommendation algorithms, Amazon Prime Video can enhance its usability and better align with industry standards in Human-Computer Interaction (HCI). These insights highlight actionable improvements for both platforms, emphasizing that a balanced approach to simplicity, personalization, and technical reliability is crucial for user engagement and satisfaction.

5.2 *Future Works*

We will extend our work by using different evaluation techniques for this. And we will try to do it more accurately and like to prepare more questionnaires also, we like to involve a greater number of users than now.

- Future improvements are as follows:

 •Evaluation can be done using different evaluation methods.

•Survey will be done by considering a greater number of users than now.

•More questionnaires will be introduced.

•The survey will be conducted using various types of users, not only the students.

6. ACKNOWLEDGMENTS

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