Usability Testing -Phase 1

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● **Project Overview**

Product Name:

Hotstar

Product Description:

Hotstar is an online streaming platform that offers a wide range of movies, TV shows, sports, and original content. Its purpose is to provide entertainment to users on various devices like smartphones, tablets, and computers. Targeting users who enjoy watching diverse content, including movies, popular TV series, live sports events, and regional shows, Hotstar caters to a broad audience across different age groups and interests who want to access a variety of entertainment options anytime, anywhere.

Product Version/Platform:

Hotstar runs on different platforms like smartphones (iOS and Android), web browsers on computers, smart TVs, and streaming devices like Amazon Fire Stick.It doesn't have a specific version number like software does. Instead, it regularly updates its app and platform to enhance performance, add new features, and improve user experience. Users typically access the latest version of Hotstar by updating the app on their respective devices.The latest update for hotstar was March 28 2024.

● Product Objectives

Primary Objective:

1. Investing in high-quality original shows to compete with other OTT platforms.
2. Developing a user-friendly interface for easy navigation and content discovery.
3. Leveraging technology for features like seamless streaming and personalized recommendations.
4. Potentially creating interactive content or incorporating gamification elements to boost engagement.

Secondary Objective:

1. Partnering with brands for sponsorships or integrated marketing campaigns.
2. Growing their ad-supported subscriber base while maintaining a balance with ad-free experiences.

● Key Features

- **Video Playback :** The adaptive video streaming technology ensures that the best possible video quality is played back automatically based on the available bandwidth, therefore making it a great video experience on both mobile networks as well as Wi-Fi internet connections. The video is optimized to play on mobile networks with inconsistent throughput so you don't have to compromise on the experience .
- **Search:** Content search on Disney+ Hotstar has been optimized to reduce complexity and delay in accessing content. Accurate search results, with lightning-fast, autocomplete suggestions navigate users to video with minimal navigation friction and ease of use.
- **User Interface :** Content organization on Disney+ Hotstar is a result of a thoughtful user experience approach and strong design principles that ensure that you are able to search for content according to your preferences. Using a mix of algorithms and human curation, Disney+ Hotstar will help you discover content and evolve the patterns based on your interactions.

- Content Catalog : Disney+ Hotstar offers the latest and most popular TV, movies, and knowledge-based content from India and the world. With content in more than 8 languages.
- Live Sport Streaming : Hotstar offers live streaming of various sports . Cricket became a major attraction for viewers on Hotstar. The platform further cemented its position and preference for Cricket fans as Star also owned the streaming rights for the wildly popular Indian Premier League (IPL). You will get various sports streaming events, including cricket, football, Formula 1, and more. This facility is the main reason people across the globe subscribe to the platform.
- The offline viewing :Offline viewing allows viewers to download and watch the content even when they do not have the internet at any time. This feature especially benefits users with limited data access to stable internet connections.
- Originals :Disney+ Hotstar releases original serials and movies which are available in varied languages .
- Subscription plans : Users can opt for subscription plans to access paid and unlimited content & unlimited live sports streaming .
- Access : Disney+ Hotstar is available on the Google Play Store and Apple App Store for mobile and tablet applications and can be accessed at www.hotstar.com.

(Source :
https://careers.hotstar.com/aboutus#:~:text=We%20seek%20to%20move%20the,%2C%20inclusion%2C%20empowerment%20and%20respect.)

● Common Use Cases

- A 25 years old Mumbai resident searches on Disney + Hotstar a Pixar movie with Hindi subtitles.
- On a weekday afternoon , a 18 year old student Bangalore searches for Kannada TV originals with subtitles.
- A 22 years old cricket enthusiastic browses for cricket documentary .
- A 25 year old female student stays in a hostel with weak wifi connections . she uses the offline download feature to watch her favorite hindi movie

- A 32 year old boy wants to upgrade her subscription plan to access premium content,So he uses the account settings feature to manage subscriptions, and complete the upgrade process.
- A 26 year old girl wants to download a few episodes of their favorite TV show to watch during a flight ,So she downloads the episodes before leaving and then accesses them later without an internet connection.
- A 28 year old girl watches a popular TV show episode and wants to share her thoughts with friends,So she accesses the comments section, posts a comment, and interacts with other people's comments.
- A 20 year old boy explores the "Recommended for You" section to discover new content tailored to his interests,So he interacts with recommended titles and assesses the relevance of suggestions.
- A mother wants to restrict streaming content for her 9 year old child so she uses the parental lock available in the app.
- A 21 year old wants to watch a Tamil movie recommended by a friend but does not understand the language, so he goes to the subtitles section to understand the movie.
- A 40 year old wants to watch a nature documentary. He goes to the National Geographic section to select the desired documentary.

● Area of Focus

● 1. Functionality & Relevance

Area of focus : The content in ' Coming Soon ' & 'Free Newly Added ' section of the app isn't arranged logically also the contents placed are outdated & irrelevant   to the purpose of the feature .

● 2. Recognition rather than recall

Area of focus : Lack of UI elements that indicate whether the content available in the app is free or paid .

- ## 3. Accessibility

  Area of focus : Limited number of language subtitle options reduces the size of audience base especially people special needs such as hearing impairment , colorblindness etc .

- ## 4. Aesthetics & Minimalism

  Area of focus : The current app design is visually overloaded which makes difficult for users to easily navigate through the app .

- ## 5. User Control & Freedom

  Area of Focus: Offline Viewing and Downloading: Allow users to download and manage content according to their preferences.

- ## 6. Visibility of System Status

  Area of Focus: Monetization and Subscription Management: Clearly communicate subscription status (having a taskbar to see how many steps are there) and billing information (sending a receipt through SMS) to users.

- # **Business Target Audience**

  ## Primary Target Audience

Description:

User Group-

- Primarily based in India, with a presence in Southeast Asia (Indonesia, Malaysia, Thailand)

- Spans across various age groups and interests

Key Characteristics-

- Seek a platform with a large content library at a competitive price.
- Enjoy content suitable for all ages, including kids.
- Sports enthusiasts: Interested in live streaming of major sporting events.
- Comfortable using streaming services and mobile apps.

Needs-

- Content variety
- Multiple languages
- Affordability: Subscription plans that fit their budget.
- Convenience: Seamless streaming experience across devices (mobiles, laptops, TVs).

How they are expected to use-

- Catch up on the latest Bollywood movies and popular Indian TV shows.
- Watch exclusive Disney+ Originals and content from Marvel, Pixar, Star Wars etc.
- Stream live sporting events like cricket, kabaddi, and football.
- Keep kids entertained with Disney animation and educational shows.

Demographics:

- Age range: 18-34 year olds
- Gender: 64.49% male, 35.51% female
- Location: India
- Occupation: Tech industry professionals, Young professionals, Students

Psychographics:

- Lifestyle : Sedulous, Professional.
- Hobbies : Hanging out, Reading, Gaming, Sports, Sleeping.
- Interest : Comedy, Romance, Inspirational, Thriller, Horror, Mystery, Documentary etc.,
- Behavioral traits: Early adopters, Brand loyalists, Casual Users, Social Influencers
- Usage Motivation : User get motivation to use hotstar because of Educational and Informative Content, Personalization and Recommendations, Cost-effectiveness, Live Sports Streaming, Exclusive Content, Entertainment, Offline Viewing, Social Interaction, Convenience, Access to Content.

● **Business Objectives**

1. Improve User Satisfaction

- Feature : Content Catalog , UI , Subscription
- Benefits :Offering users the latest and most popular TV, movies, and knowledge-based content from India and the world. With content in more than 8 languages , user friendly UI & budget friendly subscription plans

2.Increase User Engagement

- Feature : Language , Video Playback
- Benefits :The adaptive video streaming technology ensures that the best possible video quality is played back automatically based on the available bandwidth, therefore making it a great video experience on both mobile networks as well as Wi-Fi internet connections. The video is optimized to play on mobile networks with inconsistent throughput so you don't have to compromise on the experience . Also the contents are available in 8 languages for the users to select the language according to their preference .

3.Reduce User Drop Rate

- Feature :Subscription , Diverse Content options
- Benefits :By providing budget friendly subscription plans users to access paid , diverse & unlimited content & unlimited live sports streaming

4.Streamline Navigation & Usability

- Feature : Search
- Benefits : Accurate search results, with lightning-fast, autocomplete suggestions navigate users to video with minimal navigation friction and ease of use.

- **Test Objectives**

Objective- 1 : To find out whether the user is able to recognise interface elements without the need to analyze them with great effort.

Task : Browse through the tv shows section in the website & find out whether the chosen content is free or paid.

Success criteria :

- Having a stable and fast network availability.
- Make sure the UI of the website is in the language they can understand

Time taken : approx 5-10 mins .

Test protocol:

Steps :

- Go to hot star .Com
- Click on 'TV ' section
- Select a content of your choice
- Check for any clue that says if its paid / free content .

Instructions:

- Make sure the user is not logged in the website .

Data to be collected :

- Note where it happens (screen , module , ui widgets , flow , etc)
- Time taken by the user to complete the Task
- Error rates
- Satisfaction ratings
- Task completion rates
- Misclicks rates
- User accessibility

- Emotion status through the process
- Navigation through the application

Objective- 2 : To be able to watch movies or shows without having the difficulty to understand the language.

Task : Testing the subtitles and audio features on the app across various content to verify its consistency with different movies and shows with different languages and settings of the features for the user's comfort and consideration.

Success criteria :

- Having a stable and fast network availability.
- The language and audio is available.

Time taken : approx 2-3 mins.

Test protocol:

Steps :

- Open Disney+ Hotstar app
- Click on search
- Click on search box
- Enter the movie or show name
- Click on the movie or show you want to watch
- Click on audio & subtitles
- Select the desired audio and subtitle
- Click on the cross to exit
- Start watching

Data to be collected:

- Time taken by the user to complete the Task
- Error rates
- Satisfaction ratings
- Task completion rates
- Misclicks rates

- User accessibility
- Emotion status through the process
- Navigation through the application

Objective- 3 : To watch movies or shows that are according to user's preferences

Task : Testing the recommendation feature for different content and assessing the accuracy and division based on the user's streaming history. Evaluating the precision and personalization of the content displayed.

Success criteria :

- Having a stable and fast network availability.
- The language and audio is available.

Time taken : approx 5-10 mins.

Test protocol:

Steps :

- Open Disney+ Hotstar app
- Click on search
- Click on search box
- Enter the movie or show name
- Scroll down to more like this
- Select the movie or show
- Start watching

Data to be collected:

- Note where it happens (screen, module, ui widgets, flow, etc)
- Time taken by the user to complete the Task
- Error rates
- Satisfaction ratings
- Task completion rates
- Misclicks rates
- User accessibility
- Emotion status through the process
- Navigation through the application

Objective- 4 : To find out whether the content shown in New & Hot feature are relevant & arranged logically for the user .

Task : Browse through New & Hot feature on the app , click on Free - newly added section , search for 4 hindi TV shows released in 2024 .

Success criteria :

- Having a stable and fast network availability.
- Make sure the UI of the website is in the language they can understand

Time taken : approx 5-10 mins .

Test protocol:

Steps :

- Go to hot star app
- Click on 'New & Hot' section
- Click on ' Free Newly Added '
- Browse through the section to find 4 hindi movies released in 2024.

 Instructions:

- Make sure the user is not logged in the website .

Data to be collected :

- Note where it happens (screen , module , ui wi dgets , flow , etc)
- Time taken by the user to complete the Task
- Error rates
- Satisfaction ratings
- Task completion rates
- Misclicks rates
- User accessibility
- Emotion status through the process
- Navigation through the application

Objective- 5 : To find out if the users has the able to download content for offline viewing easily.

Task : The task is to select t.v show of your choice and download it using mobile data.

Success criteria :

- Having a stable and fast network availability.
- Make sure to not to use a pre existing account.

Time taken : approx 5-15 mins.

Test protocol:

Step :

- Open hot star.
- Find the Content to Download
- Check for Download Option
- Tap on the Download Button
- Select Download Quality (Optional)
- Wait for Download to Complete
- Manage Downloaded Content (Optional) (manage your downloaded content, such as deleting downloads to free up storage space or renewing expired downloads. Use these options as needed.)

Introduction:

- Download in mobile
- Download only a episode of a series of your choice
- Data to be collected
- Note where it happens (screen , module , ui widgets , flow , etc)
- Time taken by the user to complete the Task .
- Error rates
- Satisfaction ratings
- Task completion rates
- Misclicks rates
- User accessibility
- Emotion status through the process
- Navigation through the application

Objective- 6: To find out if it's easy for the users to subscribe to premium content.

Task : The task is to login into hotstar app, and check subscription plans in subscription & devices features, go through benefits in each subscription plan and select a plan to subscribe.

Success criteria :

- Having a stable and fast network availability .
- Input of valid details such as ph no
- Make sure to not to use a pre-existing account.

Time taken : approx 10-15 mins.

Test protocol:

Step :

- Open the Hotstar App
- enter your ph no and log in
- enter otp sent to your ph no
- You are logged in now
- Go to my space
- Navigate to Account Settings
- Click on Subscription
- View all subscription plans
- Go through all benefits in subscription plans
- Choose a Subscription plan to subscribe
- choose online payment
- Review Billing information
- Confirm Changes
- Receive Confirmation
- Verify Changes

Introduction:

- Fill valid details only
- Only login in as adult account

- Keep your mobile switched on to receive the otp
- Data to be collected
- Note where it happens (screen , module , ui widgets , flow , etc)
- Don't use any money for task
- Time taken by the user to complete the Task.
- Error rates
- Satisfaction ratings
- Task completion rates
- Misclicks rates
- User accessibility
- Emotion status through the process
- Navigation through the application.

● Recruitment Criteria

Demographics:

- Age range: 18-34 year olds
- Gender: 64.49% male, 35.51% female
- Location: India
- Occupation: Tech industry professionals, Young professionals, Students

Psychographics:

- Lifestyle : Sedulous, Professional.
- Hobbies : Hanging out, Reading, Gaming, Sports, Sleeping.
- Interest : Comedy, Romance, Inspirational, Thriller, Horror, Mystery, Documentary etc.,
- Behavioral traits: Early adopters, Brand loyalists, Casual Users, Social Influencers
- Usage Motivation : User get motivation to use hotstar because of Educational and Informative Content, Personalization and Recommendations, Cost-effectiveness, Live Sports Streaming, Exclusive Content, Entertainment, Offline Viewing, Social Interaction, Convenience, Access to Content.

Participant 1

- Demographic Criteria Met :
  - ➢ Age :18-24 year olds
  - ➢ Gender : Female
  - ➢ Location: India
  - ➢ Occupation: Student

- Psychographic Criteria Met:
- ➢ Lifestyle : Sedulous, Professional.
- ➢ Hobbies : Hanging out, Reading, Gaming, Sports, Sleeping.
- ➢ Behavioral traits: Early adopters, Brand loyalists, Casual Users,

- Segment Represented: First Time users

Participant 2

- Demographic Criteria Met :
- ➢ Age :18-24 year olds
- ➢ Gender : Male
- ➢ Location: India
- ➢ Occupation: Student

- Psychographic Criteria Met:
- ➢ Lifestyle : Sedulous,
- ➢ Hobbies : Gaming, Sports, Sleeping.
- ➢ Behavioral traits: Early adopters, Brand loyalists, Casual Users,

- Segment Represented: Regular user

Participant 3

- Demographic Criteria Met :
- ➢ Age :25-34 year olds

- ➢ Gender : Male
- ➢ Location: India
- ➢ Occupation: Professional

- ● Psychographic Criteria Met:
- ➢ Lifestyle : Sedulous,
- ➢ Hobbies : Gaming, Sports, Sleeping.
- ➢ Behavioral traits: Brand loyalists, Casual Users,

- ● Segment Represented: First time user

Participant 4

- ● Demographic Criteria Met :
- ➢ Age :25-34 year olds
- ➢ Gender : Female
- ➢ Location: India
- ➢ Occupation: Professional

- ● Psychographic Criteria Met:
- ➢ Lifestyle : Sedulous,
- ➢ Hobbies : Gaming, Sports, Sleeping.
- ➢ Behavioral traits: Brand loyalists, Casual Users,

- ● Segment Represented: Regular user

Participant 5

- ● Demographic Criteria Met :
  - ➢ Age :18-24 year olds
  - ➢ Gender : Female

  ➢ Location: India
  ➢ Occupation: Student

- Psychographic Criteria Met:
  ➢ Lifestyle : Sedulous, Professional.
  ➢ Hobbies : Hanging out, Reading, Gaming, Sports, Sleeping.
  ➢ Behavioral traits: Early adopters, Brand loyalists, Casual Users,

- Segment Represented: Regular users

Participant 6

- Demographic Criteria Met :
  ➢ Age :25-34 year olds
  ➢ Gender : Female
  ➢ Location: India
  ➢ Occupation: Professional

- Psychographic Criteria Met:
  ➢ Lifestyle : Sedulous,
  ➢ Hobbies : Gaming, Sports, Sleeping.
  ➢ Behavioral traits: Brand loyalists, Casual Users,

- Segment Represented: Regular user

Participant 7

- Demographic Criteria Met :

- ➢ Age :18-24 year olds
- ➢ Gender : Male
- ➢ Location: India
- ➢ Occupation: Student

- • Psychographic Criteria Met:
- ➢ Lifestyle : Sedulous,
- ➢ Hobbies : Gaming, Sports, Sleeping.
- ➢ Behavioral traits: Early adopters, Brand loyalists, Casual Users,

- • Segment Represented: Regular user

Participant 8

- • Demographic Criteria Met :
- ➢ Age :25-34 year olds
- ➢ Gender : Male
- ➢ Location: India
- ➢ Occupation: Professional

- • Psychographic Criteria Met:
- ➢ Lifestyle : Sedulous,
- ➢ Hobbies : Gaming, Sports, Sleeping.
- ➢ Behavioral traits: Brand loyalists, Casual Users,

- • Segment Represented: First time user

- • **Design your test setup**

1. Which device will you run the test on?

   The test will be conducted on both app(mobile- ios , android) and website .(laptop-mac , windows)

2. Where will you run your test?

   The test will be conducted at a college setting .

3. When will you run your test?

   The test consisting of 6 task per person , will be conducted over a span 3-4 days

4. How will you record your participant's interactions and thoughts?

   The data will collected using screen recorder, video recorder , photography , and written notes .