HCI Assignment 4 Netflix Case Study

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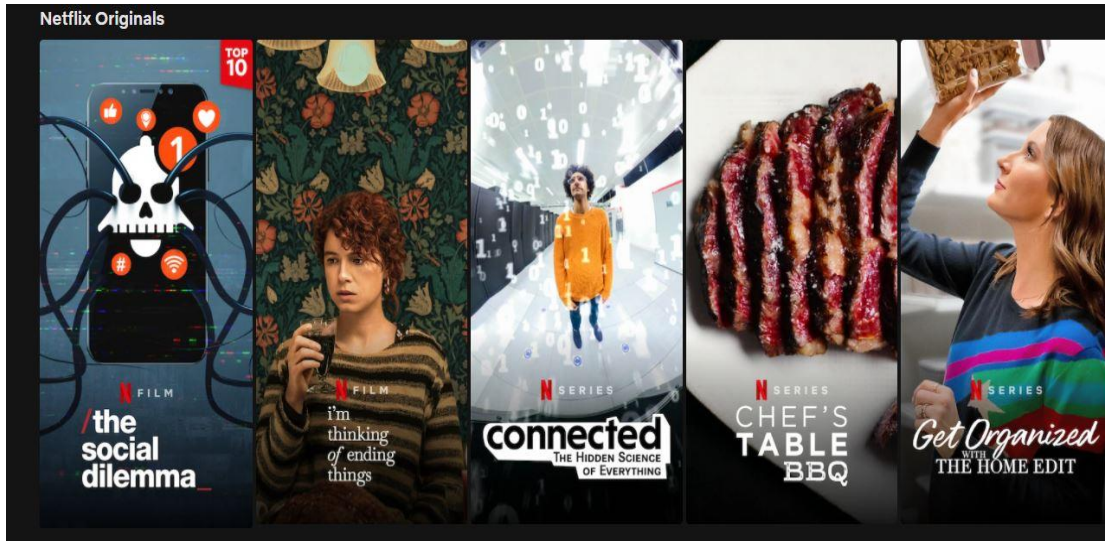Dhruv Srikanth - PES1201700661
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Auto Preview

The hero section of the Netflix landing page ensures that users are engaged right as they view the home page by auto playing movie/tv show trailers.

Netflix Original Promotions

Unlike other contemporary O.T.T platforms, Netflix supersizes the icons of its originals to grasp the attention of the viewer. This icon size is significantly more than the rest of the content on the platform.

Visual Tags Alerting Users

Another small but innovative gem is Netflix's use of tags on shows that have come out a while ago, alerting users about a new addition in terms of content. Bright and contrasting colours grasp users attention quickly.
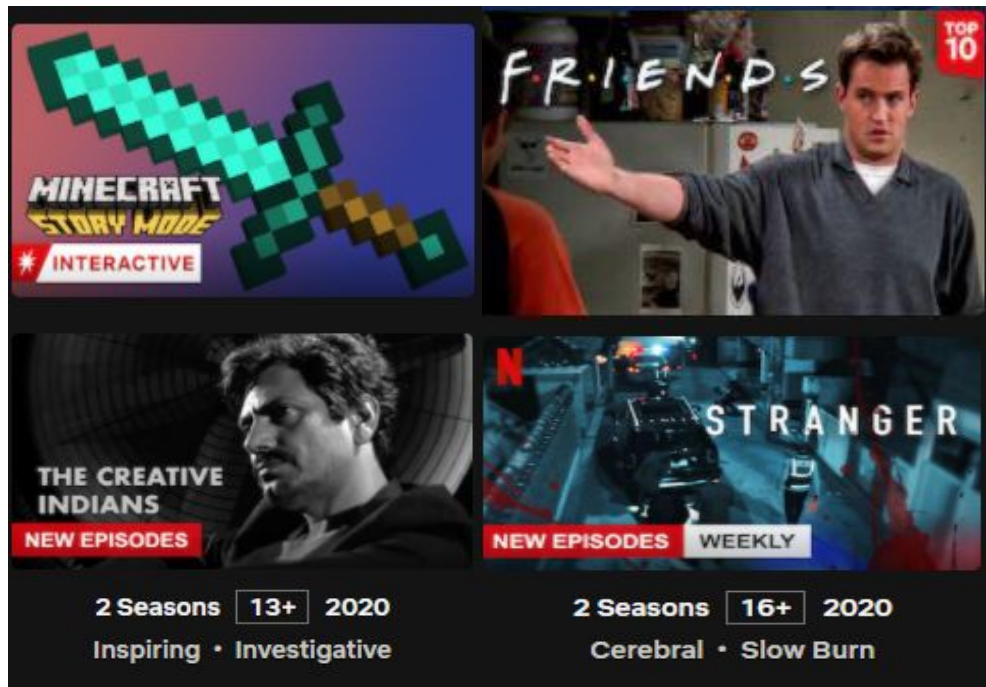
Vivid Summary And Accurate Categorisation
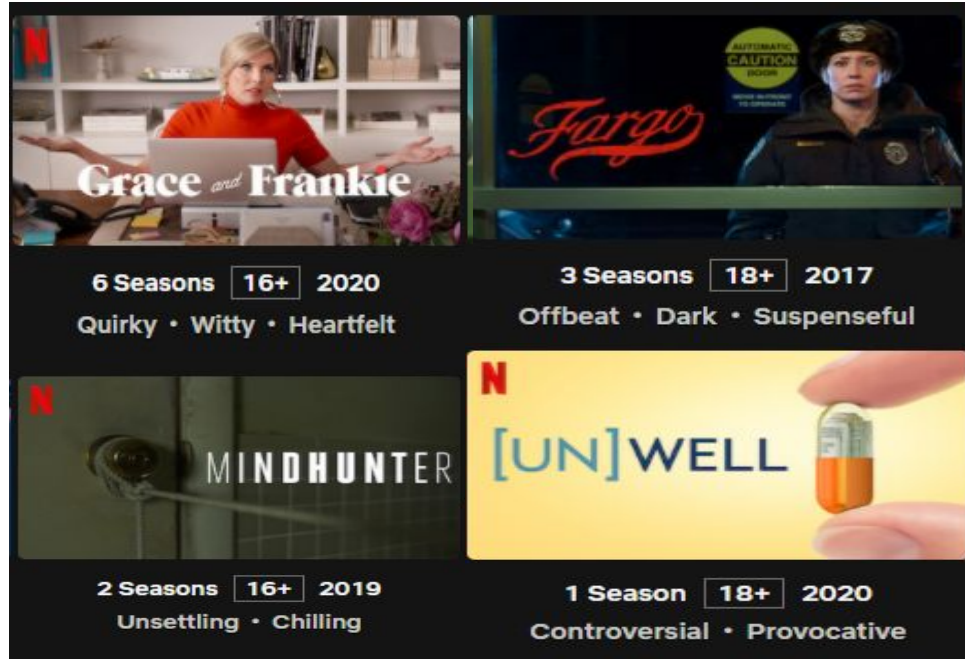
One of the biggest challenges to an O.T.T platform is trying to advertise its content in a succinct manner. Here, Netflix writes keywords that capture the essence of the show along with its total length and date of release, 3 key factors that any user pays attention to.
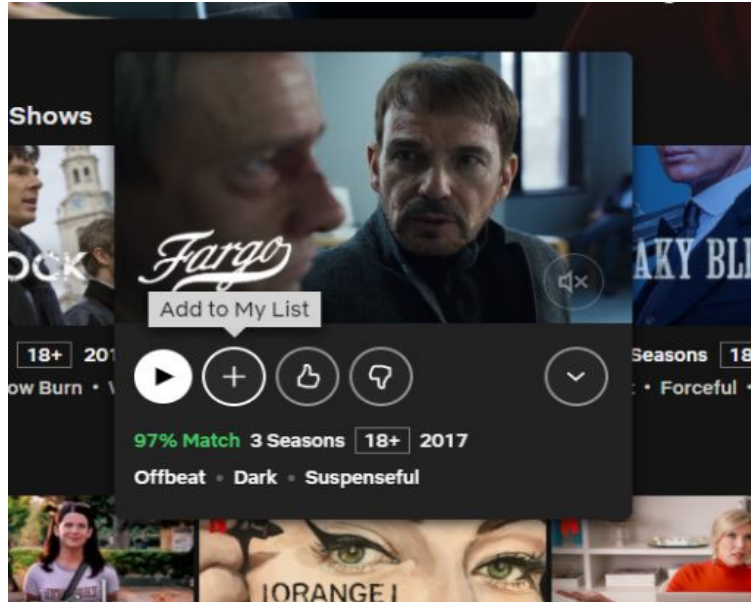
Hover Over A Card To Get The Preview

Most O.T.T platforms have a hover feature where an edited trailer version of the show autoplays to make the users aware of what the show/movie is like. Netflix improves on this key feature, by making it more intuitive.
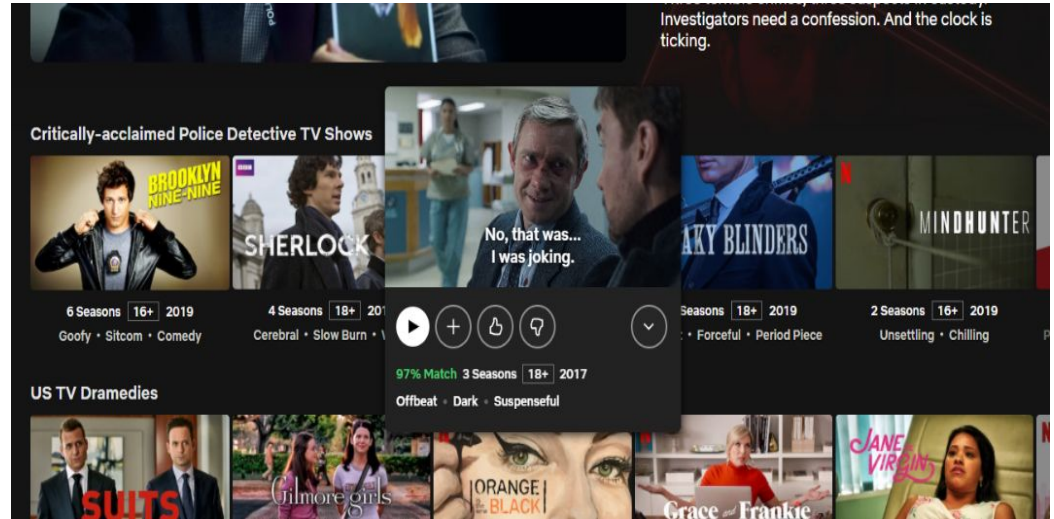
Conscious Design Choice Allowing Users To Add Shows To Their List With Ease

Paradox of choice is an issue many O.T.T users face where they just can't seem to pick something to watch. Here, Netflix uses conscious design choices to give the users an easy alternative to add shows/movies onto their lists and watch them later.

Concise And Seamless Way To Engage Users

This is another attempt by Netflix to get the users hooked on a show without them actually watching it. This isn't typically seen on other O.T.T platforms but Netflix shows the cast,what it's genre and a vivid description of each episode.

98% Match 1 Season 16+ 2020 AD))

TOP 10 **#6 in India Today**

Commander Emma Green leaves behind her husband and daughter to lead an international crew of astronauts on a perilous three-year mission to Mars.

Cast: Hilary Swank, Josh Charles, Vivian Wu, *more*

Genres: Sci-Fi TV, Romantic TV Dramas, TV Shows Based on Books

This show is: Emotional, Exciting, Romantic

Episodes   Season 1

1 **Go**   57m
As the mission launches, Emma finds her mettle as commander tested by an onboard accident, a divided crew and a family emergency back on Earth.
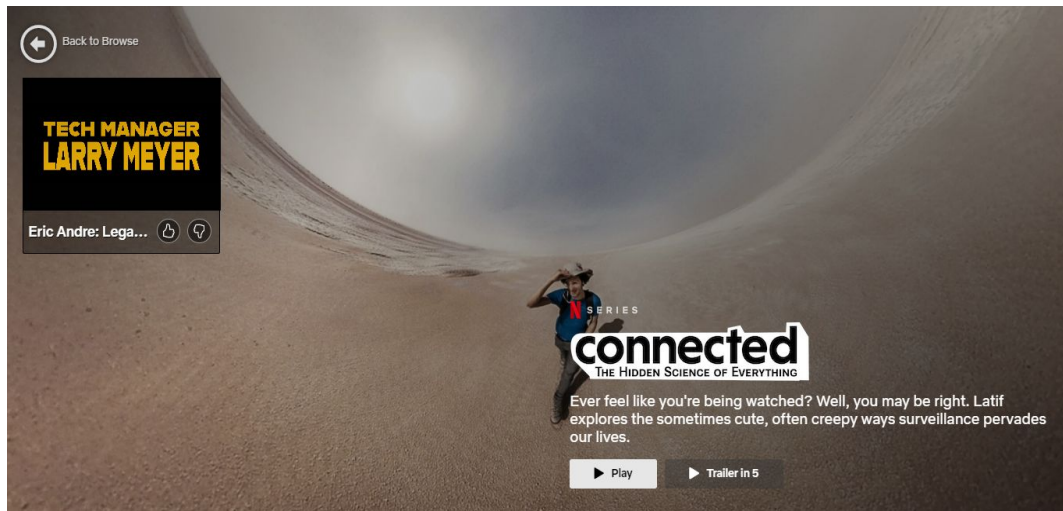
2 **Negative Return**   49m
When a ship malfunction threatens the voyage before it's barely begun, Emma works with a wary Misha on a high-risk repair operation.

Keep The User Hooked Even After The Current Show/Movie Ends

After a user finishes watching a show/movie, Netflix jumps right in to recommend another show but not in an intrusive manner. The transition to see a trailer is seamless and it's a good strategy to maximise watch time on the platform.