Assignment 01

1. **Take any product, system, or service you use daily, like iPhone, Fitbit, MBTA, Amazon, Google, Reddit, News Website, etc. Explain what user experience aspects of that product you liked. Then list what significant improvements you would suggest.**

For the said user experience analysis, I chose the Netflix website as a subject to study. I watch content on Netflix 3-4 days a week and find the design and user experience to be one of the most refined and seamless website designs. Netflix has one of the most profound and well-researched user interfaces and user experiences. Following is a brief of some of the features and design elements that I like about the Netflix website

Uniform design and single-page scroll:
Netflix uses a clean and constant layout for its website, encapsulating all these in a one-page scroll format. Its website design consistently uses red, white, and black colors to keep it uniform. Additionally, the thumbnails of the movies or show titles are the same throughout the website. I prefer this minimalistic design style as it makes my overall experience on the website seamless.
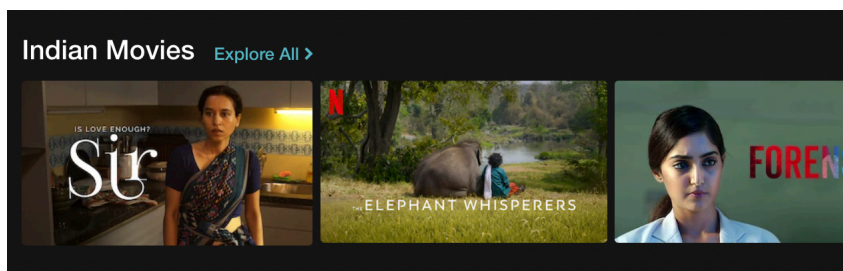
Changing thumbnail artwork:
The art or digital posters of the content on Netflix differ for different browsing sessions. This helps the website break out of the same routine look; the interface does not look mundane. It also helps to catch my attention if I missed the show in a previous session. The thumbnails change depending on the types of content you watch. If you watch comedies, romance, or feel-good genres, the thumbnails change to brighter colors or feature famous actors of the romance genre to drive your attention.
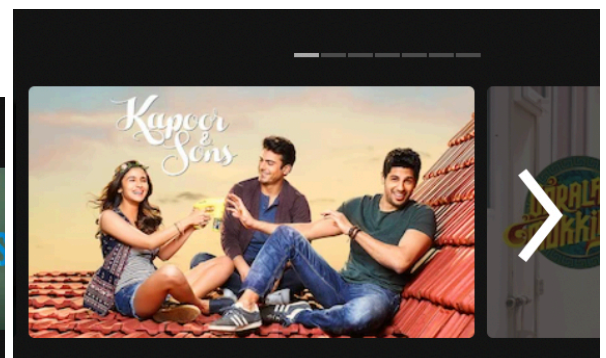

Horizontal slider catalog:
For someone indecisive like me, this horizontal slider catalog is the ultimate anchor that holds them on the website. On countless occasions, I have exited a streaming service because I was spoilt for options. However, the Netflix slider keeps only limited options for a particular category; six options in one tab and seven tabs in total. If we wish to see more options, we can click "Explore All" which shows up after hovering over the category name. One small detail I like is the partial thumbnail a the end of every tab, hinting that more options are available to view even before hovering over and finding the slider arrow.

Explore All option   The seven tabs, slider arrow and the partial thumbnail

Accurate Search:
We can search movies or tv shows by title, person, or genre through the search bar on the top right-hand side of the Netflix website. Since all the content is comprehensively tagged, the search results are always accurate. Moreover, based on the search keyword, Netflix adds its recommendations to the search results. For instance, if I search "srk" all the Shah Rukh Khan movies are populated in the search results, as well as other Bollywood movies, movies with the most common genre, or movies of Shah Rukh Khan's co-stars also show up.
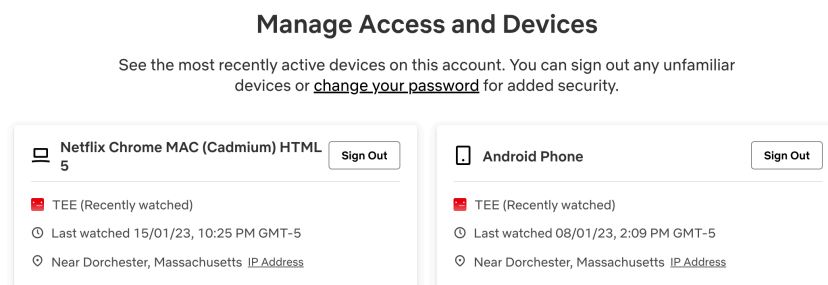
Good recommendations and personalization:
Netflix is unarguably equipped with one of the best recommendation algorithms. It is one of the primary reasons users are hooked on this platform. Recommendations are provided almost everywhere on the website. On the home page, it is in the form of "Trending Now," "New Releases," "Top 10", "Because you watched…" and other categories depending on your activity on the website. Activity on the website is cleverly utilized not only for recommendations but also for personalization. The landing page is personalized primarily based on the genres of content you watch, amongst other features. It dynamically and aptly changes as per my viewing choices.

No downtime:
I have rarely experienced downtime in streaming Netflix content. Thanks to its enhanced and global CDN, the videos have no buffering most of the time, if not always. This is what makes the movie-watching experience addicting on Netflix.

Managing the devices:
Given the myriad of devices people use for accessing Netflix, the "Manage Access and Devices" feature is a very convenient way to keep your account's integrity. This option lets the admin keep track of the locations of use, device types, and IP addresses. If there are any unwanted devices, I can sign out of them to maintain the security of my profiles and account.

Manage Access and Devices

See the most recently active devices on this account. You can sign out any unfamiliar devices or change your password for added security.

🖥 Netflix Chrome MAC (Cadmium) HTML 5	Sign Out	📱 Android Phone	Sign Out
🔴 TEE (Recently watched)		🔴 TEE (Recently watched)	
🕐 Last watched 15/01/23, 10:25 PM GMT-5		🕐 Last watched 08/01/23, 2:09 PM GMT-5	
📍 Near Dorchester, Massachusetts IP Address		📍 Near Dorchester, Massachusetts IP Address	

Here are some improvements to the Netflix website that would add to my experience on the same:

Group viewing options:
A video conference with a screen-sharing feature should be enabled on Netflix. This will be good for virtual parties, dates, or families away from each other.

Poll for content:
There is an ongoing problem of how Netflix sometimes needs to have the most mainstream and popular content. To solve this, a poll can be given to users months before the release date. If most people want that movie or show on the website, Netflix can have enough time to negotiate distribution rights.

Introduce a comment tab:
After one finishes watching a show or a movie, a review feature can be unlocked to discuss theories, reviews, or points of view. User activity should be limited to writing and reading other reviews to avoid conflict and flooding the review thread.

Add X-ray feature:
Netflix can adapt the X-ray feature that one of its competitors, Prime Video, uses to enhance its viewing experience. The x-ray feature should identify the actors on the screen and give a small timed

pop-up (say, 10 seconds) that people can click on if they want more information about the actor. Otherwise, it should disappear once that time frame expires.

Sorting "My List":
Personally, the "My List" function seems redundant. It is a vague list of shows I wish to watch or have already watched. Sorting them by genre or making custom watchlists would elevate the feature. It can also include liked content.

Segregating exact match and recommendations:
As discussed above, the search results combine exact matches and Netflix recommendations. A distinction between exact match and recommendations would enhance the user experience. Exact matches should show up first, followed by the recommendations under the title "More like this" which Netflix already uses on its website. This will also help ensure uniformity in the design.

2. **Create the use cases for the interactions assuming the site's improvements in mind. Create 5-8 use cases(Include at least 2 heavyweight use cases and middle-weight use cases)**

Use Case 1	Group viewing options
Actor(s)	Netflix Users
Basic Flow	One user selects the content to watch. She starts a video meeting. She shares invitation link with people she wants to watch with. Once everyone joins she starts screen-sharing. She starts playing the content. Everyone can now watch it together.
Pre-condition	Every participant should have a Netflix profile or account.

Use Case 2	Poll for content
Actor(s)	Netflix Users, Netflix Team
Overview	Netflix sometimes needs to have the most mainstream and popular content. To solve this, a poll can be given to users months before the release date. If most people want that movie or show on the website, Netflix can have enough time to negotiate publishing rights.
Trigger(s)	1. There is a popular content which is not currently on Netflix. 2. There is an upcoming content
Precondition 1	User should have a Netflix account
Precondition 2	If content is new it should be listed atleast 3 months before the release date.

Basic Flow:

Description	This is the main success scenario

1	Users see click on the poll option.
2	They vote whether or not they want that title on Netflix.
3	Netflix team analyzes the poll results.
4	They pursue legal procedures and get permissions for releasing that content.
Termination result	The content is published on Netflix on its release date.

Alternative Flow 1:

Description	This scenario describes Netflix team not getting rights to the movie or show
1	Netflix teams starts legal procedures to get permissions for the content
2	The productions house declines the offer and denies publishing rights
3	Netflix teams updates the users through the poll itself that permissions were denied
Termination result	The content could not be published on Netflix

Alternative Flow 2:

Description	This scenario describes the legal procedure being delayed
1	Netflix teams starts legal procedures to get permissions for the content
2	The Netflix team realizes that will get the copyright but after the release date
3	Netflix teams updates the users through the poll itself that the content would be delayed
Termination result	The content is published on Netflix after the release date

Alternative flow 3:

Description	This scenario describes movie release being cancelled or postponed
1	Netflix teams starts legal procedures to get permissions for the content
2	The content creators announce that the movie is being shelved
3	Netflix teams updates the users through the poll itself that the movie is cancelled
Termination result	The content could not be published on Netflix

Use Case 3	Introduce a comment tab
Actor(s)	Netflix Users
Overview	After one finishes watching a show or a movie, a review feature can be unlocked to discuss theories, reviews, or points of view. User activity should be limited to writing and reading other reviews to avoid conflict and flooding the review thread
Trigger(s)	The users has finished watching some Netflix content
Precondition 1	User should have a Netflix account
Precondition 2	In case of show, the user should have finished all the episodes of all the seasons published

Basic Flow:

Description	This is the main success scenario
1	Users completes a movie or a show
2	The review option unlocks pertaining to that content only
Termination result	The user has either written their comment or is using the feature just to read other people's reviews

Alternative Flow 1:

Description	This scenario describes user not finishing the content
1	User starts watching a show
2	The user has only finished one out of the two seasons posted and tries to open the review tab
3	The review option is locked
Termination result	The user cannot read or write review for that content yet

Alternative Flow 2:

Description	This scenario describes the user only reading the reviews
1	User completes watching a show
2	They click on the user tab and it unlocks
3	The user only reads other peoples reviews and comments about the show
Termination result	The user utilizes the review option only to read the content

Use Case 4	Adding the X-ray feature
Actors	Netflix Users
Overview	The x-ray feature is deployed that identifies the actors on the screen and forms a list in the side-bar view. Clicking on their icons in the side-bar give users more information
Alternative Flow 1:	A user clicks on the side-bar to know more about the actor. They are redirected to a page with more information about the actor including a list of their other works published on Netflix
Alternative Flow 2:	The X-ray side-bar appears but the user does not click on it. Therefore the menu disappears automatically after 10 seconds
Alternative Flow 3:	The user has disabled x-ray feature. So the side-bar does not appear

Use Case 5	Sorting "My List"
Actors	Netflix Users
Overview	Users can sort their "My List" titles by genre or make custom watchlists
Alternative Flow 1:	A user is making a custom watchlist but has forgotten to add some titles in their "My List". So the terminate the action and search the title to add to "My List"
Alternative Flow 2:	The user does not utilize "My List" at all. So none of the features is accessible to them

Use Case 6	Separating Search Results
Actor(s)	Netflix Users
Basic Flow	The users search a movie or show from the search bar by genre, title or actor. The search results are populated. At the top, the users can view the movies or shows that are an exact match with the search keyword. Below that they can see relevant recommendations under the category " More like this"
Pre-condition	Every participant should have a Netflix profile or account.