

Homework Assignment 1: Reflections, ideas, and planning

1. From the last class I noticed a problem related to Netflix which was 'Offline viewing can be done only in some devices and not all content can be downloaded to watch it offline while travelling etc.' My improvements for this problem would be:

Optimize ML algorithms to recommend user curtailed content to engage them and in turn have a better customer satisfaction, with the internet boom and since the advent of web3 the masses currently thirsts for better content which brings about the interests of people from different cultures. Thus, an immediate need for global expansion to a broader international audience will make the service accessible to a wider audience. Offline viewings and events like live watch parties and fan conventions will promote the product and it's new additions to it's arsenal.

2. According to me, I would implement these ways:

* One way is to provide the premium version of the app which has all the features for free for just a limited amount of time and according to the usage of the individual customer, if the individual is making use of the premium benefits than the average customers like time and money spent on the app during the period and offering few more days of free period until and threshold limit of one month. Then dropping them to basic plan so that whoever is interested would go for premium plan.

* Other way is to limit ads for free user, let's say a user is using the app for free without any subscription for ad-free. For any streaming service playing ads for free users is necessary but too much would disturb users. So, just limited ads should be placed depending on how popular the video and how lengthy like if its trending then few ads and if its not at all popular then no ads.

* Other way is to be transparent like the app developer should give info of all the premium plans available in the app and instead of ads, popping up the ads of the premium plan of the app itself and also gathering real-time info of how they are losing the benefits of staying in the free version of the app, like counting all the time and money they have wasted being in the free version in a transparent way would make a change.

3. The website which I feel has everything is “APPLE” official website. The Apple official website is indeed a great example of excellent UI/UX design.

- * Its website is known for its clean and simple design, the information presentation is transparent, clear, and organized.

- * The speed of the website is considered to have the best performance which ensures fast loading times, which creates positive feedback

- * The transitions from images to text and text to tables. Zoom in and out as you scroll, high-quality images, videos, and graphics are showcased so perfect.

- * The website can be accessed on any device seamlessly from desktops to smartphones. The sizing of the content depending on the device increases usability.

4. As of now, I would like to work on the webpage which will compare the prices for car parts from the dealers, and the user can select the ideal one which is near to him and at a better selling price.