



CS798H: HUMAN COMPUTER INTERACTIONs

FINAL PRESENTATION

TOPIC : JIO TV

Presented by-
Prem Milind Gujrathi (200393)
Jaya Meena(200472)
Pranshu Gaur(200703)
Yashanki Tonde(201151)



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JIO TV

- Reliance's Jio, is on an aggressive spree to capture the Indian OTT market
- This attempt is led by its two apps, JioTV and JioCinema
- So, we decided to look for pitfalls and obstacles in the User experience of JioTV, that might stop this juggernaut.



Data Gathering

User Data:

- The User data is mainly secondary data, with reviews from Apple App Store and Google Play Store. Some blogs and articles on the topic were also referred.
- A balanced mix of App Store and Google Play Store was sought for the analysis

DATA AND ANALYSIS

- **Methods**

Python libraries: google_play_scraper and app_store_scraper

Filtered recent reviews(last 1 year) and segregated based on rating (focused on 1,2,3 star)

- **Sampling Strategy and Sample Size**

Sampling strategy is a mix of Stratified sampling(1, 2, 3 star), purposive sampling(relevance)

- **Data Analysis**

All the reviews were coded one by one between 2 team members

- **Results**

The problems we identified that can be fixed

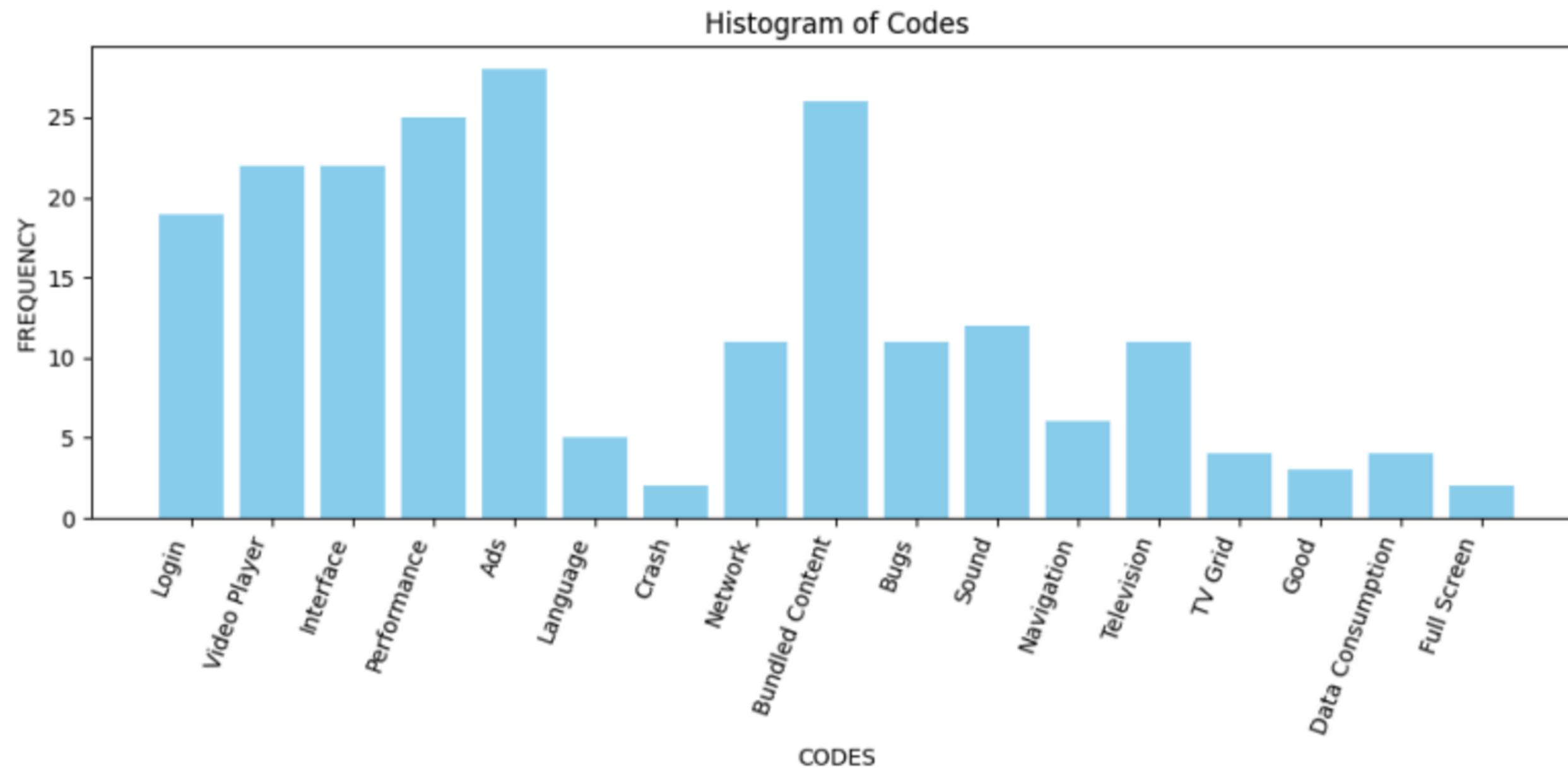
- Login
- Cluttered and Overwhelming Interface
- Lack of Personalization and Customization
- Overwhelming Channel Grid Layout
- The Media Player
- Bundled Content
- Television
- Ads

- **Prioritization**

- Login
- Content Discovery and Navigation
- Live TV Guide
- The Media Player

DATA AND ANALYSIS

Code of problem faced by users of the JioTV app



PROBLEM 1 - LOGIN

- **Problem:** When users attempt to log in to the JioTV app, the on-screen keyboard can sometimes obscure or cover the login button, making it difficult or impossible for users to complete the login process. Also numerous times OTP was not sent.
- **Stats:** 10% of the users in our sample faced this problem
- **Our take:** Login page needs to be modified to solve the above keyboard problem. Another complaint is the OTP system, which sometimes does not work. To solve this we will have to find some alternative login method.

PROBLEM 2 - CONTENT DISCOVERY

Problem: The JioTV app's interface can feel cluttered and overwhelming, with a large number of channels, categories, and features displayed on the home screen

Stats: Approximately 28% of the users in our sample faced this problem

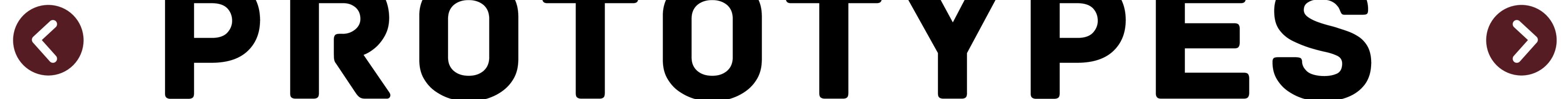
Our take: The Home page though calls itself "For You", just throws a bunch of channels and shows. There is little to no customizability on the home page. "Continue watching" is also absent, which prevents users from catching up on shows that they left.

PROBLEM 3 - LIVE TV

- **Problem:** The Live TV grid is very cluttered. It is simply a list of channels, with complete schedules and little to customize. To find something on this grid is a mammoth task in itself
- **Stats:** 16% of the users in our sample faced this problem
- **Our take:** A minimalist, customizable and intuitive Live TV guide is necessary to make the best feature of the JioTV app usable. in current situation it is almost unusable

PROBLEM 4 - MEDIA PLAYER

- **Problem:** The JioTV app's video player lacks subtitles, playback speed adjustment, sound controls, brightness controls, and smooth navigation. The other controls have bugs too
- **Stats:** 20% of the users in our sample faced this problem
- **Our take:** The Media player has most of the complaints, and it's notable that there is a complaint with almost each element of the player. Thus a complete revamp with more useful and accessibility features is required.



PROTOTYPES

EVALUATION METHODS

The Nielsen Norman Heuristics Evaluation method!

- We firstly selected the 5 heuristics which were relevant to our app and tested each main feature of the prototype against them using the NN Workbook approach.
- Each one of us individually evaluated the prototypes, made our comments, noted issues, and made our recommendations.
- This was followed by a discussion of the serious issues and potential fixes to enhance our prototype.

Preference Testing

- We also did a small preference test with a few JioTv users to understand the likeability of our proposed solution.
- We floated a Google form with comparisons of the main screens of the existing UI and our prototype.

A/B testing

- We also conducted a rudimentary A/B testing for our prototype of the Live TV guide as we had two choices and the preference test was too close to call.

PROBLEMS IN EXISTING PROTOTYPES

Feature	Problem	Heuristic Source
Login	Cannot access Home without Login	User Control and Freedom
Login	Cannot Skip Language and Genre Preferences	User Control and Freedom
Content Discovery	Content not Personalized Enough	Flexibility and Efficiency of Use
Live TV	Favourites Shows Tag is Not Available	Recognition rather than Recall
Media Player	Can't Navigate to Next Episode Directly	Flexibility and Efficiency of Use
Media Player	Too Many Settings in the Player	Aesthetic and Minimalist Design

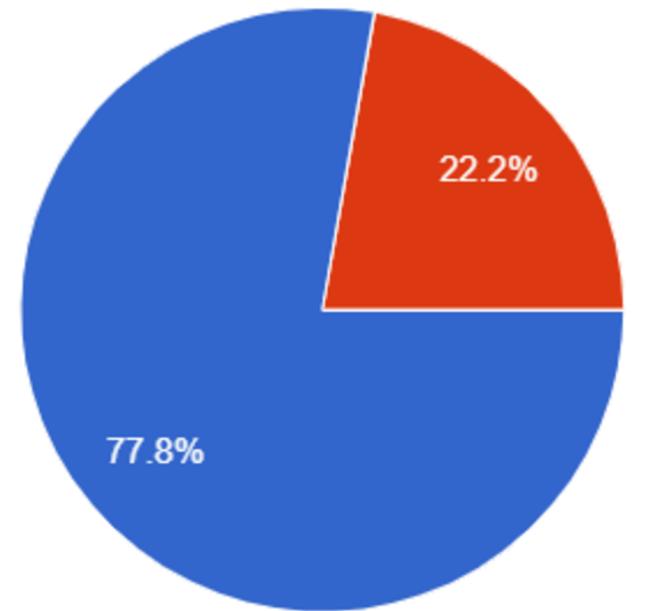
POTENTIAL FIXES

Feature	Problem	Fix
Login	Cannot access Home without Login	Move Login to the Sidebar and open Home tab as default for everyone
Login	Cannot Skip Language and Genre Preferences	Addition of Skip Option
Content Discovery	Content not Personalized Enough	Suggest Similar content using Genre and Recently watched similarity, add option to add shows directly to Watchlist
Live TV	Favourites Shows Tag is Not Available	Addition of Favourites Tag along with Pin Channel
Media Player	Can't Navigate to Next Episode Directly	Episode Navigation through Right/Left buttons in Player
Media Player	Too Many Settings in the Player	Introduce Settings button and put additional settings under it

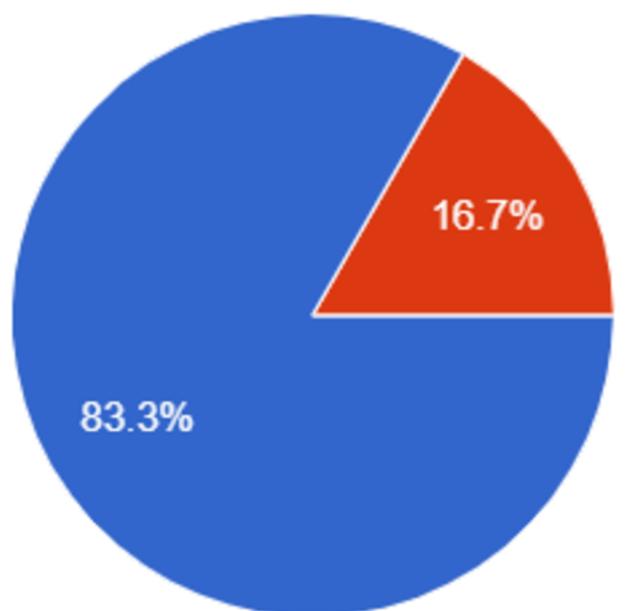
EVALUATION EVIDENCE

[Google Sheet Link:](#)

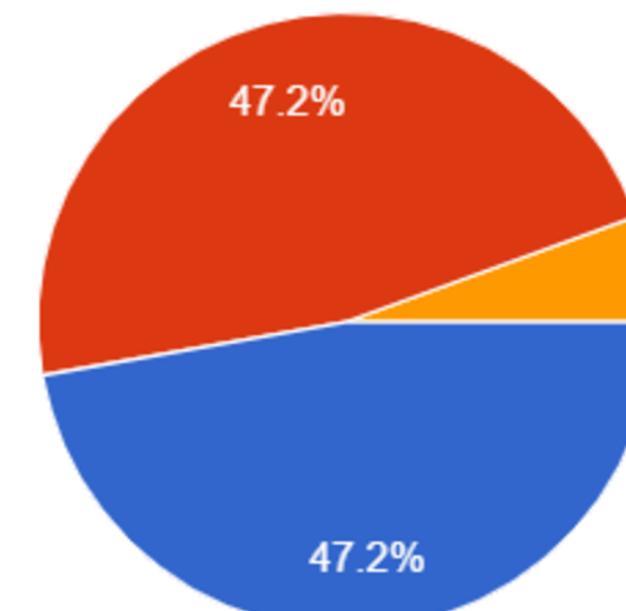
PREFERENCE TESTING



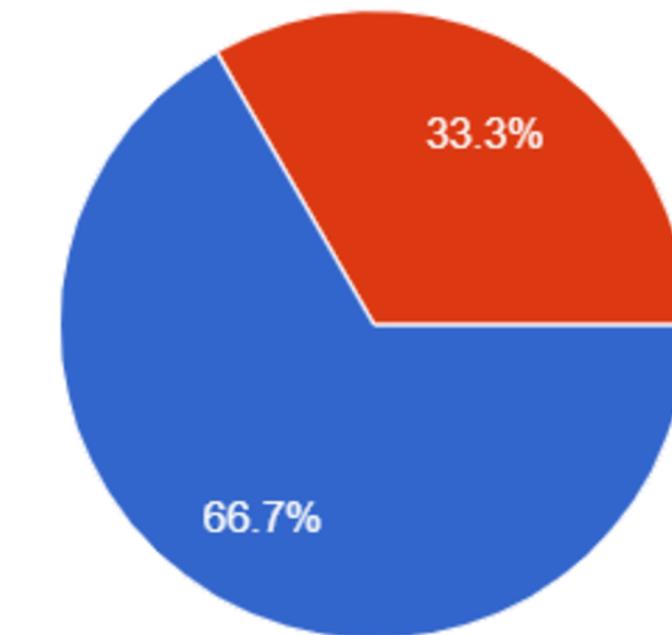
Login Page



Home Page



Live TV



Media Player

Total Responses= 37

A/B TESTING

Interface 1	8
Interface 2	15

**INTERFACE 1 IS ORIGINAL
INTERFACE**
**INTERFACE 2 IS INTERFACE
WITH SHOWS SIDEWAYS**

Interface A	1
Interface B	15

**INTERFACE 1 IS ORIGINAL
INTERFACE**
**INTERFACE 2 IS ONLY
CHANNELS BEFORE
DROPDOWN**

THANK YOU!

