Human-Computer Interaction
P3   29/03/2022

Analytical Evaluation
Disney +

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Why Disney + ?

- It's the streaming service that gathers all the cinematographic content owned by Walt Disney Studios, namely all the movies, series, TV shows, Documentaries (and other) for which disney has streaming rights
- Disney, Pixar, Marvel, Star Wars, National Geographic and Star, all brought together in one streaming platform that has millions of users of all ages.
- It has Parenting controls, up to 7 different Profiles, can be canceled anytime, unlimited downloads and streams in 4K, HDR and UHD

Disney+

WEST SIDE STORY

Academy Award® Winner

Disney   PIXAR   MARVEL   STAR WARS   NATIONAL GEOGRAPHIC   ST★R

New to Disney+

OLIVIA RODRIGO: driving home 2 u a SOUR film

THE ICE AGE ADVENTURES OF BUCK WILD

Disney · PIXAR TURNING RED

Disney PARALLELS

Disney CHEAPER BY THE DOZEN

Recommended For You

Heuristic Evaluation and Severity scale

- For this evaluation, we used the Jakob Nielsen's 10 Usability Heuristics for User Interface Design method as a base and indicator.
- Our severity scale is: 0 - 4, the higher the number, the more severe.
- Our set of Heuristics are the following:

1. Visibility of System Status
2. Match Between System and the Real World
3. User Control and Freedom
4. Consistency and Standards
5. Error Prevention

6. Recognition Rather than Recall
7. Flexibility and Efficiency of Use
8. Aesthetic and Minimalist Design
9. Help Users recognise, Diagnose and Recover from Errors
10. Help and Documentation

Streamlined CW

- Similar to Cognitive Walkthrough

- Complies with the CW questions
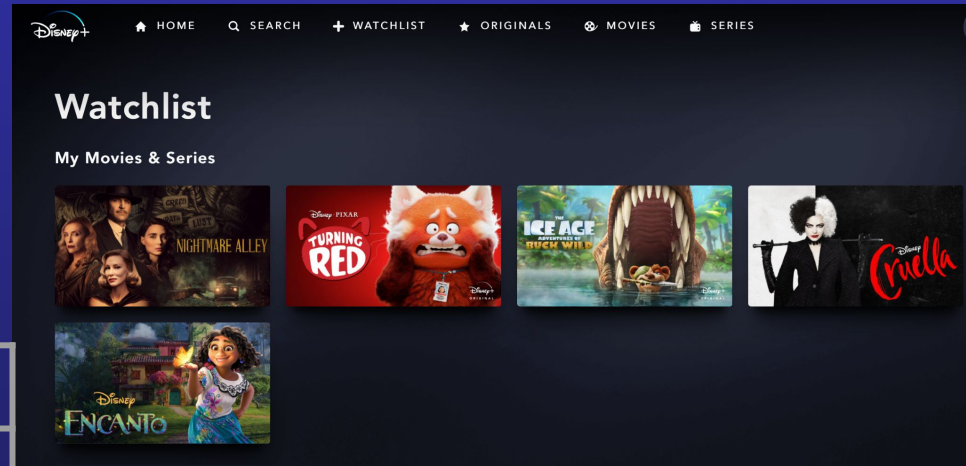
- Selectiveness

Problem 1

- No grouping or sorting options in the watchlist page
- Ordering by date added
- Inefficient

- Heuristic: Flexibility and efficiency use

- Severity:

Bernardo	Afonso	Beatriz
4	4	4

Disney+   HOME   SEARCH   WATCHLIST   ORIGINALS   MOVIES   SERIES
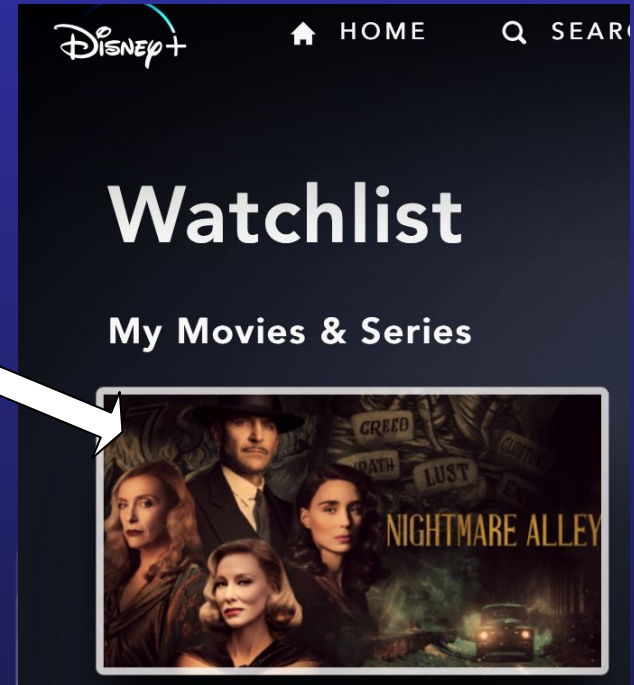
Watchlist

My Movies & Series

Problem 2

- No option to delete content directly from the watchlist page

- Heuristic: User control and freedom

- Severity:

Bernardo	Afonso	Beatriz
3	4	3

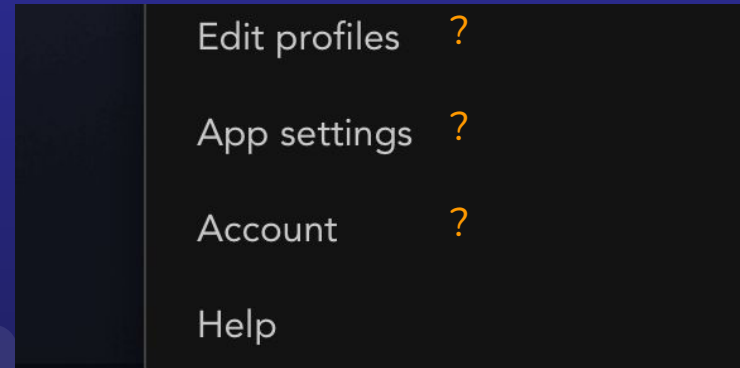The mouse pointer is hovering on the film image

Problem 3

- Hard to find the language setting for a common user
  - What setting should the user choose?

- Heuristic: Recognition rather than recall
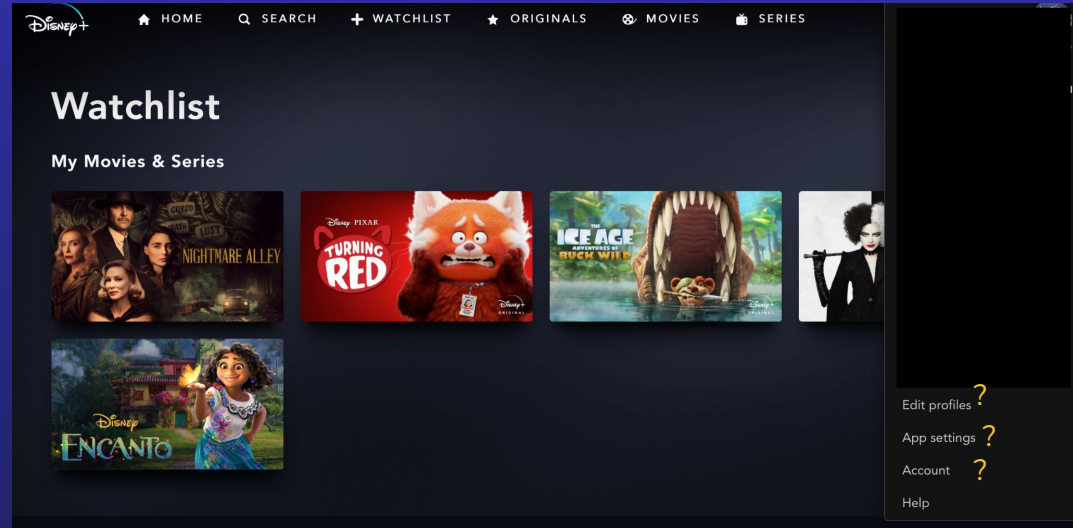
- Severity:

Bernardo	Afonso	Beatriz
3	4	4

Problems Found with HE

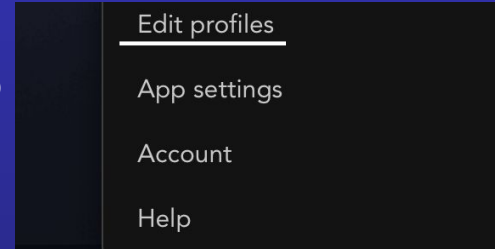|	Bernardo	Afonso	Beatriz	Median
No redirect to previous page after tapping a particular movie	2	3	1	2
Hard to find the language setting for a common user	3	3	2	3
Help button is wispy and barely visible	1	1	1	1
The system doesn't ask if a user is sure he wants to switch profiles, no error prevention	2	2	2	2
There's no play button in the main page; this would accelerate the process of watching a movie if the user doesn't want to go through all the suggested films, details, and synopsys	3	3	2	3
The current category being filtered has very low visibility	1	1	1	1
No option to delete content directly from the watchlist page	3	4	3	3
Low demonstration time of epilepsy and/or other diseases	3	2	2	2
No grouping or sorting options in the watchlist page, making it very inefficient	4	4	4	4

Cognitive Walkthrough

- Task: Change the app language

- User: Any end user that makes use of Disney +

- Issue: User can choose several similar settings before reaching the goal of changing the language setting
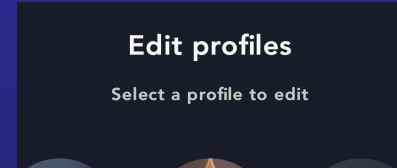
Cognitive Walkthrough

- Will the user know what to do

    at this step?

- If the user does the right thing, will

    they know that they did the

    right thing, and are making
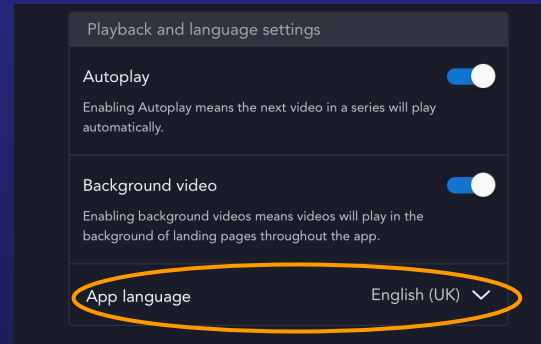
    progress towards

    the goal?

1st step

Edit profiles

App settings

Account

Help

2nd step

Edit profiles

Select a profile to edit

3rd step

Playback and language settings

Autoplay

Enabling Autoplay means the next video in a series will play automatically.

Background video

Enabling background videos means videos will play in the background of landing pages throughout the app.

App language   English (UK) ⌄

General Appreciation

1. Great visibility
   a. Clear signs of where we are and clear information
2. Great design that fits the targeted audience
3. Not expected to find a lot of issues
4. Great user experience