

COGNITIVE WALKTHROUGH

1. Will the user realistically be trying to do this action?
2. Will users see the control for the action?
3. Once users see the control, will they recognize that it does what they want?
4. After the action is taken, is the feedback appropriate? Will the user move on to the next action with confidence.

Assumptions: Users have already opened up the HBO Max app

Change your profile image

1. Select Manage Profile
 1. Yes. Manage profile is commonly used phrase on streaming services that indicates profile editing.
 2. Yes and No. While it clearly states Manage Profiles on the bottom, there was hardly any indication that the cursor is on the action. There is only a slight change from light purple to white. I had to double check to make sure I actually was on the action.
 3. Yes. Manage profile is commonly used phrase on streaming services that indicates profile editing.
 4. Yes. It takes you to a new screen with the different profiles to edit.
2. Click on your Icon
 1. Yes. Users will want to edit a specific profile.
 2. Yes. The different Icons are on the screen.
 3. Yes. The intended Icon has a universal editing icon.
 4. Yes. It takes you to a new screen to edit the selected Icon.
3. Choose a Profile Image
 1. Yes and No. Users may want to change their Profile Image, however the term may be misleading.
 2. Yes. There are different new Profile Image colors to select from to change the decorative circle around the user Name.
 3. No. The term Profile Image may be misleading to users as there is no images available. A better term is Profile Color or Profile Ring.
 4. Yes and No. The feedback is subtle. Selecting your desired Profile Image moves the cursor to Save/Cancel while keeping the user Name in the selected Profile Image.
4. Press Save
 1. Yes. In order to Save changes.
 2. Yes. Save is highlighted in a bold purple color when selected.
 3. Yes. Save is a universal term.
 4. Yes and No. It takes you back to the Manage Profiles screen. Users can see their Profile Image has been changed, however there is no pop up message stating that it has been saved.

Thoughts: The UI is very subtle. A few times I was unaware that I was hovering over an action because there weren't any major indicators to alert me. Also the term Image Profile is very misleading.

Assumptions: Users have already opened up the HBO Max app and selected their profile

Add a Recently Added movie to you Favorites

1. Scroll to Just Added
 1. Yes. Users often look for the newest items.
 2. Yes. Yes it is labeled Just Added
 3. Yes. The title is pretty obvious
 4. Yes. There are a list of movies.
2. Select "Clueless"
 1. Yes. Users click on movies.
 2. Yes. There is a subtle purple highlight around the selected film. When browsing horizontally, the landed on film tends to stay to the right side.
 3. Yes. The highlighted movie means they may select it.
 4. Yes. Selecting the movie takes the user to a screen with the movie information.
3. Select Add to My List
 1. Yes. Users want to add new films to their lists.
 2. Yes and No. It's subtle. The "+" icon is quite small.
 3. Yes and No. "+" may be a universal icon, however new users may not be aware of what it does.
 4. Yes. The "+" turns into a checkmark indicating it has been added.

Assumptions: Users have already opened up the HBO Max app and selected their profile

Find the Description of a TV show of an actor you like.

1. Go to Search
 1. Yes. Users will often use the Search function to look for specific titles.
 2. Yes. The Search is on the left side of the screen.
 3. Yes. It uses a universal magnifying glass icon to Search.
 4. Yes, it takes you to a keyboard to input your search.
2. Type in Amanda Bynes and press Search
 1. Yes. Users will look for content with people they are interested in.
 2. Yes. It is a standard keyboard and search that every service has.
 3. Yes. They just want to search.
 4. Yes and No. Titles do pop up, however it is unclear whether Amanda Bynes stars in them (the ones that do not have her face). Would like to have some indicator as to whether or not she is actually in it. And also clarification as to whether they are shows or movies.
3. Select "What I Like About You"
 1. Yes. Users will go to the show they want.
 2. Yes. Yes, they'll move their cursor.
 3. Yes. The show is highlighted.
 4. Yes. Yes, the screen changes to show the show and details of it.
4. Find the show Description
 1. Yes. Users will want to know what potential content is about.

2. Yes. The show description is one of the first things they see.
3. Yes. Yes, there are no other description indicators.
4. Sort of. The description is found, however I noticed that many descriptions on the site are vague. May be more of a UX writing problem though.

Assumptions: Users have already opened up the HBO Max app and selected their profile

Search for a specific scene in a DC superhero movie.

1. Select Hubs
 1. No. New users may not be aware of what “Hubs” are. They are more likely to either scroll down or search for DC movies.
 2. Yes. The action is a clear option on the home tool bar.
 3. No. Once again, there’s no indication on the site what a “Hub” is. Users may not be aware what it is for.
 4. Yes. A selection of different “Hubs” appear, aka the collections from different content companies.
2. Select the DC collection.
 1. Yes. The user wants to find a DC movie.
 2. Yes. DC is listed as one of the many “Hubs”
 3. Yes. The DC logo is prominent and users will know what it associates with.
 4. Yes. The user is taken to a screen dedicated to films and shows from the DC franchise.
3. Select “WW84” from the new screen
 1. Yes. Users will want a specific movie.
 2. Yes. This film is a featured film at the top of the page.
 3. Yes. The film is highlighted.
 4. Yes. User is taken to a screen about the film.
4. Press Play.
 1. Yes. User wants to play films.
 2. Yes. The play button is at the bottom of the screen.
 3. Yes. It is a universal play button and slightly larger than the other actions.
 4. Yes. The film has started.
5. Fast forward to a fight scene.
 1. Yes. At times users may want to go to specific scenes.
 2. Not really but thats not a bad thing! Users cannot see a specific fast forward button while the movie plays, but it is intuitive. They assume they can!
 3. Same as above.
 4. Yes. The movie begins to move forward and even provides 5 different speed up levels. Maybe too much but still nice!
6. Press Pause.
 1. Not sure. When users speed up, I’m not sure if they will want to pause immediately, or continue playing. Will get back on that!
 2. No. They only see the action to press play again.

3. No. Because of above.
4. Not possible. Because of above. Users need to press play and then pause.

Assumptions: Users have already opened up the HBO Max app and selected their profile

Jump to episodes of the show you are currently watching.

1. Go to Continue Watching
 1. Yes. Users want to watch things they left off on.
 2. Yes. The section is on the homepage.
 3. Yes. The section is clearly labeled.
 4. Yes. It displays shows and movies users were watching and have no finished.
2. Select "What I Like About You".
 1. Yes. Users want to pick up where they left off.
 2. Yes. The show is highlighted.
 3. Yes. Users will see that the show is selected.
 4. Yes, but for this specific scenario. The show immediately starts to play. However, some users may expect to be taken to the show page?
3. Pause the episode you are on.
 1. Yes. Users need to pee sometimes in the middle of shows.
 2. Yes, if they are looking for it. Users intuition will most likely have them selecting their remote's middle button to pause (which is standard practice) but if they press their bottom arrow, a pause action is available.
 3. Yes. It's a universal Pause icon.
 4. Yes. The show paused.
4. Fast forward.
 1. Yes. Users may pause content and then realized they need to skip forward or back.
 2. No. There is no forwarding action.
 3. No. See above.
 4. No. See above.
5. Go to the Next Episode .
 1. Yes. Users maybe be on one episode, realize they want to go to a different one and try to skip to the next.
 2. No. There is no skipping option.
 3. No. See above.
 4. No. See above.

Thoughts: Their video player UI is very basic and does not accommodate for the user too much. There are many different actions/options that other platforms offer when a video is paused and HBO Max only lets you press play again. When I pause I want to go back, forward, skip to the next episode, check subtitles/audio.