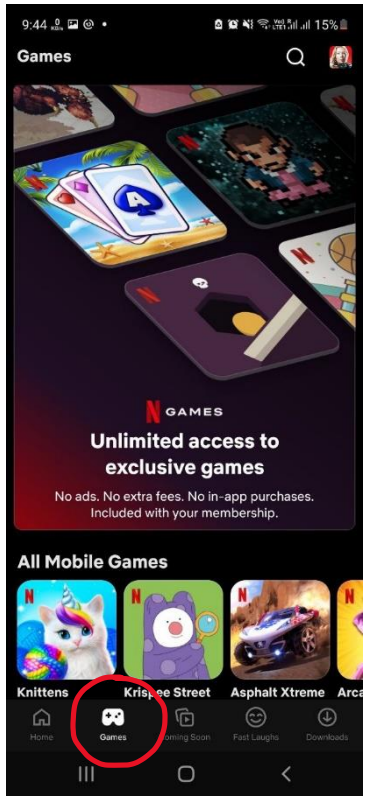
**Heuristic Evaluation Sheet**

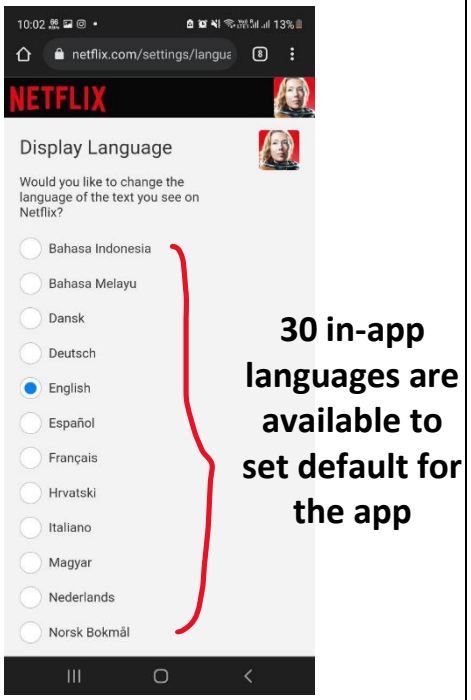
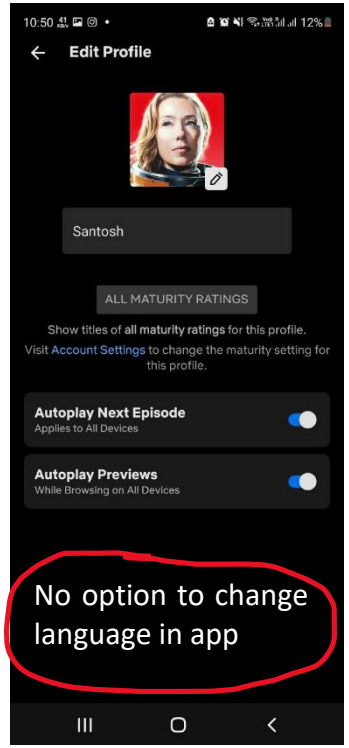
| | | |
|---|---|---|
| **Evaluator: Santosh (Ankit Kumar's Mother)** | **Date: 21.01.2022** | **OTT Platform: Netflix** |
| **Website: https://www.netflix.com** | **Device:**<br>**Samsung Galaxy S20 FE 5G** | **Browser: Netflix's Android Application** |
| **Severity ratings:**<br>0 = I don't agree that this is a usability problem at all<br>1 = Cosmetic problem only: need not be fixed unless extra time is available on project<br>2 = Minor usability problem: fixing this should be given low priority<br>3 = Major usability problem: important to fix, so should be given high priority<br>4 = Usability catastrophe: imperative to fix this before product can be released | | |

**Ankit Kumar**
**2021015**

## Heuristic Evaluation Sheet

| 1. Aesthetic and minimalist design | Issues | Recommendations |
|---|---|---|
| - Is any unnecessary and irrelevant information provided?<br><br>-- Despite being a good UI of the app, user find the information provided on the homescreen cluttered. According to the user, the interface should be updated for a minimalist design.<br><br>Severity<br><br>0 1 **2** 3 4 | 1. User finds the Games tab unnecessary and wanted it to be removed as it does not interest her. There is no option to turn off/remove that tab. Generally, tabs are hard coded to the UI and can't be altered by mere on/off buttons.<br><br>  <br> | 1. An option should be provided to remove the games tab to make the UI more minimalistic and the option can be available by default if the Netflix's profile is setup for a kid. This will make the Homesceen more efficient and more important tabs can be added to the Interface |

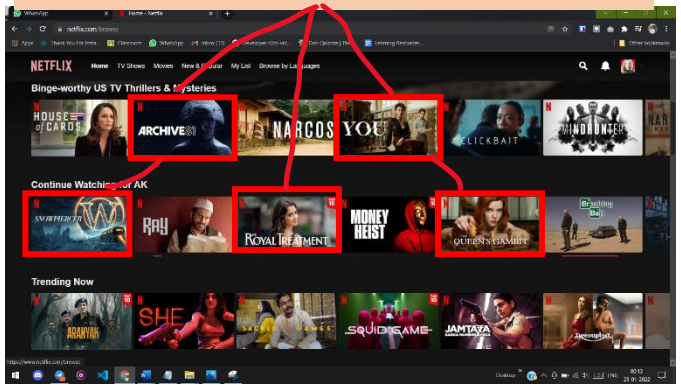
## Heuristic Evaluation Sheet

| 2. Match between system and the real world | Issues | Recommendations |
|---|---|---|
| - Is the language at the interface simple?<br>--The default language is English and user did not find any problem in font size and style problematic to use as she shows basic words of English to navigate through the app<br><br>- Are the words, phrases and concepts familiar to the user?<br>--Most of the interface is quite similar to other OTT platforms which makes the app quite consistent.<br><br>Severity<br> <br> | 1. Language The main issue regarding the Netflix app is that the account is divided into profiles which makes it harder for user to navigate to the settings to change default language for the app. <u>The settings itself is not present in the app</u>. The user has to login via browser/pc to access language settings which makes it harder for someone who is not familiar with account settings and options on browser as the browser interface is little different from the app itself.<br>  <br> | 1. An option to change language should be added to the app profiles so that user can directly change the default language of the application <u>which eliminates the step of logining from the browser</u> and changing it.<br>  <br> |

# Heuristic Evaluation Sheet

-Is UI familiar to the user?
-- Not exactly. Netflix has placed its shows vertically rather than standard horizontal landscape (9:16) which makes its design a little weirder than its website counterpart.

**Show's thumbnails are aligned horizontally on Netflix's Browser Website**

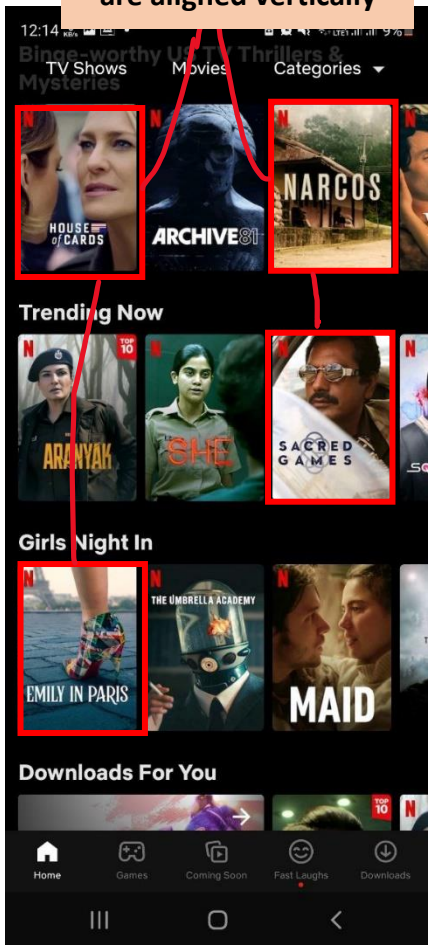



Severity

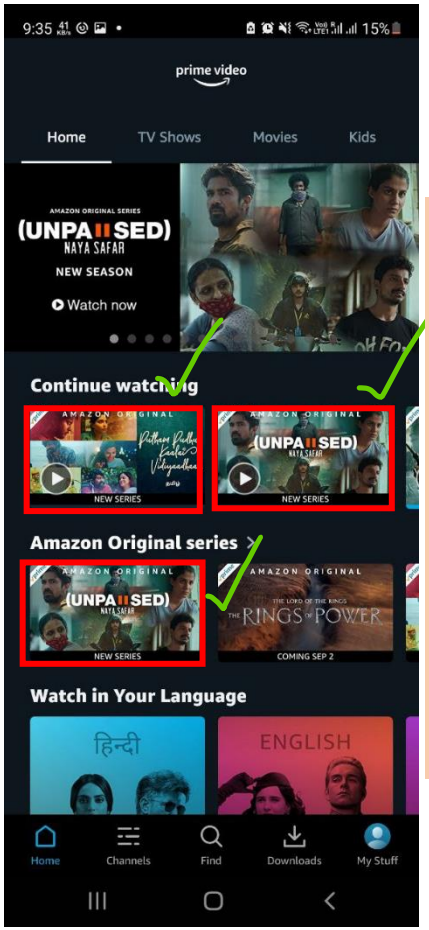
0 1 2 3 4

2. Show thumbnails are vertically aligned which makes the interface look weird to the user.

**But in app the shows are aligned vertically**

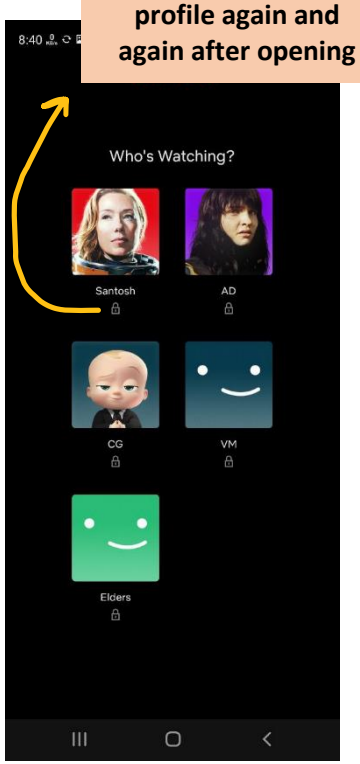
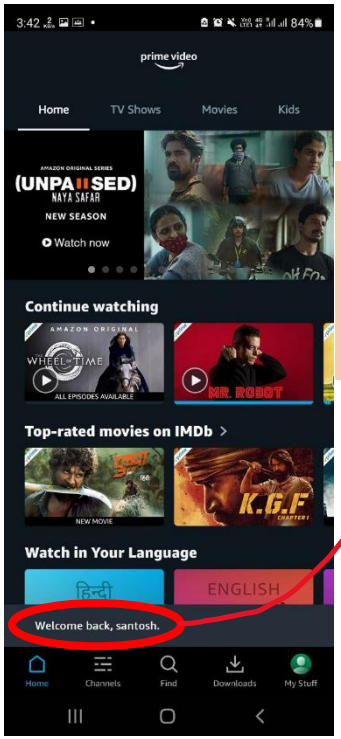



2. In Amazon Prime Video, Show thumbnails are horizontally aligned which looks easier on eyes and user can process more information like this.

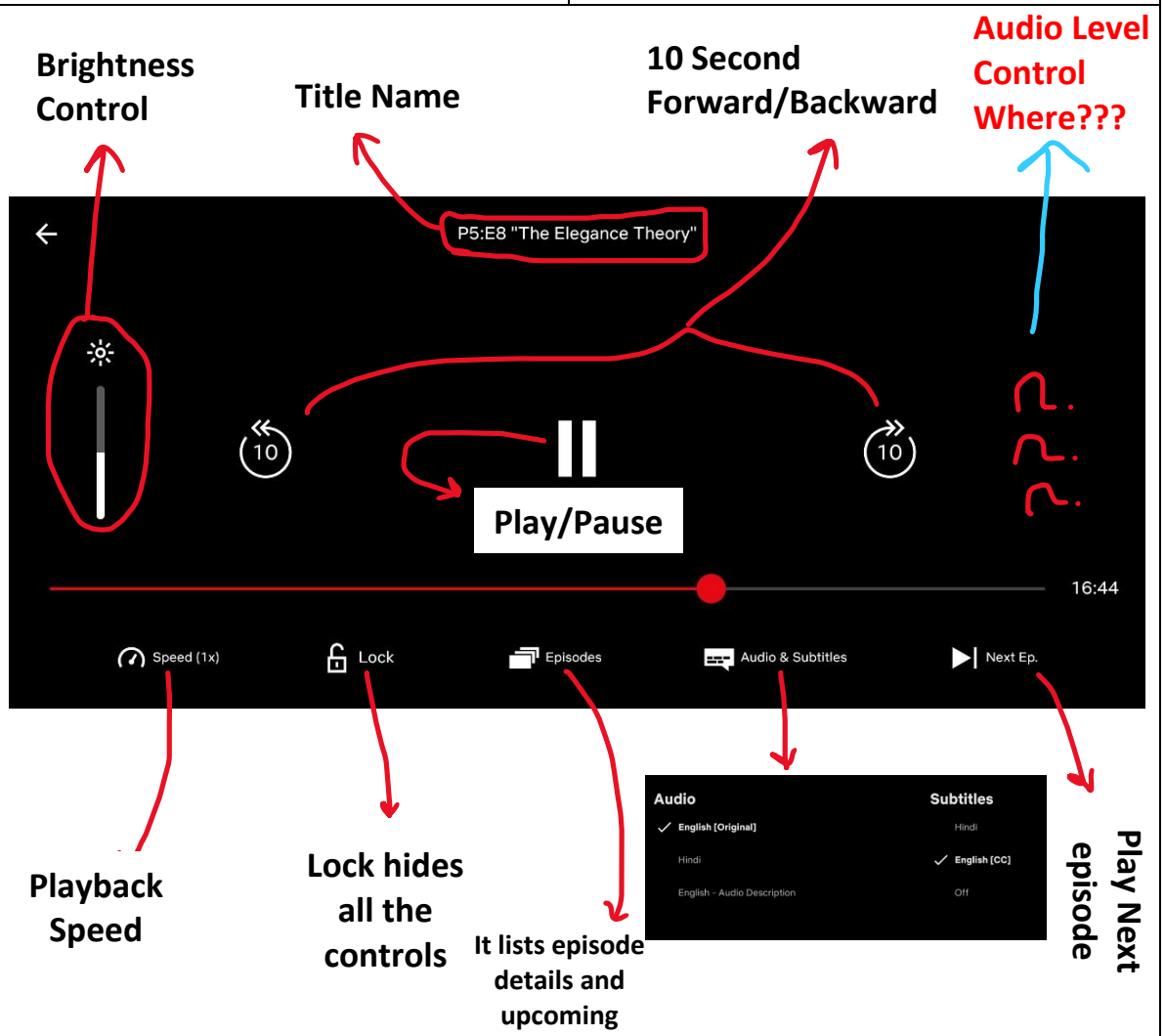



**Amazon Prime Video is a lot more consistent and easier on eyes**

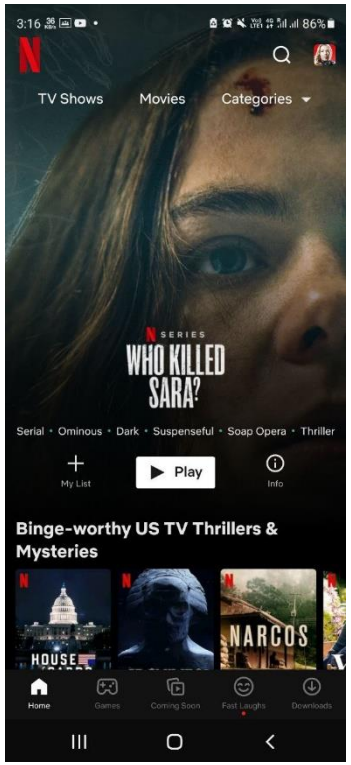
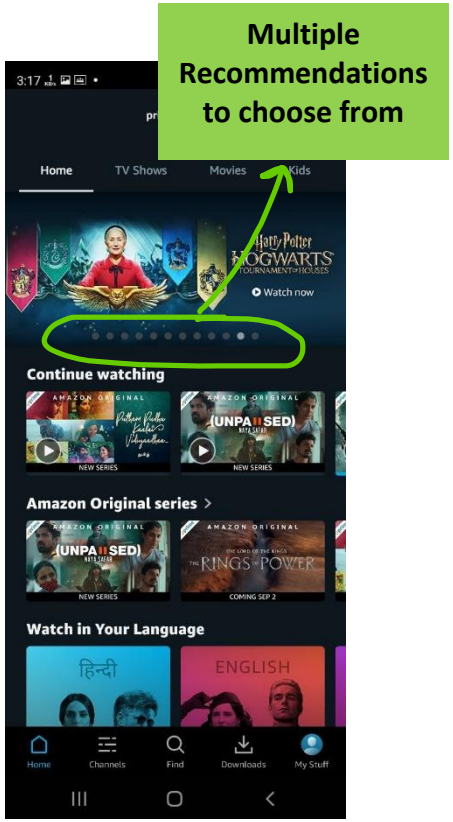
## Heuristic Evaluation Sheet

| 3. Flexibility and efficiency of use | Issues | Recommendations |
|---|---|---|
| - Have accelerators (i.e., shortcuts) been provided that allow more experience users to carry out tasks more quickly?<br>-- The Netflix app is designed with lots of shortcut and features so that user don't have to repeat a lengthy process again and again to do a same task. For e.g., playing/continuing the show from where the user has left off.<br><br>Severity<br><br>0 1 2 **3** 4 | User didn't find any provided shortcut problematic other than the a single annoying 'feature'. Every time the user opens the app, it asks for the profile she wanted to use the app from. User have to type the pin again and again to enter her profile to start watching Netflix and chill.<br><br>**Asking to select the profile again and again after opening**<br>  <br> | Netflix should make a default profile for a particular device. If user logins into a profile, the app should start from the same profile until user manually changes that profile from the settings. It's quite self-understood that a user never watches from different profiles every single time. Again, Amazon Prime did a great job implementing this as it always starts off with the last profile used.<br>  <br><br>**Allowing user direct access to the interface by opening the last used profile** |

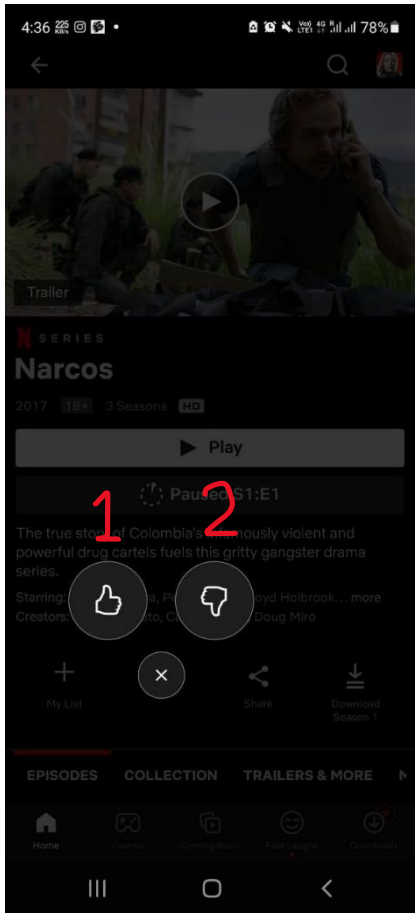
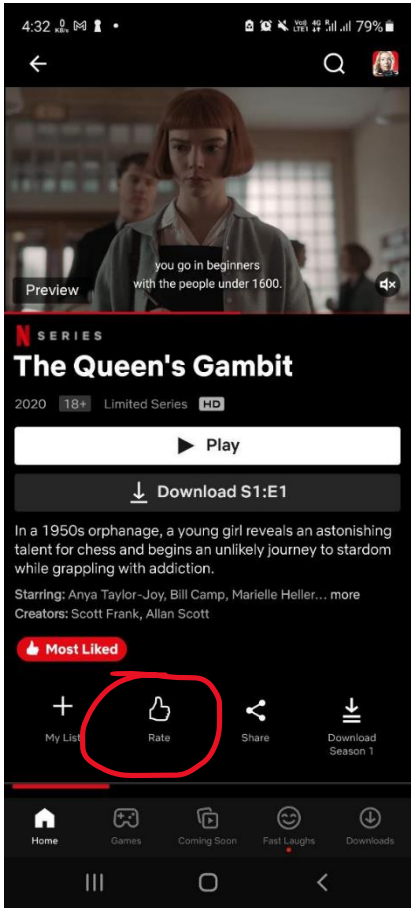
## Heuristic Evaluation Sheet

| 4. Consistency and standards | Issues | Recommendations |
|---|---|---|
| - Are the ways of performing similar actions uniform?<br>-- Most controls of playback interface are quite consistent and self-understood.<br><br>Severity<br>0 1 2 3 4 |  | |

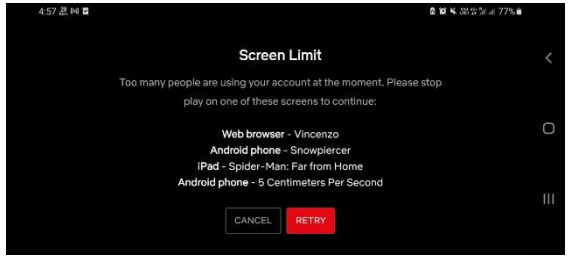
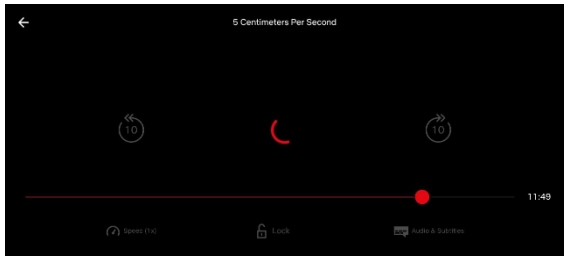
## Heuristic Evaluation Sheet

| 5. User control and freedom | Issues | Recommendations |
|---|---|---|
| - Are there ways of allowing users to easily leave 'places' they unexpectedly find themselves in?<br>--User can easily exit the app buy pressing back button once. Shows will continue from where the user has left last time.<br><br>Severity<br><br>0 1 2 **3** 4 | The recommendation panel contains only one recommendation and user specifically stated that amazon prime video has swipe-able recommendations which let her choose the show she wanted to watch next, which sometime gives a sense of control to user.<br><br>  <br> | Netflix should add more recommendations to their homescreen. Although it already has "Coming Soon" tab, Amazon does a great job by displaying/recommending the right shows on homescreen according to the user's watching habits.<br><br>  <br> |

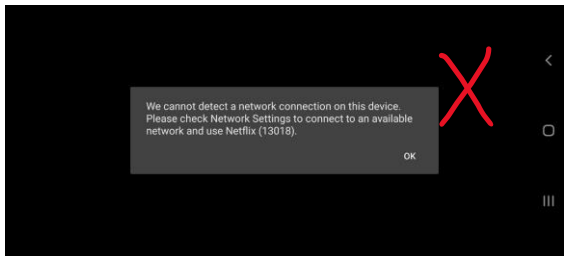
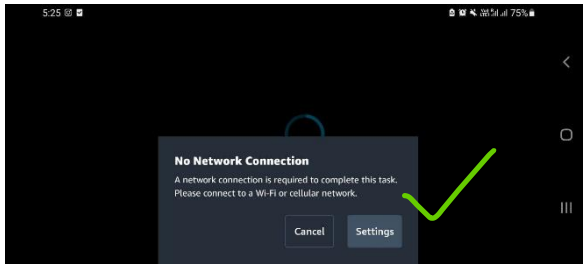
## Heuristic Evaluation Sheet

| 6. Recognition rather than recall | Issues | Recommendations |
|---|---|---|
| - Are objects, actions and options always visible?<br>--The UI is consistent throughout the application and all icons and graphics have their standard meanings. Each icon also contains the text indicating what is its purpose<br><br>Severity<br>0 1 2 3 4 |  |  |
| 7. Error prevention | Issues | Recommendations |

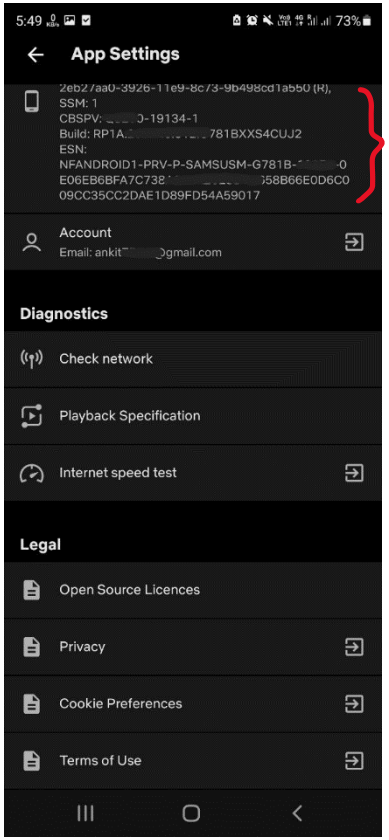
## Heuristic Evaluation Sheet

| | | |
|---|---|---|
| - Where and why do errors occur?<br>1. User Limit-4, user can only stream on 4 devices simultaneously. |  | It is quite efficient and informative to know which device is currently playing media right know so user can figure out what should be her next step if she wanted to continue watching the show she wanted to |
| 2. Internet issues.<br><br>Severity<br>0 1 2 3 4 | If internet get disconnected while media is playing, <u>the buffering signs keeps rotating without telling the user what is the problem with the playback system</u> which is frustrative enough and user herself have to find out what the issue is.<br>  | <u>The best possible solution to this problem is a timeout message.</u> After a fixed time, say 30 seconds of reconnecting, if the connections don't restore, the app should show a popup displaying that there is a network problem instead of keep buffering and hanging the user. |

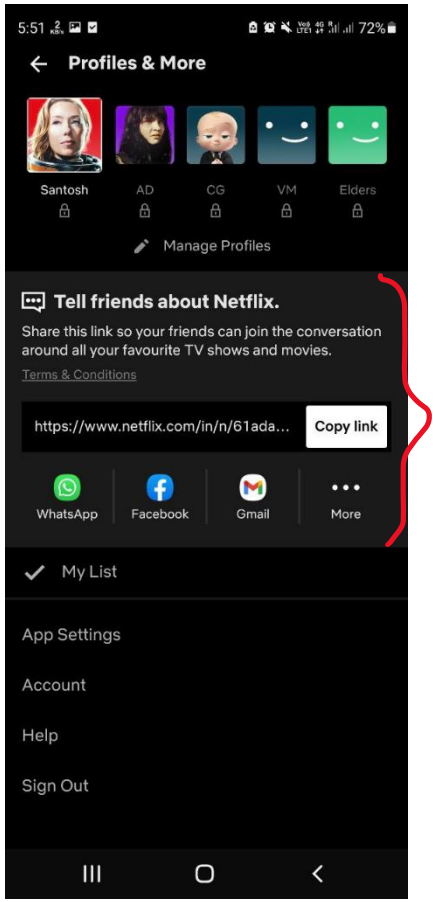
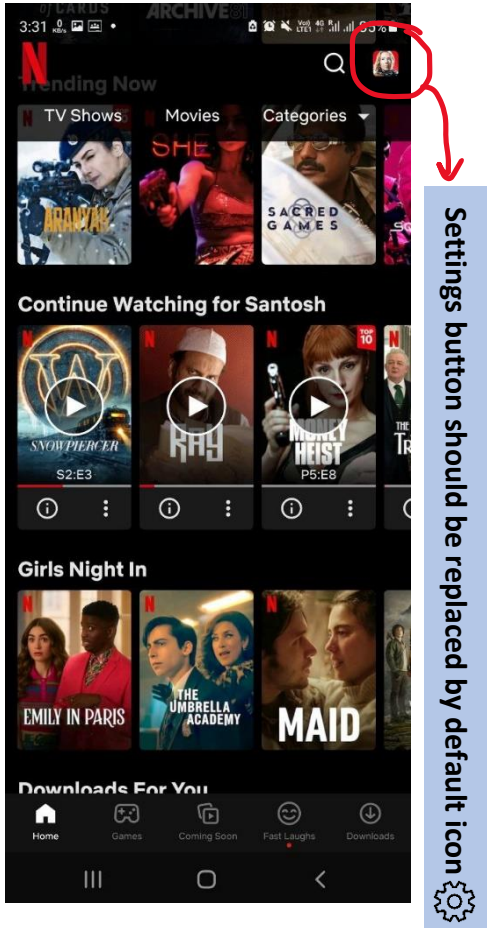
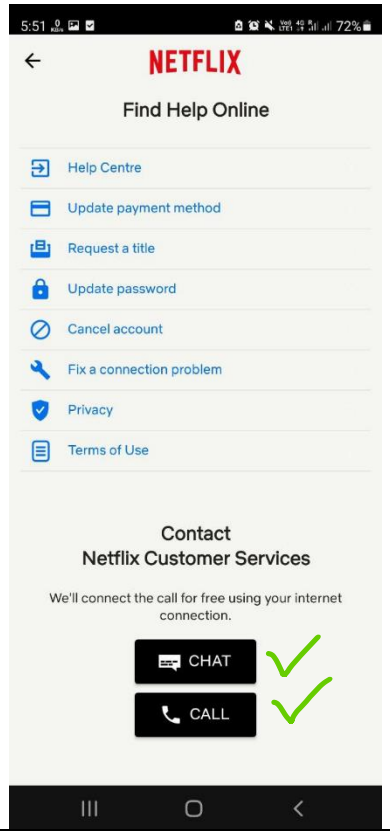
## Heuristic Evaluation Sheet

| 8. Help users recognize, diagnose, and recover from errors | Issues | Recommendations |
|---|---|---|
| - Are user messages helpful?<br>-- Application shows the error via popup messages which is easier for user to realise that she has encountered an error. The popup itself contains the problem description in simple language<br><br>- Do they use plain language to describe the nature of the problem and suggest a way of solving it?<br>-- The error message is programmed to show the message in default language rather than any fixed language and the message also shows an error code which makes it easier for advanced user to diagnose the error<br><br>Severity<br> | App only shows this popup if the user opens the app without an internet connection to begin with not while playing a media as pointed out in the previous point.<br>Also, <u>message does not contain any link to let the user know how to fix that error</u>.<br>  <br>Although in this case, If the user encounters any problem, she just turns off the app and open it after some time which generally solves most the problems and errors. | Although the error message is self-explanatory but the message should also tell the user how to diagnose the problem. The message <u>should contain a redirected link to FAQs</u> or the list of errors and their standard solutions.<br>Again, Amazon Prime Video did a great job with its error popup messages. It becomes instantly clear what the exact problem is and what should be the solution of the problem. They also <u>added a direct link to settings so that user herself can fix the problem in single step</u><br>  |

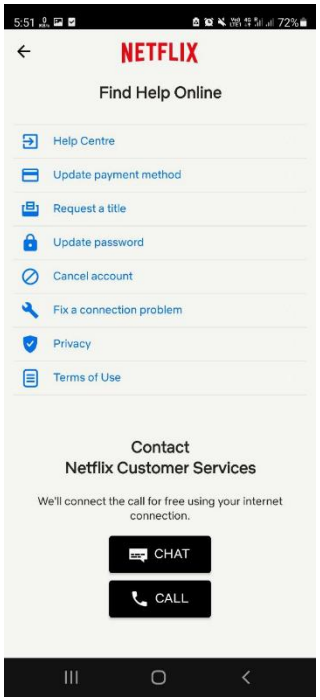
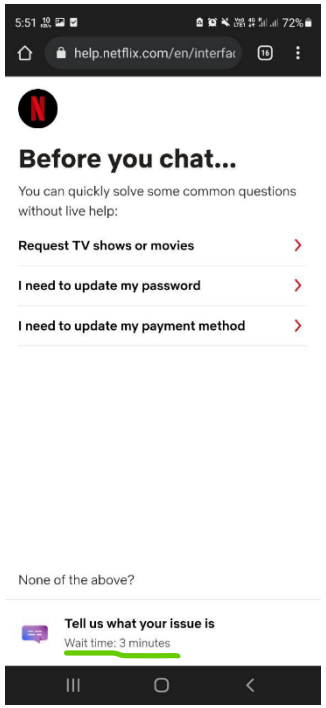
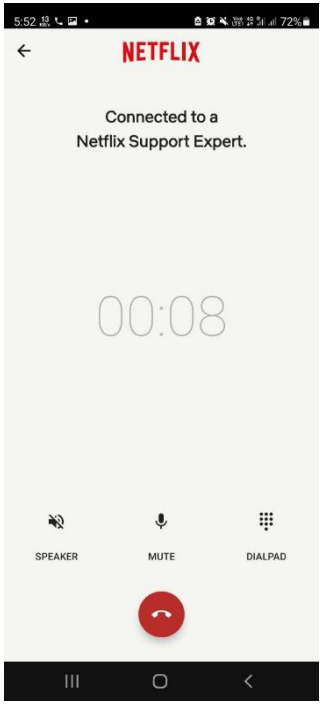
## Heuristic Evaluation Sheet

| 9. Validity of system status | Issues | Recommendations |
|---|---|---|
| - Are users kept informed about what is going on?<br>--This app is designed for streaming TV Shows and movies so there isn't much need to add complex features and Netflix did a great job by keeping the features to the minimum as of now<br><br>App also stores device's system information to keep updating its UI and backend in accordance to the updates devices frequently receives and also to filter out outdated devices so that it can diagnose the problem ASAP.<br><br>Severity<br>0 **1** 2 3 4 | Although user cannot access the details of her account and the subscriptions details directly via setting or account section of the app. <u>These settings can only be accessed via browser or PC.</u><br><br>  <br><br>**Useless system info, not intended for avg user** | The app is well designed no doubt about that but as Netflix is trying to keep the check on piracy and minimum features on the app, it has <u>removed most of the accounts and setting options from the Mobile platform</u>. It should at least add subscription details directly to the app as an integration and extension to the information provided to the user. |

# Heuristic Evaluation Sheet

| 10. Help and documentation | Issues | Recommendations |
|---|---|---|
| - Is help information provided that can be easily searched and easily followed?<br>-- Help and settings can easily be accessed by clicking the profile picture. Although it isn't clear to user about how to access settings tab.<br>  <br><br>Unnecessary invite promotion in settings | In Netflix app, settings can be accessed by clicking a tiny profile picture on the right upper corner instead of that standard wheel button for settings.<br>  <br> | The look and feel of App's Help centre is completely different from the Apps general Theme. The help centre is themed White and fonts are little different from the ones used in UI of the App which user claimed that it made her a little uncomfortable to navigate in that section as she isn't familiar with it.<br>  <br> |

# Heuristic Evaluation Sheet

| Help and documentation- Explained | | |
|---|---|---|
| 1. Main Help Centre<br>  <br><br>Although chat option isn't integrated to the app but based on browser instead both chat and call option are important aspects of customer satisfaction and troubleshooting problems. Help Centre also documents and keeps history of the issues user encountered in last 24 hours. | 2. Chat Option<br>  <br><br>Chat section allows user to contact the support team via text. Chat is designed to provide the basic troubleshooting options on the go with the help of bots but if user wants to talk to a executive, they can do so by either choosing none of the above option or selecting a particular problem and then proceeding with it. | 3. Call Option<br>  <br><br>Call option also redirect the user to a bot and the user is asked to select a default language of verbal communication so that user can explain his/her problems to executive comfortably and efficiently. |

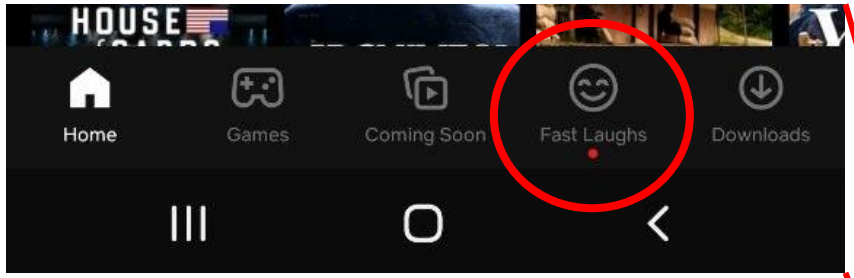
## Heuristic Evaluation Sheet

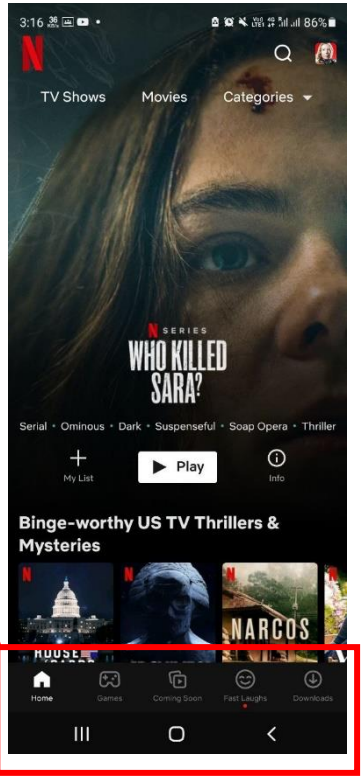
General impressions and comments

The Mobile Application-Netflix, is not doubt designed by very efficient designers and programmers but it is still far from perfect. As Netflix is trying its best to gets its base broader in India, it has to keep its application up to date with general user base and their requirements.

Some things I want to point out at the end is as follows.

1. The usability of Fast laugh tab.

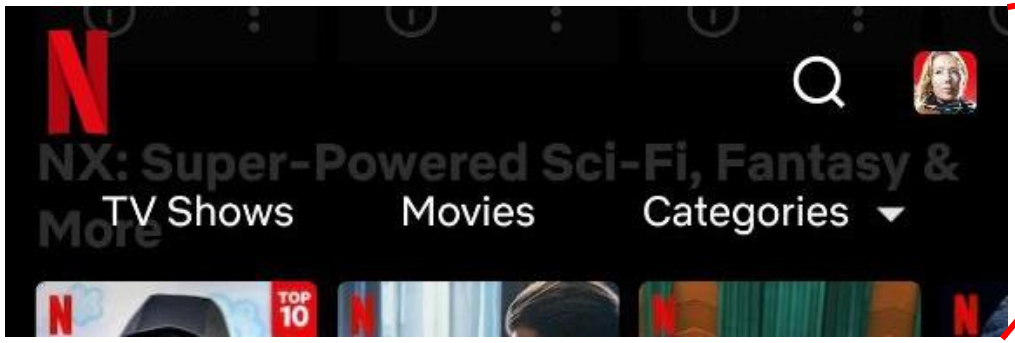


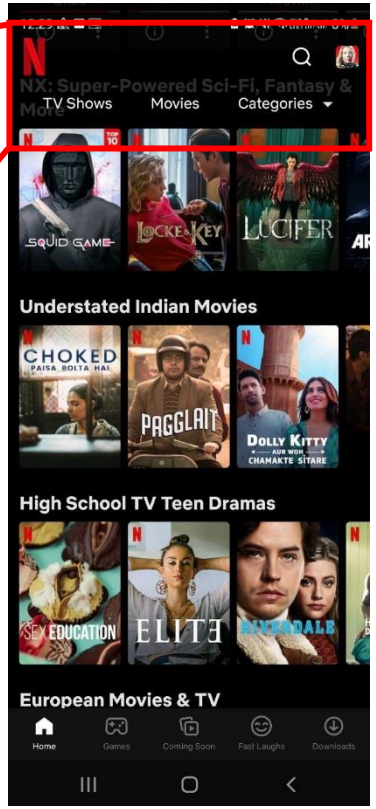




It offers small clips of shows and movies which contains short jokes and Puns so that users can have a quick laugh instead of watching/rewatching a whole series or moive.

Sounds fun right? Yes but the problem is its default language is English which means that a user who is used to watch the dubbed version of tv shows, She/He won't be able to enjoy it as there is no option to language for these short clips.

2. Overlapping of the header with the content.




Since the app has transparent header, it often become messy as a user scrolls down on homescreen. This can easily be fixed by making the header solid just like the footer.

## Heuristic Evaluation Sheet

3. No sorting or filer option available while searching for something.
   There should be option to short them by popularity or views or any other criteria.
   It causes confusion for user and user might end up a bad or poorly rated TV show or Movie

Thank You