# Amazon Prime Video

UX Audit - Finding What to Watch

Below, are screenshots on both phone and desktop screens of Prime Video. While it is an application where there are movies and you choose one to watch, there are some issues with it that could make it better for the average user. This specifically has to do with the home and subscription page having content available to watch and content where users to buy, rent, or have a subscription. In the coming weeks, I would like to explore this and propose a solution for users to only see what is free to them through Amazon. While, yes you can navigate to prime or subscriptions page, the home page should have both what is free through prime and free through subscriptions. Here are phone screen examples:
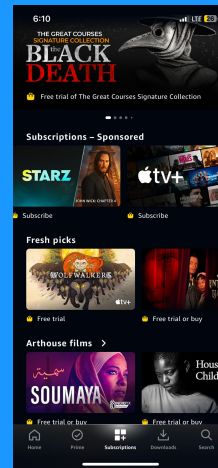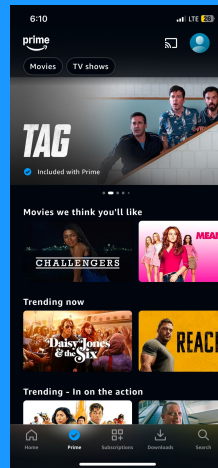
These are examples where Prime has you rent or buy content; There is a little yellow shopping bag which is how you can tell.

This is on the home page
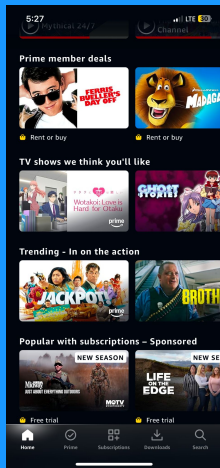
This is just the prime section. These are free, however subscriptions available to the person is not available on this page

These are examples on the homepage where it is free; The prime logo is there which is how you can tell.

This is just the subscriptions page. It shows all the subscriptions, rather than just the ones you have with Amazon. You'd have to click on the subscription page to go to such as Starz or Apple TV +.
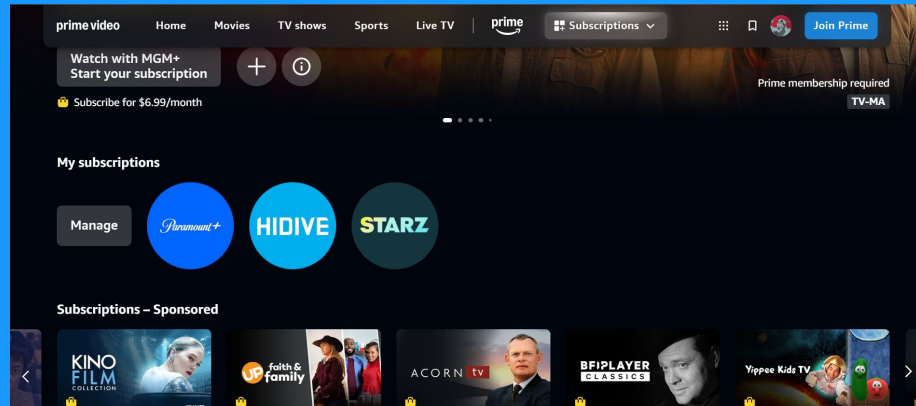
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Here is an example on a desktop of specifically the subscriptions part, it is the same on mobile just smaller:

As you can see there is content that requires on subscriptions, rather than showing the user, what exactly is free. This would prevent a kid or an older person unfamiliar with technology from accidentally purchasing something. As you can see in this image, there is the option to buy and the subscription available. However this page should just show the content you do not have to subscribe to.

Right here is the subscriptions page. To see individual subscriptions, you have to click on subscriptions, and click on the one from the dropdown menu or click on the circles. However, there is no option on the subscription page itself to see just the content you are subscribed to. It takes multiple steps to see one page of free content rather than having it all in one place.
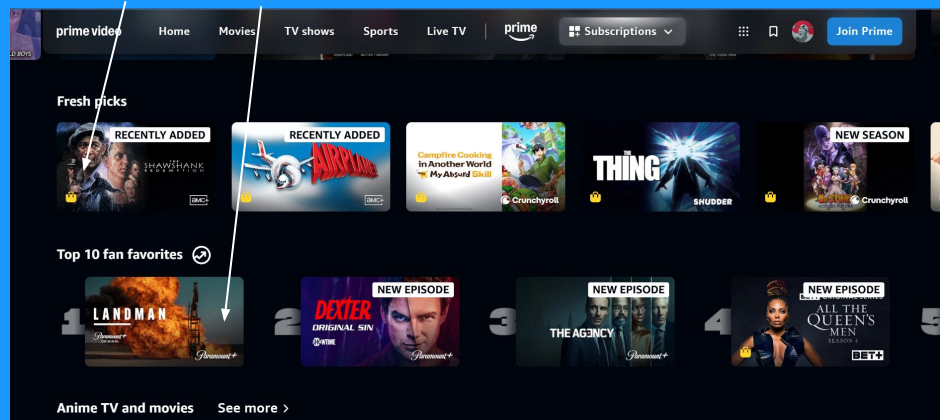
UX Audit - Heuristic Rankings

Visibility of System Status - 3/5

You can tell easily which tab you are on. Prime does not tell you when content is leaving soon (like how Netflix does) and releases updates, expecting users to understand it.

Match Between System & The Real World - 4/5

Prime video uses languages like home, subscriptions, prime, genres, top genre, etc. that users would recognize. However layout of the vertical posters could be improved and the different movie section topics could be improved.

User Control & Freedom - 3/5

Users have the ability to create multiple profiles under one account for different people in a family to use. While user profile customization is available, it is still too easy to make an accidental purchase.

Consistency & Standards - 5/5

Text size, font, hover, button sizes, and genre grid layout is kept consistent throughout.

Error Prevention – 2/5

It is easy to accidentally buy, rent or subscribe to something you do not want to purchase.

UX Audit - Heuristic Rankings

Recognition Rather than Recall - 5/5

It is easy to tell what the home page is, prime page is, downloads page is, etc.

Help Users Recognize, Diagnose, and Recover From Errors - 4/5

Prime just gives an Error Code Number and directs user to their website. You can create a kids profile which restricts content, however the recommended age could be bigger.There is a content warning at the beginning of a film.

Flexibility & Efficiency of Use - 3/5

The shortcuts are basic and standard for online streaming platforms. The other flexibility and efficiency of use part there is would be the prime section. Other than that, the flexibility and efficiency of use could be improved.

Aesthetic & Minimalist Design - 5/5

It looks like a regular streaming service, everything is simplistic, and you just choose a movie to watch.

Help & Documentation - 4/5

There is a help place with links, faqs, and other options where you can get help with certain Prime Video errors that happen. It is harder to get to speak to a customer service representative for Prime Video.