



Assignment

Usability Interview

Student Name: Sachin Bhat

Email ID: bhat.Sachin@gmail.com

User 1

Demographics

Name: Vishal

Age: 45

City: Mumbai

Occupation: Software Architect

Marital Status: Married

Education Qualification: BE

<Questions>

1. Are you active in Social Media? Yes
2. What sites do you visit everyday? Facebook, YouTube, Gmail
3. Do you watch streaming content? Yes, Netflix
4. Do you download streaming content? Yes
5. Do you use HotStar? Yes
6. How do you rate HotStar's performance? Good
7. What is good about HotStar? Ability to search content as per language, its simplicity

Details of the insights that you have gathered from usability interview session.

HotStar is high on usability

Language search is important feature

User 2

Demographics

Name: Nikhil

Age: 29

City: Mumbai

Occupation: Finance

Marital Status: Single

Education Qualification: Bsc

<Questions>

1. Are you active in Social Media? Yes
2. What sites do you visit everyday? Facebook, YouTube, Gmail
3. Do you watch streaming content? Yes, Netflix
4. Do you download streaming content? Yes
5. Do you use HotStar? Yes
6. How do you rate HotStar's performance? Good
7. What is good about HotStar? Ability to search content as per language, its simplicity

Details of the insights that you have gathered from usability interview session.

HotStar is high on usability

Language search is important feature

User 3

Demographics

Name: Amey

Age: 35

City: Mumbai

Occupation: Marketing

Marital Status: Married

Education Qualification: MBA

<Questions>

1. Are you active in Social Media? Yes
2. What sites do you visit everyday? Facebook, YouTube, Gmail
3. Do you watch streaming content? Yes, Netflix
4. Do you download streaming content? Yes
5. Do you use HotStar? Yes
6. How do you rate HotStar's performance? Good
7. What is good about HotStar? Ability to search content as per language, its simplicity

Details of the insights that you have gathered from usability interview session.

HotStar is high on usability

Language search is important feature

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