



NETFLIX

USER EVALUATION REPORT

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Hazel Zhou, Christina Li, Emily Nugent, Clarisse Bonang

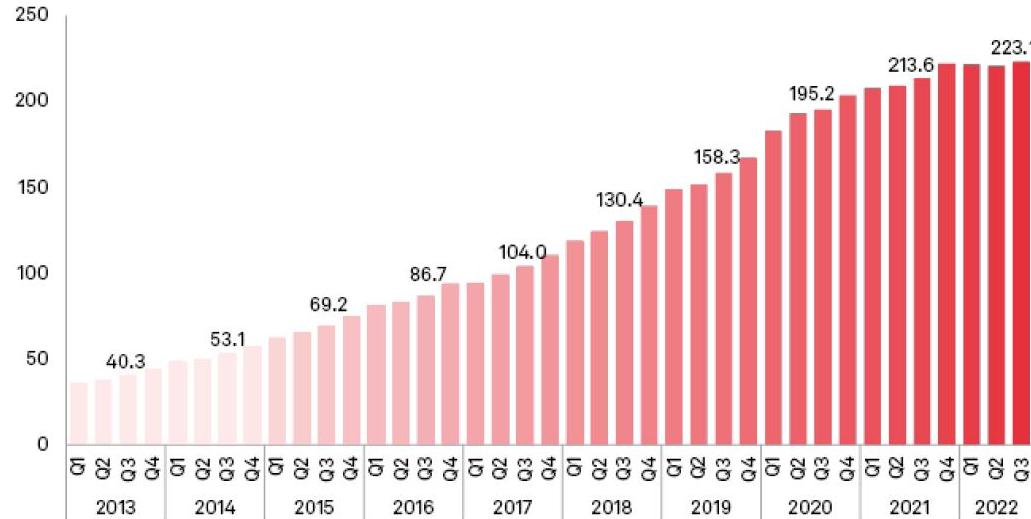


231 M

Subscribers

NETFLIX SUBSCRIBER GROWTH HAS BEEN SLOWING

Netflix global paid streaming subscribers
Q1 2013 to Q3 2022 (in Millions)



Source: S&P; Netflix Data; Kagan estimates
Data compiled: October 2022

PROBLEM STATEMENT

How might we improve our competitiveness through creating a better user experience on the web version of Netflix?



Who's Presenting?



Andrew



Ryanne



Sandra



Hazel



Christina



Emily



Clarisse

Continue

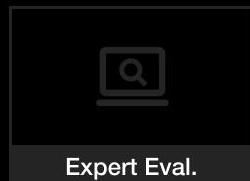


Part 1:

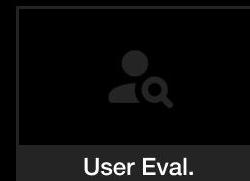
INTRODUCTION



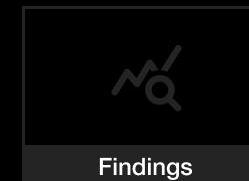
Introduction



Expert Eval.



User Eval.



Findings



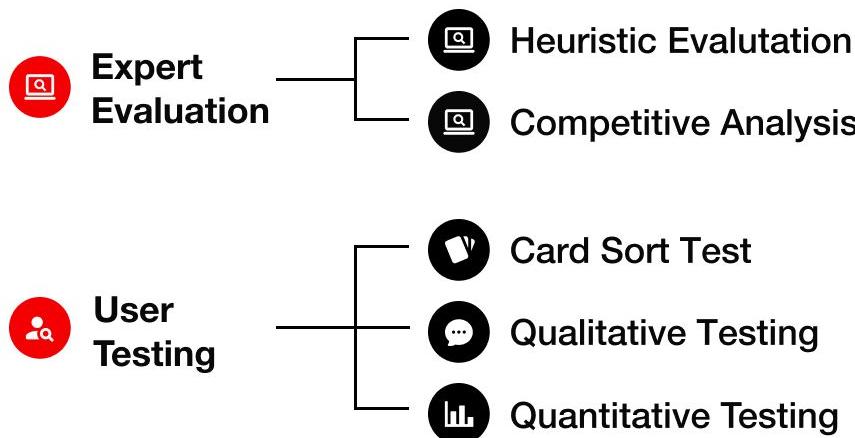
Insights & Recs.





WHAT DID WE DO?

We tested the **usability** of the web version of Netflix by conducting...





WHAT WE ARE TRYING TO DO?

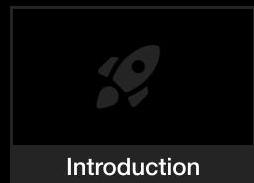
We give recommendations in order to...

- 1 Provide a better navigating experience
- 2 Increase users' satisfaction with Netflix
- 3 Attract more users to subscribe to Netflix

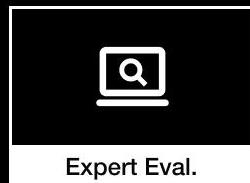




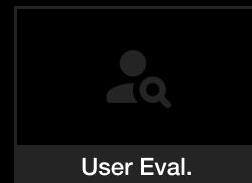
Part 2: EXPERT EVALUATION



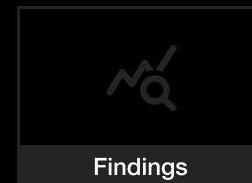
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HEURISTIC EVALUATION

With this method we were able to identify usability problems with the user interface.

Approach:
Jakob Nielsen's 10 Usability Heuristics



Visibility of system status



Match between system + real world



User control and freedom



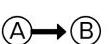
Consistency and standards



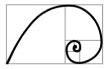
Recognition rather than recall



Error prevention



Flexibility and efficiency of use



Aesthetic and minimalist design



Help users with errors



Help and documentation

The screenshot shows the Netflix homepage. At the top, there is a navigation bar with links for Home, TV Shows, Movies, New & Popular, My List, and Browse by Languages. Below the navigation, a large banner for the movie "LUTHER: THE FALLEN SUN" is displayed, featuring a man with a beard looking intensely at something off-camera. A badge indicates it is "#1 in Movies Today". Below the banner, there is a section titled "New Releases" showing thumbnails for several movies and TV shows, including "LUTHER: THE FALLEN SUN", "RAZZLE DAZZLE", "SHADOW AND BONE", "MONEY SHOT: THE FURNACE STORY", and "YOU".



COMPETITIVE ANALYSIS

With this method we were able to identify competitors strengths and weaknesses.

DIRECT



INDIRECT



INFLUENCER





HEURISTIC EVALUATION KEY TAKEAWAYS

- 1 Lack of consistency and standards among show categories and genres
(e.g. homepage categorizations are not ordered alphabetically)
- 2 Search feature relying on user to recall rather than recognize
(e.g. search function)
- 3 Help and documentation are not easy to find
(e.g. hidden under an infinite scroll).



COMPETITIVE ANALYSIS KEY TAKEAWAYS

- 1 Search function can be improved so users do not have to recall their previous searches.

- 2 Competitors provide an easier way to access help and setting functions (e.g. youtube, twitch).

- 3 Most competitors place their genre categorizations in a clearer manner, which can be easily accessed and viewed by users.



FOCUS POINTS

When identifying key problems, it was important to refer back to our previous research and findings. These three key problems were results from our Heuristic Evaluation and our Competitive Analysis.

1

Search History

Improving search experience

2

Help Center

Where the help/settings menu should be on the webpage

3

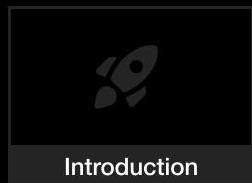
Filtering by Genre

Increase the accessibility and visibility of genre lists

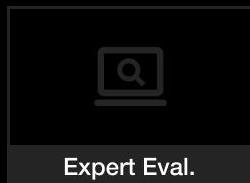


Part 3:

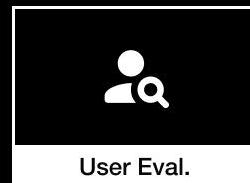
USER EVALUATION



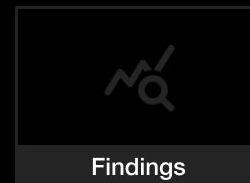
Introduction



Expert Eval.



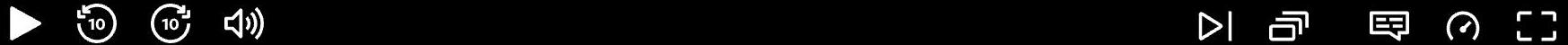
User Eval.



Findings



Insights & Recs.





| USER EVALUATION METHODS



Card Sorting



Quantitative Test



Qualitative Test



CARD SORT TEST

Our Goals

- Identify the most and least common flows and features
- Determine which features to target for design recommendations





I CARD SORT ANALYSIS

How did we test?

 33

- Participants were asked to sort through Netflix features into how frequently they are used

How did we analyze?

- Identified the features categorized under “almost every time” and “never use” in the standardization grid



QUALITATIVE TESTING

Our Goals

- Validate the usability issues identified in earlier expert evaluations
- Solidify our assumptions on areas that need improvement





QUALITATIVE TESTING ANALYSIS

How did we test?

- 17 participants with existing platform
- All frequent users of Netflix
- 8 moderated usability tests
- 9 unmoderated usability tests
- Participants asked to perform a series of tasks on the live Netflix webpage

How did we analyze?

- Gathered major painpoints users experienced during each sessions
- Identified common themes/painpoints across all sessions
- Extracted noteworthy quotes from user testing sessions



QUANTITATIVE TESTING

Our Goals

- Test our suggested design changes to verify effectiveness
- Validate assumptions on where users expect the help center/extraneous functions should be on the webpage





QUANTITATIVE TESTING ANALYSIS

How did we test?

- 16 participants via Maze
- Participants performed a series of tasks on a prototype version of the Netflix website

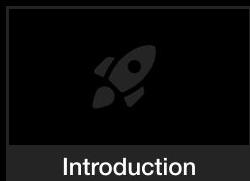
How did we analyze?

- Studied user's pathways through heatmaps and clicking patterns
- Identify misclicks - how frequent they were, and where users misclick

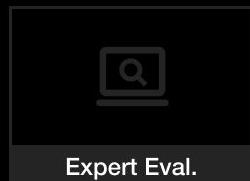


Part 4:

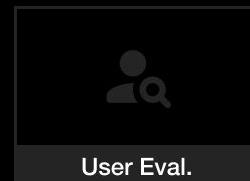
KEY FINDINGS



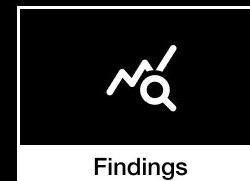
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FINDING #1: SEARCH FEATURE IS THE MOST USED, WHILE HELP FUNCTIONS ARE THE LEAST

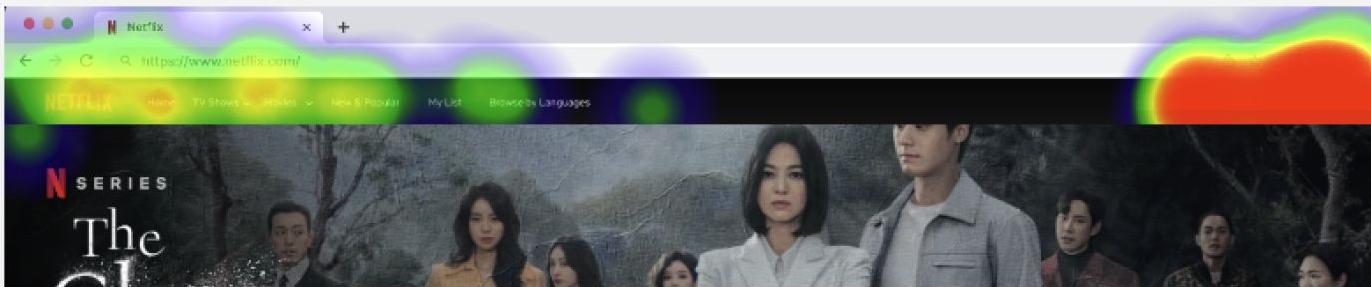
Most Used Features	Least Used Features
Searching for a movie	Edit Account
Searching for a movie genre	Looking for help center
Searching for Top 10 shows	Reporting issue



FINDING #2: USERS EXPECTED HELP AND SETTING FUNCTIONS TO BE AT THE TOP OF THE SCREEN

92%

of users thought that having the help center icon at the top bar was better



“

I just went to the top right corner, where I could choose my profiles, and then I see [the help center], because usually the settings are right near that area where you can make changes to your profile.

”



FINDING #3: WHEN LOCATING THE FOOTER BAR USERS EXPERIENCED FRUSTRATION

0% of participants scrolled down to the bottom of the page when being asked to look for the extra help functions.

3 participants experienced frustration due to the infinite scrolling when looking for help and extras at the bottom of the screen.

“

I thought it was quite difficult [...] you just won't see these footers until you scroll down [...] but when they try to show you more recommendations of what you might want to watch, that is just automatically pushed down, and you just have to go towards the end of the page, but it just keeps popping up.

”



FINDING #4: THE LACK OF A SEARCH HISTORY IN THE SEARCH BAR IS INCONVENIENT TO USERS.

72%

of the participants found the search history feature fits their mental model.

6

of the participants found the search history extremely useful.

“ I would expect to find recent searches in the search bar.. I would expect if I start typing a movie that it would come up as something I have previously typed and it didn't so maybe you guys can do that because that would be very helpful. **”**



FINDING #5: USERS STRUGGLED TO FIND A CERTAIN GENRE AS THE GENRE BUTTON IS TRANSPARENT.

92%

of the participants found the added genre drop down feature in the prototype intuitive and identifiable.

9.1s

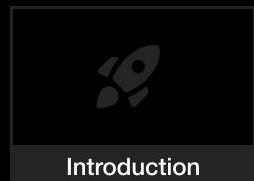
average duration when locating a drop down feature.

“ I just wanted to start looking at the categories and already I was shown some on the homepage. The filter button was kind of small but then, like once I started scrolling, you could see it. So I noticed it and was like Oh, what's this thing that's just fixed on here? **”**

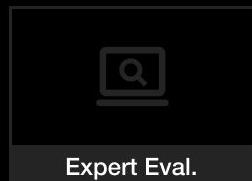


Part 5:

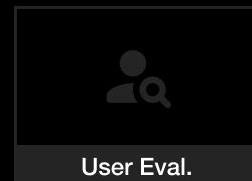
INSIGHTS & RECOMMENDATIONS



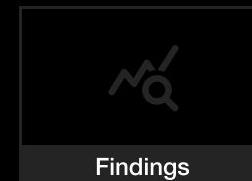
Introduction



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User Eval.



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Insights & Recs.





INSIGHTS

- 1 Users expect help and extra functions to be at the top navigation bar; current footer bar features do not match users' mental models
- 2 Including search history can greatly enhance users' search experience
- 3 Improving the look-and-feel of the genre list can better assist users in choosing a show



RECOMMENDATIONS

Improve User Search Engine

- Adding a search history section as part of a sub-search enables users to recall and recognize previously watched shows with the option of removing them from the queue.

The screenshot shows the Netflix homepage with a navigation bar at the top. Below the search bar, there is a dropdown menu labeled 'Recent Searches' containing three items: 'The Pursuit of Happiness', 'Stranger Things', and 'The Queen's Gambit'. Each item has a small circular icon next to it and an 'X' button to remove it from the list. A red box highlights this dropdown menu.

From most recent searched to least recent searches

Search History	Action
The Pursuit of Happiness	X
Stranger Things	X
The Queen's Gambit	X



RECOMMENDATIONS

Add Genre List

- Genre lists as drop down features on the top navbar.

The image shows two screenshots of the Netflix homepage. In both, a red box highlights the 'Movies' dropdown menu. The left screenshot shows a more comprehensive list including categories like '2023 Oscars', 'Documentaries', 'LGBTQ', and 'Romance'. The right screenshot shows a simplified list including 'Action', 'Horror', 'Romance', and 'Sci-Fi & Fantasy'. Both screenshots also show other navigation options like 'Home', 'TV Shows', 'New & Popular', 'My List', and 'Browse by Language'.

Category	Sub-Categories	
Movies	2023 Oscars	
	Documentaries	
	LGBTQ	
	Action	Dramas
	Faith & Spirituality	
	Music & Musicals	
	Anime	
	Romance	
	Children & Family	Fantasy
	Sci-Fi	
Classics	Horror	
Shorts		
Comedies	Independent	
Sports		
Crime	International	
Stand-Up Comedy		
Cult	International Women's Month	
Thriller		

Category	Sub-Categories	
Action	Horror	Romance
Anime	International	Sci-Fi & Fantasy
British	International Women's Month	Science & Nature
Classic & Cult	K-Dramas	Spanish-Language
Comedies	Kids	Stand-Up & Talk Shows
Crime	LGBTQ	Teen
Docuseries	Mysteries	Thriller
Dramas	Reality	

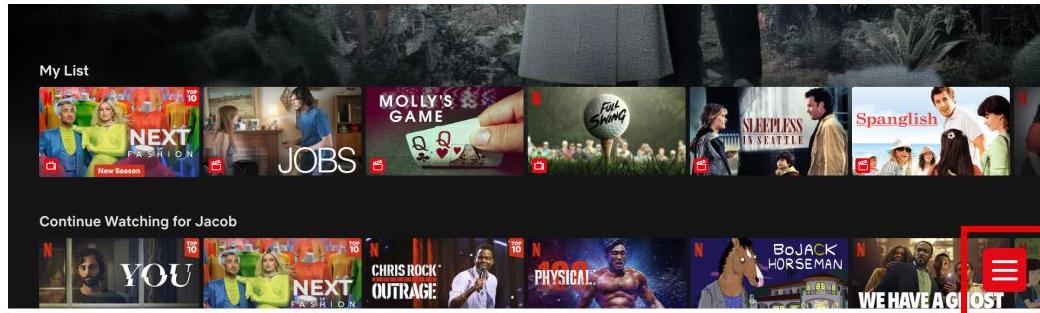
A drop-down feature allows users to access genres improving accessibility and learnability



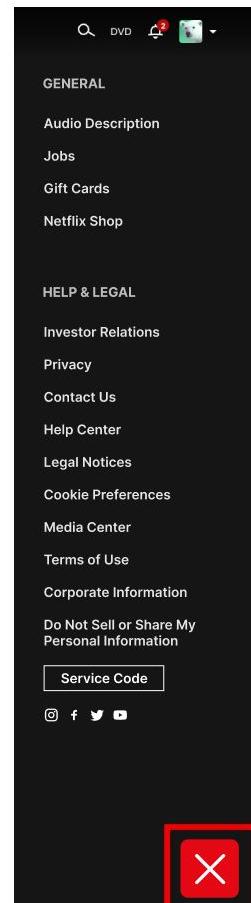
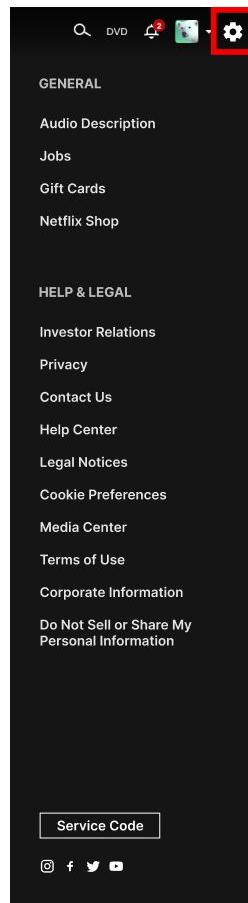
RECOMMENDATIONS

Re-test and iterate

- further studies on investigating equitable design to match user mental model of the help center's location.



Limit footer options to mitigate cognitive user load, maximizing usability.





NEXT STEPS

1

Immediate Changes

Add search history to the search engine with the ability to remove individual sub search history

2

Long Term Changes

Conducting further testings on how the genres list can be improved on Netflix website.

3

Additional Research Effort

Investigate usability of the page loading while infinite scrolling on the homepage.

| QUESTIONS?