NETFLIX
EXECUTIVE SUMMARY

PROBLEM AND OBJECTIVE

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

EXPERT EVALUATION: HEURISTIC EVALUATION

Approach

Evaluated Netflix's website using **Jakob Nielsen's 10 heuristics**

Selected Heuristic Evaluation because with five evaluators, we can uncover over **75% of usability issues**

Findings

3 major problems **affecting user experience:**

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).

Goals

- Discover interactive hindrances with the user interface, especially significant issues that can be improved upon and tested
- Identify issues that clash with the project's main objective

EXPERT EVALUATION: COMPETITIVE ANALYSIS

Approach

We wanted to have a better understanding of how Netflix can excel and differentiate in the **competitive landscape**. Identifies what needs to be added or revised to **enhance Netflix's value offering**

Findings

DIRECT	Disney+ HBO max hulu	① Search function can be improved so users do not have to recall their previous searches.
INDIRECT	YouTube twitch	② Competitors provide an easier way to access help and setting functions (e.g. youtube, twitch).
INFLUENCER	Spotify Instagram	③ Most competitors place their genre categorizations in a clearer manner, which can be easily accessed and viewed by users.

Goals

- Discover interactive hindrances with the UI that can be improved upon and tested

USER EVALUATION: CARD SORTING

Approach

Used a card sort to investigate and group features **priority levels** and **understand** the **user's mental model**

👤 **33**	Participants sorted and categorized cards by frequency of use

Findings

Most used: **Search Feature**
Least used: **Help Center**

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

Used later as a redesign anchor to achieve user retention and mitigate issues for new users when they reference the help center

Goals

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

USER EVALUATION: QUANTITATIVE USABILITY

Approach

After card sorting, we two quantitative testing on our redesign and on the existing app to **obtain essential information** of **user feedback** and **fallouts** of Netflix achieving **competitive benchmarks**

We recruited **34 participants** in total and analyzed **clicking patterns** and **heatmaps** to **investigate redesign effectiveness**

Goals

- Test to verify effectiveness of suggested design changes
- Validate user mental model assumptions on location of help center and extra functions

Findings

Percentage of participants and insights:

9.1s — Average duration locating drop down feature

72% — New search history feature fits mental model

USER EVALUATION: QUALITATIVE USABILITY

Approach

We conducted two qualitative tests: **moderated** and **unmoderated testing** to **assess** our **redesign** and identify **Netflix's usability drawbacks**.

Qualitative usability is a **think aloud process**, encouraging unique insights.

Findings

Percentage of participants and insights:

92% Help center icon should be at top

92% Genre dropdown is intuitive

Goals

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

RECOMMENDATIONS

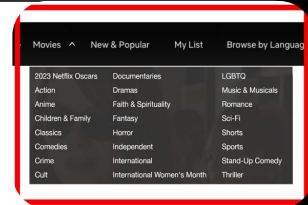|	
Add Search History Section	Adding a search history will reduce user cognitive load by enabling users to recognize previously watched shows. **Business Value: User retention, satisfaction, and increased revenue**
Add Genre List	Drop down feature to access genre list Improves accessibility and learnability **Business Value: Increase user engagement**, **evening** the **competitive landscape** with DisneyPlus
Strategize Help Center Location	Further investigate best location for help center to match user's mental model to mitigate cognitive load **Business Value:** New users rely on the help center. Improving the help center's accessibility **maintains user retention**
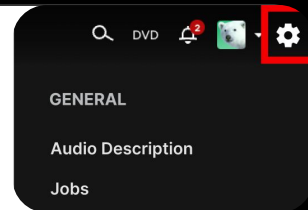
APPENDIX: EXPERT EVALUATION

Slide 3: Heuristic Evaluation

Jakob Nielsen's 10 heuristics
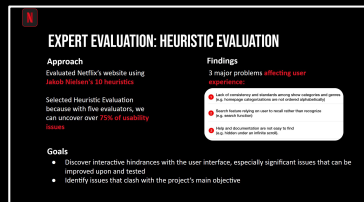
1 We used Jakob Nielsen's 10 heuristics as shown to promote discussion on the complexity of interface problems and assess the impact on the quality of the user experience.

2 After evaluation, we identified issues focusing on user control, recognition rather than recall, consistency, and help and documentation.
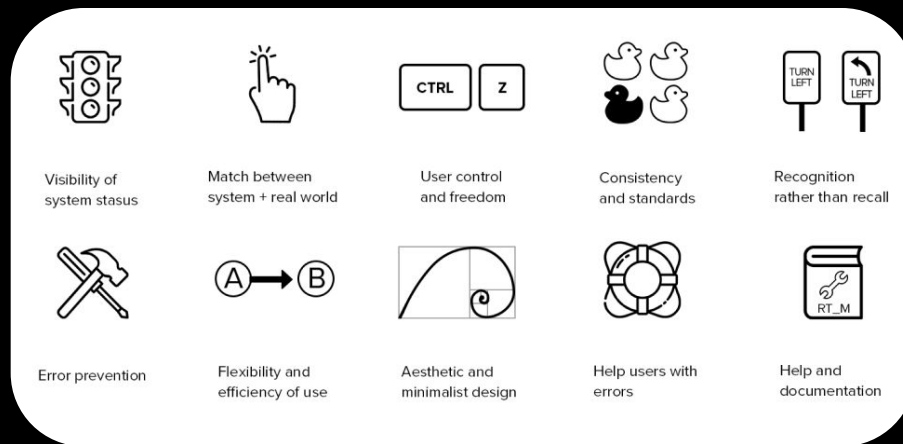
3 We kept note of these particular heuristics to reference for redesign and the next step, competitive analysis. Competitors may excel in these specific heuristics and considering it for the redesign may improve Netflix's competitiveness.

APPENDIX: EXPERT EVALUATION

Slide 3: Competitive Analysis

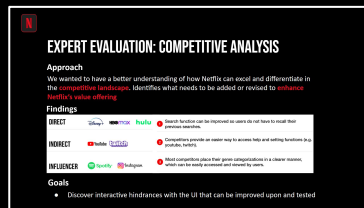**1** At a lower level, my team and I examined insights into what specific features, heuristics, and other attributes increase user retention and are trending in the market from direct and indirect competitors.

2 Collecting competitive intelligence on strengths and weaknesses of competing streaming services lead to the recommendations shown above.

Recommendations after analysis

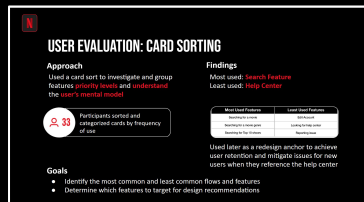| Area	Recommendations
Website: Recognition rather than recall	• Show user search history for easy recall of where a user might've left off (eg. Twitch, Hulu) • Search bar provides auto-complete suggestions and film posters (eg. DisneyPlus, Hulu, HboMax)
Website: Flexibility and efficiency of use	• A mini player will be used by users as they search for new content to watch (eg Youtube, Twitch). • clear signifiers and call-to-action icons displayed (eg. Disney Plus, Hulu, HboMax, Instagram)
New Product: User-generated content	• Allow users to upload content as a separate section or genre of videos to watch and pay content creators to generate new viewers (eg Youtube, Twitch, Spotify).
Website: Aesthetic and minimalist design	• Allow users to change the size and style of their captions or story posts. (eg HboMax, Instagram).

3 We found that the advantages of competing services aligned with our findings from the heuristic evaluation
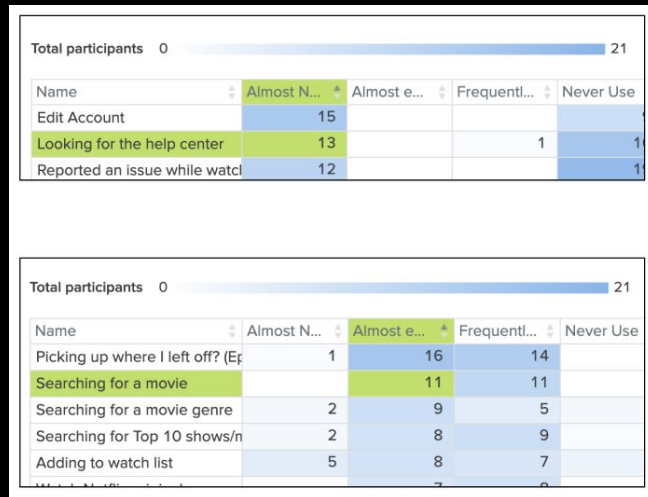
APPENDIX: USER EVALUATION

Slide 4: Card Sorting

USER EVALUATION: CARD SORTING

Approach
Used a card sort to investigate and group features priority levels and understand the user's mental model

Findings
Most used: Search Feature
Least used: Help Center

33 Participants sorted and categorized cards by frequency of use

Most Used Features	Least Used Features
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Goals
- Identify the most common and least common flows and features
- Determine which features to target for design recommendations

1 We used performance metrics to highlight most and least used features. After discussion on how our findings could be used for the product's redesign, we decided to focus on most and least used features.

Features Used

Total participants	0			21
Name	Almost N...	Almost e...	Frequentl...	Never Use
Edit Account	15			
Looking for the help center	13		1	1
Reported an issue while watch	12			1

Total participants	0			21
Name	Almost N...	Almost e...	Frequentl...	Never Use
Picking up where I left off? (Ep	1	16	14	
Searching for a movie		11	11	
Searching for a movie genre	2	9	5	
Searching for Top 10 shows/n	2	8	9	
Adding to watch list	5	8	7	

2 New users are susceptible to encountering issues. Given the help center's purpose to help resolve common queries, we decided to further investigate how to redesign the help center and search feature.

APPENDIX: USER EVALUATION
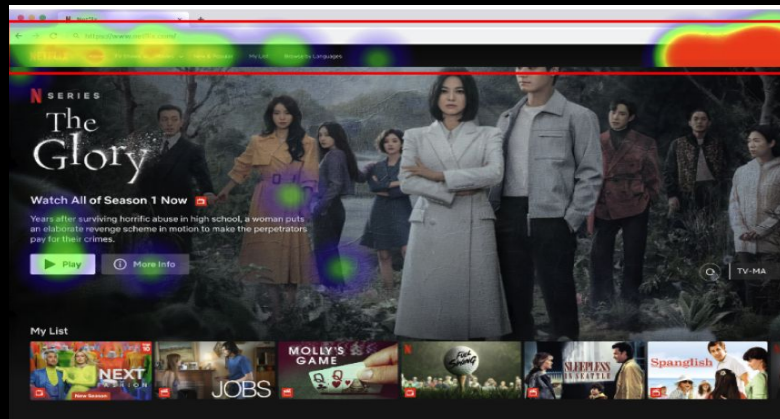
Slide 7: Quantitative Usability
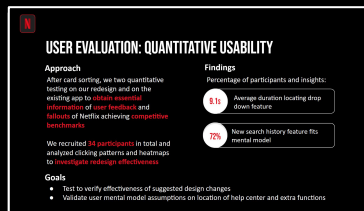
1 We conducted quantitative user testing using Maze to help identify metrics, such as task success and failure rates when users' complete prototype tests.

2 Furthermore, we were able to validate our redesign updates given the success rates.

Heatmap of high user interactivity with top nav bar

Validated redesign updates

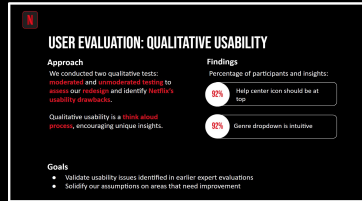| 🕐	🏆	〽️
6.2s	100%	0%
Avg Duration	Avg Success	Avg Bounce

APPENDIX: USER EVALUATION

Slide 6: Qualitative Usability

1 We conducted two qualitative tests: **moderated** and **unmoderated testing** UserTesting.com was our platform for the unmoderated testing. For modetered testing, we had one-to-one interviews.

2 Insights from both tests highlighted three significant insights as shown in the image.

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

" *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.* "

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