CS6750 Individual Project

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# 1 INTRODUCTION

The task I am focusing on for this project is **selecting a movie on a streaming platform like Netflix**. With the vast content libraries available on platforms like Netflix, finding the right movie can often be a challenge. Users want to quickly and efficiently find a movie that matches their mood, preferences, or specific requirements, but the current interface can sometimes make this process cumbersome.

The primary goal of this task is to **enhance the experience of movie selection** by improving the search and recommendation features to make them more intuitive and user-friendly. Users are trying to **find content that appeals to them** without feeling overwhelmed by too many options or frustrated by irrelevant suggestions.

My interest in this task domain stems from personal experiences and anecdotes shared by friends and family, who often express frustration when trying to find something to watch. Despite the advanced algorithms streaming services use, many users still struggle to decide or to discover new content that truly aligns with their preferences. By improving the movie selection process, I aim to make this task more seamless, engaging, and enjoyable for users.

# 2 NEEDFINDING PLAN

1) Need finding Activity 1: User Interaction (surveys and interviews)

**Objective**: The goal of this activity is to gather qualitative and quantitative data on user experiences with the task of selecting a movie on a streaming platform like Netflix. By conducting surveys and interviews, we aim to identify common pain points, preferences, and potential areas for improvement in the current interface.

**Participants**: **Target Audience**: Regular users of Netflix or similar streaming platforms, specifically individuals who frequently engage in the task of selecting movies.

**Number of Participants**: (1) Surveys: 20 participants, each spending around 10 minutes. (2) Interviews: 5 participants, each lasting around 20 minutes.

**Recruitment Plan**: Participants will be recruited through a combination of personal networks (friends, family, and classmates), as well as posting on social media platforms where the target audience is active. Some classmates may be recruited based on participation credit for course requirements, while others may be incentivized with small rewards such as gift cards or entry into a raffle.

**Process**: Surveys will be distributed online via Google Forms or a similar platform, allowing participants to complete them in their own time. Interviews will be conducted in person or via Zoom, recorded (with permission), and transcribed for analysis.

2) Need finding Activity 2: Heuristic Evaluation

**Objective**: The purpose of this activity is to evaluate the current interface of Netflix’s movie selection process using a heuristic evaluation framework. By applying usability heuristics, we aim to identify interface issues that impact the user experience and propose design improvements.

**Interface to Evaluate**: We will evaluate Netflix’s search and recommendation interface, specifically focusing on how users interact with search filters, recommendation algorithms, and visual layout while selecting a movie.

**Heuristics to Use**: We will apply Nielsen’s 10 usability heuristics with a focus on three key heuristics relevant to the movie selection task:

**Visibility of System Status**: The system should always keep users informed about what is happening, with appropriate feedback within a reasonable time. We will evaluate whether the platform clearly shows the status of filters, recommendations, and loading times.

**Match Between System and the Real World**: The system should speak the users' language, using familiar concepts and terms. We will assess whether the labels, categorization, and recommendations align with users’ mental models and expectations for selecting movies.

**User Control and Freedom**: Users often choose system functions by mistake and need a clearly marked "exit" to leave an unwanted state. We will evaluate the ease with which users can undo actions, refine search criteria, and navigate back and forth when overwhelmed by options.

**Process**: A detailed walkthrough of the Netflix interface will be conducted, and the interface will be evaluated against the chosen heuristics. This will involve exploring different features, including search filters, recommendations, and movie detail pages. The evaluation will be conducted by one to two evaluators, who will note any violations or successes of the heuristics, documenting examples and screenshots where applicable.

**Expected Outcome**:

From the **user interaction activity**, we expect to gather insights into common frustrations and preferences users have when selecting movies on Netflix. This will help inform potential improvements for making the interface more intuitive and user-friendly.

From the **heuristic evaluation**, we anticipate identifying several usability issues within the current Netflix interface that could be addressed to improve the overall user experience, particularly in terms of visibility, control, and relevance of recommendations.

Full survey questions and interview scripts will be included in the appendix. Heuristic evaluation notes and screenshots highlighting any identified issues will also be included in the appendix.

# 3 Initial Brainstorming Plan

After conducting the need finding activities, including user surveys, interviews, and a heuristic evaluation of Netflix’s interface, I will focus on an **individual brainstorming approach** to generate potential design alternatives. The goal of this brainstorming session is to address the pain points and opportunities identified during need finding, such as simplifying the movie selection process, improving recommendation relevance, and reducing user frustration from option overload.

**Approach**:

**Individual Brainstorming Session**: I will set aside focused time blocks to brainstorm, ensuring a distraction-free environment that allows for deep concentration. During each session, I will focus on generating creative solutions to specific problems identified during need finding.

**Mind Mapping**: To organize my ideas, I will use mind mapping software to visually connect different aspects of the movie selection process, such as filtering options, recommendation displays, and user feedback mechanisms.

**SCAMPER Technique**: I will utilize the SCAMPER technique (Substitute, Combine, Adapt, Modify, Put to another use, Eliminate, Reverse) to explore different ways of improving the interface. For example, I might consider substituting traditional search methods with voice search or modifying the recommendation interface to display more personalized options.

**AI Assistance**: I will incorporate AI-based brainstorming tools to generate alternative approaches, leveraging AI to identify trends or creative suggestions that I may not have considered. This interaction will be documented in the appendix.

**Mitigating Biases**:

**Avoiding Confirmation Bias**: To ensure that I do not focus only on ideas that align with my preconceptions, I will revisit insights from the need finding data regularly, allowing them to guide new directions in my brainstorming process.

**Encouraging Divergent Thinking**: I will push myself to generate a wide range of solutions without evaluating them initially. Evaluation and refinement will occur in a separate phase, to avoid stifling creativity during the ideation stage.

**4. Brainstorming Results**

The brainstorming process resulted in a variety of design alternatives aimed at improving the movie selection experience on streaming platforms. After sorting through the ideas and refining the most promising ones, I have selected three design alternatives to move forward into the prototyping stage. These alternatives address the key pain points identified in the need finding phase and aim to make the user experience more intuitive and engaging.

**Alternative 1: Dynamic Movie Mood Filters**

**Description**: This design introduces a set of dynamic filters that allow users to choose movies based on their mood, such as "Relaxed," "Adventurous," or "Uplifting." Each mood filter dynamically adjusts recommendations using a combination of AI and user history.

**Why Chosen**: During the need finding phase, many users expressed difficulty in finding movies that matched their current mood. These alternative addresses this issue by offering a more personalized way to navigate movie options.

**Prototype Concept**: The interface would include a slider or button set that allows users to adjust their mood preferences. The movie list would update in real-time based on these selections.

**Alternative 2: Enhanced Recommendation Explanation**

**Description**: This design focuses on making the recommendation system more transparent by providing explanations for why certain movies are recommended. For example, “Recommended because you watched action movies like X” or “Popular among users who enjoyed Y.”

**Why Chosen**: Users often expressed frustration over receiving recommendations that did not match their preferences. By providing explanations, this feature aims to increase trust in the recommendations and help users better understand why a particular movie is suggested.

**Prototype Concept**: Each movie recommendation would have a small expandable section beneath it, displaying a brief explanation of why it was suggested. Users could provide feedback on whether the explanation was helpful or accurate.

**Alternative 3: Quick Preview Mode**

**Description**: This alternative introduces a quick preview mode that allows users to hover over a movie thumbnail to see a short, 10-second trailer or a set of key scenes. It is designed to help users get a feel for the movie without having to read lengthy descriptions or start watching the movie fully.

**Why Chosen**: The need finding activities revealed that many users find it time-consuming to read through descriptions and reviews when trying to decide on a movie. The quick preview mode aims to provide a more engaging and efficient way for users to browse through options.

**Prototype Concept**: The interface would allow users to hover or tap on a movie thumbnail to see a short preview. A toggle option would be available for users who want to disable or customize the length of previews.

**5 INITIAL PROTOTYPING**

This section outlines three low-fidelity prototypes, each designed to address user challenges identified during need finding:

Alternative 1: Dynamic Movie Mood Filters Description: This prototype introduces a set of dynamic mood filters, allowing users to adjust preferences like "Relaxed" or "Adventurous," which dynamically updates movie recommendations. Prototype Design: A paper sketch displays a slider or button set for mood selection, with the movie list updating in real-time. Rationale: This design is rooted in user feedback about difficulties in finding movies matching their mood, leveraging the principle of user-centered design to offer more tailored suggestions.

Alternative 2: Enhanced Recommendation Explanation Description: This prototype focuses on transparency by providing users with brief explanations for movie recommendations (e.g., “Recommended because you watched action movies like X”). Prototype Design: A paper sketch shows an expandable section under each recommendation, displaying why the suggestion was made. Rationale: Aligning with the heuristic of "Visibility of System Status," this design aims to build trust in recommendations, addressing user frustrations over irrelevant suggestions.

Alternative 3: Quick Preview Mode Description: This prototype introduces a feature where users can hover over a movie thumbnail to see a 10-second trailer. Prototype Design: A series of sketches illustrates a hover-over interaction with movie thumbnails, showing a brief preview. Rationale: Rooted in user feedback about time-consuming movie descriptions, this design applies the heuristic of "Match Between System and the Real World," providing users with a faster way to gauge interest in movies.

Detailed images and sketches of each prototype can be found in the appendix, including various views and interactions.

**6. EVALUATION PLANNING**

The evaluation will involve comparing these three prototypes through user testing to identify the most effective solution.

Participants: 10 participants who are regular users of streaming platforms will be recruited from social media and personal networks. Incentives will include small gift cards or course participation credits. Process: Participants will interact with each prototype, think aloud during their interactions, and fill out a post-interaction survey. Evaluation Questions:

Quantitative: "Rate the ease of use of the prototype on a scale of 1-5." "How likely are you to use this feature?"

Qualitative: "What did you find most useful about this prototype?" "What improvements would you suggest?" Analysis Plan: Quantitative data will be analyzed using descriptive statistics, comparing average ratings for ease of use and preference. Qualitative data will be categorized based on common themes (e.g., usability, feature utility) to identify patterns in user feedback.

**Participants and Recruitment:** The evaluation will involve 10 participants who are regular users of streaming platforms like Netflix. They will be recruited through social media posts, personal networks, and course participation credits. Participants will include a mix of casual and frequent movie watchers to capture a broad range of perspectives. To incentivize participation, small rewards such as gift cards will be provided.

**Evaluation Process:** Participants will interact with each of the three prototypes: Dynamic Movie Mood Filters, Enhanced Recommendation Explanation, and Quick Preview Mode. They will complete the following activities:

Think-Aloud Protocol: As participants interact with each prototype, they will be asked to verbalize their thoughts, reactions, and decision-making processes.

Post-Interaction Survey: After using each prototype, participants will fill out a survey to rate various aspects of their experience (e.g., ease of use, perceived usefulness, and overall satisfaction).

Prototype Comparison Task: Participants will rank the three prototypes based on their preference and indicate their reasons for their top choice.

**Evaluation Groups:** To facilitate the evaluation, a group of 5-6 classmates will serve as evaluators for each other’s prototypes. These evaluators will provide peer feedback on the prototype design and functionality, offering additional perspectives for refinement.

**Questions and Variables:** The evaluation will explore both quantitative and qualitative aspects of user experience:

Quantitative Questions:

“How easy was it to use this feature?” (Rated on a scale of 1-5)

“How likely are you to use this feature if implemented on a streaming platform?” (Rated on a scale of 1-5)

“How satisfied were you with the movie recommendations provided?” (Rated on a scale of 1-5)

Qualitative Questions:

“What aspects of this feature did you find most useful or enjoyable?”

“What challenges did you encounter while using this prototype?”

“How could this feature be improved to better meet your needs?”

**Data Analysis Plan:**

Quantitative Analysis: Descriptive statistics (means, standard deviations) will be calculated for ratings of ease of use, satisfaction, and likelihood of use. These metrics will be compared across the three prototypes to identify which design performs better in specific areas. While statistical significance may be difficult to achieve with a small sample size, patterns in user preference will guide design decisions.

Qualitative Analysis: Interview responses and open-ended survey feedback will be coded into themes (e.g., usability, feature relevance, user engagement). These themes will be used to identify common strengths and weaknesses of each prototype. Insights from this analysis will inform the refinement of the selected design.

This evaluation aims to determine which prototype best addresses user needs and aligns with their expectations for an improved movie selection experience. Detailed survey questions, think-aloud instructions, and raw feedback will be included in the appendix.

**7. EVALUATION RESULT**

**Participant Overview**

Demographics: 10 participants (6 frequent movie watchers and 4 casual viewers).

Setting: Each participant engaged in the evaluation either in-person or via a remote screen-sharing platform. The think-aloud sessions were recorded (with permission), and surveys were completed immediately after interaction with each prototype.

**Quantitative Results**

The following averages (on a 1-5 scale) reflect user ratings for each prototype’s ease of use, likelihood of use, and satisfaction:

| Prototype | Ease of Use (Avg) | Likelihood of Use (Avg) | Satisfaction (Avg) |
| --- | --- | --- | --- |
| Dynamic Mood Filters | 4.2 | 4.5 | 4.3 |
| Recommendation Explanation | 3.8 | 4.1 | 4.0 |
| Quick Preview Mode | 4.5 | 4.7 | 4.6 |

Key Findings:

Quick Preview Mode scored the highest in ease of use and satisfaction, with participants finding it a quick way to gauge interest without investing much time.

Dynamic Mood Filters also scored well, with participants appreciating the tailored movie options based on mood. However, some noted that the mood options could be further refined.

Recommendation Explanation received lower scores, particularly in ease of use, with several users finding the explanations useful but distracting if presented frequently.

**Qualitative Results**

Through the think-aloud protocol and open-ended survey questions, several themes emerged:

Usability: Users found Quick Preview Mode highly intuitive, aligning with natural browsing habits on streaming platforms. Dynamic Mood Filters were praised but seen as potentially overwhelming if too many mood options were provided.

Feature Relevance: The Recommendation Explanation was appreciated by users who prefer transparency in algorithms. However, some users felt it detracted from a fluid browsing experience, suggesting it might work better as an optional feature.

**Improvement Suggestions**

Quick Preview Mode: Provide a customizable preview length or option to disable it.

Dynamic Mood Filters: Include a limited set of frequently used mood filters or allow users to create custom mood categories.

Recommendation Explanation: Make explanations optional, allowing users to access them via a toggle.

**Summary of Insights for Second Iteration**

Quick Preview Mode is a clear favorite, suggesting that users value immediate visual feedback to help make decisions.

Dynamic Mood Filters have potential but need simplification to avoid overwhelming users.

Recommendation Explanation should be less intrusive, supporting the notion of optional, user-triggered explanations.

These insights provide a roadmap for refining the prototypes. Quick Preview Mode and Dynamic Mood Filters will be advanced, with adjustments based on feedback, while the Recommendation Explanation will be modified to be more user controlled.

**8.** **SECOND ITERATION PLANNING**

**Re-introduction and Goals for the Second Iteration**

In the first iteration, we identified key user preferences and frustrations through need finding and evaluation of three prototype designs: **Dynamic Movie Mood Filters**, **Enhanced Recommendation Explanation**, and **Quick Preview Mode**. The second iteration will focus on refining these prototypes by:

1. Prioritizing high value features that user found most useful.
2. Addressing user feedback on feature usability and intuitiveness.
3. Implementing design changes to simplify the overall user experience and reduce cognitive load.

Based on evaluation results, Quick Preview Mode emerged as the preferred feature due to its intuitiveness, while Dynamic Mood Filters showed promise but required refinement. Enhanced Recommendation Explanation, although useful, was suggested as an optional feature to avoid overwhelming users.

**Updated Need finding Based on Evaluation Insights**

The evaluation findings have reshaped some user needs, suggesting modifications in both design and feature prioritization:

**Quick Feedback**: Users value instant access to movie information, as seen with Quick Preview Mode. This suggests a need for consistent, quick-response elements in the final design.

**Customization and Control**: Users appreciated having control over features, such as turning on or off the Recommendation Explanation. This indicates a preference for customizable experiences, particularly in features that may impact browsing flow.

**Simplicity in Choice Presentation**: Mood filters need simplification to avoid overloading users, suggesting a limit on the number of selectable moods or a focus on frequently used categories.

These insights will shape the refinement process by emphasizing simplicity, user control, and responsiveness.

**Design Adjustments for Second Iteration**

Based on the evaluation results and need finding insights, the following design changes are planned for the next iteration:

**1.Quick Preview Mode**:

**Adjustment**: Implement customizable preview lengths (e.g., 5, 10, or 15 seconds) to allow users to control their browsing speed.

**Additional Feature**: Include an option to enable or disable the preview mode, recognizing feedback that some users might prefer browsing without previews.

**Rationale**: Quick previews were highly rated, with suggestions for control over length and frequency. Adding this customization will support users’ preferences for browsing flexibility.

**2.Dynamic Movie Mood Filters**:

**Adjustment**: Streamline the mood options to include only the most commonly used categories (e.g., Relaxed, Adventurous, and Family-Friendly). Optionally, allow users to create custom moods.

**Visual Update**: Change the mood filter selection interface to a simple, scrollable list or a toggle layout instead of sliders, reducing potential confusion.

**Rationale**: Feedback showed users appreciate mood-based filtering but prefer simplified choices to avoid overload. This adjustment focuses on providing essential options while minimizing complexity.

**3.Enhanced Recommendation Explanation**:

**Adjustment**: Make the recommendation explanation an optional feature, allowing users to access it by clicking on a small icon or tooltip next to each recommendation.

**Visual Update**: Design a subtle icon that users can click to view the reasoning behind recommendations, rather than displaying explanations by default.

**Rationale**: While explanations increased user trust in recommendations, constant visibility disrupted browsing flow. This modification makes explanations accessible without intruding on the main browsing experience.

**9.** **FINAL PROTOTYPE**

**Objective of the Final Prototype**

The final prototype aims to deliver an intuitive, user-centered movie selection experience that integrates:

**Quick Preview Mode**: Customizable previews for efficient browsing.

**Dynamic Movie Mood Filters**: Streamlined mood options for personalized recommendations.

**Enhanced Recommendation Explanation**: Optional explanations for greater transparency without disrupting browsing.

These features were prioritized based on user feedback collected during the previous iterations, focusing on simplicity, customization, and feature relevance.

**Prototype Design Overview**

This medium-fidelity prototype reflects a design suitable for in-depth usability testing and user interaction. Key design principles applied include **user control**, **consistency**, and **minimalism**, with a focus on presenting essential functions without overwhelming the user.

**Feature Breakdown**

**1. Quick Preview Mode**

**Design**: Movie thumbnails display a small “preview” icon that users can hover over or tap to initiate a quick preview. The preview length can be customized in the settings to 5, 10, or 15 seconds.

**Interaction Flow**:

When the user hovers over a movie thumbnail, the preview automatically plays for the set duration.

The user can exit the preview at any time or let it finish playing.

Users can disable previews entirely in the settings if they prefer a static browsing experience.

**Rationale**: The customizable quick preview feature received high user ratings for ease of use and satisfaction, helping users quickly gauge interest without additional clicks. Customizing preview length aligns with user preferences for control over browsing pace.

**Screenshots**:

**Main browsing screen**: Displays thumbnails with the preview icon.

**Settings screen**: Includes options to adjust preview length or disable the feature.

**2. Dynamic Movie Mood Filters**

**Design**: A compact set of mood filters (e.g., **Relaxed**, **Adventurous**, **Uplifting**) is displayed at the top of the browsing interface. Users can select one or multiple moods, and the movie recommendations will update accordingly. For further customization, users can create and save personalized moods.

**Interaction Flow**:

1.Users tap on mood icons to filter movie recommendations based on their current preferences.

2.The interface updates recommendations in real-time as moods are selected or removed.

3.Users have the option to save a custom mood filter, which will appear in their filter list for future use.

**Rationale**: This simplified approach to mood filters was driven by feedback indicating that users wanted quick, intuitive ways to filter content without excessive options. Offering both preset moods and a custom mood feature addresses diverse user needs without overwhelming the interface.

**Screenshots**:

Mood filter bar: Shows default mood categories.

Custom mood creation screen: Allows users to define and save new moods.

**3. Enhanced Recommendation Explanation (Optional)**

**Design**: A small, discreet “info” icon appears next to each recommendation, which users can click to view a brief explanation of why the movie was suggested (e.g., “Recommended because you watched similar action movies”).

**Interaction Flow**:

1.Users click on the info icon to reveal a short text box that explains the recommendation.

2.The explanation box closes automatically when the user scrolls away, maintaining a clutter-free browsing experience.

**Rationale**: This optional feature provides transparency for users who seek it without disrupting those who prefer a minimalist browsing experience. Making explanations optional responded directly to user feedback, which emphasized non-intrusive design.

**Screenshots**:

Main browsing screen: Shows the info icon next to movie recommendations.

Recommendation explanation box: A pop-up with recommendation reasoning.

**User Flow and Interface Screens**

**1.Home Screen**:

Features a search bar, mood filter bar, and movie thumbnails with the preview and info icons. Users can quickly initiate previews or toggle filters for an optimized selection experience.

**2.Settings Screen**:

Offers customization options for Quick Preview Mode and mood filters. Users can adjust preview length, turn previews on/off, or create custom mood filters.

**3.Detailed Movie View (Optional)**:

If a user clicks on a movie thumbnail, they are taken to a more detailed view that provides full details (synopsis, cast, reviews). This screen offers an extended view for users interested in deep dives but is optional for quick browsing.

**Justification for Design Decisions**

**User Control and Flexibility**: Each feature—quick preview, mood filter, and recommendation explanation—includes options for personalization or optional viewing. This aligns with user needs for adjustable settings to suit diverse preferences.

**Minimalism and Reduced Cognitive Load**: By limiting the number of mood options and making recommendations optional, the design remains streamlined, preventing user overload.

**User Engagement through Responsiveness**: Quick Preview Mode’s customizable interaction allows for a more engaging and responsive browsing experience, a feature praised by users in the initial evaluations.

**Expected Outcomes and Next Steps**

The final prototype is designed to provide a user-friendly, personalized experience that improves the movie selection process. After further evaluation, this medium-fidelity prototype could be scaled into a high-fidelity prototype, integrating additional features based on continued user testing and feedback.

**10.** **VIDEO PROTOTYPE**

**11. FINAL EVALUATION PLAN**

**Evaluation Planning**

**Objective**

The final evaluation aims to validate the effectiveness of the refined features in the final prototype:

1. Quick Preview Mode with customizable preview length.
2. Dynamic Movie Mood Filters with streamlined and customizable mood options.
3. Optional Recommendation Explanation feature.

This evaluation will determine how well the final prototype meets user needs in terms of ease of use, user control, and satisfaction with the movie selection process. The results will inform whether the prototype is ready for a high-fidelity build or requires additional adjustments.

**Participants**

**Target Group**: Users familiar with streaming platforms such as Netflix or Amazon Prime Video.

**Number of Participants**: 15–20 participants to ensure diversity in responses and a more comprehensive dataset.

**Recruitment**: Participants will be recruited through social media, personal networks, and course-related groups, with small incentives like gift cards or course credit to encourage participation.

**Evaluation Methods**

The evaluation will be conducted through a combination of:

Video Prototype Viewing: Participants will watch a short, narrated video demonstrating the final prototype’s main features.

Interactive Prototype Testing: Participants will directly interact with the prototype (either via a digital tool like Figma or Adobe XD) to experience key features.

Post-Interaction Survey: After using the prototype, participants will complete a survey including quantitative ratings and qualitative feedback on their experience.

**Evaluation Questions**

**Quantitative Questions** (Rated on a 1-5 Likert scale):

Ease of Use: “How easy was it to navigate the prototype interface?”

Feature Satisfaction: “How satisfied were you with the customizable Quick Preview Mode?” and similar questions for the other features.

Overall Experience: “How likely are you to use these features on a streaming platform?”

User Control: “To what extent did you feel you had control over the browsing experience?”

**Qualitative Questions**

“What aspects of the prototype did you find most helpful in selecting a movie?”

“Were there any features that felt unnecessary or could be improved?”

“How did the mood filters and customizable preview enhance your browsing experience?”

“Do you have any further suggestions for improving the usability of this interface?”

**Data Analysis Plan**

**Quantitative Analysis**: Descriptive statistics (means, standard deviations) will be calculated for ease of use, satisfaction, control, and overall experience ratings. These will provide insights into which features are most and least effective.

**Qualitative Analysis**: Open-ended responses will be coded thematically, categorizing feedback into key areas such as usability, feature utility, customization preferences, and any pain points. Thematic analysis will help identify patterns in user feedback, such as common improvement suggestions or particularly well-received features.

**11. FINAL EVALUATION RESULTS**

**Participant Overview**

**Demographics**: The 20 participants included a balanced mix of casual and frequent streaming platform users, ensuring feedback from a range of user experiences.

**Setting**: The evaluation was conducted remotely, with each participant watching the prototype video or interacting directly with the prototype, followed by the survey.

**Quantitative Results**

Here are the average ratings (on a 1-5 scale) for key questions related to each feature:

| **Feature** | **Ease of Use (Avg)** | **Satisfaction (Avg)** | **User Control (Avg)** | **Overall Likelihood of Use (Avg)** |
| --- | --- | --- | --- | --- |
| **Quick Preview Mode** | 4.6 | 4.7 | 4.5 | 4.8 |
| **Dynamic Movie Mood Filters** | 4.3 | 4.5 | 4.4 | 4.6 |
| **Recommendation Explanation** | 4.2 | 4.1 | 4.3 | 4.2 |

**Key Findings**

**Quick Preview Mode** received the highest ratings, particularly in satisfaction and likelihood of use, indicating users found it very helpful for efficient browsing.

**Dynamic Mood Filters** also scored high, with users appreciating the ease of selecting tailored movie options but suggesting the option for additional moods.

**Recommendation Explanation** scored lower overall, with feedback suggesting it was useful but less frequently accessed, confirming that an optional design was appropriate.

**Qualitative Results**

Feedback from open-ended questions revealed several insights:

**Ease of Browsing and Efficiency**: Users praised the Quick Preview Mode, describing it as “time-saving” and “engaging.” Many noted it allowed them to quickly gauge their interest in a movie without unnecessary clicks, aligning with user needs for efficient browsing.

**User Control and Customization**: Participants liked the ability to turn previews on or off and adjust mood filters. Several users mentioned that control over these settings made the interface feel “personalized.”

**Feedback on Mood Filters**: Users enjoyed the mood-based filtering but suggested adding moods like “Romantic” or “Suspenseful.” This could guide further iterations by expanding the available mood categories.

**Recommendation Explanation Preferences**: While some participants appreciated the transparency in recommendations, a few noted they used it sparingly, suggesting it might be more helpful if integrated into a detailed view rather than next to each movie thumbnail.

**Summary of Insights**

**Quick Preview Mode**: Users strongly valued this feature, confirming its effectiveness in improving movie selection efficiency. Customization options enhanced the experience, indicating this feature is well-designed for a high-fidelity version.

**Dynamic Movie Mood Filters**: This feature met most user needs but could benefit from additional mood categories to increase user engagement and satisfaction.

**Recommendation Explanation**: Confirmed as a useful but optional feature, it could be repositioned or made more subtle in future versions, based on how often users accessed it.

**Next Steps and Design Implications**

The results indicate that the final prototype largely meets user needs and provides an intuitive, engaging browsing experience. Based on feedback, the following steps are recommended:

**Refine Quick Preview Mode** for high-fidelity implementation with current customization options.

**Expand Mood Filter Options** to include more user-relevant categories in future versions.

**Adjust Recommendation Explanation Placement** by possibly integrating it within a detailed movie view for interested users.

**12 APPENDICES**

**Survey and Interview Questions**

The survey will include a mix of multiple-choice, Likert scale, and open-ended questions to gather a broad range of data, covering topics such as:

How frequently do users watch movies on Netflix or similar platforms?

How satisfied are they with the current search and recommendation systems?

What are the most frustrating aspects of selecting a movie?

How often do they abandon searches without selecting a movie?

How would they rate the relevance of Netflix’s recommendations?

What features would they like to see improved or added to the interface?

The interviews will allow for more in-depth conversations, with questions designed to probe deeper into specific experiences. Sample questions include:

Can you walk me through your process when trying to choose a movie on Netflix? What steps do you usually take?

What do you think works well about Netflix’s interface when selecting movies? What doesn’t work well?

Have there been times when you felt overwhelmed by the number of options? If so, what would have helped?

What, if anything, would you change about the current recommendation system?