Usability Study of TV shows/Movie Streaming Platform

**What I evaluated**

For this study I decided to do a usability evaluation on the TV shows/movie streaming platforms. I chose to use three TV show/movie streaming platform that is most widely used: Netflix, Hulu, and YouTube. I wanted to identify which platform is used and trusted the most by users. After I acquired the most-used platform, I would do the usability study on it

**How I collected my data**

I decided to focus on the general population, there is not real age group because people from all ages use streaming platforms. The first way I collected data was through an online survey. I sent this survey to GroupMe members and Facebook. I was able to get a lot of people from different age groups on Facebook, from people in their 20s to people in their possible 50s. The majority of the subjects however were either in their 20s or early 30s I also did an in person interview where I asked a couple structured interview questions and 3 questions asking them to perform a task.

**Discuss how you conducted your study, how many users were involved?**

I conducted my study by using an online survey and an in-person interview. I asked about ten questions for each I had twelve users from the survey and four from the in-person interview.

**What data gathering tools I used, and if a consent form was used**

For my survey I used Google Forms as a data gathering tool. I also used a consent form for the interview and a consent statement for the Google Form.

**5.1 Summary of Conclusions**

In my survey that I did online, the most used streaming platform was Netflix at 66.7% and YouTube at 16%. 100% of subjects uses a streaming platform. I decided to use Netflix because it has a wider population that uses it. Because of that I can achieve more accurate and diverse answers. The second thing I did during my study was gather advantages and disadvantages from users during the in-person interview and online survey.

This is the online survey:

<https://docs.google.com/forms/d/e/1FAIpQLScD4NnDYEeHFKQMlCeP2t8udYmONPKBik9XISpfOyT2-p6IZQ/viewform?usp=sf_link>

**Advantages of Netflix based on user’s answers from survey and interview**

|  |
| --- |
| Easy to use Interface and doesn’t require too much technicality. |
| Has an automated recommended that tailors to user’s needs. Personalized file and recommendation based on pass viewings |
| Caters to all users in terms of steaming shows/moves |
| The Resolution Quality |
| Easy to navigate, up-to-date |
| Great quality and no ads |
| Available on many devices |
| Diverse in terms of movies and shows from different countries. A provide in subtitles |

|  |
| --- |
| Not too many manual video optimization processes |
| Information like movie/TV show summaries are not correct and placed in the wrong category |
| Requires to much ads |
| Not up-to-date |
| Long loading time |
| Limitations (not all popular shows are available) |
| Sometimes the user does not get the full movie, not up-to-date |
| Remove content the user wants |

**Disadvantage of Netflix based on user’s answers from survey and interview**

**From the survey I also asked these questions:**

I asked the users from 1 being extremely difficult to 10 being extremely easy rate the navigation process. I got ratings starting from 8 to a perfect 10. This concludes that the navigation process is very easy and efficient for users to use.

I asked the users from 1 being extremely slow to 10 being extremely fast, rate the speed of the speed at which streaming happens. The majority of the ratings were between 8 to 10. That means from the speed aspect, Netflix is pretty efficient for most of its users.

Seven out of the nine users said that the system is consistent, they are able to find information easily and that most of the time, it is up-to-date.

I asked the users how the content is across different pages of Netflix. Three of them said that it was readable, informative, accessible but not consistent. One person said it was only readable while two said it was only accessible and one who said it was all. Concluding from this, Netflix needs to improve n its consistency and how it provides its information to users across different areas/pages of the Streaming platform.

I asked the users from 1 being poor to 5 being Excellent, to rate the overall performance of the system. Five out of eight rated five and the rest rated 4.This means that overall the streaming platform is efficient to users technically no-technically. One big advantage said by one user is that is can perform on multiple platforms. There is an app available in the Google Store and Apple store for users who want to watch on the go. However there is room for improvement. The streaming platform caters to a universal crowed and provides a variety of options, however it fails sometimes to update its content.

**I asked these questions as well in the in-person Interview:**

I asked them to navigate through the home page that featured all the moves and TV shows. I asked them to tell me what they thought about the layout, color, consistency and if it is hard to maneuver. From the users, I got that the website is clear, visible, easy to search for shows, has the shows that they watch at the top making it easy to access them again and that everything is perfect the way it is.

From 1 being poor to 5 being excellent, I asked the users to rate how user friendly Netflix is. All three who chose Netflix during the interview rated 5 as excellent.

I asked them if it is easy to acquire the information they want and all three said yes information is easy to acquire from the platform.

From the interview I asked what can be improved from the streaming platform. Two sad that there is nothing to be improved and one said that it needs to be more up-to-date, allow for push notifications, and base shows on genre that the user likes.

The last two questions required the users to perform tasks on Netflix.

**Frist Question: Going to the Website/app to access and play content**

**Frist user:**

Go to start, type Netflix, and click on it. P K BB B

Type the show or movie you want T (n)

Click the and play movie/show BB B

**Total:** 1(1.1) + 1(.1) + 1(.20) + 1(.2) + 1(.12) + 1(.2) + 1(.1) =

* 1. + .1 +.20 + .2 + .12 + .2 + .1= 2.0 sec to complete task.

**Other two users:**

Go to website by clicking the URL box and typing the Netflix URL and press enter. P K B

Type show or movie you want. K

Click and play content B BB

**Total:** 2(1.1) + 2(.12) + 2(.1) + 2(.12) + 2(.1) + 2(.2) =

2.2 + .24 + .2 + .24 + .2 + .4 = 3.48 sec

**Second Question: Asking the user to go through genre to find content**

**First user:**

Go to the app from start and click the app. P K BB B

Go to movies or TV shows tab BB B

Click Genre you want M BB

Click show/movie BB B

**Total:** 1 (1.1) + 1(.12) + 1(.2) + 1(.1) + 1(.2) +1(.1) + 1(1.2) +1(.2) + 1(.1) + 1(.2) =

* 1. + .12 +.2 + .1 + .2 +.1 +1.2 + .2 +.1 + .2 = 3.52 sec

**Other two users:**

Go to the website by typing in the URL. P K BB B

Go to movies or TV shows tab BB B

Click Genre you want M BB

Click show/movie BB B

**Total:**

2(1.1) + 2(.12) + 2(.2) + 2(.1) + 2(.2) +2(.1) + 2(1.2) +2(.2) + 2(.1) + 2(.2) = 7.04 seconds

The conclusion I came up with from my study was that Netflix is the most used platform. It has advantages and disadvantages but the majority of people who use this app has had a good experience with the user interface, navigating to the website and watching content. Even though its overall performance is a 5 for those who uses it, it does need some improvements like keeping up-to-date and catering to more diverse users.

**5.2. Explain how you used your data gathering techniques.**

I used the survey to get a variety of people with different ages and characteristics. I used the interview to get an in-person opinion of the different app. I also asked them to perform tasks in order to see how easy or difficult it is for the user to navigate the website first hand. I collected information about the used streaming platforms from both data gathering tools and pulled out the one that is most used by users.

**5.3. Indicate if your Interviews (if used) were structured, unstructured, and or semi-structured. Provide any examples of any script used.**

My interview was half structured and half performance-based. I asked questions like: Which streaming platform do you use, what are the advantages and disadvantages, rate the user interface of the platform, and if it is easy for the user to acquire information from the streaming platform. The other three questions however were performance-based.

**5.4 Explain how you used triangulation to develop your conclusion**

I used the triangulation process by conducting an online survey and then conducting an in-person interview with four people.