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Comp-Sci 130

Homework 1

More and more streaming platforms are being made available, competing with one another with price, accessibility, and content. When I think of the worst streaming platform in terms of layout, I go straight to Hulu (https://hulu.com). I will be focusing on critiquing the home page, although its player is just as bad.

Composition Analysis

On April 20, 2022, the homepage opens to a giant image promoting the season premiere of the Hulu Original, The Kardashians. Right below there are multiple images in a row which are under a section called “Live Now.” On the top of the page there is a navigation bar.

Our eyes are first drawn to the image that covers most of the screen, then the play button, then the images along the bottom. The last thing my eyes always go to is the navigation bar due to its lack of opacity. I always have trouble finding the search icon because my first reaction is to scroll down, hiding the navigation bar completely. Hulu’s goal is made clear: make the most money. They always promote their content first. Second, they promote the live content, which one has to pay extra for. I do not pay for live content, and yet, it is one of the first things I am exposed to. They want consumers to watch live and their own content, making them the most money.

Graphical user interface, website

Description automatically generated

From a marketing standpoint, the website has a simple interface that gets the point across. Our eyes lock onto the image before following the turquoise fade which has the title and a large play button, which contrasts from the rest of the site. We are then drawn to the images at the bottom. The header which says “Live Now” is small, making it easy to miss and more likely for consumers to click on the content. But this format is not likable from a consumer’s point of view due to its lack of personalization.

Graphical user interface, website

Description automatically generatedWhen scrolling down, the page becomes too simple. This is the section that is meant to be personalized to the consumer, but it feels lazily done.

Graphical user interface, website

Description automatically generatedThe alignment of the images properly divides the page into its sections. But it lacks consistency/repetition. The first section does not have titles and is close to the section below it. The second section contains titles and why the content is recommended to me. There is also a larger gap between this section and the one below it. The contrast between the images and the background is poor. The images do not pop against the dark grey background. The arrows are also difficult to see as they are black.

Comparatively, Netflix has a black background, but each of its images pop, having nice contrast. Even the darker covers have bright lighting which guides consumer’s eyes. The alignment is nicer due to the proximity of the images. Also, the page remains consistent in its spacing.

Accessibility Analysis

Hulu focuses more on the covers than the text. All of the text is in alignment with the left side of the screen, unless its purposeful, such as “The Kardashians.” The text has proper contrast to the dark background, but it lacks weight and size, making it difficult to see. Some text and icons are grey, or lack opacity, making it difficult to see against the grey background and contrasting the bright colors of the images. The page is not overwhelming, but it also creates poor proportionality. The episode number for the Kardashians is the same size as the headings and text on the navigation bar. The play button is also bigger than the title of the show itself.

Hulu is not keyboard accessible. It can only scroll up an down, but there is no way to click the covers through the keyboard or scroll through the sections. It is resizable and orientation friendly.

Graphical user interface, website

Description automatically generatedThough not a principle of design, it can still warrant accessibility issues. Hulu does not provide enough information on the content. Neither does Netflix, but they get around it using a hover feature.

This hover feature provides users with a trailer giving users context, a maturity rating, and the ability to control audio. This is all done without leaving the page, making it easy for users to move along to other content. This keeps the page looking clean, while still giving users the ability to know the content they are considering watching.

To make the site more accessible I would implement that feature onto Hulu. I would also give the ability to use the keyboard to hover. There could also be settings that change the size of the font and color of the background and font.