**LAB ASSIGNMENT 4: USABILITY TESTING**

**\*\*To be taken by the design team members (self assessment)**

**Usability Testing** also known as User Experience(UX) Testing, is a testing method for measuring how easy and user-friendly a software application is. A small set of target end-users, use software application to expose usability defects. Usability testing mainly focuses on user’s ease of using application, flexibility of application to handle controls and ability of application to meet its objectives.

**SYSTEM DESIGNED:**

| **Roll No** | **Name** |
| --- | --- |
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**Answer the following questions about the design of your system**

| **S.NO** | **QUESTION** | **ANSWER** |
| --- | --- | --- |
| 1 | What’s the main reason people visit your website? | Our OTT video streaming platform produce original content that is not available on traditional television networks, which can be a draw for viewers. It also offers users the flexibility to watch their favorite shows and movies at their convenience, on a variety of devices including TVs, laptops, tablets, and smartphones. Our platform also offers personalized recommendations based on the user's viewing history, making it easy to discover new content that may be of interest.  Additionally, our OTT platforms often release full seasons of shows at once, allowing users to binge-watch their favorite programs and further enhancing the convenience and flexibility of the service. |
| 2 | What are they trying to achieve? | **Ease of use**: Customers want a UI that is intuitive and easy to navigate, so they can quickly find the content they want to watch without having to spend too much time searching.  **Personalization**: Customers expect the platform to provide personalized recommendations based on their viewing history and preferences, so they can discover new content that is relevant to their interests.  **Accessibility**: Customers want a UI that is accessible on a variety of devices, including smartphones, tablets, laptops, and smart TVs, so they can watch their favorite content wherever and whenever they want.  **High-quality viewing experience**: Customers expect a high-quality viewing experience with crisp video quality, smooth playback, and minimal buffering.  **Interactivity**: Customers may also want a UI that allows them to interact with other users or participate in social features such as commenting, liking, or sharing content. |
| 3 | What other websites might they visit before or instead of yours? | **Traditional TV networks**: Customers may choose to watch their favorite shows and movies on traditional TV networks instead of an OTT platform.  **Cable or satellite providers**: Some customers may prefer to subscribe to cable or satellite providers that offer bundled TV and internet services.  **Social media platforms**: Customers may also spend time on social media platforms such as Facebook, Twitter, or Instagram, which can offer entertainment and news content.  **Video sharing platforms**: Customers may visit video sharing platforms such as YouTube, Vimeo, or Dailymotion to watch user-generated content, music videos, or movie trailers.  **E-commerce websites**: Customers may also spend time on e-commerce websites such as Amazon or eBay, which offer a variety of products and services, including TV shows and movies.  **News websites**: Customers may also visit news websites such as CNN or BBC to stay up-to-date on current events and breaking news. |
| 4 | What, if anything, is stopping users from visiting your website? | **Lack of awareness**: Users may not be aware of the OTT platform and its offerings. This could be due to limited marketing or advertising efforts, or a lack of visibility on search engines and social media platforms.  **High subscription fees**: Some users may be deterred from subscribing to an OTT platform due to high subscription fees, especially if they have other more affordable options for accessing content.  **Limited content selection**: If an OTT platform has a limited selection of content, or if the content available is not relevant to the user's interests, they may be less likely to visit the platform.  **Poor user experience**: If the UI (User Interface) of the OTT platform is poorly designed or difficult to navigate, users may be less likely to visit the platform or spend time on it.  **Technical issues**: If the platform has technical issues such as slow loading times, poor video quality, or frequent buffering, users may be less likely to visit the platform or stay subscribed.  **Competition from other platforms**: If there are other OTT platforms or traditional TV networks offering similar or more attractive content and services, users may choose to visit those platforms instead |
| 5 | What can they not find on the page? | **Specific content**: Depending on licensing agreements and availability, not all TV shows, movies, or other content may be available on the platform. Some customers may be looking for a specific show or movie that is not offered on the platform.  **Live events**: Some OTT platforms may not offer live events such as sports, news, or other live broadcasts. This could be due to licensing or technical limitations.  **User-generated content**: While some platforms may offer user-generated content, others may not have this feature, or may have limited options for user-generated content.  **Personalization options**: Some OTT platforms may not offer extensive personalization options, such as the ability to create user profiles or customize recommendations based on viewing history.  **Additional features**: Some customers may be looking for additional features such as social interaction, gaming, or e-commerce integration, which may not be offered by all OTT platforms |
| 6 | Do they find the wording or navigation confusing? | No, the platform clearly communicates its features, pricing, or terms of service, customers are not confused and uncertain about how to use the platform. |
| 7 | What did they like most about their experiences on your site? | **Access to exclusive content**: Customers may appreciate the ability to access exclusive TV shows, movies, or other content that is not available on traditional TV or other streaming platforms.  **Convenience**: OTT platforms offer the convenience of being able to watch content on-demand, anytime and anywhere, without having to worry about scheduling conflicts or missing their favorite shows.  **Personalization**: Some OTT platforms offer personalized recommendations based on the customer's viewing history and preferences, which can enhance the user experience and help customers discover new content.  **User-friendly interface**: Customers may appreciate a well-designed and user-friendly interface that makes it easy to navigate the platform and find the content they are looking for.  **Cost-effectiveness**: Depending on the pricing model, customers may find that an OTT platform is more cost-effective than traditional cable or satellite TV packages, especially if they only watch a few channels or shows |
| 8 | Is your site easy to navigate? | Yes |
| 9 | Would they use your website again? | Yes |
| 10 | Does the user understand the point of your site? | However, in general, customers should be able to understand the point of an OTT platform site, which is to provide a platform for users to access and stream TV shows, movies, and other video content on-demand, without the need for traditional cable or satellite TV subscriptions.  The main purpose of an OTT platform is to provide a convenient and cost-effective way for users to access their favorite content anytime and anywhere, using a wide range of devices such as smartphones, tablets, smart TVs, and gaming consoles. To ensure that customers understand the point of the platform, it is important to clearly communicate its features and benefits, such as the selection of content, pricing, and device compatibility.  Additionally, a well-designed user interface can help users easily navigate the platform and find the content they are looking for, which can improve their understanding of the platform's purpose and increase their likelihood of using it. Clear and concise language can also help users understand the platform's features and benefits, while avoiding jargon or technical terms that may confuse or alienate users.  Overall, by ensuring that the purpose of the OTT platform is clear and communicating its features and benefits effectively, users should be able to understand the point of the platform and use it to access their favorite video content conveniently and cost-effectively. |
| 11 | How did you find the experience of using the website to complete this task? | NA |
| 12 | What did you think of the layout of the content? | **Consistency**: Keep the layout and design consistent throughout the platform to ensure that users can navigate the application easily.  **Simplicity**: A clean and simple design helps users focus on the content and functionality of the platform. Avoid clutter and unnecessary elements that can distract users from their goals.  **Navigation**: Use intuitive navigation and labeling to guide users to their desired content and functions. Use clear and descriptive labels for navigation menus and buttons to help users quickly find what they are looking for.  **Personalization**: Incorporate personalized features such as recommendation algorithms, customized content, and user profiles. This will create a personalized experience for each user and encourage them to continue using the platform.  **Visual Hierarchy**: Use visual hierarchy to prioritize content and make it easy for users to identify the most important elements on the platform. This can be achieved through the use of contrasting colors, font sizes, and whitespace.  **Accessibility**: Ensure that the platform is accessible to all users, including those with disabilities. This can be achieved through the use of alt text for images, high-contrast color schemes, and keyboard accessibility.  **Feedback**: Provide feedback to users when they interact with the platform. This can be in the form of notifications, progress bars, or confirmation messages to help users understand the status of their actions. |
| 13 | What did you think of the checkout experience? | **Simplicity and Clarity**: The checkout page should be simple and easy to understand. Avoid adding any unnecessary information or distractions that can confuse the customer. The page should clearly display the items being purchased, the total price, and any relevant shipping or tax information.  **Seamless Navigation**: The checkout process should be easy to navigate. Customers should be able to easily move from one step to the next without any confusion. Each step should be clearly labeled, and the process should be straightforward and intuitive.  **User-Friendly Forms**: Forms should be easy to fill out, and customers should be able to quickly and accurately enter their information. Use form fields that are labeled clearly and provide clear instructions for each field. Make sure the form is responsive and can be accessed on different devices.  **Security and Trust**: Customers expect their personal and payment information to be kept secure. Make sure to provide a secure payment gateway, use SSL encryption, and display security badges on the page to reassure customers that their information is safe.  **Error Handling**: If there are any errors or issues with the checkout process, customers expect clear and helpful error messages. These messages should explain the issue and provide clear instructions for how to correct it.  **Confirmation and Feedback**: After the checkout process is complete, customers expect confirmation that their order has been received. Provide clear confirmation messages and status updates throughout the process, and follow up with an email or other communication to confirm the order details. |
| 14 | What did you think of the on-page explanations? | Well-written on-page explanations can enhance the user experience by providing clear and concise information about how to use the platform. They can help to reduce confusion, improve engagement, and increase user satisfaction. However, it's important to ensure that the explanations are well-written and easy to understand, and that they are placed in context on the page so that users can easily find and access them.  When creating on-page explanations, it's also important to consider the design and visual elements. Using appropriate typography, colors, and layout can help to make the explanations more visually appealing and easier to read. Additionally, incorporating interactive elements such as animations or videos can further enhance the user experience and help to engage users.  Overall, providing on-page explanations can be a useful strategy for improving the UI/UX of a website or application, as long as they are well-written, appropriately placed, and visually appealing. |
| 15 | What was the best/worst thing about your app /site? | Best thing about an OTT platform website:   * **Content variety:** The best thing about an OTT platform website is the availability of a wide range of content, including movies, TV shows, documentaries, and other original programming. Users can access all of this content from one website, making it easy to find and watch their favorite shows. * **Convenience:** OTT platforms offer a great level of convenience as they allow users to watch their favorite content anytime, anywhere. Users can access the website from their smartphones, tablets, or laptops, and enjoy their favorite shows while on the go. * **Personalization:** Most OTT platforms offer personalized recommendations based on a user's viewing history, making it easier for them to discover new content that they may enjoy.   Worst thing about an OTT platform website:   * **Internet connectivity:** One of the biggest issues with OTT platforms is the reliance on an internet connection. If a user's internet connection is slow or unreliable, it can lead to buffering issues, poor video quality, and interruptions while watching. * **Subscription fees:** Some users may find the cost of subscribing to multiple OTT platforms to be too expensive, particularly if they already have a cable or satellite TV subscription. * **Regional restrictions:** Some content on OTT platforms may be restricted to certain regions due to licensing agreements, which can be frustrating for users who want to access a specific show or movie. |
| 16 | What major improvement would you suggest in the next round of design? | * **Improve content discovery:** Users often have a hard time finding content that they want to watch on OTT platforms. Therefore, it is important to improve the content discovery process by implementing better search and recommendation algorithms, allowing users to search for content by genre, language, and other criteria. * **Personalization:** Personalization is key to improving the user experience on OTT platforms. The website should offer personalized recommendations based on the user's viewing history, ratings, and preferences. This can help users discover new content that they are likely to enjoy. * **Improve streaming quality:** OTT platforms rely on the internet to deliver their content, which means that streaming quality can be impacted by network connectivity. Therefore, it is important to optimize the platform's streaming capabilities to ensure a high-quality viewing experience. * **Increase accessibility:** OTT platforms should be accessible to all users, regardless of their abilities. This means that the website should be designed to be user-friendly for individuals with disabilities, such as those with visual or auditory impairments. * **Enhance social features:** Social features can enhance the user experience on an OTT platform. Users should be able to share content with their friends, create watch parties, and engage with other users on the platform. This can help foster a sense of community and make the platform more engaging. |
| 17 | How would you compare your app/site to competitor? | * **User interface:** A platform's user interface can make or break the user experience. A well-designed interface that is intuitive and easy to navigate can make it easier for users to find what they're looking for and enjoy their viewing experience. * **Device compatibility:** Users expect to be able to access their favorite shows and movies on a variety of devices, from smartphones to smart TVs. OTT platforms that offer compatibility with a wide range of devices may have an advantage over those that are limited in this regard. * **Streaming quality:** OTT platforms that offer high-quality streaming with minimal buffering or interruptions may be more appealing to users than those with poor streaming quality. |
| 18 | Are the Controls used self-explanatory and does not require training to operate? | Yes. Some of the common controls used in OTT platforms include play/pause, rewind/fast-forward, volume control, and closed captions. These controls should be easily accessible and clearly labeled, so that users can quickly find and use them without any confusion.Additionally, it's important to note that while the controls themselves may be self-explanatory, some features and settings within the OTT platform may require additional explanation or training. For example, users may need guidance on how to set up parental controls, adjust video quality settings, or connect their devices to the platform. |
| 19 | Are there any broken links that should be present? | **No** |
| 20 | Is Search option given within your software application or **website**? | **Yes** the search function is easily accessible and user-friendly, with the ability to filter results by various criteria such as genre, language, or release date. The search bar also supports predictive text or auto-suggestions, which can help users find the content they are looking for more quickly. |
| 21 | Is there Uniformity in the format of screen/pages in your application/website? | **Yes** our pages follows a consistent layout, with elements such as the menu bar, search bar, and content display area in the same location on each page. Maintaining uniformity in the format of the screens/pages helps to improve the user experience, as users will become familiar with the layout and be able to navigate the site more easily. It also helps to create a sense of continuity and branding, as the site's design elements and color scheme are consistent across all pages. |
| 22 | Is the system easy to learn? | Yes our OTT platform websites is designed to be easy to learn and use for the average user. The main goal was to make it easy for users to navigate the site, find the content they want to watch, and enjoy their viewing experience without any frustration or confusion. |
| 23 | Is the system useful and adds value to the target audience? | The platform offers a user-friendly interface with easy navigation and search features, as well as personalized recommendations based on the user's viewing history and preferences. Furthermore, the platform provides added value to its target audience by offering features such as parental controls, multi-device support, and offline viewing options. These features can help enhance the user experience and provide additional convenience and flexibility. |
| 24 | Is help provided for the users to understand the application/website? | **Yes**.   * **Contact forms or email support:** This allows users to submit questions or issues to a support team, who will respond via email. * **Knowledge base or FAQs:** This is a collection of frequently asked questions and answers that users can reference to find solutions to common issues. * **Live chat or support:** This allows users to connect with a support representative in real-time to receive help or assistance with using the platform. |
| 25 | Are Content, Color, Icons, Images used are aesthetically pleasing? | The use of aesthetically pleasing content, color, icons, and images greatly enhances the user experience on an OTT platform website or application. These design elements creates a visually appealing and engaging interface that draws users in and encourages them to explore and interact with the platform. |

Conclusion from Usability Testing : ……………………………………………………………………………………………

Students Name and Roll No.

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