



# Netflix User Study

## Experience Design Project

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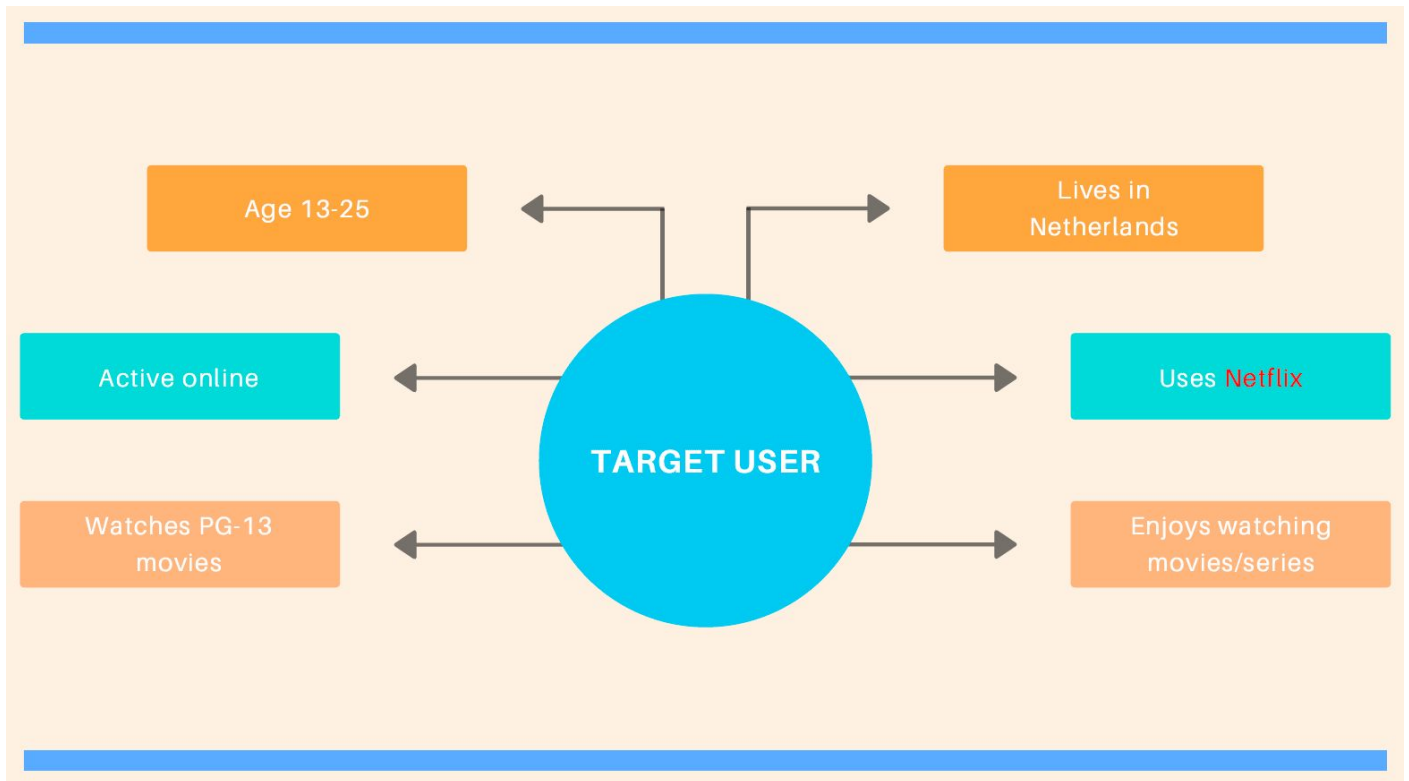
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## Who are we and what are we doing?

We are part of the marketing team behind the streaming service Netflix. We are looking to gather and analyze information about the platform in order to improve the user experience.

## Who is our target user?



## How are we going to achieve our goal?

To achieve our goal, we've decided to conduct interviews with 4 different people, formulate an observation of someone trying to find suggested content on their account and finally - launching a wide-scale survey among users that fit our target users' profile.

## Survey

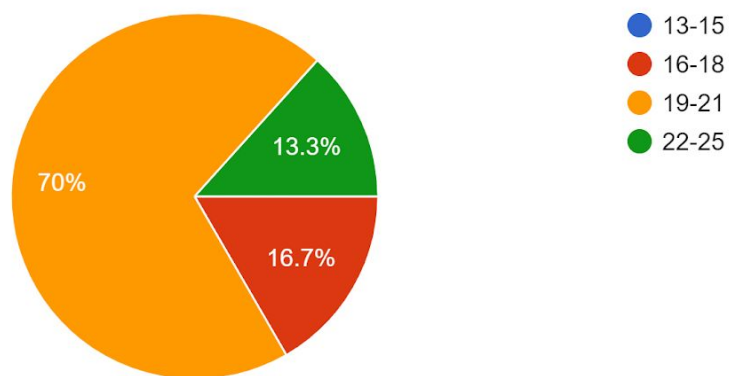
Our survey can be found on <https://forms.gle/VjkAgEFqVWHak76y6>. It consists of 2 sections and 30 users that match our target user requirements have completed our survey. All the responses can be viewed at <https://bit.ly/FontysEDO>

## Survey results

Our survey started with screening questions. Most of our users were in the 19-21 age group. That is par for the course, considering previous research has shown that age group being the most active online. There is not a significant difference between the proportion of female and male viewers.

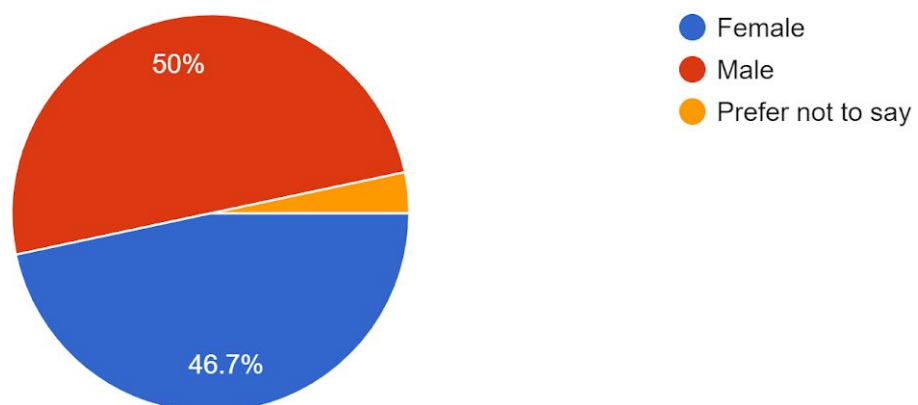
### What is your age?

30 responses



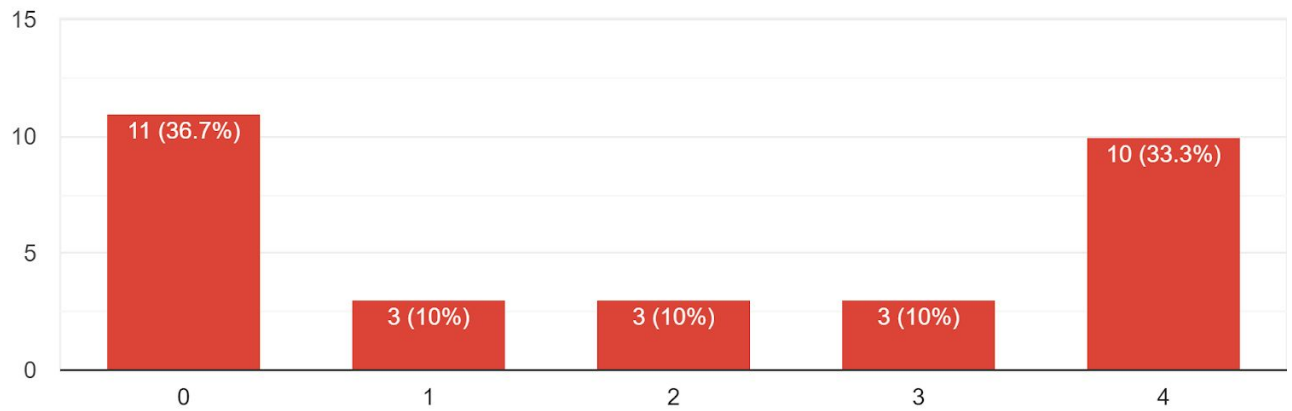
### What is your gender?

30 responses



## How many other people are using your Netflix account?

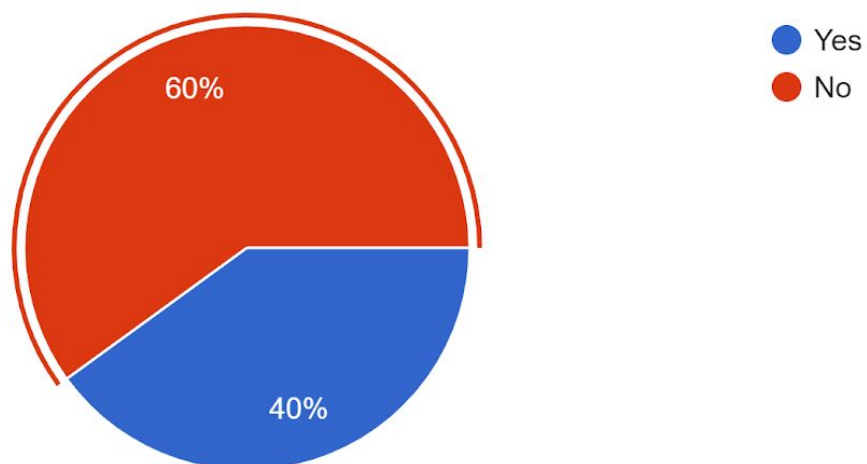
30 responses



Another thing we found important was whether or not the people who are answering our survey are the ones who pay for the account and how many other people use the account at the same time with them. From the data, we understood that people most often either don't share their account with anyone or they share it with the maximum number of people - 4.

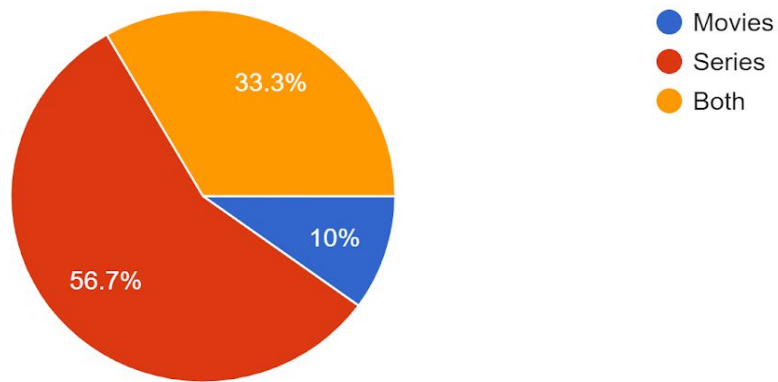
## Are you paying for the account yourself?

30 responses



## Do you watch mostly series or movies?

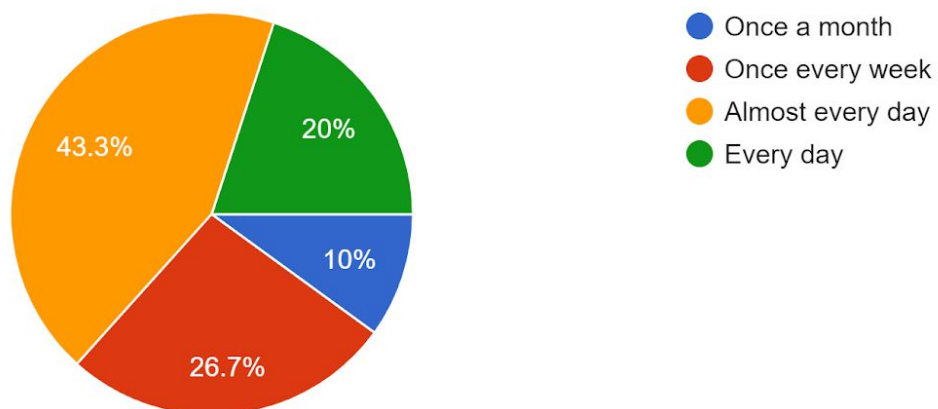
30 responses



Another thing we found out was that a significant part of our users watched series rather than movies. They also watch quite often - around 50% of our users watch either every day or almost every day.

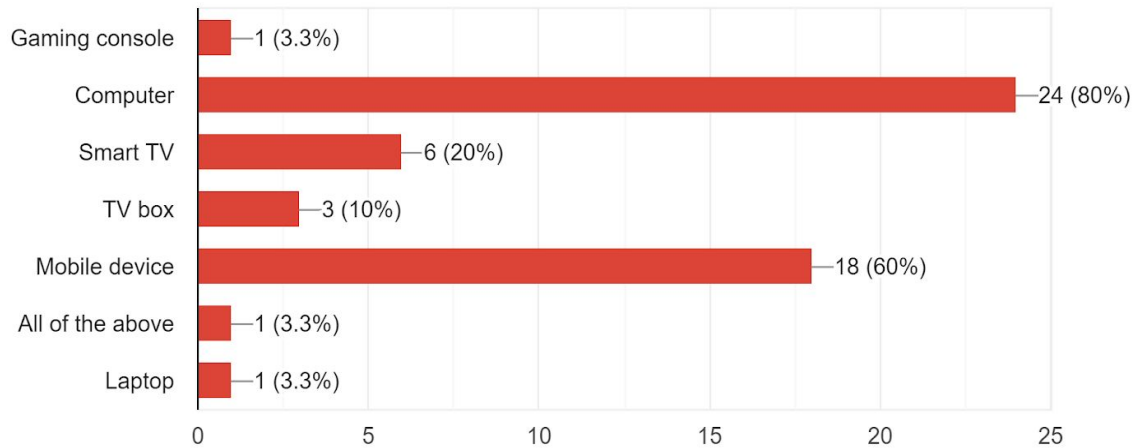
## How often do you watch movies/series

30 responses



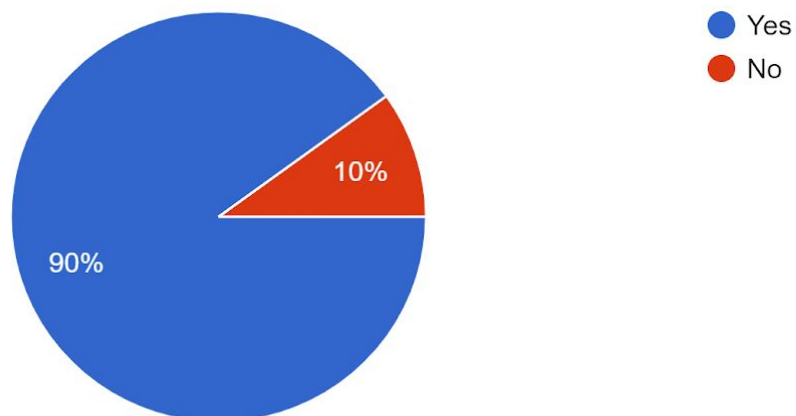
## What hardware do you stream on?

30 responses



## Can you easily find interesting content on Netflix?

30 responses

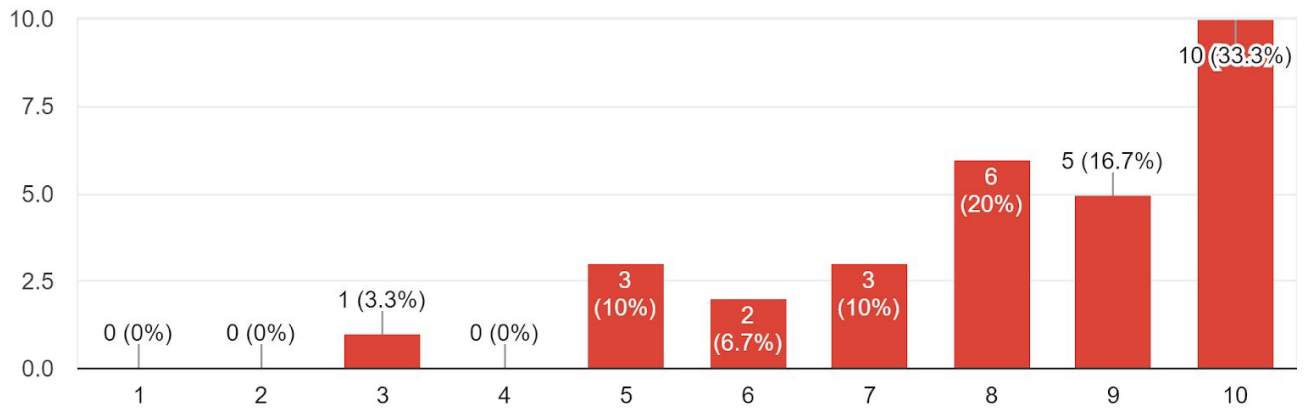


To watch content, most of our users use either a computer or a mobile device.

90% of our users think that they can easily find interesting content on Netflix so that is not something we should really focus on improving.

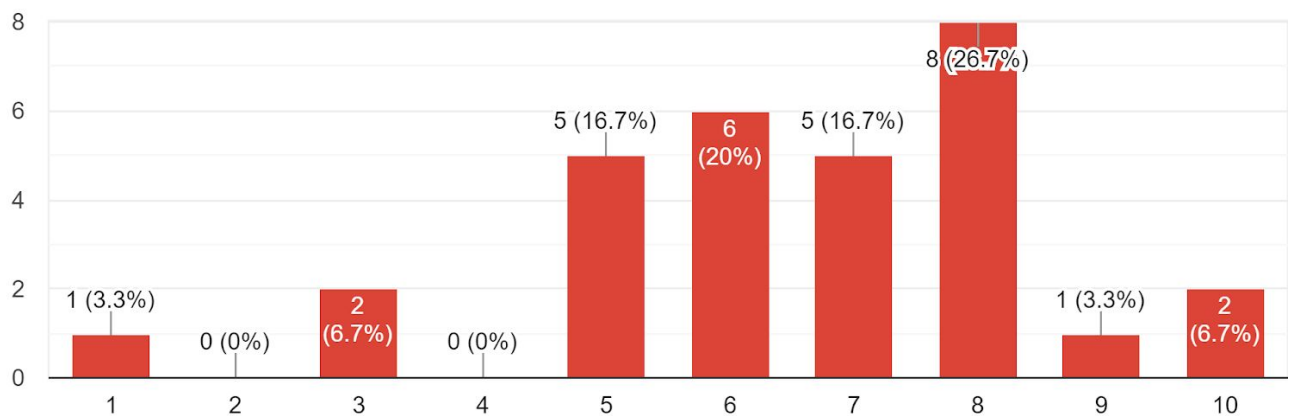
## How good is the quality of content on Netflix?

30 responses



## How relevant are the content suggestions that you get?

30 responses

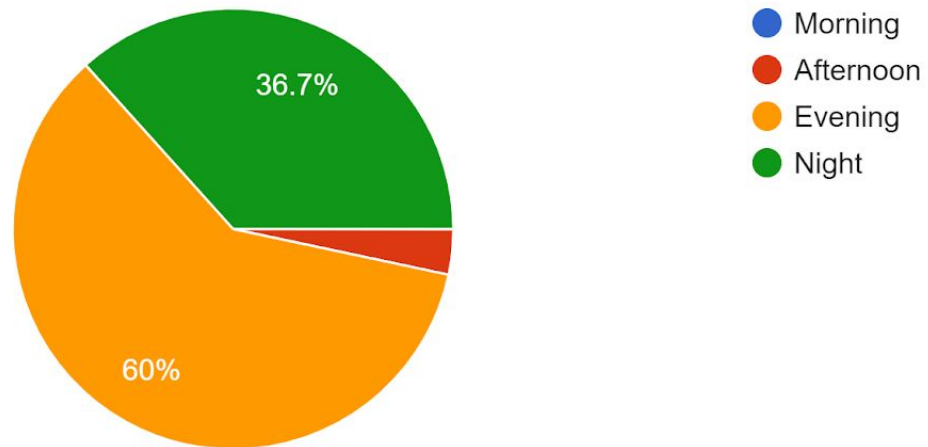


Our users also believe that the content suggestions and the content itself are good enough but we can definitely improve the suggestions as some people think that it's just average quality.



## What time of the day do you usually watch Netflix?

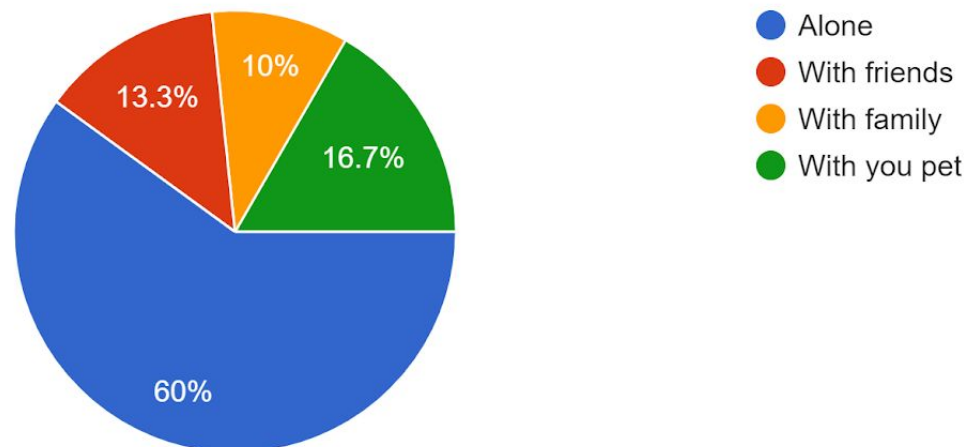
30 responses



Another thing that we've noticed is that a significant proportion of our users watch Netflix either in the evening or at night. They also watch alone. To our surprise, more people watch Netflix with their pet rather than with their friends.

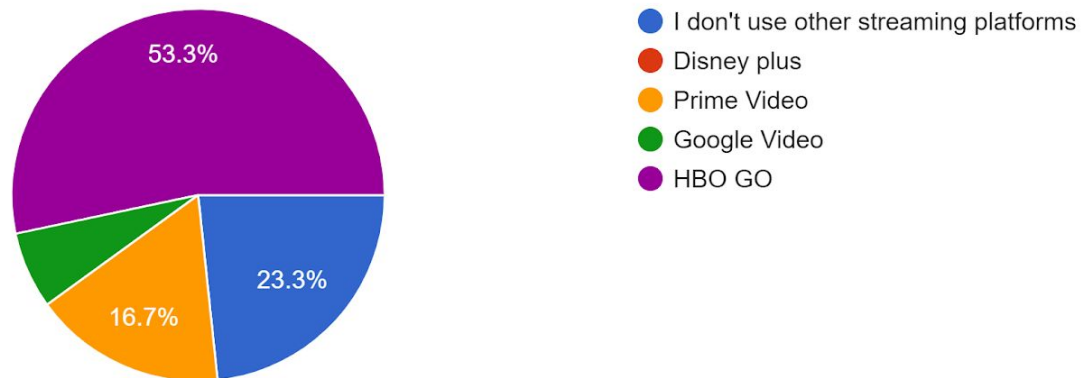
## Do you usually watch Netflix:

30 responses



## Do you use any other streaming platforms and if yes - which ones?

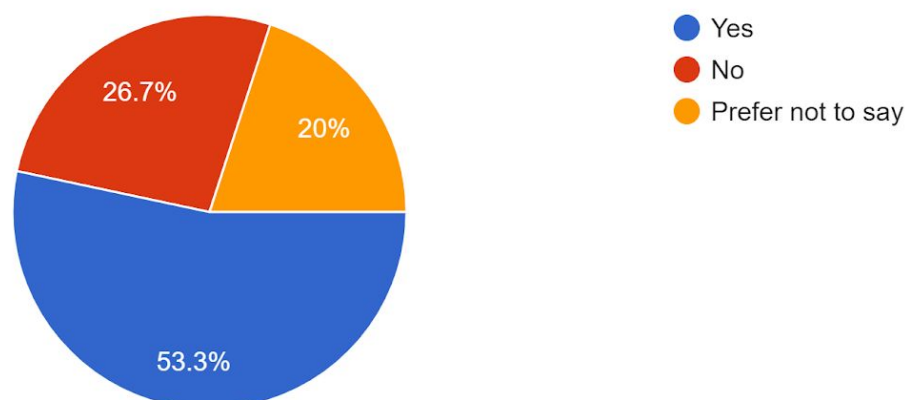
30 responses



Another thing that we can try to improve is get more content on the platform because currently more than half of our users watch illegal content that is not on Netflix. They are already paying for our service and we can make them spend more time in the app if that content is already on the app. Our main competitor is HBO Go and most of our users prefer watching movies there than on Netflix but choose Netflix for series.

## Do you watch illegal content that is not on Netflix?

30 responses





## Interviews

To understand our users even better, we invited 4 students within the age group 18-28 that have frequent access to the platform to interview.

One of them was interviewed by all three of us so that we could get even better follow up questions and the other three were interviewed by a pairs from our team members, one shooting the video and taking notes and the other conducting the interview and both trying to collect as much verbal and nonverbal clues as possible.

The overview of the four interviews shows a clear competition from HBO GO and the main mentioned reason is their bigger scale of content from other producers of content compared to Netflix. On the other hand, interviewees were satisfied with the current state of Netflix and its components.

The main watched type of content on the platform was determined to be series, both Netflix Originals and others.

The participant's choice of content to watch depends highly on their mood, sometimes being more inclined to view series over movies and vice-versa. There was no clear pattern or reason for this switch.

The participants seemed to be mostly satisfied with the quality of content on the platform and the suggestions.

Individually looking at the interviews gives us some additional information and insight. Let's start off with taking a look at the first interview.

The first interviewee had an issue with the "Continue watching" function on Netflix. He found that it is not possible to remove content from the "Continue watching" panel, which is quite frustrating for him. Another thing he mentioned was that the suggestion system often recommended him content that he simply did not care about. Additionally, on several occasions, he found that it was displaying content that was very biased towards a series he recently watched, despite the fact that he didn't usually watch it very much/at all.

The second person said he had some mild disturbances with the suggestion system, but he was not as seriously annoyed by it, compared to the first interviewee. He added that he sometimes used HBO GO, but that Netflix was far superior in both suggestions and minimizing of errors. The third interviewee also seemed to agree with these points, adding that HBO is better for watching movies, while Netflix is superior for series.

Finally, the anonymous interviewee added that she doesn't mind the irrelevant suggestion, considering she just ignores them.

To summarize, people seem to use other streaming platforms alongside Netflix, mostly HBO GO. Additionally, the majority of them said that the suggestion system is flawed and could use moderate improvement.

You can watch all the interviews on <https://youtu.be/1MessOyJpL0>. Here is the transcript of our interviews:

### Interview 1, Karina, Martin, Nour - Ibrahim

[Martin] Welcome to the Netflix headquarters, we are the Netflix marketing team and today we are going to conduct an interview in order to collect information based on the suggestion service that we have.

So first let us start with a question about you, tell us a bit about yourself?

[Ibrahim] my name is Ibrahim and I am a 29 years old, I live in Arnhem. What else do you want to know about me now?

[Martin] Are you familiar with Netflix?

[Ibrahim] Yes Of Course.

[Martin] How often you would say that you use Netflix?

[Ibrahim] Let us say at least once a week.

[Martin] What kind of content that you watch?

[Ibrahim] Comedy.

[Martin] Okay what is your favorite?

[Ibrahim] Well, nothing can top Brooklyn nine-nine.

[Karina] Do you watch Netflix original?

[Ibrahim] No, I don't even know what it is, I do not go into different types of Netflix.

depending on what I want to watch I look it if it is on Netflix and if it is on Netflix I watch it there if not I look somewhere else.

[Martin] That is actually an important question if it is not on Netflix what do you do, where do you watch it?

[Ibrahim] Well, of course, I will start googling wherever it is, and if I figured out where it is, then ya I will go there.

[Martin] So do you use other streaming platforms other than Netflix.

[Ibrahim] Not much, usually online free streaming, it depends it could vary from different websites and so. But there is also the option that you forgot to mention, and that some of the content is not available in different countries.

[Martin] Yes that is true, and we are trying to work on.

[Ibrahim] Well ya, I already figured it out, I use VPN, just change your location to a different country where you know that the content is there and you can watch it.

[Nour] Like the office series.

[Ibrahim] Yes for example.

[Martin] Now let us talk about the suggestions, do you think they apply to you, like how accurate do you think they are?

[Ibrahim] What suggestion exactly are they?

[Martin] Suggestion for content that is similar to what you watched.

[Ibrahim] Some of them are just stupid, because if you watched something once you have a lot of suggestions on the same content or genre but I am not really interested in it, like for example I watched one time a zombie show ( not really a fan of it ) and I got a lot of suggestions for it, just once! take it off,

if I am frequent on it then yes okay yes that is my genre if not I do not want to watch it, I do not want to see it on the suggestions.

and I have one other thing, if you watch it one time you will have it on the continue watching, if I do not want to watch it again, I want to take it off, I can't, or at least I did not figure it how if there are options available.

[Martin] Do you think there is any other tips to improve the service?

[Ibrahim] Well so far it is okay, it is small details like removing something that I already watched on the continue watching list ,and sometimes when I watch other show it just replace it, but let us say to what, ten shows, so I have to watch ten difference show just so I can clear the list, that is not really cool.

[Karina] Do you watch other streaming platforms?

[Ibrahim] Not those days no, like I said, just websites, for example before the big bang theory was here I watched it online websites, but you can not really say it is a platform, it is just a website that provide streaming link and I just watch it there.

[Martin] Is there is anything else you would like to add?

[Ibrahim] Nothing on the top of my mind now.

[Martin] Okay then we thank you for the interview.

[Ibrahim] thank you.

## *Interview 2, Martin Kiryakov - Danail*

[Martin] Hello

[Danail] Hay.

[Martin] I am part of the marketing team with Netflix, and today I am going to be asking you some questions about the suggestions system on Netflix.

[Danail] Okay.

[Martin] So first of let us start with your name

[Danail] I am Danail.

[Martin] Tell us a bit about yourself.

[Danail] I am a student at university, I like to watch movies, I like to read books.

[Martin] Do you use Netflix?

[Danail] yes, I recently started using Netflix, so I know its main features.

[Martin] And how often would you say you use Netflix to watch content?

[Danail] Too often, more likely every day.

[Martin] Do you enjoy series or movies?

[Danail] I watch both, so cannot say.

[Martin] What is your current favorite thing to watch?

[Danail] At the moment I am watching Daredevil on Netflix, and some older movies.

[Martin] When you find using Netflix best?

[Danail] When I try to find a movie that I don't want necessarily want to buy, and when I want just to watch something not too engaging in the evening.

[Martin] How accurate would you say the suggestions are?

[Danail] I would say more or less accurate, it is recommending me thing that I am generally interested in, but not totally appropriate.

[Martin] What do you think about them?

[Danail] Well they are related to the topics I said I like, so I would think the suggestion system is pretty okay, but there are things that I like more than those recommended which is not In my suggestions list.

[Martin] Do you use other streaming services?

[Danail] Yes, I also use the HBO streaming service.

[Martin] And how does that compare to Netflix?

[Danail] It is much worse than Netflix, I much prefer Netflix on HBO has except a lot more content, it also has a better suggestion system and a lot fewer errors.

[Martin] Would you like to share any opinions about Netflix?

[Danail] Sure, I find it really easy to use and there is nothing that I needed help how to use, so I would say it is pretty simple and it has all the features that it needs basically.

[Martin] Do you think there are any ways to improve the service?

[Danail] yes perhaps there is an option to cancel the feature that shows the trails of some random movies or series that hover over them, so you do not have to watch trails every time you open Netflix.

[Martin] Is there is anything else you would like to add.

[Danail] No, I do not think so.

[Martin] Then, that concludes our interview.

[Martin] Thank you.

[Danail] Thank you.

### Interview 3, Karina Kozarova - Alexandru

[Karina] Hello my name is Karina and I am part of the marketing team behind Netflix, we are going to ask you some questions so we can understand more about how do you feel about the service.

[Alexandru] Okay.

[Karina] So let us start with what do you like to do in your free time?

[Alexandru] Well in my free time I mostly like to either play games on the computer or program, so I really watch TV, but indeed I intend not to watch the regular TVs so I watch the Streaming platforms in general.

[Karina] except these streaming platforms, you also like also watch content delivered from platforms like Netflix and HBO?

[Alexandru] Yes, sometimes.

[Karina] And, do you watch Netflix?

[Alexandru] I watched, I couldn't recently, I couldn't watch as much because I have a lot of work, but when I can watch it I usually watch some Sci-Fi series and like few movies I think.

[Karina] Okay, then Netflix originals in the Sci-Fi section, do you also watch series?

[Alexandru] yes, I remember I watched the one with the robot where there is a child that is stuck on a planet and he meets the robot and they help each other in a sense because they are tight in the planet.

[Karina] And how do you think the over experience using the platform?

[Alexandru] It is pretty good, obviously the loading time is fine, I have never really noticed lag or just audio imbalance or anything, I also like the fact that they give you subtitles in many languages so you do not really need to listen to it in English or some other language, I have never had issues with using.

[Karina] What do you think about the recommendations, are they accurate for your choice?

[Alexandru] Sometimes, I mean if you scroll enough you will definitely find something that might interest you, but I will say it is not a hundred percent accurate obviously, for what it is worth it is still good.

[Karina] And do you usually use it?

[Alexandru] When I want something new, yes.

[Karina] Do you also use competitors' services?

[Alexandru] Well, HBO and I that is it.

[Karina] And how do you think Netflix compare to it?

[Alexandru] HBO GO definitely have more movies than series, so you usually go HBO GO to watch movies, where if you go to Netflix to watch more series.

[Karina] and if there are more movies on Netflix, would you choose Netflix over HBO?

[Alexandru] Depends on what kind of movies, if they are blockbuster movies or new releases and stuff, I might definitely much easier just to have essentially what HBO has on Netflix and then just combine it in a platform.

[Karina] Is there is anything else that you would like to add?

[Alexandru] Like what I would like to see to improve for instance, well at first I would like again more movies to be put into Netflix especially more blockbuster movies because usually Netflix have more, not much, but not the new releases any way, new releases go to HBO GO, so Ya I would like to see that, also maybe improve the recognition algorithm for what interest you for more accuracy.

[Karina] Thank you for your time.

[Alexandru] Thank you.

#### *Interview 4, Nour Khatib - Anonymous interviewee*

[Nour] Good afternoon, we are marketing team trying to help Netflix develop their content, and we would like to ask you some questions.

[Nour] Would you tell us a bit about yourself?

[Interviewee] I am a full-time student, and I work part-time.

[Nour] Does that leave you with some free time for yourself?

[Interviewee] Mostly in the evening before sleeping, I guess.

[Nour] Do you use that free time sometimes to use Netflix?

[Interviewee] Yes, I do.

[Nour] There the free time but also there might be some other times, so in total, how much do you think you watch Netflix?

[Interviewee] Maybe, not every day but I will say five times a week.

[Nour] Five times a week.

[Interviewee] I guess yes.

[Nour] Mostly when you watch Netflix, what kind of content do you watch, series movies documentaries programs.

[Interviewee] It actually depends on my mood, so sometimes it would be a series and it would be serious and sometimes would be a movie and would be comedy, so it depends on what I feel like.

[Nour] So you do not have a specific genre that you stick with it but you switch, and they mostly do you prefer the content from Netflix or?

[Interviewee] It is really hard to say, yes, I would say for right now Netflix originals.

[Nour] And in total the content on the website you find it satisfying for what you are looking for?

[Interviewee] No, I think they should put more stuff in it, more movies.

[Nour] Do you think the Netflix original movies that are lacking or different?

[Interviewee] No from different providers.

[Nour] When you watch Netflix, Netflix will show you suggestions, how relevant are those suggestions with your taste.

[Interviewee] I would say fifty percent are okay, the other fifty percent is not that great.

[Nour] So fifty/fifty.

[Interviewee] Yes.

[Nour] At least the non-relevant fifty, is it bothering or is it just not relevant.

[Interviewee] I just do not look at it.

[Nour] Do you use any other streaming platform?

[Interviewee] No, well YouTube.

[Nour] And if you did not find the content on Netflix, do you switch trying to get from somewhere else.

[Interviewee] No.

[Nour] Do you have any tips or ideas about how to improve the service?

[Interviewee] try to get more service rights, to get more rights for movies to put on Netflix, there is a lot of movies that can be but it is not.

[Nour] totally fare, is there is anything that you have in mind to say about Netflix?

[Interviewee] I think it was more interesting in the beginning than right now and it is because of the content that it is not that much right now.

[Nour] Your opinion adds a lot and thank you for your time.

[Interviewee] Thank you.



## Personas

PERSONA #1

# HI, I'M JESSICA

I'm a 22 year old student with a part time job as a graphical designer. I like watching Netflix in my free time after work and I focus mostly on series, including Netflix originals. My boyfriend pays for the account and shares it with me and his sister. Despite this, I most commonly watch content on the platform alone or with my 2 cats. I use my Macbook Air and sometimes my iPhone 11 Pro. I consider my IT level to be average and I have a high speed internet connection at home and also a 15Gb data package from my provider. I find that I often begin watching something only to stop midway through. After that Netflix continues to recommend me that content with no way of showing that I'm not interested in watching it. I'm also not very fond of the recommendation system in general as it sometimes shows me content that my boyfriend or his sister would be into.

Despite these issues I still very much enjoy using the platform and I prefer its interface over other streaming services, but I do still use HBO GO sometimes.





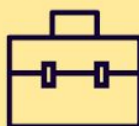
PERSONA #2

# NAME'S BRIAN

I'm 29 years old and I work as a software developer for a large tech company. I use Netflix only on Fridays and on the weekend. I spend the majority of my time watching documentaries by myself and the rest of the time I watch The Office with my wife. We stream it to our TV using a Raspberry Pi on which I installed a dedicated TV Android ROM. I also sometimes use my tablet if I'm traveling abroad on a business trip. There I have an unlimited data package that is a perk from my job. I consider myself to be very technologically advanced and in general - a power user. When it comes to suggestions, I believe that the platform offers decent content based on my previous watches, but there is certainly room for improvement. Another thing that really requires an update is the UI. It feels sluggish and un-intuitive. It is especially difficult for my non tech-savvy wife to use by herself. I also use other streaming platforms, mainly Prime Video, as it has Prime exclusives that I can not watch on Netflix. When I can't find a documentary on Netflix I will often turn to HBO GO. Verdict - OK, but can be better.



## RaspberryPi





## User requirements

1. The web app should provide users a way to remove movies and series that the user has started viewing from the continue watching list
2. The recommendation system should not suggest content related to a single movie/series the user has watched (if they have watched a zombie movie once they probably don't want to see 70% suggestions for zombie movies)
3. The price should be lower or more people should be allowed to watch content from the same account.
4. The search functionality should show more relevant content.
5. The design of the main listing page shows too much content. There should be less content so that the user doesn't feel overwhelmed.
6. The account page on mobile should have more animation and can even be interactive.