The Criterion Collection Help Centre
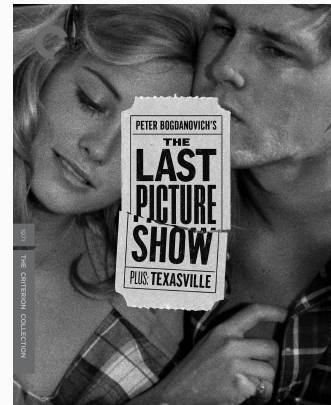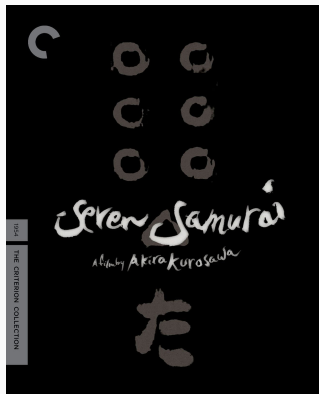
MVP

TCN 708 + 710

THE CRITERION COLLECTION

August 7th, 2025

1. Why revamp The Criterion Collection Help Centre

2. User story and persona

3. Our research process
   a. Card sorting / information architecture
   b. Usability study #1 & #2 (medium fidelity)
   c. Usability study #3 (high fidelity)
   d. Heuristics comparison (high fidelity vs MVP)
   e. MVP design changes and research insights

4. Reflection and room for improvement

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- A boutique physical media label

- Licenses and distributes discs with special features (e.g. essay booklets, interviews)

- Current site only has long, unorganized FAQs

- We want to create a help centre that reduces frustration and makes finding information much easier

Roger Avary — Cinephile
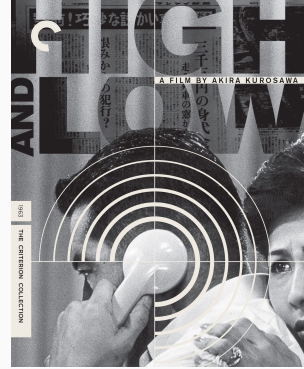
"I want to expand my collection of French New Wave Cinema, so my friends can appreciate those films too."

Goals, needs, and motivations

- He loves to collect physical media and wants to own a film rather than depending on expiring license agreements on streaming services
- He believes Blu-rays provide the best home viewing experience
- He wants to watch a classic movie at least 3-4 times a week.

Frustrations

- He hates delayed packages and disc malfunctions (e.g., poor sound/video quality)
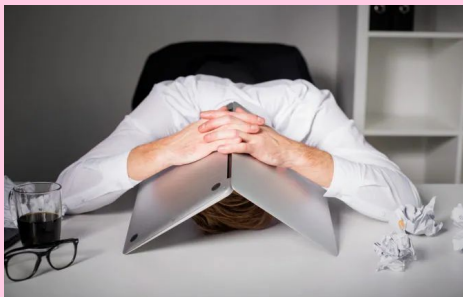- He hates waiting for a response when seeking help and endless FAQs.

Roger's User Journey

Start of Roger's User Journey

Roger works a busy 9-5 and loves spending his free time watching movies in his home theater. He is a film collector who enjoys hosting movie nights for friends and prefers buying movies from the Criterion Collection.

Roger's Plight

When his order is delayed, and some discs have issues, Roger wants a clear answer so he can plan his movie night. He tries the FAQ page and support line, but it's frustrating. The FAQ is messy, and support is slow.
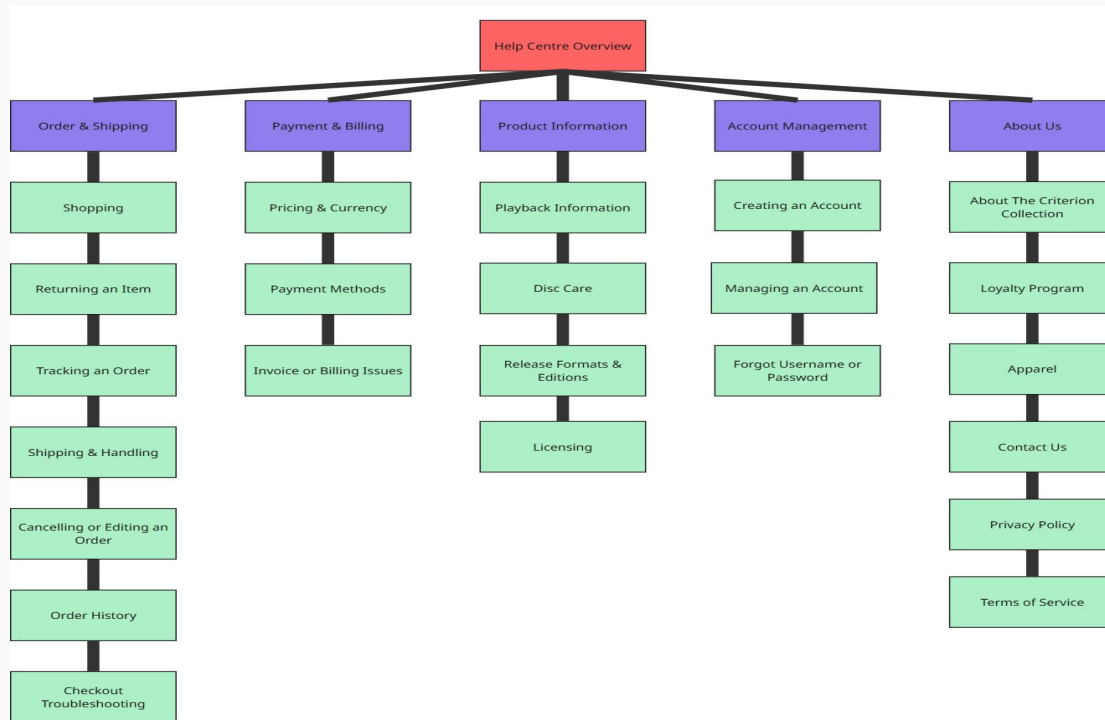
Roger's Delight

Roger finds the Criterion Collection's new help centre. It helps him solve his issue. He feels relieved, respected, and grateful that the support team understood how much the movie means to him. Roger shares his great experience and keeps coming back for more titles.

Card Sorting and Information Architecture

- Three card-sorting sessions helped us structure our Help Centre

- Our IA reflects what's important to users, with the most important content at the top of each page.

- Our users can find relevant information quickly, addressing frustrations with long, disorganized FAQs.

Some insights from user testing:

- Easy to navigate with simple, organized information, the hamburger menu, and 'other helpful articles' tiles
    - Could be improved with clickable logo that leads to homepage
    - Homepage should be added to hamburger menu

- Movie stills on the homepage excited users familiar with movies; made them feel like our help centre truly catered to their needs

- Content order was a little confusing sometimes (e.g. information required to sign up being after how to sign up)

The average rating we gathered from our users is an 8/10.

Some insights from user testing:

- More options for the text adjustment sizer (possibly a slider?)
  - Text resizer was superfluous for some users; they could zoom in/out if they needed to

- Clickable hamburger menu was helpful for navigation
  - It only appeared when tapped, which kept the screen less cluttered.

Menu Bar

- Liked the 'back to top' button; made navigation faster
  - However, this button was cutting into text, which was cluttering the article text/interface
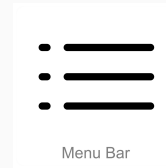
Users gave our website an overall rating of 9/10.

Flexibility and Efficiency of Use
- Rating 2 → 0 = No Issue
- Users can quickly and easily navigate to the category pages, home page, and other related articles.

User Control and Freedom
- Rating 2 → 0 = No Issue
- We fixed the 'Back to Top' text for users to quickly access the navigation bar.
- Added in the ability to click on the logo to be sent back to the home page.

Help and Documentation
- Rating 0 = No Issue
- Our text size adjustment and increased spacing made it easier for our users to read and scan the content they need.
- Content follows UX writing standards.
- Well-separated articles and topic groups reduce information overload.

Update	Benefits
Text Spacing (1.5px)	Text-heavy content is easier to read and scan.
Remove Search Bar	Streamlines aesthetic of website. reduces superfluous features.
Update "Back to Top" Feature - **Logo in nav bar links to homepage** - **"Back to Top" text is clickable**	Restores logo's function as an intuitive way to navigate back to the home page.
Remove box shadow from "Other Helpful Articles" section	Allows for a sleeker, congruous aesthetic that makes for easier reading and scanning on the article pages.

Shipping Methods

Available shipping methods vary depending on the country you order to.

For American orders, we provide three shipping methods.

For Canadian orders, we provide one shipping method.

All orders are trackable. To learn how to track your order, see Tracking Your Order.
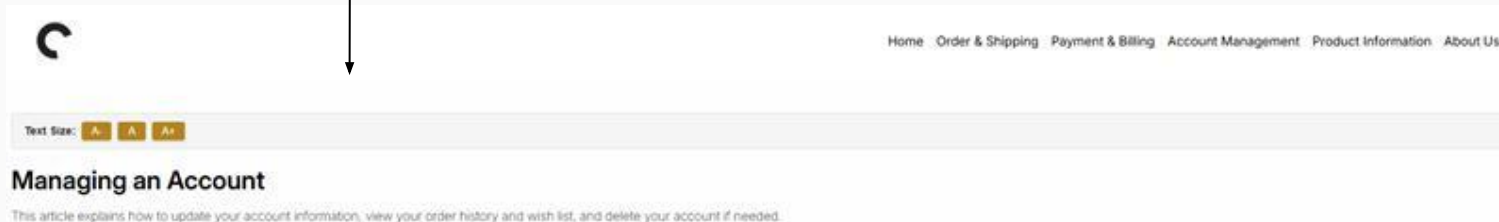
Shipping to an American Address

We ship orders to American addresses through the following services:

- USPS Ground Advantage
- UPS Ground Shipping
- USPS Priority Mail

Increased spacing throughout the site

Removed search bar

Home   Order & Shipping   Payment & Billing   Account Management   Product Information   About Us

Text Size: A-   A   A+

Managing an Account

This article explains how to update your account information, view your order history and wish list, and delete your account if needed.

Click on logo = back to home page
Click on 'Back to Top' = back to top of page

To clean your Blu-ray

1. Thoroughly wash your hands.
2. Hold the Blu-ray disc under cool running water.
3. Use your thumb or fingertip to gently clean the disc's surface, rub in a circular motion.
4. Sandwich the disc between several layers of paper towel.
5. Gently pat the disc until the paper towel absorbs all the water from the disc's surface. The disc is dry and ready to play.

Other Helpful Articles

Playback

Release Formats & Editions

Licensing

Removed shadow from Other Helpful Articles sections in article pages

Still Need Help?

Contact Us

- Users didn't realize that we removed the search bar.
  - If it was there, it wouldn't improve their navigation

- Users enjoyed the slight increase in spacing: said it was easier to read

- Users enjoyed the reintegration of the clickable logo for redirection back to the home page.

- Our users enjoyed the 'back to top' button being separate from the clickable logo.
  - Users liked the clear call to action that the 'back to top' button had.

The rating we received from our users: 9.3.

If we could start again:

- Create multiple user personas.

- Make team meetings more focused and productive.

- Conduct an open card sort.

- Follow a stricter Team Collaboration Protocol process.

Thank you! Questions?

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