A Design Critique of Online Streaming Sites

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# ABSTRACT

# Project proposal

# software survey

## Crackle

Crackle is an online distributor of movies and TV shows. The navigation of the Crackle interface is overall straightforward. There is a simple, uncluttered navigation bar at the top of every web page that contains a search bar and quick links to the TV shows library and the movies library. The titles are displayed in rows that span the width of the screen. A user browses all titles by scrolling vertically down the page. A user can also opt to use the search bar to quickly find a desired title, actor or genre. Playing a title is simple; a user clicks on the icon and the user is redirected to a page that immediately begins playing the title in a player.

The organization of the Crackle interface is cluttered and not intuitive. Media titles can be browsed by categories and genres displayed on the front page, or by media type via the navigation bar. The organization of the media on the front page of Crackle is not intuitive. Across the top of the front page is a large carousel showcasing movies and shows from random genres. It is not clear to the user why these media items were selected to be showcased. Below the carousel are horizontal sections of different media categories and genres. There is no obvious organization in the listing of the categories. Some category titles are in a different colour font than the rest, for no apparent reason. Due to the large sizing and layout of the icons, the variety of selection displayed is limited. Aside from the front page, users can restrict their browsing by movies or TV shows, and again by genre. The user can then sort the titles alphabetically or by date added. There is no option to sort by popularity, trending, year or rating.

**Netflix**

## PlexTV

## Shomi

# Conclusion