Netflix is an online provider of on-demand streaming media to viewers across the globe. Netflix UI organization is simple and straightforward to navigate. Top of the webpage consists of menu bar that allows users to browse media titles by genre. There is also a search bar for browsing by a particular title, actor or genre. On the home page, titles are organized by genre in the form of subsequent rows. Clicking on a genre, will redirect you to another page consisting of media titles displayed in rows. To watch a video, the user has to click on a media title and will be redirected to a sequent page that will begin playing the video. To view a full detailed overview of Netflix navigation and organization, please see HTAs attached.

The organization of media on the home page attempts to appeal to audience interest but lacks ingenuity. From top to bottom are rows of genres, consisting of a carousel of media titles. A few of these rows depict titles that Netflix assumes will appeal to the user. Most often, these do not. This is because, these are based on titles watched, rather then titles liked by a user. Netflix lacks proper functionality to display media that appeals to audience likings. This poor design choice results in the user having to search through the UI, as no significant titles are made visible at first glance.

Netflix chose to organize and display media titles by use of pictures. To view the actual title, the user has to place their cursor over the picture and a prompt will appear showcasing the name. This is a poor design choice, as some media pictures do not clearly display their title (see figure 1). This leaves the user constantly moving his/her cursor from picture to picture just to view the name. Netflix does not offer a way to display media title by itself.

Media titles are displayed in a one-page format. This means, to navigate through titles the user simply has to scroll down the page. Titles will keep populating until there are not anymore to display. Although this method minimizes the number of clicks for the user, it has its limitations. Given a slow Internet connection, a lot of time is spent rendering these media titles. In effect, an endless loop is displayed to the user. This is a poor design choice as it leaves the user in the dark regarding time spent rendering. As well, having all these titles presented at once creates latency issues for feedback in terms of navigating titles.

