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ui analysis

Tutorial 9 Assignment

# Netflix UI

## Interface Purpose

A screenshot of a television screen

Description automatically generatedNetflix is a subscription-based online streaming service that provides a collection of movies and tv shows to millions of subscribers of all ages around the world. The Netflix app home page features recommendations and genres, with side-scrolling thumbnails for various titles. The specifics of the interface vary slightly depending on which device you’re streaming on, but they all follow a similar theme. The Netflix web Application interface layout is horizontally optimized which allows you to search for content by scrolling left and right in a category-based order.

Figure : Netflix Web Application

## Usability of Netflix’s UI

### Learnability

Netflix emphasizes the learnability aspect of their Interface to attract and accommodate the diverse range of users of all ages. The interface main components are image-based with minimal textual components making it easier for kids and elders to navigate through the application. Moreover, because the components compromising the navigation menu, search bar and a user profile icon are centered together on the top part of the interface this allows for faster access where users would not have to search through the page if they want to reach a certain feature. Lastly, because Netflix uses a consistent textual approach with labeling and actions, this provides users with seamless flow without trying to understand the functions of each feature.

### Efficiency

A group of people looking at a television screen

Description automatically generatedEfficiency indicates how quick and easy for users to use the product; one-way Netflix has addressed this usability heuristic is through the *“Continue Watching This “section*. This feature is positioned in the center of the page offers users a quick access to content and continue from where they have last left off without spending time on searching and fast-forward to where they stopped previously. Another feature worth mentioning is the ‘My List’ feature, this allow users a way to add tv shows and movies they came across while browsing to a list. The list makes it easier in the future for users to access contents of their likings, However, this can be a drawback if users keep on adding to the list which makes it harder to search through the list as it continues to grow.

Figure : My List and ‘Continue Watching’ Feature

### Visibility

One of the ways implemented which the state of the system is visible to users is through a red tracking bar located at the bottom of each with each watched (or currently being watched) video that gives a clear indication of where the user has last left off. This feature confidently tells users the state of the content they’re watching such as which tv show episodes they have stopped watching halfway through.

A picture containing indoor, table, sitting, photo

Description automatically generated

### Errors

One frustrating error many users of Netflix typically run into is found when searching for a specific movie. Say we want to search for the movie ‘Titanic’, a user would have to spend time searching through figuring out to search for either the ‘Drama’ or ‘Romance’ genre or either go through both of them. After much time, if user fails to find the movie next step taken would be to search for the movie using the search bar found in top of the page. The following given figure shows the results of searching for the movie for which the movie ‘Titanic’ is not available in Netflix.

A screenshot of a video game

Description automatically generated

Depending on how one can perceive the event as either positive or negative, we can try and identify that the mistake here lies in the frustrating experience lived by users by giving false hope that the movie is available by listing several movies that are similar which can result in confusion that gives the user a feeling that the movie is finally obtained. This can leave users with a negative experience once they figure out the movie isn’t available, and some time spent has been wasted. One suggestion that might reduce this level of frustration in the described experience is by clearly stating that the movie is simply not available instead of offering similar content that would waste more of user’s time by going over the list. However, some users might find the suggestion provided by Netflix interesting and compelling and rather leaves users with a satisfied experience.