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## Heuristic Evaluation of Netflix User Interface

1. **Default User Setting**
  - **Current Issue:** The application currently prompts users to select a profile each time they log in, which can be repetitive and time-consuming.
  - **Proposed Improvement:** Implement a feature that allows users to set a default profile, streamlining the login process and enhancing user convenience.
2. **Exit Button Placement**
  - **Current Issue:** The exit button is located at the bottom of the navigation menu, making it challenging for users to locate and exit the application efficiently.
  - **Proposed Improvement:** Relocate the exit button to a more accessible position within the navigation menu to improve ease of use and enhance user experience.
3. **Search Functionality**
  - **Current Issue:** The search functionality lacks a user voice input option, making it cumbersome for users to input search queries using the keyboard alone.
  - **Proposed Improvement:** Integrate voice search capabilities to facilitate easier and more efficient search input, thereby improving overall usability.
4. **Personalized Genre Preferences**
  - **Current Issue:** The platform does not currently allow users to set specific genre preferences, which limits the personalization of content recommendations.
  - **Proposed Improvement:** Introduce a feature that enables users to set their preferred genres, ensuring that content recommendations are tailored to their individual preferences, thereby enhancing user satisfaction.

I have created designs for Netflix OTT platform based on the above improvement suggestions which I have provided. Attaching screenshot for reference.

Figma link -

<https://www.figma.com/design/EFMWOMu1vNsWihx4o8Zeut/Untitled?node-id=11-135&t=LlIt5Yq8xqJ7rpVG-1>

Prototype Link -

<https://www.figma.com/proto/EFMWOMu1vNsWihx4o8Zeut/Untitled?node-id=11-271&t=iZB1qwjAL6OGIf7r-1&scaling=scale-down&content-scaling=fixed&page-id=11%3A135&starting-point-node-id=13%3A1882>

## Wireframes

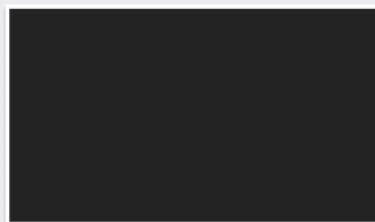
### Home screen

1. Exit button is provided on the top considering the ease of navigation effort required

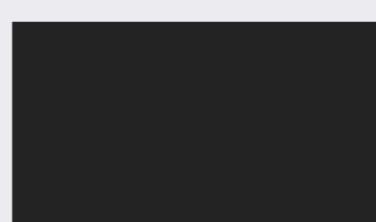




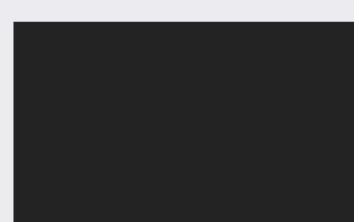
#### Continue Watching



Mission Impossible

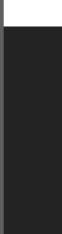


Suits



Dark

#### Most Popular



Lord of the Rings

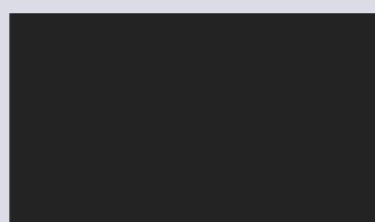


Young Sheldon



Farzi

#### Action

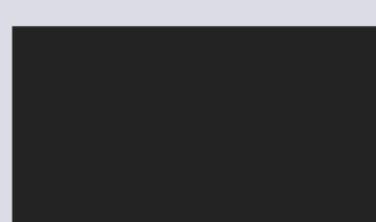


Fast X

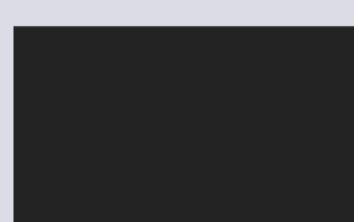
Available with subscription 2013



8.9/10

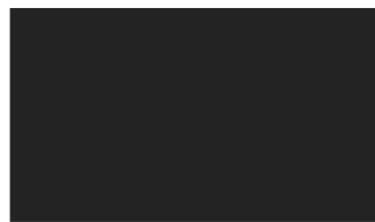
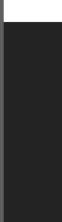


Aquaman

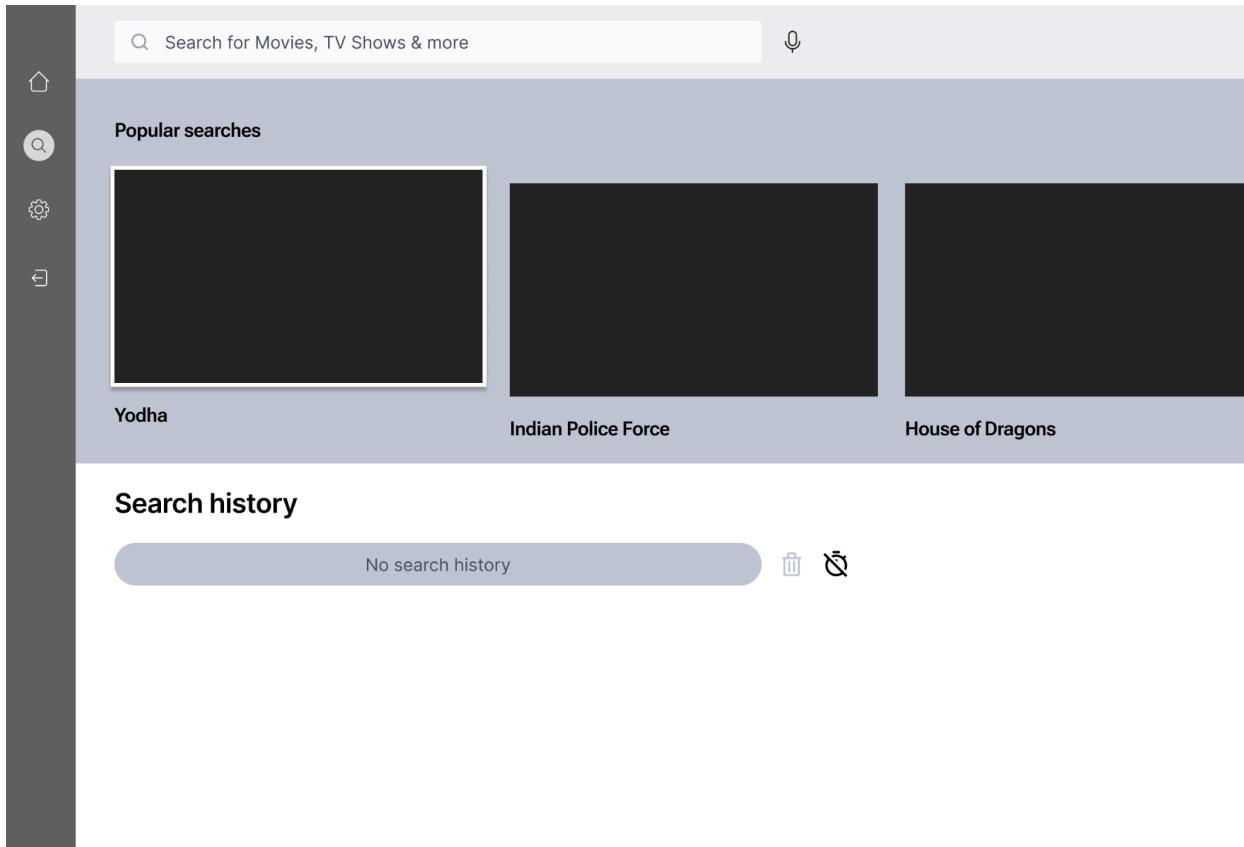


Game of Thrones

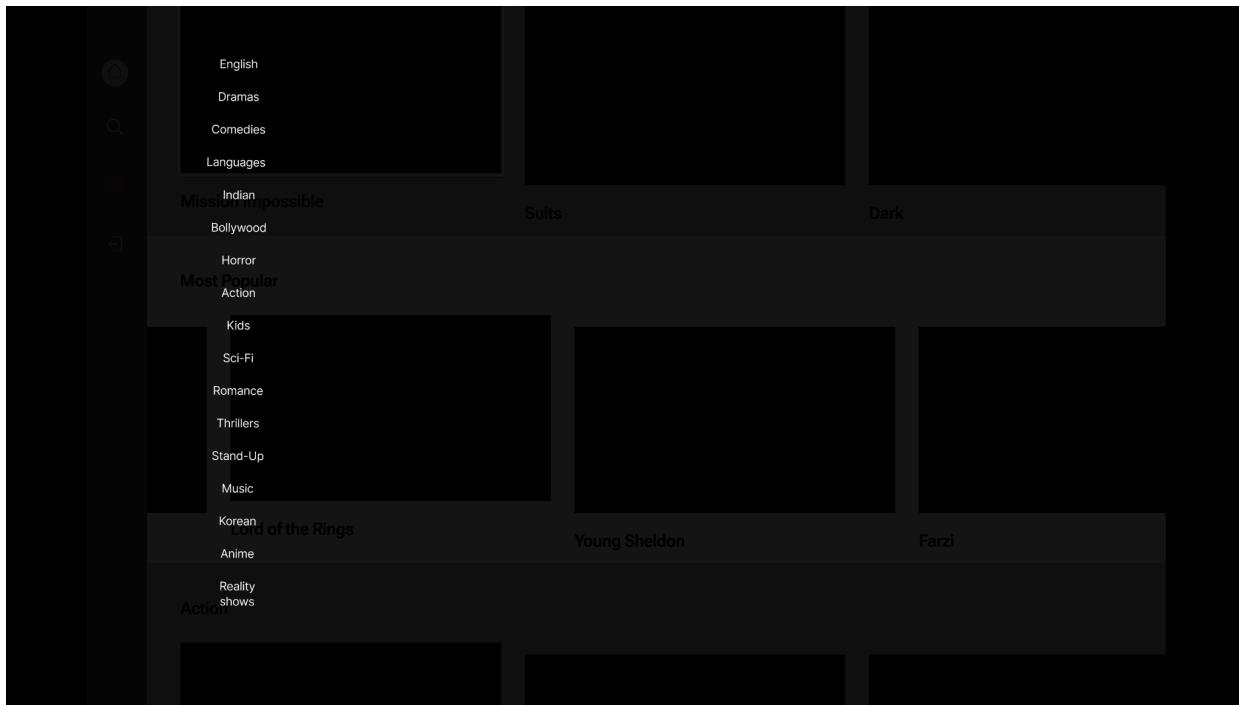
#### Trending



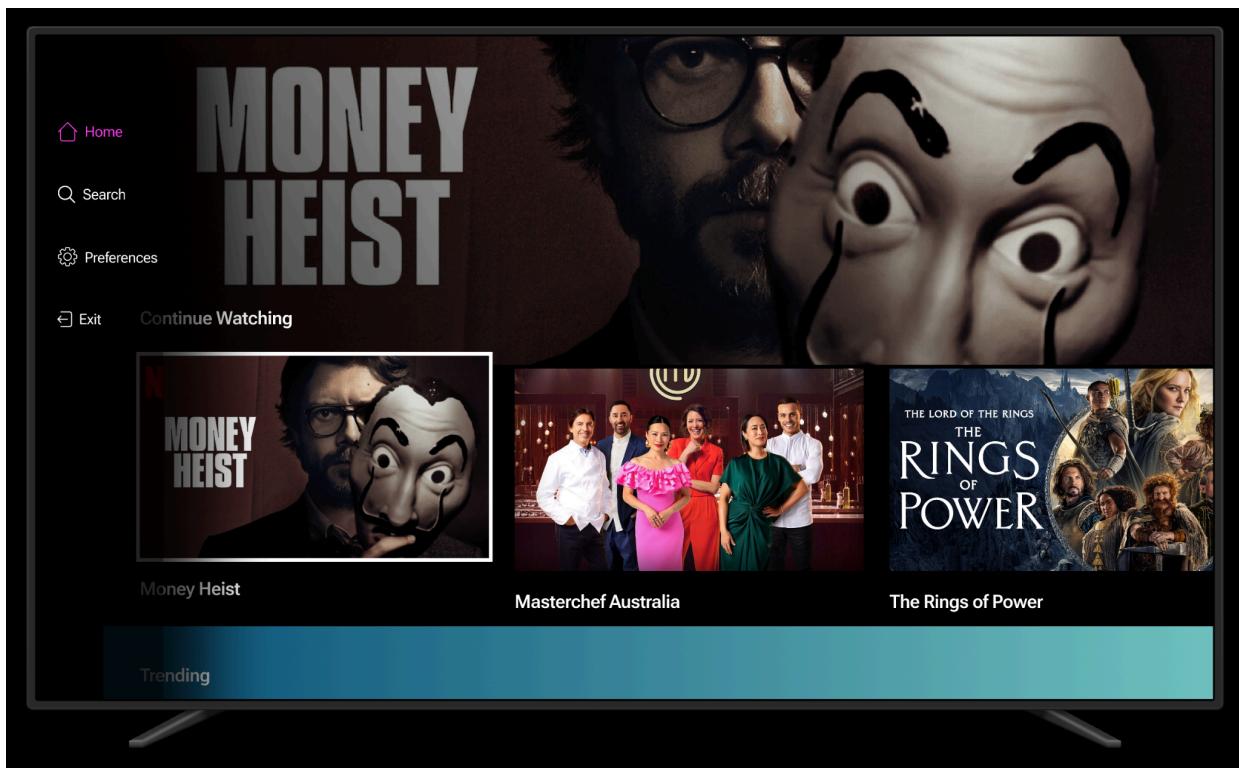
2. Search is designed in a more sophisticated way and provides options for User Voice Input, which makes it an easy and more convenient way to search.

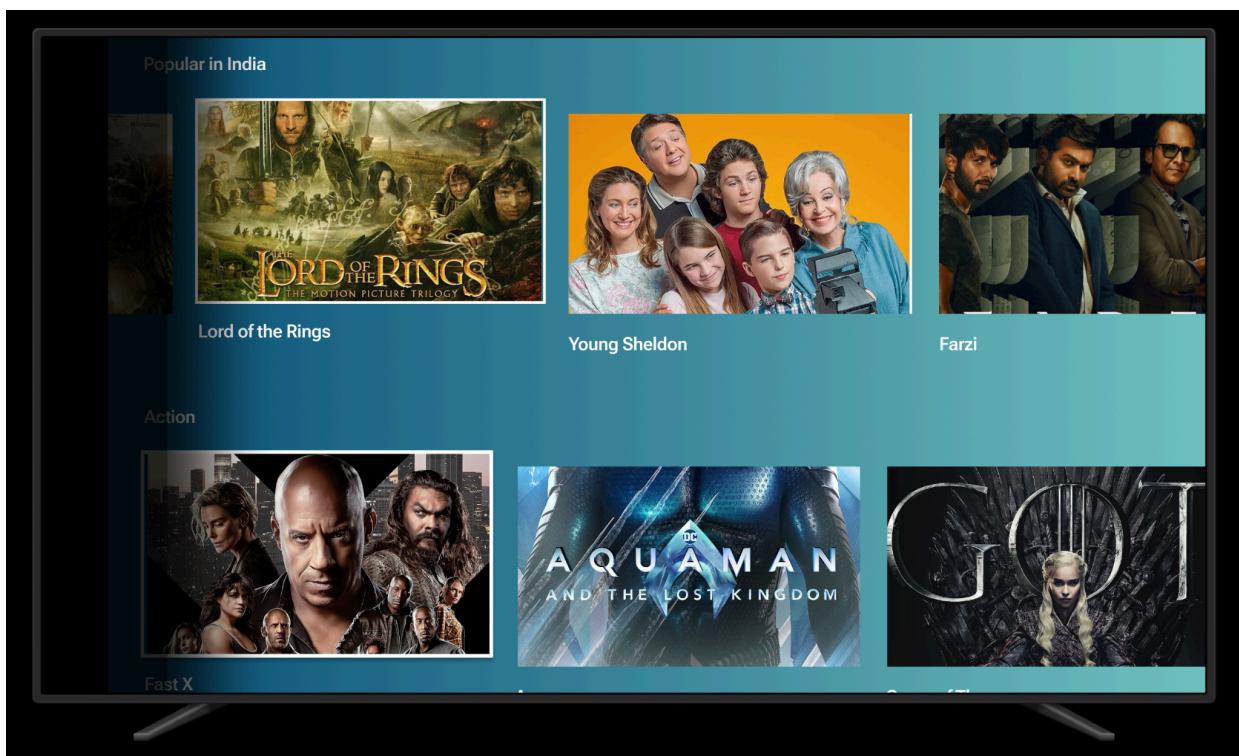
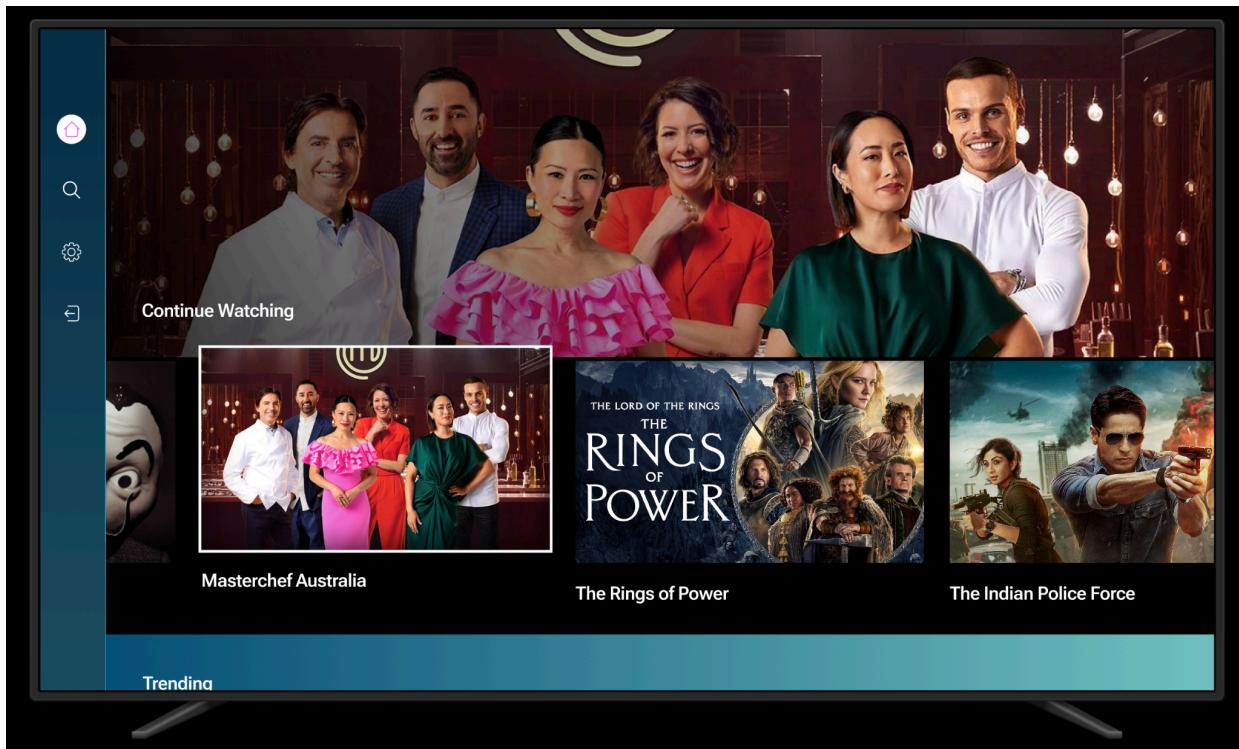


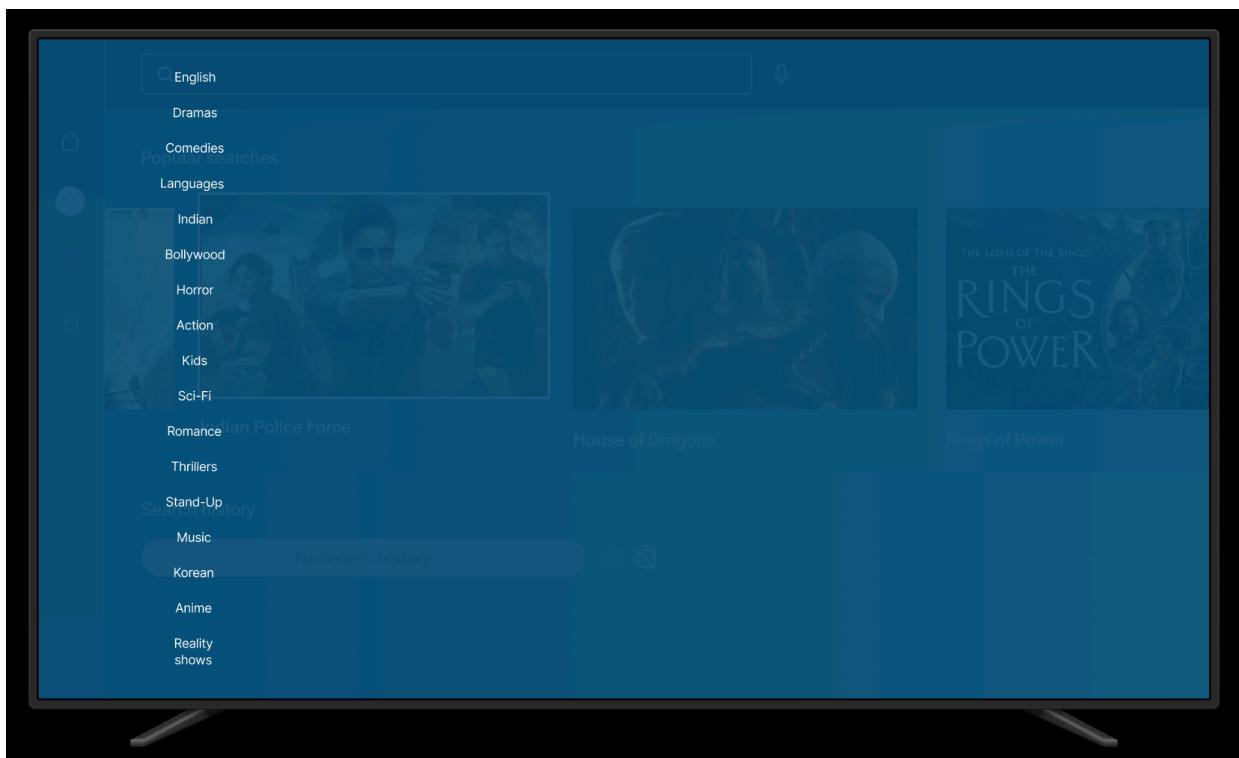
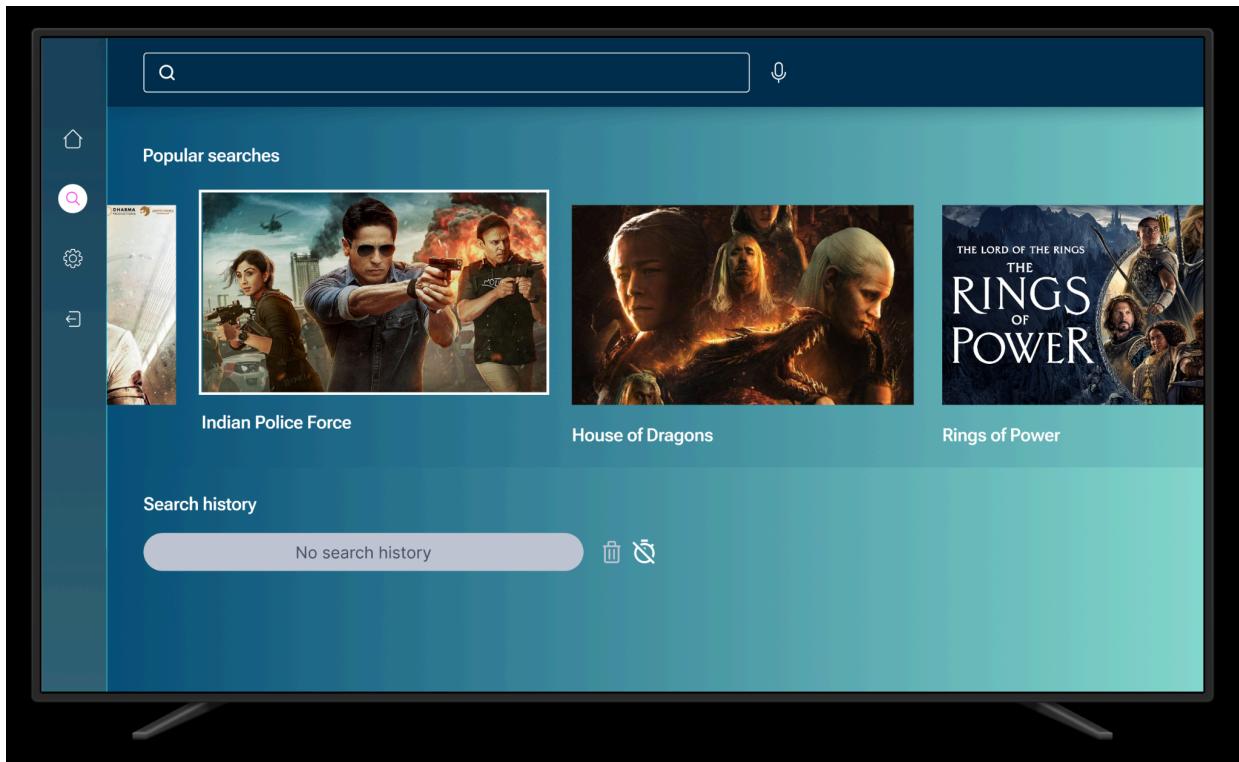
3. Providing the user an interface to set his preference of genre for recommendations.



## Mockups







## Usability Testing Plan for Netflix User Interface

## **Existing Feature: Search Functionality**

### **Objective**

To evaluate the usability of the search functionality in Netflix, focusing on the effectiveness and efficiency of the current keyboard input method and the potential addition of voice search capabilities.

### **Key Metrics to Measure**

- 1. Task Completion Rate**
  - Measure the percentage of users who can successfully complete search tasks using the keyboard input and, if implemented, voice search.
- 2. Time on Task**
  - Measure the time it takes for users to complete search tasks using the current keyboard input method and compare it to the time taken with voice search input.
- 3. Error Rate**
  - Track the number of errors users make during the search process, such as incorrect queries or failed search attempts.
- 4. User Satisfaction**
  - Gather qualitative data on user satisfaction with the search functionality through post-task surveys and interviews.
- 5. Ease of Use**
  - Assess how easy users find the search functionality, both with keyboard input and, if applicable, with voice input.

### **Methodology**

- 1. Participant Recruitment**
  - Recruit a diverse group of users, including both new and experienced Netflix users, to participate in the usability test.
  - Aim for a sample size of 10-15 participants to ensure a mix of user experiences and perspectives.
- 2. Test Sessions**
  - Conduct remote or in-person usability test sessions where users are asked to complete specific search tasks.
  - Provide minimal guidance to simulate a real-world scenario and observe natural interactions with the search functionality.
- 3. Task Scenarios**
  - Develop realistic task scenarios that participants are likely to encounter, such as searching for a specific movie, TV show, or genre.
  - Include both common and less common search queries to test the robustness of the search functionality.
- 4. Data Collection**

- Use screen recording software to capture on-screen actions, search queries, and errors.
- Record session audio and video to capture verbal feedback and non-verbal cues.
- Administer post-task surveys to gather quantitative and qualitative data on user satisfaction and ease of use.

## 5. Feedback Analysis

- Analyze quantitative data to identify trends in task completion rates, time on task, and error rates.
- Review qualitative data from surveys and session recordings to identify common themes and user sentiments.
- Identify specific pain points and areas for improvement based on user feedback.

# Iteration on Design

## 1. Synthesize Findings

- Compile the findings from the usability test sessions into a comprehensive report.
- Highlight key issues, user feedback, and potential areas for improvement in the search functionality.

## 2. Prioritize Improvements

- Prioritize the identified issues based on their impact on user experience and feasibility of implementation.
- Focus on high-impact changes that address major pain points and enhance overall usability.

## 3. Design Solutions

- Develop design solutions to address the identified issues. For example:
  - Implement voice search capabilities to complement the existing keyboard input.
  - Enhance the visibility and accessibility of search suggestions and results.
  - Improve error handling and provide clearer feedback for unsuccessful searches.

## 4. Prototype and Test

- Create prototypes of the proposed design solutions and conduct follow-up usability tests to validate their effectiveness.
- Iterate on the designs based on feedback from the follow-up tests to ensure continuous improvement.

By following this usability testing plan, the goal is to gather actionable insights to enhance the search functionality in Netflix, ultimately improving user experience and satisfaction.

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## 1. Designing the User Interface for AI-Powered Recommendations

### Incorporating AI Recommendations Seamlessly

### **Homepage Redesign:**

- **Personalized Header:** Display a welcome message with the user's name and a personalized tagline such as "Recommended for you, [User's Name]".
- **Dynamic Content Sections:** Introduce sections like "Because You Watched [Show/Movie]" and "Top Picks for [User's Name]". These sections will dynamically update based on the user's viewing history and selected preferences.

### **Preference Selection Interface:**

- **Onboarding Preferences:** During user onboarding, include a step where users can select their preferred genres, actors, directors, and other preferences through a visually appealing, interactive interface.
- **Preference Management:** Add a dedicated "Preferences" tab in the user profile settings, allowing users to update their preferences at any time.

### **Recommendation Carousel:**

- **Interactive Carousel:** Implement an interactive carousel at the top of the homepage that showcases personalized recommendations with options to like, dislike, or add to watchlist. This feedback will further refine AI recommendations.

### **Content Detail Page:**

- **Related Recommendations:** On the content detail page, display a "More Like This" section powered by AI, showing similar content based on the user's preferences and viewing history.

### **Search Interface:**

- **Smart Search Suggestions:** Enhance the search bar with AI-driven autocomplete and suggestions, providing personalized search results as the user types.

## **2. Benefits and Challenges of AI-Driven Personalization Features**

### **Benefits:**

- **Enhanced User Experience:** AI-driven recommendations provide a tailored experience, helping users discover content they are likely to enjoy.
- **Increased Engagement:** Personalized content can keep users engaged for longer periods, reducing churn rates and increasing user satisfaction.
- **Better Retention:** By continuously learning from user interactions, the AI can keep improving its recommendations, leading to higher retention rates.
- **Data-Driven Insights:** AI can provide valuable insights into user behavior and preferences, aiding in content curation and strategic decisions.

## **Challenges:**

- **Data Privacy Concerns:** Collecting and analyzing user data for AI recommendations can raise privacy concerns. Ensuring data security and user consent is crucial.
- **Algorithmic Bias:** AI systems can inadvertently reinforce biases present in the data. Ensuring fair and unbiased recommendations is a significant challenge.
- **Transparency and Trust:** Users may be skeptical about how their data is being used. Maintaining transparency about AI processes and data usage is essential.
- **User Control:** While AI can enhance recommendations, it's important to provide users with control over their preferences and the ability to override AI suggestions.

## **Ensuring Alignment with User Preferences:**

- **Feedback Mechanism:** Incorporate a robust feedback mechanism where users can like, dislike, and rate recommendations to refine AI algorithms continuously.
  - **Preference Settings:** Allow users to update their preferences easily and ensure these preferences are prominently used in generating recommendations.
  - **Transparency:** Clearly communicate how recommendations are generated and provide users with insights into the AI's decision-making process.
  - **User Control:** Offer options for users to manage their data and preferences, including the ability to reset recommendations or opt-out of AI-driven features.
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## **AI-Powered Subscription Management Dashboard Design**

### **Key Features:**

1. **Email Integration for Subscription Reading**
2. **Due Date Notifications**
3. **Monthly Subscription Net Cost**
4. **Active Subscriptions Overview**
5. **Trial Subscriptions Count**
6. **Cancelled Subscriptions Count**
7. **Visual Representations:**
  - Pie Chart for Monthly Subscription Expenses
  - Bar Chart for Monthly Subscription Expenses
  - Upcoming Renewals
  - Subscription Expenses by Tags

## **Presenting Complex Insights in a User-Friendly Manner**

### **1. Dashboard Layout and Navigation:**

- **Clean and Intuitive Layout:**
  - Use a clean, minimalist design with clear labels and sections to help users navigate easily.
  - Implement a sidebar or top navigation bar with quick links to key sections such as "Overview", "Notifications", "Expense Analysis", "Upcoming Renewals", and "Subscription Management".
- **Interactive Widgets:**
  - Allow users to interact with widgets on the dashboard, such as expanding charts, filtering data, or hovering over elements to get more detailed information.

## 2. Email Integration for Subscription Reading:

- **Automated Subscription Detection:**
  - Use AI to scan and recognize subscription details from emails automatically. Display these detected subscriptions in a dedicated section labeled "New Subscriptions Detected".
  - Provide users with the option to review and confirm the detected subscriptions before adding them to the dashboard.

## 3. Due Date Notifications:

- **Proactive Alerts:**
  - Implement AI-driven notifications that alert users when a subscription due date is approaching. Display these notifications prominently on the dashboard and allow users to configure their notification preferences.

## 4. Monthly Subscription Net Cost:

- **Dynamic Cost Overview:**
  - Display the net cost of monthly subscriptions in a large, prominent section on the dashboard. Use AI to highlight any significant changes or trends in the net cost over time.
  - Provide options to view net costs by month, quarter, or year for better financial planning.

## 5. Active Subscriptions Overview:

- **Summary and Details:**
  - Present a summary of active subscriptions at the top of the dashboard. Include detailed information such as subscription name, cost, and renewal date in an expandable section.
  - Use AI to flag any subscriptions with unusually high costs or those that have not been used recently, suggesting possible cancellations.

## 6. Trial and Cancelled Subscriptions Count:

- **Visual Indicators:**
  - Use clear visual indicators such as icons and badges to show the number of trial subscriptions and cancelled subscriptions.
  - Provide quick actions for users to convert trial subscriptions to paid or investigate reasons for cancellations.

## 7. Visual Representations:

- **Pie Chart for Monthly Subscription Expenses:**
  - **Color-Coded Segments:** Use color-coded segments to represent different subscription categories (e.g., entertainment, productivity, utilities).
  - **Hover Details:** Allow users to hover over each segment to view detailed expense information, such as the subscription name and monthly cost.
- **Bar Chart for Monthly Subscription Expenses:**
  - **Time-Based Analysis:** Display a bar chart that shows monthly subscription expenses over time. Highlight any spikes or drops in spending using AI insights.
  - **Filter Options:** Provide filter options to view expenses by category, time period, or subscription type.
- **Upcoming Renewals:**
  - **Timeline View:** Present upcoming renewals in a timeline view, allowing users to see which subscriptions are due for renewal soon.
  - **Priority Markers:** Use AI to prioritize renewals based on cost and importance, marking critical renewals with a different color or icon.
- **Subscription Expenses by Tags:**
  - **Tag-Based Analysis:** Allow users to tag subscriptions (e.g., "Work", "Personal", "Family") and display a bar chart or pie chart showing expenses by these tags.
  - **AI Insights:** Use AI to identify patterns and trends in tag-based expenses, providing suggestions for optimization or potential savings.

## 8. AI Insights and Recommendations:

- **Personalized Insights:**
  - Display AI-generated insights prominently, such as recommendations to cancel underused subscriptions, upgrade frequently used trials, or switch to more cost-effective plans.
  - Provide explanations for these recommendations to help users understand the rationale behind them.
- **Actionable Alerts:**
  - Send actionable alerts for significant changes in subscription costs or usage patterns. Allow users to act on these alerts directly from the dashboard, such as cancelling a subscription or setting a reminder for renewal.

## 9. User Control and Customization:

- **Customizable Dashboard:**

- Allow users to customize their dashboard layout, choose which widgets to display, and set their preferences for notifications and alerts.
- Provide a user-friendly interface for customization, with drag-and-drop functionality and preview options.

By incorporating these elements into the AI-powered subscription management dashboard, users will be able to interpret complex insights effectively and take informed actions to manage their subscriptions efficiently. The combination of intuitive design, interactive features, and personalized AI-driven recommendations ensures that users can stay on top of their subscription expenses and optimize their spending habits.

Figma link -

<https://www.figma.com/design/F9T7PhKEV88QOLne8VLyEr/Subscription-Management?node-id=7-7&t=D2I64Y5qbGSEf8l8-1>

Prototype link

<https://www.figma.com/proto/F9T7PhKEV88QOLne8VLyEr/Subscription-Management?node-id=7-8&t=kvq2j8jycybouh0U-1&scaling=scale-down&content-scaling=fixed&page-id=7%3A7&starting-point-node-id=7%3A8>

**Priyanka Murgod**

[Edit](#)

[Dashboard](#)

[Subscriptions](#)

[Settings](#)

[Logout](#)

Light  Dark

## Dashboard

[+ Subscription](#)  

[Filters](#) [All Subscriptions](#) [Monthly](#) [3 Months](#) [6 Months](#) [8 Months](#) [Annualy](#) [Clear All](#)

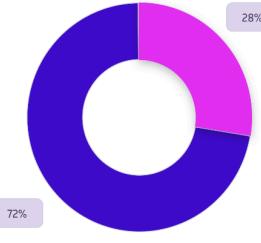
Monthly Subscription Net Cost  
₹ 6000 ↑

Active Subscriptions  
18 ↑

Trail Subscriptions  
3

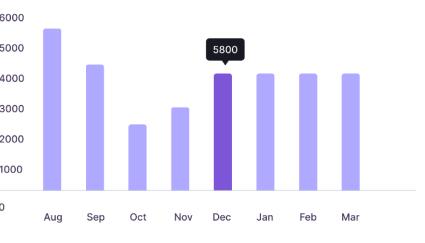
Cancelled Subscriptions  
4

**Monthly Subscription Expense**



Category	Percentage
Work	72%
OTT	28%

**Monthly Subscription Expense**



Month	Expense (₹)
Aug	6000
Sep	4500
Oct	2500
Nov	3000
Dec	5800
Jan	4000
Feb	4000
Mar	4000

**Upcoming Subscription Renewals**

 Spotify	Apr 10, 2024	₹ 450	 Reminder is set
 Duolingo	Apr 12, 2024	₹ 600	 Reminder is set
 ChatGPT	Apr 20, 2024	₹ 800	 Reminder is set
 Slack	Apr 28, 2024	₹ 750	 Reminder is set

**Subscription Expenses by Tags**

₹ 5000	Work Software
₹ 4500	OTT
₹ 3000	Music
₹ 2000	Editing Apps
₹ 1800	Games

**Subscriptions**



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[Dashboard](#) [Subscriptions](#) [Settings](#) [Logout](#)

[Filters](#) [All Subscriptions](#) [Monthly](#) [3 Months](#) [6 Months](#) [8 Months](#) [Annualy](#) [Clear All](#)

[+ Subscription](#)  [🔍](#) [🔔](#)

### Upcoming Renewal Cost ₹ 3750

### Subscription Expenses by Tags (Current Month)

Tag	Expense
Work Software	₹ 2000
OTT	₹ 1800
Music	₹ 1200
Editing Apps	₹ 800
Games	₹ 500

### Most Expensive Subscriptions

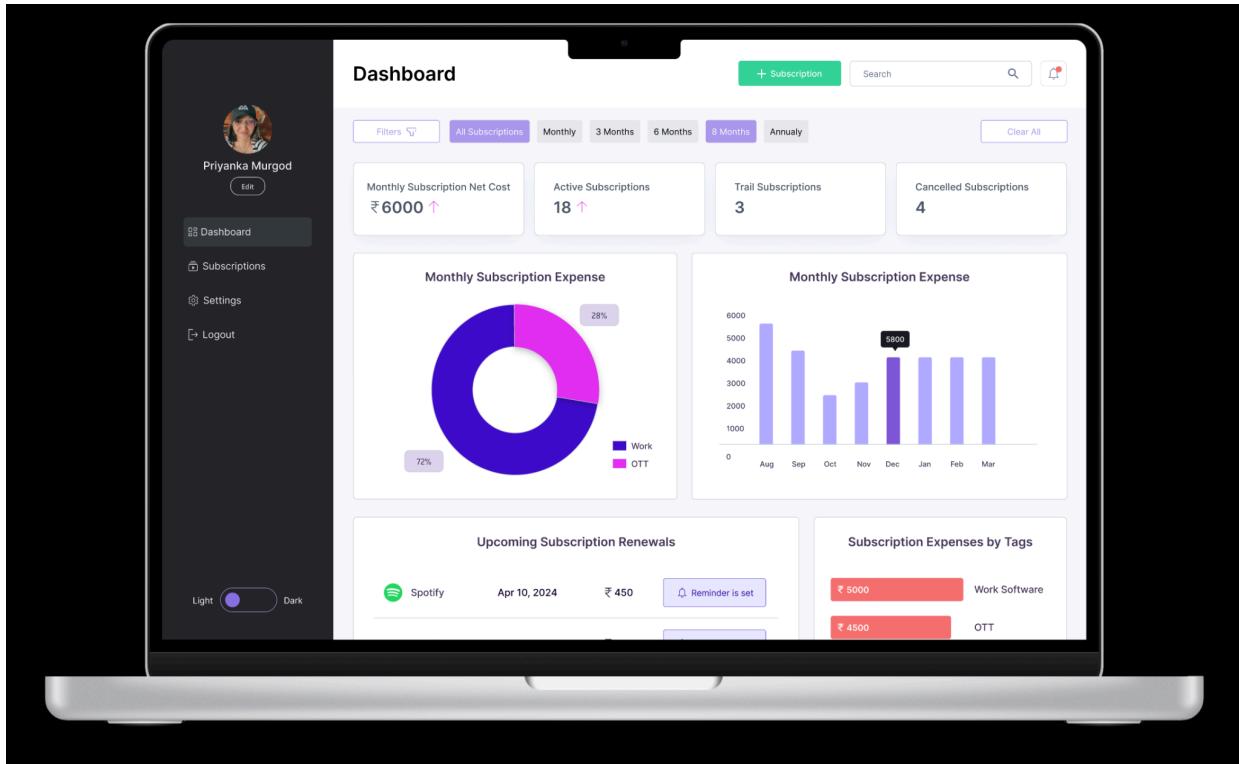
Subscription	Cost
Slack	₹12000.00
Slack	₹9000.00
Adobe Photoshop	₹8000.00
Apple TV	₹6000.00

### Upcoming Subscription Renewals

 Spotify ₹ 450.00 Expires Apr 10, 2024	 HBO ₹ 800.00 Expires Apr 12, 2024	 Chat GPT ₹ 1000.00 Expires Apr 20, 2024	 Slack ₹ 1500.00 Expires Apr 30, 2024
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Light  Dark

Name	Price	End date	Type	Action
 Netflix	₹300.00 Per month	30 May, 2024	Trail	
 Duolingo	₹300.00 Per month	01 June, 2024	Trail	
 Figma	₹12000.00 Per year	10 June, 2024	Premium	
 Amazon Prime	₹900.00 Per 3 months	10 June, 2024	Premium	



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## Evaluating Data Collection Practices of a SAAS Product: Privacy Standpoint

### Key Areas of Data Collection:

1. **Personal Information:**
  - User profiles, contact details, payment information.
2. **Usage Data:**
  - Interaction logs, feature usage, session durations.
3. **Content Data:**
  - Uploaded files, messages, and user-generated content.
4. **System Data:**
  - Device information, IP addresses, browser type.

### Potential Privacy Risks:

1. **Data Breaches:**
  - Unauthorized access to sensitive user data due to inadequate security measures.
2. **Data Misuse:**

- Misuse of personal data for purposes beyond user consent, such as unauthorized marketing.
- 3. **Inadequate Anonymization:**
  - Failure to properly anonymize data can lead to identification of users.
- 4. **Third-Party Sharing:**
  - Sharing data with third parties without proper user consent or controls.
- 5. **Data Retention:**
  - Storing data longer than necessary, increasing exposure risk.

## **Strategies to Minimize Privacy Risks:**

### **1. Data Minimization:**

- **Collect Only Necessary Data:**
  - Limit data collection to only what is necessary for the product's functionality.  
Avoid collecting excessive personal information.
- **Anonymize Data:**
  - Where possible, use anonymized data instead of personal data to perform analytics and other functions.

### **2. Enhanced Security Measures:**

- **Encryption:**
  - Implement end-to-end encryption for data in transit and at rest to protect sensitive information.
- **Access Controls:**
  - Use robust access control mechanisms to restrict access to sensitive data based on user roles and responsibilities.
- **Regular Security Audits:**
  - Conduct regular security audits and vulnerability assessments to identify and mitigate potential risks.

### **3. User Consent and Control:**

- **Transparent Privacy Policies:**
  - Maintain clear and easily accessible privacy policies that outline what data is collected, how it is used, and with whom it is shared.
- **Granular Consent:**
  - Provide users with granular control over their data, allowing them to opt-in or opt-out of specific data collection practices.
- **Data Portability:**
  - Allow users to easily export their data and transfer it to another service if they choose.

### **4. Third-Party Data Sharing:**

- **Vendor Due Diligence:**
  - Conduct thorough due diligence on third-party vendors to ensure they comply with strict privacy and security standards.
- **Data Processing Agreements:**
  - Establish clear data processing agreements with third-party vendors outlining their responsibilities and obligations regarding user data.
- **Monitor Third-Party Compliance:**
  - Regularly monitor and audit third-party compliance with data protection agreements.

## 5. Data Retention Policies:

- **Limit Retention Periods:**
  - Define clear data retention policies that specify how long different types of data will be stored. Delete data that is no longer necessary.
- **Automated Data Deletion:**
  - Implement automated processes for data deletion once the retention period expires or when a user requests deletion.

## 6. User Education and Awareness:

- **Inform Users:**
  - Provide users with information and resources to understand how their data is being used and their rights regarding their data.
- **Regular Updates:**
  - Keep users informed about any changes to data collection practices or privacy policies through regular updates.

## Conclusion

Evaluating and mitigating privacy risks in data collection practices is crucial for maintaining user trust and complying with privacy regulations. By implementing strategies such as data minimization, enhanced security measures, transparent consent processes, diligent third-party management, clear data retention policies, and user education, a SAAS product can effectively minimize privacy risks and safeguard user data.

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## Creative Privacy Policy Communication using Instagram Post Cards

**Concept Overview:** Utilizing Instagram post cards to communicate a privacy policy is an innovative approach that leverages visual appeal and concise content delivery. This method

transforms traditionally long and dense privacy policy documents into a series of engaging, easy-to-understand, and visually appealing posts.

## Benefits:

- **Increased Engagement:** Visually engaging content grabs users' attention and encourages them to engage with the information.
- **Improved Understanding:** Simplified and segmented information makes it easier for users to understand their privacy rights and the company's data practices.
- **Enhanced Transparency:** Clear and concise visuals promote transparency, helping build user trust.
- **User-Friendly:** Reduces the cognitive load associated with reading long, text-heavy documents.

## Conclusion:

Communicating privacy policies through Instagram post cards is a creative and effective way to ensure that users are informed and engaged. By leveraging visual appeal and concise content, this approach makes it easier for users to understand and act on their privacy rights and the company's data practices, fostering a more transparent and trustworthy relationship.

Figma link –

<https://www.figma.com/design/6PRZZZSbg5GsgFXU2NZai2/Privacy-policy?node-id=0-1&t=0SR09rGj58IEIJn-1>

Prototype link -

<https://www.figma.com/proto/6PRZZZSbg5GsgFXU2NZai2/Privacy-policy?node-id=1-918&t=itVXQXzIKsWD72OP-1&scaling=scale-down&content-scaling=fixed&page-id=0%3A1>

## Mockups

