

NETFLIX WEBSITE REDESIGN

UDSA

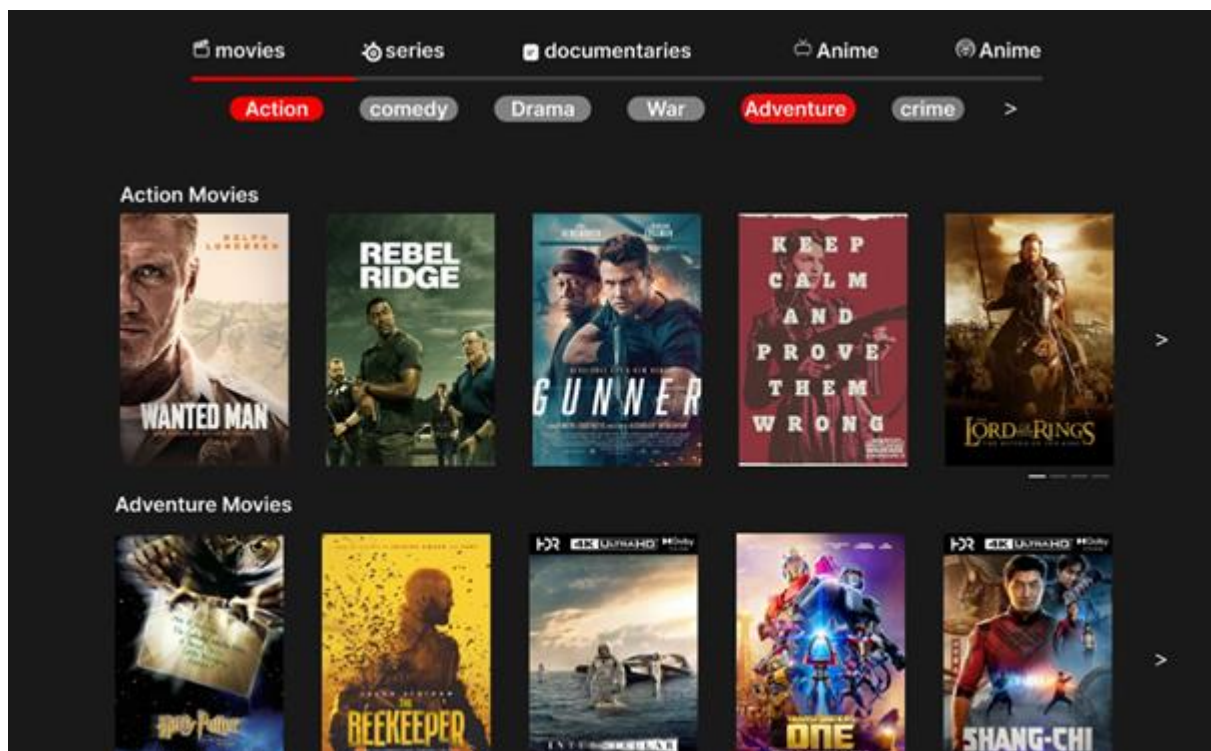


SUBMITTED BY : KARTHIKEYAN

SANTHOSH

MD HASHIF

ABDUL RAHMAN



NETFLIX UI KIT

LOGO

NETFLIX

TYPOGRAPHY

Aa

SF Pro Display, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna aliqua.
Vulputate sapien nec sagittis aliquam
malesuada.

Header 1

SF Pro, 36pt, Bold

Header 2

SF Pro Display, 19pt, Bold

Menu Text

SF Pro, 14pt, Regular, 0.5 character

This is body text.

SF Pro Display, 16 pt, Regular

[Link](#)

SF Pro Display, 16pt, Regular

[Hovered link](#)

SF Pro Display, 16pt, Regular, Underlined

COLOR PALLETTE



#000000



#E50914



#FFFFFF



#E6E6E6



#B3B3B3



#696969



#333333



NETFLIX | 25 | 4 | 2024

Q Search...

HOME MOVIES TV SHOWS MY LIST ABOUT

SIGN UP

SIGN IN

Action Movie | Comedy | +14

CODE 8


2024 | Season 15 | Fiction Actions


Code 8 is a gripping sci-fi thriller set in a dystopian world where superpowers exist, following Connor Reed's journey through crime and corruption. With intense action and thought-provoking themes, it's a must-watch for fans of the genre.


Watch Now


All Seasons

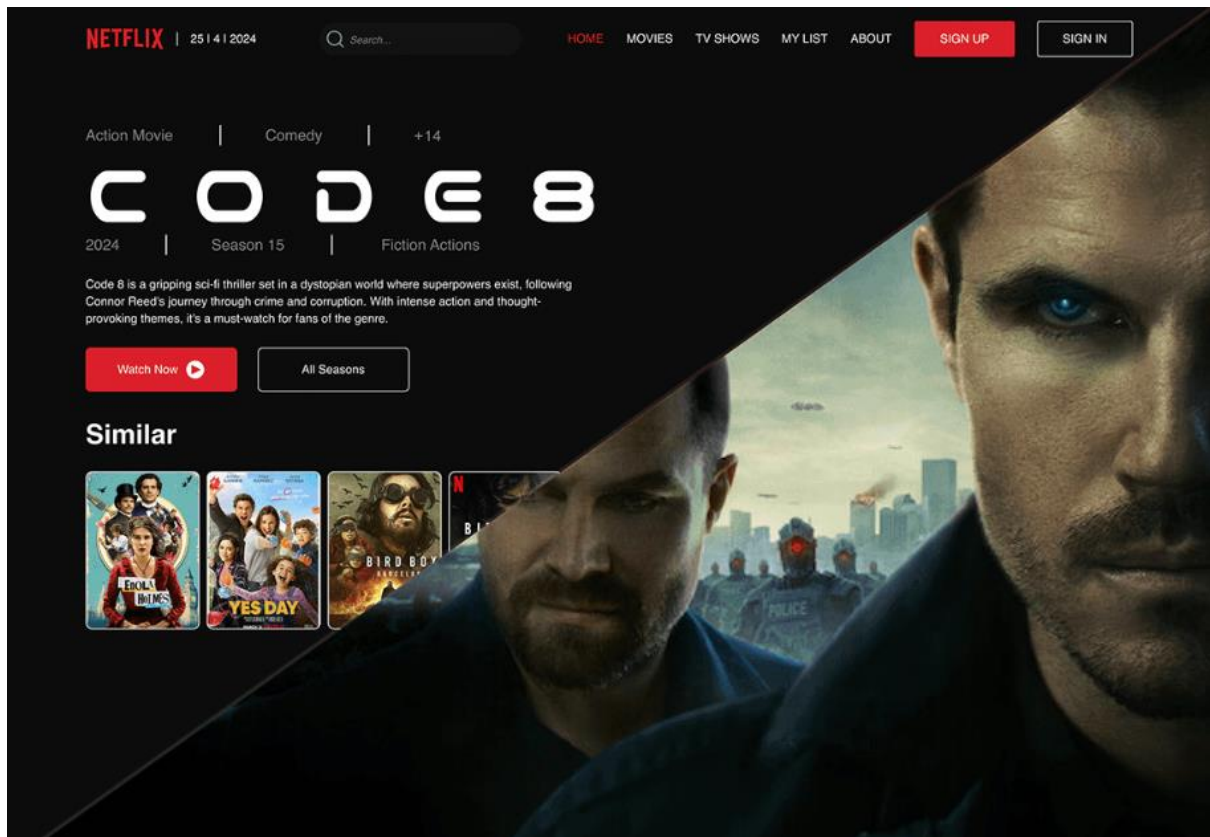
Similar












N


DAMSEL


Mea Culpa is a gripping French thriller directed by Fred Cavayé, known for its intense action and suspenseful plot. The film follows the story of two former police officers, Simon and Frank, whose lives take a dark turn after a tragic accident. As they grapple with guilt and redemption, they find themselves drawn into a dangerous world of crime and corruption. With its compelling storyline, dynamic characters, and adrenaline-pumping sequences, "Mea Culpa" keeps viewers on the edge of their seats until the very end.


Watch Now


All Seasons




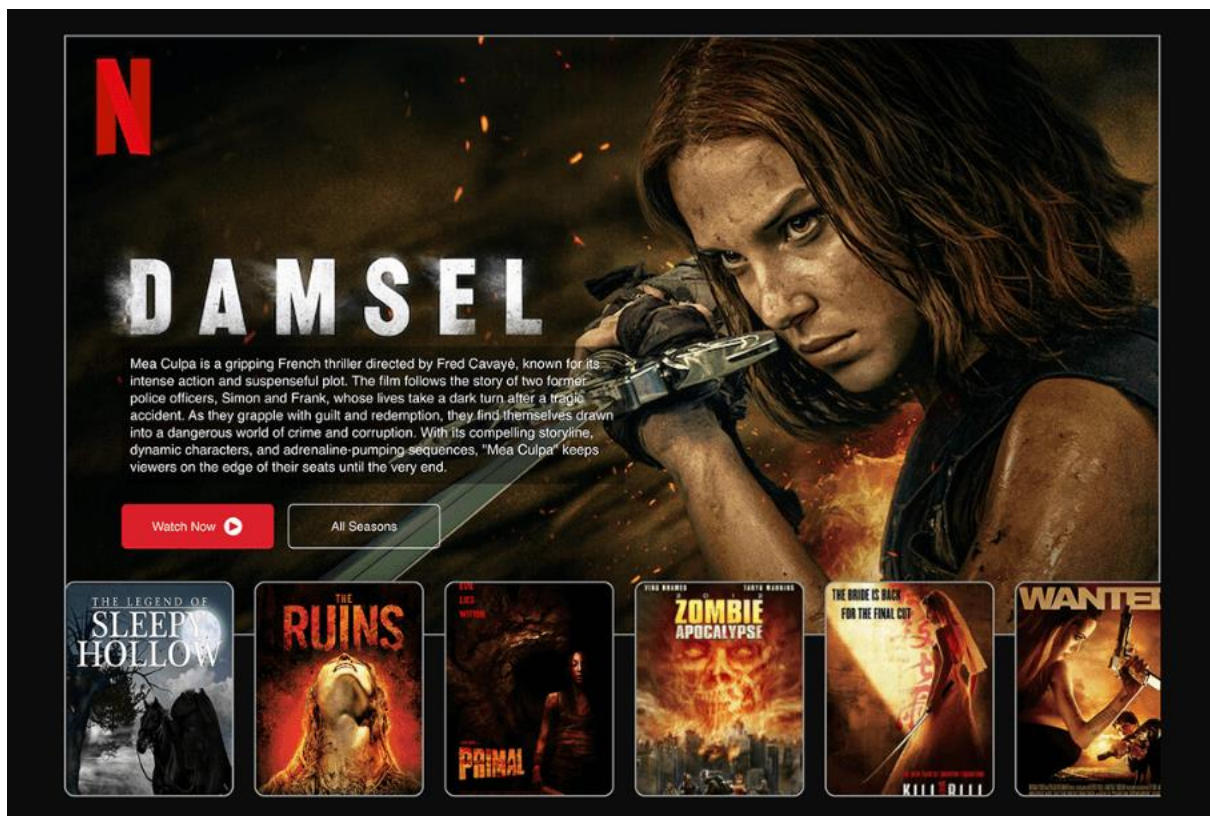












MEA CULPA

★★★★★ 4.8 (1938 REVIEWS) 2024 / 5 Seasons

Mea Culpa is a gripping French thriller directed by Fred Cavayé, known for its intense action and suspenseful plot. The film follows the story of two former police officers, Simon and Frank, whose lives take a dark turn after a tragic accident. As they grapple with guilt and redemption, they find themselves drawn into a dangerous world of crime and corruption.

Action Movie | 2024 | Season 15

Watch Now

All Seasons

Top Films



USER PERSONA

User Persona: Sarah Thompson

Demographics:

- Age: 29
- Gender: Female
- Location: Urban area (e.g., New York City)
- Occupation: Marketing Specialist
- Education: Bachelor's Degree in Communications
- Income Level: \$70,000/year

Background:

- Sarah is a digital native who grew up with technology and is comfortable using various streaming services. She values convenience and often watches shows on her laptop or smart TV.

Interests:

- Enjoys binge-watching dramas and thrillers.
- Interested in true crime documentaries and romantic comedies.
- Follows pop culture and often engages with social media about shows.

Viewing Habits:

- Watches content mostly in the evenings and on weekends.
- Prefers to binge entire seasons of shows rather than watching weekly episodes.
- Often explores new content based on recommendations from friends and trending lists.

Goals:

- To find quality content that entertains and sometimes educates.
- To discover new shows and movies based on personal interests.
- To use Netflix as a way to unwind after work and stay current with popular media.

Pain Points:

- Frustrated by the overwhelming amount of content, making it hard to choose what to watch.
- Dislikes when shows get cancelled abruptly, leaving stories unfinished.
- Sometimes feels like the algorithm doesn't accurately reflect her tastes.

Tech Savvy:

- Uses mobile devices for browsing and accessing Netflix.
- Engages with features like "My List" to save content.
- Active on social media platforms, often discussing shows and seeking recommendations.

Favourite Features:

- Personalized Recommendations: Enjoys tailored suggestions based on viewing history.
- Profiles: Uses separate profiles for different family members to customize viewing experiences.
- Download Options: Appreciates being able to download shows for offline viewing during commutes or travel.

Summary

Sarah represents a segment of Netflix's audience that is tech-savvy, values convenience, and seeks both entertainment and connection through shared viewing experiences. Understanding users like Sarah can help Netflix enhance its recommendations, improve user experience, and tailor content offerings.