Assignment - 1

User Experience

Evaluation

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Heuristic Evaluation of Netflix Website

Introduction:

Netflix is a popular streaming service with a wide range of award-winning TV series, movies, animation, documentaries, and other content. Using the ten heuristic evaluation patterns covered in the course, this paper presents a heuristic evaluation of the Netflix website.

Slow Loading of Content

Problem:

Long loading times are a common issue for users trying to access Netflix's content. The interruption caused by this delay can cause users to become dissatisfied.

**Heuristic Failed/Passed:** Failed

How Heuristics are Violated:

1. **Visibility of System Status:**
- Netflix fails to properly notify users of the system's status when there are lengthy loading times.
- It is unknown to users whether server problems, internet connection problems, or other factors are responsible for the delay.
- Users become frustrated and unsure about when they should expect the content to load due to this lack of clear feedback.

2. **Flexibility and Efficiency of Use:**
- Netflix viewers' flexibility and efficiency are impacted by the delayed loading of videos.
- Users want to be able to access their favorite shows and movies with ease, but the lengthy loading times make this process challenging.
- Users must wait instead of being able to discover and enjoy content fast, which affects the application's overall usability.

Screenshot:
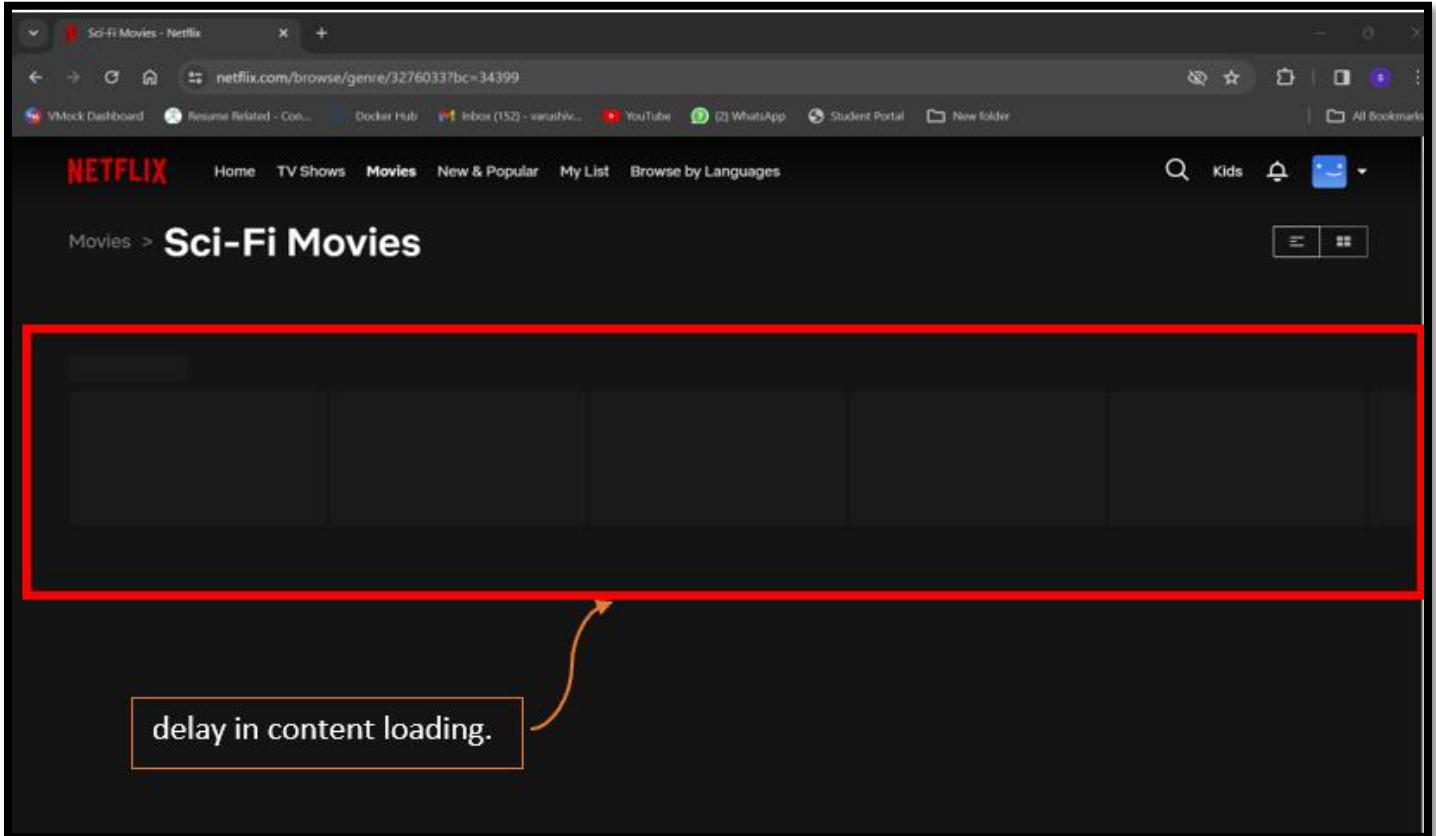
Solution:

⇨ Netflix should use clear loading status indications, such as spinners or progress bars, particularly during long wait times. The platform can control user expectations and reduce frustration by using eye-catching loading indicators or progress bars.

⇨ Netflix can improve user experience by improving video delivery and system status visibility.

⇨ To keep users informed about the loading process, Netflix should focus on providing clear and helpful feedback mechanisms.

⇨ Provide alternate activities or content recommendations during loading, like trivia quizzes or a glimpse at upcoming releases, to further reduce user irritation and improve the waiting experience.

⇨ Furthermore, by allowing users to modify their streaming experience, such as preloading content for offline viewing or changing playback settings to increase loading speed, Netflix could draw attention to the importance of user freedom and control.

Limited Customization Options for Subtitles

Problem:

Users are unable to personalize subtitles according to their preferences, such as adjusting font size, color, or style. This lack of customization options can hinder readability and overall viewing enjoyment, particularly for individuals with specific accessibility needs.

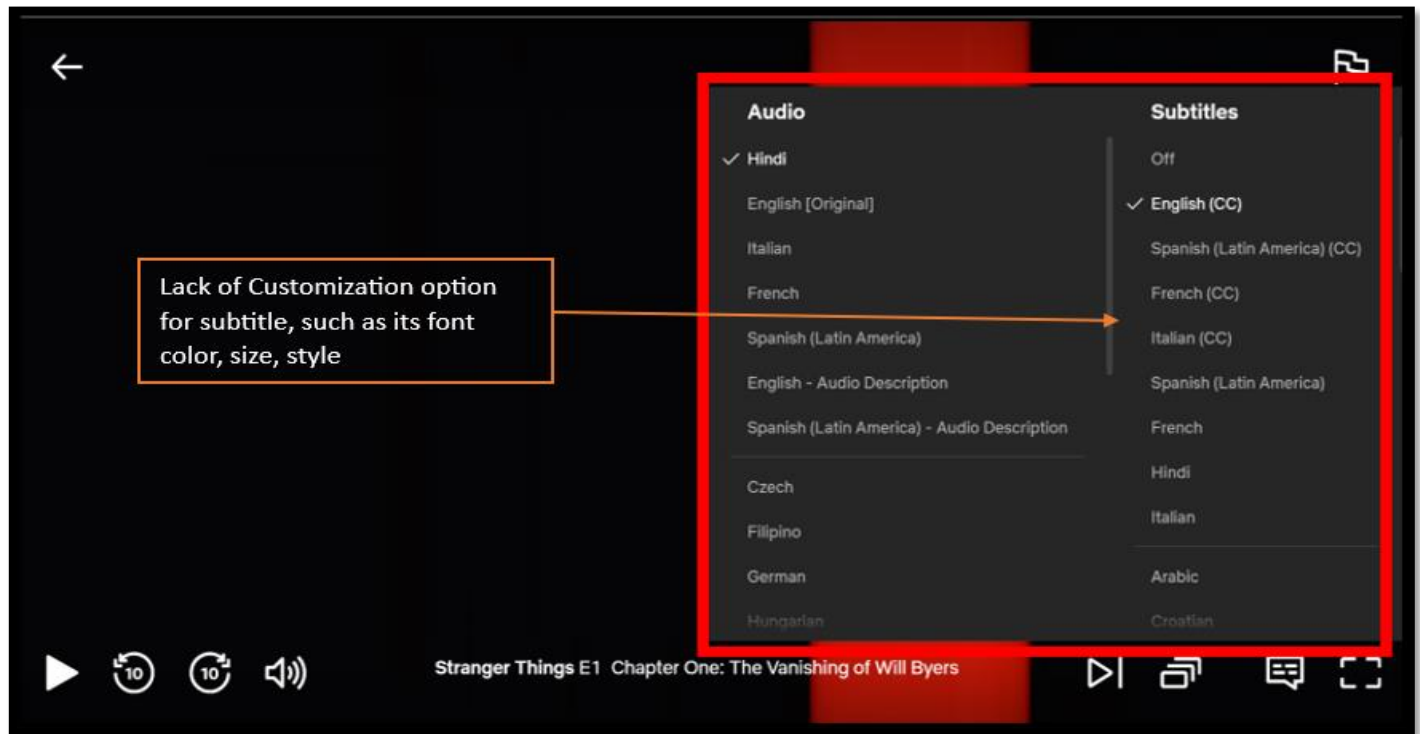**Heuristic Failed/Passed:** Failed

How Heuristics are Violated:

1. **Flexibility and Efficiency of Use**

➤ This heuristic shows how important it is to provide users the option to modify the application according to their needs and preferences to improve the user experience.

➤ Users are unable to change the subtitles' font size, color, or style to suit their tastes due to Netflix's restricted subtitle customization capabilities. This lack of flexibility affects users' ability to use the application effectively, negatively impacting the video's readability and overall satisfaction, particularly for those with specific needs who might need to modify the subtitle settings.

➤ Since users are not allowed enough freedom to alter the program according to their preferences, there is a violation because this has a negative effect on the effectiveness and usability of the application.

2. **User Control and Freedom:**

➤ This heuristic shows the importance of providing viewers freedom over their interactions and the ability to personalize their experience according to their preferences.

➤ Users are unable to customize subtitles according to their requirements and preferences because Netflix does not offer a wide variety of options for changing subtitles.

➤ Users may become frustrated and dissatisfied if they are unable to personalize their viewing experience due to a lack of subtitle adjusting controls.

➤ As a result, by providing insufficient user control and freedom in subtitle customization, Netflix violates this heuristic, affecting the whole user experience.

Screenshot:

Audio
- ✓ Hindi
- English [Original]
- Italian
- French
- Spanish (Latin America)
- English – Audio Description
- Spanish (Latin America) – Audio Description
- Czech
- Filipino
- German
- Hungarian

Subtitles
- Off
- ✓ English (CC)
- Spanish (Latin America) (CC)
- French (CC)
- Italian (CC)
- Spanish (Latin America)
- French
- Hindi
- Italian
- Arabic
- Croatian

Lack of Customization option for subtitle, such as its font color, size, style

Stranger Things E1 Chapter One: The Vanishing of Will Byers

Solution:

⇨ Netflix should provide comprehensive customization options that let users change the font's size, color, style, and position according to their preferences and improve readability.

⇨ Ensure that users can easily access and alter subtitle modification options by creating an accessible settings menu with clear names, visual indications, and simple navigation paths.

⇨ Real-time preview functionality enables users to make informed choices by allowing them to check out modifications before applying them.

⇨ It also ensures consistency in the viewing experience when users can save and synchronize their choices across devices.

⇨ Accessibility options like high contrast color schemes and customizable fonts are given preference, which improves accessibility.

Lack of Confirmation Dialog for Adding/Removing Content to Watchlist

Problem:

Netflix does not provide confirmation dialogues when users add or remove items from their watchlist, increasing the possibility of unintentional actions and mistakes made by users. Users get irritated and unsatisfied when mistakes cannot be prevented.

Heuristic Failed/Passed: Failed

How Heuristics are Violated

1. Preventing errors

- This heuristic highlight how important it is to have apps in place to stop errors from occurring and minimize the impact of mistakes made by users.
- The lack of error prevention features in Netflix's policy regarding adding/removing content from the watchlist increases the possibility of user errors and unintentional actions.
- Users could be frustrated and disappointed if they mistakenly delete titles from their watchlist without realizing it, which could happen if there are no validation controls or confirmation dialogs.
- Netflix violates the error prevention heuristic by not providing effective error protection, resulting in poor user experience.

Screenshot:
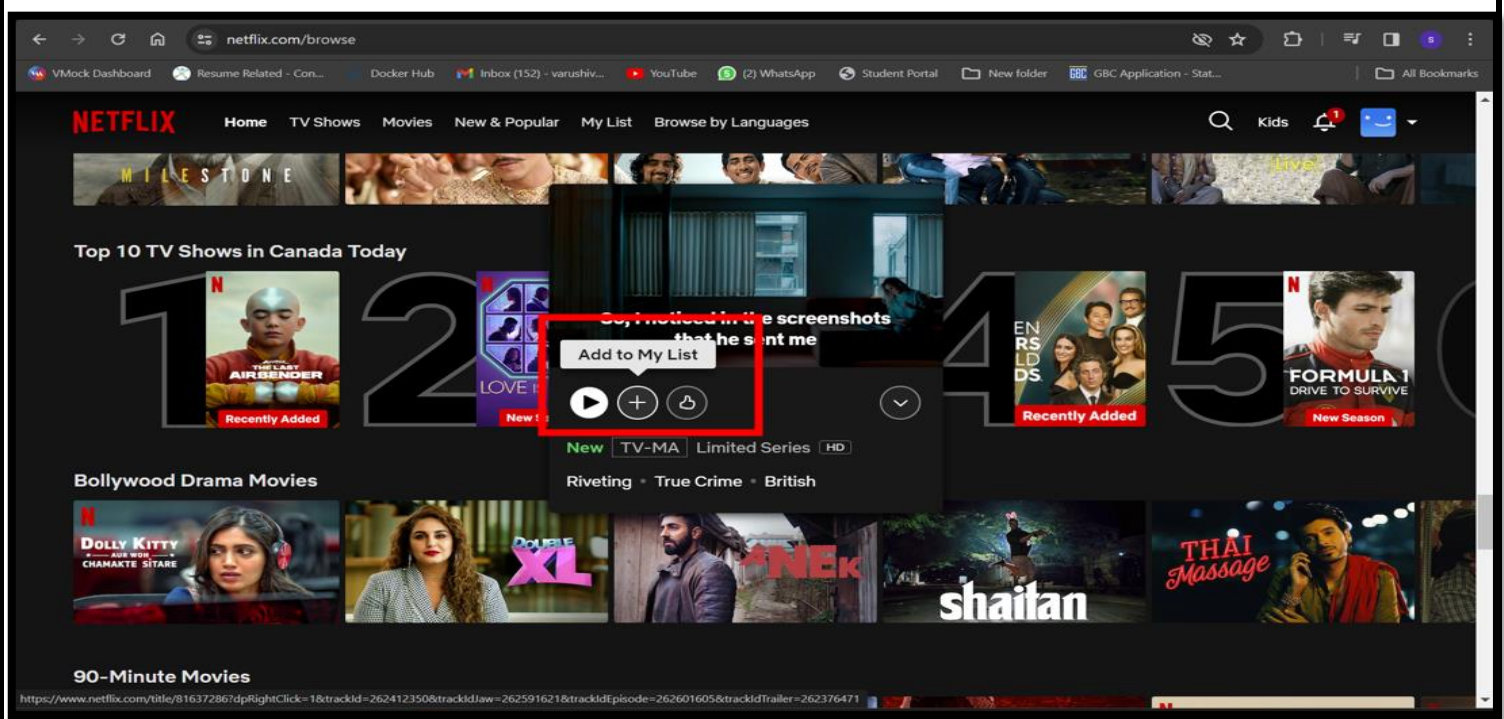
Solution:

⇨ It is recommended to include confirmation dialogues in the watchlist that ask users to verify their actions before making any additions or deletions. This reduces the risk of accidental actions and user errors.

⇨ Provide a way for users to quickly reverse any unauthorized changes they may have made to their watchlist by including an undo feature.

⇨ Providing visual feedback, such as animations or colour changes, helps user understanding and confidence.

⇨ provides a settings option that allows users to adjust their confirmation choices according to their preferences, to ensure they get what they want.

⇨ Tooltips or in-app instructions can be used to educate users on the existence and benefits of confirmation dialogues. Users will become more aware of this and continue to use it.

Distraction from Video Player Controls on Netflix

Problem:

The video player's large control bar, including play/pause, volume control, subtitle, and audio settings, and the 'next episode' button, can be distracting and block content, especially for smaller screen viewers, due to its size and design.

Heuristic Failed/Passed: Failed

How Heuristics are Violated

1. **Aesthetic and Minimalist Design:**

- The current design of the video player controls on Netflix violates the heuristic of aesthetic and minimalist design.
- When a user hovers their mouse over the video player, a large control bar displays at the bottom of the screen.
- The play/pause, fast-forward/rewind, volume control, audio settings, subtitle, and "next episode" buttons are all located on this control bar.

- Even while these controls are necessary, the way they currently look and feel can be frustrating, particularly if the user is trying to view a video.

Screenshot
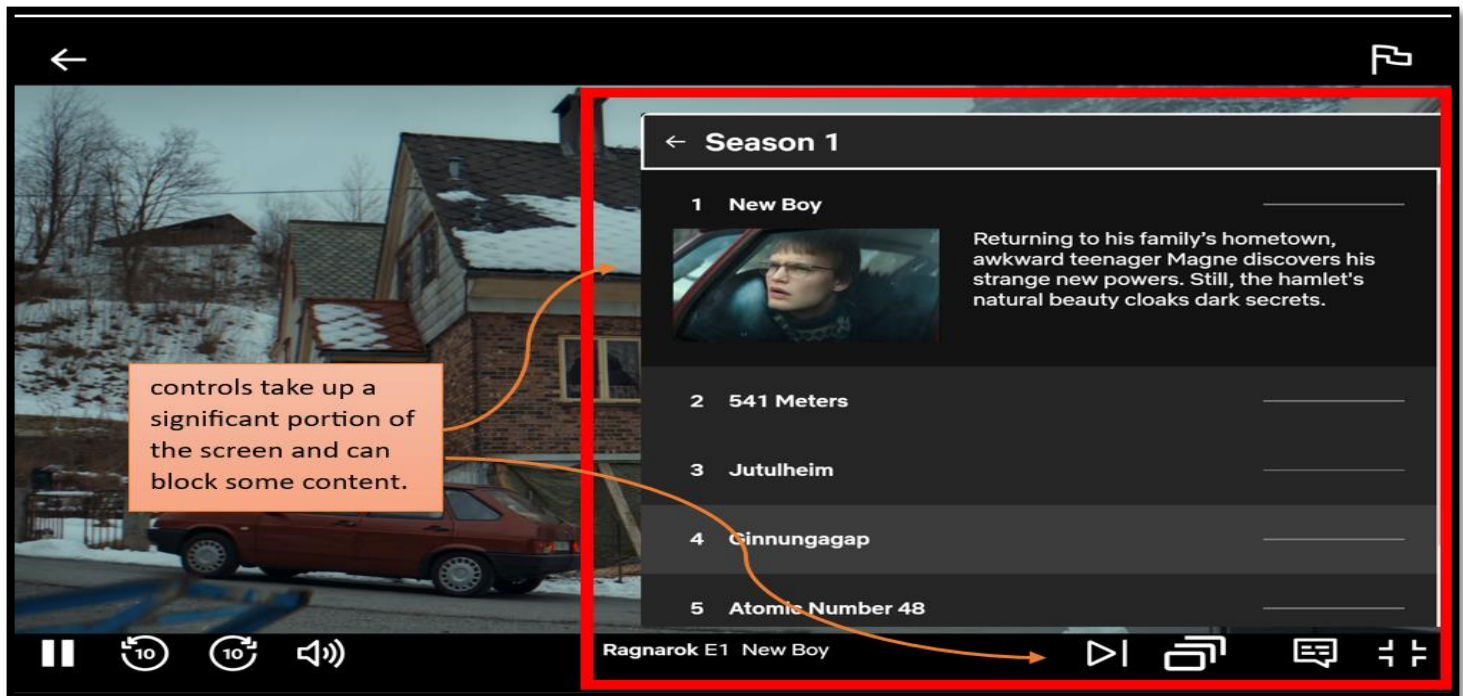
Solutions

⇨ Netflix can reduce the size of video player controls to create a more minimalist design style.

⇨ Streamline the control bar layout and reduce button visibility.

⇨ To improve the viewing experience, controls can be modified smaller to minimize their visual impact.

⇨ Netflix can reduce distraction while retaining efficiency by modifying the opacity of its control bar.

⇨ To improve the design, the controls can be automatically hidden while not in use and displayed only when the user interacts with the video stream. This technique keeps controls available when needed.

Lack of remembering user's recent searches

Problem:

The website requires users to retype their search term when leaving or returning to a specific title because it does not remember previous searches.

Heuristic Failed/Passed: Failed

How Heuristics are Violated

1. **Recognition Rather Than Recall**
- Netflix's search functionality violates the heuristic of "Recognition Rather Than Recall".
- Currently, when a user searches for a certain title, then leaves and returns to the search page, they must retype the search keyword.
- The user must remember the exact title they were looking for because the website does not remember their previous searches.
- This goes against the recognition principle, which states that users should not have to remember items from memory when they can recognize them from a list or menu.

Screenshot:
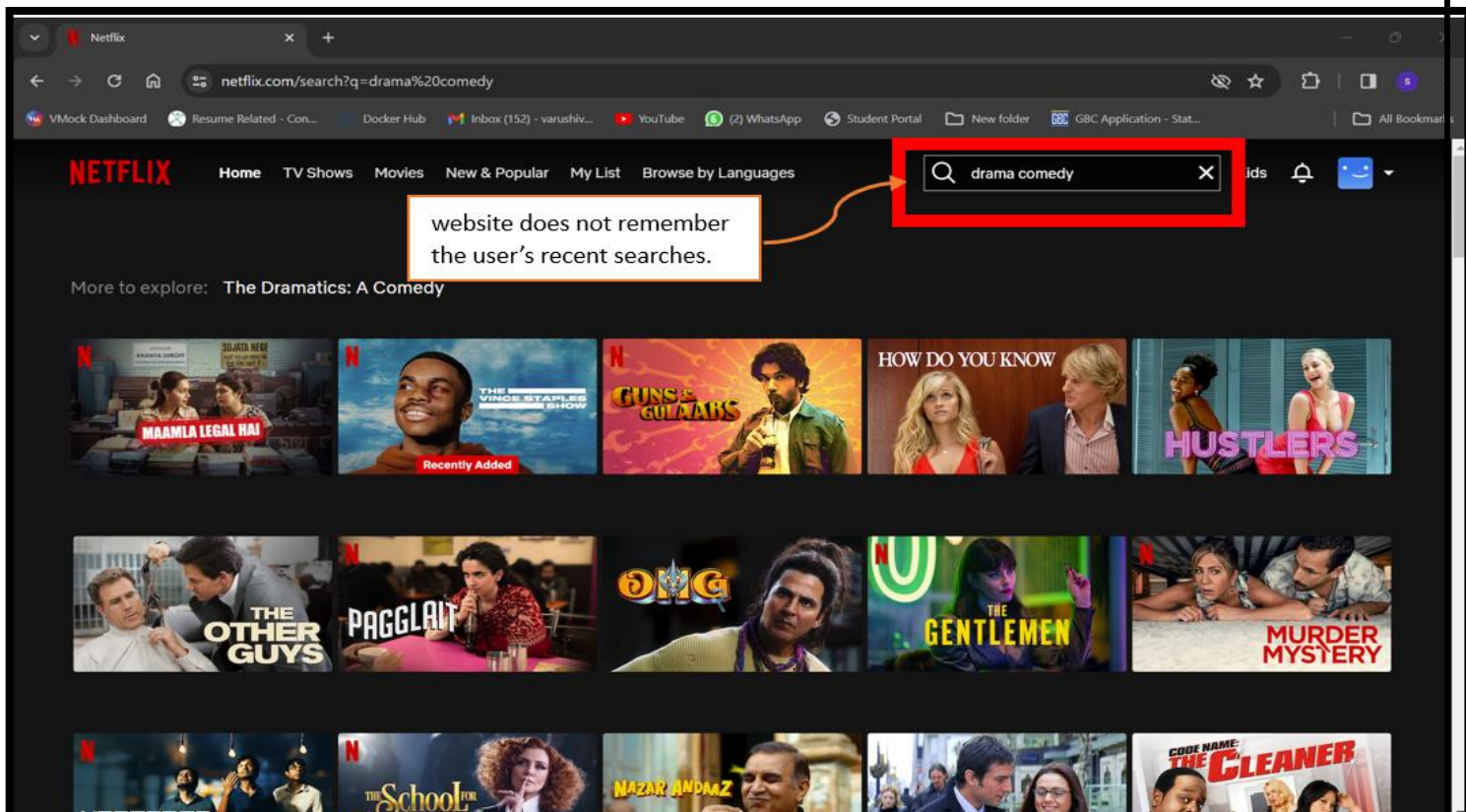
Solutions:

⇨ Netflix should introduce a 'Recently Searched' list that shows when a user clicks the search bar to solve this problem and enhance the user experience.

⇨ Users would have access to a recognition-based display instead of one that depends on memory, as this list could show the titles of films or television shows for which they had recently searched.

⇨ Netflix would effectively reduce the mental strain on the user by implementing this function, improving the user interface's usability and ease of use.

⇨ The 'Recently Searched' list would make it necessary for users to remember the specific titles in which they were interested.

⇨ This improvement would especially help users looking to revisit titles they find interesting or explore other content options, which would eventually increase user satisfaction with Netflix.

Playback Control

Description:

Netflix provides smooth and intuitive playback controls that enable users to seamlessly navigate through shows and movies. This enhances the viewing experience and provides users with greater control over their entertainment choices.

Heuristic Failed/Passed: Passed

How Heuristic are Passed:

Visibility of System Status

⇨ Netflix provides very well on this heuristic by offering instant feedback via its playing controls.

⇨ For example, here, when the user hovers over the progress bar, a thumbnail preview of the video at that exact immediate indicates.

⇨ Here, Users can now see exactly where they are in the timeline of the video because of it.

User Control and Freedom

⇨ Here, Netflix gives users complete flexibility over how they watch.

⇨ Here, the playback controls allow users to pause, fast-forward, or replay the video.

⇨ Here, Users can alter the video quality, adjust the volume, and enable or disable subtitles.

⇨ With the help of these tools, users can customize their viewing experience according to their preferences.

Consistency and Standards

⇨ Here, Netflix's playback controls are easily accessible on all its platforms such as, web, mobile, and smart TV making it simple for users to locate and utilize them.

⇨ The play, pause, fast-forward, and replay indicators follow standard rules and are well-recognized.

Screenshot:
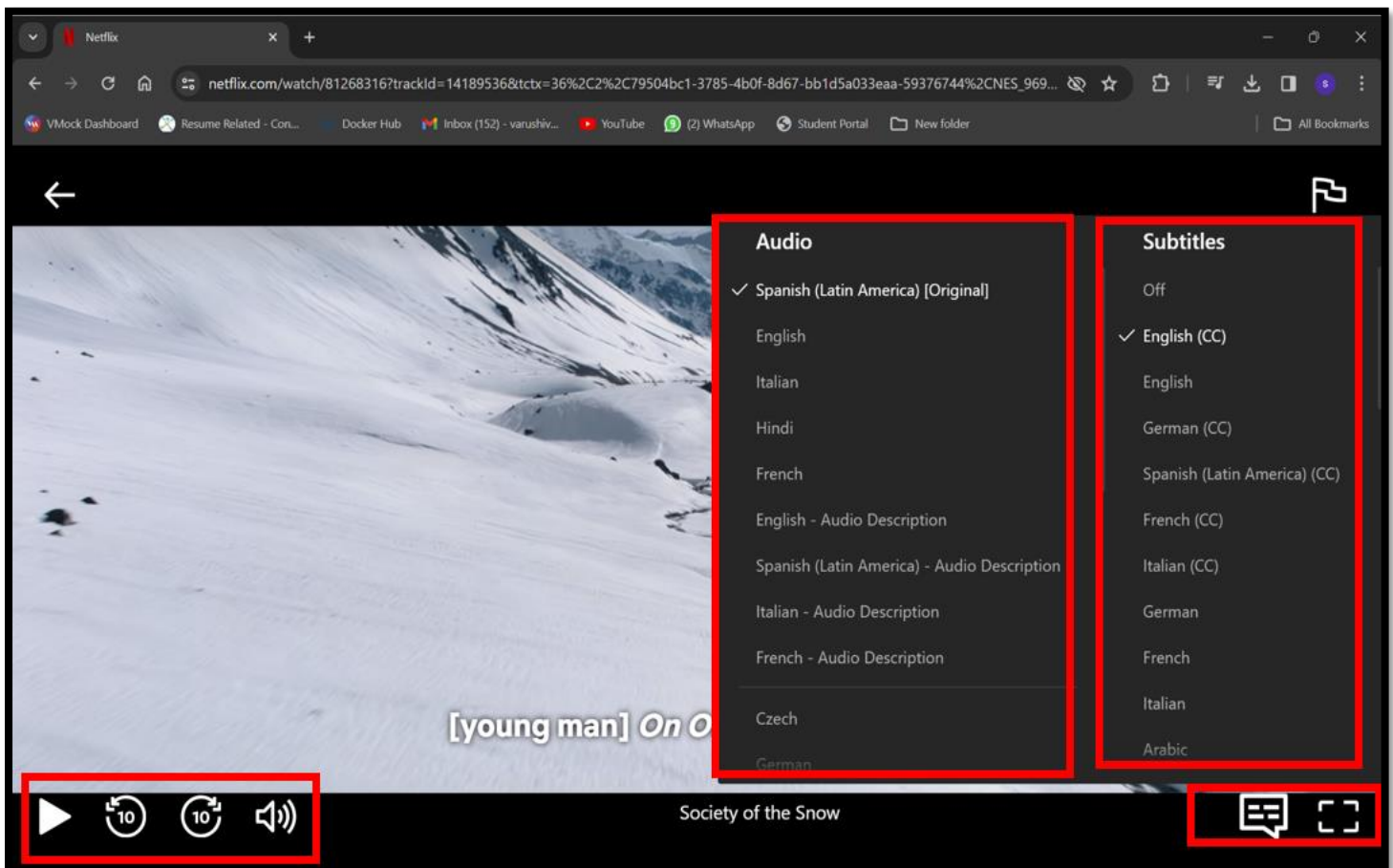
Browsing of Content

Description:

Netflix's user-friendly browsing interface includes a number of entertainment categories, personalized recommendations based on viewing history, and a "New Releases" category that provides the experience of finding recently released films in an actual store.

Heuristic Failed/Passed: Passed

How Heuristic are Passed:

Match between System and the Real World

⇨ Netflix's browsing interface is designed to be consistent with users' real-world experiences.

⇨ Content is classified into genres, and personalized recommendations are provided in the same way that a user would explore in a real video shop, making the system straightforward to use.

⇨ In addition, sections like "Top Picks for You" and "New Releases" give the personalized interest of an experienced store salesperson and the satisfaction of discovering new arrivals in a physical store, respectively.

Screenshot:
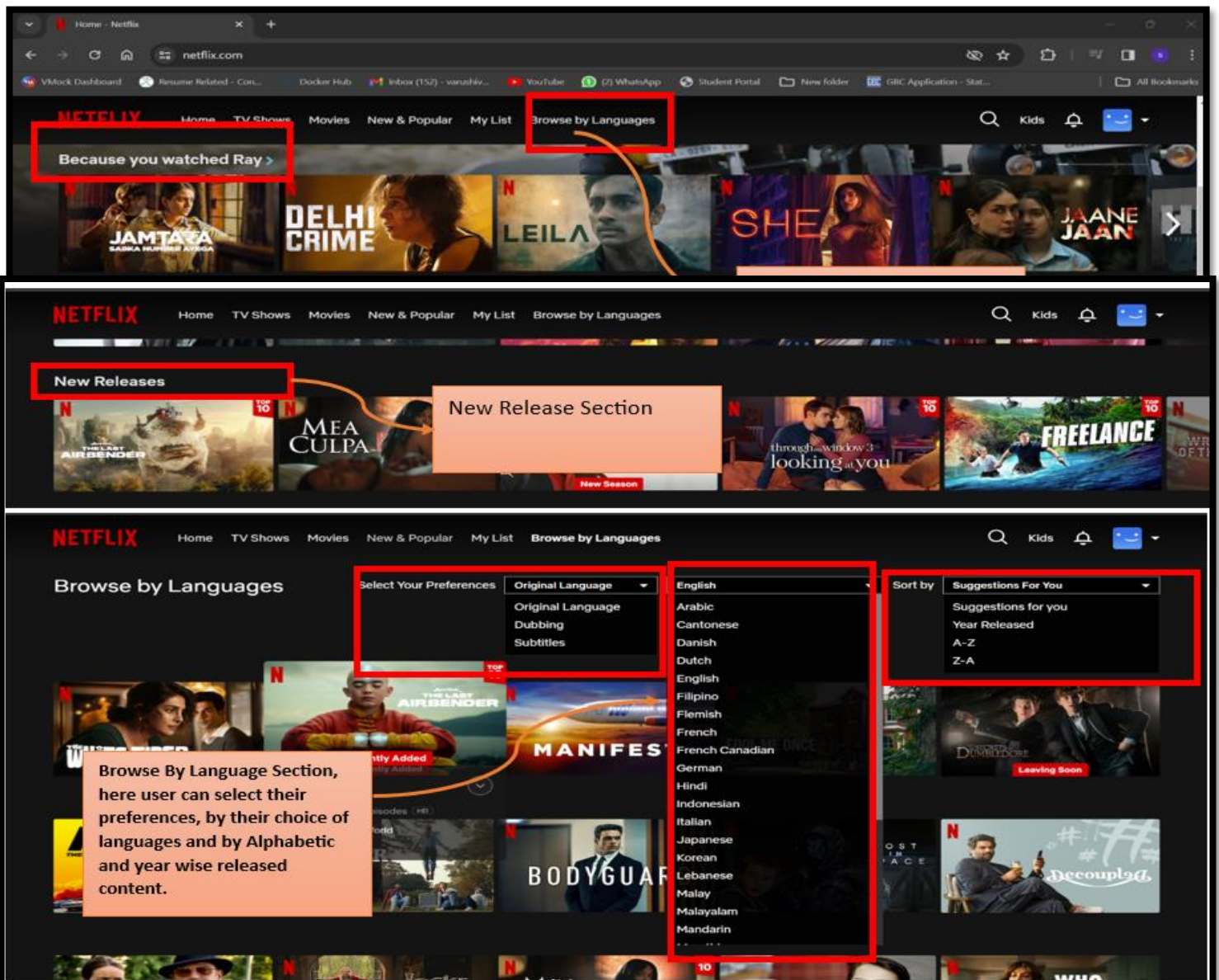
Creating a Watchlist

Description:

Netflix's watchlist feature gives users more control over their viewing experience by allowing them to create a personalized list of series and movies. It is consistent across platforms and makes use of straightforward icons to make it user-friendly, making it easier for users to find and access saved content. Furthermore, the feature offers prompt feedback when new items are added, ensuring that users are aware of the system's status. It also supports both new and experienced users, making it easier to handle viewing options effectively.

Heuristic Failed/Passed: Passed

How Heuristic are Passed

User Control and Freedom:

⇨ Users can create personalized watchlists of TV series and films that they want to see due to the watchlist feature.

⇨ Because they can quickly access their stored content whenever they want, users are given more control over their viewing experience.

Consistency and Standards

⇨ Users can easily locate and use the watchlist feature because it is consistently available on several platforms, including the web, mobile, and smart TV.

⇨ The + sign or checkmark that is used to add someone to the watchlist is a universally accepted icon that meets with standards.

Recognition Rather Than recall

⇨ The watchlist allows users to recognize the series or movies they want to watch without having to recall them from memory.

⇨ This is especially helpful in situations where there is a broad range of content on the website.

Visibility of System Status:

⇨ The add-to-watchlist button changes instantly in response to a user adding a show or movie to their watchlist, giving the user instant feedback.

⇨ This notifies the user of the system's present state.

Flexibility and Effectiveness of Use

⇨ Users with and without experience can both benefit from the watchlist feature.

⇨ Experienced users may effectively manage their viewing options with it, while new users find it easy to use.

Skip introductions and Continue Watching

Description:

Netflix provides a personalized viewing experience by allowing users to explore different types of content, skip introductions, and choose whether to start the next episode automatically. By giving users, the option to choose between watching too much and taking breaks between episodes, these features increase user satisfaction and interest.

Heuristic Failed/Passed: Passed

How Heuristic are Passed

User Control and Freedom

⇨ Users can choose content that matches their interests and preferences by freely exploring a wide variety of categories.

⇨ This makes it possible to customize the watching experience according to each person's preferences.

⇨ Furthermore, Netflix allows users to skip introductions, giving them control over their viewing speed and allowing them to get right into the content without any unwanted waits.

⇨ Additionally, users have flexibility in how they watch series with the option to choose whether to automatically play the next episode, giving them the freedom to choose whether to watch the entire series or take pauses between episodes.

⇨ When combined, these features provide viewers a greater sense of independence and control over what they see, which improves user satisfaction and participation on the platform.

Screenshot:

User-friendly content selection. Customizable viewing experience Skip introductions for speed control. Series viewing flexibility. Enhances user satisfaction and participation.

[**User Control and Freedom**]
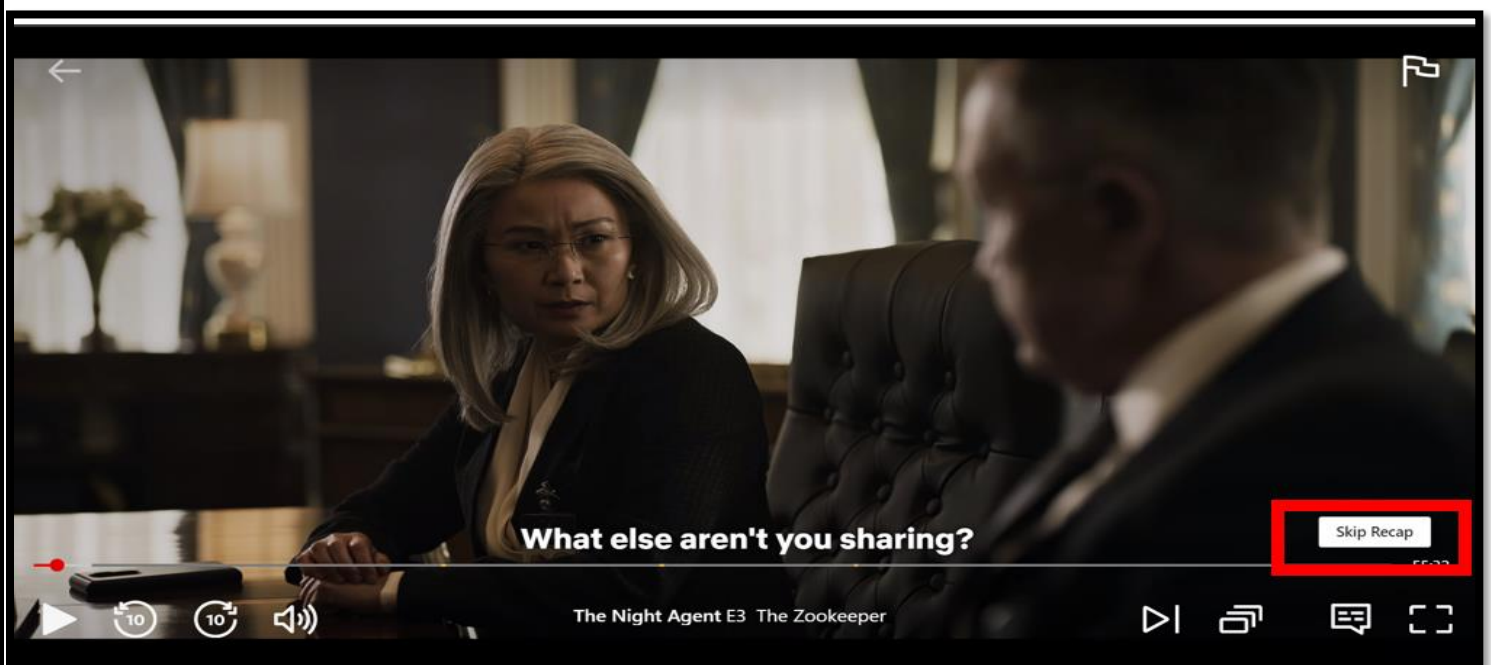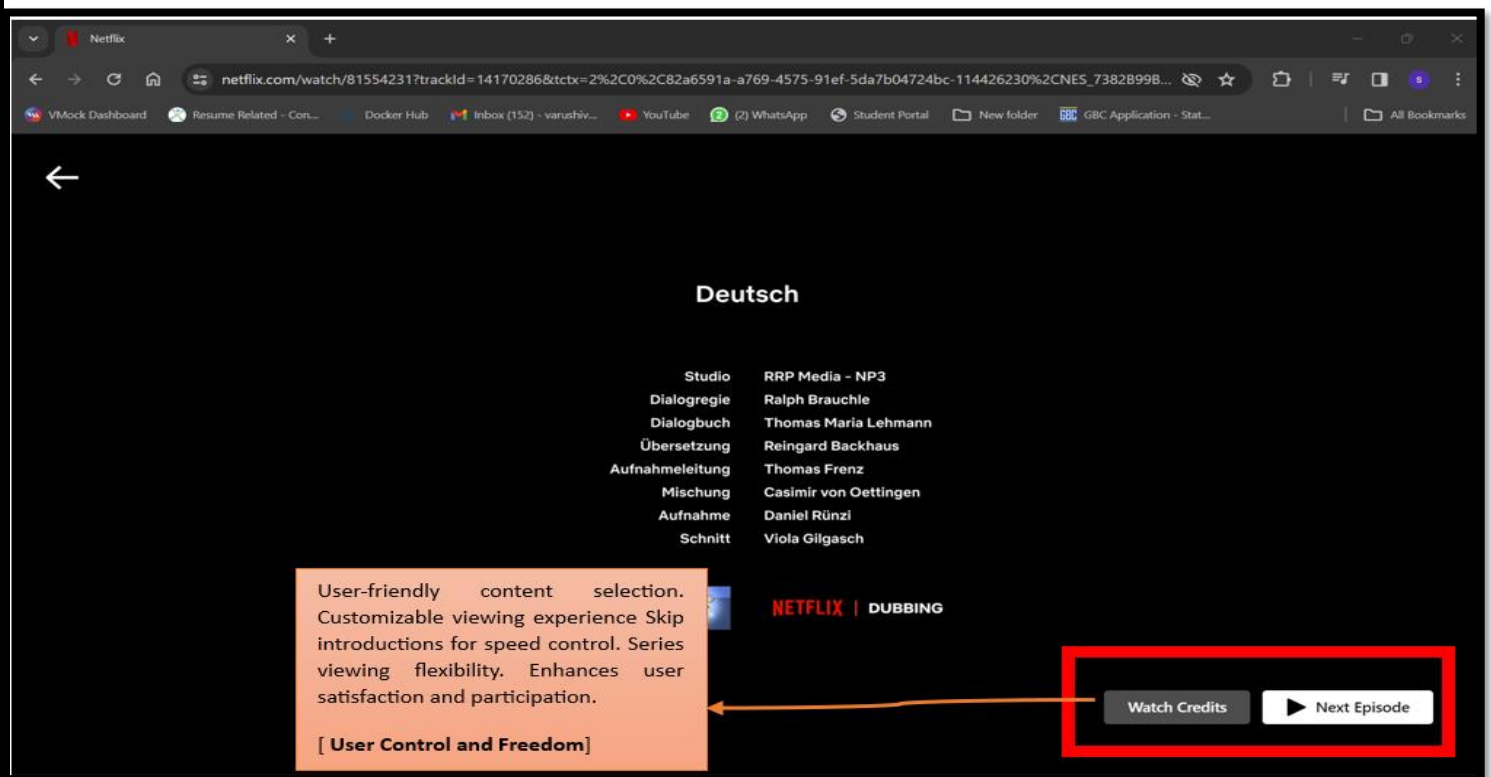
Continue Watching and Personalized recommendations.

Description:

Netflix makes it easy for users to pick up where they left off without having to recall specific episodes or dates and times by offering "Continue Watching" and personalized recommendations based on viewing history.
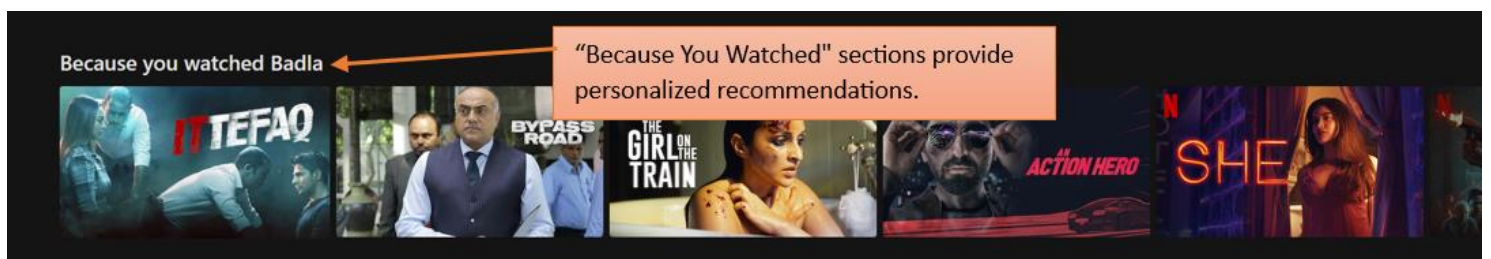
Heuristic Failed/Passed: Passed

How Heuristic are Passed

1. **Recognition Rather Than Recall**

   ⇨ Users no longer need to keep track of individual episodes or dates and times because the "Continue Watching" feature allows them to easily pick up where they left off with series or movies.

   ⇨ When a user visits Netflix again, the series or movies they have begun but not finished are shown in the "Continue Watching" section of the homepage.

   ⇨ Each thumbnail's progress bar indicates how much of the show or movie has been viewed, and clicking on the thumbnail continues to the previous part of playback.

   ⇨ The "Because You Watched" and "Top Picks for You" sections offer personalized recommendations based on users' viewing history, which reduces the mental effort of remembering previous choices.

   ⇨ In addition, having many profiles under one account makes sure that every user gets personalized suggestions and has their own "Continue Watching" list, which makes it easy to move between viewing preferences.

   ⇨ All these features work together to make the platform's watching experience more personalized and accessible.

   Screenshot:

Continue Watching for Shivnil

Shows unfinished series or movies in "Continue Watching" section.

thumbnail's progress bar indicates how much of the show or movie has been viewed.

clicking on the thumbnail continues to the previous part of playback.
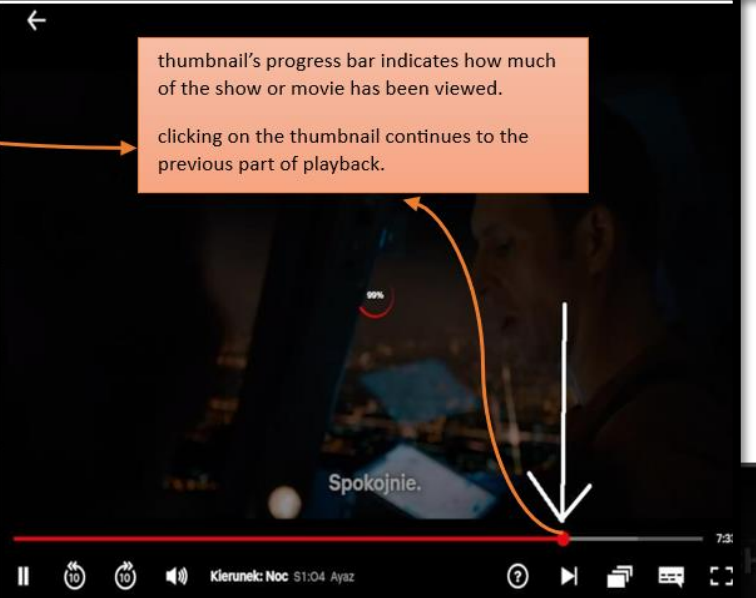
thumbnail resumes playback from the last watched point

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netflix.com/browse/m/continue-watching

VMock Dashboard   Resume Related - Con...   Student Portal   New folder   CDC Application - Stat...   All Bookmarks

GUILTY   THE NIGHT AGENT   RAGNAROK   KEEP BREATHING

RAAT AKELI HAI   AFWAAH   PSYCHO   ANIMAL

FOOL ME ONCE   BOOMIKA हिंदी   CODE NAME TIRANGA   KAAL
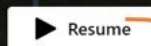
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3 **The Gothowitz Deviation**   20m
Sheldon deals with Penny's frequent visits to Leonard's room by conditioning her with chocolate; Raj and Howard enjoy a goth-themed night out.

4 **The Pirate Solution**   21m
Raj must get a new job or face deportation when his research ends, so Sheldon hires him as an assistant, a situation that soon goes to Sheldon's head.

5 **The Creepy Candy Coating Corollary**   21m
Penny sets Howard up with one of her friends, and Sheldon enters a collectible card game tournament to get revenge on guest player Wil Wheaton.

6 **The Cornhusker Vortex**   19m
Leonard tries to fit in when Penny throws a party to watch a football game, and Raj develops abandonment issues with Howard.

7 **The Guitarist Amplification**   19m
Leonard and Penny's bickering drives Sheldon to stay with Raj and then Howard, but their fights with their parents are just as disturbing.

8 **The Adhesive Duck Deficiency**   20m
Sheldon helps Penny when she slips in the shower. Raj, Leonard and Howard's meteor shower viewing party gets a boost from some "magic" cookies.

9 **The Vengeance Formulation**   19m
Bernadette asks Howard where their relationship is headed, and Barry Kripke pulls a prank on Sheldon during an NPR interview.

Spokojnie.

Kierunek: Noc S1:O4 Ayaz   7:3

SERIES

RAGNAROK

4 of 46m

▶ Resume

95% Match 2023 3 Seasons HD
TV-MA language, smoking, violence

S1:E1 "New Boy"
Returning to his family's hometown, awkward teenager Magne discovers his

Cast: **David Stakston, Herman Tømmeraas, Theresa Frostad Eggesbø,** *more*

Genres: **TV Dramas, Teen TV Shows, TV Mysteries**

This show is: **Exciting**

Multiple profiles under one account provide personalized suggestions and "Continue Watching" list.

Reference

1. *Behance*. (n.d.). https://www.behance.net/gallery/139088911/Google-Pay-Heuristic-Evaluation-UX-case-study?tracking_source=search_projects|Analysis
2. *Netflix*. (n.d.). https://www.netflix.com/browse