

Project Report: Analysis of Declining User Experience in Streaming Platform's "Search" Functionality

Overview:

This project focused on analyzing and rectifying the diminishing user experience in the "Search" feature of a streaming platform. The objective was to address the drop in user ratings post an update and provide actionable insights for improvement.

Tasks:

- Conducted a comprehensive analysis of user feedback and app ratings, pinpointing "Search" as a major pain point.
- Developed a user-centric dashboard to visualize crucial metrics including search usage, clickthrough rates, and autocomplete suggestions.
- Explored session data to assess user engagement with the "Search" feature.

Findings:

- Users expressed frustrations about unresponsiveness, errors, irrelevant results, and inadequate ranking algorithms within the search function.
- Autocomplete suggestions were reported as unsatisfactory, affecting the overall user experience.

Approach:

- Investigated various operating systems and devices to identify potential patterns contributing to specific issues.
- Segmented user groups based on identified problems, allowing for targeted solutions.

Recommendations:

- Enhance search responsiveness and accuracy by addressing reported errors and eliminating irrelevant results.
- Optimize autocomplete suggestions to provide a more intuitive and efficient user experience.
- Fine-tune the search ranking algorithm to ensure it aligns with user preferences and expectations.

Conclusion:

Through an in-depth analysis of user feedback and engagement data, this project unveiled critical issues hindering the effectiveness of the "Search" functionality. The provided recommendations offer a comprehensive strategy for developers to prioritize issue resolution and enhance user satisfaction in the streaming platform's search experience.

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