

An evaluation of an online movie website

Summer Session, 2021



COMP3511/9511 Human Computer Interaction

Assignment 1

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Interface

The website I choose for this assignment is an online movie broadcasting site, called “popcornflix(<https://www.popcornflix.com/>) This website is a typical movie streaming website, which contains a series of movies, viral vids and TV shows. The reason why I choose this website is that totally free website, comparing to other similar stream media websites, this website has a simple interface, which may give a good first impression to the users. After using for a couple days, I think the goals of this website mainly include the following three points:

- Share the movies and other entertainment video to the public for free. This is a totally free website; you do not have to get a membership to watch the content in this website.
- Give the users the chances to share interesting fragments in life and share them on the Internet. In the viral vids part, you can upload your own life cut and get your own fans.
- This website contains rich TV show comparing to other similar website, probably this website mainly for those who are passionate about TV shows.

Users

- User A: User A is a university student, who is a big fan of watching movies. He spends most of his time on finish his degree, therefore he could only spend a little time on his favorite hobby. He did not choose the Netflix, because he doesn't think it is worth to open a member.
- User B: user B is a vlogger, who likes to record life with a camera, he may upload his favorite video to this website to attract new fans.
- User C: user C is a web developer, he recently decided to develop an online video site, he decided to choose this website an Imitated object to get started.
- User D: user D is a grandfather who does not like tik-tok or other short video, instead he likes to watch the old-fashion TV shows.
- User E: user E are the people who run this website, they need to maintain the website every day and add the new contents and functions.

The primary stakeholders are the people who directly use this website in the daily life as an entertainment, such as user A and user D.

the secondary stakeholders are user B and user C, they indirectly used part of this website to make money or learn something.

The tertiary stakeholders are the support staff in most of case. According to the condition mention above, the tertiary stakeholders are user E.

Tasks

User A:

User A like to watch movies very much, the first time he login this website, he was attracted by the variety of movies in the home page, he used the search bar to find if the website can offer the movies he liked. He also wanted to find the movies according to the category, therefore he used the function in the category, he found most of the movie on this website are all old movies. He can only find a small part of the movies that interest him. When he clicked into the link, there popped an error saying that he did not have the authority to watch this film because this film is not available in his country.

User D:

As mentioned above, user D is an old people, He is not willing to accept new things. What he wants to do is watch the TV shows to kill the time. This website is very easy to get started, you even do not need to sign up your information. He chooses the “TV shows “in the menu bar to browse what they have. He also used the directory button in the function bar to let him choose movies according to different categories.

The reason why I choose those two users, because they are mostly likely used this website according to their needs. When these users try to find the content they like, they will have chance to fully experience the design of this website. Their review will directly decide the value and the disadvantage of this website

Analysis

Chart1.Issues table

	#	Reference	Severity	+ / -	Principle	Description	Screenshot/Sketch
Design principles	1	issue1	2	-	visibility	There is no obvious button to modify personal information	figure1.1/figure1.2
	2	issue2	2	+	feedback	when the movies not available, there is an error popup telling users the movie not available in current country.	figure2.1/figure2.2
	3	/	1	+	constraints	when there is nothing in the search bar, you cannot click the icon on the right side.	figure3.1
		Reference	Severity	+ / -	Principle	Description	Sketch/ Screenshot

Usability goals	4	issue3	3	+	Efficient	when users hover the mouse on the bottom of each category, it will automatically scroll to the right to show more content	figure4.1/figure4.2
	5	/	2	+	learnability	The design of this website is really Intuitive, users may easily find what they need in the sidebar and home page.	figure4.1
	6	issue4	3	-	utility	users can not search the movies according to different actors or directors. The menu bar also lacks the function of further filtering	figure6.1
	7	issue5	2	+	effective	when users hover each movie, there will display two buttons to let the user go on watching it or just check the detail	figure10.1/figure10.2
		Reference	Severity	+ / -	Principle	Description	Sketch/ Screenshot
user experience goals	8	/	4	-	frustrating	if the user does not use VPN, most of the movies are not available due to the location	figure7.1
	9	/	3	-	boring	Even in the new arrivals, most movies are outdated, the users may feel boring if the website add some popular movies.	figure10.1
		Reference	Severity	+ / -	Principle	Description	Sketch/ Screenshot
Heuristics	10	/	3	-	Help users recognize, diagnose and recover from errors	even the website points out the reason why the movie cannot play, it still not give a solution to fix it.	figure2.1
	11	issue6	1	-	visibility of system status	when loading the video or perform some time-consuming operation, it will display a small icon to tell the user the website is loading.	figure9.1/figure9.2

	12	issue7	2	+	flexibility and efficiency of use	In the playback interface, there are some buttons to help users review, like ,share directly without stop the video.	figure11.1/figure11.2
	13	issue8	2	-	user control and freedom	in the detailed page, there is only a 'back button' to let users go back the last page they visit, the website also lacks a logout button to let the user directly clear their information,	figure12.1/figure12.2

Issue1(figure 1.1):

When users click their head portrait to change users' profile, this interface does not have a button or any prompt to tell users how to change the name, gender, or password, this violates the visibility in the design principles, because users do not know what they should do and there are no hints. This page can be improved by adding the more buttons or hints. (figure1.2)

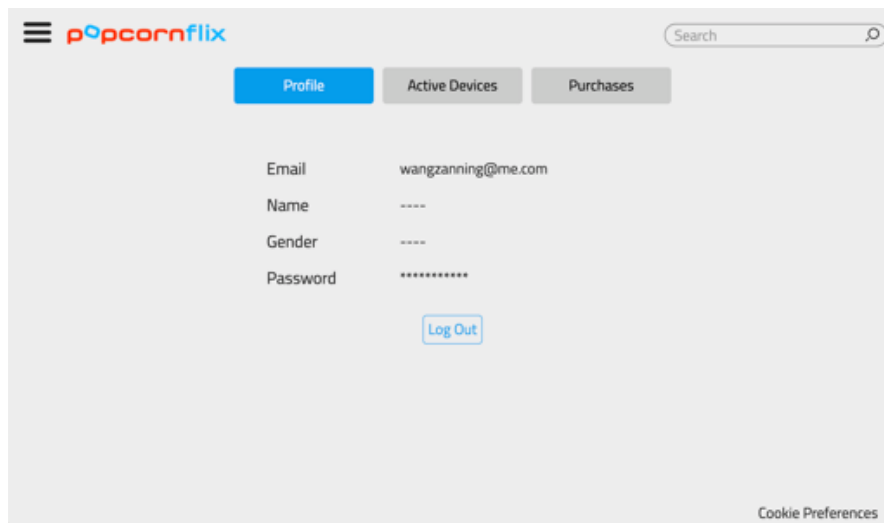


Figure1.1



Figure1.2(improved sketch for figure1.1)

In this sketch, I add a pen next to each users' information, by clicking the pen, users may easily change their profile in this page, and I also add a "confirm password" button to let users double check their input in case of carelessness.

Issue2(figure2.1)

When users try to watch a movie, which is not available in user's current country, there is a clear and direct warning at the right side. Even the users know the exact reasons, the users have to back to the previous page to try another movie. This feedback is good but can be better by applying the following sketches.



Figure2.1

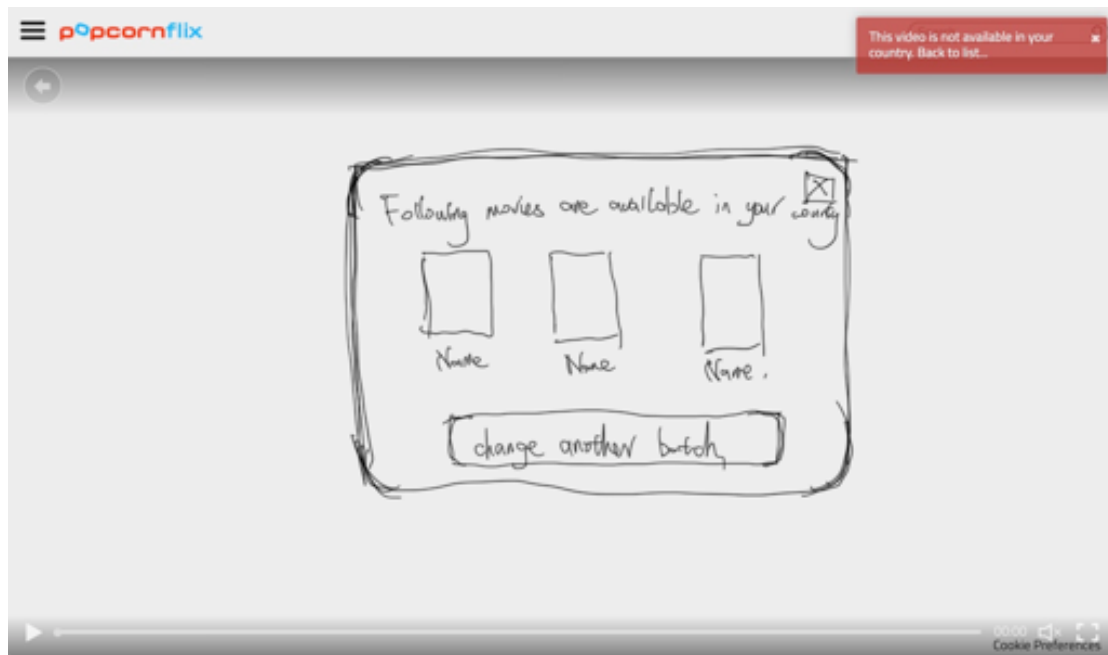


Figure2.2(improved sketch for figure2.1)

After popping an error message, the website should display another window to show which movies are available at users 'current country, by clicking the icon of movies, the website will redirect to the chosen movies. In this window, there is another button to give the users way to change another branch, because users may probably not interest in the movies we recommend, they can change all of them by simply clicking the button instead of going back to the main page.

Issue3. (figure4.1)

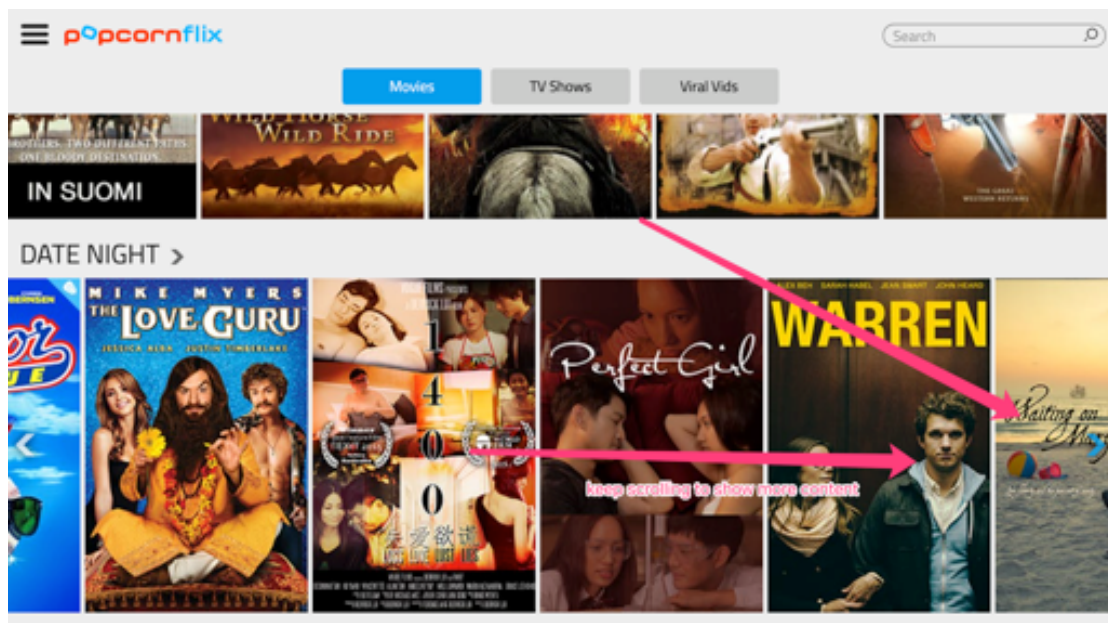


Figure4.1

When users browse the movies in different categories, they can directly hover the mouse on the icon at the left side, which reduce the users 'burden a little bit and increase the efficient without doubt. It is a good design according to the useability goals. (Efficient principle)

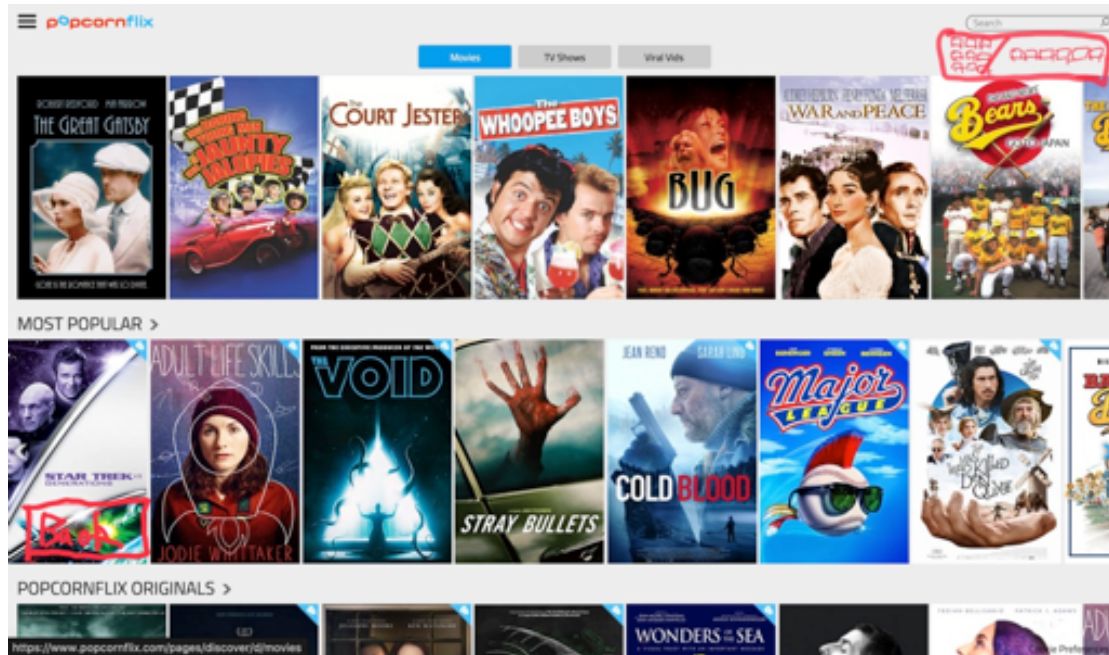


Figure4.2(improved design sketch)

In order to improve efficient further, I add a “back “button at the left bottom, users can go back to the left side by clicking this button, when they want to review what they have browsed. Another issue is that some people may not get used to browse the content horizontal. In order to fix this issue, we add a toggle button on the right top. After clicking the toggle, the movie will display in vertical.

Issue4. (figure6.1)

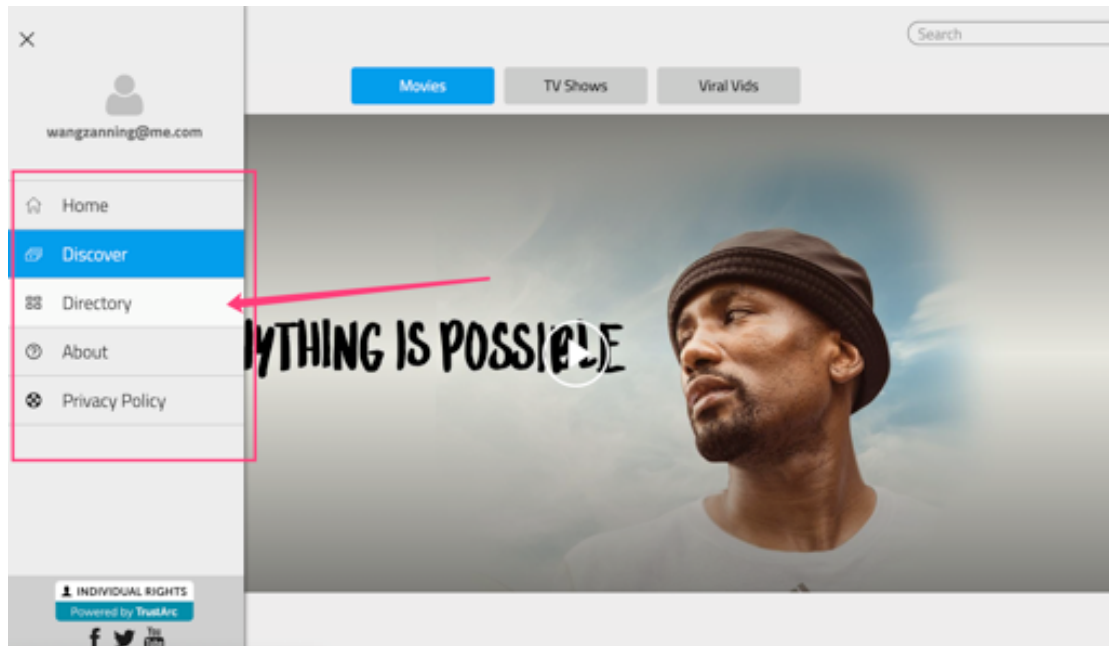


Figure6.1

In the discover page, the side bar is hidden by default no matter how many spaces in the left side. In order to improve the utility and efficient, we can adjust the display condition of the side bar. According to the principle of aesthetic and minimalist design, the most frequency function should put into an Intuitive location where users can easily use it without many operations. Therefore, we can make a big change to this page, in order to achieve usability goals.

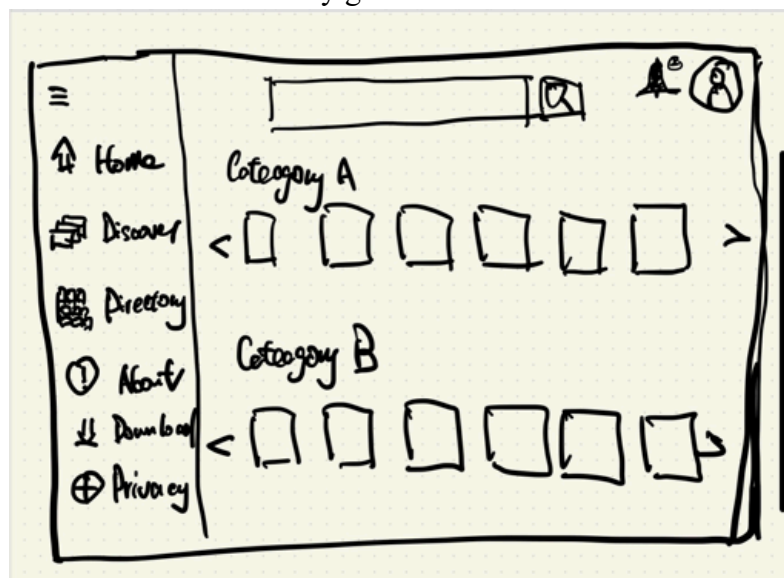


Figure6.2(Improved sketch for figure6.1)

In this sketch, the side bar will be hidden if there is no sufficient space in the left side. I also move the user profile to the right-top because it is the most frequency functions compare to other buttons in the side bar.

Issue5. (figure10.1)

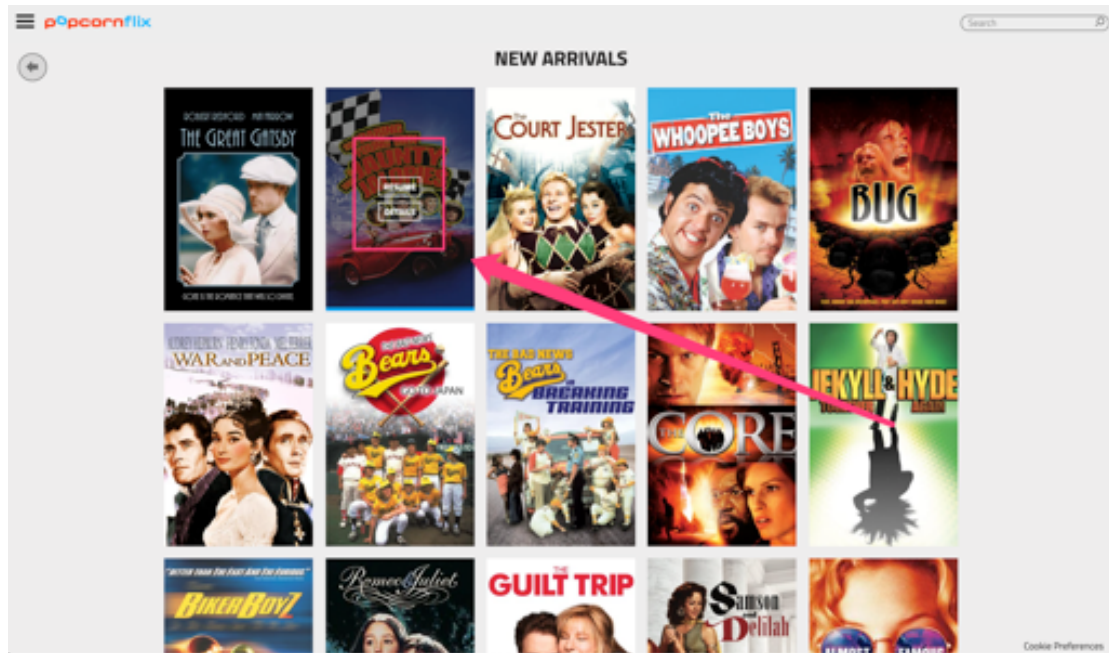


Figure10.1

In this page, when users hover on specific movies, it will give users choices to watch directly or show the details firstly. But the problem is if you check the details first, you have to go back to the main page and click 'play' to watch movies, it wastes users a lot of time and operation to finally find what they like. At this situation, this website does not fulfill "Effective" in the usability goals, because users may have terrible experience in watching the movies. The page can be improved by applying following sketch.

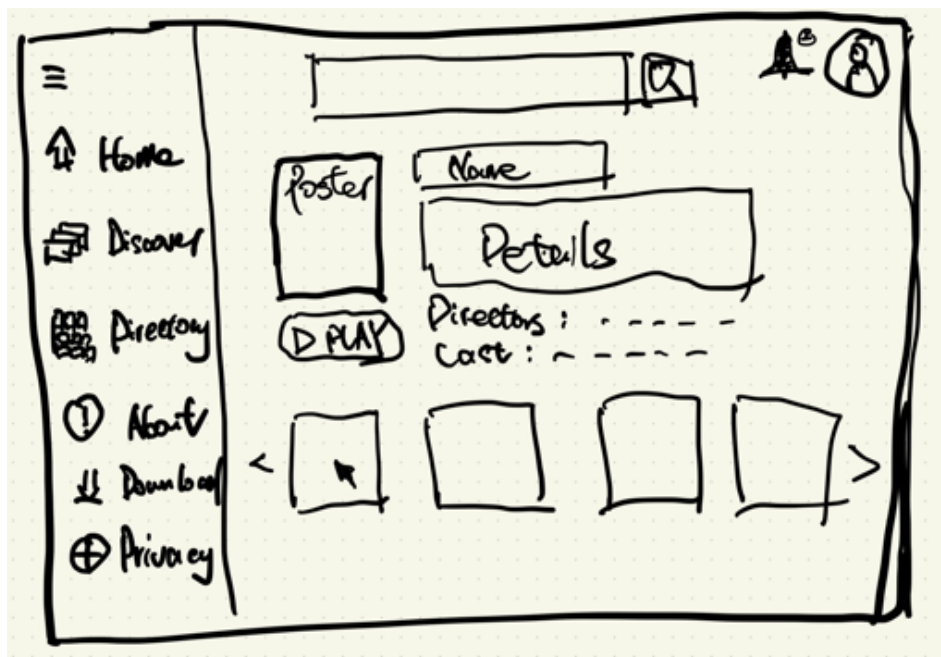


Figure10.2(Improved sketch for figure10.1)

In this sketch, in order to help users checking the details quickly, when users hover on specific movies, all the lists will move down and leave a space to show the details of current movies and we move the “play” button under the poster of the movies.

Issue6. (figure9.1)

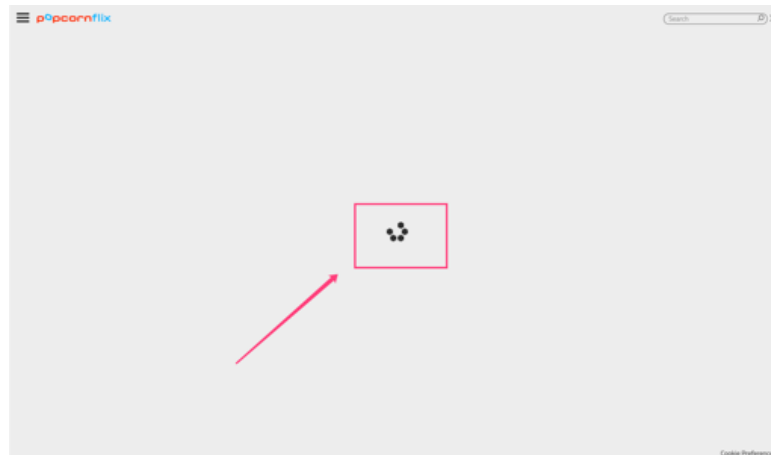


Figure9.1

When loading the movies or the website execute some time-consuming operations, the website will display a little icon to tell the users that the website need some more time to complete current operation. But the problem is the users still not know how much time the users have to wait, sometimes users may try to refresh the page instead of keeping waiting. This may cause further network congestion. Also, it violates the visibility of system status.

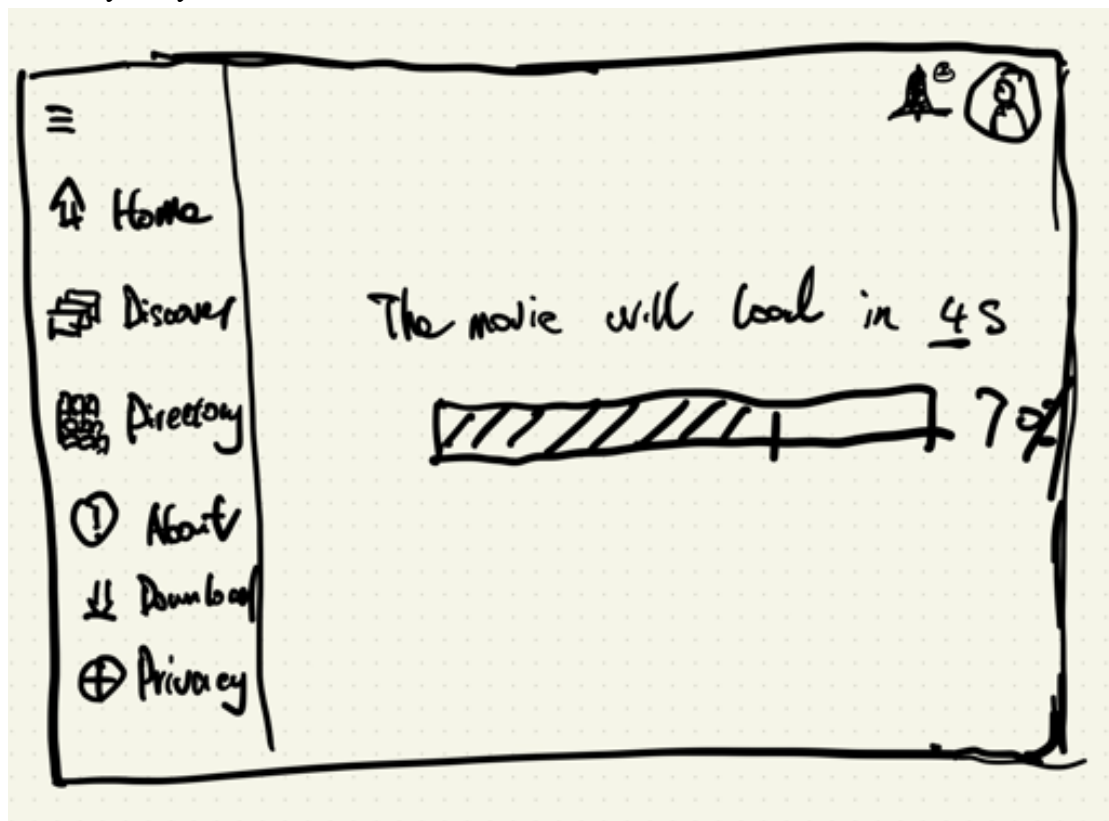
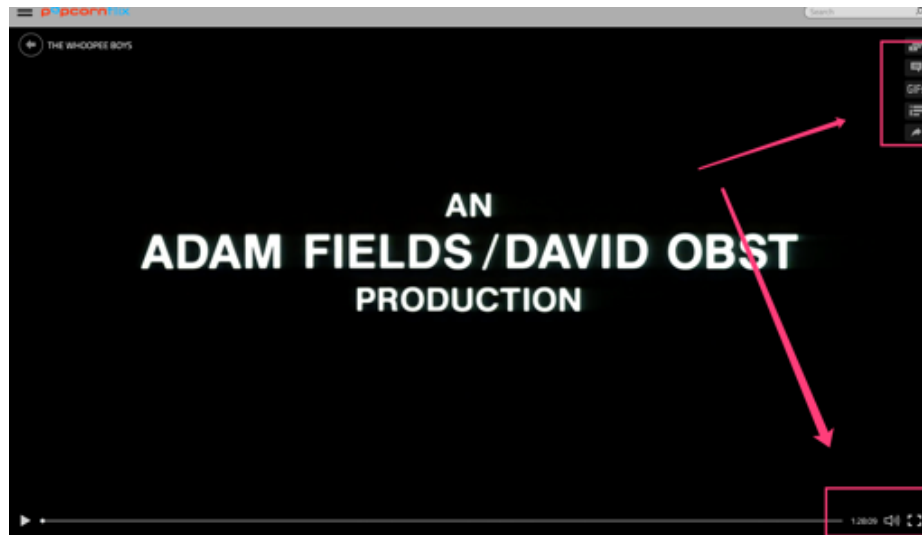


Figure9.2 Improved sketch for figure9.1)

In this sketch, we add a progress bar on the web page before the website finish loading, there will also a countdown to tell the users how much time the web may takes to finish loading.

Issue7 (figure11.1)

**Figure11.1**

After the videos finish loading, there is a function bar which located at the right side of the screen. This may help users quickly share, review and like current movies. However, some icon looks really strange, users may not get the meaning of each icon until they try each of them, there also lack the fundamental functions such as fast forward and rewind. The users may have difficulties to jump to different section of the films quickly.

**Figure11.2 Improved sketch for figure11.1)**

In this sketch, we add a 'fast forward and rewind' buttons at the bottom, by clicking the forward icon, the video will play at double speed. If keep clicking, the video will play 4X 8X speed and then go back to the normal speed. And if you hover on the

progress bar, there will be a little thumbnail to show the fragment in the current moment

Issue8 (figure12.1)

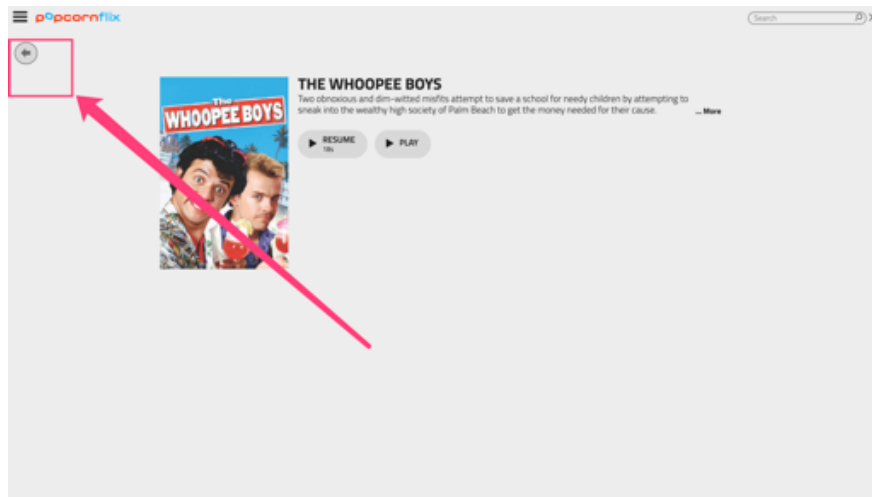


Figure12.1

In the detailed page, even there is a lot of space left, the details of movies information are folded by default. Furthermore, this page only provided very limited information, the users even do not know the directors, castors, and the category by checking this page.



Figure12.2 Improved sketch for figure12.1)

In this sketch, in order to show more useful information, we add three more elements, the first one shows the detailed rank for the movies, the users can know the score distribution directly, the second part shows the directors and the actors. In the third part, the users can browse the users 'reviews one by one.

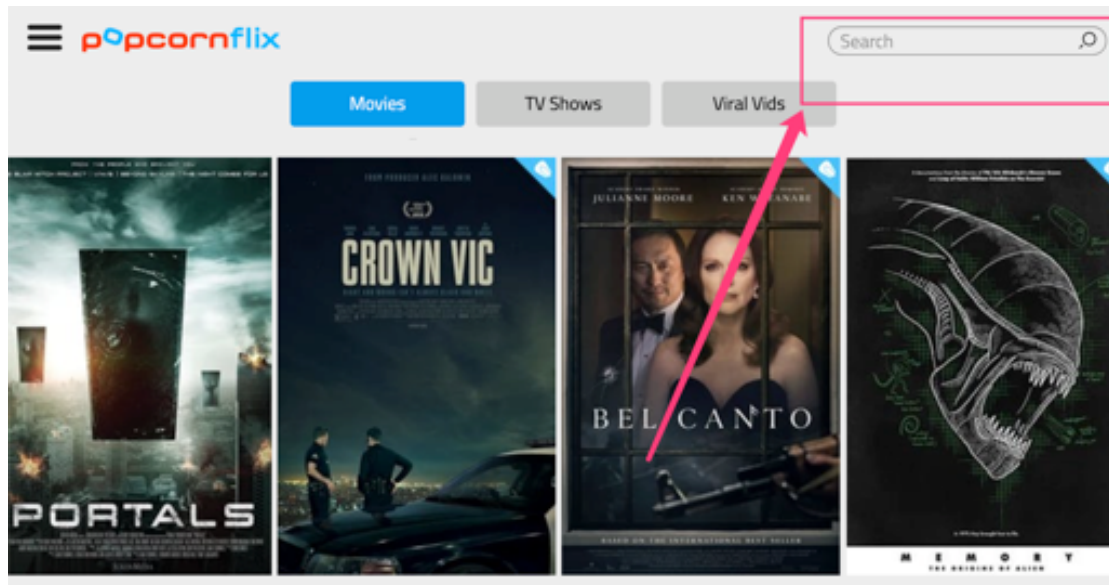


Figure3.1

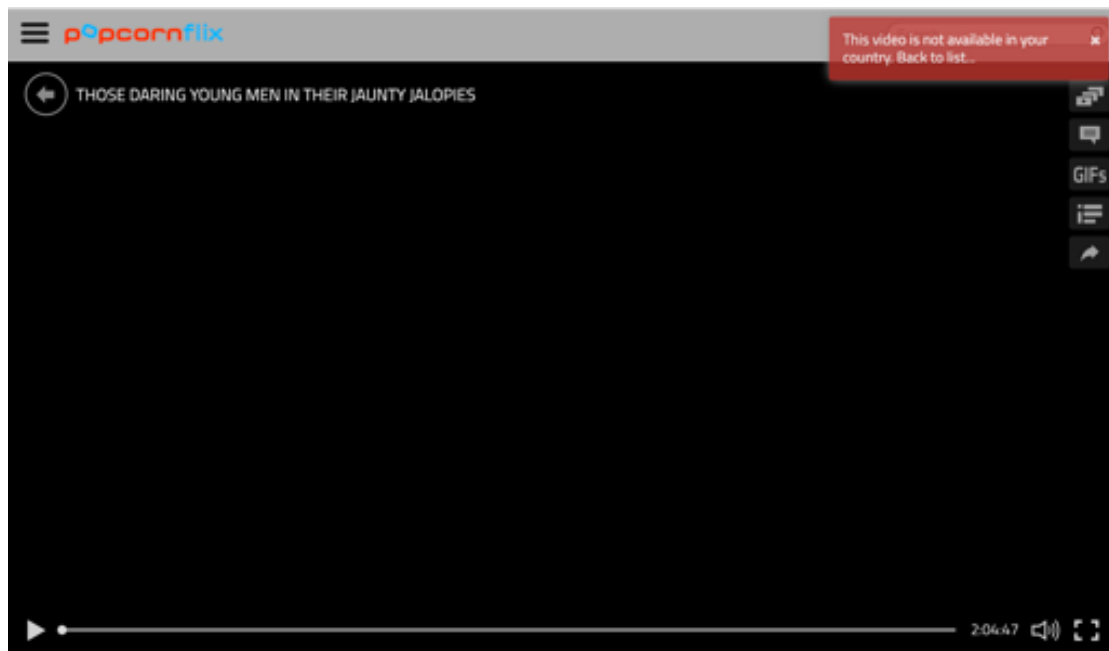


Figure7.1

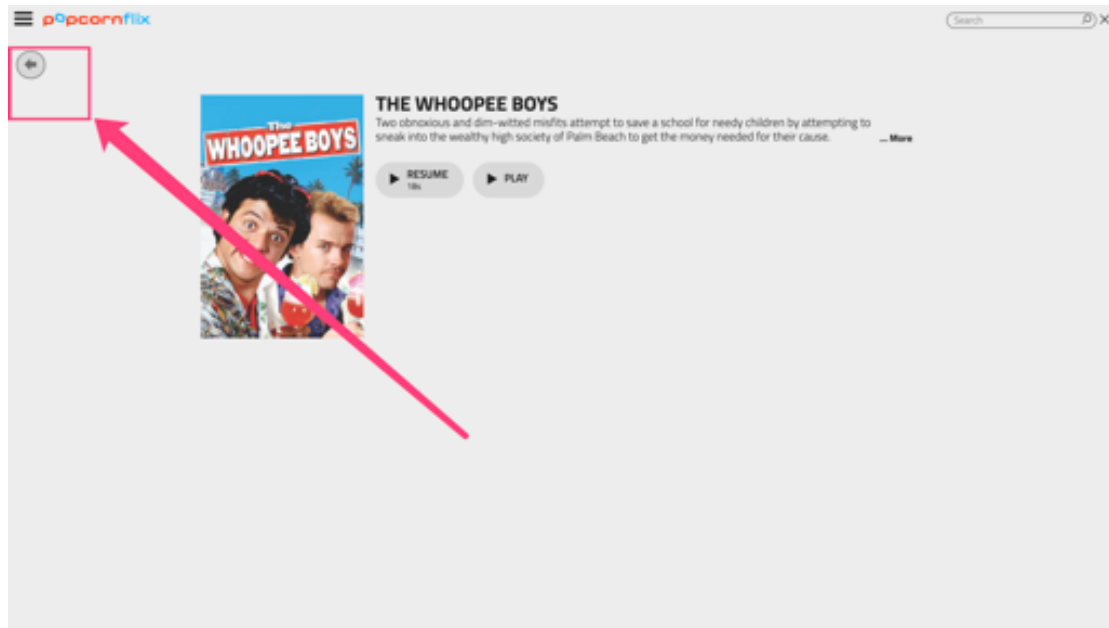


Figure12.1

Reference

[1].Preece, J., Rogers, Y., Sharp, H. and Rizzo, F., 2004. *Interaction Design*. Milano: Apogeo.