

Scenario:

You are a young college student who loves to watch tv shows. You are an active binger and are constantly looking for new titles to stream. You heard of this site that allows you to search where to stream certain titles and want to use it to look up this tv show that your friend just recommended to you. You know the show starts with “You are” but don’t remember the rest of the words. You want to find this show, learn a little bit of background information about it, and select the streaming service you are subscribed to from the list given.

Cognitive Walkthrough Refinements

- Search bar is made bigger to point out to users where they type the title they’re looking for.
- Autofill suggestion drop down added to notify users that they’re on the correct path to finding their title.
- Larger link boxes for streaming site redirection stacked vertically
- Added text “Watch Now” text above link boxes
- Added embedded trailer and art from title to signify to users that they have completed their search and did indeed find the correct title.

Final Steps:

1. From home page click into search bar and type in your title
2. Select from list of suggestions and redirect to information page
3. From information page review synopsis and trailer to verify it is the correct title
4. Click on corresponding streaming service link and be redirected to site