Assignment2

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The website I choose is <https://www.netflix.com/browse>. As we all know, Netflix is a media-service provider. The homepage gives users the impression as if we were in the cinema and could motivate the users the interest of watching a movie.

The dark background and the ratio of the nearly full screen with the ratio of 16:9 or 4:3 make users feel that they’re watching a film. As we can see, the primary color is black while the color of the logo, Netflix, is red. That strong contrast would make the user a deep impression of Netflix.

What’s more, the website implements the Z-scanning layout. At the top from left to right, is the navigation bar. And then the image and the brief introduction of the film which is the main part of the website. Finally, other serials of movies at the bottom. With that Z-scanning design, Netflix could place important information where the eye would naturally fall to increase its visual prominence.

Then, we could also see the multi-media design on the website. If the mouse hover over the image. That image will become larger and start playing the prevue of the movie, which will attract the users to go on browsing.

There are lots of rows of recommendations of movies for users. Some of the content is customized according to the interest of different user. That straightforward and detailed recommendation would convince users that Netflix is a professional media provides.

The link to the wireframe is <http://framebox.org/AHIIo> . Constricted by the size of the frame, I skipped some rows of the recommendation. And I didn’t find to adjust the size of the text so that all the text in that wireframe is the same.



