Netflix Lounge: A movie rating and selection app for NetFlix users

COMP1011: UX/UI Development

Tristan Habdas, Neil MacDonald & Karla Peckett – December 9th, 2015

Netflix Lounge

What is Netflix Lounge?

Netflix Lounge is a free smartphone app for subscribers to the Netflix video streaming service. Instead of simply selecting a movie or show to watch, Netflix Lounge is a concierge service, which personalizes and improves the selection and viewing process.

In addition to selecting something to watch, users of Netflix Lounge will be able to:
- rate what they have watched (on Netflix or elsewhere),
- write reviews to share with their social network via facebook,
- receive custom recommendations based upon the ratings of people in their social network,
- indicate their favourite scene for repeated viewing,
- create lists of programs to (re-)watch later,
- use a simple and enjoyable navigation system to make selections,
- and most uniquely, be guided through the selection process based upon their present or desired mood, genre, and (in the case of movies), actor, director and decade.

What follows is an illustrated walk-through of the Netflix Lounge app in its final form, a history of the development of the app, and an appendix featuring material from the development process.

Site Map
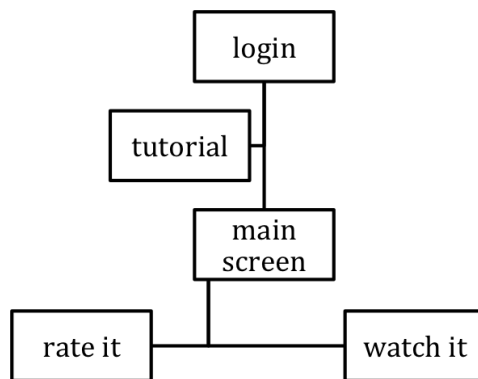
Figure 1 displays a basic site map for our app. The app tutorial is offset as it can be bypassed after the user's first time using Netflix Lounge. The tutorial can be selected from the menu (lower left corner) if the user ever wishes to review the navigation system. Figure 2 displays a complete site map of our production version.

Figure 1: basic site map
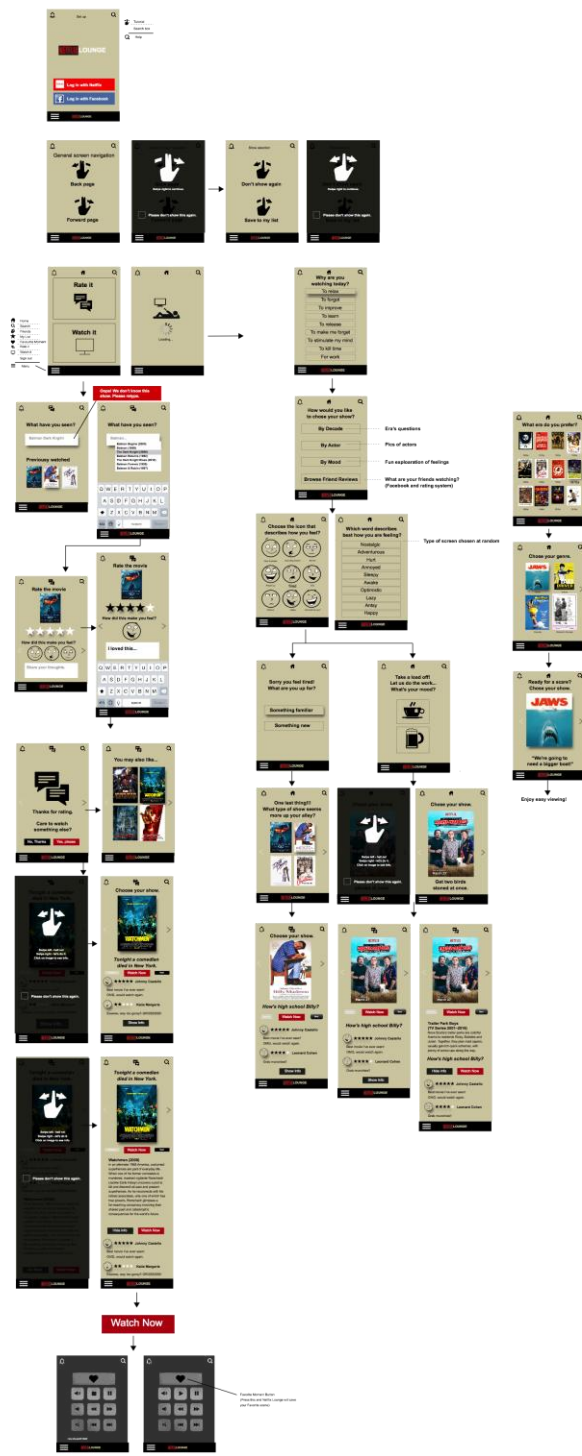
Figure 2: site map of production version

Screen-by-screen Walkthrough

SET UP
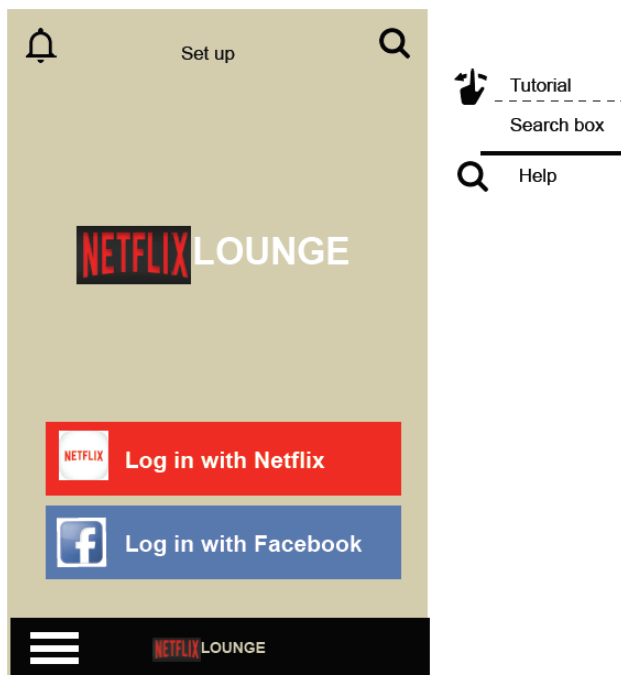
Figure 3

Figure 3 is our standard start page which users will see when they first launch the app or if they logout of the app between uses.

First time users will be directed to the tutorial screen (figure 4) once logged in, while experienced users will be taken to the main screen (figure 5).
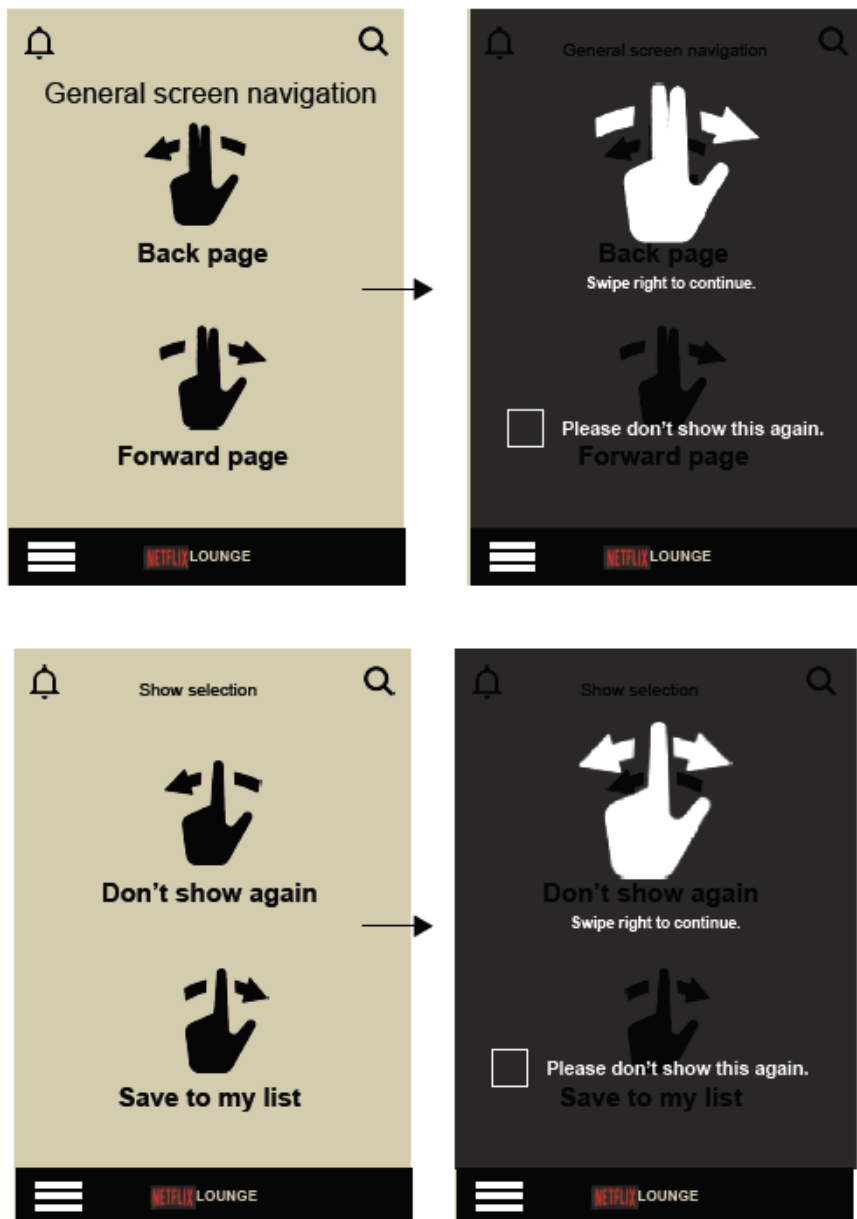
TUTORIAL

Shown to first time app users

Figure 4

Netflix Lounge uses a combination of traditional search and menu icons (upper right and lower left corners respectively) and multi-finger swiping for navigation. The tutorial requires that users practice the two-finger swipe for navigation and the single-finger swipe for show selection before using the app for the first time. Once the tutorial has been completed, users can select to not have this displayed again.

MAIN SCREEN
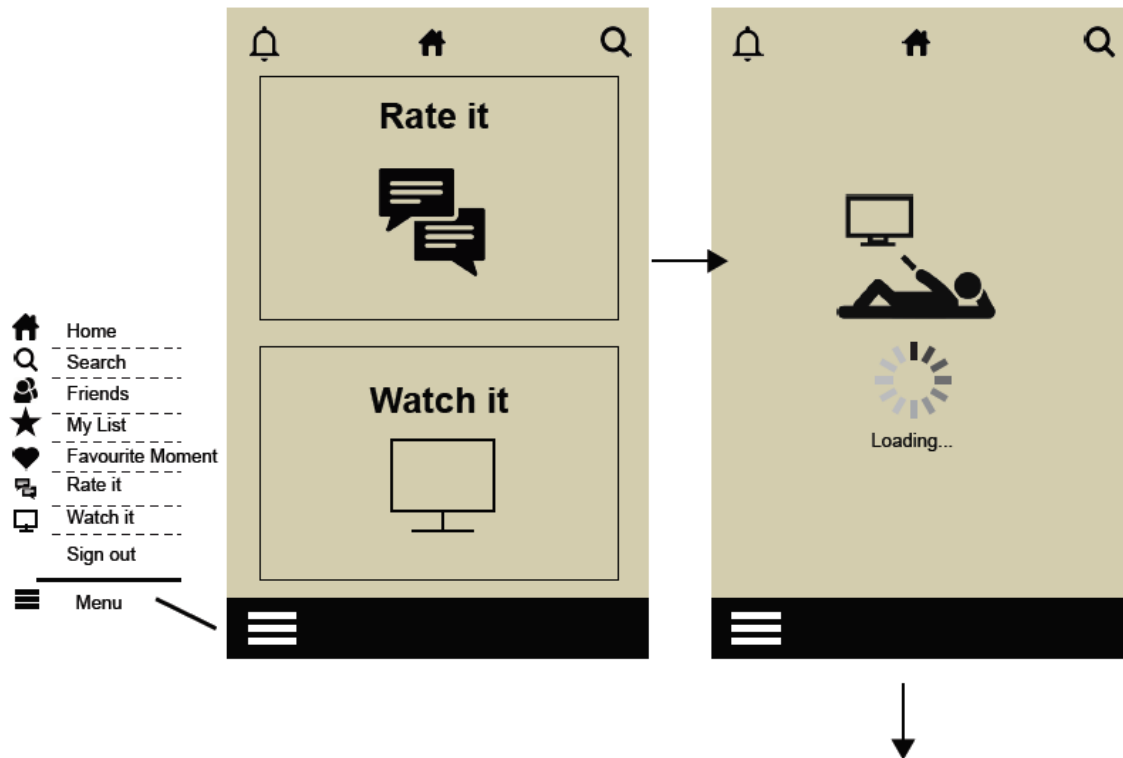
Figure 5

From left to right: our menu, the main menu, and a loading screen for "Watch it."

The menu appears uniformly throughout the site and can be accessed at any point, allowing users to jump from one task to another.

The loading screen appears when users select "Watch it" as the app searches for a paired smart TV. Once a user launches a video to watch, the video will appear on the paired smart TV and the app will transform into a remote control. If no smart TV is present or paired, the user can view video directly on his/her mobile device.
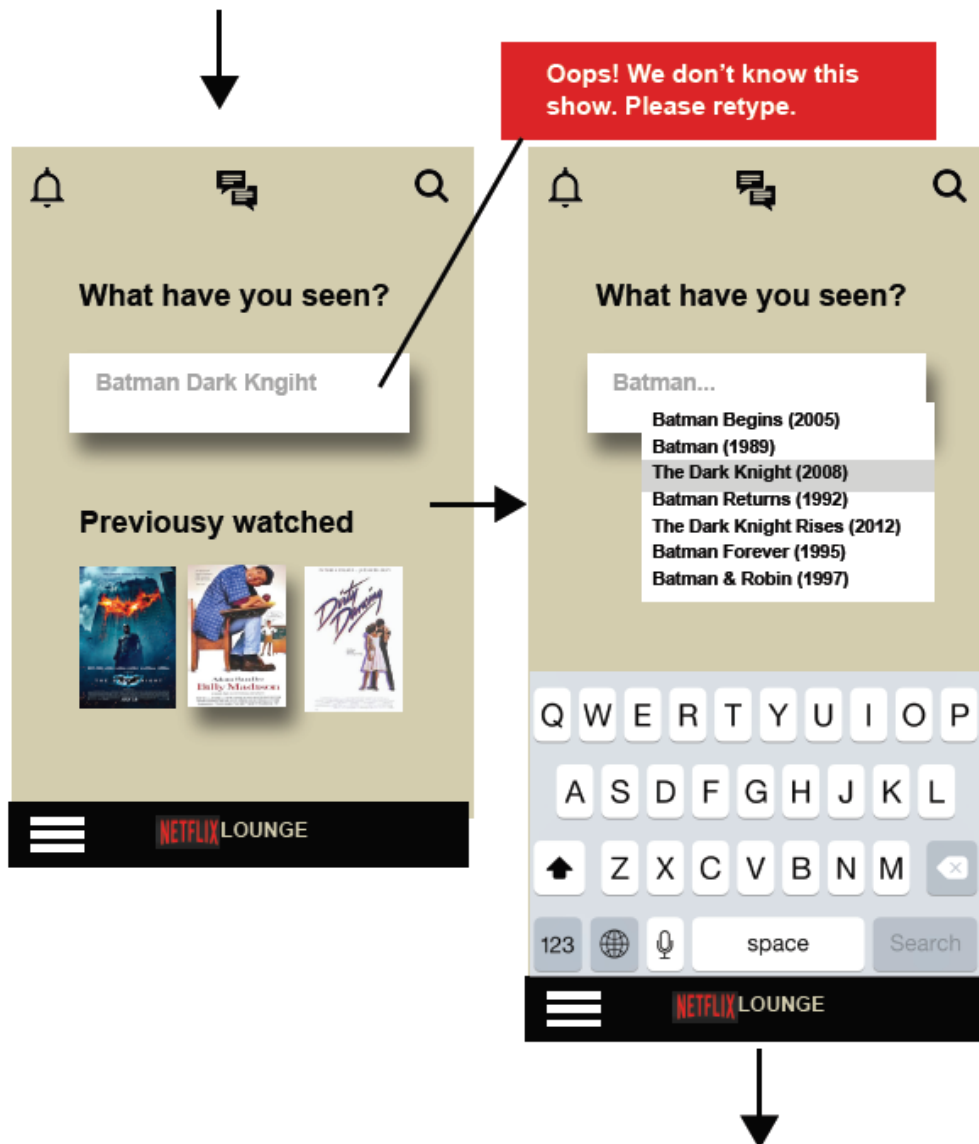
Figure 6: Rate It, part 1

If users choose to rate a movie or show, a selection of recently viewed titles appears as well as a text box in the event that they wish to review something seen elsewhere or prior to the recent titles on display.

Our text box uses predictive typing to aid users by reducing the chance of typos or confusion between similarly named movies or shows. The extended screen length of the image on the right indicates that users will have to scroll up/down to see everything.
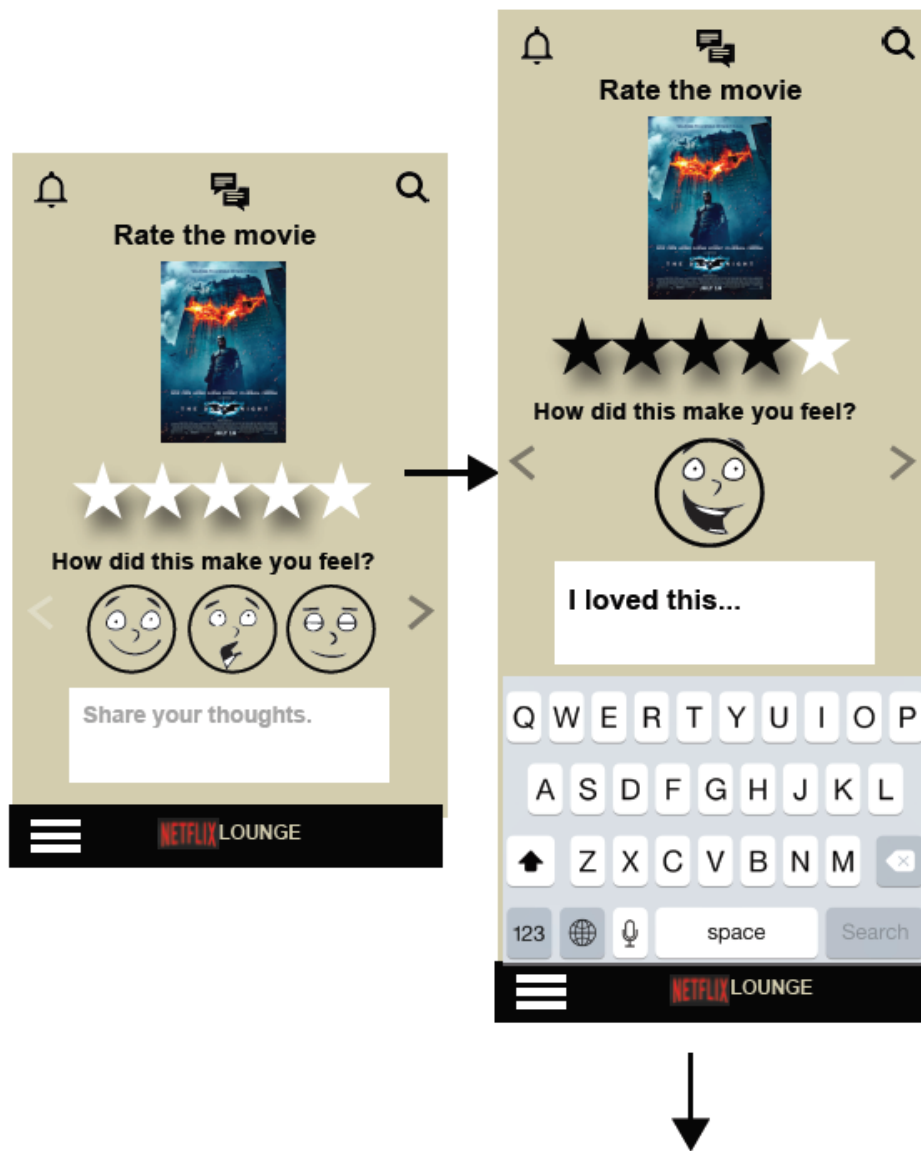
Figure 7: Rate It, part 2

Once the user selects a title to review, a row of stars and emoticons appear. Users can tap the screen to indicate how many stars they give the title and scroll horizontally through a series of emoticons to find one that matches how the title made the user feel. Finally, the user can tap the text box to write a review of the film.

This user-generated data is shared with the user's social network via facebook and is used to improve recommendations for the user, based on both the number of stars selected and the emotional response.
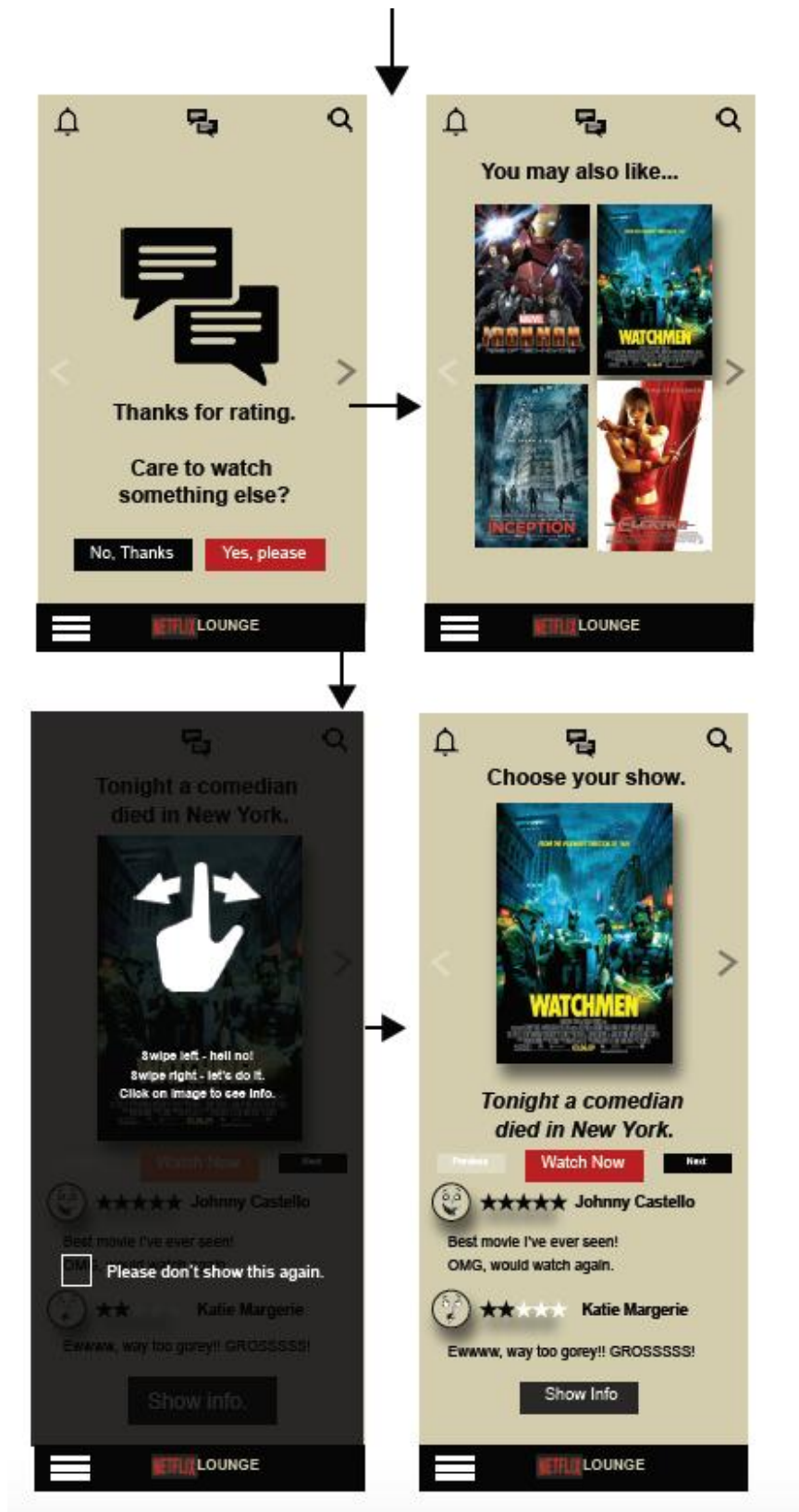
Once a user has rated a title, s/he is asked if s/he would like to watch something else. If yes, the user is shown a selection of titles based upon her/his previous review: "You may also like…"

New users will once again be shown the finger swiping technique required to navigate the selection process. If users do not wish to see this again, they can select "Please don't show this again."

If users select a title to watch, they are shown ratings and reviews from people in their social network.

Users can select "Previous," "Next," "Watch Now" or "Show Info."

Figure 8: Rate It, part 3

Figure 9: Rate It, part 4
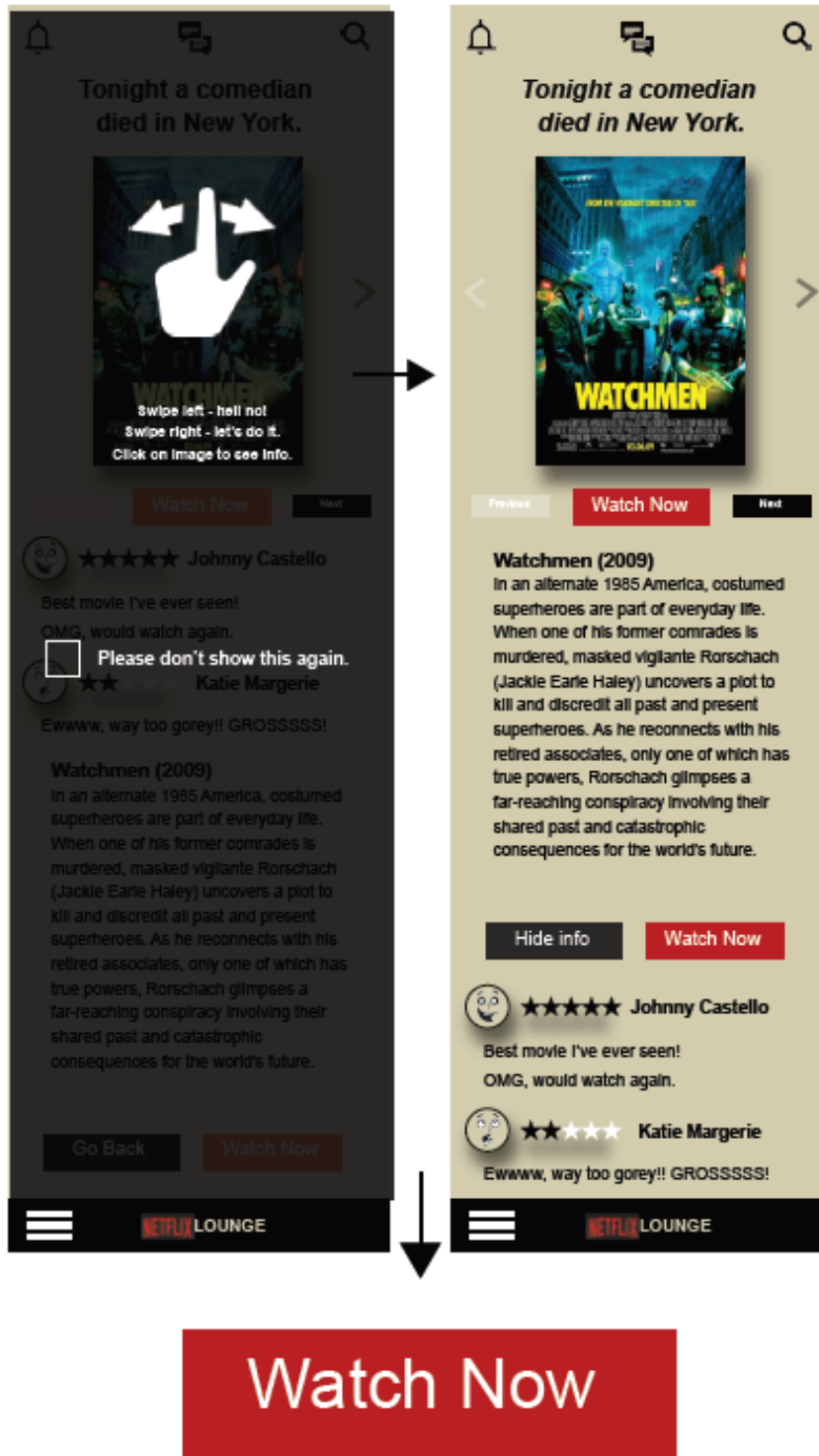
If users select "More Info" they will be shown a synopsis of the title and offered the chance to watch or continue searching.

By tapping "Watch Now" users will launch Netflix on their mobile device or paired smart TV.
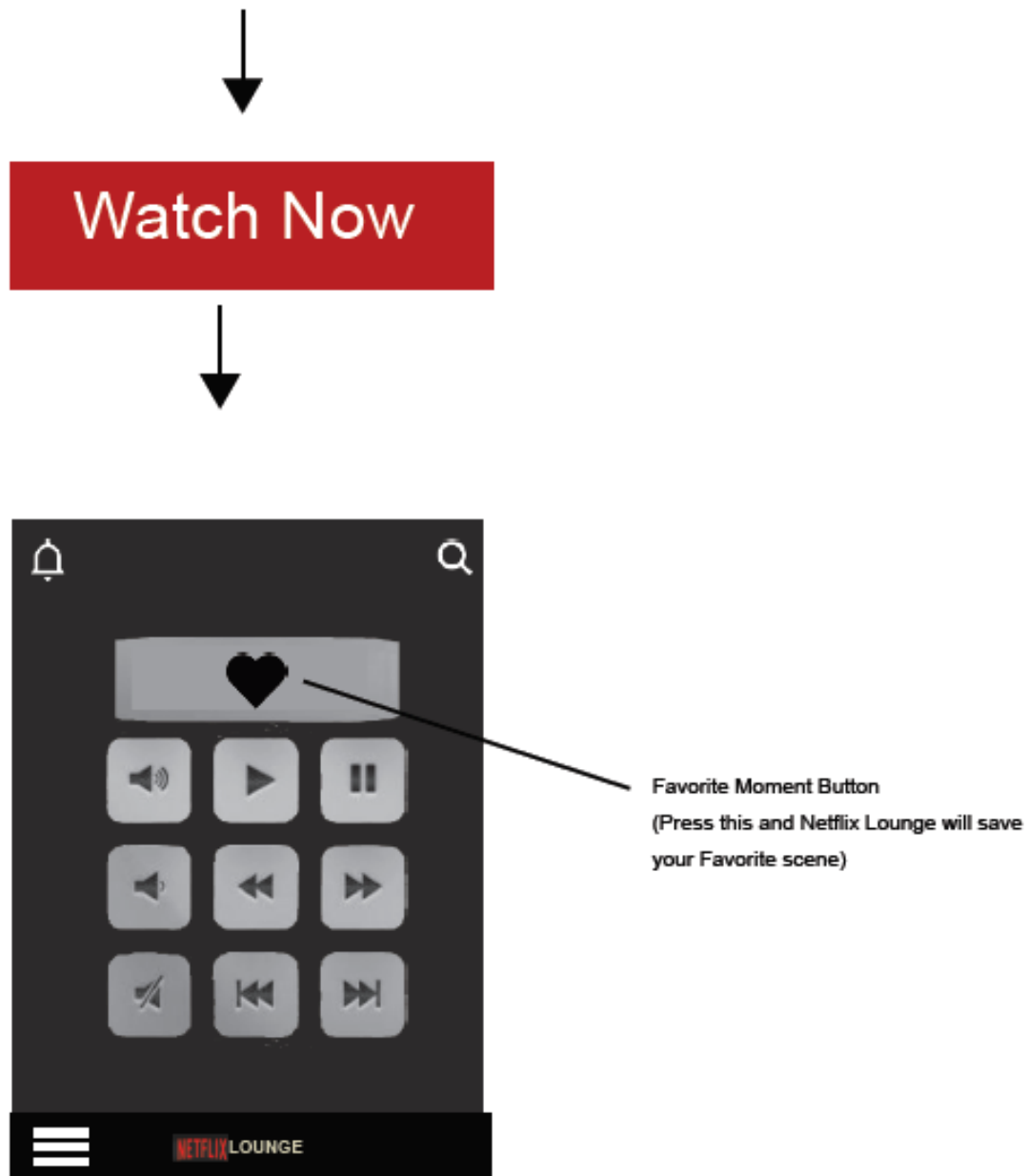
Figure 10: Rate It, part 5

After launching Netflix on a paired smart TV, the app becomes a remote control which features a favorite moment button. By pressing this button during video playback, the user indicates that the current scene is her/his favorite. Title metadata stored on Netflix's servers already have the scene information (beginning, end, title, etc.). Users are now able to jump directly to this scene at any future viewing.

WATCH IT

If users select "Watch It" from the main screen, they are asked a series of questions to determine their mood and viewing preferences.

The question screens will not always display in the same order. This random element is part of the fun experience of Netflix Lounge.

Figures 11-13 show these randomly displayed selection screens.

Figure 11: Watch It, part 1

Choose the icon that describes how you feel?

Easy to please	Like being scared	Stoned
Amped up	Tired	Silly
Serious	Happy	Like busting a gut

NETFLIX LOUNGE

Which word describes best how you are feeling?

Nostalgic
Adventurous
Hurt
Annoyed
Sleepy
Awake
Optimistic
Lazy
Antsy
Happy

NETFLIX LOUNGE
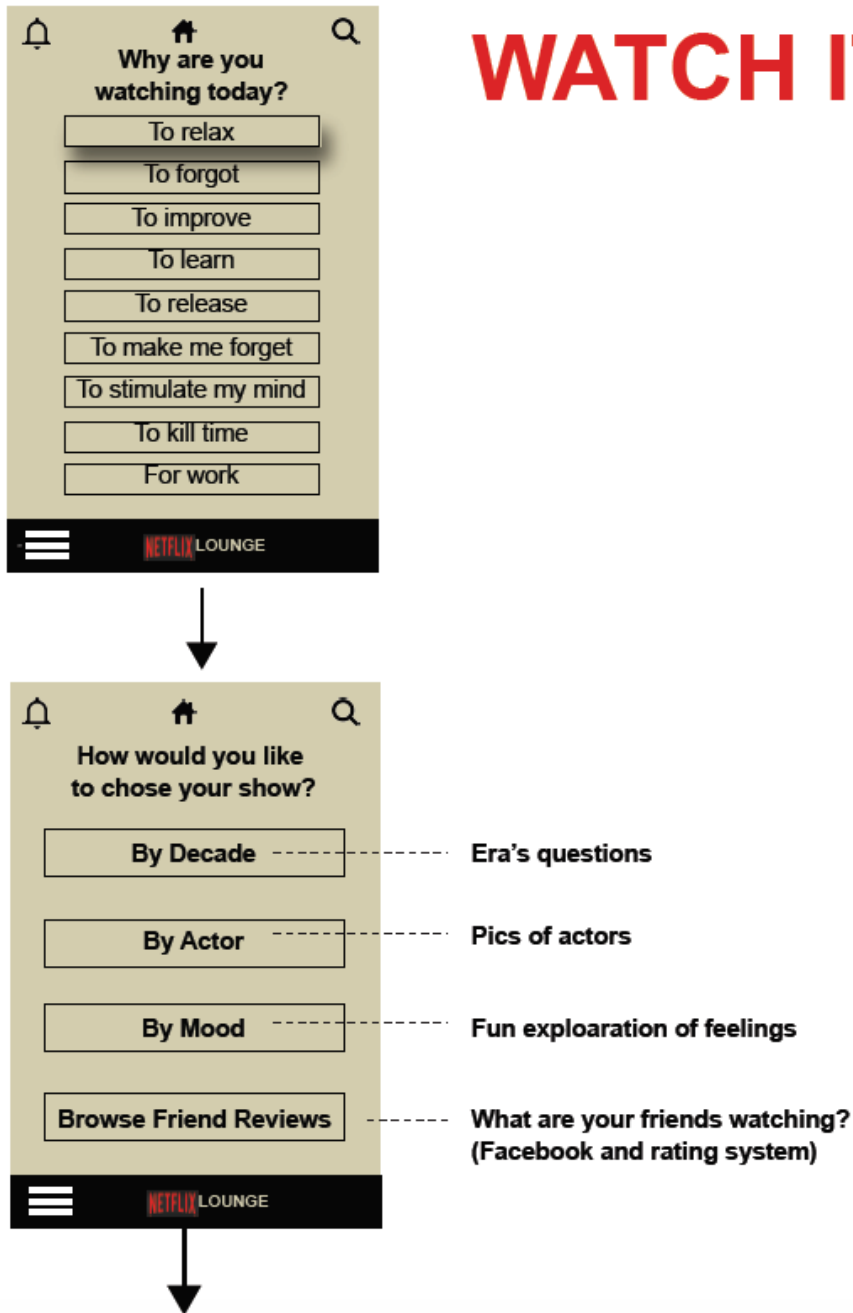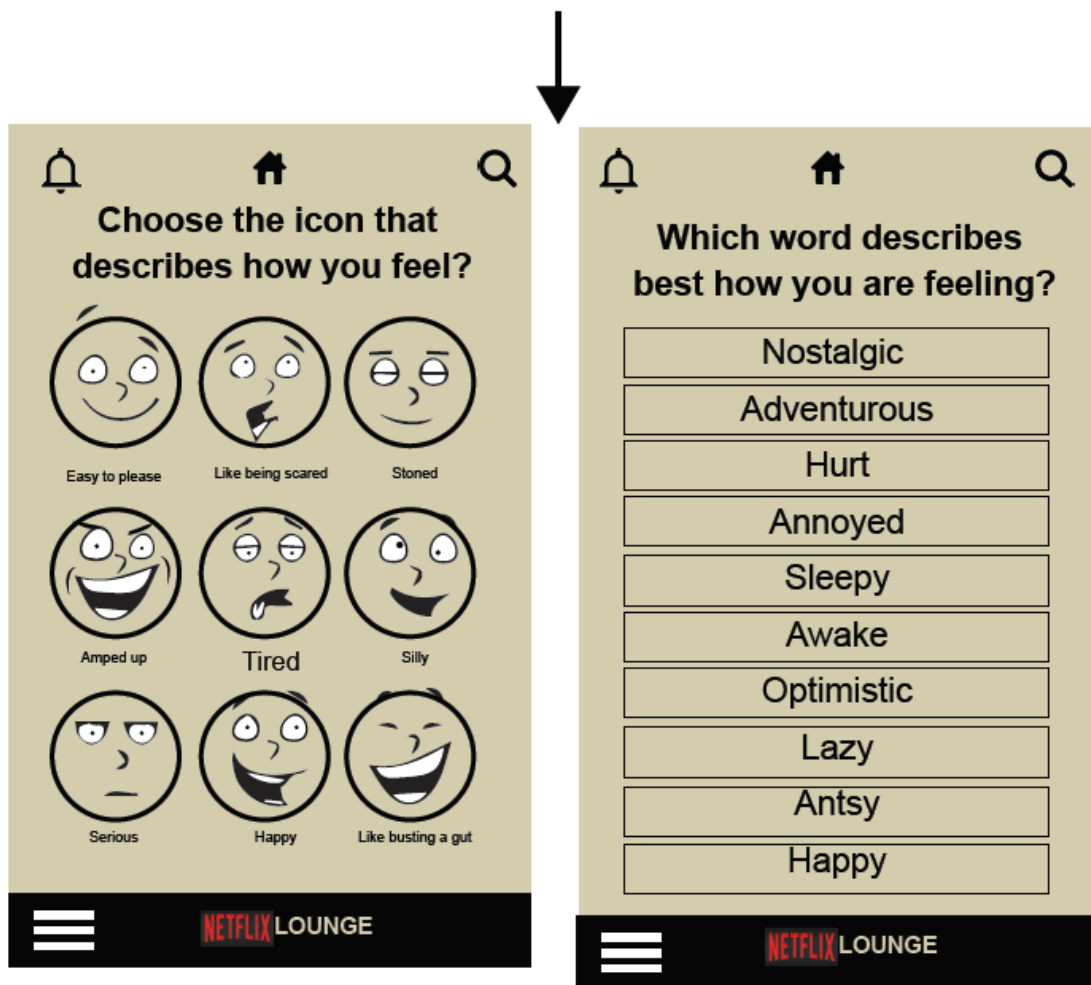
Type of screen chosen at random

Figure 12: Watch It, part 2

A

B
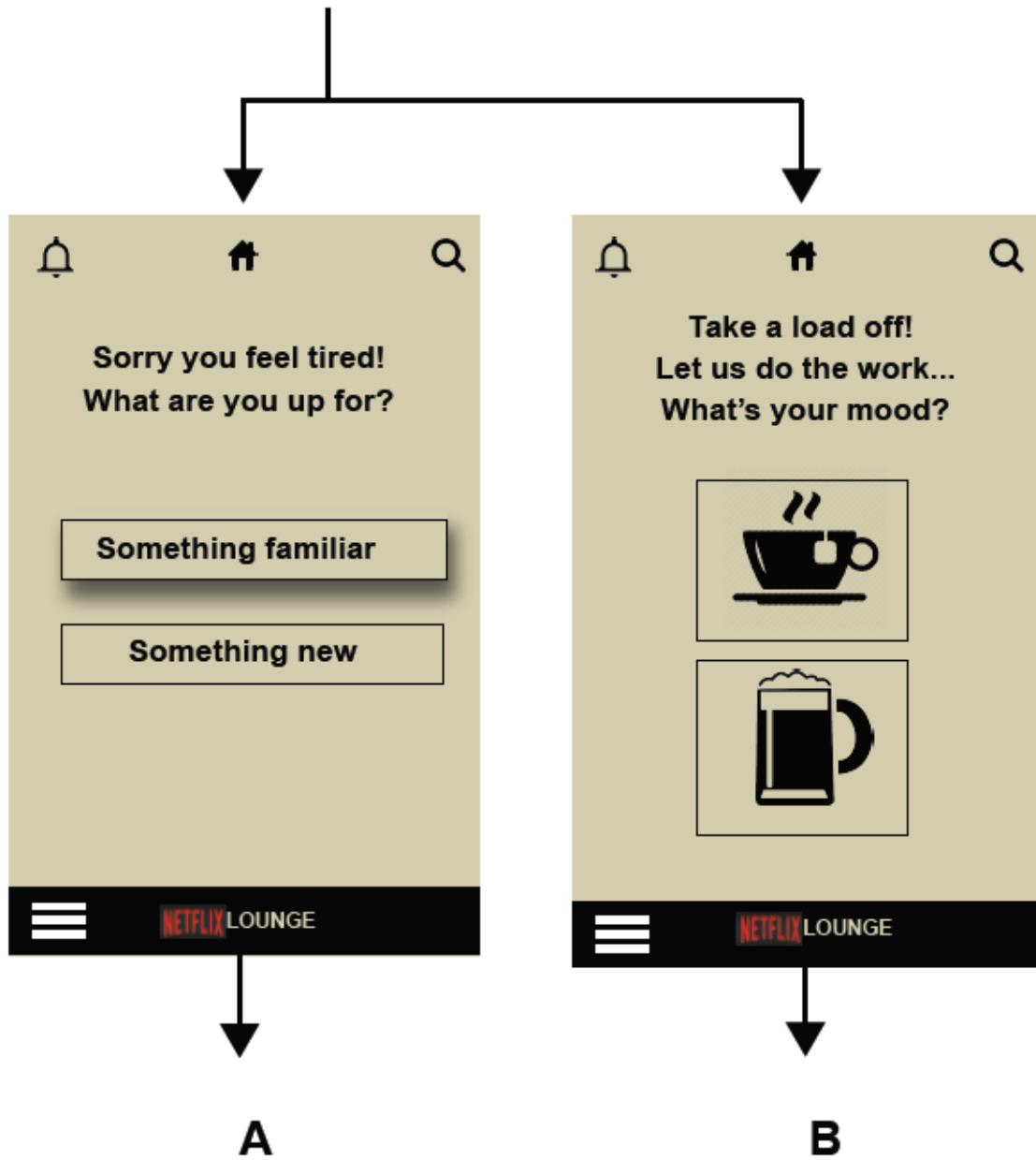
Type of screen chosen at random

Figure 13: Watch It, part 3
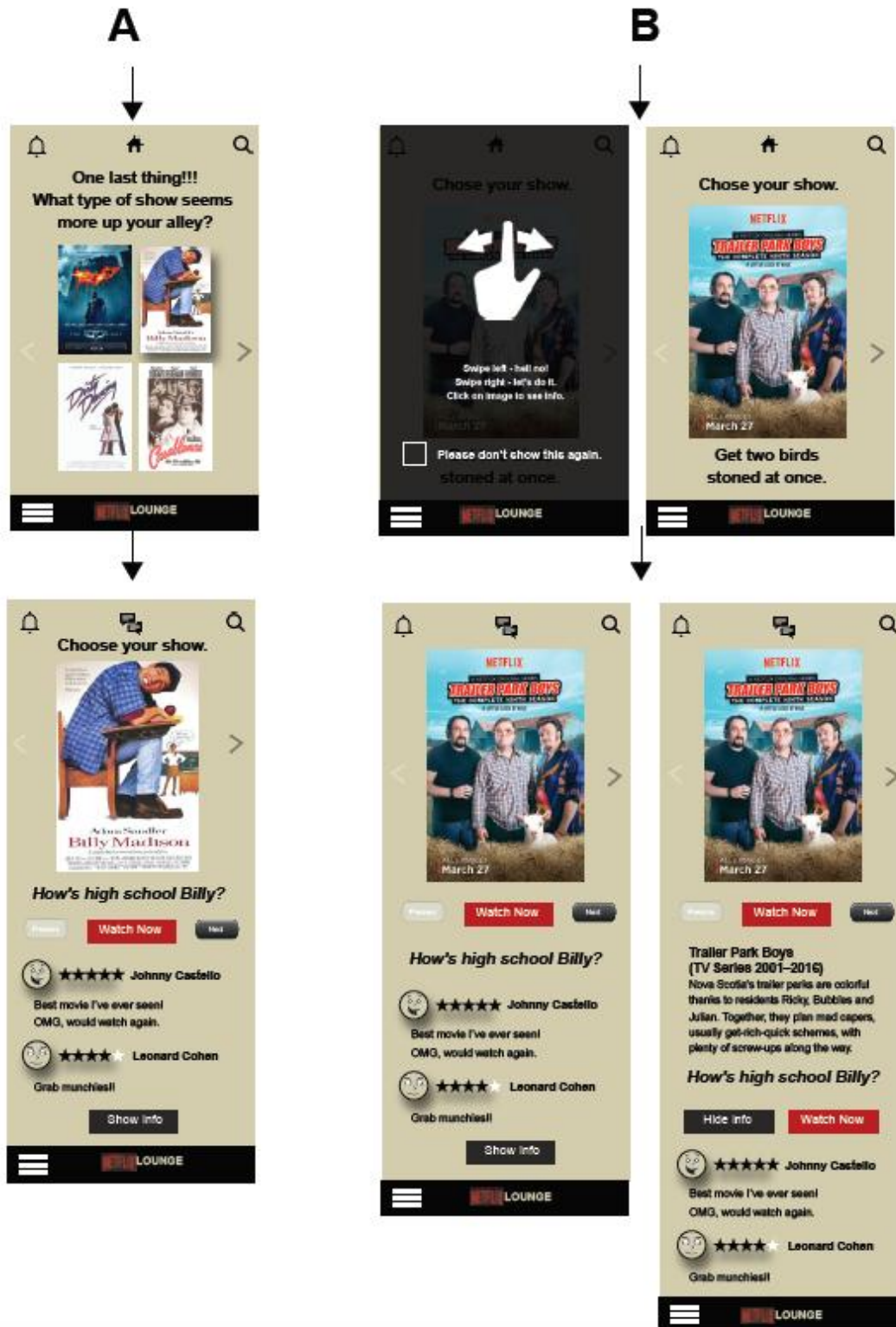
Figure 14: Watch It, part 4

Figure 14 shows a title selection process identical to that described in figures 8 and 9.

WATCH IT

Why are you watching today?

- To relax
- To forgot
- To improve
- To learn
- To release
- To make me forget
- To stimulate my mind
- To kill time
- For work

NETFLIX LOUNGE

How would you like to chose your show?

- By Decade
- By Actor
- By Mood
- Browse Friend Reviews

NETFLIX LOUNGE

What era do you prefer?

1970s

NETFLIX LOUNGE

Chose your genre.

JAWS

TAXI DRIVER

NETFLIX LOUNGE

Ready for a scare? Chose your show.

JAWS

"We're going to need a bigger boat!"

NETFLIX LOUNGE

Enjoy easy viewing!

Shown here is the film selection process by decade and genre.

Once a user selects a title, s/he may begin viewing it.

Figure 15: Watch It, part 5

The Research Process

Business Model

The initial vision for this app was a movie finding and rating app. The initial business model mind map is shown in the appendix. After conducting interviews and surveys, and examining our data, the initial idea changed into the now finished Netflix Lounge.

User Interviews

We conducted six user interviews and during the initial days of the project. The results of our interviews were then transformed into mind maps. Our survey questions and mind maps can be found in the appendix.

The results of the interviews revealed that our initial idea was not as marketable as we had thought. Most of our interview subjects watched movies at home on disc or streaming service. While they were willing to comment on facebook, they were not interested in going to special review sites.

A fact later supported in our survey data is that friends and word-of-mouth were the strongest drivers for seeing a movie.
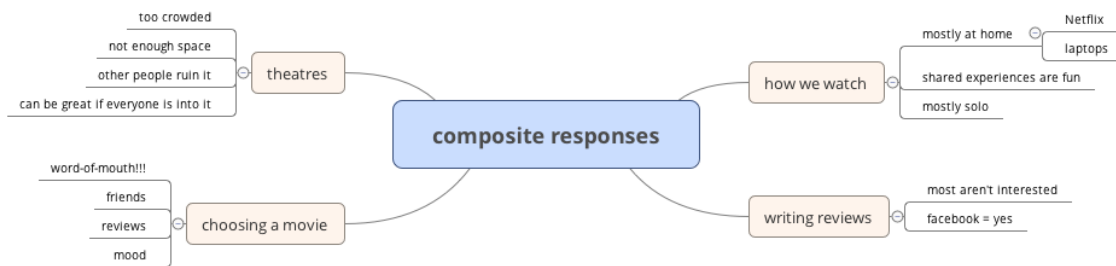
Figure 16: interview mind map

Survey

We also conducted a paper-based survey of ten individuals of different ages, genders, and ethnic backgrounds. The survey results can be seen in the appendix.

What we learned from our survey is that there is a high percentage of repeat viewers (30% of respondents engage in repeat viewings more than 50% while another 30% watch between 30-40% repeat viewings) and that their reasons ranged from comfort to annual tradition. Furthermore, genre was the reason most often cited for selecting a movie (50% of respondents selected this as their main criteria). The story and word-of-mouth were the other two factors most likely to determine someone's movie selection. Lastly, Netflix and theatres were the most common ways of watching movies.

At this point in our research, we began considering changing our product into a Netflix add-on. Since genre, repeat viewings, and word-of-mouth rank so highly, an app that connects a user's social network to a recommendation-focused database should have a large appeal.

Personas

From the research we gathered in our interviews and survey, we created four personas. These personas were then used in the creation of our customer journey map and as a reminder of our user needs throughout development. The personas can be seen in the appendix.

Customer Journey Map

Figure 17

Discovery
- user see an ad in the preview at a movie theatre for or app
- user downloads app and begins reading reviews
   - user now gets better recommendations and begins finding new titles in theatres and on video

Engagement
- User sees a review for a new release and decides to watch it
   - user now makes better decisions with movie watching time

Participation
- User begins to write reviews of recently seen movies and theatre experiences
- User connects to social network and shares reviews

Reward
- User receives better recommendations based on reviews

Our business model soon changed once we began developing our app and getting user feedback, but this reflects the early development and intended use of the app.

The Design Process

Wireframe Version 1

Our first wireframe design consisted of a couple of hand-drawn site maps and thumbnail sketches of eight screens.
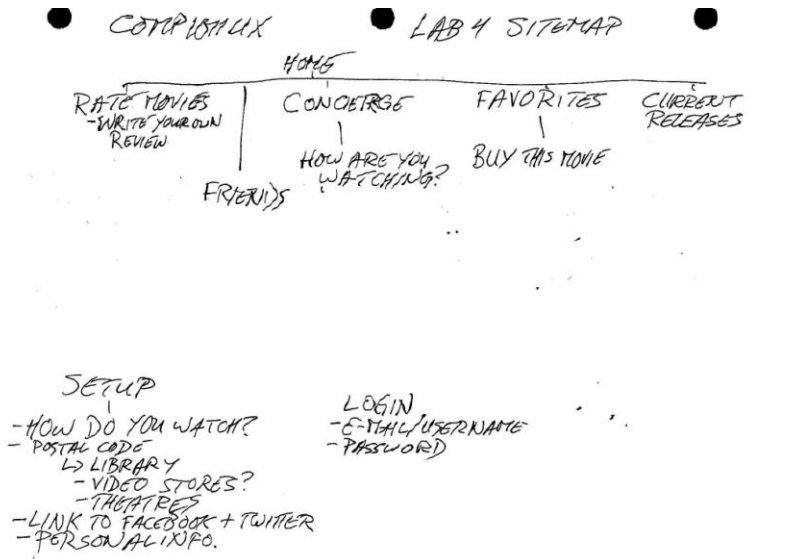
Figure 18: first site map
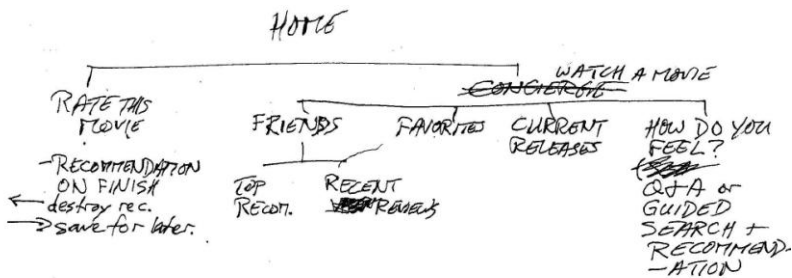
Figure 19: site map 2
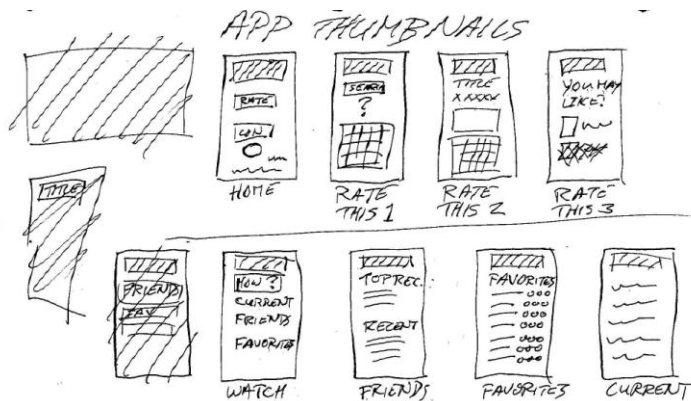
Figure 20: wireframe 1

Wireframe Version 2

Between our first and second wireframe prototype, we reconsidered our business model and concluded that a Netflix add-on app was a more interesting, engaging, and useful approach.

Figure 21: wireframe 2
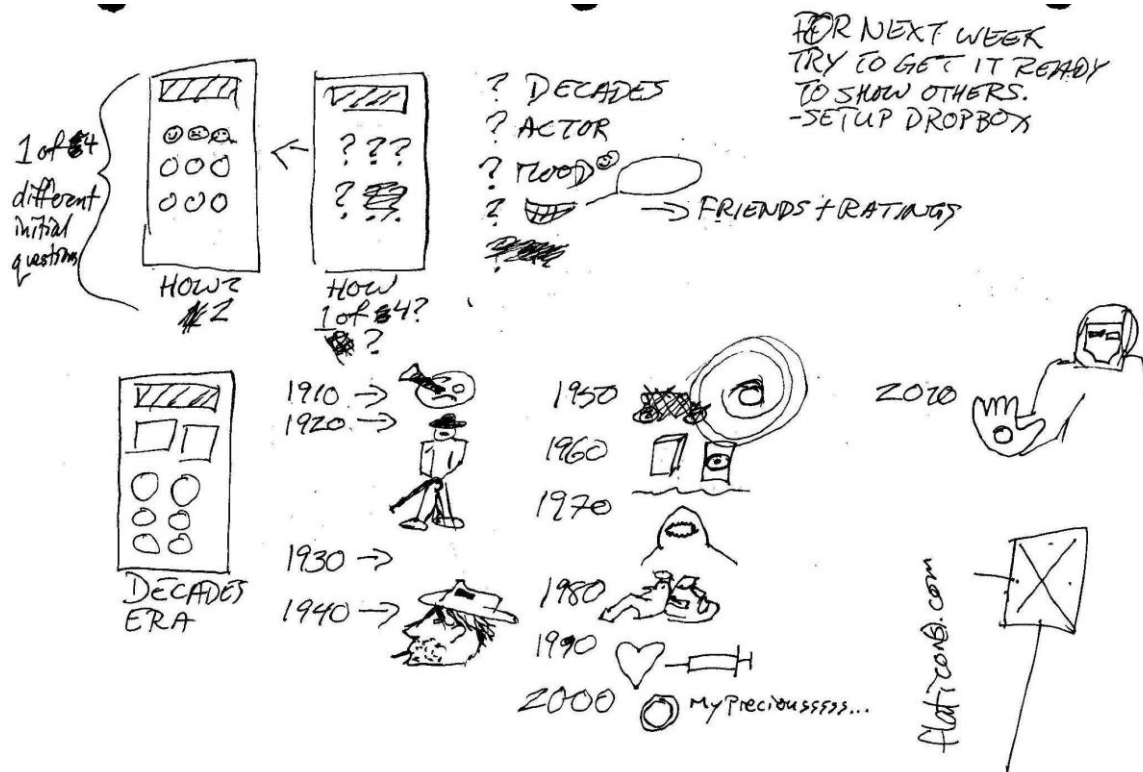
The second version of our app already included mood-based selection screens (one with emoticons and one with text) and selection by decade, actor, mood, and friend's ratings. We also adopted a graphical interface for the decade selection screens. While these screens changed slightly with each version, we kept the basic design of wireframe 2 through our final version.

Since our newly repurposed app was now a Netflix add-on, we were able to do away with the setup screen from the first wireframe. It is assumed that users would have at least a Netflix account and probably a facebook account as well. Users can simply login using one of those accounts and all of their user metadata (name, age, location, etc.) can be imported from either or both of those accounts.

Wireframe Version 3

How do you feel?	What color describes your mood?	Why are you watching today?	Which word describes best how you are feeling?
		To relax	Nostalgic
		To forgot	Adventurous
		To improve	Hurt
		To learn	Annoyed
		To release	Sleepy
		To make me forget	Awake
		To stimulate my mind	Optimistic
		To kill time	Lazy
		For work	Antsy

Figure 22: wireframe 3, early emoticons

We quickly progressed to a digital prototype and developed our first set of emoticons. The text screens continued and emoticons have survived in recognizable form; however, the color-mood selection screen was eventually abandoned after user testing. Users and developers were unable to consistently match colors to moods.

Color selection for the background was also criticized by early users, who found it bright and off-putting.

Users wanted feedback at each point to be sure of their action before progressing to the next screen. As a result of this feedback, we included a 3D effect with drop-shadow to highlight the user's choice.

Wireframe Version 4
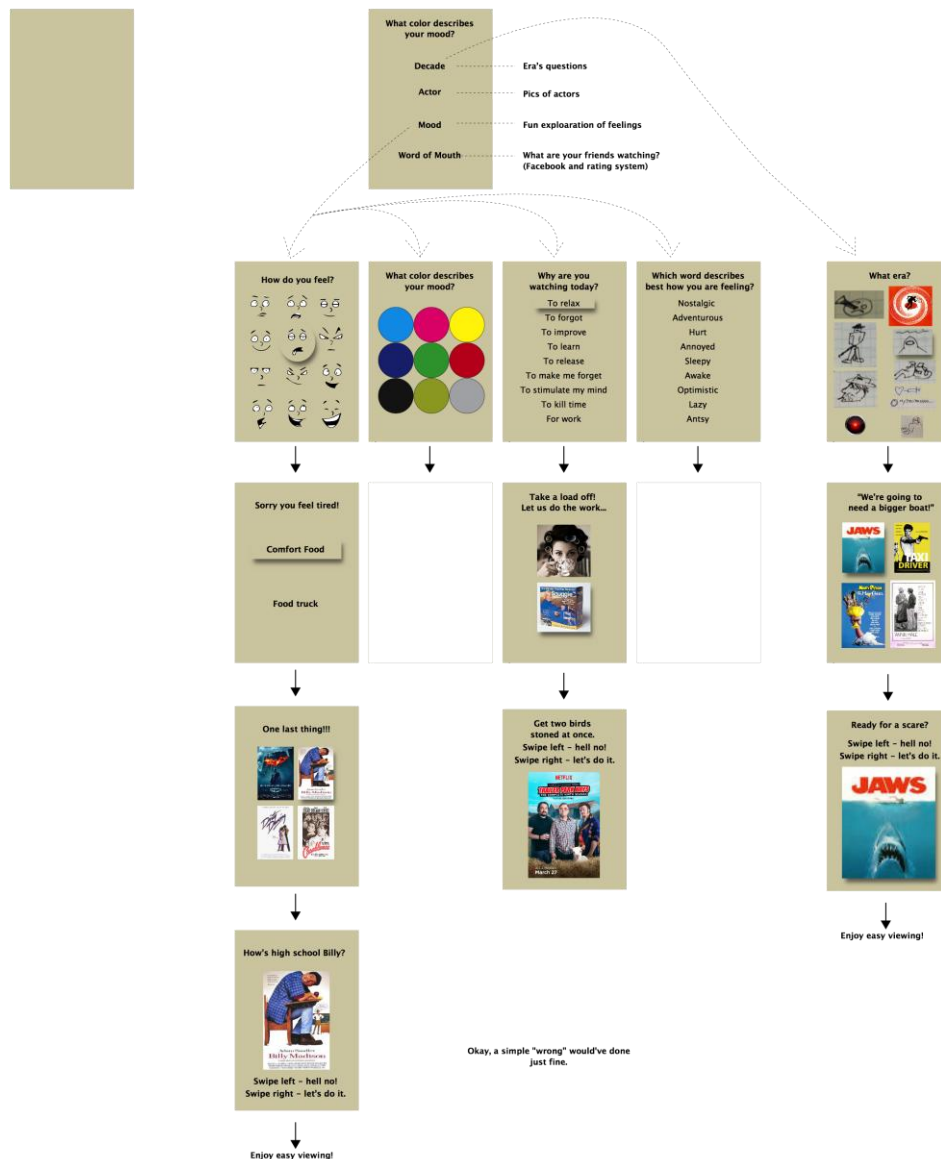
Figure 23: wireframe 4

Wireframe version 4 now had a structure resembling our site map and the final version of the app. The background color was changed to a more subtle beige and user selections could now be seen clearly.

The swiping left or right system was part of our design at this stage of development; however, this was neither apparent nor intuitive for users. The main point to come out of our user testing at this stage was the need for explicit navigation controls and some sort of tutorial for the swipe system. These recommendations were included in version 5.

Wireframe Version 5
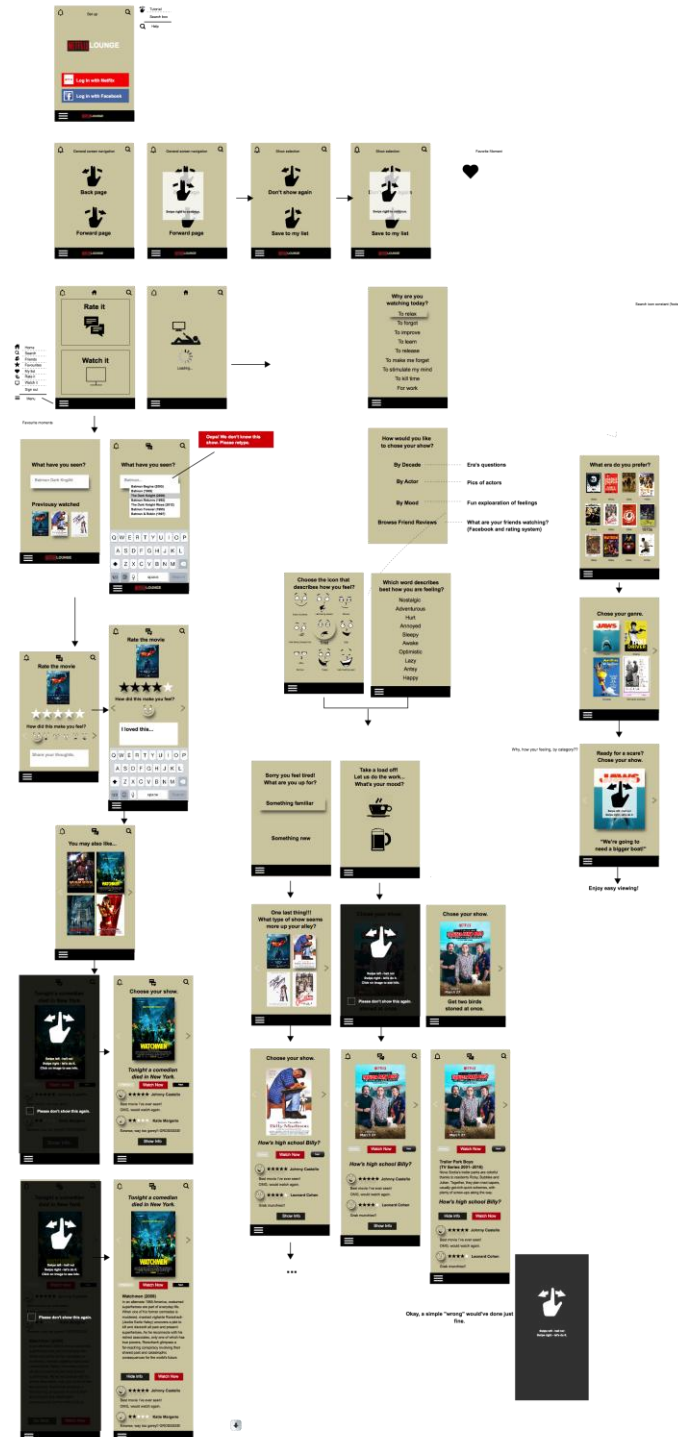
By version 5 of our app, we had worked out the flow and had all of the screens.

We added a tutorial to the beginning of the app so users could understand and practice our finger swipe navigation system. User wanted the ability to do get rid of the tutorial after their first use, but reopen it if they needed a refresher. To this end, we added a layer over the tutorial screens with an option box allowing users to not see the tutorial at startup. A similar feature further along in the app already existed, so this was easy to duplicate for the tutorial section.

Further feedback suggested that we should make the tutorial overlays with smooth gradients and a fade in/out effect. This has been incorporated into our design.

Some users still wanted visible navigation buttons or indicators on screen, so arrows along the side and buttons at the bottom of the screen were added to this version.

Users responded well to our emoticons, but expressed some difficulty determining the exact emotion depicted by each. So text was added beneath each emoticon in this version.

Figure 24: wireframe 5

Wireframe Version 6

When users tested our fifth wireframe version, two points stood out. First, users wanted the buttons to be better defined. To accomplish this, we added a black border around each button (see figures 11- 13).

A request that came up at this stage was for some sort of feature that would allow users to indicate their favorite scene either when watching or reviewing a title. The remote control with the heart button for favorite scene was our response (figure 10).

Some of our emoticons still gave users difficulty or the user could not find a suitable emoticon. This led to a small revision of the emoticons for our final version.

A transcript of one of our user testing sessions has been included in the appendix.

Figure 25: wireframe 6

Appendix

Business Model

We can also sell this data to movie movie studios.

It collects viewer opinions and ratings of movies, then based on this data, it can recommend new movies or suggest which movie in a selection will be more appealing to the user.

We provide more accurate suggestions than our competitors and we optimise user's time and money regarding their movie-watching experience.

An app for movie-lovers.

WHAT DO YOU DO?

Survey questions and interviews

HOW DO YOU INTERACT?

Download mobile app and/or website.
Advertise before movies in theatres

HOW DO YOU REACH THEM?

Movie viewers.
Movie theatres.
Movie production companies.

WHO DO YOU HELP?

MOVIE APP

WHO WILL YOU HELP?

Key Partners: movie viewers, theatres, production companies.

WHAT DO YOU NEED?

Key Resources: programmers and hardware.

HOW DO YOU DO IT?

Key Activities:
movie review app
relationships with movie theatres for advertising
advertising for upcoming movies

HOW MUCH WILL IT COST?

High development cost.
High Maintenance cost.
Minimal advertising cost.

HOW MUCH WILL YOU MAKE?

App is free.
Ad revenue and data mining.
Seek venture capital from the industry.
Ad revenue will be crucial at first while we collect data.
Once we have a lot of data collected, the sale of data will be more important.

Our initial business model does not reflect the final product.

Interview Questions with Responses

Color Key
Subject 1
Subject 2
Subject 3
Subject 4
Subject 5
Subject 6

1. **Can you describe the last time you watched a movie.**
Purpose: How is the subject watching a movie (i.e. theatre, TV, streaming service, etc.)?

Even on Netflix? I was disappointed in the character development and expected more from the plot. The actors were really hot.
Do you normally watch movies on Netflix? Yes.
How often do you go to the theatre? Once a month, if possible.

Flying home yesterday.
Which ones?
I can't remember. American Sniper.

Watched a blu-ray at home last night with friends while watching and taking notes/pausing for discussion – we were doing so for research.

Last weekend I watch a cheesy movies on the Women's network. It was not really because I was interested in the movies, more because I wanted something light to watch.

I saw a documentary yesterday.
I saw it online, on my laptop.

Watched a movie alone on Netflix.

2. **Could you describe a good and a bad movie-going experience that you had in a theatre?**
Purpose: How can we aim to improve the movie-going experience with recommendations?

Good: where I'm completely engrossed in the film and forget the environment.
Bad: someone's kicking the back of my chair, making noise or the story is boring enough for me to notice continuity errors and bad costumes.

Good: I haven't been to a theatre in a long time. Nice comfortable theatres, one of those 3D ones. Scotiabank AVX. Comfy chairs and leg room.
Bad: just related to other people at the theatre. Theatres that are too small and cramped suck.

The movie theatre is chaotic anytime people are using phones, talking or not respecting others viewing experiences. Excessive talking will ruin any movie.

Conversely, any time people are engaged in the same experience (cheering, clapping, emoting) the movie is elevated to a shared awesome time. That's why comedies rule!

I don't often go to the movies so I have had very few bad experiences since I go to the movie theatre once every couple of years.

I really need to love the movie to go see it.

Overall, I usually have a positive experience in a theatre.
The only thing that bothers me is lack of room for bags and jackets.
It would be nice to have a service where I could leave my stuff and just enjoy the movie.

Bad experience: Had a drink spilled on him by a clumsy patron.
Good experience: Watched a movie on the first day of its release in a theatre filled with hardcore fans. The passion of the fans contributed to a great atmosphere with a lot of cheering.

3. **Can you describe the process you use to choose a movie.**
If appropriate, follow up with: Did you read any reviews before going to the movie?
Purpose: Is the subject affected by reviews and recommendations?

Based on cast, subject matter. No, I don't read any reviews at all. Sometimes I don't even know what the movie is about.

I was scrolling through looking for mellow stuff.
It's usually just the picture that they put up and the story.
Just the reviews – quick synopsis. I never really read formal reviews.

I have a list of things I work through. Reviews are helpful when undecided but ultimately, I rely more on friends word-of-mouth.

My sister, who is a huge movie-goer, usually recommends movies to me. She looks at reviews and researches movies before we go see them. We select movies carefully.

Usually read reviews but I collect recommendations from friends. It's 50/50.
Watching trailers is also a significant contribution.

Typically starts by asking friends for recommendations if unable to think of anything intriguing.

4. **Have you ever written a review of a movie, product or experience on the internet?**
Purpose: What is the likelihood of the subject writing a review with our app?

Yes, a review of Gravity on my blog. Sometimes on my blog.
Would you be willing to write reviews on something like YELP? Yes.

Nope.

Hah! That was my old job! People love tracking their love/hate for things, but are usually more concerned with a #score than the written bulk of the review.

I have never written a movie review but I have written a product review on Etsy. I have only written positive reviews on products that I want the maker to know that I love it.

Share my reviews on facebook, exposing it to a wider group of people. I think it covers more people – especially friends, rather than writing a review on specific review websites.

No.

5.   Describe what you do while waiting for a movie to begin in the theatre?
Purpose: Will the subject see our advertisement? Does the subject use a smartphone?

I'm very respectful, I don't look at my cell phone and I play those trivia games. And I watch the previews, too.

Eat my popcorn and enjoy the previews.
Do you play any of the games they have in the theatre? I don't play those games.

Usually chat/look at the internet on my phone.
Anything to kill time.
I'm often late/barely on time so this is just the best case scenario.

I usually sit back with a bag of candy and watch the ads till the movie starts.

I take my time to sit and relax if I have time.
Not a big fan of commercials, but have no choice.
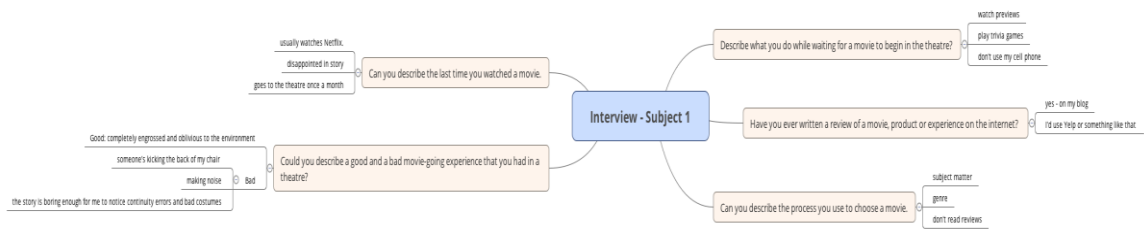
Talks to friends.
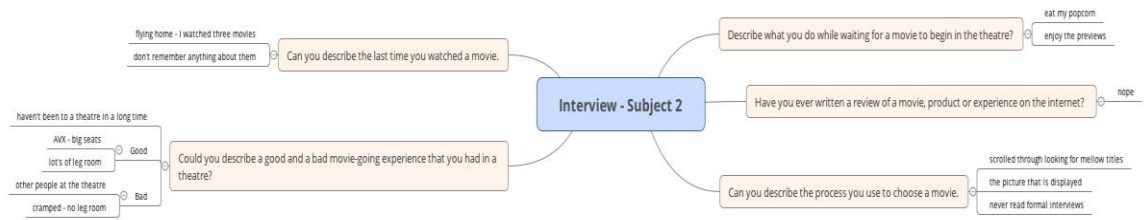
Mind Maps

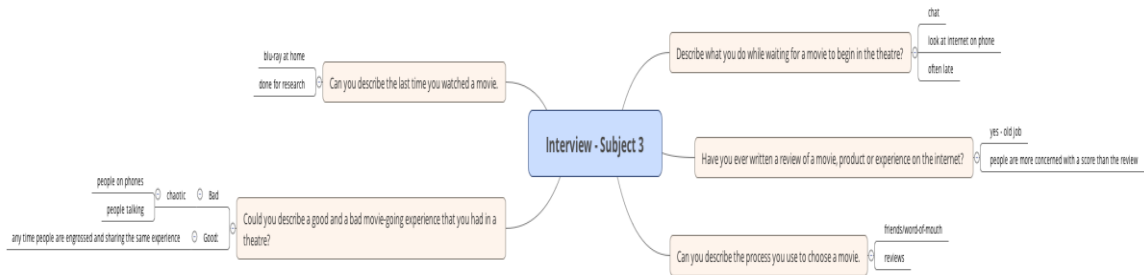**Figure 26: subject 1**
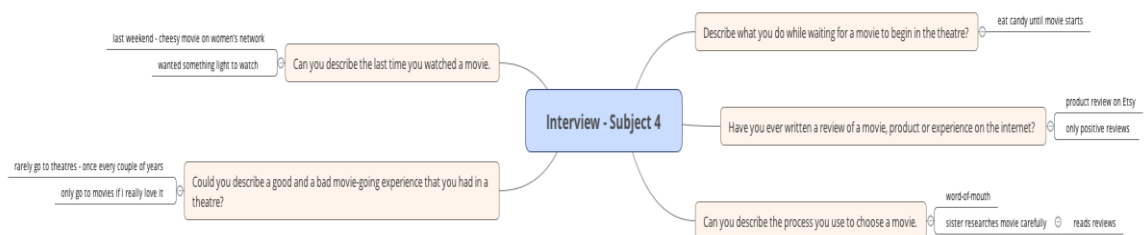

Figure 27: subject 2

Figure 28: subject 3

Figure 29: subject 4

Figure 30: subject 5

The mind map for Interview - Subject 5 contains:
- Can you describe the last time you watched a movie.
  - documentary
  - watched on laptop
- Could you describe a good and a bad movie-going experience that you had in a theatre?
  - Bad
    - usually positive
    - lack of room for bags and jackets
- Describe what you do while waiting for a movie to begin in the theatre?
  - sit and relax
  - don't like commercials
- Have you ever written a review of a movie, product or experience on the internet?
  - usually share reviews on facebook
  - facebook reaches the most people
- Can you describe the process you use to choose a movie.
  - reviews
  - friends/word-of-mouth
  - trailers

Figure 31: subject 6

The mind map for Interview - Subject 6 contains:
- Can you describe the last time you watched a movie.
  - watched alone on Netflix
- Could you describe a good and a bad movie-going experience that you had in a theatre?
  - Bad — drink spilled on him
  - Good — premiere with hard core fans
- Describe what you do while waiting for a movie to begin in the theatre?
  - Talks to friends
- Have you ever written a review of a movie, product or experience on the internet?
  - No
- Can you describe the process you use to choose a movie.
  - friends/word-of-mouth
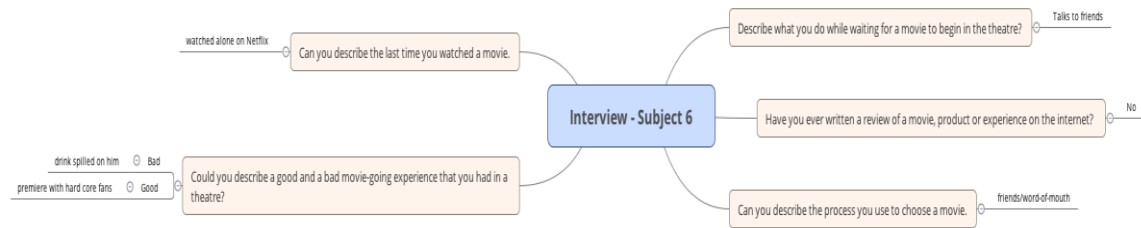
Survey Questions

1.   **How often do you watch movies?**

☐   daily
☐   2 – 3 times a week
☐   once a week
☐   1 – 3 times a month
☐   less than once a month

2.   **How do you watch movies? Check all that apply.**

☐   Netflix   ☐   pay-per-view
☐   theatres   ☐   cable/over-air broadcast
☐   DVD purchase/rental   ☐   other (please specify)
☐   iTunes purchase/rental   _____
☐   Showmi

3.   **How important are the following considerations to you when choosing a movie? Rank the following with 1 = very important, 12 = unimportant**

___ genre (comedy/romance/sci-fi/fantasy/horror/historical drama/adventure/action/musical/animation)
___ cast
___ director
___ story or subject matter
___ special effects
___ music

____ word-of-mouth or personal recommendation
__ cultural significance/hype
___ source material (book, re-make, play, etc.)
___ country of origin (foreign films)
___ your mood at the time (happy, sad, bored, etc.)
___ marketing (trailers, etc.)

4.   **What percentage of the movies you watch are repeat viewings?**

☐   0%   ☐   40%   ☐   80%
☐   10%   ☐   50%   ☐   90%
☐   20%   ☐   60%   ☐   100%
☐   30%   ☐   70%

Please explain your reasons for repeat viewings.

_____

_____

5. **Why do you watch movies? Check all that apply.**

☐	Education	☐	professional reasons
☐	emotional release	☐	relaxation
☐	escapism	☐	relive an experience
☐	intellectual stimulation	☐	self-improvement
☐	pass the time		

6. **What was your level of satisfaction with the last movie you saw in a theatre?**

☐ disgusted
☐ very unhappy
☐ disappointed
☐ satisfied
☐ happy
☐ loved it
☐ will see it again

7. **How likely are you to rate a movie you have just watched?**

☐ not likely
☐ likely
☐ very likely

8. **Would you be willing to anonymously share your reviews with third parties?**

Yes / No

9. **Arethere any other considerations for choosing a movie to watch that we have not mentioned?**

_____

_____

_____

_____

Survey Results

Lab2 Survey Results															
1. How often do you watch movies?															
				Number of responses											
daily				1											
2 – 3 times a week				5											
once a week				2											
1 – 3 times a month				1											
less than once a month				1											
Total number of responses		10													
2. How do you watch movies? Check all that apply.															
				Number of responses											
Netflix				8											
theatres				8											
DVD purchase/rental				7											
iTunes purchase/rental				2											
Showmi				0											
pay-per-view				0											
cable/over-air broadcast				3											
other (please specify) _____				3											

Total number of responses	10											

3. How important are the following considerations to you when choosing a movie? Rank the following with 1 = very important, 12 = unimportant

	1	2	3	4	5	6	7	8	9	10	11	12
genre (comedy/romance/sci-fi/fantasy/horror/historical drama/adventure/action/musical/animation)	5	1	1	2								
cast	1	2	1	2		2			1			1
director	1	1			1	2	2			1		1
story or subject matter	2		4	3								
special effects					1	1	1		2	1	2	1
music		2			1		1		1	1	2	2
word-of-mouth or personal recommendation		2	1	1	3			2				
cultural significance/hype					3			1	1	2	1	1
source material (book, re-make, play, etc.)			2		2	2			1			2
country of origin (foreign films)		1							1			7
your mood at the time (happy, sad, bored, etc.)	1	1		2	1		2	1			1	
marketing (trailers, etc.)							1	3	2			2
Total number of responses	9											

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4. What percentage of the movies you watch are repeat viewings?

	Number of responses
0%	0
10%	2
20%	2
30%	2
40%	1
50%	1
60%	1
70%	0
80%	0
90%	1
100%	0
Total number of responses	10

Please explain your reasons for repeat viewings.

Comfort.

I don't have to think.

I know I'll like it.

I watch my favorite movie every year.

5. Why do you watch movies? Check all that apply.

education		3
emotional release		5
escapism		4
intellectual stimulation		5
pass the time		2
professional reasons		1
relaxation		8
relive an experience		3
self-improvement		1

6. What was your level of satisfaction with the last movie you saw in a theatre?

disgusted		0
very unhappy		0
disappointed		1
satisfied		6
happy		0
loved it		1
will see it again		3
Total number of responses		10

7. How likely are you to rate a movie you have just watched?

not likely	6
likely	3
very likely	1
Total number of responses	10

8. Would you be willing to anonymously share your reviews with third parties?

Yes	5
No	4
Total number of responses	9

9. Are there any other considerations for choosing a movie to watch that we have not mentioned?

Movie rating (i.e. G / PG / PG-14 / R / X)	

Brenda

Age: 38 year
Occupation: Teacher
Marital status: Married
Overview: Mother of two

Persona

Characteristics

- Hardworking and career driven
- Family oriented
- Busy
- Uses and supports public institutions and participates in community organizations
- Tech-savvy
- Social when possible, hosts or goes out with friends at least once a week
- Ritual movie watcher
- Watches movies to unwind
- Usually satisfied, easy to please, laid back
- Likes to watch trailers

Needs

- Needs to know a movie is worth her time before committing
- Needs to know genre of movie for consideration when choosing a movie
- Wants to know availability of movie ahead of time when using a video store
- Needs to know rating when choosing which movies to see with kids vs watch with friends
- Like to know plot synopsis/story

Pain points

- Doesn't waste time on bad movies
- Doesn't always have time to commit to a night out to watch new movies
- Can be overwhelmed by options

Day in the Life

1. Brenda leaves work after a long day, she snacks on a homemade granola bar that she has in her purse, calls her husband to see how his day was, then calls the sitter to see if the kids made it home from school ok and asks her to help them with their homework.
2. Brenda texts her friend to tell her that she is on the way to meet her on-time as scheduled at the pub near the theater. Brenda is on foot.
3. She gets to the pub, hugs her friend and orders a glass of white wine.
4. Brenda checks her smart-phone to confirm the movie time.
5. Brenda and her friend split the bill and she uses credit card to pay.
6. Brenda and her friend make their way to the theater where they scan their per-purchased tickets on their smart-phones.
7. Brenda grabs a snack before entering the movie (popcorn no butter).
8. Brenda and her friend watch the movie. She's happy with her decision to go.
9. Brenda opens her app and rates the movie. She also writes a brief review.

"As a mother, I want to know the rating of movies ahead of time so I know what is appropriate for my children."

"As a busy person, sometimes I don't like watching something new because my time is limited and I'd rather watch a movie that I know is good then be dissatisfied."

"As an educator, I look for movies that are intellectually stimulating and involve issues that are important to me so for application in my professional life."

"As a video store patron, I look for older movies that I can't easily locate online so I can broaden my scope of movies."

"As a mobile phone user, I want to be able to get accurate and relevant recommendations with few obstacles so that I don't waste time and ensure that I enjoy my experience."

Derek

Age: 48 years old
Occupation: Accountant
Marital status: Married

Persona

Characteristics

- family oriented
- limited tech literacy
- lives in a lavish house
- likes to re-watch and analyze classic movies
- snobbish
- very regular movie-watcher
- music lover who plays the piano

Needs

- needs to know how well the movie is rated
- wants to be able to quickly find/watch old favourites
- likes to know details such actors/ directors/soundtrack composer

Pain points

- doesn't like wasting time on bad movies
- doesn't want to have to follow a complicated process to receive recommendations

Day in the Life

1. Upon waking, he heads downstairs to make breakfast for himself and his children.
2. He eats before taking transit to work.
3. On his lunch break, he reads an article about an old movie that he had seen.
3. After work, he heads to a pub with some coworkers and has a couple drinks.
4. He engages in a discussion about the movie he read about earlier with his coworkers.
5. He hops on transit again and returns home.
6. Still thinking about the movie and the conversation that he had, he decides to re-watch it.
7. Failing to find the movie on Netflix, he settles on another by the same director.

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Megan

Age: 27 years old
Occupation: Engineer
Marital status: Single

Persona

Characteristics

- tech–savvy and oriented
- uses social media extensively
- places great value in the opinions and suggestions of friends
- travels a lot
- busy
- has specific tastes without strong desires to branch out

Needs

- needs a way to read about and share opinions on movies with her friends
- needs to know the genre of the movie is one that she likes

Pain points

- doesn't like to go into a movie without knowing what to expect

Day in the Life

1. Wakes up late on a weekend, makes breakfast, and coffee.
2. Logs onto her computer and check Facebook to see what her friends are doing.
3. She browses the internet in search of movie and tech news.
4. Takes a break to grab lunch down the street.
5. After returning home, she goes back to her computer and resumes browsing/Facebook.
6. Noticing that one of her friends recommended a movie, she decides to look up more info about it.
7. After deciding that it's something she would probably be interested in, she looks into the movie's availability.
8. She finds the movie on Netflix and decides to watch it.

Persona

Steve

Age: 23 year old
Occupation: Truck Driver
Marital status: Single

Characteristics

- adventurous; tries everything once
- likes surprises
- easy to please; always finds the good side in everything
- hardworking
- lots of hobbies from climbing to reading literature
- watches movies to be exposed to something new and different
- lives modestly
- patient

Needs

- wants a wide variety of movies from different genres and directors
- needs a way to find movies without being told too many details (spoilers)

Pain points

- doesn't like re-watching movies

Day in the Life

1. He wakes up on a weekday and has his breakfast and coffee.
2. After breakfast, he heads to work.
3. After a long day at work, he drops by the store on his way home to buy groceries.
4. Upon returning home, he cooks dinner and sits down to eat.
5. After dinner, he reads a couple of chapters of a book he has been reading.
6. Deciding that he doesn't feel like reading further, he puts down the book and turns on the TV.
7. He sees a trailer for a new movie.
8. The trailer quickly catches his interest so he turns it off before the end and returns to his computer to look up movie times.
9. After finding the new viewing, he orders his ticket.

User Testing Transcript

Subject 1 (individual)

- Missed that he could click on the stars – should be bigger.
- Rating a movie
- After rating a movie, he isn't sure he would like to make a selection right away. Maybe a screen asking him what he'd like to do next.
- Instructions over movie image is harsh – use a gradient for the edges or reverse it: black background with transparent hand. Fade-in/out?
- Good colours – soothing and calm

Watching a movie
- We're missing an amped up mood for action, romantic mood
- Change "Nothing challenging" to "something familiar"
- "Why are you watching today?" tool is really good and wishes it were real
- should mood come before decade/actor, etc. Perhaps we should lead with "Why are you watching today?" – eventually decided on WAYW? Should be first
- add another stage: which way do you want to select your movie?
    - Why are you watching?
    - What's your mood?
    - Movie category

Subject 2 (group of 3 individuals)

Navigation process
- 1st choice – watch a movie
- choose by mood
- execute tired
- we're missing an information screen when you choose your movie
- when you finish watching a movie
    - "obviously, just click the stars."
    - Optional just click stars without writing a review
    - "Is there a reward for people who write rewards."
    - We should explain the purpose of writing reviews in the tutorial

- Navigation – can you give me tasks to do
  - Perhaps have a preview page explaining what this is
  - Have a "try me" message

Watch a movie
- The options (by decade) are not obvious – make them obvious buttons
- The arrows at the side of the screen are confusing
  - Maybe "next movie," "previous movie" and "watch now" buttons would help
    - Arrows could be removed

Rate it
- Netflix could just display the last movies you've watched below the search bar – keep the search bar for movies seen off netflix
- Make the stars bigger