

Heuristic Analysis



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Objective

To analyze the Showtime mobile and television application to understand if there are areas in the system which need improvement to enhance user experiences.

Table of Contents

- User Journey
- Current Scenario
- Usability Study
- Recommendations

Persona and User Flow

The background features a white area on the left and top, a red triangle in the top right corner, and a dark grey triangle in the bottom right corner. The text 'Persona and User Flow' is positioned in the white area.



Richard, 27

Investment Banking

MARRIED No
COMPANY Moígan Stanley
LOCATION New York, US

“A good comedy show is the best escape for a stressful week.”

Bio

Richard has been living in New York for 10 years since he started college. He is social and outgoing and makes time from his hectic schedule to hang out with his friends every weekend. He often throws viewing parties for sports, shows and movies, even game nights with his friends.

He's been using video streaming services since he was a college student. He finds that unwinding to a nice show at the end of a hectic day is a great stress buster.

He is a “comedy buff” and enjoys classics as well as dark humour. He loves to watch new releases in the comfort of his home and prefers to watch his favourite shows the same day they release.

Goals

- After a long week at work, unwind with a glass of whiskey and a favourite television show.
- Catch up on some light reading.
- Keeping his living space organised.
- Make time for his personal activities amidst all the workload.
- Keep his personal finances in check.

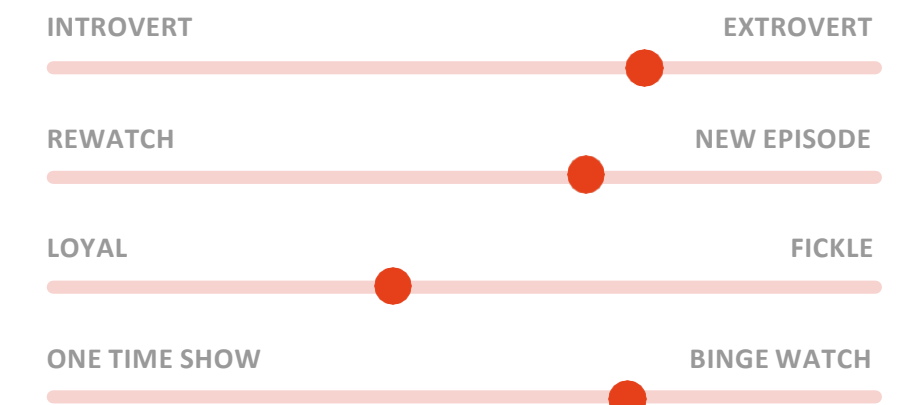
Frustrations

- Working overtime
- Plans being cancelled last minute.
- Wasting time due to indecisiveness.

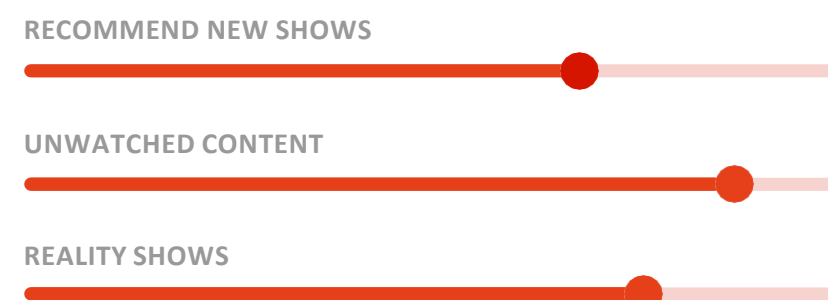
Needs

- Hangout with friends and spend quality time with them.
- Stay updated with the latest shows and movies.
- Being well informed about choices.

Personality



Motivations

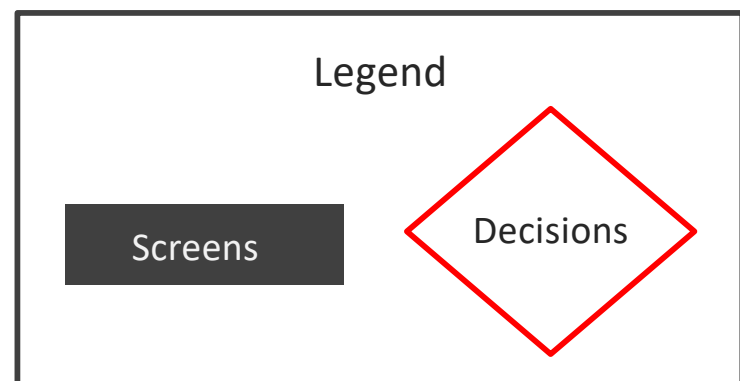
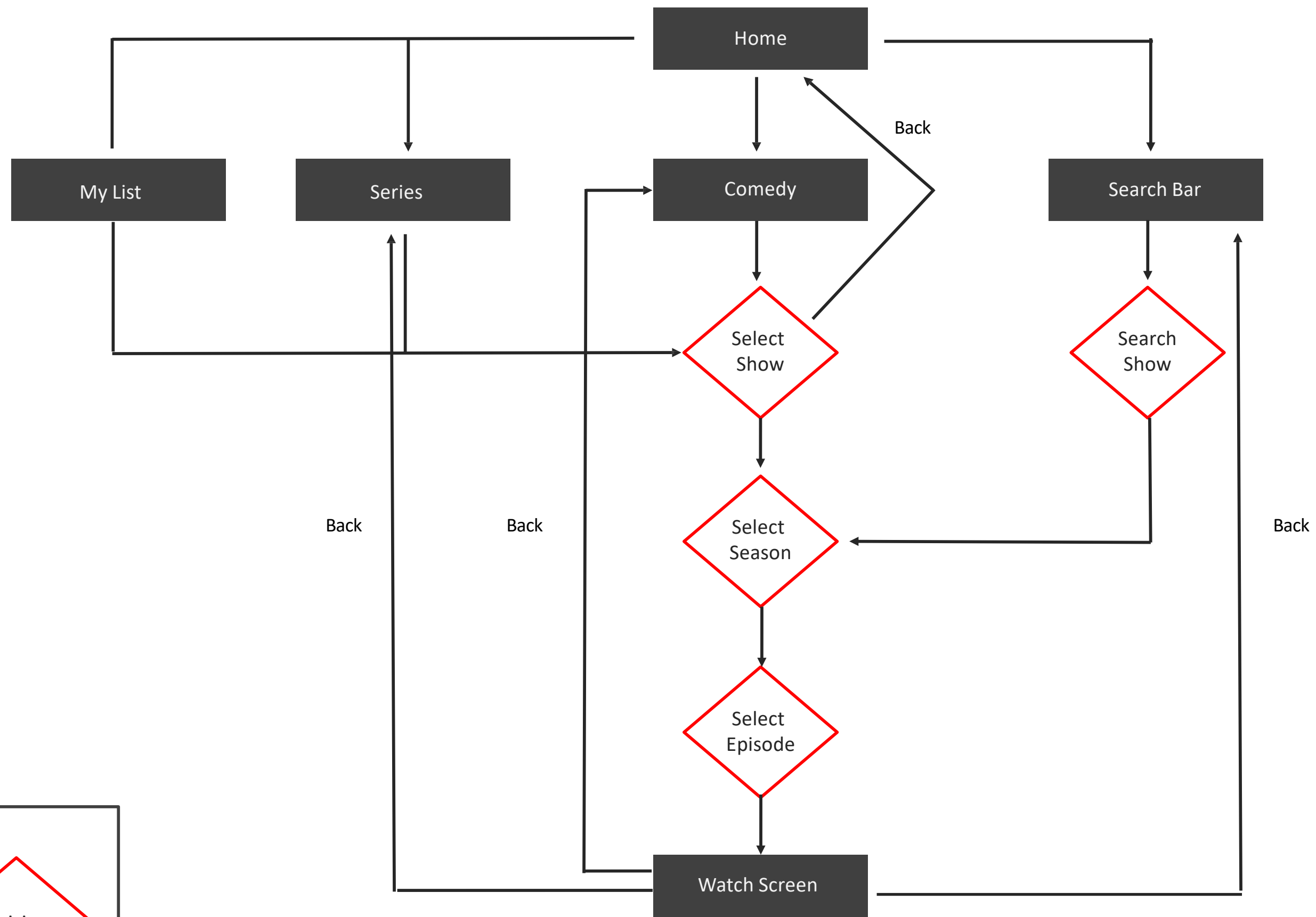


Technology



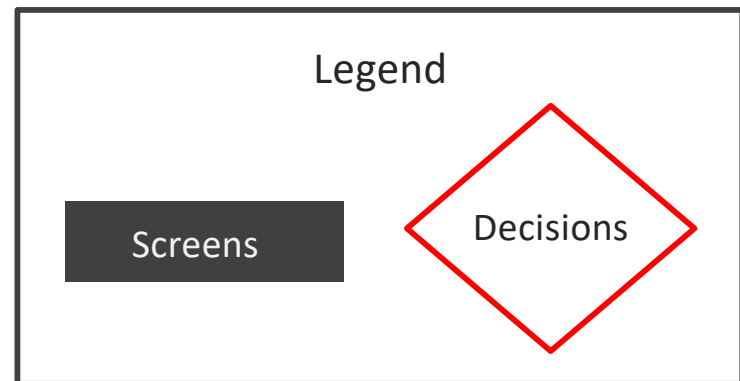
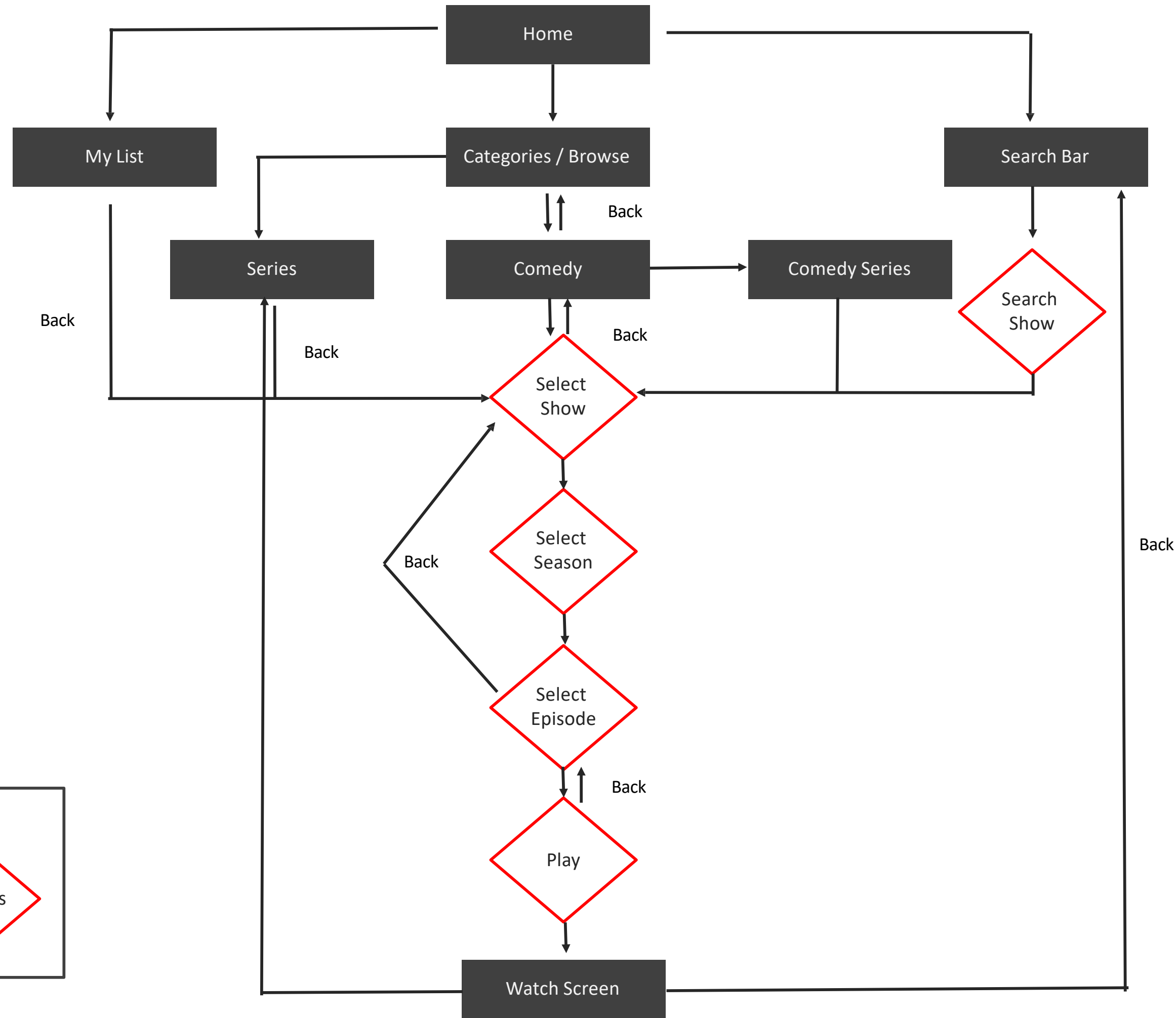


Richard wants to watch a comedy series (TV)



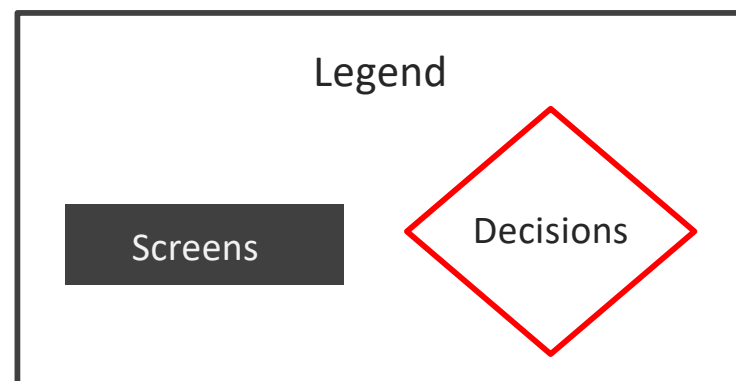
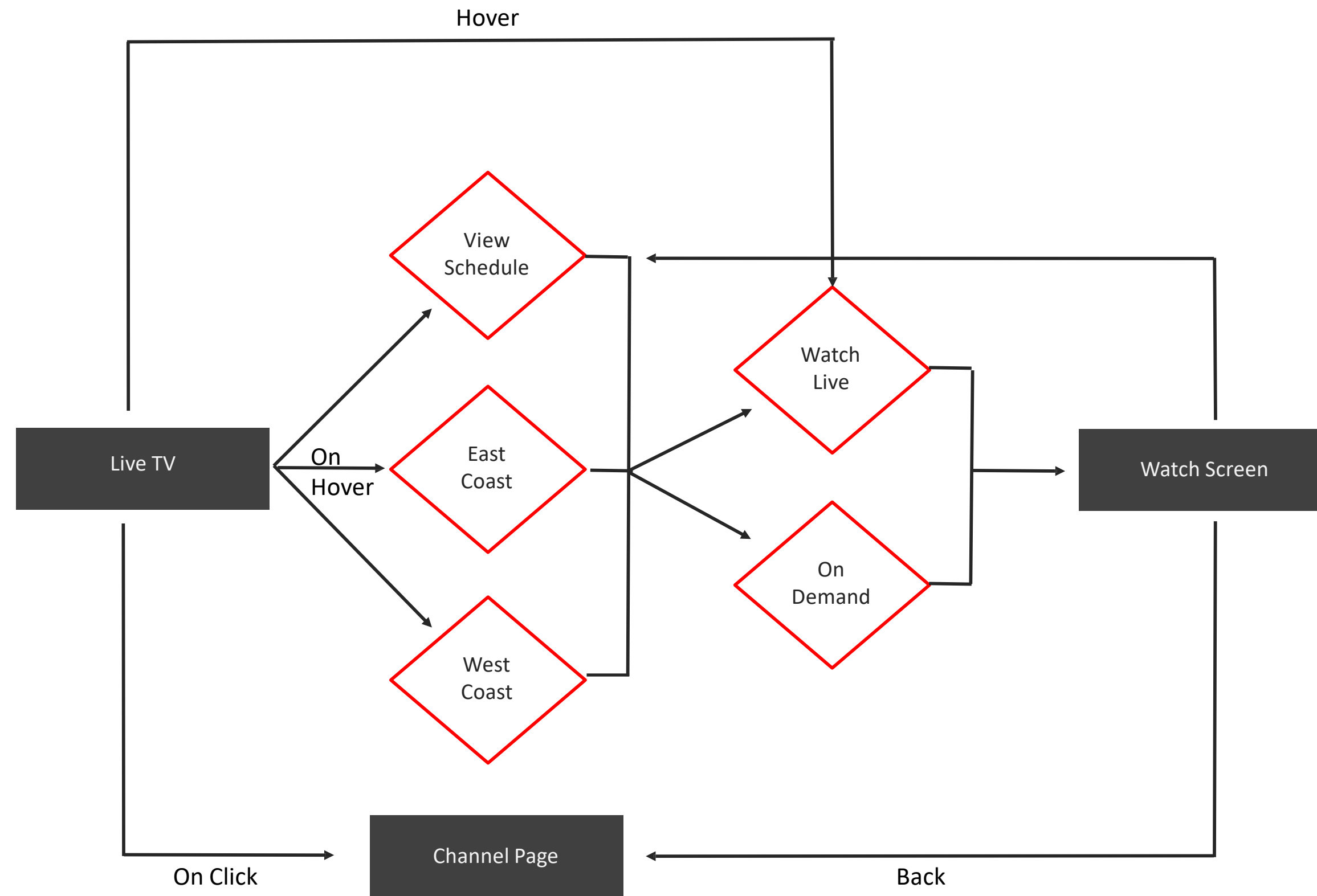


Richard wants to watch a comedy series on Phone (Android/iOs)



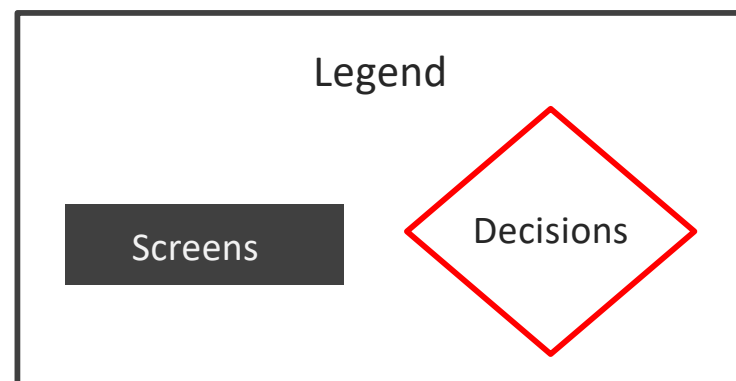
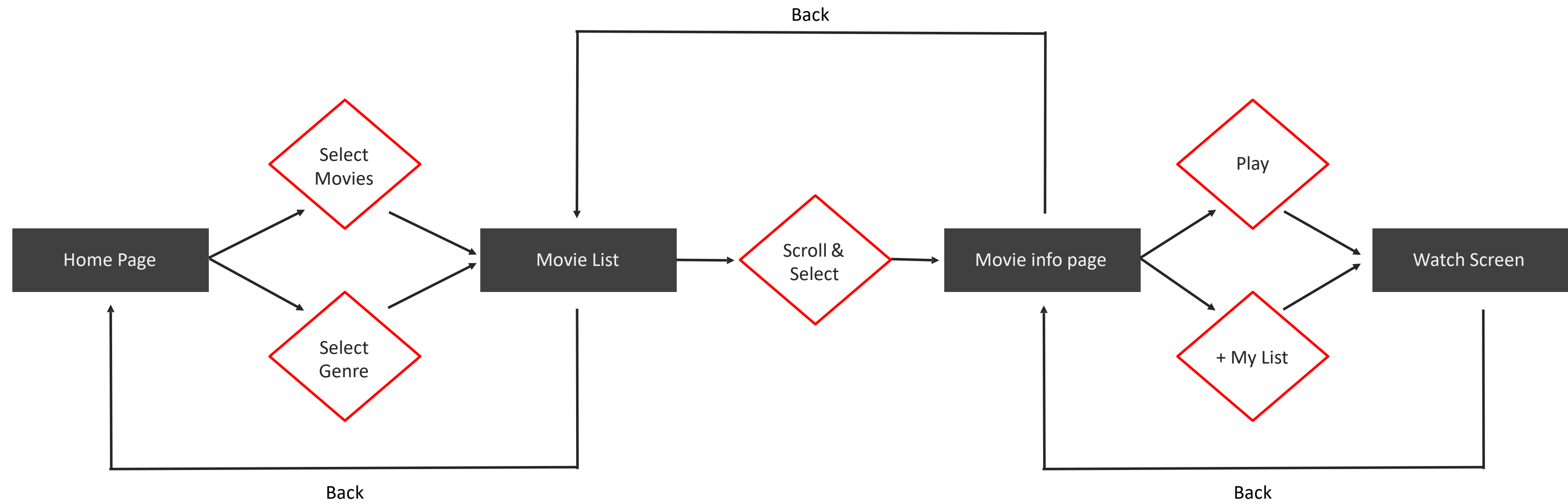


Wants to watch live feed (TV)



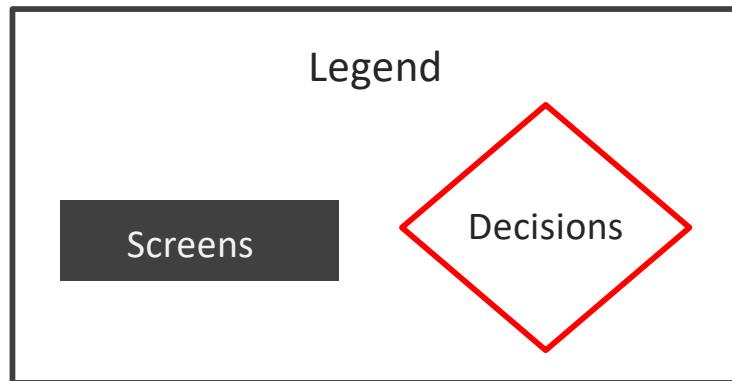
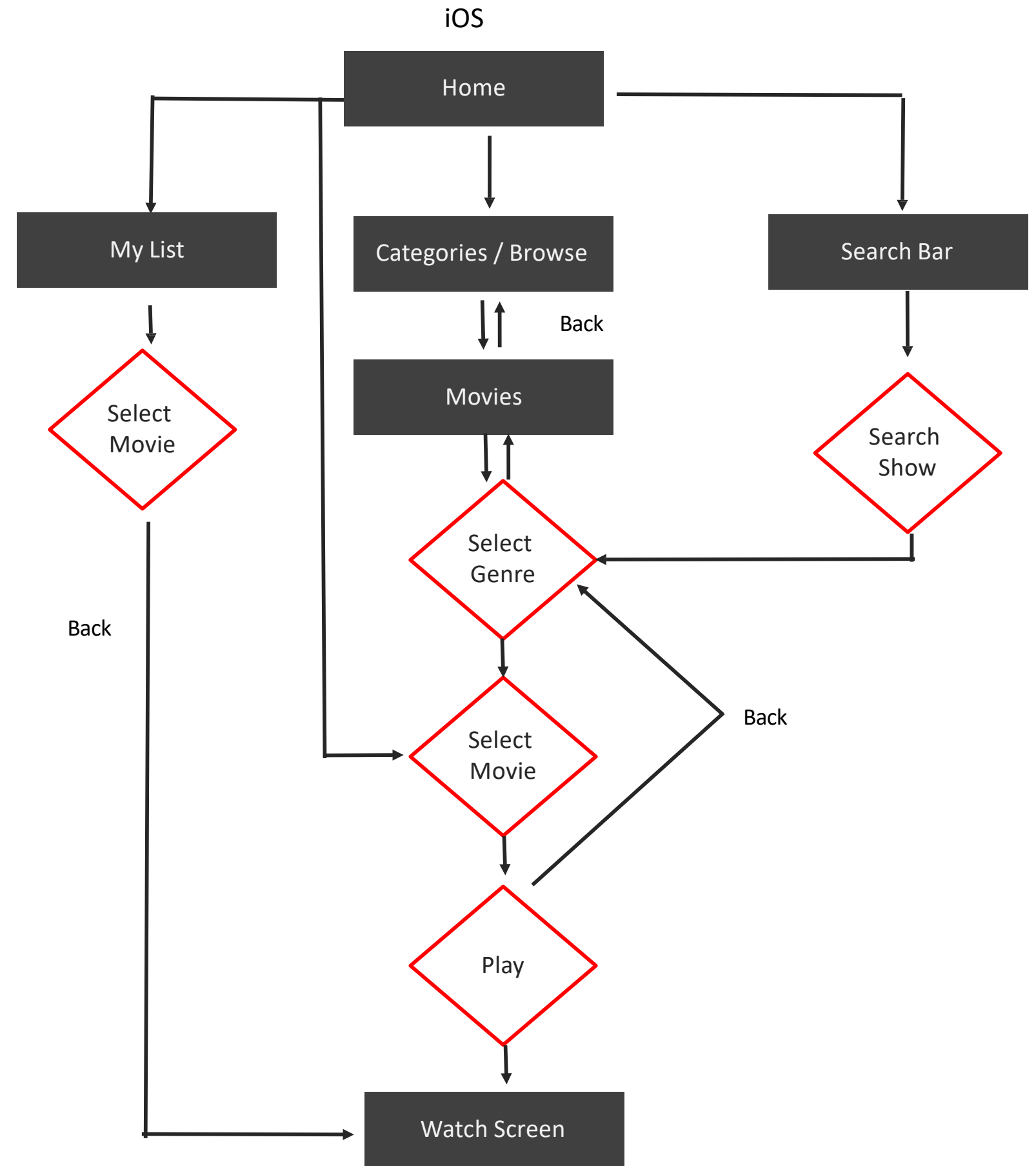
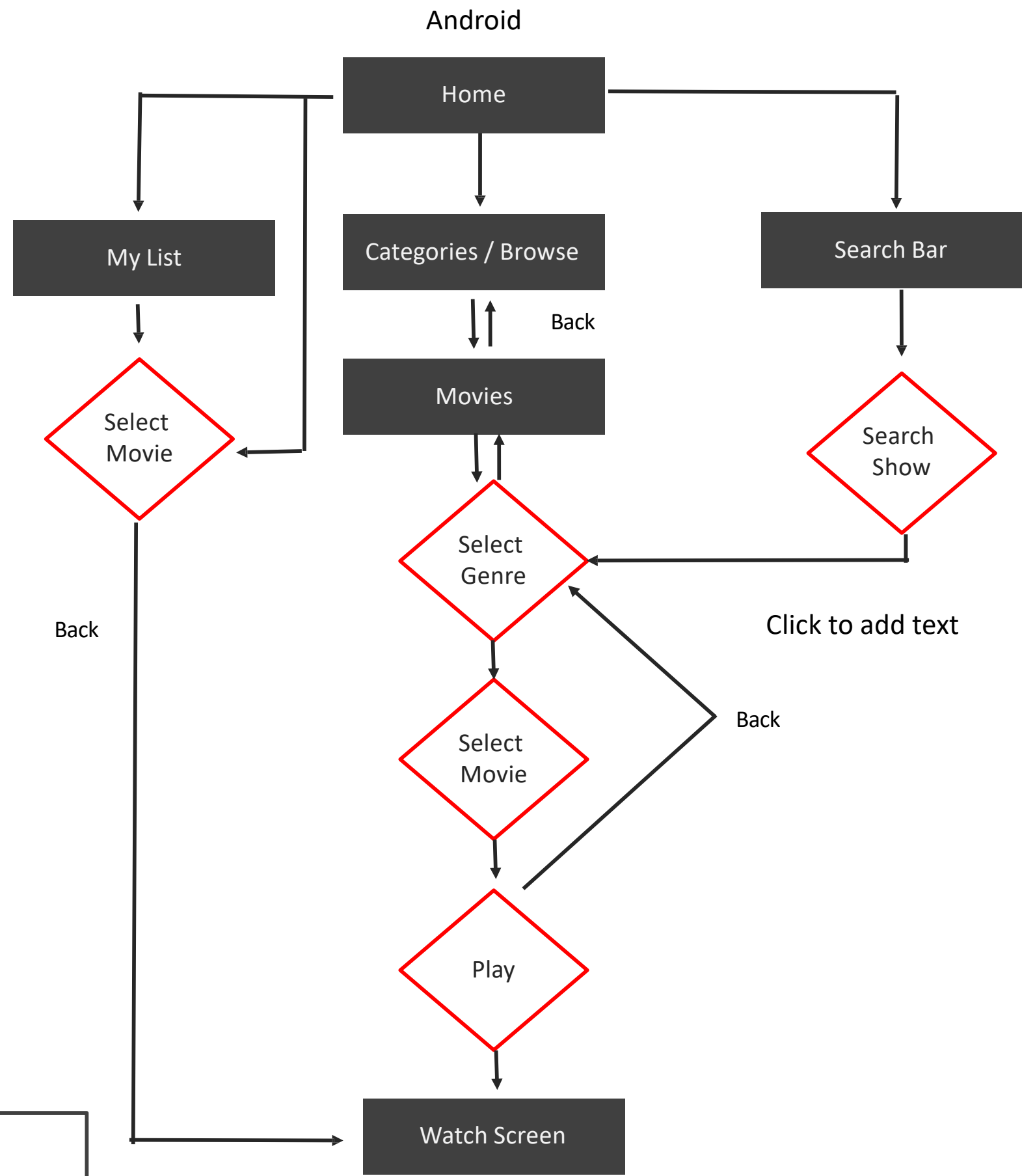


Wants to browse and pick a movie (TV)





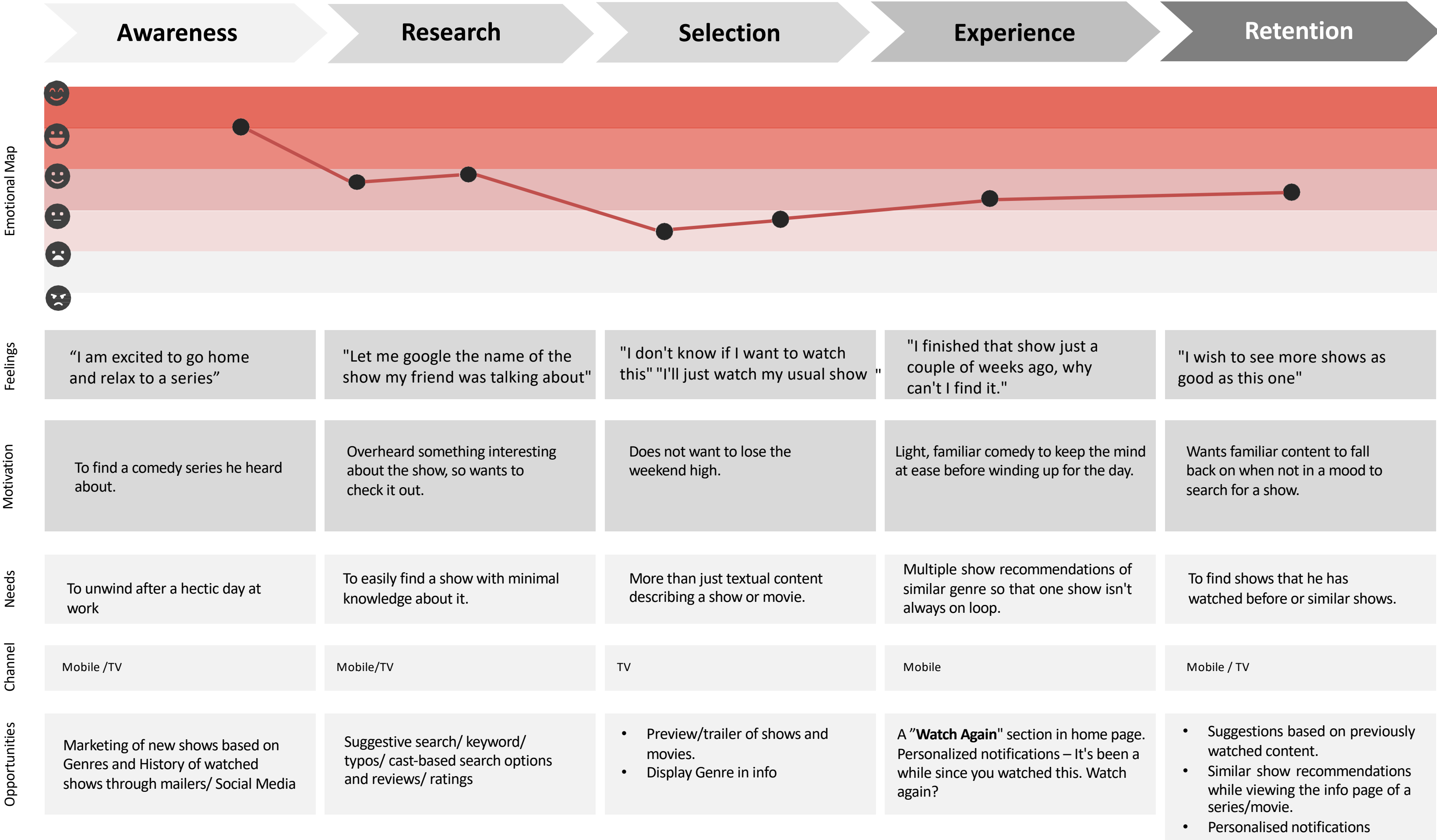
Wants to browse and pick a movie (Mobile)



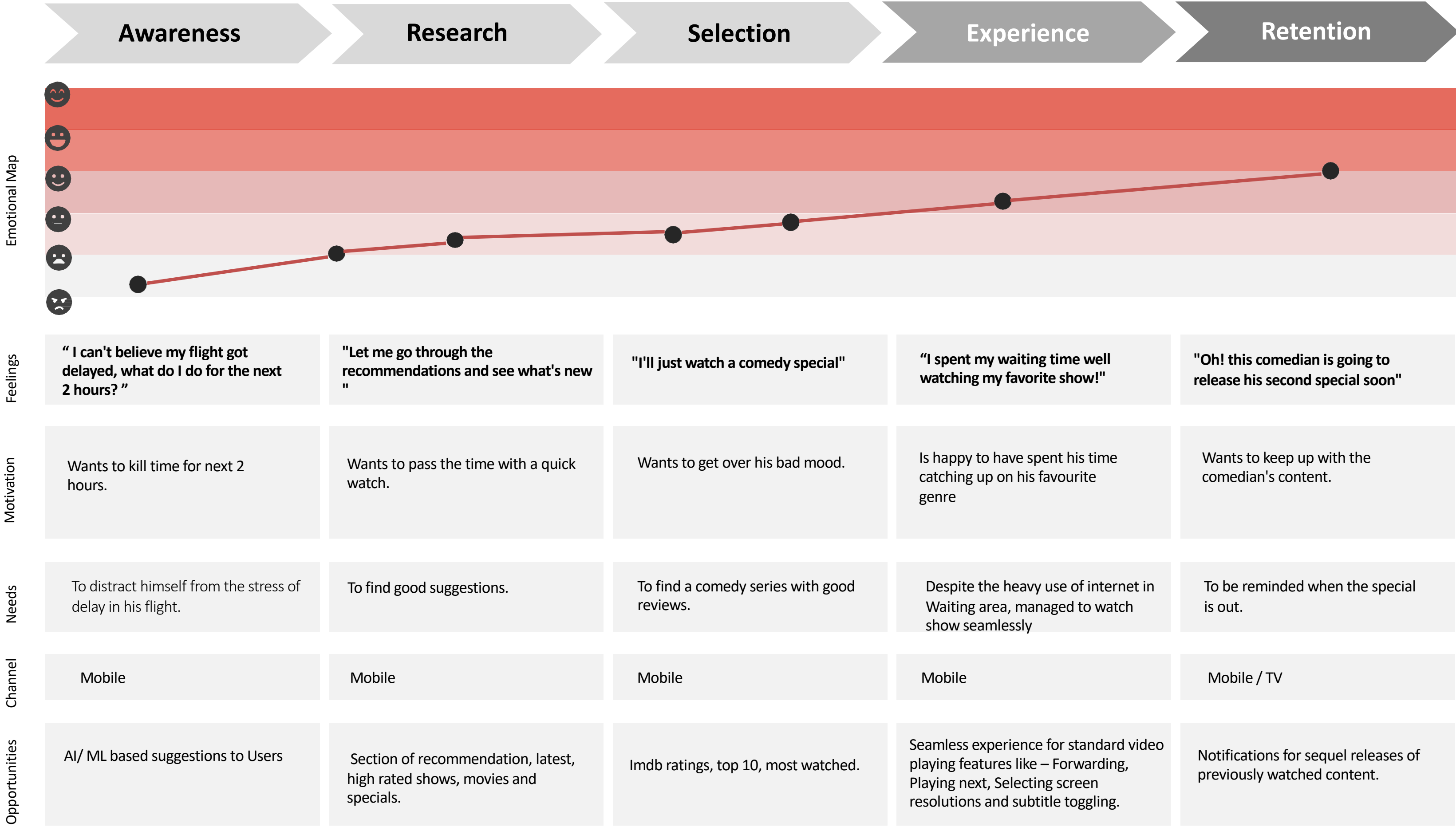



Current Customer Journey

User Journey of Richard on TV



User Journey Mobile





Heuristic Evaluation of Mobile and TV app

Heuristic Evaluation

Quick Introduction - It consists of principles based on which any website, application or software is evaluated. For evaluation, certain set of tasks were designed and performed by a heuristic evaluator. Defects examined from these tasks were further categorized into type of error and severity. At last suggestions to fix discoverability, usability and engagement issues is presented.

Parameters for Evaluation of Usability, Discoverability and Engagement

- Visibility of System Status
- User Control and Freedom
- Consistency and Standards
- Recognition over Recall
- Search and Discoverability
- Flexibility and User engagement
- Help and Documentation

Score Legend

0% - 9%

Not Many Improvements Required

10% - 39%

Few Improvements Required

40% - 69%

Critical Improvements Required

70% - 99%

Needs Complete Design Improvement

Consistency and Standards

Features and elements are not consistent across platforms. The mobile (iOs/Android) and web/tv application experience is not seamless.

Sr.No	Features	Web	iOs	Andriod
1	Search Autofill	Yes	No	No
2	Recently Watched	No	No	Yes
3	Forward option	Yes	Yes	No
4	Browse episodes	Yes	No	No
5	Adding Personal Details	Yes	No	No
6	Minimize option	No	Yes	No
7	Confirmation Pop-up	No	Yes	No
8	Auto add episodes to watchlist	No	No	Yes

Mobile iOS

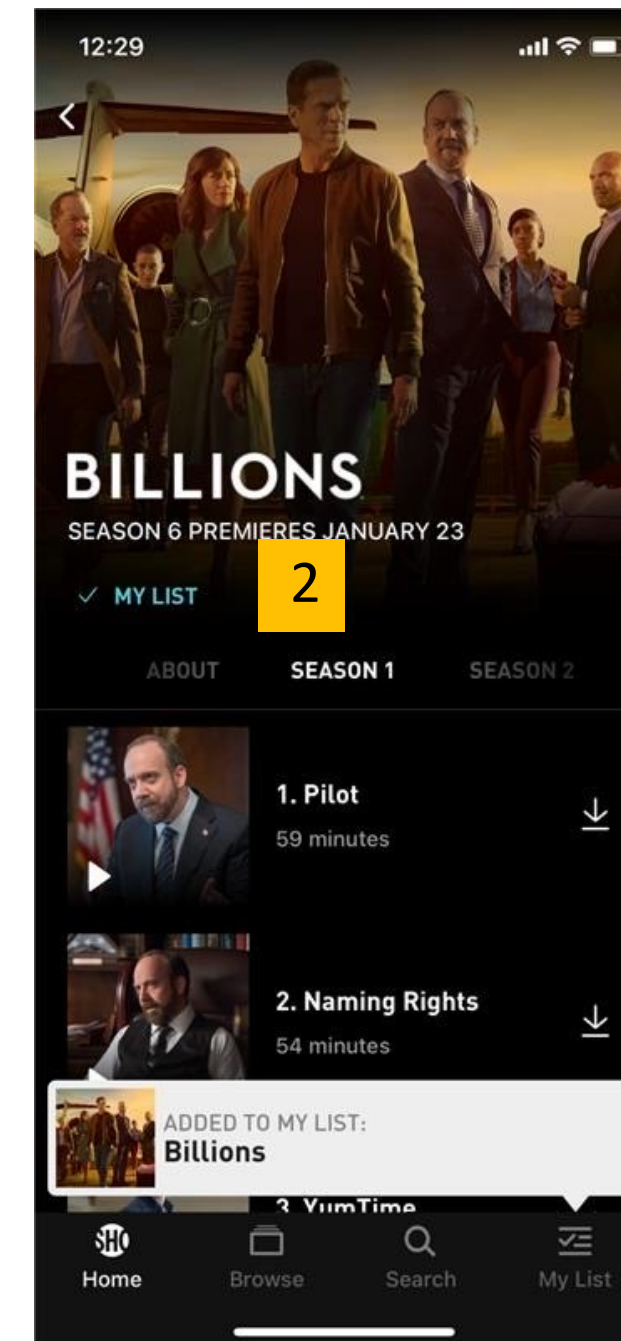
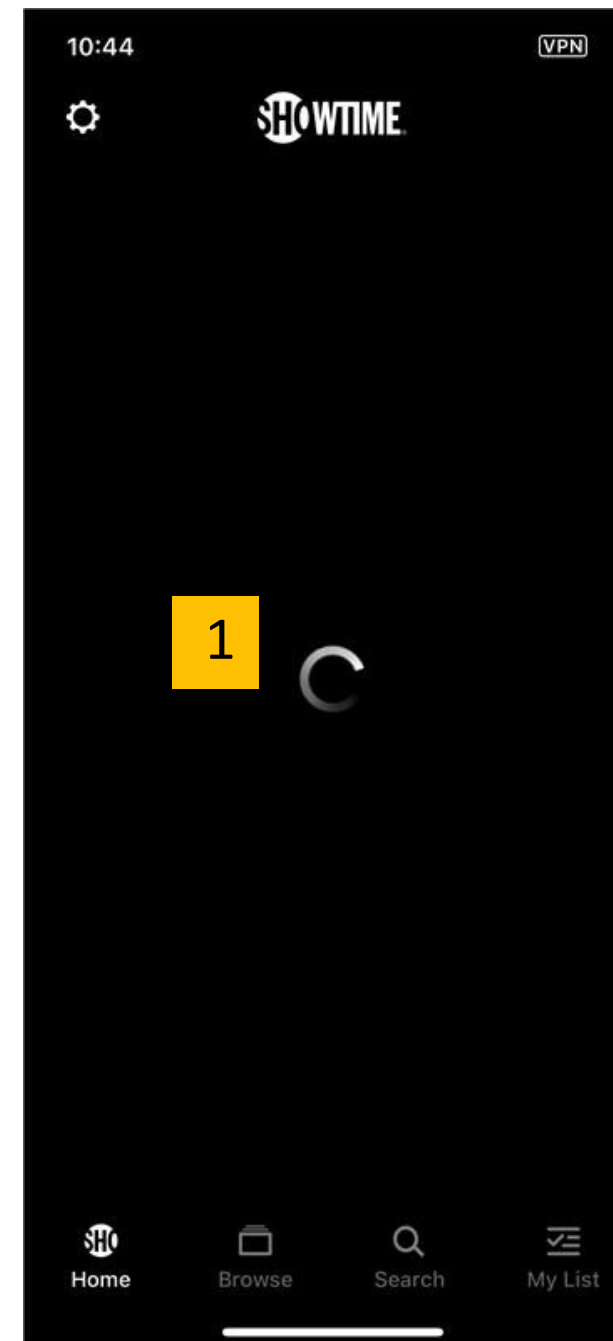
Visibility of System Status

38%

Improvements
To be made

How well does Showtime keep users informed of current system status?

1. Load time and percentage not indicated to user
2. On adding a movie to the list the "+ my list" changes its colour to indicate selection but the deselection is not intuitive.



Recommendations

- Indication of wait time percentage should be provided
- Users should be aware of their current actions through a status

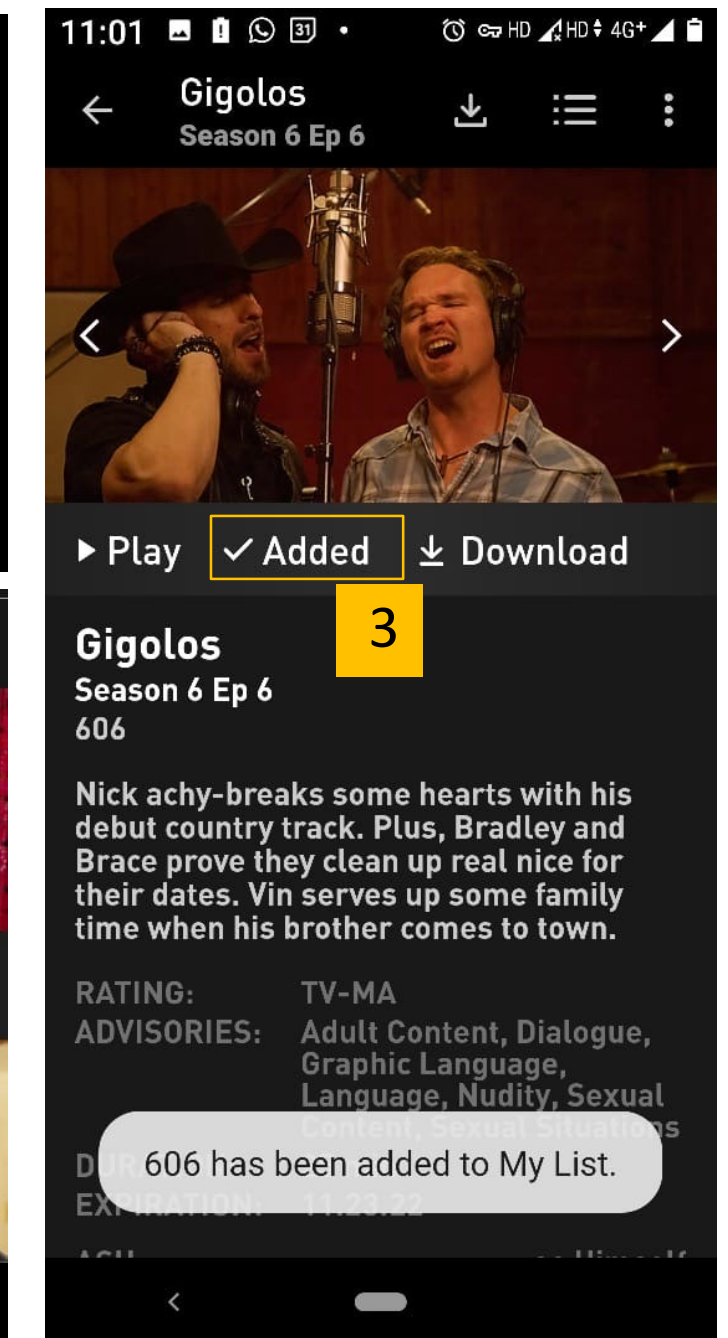
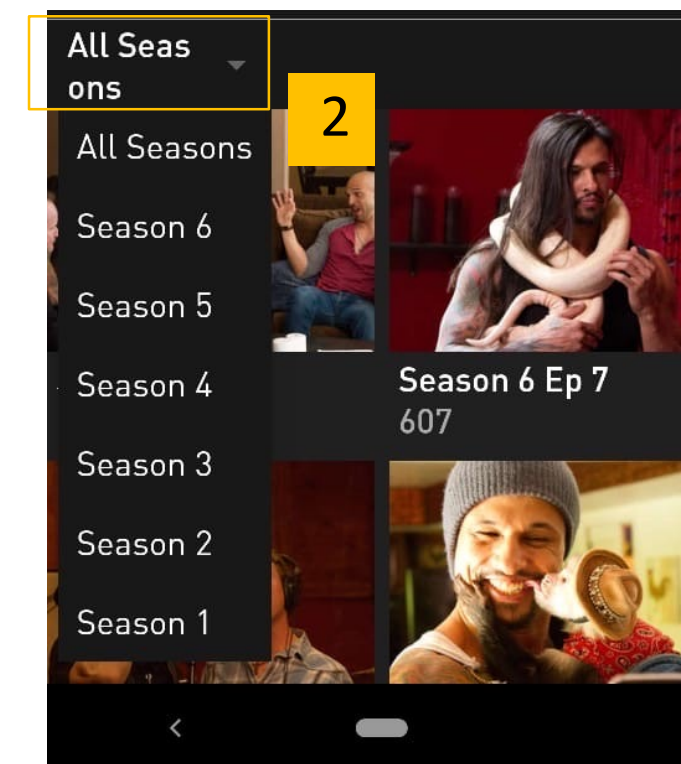
Mobile Android

Visibility of System Status

42% Improvements
To be made

How well does Showtime keep users informed of current system status?

1. No clear visual interaction when the video is closed.
2. No clear visual indication of the selected state of the drop down.
3. On adding a movie to the list "Add" doesn't change its color to indicate selection.
4. The name and details of the video played isn't displayed.

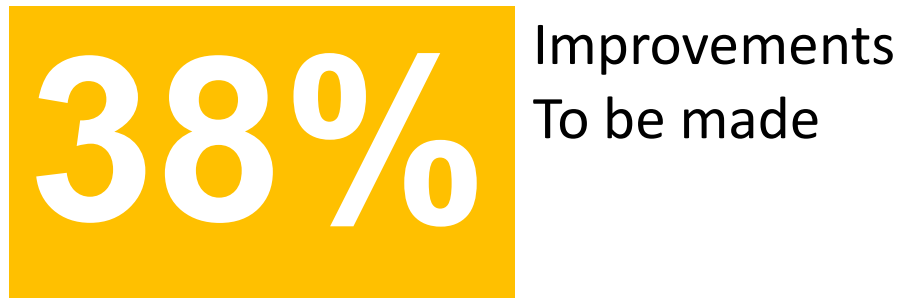


Recommendations

- Users should be aware of their current status
- Users should be aware of the name and details of the video being played
- Visual indications of selection and deselection needs to be more intuitive.

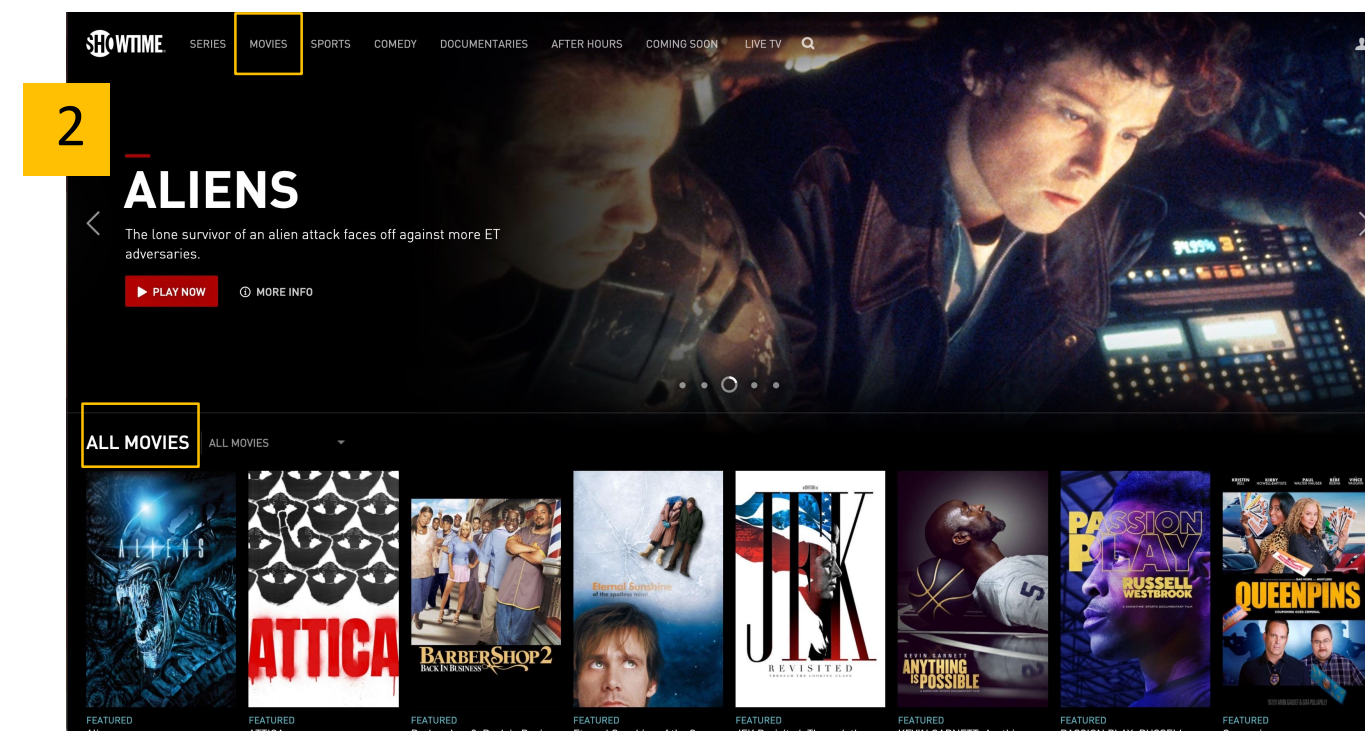
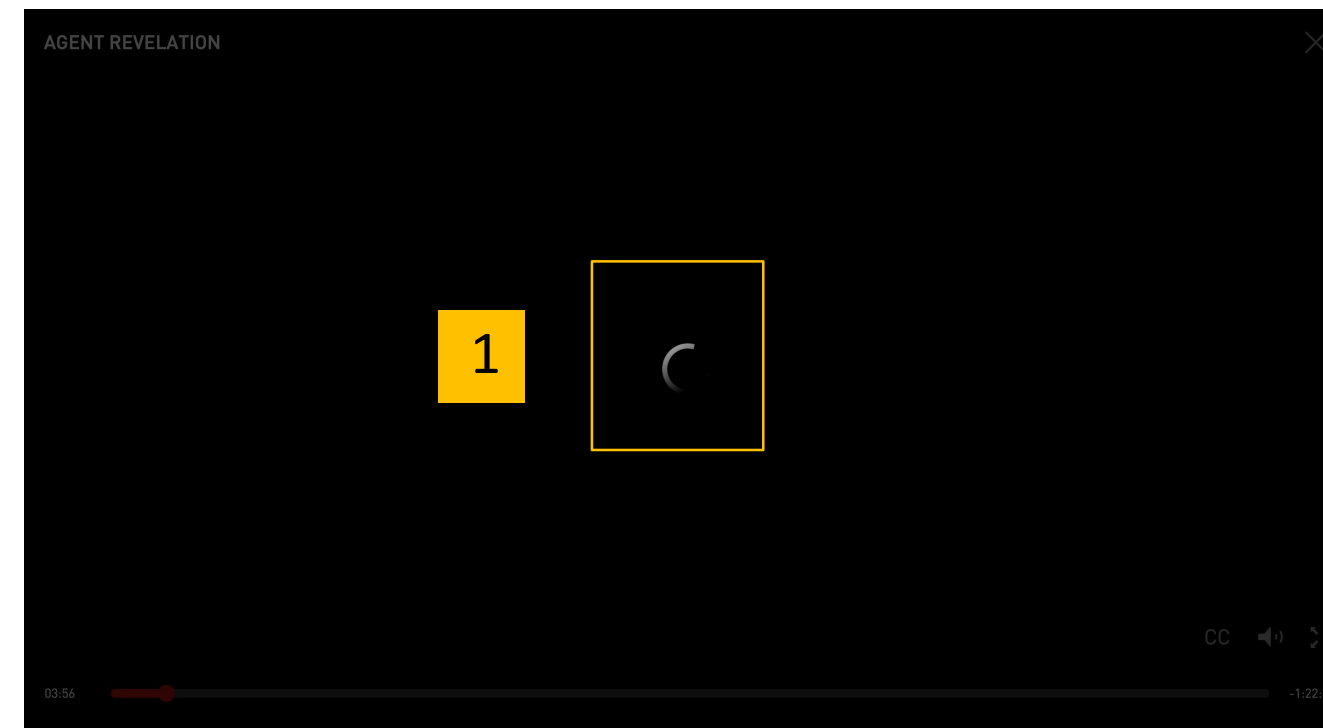
TV

Visibility of System Status



How well does Showtime keep users informed of current system status?

1. If a video is in the process of loading, a loading circle shows up but doesn't indicate the percentage it has loaded or wait time.
2. Does not show selected state for the category, on the top navigation. (Displays page title underneath the banner)
3. There is no indication of an advertisement being played at the beginning of the video.



Recommendations

- Indication of wait time percentage should be provided.
- Indication for the selected category in the navigation bar.
- Indication of the advertisement at the start of the video with details of the Ad.

Mobile iOS

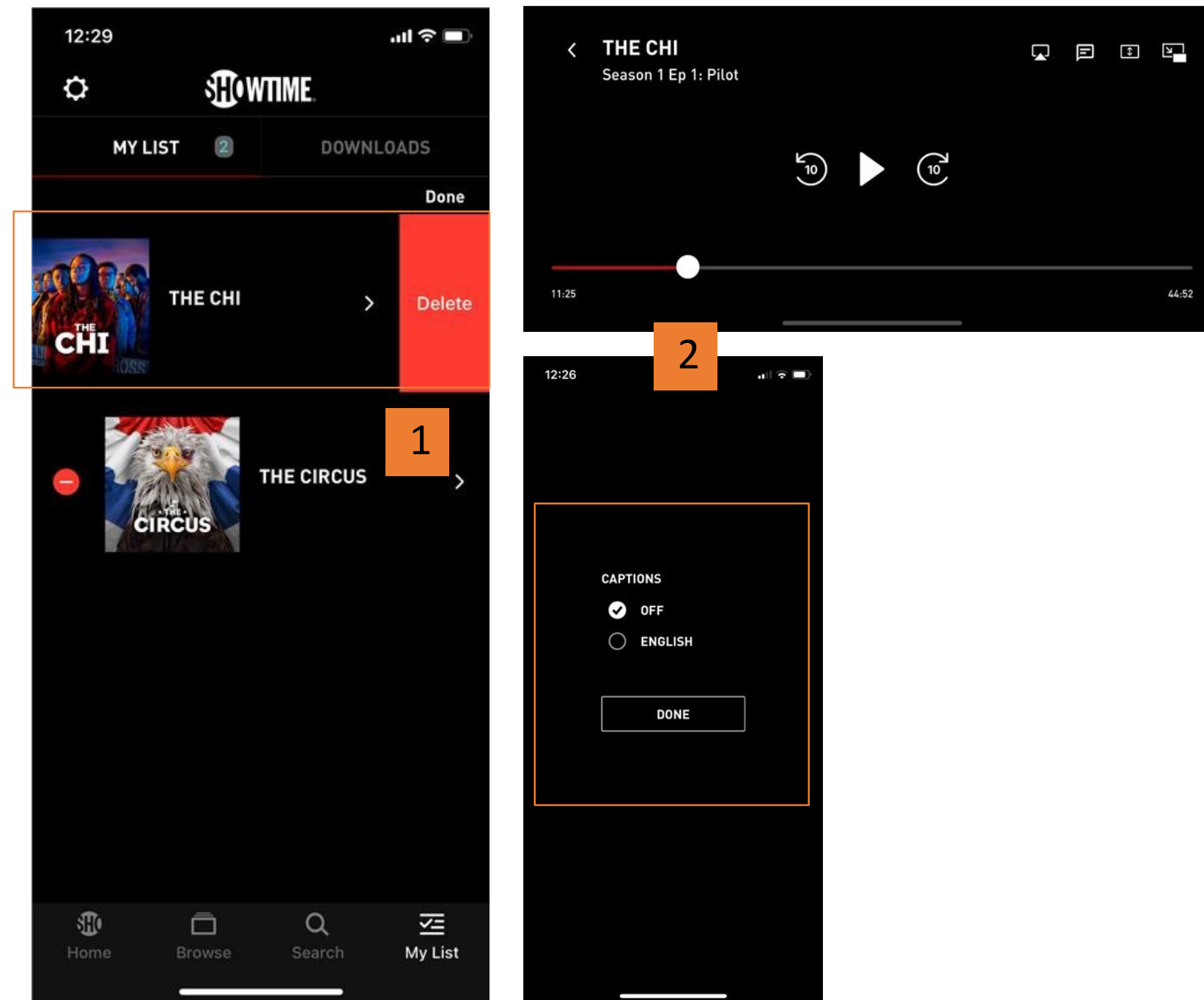
User Control and freedom

60%

Improvements
To be made

Can Showtime users undo or redo actions on the mobile?

1. In the My List section, once the user accidentally deletes the list, the movie or show directly gets deleted with no option to undo the action.
2. When the user is watching a movie and wants to turn on the subtitles, the orientation of screen changes which makes it hard for the user to switch between.



Recommendations

- A confirmation message before deleting
- Consistent orientation

Mobile Android

User Control and freedom

55%

Improvements
To be made

Can Showtime users undo or redo actions on the mobile?

1. Once selected “Add” to add a movie/series to the list, clicking on the same doesn’t undo the action.
2. Unable to minimize the video.
3. No option to browse through the upcoming episodes while playing one episode.



Recommendations

- Provision of undo and redo actions required
- Provide an option to minimize the Video
- Have an option to browse through the upcoming episodes while playing one.

TV

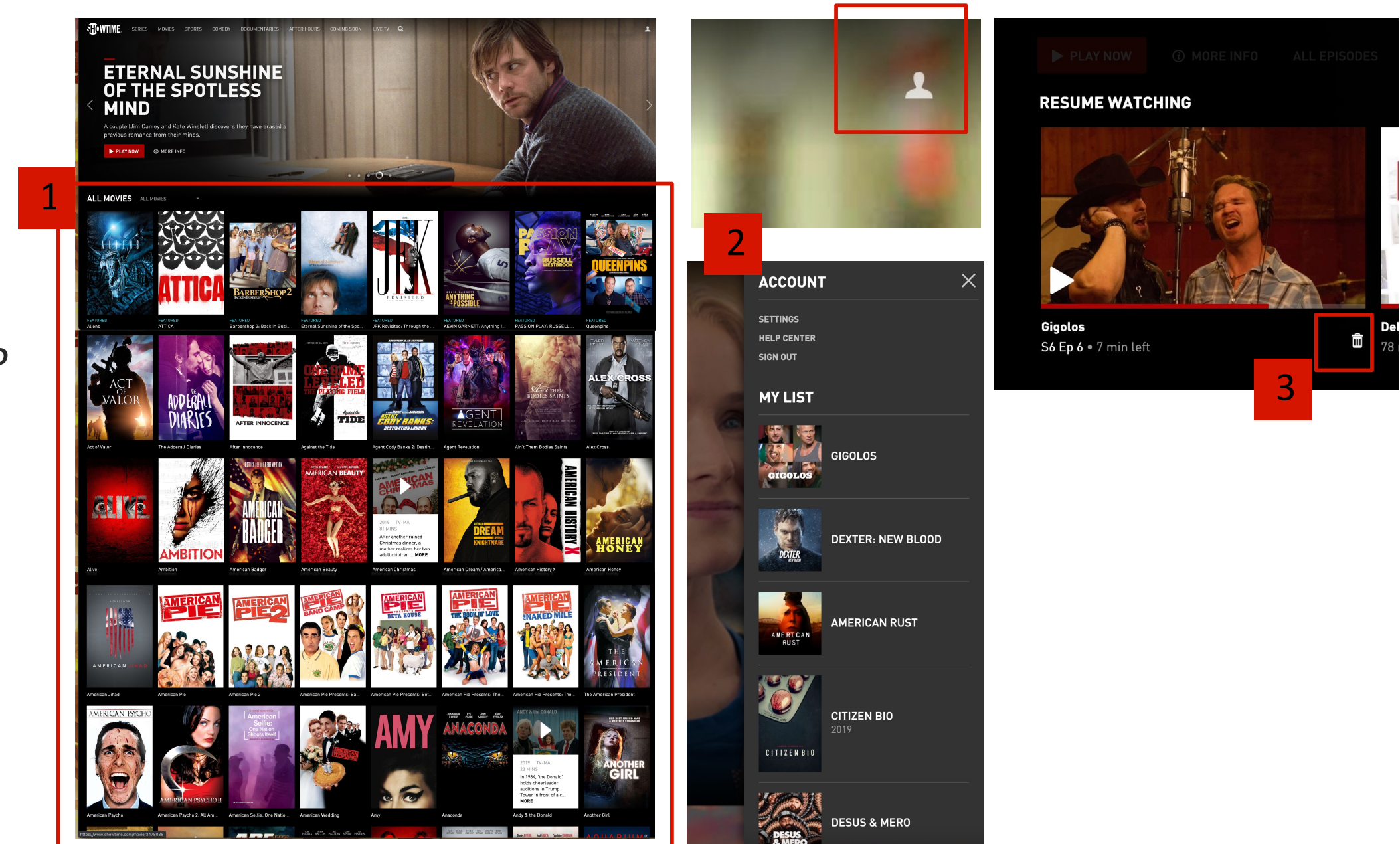
User Control and freedom

70%

Improvements
To be made

Can Showtime users filter, undo or redo actions on the website?

1. Showtime has **no sections within a category**, all content present in the category is displayed on one scrollable page with no further filters.
2. No indication of the watchlist. Users must click the profile icon to access the watchlist.
3. Users can delete a tile from "resume watching" section, but there is **no undo action for accidental deletion**. Furthermore, there is no "recently watched" section to find it again.



Recommendations

- Provide sub sections within each category to show trending, latest additions, recommendations to make it more user friendly and intuitive.
- Have a "my list" section in the home page where users can directly access the content.
- Provide a "watch again" section in home page for people looking to rewatch shows/movies.
- Make it easy to reverse an accidental action by providing an undo button.

Mobile iOS

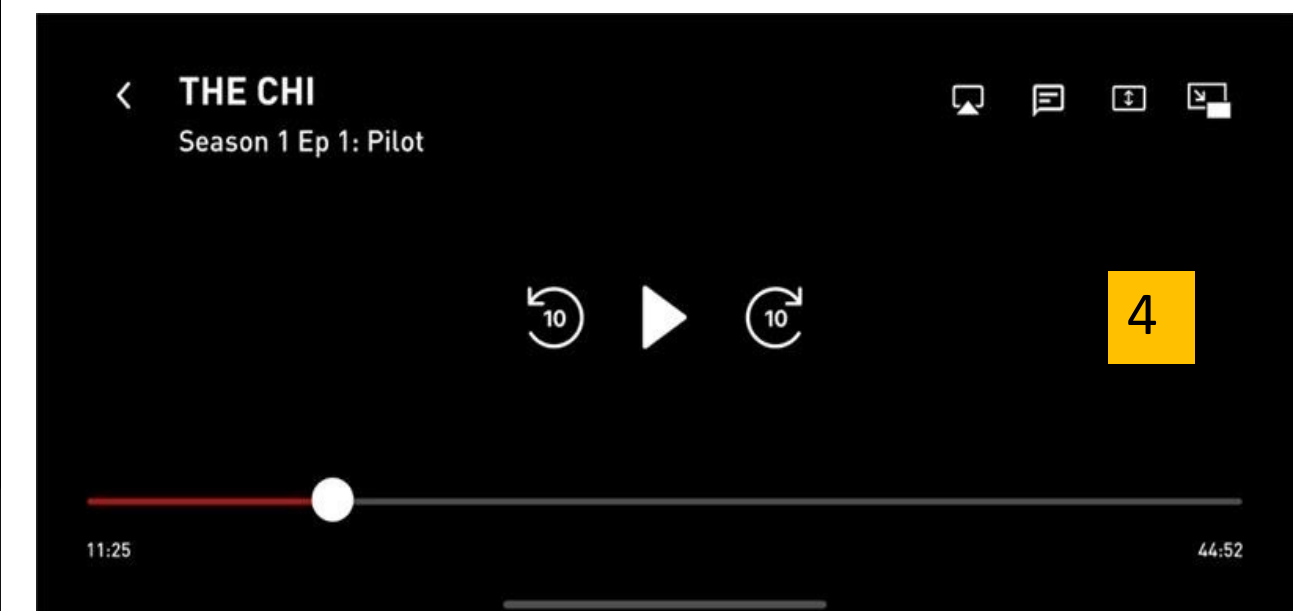
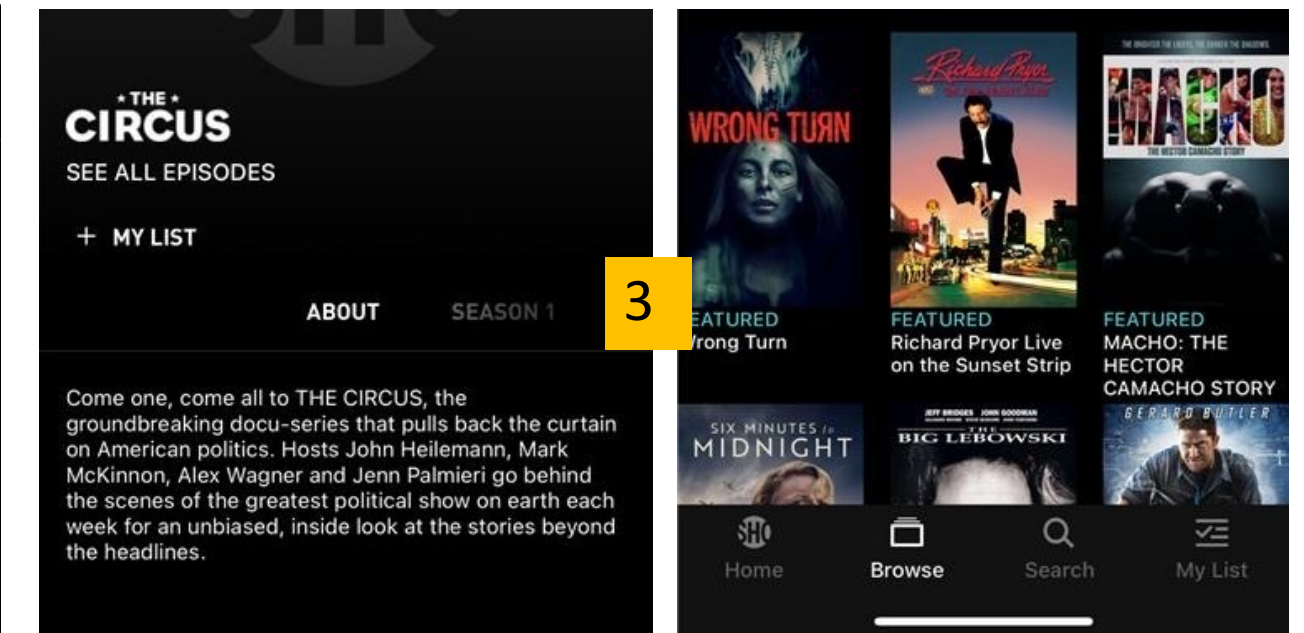
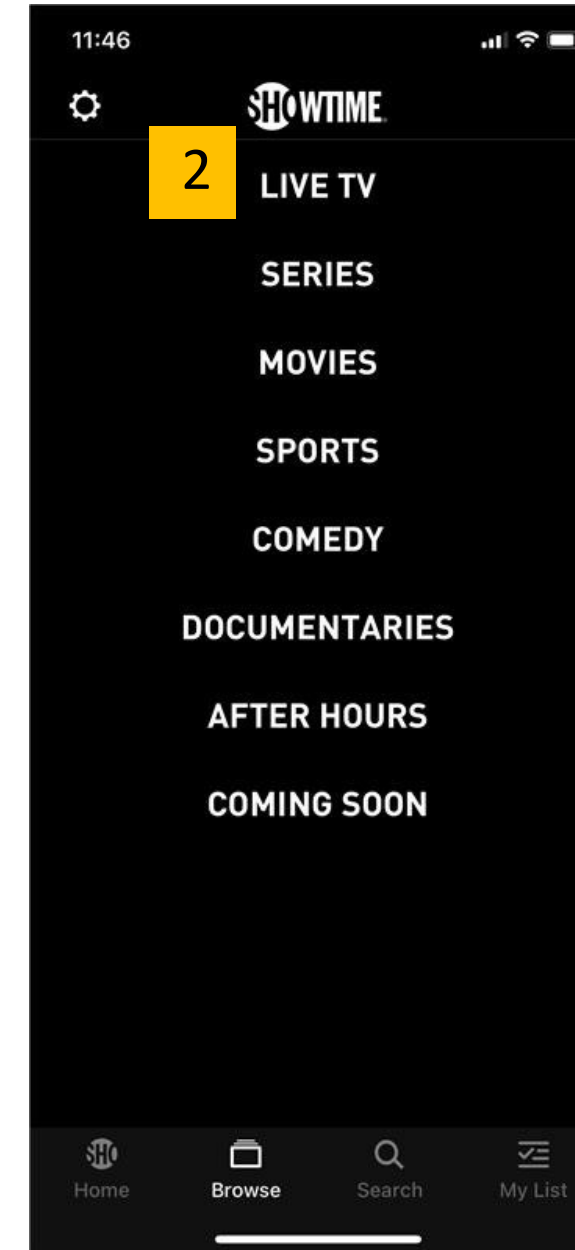
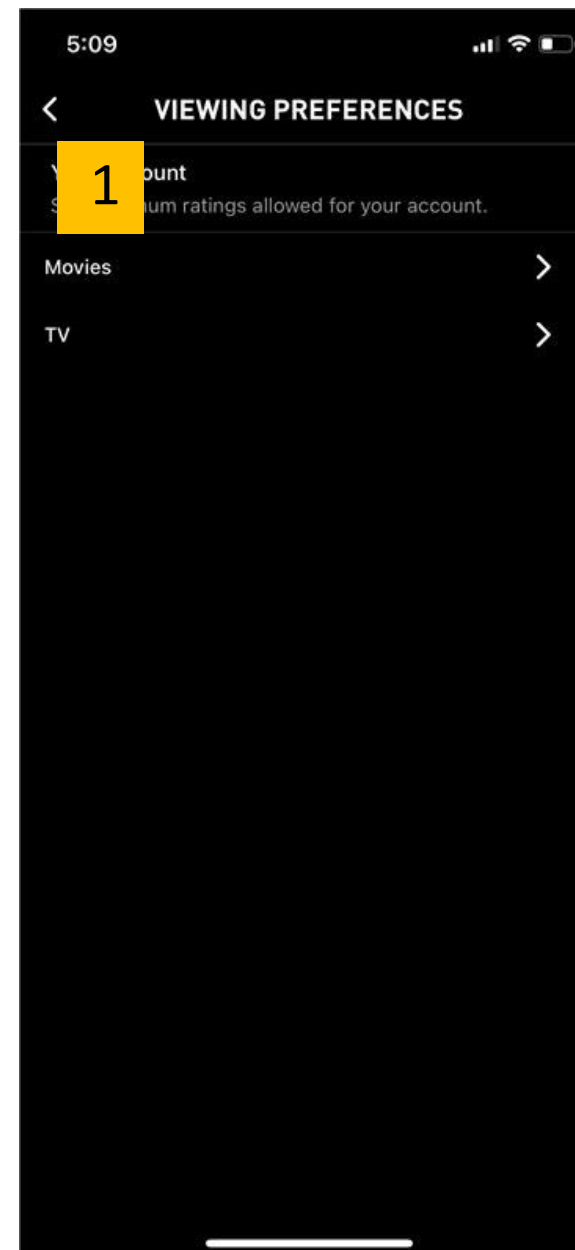
Consistency and Standards

37%

Improvements
To be made

Does Showtime use familiar design features?

1. Elements are not consistent throughout the mobile and TV application like browse and category.
2. Viewing restrictions named differently in iOS
3. Not having genres displayed
4. No option to skip or play next video.



Recommendations

- All related screens across devices should have similar options provided
- Consistency in naming menu options
- Standard video playing features to be incorporated

Mobile Android

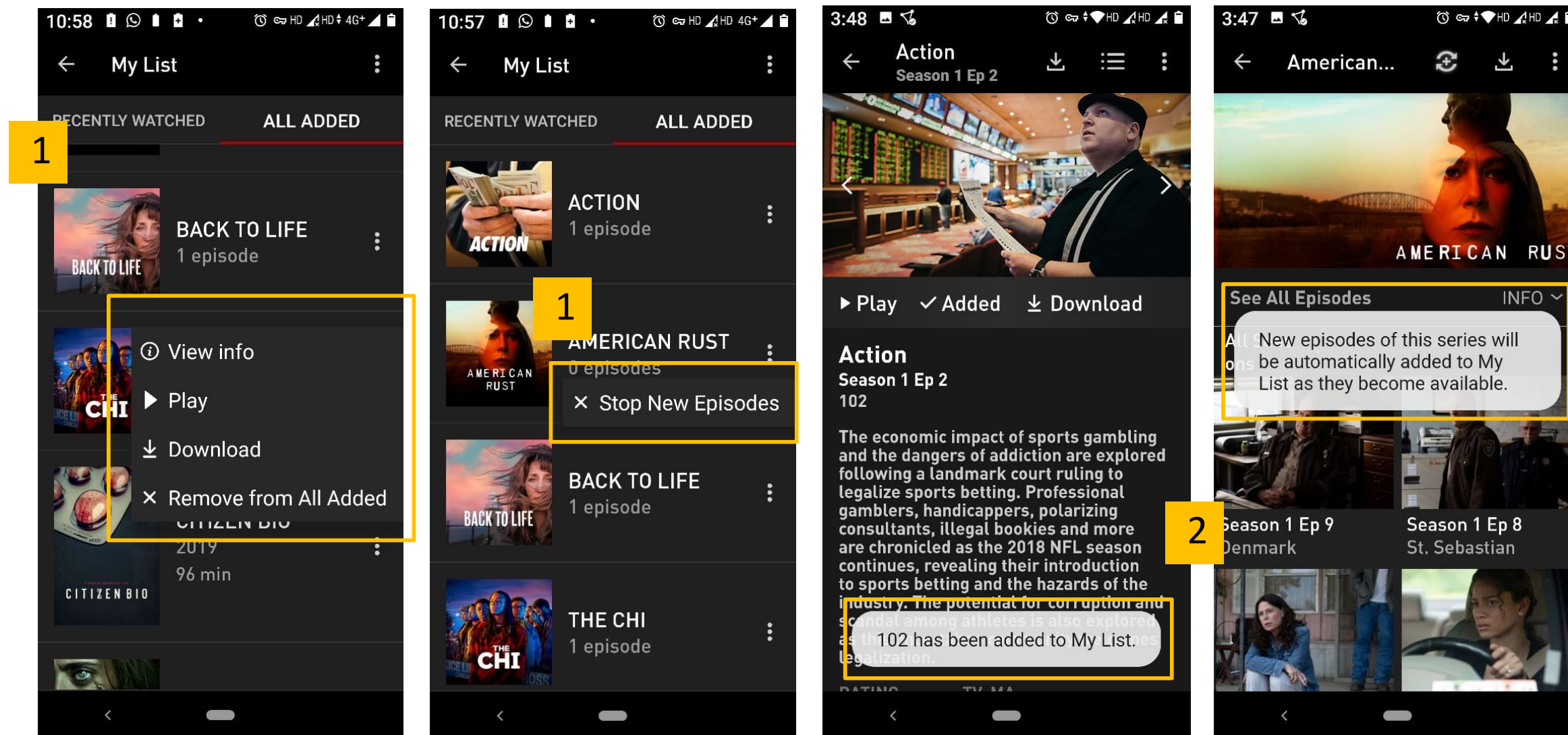
Consistency and Standards

34%

Improvements
To be made

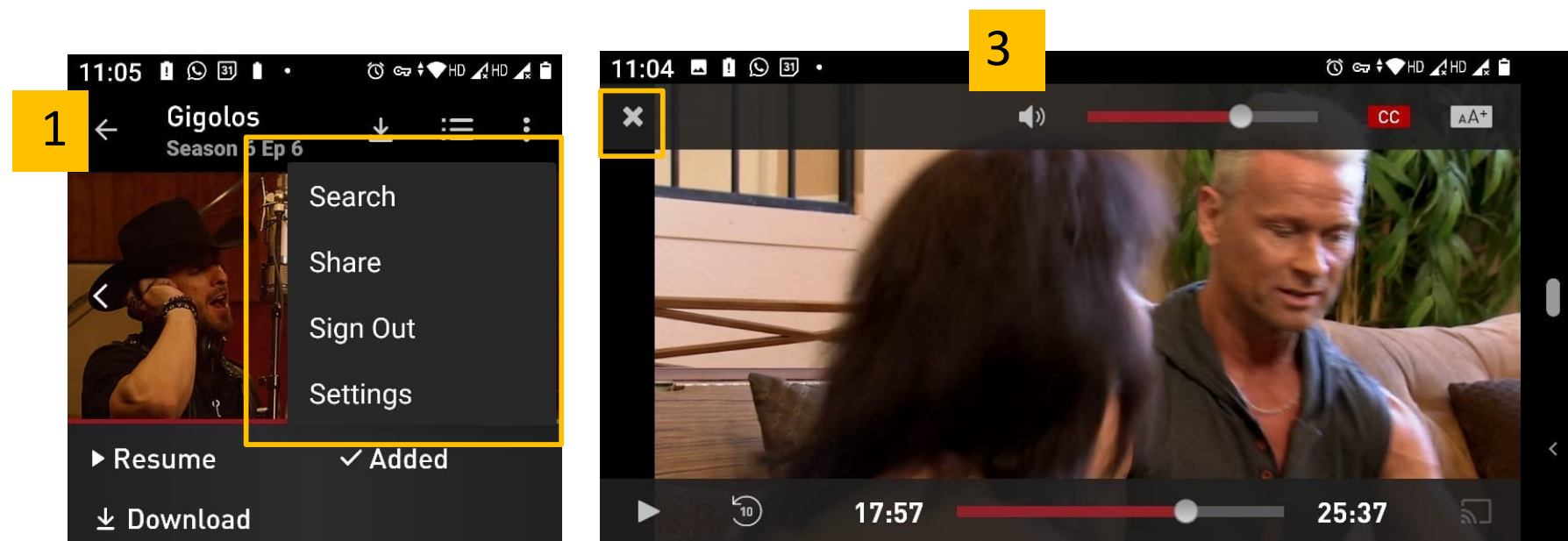
Does Showtime use familiar design features?

1. No consistent Navigation menus throughout the app.
2. Notification messages- placement of similar notifications across pages is inconsistent.
3. Video player standard features not available (forward). Close button on the left is breaking standards.



Recommendations

- All related screens should have similar options provided.
- Maintain consistency in system notifications



TV

Consistency and Standards

50%

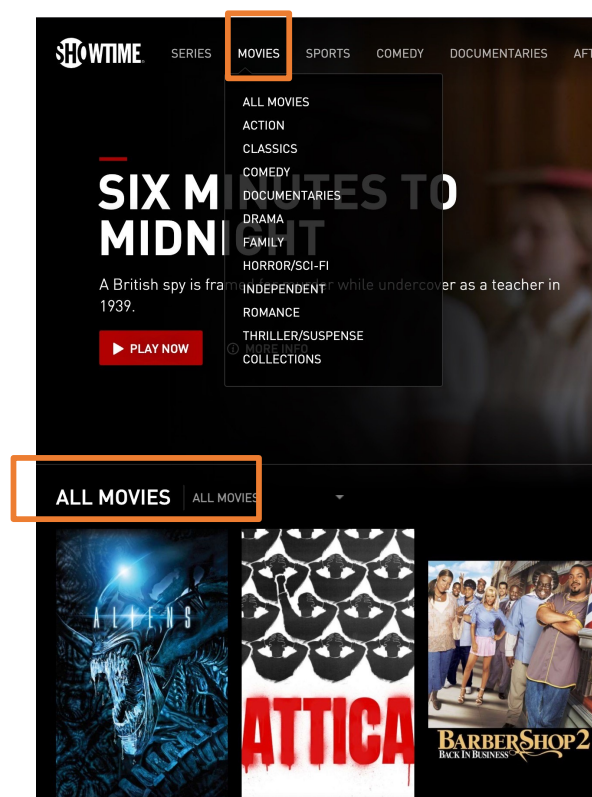
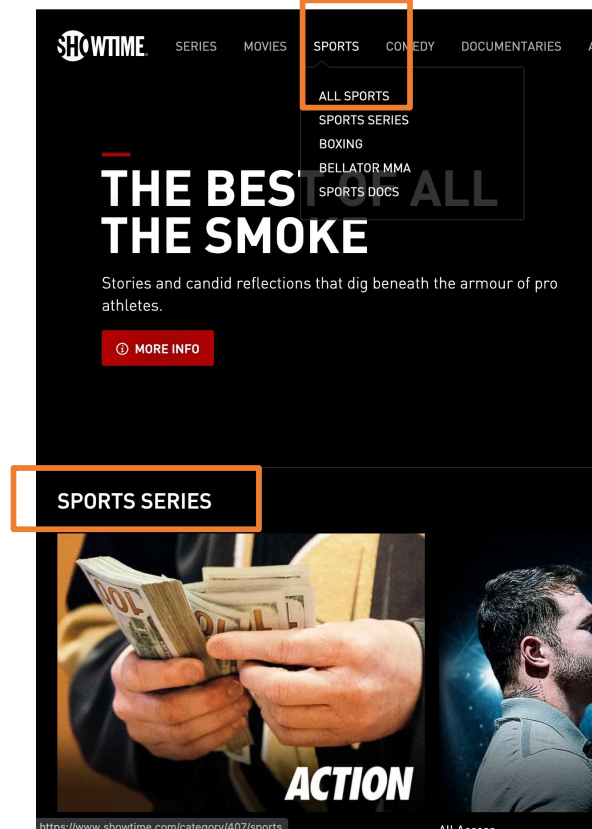
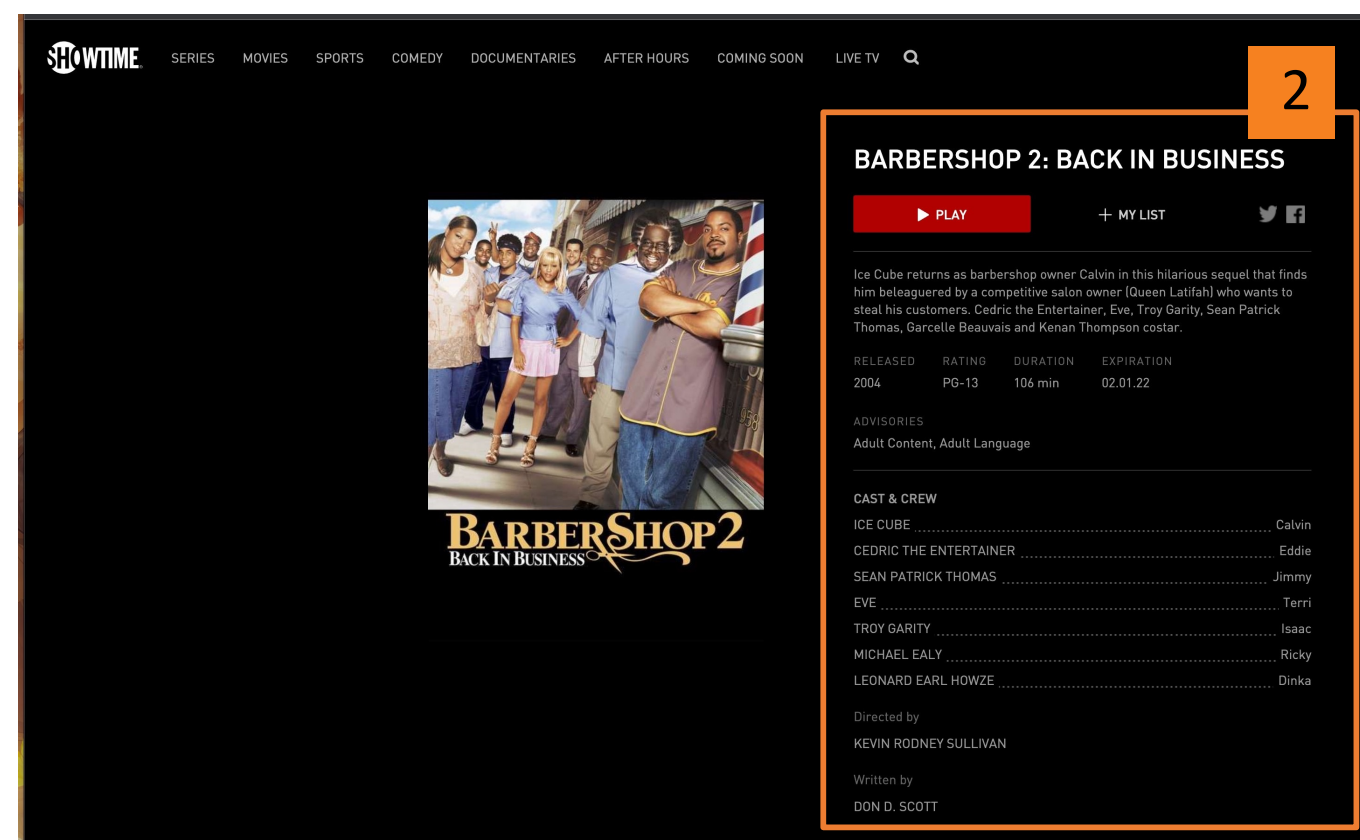
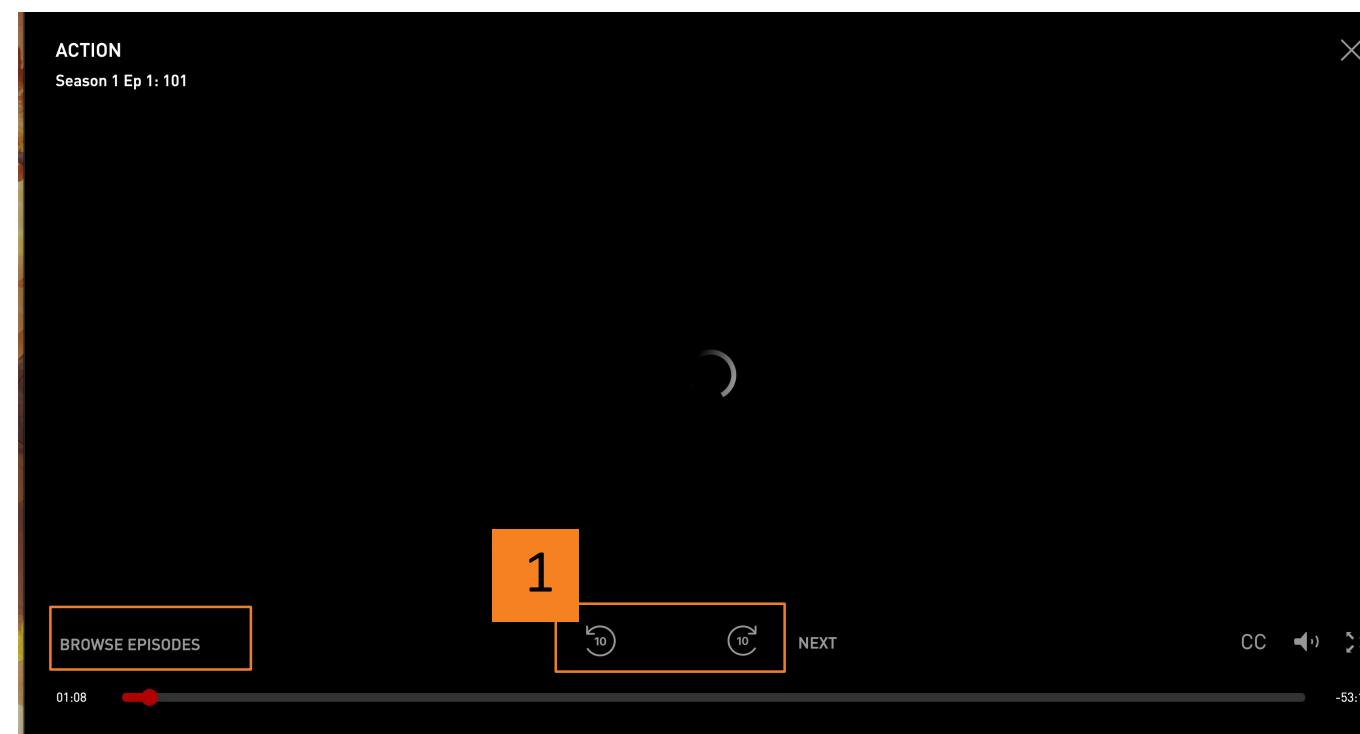
Improvements
To be made

Does Showtime use familiar design features?

1. Elements are not ideally placed based on function, in the video player. They seem to be floating.
2. Movie/ Series Info page does not display the genre.
3. On clicking Sports, it displays "sports series" and not all sports whereas in other categories it displays "all" in the respective category.

Recommendations

- Placement of icons and features can be made more efficient and cleaner.
- Provide the Genre for every show as it is part of the key information.
- Redirection should be consistent for all labels.



TV & Mobile

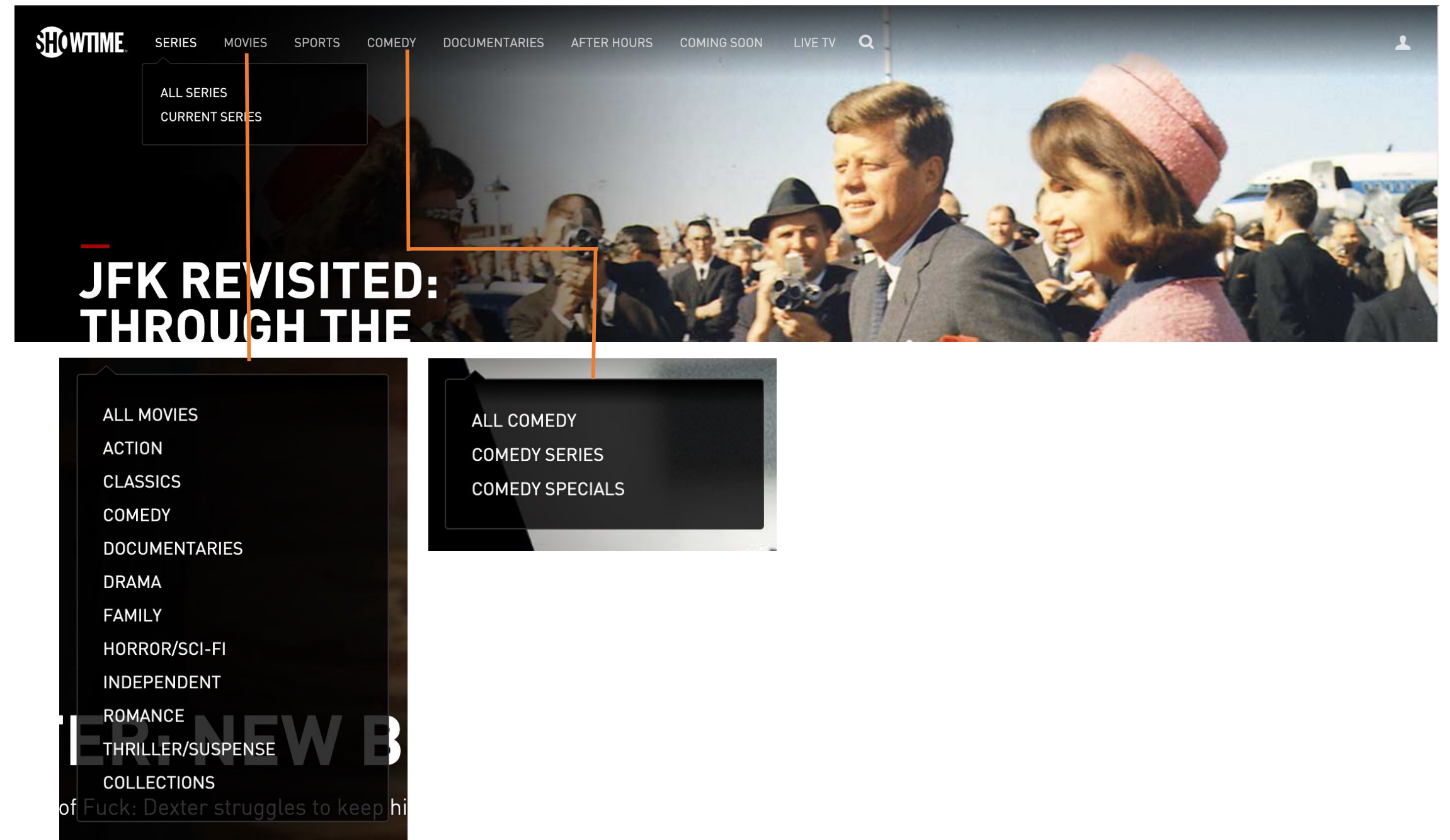
Consistency and Standards

50%

Improvements
To be made

Does Showtime use familiar design features?

1. The sub-headings in the dropdown of a main heading are not efficiently categorized.
2. Series do not have a genre-based selection.



Recommendations

- Improve Terminologies and Categorization of Navigation Links for more discoverability and ease of access.

TV & Mobile Android Error Prevention

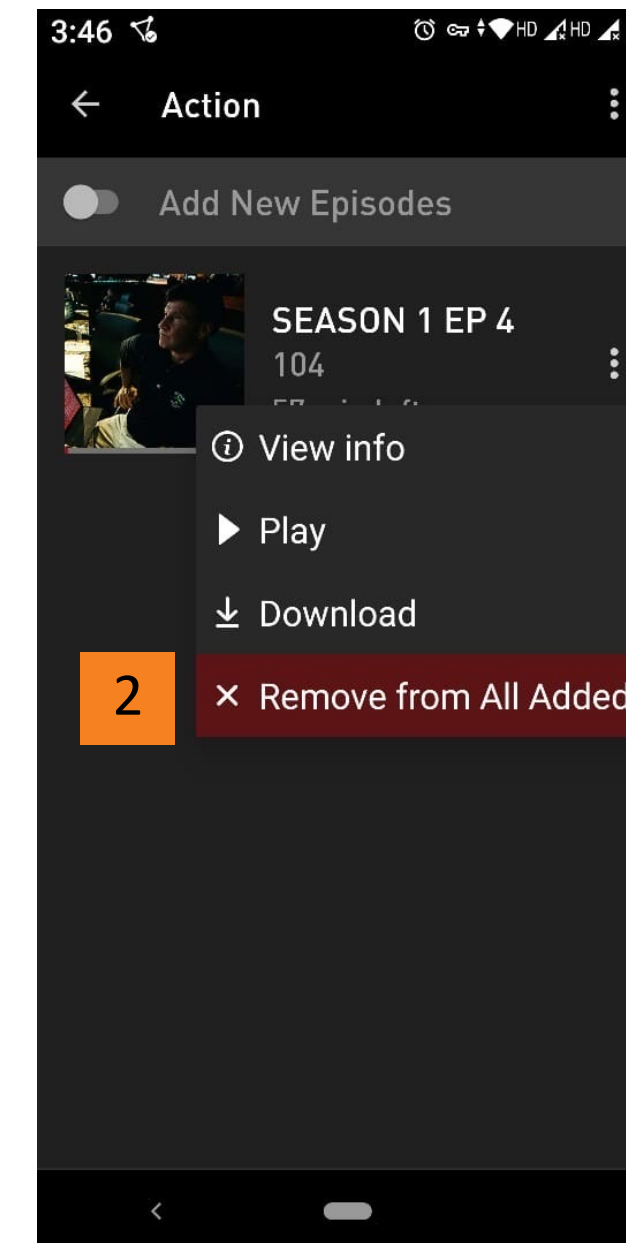
50%

Improvements
To be made

Does Showtime help users avoid erroneous actions?

1. Search bar does not provide results in case of typos.
2. There is no confirmation pop-up while permanently deleting items in a list.

1



Recommendations

- Provide a confirmation pop-up for permanent actions.
- Provide autocorrect suggestion for search.

Mobile iOS & Android

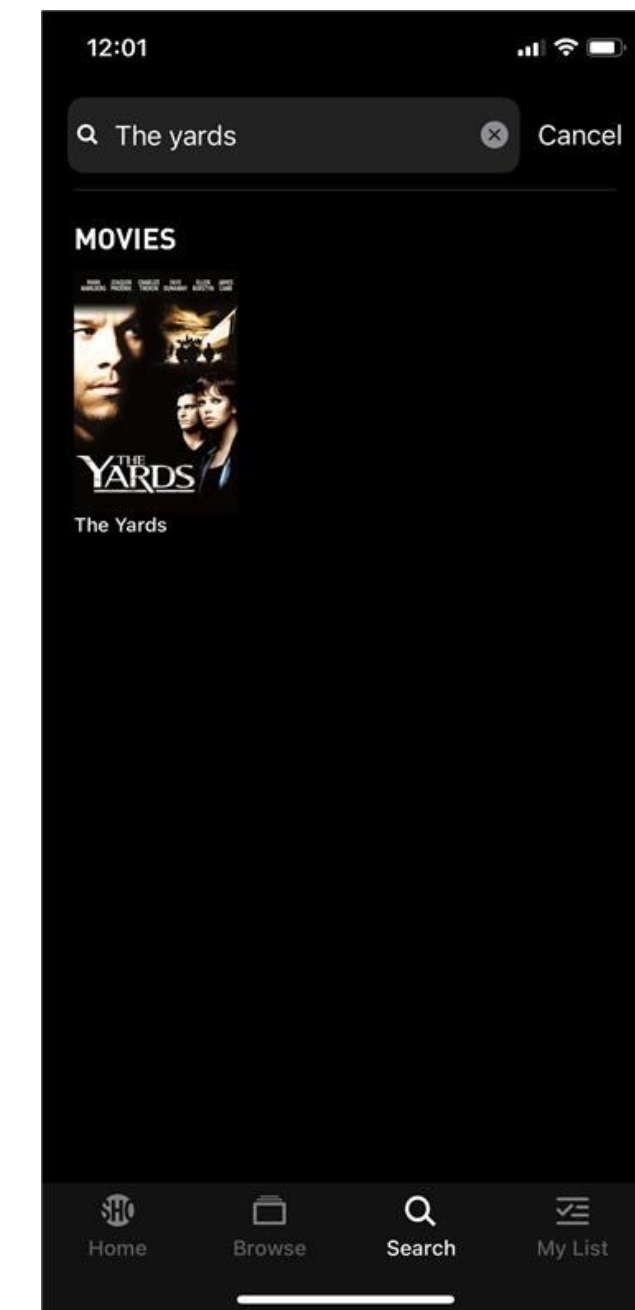
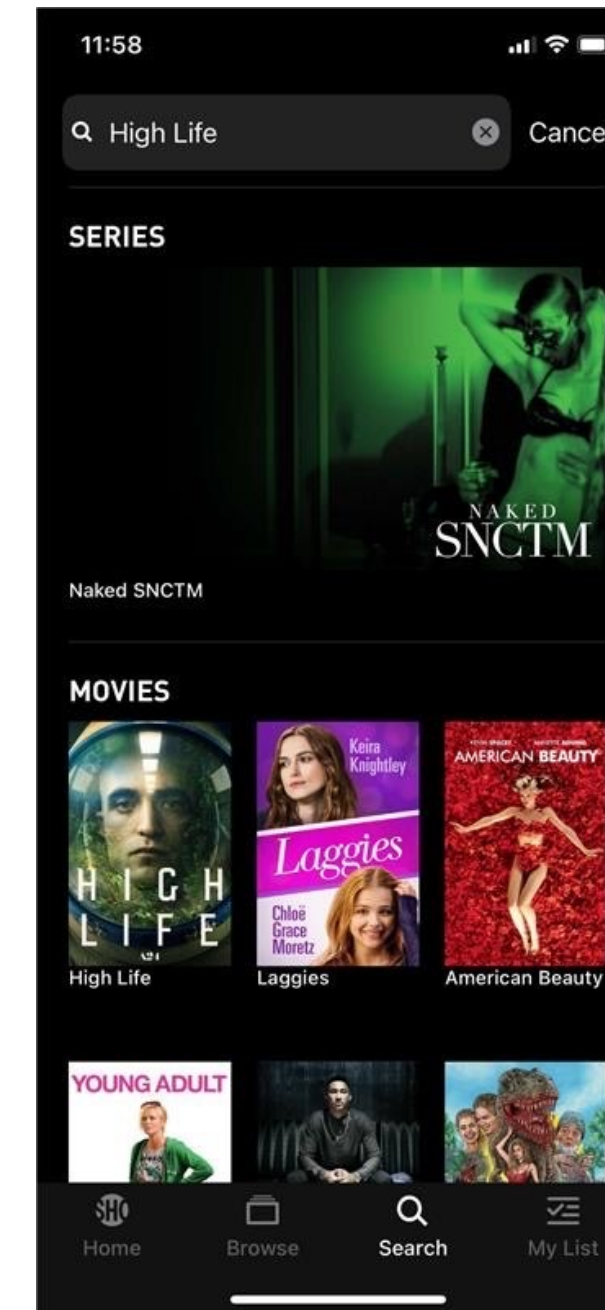
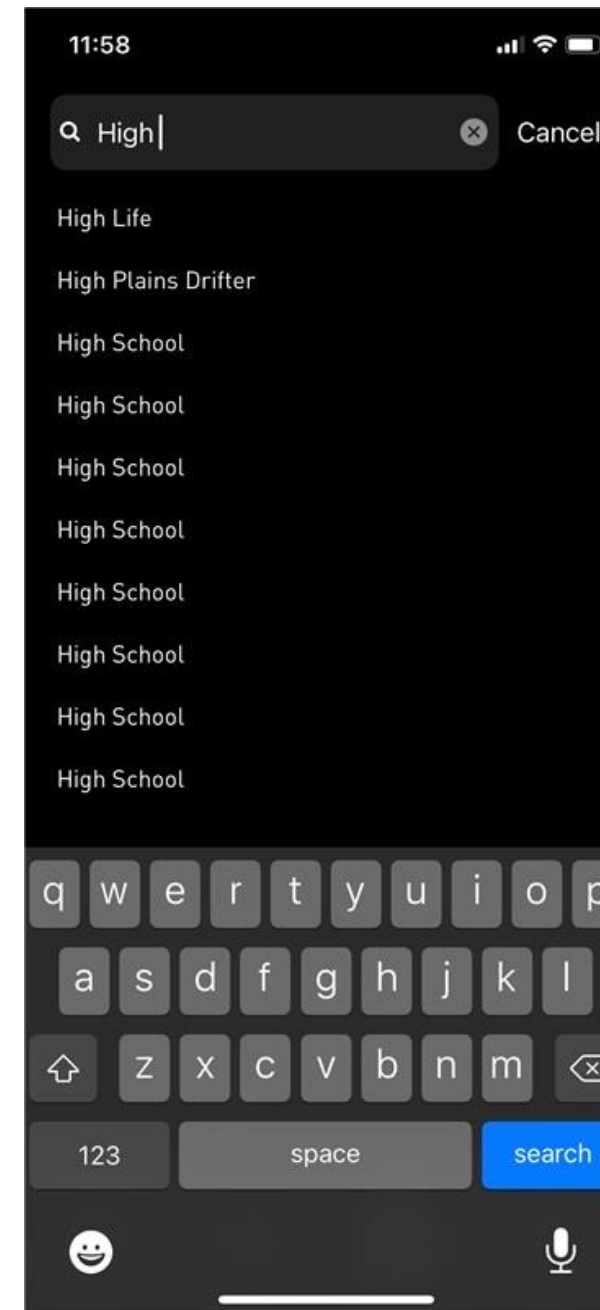
Search and Discoverability

40%

Improvements
To be made

*Is the search functionality efficient,
are shows easy to find otherwise?*

1. Repetitive search suggestions.
2. 100% hit rate in search- does not show up as the first search result.
3. No similar content suggestion for search results.



Recommendations

- Improve search feature to make it more suggestive and intuitive.
- Show recommended content for every search.

TV

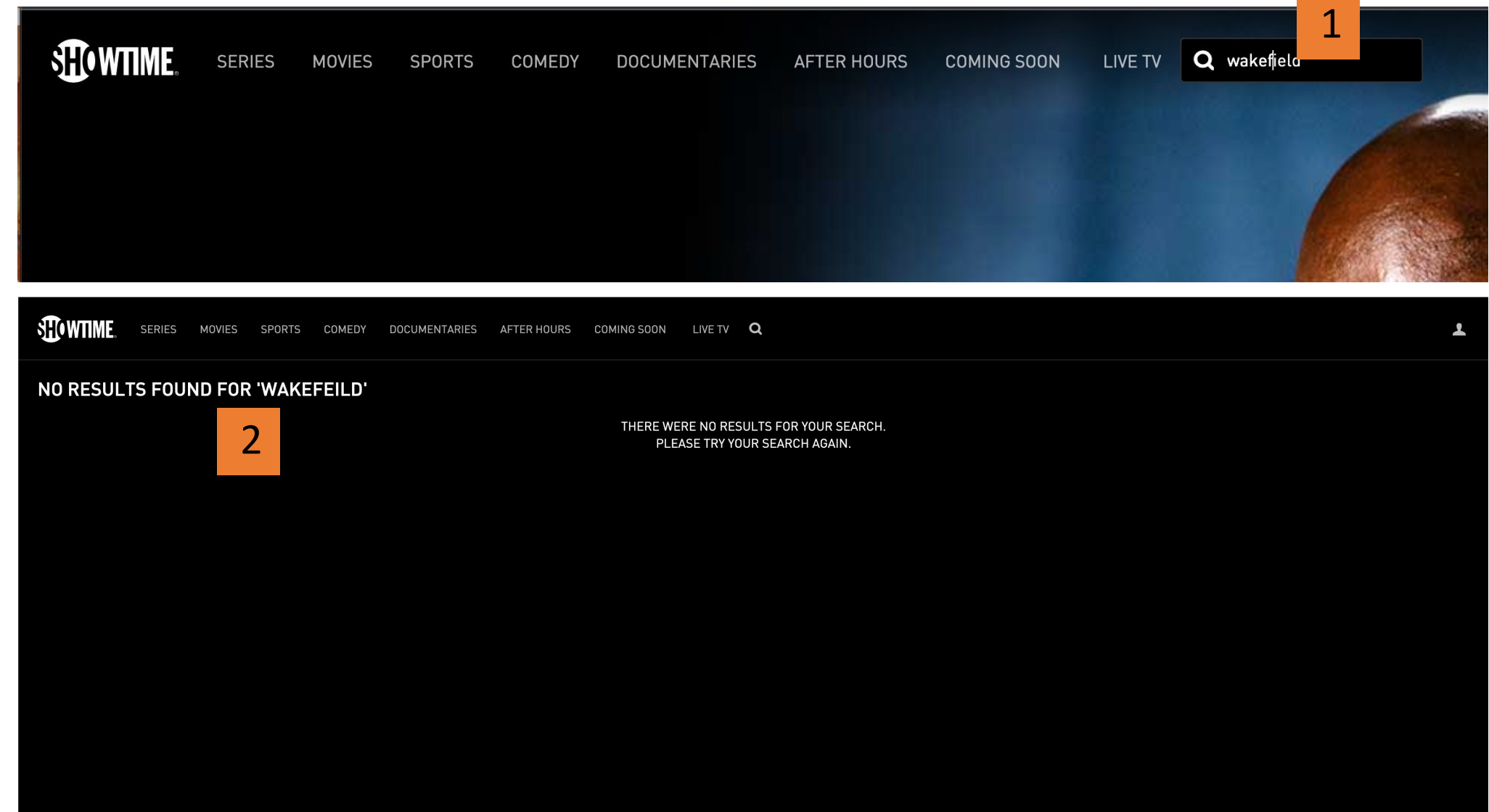
Search and Discoverability

60%

Improvements
To be made

Is the search functionality efficient, are shows easy to find otherwise?

1. Search bar autofill with suggestions.
2. No similar content suggestion, if the search is not available on the platform.
3. Search criteria is limited to word match and not content/genre/cast-based matching. There is no smart suggestion for typo correction.



Recommendations

- Have a drop down for autofill suggestions rather than filling the search bar itself.
- Smart suggestion for recognizing typos.
- Provide similar content for searches rather than showing no content found.

Mobile & TV

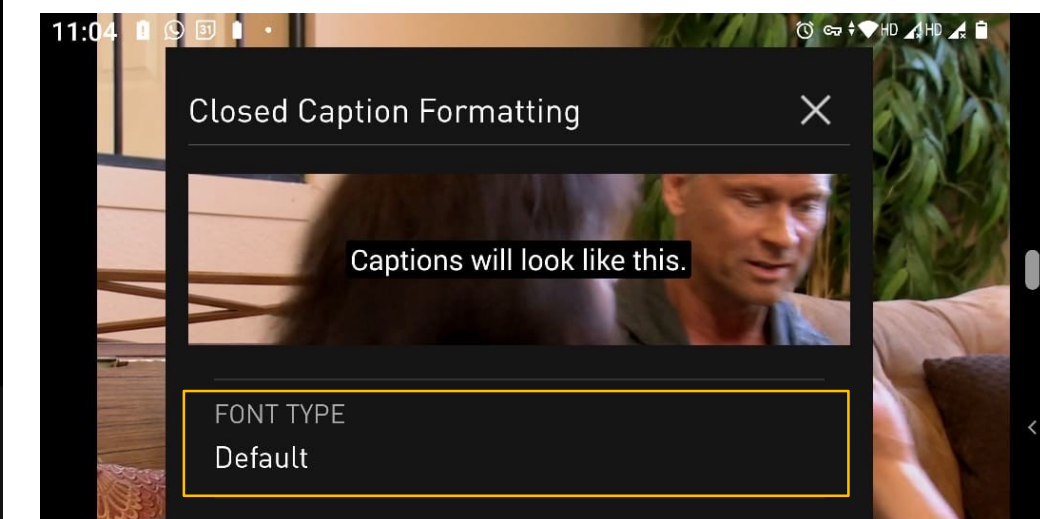
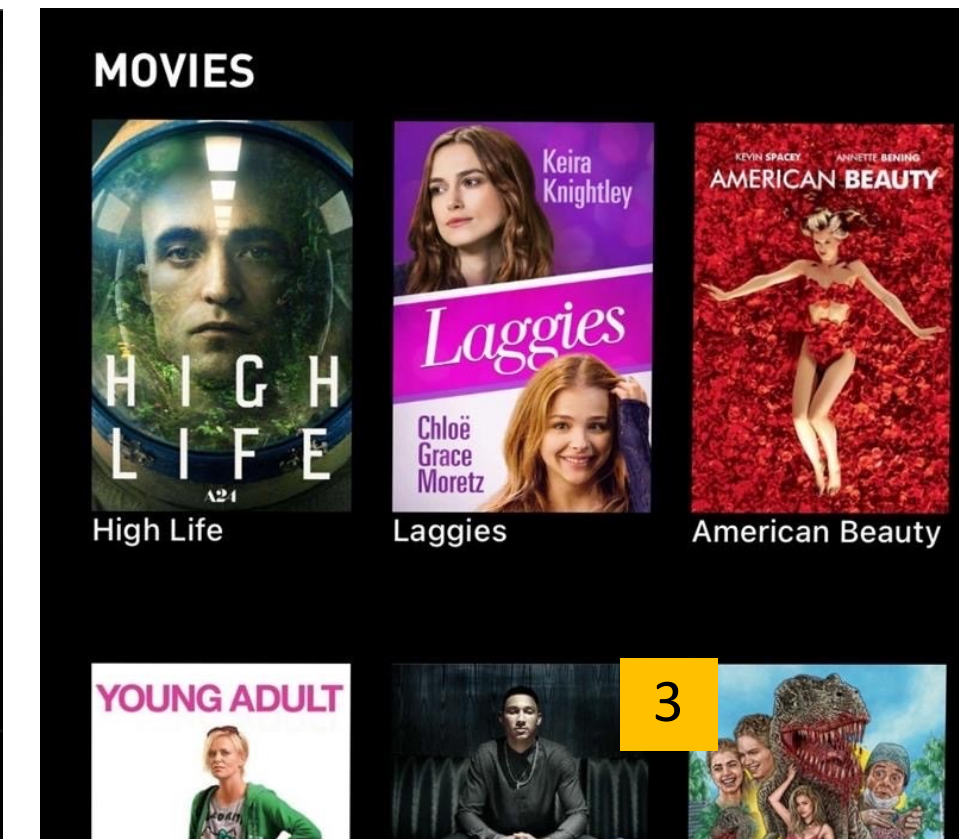
Flexibility and user engagement

35%

Improvements
To be made

Are shortcuts utilized through the interface for experienced users?

1. No 'trailer, rating, related shows' options provided to increase user engagement
2. Previewing content is not accessible on the mobile or TV application
3. No most watched, recently released sections.



Recommendations

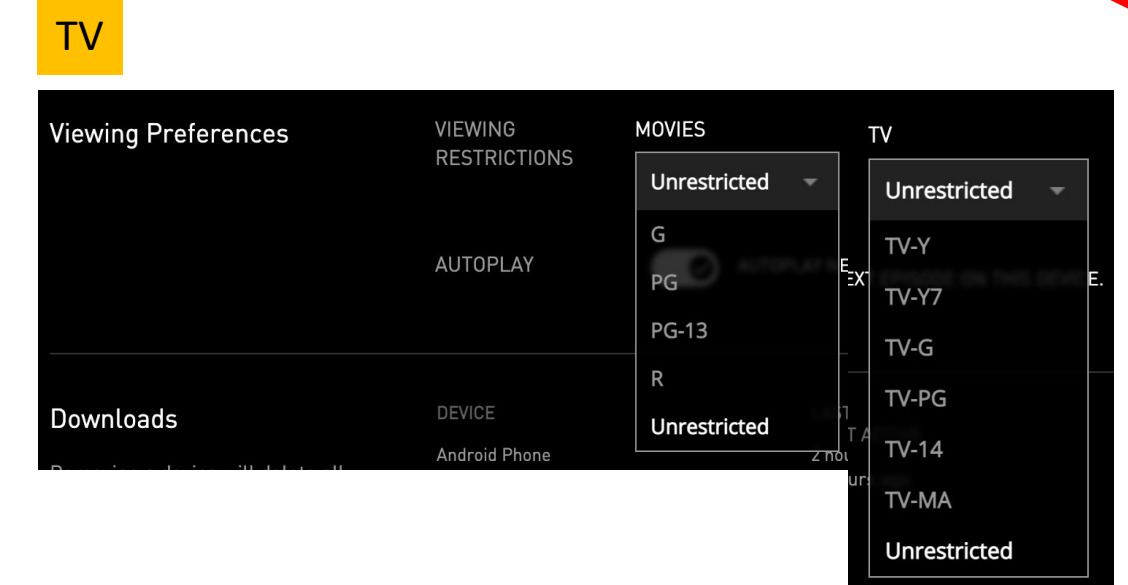
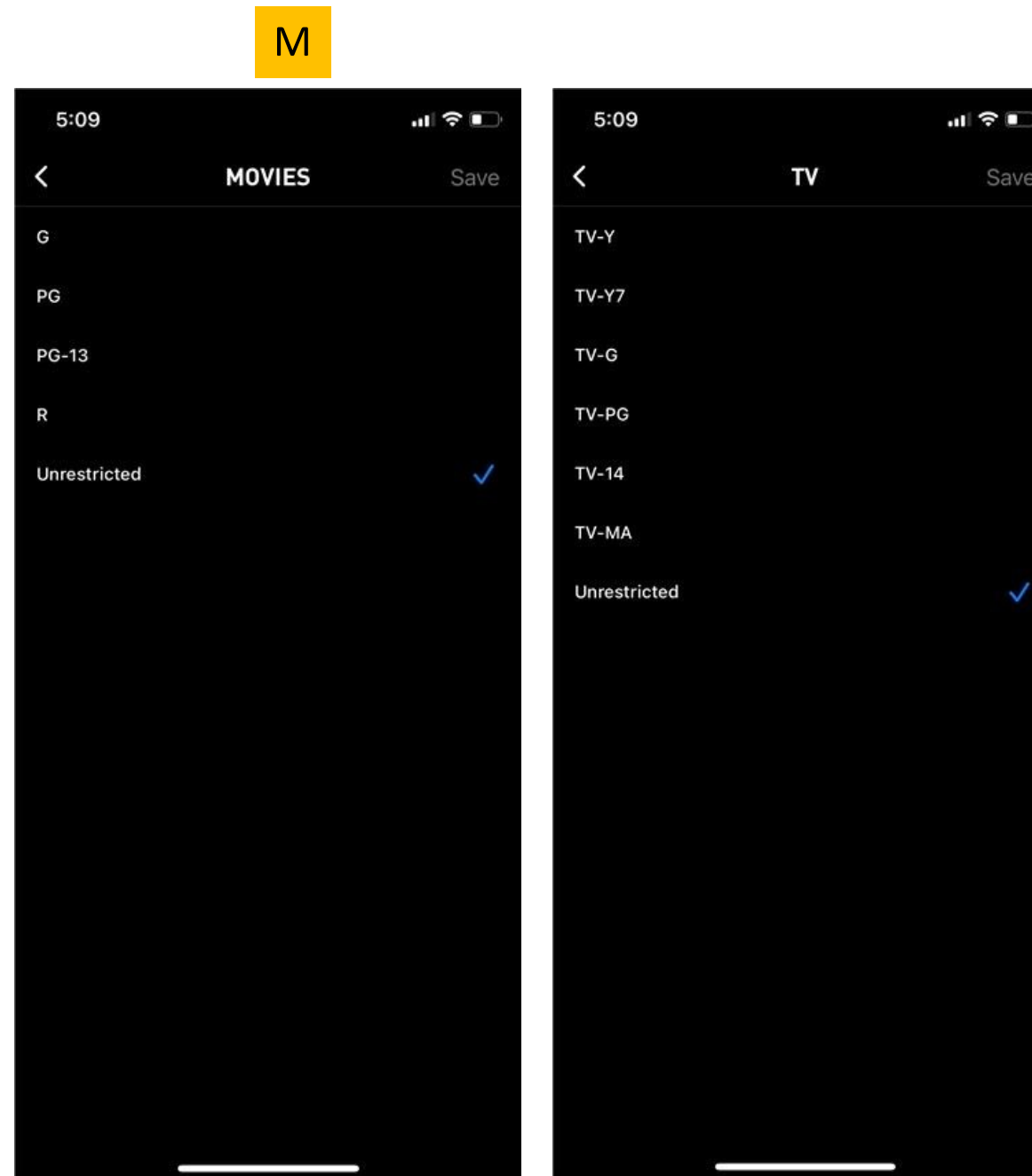
- Rate and liking/disliking shows should be available, and the app should be able to provide preferences over the same
- Users should be able to preview content to make informed decisions to what they want to watch
- A reminder to watch upcoming episodes, sequels of previously watched shows and movies.

Mobile and TV

Match system & Real world

Can users understand the language used across the system?

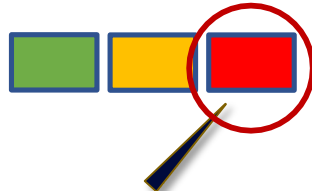
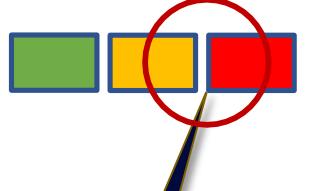
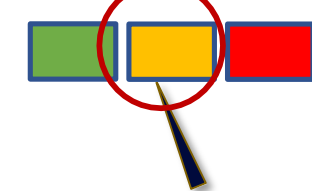
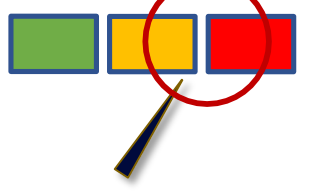
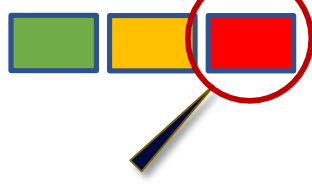
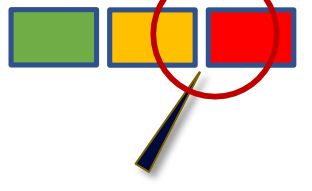

1. Viewing preferences and restrictions have labels that are too technical for a layman. No description is provided either.



Recommendations

- Provide descriptions for the given technical term, so that users can make an informed choice.

Usability Analysis TV and Mobile - Summary

Parameter	Assessment Areas	Health
Recognition over recall	Are Showtime features accessible through recognition?	 <p>No Recent search section, no 'Watch again' section, no Genre and Ratings metadata</p>
Flexibility and user engagement	Does the app provide content that engages the User and allows him browse flexibly	 <p>No 'trailer, rating, related shows' options. Previewing content not accessible on the mobile or TV</p>
Aesthetic & Minimalist	How clean and efficient is the interface?	 <p>Redundancy in menu / categories. No distinct subcategories</p>
Search and Discoverability	Are potential errors by Showtime users prevented?	 <p>No intelligent search results upon spelling mistakes, doesn't show relevant shows</p>
User control and freedom	Can Showtime users undo or redo actions on the website?	 <p>No undo on delete from continue watching/ watchlist, Web – click to pause/ spacebar function not available</p>
Visibility of Systems	How well does Showtime keep users informed of current system status?	 <p>Notifications for several actions missing / loading circle doesn't show percentage/ No indication of Ad being played, unclear selection state</p>
Consistency and standards	Does Showtime use familiar design features?	 <p>Video player standards not followed, orientation inconsistency (iOs), inconsistent menu</p>

Recommendations

The background features a white central area. A dark grey triangle points upwards from the bottom left corner. A red triangle points downwards from the top right corner, meeting the dark grey triangle at a point.

Recommendations

Theme	Features
Discoverability	<ul style="list-style-type: none">• Provide content related to preferred Genre and preferences.• Prioritize valuable content and features.• Providing more and better visual cues and visual affordances.• Navigation schemes in the On Demand section could be improved.
Usability	<ul style="list-style-type: none">• System status could be made more visible.• User control and freedom could be enhanced in the category pages and Search.• Standards could be maintained in popular features that users recognize.• Provide easy access to preferred content.• Provide video scrubbing preview.
Engagement	<ul style="list-style-type: none">• UI enhancements can be created as per Persona's likes and dislikes e.g.- dark mode/light mode, video speed, video resolution options, etc.• Previews and trailers should be played when user shows interest in a particular content.• Personal preferences and genres should be made available.• Reminder option for shows with ongoing episodes.• Rate and review to be provided in every tv show/ movie.

Thank You