THE POWER OF UX

STREAMING SERVICES ANALYSIS

2023

Cognitive Creators

DISCLAIMER

This white paper represents a small part of a comprehensive Digital Due Diligence (DDD) framework.

It offers **select UX analysis insights** rather than a complete evaluation.

The complete 360-degree DDD assessment also includes additional key pillars that are not covered in this document, such as:

- Digital Trends & Industry Insights
- Technology Ecosystem, MarTech Stack Analysis and Technology Capability Assessment
- Brand Performance Audit (data-driven evaluation of historical digital performance)
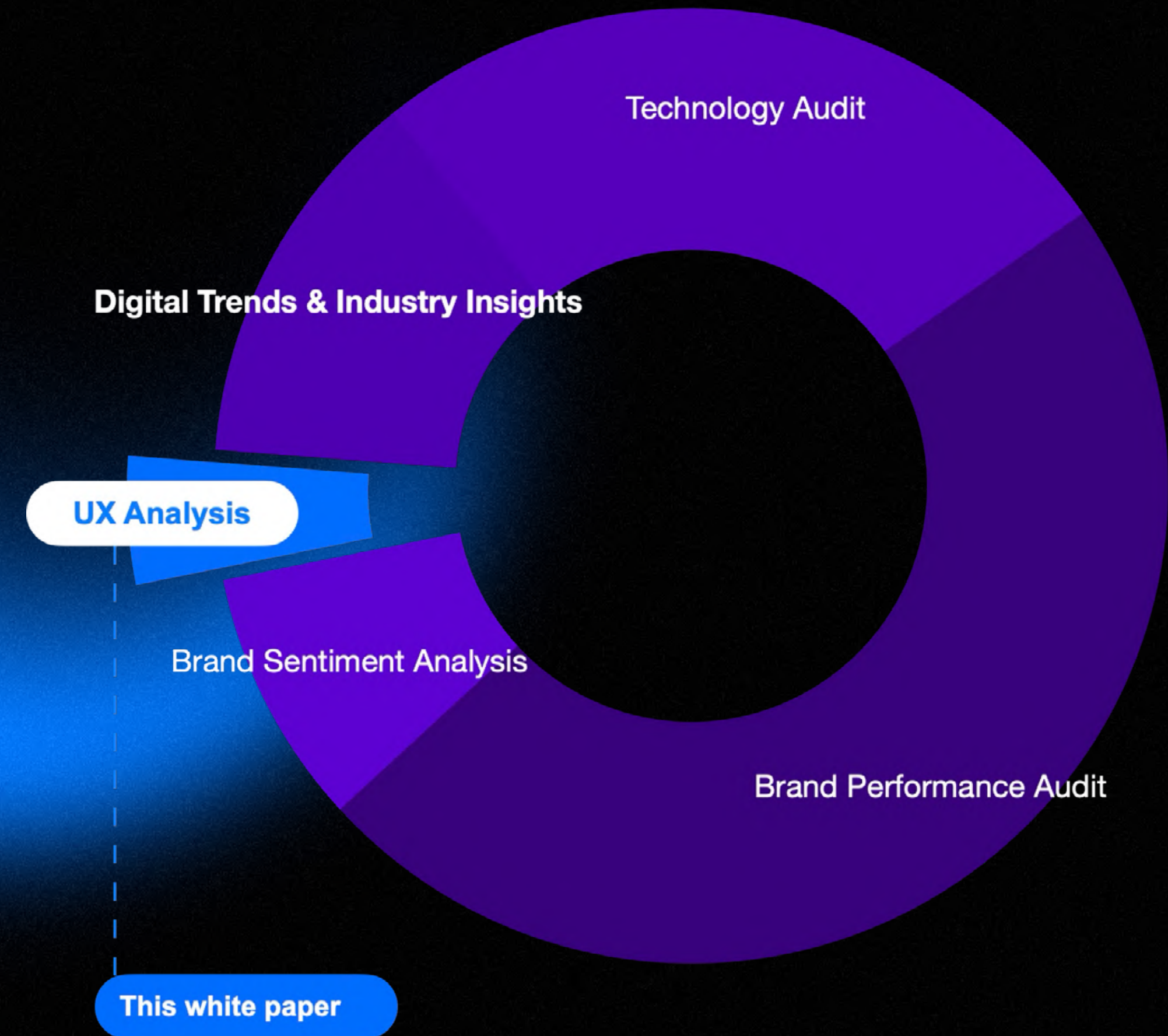- Reputational Risk Analysis (Brand sentiment analysis)

Technology Audit

Digital Trends & Industry Insights

UX Analysis

Brand Sentiment Analysis

Brand Performance Audit

This white paper

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SUMMARY

To better understand the significance of user experience (UX) and user-focused design, we conducted a comparative analysis of five major streaming platforms: **Netflix, HBO Max, Apple TV+, Amazon Prime Video, and Disney+.**

Our goal was to extract key insights that could inform the creation of the ultimate streaming platform. Initially, our plan included Hulu and Sky Showtime; however, due to regional availability limitations, Apple TV+ and Hulu were excluded from the registration and content analysis, while Sky Showtime was included only in the landing page evaluation.

It is important to note that the findings presented here are general observations rather than a full, end-to-end application of our UX research methodology. While our established framework guided certain parts of the analysis, this study should be viewed as a representation of UX-focused evaluation rather than a comprehensive audit.

Scope and Methodology

The analysis took place between February and March 2023, evaluating both desktop and mobile app experiences on two different devices. Our investigation focused on three key areas:

1. **Landing Page** (7 streaming services) - The first point of interaction for users, influencing engagement and conversion rates.

2. **Registration/Onboarding Flow** (5 streaming services) - A critical process that should be seamless to minimize user drop-off.

3. **Main Interface and Streaming Content** (5 streaming services) Examining browsing and viewing experiences, alongside settings, account cancellation, and deletion options.

Key Findings

- **Landing Page:** While all services emphasized visually compelling content, ease of navigation and clear calls to action varied. Netflix and Disney+ excelled in streamlined messaging and accessibility, whereas others had cluttered layouts or less intuitive designs.

- **Registration Flow:** Simplicity and speed were crucial. Netflix provided a frictionless onboarding experience, whereas some competitors required additional verification steps, potentially leading to user frustration.

- **Main Interface & Content Accessibility:** Content discoverability was a key differentiator. Platforms like HBO Max and Amazon Prime Video offered extensive libraries but lacked intuitive categorization. Disney+ and Netflix demonstrated superior personalized recommendations and browsing experiences.

- **Settings & Account Management:** While most platforms allowed users to modify plans easily, account cancellation and deletion options were sometimes hidden, making the process less user-friendly.

Conclusion & Recommendations

Our analysis highlights that an optimal streaming platform should prioritize a seamless landing page experience, an intuitive and frictionless registration process, and a well-structured content browsing system. Personalization, clarity in navigation, and user control over account management are critical elements in enhancing user satisfaction and engagement. These insights serve as a foundation for designing the ultimate user-centric streaming service.

This white paper serves as a representation of a **UX analysis,** which is part of a broader Digital Due Diligence and doesn't present the complete analysis that also involves an in-depth exploration of a wide range of business-specific data. **See more about our DDD methodology here.**

STREAMING IN NUMBERS

PLATFORM	REGISTERED USER	PRICE	REGION
NETFLIX	230.75 million	Basic: 7.99€/month Standard: 9.99€/month Premium: 11.99€/month	Worldwide
prime video	200 million	$8.99/month	Worldwide
Disney+	164.2 million	$7.99/month with ads $10.99/month without ads	North America, South America, Europe, Middle-East and North Africa, South Africa, Asia-Pacific
HBO max	76.8 million	4,99 €/month 39,90 €/year(33% off)	United States (w/ Puerto Rico), Latin America, Caribbean, Nordics, Spain and Andorra, Netherlands, Portugal, Central and Eastern Europe
hulu	47.2 million	$7.99/month with ads $14.99/month without ads	United States
tv+	33.6 million	$6.99/month	108 countries
skySHOWTIME	22.4 million	$10.99/month	Australia, Austria, Canada, Central America, Dominican Republic, France, Germany, Hungary, Ireland, Italy, Middle East, Northern Europe, Poland, Russia, South America, Switzerland, United Kingdom, United States

The numbers are based on reports from the second quarter of 2022.

LANDING PAGE ANALYSIS

LANDING PAGE

Landing pages are a very important aspect of these services, as they often serve as one of the first points of engagement for potential users. These pages should not only be visually cohesive, but also intuitive, easy to navigate, and provide all the essential information a user might need.

To ensure a comprehensive analysis, we have divided the research into the following seven key areas*:

First Impression	Sections	Information	Call To Action	Design	Uniqueness	Usability

*note: The key areas mentioned represent only a fraction of the full analysis.

FIRST IMPRESSION

By first impression, we refer to the initial interaction between a visitor and the webpage. In this phase, we aim to answer the following questions:

What is the overall impression?

How are the streaming services positioned?
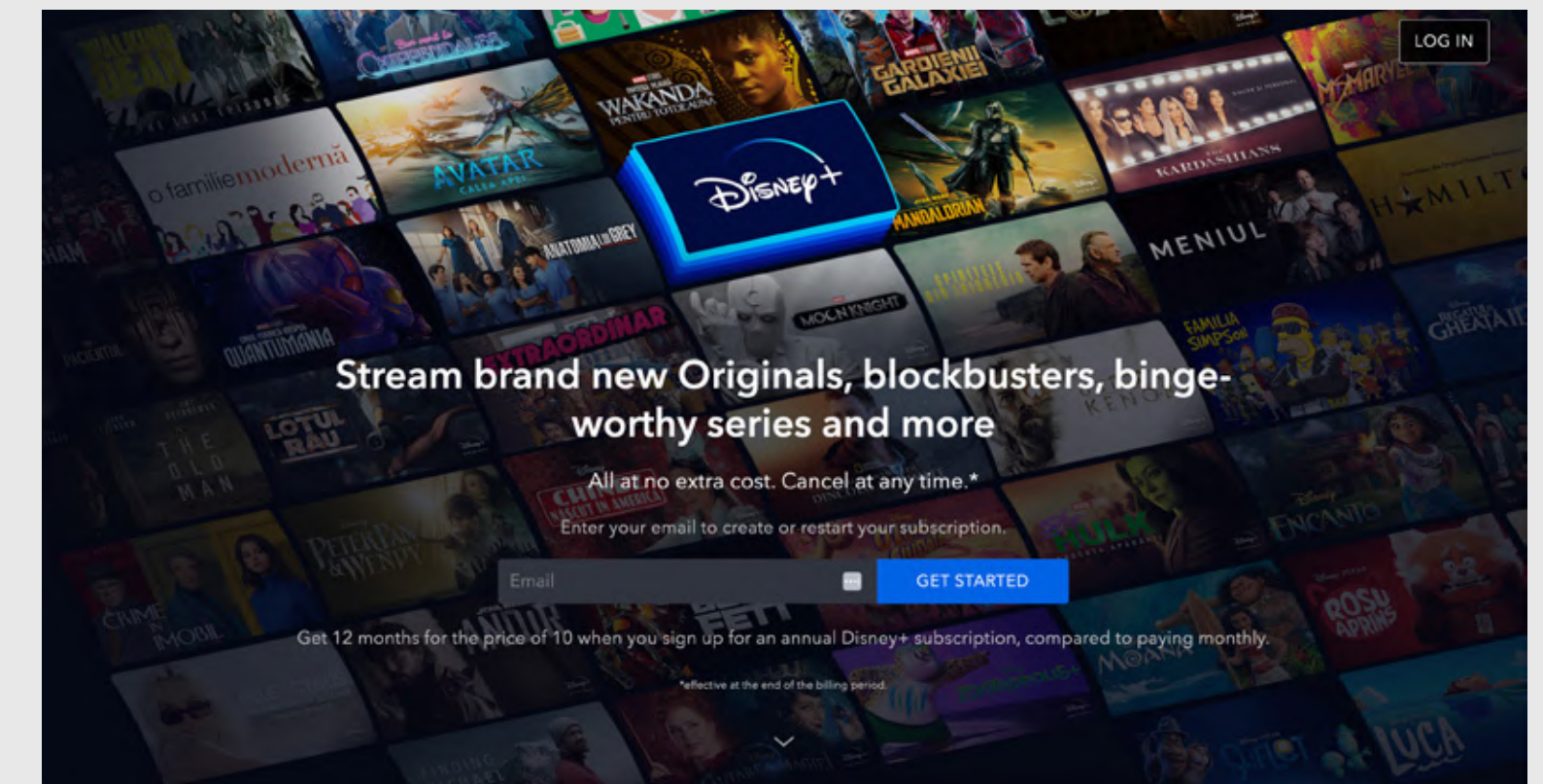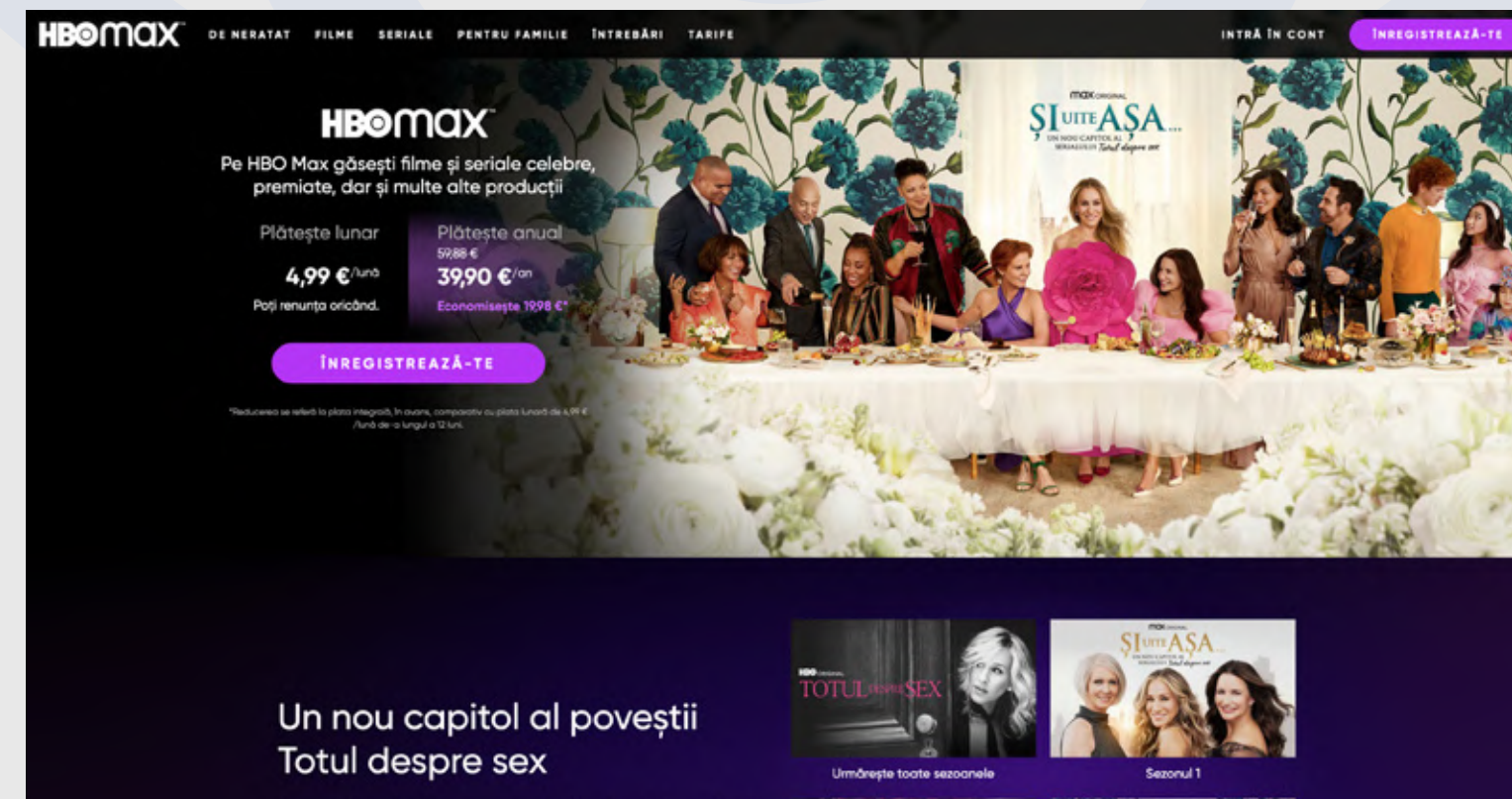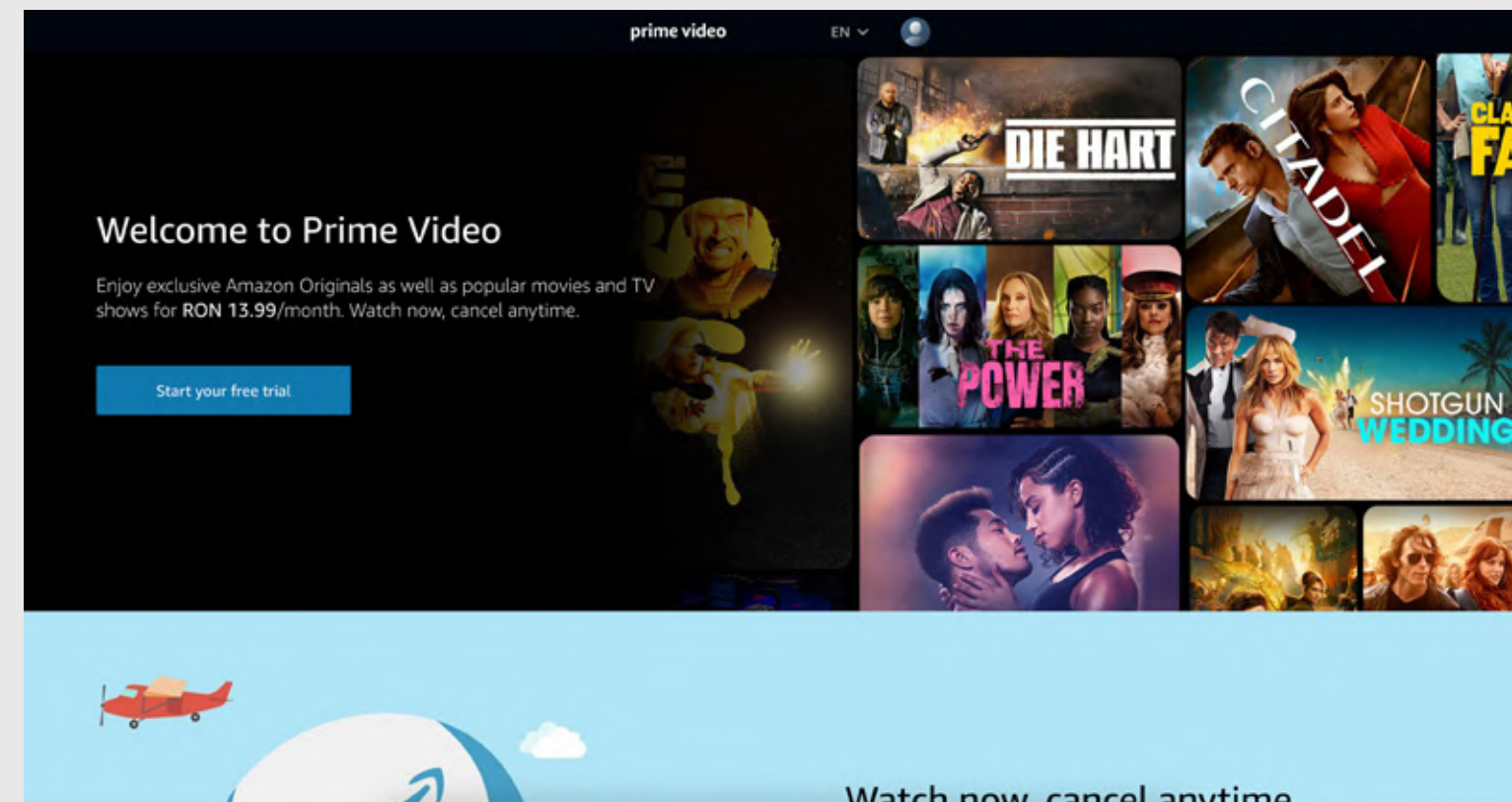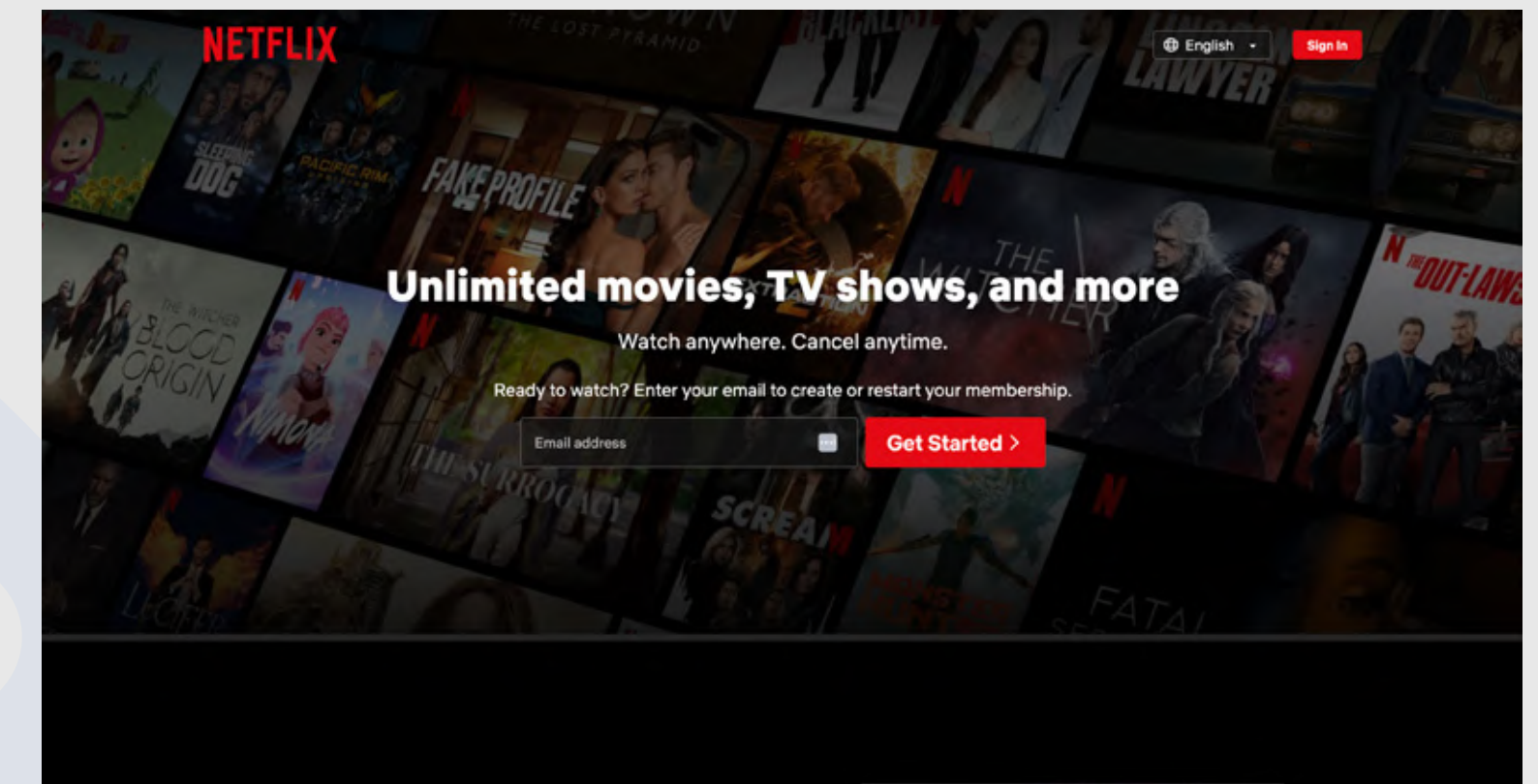
FIRST IMPRESSION FINDINGS
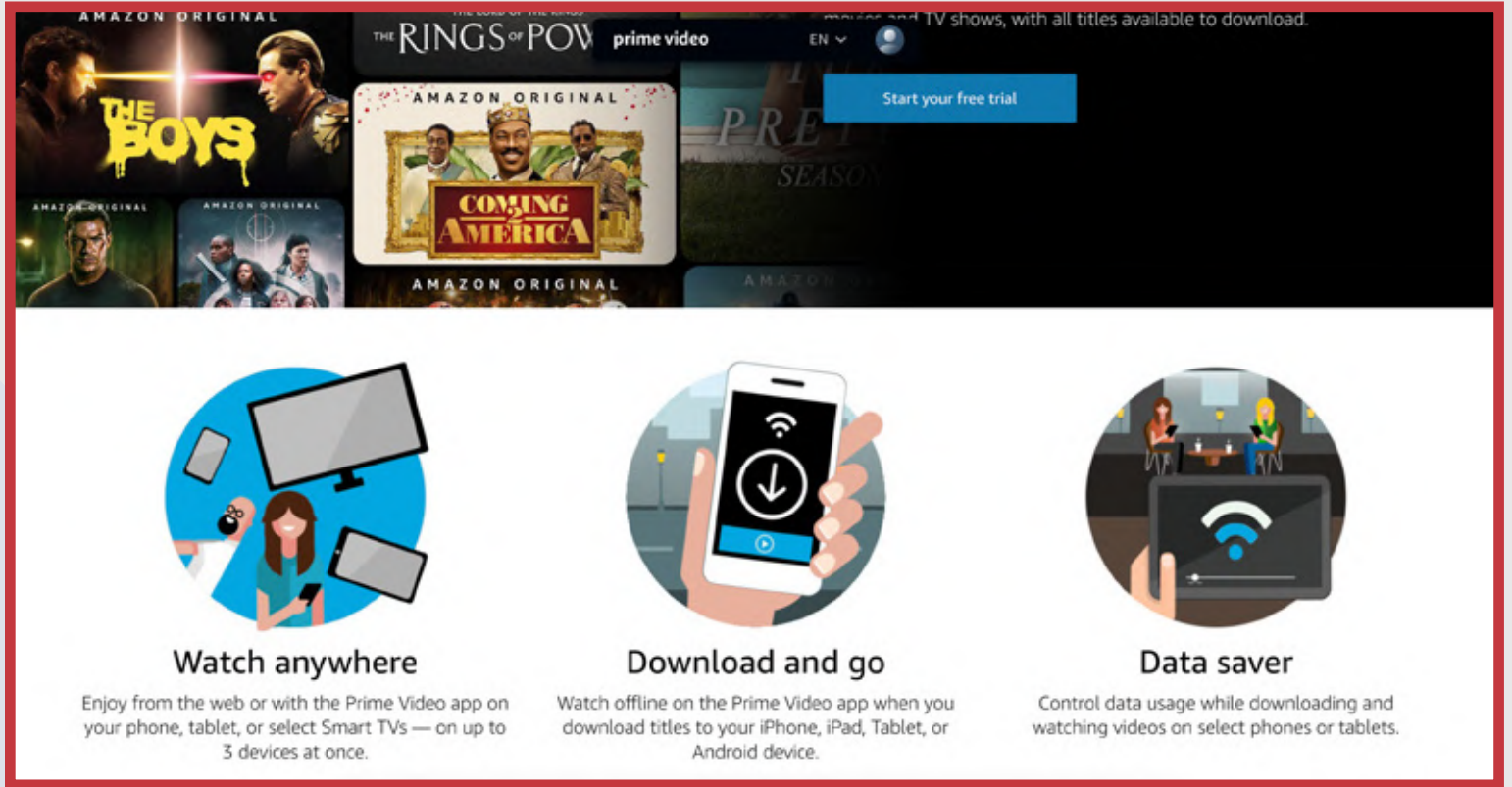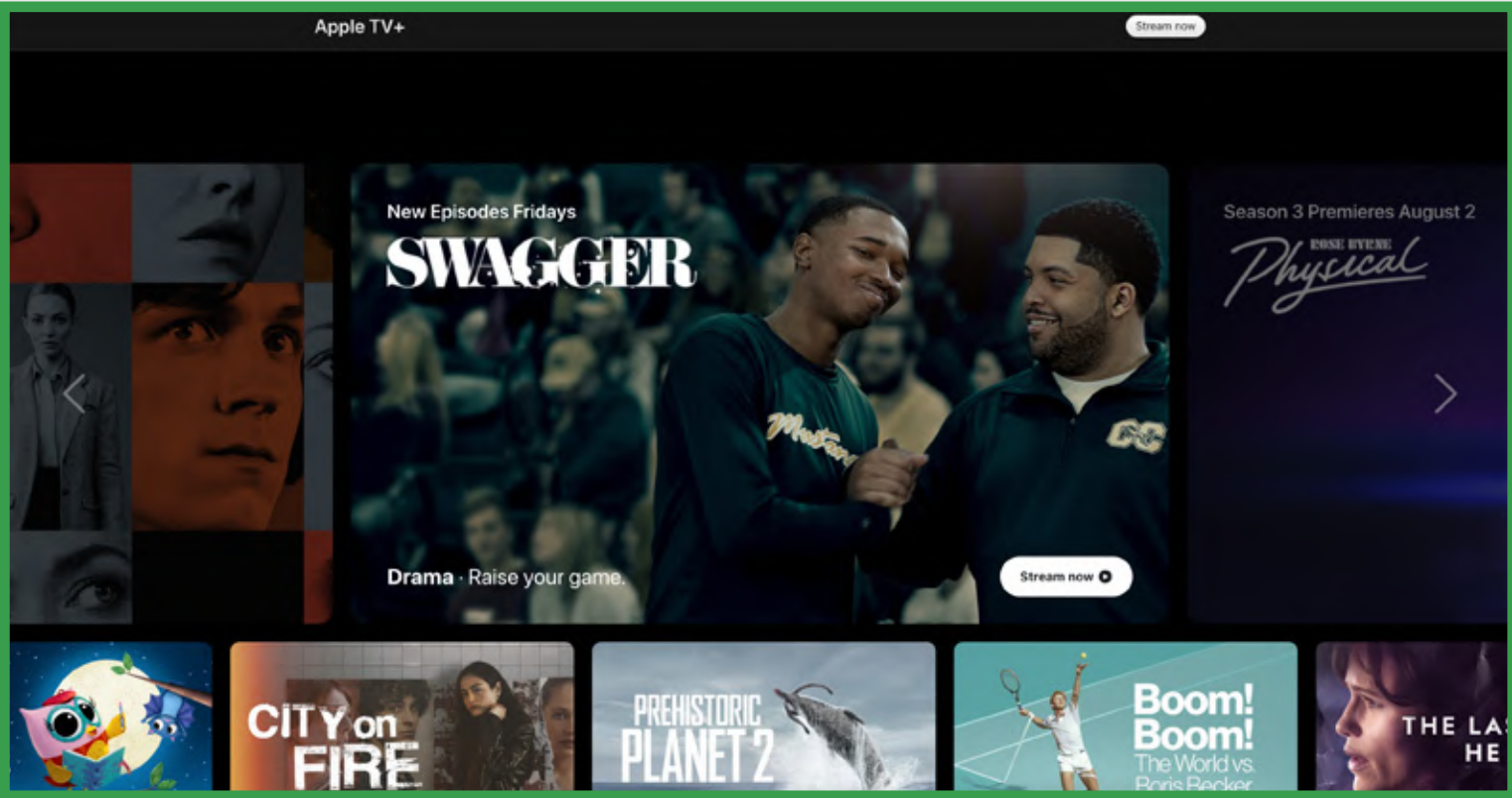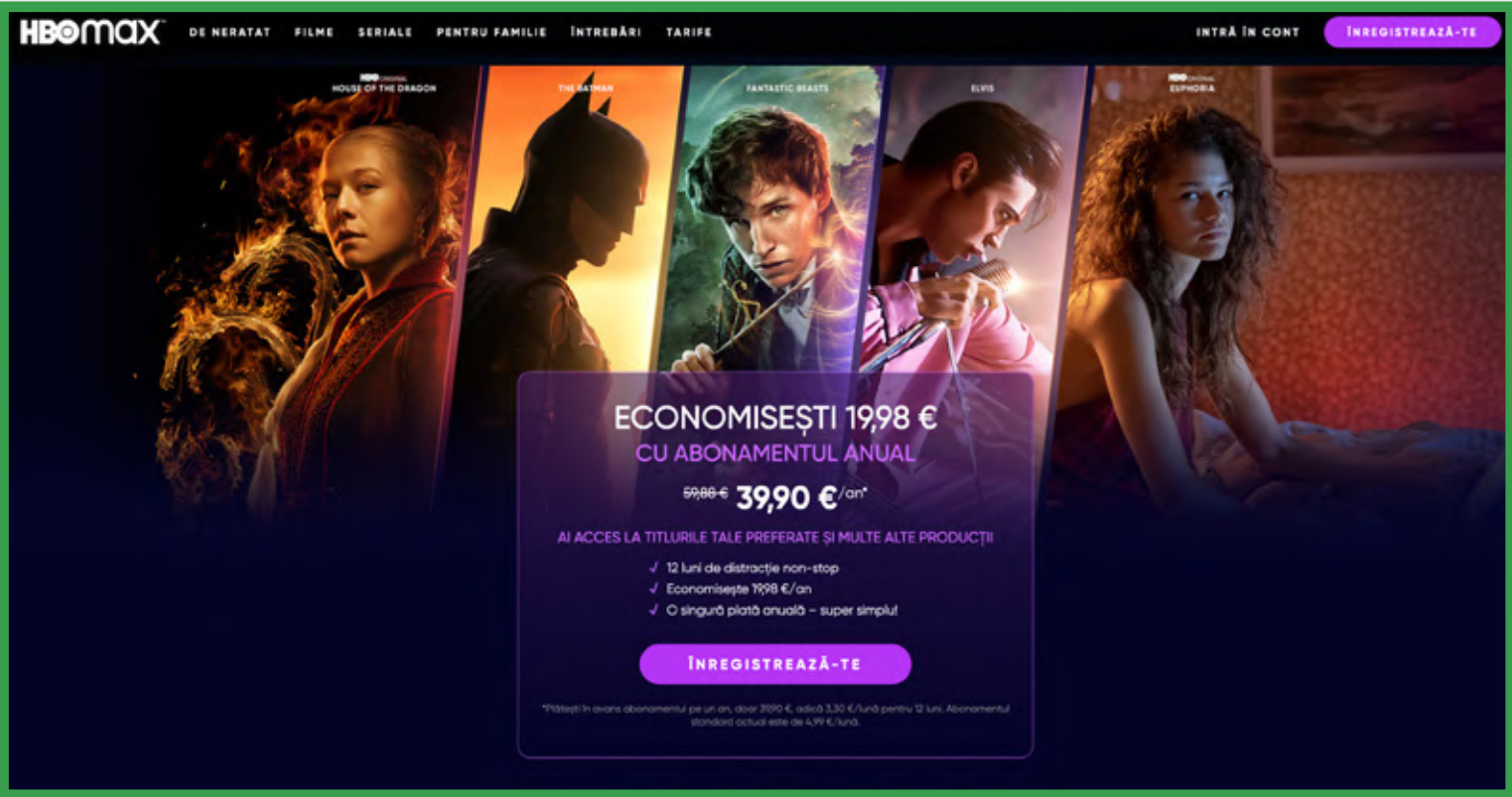
HBO Max features well-designed imagery combined with a modern, transparent layout that adds a sense of depth to the landing page.

Apple TV+ uses an animated carousel to showcase its content lineup, giving the landing page a modern, lively vibe.

Amazon Prime Video relies on outdated graphic elements and a grid-like arrangement of show images, resulting in a less modern overall appearance.

First impressions heavily depend on imagery. Most streaming platforms create a positive initial impact with clean, modern layouts, except for Amazon Prime Video. Amazon's landing page appears dull and hastily assembled, relying on outdated graphics that result in an overall impression that feels generic or even below standard.

SECTIONS

Websites are typically composed of distinct sections, which help organize content, provide structure, and enhance the overall user experience. While the visual style of each section may vary, their primary purpose is to group related information in a meaningful way.

In our analysis of sections, we aimed to answer the following questions:

How many sections are present on the landing page?

What is the structure of these sections?

What types of hooks or engagement elements are used within them?
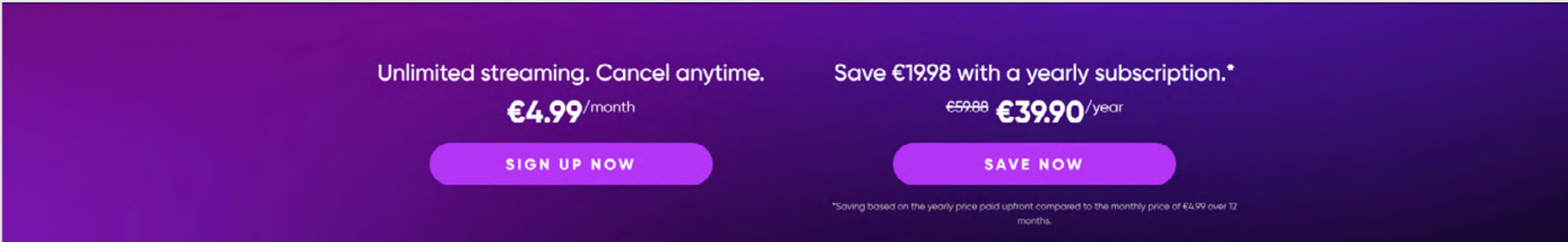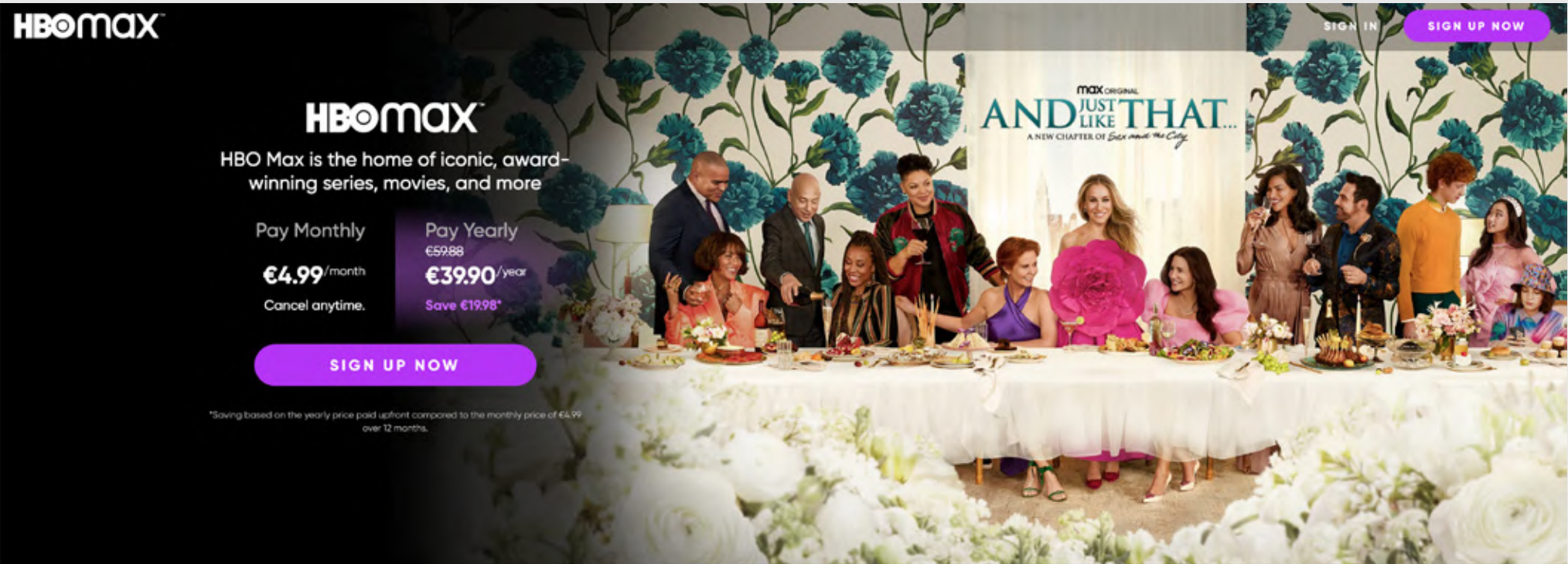
SECTIONS FINDINGS
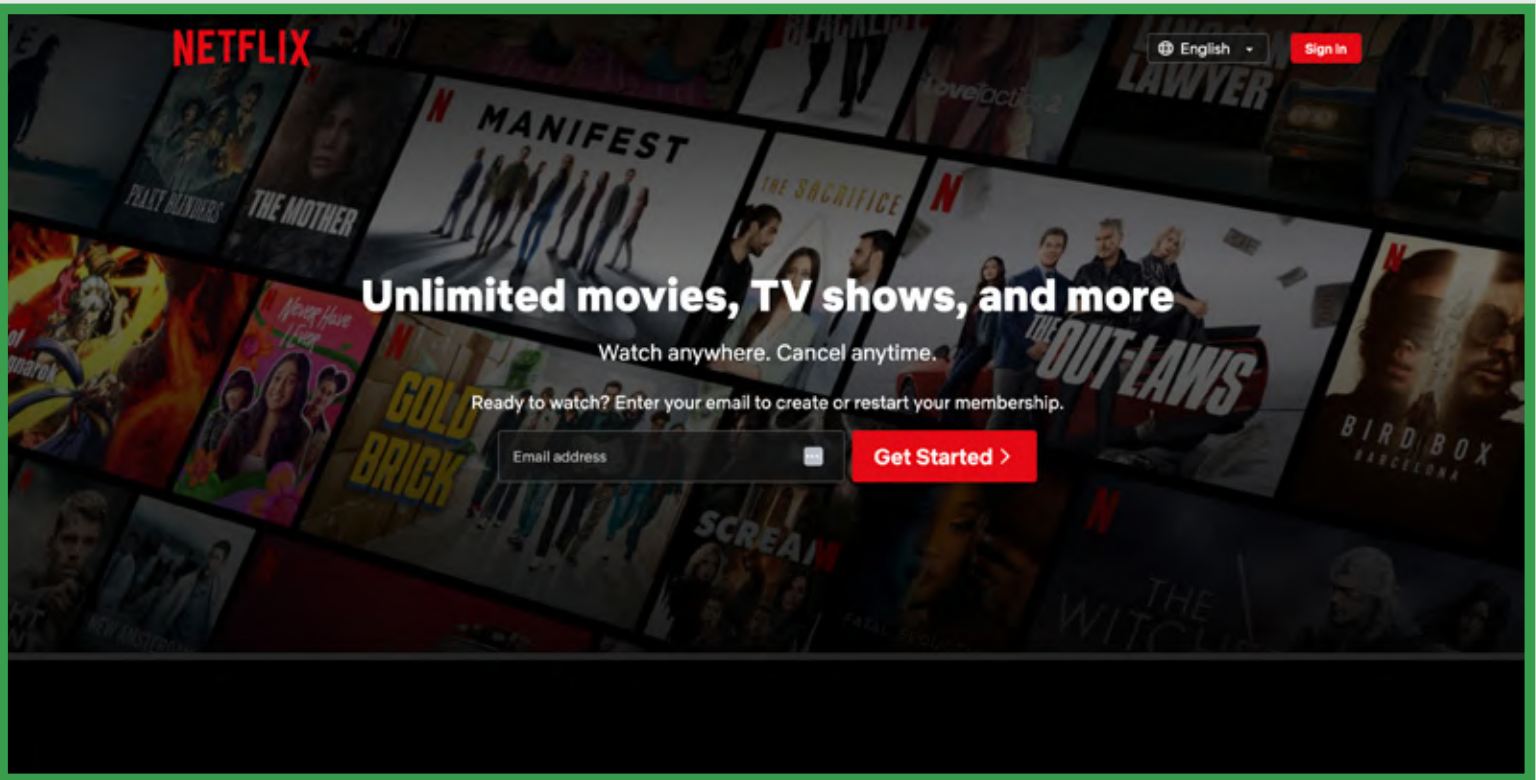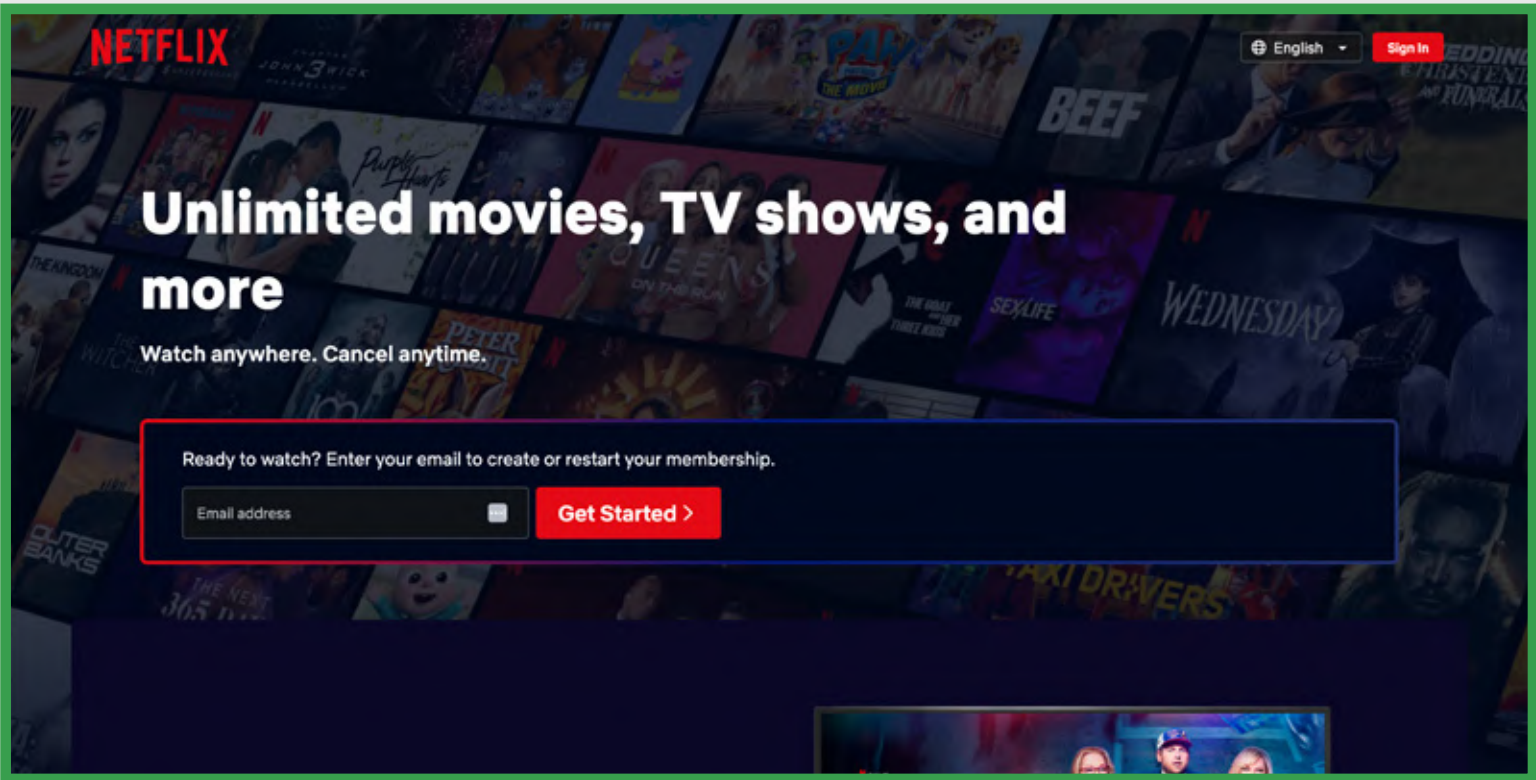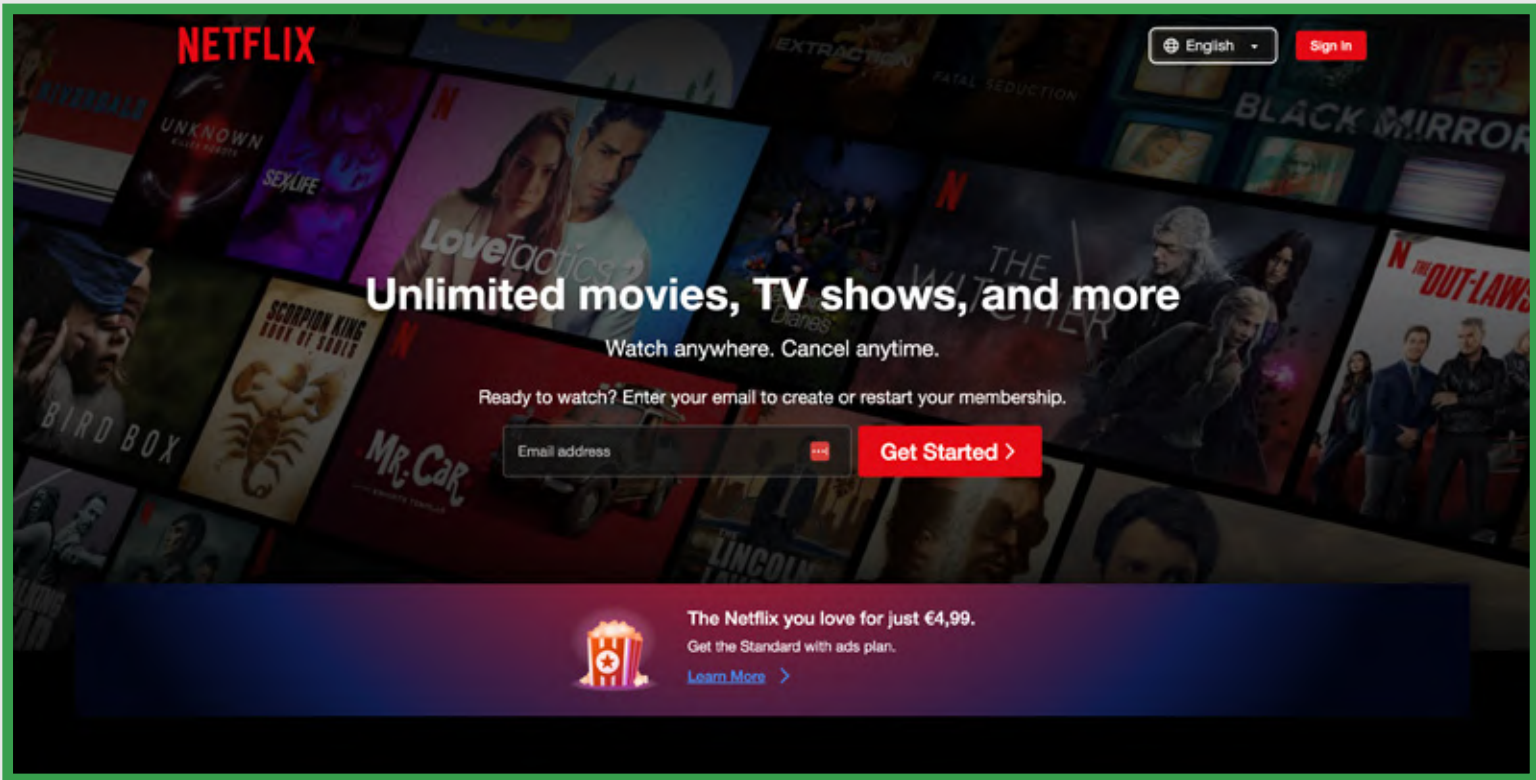
Netflix uses a dynamic hero section, which can vary depending on the visitor's country and browser. Additionally, the background movie grid changes periodically, adding a sense of freshness to the landing page.

The average number of sections is 5.8, with HBO Max having the most (8 plus footer) and Amazon Prime Video the fewest (4 plus footer). Netflix is the only platform that features a dynamic hero section.

SECTIONS FINDINGS
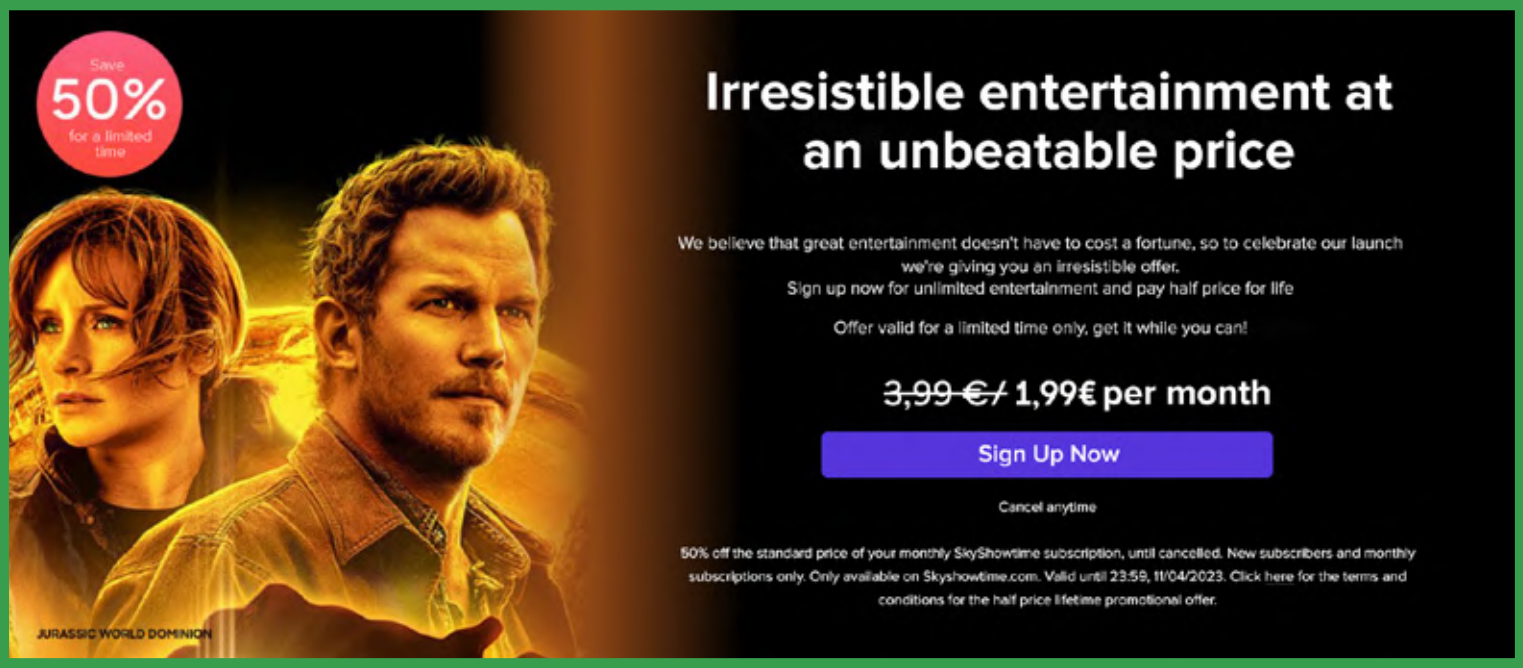
Sky Showtime offered a limited-time lifetime discount—new users could subscribe at half price, but only during the first two months after launch.
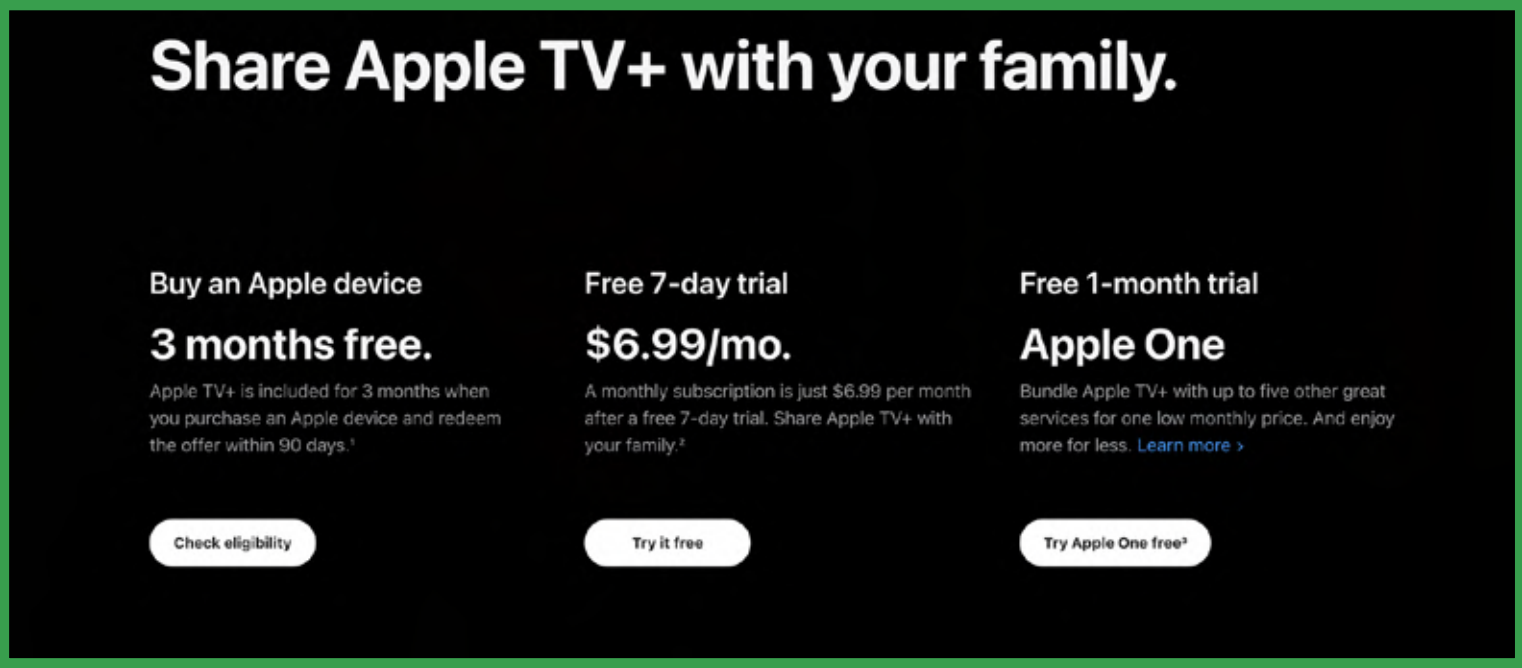
Apple TV+ provides a 7-day free trial, and Apple device buyers receive three months free. Additionally, Apple TV+ is available as part of the Apple One bundle.
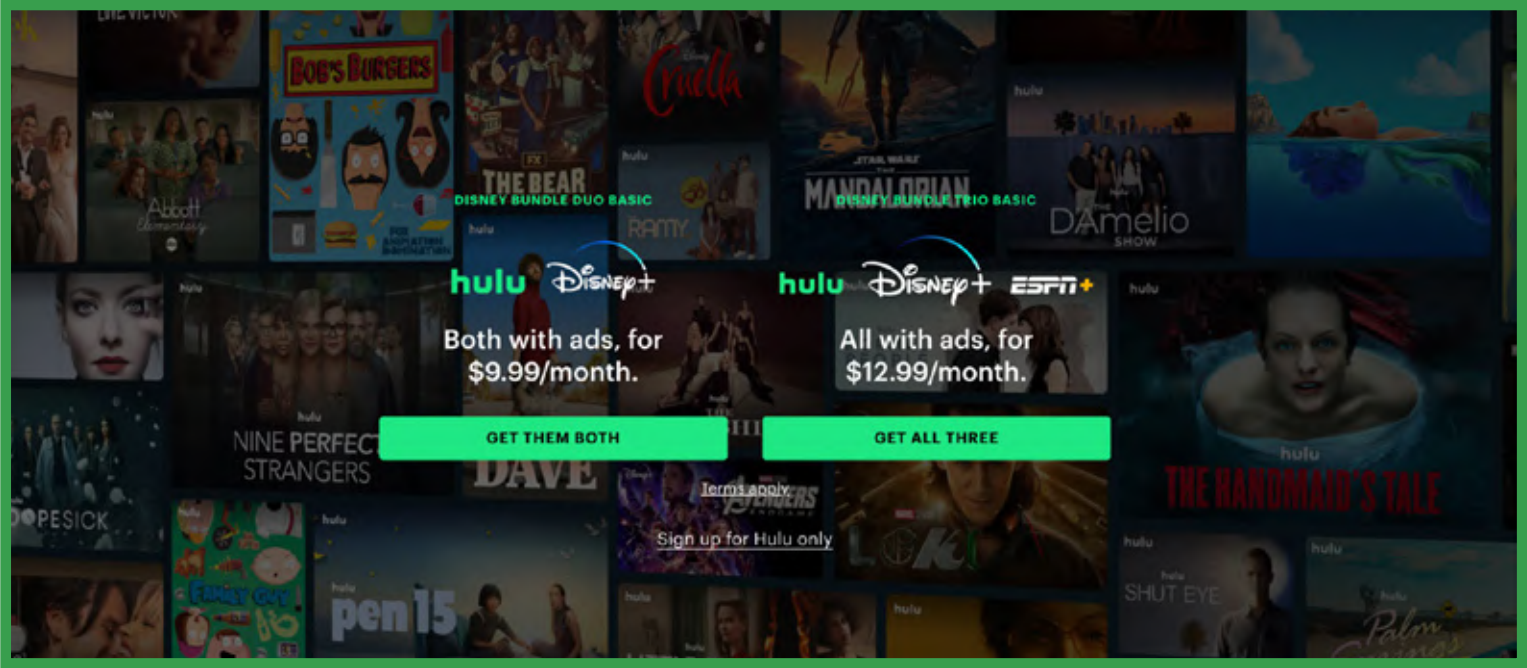
Hulu leverages bundling as a key user hook: users can subscribe to Hulu together with Disney+, and optionally add ESPN+, making the offer especially appealing to sports fans.

Most of these streaming platforms use original titles and user benefits for hooking users to their platforms. Some of them are more creative, for example Hulu uses bundles, Sky Showtime uses lifetime half price deal for new users.

SECTIONS FINDINGS
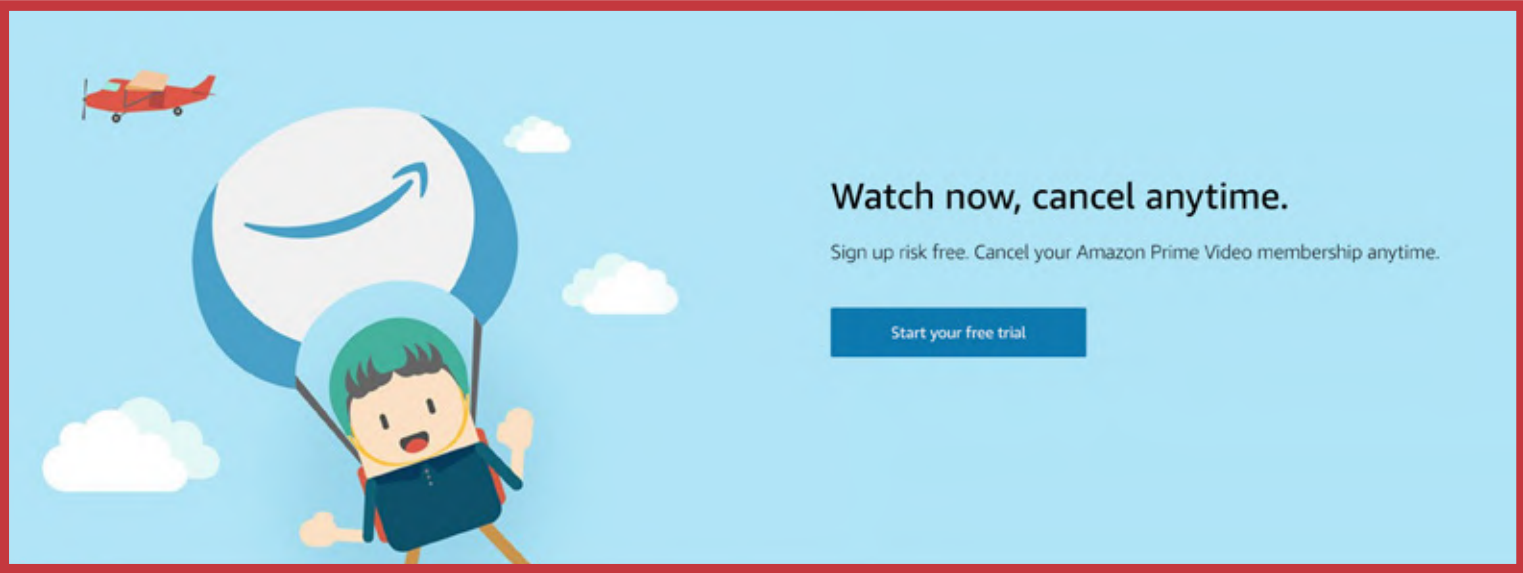
Amazon Prime Video dedicates an entire section to highlight features that other streaming services also offer, but with some additional details.
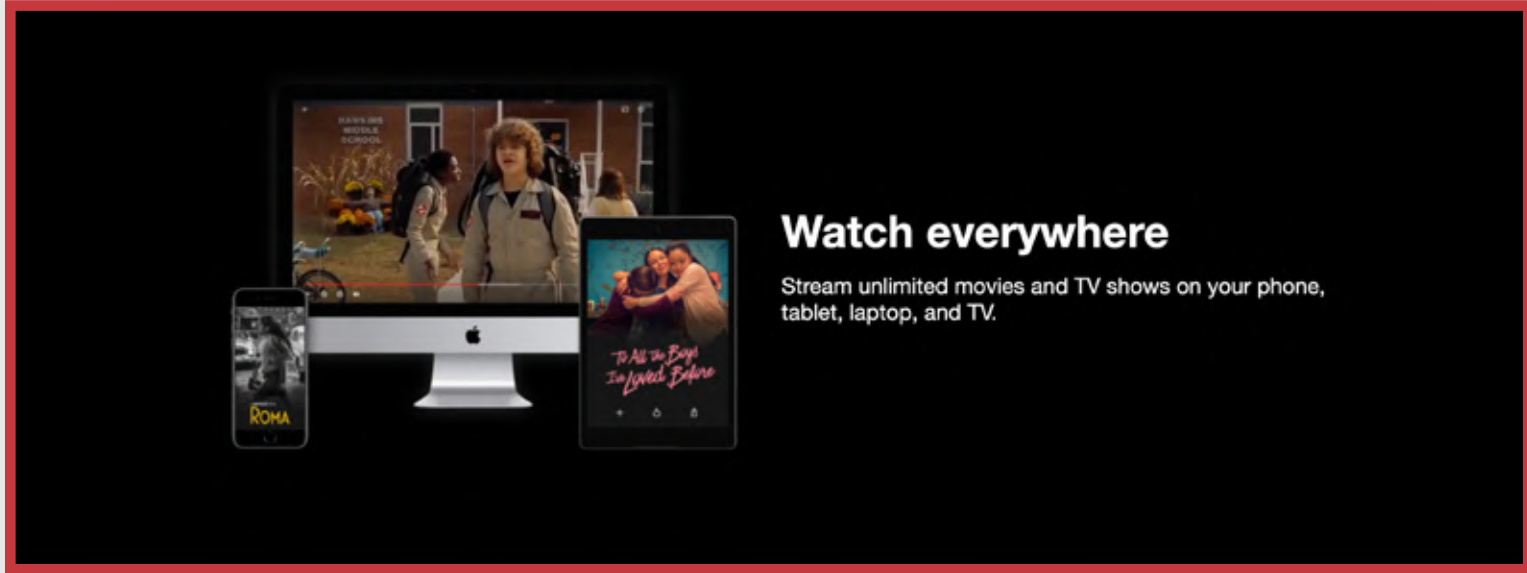
Netflix provides useful information, but it tends to be quite generic. Users might still wonder, for example, which TVs or gaming consoles support Netflix streaming.

n contrast, **Disney+** offers much clearer and more detailed information about the range of devices compatible with their service.

Sections should provide useful and clear information for potential users. One of the most frequent pain points of sections is that the information is too generic, which doesn't need a dedicated section.

SECTION FINDINGS
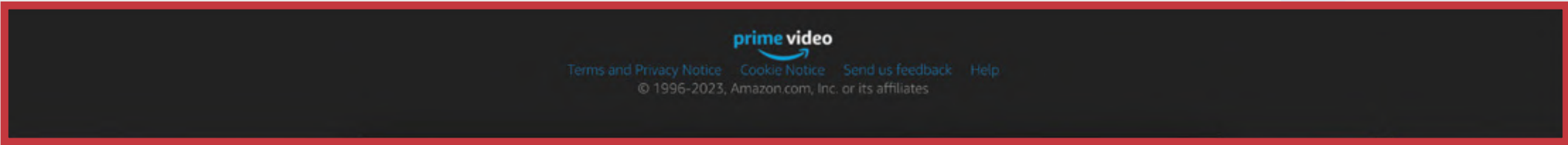
Amazon Prime Video's footer is small and crowded, with limited spacing.
It provides only one frequently used link: Help.

In contrast, **Hulu**'s footer is much more thoughtfully structured. It includes links to movies and series, giving users a quick overview of available content. Links to subscription plans help users compare and choose the right option. Additionally, the Help section is divided into four categories, allowing users to find precise information with a single click.

The footer is an essential part of a website, providing quick access to important information, contact details, and a potential site map to improve navigation and usability. A best practice is to include all links a user might be looking for in the footer, making them easily accessible at any time.

INFORMATION

One of the main functions of a landing page is to spark the interest of potential customers. A good practice is to provide as much relevant information as possible about the service or product to support the user's decision-making process.

While evaluating the content of these landing pages, we aimed to answer the following key questions:

Does the user get all the information they might need from the landing page?

What is the service?

How is it beneficial?

How much does it cost?

How does it differ from its competitors?
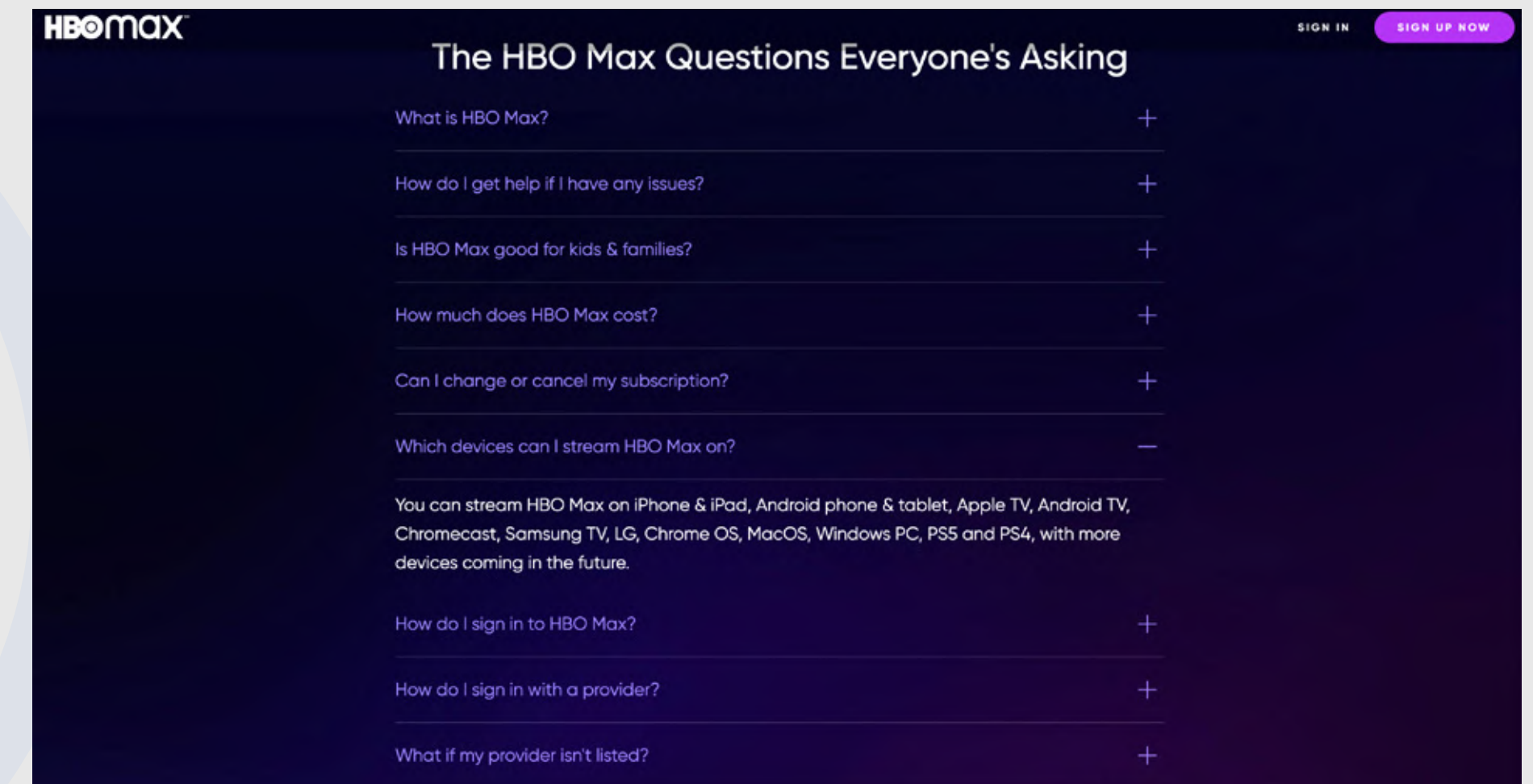
INFORMATION FINDINGS

Eye catching graphics.

How it is beneficial for me? (Original big hit shows like The Last of Us)

What is this? (value proposition)

How much does it cost? (price of the service)

CTA (potential saving as value proposition)
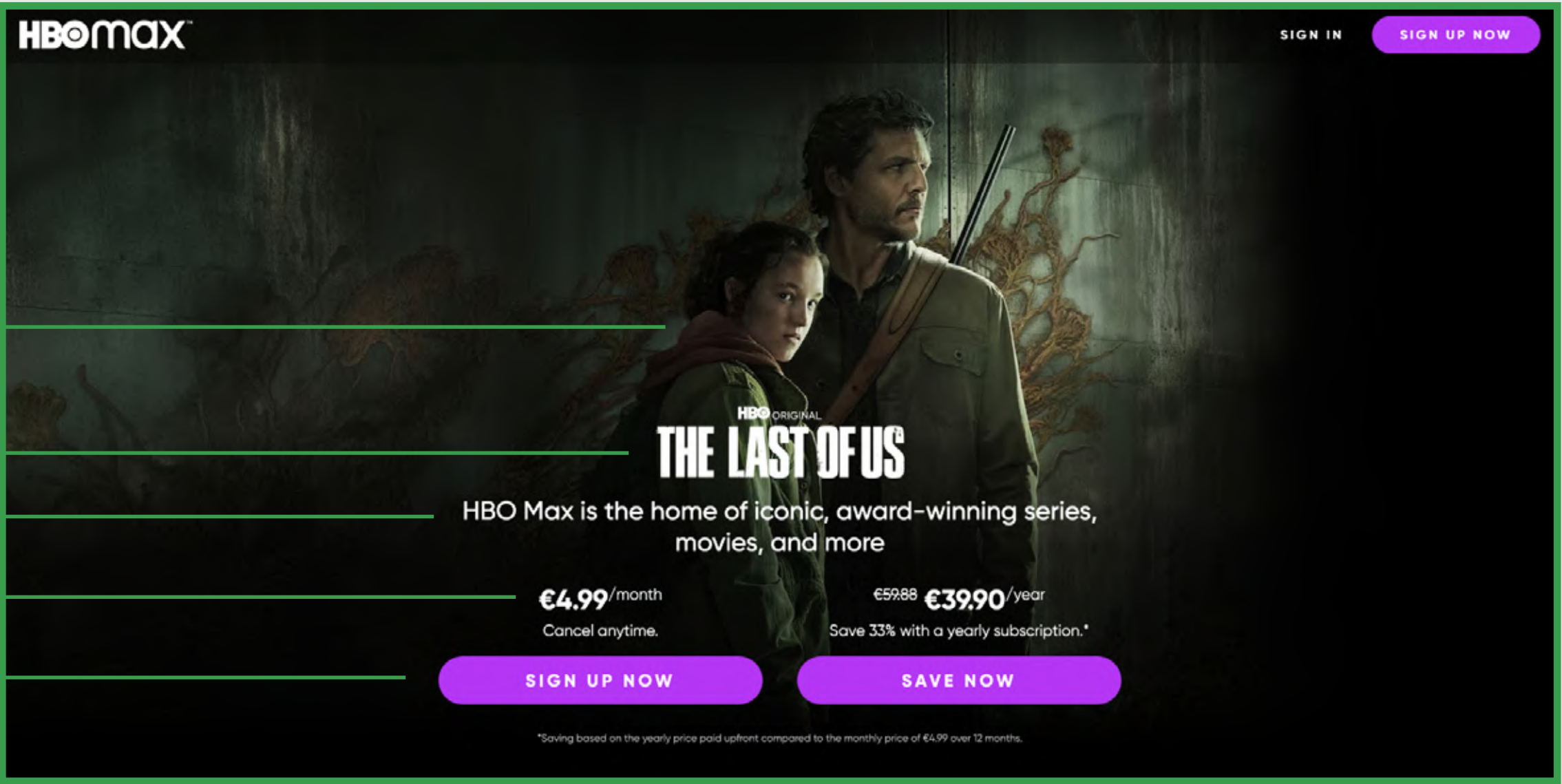
HBO Max does a good practice by answering to 3 question directly in the hero section.

HBO Max follows a good practice by answering three key questions directly in the hero section.

In this highly homogeneous space, most landing pages provide similar types of information. The two most commonly featured elements are the content lineup and the potential user benefits.

INFORMATION FINDINGS

SkyShowtime could improve its FAQ section. For example, if a user wants to find out the price of the service, clicking on the relevant FAQ doesn't provide a clear answer, instead, the user is forced to navigate to another page to get the information.

In contrast, **Disney+** offers a much more comprehensive FAQ section, where users can find detailed answers without leaving the landing page.

A shared strength across most of these landing pages is that users can access nearly all essential information directly on the page, either within clearly structured sections or in the FAQ area.

INFORMATION FINDINGS
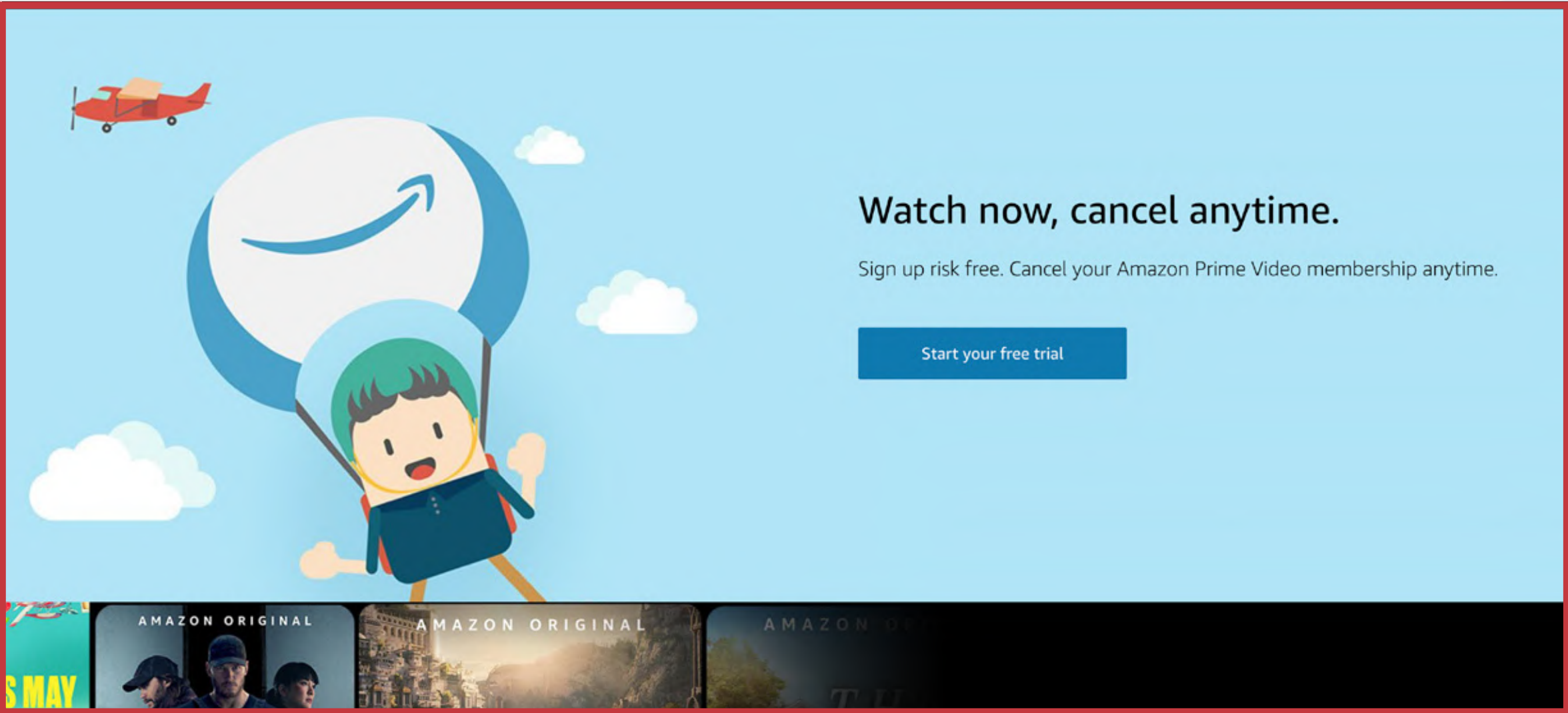
Amazon Prime Video provides overly generic information.
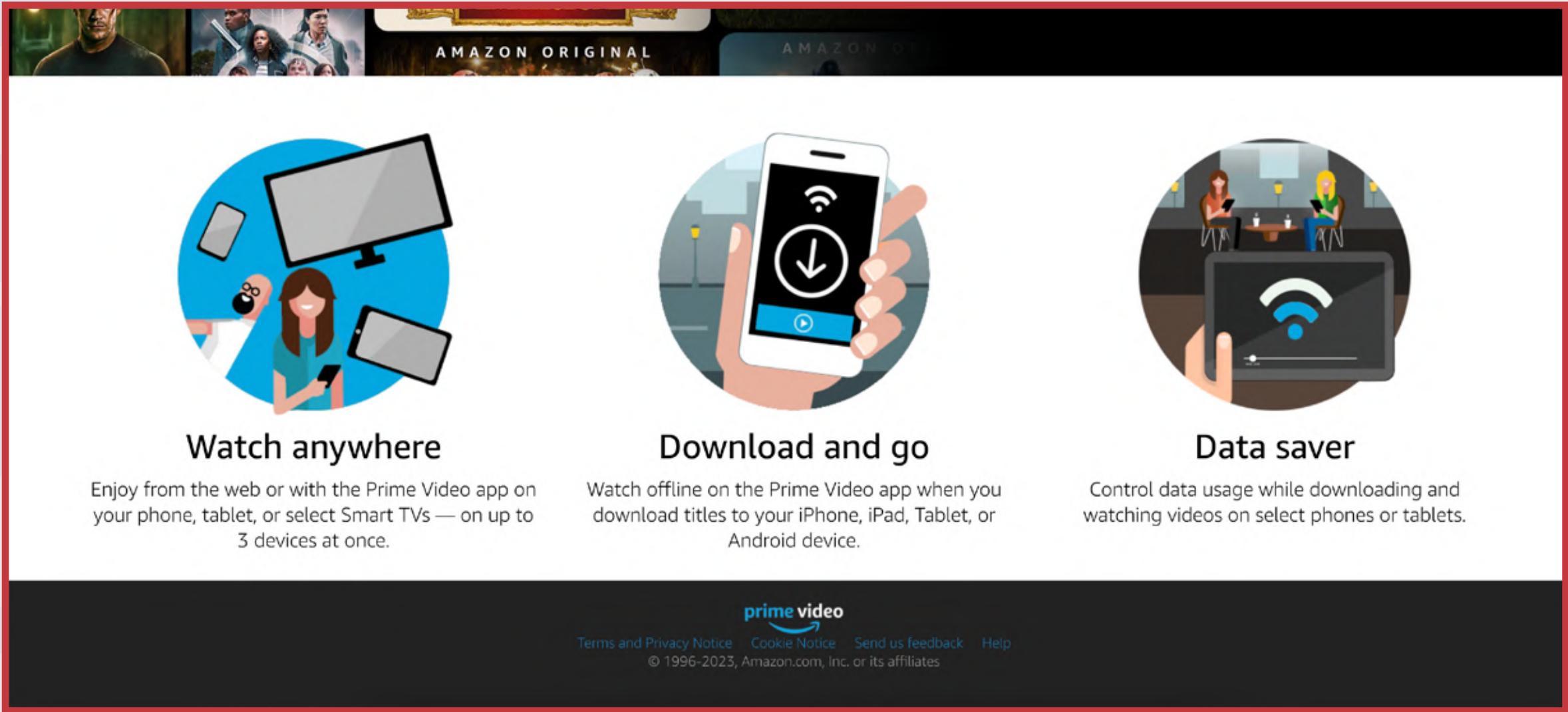
Amazon Prime Video lacks a dedicated FAQ section.

The only way for users to access more details is by clicking the Help link in the footer, which redirects them away from the landing page.

CALL TO ACTION

CTAs (Call to Action) are specific elements or messages designed to prompt and encourage visitors to take a desired action, such as making a purchase, signing up for a service, filling out a form, or contacting the company. CTAs are essential to an effective website, as they can significantly influence conversion rates.

In this part of the analysis, we focused on the following questions:

Do the CTAs visually stand out?

Do they use clear and concise language?

Are the messages action-oriented?

Do the CTAs communicate a clear value proposition?
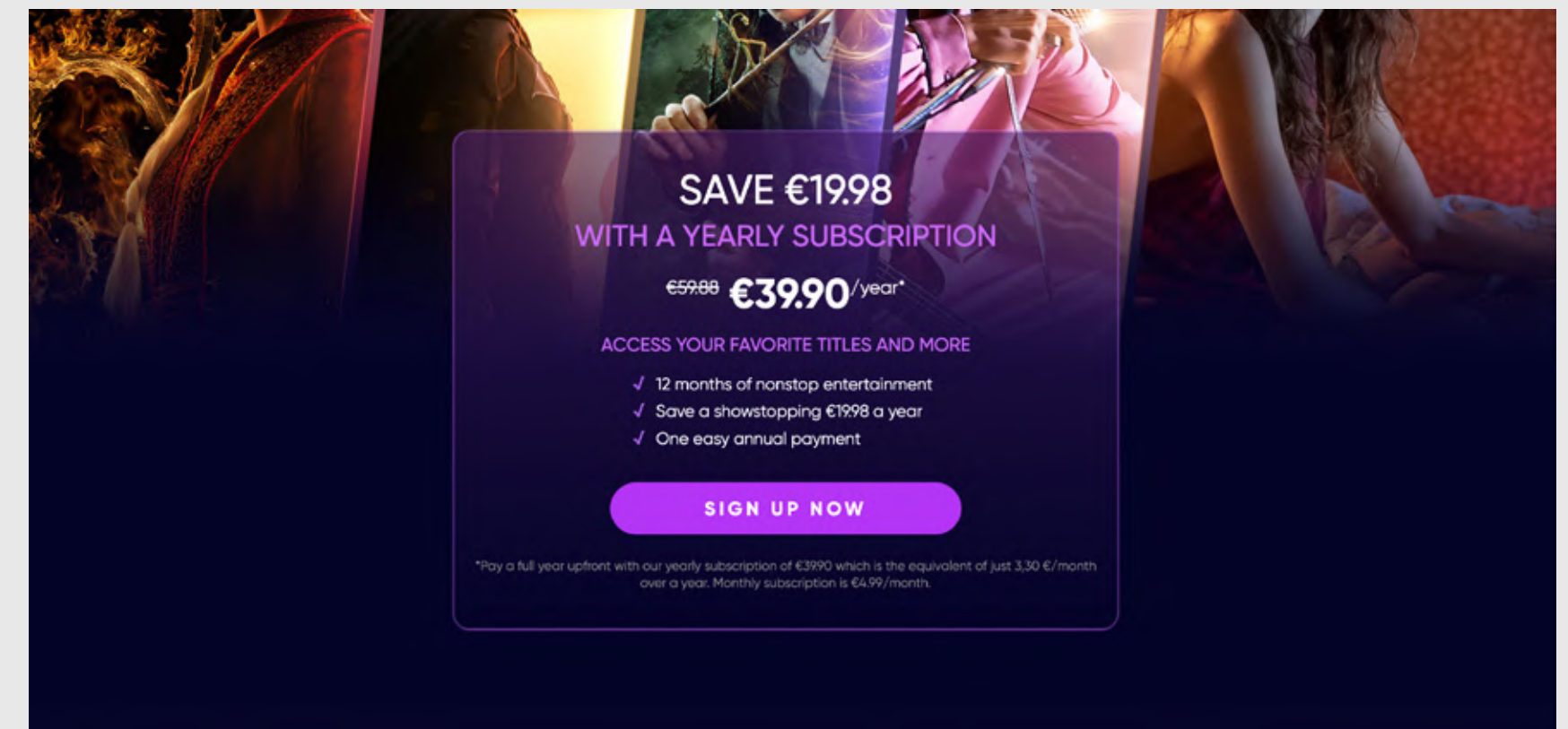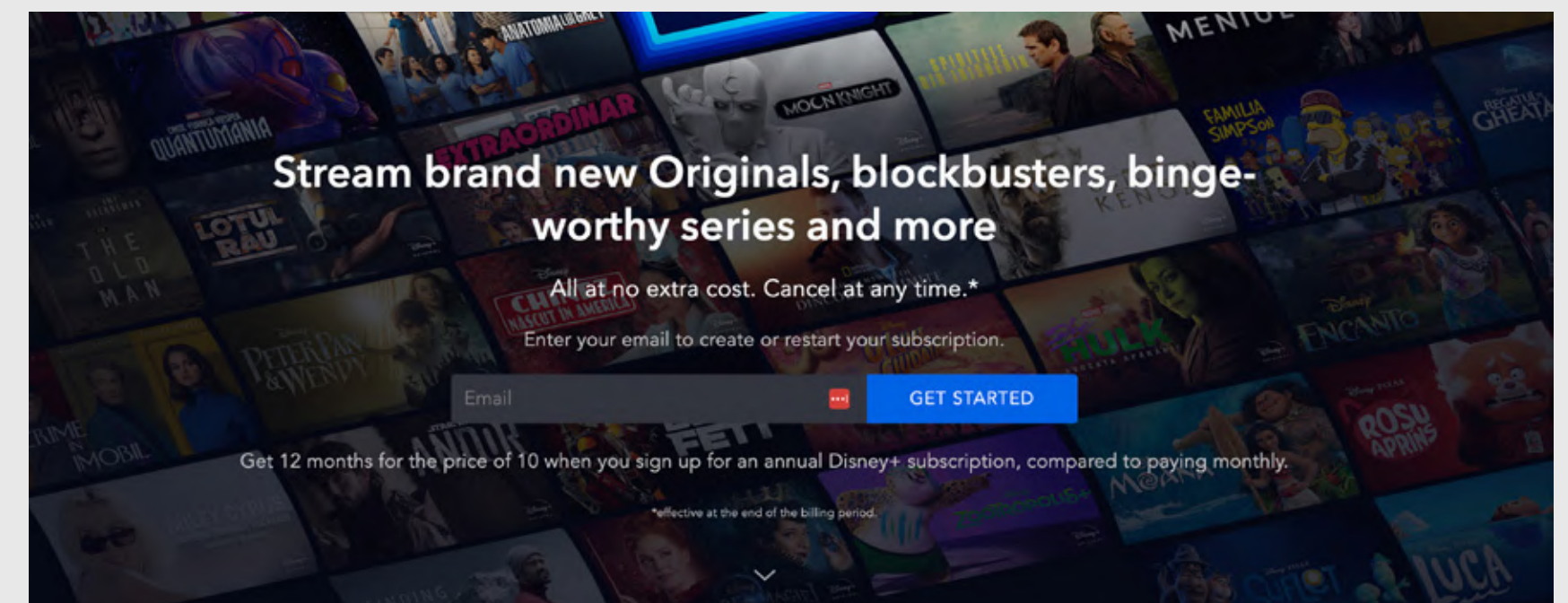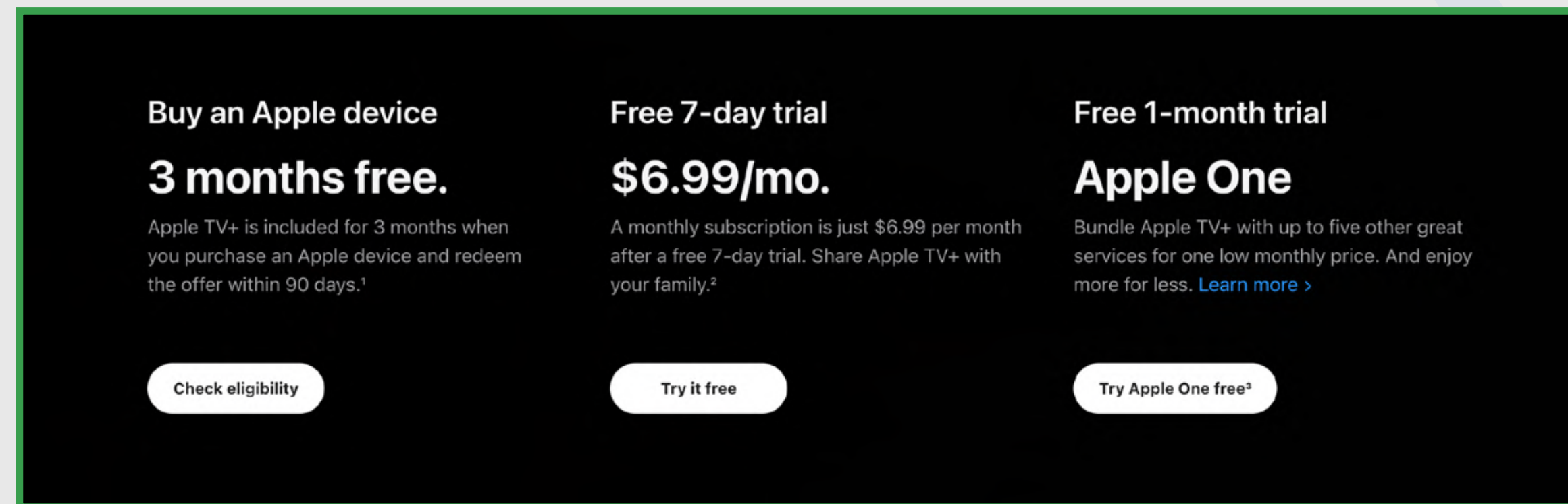
CALL TO ACTION FINDINGS
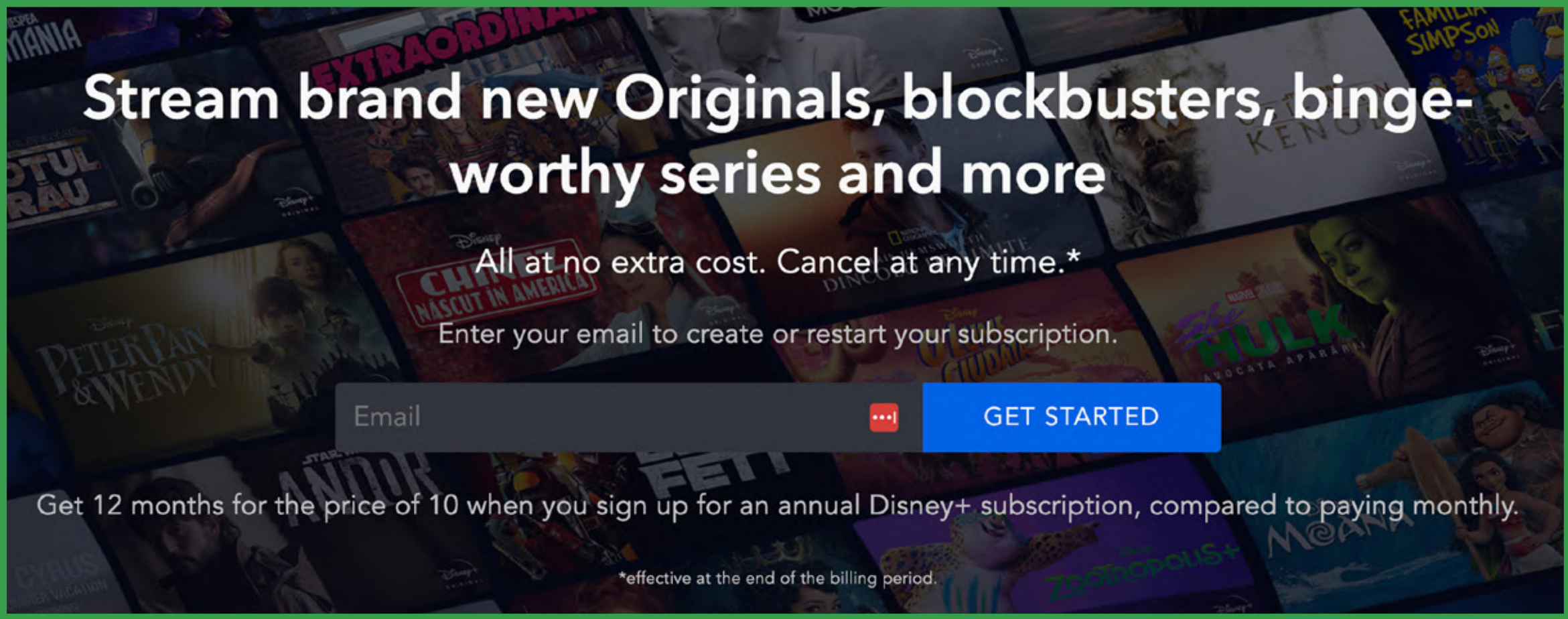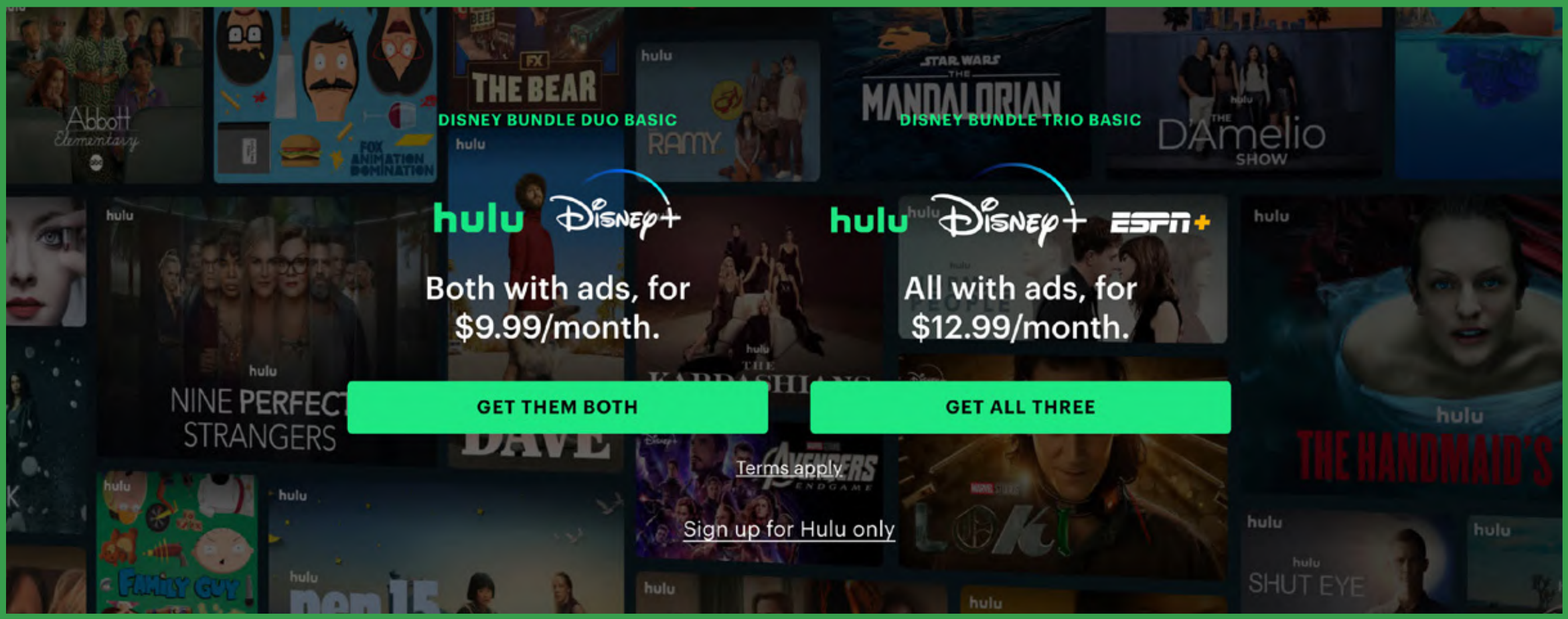
In both cases, the CTAs are visually distinctive, using contrasting button colors to stand out from the rest of the page. They are easy to locate and immediately recognizable.

All 7 inspected landing pages featured CTAs that stood out visually, with button designs that were cohesive with the overall brand elements.

CALL TO ACTION FINDINGS

Apple TV+ uses different button texts for various user actions that ultimately lead to the same outcome, subscribing to the streaming service.


Instead of using the same SIGN UP NOW text for both buttons, **HBO Max** uses SAVE NOW to emphasize the value proposition it offers to the user in a dedicated CTA section.

CTAs should use simple, direct language that clearly communicates the intended action. Ambiguous or vague terms should be avoided, as they may confuse users and reduce engagement.
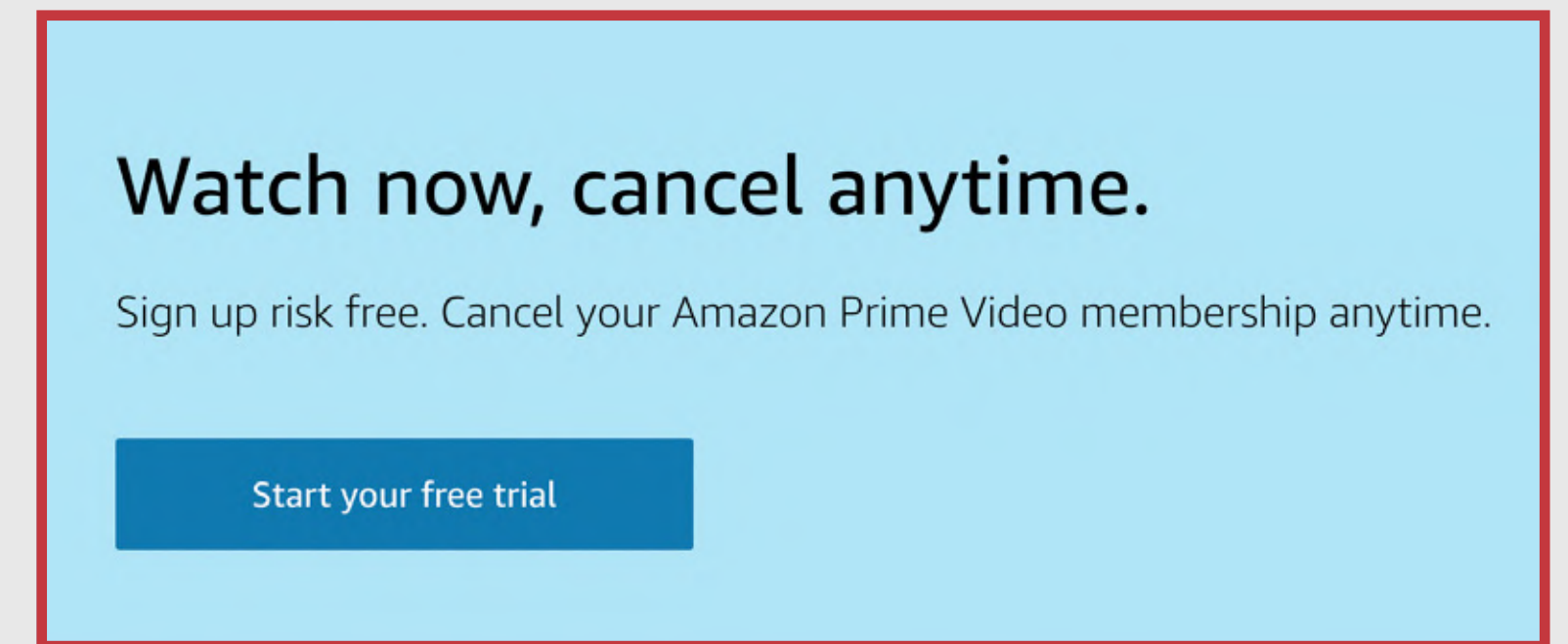
CALL TO ACTION FINDINGS
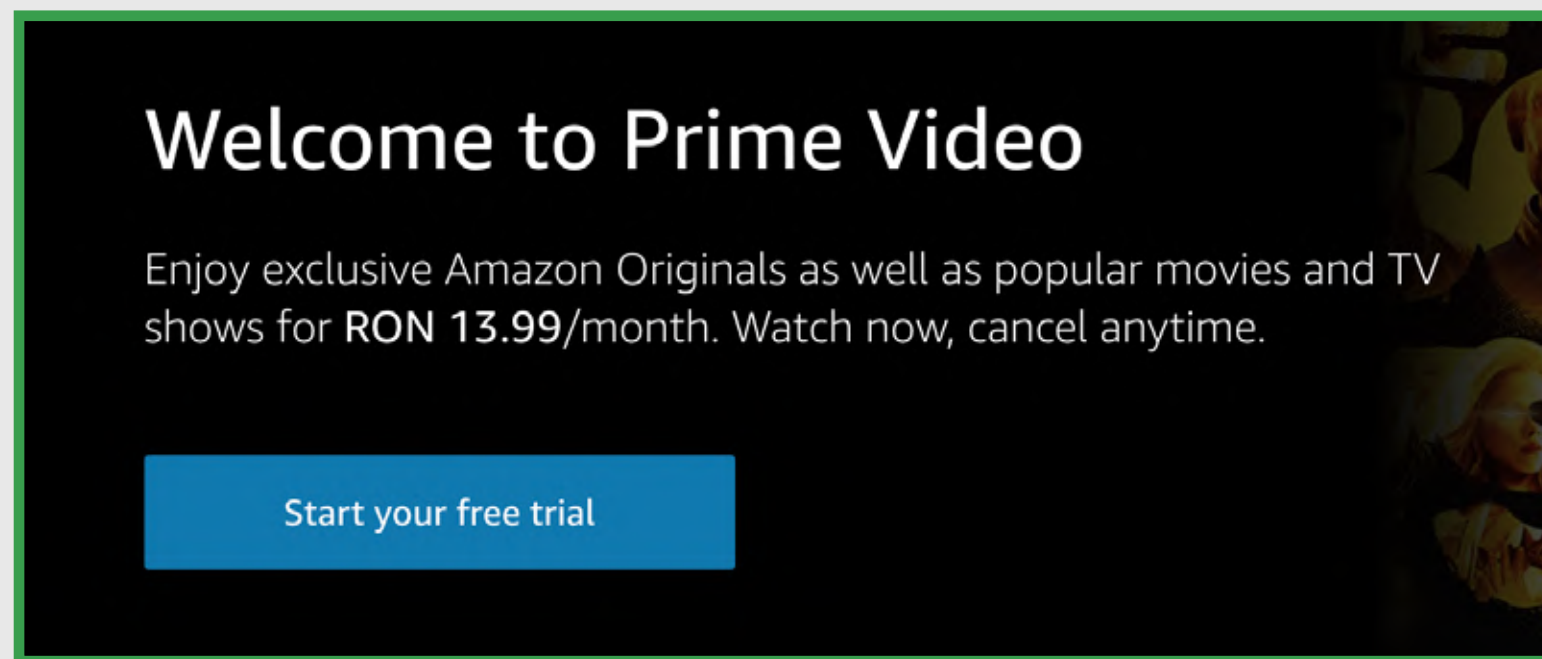
Amazon Prime Video uses geolocation to display the service price in the user's local currency, enhancing relevance and clarity.
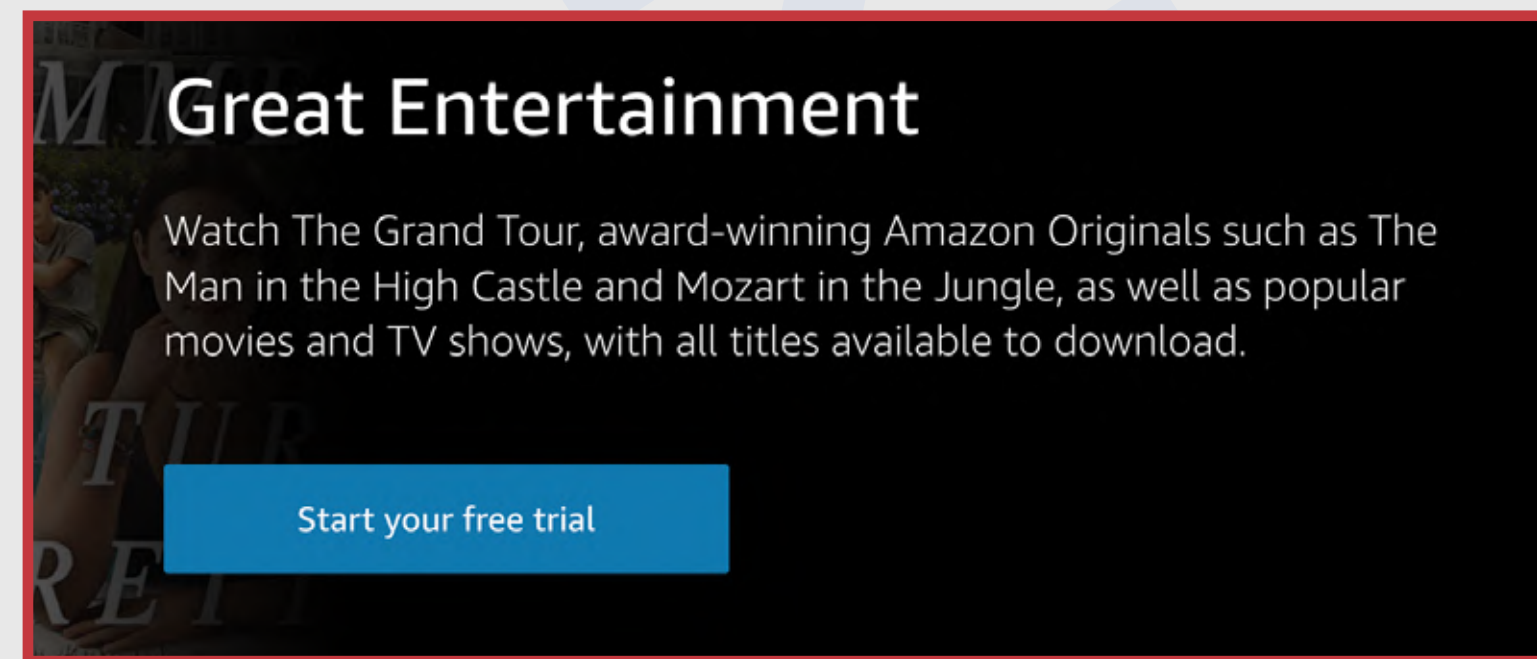
Amazon Prime Video repeats the same CTA button text three times on the landing page, which gives the impression of a low-effort design and a lack of personalization.

CTA buttons should clearly reflect the specific action the user is expected to take. Repeating the same CTA text multiple times is not considered best practice, as it can reduce clarity and user engagement.

DESIGN

The importance of design is unquestionable. A visually appealing and well-organized layout creates a strong first impression, encouraging users to explore further. Good design ensures that content is easy to read and accessible to all users, including those with disabilities. It also reflects the brand's identity, personality, and values. Consistent design reinforces brand recognition and helps build trust and familiarity with the audience.

While evaluating the design of each landing page, we focused on the following questions:
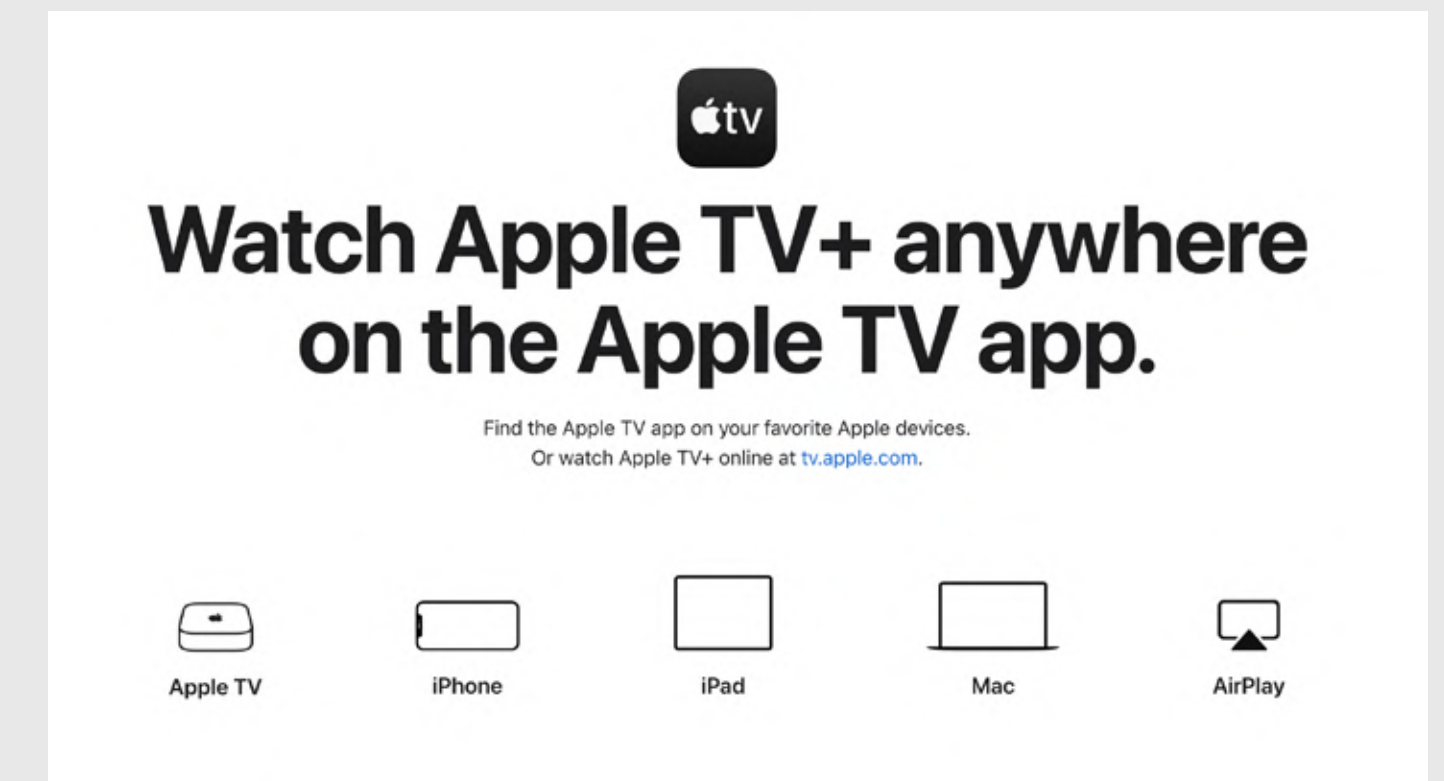
Is the design consistent?
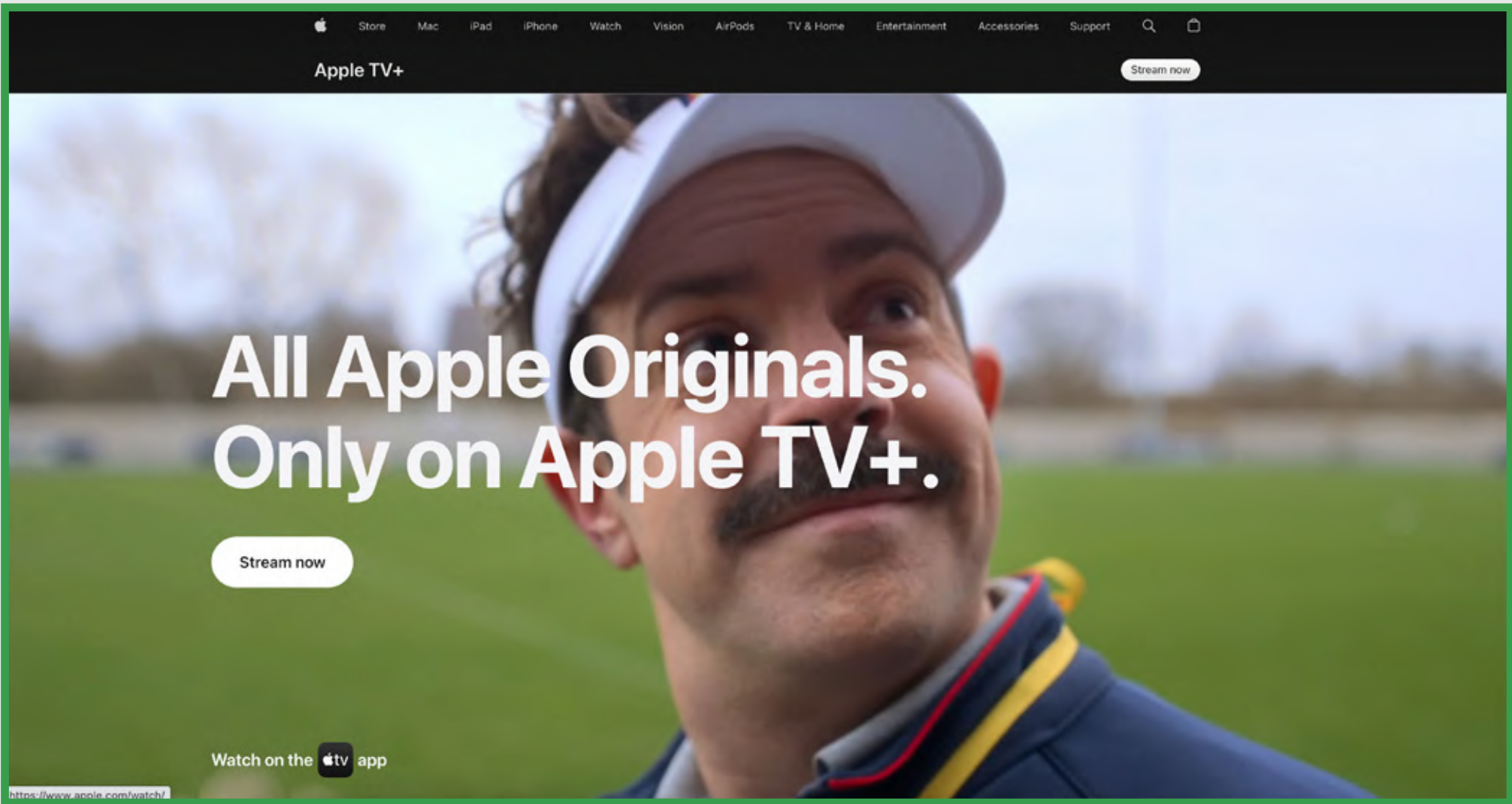
Are any design standards being used?

Do the design elements enhance the content?

Are the images high quality?

How does the design differ from competitors?

DESIGN FINDINGS

**Apple TV+** has the most consistent landing page. All design elements are thoughtfully used to maintain a modern and polished brand image.

Disney+ uses two different color schemes for its icons—one set in the brand's blue gradient and another in white. This approach could be more visually consistent by using a unified color scheme for both sets.

One of the main principles of a well-designed landing page is that the design should be consistent throughout the page. Any inconsistencies can negatively impact the user experience, making the site feel unprofessional.

DESIGN FINDINGS
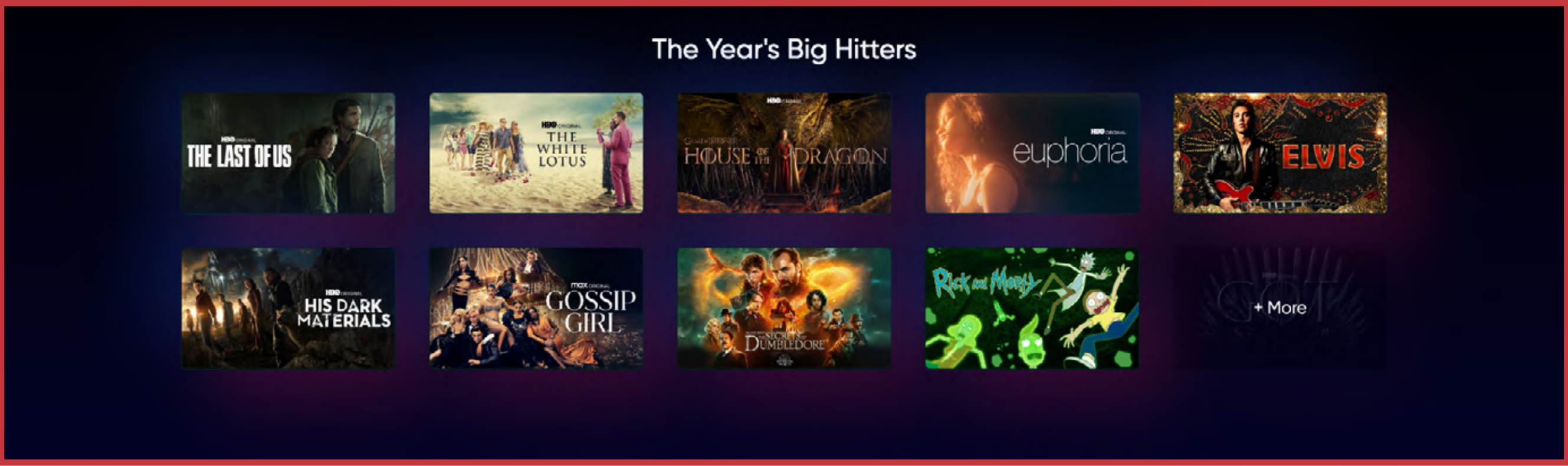
It's good practice to use equal spacing at the top and bottom of each section to maintain visual cohesion. **HBO Max** demonstrates poor practice by using inconsistent spacing between sections.
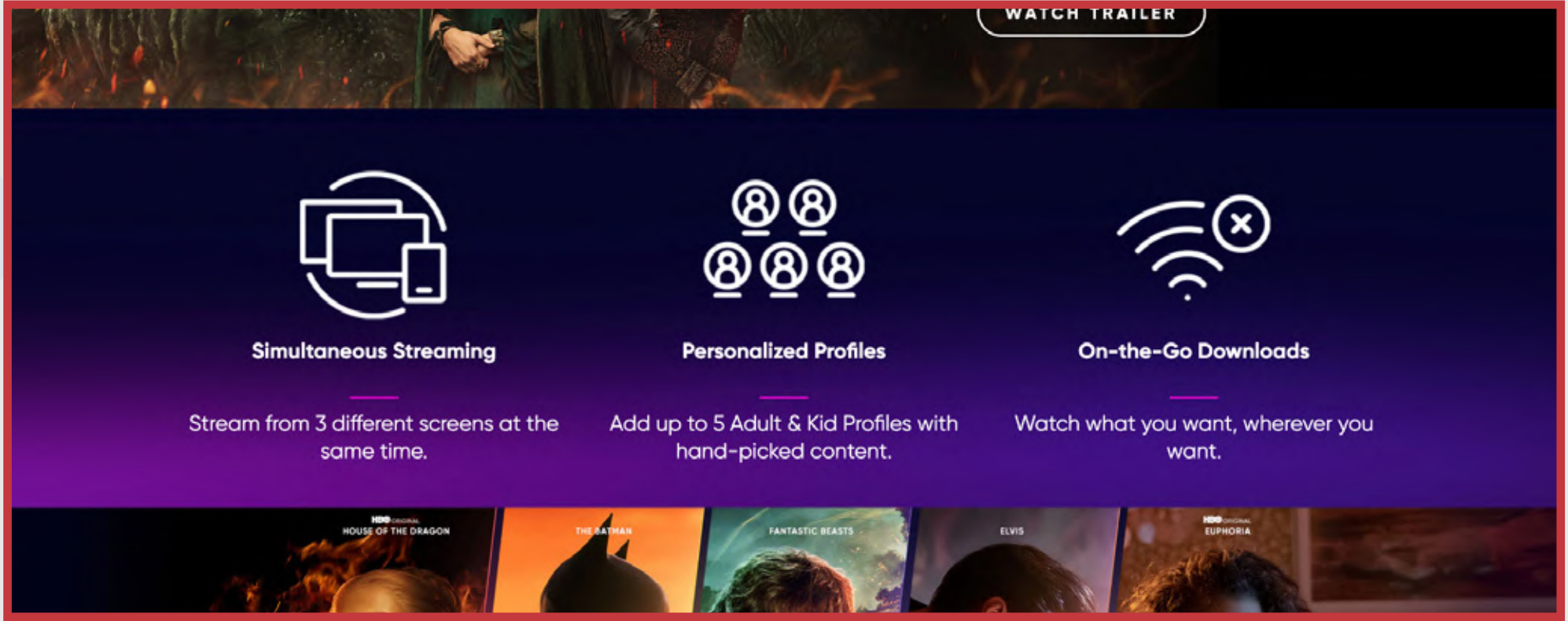
A few sections later, the opposite issue appears: there is now more space at the top of a section compared to earlier examples. The spacing between sections is inconsistent overall, which disrupts the page's visual flow.

DESIGN FINDINGS
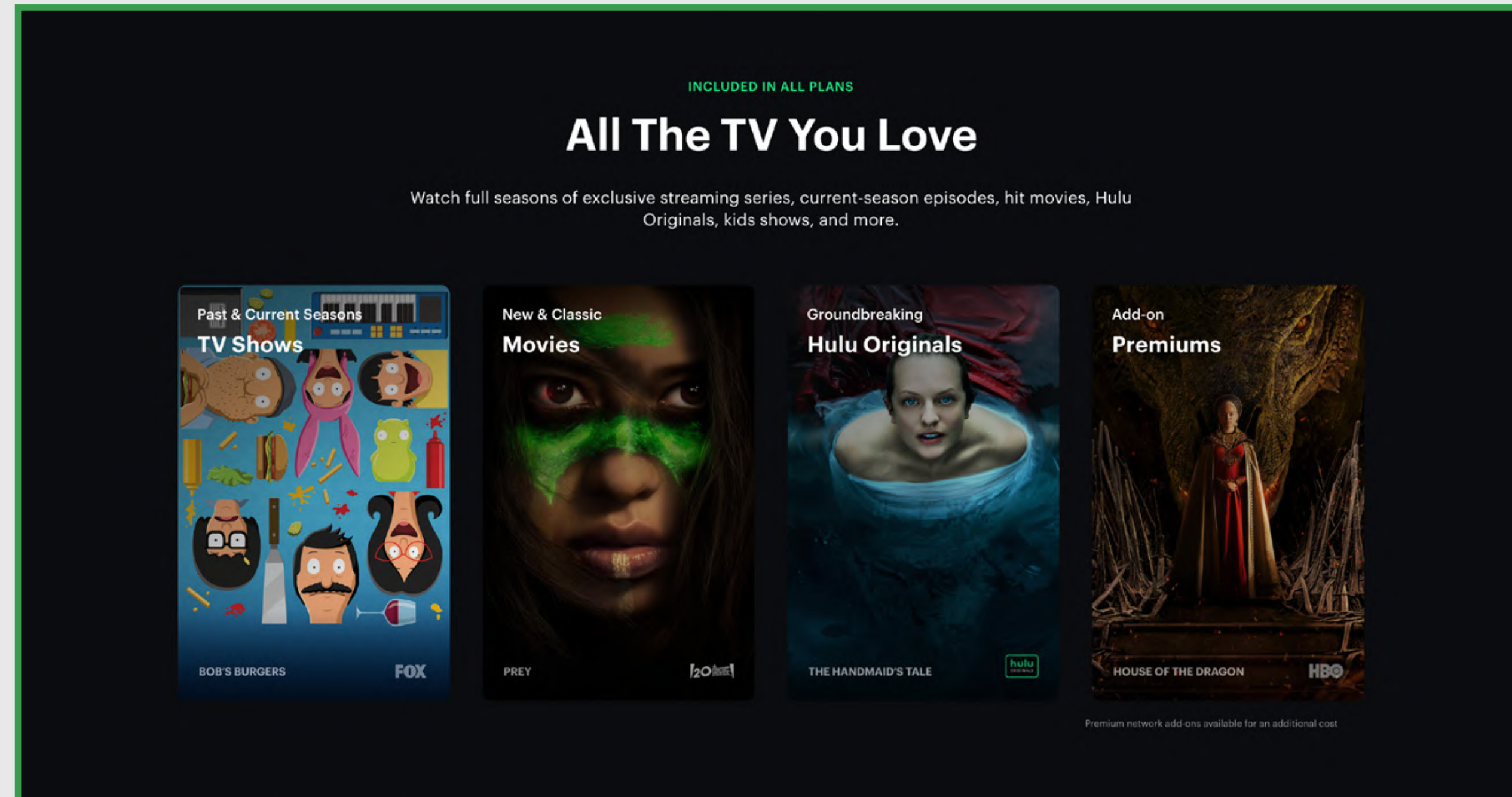
In the case of **Hulu**, color, typography, hierarchy, and spacing work together effectively to create a clear and user-friendly section.

When design standards are consistently applied, they not only enhance visual aesthetics but also improve the overall user experience.

DESIGN FINDINGS

HBO Max uses visually appealing graphics to reinforce its content. In the example above, we can see that, in addition to high-quality imagery, the platform incorporates graphics into the title itself instead of relying solely on plain text, enhancing visual engagement.
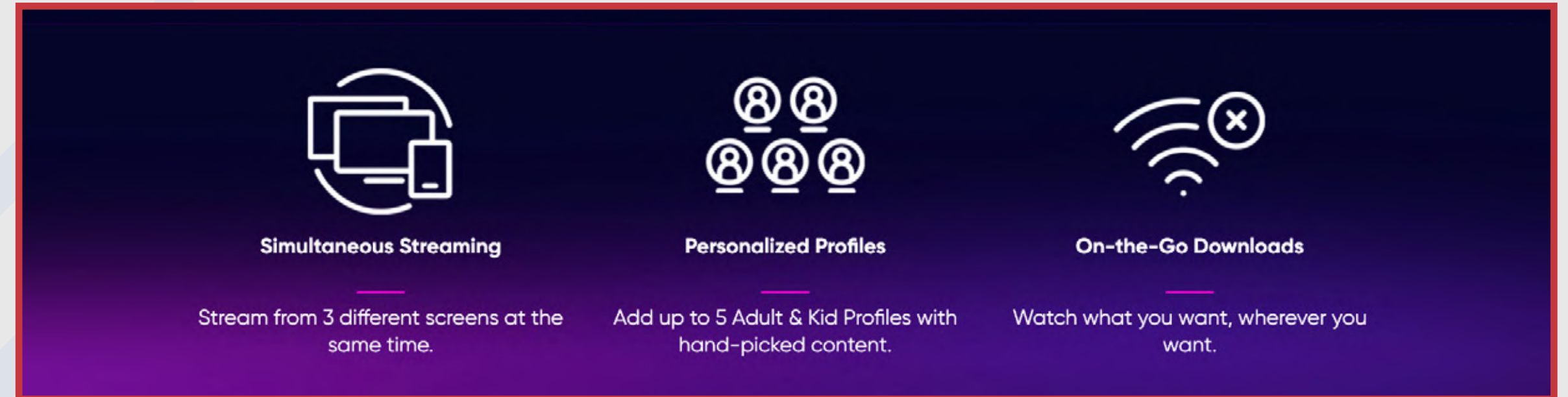
However, as shown in the image above, the icons used by **HBO Max** have inconsistent line widths and appear pixelated. This is likely due to the use of .png formats. A better practice would be to use vector graphics, such as .svg files. This would eliminate pixelation and ensure consistent line widths, even if the graphics vary in height.

Design elements such as graphics or photographs should enhance and support the content. However, image quality can be a double-edged sword: these platforms must strike a balance between visual quality and performance.

DESIGN FINDINGS

✓

✗
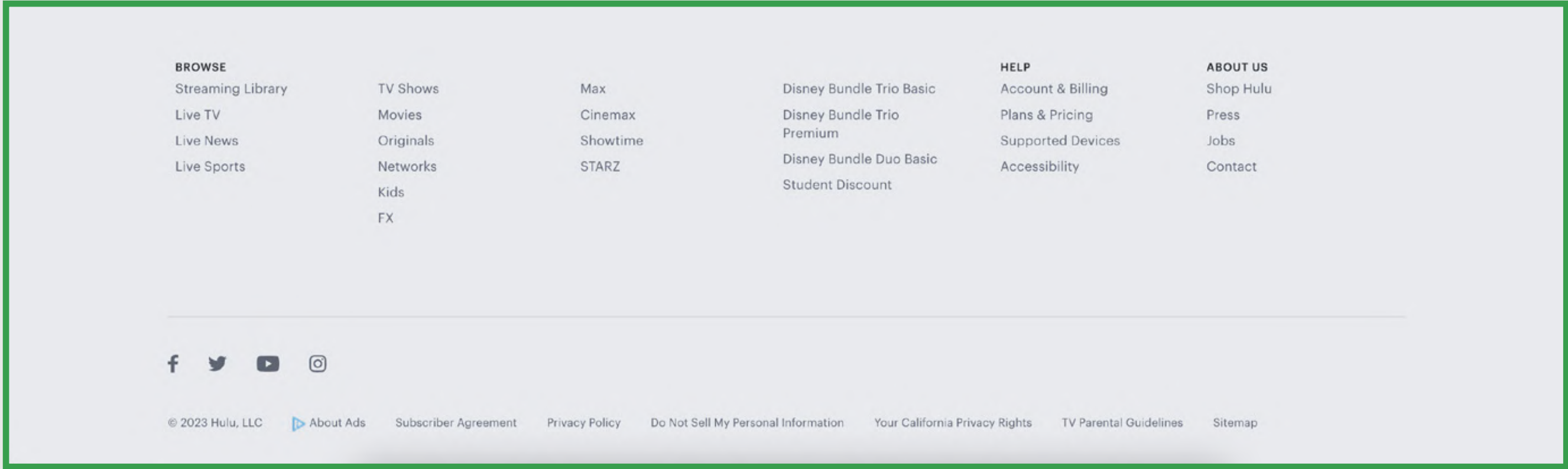
Hulu's footer passes the contrast test,
ensuring good readability.
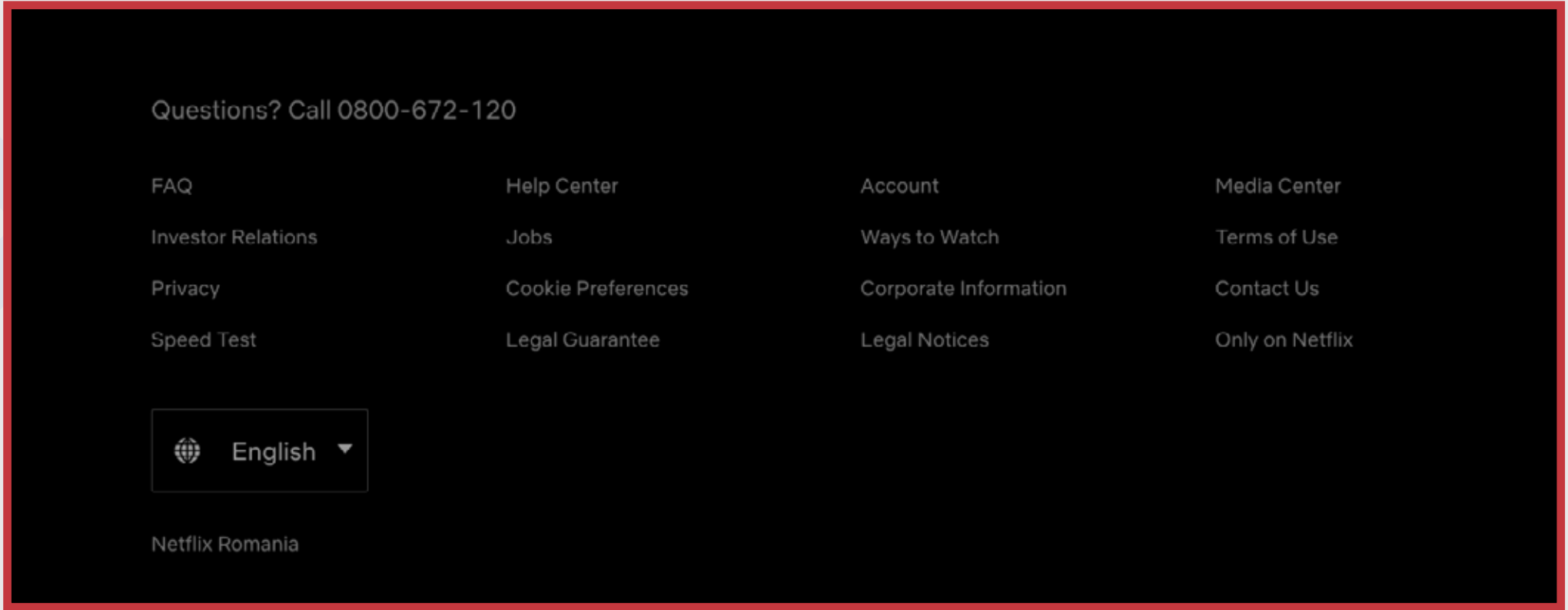
Netflix's footer fails the test due to insufficient contrast between the text and background. An optimal solution would be to use a brighter font color, such as pure white, to improve legibility.

Contrast is a fundamental principle in web design. Ensuring sufficient contrast between text and background colors is essential for readability. A high contrast ratio enhances legibility, particularly for users with visual impairments or those viewing content in low-light environments.
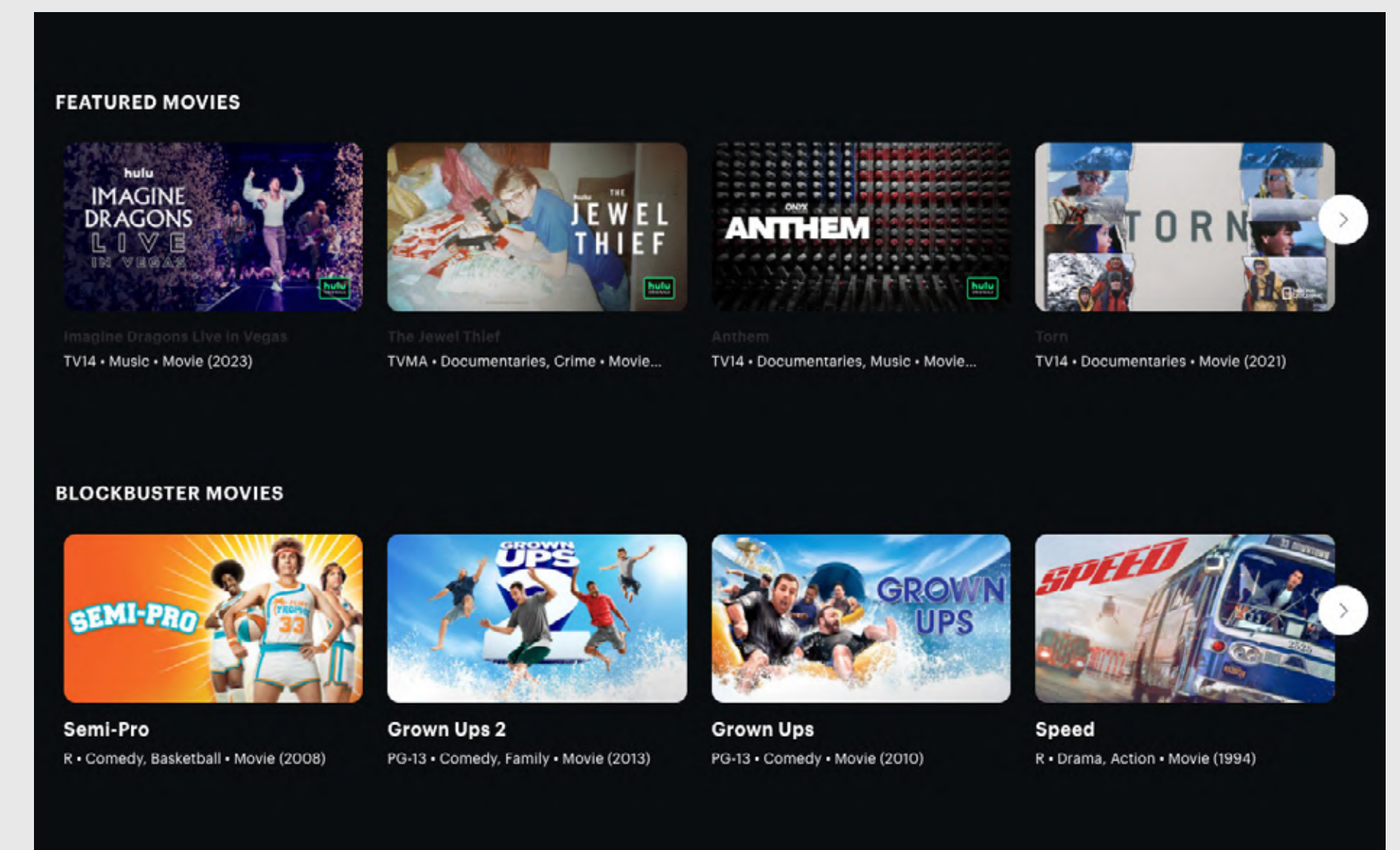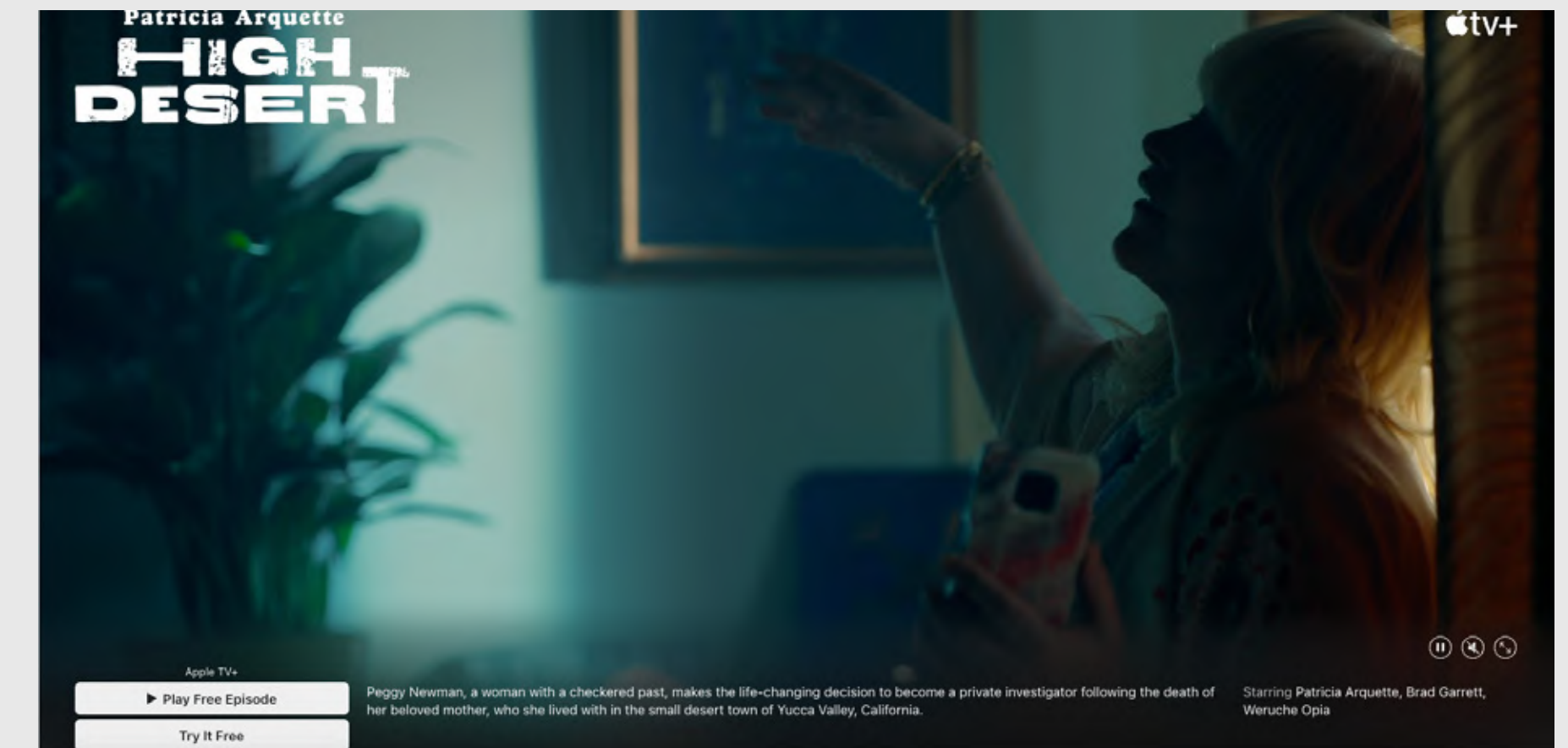
UNIQUENESS

Uniqueness refers to standing out from others by incorporating original and distinctive elements that reflect the brand's identity, goals, and personality. This could include custom visuals, an original layout or structure, or unique content.
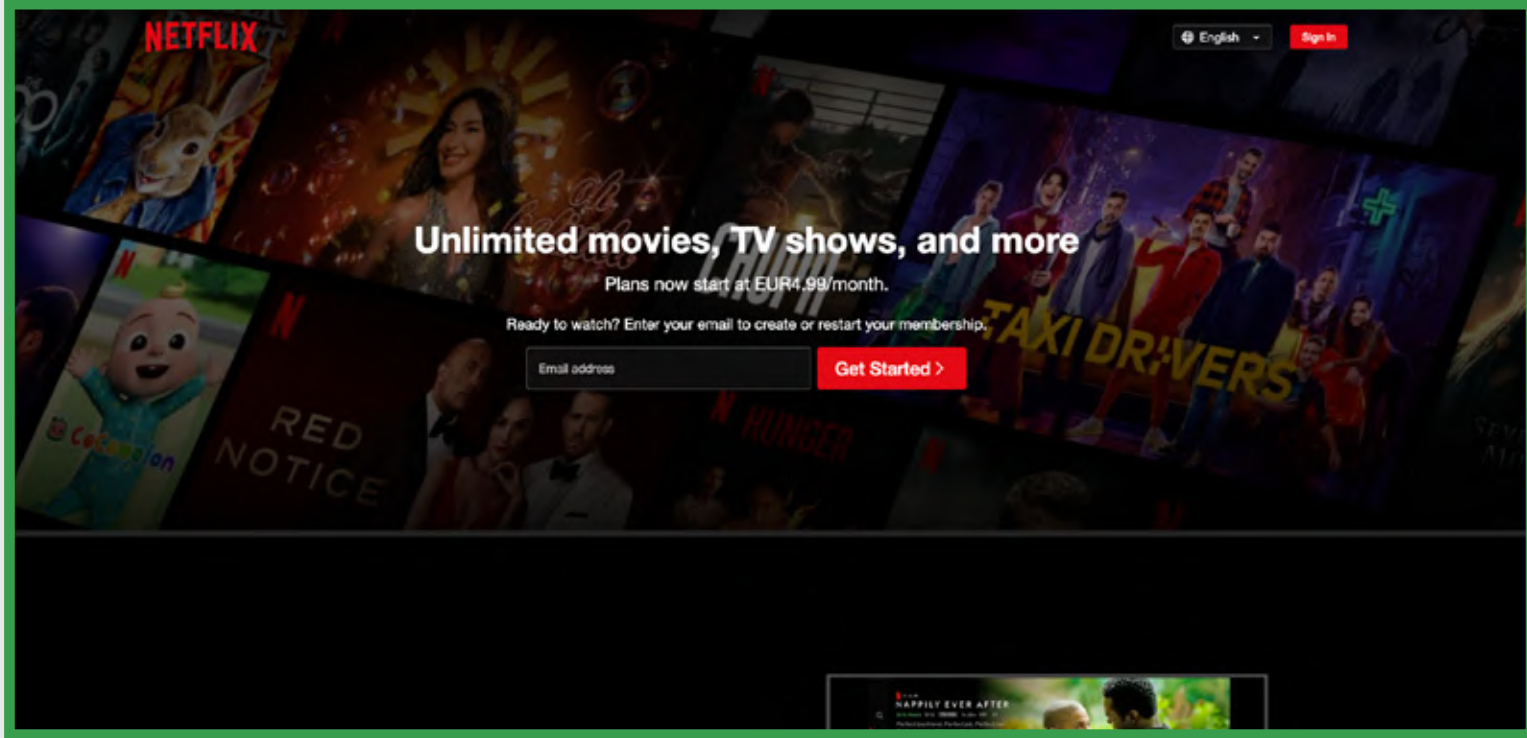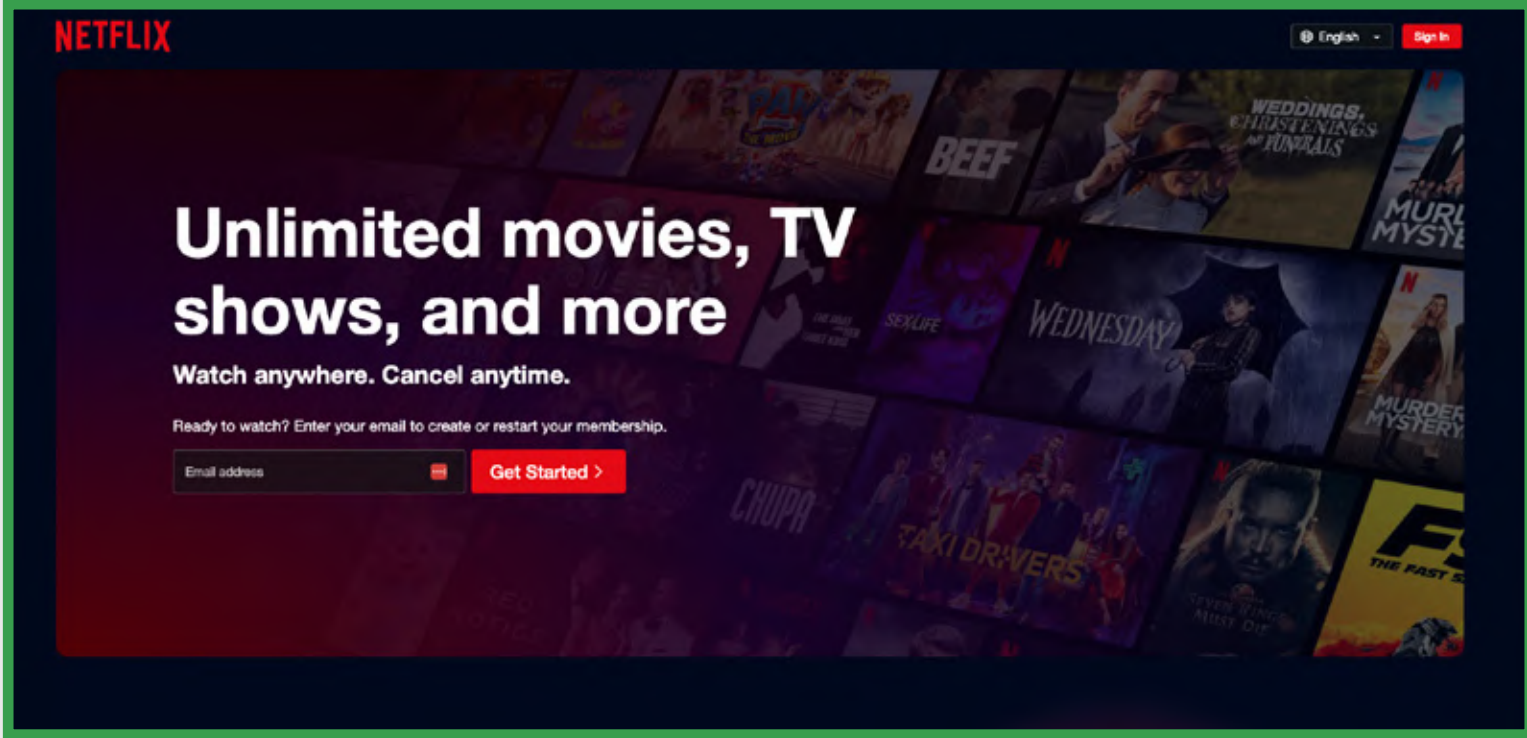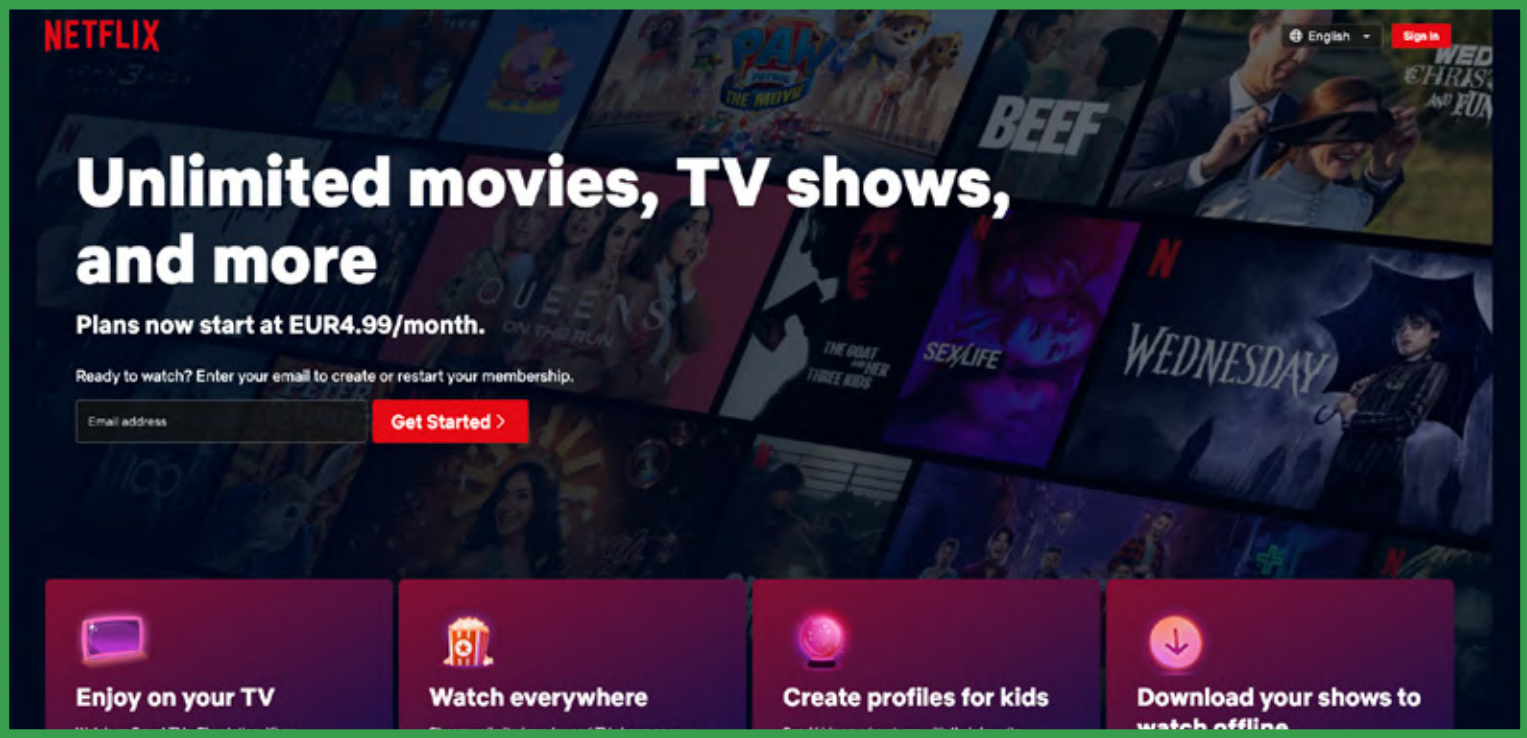
In this research, we focused on the following question:

Is there something unique on the landing page compared to other streaming platforms?

Uniqueness can refer to distinctive visual solutions that make one landing page stand out from the others.
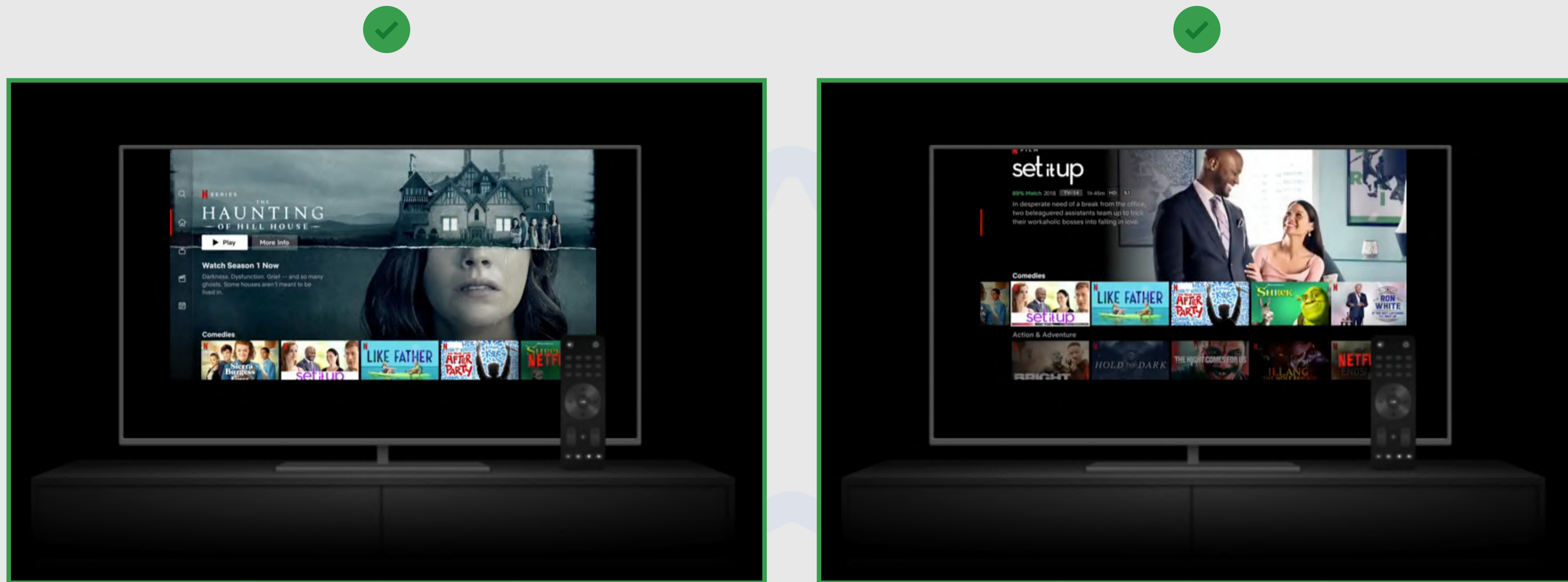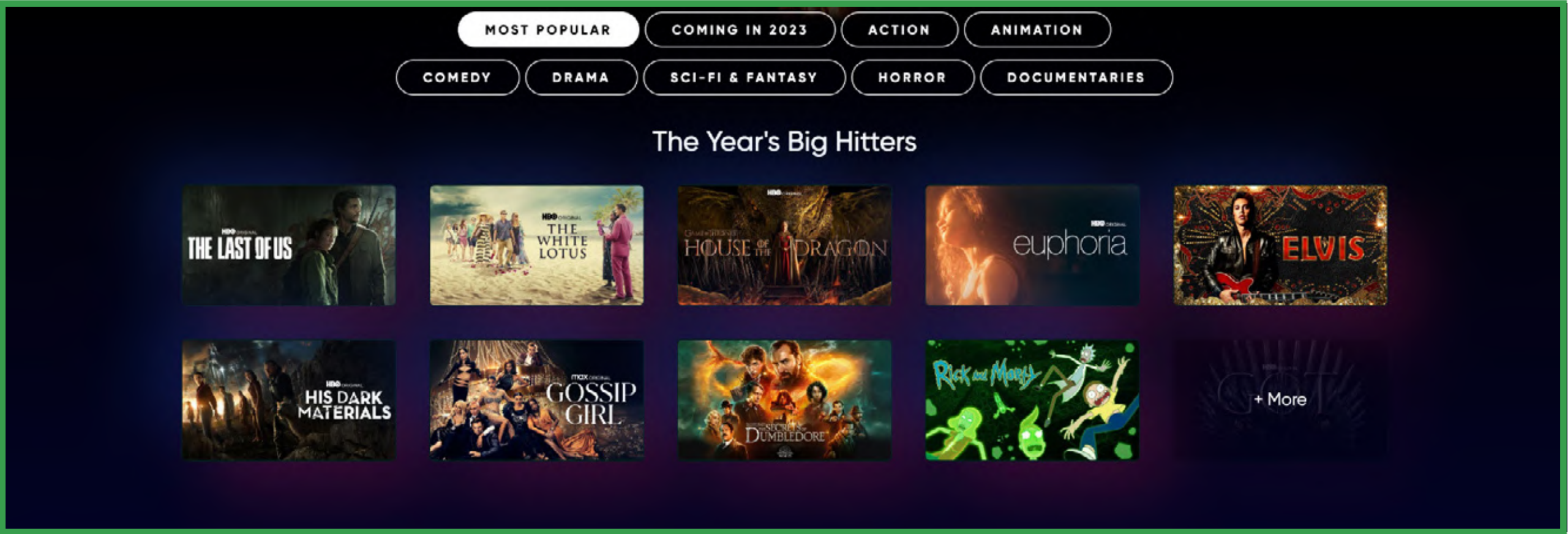
UNIQUENESS FINDINGS

Netflix uses a dynamic hero section, meaning that the first section a user sees changes depending on their country. Additionally, different browsers may display varying layouts with different information.

UNIQUENESS FINDINGS

Netflix uses GIF animations on its landing page, adding a dynamic and engaging element.

UNIQUENESS FINDINGS

HBO Max allows users to browse a selection of their lineup by category.

Apple TV+ not only lets users browse the lineup and watch trailers but also offers free episodes to watch.

UNIQUENESS FINDINGS

Hulu offers the most detailed plan options and is the only streaming platform to display this information directly on the landing page, allowing users to compare plans without starting the registration process.

USABILITY

Usability refers to how easy, efficient, and satisfying a website is for its intended users. It covers the overall user experience—how well visitors can navigate, interact, and achieve their goals on the site. A highly usable website is intuitive and requires minimal effort for users to complete tasks, find information, or make transactions.
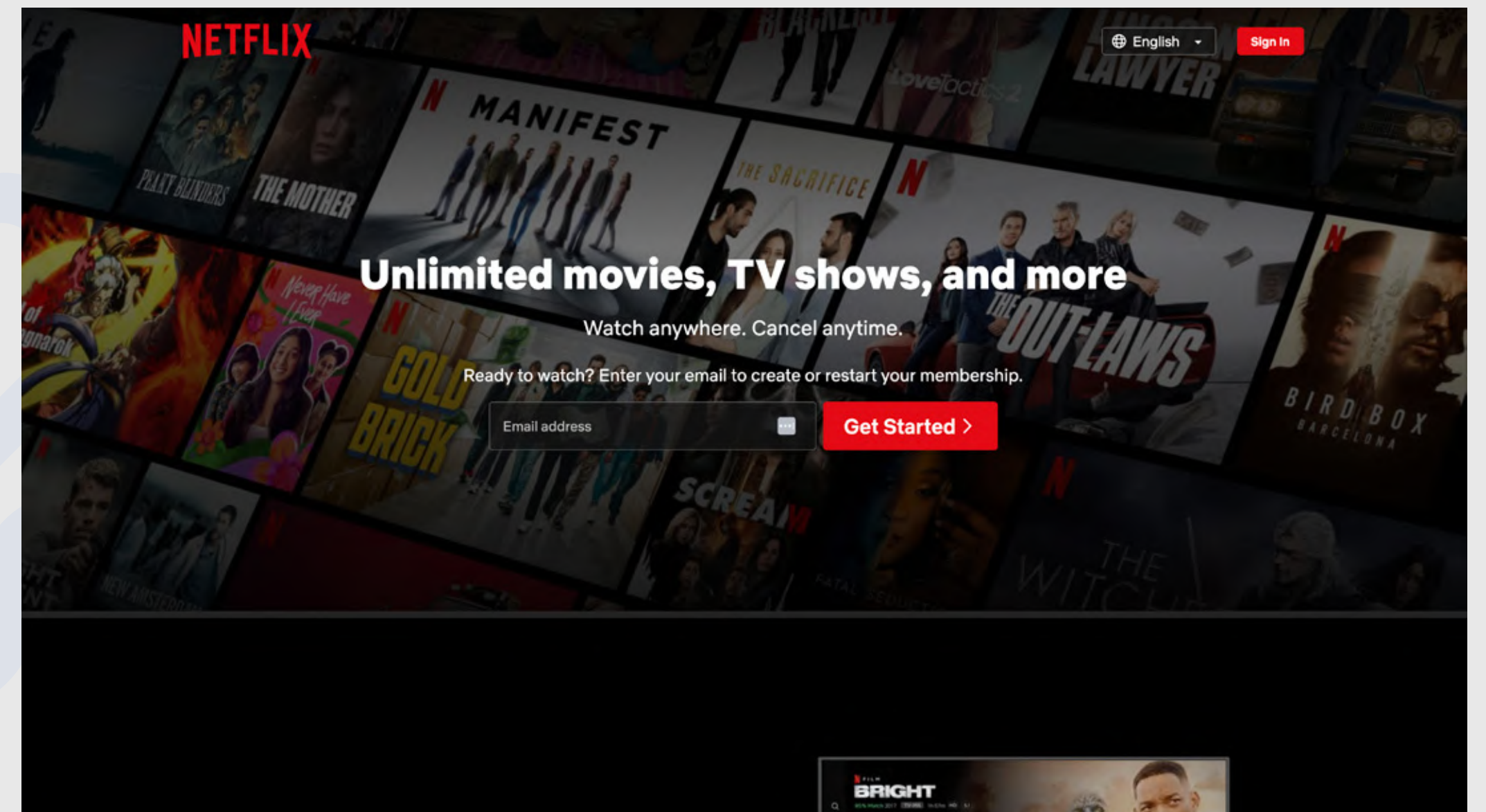
Key questions related to usability include:
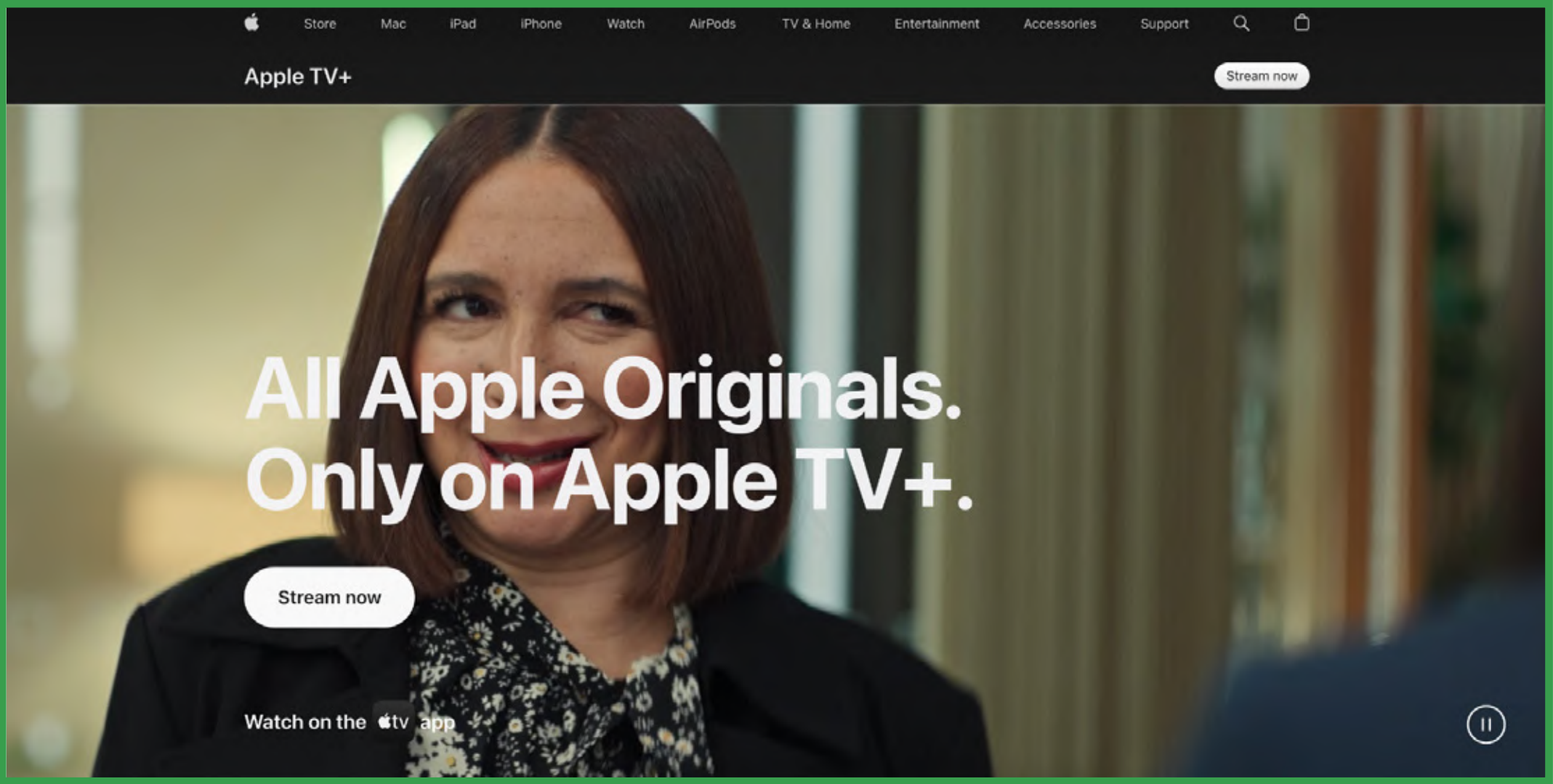
Is the design intuitive for users?

Is the user interface easy to learn and use?

After visiting the site, can users remember enough to use it effectively in the future?
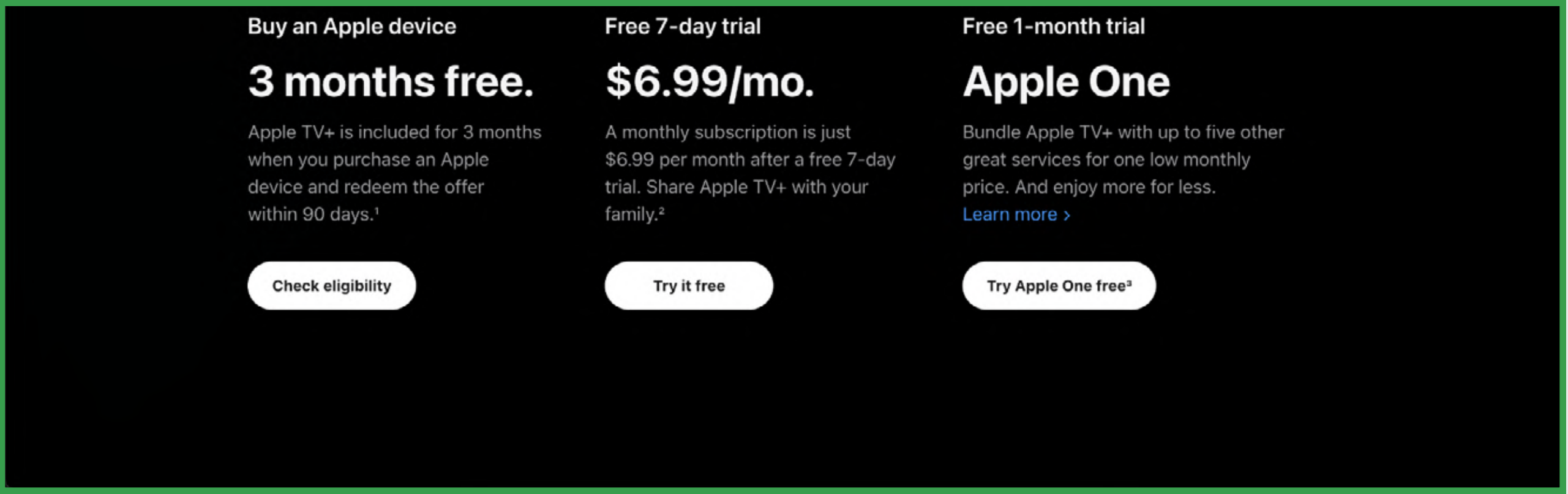
How often do users make errors while using the system?

USABILITY FINDINGS

The top of the page is a familiar and intuitive location for navigation. Keeping the navigation there is a good practice because users expect it and naturally look for it in that spot.


Using buttons for CTAs is more effective than text links. Buttons stand out visually from the rest of the content and are familiar to most users as interactive elements.

Intuitiveness helps users quickly understand the website's layout and features without needing any introduction or guidance.
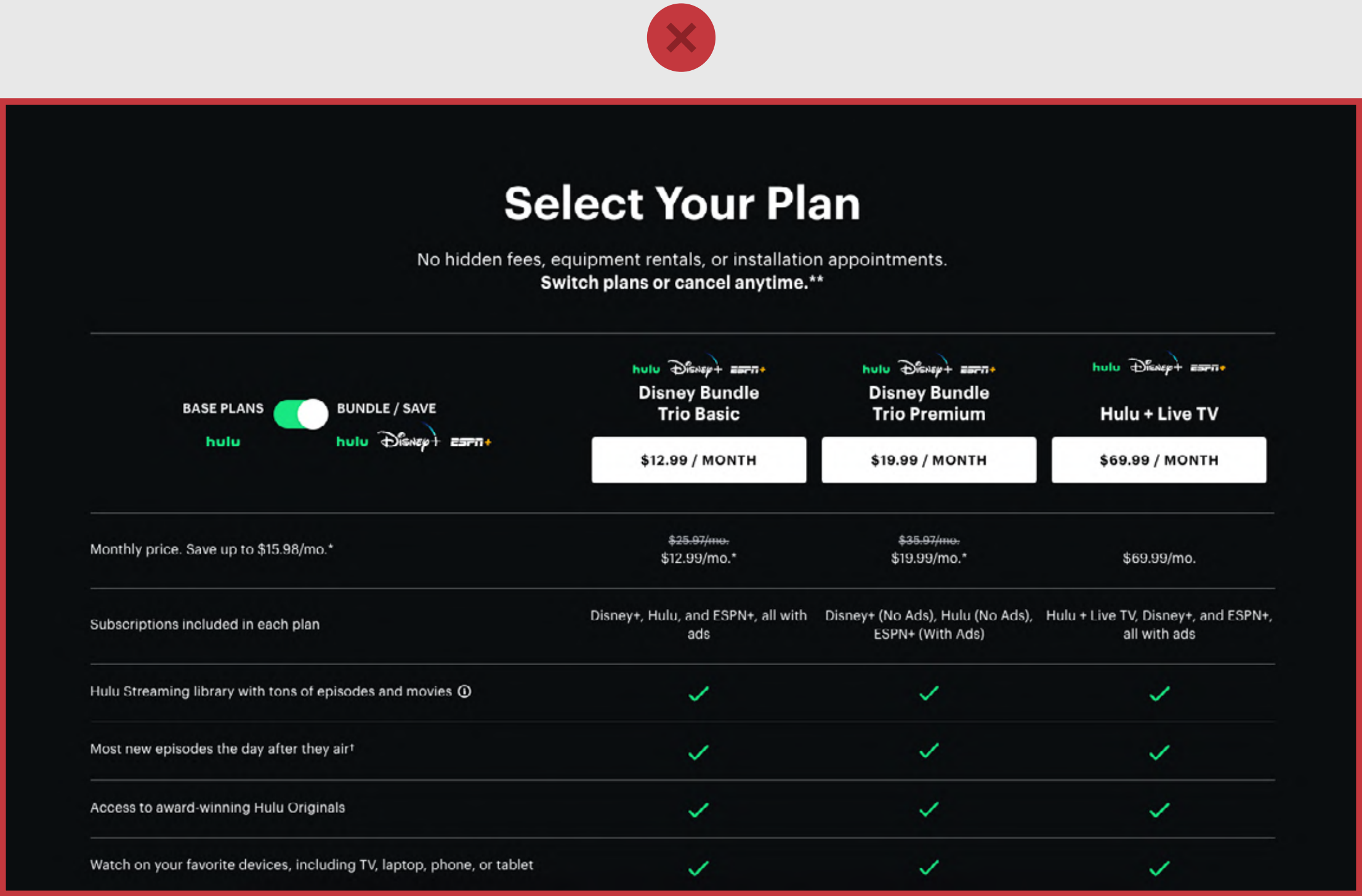
USABILITY FINDINGS
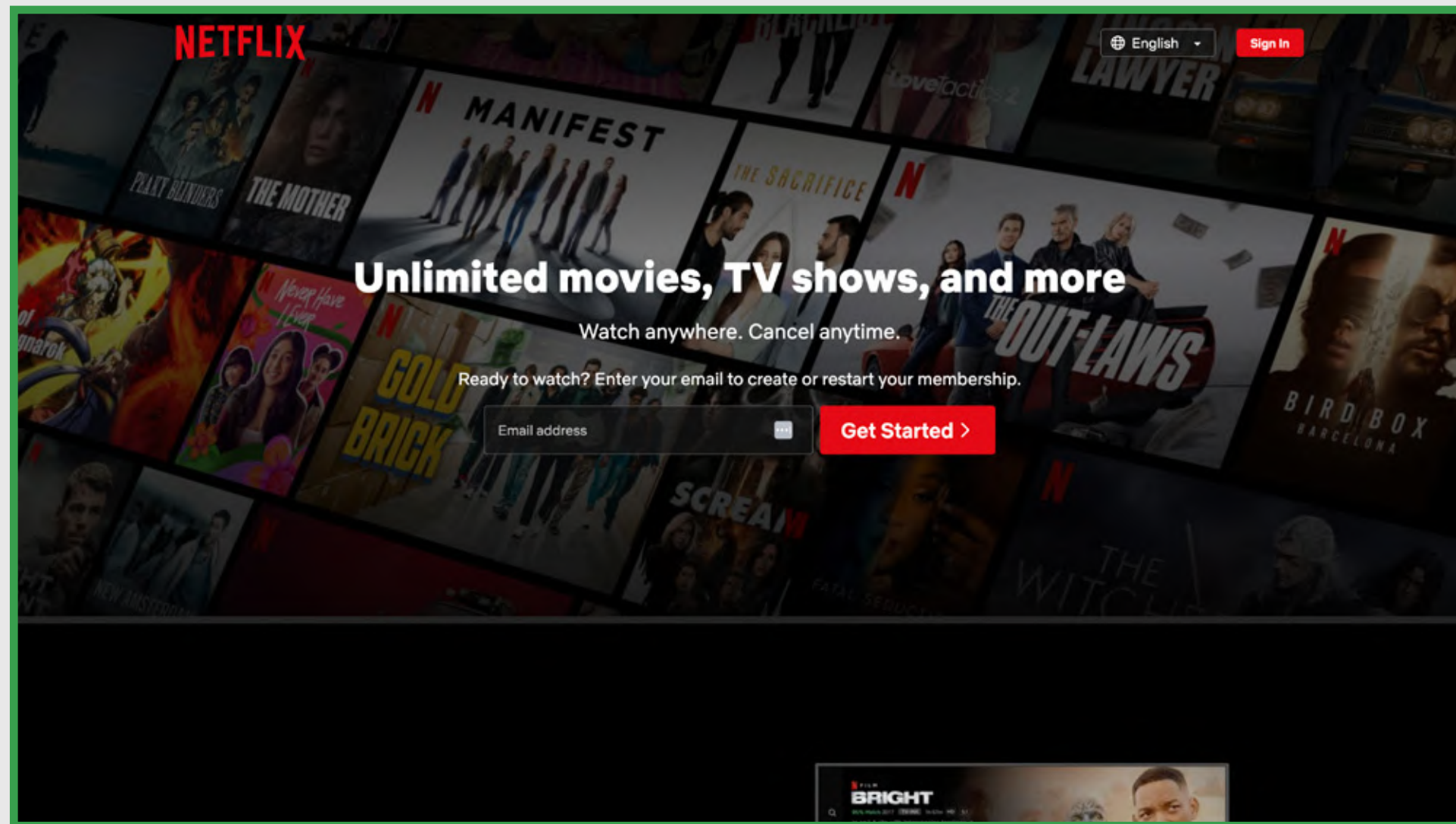
Limiting the number of CTA elements on a website helps reduce cognitive load and simplifies the user experience.
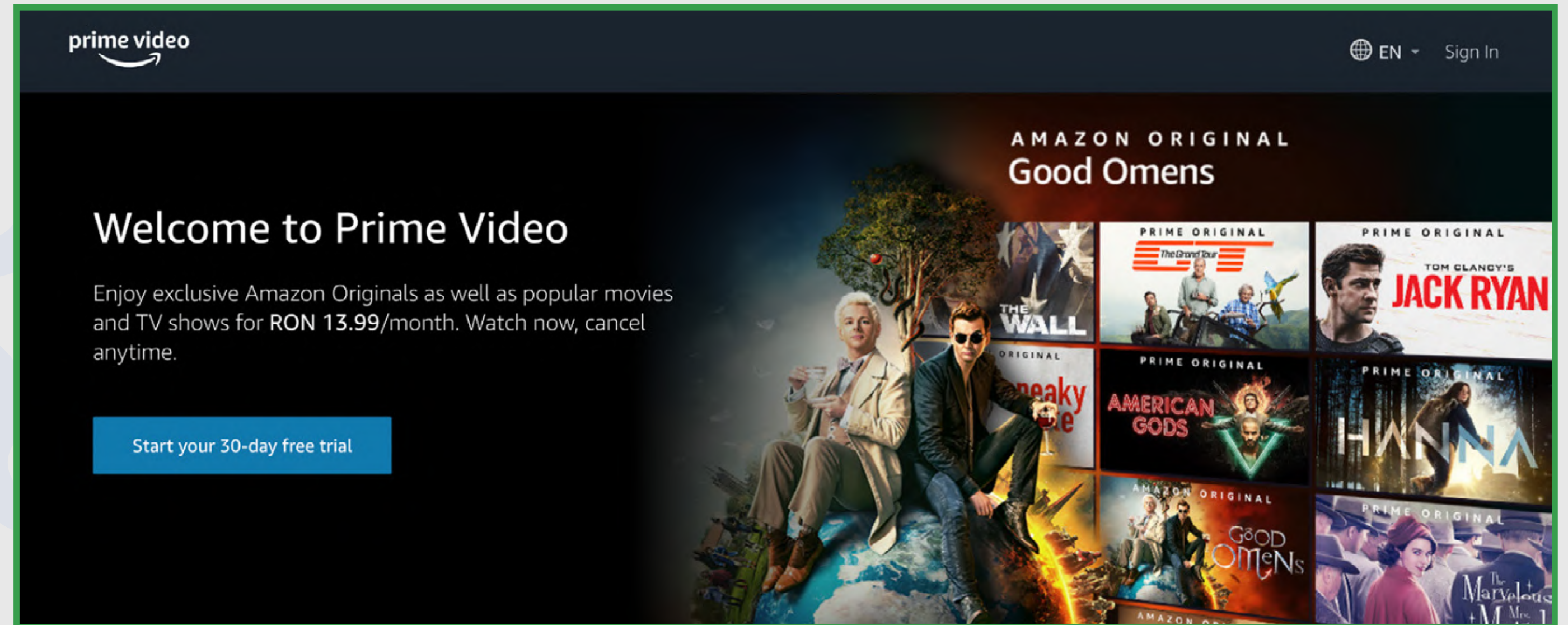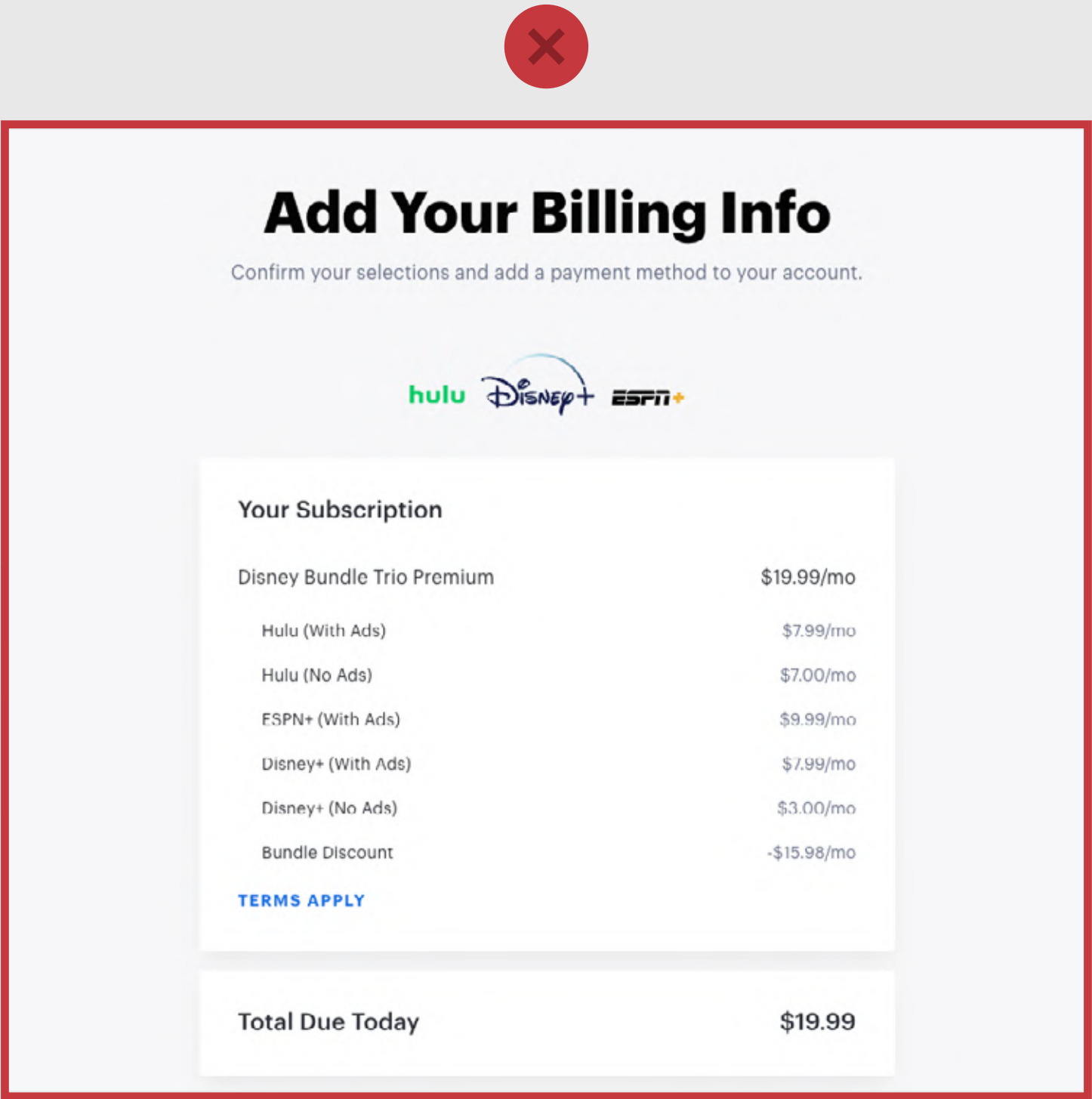
Fewer CTAs help users focus on the primary action by reducing decision-making complexity.

Because these landing pages offer a limited number of actions, they are easier to learn and use.

USABILITY FINDINGS

Hulu might be an exception here, as it offers five potential plans on the landing page.

The risk of user error increases because once a plan is selected, users cannot switch between plans without returning to the landing page.

In general, the limited number of actions on these landing pages helps minimize the possibility of user errors.

LANDING PAGE OVERVIEW

While reviewing the landing pages, we identified the following key strengths and pain points:

Key points

✅ Modern, transparent layout

✅ Clear presentation of user benefits

✅ Information accessible within one click

✅ Eye-catching, animated graphics

✅ Detailed FAQ section

✅ Visually distinctive and clear CTAs

✅ Sophisticated language usage

✅ Effective use of color, typography, and hierarchy

✅ Good contrast ratio

✅ Detailed buying options

Pain points

❌ Outdated graphic elements

❌ Generic information

❌ Information requiring multiple clicks to access

❌ Poor image quality

❌ Repetitive use of the same button text

❌ Inconsistent icon usage

❌ Inconsistent spacing

❌ Insufficient contrast ratio

REGISTRATION FLOW ANALYSIS

REGISTRATION FLOW

A seamless registration process is crucial for user retention on a streaming platform. This section evaluates the user experience across four key touchpoints*:

• **First Impression:** assessing initial engagement and clarity

• **Design:** analyzing visual consistency and layout

• **Fields & Forms:** examining input requirements and ease of completion

• **Usability Issues:** identifying friction points that may hinder conversion

By understanding these aspects, we can pinpoint opportunities to optimize the registration flow for a smoother and more intuitive user journey.
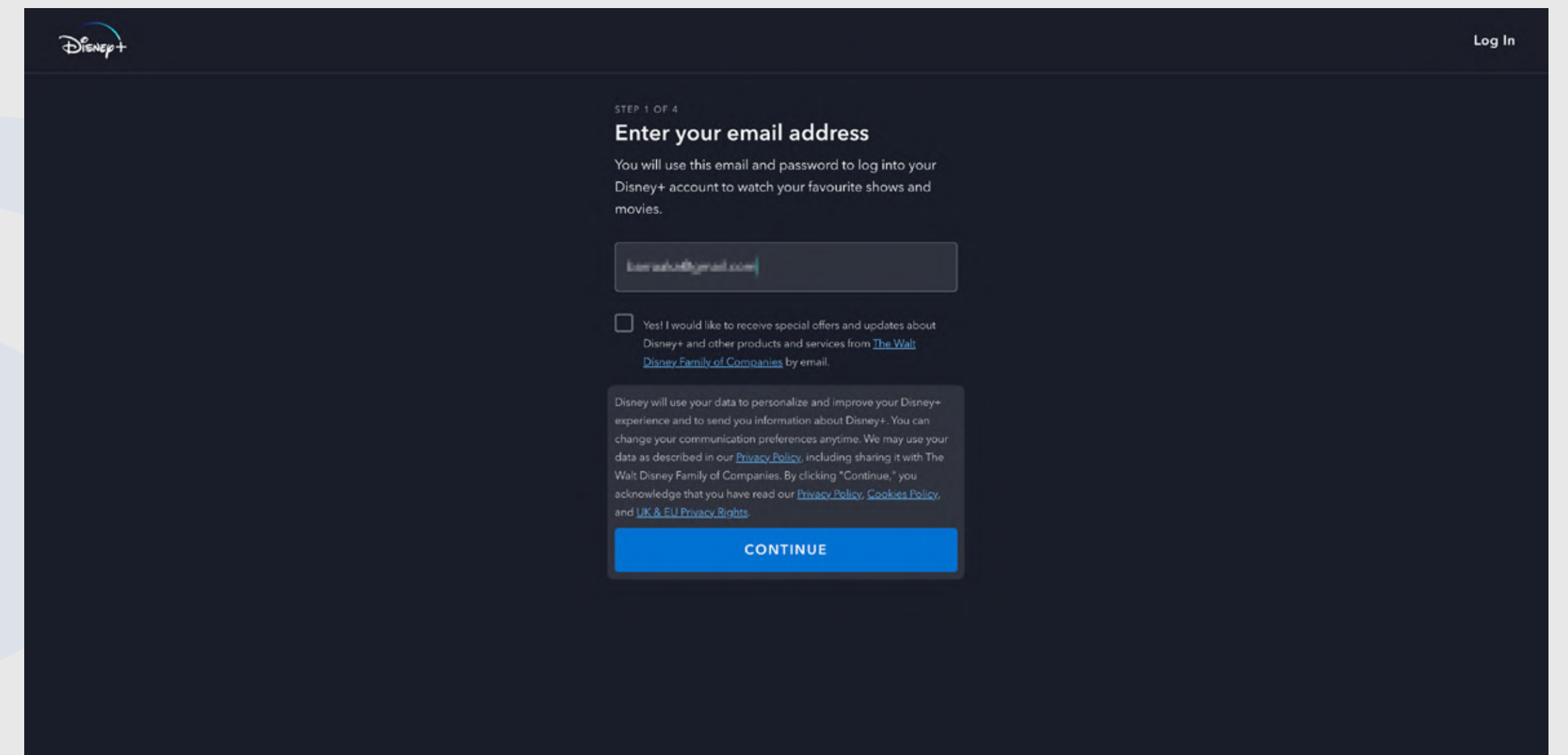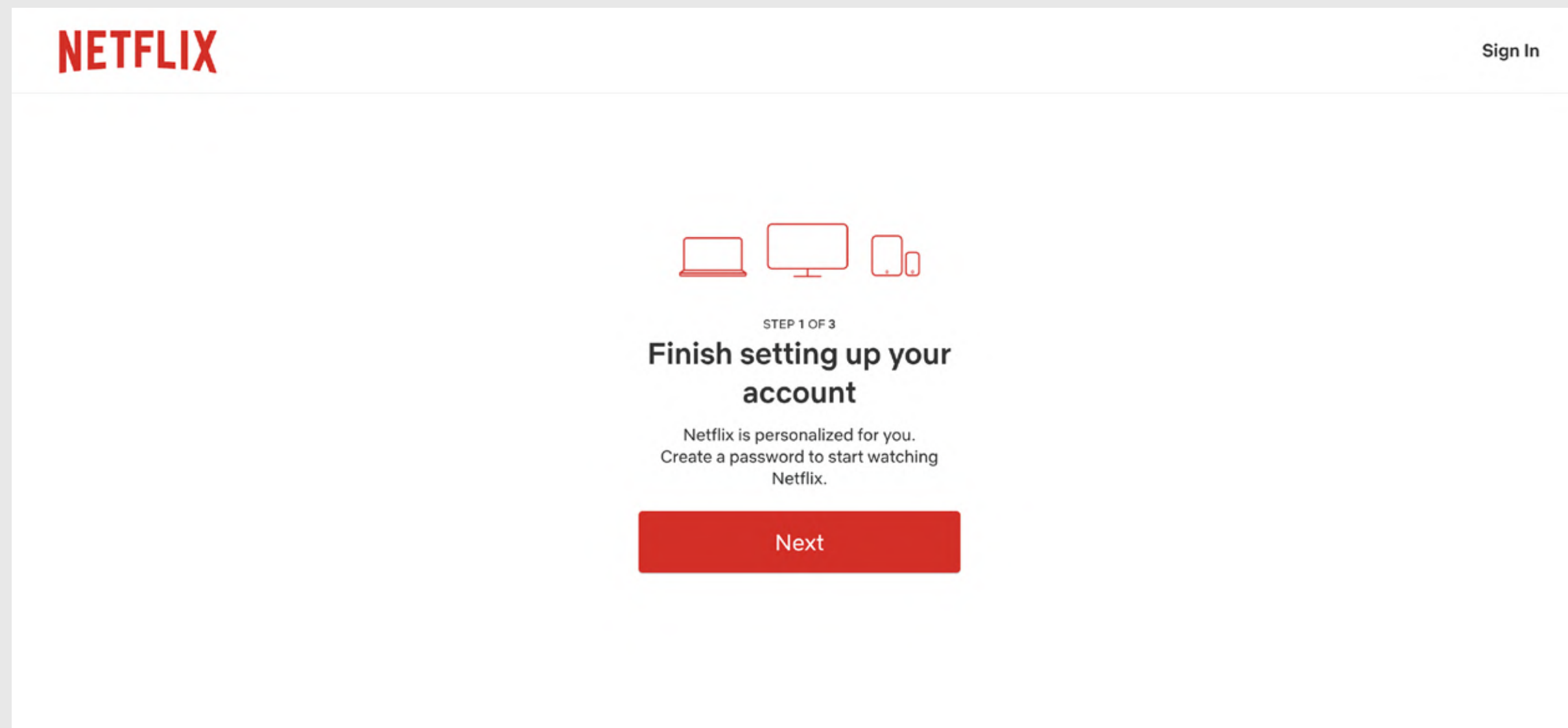
First Impression   Design   Fields & Forms   Usability Issues

*note: The key touchpoints mentioned represent only a fraction of the full analysis.
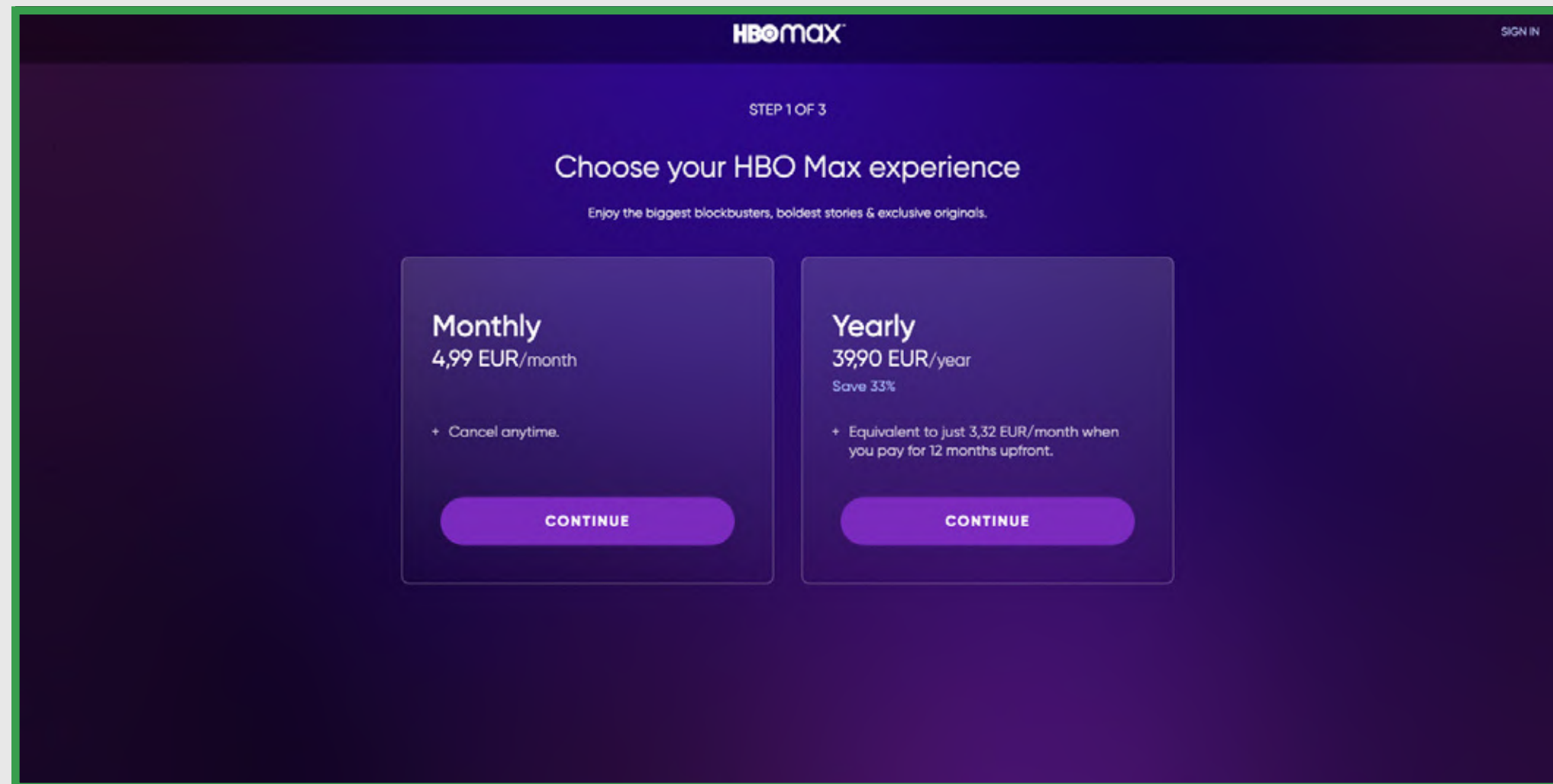
FIRST IMPRESSION

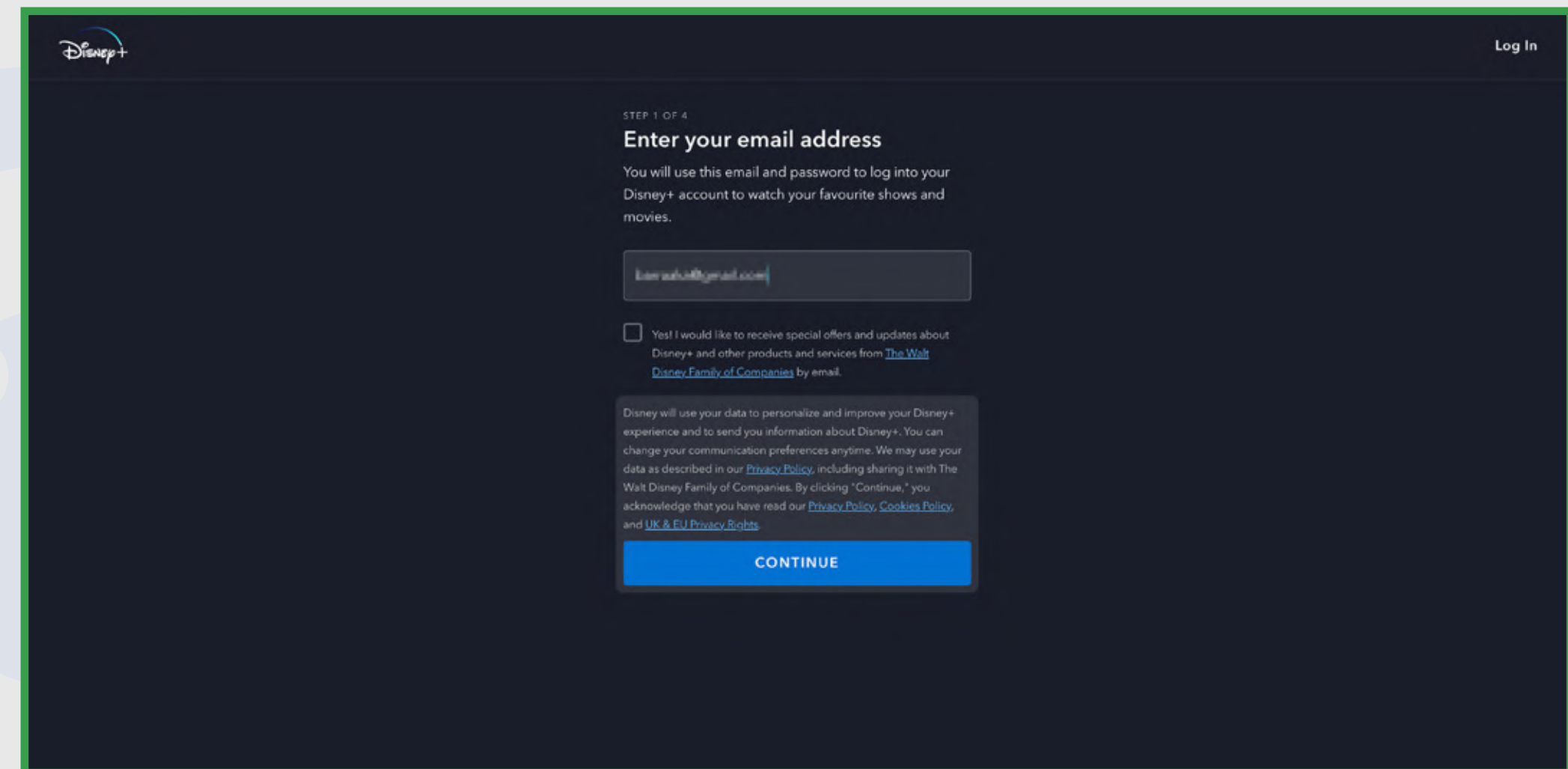For the registration flow, the first impression was evaluated in the context of the landing page.

We focused on the following question:

Does the overall impression align with that of the landing page?

# FIRST IMPRESSION FINDINGS

HBO Max maintains visual consistency by using the same design language throughout the registration flow.

While most forms are designed with a light background, Disney+ keeps a consistent look by using the same dark theme from their landing page instead of switching to a lighter one.

One of the most important aspects of the first impression is ensuring that the visuals of the registration flow match those of the landing page, maintaining a consistent look and feel.

FIRST IMPRESSION FINDINGS
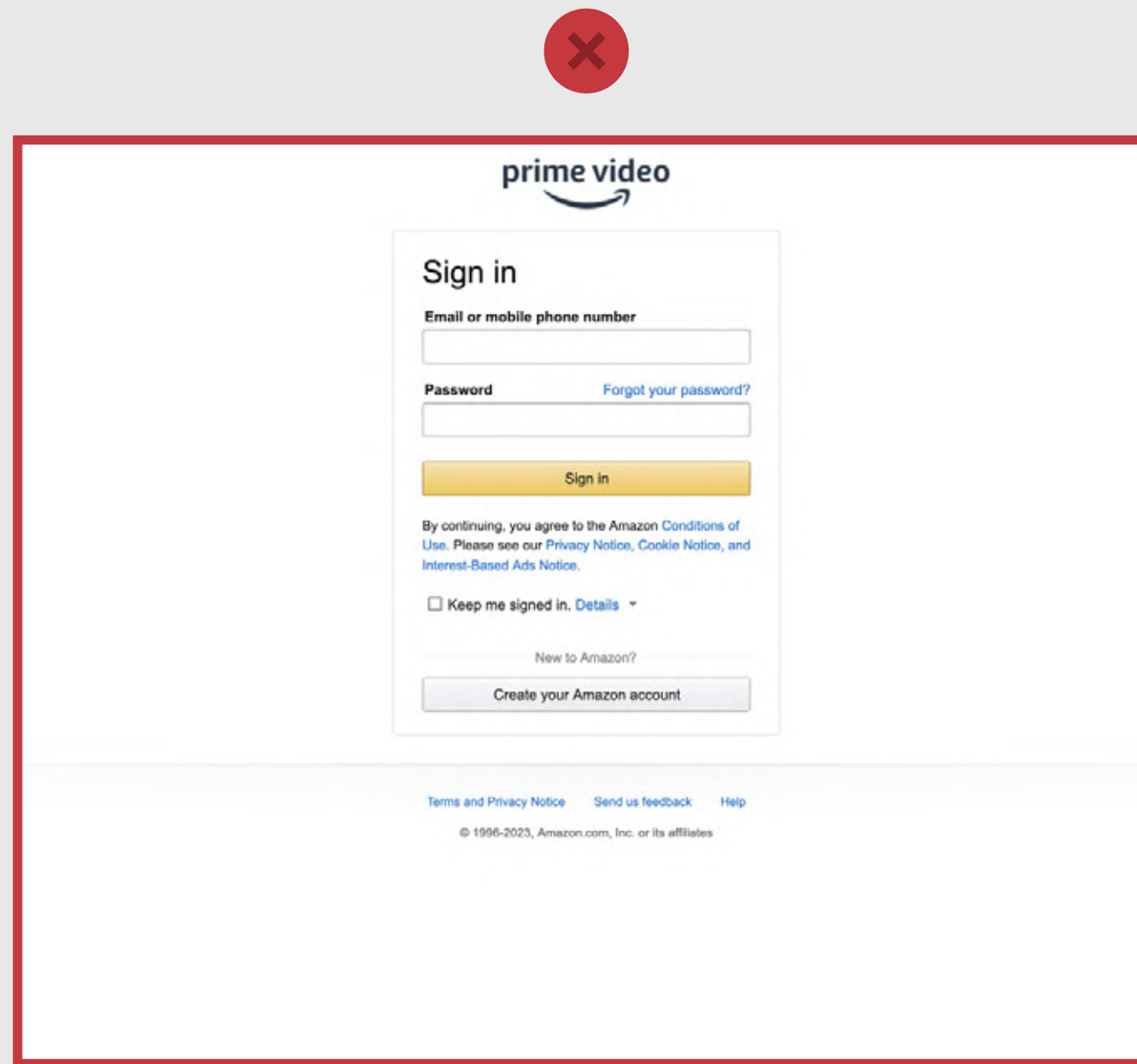
The only indication that the user is registering for **Amazon Prime Video** is the logo at the top of the page. The layout, colors, and buttons do not match the visuals of the landing page.
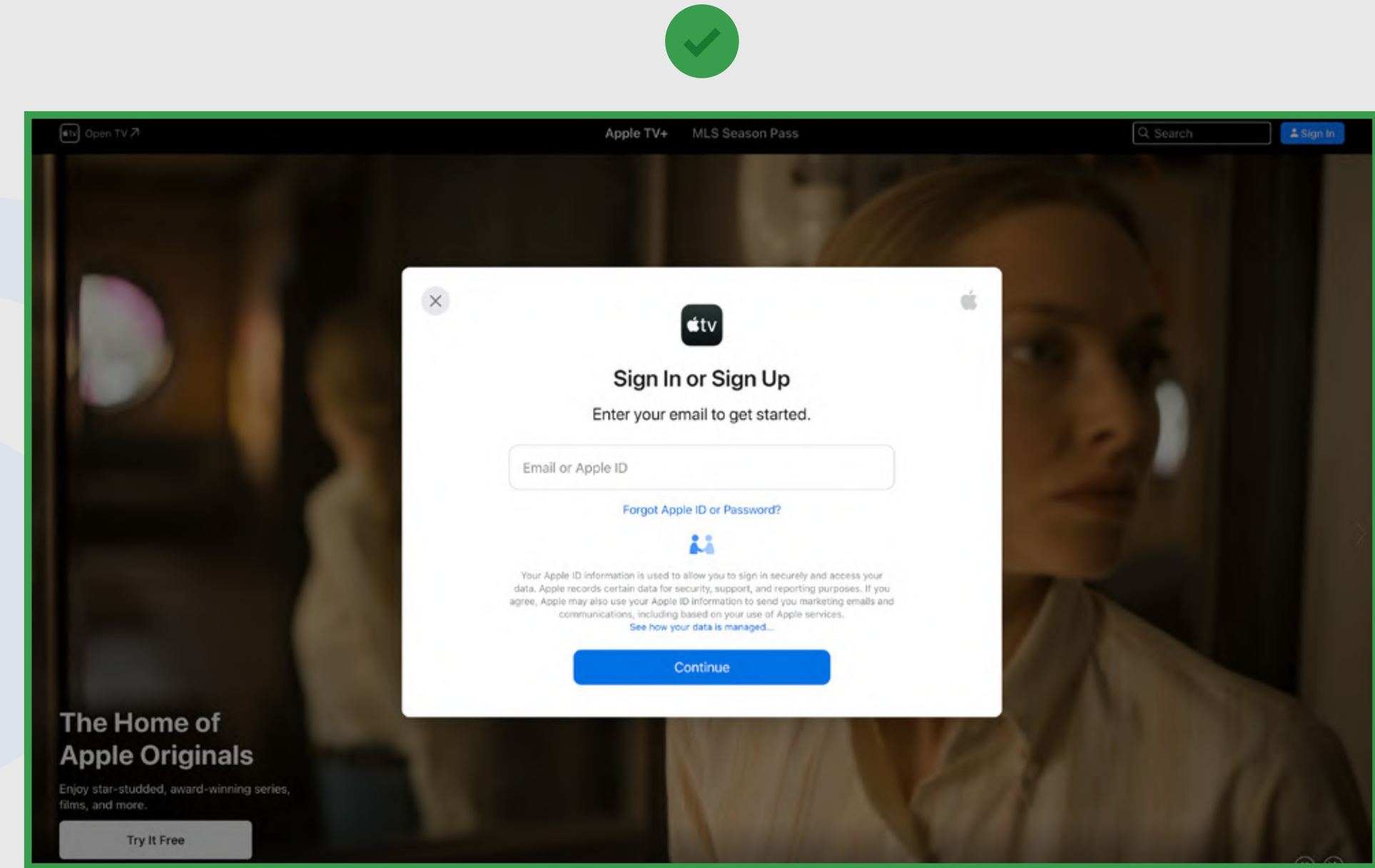
In contrast, **Apple TV+** uses a modal for the registration process instead of directing users to a separate page. This approach not only focuses the user's attention and reduces distractions but also reassures users that they are registering for the intended service.

Failing to maintain a consistent look when redirecting users to another page can cause confusion and harm brand consistency.

DESIGN FINDINGS

Designing user-friendly forms is essential, as they serve as a crucial entry point for users. A well-designed registration form can significantly improve user experience, boost conversion rates, and increase overall engagement.

Key questions to consider:

Is the design consistent throughout the registration process?

Does the form follow familiar, standard design patterns?

Do the buttons stand out clearly from other content?
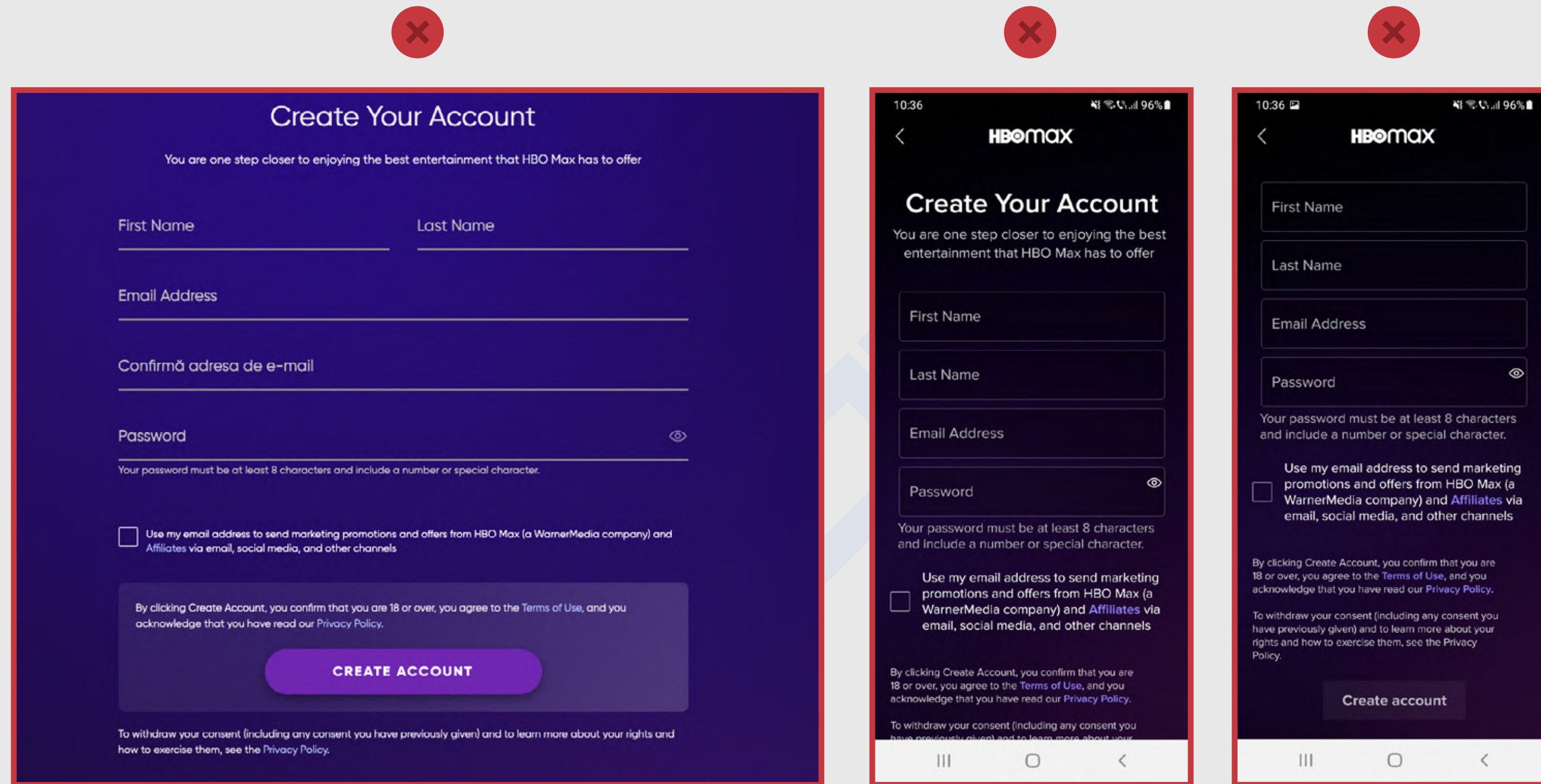
DESIGN FINDINGS

While **HBO MAX's** registration form maintains a consistent look with the landing page, there are noticeable differences between the input fields and buttons on the desktop and mobile versions.

Consistency is a key aspect of good design. Maintaining a uniform look across all pages enhances brand recognition and reduces the learning curve for users.

DESIGN FINDINGS
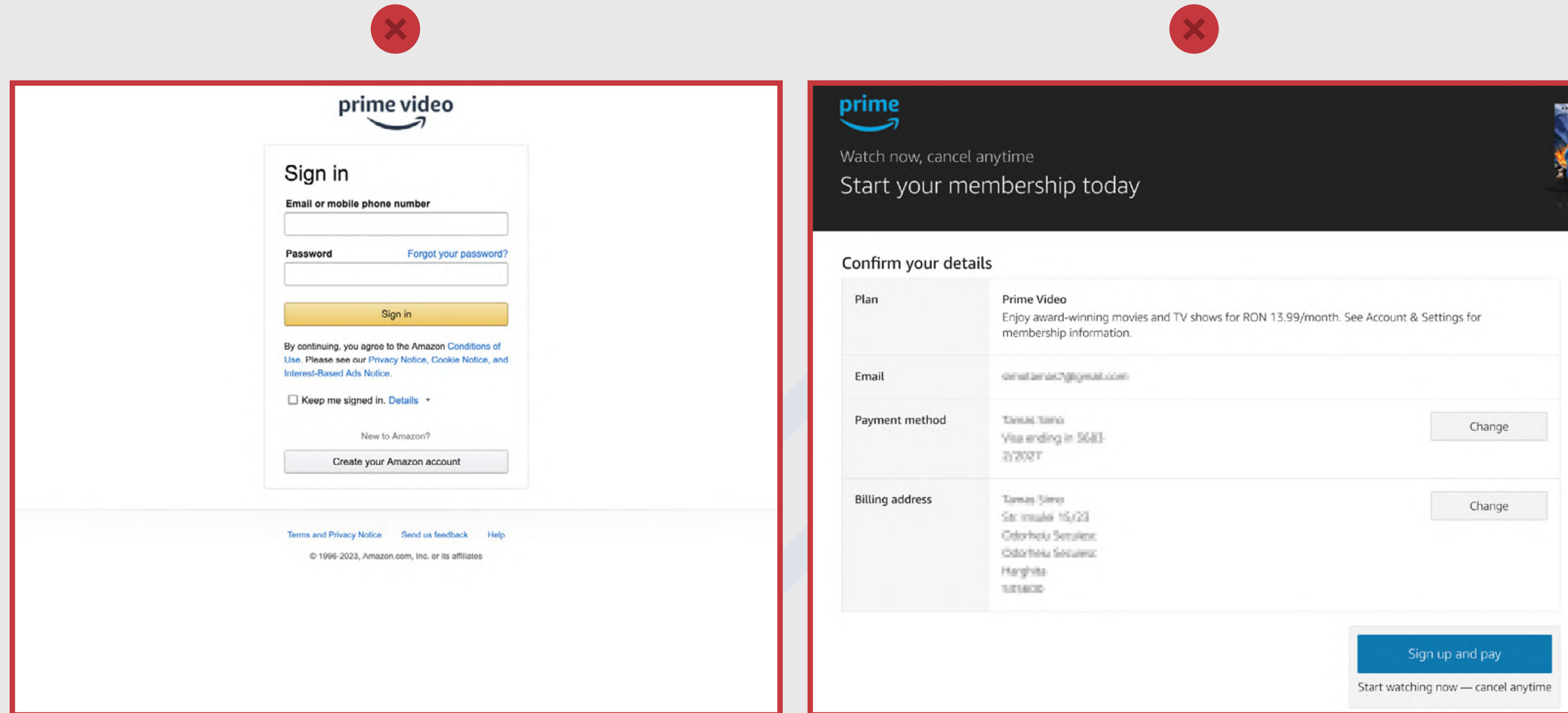
These two screens represent **Amazon Prime Video**'s registration and payment steps. Although they are separated by a single user action, the layout, buttons, and input fields differ significantly between the two.

Using inconsistent design elements across related pages is a poor practice, not only does it weaken brand recognition, but it can also reduce user trust and cause confusion.

FIELDS & FORMS

Forms are powerful tools that enable communication, data collection, and user engagement. They play a vital role in the success of digital businesses by helping to understand users, deliver personalized experiences, and convert visitors into leads or customers.

During our evaluation, we focused on the following key usability aspects of the forms:

Is there a progress indicator for multi-step workflows?

Are the fields ordered in a familiar and logical way?

Does the keyboard adapt appropriately based on the input field?
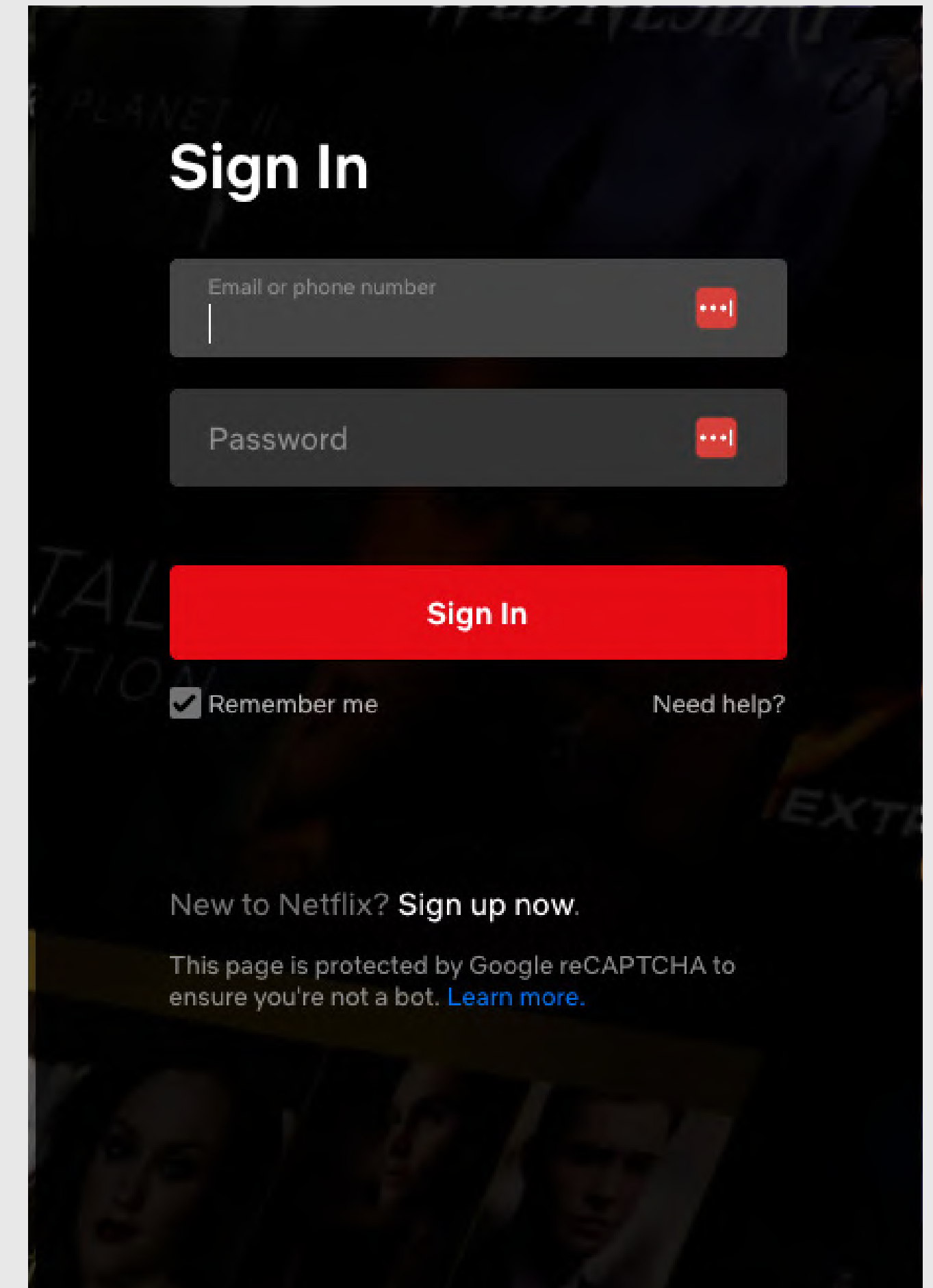(e.g. numeric keypad for credit card fields)

Is the number of fields minimal, avoiding unnecessary steps?

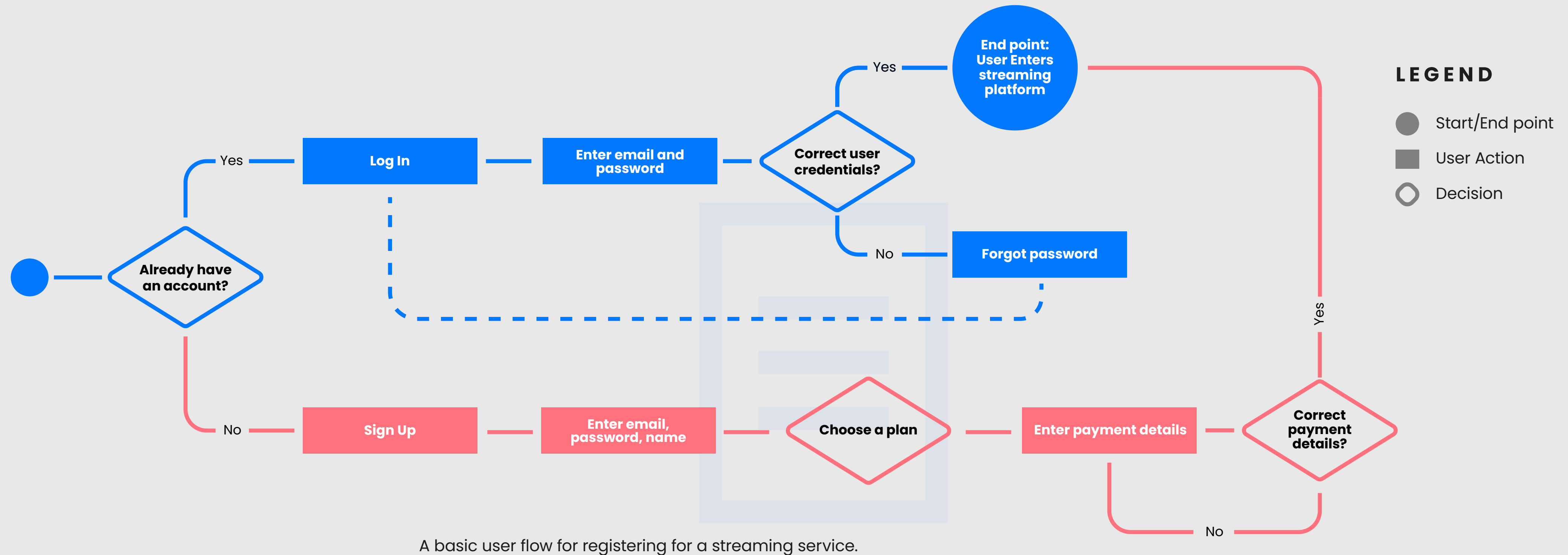## Are the fields easily clickable on both desktop and mobile?

Are correct or incorrect fields clearly highlighted?

Do the buttons have clear and actionable CTAs?

Is the payment process secure and are users given clear, reassuring information?

FIELDS & FORMS

A basic user flow for registering for a streaming service.

User flows, also known as user journeys, refer to the step-by-step paths users follow while interacting with a website to achieve a specific goal, such as subscribing to a service, submitting a form, or making a purchase.
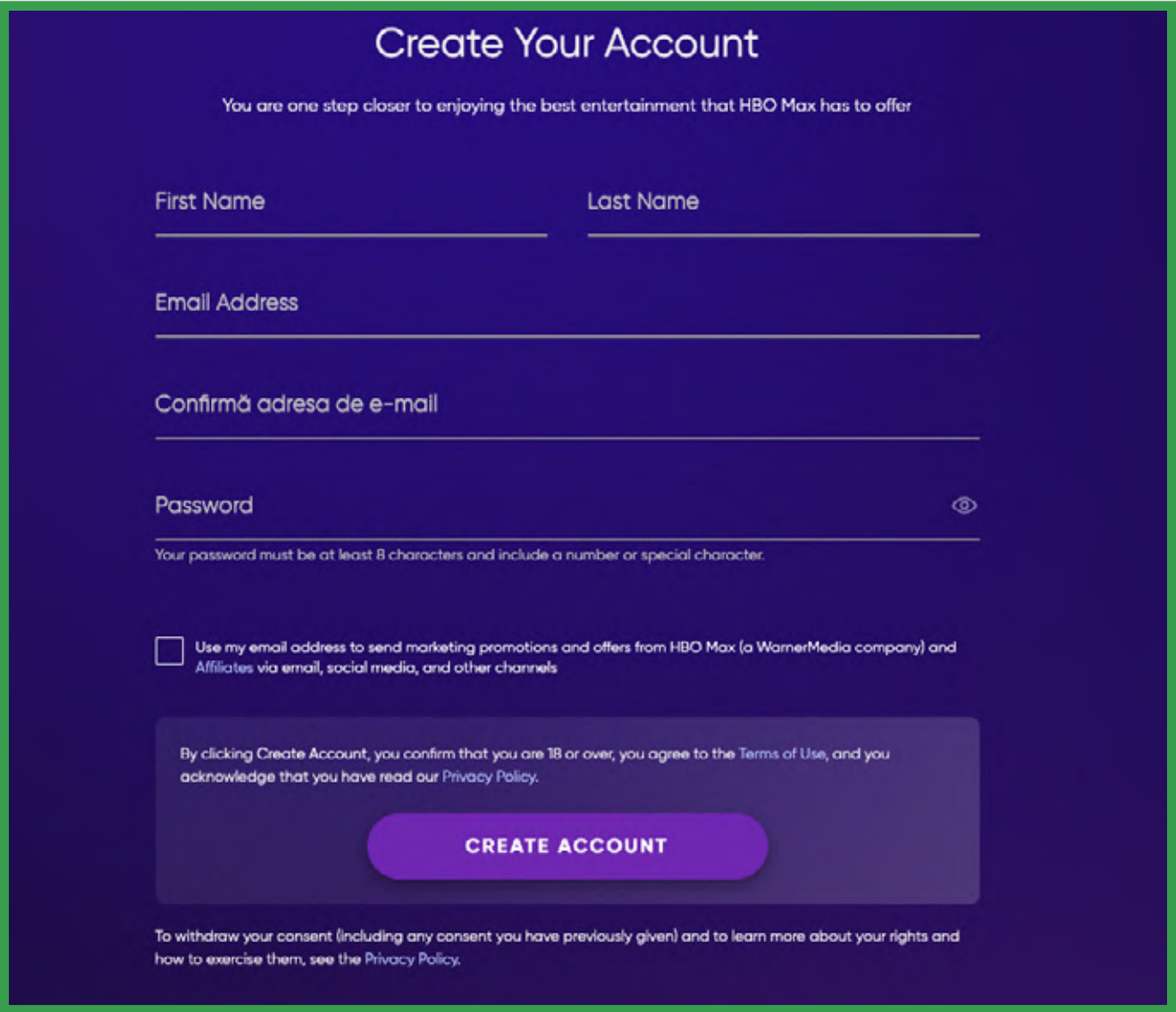
FIELDS & FORMS FINDINGS

Netflix and **SkyShowtime** follow a best practice by asking only for the most essential user data during registration: an email address and a password.
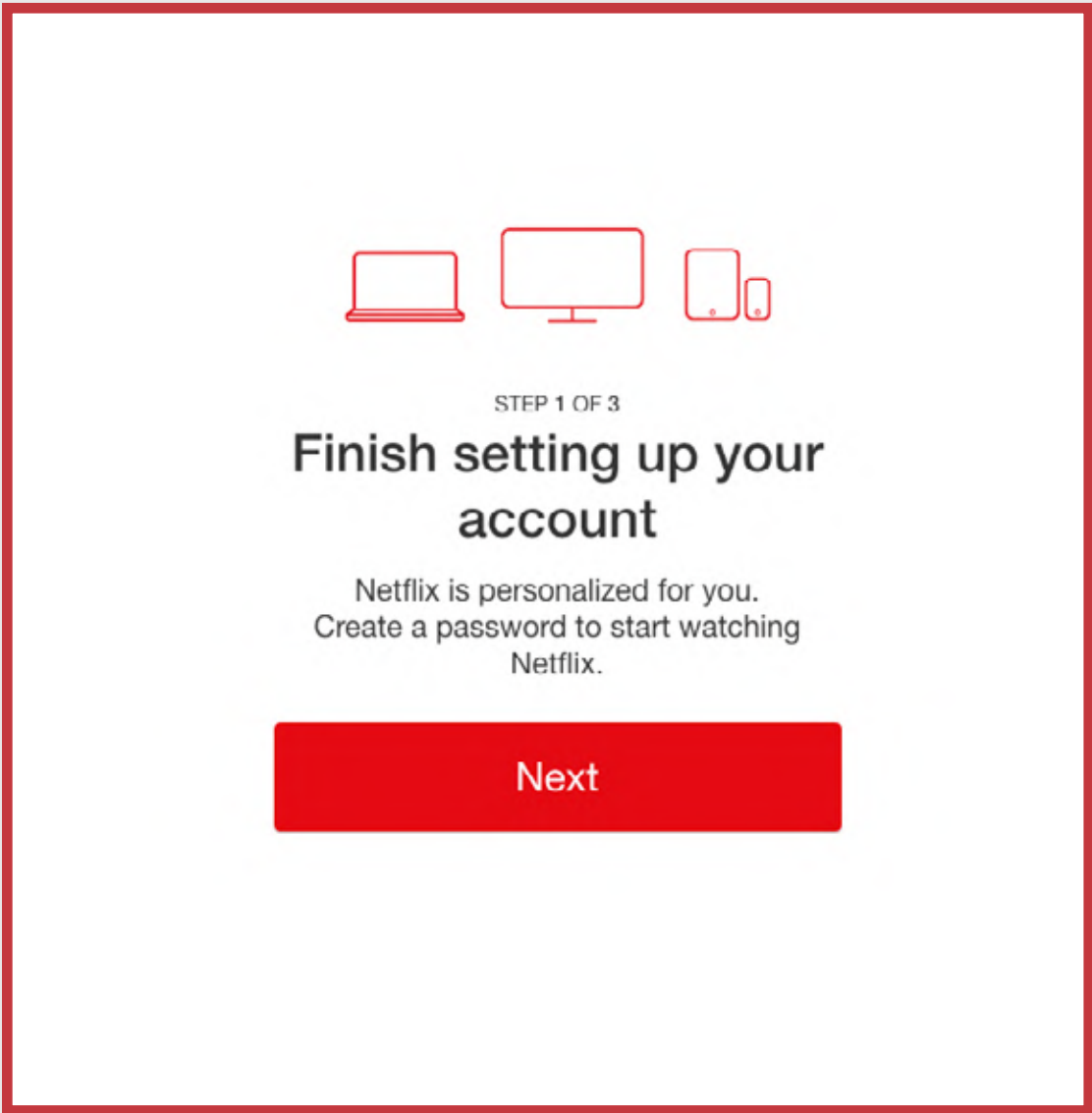
Hulu asks for additional personal details, such as the user's gender, raising the question:
Why is this information necessary at this stage?

One of the key principles of user-friendly form design is simplicity. Users generally don't want to spend time filling out lengthy forms, they want to complete the process quickly and easily. Limiting the form to only essential fields not only improves usability but can also increase conversion rates.
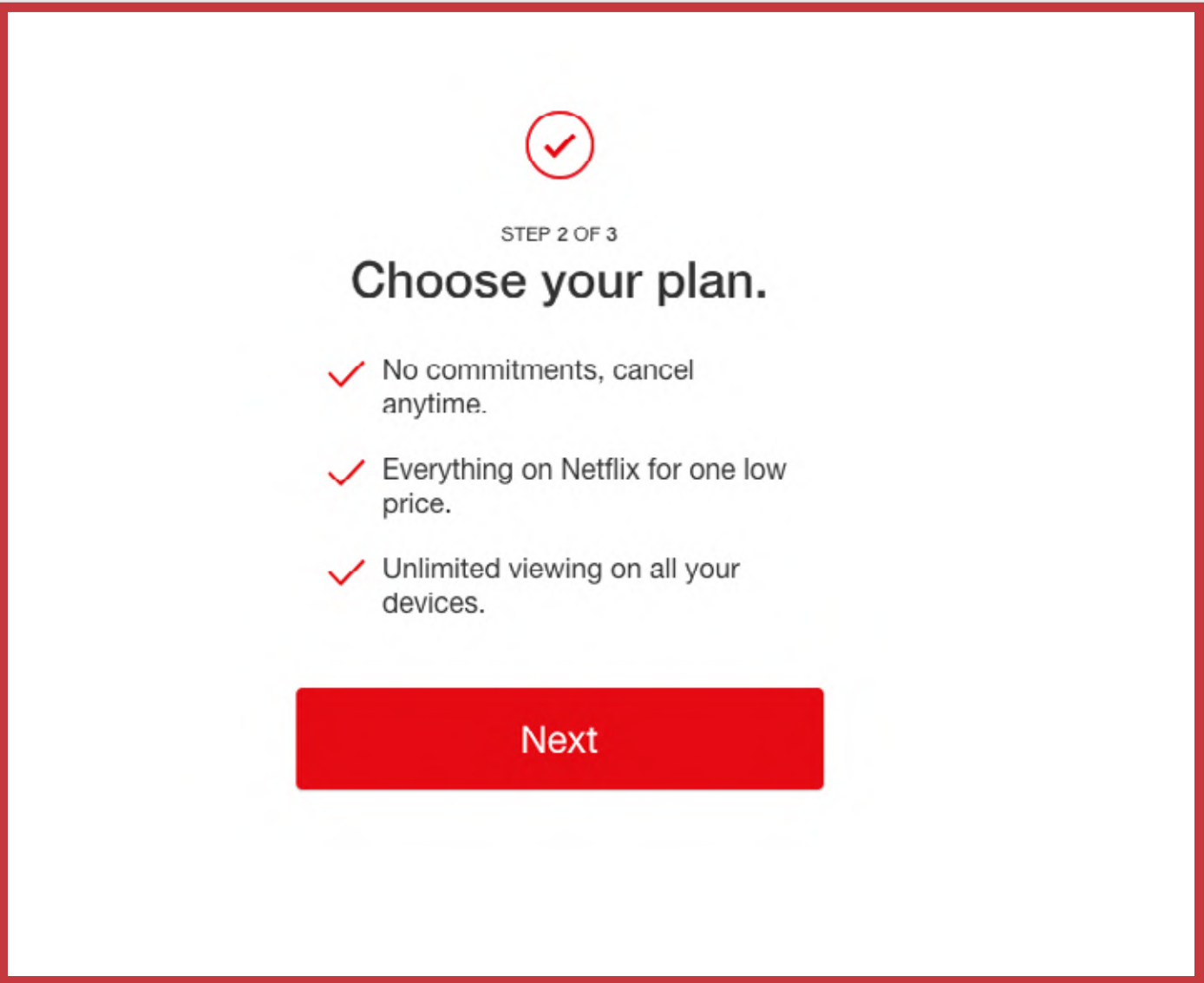
FIELDS & FORMS FINDINGS

HBO Max follows standard best practices by grouping all input fields together, making the registration process faster and smoother for users.

Netflix adds unnecessary steps by spreading the registration across multiple screens. For example, users are forced to click through to another page just to input basic information. A more efficient approach would be to include the relevant fields on the initial screen, reducing friction and streamlining the process.

Filling out forms should be as quick and easy as possible.

Adding extra steps or unnecessary actions only slows users down and increases the chance of frustration or drop-off.

FIELDS & FORMS FINDINGS
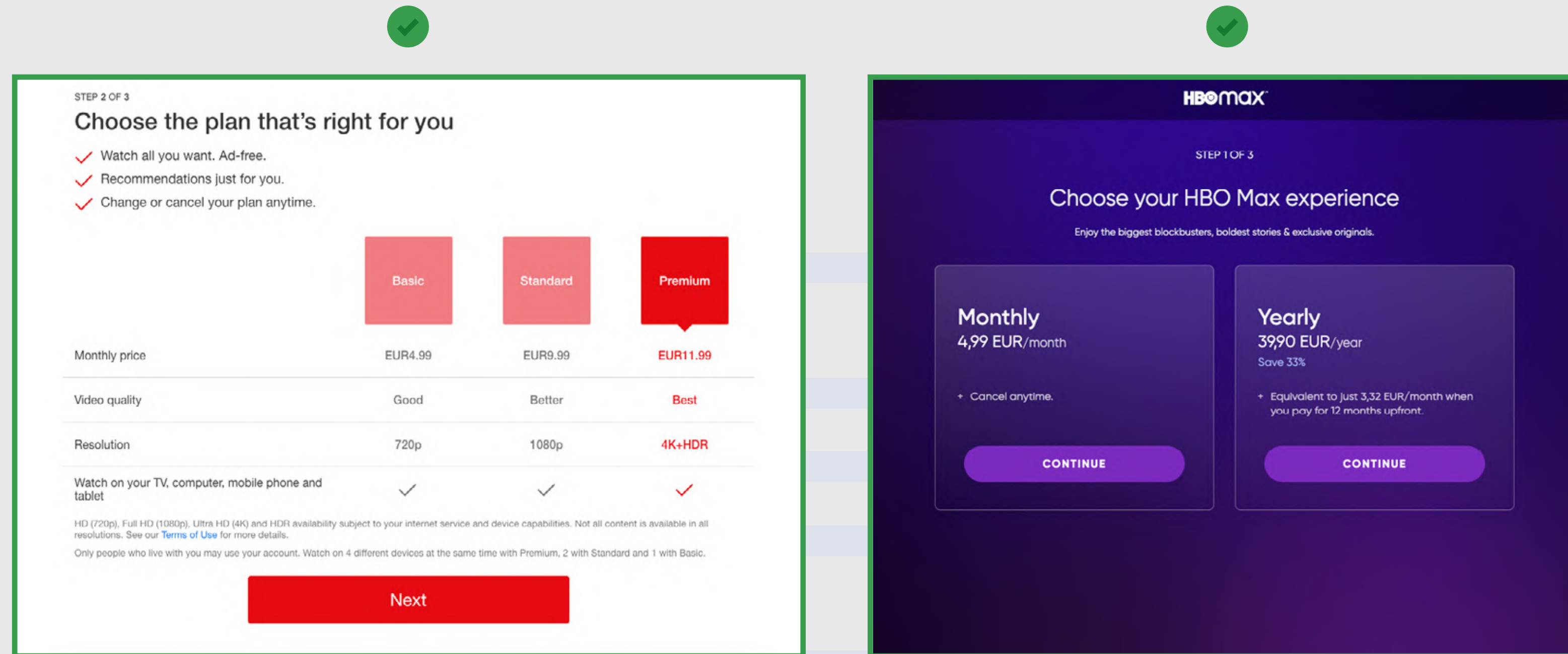
Netflix and HBO Max use progress indicators in their multi-step registration processes. This is a helpful feature that gives users a clear understanding of where they are in the journey. A nice improvement would be the addition of back buttons, allowing users to easily return to a previous step if they made a mistake or want to review their input.

Multi-step indicators (also known as progress indicators) enhance usability by visually guiding users through a process. They help users stay oriented and reduce frustration by showing how many steps are left and where they currently are in the sequence.

FIELDS & FORMS FINDINGS
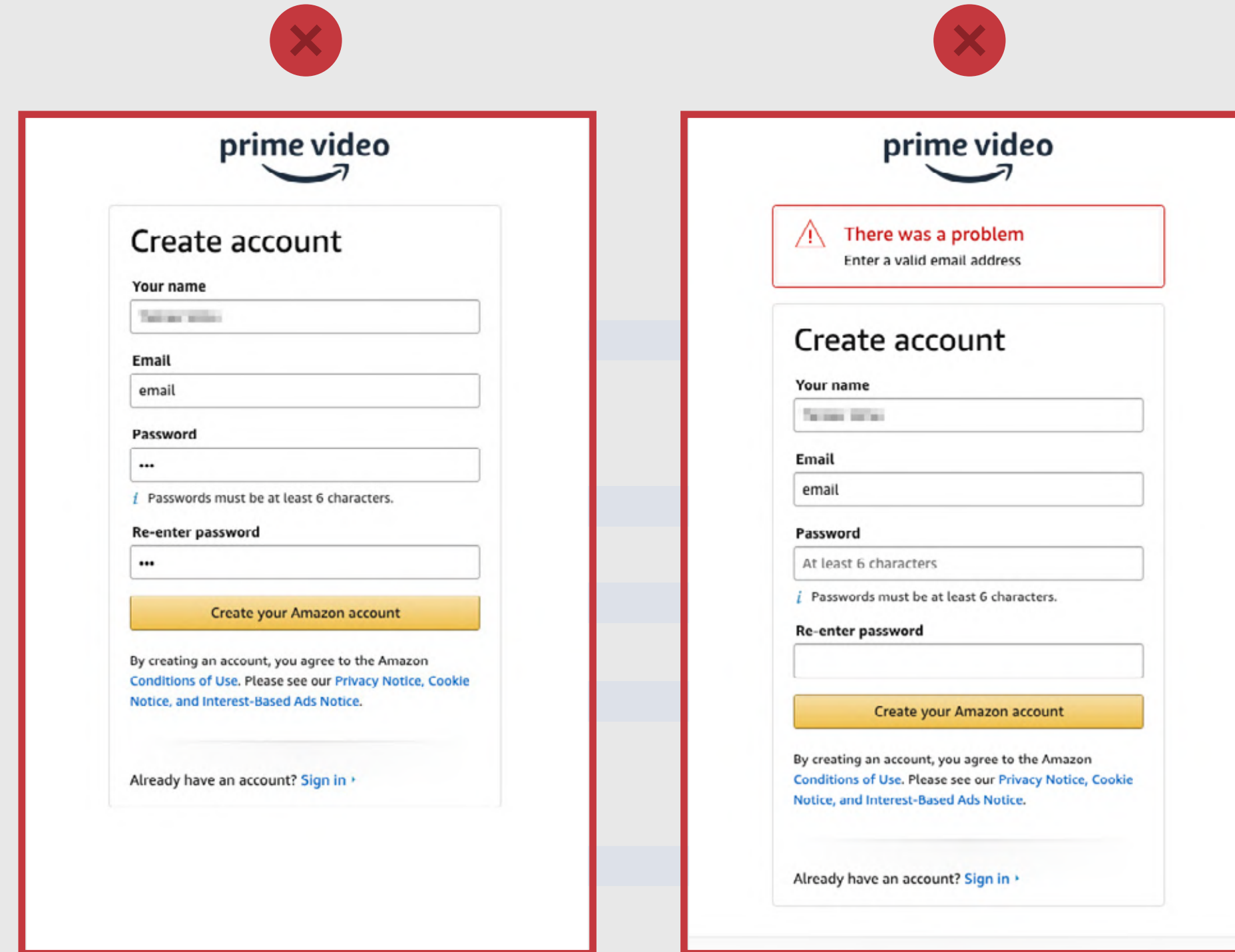
To make the form-filling process faster and easier on mobile devices, a good practice is to trigger the corresponding keyboard based on the input field type. For example, the credit card number field should open a numeric keyboard, while the email field should bring up a keyboard optimized for email entry (including the "@" and ".com" keys).

In the examples on the right, we can observe that **HBO Max** does not utilize the appropriate keyboard for email input, requiring users to manually type out the ".com" domain. In contrast, **Disney+** uses the correct keyboard, making the input process quicker and more user-friendly.
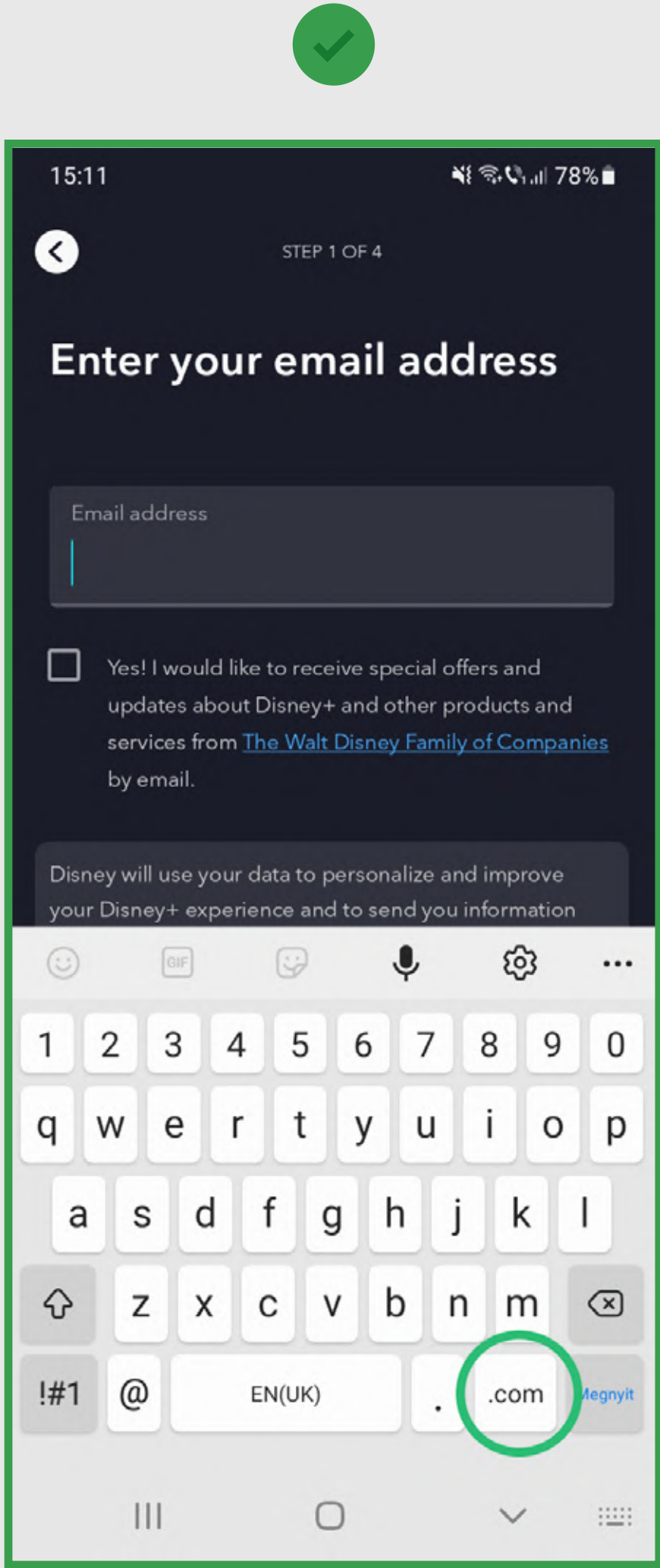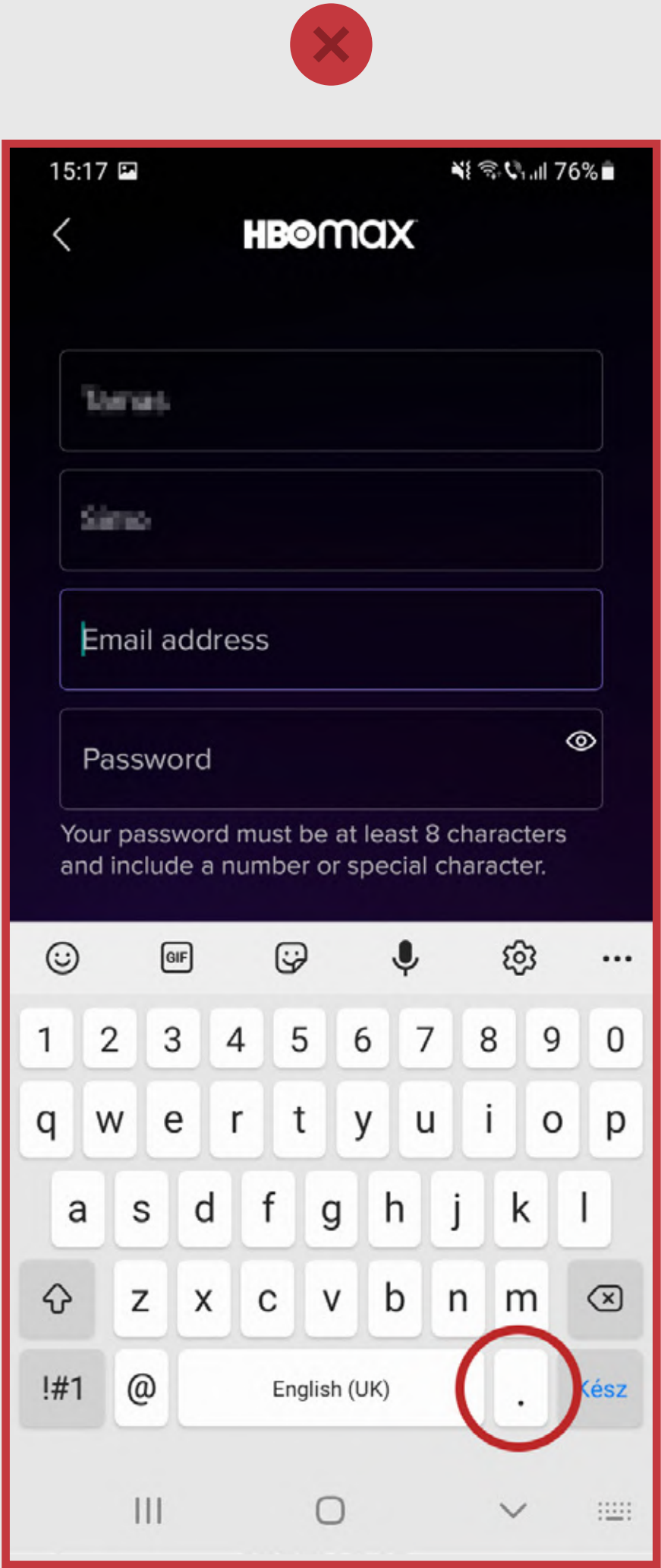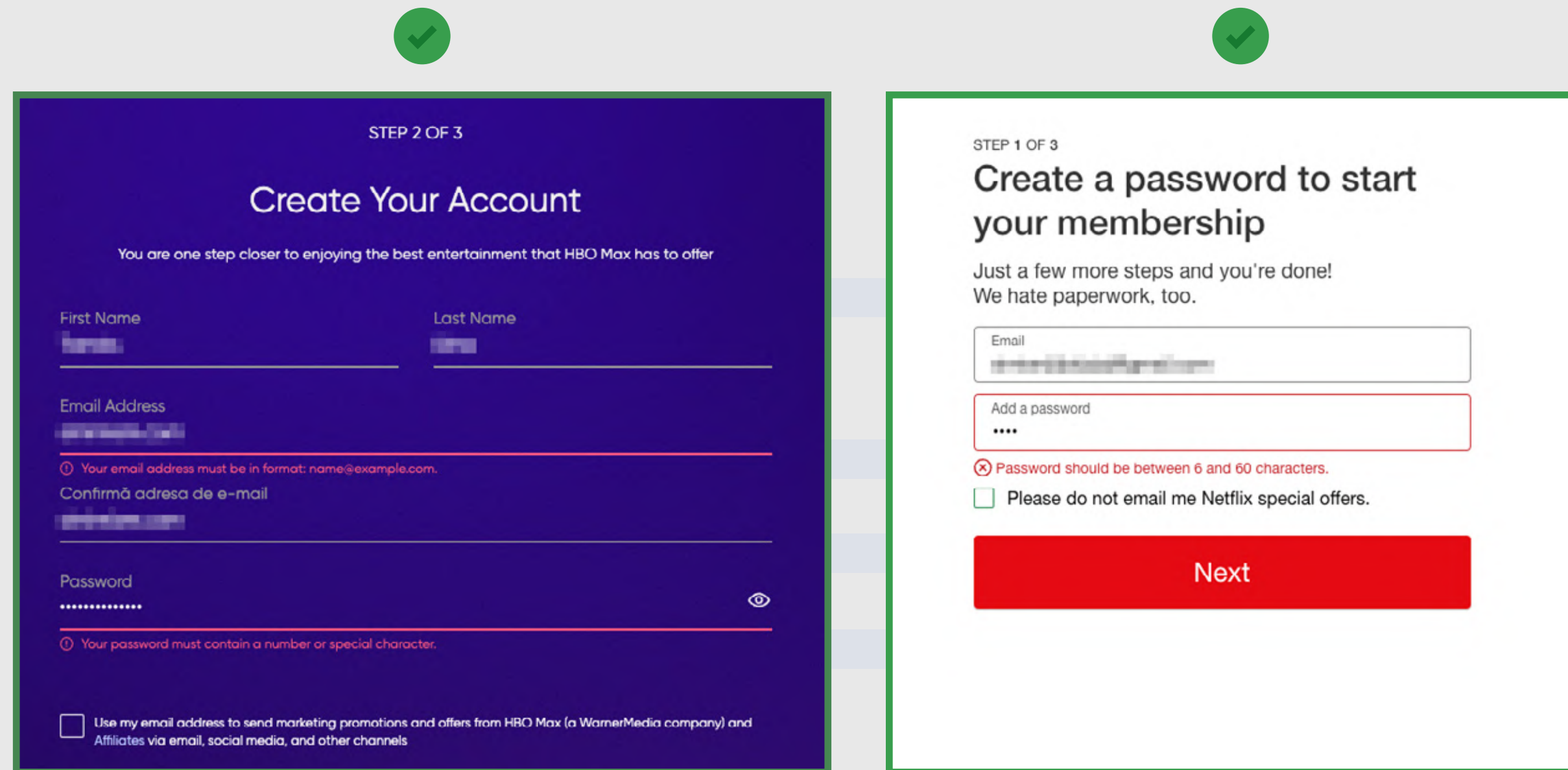
FIELDS & FORMS FINDINGS

Amazon Prime Video demonstrates poor practice by not immediately highlighting input field errors. Errors are only shown after the user clicks the "Create your Amazon account" button.

If there is an error, the password fields are cleared, requiring the user to re-enter them, which can be frustrating.

Providing real-time feedback by highlighting both error and success states in form fields is a key aspect of good UX. It helps users quickly understand what needs to be corrected, reduces frustration, and prevents unnecessary repetition, ultimately leading to a smoother and more efficient registration process.

FIELDS & FORMS FINDINGS

HBO Max and Netflix follow best practices by highlighting input fields and providing clear information about potential issues.

Visual cues, such as color changes, help users quickly identify the status of each field. This allows users to easily distinguish between successful and unsuccessful inputs, significantly enhancing the overall usability of the registration process.

FIELDS & FORMS FINDINGS
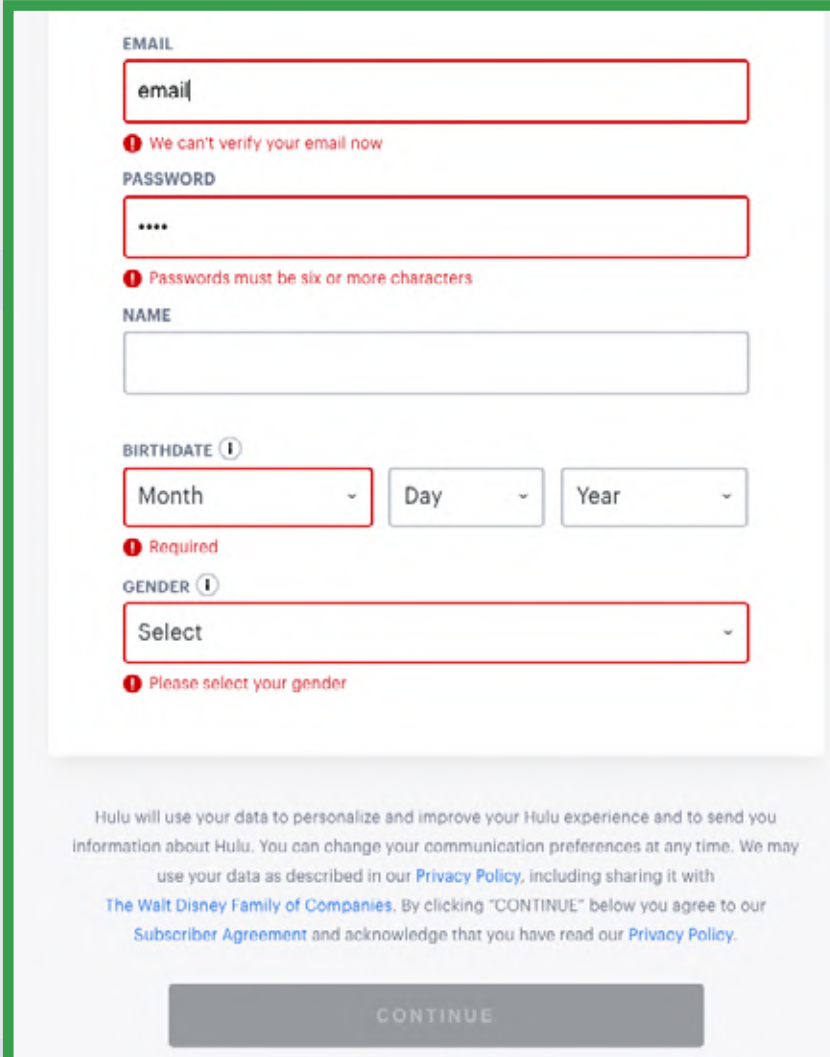
Disney+ assists users in creating secure passwords by providing dynamic feedback on password strength within the form. Users can also toggle password visibility using the eye icon in the input field.

Hulu keeps the submission button inactive until all fields are correctly filled, offering clear visual feedback to the user.

Providing clear and immediate error feedback helps prevent user frustration and reduces the likelihood of form abandonment due to confusion or unexpected errors.

FIELDS & FORMS FINDINGS

Payment is the final step on **Disney+** and **Netflix**, where they follow good practice by clearly displaying the amount the user will be charged and allowing plan changes before completing the payment.

Payment systems should be secure and transparent, ensuring users have clear information about the total cost before finalizing their purchase.

USABILITY ISSUES

Website form usability issues can significantly impact user experience and hinder the success of a website or online service. Implementing best practices and following web accessibility guidelines can help address many of the usability issues and provide a better overall experience for users.
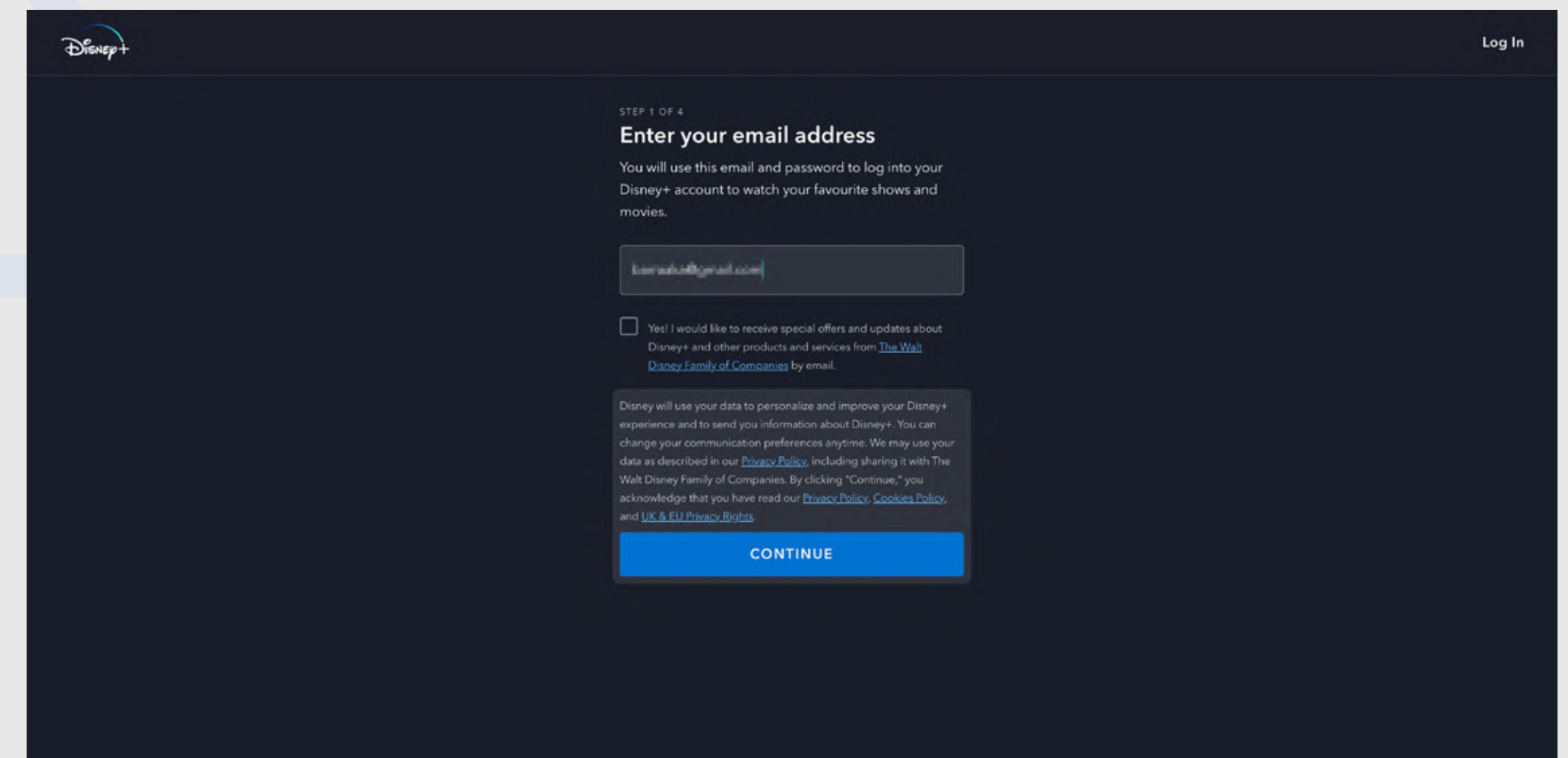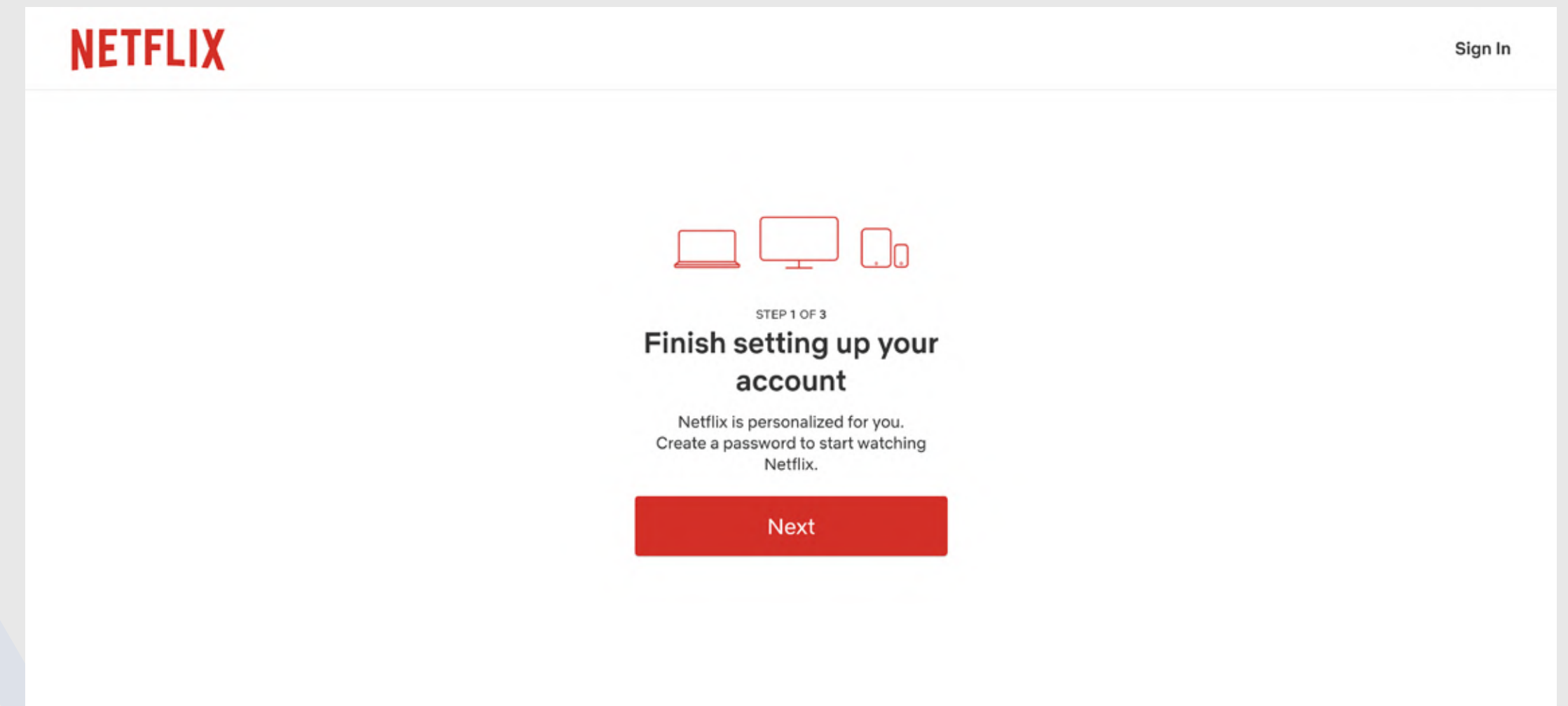
USABILITY ISSUES FINDINGS
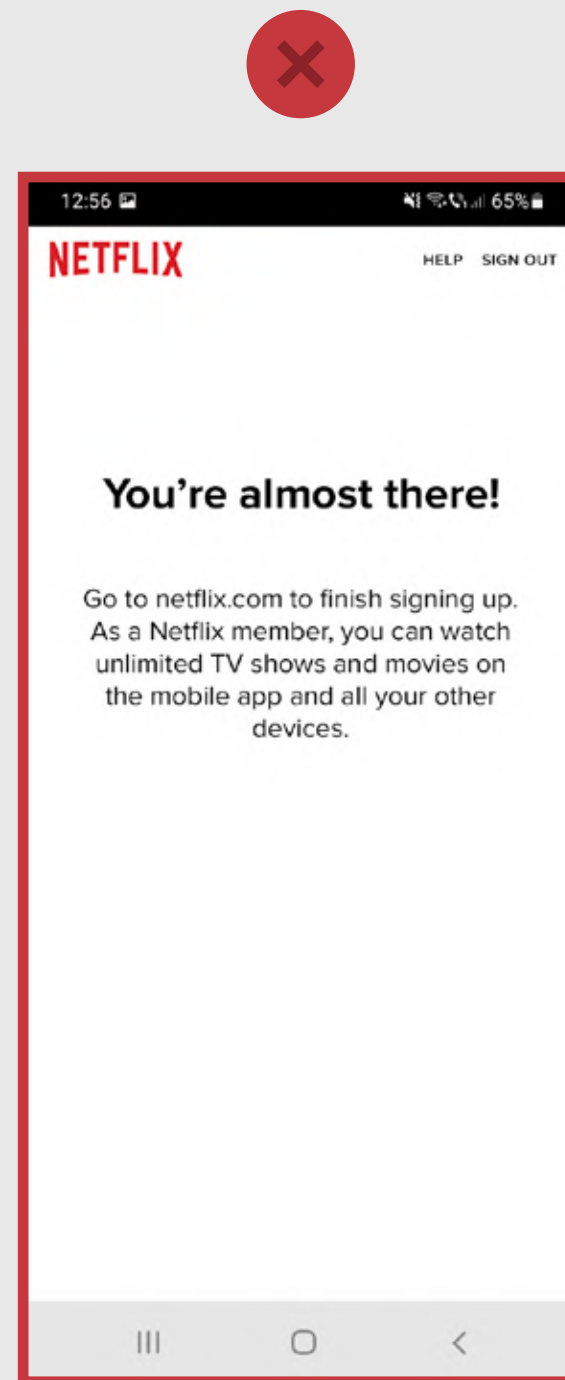
Netflix forces users to leave the application and complete the registration process on their website. A better practice would be to allow users to register directly within the app, providing a more seamless and convenient experience across platforms.
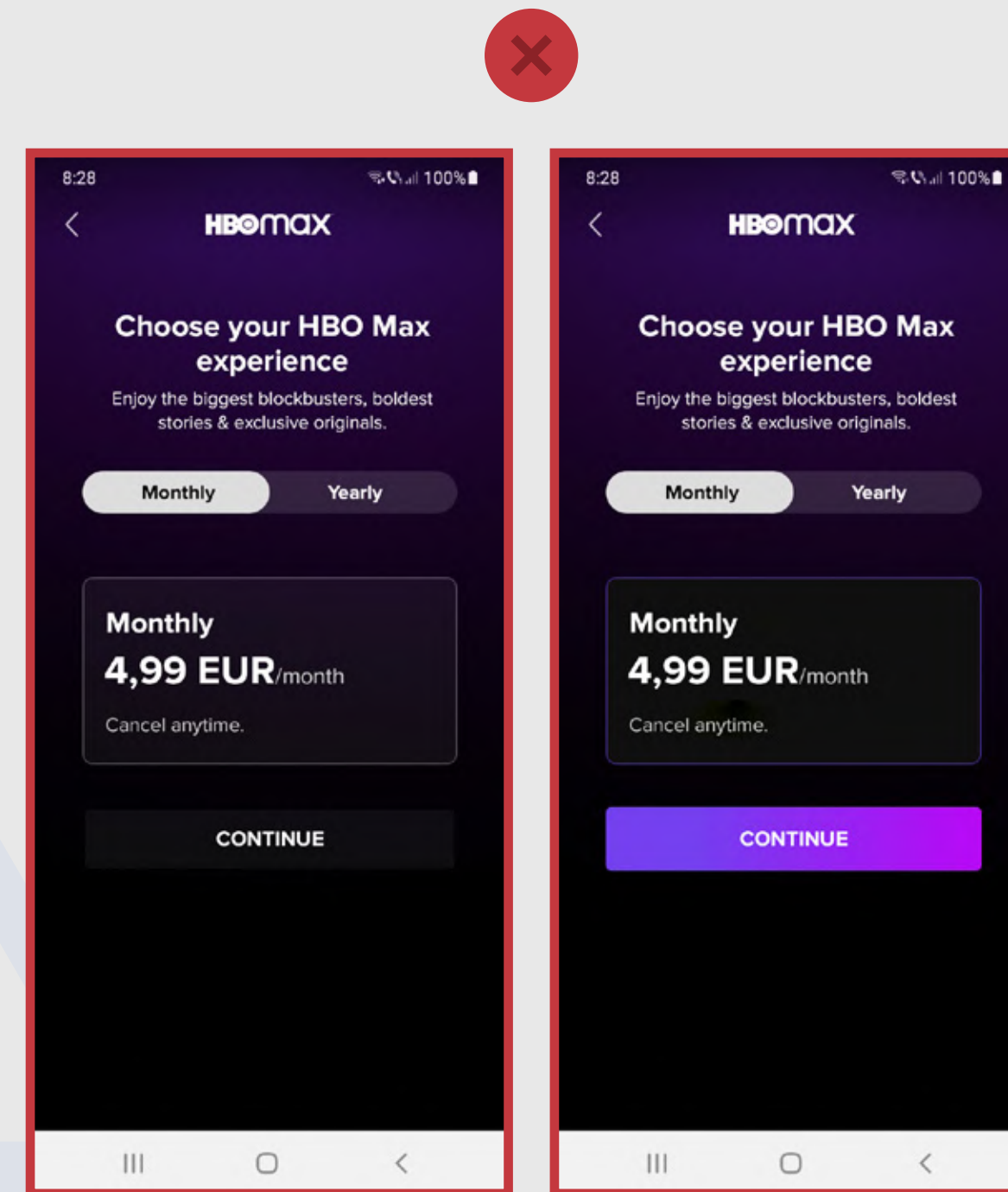
On the plan selection screen, **HBO Max** offers monthly and yearly tabs, but users cannot proceed until they select a pricing box, even though there is only one plan option per billing period. This creates an unnecessary step, which could be streamlined to reduce friction.

One of the key aspects of good usability is consistency across platforms. Users should be able to complete their desired actions using a single platform without being forced to switch between devices or interfaces.

USABILITY ISSUES FINDINGS
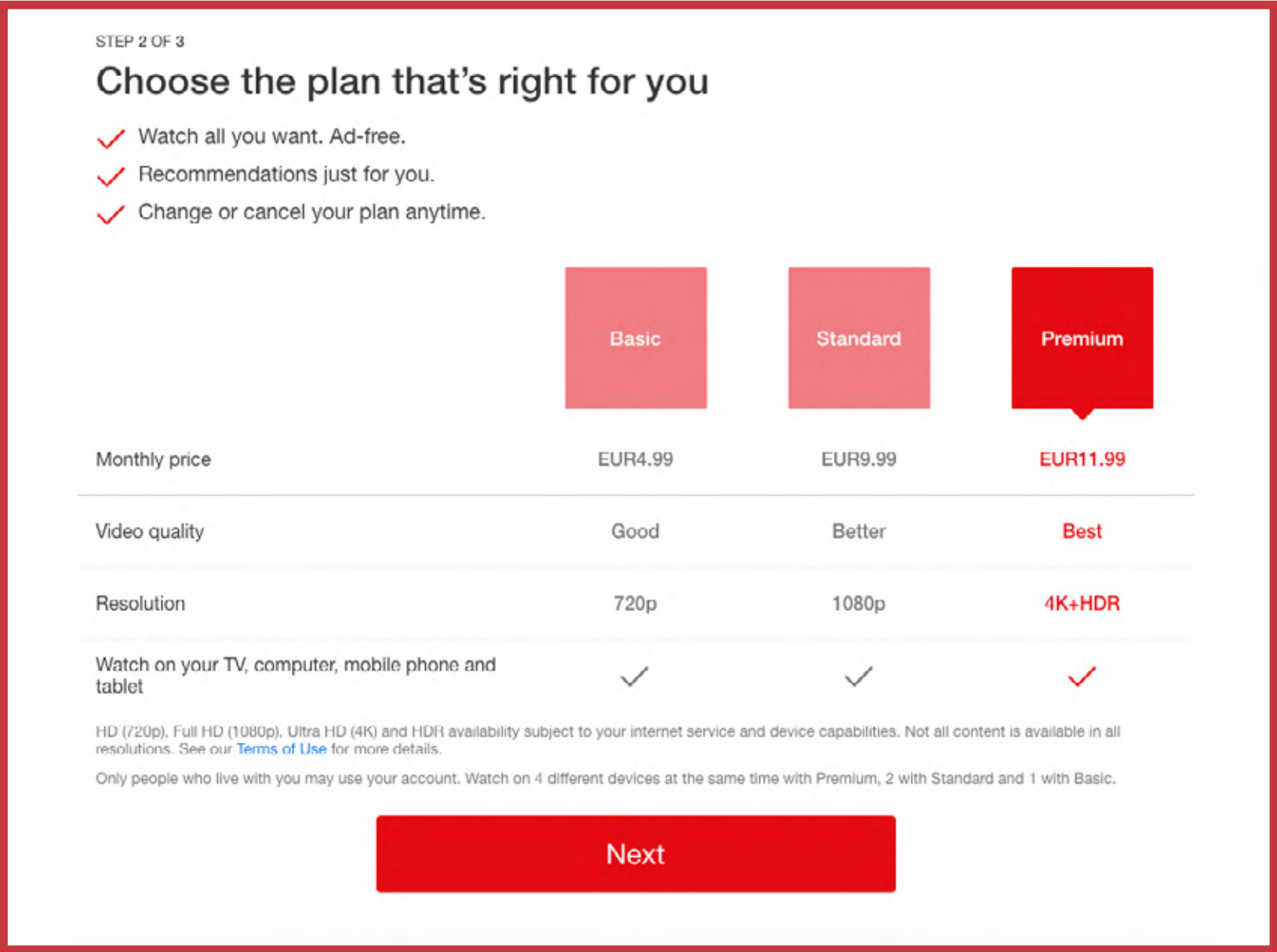
Netflix demonstrates a questionable practice by automatically selecting the most expensive (Premium) plan by default. If users aren't paying close attention, they may end up paying more than intended, which can feel misleading and lead to frustration.
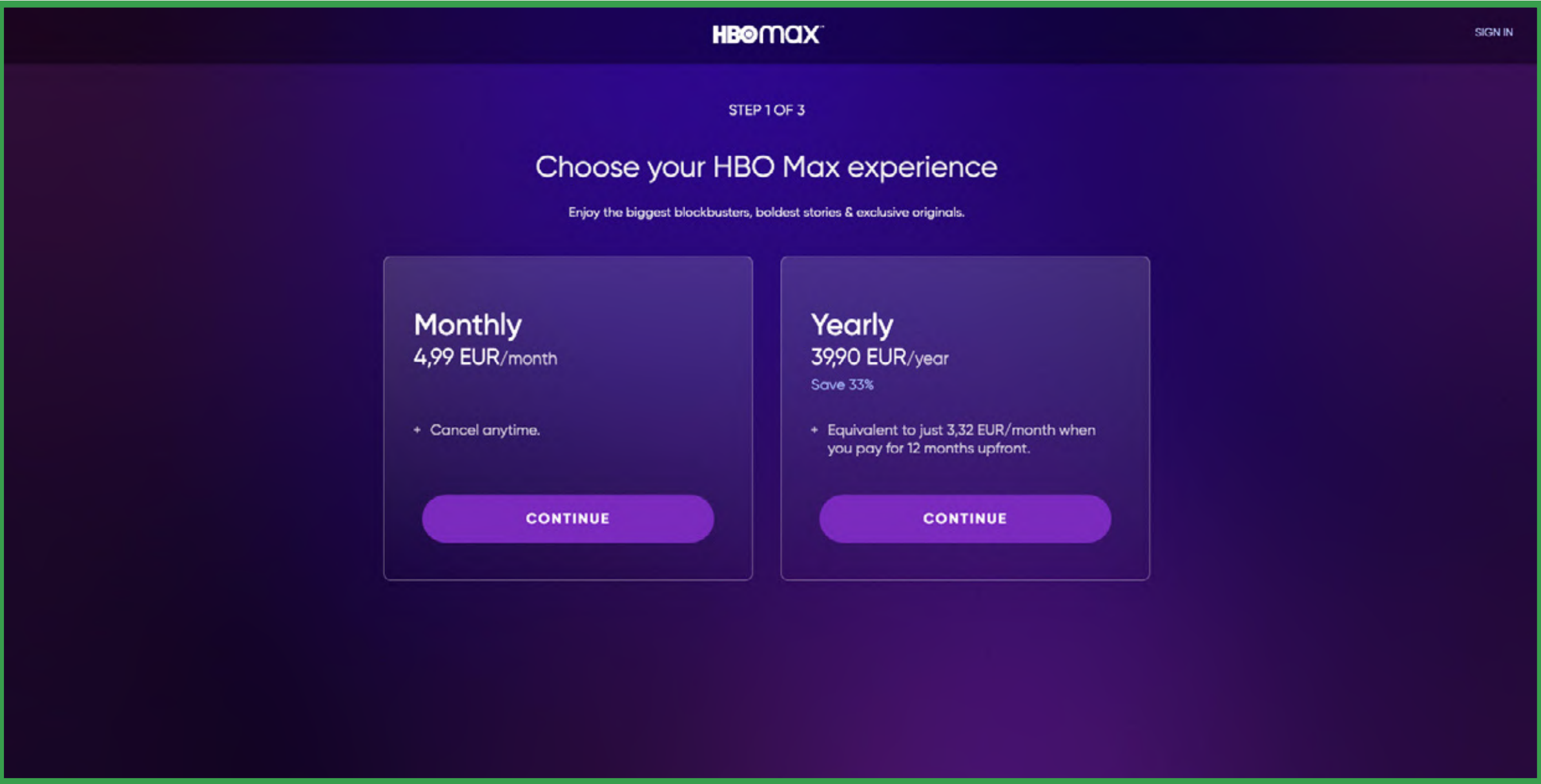
In contrast, **HBO Max** allows users to make their own decision by clearly presenting the plan options and highlighting potential benefits without pre-selecting one.

Decisions should be left solely to the users.

USABILITY ISSUES FINDINGS

However, **Netflix**'s registration process consists of 3 steps, but the user registration actually happens in the first step. The user does not receive any notification about this. If a user leaves the process on step 2 or 3 and later tries to start over, they will encounter an error stating that "this email address is already registered," which can be confusing since they never completed the process initially.

Notifications enable real-time communication between the application and the user. They inform users about completed actions and provide important information related to ongoing processes.

REGISTRATION FLOW OVERVIEW

While inspecting the registration flow, we identified the following key points and pain points:

Key points

- ✅ Consistent visual language
- ✅ Use of modals for forms to streamline interactions
- ✅ Requesting only necessary data
- ✅ Grouped input fields
- ✅ Progress indicators
- ✅ Corresponding keyboards for different input fields
- ✅ Highlighting error and success states
- ✅ Inactive submit button until form completion
- ✅ Option to view password
- ✅ Displaying price on the payment screen

Pain points

- ❌ Inconsistent visual language
- ❌ Differences between desktop and mobile versions
- ❌ Asking for unnecessary data
- ❌ Unnecessary extra clicks
- ❌ Using default keyboard for all input fields
- ❌ Not highlighting errors or success on fields
- ❌ Not showing price on the payment screen
- ❌ Automatically selecting the most expensive plan by default
- ❌ No option to navigate back between registration steps

STREAMING CONTENT ANALYSIS

STREAMING CONTENT

Users will spend most of their time streaming content on these platforms, so the interface is the core of the entire service. From navigation and searching to watching content, the user experience should be seamless across all platforms. When done well, it may go unnoticed, but poor performance will be immediately apparent.

In this section, we inspected the following seven points:

Home Screen

Preview Page

Video Player

User Actions
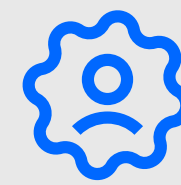
Personalization

Usability Issues

Uniqueness

*note: The key points mentioned represent only a fraction of the full analysis.

HOME SCREEN

The Home Screen is the page users encounter each time they visit the streaming service website or launch the application. Therefore, this screen and its content play a crucial role in the overall user experience.

Our inspection of the Home Screen was guided by the following questions:

Is the homepage intuitive?

Is there clear navigation?

What are the main content elements of the homepage?
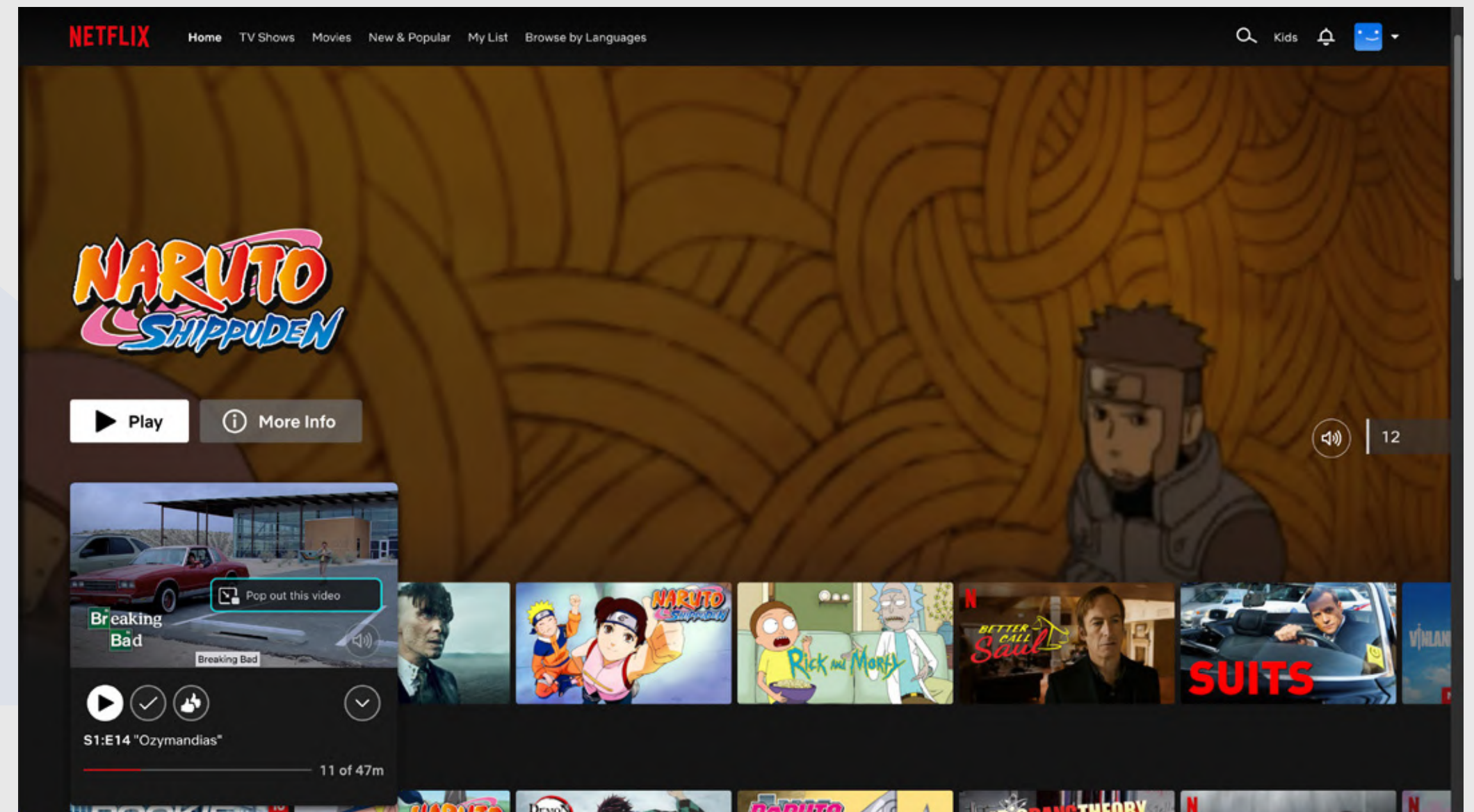
HOME SCREEN FINDINGS
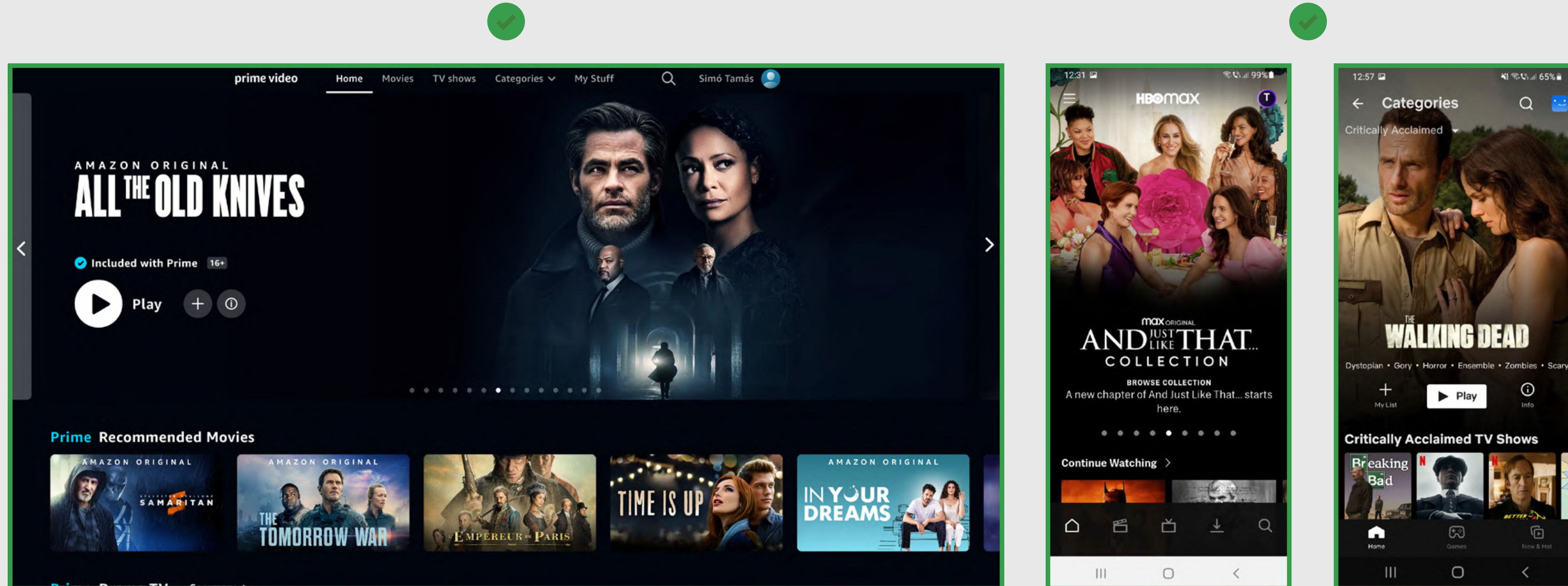
Because of their homogeneous nature, most streaming platforms have similar navigation structures. On desktop versions, the navigation is typically placed in the familiar, common location at the top of the webpage. In applications, the usual practice is to use a fixed bottom navigation bar, with a top navigation reserved mainly for user settings or advanced search.

Navigation is a fundamental and critical aspect of the Home Screen, as it directly influences how users interact with the platform.

HOME SCREEN FINDINGS
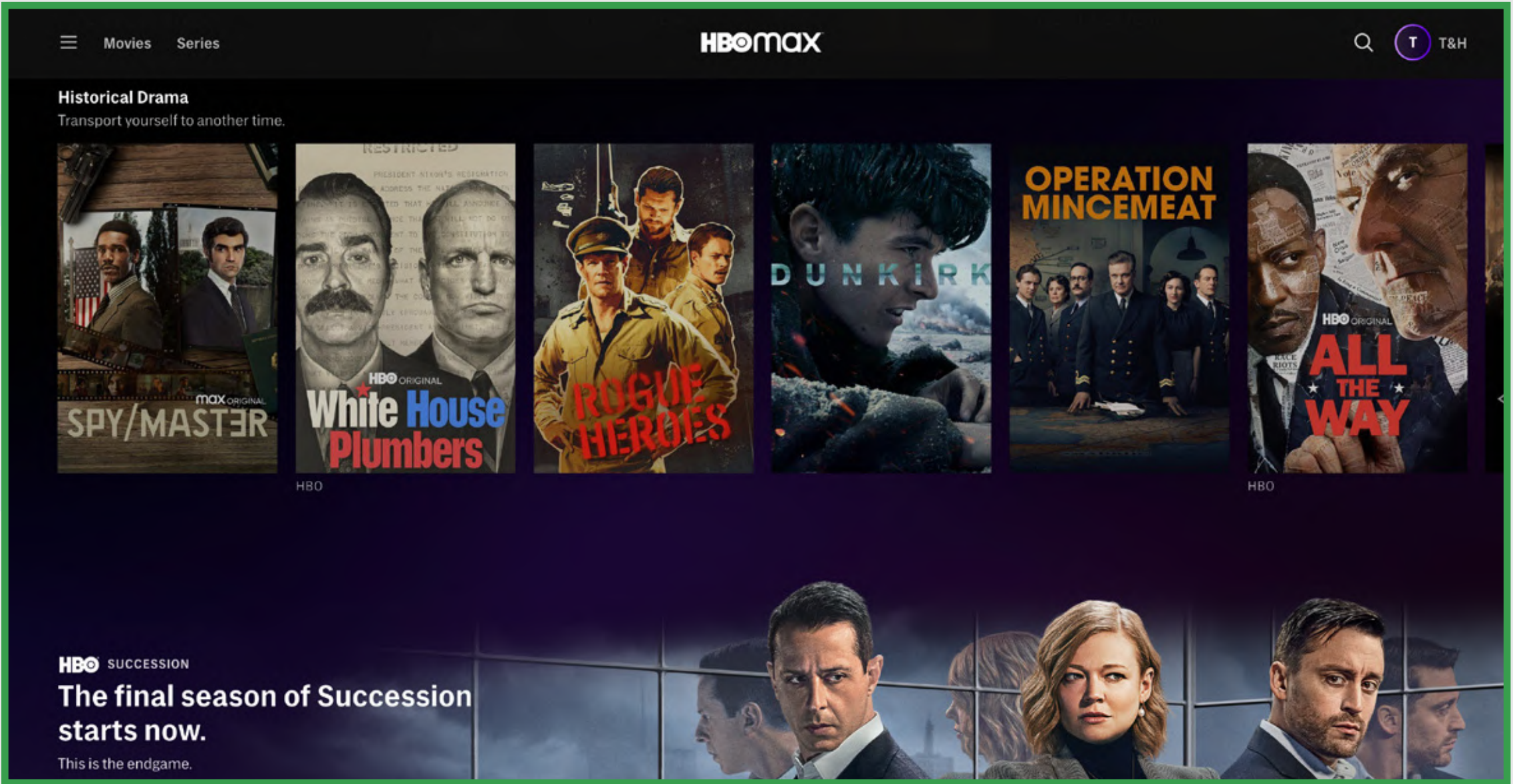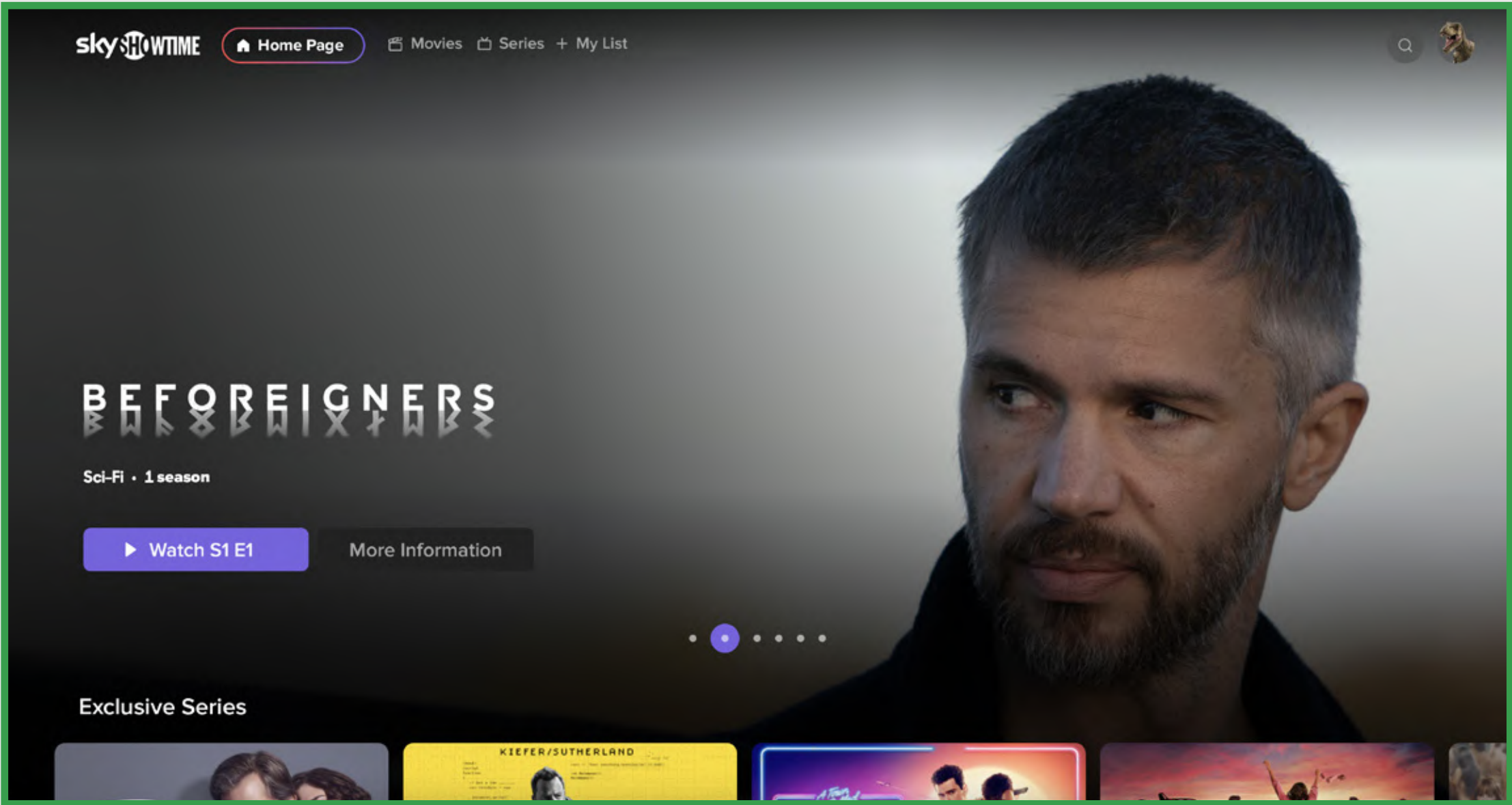
Content-wise, most home screens are similar. They usually feature a hero section showcasing the newest series, followed by multiple movies and series grouped into categories as the user scrolls down.

Content is king.

PREVIEW PAGE

The purpose of preview pages is to provide detailed information to the user. A user might want to know the plot of a show before starting to watch it, or perhaps they'd like to view the trailer. Some of the questions we considered when inspecting these pages include:

What information can a user get about a movie or series?

What unique features does this page offer?
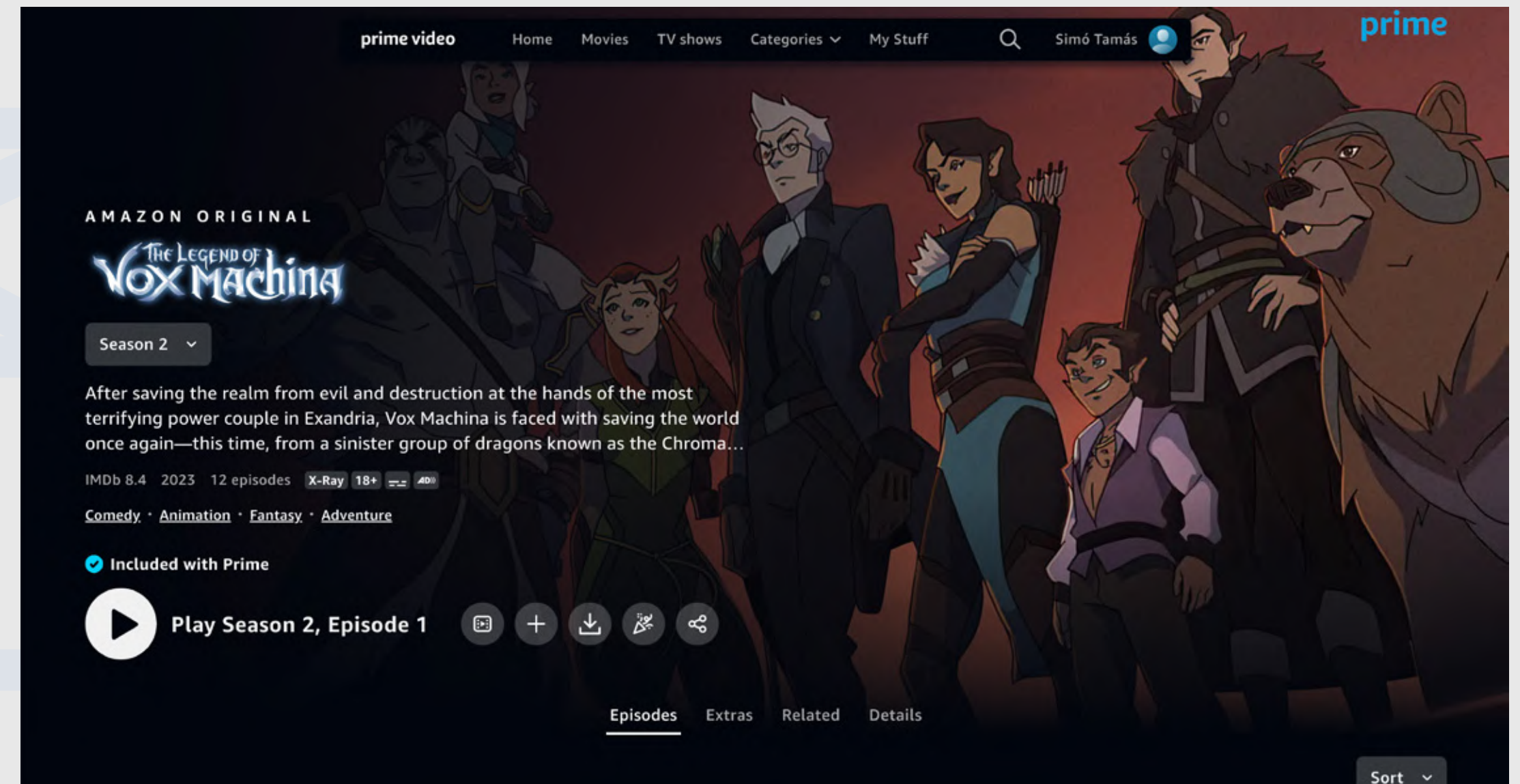
PREVIEW PAGE FINDINGS
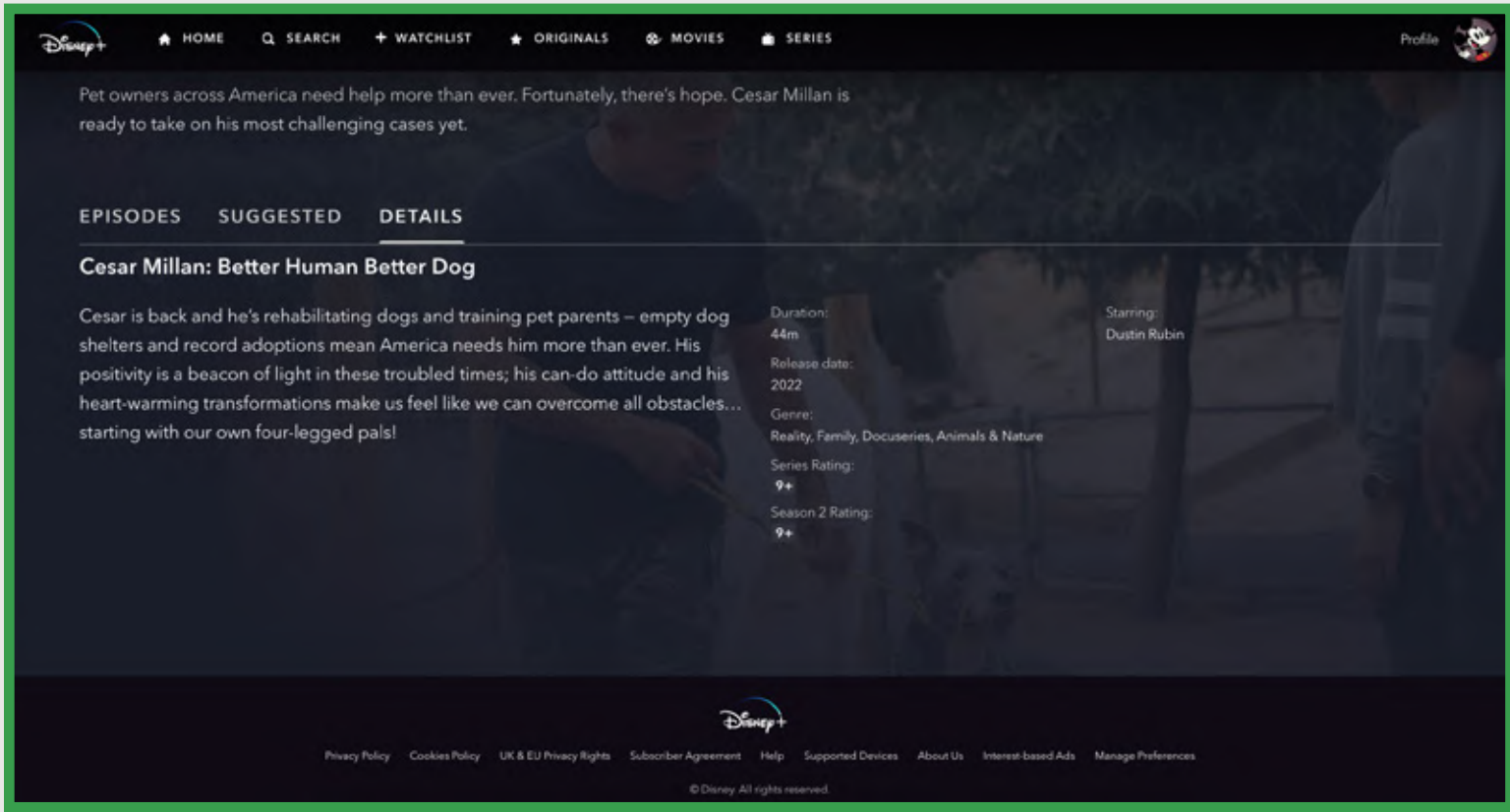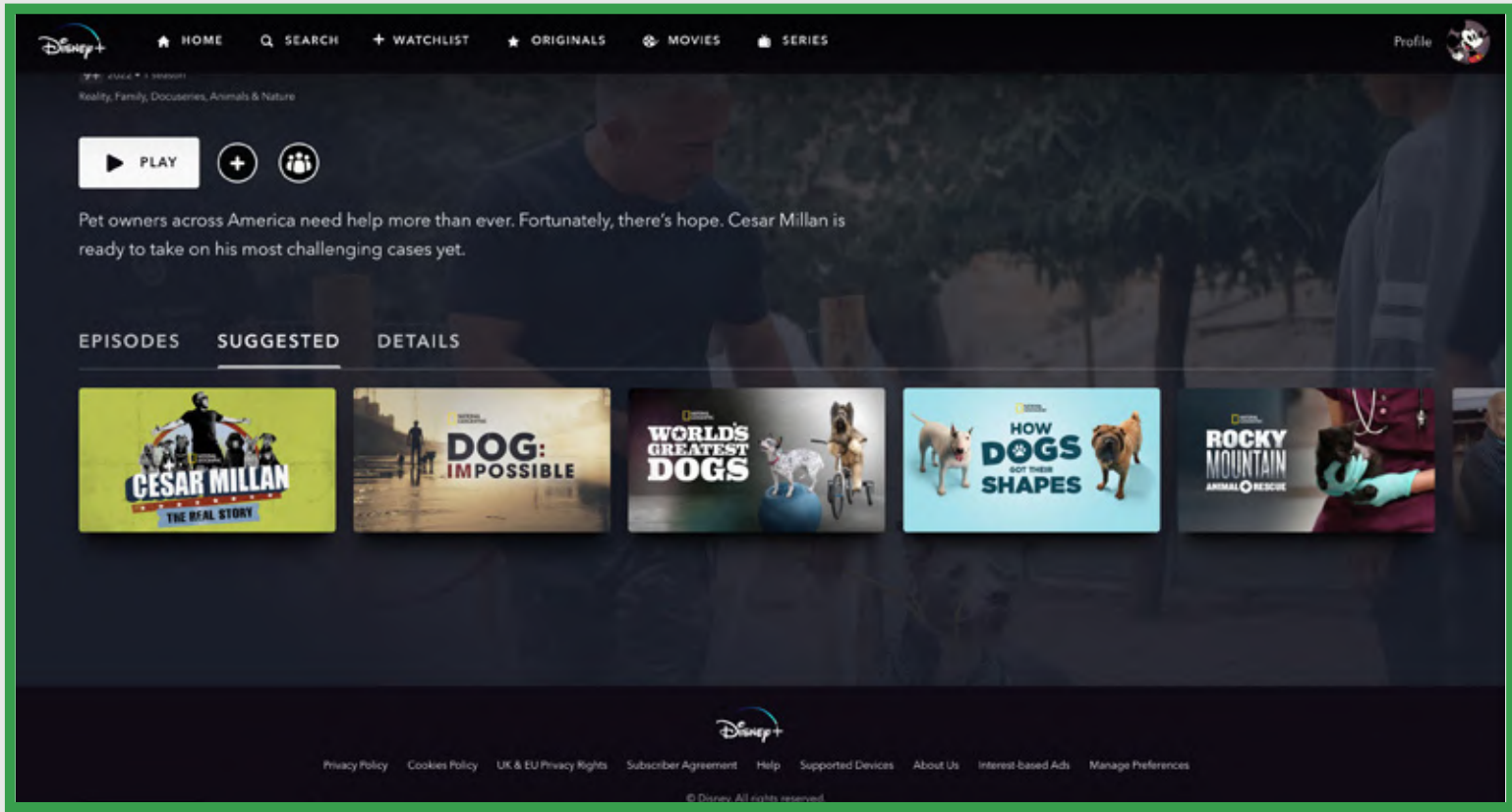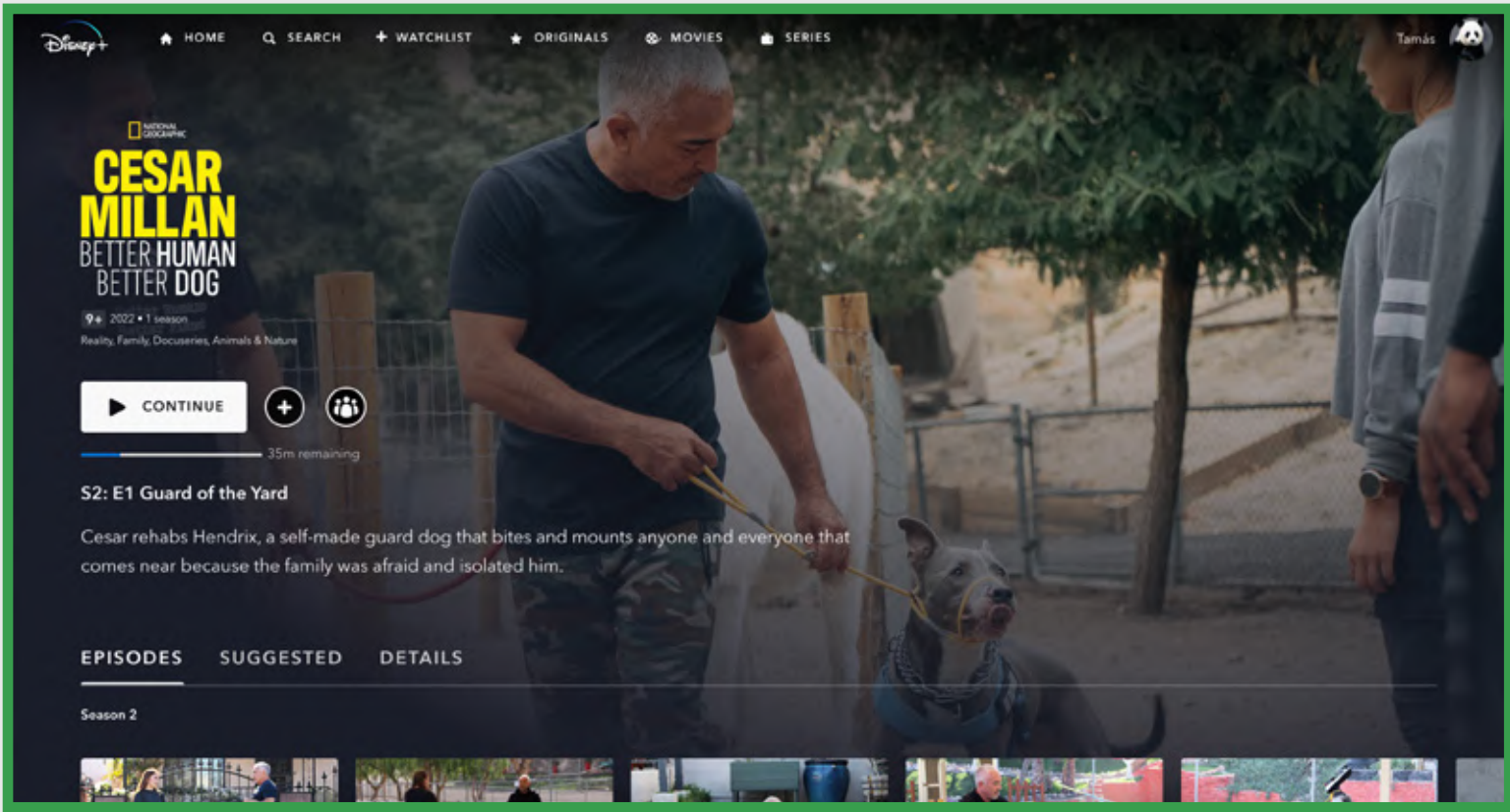
Disney+ preview page provides an episode list, detailed information about the show, and suggests similar titles the user might be interested in. Additionally, it allows users to add the show to their watchlist, enables group watching with other Disney+ members, and even displays how many minutes are left in the episode the user is currently watching.

A good preview page offers all the useful information a user needs about a movie or TV show.

PREVIEW PAGE FINDINGS
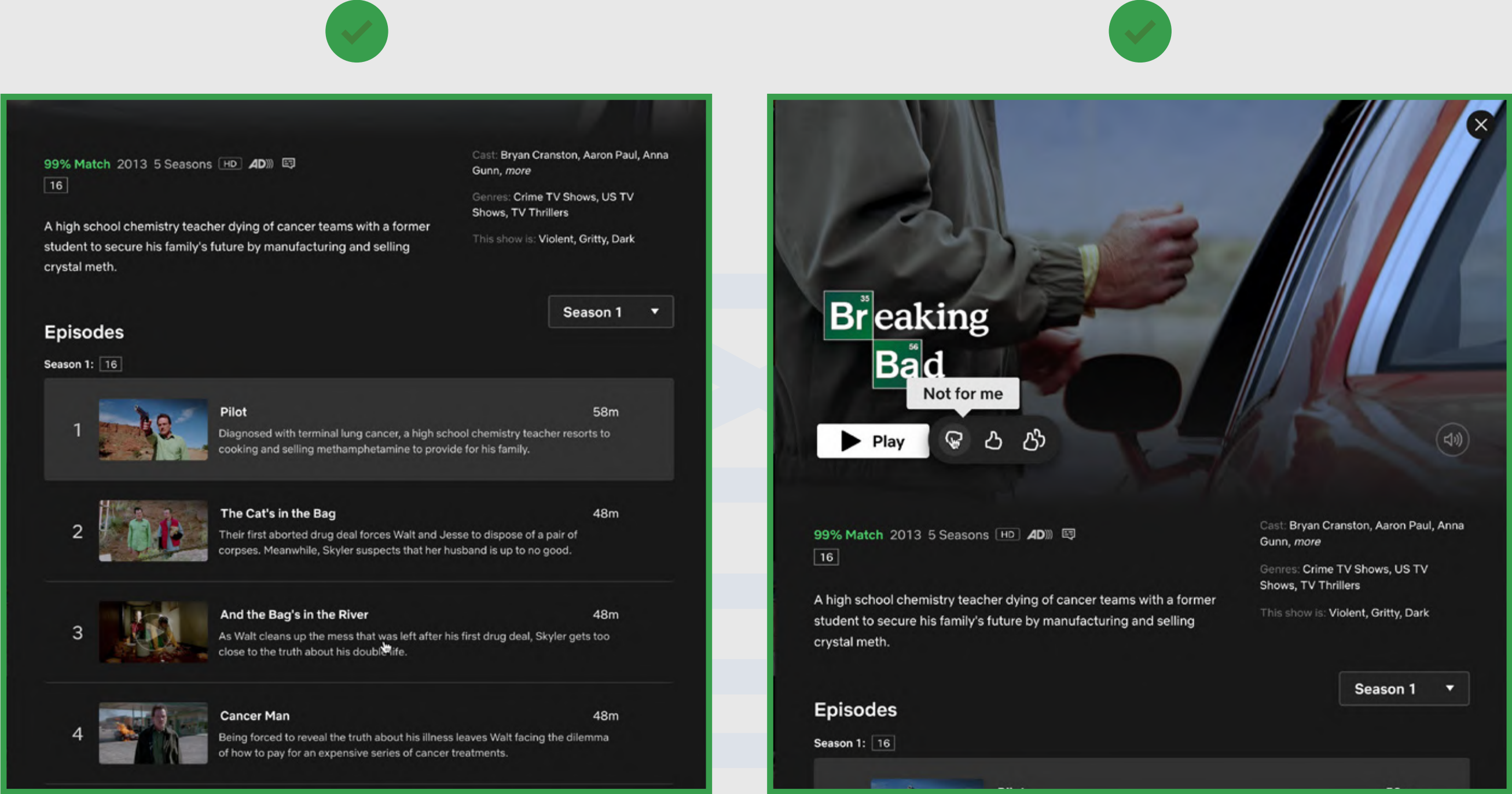
Netflix clearly has an edge in this regard. It not only provides all the information that other streaming platforms offer, including episode lengths, but also features a like/dislike/double-like system that allows users to rate shows and receive a more personalized feed. The modal even displays the percentage of preference match.

Besides useful information, unique features like these can significantly enhance the user experience.

PREVIEW PAGE FINDINGS
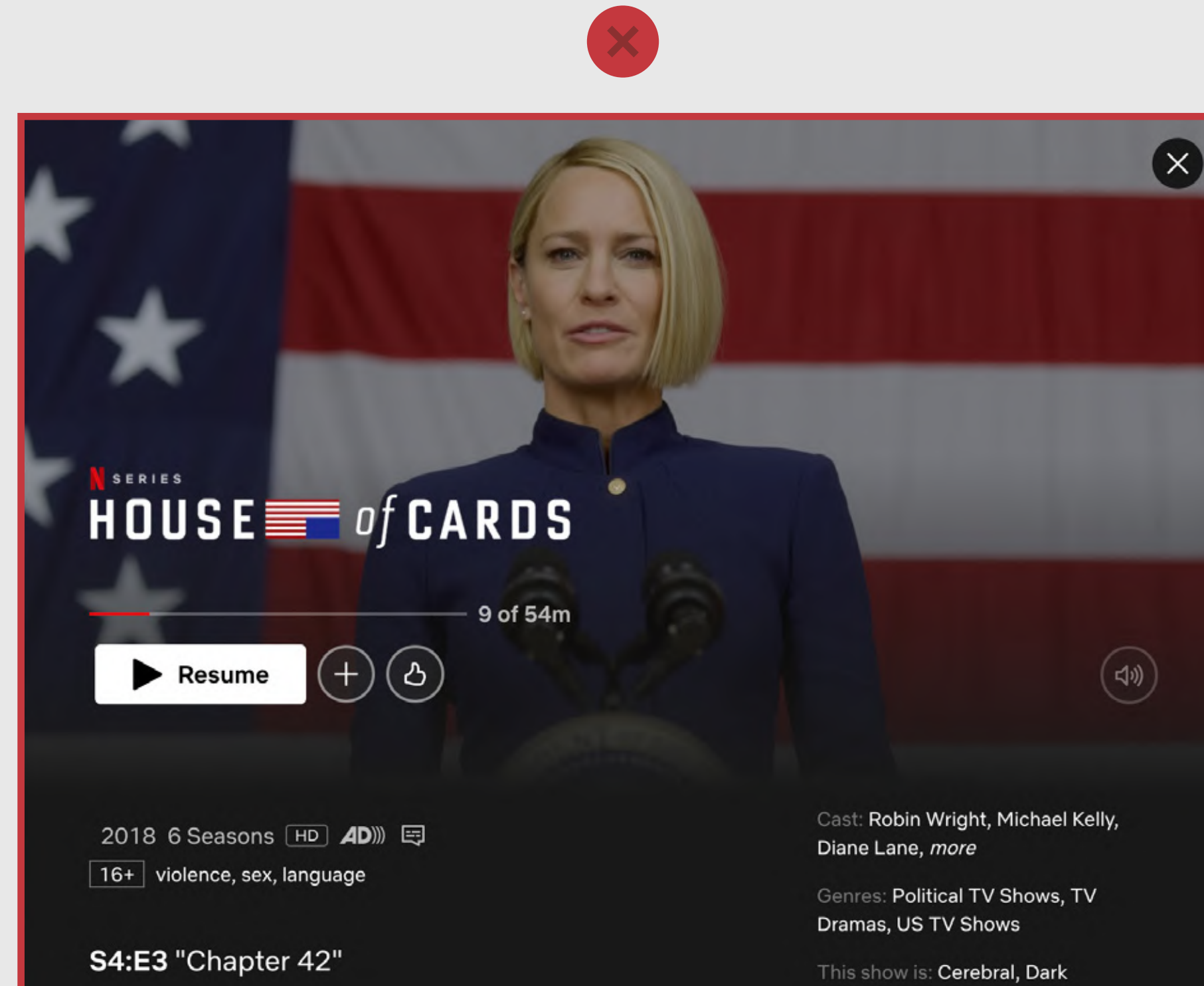
Providing too much information can also have downsides, as seen in the case of Netflix. In the example above, the user is on the third episode of the fourth season of House of Cards, but the preview playing in the background is from the sixth season. This could unintentionally spoil key plot points for the user.

Too much information. A potential downside.

VIDEO PLAYER

The video player allows users to view and interact with video content directly on the web page. While most players offer the same basic features, subtle differences can make one stand out among the rest.

In this research, we focused on the following questions:

Does the player include all the essential features?

Does it support a "next episode" autoplay feature?

Does it offer a "continue where you left off" option?
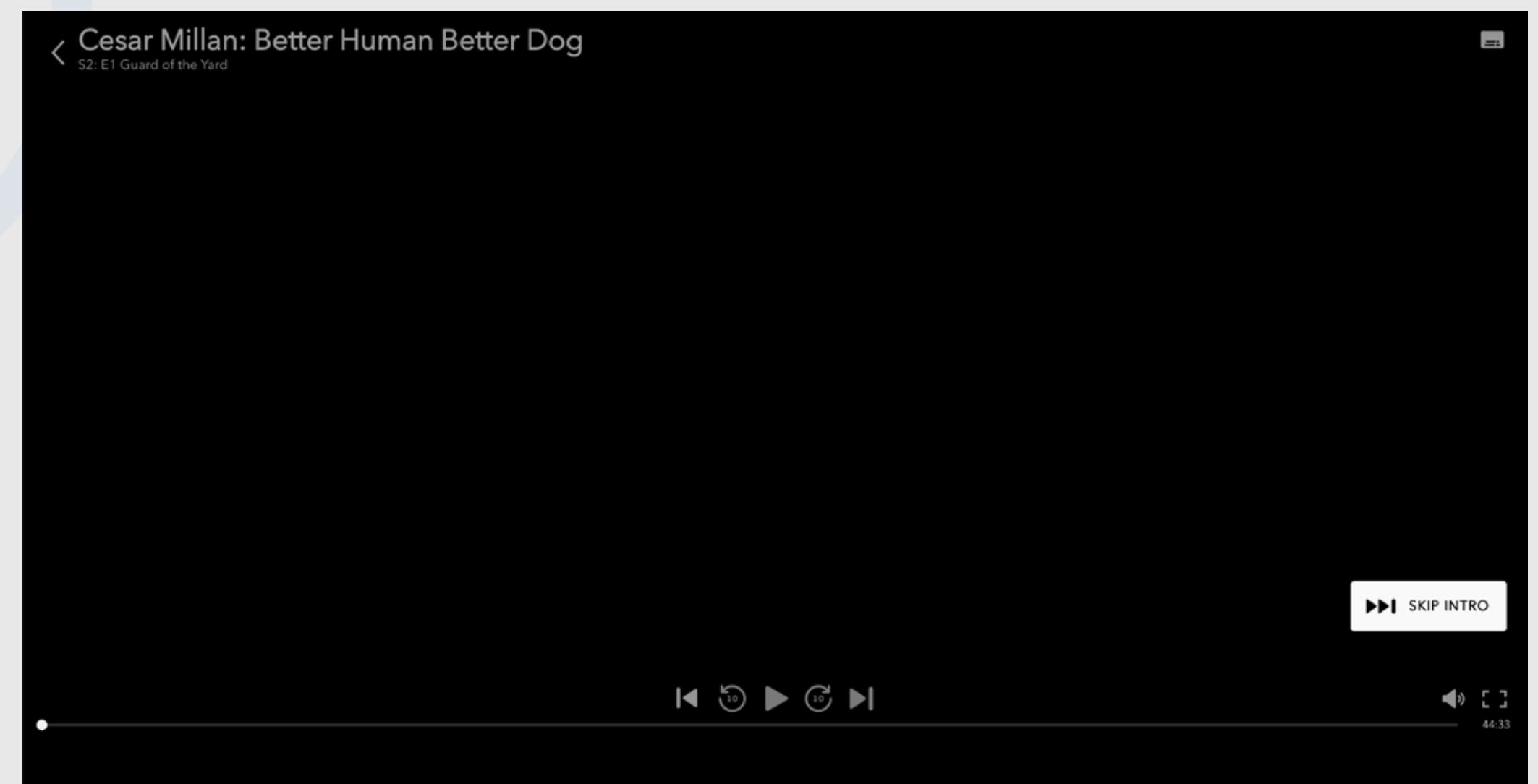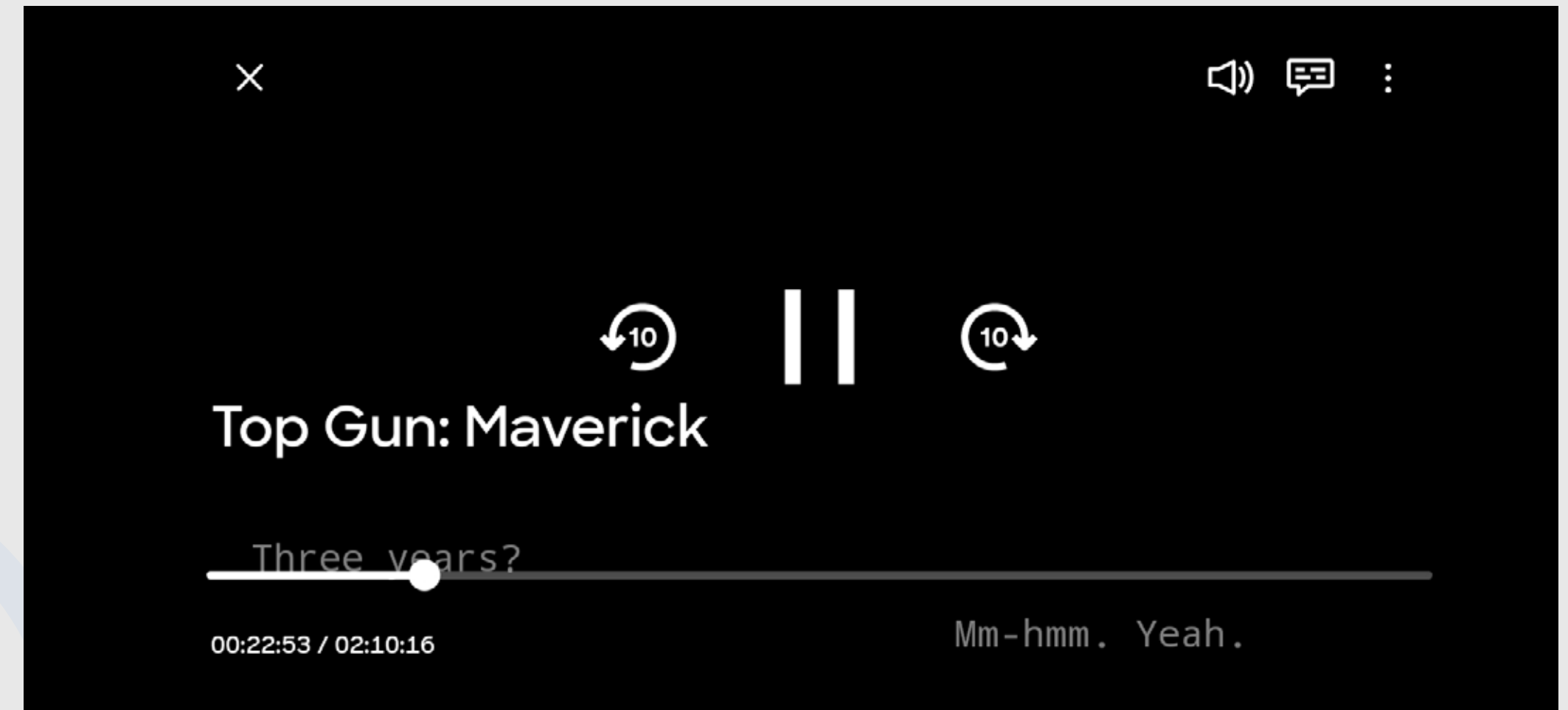
VIDEO PLAYER FINDINGS
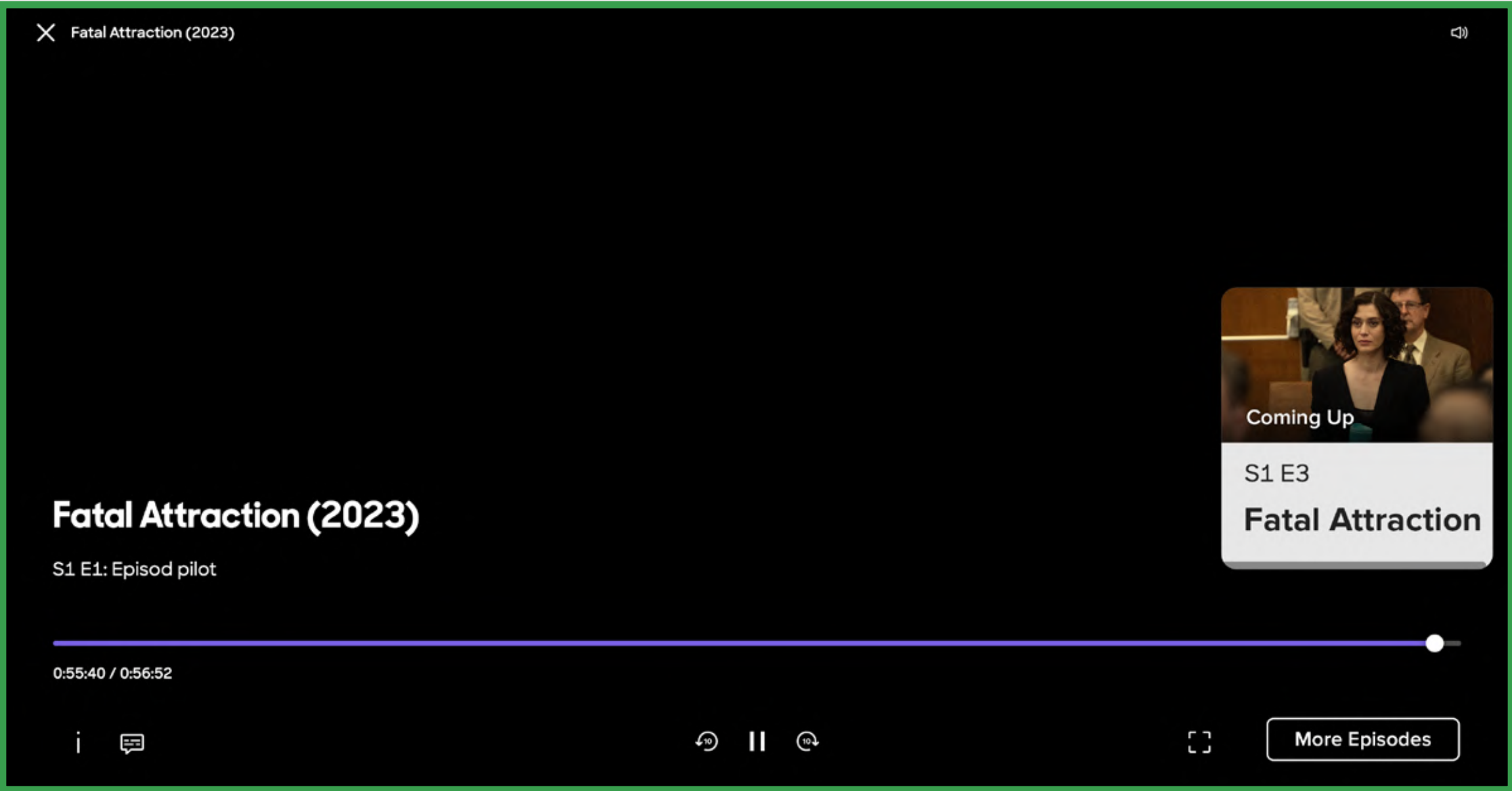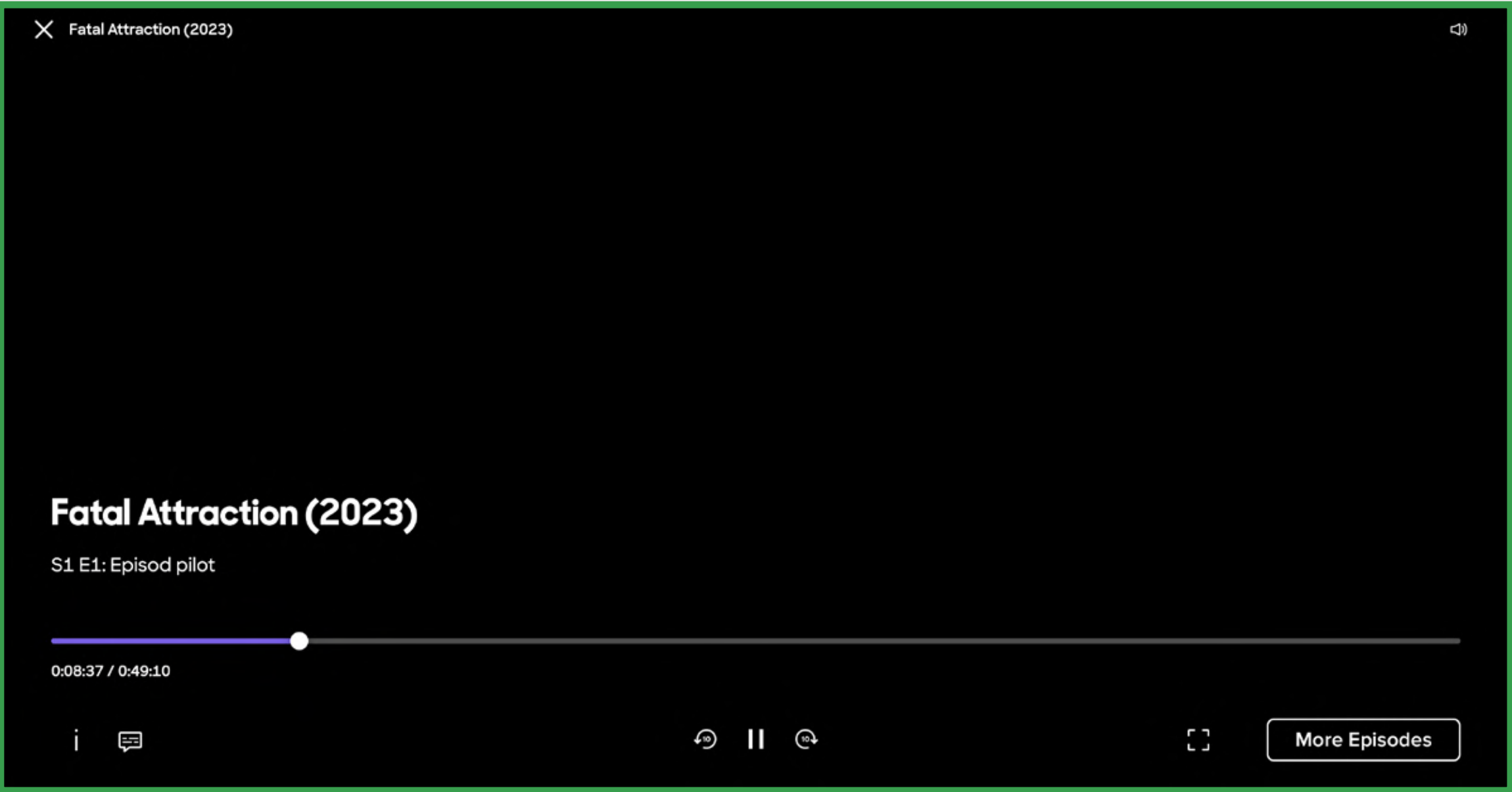
Being the newest among these services, **SkyShowtime** offers the most basic features on its video player. It includes a pause button, the ability to jump forward or backward by 10 seconds, subtitle options, and an info button that displays a brief plot summary. At the end of an episode, a "next episode" box pops up to encourage seamless viewing.

Web video players can offer a variety of additional features to enhance user experience and provide greater functionality.

VIDEO PLAYER FINDINGS
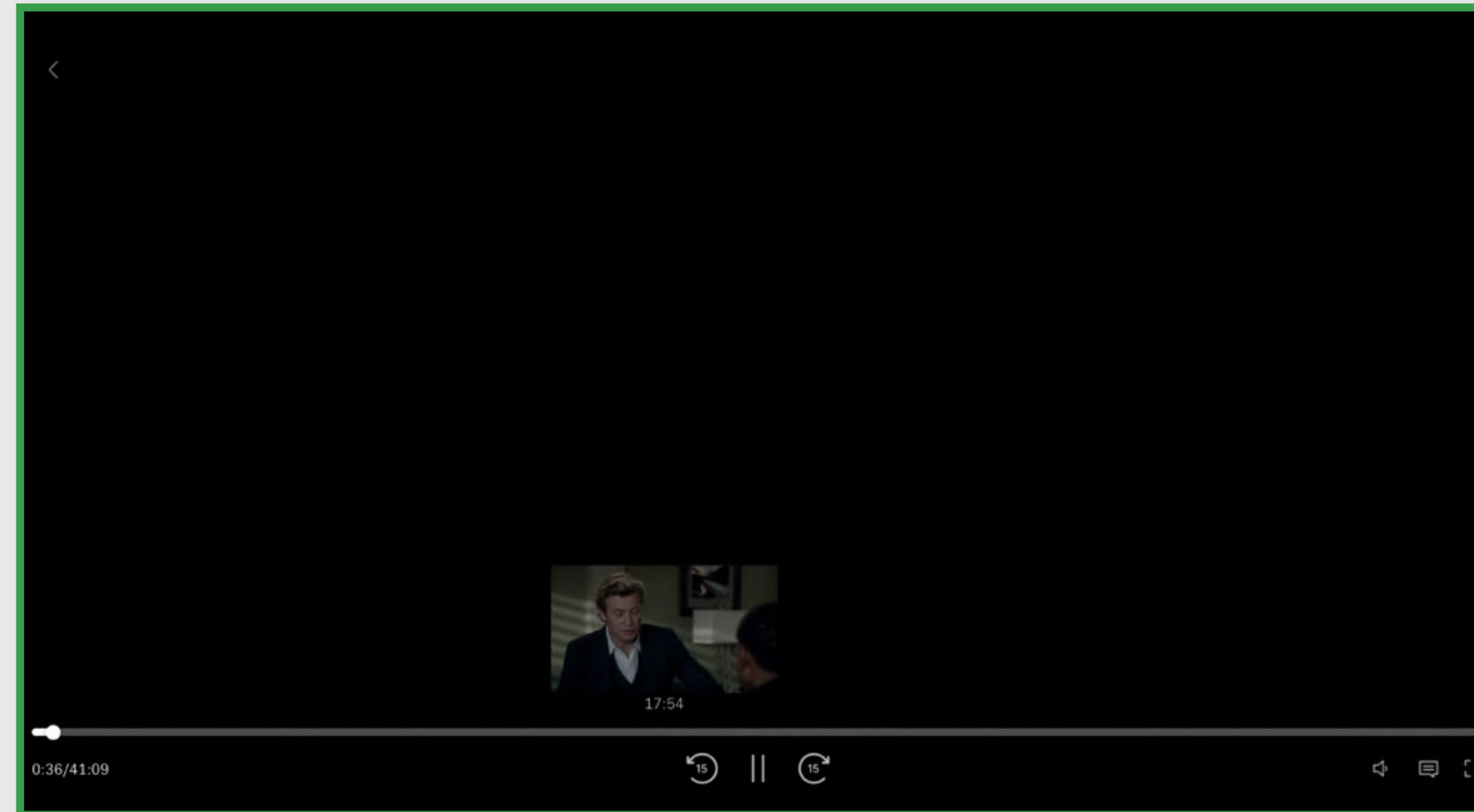
HBO Max displays a preview frame on the timeline when the user hovers over it, making it easier to jump to a specific part of the video.

Disney+ player includes buttons to jump to the previous and next episodes, simplifying navigation between episodes.

Web video players can incorporate a variety of features to enhance user experience and provide additional functionality.

VIDEO PLAYER FINDINGS

Left image: Video player showing "AIR" with X-Ray menu and Video Quality settings (Good - Uses about 0.38 GB per hour, Better - Uses about 1.40 GB per hour, Best - Uses about 6.84 GB per hour). Timestamp 0:13:42 / 1:40:28, HD 1080p.

Right image: X-Ray IMDb panel with tabs In Scene, Bonus Content, Cast, Music, Trivia. Scene 11 Starts at 00:13:40. Tiles: Bonus Content Videos & Photos, Atomic Dog George Clinton, Matt Damon Sonny Vaccaro.

Amazon Prime Video offers an X-Ray feature linked to IMDb, providing bonus content such as cast details, music, and trivia about the show the user is currently watching.

Having unique features like this can help a platform stand out from competitors, giving the brand a potential edge in the market.

VIDEO PLAYER FINDINGS
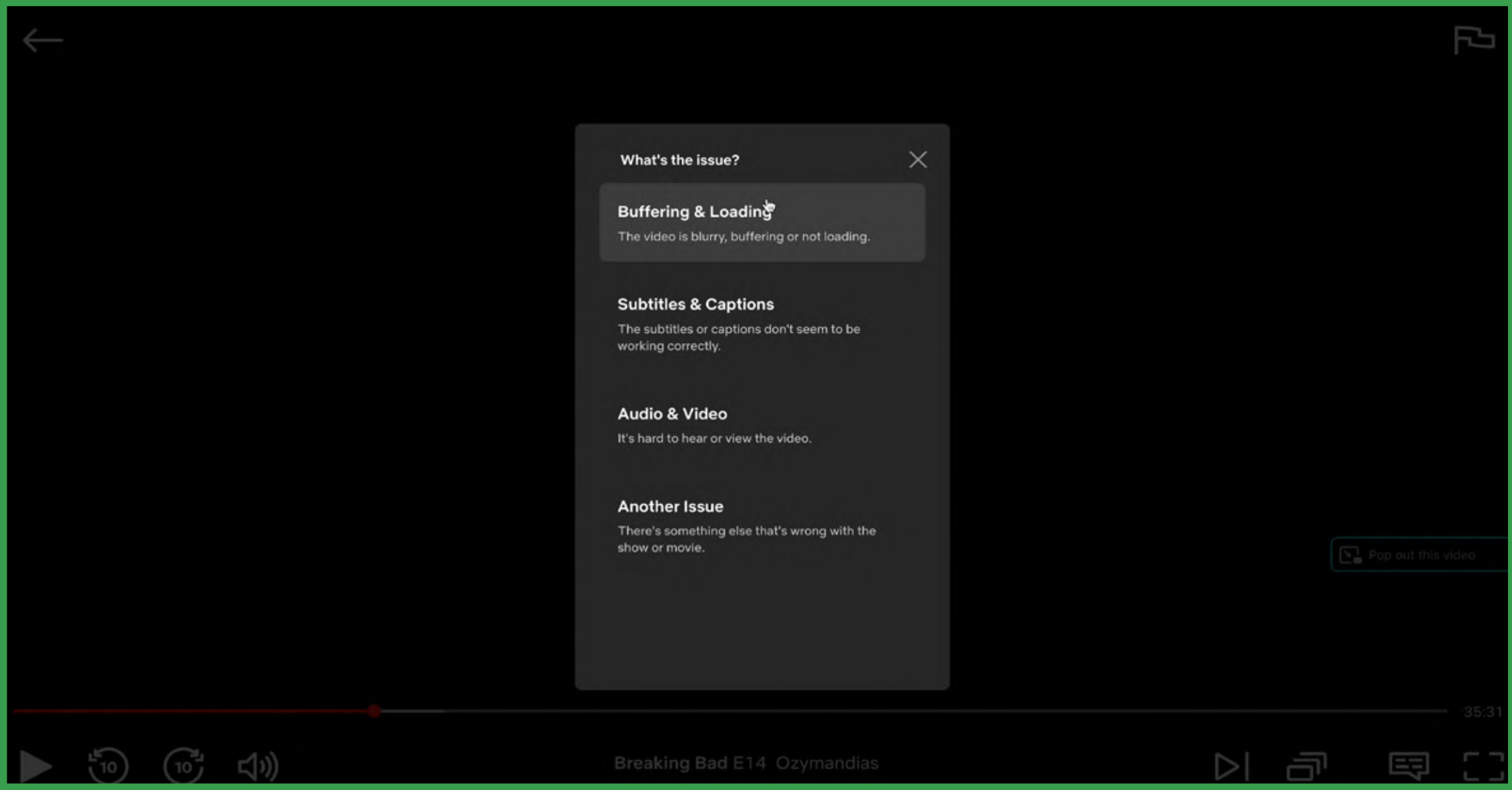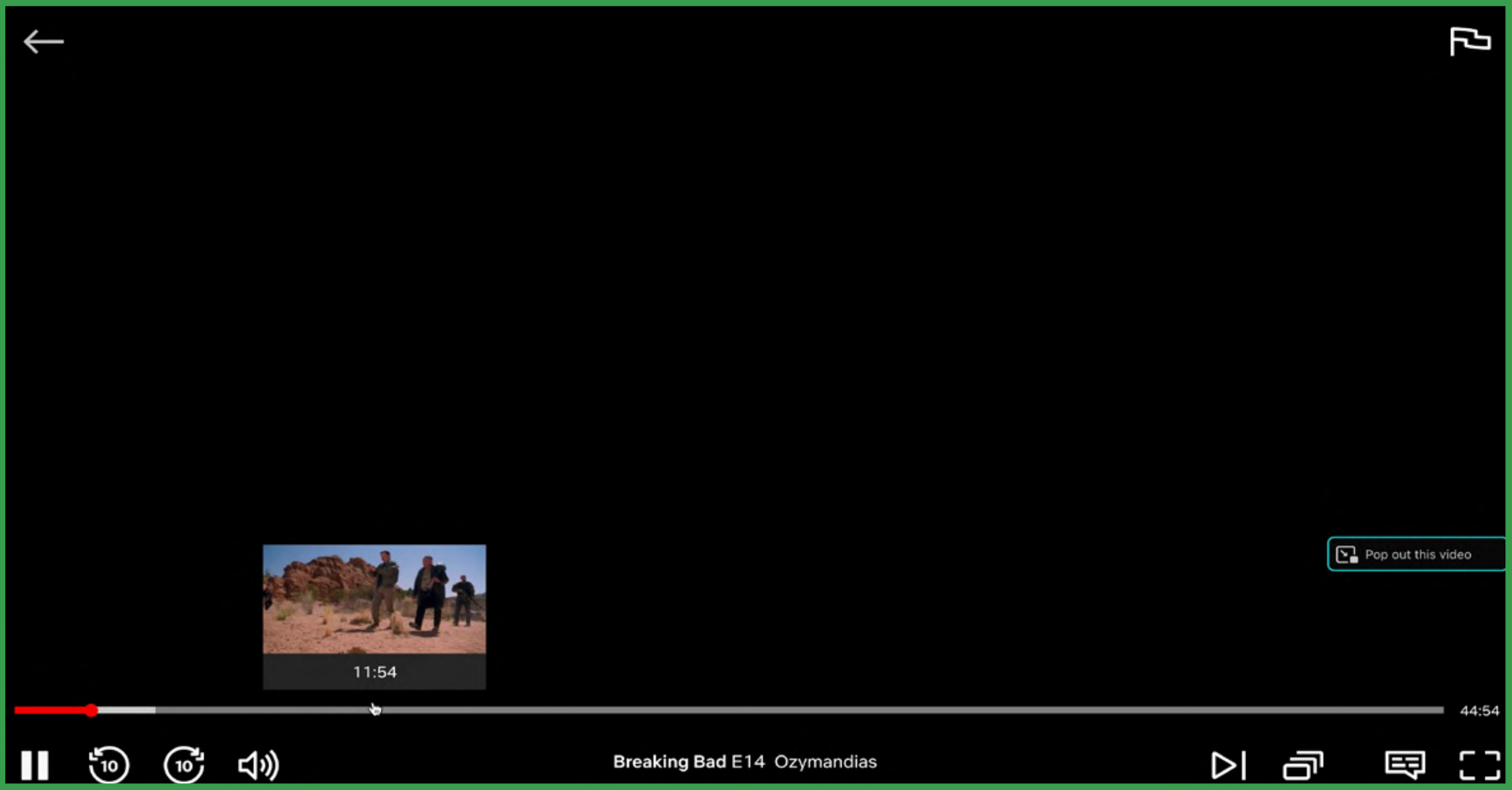
User feedback is crucial for **Netflix**, which includes a flag icon in the upper right corner of its player where users can report potential issues. This feature allows the platform to quickly identify and address problems.

One of the best ways to improve user experience is by gathering feedback directly from users. User feedback plays a vital role in enhancing and refining the overall experience.

USER ACTIONS

User Actions refer to the various interactions and activities users perform on the platform.

Since we have already examined the media players of these platforms, this section will focus on the following key actions:

Searching for content

Switching profiles

Updating or canceling plans

Deleting accounts
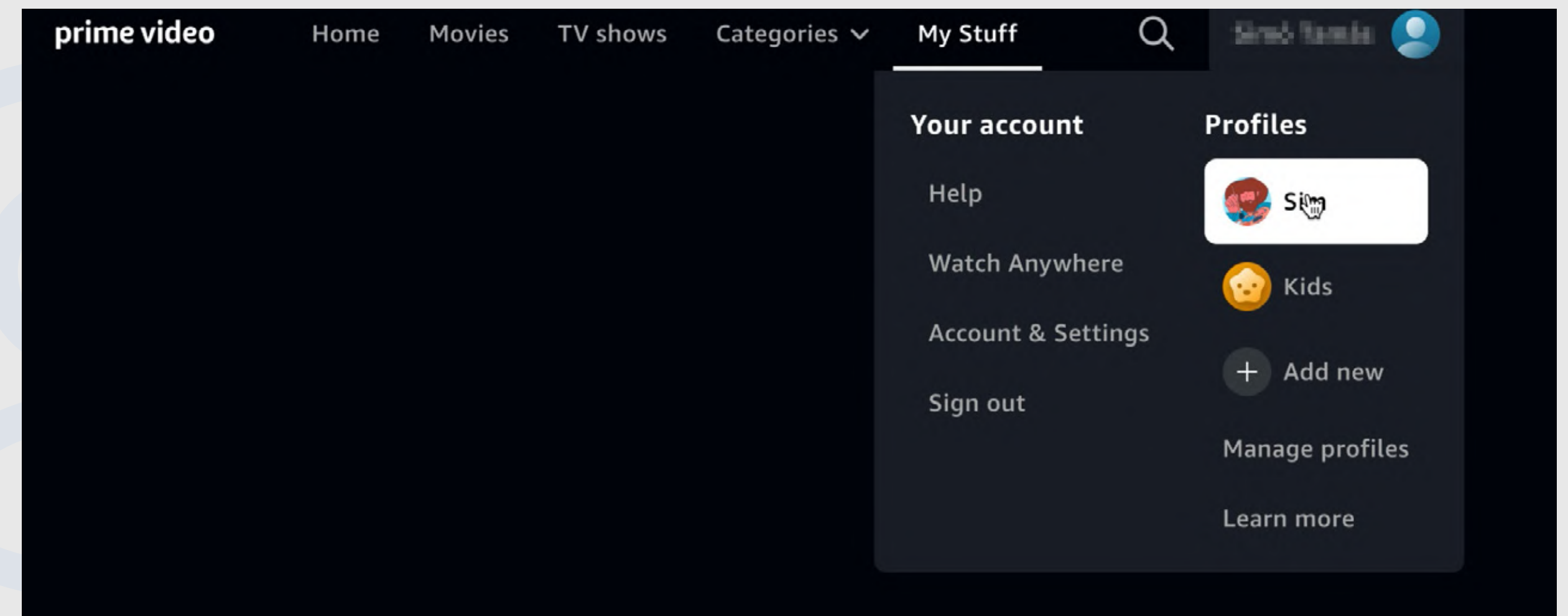
USER ACTIONS FINDINGS
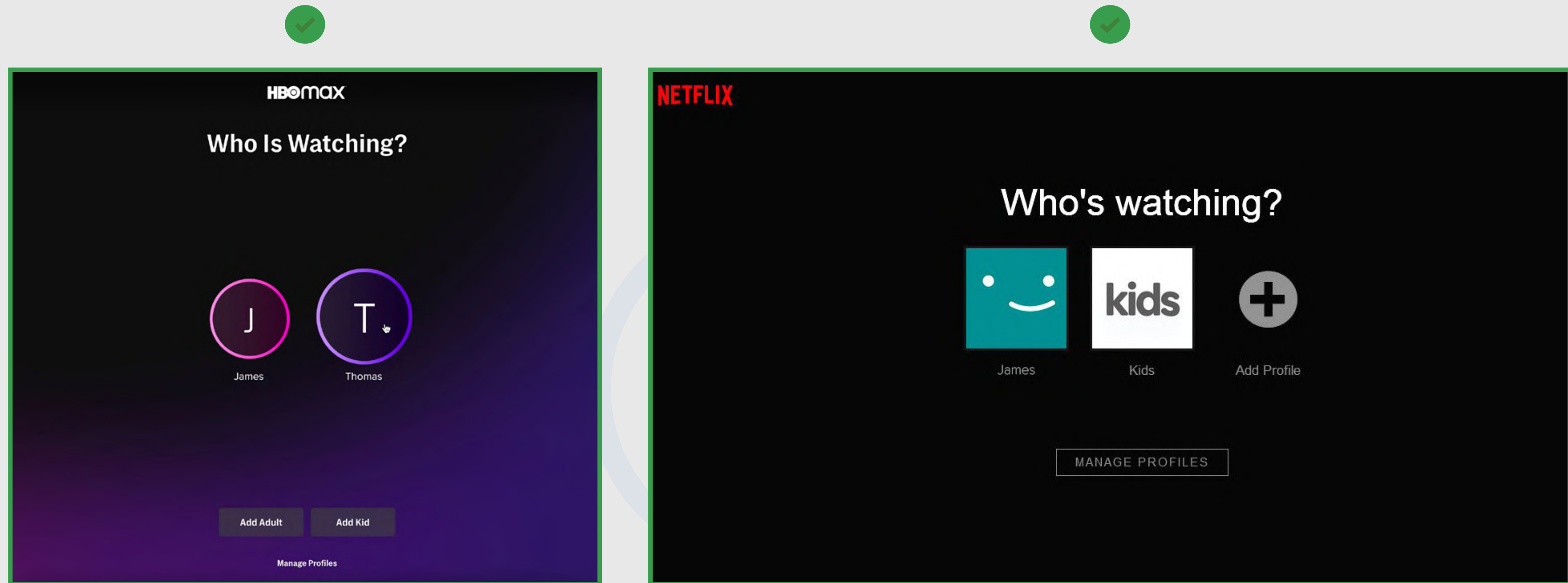
Switching profiles is straightforward on most platforms, typically accessible via the profile icon located in the upper right corner. **Netflix** takes this a step further by prompting users to select their profile every time they open the app, ensuring they immediately receive a personalized feed without needing to switch manually.

Multiple profiles are an essential feature for streaming services. Age-restricted profiles for children provide parents peace of mind by ensuring that kids only access age-appropriate content.

USER ACTIONS FINDINGS
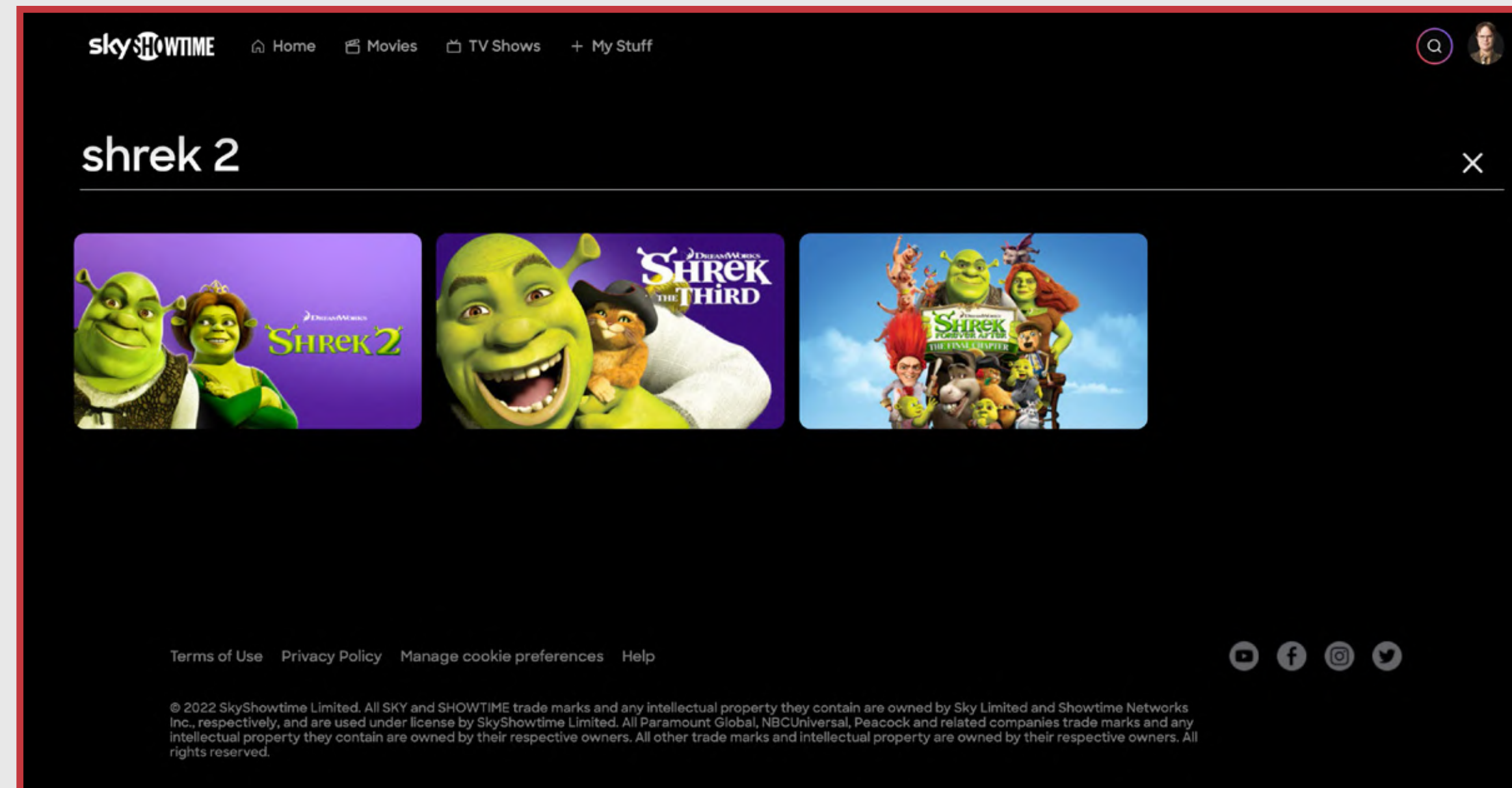
As the newest streaming platform, **SkyShowtime** has the most basic search engine. It doesn't provide any suggestions while typing. For example, when searching for "Shrek 2," the results don't include the original "Shrek," even though it's available on the platform.

Search functionality is essential. Users don't want to waste time browsing endlessly, they want to jump to their desired content within seconds. Therefore, having a robust and intuitive search engine is critical for a great user experience.

USER ACTIONS FINDINGS
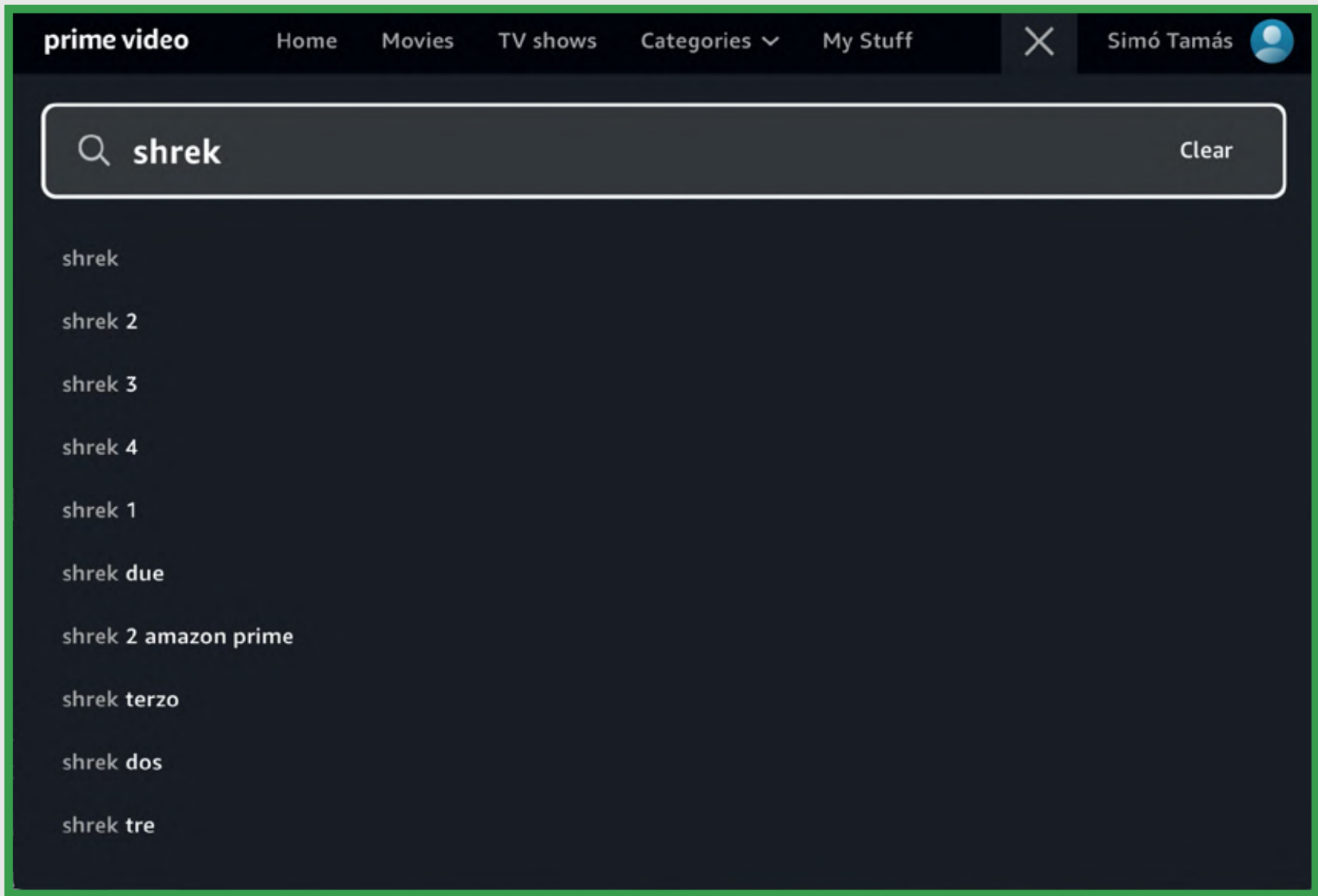
By suggesting keywords, **Amazon Prime Video** makes it easier for users to find the desired content quickly.
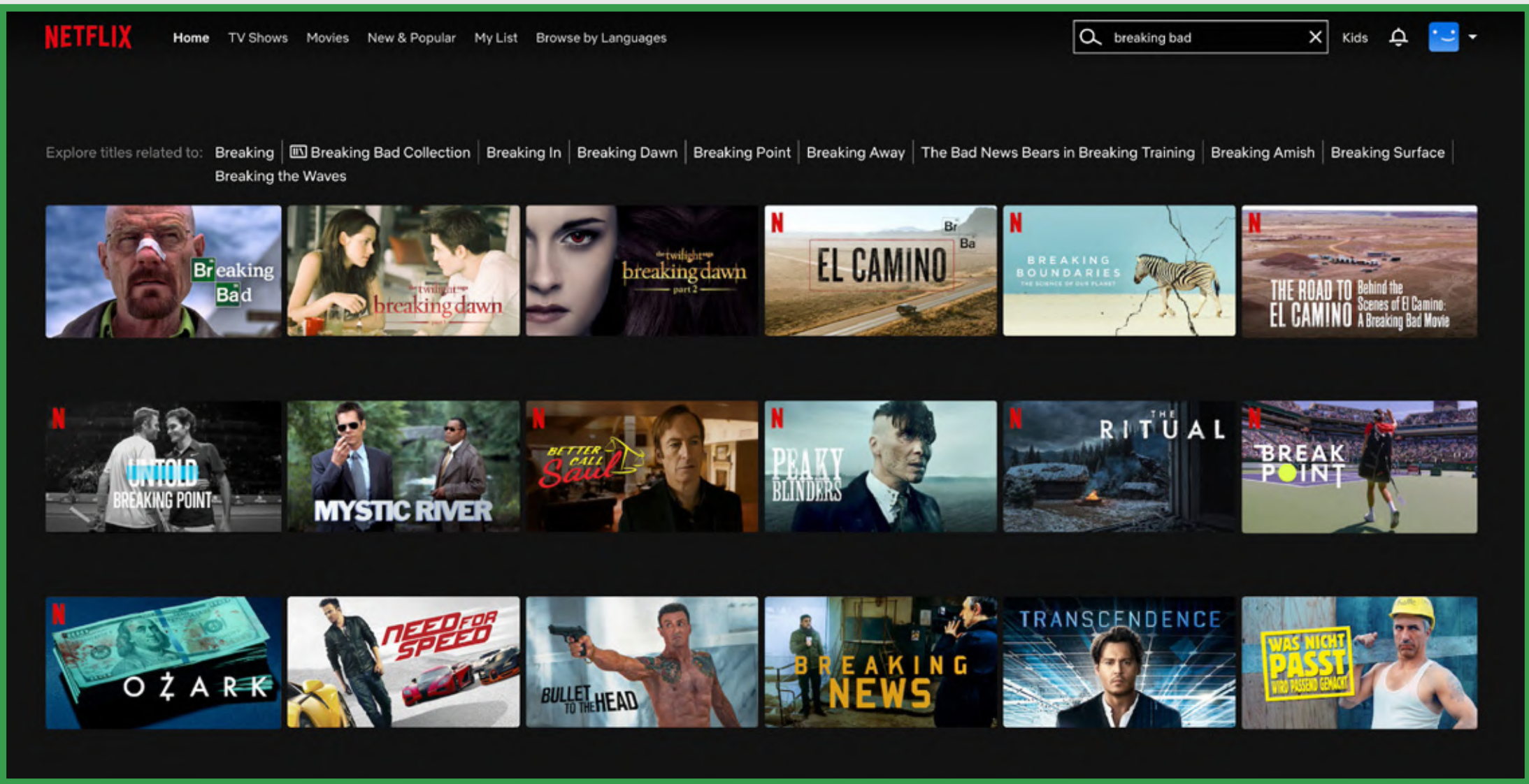
Netflix takes it a step further by offering keyword-related search links, helping users narrow down their results for more precise findings.

The more advanced and intuitive the search engine, the better the overall user experience.

USER ACTIONS FINDINGS
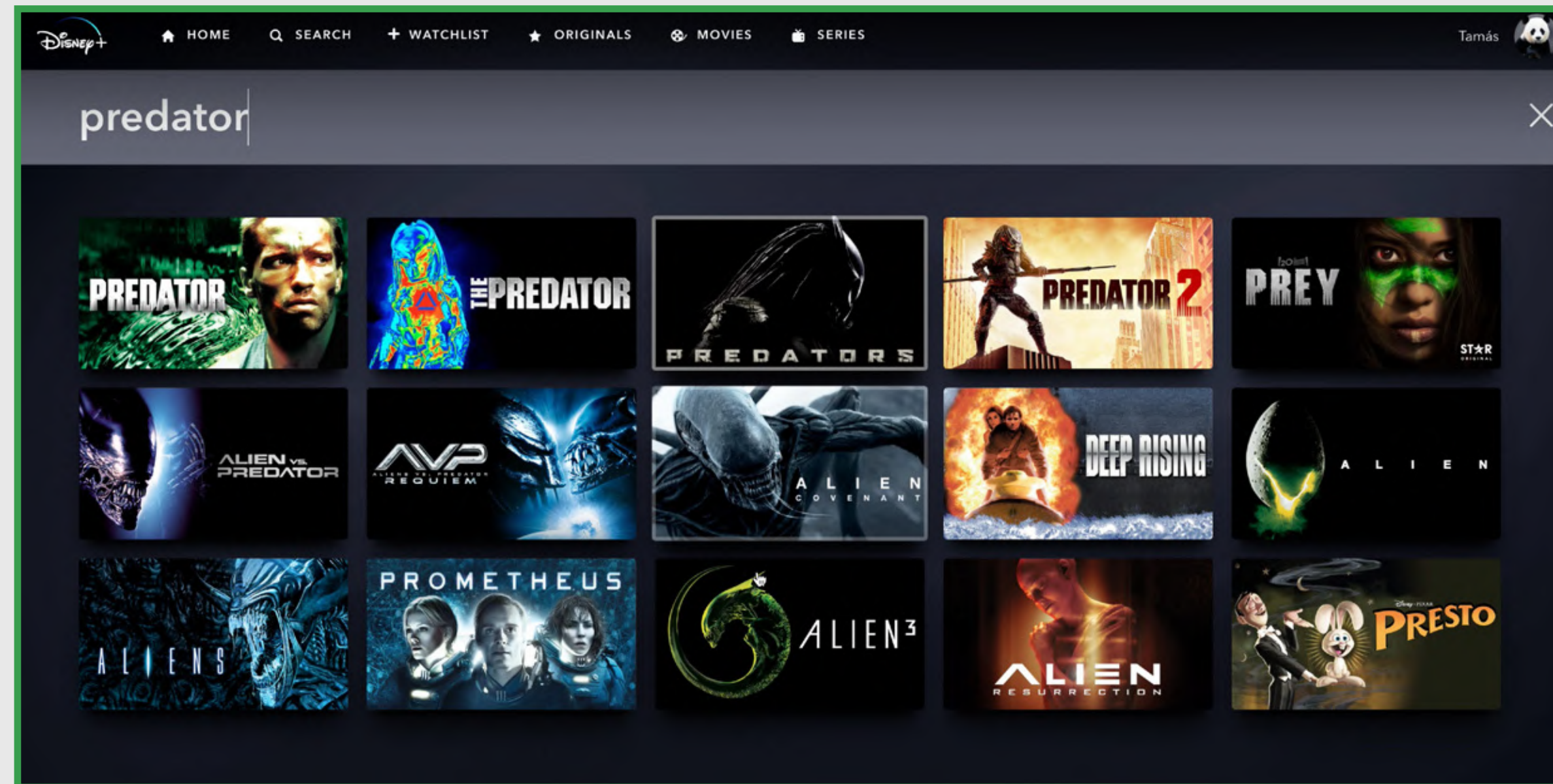
The search algorithm of **Disney+** delivers the most accurate results. As shown in the example above, it also provides relevant content related to the franchise itself, for instance, Predator movies appear alongside Alien movies.

A good search algorithm is vital for delivering accurate, relevant, and efficient results, which positively impact user experience, engagement, and conversion rates.

USER ACTIONS FINDINGS
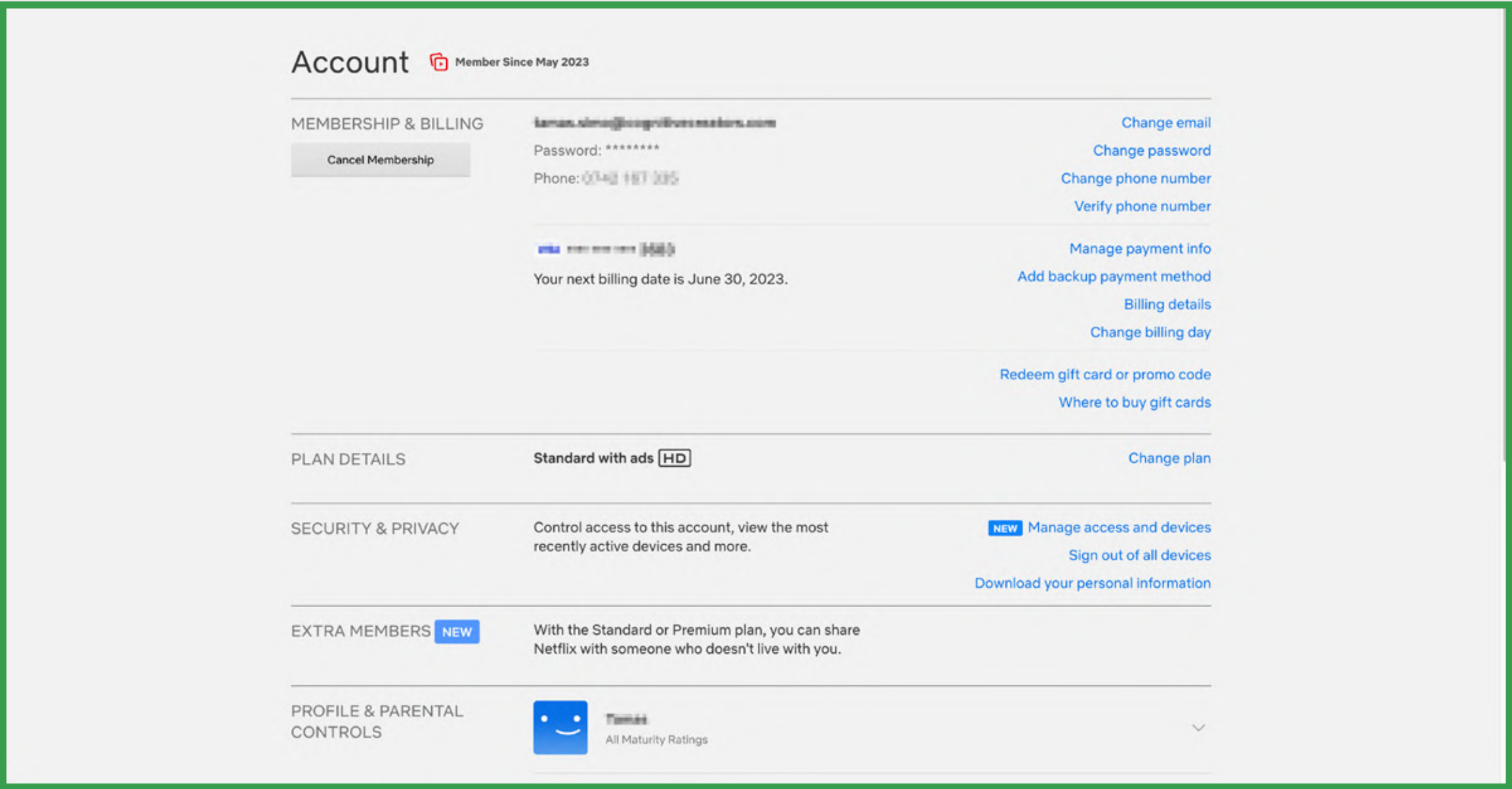
Canceling or changing membership is easily accessible within the profile settings on most streaming platforms.
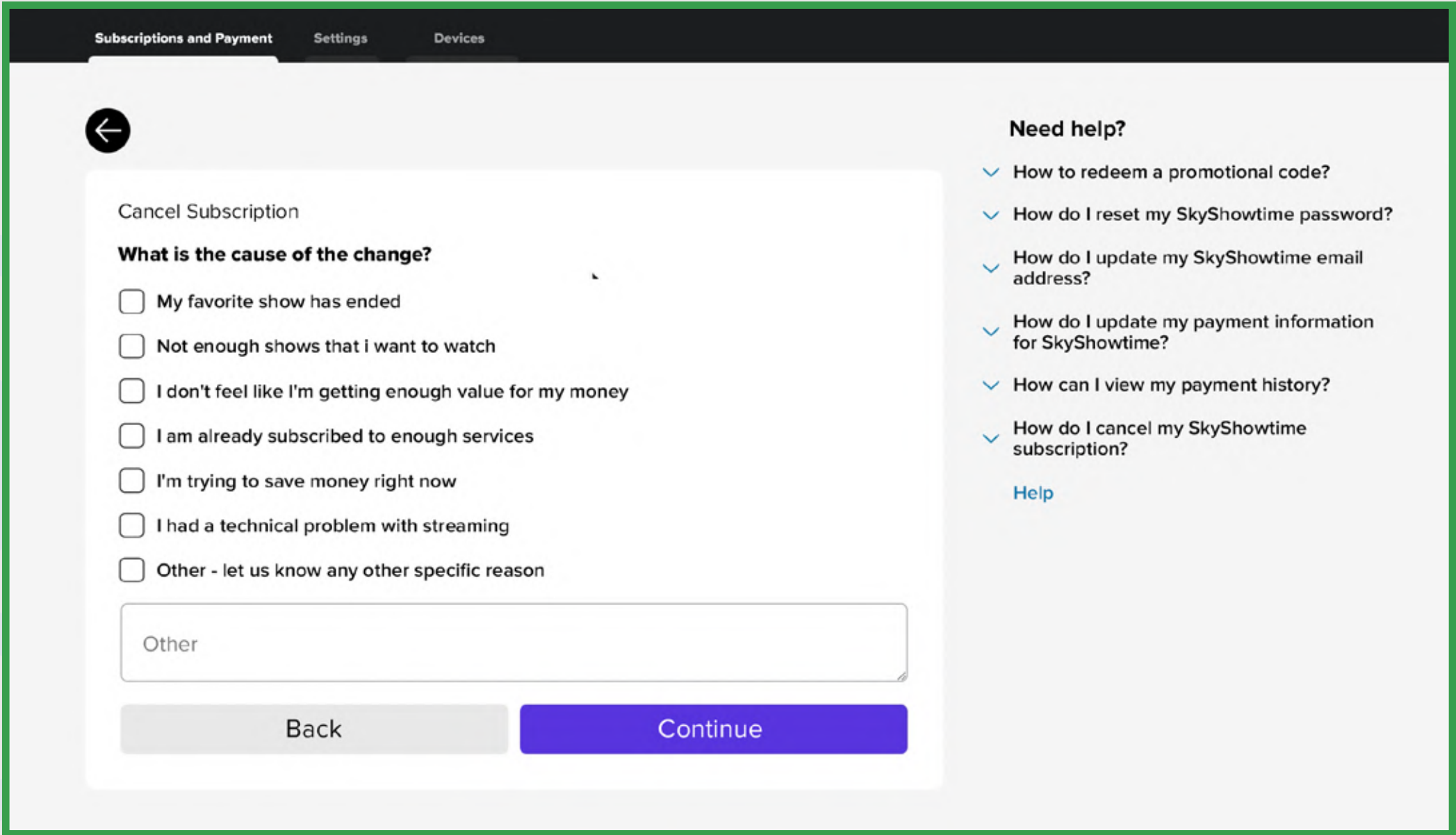
SkyShowtime stands out by including an offboarding process to directly gather feedback from users.

Allowing users to change or cancel their plans is a fundamental user right. These platforms should make such actions as straightforward as possible to ensure a positive user experience.

PERSONALIZATION

Personalized content caters to the specific needs and interests of individual users, making their experience more relevant and enjoyable. This increases user satisfaction and creates a positive impression of the brand or platform.

Personalization demonstrates that a website understands and values its users, fostering loyalty and trust.

During our inspection of the platforms, we focused on the following questions:

Does the recommendation system display personalized content?

Is there a way for users to further customize or influence their personalized content?
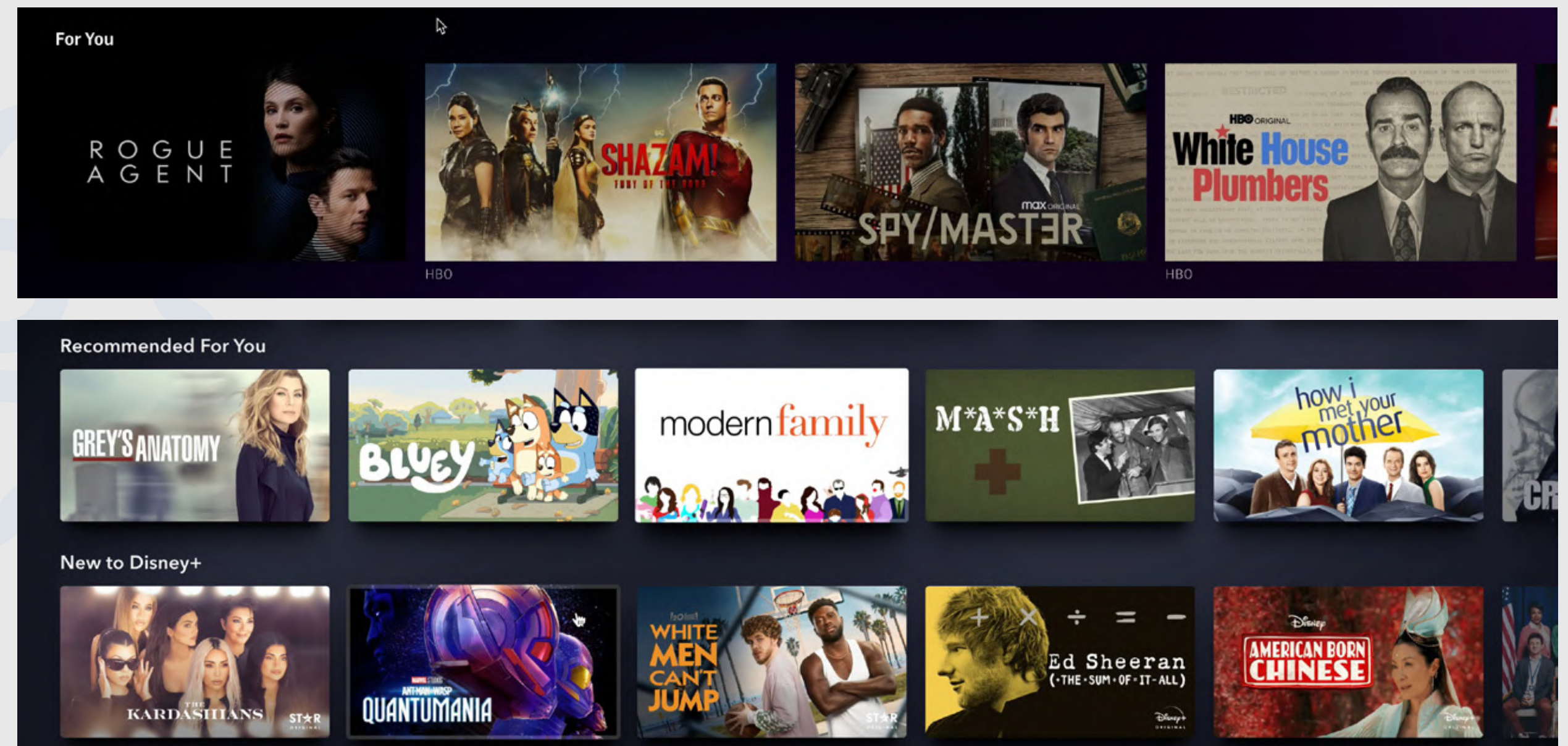
PERSONALIZATION FINDINGS
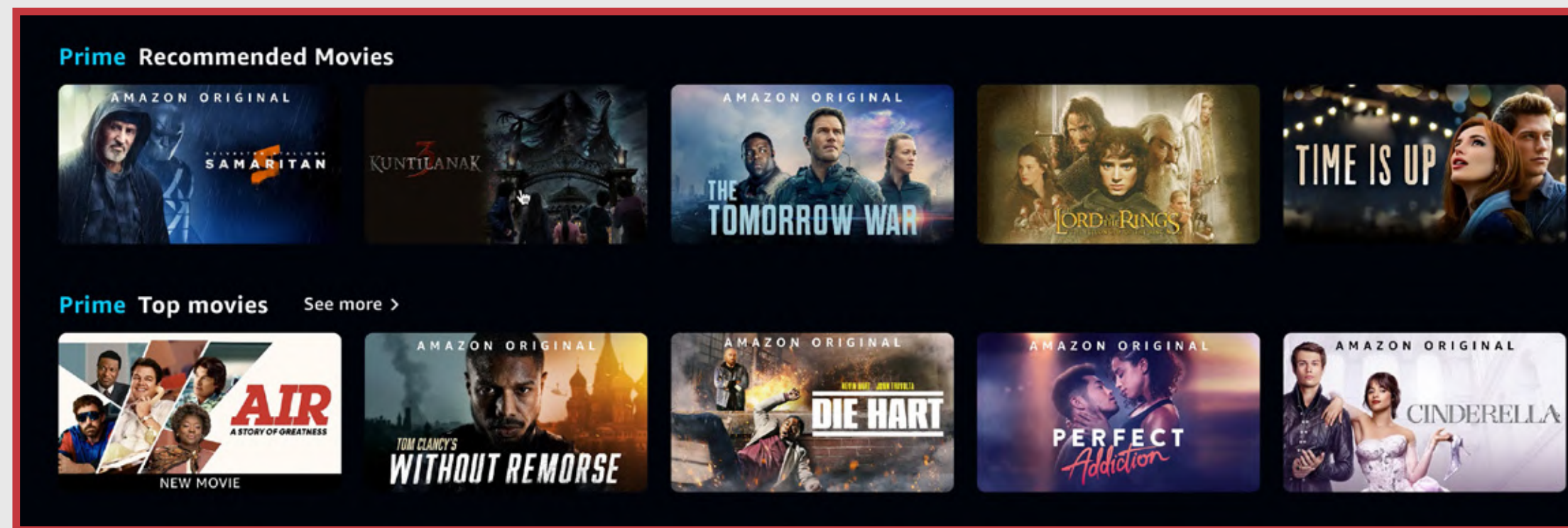
Amazon Prime Video's recommendation list is quite general and does not adjust even when the user starts watching different shows.
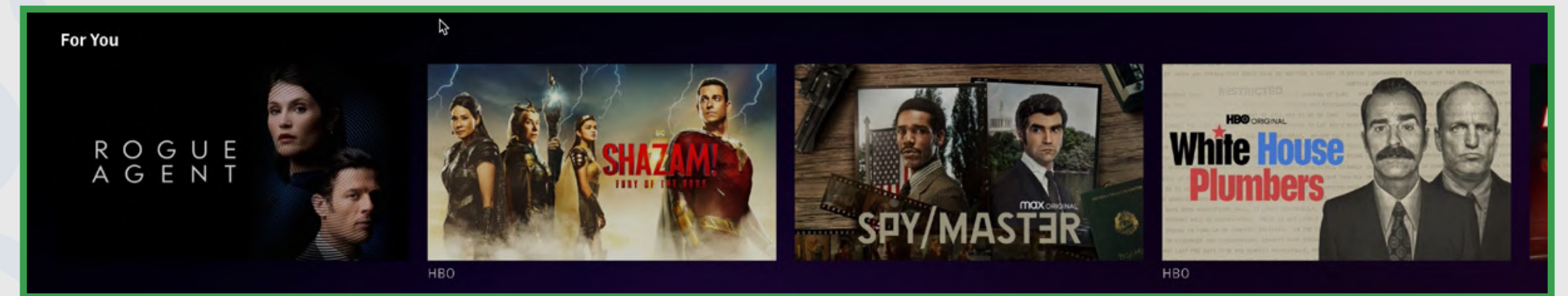
HBO Max updates its recommendation list based on the content the user consumes on the platform, making it truly personalized.

An effective recommendation system should analyze user data and behavior to deliver tailored suggestions and content, enhancing the overall user experience.

PERSONALIZATION FINDINGS
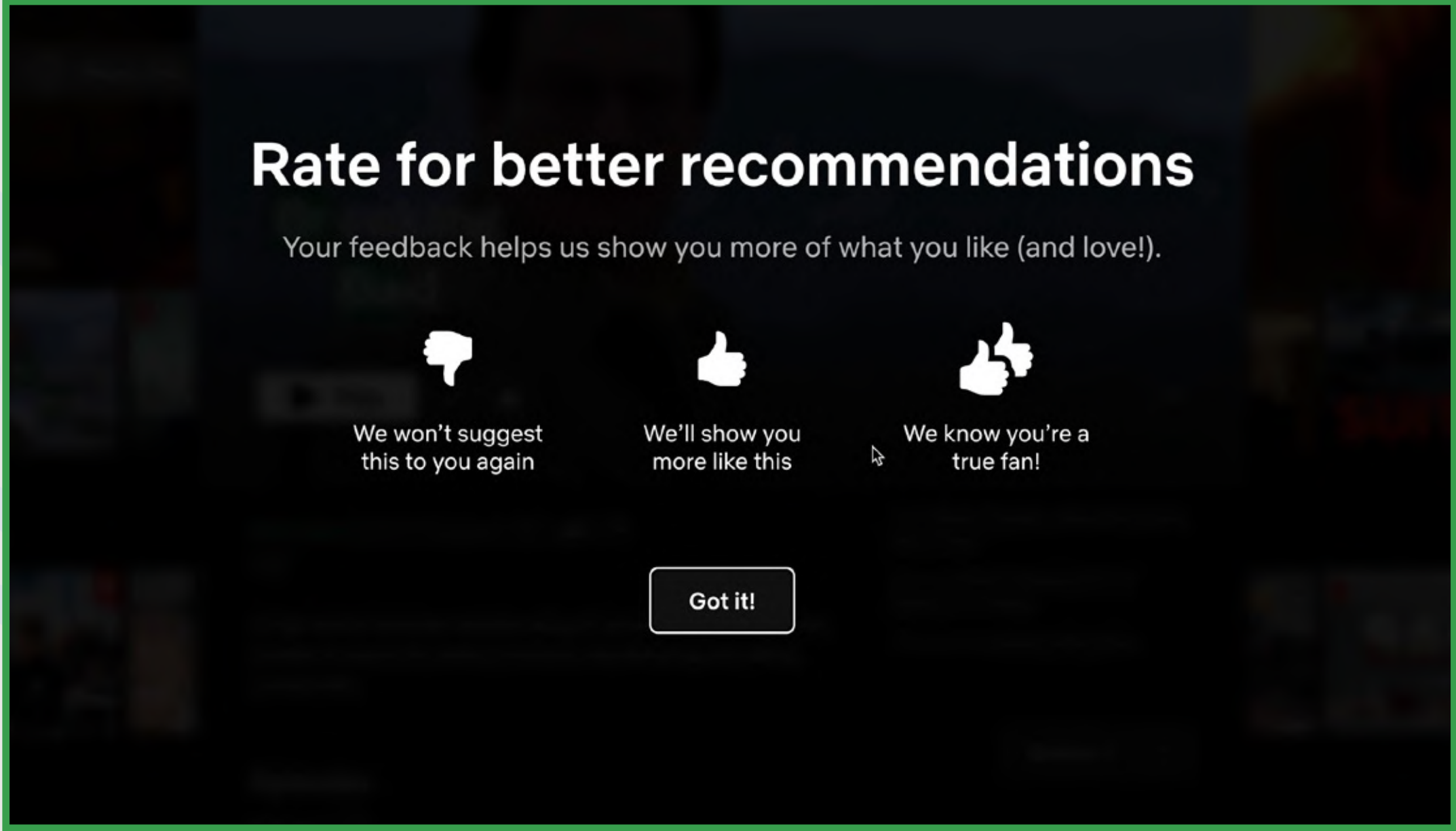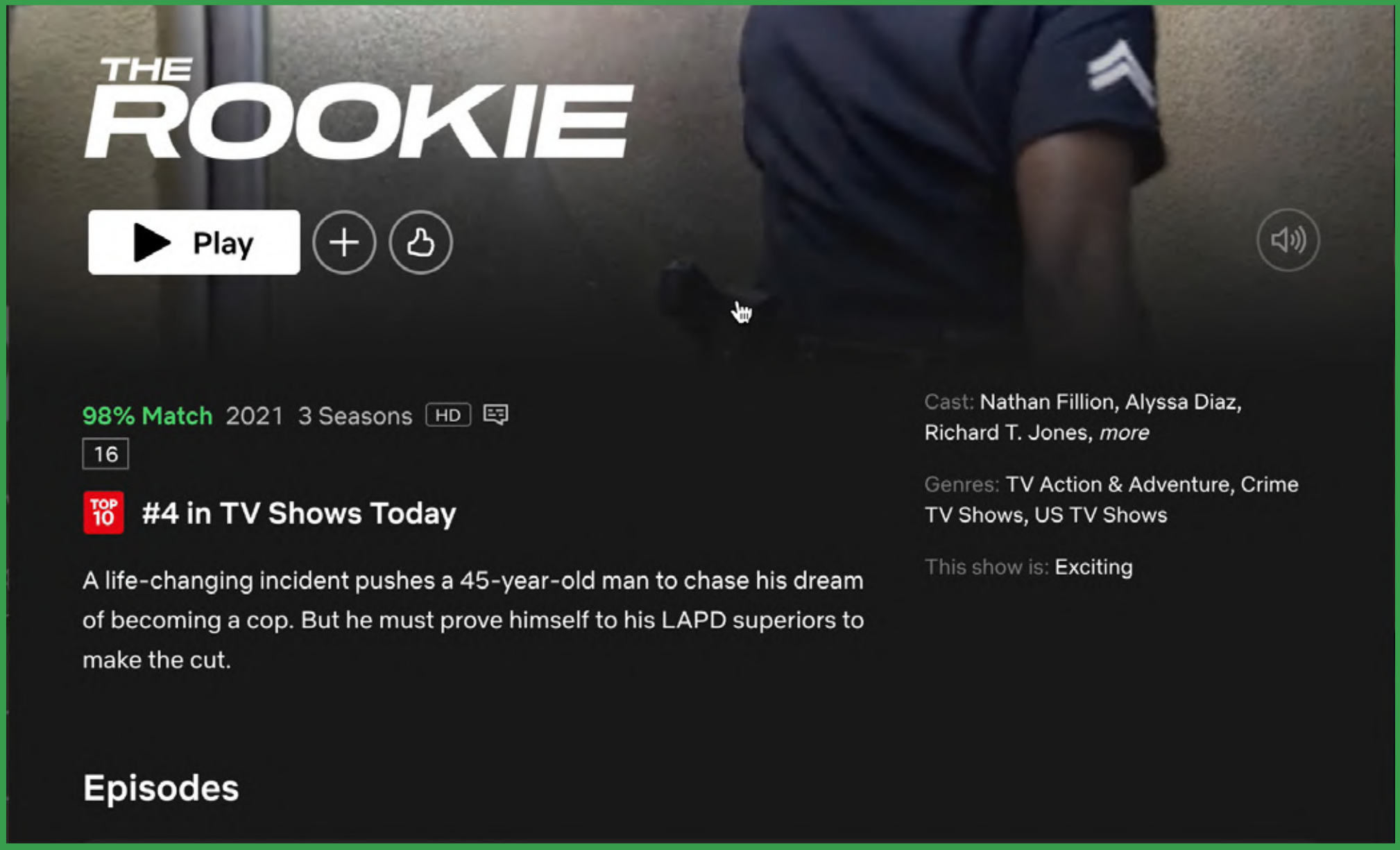
Netflix has the most advanced recommendation system. It not only takes into account the user's watch history but also allows users to rate shows themselves.
This level of interaction helps users feel understood and valued, fostering a strong sense of loyalty and trust.

Advanced recommendation systems generate suggestions by analyzing multiple variables, including viewing habits, ratings, and user preferences, to deliver highly personalized content.

PERSONALIZATION FINDINGS
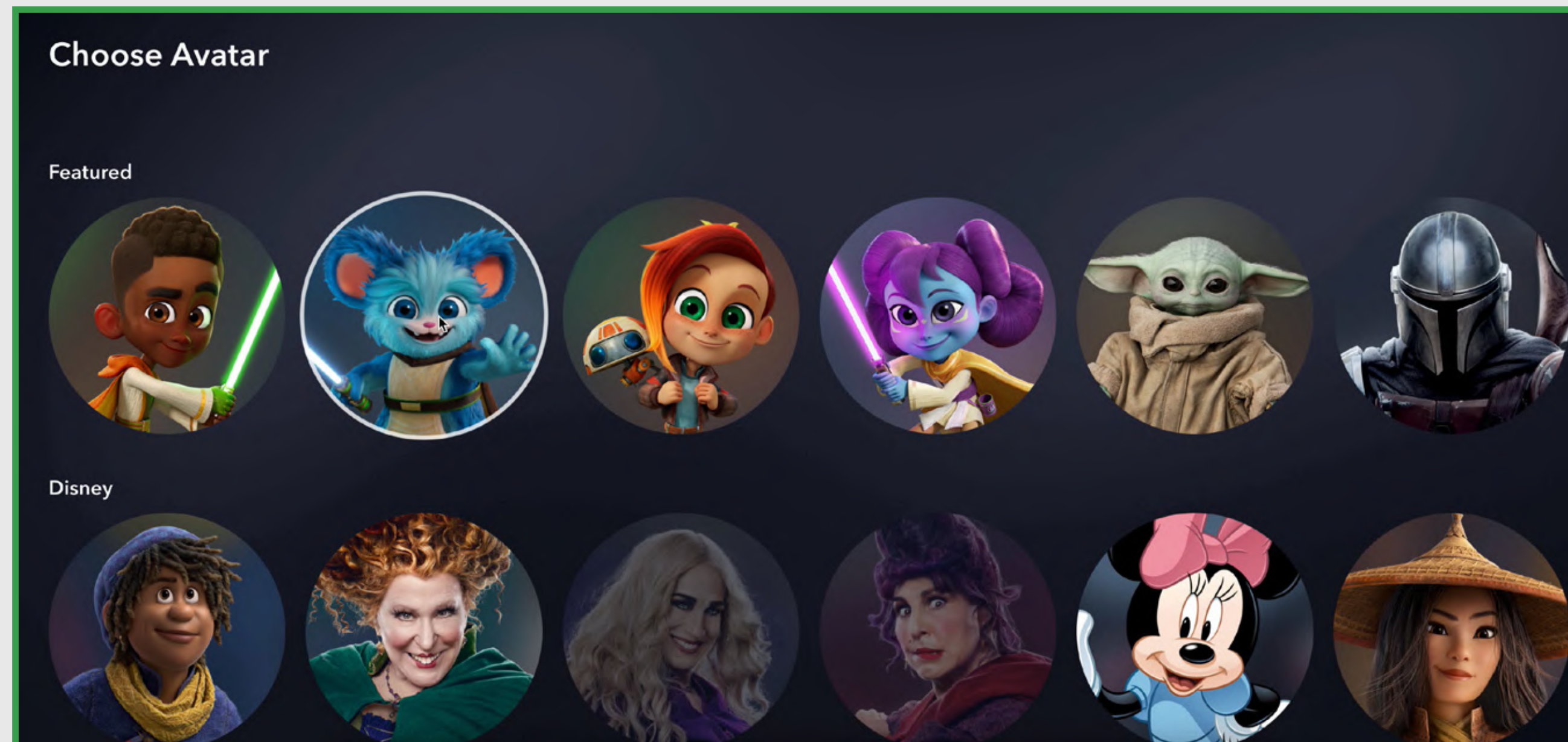
Most streaming platforms allow users to set an avatar based on characters or themes from shows and movies available on the platform. As shown in the example above, **Disney+** follows this practice as well.
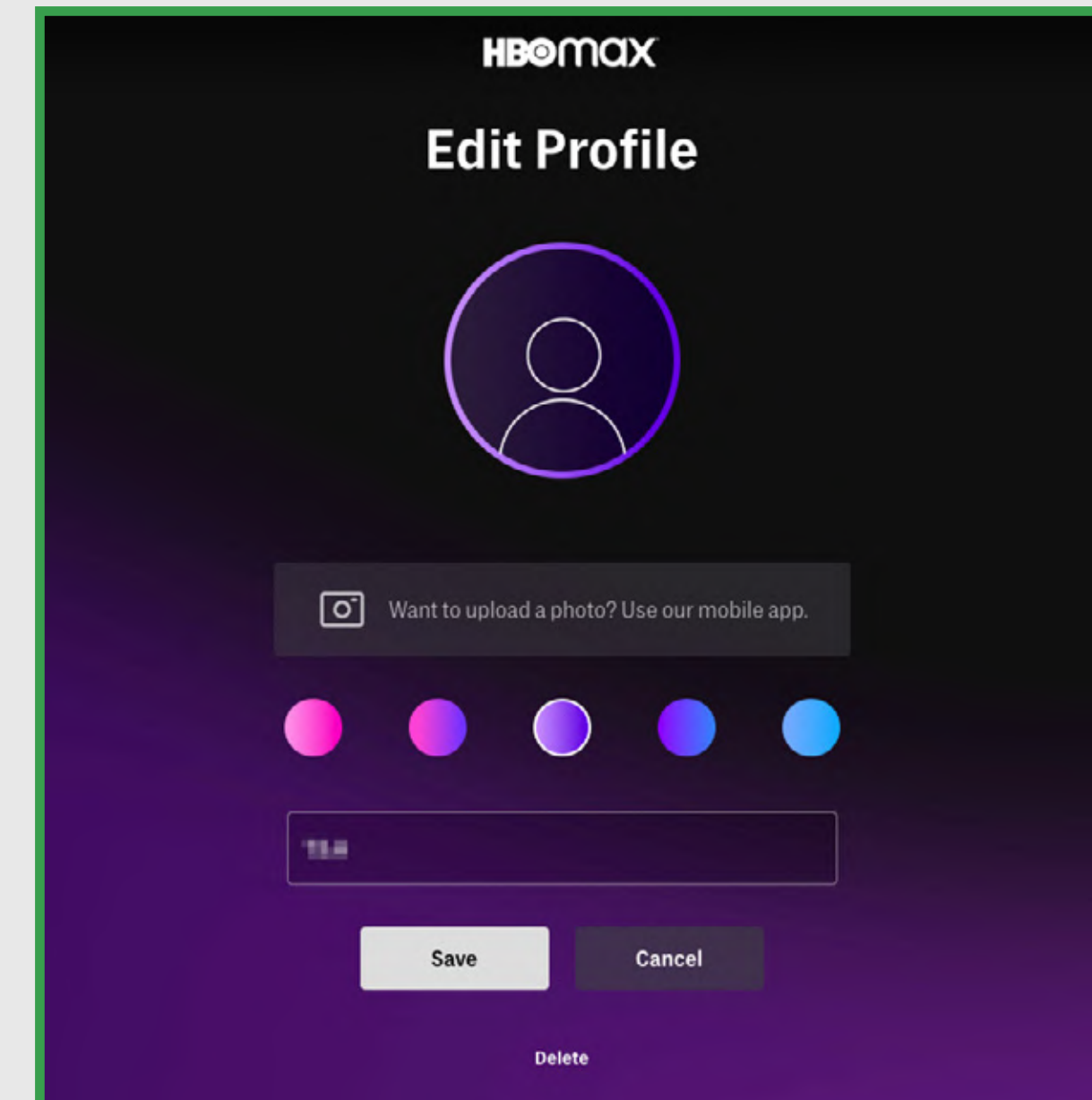
HBO Max goes a step further by allowing users to upload their own photos, although this feature is only available through the app.

Personalized profiles are essential components of user-centric platforms.

USABILITY ISSUES

Usability is paramount on streaming platforms, as it directly affects overall user experience and the platform's success. When evaluating usability, we consider questions such as:

Is the design intuitive and easy for users to understand?

Is the user interface straightforward to learn?

After an initial visit, can users easily remember how to navigate and use the platform effectively?

How frequently do users encounter errors while interacting with the system?
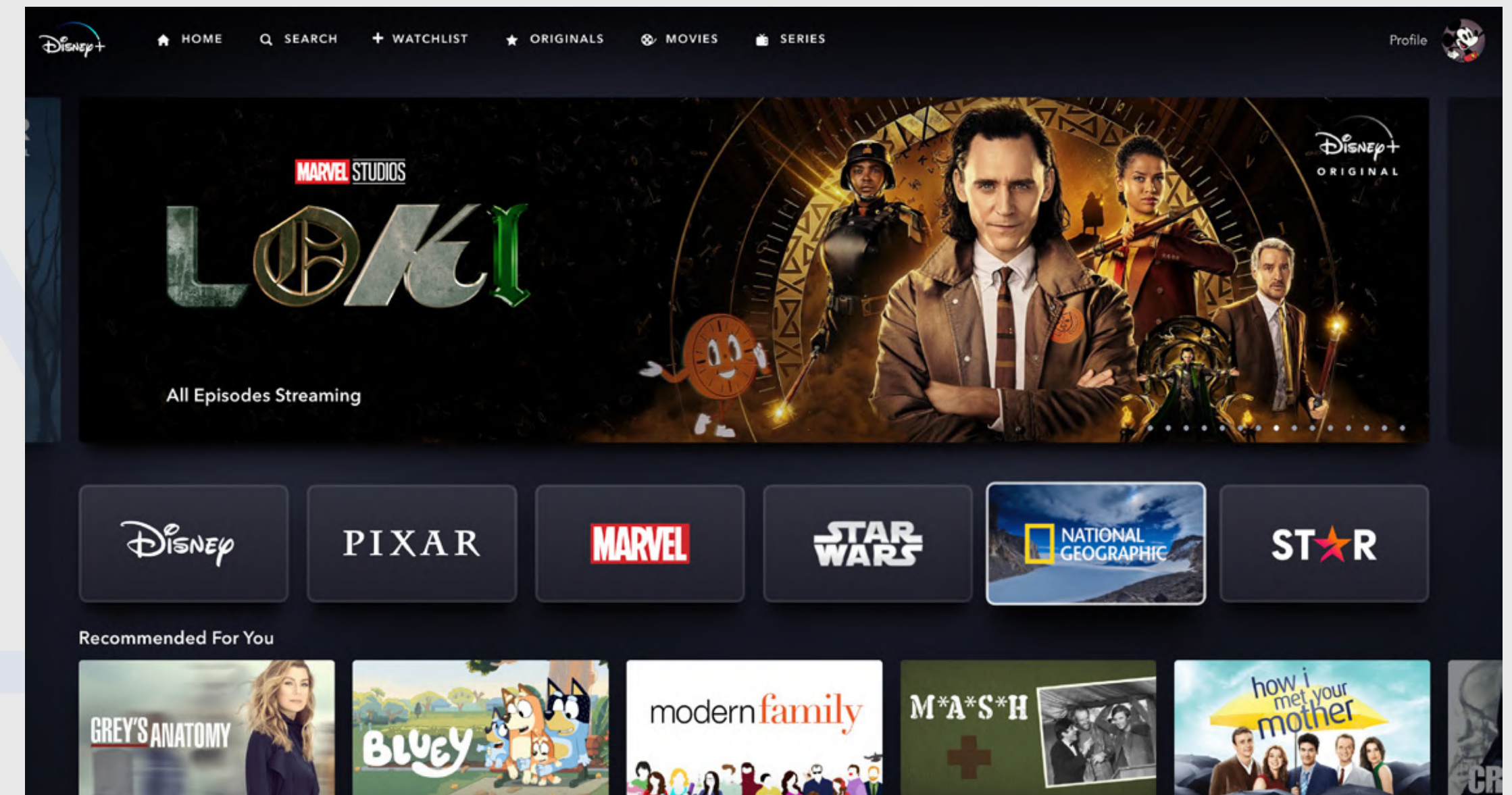
USABILITY ISSUES FINDINGS
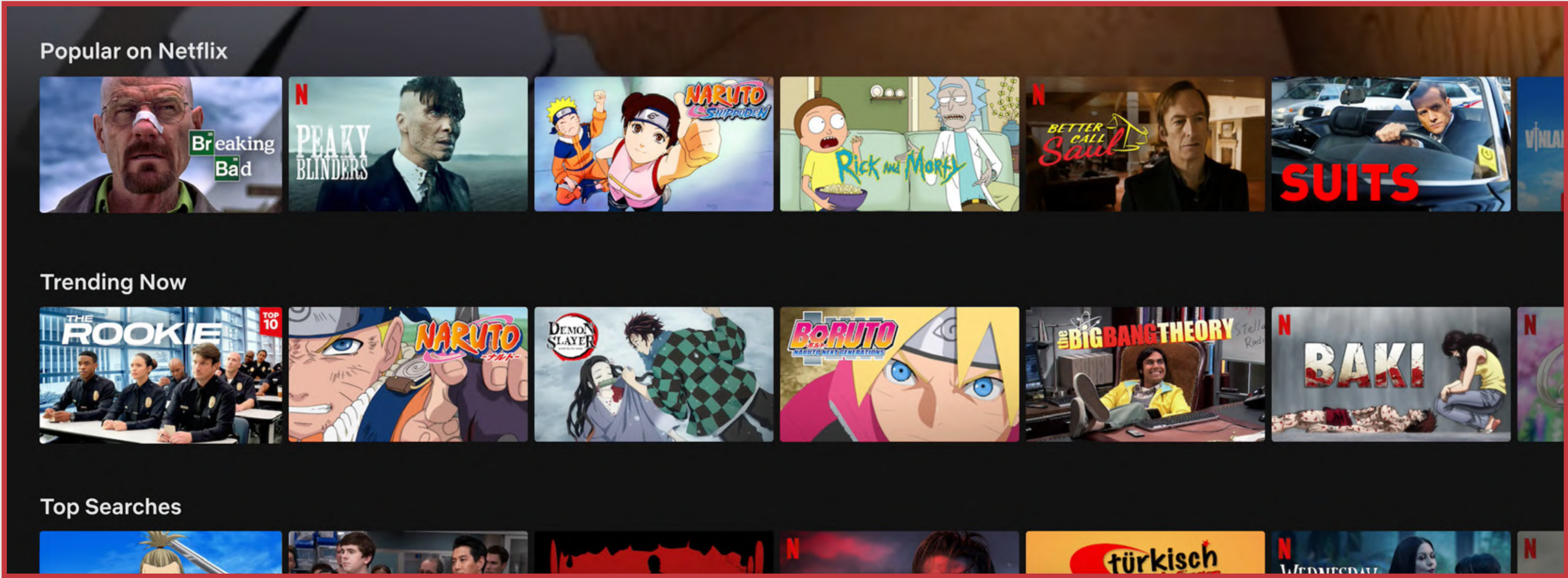
Netflix shows poor practice by not placing the Continue Watching section at the top of the categories list on its desktop platform. Since users often prioritize content they've already started, this section should be more prominent than popular or trending shows.

A good user experience supports users in seamlessly continuing tasks where they left off.

USABILITY ISSUES FINDINGS
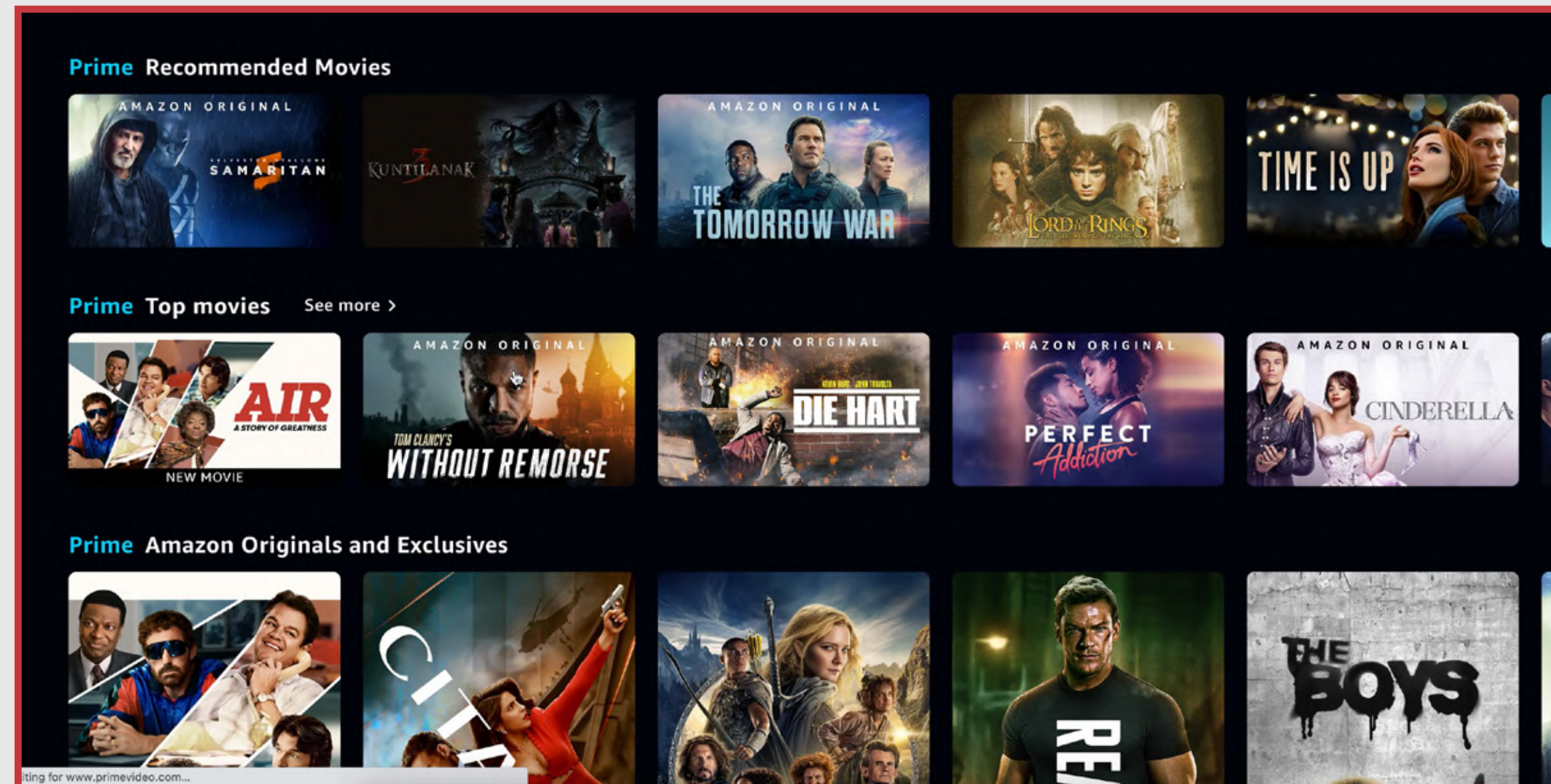
Users on **Amazon Prime Video** can browse shows either by side-scrolling or by clicking the See More button. However, as shown in the example above, the See More button does not appear on all categories. This limits users to viewing only a few recommended movies without the option to open a full grid view.

A good user experience ensures that all potential actions can be performed with minimal effort and maximum clarity.

USABILITY ISSUES FINDINGS
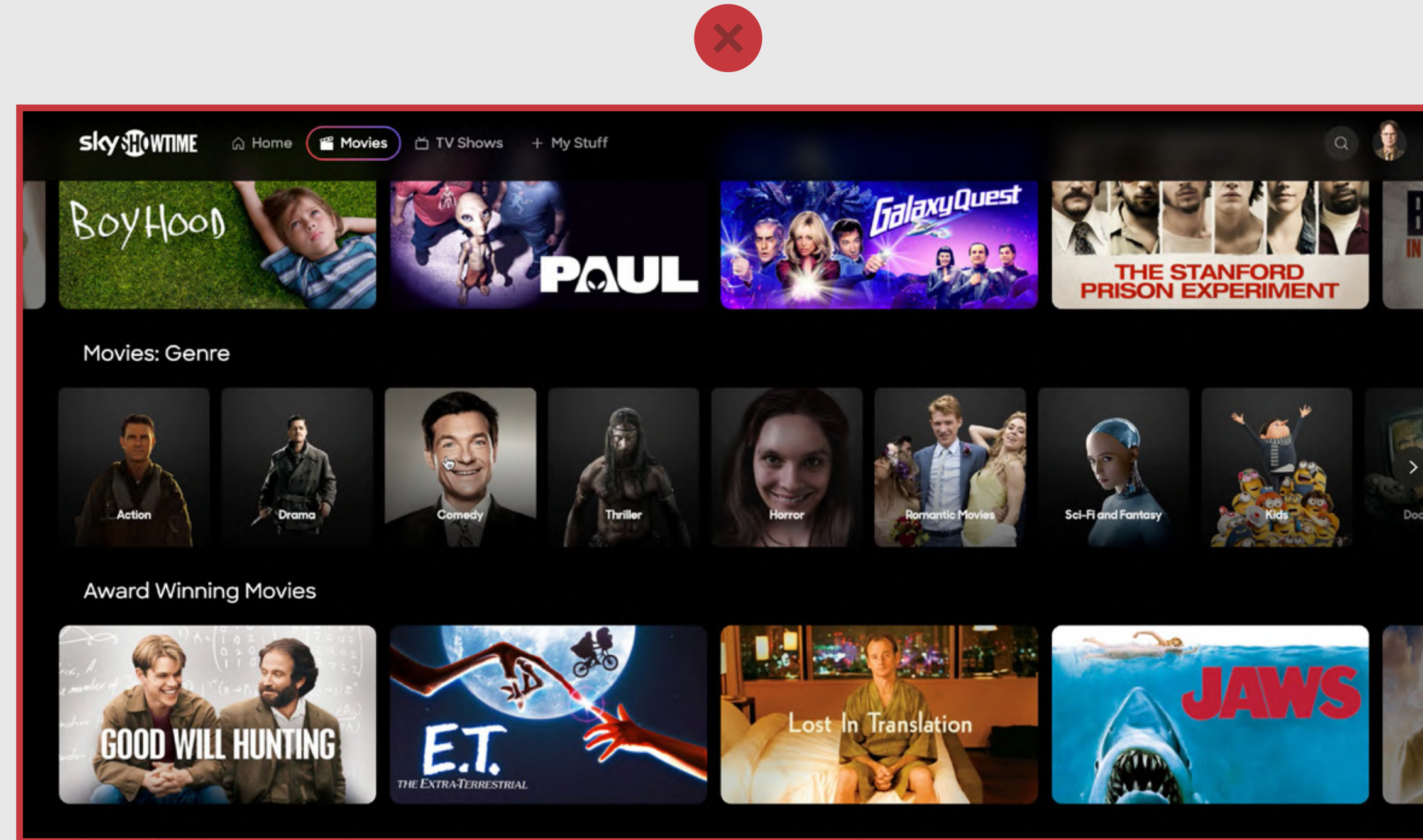
In the case of **SkyShowtime,** users must scroll down to find the category search section, which is a poor practice. Categorical search should be easily accessible and prominently placed for users.

Good user experience means enabling users to perform all key actions with the least effort possible.

UNIQUENESS

While inspecting uniqueness, we aimed to identify a platform that stands out as truly one-of-a-kind among all others — a platform distinguished by original features or characteristics that have no parallels on competing streaming services.
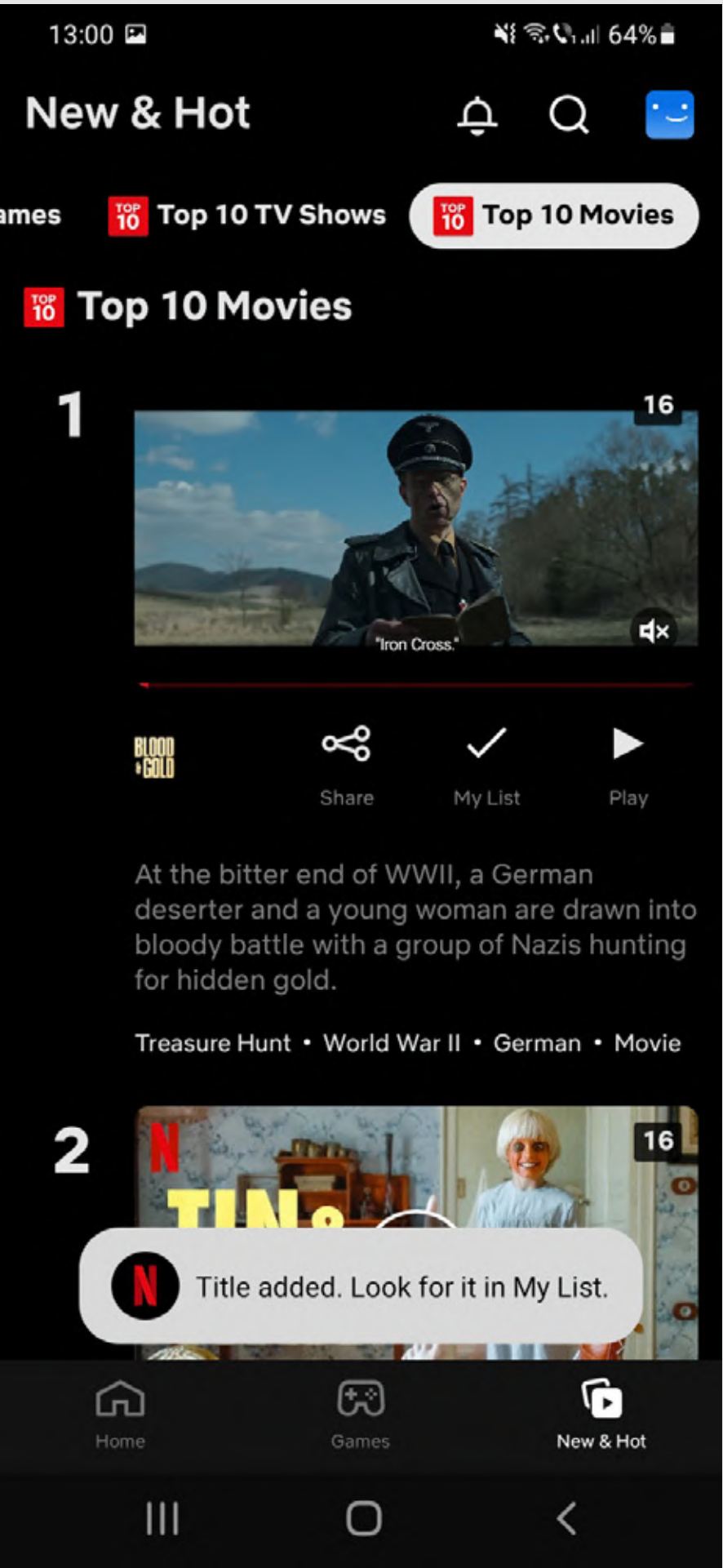
UNIQUENESS FINDINGS
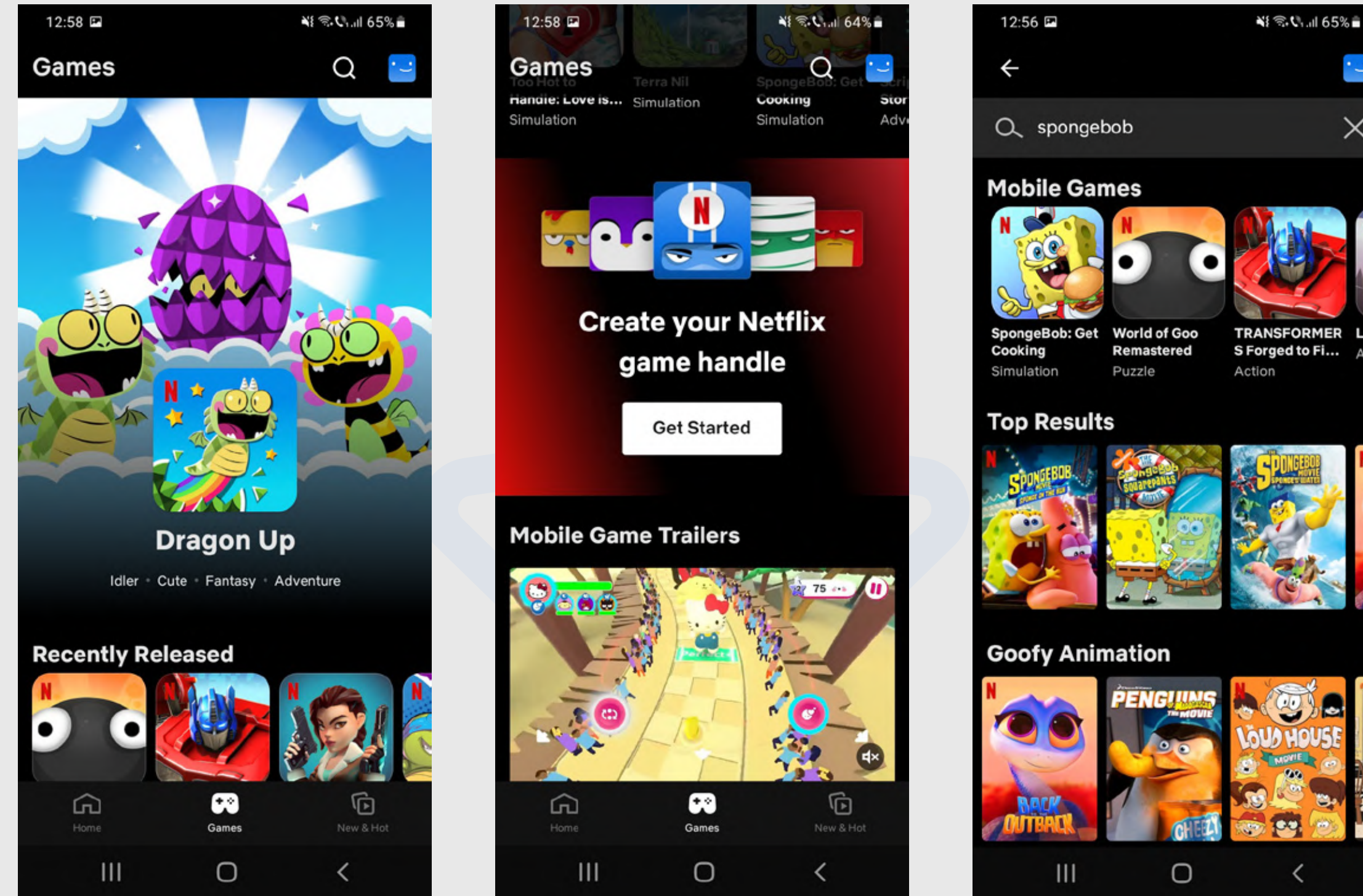
Besides streaming, you can now download original **Netflix** games. Playing games together with other users can build community and increase user engagement.

Netflix recognized that its mobile app needs to be more than just a streaming platform to attract more users.

UNIQUENESS FINDINGS
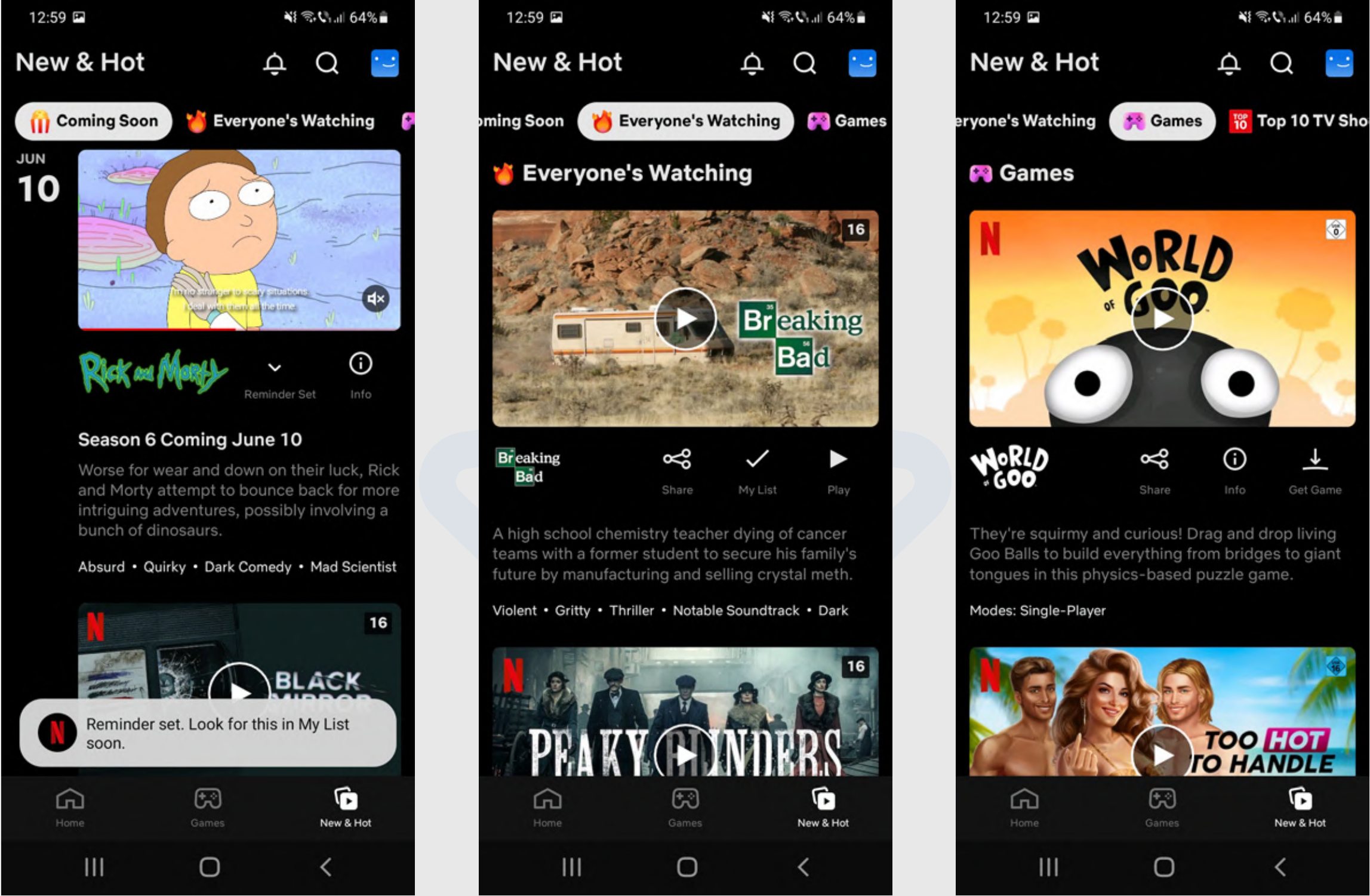
Netflix is also providing news and lets users share on their favorite social media platforms.

Sharing plays a vital role in today's society; it enables content distribution, builds brand awareness, and strengthens user engagement.

UNIQUENESS FINDINGS
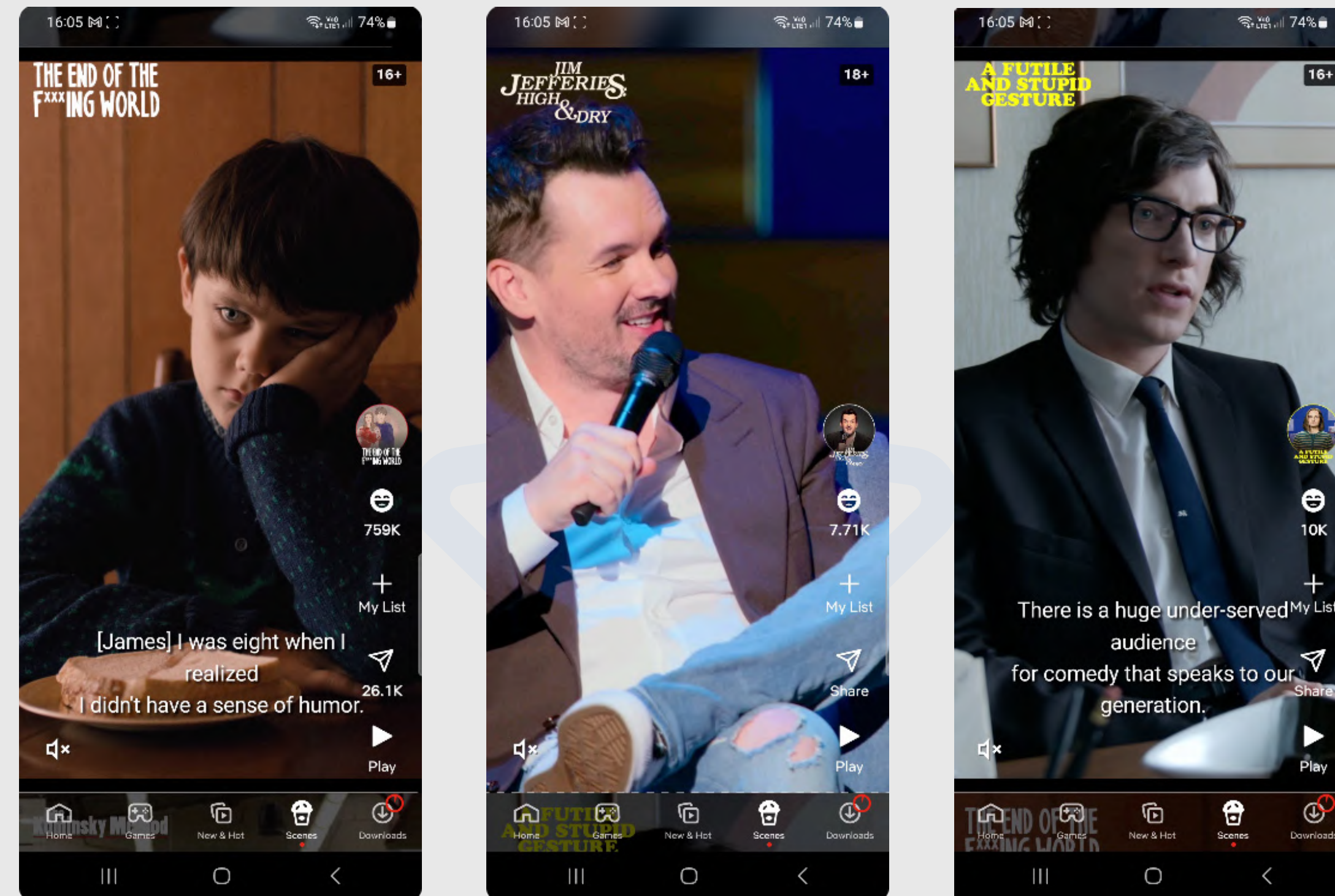
In some countries, **Netflix**'s Scene feature provides a space where users can share, react to, or save clips from shows and movies.

With social features like sharing and reacting, a brand can build an engaged user base around a common interest.

STREAMING CONTENT OVERVIEW

While inspecting the streaming platforms we concluded the following key and pain points:

Key points

- ✅ Detailed preview pages with rich information
- ✅ User rating systems to personalize the experience
- ✅ Effective recommendation engines
- ✅ Accurate search functionality
- ✅ Personalization setup during onboarding
- ✅ Clear onboarding process for new users
- ✅ Offboarding process to gather feedback or manage cancellations
- ✅ Personalized user profiles, including avatars and settings
- ✅ Continue Watching feature for seamless content resumption

Pain points

- ❌ Potential spoilers on preview pages due to background previews
- ❌ Generic or stale recommendation systems
- ❌ Continue Watching section not prioritized on the home screen
- ❌ Category search positioned too low, making discovery harder
- ❌ Absence of "See More" buttons for many content categories
- ❌ Search functions lacking suggestions or autocomplete

CONCLUSIONS

CONCLUSIONS

Streaming platforms have revolutionized how we consume media — from enjoying favorite shows and movies to discovering new content and connecting with like-minded audiences. In today's fiercely competitive market, where many services compete for user attention, exceptional user experience (UX) is the key driver of success.

As this study reveals, from the user's very first visit to a streaming platform's website through to daily content consumption, countless UX decisions shape whether users choose and stay with a service.

Good UX saves users time by minimizing errors and confusion, reducing frustration, and ultimately lowering abandonment rates. Small but impactful details, such as visually distinctive CTAs, well-placed useful information in the hero section, and clearly communicated user benefits, can significantly increase the likelihood of sign-ups.

Consistency in visual language, requesting only essential data, using context-appropriate keyboards on mobile devices, and providing immediate error feedback all help streamline the registration process.

Last but not least, personalized streaming experiences, powerful search engines, advanced recommendation algorithms, and feature-rich video players contribute to an enjoyable daily content experience, encouraging users to remain loyal to the platform.

THE IDEAL STREAMING PLATFORM

After examining all these platforms, we identified key features that an ideal streaming platform should have.

- Cohesive visual language consistent across all platforms
- Accessibility for users with disabilities or difficulties
- Intuitive navigation that's easy to understand and use
- Use of sophisticated, clear language
- Modern, clean layout enhanced by stunning imagery
- High-quality images and vector graphics
- Clear and purposeful content sections
- All necessary information available within one click
- Visually distinctive CTAs that clearly communicate their intended action
- A comprehensive footer with all useful links
- Well-detailed purchasing options presented clearly
- Use of modals instead of full page reloads to streamline interactions
- Forms containing only essential fields
- Grouped input fields for better usability

- Progress indicators during registration or multi-step processes
- Display of context-appropriate keyboards on mobile devices
- Highlighting of error and success states in input fields
- Inactive submit buttons until all required fields are correctly filled
- Display of clear pricing on payment screens
- Ability to change subscription plans on the payment screen
- Onboarding processes for new users
- Personalization options to tailor user experience
- Offboarding options allowing users to cancel or modify subscriptions easily
- Video player with multiple, user-friendly features
- Robust search engine delivering accurate results
- Advanced recommendation algorithms offering personalized content suggestions
- Thorough and clear purchase/buying options