

UX/UI Case Study

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Project Brief

Introduction

Tide is a modern day streaming service designed to view content exclusively from the BBC.

Tide is the next step in the evolution of the BBC Channel with its new focus on delivering its content to younger audiences. With Tide users will have the ability not only to watch content on their mobiles but also share and watch content together with friends online.

Tide aims to achieve this need by providing a familiar and modern streaming service for the BBC.



Client

The BBC is the United Kingdom's national broadcaster for television. It is the world's oldest national broadcaster and one of the largest in the world. They aim to deliver world class programmes and content that inform, educate and entertain their viewers around the globe. The company is also home to some very famous TV shows such as Top Gear and David Attenborough Documentaries.

Being one of the oldest broadcasting services on the planet the BBC have been delivering content to viewers of all ages. However with the growing times of technology the younger generations have started to lose interest in the BBC with their aging content and online platforms.



Project Overview

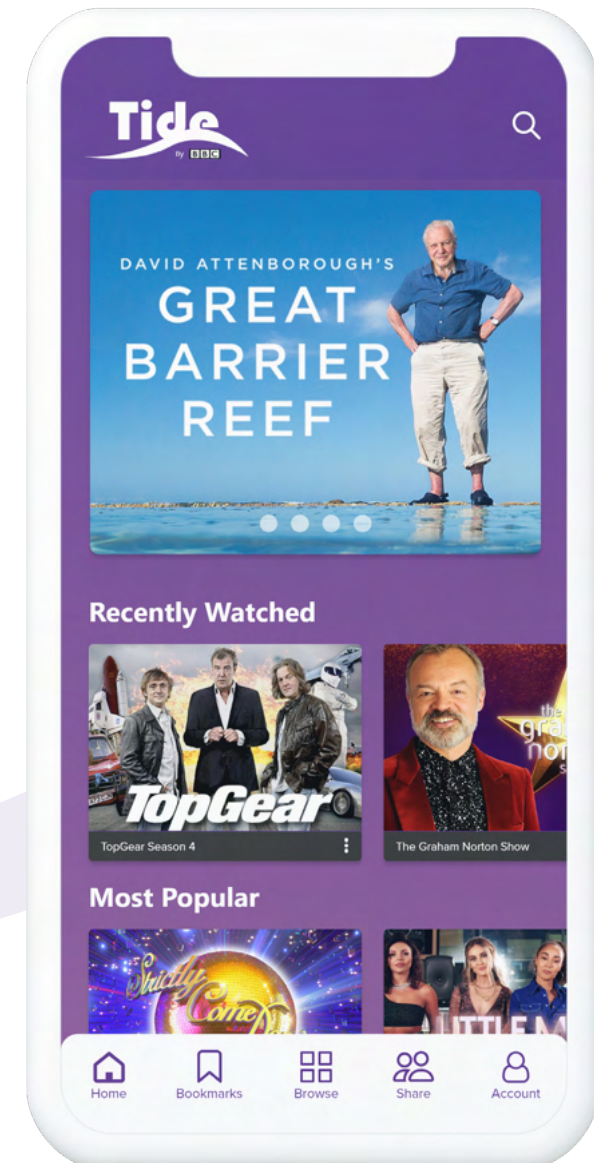
The Problem

In the modern age, TV has evolved exponentially leaving the BBC behind when it comes to delivering content to the younger audiences. To tackle this issue a digital experience must be made to better engage the younger audiences and keep them from drifting to other platforms.

The Solution

To account for the decrease in younger viewers of the BBC's content a new branding and streaming service solution will be designed. This solution will come in the form of an IOS and Android app that will deliver the BBC's latest content in an environment familiar to younger audiences.

The solution will not only deliver online content but also provide users with capability to connect with one another online during these troubling lockdown times.



Research Analysis

User Survey

Purpose of the Survey

The purpose of this survey is to identify what the target demographic is using to stream video content and whether or not they would be interested in a similar app. The survey also serves to understand how popular the BBC are with the target audience as well as how popular online chat services can be.

Focus Questions

1. How old are you?
2. What streaming services do you watch content on?
3. What features are useful to you on said streaming services?
4. What platform do you normally watch content on?
5. What genre of shows do you enjoy watching?
6. Would you be interested if the BBC had a new streaming service?
7. Do you use any online chat services with friends and family, if so what are they?
8. Do you enjoy watching TV shows with friends and family?

Quick Findings Report

The survey consisted of 13 young individuals.

How old are you?

- Participants were aged between 17 to 26 years old

What Streaming services do you watch content on?

- The list of mentioned services included Netflix, Youtube, Stan, Amazon Prime, Disney Plus and Crunchyroll
- 12 out of 13 participants (92%) stated that they watched content on Youtube
- The next highest at 76% stated they watched content on Netflix followed by Disney Plus

What features are useful to you on said streaming services?

- All participants stated that they wanted a 'favourites' or bookmark feature to watch content later
- 92% mentioned the need for a search functionality to browse content

What platform do you normally watch content on?

- 11 out of 13 participants (85%) mentioned that they watch content on their mobile devices
- The second highest platform was on the computer, with 69% of participants stating the fact

What genre of shows do you enjoy watching?

- The list of genres that participants mentioned included Comedy, Action/Adventure, Sci-Fi Drama, Horror and interestingly Anime
- Comedy and Sci-Fi were the most popular among participants at 54% and 46%
- Drama and Action/Adventure followed at roughly 38% of the group

Would you be interested if the BBC had a new streaming service?

- Only 38% of participants were interested in a new streaming service from the BBC

Do you use any online chat services with friends and family, if so what are they?

- All participants mentioned that they used an online chat service
- Services included Facebook & Instagram Messenger, Discord, Zoom and TeamSpeak
- 84% of participants stated that they used Facebook or Instagram Messenger
- The next highest was Discord at 54% of participants

Do you enjoy watching TV shows with friends and family?

- The vast majority of participants at 92% said yes to watching with friends and family

Personas



Jake Manning

Tech Knowledge 

TV Usage 

Social 

"My parents are such losers, I hate it when they ban my TV access."

Demographics

Age: 16

Occupation: School student


Family: His parents and younger sister

Bio


Jake is a year 11 school student at his local high school, to try get him to study more his parents have banned him from watching TV on the weekdays. Instead of doing homework he calls his friends and they try to watch TV together. When they're online they have issues trying to watch together especially when it comes to syncing and voice chatting. With this in mind Jake and his friends need a digital streaming app to view TV shows and chat at the same time.


Goals	Frustrations
<ul style="list-style-type: none">• Watch his favourite TV shows on the weekdays• Try to get good grades to convince his parents to let him watch more TV	<ul style="list-style-type: none">• Doesn't like doing homework• Parents banning his TV time• Can't view BBC shows on his phone


Personas



Sarah Watson

Tech Knowledge 

TV Usage 

Social 

"I miss my family and friends back home, I wish I could spend more time with them."

Demographics

Age: 24

Occupation: Law Student, part-time waitress

Family: Her parents and older brother live back in the UK while she exchanges in Perth

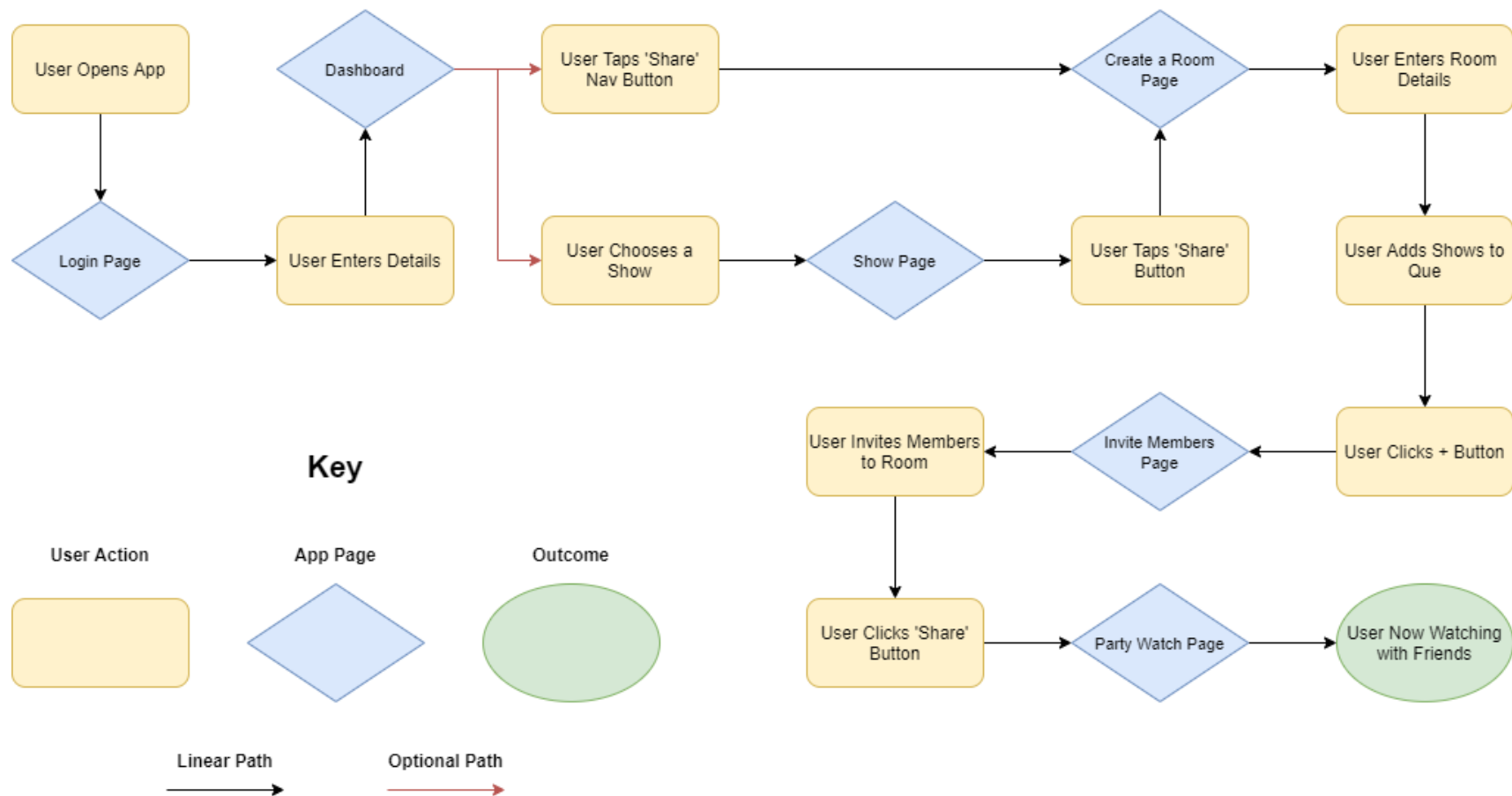
Bio

Sarah is an exchange student from the UK studying law at a university in Perth. In her spare time she enjoys watching TV and going out with her friends. Back when she was still living in the UK she would catch up on her favourite TV shows on BBC. However ever since moving to Perth most of the content on the UK version of BBC isn't available on the Australian version. Sarah needs a digital content delivery experience that allows her to stream all the content that the BBC has to offer.

Goals	Frustrations
<ul style="list-style-type: none">• Graduate university and become a lawyer• Stay connected with her friends and family back home	<ul style="list-style-type: none">• Access her favourite BBC UK content• Watch her favorite shows at any time
	<ul style="list-style-type: none">• Doesn't like waiting for episodes to air on TV• Can't spend time with her family and friends back home

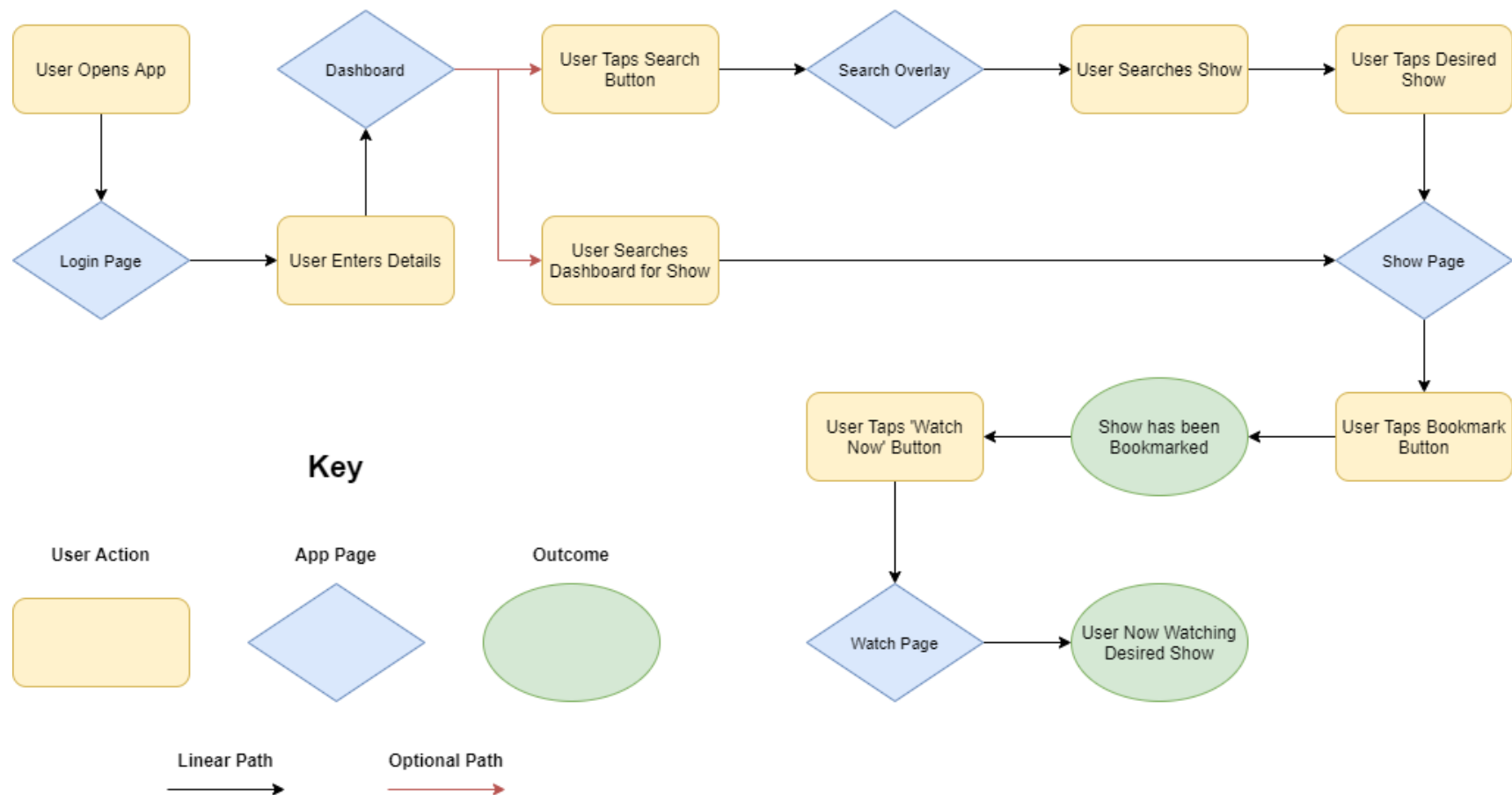
User Flow Diagram

User Flow Diagram - Jake Making a Party and Watching a Show with his Friends



User Flow Diagram

User Flow Diagram - Sarah Searching for her Favourite Show, Bookmarking it and then Watching it



Usability Testing

Executive Summary

Purpose of User Testing

The purpose of this study is to determine how easy the Tide App is to use and whether or not users are able to navigate through its more advanced features. As the app is designed for younger audiences that are more tech savvy it is easy to assume that their confidence in navigating more complex features would be higher than older users, this study will also determine the weight of that assumption with Tide App's design. The prototype was tested by 5 users, all of which had to complete 4 tasks that highlighted the main features of the app.

The test group consisted of 5 users aged between 14 and 24, which falls within the general demographic for this app. Testing was done in two different ways, in person on the Adobe XD app for mobile and the other through linking the Adobe XD prototype to the user then asking them to share their screen through Discord, a voice chat app.

Key Findings

- The general design of Tide brought some positively surprising reactions, many of which did not think this was a BBC app, and instead mistook it for a modern streaming company like Netflix or Funimation
- The dashboard was fairly easy to navigate with all users as they had familiarity with other streaming apps of similar layouts
- The Share/Party feature was fairly straight forward for most of the users to use, however one minor issue were that some users did not notice they had to scroll down to add shows to the queue
- The text size in the Chat window of the Share feature was too small for users to read

Goals

Goal 1

See how the target audience feels about the design.

Understanding how the design visually feels to the end users will help prove whether or not it is suitable for their needs.

Goal 2

Identify any negative points of interest users may come across in the app.

Finding any design flaws or errors in the app is a top priority, once these issues have been found, user feedback will help make changes to the design and prevent any errors upon release.

Goal 3

View the opinions of the users about the Party/Chat feature.

Being one of the standout features of the Tide App, receiving feedback on the Party/Chat feature will help determine the usefulness and appeal of the feature to the specific target audience. It will also serve as a test to see how easy it is to navigate the feature.

Goal 4

Identifying any pain points or quirks of the app that may need adjusting.

This goal will help smooth out any issues relating to confusion or frustration, anything that will hinder the user's experience when navigating the app.

Methodology

Introduction

All participants were given a brief introduction to the Tide App and the overall usability goal of the test. Each participant was asked a few questions relating to themselves to determine if they were in the eligible target audience.

Each participant was given a list of 4 tasks to complete. Each task pinpointed an important navigational path that a user would complete once the app was live. When the test was over the participants were asked a few questions on what they thought of the app.

Tasks

You want to watch your favourite show 'Top Gear' and wish to watch the 4th episode on your own.

You want to watch an episode of 'Top Gear' with your friends online, create a chat room and watch the show together.

You heard a funny quote in the show you and your friends are watching together online, you wish to share that quote with them in the chat to remind them how funny it was.

You have found an interesting documentary but want to watch it later, bookmark the show then "later on" find and open the show.

Post-Test Questions

1. On a scale of 1 to 10 how do you rate the overall visual design of the app?
2. On a scale of 1 to 10 how easy was it to navigate the app?
3. On a scale of 1 to 10 how readable did you find the visuals and icons?
4. What did you think of the Party/Chat feature? Would you use it?
5. What part of the app did you find confusing/frustrating?
6. What part of the app did you find was your favorite?
7. If you could change anything in the app what would it be?

Results

Overall Visual Design

7.2/10

Participants gave the visual design an average of 7.2/10

7.8/10

Participants scored a 7.8/10 for ease of navigation

7/10

Participants scored images and icons an average of 7/10

100%

of participants found the design to be familiar with another streaming app

Good

- Most participants were very familiar with the app's layout
- Most participants like the new branding for the app
- Participants found it easy to navigate through to each page

"This is such an easy layout, it reminds me of Funimation."

Bad

- One participant needed more details on the show cards as some of the image's text were hard to read/distinguish what show it was
- Some participants found some of the font too small to read especially during the descriptions of each show

"I can kinda tell what show this is just from looking but it needs some sort of text description."

Results

Watch/Show Pages

100%

of participants were able to bookmark a TV show

80%

of participants had difficulty finding the close button

60%

of participants had issues reading the description text

20%

of participants thought the bookmark button on the show page would take them to bookmark page

Good

- All participants recognised the bookmark icon
- Most participants were able to navigate to a show and watch it on their own
- Participants liked the simplicity of the show page displaying only the important details

"The show pages are very clean, I love how easy it is to quickly watch a show."

Bad

- Some participants found it difficult to find the close button on the individual show pages due to contrast issues with the background image
- The show description text was only barely readable to participants
- One participant thought the bookmark button in the show page would take them to the bookmark page instead of just bookmarking it

"It took me a second to try and figure out how to leave the show page, I could barely see the close button."

Results

Share/Party Page

100%

of participants could navigate with ease to the share page

80%

of participants could efficiently create a party chat and start sharing content

40%

of participants wanted a microphone mute button in the voice chat tab

60%

of participants thought the text bubbles were too small to read in the chat window

Good

- Participants thought the idea of watching with friends on the share page was a cool idea
- When the participants landed on the share page it was very straightforward for them to create a room and watch
- Participants found the iconography in the Share feature understandable

"The Share feature is a really cool idea!"

Bad

- Some participants found the font size and bubbles in the chat window to be too small to read
- It took some time for participants to figure out they had to scroll down in the 'Create a Room' page to start adding to the queue and share the content
- 2 users pointed out that a microphone mute button should be present on the voice chat tab

"The chat feature really needs a microphone mute button, I don't want to hear other people's things in the background while I watch."

Bugs & Issues

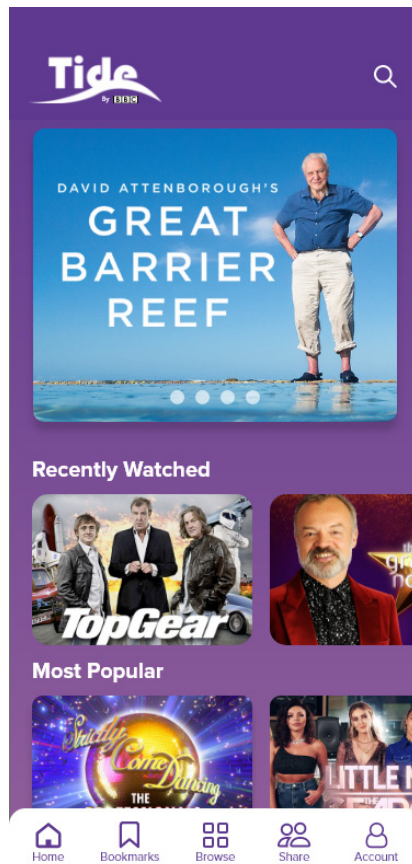
- Participants found some TV show cards hard to read just by the visual banner of the shows on the home page
- As stated by some of the participants the font size of the chat feature was too small to read on mobile
- In the 'Create a Room' page some users took a while to figure out that they had to scroll down and add a show to the queue before launching the Share functionality

Recommendations & Action Items

- 1 user reported that they could barely tell what TV show was on a specific card, the card in question was the TV show 'Ghosts' that had their text hidden among the images making it hard to make out on smaller screens. On the home screen each TV show card should have a text description underneath so users are able to easily read what each show is rather than deciphering each show card's branding
- In the Party/Chat feature 2 users pointed out that there should be a microphone mute button added to the chat especially during video sharing. This feature would allow for more privacy for each chat member but also give them the option to avoid audio interruptions during screening
- In the chat window 3 users noted that the font size of each speech bubble was too small to read. I'll have to increase the size of the speech bubbles and their font sizes to make it more readable

Recommendations & Action Items

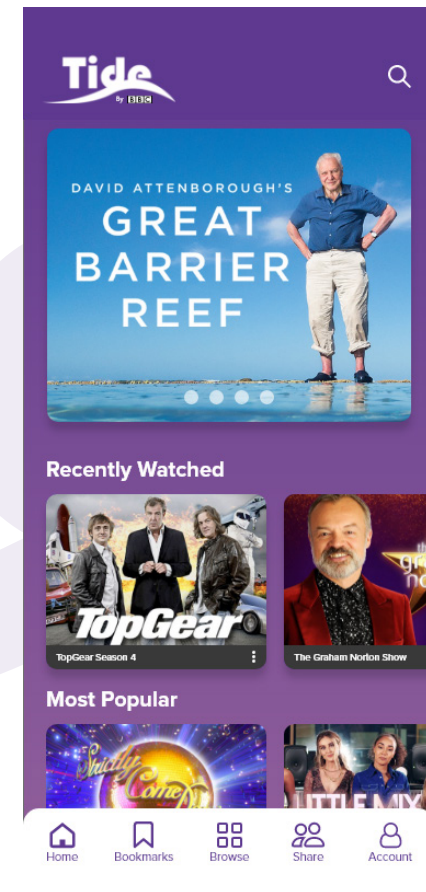
Before



Home Page Changes

- After one user reported the show cards hard to read, I added a dark grey tab under each card with the title of each show for easy readability
- Added an options button on each of the grey tabs for users to quickly bookmark or play the show

After



Recommendations & Action Items

Before



Show Page Changes

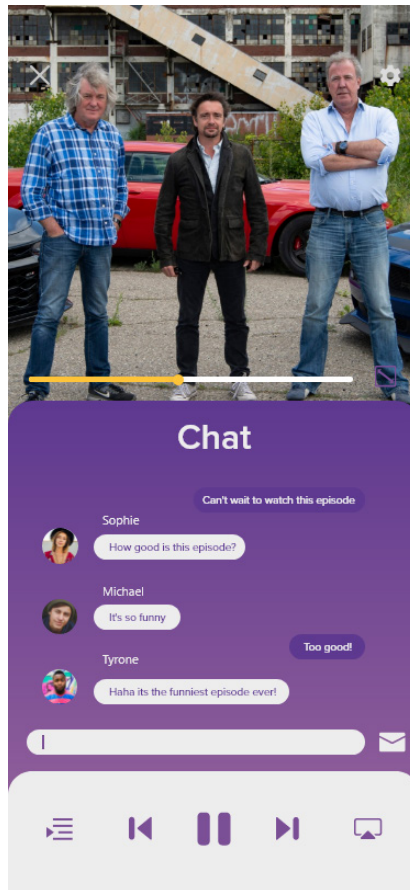
- Increased the opacity and color of the close button, added a background shadow to create more contrast from the show cover art
- increased the font size of the description text to make it easier to read
- added a total runtime counter next to the title of the show

After



Recommendations & Action Items

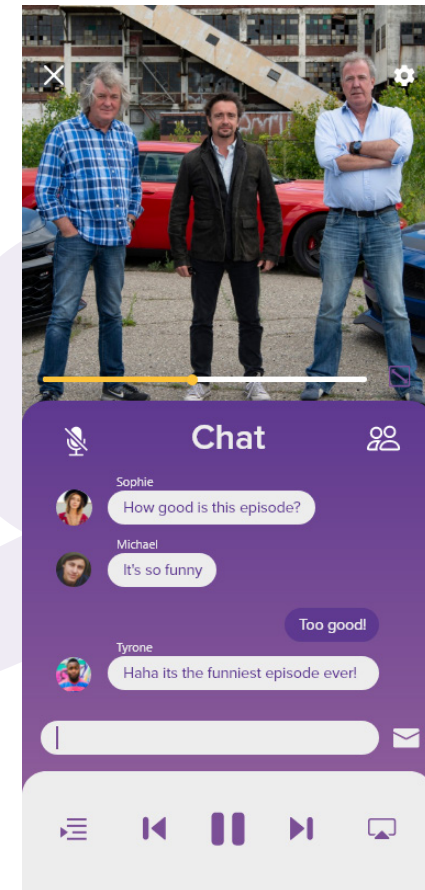
Before



Chat Page

- Increased the font size and the speech bubble size of the chat window to make it more readable
- Added a microphone mute button and a return to voice chat button to navigate the Share page easier
- Increased the color and contrast of the close and settings icons the same as the Show page

After



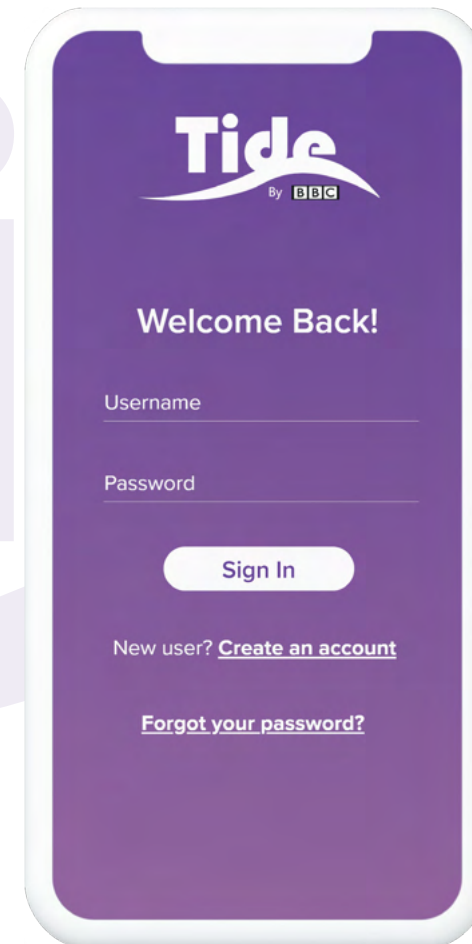
Final Design

Final App Design

Splash Page

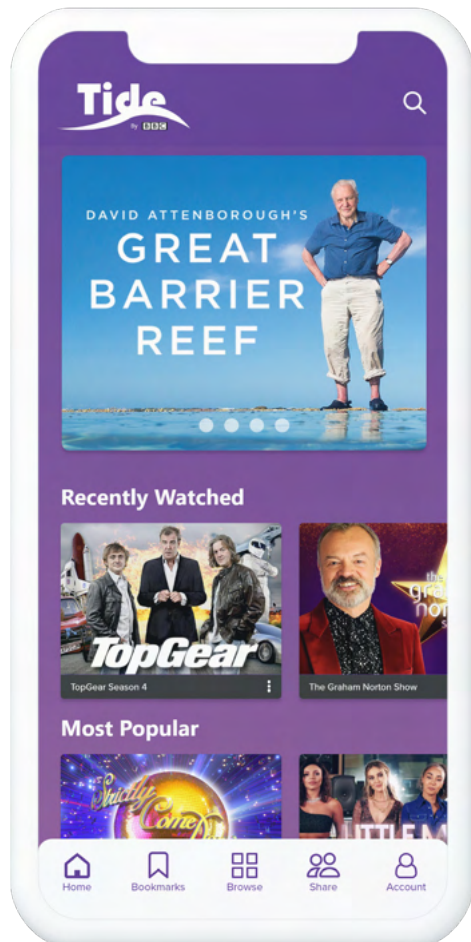


Sign-In Page



Final App Design

Home Page

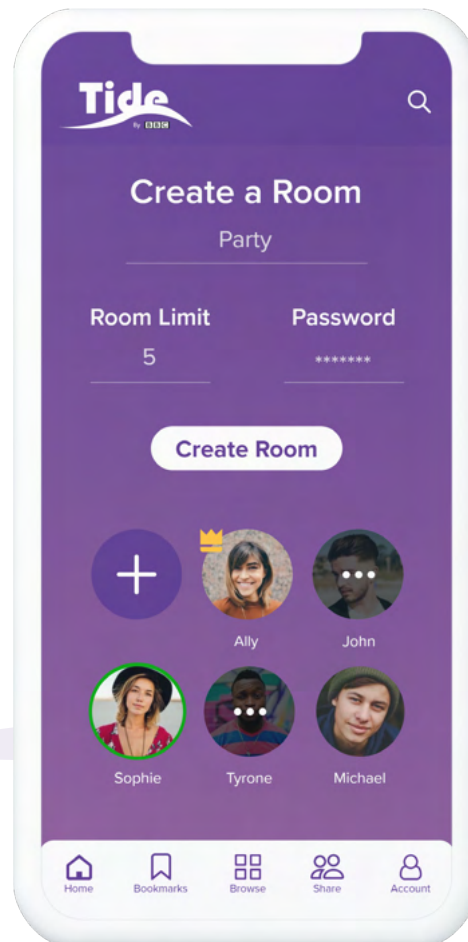


Show Page



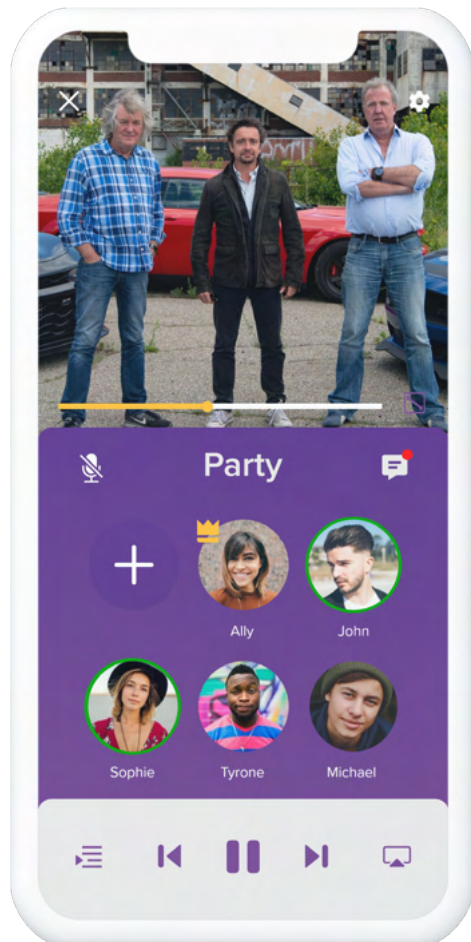
Final App Design

Share Page



Final App Design

Party Page



Chat Page

