



# Flix Pix

One place for all of your streaming services

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# Table of Contents

## Section 1

Study Details

## Section 2

Themes

## Section 3

Insights & Recommendations



# Study Details



# Project Background

Flix Pix is a movie and tv show discovery service that primarily allows users to browse all of their streaming services in one place. Users can select all of the streaming services they are subscribed to, browse what is currently streaming as well as upcoming, create watchlists, and find recommendations based on interests and ratings.

Most video platforms have gone digital today with the ability to watch what you want, whenever you want. The down side to this is that so much content is available, making it hard to find interesting or new content across all the platforms a user may be subscribed to. Flix Pix aims to fix this with it's machine learning algorithm, which serves and recommends content within a user's streaming subscriptions based on what a user has previously watched and rated.



# Research Goals

- Determine if users want to access all of their streaming subscriptions in one place
- Determine if exploring all streaming services in one place helps people find new and interesting content to enjoy.



# Study Details

## Questions

1. Can users add their streaming services in one place?
2. Can users seamlessly explore all current and upcoming content across their streaming service subscriptions?
3. Can users create and use watchlists of new and interesting content from their subscribed streaming services?
4. Are users interested in using a title rating feature to rate what a user has seen and find new titles across subscribed streaming services via recommendations?
5. Do users come to Flix Pix as a launching point to watch titles on their subscribed streaming services? How often?

## Participants

Participants are people who subscribe to multiple streaming services and watch movies or TV shows at least 3 times per week where each viewing session lasts at least 1 movie or show episode.

- 5 Participants
- Ages 30 - 70

## Methodology

Each participant was tasked with completing a series of 5 prompts to explore core features of the Flix Pix app.

- Moderated usability study
- 25 - 45 minutes
- USA, on location



# Prototype & Testing

The low-fidelity prototype for Flix Pix was tested and can be viewed at the following link:

[Flix Pix - LoFi Mockup](#)



# Themes

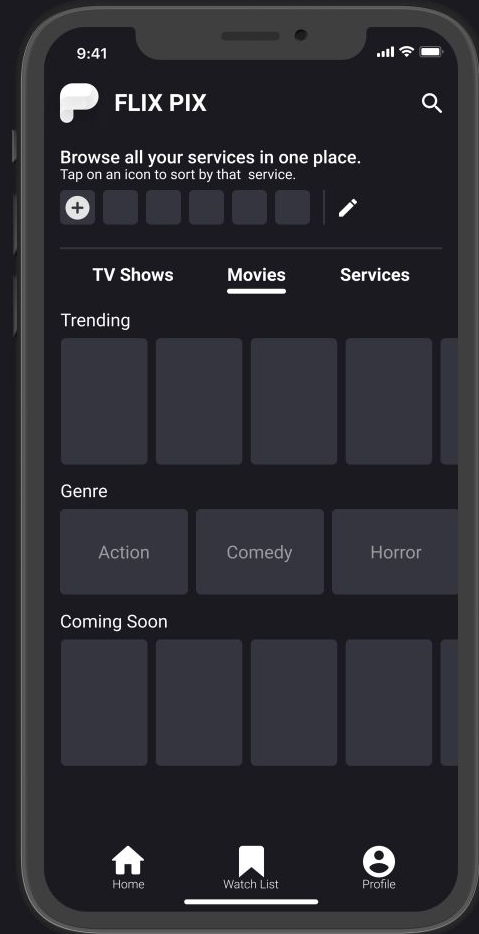




# People do want the ability to access their streaming services in one place

Supporting evidence from the usability study

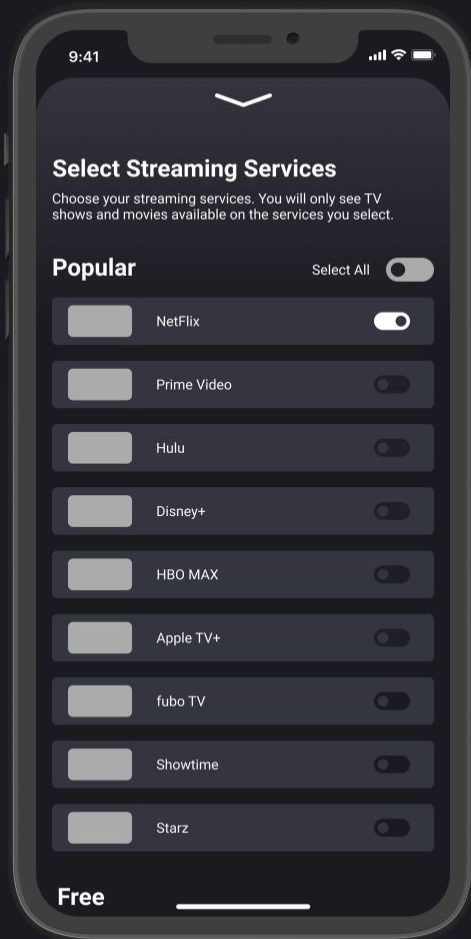
- 5 out of 5 participants expressed interest and usefulness of accessing all their streaming services in one location.



# People want to effortlessly add and remove their streaming services

Supporting evidence from the usability study

- 4 out of 5 participants were able to easily add and remove their streaming services on the app.



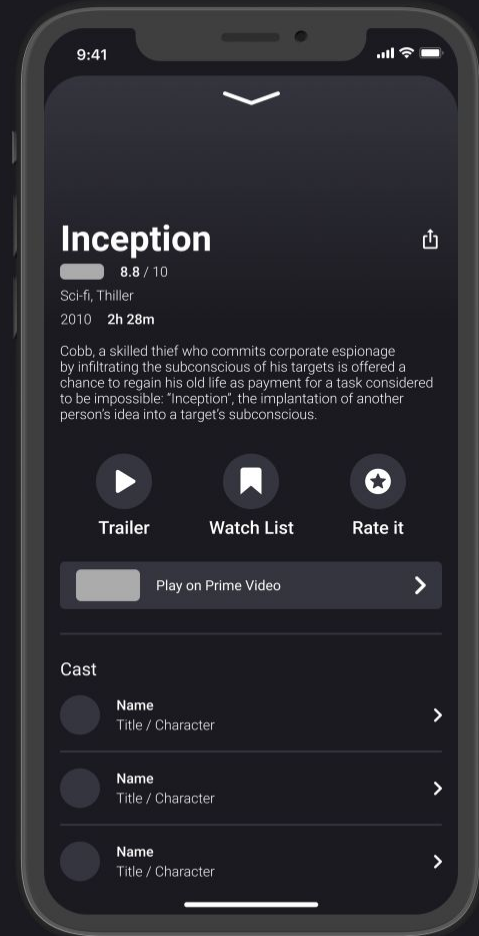
# People want to see and engage with lots of details related to titles of interest

## Supporting evidence from the usability study

- 5 out of 5 participants said it was easy to find more details about a title of interest. However, they wanted more topics of information.

“I’d like to see bios for cast, crew, and trivia for the titles.”

“I’d like to see what a title is rated as well as reviews in addition to the cast section.”



# Insights & Recommendations



# Research Insights

Overall, the mockup is very clean and organized, but text size and the services feature are too small

It's not immediately clear on where to start with the app or how to initially add streaming services to the app

Users expect an "X" to close pull up overlay pages instead of down arrows

Main navigation needs a larger area and clear shading to show the users current location

There is some confusion around the word "Services" when referring to streaming services

All users found it easy to find more details about a title, but wanted to see more information such as cast, bios, ratings, reviews, and trivia

Some users found it confusing to have the services selection on all main pages instead of one single page focused on the streaming services

All users see the usefulness and benefit of accessing all their streaming services in one location



# Recommendations

- Adjust primary navigation bar to clearly show where a user is at all times in the app.
- Devote a single app page to selecting / editing the user's streaming services.
- Update all pull-up overlay pages to close with an "X" instead of down arrows.
- Increase text size and scale up app features overall throughout the app.
- Adjust copy to more clearly refer to "Steaming Services".



# Thank you!

Connect with me if you have questions  
or want to explore working together.

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