



Usability Study Report

17-19 Feb 2020 | Conducted by Zapr Design Team

Supported by Human Factors Research & Design

Research Objectives

01

CURRENT BEHAVIOUR

Study to gather insights into Current behavior of target participants with regards to consumption of entertainment content online, social influences and their ecosystem

02

USABILITY

Usability testing of Dekho App to understand the interactions, ease of use, navigation, acceptance, appeal and overall look and feel

03

IMPROVEMENTS

Gather insights into how the app can be made more engaging.

04

BEHAVIOUR PATTERNS

Evaluate the current trends and patterns of consuming content.

Methodology & Protocols



Personas

Characters created with insights from research on likely users, in order to **represent the different user** types that might use the Dekho App



Screener

Based on the personas we built a recruitment screener to recruit the **right set of participants** for this study. The screener included various **behavioral and demographic questions.**



Participant Profile

Based on the screener we evaluated the participants on the basis **Dekho vs. Non-Dekho users and other Demographics** to finalise the 10 participants for this study.



Test Setup & Protocol

Script and Rating Scales, Mobile phone with Dekho app and camera capturing the facial behaviour of the user and screen capture of the mobile phone to capture click paths, audio of the test room all recorded in one file.

Personas

The target audience
personas were created to
interview the right users for
their feedback



Kabir Singh

28 | M | Marketing Analyst | Bengaluru | 10 LPA

Outgoing personality, likes to be around people. His idea of relaxation is putting on a movie or an engaging TV series. Aims to watch IMDB top 100 movie list. Always stays on top on new releases and TV shows. Definitely makes it a point to watch all Steven Spielberg movies.

LIVING STATUS

Lives with Friends in a Shared Apartment

INTERNET ACCESS



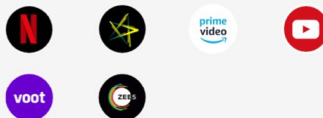
DEVICES HE OWNS

Android Smartphone, Chromecast, iPad, Smart TV

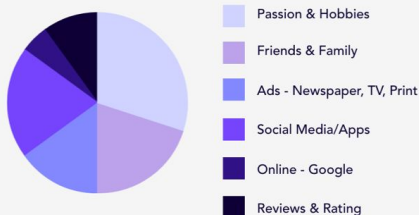
HOBBIES

Travelling
Watching Movies, TV Series
Fitness Enthusiast

MEDIA SUBSCRIPTIONS



INFLUENCERS



FREQUENCY OF WATCHING



HOURS SPENT WATCHING



STREAMING CONTENT LANGUAGES

Hindi
English
Punjabi

CONTENT AFFINITY



NO. OF INSTALLED APPS



SOCIAL MEDIA PRESENCE



Screeners

Through the screening process we could get filter out the participants who mach our user personas

17. List down the **languages** you stream content in

- | | |
|-------------------------------------|------------------------------------|
| ☐ English | ☐ Malayalam |
| ☐ Hindi | ☐ Marathi |
| ☐ Kannada | ☐ Gujarati |
| ☐ Tamil | ☐ Bhojpuri |
| ☐ Telugu | ☐ Bengali |
| ☐ Korean | ☐ Chinese |
| ☐ Spanish | ☐ Arabic |
| ☐ Portuguese | ☐ French |
| ☐ Russian | ☐ Turkish |
| ☐ Japanese | ☐ Urdu |
| ☐ German | ☐ Others |

18. Do you **download** apps from playstore?

- ☐ Yes ☐ No (Terminate)

19. How **many apps** would you be having in your phone at present?

- ☐ 0-10 ☐ 10-20 ☐ 20-40 ☐ 40-80 ☐ 80-100 ☐ 100+

20. List the **apps** you use from the following

- | | |
|------------------------------------|-----------------------------------|
| ☐ Dekho | ☐ Twitter |
| ☐ Facebook | ☐ LinkedIn |
| ☐ Instagram | ☐ TikTok |
| ☐ Whatsapp | ☐ Snapchat |

21. Mark your **Hobbies**

- | | |
|---|---|
| ☐ Watching Movies or Shows | ☐ Gardening |
| ☐ Travelling | ☐ Politics |
| ☐ Photography | ☐ Shopping |
| ☐ Reading Books | ☐ Fitness Enthusiast |
| ☐ Cooking | ☐ Painting |
| ☐ Playing Guitar | ☐ Others |
| ☐ Listening to songs | |

How would you rate the following statements pertaining to your usage?

22. I generally watch shows or movies recommended by my friends and family

1	2	3	4	5	6	7
☐	☐	☐	☐	☐	☐	☐
Disagree Strongly				Agree Strongly		

23. I search for latest shows/movies around my hobbies (e.g. cooking).

1	2	3	4	5	6	7
☐	☐	☐	☐	☐	☐	☐
Disagree Strongly				Agree Strongly		

24. I liked the ad I saw about the show or movie, hence I decided to watch it

1	2	3	4	5	6	7
☐	☐	☐	☐	☐	☐	☐
Disagree Strongly				Agree Strongly		

25. I saw the show/movie trailer in my social media feed, hence I decided to watch it

1	2	3	4	5	6	7
---	---	---	---	---	---	---

Recruitment Criteria

Gender	Male	4
	Female	4
Age	>20-30	4
	30-40	4
Living Status	Single	4
	Family	4
Dekho App	User	4
	Non-User	4

1. Do you or anyone in your family work or are related to any of the employees at Zapr?

- ☐ Yes (Terminate) ☐ No (Continue)

2. GENERAL

First Name	
Last Name	
Email Address	
Phone Number	
Primary City	
Primary State	

2. Gender

- ☐ Male ☐ Female ☐ Others

3. Age

- ☐ 17 or under ☐ 18 to 20 ☐ 21 to 29 ☐ 30 to 39 ☐ 40 to 49 ☐ 50 and above

4. Occupation

- | | |
|---|---|
| ☐ Senior Management Professional | ☐ Semi and Unskilled Labor |
| ☐ Managerial | ☐ Clerical |

- | | |
|---|-------------------------------------|
| ☐ Administrative Technical | ☐ Student |
| ☐ Engineering | ☐ None |
| ☐ Scientific Skilled | ☐ Technician |
| ☐ Labor | ☐ Other |

5. What's your **current living** status?

- | | |
|---|---------------------------------|
| ☐ With Family | ☐ Single |
| ☐ Shared Living with Friends/Flatmates | ☐ Other |
| ☐ Hostel | |

6. Do you own/use an **android phone**?

- ☐ Yes (Terminate) ☐ No (Continue)

7. Does your phone have **4G connection**?

- ☐ Yes (Terminate) ☐ No (Continue)

8. What are the **devices** you currently own/use?

- | | |
|-----------------------------------|-------------------------------------|
| ☐ TV | ☐ Tablet |
| ☐ Smart TV | ☐ Firestick |
| ☐ Laptop | ☐ Chromecast |

9. Do you **stream content online**?

- ☐ Yes (Terminate) ☐ No (Continue)

Participant profiling

The final participants were selected on the basis of the screener, Dekho vs. Non-Dekho users and other Demographics to finalise the 10 participants for this study.

Participant Profile

S.No	Full Name	List down the entertainment apps you currently are subscribed to (free or premium, both; select all that apply)	List down the languages you stream content in? (Select all that apply)	Do you download apps from the Google Play Store?	How many apps (approximately) would you be having on your phone at present?	List the apps you use from the following	Mark your Hobbies	I generally watch shows or movies recommended by my friends and family	I search for latest shows/movies around my hobbies (e.g. cooking).	I liked the ad I saw about the show or movie, hence I decided to watch it	I saw the show/movie trailer in my social media feed, hence I decided to watch it	The ratings and reviews inspire me to watch a show/movie.
P1	Joshua George	Netflix, Amazon Prime, Hotstar	English, Hindi	Yes	40-80		Watching Movies or Shows, Travelling	5	7	3	5	6
P2	Deb Sarkar	Netflix, Amazon Prime, Hotstar, Voot, Sony	English, Hindi	Yes	10-20		Watching Movies or Shows, Cooking	5	6	6	7	6
P3	Debrupa Banerjee Gandhi	Netflix, Amazon Prime, Hotstar, Jio Cinema, Voot	English, Hindi	Yes	40-80		Watching Movies or Shows, Travelling, Reading Books, Cooking	5	6	5	3	6
P4	Apoorva Chandrakanth	Netflix, Amazon Prime, Hotstar, Youtube	English, Hindi, Tamil, Malayalam	Yes	40-80		Watching Movies or Shows, Travelling, Reading Books, Fitness Enthusiast	7	2	7	5	7
P5	Saquib	Amazon Prime, Hotstar, Voot	English, Hindi, Tamil, Malayalam	Yes	10-20		Watching Movies or Shows, Travelling, Cooking	7	2	4	7	1
P6	Raj Suman	Netflix, Amazon Prime	English, Hindi	Yes	20-40		Watching Movies or Shows, Cooking	6	6	6	6	4
P7	Jagdish	Amazon Prime, Youtube	English	Yes	20-40		Watching Movies or Shows	5	3	5	3	5
P8	Sherlie Durai	Netflix, Amazon Prime	English, Hindi, Tamil	Yes	10-20		Watching Movies or Shows, Reading Books	4	2	6	6	7
P9	Vidhya Deepa	Netflix, voot	English, Hindi	Yes	40-80		Watching Movies or Shows, Dancing	5	2	2	4	5
P10	Gautham Gopi	Amazon Prime	Kannada, Telugu	Yes	20-40		Photography	5	2	6	6	3

User Profiles



Review Reliant

Joshua George

21-29 | M | Employed Full-Time|
Dekho User

Joshua streams content in **English and Hindi**. He generally streams on his monitor using chromecast and very rarely on phone. He has subscriptions to **Netflix (Paid)**, **Amazon Prime (Paid)**, **Hotstar (Paid)** and Youtube (Free)



Middle-Aged User

Deb Sarkar

30 -39 | M | Employed Full-Time|
Dekho User

Currently **living with his family**. He streams content in **English, Malayalam and Korean**. He generally streams on his phone or laptop. He has subscriptions to **Netflix (Paid)**, **Amazon Prime (Paid)** , **Hotstar (Free)** , **Jio Cinema (Free)** , **Voot (Free)** and Youtube (Free)



Movie Buff

Debrupa Banerjee Gandhi

21-29 | F | Employed Full-Time|
Dekho User

Currently **living with her husband**. She streams content in **English, Hindi and Bengali**. She generally streams on her smart tv or phone. She has subscriptions to **Netflix (Paid)**, **Voot (Free)**, **Hotstar (Free)**, **Hoichoi (Free)** and Youtube (Free)



YouTube Lover

Apoorva Chandrakanth

21-29 | F | Employed Full-Time|
Non-Dekho User

Currently **living with her husband**. She streams content in **English, Hindi, Tamil and Malayalam**. She generally streams on her phone or smart TV. She has subscriptions to **Netflix (Sharing account)**, **Amazon Prime (Paid)**, **Hotstar (Paid)** and Youtube (Free)

User Profiles



Student

Saquib

21-29 | M | Student |
Dekho User

Currently **living with his family**. He streams content in streams content in **English, Hindi, Tamil and Malayalam**. He generally streams on his phone, TV or Laptop. He has subscriptions to **Amazon Prime (Brother's Account), Hotstar (Paid) and Youtube (Free)**



YouTube Lover

Raj Suman

21-29 | M | Employed Full-Time |
Dekho User

Currently **living with his friends/flatmates**. He streams content in **English and Hindi**. He generally streams on his smart TV and rarely on phone or laptop. He has subscriptions to **Netflix (Paid), Amazon Prime (Paid), Hotstar (Paid) and Youtube (Free)**



Regional Content

Jagdesh

30-39 | M | Employed Full-Time |
Non-Dekho User

Currently **living with his family**. He streams content in **English, Hindi and Kannada**. He generally streams on his phone or laptop. He has subscriptions to **Amazon Prime (Paid), Hotstar (Free) and Youtube (Free)**



Free Content

Sherlie Durai

21-29 | F | Unemployed |
Non-Dekho User

Currently **living with her friends/flatmates**. She streams content in **English, Hindi and Tamil**. She generally streams on her laptop. She has subscriptions to **Youtube (Free)**

User Profiles



Regional Content

Vidhya Deepa

21-29 | F | Employed Full-Time|
Non Dekho User

Currently **living alone**. She streams content in **English, Tamil and Hindi**. She generally streams on her phone. She has subscriptions to **Netflix (Brother's Account), Voot (Free) and Youtube(Free)**.



Regional Content

Gautham Gopi

30-39 | M | Employed Full-Time|
Non Dekho User

Currently **living alone**. He streams content in **English, Kannada and Telugu**. He generally streams on his phone or desktop. He has **Netflix, Amazon Prime (Paid) , Hotstar (Free) and Youtube (Free)**.

Test Setup

- Usability tests were Conducted on **Feb 17th – 19th in 1-on-1 sessions.**
- Mobile Usability lab was created within the Zapr facility; converting 2 conference room to test room and an observation room.
- All sessions were viewed live by the team in the observation room.
- **Session length = 50 – 60 mins**
- Briefed participants and asked background questions.
- Gathered insights into **participants current behavior and consumption of entertainment content online, social influences and their ecosystem**
- **Performed various tasks using Dekho App** as per the script to understand the interaction, ease of use, navigation and expectations
- A Note taker **captured the task click paths, participant's feedback and their ratings for analysis & evaluation.**
- The participant's **facial expressions** while performing the tasks were also noted
- At the end of each session, **debriefing of each study** was done to analyse, understand and align findings to the study objectives
- Recorded all sessions for final analysis, reporting and archival purposes.

Scripting

A research study detailed script was created to be followed while conducting the interviews.

All the tasks to be given to the users section wise was laid out in detail.

OBJECTIVE : To understand the watchlist and click to watch now feature interaction	
QUESTION/TASKS	OBSERVATIONS
TASK 11 (1 MIN) Imagine you are sitting in a cab, you found a show/movie interesting. - How would you save it to watch later? - How would you save it using Dekho? <i>(if not done using Dekho)</i> - Was that particular icon clear to you? <i>(Show them the watchlist icon)</i>	- Observe how they are saving the show/movie. - Observe if they know where to find their watchlist - Observe if they are understanding "click to watch"
TASK 12 (1- 2 MINS) You had saved a few movies to your watchlist earlier, Can you play one of those movies? - What do you think about the flow? - Is there anything that can be done to make it easier?	Capture click paths and note if the user completed task 1 and 2 successfully, if not show them and gather feedback

OBJECTIVE : To understand if the user knows how the homepage content gets populated and how they can change the settings accordingly	
QUESTION/TASKS	OBSERVATIONS
TASK 17 (2-3 MINS) Initially you had selected certain preferences in Genres, Languages and apps. I would like you to change the preferences - Capture click paths and note if the user completed the task successfully, - What do you think about the flow? Is there anything that can be done to make it easier? - Please share your experience. What do you think can be done to make it better?	Observe if they can find the update interests option

OBJECTIVE : To understand if the user knows how to check their ratings	
QUESTION/TASKS	OBSERVATIONS
TASK 18 (2-3 MINS) You rated some movies earlier. Now let's go and find the list of all the shows/movies you have rated? - Capture click paths and note if the user completed the task successfully, - What do you think about the flow? Is there anything that can be done to make it easier? Now let's find your top rated genres. <i>(Please not if the user found the Taste-o-meter, If yes)</i> - Please share your experience. What do you think can be done to make it better? Now let's say you want to give feedback to the Dekho team about the app. Show me how would you do that <i>(Please not if the user found the Feedback section, If yes)</i> - Please share your experience. What do you think can be done to make it better?	Observe if they can find their ratings.

OBJECTIVE : To understand if the user can search a show/movie easily	
QUESTION/TASKS	OBSERVATIONS
TASK 15 (2-3 MINS) Imagine that you are sitting with your friends, and suddenly you start discussing a show/movie you had seen sometime back and you want to watch that show/movie again. Please search for that show/movie using Dekho. - Capture click paths and note if the user completed the task successfully, if not show them and gather feedback - What do you think about the flow? Is there anything that can be done to make it easier? - What do you think about the way the search results are displayed? - What can be done to make it better? <i>(Show them the search results section)</i>	- Observe what are the key words they are using to search - Observe if they are getting at finding the end result.

Section 7 : Overall Ratings (1 MIN)

QUESTION/TASKS	
We have come to the end of the session. Thank you for your time. I would like to gather overall ratings of your experience while working with the Dekho app	
On a scale of 1 to 7, How easy or difficult was it to use the Dekho App.	
1 DIFFICULT	2 3 4 5 6 7 EASY
Please share your feedback on how we can enhance the ease of use :	
On a scale of 1 to 7, How was the navigation of the App	
1 UNSATISFIED	2 3 4 5 6 7 SATISFIED
Please share your feedback on how we can make it satisfied :	
On a scale of 1 to 7, How engaging and fun was it.	
1 NOT ENGAGING AND FUN	2 3 4 5 6 7 ENGAGING AND FUN
Please share your feedback on how we can make it engaging and fun :	
Thank you for your participation :)	

Summary - Current Behaviour



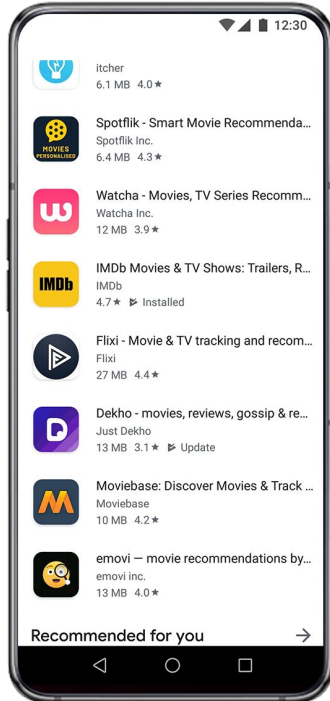
- **Most participants spend an average of 2-3 hours watching content online** daily and on weekends it ranges from **4-5 hours**. Weekend watching with friends and family is a natural behaviour for most.
- Most participants expressed **lack of interest** to access entertainment updates. It wasn't one of their key activities online.
- **None of the participants read entertainment updates or gossip sections.** It's not part of their daily routine or a primary behaviour. **When they chance upon it they read but they never go looking for it.**
- **Free content is popular and desired.** 5 out of 10 are not paying for online streaming applications. Sharing logins of Paid entertainment app with family/friends is normal.
- **10 out of 10 used youtube on a daily basis** for entertainment, sports, fitness, regional content, trailers, TED talks, Cooking, Tips, DIYs, Makeup tips and News.

Summary - Current Behaviour

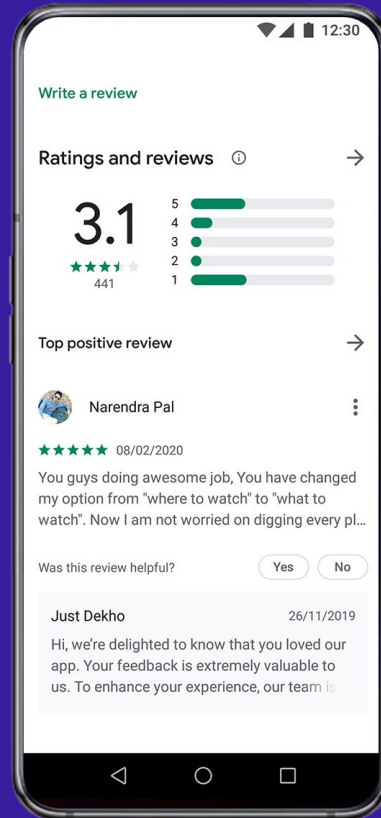
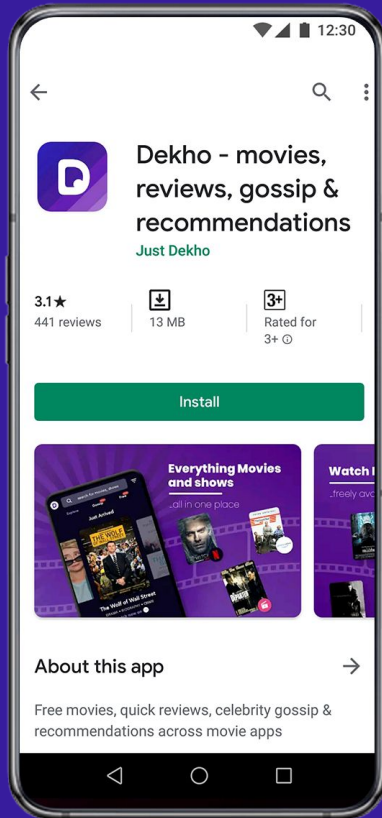
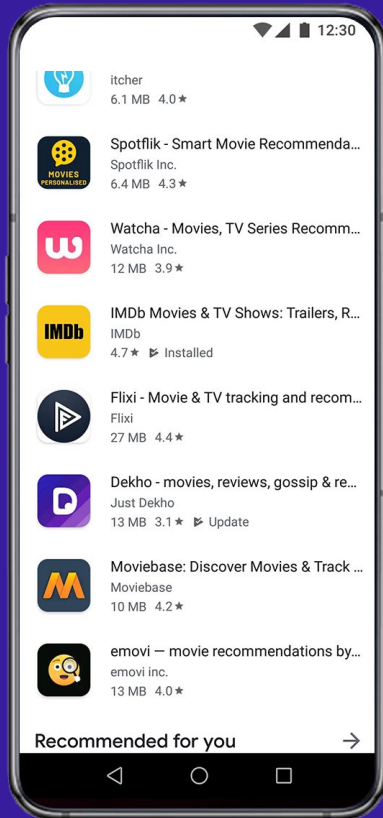


- **Phone, Laptop and TV** are widely used to stream entertainment content. Chromecast usage was found to be high.
- They **spend an average of 15 mins a day** to look for what to watch. The key motivations to decide what to watch is based on top ratings, cast & plot.
- **5 out of 10 read reviews**, however they do look at ratings. None of the participants write reviews.
- Factors like Recommendations from **Ads (online, newspaper), Hoardings, App Recommendations** influence the watching behaviour. The most important driver is **friends and family and word of mouth**. Other sources are popular content on Youtube and latest on Amazon Prime, Netflix etc.
- **5 out of 10 were regional content viewers** (Tamil, Kannada, Telugu, Malayalam, Bengali along with Hindi and English)

Summary - Initial Impressions



- Participants were asked to look for a movie recommendation/entertainment app in **Google Playstore**, at first instance, **none of the participants clicked on Dekho app, they clicked on - Taste, IMDB, Moviebase, Spotflix.**



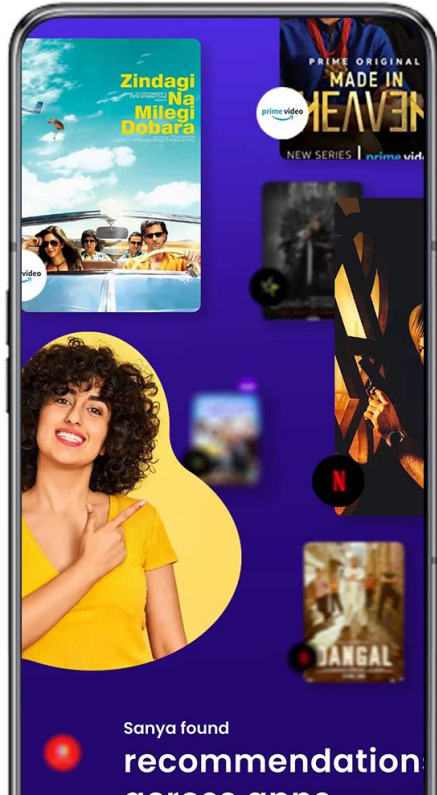
- Dekho **was not one of the top 5 amongst the search results.**
- Participants look for good ratings, no. of downloads, size to download an app.
- The description was unclear and **didn't give the clear idea of what the core functionality** of the app is.
- The word **“Gossip”, “OTT”, “Tailor Made”** and other descriptions were a put off.
- The creatives were not appealing and attractive.

Summary - Initial Impressions



- Upon install, it was unclear to most participants **what this app does**. **Too many options on the home page** made it confusing to the participants.
- Most participants **expected to see the recommendations of the onboarding selections in the homepage** (Carousel). On the contrary they saw **random recommendations** and other clickable choices like explore, free, gossip, movie reviews, just arrived making it confusing.
- All most all users were **excited to see the platform icons, IMDB ratings, free movie tag** on the platforms in the content description page & home page.

Tutorial



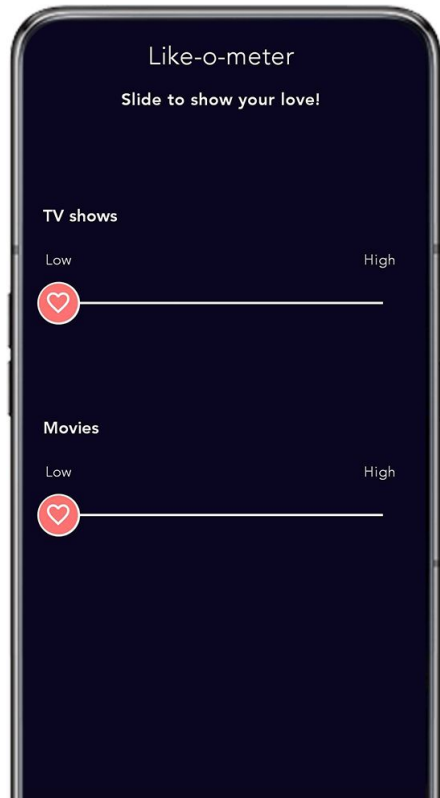
OBSERVATIONS

- **6 out of 10 users skipped** the tutorial section.
- The tutorial section was **unclear** and **not communicative** at first glance
- The **core functionality of the app was not communicated** and it was unclear if they can watch the movies here or if they are just recommendations.
- Participants couldn't find features like **“know what your friends are watching”** in the app, while it was present during the tutorial.

SOLUTION

- Based on the usability test findings and competitive analysis of the 5 tutorial sections of applications. **Redesign the tutorial section based on key functionalities, simple visuals, easy to understand text.**

Onboarding



OBSERVATIONS

- Almost **all the participants didn't like the onboarding section**, it was **lengthy and confusing**.
- The ease of use, navigation of the onboarding section was poor.
- Most participants found that the **onboarding section didn't have an end**.
- The experience with the **taste-o-meter, like-o-meter and absence of a "back" option added to the frustration**.

SOLUTION

- Based on the usability test findings **redesign the onboarding experience to make it intuitive, with a clear start and end interaction and reducing the selections**.

Gossip Section



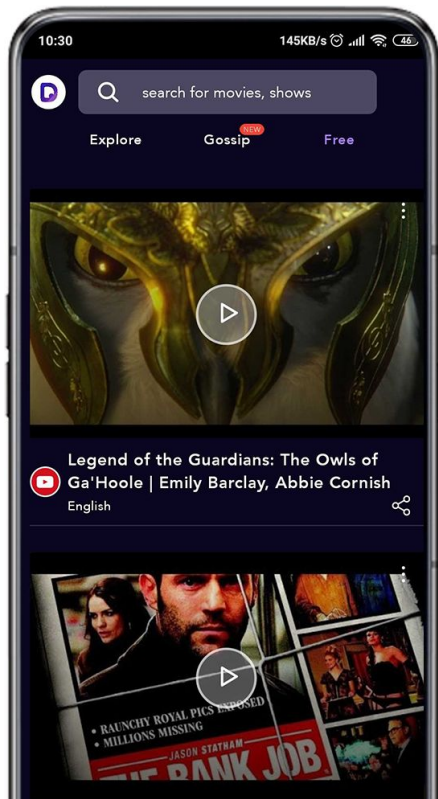
OBSERVATIONS

- All users understood the Gossip section - **but 9 out of 10 said that they wouldn't use the gossip section.**
- The **label gossip was not perceived positively.**
- Few of the users who selected regional language in onboarding - **found the gossip section in regional language, they didn't appreciate it and would always read in english itself.**
- **Newspoint** was found to be quite highlighted and users were inquisitive of what it is.

SOLUTION

- Based on the usability test findings **relook at the label for “Gossip” and come up with a label that is more acceptable to the target audience.**
- **This section need carry localized text script.**

Free Section



OBSERVATIONS

- **10 out of 10 users accessed free and liked the availability of free content.** But on playing the content **they didn't like the youtube player** opening up.
- The page design **was clear and easy to access.**
- Some people **expected to see free content from other apps** as well.
- Upon clicking the visual they wanted to **see more details** of the content.
- Almost **all users found it confusing** between the content displayed on free movies and the others in discover section.
- Almost **all the users didn't understand the selection of movies** in the free movies section as it was not aligned with their genre selections.

SOLUTION

Based on the usability test findings

- **Provide a clear description page**
- **Suggest to give free content from other apps as well**
- **Free section should align with the selections made during onboarding**
- **Redesign the player to match the Dekho branding**

Video Reviews



OBSERVATIONS

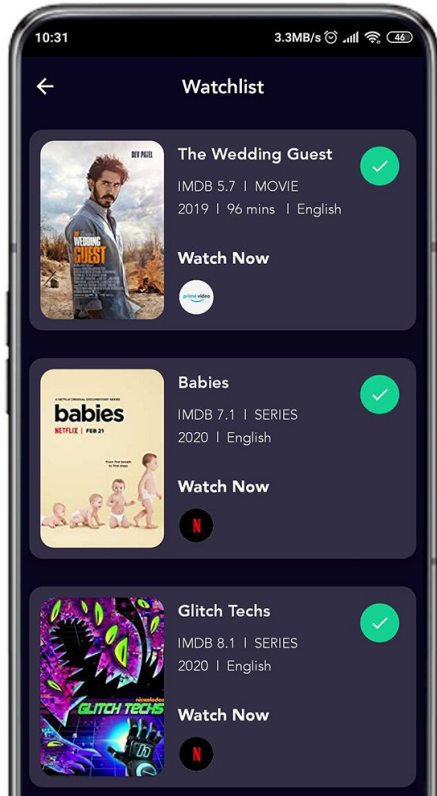
- Most users thought of the video reviews button to be a home, camera button, **it was not very appealing.**
- Videos of random movies review coming up was not liked by most of the users. **It was confusing as it didn't match their viewing behaviour** and selections.
- Almost all users were able to navigate to the video reviews section, the **interaction was found to be intuitive.**
- Participants didn't find the option to "like" the review useful.
- **"More Reviews" button** was perceived to **show more reviews of that particular movie.**

SOLUTION

Based on the usability test findings

- **The video reviews button placement and design needs to be relooked at.**
- **The reviews should be more aligned with the users selections.**

Watchlist



OBSERVATIONS

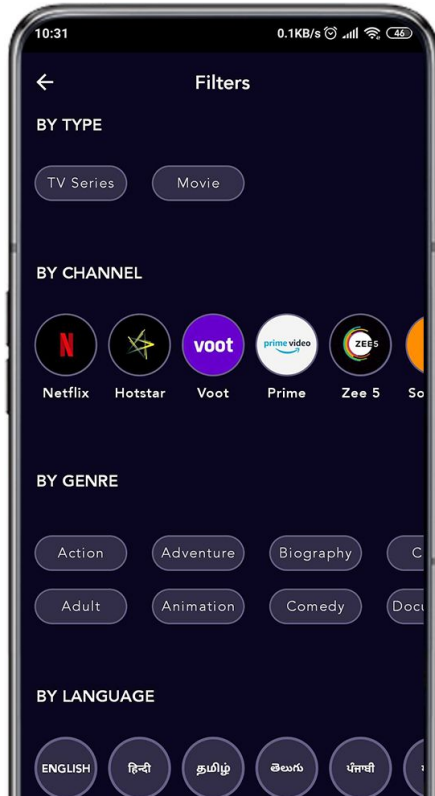
- 6 out of 10 **failed to find the watchlist.**
- Watchlist was **considered to be an important** feature.
- Most users went to profile to find the saved items or they went **to the star icon, perceiving it as favourites**

SOLUTION

Based on the usability test findings

- **Redesign the icon for watchlist to make it standard.**
- **Suggest to move the watchlist section in “Profile” screen**

Filters



OBSERVATIONS

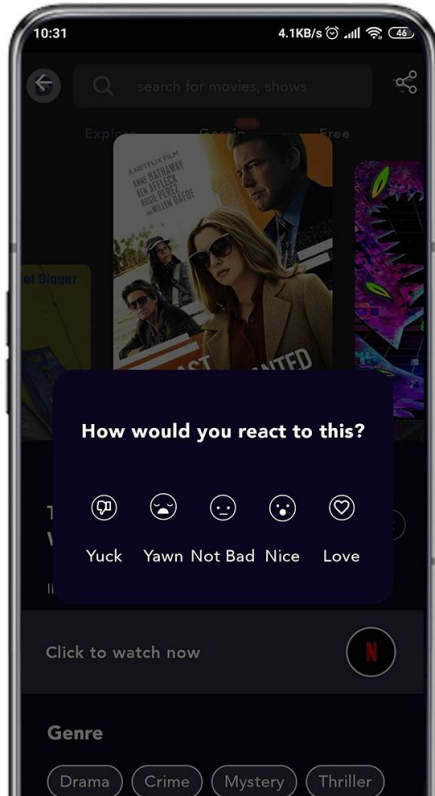
- 4 out of 10 participants **failed to find filters**. The others were able to **find the filters after several attempts**.
- Most of the participants **were looking for filters in the search page**.

SOLUTION

Based on the usability test findings

- **Suggest to provide filter options under search, just like “Google” , as it is the most learnt behaviour.**

Movie Ratings



OBSERVATIONS

- 5 out of 10 users **were able to rate movies from the content description page**. However at **first glance they thought of the star icon to be a favourite icon**.
- All the users **didn't understand the need** to rate.
- The “reactions” section was not used by any of the participants and was thought to be redundant.

SOLUTION

Based on the usability test findings

- **Suggest to remove the “Reactions Page” and star icon from the bottom navigation bar.**

Update Preferences



OBSERVATIONS

- All the users **went to profile page** to change their preferences, **however they couldn't find the update preferences button.**
- Overall the **profile section was not found to be very intuitive.**

SOLUTION

Based on the usability test findings

- **Redesign the “Profile” page to make the options clear and simplify navigation.**

Observations- Look & Feel

SOLUTION

Based on the usability test findings

Redesign and update the Dekkho app as per the suggestions to enhance the experience and navigations.

1

10 out of 10 participants expected the **Dekho logo** to be clickable to go home.

2

The filter icon was perceived as a **side menu**.

3

10 out of 10 participants liked the **information of which platform** they can watch it on.

3

4

Almost all the participants perceived the **video reviews button** as the home button or a camera opening icon and hence didn't click on it.

6

The **star icon** was perceived as favourites section.

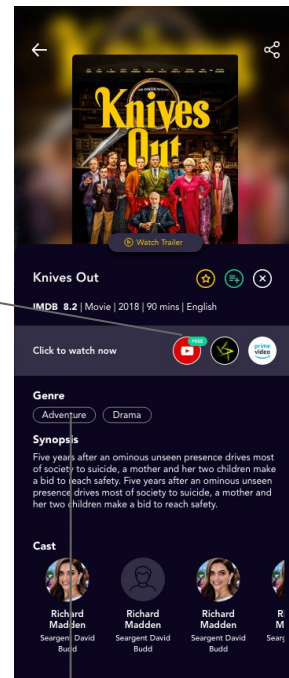
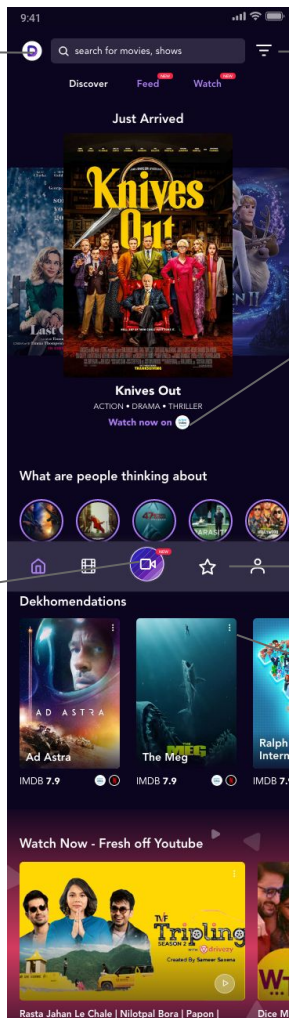
7

7 out of 10 participants didn't use the **3 dots to remove content**.

Almost all participants did a **long press to remove** a piece of content. In the end they removed it using the cross icon in the description page.

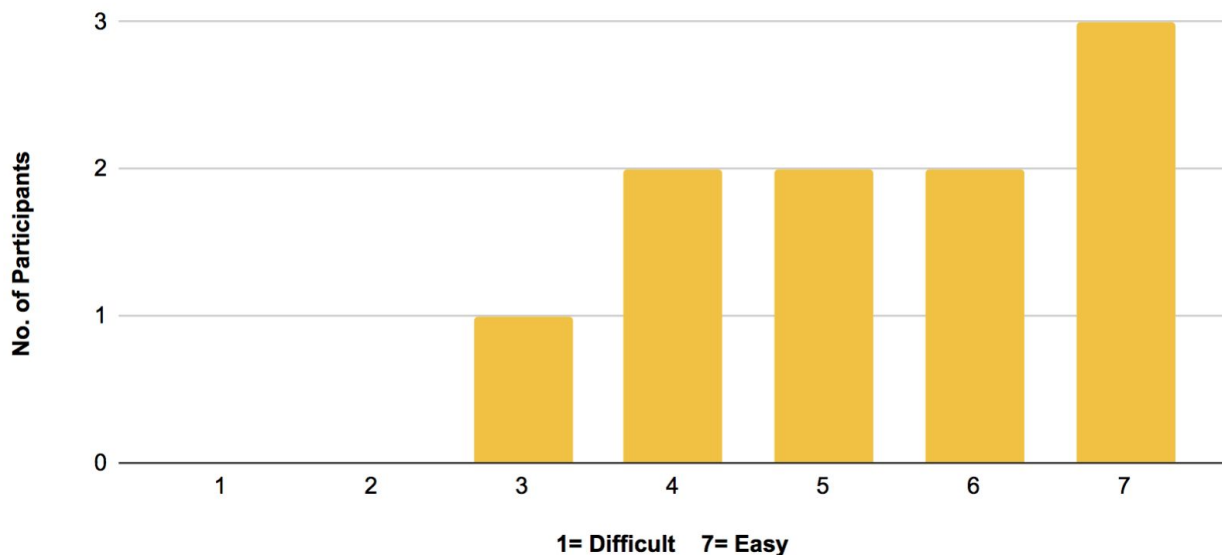
5

On the description page, the **genre tags** were assumed to be clickable by all participants.



Perceptions, Ease of use

On a scale of 1 to 7,
How easy or difficult was it to use the Dekho App.



"15-20 min required to
understand the app"

-P1

"I came for help in the app & I
had to search help on the app"

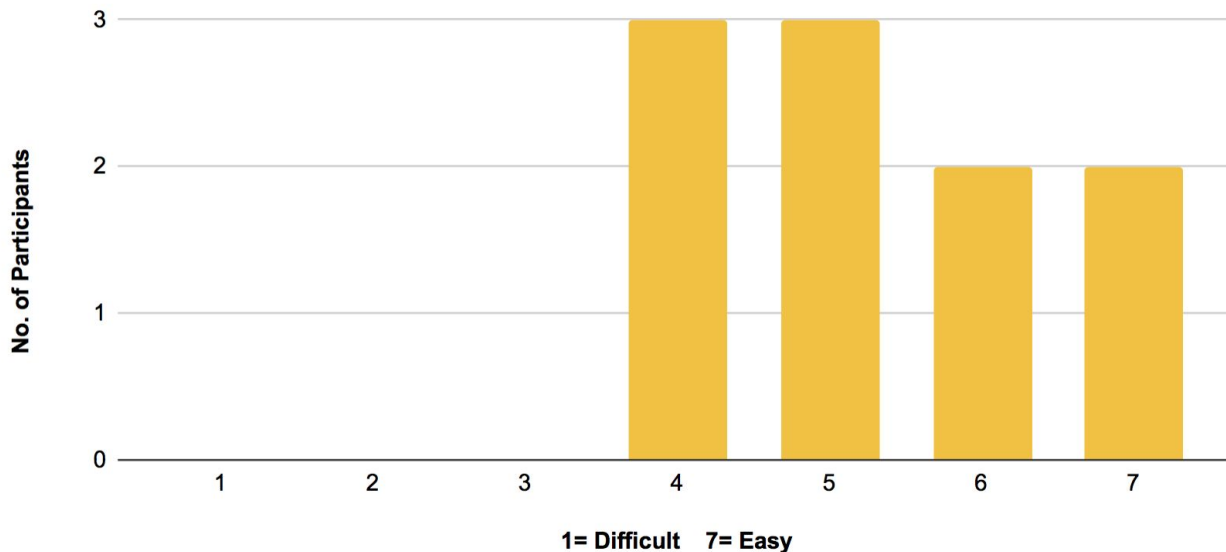
-P2

"Less information - "i will come to
see new movies"

-P10

Perceptions, Navigation

On a scale of 1 to 7,
How was the navigation of the App

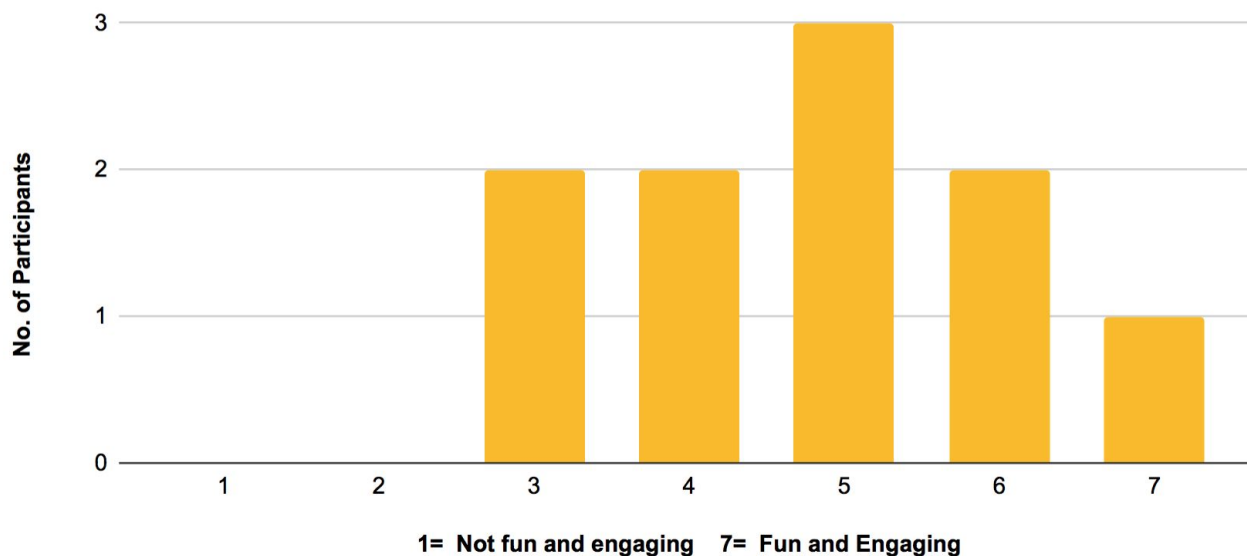


“Getting Used to the app required”
-P4

"Taking time ,the UI is slow - The
icons are nice"
-P10

Perceptions, Engaging and Fun

On a scale of 1 to 7,
How engaging and fun was it.



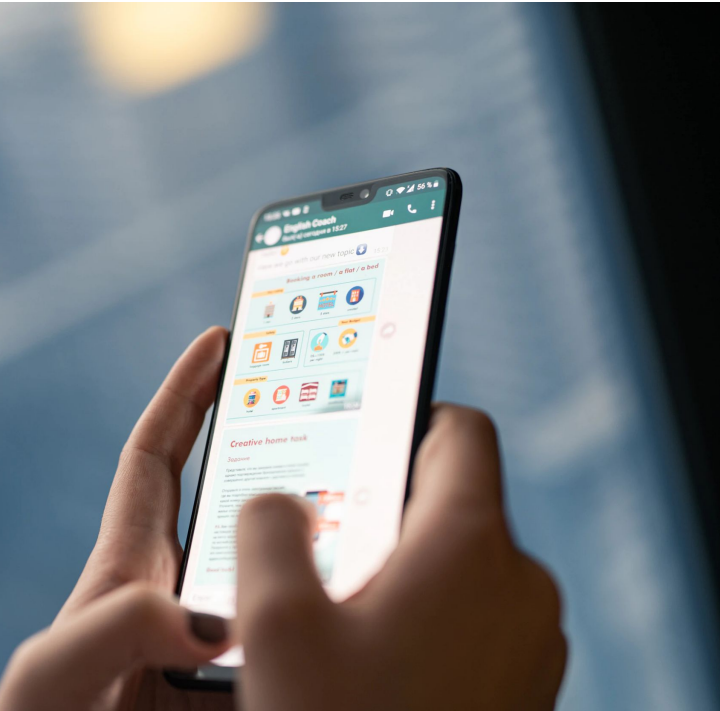
“Friends Required to
make it more fun”

-P1

"Need Dekho user ratings and
reviews instead of IMDB ratings"

-P3

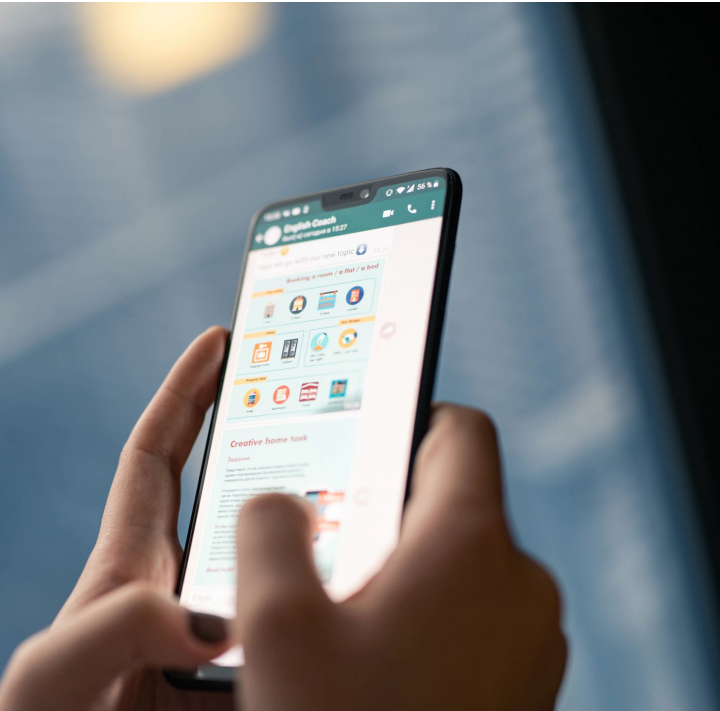
Conclusion



Based on the personas, competitive analysis, expert review and usability testing, it is very clear to reorganise and redesign sections of Dekho app.

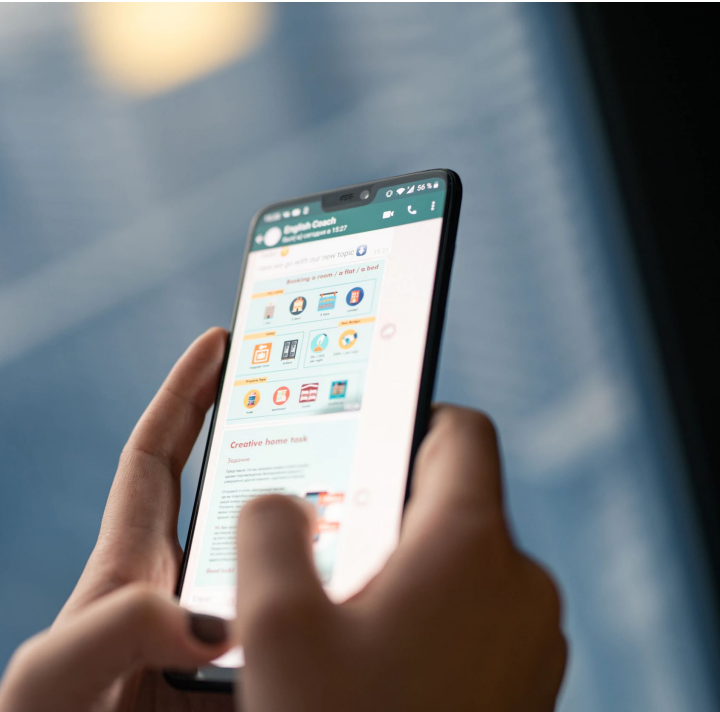
- Watching and streaming content is high, **social circle** highly influences what to watch. Sharing of paid subscriptions amongst family and friends is a common behavior, **accessing free content is desirable most sought after feature.**
- Users need to see their recommended movies, **free content and latest content in the first instance**, the carousel to show recommended movies, shows and latest content.
- Play Store search results - **Dekho creatives are not appealing & clear, descriptions, ratings, size doesn't encourage** users to enable click to download.
- All most all users were **excited to see the platform icons, IMDB ratings, free movie tag** on the platforms in the content description page & home page.
- Dekho **landing page is cluttered with too much happening**. Confusing results of movies shown on carousel as its **not based on selection.**

Conclusion



- Onboarding, tutorials **experience are tedious, lengthy and frustrating**
- Users rated high for ease of use and navigation however **the rating for engaging & fun was low**, as the app was too busy and confusing.
- Looking for Gossip **is not a primary behavior**, the gossip section **didn't appeal to any users** also it had a negative connotation.
- Video reviews, ratings **were not high priority** on the users list and **don't see much of a use**.
- Random reviews by unknown faces **were confusing as it did not meet the context of use**
- Search to be **more dynamic and filter interaction** to be standardised.

Conclusions & Next Steps



- Minor changes w.r.t. **Icons, Labels, Navigations, Placements** etc.
- The most critical finding was for the users to **know what Dekho app is all about** in first few seconds which **needs a design change** as proposed in the next slide.

Solutions

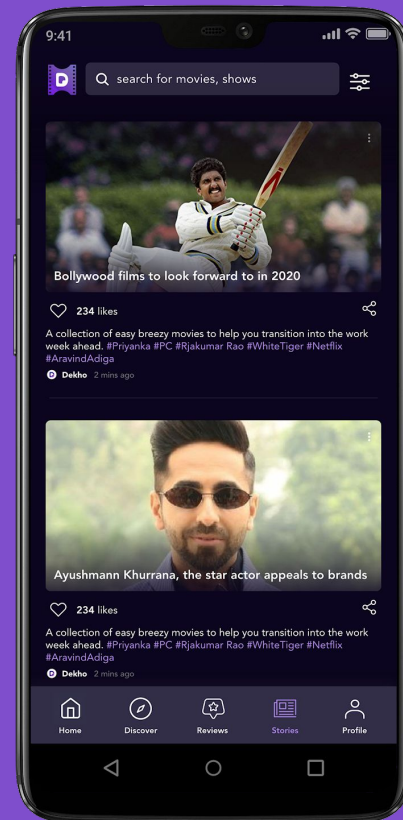
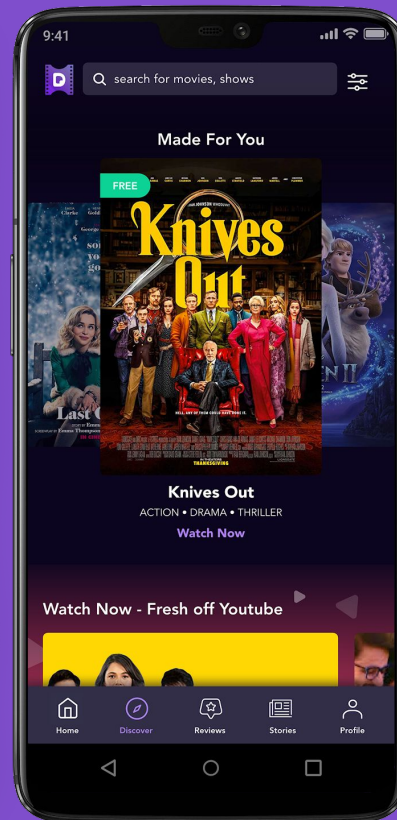
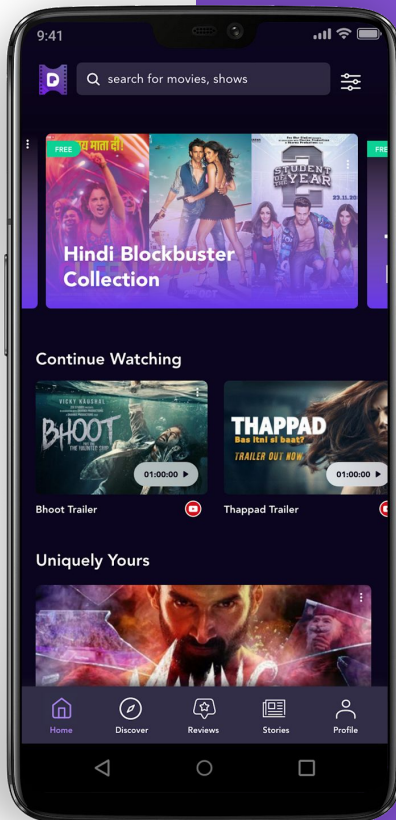


Based on the conclusions these were the solutions incorporated.

- **Getting rid of the top nav bar, and sticking with the bottom Nav bar**
- **Redesign the Dekho logo** to make it clearer to the user that its an streaming app
- **Improve the recommendations** provided to the user.
- **Redesign the tutorial** section based on key functionalities, simple visuals, easy to understand text.
- Redesign a few icons in the app
- **Add a free tag to the content** to make the clearer to the user which content is free
- **Rename the label for “Gossip” and to “Stories”** for not creating a negative impact on the users. This section need carry localized text script.
- **Redesign the icon for watchlist.** Suggest to move the watchlist section in “Profile” screen
- Suggest to **remove the “Reactions Page”**
- Redesign the “Profile” page

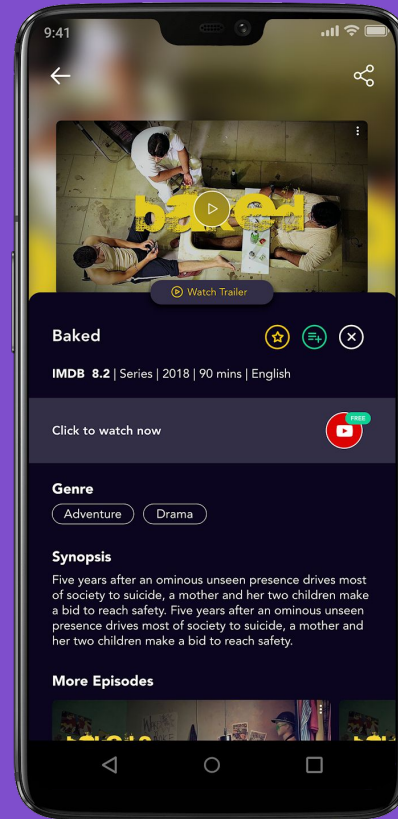
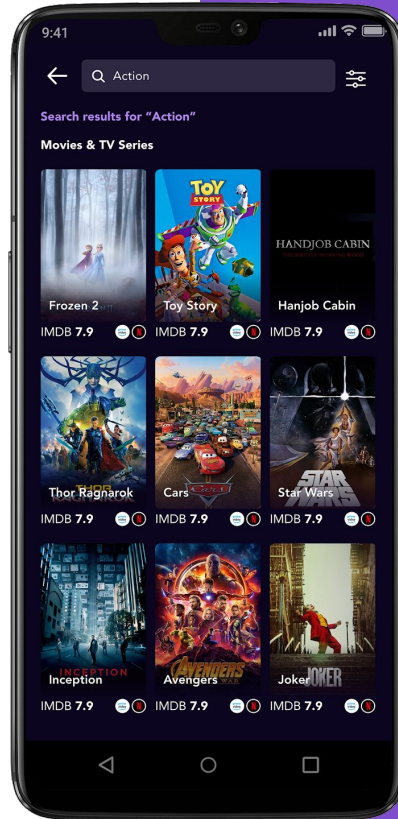
New Designs

- The main options were shifted to bottom nav bar and the nav bar below the search bar was removed
- There was a free tag of the posters included all over the app for the free content.
- A list of popular content were categorised into different collections for better recommendation of free content.
- The Gossip section name was changed from Gossips to stories.



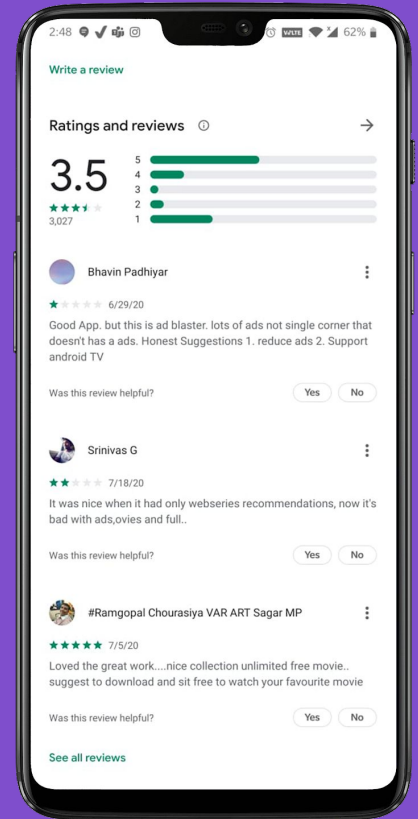
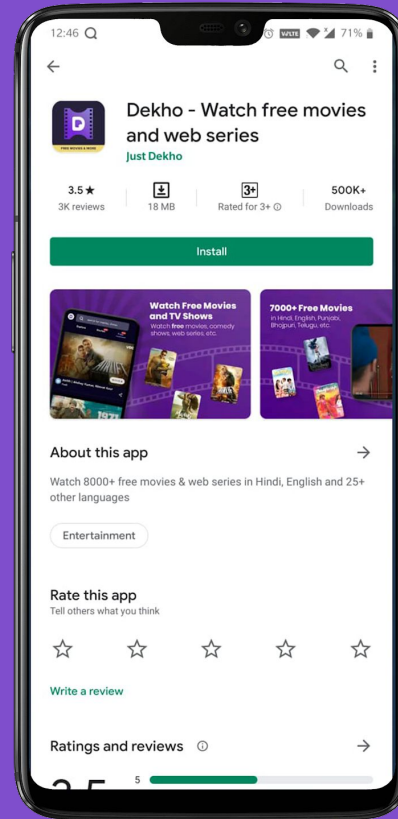
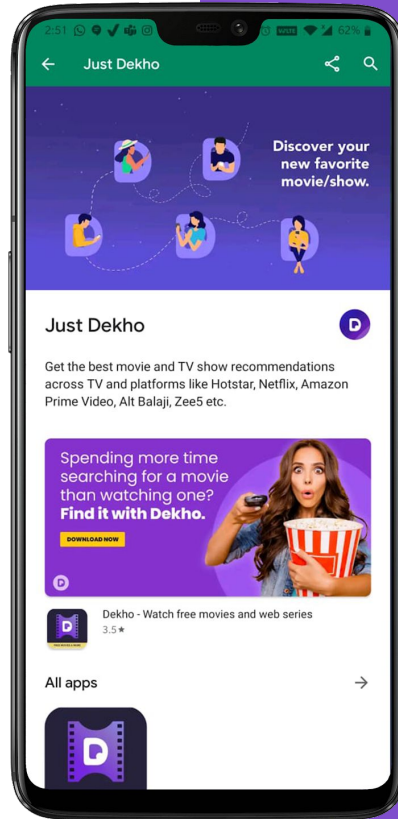
New Designs

- The IMDb ratings were included in the search results.
- There was a content description page created for free content too
- The movie reviews page icon was changed to make things more clear.
- The section titles and various other content improvements were made all over the app



New Designs

The Play Store screenshots, content was changed too.

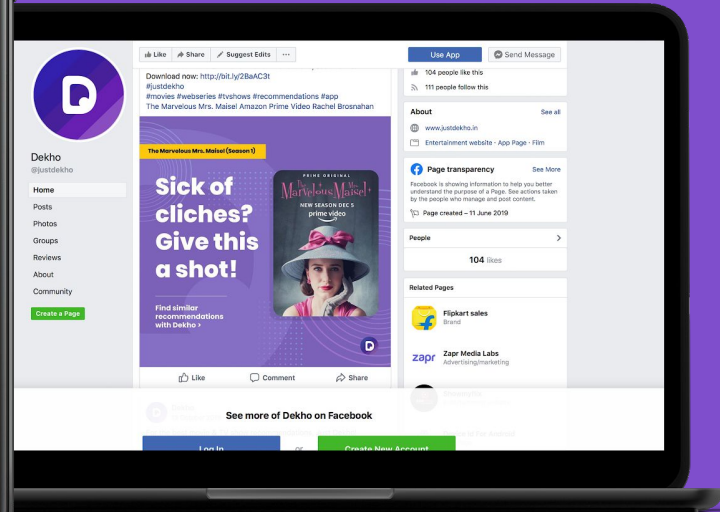
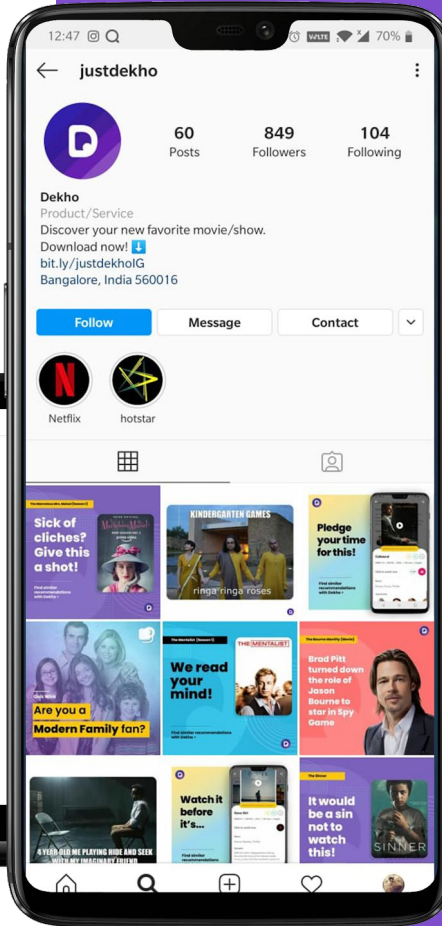
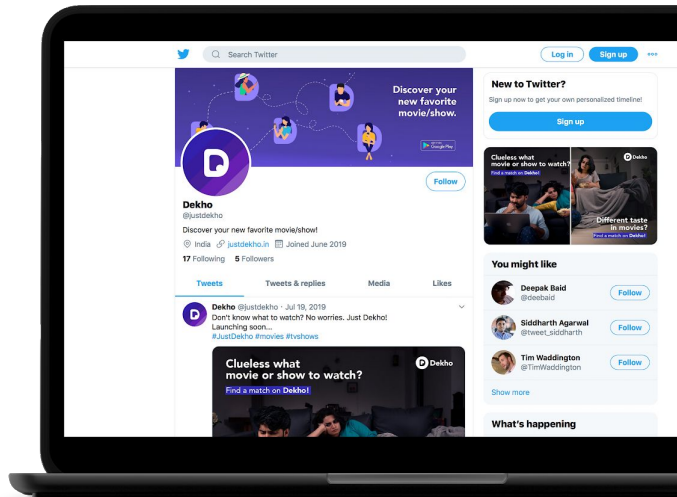


**After all the solutions being implemented we
saw a raise in the user ratings from
3.1 to 3.5 within a week.**

**The number of app installs increased to by
11.11% within a week.**

Social Media

A few screens from the social media presence of Dekho.



Thank you

The bottom right corner of the slide features a series of parallel diagonal stripes in various shades of purple and blue, creating a modern, abstract design element.