

Role: UI/UX Researcher and Designer

Duration: 12 weeks

Tools: Microsoft Forms, Microsoft Excel, Miro, Figma

Description: HBOMax is one of the many streaming services available today. Because of this competition, the UI/UX of the platform needs to be designed as seamlessly as possible for television, computer, and mobile usage. This redesign focuses on developing creative solutions to the various design flaws found within three major areas of the HBOMax platform.

Goal: Streaming services are seemingly more popular than ever before as it has made popular movies and television shows easily accessible on various devices. This makes it incredibly frustrating for paying customers when the platforms have a broken user experience due to a poor user interface and/or being a difficult experience to navigate. Our goal for this redesign is to simplify and better organize the user interface of HBOMax with the intent of improving the user experience as much as possible.

User Research/Competitive Analysis: In our research, we conducted multiple studies. The first was conducted through Microsoft Office Forms, asking users their opinion on what the best/worst streaming platforms are, what devices they use to stream with, and how the platforms could be improved; these platforms included Netflix, Hulu, Disney Plus, HBOMax, and Amazon Prime. In doing so, we found that 100% of users ranked Netflix as the streaming platform with the best user experience. In contrast, we found that 45% of users also ranked HBOMax as either their fourth or fifth choice to stream content. Common complaints consisted of navigation difficulties, being overwhelmed by the number of options, and distracting visuals.

- “Using the HBO Max app is like actually the biggest pain in the butt...[it’s] hard to navigate and nothing feels like it should be where it is. The [desktop] hamburger menu from hell is so long and just like not my favorite thing to navigate. “
- “Moving from episode to episode or even show to show is inconvenient. If you're looking for a specific episode you have to click on too many different pages to get to where you want to go. Things just take too long to find on HBO. “

- “It’s so hard to find things that I think I’d like to watch”
- “Hard layout to navigate and too many buttons and too much color everywhere and it becomes distracting “

See form here:

<https://forms.office.com/Pages/ResponsePage.aspx?id=GUsqSzXRdKkLsrHNI4mYzP8rqSde4FZEntT3S2OMJ91UQ0dCSDdHQ0pBM0xPSDI1STZGUjEwRzhGMi4u>

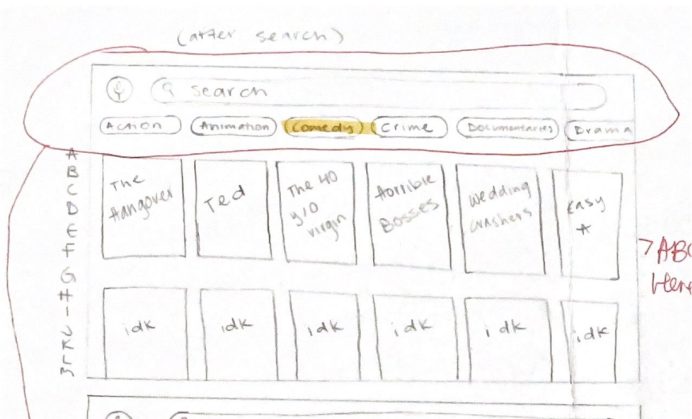
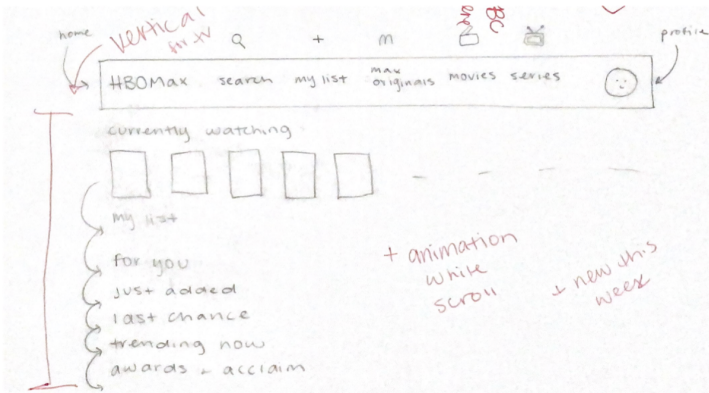
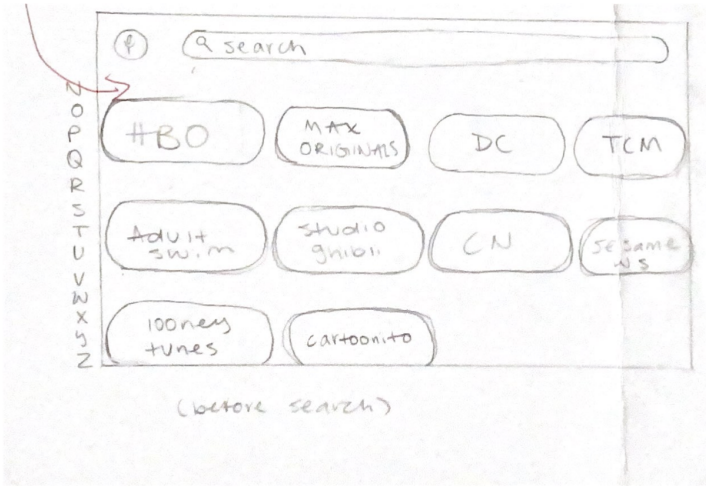
For the next step in our research, we conducted user testing for the HBOMax television, desktop, and mobile applications to see how users interact with each version of the platform. In doing so, it was found that the participants struggled most with navigating the television and mobile versions of the platform. Common issues included difficulty locating content and an excessive number of clicks necessary to navigate from point A to point B. Based on this information, our plan moving forward was to reduce the number of clicks needed and to reorganize the home and search pages to give the application an overall more intuitive user experience.

After we completed our first prototype, another round of user testing was conducted. We found a few common struggles users had with the flow of our first prototype but this was more so due to our need to simplify the design even further, which was a relatively simple aspect to fix. Throughout the multiple rounds of testing and all of our research, we documented our findings through Miro.

See Miro Board here:

<https://miro.com/app/board/uXjVOQcxUDA=?share link id=716344234486>

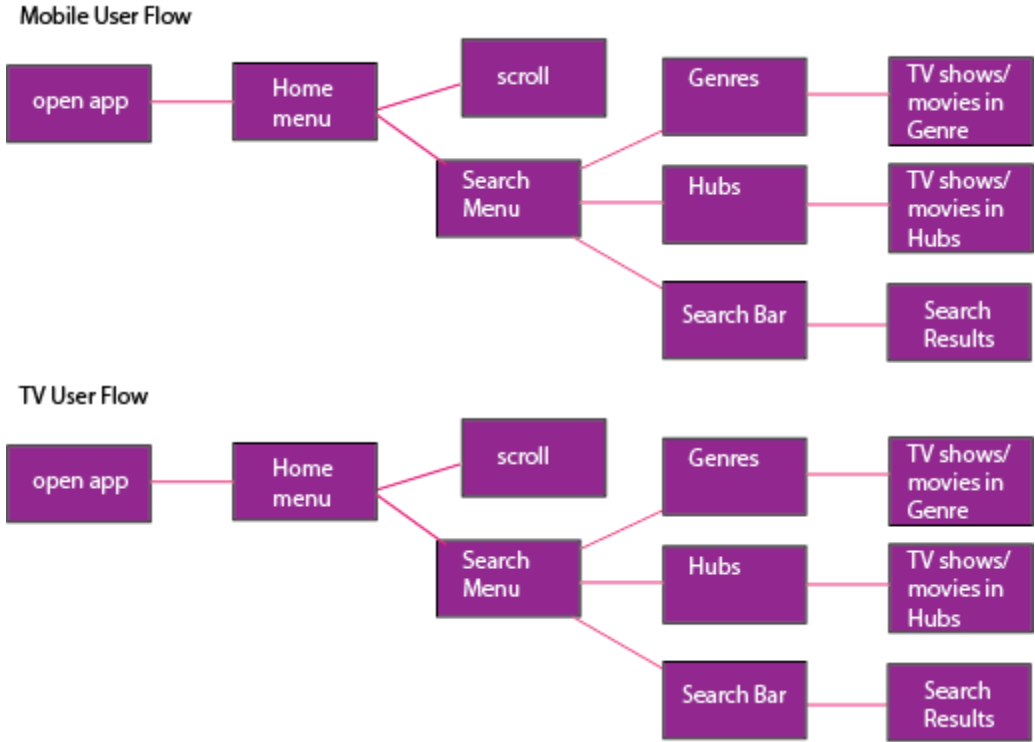
Wireframe:



Problems and Solutions:

1.
 - a. **Problem:** The hamburger menu is often overlooked as an option for locating content. The hub feature frequently goes unused due to its location and a lack of clarity of its purpose.
 - b. **Solution:** Removal of the hamburger menu and combining its features with the explore page to obtain more attention and usage.
2.
 - a. **Problem:** There is far too wide a range of categories listed under the homepage, causing it to appear cluttered and users to neglect using it as a method to discover content.
 - b. **Solution:** Simplify the categories on the homepage to a select few options that will more commonly be used to reduce the number of clicks necessary for the user to navigate to certain content.
3.
 - a. **Problem:** There is no clear navigation to direct users from page to page, but instead there is a lengthy list of options hidden within the hamburger menu.
 - b. **Solution:** Create a navigation bar with icons representing the different pages users may choose from to direct themselves across the platform. This will include an overlay of text detailing what each icon will lead to specifically.
4.
 - a. **Problem:** While the A-Z option was found to be the most efficient method of finding content during user testing, it was not always obvious as an option as it got lost in the various filter options.
 - b. **Solution:** Relocate the genre filters to the explore page and make the A-Z option consistently available to users while looking through the content of various categories.

User Flow:



A significant goal of this redesign was to simplify the overall user flow of HBOMax. The search page was a large focus as we relocated the hubs and genre options there, removing the need for the hamburger menu, so these similar tools would all be located in one place. When actively searching, the corresponding search results will appear on the page, making the hubs and genre options disappear. On the home page, we simplified the number of categories listed with the intent of encouraging more users to use it to find content. allow more catered options and allow the user to search there by scrolling, as well as on the search menu. We decided to keep the Home, My list, search, tv shows, and movies buttons on a sidebar at all times on the TV app to allow easy navigation throughout your search. On mobile, the options are presented at the bottom of the screen.