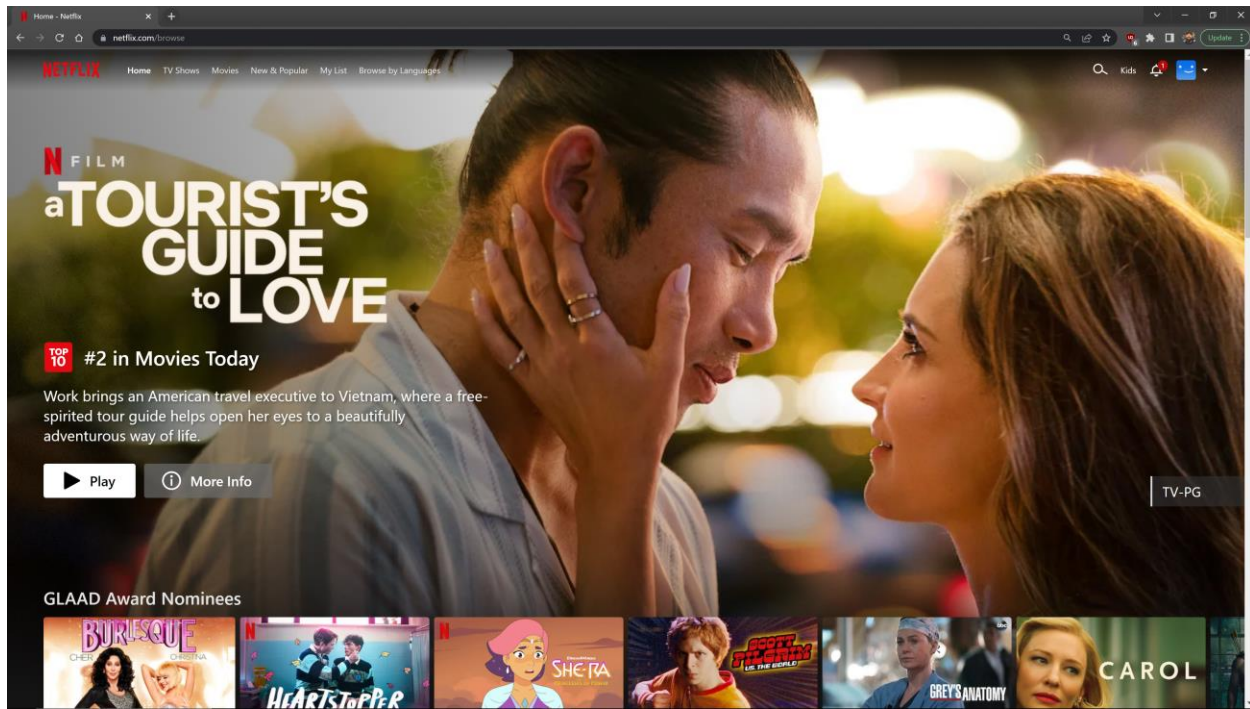
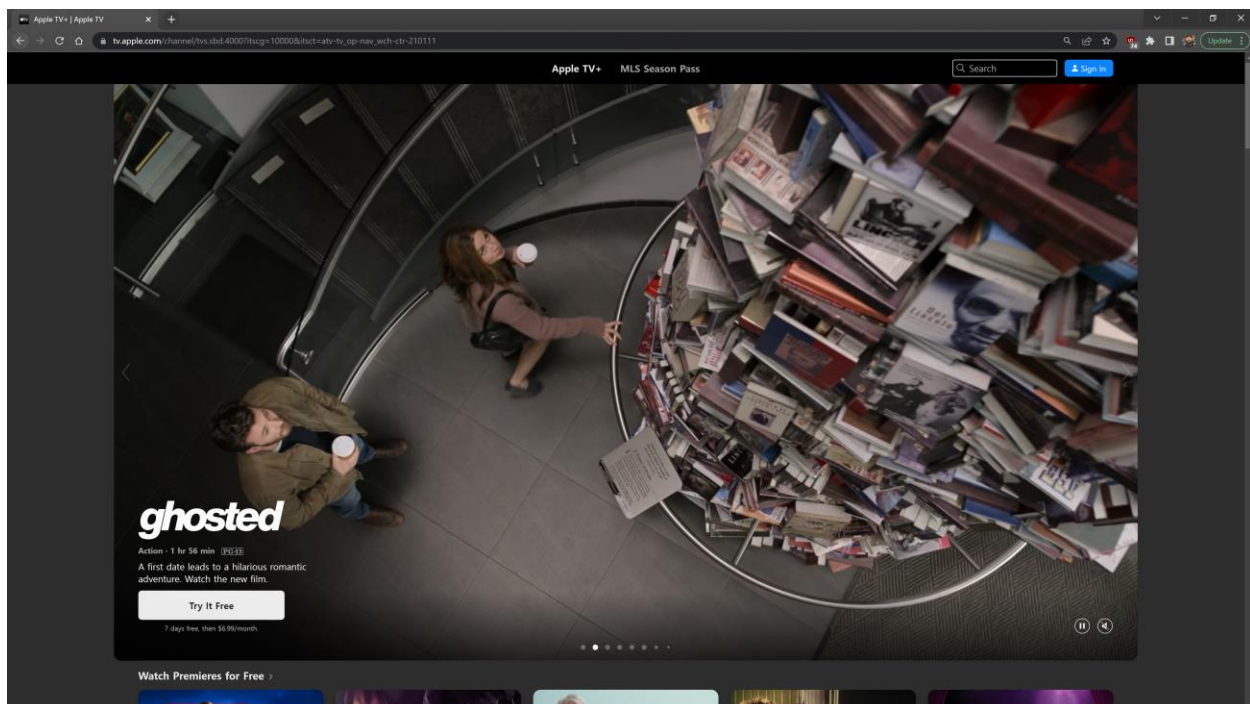


## Netflix



## Apple TV+



I chose Netflix and Apple TV+, two of the most popular options for me to view TV shows and movies now. They both have a hierarchical navigation bar at the top. Unlike Netflix, Apple TV+ did not have a logo at the top of the main page. Both sites have a large preview area that shows the most popular shows at the time with easy “Call to Action” options. Below the preview areas each site has rows of images with the option to click on the image to play the show/movie. Netflix went a little above and beyond and made the image enlarge or pop when you moused over it. I may not have chosen the two best options to compare, as I think Netflix has way more options to watch. The sites are similar, and they have similar target audiences. I felt like Netflix uses brighter colors and is designed to attract a younger genre. Apple TV+ uses a darker color scheme and I believe they are trying to make a more professional upper-class type of genre.

If I were designing these sites, I think that I would make a scrolling option on Netflix that gives the audience more options to view while first coming to the page. Apple TV+’s preview scrolls through a few options which I like. However, Apple TV+ only shows a very small portion of the rows of images below the “fold” and could lose a little usability with their audience if they don’t look close enough. It is clear in Netflix that there are options to choose from below the “fold”.

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#### Create a Home Page Wireframe

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Text Description

Future Assignments

Future Assignments

Future Assignments

Future Assignments

