Innovation

CASE STUDY WEBSITES

Hulu vs Netflix Websites

Objective:
Testing two online streaming services websites to compare the effectives of the webpages:
1. COMPARISON: How do the webpages perform compared to one another?
2. EFFECTIVENESS: Are respondents noticing the CTA's?

Methodology:
A two cell experiment, where one cell was exposed to the Netflix webpage and the other cell was exposed to the Hulu webpage. Prior to being exposed to the webpages, respondents were prompted with "Next you will be redirected to a webpage, engage with it as you normally would. Feel free to click on any links you would naturally click on, but be aware that nothing will happen when you click."

Approach:
◦ Each advertisement was viewed by 100 participants providing at least 30 usable sessions.
◦ The webpages were in view for 10 seconds.
◦ We targeted urban dwellers in Africa between the ages of 18-40.
◦ Throughout the experiment respondent's gaze was tracked.

Executive Summary
- Although Hulu had 3 CTA's located throughout the page while Netflix only had two, the positioning of the Netflix CTA's was more effective.
- The Netflix CTA's were seen by 2x the respondents that noticed the CTA's on the Hulu page. This proves that the number of CTA's is not as important as the appearance and location.
- With that being said, both websites had one of their CTA's as the second point of fixation.
- The logo's on both websites were located on the top right of the page. Where neither logo performed exceptionally well, the Netflix logo was at least seen by 24% of respondents while the Hulu logo was missed entirely by all of the respondents.
- This suggests that both companies could benefit from re-positioning their logo and making it more noticeable
- Respondents show little engagement on the bottom half of Hulu's website, while engagement is more evenly spread over Netflix's website which is easier to navigate.
- To optimize these websites, Hulu should reduce the length of the website and amount of text to focus on the main messaging.
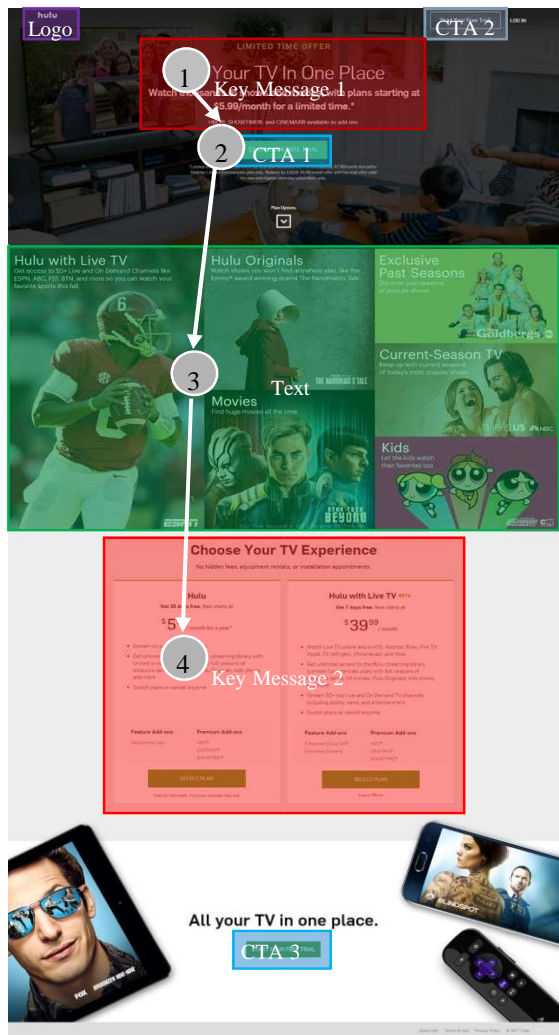
*****Please note:** This is an example report and is not based on actual research or data.*

Area of Interest
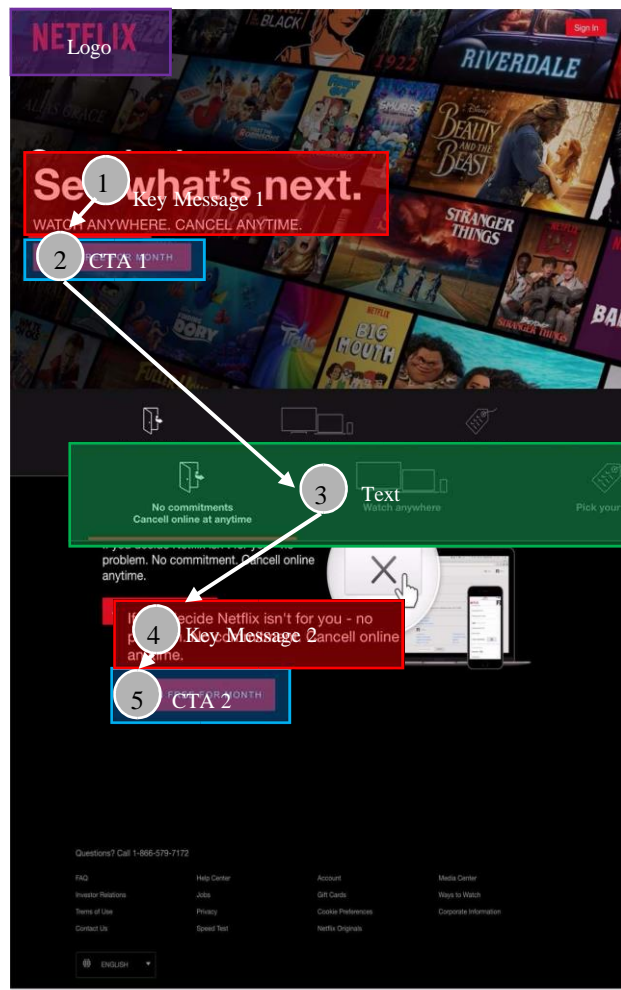
	Percent Seen	Time On	Time To	Reading Order
Message 1	97%	1.8s	1.1s	1
CTA 1	71%	0.9s	4.1s	2
Text	85%	1.7s	5.4s	3
Message 2	82%	1.6s	6.4s	4
CTA 2	53%	0.6s	7.6s	5
Logo	24%	0.3s	4.4s	--

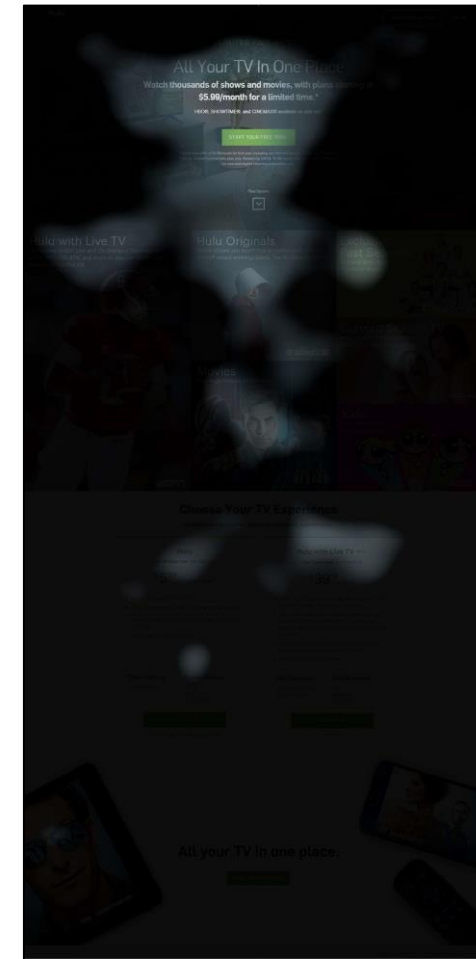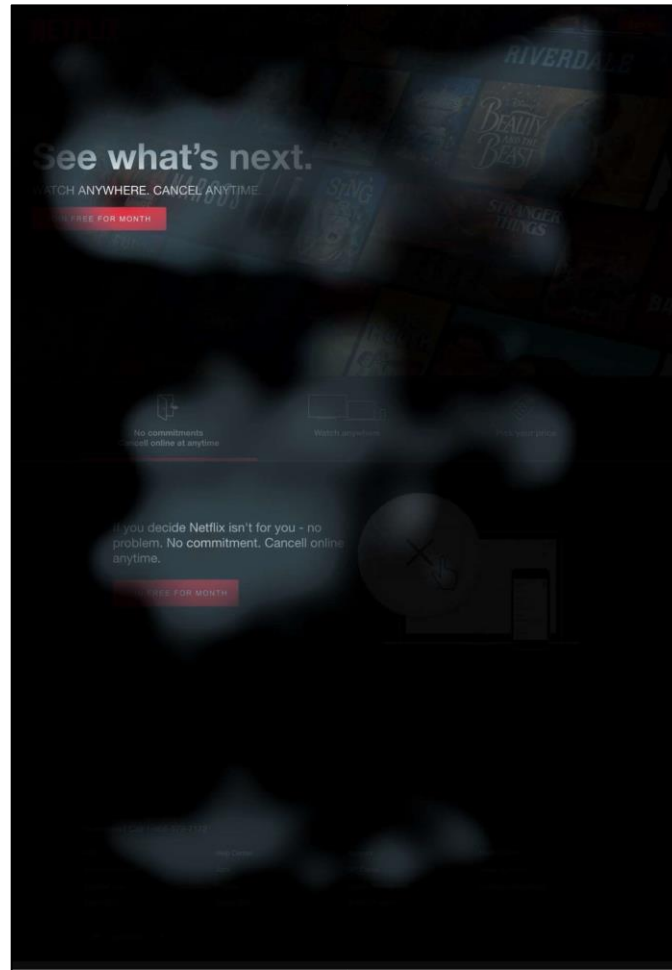|	Percent Seen	Time On	Time To	Reading Order
Key Message 1	100%	3.3s	0.6	1
CTA 1	81%	0.9s	2.5s	2
Text	84%	4.6s	5.8	3
Key Message 2	48%	3.3s	10.4	4
CTA 2	10%	0.6s	7.8	--
CTA 3	3%	0.1s	13.9	--

Visual Engagement Maps – Heat Map
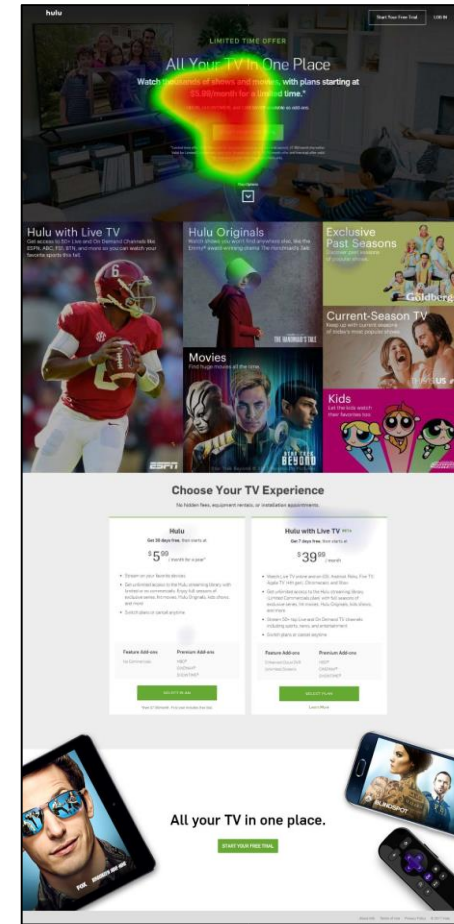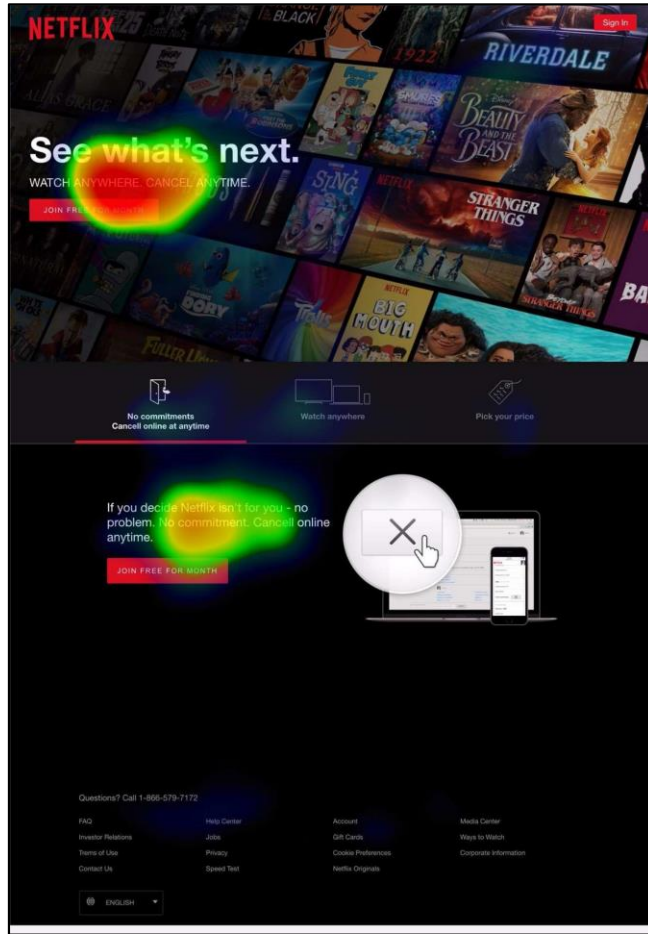
Visual Engagement Maps – Opacity Map

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