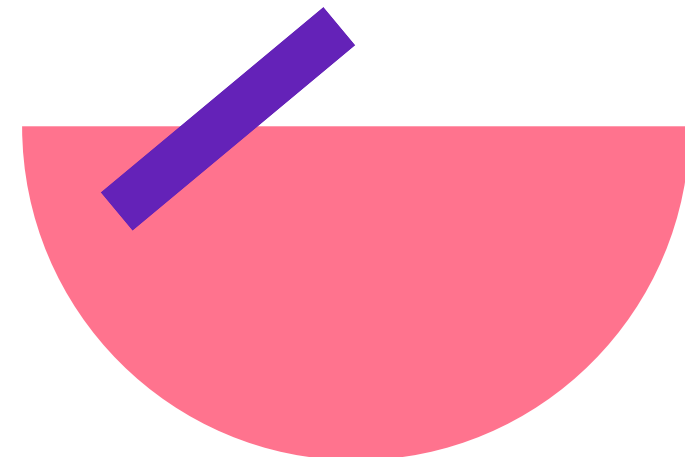
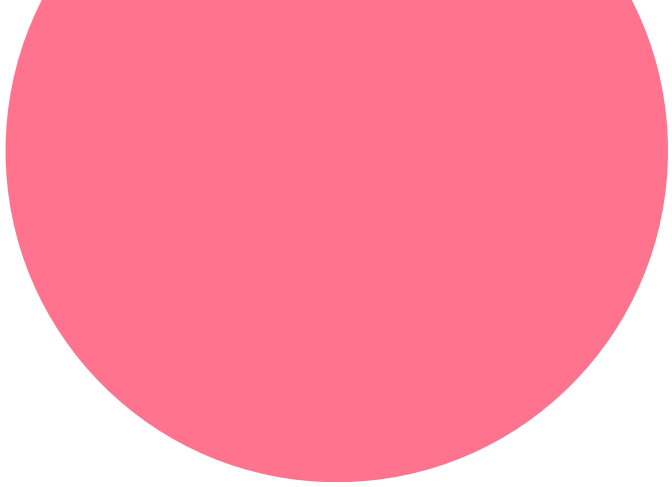



Introduction of the gender perspective in the User Experience (UX) design of a search engine for a platform of Video on Demand (VoD)


Lara Díaz Martínez
Bachelor student
Universitat de Barcelona, Barcelona, Spain
laradiazmar@gmail.com
<https://orcid.org/0000-0002-3999-8643>

Davinia Pérez López
Bachelor student
Universitat de Barcelona, Barcelona, Spain
daviniap9@gmail.com
<https://orcid.org/0000-0002-3379-2302>





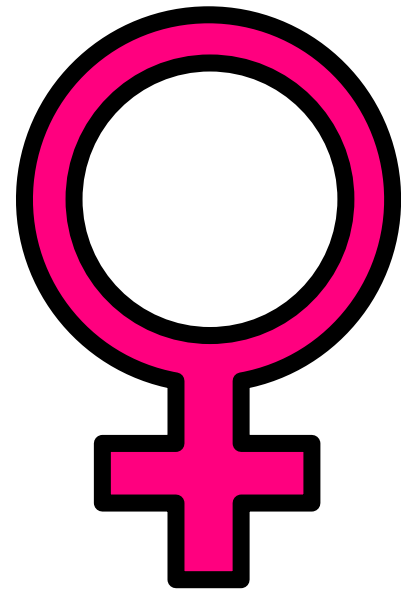
"Many current audiovisual products that we see on streaming video on demand platforms makes women feel stereotyped and invisible"



All content looks the same



Objectives



Research methods

Heuristic
analysis

Interviews

Empathy
map

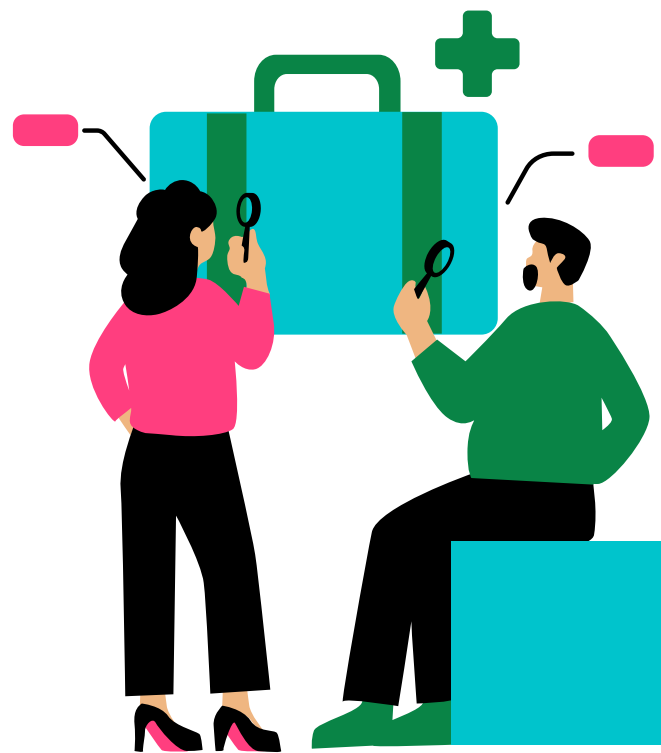
UX Persona,
scenario and
journey map

Card sorting

Flowchart
and
wireframes

User testing

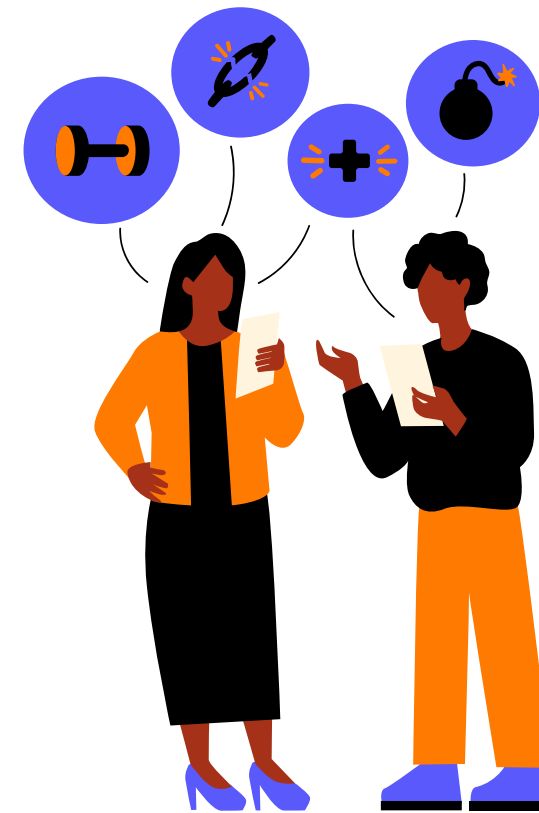
Heuristic
analysis



Interviews



Empathy
map





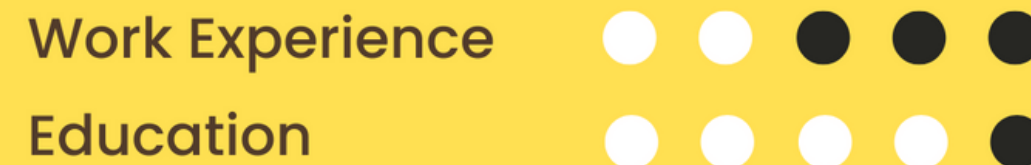
Laia , 25 years

UX PERSONA

“ I would love to see gender-sensitive and more feminist platforms to ensure fairness and equality. ”

♀ Female

Occupation: University degree holder



Technical characteristics

Devices usually used  

Applications and websites used   

Devices used to access the web 

Time spent **6** — **8** hours

Personal motivations

Hobbies   

Looks for  

Devices used to access to our service  

Laia



CONSIDER

EXPLORE AND
SELECT

WATCH

GET A
RECOMMENDATION

TEST

Thoughts

"I want to disconnect from work"

"I want a great film, something stimulating"

"I'm sick of searching, what about this one?"

"I will call Anna, she is a good adviser"

"This is amazing"

Touchpoints
(Interaction Points)

Switches on the TV

Explores the catalogue of an SVoD platform

Plays a romantic comedy

She registers on the new SVoD platform, as an advice of Anna

Uses the new SVoD platform

Pain points
(Frustrations, errors, or bottlenecks)

There is nothing she likes

The content is sexist and encourages stereotypes

Emotions
(Mood Meter)



Delighted

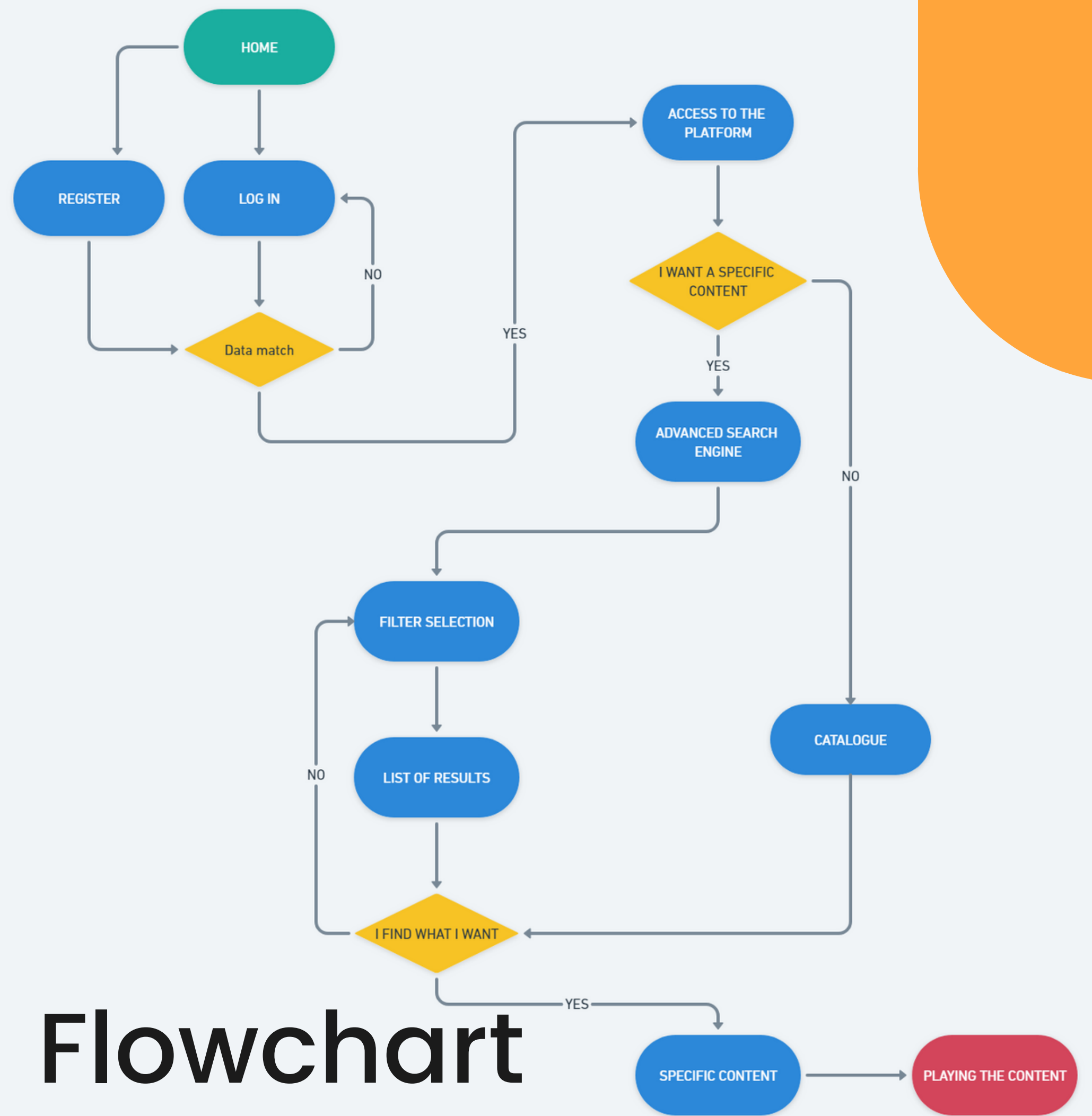
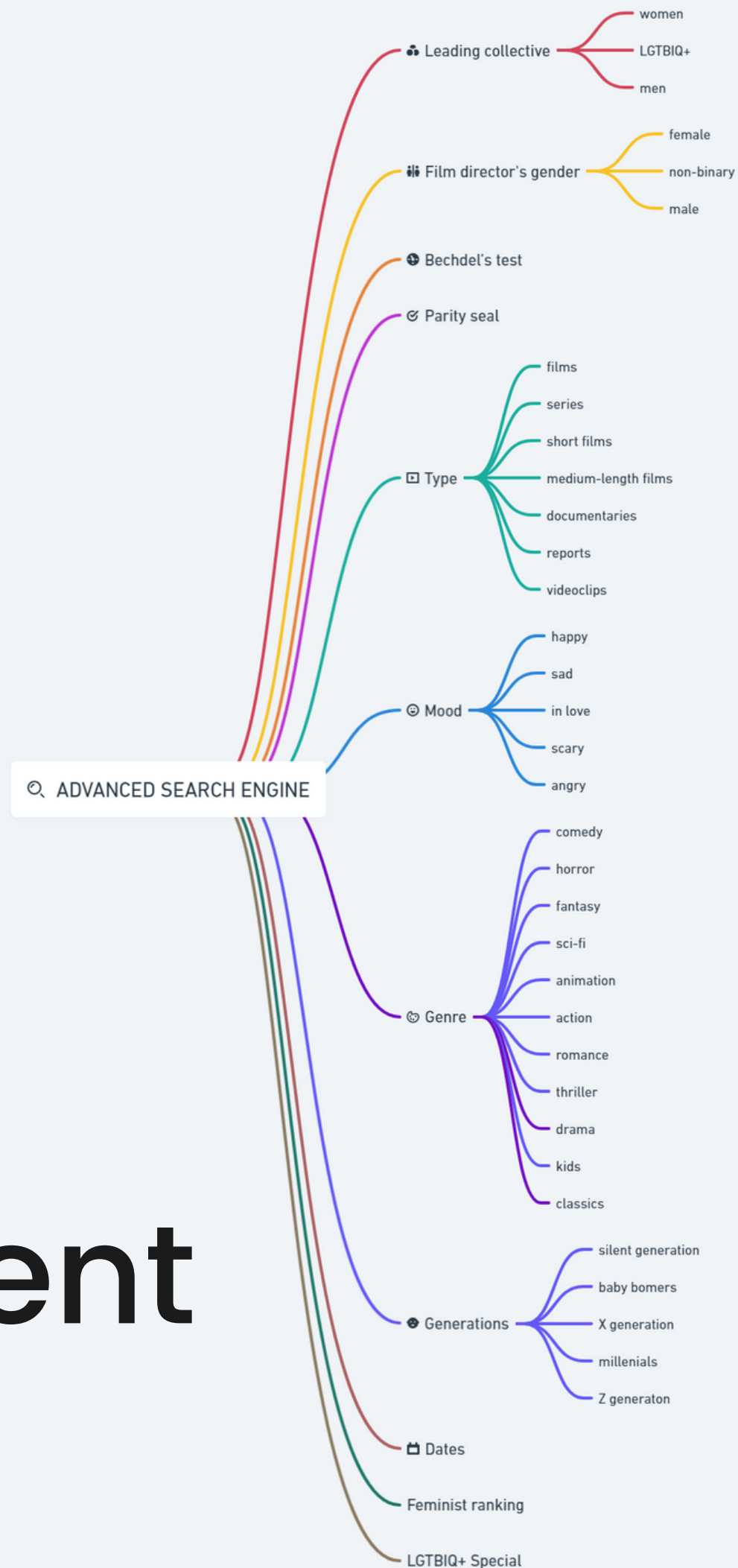
Frustrated

Possible Solutions
(Opportunities to improve the persona's experience)

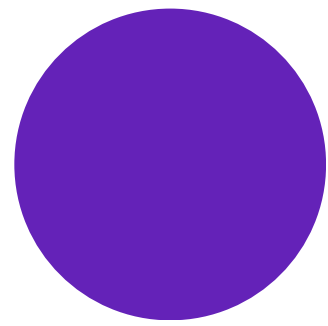
Having quality content

Having quality content, and non-sexist

Content tree



Flowchart



LOGO

Latest **LGTBIQ+ Collection** Films Series Documentaries Reports

Search

PROMOTED CONTENT

Advanced search

Filters

Leading collective:

- Women
- LGTBIQ+
- Men

Director's gender:

- Female
- Non binary
- Male

Bechdel test

Parity seal

What to watch?:

- Films
- Series
- [+ More](#)

Mood

- Happy
- Sad
- Angry
- In love

Genre:

- Comedy
- Horror
- Fantasy
- [+ More](#)

Year

Slider

Latest in Spain

LGTBIQ+ Collection

Latest

Add to my list

Dark mode icon



LOGO



Latest **LGBTIQ+ Collection** Films Series Documentaries Reports

Search



Advanced search



Home → Step 1 → Step 2 → Step 3

Sort by



Filters

Leading collective:

- Women
- LGBTIQ+
- Men

Director's gender:

- Female
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- Male

- Bechdel test
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What to watch?:

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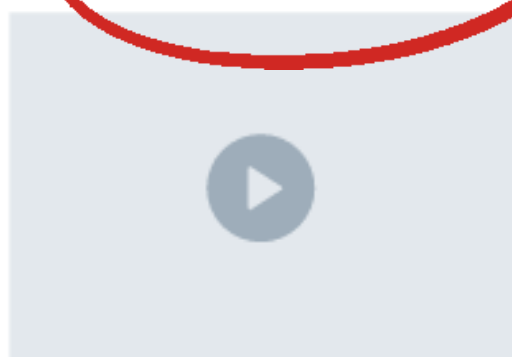
Year



150 RESULTS



★★★★★ FEMINIST RANKING



★★★★★ FEMINIST RANKING



★★★★★ FEMINIST RANKING

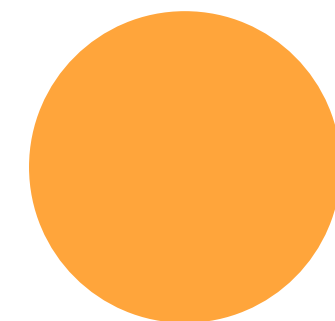
FILM TITLE
TECHNICAL DATA SHEET
TAGS



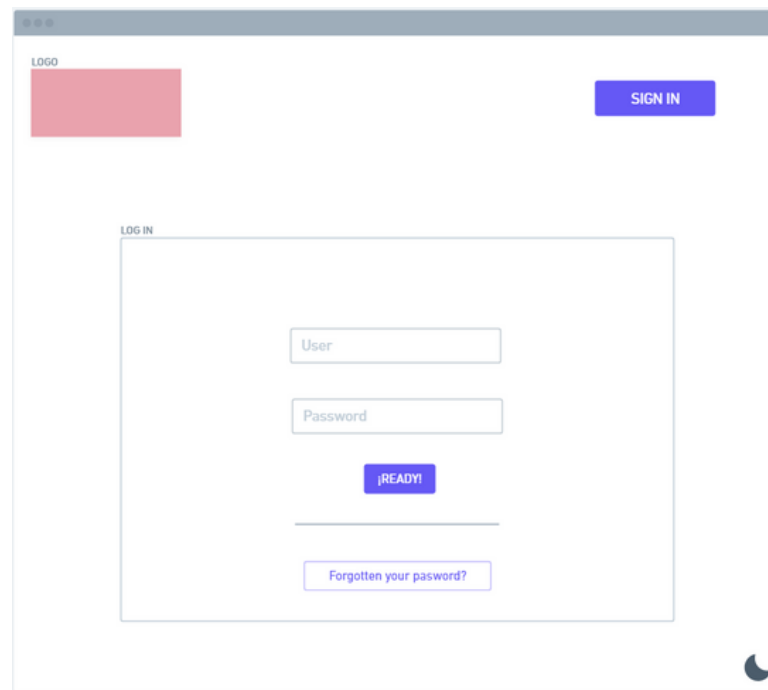
FILM TITLE
TECHNICAL DATA SHEET
TAGS



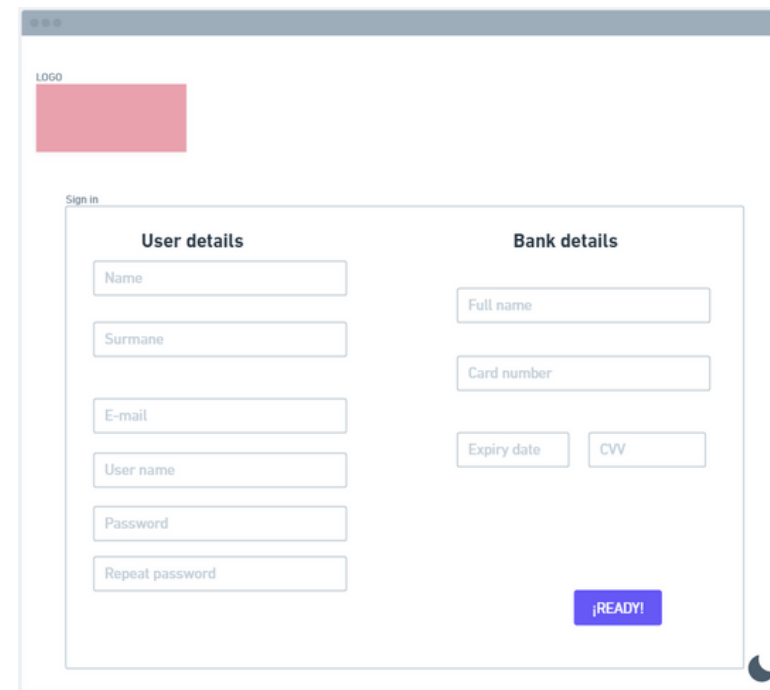
FILM TITLE
TECHNICAL DATA SHEET
TAGS



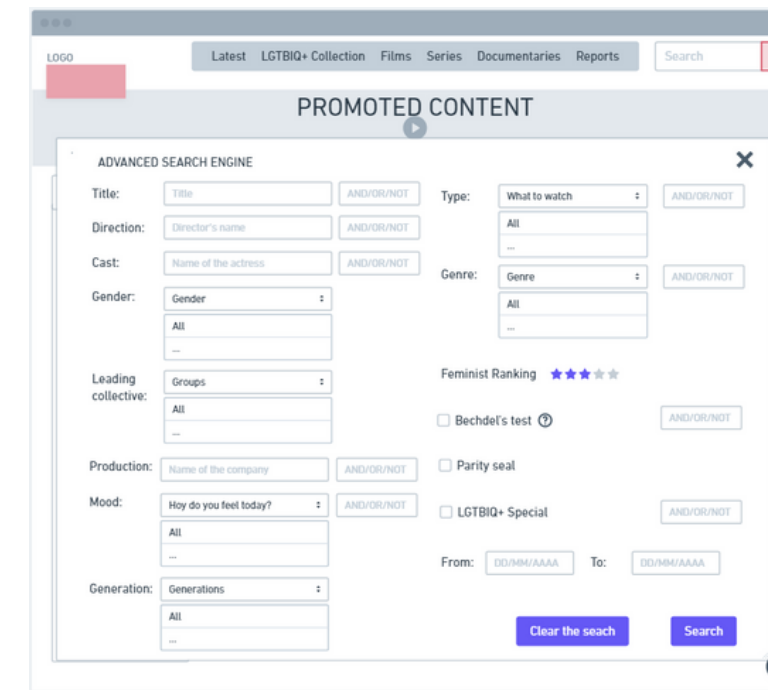
The final design



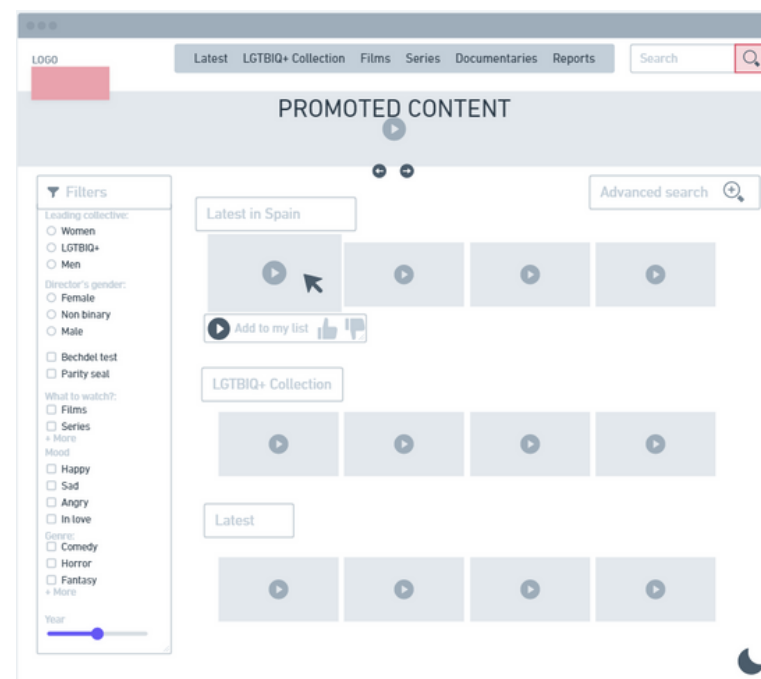
Login page



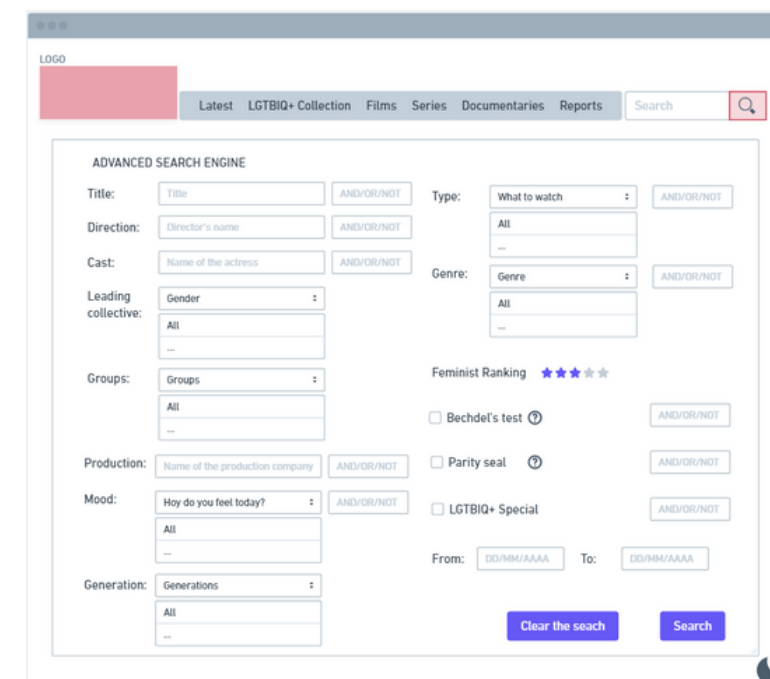
Register page



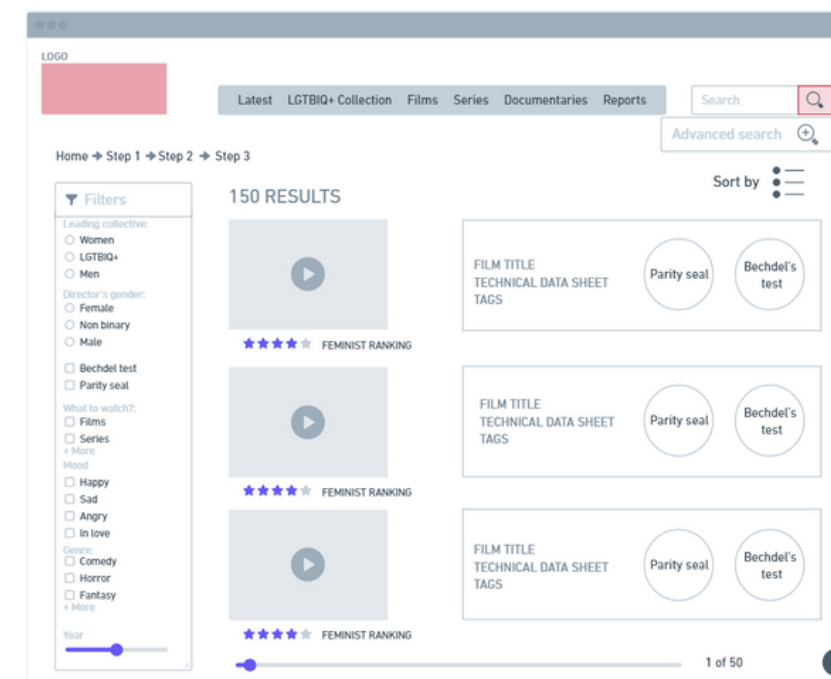
Homepage with pop-up window



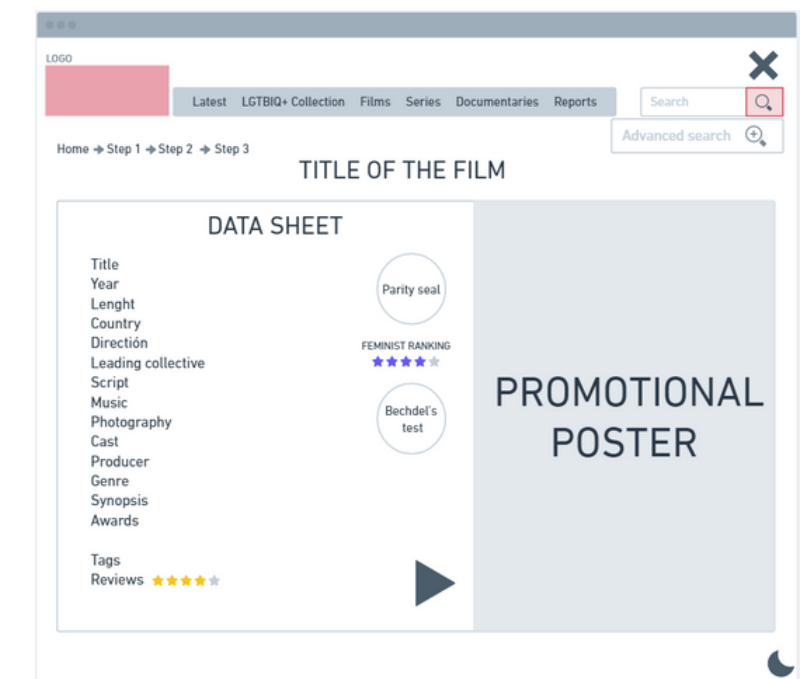
Homepage



Advanced search engine page



Results list page



Data sheet page

**Thank you for
your attention**

