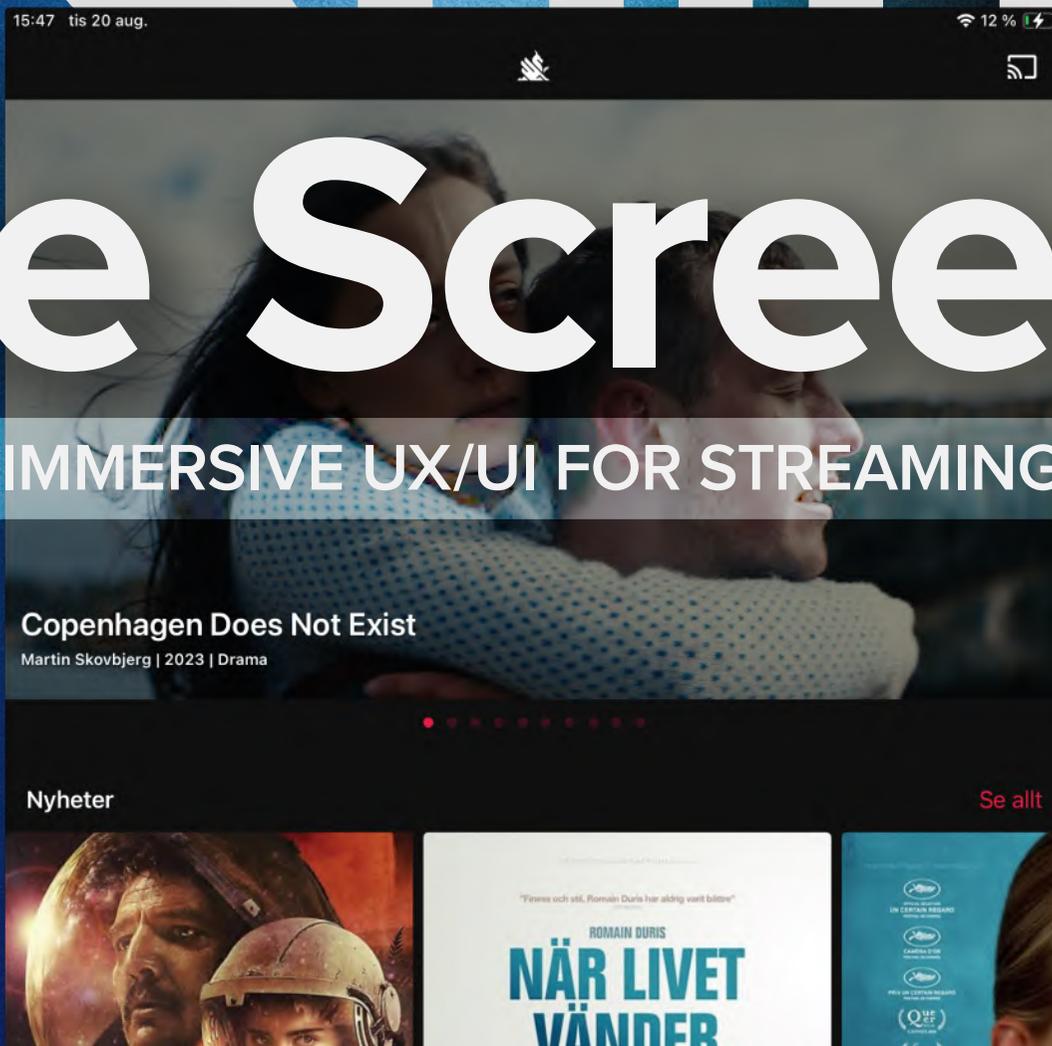


Behind

the Screens

CRAFTING IMMERSIVE UX/UI FOR STREAMING SERVICES



MaginePro

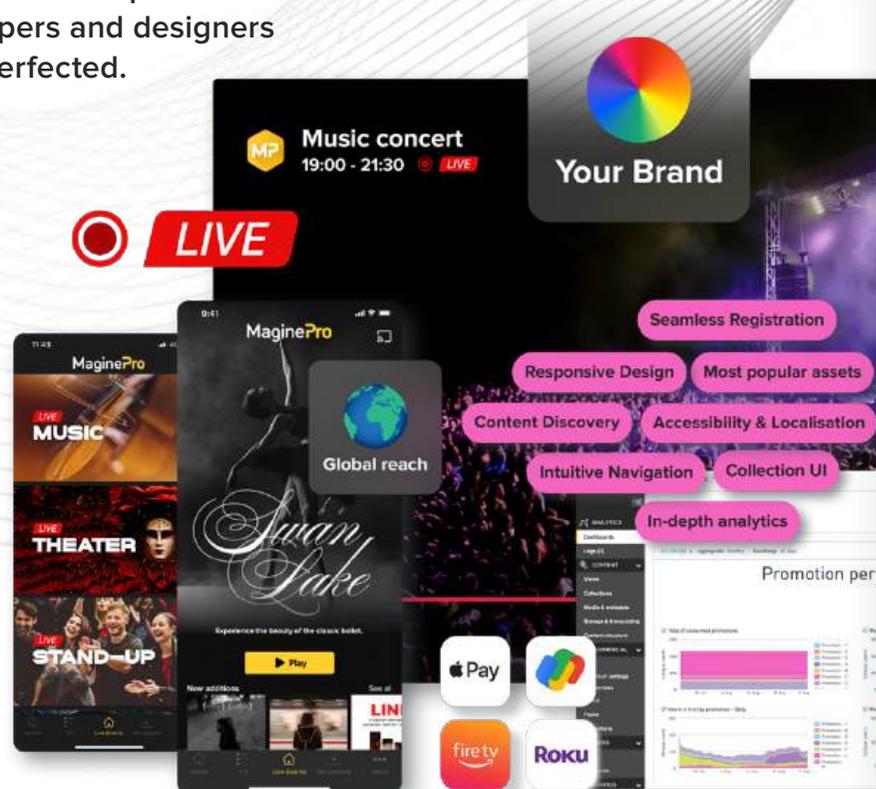
Introduction

With the proliferation of platforms offering a vast array of content, the competition to capture and retain users' attention is fiercer than ever. In this landscape, the user experience (UX) and user interface (UI) of streaming services play a pivotal role in attracting, engaging, and retaining subscribers.

At Magine Pro, our journey in building and operating our own consumer service has equipped us with deep insights into what truly captivates users. We crafted an award-winning UI/UX for customers across Europe, and now we bring that expertise to our B2B clients. We constantly innovate and enhance our UX/UI to meet the ever-evolving demands of today's viewers. Our cutting-edge solutions are designed to

spark content discovery, fuel exploration, and maximise user engagement.

Let's delve into the anatomy of a good UX/UI for streaming services, and discover what Magine Pro's experienced developers and designers have perfected.



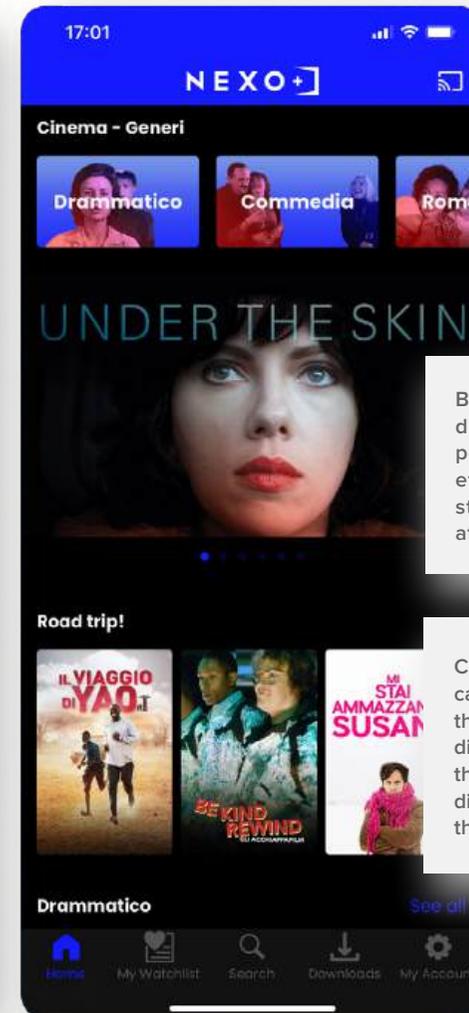
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HEAD OF PRODUCT & PLATFORM

Mastering Intuitive Navigation & Content Discovery

A great user interface starts with seamless navigation. Magine Pro's intuitive menu structures, categorised content, and personalised recommendations that are based on viewing habits, enhance user satisfaction and encourage exploration and content discovery. We enable our customers to take full control over the user journey by using the [Magine Pro CMS Console](#) to curate their streaming service and craft exceptional user experiences.

Capture user attention from the moment they log in by highlighting select content using prominent hero images, channel logos, titles, metadata, and clear call-to-action (CTA) buttons.



Boost content discovery by displaying artwork in diverse poster and 16:9 formats, effectively making collections stand out and attract user attention.

Curate custom content categories within the CMS, themed by genre, artists, directors, and more. Tailor these collections to captivate diverse interests and enhance the streaming experience.

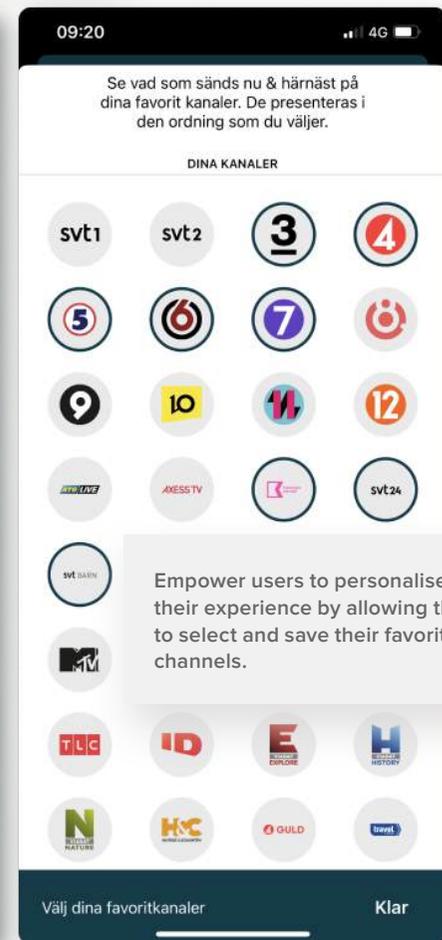


Utilise detailed hover states that play trailers or short clips, offering options to play, add to watchlist, and find out more information to enhance user discovery and engagement.

Enhance the visibility of content or promotional campaigns with strategically placed display banners in both the web service and mobile apps, streamlining user navigation and engagement.



Customise by adding unique menus and icons tailored for each platform.



Empower users to personalise their experience by allowing them to select and save their favorite channels.

Responsive Application Design

As users access streaming services on smartphones, tablets, TVs, and computers, responsive design is crucial. Imagine Pro-built services adapt seamlessly to various screen sizes and resolutions, ensuring consistent usability across all platforms, no matter how users choose to watch. While features and functionality may vary between mobile and big-screen experiences, the same high level of quality is maintained throughout.



Seamless Registration & Login

The sign up and onboarding process sets the tone for the user experience. A streamlined registration process, with minimal friction and optional steps can enhance user engagement from the outset.

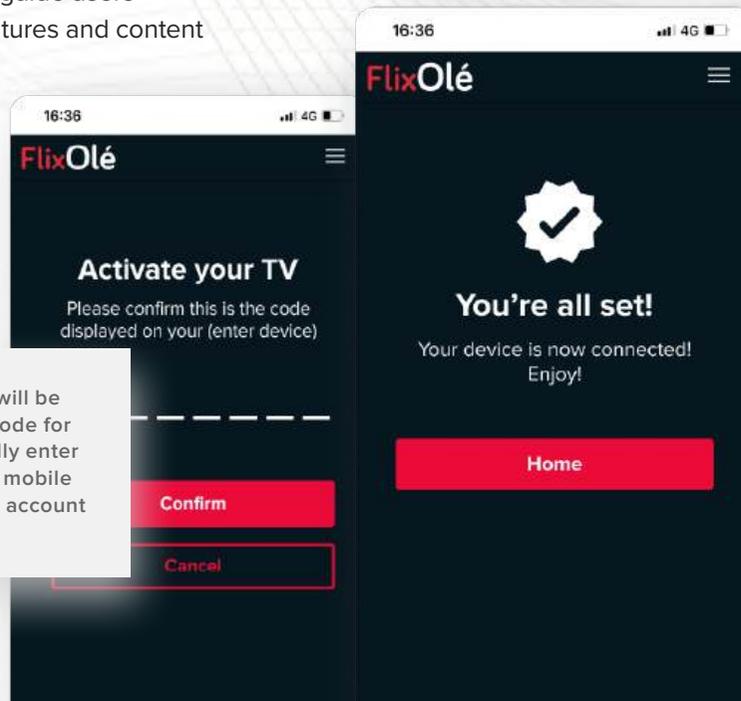
At Magine Pro our customers can simplify sign up for their users by enabling account creation on web and mobile platforms using just an email address. Once an account is created customers can use the CRM to send personalised onboarding communication that guide users through platform features and content

recommendations in order to foster a sense of familiarity and excitement.

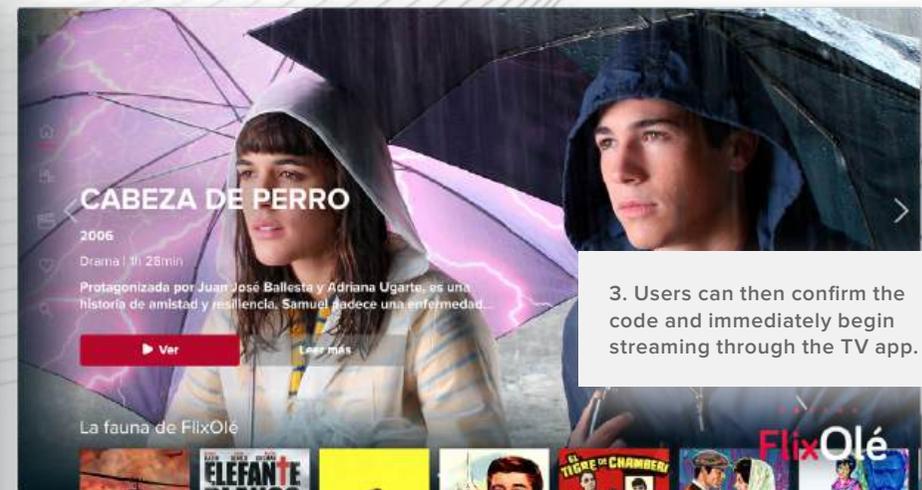
We use [QR technology](#) to simplify the signup and login process on native Smart TV streaming apps for users, effectively eliminating the need to manually input details using the TV remote.



1. The user downloads the compatible native app onto their Vizio, LG or Samsung Smart TV.



2. Once loaded, users will be asked to scan the QR code for convenience or manually enter a sign-in code via their mobile device to connect their account to their Smart TV.



3. Users can then confirm the code and immediately begin streaming through the TV app.

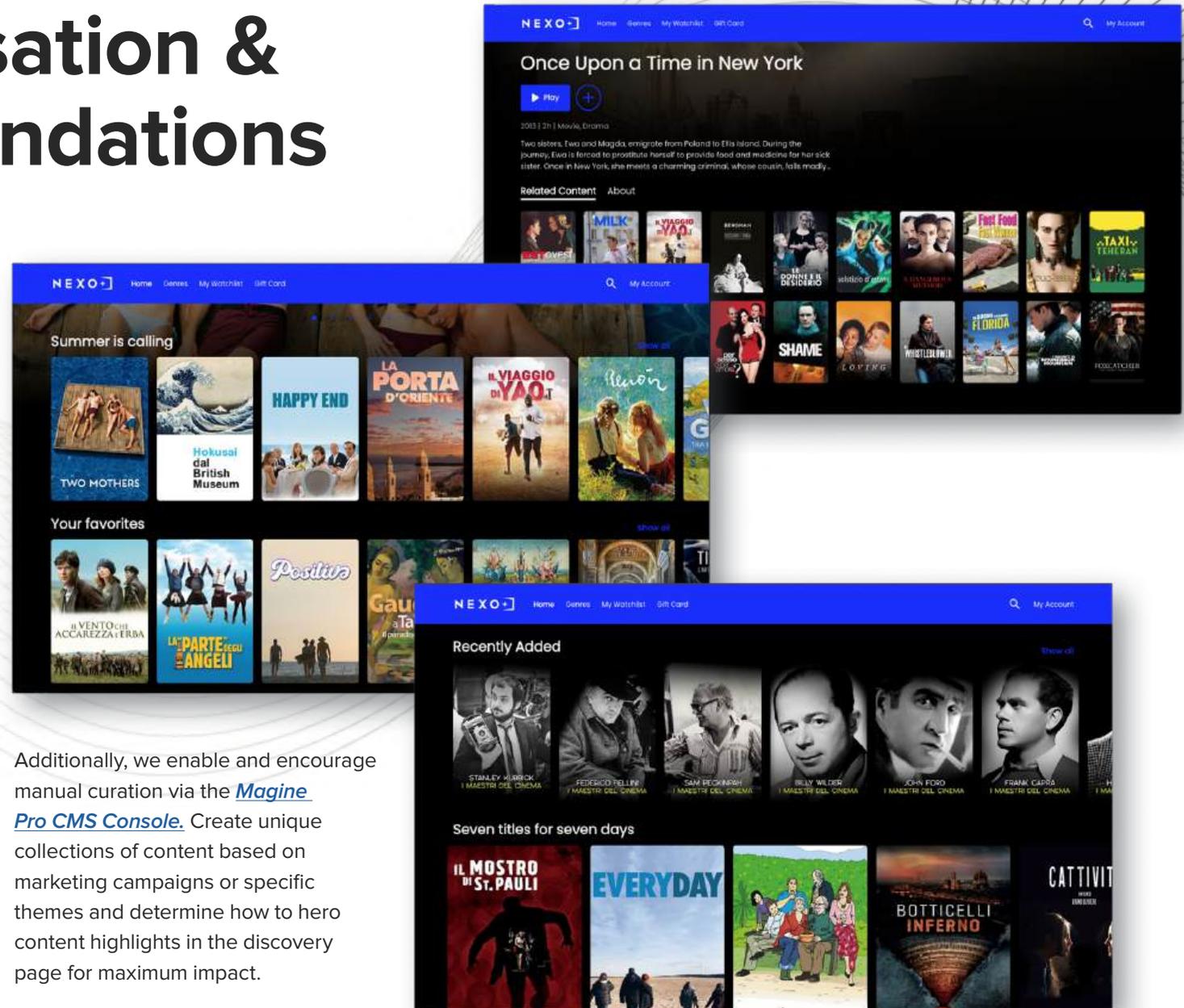
Personalisation & Recommendations

Personalisation lies at the heart of a compelling streaming experience. By leveraging user data, preferences, and viewing history, deliver tailored recommendations and curated content categories, boosting user satisfaction and retention.

Magine Pro utilises a sophisticated recommendation engine that automatically selects the optimal machine-learning technique for the most accurate results. The model processes real-time clickstream data from the platform, capturing diverse user behaviors. Supported recommendation types include:

- Most popular
- Latest releases
- Because you watched X
- More like X
- Top picks for you

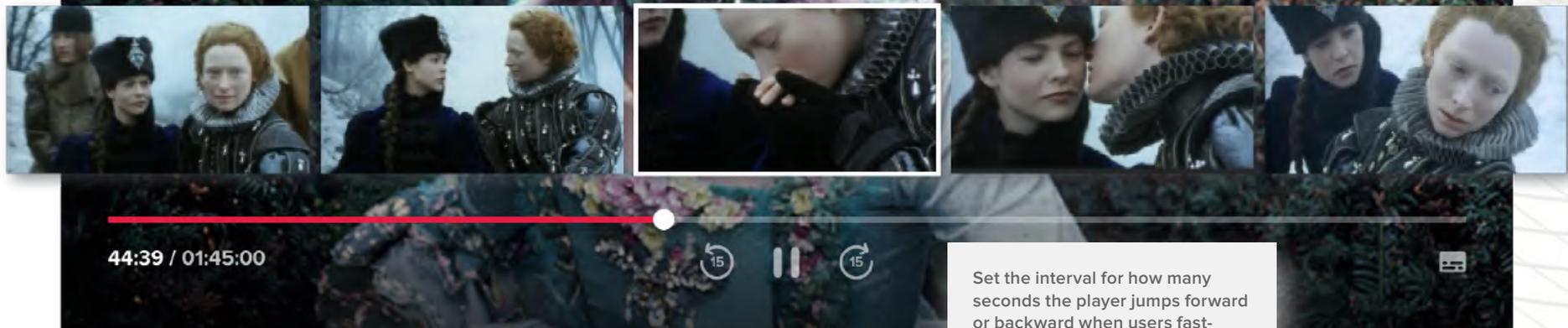
Additionally, we enable and encourage manual curation via the [Magine Pro CMS Console](#). Create unique collections of content based on marketing campaigns or specific themes and determine how to hero content highlights in the discovery page for maximum impact.



Seamless Playback Experience

Orlando

Trick Play allows users to see a small image of the scene while fast-forwarding or rewinding. This visual feedback helps users quickly find the scenes they want to watch, enhancing engagement.



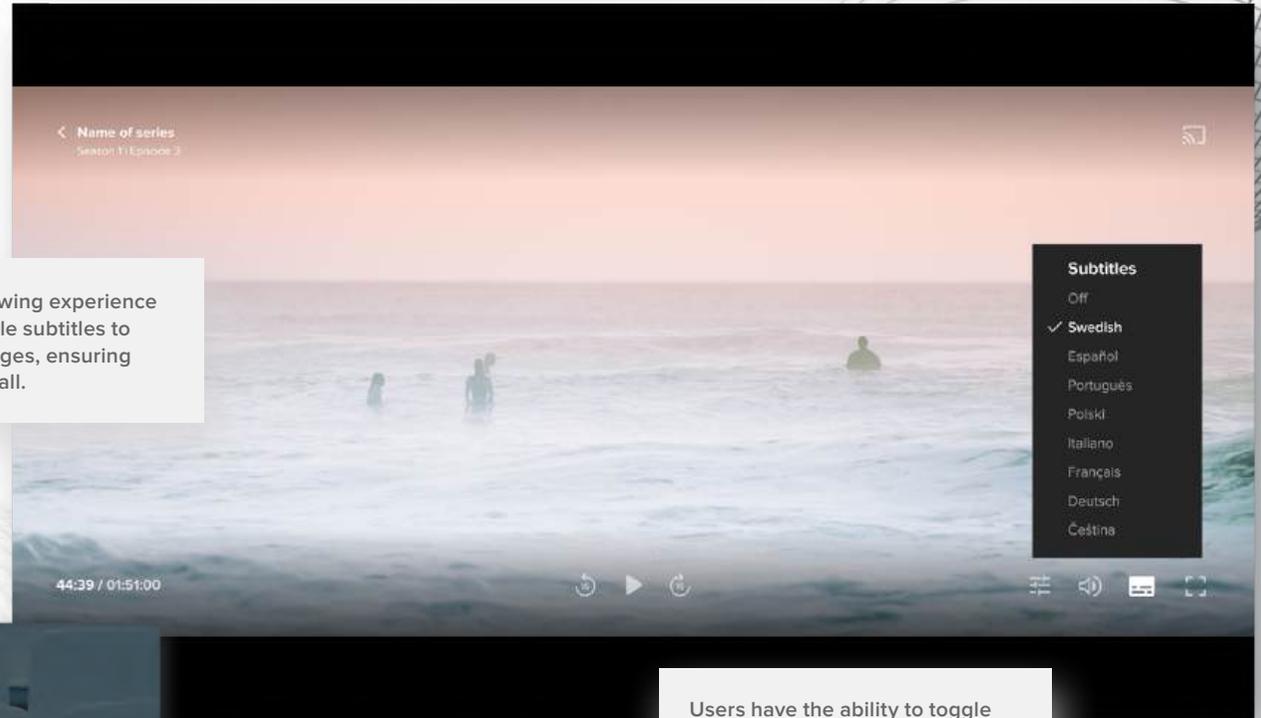
Set the interval for how many seconds the player jumps forward or backward when users fast-forward or rewind.

The playback experience should be seamless and uninterrupted, providing high-quality streaming with adaptive bitrate technology and minimal buffering. Intuitive playback controls empower users to customize their viewing experience to their preferences effortlessly.

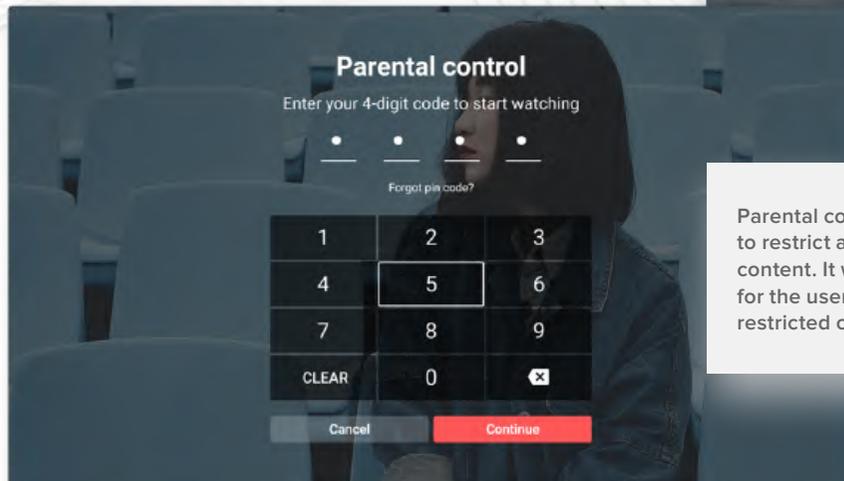
Accessibility & Localisation

Ensuring accessibility for all users is crucial in designing an inclusive streaming platform. Key features include closed captions, subtitles, and parental controls. Additionally, application localisation and configuration are essential, offering right-to-left language support, text adapted to the user's chosen language, and localised currency. These elements together create a more accessible and user-friendly experience for a diverse audience.

Enhance the viewing experience with customisable subtitles to suit local languages, ensuring accessibility for all.



Users have the ability to toggle subtitles on and off directly from the player menu.

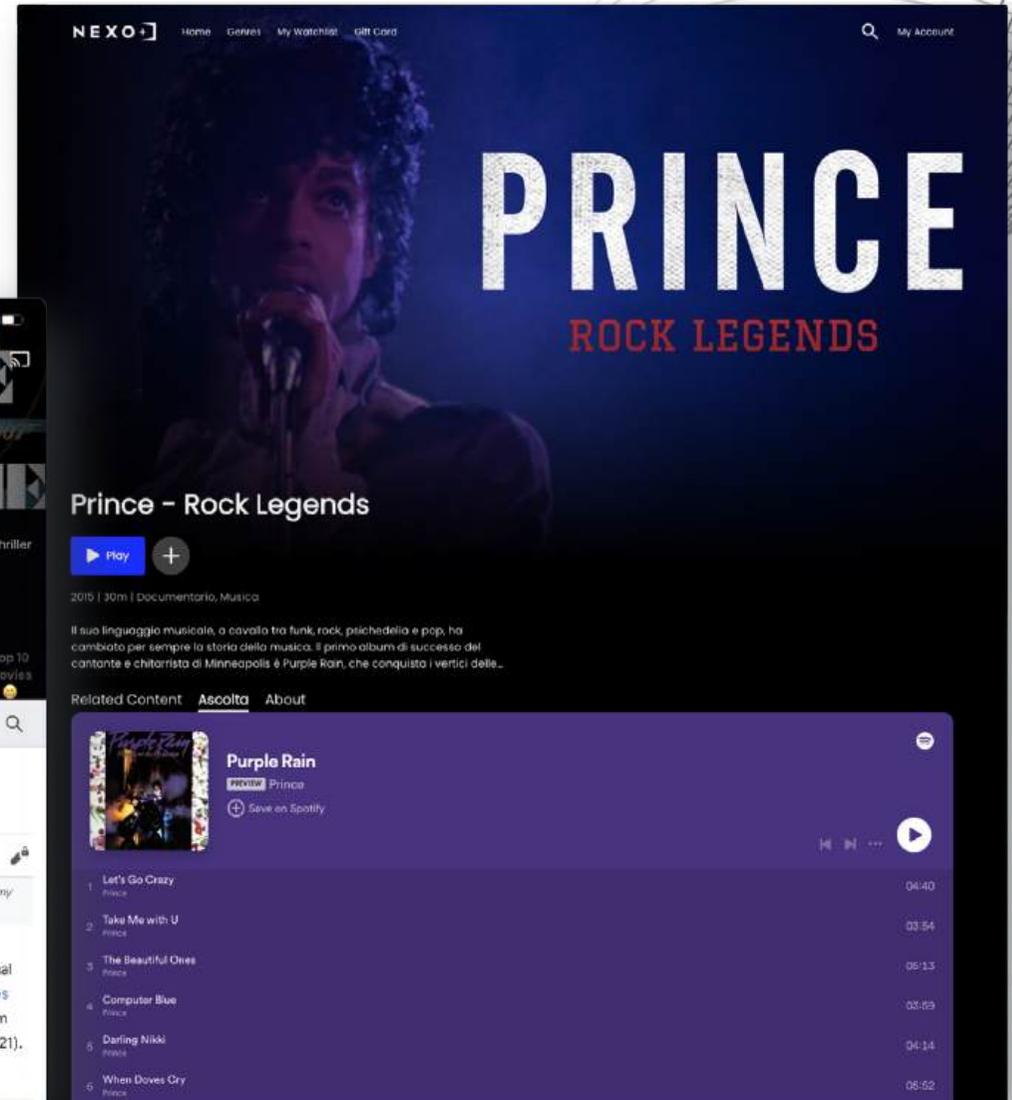


Parental control allows you to restrict access to sensitive content. It will prompt a pin-code for the user when trying to play restricted content.

Enhanced Features

Interactive features can enrich a streaming service, elevate user engagement, and enhance the overall experience. At Magine Pro, we simplify the implementation of these features by integrating widgets, eliminating the need for additional development. Magine Pro widgets offer a powerful way to engage an audience by seamlessly rendering hosted and developed HTML applications within the Magine Pro web, iOS, and Android mobile applications.

- Display relevant editorial information alongside content, enriching the user experience with dynamic, contextually relevant insights.
- Boost sports fan engagement with sports data feeds, creating a more immersive and enjoyable experience that keeps fans coming back for more.
- Keep your users informed and up-to-date on new content releases, promotions and marketing campaigns with in-app dynamic banners and OS notifications.
- Promote e-commerce merchandise that presents as a complete menu view within the streaming service or as a dedicated tab on relevant video pages.
- Increase audience engagement and challenge your community in a participative way with interactive games and quizzes related to your service and content.



Q&A with Fabienne Antonin

Head of Product & Platform | Magine Pro



Can you walk us through your UX/UI design process from concept to launch?

Our data-driven design process is rooted in a synergistic blend of industry best practices, comprehensive research, and user-centric methodologies. We initiate by aggregating critical metrics from multiple touchpoints:

- *User engagement data (e.g., daily active users, session duration)*
- *Competitive landscape analysis (market share, feature set comparisons)*
- *Business KPIs (customer acquisition cost, lifetime value) etc...*

The process is highly iterative, involving continuous testing and refinement to ensure the design evolves in response to real-world usage and feedback. Our goal is to create intuitive, engaging designs that resonate with users globally.

How do you achieve a unified UX/UI across various platforms?

Achieving cross-platform consistency is a cornerstone of our UX/UI strategy. We implement a robust epic roadmap prioritization system to ensure smooth rollout of features across all platforms.

Our cross-functional collaboration framework promotes seamless communication between teams, ensuring design principles are consistently applied across web, mobile, and smart TV platforms. This approach contributed to the successful rollout of our “preview” feature, which was implemented seamlessly and consistently across all devices.

What role does data play in shaping your UX/UI decisions?

Data is the cornerstone of our decision-making process, informing 100% of our UX/UI strategies. We analyse user behavior, partner insights, and feature-specific KPIs to continuously refine the experience. Metrics like click-through rates, content performance, and feature adoption guide us in understanding how users

engage with the platform and where improvements are needed.

For example, our “trick play” feature, which provides visual feedback as users seek through the player, significantly improved navigation and discovery. One customer reported a 50% reduction in seeks per streaming session, as users could find their desired start point more efficiently.

We also empower our B2B customers by giving them access to detailed service data through our CMS Console, enabling them to improve content acquisition ROI and optimise marketing efforts.

What are some of the biggest challenges you face in UX/UI design for OTT services?

Navigating the B2B2C landscape in OTT service design comes with unique challenges. B2B customers often require customized UX/UI solutions, and market-specific requirements heavily influence our feature prioritisation. However, the most significant challenge remains user retention, which is closely tied to

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One customer reported a 50% reduction in seeks per streaming session, as users could find their desired start point more efficiently.

the availability of new content.

Our data consistently shows that fresh content significantly boosts retention. For instance, one of our customers saw their daily active users triple on the day of a new content release, with a 50% increase in daily streamed hours sustained over the following weeks.

To support our customers in overcoming retention challenges, we focus on delivering a consistent, high-quality user experience across all platforms, ensuring that both the content and the interface keep users engaged.

How do you ensure that the UX/UI keeps users engaged and encourages exploration?

Our engagement-focused design philosophy is rooted in a blend of intuitive navigation, personalised experiences, and strategic user re-engagement tools.

Intuitive Navigation: We ensure users can easily find content with minimal clicks, enhancing content discovery and overall satisfaction.

Personalisation: AI-driven recommendations and user-specific home screens create tailored experiences that increase watch time and keep users engaged longer.

CRM Integration: Personalised notifications and targeted win-back campaigns help re-engage users and bring them back to the platform, effectively boosting retention.

Promotional Tools: Seamless promo code functionality and limited-time offers encourage users to explore more content and reactivate their accounts.

By combining these strategies, we create a platform that not only enhances user engagement and content exploration but also significantly improves user retention for our B2B customers. Our focus on data-driven UX/UI optimisation ensures a best-in-class experience that consistently outperforms industry benchmarks in user engagement and retention metrics.

Apple Pay **Google Pay** **fire tv** **ROKU**

Capítulo 1. Arcángel

Intriga, Thriller | 44min | 2005 | NR16

La historia transcurre durante cuatro días en la vida del académico Fluke Kelso (Daniel Craig). Fluke es un historiador inglés que está investigando en Moscú los archivos soviéticos. Ambientada en la...

Sigourney Weaver

Jennifer Love Hewitt

Gene Hackman **Ray Liotta**

Las Seductoras

2001 | 1h 58min | Comedia, Romance

Max y su hija Page son dos timadoras profesionales que utilizan sus dotes de seducción para estar a millonarios. Pero, en una ocasión, mientras Ma...

Data Analytics

90k
60k
30k
10k
0

48k USERS

Mer Apr May Jun Jul

Flexible video streaming services & apps

The anatomy of a good UX/UI for streaming services places the user at the center of the design process. At Magine Pro, we're passionate about creating services that engage users, which means continuously iterating, gathering user feedback, and leveraging data to optimise and stay ahead of the curve.

Get in touch to meet with an experienced member of the Magine Pro team and demo our solutions.

The central image is a composite graphic. At the top left, a smartphone displays a video player interface with a 'LIVE' badge. To its right, a 'Data Analytics' chart shows user growth from March to July, with a callout for '48k users' in May. Below the chart, a video player shows a scene from a movie with a 'LIVE' badge. At the bottom, there are logos for 'Your Brand' (a color wheel), 'Apple Pay', 'Roku', and 'firetv'.

iPhone
 android
 LG
 SAMSUNG
 chromecast
 AirPlay
 Roku
 firetv
 apple tv
 androidtv
 VIZIO

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