

LingoFlix

Paul Jacobs | UX Design Course | General Assembly 2025

Problem Statement:

In today's world, people travel more than ever.

For foreign users living, studying, or working abroad, VOD apps often lack the language flexibility they need to feel at home. To stay engaged and comfortable, these users require easy access to content in multiple language combinations.

Hypothesis:

If we help foreign users find content by selecting language combinations, they'll spend less time searching and more time watching. In doing so, we'll create a more accessible and fun experience.

We'll know this works if we see an increase in watch time.

Goals:

- Help viewers find what they want to watch more quickly.
- Support shared viewing experiences across different levels of language fluency.
- Create a seamless, global discovery experience—no matter where users are or what region they're in.

How might we:

Help users **easily** and
enjoyably find shows in
their favorite languages

Help spend **less time**
searching and **more time**
watching

Make discovering shows
a **fun, accessible**
experience



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Research Plan

User interviews

Goal:

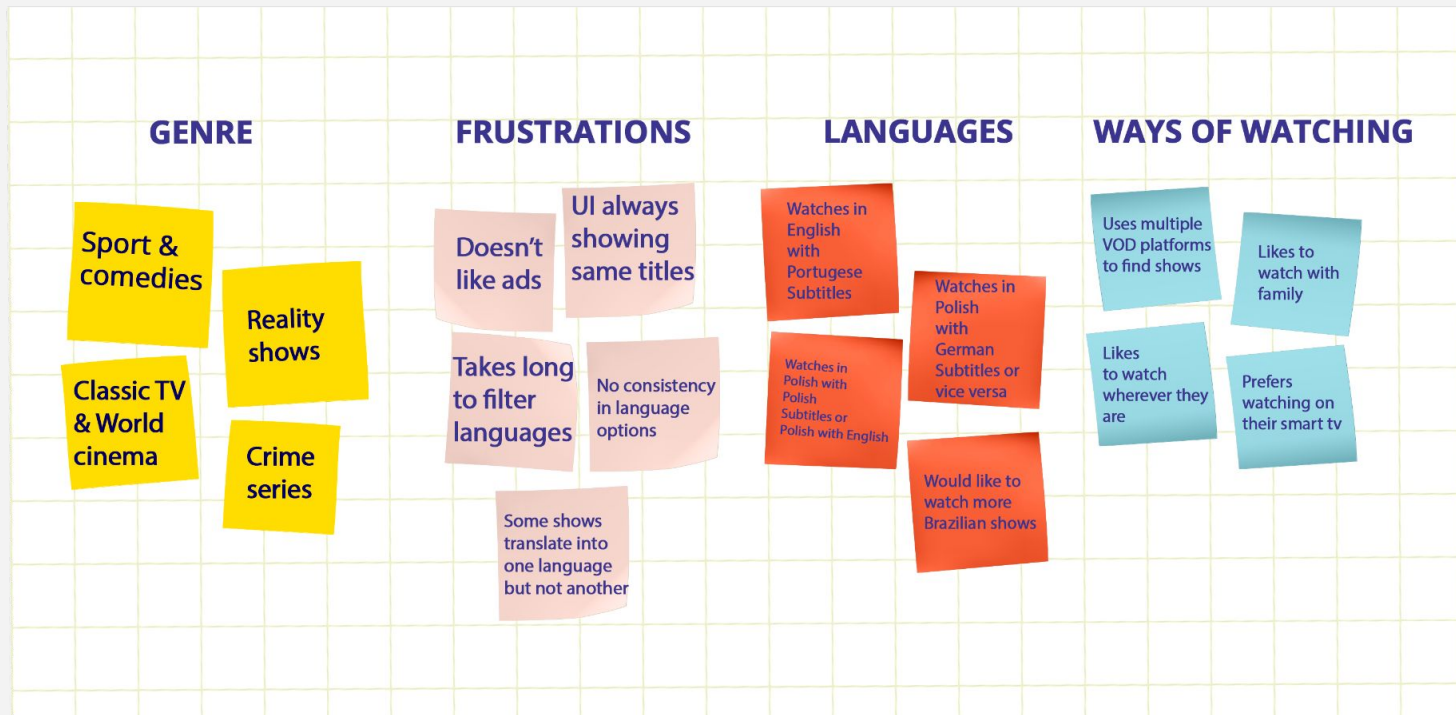
To understand the behaviours, motivations, and frustrations of foreign VOD users.

5-7 participants

Ages 18-55

Actively use at
least one VOD
platform

Affinity Mapping



Affinity Mapping: Key takeaways

- I love having lots of choice
- I often switch between languages, so I need flexible options.
- I sometimes have to look for something else to watch if the show I want to see doesn't include one of the languages my friends and I prefer.



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Persona

this-person-does-not-exist.com



Betina is a Portuguese national with Italian roots, currently living and working in London. She enjoys keeping up with the latest films, TV shows, and sports across multiple video-on-demand services. Her friends, colleagues, and family love discussing the latest shows and she enjoys watching them together in UK and in Portugal.

Goals

- She wants to watch the latest shows in languages that suit both her and her friends—no matter where she is
- She expects seamless access to trending content, with language options that match her preferences and social circle.
- She values staying current with popular shows, watching in the right language, and having that experience travel with her.

Frustrations

- Programme offerings change from country to country.
- Not being able to watch her favourite shows with family and friends when she wants to.
- It takes too long to check if the desired language is supported.

Age

29

Gender

Female

Occupation

Marketing

Location

London

Persona: Needs

She's looking for the latest shows, the right subs and dubs, and a way to watch with friends—no matter the language or location.

Competitor Analysis

1	Netflix	iPlayer	Watchworthy	YouTube	
2	Y	Y	Y	N	Genre Choice
3	Y	N	N	N	Language Choice
4	Y	Y	Y	Y	Add to watchlist
5	Y	N	N	N	Sorts by language
6					Change Location/Sorts by location in the world
	Y	Y (UK Nations and Regions)	N	Y - if geolocked, otherwise N	
7	Y	N	N	N	Puts language options at front
8					Allows to combine subtitles and dubbing in two different languages
	Y	N	N	Y/N - chosen titles only	
9		N	Y		Serves based on mood
10					Finds content by combination of two languages through seperatation of dubbing and subs
	N	N	N	N	
11	Y	N	Y	Y	Like / don't Like
12					Lets you create multiple watchlists/playlist
	N	N	Y	Y	
13	Y	Y	N	Y	FAQ

[Short UX Competitor Analysis.xlsx](#)

Competitor Analysis: Takeaway

There isn't a service that seems to combine all of these options at once.

[Short UX Competitor Analysis.xlsx](#)

Feature Prioritisation

M

Find shows by Subtitles and Dubbing

Find shows by VOD providers

Provide title description

S

Find shows by Genre

Split titles by TV & Film

Watch trailer

Link to provider

FAQ

Add to watchlist

Search by location

C

List current popular titles

Find by countries/ flags

Like/dislike to inform algorithm

Create multiple watchlists

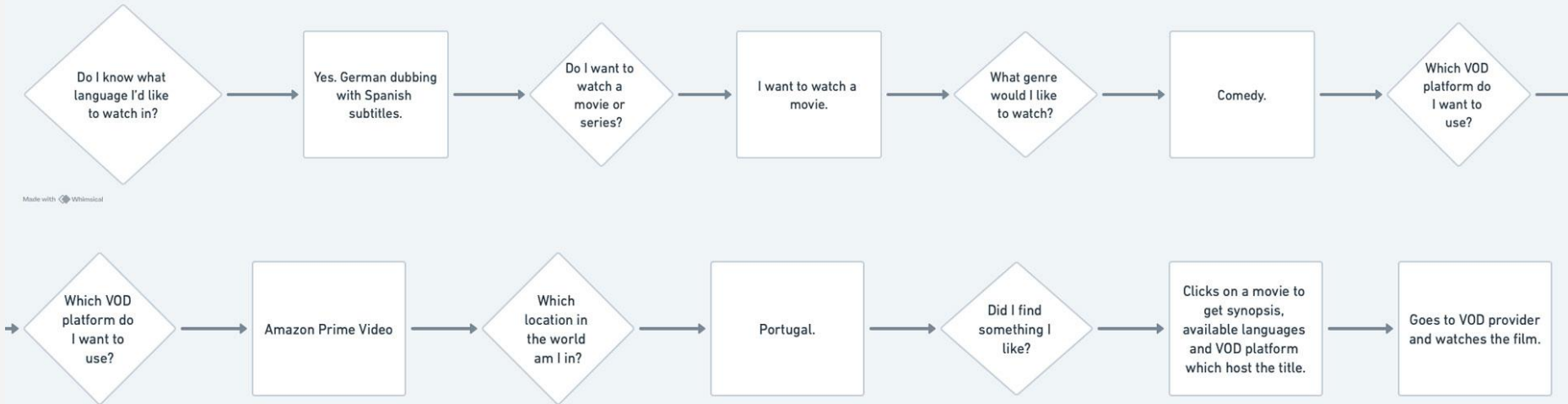
W

Choose by mood

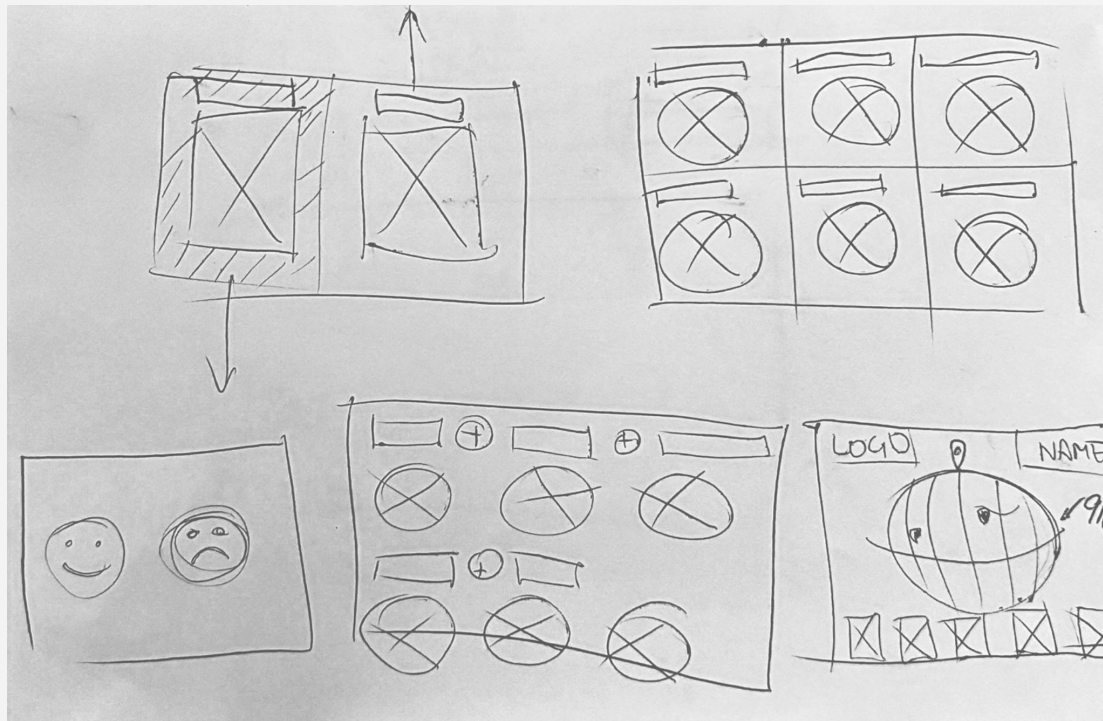
Play games

Build, Sketching and Prototyping

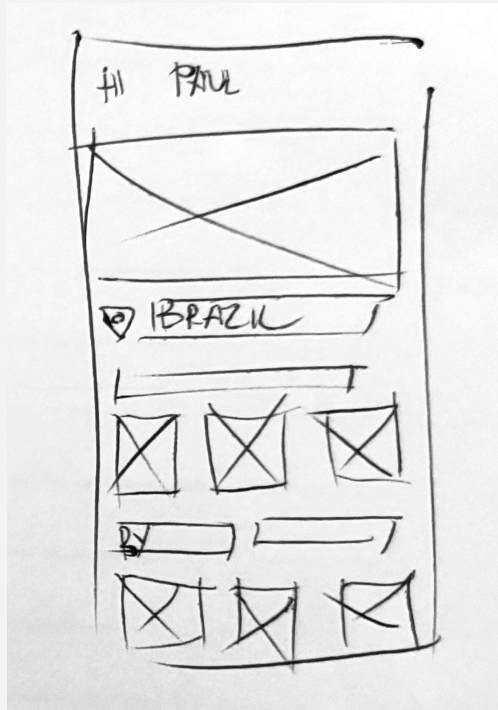
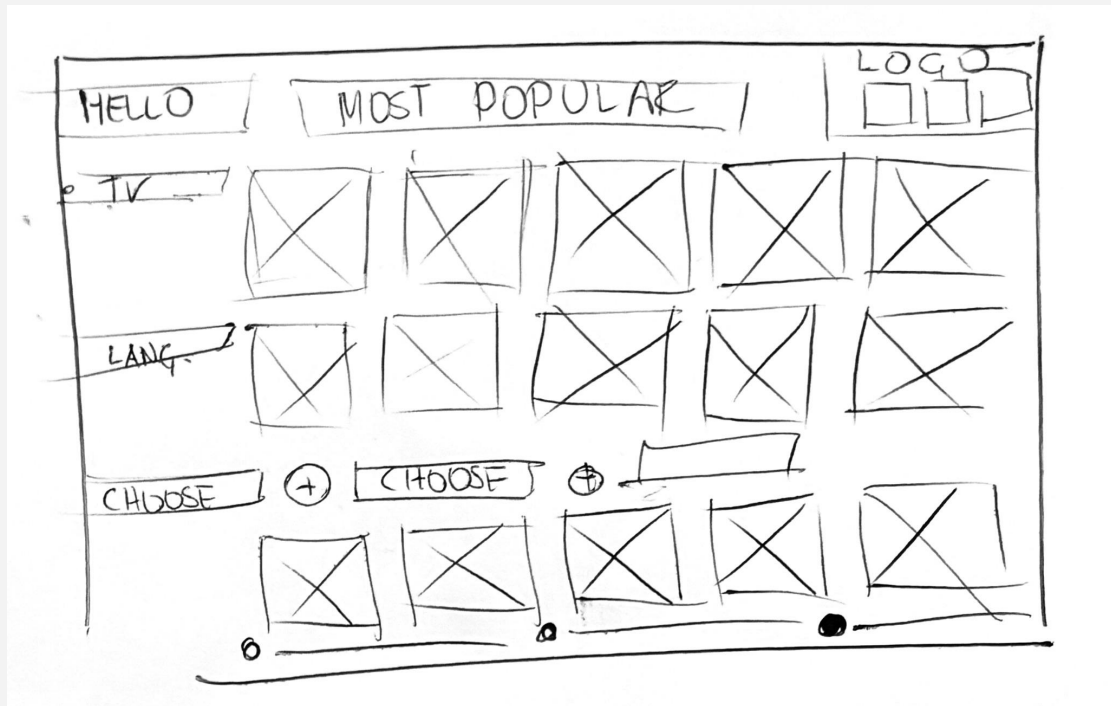
User Flow: Happy Path



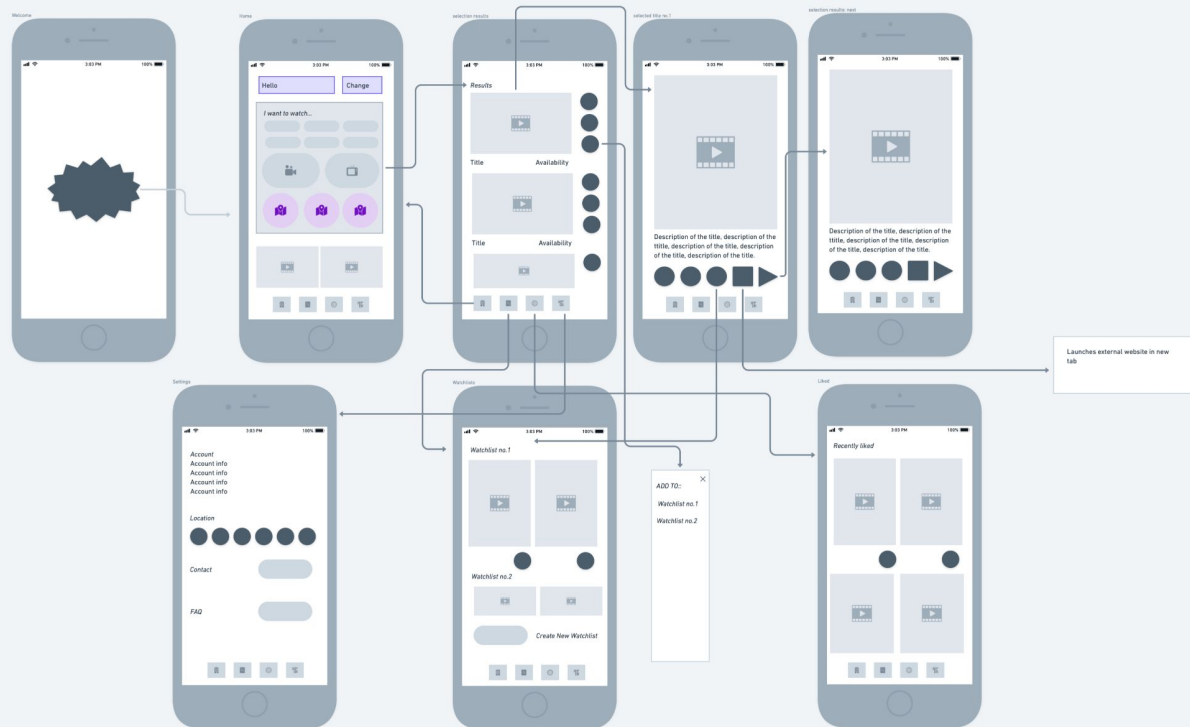
Initial Sketches: Crazy 8's



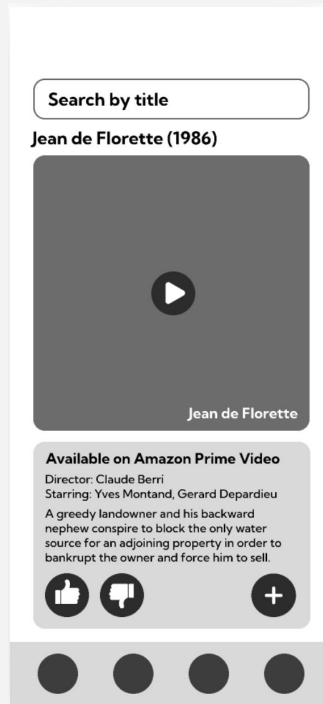
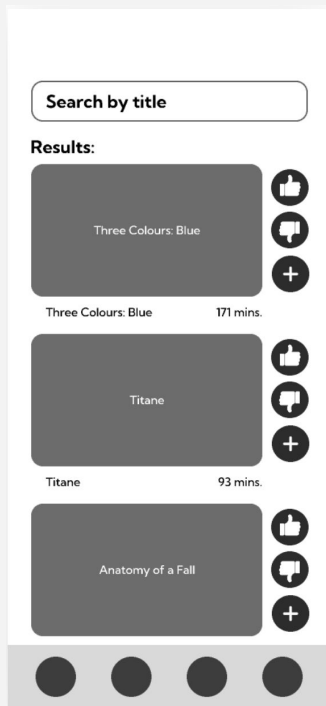
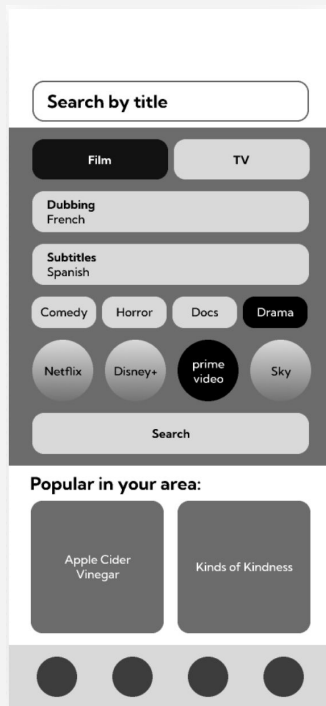
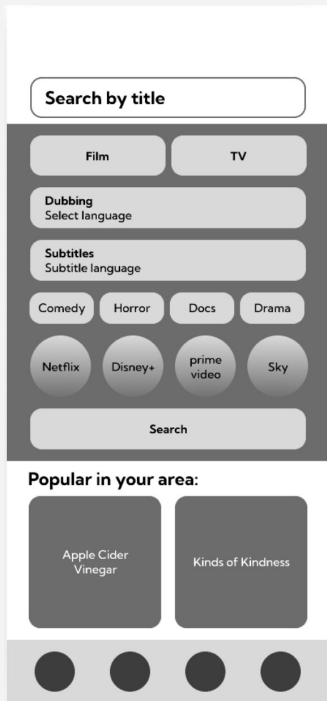
Initial Sketches: Solution Sketches



Initial Sketches: Digital



Low-fi prototype Maze test



Feedback from Maze Testing

“I don’t know how to get passed the first page”

“There’s too many options right in the beginning”

“My eyes are drawn to the top “search” bar”

12% confidence, 41% success rate, 58% drop-off, 81% misclick rate

High fidelity prototype revision

