

ABSTRACT

This study evaluates the considerations and decision-making processes surrounding the creation of an updated tutorial video to enhance Movella's website usability for users in the American and Canadian entertainment industry. Utilizing interviews with seven people from Movella and extensive desk research, including archival data and academic journals, this research analyzes the current complexities of Movella's website and aims to provide a strategy for improving marketing communication. The gap, which was identified from the Xsens Knowledge Base, suggests that Movella should prioritize creating a new tutorial video tailored to YouTube audiences to improve user experience and attract new visitors.

Keywords: Website Usability, Xsens, Tutorial Video, Customer Journey, Marketing Communication, Entertainment Industry, Unreal Engine 5.