



Movie Lamp

A Movie Database platform meant for the viewers

Problem Statement

The process of selecting a movie to watch has become a significant source of frustration for many viewers. While digital platforms provide unprecedented access to vast film libraries, their core systems for discovery and recommendation are fundamentally flawed, leading to wasted time and unsatisfactory user experiences.

Key Issues:

- Streaming services prioritize their own affiliated content, limiting genuine choice.
- Overwhelming Choice and Decision Fatigue, users often spend more time browsing through countless options than actually watching a movie.
- Aggregated ratings from sites like IMDb or Rotten Tomatoes are often unreliable indicators of personal enjoyment.

Research Insights

We conducted 6 semi-structured interviews to find pain points of the users, we conducted affinity mapping with the results to identify key issues that were raised.

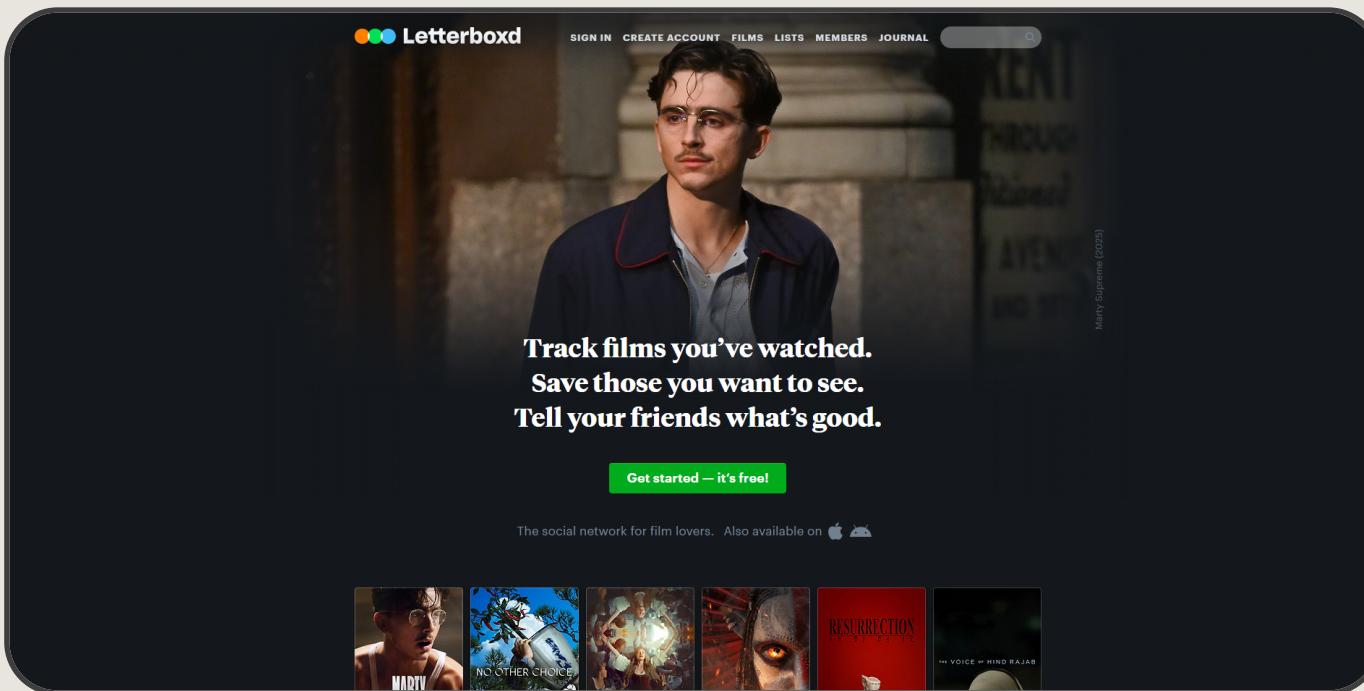
Focus Areas based on Interviews:

- **Need for a Dissected Rating system**
Multiple interviewees discussed the inaccuracy of the rating system and how it lacks consistency overall. Additionally, they also mentioned how this issue specifically affects *horror* and *comedy* genres.
- **Need to Reduce Overwhelm and Decision Fatigue**
Almost all of our interviewees mentioned the decision fatigue they face due to the overwhelming landing pages. They mentioned frustration due to endless scrolling.
- **Issues with Data Collection & Privacy**
Some issues related to privacy were also highlighted, users did not like how the current system works and it relies on spying and looking over the shoulder at all times.

Factors considered		Pain points		Features they need	
story satisfaction enjoyment visuals popularity	Ratings, story, acting, new releases	Recommendation systems rely on marketing and advertising. Quote: "If the ads are well-done, I'm more likely to watch them." That means recommendation results are more influenced by commercial promotions than purely by quality or interest.	-rating do not factor in interests -prioritizing marketing -one choice changes feed drastically	Emotion-based and smarter filtering recommendations for different audience	Genre-based collections, smarter personalized suggestions
Genre, emotion, plot, visuals	-story -hook -engaging concept	-inaccurate ratings -grading metrics not being defined -options are too broad -already seen movie filling up suggestions	new releases Recommends only popular films; lacks personalization	-narrowed down suggestion -defined grading and separate grades for each metric	-interest flairs to select based on that -Ability to block the marketing material -user ratings after watching
A stress regulator, a way to relax your mind	Convenience & Time Efficiency; Ease of Use; Variety & Freshness	Ratings unreliable; limited discovery of niche films	Difficulty in making choices and wasted time; unreliable rating systems and word-of-mouth.	"Theme-based" or "Similar Content Recommendation" Quote: "For example, recommend similar works based on my favorite movies."	Emotion-driven recommendation feature; Smarter personalized recommendations
How they find movies					
Services used					
Amazon Prime, Hulu	Netflix	Online searching on rotten tomatoes	mostly recommendation but also independent searching		
Netflix, Amazon Prime	Aifan niche	Online ratings & theater release new movies	Ratings & friends' suggestions		
Netflix Hulu	Netflix	This participant does not rely on ratings. His mental ranking is: 1. Watching trailers, Algorithm 2. recommendations + Advertising 3. Recommendations from friends or others	Platform push and friend recommendations; Occasionally check the ratings		

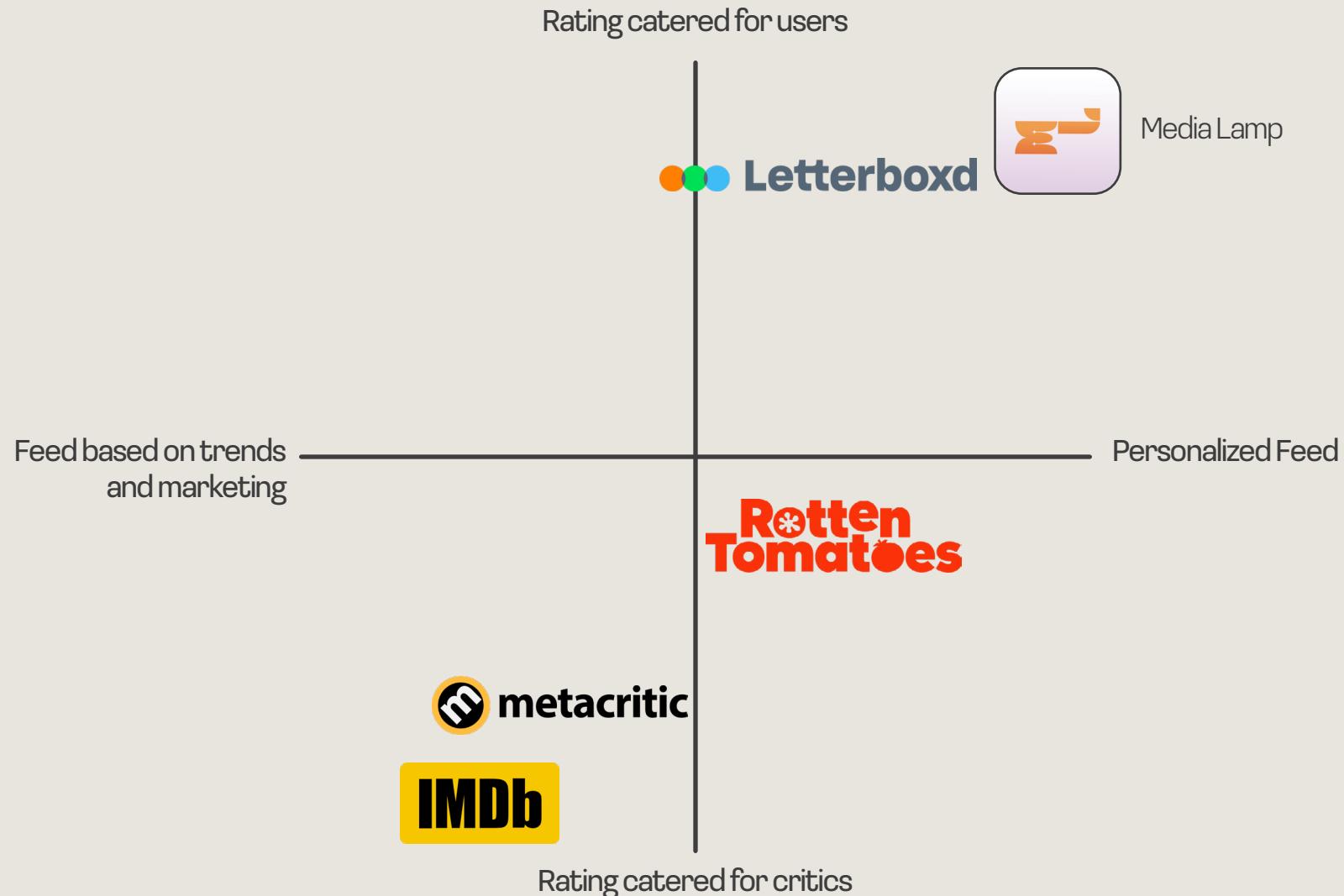
Competitive Analysis

There are some existing services which also have some overlap with the focus we were aiming for.



Letterboxd does aim to offer the personalization we are aiming for, although we finetuned our intended features to make sure we bring something unique to the table.

Competitive Analysis Matrix



Our Solution

These are the key features we focused on, each of them try to solve the existing issues with the current user experience.

- **Dissected Rating system**

A singular rating will never be able to quantify the quality of all the movies, thus we wanted to split it into 3 key metrics based on user feedback: Story, Visuals, Enjoyment. Letting the users know more at a single glance.

- **Taste Profile & Trust Meter**

We wanted to make the platform more personal, while relying on the users consent. Thus the taste profile helps users choose the type of movies they will be recommended, moreover we added a new setting to the filter to make the selection process more personal.

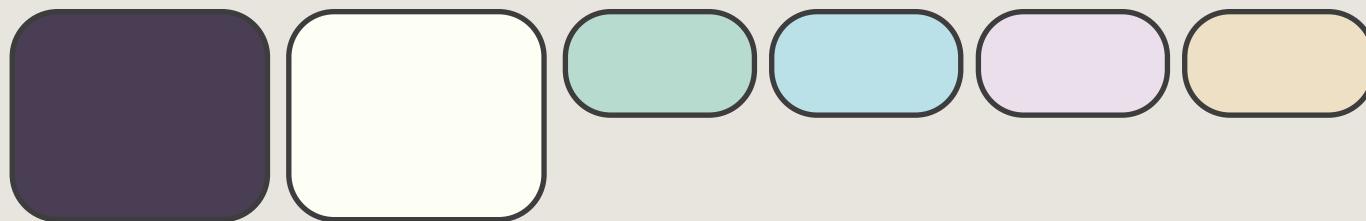
- **Movie Lamp**

We wanted to offer the users 3 movies to solve their decision fatigue, moreover these 3 selections will be exploring into 3 different categories based on the user's taste profile.

Design Principles

With the user experience we wanted to convey a feeling of calm and reliance. Since our 3 picks feature was pretty unique among the competitors we focused on that, and used the genie lamp as the inspiration for our theme.

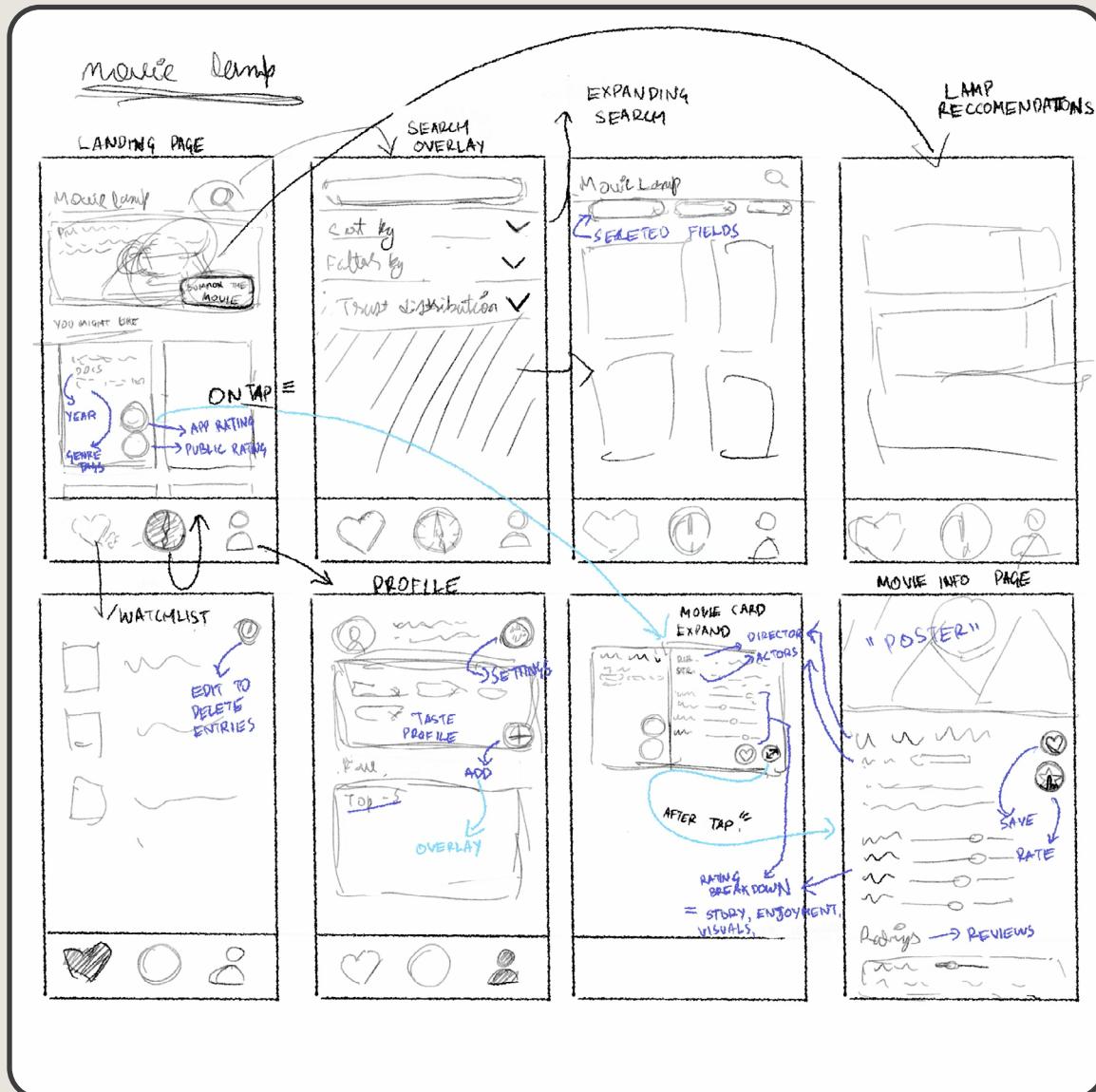
Thus our theme is a magical platform to help you ease off the stress of choosing a movie. The primary colors in the color palette highlight magic whereas the secondary theme of iridescence was selected to convey calmness



We wanted the lamp to be our centre focus so we have also used that in the app itself and the icon.



Concept Sketches



Personas



Zhang Chen | 22yrs old | Grad Student

Relation to Movies

Enjoys movies as his primary source of entertainment. Often watches 1-2 movies a week.

Viewing Preference

Likes movies as a social activity with friends, although also enjoys convenience of Online platforms.

Trust

Relies on word of mouth for new experimentation. Prefers Letterboxed.

Needs

Would like movie recommendations based on crowd-sourced data.



Emily Carter | 29yrs old | Marketing Specialist

Relation to Movies

Due to busy schedule uses movies as source of relaxation occasionally. Watched 2-3 movies a month.

Viewing Preference

Prefers Online platforms strictly due to time commitment of theaters.

Trust

Uses IMDB and Rotten Tomatoes for finding movies.

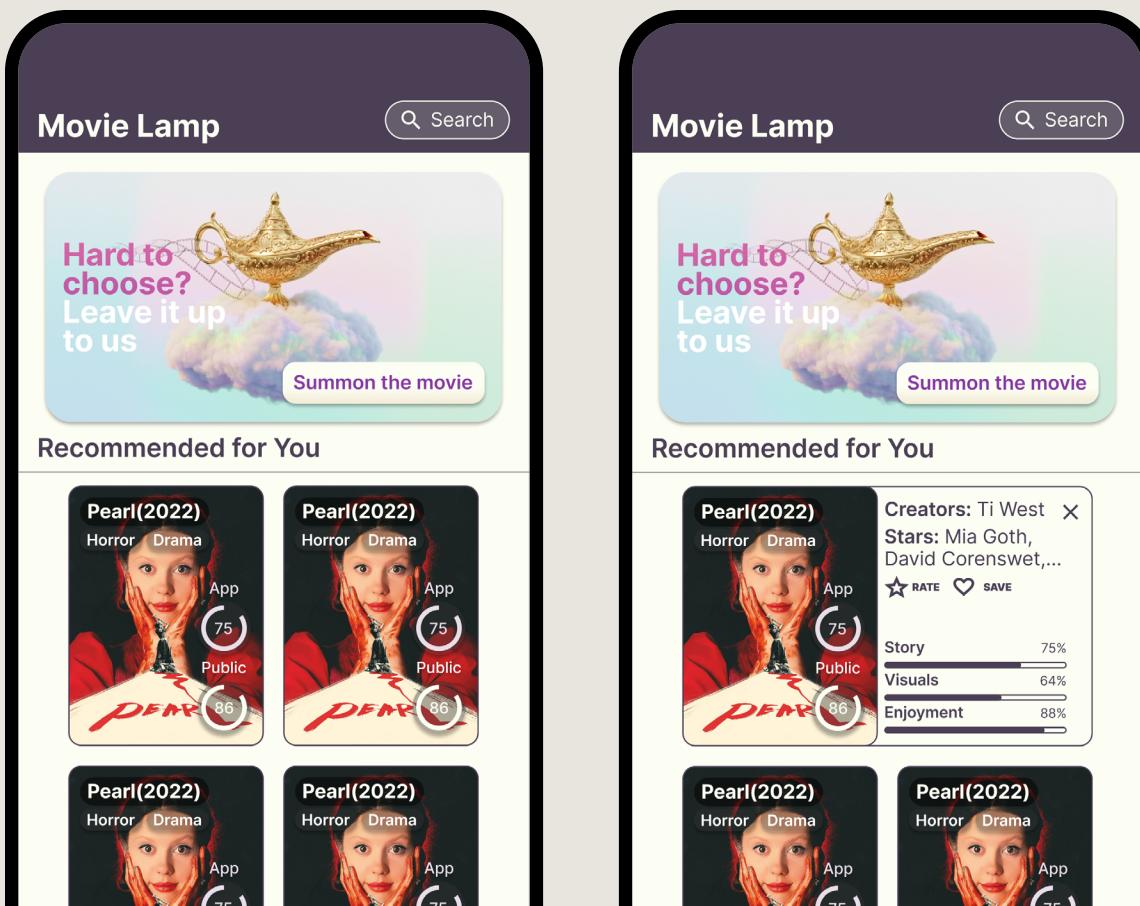
Needs

Wants a quicker way to select movies, than extensive searching.

Dashboard

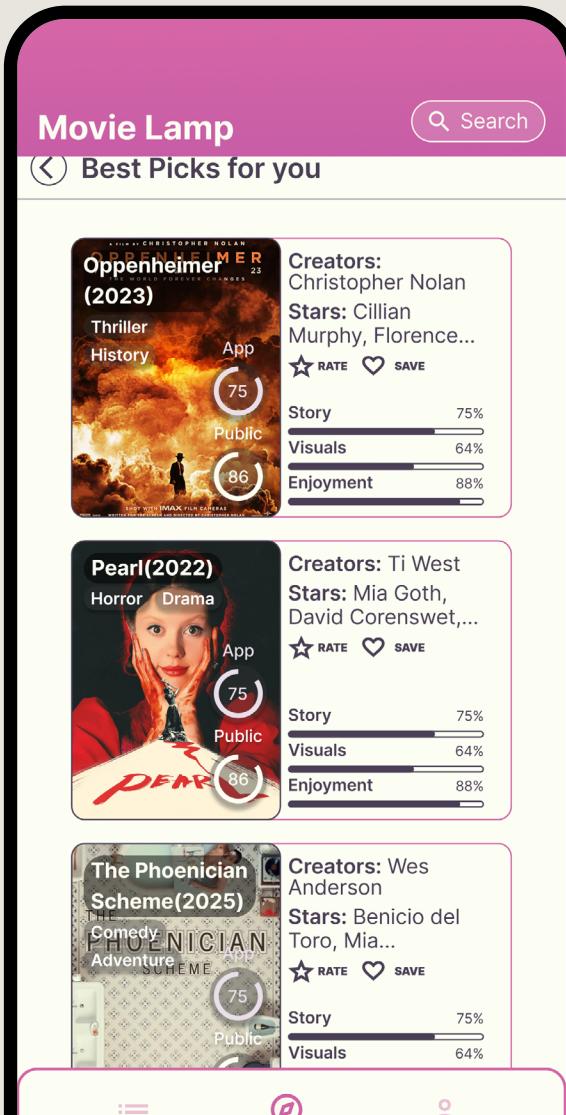
The dashboard acts as a central hub for everything, it shows you movies based on your taste profile, moreover users can click to expand the card of any movie and view the detailed ratings in just a single click without travelling to another page and back.

The header of this page is the “Summon the Movie” feature as we want that to be the first thing users eyes go to when they open our app.



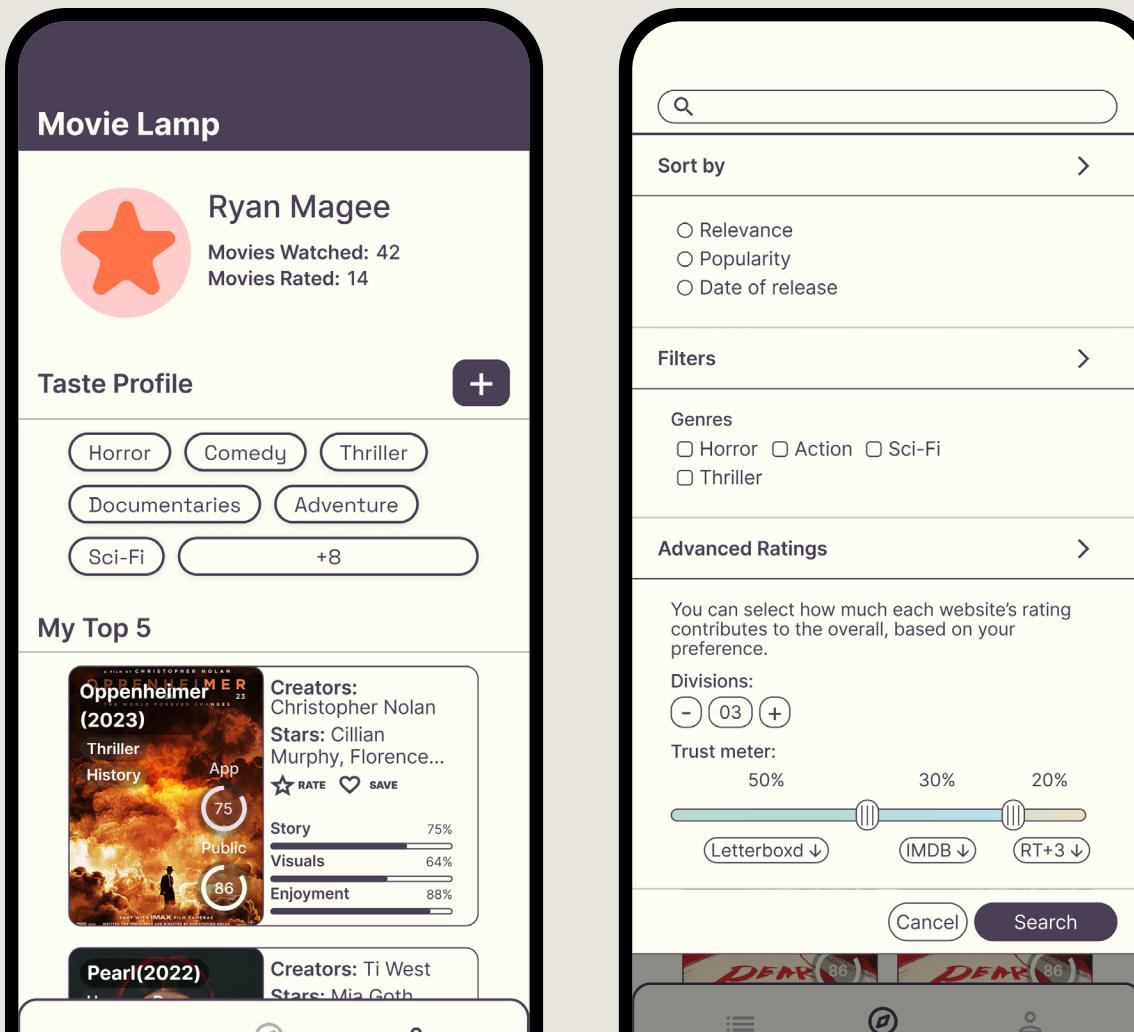
Movie Lamp

Picks the best matches for you and narrows the choices for you. The detailed rating are out on display by default along with the genre tags for users to make a more informed decision.



Personalization Features

To add more personalization, we have the taste profile on the profile page, which can be altered to the user's needs anytime. Moreover, we also have the advanced setting to choose how much you trust a certain rating website and cater your ratings based on your preference.



User Testing & Feedback

Our system received a score of 50 during the SUS test, the feedback we received helped us imporve the affordance of some of the features and rework some sections.

Key Findings:

- **Issues with Affordance**

The visuals for the ratings left the users confused as they seemed like sliders rather than static data visuals.

- **Confusion with Feature Usage**

The purpose of some of the features wasn't clear to the users, the presence of 2 ratings wasn't made clear through the labels and users did not know what the difference was.

- **Purpose of Movie Lamp**

Users also pointed out that the 3 movies would again induce decision fatigue, this feature has been updated due to this and now includes branching through distinct genres. This was done to make the choice easier.

Future Work

We have made a lot of changes since the user testing although we need to do additional work to make this app more complete.

- **Tooltips & First Visit Tutorials**

Since the features themselves are a bit complex to explain, we need to resort to using tool tips and tutorials for better user experience. The complexity hinders us from making it intuitive at first glance.

- **Further Testing on altered Features**

Features like the advanced search were reworked entirely, thus we need additional testing to solidify the use cases of our product.

- **Expansion towards a Social Section**

Given more time, we would like to make this a community tool and integrate more features catered to those kinds of interactions and group movie watching.

Thank You!

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Figma Link:

[https://www.figma.com/proto/8zxkeJiT6p8idtv9lSpgs6/
Movie-lamp?node-id=0-1&t=X5q1Fh42fdLdMgMY-1](https://www.figma.com/proto/8zxkeJiT6p8idtv9lSpgs6/Movie-lamp?node-id=0-1&t=X5q1Fh42fdLdMgMY-1)