Mobile Software
Design and Development
2022/2023

MovieInf
Design documentation[1,2]

Name	Student Number	E-mail address
Max Sandberg Hansen	494247	maxha20@student.sdu.dk

---

[1] REMOVE THE FOOTNOTE: The max length of this document is 11 pages (including this title page)

[2] REMOVE THE FOOTNOTE: The structure of this document is advised to remain as it is

Strategy

Product Objectives

Business goals
The business goal is to make it easier for users to find information about movies and discover movies to watch, by making clear divisions between the movies, and highlight information that could be important for the users. We want to make the information easily accessible hence the business is building the app MovieInf.

Product Overview
MovieInf is an app where users can find information about movies. The movies are divided into groups to make it easier to find a certain movie. The goal is to make basic information easy to see and find, without the need to scroll through a lot of unnecessary information.

Competitors
The possible competitors for the app could be sites such as IMDb and The movie db.

IMDb is an app that allows users to search for movies, add the movie to a watch list, rate the movie with stars from 1-10 and has all the information about the movie such as the cast etc. The app shows a lot of information that seems unnecessary for the normal user that only wants basic information about the movies.

The movie db is a website that provides information about movies. This is only a website and not an app for the mobile. The website shows the user ratings for the movie as well as the different information of the movie. This is not necessarily a huge competitor as this is only a website.

User Needs

Needs & goals
The goal of the app is to make uses able to:
- Easily find top rated movies
- Easily distinguish if a movie has a good rating or not
- Easily see which movies are currently trending
- See which movies are coming and is currently running in the theaters

User Research

MovieInf helps all kinds of users find the information needed about a movie that would make them watch the movie. The length of the session of using the app could be short, giving that it's easy to see the rating of a movie, and the poster of the movie to give a hint of what the movie is about.

Personas

Dorthe

Age: 45		Occupation: Office worker
Family: Single, 2 cats		Internet use: Facebook, Internet Banking, Streaming apps
Technical profile: Has an iPhone 6, is uncomfortable with a lot of information. Feels strong in apps after learning for a while.		

Dorthe is a working full-time in an office with a lot of different tasks. She is single after being in a relationship for 15 years. Dorthe likes to make time pass by watching movies in the evenings. Dorthe sometimes get stressed when there is a lot of information, where she loses the overview of the information. She likes to check movies out before watching them, to make sure the movie is a hit or miss.

Ronald
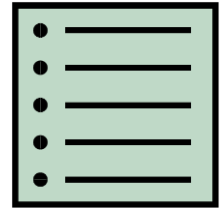
Age: 35		Occupation: Teacher
Family: Married, 1 child, 1 dog		Internet use: Facebook, Twitter, Instagram, and Streaming apps
Technical profile: Has an OnePlus 7T Pro. Is technically very strong.		

Ronald is a full-time teacher. He has a wife with who he has one child and one dog. Ronald loves to see movies that is currently trending, so he can keep up with the movie talks in the institution where he teaches.

Scope

Features

REMOVE THE DESCRIPTION

Provide <u>a list</u> of all the features of your app.

MovieInf's main features are:

- The rating of movies is highlighted in green, orange and red colors based on the rating
- The user can see a list of trending, top rated and upcoming movies
- The user can see the description, rating, and actors of a movie

MovieInf's constraints:

- Each list of movies is limited to 20 movies
- The movies do not show the genre of the movie

Scenarios

Dorthe:

Dorthe comes home after a long working day. She makes dinner and goes to the couch in the livingroom to eat. She wants to find a movie with a fairly good rating, where the description of the movie makes the movie sound good. She asks her friends on a group chat, if they can recommend any movies to watch. Dorthe has already seen the movies the friends recommend. One friend did not recommend any movies, but recommented the app MovieInf and gave her a brief overview of what the app was about. Dorthe decides to download the app and finds a movie in the top-rated section.

Ronald:

Ronald was working at the instution where he overheard a lot of kids talking about this special movie, Ronald wants to join the talk, but he has not seen any movies that are popular recently. He saw an add of the app MovieInf, which he in the break-time decides to download. Ronald sees the popular section, and right away saw the movie the kids talked about. He read the description and decided to watch that movie with his family as soon as he gets home.