CS 3205: Human Computer Interaction
Group: IMDb Haters
Kathleen Mead
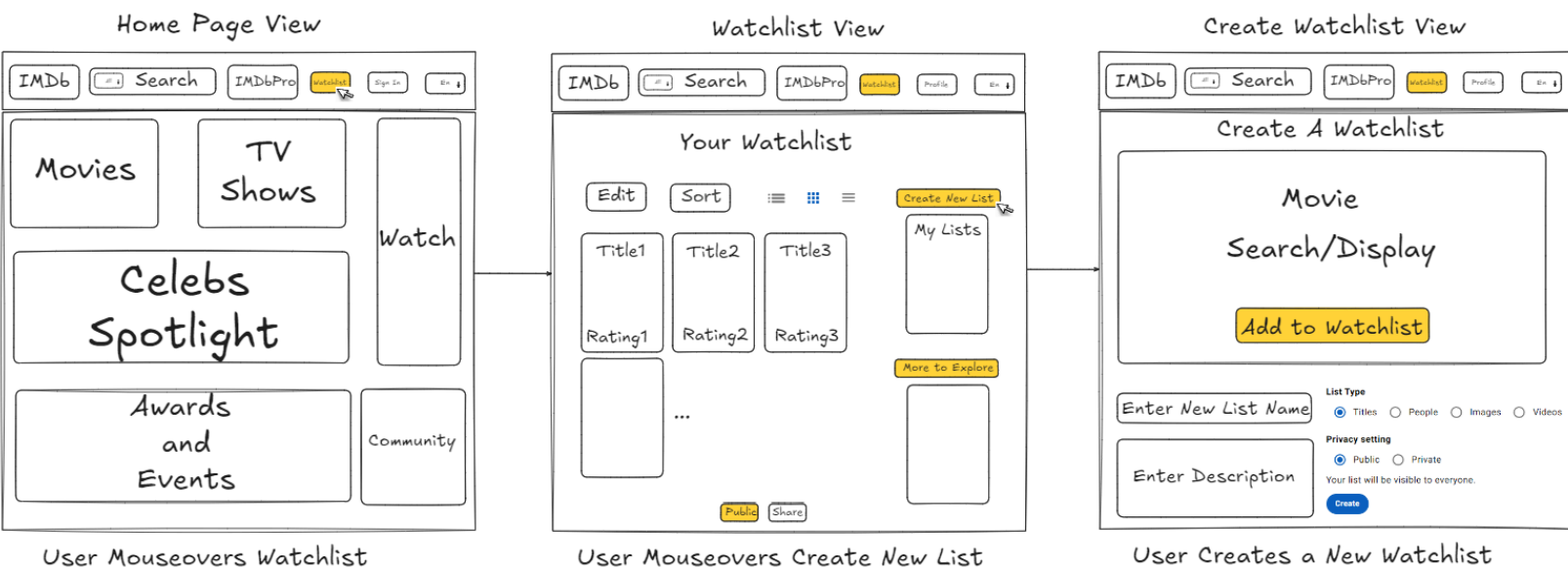Celestine Nguyen
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Initial Prototype

Home Screen

Home Page View — Watchlist View — Create Watchlist View

User Mouseovers Watchlist — *User Mouseovers Create New List* — *User Creates a New Watchlist*

Drawn with Excalidraw:
https://excalidraw.com/#room=a7c05ab8c122edd9afef,REMM0XmDIE-UIK0qPAT5yA

Design Decisions: Our users said that IMDb's main pain point: the information displayed is overwhelming. We decided to add structure to the website. We started by making a home page that highlights IMDb's key features. Every feature is accessible and explorable in a few clicks. Then we created a watchlist page that is much more compact. The buttons: edit, sort, public, and share are located in places that are easily seen making the features known to the user. Then when a user is making a watchlist they don't have to keep traversing all across the website. They have a search/display section then when they are ready they can just give their new list a title and save it.

User/Scenario Decisions: We chose the Watchlist feature, because it is core to IMDb. It allows people to keep track of the movies/shows they are interested in so that they don't waste time looking for them over and over. However, the process of navigating the watchlist feature is very tedious. We wanted to show a succinct way that the watchlist could function so that users would not feel like they are completing a chore.
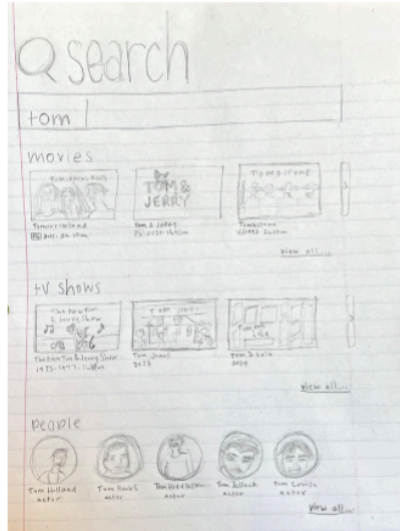
Search Page

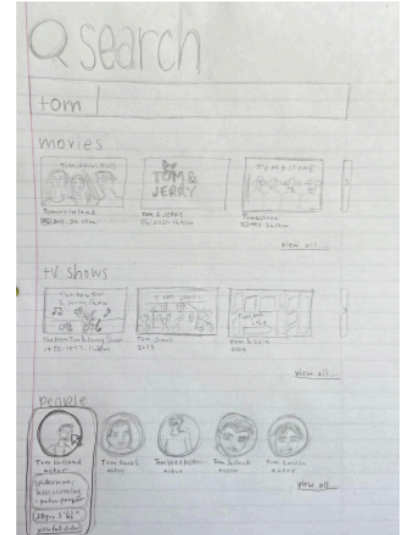**Search screen: empty (no input)**
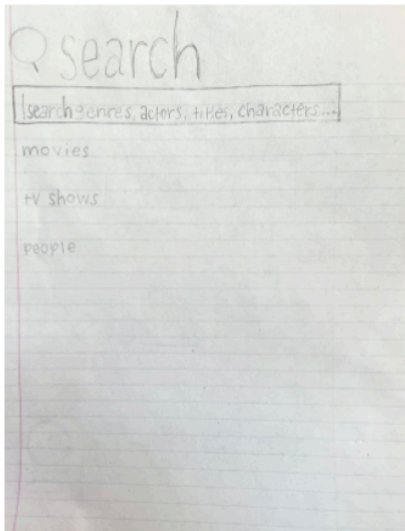
Empty search screen with cursor in search bar

**Search screen:
User inputs "tom"**

User begins to type search; relevant
movies, tv shows, and people
display in a gallery underneath

**Search screen:
Mouse hovers over result**

User hovers over the desired actor
with the cursor, displaying more
details and an option to jump to the
corresponding actor page

Design Decisions: The current search bar, though easily accessible to users and straightforward in regards to what they have to do, presented pain points for users: namely, the small and practically useless images paired with each search result. The search results were mostly text focused, with a touch of visualizations (the small photo on the left of the result). Certain results would also show up with small text and photo that distinguishes the title, yet beneath had a large selection of clips of the trailer or other scenes, which is not what users wanted the search bar for. So, we decided to imitate other popular methods of searching through film by presenting more of a gallery style search that streamlined the functionality to focus on images of movies, shows, and people. This is done in a separate page, rather than just overtop the main screen to lessen cognitive load.

User/Scenario Decisions: We decided to prototype this scenario because it is a key feature of functionality throughout the site and a pain point for general user fans when navigating their searches. Simplifying and improving this page changes the feel of the overall site to allow ease in the search process. Specifically,
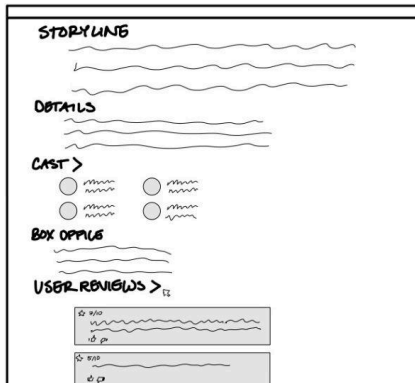
Movie Page

MOVIE PAGE
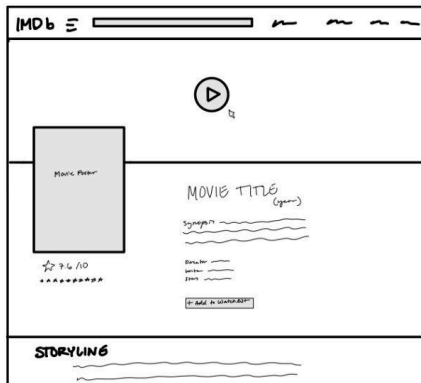
User is on a movie page and clicks the play button on the movie banner to play the trailer.
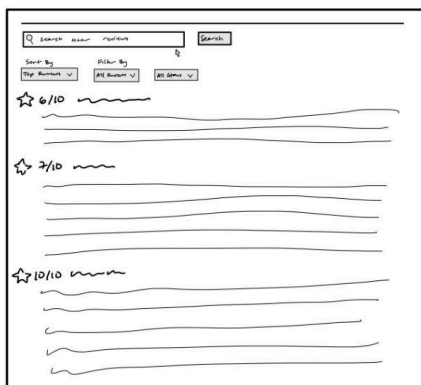

MOVIE DETAILS

User scrolls to view the movie storyline, details, cast, box office info, and a few user reviews. User clicks the arrow after user reviews to see more reviews.
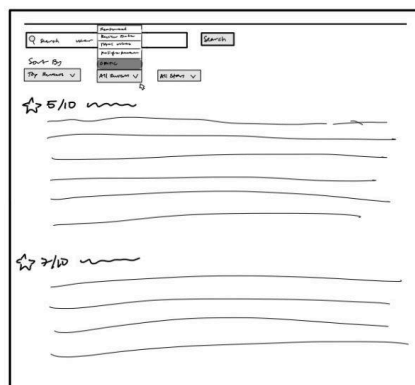

USER REVIEW PAGE TOP

User is taken to review page and can see the star ratings, top review, and top critic review.
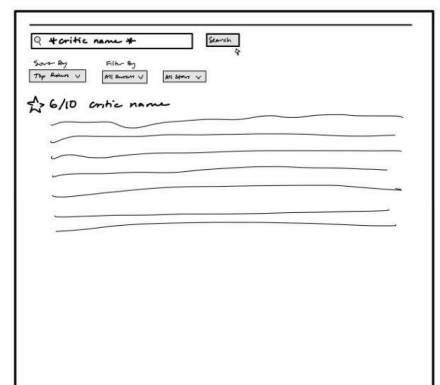

USER REVIEW PAGE BOTTOM

User scrolls down on the review page to view other reviews.

CRITIC REVIEWS

User clicks on the filter by drop down menu and selects critics to view only the critic reviews for the movie.

SEARCH USER REVIEWS

User uses the search bar to find a specific critic review.

Design Decisions: The overwhelming amount of content and cluttered navigation is a pain point for general movie fans, movie buffs, and researchers/academics. A specific issue that arose when interviewing users was that it was a bit difficult finding user reviews/ratings. Therefore, we redesigned the movie page to have better discoverability. To do this, we reorganized its structure and evenly distributed the content to have better spacing and proportions. Now, the user can find the reviews and ratings easily by scrolling down the page. Additionally, a pain point for researchers/academics is that it is difficult finding accurate or detailed information. So, we added a search bar for reviews, since this is consistent with other review pages such as Google or Yelp and would allow the user to find exactly what they are looking for, including information from critics/professionals.

User/Scenario Decisions: We chose to prototype a user looking up reviews for a certain movie - specifically, a user searching up a critic's review. The majority of IMDb users

visit the site to check the ratings and reviews of a movie before watching it. By focusing on this common scenario, we ensure that we design the website in a way that allows the user to quickly access the information they need.

Lean Evaluation:

lean evaluation with two to three representative users. Provide
description of users who participated, how the evaluation was conducted, and a
summary of the main findings (feedback/comments).

Blake - General Movie Fan - 18:
Evaluation was conducted over discord. Blake stated that there was a lot to digest and suggested that we could make use of a table of contents feature similar to Wikipedia's table of contents. This would provide a constant display to users that is unambiguous.

Willis - General Movie Fan - 22:
Evaluation was conducted over discord. Willis suggested that we first show the IMDb page to show the information overload. Stating the problem we are fixing with the specific design decision that we made to fix it is very helpful to keeping our presentation digestible.

Nicky - Movie Buff - 21:
Evaluation conducted over Discord. For the watchlist, Nicky thought the design is very straightforward. However, the only issue is on the last image. She didn't understand the "Search and Display." For the search page, she thought it seemed efficient and easy to use. She didn't think she would have trouble using it. For the movie/reviews page, she thought it made sense and thought that the design is also straightforward. Was a little confused about the "Movie Details" page - wondered what entails detail, such as "What would details have that the summary wouldn't tell me?"

Absurd Ideas:

- Reverse audio clip search: record snippet from a movie; IMDb identifies scene
- AI generated trailers/actor images from prompts
- Upload a picture of yourself and IMDb will show an actor/actress that you look like the most

Home screen:
- Pain point: Overwhelming amount of content on the website, cluttered navigation
- Navigation Bar instead of menu
    - Subcategories pop down when hover over mouse

Search Page
- Pain point: Difficulty in navigating the large amount of content on IMDb
- Gallery search
- Headings: movies & tv shows, people
- Images good size (like disney+ search)

Movie page
- Pain point: cluttered navigation
- Reorganize structure
    - Storyline
    - User reviews
    - Cast
    - Details
    - Box office
    - Technical specs
    - Did you know, FAQs, and related news near bottom
    - On the right side should be photos, videos, more like this
- Like brief overview at top
- Get rid of double column?
- No autoplay trailer
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Task List:

1. Storyboards
2. Justification of Design decisions
3. Justification for user
4. Absurd idea?!?