





IMDb

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Current IMDb Interface

<https://www.imdb.com/>



99+ PHOTOS

SuperheroUrban AdventureActionAdventureSci-Fi

When Tony Stark's world is torn apart by a formidable terrorist called the Mandarin, he starts an odyssey of rebuilding and retribution.

DirectorShane Black



WritersDrew Pearce · Shane Black · Stan Lee

StarsRobert Downey Jr. · Guy Pearce · Gwyneth Paltrow


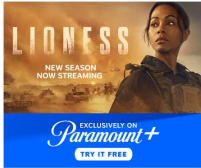
IMDbPro See production info at IMDbPro

Nominated for 1 Oscar 20 wins & 63 nominations total


Videos 36 >




More to explore



NEW SEASON NOW STREAMING TRY IT FREE EXCLUSIVELY ON Paramount+



2:27
Angelina Jolie in 'Maria'
Watch the Trailer
63 35



1:56

IMDb Menu All tom

Advertisement

What to Watch Survived 'Audition,' 'The S'

151 73

Today

Iron Man

Original title: Iron Man Th
2013 · PG-13 · 2h 10m

Tom Hardy and Juno Temple Speculate What It's L...

Tom Hanks

Producer, Cast Away (2000)

Tom Hanks | Career Retrospective

1:54

Tom Hanks | Career Retrospective

Tom Cruise

Actor, Top Gun (1986)

When Tony Stark's wo

Tom Holland

ALL ABOUT THE BIKERIDERS

1:38

International Trailer

1:43

User Groups and Pain Points

- General Movie Fans

- Pain Points:

- Overwhelming amount of content on IMDb
 - Cluttered navigation
 - Limited personalization in recommendations

- Movie Buffs

- Pain Points:

- Difficulty in navigating the large amount of content on IMDb
 - Hard to organize film suggestions and favorites,
 - Limited time to fully engage with all available resources

- Researchers and Academics

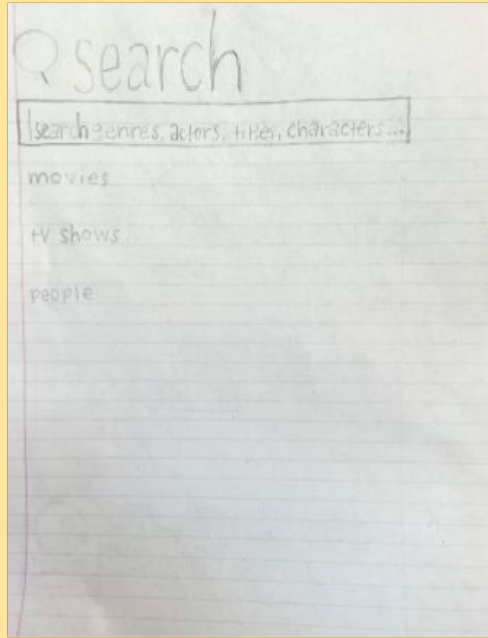
- Pain Points:

- Hard to filter irrelevant info
 - Hard to find relevant and accurate info

The IMDb logo, consisting of the letters "IMDb" in a bold, black, sans-serif font, set against a yellow rectangular background with rounded corners.

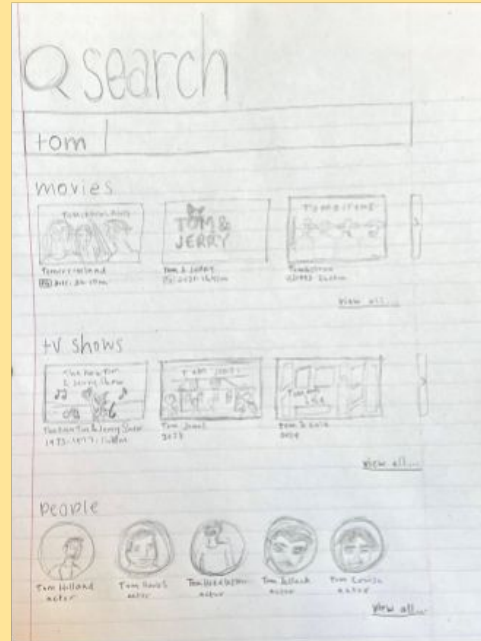
General Movie Fans: Search Page

Search screen: empty (no input)



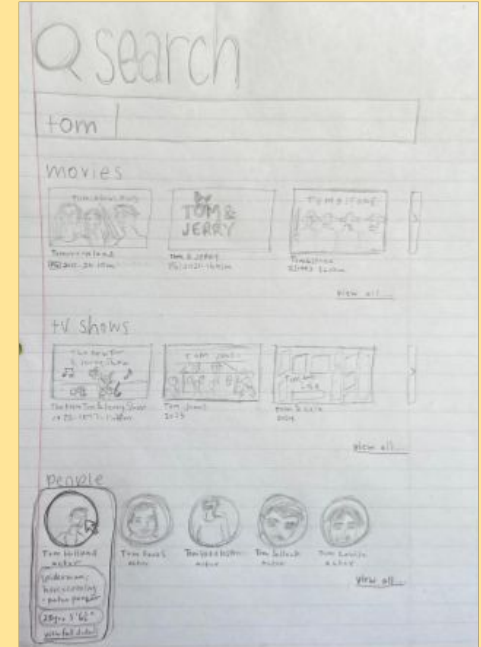
Empty search screen with cursor in search bar

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



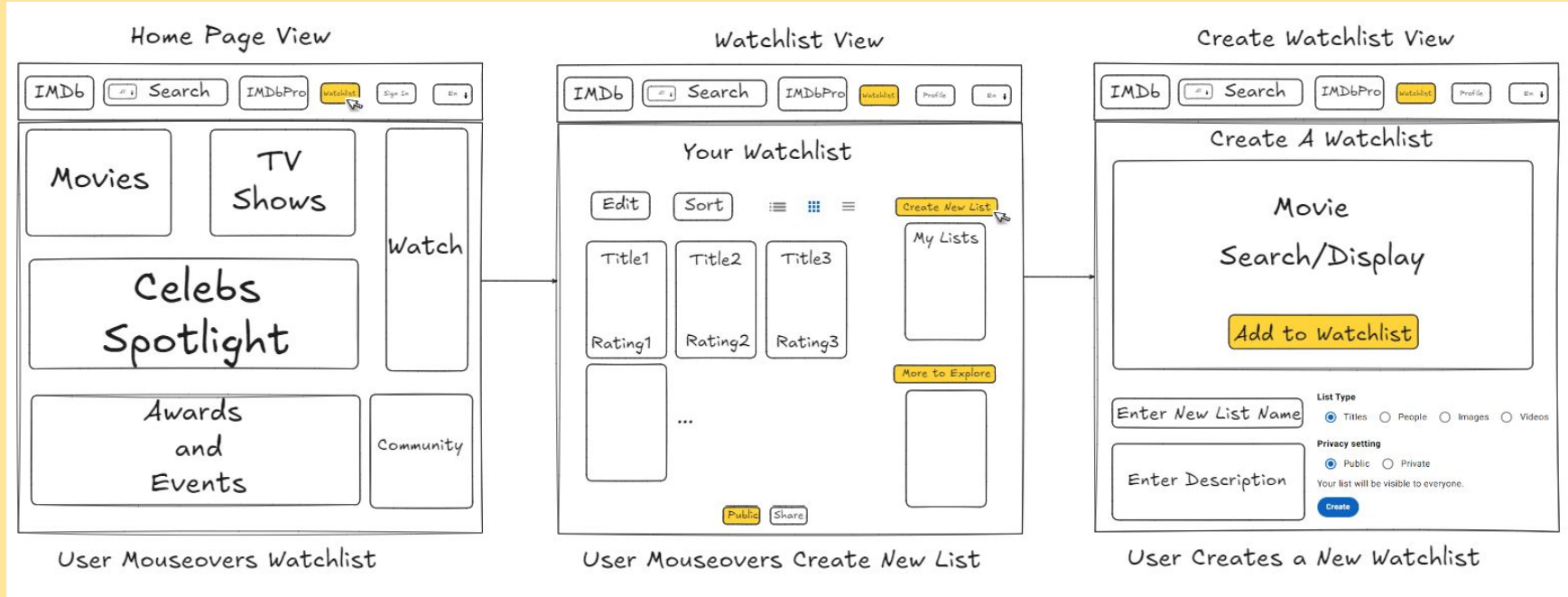
User begins to type search; relevant movies, tv shows, and people display in a gallery underneath

**Search screen:
Mouse hovers over result**



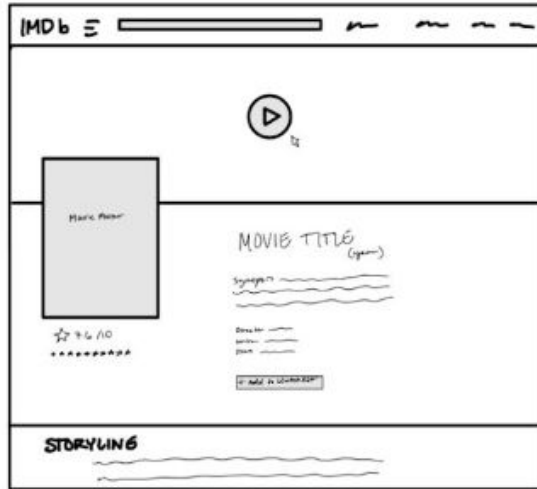
User hovers over the desired actor with the cursor, displaying more details and an option to jump to the corresponding actor page

Movie Buffs: Watchlist



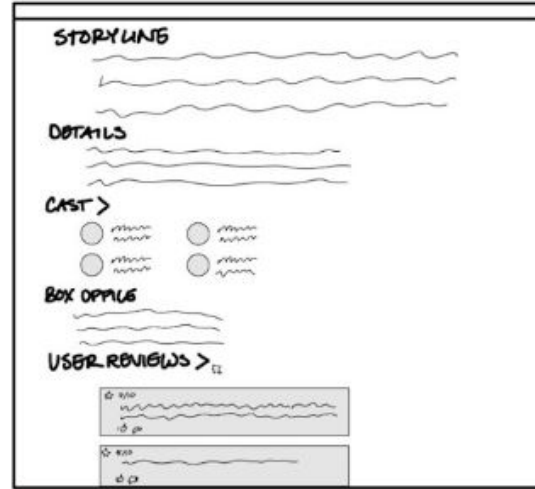
Researchers/Academics: Movie Info and Review Filters

MOVIE PAGE



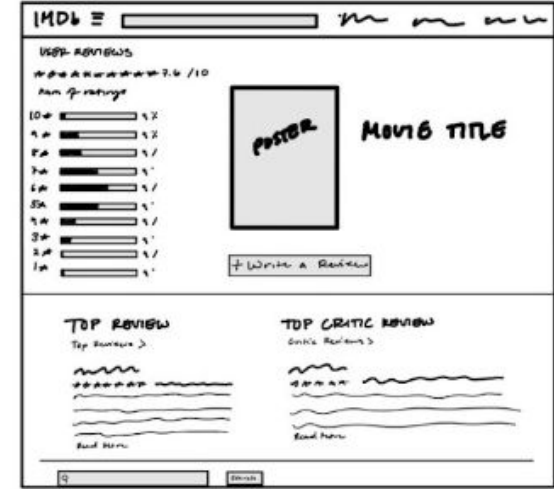
User is on a movie page and clicks the play button on the movie banner to play the trailer.

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.

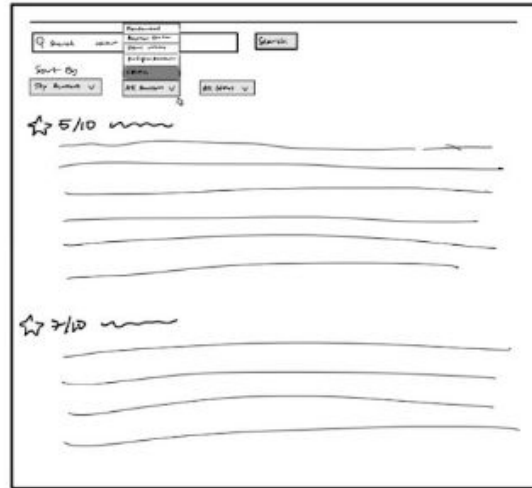
Researchers/Academics: Movie Info and Review Filters

USER REVIEW PAGE
BOTTOM



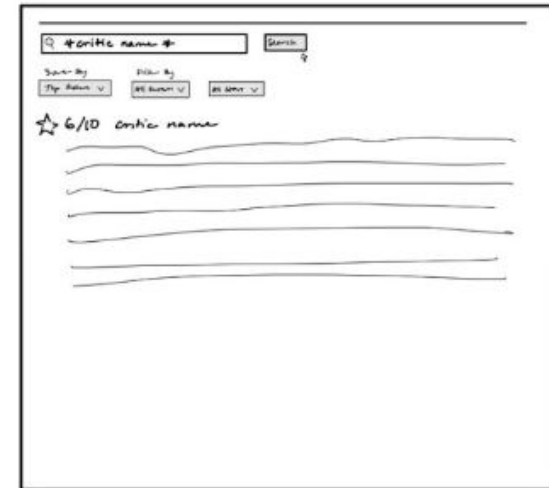
User scrolls down on the review page to view other reviews.

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

Our design decisions were based on our gathered user data.

Users felt overwhelmed with the amount of content and had difficulty in navigating the site.

General Movie Fans need to be able to search for movies, actors, etc. with ease. Thus, we designed a new search page.

Movie Buffs need to be able to organize and create watchlists in a more simple and efficient way.

Researchers and Academics need to be able to read movie information/details that are organized, as well as filter reviews to find accurate information.

User/Scenario Decisions

Search Task: The search scenario is a key feature of navigating the site's vast collection of information, which is often done by any user, no matter how experienced. That means the feature should accommodate both the novice and the expert to search their desired films, shows, or people with ease. Simplifying and improving this page changes the feel of the overall site and reduces the burden on the user to find what they are looking for.

Creating Watchlists: The Watchlist feature 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.

Review Filters: 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

- ★ Blake - General Movie Fan - 18:
 - 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:
 - 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:
 - For the watchlist, thought it was very straightforward and easy to understand. Suggested improving the Movie Search/Display because she was confused as to what write in that.
 - For the search page, thought it was efficient and easy to use.
 - For the movie info/review page, thought it made sense and that the design was straightforward. Suggested being more specific with the "Movie Details" page since she was confused about what exactly entailed details.