




haters


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IMDb Guest Editor Jodie Turner-Smith Answers Your Questions

Watch the Interview

14 14


3:43

Browse trailers >



BURNING QUESTIONS


Featured today



Photos

"The Agency" Stars Through the Years


See the full gallery



List

The Most Popular Movies of 2024

See the list



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Best Of 2024 >

The year in review

Activate Windows  
Go to Settings to activate Windows.

# Meet Popcorn Pete.

## Needs/Goals:

- ★ Discover new movies to watch
- ★ Find quick reviews before deciding what to watch

## Frustrations:

- ★ Feels overwhelmed with too much info when trying to find a movie
- ★ Struggles to find good movie reviews
- ★ Hard to organize and keep track of his favorite movies

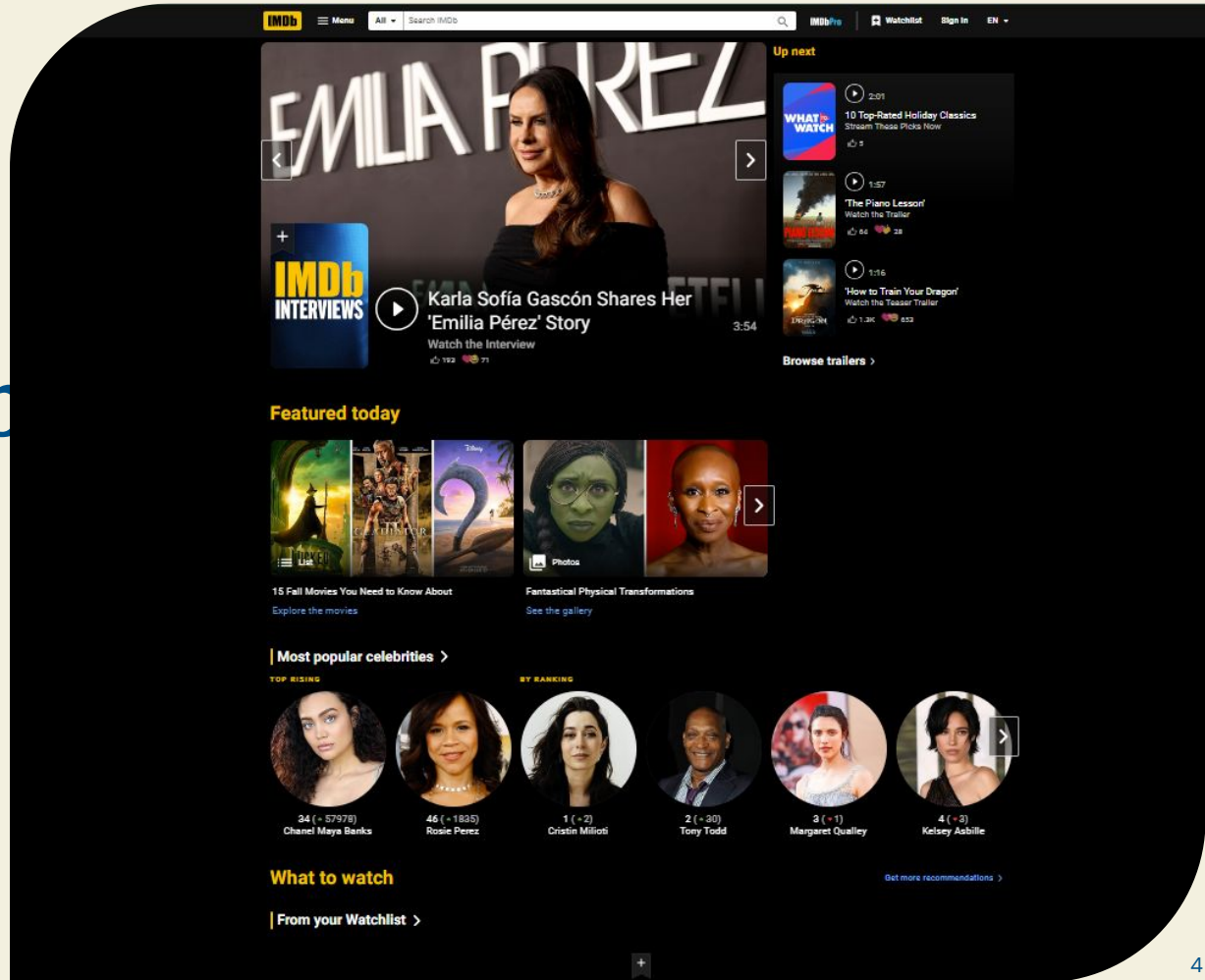
“I don’t need a blockbuster—just something to relax and unwind with after a long day.”



# current IMDb

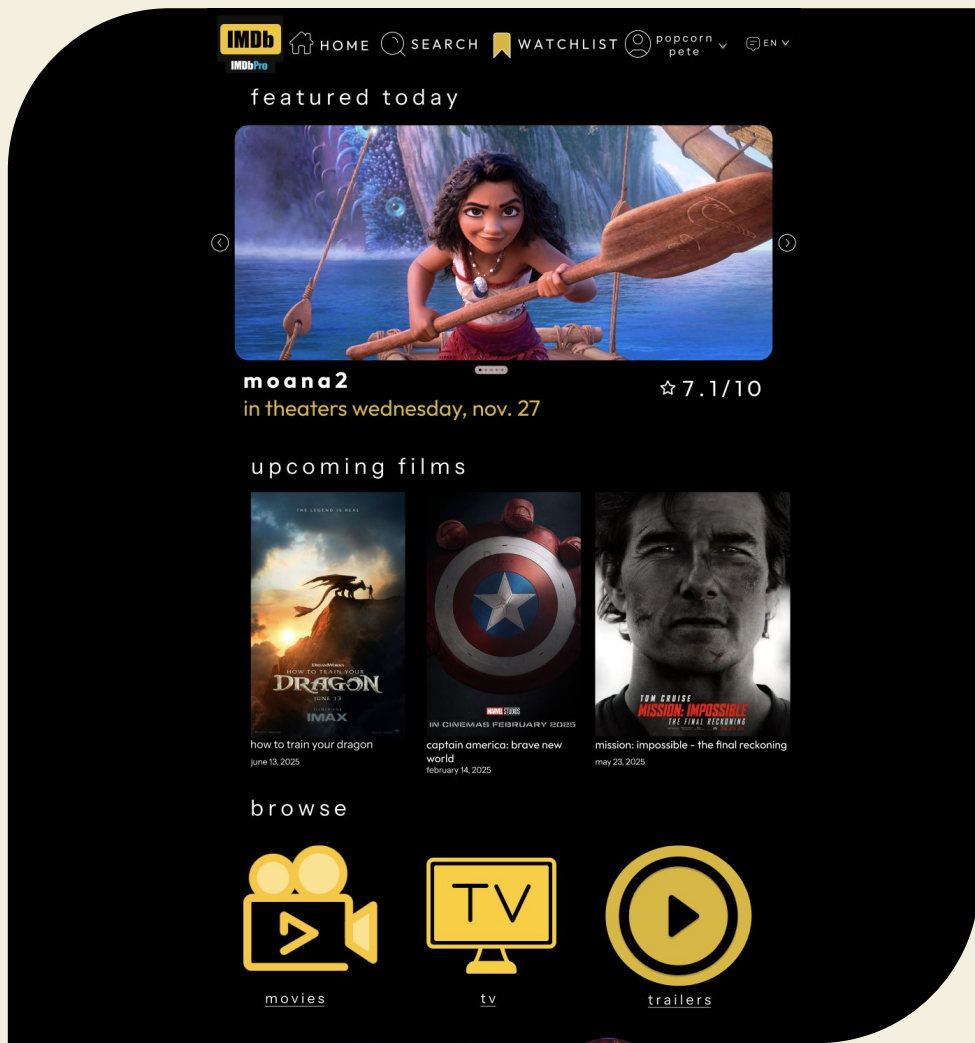
Pain points:

- ★ Overwhelming amount of content
- ★ Cluttered navigation
- ★ Hard to organize film suggestions and favorites
- ★ Difficult to find and filter user reviews
- ★ Not visually appealing



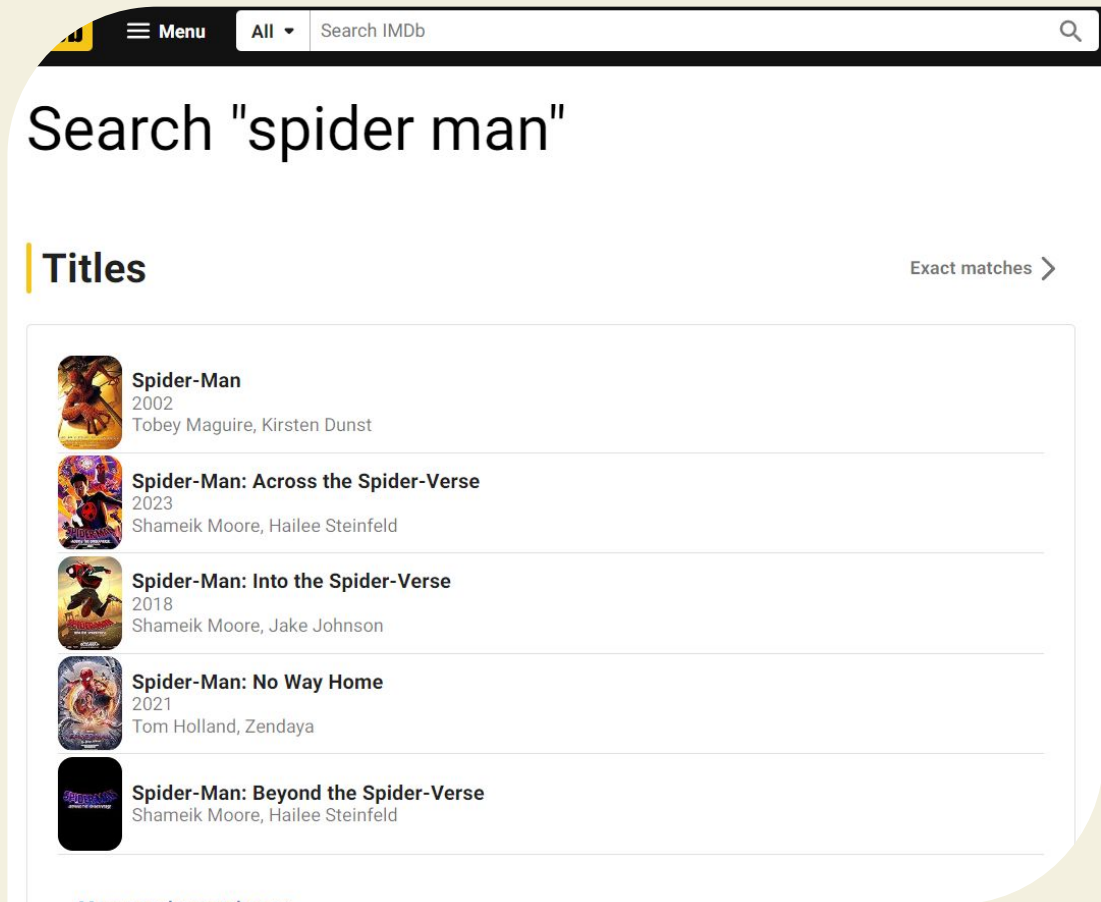
# redesigned landing page

- ★ Clear categories
- ★ Eliminated mega menu
- ★ Simple & clean design



# IMDb's Search

- ★ Small movie covers
- ★ Eye strain
- ★ Movies seem less appealing









# search page

- ★ Simplified view
  - categorized into films/TV and people
- ★ High visibility
  - all results are easy to see and labeled clearly





The screenshot shows the IMDb search results for 'spiderman'. The top navigation bar includes the IMDb logo, a home icon, a search icon, a watchlist icon, a user profile icon labeled 'popcorn pete', and a language dropdown set to 'EN'. The search bar contains the text 'spiderman'. Below the search bar, the results are categorized into 'films & TV shows' and 'people'.

**films & TV shows**

-   
spider-man
-   
spider-man: homecoming
-   
spider-man: far from home
-   
the amazing spider-man
-   
spider-man: across the spider verse
-   
spider-man 2

[view all](#) →

**people**

-   
tobey maguire
-   
tom holland
-   
andrew garfield
-   
shameik moore

[view all](#) →



# User Reviews

IMDb

Menu

All

Search IMDb

IMDbPro

Watchlist

Sign In

EN

Cast & crew

User reviews

Trivia

FAQ

IMDbPro

All topics

## Spider-Man: Across the Spider-Verse

2023 · PG · 2h 23m

IMDb Rating

★ 8.6/10

420K


Your Rating

★ Rate


Popularity

258

5



38 VIDEOS



99+ PHOTOS

Computer Animation

Superhero

Supernatural Fantasy

Teen Adventure

Urban Adventure

Action

Miles Morales catapults across the multiverse, where he encounters a team of Spider-People charged with protecting its very existence. When the heroes clash on how to handle a new threat, Miles must redefine what it means to be a hero.

**Directors** Joaquim Dos Santos · Kemp Powers · Justin K. Thompson

**Writers** Phil Lord · Christopher Miller · Dave Callahan

**Stars** Shameik Moore · Hailee Steinfeld · Brian Tyree Henry

IMDbPro See production info at IMDbPro

Top rated movie #39

Nominated for 1 Oscar

106 wins & 164 nominations total

Streaming

RENT/BUY

NETFLIX

prime video

from \$5.99

Add to Watchlist

Added by 211K users

1.6K User reviews

331 Critic reviews

Metascore

More to explore

IMDb

Menu

All

Search IMDb

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Back

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Trivia

FAQ

IMDbPro

All topics



Spider-Man: Across the Spider-Verse

User reviews

1,650 reviews

Hide spoilers

+ Review

Ratings

Show all

Sort by

Featured

↓

★ 10/10

One Step Above Masterpiece! >

It's honestly absurd how good the "Spider-Verse" movies are. "Across the Spider-Verse" is just as great, if not better than "Into the Spider-Verse". I really don't know how. "Spider-Man: Across the Spider-Verse" is fantastic! Defly juggles deeply heartfelt character beats with crazy multiverse content, just packed with so many delightful easter eggs. Loved how Gwen's story is expanded, her scenes with Shea Whigham's Captain Stacy are truly special.

Can't wait for the third one. Every frame of this movie is gorgeous! I didn't want to blink because I didn't want to miss anything. You can watch this film over & over & finds something new to enjoy. There are some surprises in this film that I truly wasn't expecting.

Helpful · 1.3K

347

★ 10/10

One of the best sequels to anything ever made >

If it wasn't already obvious in the first film, it's now officially clear as day that the people behind the Spider-Verse franchise (including writers/producers Phil Lord and Chris Miller, who are absolute creative godsend to the once magnificent place known as Hollywood) understand EXACTLY what they're working with.

More to explore

In Memoriam 2024

See the gallery

Editorial lists

Related lists created by IMDb editors

Top 100 Movies Bucket List

updated 4 months ago · 100 titles

IMDb Staffs 2024 Oscar Predictions

updated 8 months ago · 16 images

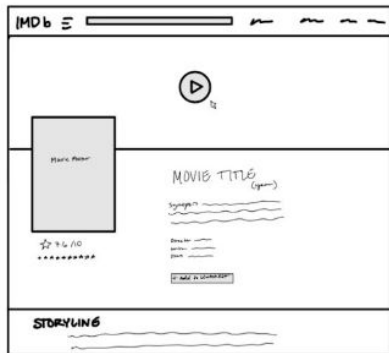
IMDbPro Top 100 Narrative & Animated Features of 2023

updated 10 months ago · 100 titles



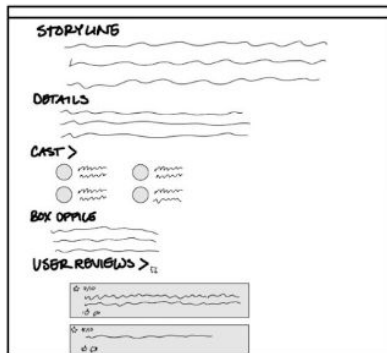
# Prototype

MOVIE PAGE



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

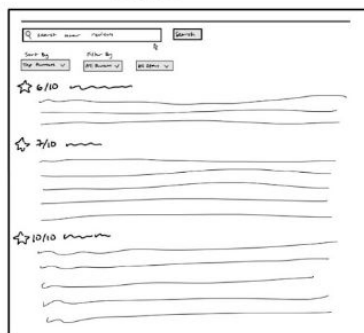
MOVIE DETAILS



USER REVIEW PAGE  
TOP

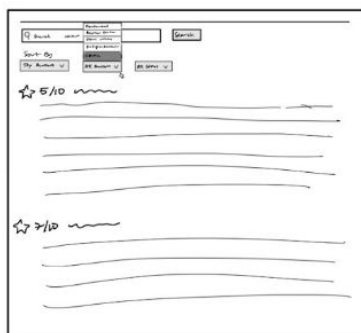


USER REVIEW PAGE  
BOTTOM



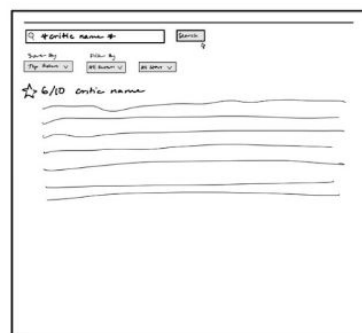
User scrolls down on the review page to view other reviews.

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

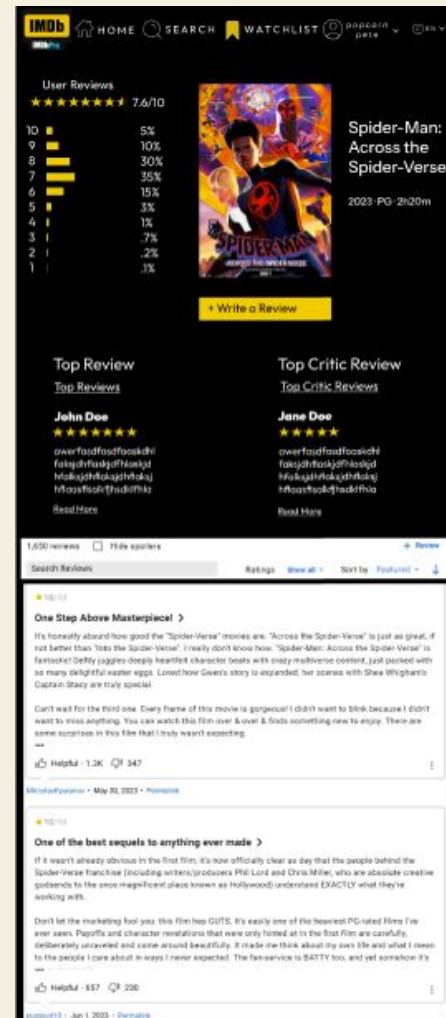
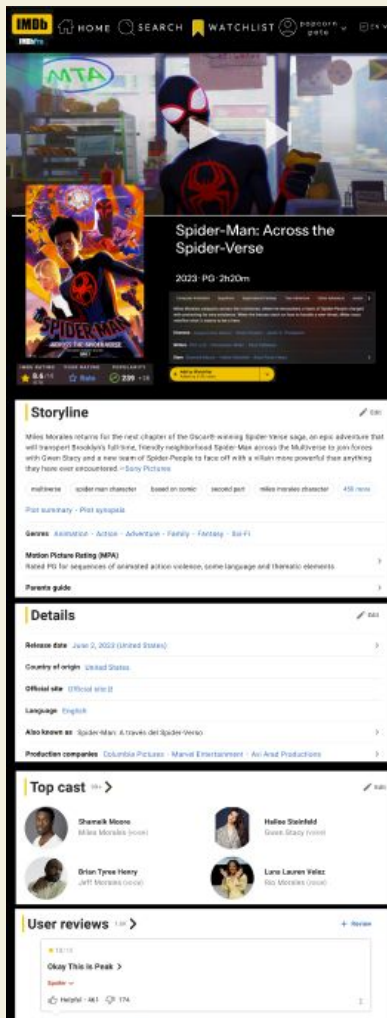


User uses the search bar to find a specific critic review.

# User Reviews

- ★ Before: hard to find user reviews for movies
- ★ After: we put the user reviews in a more intuitive place

- ★ Before: difficult to filter critic reviews or search specific reviews
- ★ After: added a search bar and new filter to find just critic reviews



# IMDb's Watchlist

- ★ Hard to see
- ★ Mismatched Website Colors
- ★ Lots of Whitespace

The screenshot displays the IMDb website interface. At the top, a large green banner with gold glitter accents promotes IMDbPro Premium for \$19.99, reduced to \$8.25/month for new members, including a 30-day free trial. Below the banner, a list of titles is shown, each with a poster image, title, year, duration, rating, and a 'Rate' button. The titles listed are: 1. Pa (2023), 2. Angels of Death (2021), 3. Star Wars: Episode IV - A New Hope (1977), 4. Jurassic Park (1993), 5. The Tithes (2024), 6. Spider-Man: Across the Spider-Verse (2023), and 7. Astartes (2018). To the right of the list, a sidebar contains sections for 'More to explore', 'Your Check-Ins', 'Your Ratings', 'Your Watchlist', and 'Your lists >'. The 'Your Watchlist' section shows it was updated 1 day ago and contains 7 titles, with 'The Witcher' visible at the bottom.

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1. Pa  
2023  
★ 7.5 (665) ☆ Rate TV Series

2. Angels of Death  
2021 – 10 eps  
★ 7.6 (808) ☆ Rate TV Series

3. Star Wars: Episode IV - A New Hope  
1977 2h 1m PG  
★ 8.6 (1.5M) ☆ Rate 90 Metascore

4. Jurassic Park  
1993 2h 7m PG-13  
★ 8.2 (1.1M) ☆ Rate 68 Metascore

5. The Tithes  
2024 3 eps  
★ 6.7 (207) ☆ Rate TV Mini Series

6. Spider-Man: Across the Spider-Verse  
2023 2h 20m PG  
★ 8.6 (420K) ☆ Rate 86 Metascore

7. Astartes  
2018 – 6 eps  
★ 9.2 (1.7K) ☆ Rate TV Mini Series

**More to explore**

**Your Check-Ins**  
Titles you are watching or have watched

**Your Ratings**  
Titles you have rated

**Your Watchlist**  
updated 1 day ago • 7 titles

**Your lists >**  
+ Create a list  
The Witcher

# Our Watchlist

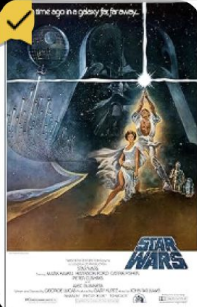
- ★ Prominent Movie Covers
- ★ Consistent Dark Colors
- ★ Less Whitespace

## Your Watchlist

EditSort

✓

Watch options is no gallery fit for mobile.




★ 8.6 (1.5M) ☆ Rate

4. Star Wars: Episode IV - A New Hope

1977 2h 1m

Watch options

✓



★ 9.0 (2M) ☆ Rate

5. The Lord of the Rings: The Return of...

2003 3h 21m

Watch options

### More to Explore

Your Check-Ins


Titles you are watching or have watched

Your Ratings

Titles you have rated

Your Watchlist

updated 48 minutes ago • 6 titles




### Your Lists

+ Create a list

The Witcher

updated 9 seconds ago • 2 titles



# Nielsen's Heuristics

A focus on:

- Aesthetic and minimalist design – 4/5
- Consistency and standards – 4/5
- Recognition > recall – 5/5

# Prototype Evaluations

