IMDb haters

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CS 3205

Pitch

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
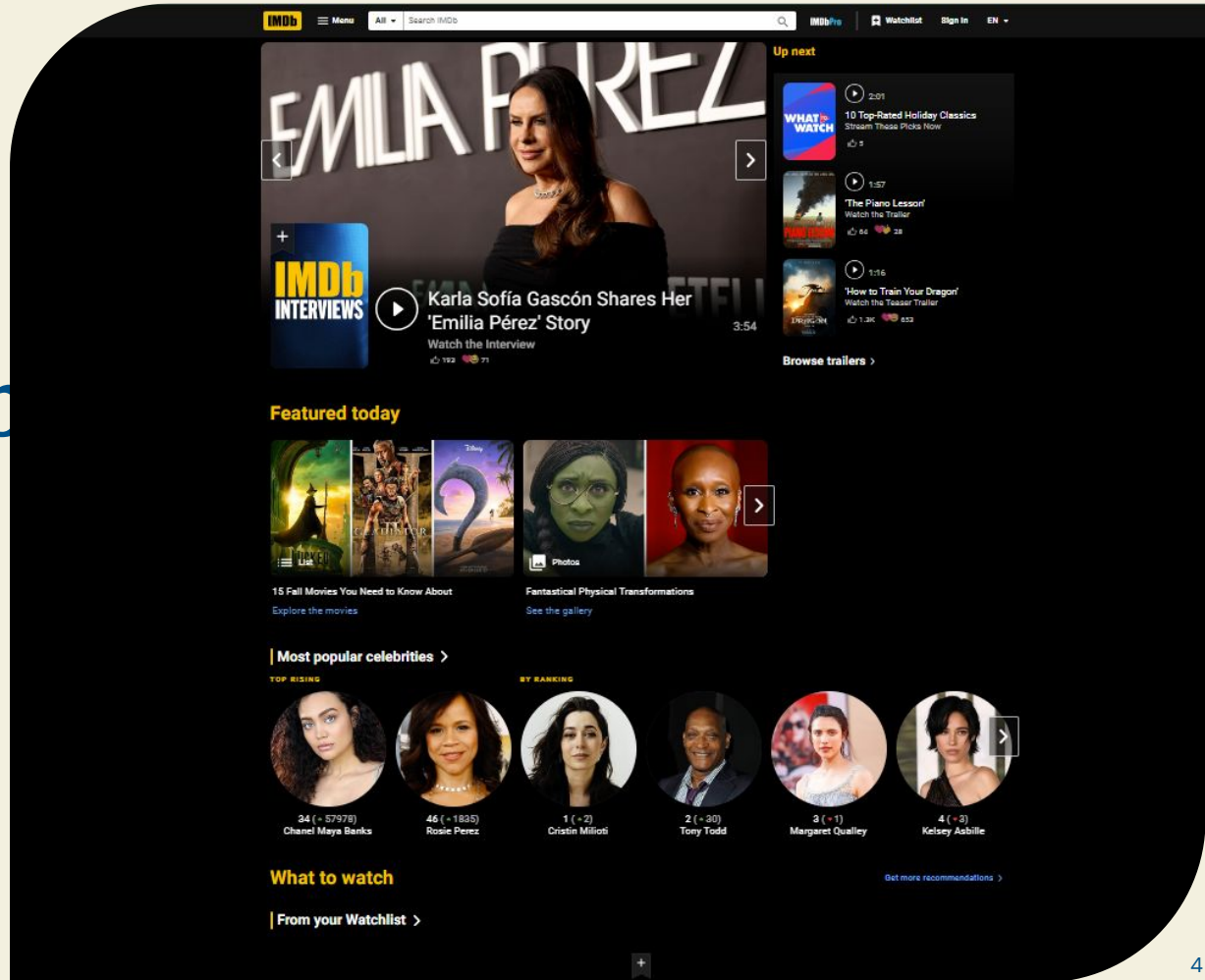- ★ Hard to organize and keep track of his favorite movies

"I don't need a blockbuster—just something to relax and unwind with after a long day."
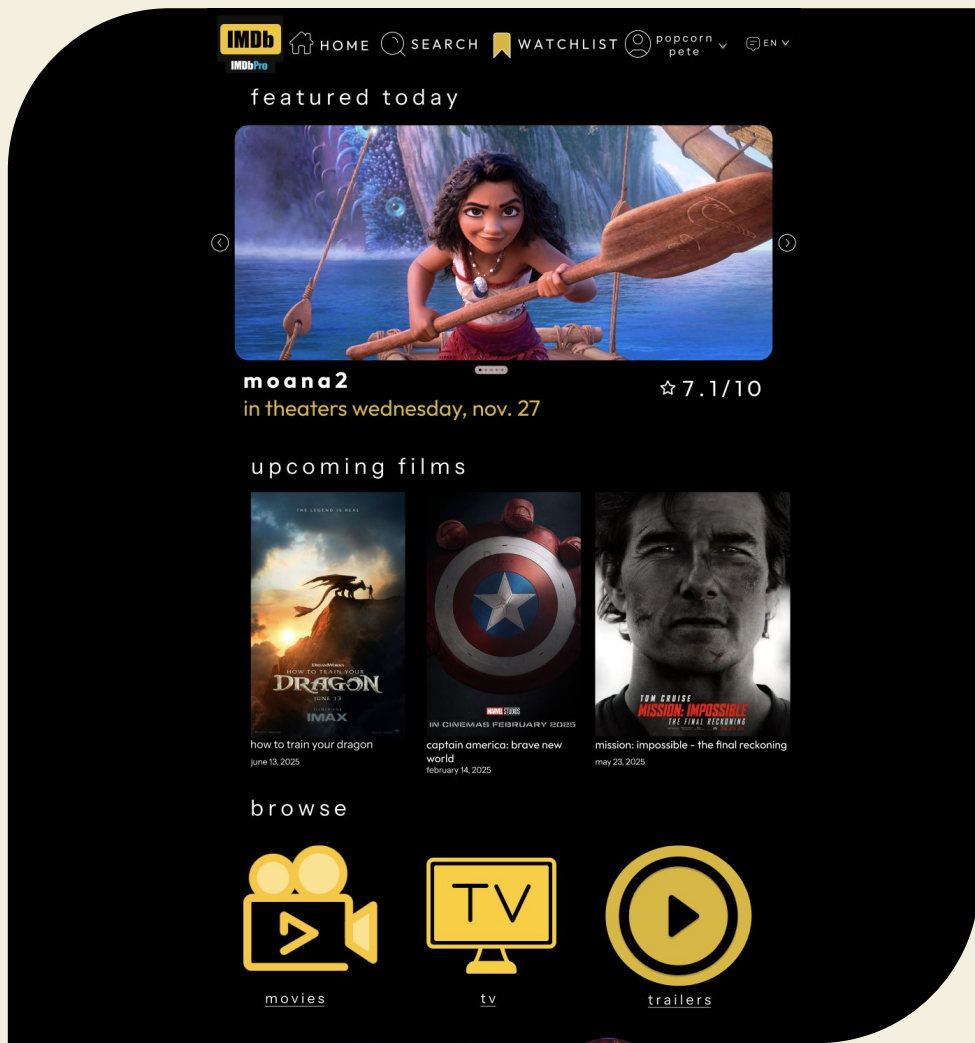
current IMDb

Pain points:

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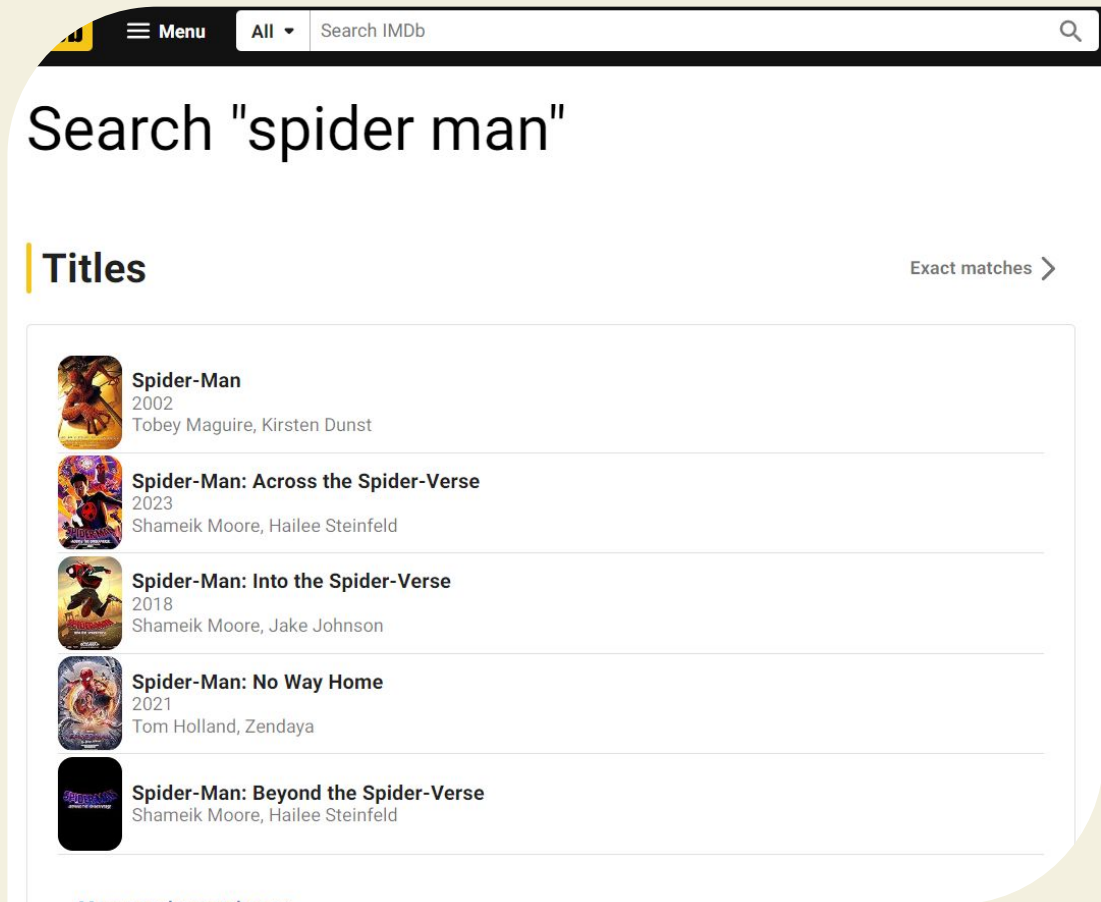★ Difficult to find and filter user reviews
★ Not visually appealing

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redesigned landing page

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

IMDb's Search

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

Search "spider man"

Titles

Exact matches ›

Spider-Man
2002
Tobey Maguire, Kirsten Dunst

Spider-Man: Across the Spider-Verse
2023
Shameik Moore, Hailee Steinfeld

Spider-Man: Into the Spider-Verse
2018
Shameik Moore, Jake Johnson

Spider-Man: No Way Home
2021
Tom Holland, Zendaya

Spider-Man: Beyond the Spider-Verse
Shameik Moore, Hailee Steinfeld

search page

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

User Reviews

Prototype

MOVIE PAGE

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

MOVIE DETAILS
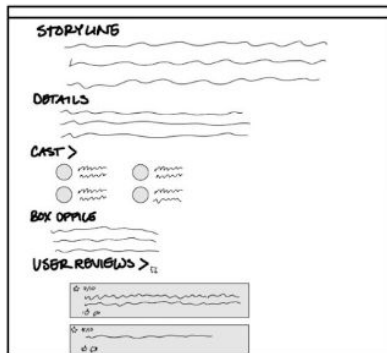
USER REVIEW PAGE TOP

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.
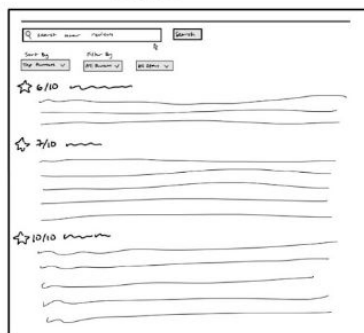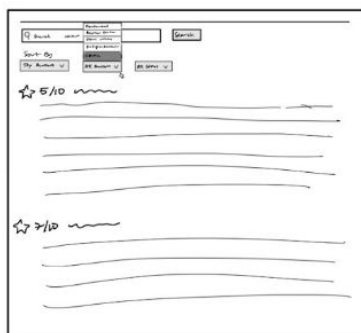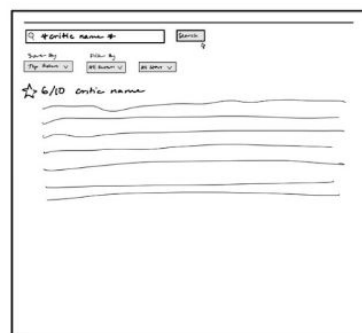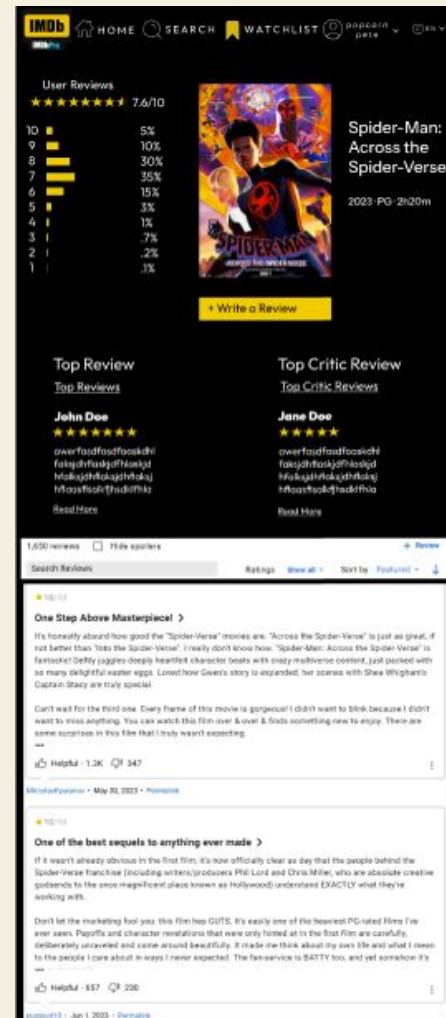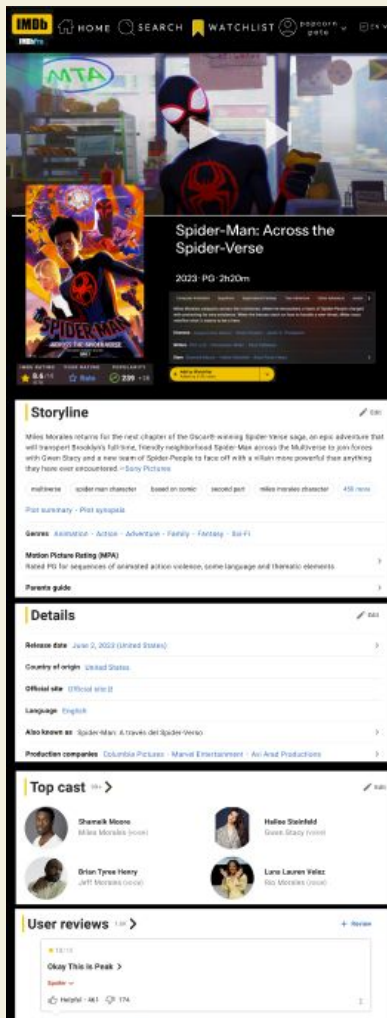
User Reviews

- ★ 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

Our Watchlist

★ Prominent Movie Covers
★ Consistent Dark Colors
★ Less Whitespace

Your Watchlist

Edit   Sort

More to Explore

Your Check-Ins

Titles you are watching or have watched

Your Ratings

Titles you have rated

Your Watchlist

ASTARTES

updated 48 minutes ago • 6 titles

★ 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

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