# CS 3205

Group Name: IMDb Haters
Github: https://github.com/CelestineNguyen/CS3205_HCI_Project

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The users of IMDb include general movie fans, movie buffs, film & industry professionals, and researchers & academics.

**General Movie Fans**

> **Description**: Casual viewers who visit IMDb to check out popular movies, read synopses, and view ratings. They often look for recommendations based on trending films and enjoy browsing the site for entertainment.
>
> **Predispositions**: More entertainment oriented, preference for popular movies, casual engagement.
>
> **Typical Tasks**: Browse popular movies, read reviews, check ratings, etc.
>
> **As-Is Scenario**:
>
> 1. Pete has some free time and is looking for a movie to watch. He opens the IMDb website on his phone and starts to browse the "Top Movies" section. He thinks about what movies are worth watching. Pete feels overwhelmed with the amount of titles there are and the amount of information is displayed.
> 2. He finds a couple of interesting titles and tries to find the reviews for them. He thinks about the ratings/reviews and whether they align with his own tastes. He wishes he could find more reviews that match his viewing preferences. Pete feels confused when trying to find the reviews at first.
> 3. Pete selects a highly-rated blockbuster. He scrolls through the film's IMDb page to check the cast, crew, and additional details before confirming his decision. He reflects on how the film fits into his usual preferences and whether it will live up to the hype surrounding it. Pete feels excited about his choice but slightly anxious, hoping the movie will be entertaining and enjoyable enough to please everyone.
> 4. After watching the movie, Pete returns to IMDb to rate the film and write a brief review. He checks out ratings for other films he's considering next. He contemplates how the film compares to others he's seen and whether it was worth the watch. He may also think about discussing it with friends or sharing his thoughts on social media. Depending on the film, he might feel satisfied and eager to share his positive experience; if not, he might feel disappointed, questioning his choice based on the IMDb ratings.
>
> **Pain Points**: Overwhelming amount of content on the website, cluttered navigation, limited personalization in recommendations.
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> **Design Opportunities**: Simplified user interface, highlight quality reviews, curated trending lists.

**Movie Buffs**

> **Description**: Enthusiasts who use IMDb as a resource for discovering lesser-known films, exploring directors' filmographies, and engaging in detailed discussions about cinema.
>
> **Predispositions**: Deep appreciation for cinema, interest in film history, analytical mindset, community engagement.
>
> **Typical Tasks**: Actively rate and review a wide variety of films, including indie and international titles. Explore the "Advanced Search" feature to find films by specific criteria (genre, release year, etc.). Participate in forums and comment sections, sharing insights and recommendations. Track their viewing history and create lists of favorite films, actors, and directors.
>
> **As-Is Scenario**:
> 1. Finn is looking for new indie film releases and international titles. He uses the "Advanced Search" feature to filter by genre and year, searching for films that align with what his customers enjoy. He thinks about how to keep his store stocked with unique titles that will appeal to his customers and attract new ones. He feels excited about the potential discoveries but also overwhelmed by the amount of content on IMDb.
> 2. Finn watches trailers and reads user reviews for several films. He thinks critically about the ratings and reviews he encounters and wishes there were more insightful reviews available. He feels frustrated with the variability in user ratings and is unsure about which films will resonate with his audience.
> 3. After selecting a few films, Finn curates a list of potential new titles for his store and organizes them into themes. He contemplates how to organize the titles between different watch lists. He feels anxious when curating since he doesn't know how well the new titles will be received.
> 4. Finn participates in online forums, discussing recent film discoveries and sharing his recommendations as well. As he types out his reviews, Finn thinks about how to articulate his thoughts clearly and compellingly. He wishes the review process were more streamlined and user-friendly, allowing him to focus on content rather than getting bogged down by technical issues. Finn feels happy to contribute to the IMDb community, but he also feels frustrated by the review submission process, which involves navigating a confusing interface.
>
> **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.
>
> **Design Opportunities**: Create features for tracking and sharing curated film lists, highlight reviews by having user reviews displayed directly on film pages instead of having to find them by clicking on another page.

**Film and Industry Professionals**

> **Description**: Actors, directors, producers, and writers who utilize IMDb for networking, promoting their projects, and staying informed about industry trends.
>
> **Predispositions**: They understand the technical and artistic aspects of filmmaking as well as hold a critical perspective when analyzing films.
>
> **Typical Tasks**: Maintain and update their personal filmographies and credits on the site. Use IMDb Pro to access industry tools and connect with other professionals. Follow specific projects, trends, and emerging talent. Leverage the site for marketing purposes, such as highlighting new releases.

> **As-Is Scenario:**

Henry logs into IMDb Pro from his laptop to update his profile and check for new casting calls. He has recently wrapped up a film and wants to ensure his profile reflects his latest work.

1. Updating Profile
   Henry navigates to his profile page and notices that his filmography hasn't been updated with his most recent film credit, *Black Adam*. He manually adds the credit, uploads a new headshot, and adjusts his "Known For" titles to feature the new movie. He also updates his bio. Henry thinks that this role could be a stepping stone to new opportunities. He is excited to put it on his profile but is anxious to do it perfectly.

2. Searching for Casting Opportunities
   Next, Henry uses IMDb Pro's advanced search feature to look for casting calls that match his skill set and availability. He filters the results to show only roles within his age range and desired genre. After finding a few interesting options, he saves them for later and notes down contact information for the casting directors listed. Henry thinks about the roles he has found and considers which one is the most ideal for him. He feels that time is of the essence and he needs to put himself out there quickly to succeed.

3. Networking and Monitoring Industry Trends
   Henry uses IMDb Pro to view the profiles of other actors, directors, and producers he's interested in collaborating with. He checks the STARmeter rankings to see which projects are gaining traction and tracks some industry trends to keep his career relevant. He also sends a connection request to a director he recently met at a film festival. Henry thinks about how important it is to reach out to people to get opportunities. He feels hopeful and anxious because the industry is very unpredictable.

4. Challenges Encountered
   Henry tries to merge duplicate profiles caused by his stage name and earlier credits under his real name, but the process requires verification and can take time. Additionally, some older photos that he would prefer to remove remain visible until IMDb processes his

request. Henry tries to think of ways he could reach out to IMDb to make this process move more quickly. He feels annoyed that it is out of his control.

**Pain Points:** Henry is at the mercy of IMDb when updating his information. He can't freely update his own information and it is very annoying to have to wait for approval.

**Design Opportunities:** Create a more user friendly verification system. Or give big actors an IMDb contact to help them update their profiles in a timely manner.

## Researchers and Academics

**Description**: Film students, critics, and scholars who visit IMDb to gather information for research, analysis, and academic discussions related to film.

**Predispositions**: Analytical mindset, research oriented, curiosity about context, engagement with scholarship to enhance understanding of cinema.

**Typical Tasks**: Use the database for in-depth research on film history, genre studies, and critical theory. Analyze user reviews and ratings as part of broader cultural studies. Reference IMDb for accurate cast and crew details when writing papers or articles. Explore trivia, quotes, and production details to enrich their understanding of films.

**As-Is Scenario:**

Academic Avery is a film student who is assigned by her professor to analyze a movie and write a review on its cultural impact. To do this, she must first find a movie, watch it, research it, and write the review.

- **Finding a movie:**
  - **Doing:** Avery brainstorms a list of potential movies to analyze. She looks up a list of the top culturally significant movies of all time.
  - **Thinking:** Avery thinks "What movie sparked a lot of conversation?" and "What movie do people still talk about and reference to this day?"
  - **Feeling:** Avery feels enthusiastic, but also overwhelmed by the choices.
- **Watching the movie:**
  - **Doing:** Avery focuses hard on the movie to ensure she doesn't miss any details. She has her laptop out so that she can take notes on important scenes.
  - **Thinking:** Avery thinks "I need to pay close attention to the themes" and "Is this a culturally significant moment?"
  - **Feeling:** Avery feels engaged by the film, but also anxious about whether or not she is getting enough detail to support her future analysis.
- **Researching the movie:**

- ○ **Doing:** Avery looks up the film's reviews. She looks for interviews with the director and cast. She looks for user-generated content to gather diverse perspectives on the film's impact.
  - ○ **Thinking:** Avery thinks "There's an enormous amount of information out there. I need to find credible sources" and "I hope I can filter out unnecessary information to find valuable insights."
  - ○ **Feeling:** Avery feels overwhelmed by the amount of content available, but also optimistic about finding relevant pieces of information.
- ● **Writing the review:**
  - ○ **Doing:** Avery takes into consideration all that she researched and connects her thoughts to her findings. She chooses her own rating for the movie. She summarizes her insights and her own opinions, and posts the review.
  - ○ **Thinking:** Avery thinks "I need to ensure my arguments are well-supported" and "How do I justify my rating?"
  - ○ **Feeling:** Avery feels focused and determined as she writes, but nervous at the responses she may receive for her review.

**Pain Points:** There is an overwhelming amount of content on IMDb, making it challenging to filter out irrelevant information. There is also difficulty finding detailed and accurate information.

**Design Opportunities:** Create a more robust filtering system to help users identify relevant content, such as expert reviews. Create a section for academic resources, such as scholarly articles and essays related to the films.

## Need Statements

1. A general movie fan needs a way to easily manage watchlists so that it does not feel like a chore to use the website for more than a quick look at movies.
2. A movie buff needs a way to digest user reviews so that they are not overwhelmed by the amount of things on their screen.
3. An industry professional needs a way to quickly update and correct their own information so that they are properly credited for their work.
4. A film student needs a way to verify the credibility of contributions and reviews so that she can avoid relying on inaccurate information in her academic work.

## Stakeholders

Stakeholders for the product include the users of IMDb, such as general movie fans, film buffs, industry professionals, and researchers and academics. They also include the technical team, such as software developers that design the website's interface, and the business team, which includes executives that are interested in the overall performance and profitability of IMDb. Other

stakeholders could include IMDb staff, who manage the content on the website, and advertisers, who may be interested in how the placement/visibility of ads are affected by IMDb's design.

**General Movie Fan Persona:**



# Popcorn Pete

Adventerous | Easy-going | Social | Budget-Conscious

## Needs / Goals

- Discover new movies to watch
- Keep up with popular films and trends in the movie industry
- Find quick and entertaining reviews before deciding what to watch

## Technical Knowledge

- Hands-on mechanical knowledge
- Comfortable with search engines and navigating apps/websites
- Knows how to use streaming services
- Uses his smartphone more often than a computer when accessing the internet

## Frustrations

- Sometimes struggles to find movie reviews
- Sometimes feels overwhelmed with too much information when trying to find a movie
- Doesn't want to spend money at a movie theatre to watch movies

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

Age: 26
Work: **Marketing Assistant**
Family: **Married**
Location: **Santa Fe, NM**
Character: **Average Joe**

## Bio

John is a casual movie fan. He visits IMDb to check out popular movies, read synopses, and view ratings. John often looks for recommendations based on trending films and enjoy browsing the site for entertainment. He enjoys watching movies after a long day of work, whether it be by himself or with his wife.

**Movie Buff Persona:**

## Film Finn

Curious　　Passionate　　Community-Oriented

> Cinema isn't just entertainment; it's a way to explore different cultures, ideas, and human experiences. Every film has a story beyond the screen, and I love uncovering those layers.

Age: 31
Work: **Video Store Owner & Curator**
Family: **Married**
Location: **Portland, OR**
Character: **Film Enthusiast**

### Needs / Goals

- Discover new movies to stock in his video store and recommend to customers.
- He seeks to connect with other film enthusiasts, engaging in discussions and exchanging recommendations to build a network of cinephiles
- Finn requires access to comprehensive film databases to deepen his understanding of the films he curates.
- He needs an easy way to track his favorite films, directors, and actors, as well as to create curated lists for specific themes or recommendations for customers.

### Frustrations

- Sometimes finds the website's interface somewhat cluttered or confusing, especially when navigating the advanced search features or trying to keep track of his lists
- Sometimes feels overwhelmed trying to sift through countless titles, making it challenging to find new good movies.
- With a busy schedule, Finn struggles to find time to fully utilize all the features of IMDb, feeling he's missing out on valuable insights or discussions.

### Technical Knowledge

- Moderate to Advanced Digital Skills
- Comfortable using technology and has a solid understanding of how to navigate websites and digital platforms
- He regularly uses IMDb and similar resources for research and film discovery
- He knows how to use various online features, such as search functions, filtering options, and creating lists on IMDb

### Bio

Finn grew up in a small town where the local video store was the cultural hub. After years of working there, he decided to buy the store and transform it into a haven for film enthusiasts. His passion for cinema drives him to curate a unique collection of indie and international titles, alongside classic films that deserve to be seen.

**Film and Industry Professional Persona:**

## Hollywood Henry

`Dedicated`  `Passionate`  `Professional`

Every role is a new challenge, a chance to explore different worlds and tell stories that resonate with people. I live for those moments on set when everything clicks, and the character becomes real. It's about bringing authenticity and truth to every performance, whether it's on the big screen or a small indie project. At the end of the day, it's not about fame—it's about the craft and the journey.

Age: **41**
Work: **Actor**
Family: **Dating**
Location: **Kensington, London**
Character: **Professional**

### Goals

- Promotes his work by listing all the movies, TV shows, short films, theater productions, and other projects he has worked on.
- Provide a biography detailing his background, training, and highlights of his career to create a professional image.
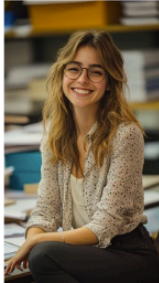- List his agents, managers, or PR representatives, making it easier for casting directors and other professionals to contact him for potential roles.

### Frustrations

- Sometimes actors might find incorrect film or TV credits on their profiles, such as being listed for projects they didn't work on or not being properly credited for their roles.
- Even with IMDb Pro, updating or correcting information like filmography, awards, or personal details can be a slow or cumbersome process. Changes may require verification, and actors might need to wait for updates to be approved.

### Technical Knowledge

- Excellent profile building skills
- Comfortable use of IMDb Pro to manage an account for greater visibility, access industry contacts, and analyze project trends or ratings.
- An actor persona would likely know the importance of ensuring that any awards or notable achievements are properly credited to their profile
- Familiarity with uploading trailers, photos, and promotional content to IMDb project pages, ensuring their projects are well-represented and visible to the audience

### Bio

Henry is a versatile and dynamic actor known for his commitment to immersive performances and his passion for bringing complex characters to life. Born and raised in Saint Helier Henry discovered his love for acting at a young age while participating in local theater productions. He pursued his passion further by studying drama at Stowe School in Stowe, Buckinghamshire, where he honed his skills and developed a reputation for his intensity and dedication.

**Researchers and Academics Persona :**

## Academic Avery

"Film is one of the most important arts"

Age: **22**
Work: **Film Student**
Family: **Single**
Location: **Los Angeles, California**
Character: **Analyst**

Analytical  Curious  Passionate  Enthusiastic

## Goals

- Watch and analyze popular movies, and write reviews of them afterwards
- Participate in discussions regarding films, such as answering questions or sharing her own opinions
- Gather data on films, such as their ratings, cast and crew information, or box office statistics
- Stay informed about the latest filmmakers and their projects

## Frustrations

- Hates inaccurate information regarding a movie, since it can hinder her research
- Experiences challenges finding enough detailed information about lesser-known movies
- Sometimes feels overwhelmed with the sheer amount of user-generated content regarding movies, making it difficult to find quality information

## Technical Knowledge

- Strong ability to conduct research on films, using various platforms and academic resources
- Uses social and professional platforms effectively, in order to network and connect with others in the industry
- Very comfortable using technology to perform a variety of filmmaking tasks

## Bio

Avery is a 22 year old film student with a passion for cinema, moving to LA to fulfill her dream of working in the industry - whether it be a critic or a scholar. She grew up surrounded by classic films, developing an interest in film theory and critique. She regularly utilizes IMDb as a resource for research, wanting to expand her understanding of film history while contributing her own insights.