Name: Devin Radin

Age: 23

Duration: 15 minutes (Approximately)

Location of the interview: FaceTime

1. Who are you?

* I’m Devin, and I’m a Journalism major and a senior at UNT

1. What are your interests?

* I like to play videogames and I’m really into photography

1. What would you like to do with a movie app?

* If it’s something to find oscar nominated movies I guess I’d like to be able to search for my favorite films and get other info like reviews, and suggested content based on similarity.

1. What kind of filters would you like? (recommendations & search functions)

* I’d like to filter by ratings and maybe filter by director and genres while searching

1. What would you want to see when hovering over a movie? (overview, rates, size, etc)

* Maybe a brief description and rating

1. What would you like to see on the home page? (recommendations, categories, etc)

* It should show the winners through the years so you can scroll through and the main search bar should be very visible.

1. What color scheme would you prefer?

* I like websites that are in dark-mode

1. What device do you usually use? What do you prefer when accessing a movie application/service?

* Phone or Laptop

Name: Maxwell Abah

Age: 20

Duration: 10 minutes

Location of the interview: In-person

1. Who are you?

* I am a student at sac state, I’m a sophomore and a computer engineering major.

1. What are your interests?

* I watch a lot of tv shows and I like to tinker with computer parts

1. What would you like to do with a movie app?

* Probably some functionality like on IMDB where you see the latest movie releases and can watch movie trailers and search for most movies

1. What kind of filters would you like? (recommendations & search functions)

* I’d like to filter by the actors in the movies and maybe keyword-specific search in case you don't remember the full name of the movie.

1. What would you want to see when hovering over a movie? (overview, rates, size, etc)

* Brief description and the director and actors in it

1. What would you like to see on the home page? (recommendations, categories, etc)

* A layout that shows new movies maybe links to something like fandango to buy a ticket to go see it, some recommendations, and the search bar.

1. What color scheme would you prefer?

* I don’t have a preference

1. What device do you usually use? What do you prefer when accessing a movie application/service?

* Mostly my laptop

Nidhi Pandit

Age: 24

Duration: 10 mins

Location: Bangalore, India

1. Who are you?

* My name is Nidhi Pandit and I am a second year student studying **Medicine and a Bachelor of Surgery**.




* **Features**
* I would like to see the 3 main features: Top rated Oscar wining movies, Reviews of those movies and Platform where these movies can be viewed
* **Filters**
* Search filters should include the Years released, Name search, Actor search and best Ratings.
* **Additional information**
* Additionally, I would like to see the recommendation according most famous and most rated on basis of actor, Script and Dialogue.
* **Main Page Requirements**
* Main page should be like a movie platform consisting of recently released and nominated for oscars, upcoming movies and TV shows.
* **Accessible Features**
* Color contrast should be better. Eye comforting colors and Plain readable text. The pattern must be accessible.

Connie Rottier

Age: 22

Duration: 10-15 minutes

Location: Sacramento, CA

1. Who are you?

* I am Connie. I am a Jazz Musician and resident of Sacramento, CA.

1. What are your interests?

* Creating music, playing video games/tabletop games, and baking.

1. What would you like to do with a movie app?

* I would like to see the current movies that are up for an Oscar nomination. I would like to get reviews and be able to review movies.

1. What kind of filters would you like? (recommendations & search functions)

* I would like to filter by genres, ratings, and actors.

1. What would you want to see when hovering over a movie? (overview, rates, size, etc)

* I would like to see an overview, featured actors, and ratings.

1. What would you like to see on the home page? (recommendations, categories, etc)

* I would like to see the current movies nominated for the Oscars and past movies nominated.

1. What color scheme would you prefer?

* Red and Gold. What you usually see at the Oscars and movie theaters.

1. What device do you usually use? What do you prefer when accessing a movie application/service?

* I use my laptop and phone. I would prefer to see it on my iPhone.

Wenis Guan

Age: 40

Location: Zoom meeting

Time: 10 minutes

Location of the interview: zoom

1. Who are you?

· Parent of two kids

2. What are your interests?

· Watch TV show, play with the kids

3. What would you like to do with a movie app?

· Search for some animated feature for kids

· See the ratings

4. What kind of filters would you like? (recommendations & search functions)

· Search for animated feature

5. What would you want to see when hovering over a movie? (overview, rates, size, etc)

· showing the rating and some description of the movie

6. What would you like to see on the home page? (recommendations, categories, etc)

· Recommendations based on genres I selected

7. What color scheme would you prefer?

· Any, as long as easy to see

8. What device do you usually use? What do you prefer when accessing a movie application/service?

· Laptop and iPhone

Anonymous

Age: 19

1. Who are you?
   1. I am a simple man with simple needs. Business major at UC Davis. Sophomore year.
2. What are your interests?
   1. I am interested in anime, action, fantasy, mystery, weeb things, League of Legends, gaming
3. What would you like to do with a movie app?
   1. I would like to have a streaming service that allows me to watch the latest top hits with high definition graphics. I also want to be able to find other movies that I would be interested in. As like other apps, an appealing and simple to use UI is also desired.
4. What kind of filters would you like? (recommendations & search functions)
   1. A recommendation filter that looks at my latest watches and determines fit movies to watch next. Other filters such as genre and most popular would be nice.
5. What would you want to see when hovering over a movie? (overview, rates, size, etc)
   1. A basic synopsis of the film, overall rating by other watches, length of the movie.
6. What would you like to see on the home page? (recommendations, categories, etc)
   1. Two separate lists of films, one for personal recommendations and the other for latest hits in a certain genre. I also wanna see something that displays my unfinished watches/next episode as the first thing I see when I open said app.
7. What color scheme would you prefer? (unsure about this)
   1. Preferably a darker theme since movies are usually watched in the dark. I don't want blind myself. There can be a setting that allows you to automatically turn to dark mode in dark settings or something that allows me to switch to a lighter theme.
8. What device do you usually use? What do you prefer when accessing a movie application/service?
   1. Laptop/TV. Big screen things
9. What would frustrate you when using a movie app (lagging, etc)?
   1. ADS, crappy quality, low frames, lagginess

Interview Questions

1. Who are you?
2. What are your interests?
3. What would you like to do with a movie app?
4. What kind of filters would you like? (recommendations & search functions)
5. What would you want to see when hovering over a movie? (overview, rates, size, etc)
6. What would you like to see on the home page? (recommendations, categories, etc)
7. What color scheme would you prefer?
8. What device do you usually use? What do you prefer when accessing a movie application/service?

Interview 1 Notes

1. Who are you?
2. What are your interests?
3. What would you like to do with a movie app?
4. What kind of filters would you like? (recommendations & search functions)
5. What would you want to see when hovering over a movie? (overview, rates, size, etc)
6. What would you like to see on the home page? (recommendations, categories, etc)
7. What color scheme would you prefer?
8. What device do you usually use? What do you prefer when accessing a movie application/service?

Interview 2 Notes

1. Who are you?
2. What are your interests?
3. What would you like to do with a movie app?
4. What kind of filters would you like? (recommendations & search functions)
5. What would you want to see when hovering over a movie? (overview, rates, size, etc)
6. What would you like to see on the home page? (recommendations, categories, etc)
7. What color scheme would you prefer?
8. What device do you usually use? What do you prefer when accessing a movie application/service?

Product Vision Statement Template:

For: Target Customer

Who: Statement of need opportunity

The: Product name is a product category

That: key benefit, feature, use

Unlike: primary competitive alternative

Our product: statement of primary differentiation