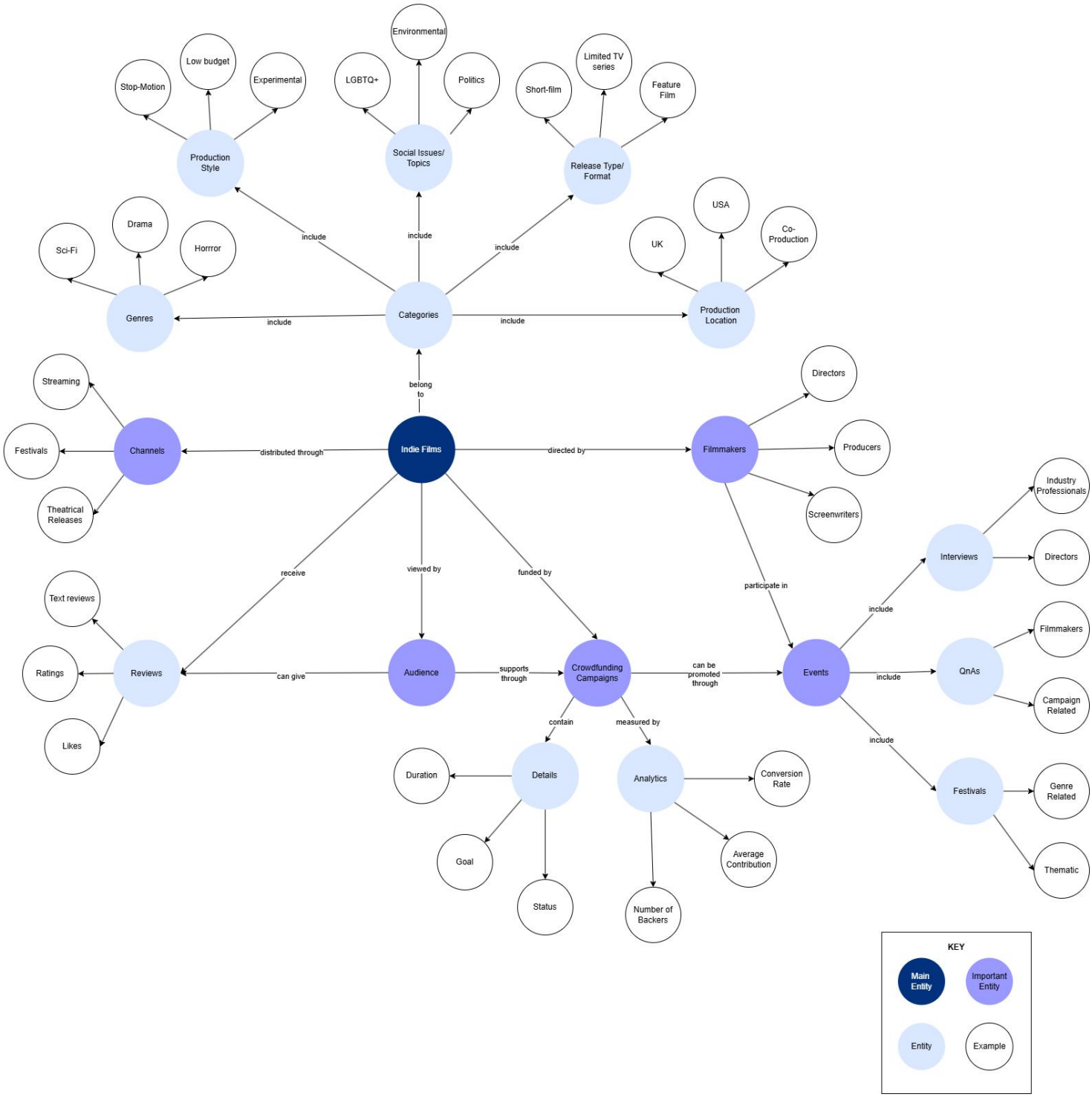
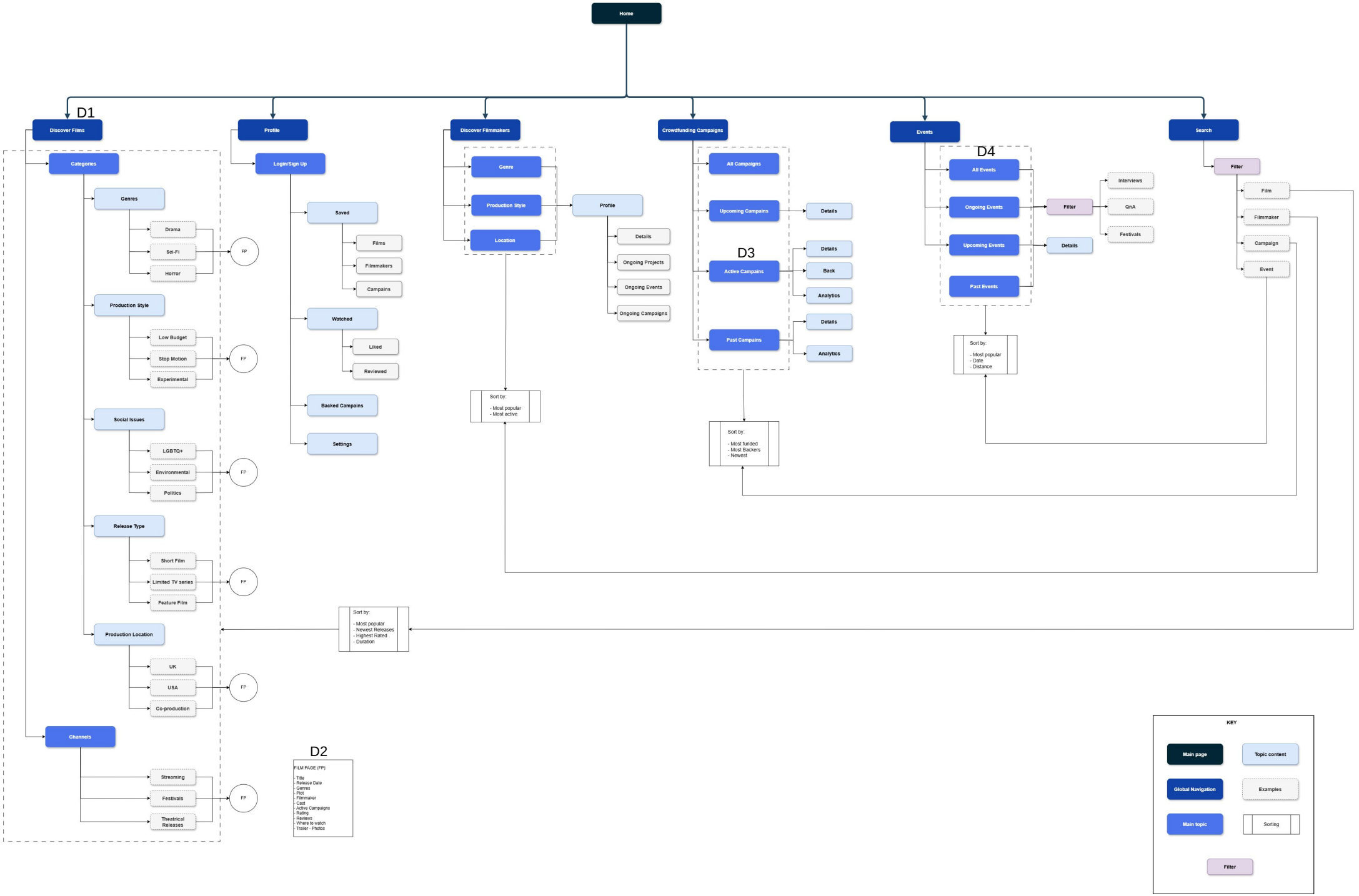
DOMAIN MODEL (APPENDIX A)

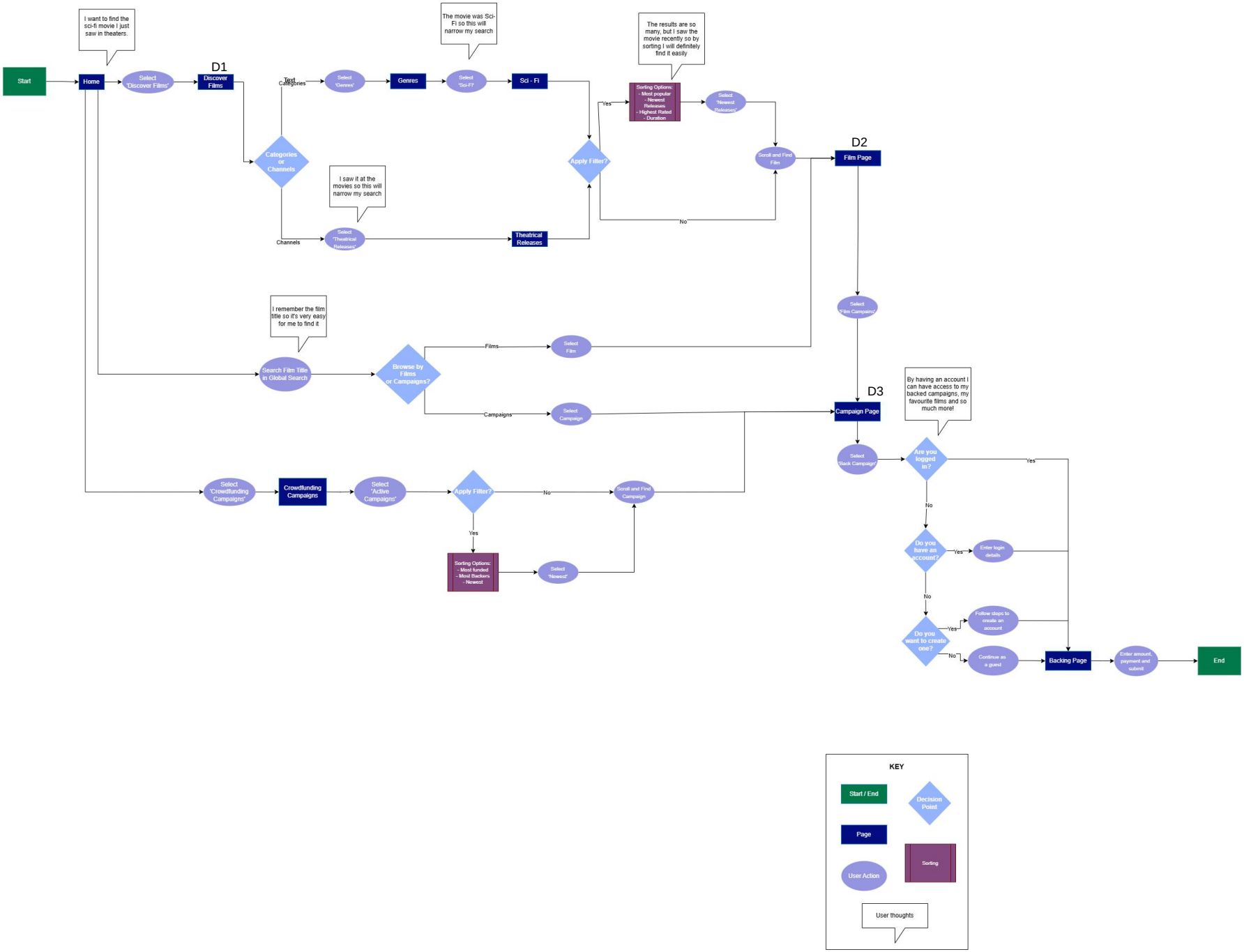


SITEMAP (APPENDIX B)



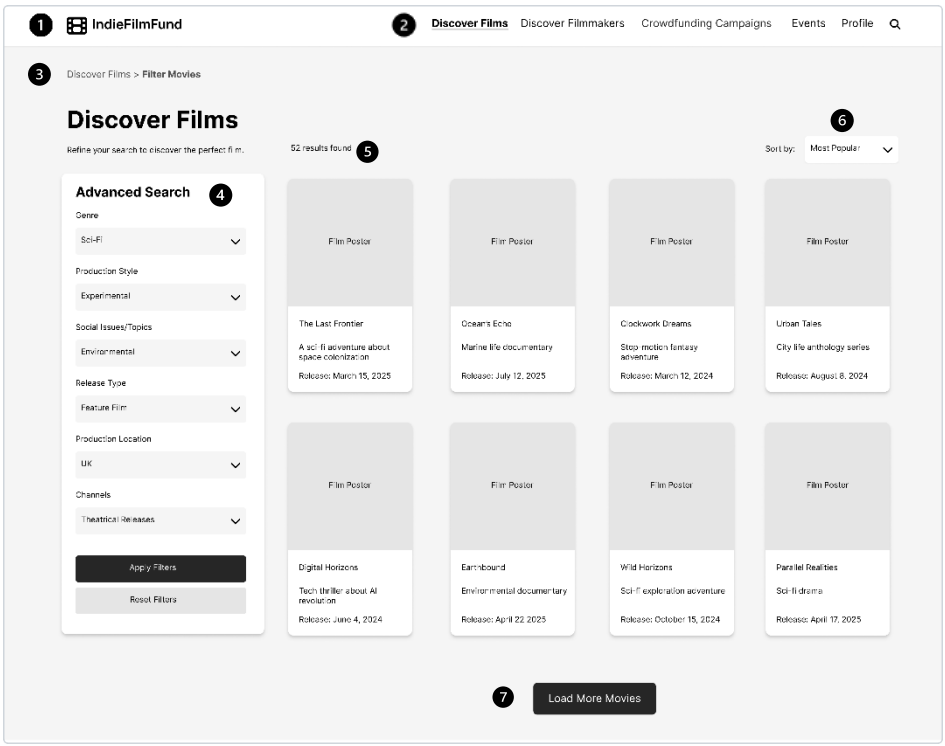
APPENDIX C: USER JOURNEY

Prompt: *You recently saw an Indie Sci-Fi film at the movies and you want to support it.*



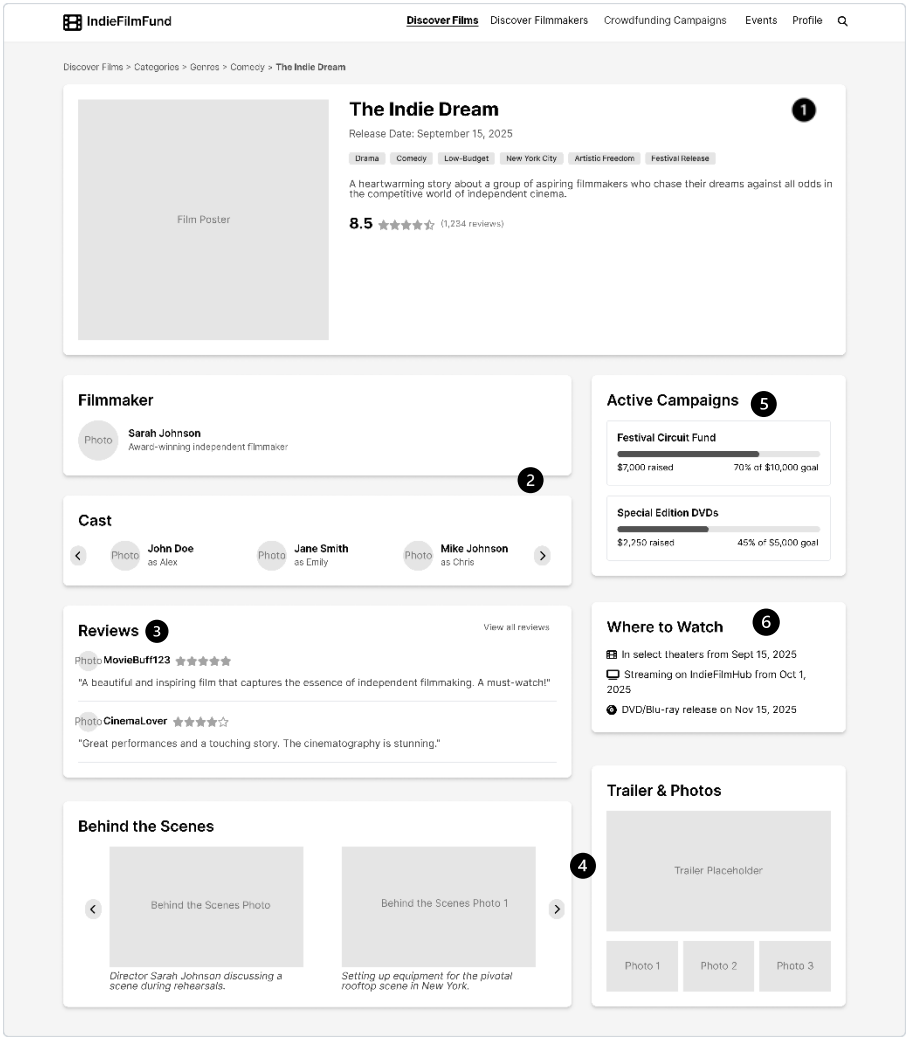
WIREFRAMES (APPENDIX D)

D1 – Discover Films Page



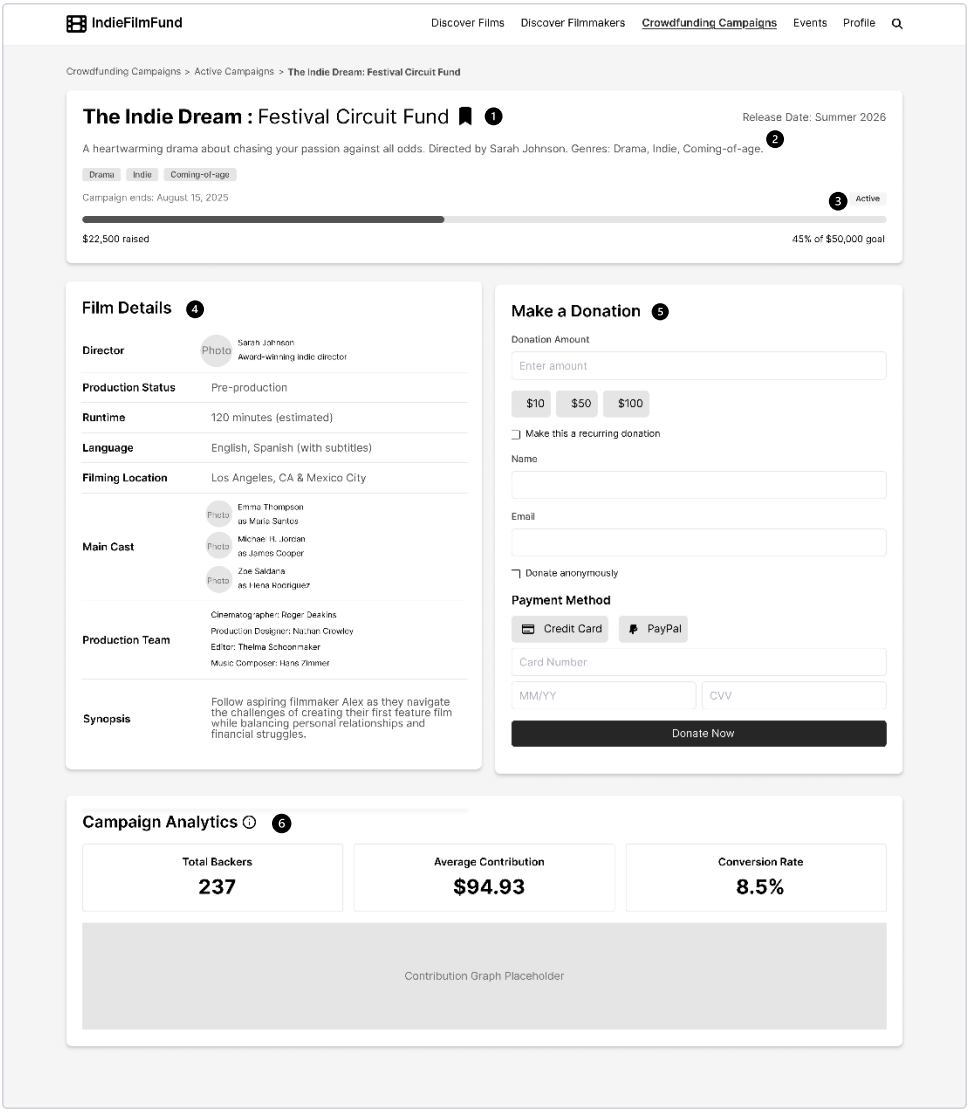
1. Logo that leads to homepage
2. Global navigation bar that stays consistent in all pages and includes all key categories
3. Breadcrumb trail that ensures users always understand their location within the platform
4. Filters with drop down options that allow users to narrow down their search results
5. Search results showing movies with a small description
6. Sorting option that allows users to display results in the order they like
7. Allows users to browse more results

D2 – Film Page



1. Description and details of the film
2. Filmmaker and cast details
3. User reviews
4. Trailer, photos and general film content
5. Active campaigns linked to the film
6. Available platforms for the user to watch the film

D3 – Campaign Page



❶ Save campaign option for logged-in users

❷ Short description of film

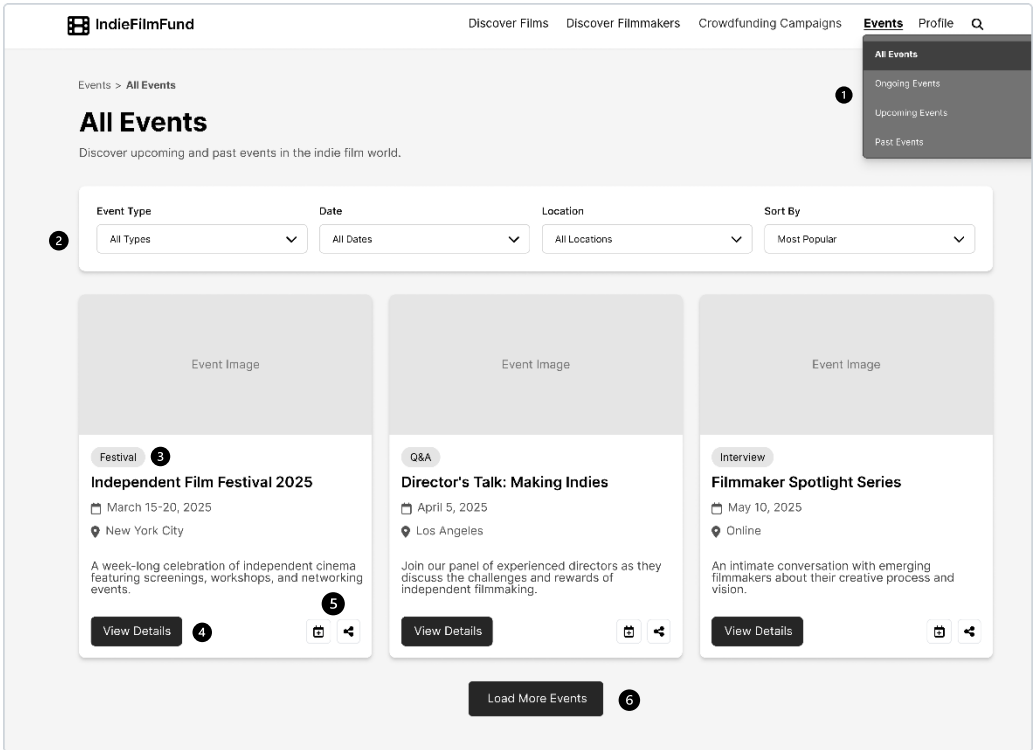
❸ Campaign status, goal and progress bar

❹ Detailed film description and contributors

❺ Make a donation section, including adjustable and fixed amounts for users to donate, as well as payment methods

❻ Campaign analytics with information button in case the user is not familiar with the metrics

D4 – Events Page



❶ Dropdown menu in the navigation bar ensures quick access to relevant sections

❷ Filtering and sorting options for the users to narrow down and display the results as they wish

❸ Events descriptions, including place, date and type.

❹ Opens an event page with a more detailed description

❺ Users can also share the event and logged-in users can add it to their calendar

❻ Allows users to browse more events

Appendix A - Domain Model

My project focuses on Indie films - a platform for discovery and support through crowdfunding. It also features related events to connect the filmmakers to the audience and promote the movies. I selected this topic due to the fact that while there are many crowdfunding and movie sites, there isn't really one that merges the two ideas. To make sure my domain aligns with what exists in the real world, I interviewed three stakeholders: a short film animator, a film directing student, and a cinephile. With these interviews, I discovered the important role of events in this platform, in order to promote visibility, build community, enable networking and collaboration. Thus, events were promoted to an important entity in the domain model. Later, I also explored platforms such as Kickstarter, Letterboxd, and IMDb to find what parts - e.g. crowdfunding features, discoverability filters, engagement features - I would like to incorporate in my website and which ones I would like to enhance. Through the interview feedback and this competitive analysis, I addressed further gaps in my design. Most importantly, I added the analytics features in crowdfunding campaigns to provide transparency to the users and data-driven insights to the filmmakers. Similarly, the idea I had about user profiles grew bigger, enabling creators to showcase their portfolios and users to track their interactions and contribution history. As outlined by Brown (*Brown, 2011*), I structured my domain model by organizing hierarchies, grouping entities, and adding verbs where appropriate to represent the relationships between the entities.
[One Drive Folder with raw data]

Appendix B - Sitemap

The sitemap was mainly constructed by using all concepts from the domain model, interviews and competitive analysis. Drawing insights from both interview responses and usability test feedback, I relied on terms and labelling best understood by both filmmakers and audiences. For example, the "Genres" and "Production Style" categories align with the common terminology found across film platforms and crowdfunding sites. Subsequently, these labels were tested as part of tree tests and card sorting to see how users group and navigate through film content. I included tasks such as finding a film in a certain genre, looking up a filmmaker's profile, and finding a current crowdfunding campaign. One of the findings of these exercises suggested that most participants would expect to see types of film grouped by common familiar terms and phrases such as "Horror" or "Low-Budget" when trying to find new films. Another finding was the preference of participants to generally browse by timeframes rather than categories. While the majority of participants successfully completed the tasks, some users found it difficult to differentiate similar categories in the initial "Events" structure. Thus, I focused on primarily differentiating events by recency: "All Events," "Upcoming," and "Past" rather than subcategories such as "Workshops" or "Q&A". This method proved to be less confusing for the users and allowed them to avoid redundancy, while still allowing them to filter for specific event types such as "Workshops" or "Festivals" through on-page filters. To keep the navigation labels clear and easy to explore, I relied on the best practices highlighted by Morville and Rosenfeld (*Morville and Rosenfeld, 2006*) while naming the global navigation labels. The basic functions of the platform are listed under titles such as "Crowdfunding Campaigns" and "Discover Films," carefully chosen to indicate the core functionality of the platform. In the diagram I decided to use thin lines and boxes, which do not interfere with the labels, and colors and shading to indicate hierarchical levels (*Caddick and Cable, 2011*).

Appendix C - User Journey

The user journey task was structured thoroughly enough so I could represent all the critical elements of my domain: getting someone to back an indie sci-fi film they recently watched in theaters. This task flow illustrates important pathways a user may take, such as filtering, browsing, and searching. I presented the full journey to showcase how a user can interact with the site and each point where they can make decisions as they go along. The design adheres to Caddick and Cable's recommendation to portray critical task flows within the domain (*Caddick and Cable, 2011*). To enhance clarity, consistency and to visually separate individual steps from their outcomes, I represented decision points with diamonds, pages with rectangles and specific user actions with ellipses. The user journey emphasizes accessibility and simplicity by offering multiple pathways: Users can, for example, search directly for a film title, check out categorized genres, or filter by theatrical releases. Such pathways ensure that the journey caters to users with a range of preferences and behaviors. Filters and sorting narrow down the options and simplify the journey for users (*Brown, 2011*). Bubble-type reflections of users' thoughts at decision moments were incorporated throughout the journey to show what motivation or hesitations users can feel during their journey. The conducted tree tests confirmed that the journey accurately reflected the primary pathways users would follow. These tests also emphasized the need for user-friendly labels and easy decision points. Consequently, we are capturing the different paths that the user can take in the system, but still, they are flowing logically and in an intuitive manner leading up to accomplishing the task goal.

Appendix D - Wireframes (D1,D2,D3,D4)

Wireframes prioritize structure over aesthetics and styling, however, I chose to include elements such as bold titles and clear placeholders to ensure clarity (*Brown, 2011*). "Discover Films", “Discover Filmmakers”, “Crowdfunding Campaigns”, “Events”, “Profile” and “Global Search" are incorporated within a global navigation bar that is present page-wide for quick access. Content is also easily accessible by incorporating a drop-down option in the global navigation bar. With a breadcrumb trail appearing on all pages, users always know where they are in any given browsing/filtering context. Results can also be narrowed down by the use of filters, such as ‘Genre’, and sorting, such as ‘Most Popular’. This design ensures intuitive navigation, determined by the user needs identified during the design process.

D1: Discover Films

The “Discover Films” page features an advanced filtering system to help users narrow down their search by attributes like genre, production style, social issues, and release type and also a sorting option with options like popularity and recency. The grid format displays multiple films at a time, along with abbreviated metadata (title, synopsis, and release date) for rapid browsing. The "Load More Movies" button supports a similar to infinite scroll functionality, enabling user exploration, but without burdening them with information overload.

D2: Film Details

The "Film Details" page highlights the basic information of a film, including details, cast members, ratings, reviews and also a designed “Where to Watch” section, which facilitates the user with providing streaming platforms, distribution in theaters, and respective dates. The “Active Campaigns” informs the users of the current campaigns linked to this specific movie and allows them to get an overview before, and if, they decide to navigate to this page and support it.

D3: Crowdfunding Campaign

The “Campaign Page” focuses on funding information and analytics to entice potential backers. The donation form offers both preset and custom amounts for contribution options, simplifying the process. Campaign analytics offer visibility, showing metrics such as total backers, average contributions, and conversion rates. Such metrics inspire backers by illustrating engagement and transparency while also informing the filmmakers of the progress of their campaigns. Logged-in users have the option to save the campaign in order to access it later.

D4: Events

The "All Events" page categorizes events by recency (e.g., All Events, Upcoming Events, and Past Events) and is also accessible via a drop down in the global navigation. Events can be further filtered and sorted based on other aspects such as their type, date and location. For each one a small description and basic details, including date and time are provided. Logged-in users also have the option to save the event to their calendar.

Evaluation and Future Improvements

During the evaluation process, there were a lot of small iterations based on user feedback and usability testing. The results for the films appeared at first in big square images, but users said this format was counterintuitive and hard to navigate. In response, content was reformatted and presented into small rectangular cards like those on many film sites and streaming platforms, emphasizing clarity and scannability. One future improvement could be to allow users to change the way films are displayed to them (e.g. list, grid). Additionally, pagination was used to display search results originally, but there was a lot of frustration when moving from page to page between the search results. Because the number of movie results was so large, infinite scrolling was initially considered but rejected as overwhelming. Thus I concluded on a “Load More” button as the best option. The other major change was in the terminology of the “Discover Films” section, where I referred to available platforms as “Channels”. This problem was not encountered when talking with domain experts in interviews and even in tree and card sort tasks. However during the evaluation there was relevant confusion concerning this label, and as a result of this feedback, it was transitioned from “Channel” to “Where to Watch” - a label that made more sense and aligned with what users would expect to see. One future improvement would be to add pop-ups to the film results page. As it stands, the data presented is usually not enough for users to make proper decisions. Pop-ups could provide quick, expanded details about each film - plot summaries, cast information, reviews - without users needing to navigate away from the results page. Furthermore, adding suggestions tailored to the browsing history and interests of users could create a more dynamic and engaging experience as well. These changes aim to further optimize usability and ensure the platform evolves with user needs.

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