PROM

UX Case Study

Prom Metavers MVP

Celine

January 2024 - May 2024

Problem Statement

The current **Hollywood system is broken**. Creators and crews are pushed to the margins of the economy and creatives are threatened to be replace with AI.

Scope

Develop a Minimum Viable Product (MVP) focused on **screenwriters**, providing a platform for script posting, reviewing, collaboration, and interaction within a 3D metaverse environment

Overall Goal

- Creating an online space (Metaverse) where people from the cinema industry could meet, collaborate and create together in a web 3.0 environment, away from the current industry issues.
- Give due credit and financial recognition to the creators and crews participating in the making of a movie.

MVP Goal

- Creating a space for screenwriters to share their scripts with other professionals and to receive coverages and review.
- Encourage the screenwriters to collaborate.
- Creating a spot for PROM's sponsors to be highlighted.
- Demonstrating what PROM could become.

Process

Understand

Define

Ideate

Design

Product Users

For the minimal viable product (MVP), we are going to focus on **Screenwriters**.

Research

Most

Screenwriters cannot support themselves and hold other jobs.

WGA membership

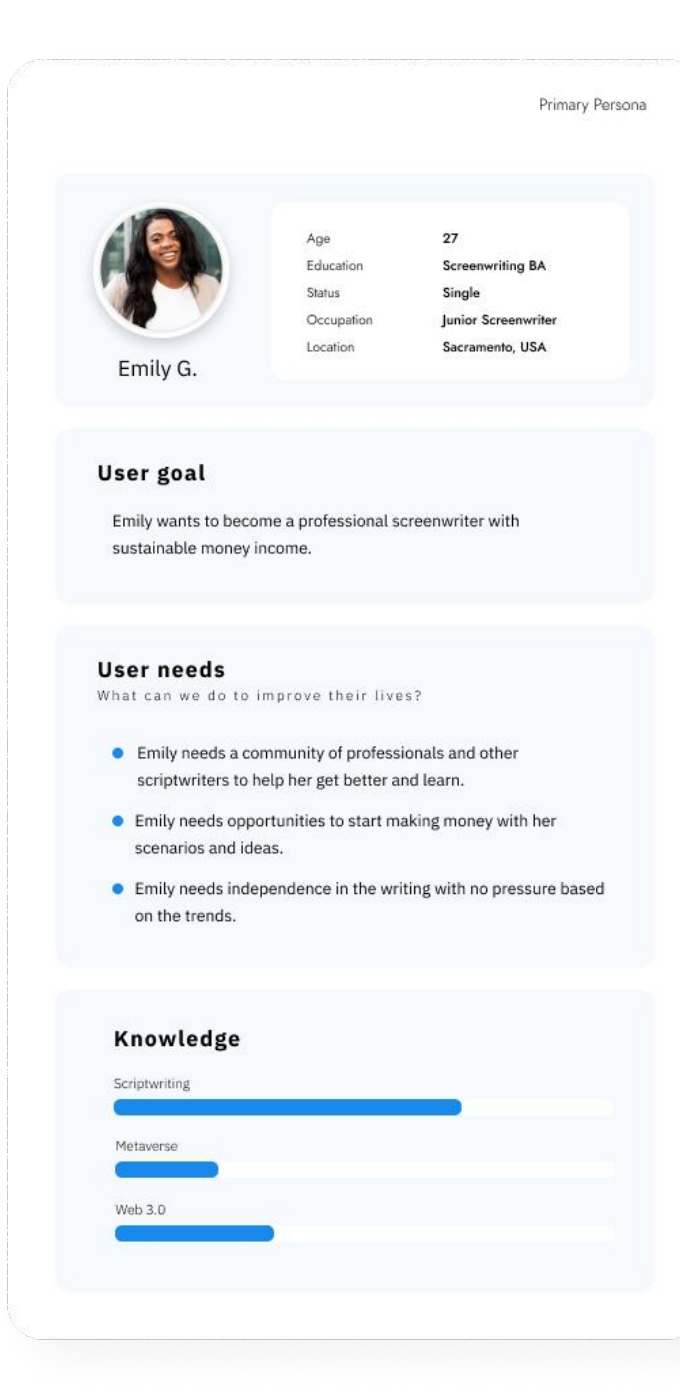
Represents the top fraction of aspiring screenwriters

$5,000 – $10,000

Typical WGA member income for a year from screenwriting.

33%

Have earned over $100,000 in their careers from writing.



Primary Persona

Emily G.

Age	27
Education	Screenwriting BA
Status	Single
Occupation	Junior Screenwriter
Location	Sacramento, USA

User goal

Emily wants to become a professional screenwriter with sustainable money income.

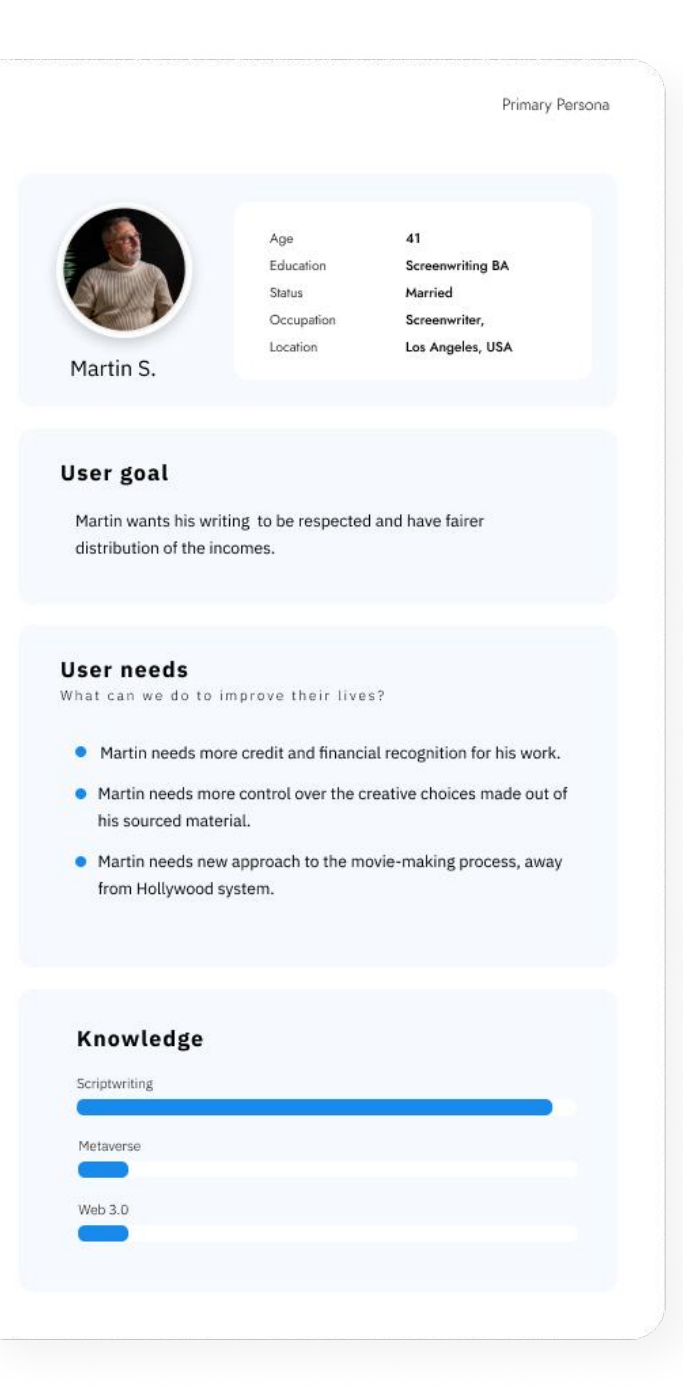
User needs

What can we do to improve their lives?

- Emily needs a community of professionals and other scriptwriters to help her get better and learn.
- Emily needs opportunities to start making money with her scenarios and ideas.
- Emily needs independence in the writing with no pressure based on the trends.

Knowledge

Scriptwriting
Metaverse
Web 3.0



Primary Persona

Martin S.

Age	41
Education	Screenwriting BA
Status	Married
Occupation	Screenwriter,
Location	Los Angeles, USA

User goal

Martin wants his writing to be respected and have fairer distribution of the incomes.

User needs

What can we do to improve their lives?

- Martin needs more credit and financial recognition for his work.
- Martin needs more control over the creative choices made out of his sourced material.
- Martin needs new approach to the movie-making process, away from Hollywood system.

Knowledge

Scriptwriting
Metaverse
Web 3.0

Needs

→ More credit and financial recognition for the work they do.

→ A space for younger scriptwriters to be able to communicate and connect with other scriptwriters.

→ A new way to create movie away from the Hollywood Industry with a sustainable economy system.

Secondary personas

Industry professionals seeking collaboration opportunities

Needs

→ Easy access to scripts and review

→ Efficient communication system to reach professionals

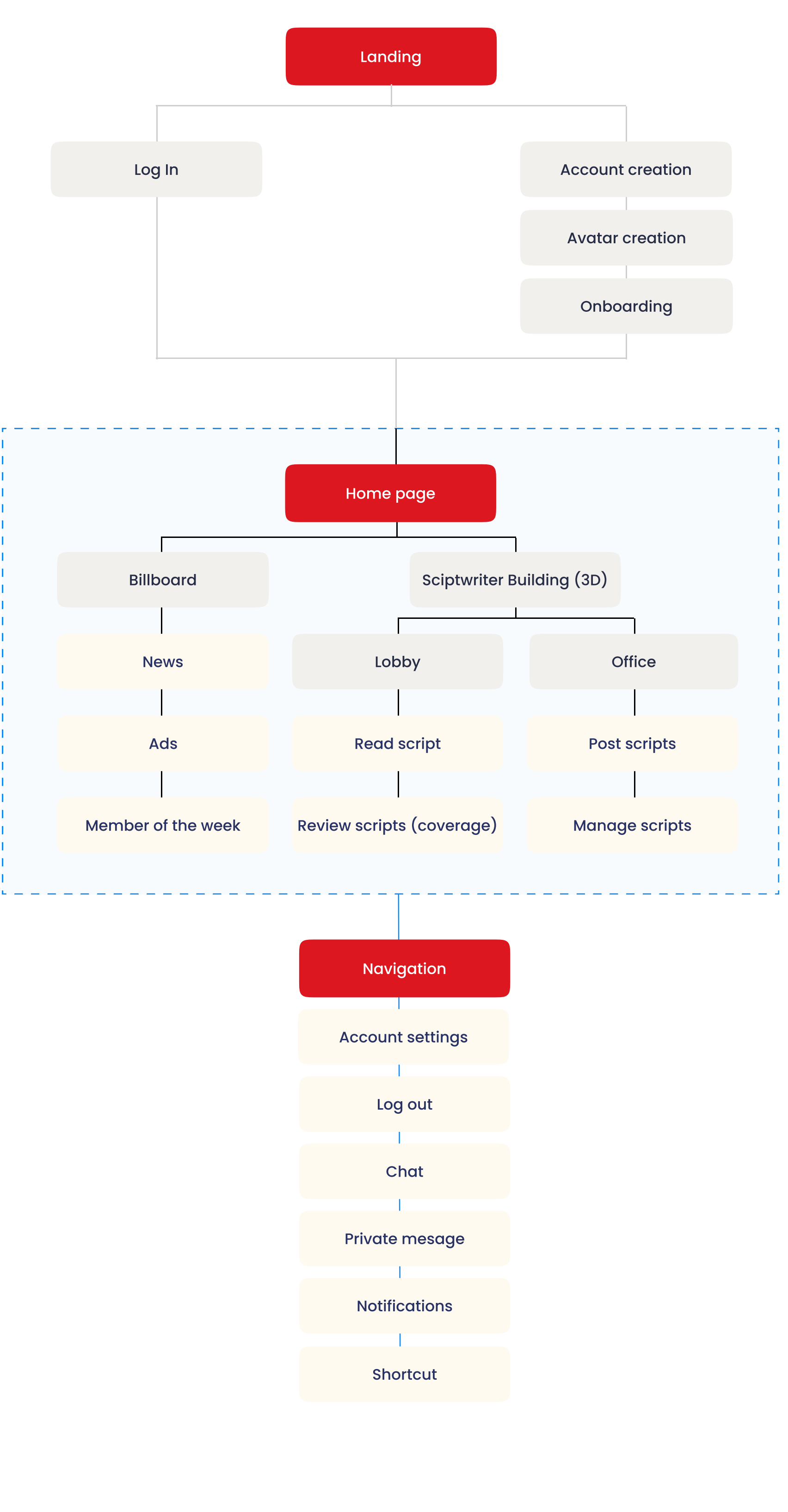
Competitor Analysis

	PROM	Film.io	RAD.live	GALA Film
Tokenization & Smart Contracts	✓	✓	✓	✓
Script Review & Collaboration	✓	✗	✗	✗
Crowdfunding (for users)	✓	✗	✓	✗
Metaverse Integration	✓	✗	✗	✗
Membership Revenue Models	✓	✗	✓	✗
Real World Assets (RAW)	✓	✗	✗	✗

Architecture

The structure is based on a simple User Journey supported by 3D and illustration to create the baseline of PROM metaverse.

Application Map



Landing

Log In

Account creation

Avatar creation

Onboarding

Home page

Billboard

News

Ads

Member of the week

Sciptwriter Building (3D)

Lobby

Read script

Review scripts (coverage)

Office

Post scripts

Manage scripts

Navigation

Account settings

Log out

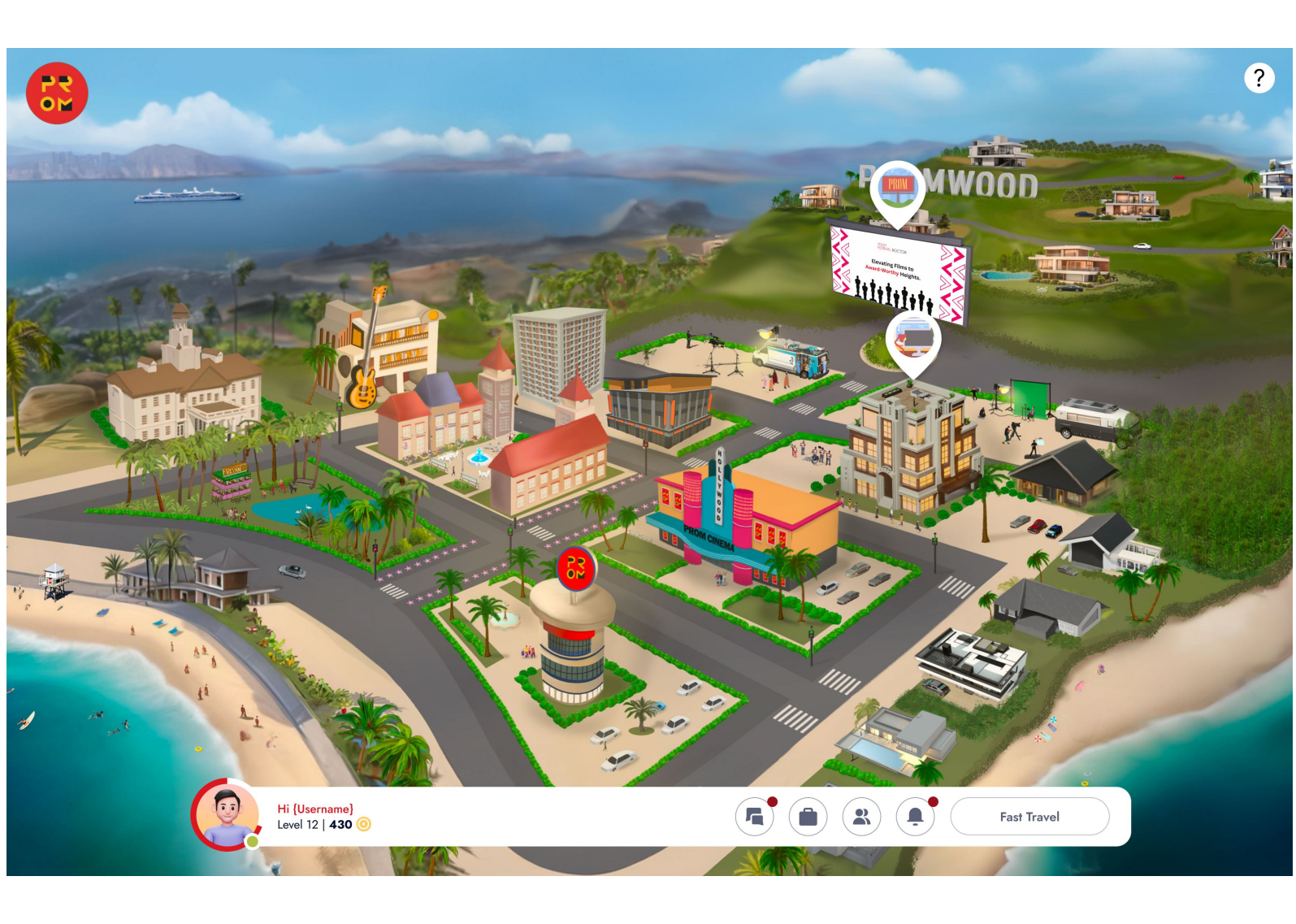
Chat

Private mesage

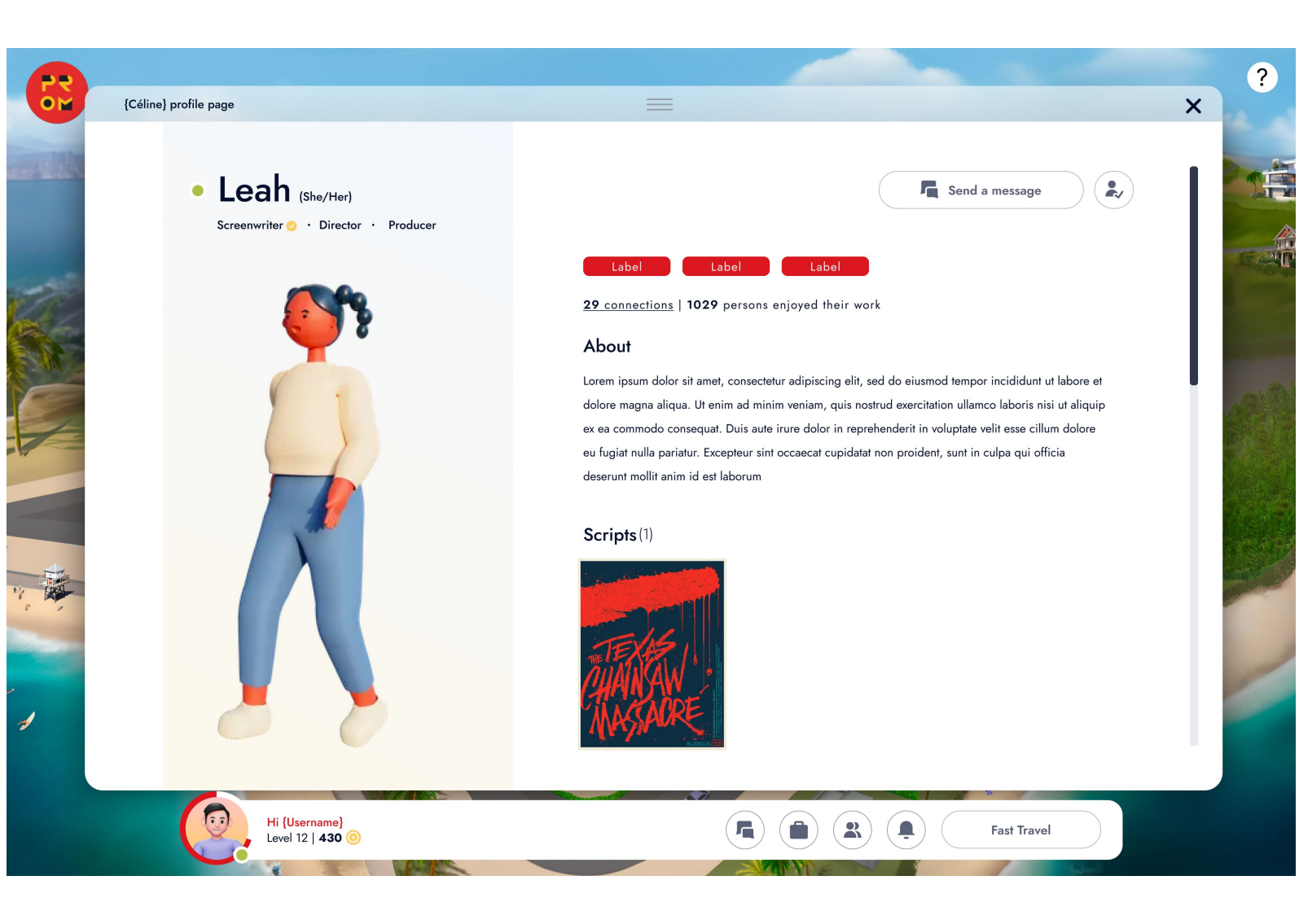
Notifications

Shortcut

User journey



?
MWOOD
Hi {Username}
Level 12 | 430
Fast Travel



{Céline} profile page

Leah (She/Her)

Screenwriter · Director · Producer

Send a message
Label
Label
Label

29 connections | 1029 persons enjoyed their work

About

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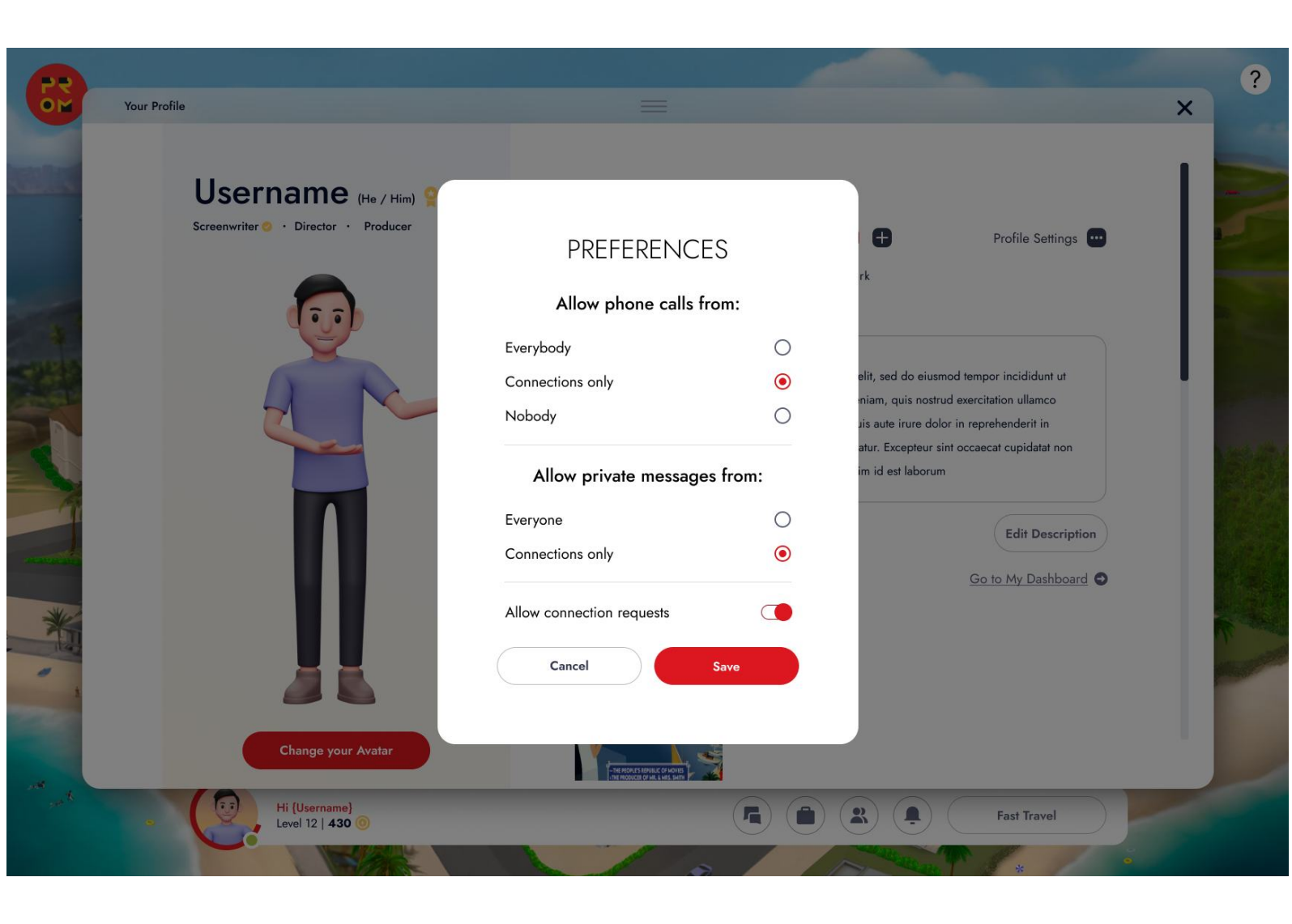
Scripts (1)

Hi {Username}
Level 12 | 430
Fast Travel



Your Profile

Username (He / Him)

Screenwriter · Director · Producer

PREFERENCES

Allow phone calls from:

Everybody ○

Connections only ●

Nobody ○

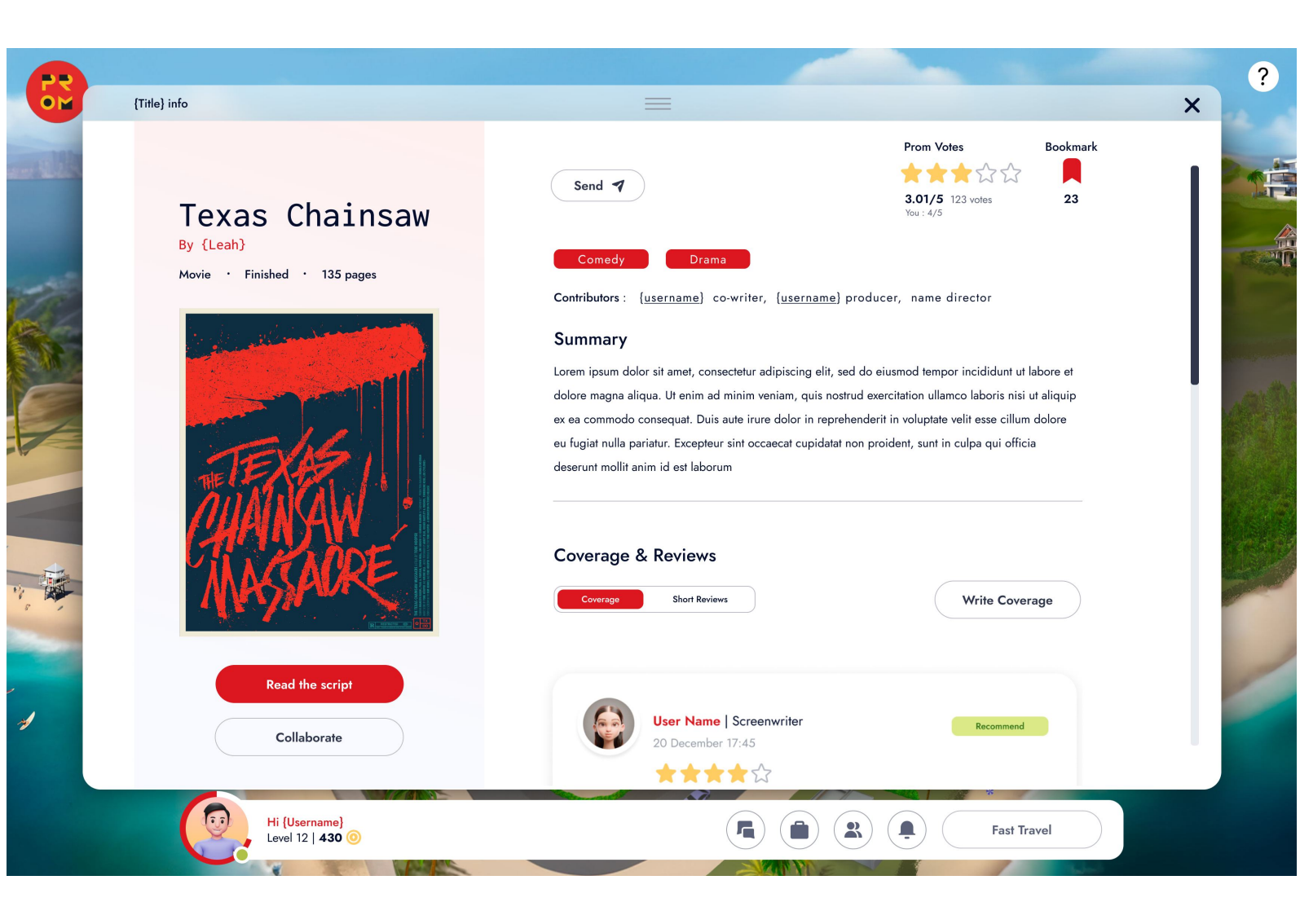
Allow private messages from:

Everyone ○

Connections only ●

Allow connection requests ●

Cancel
Save
Profile Settings
Edit Description
Go to My Dashboard
Change your Avatar
Hi {Username}
Level 12 | 430
Fast Travel



{Title} info

Texas Chainsaw

By {Leah}

Movie · Finished · 135 pages

Prom Votes 3.01/5 123 votes

Bookmark 23

Send
Comedy
Drama

Contributors : {username} co-writer, {username} producer, name director

Summary

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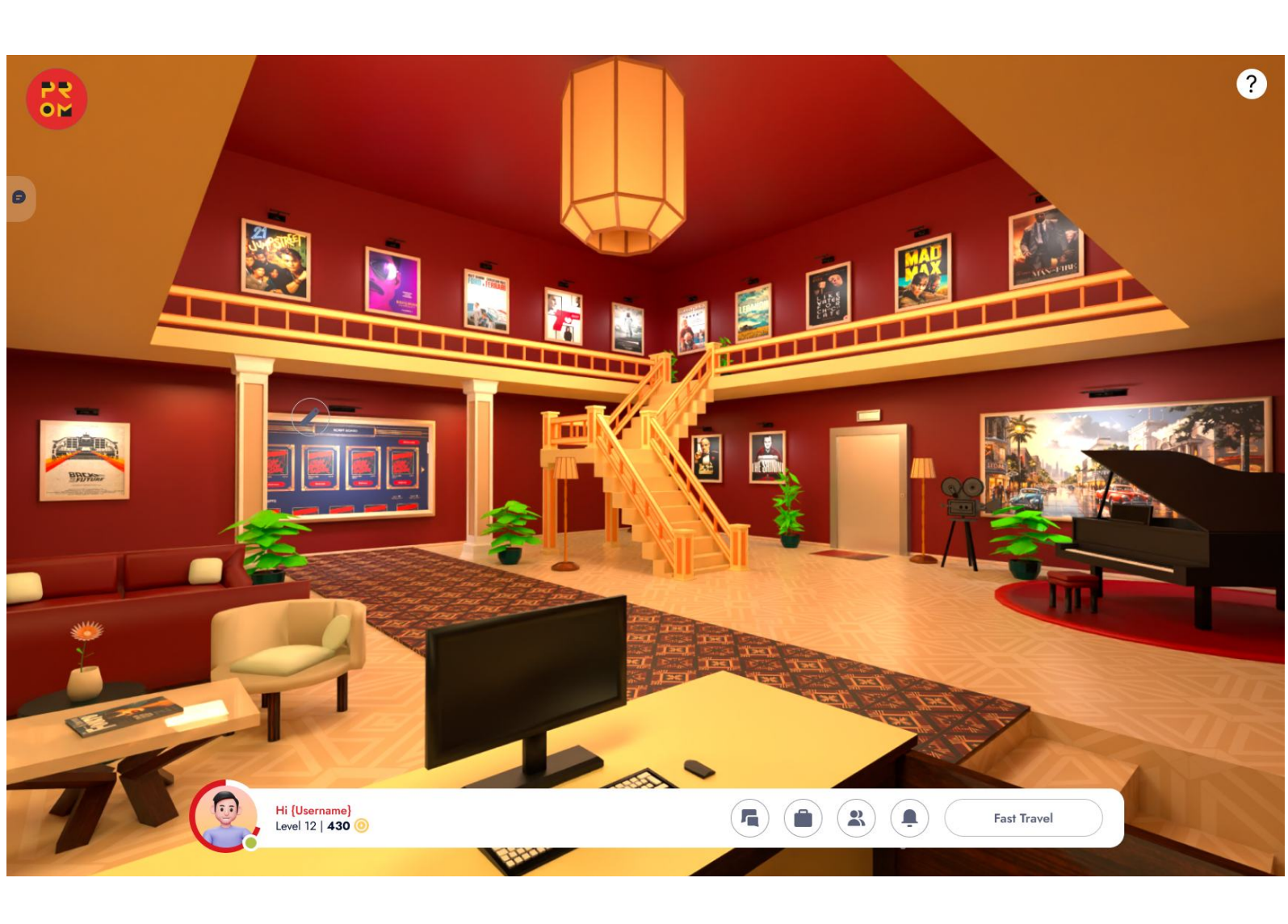
Coverage & Reviews

User Name | Screenwriter

20 December 17:45

Coverage
Short Reviews
Write Coverage
Recommend
Read the script
Collaborate
Hi {Username}
Level 12 | 430
Fast Travel



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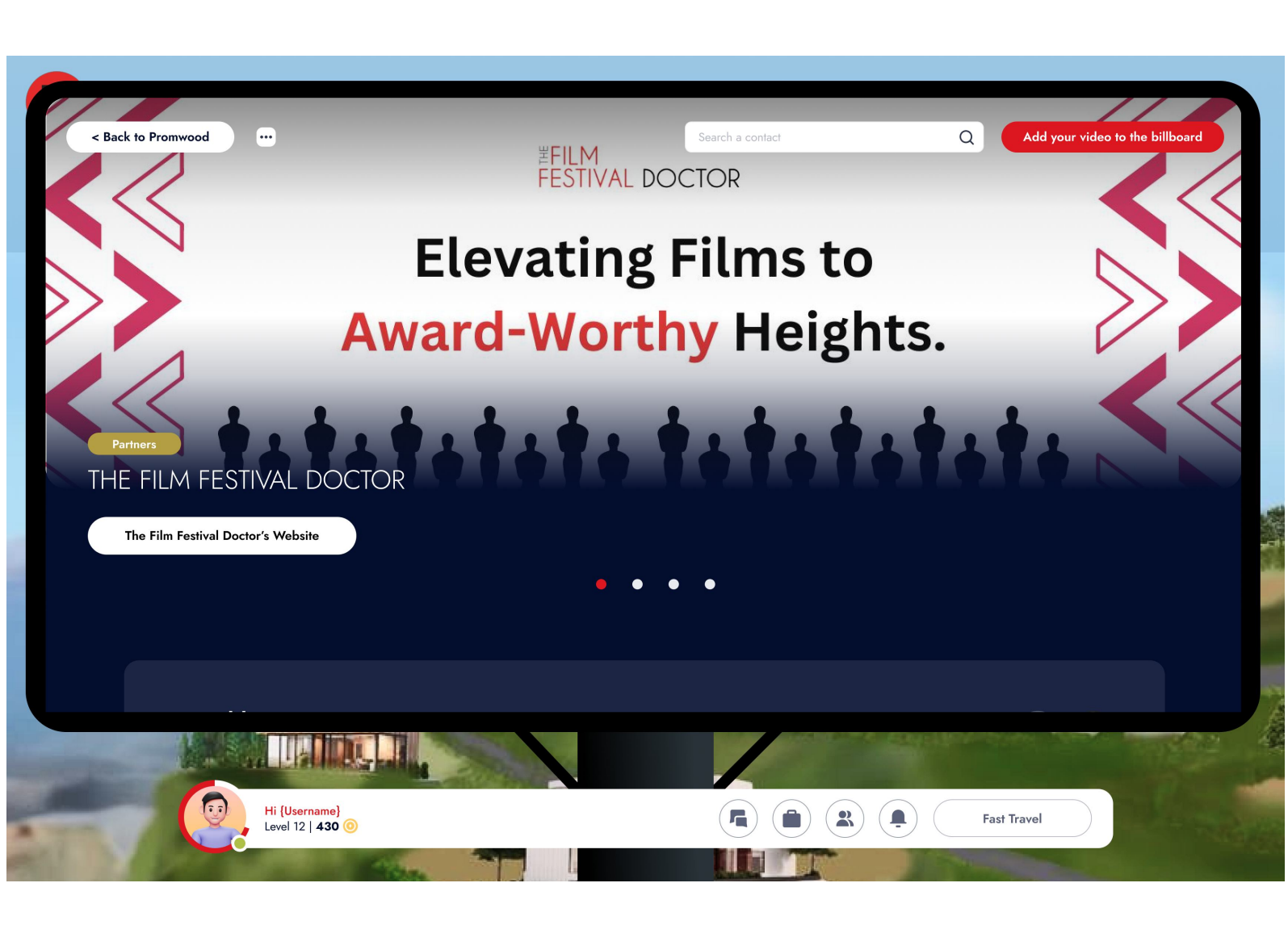
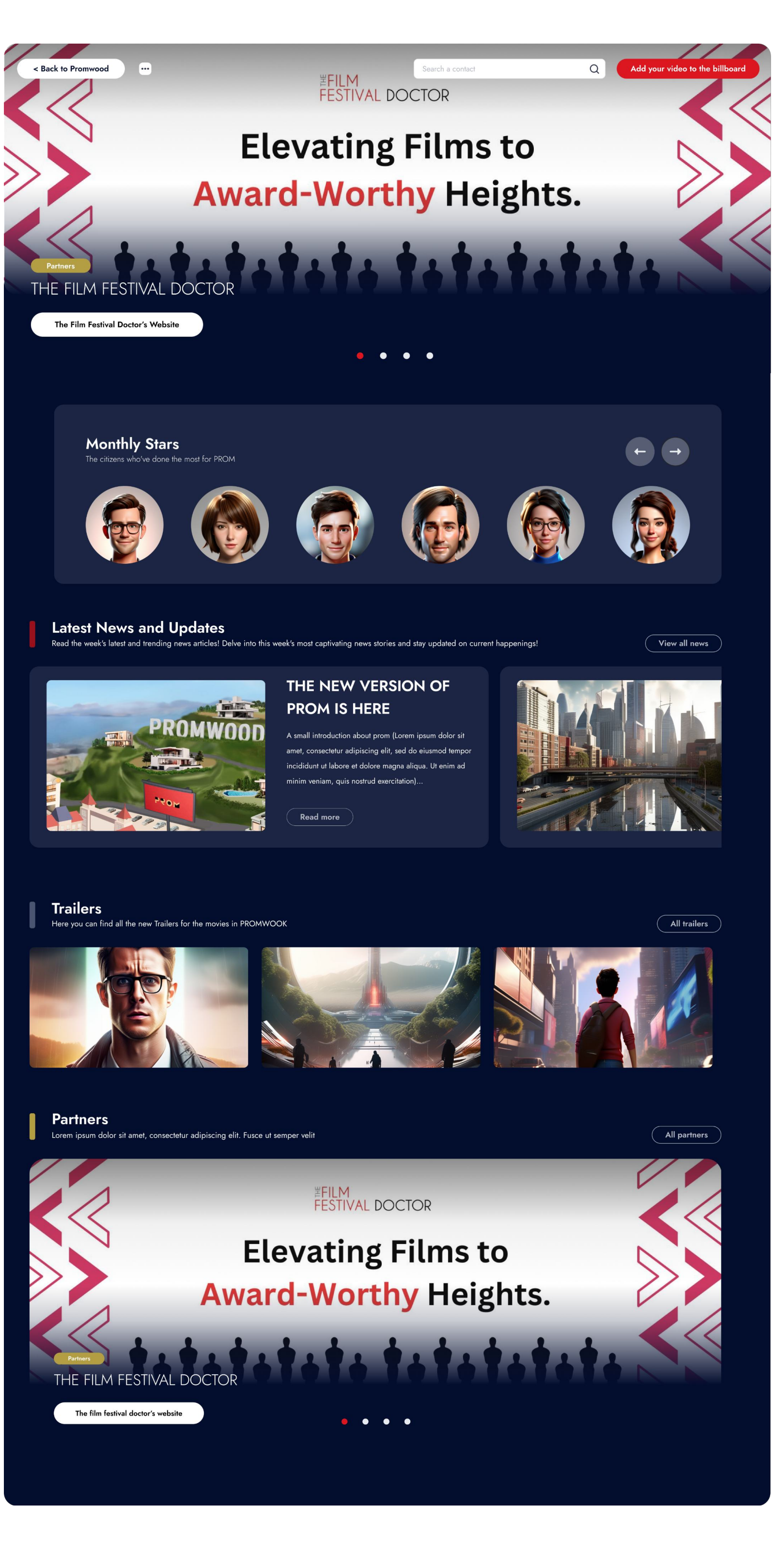


< Back to Promwood
Search a contact
Add your video to the billboard
THE FILM FESTIVAL DOCTOR
Elevating Films to Award-Worthy Heights.
Partners
THE FILM FESTIVAL DOCTOR
The Film Festival Doctor's Website
Hi {Username}
Level 12 | 430
Fast Travel



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The Film Festival Doctor's Website

Monthly Stars

The citizens who've done the most for PROM

Latest News and Updates

Read the week's latest and trending news articles! Delve into this week's most captivating news stories and stay updated on current happenings!

View all news

THE NEW VERSION OF PROM IS HERE

A small introduction about prom (Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation)...

Read more

Trailers

Here you can find all the new Trailers for the movies in PROMWOOK

All trailers

Partners

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ut semper velit

All partners

THE FILM FESTIVAL DOCTOR
Elevating Films to Award-Worthy Heights.
Partners
THE FILM FESTIVAL DOCTOR
The film festival doctor's website

Thank You For Watching