

Homework 1: Specifying a Web App

EXECUTIVE OVERVIEW

OVERVIEW

The objective of our web application is to create a responsive and user friendly website called Watchly to share and discover movies. This application would be geared towards all ages and have a features to manage your personal collection and a public collection to share with others.

PROBLEM

Movies are popular among all populations regardless of demographics. However, there is no way to keep track of all the movies one has seen or all the movies that one wants to see. A simple notepad or electronic journal can keep track of this information, but not in an online platform that is easy to navigate and use. This can be categorized as a problem on a personal level, however there also is not a convenient online platform to share movie recommendations or see what other people enjoy watching, which enlarges the problem to a social scope.

SOLUTION

Develop Watchly, a web application, in which users can search a database for movies based on title, year released, rating, and genre. Users can add these movies to their own personal collection and mark them as “watched” or “want to watch” for easy accessibility. Users can also add movies to a public list displayed on their profile for other users to view for movie recommendations.

USER RESEARCH // PERSONAS



THE ENTHUSIAST

Name: Steven Bell

Age: 15

Occupation: High School Student

Marital Status: In a relationship

Steven is a high school student and his favorite subject is Biology. After school, he likes to hang out with his friends at a nearby Starbucks or McDonald's when he doesn't have band practice. Steven has been watching movies as long as he can remember. The first movie he ever watched was “Pokemon: The First Movie”, and since then, he has watched the entire “Pokemon” series, in addition to the “Harry Potter” series, “The Lord of the Rings” series, , “X-Men” series, and “The Pirates of the Caribbean” series, more times than he can count. He enjoys all genres, from romantic comedies and scientific fantasy to thrillers, documentaries, and international movies. One of his talents is stating and recognizing lines from a movie. When asked what his favorite movie is, he unfailingly responds with a, “Hmm, that’s hard. I can’t choose just one.” He downloads and buys movies,

and is always the first person to create a post on Facebook about how excited he is about the new movie coming out. He loves to share his favorite movies, and friends and family members can always depend on Steven for a good movie recommendation.



THE CRITIC

Name: James Parker

Age: 35

Occupation: Blogger / Vlogger

Marital Status: Unmarried

James is an established online blogger and Youtube vlogger. He has thousands of subscribers on both his blog and Youtube channel. On his blog, he is mainly popular for critiquing new technological devices, such as cameras, laptops, and monitors. In his Youtube videos, he also critiques popular movies, depending on the request of his subscribers. He enjoys watching and analyzing new movies, and has experience with rating movies. He has seen about a hundred movies of all genres, and he has experience with rating movies. He likes to share movies that he highly recommends and warn people about movies that he finds distasteful.



THE SOCIAL BUTTERFLY

Name: Vanessa Lieu

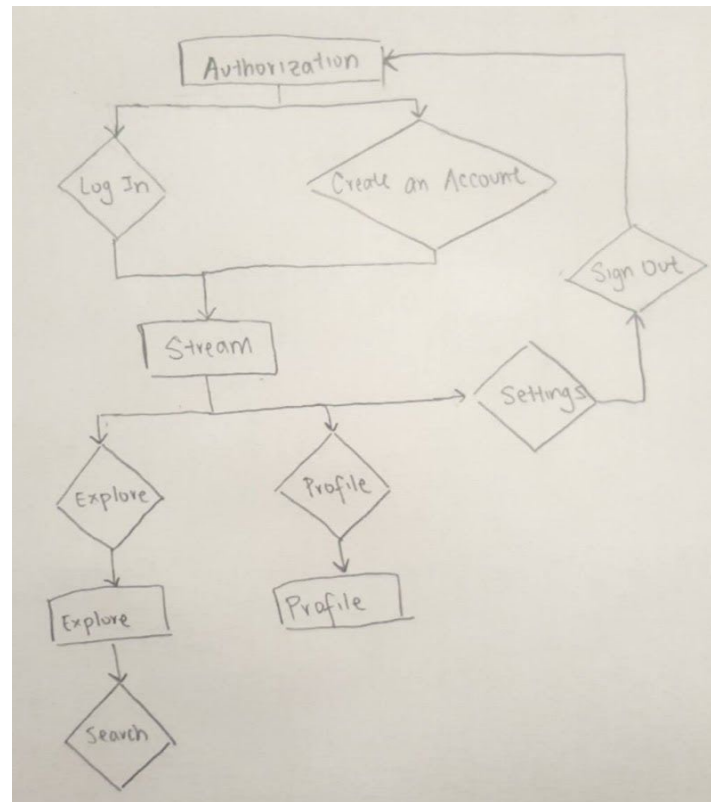
Age: 20

Occupation: College Student

Marital Status: Single

Vanessa is a second year undergraduate, and is studying Neuroscience. She is active in a number of organizations on campus, and enjoys volunteering on the weekends. In her free time, she likes to hang out with her friends, often shopping, trying to places to eat, and occasionally going to Disneyland. Sometimes, she goes to the movie theaters to watch the newest Disney movie or romantic comedy. She only watches movies with her friends, but when she is bored at home, she will ask her friends for movie recommendations. When she can't think of any movies to watch, she would re-watch her favorite movie, "Tangled".

LOGICAL FLOW DIAGRAM OF APP



LOW AND HIGH FIDELITY WIREFRAMES

*With Low and High Fidelity, we will continue to do user testing.
Name of the app will change possibly change to MovieDex*

HIGH FIDELITY

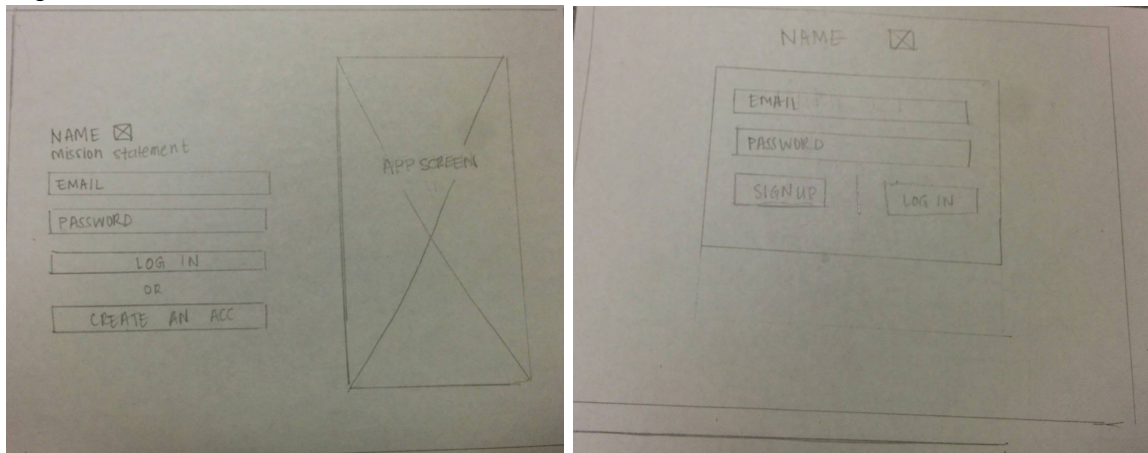
Please view wireframe >> <https://invis.io/FNA465QCX>

If for some reason the url does not work, please see "watchly.pdf" in the folder.

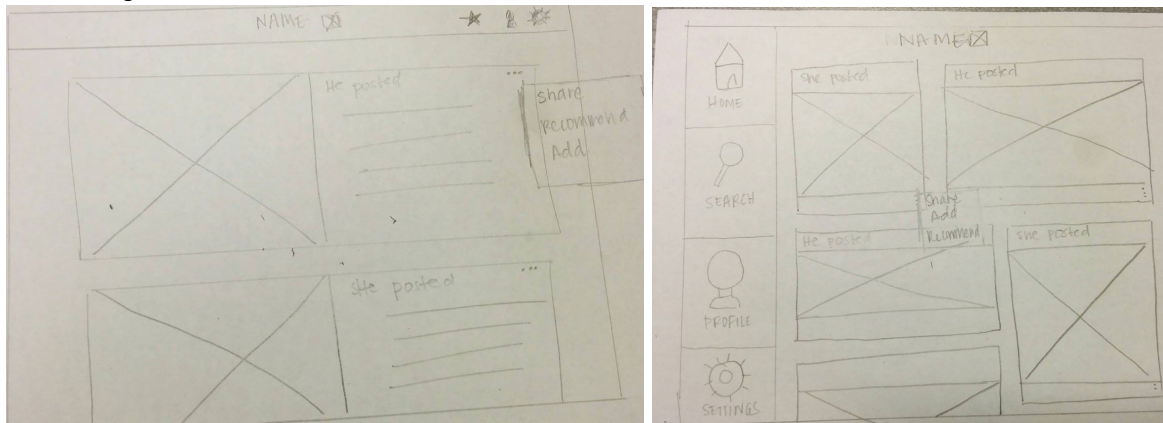
LOW FIDELITY

We created numerous sketches of our application and eventually narrowed it down to create our high fidelity wireframe.

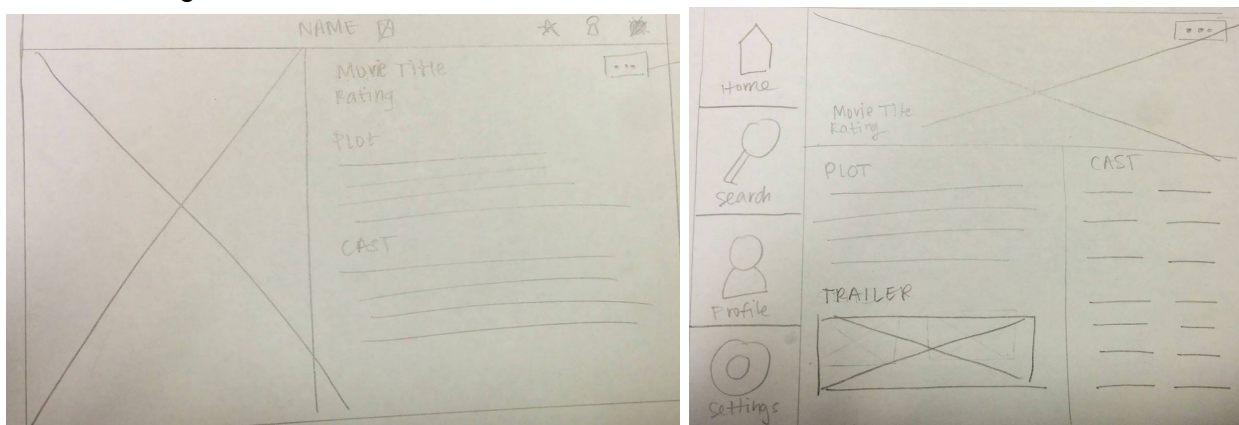
Log In Screens



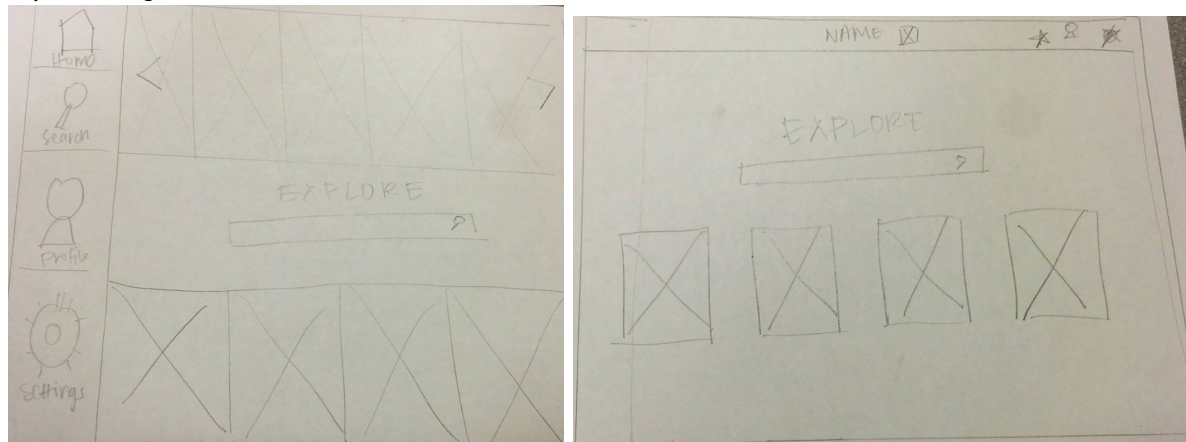
Home Page



Movie Info Page



Explore Page



IMPORTANT NOTES // STRENGTHS, WEAKNESSES & RISKS

STRENGTHS

- Keep a personal track of all movies watched or movies to watch
- Can sort through movies by title, year released, rating, and genre
- Can search for movie lists, people to follow, and highly recommended movies
- Social aspect of sharing movie lists and recommending movies to followers
- Can give information about movies (plot summary, cast, description, ratings)

WEAKNESSES

- List aspect is generic and can be replaced by any other list application
- Not a full-fledged social network (can only follow users and no commenting/messaging between users)

RISKS

- Would be competing with IMDb (Internet Movie Database)
- Need a wide user base for effective social interactions
- Well established and reputable competitors such as IMDb and RottenTomatoes

COMPETITIVE ANALYSIS

iMDb:

Revenue:

1. Advertising: Film production companies pay to have certain pictures or movie posters of their choice appear on iMDb in order to promote their film.
2. Premium Subscription (iMDbPro): This service is targeted people who work in the entertainment industry, and it allows movie production companies to be able to search for cast members and post cast listings. Actor and actresses can also upload pictures of themselves and update information regarding their talents.

Strengths:

- Well established and highly reputable

- Strong foothold over the movie casting social media network
- Self-proclaimed “Earth’s Biggest movie Database”
- Wide range of information regarding movies such as many pictures and videos
- Movie ticket selling service provided

Weaknesses:

- No offline outlets/products such as TV and magazines
- Does not have a big presence. Users do not think IMDb when they look for movie reviews or movie information.

Rotten Tomatoes:

Revenue:

1. Advertising: Similarly to IMDb, advertisement contributes a significant amount to Rotten Tomatoes’s revenue.
2. Partnership: Rotten Tomatoes partners itself with movie studios and movie theatres where the partners can provide movies, trailers, and TV shows to Rotten Tomatoes.

Strength:

- Well established and highly reputable
- Trusted source of movie reviews
- Movie ticket selling service provided

Weaknesses:

- No offline outlets/products such as TV and magazines
- Website navigation and layout may be complex and difficult to navigate

Sources:

<http://www.mbaskool.com/brandguide/media-and-entertainment/1410-imdb-internet-movie-data-base.html>

<https://www.quora.com/How-does-Metacritic-Rotten-Tomatoes-make-money>

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