

Hilary Barry

21241043

## Assignment 2 - Film Submission Portal Design

As part of this project, I analysed and redesigned the *Film Freeway* website. The website aims to provide a platform for filmmakers to submit their films to a wide range of global film festivals. This project mainly focuses on the user experience of submitting a film for a festival. The redesign aims to increase the website's accessibility and discoverability, while following the principles laid out in the book *Designing Web Interfaces*. The project involved creating a wireframe design in Balsamiq and collaborating with my assignment partner Ruby to create a final version. This essay will analyse the user activity involved in submitting a film to the website, along with providing a detailed explanation of how we redesigned the interface and the website's interaction tools.

Firstly, I analysed the existing *Film Freeway* website and the user experience involved in submitting a Film Festival. Although, I found the process mostly user friendly and inviting, I noticed a few areas for improvement. The process involves signing up for the website, adding a project, finding a film festival and finally submission. Overall, the process of adding a project is quite simple and user friendly as it provides a clear layout breaking each of the steps into five categories and providing examples of answers in light grey text to assist the user. However, I did find the process slightly overwhelming as the one-page layout featured a lot of information. The process also fails to provide any type of visual representation of your status in the process. Once the project is added, the user must then browse through the festival options. While the layout of festivals is generally good, most of the left side of the page is taken up with filters to provide a more focused search. When you choose the festival you would like to submit your film to, there is a large visible green button stating, 'submit now', providing a clear call to action for the user. From here, the process is

quite simple and user effective. The user is asked to select the category they would like to enter with a tick the box option. This is displayed using a dialog overlay box, utilising the lightbox effect (Scott 107). This allows the user to primarily focus on the task of selection and once they have decided they can once again click the green button the states 'add to cart and checkout'. Overall, I noticed that the website is very consistent with their colour options, often utilising green buttons to finalise an action. This consistency prevents confusion and directs the user towards the end goal.

For the redesign in Balsamiq, I began by designing the browse festivals page. For this design, I decided to move the filtering tools to the top of the page in the form of drop-down menus to provide more space on the page for the film festival descriptions. This will allow the user a stronger understanding of the festival before deciding to click to see more. For the new project submission change, I decided to make a few changes to prioritise the user's sense of flow and accessibility. For example, I changed the layout from a single page that places emphasis on scrolls to a dialog overlay box featuring a multistep process. In the book *Designing Web Interfaces*, Scott states that this method works to 'simplify user flow' especially when the page is complicated or information heavy (Scott, 168). This five-step process divides each section into a separate task, allowing the user to save, edit and move back and forth between pages. Scott stresses the importance of keeping the users 'informed throughout of their location in the process (171).' I achieved this by creating a series of static circles that update with each new screen indicating your status in the process. This process also relies on defaults for consistency. For example, the layout of the input fields stays consistent in style between each screen. Along with this, I decided to incorporate the green button from the original design at the end of each step to provide feedback at each stage in the process. Like the submission screen on the original website, I decided to utilise a lightbox effect for this process to place emphasis on the task. The lightweight overlay also provides a

departure from the main screen, while attaining a level of consistency as the user moves between each of the steps. This method of organising the information works best as it provides a sense of progressive disclosure, preventing information overload that may deter the user (Nodder). Progressive disclosure is also utilised in the drop-down menus and the ‘add a person’ options. Overall, by dividing the information into smaller tasks the form becomes more accessible for the user.

For the final element of the redesign, I met with Ruby to discuss on how we can merge our projects to create a final version. We both decided the multi-step process would work the best for the submission process. Along with this, we decided to add light grey text in the boxes to indicate to the user what type of information should be submitted in each field. We also decided to add the ‘save’ and ‘back’ options to allow the user more control over their experience. This collaboration process allowed for an iterative design methodology. This method allowed us to further refine and develop our ideas. For the final page of the design, we decided that feedback should be presented on the screen to inform the user that the task is complete. This feedback could state ‘Thank you for your time, this form has now been completed.’

In conclusion, this assignment has explored and analysed my redesign of the *Film Freeway* website. Ruby and I have created a redesign that focuses on accessibility, user experience and discoverability. To create this, we have utilised the principles proposed in Scott’s book entitled *Designing Web Interfaces*.

### Works Cited:

Nodder, Chris. Interaction Design for the Web. LinkedIn, 2018,

<https://www.linkedin.com/learning/interaction-design-for-the-web/progressive-disclosure?autoAdvance=true&autoSkip=false&autoplay=true&resume=true>.

Scott, Bill, and Theresa Neil. *Designing Web Interfaces: Principles and Patterns for Rich Interactions*. California, O'Reilly Media, Inc., 2009.