

User info:

1) What data will your website allow users to search?

Marvel Movies

2) What is an example of a person who would want to search this and why?

A Columbia student who watched a Marvel movie for the first time and wanted to know more information about them all and to know in what order to watch them if the movie is part of a series.

3) Show up an example of one item in the database and say how the data fields help the user achieve their goal.

```
data = { ...,
  "3": {
    "id": "3",
    "title": "Captain America: The Winter Soldier",
    "image": "https://encrypted-
tbn3.gstatic.com/images?q=tbn:ANd9GcS3_h4fI5l7FFJpW1uIEIPzduLOomGEiS_-
tXK42bDy5X8v3k6",
    "trailer": "https://www.youtube.com/embed/7SIILk2WMTI",
    "year": "2014",
    "summary": "Captain America teams up with Black Widow and Falcon to uncover a
conspiracy within S.H.I.E.L.D. while facing a mysterious assassin known as the Winter
Soldier, who has a personal connection to Steve Rogers.",
    "runtime": "2h 16m",
    "director": ["Anthony Russo", "Joe Russo"],
    "budget": "$177,000,000",
    "stars": ["Chris Evans", "Scarlett Johansson", "Anthony Mackie", "Sebastian Stan",
"Samuel L. Jackson", "Robert Redford", "Cobie Smulders", "Frank Grillo", "Emily
VanCamp", "Hayley Atwell", "Toby Jones", "Maximiliano Hernández"],
    "score": "7.7",
    "genres": ["Action", "Adventure", "Sci-Fi", "Thriller"],
    "similar": ["1", "11"],
    "series": ["1", "3", "11"],
    "rating": "PG-13"
  }, ...
}
```


This data contains basic information about a Marvel movie, we can filter by director, year, stars, and genres; also, If there is a sequence, for example: Captain America: First Avenger, Captain America: The Winter Soldier, Captain America: Civil War, the user will be presented with such sequence; otherwise, with a list of similar movies.

Design:

MARVEL

Search

Search



Captain America: The Winter Soldier

7.7/10.0
2h 16min

Details:

Captain America teams up with Black Widow and Falcon to uncover a conspiracy within S.H.I.E.L.D. while facing a mysterious assassin known as the Winter Soldier, who has a personal connection to Steve Rogers.


Director:
Anthony Russo, Joe Russo

Stars:
Chris Evans
Scarlett Johansson
Sebastian Stan
Anthony Mackie
Samuel L. Jackson
Robert Redford
Hayley Atwell


Genres:
Action, Adventure, Sci-Fi, Thriller

Rating:
PG-13


Series



Captain America: The First Avenger



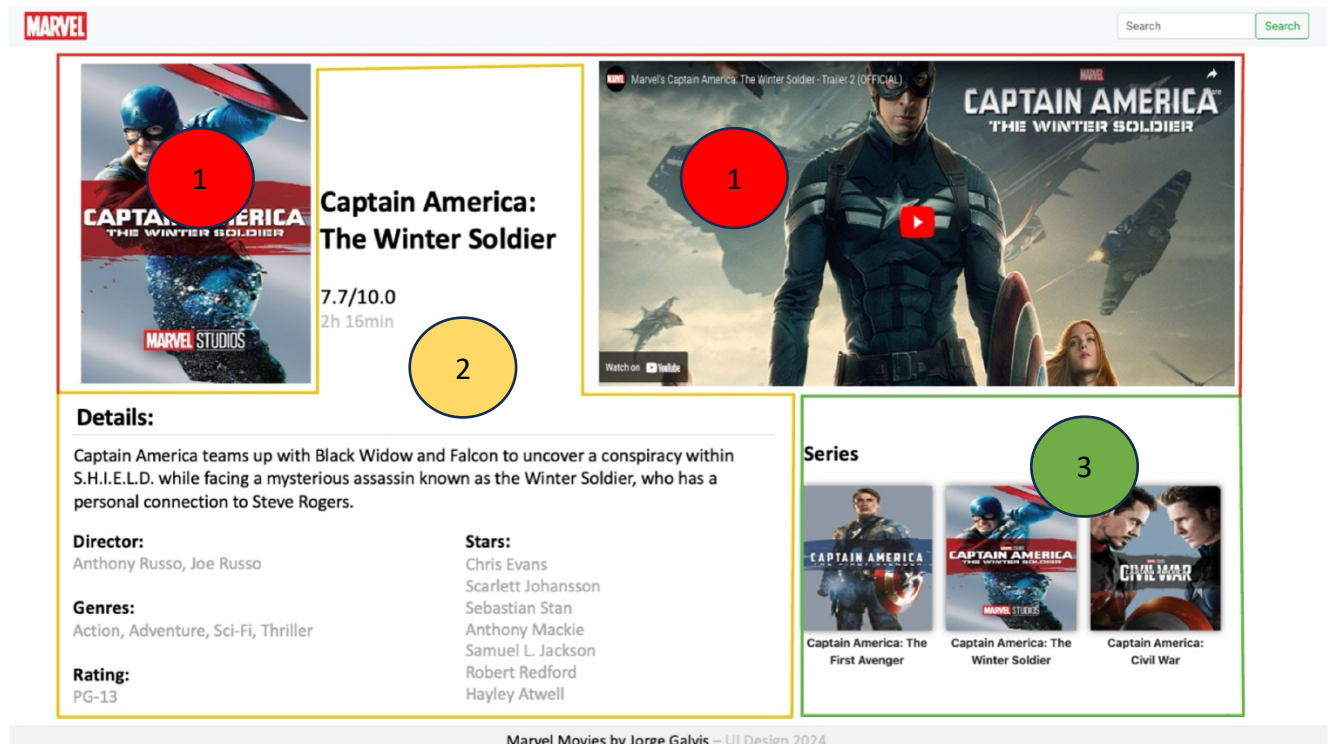
Captain America: The Winter Soldier



Captain America: Civil War

Marvel Movies by Jorge Galvis – UI Design 2024

Annotated design:



Conceptual grouping: **Content:** 1, **Metadata:** 2, **Hook:** 3

Location Priority: this design attempts at its best to follow the F form for location priority. Groups 1 and 2 live with in this F since they are the primary motive for user to view an element, content and more information about the item-movie. I decided to let the most relevant part of the metadata live with the content because it looked nicer and broke symmetry. User will most likely get to see Group 3 due to the visual display; it will be hard not to click.

White space: One of the main white spaces was placed in the main metadata, right beside the movie poster, because it provides the user the feedback needed, meaning they are at the right page, and it also make emphasis on the content, which is mostly driven to the trailer. All the other white space intentionally separates the groups.

Size: the view is divided horizontally almost in half to accommodate all the data fields, but the trailer takes most of the space since that is the taste that will motivate the user to read the "Details" since not everybody is visual, a medium size spot was left for the movie summary, so that people can also read. Main metadata and poster have the same vertical size as trailer but less horizontally to acknowledge the difference in importance.

Contrast: I have not yet figured out the required colors for the website, but I used big and bold in the title, and then decrease sizes I was going down the page since information becomes more or less not as exciting. This contrast in sizes and grays allowed me to pass the squint test since

users will be driven to the “Main metadata”, “Poster”, “Trailer”, “Description”, and the small titles in the secondary metadata and “Series” if applied, as it is in this case, or “Similar movies” otherwise.

Images: I think by now the usage of image has been shown, but one nice detail are the “Series” since it contains the chronological order of the related movie series.

Apologies I went to the fourth page, but I thought that reviewing this design while presenting to you was quite helpful. Thank you.