

INTERVIEW QUESTIONS FOR MOVIES TRENDS AND INSIGHTS FOR INTERACTIVE DASHBOARDS

1. Introduction

To develop a user-centric Movies Trends and Insight Dashboard, a series of user interviews were conducted. The objective was to gain insights into user expectations, preferences, and challenges when analyzing movie-related data. The feedback from these interviews helped shape the dashboard's design and functionality, ensuring it provides meaningful and actionable insights.

2. Interview Process

To gather diverse perspectives on movie analytics dashboards, three participants were interviewed:

Participant A – A casual moviegoer who enjoys exploring movie ratings and audience reviews.

Participant B – A data analyst who works with datasets and uses analytical tools.

3. Interview Methodology

Format: One-on-one interviews conducted in person and via video calls.

Duration: Each interview lasted approximately 30–45 minutes.

Questionnaire Structure: The interview was divided into three sections: User Interaction & Experience, Data Presentation & Interpretation, and Customization & Integration.

4. Interview Questions

a) User Interaction & Experience

- How do you typically explore and analyze movie-related data?
- What key features or functionalities would you like to see in a movie analytics dashboard?

- Have you used any movie analytics dashboards before? If so, what did you like/dislike about them?

b) Data Presentation & Interpretation

- What type of visualizations (e.g., bar charts, pie charts, heatmaps) do you find useful for exploring data?
- Do you prefer dashboards that provide high-level summaries or detailed drill-down capabilities?
- How important is real-time data in your movie analysis?

c) Customization & Integration

- What filters or search criteria would be most useful for you?
- Do you prefer a dashboard with default templates, or would you like the ability to customize reports?

RESPONSES

Participant A – A casual moviegoer who enjoys exploring movie ratings and audience reviews.

a) Personal Information

Full Name: Jayden

Occupation: Douglas College Student

Age: 21

Location: Vancouver, Canada

Interests: Watching movies, exploring new genres, staying updated on trending films, and reading audience reviews.

Movie Preferences and Habits

- Favorite Genres: Action, comedy, and sci-fi.
- Movie-Watching Frequency: Watches movies 2–3 times a week, often on weekends or during breaks from studies.
- Decision-Making Process: Relies heavily on ratings, reviews, and recommendations from friends or social media.

b) User Interaction & Experience

• How do you typically explore and analyze movie-related data?

“Okay, so I usually just go to IMDb to check ratings and reviews, or Netflix to see what’s trending or watch trailers on YouTube. I also check Instagram and Facebook too, sometimes my friends post about cool movies or there are memes about them. Basically, I just vibe with whatever’s popular or looks good.”

• What key features or functionalities would you like to see in a movie analytics dashboard?

“I’d love something super easy to use that shows me, like, the top-rated movies and what’s trending. Maybe a feature that recommends movies based on what I’ve

watched before? It'd be cool to compare movies by country or year, for example, 'What were the best movies in 2020?' or 'What's popular in Korea right now?'"

- **Have you used any movie analytics dashboards before? If so, what did you like/dislike about them?**

"Nah, I haven't used any fancy dashboards or anything. I mostly just use IMDb or Netflix. I like how IMDb shows ratings and reviews, but I wish it was more interactive, like letting me filter movies by year or genre. Netflix is great for recommendations, but sometimes it feels like it's recommending the same stuff over and over."

c) Data Presentation & Interpretation

- **What type of visualizations (e.g., bar charts, pie charts, heatmaps) do you find useful for exploring data?**

"Bar charts and pie charts are easy to understand. Like, a bar chart showing the top 10 movies would be cool. Heatmaps seem kind of complicated, I'd probably need someone to explain what I'm looking at."

- **Do you prefer dashboards that provide high-level summaries or detailed drill-down capabilities?**

"I'd rather have a quick summary first. If I want more details, I can click on something to see them. But honestly, if there's too much information, I'll probably just zone out."

- **How important is real-time data in your movie analysis?**

"I'm interested in real-time data because I can be updated to trending movies and stuffs."

d) Customization & Integration

- **What filters or search criteria would be most useful for you?**

“Filters by genre, release year, and streaming platform would be most useful. Maybe one for ratings too, like, only show me movies with 7/10 or higher. I don’t want to waste my time on bad movies.”

- **Do you prefer a dashboard with default templates, or would you like the ability to customize reports?**

“Default templates are fine for me since I’m not very tech-savvy. However, having a few customization options, like choosing which metrics to display, would be nice.”

Participant B – A data analyst who works with datasets and uses analytical tools.

Full Name: Lead Dinh

a) Personal Information:

- **What is your position in the company?**

“I am an Entry-Level Data Analyst at Layfield company. My role involves assisting senior analysts with data collection, cleaning, and visualization.”

- **What types of datasets do you typically work with in your role?**

"I mostly work with sales data, customer feedback, and website analytics. My tasks include cleaning the data, creating reports, and helping the team identify trends or areas for improvement."

b) User Interaction & Experience

- **How do you typically explore and analyze data?**

“I primarily use tools like Tableau, Power BI, and Python for data analysis. My workflow involves cleaning and preprocessing data, creating visualizations, and building dashboards.”

- **What key features or functionalities would you like to see in an analytics dashboard?**

“I’d like to see a dashboard that is intuitive yet powerful, with features like advanced filtering, predictive analytics, and the ability to handle large datasets efficiently.”

- **Have you used any analytics dashboards before? If so, what did you like/dislike about them?**

"Yes, I've used Power BI and Tableau for basic tasks. I like how they make it easy to create visualizations, but I sometimes find the interface overwhelming, especially when trying to use advanced features."

c) Data Presentation & Interpretation

- **What type of visualizations (e.g., bar charts, pie charts, heatmaps) do you find useful for exploring data?**

"I find bar charts, line graphs, and scatter plots most useful for exploring trends and correlations. Heatmaps are great for identifying patterns in large datasets, but they need to be well-designed to avoid confusion."

- **Do you prefer dashboards that provide high-level summaries or detailed drill-down capabilities?**

"As an entry-level analyst, I prefer dashboards that provide high-level summaries with the option to drill down if needed. Too much detail upfront can be overwhelming, but having the ability to explore deeper is important for learning."

- **How important is real-time data in your movie analysis?**

"Real-time data isn't critical for most of my tasks right now, but I can see its value for certain projects, like monitoring website traffic or sales performance. For now, I mostly work with historical data."

d) Customization & Integration

- **What filters or search criteria would be most useful for you?**

"Basic filters like date range, category, and numerical thresholds are most useful for me. I'd also appreciate filters that allow me to compare subsets of data, like region or product type."

- **Do you prefer a dashboard with default templates, or would you like the ability to customize reports?**

"Default templates are great for me because they save time and provide a good starting point. However, having some customization options, like choosing which metrics to display or adjusting chart colors, would be helpful as I grow more confident in my skills."