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Radical search service makeover: imbd

Who are the sites users? Who should the site targeted users be? (if you think the two are not the same). The users are movie snobs, but the targeted users are people who are interested in movies, and looking to learn more about movies in particular (usually to find out what is worth seeing).

Who is the site's competition? : Competitors to IMDB include sites such as Rotten Tomatoes, Metacritic, theMovieDB, Allmovie, and even Wikipedia.

Who are likely collaborators of the web site? (i.e., sites that might cross-link and cross-sell with the site in question). Likely collaborators of IMBD are the movies, TV shows, actors, and production companies that the website helps promote and rate. This means entertainment companies have invested interest in this website and will work with it in order to promote their products. The users of the site also contribute and collaborate with IMDB, as they provide their opinions and ratings of movies, television shows, and other forms of media. Their feedback is used to generate the scores and ratings that we see on the site.

What evaluative data (if any) do you think might have prompted site owners to come to you for help? IR measures of precision/recall?: Due to the nature of the site, the users are going to get a better recall experience, for example if you search "Jennifer Lawrence" You're going to get every single role that she's ever played, for every single movie and TV show. Thus, the site may lack precision. But, since the site is very precise (it accurately brings up information on whatever you search for) The owners wouldn't be concerned with that either. They would most likely want to increase the amount of time that their users are spending on the site.

UX evaluations? (what would you guess an evaluation might reveal in the way of problems?): The IMBD website is busy which probably causes pretty bad UX evaluations. The website seems to be unable to make up its mind on how to let the user browse through the website. On one hand the IMBD website is a search service, on the other hand it seems to be constantly advertising new movies that it wants you to be looking at. This makes sense as by pushing different movies/Tv shows IMBD is probably making money, this however does not improve UX and is losing them users, who would rather just use google or bing.

Web analytics? (What traffic patterns might be most disturbing?).
I believe that one of the biggest problems that caused the site owners to come to us for help is that the majority of people do not use IMBD as a search service, instead there is a tendency for people to look up different movies/TV shows/actors on google or other search services, and come to IMBD for a single page of content before returning to the original search service. This causes people to not move around the IMBD website but just use google or bing as a frame work to find the exact results they want.

User Interface

Utilized query suggestion helps users select the right result. From there, it'll bring users to either people or movies/tv shows. To change the results, we made it more visually attractive by adding more images to represent text or accompany text. Currently on their people pages, they list in text what they are involved in, such as movies. However, we accompanied the movie titles with images for more visual attractiveness. As for the movie pages, we added more images relating to the movie so it is more visually attractive, along with adding profile pictures of people involved in the movie.

Query UI with Query Suggestion

| Find movies, TV Shows, Celebrities, and more... | Search |

Jennifer	Search
Jennifer Lawrence	
Jennifer Aniston	

Results display

Person

Jennifer Lawrence

Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui. Quisque nec mauris sit amet elit iaculis pretium sit amet quis magna. Aenean velit odio. elementum in tempus ut. vehicula eu diam.

Movie Title
Role

Movie Title
Role

Movie

Movie Title

Description: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla quam velit, vulputate eu pharetra nec, mattis ac neque. Duis vulputate commodo lectus, ac blandit elit tincidunt id. Sed rhoncus, tortor sed eleifend tristique, tortor mauris molestie elit, et lacinia ipsum quam nec dui. Quisque nec mauris sit amet elit iaculis pretium sit amet quis magna. Aenean velit odio, elementum in tempus ut, vehicula eu diam. Pellentesque rhoncus aliquam mattis. Ut vulputate eros sed felis sodales nec vulputate justo hendrerit. Vivamus varius pretium ligula, a aliquam odio euismod sit amet. Quisque laoreet sem sit amet orci

Actor/Actress Name
Role

Query re-formulation
Instead of just regular conventional searches of titles, genre studios, and actors. We would suggest being able to search by plot, much like how a lot of engines can search by song lyrics.

Result Organization
As far as query result organization on goes, we think that the IMDB site does this extremely well. Results are relevant and clearly displayed, and it is easy to sift through them in order to find what you are looking for. Searching is very accurate as well, so finding what you need is fast and easy.

And then for each of these UI components explain why?
Query suggestions help users decide what they want. And adding more images to the results visually attract users to information, rather than forcing them to read text.

What benefits do you hope to realize for the targeted users?
We hope that the targeted users realize that the information they are searching for, are as visually beautiful as the movies they watch or the people they see.

What else?

Content of the web site:
The content of the site while should be focused on being that reliable resource of movie information, but it should be more focused on keeping the users on the site, suggesting actors and movies similar to the query that was originally searched for.

Colors, icons, lay out, etc.
The layout of the website needs to be simpler and orientated further towards search. The current level of business unrelated to what you are searching should be reduced. Advertisements for new movies and TV shows do bring in revenue but there are far better ways to keep them from taking over the entire website.

Why?
By making the IMBD website more appealing to the users you will increase the traffic flow of the website. With more traffic it doesn't matter if you have lost some advertising revenue in the process, because companies are willing to pay more when there is more traffic for the advertising you do allow.

What backend search features are needed to improve the site and to support the new UI? (Assume that the site is using Lucene/Solr/Nutch).

Some back end features would be wildcard searching to allow similar search results to populate and ranged searches to allow for dates, of release/production value/production time. Not only that, but wildcard searching would work heavily in the plot searching since the query would be long and likely full of mistakes.

Assuming design changes can be made, what 3 evaluative measures would you first use to determine if your changes were working? Explain your choices.
We would first send invitations to our target users to conduct 'think aloud' interviews to better understand our users by hearing their speak their thoughts. We then can conduct A/B testing easily on a website to test the usability of the website and see changes. Our designs can also be tested through surveys asking about a user's experience.