ST10267684_HCIN6222 _Assignment_Part1

25 SEPTEMBER 2025
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Introduction

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Q.1

1. Landing on the Homepage

I arrive at the homepage, greeted by a vibrant display of popular movies and an inviting search bar. A friendly message welcomes me, encouraging me to start exploring.

2. Creating or Logging into My Profile

I click on the login or sign-up button. If new, I fill out a quick form with my preferences—favourite genres, movies I like, and mood preferences. If returning, I log in to access my personalized space.

3. Setting My Preferences and Filters

Once logged in, I'm prompted to refine my preferences. I can choose filters like genre, mood, release year, or even playful options like "Movies that feel blue." I see lively animations confirming my choices.

4. Getting Personalized Recommendations

After applying filters, the website processes my input and displays a curated list of movies. Each recommendation features eye-catching posters, brief summaries, and user ratings. I can hover over posters to see more details or click to view trailers.

Q.1.2.1 Usability Goals

1. Effectiveness

To ensure users can easily find and discover movies matching their interests, I will implement clear search and filter options. I plan to incorporate dropdown menus and toggle buttons for genre, release year, and popularity.

2. Efficiency

I want users to generate recommendations and find movies quickly, so I will design an intuitive interface based on familiar design patterns—such as placing the search bar at the top and using dropdown filters.

3. Safety

To minimize errors, I will incorporate validation checks that prompt users with clear error messages if they input invalid data, like nonsensical filters or incorrect formats. I will also include undo options so users can easily reset filters or cancel actions without penalty.

4. Utility

To meet diverse user needs, I will offer comprehensive functionality. This includes providing various filters and sorting options—by genre, year, popularity, and other options like if the movie feels blue or brown —to give users control over their browsing.

5. Easy to Learn (Learnability)

I aim for a simple, clean interface with obvious icons and labels so new users can understand how to use the site quickly. This helps reduce the learning curve and encourages user confidence.

6. Easy to Remember How to Use (Memorability)

To ensure users can easily recall how to perform tasks, I will maintain consistent UI elements by reusing familiar icons and layout patterns across the platform.

Q1.2.2 Aspects of UX

1.

I will make the recommendation process smooth and accurate by providing personalized suggestions that truly match user preferences, which will give users a sense of satisfaction. Clear feedback will be integrated, such as confirming when filters are applied or when a movie is added to a watchlist.

2.

I will include playful visual elements like vibrant movie posters, animations when applying filters, or subtle hover effects to make browsing lively and engaging. Incorporating interactive features, such as fun filter options (e.g., "Movies that feel blue" or "Movies for when it's raining"), will add an element of playfulness.

3.

To motivate users, I will display personalized, exciting recommendations with eye-catching visuals and brief summaries that pique curiosity.

4.

The site will feature dynamic content like weekly top picks to keep the experience fresh and interactive. Incorporating social sharing options and community features (like commenting or rating) will foster a sense of belonging and ongoing engagement.

Q.1.2.3 Design Principles

1. Visibility

I will ensure that all key features—such as the search bar, filters, and recommendations—are prominently placed and easily accessible on each page. For example, I will position the search bar at the top of the homepage and maintain consistent placement across pages. Filters will be grouped logically in a sidebar or dropdown menu

2. Feedback

I will incorporate clear and immediate feedback for every user action. When a user applies a filter or searches for movies, a loading spinner or progress indicator will appear to show that the system is working. When a movie is added to their watch list, I will display a confirmation message to reassure users that their action was successful.

3. Constraints

To prevent errors, I will implement constraints that restrict user inputs to valid options. For instance, rating inputs will be limited to a range from 1 to 10, and filters that are not applicable in certain contexts will be disabled dynamically. If a user tries to enter invalid data, I will provide clear error messages guiding them to correct it.

4. Consistency

I will use a uniform set of icons, labels, and layout patterns throughout the website. For example, the same filter icons will look and function the same on every page, and buttons will have consistent styling (colour, shape, hover effects). Additionally, I will use consistent language and terminology, so users don't get confused.

5. Affordance

I will design elements that naturally suggest their function. For example, clickable buttons will have a raised or shaded appearance to indicate interactivity. I'll also use visual cues like arrows or icons that intuitively suggest their purpose.

Q.1.2.4 Interaction Types

1. Instructing

I will design the interface so that users can easily issue commands through direct actions. This means I will provide dropdown menus and buttons for selecting filters, genres, and sorting options, making it straightforward to refine their search. I will incorporate clearly labelled buttons and clickable icons—for example, "Add to watch list". I will ensure the layout is intuitive with clear labels and recognizable icons so users immediately understand what actions they can take.

2. Conversing

To facilitate more natural interactions, I plan to incorporate natural language processing (NLP) tools that can interpret user questions or commands. For example, if a user asks, "Show me comedy movies from 2020," the system will understand and respond with relevant results.

3. Manipulating

I will enable direct manipulation of objects within the website. For instance, users will be able to drag and drop movies within their watch list to prioritize or organize their choices. They can also resize or move recommendation panels to customize their viewing space.

4. Exploring

Although the website isn't a virtual environment, I will facilitate exploration by designing interactive carousels and grid layouts that users can scroll through to browse movies across different categories or sections. These elements will be visually engaging and easy to navigate,

5. Responding

I will incorporate proactive system responses such as notifications or pop-ups that suggest new releases, trending movies, or personalized recommendations based on user activity. For example, when a user logs in, the system might automatically display recommended movies tailored to their preferences, which they can choose to view or dismiss.

Q.1.2.5 Social Interactions

1. Comments & Reviews

I will allow users to leave comments and reviews on movies, so they can share their opinions and experiences. This creates a community space where users can discuss movies, ask questions, and help each other make informed choices.

2. Rating & Feedback System

I will incorporate a rating system where users can rate movies and see the overall scores. Additionally, users will be able to provide feedback on recommendations, helping to improve the accuracy and relevance of suggestions while feeling involved in shaping the platform.

3. Friend Lists & Sharing

I will enable users to create and manage friend lists. They can view their friends' watchlists, reviews, or ratings, and share movie recommendations or their favourite lists via social media or directly within the platform. This will foster social connections and shared experiences around movies.

4. Discussion Forums or Groups

I will create themed discussion groups or forums where users can chat about specific genres, upcoming releases, or movie theories. These groups will allow users to connect over common interests, participate in conversations, and build a sense of community.

5. Collaborative Playlists & Movie Lists

I will enable users to create and share curated playlists or lists of movies, such as "Top Romantic Comedies" or "Must-Watch Classics." Users will be able to collaborate on these lists, comment on them, and see updates from friends. This will encourage shared interests and foster social engagement around movie curation and discovery.

Q.1.2.6 Emotional Interaction

1. Personalized Welcome Messages

I'll add a warm, personalized greeting when users log in, like 'Welcome back, movie explorer!' or 'Ready for your next adventure?' This creates a friendly, welcoming atmosphere that makes users feel valued and understood from the very start.

2. Celebratory Feedback for Actions

When a user adds a movie to their watch list or gives a high rating, I'll include subtle animations or confetti effects accompanied by encouraging messages like 'Great choice!' or 'Added to your favourites!' This positive reinforcement will evoke feelings of achievement and joy.

3. Interactive Progress Indicators

I'll incorporate playful, animated progress bars or checkmarks when users apply filters or complete their profile setup. This sense of progress and accomplishment can make the experience feel rewarding and motivate them to explore more.

4. Emotionally Engaging Recommendations

I'll present recommendations with vibrant visuals and short, intriguing summaries that evoke curiosity or nostalgia, prompting an emotional connection. For example, highlighting movies with themes of adventure or heart-warming stories will resonate on a personal level.

5. Community and Social Interaction Cues

I'll design prompts that encourage sharing and commenting, like 'Share your favourite movie!' or 'Join the conversation below.' Adding friendly, inviting cues will foster a sense of belonging, making users feel emotionally connected to a community of fellow movie lovers.

Q.1.2.7 WCAG

1. Keyboard Navigation Support

I will ensure that all interactive elements, like filters, buttons, and links, can be easily navigated using only the keyboard. This guarantees that users who cannot use a mouse can still enjoy and fully interact with the site

2. Colour Contrast Compliance

I'll make sure that text and important visual elements have sufficient contrast against their backgrounds, following WCAG guidelines. This will help users with visual impairments or colour blindness read content comfortably without strain.

3. Alt Text for Images

I will add descriptive alt text to all movie posters, icons, and visual cues. This way, users relying on screen readers can understand the visual content, making the site more inclusive

4. Clear Focus Indicators

I'll implement visible focus outlines around interactive elements when they are selected. This helps users who navigate via keyboard to see exactly where they are on the page at all times

5. Accessible Language and Labels

I will use clear, simple language for all instructions and labels, and ensure that form fields and controls are labelled properly. This makes the content understandable for users with cognitive disabilities or those who use assistive technologies.

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