



NOVA SCHOOL OF  
SCIENCE & TECHNOLOGY

**Interação Pessoa-Máquina**

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# **The Modern Movie Database**

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## Stage 2: User and Task Analysis



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## Problem Description

Movie and TV Show databases have been used for the better part of a decade to help users decide what to watch. However, sometimes it is not a linear process. For example, a user can have difficulties finding the right movie due to the user interface not being intuitive.

## User Classes

The target audience of our websites is very wide, fostering users from all ages, genders, and countries. However, we aim to mostly fit the needs of movie and TV show enthusiasts, since this will be our main demographic. We can divide our target audience by what they aim to use the website for:

- Movies Critics and Reviewers: Mainly trying to gather information about movies and TV shows for their articles and reviews on the website, not looking for new movie or show to watch on their free time;
- Film and TV Students: Trying to use the website as research tool to access information about movies, actors, directors, and production details;
- Casual Users: Usually is looking for highly rated films they haven't seen before to watch with their friends and family, or to find who is the production team/actors behind their favorites movies/TV Shows.

- Scenarios: Description of scenarios involving at least the 3 most relevant high-level tasks. While task descriptions are abstract (ex: buy grocery), scenarios are concrete (ex: Mr. Jones went to the supermarket, in his way home, to buy bread, milk, ...). These scenarios will be used later during user evaluation.
- Interviews: Summary of the interviews' results.

## Task Analysis

### Search Movies, TV Shows and People

The main task is to find Movies and TV Shows with the purpose of knowing the details (Trailer, cast, genre) of said film/Show. To do this task, the user can:

- search by category, popularity, and trending status, more suitable when the user isn't looking for anything in specific;
- do a specific search using the search bar, when a user wants to search for a specific film/show/actor/director, being careful not to badly misspell or mix up the thing you are looking for;
- utilize our random button, that redirects the user to a random Movie/Show, more suitable for users that have no idea what they are looking for. The only concerns regarding this feature are that it can redirect the user to a Movie/Show they have already seen, or one that they will not like.

### Log In or Create an account

A user should be able to log in or create an account on our website. A user should be able to create a brand new account or login using the website itself, Google, Apple, etc. The most common problem people have when using this feature is forgetting

their username and/or password, so we have a "forgot your details?" feature, to be able to reset any of these details.

### Review Movie/TV Show

The users will be able to review a Movie/TV Show with a rating between 0 and 5 stars, being also able to leave a comment depicting their experience with the Movie/Show, how it made them feel, and if they would recommend it to other users or not. To review, the users have to be logged on. Intuitively, what can go wrong in all of these is trying to submit a review without being logged on.

### Add to Watchlist

The users should be able to add a movie they enjoyed or a movie that have yet to watch to their own personal watchlist. In the watchlist itself, a user can sort all Movies/Shows by Rating, Alphabetical, Popularity, Number of ratings and Year. To review, the users have to be logged on. Intuitively, what can go wrong in all of these is trying to submit a review without being logged on.

### Like or dislike a review

The users should be able to like or dislike a review made by another user, to give your opinion on whether the review is useful, or you enjoyed it. To review, the users have to be logged on. Intuitively, what can go wrong in all of these is trying to submit a review without being logged on.

## Scenario

### Scenario 1

Imagine you want to find a film from Cristopher Nolan, but you don't remember its title. First, you type "Christopher Nolan" in the search bar. Then, you select the correct Cristopher Nolan (in case there is more than one). After that, in the directors' page, you will find all his movies. Click on the one you were searching for.

### Scenario 2

Imagine you have just watched the movie *Oppenheimer* and you want to add the movie to your watchlist and make a review on it. First, you must log in to your existing account. Then, either go to Popular movies, or search for "Oppenheimer" and click on the correct "Oppenheimer" (in case there is more than one). Click the "add to watchlist" button. Then, rate the movie giving it a rating between 0 and 5 and write your review.

## Interviews

We proposed to three representative users our website idea. Then, we asked for helpful suggestions on how we could improve our website. Each of them gave a couple of good ideas.

### Casual User (Carlos)

User-Friendly Interface: "I would appreciate a simple, intuitive interface that allows me to quickly find information about movies, browse user reviews, and watch trailers."

Ad-Free Option: "While ads are expected, offering a premium, ad-free version of the website would be appealing."

### Movie Critic (Ricardo)

Privacy and Copyright: "Protection of my intellectual property and adherence to copyright laws would be a significant concern for us movie critics."

### Film Student (Tomás)

Access to Rare Films: "Availability of rare, independent, or foreign films for study purposes would be highly beneficial."