

GRADUATION PROJECT

BATCH 2019-23

National Institute of Fashion Technology,
Rae Bareli



UI/UX DESIGN

"RETRO-REEL"

"NOSTALGIA FROM A VINTAGE CINEMATIC ERA"

INDUSTRY SPONSOR: FIREEXIT SOFTWARE PVT LTD.

STUDENT NAME: SHAMBHAVI PALNI

CERTIFICATE BY INDUSTRY



Date: 2nd May 2023

TO WHOM IT MAY CONCERN

This is to certify that Ms. Shambhavi Palni, a student of National Institute of Fashion Technology (NIFT) Raebareli, (B. Des.) worked as a Graphic & UI/UX Designer on Retro Reel mobile application at Fireexit Software Pvt. Ltd. from 2nd January 2023 to 2nd May 2023.

She has successfully completed her internship tenure under the guidance of Mr. Vatsal Ambastha. During her time here we found her to be sincere and diligent in performing her duties.

We wish as all the best for her future endeavours.

For Fireexit Software Pvt. Ltd.

For Fireexit Software Pvt. Ltd.

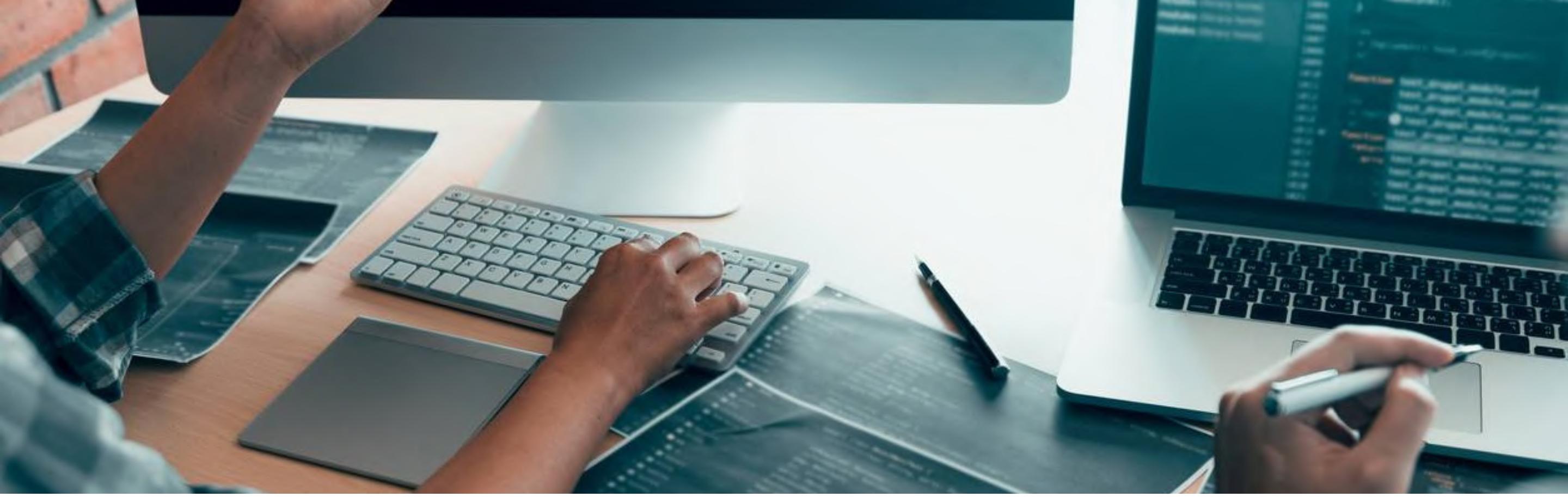
Vatsal Ambastha
Director

Vatsal Ambastha
Director

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FIREEXIT SOFTWARE PVT LTD.

In 2014, Firexit Software Pvt. Ltd. was founded with an emphasis on game development. Within the first two years of its activities, it gathered an incredible user base of over 3.5 million, gaining traction swiftly and experiencing extraordinary success in the world of mobile and web games. The business, which was formally registered as Firexit Software Private Limited on January 31, 2014, is based in Karnataka and is categorised as an unlisted private company.

The operational strategy of Firexit Software Pvt. Ltd. has changed throughout time. The business has switched to a leaner operational strategy rather than maintaining a typical studio setup. Now, it manages projects by utilising the skills of independent execution teams that are overseen and coordinated by a group of experts. This streamlined structure ensures access to a wide variety of skill sets and talents while enabling effective project execution.

Two directors, Priti Ambastha and Vatsal Ambastha, are in charge of Firexit Software Private Limited's governance. The company's direction and growth have been significantly shaped by its leadership and strategic counsel.

In recent years, Firexit Software Private Limited has broadened its focus to include industries other than gaming. It now serves a wide range of clients from non-gaming industries, providing software development products and solutions. The company can now provide its cutting-edge software solutions to a wider range of industries thanks to its increased diversification.

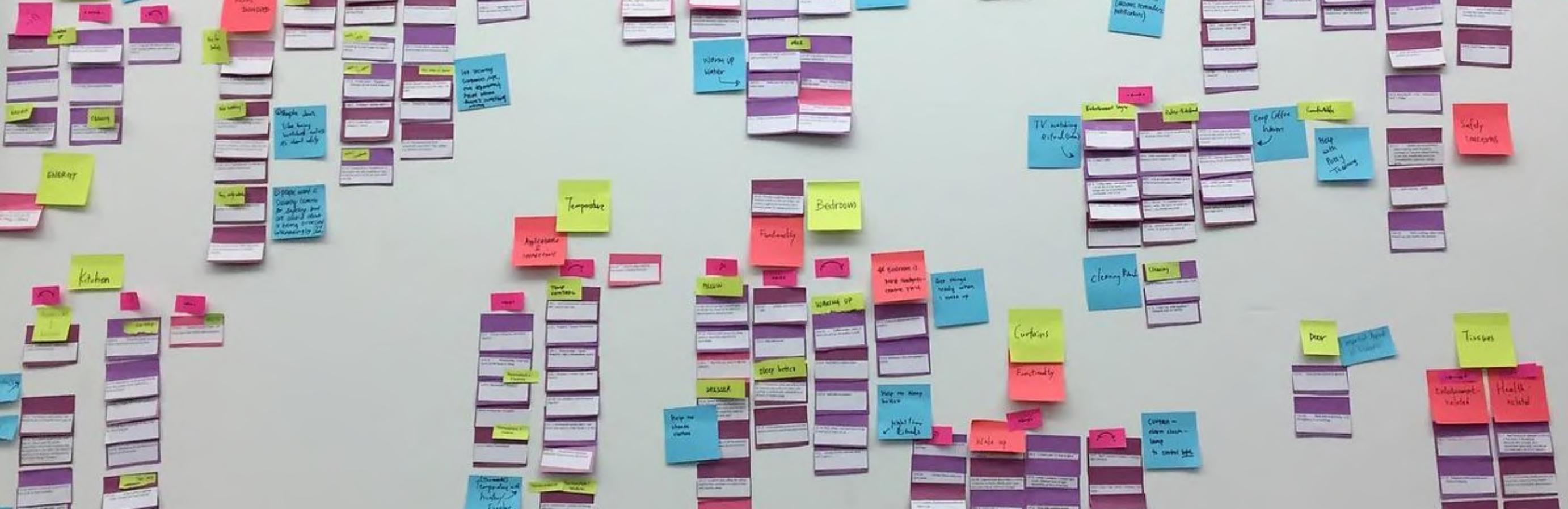
FOUNDER AND DIRECTOR - MR. VATSAL AMBASTHA

Vatsal Ambastha, a highly accomplished engineer, consultant, and seasoned businessman in the software sector, founded Firexit Software. Vatsal Ambastha has had a career spanning more than ten years and has been actively involved in a number of fields since 2010. Despite starting off in the gaming industry, he has successfully worked on and contributed to technological initiatives for a variety of different sectors.

Vatsal Ambastha has experience in more than a dozen industries, therefore his knowledge goes far beyond gaming. These sectors include, among others, adtech, edtech, media, military, the arts, and blockchain. This varied portfolio demonstrates his capacity to adapt to various situations and successfully utilise his technical know-how and business savvy.

Vatsal Ambastha's technological expertise is concentrated in creating products using the Unity game engine. He has proven his ability to design unique and compelling user experiences thanks to his in-depth knowledge of this potent game development technology. His mastery of the Unity game engine has enabled him to explore a variety of sectors and provide outstanding solutions that are adapted to the unique requirements of each domain.

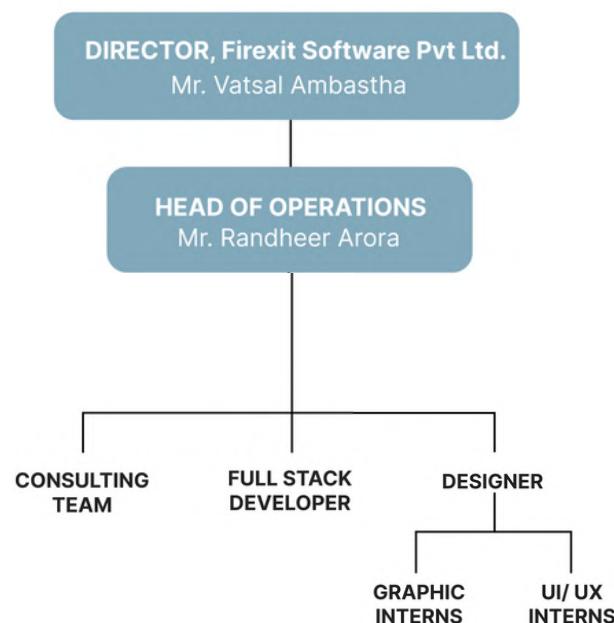
Overall, Vatsal Ambastha's extensive experience, technical know-how, and entrepreneurial drive have established Firexit Software as a dynamic and adaptable business that can provide first-rate software solutions across a variety of industries.



PEOPLE AND HIERARCHY

The company operates by forming execution teams, mainly comprising of contractors and interns.

- These teams are managed by Vatsal Ambastha (Head of development) and Randheer Arora (Head of operations) as well as the consulting team, members of which are as follows:
- Revant Jha: Cloud and Backend consultant (ex-Hashgen)
- Sathyanarayan Ravi: Design and front-end consultant (ex-Juspay)
- Thomas George Thomas: Data and analytics consultant (ex-Legato)
- Sahebjot Singh: Product and strategy consultant (ex-Juspay)
- Gaurav Bhardwaj: Unity consultant (ex-Byju's)



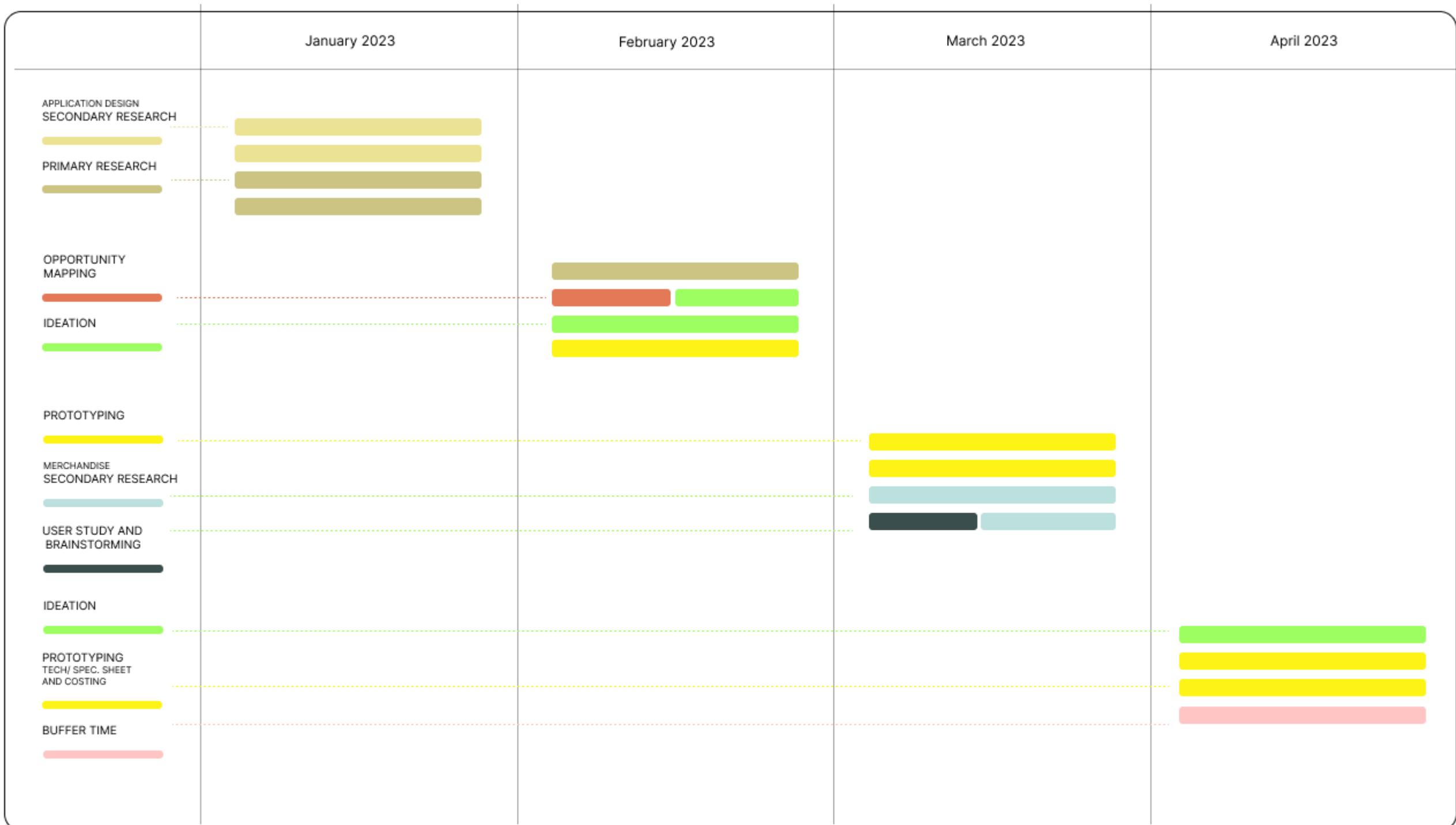
COMPANY'S ONGOING PROJECTS

The company primarily develops software solutions based on client needs as well as develops projects of its own. Currently firm is involved with the following:

- VR software development for AR Rahman's film "Le Musk"
- Development and promotion of Retro Reel, a streaming app for old movies
- Designing of merchandize for Retro Reel's eCommerce store
- Metaverse development for a client (name not disclosed)
- Enterprise VR software development for client (name not disclosed)
- Cross-promotion tool for VR app publishers (currently untitled)
- XPro Rally 2, a VR racing game slated for release in 2023
- Open-source software development is at the core of company operations. These projects are developed by the founder Vatsal Ambastha which are used to attract clients.

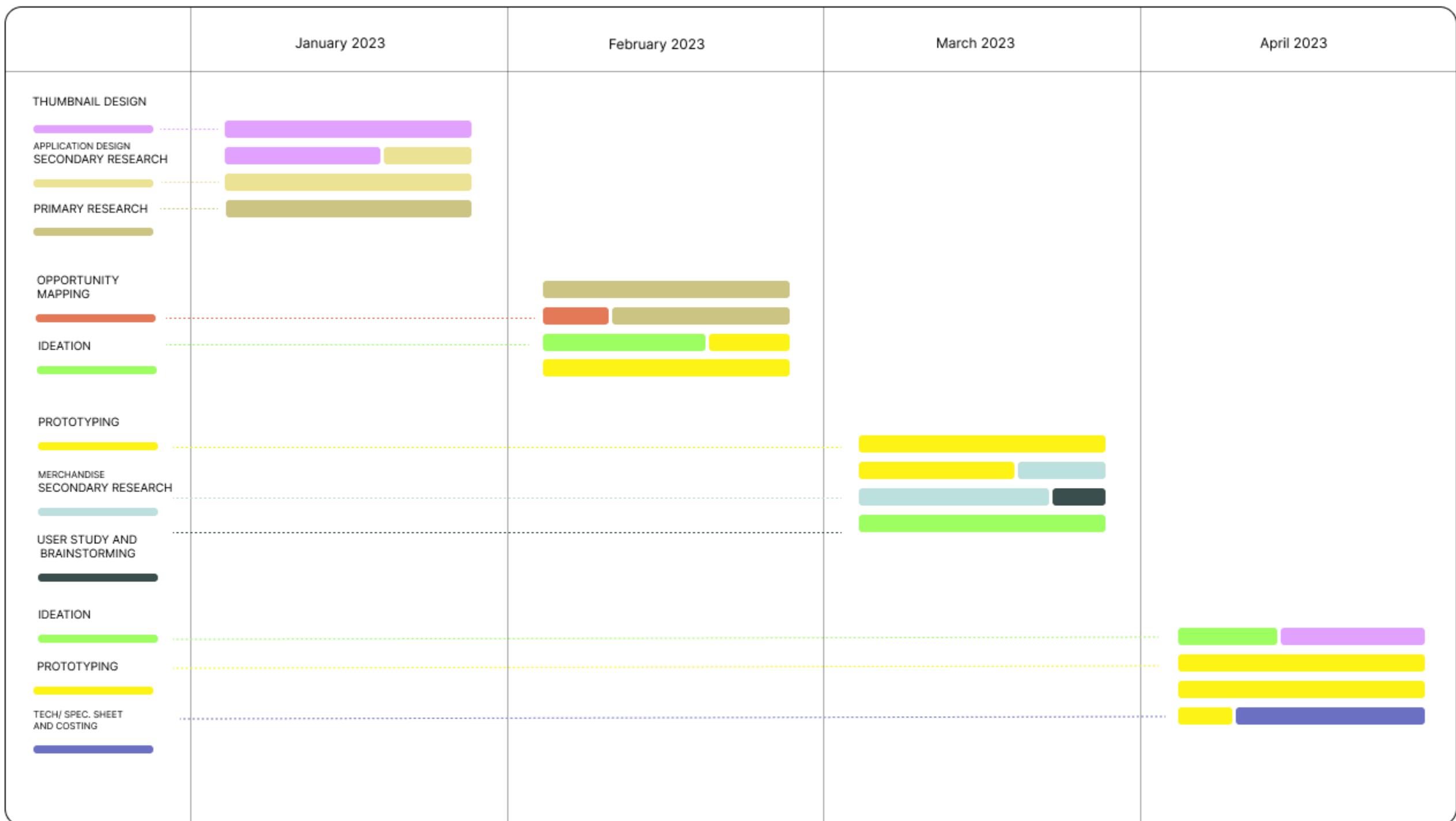
Some key open-source projects being developed and/or maintained currently are:

- Network agnostic audio transmission for spatial voice chat
- Real-time vehicle physics simulation
- HLS Video streaming and casting
- AI powered virtual humans



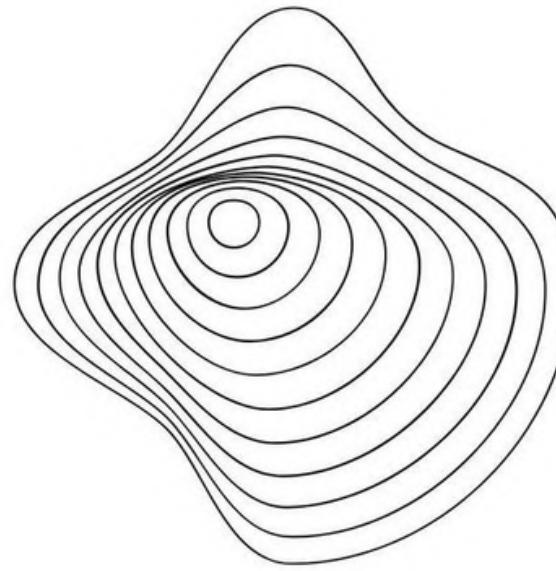
SCHEDULED TIMELINE

This is a planned scheduled timeline made before the project started that outlines the key milestones, tasks, and deadlines for a project. It helped to provide a roadmap for the project to ensure that everyone involved in the project is aware of the project's objectives, scope, and timeline.



ACTUAL TIME LINE

The actual feasible timeline followed during a project varied from the scheduled timeline, as unexpected challenges, changes in scope, or delays arised during the project's lifecycle. However, it was important to strive to adhere to the scheduled timeline as closely as possible, and make adjustments as needed to ensure that the project stays on track.



Project 1

INTRODUCTION

The project starts with a basic understanding of streaming platforms, demographics and psychographics of streaming platforms (In India and Globally). It's functioning, COVID-19 impacted viewer audience, and their changed approach towards streaming. Going further existing platform(s) case studies, ongoing UI trends, leading to the primary research.

In the Primary Research phase of the project, there are two divisions: Interview and Survey. Collection of data from approx. 60+ people, resulting in data analysis, problem finding and insights and improvements. Finally, getting to redesigning the app keeping in mind the data collected. This phase of work focuses on interface design including hierarchy, font, colour, icons, components and variables. Keeping a balanced blend of all the above mentioned I was able to design the app's interface providing a better user experience.

The second half of my Graduation Project included Graphic Design for RetroReel's (the same app above) merchandise. Brainstorming with the concepts and thoughts related I landed on mainstream actors and started with the sketches leading to ideations. Created various design illustrations for their accessory merchandise (tote bags, coasters, cups, badges, wall art) considering various stills from movies available on the app to grow their app viewership. Both the project aims to create a better user experience for vintage movie fanatics to watch movies and use its merchandise to grow the platform.

DESIGN BRIEF

To re-design an app called RetroReel's user interface for a better user experience keeping in mind the secondary and primary research done, starting from data collection, interviews and surveys, identifying problem areas, user journey finding solutions, affinity map, empathy map, user study and their pain points, user flow, information architecture and wireframing to study user requirements and finally solving and designing a new interface for a better viewer experience and increasing functionality, features and its aesthetics to fetch a wider audience than the existing.

SECONDARY RESEARCH DATA



STREAMING: SECONDARY DATA
CASE STUDIES
COMPETITOR ANALYSIS
TREND STUDY



PRIME FACTORS THAT INFLUENCE AND DETERMINE ANY USERS STREAMING SERVICES PREFERENCES

An individual's streaming service preferences can be determined by and influenced by a number of key elements. These are some crucial elements:

1. Selection of content:

Users frequently look for services that include a wide selection of films, TV series, music, podcasts, and other types of content that match their hobbies and tastes.

2. Original programming:

Viewers may be lured to streaming services that create well-regarded, distinctive, and original content that is not available anywhere else.

3. User Experience and Interface:

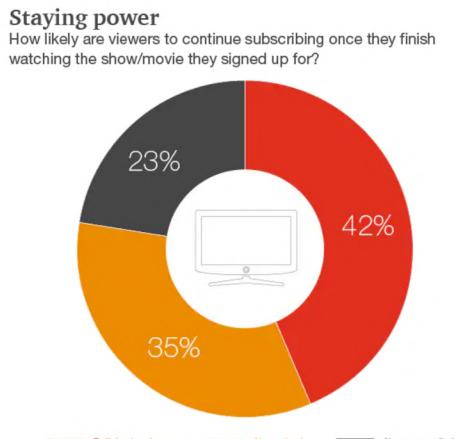
An enjoyable streaming experience is influenced by elements like simple navigation, logical design, individualised recommendations, and user-friendly features.

4. Subscription and its price:

Users assess factors such as subscription fees, availability of free or ad-supported options, discounts, and flexible subscription plans to determine the value and affordability of a service.

5. Cross-Platform Accessibility:

Users frequently favour streaming services that are available on a variety of platforms and devices, such as PCs, smartphones, tablets, smart TVs, and game consoles.



Q: You just told us that you signed up for [SERVICE] to watch one of its original shows or movies. When you were done watching it, did you keep or cancel your subscription?
Source: PwC Consumer Intelligence Series – Streaming ahead: making UX and content strategy work together

6. Streaming Quality and Performance:

User satisfaction is influenced by elements including audio and video quality, streaming speed, little to no buffering, and consistent performance.

7. Social and Community Features:

User engagement can be increased and a sense of community can be fostered through streaming services that include tools for social interaction.

8. Personalization and recommendations:

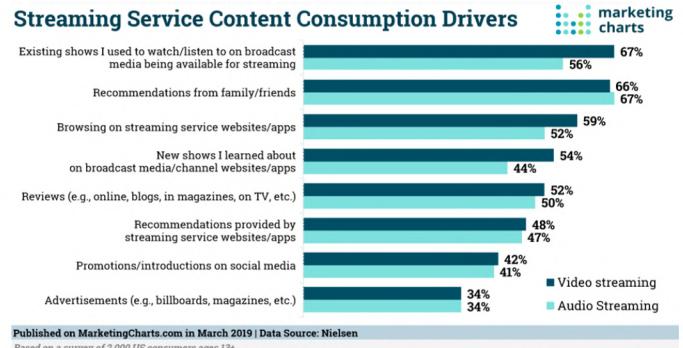
Users who value customised content discovery may be drawn to services that offer personalised content recommendations based on user preferences.

9. Accessibility and Inclusive Features:

Services that prioritise accessibility can serve a wider range of users and might be favoured by people with particular accessibility needs. These features include closed captioning, audio descriptions, language options, and user customization.

10. Reputation and word of mouth:

Preferences for streaming services might be influenced by recommendations and favourable evaluations from friends, family, or online communities.





CHANGES IN STREAMING SERVICES DURING COVID-19 (GLOBALLY)

Changes in streaming services during COVID-19, globally

On a global scale, the COVID-19 epidemic has had a significant effect on the streaming services market. The following notable alterations that were noted during this time are:

1. Increased Demand:

Due to lockdown and the lack of available entertainment, demand for streaming services increased dramatically during the epidemic, which in turn resulted in a rise in subscriptions and overall viewing.

2. Shift from Theatrical Releases to Streaming:

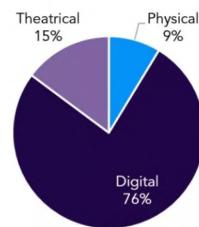
The conventional theatre release paradigm for films was altered by the pandemic. Many movie studios have chosen to release their films exclusively on streaming services or to use hybrid release strategies, releasing films both in theatres and on streaming sites.

3. Rise of Original Content:

As traditional TV and movie production experienced delays and halts, streaming platforms concentrated on producing exclusive content to draw and keep users. As a result, both the number and calibre of original programming in all genres significantly increased.

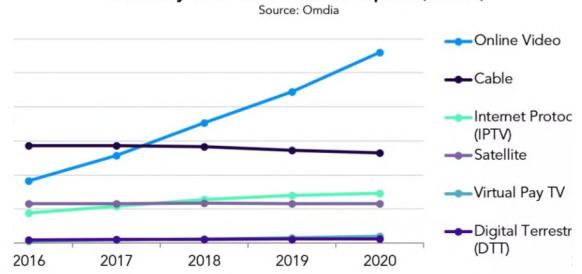
4. Expansion of Streaming Libraries:

By obtaining the licencing rights to well-known TV episodes, films, and documentaries, streaming services tried to increase the scope of their content libraries.



2020 Global Theatrical & Home/Mobile Entertainment Market (% Share)
Source: MPA THEME Report 2020

Global Pay TV & Online Video Subscriptions (Millions)



Includes Channel (e.g. SVOD), Multiscreen (e.g. TV Everywhere), and N/A (Others), and excludes Virtual Pay TV. Virtual Pay TV includes service Live TV. Online and Virtual Pay TV both include movies, sports, and TV. Previous years' estimates may be updated based on changes made by source.

5. Virtual Events and Livestreaming:

By working with event planners to offer virtual event experiences and live streaming choices, streaming services profited from the pandemic's cancellation of live events.

6. Emphasis on User Experience:

User interfaces, personalised content recommendations, and features like watch parties or virtual co-viewing choices have all improved with streaming services.

7. Adoption of Ad-Supported Models:

In order to entice customers who were hesitant to pay, some streaming services broadened their ad-supported business models to include free or inexpensive options.

8. Remote Collaboration and Production:

To continue producing and distributing content, streaming services adapted to remote production techniques, virtual writers' rooms, and remote collaboration tools.

9. Emphasis on Health and Safety:

Streaming services supported public health programmes, offered educational tools, and promoted content that addressed the present state of affairs.



CHANGES IN STREAMING SERVICES DURING COVID-19 IN INDIA

The Indian streaming services market has been significantly impacted by the COVID-19 outbreak. Here are a few modifications seen during this time:

1. Increased Demand:

People switched to streaming platforms for amusement because of the lockdown and limits on outside activities, which resulted in an increase in subscriptions and viewing overall.

2. Rise of Regional Content:

In response to the demand for regional content across India, streaming services upped their attention on creating and acquiring regional language material.

3. Expansion of Streaming Libraries:

By obtaining the licencing rights to well-known TV episodes, films, and documentaries, streaming services in India tried to diversify their content libraries.

4. Virtual Events and Live streaming:

As a result of live events being cancelled, streaming services teamed up with event planners to offer virtual event experiences and live streaming choices, enabling consumers to watch live performances or conferences from the comfort of their homes.

5. Adoption of Ad-Supported Models:

In order to give customers free or inexpensive options, some streaming services in India developed or debuted their ad-supported business models. In order to entice new customers who might be reluctant to pay for memberships in these uncertain economic times, this was done.

6. Emphasis on User Experience:

To foster a sense of shared viewing experiences, streaming services improved user interfaces and added features like virtual co-viewing possibilities.

7. Release of New Movies on Streaming Platforms:

Many Bollywood films were released directly on streaming services in India when theatres were closed.

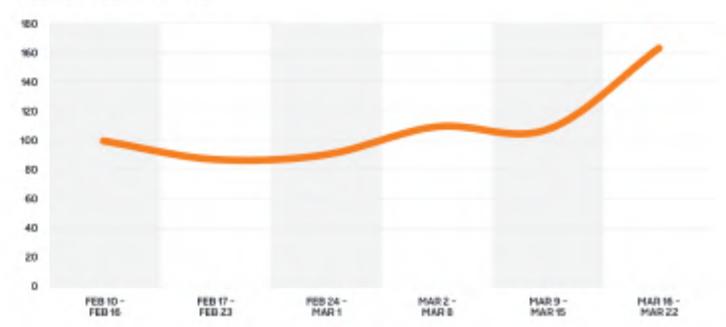
8. Partnership with Telecom Companies:

In order to offer bundled packages that made it simpler for customers to access and pay for these services, streaming services in India teamed up with telecom providers.

The pandemic's long-term repercussions on India's streaming market are still being felt as customer habits and preferences change.

General News Sites: Visit Index

WEEK OF FEB 10-16 = 100





FUTURE TRENDS OF STREAMING SERVICES GLOBALLY

Even though the future of streaming services is always changing, a few major developments are likely to have an international impact. Here are some likely trends for the future:

1. Continued Growth and Market Expansion:

As internet penetration and disposable incomes expand in emerging economies, particularly in Asia, Africa, and Latin America, there are enormous prospects for growth in these areas.

2. AR & VR:

Streaming services may include interactive and immersive content, virtual viewing environments, and customised AR/VR experiences for movies, concerts, and live events. This is known as the integration of augmented reality (AR) and virtual reality (VR).

3. Enhanced Personalization and AI-driven Recommendations:

Streaming services will use artificial intelligence (AI) and machine learning algorithms more frequently to provide more accurate content recommendations and customised experiences.

4. Multi-platform Accessibility:

Accessibility across several platforms: Streaming providers will improve the accessibility of their platforms across a range of gadgets, including mobile phones, tablets, smart TVs, game consoles, and augmented reality goggles.

5. Hybrid Models and Content Bundling:

Streaming services may employ hybrid business models that combine on-demand streaming, live TV channels, and other media formats. The combination of material or collaborations with other media businesses may provide users with a more comprehensive and varied entertainment experience.

6. Focus on Original and Exclusive Content:

Streaming services will keep making investments in original content to set themselves apart from rivals.

7. Social and Interactive Features:

With features like watch parties, chat options, and interactive polls, streaming services will improve their social and interactive aspects, fostering a feeling of community and shared viewing experiences.

8. Sustainable Streaming:

In order to lower their carbon footprint, streaming services may use renewable energy sources, improve the efficiency of data transmission, and support green projects.

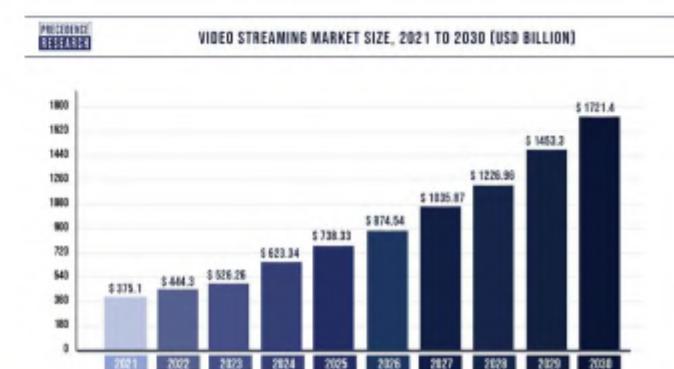
9. Monetization and Ad Innovation:

Innovative advertising formats, targeted and unobtrusive commercials, sponsorships, product placements, and collaborations with companies and advertisers may all be present in streaming services.

10. Global Expansion of Local Content:

In order to reach a wider audience, streaming services will continue to invest in original material from many nations, buy local programming, and dub or subtitle content.

It's crucial to keep in mind that the streaming services market is dynamic, and new trends could develop as technology progresses and consumer preferences change.



Source: www.precedenceresearch.com



FUTURE TRENDS OF STREAMING SERVICES IN INDIA

There are several key developments that are anticipated to impact streaming services in India in the future. Here are a few anticipated trends for the Indian market in the future:

1. Regional Language Dominance:

To meet the varied linguistic preferences of Indian customers, streaming services would concentrate on creating and acquiring content in languages such as Hindi, Tamil, Telugu, Bengali, and others.

2. Integration of Live TV and News:

To give a more complete entertainment experience, streaming services in India may incorporate live TV channels and news material through agreements with established broadcasters or the launch of their own live TV offerings.

3. Mobile-First Approach:

In order to appeal to customers who access material primarily through smartphones, streaming services will concentrate on mobile-friendly user interfaces, data-saving features, and offline viewing choices. This is because smartphones are widely used in India.

4. Tiered Pricing and Affordable Plans:

To appeal to India's price-conscious consumers, streaming providers will implement tiered pricing structures and cost-effective membership packages.

5. Original Regional Content:

The development of unique content tailored for India's regional markets will receive significant investment from streaming platforms. This includes creating top-notch regional motion pictures, television programmes, online series, and documentaries to suit the tastes and cultural quirks of various regions.

5. Partnerships with Telecom Operators:

To sell bundles or data plans that include access to their platforms, streaming services in India will collaborate with telecom providers.

6. Focus on Sports Content:

Streaming services may obtain the right to stream live sporting events, such as football leagues, domestic and international cricket matches, and other well-known sporting events.

7. Offline Viewing and Data Saving Features:

Users will be able to download material for offline viewing during periods of poor or no internet connectivity in order to address connectivity and data usage challenges.

8. Expansion to Rural Areas:

Streaming services would prioritise increasing their presence in India's rural areas. To reach the untapped potential of rural consumers, they might provide localised content, linguistic assistance, and customised marketing techniques.



UI / UX

Competitive Analysis

SECONDARY RESEARCH DATA

CASE STUDIES AND TRENDS

NETFLIX: CASE STUDY: UX

In 1997, Netflix debuted as a rival to Blockbuster. It now has more users than the combined populations of Canada, the UK, and Japan.

Ten of the top fifteen global streaming programmes from last year were Netflix originals. It continues to rule the streaming world.

And despite its efforts to prevent account sharing and modifications to their pricing and plans, some of which now include advertisements, their subscribers still choose to renew their subscriptions.



WHY IS THE USER ADDICTED?

To reduce friction between the visitor and the single, clear call-to-action to input an email to get started, the homepage provides a simple visual hierarchy and is clutter-free.

USP

Additionally, its USP precisely outlines the key advantages and anticipates two often asked questions: "Unlimited movies, TV shows, and more. Observe anywhere. Anytime, cancel. The assignment is straightforward, and the purpose and request are both clear.

NETFLIX LOGO

ELEMENTS ADDING VALUE



- List the various networks, including consoles for gaming and linked TVs, that Netflix is compatible with.
- A demonstration of how to save streaming media for offline consumption, as well as the possibility of unrestricted movie streaming on all platforms
- the availability of family-friendly programming
- Directly above a second opt-in form is a frequently asked questions (FAQ) section.

Netflix has decided to highlight its adaptability in this instance. They do not have an excessively long homepage. To overcome difficulties and persuade hesitant buyers, they utilize minimum copy to describe their offering, features, benefits, and FAQs.

You are prompted to select a plan on the following screen. In order to overcome hesitation, they once more address the main concern up front: "No commitments, cancel anytime."

This lessens overwhelming and gives plenty of room to withdraw.

STEP 1 OF 3 Finish setting up your account

Netflix is personalized for you. Create a password to watch on any device at any time.

Next



STEP 2 OF 3 Choose your plan.

- ✓ No commitments, cancel anytime.
- ✓ Everything on Netflix for one low price.
- ✓ Unlimited viewing on all your devices.

Next

NETFLIX

STEP 1 OF 3
Choose the plan that's right for you

✓ Watch all you want.
✓ Recommendations just for you.
✓ Change or cancel your plan anytime.

	Basic with ads	Standard	Premium
Monthly price	EUR5.49	EUR12.99	EUR17.99
Video quality	Good	Better	Best
Resolution	720p	1080p	4K+HDR
Watch on your TV, computer, mobile phone and tablet	✓	✓	✓
Downloads	—	✓	✓

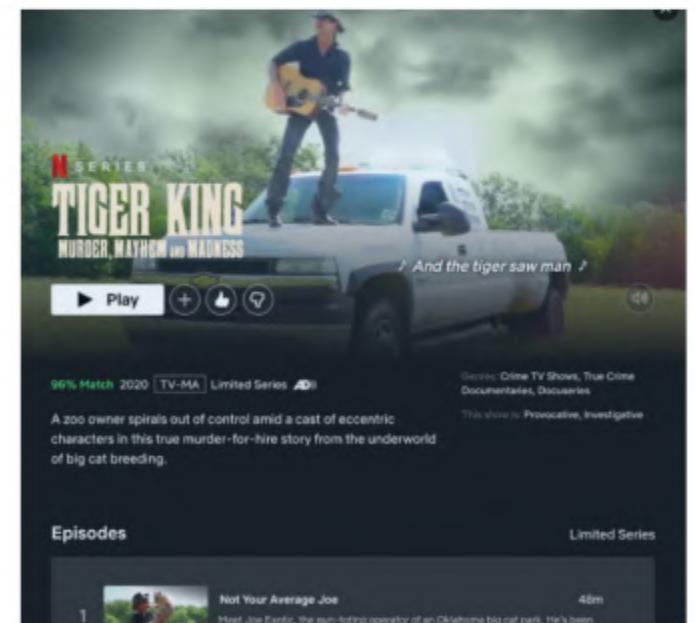
Sign in

- Once a user has created an account, Netflix prompts them to choose a few movies or TV titles they enjoy. This data is then used as inputs in the Netflix algorithm to "jump-start" personalized recommendations (more on personalization based on their algorithm in a moment).



- Their conduct overrides prior settings once watching begins because their system is constantly updating the webpage with fresh relevant material.
- Users can also give material on every Netflix streaming choice a thumbs up or down, which gives the preference algorithm more information.
- For instance, Netflix will show you additional true crime documentary series if you give Tiger King a thumbs up.
- Additionally, the system calculates "likelihood to watch" depending on a variety of factors, including:

1. History of views
2. genre or class
3. when it was viewed
4. length of time spent watching
5. Current streaming devices Previous ratings for related content
6. Similar choices among other Netflix subscribers on the service



Initialization across all devices is effortlessly

- On a variety of digital devices, including: Android Computer iPhone, iPad, and iPod Touch, you can join up for Netflix.
- Streaming media players and smart TVs
- The user's home screen will appear after registration. An other illustration of effective UI design is the straightforward plus sign icon, which they can use to add a profile.

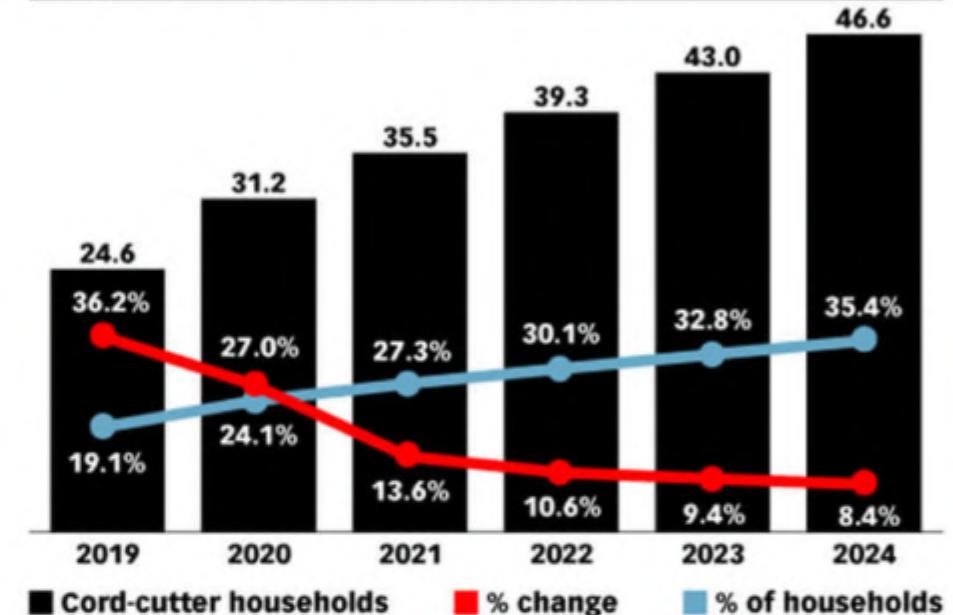


- Putting an emphasis on original productions
- Right above the fold are the latest trending content and Netflix originals. The original productions are made to be larger than any other content to communicate their value.



Households abandoning regular pay TV in favor of alternative watching options have grown significantly during the past few years. The epidemic made cord-cutting and streaming more popular, and this trend is expected to continue.

US Cord-Cutter Households, 2019-2024
millions, % change and % of households



Note: pay TV households are those with a subscription to traditional pay TV services; excludes IPTV and pure-play online video services (e.g. Hulu, Netflix, YouTube, Sling TV, etc.); non-pay-TV households are those that have cancelled their subscription or have never had traditional pay TV services
Source: eMarketer, Sep 2020

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www.emarketer.com

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"Consumers are choosing to cut the cord because of high prices, especially compared with streaming alternatives. The loss of live sports in the late years contributed to further declines. While sports have returned, people will not return to their old cable or satellite plans."

– Eric Haggstrom, eMarketer forecasting analysis

UI / UX

Competitive Analysis

DISNEY+ HOTSTAR: CASE STUDY: UX

The Walt Disney Company is the owner of the streaming service Hotstar. Hotstar, which was introduced in India in 2015, provides a variety of entertainment, such as movies, TV series, sports, and news. With more than 300 million active users, Hotstar has grown to be one of the most widely used streaming services in India. The main characteristics of Hotstar, their effect on the Indian streaming market, and their potential for future expansion are all examined in this case study.



ASSUMPTION:

Disney+ Hostar lacks design and user retention since it places an undue emphasis on its enormous volume of content.

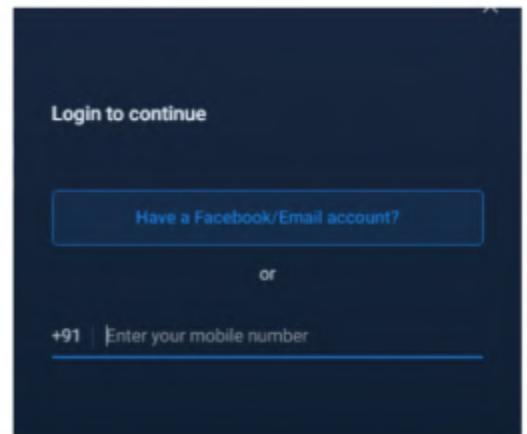
CONTENT ANALYSIS

Initially a thorough investigation of the website's architecture was carried out. It was discovered that the website was not only poorly organized and lacking in features, but also had a lousy overall aesthetic.

DISNEY+ HOTSTAR LOGO

COMPETITIVE BENCHMARK

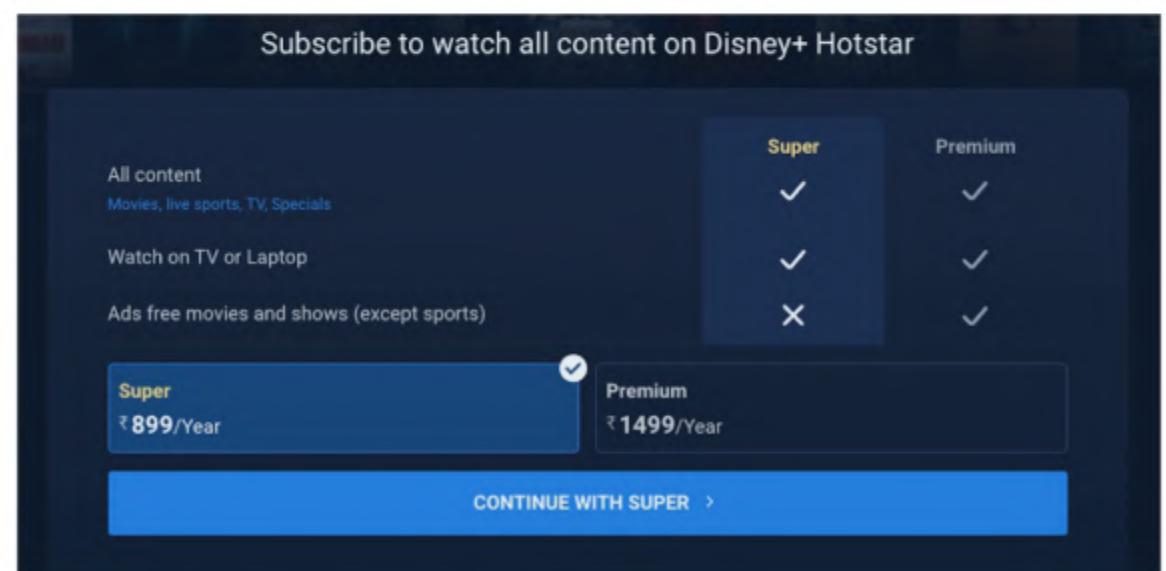
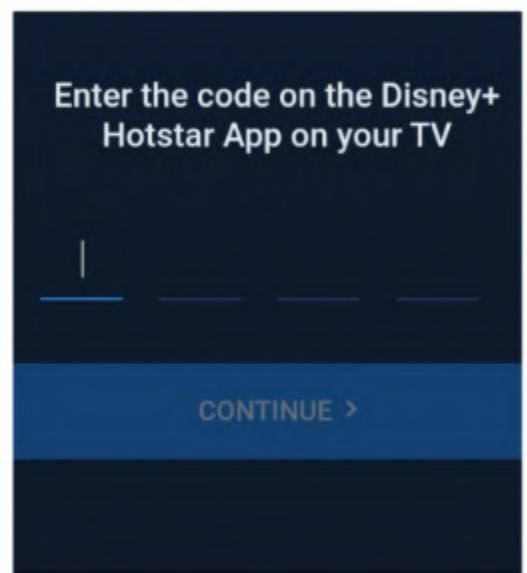
A parallel was made with Netflix, an obvious rival. Due to its comparatively simple user experience and the manner that different areas are handled on an entertainment basis, Netflix proved to be the most organized streaming platform among both.



HYPOTHESIS

Two of the app's greatest drawbacks are:

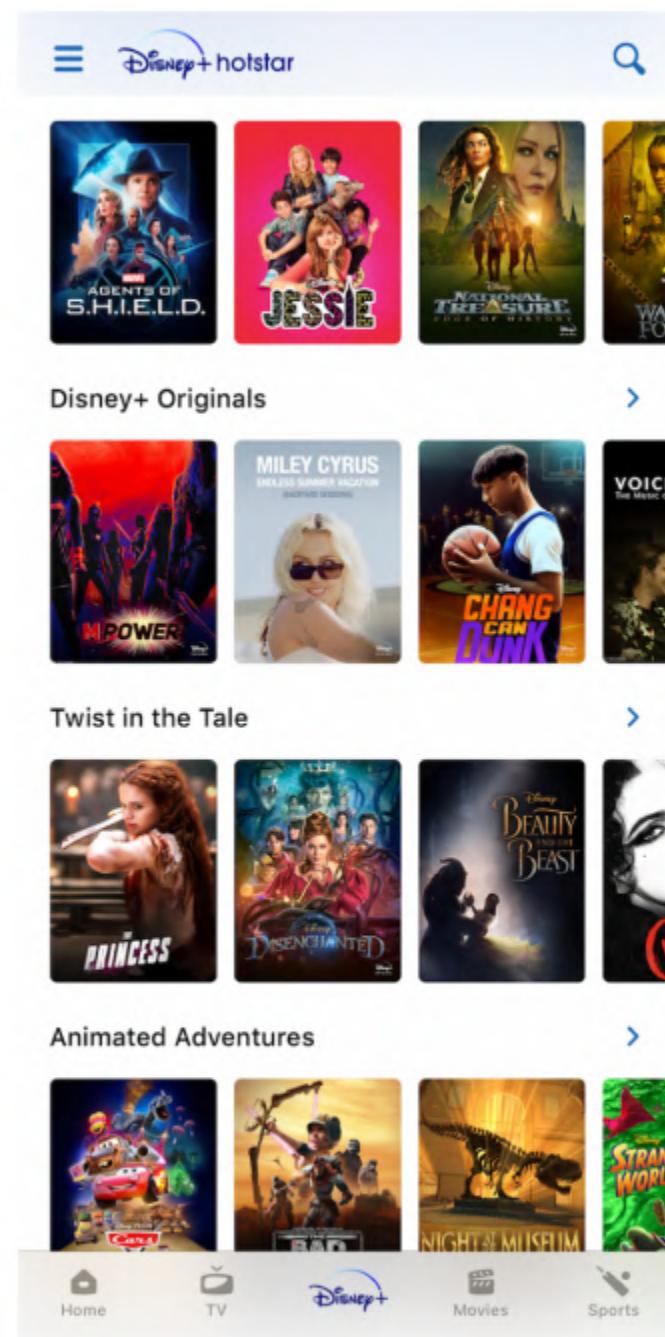
- Difficulty accessing the website and the website's structure.
- Finding what you want to watch becomes challenging due to an abundance of stuff.
- It is challenging to operate such a website because Disney is a huge business with numerous subsidiary firms that produce various types of material, but that is another reason why the current website has to be redesigned.



FEATURES OF HOTSTAR

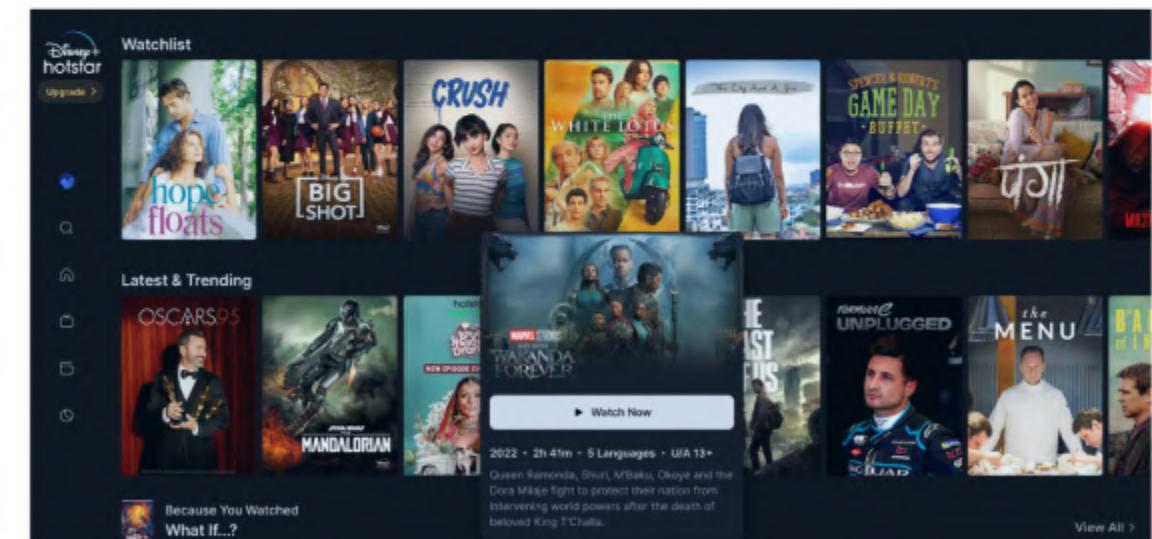
Hotstar provides customers with a range of features, such as:

- Wide variety of content: Hotstar provides a variety of content in Hindi, English, Tamil, Telugu, and Bengali, among additional languages.
- Both original content created just for Hotstar and content from well-known studios like HBO, Disney, and Star Plus are available on the site.
- Live sports: Major Indian sporting events including cricket, football, and kabaddi can only be streamed on Hotstar. Because of this, Hotstar is a well-liked website in India for sports enthusiasts.
- Various price choices are available on Hotstar, namely a free service that is ad-supported and an additional membership service that gives users access to premium content and live sports. The cost of the premium subscription is Rs. 299 (\$4) a month or Rs. 1499.



UI PROBLEMS

- Overbearing Browsing: For first-time users, Hotstar's navigation might be stressful and perplexing. Users are prone to getting lost in the platform's layout due to its abundance of material. The navigation might be made more user-friendly and straightforward to enhance this.
- Hotstar's user interface is uneven between platforms due to uneven design. Users may become confused as a result of the design differences between phone and computer. The user experience could be simpler and fluid if the design is uniform.
- Lack of personalisation: Hotstar does provide some tools for personalisation, such as personalized recommendations, however these are not always reliable or useful. By making it simpler for people to find material they are interested in, a more extensive personalization solution could enhance the user journey.
- Hotstar's search functionality is subpar and not often effective. Users must filter through a lot of unnecessary content and frequently useless outcomes from searches to find what they are looking for. Enhancing finding capabilities may enhance and streamline the user experience.



COMPARATIVE ANALYSIS

HMW ISSUES

We were also assisted in the layout ideation by the "how may we" questions. We mix the user insights with the desire to further understand their point of view to create a question that might help us respond with an answer.

Insights	Needs	POV	HMW
The whole user experience is not very satisfying.	Achieving a more stylish and appealing appearance	Users do not really enjoy the overall visual aesthetic.	How may we alter the style to make it appear better?
Users use the app or website to access particular content	Making the premium content accessible	Viewers require some sort of organizing or classification for premium content	How may we market and promote exclusive content better?
User browsing is really difficult.	Facilitating straightforward and easy navigation	Customers desire a more structured and well-rounded website.	How may we improve the ease of navigation?

CONCLUSION

One of the most well-liked streaming services in India is Hotstar, which provides a variety of content at a low cost. The service significantly increased competition and broadened the market for video content on the Indian streaming market. Overall, Hotstar has both advantages and disadvantages. Hotstar must address its flaws in order to continue on its current course and establish itself as a dominant force in the Indian streaming market for many years to come.

Netflix

- Netflix offers a simple and orderly user interface despite having a vast library of content, including episodes and films to watch online. The navigation option allows you to choose between seasons and episodes and is located at the bottom of a video stream's clickable elements.
- The User Interface is well-organized overall, providing a wonderful user experience that runs smoothly. The red and black contrast makes it simple for the tiles to fit into the interface and lends an appealing holistic appearance, therefore the color scheme works extremely well in UI's favor.

Disney+ Hotstar

- Disney+ Hotstar has a vast entertainment catalog, just like Netflix. The Disney+ Hotstar website's organization, in contrast to Netflix, is not at all deliberate. Although the UI is neatly developed, the website's overall appearance is very plain due to the color scheme.
- The user flow is also poor; it requires numerous clicks to reach the needed pages, and numerous informational tiles that ought to be on the main page for better user experience are buried deep within the website, serving no purpose.



CONCLUSION

After considering all the points we came to the conclusion that Netflix has a better User Interface and provides a better experience than Disney+ Hotstar simply because of its user flow and organization where the color palette used adds on to the aesthetics of the website.

UI / UX

Competitive Analysis

AMAZON PRIME VIDEO

CASE STUDY: UX

Amazon Prime Video is a streaming service that provides access to a sizable collection of movies, TV episodes, and exclusive programming to Amazon Prime members. Since its debut in 2011, Amazon Prime Video has grown to be one of the industry's top competitors in the streaming space, taking on platforms like Netflix, Hulu, and Disney+. This case study analyzes Amazon Prime Video's salient characteristics, the streaming market it has affected, and its potential for future expansion.



ASSUMPTION:

Prime's over emphasis on producing a ton of material results in poor user retention and design.

CONTENT ANALYSIS

First, a thorough investigation of the website's architecture was carried out. It was discovered that the website was not only unorganized and lacking in attributes, but also had a lousy overall aesthetic.

DISNEY+ HOTSTAR LOGO

FEATURES OF AMAZON PRIME

Subscribers to Amazon Prime Video can take advantage of a number of perks, such as:

1. Large selection of content: The Marvelous Mrs. Maisel, The Boys, and Jack Ryan are just a few of the well-known films and television series available on Amazon Prime Video. Additionally, the service has made significant investments in original programming, creating shows like Transparent and The Man in the High Castle that have received excellent reviews.
2. Cost-effectiveness: Amazon Prime Video is bundled with the \$12.99/month or \$119/year Amazon Prime subscription. Because of this, it is a viable alternative for customers who wish to access a variety of information.
3. Multiple watching options: Amazon Prime Video subscribers have access to a wide range of streaming devices like the Amazon Fire Stick, as well as smartphones, tablets, and smart TVs. Users of the service can download content for offline viewing as well.
4. Personalized suggestions: Amazon Prime Video makes suggestions for content to consumers based on their viewing habits and preferences using algorithms for learning methods. Users who might not have otherwise found new series and movies are helped by this.

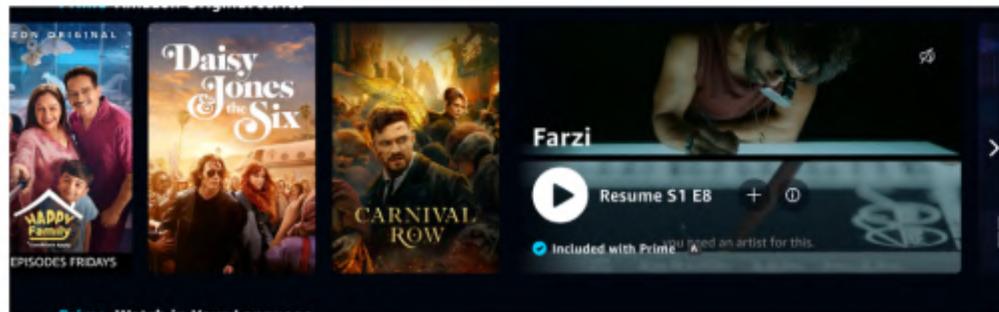
The image shows two side-by-side screenshots of Amazon's sign-in and create account pages. On the left is the US version (amazon.com) and on the right is the UK version (amazon.co.uk). Both pages feature the Amazon logo at the top. The 'Create account' page includes fields for 'Your name', 'Email', 'Password' (with a note that it must be at least 6 characters), 'Re-enter password', and a 'Create your Amazon account' button. Below these fields is a small note about agreeing to the Conditions of Use and Privacy Notice. The 'Sign-In' page includes fields for 'E-mail (phone for mobile accounts)', 'Password', and a 'Sign-In' button. There is also a 'Forgot Password' link and a 'Keep me signed in' checkbox. At the bottom of both pages are 'New to Amazon?' and 'Create your Amazon account' links.

COMFORTING PROSPECTS

1. Friendly to Users Interface: It is incredibly simple to use and navigate Amazon Prime Video's interface. Several categories, including Recently Added, Recommended for You, and Popular Movies & TV Shows, are separated up on the home screen. Users can quickly locate stuff that interests them because to this.
2. Create a personalized profile on Amazon Prime Video by entering your personal information. Each family member can have a unique experience because to the users' ability to establish multiple profiles for them.
3. Even when viewing in HD or 4K, Amazon Prime Video provides high-quality streaming with little to no buffering. This guarantees that users can watch their preferred films and TV episodes uninterrupted.
4. Amazon Prime Video offers consumers the option to download movies and TV episodes for offline viewing. Users who wish to watch material while traveling or in locations with spotty internet connectivity will really appreciate this functionality.

SHORTCOMINGS

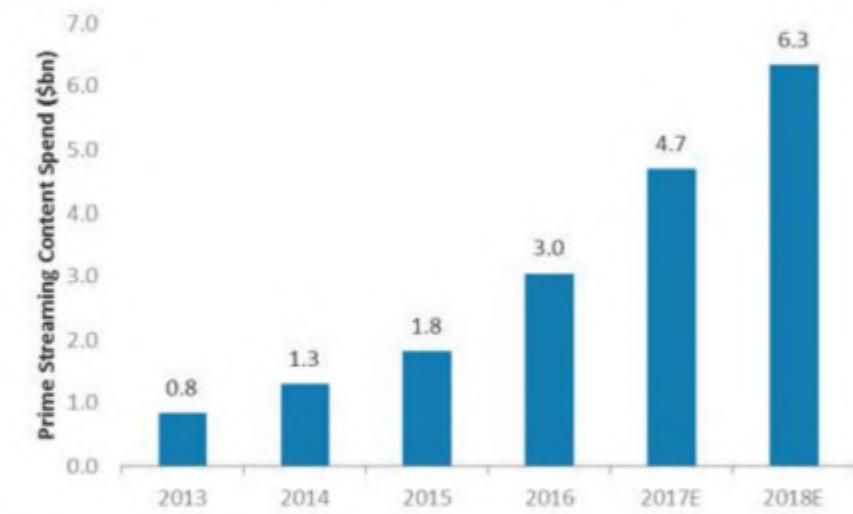
1. Cluttered Layout: On smaller displays, Amazon Prime Video's layout can occasionally appear crowded and overbearing. Users may find it challenging to find what they are looking for due to the platform's enormous content library.
2. Limited Search Options: Amazon Prime Video's search feature has few options, making it challenging for consumers to locate particular movies or TV shows. Users who are looking for a certain item and do not want to spend a lot of time exploring may find this annoying.
3. Amazon Prime Video does provide recommendations based on a user's viewing history, although these recommendations are either erratic or irrelevant. Users may find it challenging to find new information they are interested in as a result.
4. Insufficient personalisation: Although customers can establish personalized profiles on Amazon Prime Video, the site does not provide much additional personalisation. Users cannot alter the platform's layout or appearance to their preferences, which can make it feel less distinctive and individual.



FUTURE POTENTIAL FOR GROWTH

Future growth for Amazon Prime Video is very likely, especially as more people switch to streaming services. Several significant prospective growth areas include:

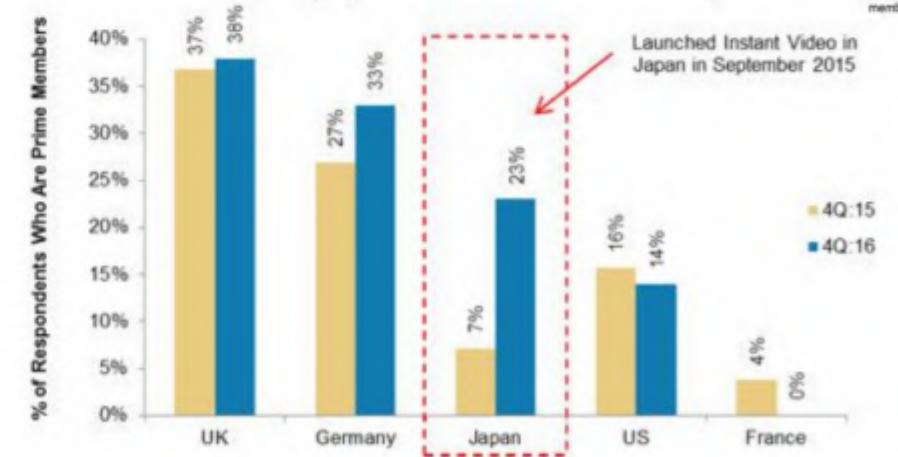
1. International expansion: Despite the fact that Amazon Prime Video has now reached more than 240 nations and territories, there is still space for expansion abroad.
2. Increased investment in original content: Although Amazon has already made significant investments in this area, there is still space for expansion. More critically regarded TV shows and films could increase subscriber retention and draw in new ones.
3. Integration with other Amazon services: Additional integration between Amazon Prime Video and other Amazon services, such Amazon Music and Amazon Alexa, is possible. This might improve user experience and assist in differentiating the service provided by rivals.



Sources: AlphaWise, Morgan Stanley Research

Prime Video Is a Popular Reason Why Shoppers Sign Up for Prime in the UK, Germany and Japan

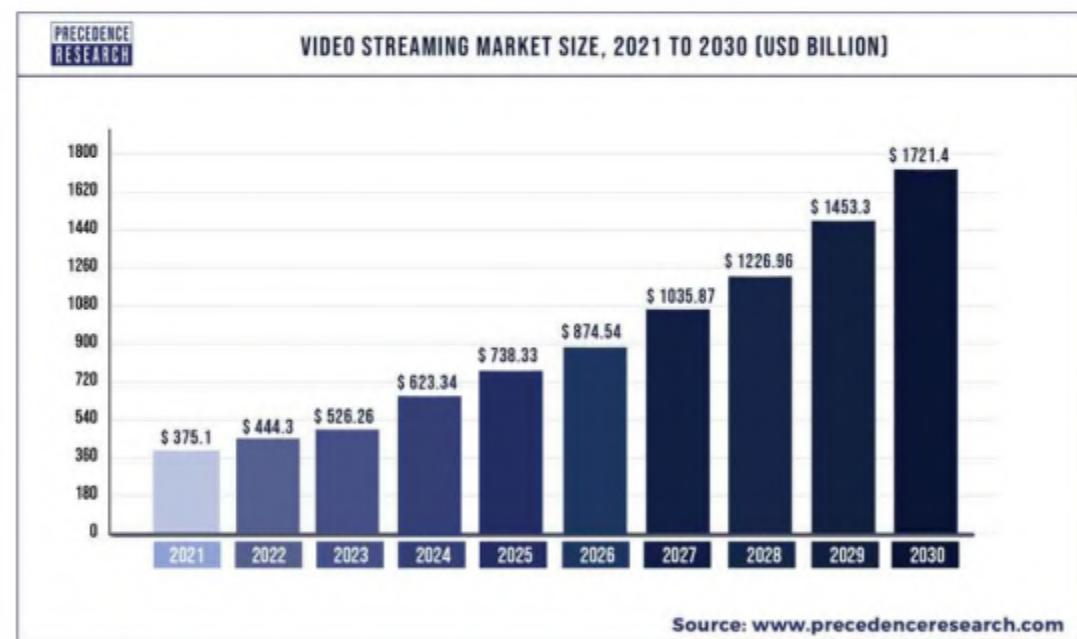
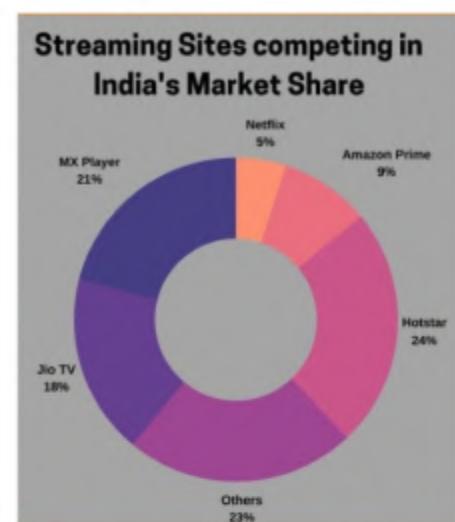
What is the main reason for having an Amazon Prime membership? (% answered "Prime Instant Video")



IMPACT ON THE STREAMING INDUSTRY

With Netflix and Hulu as competitors, Amazon Prime Video has had a big impact on the streaming market. Some important effects include:

1. There is more rivalry now thanks to Amazon Prime Video, which has pushed other streaming services to spend money on original content and provide affordable prices.
2. Market expansion: As more people decide to cut the cord and switch to streaming services, the success of services like Amazon Prime Video has increased the market for video content as a whole.
3. Change in content production: As a result of other streaming services investing in original programming in response to Amazon Prime Video's success, there has been a change in the way material is generated and disseminated.



CONCLUSION

Amazon Prime Video has established itself as a major participant in the streaming industry by providing users with inexpensive access to a big library of content. As a result of the service, the market for video content has grown and competition in the sector has been sparked. With its potential for expansion, Amazon Prime Video is well-positioned to be a dominant force in the streaming industry for many years to come.

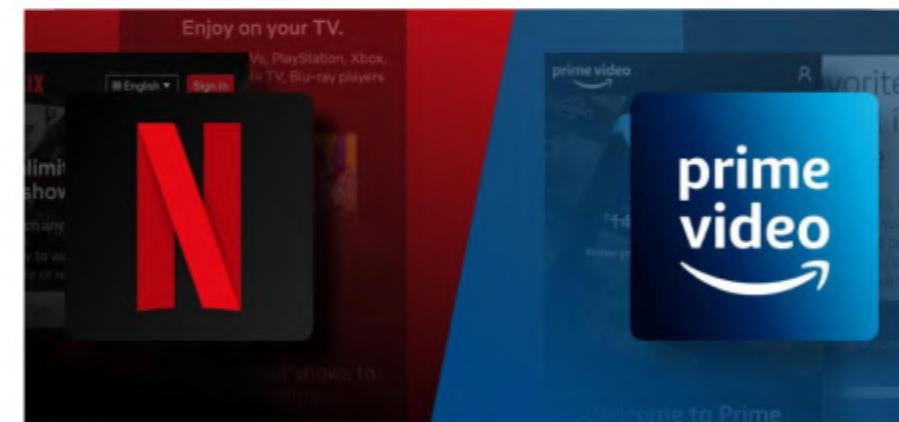
COMPARATIVE ANALYSIS

Netflix

- Netflix offers a simple and orderly user interface despite having a vast library of content, including episodes and films to watch online. The navigation option allows you to choose between seasons and episodes and is located at the bottom of a video stream's clickable elements.
- The User Interface is well-organized overall, providing a wonderful user experience that runs smoothly. The red and black contrast makes it simple for the tiles to fit into the interface and lends an appealing holistic appearance, therefore the color scheme works extremely well in UI's favor.

Amazon Prime Video

- Compared to Netflix, Amazon Prime Video's content library is smaller. Again unlike Netflix, the structure of the Amazon Prime Video website is not regulated. The User Interface has issues, and the color scheme is not as vibrant and appealing as Netflix's.
- A lot of information and tiles that should be displayed on the landing page for a better user experience are buried deep within the website, which makes them useless, and the user flow is terrible. The search frequently does not match the results shown.



Conclusion

After considering all the points we came to the conclusion that Netflix has a better User Interface and provides a better experience than Amazon Prime Video simply because of its user flow and organization where the color palette used adds on to the aesthetics of the website.

UI DESIGN *trends*

1. Motion Design

The user experience can be drastically improved by incorporating motion design into your user interface. You may direct user attention, provide feedback, and establish a sense of cohesiveness and flow inside the interface by incorporating animation and other types of movement.



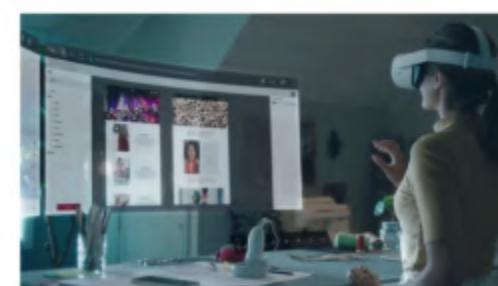
2. Custom cursor interactions

These interactions are a unique method to involve your users and distinguish your UI. You can start animations and other interactive components on the website by using the cursor's movement as input. These interactions can aid in giving feedback and confirmation, focusing the user's attention, and promoting interface exploration.



3. VR & AR

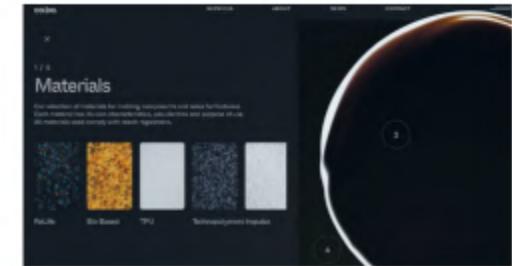
Designers will have greater options to develop immersive and engaging user experiences as virtual and augmented reality (VR and AR) technology advance and become more widely available. In 2023, they will be more prevalent as they become more popular.



4. Dark Mode Only

In 2023, a major trend is anticipated to be the use of dark colors and low-contrast typography in interface design, or "dark mode."

Compared to conventional interfaces with bright white backgrounds and high-contrast text, which can induce eye strain and tiredness, dark mode is less taxing on the eyes.



5. Bolder and more characteristic fonts

In order to establish a unified and consistent brand identity and to add visual appeal and personality to the design, we anticipate seeing more interfaces in the upcoming year that make use of bold, distinctive fonts. These distinctive and striking typefaces may make brands stand out and improve user experience.



6. Voice interactions

It is not surprising that there will be more interfaces created expressly for speech interaction as smart speakers and other voice-activated devices become more commonplace. The fact that voice-enabled interfaces allow for hands-free operation is one of its main advantages. This can be especially helpful while conducting jobs like driving, cooking, or other activities where it would be awkward or challenging to utilize a traditional interface.





7. Gradients

These shifts in hue give the design more dimension and weight, improving the user experience visibly. Gradients are a flexible tool for designers trying to add visual appeal to their designs. They can do everything from bringing movement and vitality to an interface to giving the appearance of dimension.

9. Scrollytelling

The scrollytelling technique can disclose new content and animations as users scroll through an interface, fostering a sense of progression and discovery that is extremely useful for game design. Designers may produce interfaces that are easier to remember and more pleasurable to use by employing scroll-triggered animation to reveal material and provide visual interest. The narrative engages customers with a brand because it gives them a sense of inclusion in the story, while the style draws them in.

9. Simplification and Brutalism

Using whitespace and typography wisely to direct user attention and highlight the most crucial information is one method of simplification known as minimalism. Users can more easily find what they need and finish activities quickly with minimalist interfaces since they tend to be clear and uncluttered.

10. AI-Powered Design

Interfaces that use AI to evaluate user activity and customize the interface to their requirements and preferences are something we may anticipate in 2023.

AI can be used to automate processes and make informed suggestions to people. An e-commerce interface, for instance, might employ AI to make product recommendations based on a user's past purchases or browsing habits. This makes the interface more effective and practical to use while also assisting consumers in learning about new goods that they may find interesting.

PRIMARY RESEARCH DATA

EXISTING UI

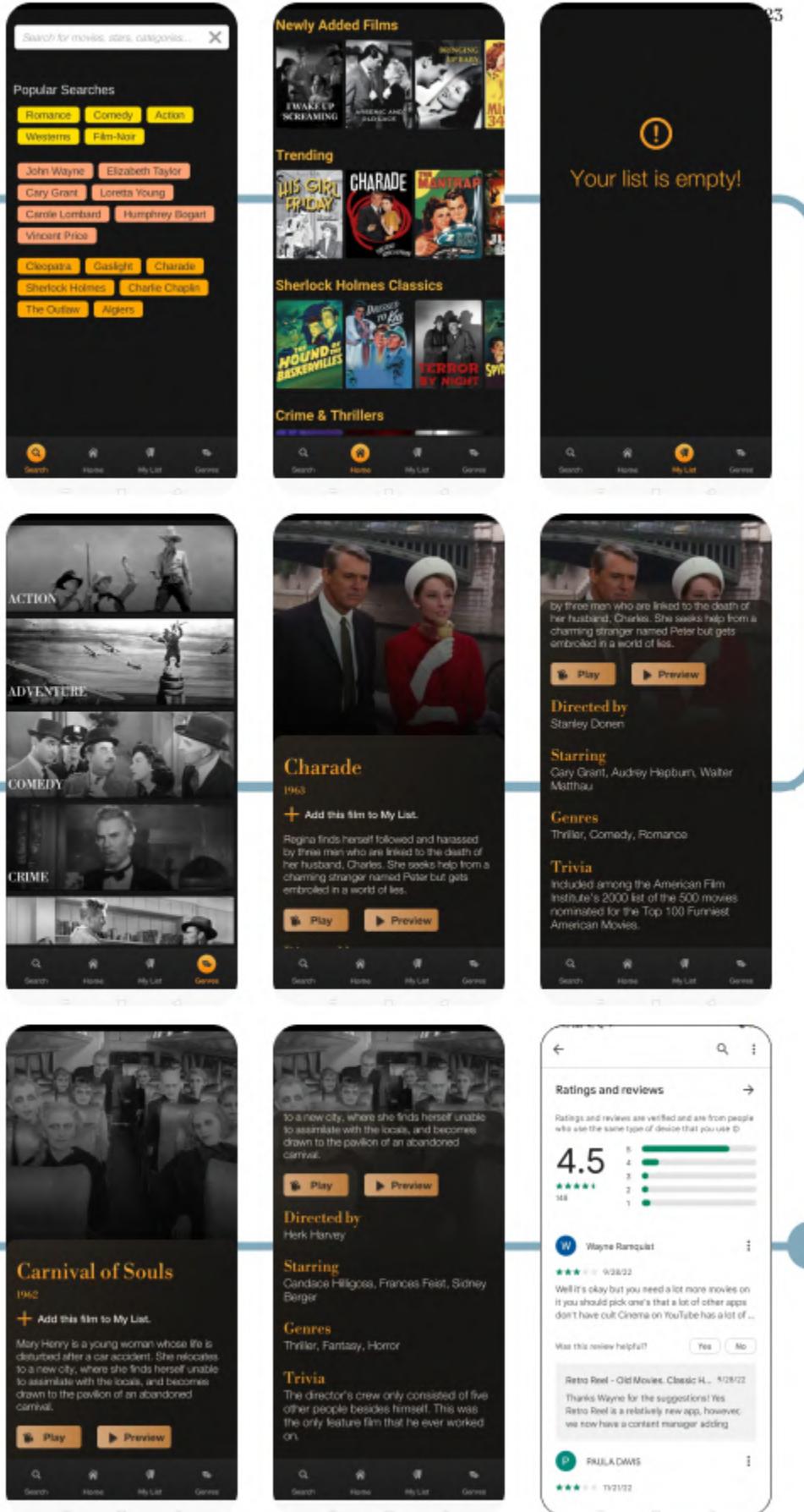
DISCUSSION GUIDE

QUESTIONNAIRE

SURVEY

INTERVIEW

EXISTING UI



DISCUSSION GUIDE

Based on the defined research objectives, we prepare a discussion guide which comprises of all the topics, questions, areas of inquiry we want to touch during our research sessions. A discussion guide allows us to stay on path during the session, and in limited time acquire all the needed data.

In case we go off track, creating a discussion guide beforehand and taking a quick look at it while conducting the research improves precision of data collection.

Keeping in mind the research objectives, the discussion guide comprises of the following topics:

OBJECTIVES:

1. Map the user experience and their journey through the app. Understand their pain points/ hurdles, likes/ dislikes and experiences.
2. Understand the needs based on current behavior/ usage.

Introduction (2 minutes)

Hello and thank you for taking part in our interview today. To start off, let me tell you about myself, I'm currently a final year student at the National Institute of Fashion Technology and this research is for my graduation project where I'm trying to understand people's experience with the vintage movie streaming app- RetroReel and what could improve the app.

Introduction (5 minutes)

Objective:

Introducing myself, and the objective of the research and & the session

Understand the participants' background

- I'd like to get to know you a little bit better. Please tell me about yourself
- What is your name? (not disclosed for user discretion)
- What is your age?
- What do you do for work?

Questionnaire

Objective:

Understanding participant's experience & behaviors while using the app

(narrate the journey)

- What is your screen time?
- How much of your screen time goes to streaming (movies/ videos)?
- When was the last time you used a streaming platform?
- What is your preferred streaming platform and why?
- Which device do you usually use to watch movies?
- Do you like dark interfaces as compared to lighter ones to soothe your eyes?
- What time of the day do you usually stream?
- Do you own subscriptions for any movie streaming platform? If yes, which one(s)?
- Do you like the experience you have had with the streaming platform you are currently using?
- Do you like the user interface of your current streaming platform?
- What are the improvements (if any) would you like to see in the user interface of your streaming platform?
- Close your eyes and describe what your navigation through the platform looks like?
- What is your favorite genre for movies?
- Do you like watching classic movies from the 1900's?
- Have you used any platform to find vintage movies before?
- If yes, what are some of your favorite classic movies?

- Would you like to have a platform which specifically shows only vintage movies?
- If yes, which movies and genres would you like to watch?
- Paint an image for the user interface you would like for such a vintage streaming app.
- Have you used the app called RetroReel before?
- How often do you use the app?
- How easy is it to navigate the app?
- How satisfied are you with the selection of movies available on the app?
- How satisfied are you with the streaming quality of the movies on the app?
- How satisfied are you with the streaming quality of the movies on the app?
- How responsive and quick does the app feel when navigating through different pages or loading movies?
- Do you like the color contrast/ is the UI of the app easy on the eyes?
- On a scale of 1-10 how would you rate your experience of using the app?
- Would you recommend the app to a friend or family member?
- What is your favorite feature of the app?
- Have you encountered any bugs or glitches in the app's user interface?
- If yes, describe down any/all encounters and/ any technical difficulties while using the app.
- Overall, how satisfied are you with the RetroReel app?
- Are there any specific design elements or features that you would recommend changing or updating to enhance the overall user experience?

Probe Areas:

- Sign-in/ Log-in/ Onboarding experience
- Which mode (dark/ light) is preferred & why?
- Navigation Experience
- Which genre/ sub-topics and Why?
- Preferences & Subscription
- Focus on their priorities & reason
- How does your journey go inside the app? Can you describe what the interface is like?
- While navigating through the app what do you usually do & why?
- Any bugs in navigation/ glitches in general faced?
- What do you like or enjoy about the selection?
- What do you think causes you the most frustration using the app? Why?
- Recommendation preferences
- Likes & Dislikes
- Map out in detail the thought process behind picking something to watch?
- Key factors responsible in making you choose a movie by the interface and information?
- How do you think the experience of using Retro-Reel enhances your streaming activity?
- Improvements and insights to fix the underlying issues in the app for a better user experience.

Research data collected ahead as:

SURVEY

- Recorded through google forms
- 52 sample

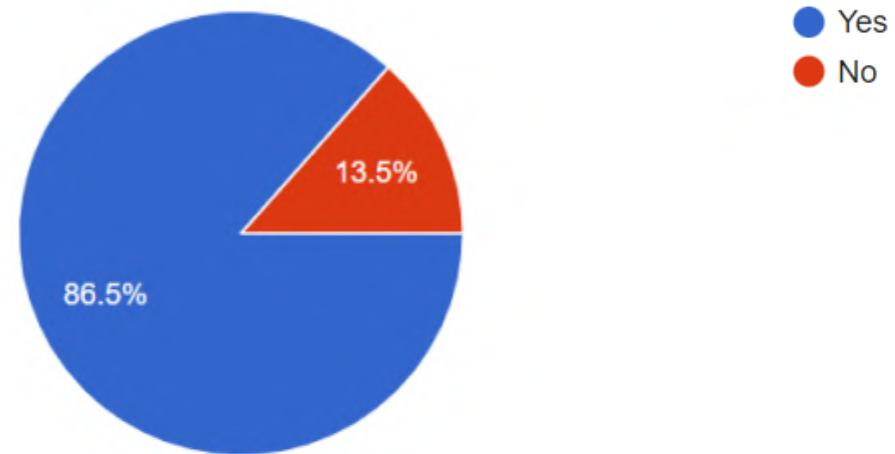
Interview

- Convenience Sampling
- 10 samples

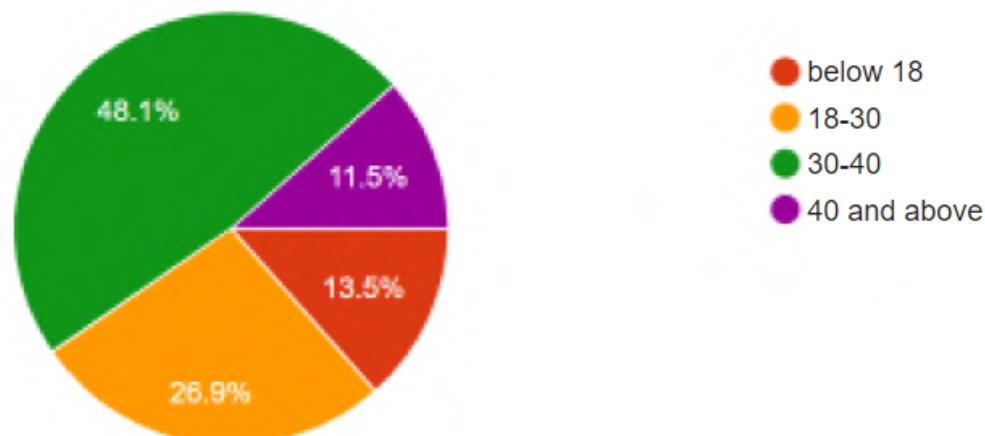
SURVEY

- Recorded through google forms
- 52 Sample

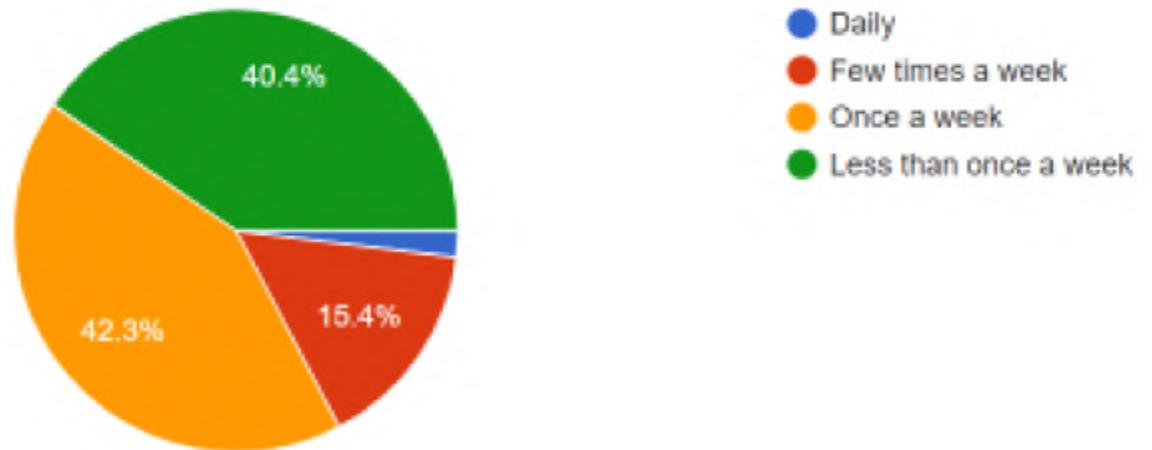
Have you used RetroReel before?



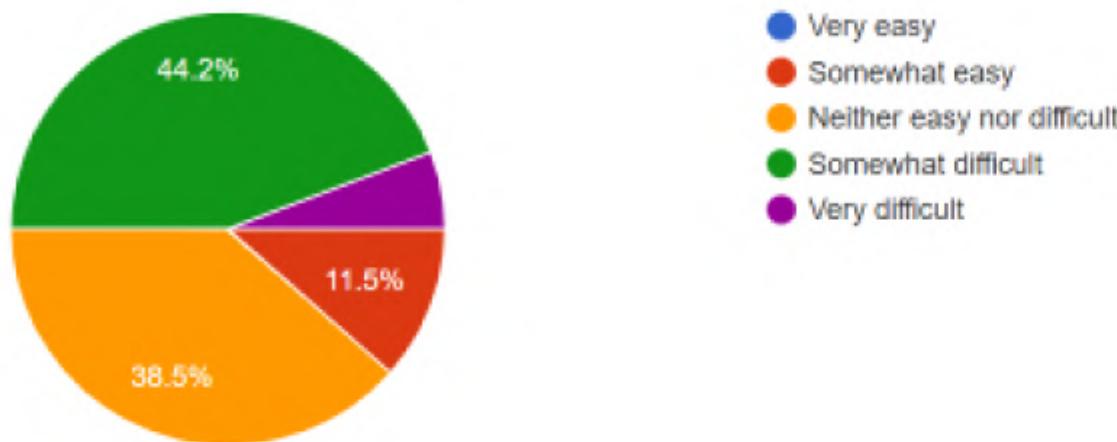
What is your Age?



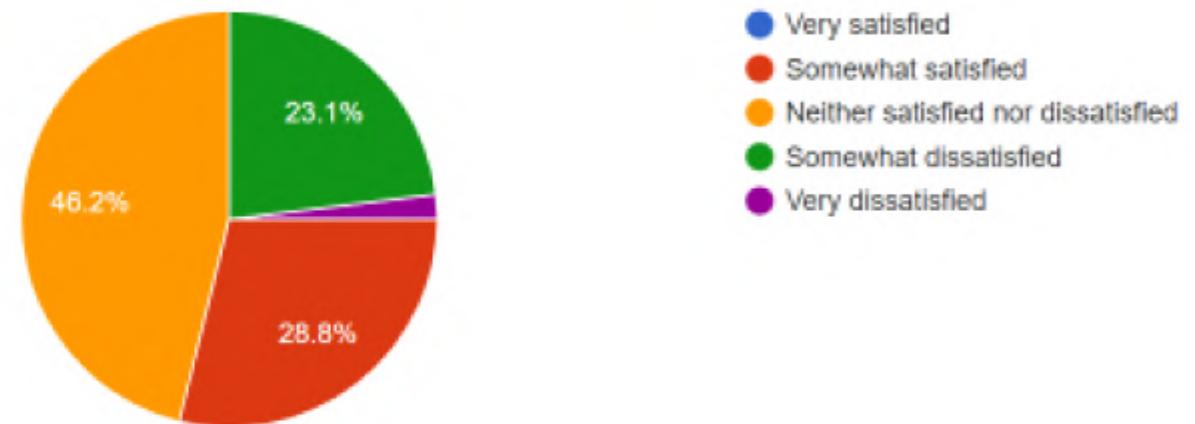
How often do you use the app?



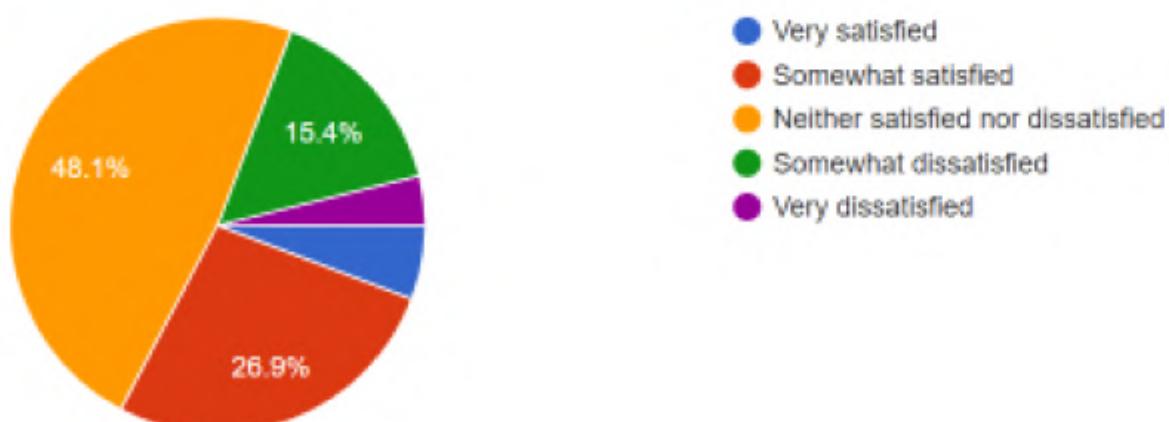
How easy is it to navigate the app?



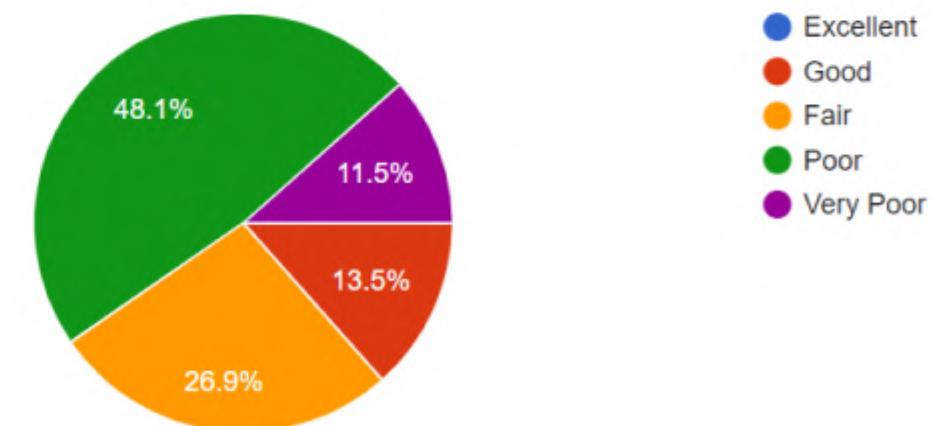
How satisfied are you with the selection of movies available on the app?



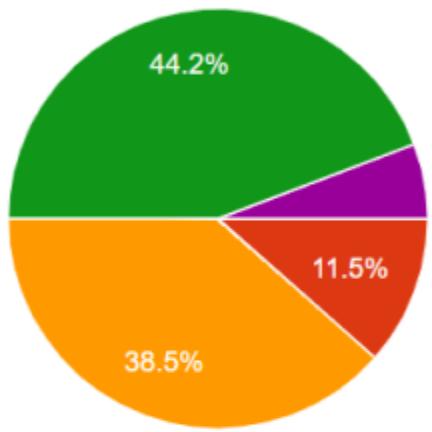
How satisfied are you with the streaming quality of the movies on the app?



How would you rate the overall user interface of the streaming app?

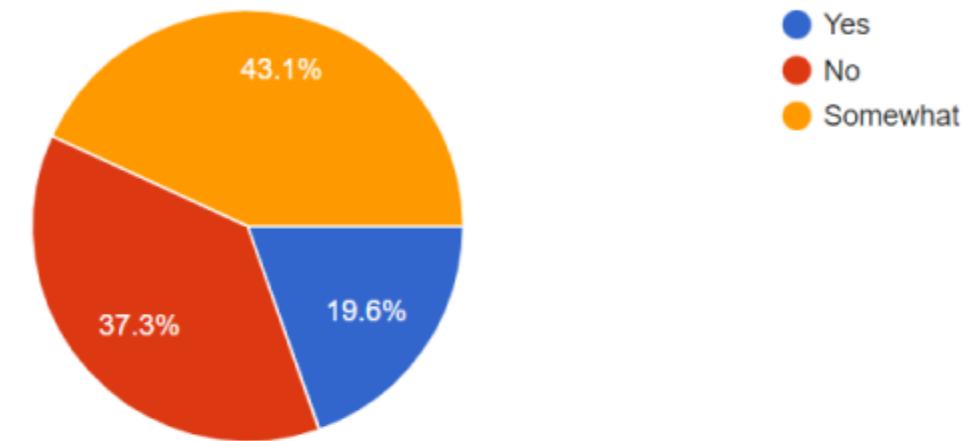


How responsive and quick does the app feel when navigating through different pages or loading movies?

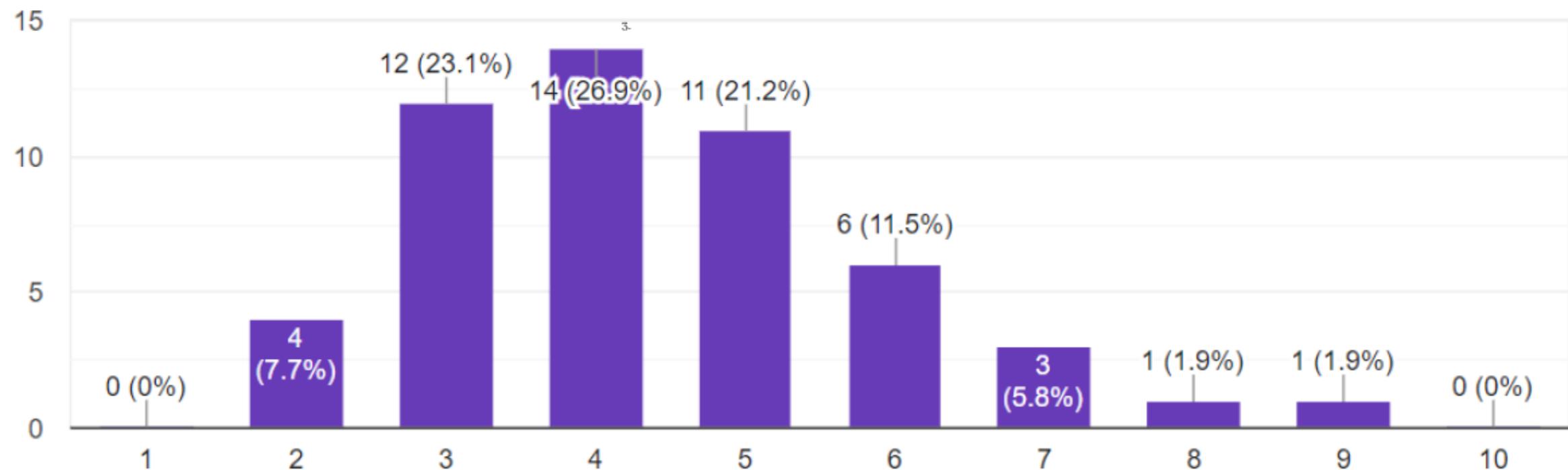


- Very easy
- Somewhat easy
- Neither easy nor difficult
- Somewhat difficult
- Very difficult

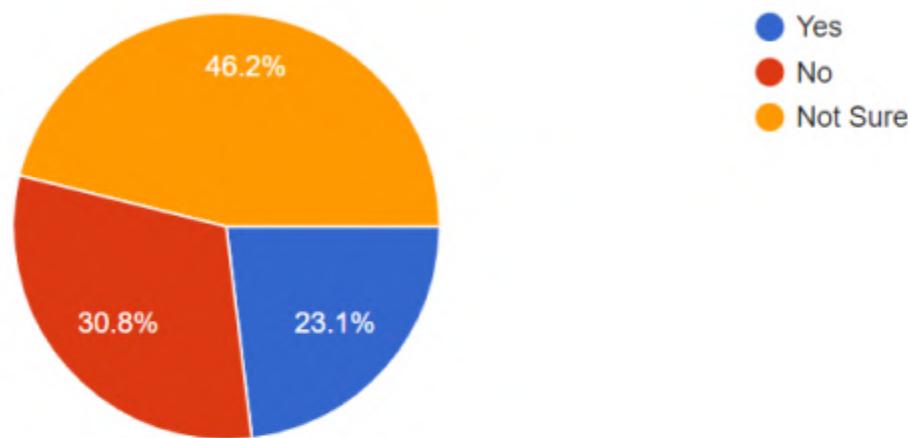
Do you like the colour contrast/ is the UI of the app easy on the eyes?



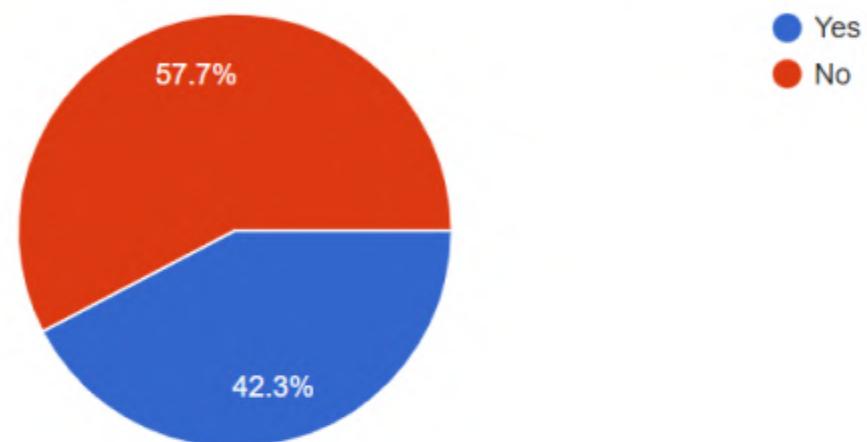
On a scale of 1-10 how would you rate your experience of using the app?



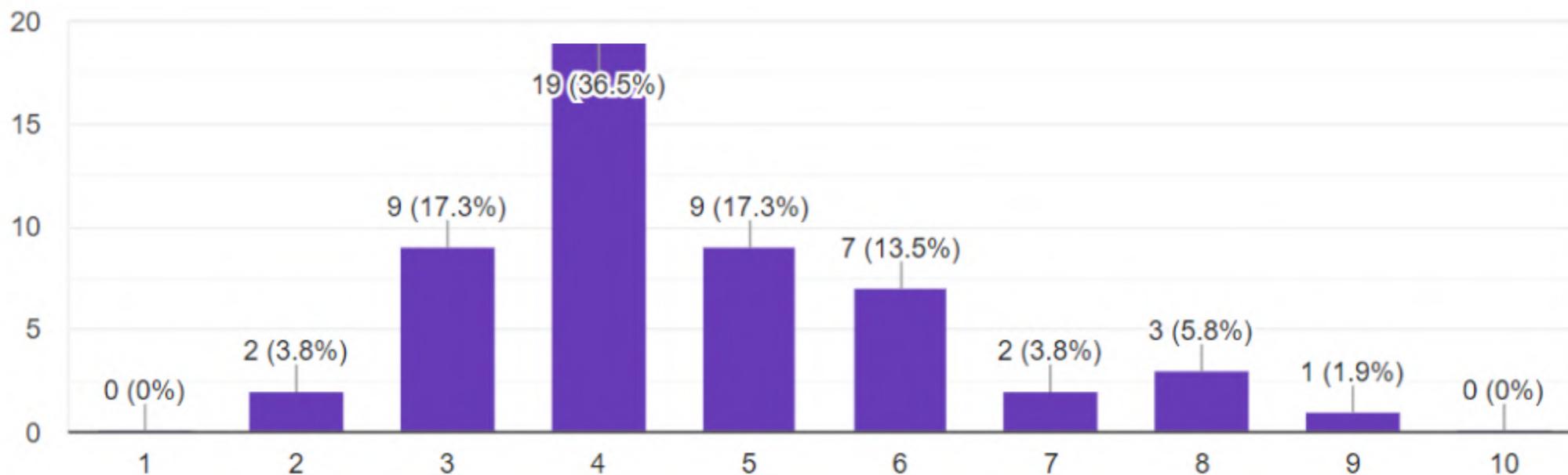
Would you recommend the app to a friend or family member?



Have you encountered any bugs or glitches in the app's user interface?



Overall, how satisfied are you with the RetroReel app?



Zoom and scan QR to view a Google Sheet
of the responses by participants

INTERVIEW

Hello and thank you for taking part in our interview today.

Participant 5

Age: 37 years

Occupation: Lawyer

Q: What is your screen time?

Ans. 9 hours a day

Q: What is your preferred streaming platform and why?

Ans. Hotstar, Live Streaming.

Q: Do you own subscriptions for any movie streaming platform? If yes, which one(s)?

Ans. Yes, Netflix, Hotstar, Youtube, Prime Video.

Q: What are the improvements (if any) would you like to see in the user interface of your streaming platform?

Ans. None as such.

Q: Have you used any platform to find vintage movies before?

Ans. Yes

Q: If yes, what are some of your favorite classic movies?

Ans. ghost, k3G

Q: How much of your screen time goes to streaming (movies/ videos)?

Ans. 2 hours a day

Q: Which device do you usually use to watch movies?

Ans. Laptop

Q: Do you like the experience you have had with the streaming platform you are currently using?

Ans. Yes

Q: Close your eyes and describe what your navigation through the platform looks like?

Ans. App opens, there are different sections, search, homepage, movies, sports, in each section there are more categories, movies: actions, romance, sports; football, cricket.

Q: Paint an image for the user interface you would like for such a vintage streaming app.

Ans. Much like streaming apps these days, but the design aspects can be more nostalgic and colours can also be used to bring a vintage look

Q: When was the last time you used a streaming platform?

Ans. Yesterday

Q: What time of the day do you usually stream?

Ans. anytime between 1-9pm

Q: Do you like the user interface of your current streaming platform?

Ans. Yes

Q: What is your favorite genre for movies?

Ans. RomCom

Q: Do you like watching classic movies from the 1900's?

Ans. Yes

Q: Would you like to have a platform which specifically shows only vintage movies?

Ans. Yes

Q: If yes, which movies and genres would you like to watch?

Ans. Romance and Comedy

Q: Have you used the app Retroreel before?

Ans. Yes

Q: How often do you use the app?

Ans. Once in two weeks.

Q: How satisfied are you with the selection of movie son the app?

Ans. Not so much

Q: Have you encountered any bugs or glitches in the app's user interface?

Ans. Yes

Q: If yes, describe down any/all encounters and/ any technical difficulties while using the app.

Ans. Words I search for do not appear and many times filters do not work .

Q: If, yes rate your experience on a scale of 1-10.

Ans. 3

Q: How satisfied are you with the streaming quality of movies on the app?

Ans. Unsatisfied

Q: How responsive and quick does the app feel when navigating through different pages or loading movies?

Ans. Unresponsive many times

Q: Are there any specific design elements or features that you would recommend changing or updating to enhance the overall user experience?

Ans. Searching should be enhanced.

Q: What improvements would you like to see added to the app in the future?

Ans. A better library.

Q: How easy is it to navigate the app?

Ans. It is difficult

Q: How would you rate the interface of the streaming platform?

Ans. Just workable , can be much better

Q: Do you like the colour contrast/ is the UI of the app easy on the eyes?

Ans. No , it's too bland.

Q: Would you recommend the app to a friend or family member?

Ans. I don't think so

Q: What is your favorite feature of the app?

Ans. The genre section

Q: How satisfied are you with the app?

Ans. Not satisfied

INTERVIEW

Hello and thank you for taking part in our interview today.

Participant 1

Age: 18 years

Occupation: Student

Q: What is your screen time?

Ans. 6 hours a day

Q: What is your preferred streaming platform and why?

Ans. Netflix and Animiplay. Because they have a widerange of content

Q: Do you own subscriptions for any movie streaming platform? If yes, which one(s)?

Ans. Yes, Netflix and Disney Plus Hotstar

Q: What are the improvements (if any) would you like to see in the user interface of your streaming platform?

Ans. User-specific/personalised recommendations

Q: Have you used any platform to find vintage movies before?

Ans. Yes, WatchSeries

Q: If yes, what are some of your favorite classic movies?

Ans. Breakfast at Tiffany's

Q: How much of your screen time goes to streaming (movies/ videos)?

Ans. 2 hours a day

Q: Which device do you usually use to watch movies?

Ans. Mobile

Q: Do you like the experience you have had with the streaming platform you are currently using?

Ans. Yes

Q: Close your eyes and describe what your navigation through the platform looks like?

Ans. I click on the icon of the app. I go through the various animes and kdramas which interest me. I then add a few to the "My List" option and watch from there.

Q: Would you like to have a platform which specifically shows only vintage movies?

Ans. Yes

Q: When was the last time you used a streaming platform?

Ans. 10 mins ago

Q: What time of the day do you usually stream?

Ans. At night

Q: Do you like the user interface of your current streaming platform?

Ans. Yes, looks appealing

Q: What is your favorite genre for movies?

Ans. Comedy

Q: Do you like watching classic movies from the 1900's?

Ans. Yes

Q: If yes, which movies and genres would you like to watch?

Ans. Romance and Comedy

Q: Paint an image for the user interface you would like for such a vintage streaming app.

Ans. Dark aesthetic with shades of blue for colour

Q: Have you used the app Retroreel before?

Ans. Yes

Q: How often do you use the app?

Ans. Have used it twice.

Q: How satisfies are you with the selection of movie sonthe app?

Ans. Fairly satisfied

Q: Have you encountered any bugs or glitches in the app's user interface?

Ans. Yes

Q: If yes, describe down any/all encounters and/ any technical difficulties while using the app.

Ans. When I search for a movie, search result is not accurate

Q: If, yes rate your experience on a scale of 1-10.

Ans. 6

Q: How satisfies are you with the streaming quality of movies on the app?

Ans. Somewhat satisfied

Q: How responsive and quick does the app feel when navigating through different pages or loading movies?

Ans. Moderately responsive

Q: Are there any specific design elements or features that you would recommend changing or updating to enhance the overall user experience?

Ans. Could be more personalised and give better recommendations.

Q: How would you rate the interface of the streaming platform?

Ans. 4

Q: Do you like the colour contrast/ is the UI of the app easy on the eyes?

Ans. Yes

Q: Would you recommend the app to a friend or family member?

Ans. Maybe

Q: What is your favorite feature of the app?

Ans. Cute icons

Q: How satisfied are you with the app?

Ans. 3/10

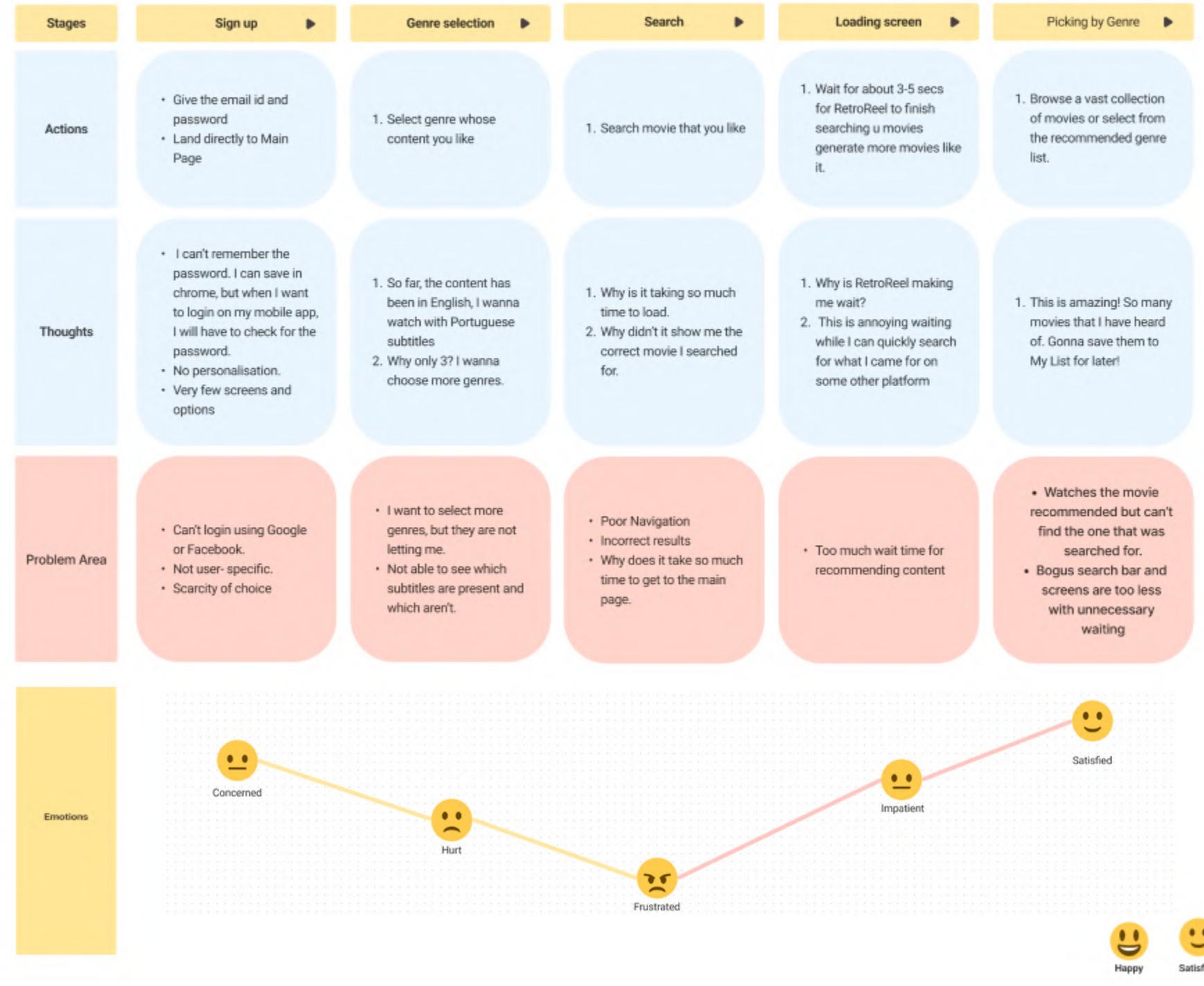
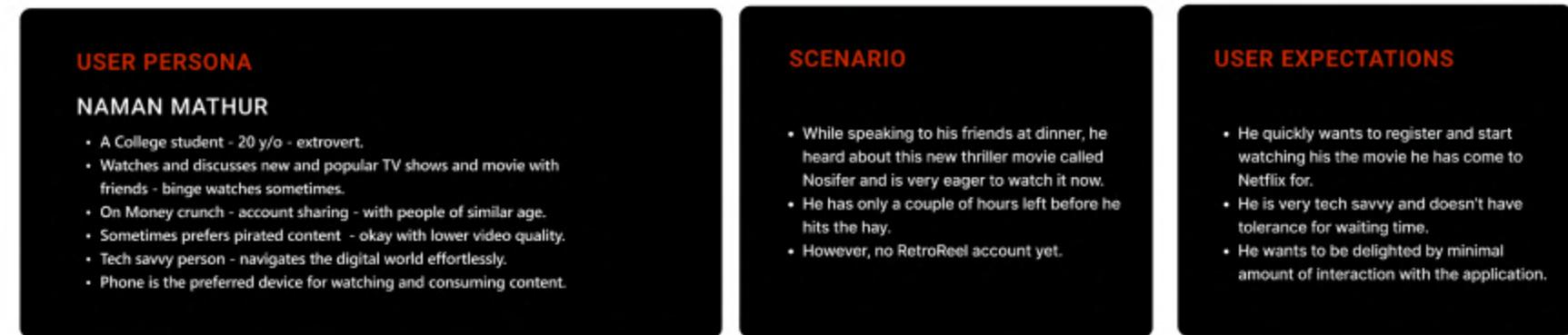
CONSUMER INSIGHT

- USER JOURNEY MAPPING
- AFFINITY MAPPING
- EMPATHY MAPPING
- USER PERSONNA
- DATA ANALYSIS
- USER FLOW
- INFORMATION ARCHITECTURE

USER JOURNEY MAP

User journey mapping, also known as customer journey mapping or user experience mapping, is a technique used to visualize and understand the overall experience of users as they interact with a product, service, or system. It involves creating a visual representation or diagram that illustrates the various touchpoints and interactions a user has throughout their entire journey.

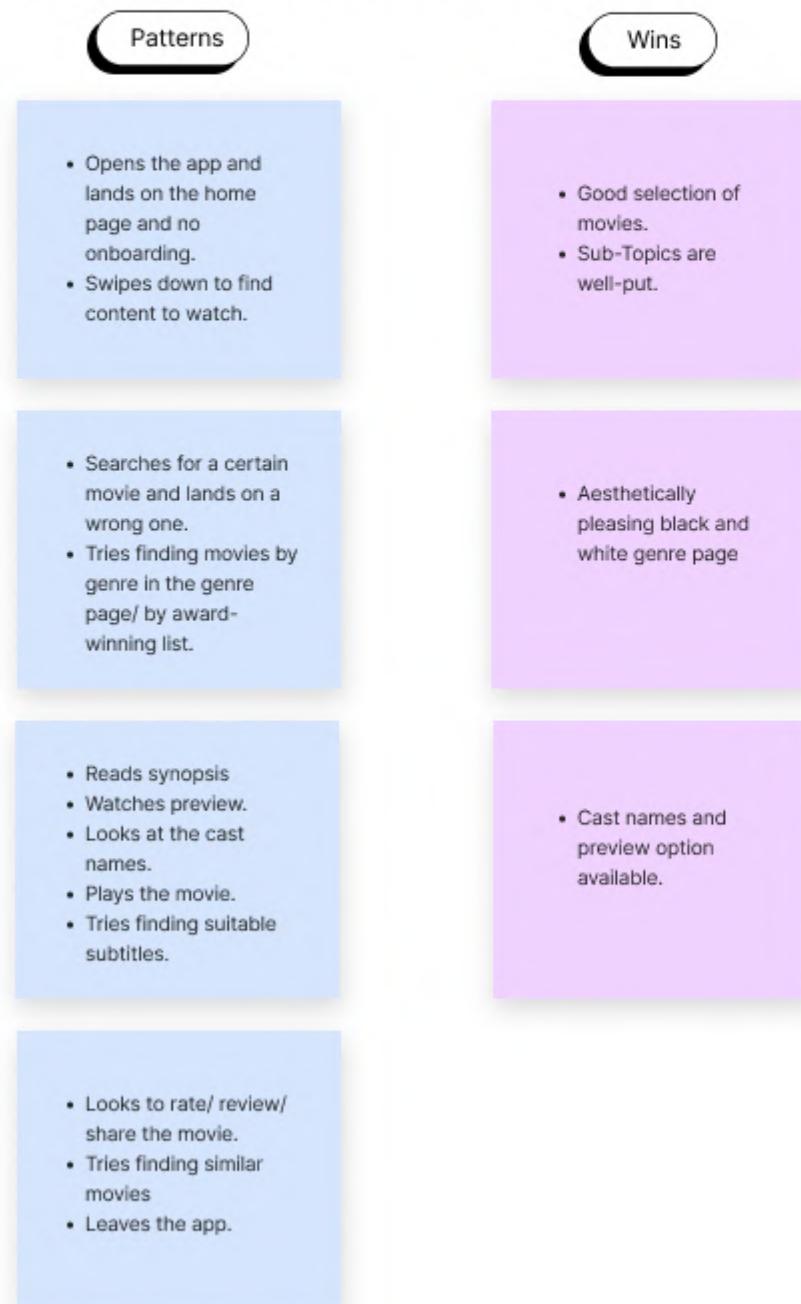
The purpose of this user journey mapping is to gain insights into the user's thoughts, emotions, and actions at each stage of their experience with the existing design of RetroReel. It helps designers identify pain points, opportunities for improvement, and areas where the user's needs and expectations can be better met.



AFFINITY MAPPING

Affinity mapping is a valuable technique used to effectively organize a large volume of ideas, facts, or information into coherent clusters that share a common relationship. It is commonly employed to identify patterns, themes, and insights derived from diverse sources in various collaborative settings, such as brainstorming sessions, seminars, and research projects. Its versatility and simplicity make it a valuable tool for problem-solving, idea generation, and knowledge synthesis across a wide range of domains.

Here, I have organized the data collected into five sets, as follows:



AFFINITY MAPPING

Issues

- No- Onboarding/ Logging in the app.
- No account settings so it can't maintain a profile and present user-specific content.

Suggestions and Next Step

- Make more screens to support accounts.
- Take interests and likes in account to offer better recommendations.

Offer

- Initially, free subscriptions to active thousand users.

- Poor Navigation. Irrelevant Results offered.
- No list of award-winning movies/ personalised recommendations.

- Solve the navigation bug.
- Provide with a list of award winning movies.

- Boring Synopsis.
- Not all movies have trailer options.
- Could have a more grasping interface.
- Doesn't have the option for subtitles.

- Rewrite the synopsis.
- Add trailer and subtitles options for all with improved icons.
- Work on the hierarchy, font and colour.

- Can't choose movies from ratings since either IMDB or People's Rating both aren't available.
- No sharing/ rating option.

- Show IMDB ratings.
- Give sections for rating/ reviewing and sharing the movies.
- Give a list of similar movies to watch down the list.

EMPATHY MAPPING

Empathy mapping is a graphic method for capturing the ideas, emotions, actions, and experiences of a single person or group of people in a given scenario or place. To develop a deeper understanding of a user's wants and preferences, it is frequently utilised in design thinking and customer-centric approaches.

Four quadrants are commonly used in empathy mapping, each representing a different facet of the person's experience:

1. Say: This quadrant captures explicit statements, quotes, and verbal expressions from the user or customer, providing insights into their thoughts, opinions, beliefs, attitudes, and preferences.
2. Think: This quadrant captures the person's thoughts, beliefs, and attitudes about the situation or problem.
3. Do: This quadrant captures the person's actions, behaviors, and activities in relation to the situation.
4. Feel: This quadrant captures the person's emotions, feelings, and attitudes towards the situation or problem.



EMPATHY MAPPING

The process involving creating a visual representation of the customer or stakeholder's thoughts, feelings, behaviours, and pain points, which can be used to inform product development, marketing, and communication strategies.

1. Pain points: The things that frustrate or cause difficulty for the person in the situation.
2. Frustrations: The emotional responses to the pain points, such as anxiety, anger, or disappointment.
3. Goals: The person's desired outcomes or objectives in relation to the situation.

Pain Points

- Not patient
- Does not want to spend more than 3 minutes searching.
- Might switch to netflix if frustrated
- Irritated with the search inaccuracy.
- Wants to use an easier and responsive app
- Hates the interface
- Impatient when fast-forwarding doesn't work.

Frustrations

- Wasting time.
- Dislikes apps that are glitchy and not aesthetically pleasing.
- Hates slow apps.
- Spending a lot of time searching and scrolling.
- Not finding trailers/ previews/ a good synopsis to be able to choose well.
- Search results being inaccurate.
- Facing technical difficulties and using a bland interface

Goals

- Wants to use their time wisely
- Wants to be updated about new arrivals
- Wants to share it with his friends and family
- Interested in learning about new topics/ genres.
- Wants to preview trailers before watching
- Wants personalised and user-specific content
- Wants better recommendations to watch
- Wants an aesthetically pleasing app
- Wants to save time on search glitches and seeks accurate results

USER PERSONA

2023

VIKAS ARORA



Vikas Arora is a well-respected literature professor with over 7 years of teaching experience. He is known for his vast knowledge of literature from different time periods, especially the 19th and 20th centuries.

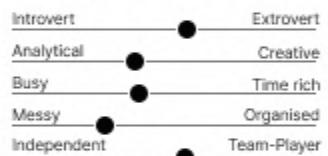
In his free time, Vikas enjoys watching classic movies from the 1900s. He is particularly interested in films that were produced between 1910 and 1960. Vikas enjoys studying the cinematography, storytelling techniques, and social commentary of these movies. He also likes to attend film festivals and screenings to further expand his knowledge of classic cinema.

Age: 32 years

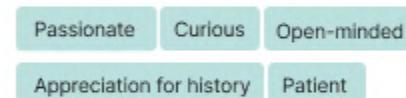
Location: Bangalore, India

Occupation: Professor at MIT

Personality



Behaviour Traits



NAMAN MATHUR



Naman Mathur is a student, currently pursuing a degree of Bachelors in Software Engineering. He is interested in pursuing many different art forms such as Music, Film, Acting and Drama, Modelling, etc.

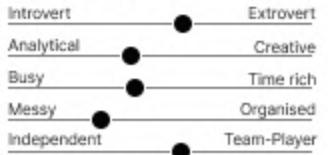
While on break and in his spare time, Naman is fond of watching movies and documentaries. He does not have any specific genre that he is particularly interested in, he appreciates all genres of movies and takes pleasure in expanding his mind to different genres as well as direction, story, and other aspects and elements of movies.

Age: 20 years

Location: Bangalore, India

Occupation: Student

Personality



Behaviour Traits



USER PERSONA

2023

ANU HEBBAR



Anu Hebbal is a successful software engineer with over 20 years of experience in the tech industry. She has worked for several large companies and is currently a senior software engineer at a leading tech company.

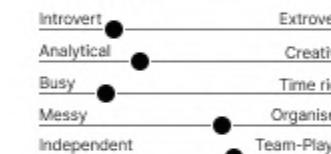
She has a passion for old films and enjoys studying the cinematography, acting, and storytelling techniques of classic movies. She has a deep love of learning and enjoys exploring new topics and ideas. Anu is also interested in film restoration and wants to travel and visit classic movie locations around the world.

Age: 51 years

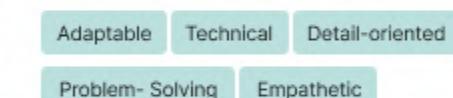
Location: Bangalore, India

Occupation: Software Engineer

Personality



Behaviour Traits



RITHVIK HEGDE



Rithvik Hegde is a dedicated and driven account management co-ordinator with 5 years of experience in the industry. He has a strong work ethic and is known for his attention to detail and ability to meet deadlines. Rithvik enjoys working with clients and finding solutions to their needs.

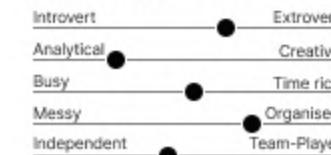
He is fascinated by the styles and aesthetics of these films, particularly the fashion and music. Alex is also interested in film history and enjoys learning about the directors and actors who made these movies.

Age: 29 years

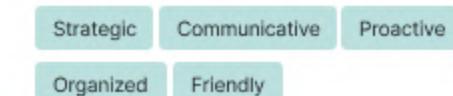
Location: Bangalore, India

Occupation: Account Management Co-ordinator

Personality



Behaviour Traits

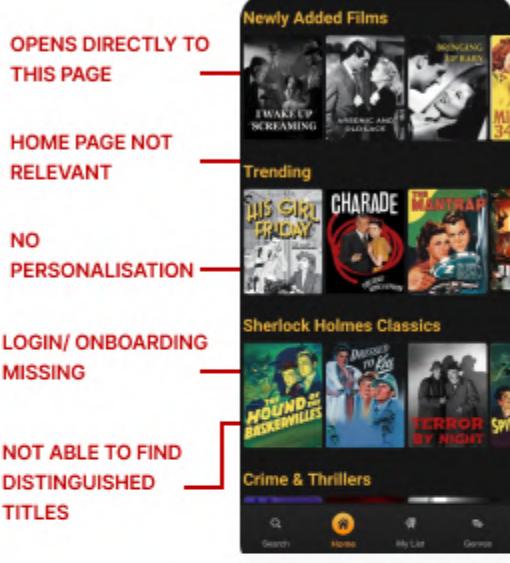


DATA ANALYSIS

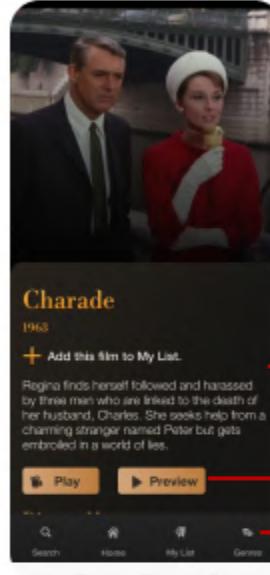
ISSUES IN THE EXISTING UI



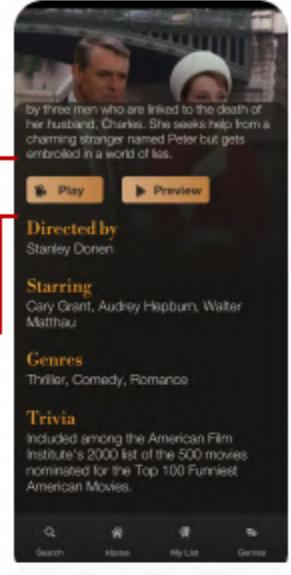
- INCORRECT SEARCH RESULTS = HARD NAVIGATION
- NOT VISUALLY APPEALING
- SORTING/ FILTERING OPTION MISSING
- WRONG HIERARCHY



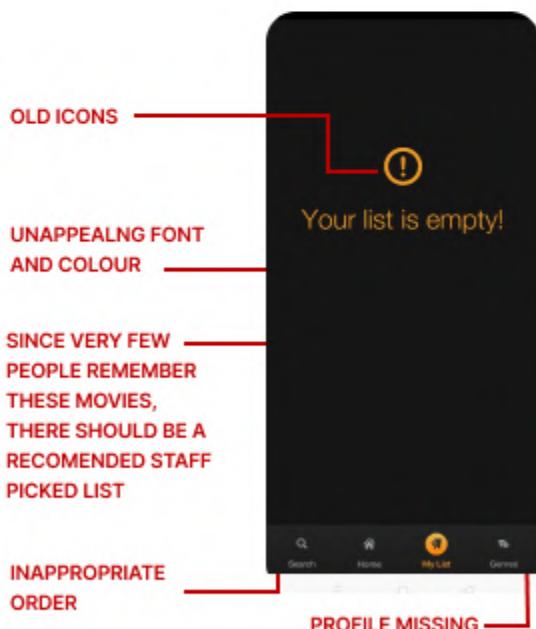
- OPENS DIRECTLY TO THIS PAGE
- HOME PAGE NOT RELEVANT
- NO PERSONALISATION
- LOGIN/ ONBOARDING MISSING
- NOT ABLE TO FIND DISTINGUISHED TITLES



- BORING SYNOPSIS
- BORING FONT AND BLAND COLOUR
- SHARING OPTION MISSING
- CHANGE TO TRAILER
- UNAPPEALING and COMPLEX ICONS



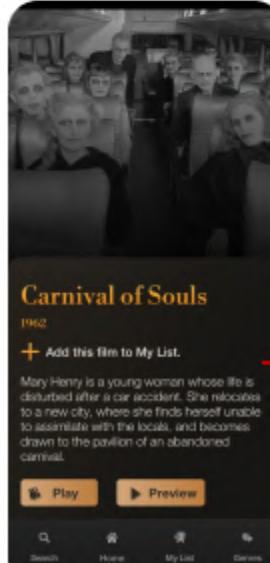
- NOTIFICATIONS NOT AVAILABLE FOR THE UPCOMING MOVIES/ NEWLY ADDED/ STILL WATCHING



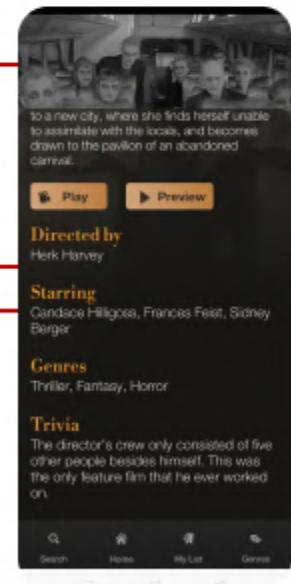
- OLD ICONS
- UNAPPEALING FONT AND COLOUR
- SINCE VERY FEW PEOPLE REMEMBER THESE MOVIES, THERE SHOULD BE A RECOMMENDED STAFF PICKED LIST
- INAPPROPRIATE ORDER
- PROFILE MISSING



- LOGO MISSING
- TOP BAR MISSING
- VERY BLAND UI



- SHOULD MENTION AWARDS WON BY THE MOVIE
- RATHER HAVE ICONS THAN TEXT
- CAST IMAGES MISSING
- IMDB RATING MISSING



DATA ANALYSIS

IMPROVEMENTS FOR RETROREEL

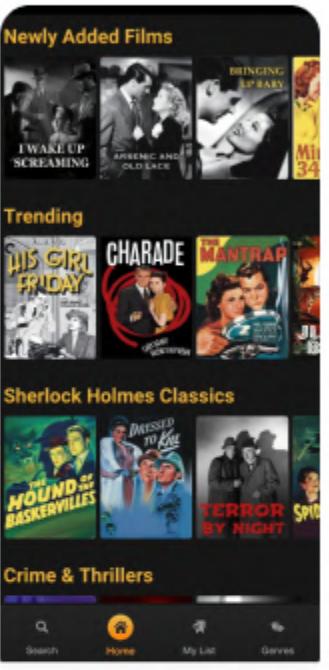
Home page

User-specific recommendations.

Limit home page recommendations and narrow down to the user interests: Too many options could be a side effect of not understanding user interests well.

Currently home screen is static for all users hence this should get personalized over time as the user interacts with the app. This allows our algorithm to expose the user to different movies.

Create better visual styles. Use concepts and ideas and adapt it for our own content and audience.

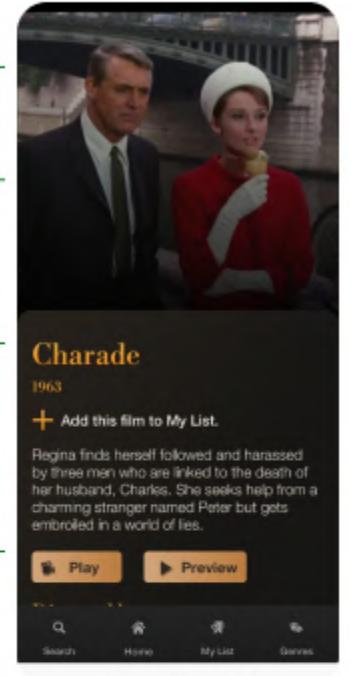


IMDB rating. Show out of 10

Cast should be displayed in the movie details page. If the cast is notable, people tend to give the movie a shot more easily.

When seeing the details of one movie, show other relevant movies. Relevancy can be determined using similar genres, same cast, same director, etc.

Trailer. Start playing the trailer while the user is in the movie details page. Trailers have a big impact in telling the user the tone of the movie.



Discovery

Navigation is hard. Sometimes users have to click on too many buttons and cross too many pages to get where they want. Some buttons are in unnatural places.

Solution: Count how many clicks it takes to different places in the app.

Users don't know what to search for, especially if they're young. Old users might search for "The Wizard of Oz", but we don't have it. In this case we should recommend other movies, say, by Judy Garland as an alternative. The search page should offer relevant options. This could even just be a subset of movies shown in the home page already.

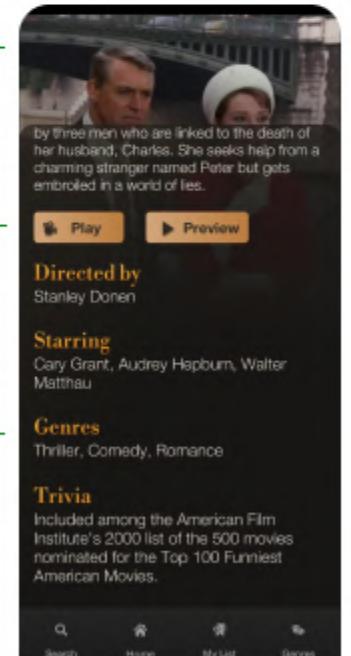


Personalization

Compelling synopsis. Some synopsis of our movies are pretty dull.

When seeing the details of one movie, show other relevant movies. Relevancy can be determined using similar genres, same cast, same director, etc.

Awards. If a movie has received BAFTA, Oscar, Golden Globe, etc, highlight it in the movie details page. Critical acclaim can play a role.



DATA ANALYSIS

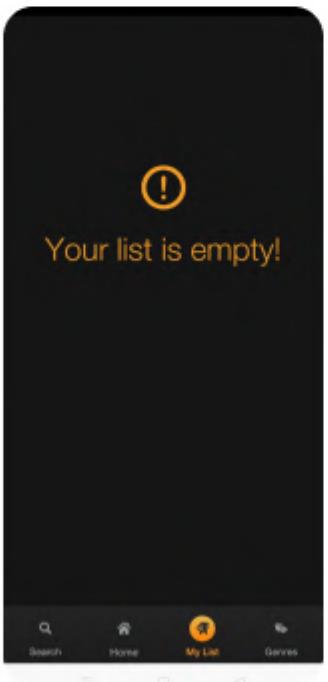
IMPROVEMENTS FOR RETROREEL

Churn prevention through notifications:

If a user has been inactive for a few days, send a notification about a movie. Especially if the user starts the app, browses around, but doesn't watch anything. It's likely because they don't have the time or lack the mental energy to invest a couple hours. The next day, they might be more easily convinced to watch something if they receive a notification.



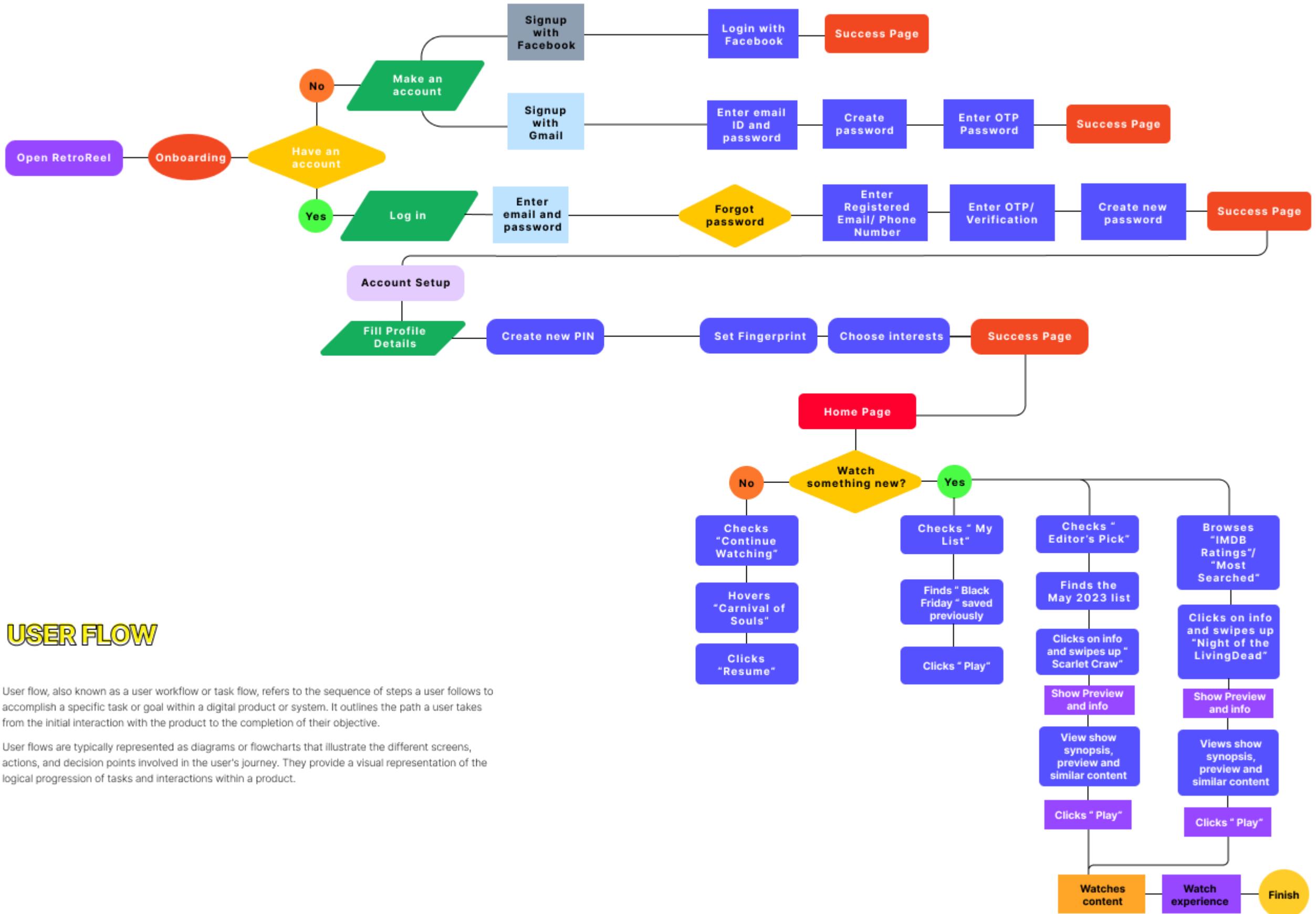
Prompt the user to add things to My List as frequently as possible. Make the "Add to My List" UI stand out a bit. Also, reward the user for adding things to my list by recommending similar things as well as showing the My List entries frequently. People use My List like a bookmark page, so they can recall them later. People use My List like a "Movie Bucket List" as well as reminders.

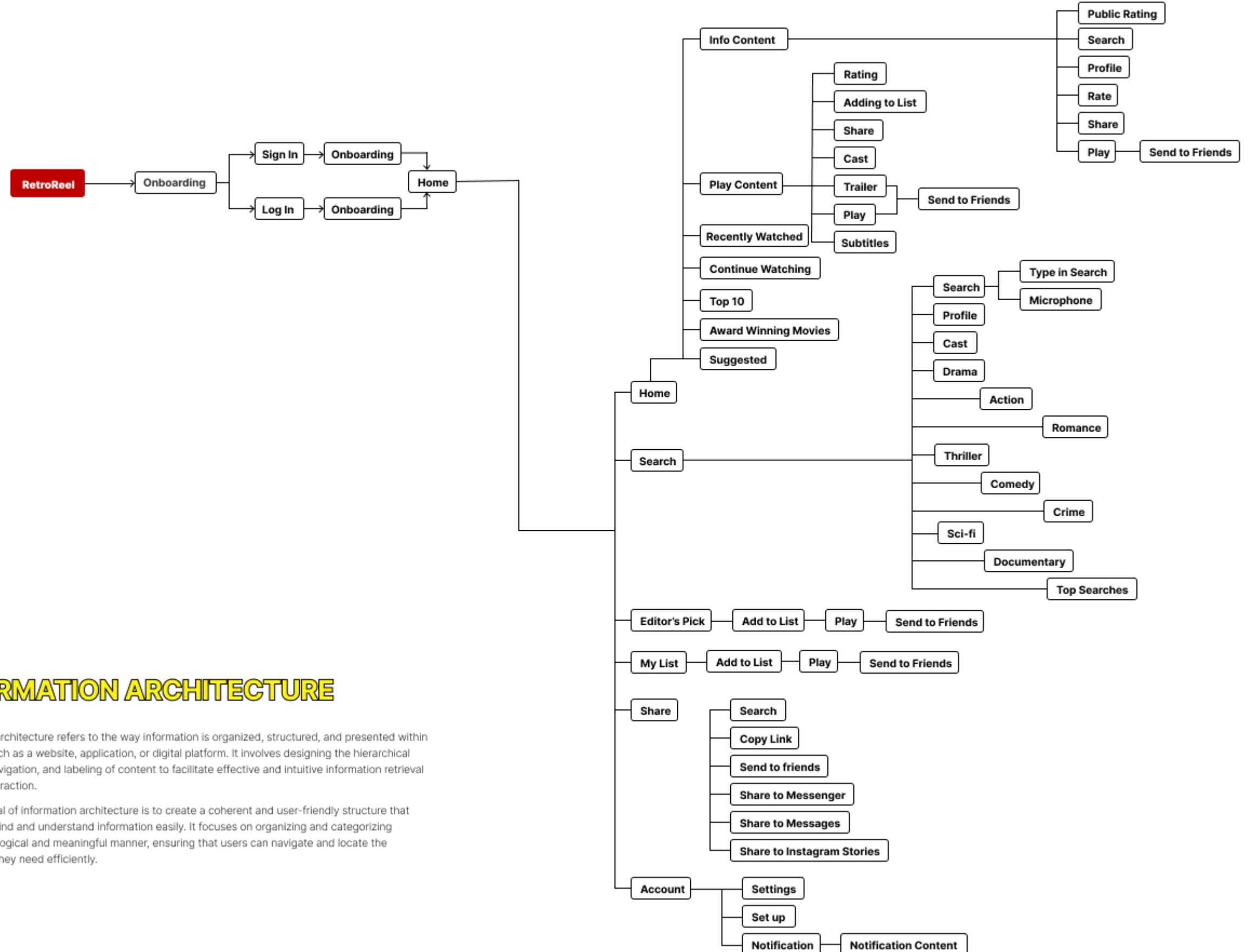


Not able to find distinguished titles. In the case of Netflix, Hotstar, etc, it's the exclusives. In our case it can be "Editor's Pick" titles. Title's that are more iconic than others in the category. We should also try to remaster or obtain higher resolution videos for these titles.

RE-DESIGN BRIEF

Redesign the user interface of the app RetroReel for Firexit Software Pvt Ltd. available on Playstore for Android mobile keeping in mind the analysis, case studies, it's keypoints, UI trends, interviews and surveys, findings and personalisation in-capacity with company objective to give a better user experience .





WIREFRAME

- Wireframing is a visual representation or a skeletal outline of a website, application, or user interface (UI). It is typically created during the early stages of the design process to provide a basic structure and layout for the project.
- A wireframe is a low-fidelity representation that focuses on the arrangement of elements, content placement, and overall navigation without getting into specific design details such as colors, typography, or visual aesthetics. It helps designers, developers, and stakeholders to establish a common understanding of the project's structure and functionality.
- Wireframes are often created using specialized software tools or even simple pen and paper sketches. They consist of basic shapes, lines, and placeholder text that represent different UI components like buttons, text fields, images, and menus. The goal is to quickly visualize the layout and user flow, making it easier to iterate and refine the design before moving on to more detailed stages.

Here, I have hand-drawn low-fidelity wireframe for app design which offers a raw and organic approach to visualizing the structure and layout of the application. By wielding pen and paper, designers can quickly sketch out the skeletal framework of an app, capturing the essence of its functionality and user flow without getting bogged down in the finer design details. These hand-drawn wireframes provide a tangible representation of the app's user interface, allowing for rapid iteration, easy collaboration, and a focus on core functionality. Through this intuitive and flexible medium, designers can explore multiple layout options, experiment with different interaction patterns, and gather valuable feedback from stakeholders or users early on in the design process.

Further I developed high-fidelity (Hi-Fi) wireframes, focusing on refining the visual aesthetics, typography, color schemes, and incorporating real content instead of placeholders. These wireframes showcase the actual interface elements, such as buttons, icons, images, and input fields, with more precision and accuracy.



HI-FI WIREFRAME



ICONOGRAPHY

User flow, also known as a user workflow or task flow, refers to the sequence of steps a user follows to accomplish a specific task or goal within a digital product or system. It outlines the path a user takes from the initial interaction with the product to the completion of their objective.

User flows are typically represented as diagrams or flowcharts that illustrate the different screens, actions, and decision points involved in the user's journey. They provide a visual representation of the logical progression of tasks and interactions within a product.

Bold



Light / (Border)



Light / (Outline)



Curved



Broken



Bulk



Two tone



COLOUR

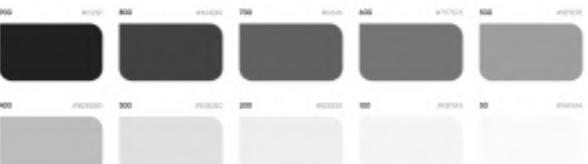
Main



Alert & Status



Greyscale



Gradients



Dark Colors



Others



Background



Transparent



FONT

Font Used

Aa
Urbanist
Bold

Aa
Urbanist
SemiBold

Aa
Urbanist
Medium

Aa
Urbanist
Regular

Heading

Heading 1

Heading 1 / Bold / 48px

Heading 2

Heading 2 / Bold / 40px

Heading 3

Heading 3 / Bold / 32px

Heading 4

Heading 4 / Bold / 24px

Heading 5

Heading 5 / Bold / 20px

Heading 6

Heading 6 / Bold / 16px

Body

Body XLarge

The quick brown fox jumps over the lazy dog
Body XLarge / Bold / 8px

Body XLarge

The quick brown fox jumps over the lazy dog
Body XLarge / SemiBold / 8px

Body XLarge

The quick brown fox jumps over the lazy dog
Body XLarge / Medium / 8px

Body XLarge

The quick brown fox jumps over the lazy dog
Body XLarge / Regular / 8px

Body Large

The quick brown fox jumps over the lazy dog
Body Large / Bold / 10px

Body Large

The quick brown fox jumps over the lazy dog
Body Large / SemiBold / 10px

Body Large

The quick brown fox jumps over the lazy dog
Body Large / Medium / 10px

Body Large

The quick brown fox jumps over the lazy dog
Body Large / Regular / 10px

Body Medium

The quick brown fox jumps over the lazy dog
Body Medium / Bold / 10px

Body Medium

The quick brown fox jumps over the lazy dog
Body Medium / SemiBold / 10px

Body Medium

The quick brown fox jumps over the lazy dog
Body Medium / Medium / 10px

Body Medium

The quick brown fox jumps over the lazy dog
Body Medium / Regular / 10px

Body Small

The quick brown fox jumps over the lazy dog
Body Small / Bold / 10px

Body Small

The quick brown fox jumps over the lazy dog
Body Small / SemiBold / 10px

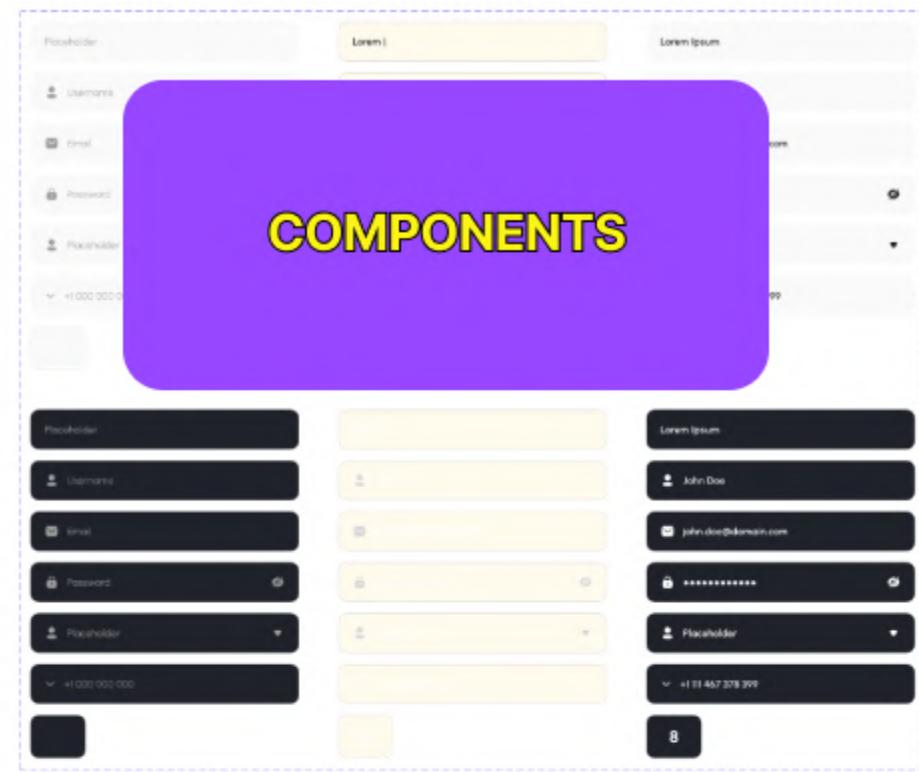
Body Small

The quick brown fox jumps over the lazy dog
Body Small / Medium / 10px

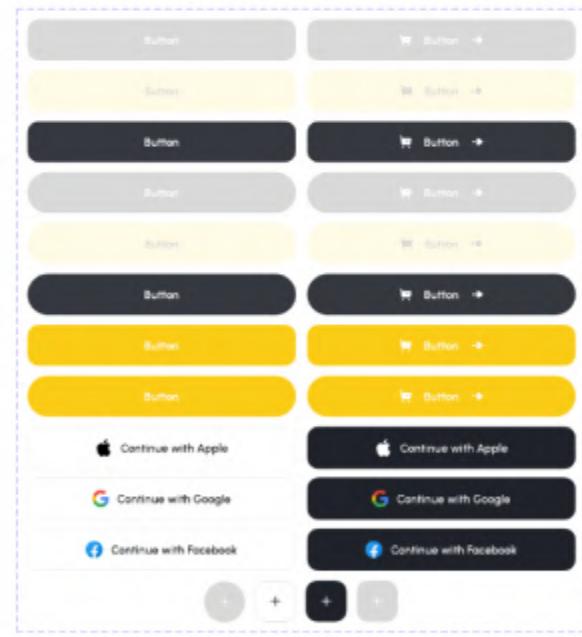
Body Small

The quick brown fox jumps over the lazy dog
Body Small / Regular / 10px

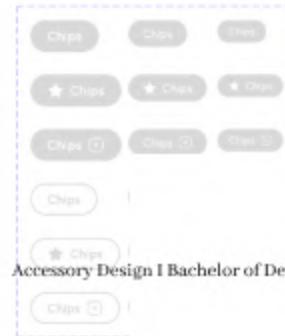
Input Field



Button



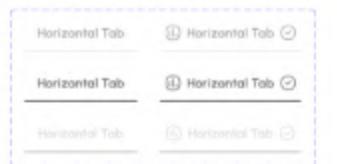
Chips



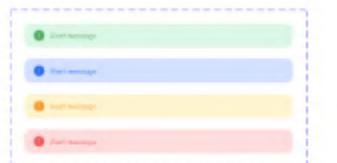
Bottom Bars



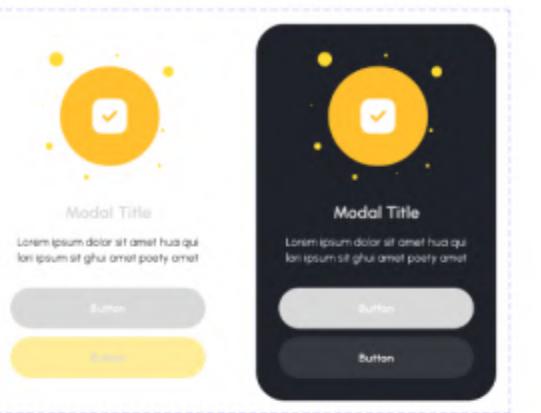
Horizontal Tab



Alert



Modal



Keyboards



Top Bars



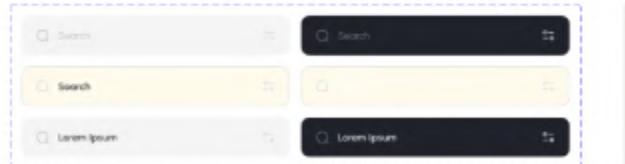
Home Indicator



Divider



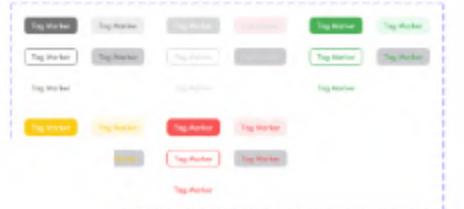
Search



Grid



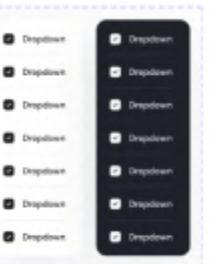
Tag



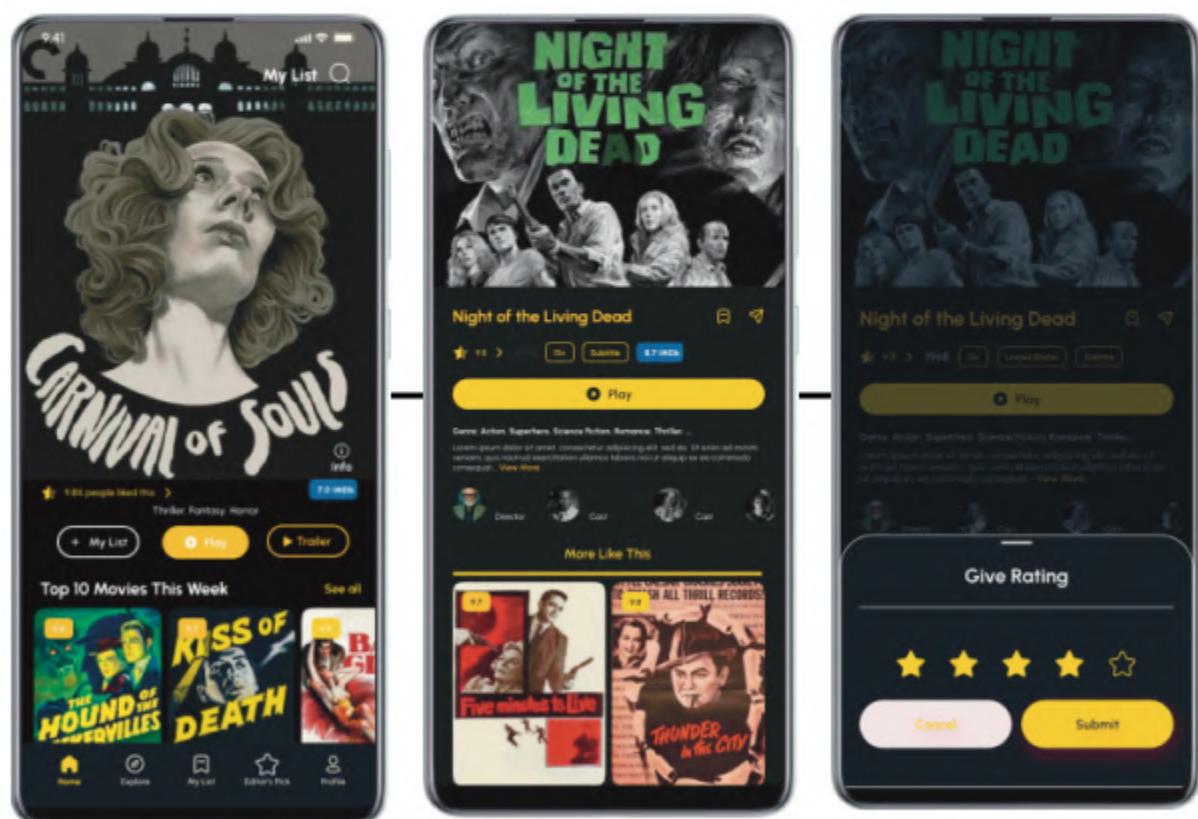
Tag



Dropdown

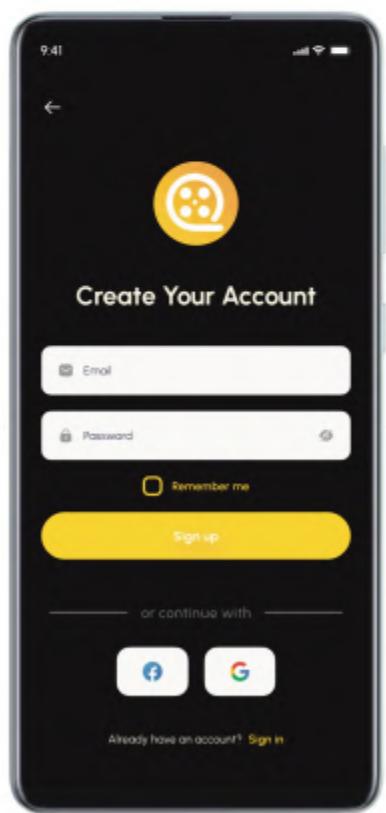
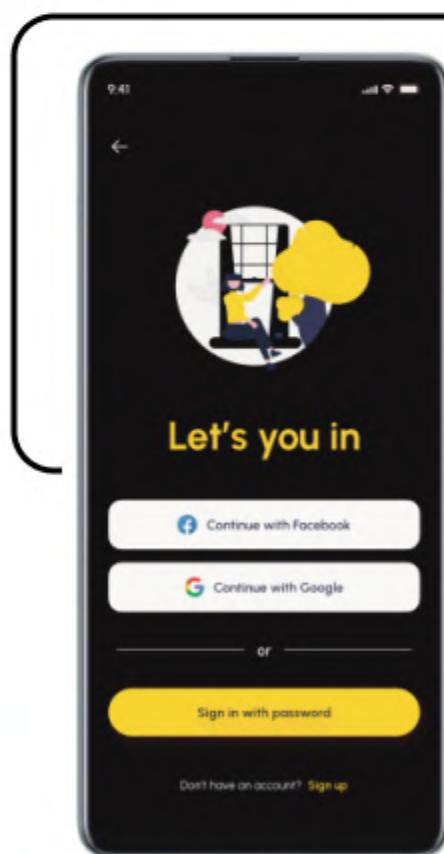
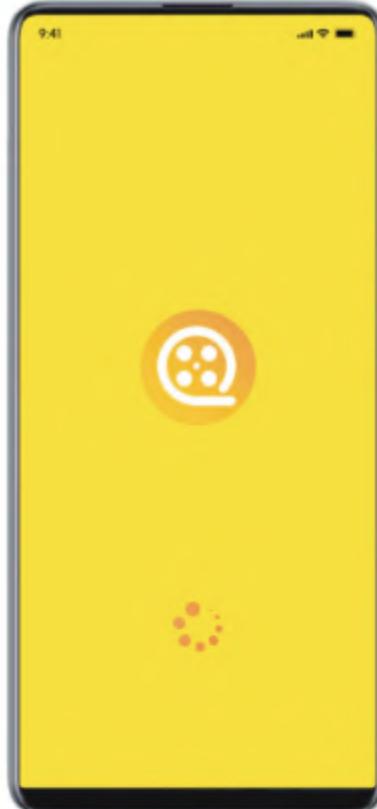


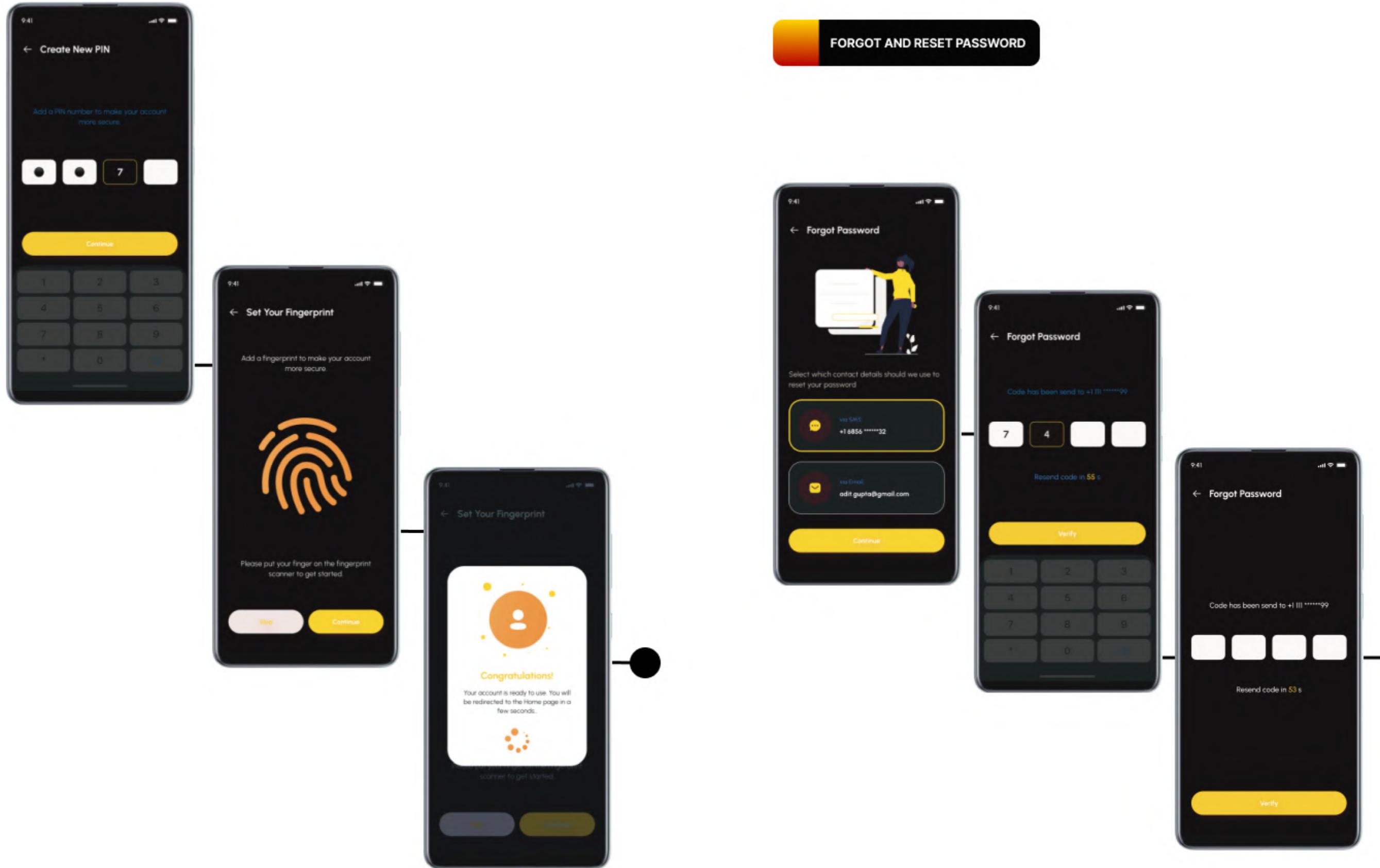
DESIGN PHASE 1



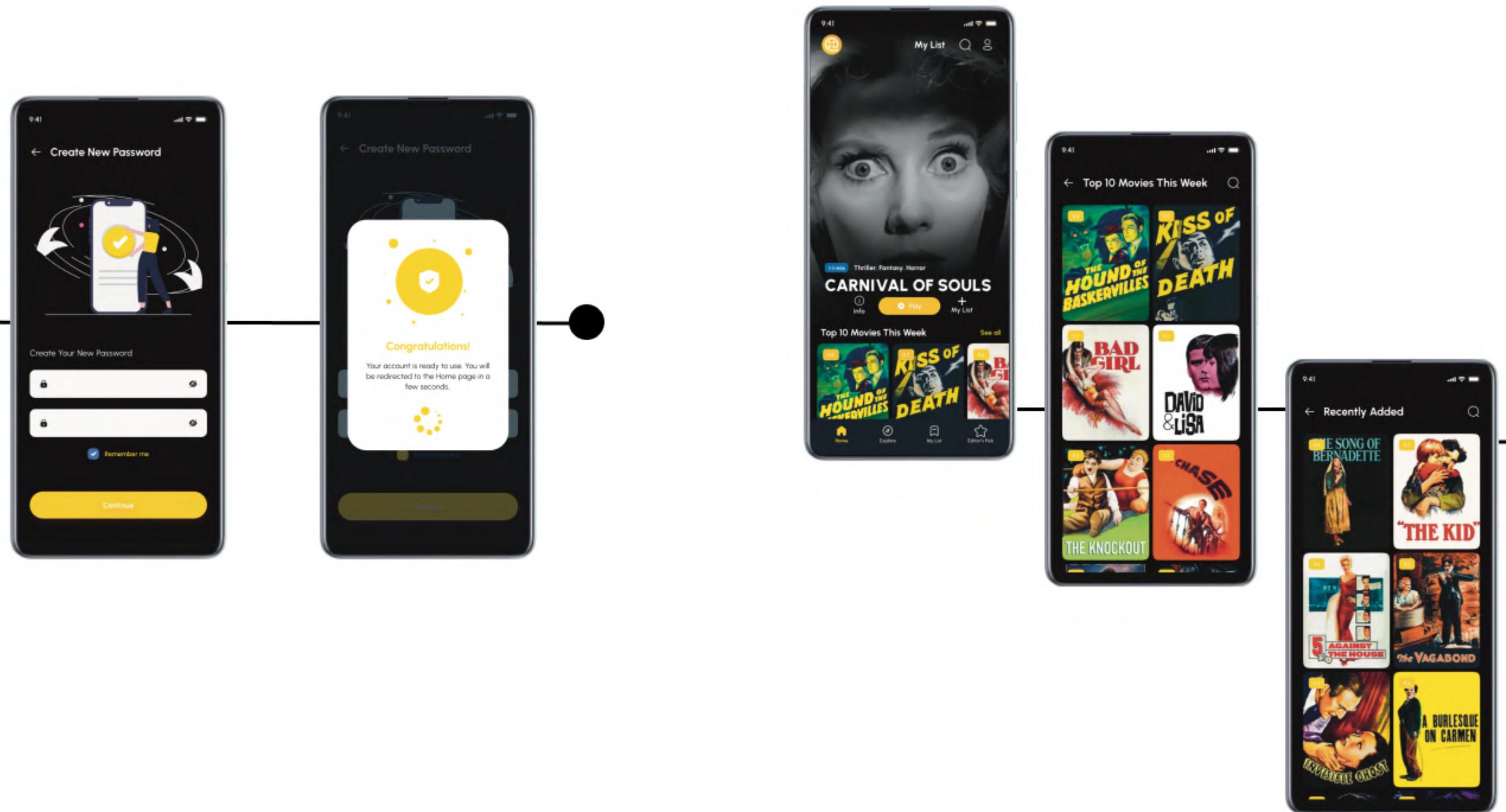
DESIGN PHASE 2

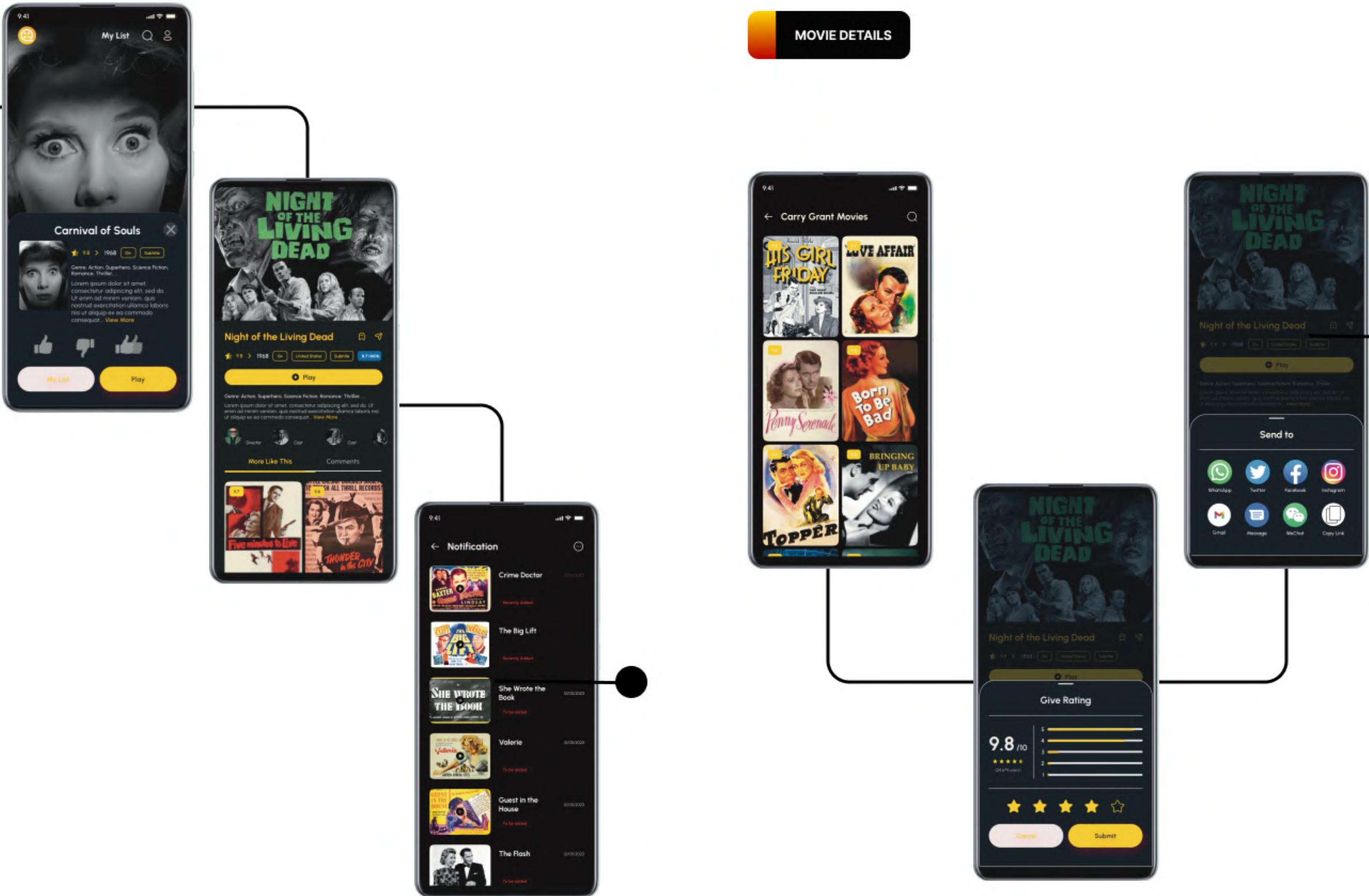
ONBOARDING

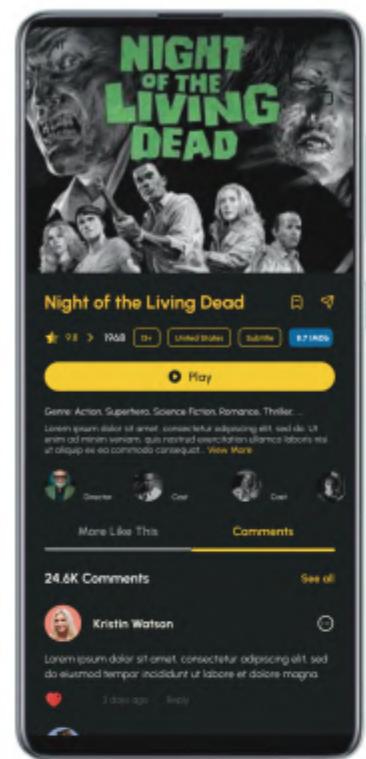




HOME AND ACTION MENU







SEARCH AND FILTER

