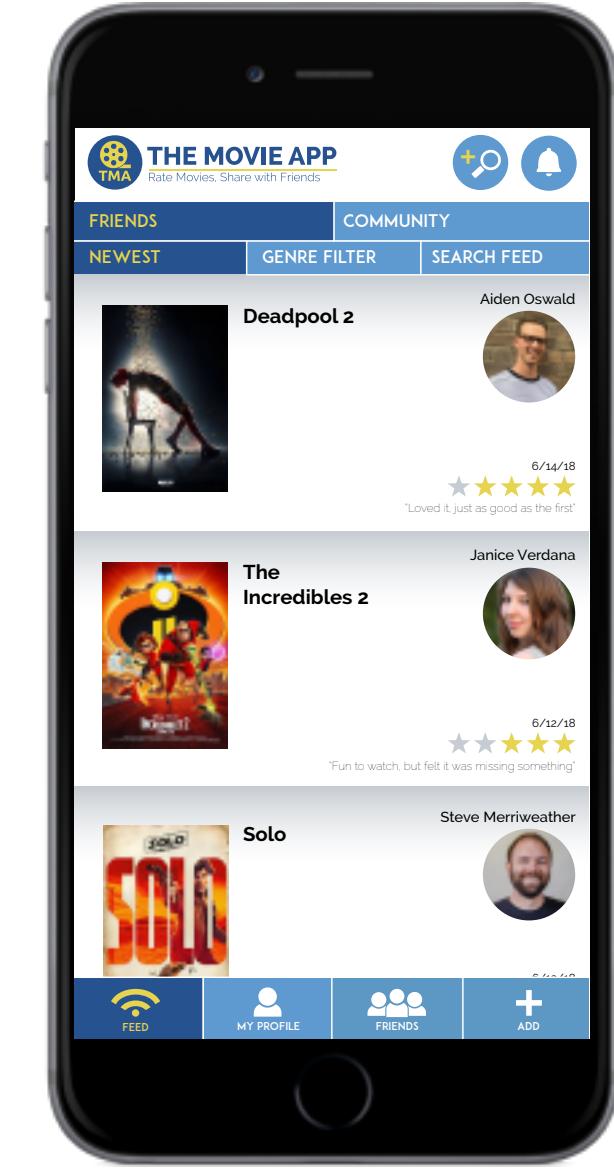




THE MOVIE APP

Rate Movies, Share with Friends



A Social App For Movie Lover's And Their Friends

TOPIC

MAIN INQUIRY

How do user's share opinions, research, and decide on which movie to watch? Are movie goers needs met by the current sources they are using.

SUMMARY

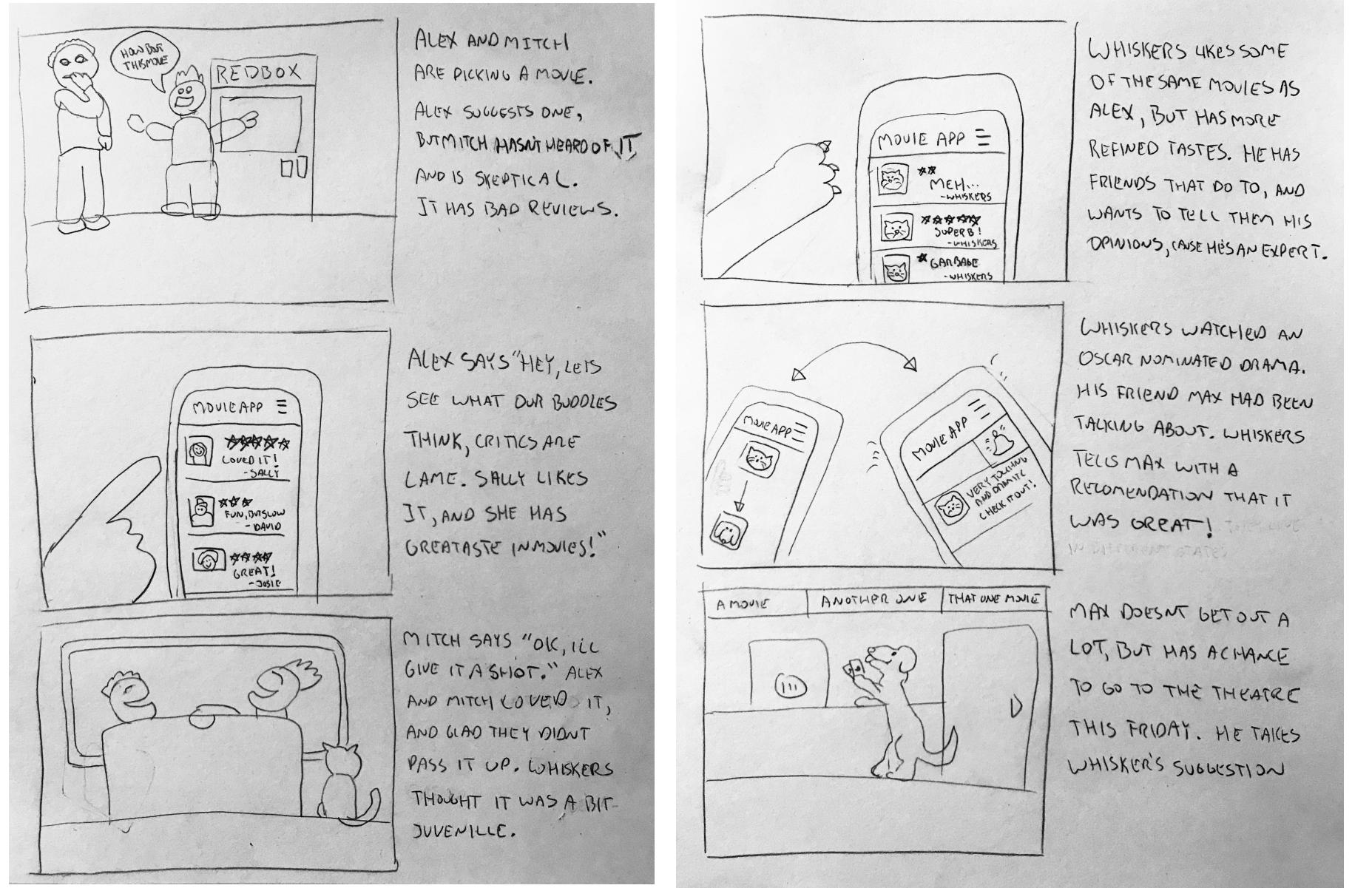
Opinions on movies are vast and spread out across the digital landscape. Rotten tomatoes, articles, blogs, social media postings and more. People enjoy talking about movies, and many spend significant time with a variety of sources to guide or share their opinions.

KEY RESEARCH TOPICS

- Habits surrounding watching movies
- Factors that influence how to decide what to watch
- Motivations for sharing thoughts and opinions on movies
- Perceived value of movie critics/reviews



STORYBOARDS



PROBLEM STATEMENT & HYPOTHESIS

USER GOALS

- Make a wise investment of time and money
- Share their opinions with others, and hear opinions
- Discover and learn more about what is out there

PROBLEM STATEMENT

Users have a lot places to achieve these goals, but sometimes still struggle to accomplish them even with the plethora of sources out there.

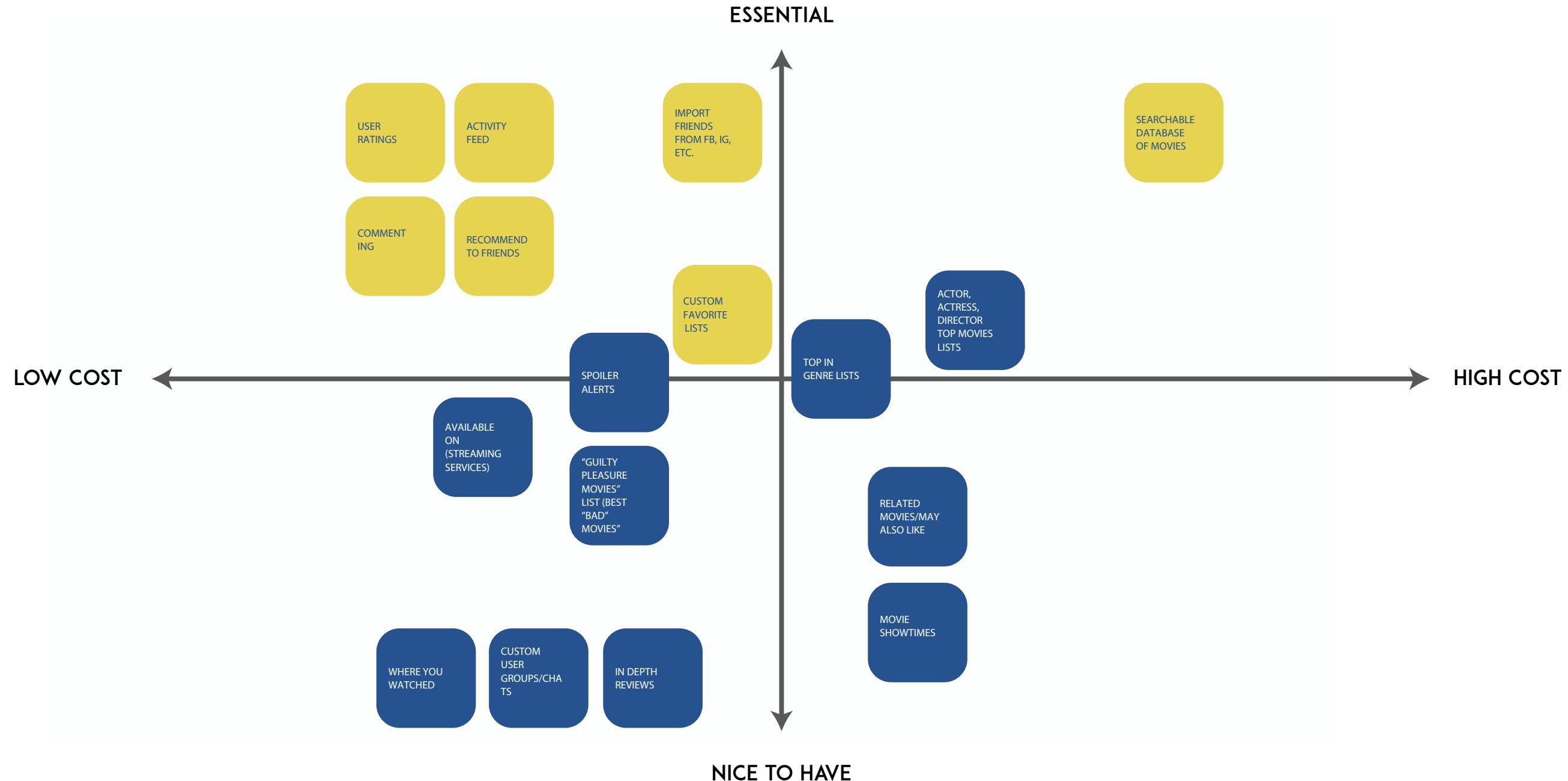
HYPOTHESIS

Improving the experience with alternative platform that focuses on connecting about movies with friends and the people you know. A social platform dedicated to movie rating and sharing could provide a resource for sharing, discovery, and decision making that users don't currently have available.



Credit: Safely Endangered - www.safelyendangered.com

FEATURE PRIORITIZATION



RESEARCH & INTERVIEWS

DEMOGRAPHIC

- Your average movie lover - not movie critics or hardcore movie nerds
- Social Media Users - FB, IG, Twitter, etc.
- People who currently share, or would like to share opinions on films
- Users who research movie reviews

INTERVIEW QUESTIONS

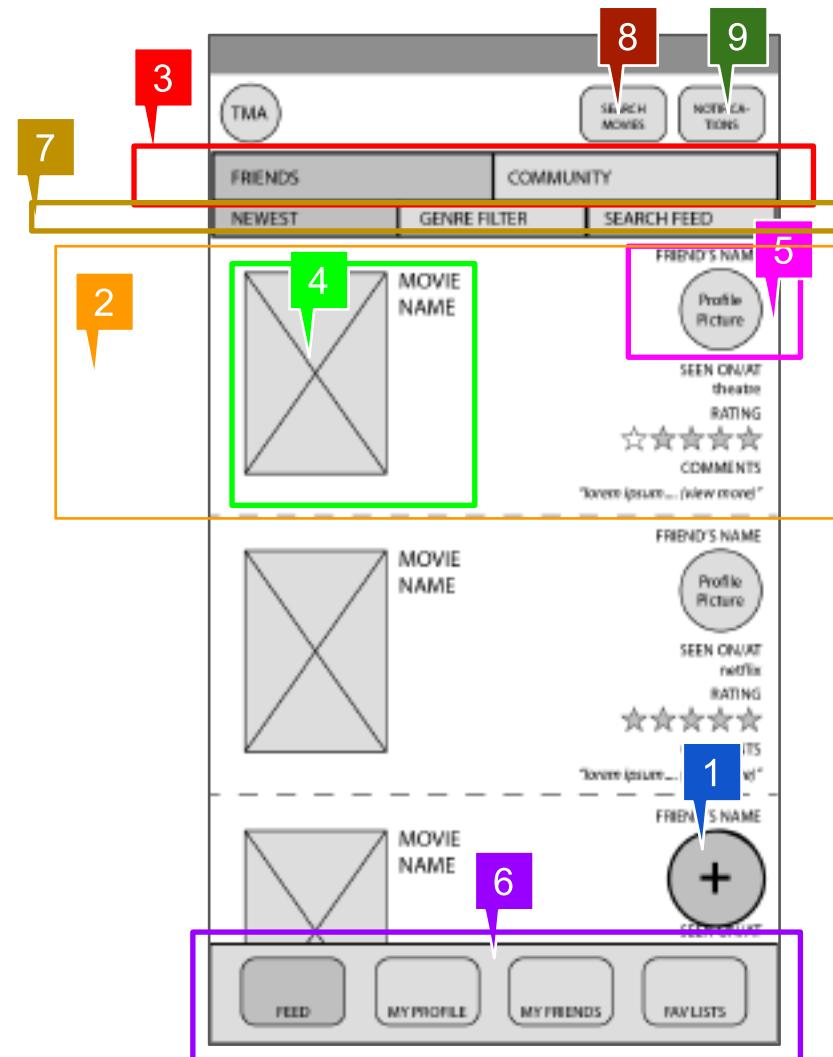
- Tell me about the last time you saw a really great movie, so great you had to tell people about it.
- How do you handle the challenge of making a decision on what to watch?
- How do you feel about critic reviews? Audience reviews? Recommendations from friends and family?
- How do you feel about giving/getting recommendations on what to watch?



ANNOTATIONS

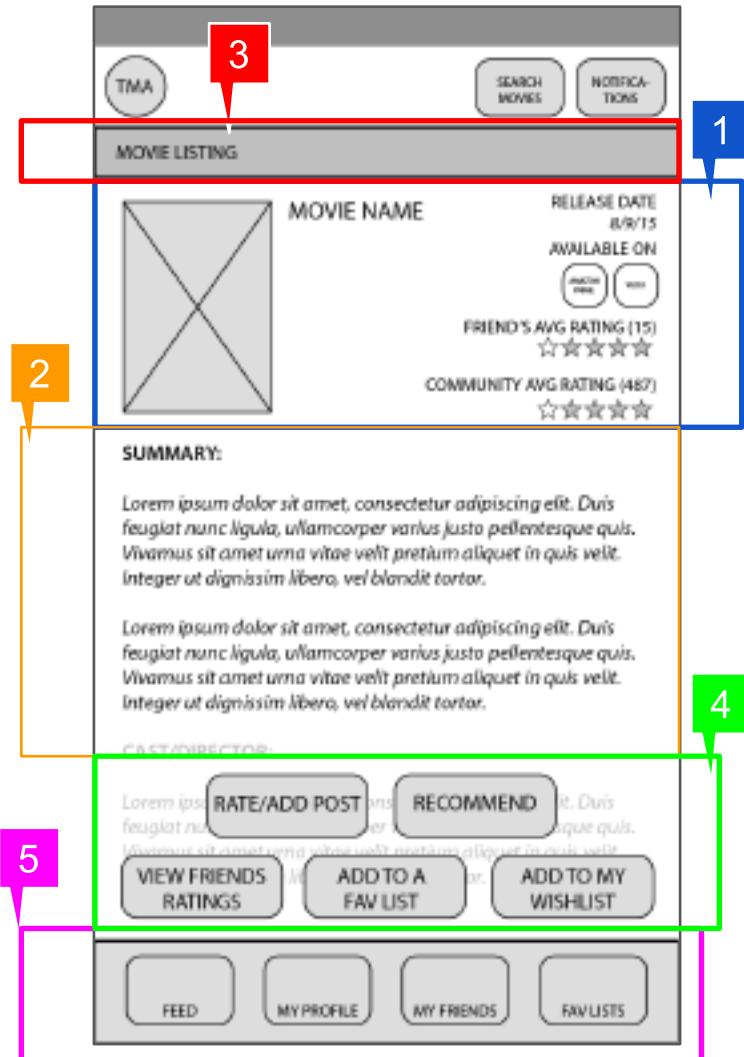
Dashboard - Friend's Activity Feed (landing screen)

1. Quick Add Button - allows user to quickly add a post, create a fav list, or invite friends
2. Post component - user created posts filtered by default by newest added
3. Selector navigation - allows users to switch between friends or community postings
4. Movie title and image - links to movie listing
5. Profile picture of post creator - always links to user's profile page when present
6. Global Footer Navigation - present at all times, allows user to switch between key screens of app
7. Filters content of posts on screen
8. Main search function - links to main search for movie titles
9. Access to user notifications

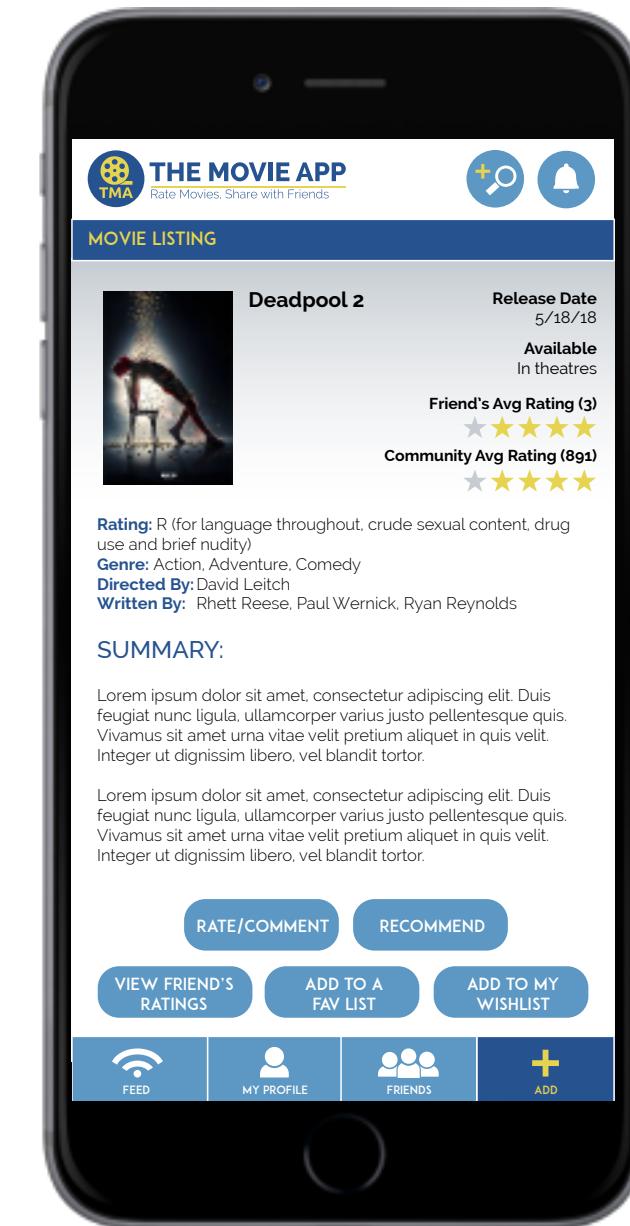
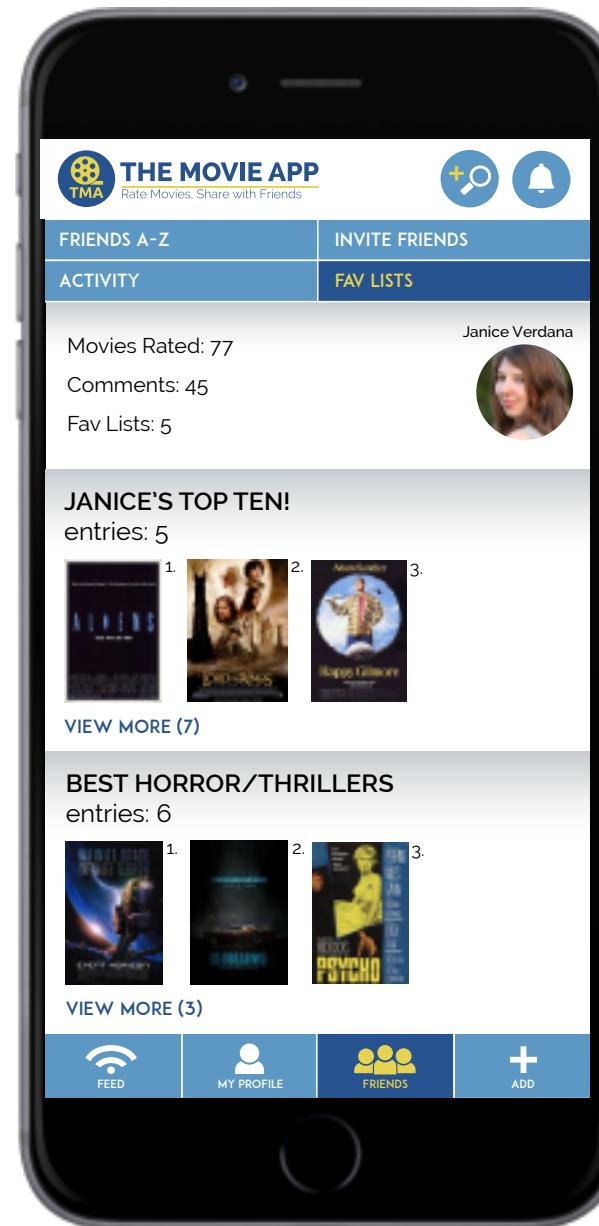
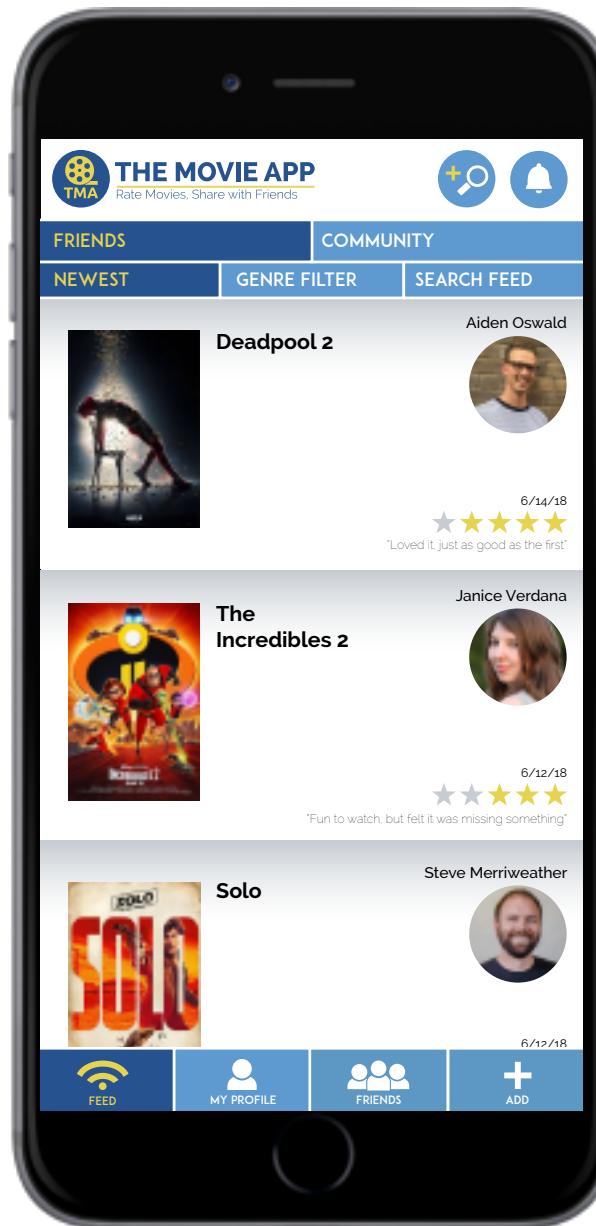


Dashboard - View Movie Listing

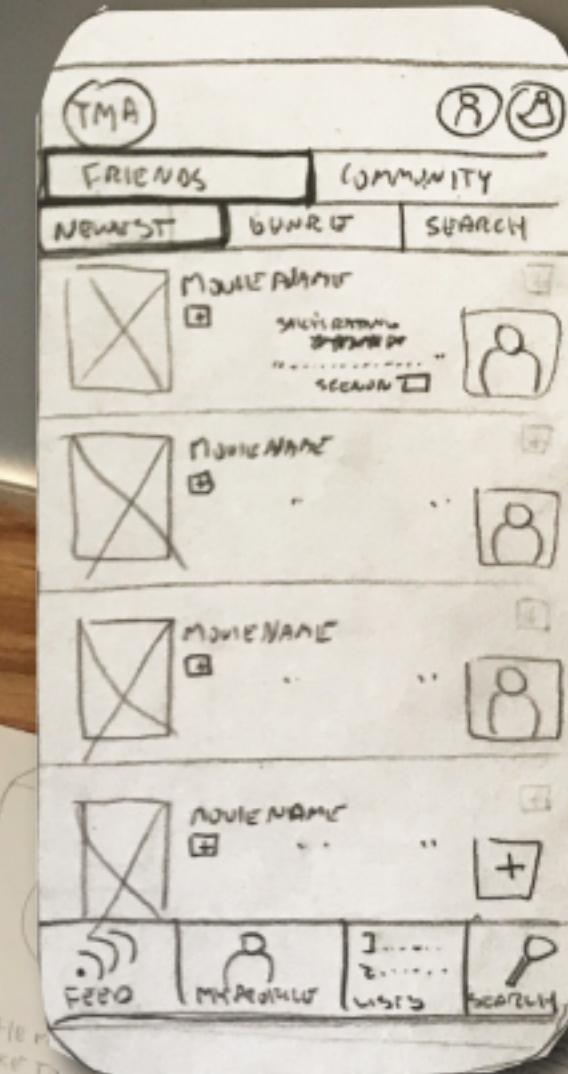
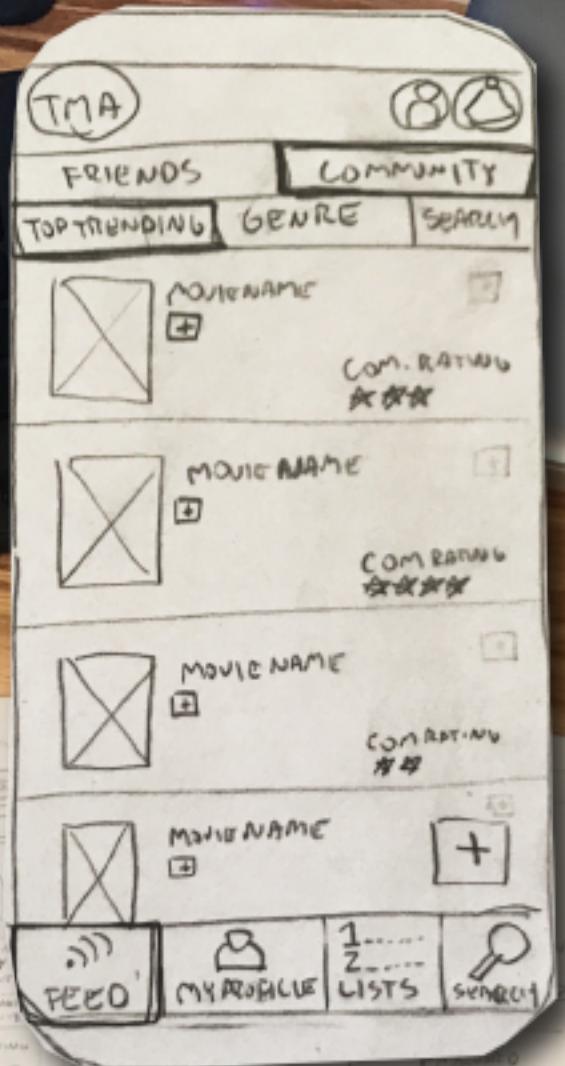
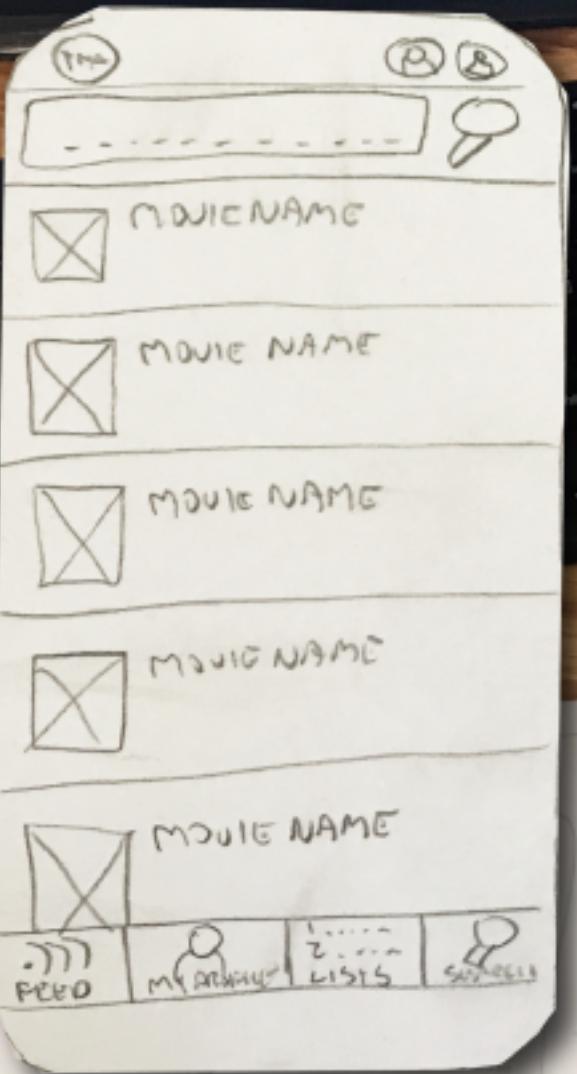
1. Movie Info 1 - Pertinent info for the movie always containing
 - a. Movie title and thumbnail image
 - b. Release date
 - c. Availability
 - d. Friend's avg rating
 - e. Community avg rating
2. Movie Info 2 - contains summary, cast and directors, and other blocks of descriptive text (scrolls)
3. Page heading without navigation - example of a title page without selectors or filters
4. Key User Action Selectors - unique to the movie listing page, allows users access to the main user goals - (floats above page content)
 - a. Rating current movie
 - b. Recommending
 - c. Filtering feed for friend ratings of this title only
 - d. Adding to a current fav list
 - e. Adding to a wishlist
5. Global Footer Navigation - present at all times, allows user to switch between key screens of app



HI-FI WIREFRAMES



SKETCHES



FINDINGS

SUMMARY

I found that users approach movies in a wide range of fashions. Some never trust critics, some trust critics only at certain times, some users dismiss critics regarding certain genres. Some share in depth opinions on movies, some more casually, some do it online, some F2F, and some a combination of the two. I was able to identify where there responses aligned to common themes.

KEY TAKEAWAYS

People get very excited to talk about movies and do so often, their approach to the experience is highly varied

Movie lovers often take their friends opinions/recommendations on movies

Movie lovers want to make a wise investment of time and money when deciding on what to watch, and they don't always trust critics and online reviews



PERSONAS



Steve M

Age: 32

Occupation:
Restaurant Cook

Genres: Super
Hero/Sci-Fi/
Comedy/Drama



Janice V

Age: 23

Occupation:
Medical Student

Genres:
Horror/Comedy/
Romance/Drama/
Disaster



Aiden O

Age: 24

Occupation:
Graphic Designer

Genres:
Superhero/
Comedy/
Animation

"I love telling people about movies that I think they'll enjoy. Obscure stuff you probably never heard of, under the radar. I love doing that!"

WHERE YOU

IN DEPTH

Goals:

- To share his outlook on movies
- Wants friends to take his recommendations
- Wants to be seen as the movie expert

Struggles:

- Pro critics disregard certain genres
- Has to find movies that his girlfriend will also enjoy
- No one can tell him about a movie he hasn't seen

Goals:

- Wants to pick the right movies
- Wants to weigh opinions on movies from a variety of source

Struggles:

- Doesn't have a lot of time has to be selective
- Gets turned off by bad critic reviews
- Might be missing out on films she'd enjoy

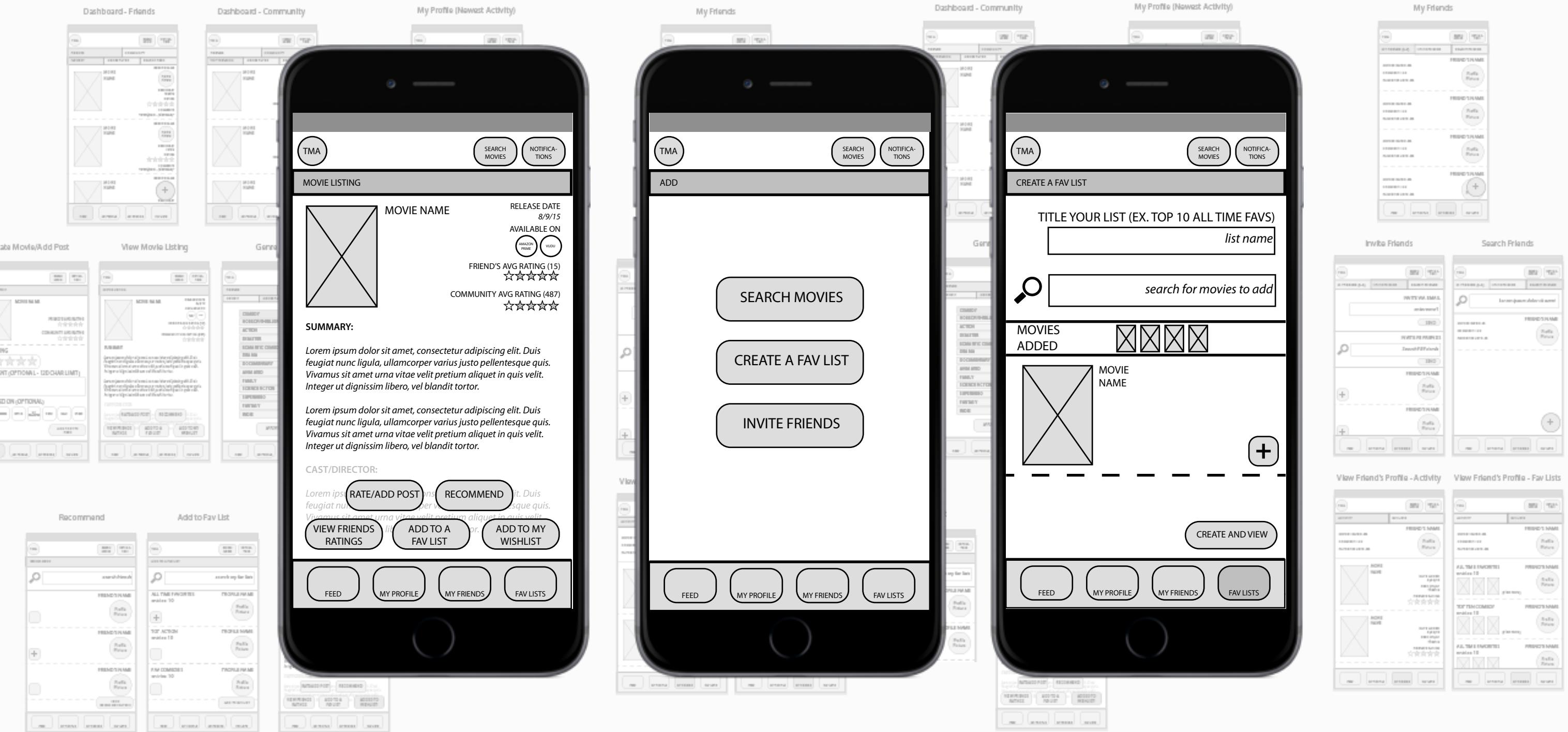
Goals:

- Wants to watch the newest, most popular movies
- Wants to save money and time

Struggles:

- Has to wait for movies to come to Netflix or be free on YouTube
- Doesn't want his opinion skewed by critics

WIREFRAMES



SITEMAP (INITIAL)

The Movie App SiteMap

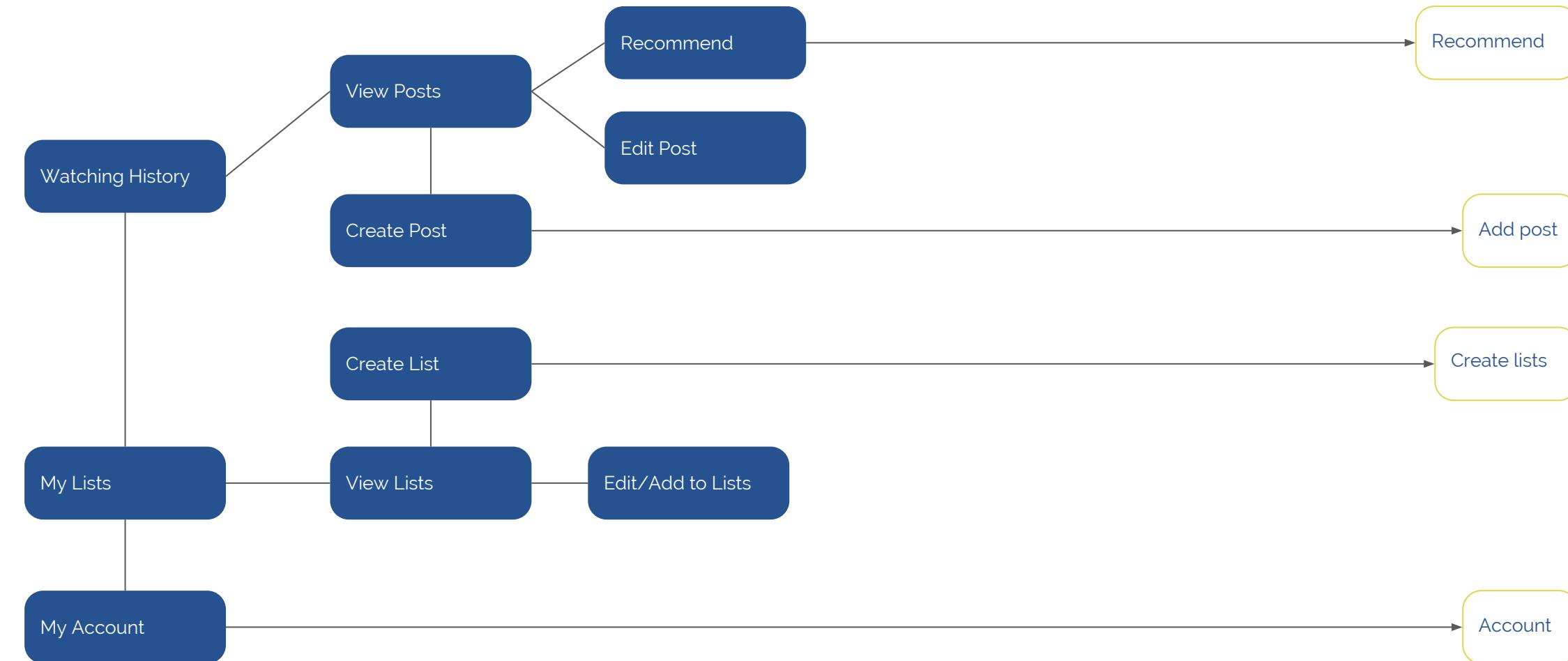
The Movie App: Dashboard



Components

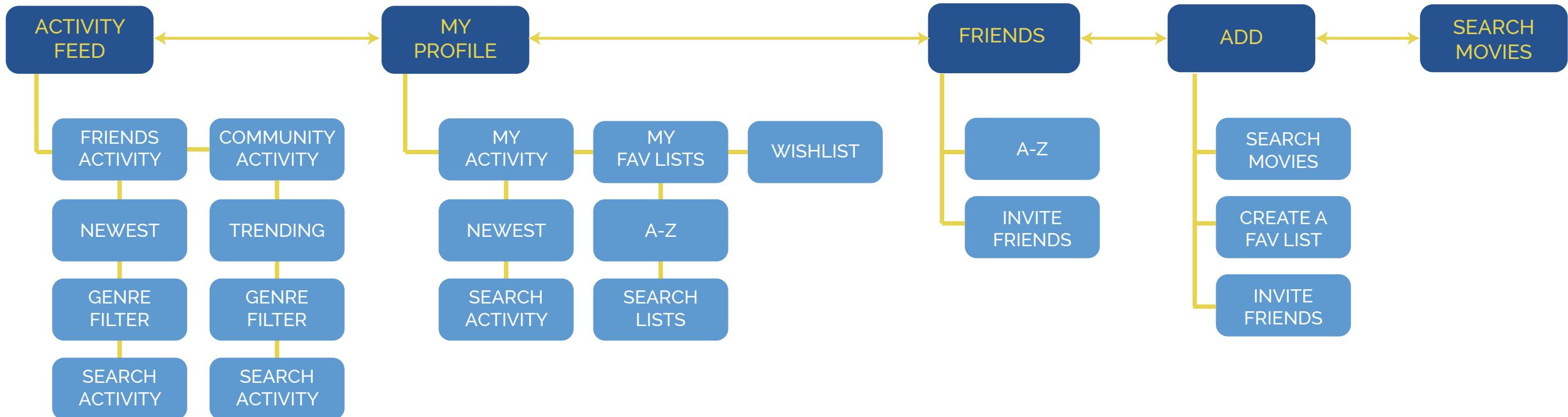


USER FLOWS (EXAMPLE)

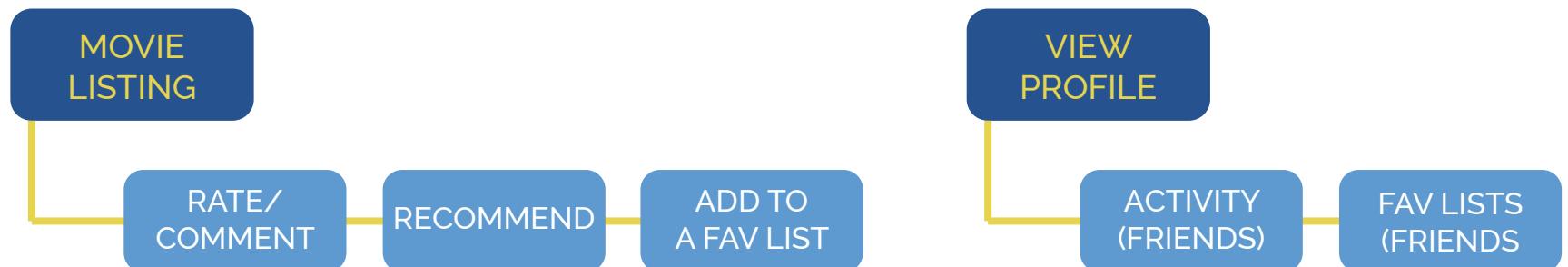


Key Screen: My Profile

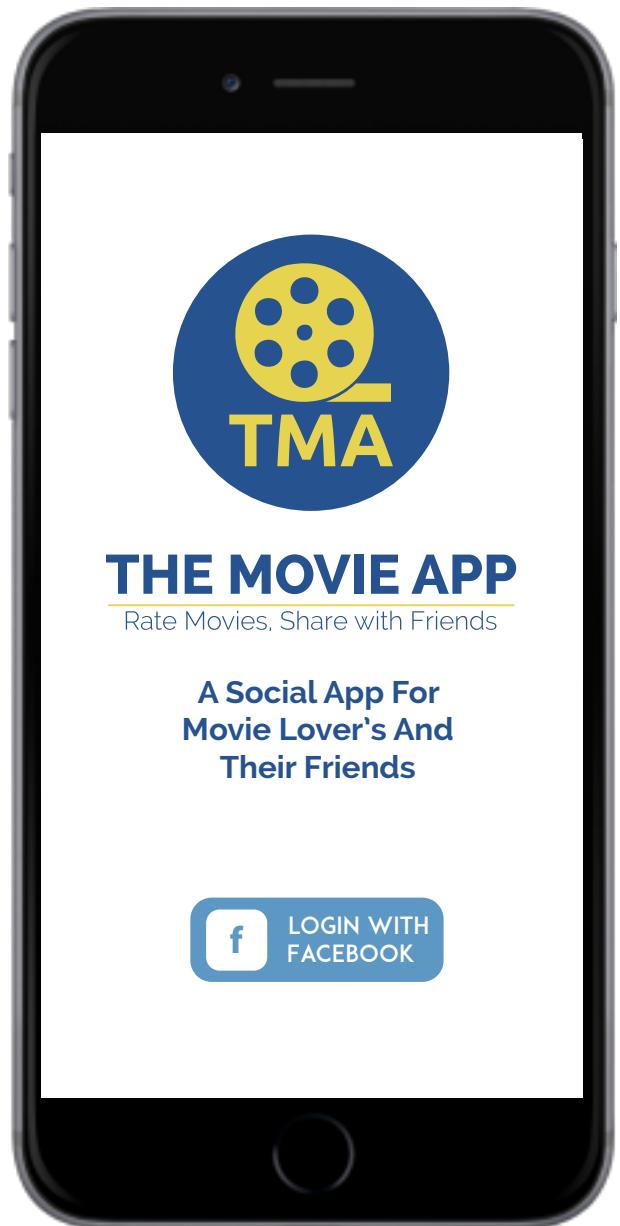
SITEMAP (UPDATED AFTER TESTING)



COMPONENTS →
(Can Navigate To From
Most Screens)

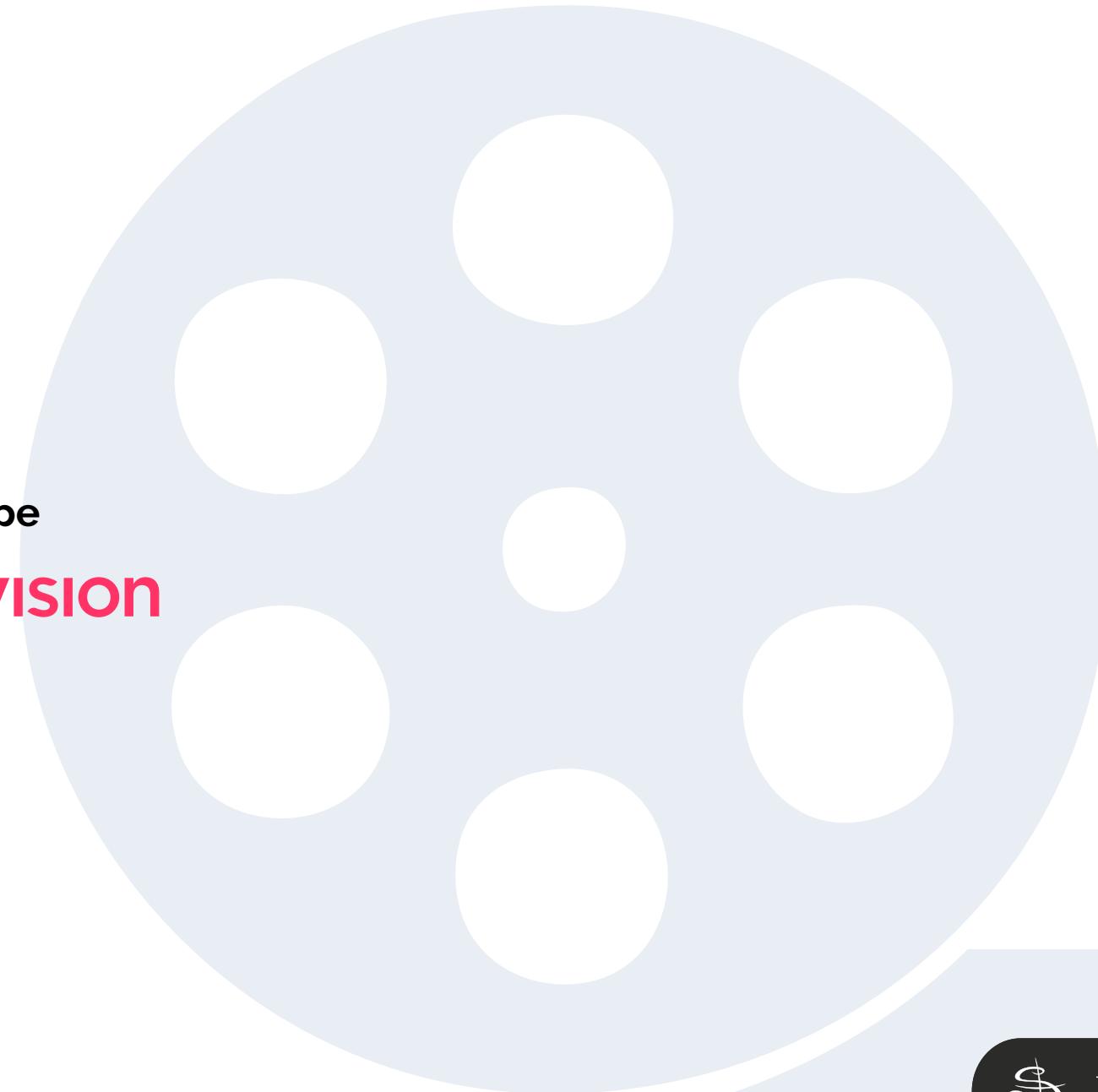


PROTOTYPE



View the Prototype
Made with 

**VIEW
PROJECT**



DESIGNS-STR.COM