

Rating: 5-Star Reviews

UX Review Analysis Report

Methodology: Design Thinking (Empathize + Define)

Source: App Store / Play Store User Reviews

App Name: IMDb

Focus: User Experience (UX) & User Interface (UI)

Summary of Key Insights

Users appreciate IMDb for its **detailed movie/TV database, personalized features, and ease of searching for content**. However, they frequently report issues like **navigation difficulties, ad interruptions, missing features, and slow performance**.

What Users Like (UI/UX)

Theme	Supporting Quotes (Review #)
Personalized Recommendations/Lists	"I can see where movies are streaming on apps to which I subscribe" (#2), "Create a watch list" (#26), "Add to watch list" (#135)
Comprehensive Search & Database	"Look up who that person is in the thing you're watching" (#40), "Searchable by any protocol your mind can create" (#22)
Clean Interface & Ease of Use	"Clean, user-friendly interface" (#10), "Easy navigation" (#65), "Intuitive interface" (#133)
Streaming Availability Info	"Convenient that you can search for where to watch" (#16), "Shows what platforms it's streaming on" (#167)

Recurring UX/UI Pain Points

Theme	Supporting Quotes (Review #)
Intrusive Ads & Disruptions	"Ads preceding trailers, even for content they already subscribe to" (#19), "Lessen the ads little bit if possible" (#130)
Navigation & Layout Issues	"Can't filter TV series episodes by year like desktop" (#156), "Not easy to find a movie using two protagonists' names" (#124)

Theme	Supporting Quotes (Review #)
Slow/Laggy Performance	"It's kinda slow" (#28), "Lags at every point" (#248), "Buffers throughout the video" (#34)
Missing Personalization	"No option to mark how much of the show I've seen" (#150), "Add a feature for personal notes to remember where I left off" (#13)

Supporting Evidence

Top Positive Feedback

- **Personalization**

"Keep track of what you watched/what you want to watch" (#7)
 "Get personalized recommendations" (#27)

- **Rich Information Access**

"Incredibly detailed database... cast info, trailers, ratings in one place" (#10)
 "Answers all questions about actors, trivia, and filming locations" (#84)

Top Pain Points

- **Ad Disruptions**

"Unexpected page refreshes and ads slowing down experience" (#19)
 "Trailers interrupted by ads for content I already have" (#19)

- **Navigation Frustrations**

"Hard to filter episodes by year instead of season" (#156)
 "Search bar was hidden behind two screens" (#277)

Design Recommendations

1. **Minimize Ad Disruptions:** Reduce ad frequency during core tasks (e.g., trailer viewing).
2. **Enhanced Navigation:** Add filters for TV episodes (by year) and improve dual-actor search.
3. **Personalization Features:** Introduce "progress tracking" for shows and personal notes.
4. **Performance Optimization:** Improve loading speed and reduce lag.
5. **Streaming Integration:** Prioritize country-specific streaming details for global users (e.g., India).

Conclusion

Users love IMDb for its **encyclopedic movie/TV database and personalized tools**, but experience friction around **ad-heavy UX, clunky navigation, and lacking progress-tracking features**.

Methodology

- Reviewed **353** app store reviews
- Filtered non-UX/UI issues (e.g., crashes, payment bugs, device compatibility)
- Used affinity mapping to identify recurring themes
- Quotes paraphrased for brevity; sentiment preserved

Rating: 4-Star Reviews

UX Review Analysis Report

Summary of Key Insights

Users appreciate the app for its **comprehensive movie/TV database** and **watchlist management** (e.g., tracking films/shows). However, they frequently report issues like **navigation inefficiencies, notification flaws**, and **missing personalization features**, such as granular rating options and watched-status tracking.

What Users Like (UI/UX)

Theme	Supporting Quotes (Review #)
Comprehensive Content Library	"Loads of information... full database for movie lovers" (#24); "vast and extensive database of knowledge" (#5); "all the information I require without being too cluttered" (#41).

Theme	Supporting Quotes (Review #)
Watchlist Management	"easy to manage 'I wanna watch' list" (#6); "put movies on my watch list right away" (#96); "great way to track what to watch" (#96).
Useful Recommendations	"great recommendations for movies like those I like" (#6); "Awesome classification and recommendation based on your choice" (#69).
Clean Information Access	"Easy to use and has all the information I require" (#41); "find cast info, plot summaries, and trivia easily" (#71); "helps decide what to watch" (#67).

Super Detailed Insights:

Users consistently praise IMDb's **rich database**, calling it a "go-to" resource for film/TV details, cast info, and trailers (#24, #67, #32). The **watchlist feature** is highlighted as intuitive for organizing content (#6, #96), while **personalized recommendations** help users discover new titles aligned with their tastes (#6, #31). The interface's **clean layout** simplifies browsing, with minimal clutter for quick info access (#41, #28).

Recurring UX/UI Pain Points

Theme	Supporting Quotes (Review #)
Inefficient Navigation	"takes you all the way to the start of the list when you go back" (#37); "when you delete something from watchlist, it jumps to the top" (#13); "can't resume where you left off" (#55).
Broken Notifications	"Notifications take you to the main page, not the actual movie/show" (#2, #21); "alerts are often off-timing or wrong" (#44); "Why send notifications only when I open the app?" (#12).
Lack of Streaming Info	"Not all links work—they just take you to Amazon Music" (#1); "Wish it showed where to watch movies (Netflix, HBO etc.)" (#10, #23, #79).
Missing Personalization	"Can't rate with decimals (8.5, 6.1)" (#7, #70); "No 'Watched' list to track viewed content" (#27, #60, #84); "Recommendations include things I dislike" (#8).

Super Detailed Insights:

Users face **frustrating navigation** when browsing lists—clicking on an item and returning resets their position, forcing repetitive scrolling (#13, #37, #53). Notifications are **poorly designed**, lacking deep links to relevant content (#2, #44) and sometimes appearing at illogical times (#12). **Streaming links are unreliable** or missing key availability details (#1, #10, #79). Personalization gaps include **rigid rating options** (whole stars only), **no "Watched" list** for easy tracking, and unpersonalized recommendations that include disliked titles (#7, #27, #8).

Supporting Evidence

Top Positive Feedback:

- **Rich Content Library:**

"Loads of information... full database for movie lovers" (#24)

"It's a great source for entertainment news" (#26)

- **Watchlist Utility:**

"easy to manage 'I wanna watch' list" (#6)

"Great way to track movies I want to see" (#96)

Top Pain Points:

- **Navigation Flaws:**

"It takes you to the start of the list when you go back" (#37)

"Deleting a watchlist item resets the scroll position" (#13)

- **Notification Issues:**

"Notifications take you to the main page, not the movie" (#2)

"Alerts are often mistimed or inaccurate" (#44)

Design Recommendations

1. **Fix Navigation Flow:**

- Implement "back to position" functionality for lists (e.g., retain scroll position after viewing an item).

2. **Revamp Notifications:**

- Ensure alerts deep-link directly to the relevant movie/show. Optimize timing logic to avoid irrelevant alerts.

3. **Streaming Service Integration:**

- Display clear, validated streaming links (Netflix, HBO) for each title, with country-specific data.

4. **Add Personalization Features:**

- Introduce half-star ratings (e.g., 7.5), a "Watched" list, and refine recommendations to exclude disliked content.

5. **Enhance Tracking:**

- Auto-convert watchlist items to "Watched" status (bulk-action support for longstanding users).

Conclusion

Users love IMDb for its **encyclopedic film/TV knowledge** and **intuitive watchlist**, but experience significant friction with **navigation inefficiencies**, **useless notifications**, and **missing personalization tools** (e.g., flexible ratings or watched-status tracking).

Methodology

- Reviewed **99 user reviews** from app stores.
- Filtered out non-UX/UI issues (crashes, server errors, device compatibility).
- Grouped feedback using affinity mapping to identify recurring themes.
- Quotes are summarized for brevity; sentiment preserved.

Rating: 3-Star Reviews

UX Review Analysis Report

Summary of Key Insights

Users appreciate the app for its **comprehensive movie/show organization tools and detailed content databases**, such as watchlist management, actor bios, and ratings. However, they frequently report issues like **frustrating navigation flows, intrusive ads, and missing features**, including inefficient scrolling, poor notification handling, and lack of "watched" status options.

What Users Like (UI/UX)

Theme	Supporting Quotes (Review #)
Movie/Show Organization	"I like following actors to see their movies/TV shows. I also like birthdays and biographies" (#4). "Best app for rating and watchlists about cinema" (#16).
Ratings System	"Rating here is impressive and unbiased" (#16). "Useful for organizing ratings and watchlists" (#13).

Theme	Supporting Quotes (Review #)
Trailer Experience	"Sliding through pictures is way better than a browser" (#7).
Content Database	"Very useful if you're a film lover" (#29). "Great access to upcoming movies" (#32).

Recurring UX/UI Pain Points

Theme	Supporting Quotes (Review #)
Navigation & Scrolling Issues	"When you go back, it returns you to the top of the page instead of where you stopped" (#38). "You can't search on the current screen; you must go back to the main page" (#10).
Missing Core Features	"Unable to mark films as 'watched' " (#1, #60). "No quick rating option from posters—have to open each film" (#43). "Notifications don't lead to relevant content" (#20, #66).
Intrusive Ad Clutter	"Plagued with ads... feels like a browser window" (#13, #14). "Trailers are prefaced with unskippable ads" (#23).
Lag & Performance	"App is super slow ; watchlist takes forever to load" (#40, #41, #73). "Sliding or clicking feels unresponsive" (#69, #52).

Supporting Evidence

Top Positive Feedback

- Content Depth

"I like following actors to see their other movies/TV shows, birthdays, and bios." (#4)
"Best app for rating and watchlists. Ratings feel unbiased." (#16)

- Trailer/Image Viewing

"Sliding through pictures is waaaay better than a browser." (#7)

Top Pain Points

- Frágil Navigation

"When you go back, it returns to the top instead of your scroll position—zero in UI." (#38)

"Only lets you manage lists from the top; no quick searches." (#10)

- **Feature Gaps**

"No 'watched' button? This could easily be added!" (#1, #60)

"Notifications open the app but never show the movie they're about." (#20)

- **Ad Overload**

"It's owned by Amazon—ads, ads, and more ads." (#5)

"Can't watch trailers without sitting through redundant ads." (#23)

Design Recommendations

1. **Simplify Navigation:**

- Retain scroll positions when navigating back.
- Enable quick-actions (e.g., rate or mark watched) from thumbnails.

2. **Enhance Core Features:**

- Add "Mark as Watched" button.
- Ensure notifications deep-link to relevant content.
- Implement decimal ratings (#16).

3. **Reduce Ad Intrusion:**

- Limit ads interrupting trailers or list browsing; avoid duplicate ads for owned services.

4. **Improve Performance & Layout:**

- Optimize loading lag and scrolling smoothness.
- Modernize fonts/design; declutter home screens.

5. **Fix UI Bugs:**

- Resolve scrolling glitches (e.g., profile section bugs #11, #18).

Conclusion

Users love IMDb for **deep content exploration** (actor bios, ratings, trailers) but experience severe friction around **navigation inefficiencies, ad overload, and missing features**, which degrade usability.

Methodology

- Reviewed **73 app store reviews**.
 - Filtered non-UX/UI issues (e.g., crashes, login bugs).
 - Grouped recurring themes using affinity mapping.
 - Quotes paraphrased for clarity; sentiment preserved.
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Rating: 2-Star Reviews

UX Review Analysis Report

Methodology: Design Thinking (Empathize + Define)

Source: App Store / Play Store User Reviews

App Name: IMDb

Focus: User Experience (UX) & User Interface (UI)

Summary of Key Insights

Users appreciate the app for its **comprehensive movie/TV show database and useful features (e.g., trailers, recommendations, watchlist)**. However, they frequently report issues like **disruptive ads, broken navigation flows, and poor performance**, which degrade the overall experience.

What Users Like (UI/UX)

Theme	Supporting Quotes (Review #)
Rich Content & Recommendations	"great listing of movie trailers & Pics thanks" (#4), "it's great at recommending suggestions" (#8), "it helps me keep track of what's going on" (#76)
Trailer Quality	"trailer quality is excellent" (#83), "Great app [...] for movie or cast info" (#27)
Watchlist Utility (when functional)	"love IMDB for ratings and the watchlist" (#40), "useful [...] to find out about new movies" (#76)
Database Reliability	"go-to app to find out about new movies, TV shows, & cast & crew information" (#39), "definitive movie information database" (#66)

Detailed Insights:

Users consistently praise IMDb's core strengths: **high-quality trailers, accurate recommendations, and reliable access to film/TV details** (e.g., cast, release dates). The watchlist feature is valued when functional (#40, #76), and the database's depth makes it a trusted reference (#66).

Recurring UX/UI Pain Points

Theme	Supporting Quotes (Review #)
Navigation & Deep-Linking Issues	"click on notifications [...] taken to the homepage" (#1), "never goes to that article" (#8), "takes you to the homepage instead of the movie" (#74)
Intrusive Ads & Layout Instability	"ads shift [...] formatting around chaotically" (#15), "adverts are now half-screen" (#70), "ads cover the desired info" (#90)
List Management & Scroll Reset	"when you go back, it takes you to the beginning" (#27), "removing something sends you back to the top" (#52), "Watchlist no longer works" (#73)
Performance & Load Times	"loading takes so long" (#30), "Takes FOREVER to load" (#40), "UI takes forever to load" (#44)

Detailed Insights:

The most pervasive frustrations include:

- **Broken navigation:** Notifications/trailer alerts rarely open directly to relevant content (#1, #50, #80).
- **Aggressive ads:** Ads disrupt layouts, hide content (#15, #84), and trigger performance issues (#64).
- **List usability:** Scrolling positions reset when users navigate back, forcing endless re-scrolling (#37, #58, #93).
- **Sluggish experience:** Slow loading persists regardless of internet speed (#30, #32, #44).

Supporting Evidence

Top Positive Feedback

- **Rich Content & Recommendations:**

"great listing of movie trailers & Pics thanks" (#4)
"it's great at recommending suggestions" (#8)

- **Trailer Quality:**

"trailer quality is excellent" (#83)

Top Pain Points

- **Navigation Issues:**

"click on notifications [...] taken to the homepage" (#1)
"takes you to the homepage instead of the movie" (#74)

- **Ads & Layout Problems:**

"ads shift formatting around chaotically" (#15)
"half-screen ads make the app grotty" (#70)

- **List Management:**

"when you go back, it takes you to the beginning" (#27)
"Watchlist remains empty" (#73)

Design Recommendations

1. **Fix Navigation Flows:** Ensure notifications/trailer links open to the correct content.
2. **Optimize Ad Integration:** Reduce ad frequency/size and prevent layout shifts.
3. **Address Scroll Reset:** Preserve scroll positions in lists (e.g., Watchlist) after navigation.
4. **Performance Overhaul:** Improve loading times and streamline UI responsiveness.
5. **Feature Parity with Web:** Add missing features (e.g., rating dates, filmography filters) to match the web experience (#2, #5).

Conclusion

Users love IMDb for its **authoritative content and recommendations**, but experience severe friction due to **intrusive ads, broken navigation, unresuming lists, and slow performance**. Addressing these would significantly enhance usability.

Methodology

- Reviewed **93** app store reviews
- Filtered non-UX/UI issues (e.g., crashes, login failures, payment bugs)
- Used affinity mapping to identify recurring themes
- Quotes paraphrased for brevity; sentiment preserved

Rating: 1-Star Reviews

UX Review Analysis Report

Methodology: Design Thinking (Empathize + Define)

Source: App Store / Play Store User Reviews

App Name: IMDb

Focus: User Experience (UX) & User Interface (UI)

Summary of Key Insights

Users appreciate the app for its **comprehensive movie/TV database** and **useful watchlist feature**, enabling quick access to information and content tracking.

However, they frequently report issues like **inability to watch full content** (trailers only), **excessive ads** **disrupting navigation**, and **broken core functionalities** (e.g., scrolling, search).

What Users Like (UI/UX)

Theme	Supporting Quotes (Review #)
Rich movie/TV database	"this app is a must-have if you're not trying to watch movies and just want information about movies." (#8) "I love IMDb as a resource... the amount of information is unreal." (#139)
Watchlist functionality	"the best tool in the whole app is to find recommended movies." (#103) "I added [movies] to my watchlist." (#4, #3)
Notifications for releases	"I love getting notifications of when my movies or shows are available." (#63)

Detailed Insights:

Users primarily value IMDb for its vast database of movie/TV details, including trivia, release dates, and actor

profiles. The watchlist feature helps track content they plan to view, while notifications alert them to new releases. Despite UX flaws, these strengths make it a go-to reference tool.

Recurring UX/UI Pain Points

Theme	Supporting Quotes (Review #)
Misleading content access	"I can't watch movies; all you get is trailers." (#24, #4, #5) "You'll see the movie but can't watch it." (#18)
Intrusive advertisement overload	"overrun with ads... makes the app unusable." (#6) "Giant ads cause the screen to jump." (#48, #129)
Navigation/resetting scroll	"Returning to a list resets to the top instead of my position." (#35, #126, #167)
Broken core features	"Add to watchlist button doesn't work." (#185, #217) "Search is slow and unresponsive." (#151, #46)
Cluttered, confusing layout	"The UI is the worst I've ever seen." (#41) "Layout is cluttered; key info is buried." (#20, #28)

Detailed Insights:

Users face severe friction due to **misleading expectations** (trailers presented as full movies). **Ads dominate the UI**, causing accidental clicks and content displacement. Critical functions—like **navigating lists**—fail to retain scroll positions, forcing repetitive scrolling. **Search and watchlist features are unreliable**, and the interface feels **visually overwhelming**, with essential details (e.g., episode lists) hidden behind ads or poor layouts.

Supporting Evidence

Top Positive Feedback

- Rich movie/TV database

"this app is a must-have if you're not trying to watch movies and just want information about movies."
(#8)
"I love IMDb as a resource." (#143)

- Watchlist functionality

"the best tool in the whole app is to find recommended movies." (#103)
"I added movie to watchlist." (#4)

Top Pain Points

- **Misleading content access**

"I can't watch movies; all you get is trailers." (#24)

"I searched for a drama; it's unavailable." (#19)

- **Intrusive advertisements**

"Ads cause the screen to jump... makes reading impossible." (#48)

"Autoplay video ads ignore preferences." (#32)

- **Navigation/resetting scroll**

"Press a movie and return? Redirected to the top. Very annoying." (#35)

"Removing an item reloads the entire list to the top. Terrible experience." (#167)

Design Recommendations

1. **Set clear expectations:** Label trailers explicitly (e.g., "Trailer Only") to prevent user confusion.
2. **Reduce ad intrusiveness:** Limit ad frequency/size; avoid placing them mid-task (e.g., during scrolling/search).
3. **Fix navigation/scrolling:** Preserve scroll positions when users return to lists or exit details pages.
4. **Repair core features:** Prioritize fixing watchlist functionality and search responsiveness.
5. **Simplify layout:** Use collapsible sections for ads and trivia; emphasize key info (ratings, episodes).
6. **Add user controls:** Include ad-disabling options and a straightforward account deletion flow.
7. **Enhance personalization:** Improve "Recommended for You" relevance and provide custom filters (e.g., "Movies Only").

Conclusion

Users love IMDb for its **encyclopedic movie/TV database** but experience severe friction due to **misleading streaming options, ad-heavy navigation, and unreliable features** (scrolling, search).

Methodology

- Reviewed **255+** app store reviews.
 - Filtered out non-UX/UI issues (e.g., payment errors, device compatibility).
 - Used affinity mapping to group themes.
 - Quotes paraphrased for brevity; raw review numbers retained for traceability.
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