Movie Joe

Easily browse and preview database of movies and tv shows.

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Style Guide

Client

MOVIEJOE offers over 25,000 movies and TV shows, along with a growing collection of MOVIEJOE Originals and material from every major Hollywood studio. The service is ad-supported. Fans of movies and television now have a simple method to find new, cost-free material thanks to MOVIEJOE.

With its headquarters in Ottawa, MOVIEJOE is accessible on more devices than any other AVOD service and is available in the US and Canada.

Style

The style of the page was chosen to be simple, clean, and easy to read and navigate. Also, the purpose is that the customer feels optimistic when opening the website. We try to organize the website so that the customer finds the interest easier.
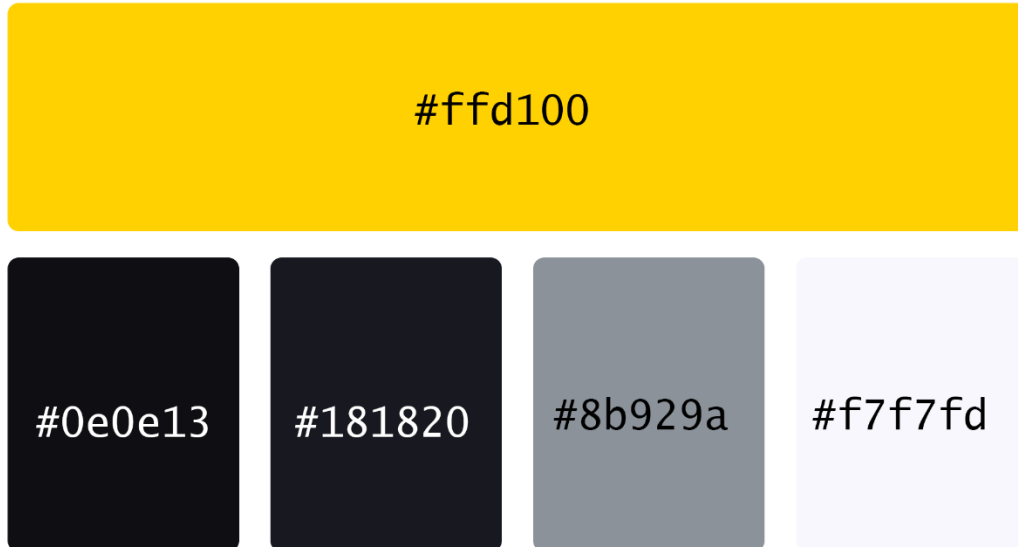
Font:
The font used in all the documents are Poppins, Montserrat and Lato because they are easily readable.

Font guide

Heaading 1: Poppins 44pt

Heading 2: Montserrat 36pt

Heading 3: Poppins 28pt

Heading 4: Poppins 20pt

Paragraph: Montserrat 12pt

Buttons: Montserrat pt

Color:

Colour palette the colour palette was created based on the logo. The main purpose to choose the dark background was because of that the poster includes many colours, and through dark background would be easy for the eye to see the poster of the movie.

#ffd100

| #0e0e13 | #181820 | #8b929a | #f7f7fd |

Logo:

The width of the logo is set to 240px. H1: The title in the header is displayed in the palette's black colour with a 60px font size and a 2px white shadow.

Given that the background is dark and our colour is yellow, we designed a straightforward yellow logo so that customers could readily recognise it. From a branding perspective, it will also be simple for people to remember our name and logo.
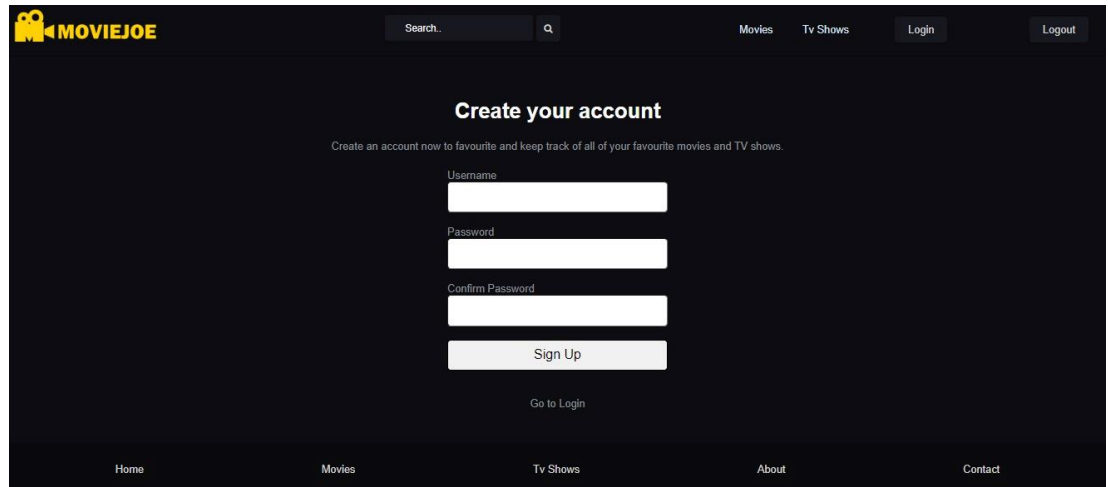
For use on light background.

For use on dark background.

Platform:

Monitor:

The website will target traditional monitor resolutions of 1024X768 and greater.
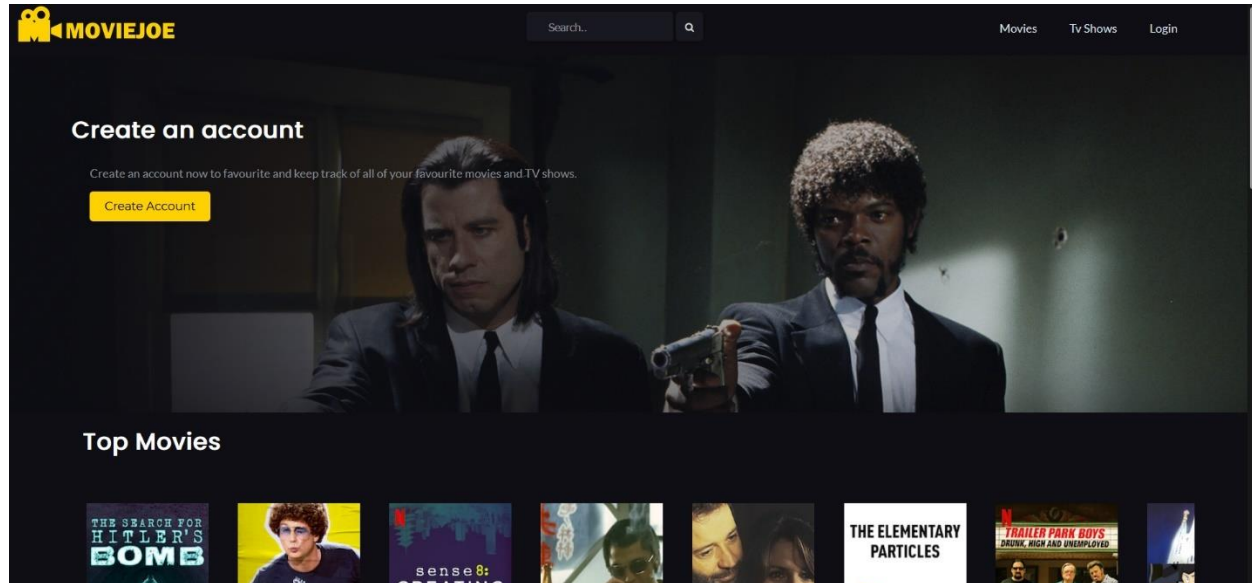

Phone:

The website will target traditional phone screen resolutions of 360X640. On small screens the nav bar is hidden and replaced with a hamburger menu. Content is adjusted to be centered on the page and flex containers are change between rows and columns.
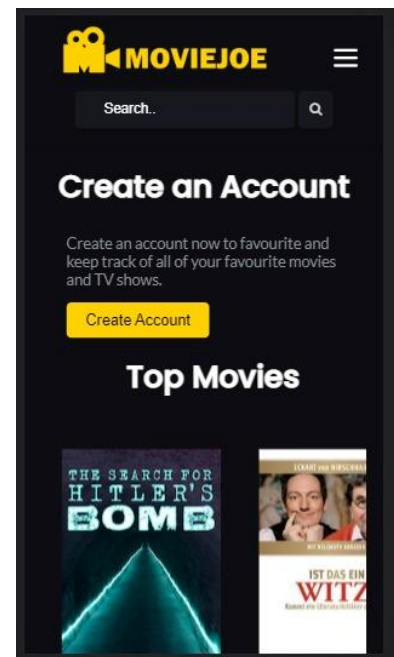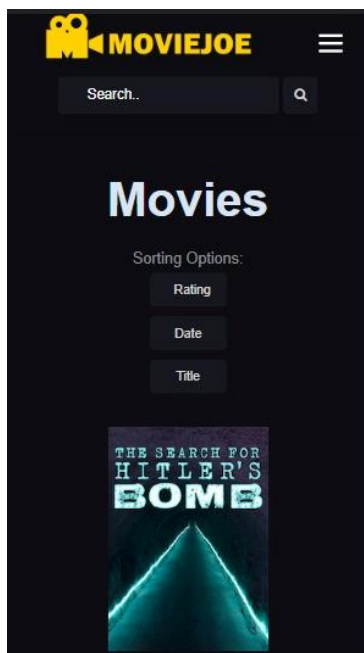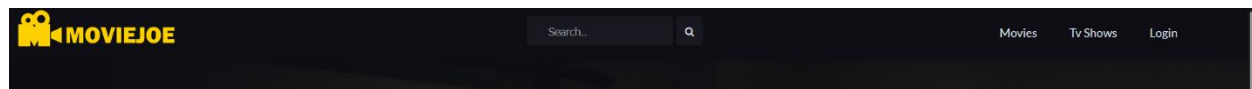
Semantic Design Guide:

Header:
The header is a flexbox containing the logo, the name of the website and the nav bar. The flex-direction is row, a yellow background (HSL (44, 77, 50)), and a min-height of 150px. If the screen width is less than 1150px the flex-direction changes to the column.


Footer:
The footer has a black background and a light font colour. The text is aligned to the center. The header is a flexbox containing Home, Movies, TV Shows, About Us and Contact.
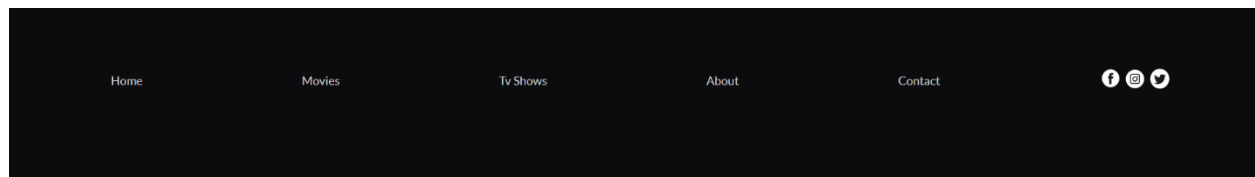
Body:

Four categories, including Tom Movies, Top TV series, Recent Movies, and Recent TV series, make up the body of the Home page. Every section features a scrolling bar that makes it simple for customers to view every movie poster.
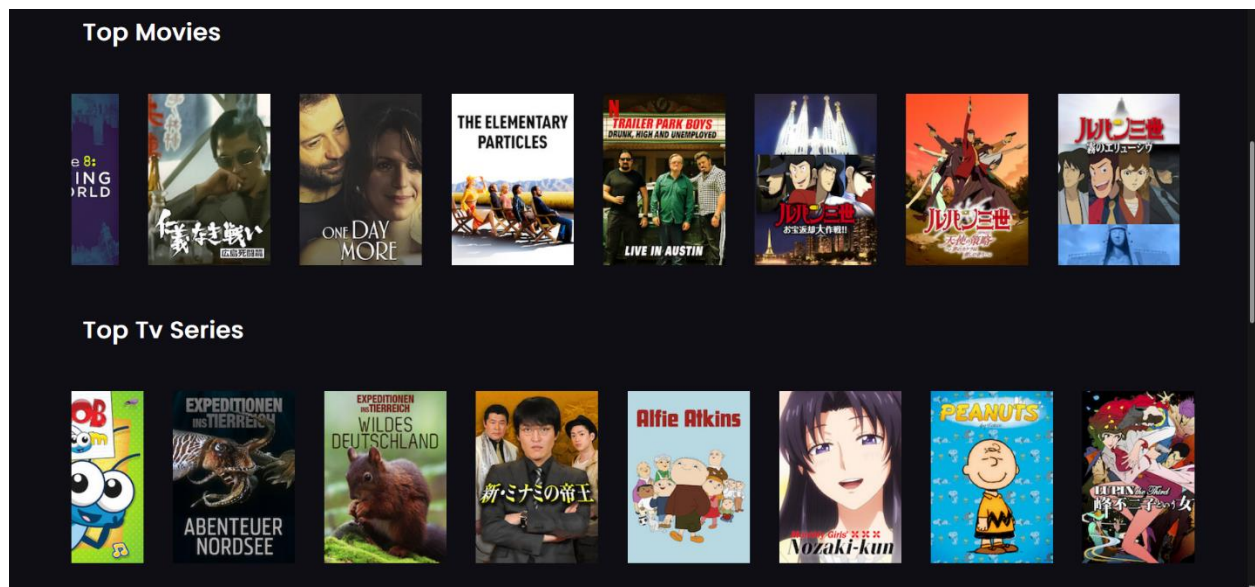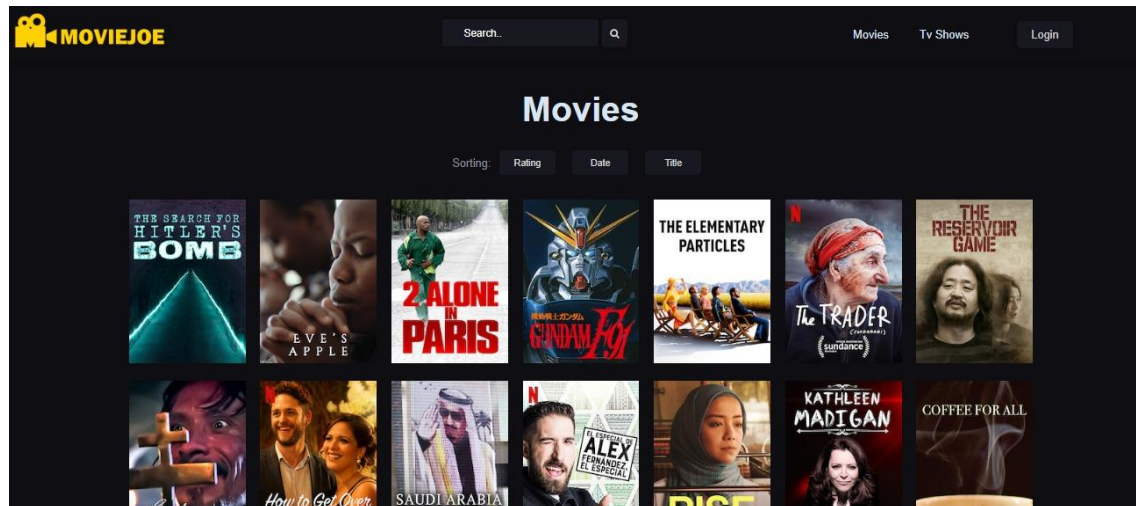

Movie page:

Each movie or tv show has a main page that includes the poster, a brief summary of the content, the genre, episodes, and any awards. Additionally, if a customer finds the movie of interest, they can add it to their profile as a favourite.
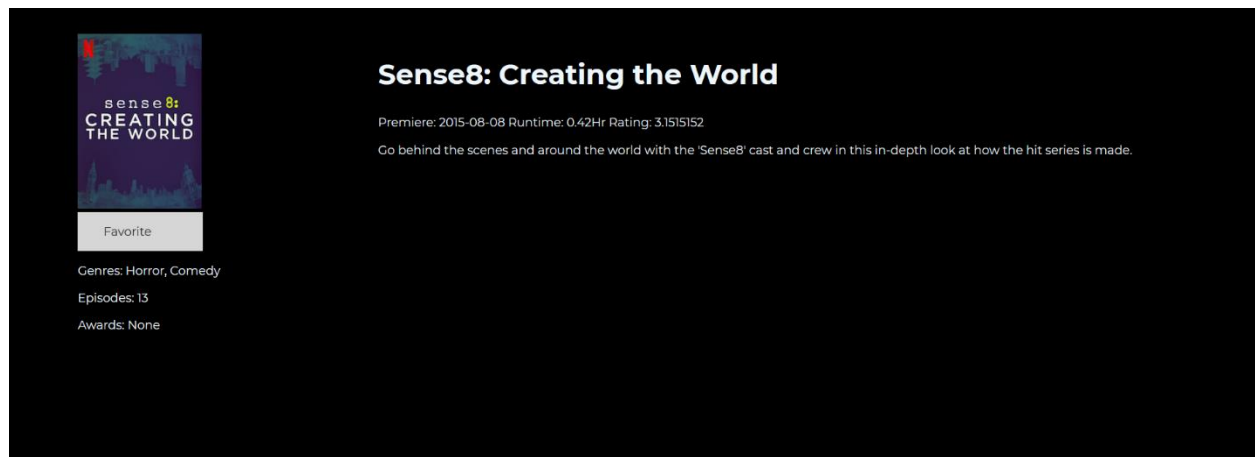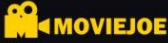
Movies Page and TV Shows Page:

The three different categories of rating, date, and title are used to sort movie or TV show pages.

Login And Registration:

Customers can register using a username and password or a Google or Facebook account to sign in.

Website map:
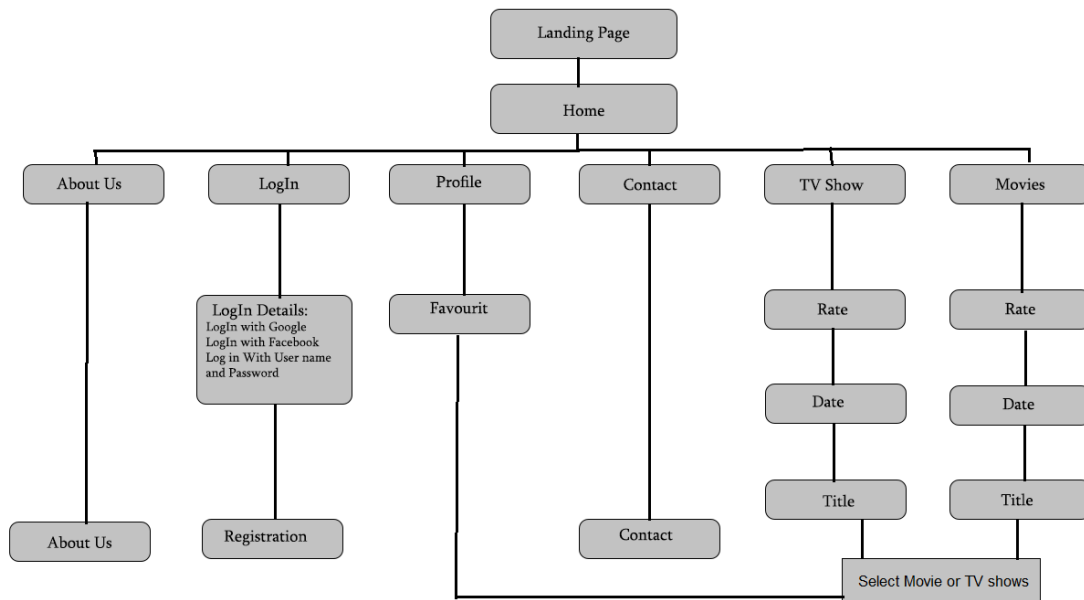
UX AND UI:

For the UX/UI we want to make sure that the user always has access to all the important parts of the website like home, movies, tv shows and log in/sign up. Also, the way that is implemented is very simple so anyone from different ages could understand how to navigate on the website. The hover event is used in all the clickable elements, so the user can receive feedback and feel that the website is alive, for the images there is an animation which increase a little the size of them, for the anchor text its color change and the buttons have a slightly background color change.

According to the UX designer, each movie page includes a favourite button that, when clicked, displays a hearth. If a consumer likes the movie, can add it to their profile page. Customer impressions of it would be positive.

API:

This website uses the API uNoGS, which is a free API that allows searching the global Netflix catalog and some information of each item. When the user opens the website for the first time, movies and tv series are fetched from the API and saved in session storage, so this fetch will not happen again until the user close the browser. This is used to avoid multiple calls to the API.

The data fetched is displayed on the website and then the user can create an account, which is saved in a cookie. When the user logs in, the list of favorites is available by clicking on his username, and to add a movie or a tv show to favorites, the user must click on the favorite button. The list of favorites is saved in a cookie, so the user can access it again.

API URL: https://rapidapi.com/unogs/api/unogs