

Part 1 - Using Design Thinking to Understand User Needs

Identified User Personas

Persona A - The casual movie-goer.

- **Hard working** youngster looking for a place to **unwind** and **relax** wanting to get a **break** from the working environment of ITU.
- Wanting a place to **socialize** with fellow students and prepare for a **fun/unwinding** night at Scroll-Bar.

Persona B - The movie nerd

- Individual with **strong ties** to the movie being screened and its universe, looking for **likeminded** people to **share** the movie-going experience with and **discuss/analyse** the movie.
- Attends ITU.film to watch movies that are **rarely shown** elsewhere or have a particular **cult-following**.

Description of scenes - Activities, Environments, Interactions, Objects and Users (AEIOU)

In this section I will present a short story, which describes a fictional scenario in which a group of students decide to go to a ITU.film screening. I will then proceed to identify the scenes that make up the scenario and do a AEIOU analysis.

Short Story - Hard working students at ITU.

A group of students are working on a project at ITU on a friday morning. The project is due at the end of the month, in a few weeks. In between working on the project and idly gossiping with his fellow course-mates, a student notices that ITU.film is screening Terminator at some point, by spotting an ITU.film banner along the Atrium sidewalk. He identifies himself as a big fan of the franchise and two students from the group announces their association with the franchise as well.

They all agree that they want to go to the screening so they decide to find out when the screening will take place. They go to the ITU.film Facebook page and sees that the move will be screened later today at 4pm. They each send out text-messages to a few of their friends to ask if they are interested in joining them at the screening. Additionally as the day progresses they meet a few other friends at ITU and invites them as well. As the time of the screening approaches, they decide to pack up their things and go down to Auditorium 1, where the movie will be screened, as indicated by the ITU.film Facebook page. Since it is a friday, the Scrollbar is open, so they decide to buy a beer each and take it with them, despite the fact that only non-alcoholic drinks are allowed at the screening. However, they miraculously manage to slip by the hyper-vigilant ITU.film associate welcoming people at the doors. After the movie is over, the group meet up outside and starts talking about how awesome the movie was and that it will always be a classic. They all express their want to see the next Terminator movie, so they use their smartphones to check the ITU.film Facebook page to see if they have any plans to show the rest of the franchise. They cannot find any such information so one of them creates a post on their page asking whether or not they have any such plans. Since the bar is still open, they all decide that they need more beers!

For the above short story, I have identified the following scenes:

- A. Socializing with friends or fellow students at ITU.
- B. Discovering that ITU.film is screening a movie.
- C. Finding out when the movie will be screened.
- D. Determining if other people are going to the screening.
- E. Going to the screening destination.
- F. Acquiring refreshments / waiting for the movie to begin.
- G. Watching the movie.
- H. Discussing the movie or the overall movie-going experience.
- I. Enquiring about what movie will be screened next and when.

AEIOU for scene B:

Activities:

- Working on a computer-science project with fellow students from ITU, trying to avoid pulling an all-nighter the day before the deadline later this month.
- Walking to and fro the restrooms at ITU and a “glass-box” meeting room along the atrium sidewalk.

Environments:

- The students are working in a “glass-box” meeting room, extended over the atrium at ITU. The meeting room is situated near the kitchen, resulting in a sweet noodle smell filling the room and the beeping noise of the Facilities Management guys driving around in atrium on their expensive toys doing what they do.

Interactions:

- Chatting with fellow students about the project and other events unrelated to the project. Mostly talking about unrelated events.
- Studying the ITU.film banner at the atrium sidewalk as he walks by it on his way to the restroom.

Objects:

- The ITU.film banner
- People sitting around on the different floors and in the atrium, working/chatting.
- Meeting room occupied with the group members and their laptops.

Users:

- The person and his friends are ITU students.
- Because they have all been working hard, they decide that they can afford to relax and have fun by watching a movie and then attend the ITU Scrollbar.
- They all need to get out of the meeting room, as the air in the room starts to feel quite heavy after a full day cramped with people, even with the door open. They want to refresh themselves with a cold beverage and take some time off of work.
- Some of them are starting to feel a little hungry, due to the nice smell of noodles that filled the room earlier.

Point-of-View statements

POV #1

“I am a mentally exhausted student who has just been working on a very difficult assignment, I want to relax and unwind with a movie”

POV#2

“I am a young guy who just got back from the US and I have been working hard to catch-up on lost time this semester. I have so many deadlines I need to make, but I feel like I need to have some time off. I would like to go to the upcoming ITU.film screening, but I want to ensure that I will enjoy the movie to avoid wasting precious time.”

POV#3

“I am a young girl, in the mood for watching a girly romantic movie, but I do not know if the movie fits that bill”

POV#4

“I am a student who went to an ITU.film screening the other day, and the movie was really funky/sucky/awesome/weird... I want to express my opinion and discuss my experience with some of the people who went and saw the movie too, or someone who has already seen it.”

POV#5

“I am a big movie nerd in need of a movie-experience that is not like the mediocre and mainstream action movies, I want to be intellectually challenged by the movie.”

“How might we...”

Question 1:

“How might we appeal to students that wants to relax and unwind from their daily routine?”

Question 2:

“How might we provide the hard working student with information about the movie such that he can decide if it is a movie that he wants to see?”

Question 3:

“How might we try to ensure that we only screen movies that people are actually interested in watching?”

Question 4:

“How might we enable users to express their opinions about the movie-going experience and share it with other people?”

Question 5:

“How might we indicate for the user that a movie is particularly thought-provoking or demanding in terms of the attentiveness/engagement of the user?”

Part 2 - Wireframing

Desktop Version

I have created the following 3 wireframes for the desktop version. The main parts of the website consists of the Navigation menu, the information pane on the right, and the content section in the middle.

Main Page (<https://wireframe.cc/SLkxlP>):

- Has the logo of ITU.film as the main banner with the name “ITU.film”.
- Shows the upcoming events in a sidebar.
- Menu with the banner provides site navigation.
- User can scroll down to see more news.
- News have a small teaser image and buttons to easily share with social media.
- Navigation page on the left that is re-used throughout the site. Shows next event, poll and link to facebook.

Movie Page (<https://wireframe.cc/E7pMrl>):

This page displays a particular movie from the ITU.film movie database, i.e. movies that has been part of a screening before or will be in a future screening. It shows information about the movie such as rating, actors, runtime, etc. from IMDB. It also has the following layout features:

- Recommended by: ITU.film staff members can write recommendations for movies, each member that has written a recommendation for a particular movie will be shown here with their avatar being shown.
- User Comments: Users can write comments about the movie here, and discuss the movie.

Movie Recommendations Page (<https://wireframe.cc/RRor6Q>):

As requested by Mathias Kindsholm Pedersen, a member of the ITU.film staff, they want to allow the ITU.film members to be able to write movie recommendations, which then can be found by the user, by searching for recommendations based upon different moods. As such, the following layout features has been defined:

- Search bar - Users can find recommendations by searching for movies pertaining to their mood(s)
- Newest Recommendation - A feed will show the latest recommendations that the ITU.film members have created.

Mobile Version

For all the wireframes:

- Minimal version of the menu merged together with the ITU.film name in the top.

Home Page (<https://wireframe.cc/8wi9sC>):

- The next screening is in focus, it is the most important information.
- News/articles are minimized to a small list to conserve space, but still provide the same functionality.

Movie Page (<https://wireframe.cc/3T3Aul>):

The movie page of the mobile version is inspired by the Wikipedia app, which has collapsible menus that can be expanded, which frees up screen real-estate by only showing information that the user is

interested in.

- Has the same features as the desktop version, all in collapsible menus.
- Saved space by moving title into movie poster.

Movie Page with expanded sub-menu (<https://wireframe.cc/uCC6a1>)

- Simple example that shows how an expanded menu could look like.

Movie Recommendation Page (<https://wireframe.cc/G0Av0w>):

- Shows Search Results
- Search results are shown one-by-one, utilizing swipe gestures on the phone to flick through results
- Recommendations for each result is shown in a scrollable view, which saves space, making it possible for the user to go through all recommendations without moving around on the page.

Implement a feature or layout design based on your “How might we ... “ question.

As a solution to my “How might we...” question #3, I have decided to create a poll on the information pane, the information pane is repeated across the different pages and is located on the right hand side. This poll will then allow ITU.film members to select a range of possible movies to do screenings of, on a regular basis or as needed, to allow visitors to express which movies they want to see in the near future.

Part 3 - Communicate Visual Design

Please see the attached .PSD files for my design.

For convenience I have also exported the designs as PNG's, located in their respective folders.