Part 1 - Use Design Thinking to Understand User Needs

Know Your Users - Identify User Personas

Persona #1: "The casual movie watcher"
- A student attending the screening **after a day of studying**
- Wants to **relax** and **socialize** with his or her friends
- Feels **tired** mentally, but not necessarily physically
- Wants to **talk** about the movie while watching it
- Needs **snacks** and **drinks** for the movie

Persona #2: "The movie nerd"
- A student who is **interested in movies**
- Wants to fully **engage and immerse** him- or herself in the movie
- Feels **mentally fresh** and is **prepared** to watch the movie
- Attends ITU.film to watch movies that are **rarely screened** elsewhere
- Wants to **analyze** the plot, characters, etc.
- Needs to discuss the movie after watching it

Describe Their Scene - Identify AEIOU

I have identified the following scenes as being part of the experience of watching an ITU.film screening:

1. Wanting to see a movie
2. Wanting to socialize with friends
3. Looking up which movie will be screened next
4. Researching the movie to find out if it is interesting
5. Finding out if friends will attend the screening
6. Seeing the movie
7. Discussing the movie

AEIOU identification for "the casual movie watcher", in scene 2
- (A) Friday afternoon. The final lecture of the day has just concluded
- (A) The person and a couple of his friends would like to do something fun together
- (E) The person is located in a classroom at ITU with his friends and fellow classmates
- (E) The noise from the atrium implies that other people from ITU are also done for the day
- (I) The person and his friends are talking to each other about fun things to do this evening

- (I) The person and his friends are checking Facebook and other social media websites on their smartphones to see if anything is going to happen in the social circle
- (O) Not really relevant?
- (U) The person and the people around him are students at ITU. Some of the people are his friends
- (U) The person would like to relax this afternoon before eventually going to ScrollBar in the evening
- (U) The person is a bit hungry. He knows he needs to eat a real meal (and not just snacks) before hitting ScrollBar later.

AEIOU identification for "the movie nerd" in scene 3:
- (A) The person is trying to find out which movie ITU.film will be screening this afternoon
- (E) The person is in the ITU canteen, eating lunch
- (E) The person is with some friends and classmates
- (I) The person is browsing the ITU.film website on his or her smartphone
- (I) The person is telling his or her friends about which movie will be screened this afternoon
- (O) Relevant?
- (U) The person is a student at ITU
- (U) The person has had an interesting day at ITU and feels like interacting with other people through discussion of a common interest

AEIOU identification for "the movie nerd" in scene 4:
- (A) The person is currently attending a lecture, but the professor has called for a 10-minute break
- (A) The person wants to find out if the movie that ITU.film is screening later is any good
- (E) The person is surrounded by people in auditorium 2 at ITU, but is not engaging with them
- (E) The auditorium is noisy with chatter from other people
- (I) The person is using his or her smartphone to look up information about the movie on iMDB
- (I) The person is viewing the movie trailer on YouTube
- (O) Relevant?
- (U) The person is a student at ITU
- (U) The person has had an interesting day at ITU and feels like interacting with other people through discussion of a common interest

Create a Point-of-view Statement

- POV statement #1: a mentally tired student needs to relax and unwind with his or her friends because he or she wants to be ready for a long night in ScrollBar
- POV statement #2: a student needs a mentally challenging movie experience because he or she is interested in movies and wants to engage in a discussion about an interesting topic
- POV statement #3: a student needs information about a movie because he or she wants to know if the movie will interest him or her.
- POV statement #4: a person interested in movies needs a suitable forum to discuss a movie with like-minded people because he or she likes to challenge his or her views on the movie plot and theme.

Create a "How Might We …" Question

- Question #1: how might we provide a digital platform that is suitable for discussing previous and future screenings?
- Question #2: how might we distinguish future screenings between easily consumed movies and thought provoking ones such that people know what they are getting in to?
- Question #3: how might we provide sufficient information about a movie to prospective attendees so they feel enticed to go see the screening?

Part 2 - Sketch Wireframes

Desktop
- Front Page: https://wireframe.cc/eXDjxW
  (Alternative location: http://mathiasbrandt.com/dump/wireframe-front-page.png)
  - The front page highlights the next screening: which movie, when and where it will be screened. This provides essential information to the user very quickly.
  - The page also provides directions to find ITU.film and where screenings normally take place.
  - The page also displays a news feed with recent news written by the ITU.film staff.
- Movie Information Page: https://wireframe.cc/6LP16p
  (Alternative location: http://mathiasbrandt.com/dump/wireframe-movie-information.png)
  - This page displays info about a specific movie
  - Displays ratings from e.g. iMDB and Rotten Tomatoes so attendees can get a sense of the quality of the movie
  - Also displays when the movie was screened/when it will be screened
  - Also displays which staff members have recommended the movie along with their comments
  - Also displays a list of similar movies, based on genre etc.
  - Includes a discussion section so attendees can talk about the movie
  - The page has a Like button, so the user can quickly indicate if he likes the movie
- Movies Page: https://wireframe.cc/lABpUF
  (Alternative location: http://mathiasbrandt.com/dump/wireframe-movies.png)
  - Enables the user to get recommendations based on his mood
  - Displays new recommendations by the staff
  - Displays previous screenings
  - Has a link to a page that displays all the movies in the ITU.film library

Mobile

- All mobile pages have a menu button at the top, that expands when tapped.
- Front Page: https://wireframe.cc/Ccnu5j
  - The menu has been collapsed to conserve space
  - Next Screening and Directions are shown at the top of the page for a quick overview
  - News has been moved to a separate page since it's not immediately relevant to the user
- Movie Information Page: https://wireframe.cc/Kx61pT
  - Content boxes have been collapsed to conserve space and improve loading times.
  - Each box can be expanded and collapsed with a single tap.
  - Content is the same as on the desktop
- Movies Page: https://wireframe.cc/oIoNVm
  - Mood Recommendations and Staff Recommends have both been collapsed to conserve space
  - Previous Screenings has been moved to a separate page, since its content may be very long
  - Movie Library is still a link to a separate page, as on the desktop