

White Paper

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What is your business?

InterStellarFlix: A website which serves as a platform for users to post and view movie content.

What is the business ethos?

Business Ethos: Provide users with a platform which they can use for entertainment purposes when they are bored as well as create and upload their own content.

What do you produce/make/offer/sell?

We offer a platform which provides users with a large selection of movies including multiple languages and genres. In addition, we also have an upload feature where users can submit their own movies for it to be showcased on our website.

Who is your target audience?

Our target audience are people of all ages, generally those who seek entertainment and wish to lighten their mood by watching a movie.

What are the key motivations of why you expect people to visit your website and how you will attract and motivate people therein?

The key motivation for the people to visit our website is because we have a wide range of movies which is not limited to a specific genre or language, we offer movies from all over the world. The users can find all their favorite movies on one platform.

Do they want general information / research (such as background on a topic / company), or are they after something specific (such as a particular fact or information on a product)? Are they already familiar with the service or product that you offer or do they need to be introduced to it?

Our platform does not require people to have background information about the movie other than the type of movie they want to watch and what their preferences are.

Are they looking for time sensitive information, such as the latest news or updates on a particular topic?

The users might be looking for reviews and feedback from other users about a particular movie which they may be interested in watching.

Do they want to discover information about a specific product or service to help them decide whether to buy it or not?

Yes, once a user selects a movie they want to watch they may want some background information such as plot of the movie, caste, etc in order to decide whether its worth watching the movie or not.

Do they need to contact you? If so, can they visit in person (which might require opening hours and a map)? Or might they need email or telephone contact details

In case a user needs to contact us they can visit the "Contact Us" page of our website where further details will be given on how to reach out to us. Either via email or via phone. There is also a FAQ list on that page, which answers some common questions users may have.

Will visitors be familiar with your subject area / brand or do you need to introduce yourself?

Visitors are assumed to have prior knowledge regarding the website and what we offer. However, we don't expect the users to be familiar with all the different genres of movies we offer.

Will they be familiar with the product / service / information you are covering or do they need background information on it?

The users are assumed to be familiar with the products and service we provide however, since we offer a wide range of movies we don't expect them to be familiar with each and every movie however, they are expected to have some background information about the movie which they want to watch.

What are the most important features of what you are offering?

We're offering two important features. We offer a wide range of movies which consist of movies from all over the world. Also, we allow users to create and upload their own movies for others to enjoy.

What is special about what you offer that differentiates you from other sites that offer something similar?

We believe in customer satisfaction therefore we provide a platform which satisfies people from all over the world, we offer movies in multiple languages and genres without being biased towards one language.

Once people have achieved the goal that sent them to your site, are there common questions people ask about this subject area

1. Will I have to purchase a subscription in the future?
2. Is there a limit on the number of movies I can watch per day?
3. What type of content/movies can I upload?

2. Your white paper should explain how you implemented concepts in visual hierarchy, grouping, and similarity in your design

We decided to keep a dark theme throughout the whole website for our website InterStellarFlix. The dark theme helps visually appeal to the audience which keeps them connected and more interactive with the website. We have the progressive steps and the ripple effect which also interact with each other, the ripple effect is added to the next and prev buttons where on each click you can see the effect and the progress bar moves if you hit next or prev as well. Our trending page consists of movies that are recommended to watch and we used a double vertical slider to make it look more interesting. For our movie page we decided to keep everything similar where each movie on the list is showcased in a small rectangle which also includes the title and the current rating of the movie. In addition, when a user hovers over any of the given movies a small form slides up which consists of the movie description.