

MOVIE CLUB

Yutong Han, Yuan Fang , Jinqi Li

PURPOSE

To help movie lovers build **real connection** with **people who share similar tastes in movies with them.**

The main goals for this project are to:

- Encourage users to **express their opinions** about movies in the online community;
- Encourage users **to discuss movies with others** in the online community and make friends;
- Encourage **users to meet in the off-line activities.**

PRECEDENTS



Online Database of Films

IMDb
Rotten Tomatoes



Ticket APP

AMC
Regal Cinemas
Cinemark

豆瓣douban



Interactive Community

Douban
Reddit
Zhihu
Bilibili



Readable Article Website

CINEEMABLEND
Joblo

INTERVIEWS



EMPATHY MAPPING

1st: working in the film industry, 28 y/o, female

- Frequency of Watching Movies:** 2 - 4 films a month, prefer theater, (watch movies online if the movie would not be shown in theaters)
- Preferred Film Genres:** Science Fiction, Comedy, Drama Literary;
- Opinions About watching Movies in the Theaters:** Think of watching movies in theater as a kind of chance to get outside, to avoid spending too much time at home;
- Prefer Watching Movies Alone or with Companions:** Prefer to watch movies alone; **Reasons:** Some films are sensitive that have strongly influence on emotion. Just don't want to expose personal feelings in the public;
- Opinions About the Price of Tickets:** The price of tickets is acceptable;
- The Ways of Expressing Perspectives afterwards:** Refuse to talk about movies with others in real life, but will write movie reviews in a website named Fanfou with a private account.

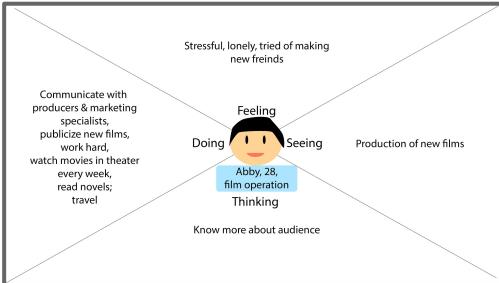
2nd: graduate student, learning Electrical and Computer Engineering, 22 years old, male

- Frequency of Watching Movies:** 4 - 5 films at the theater, 10 films at home per month
- Preferred Film Genres:** Science Fiction, Mystery (but would like to try new types)
- (Other Information: 1- Romantic and Comedic with girlfriend; Marvel with roomates; horror, violent, action, sci-fi by himself. 2- Favorite movies: Ender's Game, Contratiempo, Your Name [watched several times for stinger])
- There are two reasons why he loves watching movie. 1. The movie, Lord of the Rings, is such an eye-opener to him. 2. Once he wrote a review about Spider Man: Homecoming he gained a lot of "like" at the APP of Macyan Movie. Since then, he began to watch the opening premiere and write a review.
- Just watch trailers before going to the theater, don't mind spoiler like Marvel or Disney
- Dislike online community filling with cyber-violence
- Love the feature of screenshot of movie review on the APP and communicate with net friends
- He is interested in watch movies freely after playing games, if he won't spend too much

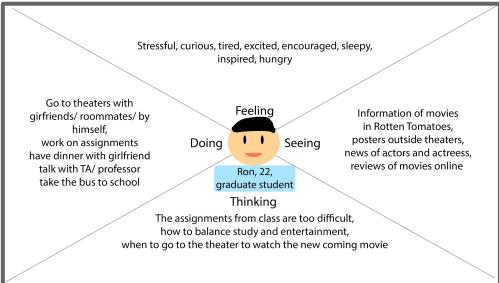
3rd: majoring in Motion Picture in UM, 24 y/o, female

- Frequency of Watching Movies:** 5-6 hours every week; 4-5 movies every week;
- Preferred Film Genres:** Drama Literary, Romance, Mystery;
- Opinions About watching Movies in the Theaters:** Prefer going to theater to watch movies. **Reasons:** Because when watching movies at home, she can't help to fast forward;
- Opinions About the Price of Tickets:** Think the price of tickets is acceptable;
- Prefer Watching Movies Alone or with Companions:** Prefer going to theater alone, otherwise might be affect by companions;
- The Ways of Expressing Perspectives afterwards:** She would write short reviews of films sometimes, to record the emotions;
- She really enjoys reading film reviews of others;
- The first movie that left a deep impression on her was Titanic;
- Haven't made friends because of movies;
- Usually prefer talking films with friends, because in most cases, friends would have similar perspectives with her;
- She would like to make friends with people sharing the same interests;
- She would like to discuss movies with others in online communities;
- Except watching movies, she likes playing video games in spare time;

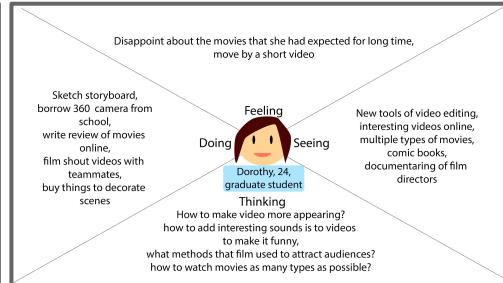
Abby



Ron



Dorothy



INTERVIEW FINDINGS

- Prefer to **watch romance and art films alone**, while **watch Marvel and Disney with friends and family**;
- Like to share and read movie reviews online, but **dislike cyber-violence**;
- Like to communicate with people who share **the same interests**;
- Dislike spoiler of movies;
- In spite of watching movies, they like **playing video games and reading novels** in spare time;
- Prefer to watch movies **in theaters**;
- **Price** of tickets is considered;
- **Feel lonely** when none of her/his friends in real life like the same movies as her/him;
- **Need great customer service**, ex: dealing with requests in no time;

IDEAS

- Build a friendly **online community** with privacy policy;
- Encourage users to **make friends through sharing movie reviews, discussions and blogs**;
- Organize **various activities related with movies**, attracting users to go outside;

Additional Functions:

- Can send stylized screenshot of movie reviews shared conveniently to others in other social media.

PERSONA 1



Abby

Age: 28 y/o

Gender: Female

Occupation: Film Operation

Location: Beijing, China

ABOUT

Abby is working in a film company based in Beijing, China. She majored in management in college and got a job in film industry after graduation because of her interest in watching movies.

❤ LIKES

Watching movies, reading novels, traveling, posting movie reviews and personal thoughts on social media

😊 DISLIKES

Romance films, talking about movies in real life

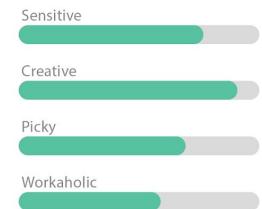
GOALS

- Know more about audience
- Become a film producer
- Have more spare time
- Spend more time with friends
- Earn more money

PERSONALITY



TRAITS



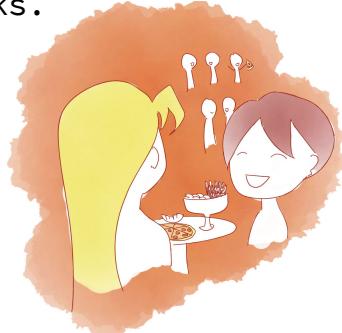
FAVORITE MOVIE GENRES

Science fiction
Animation
Literary

SCENARIO 1: ABBY



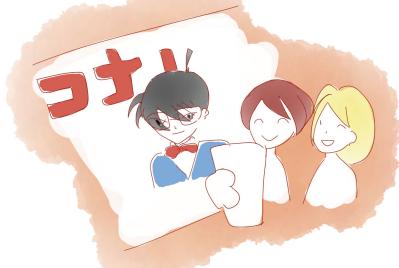
Abby feels overwhelmed by tasks.



They talk with each other about movie, characters and taste delicious food.



Luckily, she will meet web-friends tomorrow. She is really excited.



They take photos with their favorite character-Conan.



She goes to the movie theme party.



They fix a time to meet again. She goes to her dream.

PERSONA 2



Ron

Age: 22 y/o

Gender: Male

Occupation: Graduate student,
majoring in Electrical
and Computer Engineering

Location: Miami, FL

ABOUT

Ron is a graduate student majoring in Electrical and Computer Engineering. The movie, Lord of the Rings, was actually an eye-opener to him. Since then, he started to love watching movies, especially science fiction and mystery.

♥ LIKES

Watching movies, playing video games, writing movie reviews, talking about movies with friends online

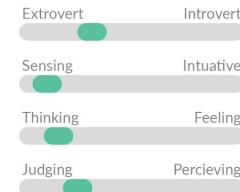
☺ DISLIKES

Online communities filling with cyber-violence

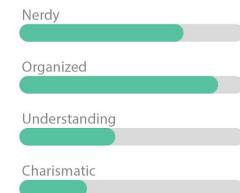
GOALS

- Get more likes in movie review website
- Level up in the game
- Get good grades in final
- Find a summer internship
- Earn money

PERSONALITY



TRAITS



FAVORITE MOVIE GENRES

Science Fiction
Mystery

SCENARIO 2: RON



Ron chats a lot with his web-friend--Simon.



They meet on the VR Game activity.



He finds Simon likes the activity when he goes through weekly ac part on the app.



They play the game together.



They both are very interested in this activity, so they decide to go together.



They fix a time to meet again. He goes to his dream.

PERSONA 3



Dorothy

Age: 24 y/o

Gender: Female

Occupation: Graduate student,
majoring in Motion Pictures

Location: Miami, FL

ABOUT

Dorothy is a graduate student majoring in Motion Pictures. She chose this major because of her interest in film. She always watch movies alone in theaters and write some reviews online afterwards. The first movie that left a deep impression on her was *Titanic*.

LIKES

Watching movies, reading
film reviews of others, playing
video games in spare time

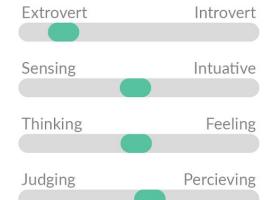
DISLIKES

Watching movies at home
because she cannot help to
fast forward

GOALS

- Learn more about making films
- Get a job in the film industry
- Work in a great film crew
- Watch more movies
- Write her own film script

PERSONALITY



TRAITS



FAVORITE MOVIE GENRES

Drama Literary
Romance
Mystery

SCENARIO 3: DOROTHY



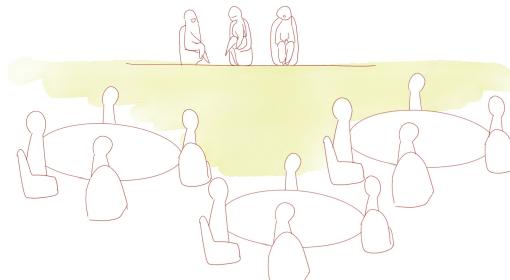
Dorothy doesn't know she can go with who to watch YOUTH in real life.



She reads the original book and shares ideas with the web-friend.



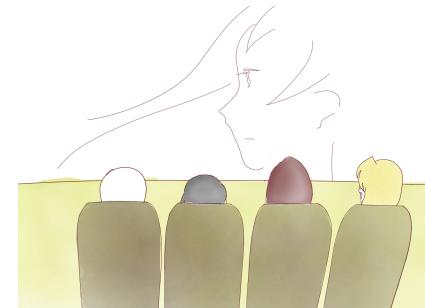
She likes to discuss about movie with her web friend Ann with so many things in common.



They participates in this movie premiere event, communicating with the author and director.



They decide to participate in YOUTH's premiere together.



They see movie together.

INITIAL POSTER

MOVIE CLUB

For movie lovers who have some trouble making friends with common interests in real life, Movie Club will encourage them become friends and participate activities for going to outdoors

Jinqi Li
Yuan Fang
Yutong Han

GOAL

The main goals for this project are to encourage: movie lovers express themselves in the community; movie lovers make friends online; real-life social interaction; repeat visits

USER RESEARCH

INTERVIEW

Semi-Structured Interviews

AUDIT OF DESIGN PRECEDENTS

Competitive Analysis, Heuristic Review

PERSONAS



Abby, 28
Working in film operation

I really enjoy communicate with people about my favorite cartoon movies-- Conan series.



Ron, 22
Computer engineering student

Without sci-films and games, my life is nothing.



Dorothy, 24
Motion picture student

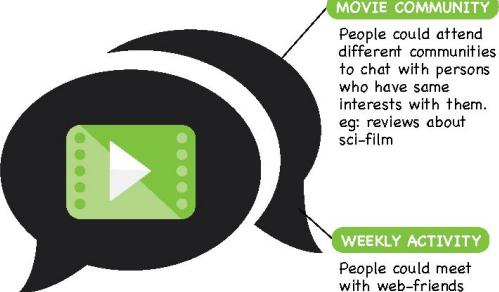
I hope I could cry in front of someone after seeing a movie one day.

OUR FINDINGS

Movie lovers refer to watch romance and art films alone, while watch Marvel and Disney with friends; they like to share and read movie reviews, but dislike cyber-violence; they dislike spoiler; they refer to go outside and watch movies in theaters; price of tickets matters

KEY REQUIREMENT

The product must:
various communities for people to freely communicate
weekly activity for people to participate in off-line outdoors



CONCEPT EVALUATION

User feedback from a storyboard and physical prototype helped us to define final design.

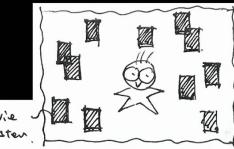
"I can't understand some functions in your app, they are abstract."

"Icons are too small to click on."

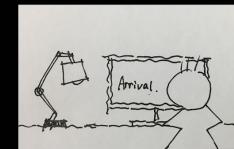
"It's not linear and I'm a little lost-- why am I using this app?"

STORYBOARD

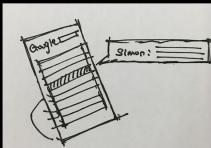
MOVIE CLUB



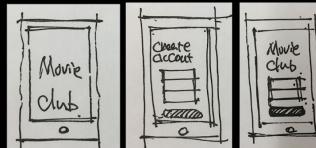
1. Ron is a big fan of Science Fiction movie.



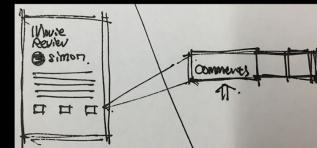
2. One day, after watching Arrival, Ron wanted to discuss the movie with someone online.



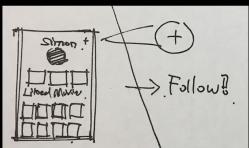
3. So he searched for the review of this movie in Chrome, and he found an interesting review written by a person named Simon in the Movie Club.



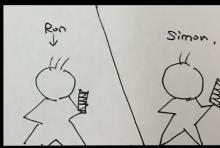
4. He wanted to add his reply under it, but it reminded that he should download the app to do that. So he downloaded Movie Club, created an account and registered.



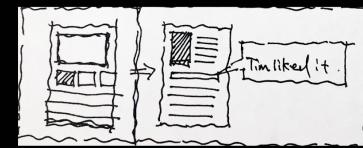
5. It turned to the page of Simon's review, and Ron finally added his reply.



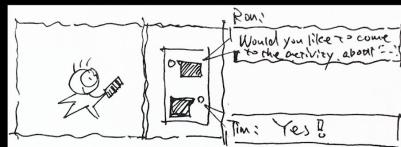
6. Ron also checked Simon's personal profile. He found out that Simon also was a big fan of Science Fiction movie, and also lives in miami.



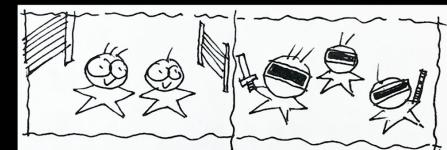
7. They communicated a lot in Movie Club, and finally became friends.



8. One day Ron found a topic in the 'community' of Movie Club introducing an off-line activity. Ron was interested with it and found Simon had 'liked' it.



9. Ron asked Simon if he would like to come, and Simon said 'yes'.



10. They met each other in the activity, and played together with movie lovers .

VIDEO

Search

New communities refresh

- ExperimentalFilmLovers
- RalphBreaksTheInternet
- AsianMovies

Popular communities

- Avengers
- AllAboutDisney
- JamesFrancoFanClub

My communities

[edit >](#)

Recent topics

- Play like the Ready Player One! 72
- Breaking up with Disney 322
- My fiancé, who is the biggest Grinch of them all, loved this movie 256
- The Best Films of 2018 649

9:41 AM 100% refresh

+

Simon
Miami, FL

321 Liked movies 154 Posts 44 Communities

Liked movies

Home Activity Community Message Profile

9:41 AM 100%

Q Search

Recent messages Contact list

- Kitty Party Group Hi all whats the plan? 4:35 PM
- Simon Great job! Ron! 4:35 PM
- Sania He must be busy. ID 4:35 PM
- Maria Lets get hangover 4:35 PM
- Ruseel Hey Kacy Lets make plan 4:35 PM

Cool! Let's go together! 6:22 PM

Type Message... → Microphone

9:41 AM 100%

Simon

Great job! Ron! 10:09 AM

Play like the Ready Player One: experience the new game "Oasis"! Your friend Simon is interested.

Hey Simon! 6:20 PM

I saw you were interested in this activity and I am, too. Maybe we can go together? 6:20 PM

Cool! Let's go together! 6:22 PM

Type Message... → Microphone

9:41 AM 100%

Try this new VR game in Miami, FL!

Your friend Simon is interested.

12/12/2018 4:00 PM

5100 Brunson Dr, Coral Gables, FL 33146

RSVP Customer service

Details

Ready Player One is a 2018 American science fiction film produced and directed by Steven Spielberg, and written by Zak Penn and Ernest Cline, based on Cline's 2011 novel of the same name. The film stars Tye Sheridan, Olivia Cooke, Ben Mendelsohn, Lena Waithe, T.J. Miller, Simon Pegg, and Mark Rylance. The film takes place in 2045, when humanity uses the virtual reality software OASIS to escape the desolation of the real world. Orphaned teenager Wade Watts (Sheridan) discovers clues to a hidden game within the program that promises the winner full ownership of the OASIS and several allies to try to complete the game before a large company run by businessman Nolan Sorrento (Mendelsohn) can do so.

THANK YOU.