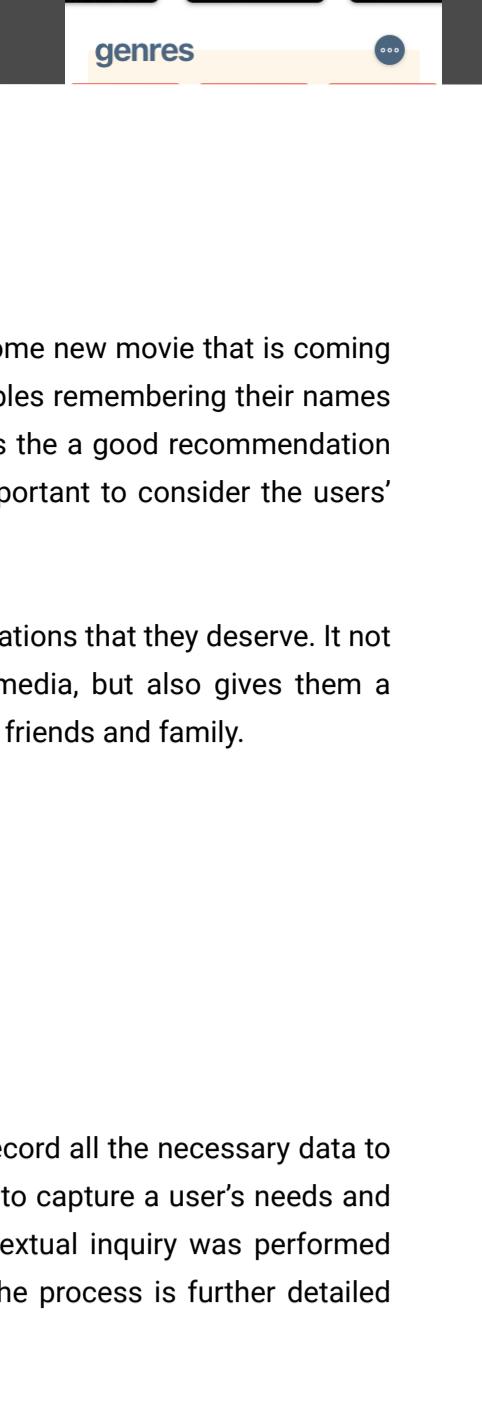


Movio

Your personal movie butler

the idea

To develop a movie curation and discovery app, which makes recommendations based on your social activity and interests.



the introduction

People love movies, at least most of us do. Everyday we hear about some new movie that is coming up or a movie that we watched a while ago. But, most of us have troubles remembering their names or plots. Now, the second most important trouble many people face is the a good recommendation to watch. While most services offer these recommendations, it is important to consider the users' interests before suggesting us a movie that they might enjoy.

This app tries to bridge the gap between the users and the recommendations that they deserve. It not only suggests movies based on user's likes and dislikes on social media, but also gives them a simplified ability to share your favorite recommendations and lists with friends and family.

the methodology

The development of a new product requires a clear cut procedure to record all the necessary data to shape the feature set and capture the user needs and wants. In order to capture a user's needs and understanding of such a simple yet sophisticated interaction, a contextual inquiry was performed and personas were developed to represent the target user groups. The process is further detailed below.

1

contextual inquiry

The contextual Inquiry process followed an ethnographic style study to capture the user's interaction with different movie streaming and recommendation services like IMDb, HBO Go and Netflix etc. As a part of the observation, the users were observed in their living rooms and social contexts like a group catchup at a local restaurant.

This process involved the users performing two specific tasks to get an insight into the user flow and thought process. The participants were requested to follow the "Think Aloud" methodology as they performed the tasks, which were as follows,

1. Search for a movie to watch in your spare time during the weekend. Please use one of your favorite services to find the synopsis or plot for the same.

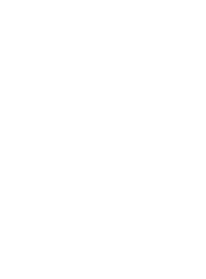
2. You found an interesting but not so popular movie and wanted to share it with your friends. You would like to send this recommendation to your friend through your mobile device.

The tasks revealed some interesting approaches to the tasks at hand. The tasks were observed with 2 students from RIT and 2 employed graduates from the same. The first participant used Google to search for popular movies to choose a movie that interested him and then used Wikipedia to read the summary of the plot. He then went on to share the same with his friends over iMessage by copying the link to the Wikipedia article. The second participant approached a different service to search for the movies. He went to his Netflix account to look at the recommendations. He said, "Netflix generally gives him interesting suggestions based on his watch history." He then shared the name of the movie by typing it out on his WhatsApp group.

In order to make further sense of the post-task interviews, an Affinity diagram was built to create a systematic organization of the requirements and drawbacks of the existing systems.

2

personas



Arudra Athrey
28 Yrs, Single Indian

“I wish there way to share movies with my friends and not just the titles.

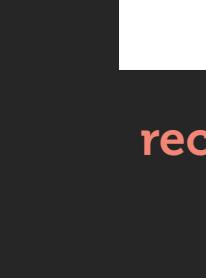
Goals
• Log favorite movies
• Share movies plot and info with friends and family
• Stay up-to-date with new movies

Motivations
• Share with friends when stumble upon an interesting movie
• Eliminate frustration due to lack of elegant methods to find movies

Attitudes
• Willingness to try new services
• Would like integration of popular services he already uses
• Would like omnipresent service

Aptitudes
• Smart Phone usage: 6+ years
• Internet experience: 12+ years
• Graduate in Computer Science
• Employed with a major MNC
• Watches 4 movies a week
• Follows movies in 4 languages

Activities
• Uses IMDb to search and find movies
• Shares the link to IMDb movie profiles with friends
• Uses Netflix to watch the content



Sherin Smith
22 Yrs, Committed,
American

“I get bored easily on the weekends. So, I watch movies to pass time. But, I don't find interesting recommendations.

Goals
• Find interesting movies that suit her interests
• Maintain watchlists of movies with notes and tags

Motivations
• Spend free time watching infamous yet interesting content
• Create personalized curations of her favorite movies to recommend to friends

Attitudes
• Hates spending time in searching for movies to watch
• Likes to make watchlists for friends
• Very adamant about not using new services

Aptitudes
• Smart Phone usage: 3+ years
• Internet experience: 6+ years
• Bachelor's in Mass Media
• Student at the Community college
• Sci-Fi and Fantasy head

Activities
• Uses Notes app on iOS to keep a list of interesting things
• Uses IMDb to find movies to watch
• Goes shopping and dining every week

3

information flowchart

4

wire frames

5

hi-fi prototypes

