User Testing Learnings

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Mood Filter Flow — Key Learnings & Improvements

Observations:

- Users found the mood filter intuitive overall.
- Some users were unsure about the meaning of certain mood categories.
- The visual representation of moods could be improved for clarity.

Actionable Improvements:

1. Provide clearer descriptions for each mood category.
2. Enhance the visual representation of moods with more representative icons.
3. Add a tutorial or tooltip explaining how the mood filter works.

3 Movies Selection Flow — Key Learnings & Improvements

Observations:

- Users appreciated the ability to select multiple movies.
- The selection process felt slightly cumbersome.
- Users wanted a way to easily compare selected movies.

Actionable Improvements:

1. Streamline the movie selection process with a more intuitive interface.
2. Implement a movie comparison feature.

3. Provide more information about each movie on the selection screen.

Rating After Watching Flow — Key Learnings & Improvements

Observations:

- Users understood the rating system.
- The rating process felt a bit disconnected from the viewing experience.
- Users wanted to provide more detailed feedback.

Actionable Improvements:

1. Integrate the rating prompt more seamlessly after the movie ends.
2. Allow users to provide written feedback in addition to the rating.
3. Offer different rating categories (e.g., story, acting, visuals).

Conclusion

In summary, the user testing revealed several key areas for improvement. By providing clearer mood descriptions, streamlining the movie selection process, and integrating a more engaging rating system, we can significantly enhance the user experience of the Sunday Night Movie app.