



*For when you're descending into a nervous breakdown because the guy on the screen looks familiar, and all else in your life will be meaningless until you figure out where you've seen him before.*

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## The problem.

IMDb has an established market presence, but is overextending its content and glossing over its core competencies, potentially leading to missed opportunities for further user engagement.

## The hypothesis.

Most users are going to IMDb to find specific information about actors and movies – everything else is superfluous.

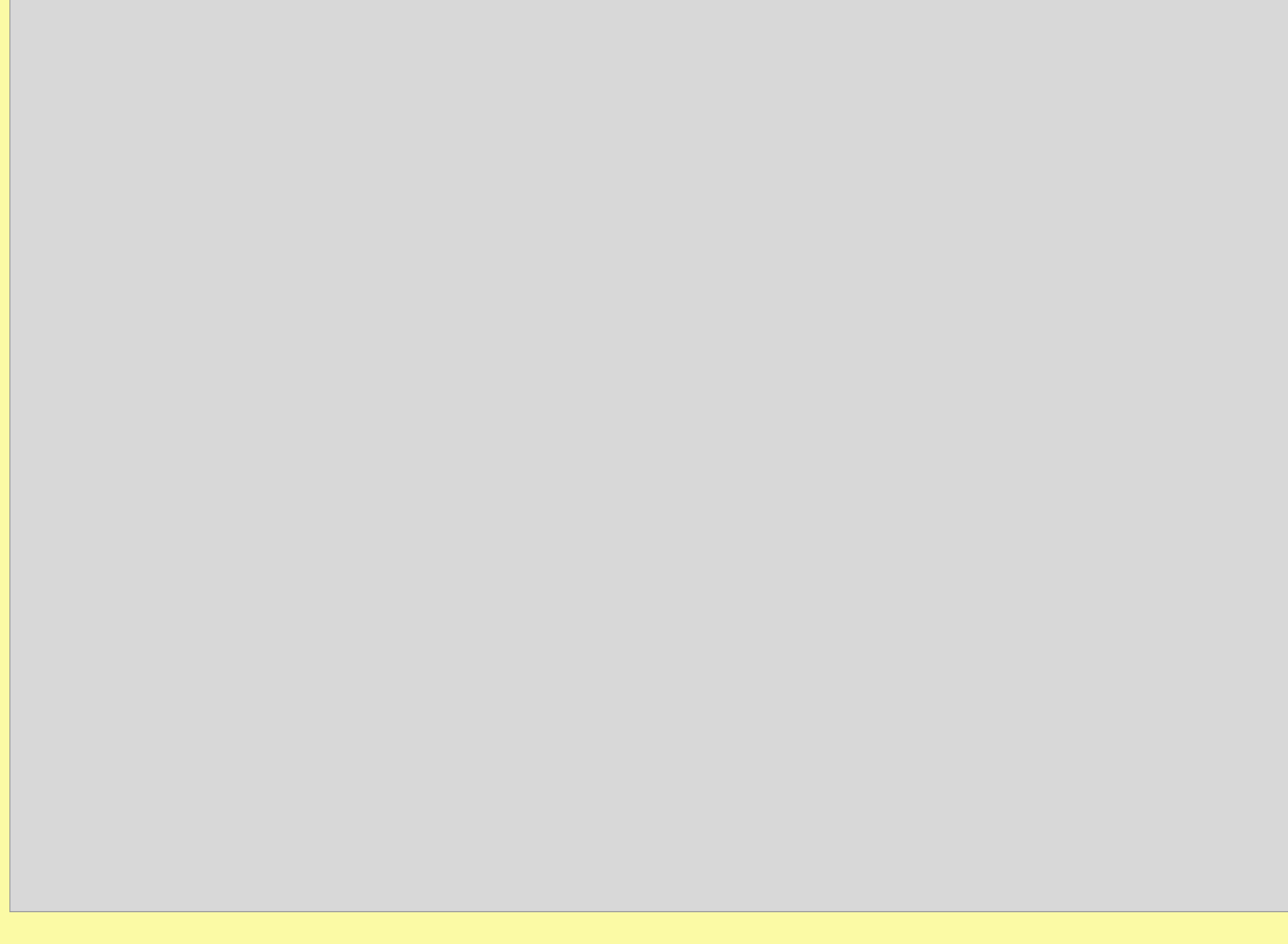
## The goal.

Streamline the mobile app to more clearly align with user priorities and reflect the key audience motivators.

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I conducted **several user interviews** to find out whether or not people are aware of and using the IMDb app, and if so, what's motivating them. I quickly **confirmed my hypothesis**; all users responded with some variation of the fact that yes, they use IMDb, primarily when prompted by a specific need or question about a particular actor or movie. Additional features IMDb offerings, such as photo galleries and movie showtimes, are going untouched.

**After considering these perspectives and brainstorming more in-depth possible use cases, an outline started to form.**



Based on the user feedback, I focused the wireframes on cutting down on some of the excess noise sprinkled through the app, and streamlining navigation to allow users to easily uncover the information they need. After a few rounds of sketches, I settled on the above version that takes into account the user preference for X Y Z.

The below mockups for a revamped app homepage, as well as trending and movie profile pages above the fold, reflect the cleaner, modern feel that will help IMDb hone in more directly on why users have come to the app, and what will keep them engaged throughout their experiences.

