

Creative Brief

Background Summary: The client of MovieGroove is a series of different movie producing agencies. These clients include 20th Century Fox, Sony Pictures, Universal, Disney and Warner Brothers. The website is open to hosting multiple clients, therefore other movie producing agencies can contact the website to take part in the website. The service advertises movies that are currently in theaters and the audience can learn more about the movies and where they are playing. MovieGroove's strengths are advertising current movies for movie producing agencies. Their weaknesses are advertising movies that are not mainstream, as well as advertizing for companies that are not well-known.

Overview: MovieGroove is a responsive website that displays current, popular movies that are out in theaters. It is great for movie lovers and gives movie details and how to buy tickets to the movie. As the designer, I am creating a site where the audience can continuously access a site that is updated and current and can easily find a movie that they are interested in. I love movies, so I thought this would be a great resource for movie-lovers like myself.

Drivers: I am doing this in order to better the movie-watching experience. By showing the most recent, popular movies, in an organized and professional manner, not only will movie producers benefit, but the audience will be more productive in finding what they want. The objective of this website is for the audience to be able to optimize their experience finding movies.

Audience: The audience is any person, most likely American because of the movies on the website, who likes to watch movies. This is a huge range of people, varying in age.

Competitors: Competitors of MovieGroove include websites like Fandango and Movies Anywhere. These sites also provide information on current movies. They do not combine graphics of the movie, information about the movie, and where to find the movie the way that MovieGroove does.

Details: I got inspiration for the site from the following sites:

<https://moviesanywhere.com/welcome>

<https://www.fandango.com>

<https://www.atomtickets.com/theaters>

<https://www.moviefone.com>

<https://moviepilot.com>