

Group UX Final Report: Ideation Stage

Product Name: Ucritic

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CCT477: UX Design - Understanding Users

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Project Overview

In today's technologically advanced age, watching movies and tv shows has become a difficult and a time consuming task. With different streaming services available users get overwhelmed when trying to choose something to watch, and this task becomes even more difficult when tied with time constraints that our target users generally face. Our main target users are ideally post secondary students and individuals that fit into this category have many different responsibilities that they need to focus on such as their studies and jobs, therefore limiting their free time. When conducting research we have found that in their limited free time users would try to find something relaxing to do and this includes watching shows or movies.

Curling up in a warm blanket and watching a nice movie seems relaxing, but there are many aspects at play factoring in to have a result to create such a relaxing moment. In order to find the perfect movie, users with multiple streaming services will have to go through each one and try to find a nice show, then go to a third party website to look at reviews about said movie to see if it is worth it. This is a long and tedious process that can eat away at the limited free time that our users have and therefore our goal is to streamline this process and save much needed time while giving users a platform that is designed for their unique personality.

Our platform (a mobile app) will include features such as built in reviews for tv shows, movies and streaming services thus giving the users all the much needed information in one convenient location. In addition our platform will include many customization features that allow users to select their favorite genre, monthly budget and the average amount of time they spend on entertainment and thus, with this information the platform can make informed suggestions to users, saving them time and frustration on trying to choose a specific show or movie.

Extra Research and/or Findings

In order to understand how to make our platform the best it possibly can, we have conducted additional research that is focused on managing multiple streaming services. The aim is to take these tips and implement them into our platform to help save time and simplify the process of choosing the perfect show or movie. There are three main tips that have been highlighted in this secondary research. The first one is to consider the cost of the streaming

service (Tolcheva, 2022). By taking the price into account it will allow us to look into what streaming service is most beneficial and at what season. Taking the price tags of streaming services will help in avoiding any budgetary issues that will arise from having more than one streaming service at a time and not making the best use out of them.

Secondly the user must find out if the streaming service is worth it long-term (Tolcheva, 2022). To fully understand if a streaming service is worth it in the long run, users should avoid subscribing just for a show or two. Another way to avoid sensuously subscribing is to figure out how frequently the show uploads episodes. This will allow users to subscribe when the full show has been dropped and they will not be required to subscribe for a longer period of time. This tip has also been considered in our design, through the customization features priorly highlighted, it is clear that by informing the user on which platform are best during a specific time. It will allow the user to not be tied to one platform for an extended period of time if it does not fit their preferred entertainment genre. Finally it is important to understand if the streaming service suits the users' taste (Tolcheva, 2022). Once again our customization features that we are including in our platform will help in determine the best streaming service for our users. These customizations like monthly budget, average time spent and preferred genres will help the platform to give the user answer on which streaming services are best suited for them and at what time/season, thus optimizing the users finances and their time in the best way possible.

Summary of Research Insights

Reviewing the research report into our user's pain points and needs gleamed many data points that can be used in attempting to find a solution to solve the users' problems. Through a literature review, we found that a majority of users' streaming services suffered from similar issues relating to finding content to watch. Secondary sources showed that the majority of users found themselves wondering what they were going to watch next and found it frustrating when they couldn't find a particular show or movie. Even though the recommendation systems of streaming services that make use of data based on psychological and demographic details of the user and their watch patterns. 44% of the users felt that having to navigate these multiple streaming services was still a frustrating and confusing experience. When looking into the

services review that we conducted on major streaming services like Netflix, Prime Video, and Disney+ we found a similarity in the issues that were being reported. Some users mentioned that they had to spend up to half an hour before watching their content because of a lack of organization and an expectation on the user to have a deeper understanding of the content than what is given to them through the service. Other users found issues with the way in which these services operate as they have increased their prices, did not offer adequate customer service, and lacked customization options in their platform.

Building from this secondary research, our primary research sought to determine why these issues in finding content to watch existed, and also what were some of the alternatives that users resort to. Our primary research made use of two research methods, which were interviewing participants in a one-on-one environment and surveying a large group of participants. With our target demographic primarily being 18–24-year-old students, we conducted research based on their personality types, hobbies and how they spend their free time. The interviews that were conducted gave us interesting and relevant data on our demographic, for example how the majority of individuals spent most of their free time in similar ways like studying, using social media, exercising, and reading. Many of the interviewees wanted to spend their free time relaxing and de-stressing from a long day of work. A relevant data point that we found was that while they did have issues with finding content to view, they mainly complained that they had too many programs that they were interested in watching, but with very little time to do so. They found that they were not able to commit to a title most of the time unless it was heavily emphasized on social media as being popular amongst peers or through YouTube advertising. Because of this issue, users felt that they would rather commit their time to activities that make them feel more relaxed, using already curated content on social media like TikTok. Through our research, it can be found that an actionable problem statement relating to our users' main pains is that they are looking for a way to not only find content but be able to easily distinguish during the moment whether the content itself is suitable. From balancing the lack of time that users suffer to general interest in the content itself, they are looking for a simple streamlined way to find and quickly deliberate whether a program is suitable to watch at the moment.

Ideation

From what we were able to glean in our initial research and also through additional research that we conducted, we then began the process of ideating on what our possible solution could be to our user's pain points and needs. The ideation stage in the design thinking process is a crucial collaborative step that helps us to understand the users' most important issues and what steps can be taken to remedy them. One of the goals that we had through this process was to allow our members with open minds to develop as many ideas as possible that could be feasible solutions to our problems. With each of the members giving their best ideas, we would be able to combine these into a solution that could best serve our target users while also being actionable and realistic in scope. The data that we collected in the empathizing step of the design process was discussed as a group and we refined it down to a few main issues. The main POV or point of view we found was that users lacked time in their busy lives to find and deliberate through the various content options to watch and resorted to simpler methods of relaxation, like heavily curated social media sites such as TikTok.

We established at the beginning of our ideation process that we wanted to give users one encompassing solution. One pain point that we found was that the overwhelming number of services that they had to jump between increased the difficulty of finding content. We continued the process by brainstorming possible solutions to these pain points in the form of "how might we" (HMW) questions. We used these HMW questions to give ourselves a base for the kind of platform that we may create to help the target users. These HMW questions started with ones related to the users themselves, as the solution could possibly be one that focuses on the intrinsic issues of the users. How might we help users to balance their time more efficiently? While questions of this nature would help to understand the activities that go on in a user's day and how they might actually be the impetus to the issues of finding content, this path would ignore the many issues that exist within the platforms themselves that lend to an increased amount of time being spent browsing them. But delving further into the users' intrinsic issues within this problem area one question we asked was how might we gain a better understanding of what it is that users want to watch? The most relevant answer to this HMW was to simply gain this

understanding directly from the users themselves. Like how we had made use of a survey in order to understand their pain points, something of a similar nature could be used to get a grasp of what our users' interests are. Knowing their interests and being able to put them into a profile would create a template for the kind of content that they are interested in. This leads us into another one of our import HMW's which was how might we consolidate streaming service content into one platform or space? This HMW came in the form of us envisioning a platform that would have data on the users' interests and also on all the content that is available to them, these combined would be able to reference each other to give the individual recommendations on content specifically for them. It would take into account, the services available, the content within these services, the users' interests, and the time that the user has to spend.

Problems we have as users

Users face a variety of problems when it comes to finding what they want to watch on multiple streaming services. While some streaming services could only have certain content available in specific locations, some services may not offer the series or movies that capture consumers' interest. Users spend a significant portion of their free time trying to sort through the voluminous content on their streaming services. They are also dissatisfied that they have to spend their limited free time looking for new things to watch. The user soon gets bored and is stuck in the loop of receiving recommendations that are similar to the content they have already viewed, making the recommendation algorithms of these streaming services unreliable after a short while. The streaming services also lack the feature of showing reviews for the watchable content, and this makes it even more difficult for viewers to decide which show or movie to watch because they are unsure of how it will turn out and whether it will be worth their time. Users need to subscribe to different platforms as one platform doesn't cover the shows and movies they're interested in. Despite the subscriptions being expensive for the user, they are still at the risk of having their favorite show or movie removed at any time. The user also needs to keep shifting between different platforms which makes them give up because of the voluminous content available to watch.

Big Idea & Prioritization Matrix

Users need a way to find content to watch without having to spend too much time looking through various streaming services.

Beginner Survey

Having a beginner survey where users can write down their preferences



User Prompt

A prompt to ask users how much time they have and generate choices of shows and movies based on their available time

Generated content

When a user logs in with email, the app will give them their preferred show or movie based on the google history

Limit Presentation

Users should have a limit the choices when it comes to content presentation. The high amount of choices makes it more difficult for them to choose.

Easier Selection

Allowing users to see ratings/reviews for content would help them make quicker decisions.



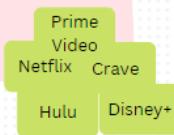
Preference

Users should be able to refresh their preferences so that they don't get bored of same preference.

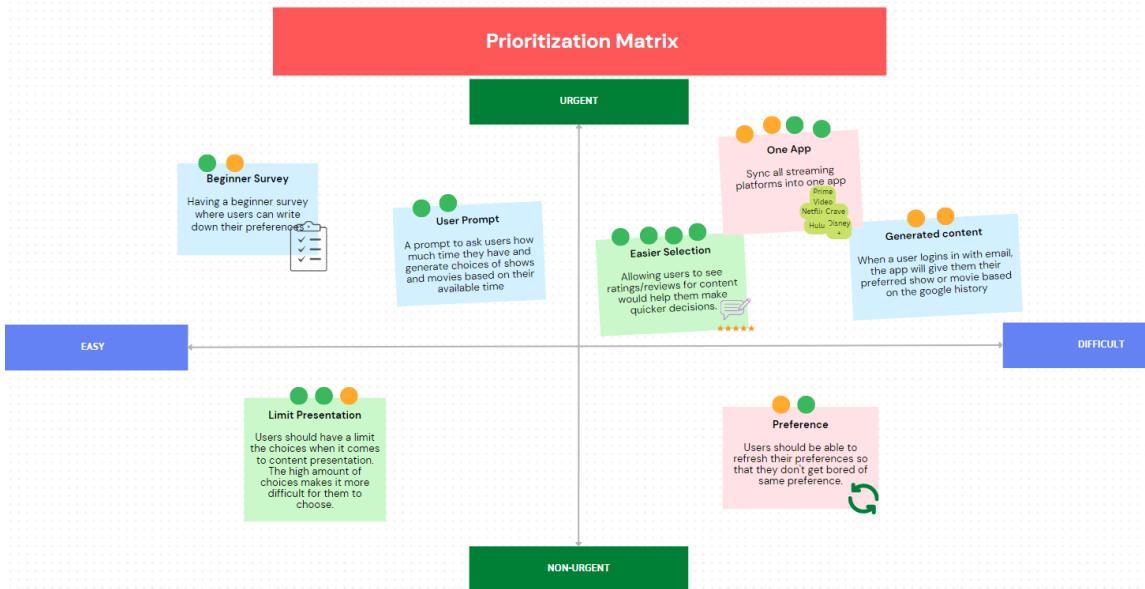


One App

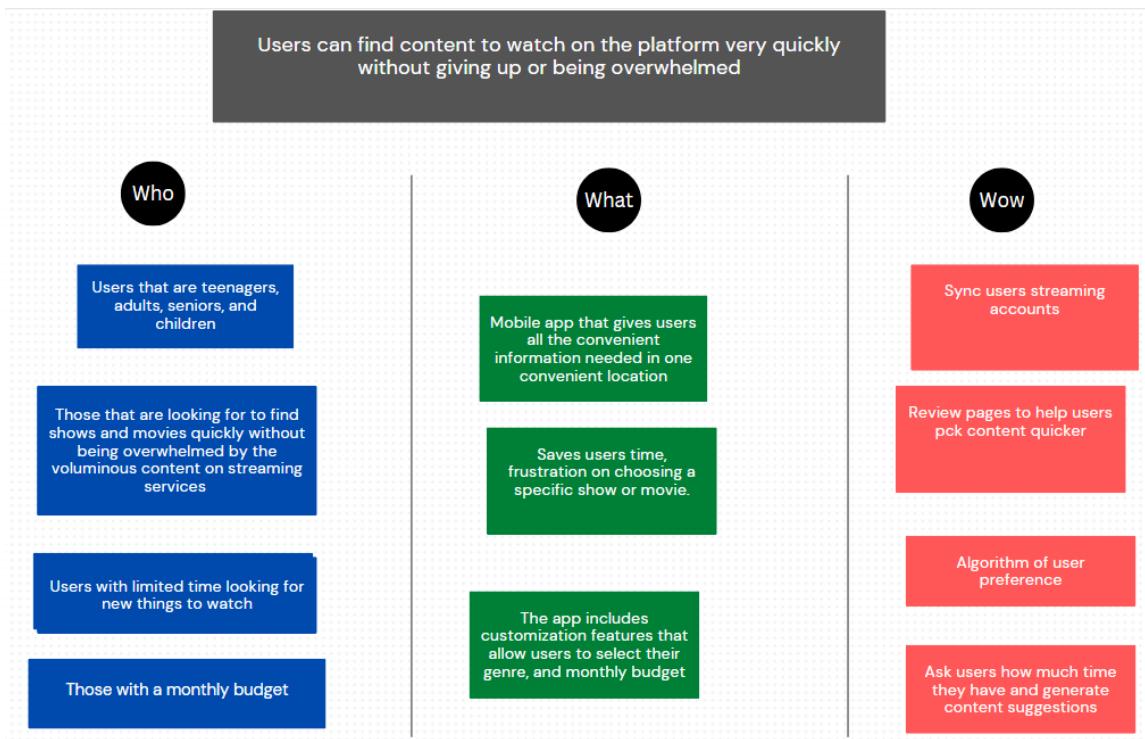
Sync all streaming platforms into one app



This big idea covered solutions that were related to preferences and new ideas that could help solve the problems of users.



Hills



Digital Proposal

This digital proposal idea is to create a platform that will allow users to stream services without wasting their time. They won't have to sit through an endless amount of content to find

what they like, instead we want to create an app where the user will have a recommended show or movie chosen for them, based on the algorithm scoping the user's watch habits. The app is designed to show user's endless content that they could potentially enjoy, based on watching habits, what platforms they are subscribed to, how much time they have and their monthly budget. We as a group collectively decided to create a mobile app called *Ucritic* since it is fast and accessible to use as well as works best with synchronization. Users will be able to browse the app on their free time and then later when they have watch time, they won't have to spend that time trying to scavenge for content.

The sign-in and sign up page

The initial design interface we want to create is a main sign-up page, this design should not feel overwhelming for users, it will just have a page where people can either sign in and in case of future activation of the app will contain cookies. The cookies are essentially small pieces of text that would be sent to the app upon visitation. When the user is visiting, the app will remember information regarding the visit, this minimizes the issues of logging in. The design of the home page is featuring the app name called *UCritic* with buttons pointing to a sign up and logging in [see appendix B, figure 1]. In case, the user does not already have an account they can press the sign-up button from where they can be delivered to a general information form page [see appendix B, figure 2]. The login page design will feature a minimalist UI design which will help users to improve visual interest without adding any additional information. This helps to garner the user's attention on the app's focus. The app's focus is to create easy to find, catered content which is shown on our slogan below the title 'Your watch? Your Choice!'. Once the user fills out their general information on the sign-up page. The sign up will prompt users on a survey of what kind of movies, shows and time limit the user has throughout their day[see appendix B, figure 3]. This prompt is to understand how to create the user's initial home page which will showcase a series of movies and shows.

Home page

The prototype for the home page layout will list an endless amount of movie titles depending on a questionnaire filled out. The initial home page of the app will be a general list of recommendations [see Appendix C, figure 1] however the user will be able to sync up to all the streaming services they are signed onto. These choices were made because when doing our research project, we noticed that interviewers only had a limited number of options when it came to finding movies and shows. They had limited options due to them only relying on one sort of streaming service. Users would primarily watch shows and movies depending on the streaming service they are already subscribed to. The design of our layout is like other streaming services where it features movies/shows title page, but our review platform will list an endless number of titles. There will be categories such as preferred genre of choice, popular shows/movies that other users are watching, and it will also feature specific episodes from shows people have time to watch. These are some of the subtitles of the categories of movies/shows that users would care about such as popularity, preferred watch, and random clips of shows that people would be interested to watch.

Movie/show Description and Reviews Pages

When a user wants to find out more information about a movie/show title, they can browse upon the title where they will be delivered a brief description about the title they want to watch. This page will feature a star rating on what other users have rated the title. Consumer reviews have an impact on how a user wants to invest their time and thus star ratings are a powerful tool to allow watchers to make decisions (Licata,2022). Unless this is not enough for users to make their decisions they can be prompted to find out more on what they want to watch [see Appendix C, figure 2].

Once the user wants to find out more about the reviews they can choose to see a general review of content decided by big name reviewers such as meta critic, rotten tomatoes, imdb and more. These would feature a scrolling process. They can either click on a specific icon of the reviewer they want to see, there are icons placed under the layer of described review and with each click, the review will change depending on the user's preference. They will also get to see reviews within the app from other users. We decided for our front and main center page, we care more for what people have to say about content and that is why our star rating system will

feature primarily the user's engagement. The watcher will be able to comment, like and rate the movie/show title itself as well as be able to see what others have to say about a show or movie [see Appendix C, figure 3].

Timer and Clickable Clip features

A key issue we have noticed through our research is that interviewers and from our survey sampling, we have noticed that people do not have the time to watch television. The time they do have, they would rather spend that time going through social media or other video watching platforms such as youtube or tiktok. We found that people do not see a value in engaging with movies or tv shows if they feel as though there is a huge time commitment they must invest. We want to eliminate the time the user has to spend trying to find content and create a more personalized list of titles to choose from. We want to implement a timer into our app, often we have noticed that a user will spend 30 minutes scrolling through content and thus get frustrated after not having something to choose from. They usually make time to watch a movie or tv show at the end of a work day or when they sit down to eat breakfast,lunch and dinner. We created a timer feature that would ask the user how much time they have to spare after they open our app. We will have an optional prompt filter where the user can set how much time they have. After they pick a set amount of time, we want to be able to help a user either spend time on our app by interacting with our features for content or help them find movie titles under a scrunched amount of time [Appendix C.figure 6].

Another point we have noticed from our interviews is that most people dislike some of the trailers and sneak peaks of a movie or show when they try to explore content on streaming services like Netflix. Our users have claimed such features of Netflix trailers to be deceiving and when they do click a show/movie to watch the actual plot, they often claim the contents to be very different from the trailer that is shown. That is why we also added a page where reviewers can just click videos to the actual trailer of a show/movie that way they know what they are trying to watch. A lot of our interviews and our own group have noticed, we actually get inspired to watch content because of a funny clip or significant plot dynamic we have seen on tiktok or youtube. We have tried to add elements of that into the app, so that the user can rely on one

platform to find inspirational watches. This way they do not have to multicheck different platforms to get reviews and filter content.

Multiple Subscription issues

Netflix grew its popularity back in 2010s as more people had access to the internet, people's lives became busier and with the concept of netflix, people's lives became easier to handle since they did not have to sit at a specific time to watch their favorite show. Cable television at the time became complicated too since there were a number of channels that you would have to buy at a high price, if you wanted to watch your favorite shows. The introduction of netflix allowed users to watch everything in one spot and with this other big name companies also noticed that their competition is growing. Disney, Hulu and HBO now also started marketing the same way as Netflix but since Disney and HBO are corporate giants. They have more claims and access to better and higher quality shows and movies. This is only an issue for users because they become confused as to where they can watch certain shows and movies of their choosing. That is why we wanted to create a page where you as a user have a favorite show you like or have selected something you want to watch. We will showcase all the streaming services that the content is available within. We also want to incorporate a system where you can review how much each subscription is, which streaming service is worth the price for the show or movie and you will be able to sync up all the streaming services that you are subscribed to. That way once you do select a movie that you want to watch, the app will be able to take you directly to the streaming platform [see Appendix C, figure 5].

Better-to-have features

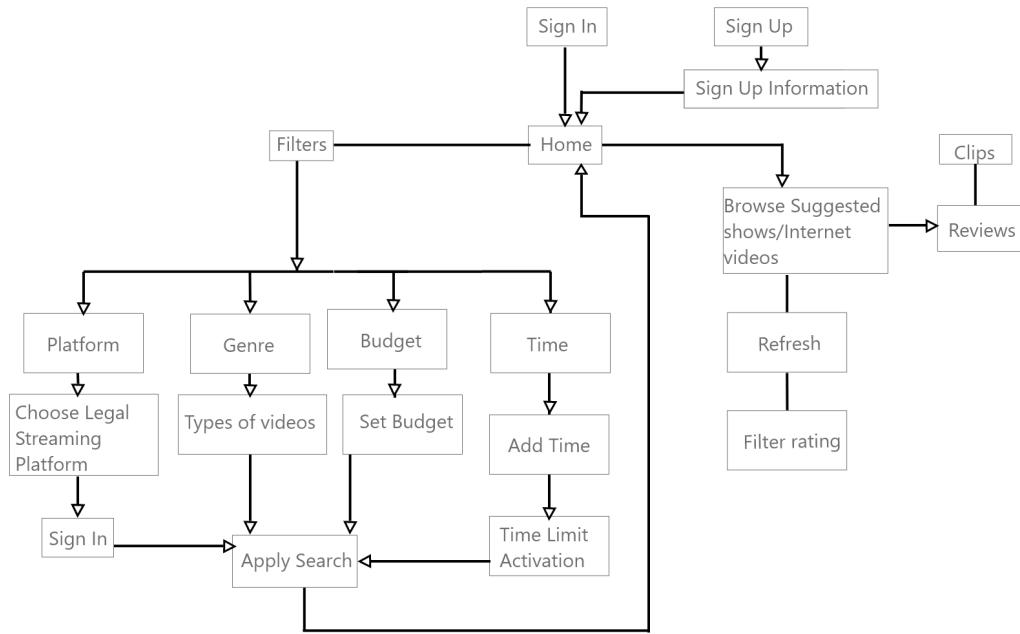
Based on the problems that users face regarding the trouble of finding content to watch, the following are the better features that can help solve those user problems. One of the features is to sync the users streaming accounts into the app with increased customization and help the user reach their service without switching between them. The second feature is ratings/reviews, which would help users filter out content that might not be worth their time and reduce their overwhelming choices. This would include reviews of films, and tv shows from multiple sources on the platform. Another feature would be to implement a beginner survey which would ask the user for their preferences and customize it based on that. Furthermore, it would prompt them for

the genres they're interested in and their monthly budget. However, the user would have a unique option of being able to refresh the algorithm based on preferences so that it prevents boredom and introduces new content. A user prompt for the app can be very useful as it prompts them for how much time they have available, and it will result in generating choices of shows and movies based on their available time. For example, if the user only has 20 minutes, the platform will suggest a streaming service that has episodes which range around 20 minutes. The last feature would involve limiting the choices for the way content is presented in streaming platforms. Too many choices to choose from can result in difficulty when making decisions and implementing this feature would prevent the user from being overloaded with a lot of choices on their screen.

Information architecture

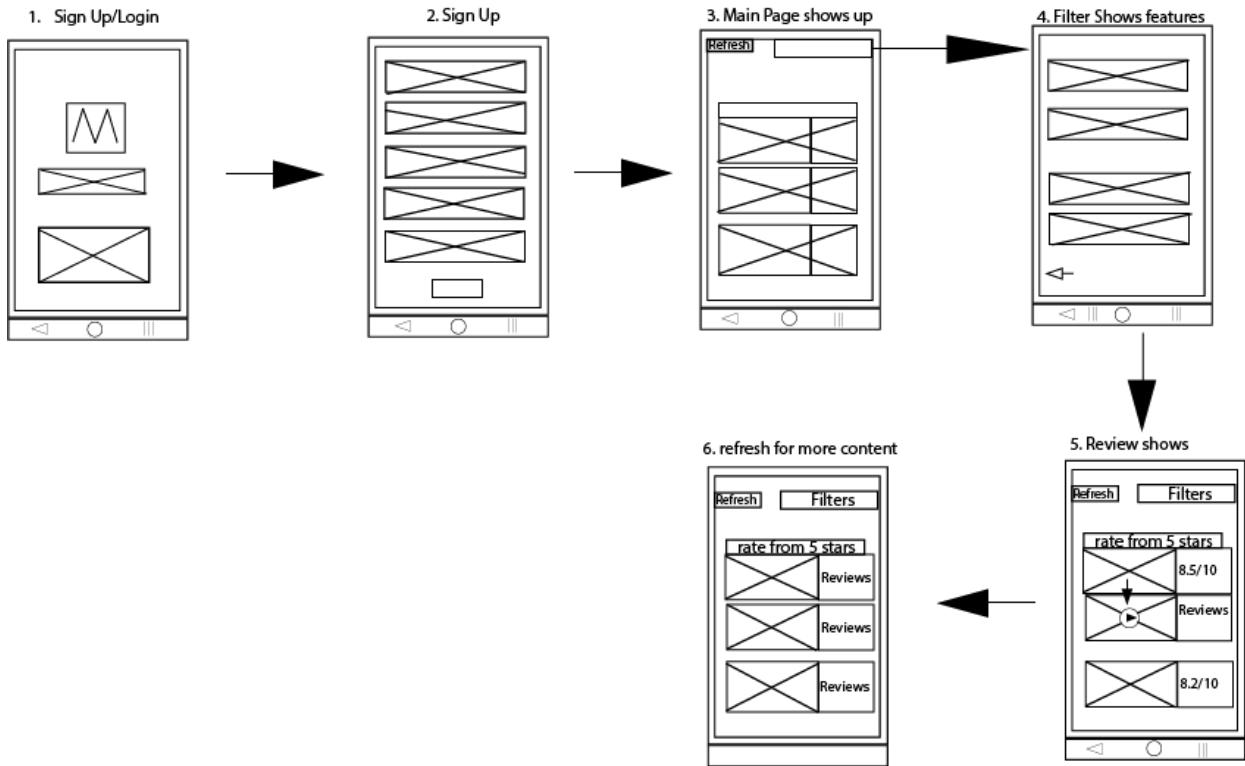
The figure below [figure 1] is the information architecture that has all the features that were mentioned above. The hierarchy is very simple for the users to follow. There is information hierarchy being presented in the figure below. The hierarchy follows the main features in the platform which is the users need to do is sign up/sign first. If they do not have an account then they need to create an account which will then lead to the home screen. This leads to the second part of the hierarchy where users are either going to home pages to find Tv shows or movies or the filters option. By going into the page there is a lower hierarchy where there are specific filters. The second part of the hierarchy is the browse search, after the users apply the filters and it will give shows that they want. Going into the lower levels, the users get option such as viewing clips and reviews of the shows or movies. There is a process flow in the design where there is a goal with every step the user takes. For example, if the users go to the filters and they click on platform, the goal is seeing what platform they have and signing into their account. The same can be said for genre, budget or time, where filter has a specific goal to fill out and goes to the apply search which ends up back into the home page. The other main component of the app is the users browsing Tv shows or movies to reviews, clips and filter the ratings.

Figure 1



Storyboarding

In the storyboard of the proposed mobile app, there are four steps users ideally should be doing. The first step is to sign up for an account. The second step should be filling out personal information for the account. The third step is the main page that shows up with the most popular and trendy shows or movies of the week. The fourth step are users using the filter features to find the exact show they want to watch in a certain timeframe, then using the search function to find the show they want. Additionally, they can go further on the platform by doing other things such as refresh button to reset the algorithm and reviews and clips about the show.



Wireframing

The first initial draft of the wireframe was done on a computer [see Appendix A, figure 1] where it follows the main component on the information architecture. The first page of the wireframe is the sign up or sign in page. The second page is the filter page where users get to select genres such as what kind of shows or internet videos they want to watch and choose what platform is available to them. We add a time function to how much time a user has to watch Tv shows or movies. To conclude the final button is the search button where the system takes in all filters that the users put in and Tv shows will appear with reviews to the users. The second version of the wireframe [see Appendix A, figure 2] is a refine version of the first wireframe draft. In the second version there is more detail in the sign up page where users taken to a page where they have to fill out their personal information. This will lead them to the main page where it shows what is trending and the users recommendations and other features such as filters and refresh button. As before there is the same filter feature to find platform, genre, budget and time. But this time, there is more to the platform page by allowing the users to sign in. For the

time page, users can set up the time of how long the show they want it to be and they can activate it similar to the android clock. They can also set up how much budget the users have for watching Tv shows. In the main page there is a refresh button to change the algorithm so users do not get the repetitive tv shows or movies. Each show has clips or trailers of the show that was recommended to them. It has reviews from different websites and other personal ones.

Next steps

We have mainly discussed design ideations that focus on users and their needs. After these proposals we want to look deeper into budgeting for users, we want to understand how to develop these features with finance in mind, look deeper into how to make money for this project and how our design decisions can impact our stakeholders.

When looking into the development of an app, the budgeting cost will take about 10,000 which is the lower end of app creation to maximum of 15,000. Depending on the genre of app design, the actual cost of creating such an algorithm heavy software can be very costly, it can span a maximum of \$70,000 to \$120,000. Our app's main stakeholders are the team that will be in charge of development, creation and constantly having to fix any big decisions on ideation of the app. Similar to Tik Tok which tries to create an app that is centered around getting a perfect content algorithm. We want to create an app that centers on getting user's their preferred watching content. At the beginning stages of our app design, we want to make sure that our app is able to get any amount of monetization through in app ads at the development stages. This is a crucial part of our app design since the cost of having specialist engineers to develop algorithms would be costly (Sexana, 2022).

Once we are able to secure external stakeholders, we will try to make the app more user friendly without any monetization features because we believe the critics of our app pose a large source of information that brands like Netflix, Disney+, Amazon prime video and HBO would find good to invest in. Movie critic websites like Rotten tomatoes get their funding from big studious movies and shows want to spend money on these websites so that they can get ratings for their content. Customer reviews are a powerful resource since most people rely on their close friend's opinion to purchase goods or select a movie. The same way a mass collection of data of

people's reviews and their preference for watch can serve as a good collection of data for movie production companies. They can get critics and people's consensus to understand how viewership works and as well as streaming services don't only have to rely on their competitors and their own data to understand people's preference of watch. They will be able to understand these data from simply looking at the popularity of shows, movies and comments within our app.

Lastly, in the future iterations, we want to create websites such as how IMDB or myanimelist has their reviewing services set out. This will help users be able to view content and sync up their preference of watch through the websites. We initially decided on an app feature because of how often people view youtube and tiktok through their phone and it makes it easy to scroll through an endless amount of data on someone's phone. The timer system prompt also is easy to speed through when someone uses a mobile device. We hope to create a future iteration that is packed with information that is similar to other review websites and helps people to deep dive and decide on the movie/shows people would be interested in.

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Appendices

Appendix A

Figure 1: first draft wireframing

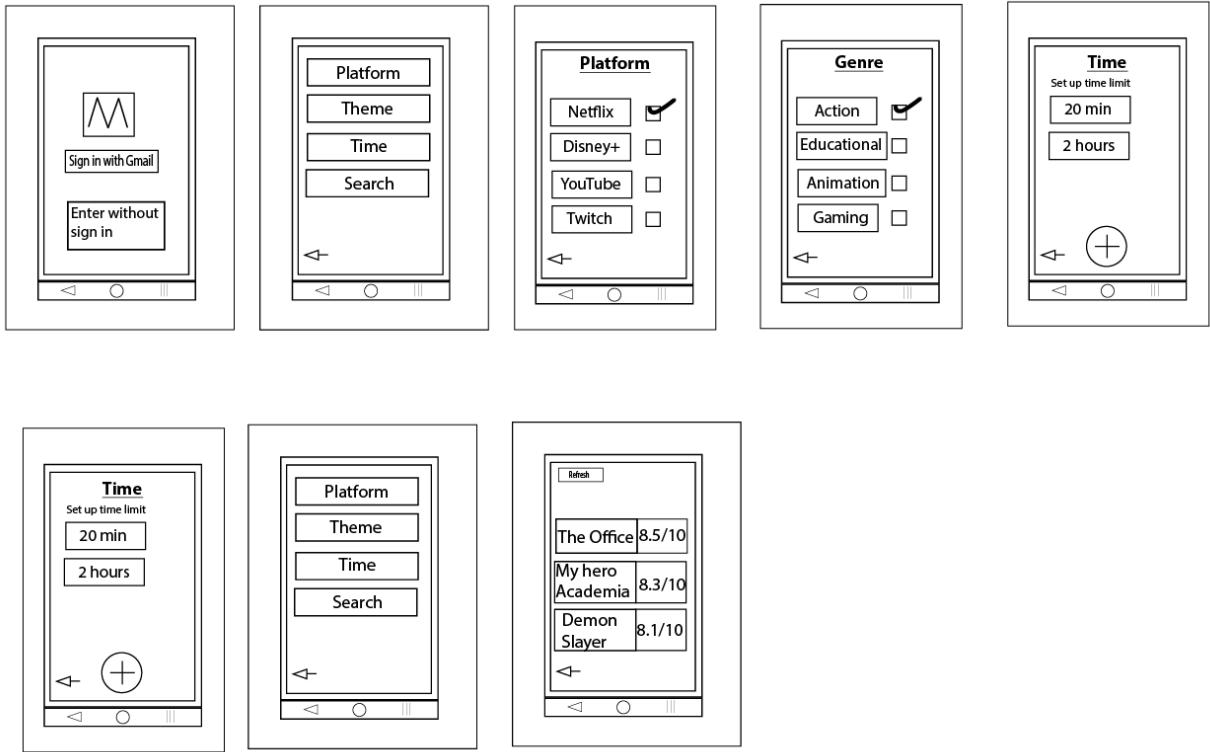
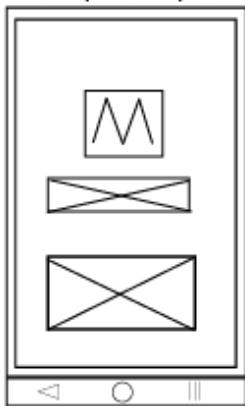
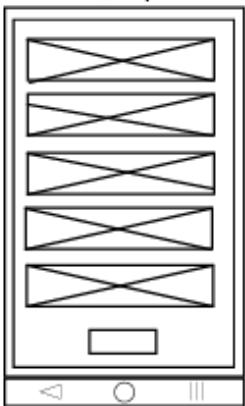


Figure 2: second draft of the wireframing

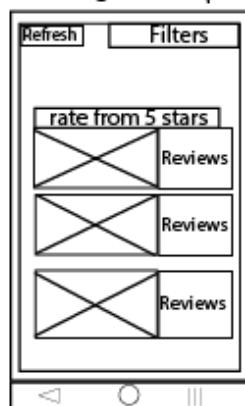
Sign Up/Sign in page



Sign Up



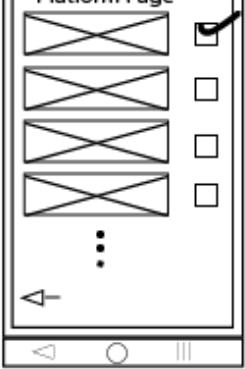
Main Page shows up



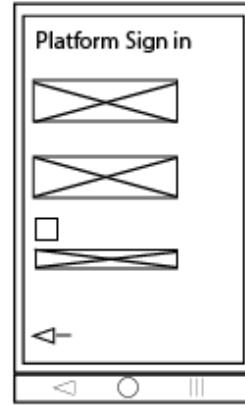
Filter Shows features



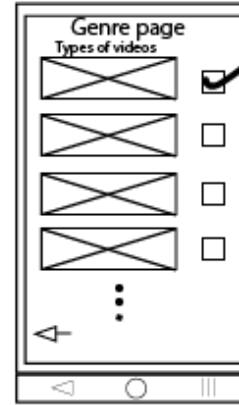
Platform Page



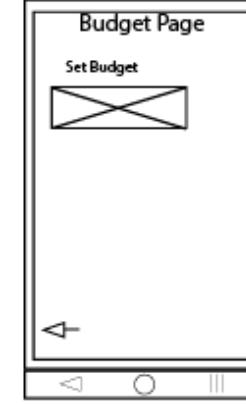
Platform Sign in



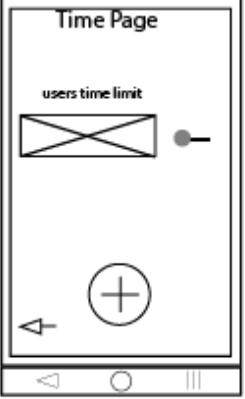
Genre page



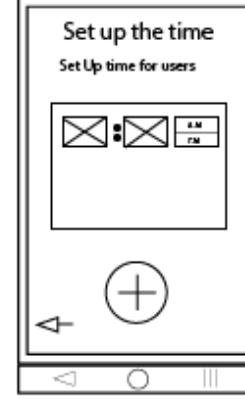
Budget Page



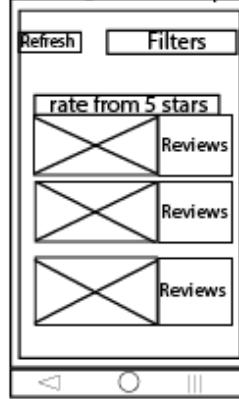
Time Page



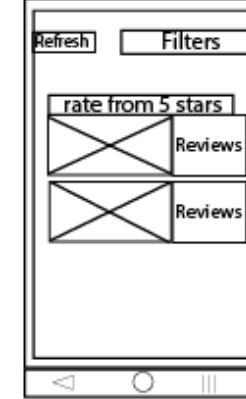
Set up the time



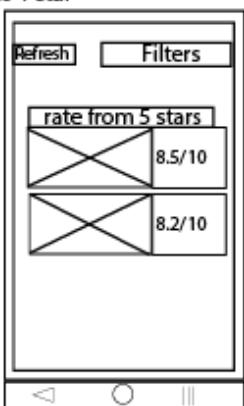
Main Page with filter page



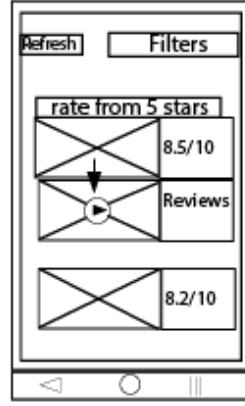
refresh Page with new content



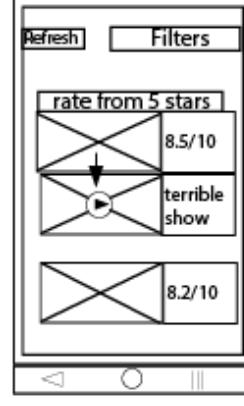
There is a filter choose 10 stars to 1 star



There is a highlight clip on the page



The main page has personal reviews about the show



Appendix B

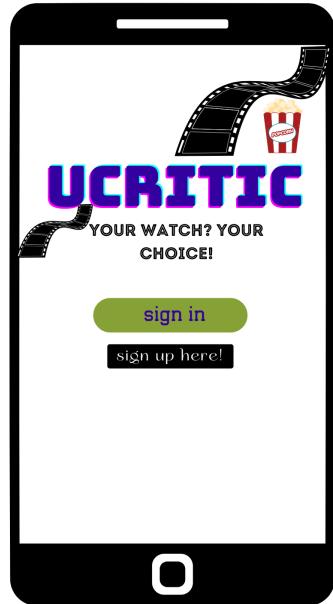


Figure 1: This is the sign up and sign in page for people who want access to the app.

Create an account

Username*	<input type="text"/>
Password*	<input type="password"/>
Confirm Password*	<input type="password"/>
Birth date*	<input type="date"/>
Email*	<input type="text"/>
Gender*	<input type="radio"/>
Country*	<input type="text"/>
State/Province	<input type="text"/>
City	<input type="text"/>
<input type="button" value="sign up"/>	

Figure 2: This is a general sign up page which requires the user's password, date of birth, email, gender, country and other geographical location.

Tell us about your preference of watching

What is your favourite movie *

A Textbox (Single Line)

what is your favourite show *

A Textbox (Single Line)

What kind of genre do you like in movies?

romance Horror Action Drama Comedy Oth

Others?

What kind of genre do you like in show?

romance Horror Action Drama Comedy Oth

Others?

How much time do you spend watching movies/tv shows?

30 minutes 1 to 2 hour 3 to 4 hours 5+

Figure 3: A prototype of the example of questions the app will prompt to understand user's preferences.

Appendix C: App Design Prototype

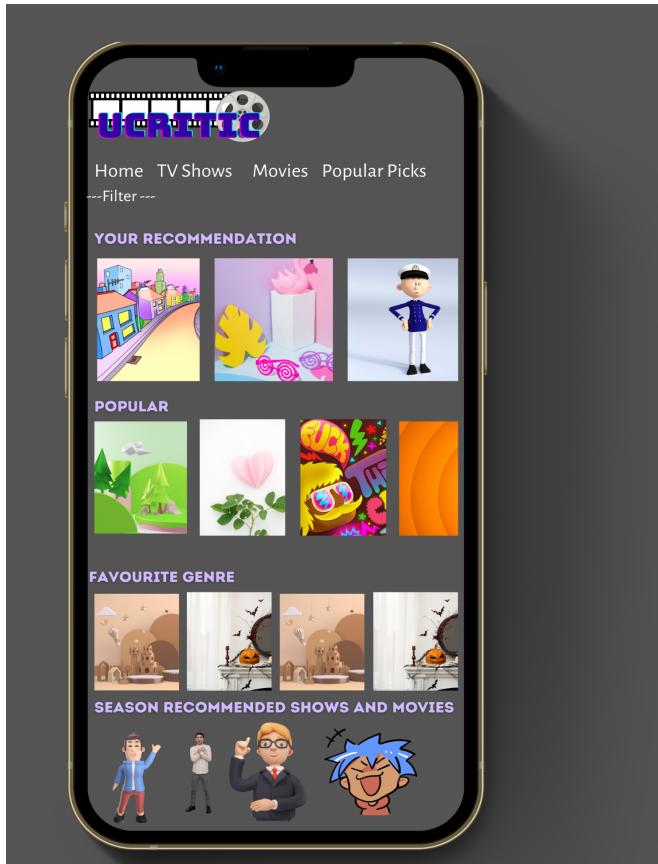


Figure 1: This is the homepage of the critic app that gives a exploration of movie pages

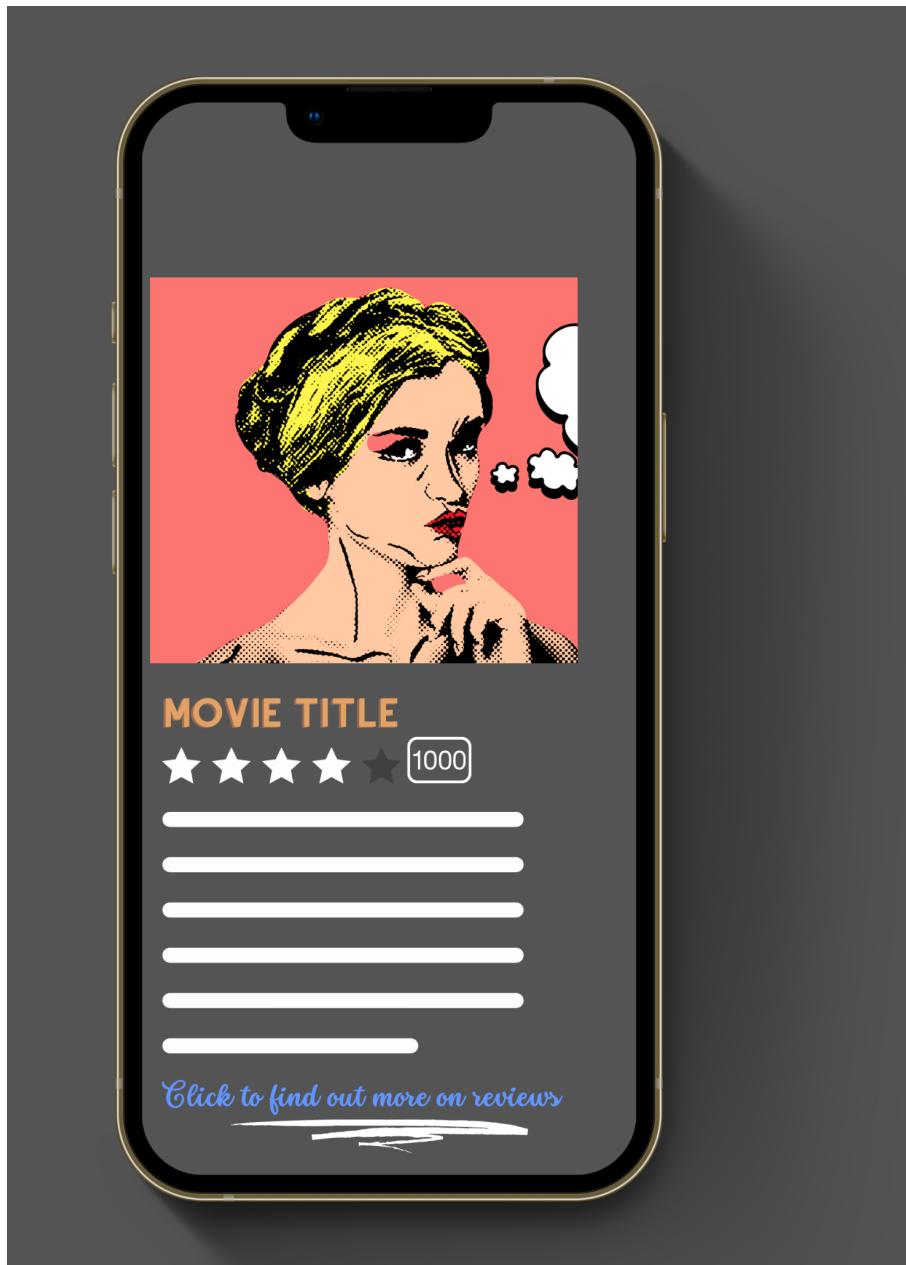


Figure 2: The layout of how a movie/show will show the user's the title, description, rating and prompt user to find out more

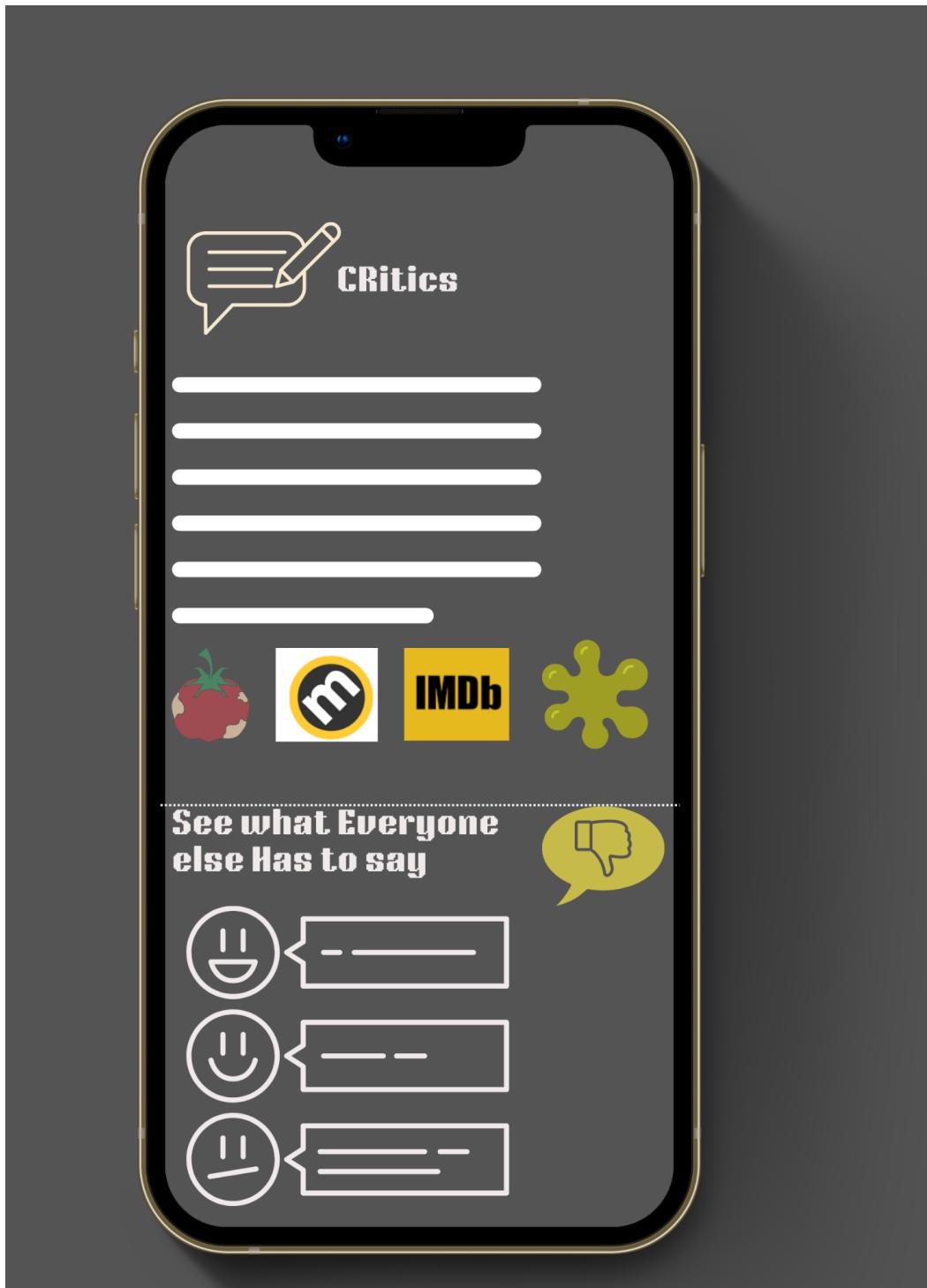


Figure 3: This is the review page of all big critics and includes all the reviews of what others will have to say about a particular movie/show.

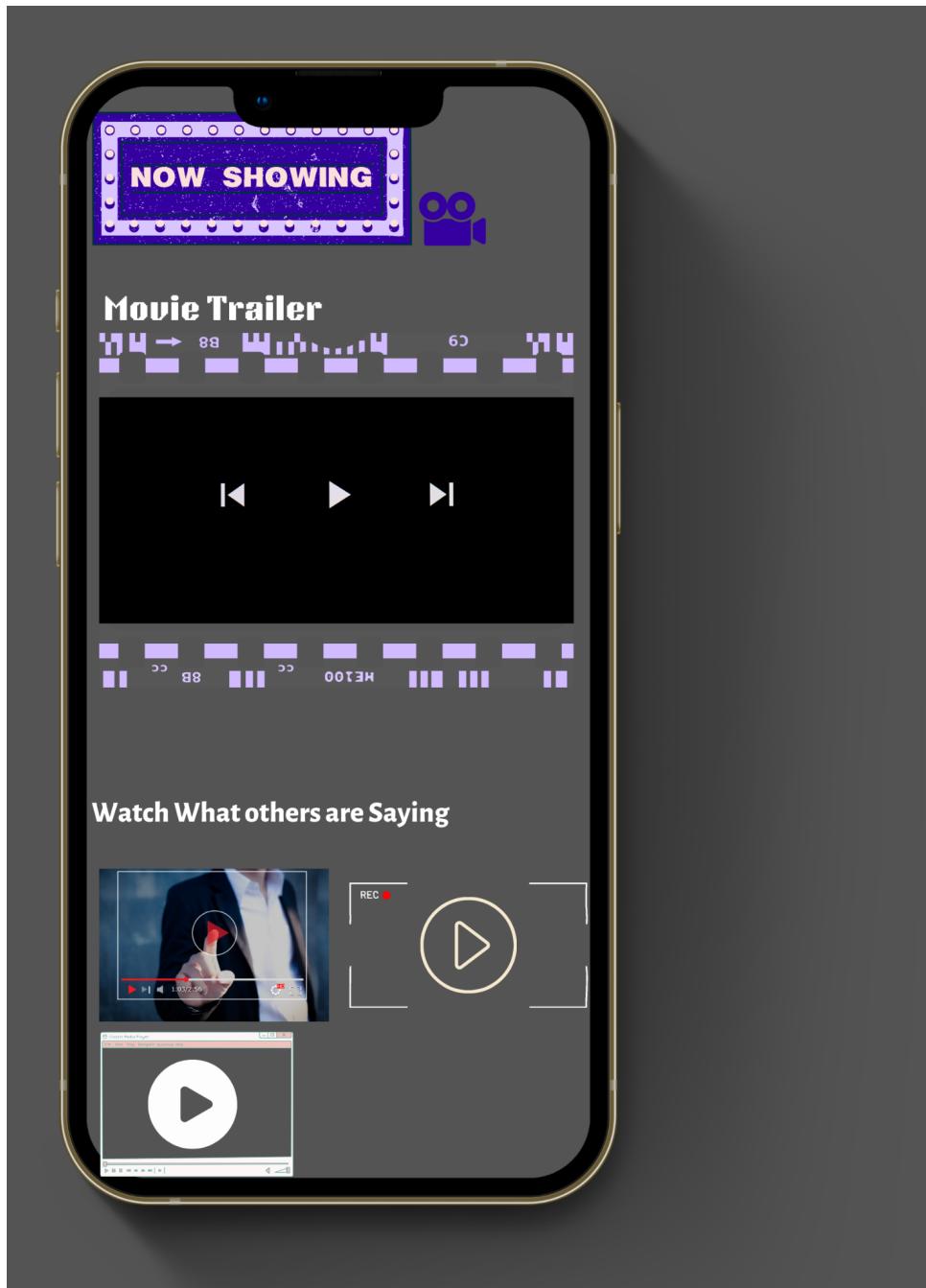


Figure 4: When the user scrolls down, the users have a section of the trailer of the movie and shows. Users can also scroll to see popular movie/show iconic clips and any other review clips they want to see.

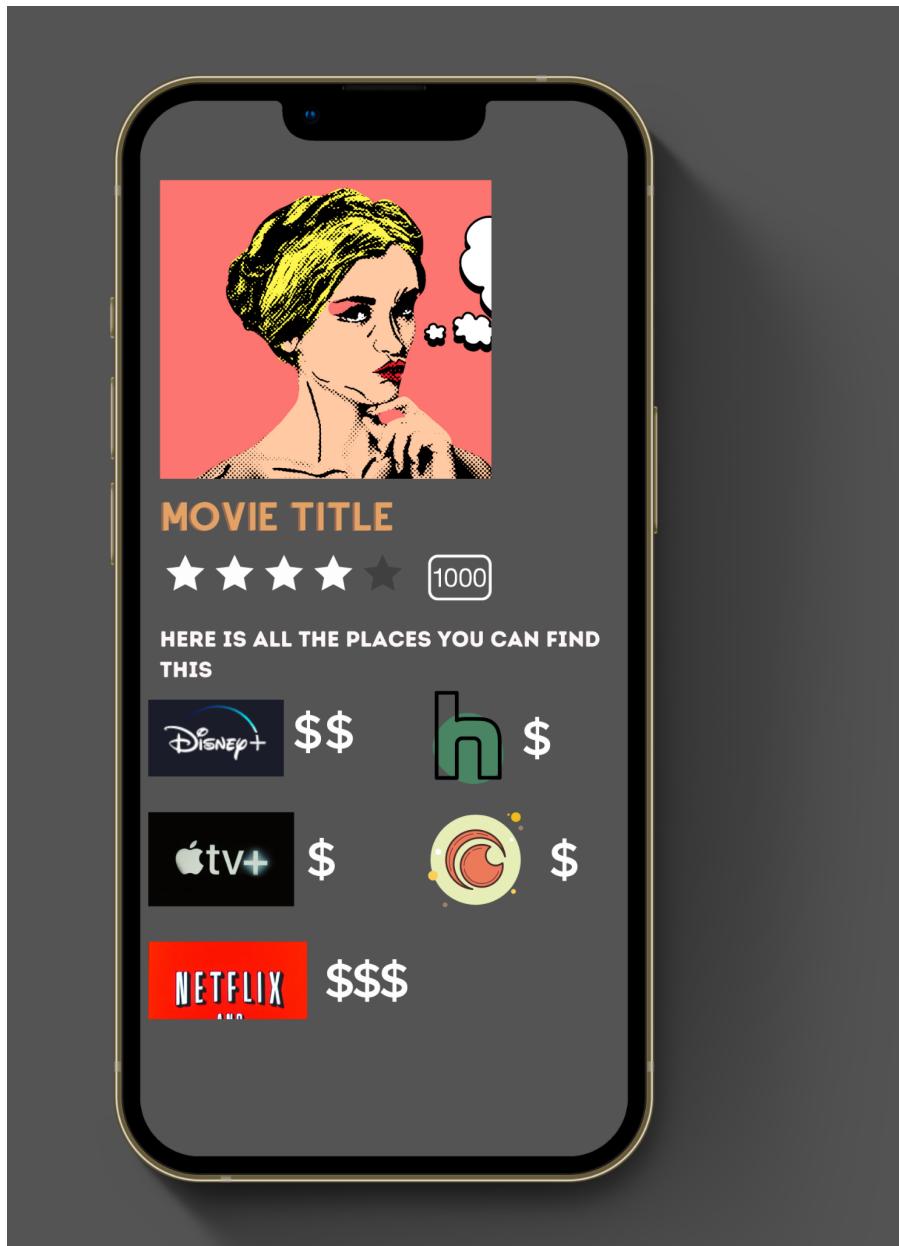


Figure 5: This page shows all the price points and where a movie/show is available to stream.

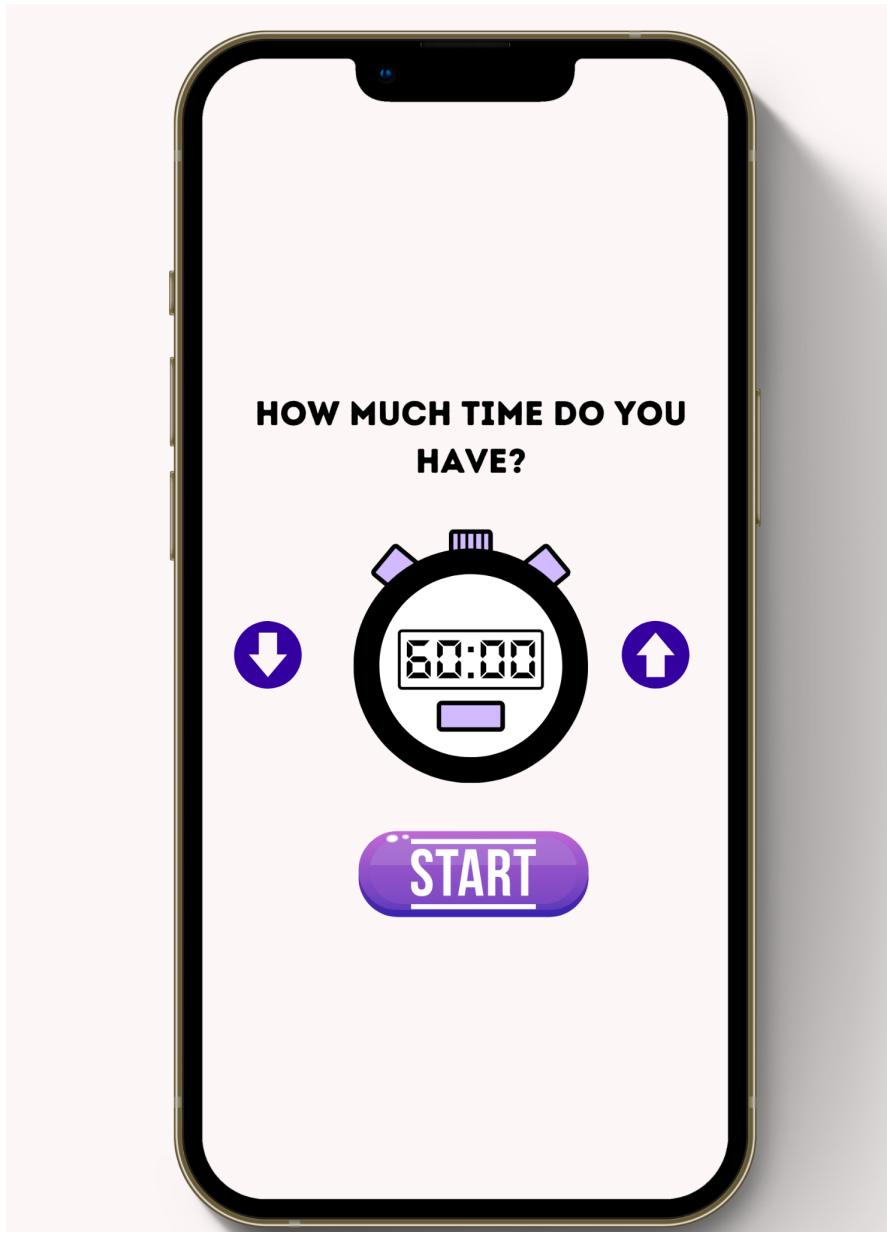


Figure 6: This page within the app asks how much time a user has available so they can spend time watching.