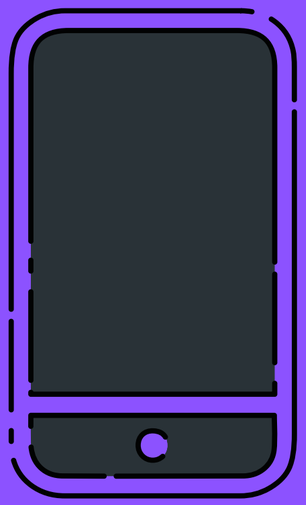
Ucritic

The review app

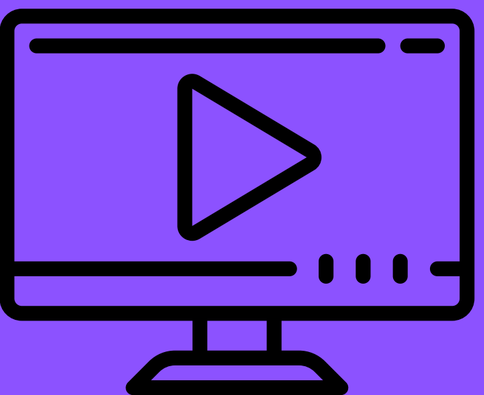
The solution to streaming in an internet era

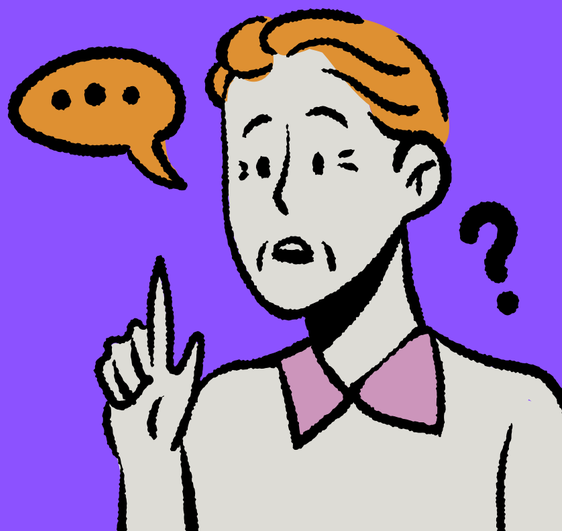
Presented By: Group 4
Ashutosh, Aniqa, Savannah, Taima, and Aaron



Here is the Problem!

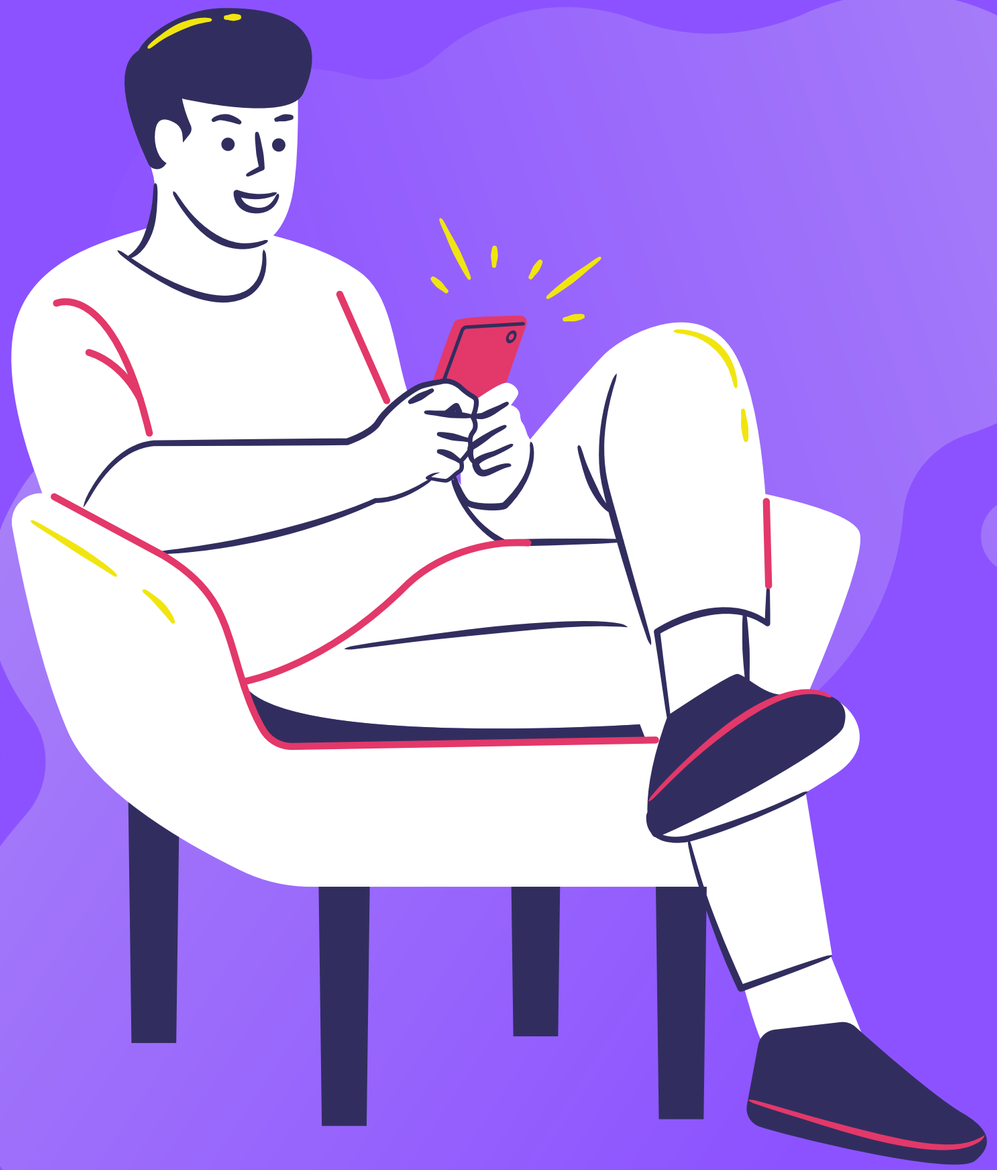
What do I even watch?





What is your experience?

How do you find content? Do you find the process of movie search tedious?



What is Ucritic

Ucritic is an all in one app that will help individuals save time to find the best entertainment suited for them.

Target Users

Main target users are students that:

- do not have much free time
- have multiple streaming services
- like to watch movies and tv shows

Background Research Into User Pains

- While conducting background research on various journal articles and website publications, there was an observable pattern in individuals comments on streaming services.
- A majority of users found issues with both finding content to watch on streaming services and not having the time to watch the programs that they were interested in

Background Research Into User Pains Cont.

- 44% of people also found difficulty in navigating the multitude of streaming services that are on the market. Moreover they find this process to be frustrating and confusing.
- This tedious process leads to many people opting instead to watch shorter and easier to find content on social media sites like TikTok

Primary Research Methods

Our research has been conducted through surveys and interviews.

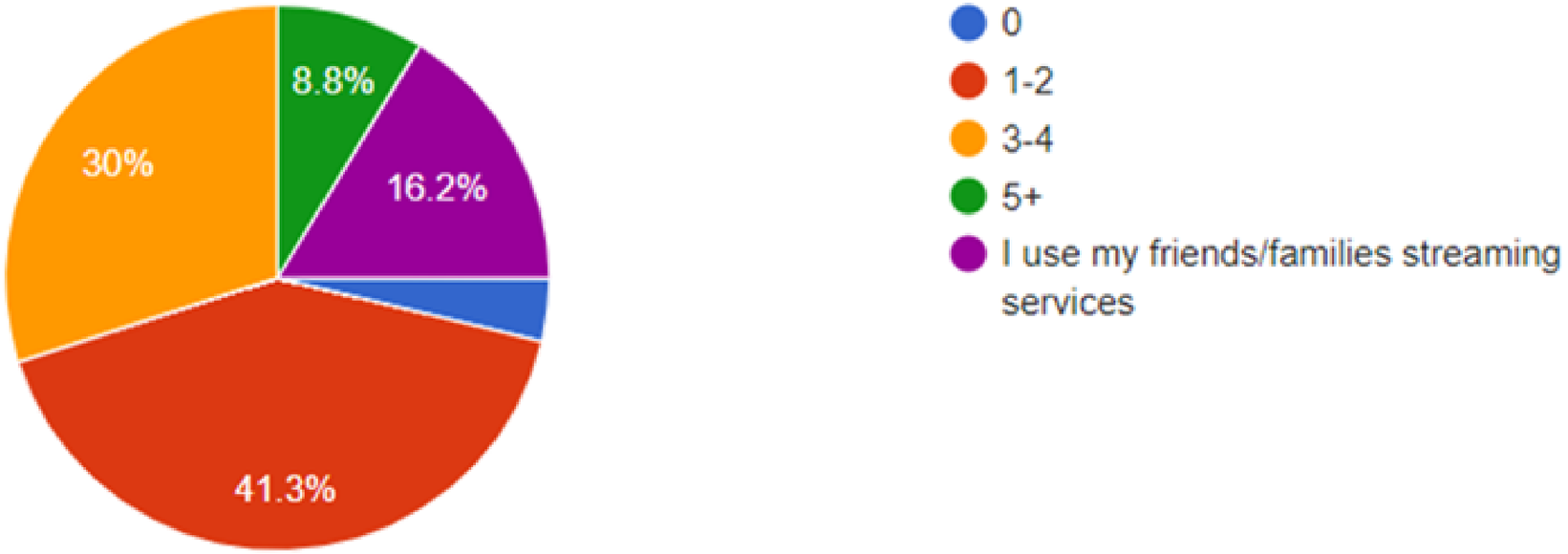
Through the survey we have gathered quantitative data that gave us a general understanding of user issues

Interviews allowed us to gather qualitative data to fully understands issues our users have

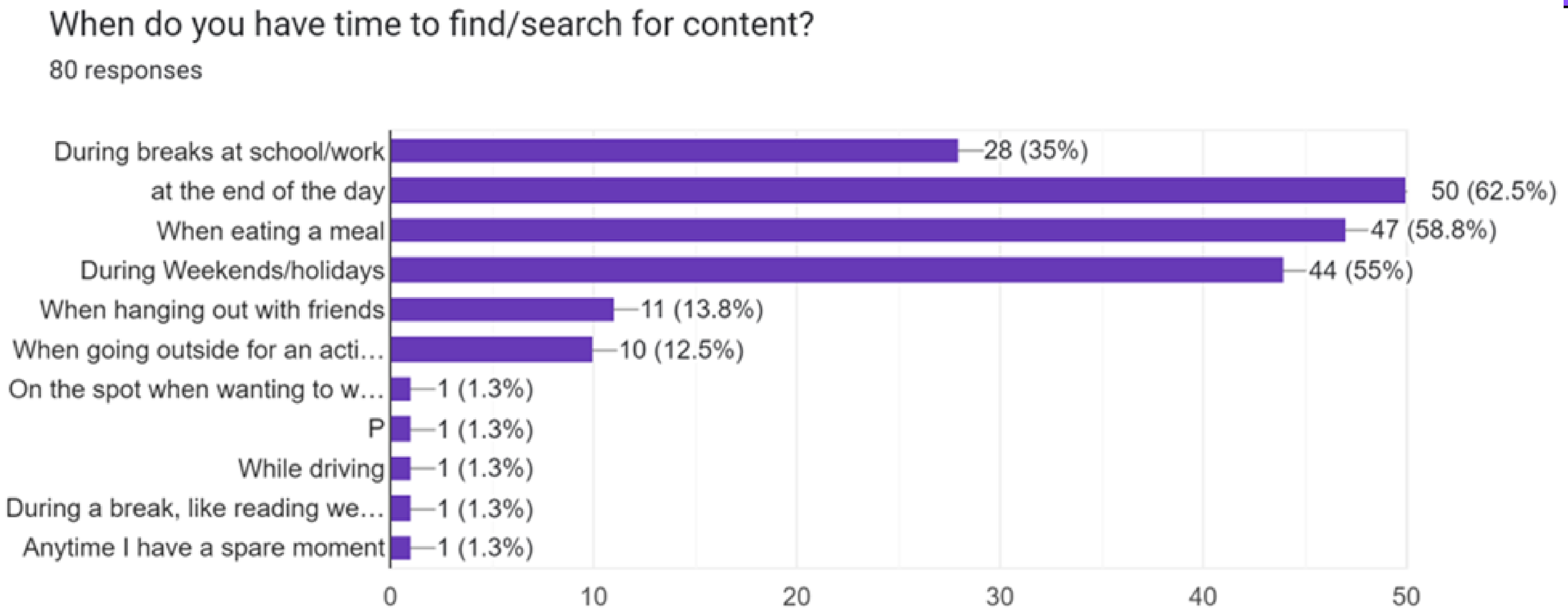
Primary Research

How many streaming services do you have access to ? (access could be personally paid for, or provided by work/school and/or family/friends.)

80 responses

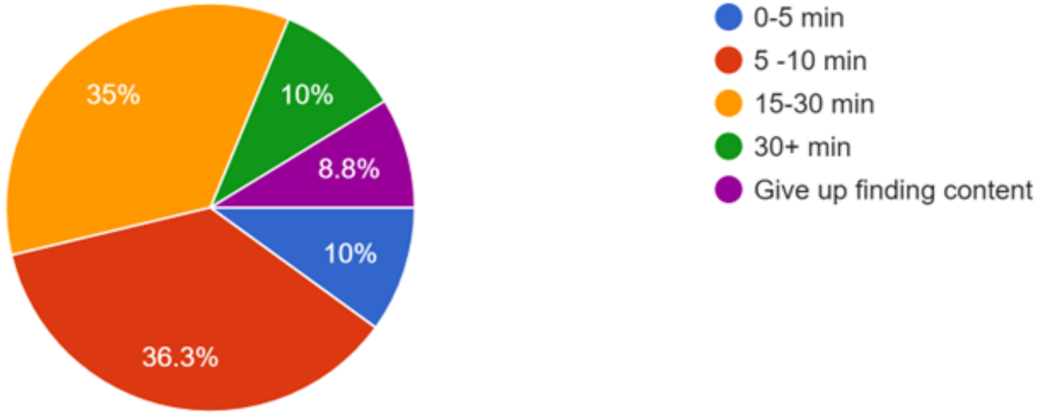


Primary Research

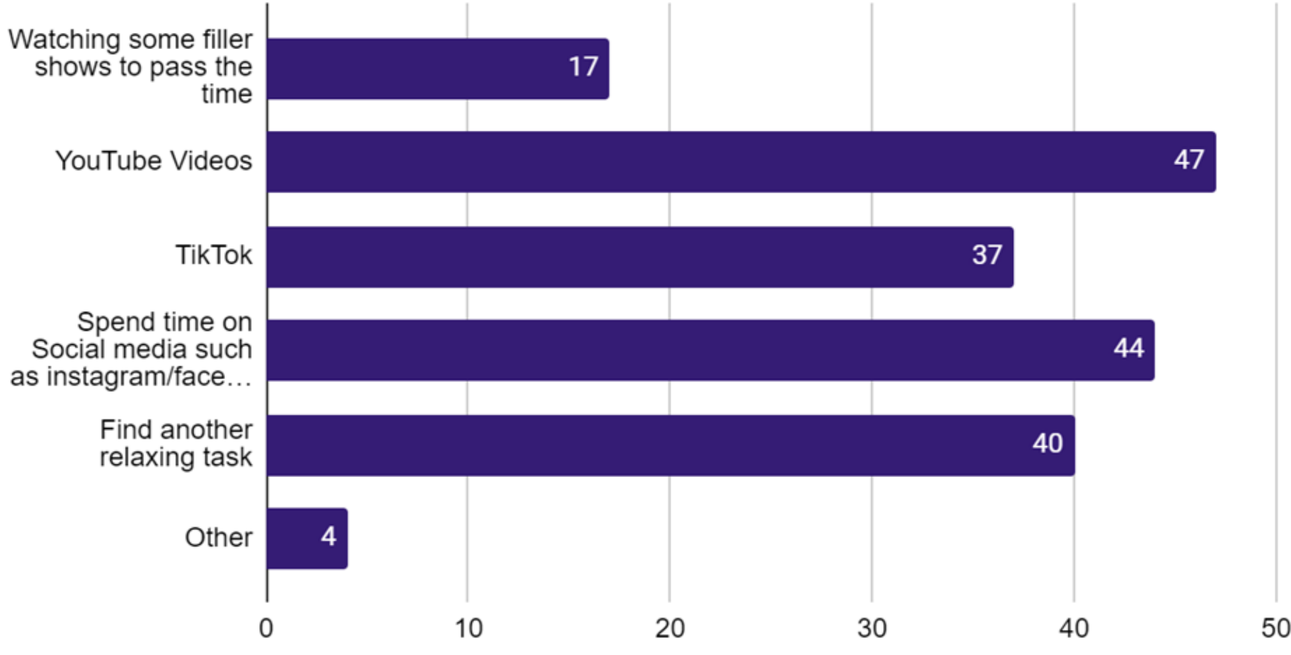


How long does it take to find new shows/movies

80 responses

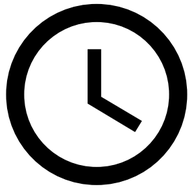


What do you do when you're not able to find a movie/show to watch?



Pain Points of the Users

Time Management



Users have other sources of entertainment so they do not have the time to search through functions

Social Media Takeover

People would rather use social media stream

Cable Television Issue

Streaming services started having too many similarities with each other

Costumize

Roadblock of having whatever is found online

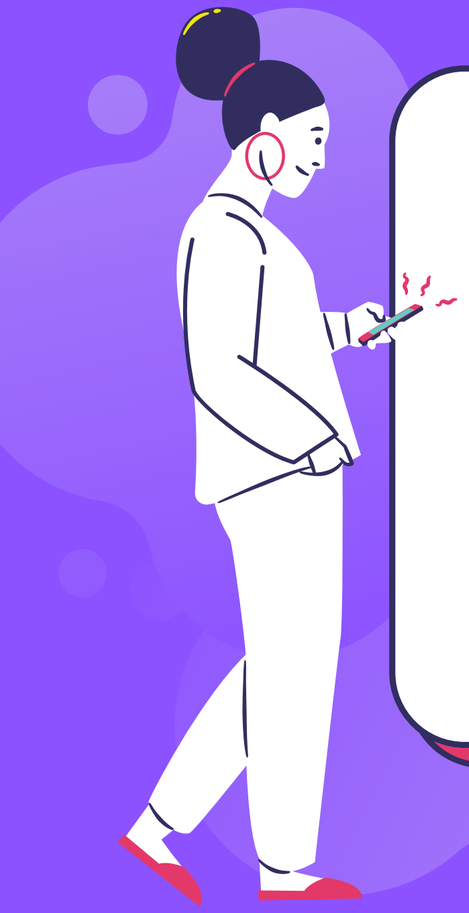
Pirated Content

If people cannot find content, they would go on other streams, to find content

Too many choices

People are overwhelmed by how choices they have online

Interviewers



Dimitri
Average Netflix user

I just have too much to watch!

Sebastian
Anime watcher

None of my favorite anime is found on anything I like, so I have to go on gogoanime.co

Emily
Social media

I would rather be on youtube

User Issues

01

Not able to find good entertainment without wasting time looking through streaming services

02

Unable to know if a movie is good or not because of a lack in reviews in streaming platforms

03

Having issues managing different streaming services and not knowing which are the best for them

Our Solutions

01

Through our customization feature users will have recommended movies and shows right away to save them time

02

Our review system will allow users to look through review for shows and movies and they can filter them to avoid spoilers

03

Our customization feature will also recommend streaming services based on the user’s interests and budget

Initial ideation

Challenges

- The team ran into a roadblock
- No idea what the possible solution should be
- We initially had a different idea in our first stage

Initial ideation

How we overcame challenges

- Need to come up with a new idea.
- We all sat down together, wrote things that annoyed us every day, and found our most common complaint is how we watched television.
- There are a lot of good shows that are currently airing or already aired that we want to watch.
- But we cannot choose what shows because there is too many good content.

Big Idea

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 logins 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.

★★★★★

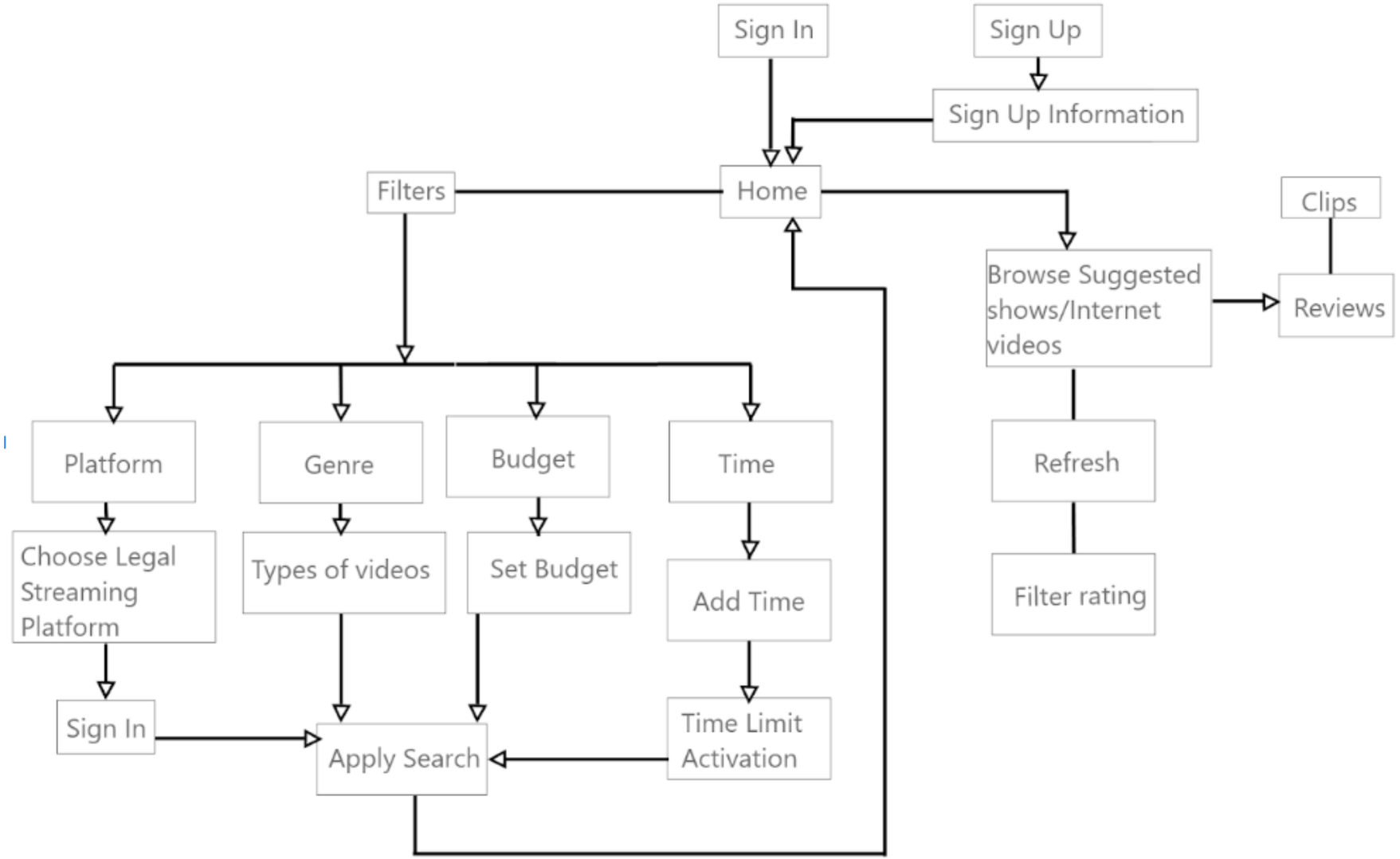
Preference

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

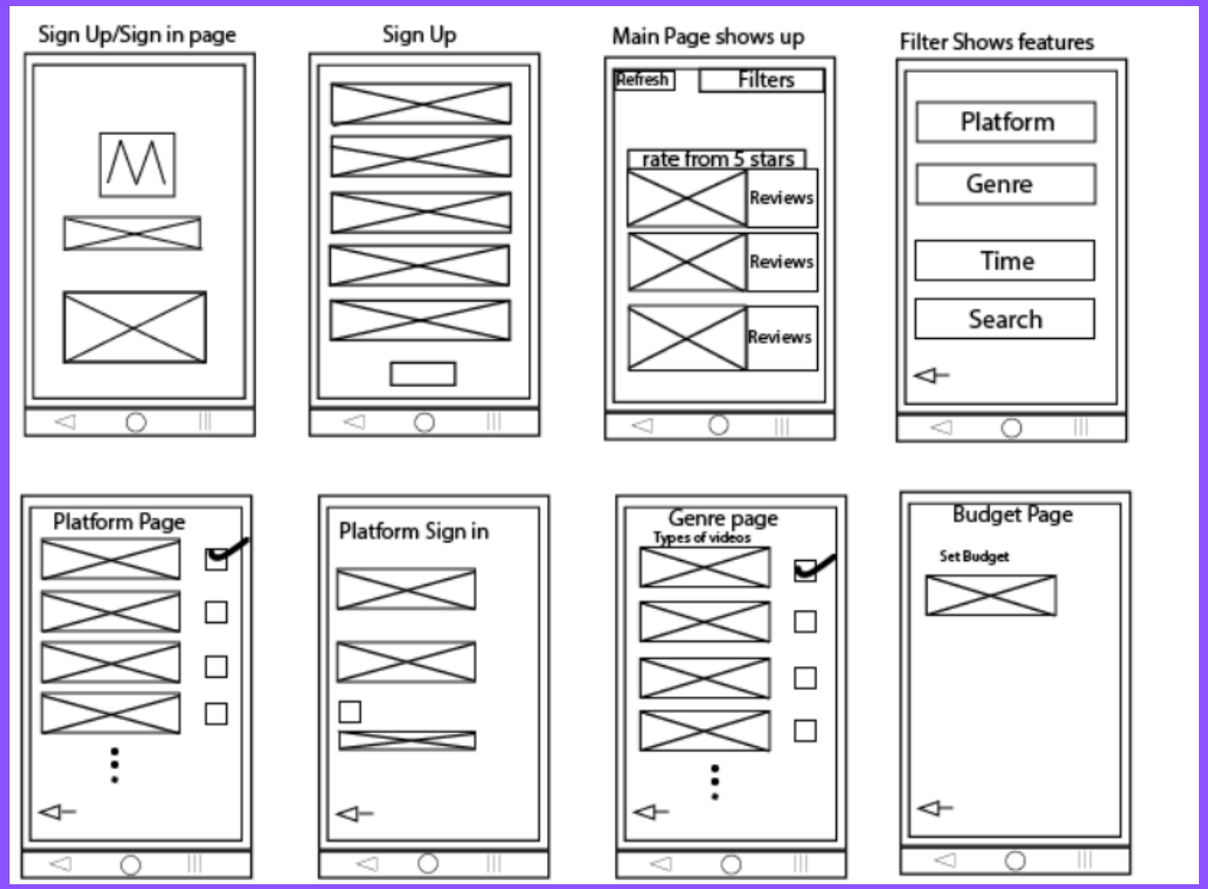
One App

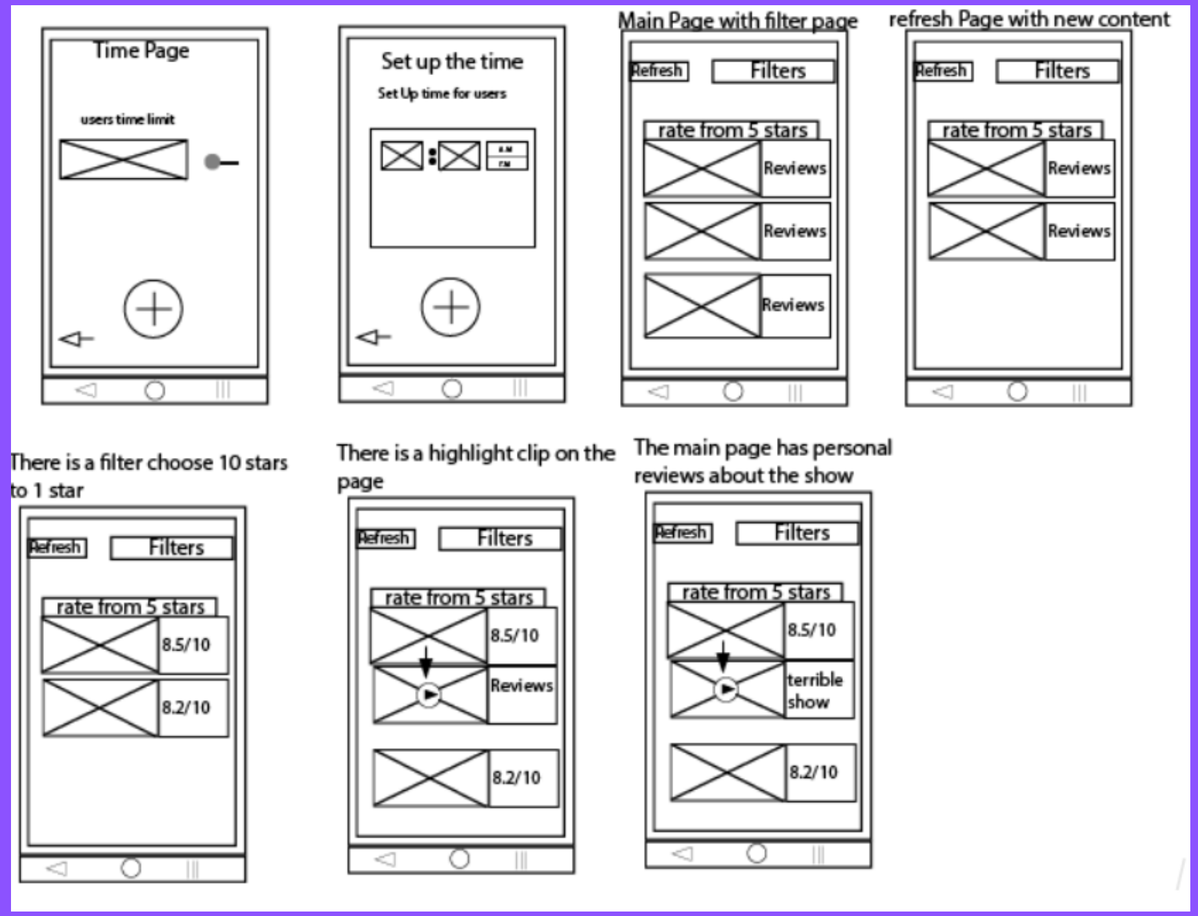
Sync all streaming platforms into one app

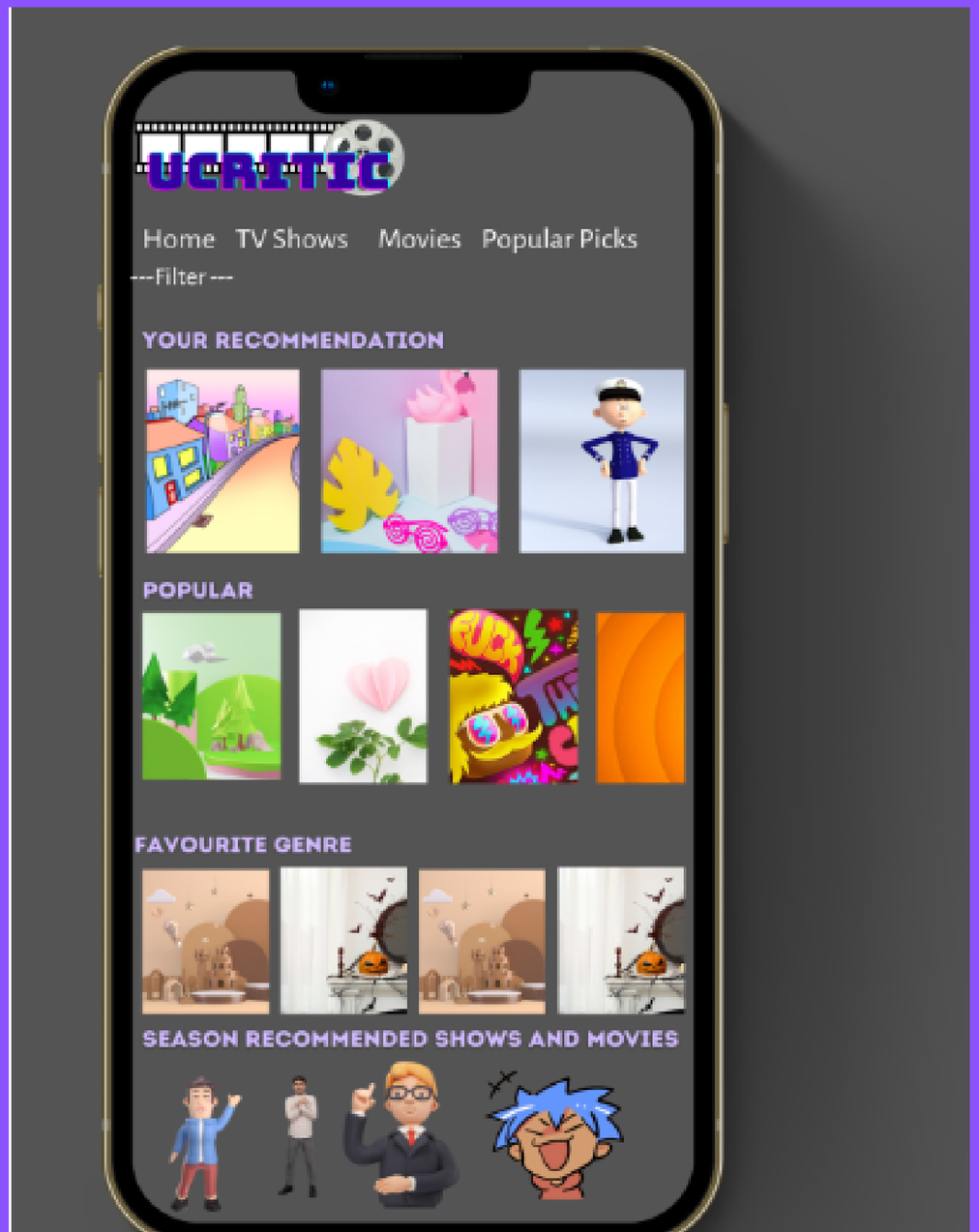
Information architecture



Wireframe

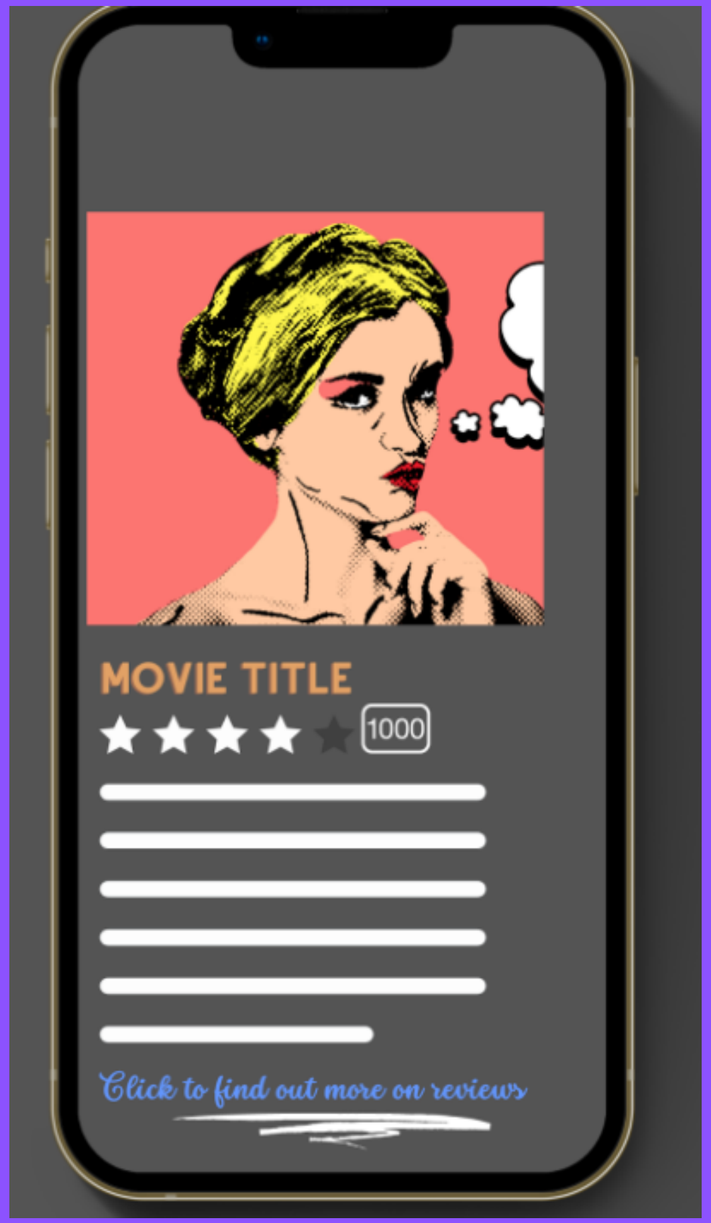

Sign Up/Sign in page
Sign Up
Main Page shows up
Refresh
Filters
rate from 5 stars
Reviews
Reviews
Reviews
Filter Shows features
Platform
Genre
Time
Search
Platform Page
Platform Sign in
Genre page
Types of videos
Budget Page
Set Budget


Time Page
users time limit
Set up the time
Set Up time for users
Main Page with filter page
Refresh
Filters
rate from 5 stars
Reviews
Reviews
Reviews
refresh Page with new content
Refresh
Filters
rate from 5 stars
Reviews
Reviews
There is a filter choose 10 stars to 1 star
Refresh
Filters
rate from 5 stars
8.5/10
8.2/10
There is a highlight clip on the page
Refresh
Filters
rate from 5 stars
8.5/10
Reviews
8.2/10
The main page has personal reviews about the show
Refresh
Filters
rate from 5 stars
8.5/10
terrible show
8.2/10



High fidelity Home page

- Scrolling feature
- Recommended Page
- Popular Settings
- Favourite Genre

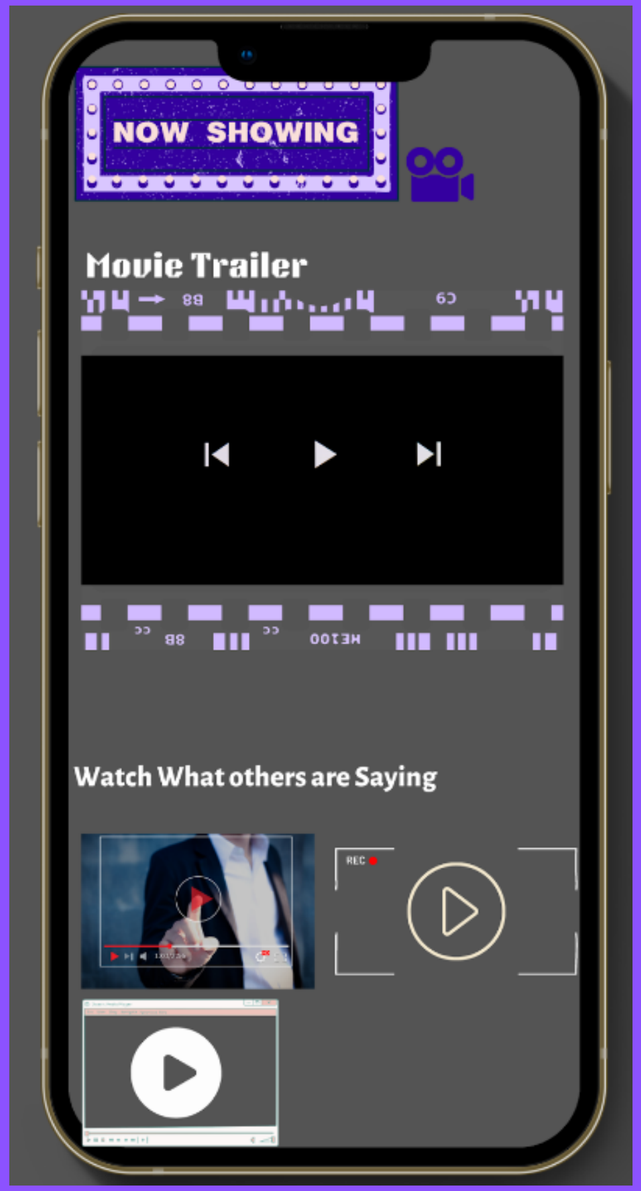


Description page

- Movie Description
- Star review critic
- Movie preference
- More access

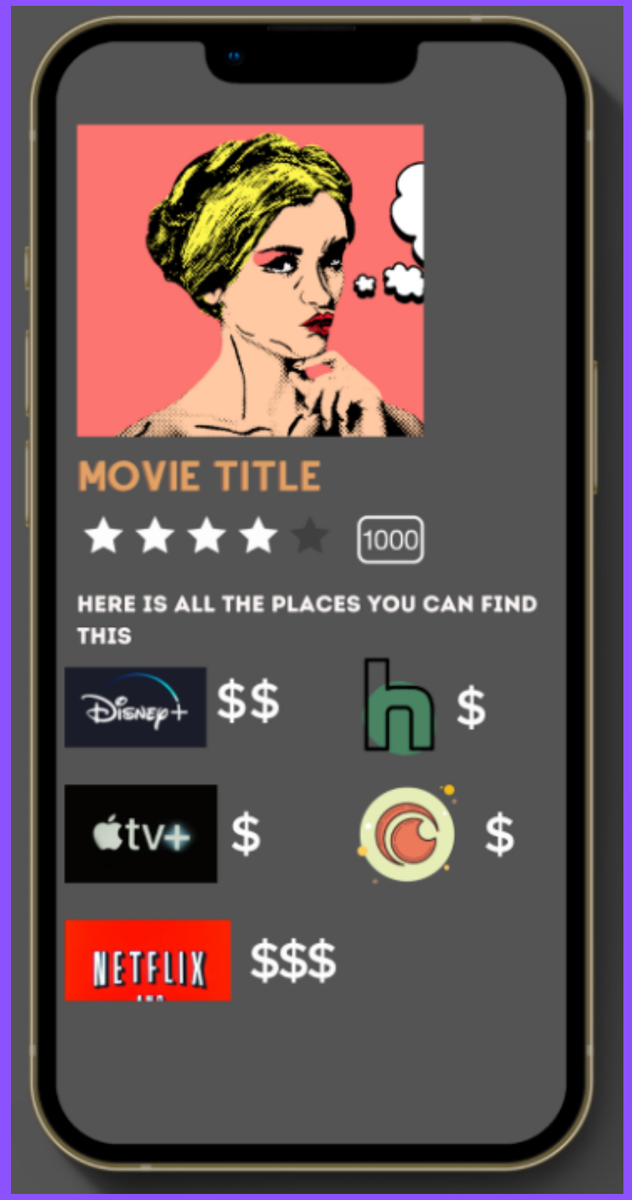
Review page

- Top Reviewer, general critic
- Movie/show commenters
- Everyone can review
- People's mood and importance of general people



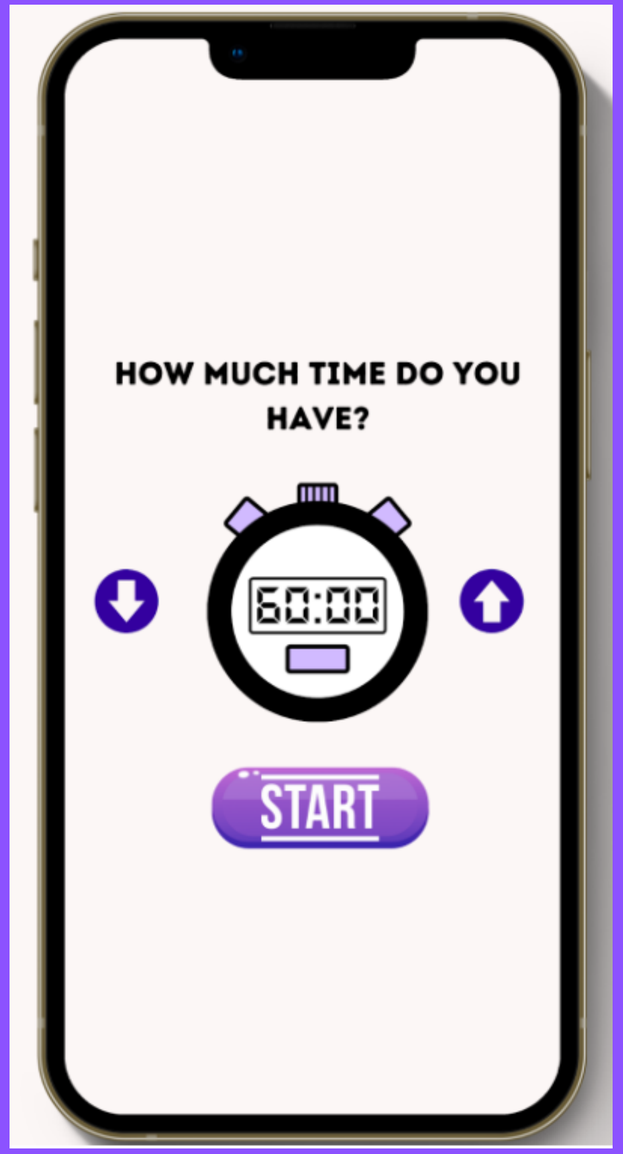
Movie clip page

- People can see accurate trailer
- Important movie/show reviews
- Important feature clips that engages audience to view what to watch



Platform/budget page

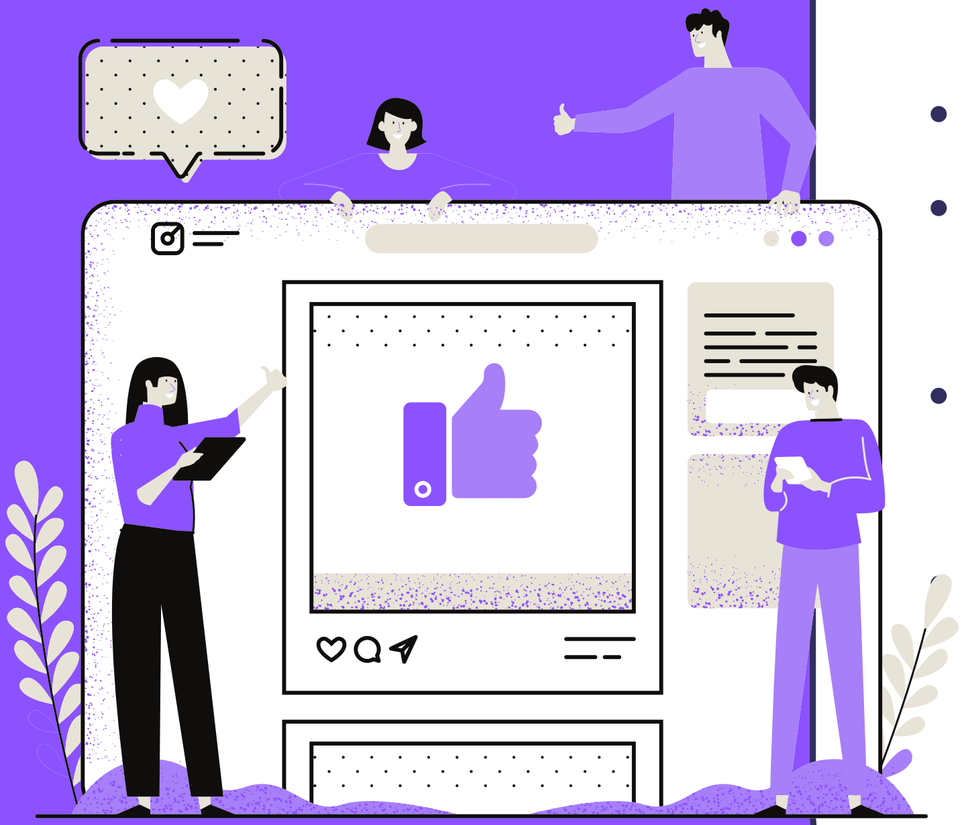
- A general price range
- Syncing feature
- Where the movie is available



Time page

- Adding features with timer
- People can set how much time they have
- Movies/shows will be featured based on the time of the viewer

Better-to-have features



- Sync users streaming accounts into one app
- Ratings/reviews to help users filter out content that might not be worth their time and reduce overwhelming amount of choices.
- Beginner survey to ask users for their preferences and customize it based on their interests and budget.
- Unique option of being able to refresh the algorithm and introduce new content