FUNFASTFILMS.COM

Asia Hoe, Ryan Horgan, Dino Reyes
TEAM HI-FIVE, Inc.

AGENDA

- Contexual Inquiry
- Card Sorting
- Competitive Analysis
- Considerations
- Mood Board
- Logos
- Site Map
- Wire Frames

CONTEXTUAL INQUIRY

We visited local theaters in the area (Loews, and Regal) to talk to potential users about the resources they use to find out about new movies. These were our findings:

- Users find out movies to watch through various means, including reviews in newspapers, trailers on Youtube, articles and trailers shared by their friends, etc.

- Users rely on trailers to learn about new movies.

- Users rely on their friends for recommendations and trailers.

- Online streaming has increased the availability of films, increasing the complexity involved in choosing a film to watch.

- Users are still attracted to the allure of the theater (big screen, big sound).

CARD SORTING

- Individual films can be incorporated into multiple genres.

- The complexity of sorting films into genres can confuse and overwhelm the user.

- Users rely on recommendations when they are unsure of what to watch.

- Users (may) like the ability to customize their search.

- Users sorted movies based on their knowledge.

COMPETITIVE ANALYSIS

In order to understand the competitive landscape in the digital magazine market, TEAM HI-FIVE, Inc. executed a competitive analysis of the top five "Hipster-esque" entertainment websites to explore opportunites for FUNFASTFILMS.COM

METHODOLOGY

CATEGORY
Competitor/Complementor
Business Model

VISUAL
Color Scheme
Theme/Feel
Responsive Design
Mobile version of Site

INFORMATION ARCHITECTURE
Navigation
Clicks to Review

CONTENT
Writing Tone
Length of Review
Ratings Type
Sourcing
Review Organization
New Releases

OTHER
Target Audience
Affiliates
Observations

LANDSCAPE

Top "Hipster" online mags

MRHIPSTER.COM

PAJIBA.COM

PITCHFORK.COM

BRIGHTESTYOUNGTHINGS.COM

ROTTENTOMATOES.COM

ANALYSIS

		MRHIPSTER.COM	PAJIBA.COM	ROTTENTOMATOES.COM	PITCHFORK.COM	BRIGHTESTYOUNGTHINGS.COM
CATEGORY	Competitor/Complementor	(boxing gloves)	(boxing gloves)	(boxing gloves)	(handshake)	(handshake)
	Business Model	Ads	Ads	Ads	Ads	Community
VISUAL	Color Scheme					
	Theme/Feel	Flat, Dated (no direction)	Flat, Dated	Busy, Crowded	Brooding, Dark, Flat	Loud, Playful, Hip
	Responsive Design	✗	✗	✗	✗	✗
	Mobile Version of Site	📱	📱 (no)	📱 (no)	📱	📱 (no)
INFO. ARCH.	Navigation	Top Bar, Search	Top Bar, Search	Top Bar, Search	Top Bar, Search	Top Bar, Search
	Clicks to Reviews	2 clicks	2 clicks	3 clicks	2 clicks	2 clicks

ANALYSIS

|		MRHIPSTER.COM	PAJIBA.COM	ROTTENTOMATOES.COM	PITCHFORK.COM	BRIGHTESTYOUNGTHINGS.COM
CONTENT	Writing Tone	Casual, Sarcastic	Casual	Snarky-to-Professional	Casual, Professional	Casual
	Length of Review	Medium-Long	Short-Medium	Short-Long	Medium-Long	Long
	Ratings Type	Asterisk	No formal rating, written review	Tomatoes, %, ★	Number / Stamp	No formal rating, written review
	Sourcing	Single Critic	Critics, Crowdsourced	Ext., Critics, Crowdsourced	Critics	Ext., Critics, Crowdsourced
	Review Organization	Alphabetical	Alphabetical	In theaters, DVD, Search	Submission, Search	Random, Search
	New Releases	✘	✔	✔	✔ only music	✔
OTHER	Target Audience	Hipster	Hipster	Mainstream	Hipster	Hipster
	Affilliates	✘	✘	✔$	✔$	✘
	Observations	–	–	Mobile app avail. Site too busy, Design/Content.	–	Film Giveaways. Related articles. HD trailer embed.

CONSIDERATIONS

- No website offers a responsive version of their site.

- Organization of film reviews was poor in all cases.

- No "Hipster" sites dedicated to film reviews only.
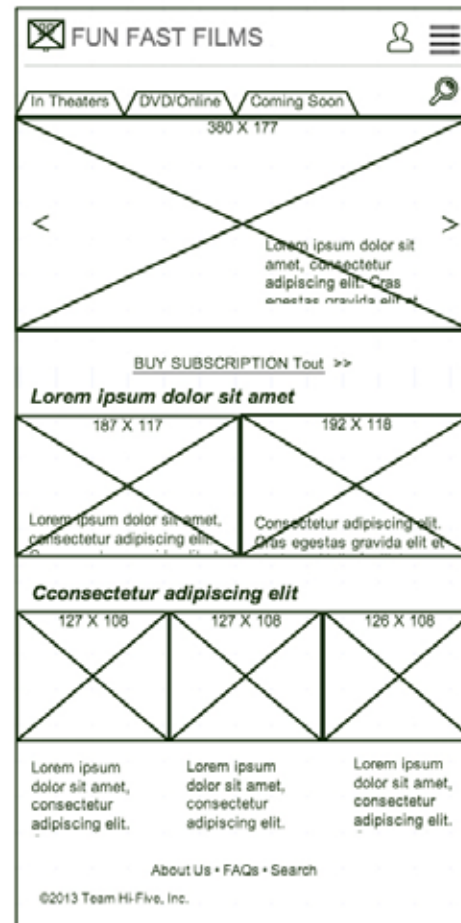
- Opportunity in market for fast, brief film reviews.

MOOD BOARD
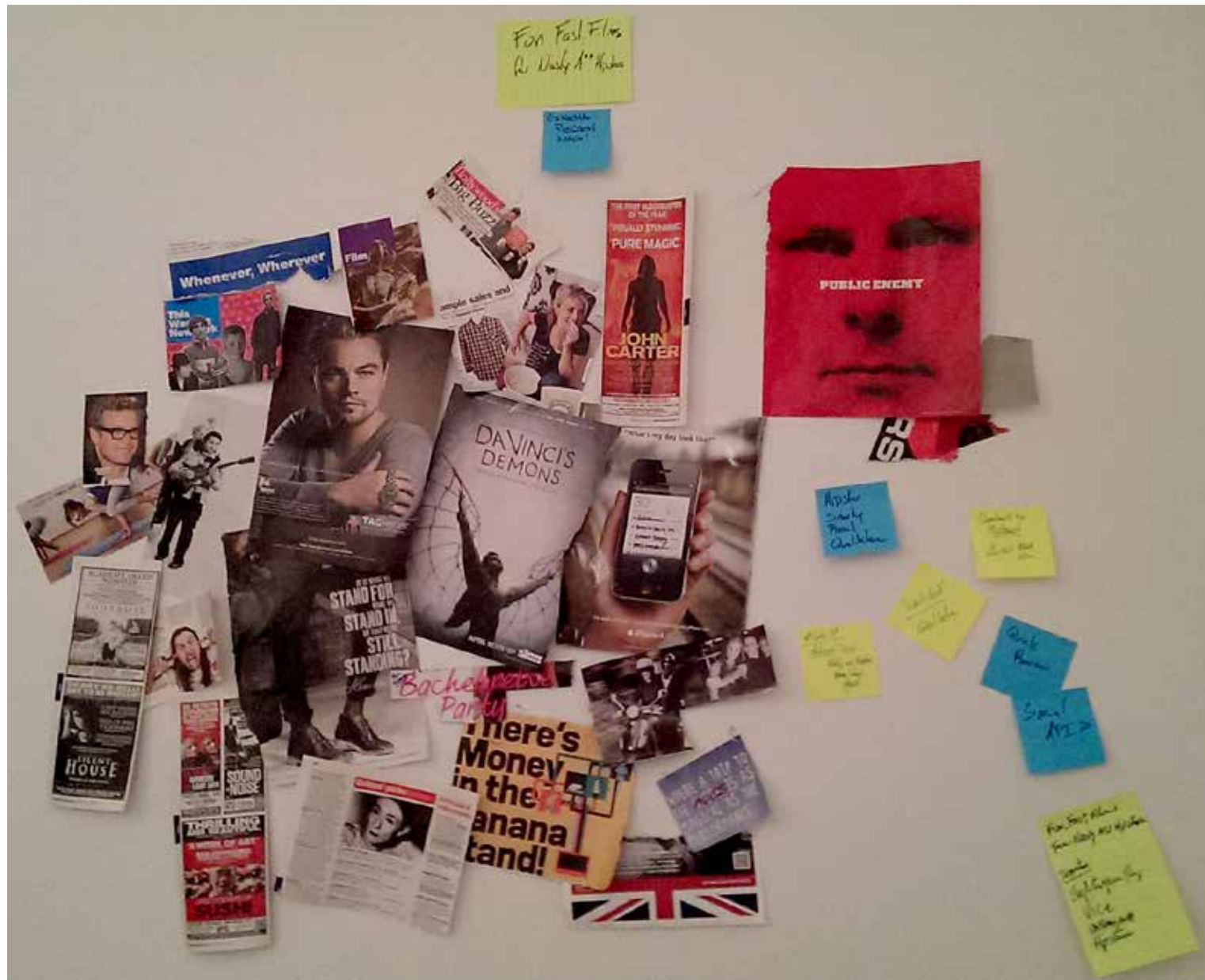
SITE MAP
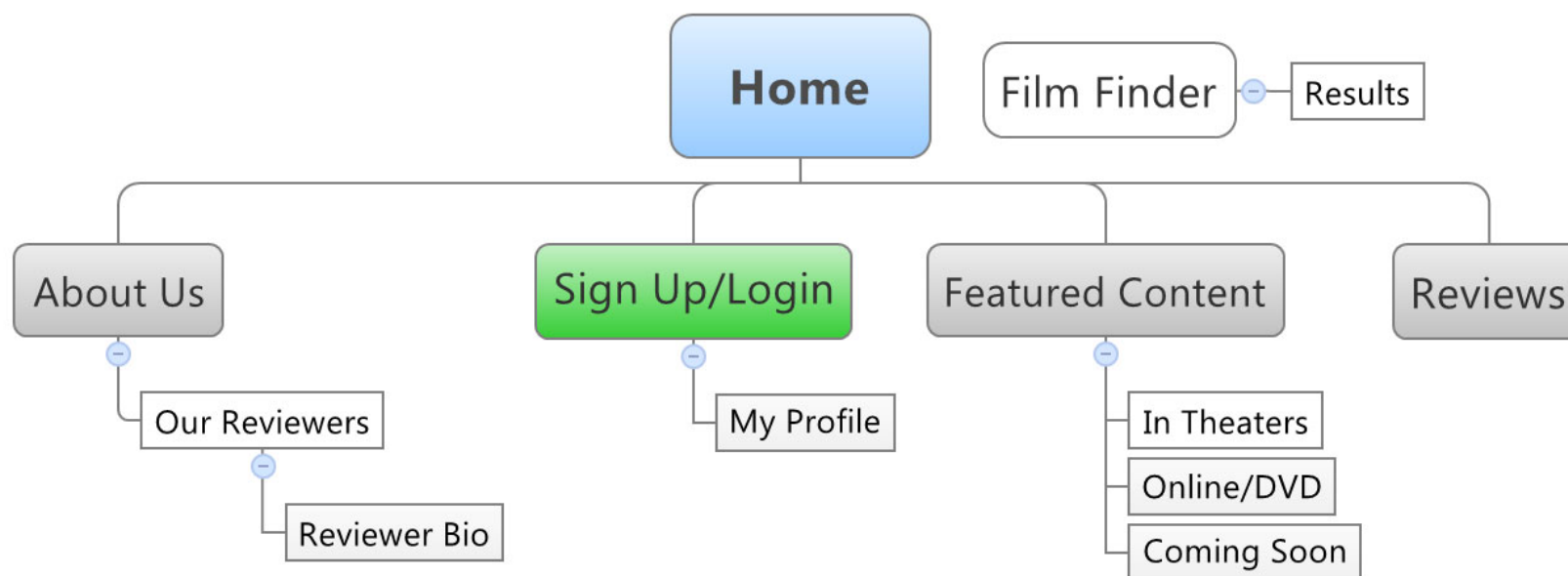
LOGOS

WIREFRAMES

Homepage

Find Films Search

WIREFRAMES

Search Results - non-pay

Search Results - pay version

WIREFRAMES

Search Results - single movie

Reviewer Page

THANK YOU.