FilmVote

prototype website for film festival voting

Link to prototype: **HERE**

Aubrey K. Young for AY code+design

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Project overview

The product:

FilmVote is a responsive website that allows users to watch, review, and rate movies for upcoming film festivals. Filmvote's target audience is for independent film lovers who are duly familiar with movie streaming and who also want to be involved in the film festival pre-screen process.

Project duration:

September - December 2022
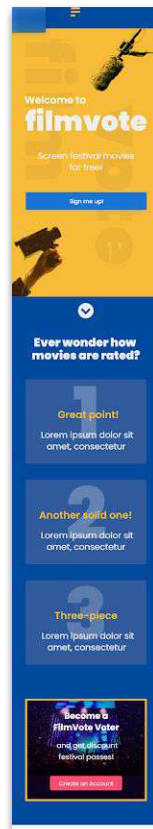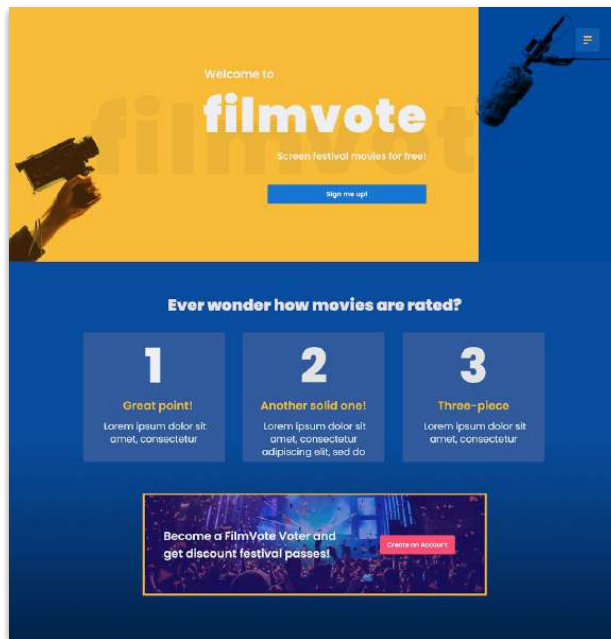
Project overview

The problem:

Independent film fans want a secure and transparent way to vote for independent film festival movie entries.

The goal:

Design a responsive website that gives users more confidence in the movie voting and pre-screening process.

Project overview

My role:

I am the lead UX researcher and designer for the FilmVote responsive website, from conception to delivery.

Responsibilities:

- Create paper and digital wireframes
- Conduct interviews and user research
- Account for accessibility (a11y)
- Conduct usability studies
- Create lo-fi/mid-fi/hi-fi prototyping

Understanding the user

- User research
- Personas
- Problem statement
- User journey maps

User research: summary

I conducted 5 interviews to understand common behaviors, experiences, and frustrations with users who regularly stream media & who are involved with or interested in independent film festivals. My initial assumptions of the personas included those who **have attended a film festival in the recent past** and **use modern technology** to watch films.

For movie-goers that would prefer to watch movies in select theaters, general public screenings are available. These screenings offer FilmVote the opportunity to spread word about the website and **increase engagement in the film pre-screen process**. Other problems I encountered were users wanting to create their own geo-tagged screening events through the app - this may be a great innovation in future updates and iterations of the website.

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Raymond
the Film Director

Problem statement:

Raymond is a film director who needs **secure voting for independent film festivals** because he wants to **maintain confidence in the voting process**.
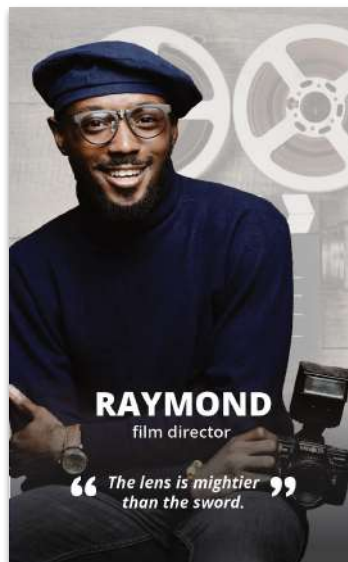
Age: 33

Education: BFA, Directing

Hometown: Seattle WA

Family: Long-term girlfriend, 1 dog/1 cat, 1 daughter

Goals

- Feel confident that everyone's votes are counted fairly
- Increase the viewership of independent movies and film festivals

Frustrations

- Wishes the independent movie voting process was more secure, to prevent fraudulent voting
- Wants more independent movies to be seen by wider audiences

Story

Raymond is a **film director** who regularly attends or is involved with planning **independent film festivals**. While independent movies have seen an uptick in new viewership due to word-of-mouth/social media, he would love for that trend to continue.

However, he believes the **award system lacks transparency**, and would love to see a more **secure voting process** to allow all films to be judged on their merits, and not just which production company has the deepest pockets.

RAYMOND
film director

" The lens is mightier than the sword. "

Age: 25

Education: BA, Branding & Marketing

Hometown: Austin TX

Family: Husband, 2 dogs, no children

Goals

- Network with other cinema professionals to increase her experience and advance her career
- Understand the trends of award-winning independent movies prior to those trends moving to larger studios

Frustrations

- Being new to the industry, Natalie does not have many professional connections
- Wants a deeper understanding of the movie-making process, from concept to delivery

Story

Natalie is finishing her **undergrad in Branding & Marketing and wants to break into the corporate side of cinema**. She knows that the industry thrives on connections, and sees movie festivals as a great location to **meet, greet, and share contact information with other professionals**.

She wants to **increase her business knowledge and advance her budding career** by studying independent movie trends and introducing herself to peers and those with more experience.

NATALIE
studio intern

" Viewer reception can be just as important as movie quality "
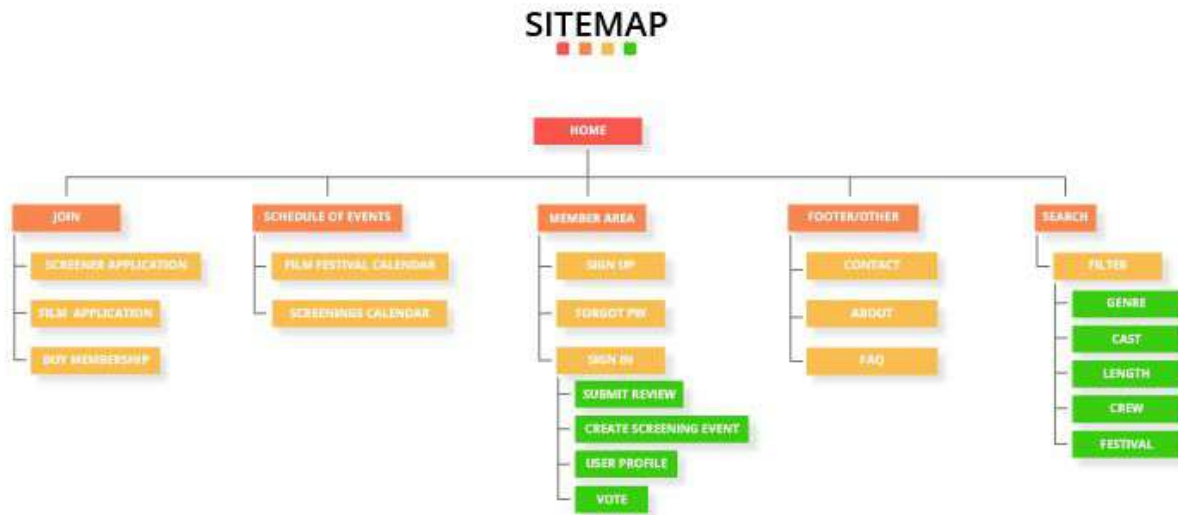
User journey map

Mapping Raymond's and Natalie's user journeys revealed how a website catering to indie movie-goers would increase confidence and participation in the film festival pre-screen process.

User Journey: Raymond

Goal: cast a secure vote in an independent film festival

ACTION	Apply as movie screener	Watch movies	Submit movie reviews	Cast Vote
TASK LIST	1. Receive register email from film festival 2. Click email link to sign in to Member area	1. Decide which categories he wants to vote in 2. Watch 15 movies in various categories	1. After watching movies, submit reviews/ratings	1. Sign up for membership 2. Watch all movies in a category 3. Cast vote
FEELINGS	• Excited to be part of the movie screening process	• Overwhelmed with movie choices • Proud of his peers who entered	• Contemplative about fair, balanced reviews	• Excited to be part of the movie awarding process • Setting up a watch party
IMPROVEMENT OPPORTUNITIES	• Screener registry and voting will be through same website; voting behind username/ password	• Take a quiz that helps user decide which categories interest them (genre, hashtags, category) • Ability to register watch parties (geotagging)	• Continue where you left off • Word minimum for each response • *You can watch more, but only 15 reviews count	• Waivers available for students, etc • Year-round screenings with membership

Google

Starting
the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

My initial sitemap and where the website eventually ended up had some significant differences. Once I got to the design process, I realized my menu did not need to be as expansive as shown here.


SITEMAP

HOME

JOIN
- SCREENER APPLICATION
- FILM APPLICATION
- BUY MEMBERSHIP

SCHEDULE OF EVENTS
- FILM FESTIVAL CALENDAR
- SCREENINGS CALENDAR

MEMBER AREA
- SIGN UP
- FORGOT PW
- SIGN IN
- SUBMIT REVIEW
- CREATE SCREENING EVENT
- USER PROFILE
- VOTE

FOOTER/OTHER
- CONTACT
- ABOUT
- FAQ

SEARCH
- FILTER
- GENRE
- CAST
- LENGTH
- CREW
- FESTIVAL

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Paper wireframes

Homepage v1

I started by sketching different iterations of the home page, which guided the design and layout for the rest of the site.

The goal of the homepage is to **lead a user to signing up,** and also show the free movies available to users.

Homepage composites
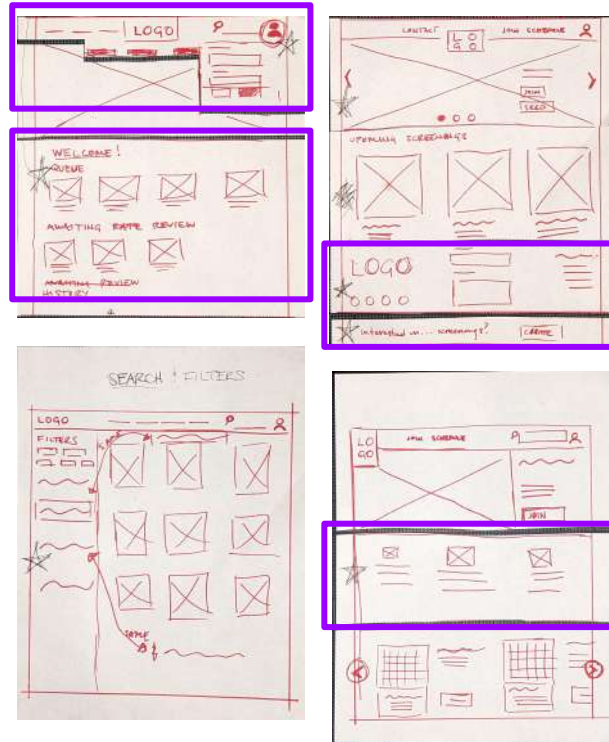
Homepage v1
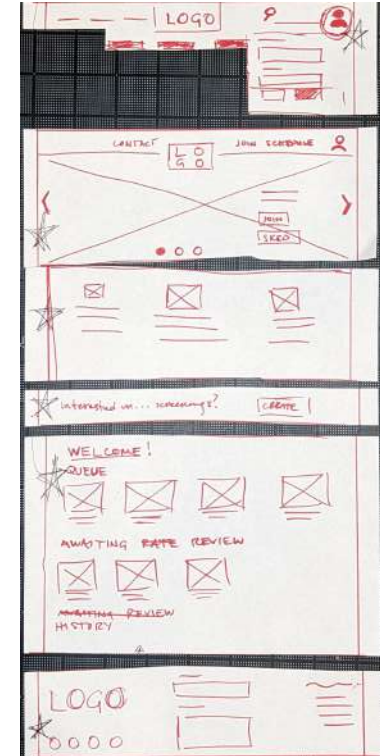
Highlighted areas are replicated on my first paper homepage

Digital wireframes

Homepage v2

Based on user research findings, I eliminated some features from the paper wireframe. For example, I reduced the number of movies shown on the homepage to entice users to sign up to see the entire lineup.

Call to Action button to sign up, above the fold
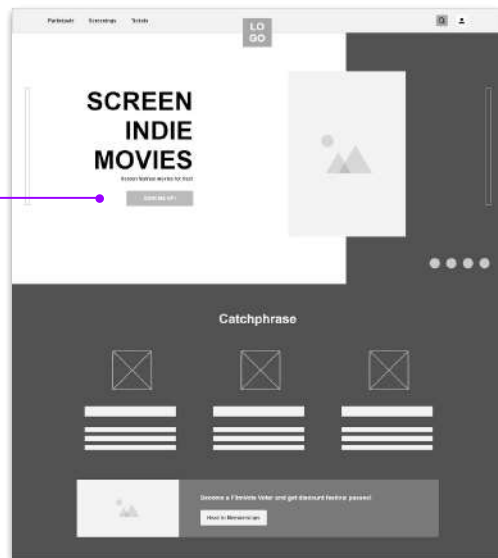
Eye-catching movie images
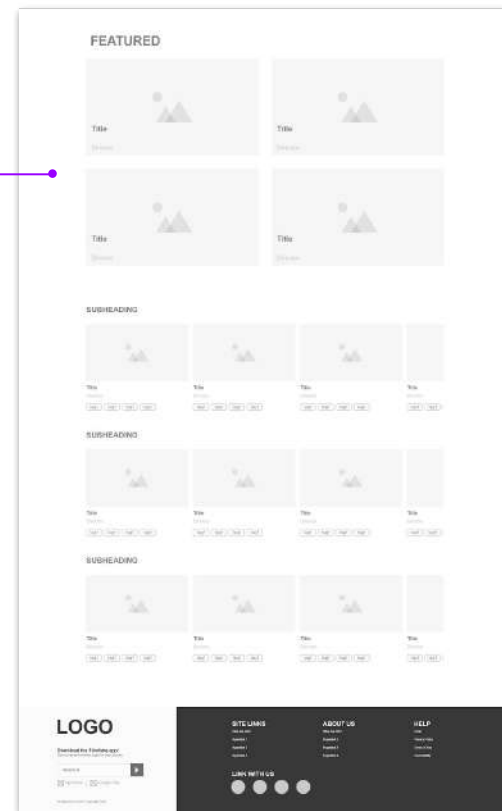
Digital wireframes

(mobile)

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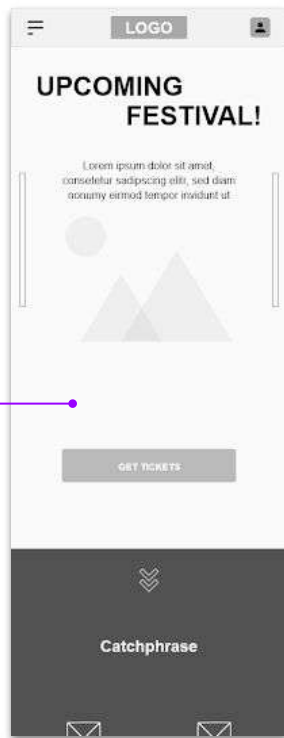
Eye-catching movie images
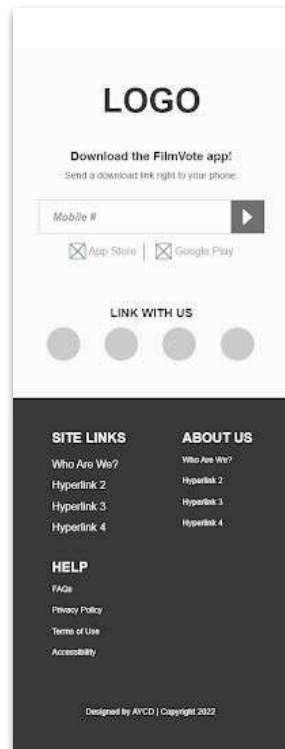
Usability study: parameters

Study type:

Unmoderated usability study

Location:

United States, remote

Participants:

5 participants

Length:

10-15 minutes

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Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Less menu options

Users needed less menu options to navigate to the movies.

2

Finding

Users appreciated one less screen to navigate through before being able to watch and review movies

3

Finding

Users appreciated using the (simulated) movie search function instead of scrolling through numerous movies

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Refining the design

- Mockups

- High-fidelity prototype

- Accessibility

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Mockups

Hi-fidelity usability tests showed users appreciated having one less screen to navigate before being able to rate and review movies.

I combined the review and rate screens into one screen to toggle between the two, instead of a separate screen altogether.
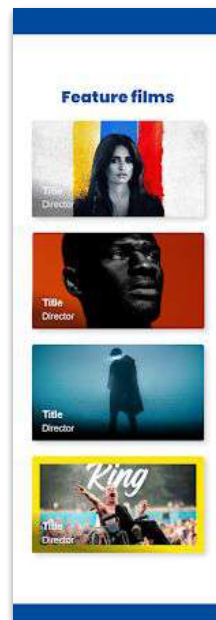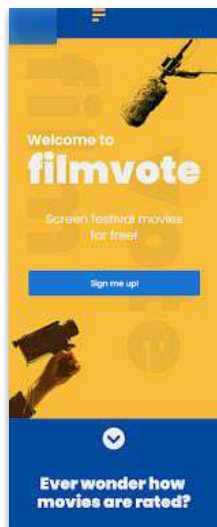

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Mockups

Hi-fidelity usability tests showed users appreciated the CTA button right up front. Most users went for that button instead of the navigation icon first, to get further into the site.
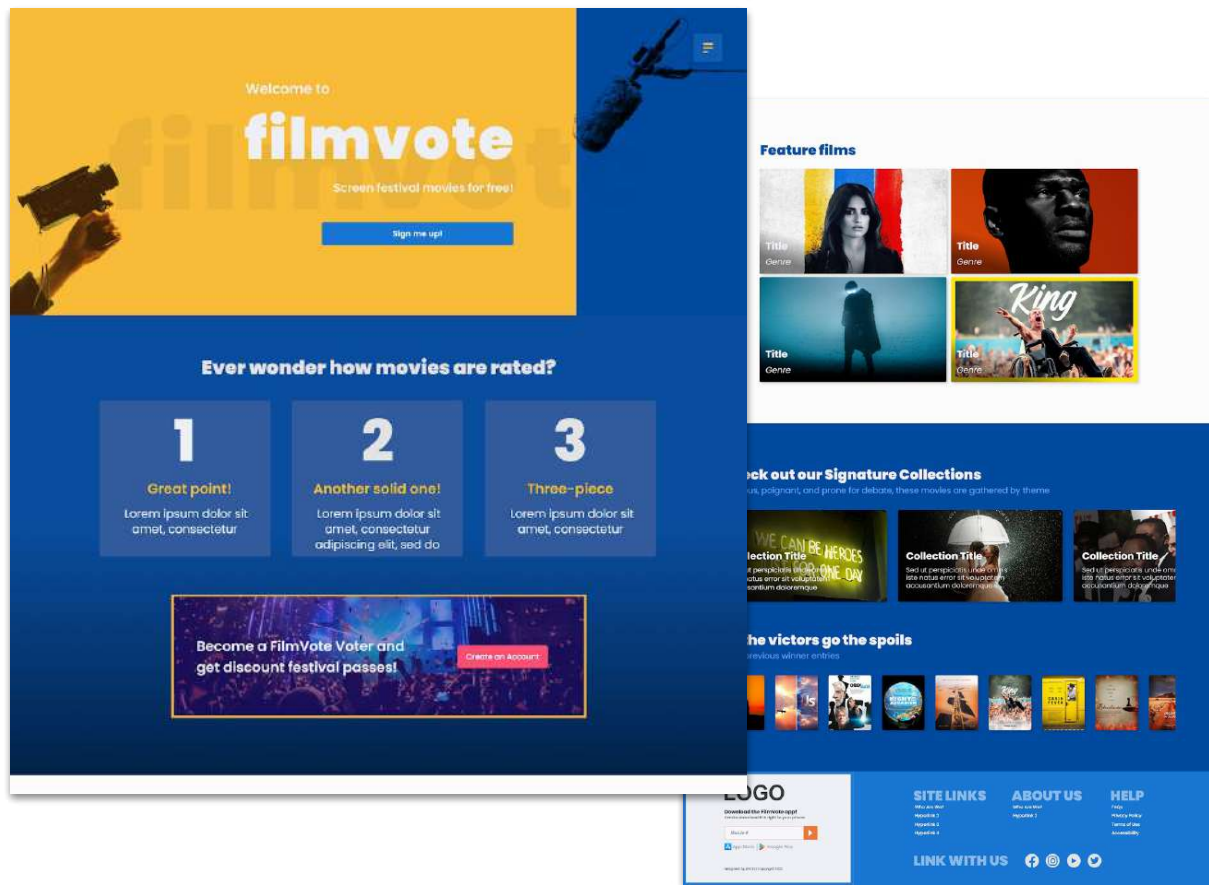
Mockups (mobile)

Google

Thank you!

Aubrey K. Young for AY code+design

Google