

Product Name

A product pitch by Mathew B.

The Problem

Fixed ratings for movies, tv shows, video games

- A lot of times audiences and consumers will have differing opinions
- Sometimes it's not possible to get an accurate rating without needing to watch videos or search throughout the internet
- Even then, reviews can be long or biased against the content from the beginning.
- Review bombing has become extremely common

Your Solution

'Perspective' Ratings

- Ratings from select consumers with different stances on the content they've consumed.
- Example: Star Wars fan rating a Star Wars movie, a non-Star Wars fan rating the same movie, etc.
- By separating reviews in this manner, users can find which review more closely matches their viewpoint and can decide if the content is worth consuming.

Website Type

What type of website are you building?

- Media / Entertainment website

Software Development Process

I will be using Waterfall

- One step at a time means much more polish
- I already know what features need to be included, and to avoid bloat, it's best to keep it simple.

Target Audience

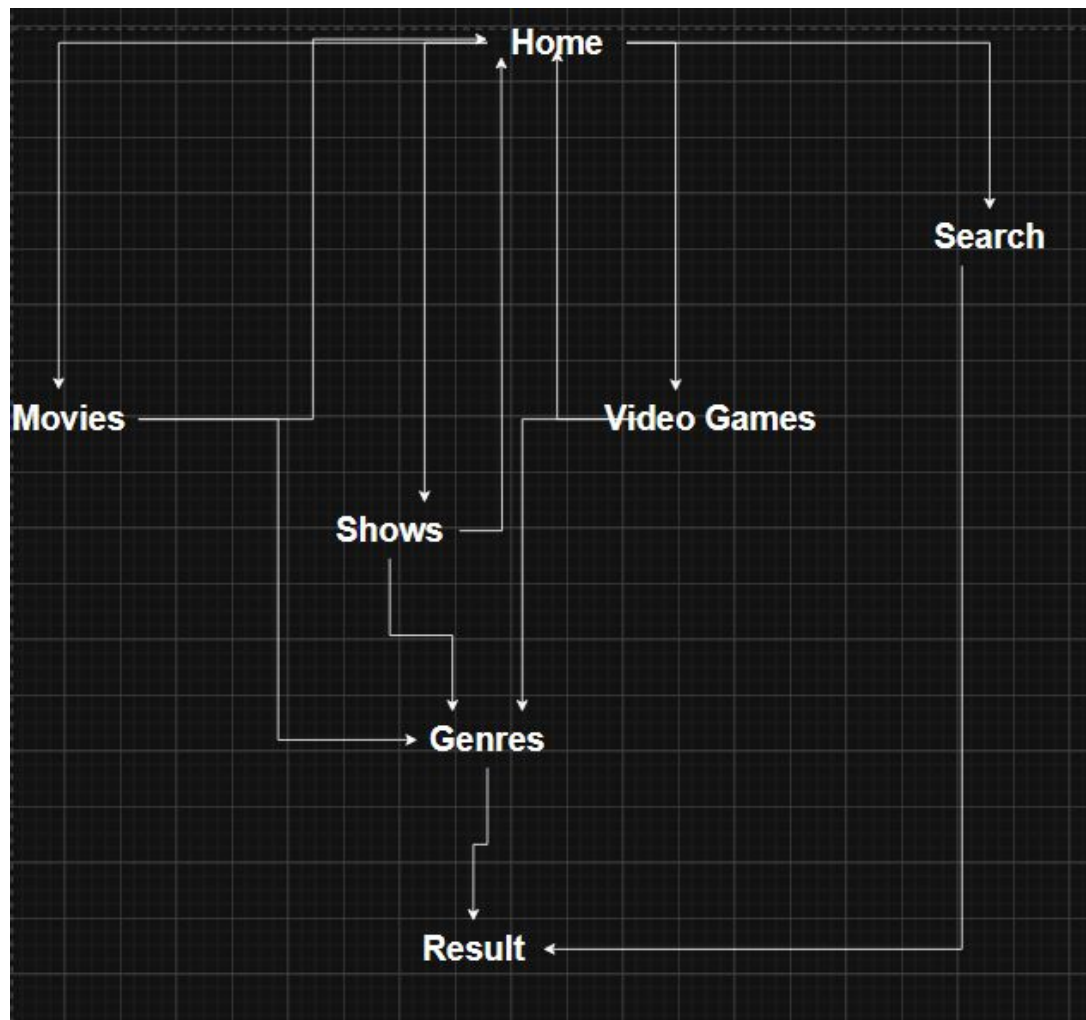
This site is for people who like entertainment (games, movies, shows)

Name	Gender	Age	Location	Occupation	Income	Web Use	Reason
Chris	Male	35	USA	Electrician	60,000	Frequent	Wants to see what like-minded people think about a new Marvel movie, without the fluff
Alexa	Female	21	USA	College Student	10,000 /yr	Often	Wants to see what like-minded people think about a niche game

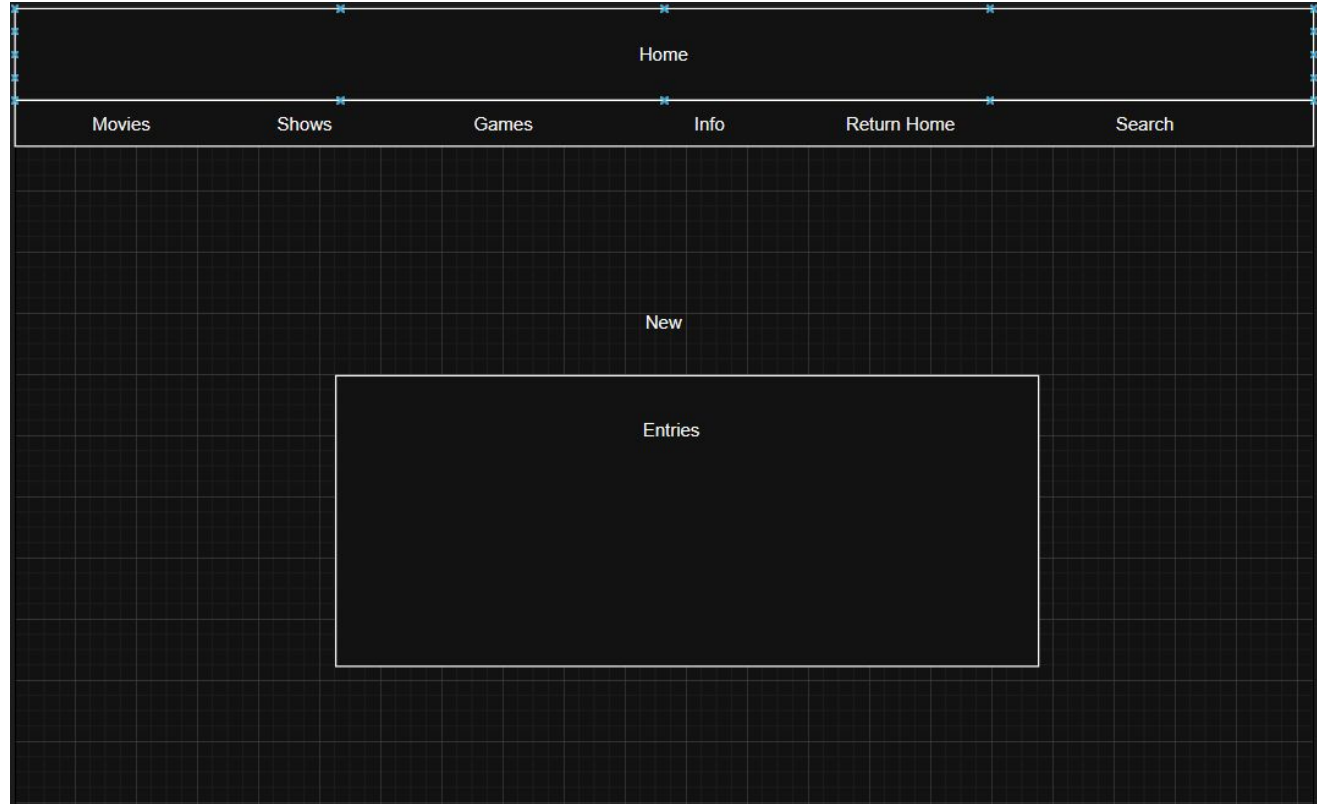
Key Content & Features

Essential Pages

- Hub: Select Video Game, Show, or Movie
- Each medium has genres and individual pieces of media that the user can view the ratings of. Also links to offsite sites such as Steam, IGN, Rotten Tomatoes
- 'Perspective' System (Multiple reviews per piece of media)



Wireframe



Pitch Summary

Wrap up your pitch.

- To help the user decide what is worth consuming by perspective based reviews.
- Offer more tailored reviews for the user by separating reviews into perspectives.
- Lots of people complain about critic reviews, review bombing is extremely common, and overall it's difficult to find what's worth playing, watching, or investing time in.