

ReviewRoom

Pitch: ReviewRoom is a social media site dedicated to reviewing and discussing films/books in a private or public setting 24/7! This app provides a safe space where individuals can host and converse with their friends or even complete strangers concerning films/books that they have recently seen or read

Assumptions:

1. People who read books/watch movies often wish to speak with others concerning the film/book they have recently viewed.
2. Individuals enjoy speaking with others about films/books.
3. People of all ages 15+ enjoy discussing with one another about books/movies.

Problem Statement:

- Identify whether individuals like to discuss with one another about books/films or not.
- Identify what age groups would be interested in this app.
- Identify what features may vary for individuals on the app based on age (minor/adults).
- Describe the need for a forum that discusses films/books anonymously.
- Identify how many people discuss with each other the books/films they have viewed.

User Research:

1. Are you an avid reader/film viewer?
2. How often do you read/watch movies?
3. Do you prefer books or movies?
4. Do you often discuss films/books you have recently seen with others?
5. Do you enjoy discussing with others the books/films you have recently viewed?
6. Would you rather have an app that allows anonymous reviews/discussions, or would you rather have a more social experience?
7. What age group do you fall under?
8. Favorite Film/Book?

Key Findings:

Many individuals partake in avid film/book viewing and prefer film over literature and do so often. The largest demographic that has answered the survey falls between the ages of 26-35 by roughly 60%. Individuals seem to discuss movies/books with others quite often and would enjoy discussions online both anonymously and publicly.

I was surprised to see how some individuals rarely partake in reading/viewing films/books.

My problem statements were mostly answered, my survey would need more questions to fully answer/solve my problem statements. An example would be forgetting to add a question

pertaining to the need for a forum to discuss such topics (human error in the failure to add the question beforehand). I learned that information is key and being able to understand the needs and desires of others is crucial in the planning process.

Survey link:

https://docs.google.com/forms/d/e/1FAIpQLSeIZ0GfUoNWpfKnAc-PIPWmWj_nuBGyzgF-M1U3y80tkBSQHQ/viewform?usp=sf_link