

CINEPHIL

~~EAS~~

SELF

Designing

Identity

Through

Interaction

Bruno Hart – IXXN 311

**WHEN YOU DO IT,
~~YOU~~ BECOME IT**

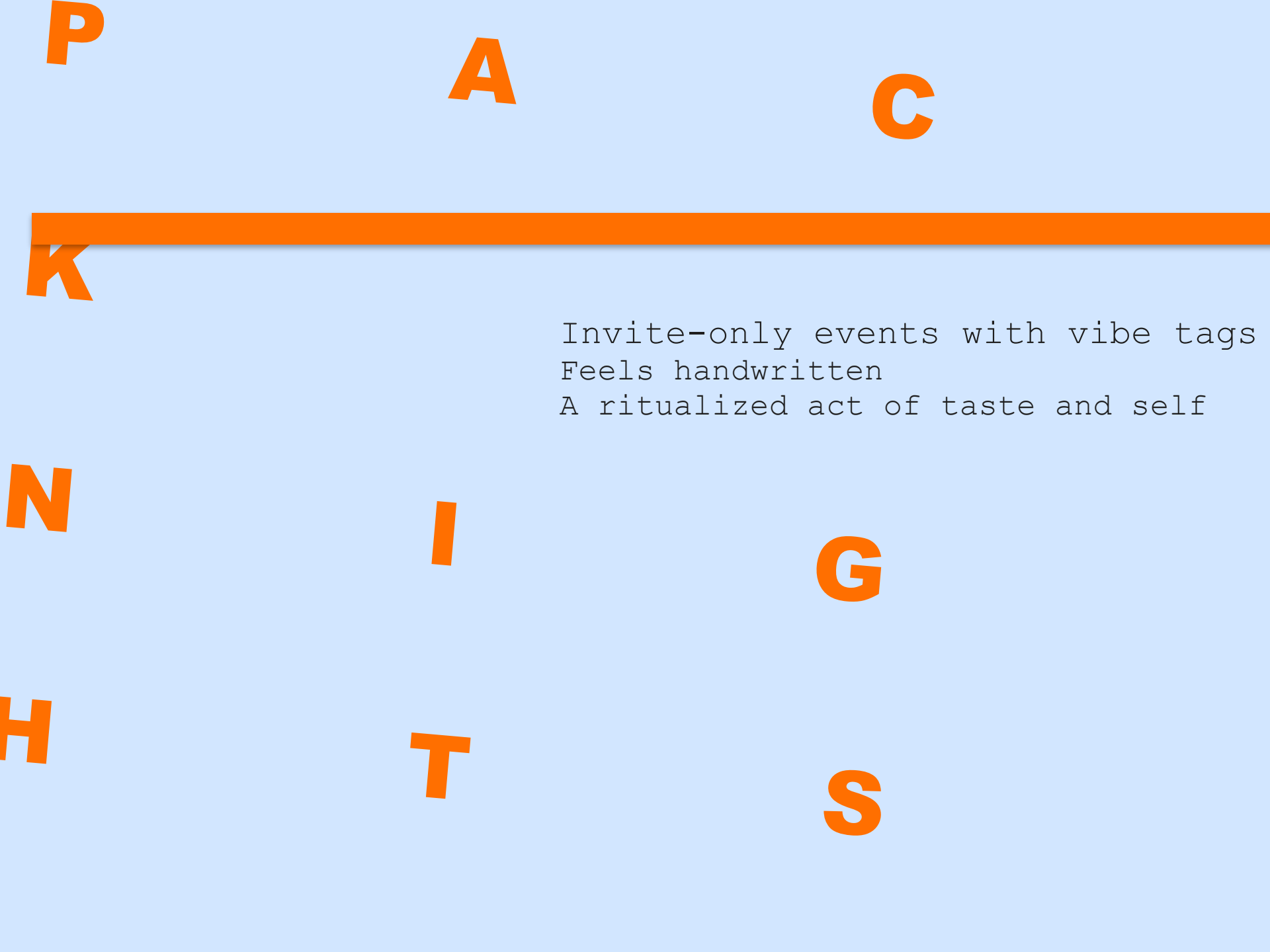
We construct identity from observed
behavior.

Re-enchant cinema-going through ritual.

THE AIM

Make film-logging poetic.

Bridge analog + digital worlds.



Invite-only events with vibe tags
Feels handwritten
A ritualized act of taste and self


USE

Post-film journaling

Attach moods, colors, textures

Interaction as expression, not submission

CASE



Identity **EMOTION**

shaping

BENE

Intimacy!

not vanity



- Real-world connections over algorithmic likes

DESIGN PSYCHO

SPT → Behavior
forms

belief

Habits → Anchored in.
emotion

analog

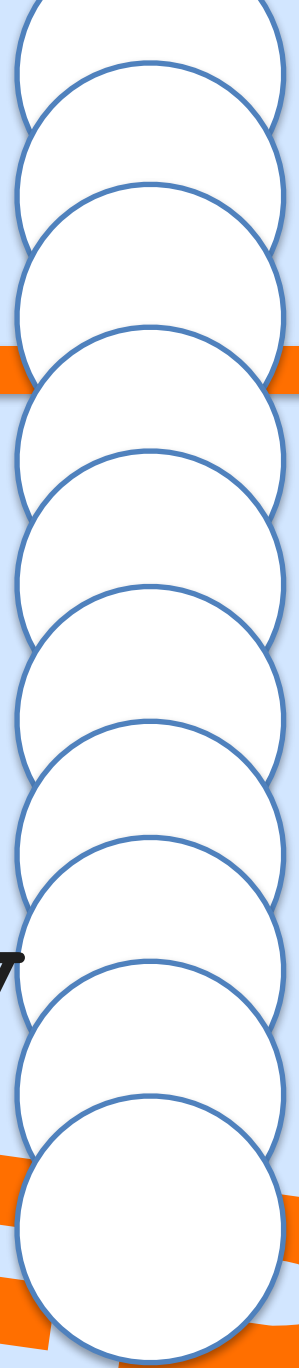
Social Capital → Shared
rituals form belonging

Craving **slowness, ritual, intimacy**

E m o t i o n a l l y - a t t u n e d

Culturally
curious

USER



TESTING STRUCTURE

2 Experiments: Within & Between

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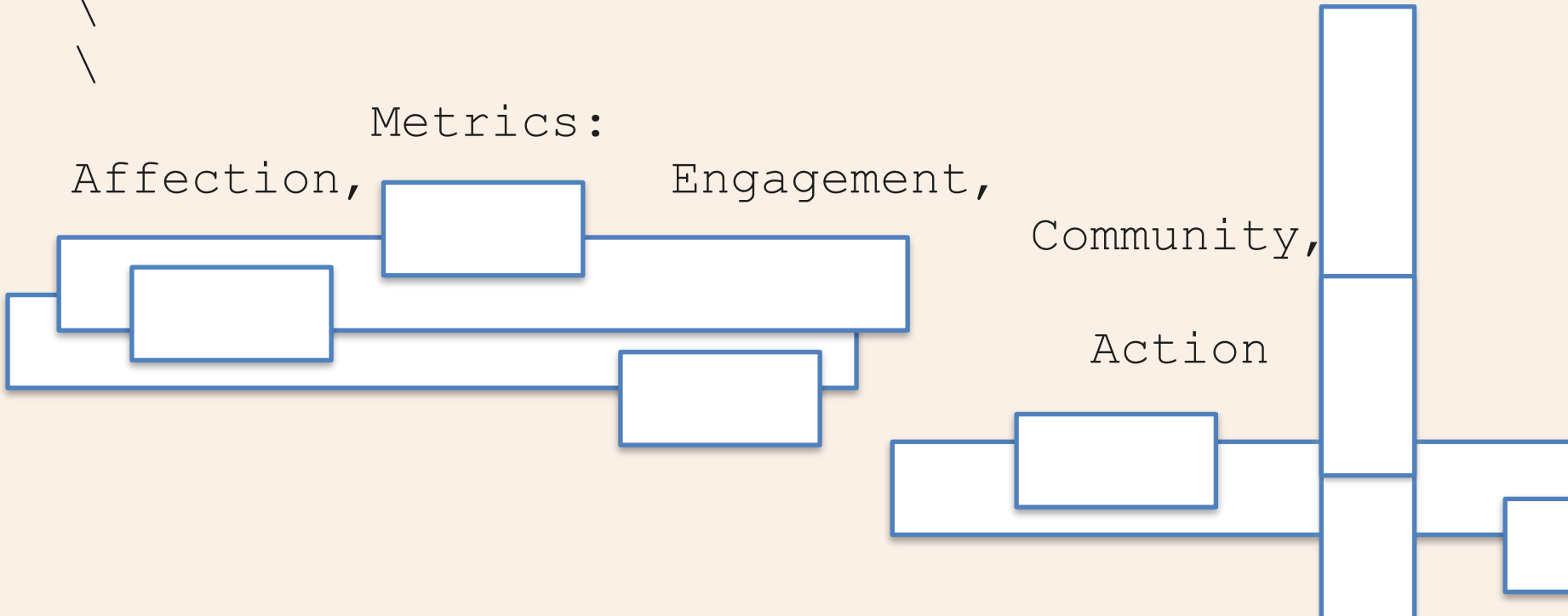
Metrics:

Affection,

Engagement,

Community,

Action



PARTICIPANTS

Letterboxd Gen Z Users

3 in W-S design, 6 in B-S design

Balanced by location, identity, behavior

APP

Prototypes A & B

via TestFlight

Likert scales for:

- Brand Love •

- Community • Cinema

Intent

ARATUS

Session A: Baseline → Break → Session B: Feature

Scales recorded

PROCEDU
Diary tracked for 7 days post
RE

~~CONT~~

- Randomization
- Mood reset film
- Anonymous surveys
- Standardized scripts

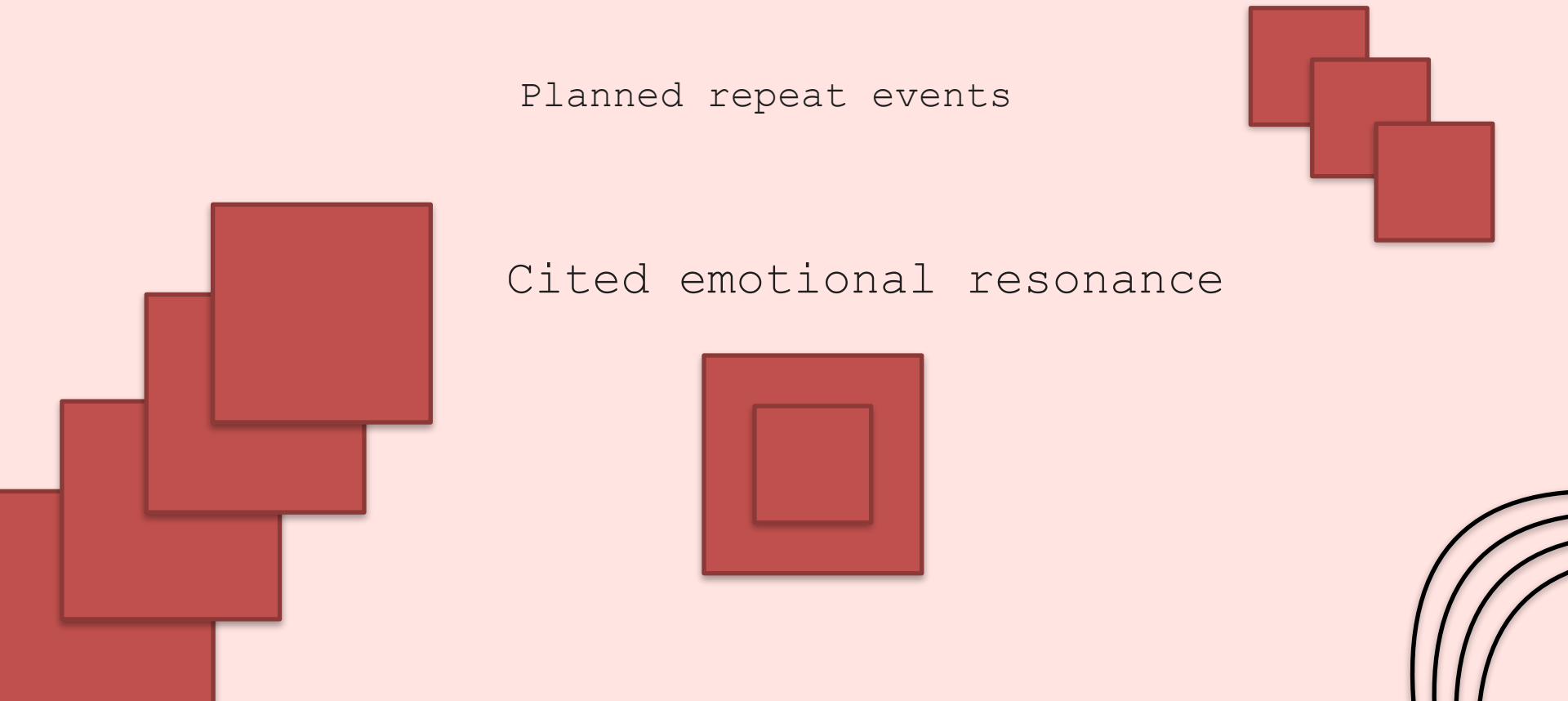
ROLS

RESULTS

Users felt identity alignment

Planned repeat events

Cited emotional resonance



- Analog metaphors confuse?
 - UX too slow?
 - Niche = Limit or Superpower?
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RISKS

VISION

"This isn't just about watching
films. It's about becoming
someone through them."
Pack Night
as ritual archive.



Crafted for the cinema-
obsessed

bruno-hart.com/ixxn311

