



Concept 1:

“Pack Nights” – Invite-Only Mini Screening UI

Psych Principle: Exclusivity + tribal behaviour + co-experience bonding

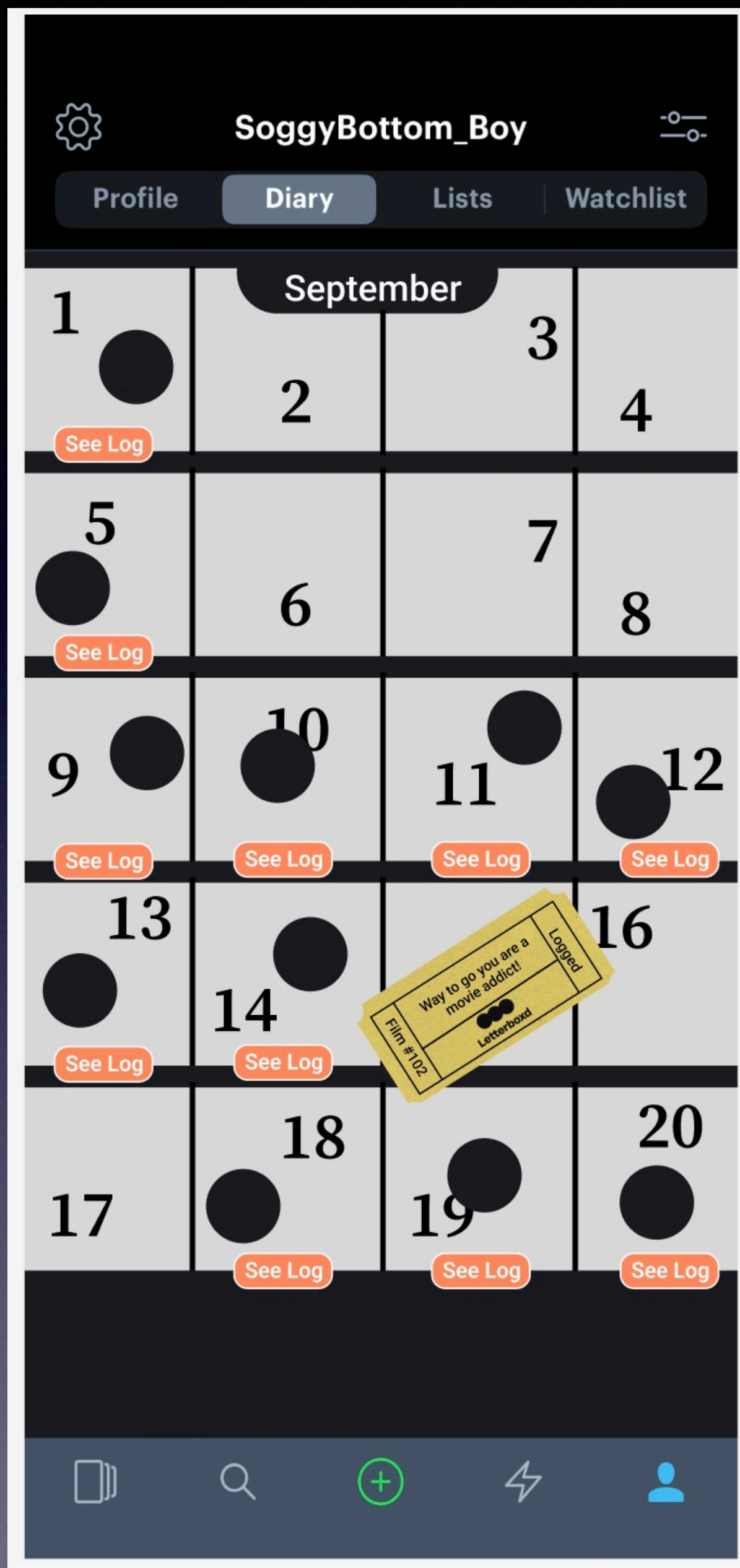
Concept:

Small, card-style UI tiles that let users **organise invite-only movie nights** (both at cinemas or at home).

- Includes minimal film poster, number of seats (e.g. 7/10 filled), vibe descriptor (e.g. “no phones”, “bring snacks”), and a “Request to Join” or “Lock In” button.
- Each Pack Night includes a visual pin badge users earn after attending—shareable to socials.

Why It Works:

It creates **FOMO** while reinforcing that being part of a group-driven experience is part of who you are. This idea also supports micro-communities and drives real-world behaviour (attendance), which fuels deeper platform engagement



Concept 2:

“Analog Streaks” – Cinema-going Calendar Tracker

Psych Principle: Habit reinforcement + gamification + identity signaling

Concept:

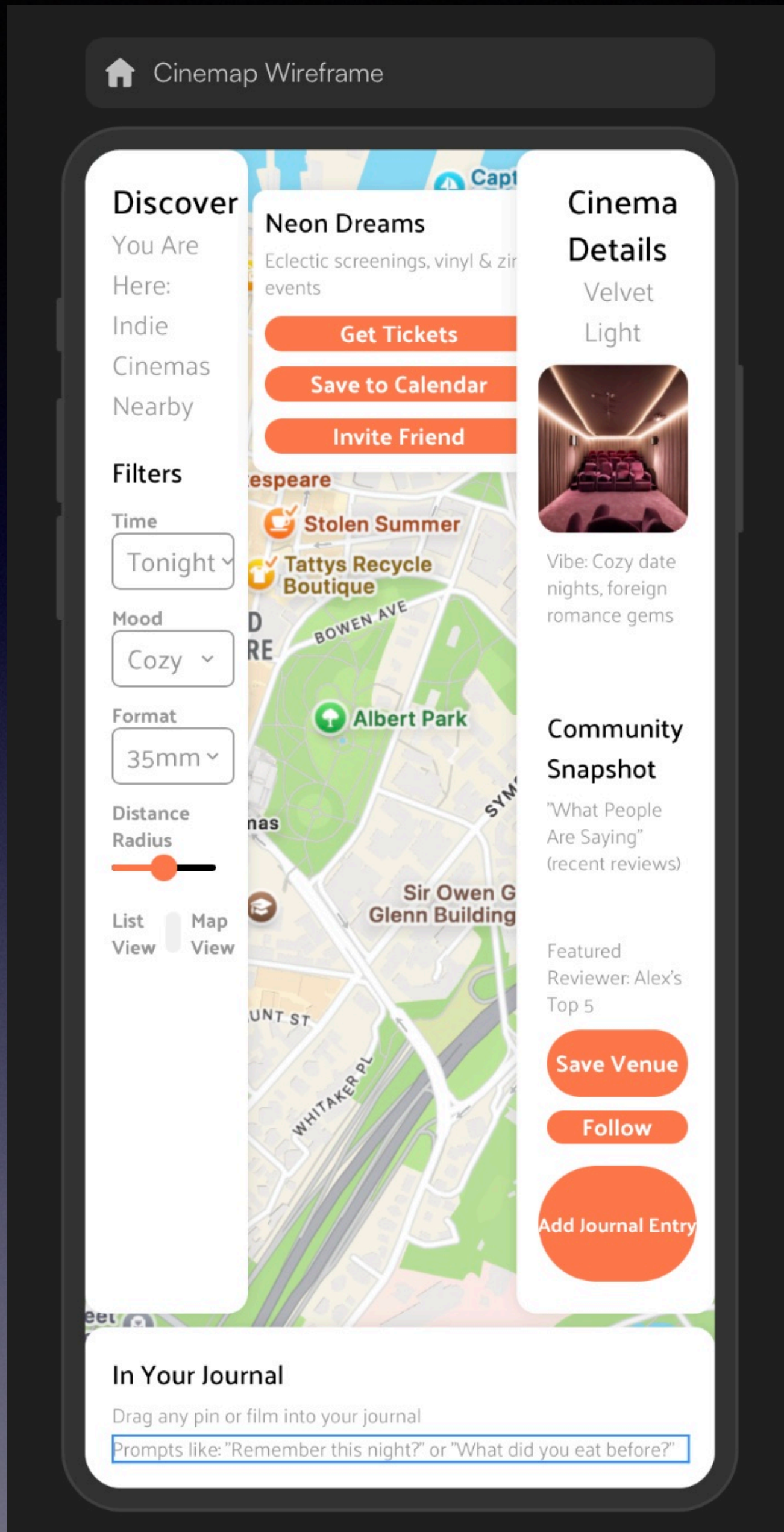
A retro-styled, calendar-based visual tracker for logging cinema visits.

- Each attended screening gets a physical ticket-stub-style stamp or ink blot.
- Long streaks trigger a “Cinephile Mode” UI flair (subtle vintage glow, confetti, or a golden film reel UI badge).
- Minimal setup—users just tap “Went!” after a film to log it.

Why It Works:

Similar to Strava’s streak rewards, it builds the **habit loop** while reinforcing self-perception: “I’m someone who goes to the cinema regularly.” The analog-style visual treatment connects to the goal of merging physical and digital experiences.

GAMERS ARE DOPAMINE JUNKIES



Concept 3:

The goal was to **prototype the foundation of a spatial interface** for discovering cinemas through *emotional and experiential cues*, rather than just geography or listings.

🌐 What You're Seeing and Things to still consider

📍 Vibe-Based Pins:

Each cinema is represented by a colored pin based on its **emotional tone**:

- **Neon Dreams** – *Arthouse*: Eclectic screenings, vinyl & zine events
- **Retro Reels** – *Nostalgic*: Classic 35mm films and retro vibes
- **Midnight Vault** – *Cult Classic*: Quirky midnight shows for film freaks
- **Velvet Light** – *Romantic*: Cozy date nights, foreign romance gems
- **The Quiet House** – *Introspective*: Poetic cinema, journaling, reflection

Each pop-up contains:

- A **cinema name**
- A **quick vibe description**
- Color that matches the **legend**, helping users easily interpret what type of experience each location offers

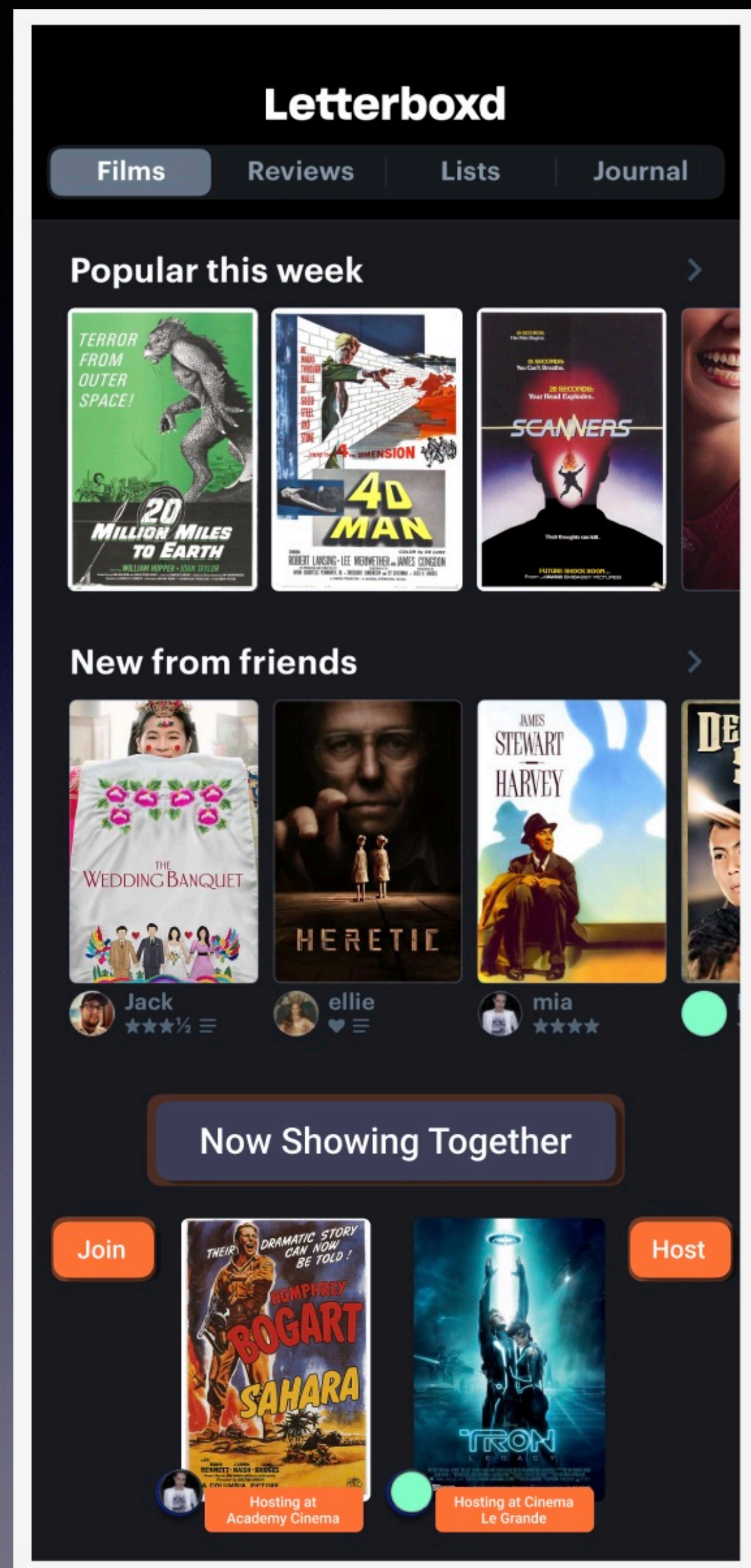
📍 "You Are Here"

Placed as a black dot to anchor the user's context — this will allow for navigation and personalized suggestions.

📁 Legend

Mood tags at the bottom right, inspired by lifestyle filters, not traditional genres — creating emotional relevance.

(Experimented with AI for Design concept and polished details after - mixed results, don't think I will be using going forward)



Concept 4:

“Now Showing Together” Carousel

Psych Principle: Social proof + self-perception + group identity formation

Concept:

A horizontally scrolling carousel UI that showcases what films are currently being watched or favorited by friend groups or local film clubs.

- Visually styled like a cinema marquee with soft animated lighting.
- Includes: Club avatars, small overlapping member profile pics, screening location or streaming service logo, and CTA to “Join” or “Host Screening.”

Why It Works:

It taps into **social belonging** and reinforces the user’s self-image as someone “in the know” or culturally in sync with a group. It promotes low-friction community entry points and aligns with behaviors that users want to associate with their identity.