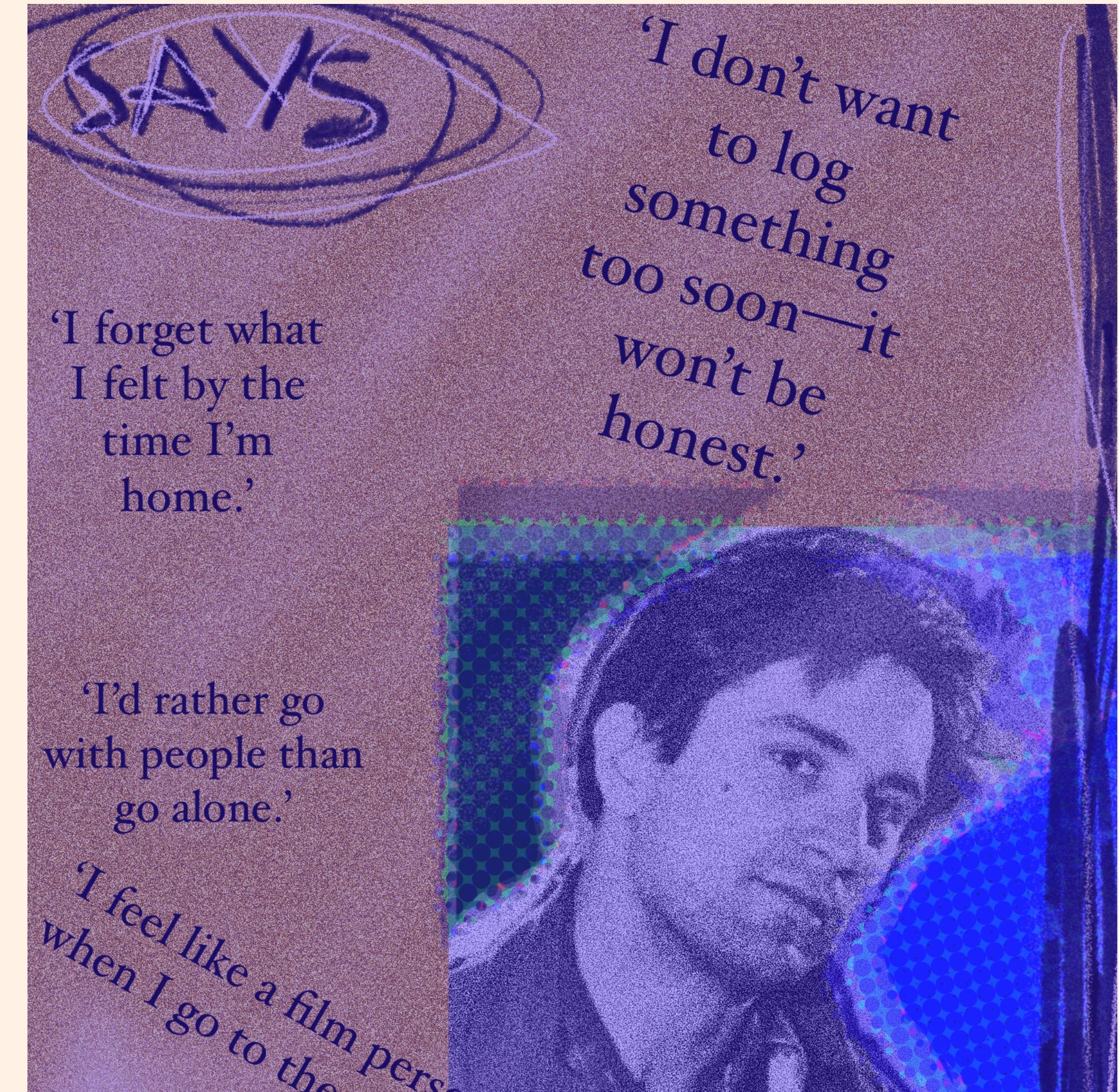


A UX System For Real-World Cinema Behavior And Identity

Bruno
Hart
IXXN 390



Reflection, not friction, is the key to retention.

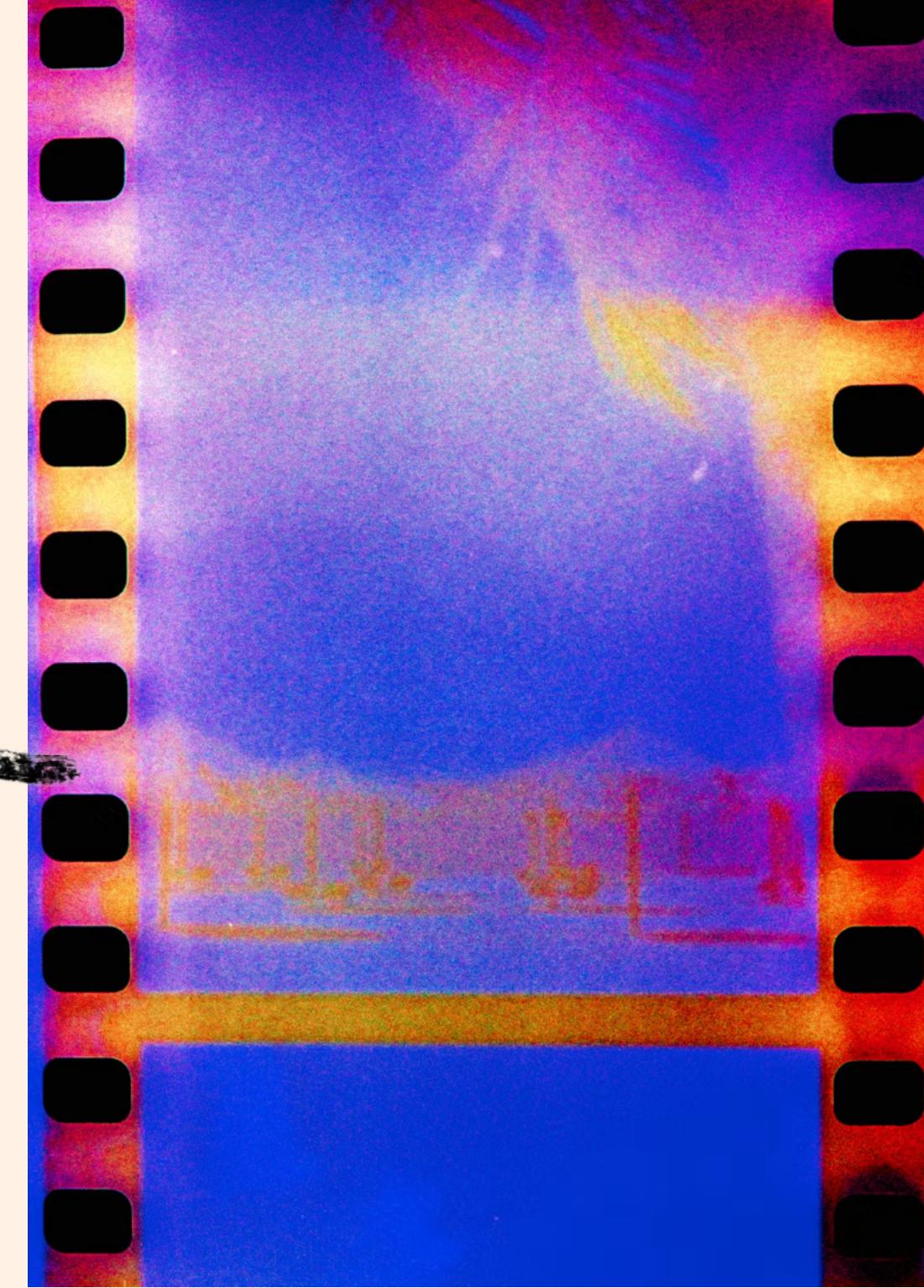


CINEMA IS A FEELING
UX = EMOTION FOCUS

The Cinema Is
Already Designed. UX
Just Needs To Join
The Cast

Project Overview

Letterboxd IRL
with M. S. Morgan



Why This Matters for Users

- Movie lovers feel emotionally disconnected from cinema
- Platforms help them log films—but not live them
- Letterboxd IRL aims to reawaken the social and ritual experience of going to the movies
- It's about more than watching—it's about belonging

Users Are Losing The Cinema Ritual

- Audiences love film, but don't return to theaters
 - Emotional reactions fade before users have time to reflect
 - Logging films often feels like data entry, not meaning-making
 - There's no bridge between who they are online—and how they live film offline



The
Problem

Delayed Diary Flow And Privacy-First Logging Design

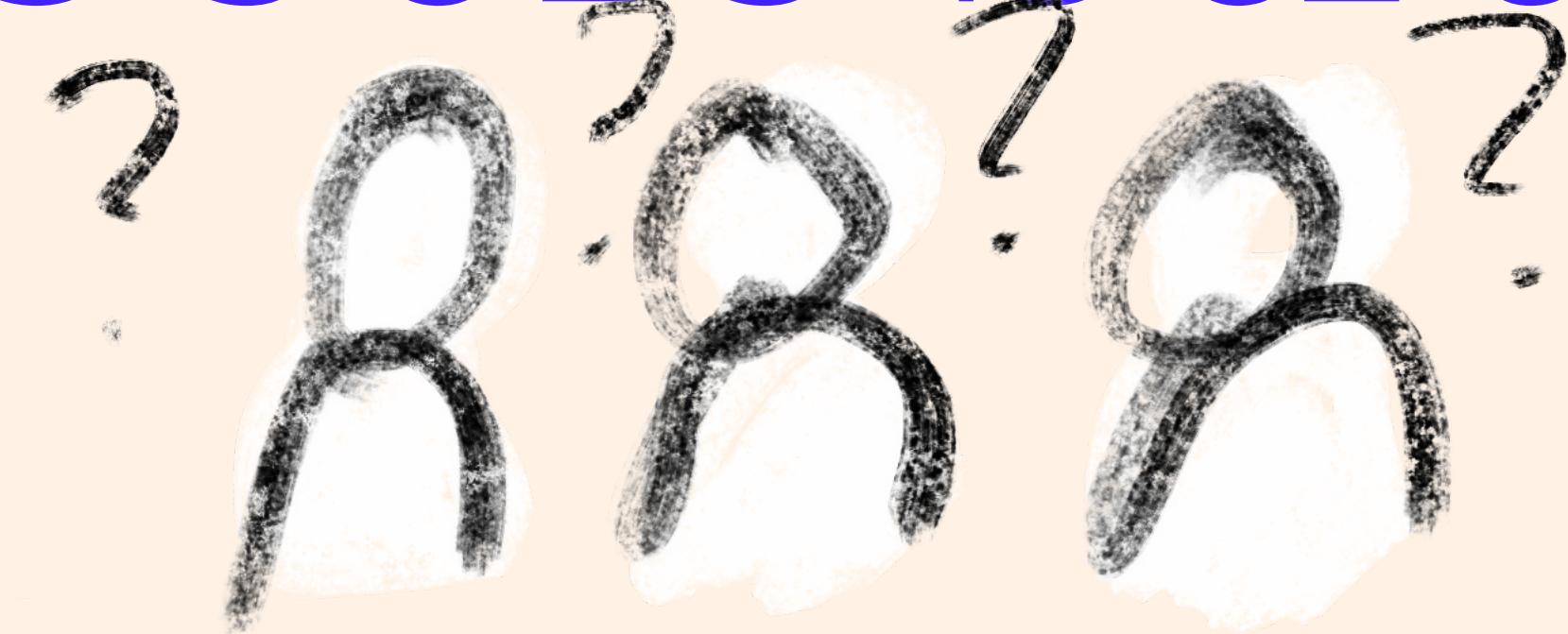
“Only 20% of users posted to Letterboxed immediately (from guerrilla sample) but almost all admitted to opening the app later.”

→ Reinforces asynchronous UX logic and post-film rituals.

“66% of users said the feeling fades before they get home.”

→ Highlights the urgency for real-time or location-aware prompts.

Where Users Struggle Today



- No emotional prompt when the experience is most alive (right after screening)
- No easy way to plan and attend with friends
- No visual feedback for what their cinema taste means
- No sense of being part of a wider film-going culture

The UX Gap in the Current Journey

Phase	User Action	App Features	IRL Interactions	Emotional Goal
Discovery	User browses Letterboxd and discovers upcoming screenings or curated cinema experiences.	Personalized cinema feed, curated lists, and community film club discovery.	User learns about local indie cinemas and themed screenings through event partners.	Curiosity & inspiration — the user feels pulled toward a cultural experience.
Planning	User adds event to calendar, coordinates with friends, and joins a group cinema plan via the app.	Calendar integration, group planning tools, RSVP system, and ticket preview animations.	User communicates with friends to decide on venue, film, and meet-up plans.	Excitement & anticipation — the event becomes something to look forward to.
Invitation	User sends/receives a stylized digital invite (flipcard/ticket) and shares it with friends.	Flipcard-style digital invites, social sharing tools, and RSVP tracking.	Friends receive invites and emotionally commit to attending a specific screening.	Belonging & pride — the act of inviting makes it feel like a personal ritual.
In-Cinema Experience	User checks in at cinema using QR pass, receives a greeting or collectible, and watches the film.	Location-aware check-in, cinematic welcome screen, and in-cinema badge system.	Cinema staff scan QR code; user experiences a branded welcome or merch opportunity.	Immersion & community — users feel like they're part of something meaningful.
Post-Screening	User logs the film, posts reflections, uploads photos, and receives digital stub or badge.	Film logging interface, diary prompts, badge collection, and photo uploads.	Users discuss the film in the lobby, snap photos, and linger as part of the experience.	Reflection & expression — the app helps them narrate and share their experience.
Long-Term Engagement	User receives follow-up recommendations, stays involved in film clubs, and tracks viewing streaks.	Taste map updates, ongoing streak notifications, access to travel guides and upcoming events.	Users rejoin film nights, explore new theaters, and recommend experiences to others.	Continuity & identity — the user integrates cinema-going into their lifestyle.

🎯 Core Insight 1

“Users need emotional space before they reflect—logging must feel optional, private, and time-sensitive.”

- Tied Goals:
- Support self-expression through cinema-going
- Enable reflection without pressure
- Pain Points:
- Logging too soon feels inauthentic
- Users emotionally disengage post-screening

🎯 Core Insight 2

“Users crave curation and shared planning over endless choice—film-going becomes meaningful when it’s socially anchored.”

- Tied Goals:
- Create social momentum through group planning
- Position cinema as a lifestyle, not a list
- Pain Points:
- Choice fatigue
- Users only go if someone else initiates

EMPATHY MAP FINDINGS

🎯 Core Insight 3

“Behavior creates identity—users feel like ‘film people’ when they go to the cinema, not when they scroll or log.”

- Tied Goals:
- Reinforce identity through behavior-based UX
- Help users see personal taste as a story
- Pain Points:
- Letterboxd feels disconnected from real-world experience
- Cinema-going no longer shapes identity

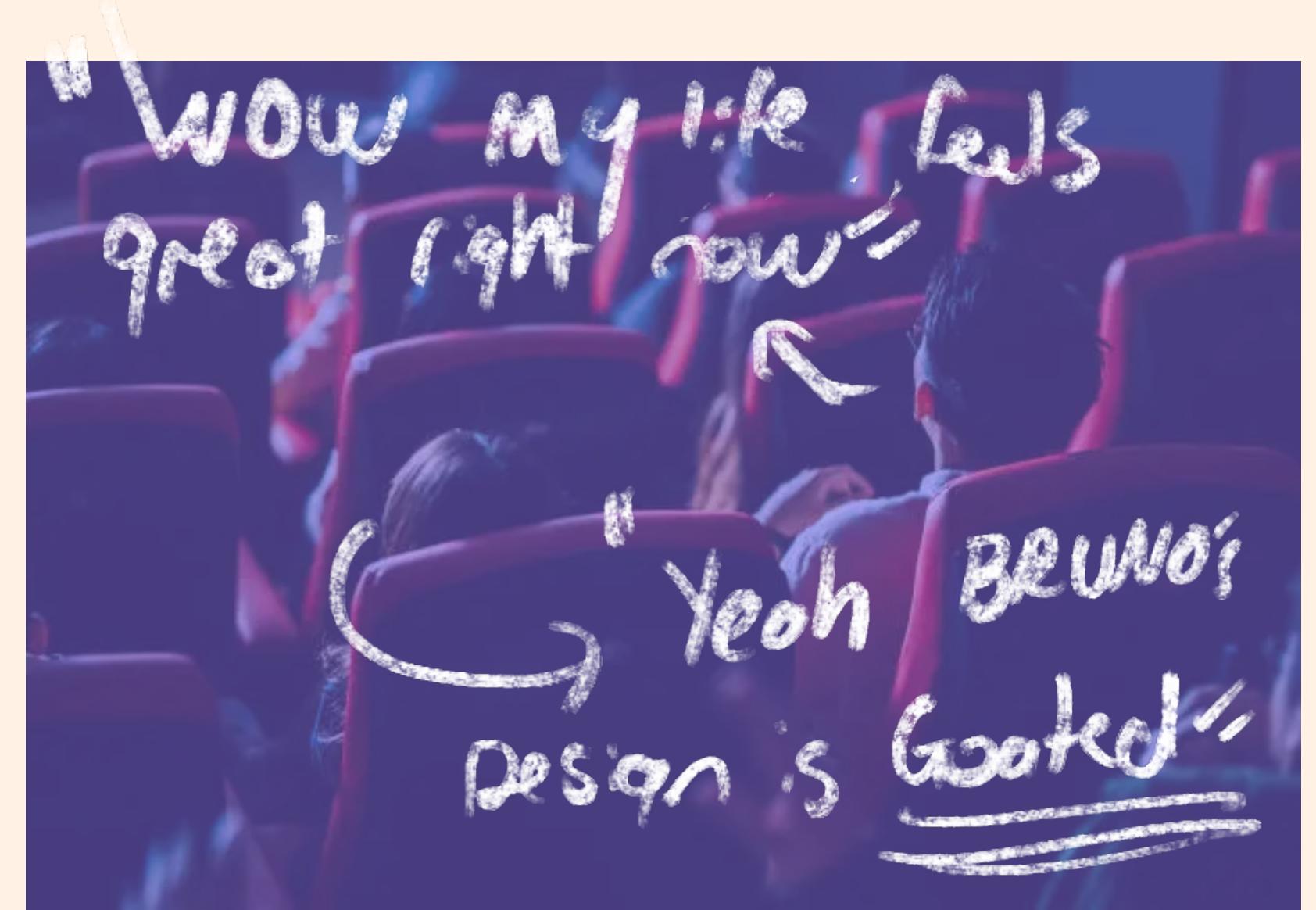
🎯 Core Insight 4

“Users are overwhelmed by digital noise—tools need to feel ambient, analog-inspired, and emotionally quiet.”

- Tied Goals:
- Respect the cinematic atmosphere
- Avoid intrusive UX patterns
- Pain Points:
- Mood disrupted by screens and clutter
- Traditional UI feels too “online” for the cinema setting

Design Goals (User Outcomes)

- Support self-expression through cinema-going, not just logging
- Create a ritual around attending that feels emotionally rewarding
 - Make reflection seamless, social, but safe
- Reinforce identity with personal stats and patterns



Technical Stack & UX Craft



- Built in SwiftUI, using advanced interaction components
- EventKit + CoreLocation for contextual timing & check-in
- Custom data visualizations: genre bias, ratings, cinema visits
- Interaction pacing matches user mood: calm, slow, cinematic

Person + Project Objectives

Making The Cinema Feel Personal Again

SQUARE EYES
FROM 700 MILE
TV

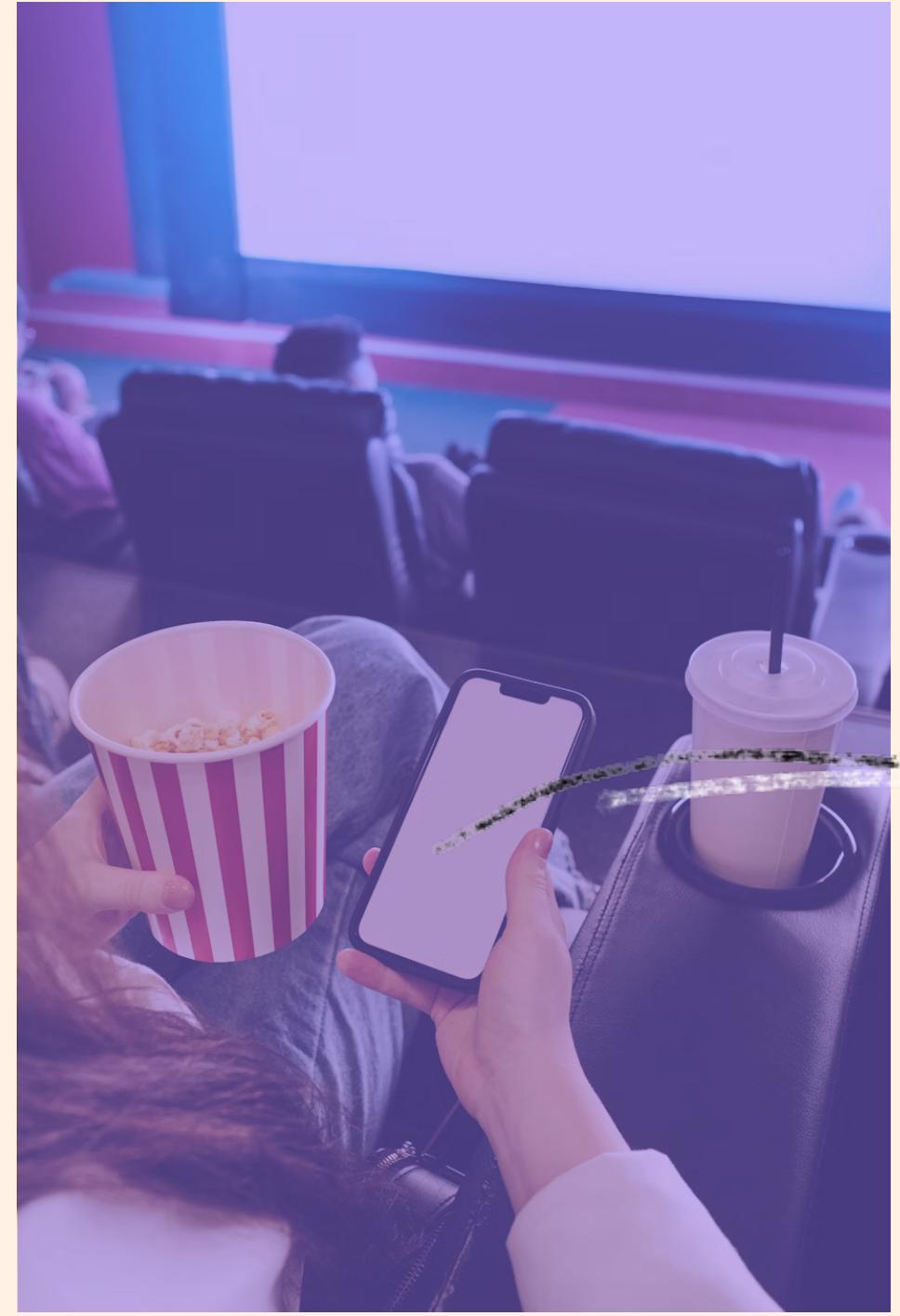


Core Feature Modules

- Flipcard Invites – make showing up feel ceremonial
- Group RSVP – build social gravity around shared screenings
- Location-Based Check-In – trigger gentle diary prompts post-film
- Taste Maps & Streaks – visualize personal cinema identity
- Private First, Public Later – delayed diary sharing by default

BUILT
ON
FINDINGS





Impact On The User Experience



How It Changes the Way People Relate to Film

- Gives users a reason to go, not just watch
- Makes every screening part of a cinematic identity
- Encourages users to slow down and reflect
- Transforms Letterboxd from a film log into a lifestyle tool

Designing for the Person, Not the Platform

- This System Isn't About Checking Boxes—It's About Giving Users A Way To Live Their Love Of Film
- It's Cinema Reimagined As Identity, Memory, And Ritual
- And It's Proof That UX Can Revive Culture—One Screening At A Time