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IXXN 311

Assignment 1

Presentation

How to create an **ARMY** through psychology

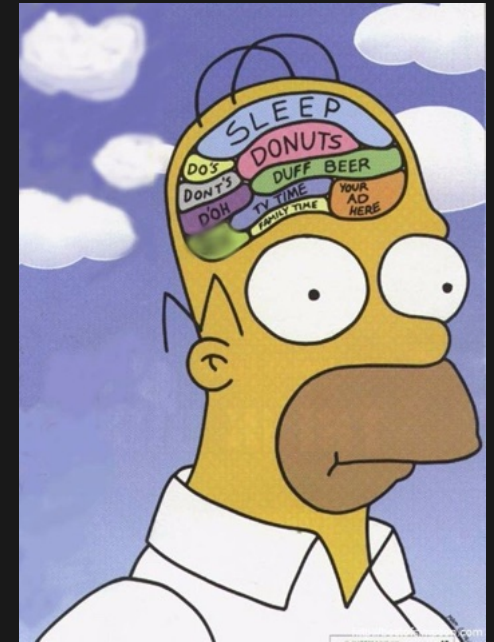
Overview

I researched Self-Perception Theory, supported by Social Capital Theory and Habit Formation, to explore how identity is shaped through behaviour. I applied this to Letterboxd with the goal of transforming it into a hybrid tool that bridges digital behaviour with real-world cinema attendance.

**SELF-PERCEPTION THEORY (SPT),
DEVELOPED BY DARYL BEM,
SUGGESTS PEOPLE FORM THEIR
IDENTITY BY OBSERVING THEIR
OWN BEHAVIOUR. INSTEAD OF
BEHAVIOUR FOLLOWING BELIEF,
BELIEF FOLLOWS BEHAVIOUR.
THIS MEANS THAT DESIGN CAN
REINFORCE IDENTITY THROUGH
INTERACTION.**

Why Is This Psychology So Relevant to Design?

Design is about shaping behaviour—and behaviour shapes the self. SPT offers a framework to create interactions where users behave like cinephiles and gradually identify as cinephiles.



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

**- LOGGING = OWNERSHIP
OF TASTE**

**- REVIEWING = EXPRESSION
OF EXPERTISE**

**- REPETITION =
REINFORCEMENT OF
IDENTITY**

**- PARTICIPATION = SOCIAL
PROOF OF BELONGING**

Designing for Community = Designing for Retention

SPT is reinforced when users feel seen. Public behaviour in digital communities builds identity and loyalty. Features like Now Showing Together and Pack Nights enable this.

Routines Build Rituals

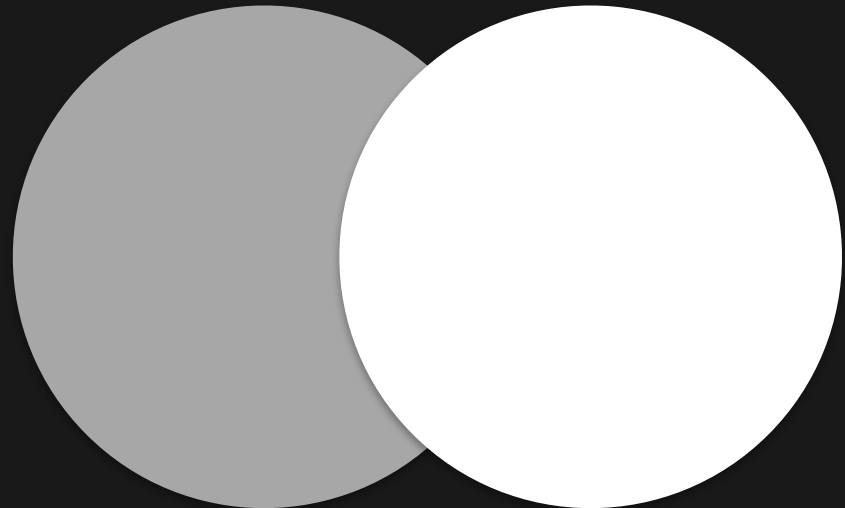
Ritualized behavior increases commitment.

Analog Streaks makes cinema-going feel intentional and rewarding through streaks, stamps, and visual tracking.



From Interface to Infrastructure

Features extend into real life—film nights, screening groups, event planning—anchoring behavior in the physical world.



What I Had to Achieve

Goals to Meet:

- Foster identity-driven behavior
- Re-enchant cinema-going
- Enable micro-economies for creatives
- Strengthen digital-analog integration

Considerations:

- Streaming fatigue & cinema revival
- User diversity
- Psychology as foundation
- Testing constraints & time

Concept 1 – Pack Nights

Invite-only micro-events. Users create themed film nights, assign seats, and add vibe tags.

Psych: Group identity, exclusivity, social belonging.

Meets Brief: Drives action, community, emotional value.



Concept 2 – Analog Streaks

A vintage calendar rewards cinema attendance streaks with stamps and badges.

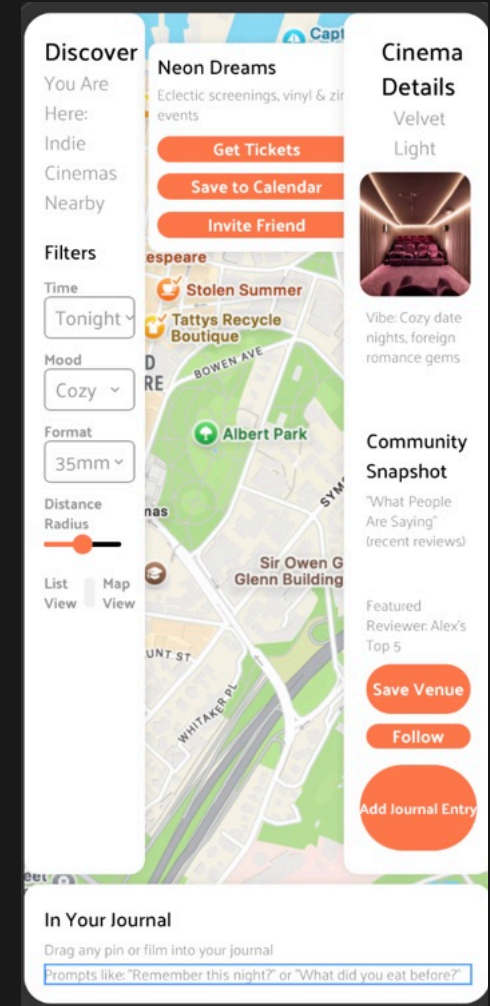
Psych: Habit loop, identity reinforcement.

Meets Brief: Encourages analog behavior.



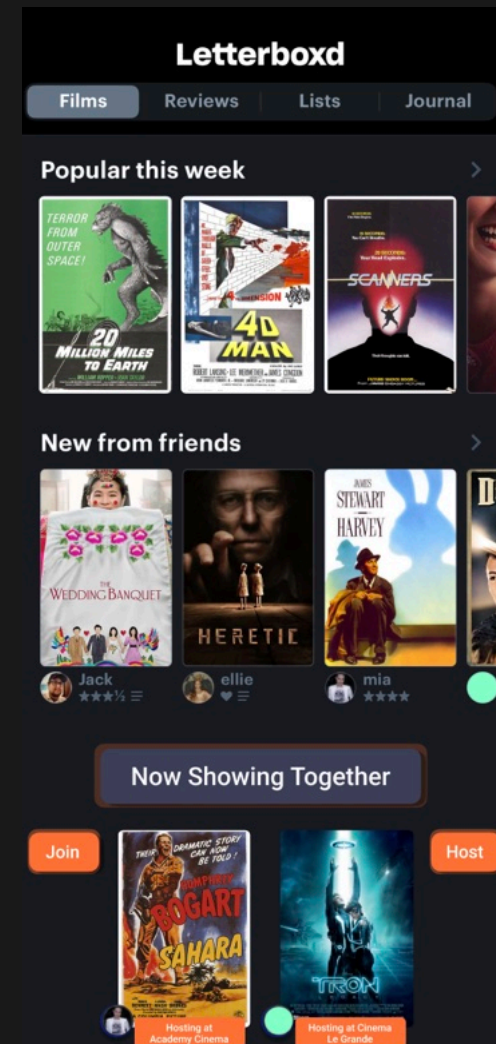
Concept 3 – Cinemap

Interactive local map with vibe-tagged cinemas.
Psych: Emotional spatial memory, exploration.
Meets Brief: Connects to real-world cinemas through narrative.



AVOID AI GENERATED CONCEPTS
LIKE THE PLAGUE

Concept 4 – Now Showing Together



Carousel showing what friends or clubs are watching with joinable links.

Psych: Social proof, group alignment.

Meets Brief: Enables communal discovery.

My Focus for Assignment 2

Pack Nights is the most emotionally powerful concept. It captures identity, community, and ritual. Scalable, participatory, and culturally resonant. But as always Design is a fluid process so never write off any idea.

Any Questions?



