

UX Case Study

INVITES — Cinephile as Self

The Aim

The aim of the Invites feature is to transform the solitary act of logging films into a shared ritual of cinematic gathering. Rather than relying on likes or reviews, Invites emphasizes film as a participatory and social experience. Each invite acts as a visual artefact — reminiscent of a ticket stub or zine flyer — curated by a host and styled with warm brutalist aesthetics.

Designed to encourage offline interaction and curated screening moments, Invites lets users host private events for selected attendees. It uses visual cues like barcodes, RSVP dots, and avatar grids to create a sense of intimacy and identity. The feature turns logging into an act of hosting — and watching into a shared, identity-driven ritual.

How Should It Be Used

Invites should be used deliberately, like receiving a thoughtfully designed flyer or invitation in the mail. After logging into the app, users are drawn into a horizontal scroll of uniquely styled screening cards. Each card shows a film, the host, date, and RSVP status. Clicking “See Details” reveals the venue, theme, seating layout, and attendee list — turning the digital interface into a curated invitation system.

The feature isn't meant to be spammed or fed by algorithms — it's designed for sparing but meaningful use. A user might host one Pack Night a month, or RSVP to screenings curated by those they trust. Adding to Calendar or Wallet bridges digital and physical worlds, anchoring the ritual in real time.

Its Benefits

The emotional benefit is a sense of being seen, chosen, and part of something special. Invites doesn't just build engagement — it builds intimacy, identity, and cultural memory. For hosts, it provides a new form of authorship. For attendees, it offers a break from passive consumption and invites participation.

By removing traditional social media incentives (likes, shares, FOMO), the feature fosters smaller, more meaningful circles of community. It supports mental wellbeing, real-world planning, and taste-led identity construction. From a UX standpoint, it blends

poetic interaction, analog visual metaphor, and practical scheduling into a cohesive, stylized system — offering something few apps do today: presence and belonging.

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