

# Summary of Design Decisions

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## Branding :

The only really “iconic” thing about IMDb is the black and yellow and distinctive lowercase “b” of the logo. We decided to give this look a facelift by removing the weird gradient, updating the font to be more readable, simplifying the yellow background, and extending that color scheme across the entire website to give IMDb the sense of cohesion it is currently lacking.

## Landing page :

Rather than assault the user with all the information currently immediately available on IMDb, we chose to go with a simple, less cluttered landing page which spotlights a trending movie, and presents only the key features in the form of a navigation bar. We structured the title to go in the bottom right corner so that the user’s eye would naturally be drawn in a diagonal from the navigation bar, across the image, and to the title of the website before scrolling down for more informative content.

## Search :

We chose to make the “search” feature the item in the top left corner, hopefully the first thing the user will see. Since the search feature of IMDb is so important and widely used, we decided to make search a “popup” feature that will isolate away the rest of the page, to free the user from distractions. Furthermore, the search link is in the navigation bar, and will therefore follow the user and be available at all times, rather than being restricted to the top of the page.

## Vertical Blocking Structure :

Part of the problem with IMDb at present is that at any given time, the user is looking at 2-3 different features at a time. We decided to remove this clutter by stacking features vertically. In our design, the user scrolls between features, and is therefore able to focus on the features he or she is actually interested in.

## Horizontal Search Results :

One of IMDb’s strongest suits is the wealth of image content available through it. To fully capitalize on this, we decided to use images in the search feature as well, leading naturally to the horizontally designed search bar.

## **Shadow :**

IMDb is, at its core, a website about movies. To invoke the feeling of a movie theater, we chose to have our content popping out slightly from a dark background.