🎟️ Box Office: Interactive Movie Reviews

Team Name: Powell Rangers
Group: 27

Statement of Purpose

We are the Powell Rangers.

Our goal is to create a more interactive and visually engaging alternative to traditional movie review sites like Rotten Tomatoes. Rather than building another text-heavy review platform, we want to capture the excitement of the cinema experience by combining the ideas of a mailbox, Letterboxd, and the classic box office one sees at a classic theatre. We recognize while there are movie review sites, a problem is that none of them gives a good user experience and design that would be easy enough for people of all ages to use with a visually appealing design. Most movie review sites aim to cater towards critics and industry people while adding common movie watchers as their last target audience. Furthermore, while the movie review websites are presented to the public, the Box Office would be able to provide each user with a more personalized and private platform for them to journal, customize, and review their own movie records. Therefore, our solution would be creating an interactive user-friendly movie review site with everyday people being the target audience in contrast to modern movie review sites.

Users will be able to create, edit, and display movie reviews in the form of personalized ticket stubs. In addition, the users will be able to record what day they watched the movie, a major contrast compared to other sites. Through simple interactions like hovering and clicking, users can explore movie posters, view detailed reviews, and add their own ratings. Inspired by elements of theaters — ticket booths, film reels, and cinema colors — our platform will make reviewing movies feel as memorable as watching them.

Inspiration and Digital Concept

- **Cinema**: Movie posters, ticket stubs, box office attendees, popcorns.
- **Letterboxd meets Mailbox**: A fusion of visual review logs and personalized collections.
- **Interactive Elements**: Hovering to preview a movie, clicking to view full user ratings and reviews.
- **Color Palette**: Red, black, white, and yellow, classic cinema aesthetics.
- **Existing Problems:** apps are either too basic or have too much going on (lack of personalization), existing apps contain reviews that have biases or fake

User Personas

Persona 1: Amy (13, Casual Movie Watcher)

- Wants a fun, simple way to track watched movies.
- Prefers quick visual interactions rather than writing essays.
- Likes customizing her own aesthetic ‘journal’ of movies
- Wants to record in her reviews of who she is watching the movies with

Persona 2: Brian (35, Film Enthusiast)

- Loves curating a personal film diary.
- Wants the ability to edit and update past reviews easily.
- Wants visually interesting reviews, rather than textboxes

Persona 3: Charles (20, Student)

- Doesn’t really keep track of movies/tv shows watched
- Adds to ranking lists/ratings spontaneously
- Wants to retrieve information when needed easily
- Doesn’t like clutter

Persona 4: Granny Apple (80, Cinema Buff)

- Loves to go to movies just like how she did in her youth
- However technology these days such as letterbox or rotten tomatoes are rather complicated with a not friendly user interface, when she just wants to look at her own reviews
- She would like a convenient method of marking down the days she watches movies and her review on the go

Persona 5: Zillian (40, Wife with Adhd)

- Wants to look for something fun she can do with her wife
- However she would like for any website to be simple because she can be overwhelmed by the complex menus that rotten tomato offers due to her adhd
- She would prefer something with a simple/fun interface yet engaging unlike letterbox
- Filling out movie reviews with her wife on one account can add to their movie watching experiences

Website Flow

Our app simulates the experience of purchasing a movie ticket at a box office. On the landing page, users can scroll through a display of “posters,” each representing a movie review. Users can interact with the posters in two ways:

- **Click Arrows to Scroll Through Posters:** Briefly preview the movie's title, poster picture, and key details, similar to a Google search result.
- **Click Individual Posters:** View the full review, including the user’s rating (out of five stars) and any additional comments. On this page, users also have the option to edit or delete the review.

If the user chooses to interact with the box office attendant, they are prompted to create a new poster by uploading an image, adding a movie title, writing a short review, and assigning a rating. Once submitted, the new poster is added to the box office display.
The flow is designed to keep the interaction playful and intuitive, mirroring the feeling of browsing and collecting tickets at a real movie theater.

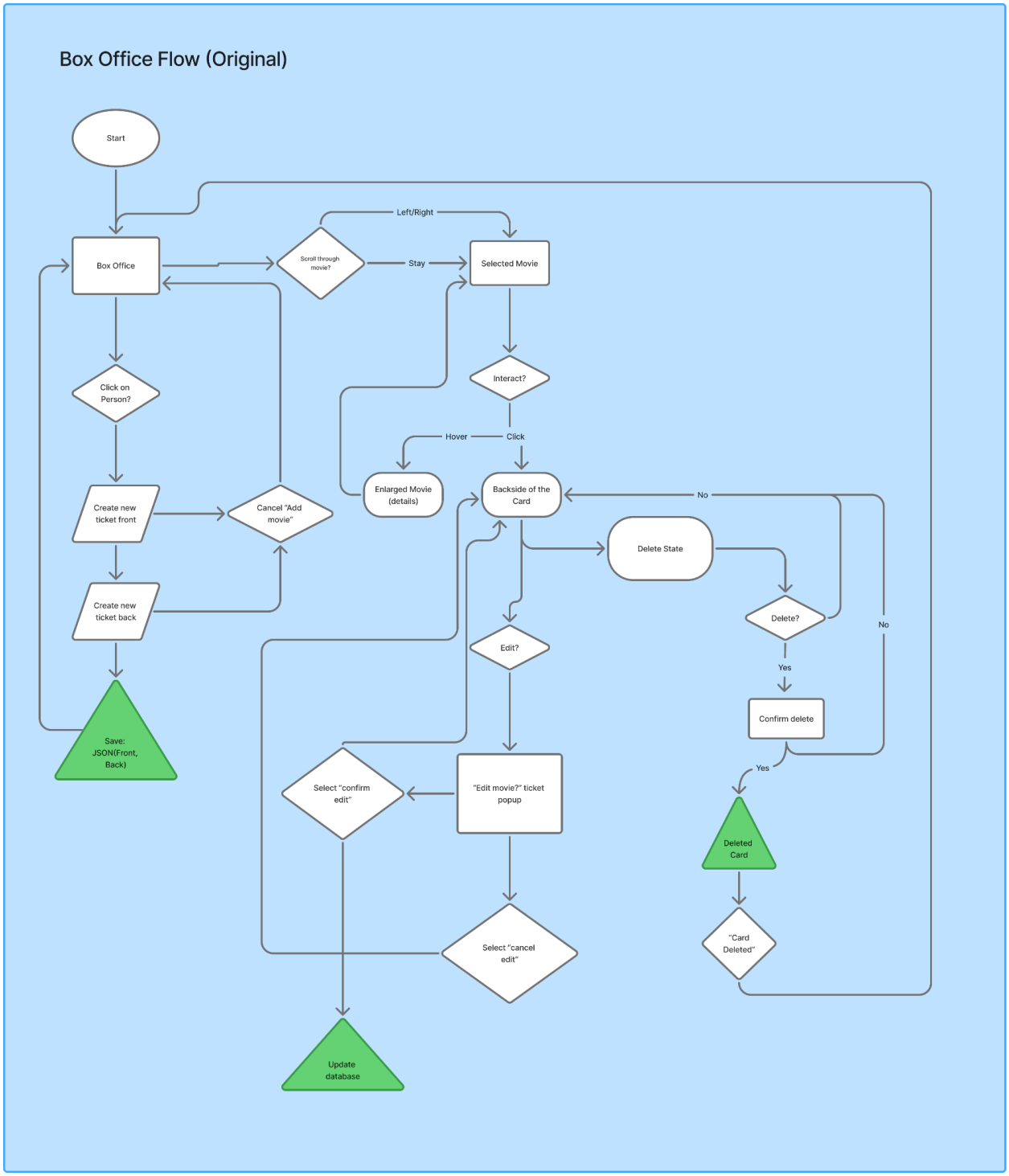
If the user wants to add a new movie review, the “steward” of the movie box will help them. By clicking on the button in the textbox that asks if they want to add a new movie review, a form is brought up for the user to fill in. They are prompted to add to the front of the poster, placing any image or clip from the media that they are reviewing that they think represents it the best. They are also asked for details about the movie itself such as the title and release date. Lastly, on the form they are asked to write a personal review of any length or structure and to rate the movie out of 5 stars. Once finished and saved, their poster will be visible in the movie box for them to come back to later once they need it.

In addition to this, if the user rewatches a movie, they can update their original posts. By scrolling through each of their posters, they can select them and adjust them accordingly. These features are implemented through the following ways:

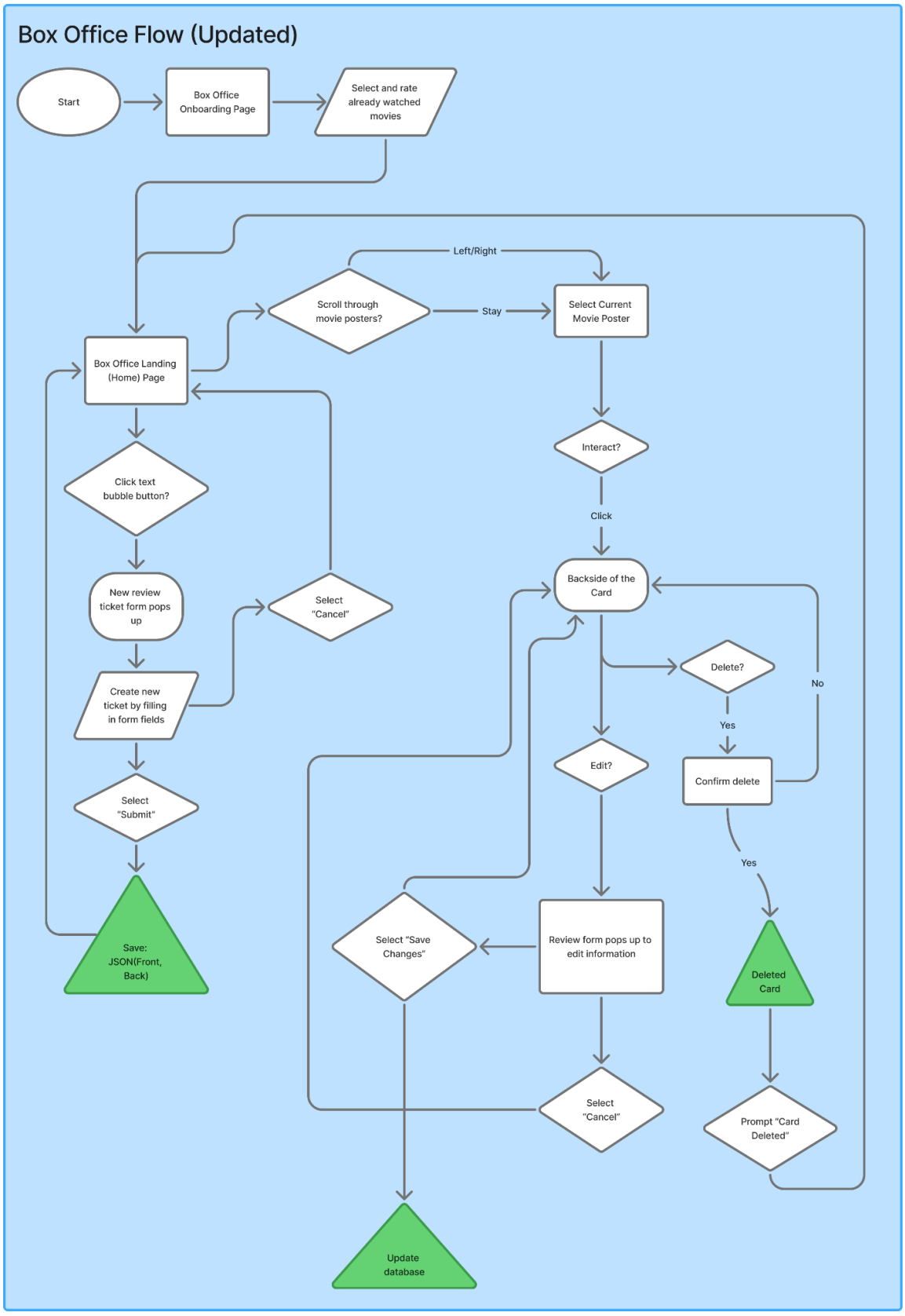
- **Edit:** The poster is opened in its “template” form. This is similar to when the user first creates their poster, however, the information is filled in. The user is allowed to adjust the data, and can submit their changes once finished.
- **Delete:** The data is removed from the poster display. The user is prompted if they are sure of their changes, and then proceeds accordingly.

System Diagrams

Original Version



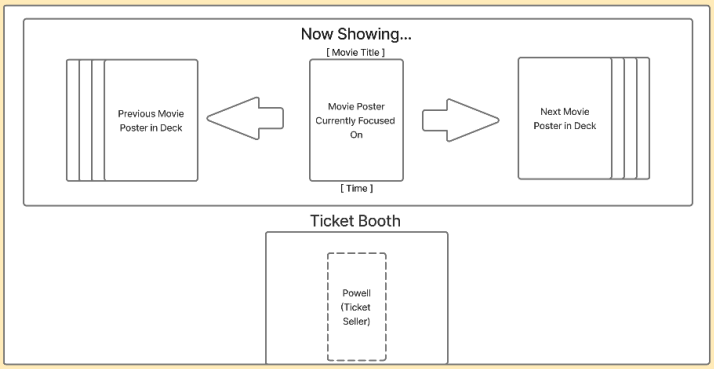
Current Version



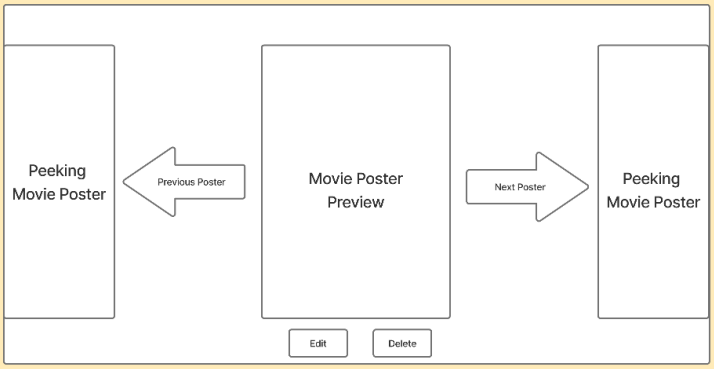
Original Concept Wireframes

Wireframes

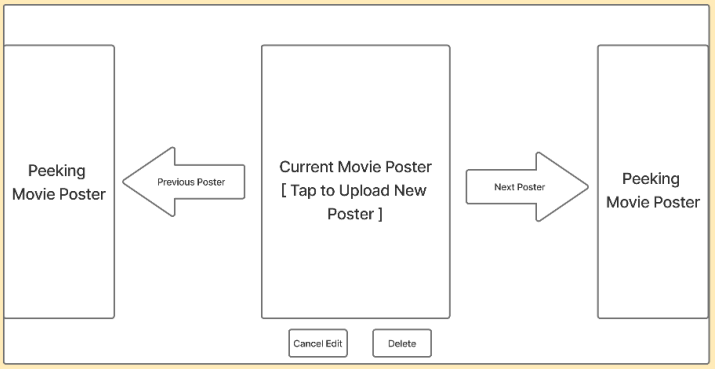
Landing Page - Box Office



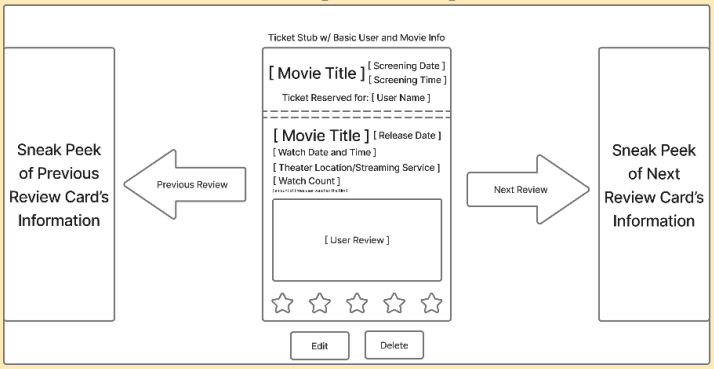
Viewing Poster Page



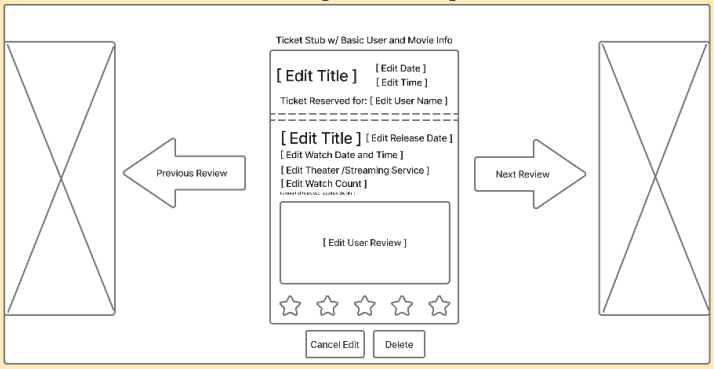
Editing Poster Page



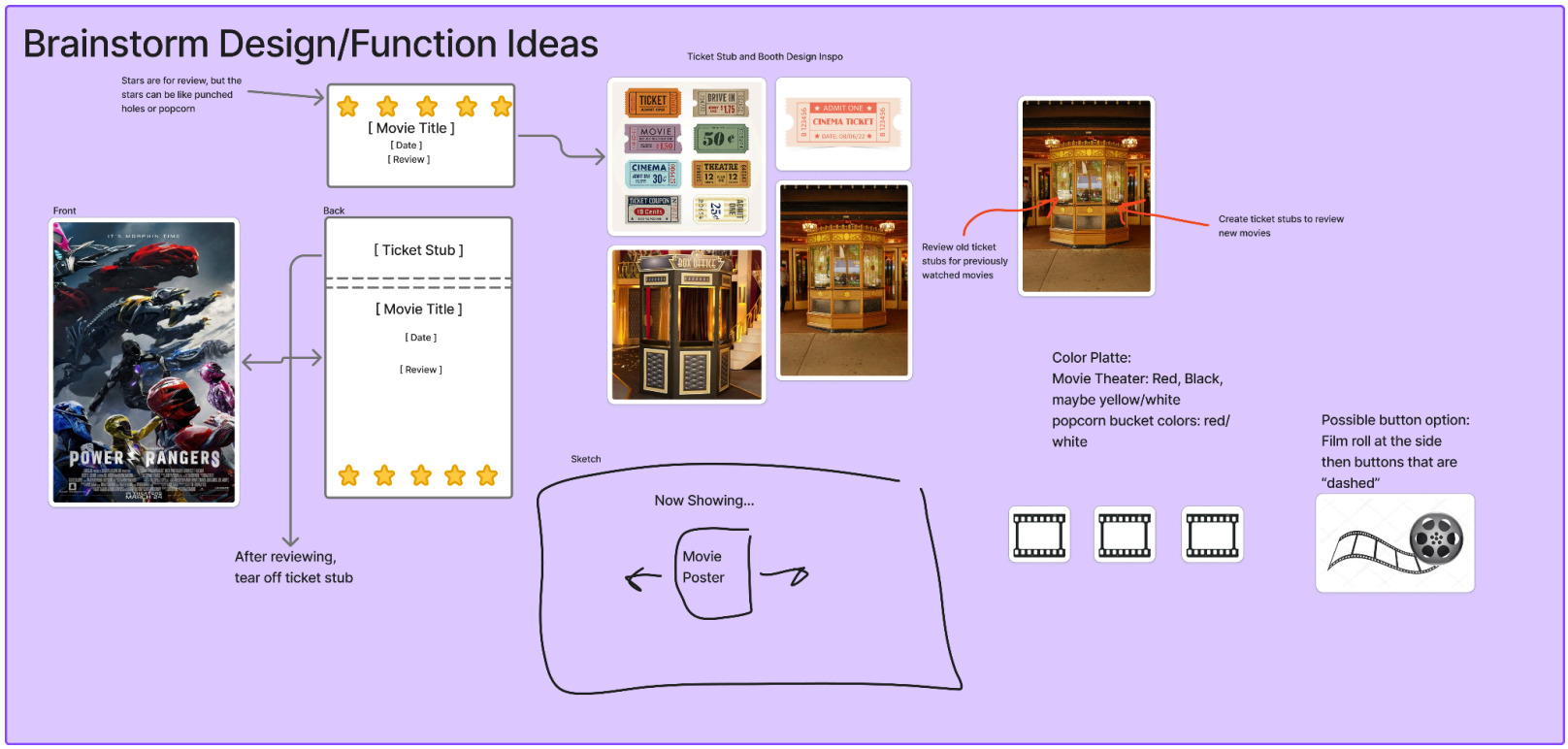
Viewing Ticket Page



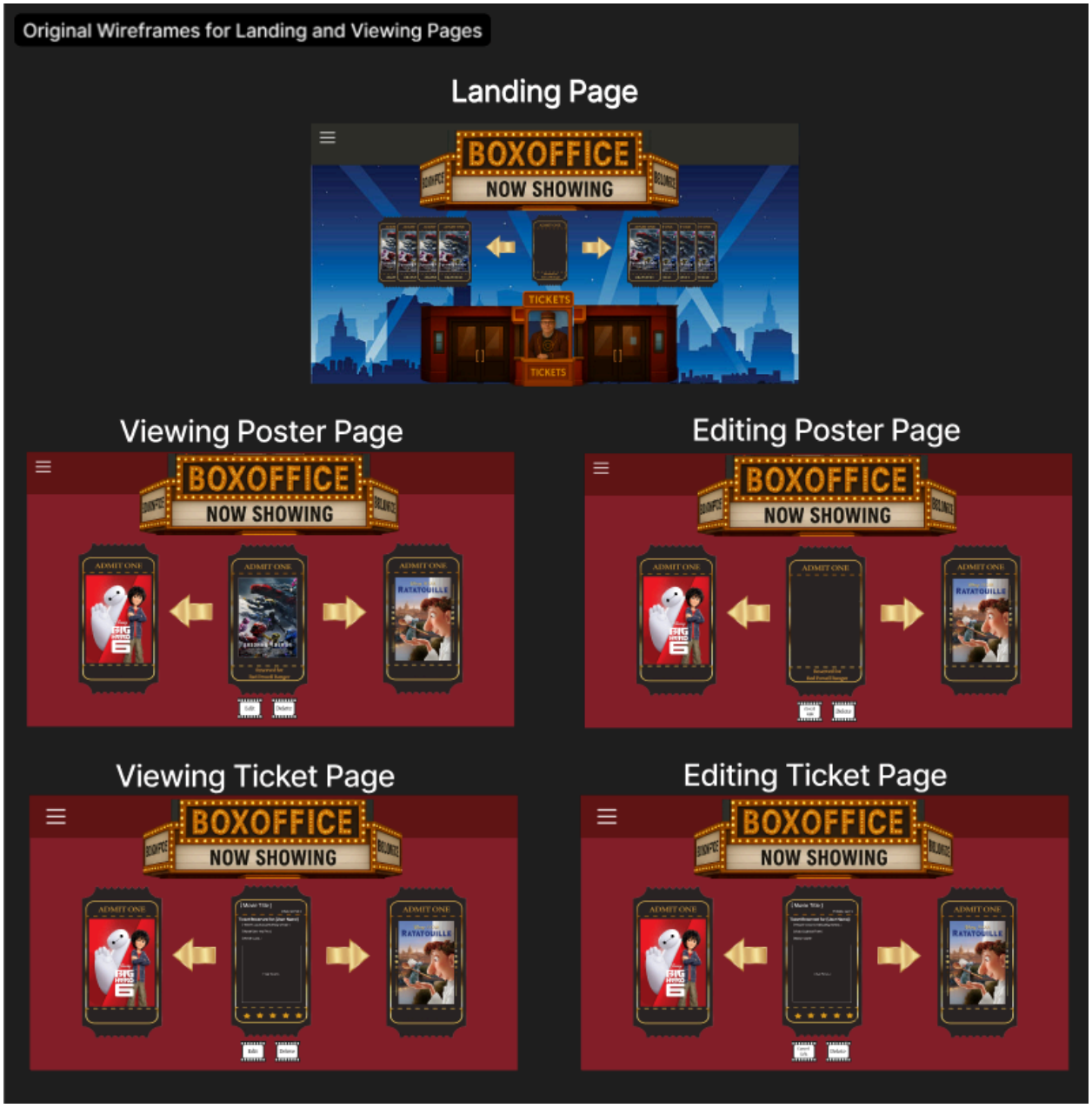
Editing Ticket Page



Initial Brainstorm Design/Function Ideas



Original Design



New Design After Reevaluated MVP
[Working on it]

Risks and Rabbit Holes

Key Risks:

- Spending excessive time perfecting animations (popcorn popping, hover transitions)
- Sacrificing user experience due to time constraints
- Focusing too much on developer experience while neglecting user experience
- Overbuilding features like user authentication or friend systems
- Data isn't saved correctly, formatting is inconsistent across different features

Rabbit Holes to Avoid:

- Overcomplicating UI animations before core features are working
- Getting stuck on the Website Design especially on the layout of the website
- Creating a sophisticated tagging/filtering system for movies (out of scope for 5 weeks)
- Spending too much time on "are you sure" options, redundancies

Mitigation Plan:

- Focus first on a working MVP: create, view, edit, delete ticket stubs
- Only add non-essential animations or advanced UI after core functionality is complete
- Set a clear design that everyone agrees on in order to work to focus on a top-bottom development to maximize the development process with a large group

MVP Scope (Minimum Viable Product)

- Working landing page with poster cards
- Iterating through poster cards with buttons
- Functional hover preview
- Clicking to view full review
- Create, edit, and delete review tickets
- No user login or profiles — all reviews are stored locally
    - "Nice to Have": Onboarding page
- Data is structured, formatted, and displayed correctly

MVP Changes/Additions:

- Remove hover
    - Hovering wasn't a requirement for our website to work as the site would work fine without it. Since we want our site to be accessible for everyone, we decided to remove this hover function as it wouldn't work for smaller form factors. Moreover, it could potentially cause issues with the loading of the page due to networking and other styling issues. The hovering option for users has been adjusted to just scrolling and clicking on the current card.

- Added onboarding
    - Adding pre-populated values is important to having a good user experience. We introduced this change so that users do not need to find and search movies that they watched ages ago. Rather, they can select pre-determined movies which only need to be filled with their reviews. This would allow the user to have a smoother and more accessible experience.
- Removed view page
    - Adding a view page seemed like a good idea at first, however, it turned out to be redundant. Rather than having an additional page (which could confuse the user between the adding and viewing pages for the cards), they were all condensed into one page where the user can see all of their favorite movies. Within the landing page, the user can scroll through all of the movie reviews. This would allow the user to have a better understanding of their movie reviews without the unnecessary data on the screen and transitions which may interfere with their experience.