

Huston School of Film and Digital Media

Module Title and Code: DM6103

Programme: MA Digital Media

Names: Inna Kuzminova, Lena Hutterer

Students ID numbers: 21249808, 21237357

Date: 28.02.2022

Word Count (excluding references): 1138

Supervisor(s): Dr. Temmuz Sureyya Gurbuz

Assignment 2 - Film Freeway Adaptation Documentation:

Introduction:

For this assignment the aim was to look and examine the website “Film Freeway” and the necessary steps needed to submit a project, all with the perspective of a first time user as well as a web interface developer. After investigating and inspecting the user experience, we developed mockups of a website wireframe with relevant changes, adaptations and additions that we think are more relevant and straight forward for a Film Submission.

Individual Experiences:

Lena

Since it was the first time visiting the “Film Freeway” website I did not know what to expect when it came to submitting a film project through this provider. This very much helped me to point out the flaws the relevant steps might have in my opinion and supported my adaptation process in mocking up a new user interface.

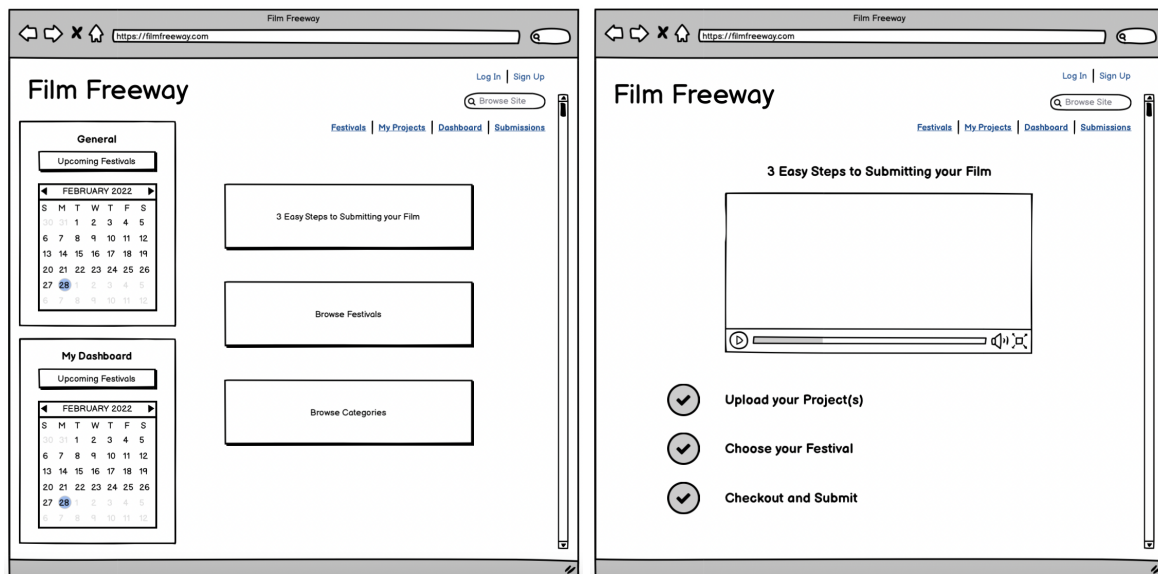
The first thing that stood out regarding the architecture of the website was that the “How to” of submitting a film project was not straight forward to my mind. You could browse the website in general for the different festivals and categories but the most important thing which would be the submission does not stand out. Another major issue for me was the fact that the whole architecture and layout of the website changes once you are signed in which was very confusing to me.

The thing that I focussed on the most at the landing page of my mockup for the website was the submission guideline. I created 3 different buttons that would redirect you to these designated tabs, one for a 3-step tutorial for submitting a project, one for browsing the different festivals and the last one for browsing through the categories. That way all the most relevant parts of this website are there in one glance.

One thing that I also added were two calendars. One at the top of the page for a general overview of the upcoming festivals and another calendar below that is customized to one’s own individual dashboard and submissions to always have it there at the first glance.

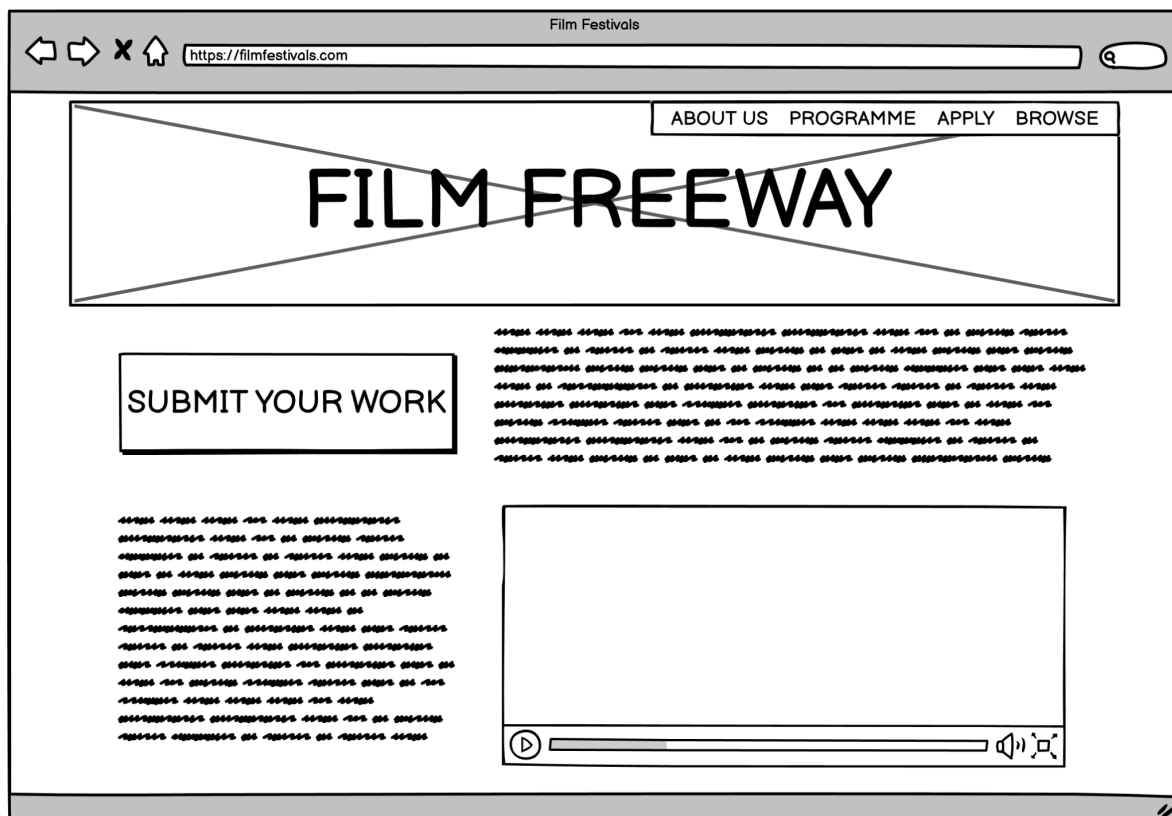
When you click on the “3 Steps Guide” to submit a project, you will be greeted with an introduction video at the top to provide an easy hands on experience for first time users. Below all the steps covered in the video are listed and will be explained again. All the steps can then be accessed through

clicking on the headings and will either direct you to a new tab or just collapse down with all the spaces provided to type in your information. All the relevant details for this will not differ from the original website since these options and requirements have been professionally curated and selected.



Inna

It was not my first time being involved in a process of submitting a project as I myself participated and filled out similar forms for art projects. From my inspection of the user experience I can confidently say that the steps to submitting a project to a certain festival/residency are quite similar.



For the first web page I used a familiar layout, the same goes for the Sign Up web page. I made very clear buttons that would direct the user onto the next page, the purpose of pressing the button should be as straightforward as possible - users must understand what will happen after clicking the button.

A screenshot of a web browser window titled 'SUBMISSION PAGE' with the URL 'https://filmfestivals.com/submission'. The page features a navigation bar with links: 'ABOUT US', 'PROGRAMME', 'APPLY', and 'BROWSE'. The main heading is 'SIGN UP'. Below it, a box contains the text 'SIGN UP' and 'Sign up and Submit your film!'. At the bottom of this box are two buttons: 'Sign Up with Email' and 'Sign Up with Google'. Below the box is a 'Log In' button.

While designing the submission forms, I noticed that I prefer to fill in forms with titles above the form box, than left-aligned ones. It also works well when adapting the website for mobile devices. However, labels can be left-aligned if there is a large amount of needed input, as this simplifies visual scanning and reduces the height of the web page.

Dividing forms into groups of similar elements (personal data, address) simplifies the user experience and speeds up the filling process. I avoided writing all labels in capital letters as it makes it difficult to visually scan the form. I also made sure that there is a clear and visible button at the end of the form that will allow the user to complete the form.

I believe that good web interface design is simple. Designs of the forms should be clean, straightforward and friendly. Designers should avoid optional fields and consider other ways to collect data.

A screenshot of a web browser window titled 'Submission Page' with the URL 'https://filmfestivals.com/submission'. The page features a navigation bar with links: 'ABOUT US', 'PROGRAMME', 'APPLY', and 'BROWSE'. The main heading is 'PROJECT SUBMISSION'. Below it, there are several form fields: 'Name', 'Website/Portfolio', 'Type' (with checkboxes for Film, Animation, VR/XR Immersive, Documentary, Experimental, and Music), 'Project Title', 'Synopsis', 'Language', and 'Format'. A large 'SUBMIT' button is at the bottom.

Comparison:

Both experiences considered, it is clear to say that one thing we were both focussing on was to build an easy, clear and consumer friendly interface that is straightforward and easy for the user to handle and follow with as few questions as possible.

Both designs suggest a form of “submission” button on the landing page to guide the user directly to a submission form without any detours.

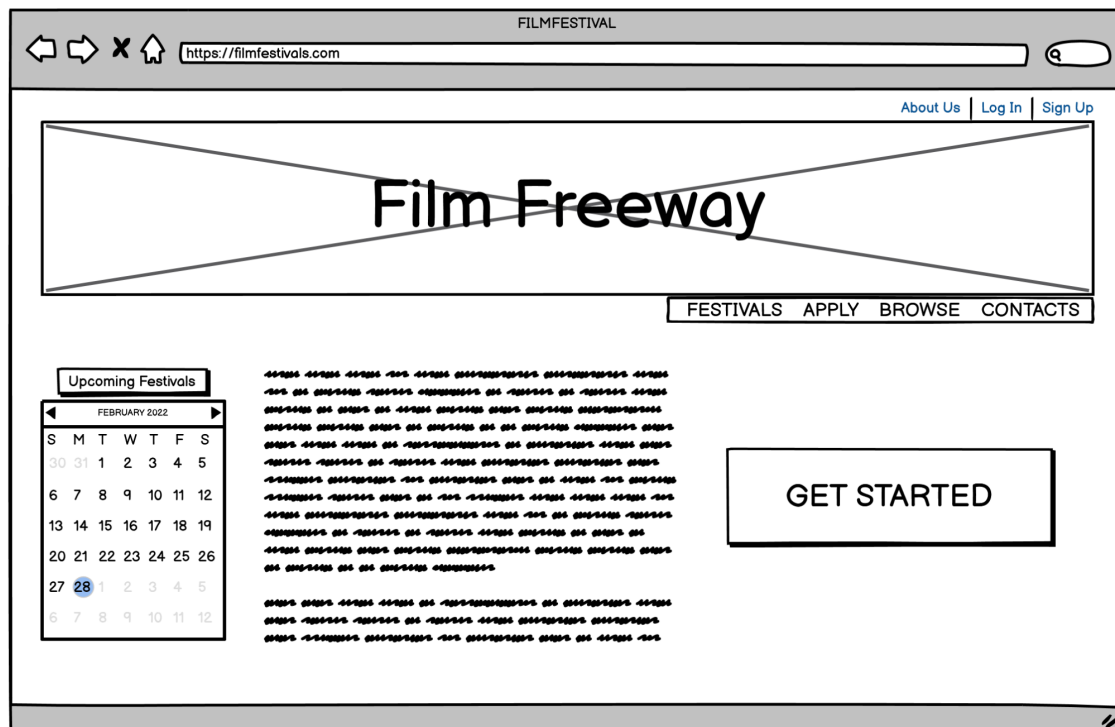
Lena focuses on making sure that the user can understand the submission steps that need to be followed, while adding new features (calendar, an explanation video and checkmarks) that explain how to navigate the website and submit a project. In total Lena designed 2 wireframes - a landing page and an informational page.

Inna focuses on using familiar website layouts with clear navigation systems (buttons) and easy to follow forms, while also trying to avoid an information overload. Inna designed 3 web pages - main page, sign up page and form layout.

Conclusion - New Mockup:

For our final mockup we combined our ideas to provide the best user experience when submitting a film to a festival through “Film Freeway”.

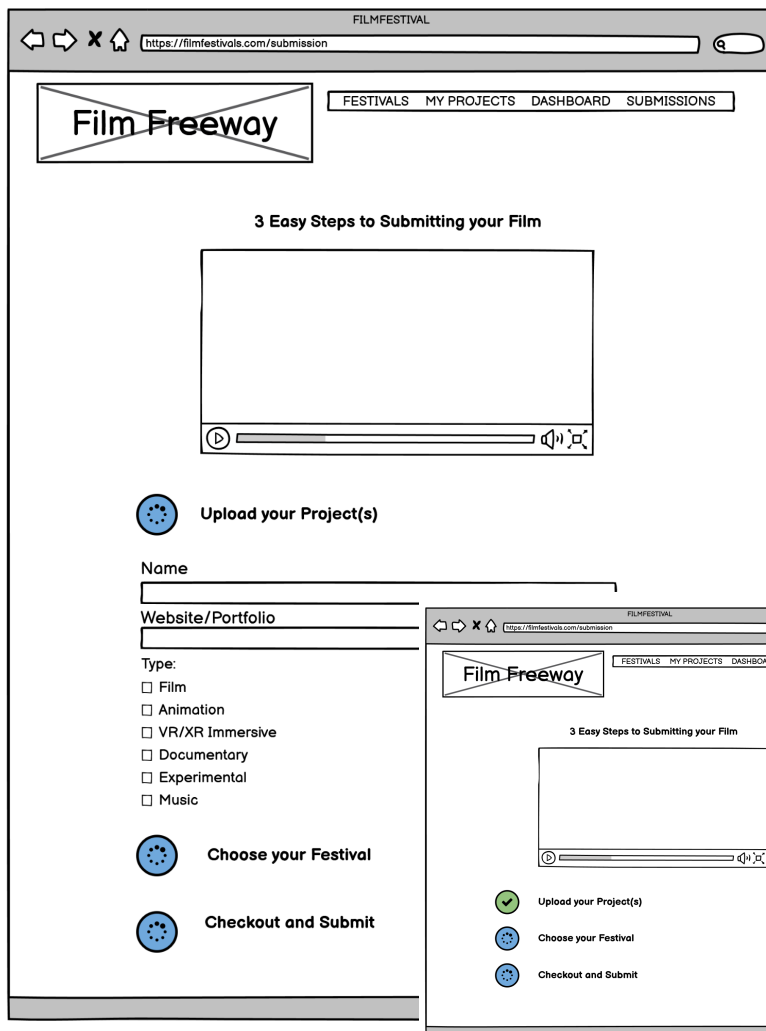
On the landing page we are welcoming the user with a big banner, two navigation menus that provide a general overview and “Log In” and “Sign Up” links, a calendar with the upcoming festivals and a button “Get Started”.



By clicking the button the user will be redirected to a new page that invites first time users to sign up or to simply log in again. We also added a simple icon in the left corner that is clickable and that can return the user to the main page.



Once signed in the user is automatically redirected to the submission portal. Here, the user can find a short introduction video with an instruction on how to submit your work and another navigation bar that is only visible for Logged In users.



The project submission is a multiple-step construct that will turn the pending button on the left into a green tick to indicate a completed form and the user can continue with the submission process.

All these steps are designed to have a drop-down menu with a form to be filled out directly beneath. We focused on making sure that our form page is easy to understand and follow with user friendly icons and indicators.

Every page that the user might be directed to has the “Film Freeway” logo on the upper left corner that will redirect the user right back to the landing page if needed.