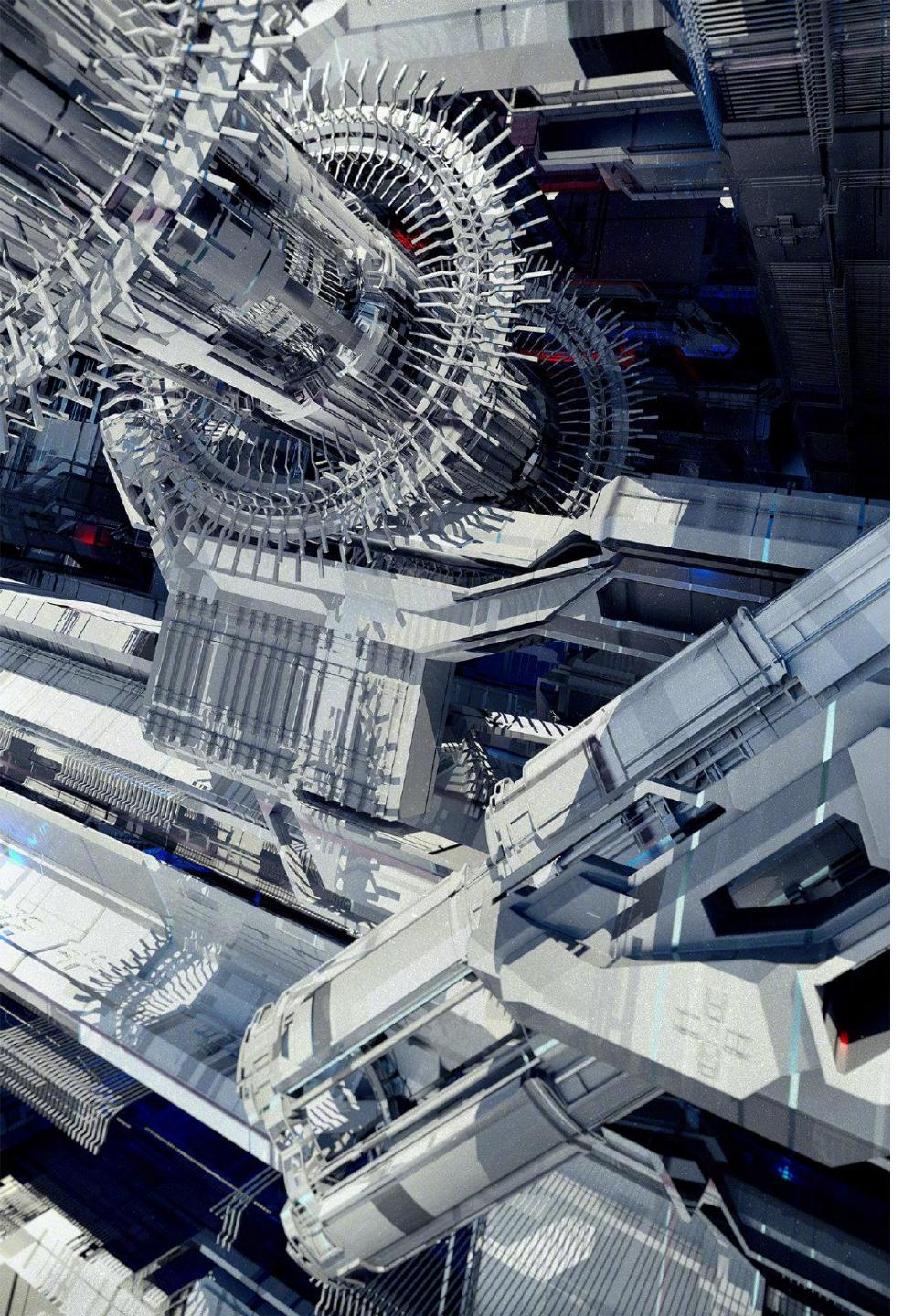


# Science Fiction Movies Information Platform

---

1155161834 WANG CAN

<http://kongcen.pythonanywhere.com/>



## Catalogue

1. Problem Background.....	3
2. Requirements .....	5
Users Journey Map	
Positioning Map	
Function & Information Requirements	
3. Design .....	9
Prototype	
Business Model	
4. Test/Evaluation .....	14
Usability Test	
A/B Test	
5. Final Website .....	19
Web Structure & Web Flow	
ERD	
Event Trace	
Further Development	
6. Appendix .....	27

# Problem Background

---

# Problem Background

---

## Instruction:

The information available on mainstream movie platforms nowadays is too diverse and not professionally categorized. These platforms meets the basic needs of the public but for the science fiction fans, they need a easier and faster access to their loved movies.

## Problem Statement:

How might we help **a general science fiction fan** to **integrate the information and resources of science fiction film** so that **their movie experience can be improved with convenience**.

# Requirements

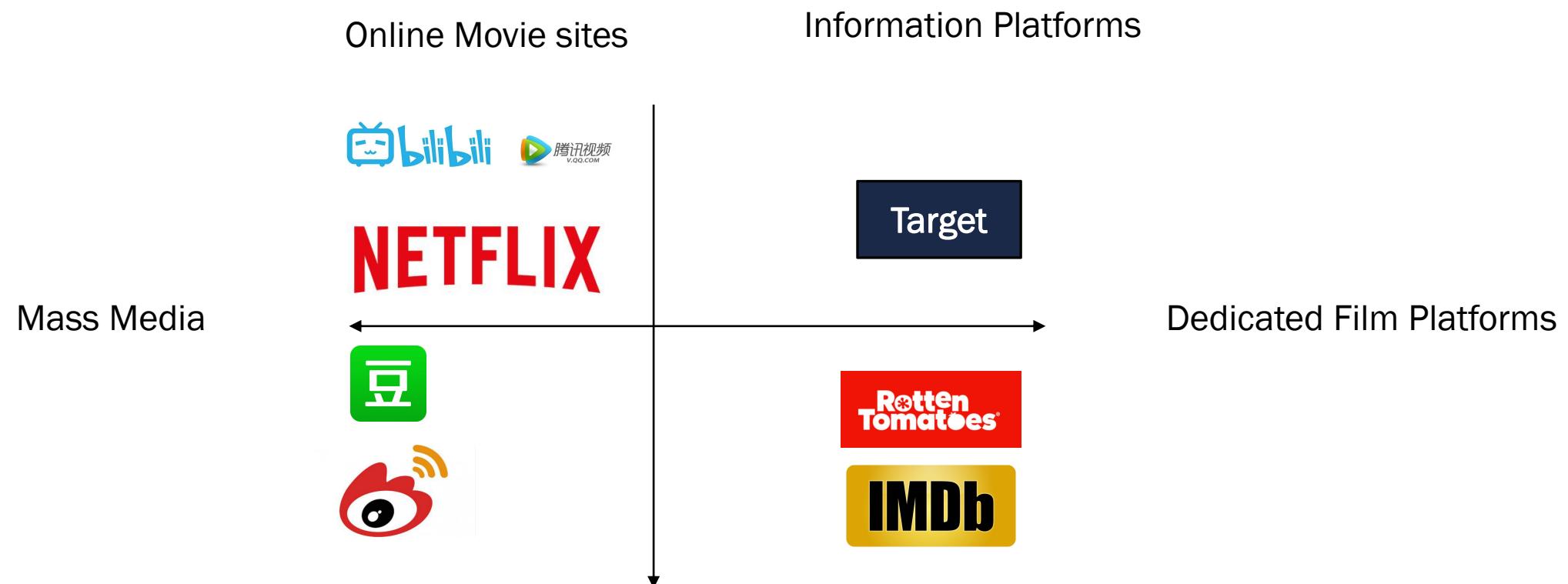
---

Based on the interviews in assignment 3

# Users Journey Map

User journey	Got movie information	Evaluate the movies	Watch movies	Share opinions
User behavior	Actively gather information Recommended by friends or blogger	Search for score Check reviews Watch trailer	Go to cinema Watch online	Discuss the plots Share ideas
Pain point	Cluttered information online	Diverse scoring platforms		Lack of specific public discussion space
Possible solution	Gathering the relative sci-fi movies information	Integrating the scores from authority platforms		Setting up dedicated comments section

# Positioning Map



# Function & Information Requirements

---

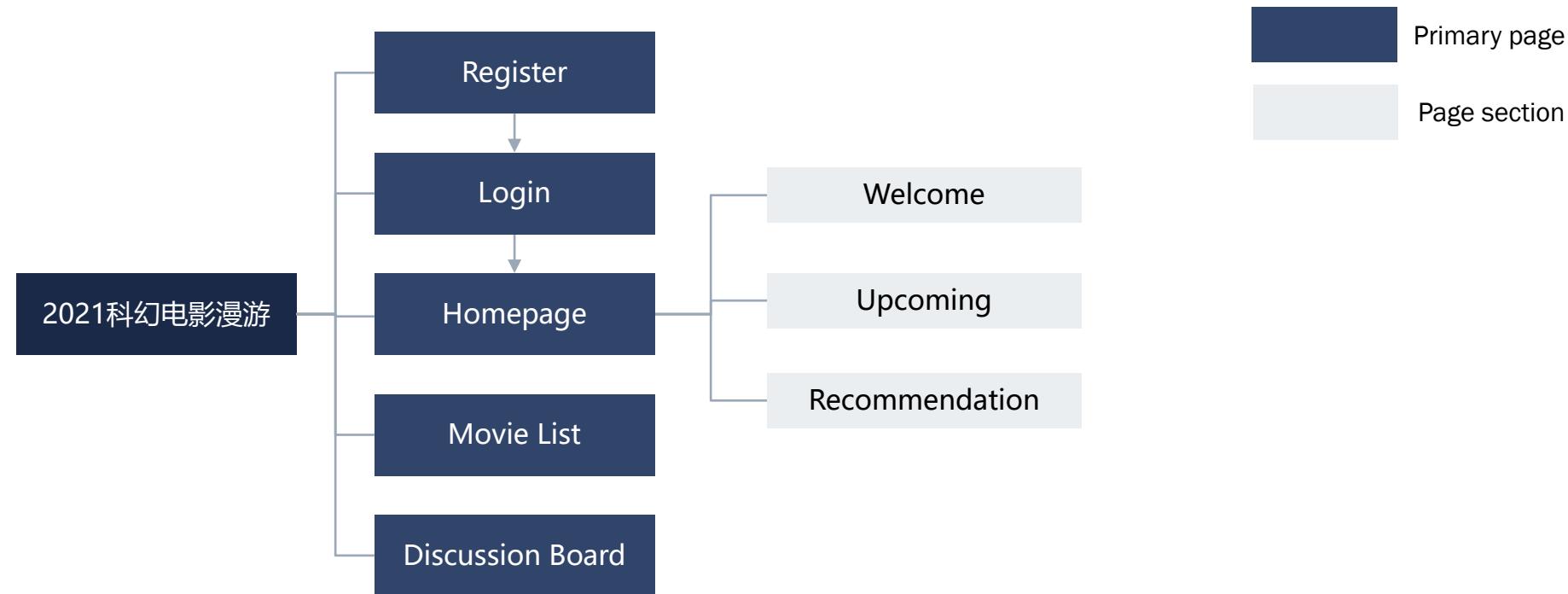
1. Collecting and systematic sorting classic science fiction movies.
2. Providing basic abstract of the movies (e.g. Director, Release Date, Country/District etc.).
3. Integrating movie ratings from different platforms (Douban, IMDB, Rotten Tomatoes).
4. Setting up Release Calendar of the upcoming sci-fi movies.
5. Providing favorable recommendation to sci-fic movies fans.
6. Building Discussion board for sci-fi movie fans.
7. Establishing a membership system.

# Design

---

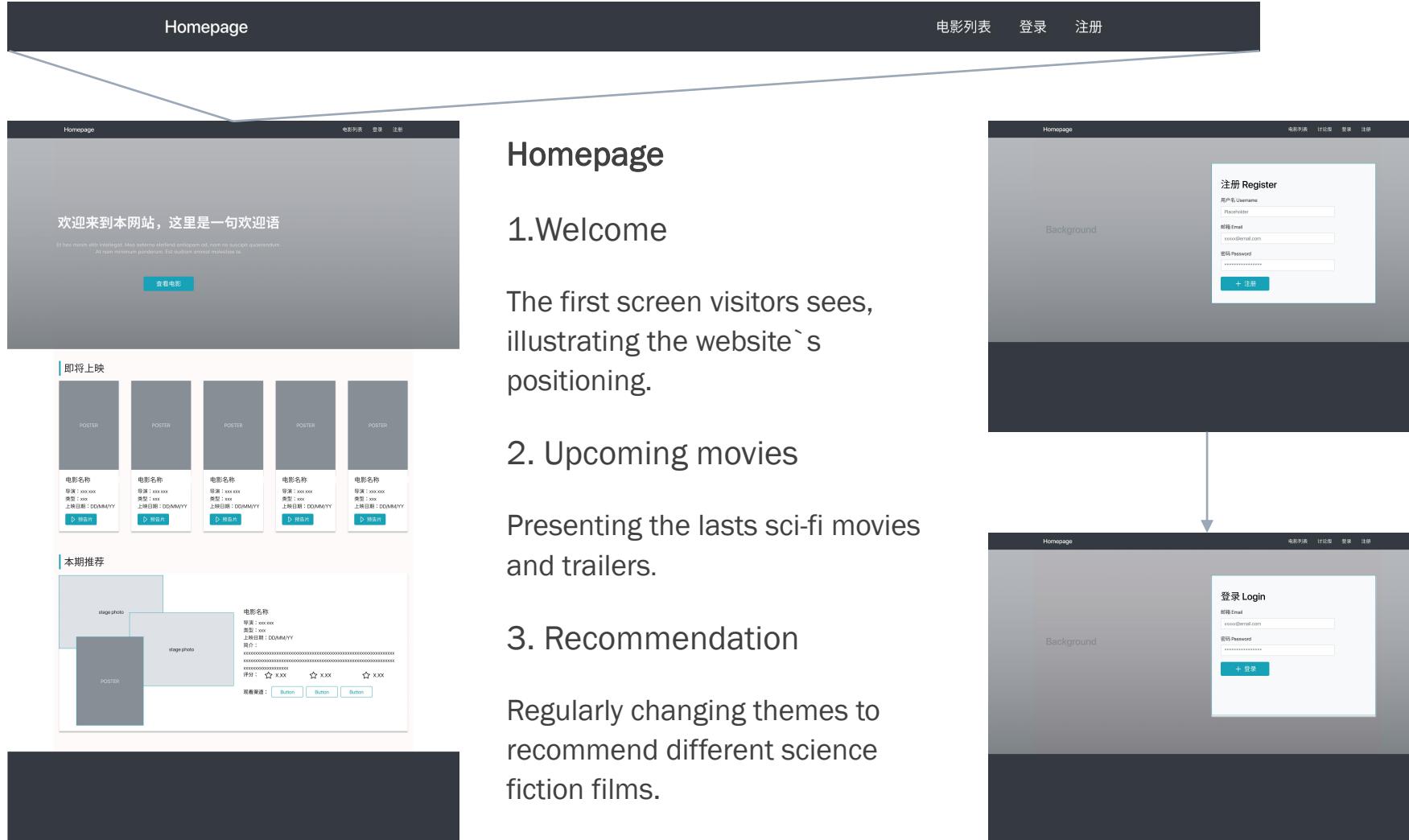
# Prototype Structure

---



# Navigation Bar

Tie all the primary pages of the website together.



## Register

Setting the email, username, password to register for a new account.

Homepage 电影列表 讨论版 登录 注册

**太空歌剧**

太空歌剧(Space Opera)一词，是在二十世纪六十年代被用来形容科幻文学中的一类特定小说，一般是指那些带有浓厚的科幻色彩且在太空中发生的小说作品。这类小说的情节通常都是宏大而复杂的，情节跌宕起伏，人物形象鲜明，往往充满了动作和冒险。然而由于太空歌剧的本质是科幻，因此它对科学知识的要求并不高，甚至可以说它对科学知识的要求非常低，它是否严格地根据天文学、物理学的知识来创作，如果有一些科幻题材作品中，所有的情节都是严格按照已有的天文学和物理学原理展开的，那么它就是普通的太空歌剧作品。而在太空歌剧，它只是冒险的场所，科幻的科学知识并不限制人们想象力的发挥。

**Image**

电影名称  
导演：xxx xxx  
类型：xxx  
上映日期：DD/MM/YY

评分： XXX XXX XXX

观看渠道： [Button](#) [Button](#) [Button](#)

**太空冒险**

**社会科幻**

**机器人**

**赛博格**

**时空旅行**

**超人类**

**未来恐惧**

**外星生命**

.....

## Movies List

Listing the sci-fi movies and their basic information including the scores on different platforms by genres.

Homepage 电影列表 讨论版 登出

**讨论版**

用户名称  
发布时间：DD/MM/YY

用户名称  
发布时间：DD/MM/YY

用户名称  
发布时间：DD/MM/YY

用户名称  
发布时间：DD/MM/YY

## Discussion Board

Listing the sci-fi movies and their basic information including the scores on different platforms by genres.

# Business Model

---

## Main Revenue:

Membership fees

## Reasons:

As a movie information web it is very important to maintain a neutral stance and continue to provide non-biased information. By re-interview the respondents of different groups, I find that they believe that capital-led information is unreliable and this will affect their perception of the site. However, when I asked if they were willing to pay for the information, most of them said they are willing to spend money to support the site if it really helps.

## Charge Standard

1. Month plan: 6RMB/m
2. Year plan: 40RMB/y

# Test/Evaluation

---

# Usability Test

---

## Format:

Asking 5 general sci-fi movie fans to finish 3 test tasks with Figma prototype and recording their responses and feedbacks.

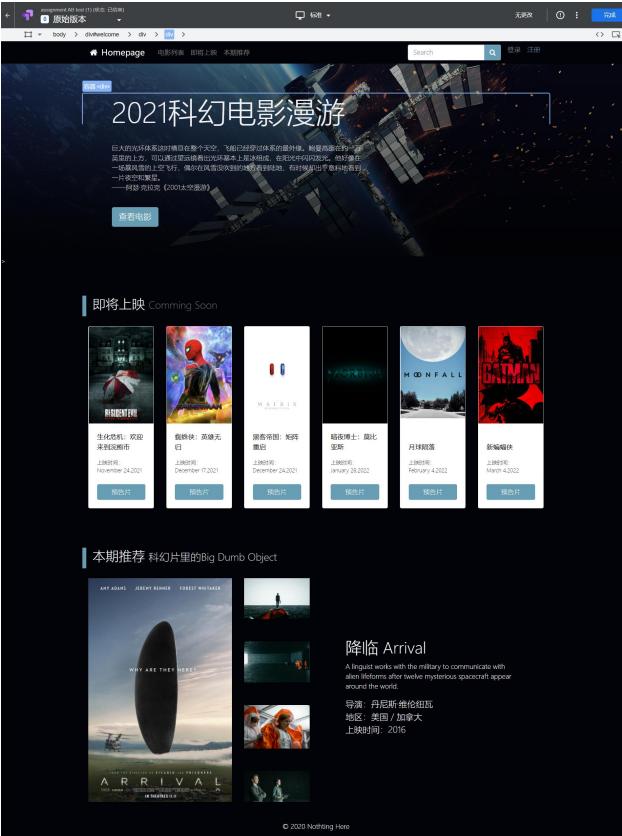
## Main Findings:

1. A number of users are search-oriented.
2. The segmentation of movies can be more diverse.
3. Users would like to see more details about the movies.
4. The separate discussion board is unfocused.
5. The pay button on the page doesn't affect the user's perception of the site very much.

<https://github.com/kongcen71/Assignment/tree/main/assignment8>

# A/B Test

## Original version



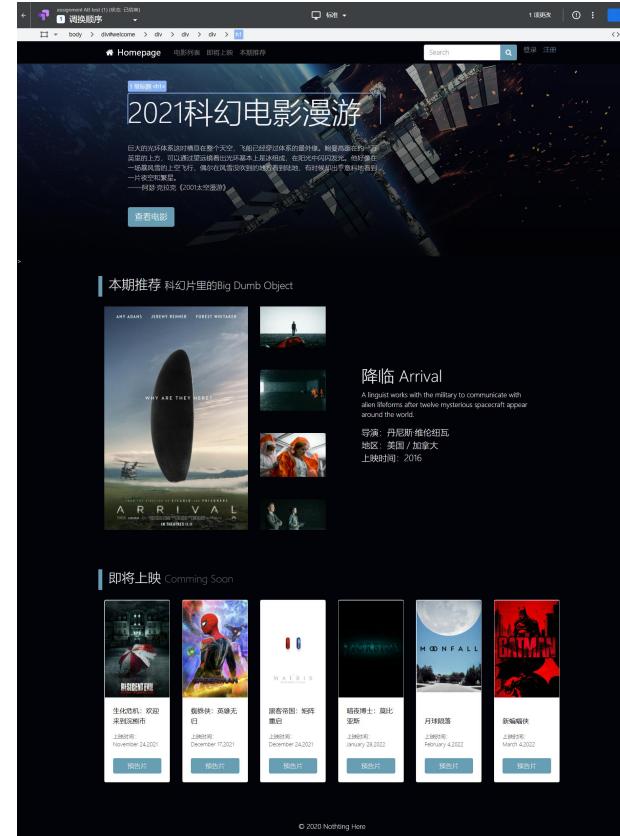
### Starting point:

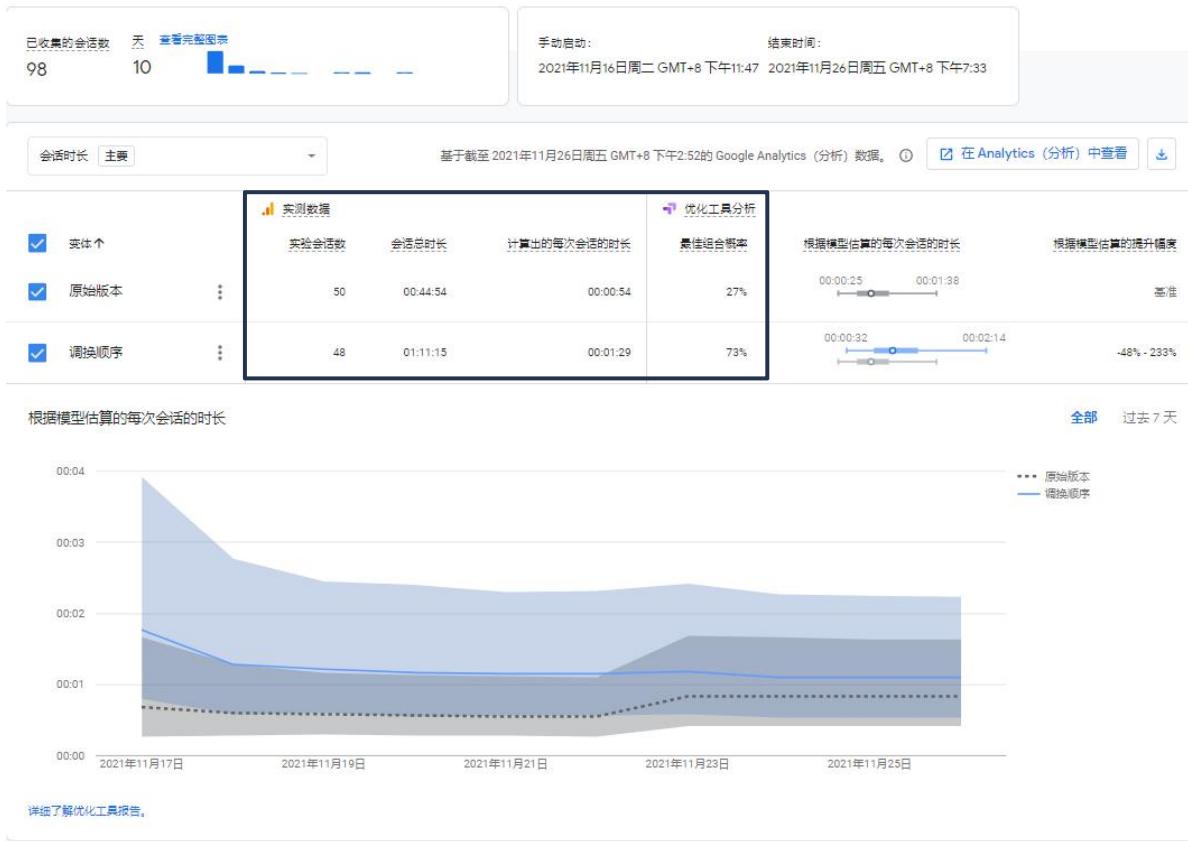
New visitors prefer to spend more time exploring the homepage before they jump to other parts of the site.

### Purpose:

Exchange the order of homepage modules to see which layout can have a longer session duration (which represent users are less impatient while exploring).

## Modified version





设备类别 (Device Category)	流量获取 (Traffic Acquisition)		
	用户数 (Users)	新用户 (New Users)	会话数 (Sessions)
mobile	70 占总数的百分比: 100.00% (70)	70 占总数的百分比: 100.00% (70)	109 占总数的百分比: 100.00% (109)
desktop	20 (28.57%)	20 (28.57%)	34 (31.19%)
tablet	2 (2.86%)	2 (2.86%)	2 (1.83%)



## A/B Test result:

The modified version have longer average session duration and have more than 70% probability to perform better.

## Possible reason:

During the test period, I only posted the site URL on my WeChat friends circle (微信朋友圈). From GA, it can be seen that most of the test participants have visited by mobile. Since the bootstrap module I chose to hold the upcoming movies takes up the entire page after adaptive shrinkage. As a result when the “upcoming” module was at the second position of homepage, users can easily get bored and lose interest in further exploration.

# Corresponding Improvements

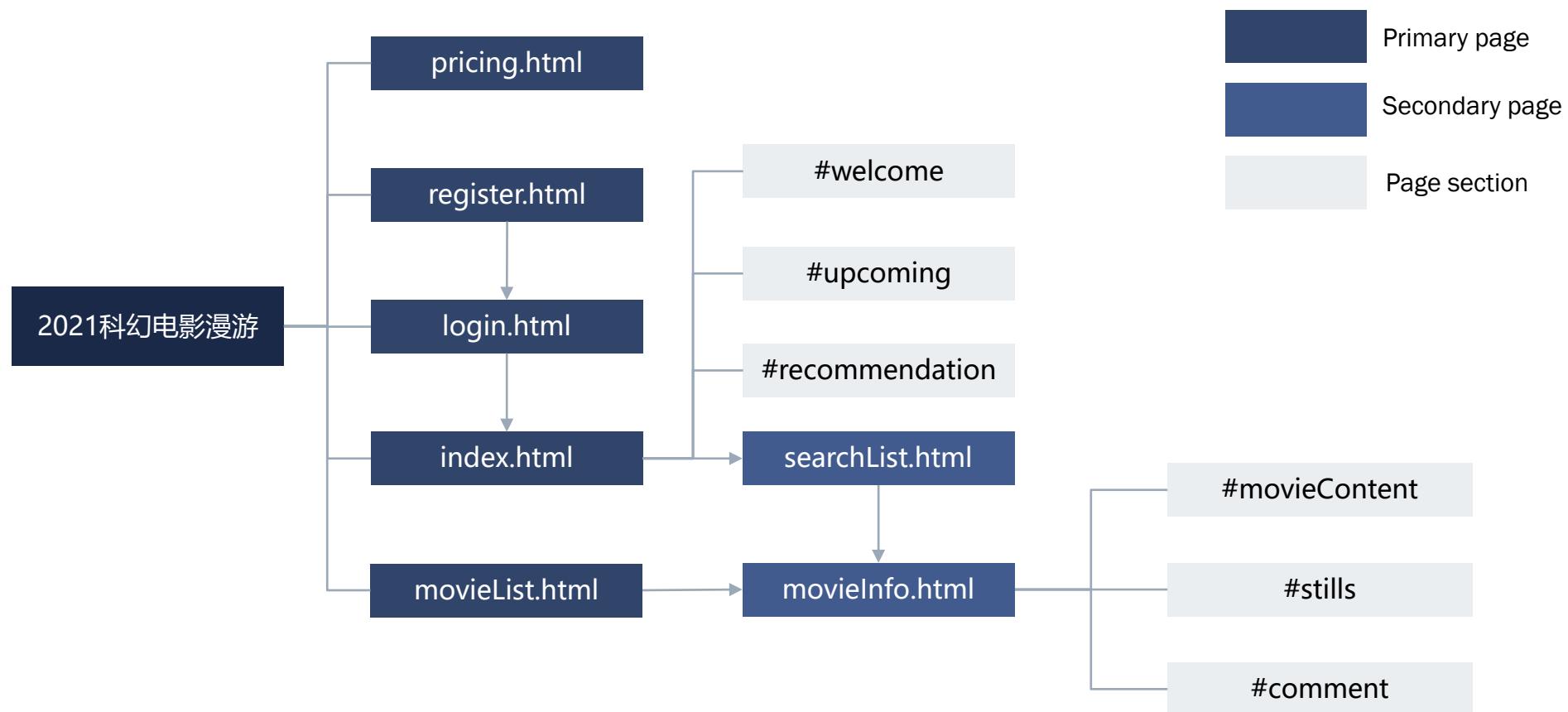
---

1. Completing the search function to the homepage.
2. Exchanging the upcoming and recommendation module on homepage.
3. Adding a year segment in movie list.
4. Constructing the detail page for each movie and integrating the discussion board in the page as a section.
5. Providing a charge entry for login users.

# Final Website

---

# Web Structure

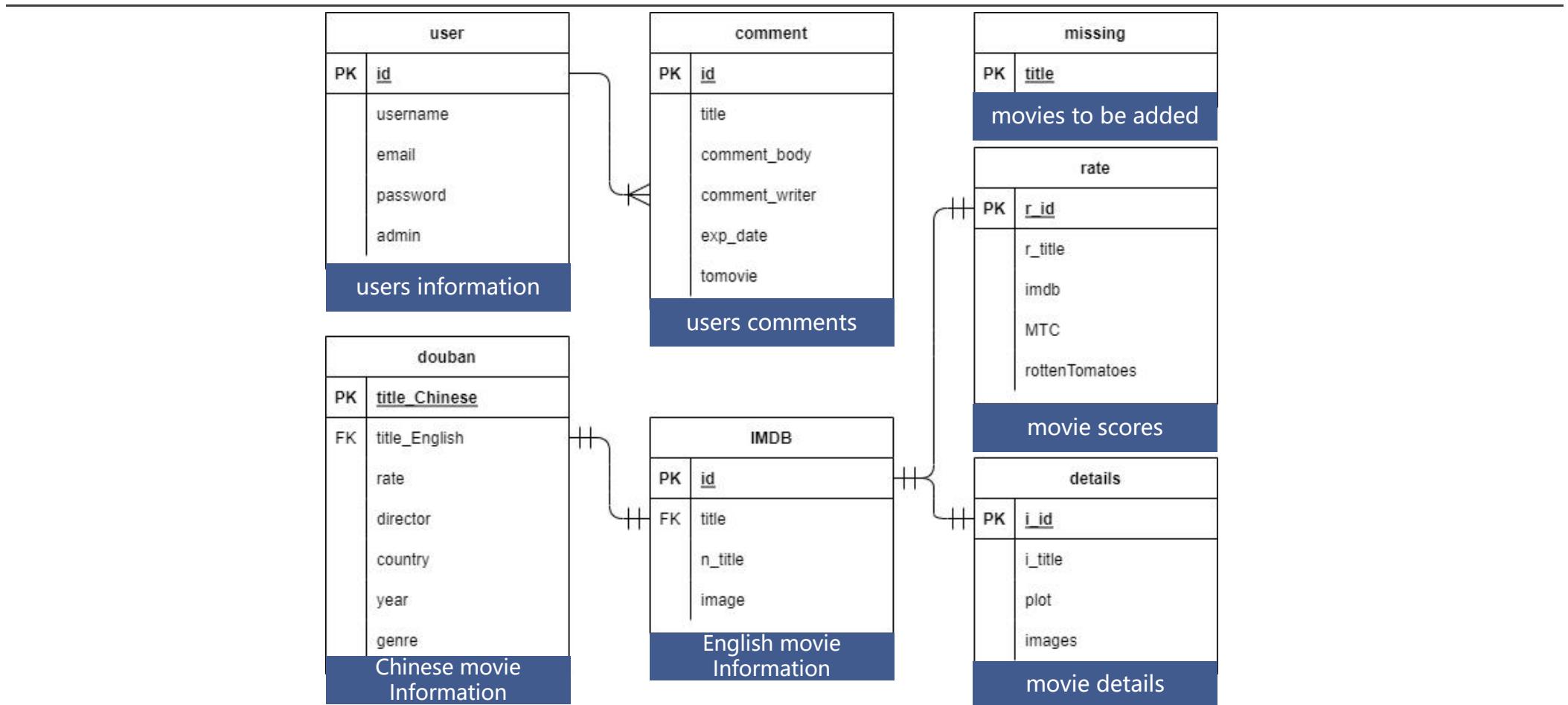




# Web Flow



# ER Diagram



# Event Trace

---

<b>Event category</b>	<b>user operation</b> (Users` actions related to the operation of the website)	<b>check movies</b> (How users get the movies)
<b>Event operation</b>	<b>login</b> (All events linked to the login page)	<b>click button</b> (Click on the button in welcome module on homepage)
	<b>charge</b> (All events linked to the pricing page)	<b>search</b> (Use the search bar on homepage to search for movies)
	<b>buy</b> (Click on any of the two purchase buttons)	



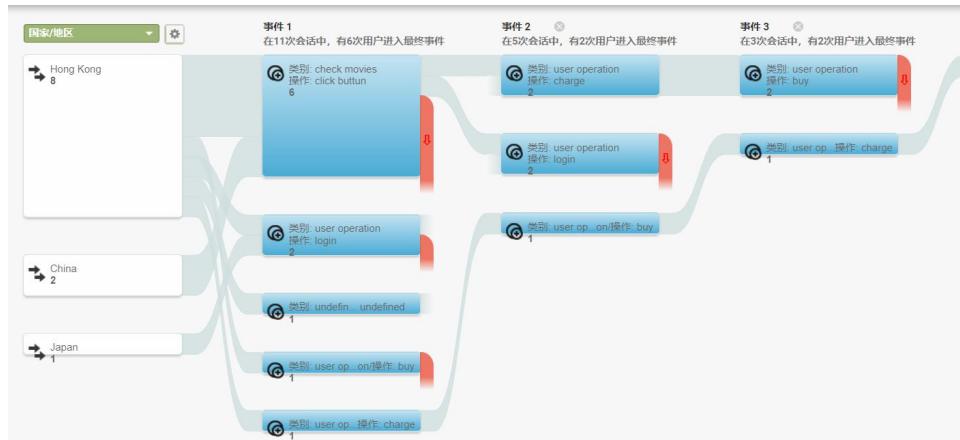
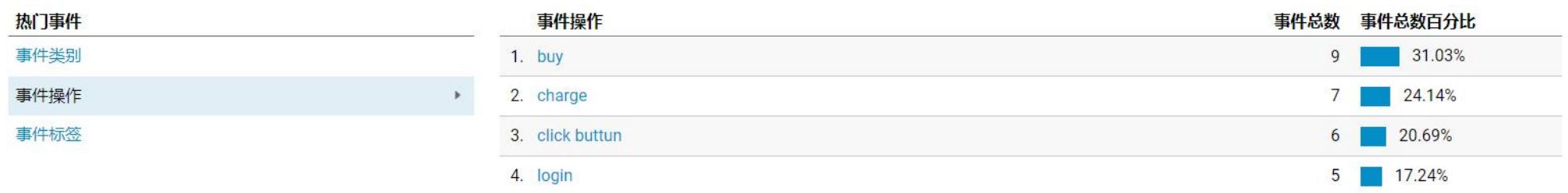
To see whether the users are interested in the site and willing to support it



To compare the ways users prefer to check movies, which determine priorities for further improvement

# Trace Analysis

PS. I just set the event tracker on Dec. 7<sup>th</sup>. Therefore, not enough data has been collected and the following analysis is only a preliminary analysis based on the limited data available at this time.



1. Users are quite interesting in the charge function and will try to buy the membership.
2. Users are easily attracted by the prominent “view movie”(查看电影) button on the home page.
3. General users tend to explore the site to get information rather than search for a specific one.

# Further Development

---

1. Further enriching the content and functions ( e.g. booking function, discussion board) of the website
2. Accumulating of initial users
3. Cultivate online community
4. Seeking cooperation with movie KOLs and official movie organization to provide more exclusive contents such as interviews and movie analysis.
5. Improving the UI & UX of mobile version

# Appendix

---

# Data Sources

---

## MOVIE INFORMATION:

Douban (beautifulsoup)

[https://www.douban.com/people/texieshudian/subject\\_doulists/movie](https://www.douban.com/people/texieshudian/subject_doulists/movie)

IMDB API

[IMDb API Documentation - IMDb API](#)

Rotten Tomato (selenium + beautifulsoup)

<https://www.rottentomatoes.com>

## BOOTSTRAP TEMPLATE

<https://github.com/kongcen71/Assignment/blob/main/final%20project/pingendo%20templates.rar>