

Huston School of Film and Digital Media

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Scenario 1:

The user does not have any project in his or her FilmFreeway account but has already signed-up previously as the statement defines. The starting point for this flow chart therefore is the landing page for logged-in users, which differs from the one that shows up when the user has not logged in yet.

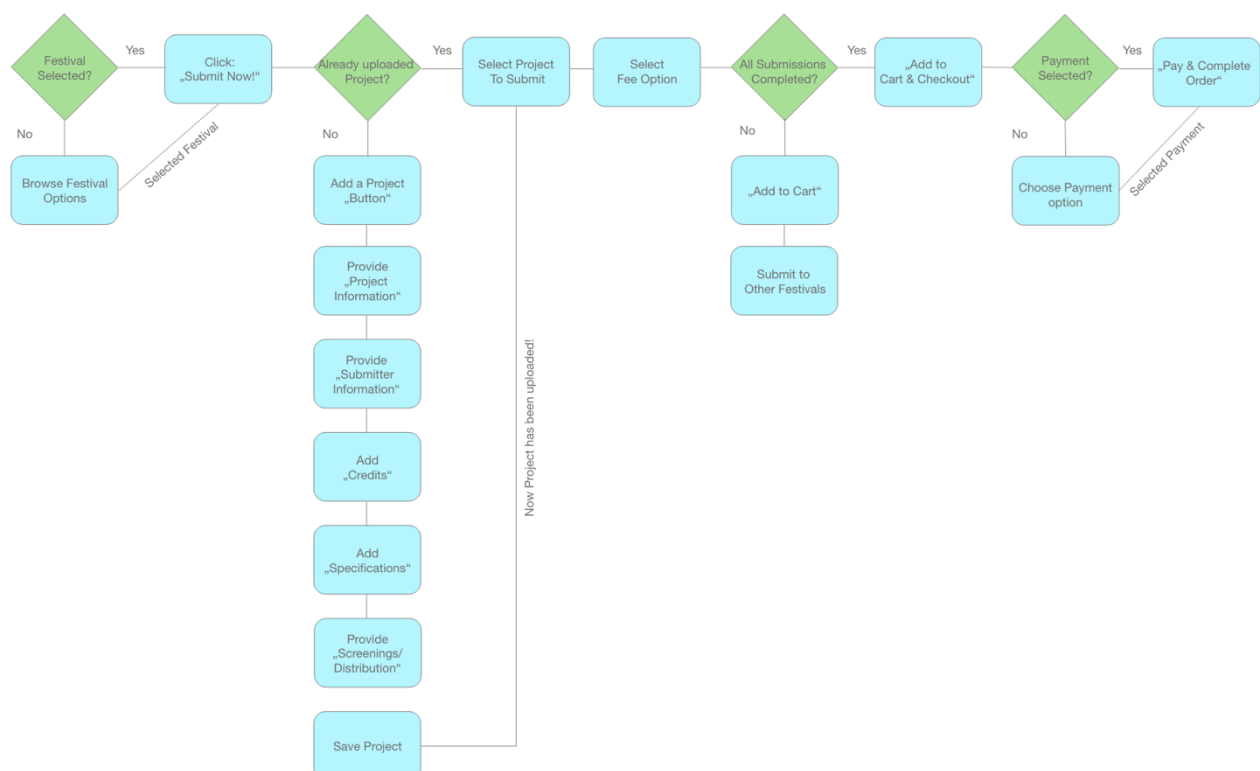
The first condition that must be met is whether the user has already chosen a festival or not for the submission. If that is not the case, the user has to browse the festival options, if the festival has been chosen, the user can click on the “submit now” button of the festival.

The next condition is that the user must have a project in their project folder. In this case the user does not and has to go through the process of creating a project to submit. Once this is done the project can be selected to be submitted as well as a fee option.

The condition for a final checkout is the completion of all submissions. If that is the case, the user can go to “checkout”, if not, the user can simply add the submission to the “cart” and create further submissions.

The last condition is the payment option which has to be made. Then the submission has been successfully completed once the payment went through.

Scenario 1: The user tries to submit a film to a festival without having a film in their FilmFreeway account.

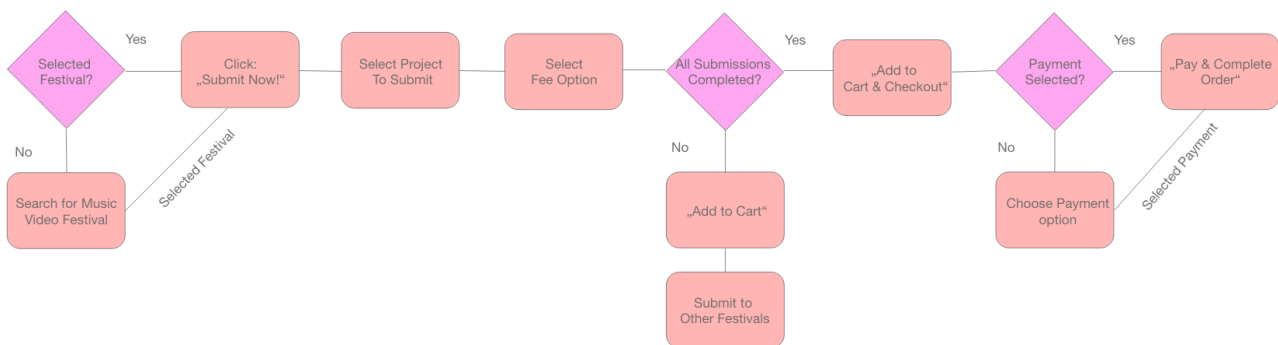


Scenario 2:

The initial condition for this scenario is that the user has to select a festival that accepts music videos. In order to do so they either have already chosen one or still have to browse for one that fits their needs. Both “decisions” then lead to the same “action” which is to submit the project to the festival of choice. Each festival has different categories within the festival to choose from that also differ in the amount of the fee, so this has to be “decided” as well by the user.

The condition for a finalizing checkout is that the user has completed all submissions and is done browsing and adding more projects. The “action” here is to go to the checkout section. The final “condition” is the payment option which has to be filled out in order to successfully place the submission. Once this has been selected the payment can be made and the project is submitted to the festival of choice.

Scenario 2: The user searches for festivals that accept music videos and successfully submits their project to a film festival which asks them to make a fee payment.

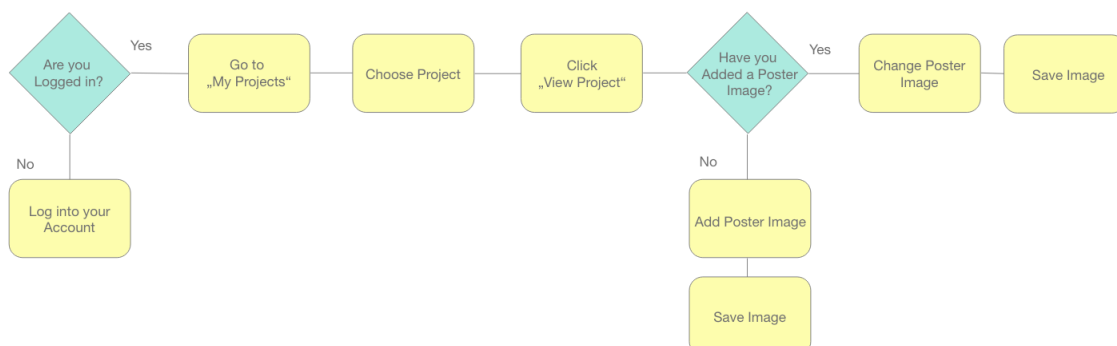


Scenario 3:

In this scenario the user simply wants to change the poster image of one of their projects. The first “condition” is to be logged in to the user’s “FilmFreeway” account. The next “action” would then be to go to the “my projects” tab in the navigation menu and to choose the project that needs a new poster by clicking on it.

In order to change an image in the first place the “condition” is to already have a poster uploaded previously. If this is the case, the image can be changed by clicking on the button and then saved to the project.

Scenario 3: The user changes the poster image of one of their projects.



Scenario 4:

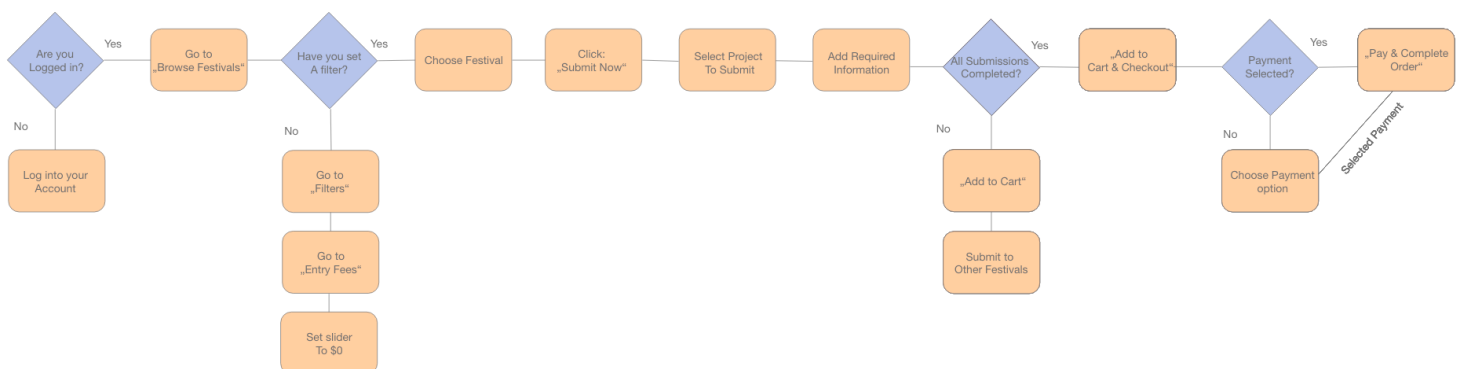
This scenario's first "condition", just like the previous one, is to be logged in to the user's "FilmFreeway" account. The user can then search for the right festival by clicking on the "browse festivals" tab in the navigation menu.

Since the user has specific needs for their submission, which is to not have to pay a submission fee, there has to be a filter set which is the "condition" for the next step. If the user has not yet set a filter the following actions would be to go to the filter menu on the left side of the webpage and set the slider to \$0 in the entry fees section. Once this has been done, all the festivals that require no payment will show up and the user can choose the one that fits their project best.

The following steps do not differ from previous scenarios since they require the "actions" to submit the selected project and add required information if necessary (this differs from festival to festival).

The final to "conditions" for a successful submission are the completed submissions for all projects and the selected payment option. If these two "conditions" are met, the user can pay and checkout.

Scenario 4: The user looks for festivals that don't require an application fee.

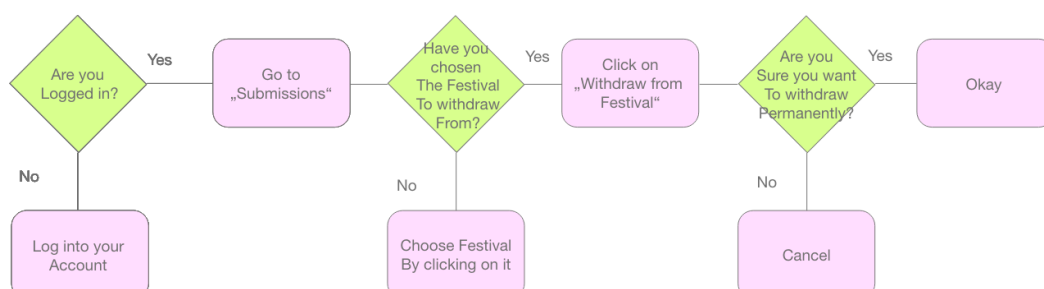


Scenario 5:

This scenario is a fairly simple one that does not require that many steps in the UX flow.

The initial "condition" is again for the user to be logged in. If that is the case the user has to go to the "submissions" tab in the navigation menu. In order to withdraw a submission, the festival to withdraw from has to be chosen by clicking on it. The "action" here is to click on the button that suggests withdrawing permanently and to make a "decision". In this case the "decision" would be to click "okay" when asked by the website's default pop-up window.

Scenario 5: The user withdraws from a festival submission.



Scenario “Bonus”: The user wants to promote one of their projects!

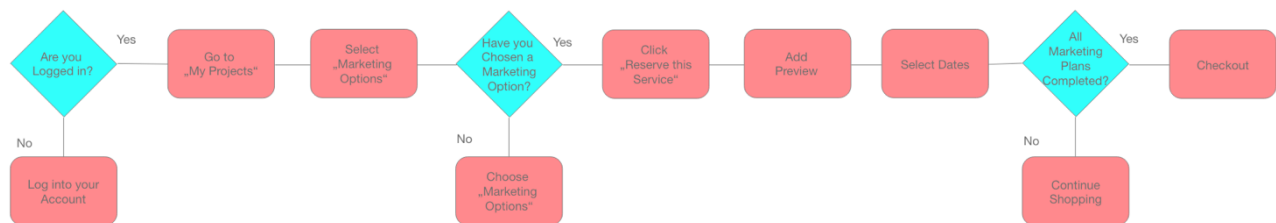
In order to promote a project, the user has to be logged in to their account which the first “condition” suggests here. Then the user has to take two “actions”, first they have to go to “my projects” in the navigation menu and then click on the “marketing options” that is displayed by a button on the right upper corner.

If the user has not yet chosen a marketing option for their project, the next “condition” is to do so. Then the “action” to reserve the chosen service can be taken. Within the chosen marketing plan the user can then add a preview of the project and has to choose a time frame when the promotions is going to take place.

To checkout and successfully start promoting their work, the “condition” is to have completed all shopping and then go to “checkout”.

All the details and purchased will be saved in the user’s “FilmFreeway” account.

Scenario „Bonus“: The user wants to promote one of their uploaded projects.



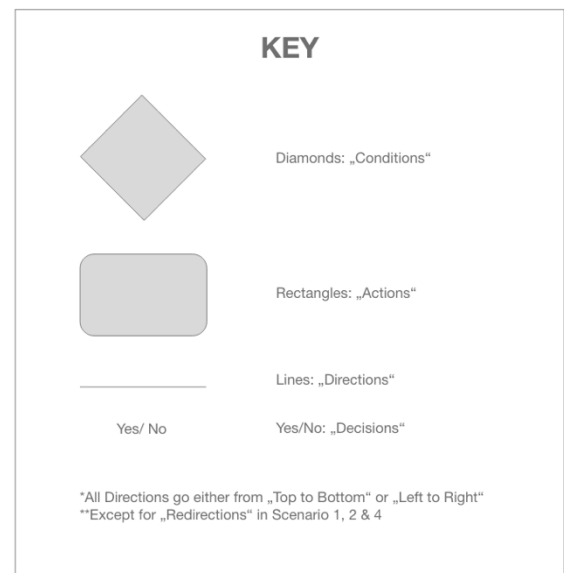
The UX Flow-Chart Key:

This “key” is a guide to better understand the UX flow charts that are displayed above.

As explained in the “LinkedIn Learning” Course “Interaction-Design-Flow” by Diane Cronenwett, the overall language and symbols used in the charts should be cohesive. This means that for all the “conditions”, which needs to be met for the user or system to determine the next steps and should trigger a process or an “action”, the chosen shape is a diamond that has a unified color throughout the chart. “Actions” are displayed in a rectangular shape and suggest the next action that has to be made by the user.

The “lines” resemble directions in which the user will go or be led to.

All “decisions” are to be answered by either “yes” or “no” which makes the chart clear to understand and let’s no room for confusion.



*For all of the above scenarios the user has already created an account on the “FilmFreeway” website which allows them to log into it. If this was not the case the UX flow chart would have an added-on section after the “log-in” “condition” that would suggest the user to “sign-up” before being able to log in.

Sources:

LinkedIn Learning: Diane Cronenwett, “Interaction-Design-Flow”

<https://www.linkedin.com/learning/interaction-design-flow/>