FINAL PRESENTATION

INFO 331 Team 6 minus 1

02

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Client Overview

- Internet Movie Database
- Contains information on movies, shows, actors, directors, etc.
- Some information may include any reviews, news, box office showtimes, or where a title may be streamed online
- As of March 2022, the website has about 10.1 million titles and 83 million different users (Wikimedia Foundation, 2022)

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User Research

User Research Goals

1. Understand how a user receives information about movies and television shows
2. Understand how a user stays updated on new and upcoming box office movies
3. Discover a user’s perception and opinion of IMDb
4. Uncover user searching techniques on IMDb
5. Learn about user pain points when looking for information on IMDb's homescreen

User Interview

IMDb Interview

General Questions

Q1. Do you watch movies/tv shows? How often on average do you watch tv/movies?

Q2. How often do you look up the cast members/directors in the movies/tv shows you have watched?

Q3. How do you find movies/tv shows? What are some of the popular platforms you use to find out about movies/tv shows?

IMDb Questions

Q4. Do you know what IMDb is?

Q5. When was the last time you used IMDb?

Q6. How often do you use IMDb? (in a month/year)

Q7. Why haven't you used IMDb?

Q8. Are you more likely to see movies in person or on a streaming platform?

Q1

- Yes, usually an episode of a tv show a day

Q2

- Not super often
- Must be interested in the movie/show to look up this information

Q3

- Instagram & Twitter, and word of mouth
- Doesn't watch anything that no one has already recommended

Q4

- Heard of it, yes

Q5

- Can't recall the last time she has used it

Q6

- Never

Q7

- Doesn't see a usage for it (uses social media instead)

Q8

- No preference
- Based on popularity
- Prefers to see movies sooner rather than later

Usability Testing

Obstacles

1. Cluttered Pages and advertisements
   a. the advertisements showcases random movies/shows

2. The homepage is really long and requires a large amount of scrolling

3. On the homepage, Disney+ is currently not a promoted platform within the streaming services section

Neutral

1. The user would focus on movies and tv shows when using the navigation bar

2. The homepage is “Decently” organized

3. Thought that “Born Today” section of the homepage was interesting

Positive

1. The headings on IMDb help divide the information into categories

2. Using carousels helped the user view multiple movies at one time

3. The user liked having distinct categories to seperate movie/tv show features

Personas

Sam Mishra

Cinema & Media Student

Caring | Meticulous | Upbeat

Age: 21

Pronoun: He/him/They

Profession: College undergraduate student

Location: Seattle, WA

> “Film is my passion.

Bio

Sam is a second-year student at the University of Washington who is studying Cinema & Media Studies. He grew up watching various movies every weekend with his film buff father. This experience has made him passionate about studying Cinema & Media and hopefully, to produce a hit movie of his own.

Information Needs

- Rating for movies from all around the world
- A range of diverse actors and directors
- A list of popular movies to explore new movies that he hasn’t heard before
- A way to quickly find old and/or silent movies

Frustrations & Concerns

- Little to no ways to find out about movies outside of the United States and/or Europe
- Struggles to find indie films and telivision shows on mainstream platforms

Personality

Extrovert	● ● ● ● ○
Creative	● ● ● ● ●
Sensing	● ● ● ● ●
Judging	● ○ ○ ○ ○

Content types

- Posting ratings and reviews
- In-person conversations in small groups
- Pictures and videos of behind the scenes content

Personas

Julia Kim
Binge Watcher

Outgoing | Adventurous | Analytic

Age: 26
Pronoun: She/her
Profession: Software developer
Location: Seattle, WA

> What should I watch today?

Bio
Julia is a software developer at Microsoft and often works remotely from home. In her free time, she loves to binge watch different shows from reality TV to Korean dramas. She grew up watching a variety of movies and television shows in both Korean, Chinese and English. She finds watching television shows and movies that have a accurately shows Asian culture very enriching and refreshing.

Information Needs
- Reliable ratings for Korean dramas and some other Asian shows/movies
- Subbing and translation options

Frustrations & Concerns
- Consistently running out of shows to watch
- Struggle to find shows that are not the currently in the top 100
- Struggles to find shows that are available in different langauges

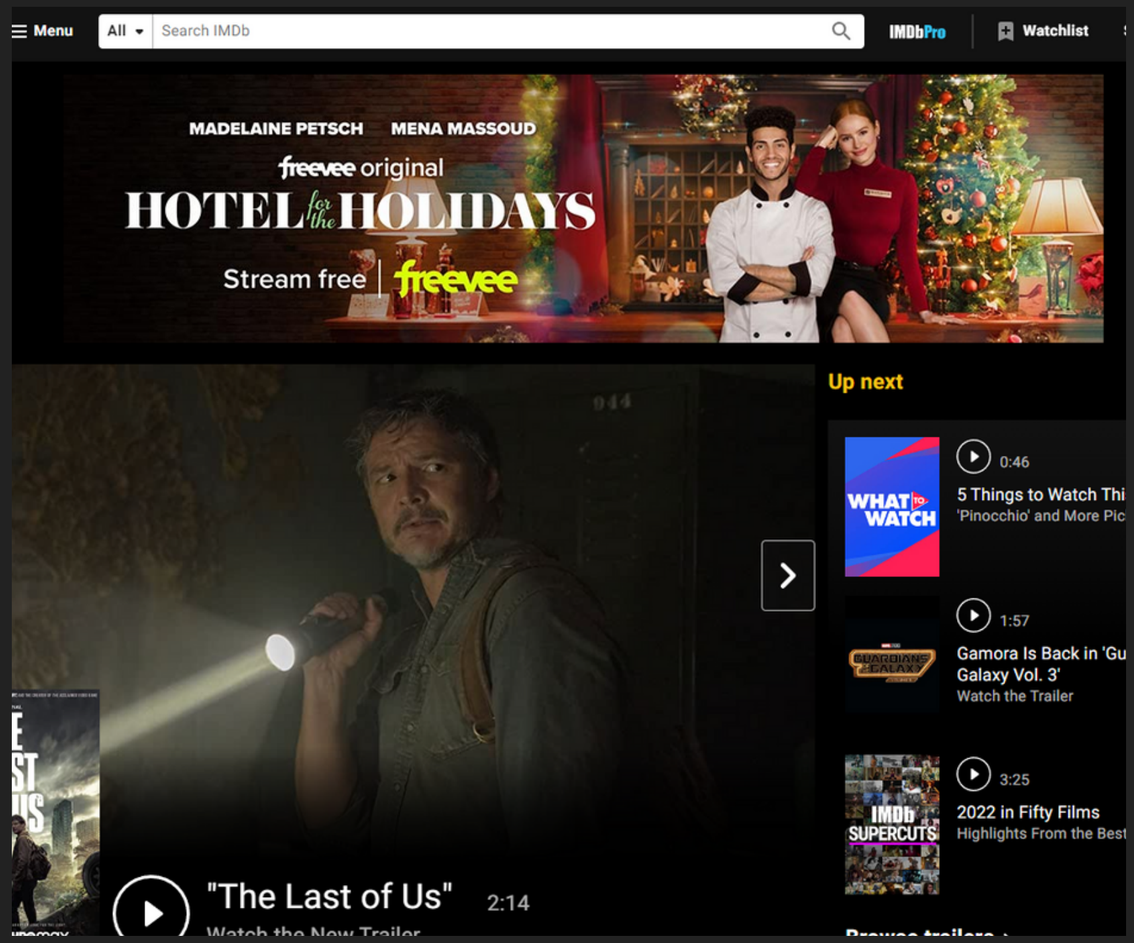
Personality
- Patient
- Ambitious
- Critical
- Introvert

Content types
- Videos of trailers and/or movie reviews
- Photos of diverse actors/directors
- Text information about upcoming movies/tv shows

Current Approaches

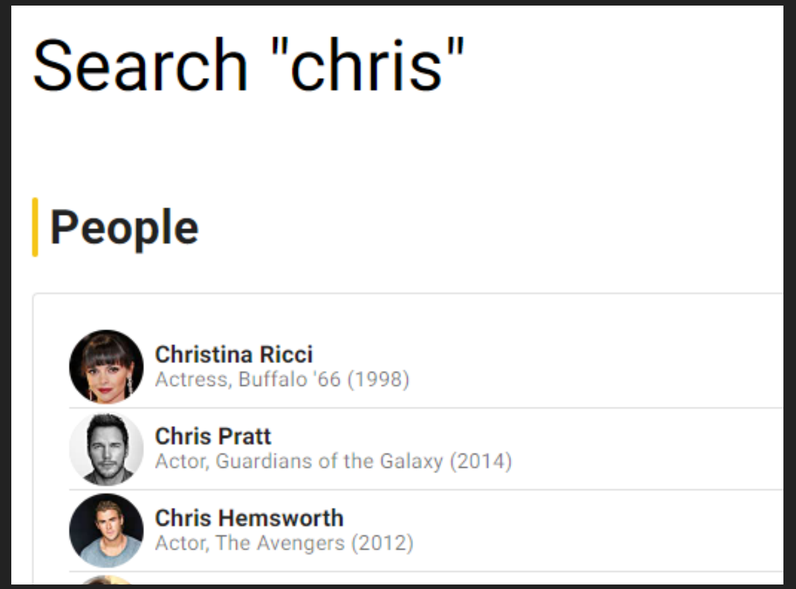
Current Strengths - Homescreen

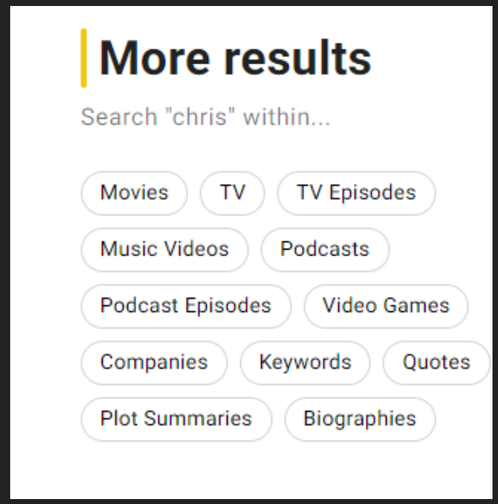
- Good website color schemes
- Organization of content
  - Categories of films provided by IMDb
- Prioritization on modern films
- Promotion of services that compliment IMDb



Current Strengths - Search System

- Search Results are kept simple
  - Actor/Actress
  - Film titles
- Filter options are given for users to select
- Search catalog of movies ranging from time periods, genres, and more



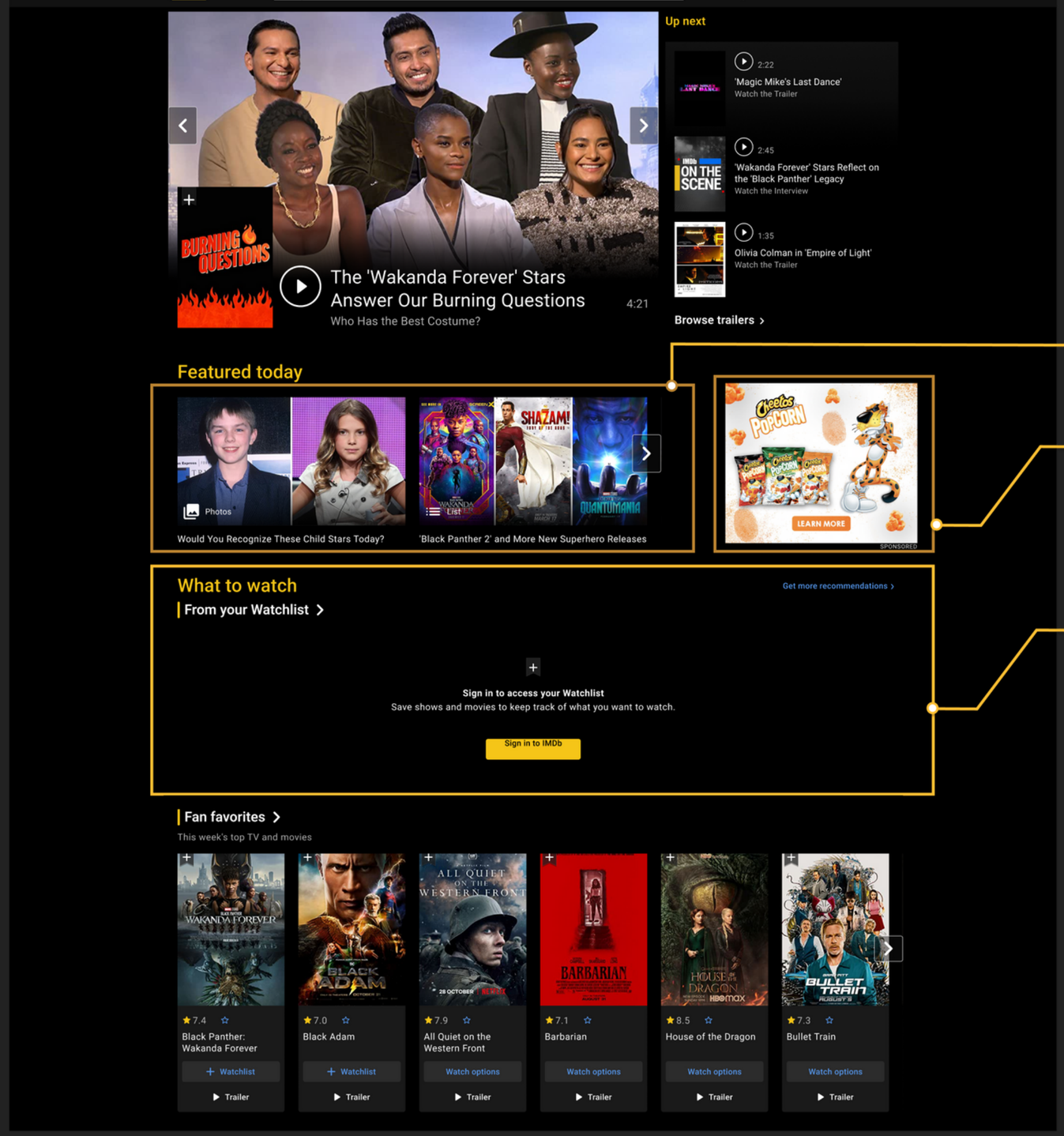


Current Weaknesses

Organization System

Labeling System

- # Homescreen Organization

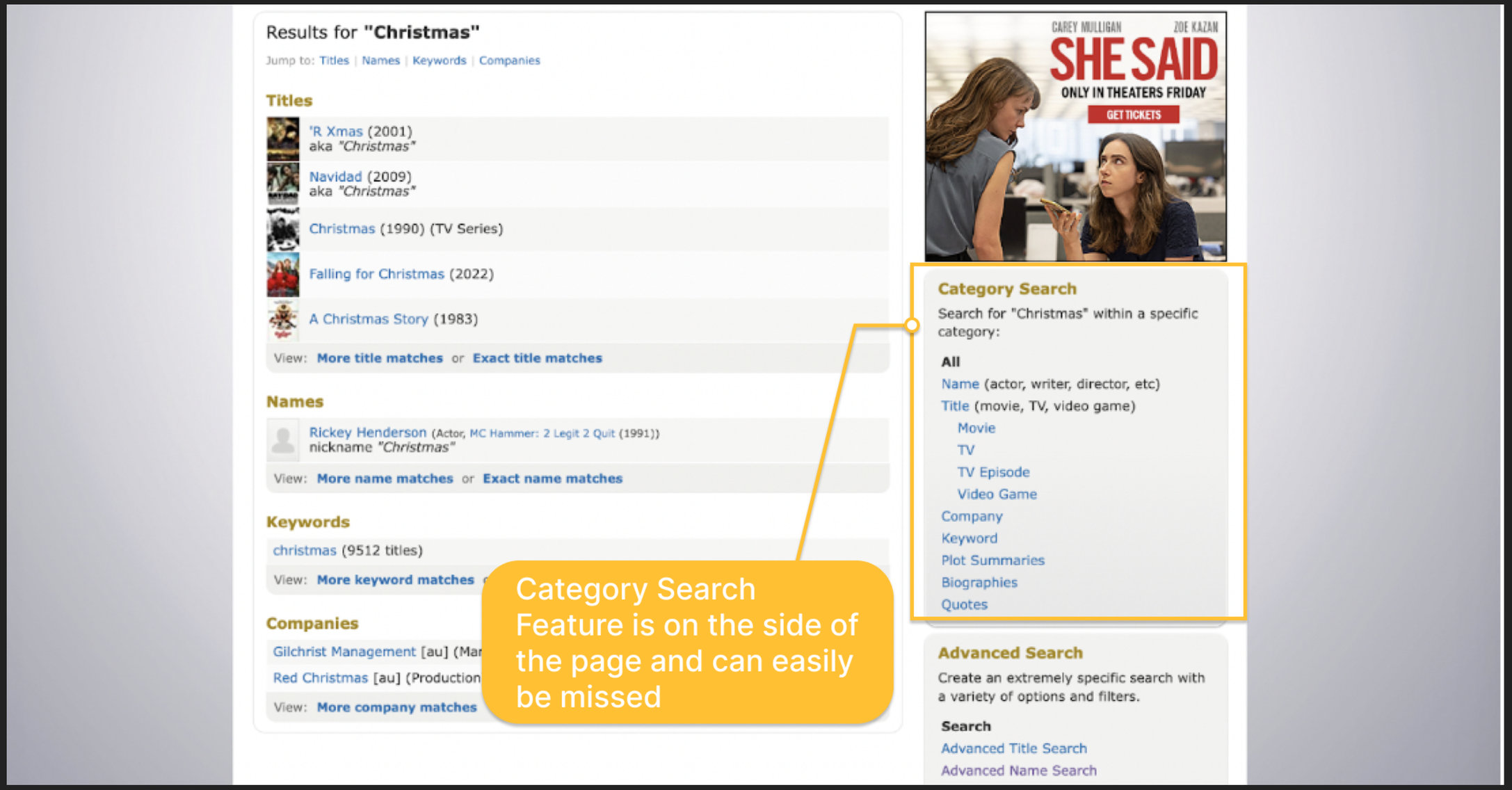


Random carousel promoting featured photos that don't serve a meaningful purpose to the user

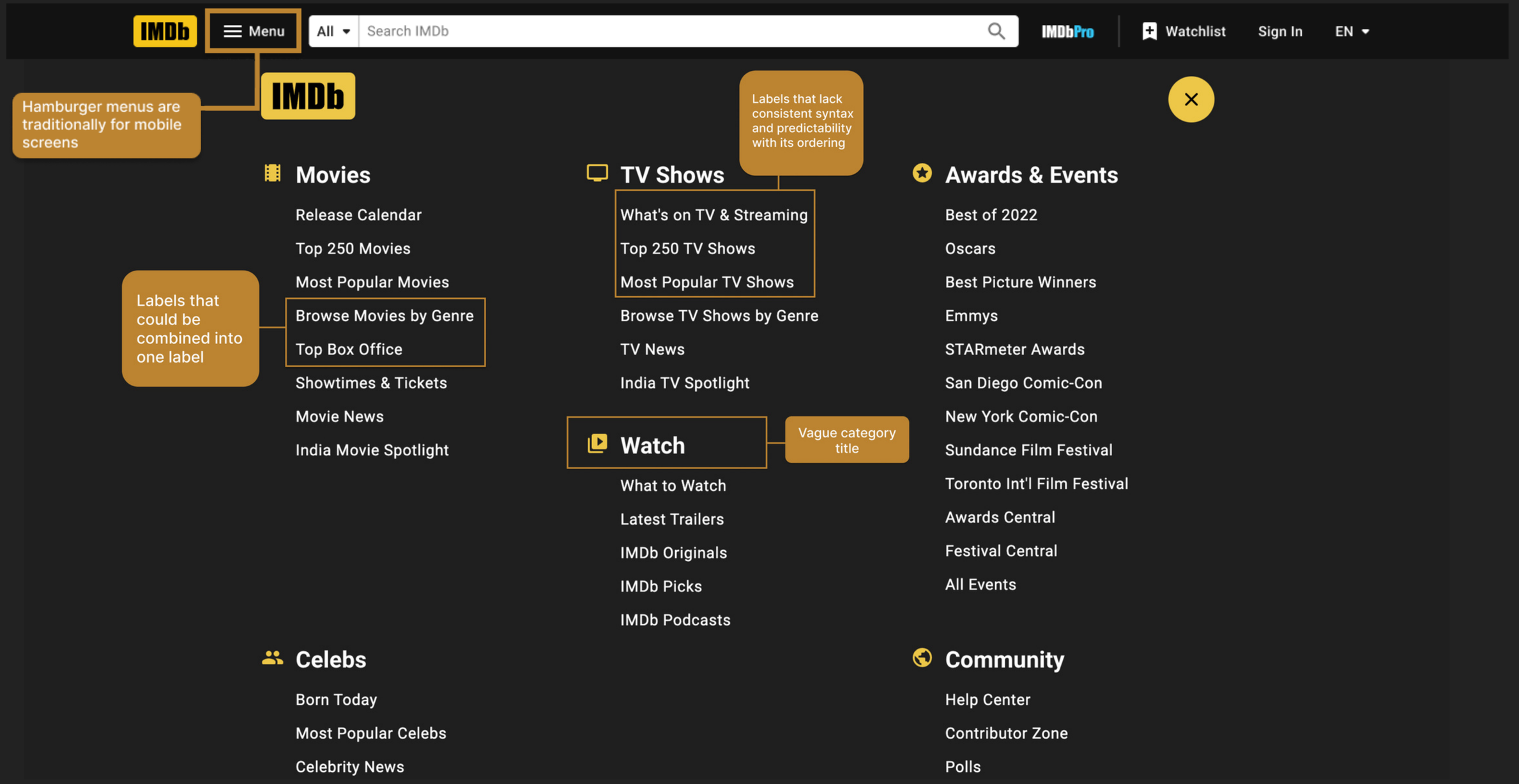
Advertisments that distracts the user from their movie/tv searching goals

Signed-in user functionality displayed at all times which is unnecessary

Search Results Page Organization



Search System & Labeling



Recomendations Overview

1. Simplify the organization system to increase movie/tv show discoverability
2. Establish verb consistency and label sorting to increase information hierarchy
3. Implement popular search features to increase site familiarity and create an optimal search experience

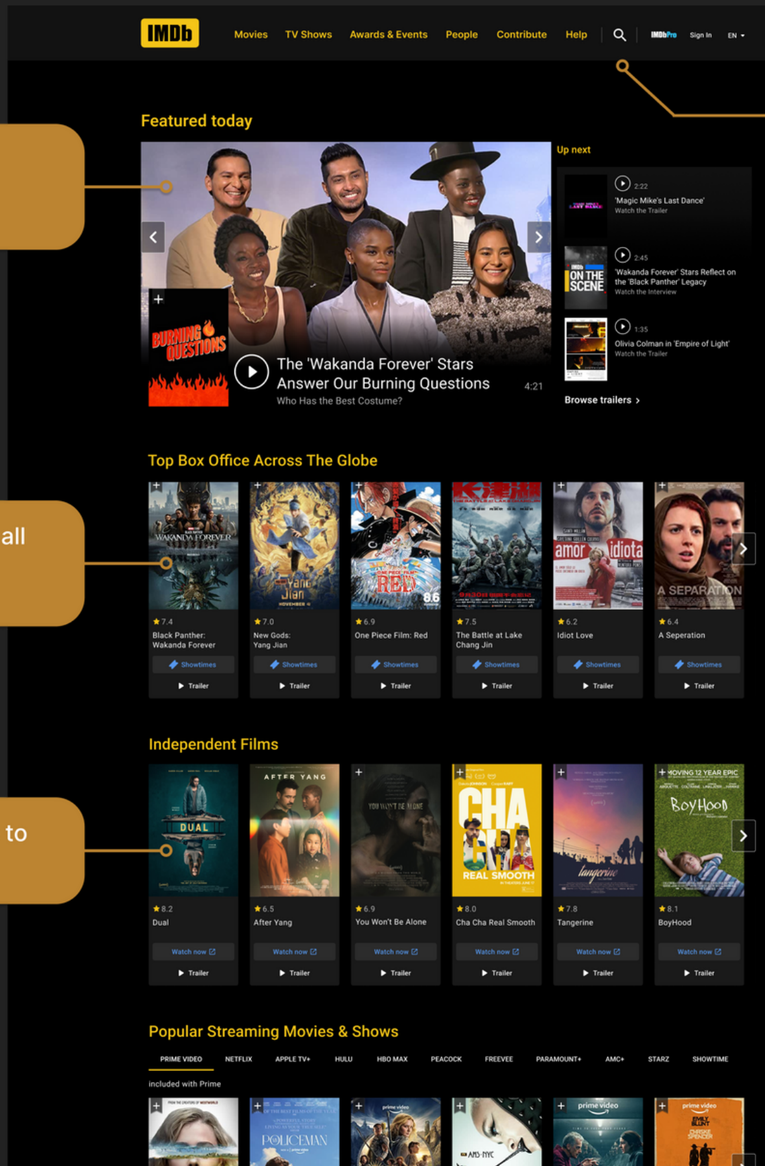
Organization System

- Rearrange current organization schemas for clearer content hierarchy
- Reduce amount of content displayed to avoid overwhelming user
- Move chronological-based and topical-based schemas to top of homepage
    - Quicker access to recent and popular titles
- Incorporate global popular titles in existing content sections for inclusivity and diversity without stereotyping

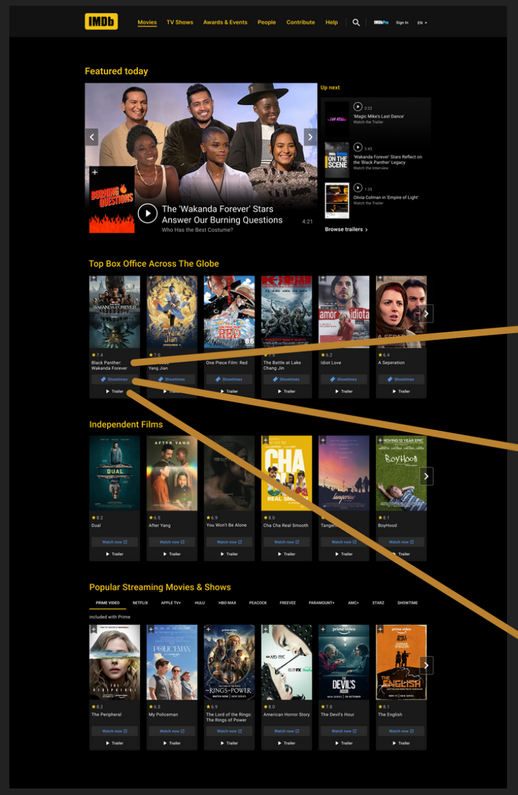
Defined a “Featured today” section + removed unnecessary carousel at bottom

Promote current top box movies from all over the world rather than those exclusively popular in North America

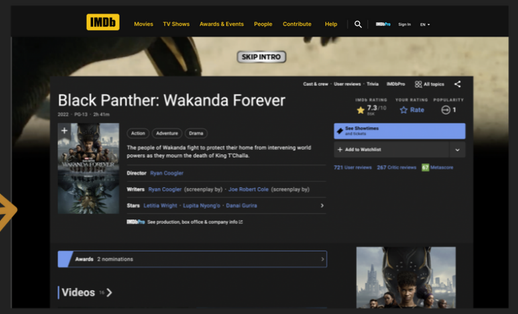
Featuring Indie Films on the homepage to increase traffic towards smaller films



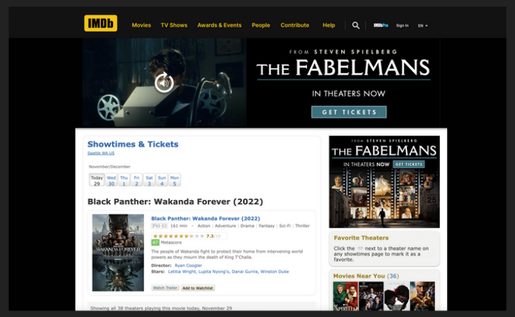
Movie Page Content Model



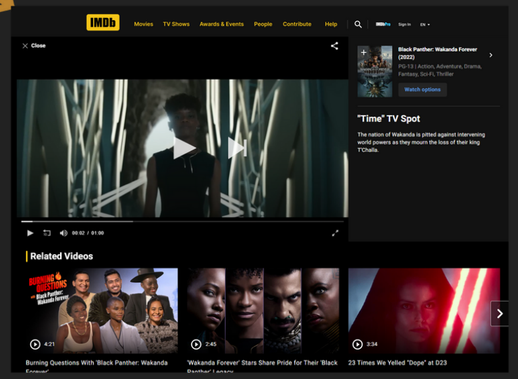
Revised Homepage



Current IMDb Movie Page



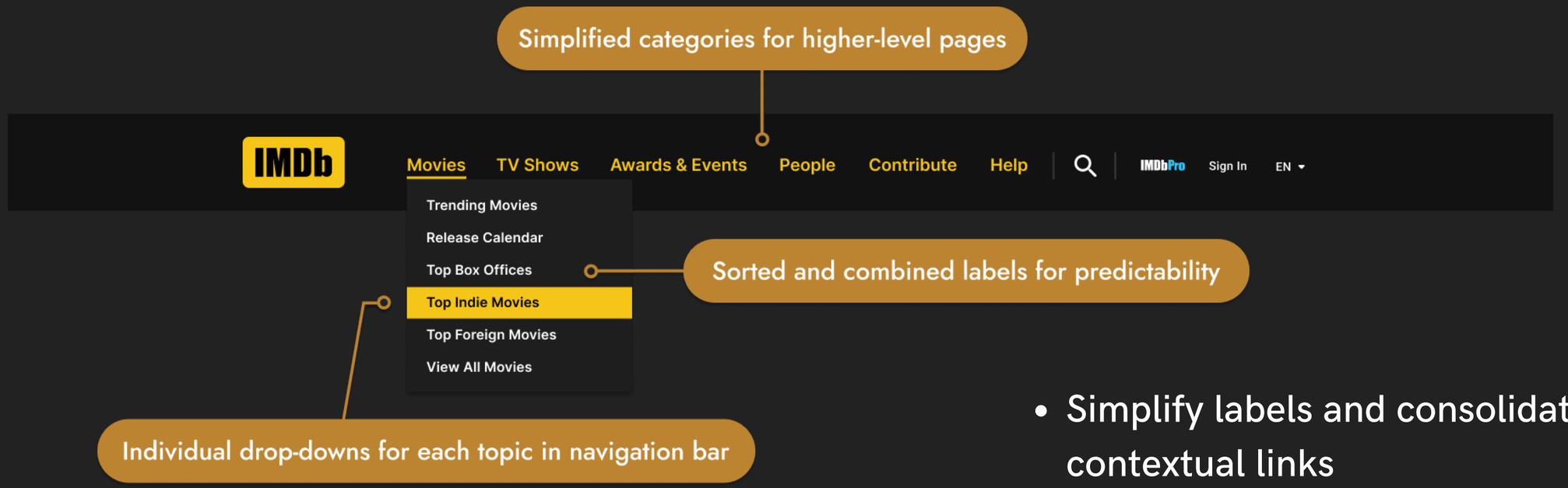
Current IMDb Showtimes & Tickets Page



Current IMDb Trailer Page

- Access a wider variety of movies directly from homepage
- Easier to view information by clicking on individual titles

Labeling System & Controlled Vocabulary

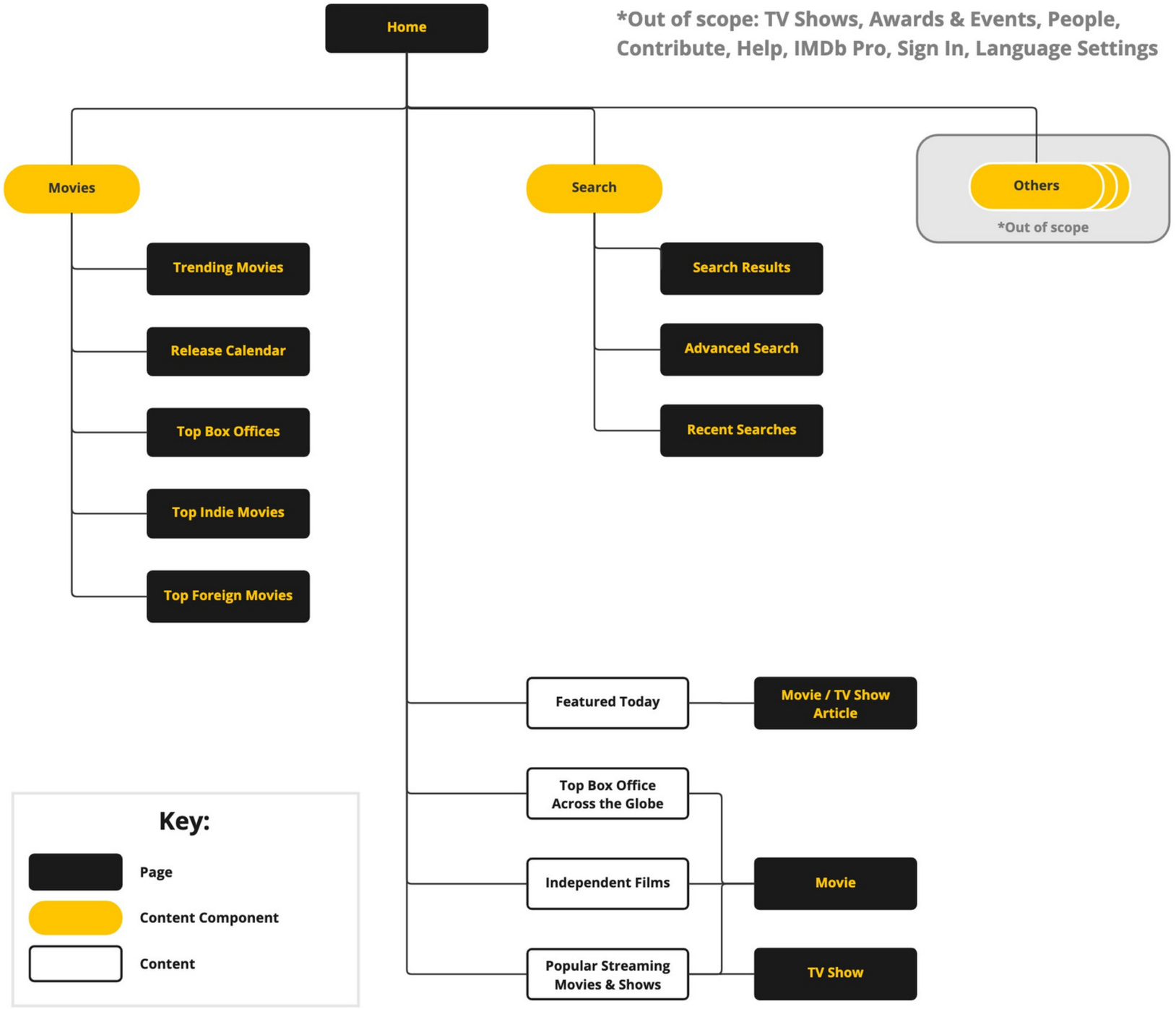


Drop-Down Menu	Synonyms
"View All Movies"	Titles, Films, Short Films, Videos
"Top Foreign Films"	K-dramas, C-dramas, Spanish Films, Bollywood
"Top Box Offices"	Theater, Cinema, Movie Tickets

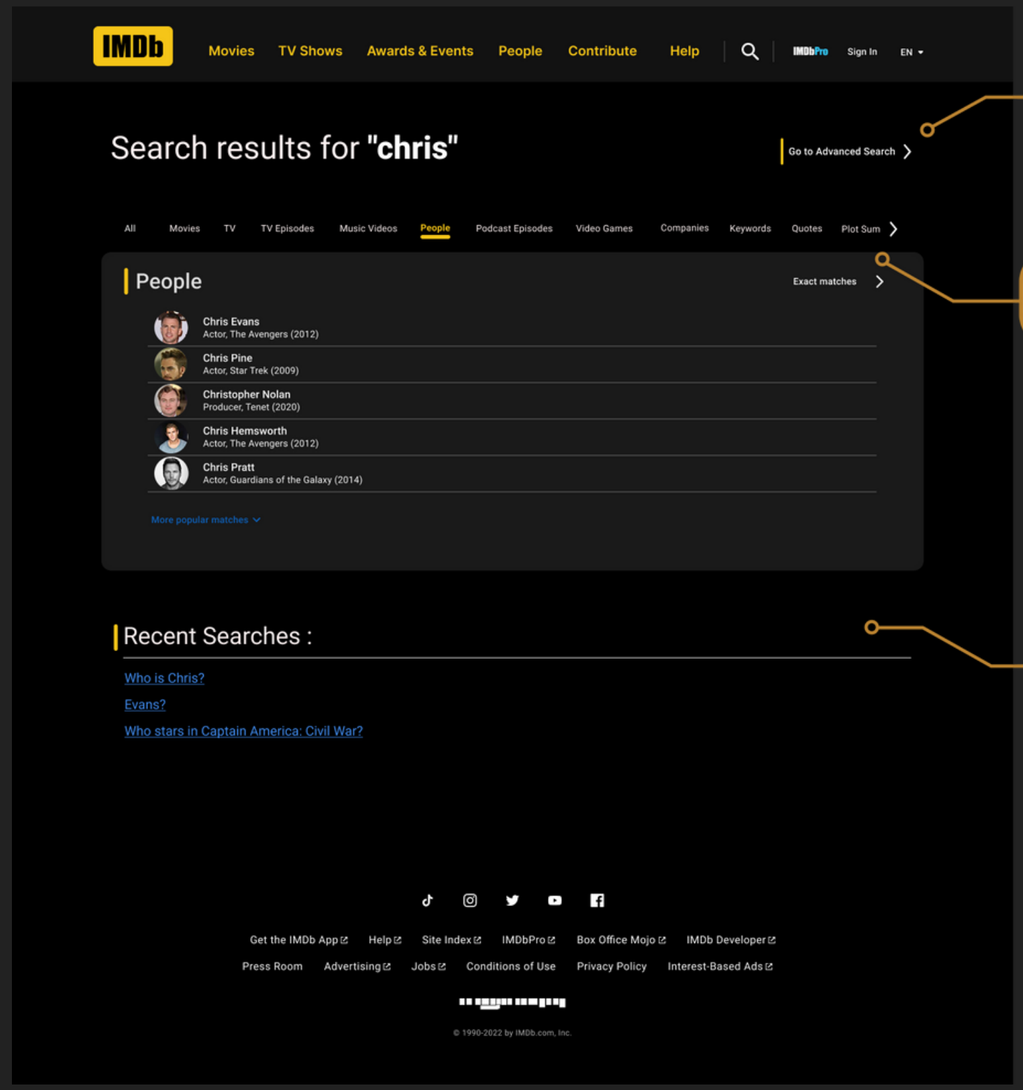
- Simplify labels and consolidate overlapping contextual links
- Generalized vocabulary makes for obvious and effective representation of all content
- Less frustrating for users to navigate throughout site

Sitemap

- Streamline page and content organization
- Prioritize core features on the homepage to ensure users can easily fulfill information needs
- Incorporate distinctive pages and sections highlighting diverse content



Seach System Recomendation



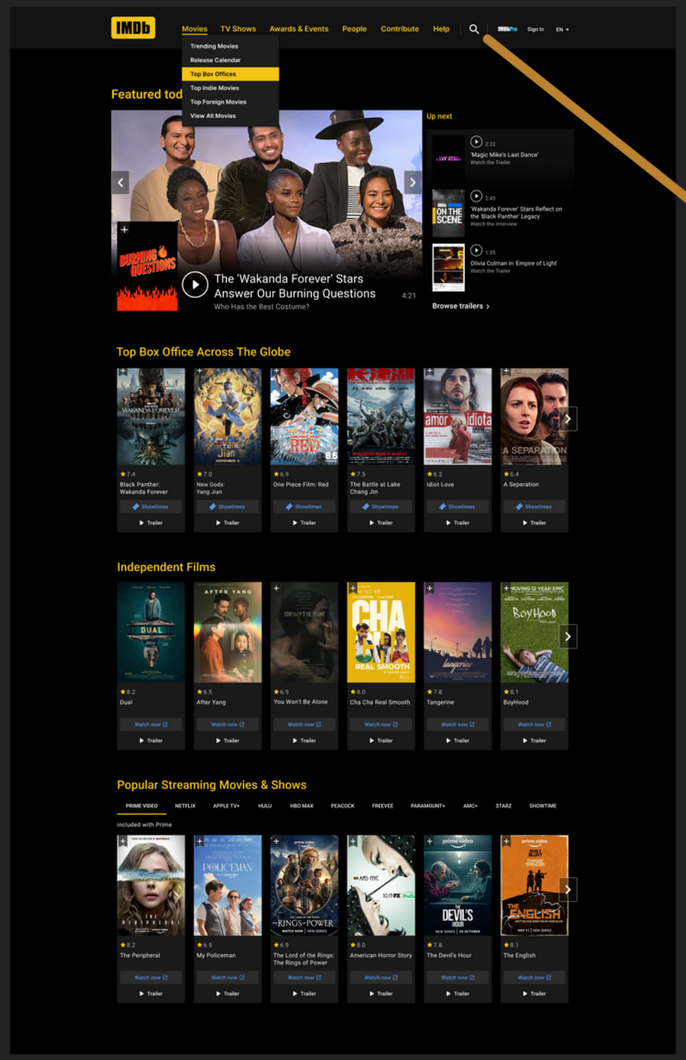
Moved advanced search to make space.

More results was changed to a carousel style of filters to make the options look more visible.

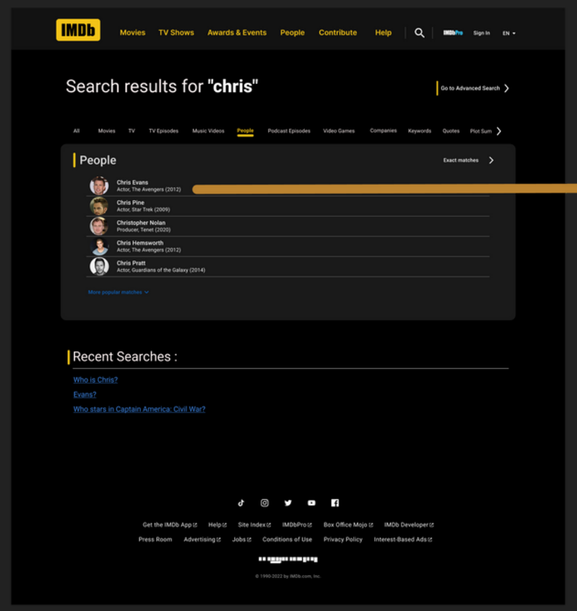
Simplified the recently viewed pages to show recent searches

- Color scheme changes
- Rearrange content
- Add "Recent Searches" section for content personalization
  - Encourages user engagement

Search Results Content Model



Revised Homepage



Revised Search Results Page

Current IMDb Actor

Limitations

- IMDb is an incredibly large database
- Multitude of different categories/subcategories as well as pages and subpages
- Not able to analyze pages for titles, actors, ranking feature, etc.
- Algorithm for featuring movies
- Focus is on inclusivity, general search for movies, and a more efficient user experience on the home page

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THANK YOU