



IMDb

# FINAL PRESENTATION

INFO 331 Team 6 minus 1



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## Presentation Outline

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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

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# 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

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## 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

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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 separate movie/tv show features

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# ● Personas

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**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 television shows on mainstream platforms

## Personality

Extrovert

• • • •

## Content types

Posting ratings and reviews

Creative

• • • •

In-person conversations in small groups

Sensing

• • • •

Pictures and videos of behind the scenes content

Judging

• • • •

...

# ● Personas

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**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 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 currently in the top 100
- Struggles to find shows that are available in different languages

**Personality**

Patient	• • • • •	Videos of trailers and/or movie reviews
Ambitious	• • • • •	Photos of diverse actors/directors
Critical	• • • • •	Text information about upcoming movies/tv shows
Introvert	• • • • •	

**Content types**

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# Current Approaches

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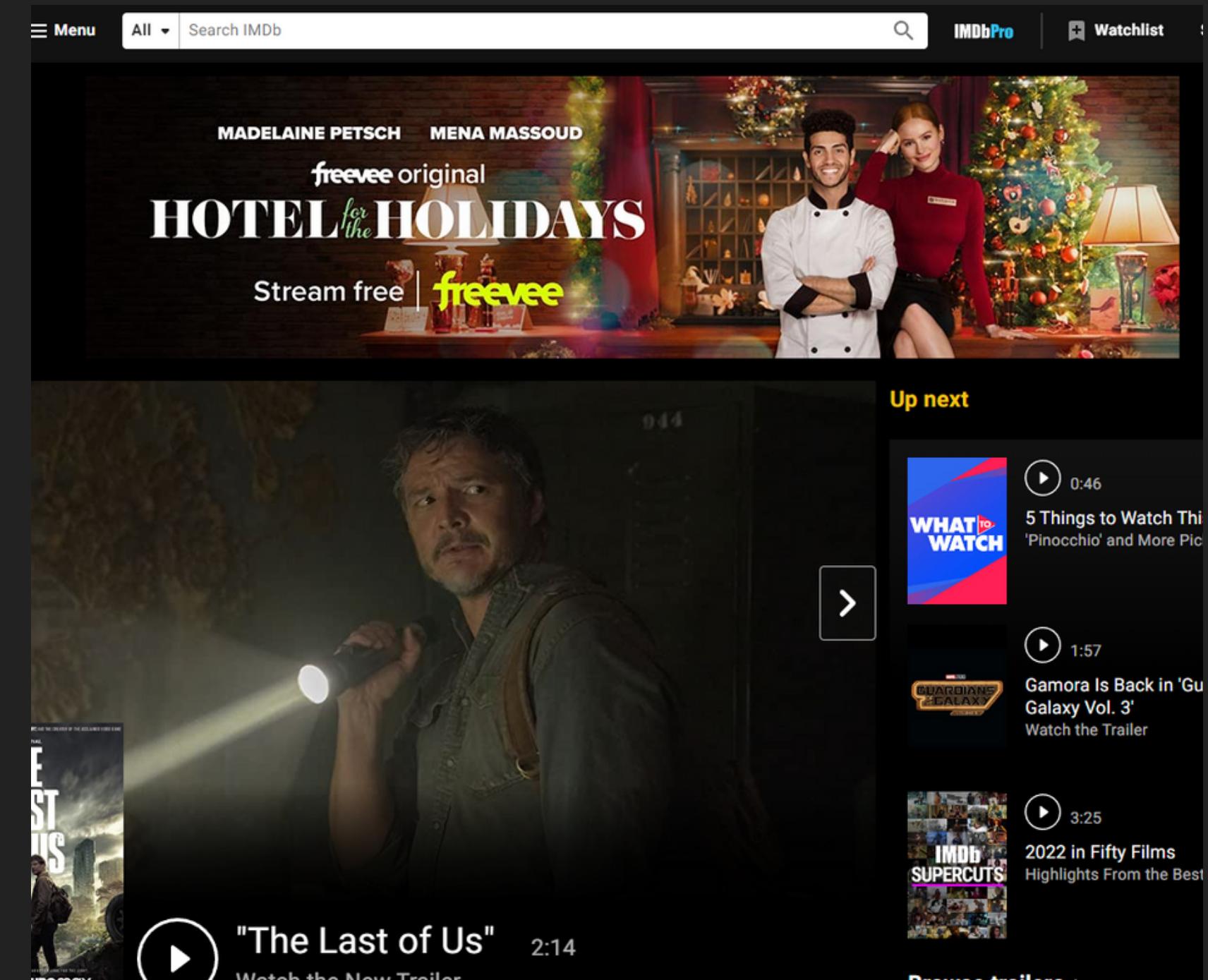
# ● Current Strengths - Homescreen

- 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

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Search "chris"

| People

The search results page shows a list of three people: Christina Ricci, Chris Pratt, and Chris Hemsworth. Each result includes a small profile picture and a brief description of their role.

Profile	Name	Description
	Christina Ricci	Actress, Buffalo '66 (1998)
	Chris Pratt	Actor, Guardians of the Galaxy (2014)
	Chris Hemsworth	Actor, The Avengers (2012)

| More results

Search "chris" within...

This section provides additional search filters for the query "chris". It lists categories such as Movies, TV, TV Episodes, Music Videos, Podcasts, Podcast Episodes, Video Games, Companies, Keywords, Quotes, Plot Summaries, and Biographies.

Movies	TV	TV Episodes
Music Videos	Podcasts	
Podcast Episodes	Video Games	
Companies	Keywords	Quotes
Plot Summaries	Biographies	

# ● Current Weaknesses

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Organization  
System

Labeling  
System

# Homescreen Organization

The screenshot shows the IMDb mobile homescreeen with several sections:

- Up next:** A large photo of the 'Wakanda Forever' cast with a play button overlay. Below it: "The 'Wakanda Forever' Stars Answer Our Burning Questions" and "Who Has the Best Costume?".
- Up next (continued):** A vertical list of video thumbnails:
  - 'Magic Mike's Last Dance' (2:22) - Watch the Trailer
  - 'Wakanda Forever' Stars Reflect on the 'Black Panther' Legacy (2:45) - Watch the Interview
  - Olivia Colman in 'Empire of Light' (1:35) - Watch the Trailer
- Featured today:** A grid of movie and TV show posters:
  - Photos (with a "Would You Recognize These Child Stars Today?" link)
  - 'Black Panther 2' and More New Superhero Releases
- What to watch:** A section with a "From your Watchlist" link, a "Sign in to access your Watchlist" button, and a "Get more recommendations >" link.
- Fan favorites:** A grid of movie and TV show posters with ratings:
  - Black Panther: Wakanda Forever (7.4)
  - Black Adam (7.0)
  - All Quiet on the Western Front (7.9)
  - Barbarian (7.1)
  - House of the Dragon (8.5)
  - Bullet Train (7.3)

Yellow callout boxes with arrows point from specific elements to the right:

- A box points to the "Up next" video section with the text: "Random carousel promoting featured photos that don't serve a meaningful purpose to the user".
- A box points to the advertisement for "Cheetos POPCORN" with the text: "Advertisements that distract the user from their movie/tv searching goals".
- A box points to the "What to watch" section with the text: "Signed-in user functionality displayed at all times which is unnecessary".

# ● Search Results Page Organization

Results for "Christmas"

Jump to: [Titles](#) | [Names](#) | [Keywords](#) | [Companies](#)

**Titles**

-  ['R Xmas \(2001\)](#) aka "Christmas"
-  [Navidad \(2009\)](#) aka "Christmas"
-  [Christmas \(1990\) \(TV Series\)](#)
-  [Falling for Christmas \(2022\)](#)
-  [A Christmas Story \(1983\)](#)

View: [More title matches](#) or [Exact title matches](#)

**Names**

-  [Rickey Henderson](#) (Actor, MC Hammer: 2 Legit 2 Quit (1991))  
nickname "Christmas"

View: [More name matches](#) or [Exact name matches](#)

**Keywords**

- [christmas \(9512 titles\)](#)

View: [More keyword matches](#)

**Companies**

- [Gilchrist Management \[au\] \(Man](#)
- [Red Christmas \[au\] \(Production](#)

View: [More company matches](#)

**Category Search**

Search for "Christmas" within a specific category:

- All
- Name (actor, writer, director, etc)
- Title (movie, TV, video game)
- Movie
- TV
- TV Episode
- Video Game
- Company
- Keyword
- Plot Summaries
- Biographies
- Quotes

**Advanced Search**

Create an extremely specific search with a variety of options and filters.

- Search
- Advanced Title Search
- Advanced Name Search



Category Search  
Feature is on the side of  
the page and can easily  
be missed

# ● Search System & Labeling

The screenshot shows the IMDb mobile website interface with various navigation labels highlighted by orange callout boxes:

- Hamburger menus are traditionally for mobile screens**: Points to the "Menu" icon in the top navigation bar.
- Labels that could be combined into one label**: Points to the "Browse Movies by Genre" and "Top Box Office" items under the "Movies" section.
- Labels that lack consistent syntax and predictability with its ordering**: Points to the "TV Shows" category, which contains "What's on TV & Streaming", "Top 250 TV Shows", and "Most Popular TV Shows".
- Vague category title**: Points to the "Watch" category, which contains "What to Watch", "Latest Trailers", "IMDb Originals", "IMDb Picks", and "IMDb Podcasts".

**Movies**

- Release Calendar
- Top 250 Movies
- Most Popular Movies
- Browse Movies by Genre
- Top Box Office
- Showtimes & Tickets
- Movie News
- India Movie Spotlight

**TV Shows**

- What's on TV & Streaming
- Top 250 TV Shows
- Most Popular TV Shows
- Browse TV Shows by Genre
- TV News
- India TV Spotlight

**Watch**

- What to Watch
- Latest Trailers
- IMDb Originals
- IMDb Picks
- IMDb Podcasts

**Celebs**

- Born Today
- Most Popular Celebs
- Celebrity News

**Awards & Events**

- Best of 2022
- Oscars
- Best Picture Winners
- Emmys
- STARmeter Awards
- San Diego Comic-Con
- New York Comic-Con
- Sundance Film Festival
- Toronto Int'l Film Festival
- Awards Central
- Festival Central
- All Events

**Community**

- Help Center
- Contributor Zone
- Polls

# ● Recomendations Overview

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1

Simplify the organization system to increase movie/tv show discoverability

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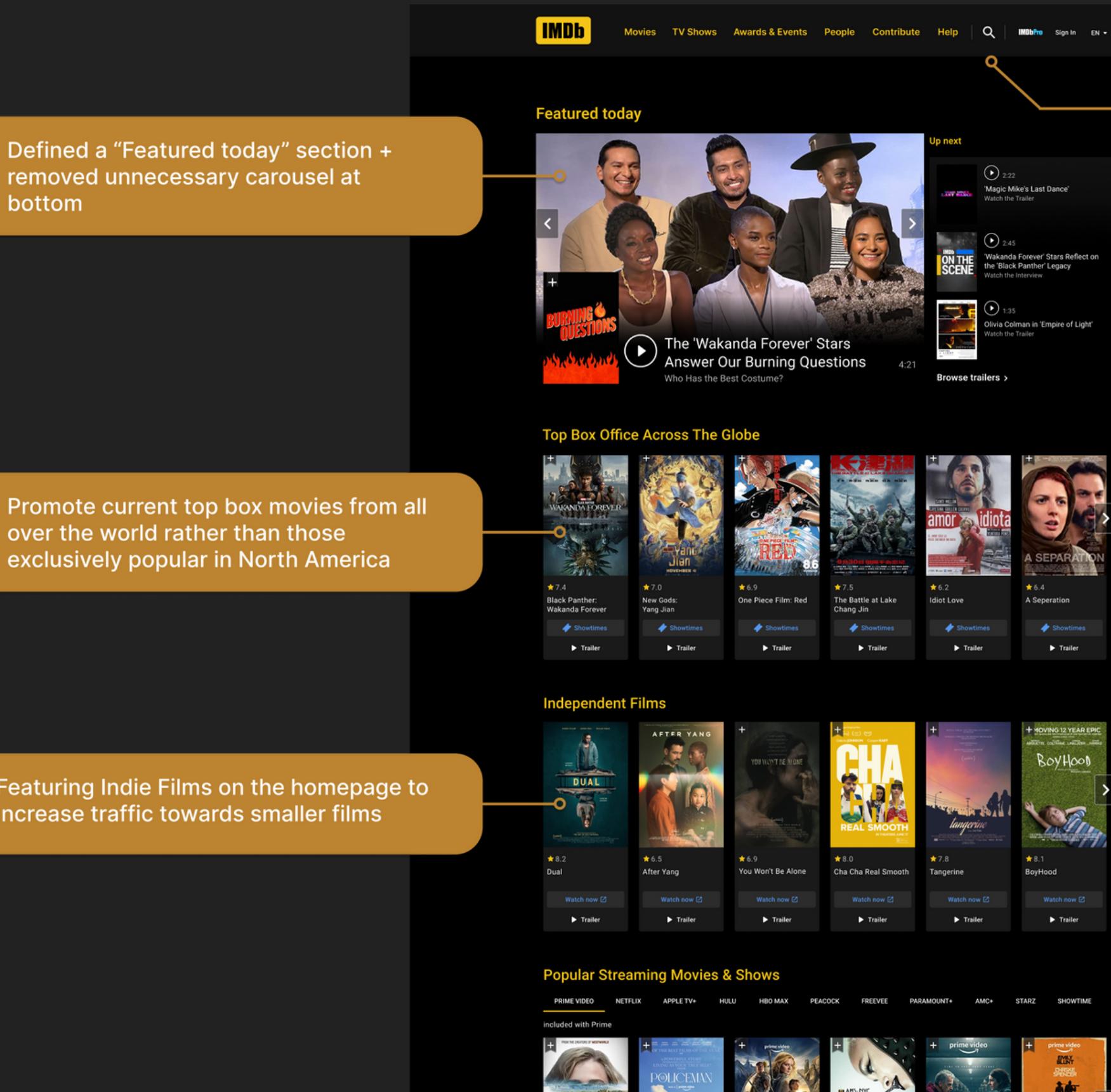
Establish verb consistency and label sorting to increase information hierarchy

3

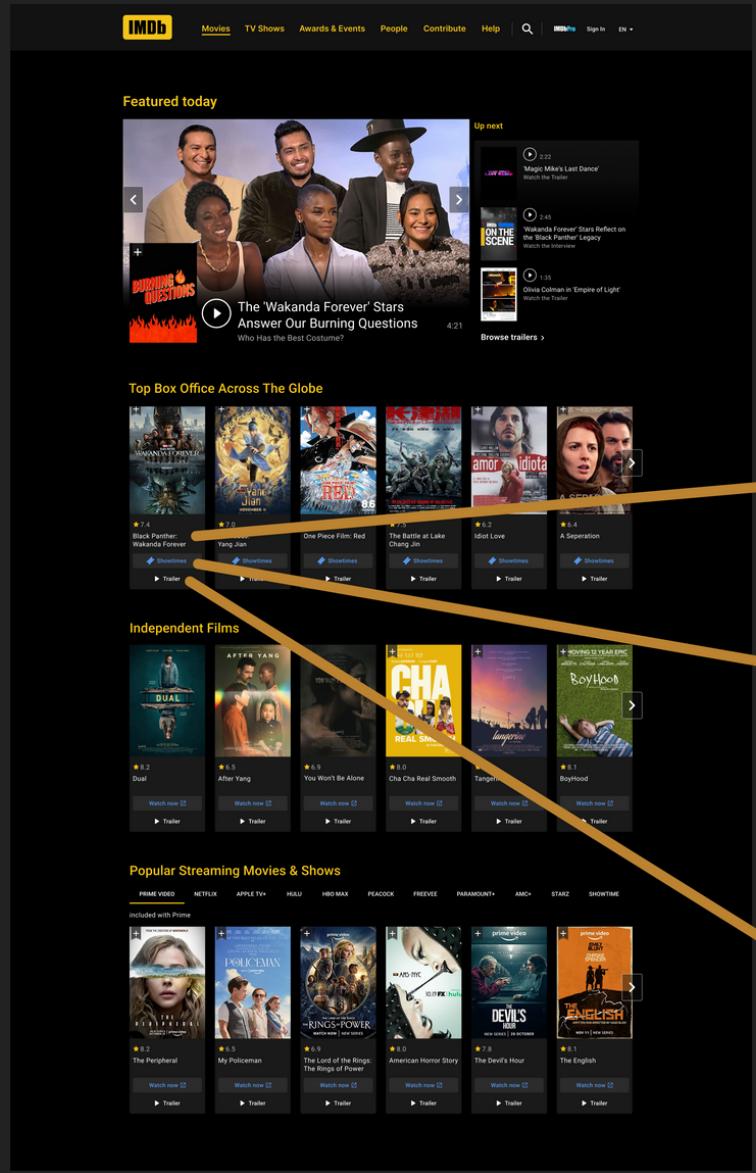
Implement popular search features to increase site familiarity and create an optimal search experience

# Organization System

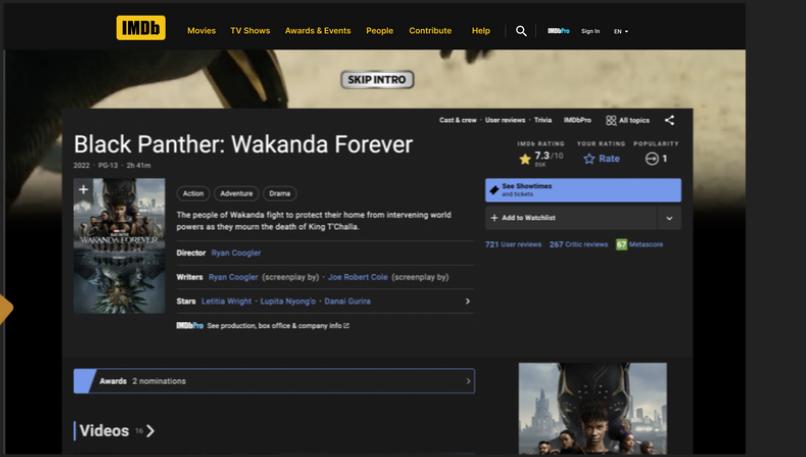
- Rearrange current organization schemas for clearer content hierarchy
- Reduce amount of content displayed to avoid overwhelming user
- Move chronological-based and topical-based schemas to top of homepage
  - Quicker access to recent and popular titles
- Incorporate global popular titles in existing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



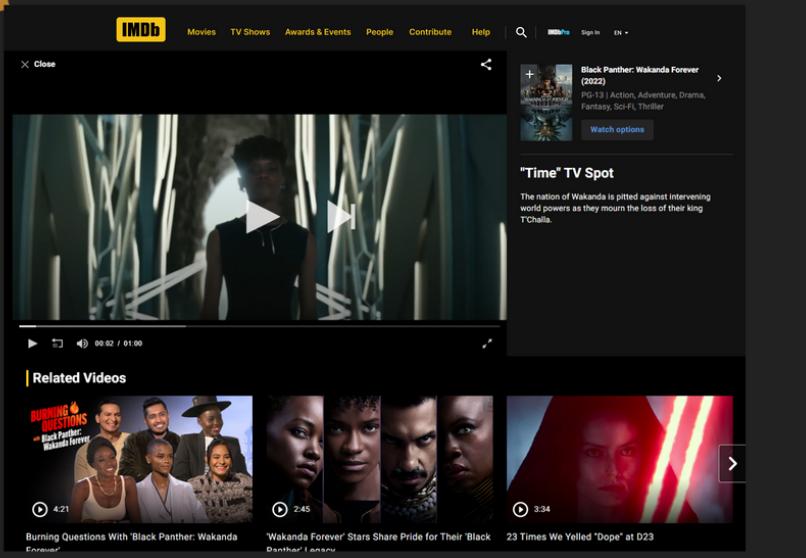
# • Movie Page Content Model



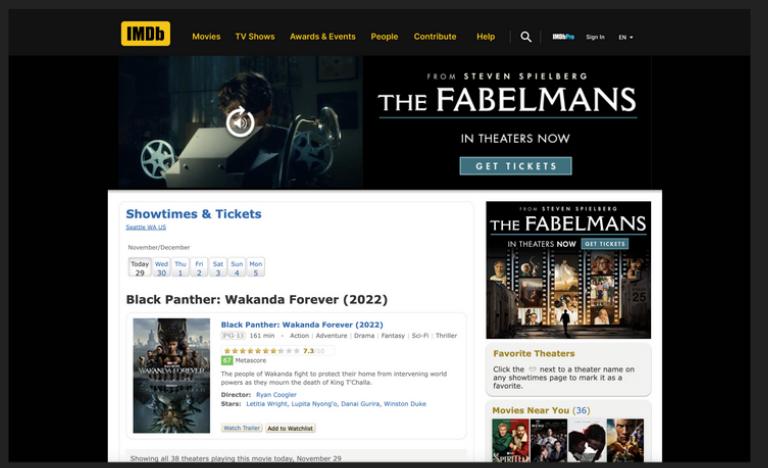
Revised Homepage



Current IMDb Movie Page



Current IMDb Trailer Page



Current IMDb Showtimes & Tickets Page

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

# ● Labeling System & Controlled Vocabulary

The screenshot shows the top navigation bar of the IMDb website. The 'Movies' tab is active, showing a dropdown menu with options: Trending Movies, Release Calendar, Top Box Offices, Top Indie Movies (which is highlighted in yellow), Top Foreign Movies, and View All Movies. Other tabs like 'TV Shows', 'Awards & Events', 'People', 'Contribute', 'Help', and a search bar are also visible.

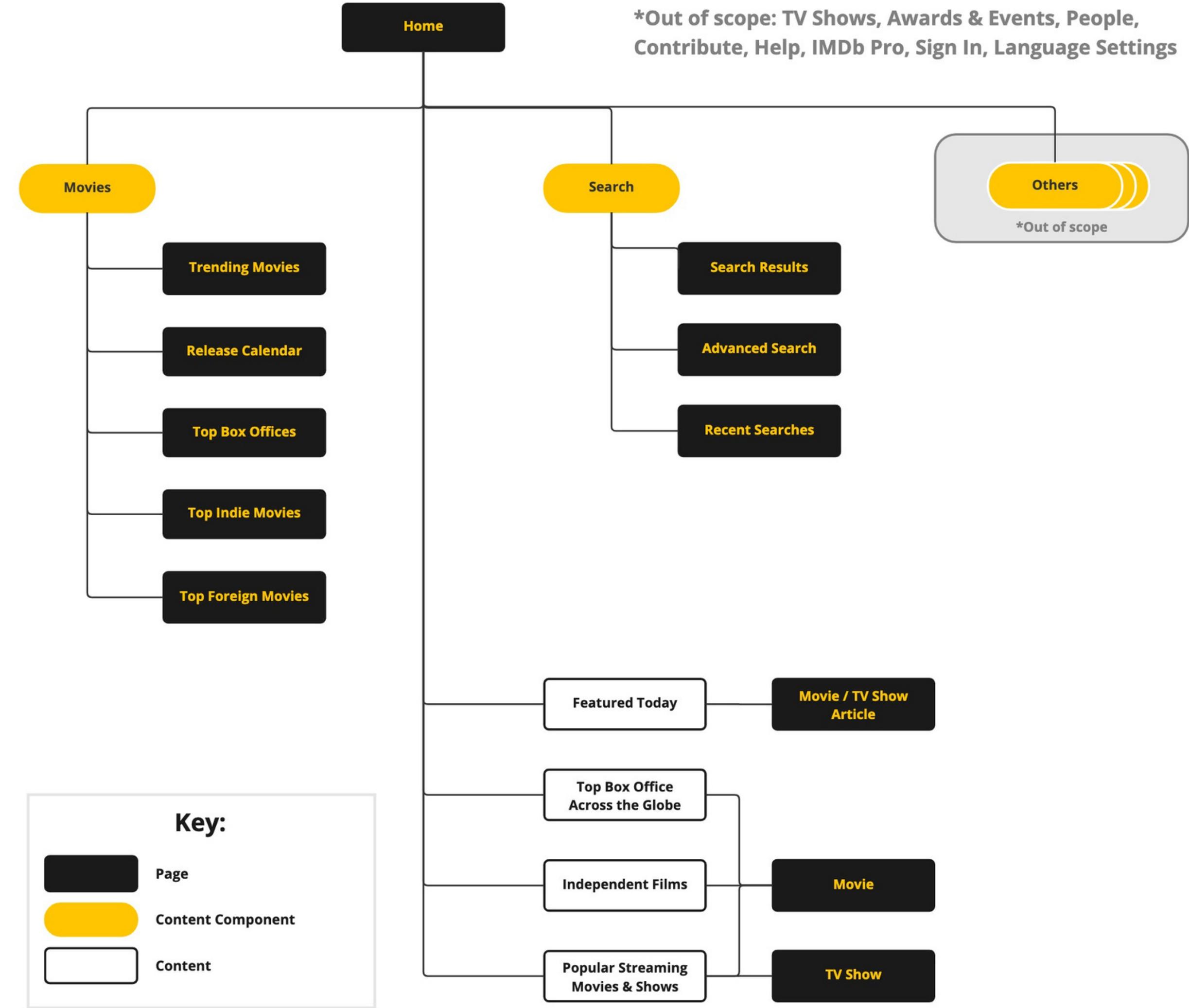
- Yellow callout bubble: "Simplified categories for higher-level pages" points to the main navigation tabs.
- Yellow callout bubble: "Sorted and combined labels for predictability" points to the dropdown menu items.
- Yellow callout bubble: "Individual drop-downs for each topic in navigation bar" points to the dropdown menu itself.

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



# Search System Recomendation

The screenshot shows the IMDb search results for the query "chris". The results are categorized under "People". A callout bubble points to the "Go to Advanced Search" link at the top right of the results section, with the text "Moved advanced search to make space.". Another callout bubble points to the "Exact matches" filter button, with the text "More results was changed to a carousel style of filters to make the options look more visible.". A third callout bubble points to the "Recent Searches" section at the bottom left, with the text "Simplified the recently viewed pages to show recent searches".

Search results for "chris"

All Movies TV TV Episodes Music Videos **People** Podcast Episodes Video Games Companies Keywords Quotes Plot Sum >

People

Chris Evans Actor, The Avengers (2012)  
Chris Pine Actor, Star Trek (2009)  
Christopher Nolan Producer, Tenet (2020)  
Chris Hemsworth Actor, The Avengers (2012)  
Chris Pratt Actor, Guardians of the Galaxy (2014)

More popular matches ▾

Recent Searches :

Who is Chris?  
Evans?  
Who stars in Captain America: Civil War?

Get the IMDb App ▾ Help ▾ Site Index ▾ IMDbPro ▾ Box Office Mojo ▾ IMDb Developer ▾  
Press Room Advertising ▾ Jobs ▾ Conditions of Use Privacy Policy Interest-Based Ads ▾

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

# ● Search Results Content Model

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Revised Homepage

Revised Search Results Page

Current IMDb Actor



# ● Limitations

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- 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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# ● References

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# THANK YOU

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