



Human-Computer Interaction



# CiakTime

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# Idea

We are presenting CiakTime, an app designed for cinema lovers.

This app offers the following functionalities:

- Search for movies by title, by members of the cast and genre
- Read information about plot, cast, year of release, duration, genre, movie director, streaming platform on which the movie is available and if it's available at cinemas
- Look for new and upcoming movies
- Keep track of already watched movies
- Add new movies in a watchlist to track the movie the user wants to watch
- Add movies to “favourite movies” list
- Review and rate watched movies
- Comment and thumb-up or thumb-down reviews made by other users

# Competitors analysis

## IMDb



+100mln downloads



### Strengths:

- Huge fanbase
- Reference app regarding cinema and movies
- Limitless cinema database
- Offers information about showtimes and theaters
- Suggests movies based on users' watchlists

### Weaknesses:

- No exchange of opinions between users
- No possibility to keep track of already watched movies
- No possibility to save favourite movies in a list
- It's not very intuitive retrieve movies specific information due to the high number of functionality offered by the application

# Competitors analysis

## Cinemaniac



+500k downloads



### Strengths:


- Keep track of seen movies
- Possibility to save favourite movies in a list
- Statistics about user watch history and preferences

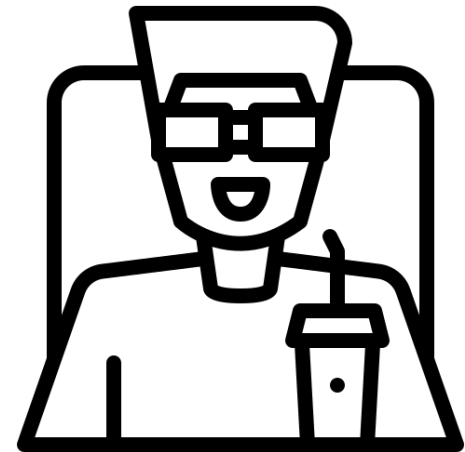
### Weaknesses:

- Interface not so user friendly
- No user interaction
- No information about streaming platform
- Search about movies not intuitive
- In-app purchases to remove advertisements and unlock some functionalities

	CiakTime	IMDb	Cinemaniac
User profile	✓	✓	✗
Search	✓	✓	✓
Movie info	✓	✓	✓
Streaming platform	✓	✓	✗
Upcoming movies	✓	✓	✓
Watch history	✓	✗	✓
Watch list	✓	✓	✓
Favourite movies	✓	✗	✓
Review movies	✓	✓	✗
Rate movies	✓	✓	✓
Comment other reviews	✓	✗	✗
Thumb up/down other reviews	✓	✓	✗
No ads	✓	✓	✗

# User profile

<b>Age</b>	18-50 years
<b>Gender</b>	
<b>Profession</b>	Any
<b>Education</b>	Any
<b>Location</b>	Any
<b>Technology</b>	Basic smartphone experience
<b>Passions</b>	Cinema, movies



# Persona



Vittoria is 25 years-old and comes from Rome. She is a university student and in the free time her main hobby is watching movies and tv-series on her favourite streaming platforms.

During her study breaks she likes to keep in touch with her friends on various social apps.

# Scenario

Vittoria has just terminated an intense study session and now she only wants to relax watching a movie. She decides to call her best friend to spend the evening together. Once she arrives, in order to choose which movie to watch, they both open the app to compare their watchlists. After a while they realize that both have “La La Land” in their watchlists and so decide to watch it together.

At the end of the evening they both check it as “watched” in their app.

# Persona



Emanuele is 33 years-old and comes from Torino. He is a programmer and he likes very much going to the cinema with his girlfriend.

As a programmer, he is addicted of technology in general, and more specific of mobile devices; moreover he is a very organized guy, and so he likes to keep under control everything he does in his life using mobile apps.

# Scenario

It is an afternoon autumn day. Emanuele and his girlfriend would have liked to go out for a walk, but since it's raining, they don't know what to do. So, Emanuele opens the app in search of new movies available in cinemas. In this list he founds that is just available a new action movie with his favourite actor Vin Diesel; since also his girlfriend likes action movies, they decide to go to the cinema to watch it and spend a good afternoon together.



# Questionnaire



- What's your age?
  1. < 18
  2. 18 - 25
  3. 26 - 35
  4. 36 - 50
  5. > 50
- What's your gender?
  1. Male
  2. Female
- What's your occupation?
  1. Student
  2. Employee
  3. Unemployed
  4. Retiree
- What's your educational level?
  1. Elementary school
  2. High school
  3. Degree
  4. Master degree
- How frequently do you use your phone?
  1. < 1hr per day
  2. 1 - 3hrs per day
  3. > 3hrs per day
- How many times do you go to the cinema?
  1. One time per week
  2. One or two times per month
  3. Few times per week
  4. One or two times per years
  5. Never
- How many times do you watch movies on streaming platforms/tv?
  1. One time per week
  2. One or two times per month
  3. Few times per week
  4. One or two times per years
  5. Never

# Questionnaire (contd.)



- Which streaming platforms do you know? (multiple choice)
  1. Netflix
  2. Disney+
  3. Amazon Prime Video
  4. NowTV
  5. AppleTV
  6. No one
  7. Other
- Which streaming platforms do you use? (multiple choice)
  1. Netflix
  2. Disney+
  3. Amazon Prime Video
  4. NowTV
  5. AppleTV
  6. No one
  7. Other
- Do you use any movies related app?
  1. Yes
  2. No
- If you use any movies related app, which one?

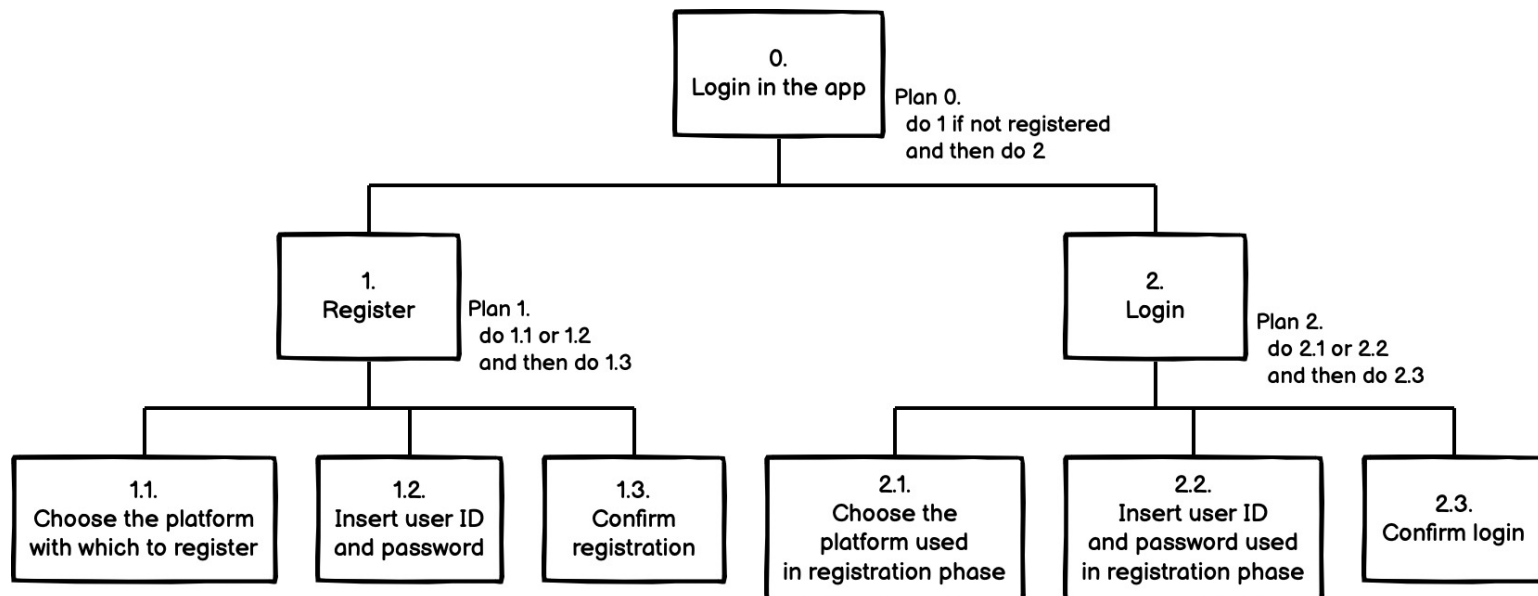
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- Which features you think are most useful in such an app?  
(possible ratings: not important – not very important – important – very important)
  1. Information about movies
  2. Watchlist
  3. A list to track already watched movies
  4. Preferred movies
  5. Upcoming movies
  6. Making reviews
  7. Exchange opinions about movies with other users (i.e. through comments)

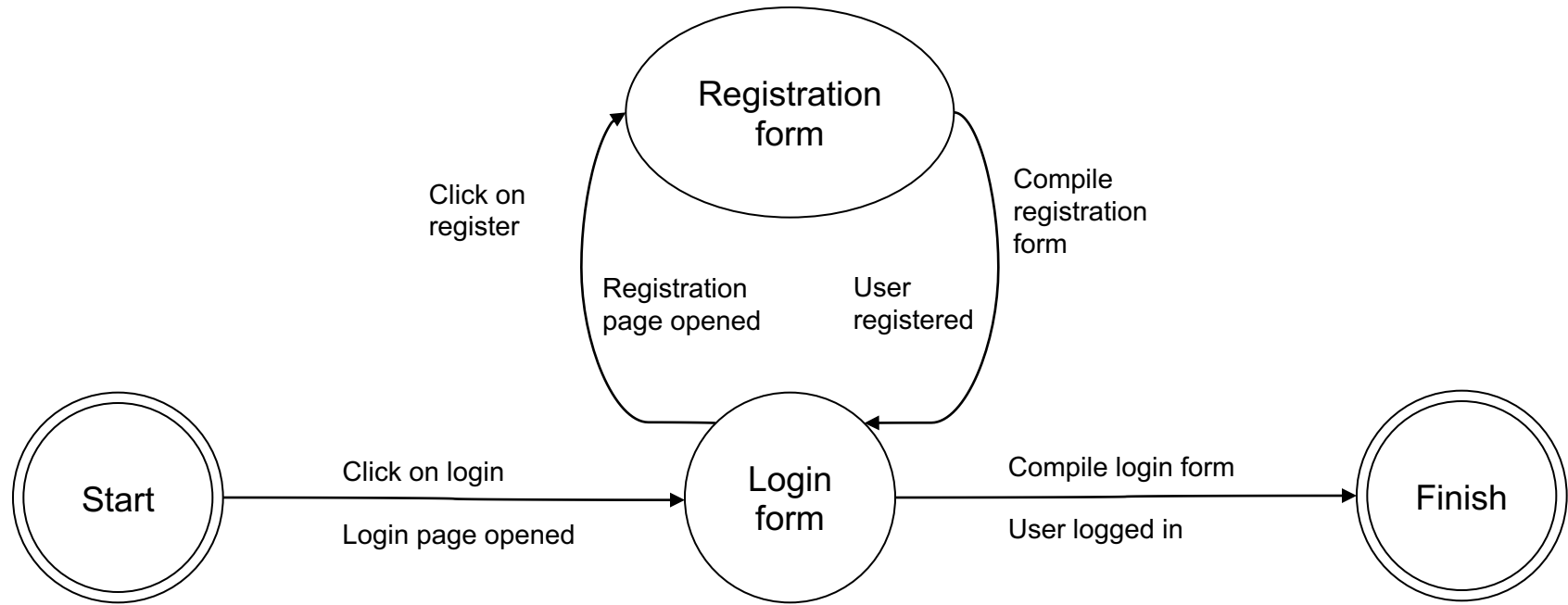
# Login

The user can login into the app if registered, either through online platforms (Google, Facebook) or using his personal email and password, in order to save in the cloud all his data regarding the app.

From now on, in the following HTAs, we assume that the user is logged in.

## HTA



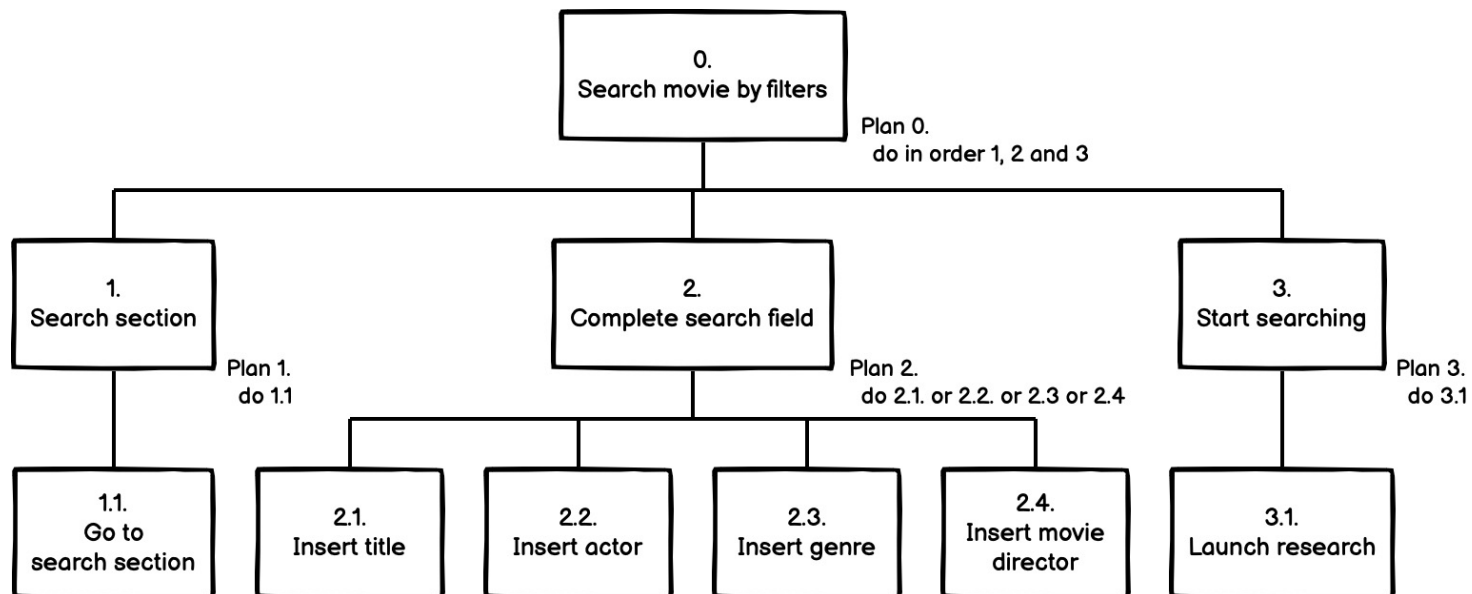


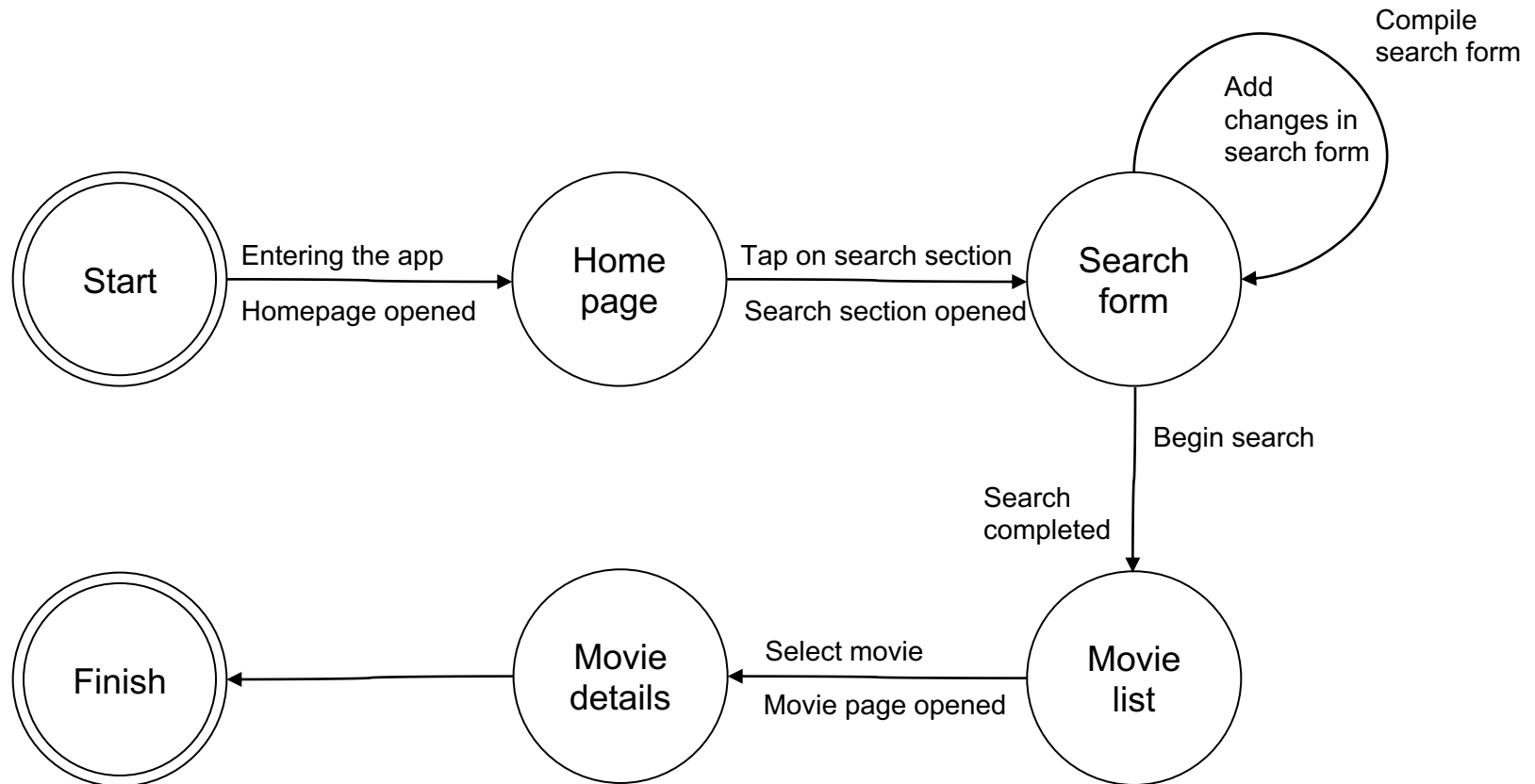
# Search movie by filters

The user searches the movie he wants to know information about. He can do research by title, actor or genre and, when the results are shown, he selects the movie he is interested in.

From now on we assume that the user searched for a movie and is in the page regarding that movie.

## HTA

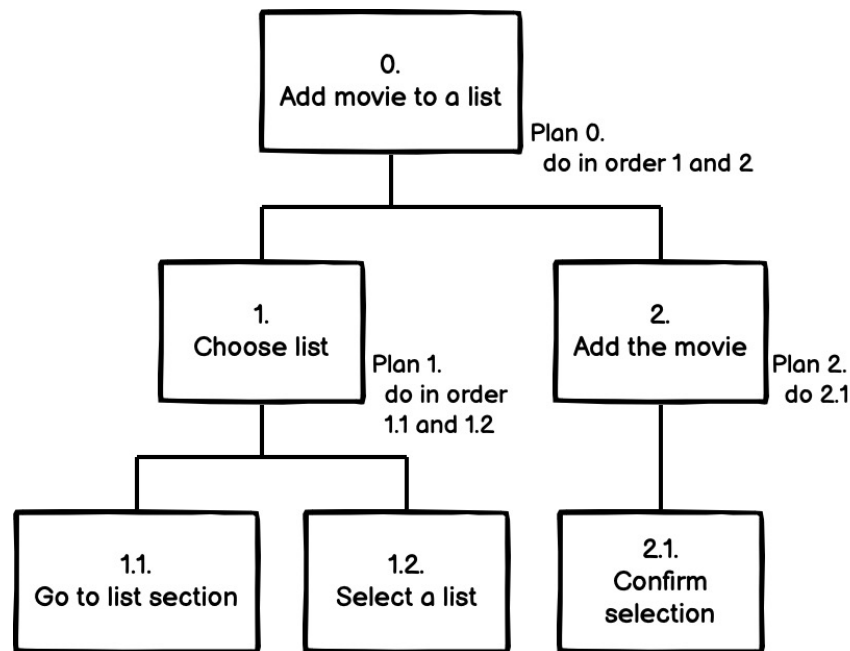


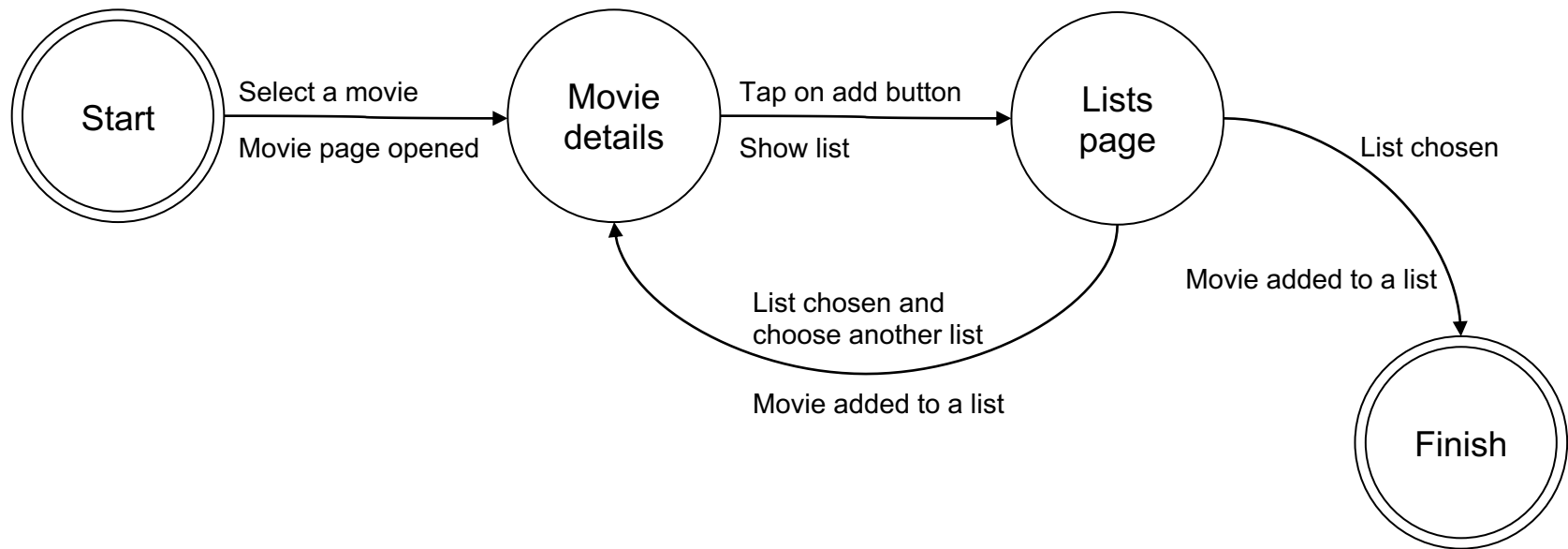


# Add movie to a list

The user can add a movie into a list: he can choose between a watchlist that contains movies to watch in the future, a list containing movies already watched and a list containing favourite movies.

## HTA



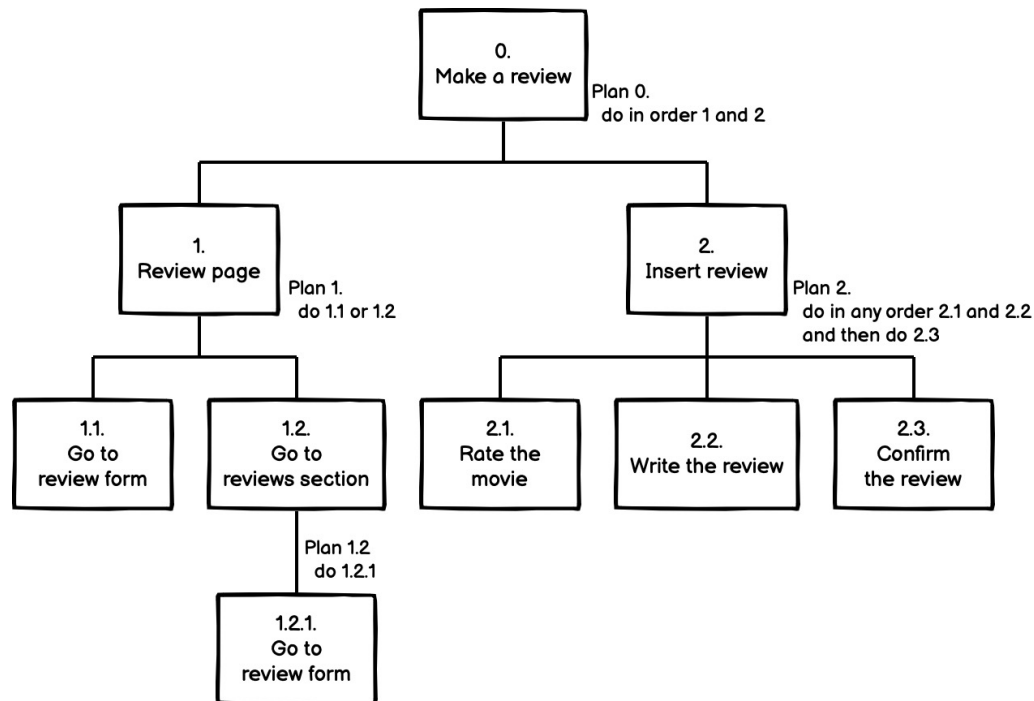


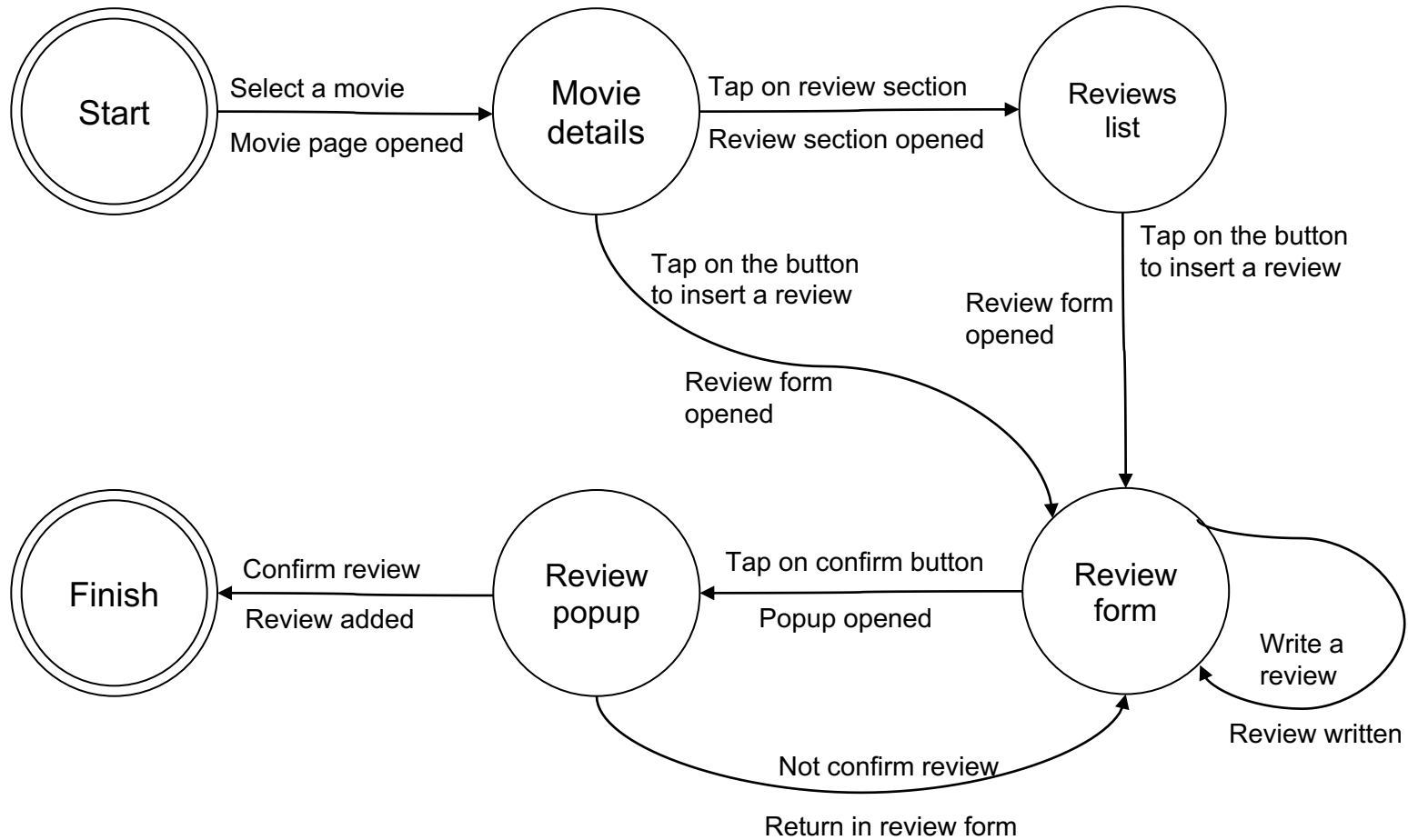


# Make a review

The user can make a review regarding a movie. In particular, once he selected a movie, he can go to the review page either from the movie page or from the page containing all reviews.

## HTA





# Comment other users' reviews

The user can comment a review written by another user. In particular he can go to the page containing all the reviews, choose one of them and comment it.

## HTA

