# CiakTime

Mauro Ficorella 1941639
Valentina Sisti 1952657
Martina Turbessi 1944497

# 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

Mauro Ficorella - Valentina Sisti - Martina Turbessi

# 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

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# Competitors analysis

## Cinemaniac

★★★★★

+500k downloads

**Strengths:**

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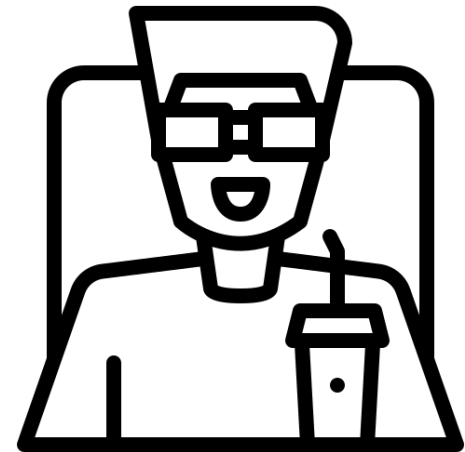- Statistics about user watch history and preferences

**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

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| | 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 | ✅ | ✅ | ❌ |

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# User profile

| | |
|---|---|
| **Age** | 18-50 years |
| **Gender** | 👨🏼‍💼 👩🏼‍💼 |
| **Profession** | Any |
| **Education** | Any |
| **Location** | Any |
| **Technology** | Basic smartphone experience |
| **Passions** | Cinema, movies |

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# 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.

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# 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.