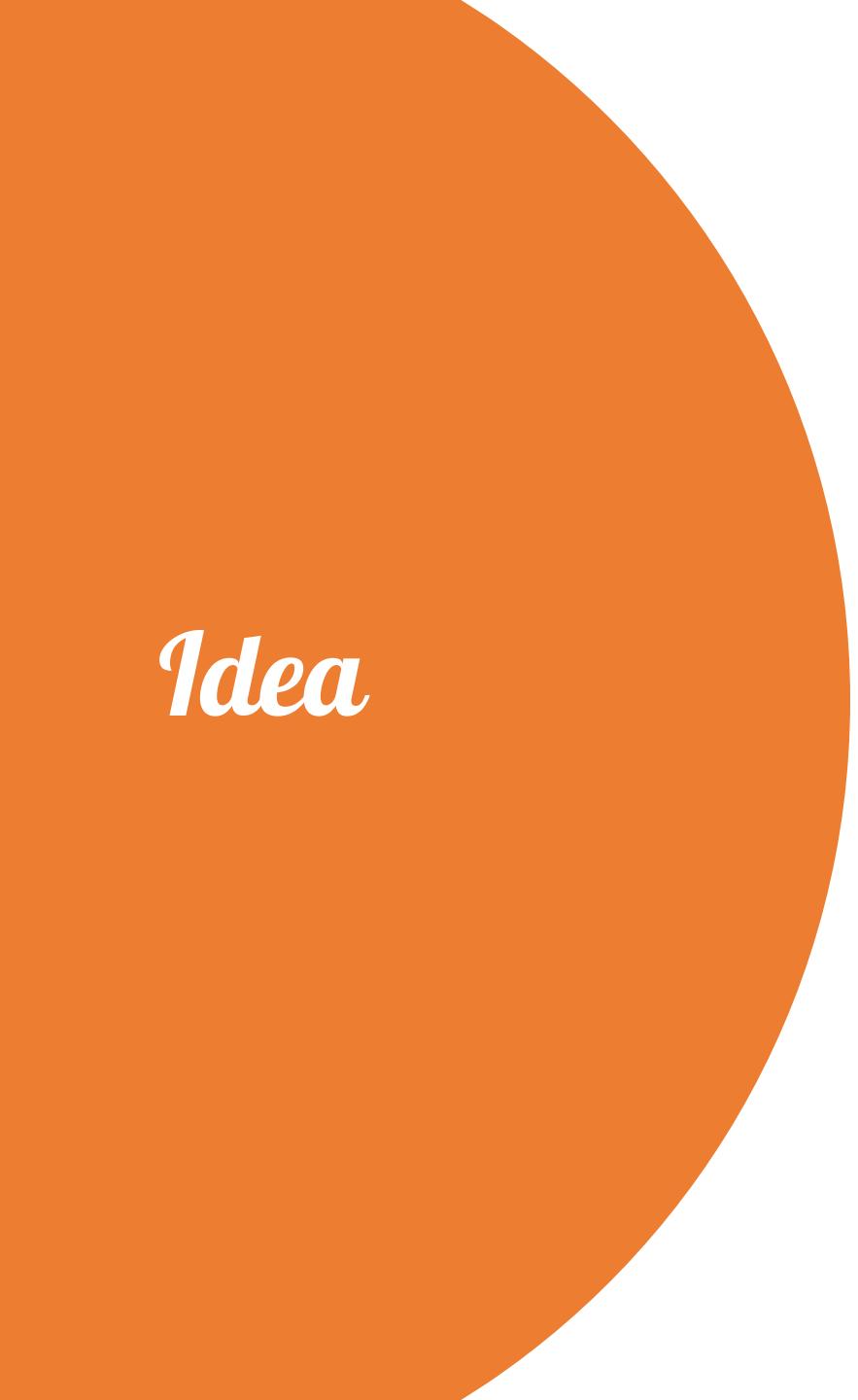




# *CiakTime*

Human Computer Interaction Course  
Prof.ssa Catarci  
Prof.ssa Mirabella  
A.A. 2020/2021

Mauro Ficarella - 1941639  
Martina Turbessi - 1944497  
Valentina Sisti - 1952657

A large orange circle is positioned on the left side of the slide, partially overlapping the white background. It has a smooth, rounded shape and a solid orange color.

*Idea*

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

This app offers the following *functionalities*:

- Search for movies or persons
  - Read information about plot, cast, year of release, duration, genre, movie director and streaming platform on which the movie is available
  - Read biography and see filmography of a person
  - Look for popular and upcoming movies
  - Keep track of already watched movies, movies to watch and favourite movies
  - Review and rate movies
  - Comment and like reviews made by other users
- 
- A series of small, horizontal yellow bars of varying lengths are scattered across the bottom right corner of the slide, creating a dynamic and modern feel.

# *Competitors analysis*

## IMDb



+500k downloads



### Strengths:

- Huge fanbase
- Reference app regarding cinema and movies
- Limitless cinema database
- Offers information about showtimes and theatres
- 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 watched 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

# *Competitors analysis*

	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	✓	✗	✗
Like other reviews	✓	✓	✗
No ads	✓	✓	✗

# User profile



Age	18-50 years
Gender	 Male and Female
Profession	Any
Education	Any
Location	Any
Technology	Basic smartphone experience
Passions	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 they both have "La La Land" in their watchlists and so they 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 specifically 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.

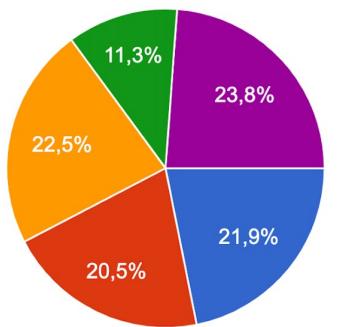
# *Scenario*

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 a popular movie. In this list he finds that is just available in the cinemas 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.

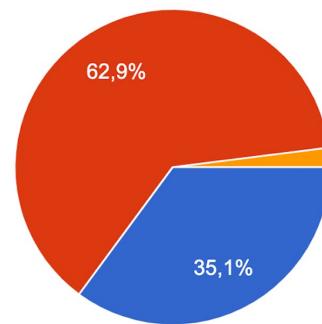


# Questionnaire - Part 1

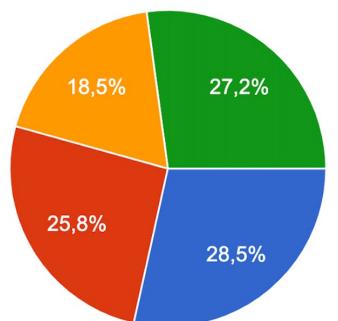
What's your age?



What's your gender?

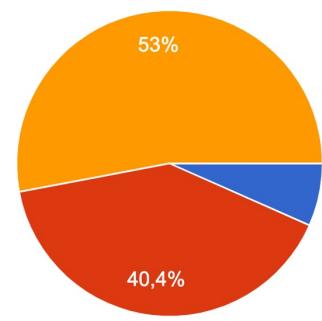


What's your educational level?



- Elementary school
- High school
- Degree
- Master degree

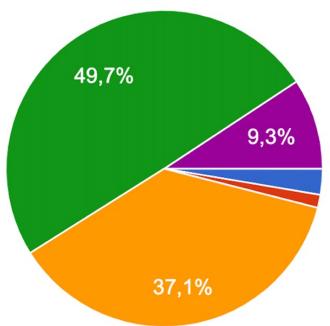
How frequently do you use your smartphone on average?



- Less than 1 hour per day
- Between 1 hour and 3 hours per day
- More than 3 hours per day

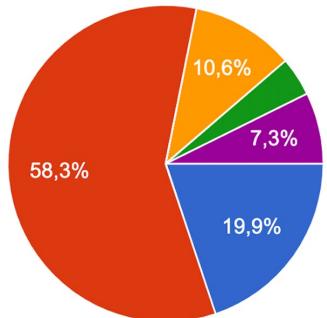
# Questionnaire - Part 2

How many times do you go to the cinema on average? (Before pandemic)



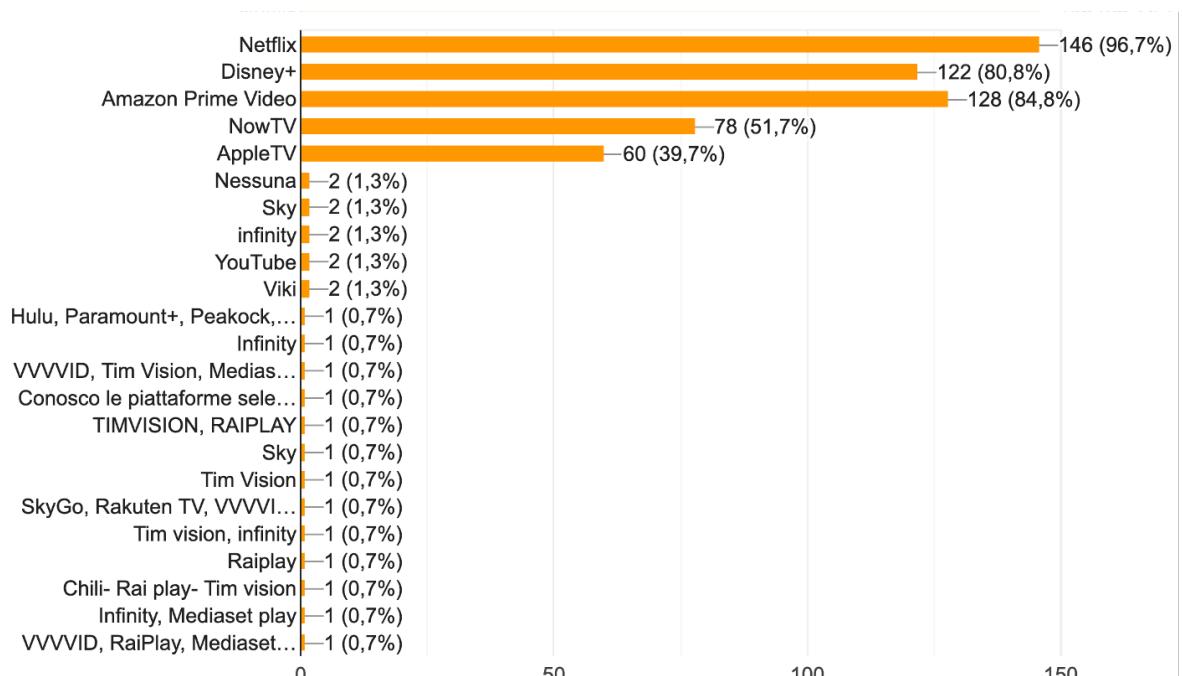
- One time per week
- Few times per week
- One or two times per month
- One or two times per years
- Never

How many times do you watch movies on streaming platforms/tv on average?



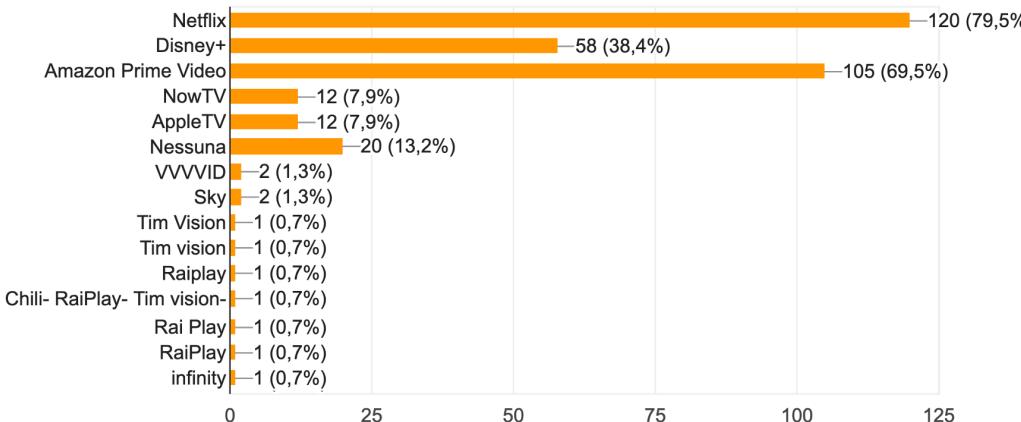
- One time per week
- Few times per week
- One or two times per month
- One or two times per years
- Never

Which streaming platforms do you know?

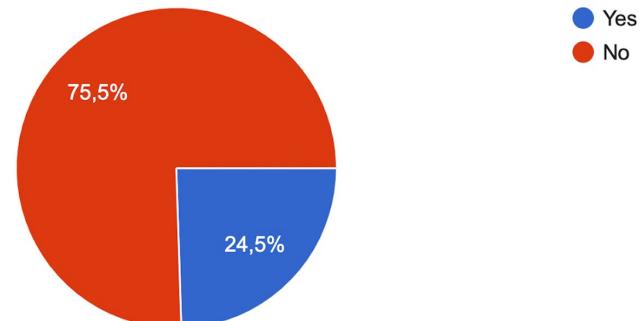


# *Questionnaire - Part 3*

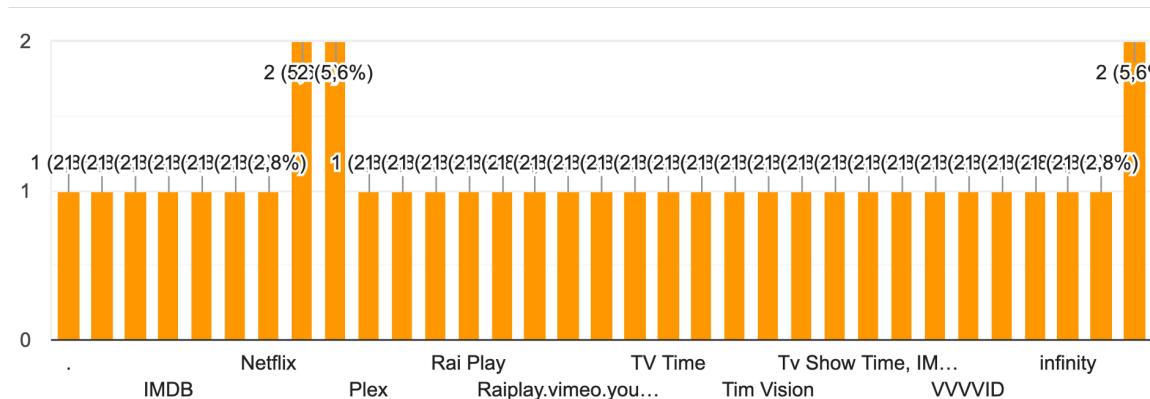
# Which streaming platforms do you use?



**Do you use any movies related app?**

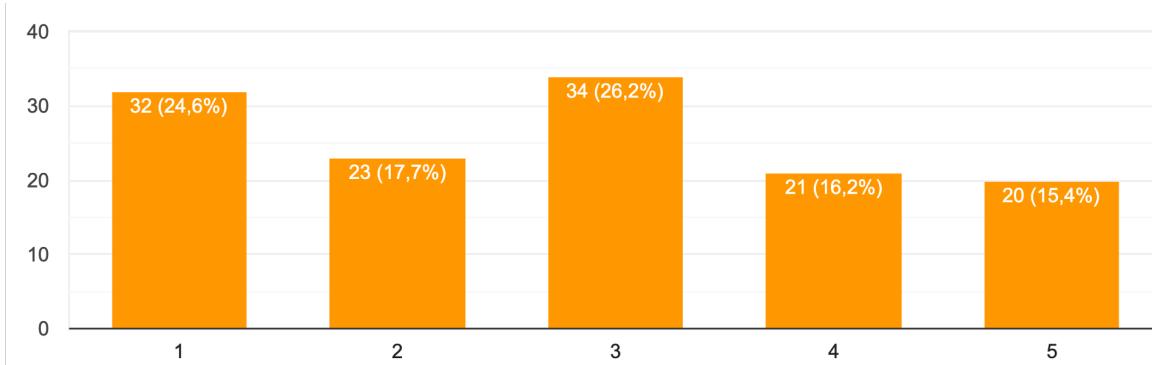


**If you use any movies related app, which one?**

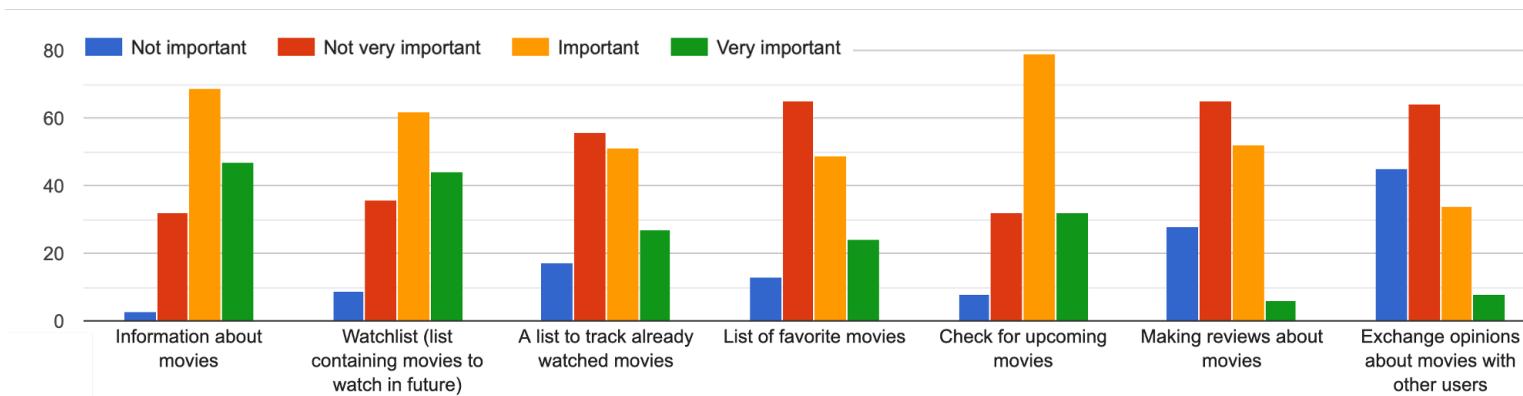


# Questionnaire - Part 4

If you don't use any movies related app, how much would you be interest in using one?



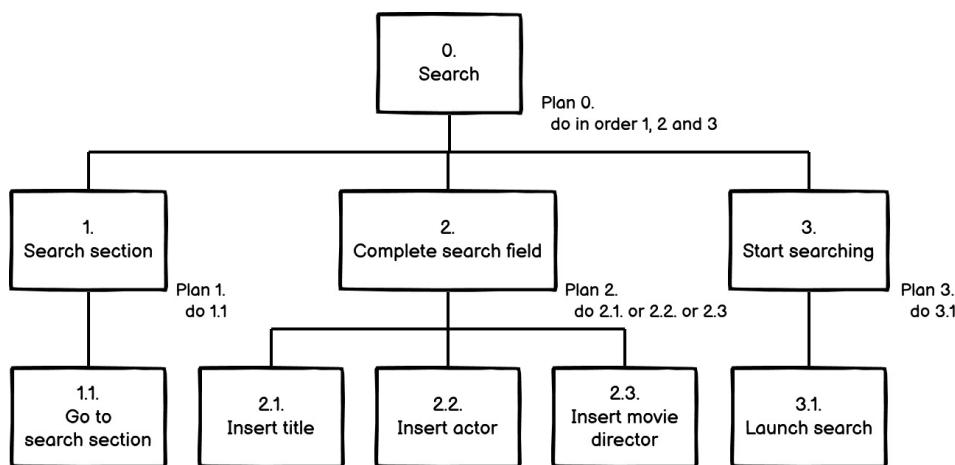
How much do you think the following features are important in such an app?



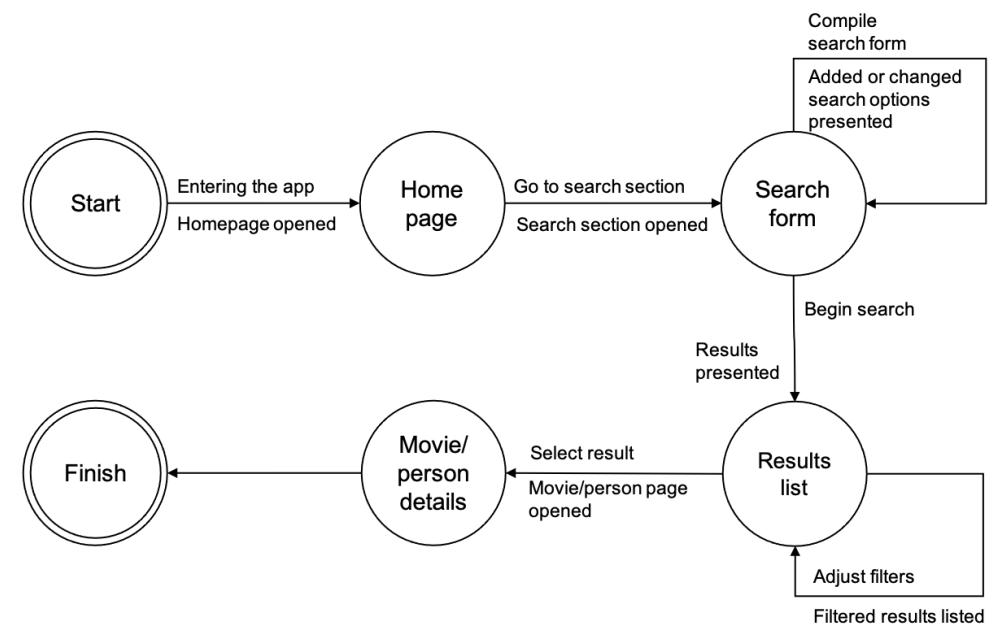
# *Search for a movie or a person*

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

HTA



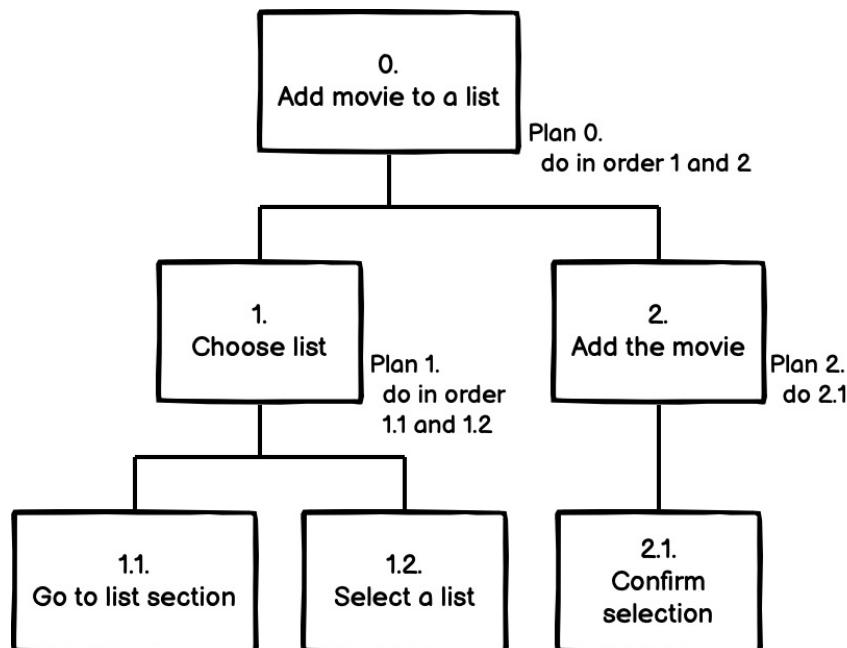
STN



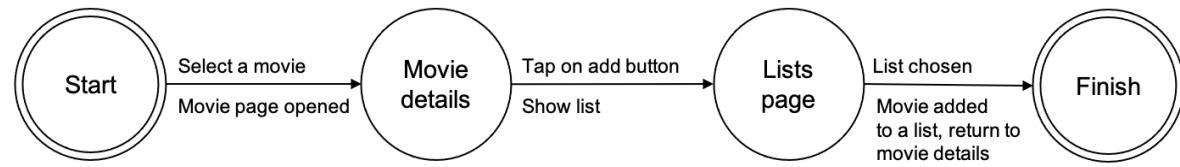
# Add movie to a list

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. We are assuming that the user has already selected a movie.

HTA



STN

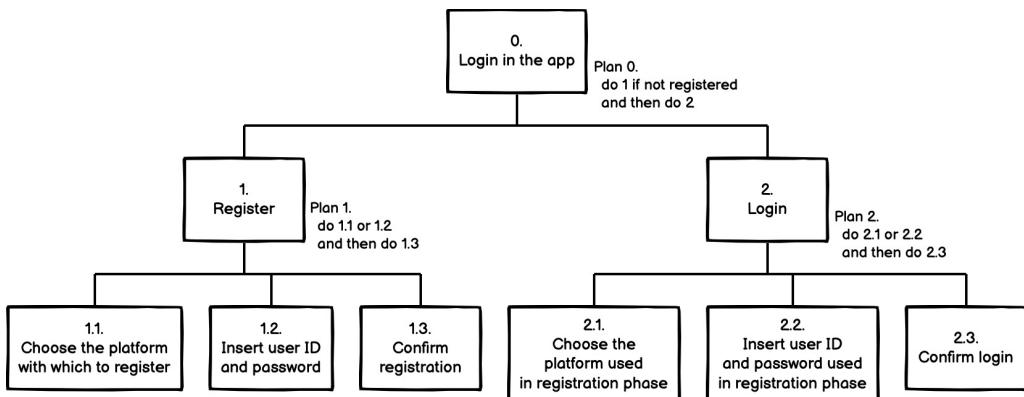


# Login

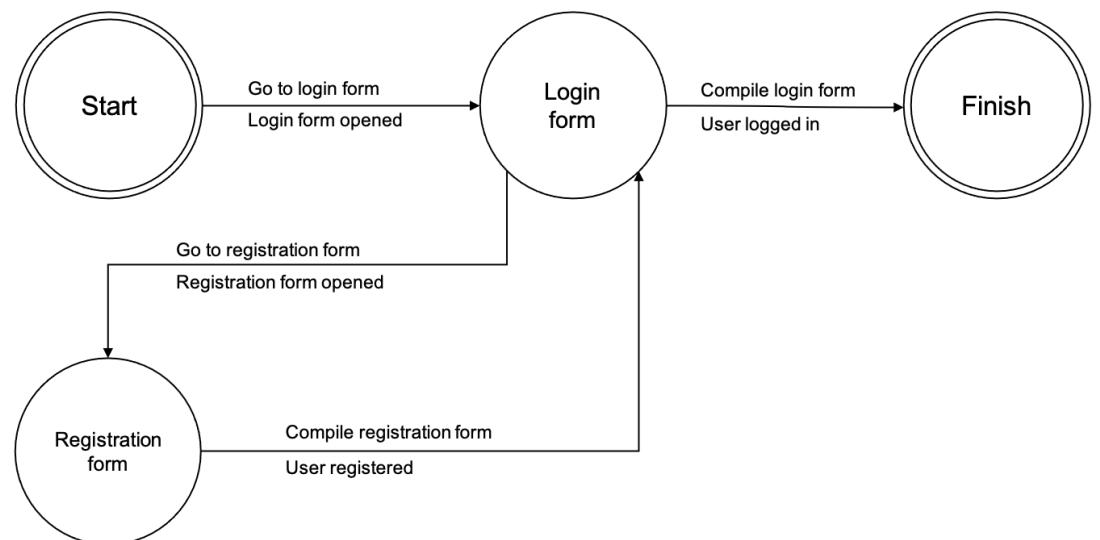
The user can login into the app if registered, either through online platforms (Google, Facebook) or using his personal email and password, in order to save in the cloud all his data regarding the app.

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

## HTA



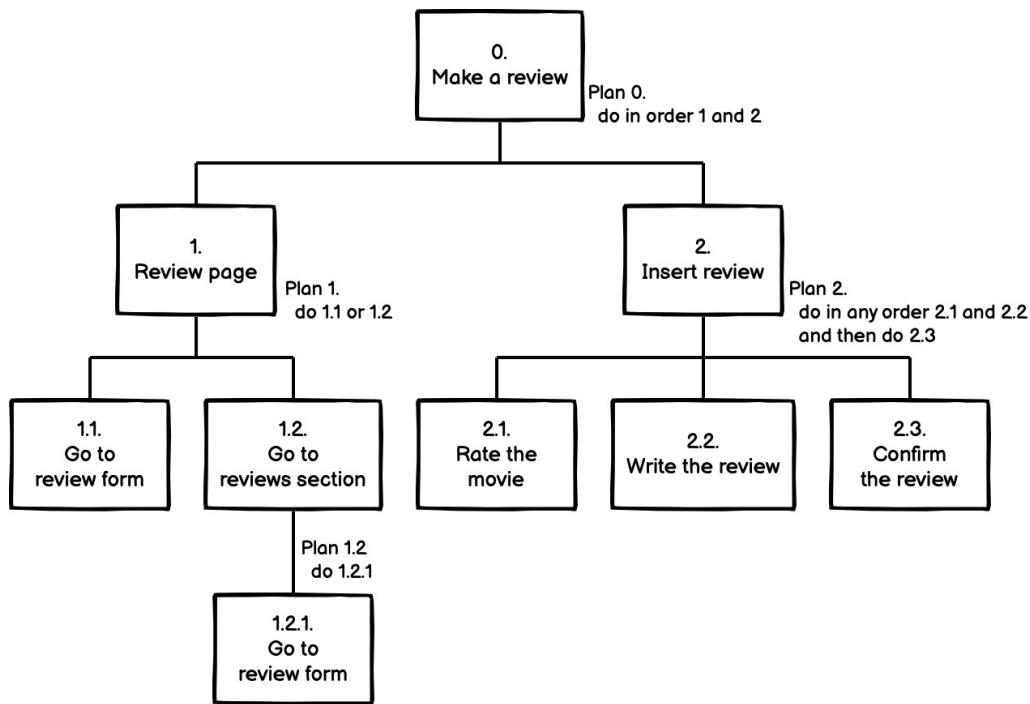
## STN



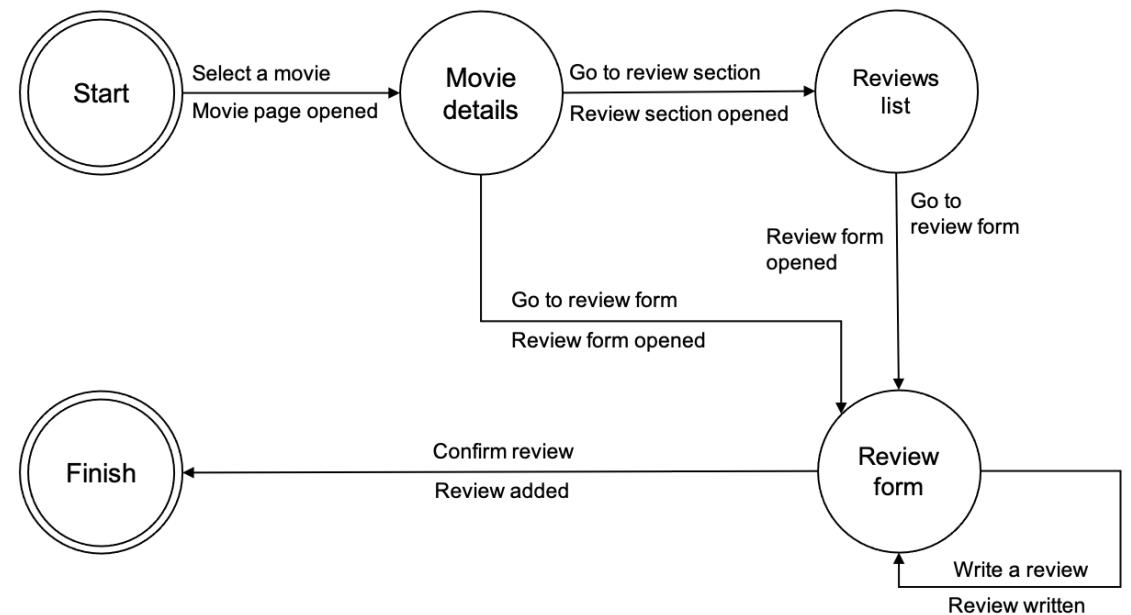
# Make a review

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



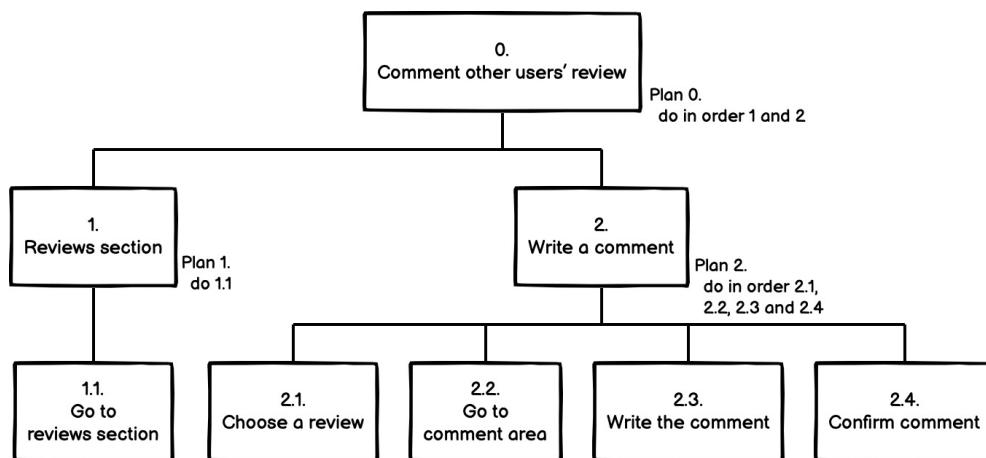
STN



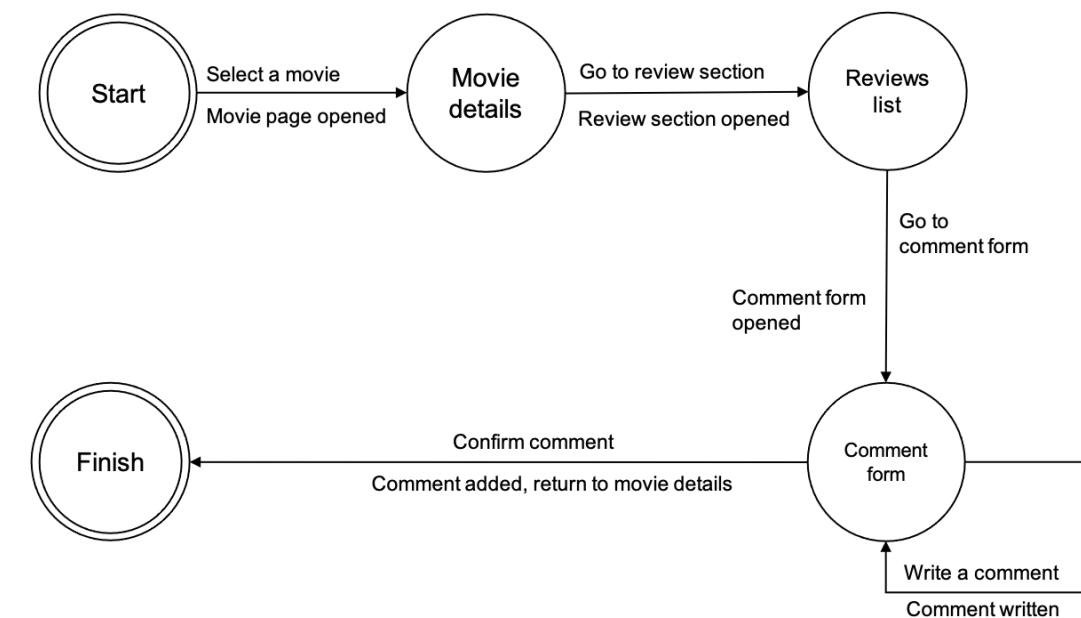
# *Comment other users' reviews*

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



STN



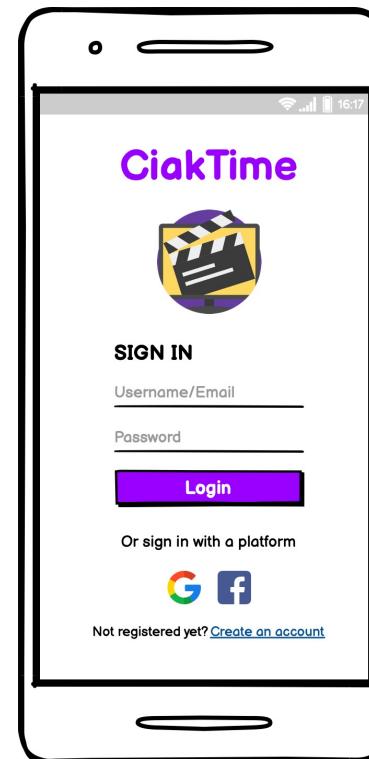
# Prototype 0 - Mockups

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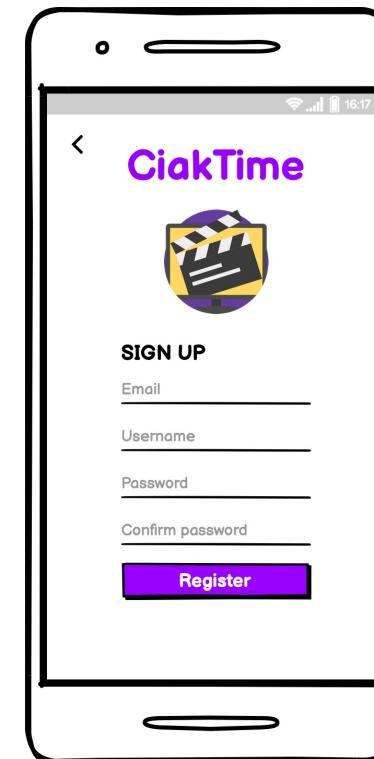
We realized our first prototype realized through mockups in **Balsamiq Wireframes**.

The main *interfaces* of this prototype are:

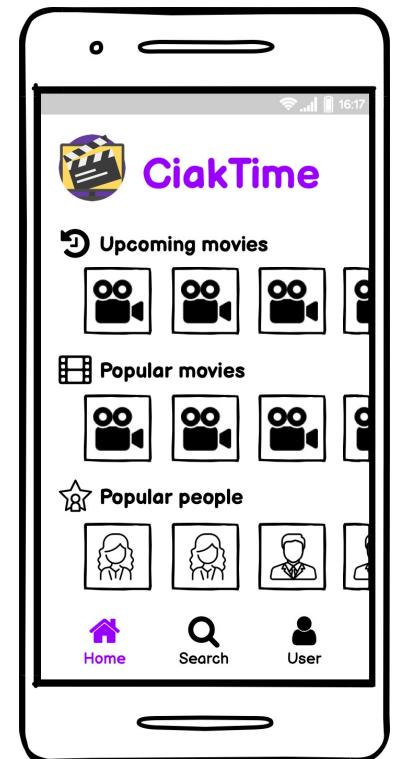
- Login and registration of a user.
- Search for a movie or a person.
- Add a movie to a list.
- Review a movie.
- Comment other reviews.



Login page

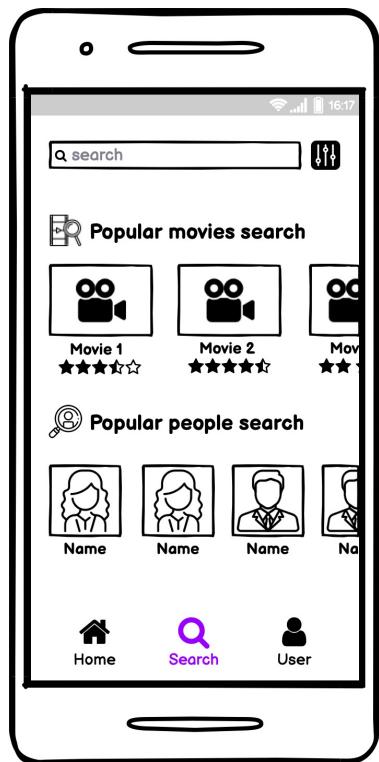


Registration page

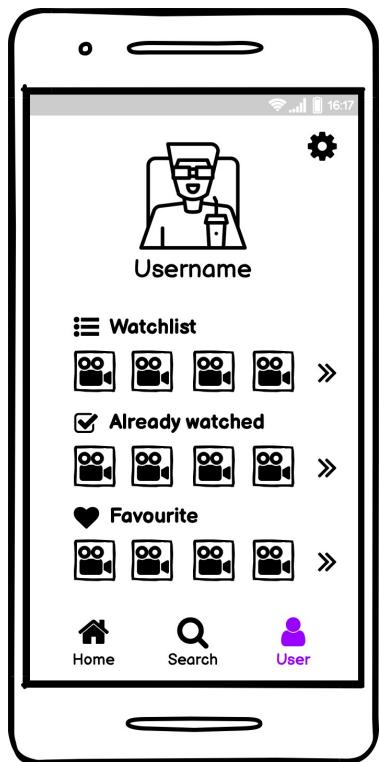


Homepage

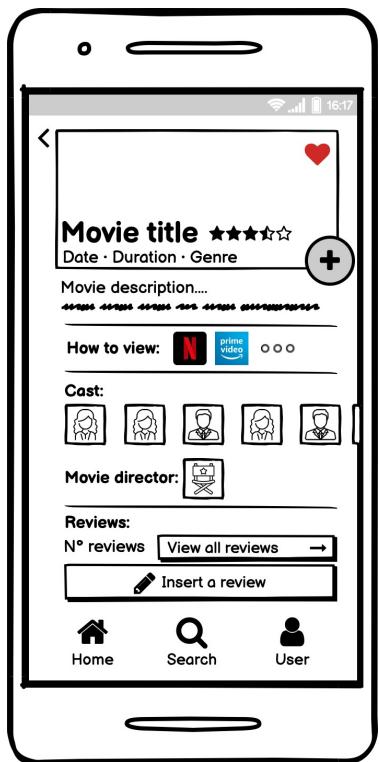
# Prototype 0 - Mockups



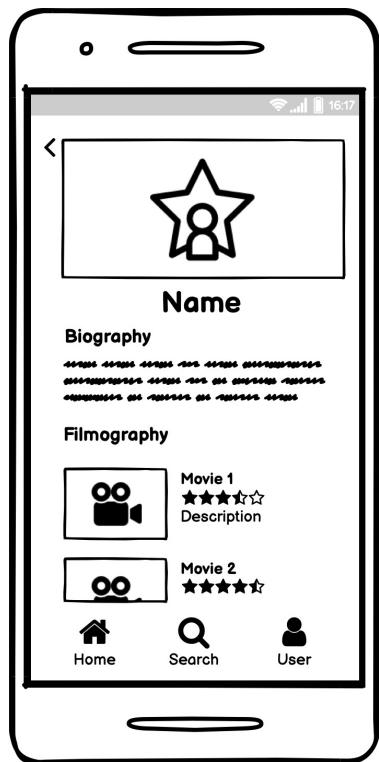
Search page



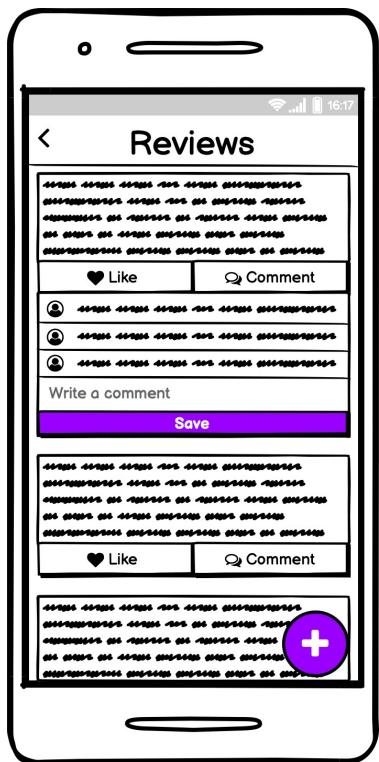
User page



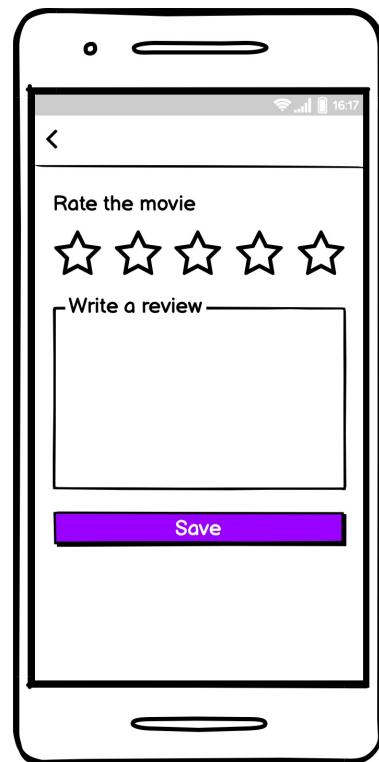
Movie page



Person page



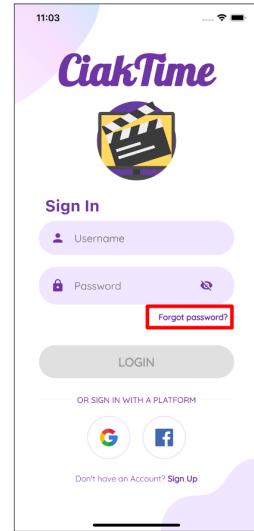
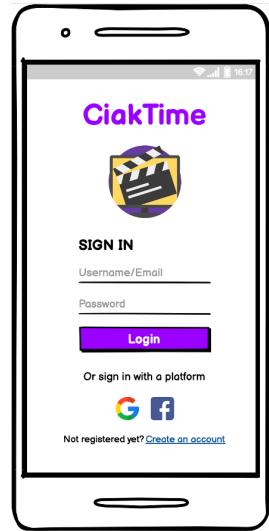
Reviews page



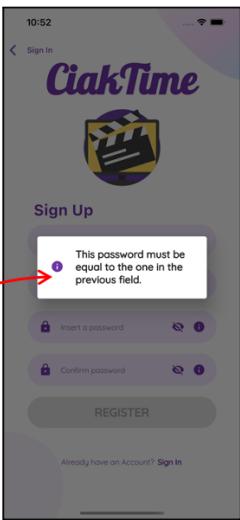
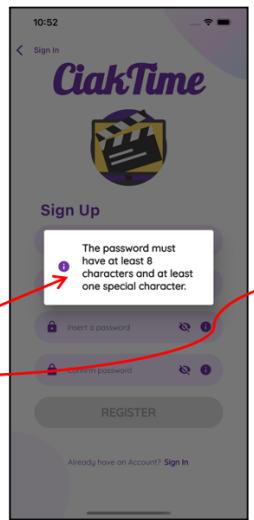
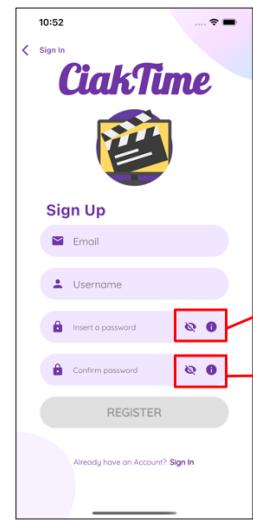
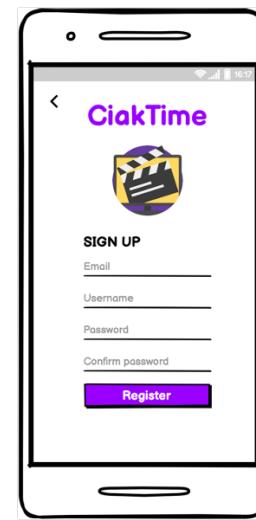
Make a review page

# *Heuristic evaluation*

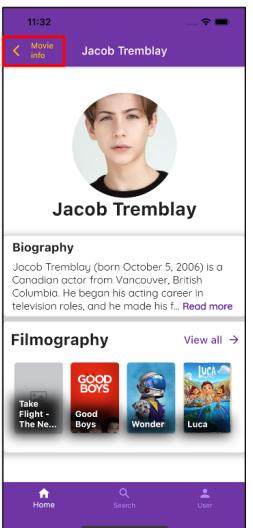
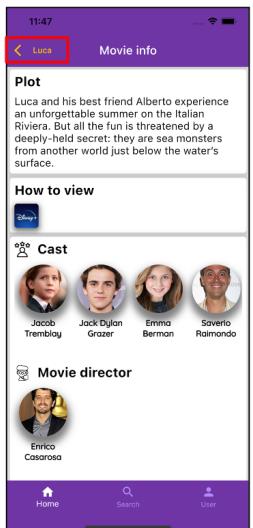
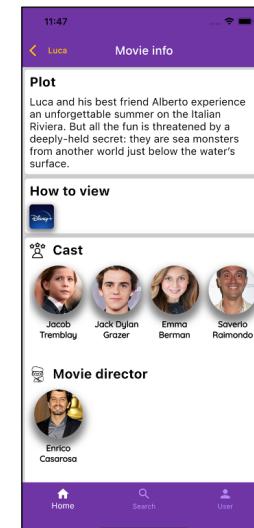
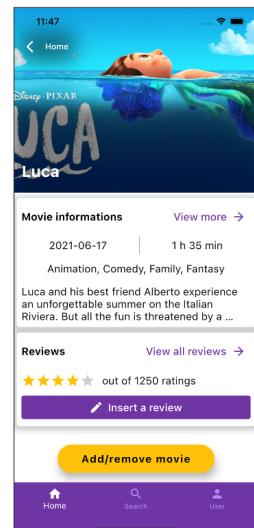
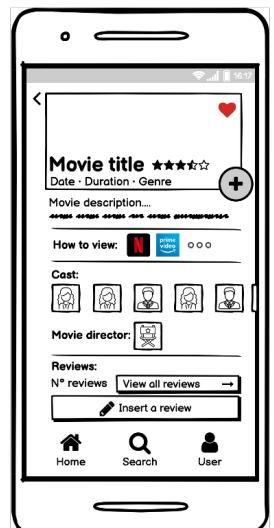
Frame	Heuristic violated	Severity	Description / Comment
Login form	Help users recognize, diagnose and recover from errors	3	Include a Forgot password? link
Registration form	Error prevention	2	Provide function to show password in clear text
Registration form	Error prevention	2	If you have set some rules for the format of user password, make them clear before the user click to submit
Movie detail	Aesthetic and minimalist design	3	In the same page you have a lot of information. Prioritize the content and features to support primary goals.
All	Recognition rather than recall	4	You can arrive in the same page navigating different sections. It could be confusing. Support wayfinding, for example by including breadcrumbs
Add a review (ore rate a movie)	Error prevention	3	Present users with a confirmation option before publish the review



"Forgot password?" link added



"Show/hide password" button and information button added



"Movie" and "Movie info" pages

Wayfinding support added to all pages

# Cognitive Walkthrough

**Task 1:** Search the movie “Harry Potter and the Deathly Hallows - Part 2” to see the movie details.

**Action 1:** open the application (assuming that the user is already logged in)

**Response 1:** homepage is opened

**Action 2:** tap on the search icon

**Response 2:** the search page is displayed

**Action 3:** tap on the search bar

**Response 3:** the keyboard shows up

**Action 4:** type “Harry Potter”

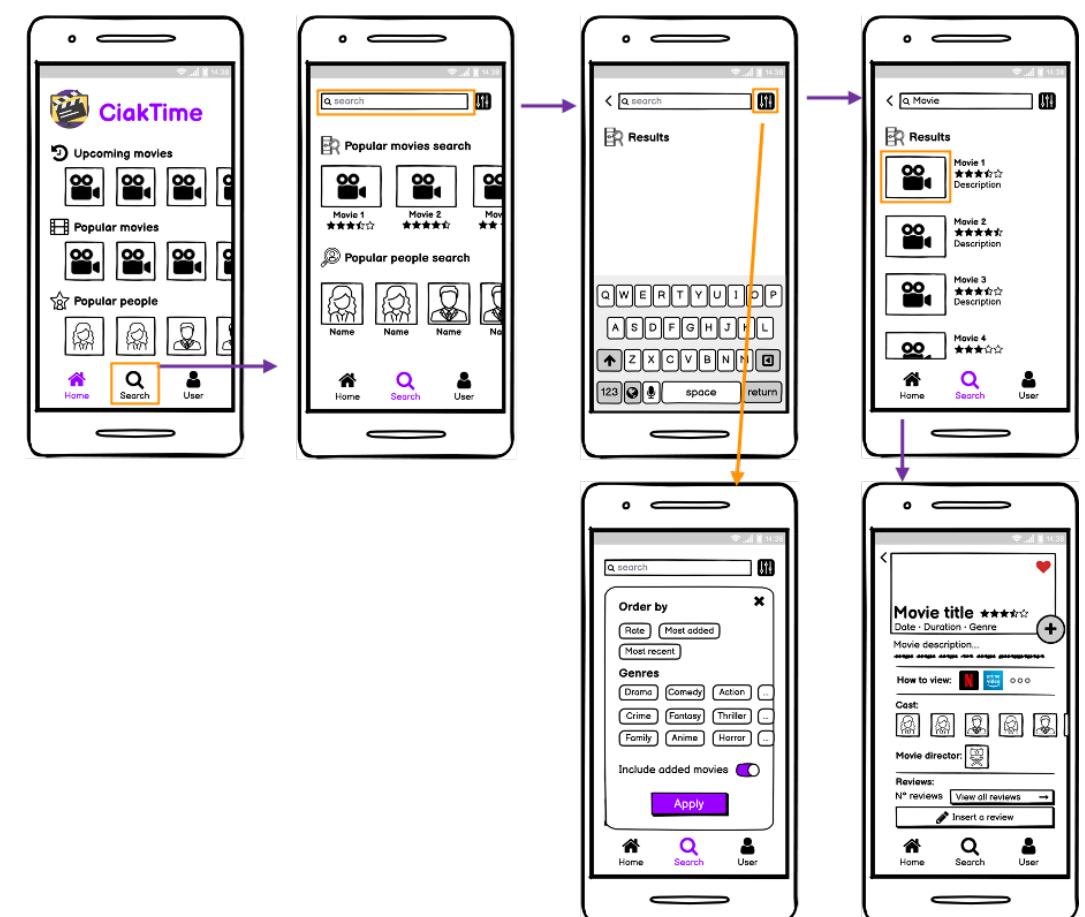
**Response 4:** each digit is displayed as typed and the system shows the corresponding results

**Action 5 – 6 – 7:** [OPTIONAL] tap on filters’ icon, select “most recent” filter and tap on apply

**Response 7:** the system shows the results according to the chosen filter

**Action 8:** select “Harry Potter and the Deathly Hallows - Part 2” from the list of the results

**Response 8:** the systems shows the page of the selected movie containing all the related details



# Cognitive Walkthrough

Task 2: Add a popular movie to the watchlist.

Action 1: open the application (assuming that the user is already logged in)

Response 1: homepage is opened

Action 2: tap on a movie from “popular movies” section

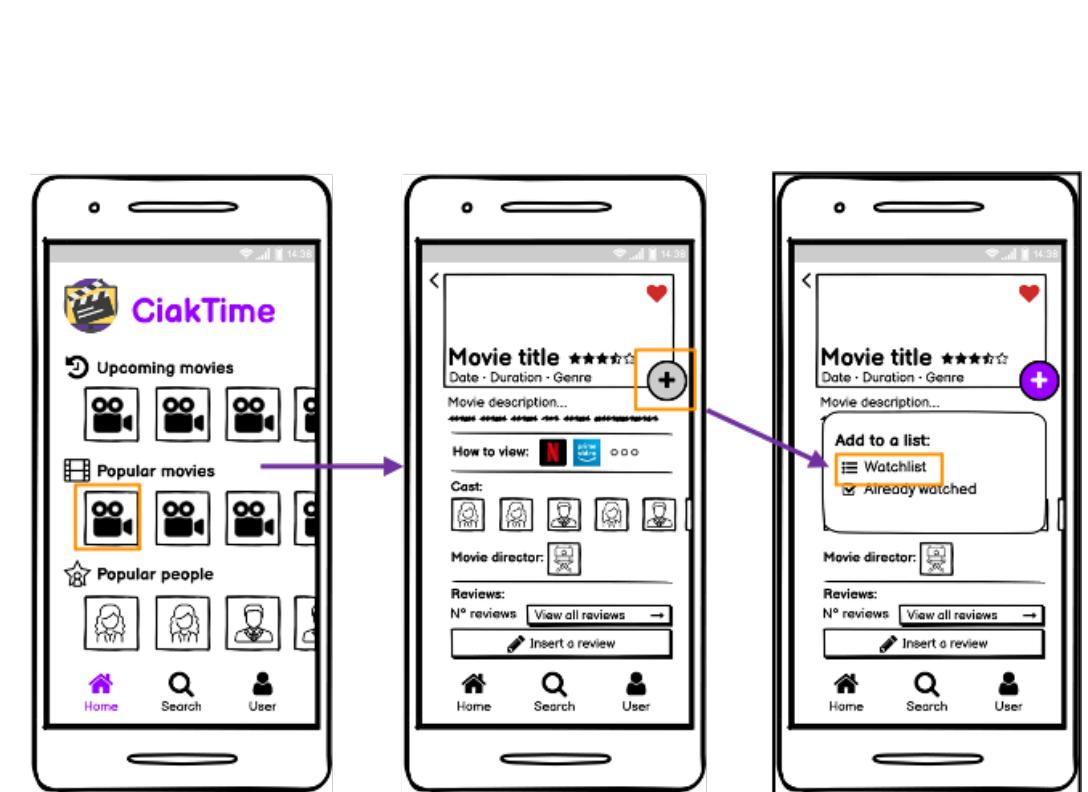
Response 2: the movies page is displayed

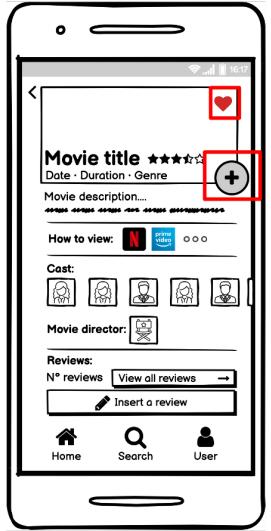
Action 3: tap on the “+” button

Response 3: lists’ popup is displayed

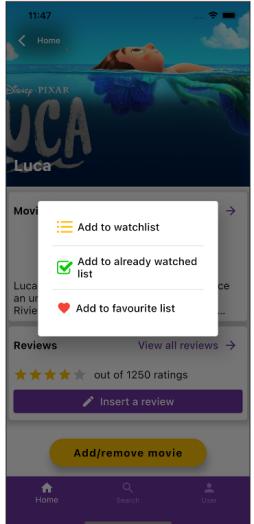
Action 4: tap on watchlist

Response 4: the movie is added to watchlist

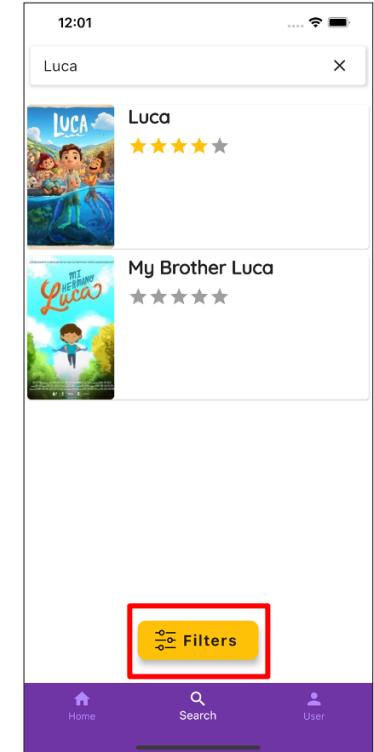
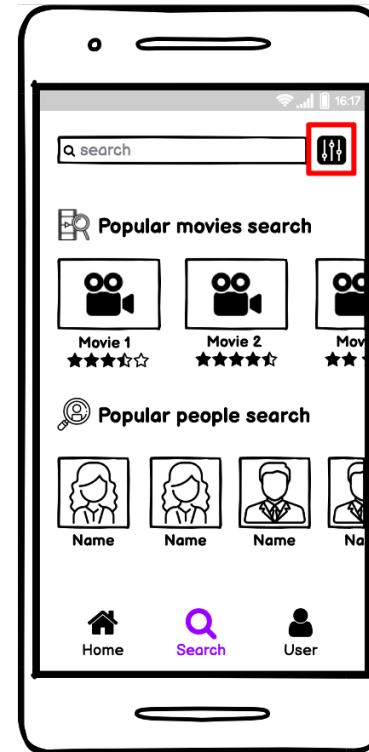




"+" and "heart icon" buttons modified



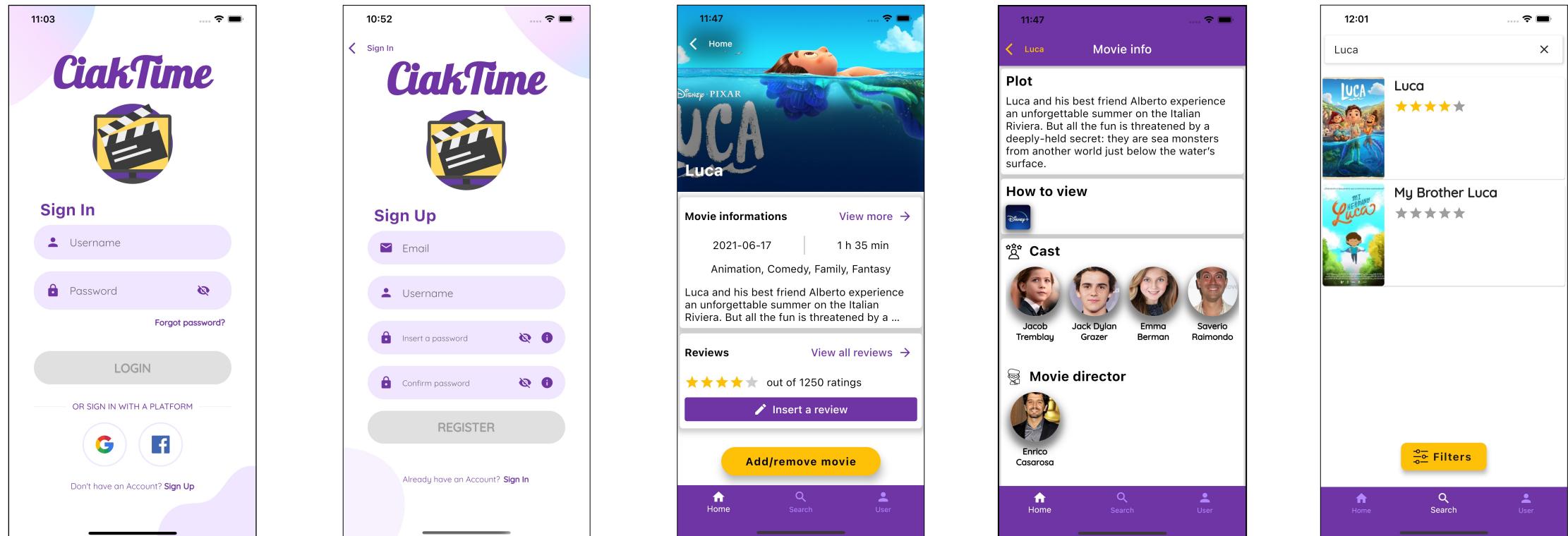
Toast added



"Filters" button modified

# Prototype 1

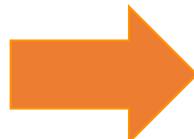
After prototype 0, we have realized Prototype 1 as a real system through **Flutter framework** and **Dart programming language**, both on **Android** and **iOS** operating systems, by also making corrections based on expert evaluation.



# Think Aloud

## Task 1:

Recently a lot of people are talking about the new Disney's movie called "Luca". So, in order to understand the reason behind that, you would like to read its plot. After having noticed that the plot is interesting, you would like to add that movie into your "Watchlist" in order to watch it in future.

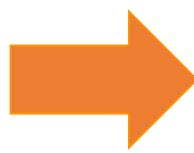


## Issue:

Some users tried to tap on the three dots at the end of the plot instead the "View more" button, in order to read the entire plot.

## Task 2:

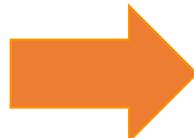
After having watched the movie "Luca", you would like to leave a review about this movie and add it to your "Already Watched" list.



No issue

## Task 3:

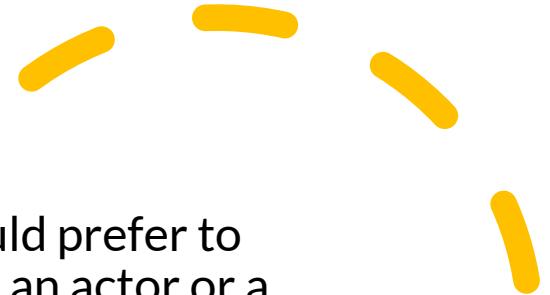
You really liked the movie "The lord of the rings: the fellowship of the ring" and you would know who is the movie director and which other movies he has directed. After having done this search, you would like to go back to the search page in order to do other searches.



No issue

# *Interviews*

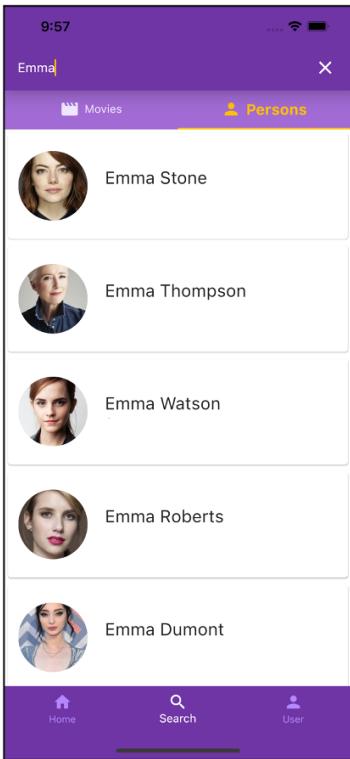
- On person search results they would prefer to have specified whether a person is an actor or a movie director.
- On the “Movie info” page they would prefer to have specified who is the character that a certain actor plays in that movie.
- Search between movies and persons should be separated.



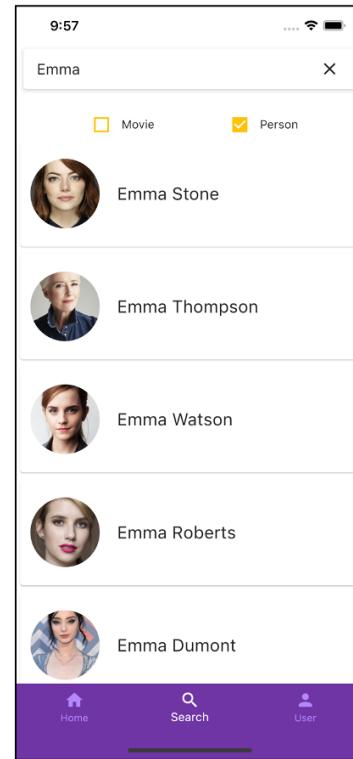
# Controlled experiment

**Task:** You find the actress Emma Watson very good, so you would like get more information about her filmography.

**Independent variables:**



Version 1 - Tab bar



Version 2 - Checkbox

**Dependent variable:** time taken to complete the given task.

**Hypothesis:** Users will operate quicker with the Version 1 rather than the Version 2 of the interface.

**Null hypothesis:** There will be no speed difference between the two versions.

**Participants:** We involved a total of 10 different participants in a range between twenty - thirty years old, using the within-groups method.

# *Controlled experiment*

# *ANOVA*

VERSION 1	VERSION 2				
14	16				
15	35				
11	15				
10	14				
19	25				
24	34				
17	25				
12	26				
16	18				
11	18				
<b>Anova: Single Factor</b>					
<b>SUMMARY</b>					
Groups	Count	Sum	Average	Variance	
Column 1	10	149	14,9	18,76667	
Column 2	10	226	22,6	58,26667	
<b>ANOVA</b>					
Source of Variation	SS	df	MS	F	P-value
Between Groups	296,45	1	296,45	7,696668	0,012506
Within Groups	693,3	18	38,51667		
Total	989,75	19			

*Thanks for your  
attention*

Now we will show a demo of the  
real system

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