

Tesina
Human Computer Interaction

CiakTime

Authors:

Mauro Ficarella 1941639

Martina Turbessi 1944497

Valentina Sisti 1952657



Sapienza
July 2021

Contents

1	Introduction	2
2	Requirement analysis	3
2.1	Competitor analysis	3
2.2	Questionnaire analysis	4
2.2.1	Conclusions	7
2.3	User analysis	7
2.3.1	Persona 1 - Vittoria	7
2.3.2	Persona 2 - Emanuele	8
3	Task analysis: HTA and STN	9

1 Introduction

The idea behind CiakTime comes from the fact that nowadays there are a lot of movies out both in theatres and in streaming platforms, so that cinema lovers can satisfy their needs to stay updated with the latest movies and keep track of them. Also they may want to know on which streaming platforms they can find the movies. Finally they could have the necessity to interact with other cinema lovers about their favourite movies or share their opinion about the movie with the community through reviews.

For these reasons, our app offers a lot of functionalities. The user has the possibility to keep track of already watched movies, movies to watch and favourite movies; moreover he can search for movies by title, also filtering results, search for actors and movie directors, look for upcoming movies and popular movies and actors. Regarding the movies, he can read information about plot, cast, year of release, duration, genre, movie director and streaming platform on which the movie is available; in addition, he can review and rate movies, comment and like reviews made by other users. Finally, regarding movie directors and actors, the user can read their biography and take a look to their filmography.

In order to involve as much users as possible, we decided to make our app available for both iOS and Android devices.

2 Requirement analysis

2.1 Competitor analysis

We found two main competitors for our application: IMDb and Cinemaniac.

IMDb



+100mln downloads



IMDb is the world's most popular and authoritative source for movie, TV, and celebrity information. This app has a huge fanbase and a limitless cinema database. On this app the user can watch trailers, get showtimes, and buy tickets for upcoming films. He can rate and review shows he has seen and track what he wants to watch using his Watchlist, and he can also get suggestions regarding movies based on it.

However, we have identified few weaknesses, such as the impossibility to exchange opinions between users, to keep track of already watched movies and to save favourite movies in a list; it is also not very intuitive to retrieve movies specific information due to the high number of functionality offered by the application.

Cinemaniac



+500k downloads



Cinemaniac is an app on which the user can search for a movie and add it to the "Movies to watch", "Watched movies" or favourite list. He can see all the relevant details for any movie and he can leave his own personal grade. The user can find suggestions on the most popular and top rated movies. Moreover, he can find a specific list relative to currently projected movies and upcoming titles.

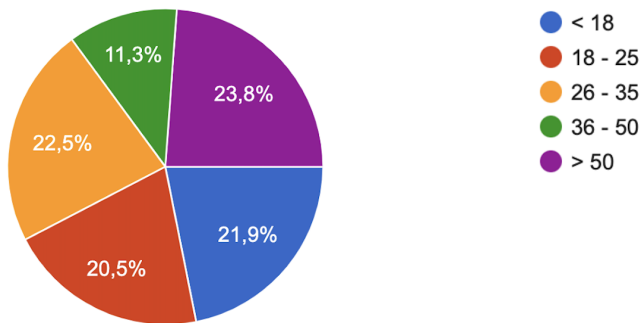
Also here we have identified some weaknesses, like the fact that the interface is not so user friendly, there is no user interaction, there are no information about streaming platforms; moreover the search about movies is not so intuitive and there are in-app purchases required to remove advertisements 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	✓	✗	✗
Like other reviews	✓	✓	✗
No ads	✓	✓	✗

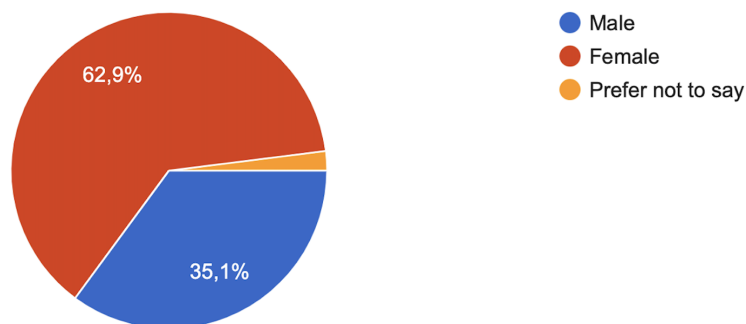
2.2 Questionnaire analysis

Questionnaires are a useful method to investigate user needs, expectations, perspectives, priorities and preferences. They are useful in user requirement but also in evaluation phase to investigate user satisfaction, user attitudes and opinions, relevance of collections and services to user needs, trends. We designed the questionnaire in such a way that each question was clearly written, in order to not lead the user to a specific answer and to always make them feel comfortable while answering. Below we present the questionnaire results used to better understand the target of potential users in order to have a better refinement of some aspects of our application. More precisely, we reached 151 people, and so we had a good number of answers, statistically speaking.

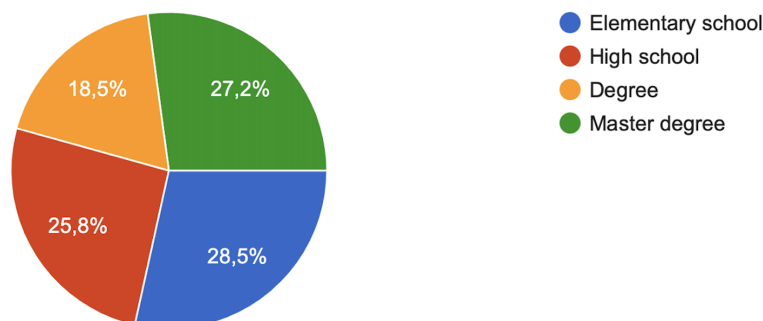
What's your age?



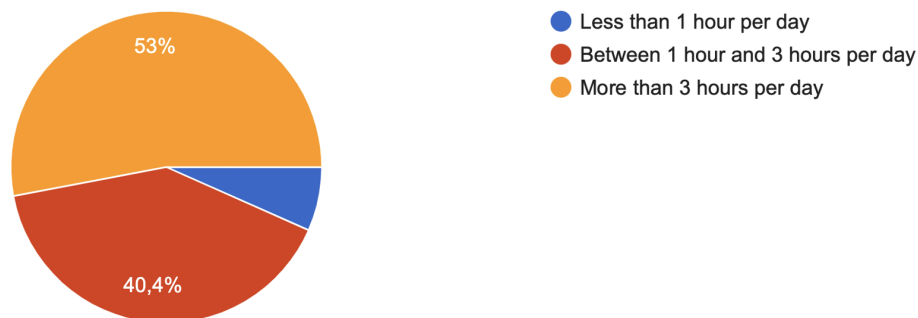
What's your gender?



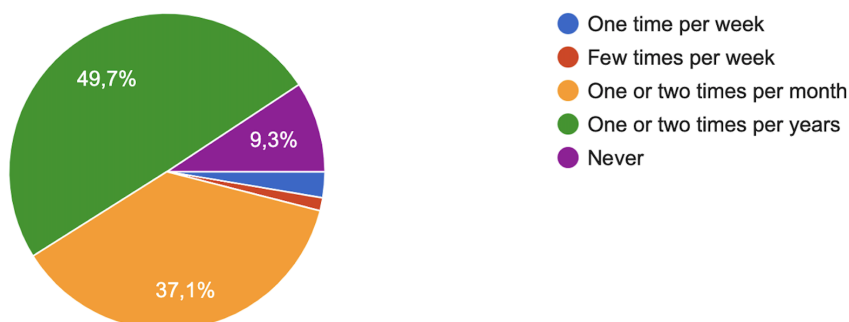
What's your educational level?



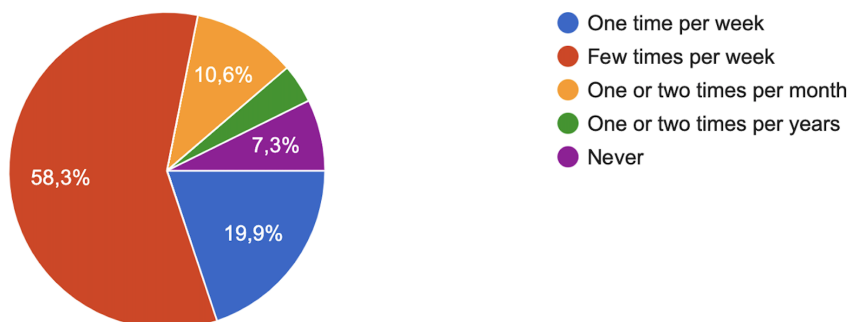
How frequently do you use your smartphone on average?



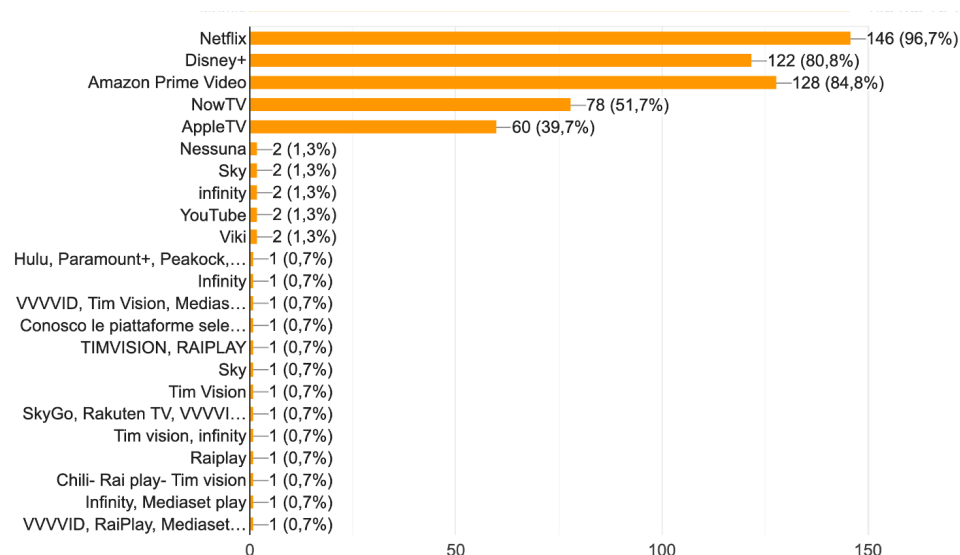
How many times do you go to the cinema on average? (Before pandemic)



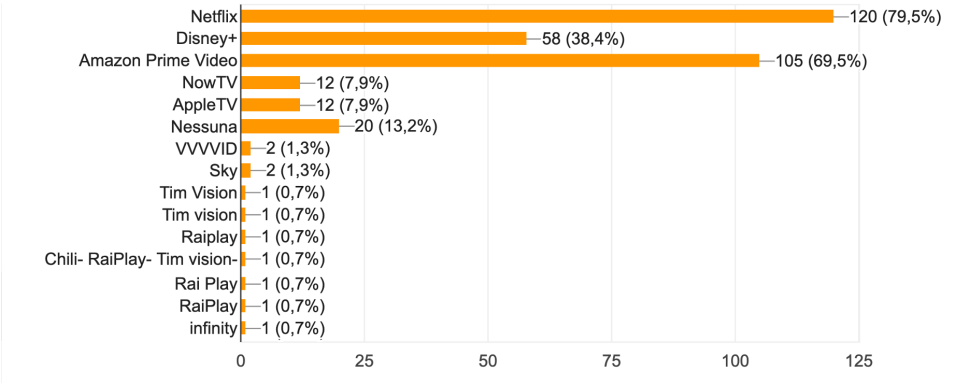
How many times do you watch movies on streaming platforms/tv on average?



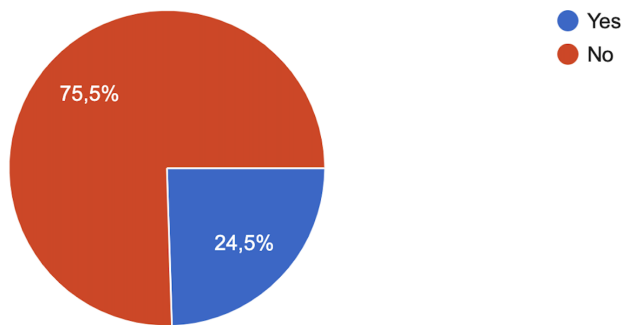
Which streaming platforms do you know?



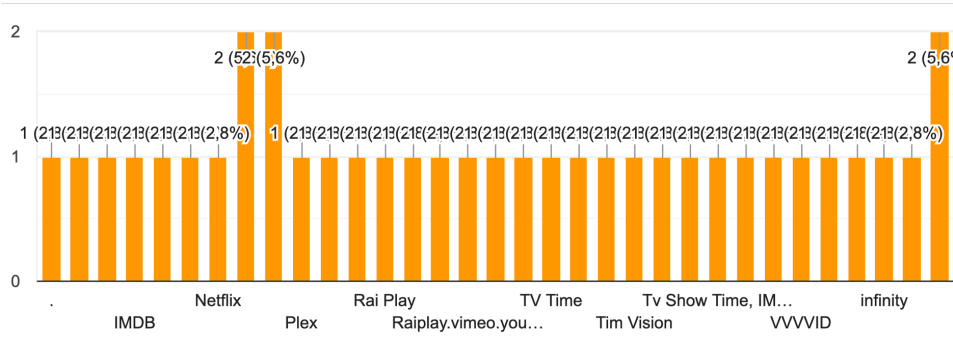
Which streaming platforms do you use?



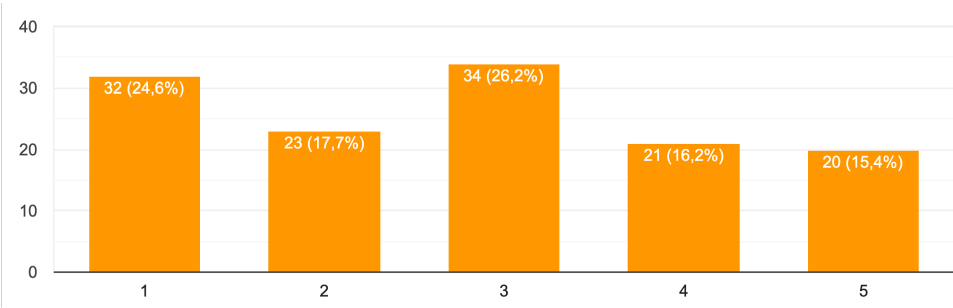
Do you use any movies related app?



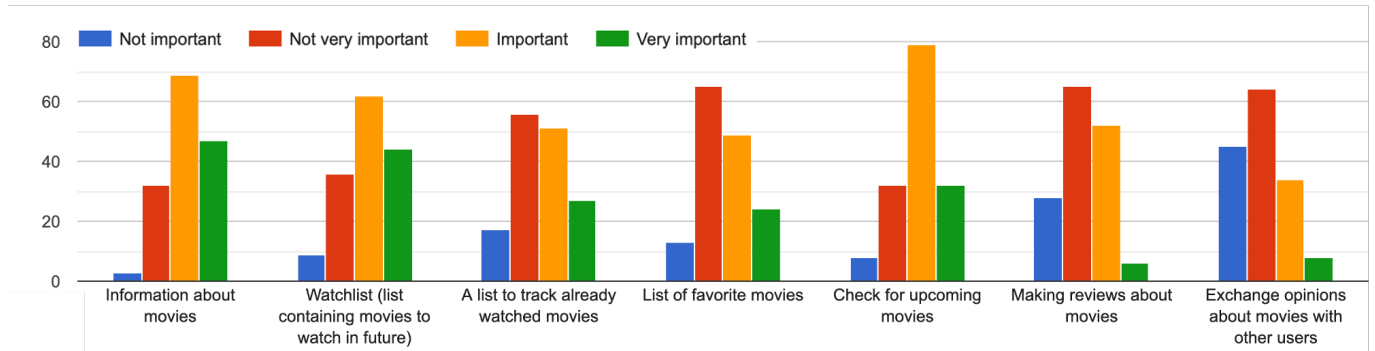
If you use any movies related app, which one?



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?



2.2.1 Conclusions

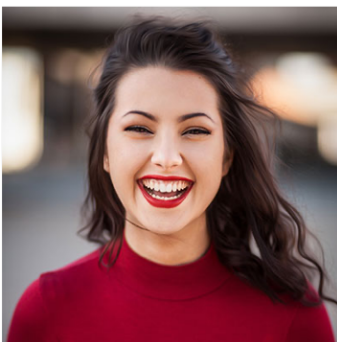
After having analyzed the results obtained from the questionnaires, we have formalized the following conclusions:

- Regarding ages, we noticed that there is no predominant range, but they are more or less equally distributed between 18 and 50, and the majority of them are women.
- The majority of them uses smartphone more than 3 hours per day.
- Since we noticed that the majority of people rarely goes to cinema and conversely watches very often movies on streaming platform, we decided to focus our app on this feature.
- Moreover, given the fact that a very high number of people does not use a movie related app and that the majority of them would be interested in doing this, we thought that the idea of such an app would be very appreciated.
- Finally, from the last question, emerge the most wanted features such as have informations about movies, have the possibility to add movies to lists and have informations about upcoming movies, and so we decided to focused on them.

2.3 User analysis

Age	18-50 years
Gender	male/female
Profession	Any
Education	Any
Location	Any
Tecnology	Basic smartphone experience
Passions	Cinema, movies

2.3.1 Persona 1 - Vittoria



Age: 25 years-old

Gender: Female

Profession: Student

Education: University level

Location: Rome, Italy

Tecnology:

Passions: Watching movies and tv-series on streaming platforms

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.

2.3.2 Persona 2 - Emanuele



Age: 33 years-old
Gender: Male
Profession: Programmer
Education:
Location: Torino, Italy
Tecnology: High level
Passions:

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 finds 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.

3 Task analysis: HTA and STN

NOME

NOME

NOME

NOME

NOME

NOME