Tesina
Human Computer Interaction

CiakTime

Authors:
Mauro Ficorella 1941639
Martina Turbessi 1944497
Valentina Sisti 1952657

Sapienza
July 2021

Contents

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 found 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

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 1 - 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 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.

3 Task analysis: HTA and STN

NOME

NOME

NOME

NOME

NOME

NOME