

IMDB Redesign

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Home Screen:

We felt the home screen of IMDB was too cluttered, especially the navbar. We looked to streamline the navbar options by removing some of the buttons and hidden dropdowns and making all of the buttons/items look identical. Then we noticed that the two column look actually made it hard to understand the information presented, so we switched the layout such that it initially only shows one trailer (which will switch based off of the user's preferences). This will be followed by the latest movies out which contain a ratings overlay to give the user quick information about the best, most recent movies. We also decided to use black, grey, white, and yellow for the main colors of our website to keep with IMDB's current theme. However, we removed the use of gradients and tried to choose typefaces that would let themselves to the more friendly theme.

Search View:

You can access the 'Search View' by clicking on the 'Movies and TV' tab of the navbar. We thought IMDB's original view was cluttered with a lot of text and search options, so in order to clean up the page, we decided to condense everything into a simple grid view that would make sure the focus of the view were the results. We kept the background white and made sure that the negative space emphasized the images. We also used contrasting colors for fonts and backgrounds to ensure readability. The text at the top of the view is black on white, while the text in each sliding overlay is white on a darker golden yellow. The filter tools are also still accessible; they're just be hidden in the "Filter By" button at the top of the page.

We also thought that the original search results were not very informative. They each featured a small picture, title, and year the show/movie was created. This is pretty problematic considering the fact that a "deadpool" search would result in multiple results with the same title and no clear distinguishing features. In order to clarify this, we decided to increase the size of the images and provide a much more detailed description of each result in a sliding overlay. This overlay only displays information when the user expresses interest. It appears when the cursor hovers over the result and the description becomes scrollable when the result is selected. All of this ensures that the view only displays text that is relevant, preventing unnecessary clutter.

In Theaters View:

Clicking the 'Showtimes' button on the navbar takes you to our 'In Theaters' view. For this page, we maintained the core colors of IMDB - white, black and yellow - as the contrast between these colors create emphasis. We revamped IMDB by choosing a softer shade of yellow, as it creates a "calmer" user experience. We choose a white background with lots of

negative space between each movie poster because it ensures the user focuses on each content. The symmetrical thumbnail grid layout helps users skim through the wide range of movies. Only if they are interested in a movie, will the “Find Tickets” button appear (they would need to hover over the movie poster). This is to avoid cluttering and maintain the simple grid layout. As this page is not text heavy, we choose sans serif because it complements the page’s concept of simplicity and modern.