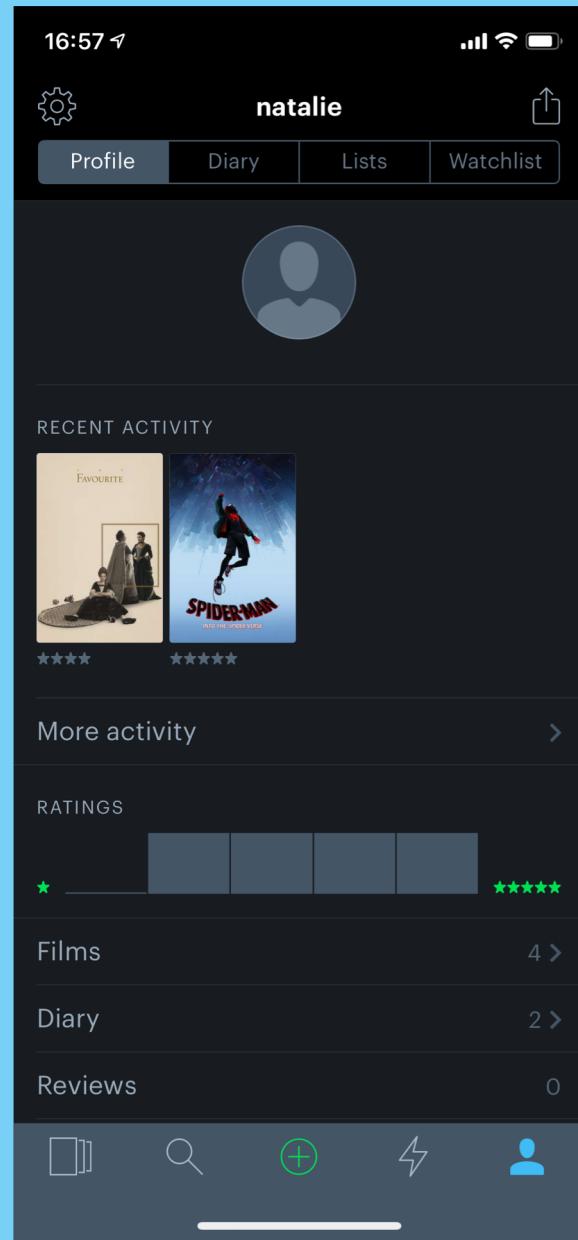
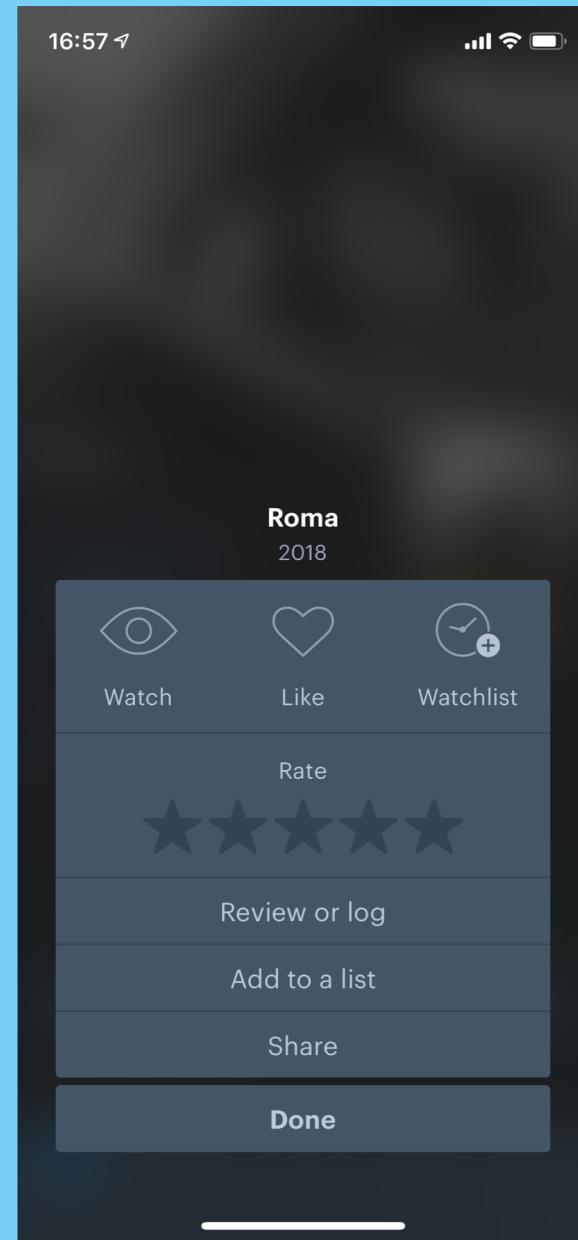
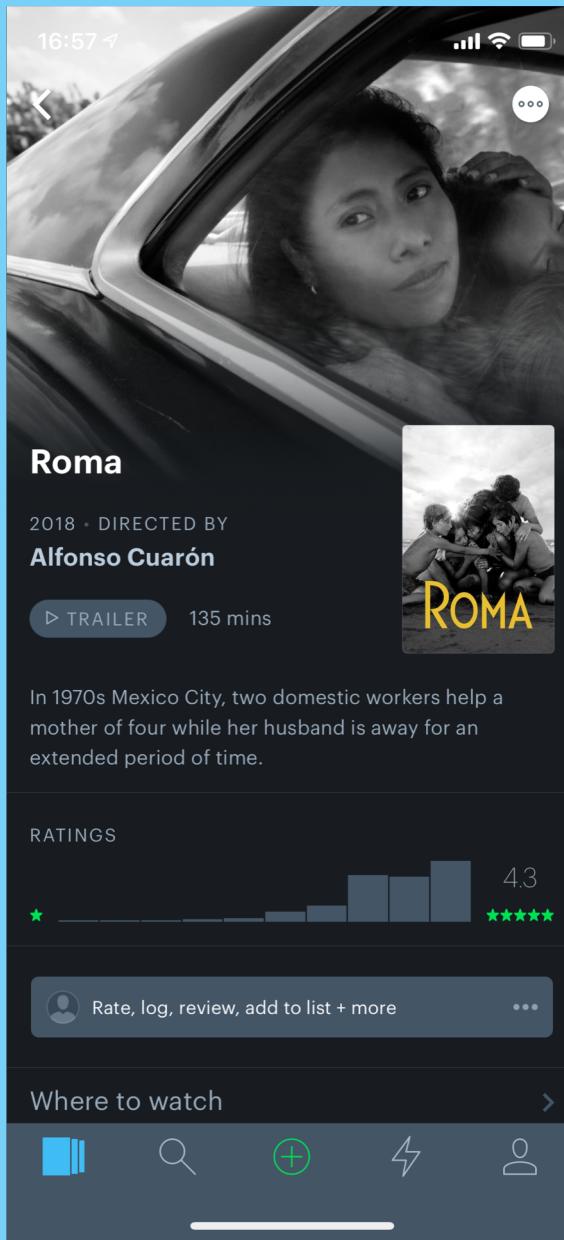
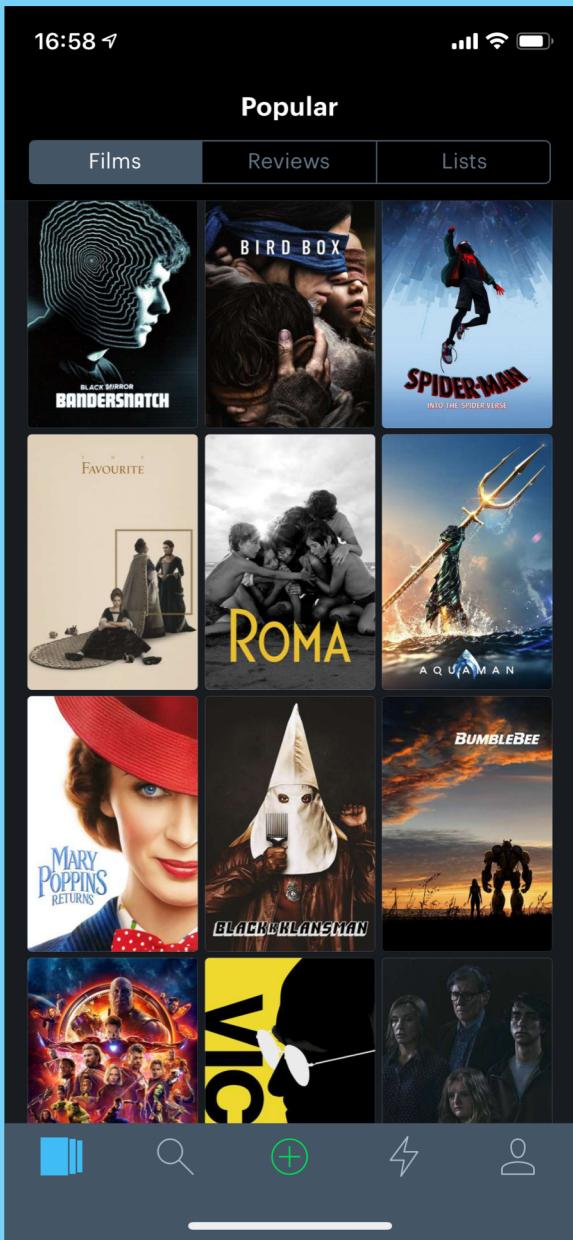


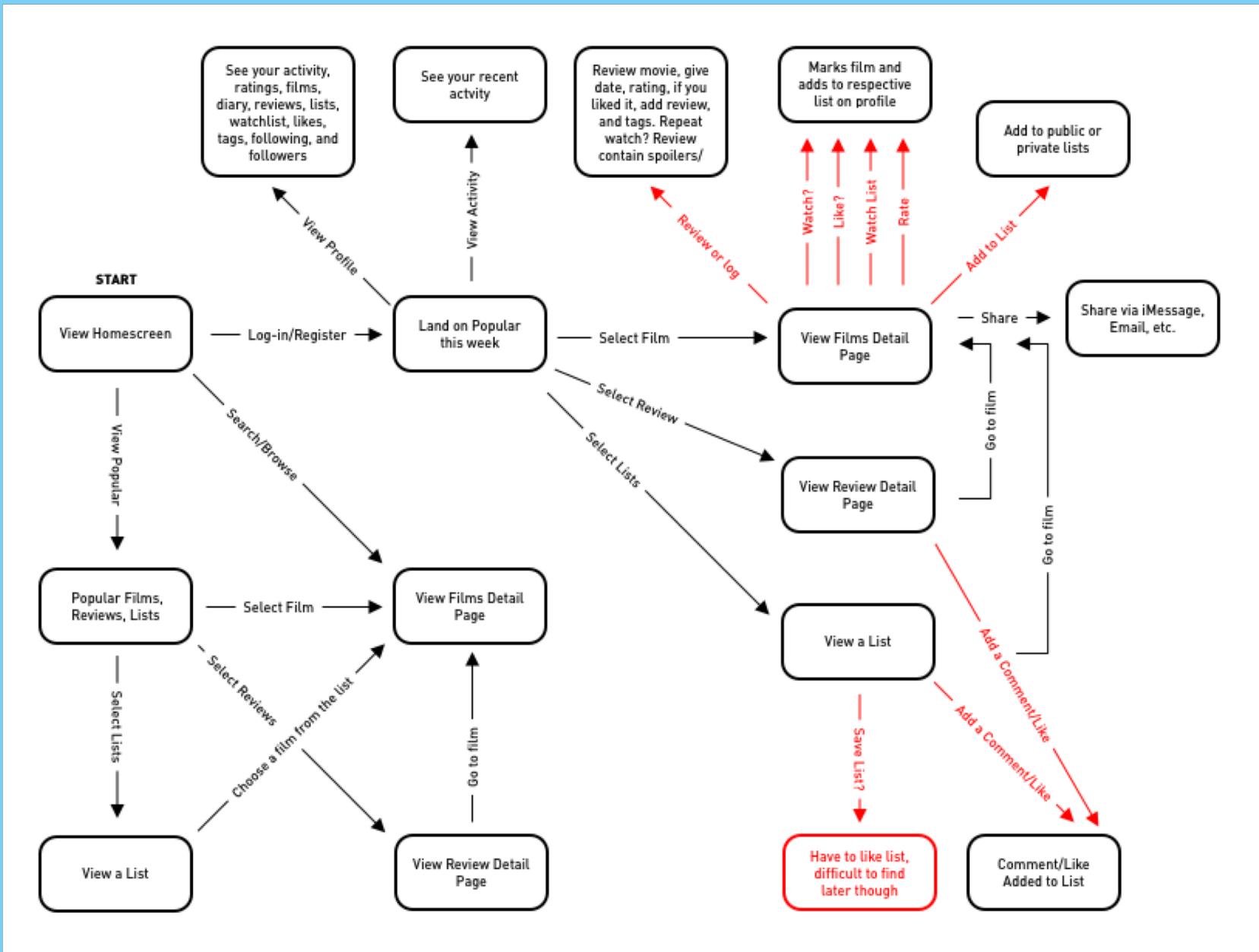
Letterboxd Redesign

Natalie Duerr

Bad Example: Letterboxed

- Letterboxed is an online social networking service
- It was launched as a social app focused on sharing opinions about film
- The site and app is meant for sharing its members' tastes in films
- Beautiful UI, but poor user experience



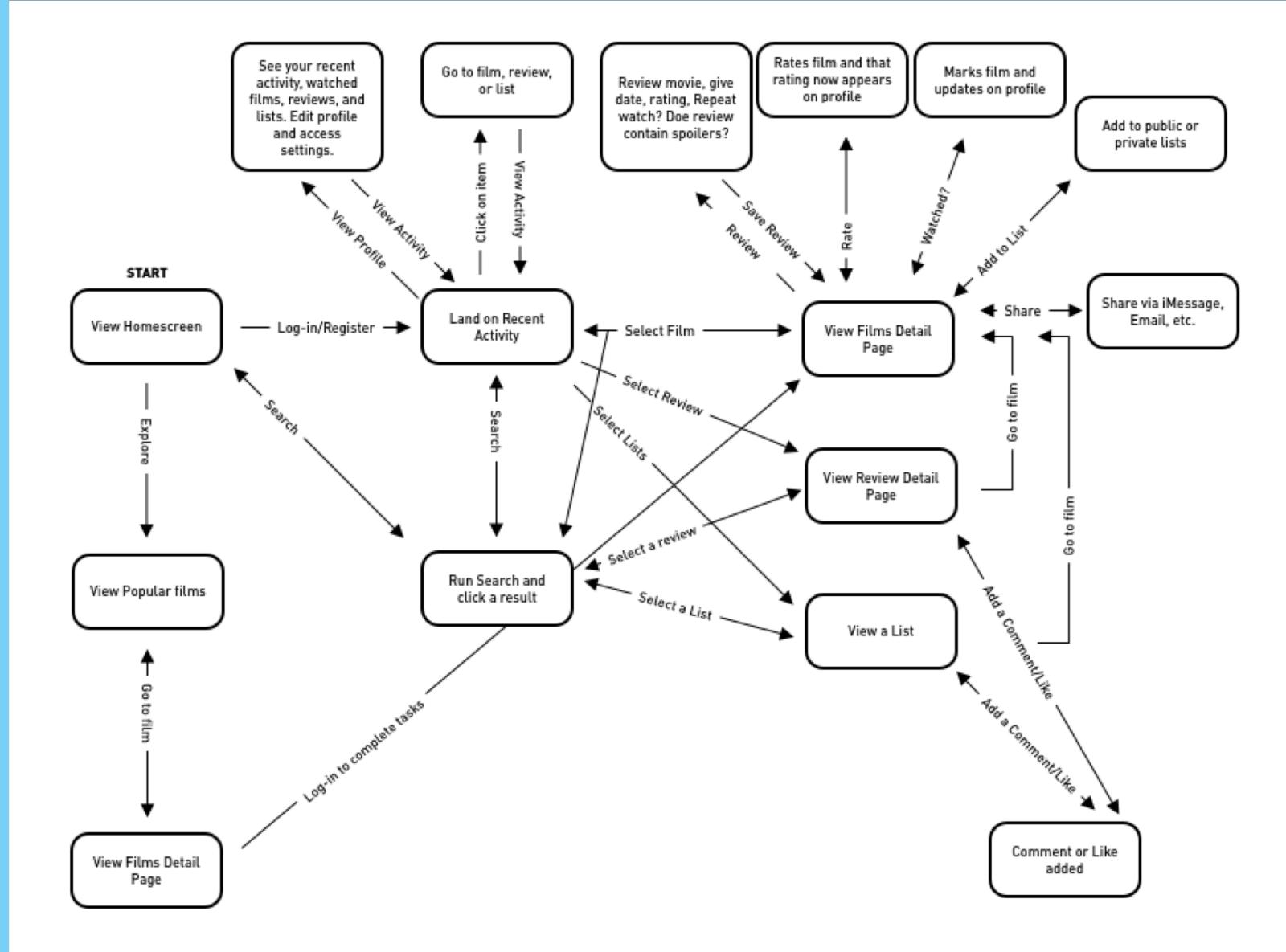


Problems with Letterboxed

- No way to interact with films before log-in
 - Too many actions to take per film
 - Hard to figure out how to save a list, have to “Like” it and then navigate to likes on your profile
 - Difficult to find area to like and reply
 - Finding users to add/friend is difficult
 - Difficult to update your own profile

What Letterboxd does well

- Access lots of information about movies
 - Attempts to socialize movie going/viewing

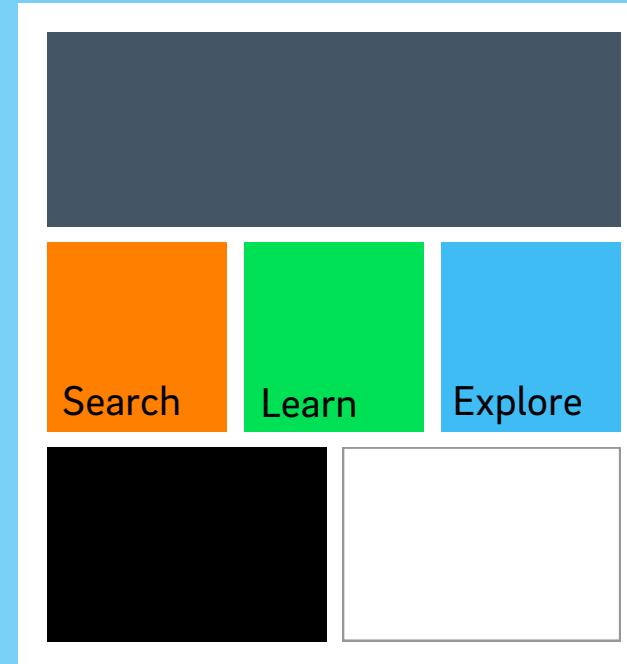


Changes made

- User can log-in even after they have started to explore and stay on that page
 - Users can now only Rate, Review, Watch, or Add to List a film
 - Search area simplified
 - When logged in and following users, the user will see recent activity

Added "Explore" area following user testing

Visual Design Phase



H1 Heading

H2 Heading

H3 Heading

H4 Heading

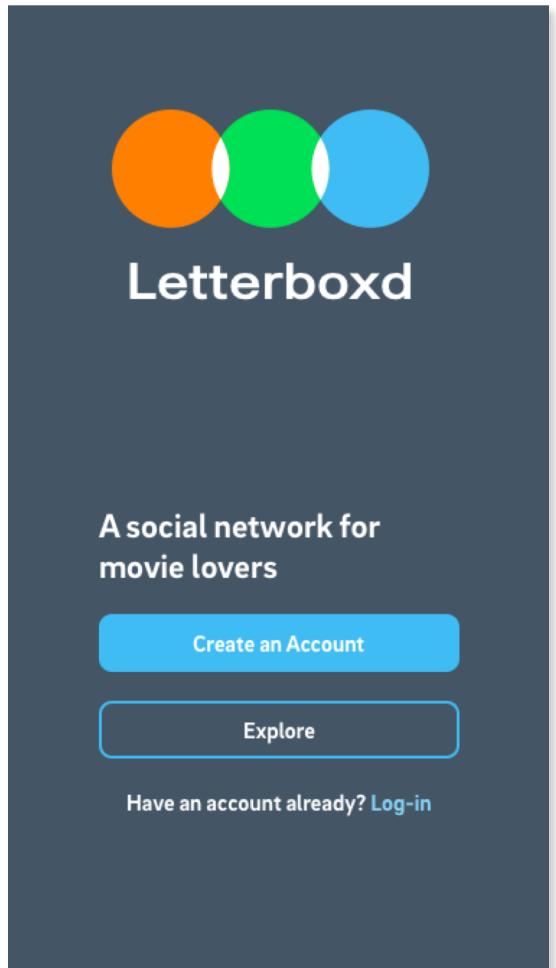
Body

Inactive

Active

Linked text color: #165C9A

Visual Design Screens



The "Home" screen displays a feed of activity. It includes a post from "Merav" about a review of "If Beale Street Could Talk", a post from "Laura" about a list of "2019 Oscars - All Nominated Films", and a post from "Josh" about watching "A Star is Born". Each post shows interaction counts (comments and likes) and small movie posters. At the bottom are navigation icons for Home, Explore, Search, and Notifications.

This screen shows a modal titled "I watched...". It displays a card for the movie "If Beale Street Could Talk" (2018). The card includes a thumbnail, the title, and the date "Watched: Monday, February 25th, 2019". Below the card is a rating section with five yellow stars. Further down are buttons for "Add a review...", "I've seen this film before", and "Contains Spoilers". Navigation icons are at the bottom.

The "Notifications" screen lists various interactions. It includes notifications from "Roman" (replied to a review), "Bahar" (liked a list), "Josie" (liked a watch history), "Judy" (replied to a watch history), "Sawyer" (tagged in a review), "Anika" (started following), and "Hope" (replied to a watch history). At the bottom are navigation icons.

10:47 ↗



Popular

- Films
- Reviews
- Lists

Popular this week

New from friends

merav 5 stars

pearsecal 5 stars

Popular with friends

Home

Merav reviewed... 2h
If Beale Street Could Talk
★★★ 1/2
Beginning of the review is here. This is the first few words of the review...

5 comments 10 likes

Laura created the list... 2h
2019 Oscars - All Nominated Films

7 comments 25 likes

Josh watched... 2h
A Star is Born
Directed by: Bradley Cooper
Starring: Bradley Cooper, Lady Gaga, Sam Elliot, and more

5 comments 10 likes

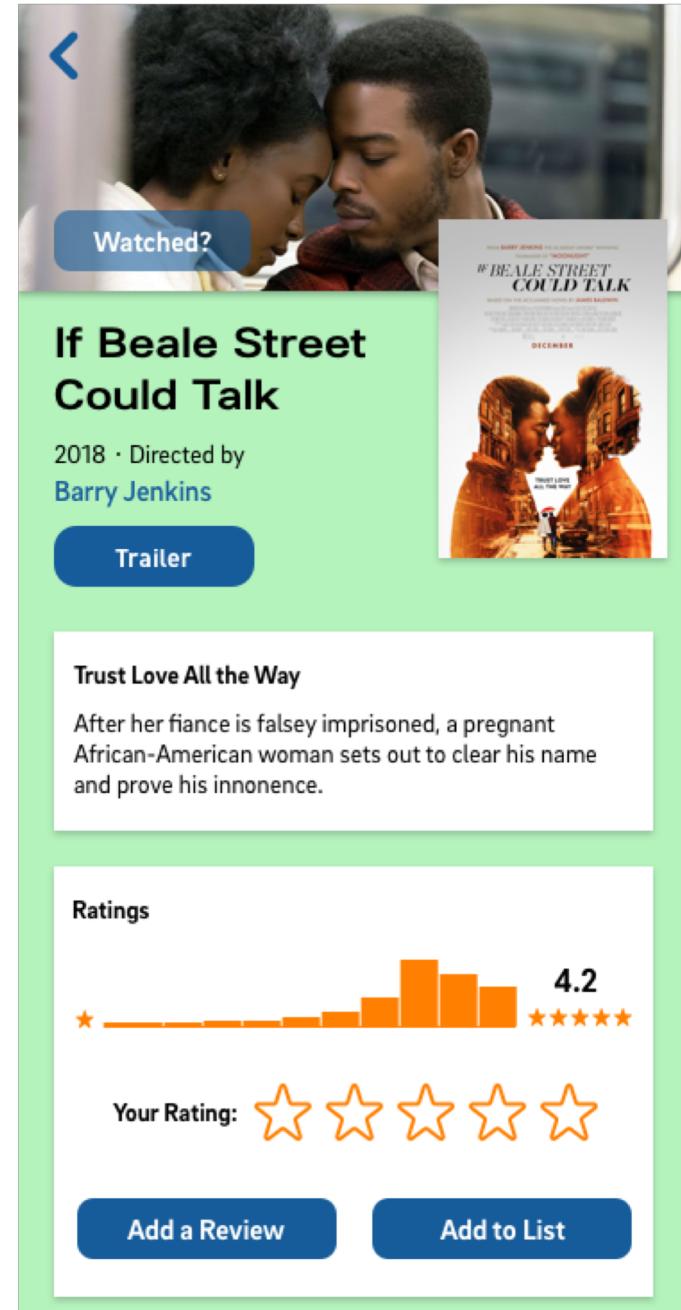
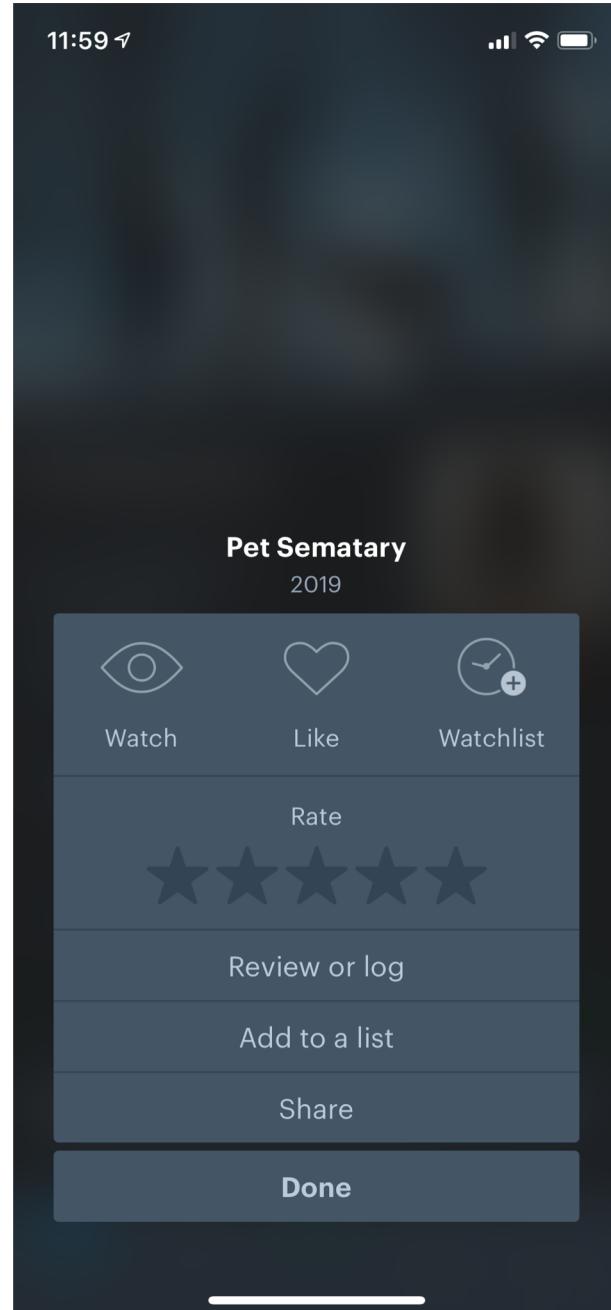
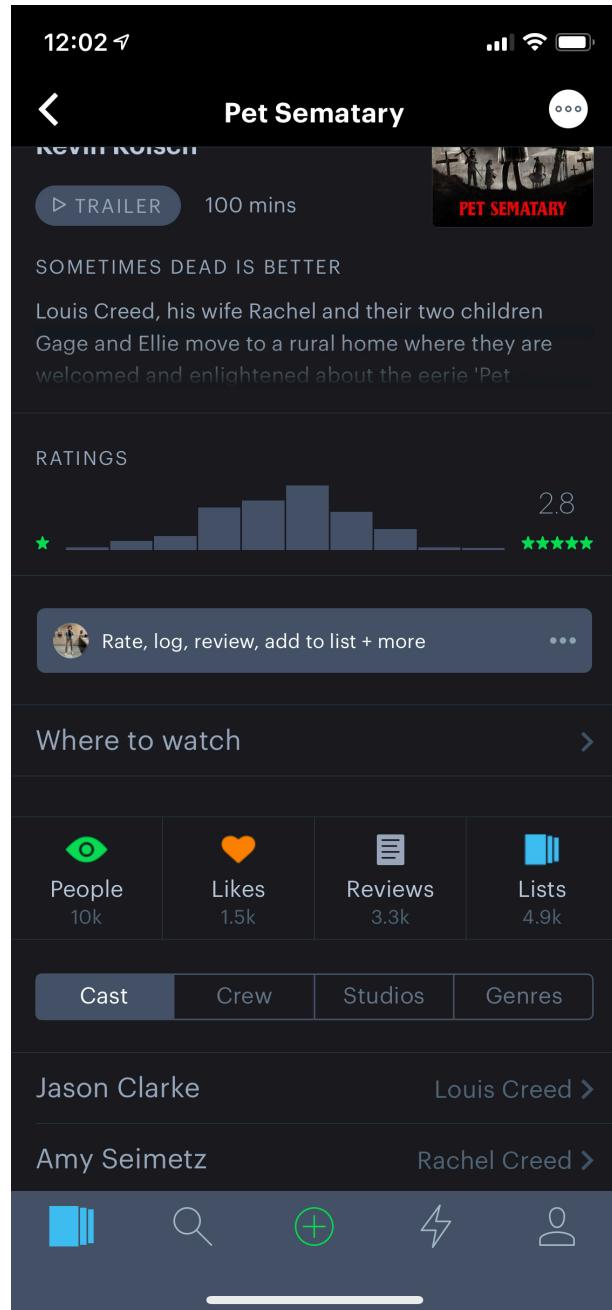
Home **Explore** **Search** **Notifications**

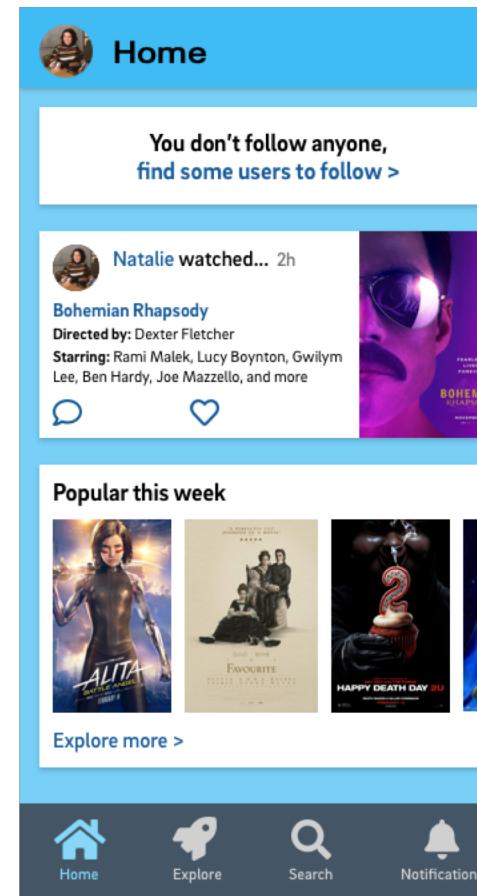
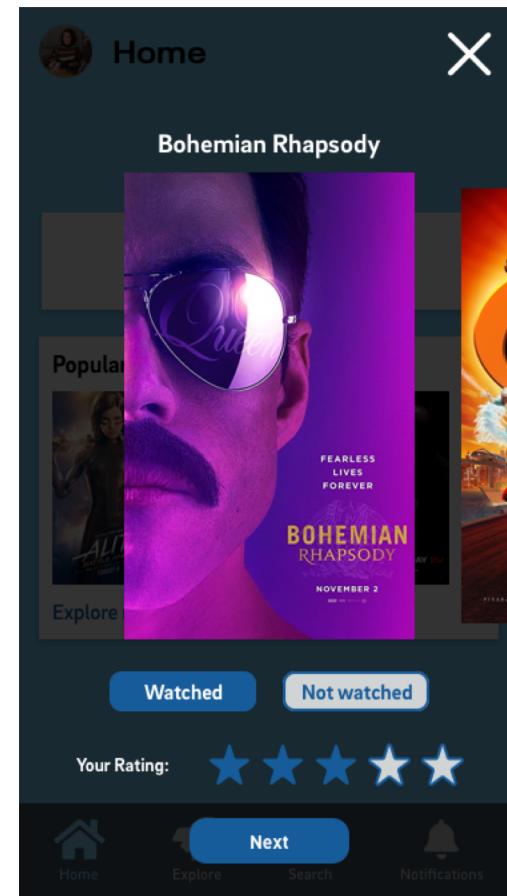
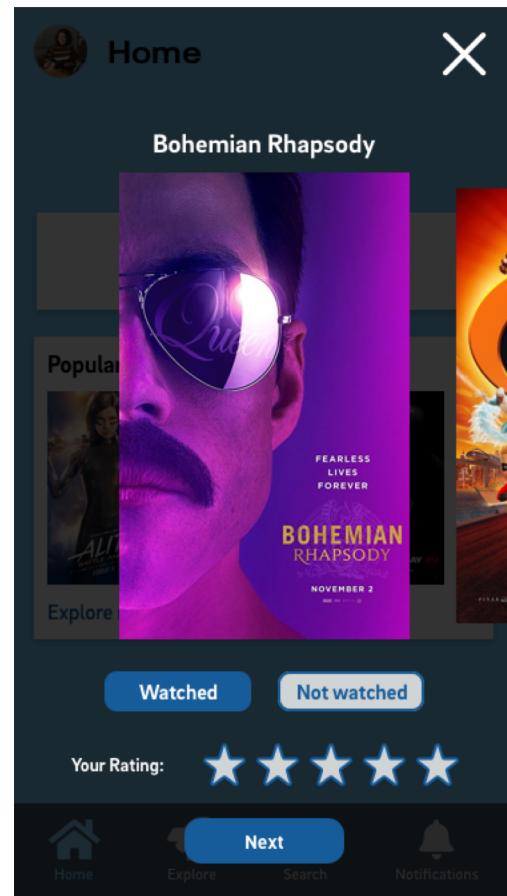
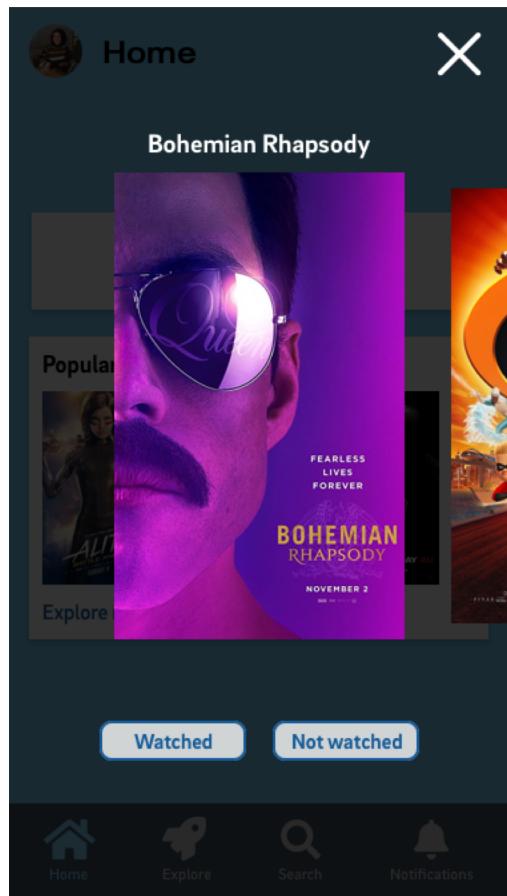
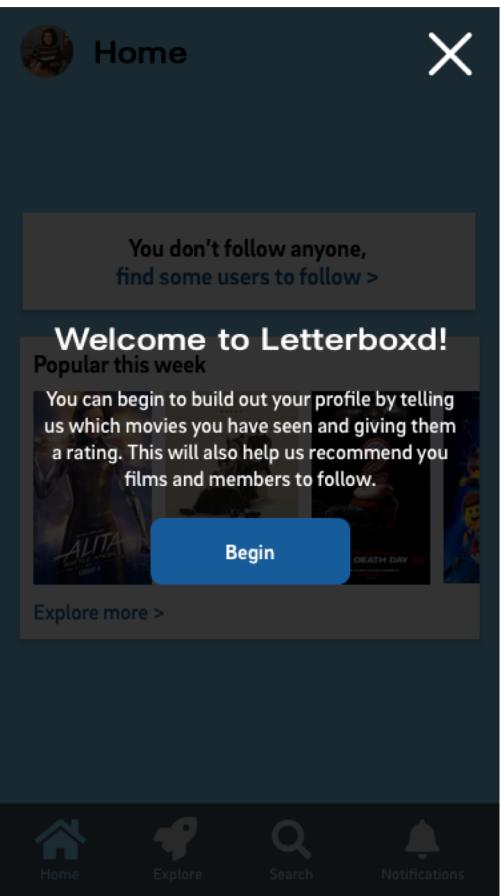
Navigational Changes

- First page is now a new home screen
- Explore allows you to see what is popular across the world (from user testing)
- Search stayed the same
- Users can now easily find their notifications and see how other are responding to their content

Changes to home screen

- See what your friends have been up to and easily interact with them by adding likes or comments
- Activity is timestamped (from user testing)
- More socialized





Final Work

- UI Spec
- Wireframes
- VD Prototype