

Raine Scott – 26769114
Warren Pugash – 26579377
Sunday, October 8th, 2017

Project Writeup

Home Screen:

We decided that IMDB's home screen did not look inviting enough for people to want to stay on their site longer than to search up whatever movie fact was bugging them. A much simpler and monochromatic design that didn't overwhelm the user was a better move, so that's what we tried to emulate. With a simple grid of trailers, each arranged into columns of new movies and TV shows, the user wants to keep scrolling and scrolling and will stay on the site longer. The movie artwork is displayed prominently and should interest whoever is looking at them, even for a few seconds on the home page. We made the logo and the nav-bar much more simple in an attempt to make the entire site more visually pleasing.

Search Page:

With the search page, we decided to keep the theme of simplicity. The real IMDB page has ads and all sorts of other distractions on the side of the page that make the user want to spend even less time on the site. The descriptions are cut off, which makes people want to click on the actual link to see the rest. The links to the specific categories are also very simple on the side, but are very accessible and make the site easier to navigate. The yellow background is most seen here, and we decided to keep it that way because it's unique and simple.

Profile Page:

In terms of word content, this is the most filled page we made. It is, however, very simple in that there isn't much differentiation in the content. Once again, we kept it simple with an easy to use nav-bar on the side of the page and the content is arranged in sequential order. The font we chose was modern and simple, easy to read, and didn't feel too antiquated. We tried to use straight lines and kept the same color throughout to stay with our theme.

In-Theaters Page:

This is probably the cleanest page we made. As in other pages, the elements lift off the page when you hover over them, in an attempt to draw users in. Again, we arranged the columns in an aesthetically pleasing way that keeps users scrolling and engaged in the site. The short descriptions also keep interest and the pictures add visual stimulation.