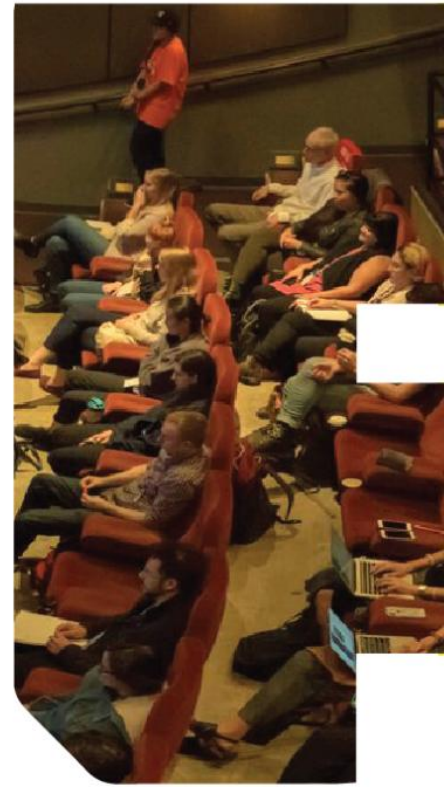
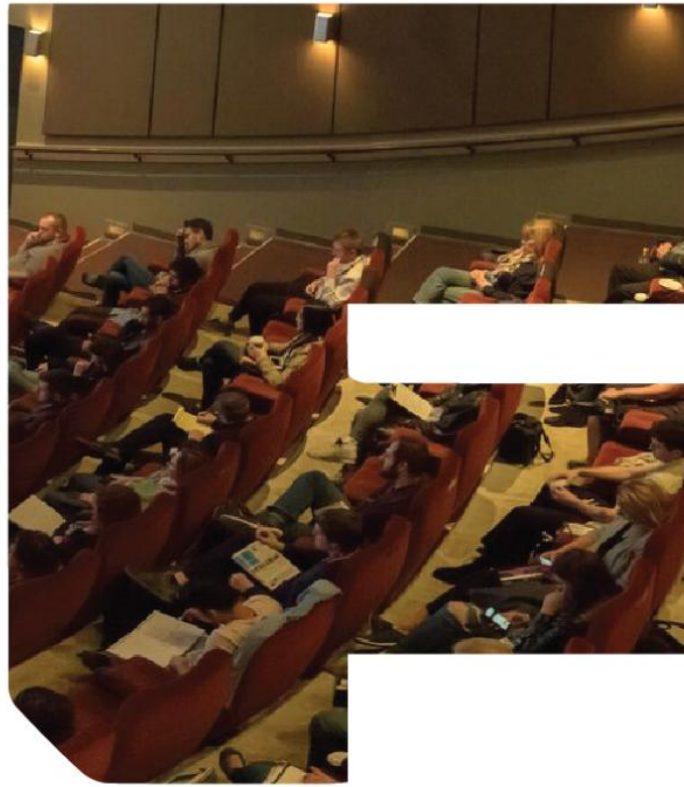


WEEK 9 | DESIGN PROCESS

sanny cora carolyn elene



WHO

Cultural non-profit organization that facilitates local and international films through operating their acclaimed Vancouver International Film Festival (VIFF) and year round screenings



VIFF /

MISSION

To celebrate excellence in screen based storytelling



VISION

Catalyse a diverse community to discover, discuss and share the creativity and craft of storytelling on screen.



VIFF /

WEEK 9 | DESIGN PROCESS

sanny cora carolyn elene

| Engagement

| Community

| Relationship



DESIGN FOCUS 1

ENGAGEMENT

to expand the frame

ETHNOGRAPHY INSIGHTS

Internal documentation & communication issues

Lack of engagement post-festival

Need for a wider audience

Misconceptions about Not-for-Profit

“You’re trying to reach the summit of the mountain but you can’t see the path, can’t see the other people you’re supposed to be talking to and can’t tell if they’re even there.”

– Ken Tsu (VIFF Live Producer)

ETHNOGRAPHY INSIGHTS

Internal documentation & communication issues

 Lack of engagement post-festival

Need for a wider audience

Misconceptions about Not-for-Profit

Conflicts with VIFF year round program and long term goals

During festival: 321 films, 4 music concerts, creator talks, VR sessions

ETHNOGRAPHY INSIGHTS

Internal documentation & communication issues

Lack of engagement post-festival

Need for a wider audience

Misconceptions about Not-for-Profit

~40% audience is 55+

The impact of digital has
depreciated cultural value of film

ETHNOGRAPHY INSIGHTS

Internal documentation & communication issues

Lack of engagement post-festival

Need for a wider audience

Misconceptions about Not-for-Profit

Must cater to sponsors instead of finding ideal partnerships

Not perceived as essential to the community

INITIAL OPPORTUNITIES

Community Perceptions

Comparisons to high arts culture

Non profit misconceptions

Core Identity

VIFF as cultural
facilitator for Vancouver

Pacing of Events

Drop off of promotion in
events and staff post after

Audience retention is mainly
in an older demographic

USER JOURNEY



VOLUNTEER



AUDIENCE



FILMS+ CONTRACTOR

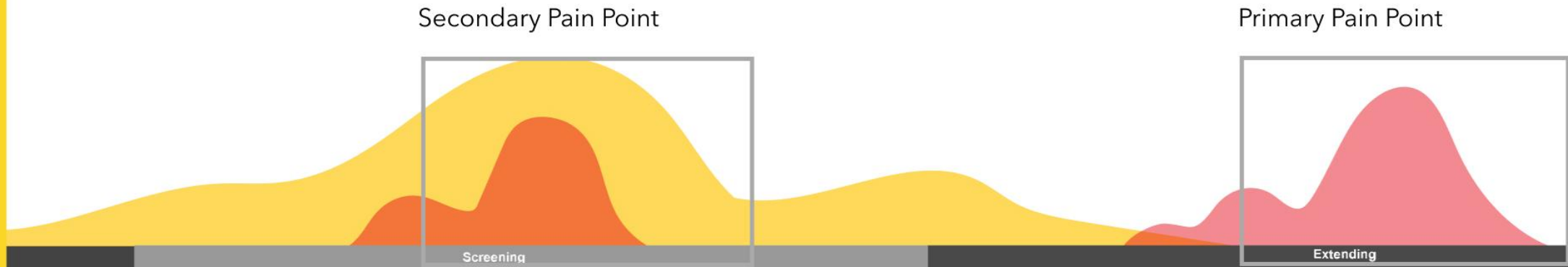
AUDIENCE USER JOURNEY

Primary Pain Point

Retention & post-festival engagement is a long-term issue

Secondary Pain Point

Lack of distinguishing personal festival experience from regular cinemas



CONTRATOR USER JOURNEY

Primary Pain Point:

Post-Festival internal drop-off and documentation

WHY NOT:

Outside of scope

Re-inventing of existing platforms

Commonality of internal issues

VIFF is still successful despite these issues

Primary Pain Point

Prefestival

Festival

Post-Festival



PERSONAS



AUDIENCE MEMBER
ALEXA / CURIOUS SOCIALIZER

New to VIFF, interested in the film scene.
Wants to experience non-blockbuster movies
and connect with other film fanatics.



VOLUNTEER
CAMERON / GENEROUS ENTHUSIAST

Wants to become more involved in film
and give back to those around him.



FILMS+ CONTRACTOR
MICHAEL / CREATIVE MULTITASKER

Wants to create more engaging Films+ events to
expand beyond the screen

VIFF /

MORE THAN ENGAGEMENT

More than engagement, members need
to feel like they are a part of something

DESIGN FOCUS

2

COMMUNITY
of film culture



COMMUNITY FOCUSED PERSONAS



AUDIENCE MEMBER
ALEXA / CURIOUS SOCIALIZER

New to VIFF, interested in the film scene.
Wants to experience non-blockbuster movies
and connect with other film fanatics.



FREQUENT GOER
HUGO / CULTURAL WORKER

Interested in the culture behind film, wants
to find others who engage in similar
interests



EXPERIENCED ATTENDEE
PATTY / LONELY STORYTELLER

Enjoying films, wants to share her stories and
feel more connected to the community.

DESIGN OPPORTUNITIES

1

2

3

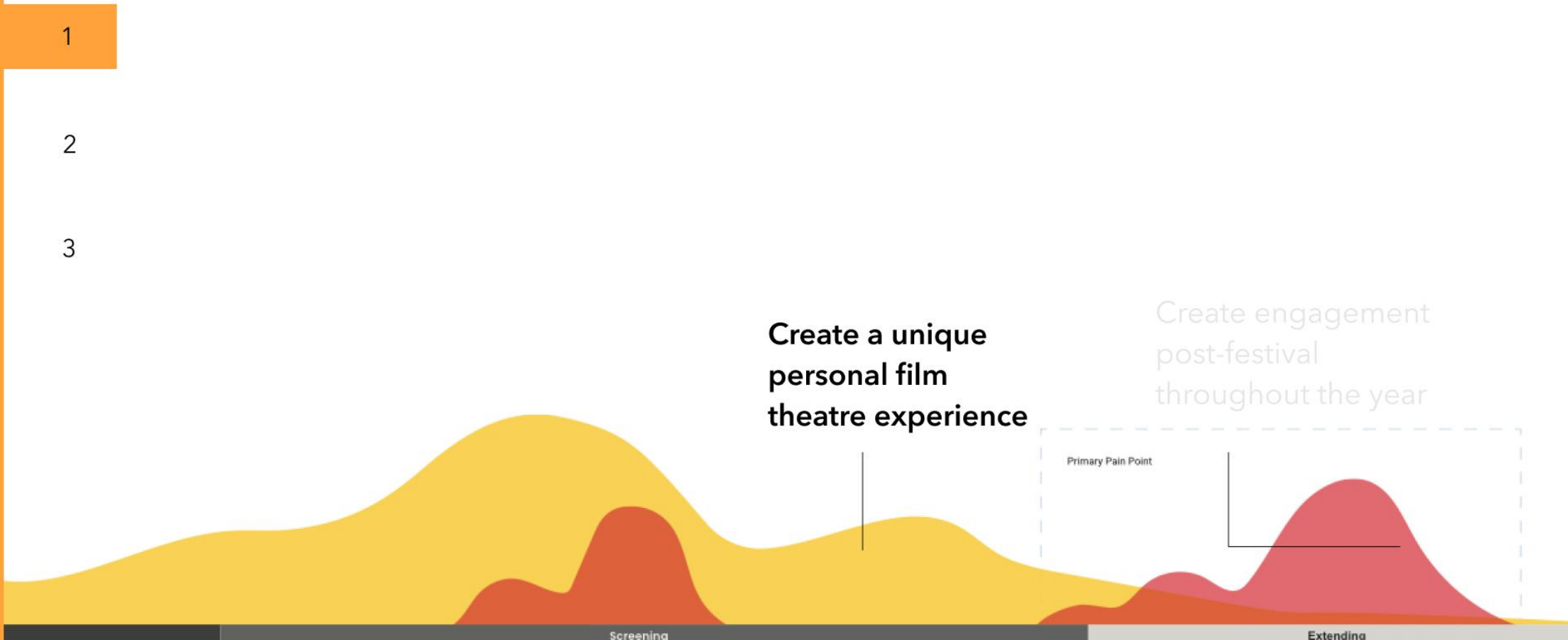
Create a unique
personal film
theatre experience

Create engagement
post-festival
throughout the year

Primary Pain Point

Screening

Extending



VIFF /

DESIGN OPPORTUNITIES

1

2

3

Create a unique
personal film
theatre experience

**Create engagement
post-festival
throughout the year**

Primary Pain Point

Screening

Extending



DESIGN OPPORTUNITIES

1

Bridge gaps through storytelling.

2

3

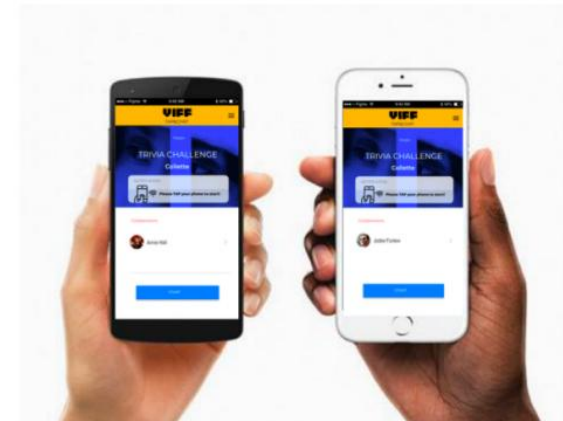
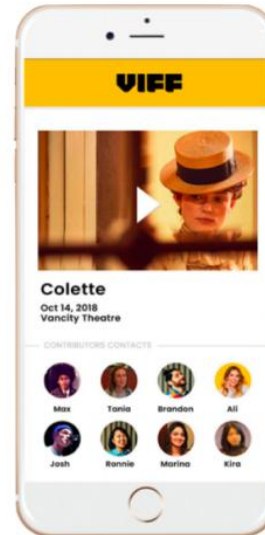


1

Create a unique and personal film theatre experience

TAP & CHAT

An app extension designed to create a more personalized theatre experience by encouraging audience interaction.



1

Create a unique and personal film theatre experience

TAP & CHAT

Why Not

feasibility issues related to the audience's interest and physical location limitations

Insight

create and facilitate the growth of niche communities at VIFF

2 Create engagement post-festival throughout the year

FILM CLUB

An app designed to provide an online platform to collaborate and build the VIFF community.



2

Create engagement post-festival
throughout the year

FILM CLUB

Why Not
too broad and general; nonunique

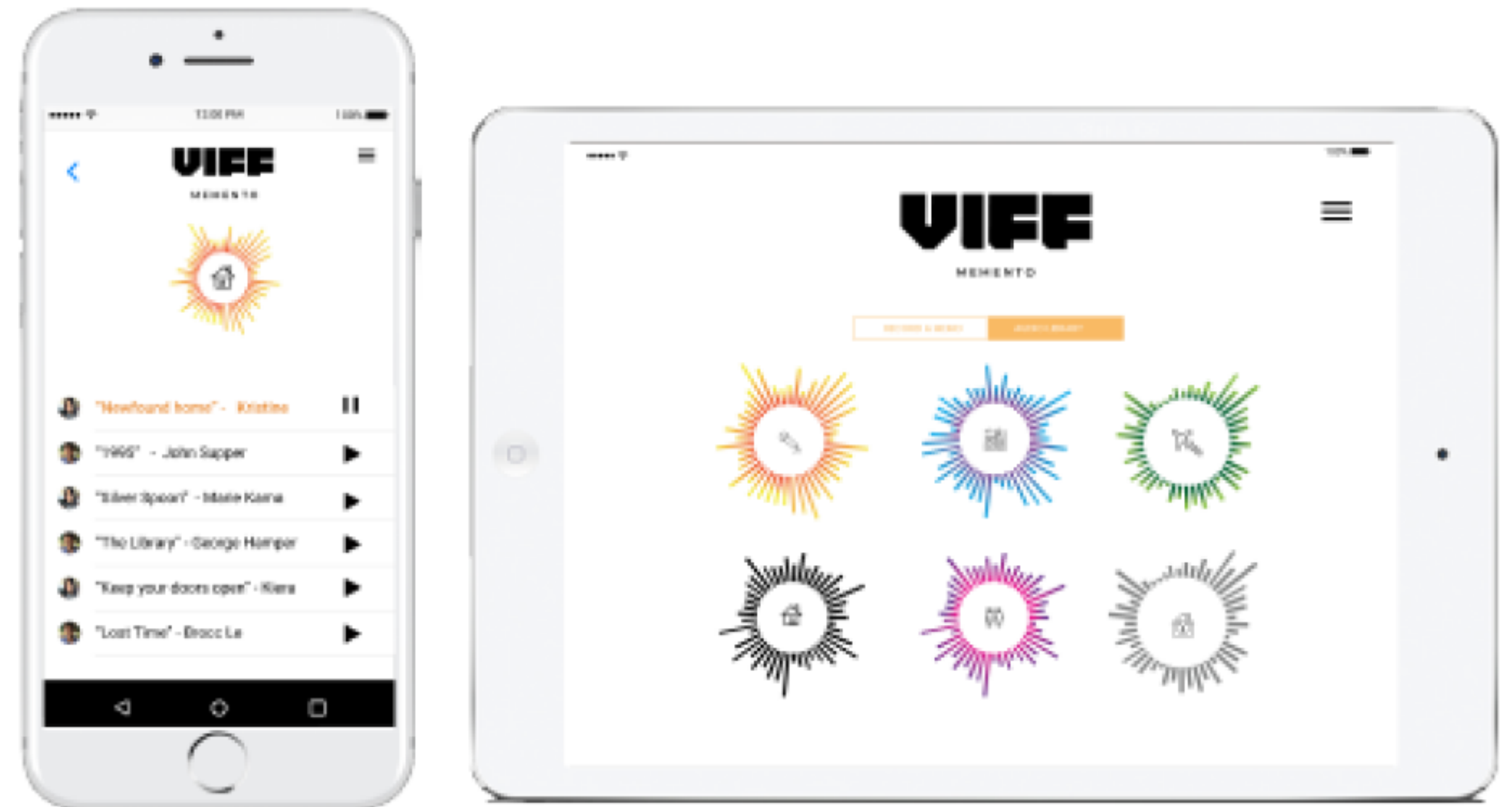
Insight

connecting similar people with
similar values together

MOMENTO

An app extension designed to engage member interaction and connect the community through storytelling.

3 Bridge gaps through storytelling



MOMENTO

Why Not

feasability and the interests of audience
memebrrs along with technological issues

Insight

Giving something personal and
intangible to audience, 'giving
them a voice'

LESSONS LEARNED

Create and facilitate
the growth of
niche communities

Connect similar
people with similar
values together

Give something personal
and intangible to the
audience

DESIGN FOCUS SHIFT

COMMUNITY —————> RELATIONSHIPS

Joining the VIFF community starts
from forming relationships

DESIGN FOCUS 3

RELATIONSHIPS

for longer lasting connections



COCCAR

LIMITED EDITION
450 PINS
\$10

EVOLUTION OF FOCUS

Engagement

to expand the frame

Community

of film culture

Relationship

for longer lasting relationships

EVOLUTION OF FOCUS

Engagement

to expand the frame

Community

of film culture

Relationship

for longer lasting relationships

EVOLUTION OF FOCUS

Engagement

to expand the frame

Community

of film culture

Relationship

for longer lasting relationships

AUDIENCE DISCONNECT

VIFF app is only available during the festival

VIFF communicates mainly through email updates

The only place for personal connection is attending VIFF events



VIFF /

EXTEND THE EXPERIENCE

Foster niche communities that continually participate in VIFF related activities

As a not-for-profit, a community is essential to gain sponsors who tap into niche groups.

- Georgina (Design Coordinator)



VIFF /

LOCAL ASPECT

Highlighting the local film culture

Personalizing the theatre experience helps build a connection



VIFF /

REVISED DESIGN FOCUS

To form enduring relationships
around film through local and
personal film experiences at VIFF





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