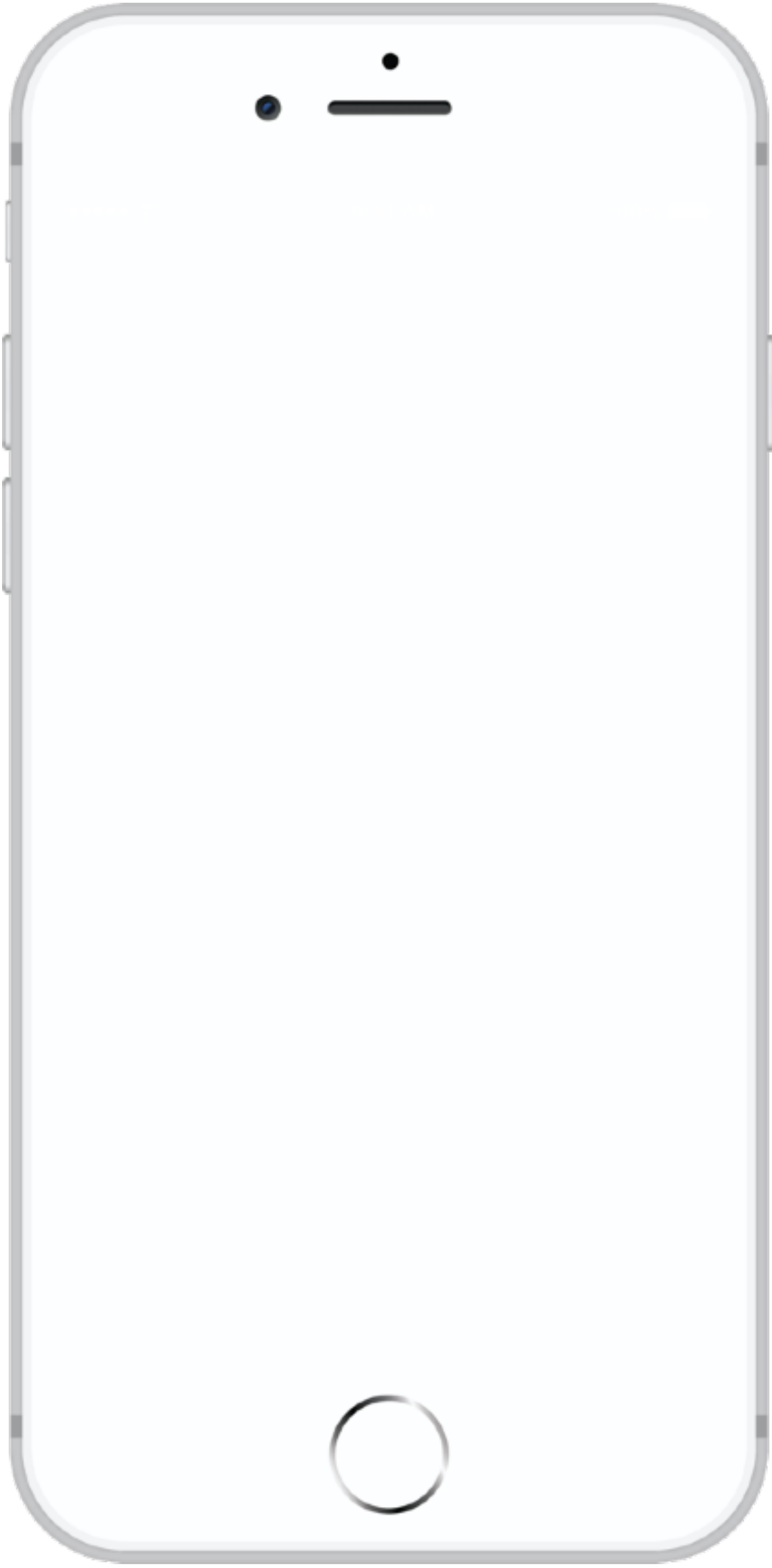


Touchpoints

Memberships

Problem Currently, the membership is not integrated into the VIFF experience as it is only purchased to legally view unclassified films.

Solution The app stores purchased tickets and integrates their membership with a profile that is used to personally curate films.





Lexi Steele



Membership & Tickets



Watchlist



Preferences



Personal Details



Friends



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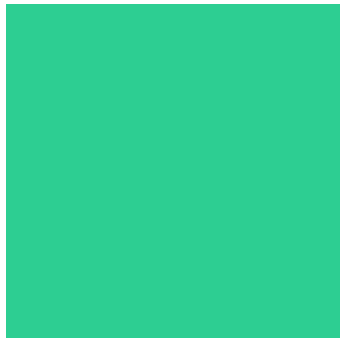
d

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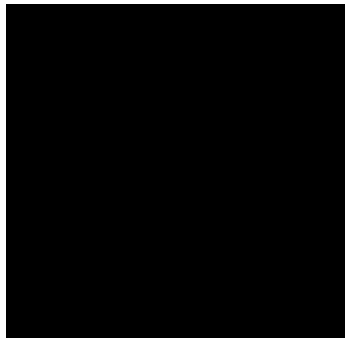
#36eeb8



#2dce92



#ffb800



#000000





Lexi Steele



Membership & Tickets



Watchlist



Preferences



Personal Details



Friends





Lexi Steele



Membership & Tickets



Watchlist



Preferences



Personal Details



Friends



Touchpoints

Membership

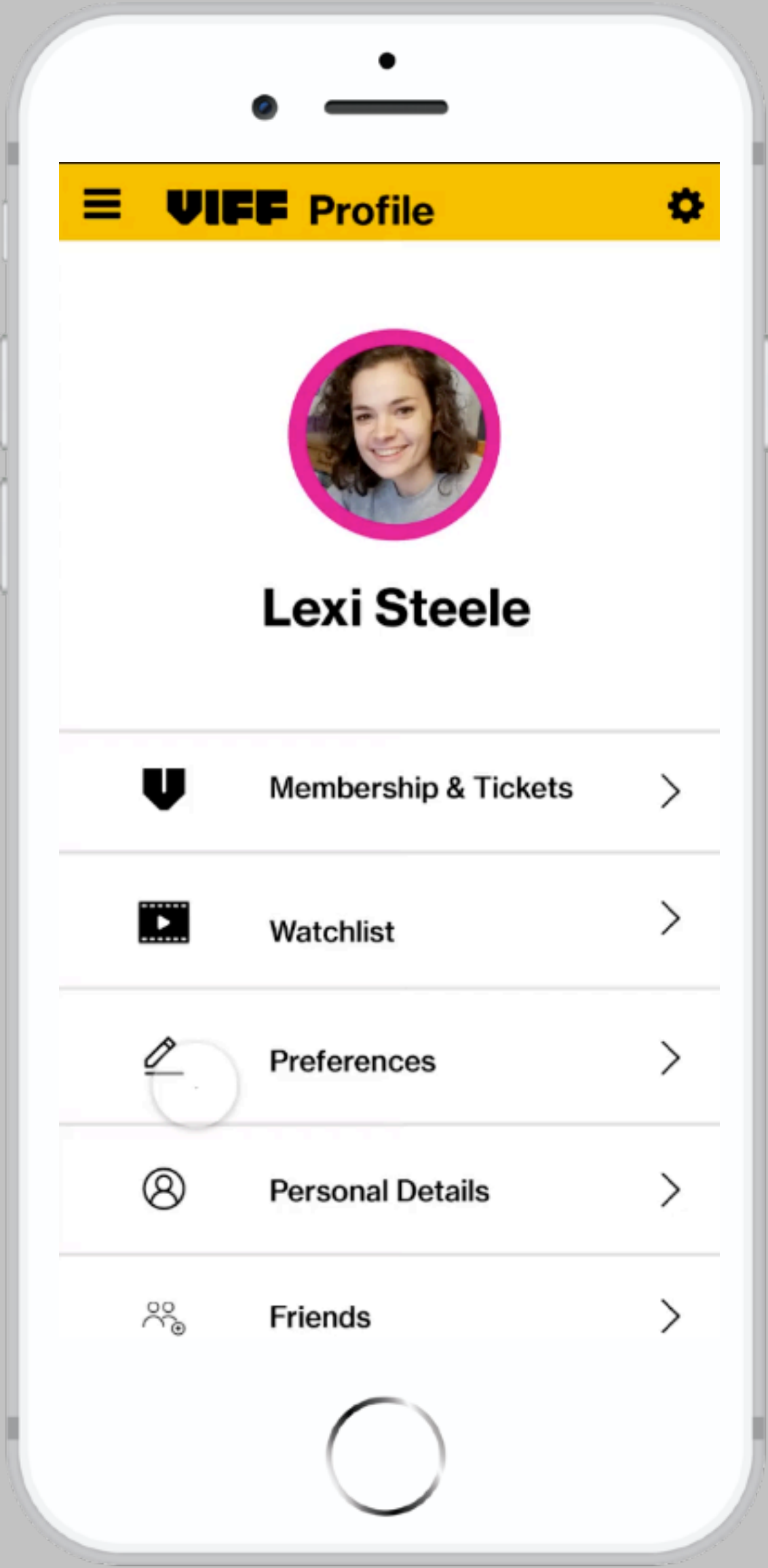
Browse

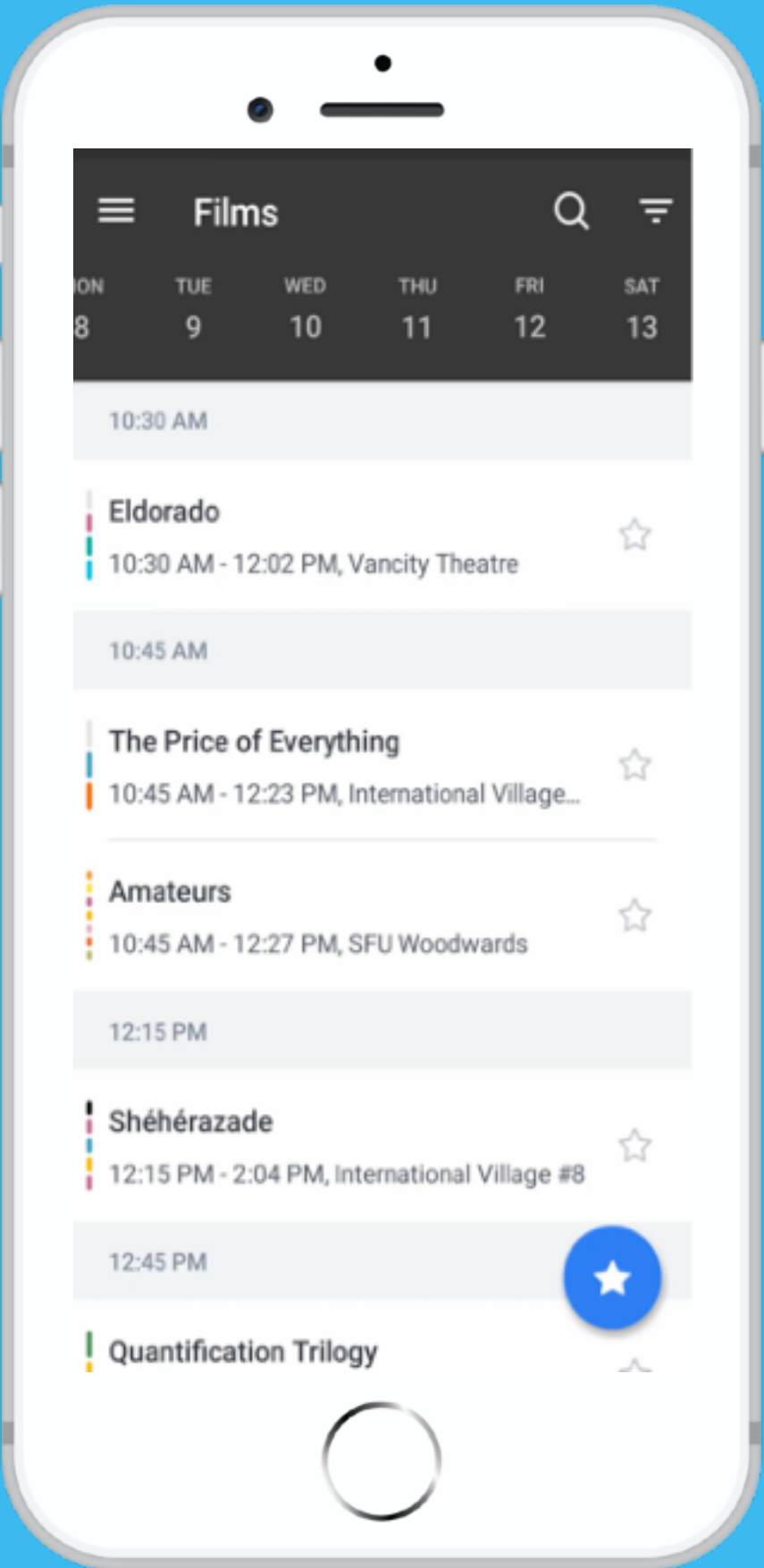
Discover

Calendar

Problem Currently, the membership is not integrated into the VIFF experience as it is only purchased to legally view unclassified films.

Solution The app stores purchased tickets and integrates their membership with a profile that is used to personally curate films.





Current Filter

Current VIFF App

While fully functional, the current VIFF app displays a dense amount of film information with little indication to the categorization type in their filters.