

<SARAH ATHALLA RUSDI>

Hocus Pocus Pictures Project Documentation

hocuspocuspictures.com

Tutor: <Nikolche Vasilevski>

3/4/2025

**Note: Information for the document was taken from Hocus Pocus Pictures' business plan
and logo style guide, both of which will remain undisclosed.**

Table of Content

Self-Assessment.....	3
Revision History.....	3
Application Purpose & Scope.....	4
List of Top 5 Prioritized Objectives.....	6
Target Market Profile.....	7
Competitor Analysis.....	13
Proposed Application Design.....	27
Time Log.....	59
References.....	60

Self-Assessment

1. Team effort put into this project: 1	2	3	4	5 (best)
2. What areas still need improvement? The proposed application design could use more work in terms of perfecting the design				
3. What areas of the project are you most proud of? I am most proud of the competitor analysis section				
4. If you were not able to complete your project, explain why, and what happened: (formative) Team Self-Assessment – Grade out of 100 – [] (formative) <Student name> Self-Assessment – Grade out of 100 – []				
Any other Comments: Overall, I have put in my best effort to finalise this document the best I can. Perhaps with more time I could have done more. I have made sure to fill in all the required information. This document should suffice to begin programming and design the proposed prototype, along with the logo style guide. The PDF version of this document helps in understanding the documentation better. However, the design can be viewed clearly in this document.				

Revision History

1.0 Application Purpose and Scope

Scope:

Hocus Pocus Pictures (HPP) is a start-up film company that is committed to telling and creating original, quality stories. Hocus Pocus Pictures provides viewers with an experience unlike what they have in their daily lives. We offer them the opportunity to escape reality and believe in the fictional experience of delving into a different world, empathizing with and cheering on characters in original stories they've never seen or heard of.

The struggle for gender equality and representation in the filmmaking industry persists in the 21st century. While significant progress has been made, women continue to encounter systemic challenges, such as pay gaps and limited opportunities in prominent roles (Varyan, 2025). We're about supporting women in the film and television industry and finding fresh talent to inject much-needed new ideas and stories into an industry that feels very formulaic. We champion the unusual, quirky, epic, funny, dramatic, thrilling, thought-provoking, romantic and warm fuzzies that are experiencing great storytelling.

Purpose:

Developing a visually engaging and user-friendly website will provide valuable benefits to both Hocus Pocus Pictures and our audience. Viewers will be able to obtain insights into Hocus Pocus Pictures' values, services, products, and social media. Audiences will come to understand what the brand of Hocus Pocus Pictures stands for and know what type of story, style, genre, tone and structure they'll receive. They will also be able to watch the published projects directly on the website, gaining insight into Hocus Pocus Pictures' creative vision and storytelling style. The website will also serve as a communication channel for interested audiences to reach out. Additionally, it will serve as a bridge to social media platforms for those seeking further engagement.

Objective and Goals:

We aim to develop a well-designed, fully functional website that reflects Hocus Pocus Pictures' (HPP) brand identity, including its colours, values, and creative vision. This website will not only provide a seamless and engaging experience for visitors but also establish HPP as a leading start-up film company. Additionally, it will serve as a bridge to our social media platforms, enhancing audience engagement and expanding our digital presence.

Our broader goal is to contribute to the long-term growth of the Australian film industry by retaining local talent and reducing the need for creatives to seek opportunities abroad. By providing audiences with greater access to authentic Australian stories, we aim to address the current lack of diverse local narratives compared to international markets. Hocus Pocus Pictures seeks to create new opportunities for emerging filmmakers, particularly recent film graduates, by fostering employment, collaboration, and creative development within Australia.

Target market:

Hocus Pocus Pictures primarily caters to audiences who enjoy cinema and television, making film enthusiasts our most important viewers. Our work appeals to those who appreciate storytelling, filmmaking, and the creative process behind visual media. While our content is accessible to audiences aged 12 and older, our primary focus is on middle-range viewers between the ages of 20 and 70. We aim to create stories that resonate deeply with this demographic while acknowledging that our projects may appeal to a broader audience beyond this range.

Business strategies:

Hocus Pocus Pictures is dedicated to implementing strategic initiatives to strengthen our presence in the film industry and enhance audience engagement. One of our key strategies is building partnerships with industry professionals, production companies, and distributors. These collaborations will allow us to expand our reach, access valuable resources, and create high-quality content that resonates with viewers.

Another crucial focus is increasing the number of projects we develop. By working on diverse productions, we can appeal to a broader audience while showcasing the depth and creativity of storytelling in Australia. This will not only help establish Hocus Pocus Pictures as a prominent production company but also contribute to the growth of the local film industry.

We are committed to continuously improving our website to ensure a seamless and engaging experience for our audience. Enhancing user experience through intuitive design and interactive features will encourage greater audience engagement with our content.

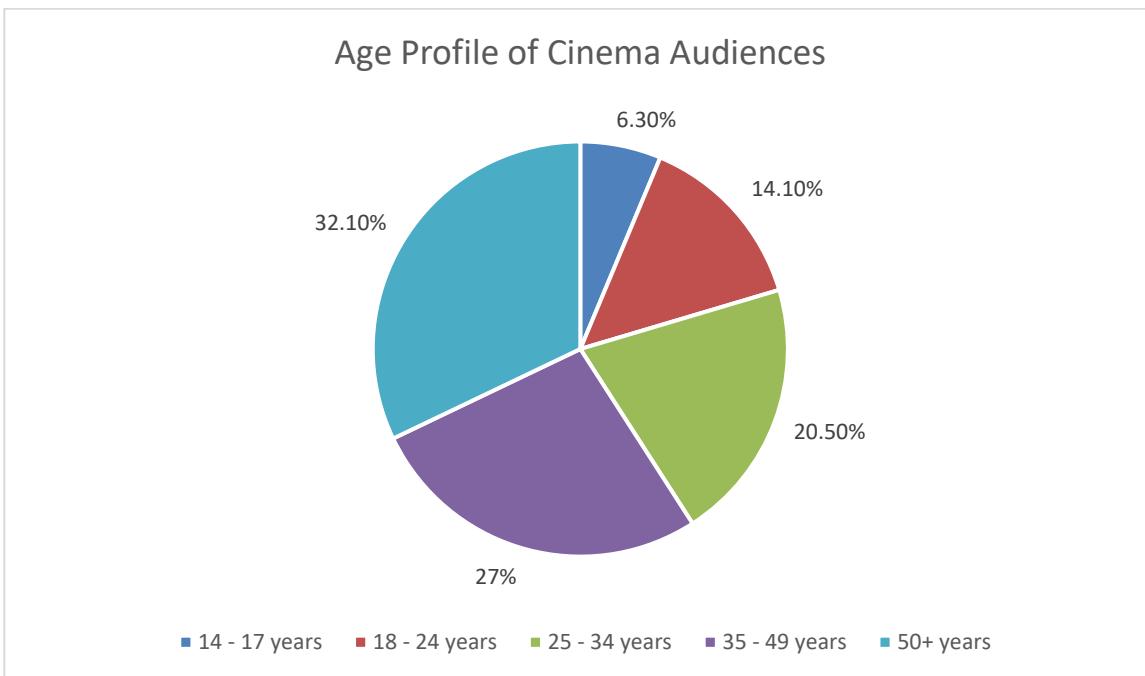
Finally, we prioritize establishing long-term relationships with our customers. Through consistent engagement, compelling storytelling, and interactive digital platforms, we aim to foster a dedicated community around Hocus Pocus Pictures. By maintaining strong connections with our audience, we can continue to grow in the industry while preserving the authenticity and creativity that define our brand.

2.0 List of top 5 Prioritized Objectives

Item	Justification	Priority [1...5]
Sell products and services	Hocus Pocus Pictures offers audiences an immersive escape into fictional worlds through our films. In addition to offering engaging cinematic experiences, we also provide specialized services for aspiring and professional filmmakers. We aim to serve opportunities for emerging talent, particularly recent film graduates, by fostering employment, collaboration, and creative growth within Australia.	3
To serve audiences	Hocus Pocus Pictures prioritize customer satisfaction by delivering high-quality products and an engaging experience. Our user-friendly website ensures seamless navigation, making it easy for audiences to explore our content. By fostering long-term relationships through exceptional service and immersive storytelling, we aim to keep customers returning to our platform time and time again.	1 (highest priority)
To heighten public interest	Hocus Pocus Pictures aims to spark public interest by promoting and celebrating local filmmaking talent. We encourage audiences to support local Australian projects by showcasing compelling stories and engaging content. We also aim to heighten public interest through active social media engagement, inviting viewers to connect with us, stay updated on new releases, and become part of our growing creative community.	5 (lowest priority)
To reach the specialised markets	Hocus Pocus Pictures aims to connect with industry professionals by fostering relationships with filmmakers, producers, and other key players in the film industry. We also tailor our content to niche audiences, focusing on specific genres and themes to cater to the unique tastes and preferences of targeted groups.	4
To open international markets	Hocus Pocus Pictures aims to expand to international markets by providing a platform for global audiences to access and enjoy our published films. By making our work available worldwide, we connect with diverse viewers and showcase Australian storytelling on an international stage.	2

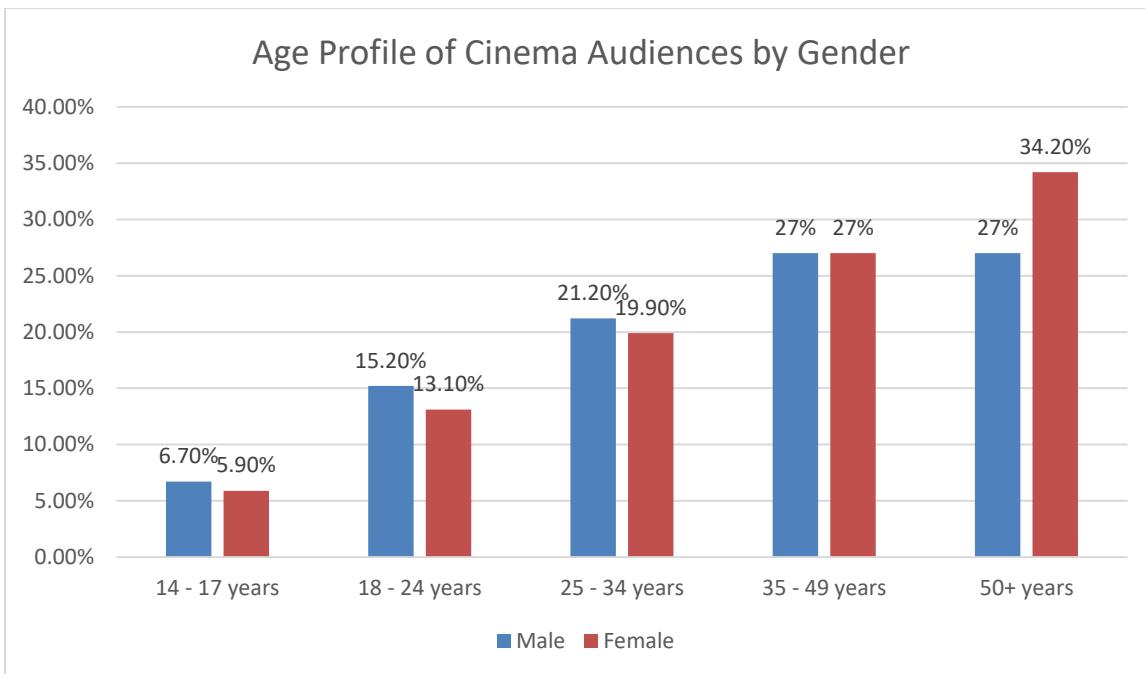
3.0 Target Market Profile

Primary User



(Source: Screen Australia)

The pie chart illustrates the age distribution of cinema audiences in Australia. The largest group is individuals aged 50+, comprising 32.10% of the audience. This is followed by the 35-49 age group, which makes up 27% of the audience. The 25-34 age group accounts for 20.50%, while the 18-24 age group represents 14.10%. Finally, the smallest segment is those aged 14-17, making up only 6.30% of cinema audiences. This indicates that middle-aged and older adults are the most frequent cinema-goers.

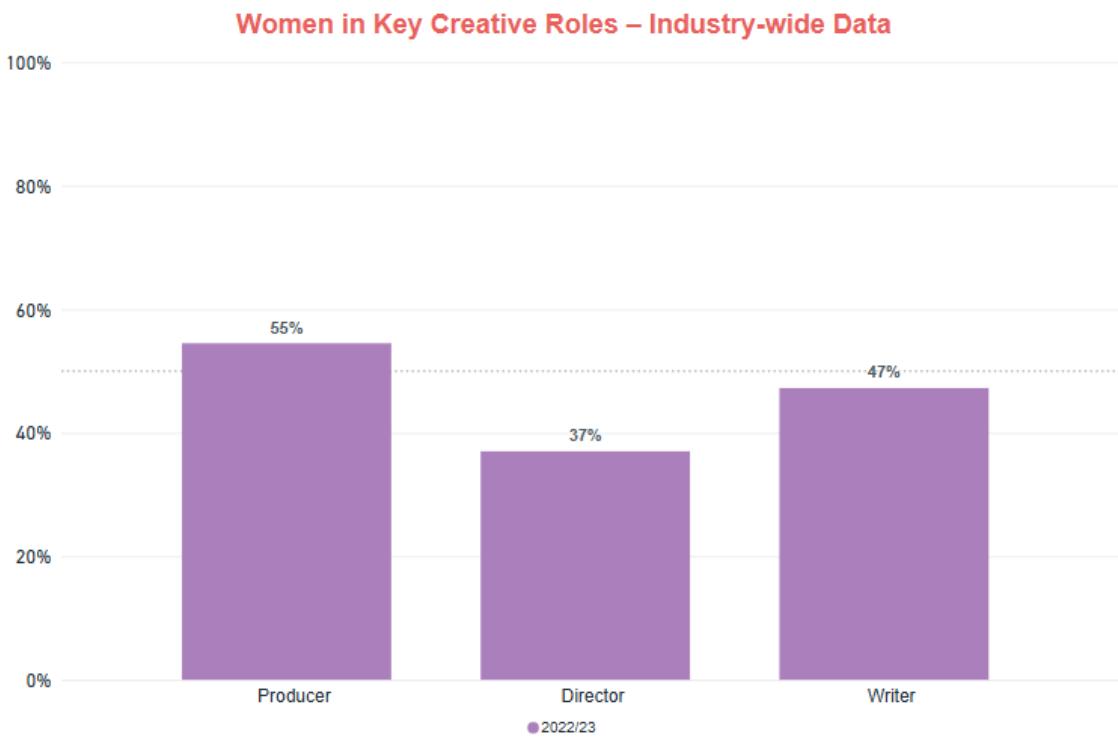


(Source: Screen Australia)

The bar graph compares the age profile of cinema audiences by gender in Australia. It shows that males dominate the younger age groups, with 6.7% of males versus 5.9% of females in the 14-17 years group, 15.2% of males versus 13.1% of females in the 18-24 years group, and 21.2% of males versus 19.9% of females in the 25-34 years group. In contrast, females are more prevalent in older age groups, particularly in the 50+ years category, where 34.2% are female compared to 27% male. Both genders are equally represented in the 35-49 years group (27% each). This suggests a shift in gender representation across different age ranges.

A general description of the user.	Small PHOTO
Margaret Lawson is a primary user from the perspective of an audience. She is a 52-year-old film enthusiast who enjoys watching movies in the cinema. She appreciates storytelling, cinematography, and artistic expression, often seeking unique and meaningful films beyond mainstream productions. She has a background in the arts and literature, which fuels her deep interest in films.	 A professional portrait of a woman with shoulder-length blonde hair, wearing a white top. She is resting her chin on her hand, looking thoughtfully at the camera.
USER OBJECTIVES:	
<ul style="list-style-type: none"> - To discover and watch short films that align with her interests - To explore emerging filmmakers and fresh storytelling perspectives - To stay updated on upcoming film releases, screenings, or film festivals - To read about film insights and view behind-the-scenes content 	
USER PROFILE Name: Margaret Lawson	
Gender/ age group	Female / quinquagenarian
Experience	Active on social media and streaming services. Engages with film-related discussions by commenting, sharing and posting reviews
Education	Bachelor's degree in arts, master's degree in literature, and PhD in literature
Occupation	Literature Professor
Residence	Gold Coast, Queensland
Computer Literacy	Not tech-savvy: Uses social media for film recommendations and is comfortable browsing websites, streaming content, and reading online articles
USER EXPECTATIONS:	
A visually appealing layout that is well-organized and well-designed	
A user-friendly streaming site that makes it easy to navigate and watch short films	
Engaging content that might resonate with her interests	
Minimal technical issues with simple navigation, clear information, and responsive design	

Secondary User



(Source: Screen Australia)

The graph shows the percentage of women occupying key creative roles in the Australian film and television industry during 2022/23. Women represent 55% of producers, making it the most inclusive role for females. However, their representation as directors is significantly lower at 37%, indicating a gender gap in this area. Women account for 47% of writers, moderately participating in this creative role. Overall, the graph highlights progress in gender representation for women.

Age Profile (% Share)



Source: ABS, 2021 Census of Population and Housing based on place of usual residence.

(Source: Jobs and Skills Australia)

This horizontal bar chart compares the age distribution of directors in Australia (in film, television, radio, or stage) with all occupations based on data from the 2021 ABS Census. The yellow bars represent the percentage share of all occupations, while the purple bars represent directors. The graph shows that directors are more concentrated in the 25-44 age range, particularly in the 35-44 group, whereas the general workforce has a broader distribution across older age groups. There are fewer directors in the younger (15-24) and older (55+) age categories compared to the overall workforce. This suggests that people in early adulthood dominate the directing profession.

A general description of the user.	Small PHOTO
Nathan Carter is a secondary user from the perspective of a filmmaker. He is a 36-year-old aspiring filmmaker passionate about storytelling and visual arts. He has been interested in film production for years, consuming content about cinematography, scriptwriting, and directing. He is highly creative, motivated, and eager to bring his vision to life through a short film project. He has experience in content creation, such as making videos and posting his photography online, but is now looking to transition into more professional filmmaking.	
USER OBJECTIVES:	
<ul style="list-style-type: none"> - Seeking funding or collaboration opportunities for his short film project - Looking for equipment rental, production services, or filming locations - Exploring networking opportunities with directors, cinematographers, and actors - Checking the company's past projects and credibility to see if they align with his vision 	
USER PROFILE Name: Nathan Carter	
Gender/ age group	Male / Millennial
Experience	Nathan is tech-savvy and proficient in digital tools. Experienced with regular use of social media and content creation applications (Adobe Cloud)
Education	Bachelor's degree in film and television and master's degree in communications
Occupation	Digital Content Creator
Residence	Brisbane, Queensland
Computer Literacy	Excellent computer skills: He is comfortable with Adobe applications such as Adobe Premiere Pro, Photoshop, and Lightroom
USER EXPECTATIONS:	
Clear and professional: A well-designed, easy-to-navigate website that reflects expertise in filmmaking	
Services offered: Details on film production services and pricing models	
Projects: The company's past projects that resonate with his artistic vision	
Easy contact process: online forms or a direct way to contact for consultations, service inquiries, or project discussions	

4.0 Competitor Analysis

SUMMARY - COMPETITIVE REVIEW of FIVE APPLICATIONS

ANALYSIS WAS CONDUCTED ON LAPTOP AND IPHONE

	URL	Description
1	Imagine Entertainment https://imagine-entertainment.com/	Imagine Entertainment is a production company founded by Brian Grazer and Ron Howard. It was founded in November 1985 as Imagine Films Entertainment, following the success of Howard's 1984 film <i>Splash</i> . The company produces films, television shows, and documentaries, aiming to create emotionally resonant experiences.
2	Amblin Entertainment https://amblin.com/	Amblin Entertainment is an American film and television production company, founded by Steven Spielberg, Kathleen Kennedy, and Frank Marshall in 1980, and now part of the Amblin Partners media-entertainment company. Amblin Entertainment produces films under the Amblin Entertainment and DreamWorks Pictures banners, as well as television series through Amblin Television.
3	Disney+ https://www.disneyplus.com/en-au	Disney+ is the premier streaming service for content from Disney, Pixar, Marvel, Star Wars, and National Geographic, offering an extensive library of exclusive originals and classic films. In select markets, Disney+ also features the Star brand, providing additional general entertainment content. As a flagship service from The Walt Disney Company, Disney+ delivers unparalleled access to Disney's rich entertainment history, including new releases from The Walt Disney Studios.
4	Easy Tiger https://www.easytiger.tv/	Easy Tiger is a boutique production company founded by Ian Collie. It is renowned for its creative rigour and high production values, delivering compelling shows that captivate global audiences. Easy Tiger produces diverse content, including drama, comedy, and documentaries. The company consistently pushes creative boundaries through collaborations with world-class talent and a focus on emerging voices.
5	Curio Pictures https://www.curiopictures.com/our-productions/	Curio Pictures is an Australian TV and film production company launched in 2022, led by Managing Director Jo Porter and Creative Director Rachel Gardner. The company combines the agility and innovation of an independent studio with the global reach and resources of its parent company, Sony Pictures Television, positioning it to deliver compelling content for both local and international audiences.

Recommendations and review for proposed Website based on competitor Website analysis:

Summary and recommendations for proposed website from Imagine Entertainment:

Imagine's website features a minimalistic design, making navigating and recalling information easy. It also has a clean and uncluttered design. However, it lacks consistency in colours, shapes, and fonts, an area to note for the proposed website. One positive aspect is the good contrast, which we plan to incorporate into our website's design. Another positive aspect is that it has good feedback on user actions. However, the current site does not offer error recovery, a feature we should consider adding to enhance user experience.

Summary and recommendations for proposed website from Amblin Entertainment:

Amblin's website is minimalistic, easy to navigate, and memorable. It also provides nice feedback on user actions, which enhances the overall user experience. To improve, it needs to establish a clear colour palette and limit the use of fonts to two, ensuring consistency throughout the site. The good contrast is a feature we will consider, as it significantly improves readability. Another positive aspect of the website is that it offers helpful support for user questions, which is crucial for user satisfaction. However, needs a cleaner design in the mobile version, which is a key takeaway.

Summary and recommendations for proposed website from Disney+:

Disney+'s website uses a minimalistic design complemented by a well-chosen colour palette, which enhances visual appeal and clarity. The site also effectively employs repetition and contrast, making it visually engaging and easy to navigate. However, their design needs to be more accessible to non-tech users, ensuring everyone can use the site comfortably. Additionally, they need to offer users more user freedom. Another positive feature is their error prevention and recovery mechanisms, supporting users when mistakes occur.

Summary and recommendations for proposed website from Easy Tiger:

Easy Tiger's website design is minimalistic with a well-chosen colour palette, enhancing the visual appeal and coherence of the site. However, to achieve a cleaner look, it needs to improve the proximity of elements, ensuring that they are well-organized and visually appealing. Some alignments are unnecessary and can be simplified to enhance the overall aesthetic. One of the strengths of its design is its good error prevention and recognition capabilities, which provide users with a reliable experience.

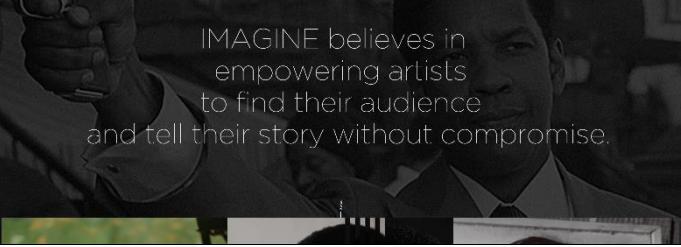
Summary and recommendations for proposed website from Curio Pictures:

Curio Picture's website boasts a minimalistic yet visually aesthetic design, which provides a clean and appealing interface. The animation in the menu section is particularly engaging, adding an interactive element that enhances user experience. However, it needs to improve the placement of the menu button to make it more readable. One area for improvement is providing more responsive feedback to user interactions, which would help users feel more engaged with the site. Additionally, the mobile version of the site is cluttered and requires a redesign to ensure a seamless and organised experience across all devices.

COMPETITOR ANALYSIS – APPLICATION 1

APPLICATION URL: https://imagine-entertainment.com/			
APPLICATION NAME: Imagine Entertainment			
PAGE	ITEM	COMMENT	SCORE
	Colour Theory	The website mainly uses black and white as a colour palette, with an addition of brown occasionally. The main source of colour from the website comes from their projects' posters. Using neutral colours (black & white) ensures that the posters' pop of colours does not clash and shows professionalism. However, a specific and variant colour palette would be more visually appealing and help the company stand out in the market.	4/5
(Home page) https://imagine-entertainment.com/ and (About Us page) https://imagine-entertainment.com/about/	Font	<p>Their typography is a mix of serif and sans serif. The text throughout the website mainly uses Effra CC Light, excluding Imagine's logo, which uses ITC Serif Gothic font. The font is easy to read and is suitable for body text.</p> <p>The website also uses Guyot Headline regular for headings and quotes in the 'About Us' section. Imagine's website lacks consistency in its fonts; Sticking with a designated font for headings and body text throughout the website would be preferable.</p>	3/5

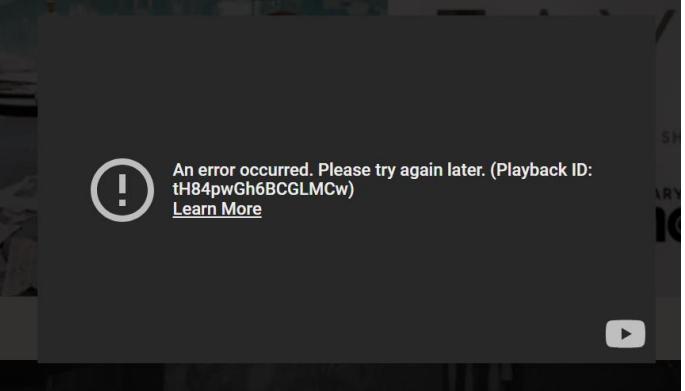
		<p>Founders</p>    <p>“Ron and I have similar tastes and not only gravitate toward the same material, but also to what lives inside the core of the movie it becomes.”</p>	
(menu section) https://imagine-entertainment.com/film/	Contrast	<p>The use of black and white colours throughout the website contributes to contrast. The website uses white text when the background is black, and vice versa.</p> <p>The headings in the menu section get highlighted in orange/yellow when the cursor hovers, creating contrast with the other headings.</p> 	5/5
	Repetition/Unity	Overall, the website has good repetition for the sections of its products, such as films, documentaries, television, and audio. However, it lacks consistency in colours and font, as mentioned in this table's Font and Colour Theory section.	2/5
	Alignment	Overall, the website appropriately and consistently utilises left alignment for its texts throughout the website. No text needed a modification in this aspect.	5/5
	Proximity	The website uses appropriate proximity, clearly separating different texts and graphics on each page.	5/5
	Input Interface	The website allows users to click buttons (posters), which respond quickly. The menu section makes it easy for users to navigate through different pages.	4/5
	Output Interface	Overall, the website offers good feedback on user actions with fast response. Links to their external pages work.	5/5
	Visibility of system status	The website responds well with nice animations and quickly to user actions.	5/5
	Match between system and the real world	The website uses familiar concepts for a production website and is easy to understand.	4/5
	User control and freedom	Overall, the website offers users control and freedom with buttons, freely moving from page to page. Except for the home page where it is more restricted.	3/5
	Consistency and standards	The website is inconsistent with colours, shapes, and fonts. Nonetheless, follow the industry standards.	2/5
	Error prevention	The only instance where users can create an error is a form to fill in their email to contact the company. In which it successfully prevents users from error by message.	4/5

(home page) https://imagine-entertainment.com/	Recognition rather than recall	The website's overall structure is easy to remember, including the logo. However, some parts of the website are hard to notice, like the swipe section of the home page. 	3/5
	Flexibility and efficiency of use	The website is easy to navigate for users who are less tech-savvy. It offers a shortcut to go back to home page when pressing the logo.	4/5
	Aesthetic and minimalist design	The website possesses minimalistic design that is not distracting. The overall structure of graphics and text is clean and uncluttered. However, it lacks a clear colour palette.	4/5
	Help users recognize, diagnose, and recover from errors	The website prevents users from creating errors but does not help recover from them. When an error is made, it fades out of the page, not offering users recovery.	0/5
	Help and documentation	The website does not offer help in answering users' questions when navigating the website.	0/5
	Information Architecture	The website follows traditional information architecture, such as putting the menu section on the top right. However, the website lacks a footer.	4/5
	Mobile version	Overall, the mobile version is functional, and the information is well structured. However, the ratio between the information and the background picture needs improvement.	4/5
		Application total Score	70/100
		Application average Score (total/no items)	3.5/5

COMPETITOR ANALYSIS – APPLICATION 2

APPLICATION URL: https://amblin.com/			
APPLICATION NAME: Amblin Entertainment			
PAGE	ITEM	COMMENT	SCORE
(movies page) https://amblin.com/movie/	Colour Theory	The website mainly uses black and white, but also various colours depending on the movie poster colour palette. 	3/5

		<p>A positive aspect of utilising neutral colours is that they would not clash with the pop of colours from their products' posters. Using neutral colours also gives off a professional setting to the website. However, a variant colour palette would be more visually appealing and help the company stand out in the market.</p>	
(Movie-Jurassic World page) https://amblin.com/movie/jurassic-world-rebirth/	Font	<p>Their typography combines serif and sans-serif fonts, utilising Raleway Bold for headings and Lora Italic for body text. This deliberate font mix effectively differentiates headings from body information. Additionally, using uppercase for headings and lowercase for body text further enhances this distinction, creating a clear visual hierarchy.</p>  <p>JURASSIC WORLD</p> <p>The Jurassic World theme park lets guests experience the thrill of witnessing actual dinosaurs, but something ferocious lurks behind the park's attractions—a genetically modified dinosaur with savage capabilities. When the massive creature escapes, chaos erupts across the island.</p> <p>View ></p>	5/5
(home page) https://amblin.com/	Contrast	<p>Their colour palette of black and white helps create contrast and make the information in designated sections easy to read. When the background is black, the information is white and vice versa.</p> <p>Using shapes for buttons also helps with contrast, urging the users to press the button.</p>	5/5
	Repetition/Unity	<p>Overall, the website uses good repetition in texts, graphics, and layout. However, it lacks consistency in colour, as mentioned in the Colour Theory section of this table.</p>	4/5

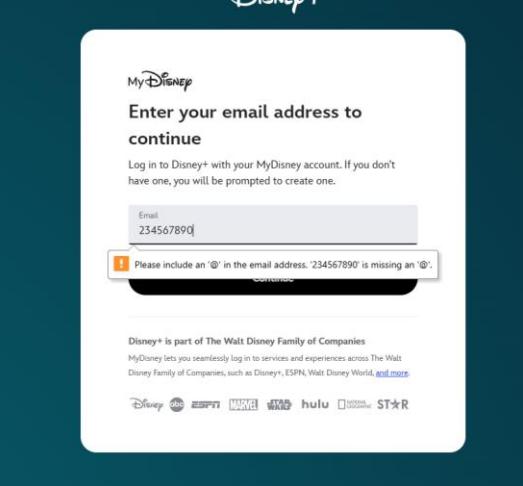
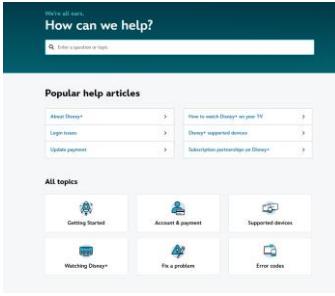
	Alignment	The website uses a mix of all 4 alignments (left-align, centre, right-align, and justify) throughout different pages and sections on the website. The use of these alignments is appropriate for their designated sections. However, it is not visually appealing.	2/5
(movie page) https://amblin.com/tv/faye/	Proximity	The website uses a good amount of proximity to separate different information from different sections. However, some sections used too much proximity, leaving a large gap between texts and graphics, making the site look visually unappealing. 	2/5
	Input Interface	Users are free to press multiple buttons and view pictures up close. The menu section allows users to navigate to different pages freely. There is no 'Contact' section for users to interact and give enquiries.	3/5
(movie page) https://amblin.com/tv/faye/	Output Interface	The website does not provide much feedback on user actions. Some texts get highlighted and have animations when hovered by the cursor, but some do not give any response. Most of their external links are functional, such as social media and trailers, but some video links lead to an error. 	2/5
	Visibility of system status	Overall, the website responds quickly to user actions, but some buttons need improvement in responding quickly. Some texts and graphics show animation when hovered over with the cursor, but some do not respond.	2/5
	Match between system and the real world	The website uses familiar concepts for a production website and is fairly easy to understand.	4/5
	User control and freedom	The website provides users the control and freedom to navigate around the site, moving from page to page and external links.	5/5
	Consistency and standards	The website follows the standard structure of a production company and overall shows consistency in texts and graphics. However, it is not consistent in colour palette.	4/5
	Error prevention	The website is designed not to leave room for users to create errors.	5/5

	Recognition rather than recall	The design and structure of the website is easy to recall and understand.	5/5
	Flexibility and efficiency of use	The website is user-friendly for non-tech-savvy users and is easy to navigate. The website offers several shortcuts through its heading and footer.	5/5
	Aesthetic and minimalist design	The website uses a minimalist design with a clean and uncluttered design. However, a concise colour palette would make the website more visually appealing.	3/5
	Help users recognize, diagnose, and recover from errors	Since the website does not allow users to create errors, the website does not possess recovery for user errors.	0/5
	Help and documentation	The website provides a search bar for convenient information search and an FAQs section for user questions.	5/5
	Information Architecture	The website follows traditional information architecture.	5/5
	Mobile version	The mobile version of the website is less clean and more cluttered than the desktop version. The text and graphics need more proximity, and some images needs to be adjusted. Overall, it still functions	2/5
		Application total Score	71/100
		Application average Score (total/no items)	3.6/5

COMPETITOR ANALYSIS – APPLICATION 3

APPLICATION URL: https://www.disneyplus.com/en-au			
APPLICATION NAME: Disney+			
PAGE	ITEM	COMMENT	SCORE
	Colour theory	Disney+'s colour palette blends dark blue with teal, creating an "aurora" effect inspired by their princess films. Disney+'s website utilises these colours well, using dark blue as the main background colour, which does not clash with their projects' poster colours.	5/5
	Font	The website uses only sans-serif fonts: Basic Sans Bold for headings and Tisa Sans Pro Regular for the body text, both of which are easy to read. Using bold for the headings helps in differentiating the headings from the body text.	5/5
(home page) https://www.disneyplus.com/en-au	Contrast	<p>The use of dark blue as the background colour makes the light-coloured posters pop out more. The texts are in white colour, which contrast helps with the readability of the text.</p> <p>The 'recommended' text also sticks out because it contrasts with the other buttons and the dark background.</p>	5/5

			
	Repetition/Unity	The website possesses repetition well, showing unity amongst all the texts and graphics. It had a good repetition of shapes, buttons, and colours.	5/5
	Alignment	The website appropriately uses the left alignment and occasionally the center alignment.	5/5
	Proximity	The website uses good proximity, separating different information cleanly and clearly.	5/5
	Input Interface	The website is designed with interactive buttons and forms for user enquiries. However, without a Disney+ account, it restricts user freedom.	3/5
	Output Interface	All the external links on the website are functional. The website also provided good feedback on user actions.	5/5
	Visibility of system status	The website provides feedback when hovering the cursor over the buttons and changing their colour. It also responds to user actions fast.	5/5
	Match between system and the real world	The website uses familiar concepts but could be designed in a way that is easier to understand for non-tech-savvy users.	3/5
	User control and freedom	Unfortunately, the website does not allow user freedom if the user is not signed in, to which they can only create an account by paying a subscription plan.	1/5
	Consistency and standards	The website is consistent with its colour palette, shapes, alignment and buttons.	5/5
	Error prevention	The website prevents users from inputting their email wrong to log in/sign in effectively.	5/5
	Recognition rather than recall	The website is designed to be easy to remember but could be designed in a way that is easy to navigate.	3/5
(home page) https://www.disneyplus.com/en-au	Flexibility and efficiency of use	<p>The website may not be the most user-friendly for non-tech users. In order to navigate freely around the website, the user will have to scroll to the footer to get more information, which many users may not know.</p>  <p>The footer contains the following links:</p> <ul style="list-style-type: none"> Learn More: Subscriber Agreement, Privacy Policy, Collection Statement, Interest-Based Ads. Help: Help Centre, Supported Devices, About Us. Originals: Agatha All Along, Star Wars: Skeleton Crew, The Acolyte, X-Men '97, Ahooka, The Mandalorian, Percy Jackson and the Olympians, Loki. Movies & Series: Inside Out 2, Alien, The Secret Lives of Mormon Wives, Grey's Anatomy, Moana, Tell Me Lies, Deadpool, The Simpsons. Collections: All Collections, Comedies, Action & Adventure, Drama, Musicals, Critically Acclaimed, Horror. Social Media: Disney+, Pixar, Marvel, Star Wars, National Geographic, Star, X, Facebook, Instagram, TikTok, YouTube. Disney+ logo and copyright notice: © 2025 Disney. All Rights Reserved. 	2/5
	Aesthetic and minimalist	The website's design is quite minimalistic yet still	5/5

	design	aesthetically pleasing.	
(login page) https://www.disneyplus.us.com/identity/login/enter-email	Help users recognize, diagnose, and recover from errors	The website helps and guides users in recovering from an error. 	4/5
(help page) https://help.disneyplus.com/en-GB/?utm_source=disneyplus&utm_medium=web&utm_campaign=unified-footer&utm_content=home-page	Help and documentation	The website offers some help in answering user questions through a help centre section on the website, where users can search for questions they have with ready-made answers. 	4/5
	Information Architecture	The website follows a traditional information structure. However, the information on the heading could be better structured on the side.	3/5
	Mobile version	The mobile version of the app is fully functional, and the information is uncluttered.	5/5
		Application total Score	83/100
		Application average Score (total/no items)	4.2/5

COMPETITOR ANALYSIS – APPLICATION 4

APPLICATION URL: <https://www.easytiger.tv/>

APPLICATION NAME: Easy Tiger

PAGE	ITEM	COMMENT	SCORE
	Colour theory	Easy Tiger uses a nice colour palette of red and white. Utilising these colours throughout the website. Red highlights important information, and white highlights the rest.	5/5
(About Us page) https://www.easytiger.tv/about-us	Font	The website utilises sans-serif fonts. Using Gibson SemiBold for headings and Montserrat Regular for body text. The use of bold for headings differentiates them	3/5

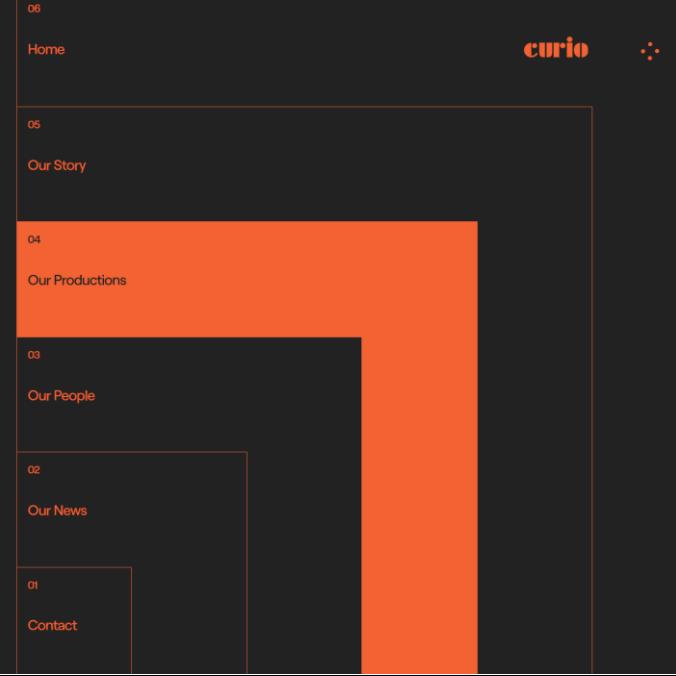
<p>easytiger.tv/about-us</p> <p>(Team page) https://www. easytiger.tv/t eam- 1/project- three-sng7y- hh52p</p>		<p>from the body text.</p> <h1>About Us</h1> <p>Easy Tiger is a boutique, award winning, talent friendly Australian production company, established in 2017 by producer Ian Collie who previously ran the Drama division of Essential Media.</p> <p>This section uses a mix of uppercase, lowercase, bold, and italic, making the information visually unappealing and cluttered.</p> <p style="text-align: center;">Ally Henville, Producer / Head of Production</p> <p>A driving force behind the scenes in the Australian production industry, Ally Henville's list of credits span over 260 hours of television drama. She has produced three seasons of the BINGE award-winning drama THE TWELVE and the Paramount+ drama ONE NIGHT. Ally's other producing credits include the ABC/BBC Studios television series WAKEFIELD, the fourth & fifth seasons of Australia's favourite drama DOCTOR DOCTOR, as well as Consulting Producer on the smash-hit Binge comedy COLIN FROM ACCOUNTS. Previously she line produced the Tim Minchin starrer UPRIGHT, the Netflix/ABC drama PINE GAP and the first three seasons of DOCTOR DOCTOR. Other projects include three series of DANCE ACADEMY and BLUE WATER HIGH, A CURLS WORLD, LAID SAM FOX: EXTREME ADVENTURES, series one and two of IN YOUR DREAMS, the second series of WONDERLAND, the multi-award-winning series READY FOR THIS, the UK telefeature JULIAN CLARY: DOWN UNDER and HERE COME THE HABIBS.</p>	
	<p>Contrast</p>	<p>The website uses contrast through a dark background and white text, making it readable. It also uses the colour palette to create contrast, using red to highlight important information and white to highlight the rest. The use of bold headings also makes it stand out and eye-catching.</p>	4/5
	<p>Repetition/Unity</p>	<p>The website uses a good repetition of colour, shapes, and buttons. However, it needs better repetition in alignment.</p>	3/5
<p>(Productions page) https://www. easytiger.tv/p roductions/co lin-from- accounts- series-2</p>	<p>Alignment</p>	<p>The website uses a mix of left alignment for most texts and center alignment to make some information stand out. However, some use of center alignment is unnecessary.</p> <p>CREDITS</p> <p>Executive Producers <i>Rob Gibson</i> <i>Ian Collie</i></p> <p>Producers <i>Kevin Greene</i></p> <p>Creators <i>Harriet Dyer & Patrick Brammall</i></p> <p>Writers <i>Harriet Dyer</i> <i>Patrick Brammall</i></p> <p>Directors <i>Trent O'Donnell</i> <i>Robyn Butler & Wayne Hope</i> <i>Melanie Dear</i></p> <p>After being brought together in season one by a spontaneous nipple flash and the subsequent accident that injured the titular (no pun intended) dog, season two of the hit series COLIN FROM ACCOUNTS opens with Ash and Gordon now living together and trying to get their beloved, special needs dog, Colin, back from his new owners. It's the first in a series of hurdles for the new couple, as they find out more about each other, for better and worse. If season one asked the question 'will they/won't they?', season two explores the question, 'should they have?'.</p> 	3/5
<p>(What's New page) https://www. easytiger.tv/b log</p>	<p>Proximity</p>	<p>The website uses proximity between texts and graphics alright, although some areas could use improvement.</p>	4/5

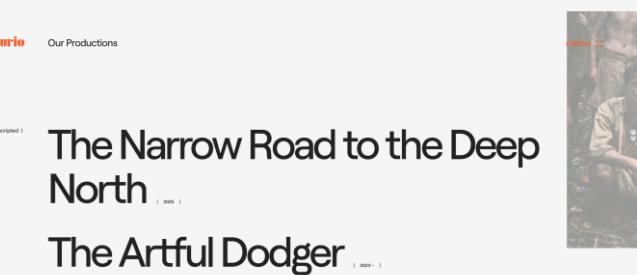
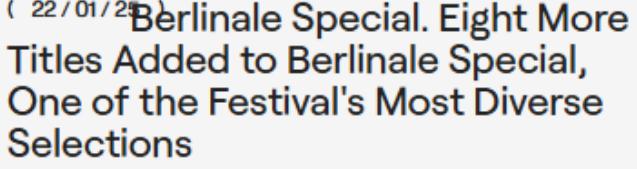
		<p>What's New</p>  <p>3/17/25 SEASON 2 SCRUBLANDS: SILVER TO RELEASE 17TH OF APRIL ON STAN</p> <p>Read More</p>  <p>2/27/25 FOUR EASY TIGER PRODUCTIONS NOMINATED FOR SPAAs AWARDS</p> <p>Read More</p>	
	Input Interface	The interface on the website responds well through change in colour when hovered over with the cursor. However, some aspects do not show response, leaving confusion.	4/5
	Output Interface	The external links for social media are functional and the response from interacting with interfaces are quick.	4/5
	Visibility of system status	Most of the interfaces show response when hovering over with the cursor. However, some elements lack this.	4/5
	Match between system and the real world	Overall, the website is easy to understand and uses familiar concept for a production website.	5/5
	User control and freedom	The website offers great user control and freedom. However, restricts user from getting a close up of pictures.	4/5
	Consistency and standards	Overall, the website uses consistency in texts and graphics, meeting the standard information structure.	5/5
	Error prevention	The website prevents errors through pop up messages. Preventing from wrong information to be submitted.	5/5
	Recognition rather than recall	Overall, the website is designed to be easy to remember. However, the moving scenes in the homepage may be a little bit distracting.	4/5
	Flexibility and efficiency of use	The website is user friendly towards non-tech savvy users. It is easy to navigate around the website.	5/5
	Aesthetic and minimalist design	The website follows the aesthetic of their designated colour palette and is minimalist. However, the design could be better with fixing the proximity and location of some of the photos.	3/5
(Contact page) https://www.easytiger.tv/#contact	Help users recognize, diagnose, and recover from errors	The website helps user recognise errors and guides them through pop up messages.	5/5

		<p>! Form submission failed. Review the following information: Email and Message</p> <table border="1"> <tr> <td colspan="2">Name (required)</td> </tr> <tr> <td>First Name</td><td>Last Name</td></tr> <tr> <td>3456789</td><td>34567890</td></tr> <tr> <td colspan="2">Email (required)</td></tr> <tr> <td colspan="2">! Email is not valid. Email addresses should follow the format user@domain.com.</td></tr> <tr> <td colspan="2">23456789</td></tr> <tr> <td colspan="2">Subject (required)</td></tr> <tr> <td colspan="2">2345678</td></tr> <tr> <td colspan="2">Message (required)</td></tr> <tr> <td colspan="2">! Message is required.</td></tr> <tr> <td colspan="2"></td></tr> <tr> <td colspan="2" style="text-align: center;"><input type="button" value="Submit"/></td></tr> </table> <p style="text-align: right;">f e</p>	Name (required)		First Name	Last Name	3456789	34567890	Email (required)		! Email is not valid. Email addresses should follow the format user@domain.com.		23456789		Subject (required)		2345678		Message (required)		! Message is required.				<input type="button" value="Submit"/>		
Name (required)																											
First Name	Last Name																										
3456789	34567890																										
Email (required)																											
! Email is not valid. Email addresses should follow the format user@domain.com.																											
23456789																											
Subject (required)																											
2345678																											
Message (required)																											
! Message is required.																											
<input type="button" value="Submit"/>																											
	Help and documentation	The website does not offer any help to answer user questions. The only option is to send an enquiry through their contact page.	1/5																								
	Information Architecture	The website utilises traditional information structure with a clean and understandable structure.	5/5																								
	Mobile version	The mobile version of the website is fully functional and is well structured.	5/5																								
		Application total Score	81/100																								
		Application average Score (total/no items)	4.1/5																								

COMPETITOR ANALYSIS – APPLICATION 5

APPLICATION URL: https://www.curioPictures.com/our-productions/			
APPLICATION NAME: Curio Pictures			
PAGE	ITEM	COMMENT	SCORE
	Colour theory	The website uses a colour palette of mainly orange. Along with the orange is a mix of black, white, and grey.	5/5
(Our People page) https://www.curioPictures.com/our-people/	Font	<p>The website only utilises one font, which is DM Sans Regular. Using a different font for heading and body text would make it easier for users to recognise the difference.</p> <p style="text-align: center;">Development Producer Laura Nagy</p> <p>The website also utilises bolding some of the text to make them stand out. However, it is hard to recognise.</p> <p style="font-size: small; margin-left: 200px;">Their recent credits include the Disney Star/Hulu series <i>The Artful Dodger</i> starring Thomas Brodie-Sangster, David Thewlis and Maia Mitchell, now in its second season; <i>The Narrow Road to the Deep North</i> starring Jacob Elordi, Ciaran Hinds, Odessa Young, Olivia DeJonge and Simon Baker; the upcoming Paramount+ series <i>Playing Gracie Darling</i> starring Morgana O'Reilly, Harriet Walter and Rudi Dharmalingham; and the Foxtel/Binge drama series <i>High Country</i> starring Leah Purcell, Ian McElhinney and Aaron Pedersen.</p>	2/5
(Our Story page) https://www.curioPictures.com/our-story/	Contrast	The website uses good contrast between texts and background. It could improve in implementing a different font to make certain information stand out.	3/5
	Repetition/Unity	Overall, the website uses repetition in texts and graphics well. It also is concise with the use of colour palette.	5/5
	Alignment	The website consistently and appropriately uses the left-alignment.	5/5

	Proximity	The website uses proximity well, leaving sufficient space between different information.	5/5
	Input Interface	Most of the interfaces shows response when hovering over with a cursor, but some interfaces lack this feature.	3/5
	Output Interface	The website responded well with user interactions and all of its external links are functional.	5/5
(home page) https://www.curioptures.com/	Visibility of system status	<p>Most of the websites provided good feedback to user interactions. However, some elements lack this feature. A notable response is the animation in the menu section when hovering with a cursor.</p> 	4/5
	Match between system and the real world	The website does not exactly follow familiar concepts like other production company websites. Nonetheless, overtime users will understand the content.	3/5
	User control and freedom	Overall, the website provided user control and freedom for user interactions. However, the home page could use some more freedom.	4/5
	Consistency and standards	The website is consistent with its text, graphics and colours. Overall, it meets the standard structure for a production website. However, the placement of the menu button could be placed more conventionally.	4/5
	Error prevention	The website is designed in a way that is prevent users from creating any mistakes.	5/5
	Recognition rather than recall	Overall, its minimalistic design makes it easy to remember and easy to navigate. Although, some may have trouble identifying the menu button.	4/5
	Flexibility and efficiency of use	The minimalistic design of the website makes it easy to navigate, making it user-friendly for non-tech users.	5/5
	Aesthetic and minimalist design	The website possesses a minimalistic design that is easy to navigate. It also follows a concrete aesthetic.	5/5
	Help users recognize, diagnose, and recover from errors	Since the website is designed to prevent users from creating any errors, it does not possess any mechanisms to recover from errors.	0/5
	Help and documentation	The website does not offer any help in user questions.	0/5

(Our Productions page) https://www.curioptures.com/our-productions/	Information Architecture	<p>The website follows traditional information structure for a production website overall. However, the menu button could be more conventionally place, perhaps at the top right, not clashing with pictures.</p> 	3/5
(Our News page-mobile) https://www.curioptures.com/our-news/	Mobile version	<p>Overall, the mobile version of the website is fully functional with a visually aesthetic design. It also responds well with user interactions. However, some of the texts have been cluttered together from the shift of ratio.</p> 	3/5
		Application total Score	73/100
		Application average Score (total/no items)	3.7/5

OVERALL RANKING (from highest to lowest)

Website Name	Ranking (Out of 5)
Disney+	4.2/5
Easy Tiger	4.1/5
Curio Pictures	3.7/5
Amblin Entertainment	3.6/5
Imagine Entertainment	3.5/5

Proposed Application Design

Summary - Completed Pages/with short descriptions/ and file names

Colour Theory

Hocus Pocus Pictures' website will follow the colour palette of white (#FDE6DC), pink (#ED478A), teal (#53C0AA) and dark blue (#160E44). Mainly using dark blue as the website's background, pink for headings, white for body text and information, and teal to highlight important information. Utilising these bright colours with a dark background will help with readability and clean graphics. These colours bring a sense of magic, which aligns with HPP's vision and mission.



(Source: Hocus Pocus Pictures' logo style guide)

Font

HPP's website will utilise both serif and sans serif fonts. The headings will use Shackleton Regular, a serif font that is naturally bold, described as having "princely flared serifs", and inspired by the Victorian aesthetic. The body text will use Acumin Pro Regular, a typeface family suitable for text and known for its clean, modern aesthetic. Using bold as the headings would make it stand out, and using clean text will ensure readability for users. Additionally, the website will use Shackleton Italic for call-to-action or quotes, creating contrast and gaining the users' attention.

Shackleton Regular

The quick brown fox jumps over the lazy dog

(Source: Adobe Fonts)

Acumin Pro Regular

The quick brown fox jumps over the lazy dog

(Source: Adobe Fonts)

Contrast

HPP's website will utilise contrast to ensure readability and a clean design to make certain information stand out. We will use a dark background and brighter text and graphics to utilise the contrast in colours. We will also utilise contrast in the fonts we use by utilising a bold serif font for the headings and a simple sans serif font for the body text. Utilising contrast in the shapes of buttons will also urge users to interact with them.

Repetition/Unity

HPP's website will ensure a repetition of elements to ensure unity throughout the website. There will be repetition in the colour palette, alignment, font, sizing, proximity, shapes and buttons.

Alignment

HPP's website will mainly utilise the left alignment for body texts and occasionally the center alignment for headings and contrast. The images and buttons within the website will also utilise a center alignment.

Proximity

HPP's website will ensure proximity between different information on its pages, following the rules of thirds. Ensuring a clean and uncluttered design for users. The proximity between texts and graphics can be done through spacing and

different backgrounds.

Input Interface

HPP's website will be programmed and designed with multiple interactive interfaces for user interactions. They will be programmed to respond timely and provide feedback on user actions. Users will be able to interact with buttons and other elements.

Output Interface

There will be external links on the website that will take users outside of the website. There will be social media links for users wishing to further engage with Hocus Pocus Pictures and YouTube links to HPP's published projects.

Visibility of system status

There will be multiple features on HPP's website that will provide feedback on user actions. Some examples are animations or changes in colours for buttons and other elements. It will be ensured that all these elements will provide feedback to prevent user confusion.

Match between system and the real world

The website will follow familiar concepts for a film and television production company website and will be designed to be easy to understand and navigate.

User control and freedom

The website will be designed and programmed with multiple interactive features for user engagement. It will also be designed to be easy to navigate and users can move from page to page freely. Users will not be restricted in their control and freedom to ensure a positive experience.

Consistency and standards

The elements within the website will remain consistent and follow the standard website structure, creating unity and ensuring a good user experience.

Error prevention

The website will have a form for users to send enquiries they have to Hocus Pocus Pictures. This form will be programmed to prevent users from creating errors, such as filling in their names with numbers or not following the right format for emails. This will be done through pop-up messages and by rejecting the filled information once a mistake has been detected.

Recognition rather than recall

HPP's website will be designed with a minimalistic structure yet aesthetically pleasing visuals. Users will be able to understand and remember how to navigate easily around the website.

Flexibility and efficiency of use

HPP's website will be designed to be user-friendly for all demographic groups and technology experience. Non-tech-savvy users will be able to understand how to interact and navigate around the website.

Aesthetic and minimalist design

HPP's website will follow a minimalistic structure that is clean and uncluttered yet with aesthetically pleasing visuals that will convey HPP's message of bringing magic to users.

Help users recognize, diagnose, and recover from errors

The website will help users recognise and recover from errors through pop-up messages that will gain their attention and convey a message that a mistake has been made. The message will also guide them in recovering from their error.

Help and documentation

As this is the beginning stage of Hocus Pocus Pictures, HPP cannot create a help section for the website. In the meantime, users will be able to send enquiries through a form in the 'Contact' section of the website to ask questions. Once we receive enough engagement, we will be able to implement a help section that will be able to answer any questions users may have while interacting with the website.

Information Architecture

HPP's website will follow the traditional information structure. The logo and menu section will be placed on the website's header, with the menu section button on the top right and the logo on the top left. Social media links, rights, and headings will be placed on the website's footer section.

Mobile version

The mobile version of the website will be programmed in the same information structure and design as the desktop version. The only difference would be the display and location of the information, as they have to shift from a landscape to a portrait ratio. The website will be programmed to be clean and uncluttered, with no elements crashing into each other.

Page/screen titles	Home page
PAGE DESIGN WIREFRAME/INTERFACE SKETCH PER SCREEN	

Desktop version:

BEGINNING (ANIMATION)

purple door opening when users press/click

dark blue background

HOME

Fades from one project poster to another

PROJECTS POSTER

ABOUT US POSTER

HOME (HEADER)

HPP logo (works as home button)

HPP call to action

menu button

Header

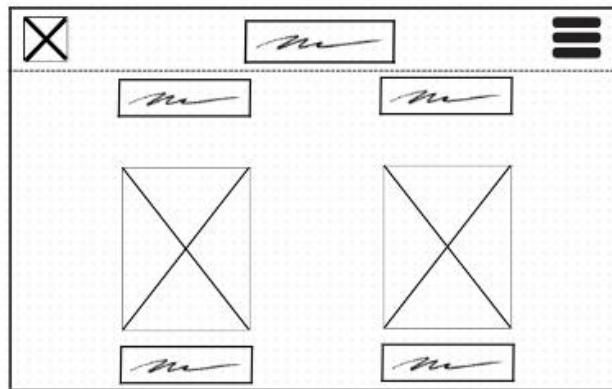
- small logo
- burger icon
- call to action

Home

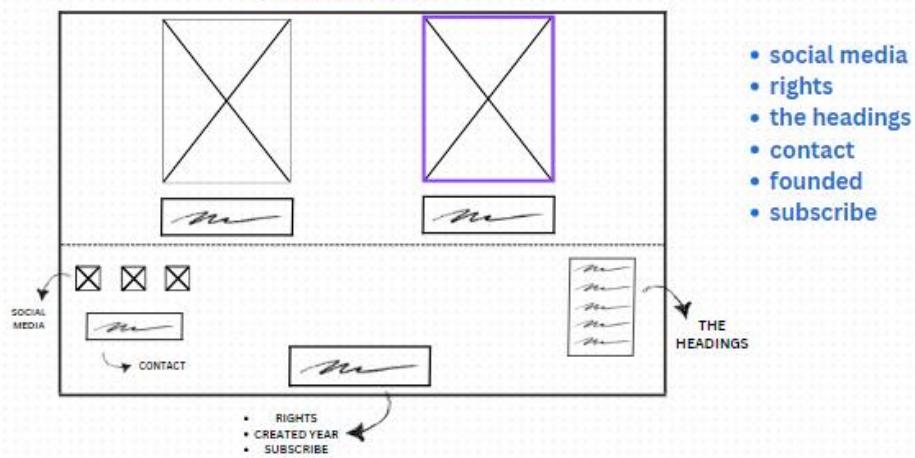
- posters with buttons underneath them as buttons

dark blue background

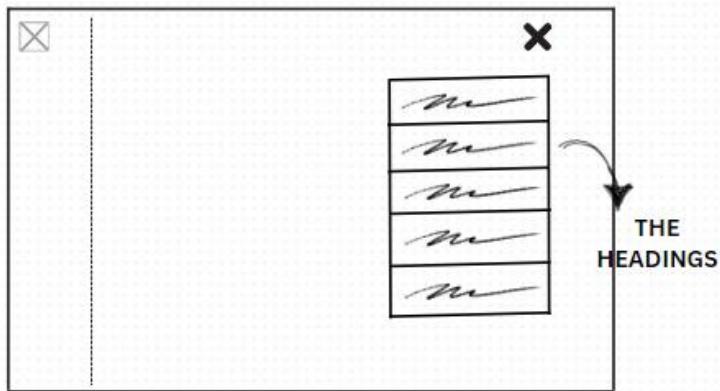
HOME (SCROLLING)



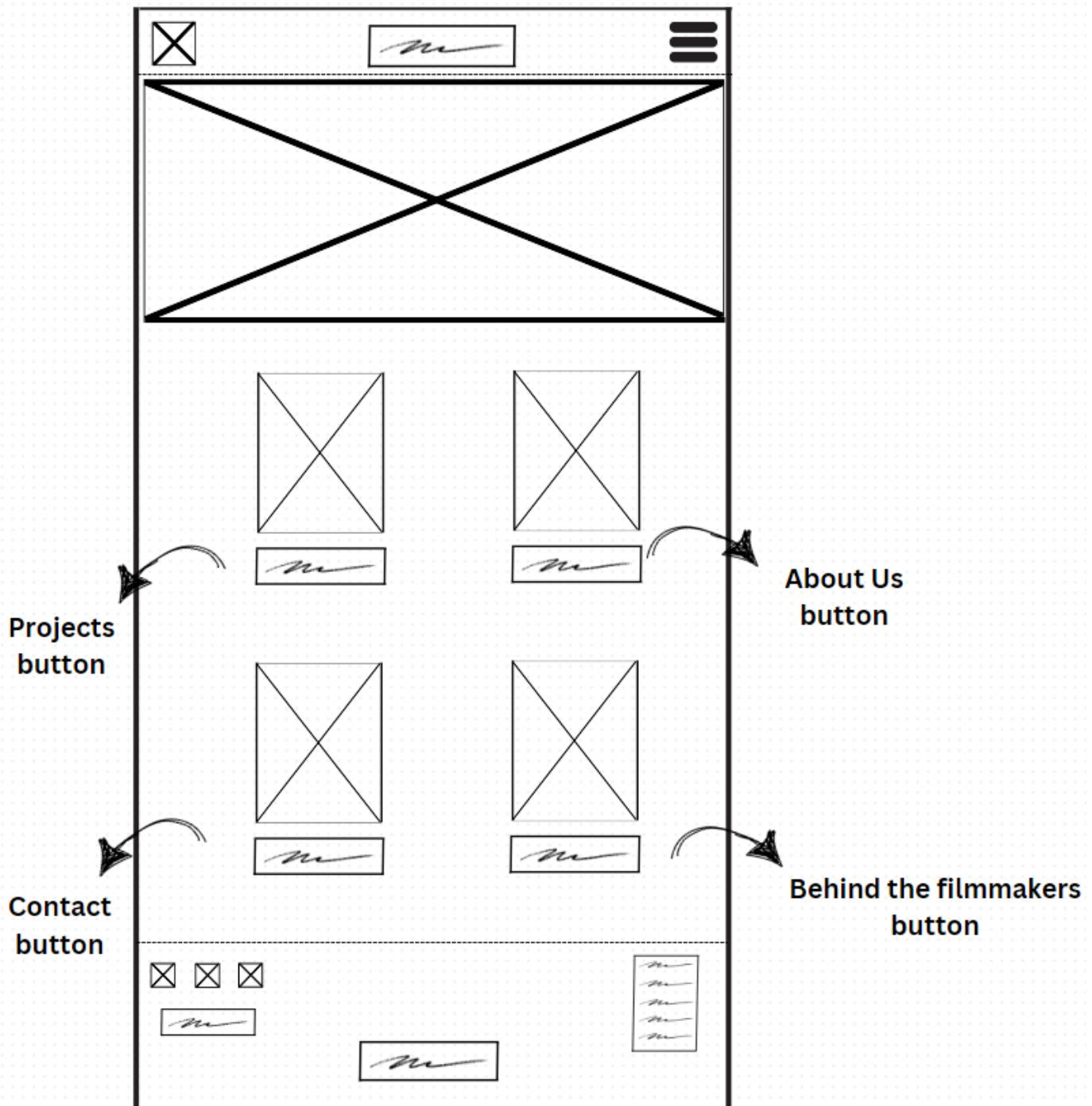
HOME (FOOTER)



MENU SECTION (OPENED)

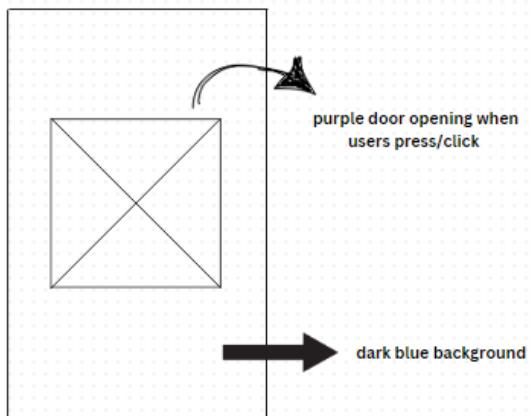


HOME (FULL LAYOUT)



Mobile version:

BEGINNING (ANIMATION)

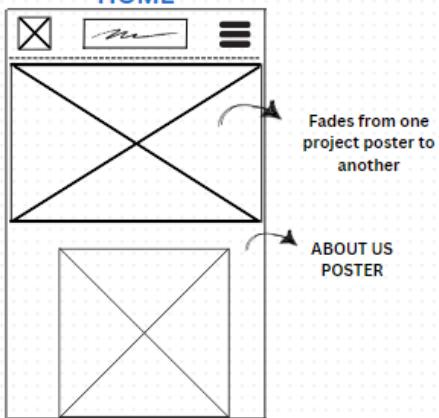


purple door opening when users press/click

dark blue background

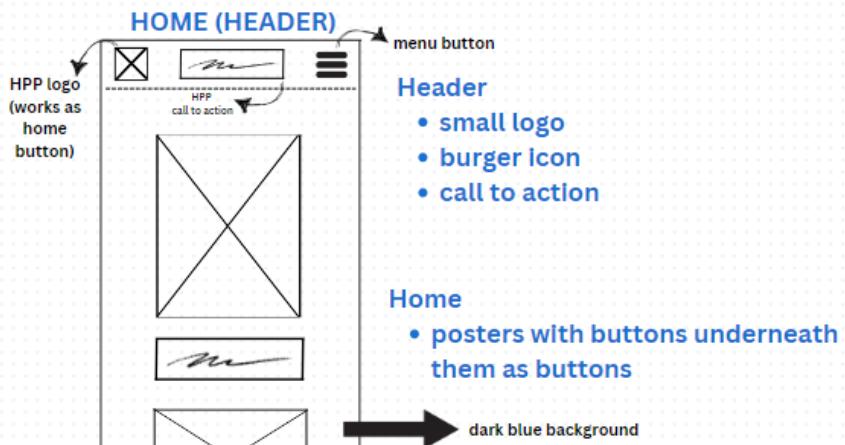


HOME



Fades from one project poster to another

ABOUT US POSTER



HPP logo (works as home button)

menu button

Header

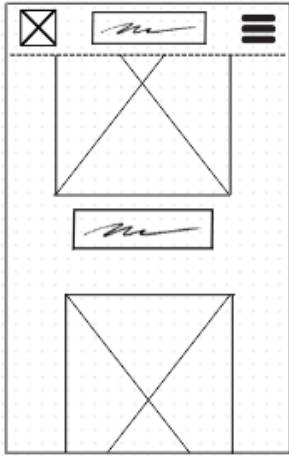
- small logo
- burger icon
- call to action

Home

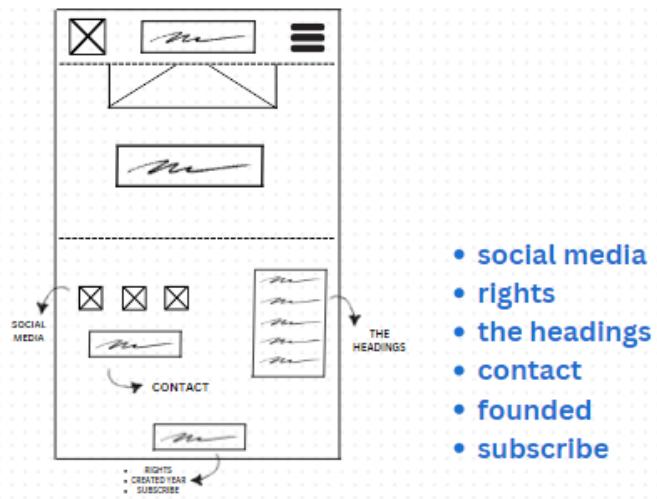
- posters with buttons underneath them as buttons

dark blue background

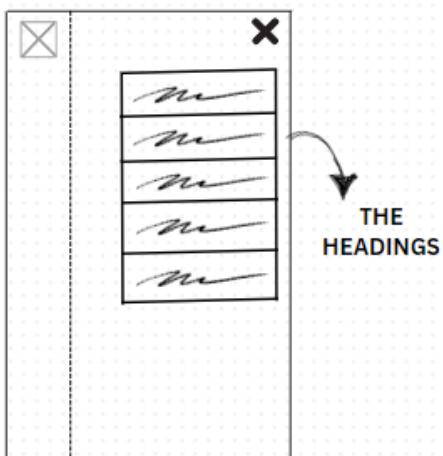
HOME (SCROLLING)



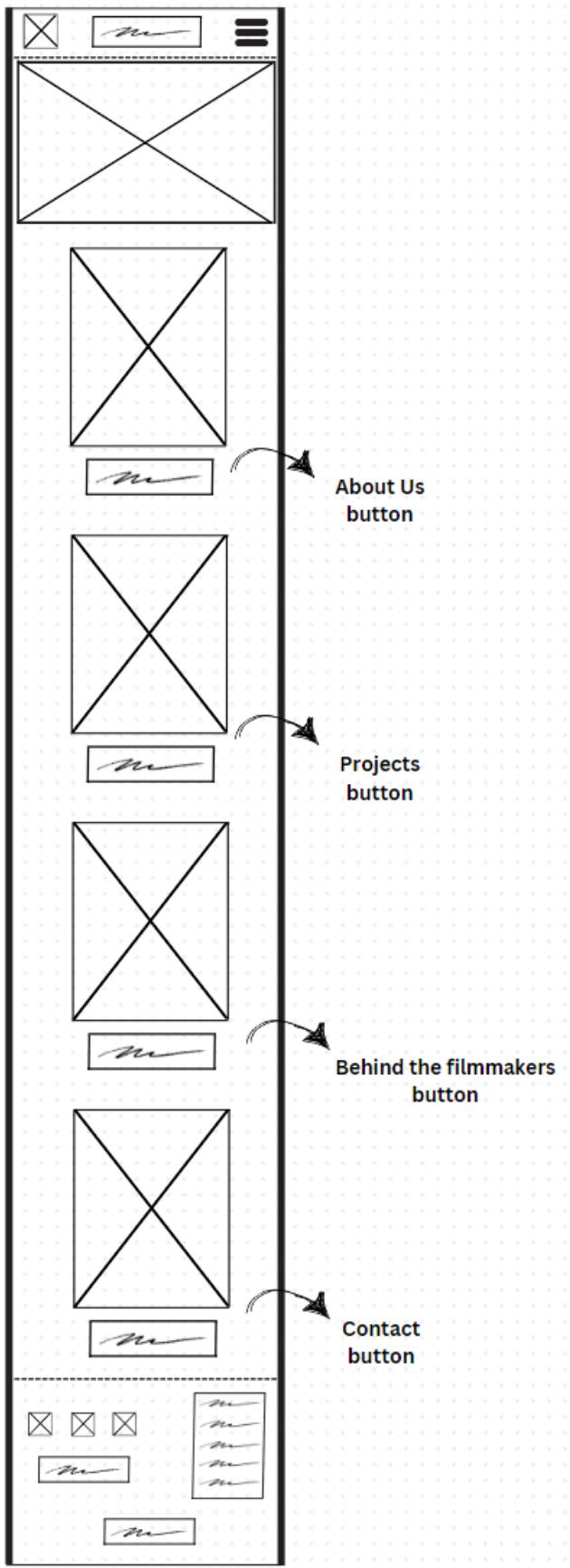
HOME (FOOTER)



MENU SECTION (OPENED)



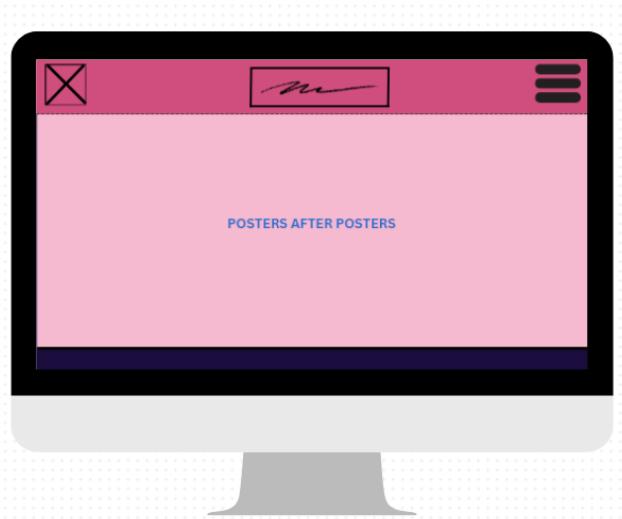
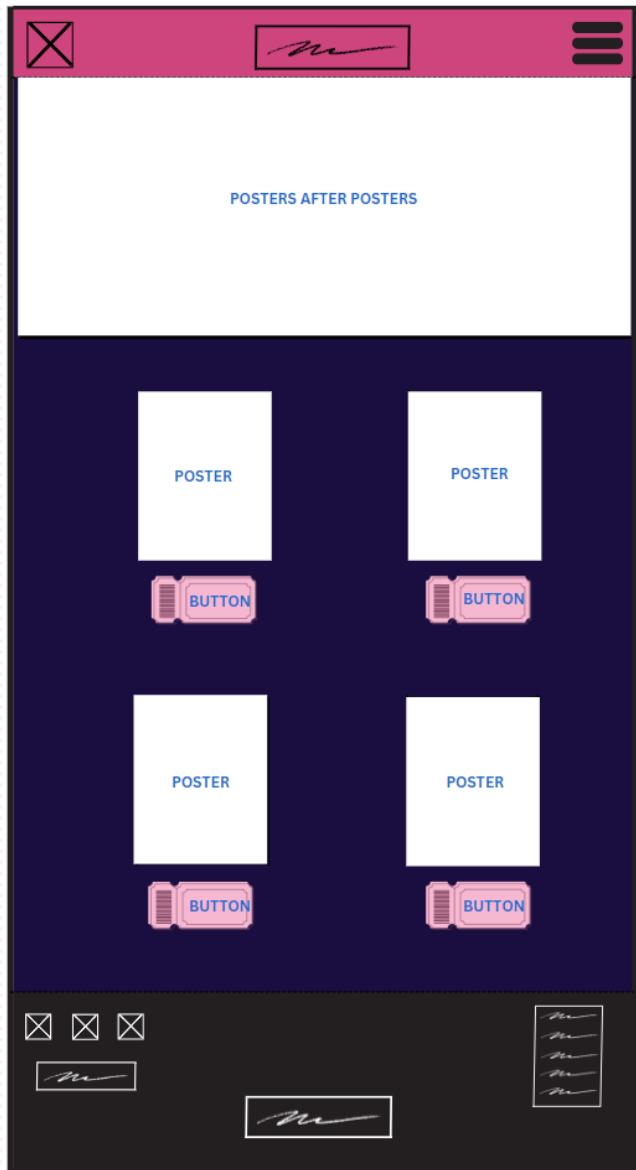
HOME (FULL LAYOUT)



PAGE DESIGN COLOUR LAYOUT PER SCREEN

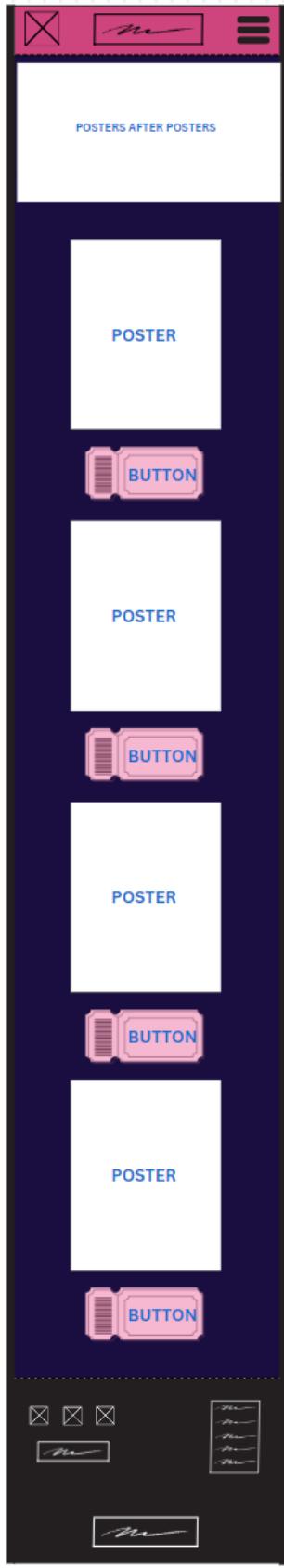
Desktop version:

HOME (FULL LAYOUT)

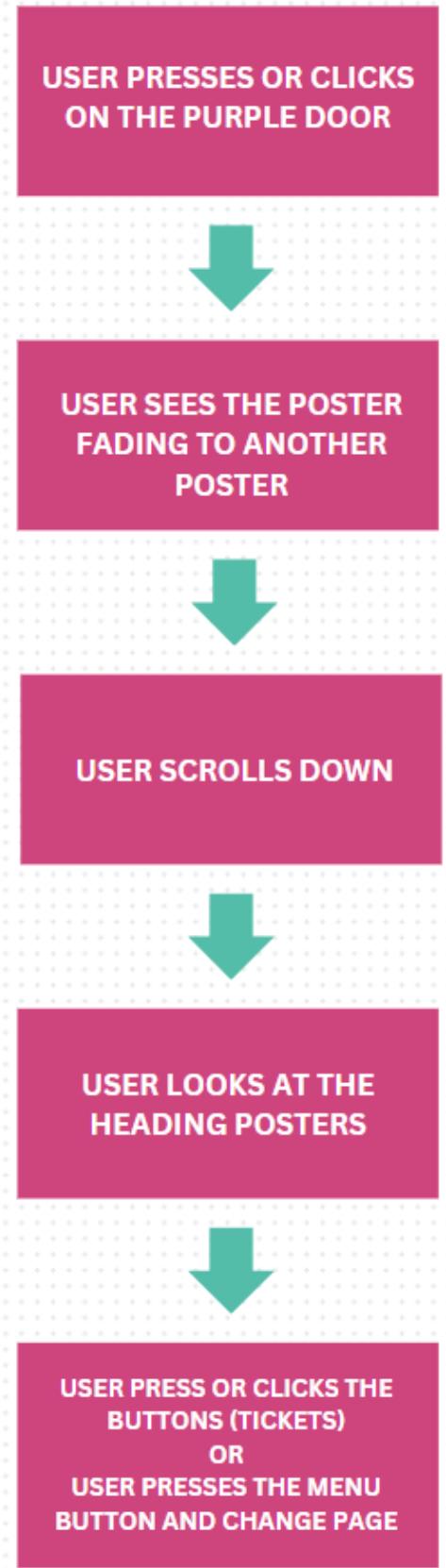


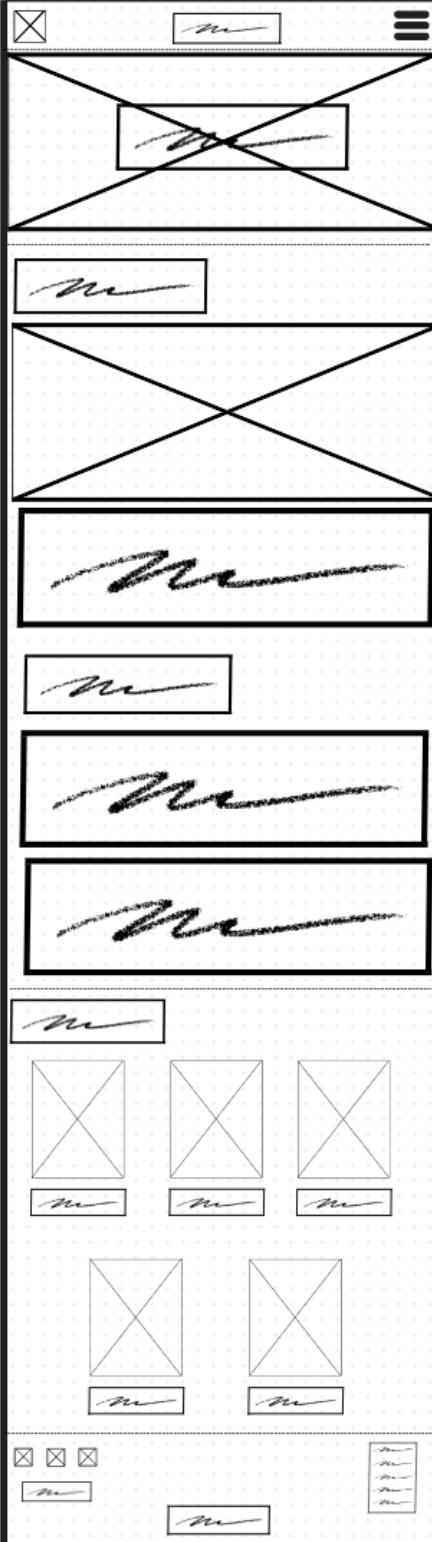
Mobile version:

HOME (FULL LAYOUT)



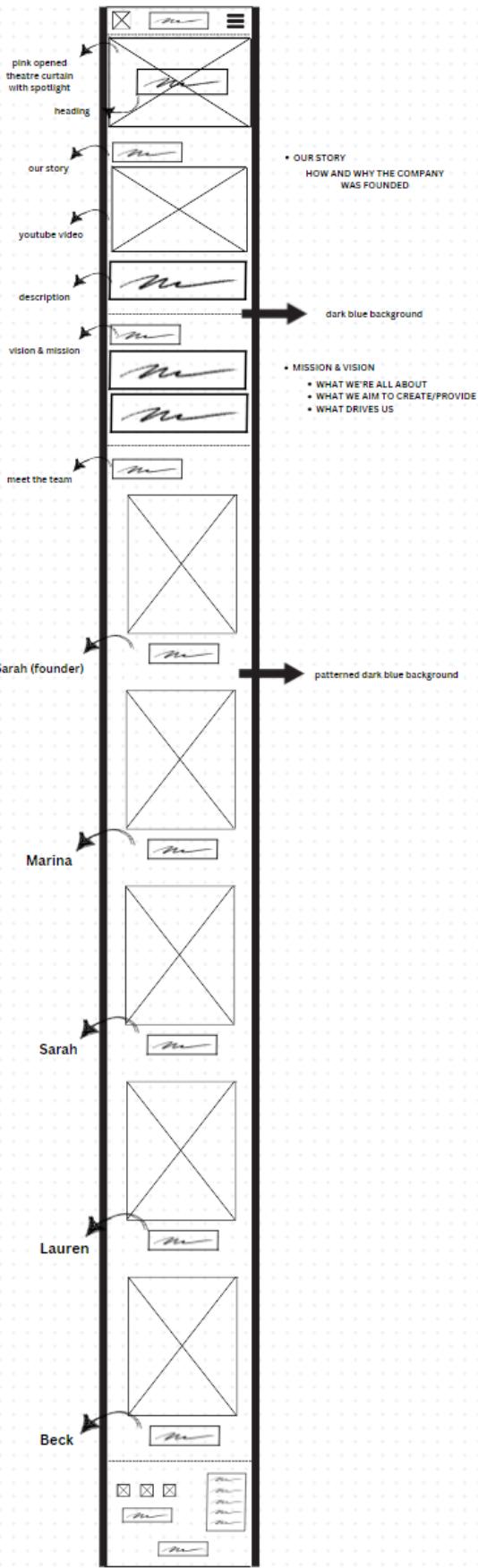
LOGIC DESIGN PER SCREEN



Page/screen titles	About Us page
PAGE DESIGN WIREFRAME/INTERFACE SKETCH PER SCREEN	
Desktop version:	
ABOUT US (FULL LAYOUT)	
	

Mobile version:

ABOUT US



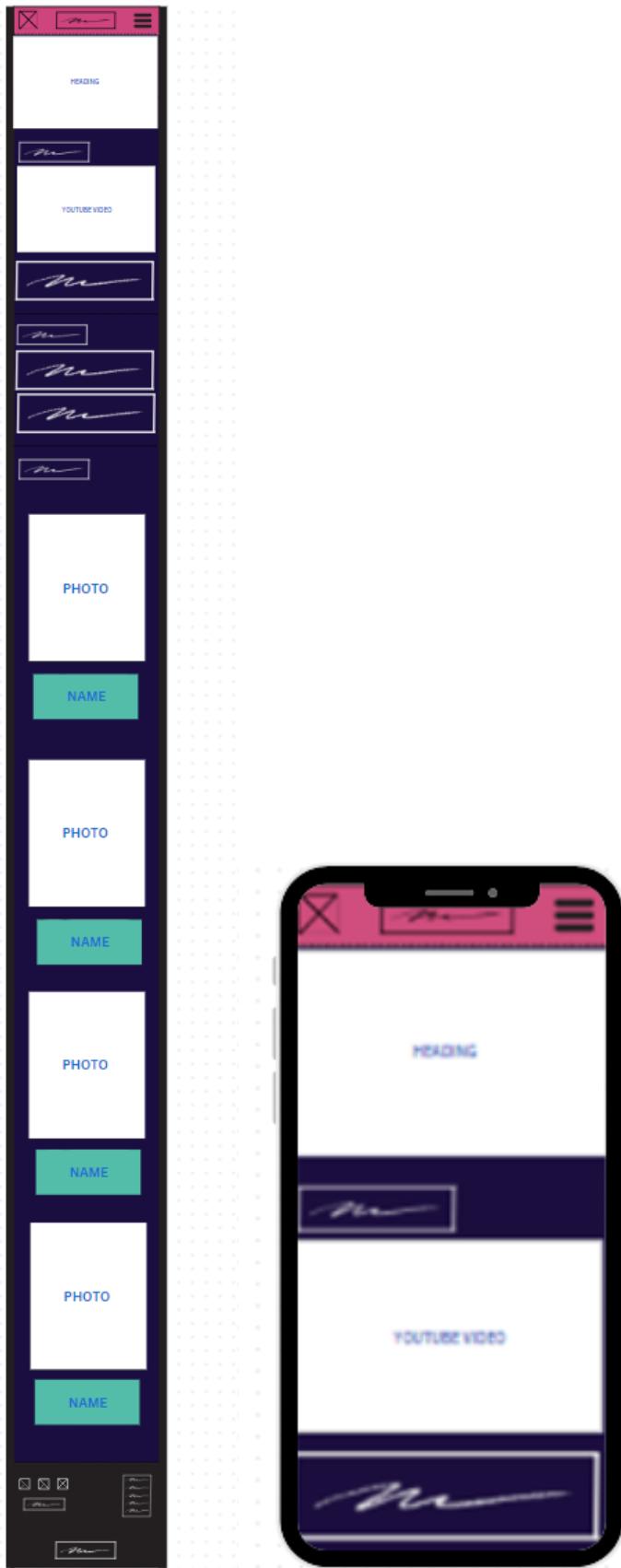
- OUR STORY
HOW AND WHY THE COMPANY WAS FOUNDED

- MISSION & VISION
 - WHAT WE'RE ALL ABOUT
 - WHAT WE AIM TO CREATE/PROVIDE
 - WHAT DRIVES US

Desktop version:

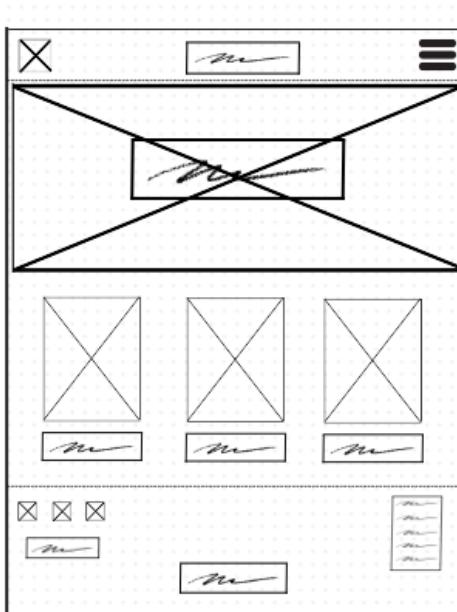
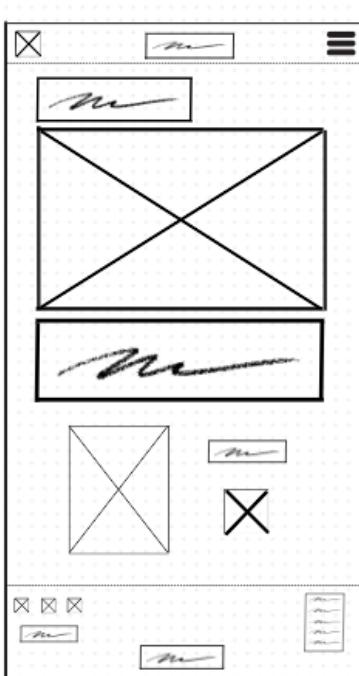
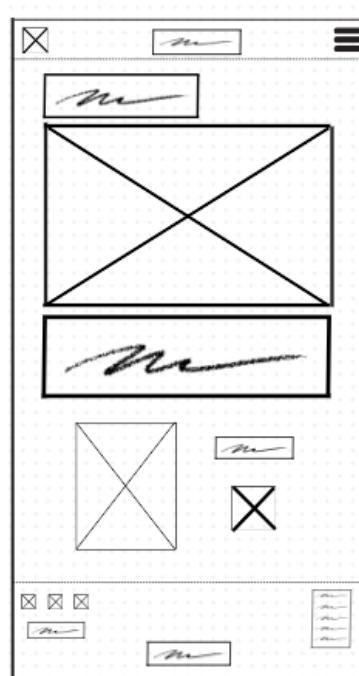
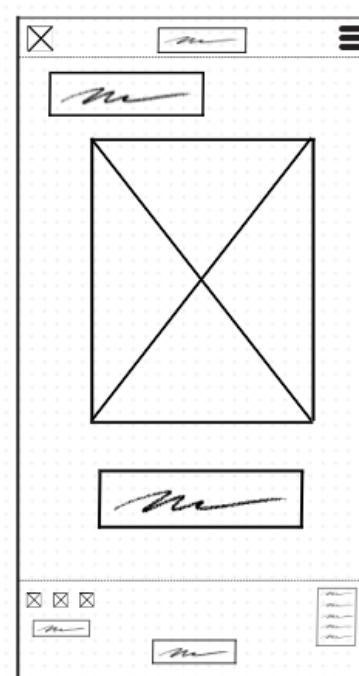


Mobile version:

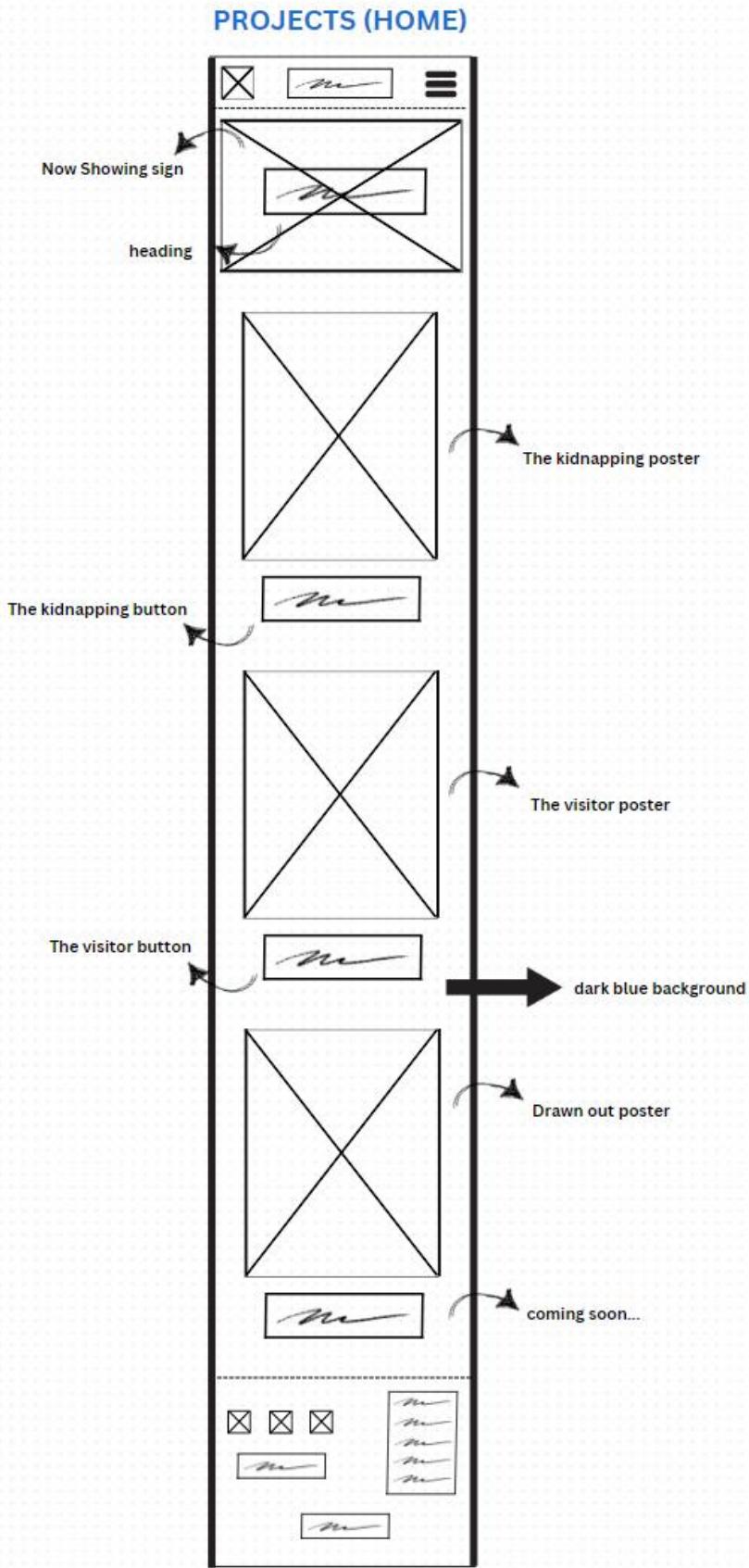


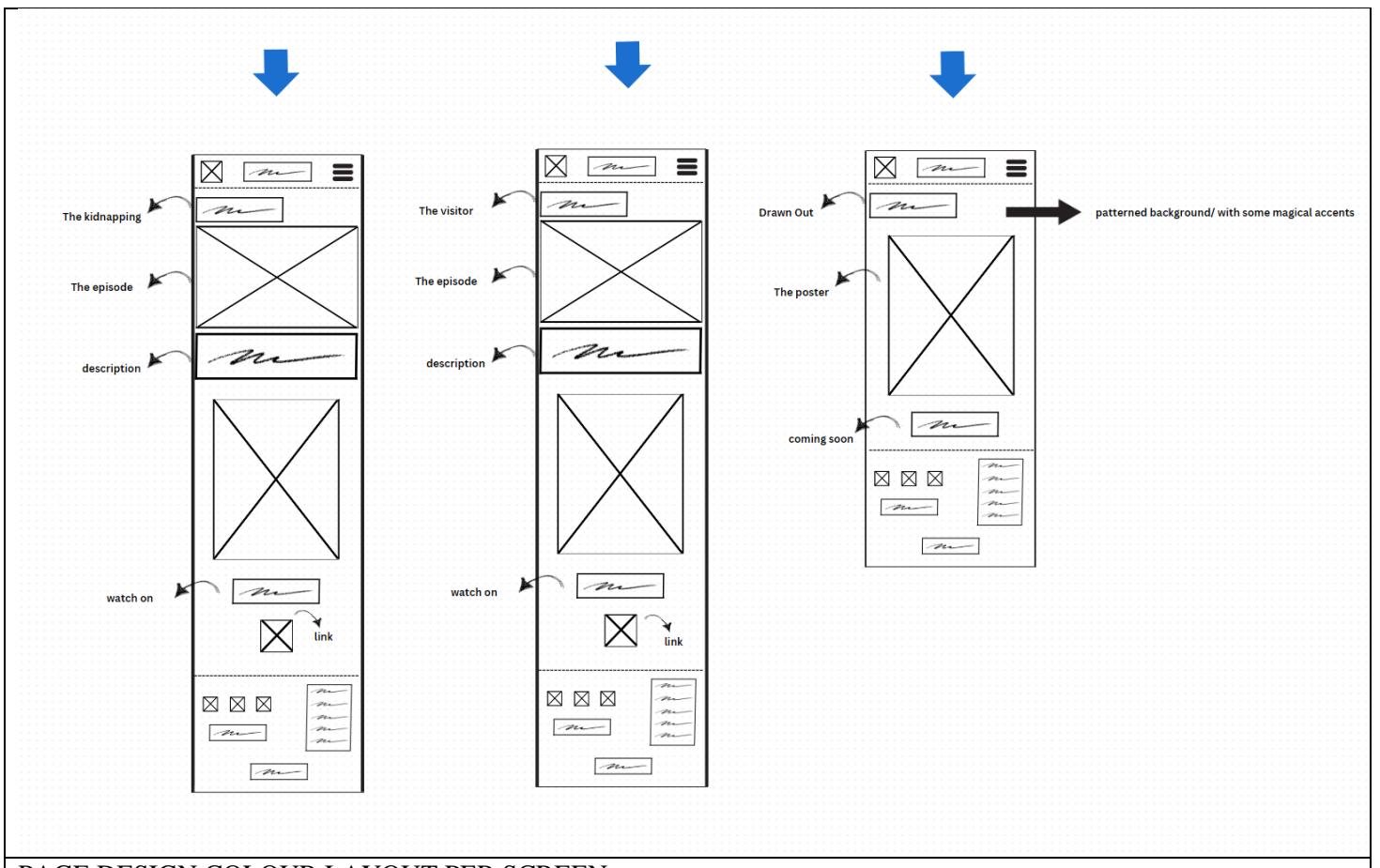
LOGIC DESIGN PER SCREEN



Page/screen titles	Projects page
PAGE DESIGN WIREFRAME/INTERFACE SKETCH PER SCREEN	
Desktop version:	
	
	
	
	

Mobile version:



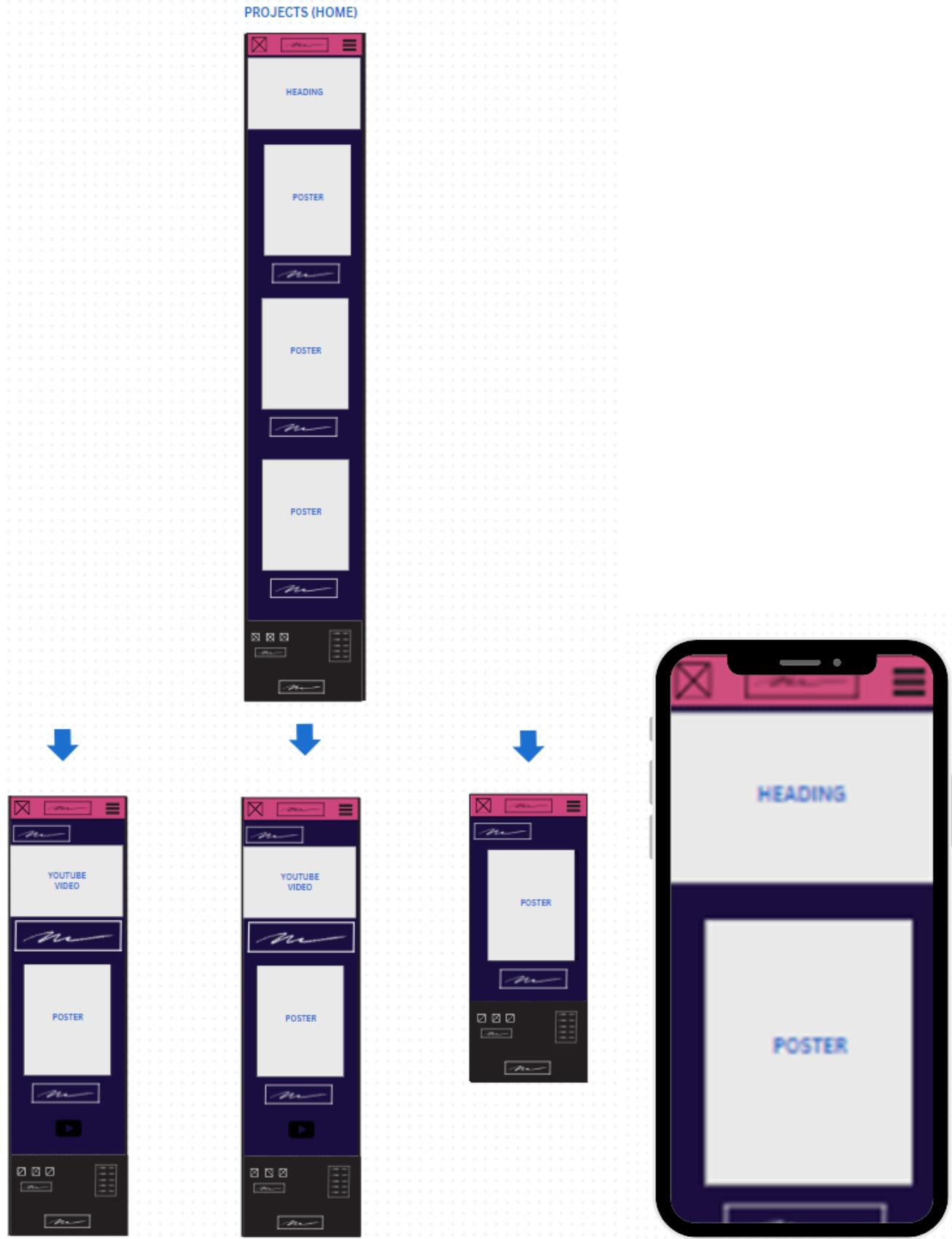


PAGE DESIGN COLOUR LAYOUT PER SCREEN

Desktop version:

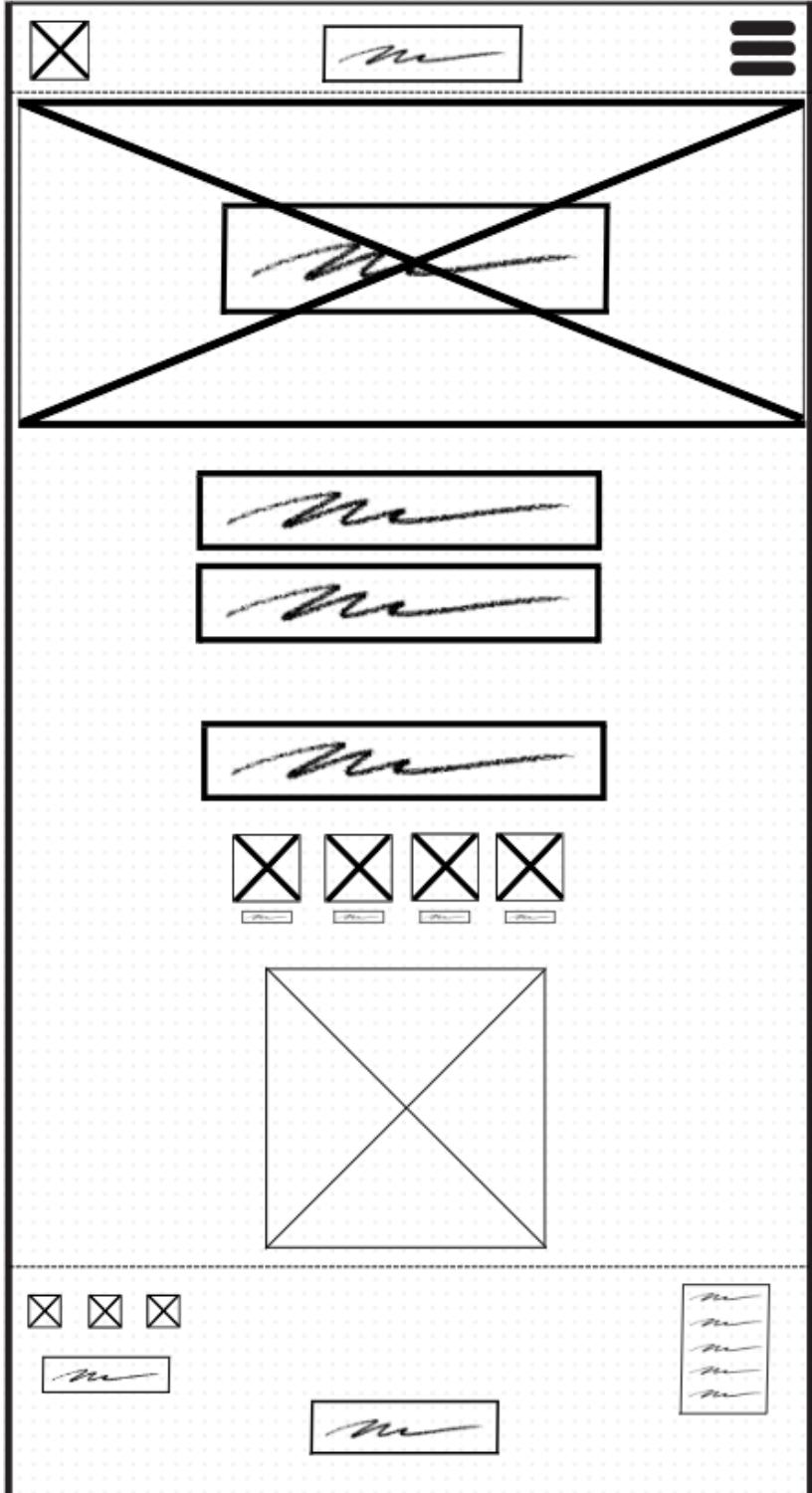


Mobile version:



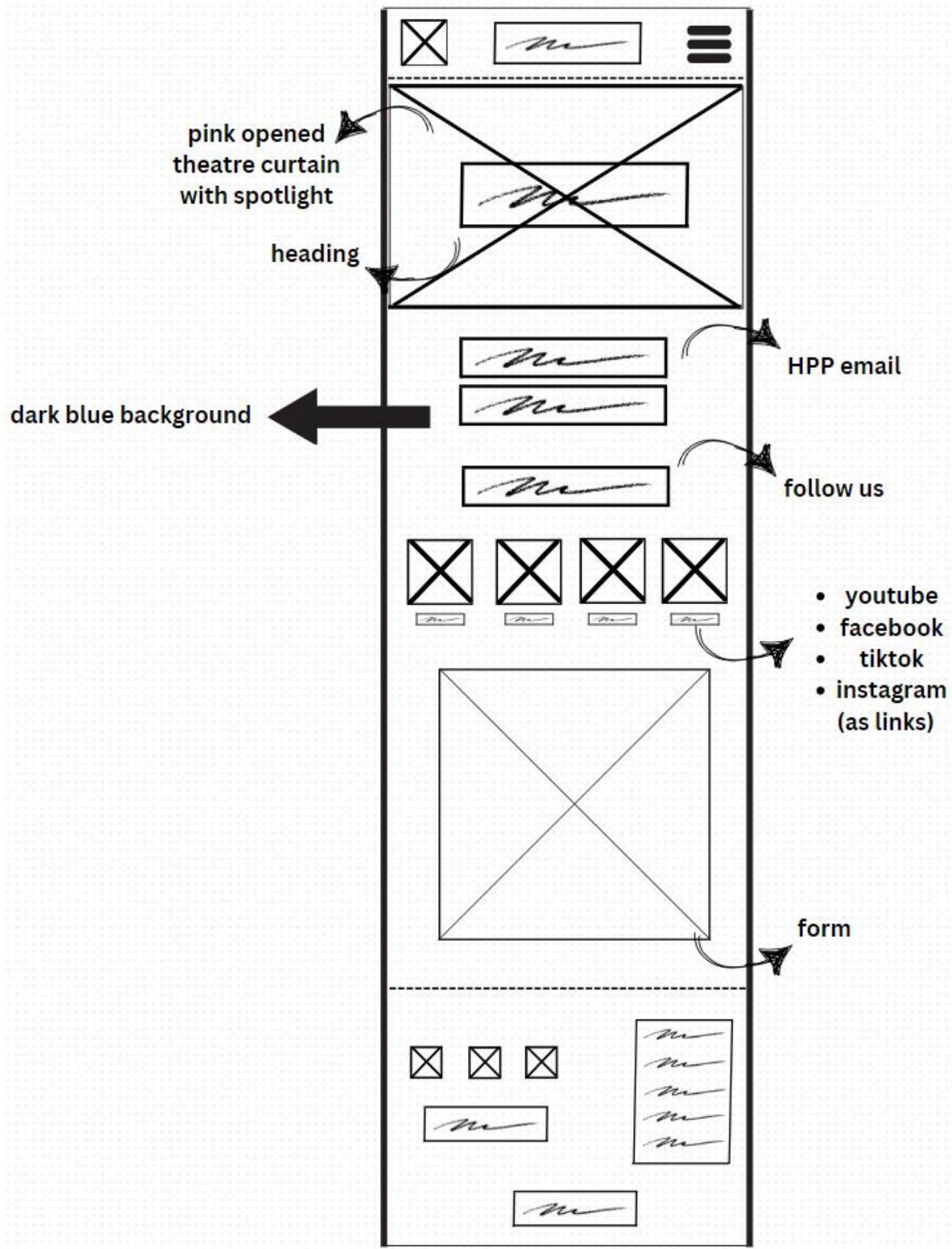
LOGIC DESIGN PER SCREEN



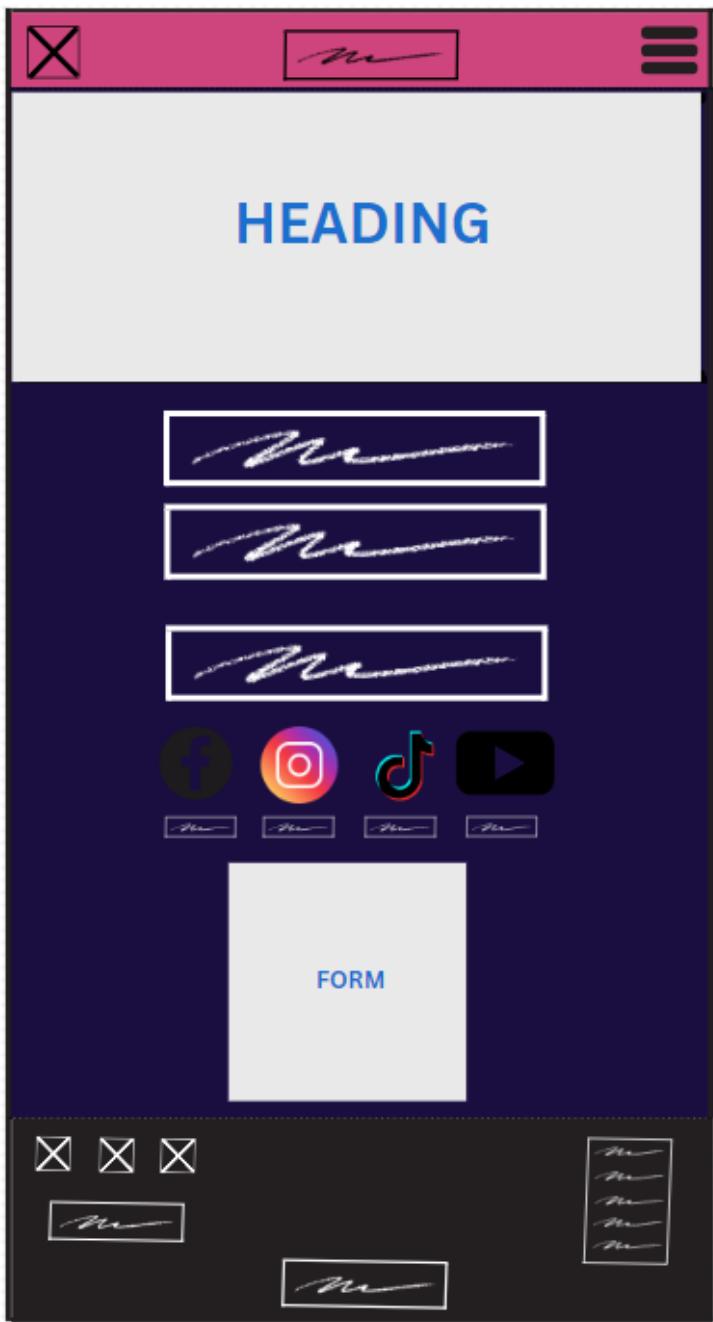
Page/screen titles	Contact page
PAGE DESIGN WIREFRAME/INTERFACE SKETCH PER SCREEN	
Desktop version:	
	

Mobile version:

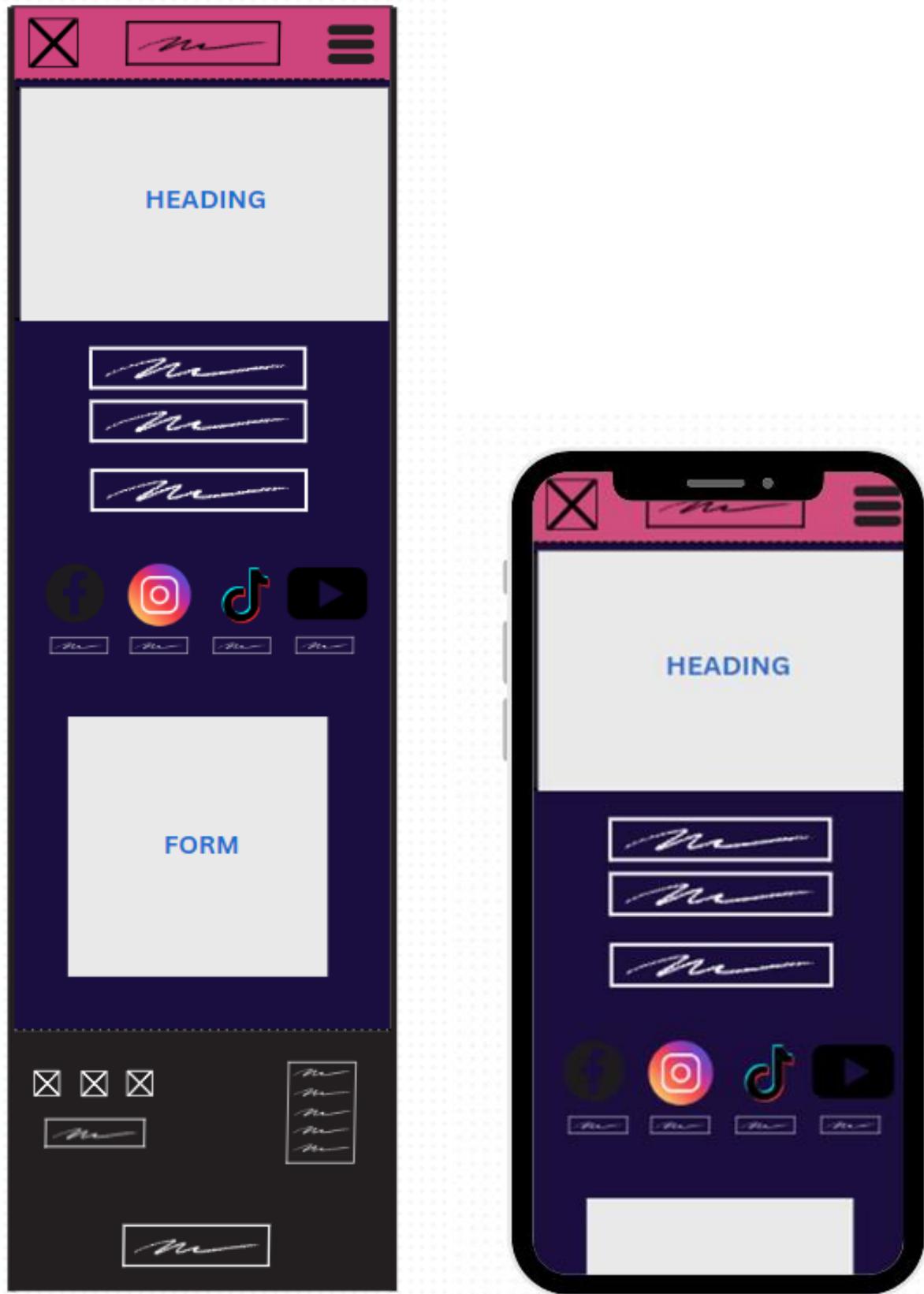
CONTACT



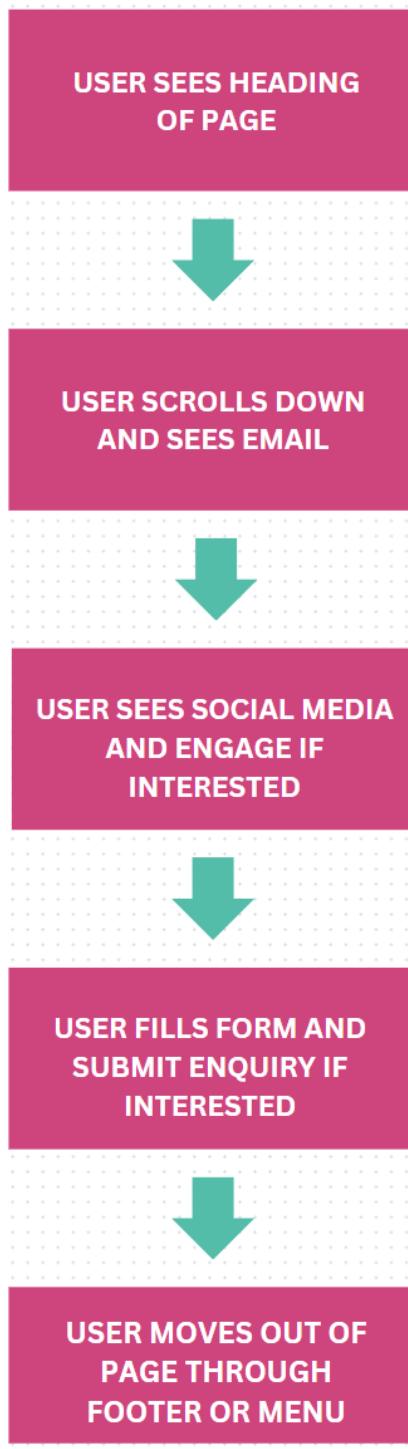
Desktop version:

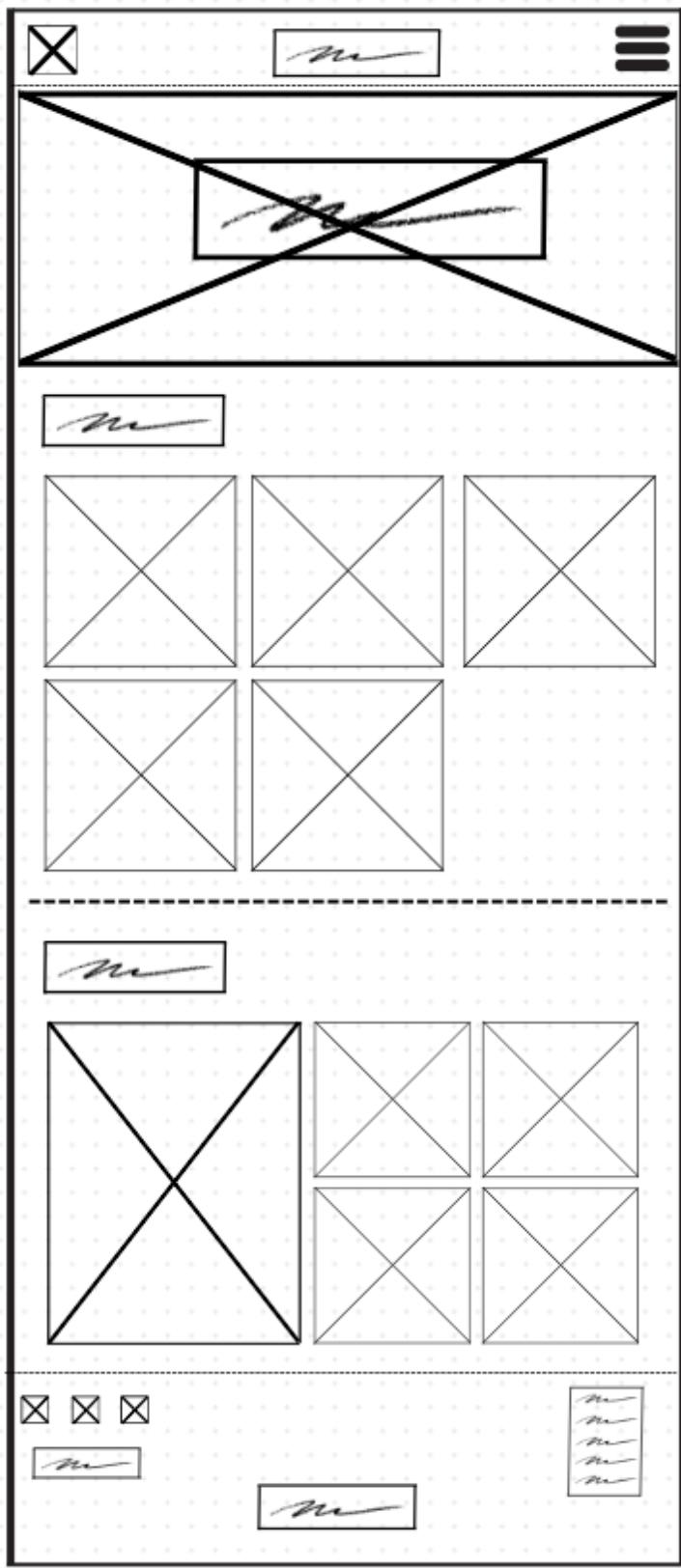


Mobile version:



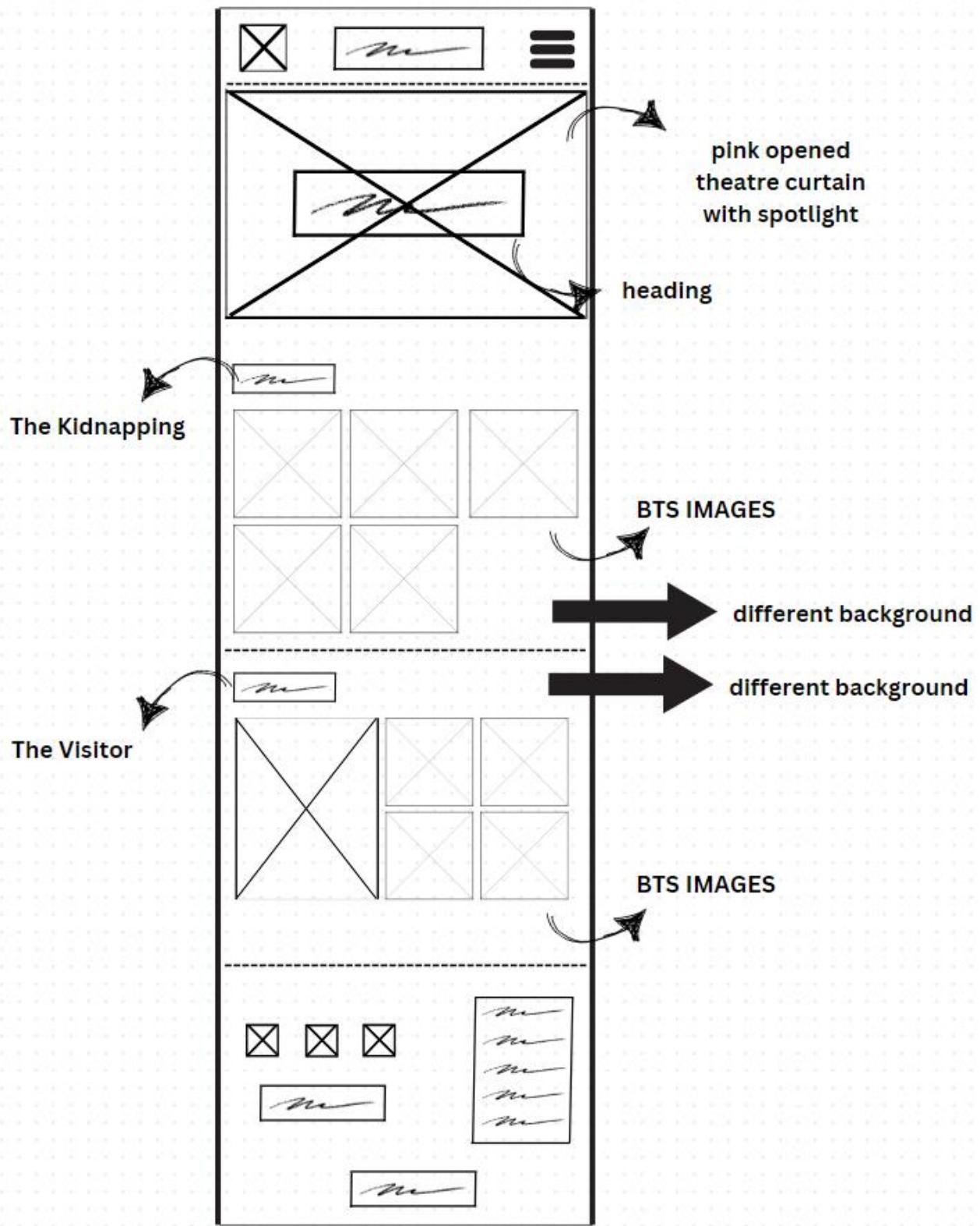
LOGIC DESIGN PER SCREEN



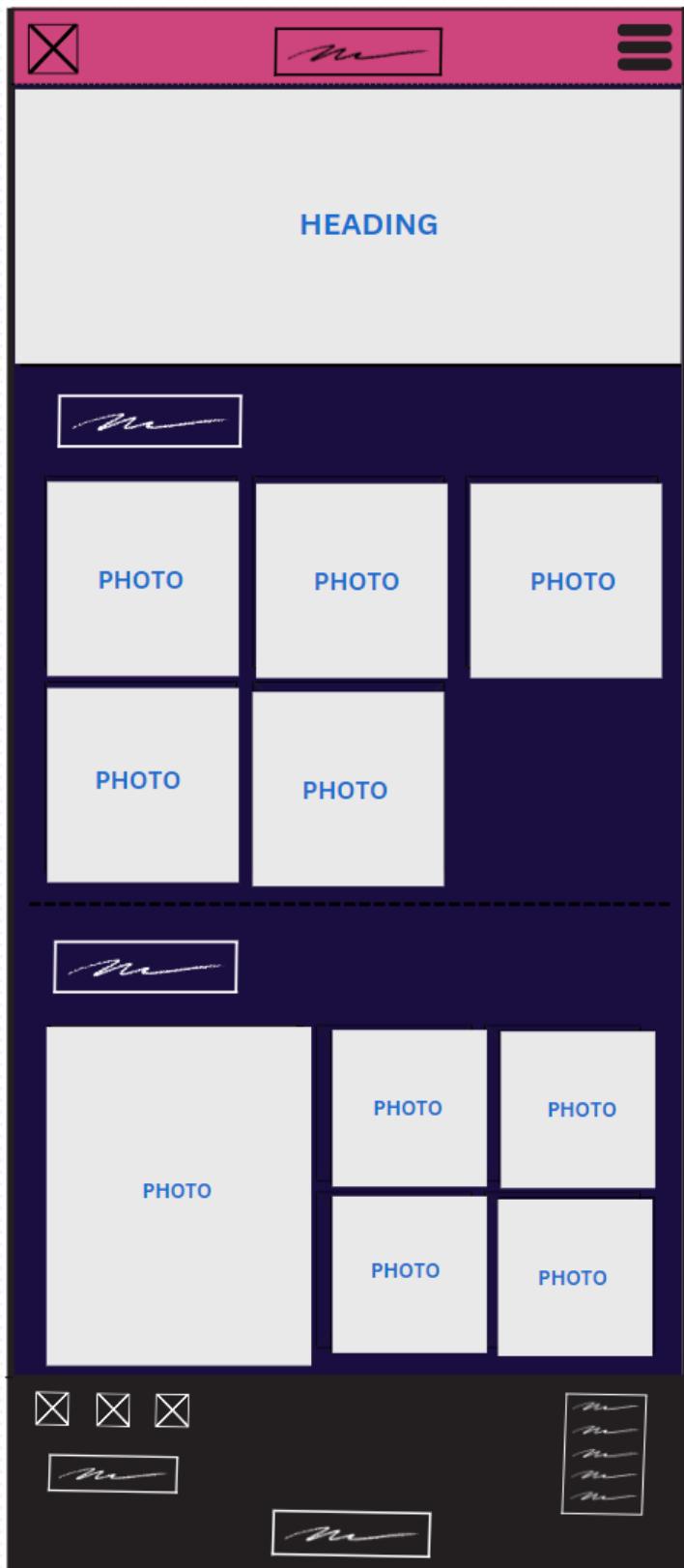
Desktop version:

Mobile version:

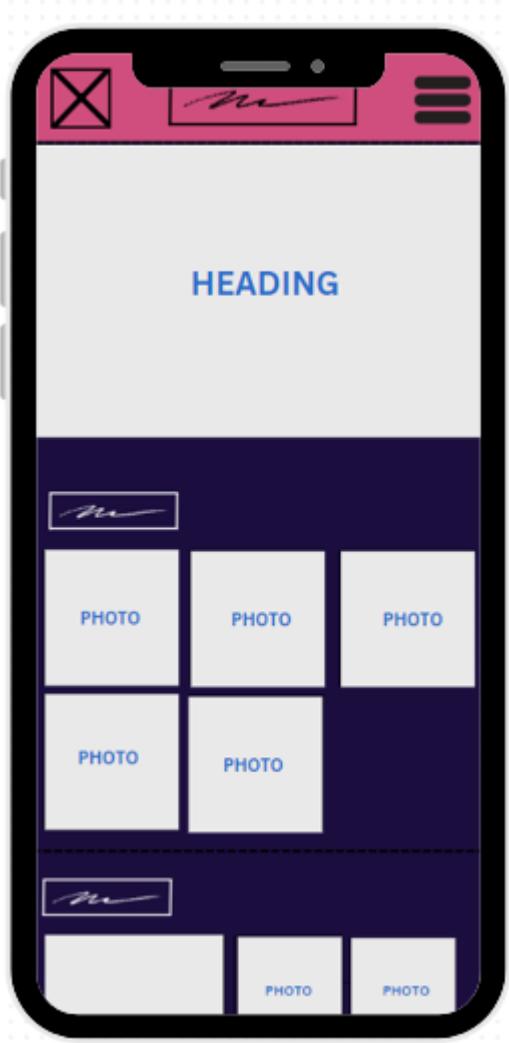
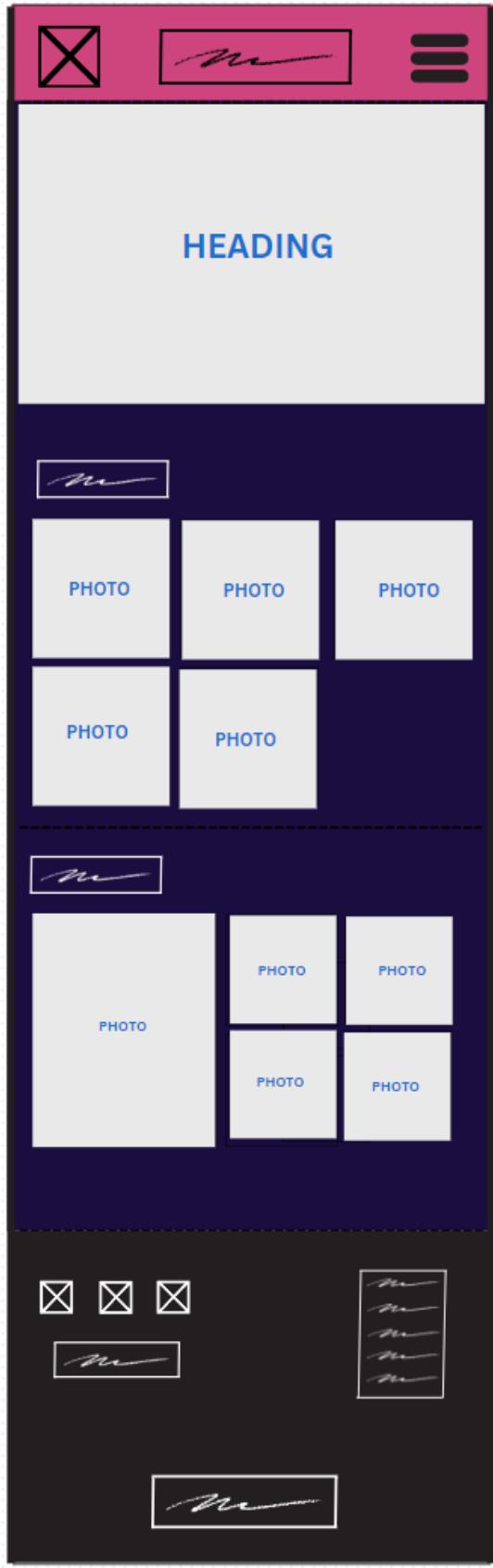
BEHIND THE FILMMAKERS



Desktop version:



Mobile version:



LOGIC DESIGN PER SCREEN

USER SEES HEADING
OF PAGE



USER SCROLLS DOWN
AND SEES BTS IMAGES



USER ZOOMS INTO
FOOTAGES IF INTERESTED



USER MOVES OUT OF
PAGE THROUGH
FOOTER OR MENU

ADDITIONAL DESIGNS:

Element	Design
Favicon	The Hocus Pocus Pictures logo
Loading animation	A brewing cauldron or a film camera rolling

TIME LOG (Individual – Every Group Member)

Date	Time Spent	Task Description
26-2-2025	1 hour	Discussion with the founder of Hocus Pocus Pictures, Sarah Woodward, about the information (scope, target market, main objectives, information, website flow) for documentation.
27-2-2025	20 minutes	Researching and taking notes of user expectations in information on the website
1-3-2025	45 minutes	Discussion with the founder of Hocus Pocus Pictures, Sarah Woodward, about the desired flow and information architecture of the website
9-3-2025	1.5 hour	Commencement of filling in the specification document, starting off with the ‘Application Purpose & Scope’ section
16-3-2025	30 mins	Started to create the PDF version of the specification document (design)
17-3-2025	2 hours	Worked on the ‘List of top 5 Prioritized Objectives’ section of the documentation and researched target audience for the ‘Target Market Profile’ section
18-3-2025	2 hours	Worked on the ‘Target Market Profile’ section of the documentation, creating the market profile for primary and secondary user
21-3-2025	4 hours	Worked on the ‘Competitor Analysis’ section of the documentation, analysing 5 competitors: Amblin Entertainment, Imagine Entertainment, Disney+, Easy Tiger, and Curio Pictures
23-3-2025	4 hours	Worked on the ‘Proposed Application Design’ section, creating storyboards, flowcharts, and sample designs for the mobile and web versions of the website. Also, finalising the document.
23-3-2025	3 hours	Created the PDF/PPT version of the documentation.

References

- Amblin Official Site. (n.d.). *Amblin / Movies & Television / Official Site*. Amblin Official Site.
<https://amblin.com/#visited>
- Curio Pictures. (2025). *Curio Pictures*. Curiopictures.com. <https://www.curiopictures.com/>
- Disney+. (2024). *Stream Disney, Marvel, Pixar, Star Wars, National Geographic in Australia | Disney+*.
Www.disneyplus.com. <https://www.disneyplus.com/en-au>
- Easy Tiger Productions. (2025). *Easy Tiger Productions*. Easy Tiger Productions. <https://www.easytiger.tv/>
- Imagine Entertainment. (2018). *Imagine Entertainment*. Imagine Entertainment. <https://imagine-entertainment.com/>
- Jobs and Skills Australia. (2025). *Directors (Film, Television, Radio or Stage)*. Jobs and Skills Australia.
<https://www.jobsandskills.gov.au/data/occupation-and-industry-profiles/occupations/212312-directors-film-television-radio-or-stage>
- Screen Australia. (n.d.). *Age profile - Audiences - Cinema - Fact Finders*. Screen Australia.
<https://www.screenaustralia.gov.au/fact-finders/cinema/audiences/age-profile>
- Screen Australia. (n.d.). *By gender - Age profile - Audiences - Cinema - Fact Finders*. Screen Australia.
<https://www.screenaustralia.gov.au/fact-finders/cinema/audiences/age-profile/by-gender>
- Screen Australia. (2021). *Gender data and insights - Gender Matters - Data and Insight - Screen Australia*. Screen Australia. <https://www.screenaustralia.gov.au/fact-finders/gender-matters/gender-data-and-insights>
- Varyan, A. (2025). *Women in film: breaking barriers*. EditMentor. <https://editmentor.com/blog/women-in-film-breaking-barriers/>