

## Sprint - Project 1

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**Experience-Based Problem:** When my roommates and I wanted to watch a movie on Netflix, none of us could decide on what to watch, even after several minutes of scrolling through Netflix's home page. This is a common issue my friends and I have: we want to watch something together, but can't decide on anything. A google search could lead us to a movie we find interesting, but then it may not be on the streaming platform we have access to, placing us back at square one.

**Question:** How can I simplify the way a user finds a movie on a specific streaming platform?

### UX Strategy:

The purpose of this app is to take away the stressful decision making process that arises when it comes time to watch a movie on a streaming platform. During my field research it became evident that, of people who actively use streaming platforms, all have experienced feelings of indecisiveness when selecting from the wide array of options available to them. When there are too many equally ranked choices, it becomes difficult to weigh one against the other and decide which is better. This is a phenomenon known as choice paralysis, which occurs when the options at hand are all too similar to make a clear distinction.

Upon examining consumer research, a user should regain the pleasure that comes with watching movies with friends and family. They should not think of deciding on a movie as a task, but rather a fun aspect of the movie watching experience. To encourage this goal, the app implements a wheel-like button that, when pressed, generates a randomly selected movie. This was done with hopes to evoke the feeling of spinning a wheel or playing a game of chance. Additionally, the app will allow the user to be sure that the movie they find is accessible to them. By first selecting the streaming platform that the user has access to, it ensures the app will not provide the user with a result that is of no benefit to them. In this way, the app works with what the user already has, rather than requiring them to purchase additional subscriptions. Finally, this app should not exacerbate the issue of indecisiveness. Although the user is able to swipe left on their result and receive a different one, this feature can only be used up to five times per day. This is to prompt the user to make a timely decision.

### Business Strategy and Value:

**Customer Segments** - Based on research, users express a desire for an app that will streamline the process of selecting movies. Users have experienced the feeling of being overwhelmed by the number of choices a streaming platform provides. They reveal that merely scrolling through the choices displayed on the homepage of the platform does not help them make a selection. Users want a tool with a simple interface and clear instructions that will help them to find movies quickly.

**Value Proposition** - *This app will allow users to enjoy the process of finding a movie to watch by providing a quick, easy, and fun way to discover films.*

#### Rationale -

Users want a simple method of finding a movie. When humans are faced with too many options that are all of equal validity, they have difficulty deciding which is better than the other. With this app, users can break through their choice paralysis and select a movie quickly.

Users don't want to press several buttons to find a movie. They do not want to fill out lengthy forms about what kind of movie they are in the mood for or add keywords to narrow down a search. Users want efficiency, which is why this app quickly gives the user their result without any hassle. They simply pick their platform and spin the wheel, no further input required. Additionally, users want an interface that is easy to understand. By creating simple screens that are not too busy, users can intuitively understand how to navigate through the app. Finally, users want to have fun using apps. By making use of a wheel shape, it makes the user feel as though they are playing a game. While the app's primary purpose is to solve the user's problem of indecisiveness, it is also in a way a game, which allows users to enjoy the experience of interacting with it.

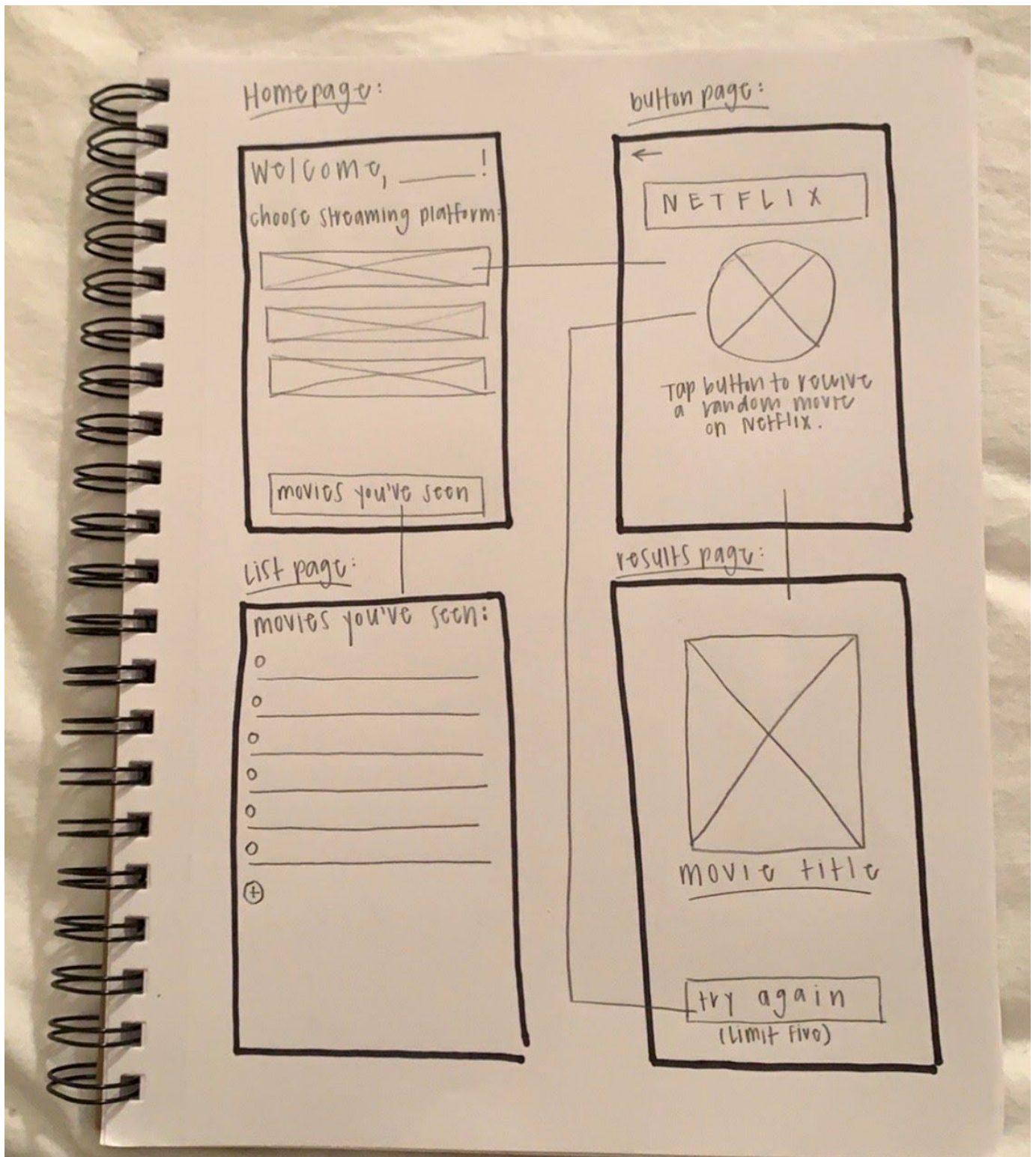
#### **Competitor analysis:**

*Popflake* - This app lets users pick specific keywords- like romance, college, or cars- to find a movie. It will select a film for you, but since you cannot specify which provider you have beforehand, you may not be able to stream it. This leads to the problem users have where they find a movie they want to see, only to realize it's not on a streaming platform they subscribe to. Additionally, there are too many choices that a user must make on this app. While having the availability to select keywords is nice, most of the time we do not know what kind of movie we are in the mood for, causing more decision paralysis as the user tries to choose what they want.

*Random Movie Picker* - This app is only available for Android devices, which limits the number of users who can access the app. Additionally, the user interface is outdated and difficult for the user to navigate. The app is filled with ads, which frustrates users and creates a feeling of annoyance when using the app rather than alleviating the stress that comes with deciding on a film.

*Reelgood.com and other online websites* - These are web apps, which does not allow for easy on-the-go access since the mobile interface is not responsive. People do not usually have their laptops out when they are relaxing and preparing to watch a movie, so it makes it difficult to . Additionally, this app is confusing to look at as there is a lot going on. The app supports both movies and TV, which allows for more divisions on the page and more

## ITERATION 1 (wireframe)



## **ITERATION 1 (notes and critiques)**

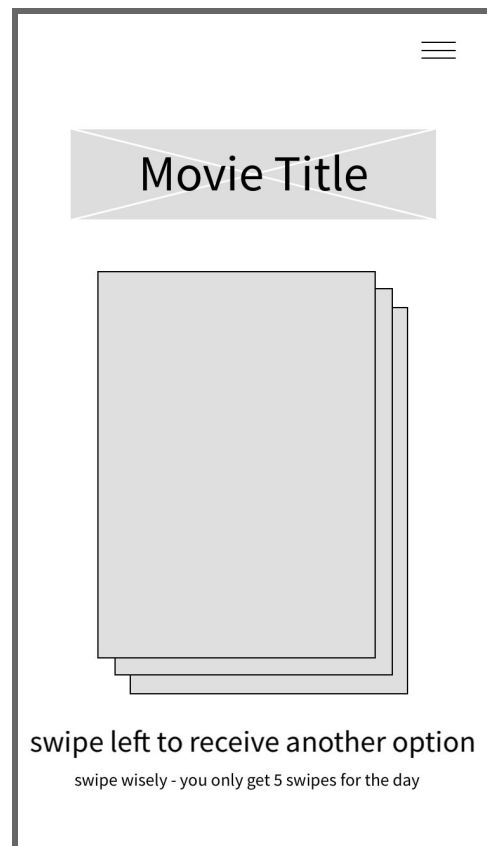
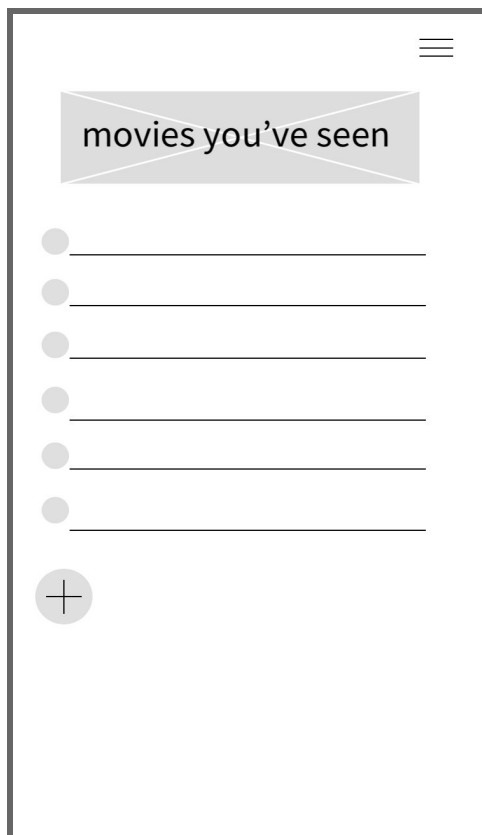
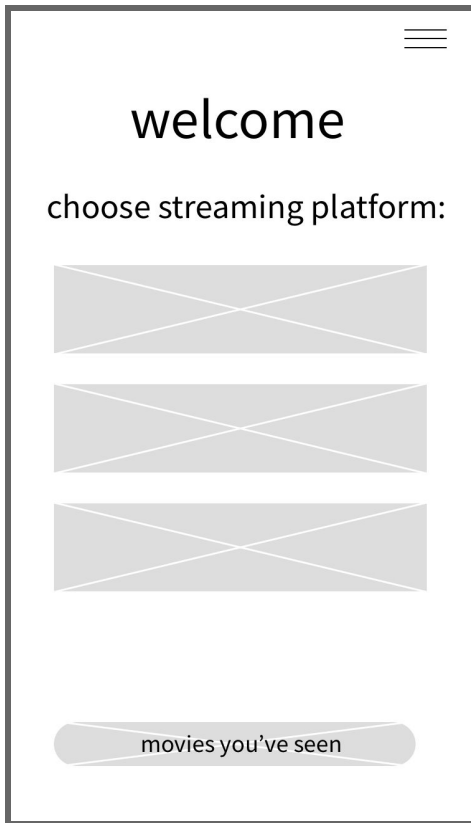
### Notes:

- In initial field testing, 5/5 people said they had been in a situation where they didn't know what to watch and 4/5 people said they would consider using a random movie generator app when they couldn't think of anything else to watch. This told me there was a need for this app.
- Participants also mentioned wanting to have access to movies they hadn't seen before, which sparked the concept of creating a list of movies the user has seen and therefore won't be in the possible movies generated for the user.

### Critique:

- “On the button page, I am confused when I see the button, the instructions should be above it so that you understand what the button represents before you see it”
- “The button should be more prominent if that is the main feature of the button page”
- “The results page is confusing. When you hit try again does it bring back to the button page? Maybe simplify this process.”

## ITERATION 2 (wireframe)



## ITERATION 2 (notes and critique)

### Notes:

- Added swiping effect to make the results page more simplistic. If a user does not like the provided result, they can swipe to the left and a new option will appear. This is similar to how apps like Tinder or Bumble work, giving the app a modern edge. There is still a five result limit and the app will tell you once you have used all your tries.

### Critique:

- Simplify home screen by replacing “welcome” with “find a movie”. Reduce wordiness by saying “Your Platform” instead of “Choose Streaming Platform”. This will make it easier for users to understand the purpose of the app right away.
- Remove movies you’ve seen page. Not a vital part of the application’s function and could cost extra resources. Instead, focus on narrowing down the heart of the app.
- “On the button page, the button should be more prominent if that is the main feature. Add something to make it stand out more.”
- Maybe add a short movie description under movie poster to help the user know what it is about.

### ITERATION 3 (final wireframe)

