CS247 Project 2

Part II Report

Studio: Autonomous things

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Overview

In this report, we detail our process of revising and iterating toward a final design for our concept. This report follows from our project's Part 1 report.

In Part 1, we presented our three ideas to address the problem of tailoring movie recommendations to groups of people. We explored one of these ideas further in an HTML mock – the Tinder-like mechanism for small groups to decide on a movie – and this is the concept that we continued to revise in part 2 of the project.

In this report, we document our process at each iteration: first, our revised mock in Sketch and HTML; second, our mood board; third, our three pixel-perfect mocks; and lastly, our final mock.

But first, we redefine the problem we are solving and our target user.

The problem

We are trying to improve the process of movie selection for groups of people. Specifically, we want to make this process quicker, more fun, less contentious, and less stressful for people who do not know exactly what they want to watch. The project description illustrates these needs with an example: "you and your roommate are sitting on the couch, you both have an account, but you like very different movies, and you don't want to argue for three hours about what to watch".

We specifically focus on small groups of people. In Part 1, we envisioned our target user group as two people on a date or in some romantic setting; however, upon reconsideration, we believe our idea can be designed for any small group of people at any level of friendship, and there is no reason to constrain ourselves to such a narrow target user group.

I. Revised mock

Summary of critiques from studio

In studio on 1/14/2016, we received critique on the concepts we presented, the user experience, and the overall visual style. Feedback on the concept was positive: people liked the Tinder-like interactions and the swiping. One peer was uncertain about which direction to swipe in to indicate like and dislike; however, we already include explicit "heart" and "X" buttons to address such confusion. For the user experience, people liked that we included a mix of genres and moods to choose from on our first screen.

However, we noticed that different people want different specific categories: some wanted genre, some wanted moods, and some wanted categories for movies based on time (e.g. categories for vintage movies or new releases). To address this feedback in our part two revisions, we include more categories for users to choose from, and we draw inspiration from movie websites like Netflix as well as song streaming services like
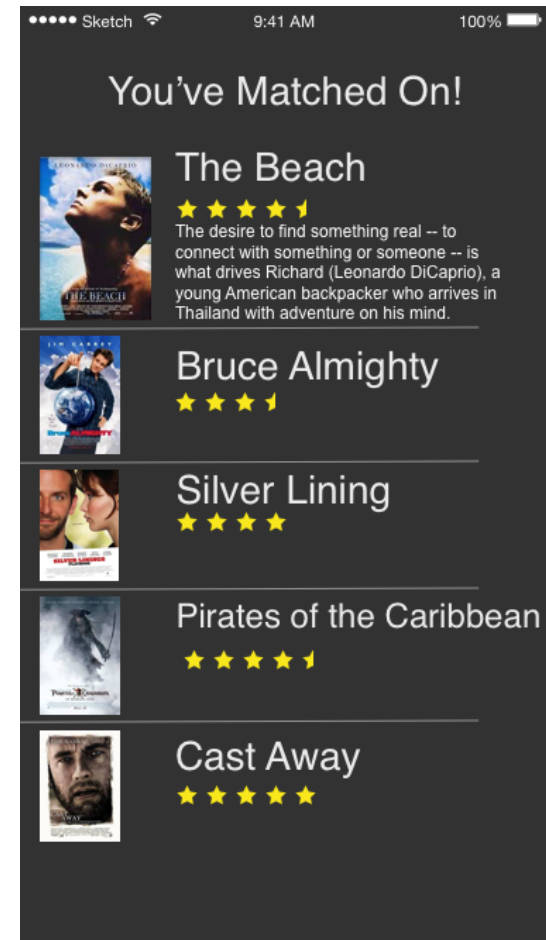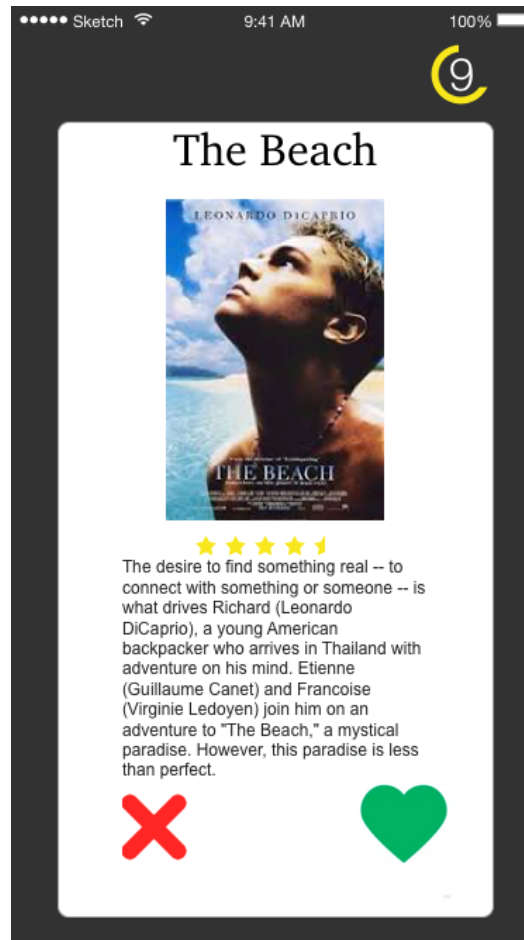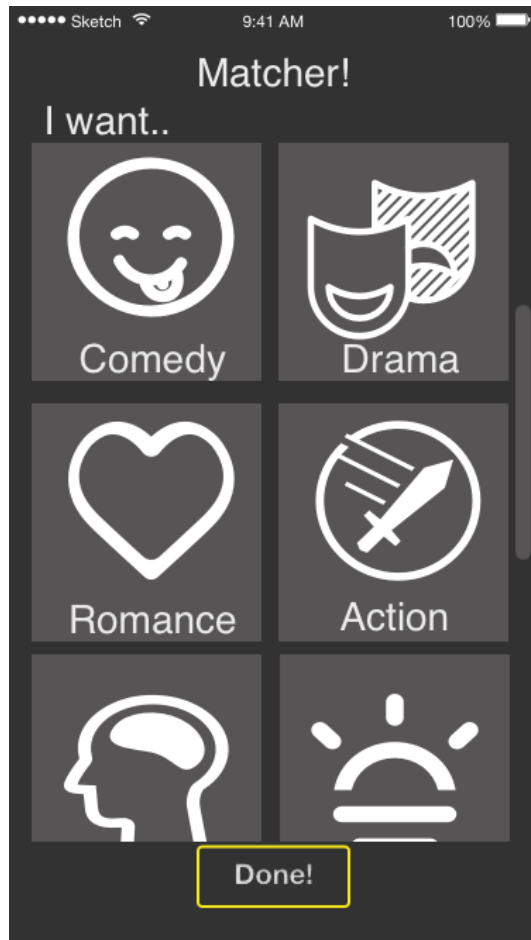
Songza and Spotify. Finally, in the way of visual style, our critique from studio was to make this style more consistent in part two.
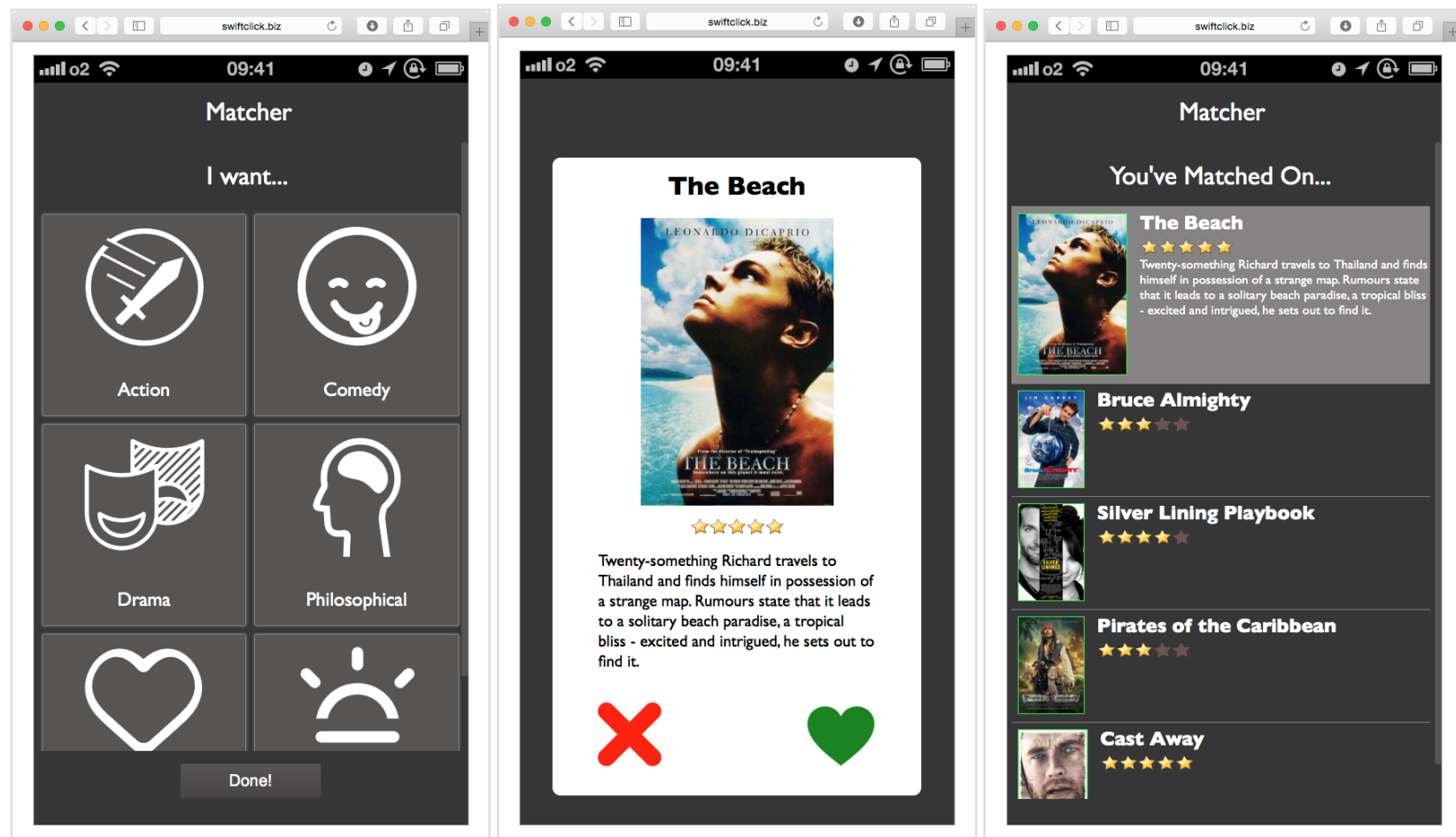
In our revised mock, following from our feedback on part 1, we made the styling in the three parts in our flow cleaner and more visually consistent. For example, we embedded all screens in a consistent phone frame and added detail to the final screen showing the list of movies that yielded matches.

Our design shows a screen for each of the three main steps in the app. First, the user selects her desired movie moods and genres. Second, the user swipes left or right on movies (swiping right or clicking "heart" means the user would want to watch the movie; swiping left or clicking "X" means she would not). Third, the user reviews the list of movies matched with her movie-watching partners (a match occurs when both people have swiped right on the same movie). In step 2, we include a countdown timer (shown in the top right of the screen) to force the process to be quick.

Matcher!

I want..

Comedy	Drama
Romance	Action

Done!

9

The Beach

LEONARDO DiCAPRIO

THE BEACH

★★★★⯪

The desire to find something real -- to connect with something or someone -- is what drives Richard (Leonardo DiCaprio), a young American backpacker who arrives in Thailand with adventure on his mind. Etienne (Guillaume Canet) and Francoise (Virginie Ledoyen) join him on an adventure to "The Beach," a mystical paradise. However, this paradise is less than perfect.

✗ ♥

You've Matched On!

The Beach
★★★★⯪
The desire to find something real -- to connect with something or someone -- is what drives Richard (Leonardo DiCaprio), a young American backpacker who arrives in Thailand with adventure on his mind.

Bruce Almighty
★★★⯪

Silver Lining
★★★★

Pirates of the Caribbean
★★★★⯪

Cast Away
★★★★★

Screenshot of HTML mock

Link to HTML mock

http://swiftclick.biz/su/cs247/p2/index.html

II. Mood board

The choices we made in our mood board were motivated by our user's needs: to make the movie selection process quicker, more fun, less contentious, and less stressful for people who do not know exactly what they want to watch. We also wanted our mood board to mimic aspects of the experience of being in a movie theater.

Color choice

We chose our colors – red as our highlight color and white or black as our background color – because of their associations with movies and media. Red is the color of Netflix, YouTube, and movie theaters, and we want to align with these associations. We also wanted to use large swathes of white space (or in this case, black space) to highlight the media content.

Font choice

We chose Gill Sans as our app's font for 3 main reasons: (1) it has a large x-height and therefore would be relatively legible on a smartphone with a small screen, (2) it presents a neutral mood, and would be equally appropriate for displaying titles of horror movies and comedies alike, and (3) it conveys professionalism without pomp.
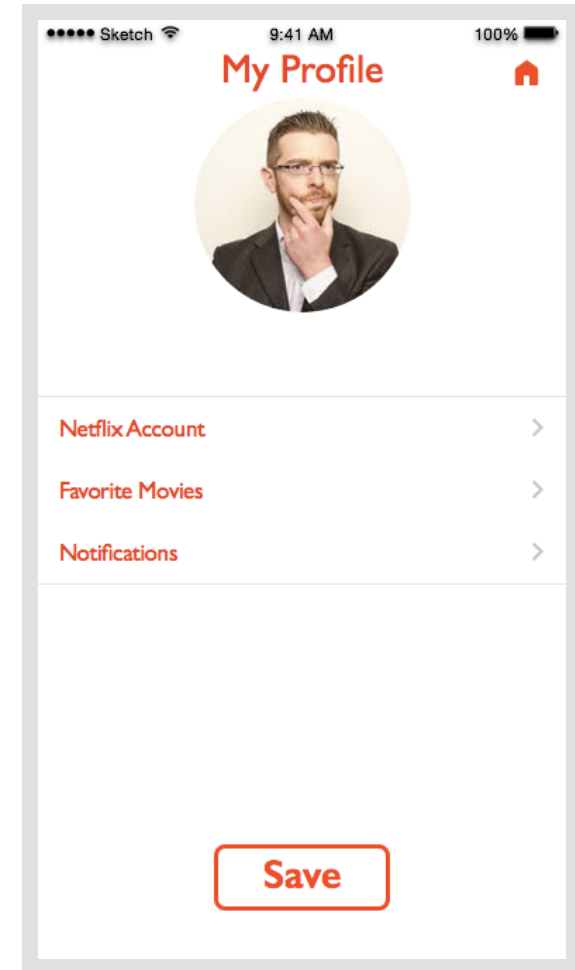
Desired feel

Since we aim to the make movie selection process quick and simple, we wanted our app to feel modern and minimal. The designs we chose in our mood board are meant convey a mood of simplicity and sleekness.
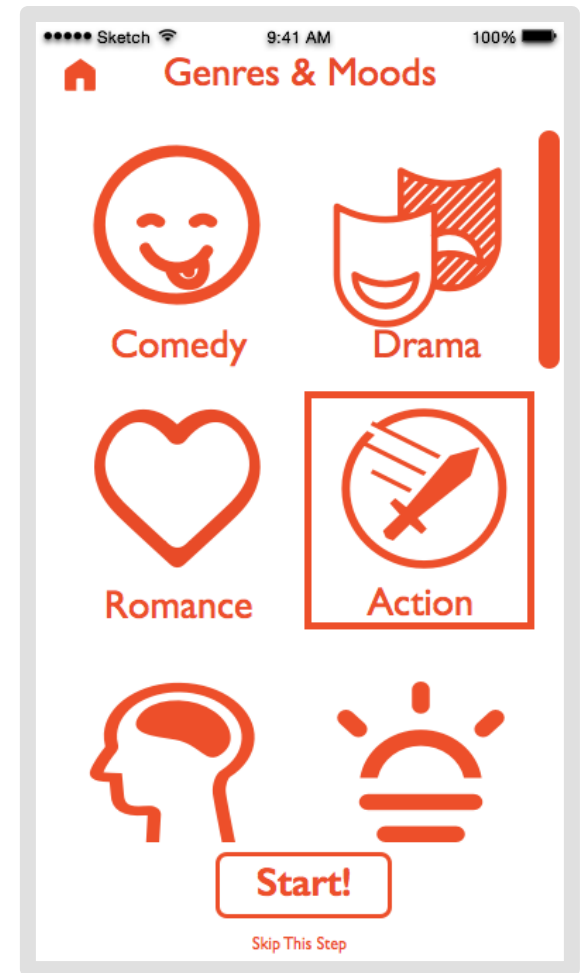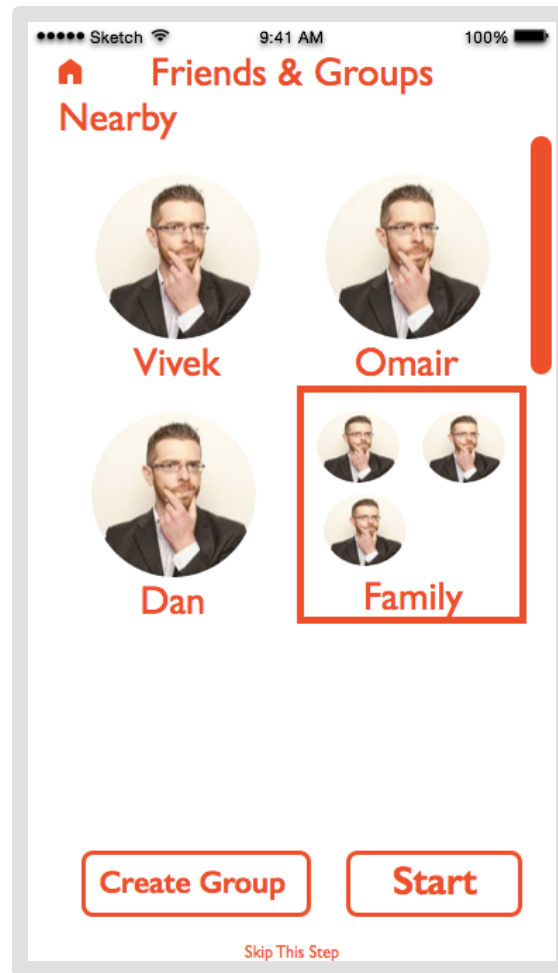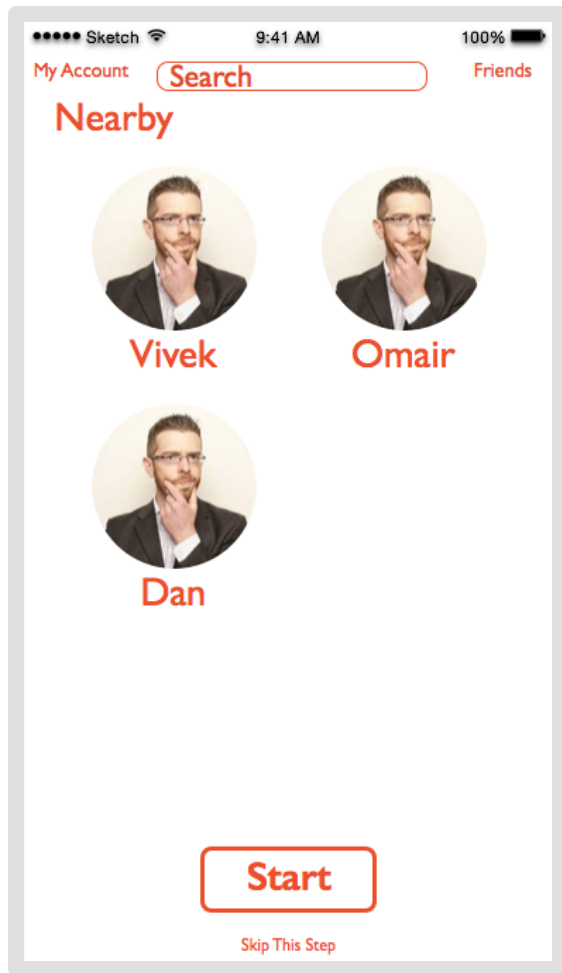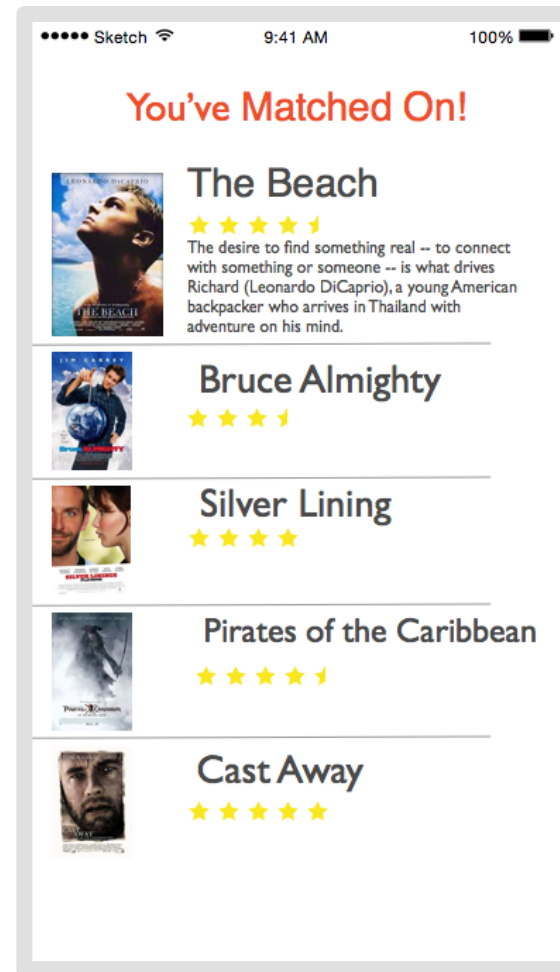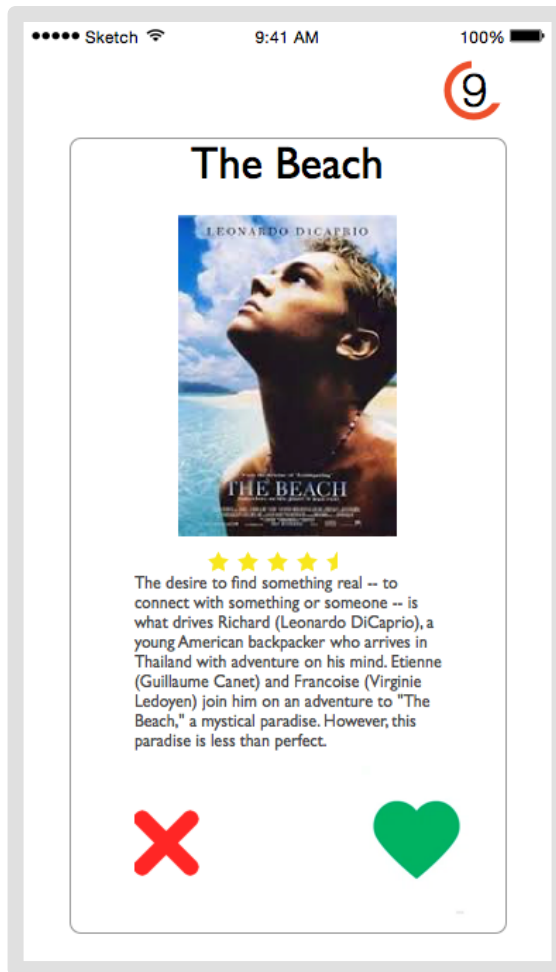
Sketch mock #1

In this mock, we focused on using white space to maintain simplicity for the user and to keep the interface uncluttered. We wanted the main use of each screen to be extremely clear to the user. We also took inspiration from Tinder's and Snapchat's navigation structure and implemented a home screen whereby a swipe left went to the user's profile and a swipe right to the user's friend page. In all three pixel-perfect mocks, we show multiple movie matches on the final screen but highlight a single match at the top. In a group that is stuck selecting from a potentially long list of matches, we thought that highlighting one match as "best" could help reduce stress and decision fatigue.

Screen 1 — Nearby

My Account | Search | Friends

Nearby

Vivek   Omair

Dan

Start

Skip This Step

Screen 2 — Friends & Groups

Friends & Groups

Nearby

Vivek   Omair

Dan   Family

Create Group   Start

Skip This Step

Screen 3 — Genres & Moods

Genres & Moods

Comedy   Drama

Romance   Action

Start!

Skip This Step

Screen 1

9

The Beach

LEONARDO DiCAPRIO

THE BEACH

★★★★

The desire to find something real -- to connect with something or someone -- is what drives Richard (Leonardo DiCaprio), a young American backpacker who arrives in Thailand with adventure on his mind. Etienne (Guillaume Canet) and Francoise (Virginie Ledoyen) join him on an adventure to "The Beach," a mystical paradise. However, this paradise is less than perfect.

✗   💚

Screen 2

You've Matched On!

The Beach
★★★★
The desire to find something real -- to connect with something or someone -- is what drives Richard (Leonardo DiCaprio), a young American backpacker who arrives in Thailand with adventure on his mind.

Bruce Almighty
★★★★

Silver Lining
★★★★

Pirates of the Caribbean
★★★★

Cast Away
★★★★★

Sketch mock #2

In this mock, we experimented with standard checkboxes in the genre selection step. In the movie-swiping step, we adapted the Tinder-like interface to be flat rather than showing explicit cards.
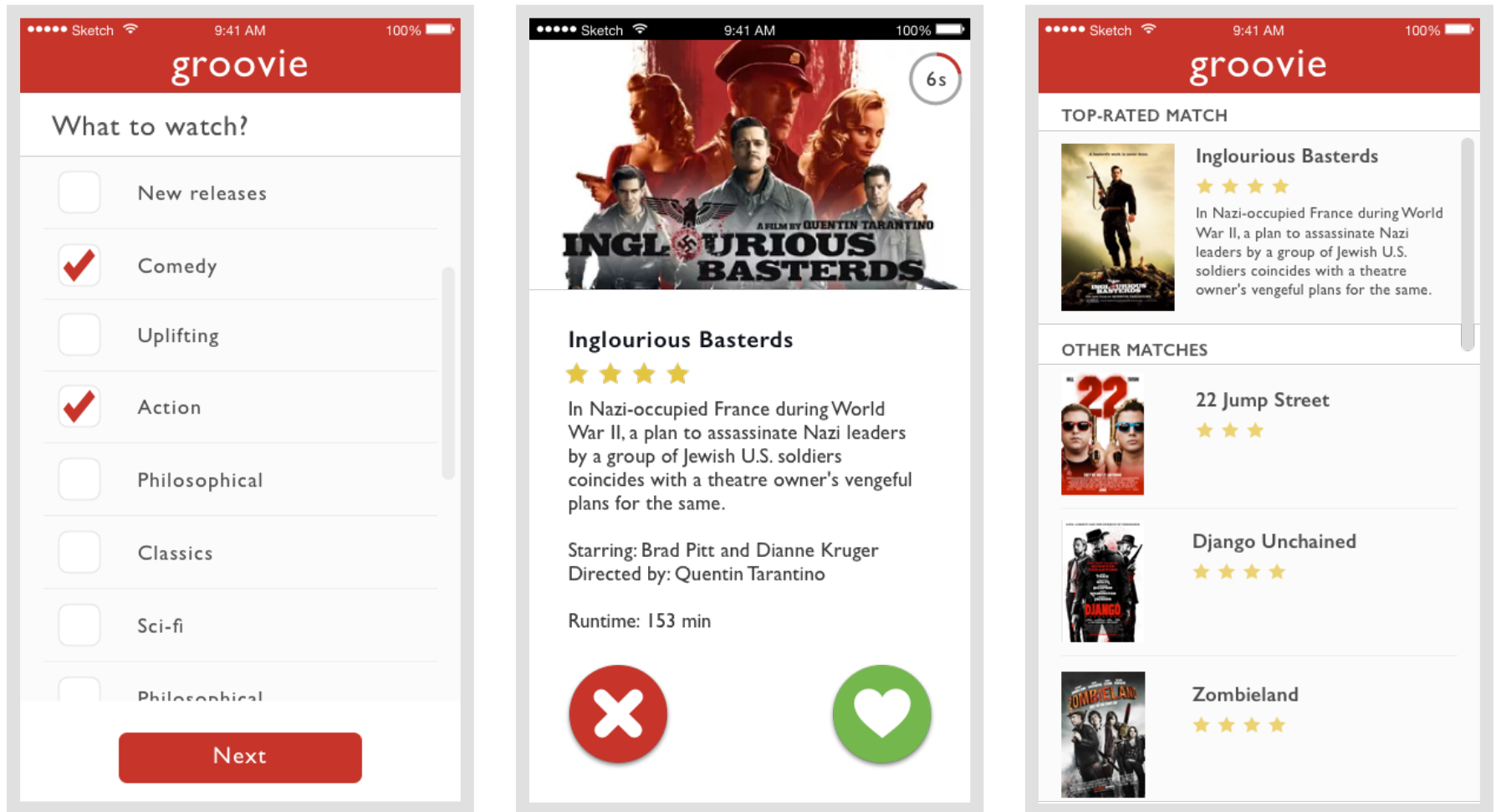
In this design, we experimented with black as a background color. We use a gridded image layout in the genre-selection step for increased visual appeal, with the images darkened so as to render the white overlay text visible. We also removed the timer from the movie-swiping step in order to get feedback from peers on whether to include the timer.
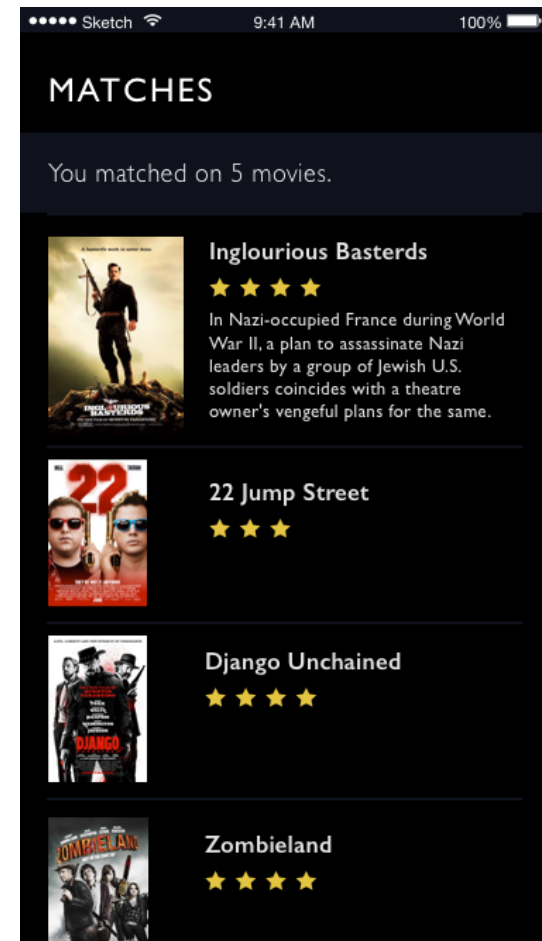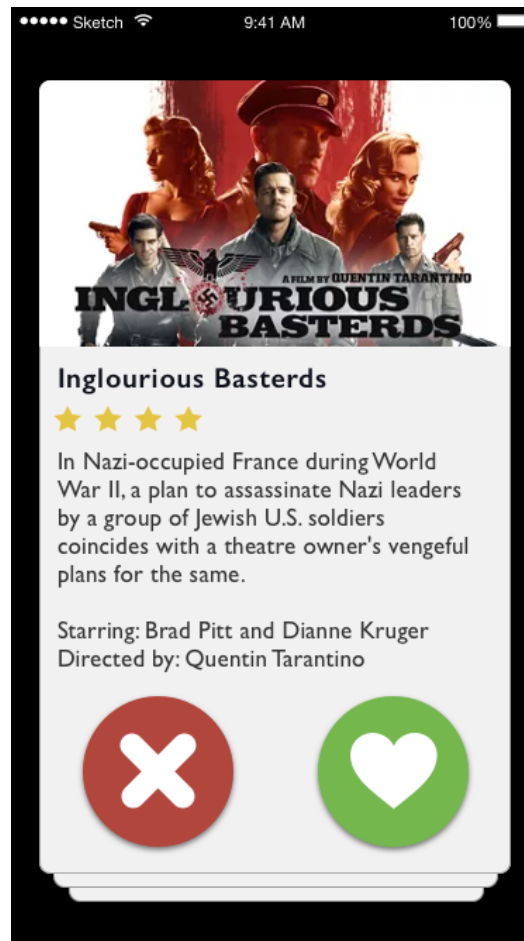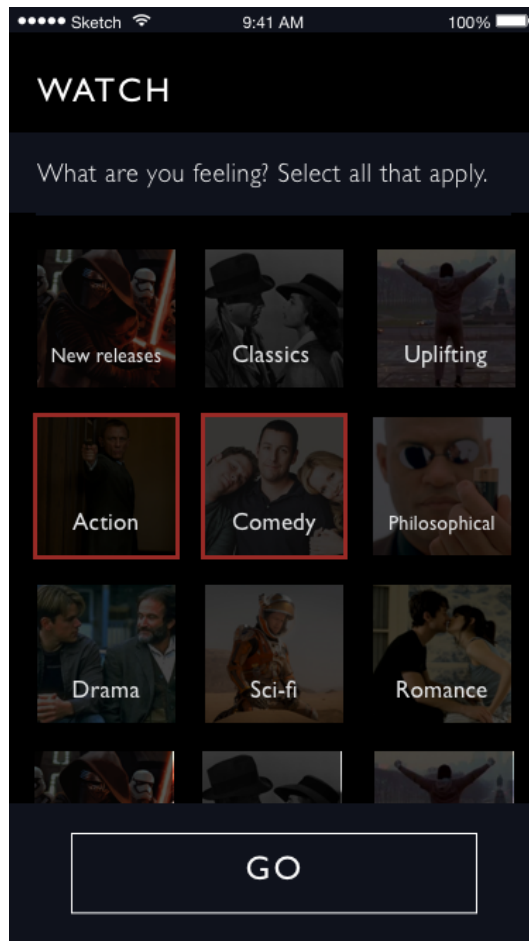
IV. Final revised mock

Feedback from studio

From studio we received feedback that the dark background colors were very attractive and much more conducive to browsing movies at night (as opposed to a bright white screen). Thus, for our final sketch, we decided to refine our 3rd mock further. The revisions we made are broken down below by screen along with a summary for flow and other cumulative elements.

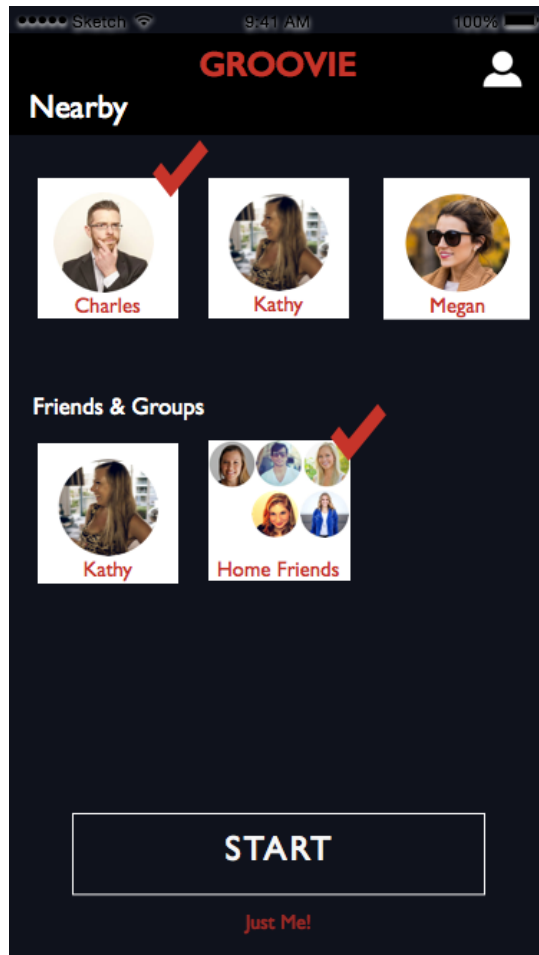## Login

We created a login page for past users and for new users a link to an account creation page. Unfortunately, given the time crunch, we did not have time to create the account creation page but such a page would allow new users to quickly create an account.

This is the first page you see when you open the app and are logged in.

In our friend/group page, we decided that giving a border to selected friend/group icons didn't clearly connote that multiple friends/groups could be selected, so we decided to switch to a check as it is more iconic of this function. We also added a profile icon so that users could manage and edit their profile within the profile page. Unfortunately, due to the time constraints, we were unable to create this page. We also opted for placing our logo, in red, at the top of the screen. This design cue was taken from Netflix and we felt improves the branding of our design.

We also decided to include all nearby persons and friends/groups in this page to streamline the process of selecting who you're watching your movie with. We felt that this was better than the 'friend page' we had in our mock 1 and would allow the user to quickly select friends upon opening the app. Moreover, we realized this would make the use case of watching a movie with a friend group and a guest far easier as one would simply need to select that friend group and the guest (as shown below).

We also opted to have a 'Just Me' label below the start button so that a user would be able to easily tell that they could also simply continue with only herself.

Genre & Mood

Akin to our friend/group page, we also opted to change to check marks to signify selection, since checkboxes connote multiple selections. We retained the background images we had in our pixel-perfect mock #3 and also included a 'Skip This Step' button below the 'GO' button so that users would know that they could skip this step.

We also added a back button. We felt this was crucial in the use case where a group forgot to add someone or someone came late. This would allow people to quickly go back to the previous page and add this selected person.
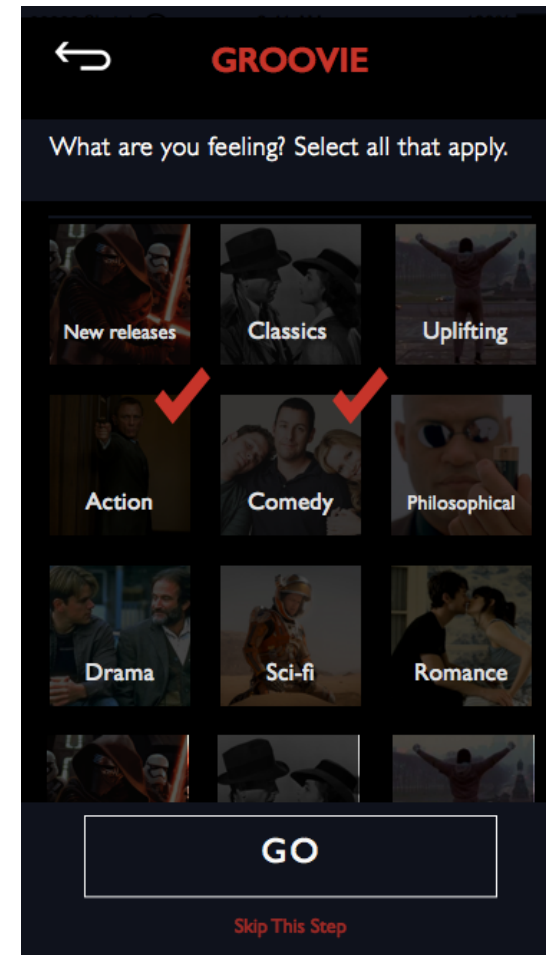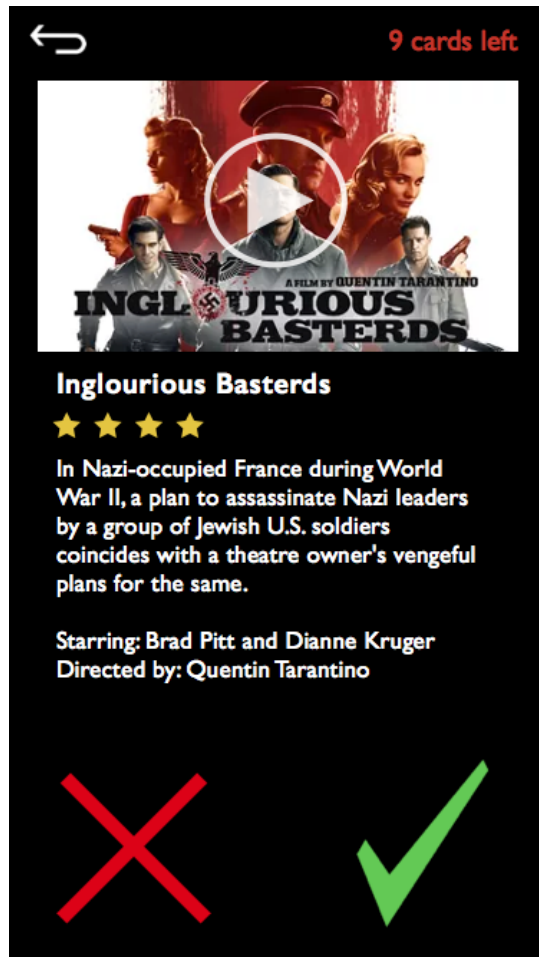
In our 1 on 1 group discussions in studio, we received feedback that the countdown timer on our match screen would put too much pressure on users. Moreover, users might feel they didn't have enough time to make the correct decision — a decision that potentially decides how they spend their next two hours — and therefore wouldn't trust the results page they matched on. We decided a better option would be limit the number of cards a user can swipe through rather than limit the amount of time they spend swiping. We also decided to replace the still image of the movie poster with the movie's trailer overlaid with a play button. We felt that this, along with the description and casting information, give users an accurate and concise summary of a movie.

Results

We kept our results page largely the same save the addition of a home button and a share/save button. We felt the home button was a necessary addition to allow users to navigate the app and that the share/save button was imperative to making lists more useful to users and allowing them to share it with friends.
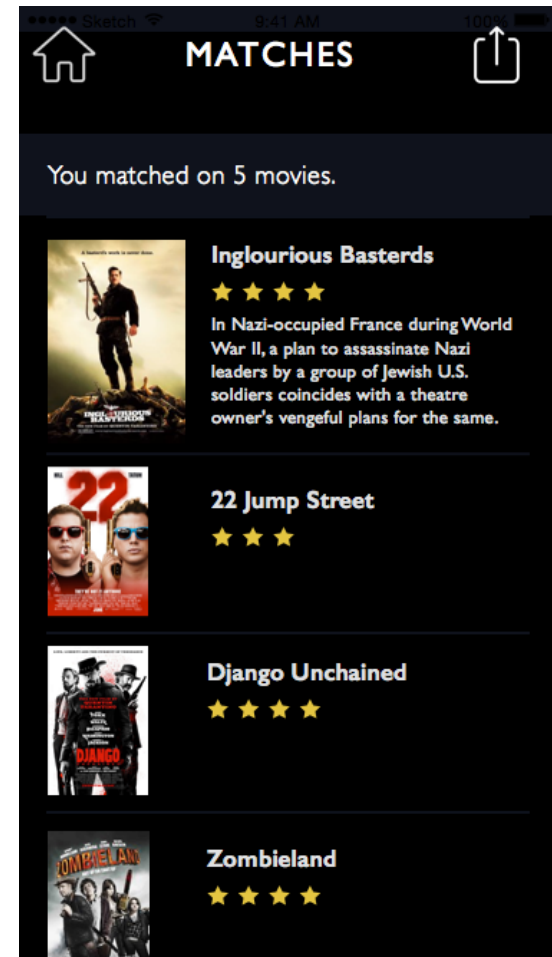
Revisions To Flow and Other Cumulative Aspects

A large aspect of feedback we sought to concentrate on was the flow and navigation of our design. We did this by adding consistent back and home buttons to the top left of screens that weren't the home screen, including a profile button in the home screen and adding 'Skip' buttons below submission buttons to signal to users that selections weren't required to continue. As for our flow, we wanted the app, like our mood board, to be sleek and minimal. We played with the idea of having, instead of a 'submit' button, users simply swipe left or right after submissions. However, we decided against it as it might overlap with the swiping functionality we'd already established on our match page and that swiping to new pages isn't as strongly associated with submitting selections (friends/groups and moods/genres) as buttons are.