



Hey there,
I'm Apsy!

IT Student.
Melbourne.
Interactive Media & Graphic Design.

About Me

My name is Apoorva Sreejith.

Committed and diligent, I am student who enjoys working in a team and learning new skills. My I.T. degree has helped me develop these skills, including product design, along with with the ability to understand the audiences better to cater products to their needs.

Being an Interactive Media major, I spend a lot of time designing, modelling and exploring my creative side. It has helped me understand the importance of visual graphics and user interface design.

I'm always open to new opportunities and challenges and can easily adapt to new environments. I have a keen interest in the technology as well as charitable opportunities, big or small.



My Recent Project

REConnect: Movie & TV Show Recommendation OTT App

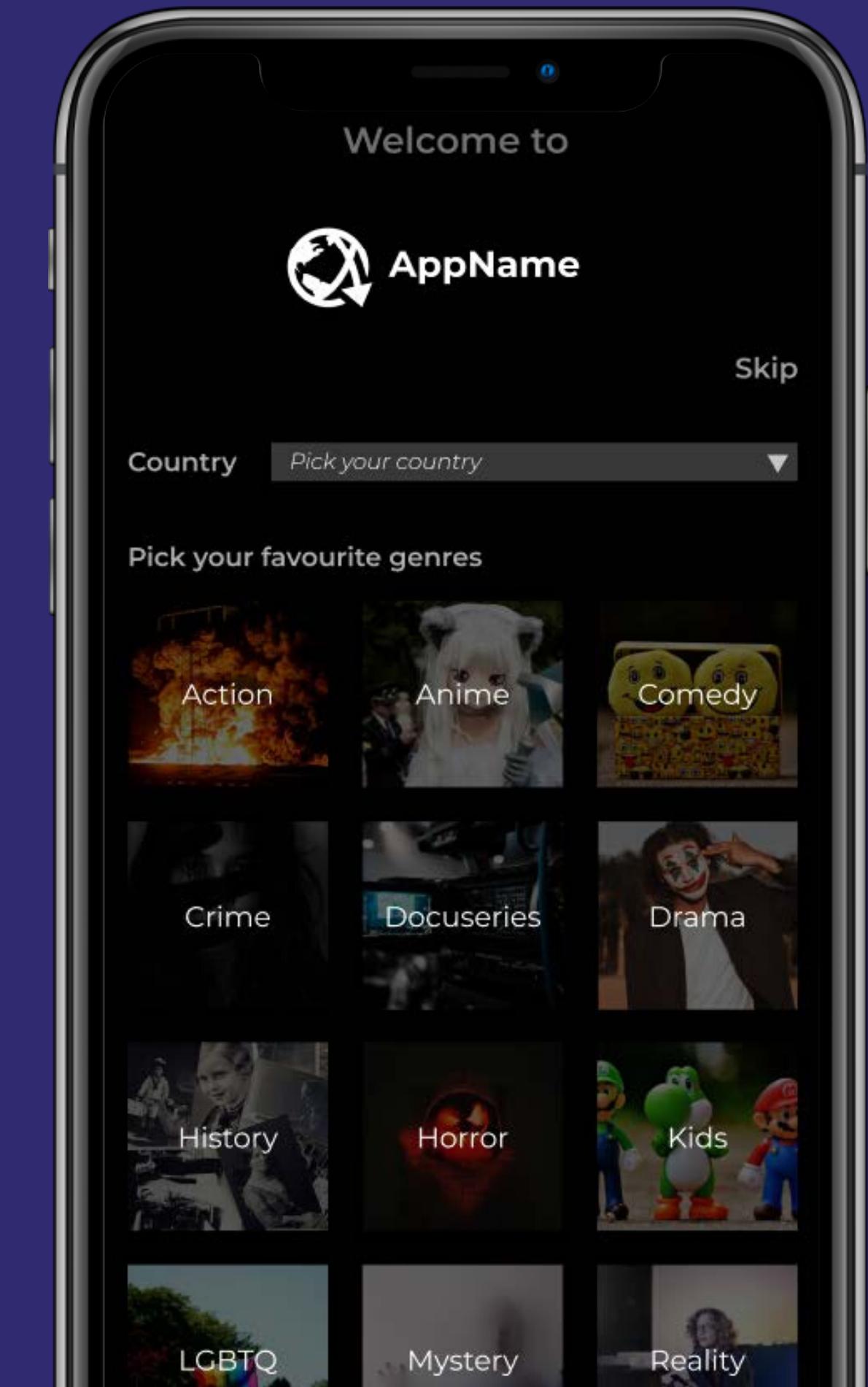
My Roles

Analyzing Target Audience

UI Design

High-Fidelity Prototyping

Usability Testing



Problem

based on an intensive analysis and research on potential users



Problem 1

Struggling to Decide

Users tend to spend a long time deciding rather than watching and end up with something they don't even enjoy.

Problem 2

Staying Connected

Streaming services lack social features, a way to keep users connected to their friends & family.

Solution 1

We strive to provide users with the best recommendations, personalized to their unique taste, by analyzing what they have watched on different services.

Solution 2

Develop a feature that allows users to stay in touch with their friends & family even when they're stuck at home - give or get recommendations, share opinions or see what their loved ones have been binging on.



The Utopia

to cater to the problems faced by target audiences

Birth of Productor Service

The Process of the Project



Stage A

An intense research and analysis to understand the goals of our potential users.

Stage B

The analysis results were then used to create personas and user stories that represented the target audiences and helped formulate application goals.

Stage C

Based on the personas & stories, I sketched some UI designs which later contributed to the final design & eventually, the high-fidelity interactive prototype.

My Goals

Personal milestones

Develop my UI/UX skills

To be able to improve my UI design skills as well as understand the importance of usability better.

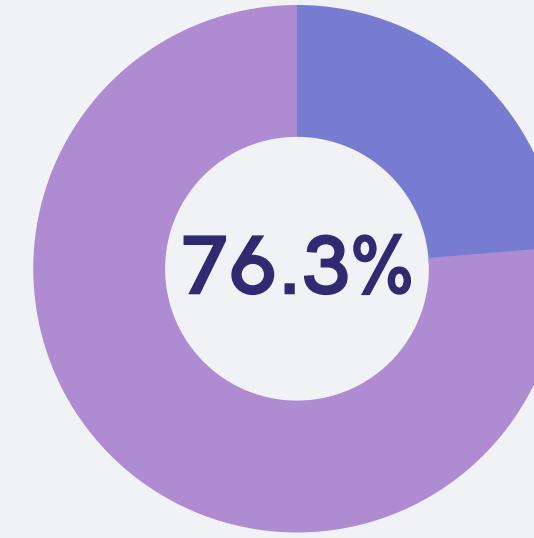
Produce a successful product

To be able to achieve results that would be most beneficial to our application's design and ease our users' experiences by helping them achieve their goals represented through the user stories.

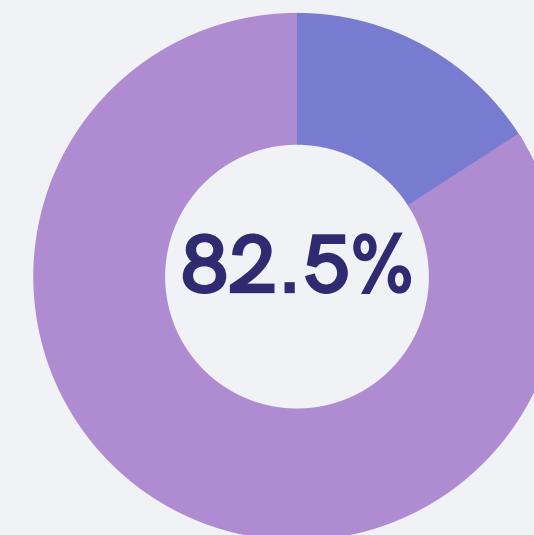


User Analysis

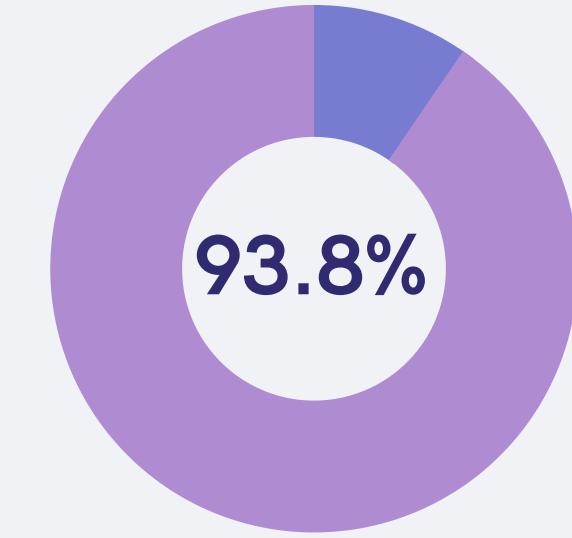
A questionnaire was conducted to understand the goals of the potential users.



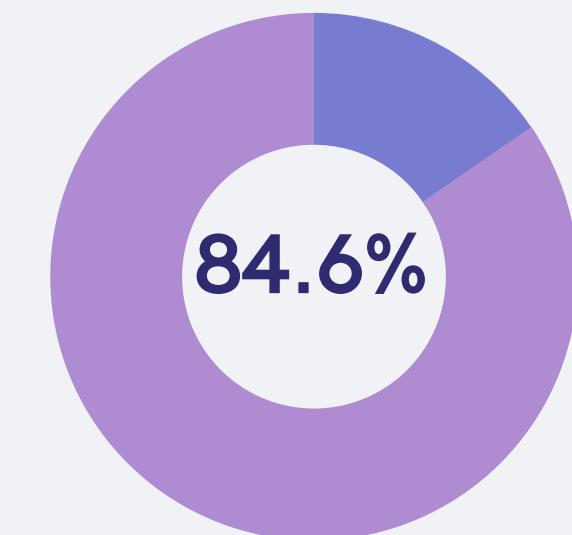
want to explore and discover other platforms



struggle to find something to watch & want personalized recs



like to watch movies & TV shows



wish streaming services had more social features





Andrew Ilnyckyj is a 24-year-old freelance graphic designer, who is currently a student at UCLA doing master's in graphic design. He is smart and creative but can also be selfish and a bit sadistic. He is an American who defines himself as bisexual. He has a degree in games design and media communications.

Interests

- Watching TV shows and movies
- Using his smartphone
- Photography
- Gaming (Dota, Animal Crossing, Fortnite)
- Watching Youtube
- Listening to music
- Doing art / graphic design

Andrew Ilnyckyj

Student / Graphic Designer



Gender:
Male



Age:
24



Education:
Master of Graphic Design



Location:
Los Angeles, USA



Favorite Streaming Services

Netflix, Amazon Prime Video, Disney+

Goals

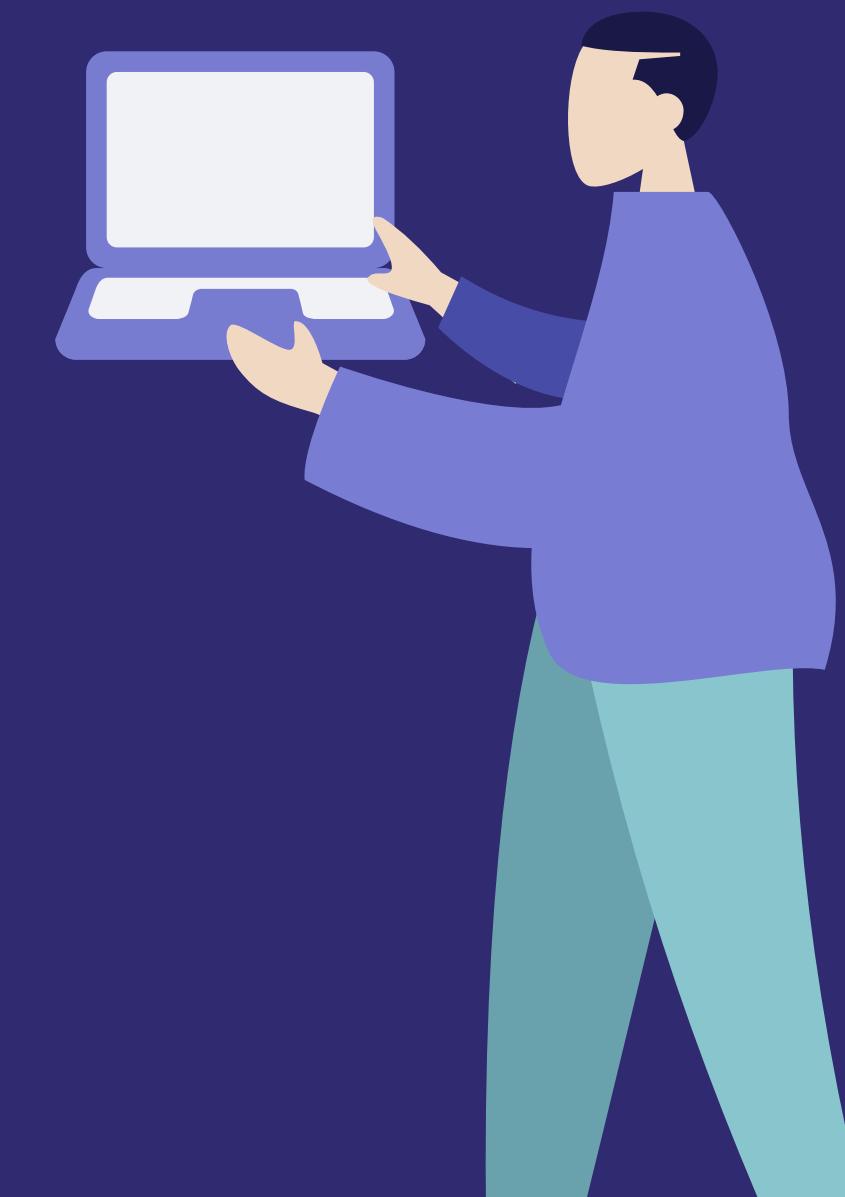
- Discovering new shows/movies to watch
- Finding a good, scary horror movie
- Be notified when a new horror, thriller or action movie is released
- Be able to make a public watchlist of shows & movies that are his top recommendations
- Be able to access the entire Marvel show/movie collection

Watching Habits

- Mega binge-watcher
- Will never share his Netflix, Stan or Disney+ account passwords
- Obsessed with Marvel movies
- Enjoys watching good horror & sci-fi shows
- Always finishes a TV series
- Likes to give recommendations to his friends

Developing Personas...

The analysis results were used to create personas that represented the target audiences..



... and User Stories

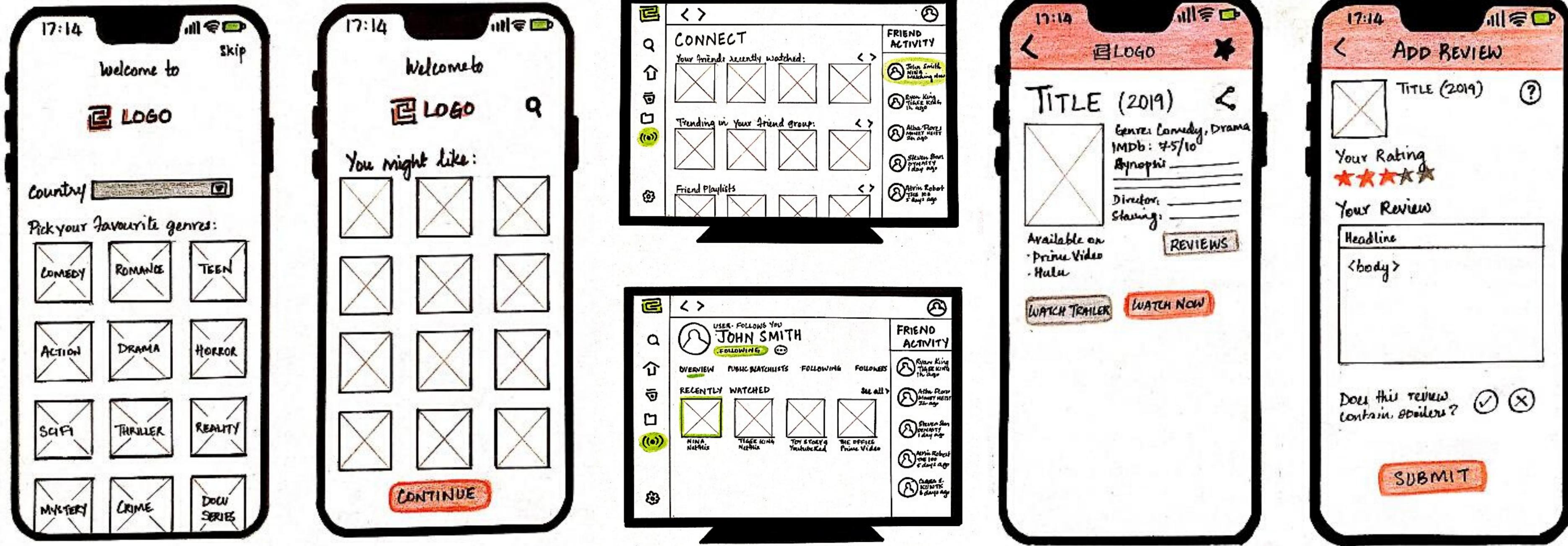
The analysis results also aided in the creation of user stories that helped formulate application goals.

As a user, I would like to get quick recommendations from reliable sources, so that I can spend less time searching for a movie that suits my interests.

As a user, I would like to make friends through similar movie taste, so that I can share my interests with them and meet like-minded people.

As a user, I would like to be able to access reviews from critics so that I can develop my interpretation and opinions about a movie.



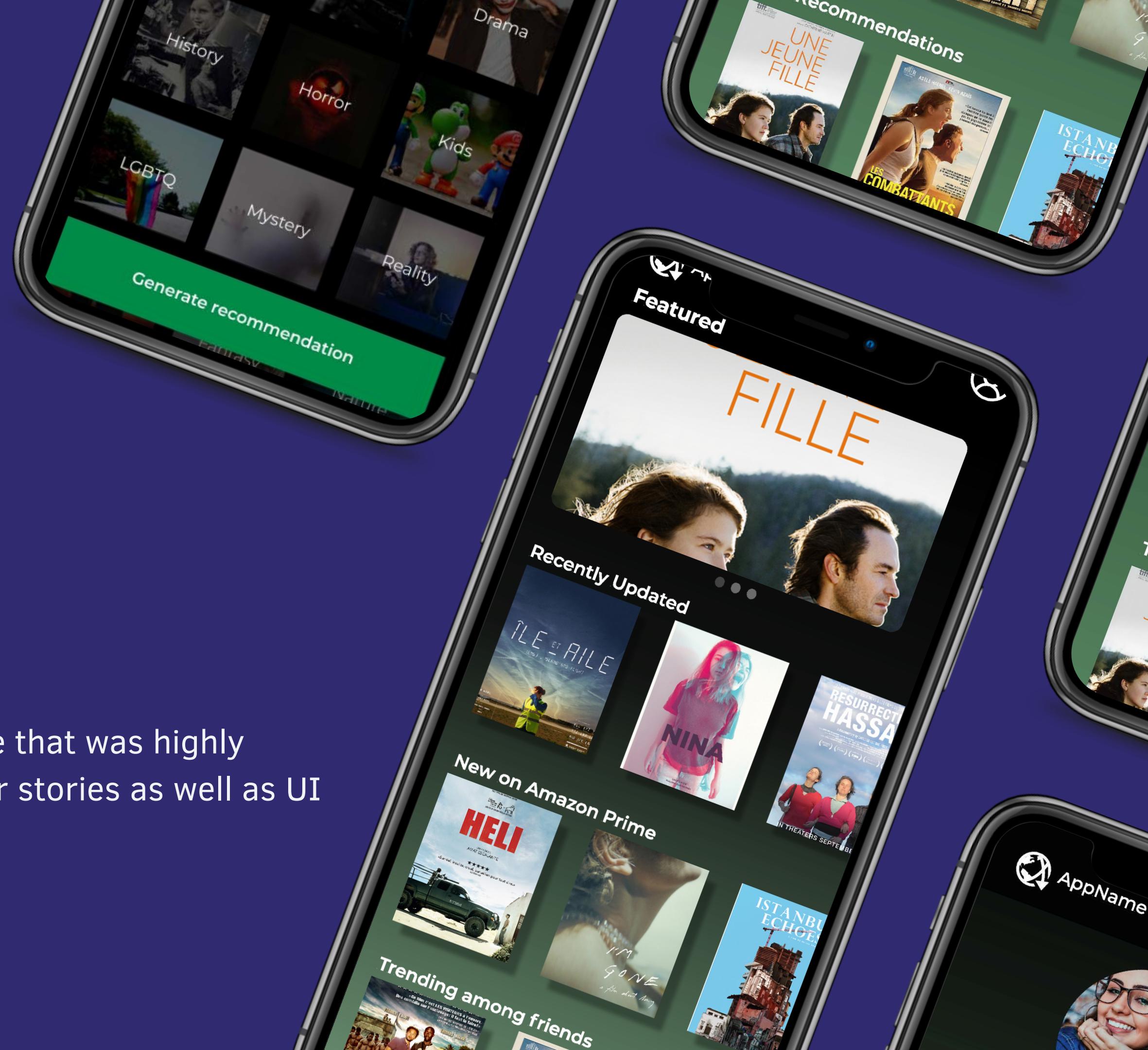


UI Design Sketches

Strongly considering the usability theories, laws and principles of design, I sketched my UI designs in order to ease our users' experiences and also help them achieve their goals represented through the user stories.

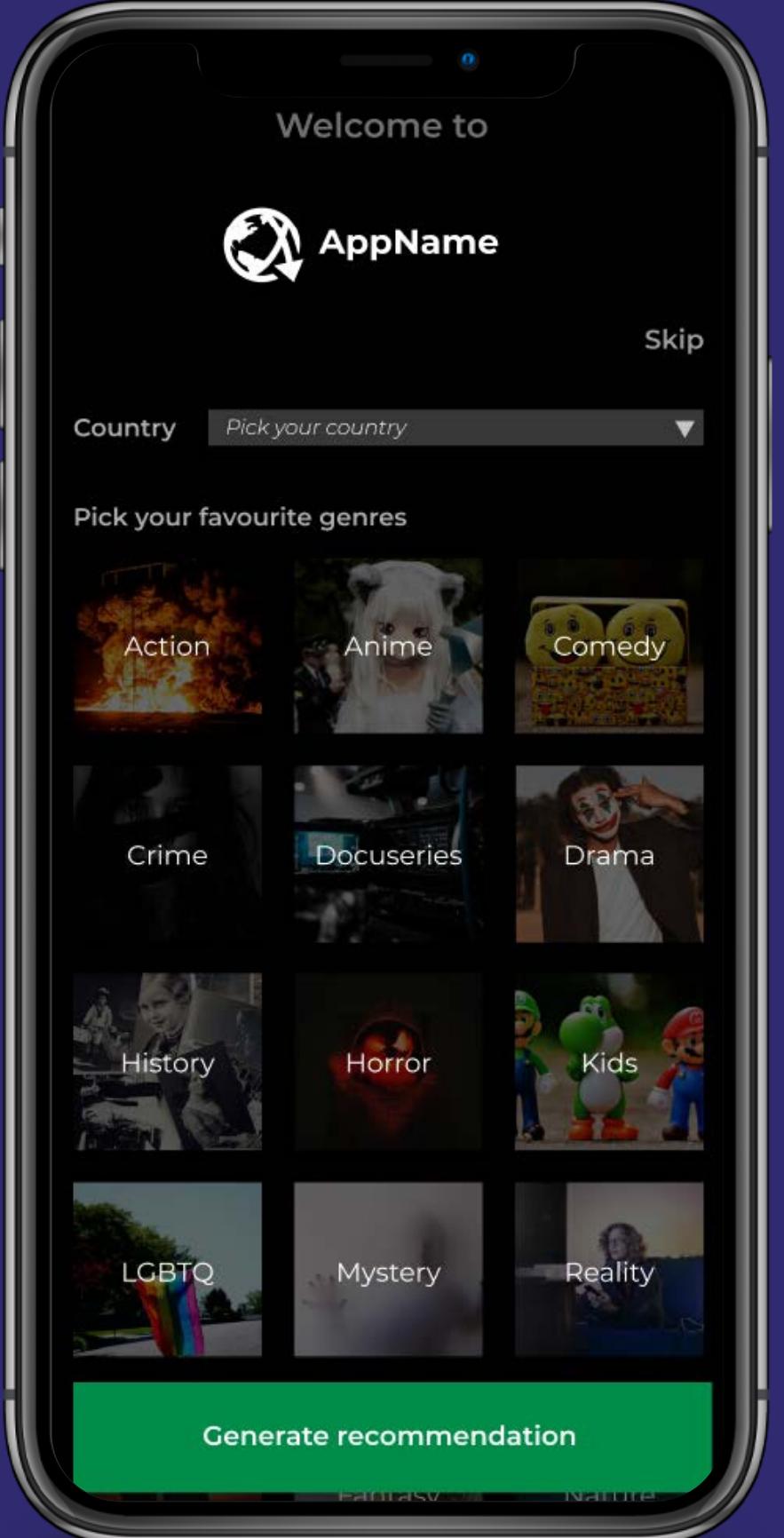
Interactable Prototype

I then produced a high-fidelity prototype that was highly influenced by the versatile personas, user stories as well as UI design sketches.



UI Design Decisions

Get instant
recs in just
a few taps



FIND SOMETHING INTERESTING TO WATCH IN A JIFFY

This helps to save the time and effort spent when browsing, especially when users want to find what to watch quickly.

NO SIGN IN OR PERSONAL DETAILS REQUIRED!

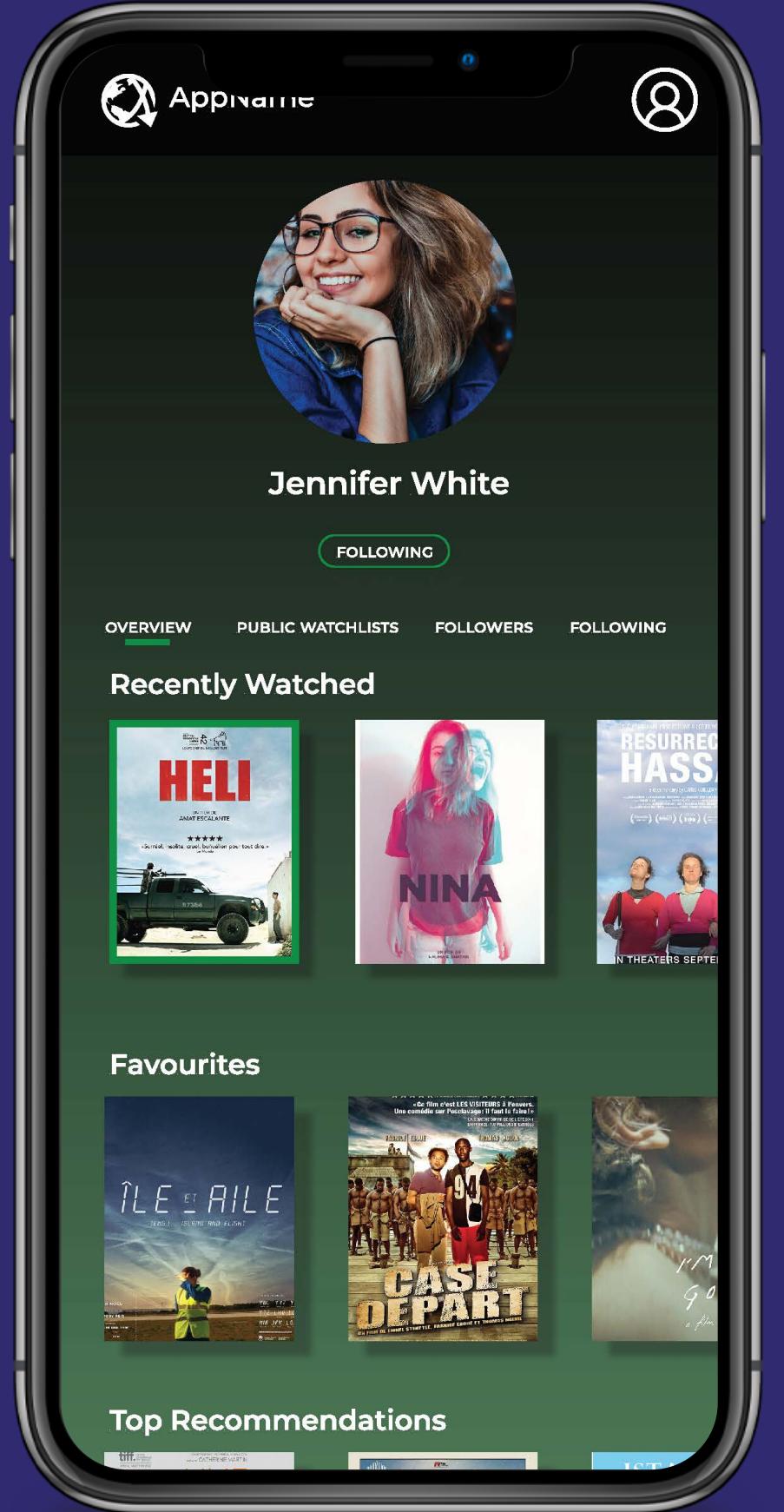
Generate instant recommendations solely based on location/country and genres. This removes the hassle of signing in or creating an account or providing several personal details.

STAY CONNECTED BY FOLLOWING YOUR FRIENDS

Stay in touch with your friends & family even when you're stuck at home - give or get recommendations, share your opinions or see what your loved ones have been watching.

GET RECOMMENDATIONS FROM YOUR FRIENDS OR CHECK OUT WHAT THEY'VE BEEN BINGING

Still can't decide what to watch? Check out what your friends are currently watching or browse through their personal favourites and recommendations to help you choose.



UI Design Decisions User Profile: Connect with Others

Usability Testing

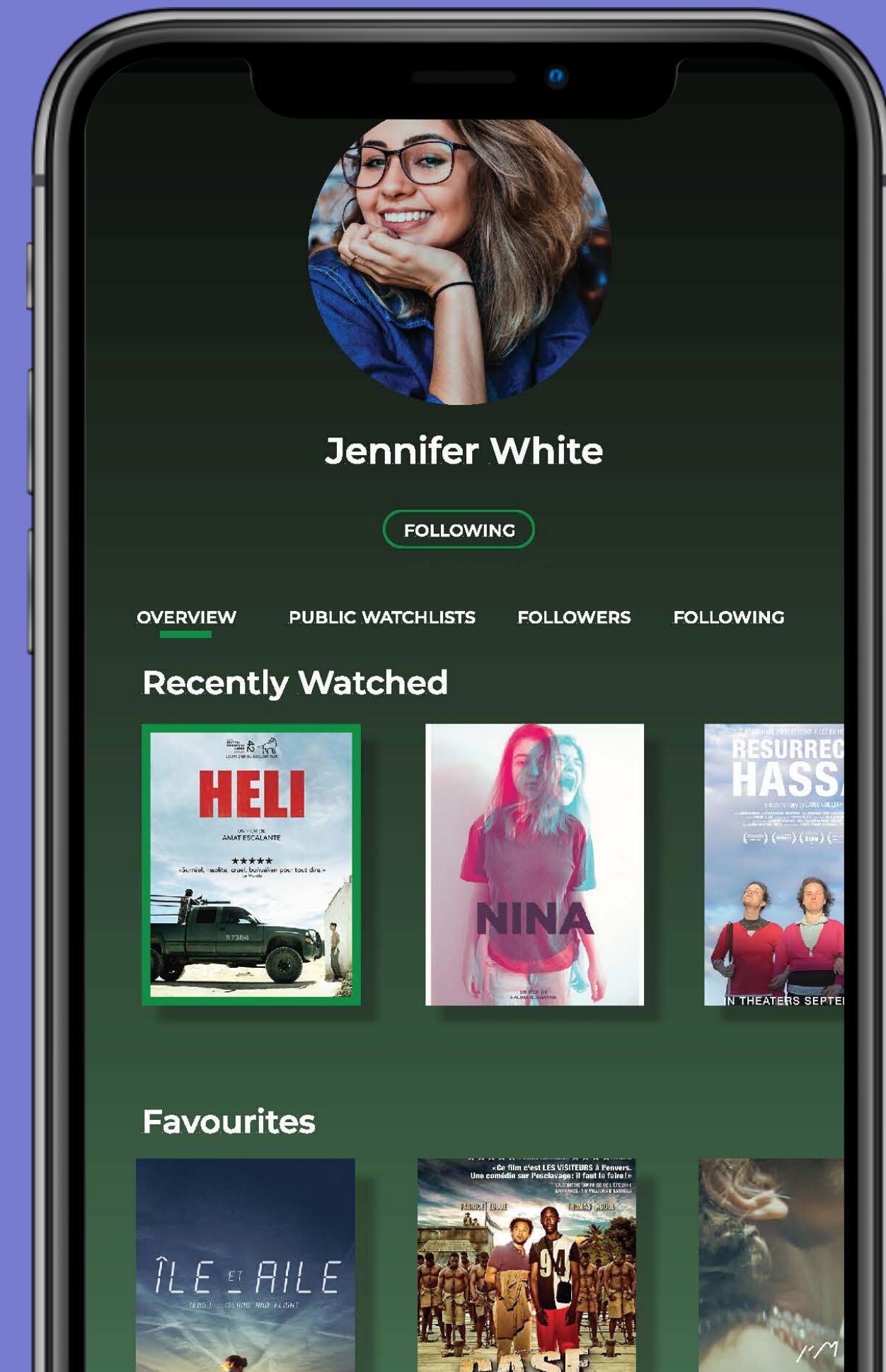
Performed on users that best represented the target audience as well as my created personas. Feedback was recorded during the thinking-aloud method of testing, to understand the 'moments of breakdown', which can then be used to derive some potential improvements to the application.

Task 1

Generate recommendations and open movie/show information page.

Task 2

View the profile of someone on your friend list.





Evaluation Results

outcomes of usability testing on my test subjects

Strength

Simple yet sleek UI design and its consistency was highly appreciated. Users also liked the minor attention to detail throughout the app.

Weakness

Absence of back button, unable to undo some actions. Some users stated the buttons could be labelled better.

Overall: The app was successfully able to achieve results that would be most beneficial to our target audience. However, there is always room for improvement to ease our users' experiences by helping them achieve their goals represented through the user stories.

From this experience...



I learned that

a lot of time and effort goes into such projects, in order to fully understand the laws and theories of usability and design and to apply them.

I gained

the knowledge of usability and further developed UI/UX design skills. I also understood the importance and application of testing, that will help me in my career in the future.

What I would do differently next time

I would formulate my questionnaire to be more inclined to the laws & theories of usability in order to fully understand the user as well as their goals. I would also like to use the testing outcomes to improve the application and ease UX.