**DM6103 – Interactive and Immersive Media**

**Assignment 3 – FilmFreeway User Experience Flow**

FilmFreeway is a multipage website/web application with a filterable database of international film festivals, and a film-maker project submission portal.

Due to the specificity of the user requirements, there are unlikely to be many *indirect competitors*, rather a number of *direct competitors* (Nunes and Pratt, 76). There are a number of film festival submission portals in addition to FilmFreeway, such as Withoutabox, Reelport, Shortfilmdepot, Clickforfestivals, Festhome, Movibeta, Uptofest, Filmfestivallife and Filmfestplatform (Review: *10 Platforms for Online Submissions*, 2017) to name some of the most popular. It would be helpful when redesigning the site, or appraising it to test the design and UX of these sites.

**Users**

I have identified a number of personae or archetype users;

1. A film festival organiser/director
2. A filmmaker doing the rounds of this year’s film festivals
3. A new user, that doesn’t have a film project finished yet, but is investigating the process of submitting films to festivals, and what kind of festivals there are.
4. A member of the public that is particularly interested in international film festivals.

It is important to understand some basic information about your users, such as age, education, and background. What is their technical competency and familiarity with the technology you are designing? (Nunes and Pratt, 2012)

**Basic User Information**

Before proceeding to sketch the UX Flow for this website, I considered the kinds of people likely to use the website. This site would not be used by members of the general public, even those avid filmgoers that may use *Letterboxd* or *IMDb*. This site, instead is for people involved in the filmmaking and festival industries. What can we suppose from this? There would be a level of technical knowhow on both sides, as filmmakers would use digital technologies to create and edit their work, and festivals would use online services to maintain their online presence, publish updates and schedules and sell tickets for screenings. In addition, the majority of users are coming to the site for relatively focussed reasons; they either have a project to submit or edit, or they are looking for projects to screen.

It follows that while the site needs to follow good user interaction and visual communication principles, there would likely be no need for basic wizards, induction and handholding. It is noted that while the project submission form is lengthy, it is not a general internet user that will be completing it, but rather someone that is an expert in their field, one that knows their project exhaustively and has specific motivations to complete the process of submission.

applications have multiple “rooms” (in UX design we call them pages or modes), that contain specific information or functionality. (Nunes and Pratt, 2012)

**Site Modes**

This site has two primary modes; one for filmmakers submitting projects to festivals, and the other, which is not covered in this document, for festivals to display their pertinent information and receive submissions. The user signs up as a festival or filmmaker at the creation of their account, which establishes what *site modes* they will encounter throughout their usage of the site.

**User Case Scenarios (see UX flow chart for steps in each scenario)**

Scenario 1: The user tries to submit a film to a festival without having a film in their FilmFreeway account.

Scenario 2: The user searches for festivals that accept music videos and successfully submits their project to a film festival which asks them to make a fee payment.

Scenario 3: The user changes the poster image of one of their projects.

Scenario 4: The user looks for festivals that don't require an application fee.

Scenario 5: The user withdraws from a festival submission.

As each of these scenarios are task-based, as opposed to exploratory or entertainment related, I thought it more appropriate to have horizontal linear flows. These UX flows move from left to right, save only when the user encounters a roadblock or exception flow. It was also unnecessary to utilise *swim lanes* (Cronenwett) as there were few, if any parallel flows. I created each of the elements *(figure 1)* in Adobe XD; the user, termini (outset, conclusion and exception flows or fail cases), actions, decisions, single webpages, page stacks to indicate multiple pages of similarly formatted information, files, flow lines, and for this project, a dashed contingent flow line indicating that a user could not proceed to the next step without completing the previous action.

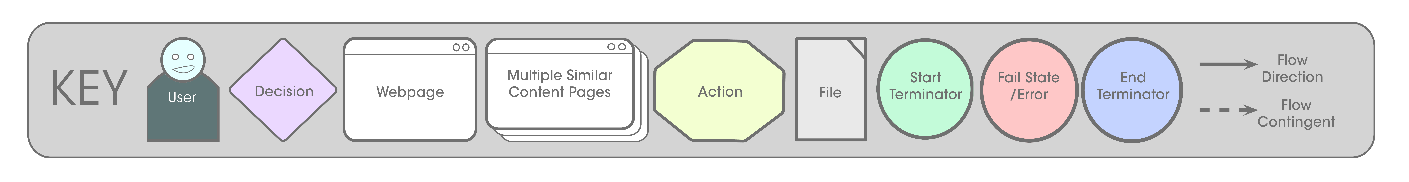
The requirement to log in occurred so frequently, that I created a separate User Flow diagram for this process.

Figure 1: UX Flow Elements Key

I selected colours for the terminators and exception flows that in themselves indicate the stage of progress; green for start/go, red for stop/error and blue for success. A diamond has typically been used in UX and UML for decisions, and the octagon for actions is common, and also helps to visually differentiate actions and decisions from each other and other elements. In scenario one, the user cannot submit a film to a film festival, as they do not have a project added. I represented the project submission stages faded out, as they are inaccessible at that time. Unlike the ability to login due to not having been registered or having forgotten credentials, which is solvable for the user there and then, not having a project leads to a dead end. Finally I made a funnel and pencil to specifically indicate the ability of the user to search and narrow down festival listings to a subset and edit files.

**Sources Cited**

Cronenwett, D. (2020, March 10). *Flow and process diagrams - Interaction Design: Flow*. LinkedIn. Retrieved March 15, 2022, from https://www.linkedin.com/learning/interaction-design-flow/flow-and-process-diagrams

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