Product Briefing

Summary

Moovy is a mobile and web app where a movie enthusiast can search for his favorite movies and record audio reviews. The user can manage a list called "My Library" where he/she can save his previously watched movies. After saving them in the library, the user can upload an audio file review for that movie.

All "My library" management functions are on the web application. The mobile application is passive to the changes done there.

The mobile application will only have 1 basic feature: Audio review management. These reviews will be done to the present movies on the "My Library" list, managed in the web application.

User Journey

Henry is a 22-year-old college student, who is addicted to watching movies. His favorite hobby is spending time with his girlfriend watching movies on Netflix in the evenings. Since he watches too many movies, he wants to keep track of them, and also be able to share his thoughts on them, so he can better choose movies for his evening dates with his girlfriend. That's why Henry is a Moovy user.

Henry opens up the web application and searches for a movie that his girlfriend has indicated to him to see what's it´s rating. In this case, he searches for "Rocky", leading to results Rocky I, Rocky II... After analyzing the rating, he decides to watch Rocky IV. After watching the movie, he again enters the web application and adds the film to his library. Once he does that, he opens up his mobile application and records a review for that movie. In the middle of the recording, his mom calls him, ruining the review. So he deletes the review and records a new one.

After 1 year, his girlfriend asked him what his thoughts were on the movie, so he opened up the web application and showed her the review that he had made in the past.