

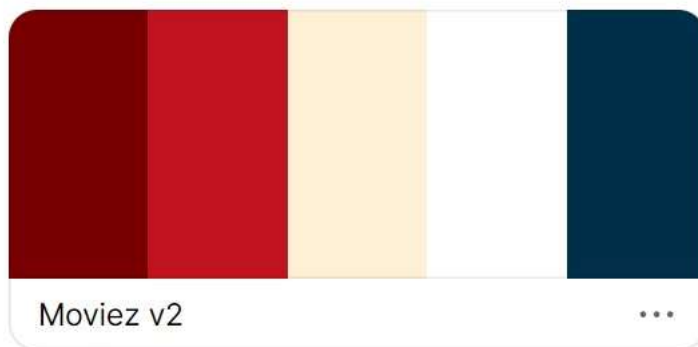
MS6

Value Proposal

- The app considers the user's interest, viewing, and search information, making movies and tv shows recommendations related to the user's search. This implies a more targeted experience in a more seamless manner, without having to depend on a second human opinion for a movie or tv show.
- The app's catalog of movies is dynamic, depending on the user's watched and liked movies.
- Common preferences in movies and TV shows may be found within a group of people.
- The app suggests movies or TV shows that he or she might like but that is not related to what he or she has seen.

Important Aspects of the UI

Color Palette








The color palette was inspired by movie theater themes, where the colors have a dark and strong vibe. The reds are comparable to movie theater rugs and decoration, moreover the white and fdf0d5 were inspired in plain and butter popcorn. White is used as the background color on the majority of screens so it can contrast with the blue that is used for all titles, and furthermore, white also contrasts with the majority of movie posters due to the dark tones used. The red tones and the blue color have a triadic relationship that's why they contrast perfectly. The red tones are analogous meaning that they complement each other in a way that does not stress the user's eye. Red tones inspire a strong, intense and passionate feeling in the user which encourages them even more to watch a movie.














Font

Two fonts were used in the prototype; Ubuntu and Ubuntu Mono. Both fonts are very similar but have subtle changes that make each font have a purpose. For example Ubuntu Mono is a longer font, a font that stands out compared to Ubuntu so that is why it is used for titles, on the other hand Ubuntu was used for movie descriptions, login fields, search fields and category tags. It is important to state that titles were given more importance by making them bold.

Chosen icons

All icons used are material design

Icon	Description
	Home: With this icon the user can return to the application's main screen
	Search: With this icon the user can access to the application's search screen
	Auto renew: With this icon the user will request a new recommendation
	Menu: With this icon the user can access to the application's menu screen
	Favorite: With this icon the user can add the movie or series to their favorites

Icon	Description
	Bookmark: With this icon the user can add the movie or series to his list
	Close: With this icon the user can pass to the next recommendation without adding the recommendation to its favorites
	Groups: With this icon the user can access to the application's group recommender screen
	Person: With this icon the user can access to the application's profile screen
	Settings: With this icon the user can access to the application's settings screen
	Radio button checked: With this icon the user can access to the application's themes screen
	Add: with this icon in the application's lists screen the user can add a new list or a new movie to an existing list
	Arrow Back: With this icon the user can access to the application's previous screen
	Star: With this icon the user can rate the movie or series
	Visibility: Allows you to see the characters you're typing in the password input
	Highlight of: With this icon the user can remove persons from his group
	Bookmark: With this icon the user can access to the application's lists screen
	Filter: With this icon the user can access to the application's filters screen

UI Prototype

[Prototype](#)

[Video of Prototype](#)

Navigational Patterns

In first place when the app is open you enter in the login screen (figure 1), there will be two buttons one (Log In) that will take u to the home screen (Figure 2) and the other (Sign up) that will take you to the Create Account screen (figure 3), In this screen you will have to click the terms and conditions check box so that the register button will be enable and this button will take you to the Home Screen (Figure 2). The arrow in the top left corner of the Create account screen will take you to the Login screen. In the Home Screen view there are different buttons the first one is in the top left corner which is the three arrows this will take you to the Stuff Screen (Figure 6). The name (pepito) and the picture will take u to the Profile view (Figure 8). For all the other Screens that have the red navigation bar in the button will take you to the same parts no matter where you click from so the home button will take you to the Home Screen (figure 3) the two arrows in the center will take you to the random movie selector (figure 6) and the magnifying glass will take you to the Search Screen (figure 4).

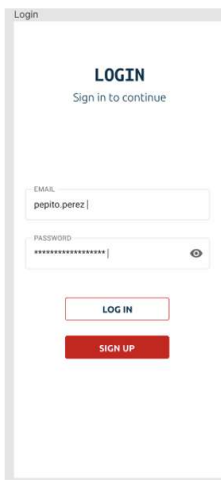


Figure 1. Login.

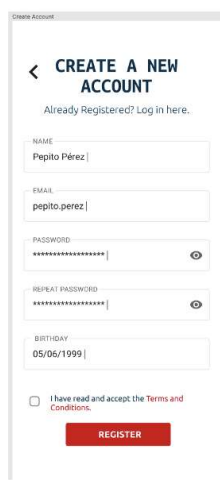


Figure 2. Create Account.

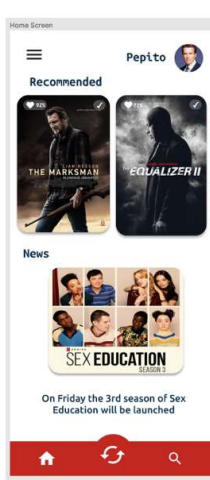


Figure 3. Home Screen.

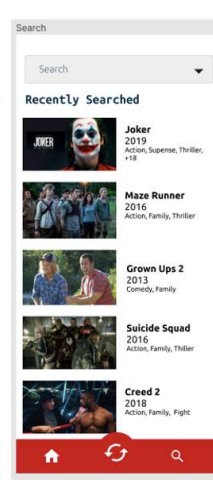


Figure 4. Search

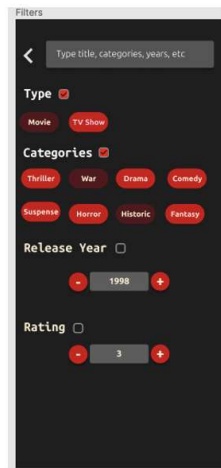


Figure 5. Filters

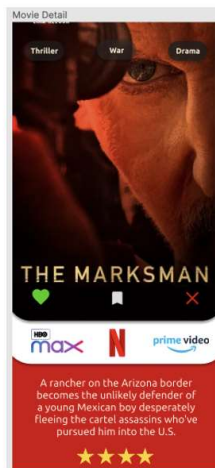


Figure 6. Movie Detail.

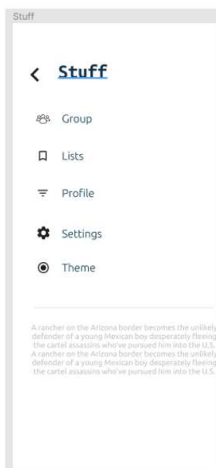


Figure 7. Stuff.



Figure 8. Profile

From the search Screen if the user click in the arrow of the top right corner will go to the Filter screen (figure 5) and in the figure 5 is you click the arrow in the top left corner will take the user to the Search screen (figure 4). In the Movie Detail Screen there will be 3 alternatives, the first is to like the movie and the second is to dislike the movie each of these alternatives will take you to another movie detail that could be (Figure 9-11). The third option is to return to the home menu (Figure 3) by scrolling up while keeping your finger on the screen. The Button on the left top corner of the Stuff Screen (Figure 12) will take you to the Home Screen (Figure 3). The Group Button will take the user to the Group recommender (figure 13). The Lists Button will take the user to the Lists Screen (figure 16). The Profile Button will take the user to the Profile view (figure 14). The Settings Button will take the user to the Settings Screen (figure 15). From the settings Screen the arrow on the top left corner will take the user to the Stuff Screen (Figure 12).

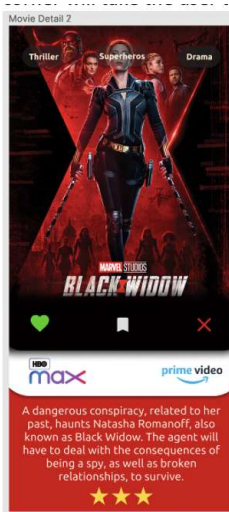


Figure 9. Movie Detail 2



Figure 10. Movie Detail 3.



Figure 11. Movie Detail 4

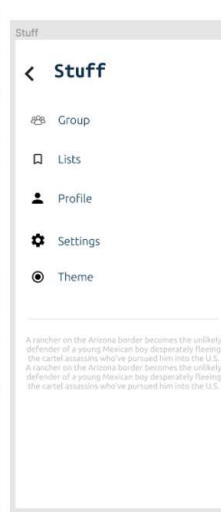


Figure 12. Stuff

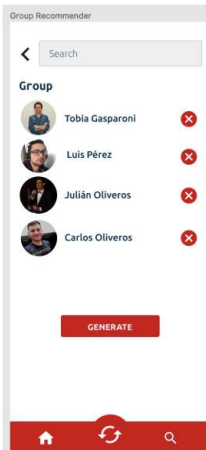


Figure 13. Group Recommender

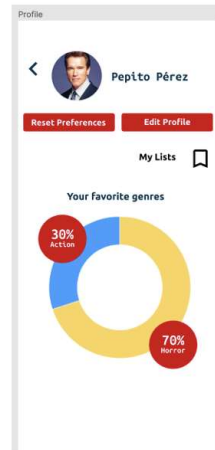


Figure 14. Profile

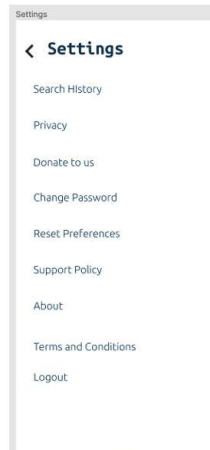


Figure 15. Settings

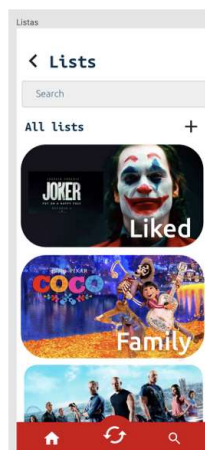


Figure 16. Lists

From the Group recommender screen if you click on the arrow on the top left corner, it will take the user to the Stuff Screen (Figure 12). From the Profile screen if you click on the arrow on the top left corner, it will take the user to the Stuff Screen (Figure 12). Also, from these screens (figure 14) you can go to the list's view (figure 16). From the figure 16 you can return to the stuff screen (figure 12) and if you click in the joker button it will take you to the List view screen (figure 13) in the screen view you can return to the previous screen (figure 16) by clicking the top left arrow. Also, if you click the joker movie again it will take you to the movie detail screen (figure 14).

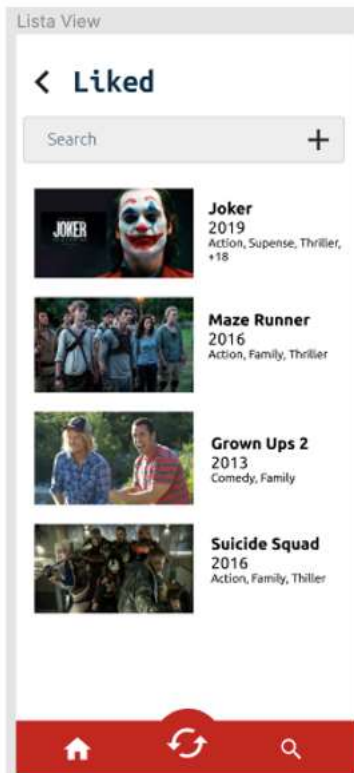


Figure 13. List view



Figure 14. Movie detail