

The application aims to bridge the gap between a social media like Facebook with a movie platform like Amazon/Netflix and create a society among users which can then promote more accurate reviews and encourage more consumption from the customers. The core functions of the application include looking up information about movies/casts/directors, getting recommendations base on the trend or users interaction and review towards a genre, making friends and get recommendations from them.

The prototype of the UI can be found at:

https://drive.google.com/drive/folders/1afvjztxMZpVstHeHAm_nz_euB4Ueda86?usp=sharing

The subject is a male, 23 years old who is studying Computer Science at Northeastern. He is quite advanced with computer and has used many movie/social media websites before although he has no prior experience with our application. The interviewee is asked to perform these 3 tasks:

1. Login and then find out which movie is trending this week.
2. Search for a movie title and leave a review
3. Check out some movies in his favorite genre

The subject can quickly login and then identify the trending window. However, it takes him about 10 seconds to notify the filter was for today instead of this week as asked by the task. The subject can also quickly identify the search bar but is confused how to send the result as there is no button to click. He finally figured out he has to use the Enter button after thinking about 10 seconds. He then can quickly know where to put the review and submit it to the website. However, the subject struggles in task three because he doesn't know how to get back to the home screen from the movie page. He finally has to press the "Go Back" button in the web browser to get back to the Home after being frustrated for about 15 seconds. He then quickly clicks on the "Genre" sub-menus and finds out his favorite genre which is "Comedy"

Conclusion:

Although the tasks are fairly simple, we have identified that they still cause some amount of frustration to the user even when they are advanced internet users. The reasons are because the prototypes definitely lack a lot of minor details that we didn't think of but will greatly help the users being less frustrated when using our application. Some of those are the search bar "Enter" button and also the top bar menu where we can always go back to home, or go straight to other important pages such as "My Account" or "Recommendations" from any page inside the applicatoin