

CIS 5930 /CIS 4930: Team Project Milestones

Reviewz: Elevating Your Movie Rating Experience

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Brainstorming Session

- We had an incredibly productive brainstorming session. Images of the results of said brainstorming session are included below.
- We gained many interesting insights during the brainstorming session. We found that our ideas aligned very well with each other, and moderately well with the professor. However, after some feedback, our ideas are now highly aligned within our group and with our professor, so this proposal is promising. Generally, our ideas are (1) to simplify the UI of the movie website by reducing the possible actions available to the user while adding the automatic prevention of spoiler-containing content, and (2) to elevate user ratings to the same level of critic ratings by both combining these into one percentage and showing the specific separate percentages by either group or individual user.

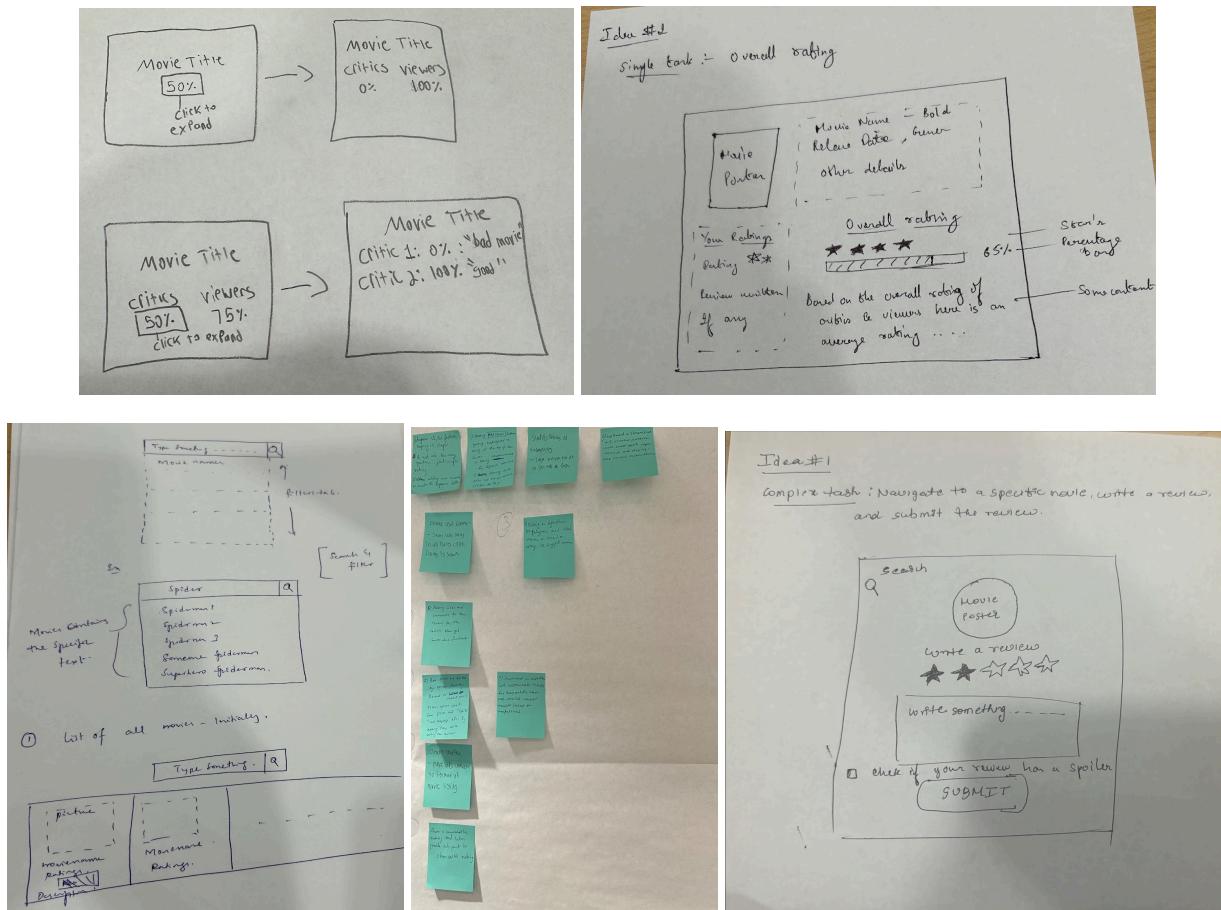


Figure I: The drawings and affinity diagram we made during our brainstorming session.

Affinity Diagram

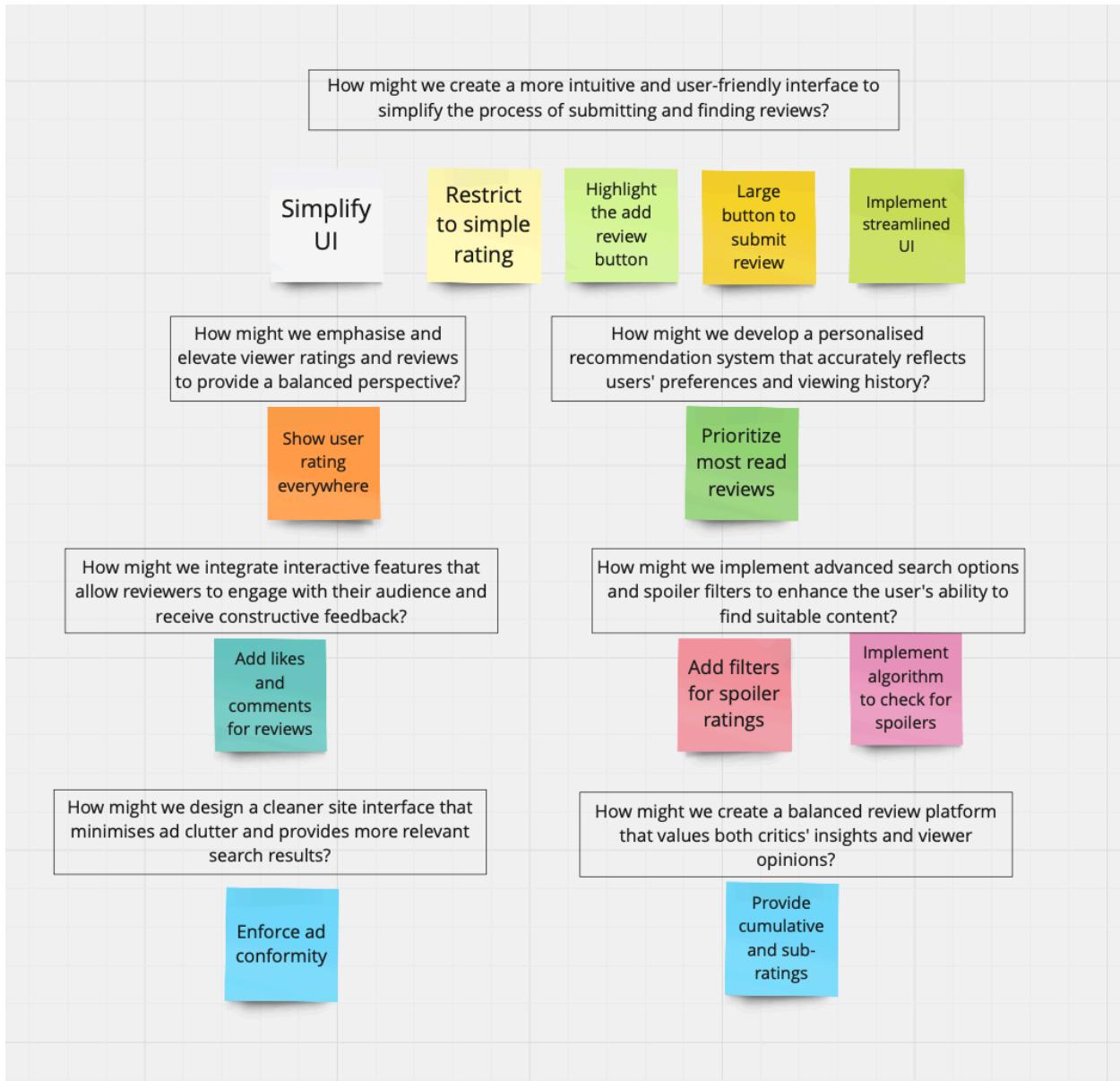


Figure II: The digital affinity diagram we constructed. This contains our idea categories and specific ideas.

Two most promising ideas and their simple, medium, and complex tasks

To decide on the most promising ideas, we used the voting method described previously. Idea #1 is the idea with the most votes, and Idea #2 is the idea with the second most votes.

Idea #1: Simplify the UI, specifically the process of submitting and finding reviews by reducing the number of buttons on each page and making it a single page application

Simple task

- Navigate to a review for a suggested movie

Medium task

- Navigate to a review for a specific movie (using the search bar)

Complex task

- Navigate to a specific movie, write a review, and submit the review with the option checked to indicate that the review contains a spoiler

Pros

- A reduced number of buttons on the screen will make it easier to find basic features of the website.
- More users will be likely to use the website if it is very simple to use.

Cons

- Reducing the functionality of the website may reduce the number of power users who use the website.
- It may be more difficult to inject ads onto the website in the future if monetization becomes necessary.

Idea #2: Create a balanced review platform that values both critics' insights and viewer opinions by featuring viewer ratings in the same places as critic ratings

Simple task

- View the overall rating for a movie (one percentage based on critic and viewer ratings)

Medium task

- View the Rating Breakdown for a Movie and open 4 star reviews(as an example) and

then open a specific review and view reviewer profile.

Complex task

- View Individual Ratings within Either the Critics or Viewers Category and also when clicked on overall rating percentage it should show in graphical analysis of reviews.

Pros

- Users will have a better idea of the overall rating for a movie.
- Deciding whether to see a movie can either be as simple as viewing one average, or as complicated as delving into the specific reviews in the categories.

Cons

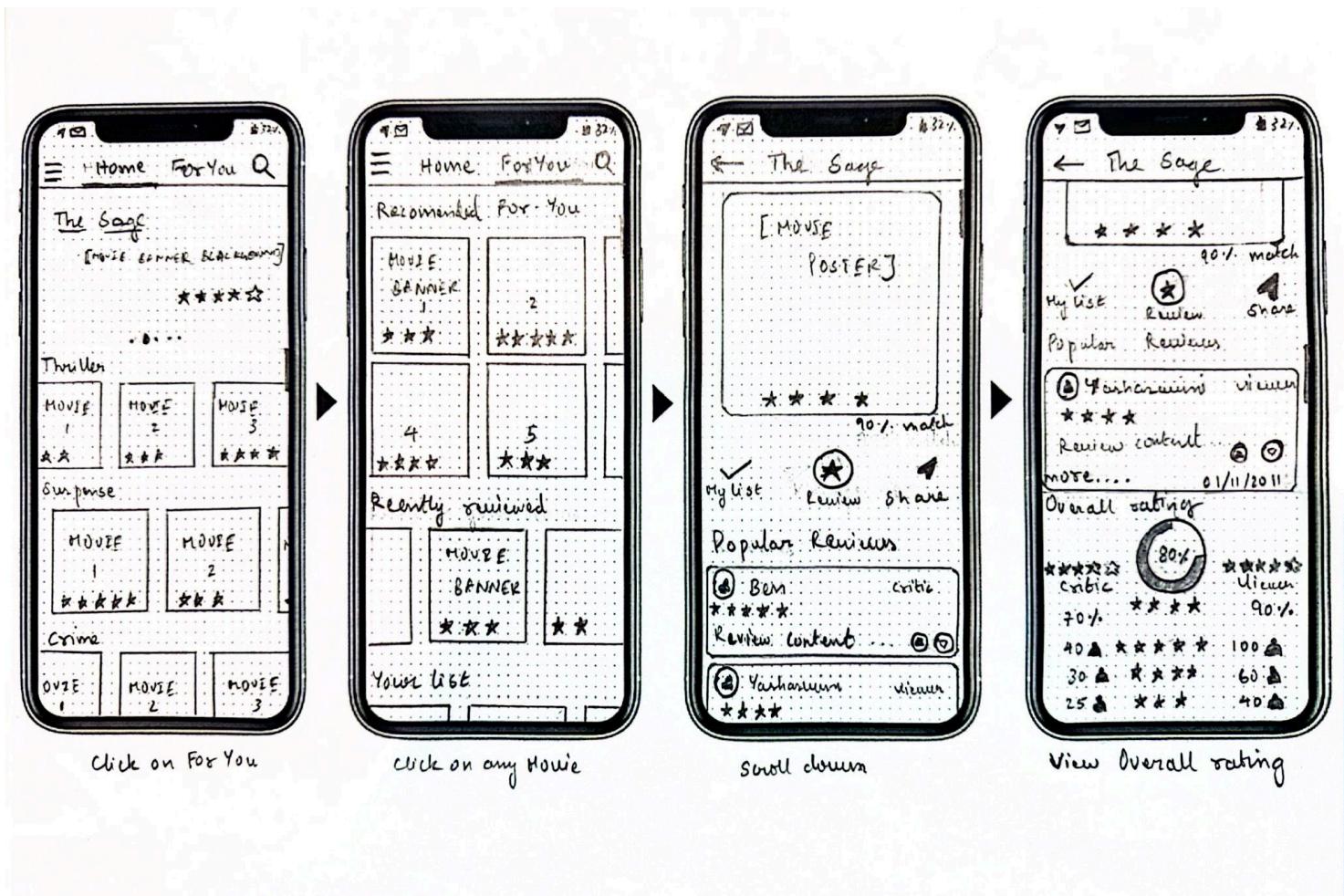
- Users will need to understand what a viewer rating, what a critic rating is, and how they differ.
- Users may be confused by two percentages if we do not label them.

Lo-fi prototyping

Idea #1: Simplify the UI for Review Submission and Discovery

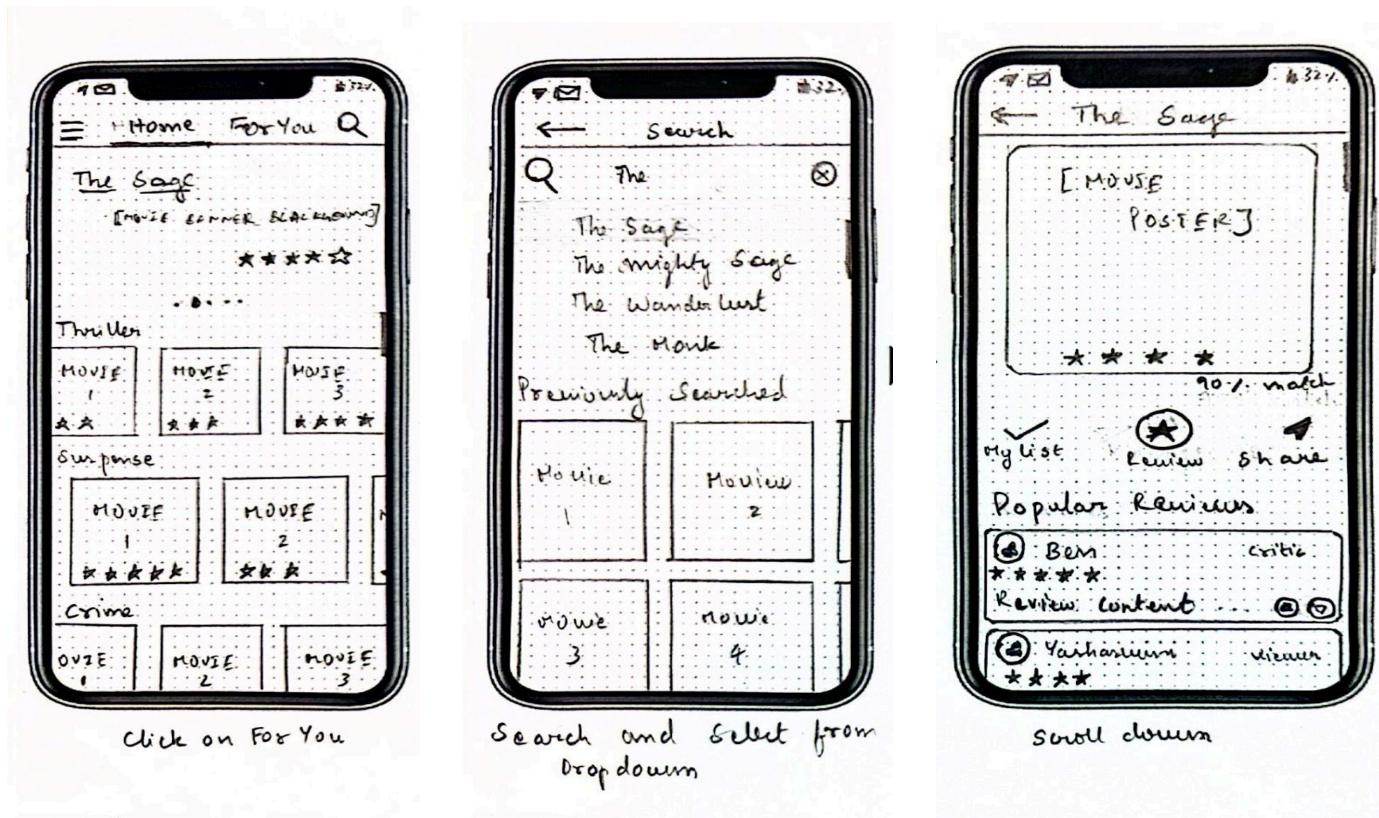
1. Simple Task: Navigate to a Review for a Suggested Movie

Prototype Content: Show a homepage with a large banner or a card saying "Recommended for You". Below that, display movie posters with star ratings. When a user taps on a movie, a modal or a new page pops up showing the movie's review summary.



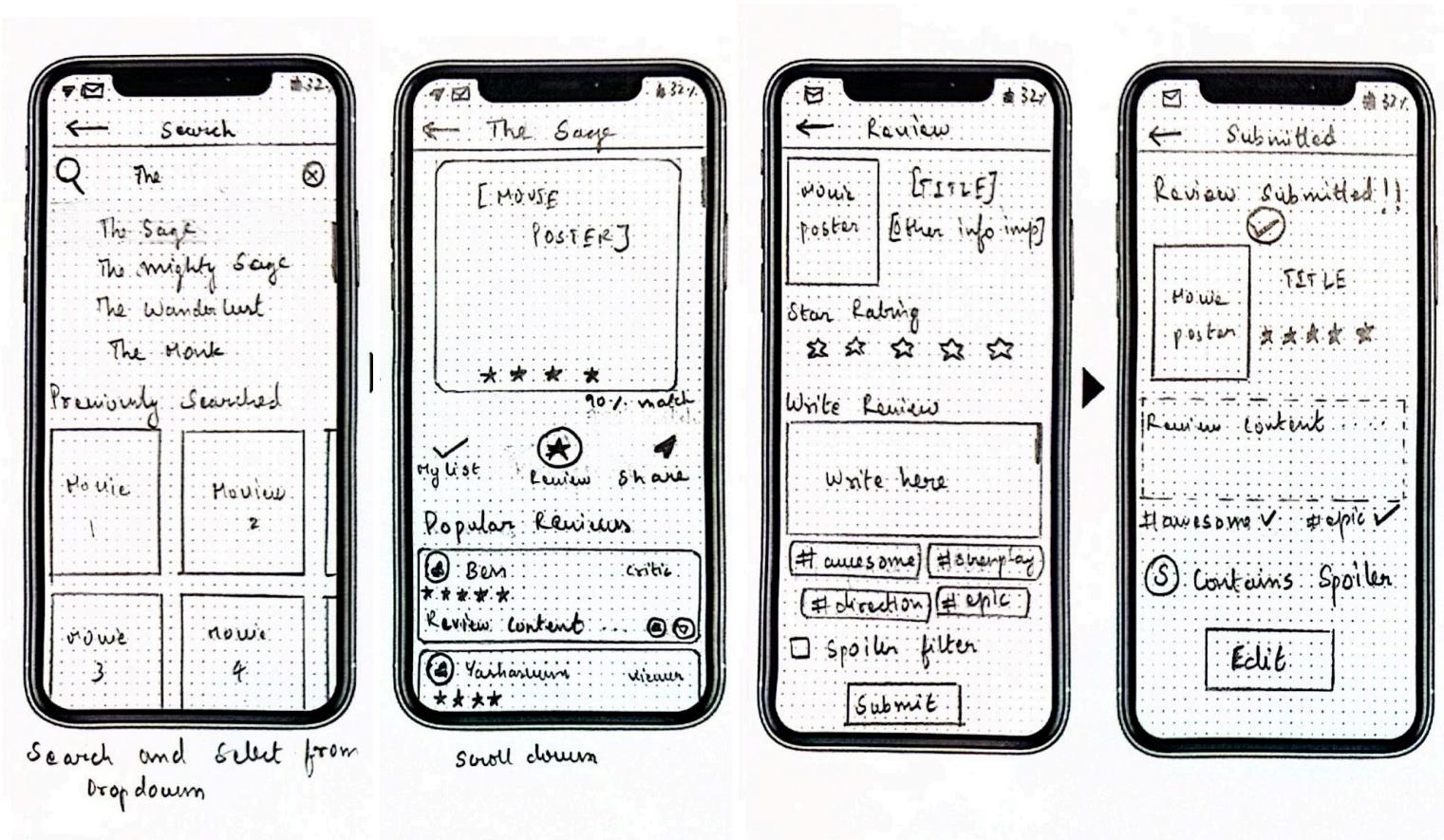
2. Medium Task: Navigate to a Review for a Specific Movie (Using the Search Bar)

Prototype Content: Illustrate a homepage with a search bar at the top. When the user types in a movie name and presses 'search', show a new screen with search results. Tapping on a result should lead to that movie's review page.



3. Complex Task: Navigate to a Specific Movie, Write a Review, and Submit it with a Spoiler Tag

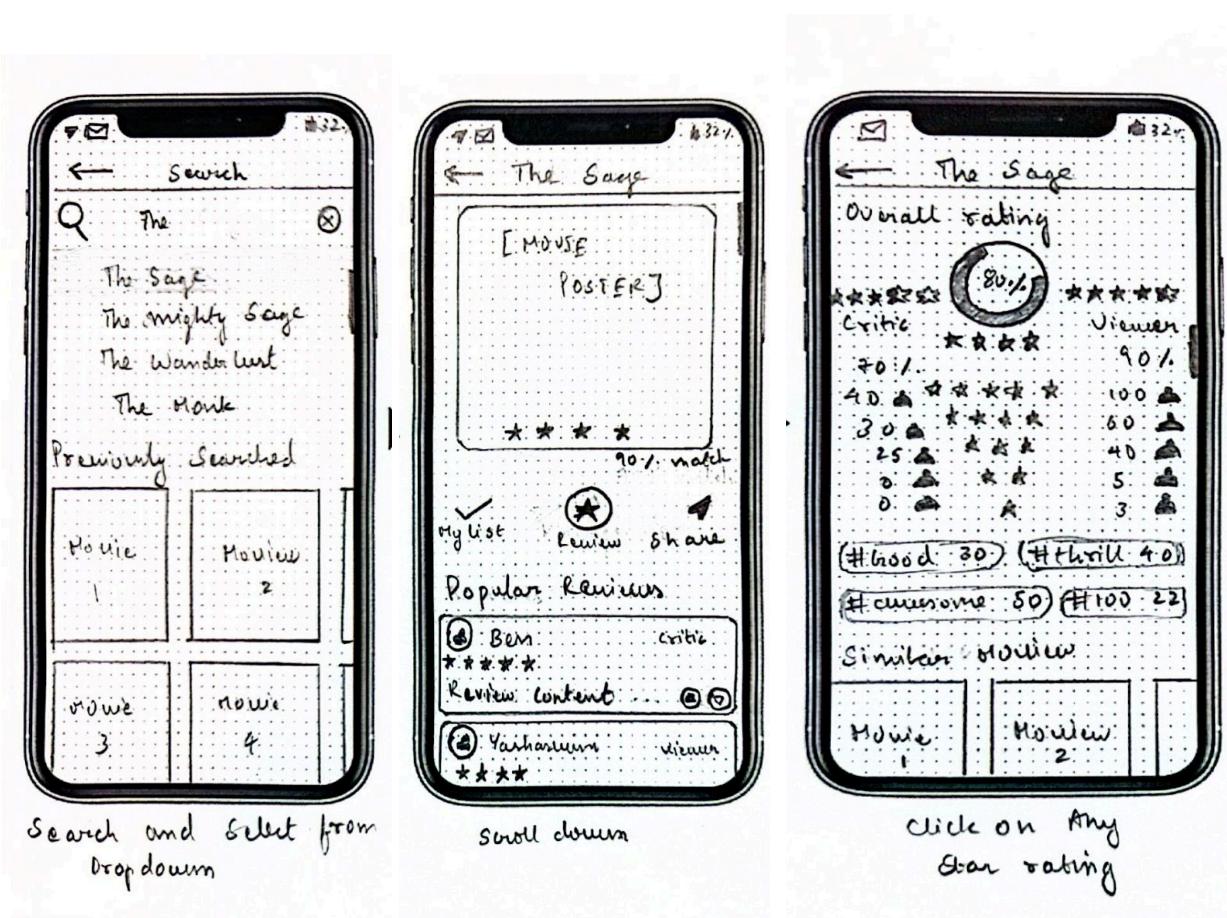
Prototype Content: Start with the search result page, selecting a movie to review. Then, show a screen with a text input field for the review, a checkbox for "Contains Spoilers", and a submit button. Upon submission, display a confirmation message.



Idea #2: Balanced Review Platform

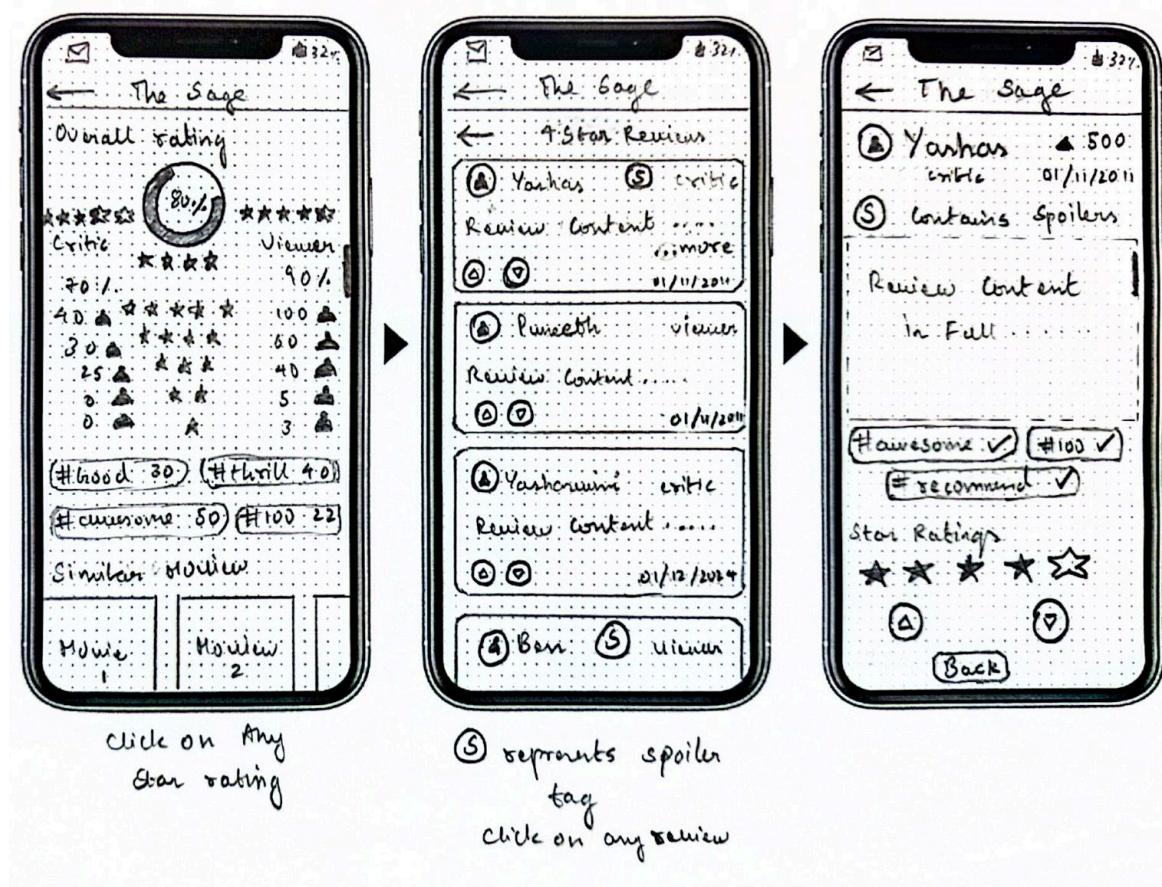
1. Simple Task: View the Overall Rating for a Movie

Prototype Content: Create a movie page with a large featured rating at the top, combining critic and viewer scores. This would be the most prominent element on the page, easy to see at first glance.

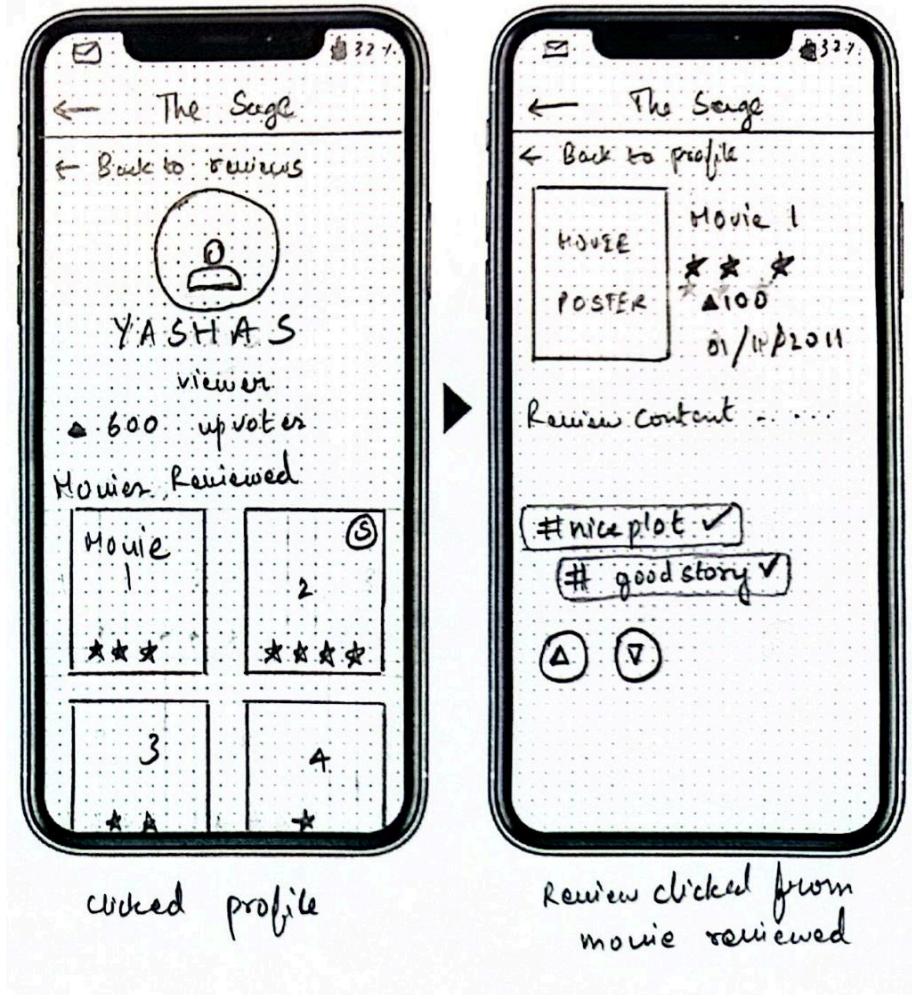


2. Medium Task: View the Rating Breakdown for a Movie and open 4 star reviews and then open a specific review and view reviewer profile.

Prototype Content: Under overall rating, including a segmented control for different star levels (1 to 5 stars). Include an interactive element to select the '4 Star' for example' segment, filtering the review list to only show reviews with four-star ratings. Present a list of four-star reviews; the user taps on one to open the full review text. On the detailed review page, provide a link to the reviewer's profile, where the user can see the reviewer's details and other reviews.



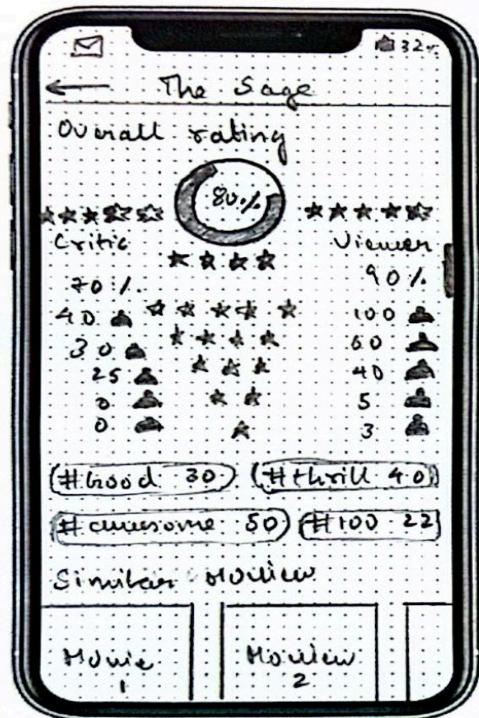
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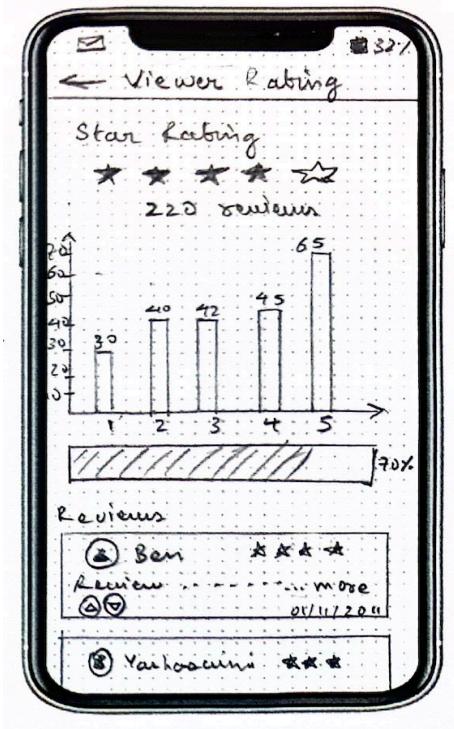
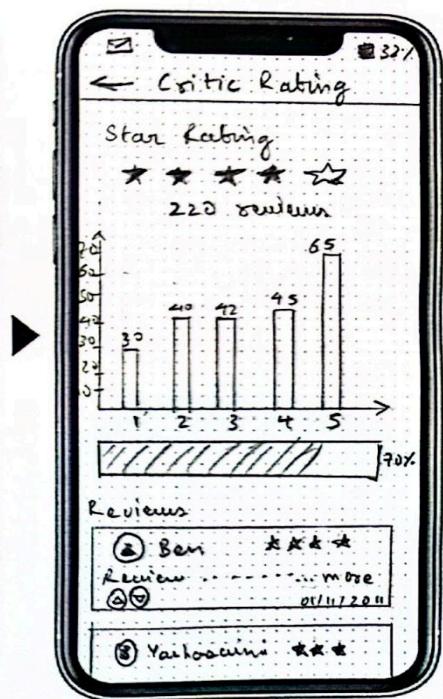
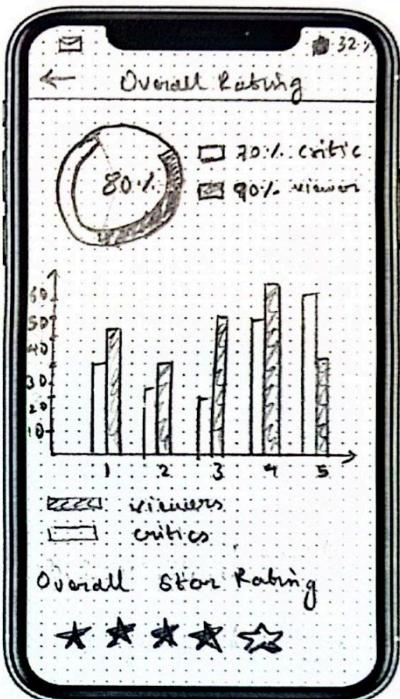
3. Complex Task: View Individual Ratings within Either the Critics or Viewers

Category and also when clicked on overall rating percentage it should show in graphical analysis of reviews.

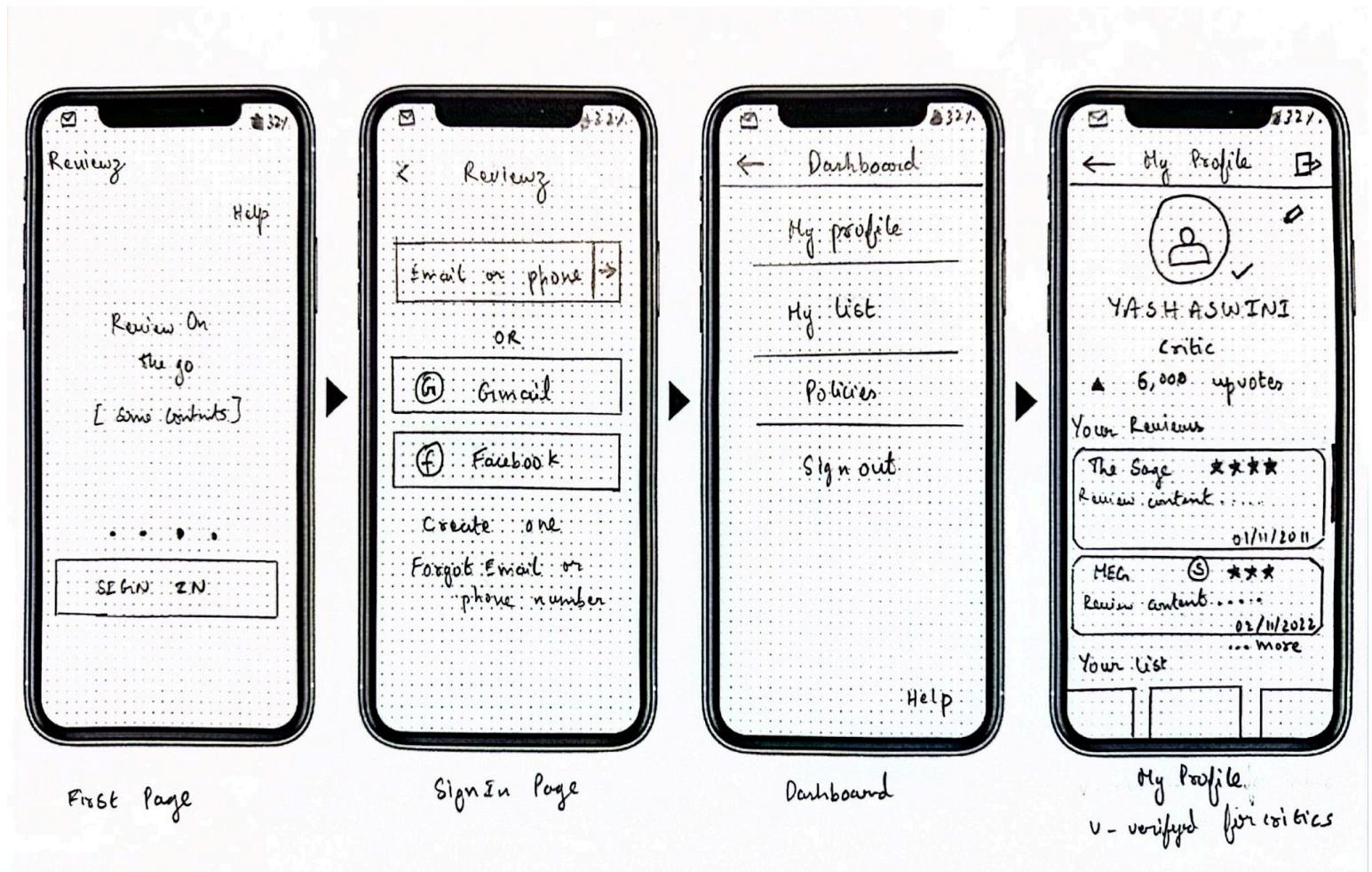
Prototype Content: Add clickable segments or buttons labeled 'Percentage representation', 'Critics' and 'Viewers' near the combined rating. Each, when tapped, should lead to a list of individual reviews with ratings, possibly on new screens or as expandable sections. Which give in detailed interactive graph analysis and also various other info like number of people who rated 5 star etc..



click on Any
star rating



General prototype designed



Usability Testing

Participants:

Participant 1: Venu B - Critic

Participant 2: Tonya F - Critic

Participant 3: Teja P - Viewer

Participant 4: Shiva M - Viewer

Method:

We used the “think out loud” method during testing and took notes of successes, insights, and errors. We showed them our prototype and asked them to explore our prototype while thinking out loud. While one of us focused on guiding the potential user through our prototype, the rest of us took notes and observed the user’s behavior.

Team Member Roles:

Benjamin - User tested with Venu

Puneeth - User tested with Tonya

Yashas - User tested with Teja

Yashaswini - User tested with Shiva

Tasks Evaluated:

First Idea:

Easy Task: Navigate to a Review for a Suggested Movie

Medium Task: Navigate to a Review for a Specific Movie (Using the Search Bar)

Complex Task: Navigate to a Specific Movie, Write a Review, and Submit it with a Spoiler Tag

Second Idea:

Easy Task: View the Overall Rating for a Movie

Medium Task: View the Rating Breakdown for a Movie

Complex Task: View Individual Ratings within Either the Critics or Viewers Category

Test Measures:

As each participant worked on their tasks, we observed their responses to the interface and noted the time it took for them to finish each task. We paid attention to any verbal or physical feedback, whether it was expressed directly or indirectly. If a participant made a mistake or got confused, we provided assistance to guide them back to the task, while also documenting these instances for further analysis.

User Testing Results:

Venu - For the first idea, Venu's thoughts were as follows: he was very easily able to navigate and perform the tasks. He preferred to use his tags while writing the review. For the second idea, he was able to navigate and perform the tasks very easily.

Tonya- For the first Idea, Tonya's thoughts were as follows: she was very easily able to navigate and perform the tasks. While she was navigating all the reviews, She preferred to have some spoiler warnings in the review and add some kind of extension to see the reviews. For the second idea, she was able to navigate and perform the tasks very easily. But preferred the charts or layout of overall reviews with stars and numbers as she felt the charts were complex to look at.

Teja - For the first idea, Teja's thoughts were as follows: he was very easily able to navigate and perform the tasks. But he wasn't able to figure out how to see all the reviews and also preferred to have a filter option to filter out spoiler reviews. For the second idea, he was able to navigate and perform the tasks very easily.

Shiva- for the first idea, Shiva's thoughts were as follows: he was very easily able to navigate and perform the tasks. However, he pointed out that we don't have an edit option in the reviews from the profile section to edit the review. He also feels like there is so much repetition of charts which he feels is not needed overall review ratings are showing all the separation he just wants to see the reviews. So he suggested adding a scroll with filters for

the reviews. For the second idea, he was able to navigate and perform the tasks very easily.

Interpretation of User Testing:

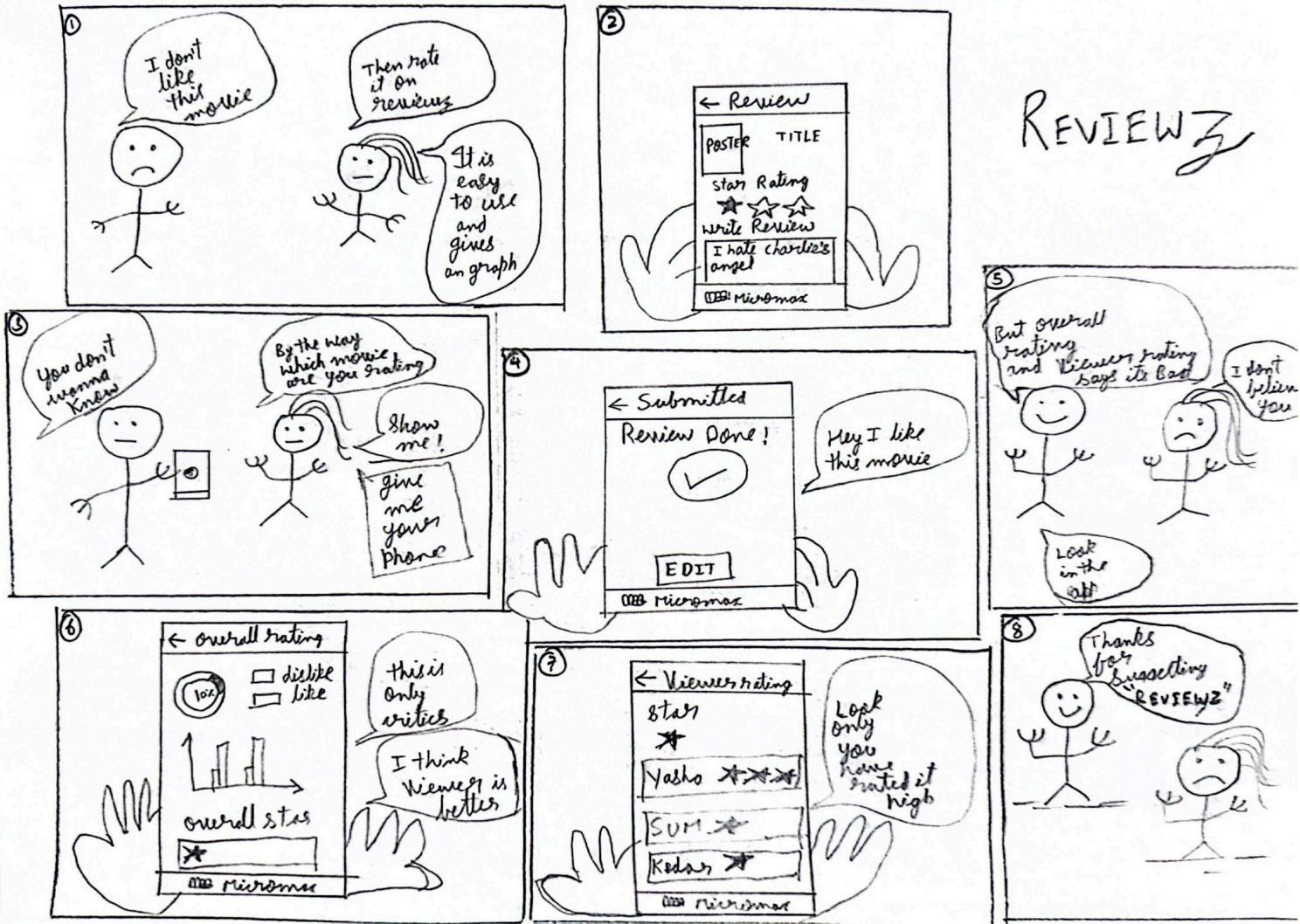
The user testing proved valuable, offering feedback that will shape our future application stages. Most of the suggested improvements centered around UI tweaks and suggested their personal preferences which are easily achievable. Notably, users generally completed tasks swiftly, and they praised the application's usefulness. While there's still progress needed from our basic prototype to a polished app, the insights gained will guide us in enhancing PowderPal, ensuring a more intuitive user experience.

Storyboard

Idea #2: Balanced Review Platform

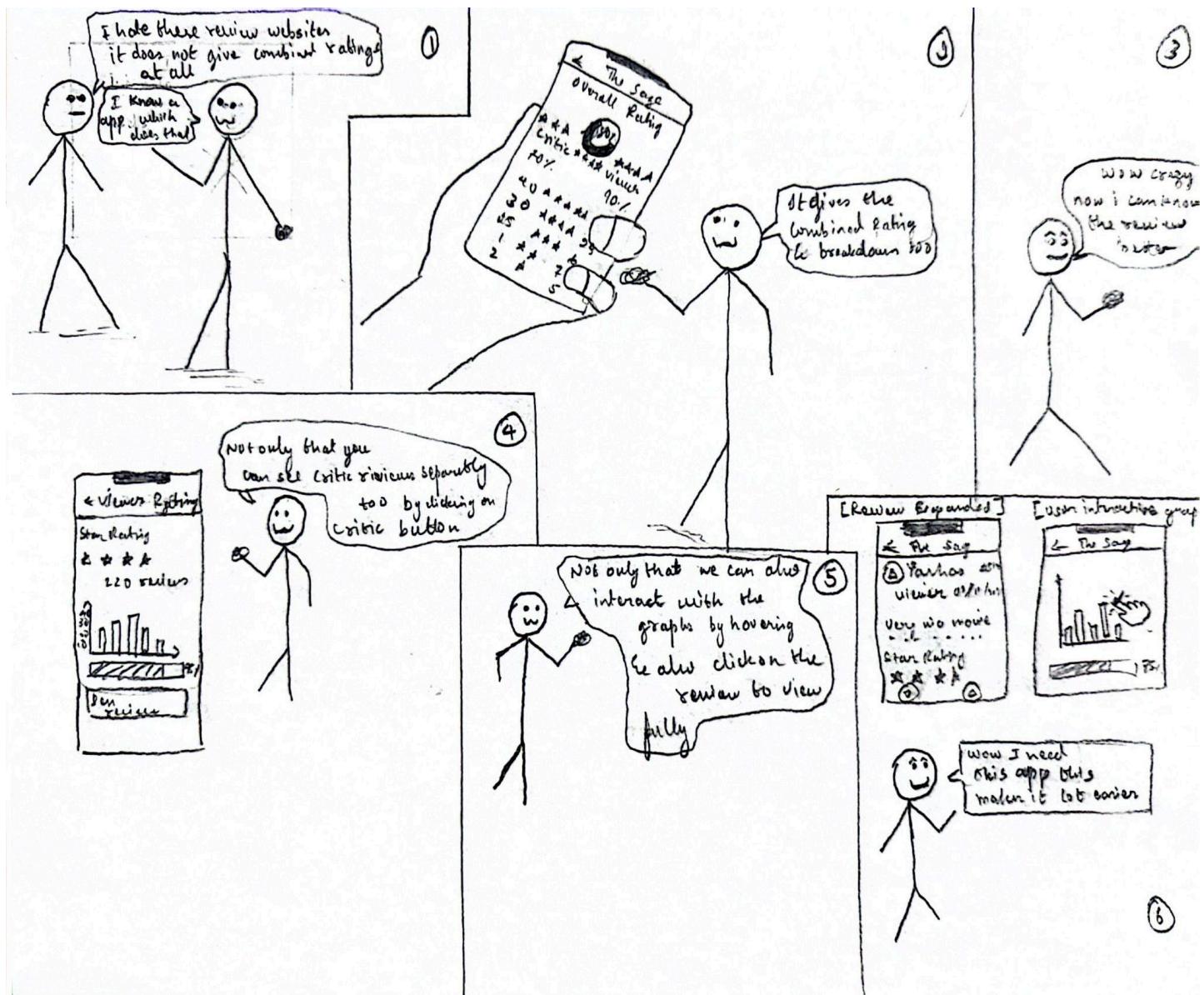
1. Simple Task: View the Overall Rating for a Movie

The image depicts a hand-drawn comic strip with nine panels, each illustrating a different scene. It appears to revolve around two characters discussing movie reviews. The first character expresses a dislike for a movie, prompting the second character to ask for their phone to presumably write a review. Subsequent panels show the process of writing and submitting a review, checking review statistics, and receiving thanks for contributing. The overall tone is light-hearted, with the characters engaging in playful banter about the influence of reviews.



2. Medium Task: View the Rating Breakdown for a Movie

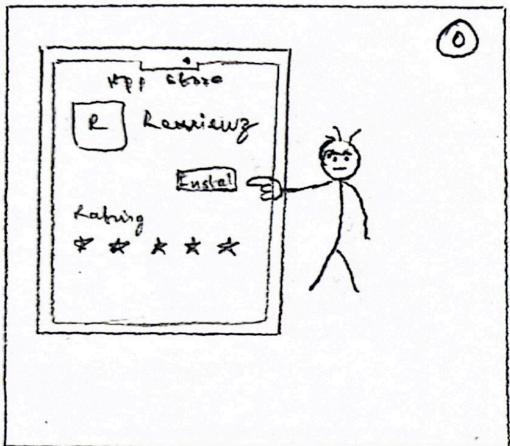
The second image presents another comic strip, titled "Medium Task: View the Rating Breakdown for a Movie." It features characters discussing the functionality of a review website, specifically focusing on the rating breakdown of a movie. One character shows another how to access detailed ratings, while the latter expresses delight in learning how to view the breakdown. The strip humorously addresses the process of navigating review statistics and the value of understanding diverse opinions, as well as the appreciation for the website's features.



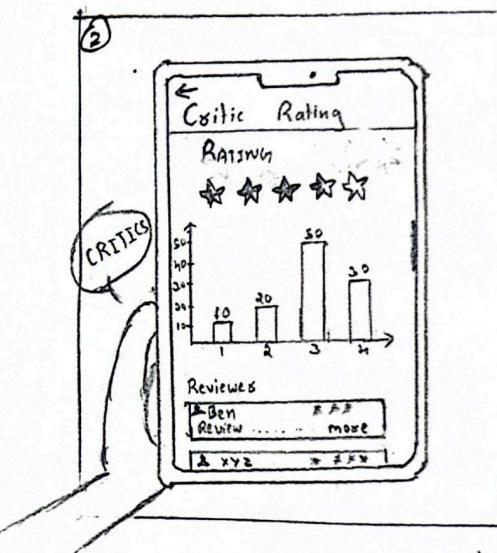
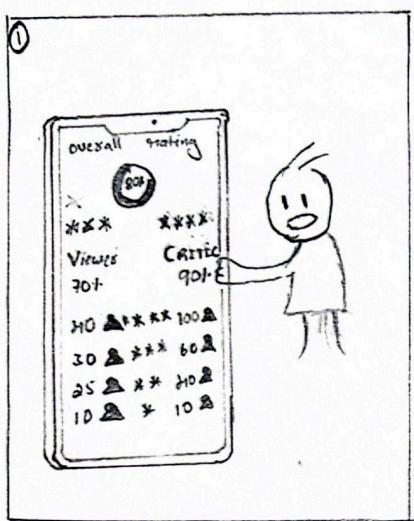
3. Complex Task: View Individual Ratings within Either the Critics or Viewers Category

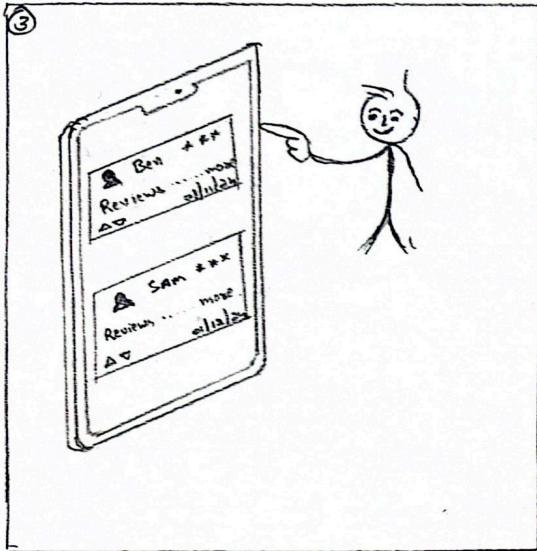
The third image illustrates a comic strip titled "Complex Task: View Individual Ratings within Either the Critics or Viewers Category." It portrays a character learning to navigate a website to view detailed individual ratings from critics or viewers for a movie. The character is shown following steps to filter and view the ratings, experiencing satisfaction upon learning how to access this level of detail. The comic ends on a positive note with the character appreciating

the website's comprehensive review system and considering it good enough to recommend in an app store review.

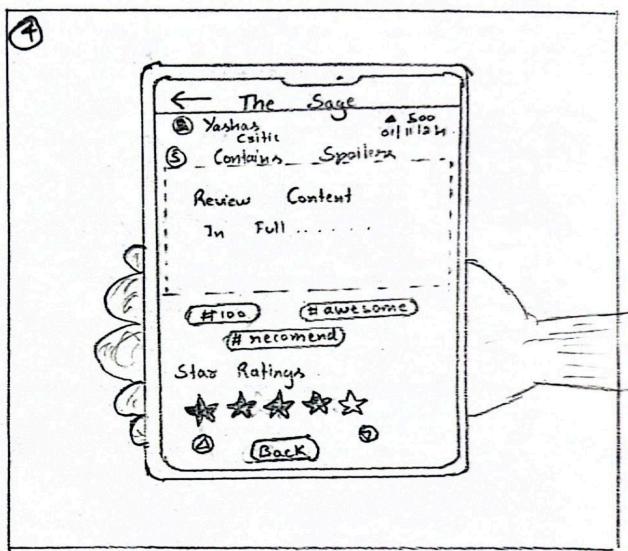


User app for sometime
and then comes across
overall rating

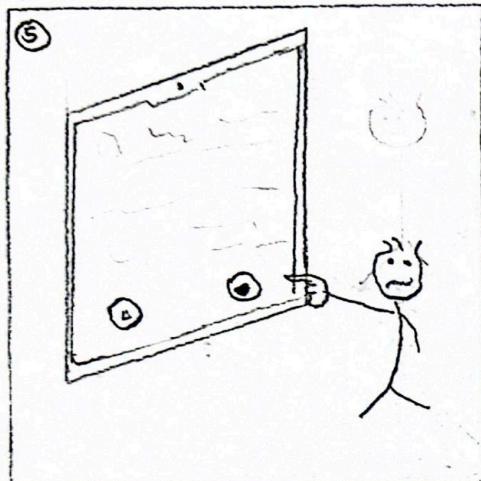




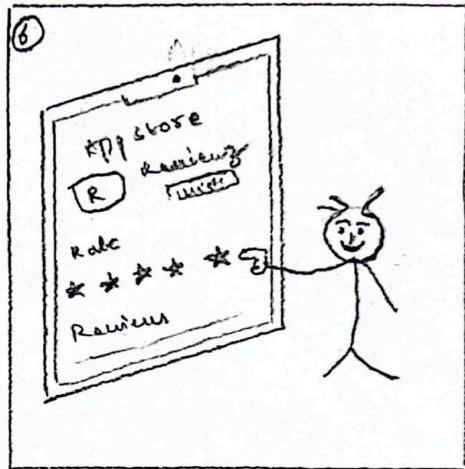
The user sees a review and clicks on the review to see what happens



He sees the above screen which has all the information needed about the review and also has an option to upvote or downvote.



The user is not happy about the review and clicks on downvote for the review



But he is happy about the app he gave a 5 star rating on App Store

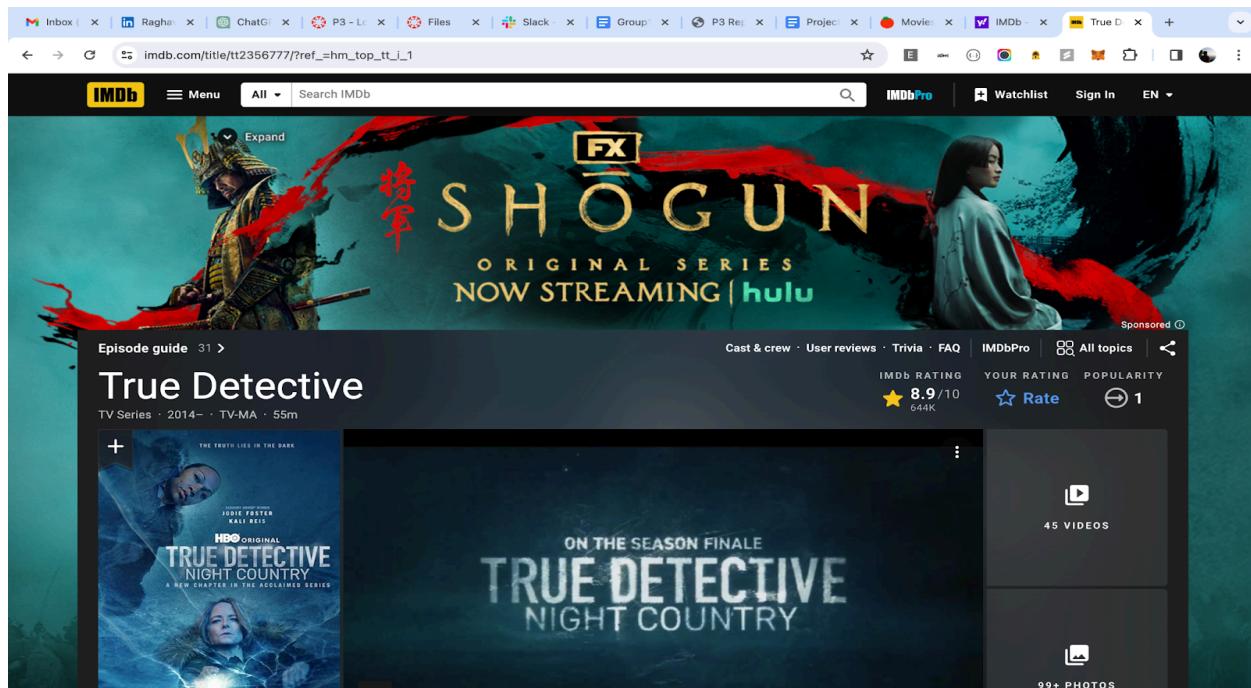
Market Research

IMDb:

The platform encourages a diverse range of opinions from its user base, encompassing both casual viewers and those with more critical perspectives. Reviews on IMDb cover a spectrum of insights, including personal impressions, discussions of plot elements, and assessments of various aspects of a movie or TV show. Users can assign numerical ratings on a scale from 1 to 10, contributing to the overall viewer rating displayed prominently on a movie or TV show's page. The platform primarily relies on user-generated content. IMDb's review system allows users to submit written reviews alongside their ratings, expressing opinions and discussing various elements of the content.

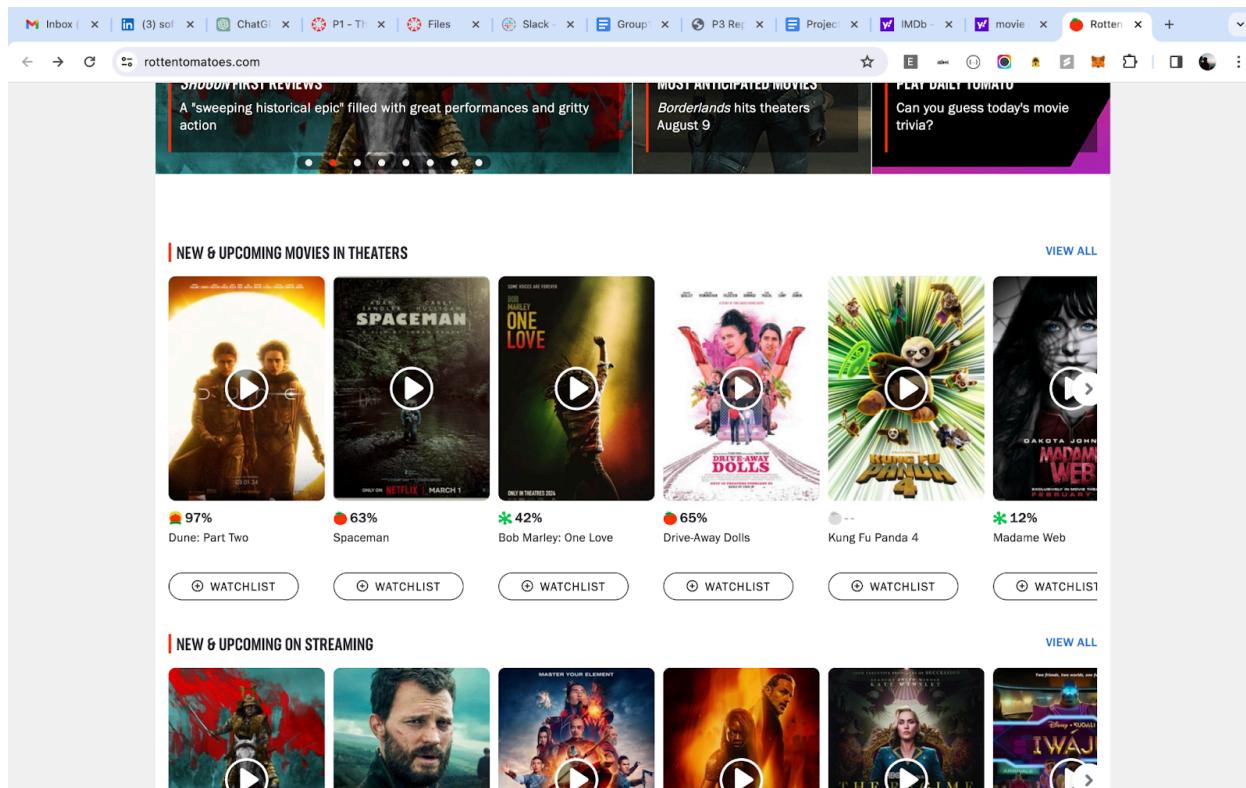
Differentiation:

We distinguish between regular viewers and critics, allowing users to pick the ratings they prefer for a personalized experience.



Rotten Tomatoes:

Rotten Tomatoes employs a dual rating system that combines both critic and audience perspectives. The Tomatometer reflects the percentage of professional critics who gave a positive review, while the Audience Score represents the percentage of regular viewers who enjoyed the content. The Tomatometer provides an aggregated view of critic opinions, while the Audience Score offers insights into audience satisfaction. This dual approach allows users to gauge both expert and general audience reactions to movies and TV shows, contributing to a comprehensive understanding of a title's reception.



The screenshot shows the Rotten Tomatoes website for the movie "Spaceman".

Trending on RT: Avatar: The Last Airbender, Play Movie Trivia, Dune: Part Two, Shogun

IN THEATERS:

- * 0% Camp Pleasant Lake
- 97% The Chosen: Season 4 - Episode...
- 97% Dune: Part Two
- 100% Lost Ladies
- 100% Rose's War
- 100% Before I Change My Mind
- Outlaw Posse
- Amelia's Children
- Asleep in My Palm
- 60% Silver Haze
- Mangai
- Operation Valentine
- Satham Indri Mutham Tha
- 42% Bob Marley: One Love
- 83% Ordinary Angels

[View All](#)

COMING SOON:

- 77% Labyrinth Jun 27
- 94% Kung Fu Panda 4 Mar 08
- 94% Cabrini Mar 08
- Accidental Texan Mar 08
- Imaginary Mar 08

[View All](#)

SPACEMAN
R · 2024, Sci-Fi/Adventure, 1h 48m

TOMATOMETER 30 Reviews **63%**
AUDIENCE SCORE Fewer than 50 Ratings **92%**

YOU MIGHT ALSO LIKE

oneworld QATAR AIRWAYS

Differentiation:

In the overall ratings of the movie, the platform always shows critic ratings. Our application will provide overall ratings with a combination of both critics and viewer reviews.

Discussion

In our journey, we discovered that gathering thoughts and opinions from many people with different backgrounds brings in a bunch of ideas and sparks cool discussions. While we were drawing and creating basic designs, we got casual feedback from our friends and fellow students. The usability testing session involved four participants, including two critics (Venu and Tonya) and two viewers (Teja and Shiva). Each team member was assigned to conduct testing with a specific participant. The tasks evaluated included navigating to reviews for suggested and specific movies, writing and submitting a review with a spoiler tag, and interacting with the overall and category-specific ratings for a movie. During testing, the team observed participants' interactions, noted completion times, and documented verbal and physical feedback. Notable results include participants finding tasks easy to accomplish, some preferring additional features like spoiler warnings, and suggestions for UI improvements. Overall, the testing provided valuable insights that will shape future stages of the application, with most recommended improvements being easily implementable. The participants praised the application's usefulness, indicating positive user engagement. Comparatively, IMDb and Rotten Tomatoes were examined, highlighting their unique review systems and approaches. While IMDb distinguishes between regular viewers and critics, allowing users to choose their preferred ratings, Rotten Tomatoes employs a dual rating system, reflecting both critic and audience perspectives. The differentiation in our application lies in providing an overall rating that combines both critic and viewer reviews for a more comprehensive user experience.

Appendix

Throughout the development of Reviewz, our team's collaborative effort was both challenging and enriching. The brainstorming sessions not only aligned our ideas but also strengthened our team bond. Our iterative design process, from low-fidelity prototyping to usability testing, underscored the value of user-centered design. The storyboard phase was particularly enlightening; it allowed us to visually map out user interactions, revealing insights into the user journey that we hadn't considered. This phase was crucial in understanding the flow of information and the emotional impact of our design on users.

The market research phase enabled us to uniquely position Reviewz, drawing inspiration from established platforms while catering to both critics and viewers, promoting a balanced review ecosystem. The diversity within our team fostered an environment where innovative ideas thrived, showing the strength of collaborative diversity in problem-solving. Engaging with participants during usability testing not only validated our design choices but also opened avenues for future enhancements, highlighting the iterative nature of design and the potential for continuous improvement.

Reflecting on this journey, the experiences gained extend beyond technical skills, emphasizing the importance of empathy in design, the power of team synergy, and the endless possibilities that arise from a shared vision. Reviewz represents not just an academic endeavor but a milestone in our growth as designers, innovators, and empathetic problem solvers, with the storyboard phase playing a key role in bridging our understanding of the user experience.