

# CIS 5930 /CIS 4930: Team Project Milestones

## P2 – User Research

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### Section 1

#### 1.1 Study Plan

##### Pre-Interview

- **Which techniques are you going to use? Why do you choose them?**
  - We will use the Interview technique. We will include some user interaction with the movie review website during the interview.
- **How will you conduct the user study? Where and when will the study take place?**
  - We will conduct the user study via interviews with movie reviewers (critics) and movie review viewers (general public).
- **Who will you conduct the user study with? Why did you choose them?**
  - We will conduct the user study with 2 critics, 2 content creators and 2 users. We choose these people because of their experience either writing or reading movie reviews.
- **What is the goal?**
  - Our goal is to learn the areas of UI improvement that are possible, reasonable, and actionable for movie review websites.

##### Introduction Blurb

Do we have permission to record this interview?

Hi, \_\_\_\_\_. Thank you for taking the time to speak with us today and provide insight for our project. My name is \_\_\_\_\_ and I am accompanied by \_\_\_\_\_. I will be your primary interviewer while \_\_\_\_\_ takes notes.

How are you today?

##### Interview Questions:

Motivation	Questions	Timing & Focus
Warm Up	-How often do you watch movies? -Do you review/read reviews often? -Do you check reviews before watching movies? -Do you prefer critic reviews or user	2 min  Ease the interviewee

	reviews?	
<b>Information Gathering</b>	<p>-When submitting your review on the website, how do you navigate the UI, and what improvements would enhance your experience, considering the current lack of intuitive UI elements?</p> <p>-How do you feel about the balance between critic and viewer ratings on the site, and what changes would you suggest to ensure a fair representation of both perspectives?</p> <p>-Can you describe the process of searching for a movie and its reviews on the website, highlighting any difficulties you encounter, particularly with irrelevant search results or ads?</p> <p>-What features do you use to interact with or receive feedback on your reviews, and how could these features be enhanced to foster better communication between you and your audience?</p> <p>-How does the website handle spoiler content in reviews, and what improvements would you recommend for a spoiler filter feature?</p> <p>-What is your approach to finding a movie to watch—do you prefer browsing recommendations based on ratings, or do you usually have a specific movie in mind?</p> <p>-Discuss the importance of personalization on the movie review website. How does the current system meet your needs, and what changes would make your experience more tailored and engaging?</p> <p>-Have you encountered any accessibility or viewing issues on the site, such as contrast or readability problems, especially when using different devices like mobile or desktop?</p> <p>-In your opinion, how well does the website's recommendation system cater to your preferences based on</p>	<p>12 min</p> <p>Gather information for our study</p>

	<p>ratings, and what improvements could make this feature more effective and accurate?</p> <p>-Reflecting on the overall user interface and experience, what specific changes would you implement to address the current shortcomings, such as the prominence of critic ratings or the intrusion of irrelevant ads?</p>	
<b>Conclusion</b>	That concludes our interview for today. Thank you again for all of that input. Are there any questions you would like to ask us before we finish?	<p>1 min</p> <p>Conclude</p>

## 1.2 Description of the participants

<b>Interviewee Name</b>	<b>Interviewed by</b>	<b>Description: Category, Major, Age, Gender</b>
Brianna D.	Benjamin Friedman	Viewer, Hospitality, 22, Female, USA
Robert F.	Benjamin Friedman	Viewer, Biology, 64, Male, USA
Venu B	Puneeth	Critic, Software Developer, 24, Male, India
Shanuka S	Puneeth	Youtube Content Creator, Information Technology, 25, Male, India
Shashi C	Yashaswini	Instagram Influencer, Industrial Engineering, 23, Male, India
Tonya F	Yashas	Critic, Management, 25, Female, USA

### 1.3 Data from the study

#### Brianna D. :

- Watches movies once per week
- Reads reviews sometimes
- Checks reviews sometimes, 50% of the time before watching a movie
- Prefers viewer reviews
- Googles movie reviews, clicks on the first website (Rotten Tomatoes), types the name of the movie into the search bar, clicks on the movie if interested
- The goal is to see if a movie is worth watching
- Finding a review is more important on this website
- No, no difficulty finding a review
- Types the name of the movie into the search bar, clicks on the movie if interested
- The ability to see the viewer ratings is the most important feature
- Mostly, satisfied with the UI experience
- Never had accessibility issues with the website
- Prefers the mobile version of the website
- No, it seems like there is little emphasis on the viewer ratings
- Would make the viewer ratings more prominent on the website

#### Robert F. :

- Watches movies once per month
- Reads reviews often
- Yes, always checks reviews, 100% of the time, does not like wasting time on bad movies
- Prefers critic reviews but considers viewer reviews
- Types in rottentomatoes.com, clicks on the search bar, types in the full name of the movie, sees the critic rating on the search results page
- The goal is to see if a movie is worth watching
- Finding reviews is more important
- Yes, sometimes irrelevant movies are shown in the results page when the full name of the movie is not entered
- Clicks on the search bar, types in the full name of the movie, sees the critic rating on the search results page
- The most important feature is to see movie ratings
- Yes, is satisfied with the UI moderately
- Yes, sometimes the text is hard to make out due to colour schemes
- Prefers using a desktop computer
- No, too many steps are needed to see viewer reviews, so it is not balanced
- Would make the text larger and easier to read, and make viewer reviews more prominent

**Venu B. :**

- I watch movies every other week. I read reviews occasionally but find the critic dominance overwhelming. I prefer a balanced perspective, so I check both critic and viewer reviews before deciding.
- Navigating the UI is confusing; I wish the review submission was more straightforward and accessible.
- Critic ratings dominate; I want more emphasis on viewer opinions to balance perspectives.
- Finding a specific movie is a hassle with all the irrelevant ads and off-topic results.
- Feedback is minimal; interactive features like direct replies to comments would help.
- Spoilers are everywhere! A clear spoiler-tagging system is desperately needed.
- I prefer a mix; recommendations are great but I like the option to search for specific films.
- The site feels generic; more personalised content based on my history would engage me more.
- Readability is an issue on my phone; better contrast and font size options would help.
- Recommendations don't match my taste; a more refined algorithm would improve my experience.
- Less emphasis on critic ratings and fewer ads would make the site cleaner and more user-focused.

**Shanuka S. :**

- I'm a regular moviegoer, usually once a week. I value critic reviews for their professional insights but don't ignore viewer opinions. I always read reviews to ensure a movie is worth my time.
- The UI is intuitive for me; I find the review process quite streamlined.
- I trust critic ratings more but wouldn't mind seeing more from regular viewers.
- I easily navigate through reviews and movies, though some ad placements are annoying.
- I appreciate the like/dislike feature but wish for more in-depth interaction options.
- The spoiler situation is well-handled, but an option to filter them out completely would be great.
- I usually look for movies based on top ratings; it's a time-saver for me.
- The personalization is okay, but it could better reflect my past ratings and reviews.
- No major issues, but sometimes the desktop version feels clunky compared to mobile.
- The recommendation engine is hit or miss; I'd like it to consider my favourite genres more.
- A cleaner, ad-free experience and more viewer input in ratings would enhance the site for me.

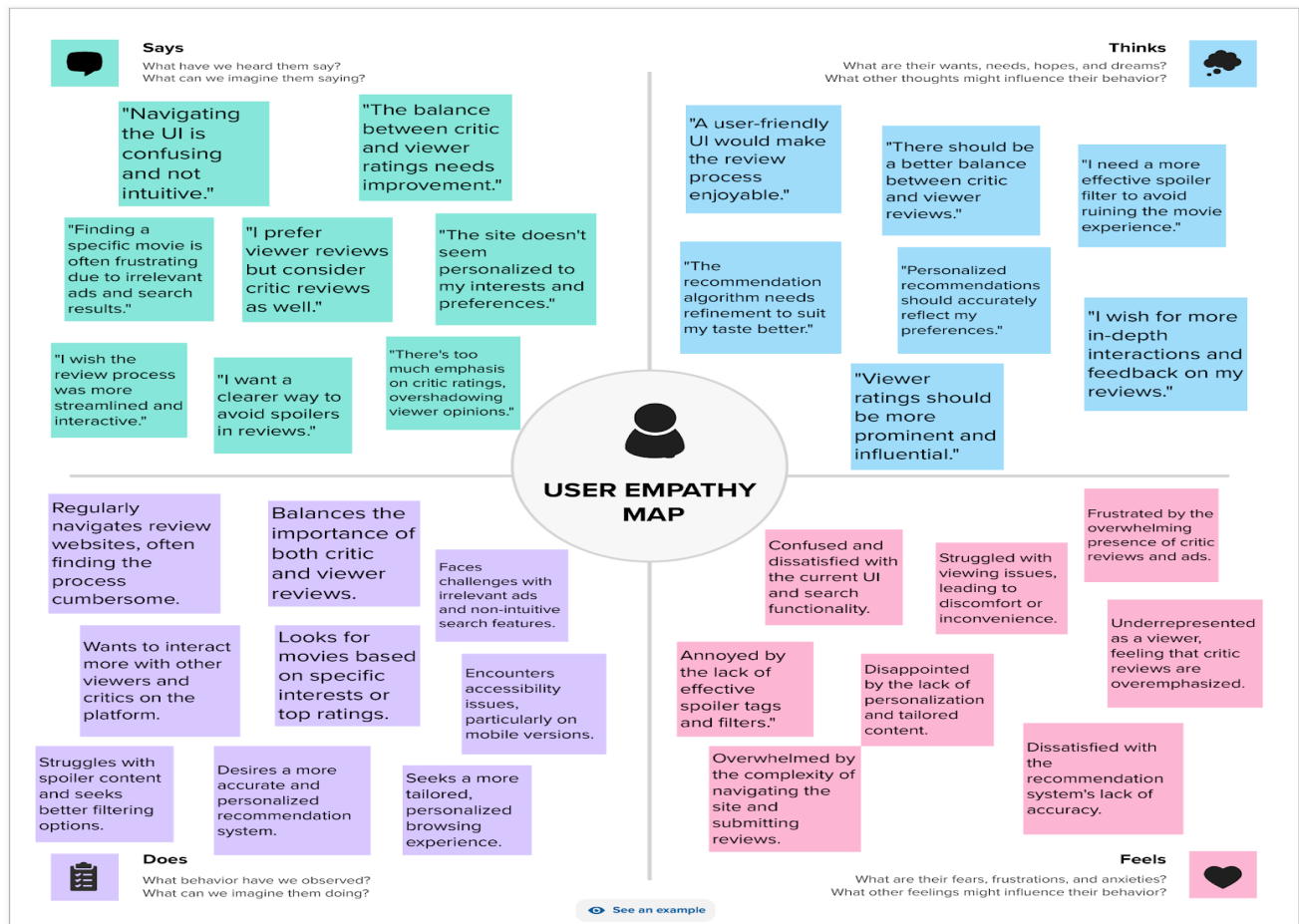
**Shashi C. :**

- I don't watch movies very frequently, maybe once a month. I find navigating review sites frustrating due to UI issues and the predominance of critic reviews. I wish viewer voices were more prominent.
- Submitting reviews is a maze; the UI definitely needs a more user-friendly design.
- It's all about the critics, isn't it? I wish viewer voices were equally loud.
- Ads clutter the search process, and irrelevant results make finding movies frustrating.
- I rarely see responses to my reviews; more engagement features would be great.
- I've had movies spoiled due to poor tagging; a mandatory spoiler filter would be helpful.
- Recommendations are hit or miss; I often find myself manually searching for films.
- Personalization is non-existent; the site doesn't seem to learn from my preferences at all.
- On mobile, the text is too small, and the colours wash out. Need serious improvement.
- I don't feel the recommendations are tailored to me; they seem random at best.
- Revamping the UI for clarity, reducing critic bias, and controlling ad intrusion would be my focus.

**Tonya F. :**

- I enjoy movies bi-weekly and often read reviews to get a sense of what to watch. I appreciate a well-balanced mix of critic and viewer reviews and prefer a seamless, ad-free review browsing experience.
- I find the review process smooth; however, a more prominent review button would help.
- The balance is good, but showcasing some top viewer reviews could add value.
- Searching is straightforward, but minimising ads would streamline the experience.
- Interaction is limited to likes; more direct communication tools would enrich the community feel.
- The spoiler alerts are helpful, but an option to hide them would be better.
- I generally browse recommendations but appreciate the option to search when I have a movie in mind.
- The site feels tailored enough, though it could better adapt to my genre preferences.
- Desktop experience is solid, but the mobile version could use more intuitive navigation.
- The recommendation system aligns well with my tastes but could use slight refinement.
- An even cleaner UI, fewer ads, and a stronger viewer rating presence would make it perfect for me.

## Empathy Map



### 1.4 Inferences

#### Brianna D.:

- Actively engages with movie reviews, relying on viewer ratings for decision-making.
- Prefers straightforward access to reviews, indicating a need for clear and easily navigable UI.
- Values the mobile experience, suggesting a preference for on-the-go accessibility.
- Desires more emphasis on viewer ratings, reflecting a need for community-driven insights.

#### Robert F.:

- Relies heavily on reviews, especially from critics, to decide on watching a movie.

- Experiences occasional difficulties with UI navigation and clarity, indicating a need for a more user-friendly interface.
- Prefers a balanced representation of critic and viewer ratings, pointing to a desire for comprehensive insights.
- Seeks enhancements in readability and accessibility, especially on desktop platforms.

**Venu B.:**

- Faces challenges with UI navigation and cluttered interfaces, indicating a need for a more streamlined and intuitive user experience.
- Desires a stronger voice for viewers in ratings, suggesting a preference for a more balanced and inclusive review system.
- Experiences dissatisfaction with the personalization and relevance of recommendations, indicating a need for improved algorithmic curation.

**Shanuka S.:**

- Appreciates an intuitive UI but seeks deeper interaction within the review community.
- Values both critic and viewer ratings but calls for improved personalization and relevance in recommendations.
- Desires a more streamlined experience across devices, indicating a need for responsive and adaptive design.

**Shashi C.:**

- Struggles with a complex UI and feels the need for a design that simplifies review submission.
- Desires a more significant emphasis on viewer input in ratings and seeks better engagement features for community interaction.
- Faces issues with spoiler content and seeks an effective filtering system, indicating a need for enhanced content management features.

**Tonya F.:**

- Finds the review process generally satisfactory but sees room for improvement in UI prominence and community interaction.
- Calls for a balance between critic and viewer ratings and a cleaner, more personalised UI, indicating a desire for a tailored and uncluttered browsing experience.
- Appreciates recommendation accuracy but seeks further refinement, suggesting a need for improved algorithmic matching to personal preferences.



## **Section 2**

### **User point of view statements**

1. Movie enthusiasts need a streamlined and intuitive interface for reviewing and finding movies to save time and enhance their decision-making process.
2. Viewers who value community opinions need a platform where viewer reviews are highlighted and easily accessible to ensure a balanced perspective.
3. Individuals seeking movie suggestions require a recommendation system that aligns with their personal tastes and viewing history for a more tailored experience.
4. Users who are mobile-oriented need a responsive and user-friendly mobile version of the site to access reviews and ratings on the go.
5. Reviewers seek more interactive and engaging features to connect with the community and receive feedback on their reviews.
6. Movie-goers who prefer specific genres or films need advanced search options and filters to quickly find relevant content and avoid spoilers.
7. Users frustrated by ad clutter and irrelevant search results need a cleaner interface and more accurate search functionalities to enhance their browsing experience.
8. Viewers need a balanced platform where the emphasis is not solely on critic ratings but also appreciates the viewer's voice and ratings.

### **How might we statements**

1. How might we create a more intuitive and user-friendly interface to simplify the process of submitting and finding reviews?
2. How might we emphasise and elevate viewer ratings and reviews to provide a balanced perspective?
3. How might we develop a personalised recommendation system that accurately reflects users' preferences and viewing history?
4. How might we ensure the mobile version of the site is as responsive and user-friendly as the desktop version?
5. How might we integrate interactive features that allow reviewers to engage with their audience and receive constructive feedback?
6. How might we implement advanced search options and spoiler filters to enhance the user's ability to find suitable content?
7. How might we design a cleaner site interface that minimises ad clutter and provides more relevant search results?
8. How might we create a balanced review platform that values both critics' insights and viewer opinions?
9. How might we offer more direct communication tools to foster a strong community among movie enthusiasts?
10. How might we make the review process more prominent and accessible to encourage more viewer participation?

**Needs learned through the interviews**

1. Need for an intuitive and user-friendly review submission and search interface.
2. Need for a balanced representation of critic and viewer reviews.
3. Need for personalised content and accurate movie recommendations.
4. Need for a responsive and user-friendly mobile version of the site.
5. Need for interactive features that allow community engagement and feedback.
6. Need for advanced search options, filters, and spoiler alerts to enhance content discovery.
7. Need for a cleaner interface with minimal ads and more relevant search results.
8. Need for equal emphasis on viewer ratings and critic ratings to provide a holistic review experience.
9. Need for improved communication tools to strengthen the movie enthusiast community.