Flick

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ARTG2400
Fall 2015

Prototype: https://invis.io/M95C0KPG8
(Start at “Signup” for desktop and “Signup M” for mobile)

Persona

Joe loves watching movies, whether it be in theatres or at home. Because he watches so many, he likes to keep track of them so that he can remember what he has seen and what he liked. He also loves finding new movies, even if they're different than what he has liked in the past, and keeping track of them so he can watch them in the future.

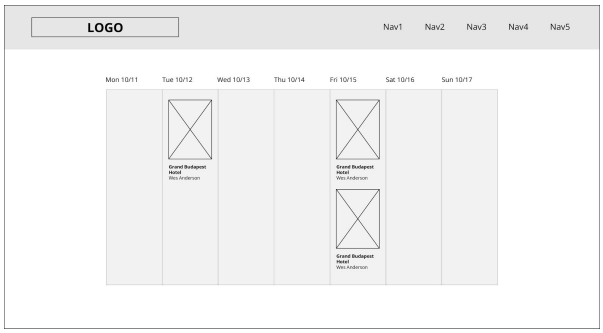
Functionality

Flick allows users to keep track movies they have watched and want to watch. They can add movies to their list of movies to watch, and then rate movies when they watch them. Based on their ratings, they will get recommendations for new movies to add to their watch list, allowing them to discover new movies that they would not otherwise been aware of. The home screen of Flick is a large collection of recommendations where users can watch trailer and find movies they like.

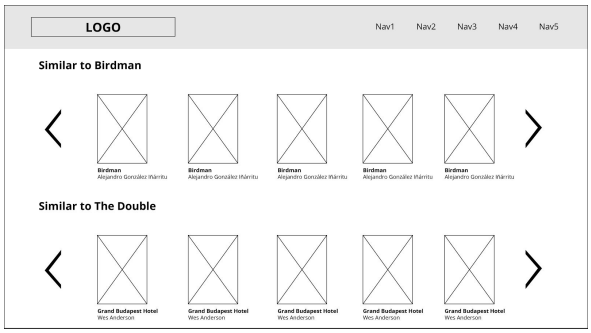
In the real world, users like John would use Flick in three main scenarios. The first is after they have seen a movie. If they just went to the theatre and saw a movie, they would open Flick and find the movie. They would then rate the movie. The second is when they are looking for new movies to watch. A user would open Flick and browse the home screen, where they would watch trailers and read find information about movies. When they find a movie they like they would add it to their watch list. Finally, when a user wants to go to a movie, they would go to their watch list in Flick and find a movies that they want to see. After they see it, they would be back at the first scenario.

Design Process

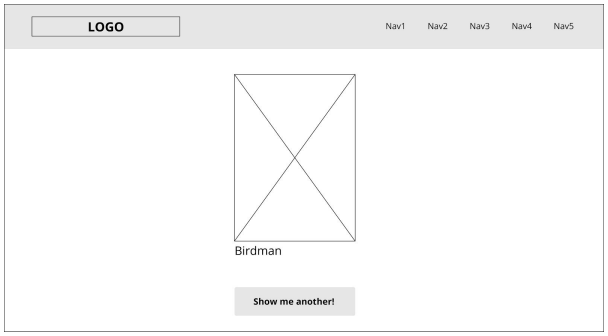
After the decision to make a movie tracking app, I had four primary ideas for how the app could function: it could be based on a user's calendar and allow scheduling of movies, it could be based on recommendations and help the user find movies, it could focus on spontaneity and give users one movie at a time, or it could be social and allow users to see what their friends are watching and recommending.



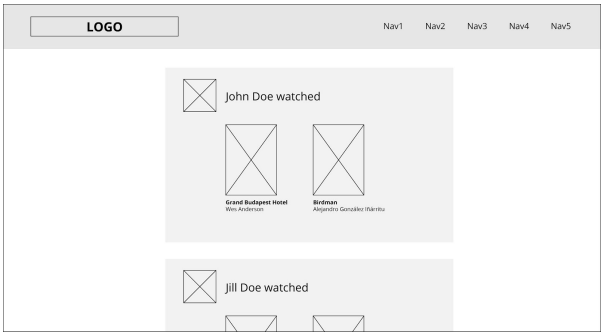
Calendar based wireframe



Recommendation based wireframe



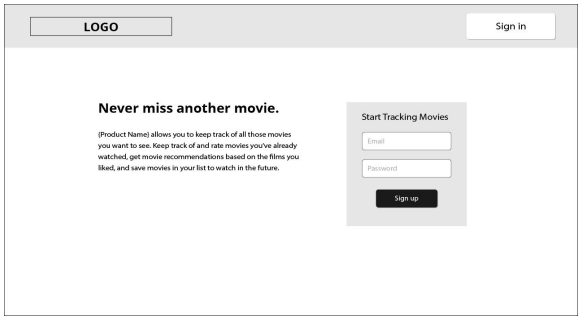
Spontaneity based wireframe

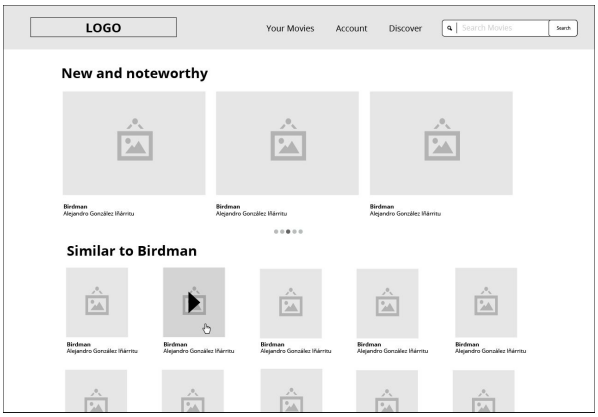


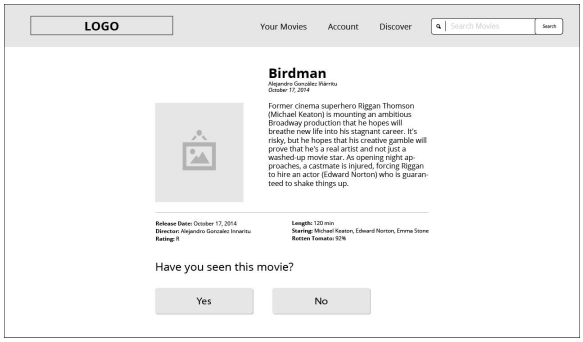
Socially based wireframe

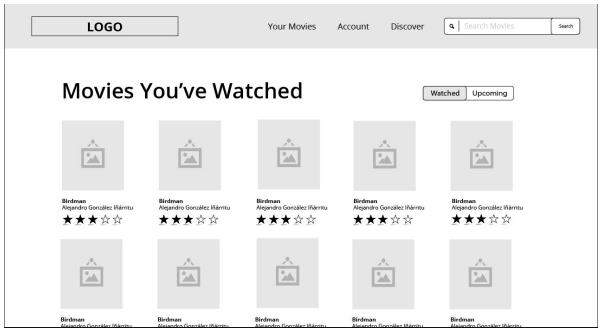
I decided that the recommendation based application was the best way to go, as it most followed how I imagined my persona using the application. They would want to be able to see a lot of movies based on their preferences, and save a lot of movies. They are always watching movies, and they believe they have better taste in movies than most of the people they know.

After creating wireframes for this application, I did user testing to identify and fix any major usability problems.





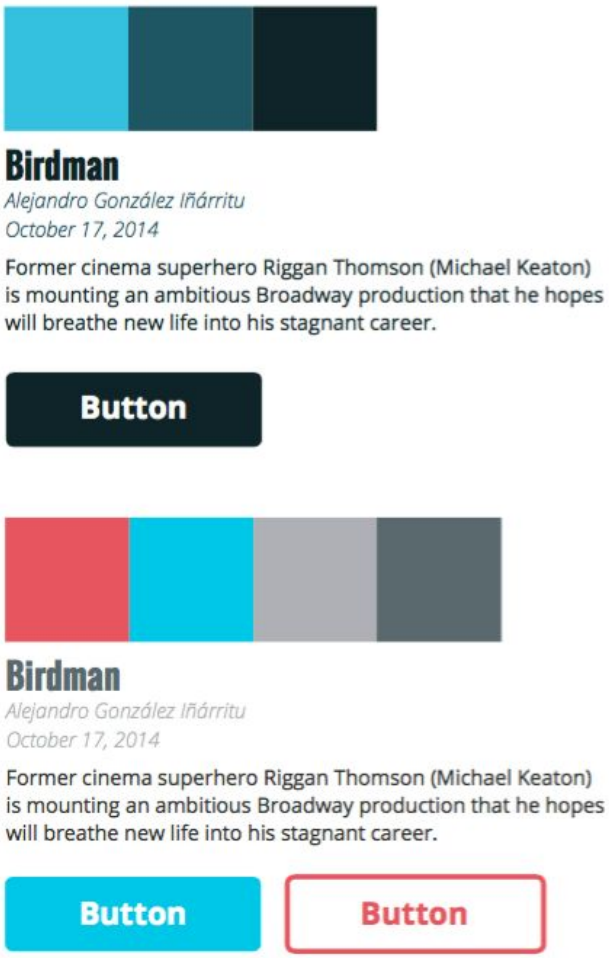


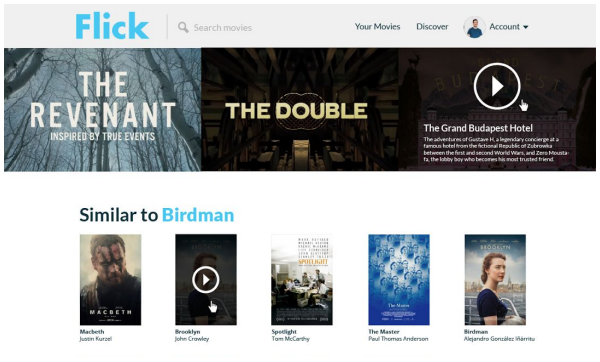
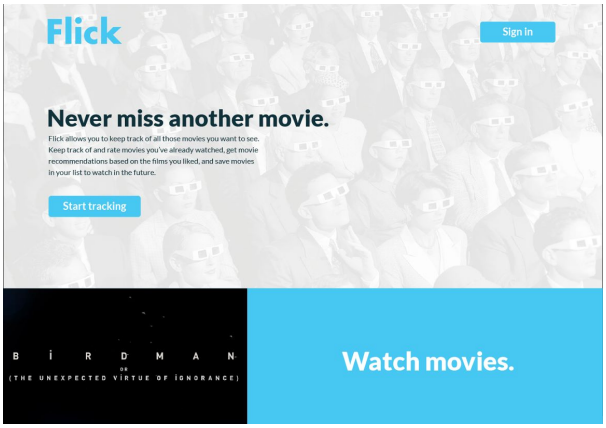
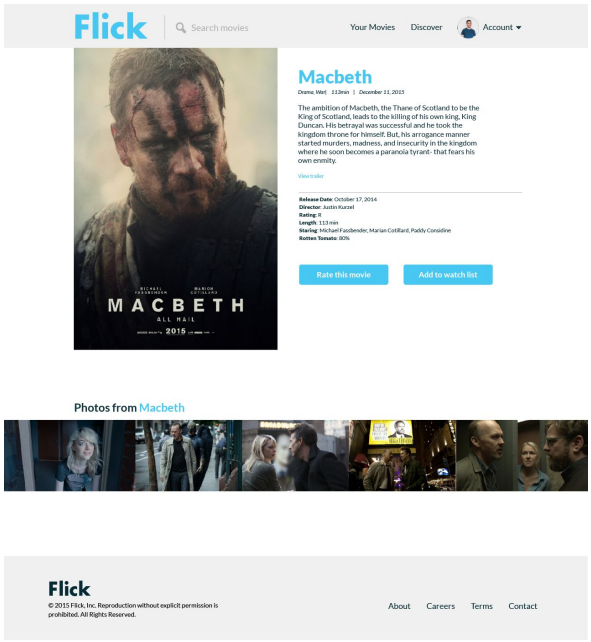
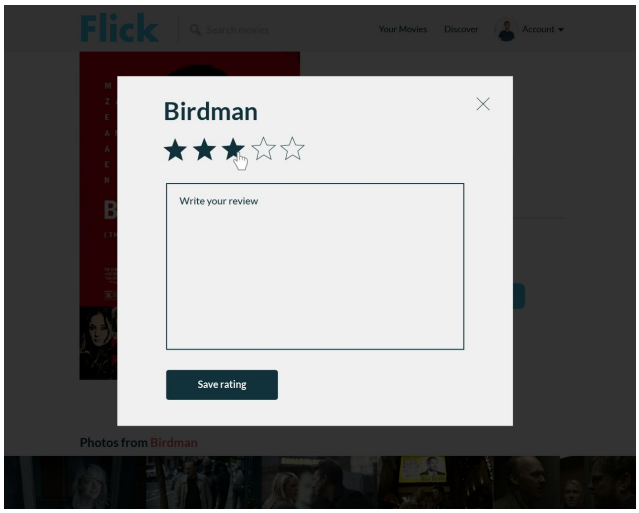
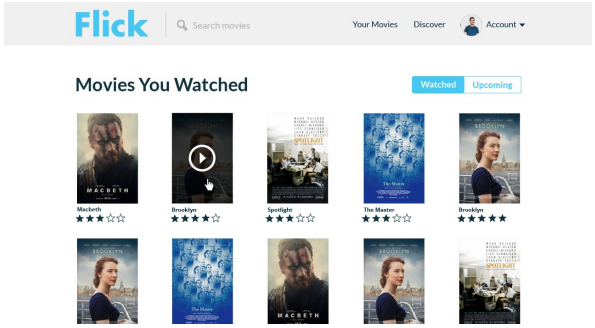
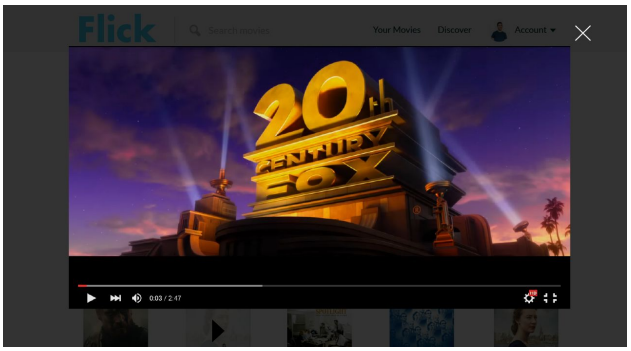


Through testing I identified some issues.

- The home page did not give much knowledge or incentive for using the application.
- “Have you seen this movie?” on the detail page was confusing, and should be more explicit about what the actual function is of the two options.
- “Upcoming” was confusing language for the idea of saved movies.

After fixing these usability issues, and various others, I moved into visual design. Because I knew that movies are a casual topic, I wanted the interface to be simple and casual. Because the movie images would be featured heavily on the website, I wanted the interface to take a backseat to the imagery.



sample from visual design assignment

Following these visual design characteristics, I completed visual design to create my final mockups.