



filmily



THEME

ABSTRACT

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Filmmaking, particularly the independent variety, is an uphill battle. For most of filmmakers, every step of filmmaking process is fraught with unforeseen obstacles, most of which we won't have the proper time, money, or physical resources to solve.

For people who intend to make films, filmmaking isn't just a hobby, but a calling. They must have something important to say and have the desire to tell it through film. Imagine a mobile application can help you organizing film production and getting updates for every crew member to deal with those unforeseen obstacles. Filmmaking has never been more accessible.

ABSTRACT

An independent film or indie film is a film production that is produced mostly or completely outside of the major film studio system, in addition to being produced and distributed by independent entertainment agencies.

Independent films are sometimes distinguishable by their content and style and the way in which the filmmakers' personal artistic vision is realized. Usually, but not always, independent films are made with considerably lower budgets than major studio movies.

Generally, the marketing of independent films is characterized by limited release, but can also have major marketing campaigns and a wide release. Independent films are often screened at local, national, or international film festivals before distribution (theatrical and/or retail release). An independent film production can rival a mainstream film production if it has the necessary funding and distribution.



INDEPENDENT FILM



Scale
Small crew



Expense
Low budget



Regulation
No rigid system

SUMMARY

Challenge

Make the process of shooting independent film become much easier and enjoyable.

Problem

Shooting schedule is changing according to some unexpected situation. It's hard to keep every crew member informed and up-to-date.

Solution

Filmily App bridges the gap between members of the film crew. Instead of scribbling over printed out spreadsheets, Filmily allows you to get back on track with a click.



PROBLEM

Filmmaking Process



Pre Production



Production



Post Production

PRE PRODUCTION

- Shooting Schedule

Each day's shooting plan for a film production.

- Shot List

A list of shots helps in the planning and filming of your movie.

- Call sheet

Where and when report for a particular day of filming.

SHOOTING SCHEDULE						
1 Sympathy"			PAGE 4 OF 5		R2R - Reel CP - Cassen WB - Walker	
#	EXT. INT.	SCENES/ TWO	LOCATION/ SET	SYNOPSIS	CHARACTERS	PROPS AND SPECIAL REQS.
1	INT.	ONES	Hospital Room	Reveal of all the machines keeping the patient alive	-	Machines, IV drip.
BUILD DAY						
2	INT.	ONES	Hospital Room	Reveal of patients face (eyes, eyebrows, nose, mouth)	R2R	-
3	INT.	ONES	Hospital Room	Shot of face. Eyebrows move up	R2R	-
4	INT.	ONES	Hospital Room	Shot of face. Eyes move to right.	R2R	-
5	INT.	ONES	Hospital Room	Shot of face. Eyes well up with tears.	R2R	-
6	INT.	ONES	Hospital Room	Left tube is yanked out of patient, caused by thrashing	R2R	Life Support Tubes and wires
7	INT.	ONES	Hospital Room	IV Tube is yanked out of patient, caused by thrashing	R2R	Life Support Tubes and wires
8	INT.	ONES	Hospital Room	Left reel rotating and almost out of tape.	R2R	-

Executive Producer: Mat Appleyard
Producer: Mat Appleyard
Director: Mat Appleyard
Production Manager: Mat Appleyard
Production Coordinator: Mat Appleyard
1st Assistant Director:

WEATHER:
Raining (Interior Shot, all ok)

First Aid kit and fire extinguisher at the craft table.

COPE-MANCHESTER ORCHESTRA

CALL TIME

12:00

Check grid for individual call times

DATE: 8/10/2014

SHUTTLE INFO:

Production Office

N/A

Nearest Hospital to Set

Hartlepool University Hospital

LOCATIONS

#	Location	Address	Parking	Contact
1	HSPC Media Studio	Hartlepool South Farm College, Blakelock Roads	N/A	N/A

Scene and Description

Cast	Pgs	Loc
TV studio - set up to look like a news report. Brand background, studio lighting used, a table in the middle. as if a news reporter in the middle, looking at camera, proclaiming there is no god.	1	1

TOTAL PAGES:

#	Cast	Role	Call Time	Pick Up Time	MUWD	Set Call
1	Josh Inglewood	News reporter	12:00			
2						
3						

SHOT LIST				
Production Title: LA Confidential				
#1	Int.	EST - MS	EL	Par
#2	Int.	MCU	POV	Par
#3	Int.	MLS-2S	OTS	Par
#4	Int.	MCU-WA-3S	EL	Ste Sli Sli out
#5	Int.	MCU-2S	EL	Ste
#6	Int.	CU-2S	LA	Ste par dol
#7	Int.	CU-2S	LA	Ste
#8	Int.	MCU-CU	EL	Ste
#9	Int.	CU-2S	LA	Ste Tilt
#10	Int./Ext.	MCU-2S	LA-EL-HA	Tig Ste Tra Sh
#11	Ext.	MLS	BE	No
#12	Int.	MS-2S	LA	Par
#13	Ext.	CU	EL	Tilt

PROBLEM



PROBLEM



Here is a scenario that happens a lot in independent filmmaking crew. For some reason, a shot can not be done on time. The assistant director makes changes on the shooting schedule with a pen marks on paperworks to make sure the whole plan is on the right track. Then he has to inform the whole crew. A totally chaotic scene. But with Filmily, it will never happen again, let me show you the magic.

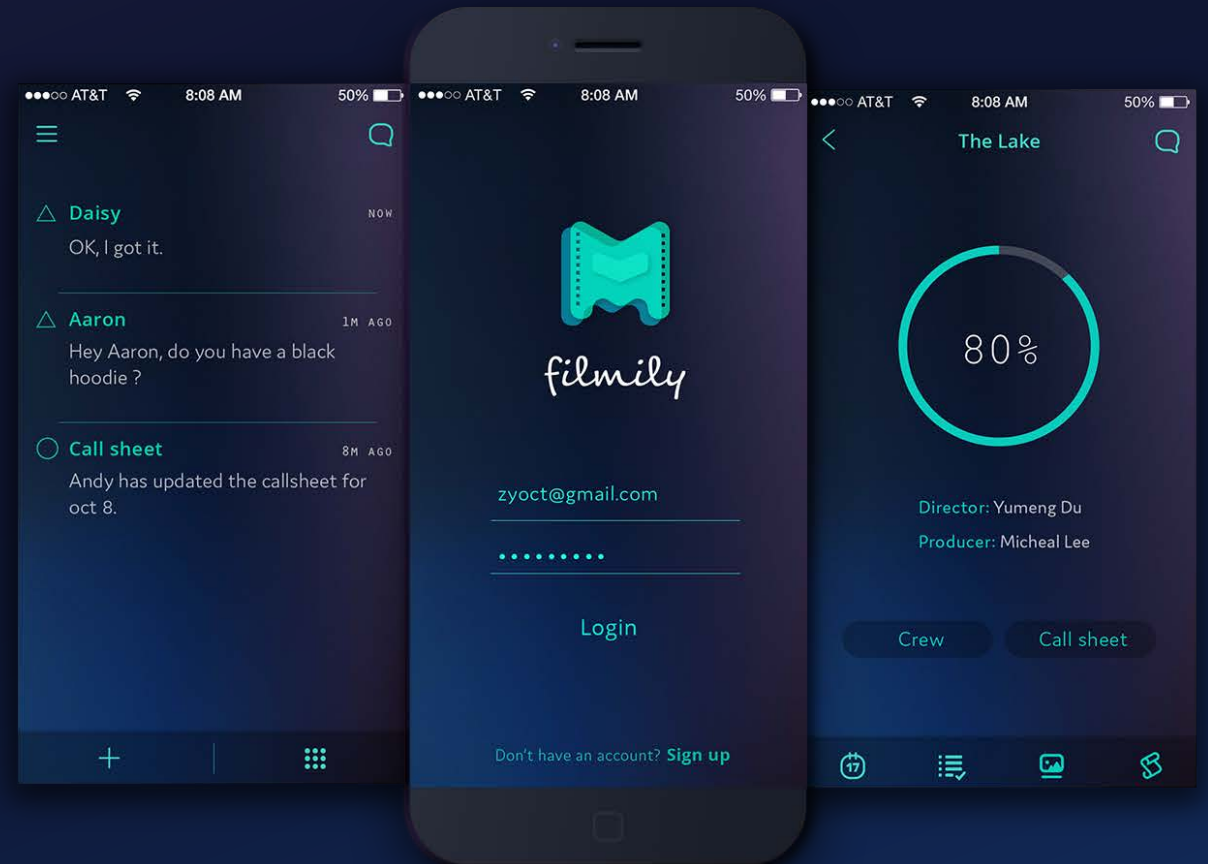


INTRODUCING FILMILY

SOLUTION

What is Filmily

Filmily is a mobile app designed for film production. It allows user to upload and customize film pre-production spreadsheets and edit them during film production. It also provides a communication platform for the film crew. It helps the film crew make sure everything is on the right track and every crew member on the same page.



HOW IT WORKS

- ▶ Organize the shooting from pre-production to production.
- ▶ Upload the pre-production files to mobile device, it allows the crew to read or edit it directly during the production phase.
- ▶ Give crew member access to real-time updated shooting progress. Make sure they are always on the same page.

HOW IT WORKS

Transform

Filmily provides a totally new experience of film production. It makes film pre-production files editable and portable, bridges the gap between film crew members.

Integrate

Integrate useful tools and OTT platform.
Customizable by each crew member to have their own exclusive assistant.



Connect

Make sure every crew member is on the same page.

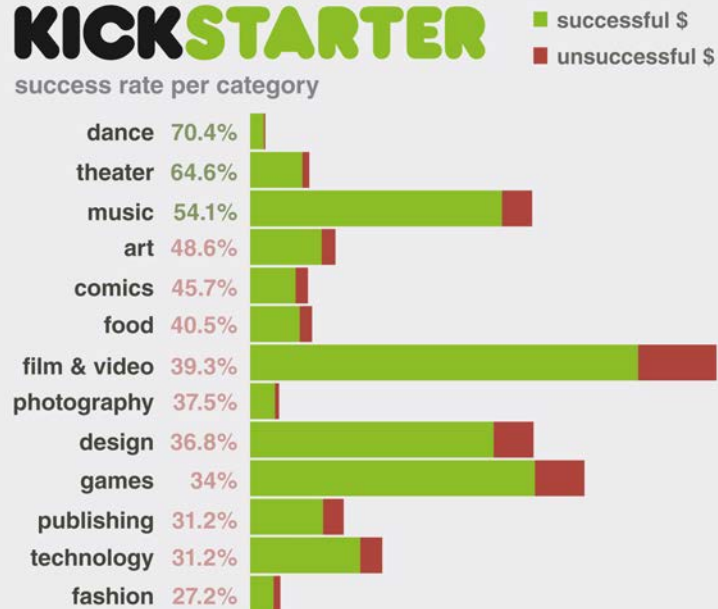


PRODUCT RESEARCH

RESEARCH

KICKSTARTER

success rate per category



Film Industry

<u>Hollywood Major Studios:</u>	<u>Subsidiary(smaller companies):</u>	<u>Independent film makers:</u>
1. DreamWorks SKG- Universal City, California, USA Examples: American Beauty, The Ring, Catch Me If You Can, Galaxy Quest.	1. Blue Sky Studios- Greenwich, Connecticut, USA. Examples: Ice Age and Rio	1. Filmmaker- difficult to stay on budget, industry news, software updates and helpful tips.
2. DreamWorks Animation- Glendale, California, USA. Examples: Shrek, Madagascar, Kung Fu Panda, How to Train Your Dragon.	2. Fox Searchlight Pictures- Century City, California, USA. Examples: Boys Don't Cry, Birdman, Whip it, 'One Hour Photo, Little Miss Sunshine and Sideways.	2. Film Riot- video tutorial site with a comedic twist. Teaches how to make a music video, using CGI, how to cast films.
3. 20 th Century Fox- Century City, California, USA. Examples: Home Alone, Garfield, Taken, The Simpsons Movie, Star Wars, Alien.	3. United Artists Entertainment LLC- Century City, California, USA. Examples: Rocky, Help!, Leaving Las Vegas, Dark Blue, Showgirls, It's a Mad, Mad, Mad, Mad World.	3. Go Into The Story- teaches the tricks and trade. Uses bare essentials of screenwriting.
1= Currently in a long term distribution deal with Touchstone Pictures. 2= Currently distributed by 20 th Century F. 3= Owned by 21 st Century Fox.	1= Acquired by 20 th Century Fox 3= Principally a distributor, e.g. James Bond Series. (Acquired by MGM) (Run by Cruise/Wagner Productions.	Examples: • El Mariachi (1992), Run Lola Run, Cube, The Texas Chain Saw Massacre, Dead Man's Shoes, The Blair Witch Project and Pink Flamingos.



FUNCTIONAL COMPETITORS

FUNCTIONAL COMPETITOR 01

- Shotlister

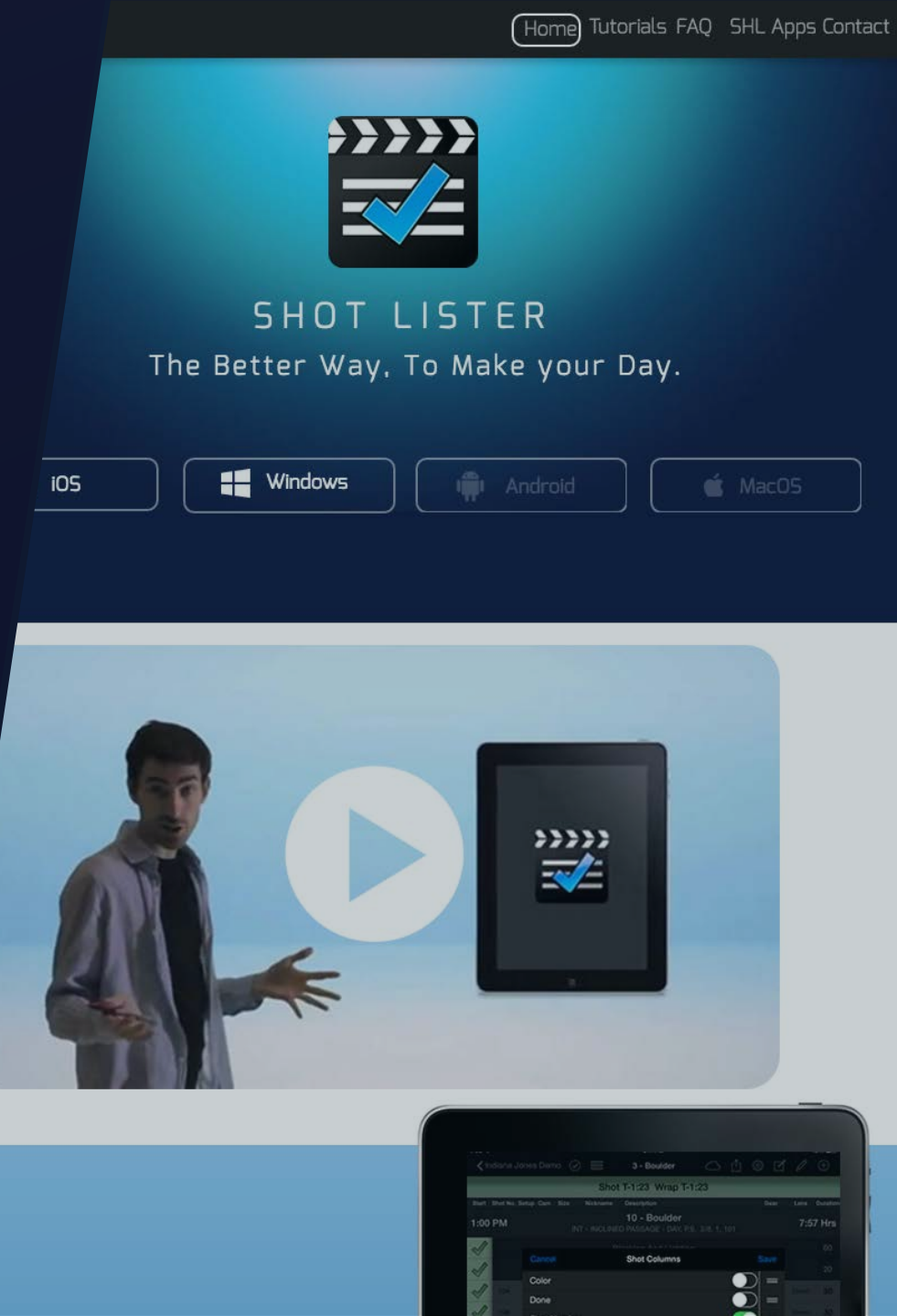
<http://www.shotlister.com/>

PROS:

Combine the shooting schedule, shot list and storyboards to make film production well organized from the perspective of directors.

CONS:

Not customized for other crew members, they only need to access some of those files.



FUNCTIONAL COMPETITOR 02



FILMSOURCING

- Filmsourcing

<http://www.filmsourcing.com/>

Film production paperwork, movie poster templates, EPK templates, fake brands for film. All original, hi-res and editable.

Big Things should be easier to find

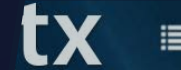
FILMSOURCING SHARING FILMMAKING RESOURCES



FILMMAKING RESOURCES

Film production paperwork, movie poster templates, EPK templates, fake brands for film. All original, hi-res and editable.
70 + files.

FUNCTIONAL COMPETITOR 03



- Celtx

<https://www.celtx.com/index.html>

The all-in-one system for video and movie planning. Work together to write the script, prepare the shoot, and take your cast and crew into production.

Change the Way Your Team
Creates

The all-in-one system for video and movie
planning.

Work together to write the script, prepare the
shoot, and take your cast and crew into production.

FIRST NAME

LAST NAME

EMAIL

PASSWORD

SIGN UP



TOPIC

COMPETITORS

TOPIC COMPETITOR 01

- Slack

<http://www.slack.com/>

A general team communication tool.

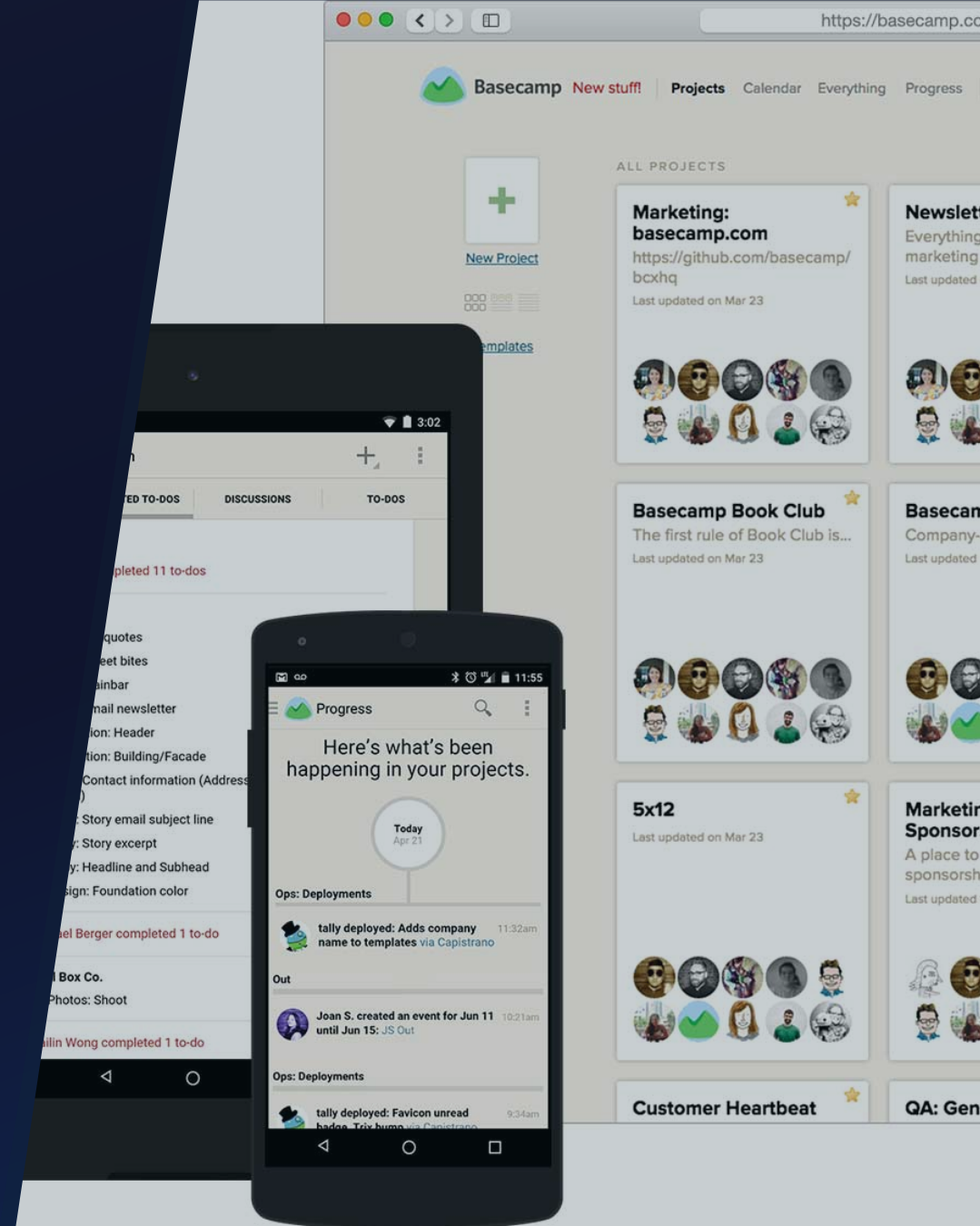


TOPIC COMPETITOR 02

- Basecamp

<http://www.basecamp.com/>

Basecamp's blend of tools is everything any team needs to stay on the same page about whatever they're working on.





TARGET AUDIENCE

TARGET AUDIENCE

Primary

Independent Filmmakers

Secondary

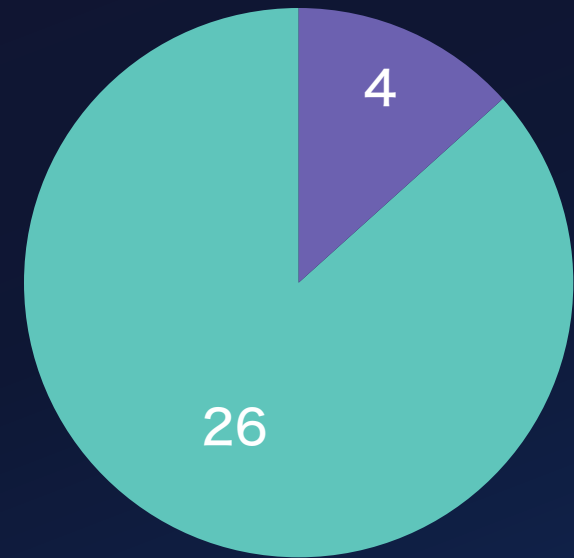
Independent Film Crews



AUDIENCE SURVEY RESULT



- Desiring to edit digital version on mobile device during film production.
- Feel comfortable with paper files.



- Nice to have a platform to share files and enable instant communicate with the whole crew.
- Used to having multiple messaging apps installed on their phone.

TARGET AUDIENCE 1/3



Dora Du

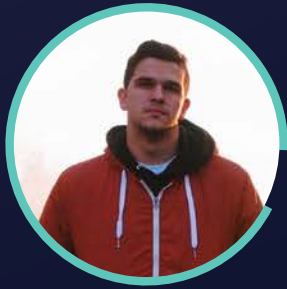
San Francisco
Independent Filmmaker

As an independent filmmaker for many years, Dora has made some great films. Even though she is an experienced filmmaker, there are still some unforeseen obstacles during her film production. For example, a shot can not be done on time, the rest of the shots need to be changed accordingly, she scratches over the shot list and shooting schedule. after she discussed with DP and her assistant director she has to inform the whole group back on track. She feels exhausted.

Goal

- To have a complete control of film production.
- Get everyone in the film crew updated.

TARGET AUDIENCE 2/3



Alan Dicaprio

Los Angeles
Cinematographer

Alan is a cinematographer, he has collaborated with many directors. The problem is that they use different file templates such as shot lists. Also the piles of spreadsheets are always messed up. Alan needs an efficient tool to keep shots organized when he has to make some modification.

Goal

- Organize the pre-production documents.
- Modify shot list in an efficient way.

TARGET AUDIENCE 3/3



Aaron Simpson

Los Angeles
Actor

Aaron is a freelance actor. He always has several short films project to participate at same time, he checks his email and looks for the Call sheet that sent from producers every night before he sleep. It really takes time to check each email and collect all the files. Another problem is that producers contact him through different applications, he has to switch between those apps to chat.

Goal

- Manage Call sheets of in-progress projects.
- Find an efficient way to updated with every crew.



PROOF OF CONCEPT

INFORMATION ARCHITECTURE



SKETCHES

CREW position map

- list
- too small
- hard to edit

Drag & Drop ✓

- categorizing
- tag

- user needs to distinguish different position in a glance

- tag (color) ✓
- tap to edit

Shot list

- Long contents
- How to compress
- it's not possible to make every cell short.
- ~~page turn?~~ slides bar

Description •

compress

because too much text.

arrange, sortable

User needs

- find corporation → Social (phase 2)
- share
- talk
- project management → film production (phase 1) ✓
- utilities
- film freeways

pre-production
production
post-production

occupations

filmmaker → independent



- producer
- director
- DP
- AC
- Grip
- Actors

Shooting schedule
Shot list
Crew sheets

updating

WIREFRAMES



WIREFRAME TEST

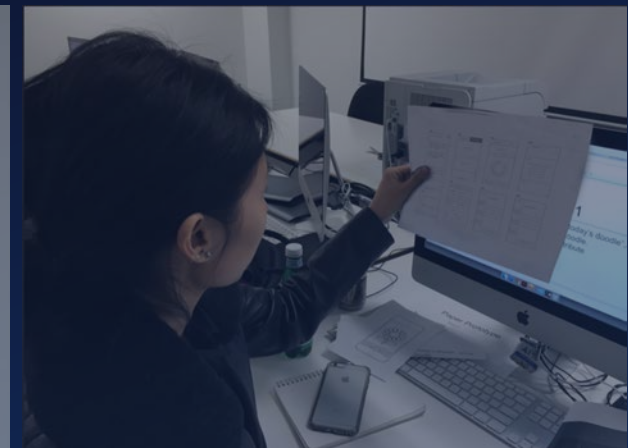
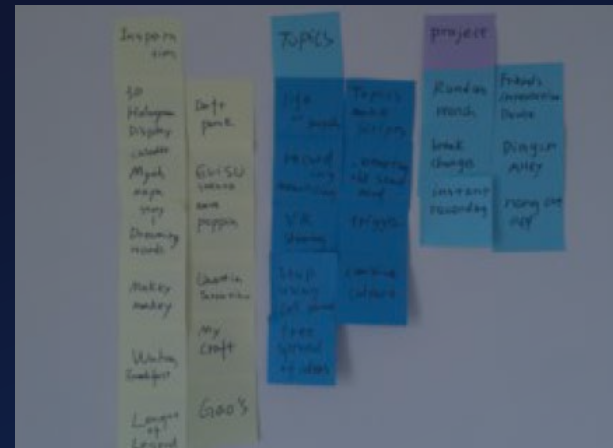
Iteration

Ditch the social function. Focus on tool and communication.

Change the layout of Shot list screen, toggle the shot descriptions.

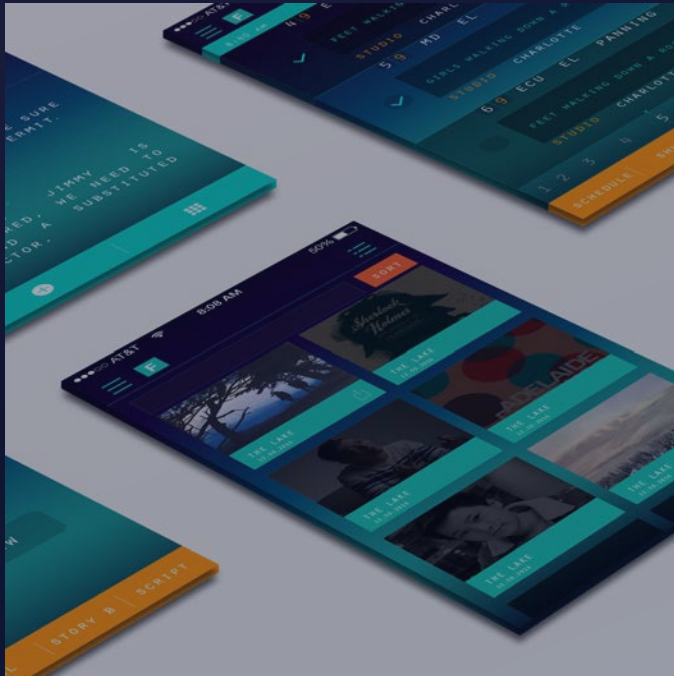
Keep basic information for each film of the project list screen.

List four corresponded pre-production documents on the bottom navigation bar so that user can have another option to check each document - swipe between those screens horizontally to see corresponded details.

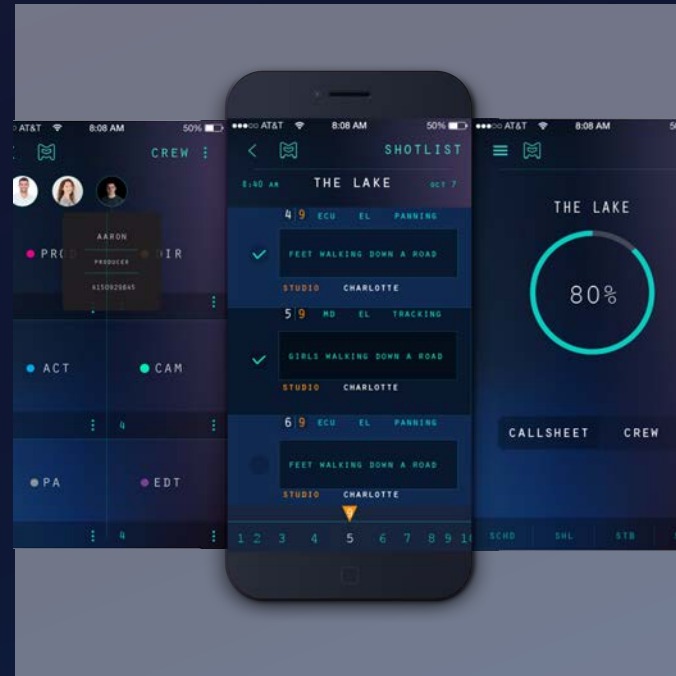


UI ITERATION

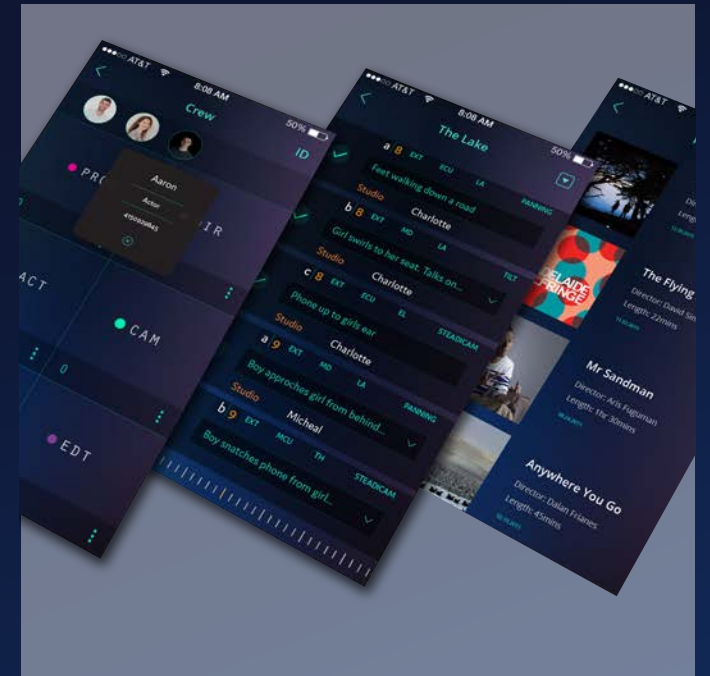
01



02



03



LOGO



ICONOGRAPHY



Shot list



Shooting Schedule



Script



Storyboard





PERSONA 1/3

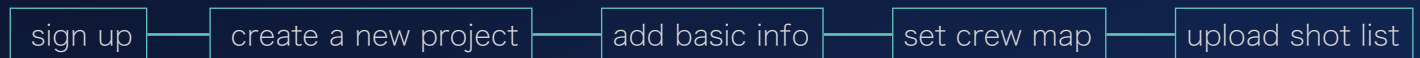


Dora Du

San Francisco
Independent Filmmaker

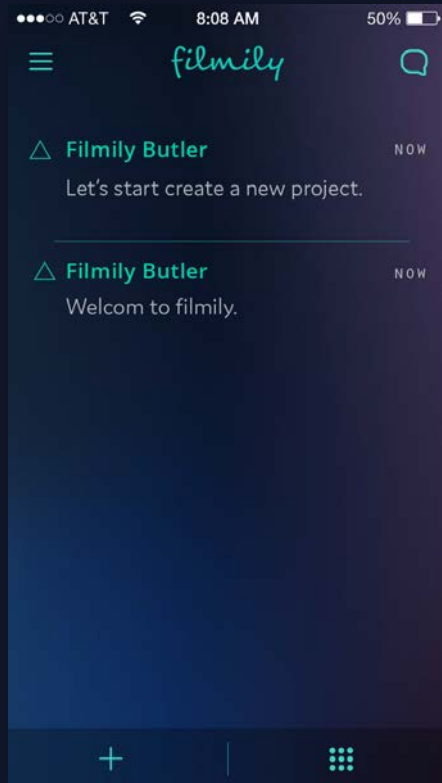
Dora is so excited that she's going to shoot a new short film. She invites her old partner Alan to be her director of photography and she screens over 50 actors to get the final selection. When she begins the pre-production process, she accidentally finds a news of an innovative filmmaking assistant tool, and she decides to give it a try. So she downloads the Filmily App and signs up, create a project called The Lake, and then she sends the code to her crew. After a while, she receives some join requests. Then she assigns them into different groups. After that, she downloads the Filmily shot list template on laptop. She finishes the shot list and shares file instantly with AirDrop for her iPhone.

User flow

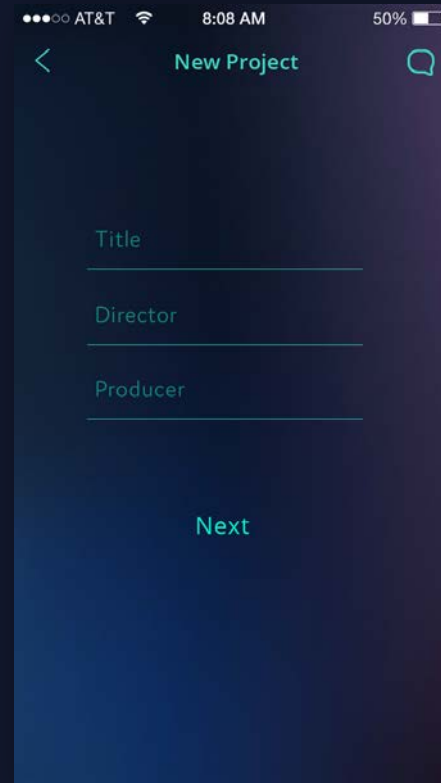


TASK 1.1

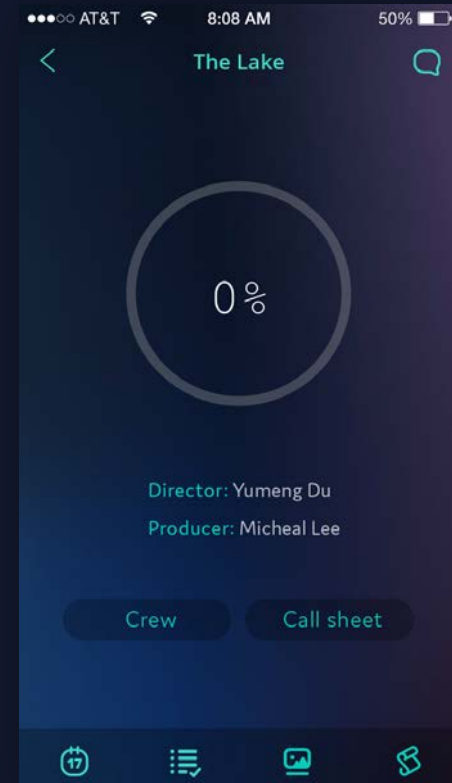
· Create a new project



· Basic Info

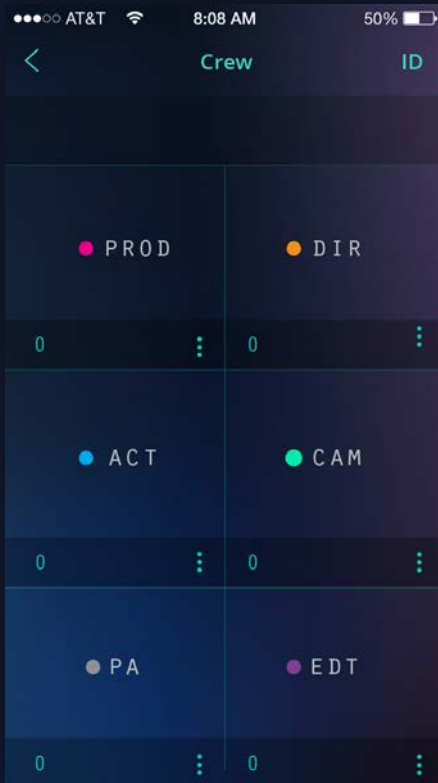


· Project Page

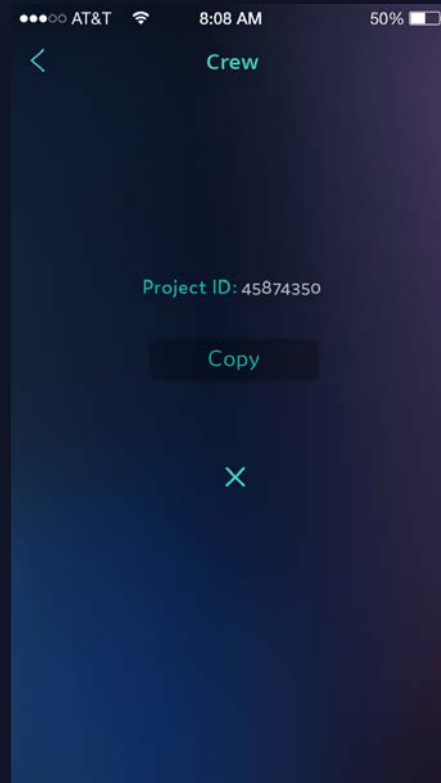


TASK 1.2

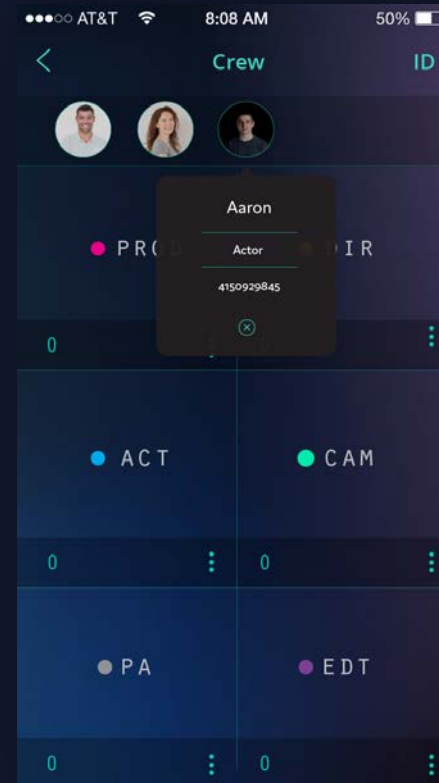
Click on ID to show ID



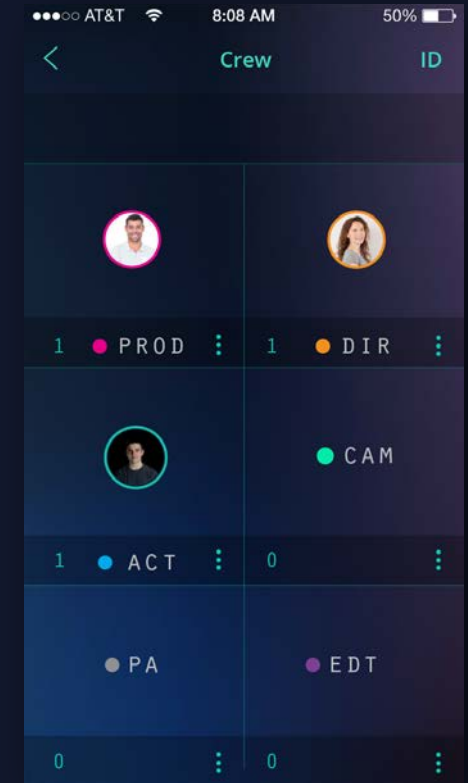
· Copy project ID and send out



- Receive the join request
- Customize and color tag groups
- 3D touch can instantly show the info

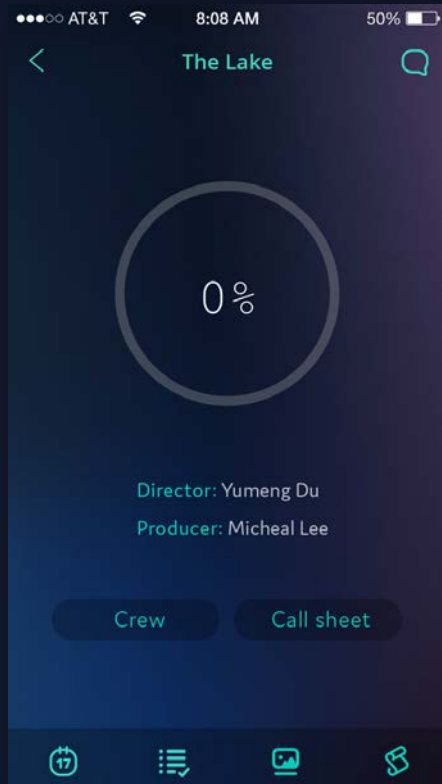


· Drag and drop to assigned groups

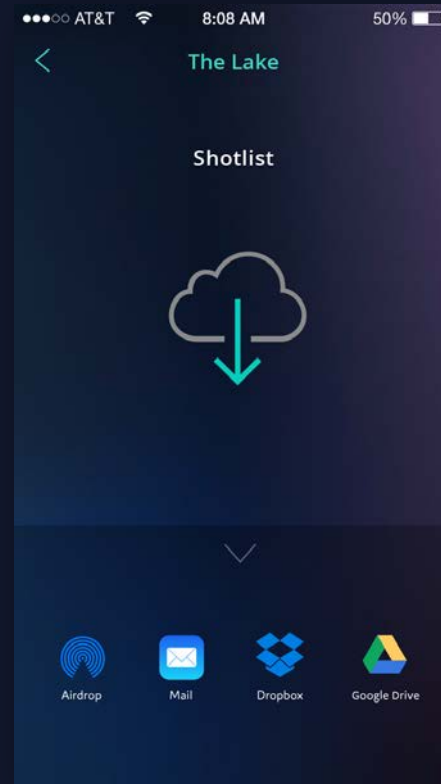


TASK 1.3

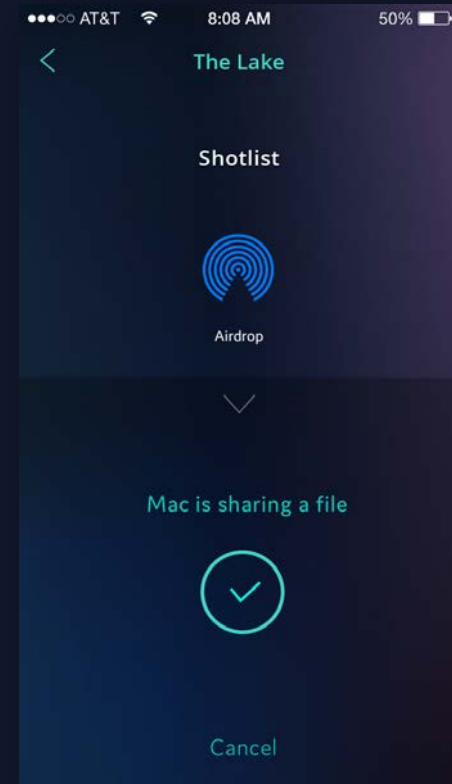
· Open Shot list



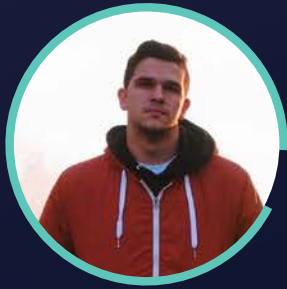
· Upload file through Airdrop



· Uploading



PERSONA 2/3



Alan Dicaprio

Los Angeles
Cinematographer

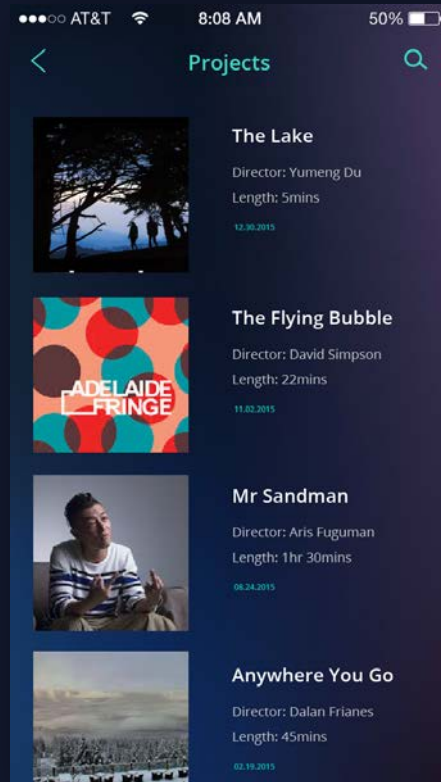
Alan is in a cafe and he is thinking about the next day shooting. He is so tired these days and he wants a vacation. Alan decides to check the film progress and the shot list. With his phone in hand, he opens the Filmily App, goes to the Projects screen and taps The Lake project. On the very top of the list, it shows that the shooting has been done 80%, which means he can take a short break in a couple of days. He takes a deep breath and taps on the shot list icon to check.

User flow

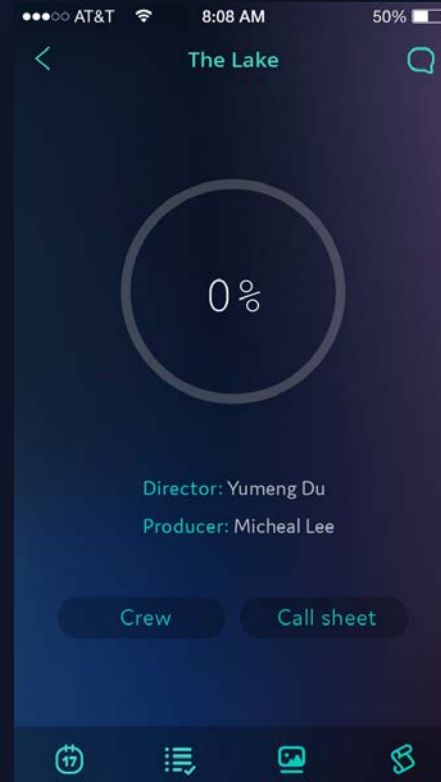


TASK 2

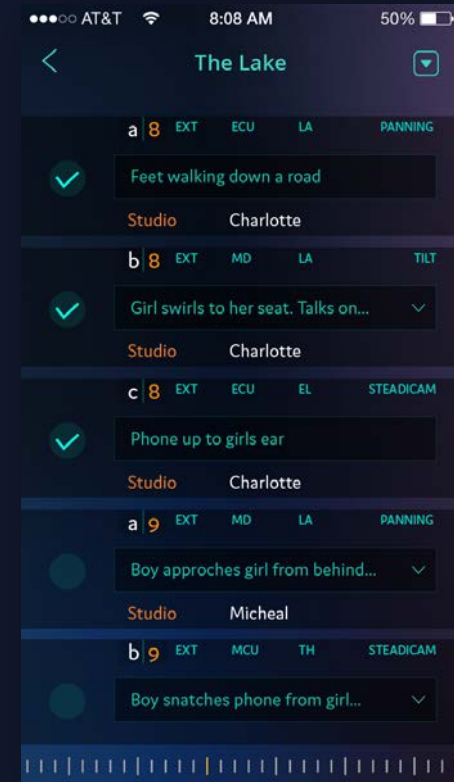
- Choose a project



- Check the progress.
- Choose a Sheet to check.



- Editable Shotlist.
- Slide bar to quickly find any take or scene.



PERSONA 3/3



Aaron Simpson

Los Angeles
Actor

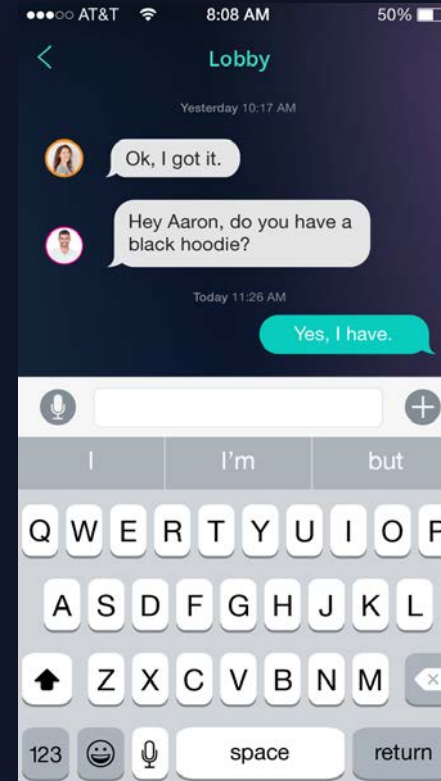
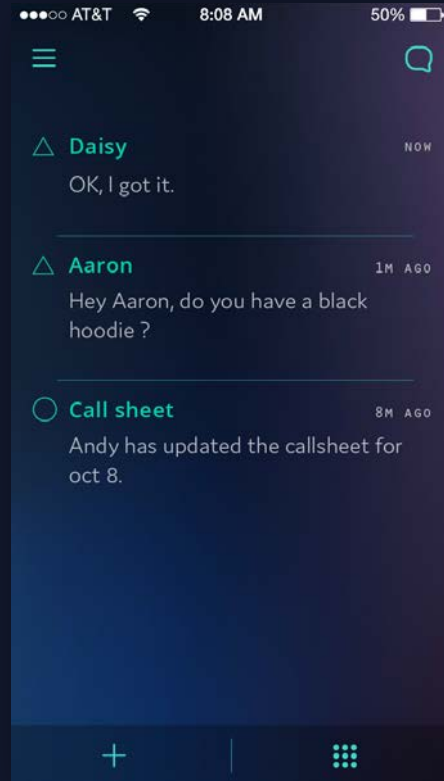
Aaron lies down on his soft bed after a shower. He opens the Call sheet of tomorrow's shooting. It shouldn't have anything to worry about, because they will shoot at the same location, but he just wants to double check it. And he notices that he is required to wear a gray hoodie but he doesn't have one, so he sends a message to the producer immediately. The producer tells him that a black hoodie would also works.

User flow



TASK 3

- Notification
- Each icon represents different types of notification. In this case, the triangle refers to a group message. The circle refers to file update.



- Start chat
- Circle tag differentiate groups

Prototype Link

