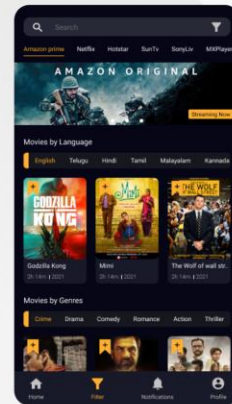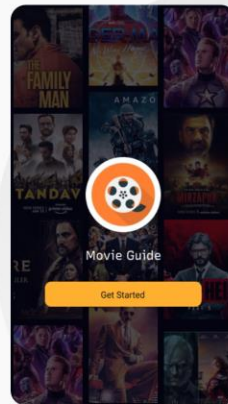# Movie Guide App

Jayanth Alla

Project overview

The product:

App for movie lovers to make it easier to find and view movies/tv shows OTT platforms. With the help of trailers and descriptions.

Project duration:

Feb 2021 to Aug 2021.

Google

Project overview

The problem:

Users have trouble in finding OTT platforms and best suggestions of latest movies and tv shows.

The goal:

Design an app to guide on the best content across all streaming platforms that you could sit back and watch.

Project overview

My role:

UX designer, designing an app for Movie lovers.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

I conducted interviews and created empathy map to understand the user's I'm designing for their needs. A primary user group identified through research was working adults who are looking for the great movie suggestion app for movie lovers to make it easier to find and view movies/shows OTT platforms. With the help of trailers and descriptions.

But research also revealed that they need movies/tv shows with reviews/ratings and with proper notifications.

User research: pain points

1

Notifications

Working adults will be busy to browse the app. So latest movie release notifications needed.

2

Categories

Some time browsing will take so much time. So movies/tv shows should be displayed through categories(most rated, genres, languages, etc)

3

Suggestions

Users eagerly wait and look for upcoming releases, so movie calendar is required.

Persona: Sai

Problem statement:

Sai is a busy working Software engineer who needs a proper movie suggestion app because he has trouble in movie selection.

Sai

Age: 32
Education: B.Tech
Hometown: Hyderabad
Family: Wife
Occupation: Software Engineer

"Sometimes I have trouble in movie selection"

Goals
- To get out of office mood at weekends.
- To find movies OTT platform.

Frustrations
- "Sometimes I have trouble in finding proper movie suggestions.
- "Sometimes I was unable to find movie OTT platform"

Sai is a software engineer works for a MNC company at hyderabad. He will complete his work as soon as possible but as a team lead some times he needs to handle some pressure situations. To get of this mood every weekend he would like to watch a movie with this wife. But some times he was unable to find movie OTT platforms.

Persona: Siri

Problem statement:

Siri is an MBA student. who needs proper rating app for movie suggestions, because she has trouble in finding the best movie to watch.
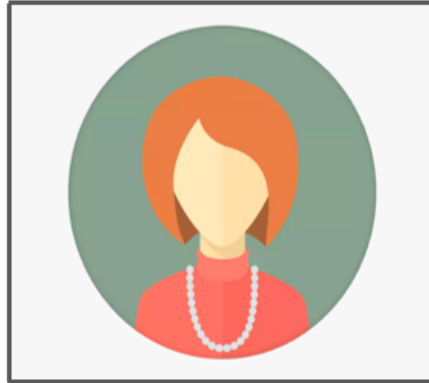
Siri

Age: 24
Education: MBA
Hometown: Hyderabad
Family: Father, Mother
Occupation: -

"Sometimes I have trouble in finding proper movie suggestions with good ratings!"

Goals
- To spend free time through OTT.
- To find proper movie ratings app.

Frustrations
- "Sometimes I have trouble in finding proper movie suggestion app."
- "Sometimes I have trouble in finding movies with reviews & ratings."

Siri is a MBA student at Gitam college Hyderabad. She is a great movie lover. Every week she will enjoy her free time with family through wathing movies at home through OTT. But some times she was unable to find most rated movies with genuine reviews. If she watches without proper ratings, someimes she got disappointed with the movie. So she is looking for ratings for a great movie suggestion.

User journey map

Mapping Sai's user journey revealed how helpful it would be for users to have OTT watch options.

Persona: Sai

Goal: Best movie sugestions via App

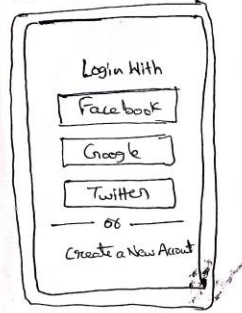| ACTION	Get App	Browse Movies	Watch options	Notifications/Movie calendar	Movie Reviews
TASK LIST	Tasks A. Download App B. Confirm Location	Tasks A. Browse all newly released movies B. Select a movie to view watch options, reviews/ratings	Tasks A. Select a movie B. View all available OTT watch options for that movie	Tasks A. Browsing for latest movie releases. B. Select a movie to view	Tasks A. Browse for a movie B. Select a movie to view critic reviews and ratings
FEELING ADJECTIVE	Exited to view best movie suggestions	Annoyed to view all kind of movies in one page	Excited to choose online streaming platform.	Exited to find movie that he like.	Happy to view best reviews and ratings
IMPROVEMENT OPPORTUNITIES	Users can save for watchlist and rate/review a movie after login/registration	Provide search filters based on Genres and languages	Provide watch options through redirecting into particular OTT paltform.	Provide app notifications for latest releases. Provide calendar to view release dates.	Provide like/dislike option to find genuine critic reviews. Provide rewards for more app usage.

Starting the design

- Paper wireframes
- Digital wireframes
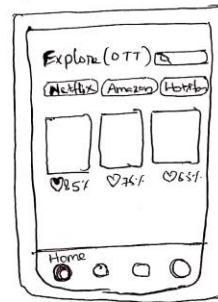- Low-fidelity prototype
- Usability studies

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy booking process** to help users save time.
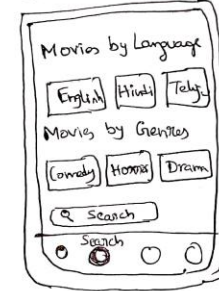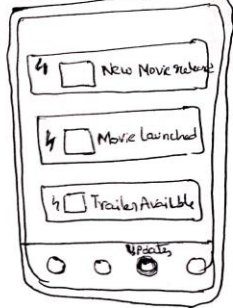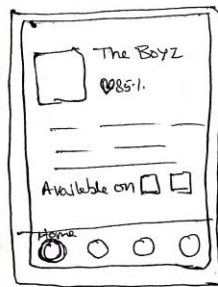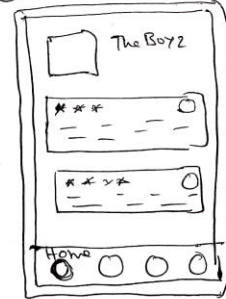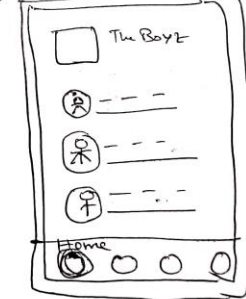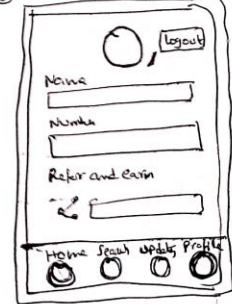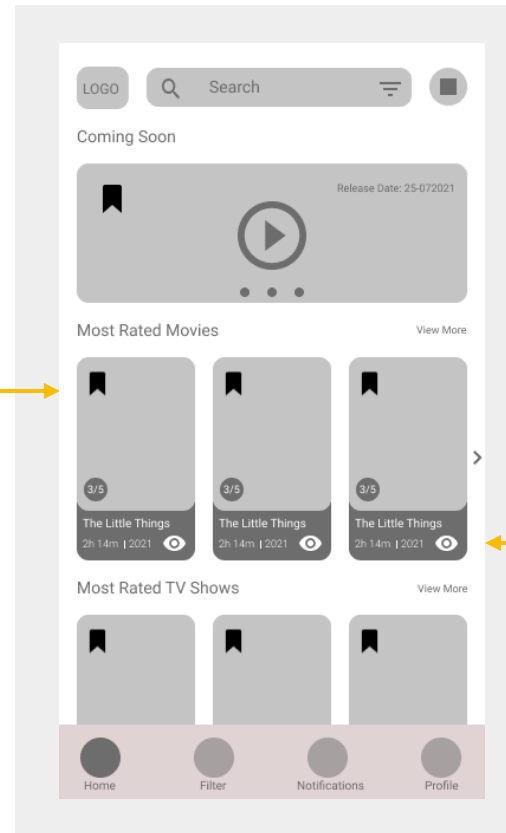
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.
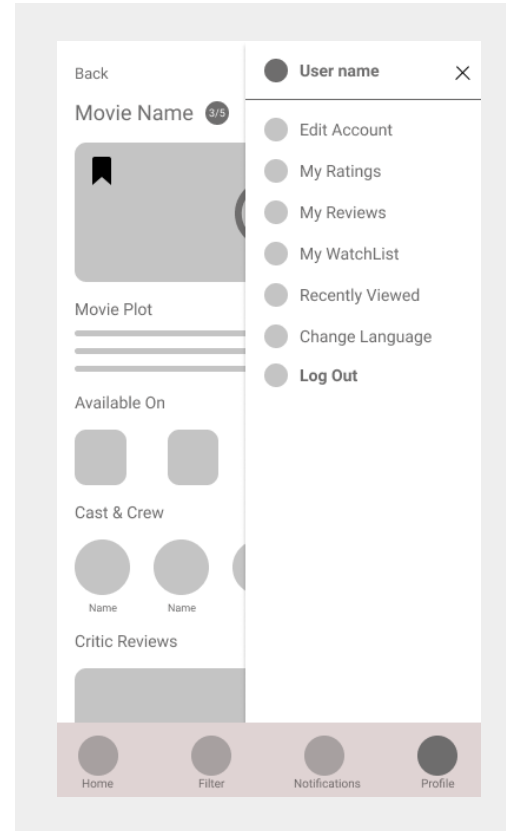
This button makes easy for user to save a movie or tv show in watchlist

This button provides an easy option for users to view watch options

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.
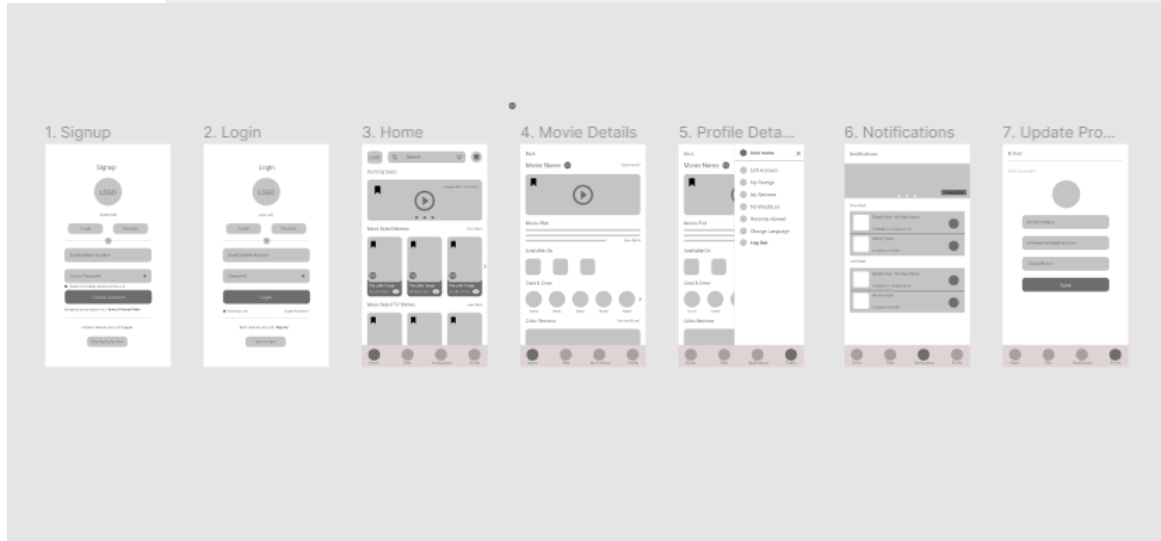

Easy access to navigation that's screen reader friendly

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was browsing for a movie to find watch options, so the prototype could be used in a usability study.

[Low fedility prototype](#)

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want more categories of movies
2. Users want more customization options.

Round 2 findings

1. Users want upcoming movie release calendar
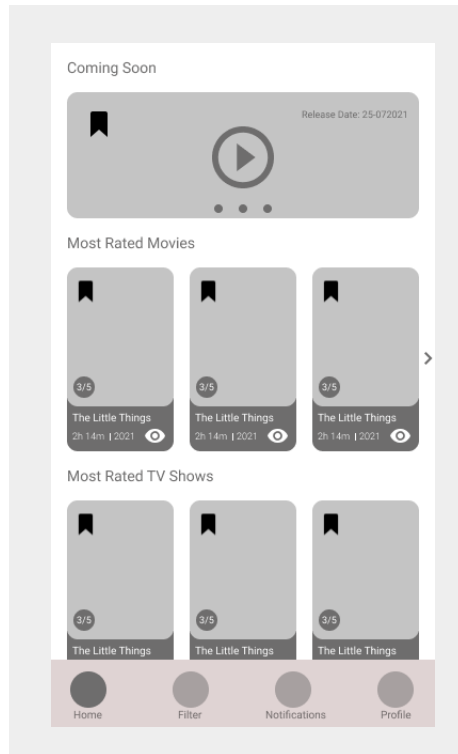2. Unable to redirect to specific movie from notifications

Refining the design
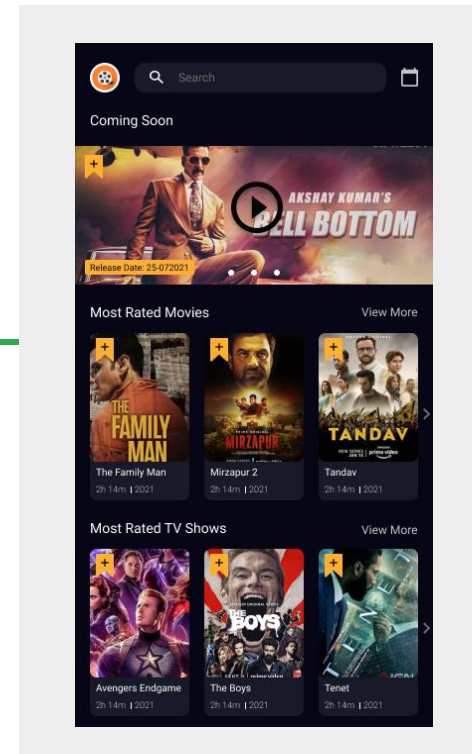
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs allowed for
some customization,
but after the usability
studies, I added additional
options to **search a movie
and also added movie
calendar section and view
more option so that user
can browse easily**.
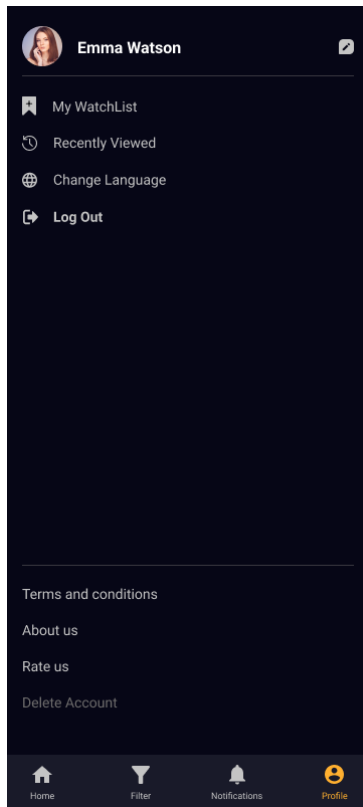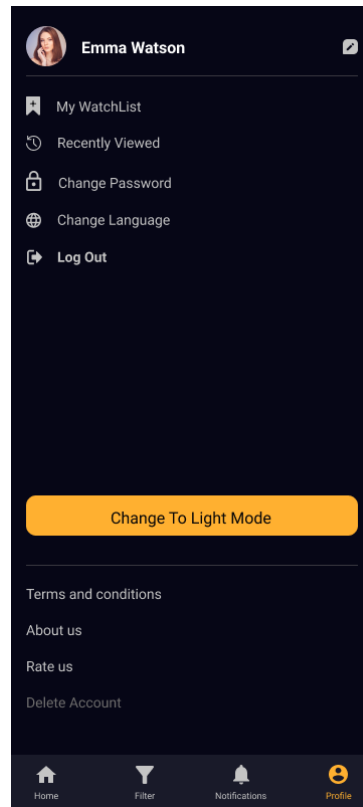
Mockups

The second usability study revealed frustration to find change password. So I added **change password** option in profile section and also added **light mode** to change the theme of app.
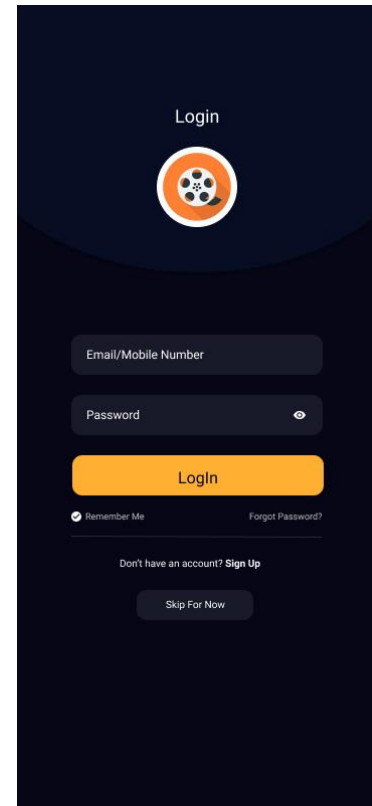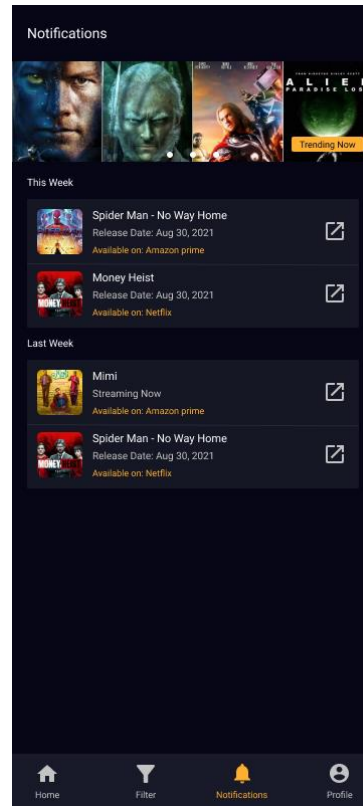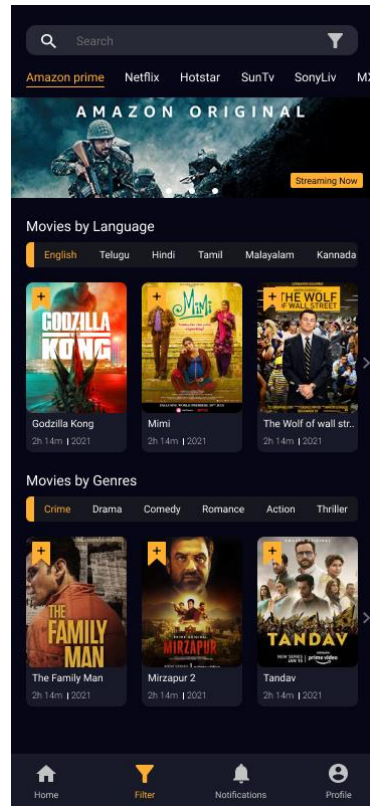

Before usability study mockup:

Emma Watson

My WatchList
Recently Viewed
Change Language
Log Out

Terms and conditions
About us
Rate us
Delete Account

Home   Filter   Notifications   Profile

After usability study mockup:

Emma Watson

My WatchList
Recently Viewed
Change Password
Change Language
Log Out

Change To Light Mode

Terms and conditions
About us
Rate us
Delete Account

Home   Filter   Notifications   Profile
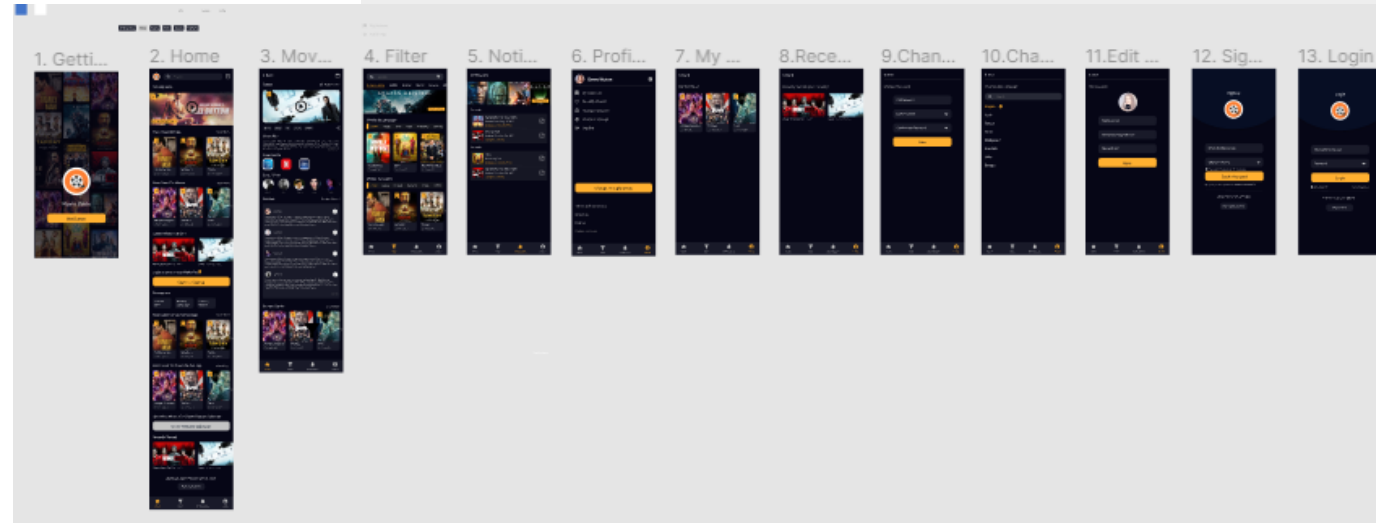
Mockups
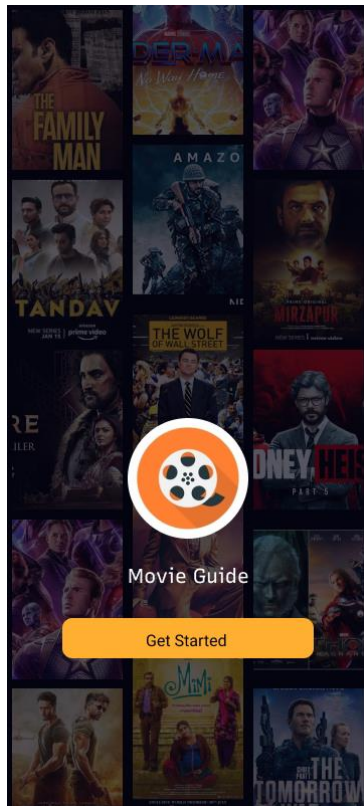
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for movie browsing.

[High fedility prototype](#)

Accessibility considerations

1

Used icons to
help make
navigation easier.

2

Provided access
to users who are vision
impaired through adding
alt text to images for
screen readers.

3

Used detailed information
on buttons to
help all users
better understand
the designs.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like finding a movie/tv show OTT platform is really easy.

One quote from peer feedback:

"The app made it so easy to find latest releases of movies and tv shows. I would definitely use this app as this provides most rated and liked movies/shows."

What I learned:

While designing the Movie browsing app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

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2

Conduct more user research to determine any new areas of need.

Let's connect!

Thank you for your time reviewing my work on the Movie guide app! If you'd like to see more or get in touch, my contact information is provided below.

Jayanth.alla97@gmail.com

Thank you!