

# MILESTONE REVIEW

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# PROJECT BRIEF

## ABSTRACT

Review sites are one and the same. Littered with poorly-optimised features and lacking focus, they fail at the single purpose they were built for: facilitating and centralising reviews. That's why we're making **Critika**.

No tacked on news features, no abandoned, unfinished pages, just a fun, community-driven review platform for young film, TV and games lovers around the world.

## PROJECT BRIEF

Existing digital review platforms have become homogenous and overwhelming. The project entails creating a straight-forward and exciting platform to review movies, tv shows and games in order to create a more streamlined experience for users.

This platform is aimed at young people who are avid about getting their information online, and while we're eager to create the best solution possible, there are a number of restrictions on us.

We are confined to a small team of 4 designers and a time span of 9-10 weeks. This milestone review will show progress on Research, Findings, Concepting, Early Solutions, Design artefacts.

# PROJECT BRIEF

# RESEARCH

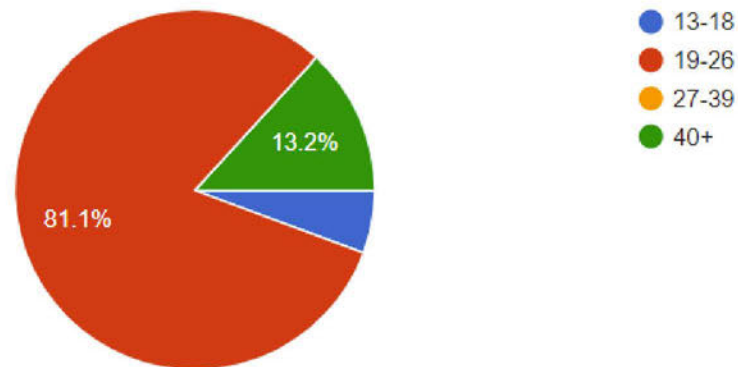
## SURVEY

The first thing we did is a quick survey, which helped us to have a general grasp on users' view on game/film review platforms. We had a fair amount of 53 responses. Below is the data we abstracted from them.

Please note what age group you belong to – this helps us to understand different habits and beliefs between ages

53 responses

**People who take this survey are **Primary** young people**

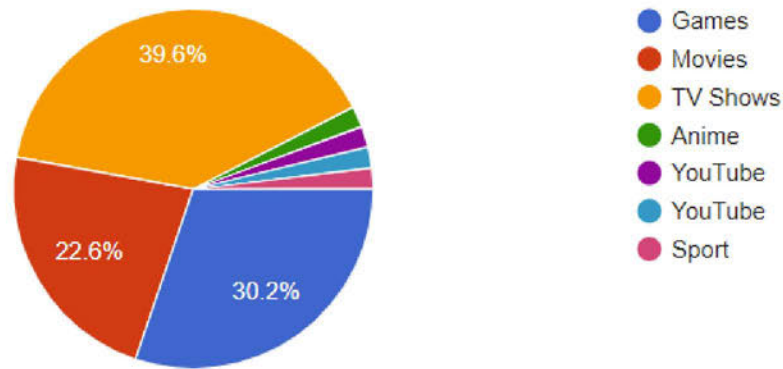


# RESEARCH

# RESEARCH

What is your favourite form of media entertainment?

53 responses

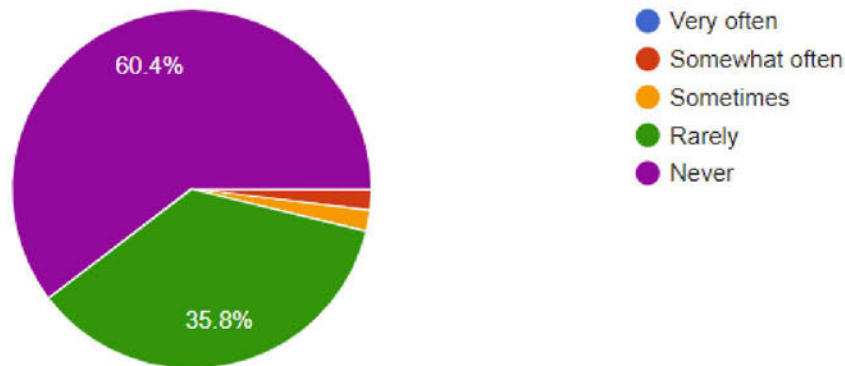


**Fair split** between TV, movies and games, with a heavy emphasis on TV

**Indicates we're on the right track with a focus on these three**

How often do you write a review for or rate a movie/tv show/game?

53 responses



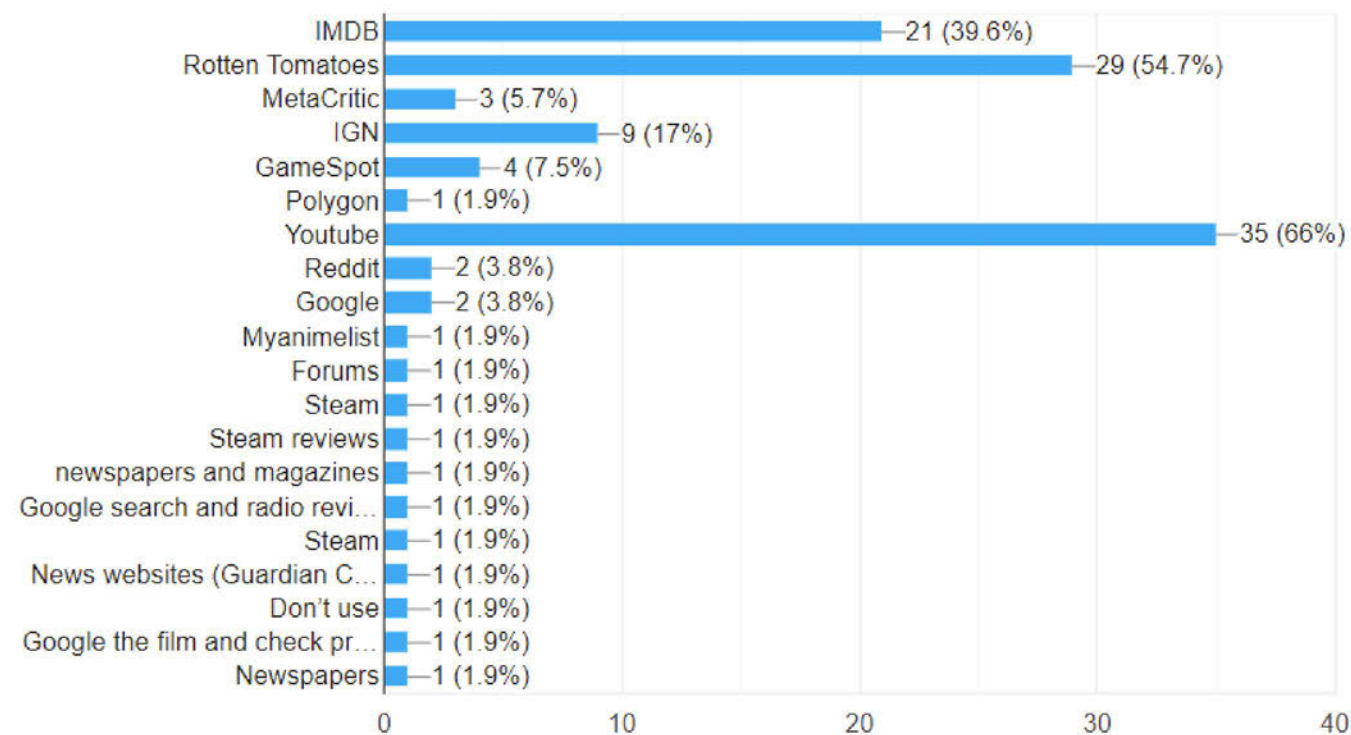
**Strong confirmation** that individuals in our age group **commonly seek reviews**

# RESEARCH



What platforms do you use to search for reviews?

53 responses



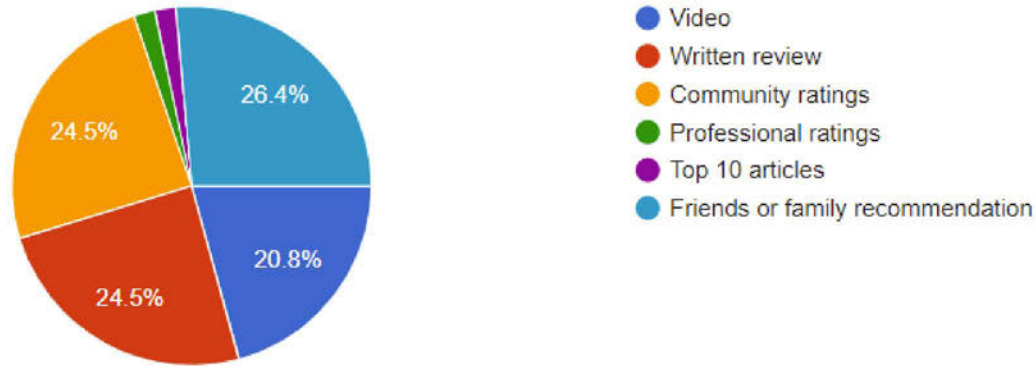
**YouTube is surprisingly popular for reviews - need to keep importance of video in mind**

**IMDb and Rotten Tomatoes are the most popular traditional review platforms**

# RESEARCH

What is your preferred form of review?

53 responses



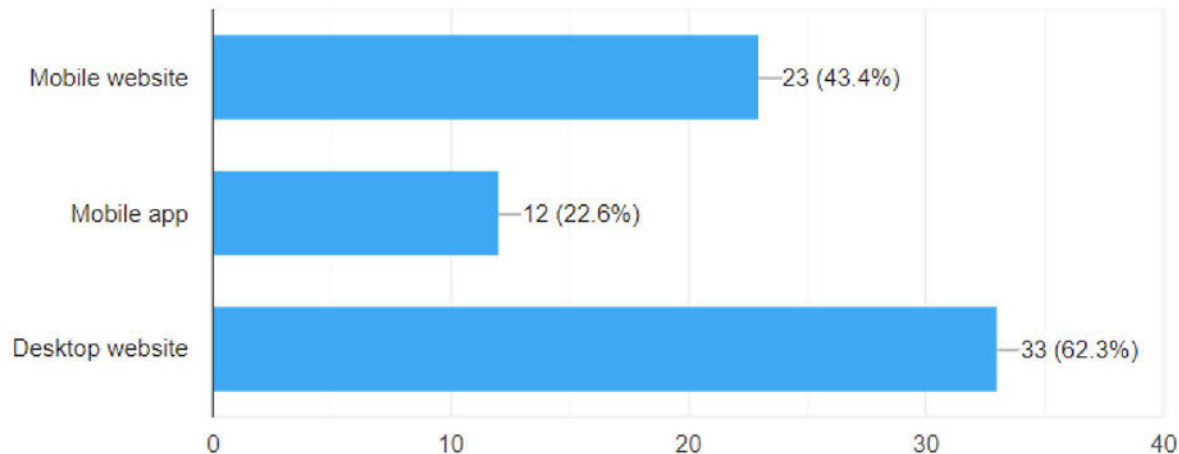
**Video, Community reviews and Written reviews of relatively equal importance**

**Friend and family recommendation surprisingly popular**

**People don't care about critic reviews**

What device are you using to look at reviews?

53 responses



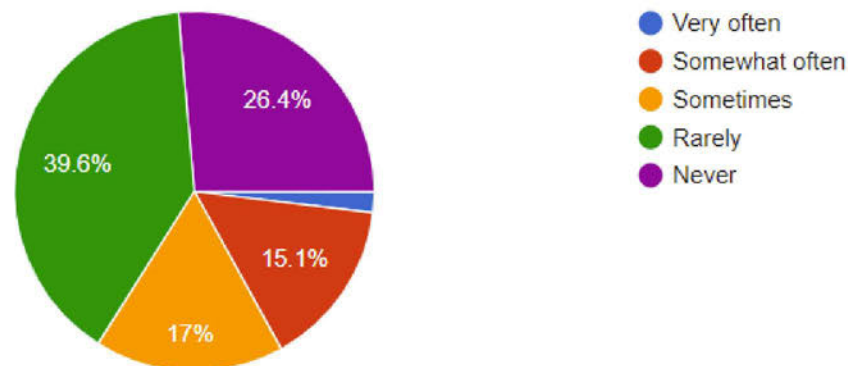
**Majority of users on desktop**

**Mobile is still popular, need to include mobile design**

# RESEARCH

How often do you engage with the news features of review sites?

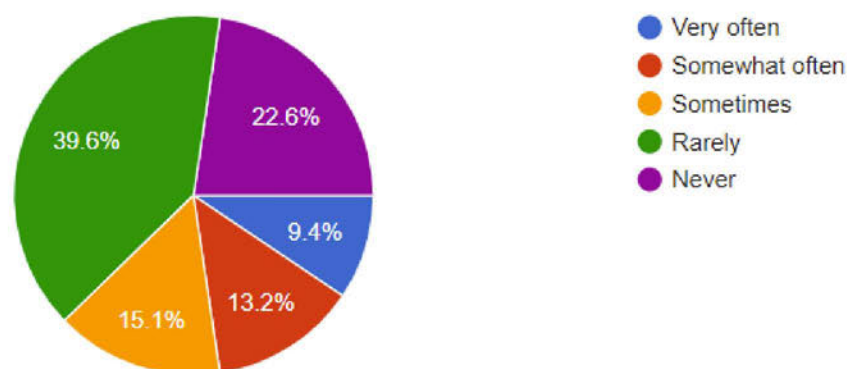
53 responses



**Confirms our hypothesis that news features are largely unnecessary**

How often do you read forums about game or movie titles?

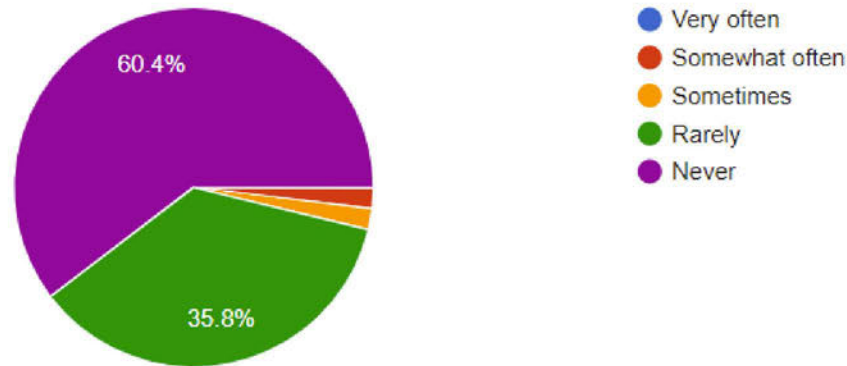
53 responses



**Majority of users **never or rarely** read forums - need to consider carefully if we want to include forum functionality as a feature**

How often do you write a review for or rate a movie/tv show/game?

53 responses

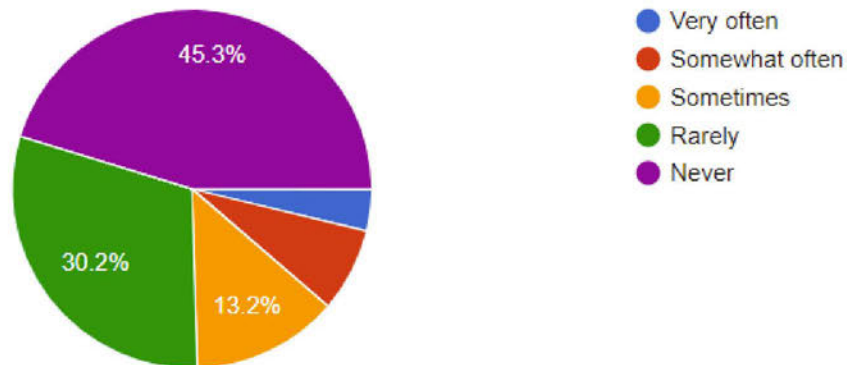


**Very, very few** users write reviews

**This needs a deep dive in user interviews, need to understand why users don't like writing reviews**

How often do you engage with someone else's review (eg. commenting, liking/disliking, reacting)?

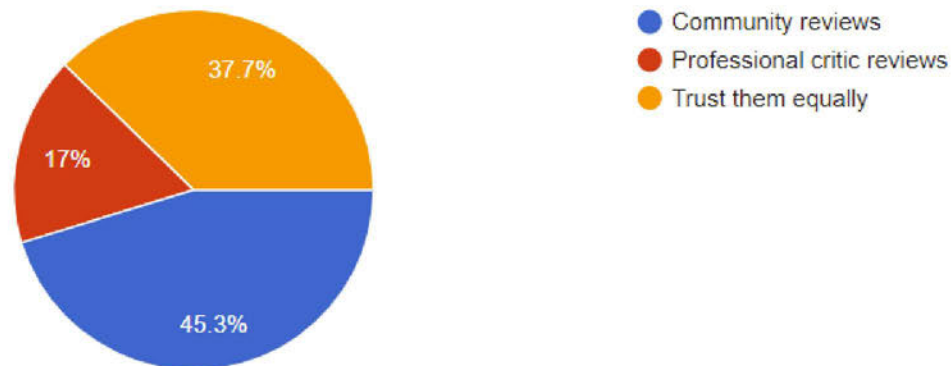
53 responses



**Similar to previous, not many users interact with other reviews**

Are you more likely to trust community reviews or professional critic reviews?

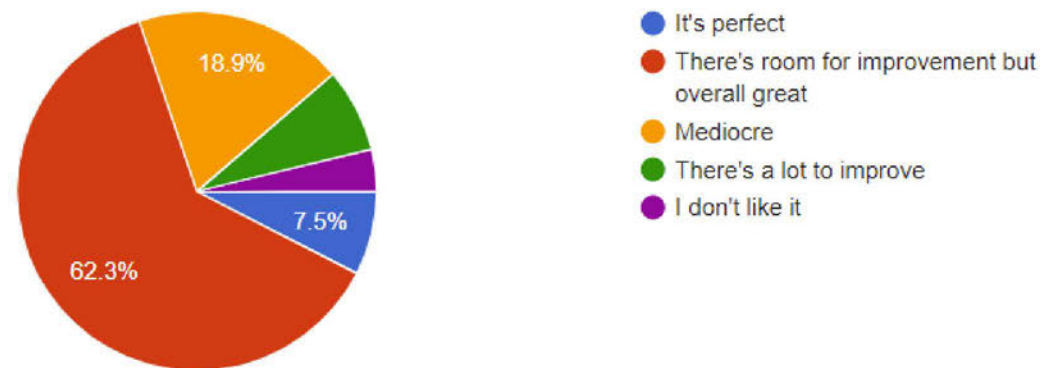
53 responses



**Reaffirms people prefer community views of professional critics - not only read them more but trust them more**

How do you feel about the primary review platform you currently use?

53 responses



**Most people are more or less satisfied with their current platform, but recognise room for improvement**

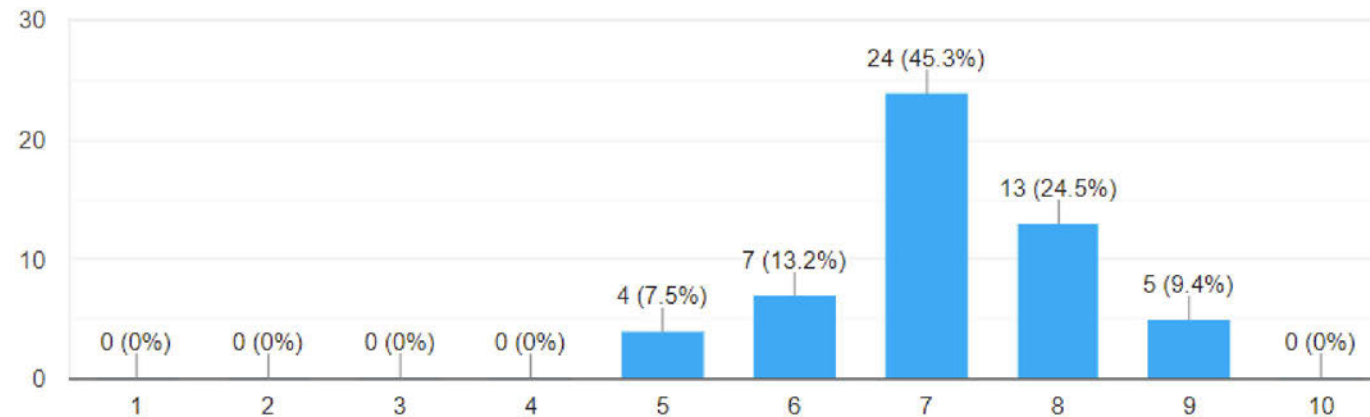


# RESEARCH

On scale on 1-10 how much do you trust reviews you read or watch?

53 responses

**Users seem to broadly trust reviews they see**



## INTERVIEW

With the general data from survey, we had a basic understanding on how game/ film review platform users look like. Then, we conducted a more detailed one-on-one interview.

We designed our interview in a semi-structured way with 8 main questions, and each question has few sub-questions that will vary based on interviewee's responds, which opens the space for further answers.

# RESEARCH

## Prepared questions

### *Further questions or explanations during interview*

Answers

## INTERVIEW 1

### 1. Do you check game or film reviews? Do you have a preferred format?

Ask:

-Why do they prefer that platform?

-What do you like or dislike about review platforms?

I do check game or film reviews, my favourite format is videos. Because it has options like watching the video or sometimes you can just listen to the audio. Cause usually it's just some person talking about it in a well edited format.

***But, apart from Youtube videos, do you still go on reviews websites and read review articles?***

Yeah, very often, sometimes I do read articles, like if I listen to music, I read articles. And, with the video, I have the option of listening to the video while I doing something. So it's the flexibility. Also with the video, it has the option of watching it with video as well. So it's the flexibility there.

### 2. Do you personally write reviews?

If their answer is yes, Ask:

-What do you like about writing reviews? What do you get out of it?

-Why do you think people would not want to write reviews?

If their answer is no, Ask:

-Why do you not write reviews?

Not really, very rarely. It's just not my thing. If I feel strongly about something, I usually just go on amazon, the store where I brought product from, then I just write about it very briefly.

***How about games and movies?***

Ahh, yeah, movie and game reviews, you can buy movies and games on amazon

***How about somewhere else, like Rotten Tomato?***

Ok, so like Metacritic and IMDB. No, I don't write on those, I do usually browse those though. I usually just talk to friends about it rather than write reviews.

### 3. Do you engage in other people's reviews?

If yes, what benefits do you get from this?

If no, why not?

Yeah, if it is well structured and well edited, and have good present, then sure. It gives me reasons to spend time on a movie or game, or not. A review helps you to determine weather or not spend time on something.

### 4. Do you find review platforms useful?

***Do you like the rating system? Or do you prefer reading people's written reviews?***

Yeah, I like the rating system, and I like the reading part as well, it provides the reasons why they give that rating.

### 5. Are you part of any online communities?

# RESEARCH

If yes, What do you like about it?

If no, why not?

Online communities? A little bit, I wouldn't say I'm part of it, I just go on there sometimes. Communities are annoying, I feel like in any communities, there's a annoying part, I don't really get invested that much.

**Why? Too much different opinions in online communities?**

Not really, I'm alright with opinions, it's just very annoying because annoying individuals, not cause different opinions.

**6.Would you be interested in an online community specific to movies or films?**

**-Would you like to be able to discuss theories, characters and plots with other people?**

Probably not. I wouldn't engaged in the community, but I would casually use it.

**7.Do you prefer community reviews, critic reviews and friends and family? Or something outside of that?**

**-Why?**

I like critic and also community reviews.

What about friends and families?

Well, it is interesting to see how families' and friends' perspective, but I don't let that influence my own perspective. I feel like the community would have more in-depth knowledge, and also being like wide range of opinions. And critics will have more well understood opinions generally. Friends and families, it's just fun to talk to them about it, but I don't think I generally feel different way about it after seeing their points.

**8.Would you be interested in curated articles in your review platform?**

**-Why? Why not?**

Yeah, that will be interesting. It is convenient, it could have a game or a movie that I interested in, if it is curated, it just shows up.

***So you are not worried about being controlled by algorithms?***

I mean everything got an algorithm in it, can't escape from it. Just don't let the algorithms control you, just let the algorithm do its thing. You can enjoy the algorithm without it control you.

# RESEARCH



## INTERVIEW 2

### 1. Do you check game or film reviews? Do you have a preferred format?

Ask:

-Why do they prefer that platform?

-What do you like or dislike about review platforms?

Yes I do. And what do you mean by review format?

*Like there are written reviews, and also people do reviews on youtube or podcast.*

I go to youtube quite often, and for films reviews I do google search and go on IMDB, for games I also watch streaming.

*Which format you prefer?*

Youtube, like videos, sometimes I'm just too lazy to read the words, so I just listen to what they say.

*Why the video format is better than others?*

It's not boring and more engaging, plus I use youtube a lot, sometimes they recommend movies, so I just watched it.

### 2. Do you personally write reviews?

If their answer is yes, Ask:

-What do you like about writing reviews? What do you get out of it?

-Why do you think people would not want to write reviews?

If their answer is no, Ask:

-Why do you not write reviews?

No I do not.

*Why?*

I don't know, I just read people's reviews. I don't really write reviews about movies. But I do write reviews about a restaurant or a place on google maps.

*How's that different from game or film reviews?*

I guess cause if it is a film or game, I will just watch it, if it is bad it is bad, if it is good then it is good.

*Even if it is a good game or film, you still don't want to write anything about it?*

Yeah like what I said, I will just leave it.

### 3. Do you engage in other people's reviews?

If yes, what benefits do you get from this?

If no, why not?

Yes I do. Recently, I been looking at product reviews, not games or movies, I don't play a lot of games. But some products, 100% I will look at people's reviews.

*How about game and film reviews?*

I don't really play a lot of games, and very casual about films.

*Like your answer for last question? You will just play it or watch it? If it's good then it's good, if not, you will just leave it?*

Yeah

### 4. Do you find review platforms useful?

Do you like the rating system? Or do you prefer reading people's written reviews?

# RESEARCH

Yes, very useful. I prefer written reviews, cause rating is just rating, written words can express a lot more

***You want to know the reason why the film is good or bad?***

Yes

**5.Are you part of any online communities?**

**If yes, What do you like about it?**

**If no, why not?**

Yes. I'm part of a Facebook group called myki inspector, it prevents me from caught by myki inspectors, it's very helpful, I do engage in that a lot.

**6.Would you be interested in an online community specific to movies or films?**

**-Would you like to be able to discuss theories, characters and plots with other people?**

Not really, like I said I don't play a lot of games, and not really frenetic about films.

**-Would you like to be able to discuss theories, characters and plots with other people?**

Like in person or posts online?

***Can be both***

In person. I do sometimes, if it's discussion online, no. I don't care about it, like I said.

**7.Do you prefer community reviews, critic reviews and friends and family? Or something outside of that?**

**-Why?**

If you talking about movies or games I don't really care about it, if you talking about like products that I interested in like a laptop, I do listen to friends' suggestions and look up youtube videos.

***So you just don't care about any game or film reviews?***

Yeah

***But you do check these reviews online?***

Yes I do, I just look through it. It's very casual, not that often. I do read reviews before I purchase a game. Film reviews I do look through it, but not really care much.

**8.Would you be interested in curated articles in your review platform?**

**-Why? Why not?**

Maybe, it's not like a serious thing, it's just not that important.

# RESEARCH



## INTERVIEW 3

### 1. Do you check game or film reviews? Do you have a preferred format?

Ask:

-Why do they prefer that platform?

-What do you like or dislike about review platforms?

Yeah. I check a lot of formats, like games on steam, or on Youtube, I check game or film reviews, sometimes I go to Reddit. Which format? It depends, but the most useful one for me is youtube reviews. It's much better to see some explain it to you, rather than read all the details, and you can find more reviews from other youtubers, not just one.

***You still can do that with written reviews, like many people write reviews about one movie.***

Yeah, but sometimes, written reviews don't have the comments, for youtube, it has comments for that video, so you can see what other people say.

For me, I feel like a lot of written reviews are paid to do so. Some are just not really related to the game or movie, it's almost like the writer didn't play the game or watch the movie.

### 2. Do you personally write reviews?

If their answer is yes, Ask:

-What do you like about writing reviews? What do you get out of it?

-Why do you think people would not want to write reviews?

If their answer is no, Ask:

-Why do you not write reviews?

No. I usually just recommend, based on my experience about the game or movie. If it's in critic sense, I'm not really good. I just watch people instead, to get a better understanding. It's just gonna be like this game is good, or the creator should do something about it to make it more playable or more interesting.

### 3. Do you engage in other people's reviews?

If yes, what benefits do you get from this?

If no, why not?

For me, much more likely to be a observer, just see people's comment on it. Not really engage.

***Why?***

Same reason I told you, if it's critic review, I'm not really good at it. It's just my opinion, just see other people's make my understanding much more better.

### 4. Do you find review platforms useful?

***Do you like the rating system? Or do you prefer reading people's written reviews?***

Yes, very useful. I like both. Much more better example is steam games, where you can see like reviews very positive, mostly positive, and on games' store page you can find the reviews also.

***Why it's a good function for you?***

It show you the review, and also show you the rating

### 5. Are you part of any online communities?

If yes, What do you like about it?

If no, why not?

# RESEARCH

No, I went into a group recently, but I'm not really participate in a community, I only see the content.

## ***What's the reason for not participating?***

It's just for personal entertainment, if I want to search information about it, I will just look into a group, what are they talking about. If the game worth it or not, like a debate or conversation.

## **6.Would you be interested in an online community specific to movies or films?**

For me, maybe much more broader, not just specific in one platform. I can just go and search for movie.

## ***So you don't find a online community that specified in movie or games helpful?***

Sometimes

So do you mean you prefer a more generalized online community?

Sometimes, there's one more specific in game or film, they only talk about that specific game, but it also talk about all the cast, all the design, in a more depth way. A much more specific one also useful, cause it discuss in a more in-depth way.

## **-Would you like to be able to discuss theories, characters and plots with other people?**

Like I said, I'm not really in to online discussion, I'm more like a observer.

## ***But do you think it is still necessary to have that function that allow people to discuss and participate.***

Yes, allow you to be part of the community

## **7.Do you prefer community reviews, critic reviews and friends and family? Or something outside of that?**

## **-Why?**

I think community reviews are fine, but I'm more spectacle about critic reviews. I went through some critic reviews on rotten tomatoes, they don't relate that much about the games or movies.

## ***How about friends and family?***

Yeah I much more prefer that.

## ***Why's that***

You can hear what they say about that movie, and you can even see they playing the game.

## **8.Would you be interested in curated articles in your review platform?**

## **-Why? Why not?**

No, like what I said, I only want to observe

# RESEARCH



## INTERVIEW 4

## 1. Do you check game or film reviews? Do you have a preferred format?

Ask:

-Why do they prefer that platform?

-What do you like or dislike about review platforms?

Yes I do. In terms of format, I don't really have preference, but what I like to have is very straightforward answer, like yes and no, good or not good.

**Why's that important to have straightforward answers?**

It just saves a lot of time.

**Why's that important to save time?**

If you want to watch a movie like tomorrow, you don't want to spend that much time to figure out which movie to watch, the more reviews you can look through, you generally have a better idea which movie to watch.

## 2. Do you personally write reviews?

If their answer is yes, Ask:

-What do you like about writing reviews? What do you get out of it?

-Why do you think people would not want to write reviews?

If their answer is no, Ask:

-Why do you not write reviews?

No, unless I need to.

**Why you don't write reviews unless you are asked to**

I generally don't really take a side whether a movie is good or bad. So I just watch it, what is it is just fine.

## 3. Do you engage in other people's reviews?

If yes, what benefits do you get from this?

If no, why not?

Yes I do, especially it is from videos, you can watch game play or movie

**So do you mean you prefer the video format? Cause for last question you said format doesn't matter that much.**

Not really

**What benefits do you get from the reviews?**

So you don't waste time and money on something pretty shit.

**Why is that important?**

Just what it is. Let's say you want to play a game, you don't want to play games that pretty shit, right? If there's a lot of negative reviews, there's no point to play the kind of stuff.

**So if the reviews are bad, you won't try the game or movie?**

Mostly probably not.

**It means you really trust these reviews?**

So that's the thing, that's why I say I much prefer straightforward reviews, that way you can go through multiple reviews at one time. For example, when you want to buy something, like it's always good to see multiple reviews on multiple websites, look at amazon, eBay, forums. You want to look into different reviews from different places. And if the reviews are straightforward, that make things much easier.

So you treat movies and games more like commercial goods?

# RESEARCH

I mean, essentially, movies and games, you will spend time and money, if these time and money is wasted, it is bit sad.

## 4. Do you find review platforms useful?

I think they are quite useful, they would say.

### *Help you save time and money?*

Yes

## Do you like the rating system? Or do you prefer reading people's written reviews?

I would say both, 50/50, like why you rated that way, more descriptions

## 5. Are you part of any online communities?

If yes, What do you like about it?

If no, why not?

No, there are a lot of reviews down there in terms of games and movies, you don't have to join a group or community to actually read all these reviews. You don't have to join.

## 6. Would you be interested in an online community specific to movies or films?

I would say yes, for games I currently play or for movies that I enjoy.

## -Would you like to be able to discuss theories, characters and plots with other people?

Yes, if we both have passion about the game or movie. Then yes.

***For the previous questions, you are not part of any online communities?  
But you still interested in?***

Yes.

## 7. Do you prefer community reviews, critic reviews and friends and family? Or something outside of that?

-Why?

I think community reviews are good enough for me, I don't think I need critic reviews, I'm just down there to have fun, not analyse the game or movies.

## 8. Would you be interested in curated articles in your review platform?

-Why? Why not?

I guess if it looks interesting, then yes, to see what it is about, otherwise no. It's about first impression I would say, if it's not looks interesting, I will skip.

# RESEARCH

Interested in TV shows, games, and movies

Fav genre is Action

Checks reviews

Doesn't rely on websites (says he would get lost in comments and ign is not reliable)

Watches video reviews on youtube

Uses Metacritic

Doesn't write reviews because he has nothing to add

Participate in rating reviews by giving thumbs up

Doesn't reply to reviews

Thinks reviews is useful enough

Prefers reading the comments to see pros and cons

Not a part of online community

Trust more in family friends reviews

Used to read articles, thinks it's wishy-washy repeating the same sentence over and over

Likes reading community reviews

Advice:

Having percentage for community and professional reviews

More community involvement, include reasoning as much as possible

Uses metacritic because even tho its critic reviews there is still audience input

[Doesn't write reviews] Just wants to move on to other games instead of dwelling on content from a game he's already played. Does like reviews if he agrees with it.

Still plays games regardless of reviews

Uses discord to talk to other people about movies etc

A critic is just one person amongst a community

'Not everyone can afford to spend time out their day on something that won't be good'

Concern of there being too much conflict/contradiction in community reviews.

Wants written consensus to be more important than the rating system because that's where people react to first. People can be angered by the number.

Friends and family know him the best.

Interested in a community.



# RESEARCH

**MVI\_3051**

Interested in movies and tv shows and few games

Prefers rotten tomatoes due to non-spoilers

Likes community-based platforms

Dislikes biased and long-winded reviews

Doesn't write reviews

Sometimes engages on reviews in youtube videos

Finds review platform somewhat useful

Prefers rating system before watching likes in-depth review after watching

Would be interested in movie reviewer communities

Prefer community reviews, friends & family

Finds professional reviews biased

Interested in movies articles

Doesn't go into review websites often

Thinks the UI design is dated

Likes modern clean simple design

**Just wants a general overview.**

**Doesn't write reviews because she doesn't consider herself a film expert so doesn't think her opinion matters.**

**Will interact in other people's reviews if it gives her new perspective and insight.**

**Interacts with facebook group to find movie recommendations.**

**Likes community reviews because it is a wide range of people.**

**Doesn't like critic because they have a different motive compared to your average person.**

**Interested in a community.**

# RESEARCH

# RESEARCH

MVI\_3052

Interested in games, movies

Fav genre comedy

Checks reviews for games only

Uses steam platform for game

Writes reviews for bad games and movies

Doesn't engage in people's reviews

Thinks review platform is useful but also biased

Prefer both systems

Not a part of online community (not attracted to it)

Would be interested in new review platform

**Prefer community reviews for games, friends and family for movies**

**Doesn't check movie reviews because they're too personal and opinionated.**

**Writes for bad reviews because he likes to warn people lmao.**

**Doesn't engage or thinks people don't write reviews because they're not too invested in the topic.**

**Review platforms can give small insight but are not reliable because they rely on opinions.**

**Rating is good for quick. Written, good for more in depth.**

**Relies on friends and family because they know him so there's more trust.**

**Only interested in curated articles if its short and simple easy to understand.**

**Thinks the same thing for advice.**

OFF CAMERA

More willing to listen to review platforms for games whilst movies he prefers to watch for himself. Because games take up more of your time so he is more willing to spare his time for movies and form his own opinion.

# RESEARCH

# RESEARCH

**MVI\_3053**

Interested in games movies, netflix shows

Fav genre psychological & romcoms

Check reviews before watching

Watches youtube comments for reviews

Doesn't like website reviews because of spoilers and biases

Doesn't write reviews because they don't know what to say

Shares opinion to family and friends

Comments on movies under private group chats

Finds review useful to find what to watch

Prefers written review system but likes both

Part of an online community on facebook

**Advice:**

**Include pictures (visual design)**

**Include ratings too**

**Uses netflix the most.**

**Reads reviews to get insight and prioritise which movies to watch first from her 'To watch list'.**

**If her opinion is strong, she MAY share it with a review. If she feels personally touched, she will share her love lol. Doesn't care to write bad reviews.**

**Will still watch movies despite reviews to form her own opinion. It just helps prioritise what to watch.**

**Prefers written reviews to hear the reasoning behind the number because there good be bias or unfairness with the rating system.**

**Interested in a community.**

**Trusts the opinions of friends and family because they know her best and they want to be able to have points of conversation with them.**

**Community is good to expand the range of opinions.**

**Likes ranking by USERS.**

**Doesn't like how newer movies are always featured and favoured by review platforms.**

**Feels like curated articles will only write about popular movies. Could be useful if someone is personally looking for popular movies.**

# RESEARCH

# RESEARCH

## Overall/Important Findings

People do check reviews. And platforms with community reviews are much preferred.

Movie/TV show reviews can be seen as too opinionated or biased to determine whether a person watches something or not. They can be useful for insight and prioritising but people are still willing to watch movies with bad reviews. They are also prone to spoilers. So they are useful but not always reliable. This is why some people prefer reading general consensus information such as ratings before movies and reading written reviews afterwards.

Most people don't write reviews because they feel they have nothing to add to it or believe their opinion doesn't matter. Or they don't want to dwell on a topic they aren't really invested in. For similar reasons, people don't engage in other people's reviews. Because it is opinions, they believe it is better to let them have their opinion. How do we get people to understand that their opinions can matter?

Sometimes if an opinion is very strong, then it may be shared or the person may support an agreeing statement. Or maybe if there is a new perspective. Stronger feelings and opinions are more likely to be said or interacted.

Friends and family are usually preferred because they usually know the person personally so there is a built trust.

A reason some people will listen to reviews is because it avoids time wasting.

There is an interest in curated articles however there is a lot of scepticism because they can get repetitive or popularity/new-based.

People are interested in an online community, especially if they are able to talk to like minded people.

People want a simple, easy to understand platform with images and community involvement.

## Reflections on user research:

Going through the user research process not just help us have a better understanding on review platform user's needs and pains, also, I think, really put we designers on the position of real-world users and empty them, especially through the one-on-one interviews. Take an example, one interviewee mentioned the importance of multitasking and how often he listen to reviews on youtube while doing something else. This actually a very common real-world situation, which I also do. However, when you are so designer-minded, it's easy to assume users spend their 100% time while using the product/service you designed, which maybe not true in this case.

# RESEARCH



## PERSONA



### JOSH WAYNE

Extroverted  
Movie fanatic

#### Demographics

Age: 31  
Occupation: Content Creator  
Location: Sydney  
Status: Married

#### Tech

Social media  
Online subscription platform  
Video sharing platform

#### Needs

Searching for new movies or tv shows for content  
Compile fans' reaction towards certain movies or shows

#### Preferred platform



#### Frustrations

Finds most professional reviews are biased and untrustworthy  
Could not find a platform with specialised discussion space





## LUCY DAVIS

Extroverted  
Loves trying new things

### Demographics

Age: 20  
Occupation: student, part-time  
Location: Melbourne  
Status: single

### Needs

Looking for movies and shows to watch in the weekend  
Finding movie/show reviews from website platform

### Frustrations

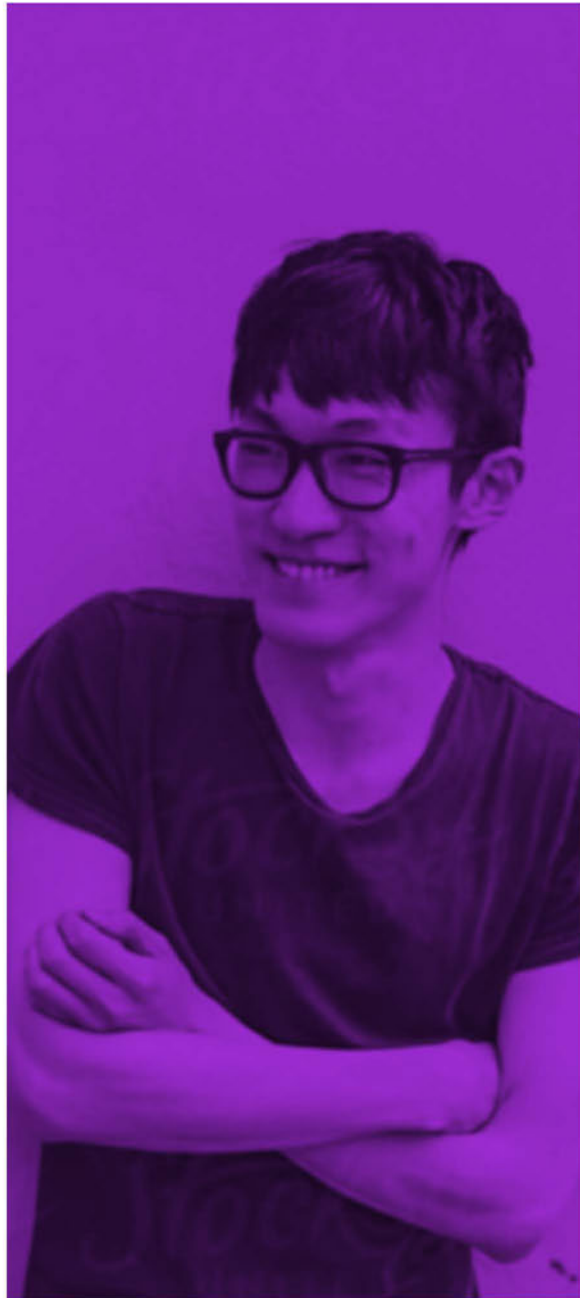
Finds spoilers in community written reviews  
Finds repetitive and long winded reviews

### Tech

Social Media  
Messaging  
Online Subscription Platform

### Preferred platform





## HENRY XIAO

Introverted  
Passionate

### Demographics

Age: 27  
Occupation: Engineer  
Location: Sydney  
Status: single

### Needs

New online games to play  
Finding game reviews from  
websites platform

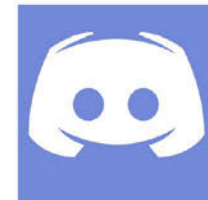
### Frustrations

Wasted money on bad games  
Finds biased and unhelpful  
reviews

### Tech

Digital distributor services  
Messaging  
Online Games

### Favourite platform



# CONCEPTING

## USER JOURNEY MAPPING

PRE-EXPERIENCE

EXPERIENCE

POST-EXPERIENCE

ACTION

Tossing up wanting to watch a movie  
Searches online for a review

Opens review site, bombarded with features  
Looks around homepage, trying to find particular film  
Finds film further down the page, clicks on it to see reviews  
Sees scores and reads some reviews

Feels more informed, decides not to watch film  
Leaves to find a different film to watch



THOUGHTS

"This movie looks alright but I want to know more"  
"I think I should read some reviews before deciding"

"This is confusing, I don't want to see news"  
"There's a lot of films here but not the one I need"  
"Finally found it, looks like mixed reviews, better read more"  
"Looks like a lot of people find it a bit dull, maybe not for me"

"Reviews aren't great, this isn't the film"  
"That website was ok, but was really confusing"

INTERACTION

Movie bio, promotional material  
Search engine results, word-of-mouth

Homepage, news features, navbar, search function  
Top-film aggregate scores, abundance of films and media  
Film aggregate score  
Film critic and viewer scores, synopsis, review overviews

Closing website  
Outside website

PAIN POINTS

Indecision, don't know whether to watch the film  
Need to find the website

A lot of features, overwhelmed  
Can't find the movie they're looking for  
Score lacks depth  
Not entirely sure if reviews are trustworthy

Don't know if they have all the info they could get  
May not remember website name

# CONCEPTING



# FINDINGS

## INSIGHTS GROUPED BY THEMES

### Usage of review platforms - how often do people use review platforms?

Rating before watching, written reviews after watching

### Why do people use review platforms - what's their motivation?

Most people do agree review sites useful, regardless it is engaging, fun or not.

Movie/TV show reviews can be seen as too opinionated or biased to determine whether a person watches something or not. They can be useful for insight and prioritising, but people are still willing to watch movies with bad reviews.

Most people use YouTube to look for in-depth analysis

### What do people look for in a platform - what features do they want/expect?

Movie/TV show reviews can be seen as too opinionated or biased to determine whether a person watches something or not. They can be useful for insight and prioritising, but people are still willing to watch movies with bad reviews.

People want a simple, easy to understand platform with images and community involvement.

The success of a review platform highly depends on its content, that provides an opportunity for design that encourages people to create more interesting content.

Movie/show watchers are interested in curated article

# FINDINGS

## Connection with community - do people want to be a part of an online community?

Most people who check reviews through online community just want to be a “observer”. They are interested in other people’s discussion, but rarely participate

Most prefer community review over professional review

People want a simple, easy to understand platform with images and community involvement.

People are interested in an online community for movies, games etc especially if they can find like-minded people.

## Who do you trust with reviews - when you look for a review, whose opinion matters most?

Most prefer community review over professional review

Movie/show watchers are interested in curated article

Friends and family are usually preferred because they usually know the person personally so there is a built trust.

## Form of review - what form do people prefer reviews to come in?

Most people use YouTube to look for in-depth analysis

People want a simple, easy to understand platform with images and community involvement.

## Writing and interacting with reviews - do people want to write reviews?

Most people don’t write reviews because they feel they have nothing to add to it or believe their opinion doesn’t matter. Or they don’t want to dwell on a topic they aren’t really invested in.

Rating before watching, written reviews after watching



# FINDINGS

## INSIGHTS LIST

1. The success of a review platform highly depends on its content, that provides an opportunity for design that encourages people to create more interesting content.
2. Most people who check reviews through online community just want to be a “observer”. They are interested in other people’s discussion, but rarely participate
3. Most people do agree review sites useful, regardless it is engaging, fun or not.
4. Most prefer community review over professional review
5. Movie/show watchers are interested in curated article
6. Most use youtube to look for in-depth analysis
7. Rating before watching, written reviews after watching
8. Movie/TV show reviews can be seen as too opinionated or biased to determine whether a person watches something or not. They can be useful for insight and prioritising but people are still willing to watch movies with bad reviews. They are also prone to spoilers.
9. Most people don’t write reviews because they feel they have nothing to add to it or believe their opinion doesn’t matter. Or they don’t want to dwell on a topic they aren’t really invested in.
10. People are interested in an online community for movies, games etc especially if they can find like-minded people.
11. Friends and family are usually preferred because they usually know the person personally so there is a built trust.
12. People want a simple, easy to understand platform with images and community involvement.

# FINDINGS

# EARLY SOLUTIONS

## OPPORTUNITIES

- People tend to rate before watching or playing a movie or a game, and written reviews after watching. That provides an opportunity for designing an anti spoiler mechanism, which can be a toggle button or a separate section.
- People are interested in an online community for movies, games etc especially if they can find like-minded people. That provides an opportunity for designing a space for in depth discussion (eg. forum), and community interaction (profile, commenting on reviews, etc.)
- Most people who check reviews through online community just want to be a “observer”. They are interested in other people’s discussion, but rarely participate. That provides an opportunity for incentivising Interaction. (awards, points, “karma” system etc.)

# EARLY SOLUTIONS



# EARLY SOLUTIONS

## OPPORTUNITIES

- People want a simple, easy to understand platform with images and community involvement. That provides an opportunity for a more clean and simple design, removing unnecessary features (eg. news)
- Most people don't write reviews because they feel they have nothing to add to it or believe their opinion doesn't matter. Or they don't want to dwell on a topic they aren't really invested in. That provides an opportunity for designing micro interaction features (like, dislike, report, emoji etc)

### Reflections on concepting:

Abstract and organize the data we gathered from user research, especially in a more visualized way, really help we designers to focus what functions and features matter, and not lose track during further design process.

Grouping insights into opportunity is great cause it make our design choice clear and logic.

# EARLY SOLUTIONS

## Paper Prototype

SEARCH

A hand-drawn paper prototype of a search interface. At the top, there is a header bar containing a logo (a square with an 'X'), a search input field with the text 'Spider-man' and a dropdown arrow, and navigation links for 'MOVIES', 'TV', and 'GAME'S'. A 'SIGN IN' button is located on the right. Below the header, a dropdown menu is open for the 'MOVIES' category. It lists two items, each with a checkbox (marked with an 'X'), a title, a description (represented by horizontal lines), and a rating percentage. The first item has a rating of 89% and the second has 93%. Below this, a section for 'TV' is shown, containing one item with a rating of 56%. The entire interface is enclosed in a hand-drawn rectangular border.

Spider-man MOVIES TV GAME'S SIGN IN

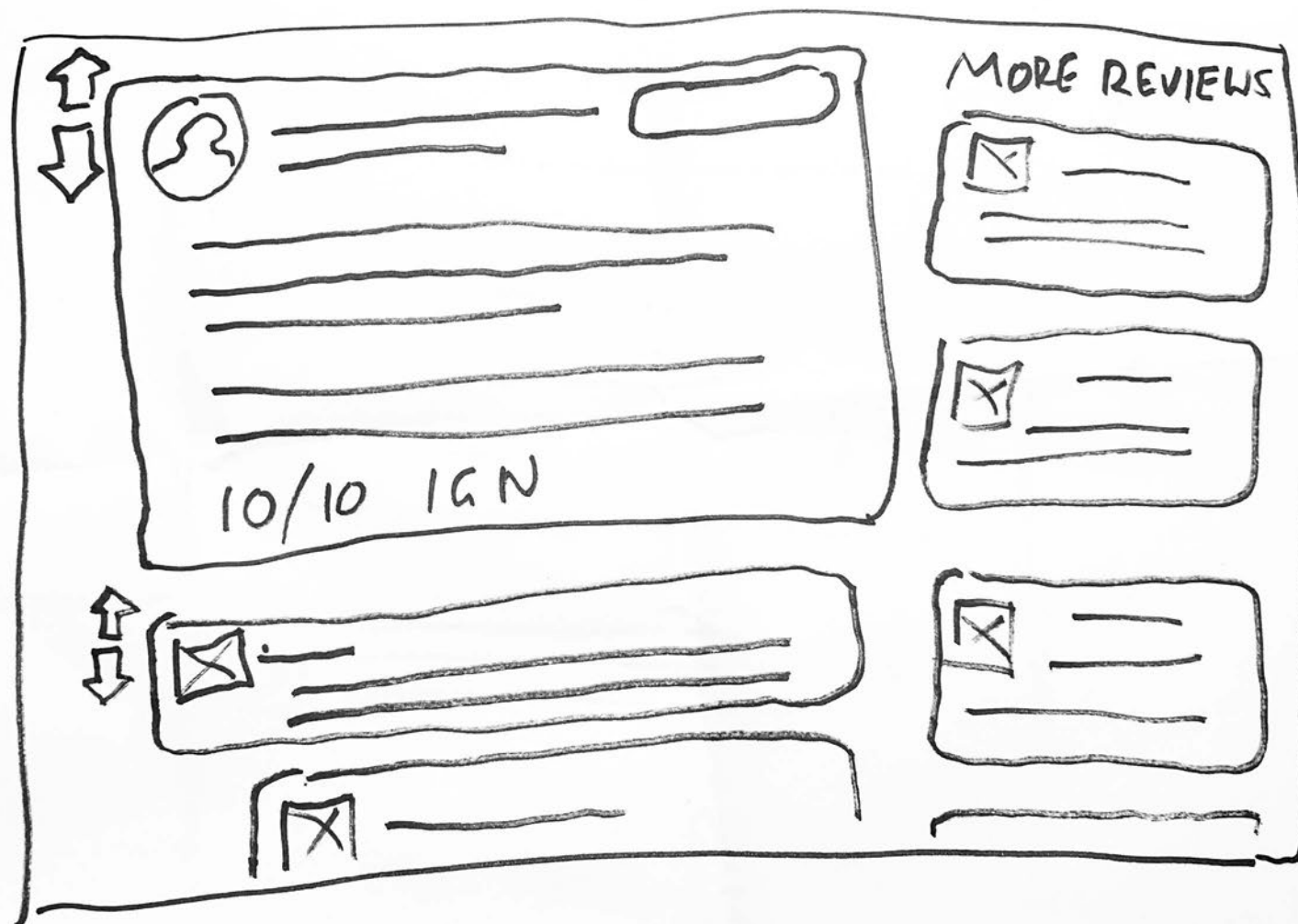
MOVIES

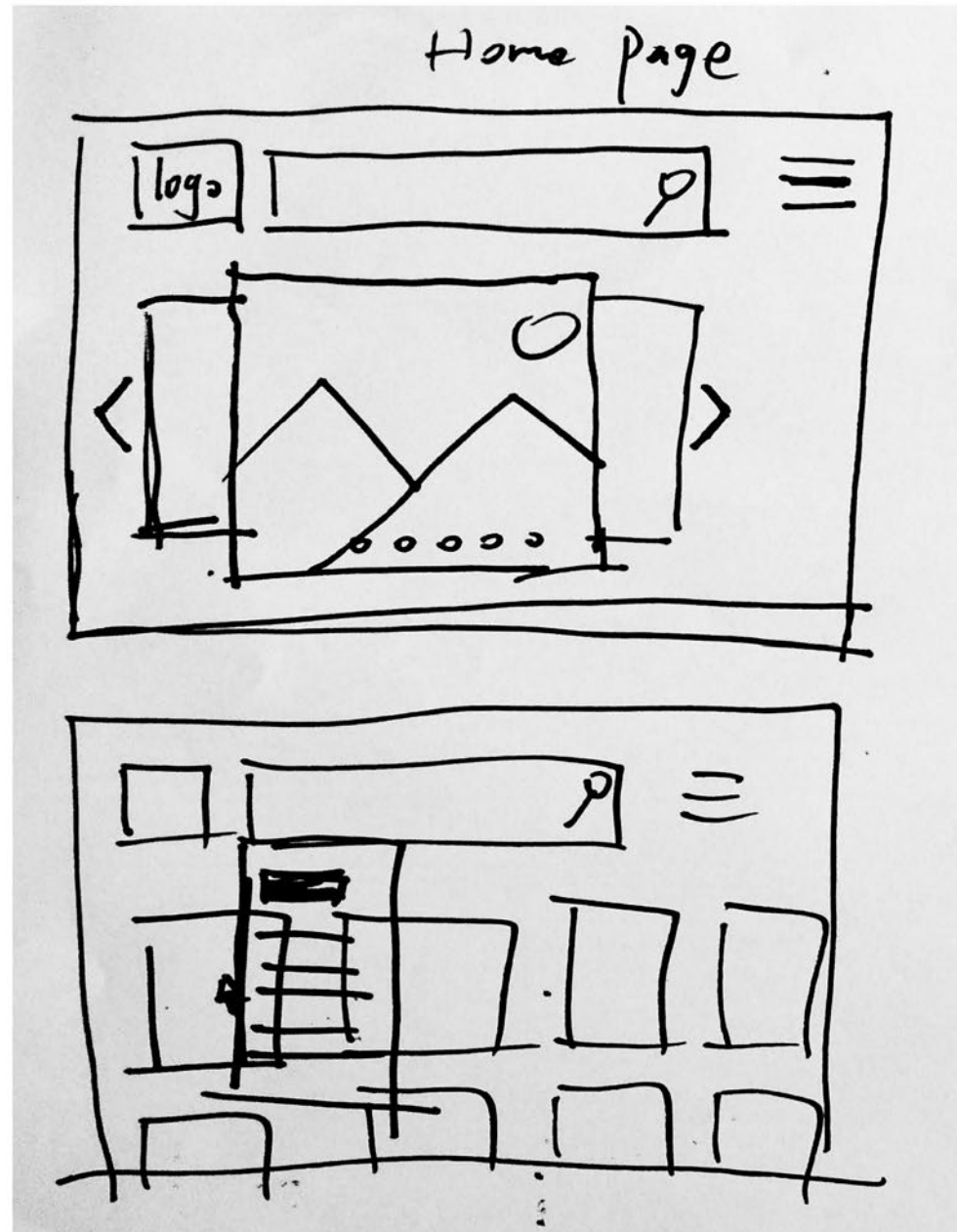
<input checked="" type="checkbox"/>		_____	89%
<input checked="" type="checkbox"/>		_____	93%

TV

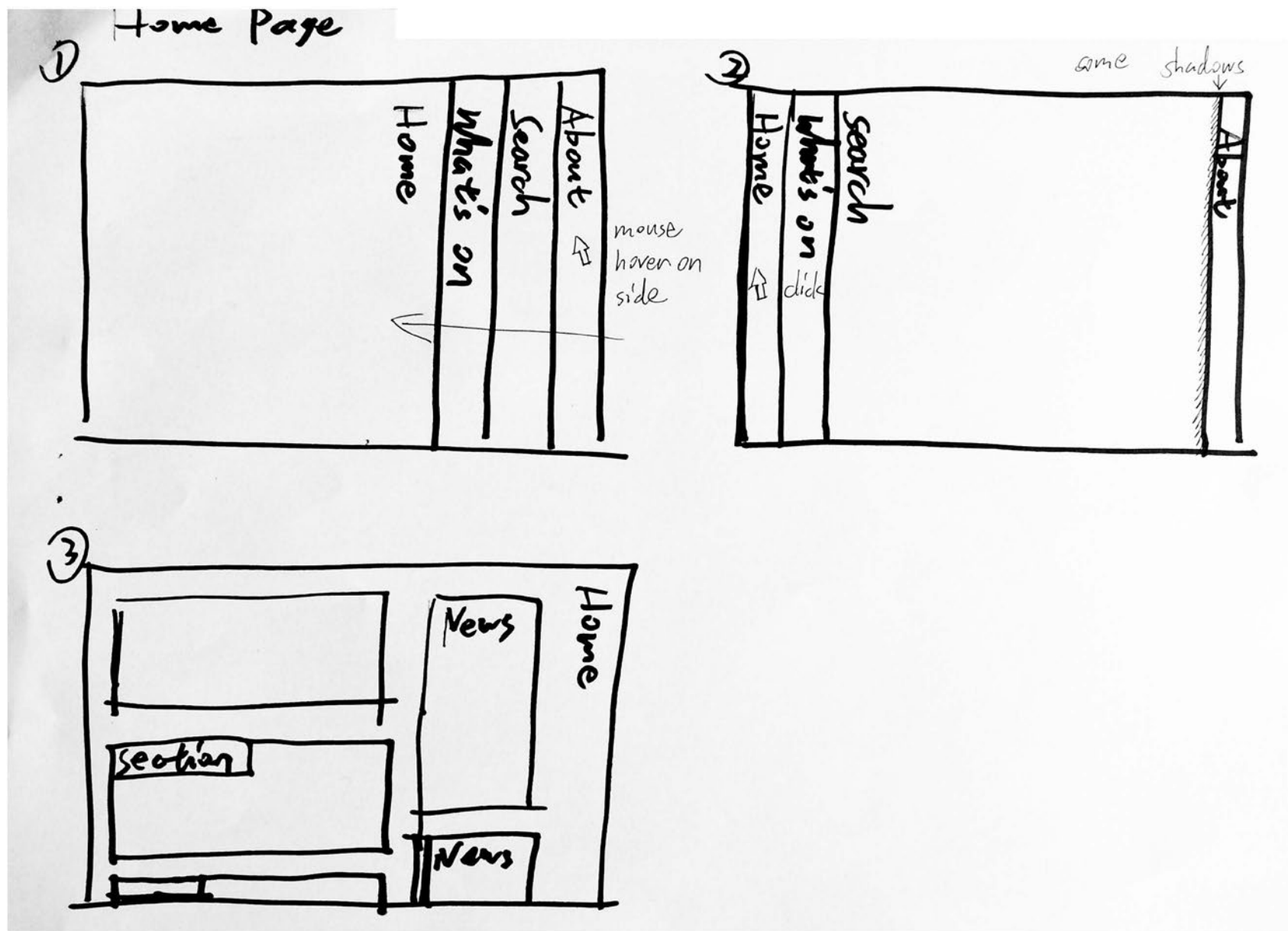
<input checked="" type="checkbox"/>		_____	56%
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## USER REVIEW

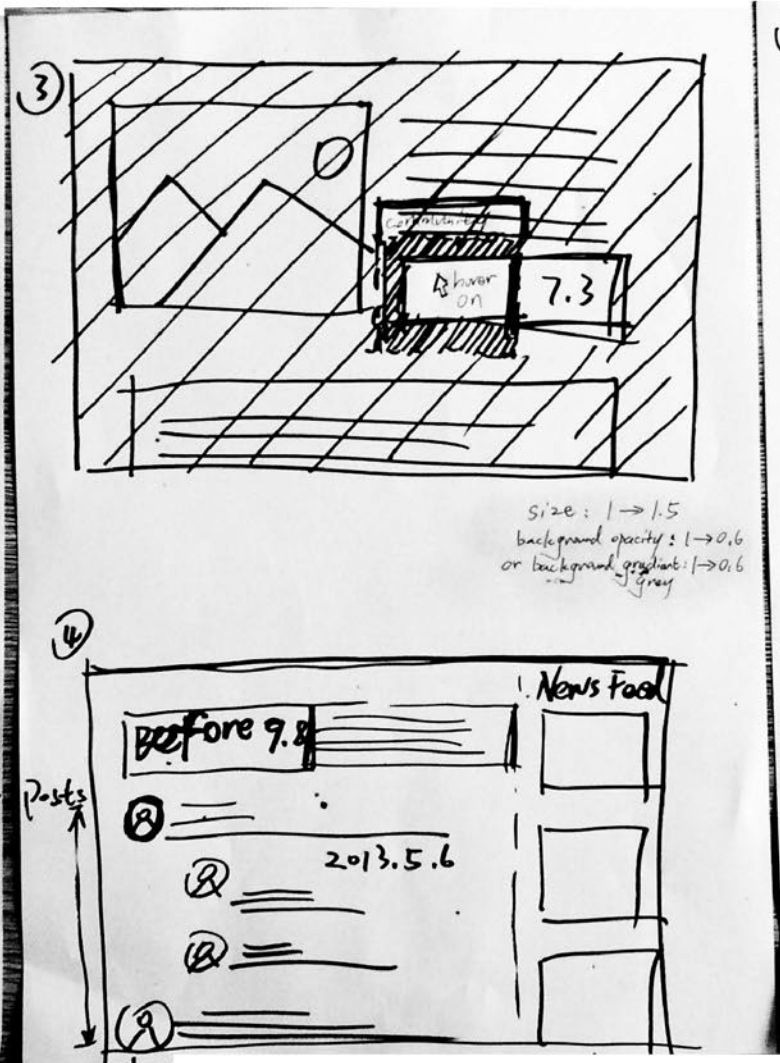
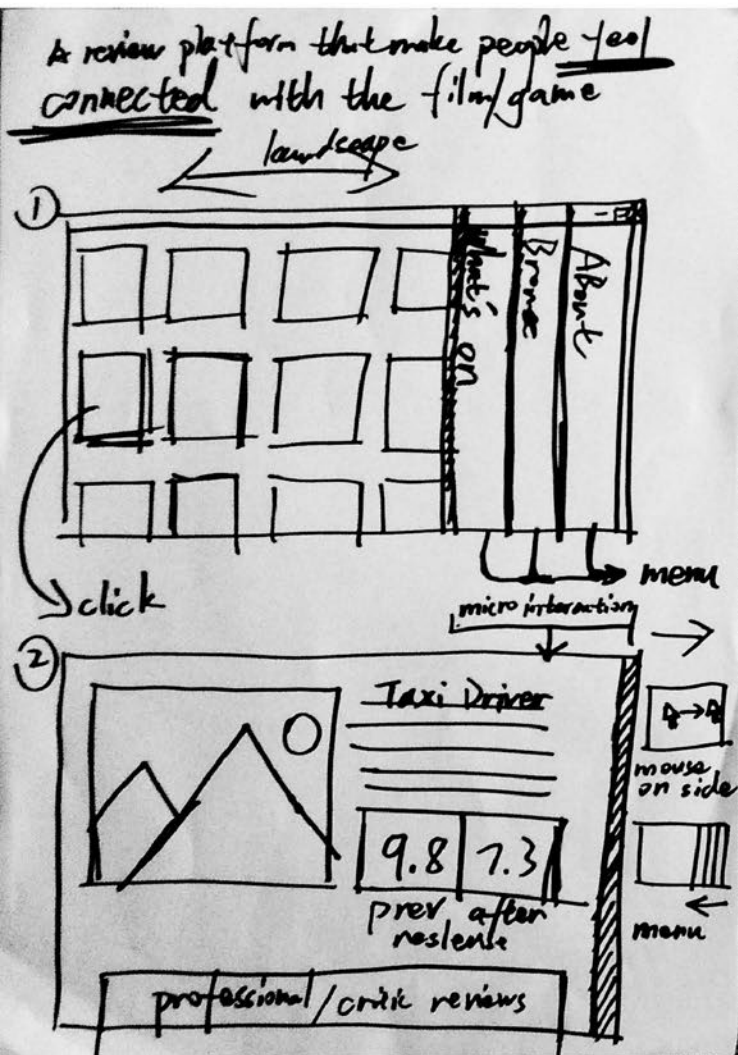




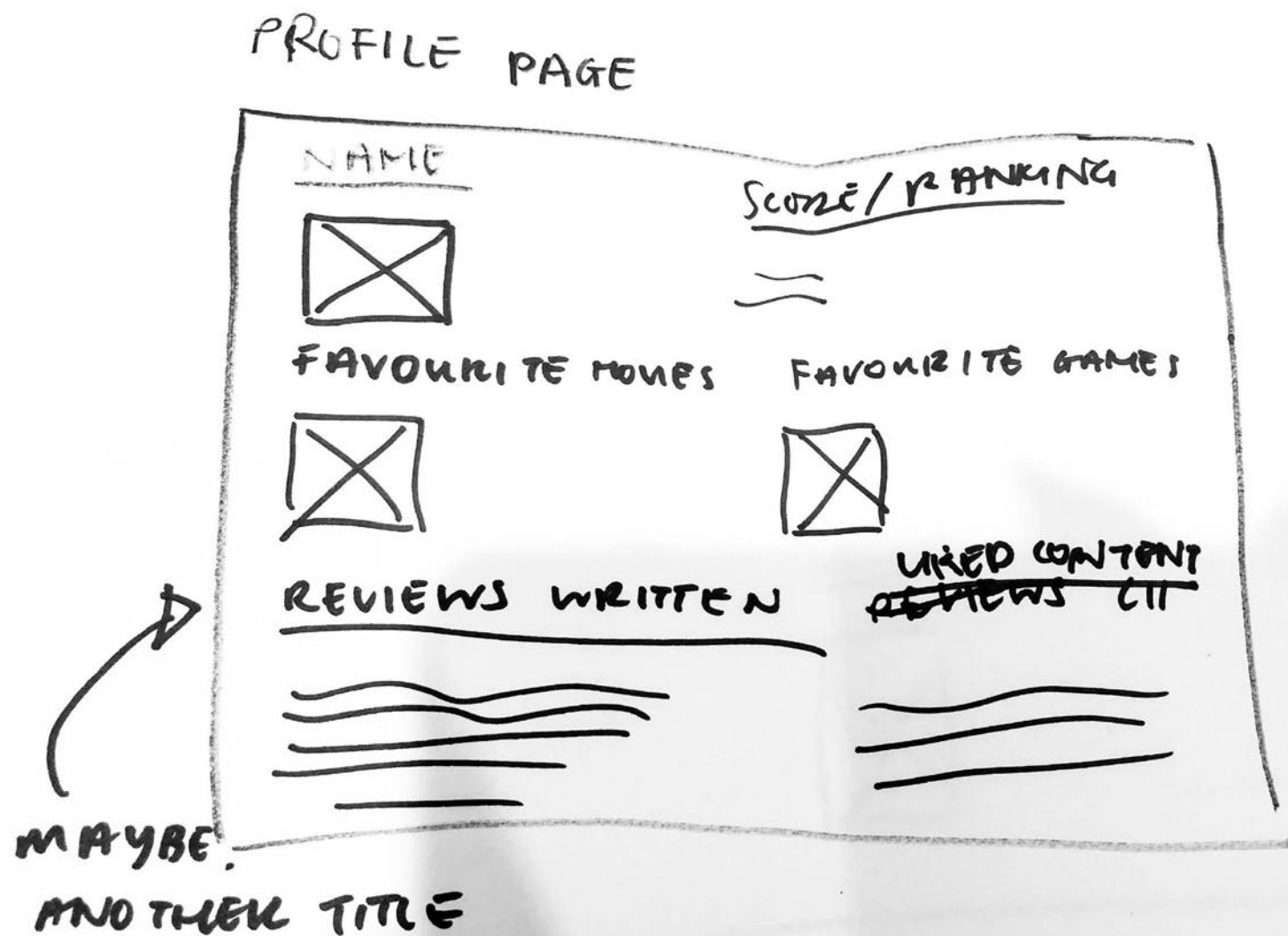




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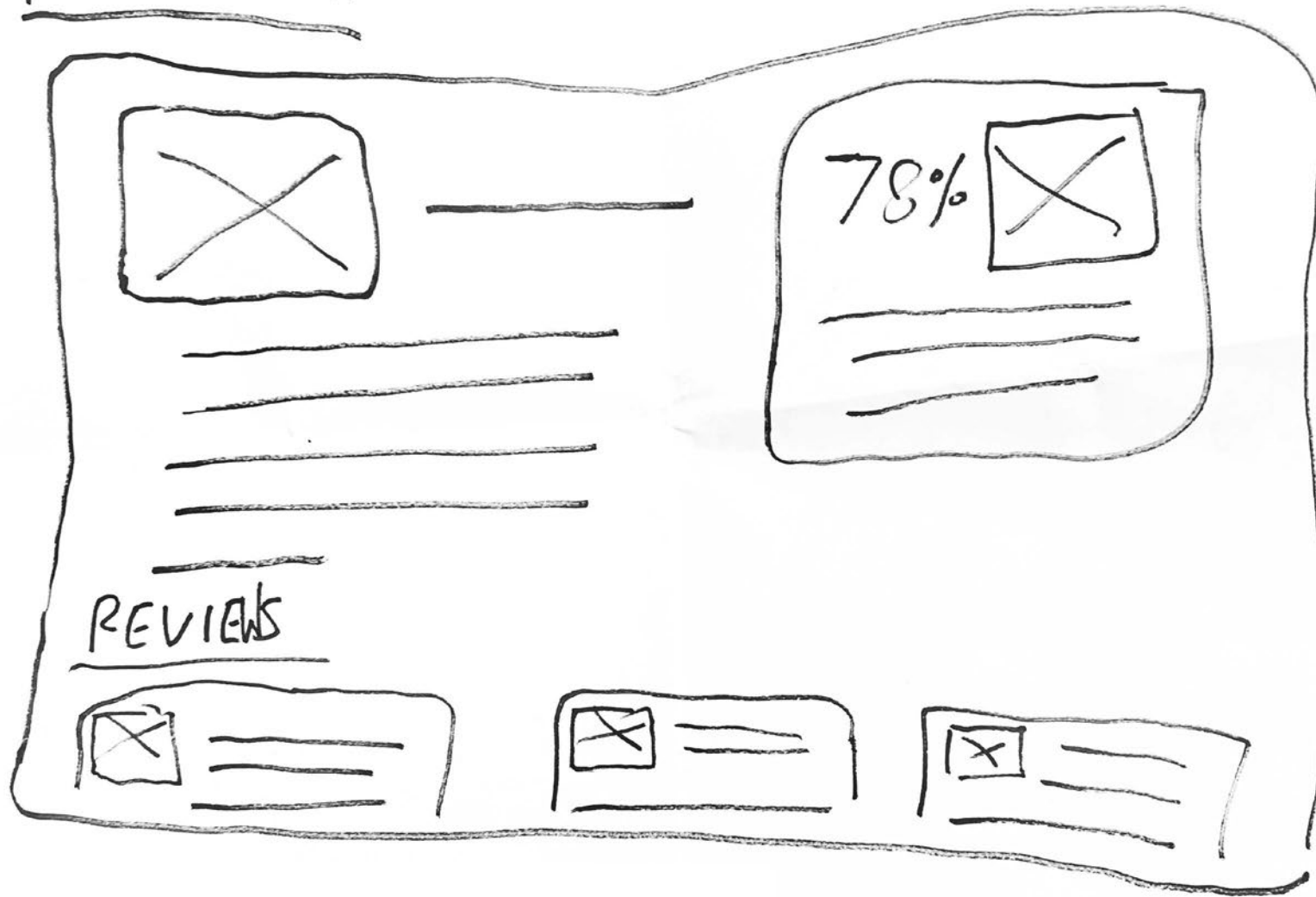


# DESIGN ARTIFACTS



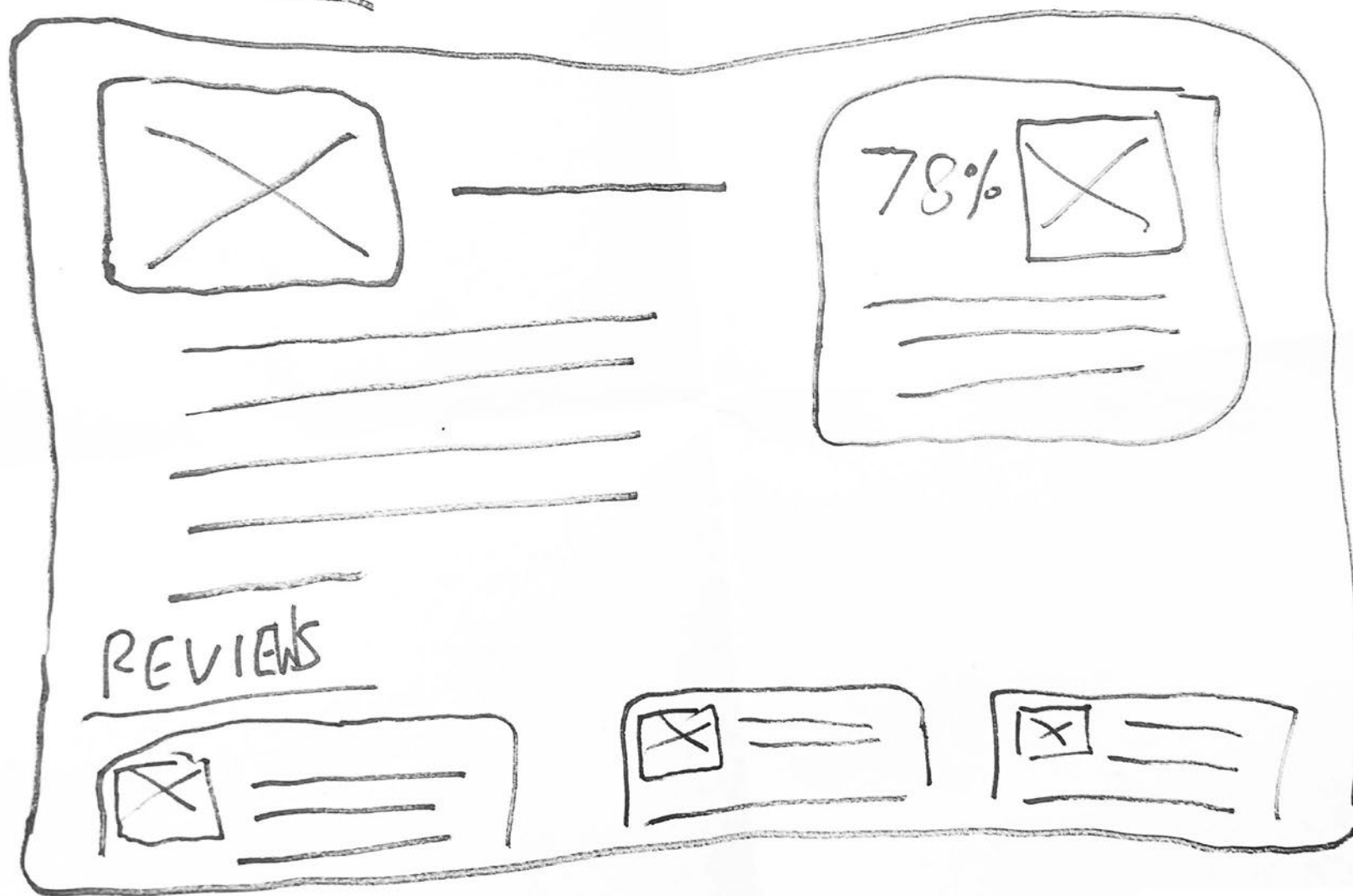


## REVIEW PAGE





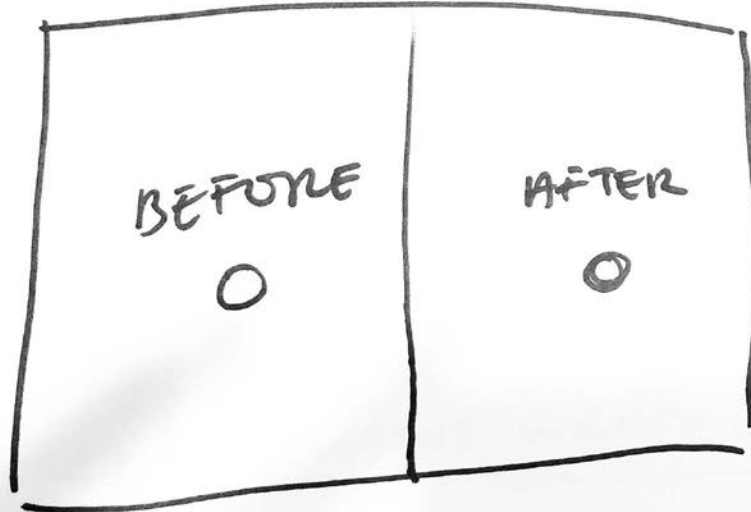
## REVIEW PAGE



# DESIGN ARTIFACTS

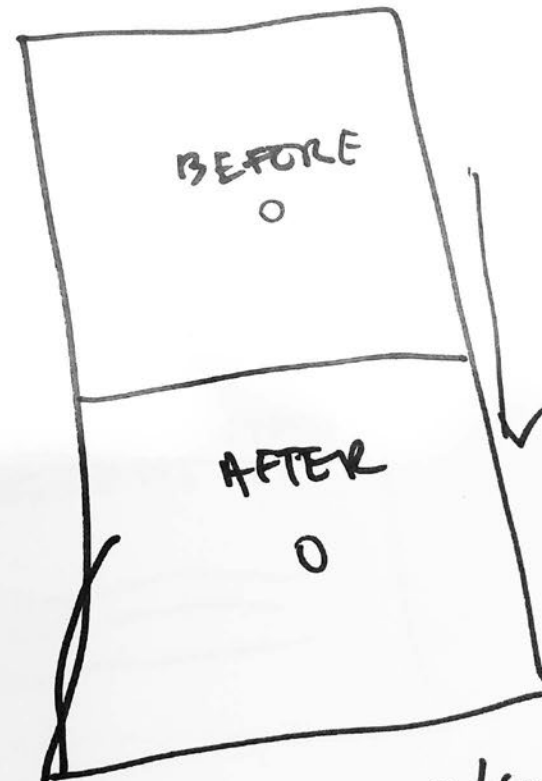
REVIEW PAGE.

PICK ONE



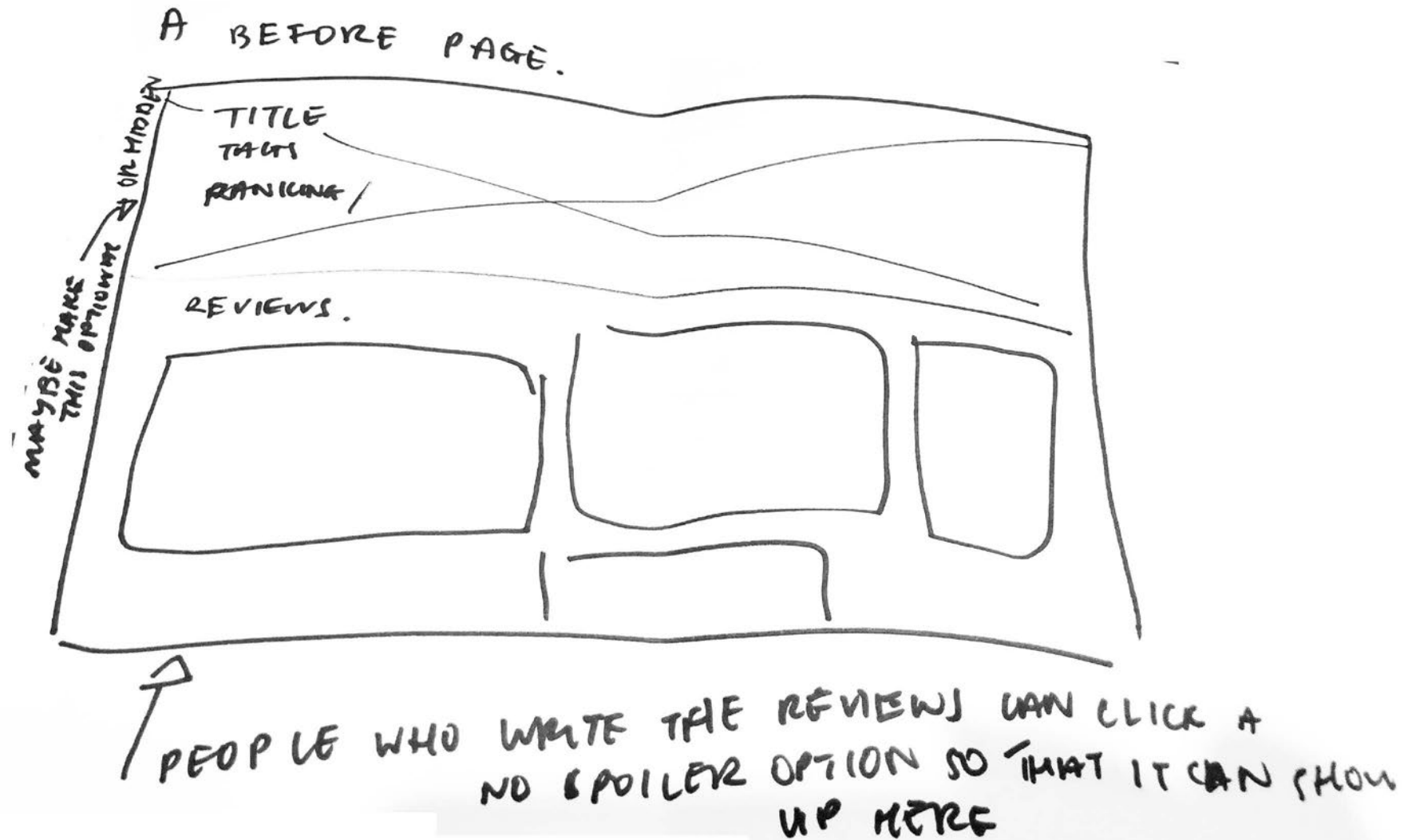
BEFORE VERSION

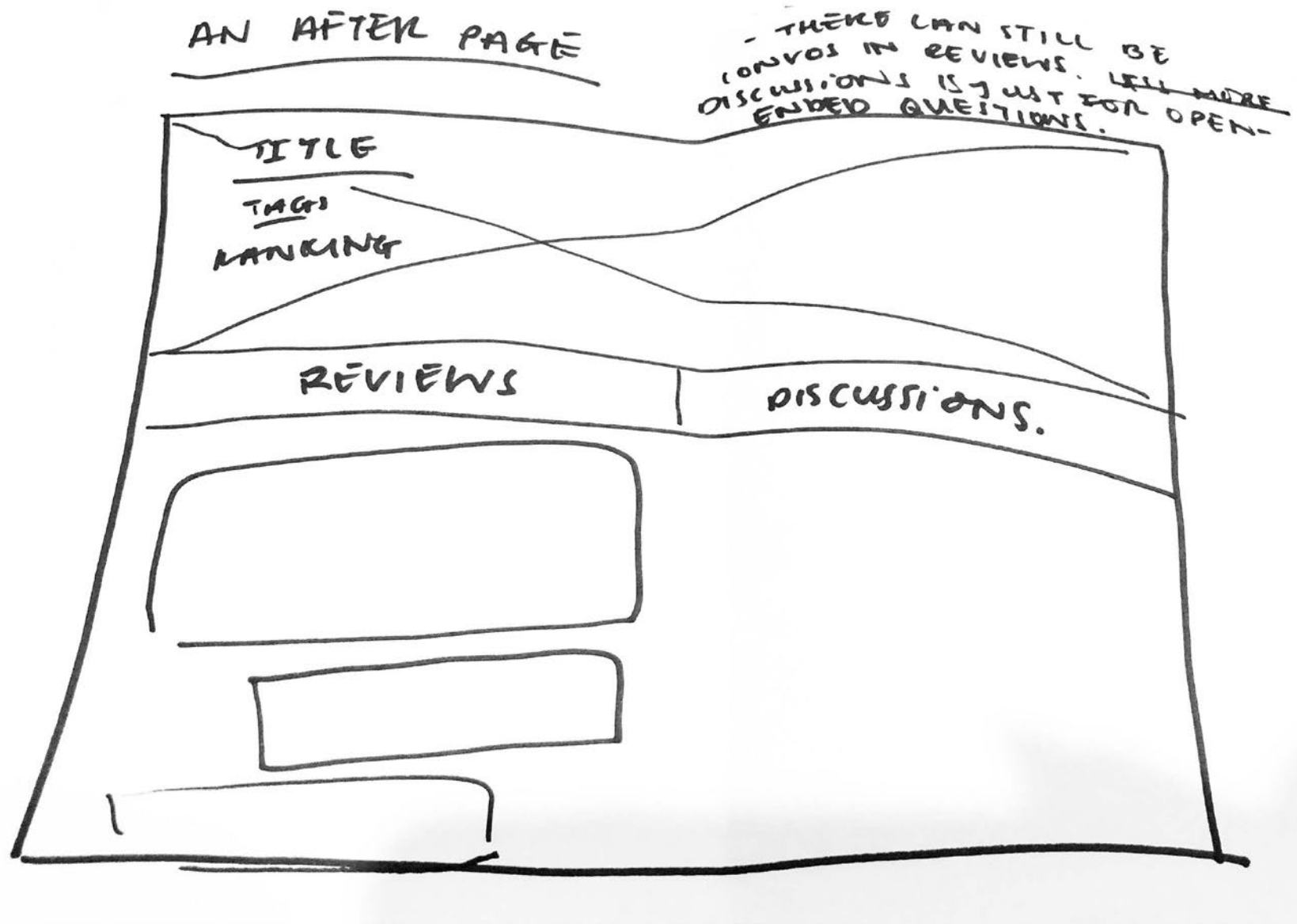
(FOR NO SPOILERS)



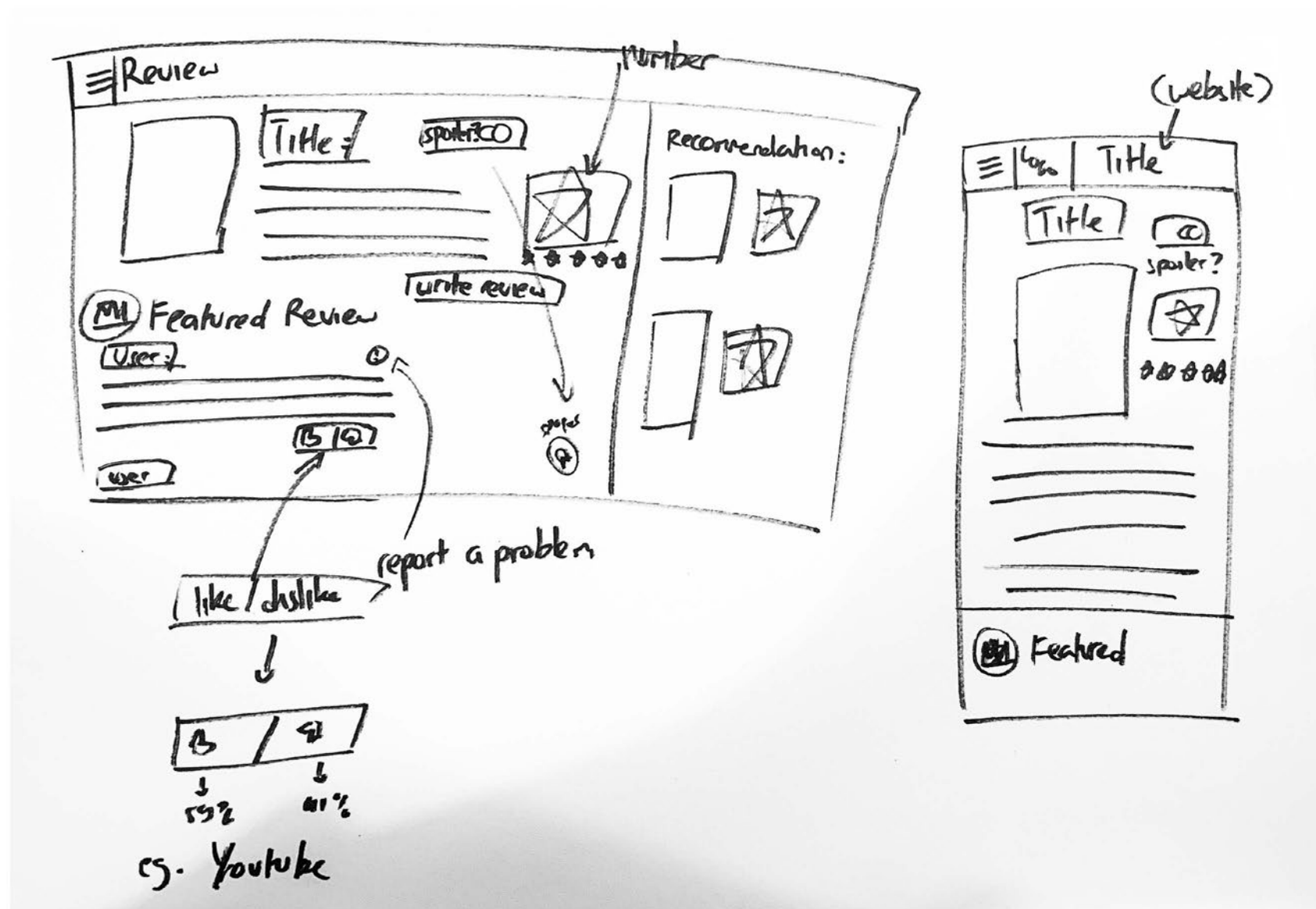
MOBILE / SMALL  
SCREEN

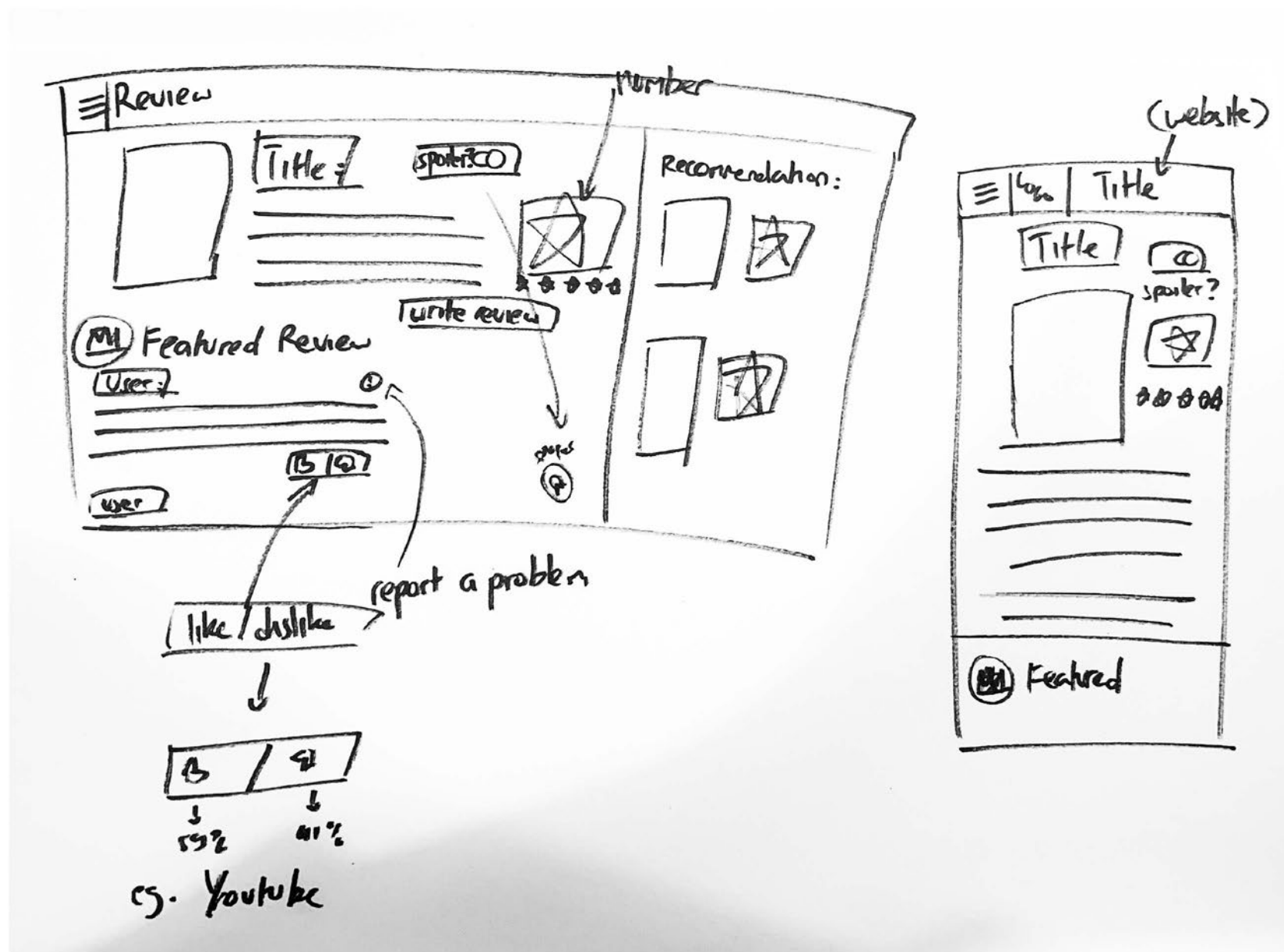
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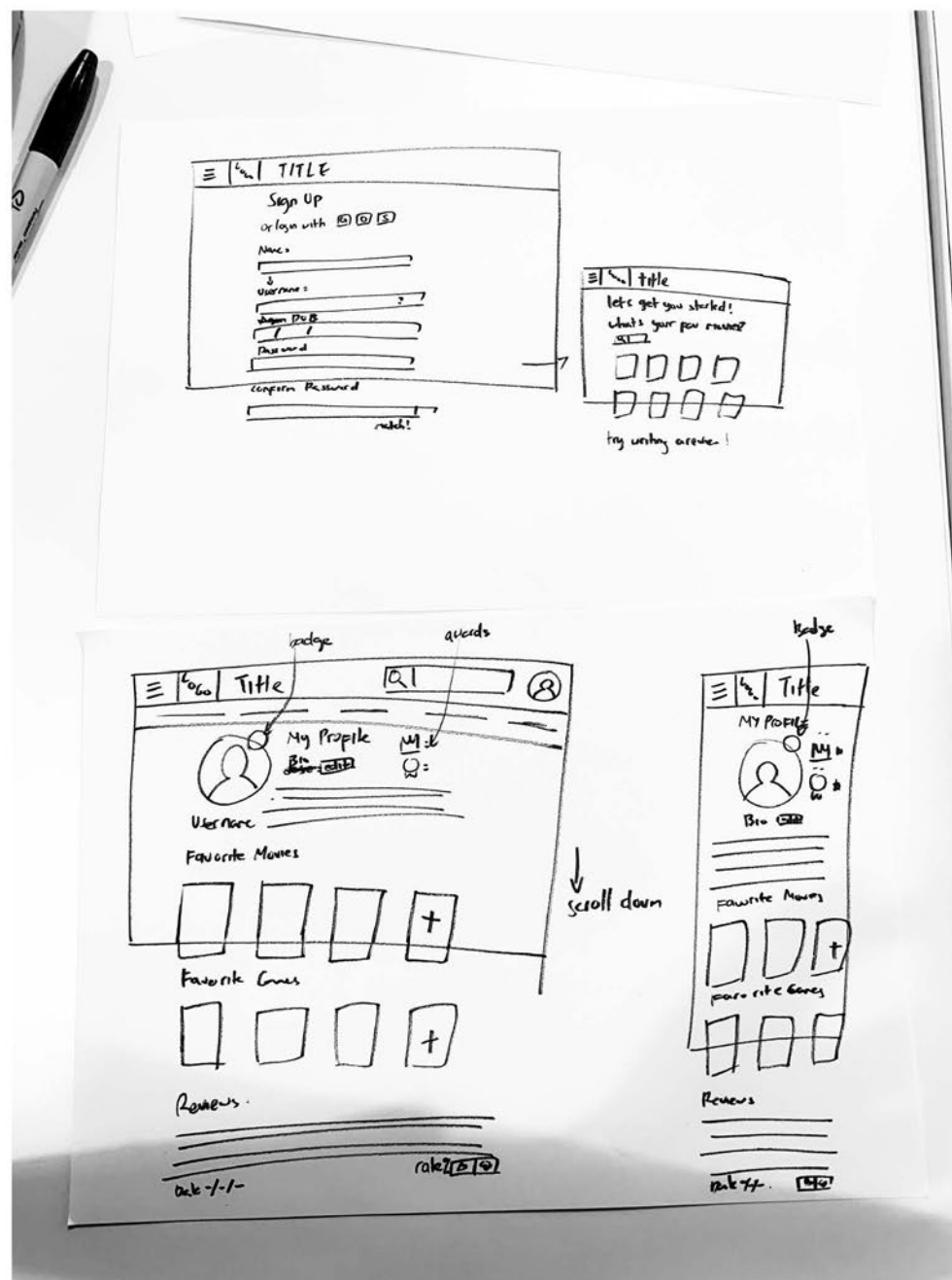




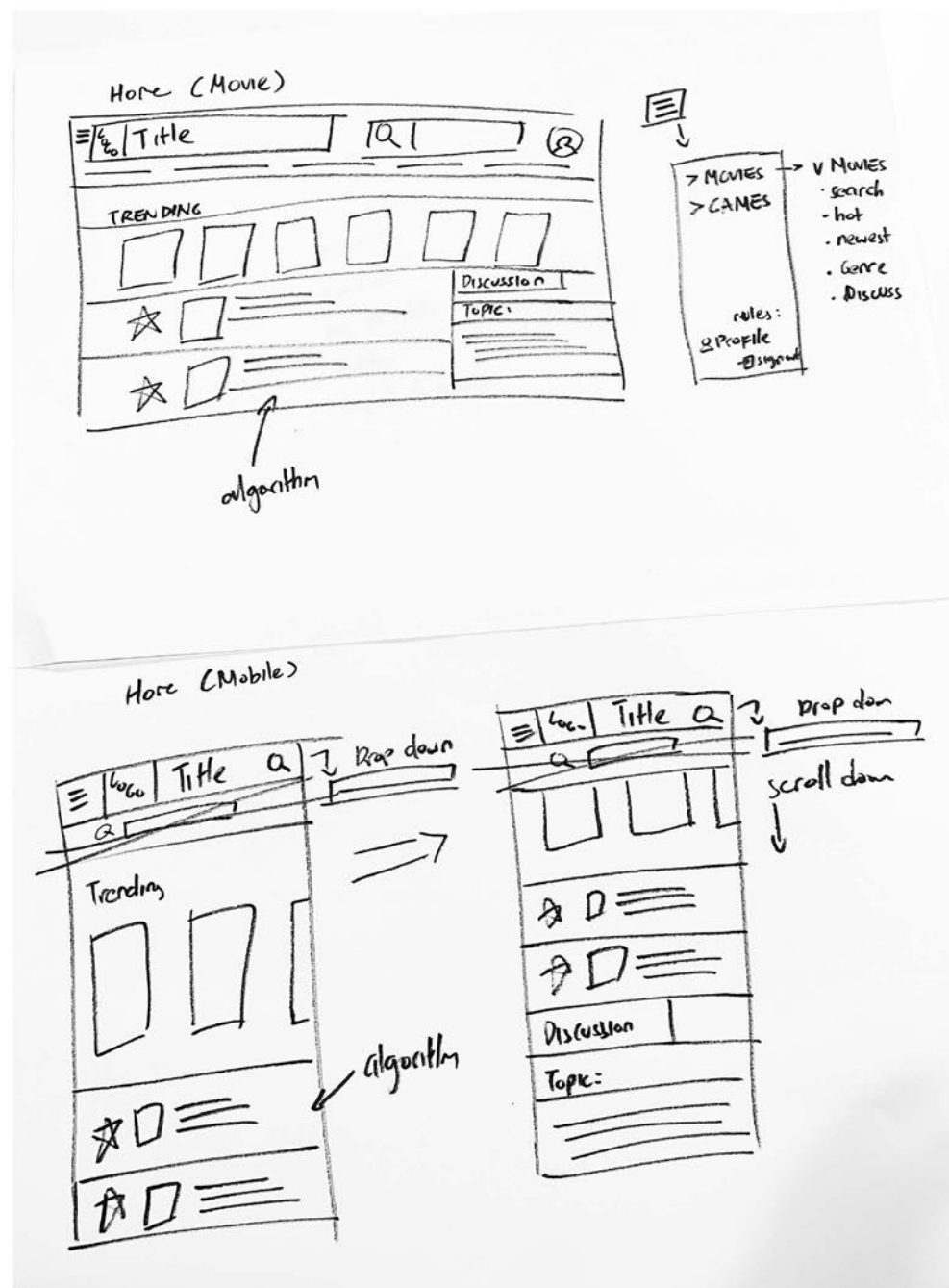




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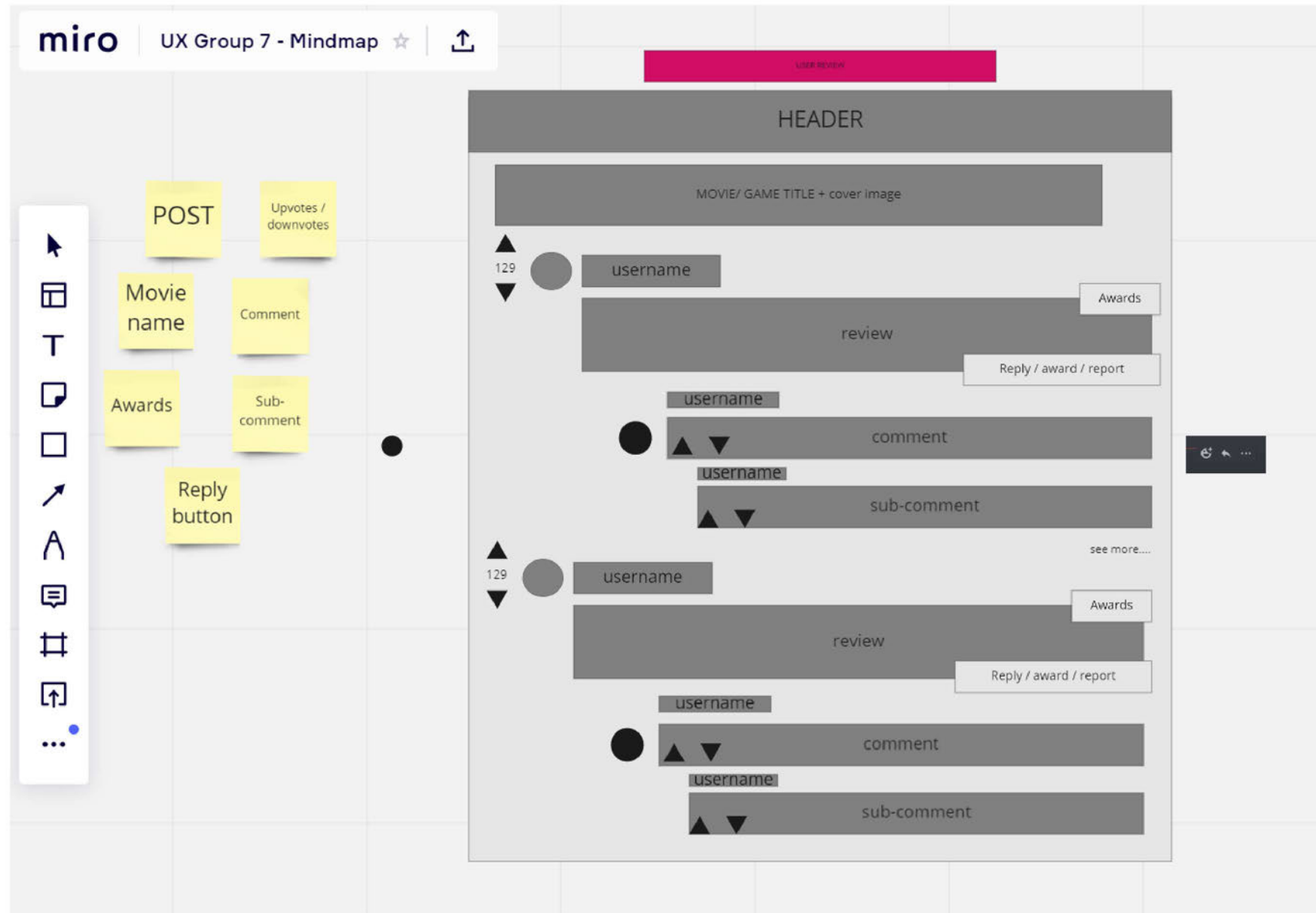
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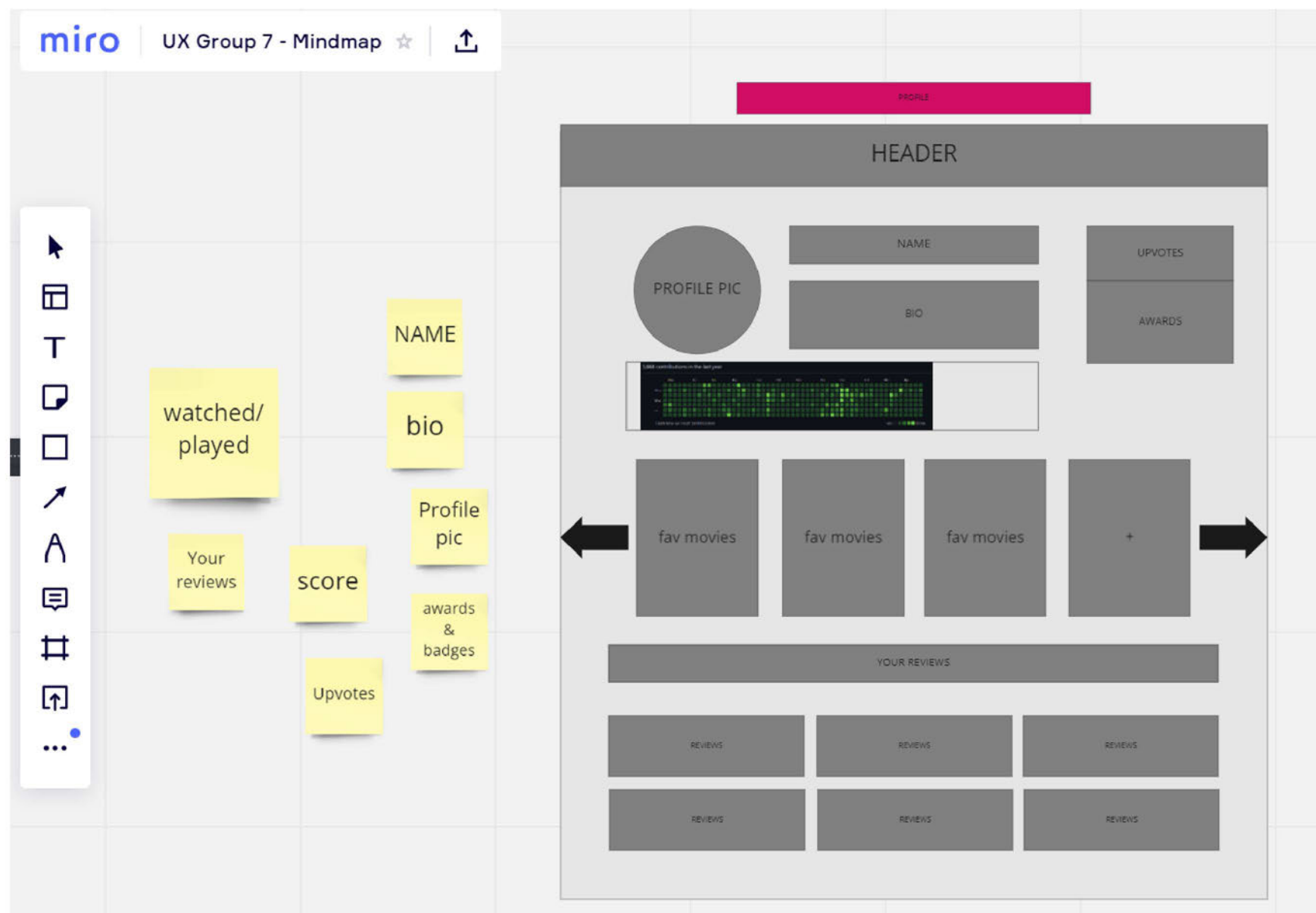
# DESIGN ARTIFACTS

## LO-FI Wire Frames

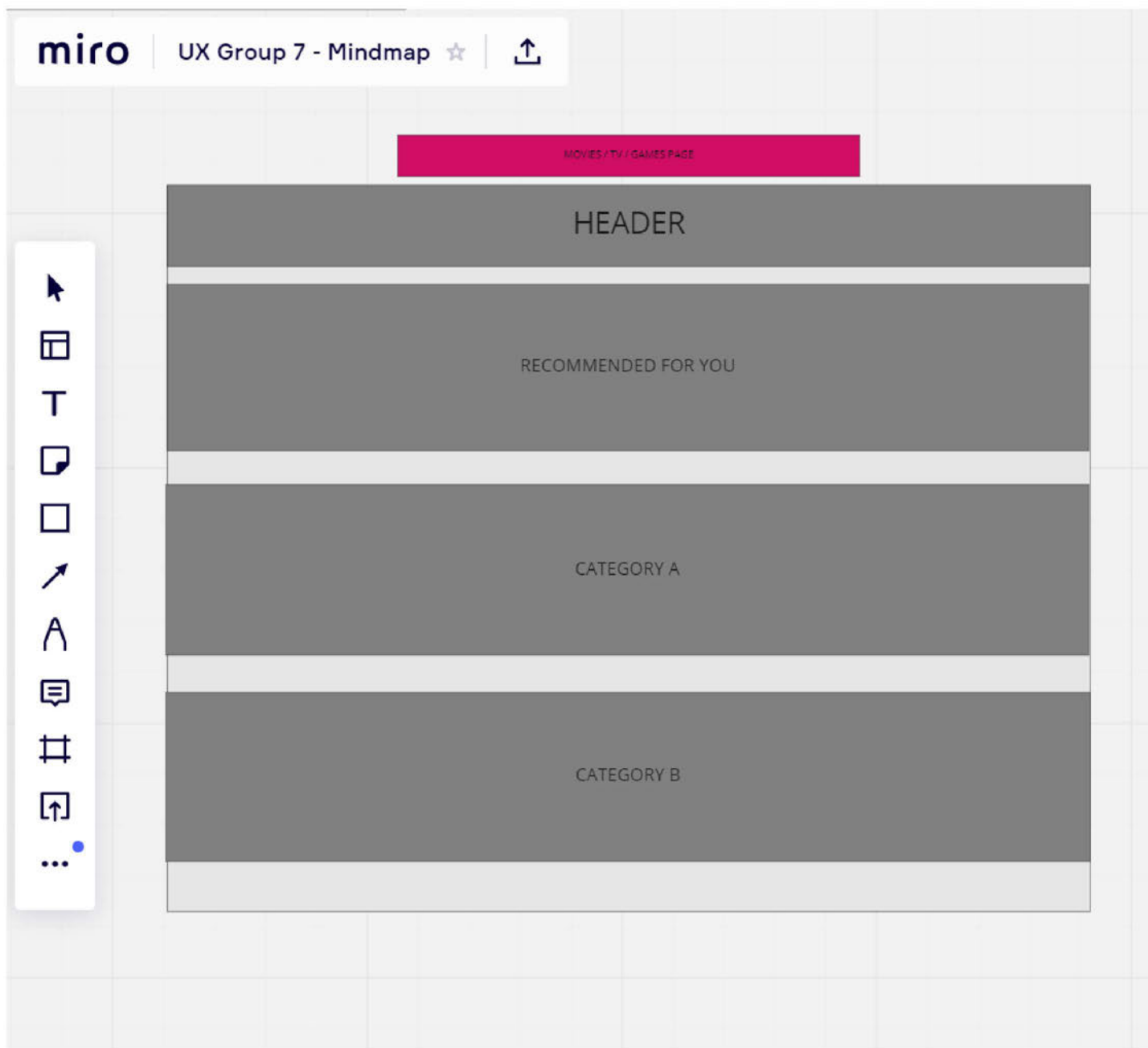


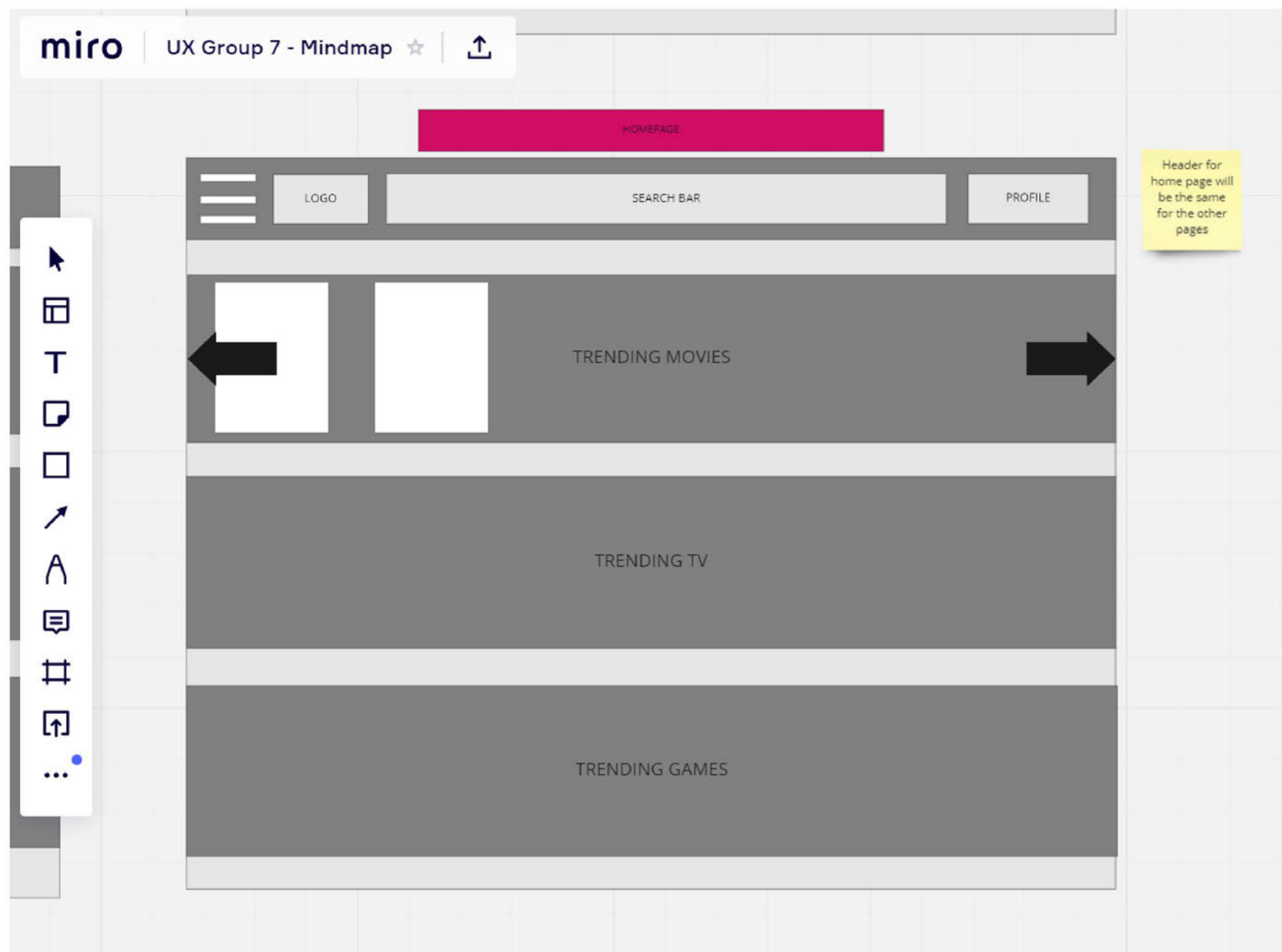
# DESIGN ARTIFACTS

# DESIGN ARTIFACTS

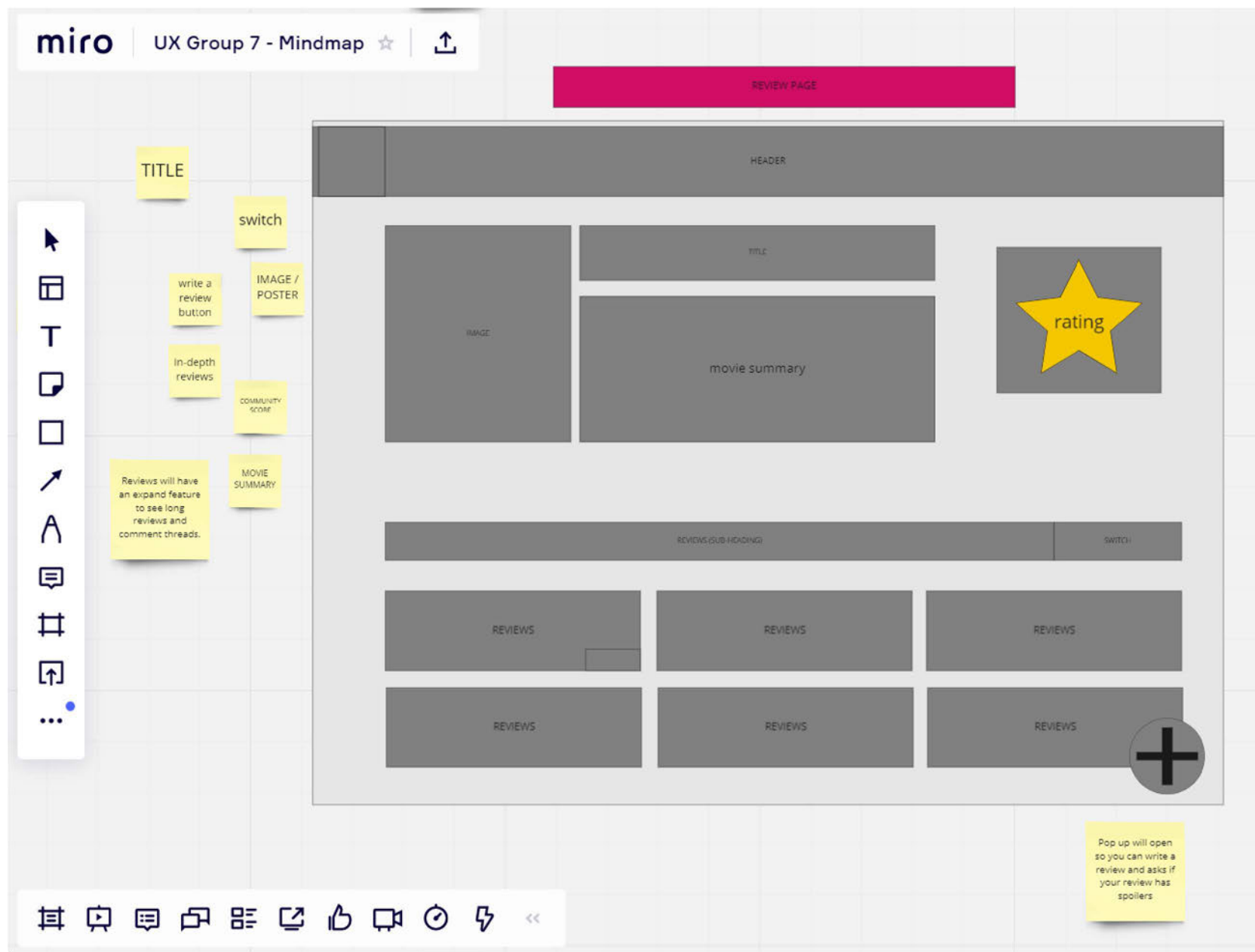


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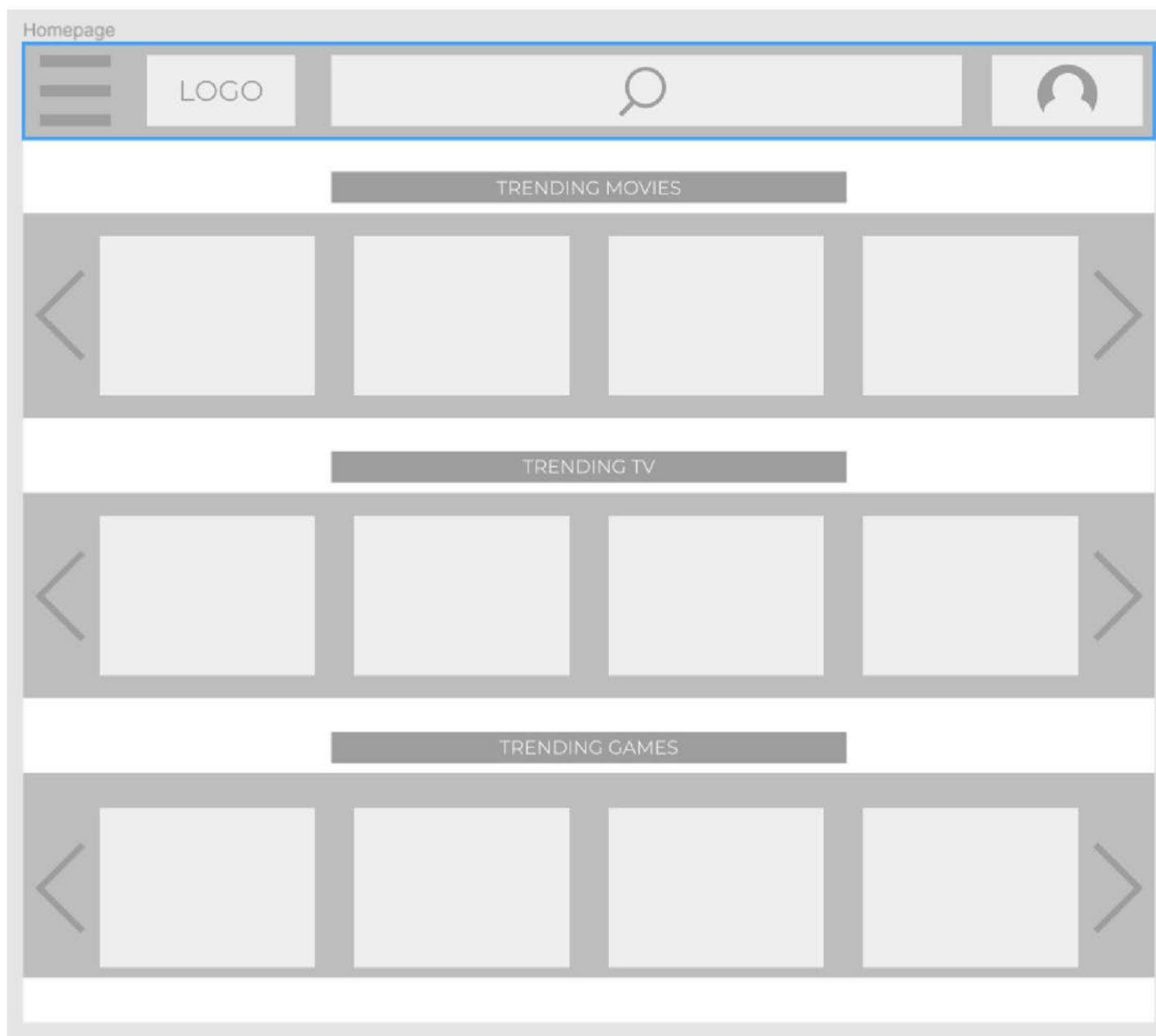






# DESIGN ARTIFACTS

## Homepage

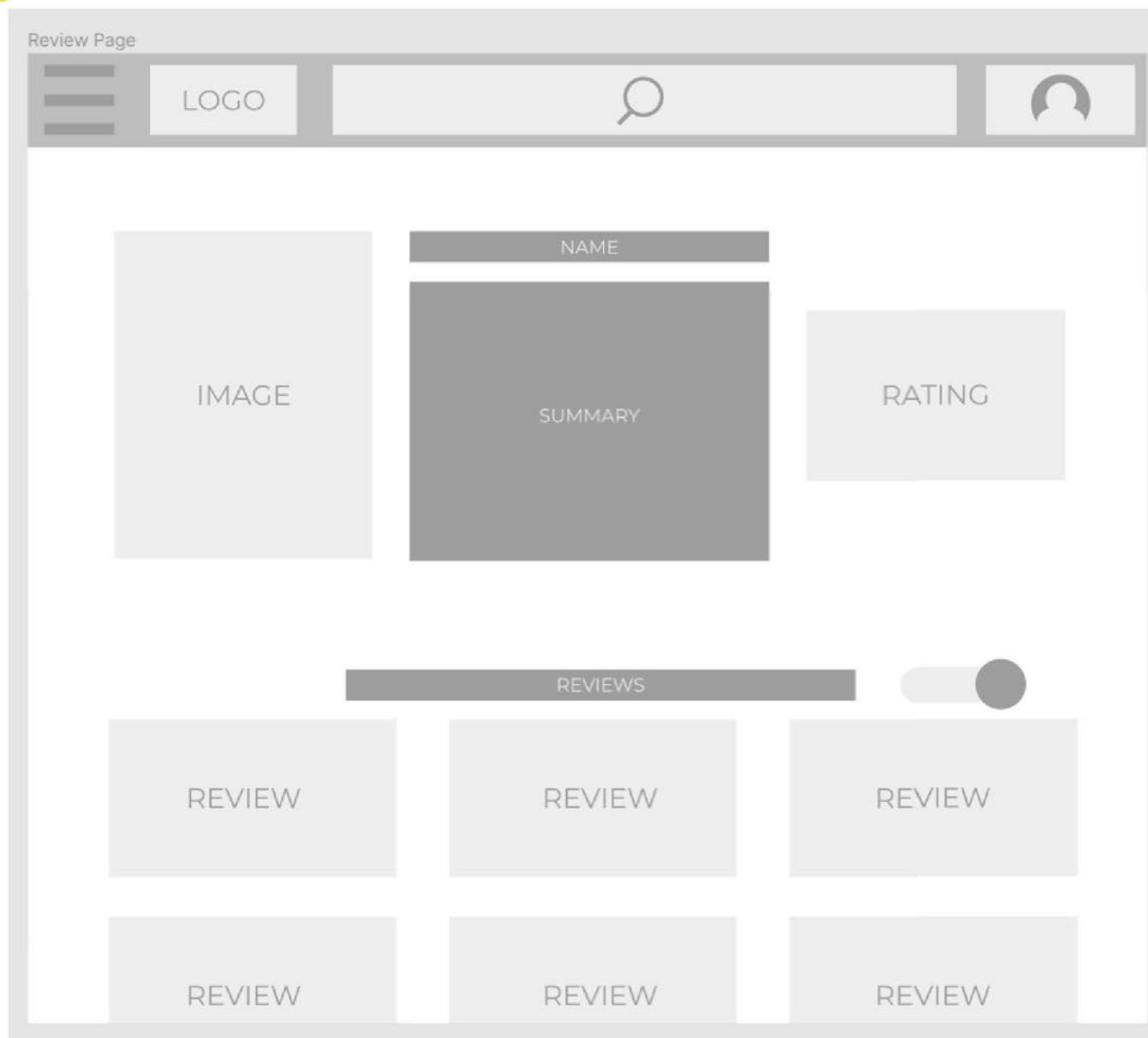


DESIGN ARTIFACTS

## Profile

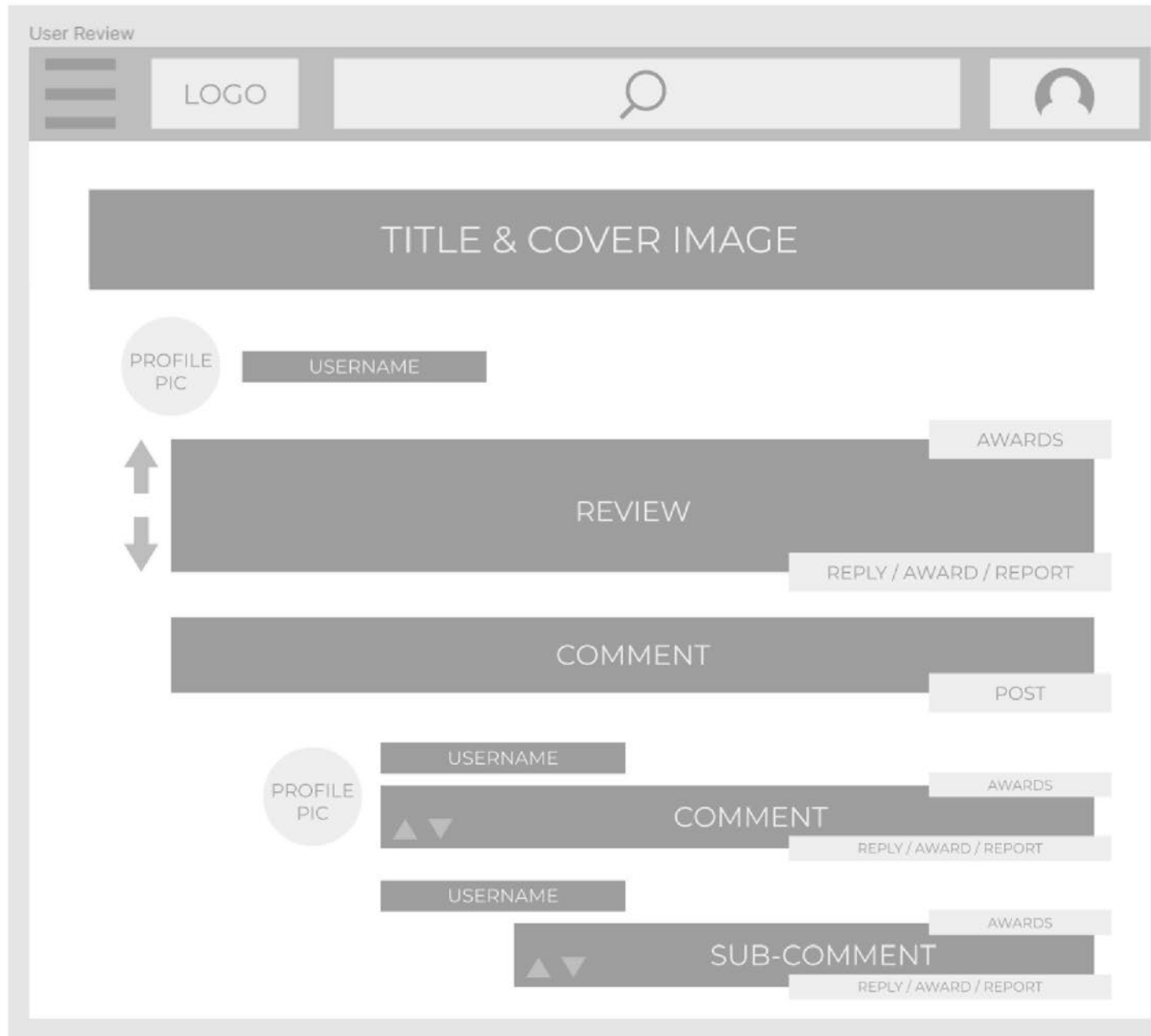


## Review Page





## User Review



# DESIGN ARTIFACTS

## Reflections on early-stage prototype

With the insights and opportunities we had from research age, it's much easier to put our review platform design into quick lo-fi wire frames. We are rather open at this stage, and put as many as ideas on paper, then discuss our design choices.

DESIGN ARTIFACTS

## My Role

Our group is rather collaborative, so far, we did most of the work as a team, including design survey sheet, interview questions, prototyping and so on. We have a regular meeting every Wednesday, and in that we discuss on-going work and plan next steps. For myself, so far, I conduct 4 of the total 8 interviews in user research part, recorded them and transcribed entire interviews into text.

## Next Steps

Our team is on track so far, so we will stick to the timeline made at the beginning.

	7-May	14-May	21-May	28-May	4-Jun	11-Jun
Create low-fidelity wireframe prototype						
Review and discuss wireframe internally, discuss possible changes						
Based on wireframe and insights, craft paper prototype						
Test paper prototype on potential users - 4x, Gather feedback						
Benchmark progress so far against initial research and insights						
Based on analysis, begin crafting high-fidelity prototype						
Complete high-fidelity prototype, continue to review						
Prepare final project presentation						
FINAL PROJECT PRESENTATION						