

# MOVIE COLLECTION VIEWER APPLICATION

## The Story

Users may have significant collections of movies, consisting of DVDs and Blu-rays. It is possible for such collections to have grown out of control to track in one's head or manually.

The need has been identified for an application that can be used to help keep track of what movies have already been acquired to help support purchase decisions and to identify which movies are available for loaning out with some support for identifying such items by genre such as westerns, dramas, comedies etc.

In order to be fully usable, this information should be accessible on the move using mobile devices.

The applicable generic segments of appeal could be for any users of collections who wish to discuss and share them with others. This could include collectors of such items as books, comics and computer / video games as well as the primary use targeted of movie collections.

We are specifically positioning an application most suitable for individuals who only need to maintain fairly minimal information about the items in the collection as this is more of a hobby than a big time commitment.

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## PERSONA



### Dave Madill

Movie Fan

“ I greatly enjoy collecting movies and sharing them with my friends and colleagues”

#### ABOUT

63 years old, married with children and grandchildren

Long history with traditional IT. Interested in newer technology but not as comfortable with it.

Likes to be respected as a source of information about movies and TV shows.

Uses mobile devices (IPADS and iPhone) but not as comfortable with them as older technology

#### WORKS WITH

Business colleagues primarily in technology and accounting  
Social network is extensive and includes people from many backgrounds

#### JOB RESPONSIBILITIES

- I help clients in various industries develop business solutions leveraging that benefits and facility providing by emerging technology.
- I help clients identify the risks and benefits involved in moving business processes from existing technology to newer technology
- I need to be able to demonstrate the benefits that can be obtained in example scenarios that can be easily identified and appreciated by customers and colleagues.

#### NEEDS

- I need to be able to determine whether I already have acquired a movie when I am out and about shopping
- When someone is interested in borrowing a movie, I need to be able to determine whether I have it in my collection and whether it is currently available.
- When someone is interested in movies of a particular genre, I need to be able to identify what I have that might be of interest to them

#### MAIN GOALS

- Avoid duplication in purchase of movies
- Help to identify movies in collection which may be of interest to third parties
- Identify which movies are currently available and not on loan

#### PAIN POINTS

- Frequently purchasing duplicate movies because of inadequate information on collection
- Unable to easily identify which movies are on loan and which are on hand.
- No way to easily identify movies in collection by type that might be of interest for viewing.
- Currently have no easy way to access additional information on movies in collection.

## POINT OF VIEW

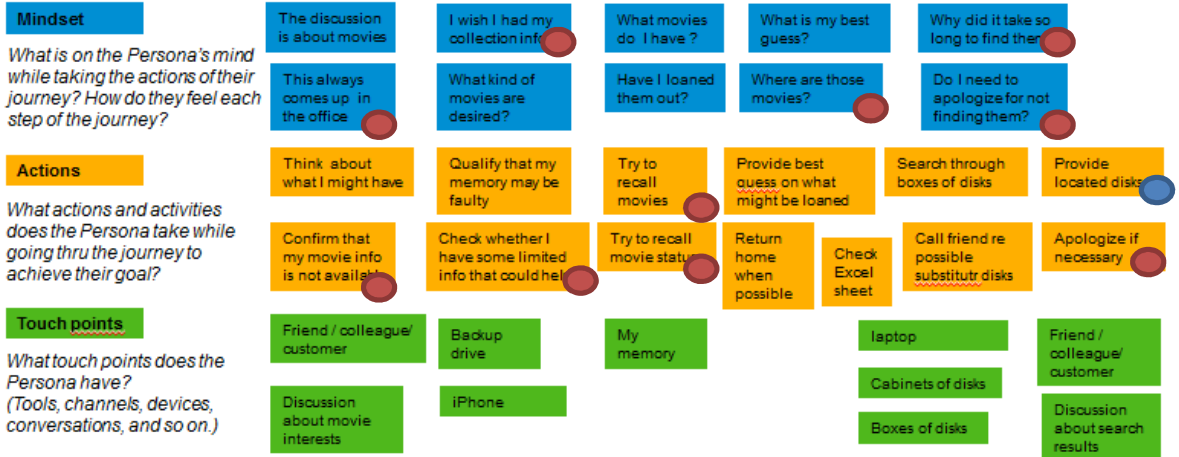
Dave, the movie fan, needs a way to access information about his collection on the go so that he can reliably identify, commit, find and loan movies to friends, colleagues and customers.

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## Networking with Friends and Customers Movie Request

### Current User Experience Journey

Duration of the Journey: 3 hours



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## Mockup


The link for accessing the mockup is as follows (Copy and paste the link into your browser)







[https://standard.experiencesplash.com:443/api/projects/2744f593a7f4a97f0bad1e0b/prototype/snaps-hot/latest/index.html#/1458195347093\\_SO](https://standard.experiencesplash.com:443/api/projects/2744f593a7f4a97f0bad1e0b/prototype/snaps-hot/latest/index.html#/1458195347093_SO)

The initial Movie listing screen is as follows

Dave's Movie Collection

Movie Listing



Icon	Title	Genre	Blu-Ray / DVD	Movie/TV
	American Horror Story: Asylum	Horror	D	T
	American Horror Story: Season 1	Horror	D	T
	Bridge of Spies [Blu-ray + DVD + Digital HD] (Bilingual)	History	BD	M
	Cloud Atlas [Blu-ray/DVD, 2013, Canadian]	Fantasy	BD	M
	Hercules (Extended Cut) [Blu-ray + DVD + Digital Copy] (Bilingual)	Fantasy	BD	M
	Kill Bill - Volume One [Blu-ray]	Action	B	M

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The user can select a movie and see the following Detail screen



Clicking the return arrow in the upper left will then return the user to the Movie Detail display.

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## The Study

The study has been published and can be accessed at the following link.

<https://standard.experiencesplash.com/home/projects/2744f593a7f4a97f0bad1e0b/research/participant/b10cda9ec12ed38e0bae6451>

## The Video Demonstrating the Developed Application

The Youtube video showing the final developed application may be viewed at the following URL

Please ensure that you have audio turned on to hear the descriptions.

<https://youtu.be/EZl6KZXH6k0>