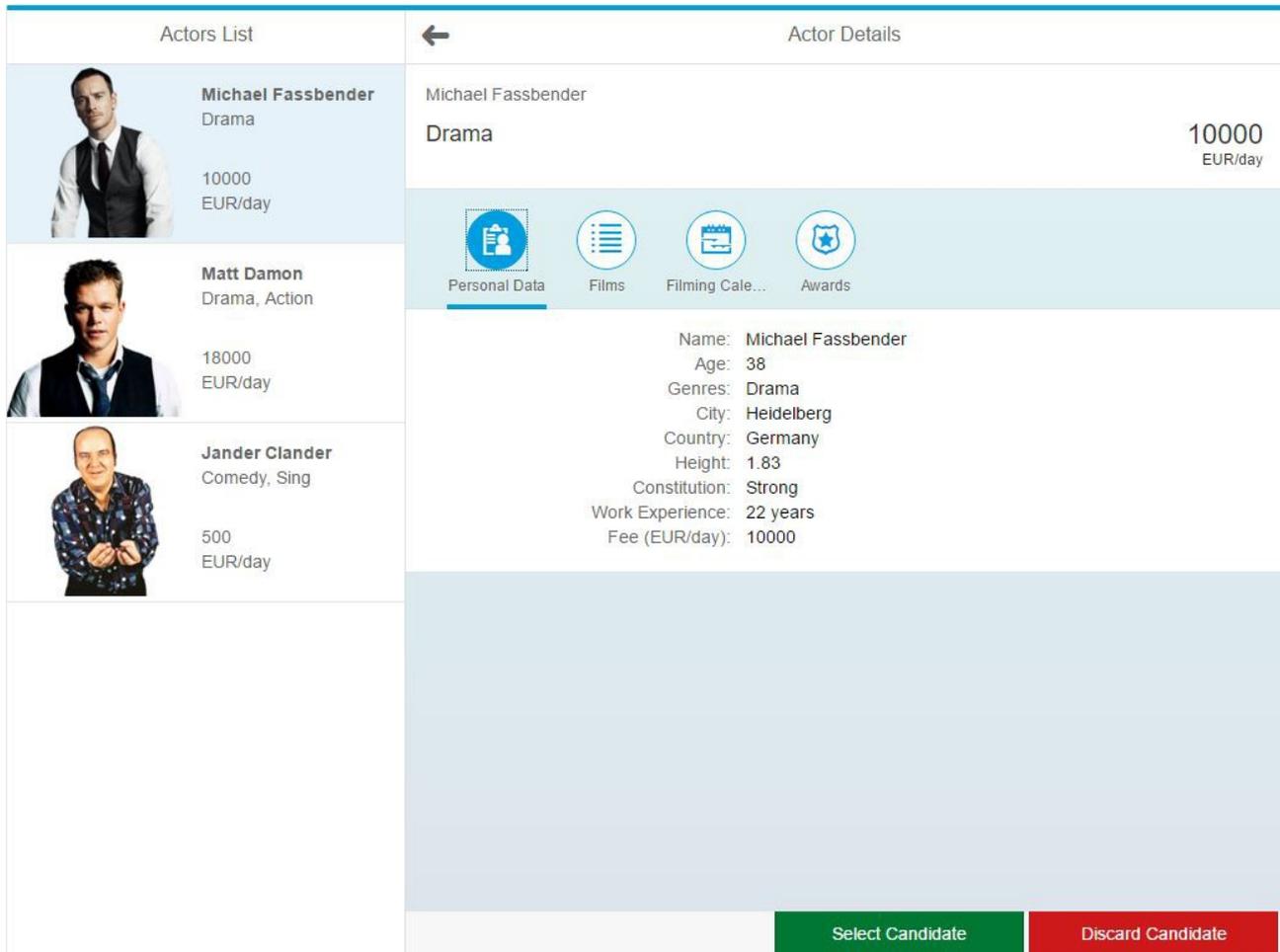


Casting Director App

A Master-Detail design with a Custom List. The list items have a profile photo and basic information about the actor. The list is scrollable.



In the detail view there are 4 tabs, a back button and 2 buttons for select or discard a candidate.

In the Personal Data tab there are personal information about the actor.

There is a Films tab with a table of films in which the actor has played a role.

Actors List

 **Michael Fassbender**
Drama
10000 EUR/day

 **Matt Damon**
Drama, Action
18000 EUR/day

 **Jander Clander**
Comedy, Sing
500 EUR/day

← Actor Details

Michael Fassbender
Drama 10000 EUR/day

Personal Data **Films** Filming Cale... Awards

Film	Premiere Date	Role
Steve Jobs	Dec 3, 2015	Steve Jobs
Inglourious Basterds	Dec 25, 2009	Lt. Archie Hicox
300	Jan 9, 2006	Stelios
X-Men: Days of Future Past	Jun 20, 2014	Erik Lehnsherr

Select Candidate Discard Candidate

There is a Filming Calendar where the Casting Director can see the filming periods that the actor has busy.

Actors List	← Actor Details
 <p>Michael Fassbender Drama 10000 EUR/day</p>	<p>Michael Fassbender Drama 10000 EUR/day</p>
 <p>Matt Damon Drama, Action 18000 EUR/day</p>	<p>Personal Data Films Filming Cale... Awards</p> <p>From: Jan 2, 2016 To: Apr 6, 2016</p>
 <p>Jander Clander Comedy, Sing 500 EUR/day</p>	
	<p>Select Candidate Discard Candidate</p>

Finally there is an Awards tab to see a list of awards won by the actor.

The screenshot shows a web application interface. On the left is an 'Actors List' with three entries: Michael Fassbender (Drama, 10000 EUR/day), Matt Damon (Drama, Action, 18000 EUR/day), and Jander Clander (Comedy, Sing, 500 EUR/day). On the right is the 'Actor Details' page for Michael Fassbender, showing 'Drama' and '10000 EUR/day'. Below this is a navigation bar with icons for Personal Data, Films, Filming Calendar, and Awards (which is selected). A table below the navigation bar shows award information:

Award	Category	Film
Austin Film Critics Award	Best Actor	Steve Jobs

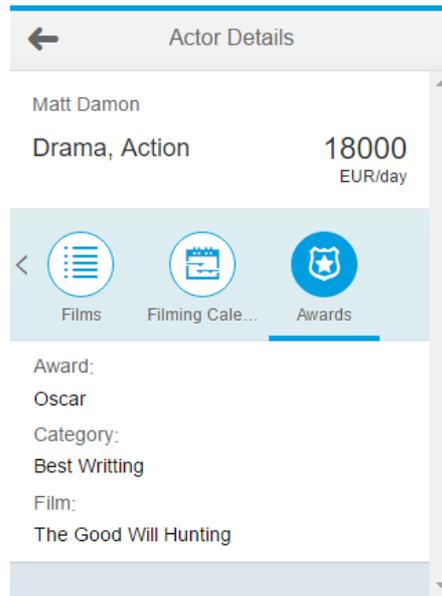
At the bottom right of the details page are two buttons: 'Select Candidate' (green) and 'Discard Candidate' (red).

The app in mobile devices looks like this:

This screenshot shows the 'Actors List' on a mobile device. It features a vertical list of three actors: Michael Fassbender (Drama, 10000 EUR/day), Matt Damon (Drama, Action, 18000 EUR/day), and Jander Clander (Comedy, Sing, 500 EUR/day). Each entry includes a small portrait photo of the actor.

This screenshot shows the 'Actor Details' page for Michael Fassbender on a mobile device. It features a navigation bar with three tabs: 'Personal Data', 'Films' (which is selected), and 'Filming Calendar'. Below the tabs, the details for two films are shown:

- Film: The Bourne Identity
Premiere Date: Jan 1, 2002
Role: Jason Bourne
- Film: The Good Will Hunting
Premiere Date: Oct 12, 1997
Role:



Youtube link:

<https://youtu.be/VOMiuFBGGJs>

User Story

In The Seventh Art world a director has to select actors for every part of the film.

For some major productions, the process of selecting actors for sometimes hundreds of parts may often require specialized staff. While the last word remains with the people in charge, artistic and production, a casting director is in charge of most of the daily work involved in this process during pre-production.

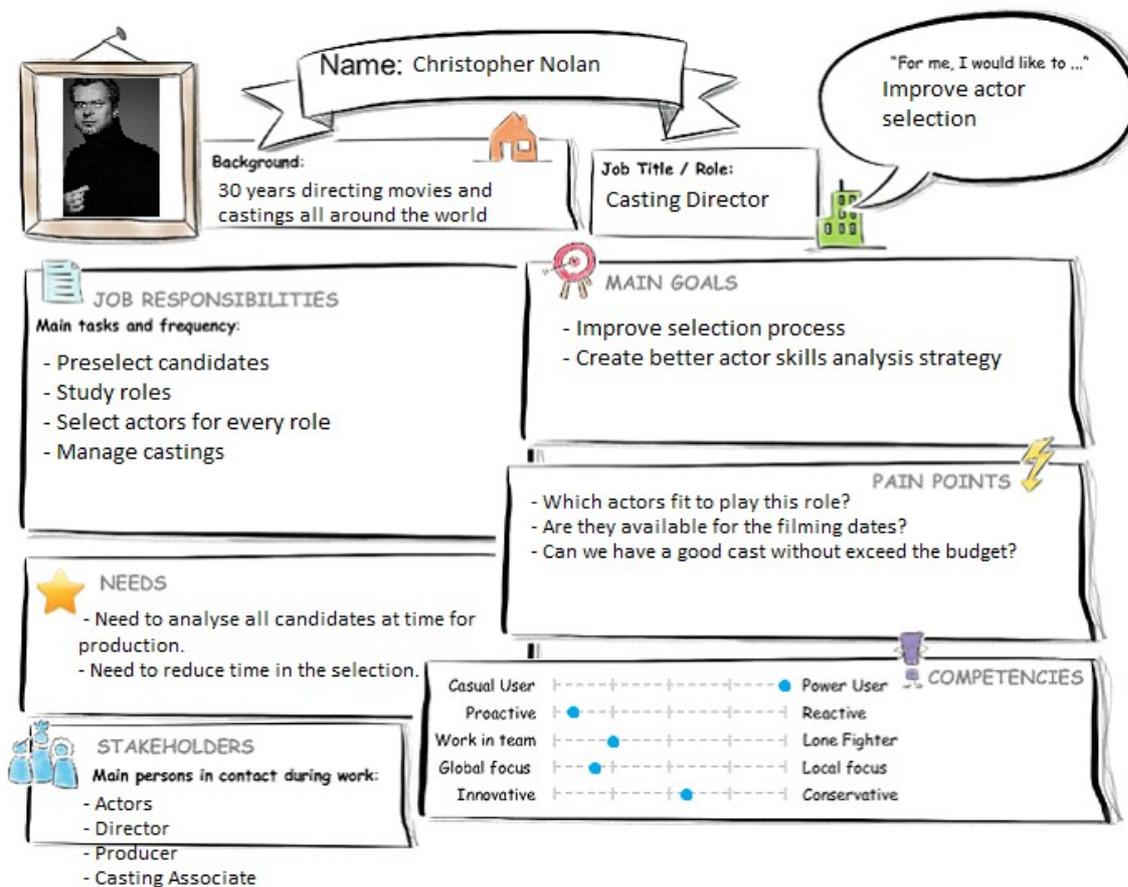
In the pre-production stage the casting director has to decide which players fit best for each role. He can't exceed the limited budget imposed by the producer.

Decisions made by the director/casting director in the pre-production stage are crucial to film a hit movie.

I would like to ease the work of the casting director by offering him important information about the casting actors such as personal information, fee per session, best kinds of roles played, previous roles played, a calendar with free and busy filming days, awards,...

Persona

The person described below is a great movie director.



Point of view

Christopher is a Casting Director who wants to improve the selection process. He prefers to have all the necessary info in one app to reduce his time on data collection so that he can focus on analyse that info before and after every casting. He spends a lot of time to select the best actor to play a role without exceed the budget.

Study

<https://standard.experiencesplash.com/home/projects/150d4f2f5d5f250f0bade474/research/participant/4d8e8e8bb778cad00bb484fa>

User Journey

Current User Experience Journey

Duration of the Journey: 3h

Mindset

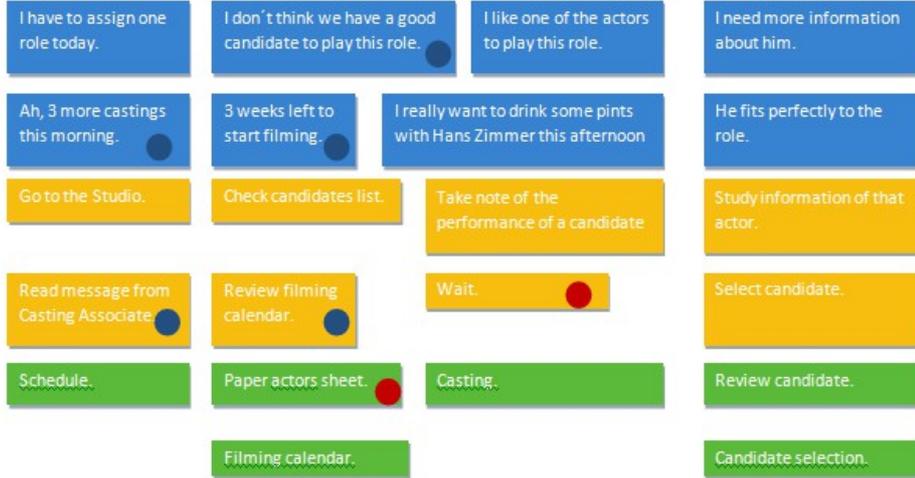
What is on the Persona's mind while taking the actions of their journey? How do they feel each step of the journey?

Actions

What actions and activities does the Persona take while going thru the journey to achieve their goal?

Touchpoints

What touchpoints does the Persona have? (Tools, channels, devices, conversations, and so on.)



● Pain points
● Fail points

Mock-up

The mock-up shows two views of an actor selection interface. The top view displays a list of actors on the left and a detailed view of Michael Fassbender on the right. The bottom view shows the same interface with a table of film roles for Michael Fassbender.

Actors	Actor																										
<table border="1"> <tr> <td>Search</td> <td>Q</td> </tr> <tr> <td>Michael Fassbender</td> <td>10000 EUR/day</td> </tr> <tr> <td>Matt Damon</td> <td>18000 EUR/day</td> </tr> <tr> <td>Jander Clander</td> <td>500 EUR/day</td> </tr> </table>	Search	Q	Michael Fassbender	10000 EUR/day	Matt Damon	18000 EUR/day	Jander Clander	500 EUR/day	<table border="1"> <tr> <td>Michael Fassbender</td> <td>Drama</td> <td>10000 €/day</td> </tr> <tr> <td colspan="3"> <div style="display: flex; justify-content: space-around;"> Personal Data Films Filming Cale... Awards </div> </td> </tr> <tr> <td colspan="3">  </td> </tr> <tr> <td colspan="3"> <p>Name: Michael Fassbender Age: 38 Genres: Drama City: Heidelberg Country: Germany Height: 1.83 Constitution: Strong Work Experience: 22 years Fee (EUR/day): 10000</p> </td> </tr> <tr> <td colspan="3"> <div style="display: flex; justify-content: space-between;"> Select Candidate Discard Candidate </div> </td> </tr> <tr> <td colspan="3"> <div style="display: flex; justify-content: space-between;"> ← Back </div> </td> </tr> </table>	Michael Fassbender	Drama	10000 €/day	<div style="display: flex; justify-content: space-around;"> Personal Data Films Filming Cale... Awards </div>						<p>Name: Michael Fassbender Age: 38 Genres: Drama City: Heidelberg Country: Germany Height: 1.83 Constitution: Strong Work Experience: 22 years Fee (EUR/day): 10000</p>			<div style="display: flex; justify-content: space-between;"> Select Candidate Discard Candidate </div>			<div style="display: flex; justify-content: space-between;"> ← Back </div>		
Search	Q																										
Michael Fassbender	10000 EUR/day																										
Matt Damon	18000 EUR/day																										
Jander Clander	500 EUR/day																										
Michael Fassbender	Drama	10000 €/day																									
<div style="display: flex; justify-content: space-around;"> Personal Data Films Filming Cale... Awards </div>																											
																											
<p>Name: Michael Fassbender Age: 38 Genres: Drama City: Heidelberg Country: Germany Height: 1.83 Constitution: Strong Work Experience: 22 years Fee (EUR/day): 10000</p>																											
<div style="display: flex; justify-content: space-between;"> Select Candidate Discard Candidate </div>																											
<div style="display: flex; justify-content: space-between;"> ← Back </div>																											
<table border="1"> <tr> <td>Search</td> <td>Q</td> </tr> <tr> <td>Michael Fassbender</td> <td>10000 EUR/day</td> </tr> <tr> <td>Matt Damon</td> <td>18000 EUR/day</td> </tr> <tr> <td>Jander Clander</td> <td>500 EUR/day</td> </tr> </table>	Search	Q	Michael Fassbender	10000 EUR/day	Matt Damon	18000 EUR/day	Jander Clander	500 EUR/day	<table border="1"> <tr> <td>Michael Fassbender</td> <td>Drama</td> <td>10000 €/day</td> </tr> <tr> <td colspan="3"> <div style="display: flex; justify-content: space-around;"> Personal Data Films Filming Cale... Awards </div> </td> </tr> <tr> <td>Film</td> <td>Premiere Date</td> <td>Role</td> </tr> <tr> <td>Steve Jobs</td> <td>3/12/15 0:00</td> <td>Steve Jobs</td> </tr> <tr> <td colspan="3"> <div style="display: flex; justify-content: space-between;"> ← Back </div> </td> </tr> </table>	Michael Fassbender	Drama	10000 €/day	<div style="display: flex; justify-content: space-around;"> Personal Data Films Filming Cale... Awards </div>			Film	Premiere Date	Role	Steve Jobs	3/12/15 0:00	Steve Jobs	<div style="display: flex; justify-content: space-between;"> ← Back </div>					
Search	Q																										
Michael Fassbender	10000 EUR/day																										
Matt Damon	18000 EUR/day																										
Jander Clander	500 EUR/day																										
Michael Fassbender	Drama	10000 €/day																									
<div style="display: flex; justify-content: space-around;"> Personal Data Films Filming Cale... Awards </div>																											
Film	Premiere Date	Role																									
Steve Jobs	3/12/15 0:00	Steve Jobs																									
<div style="display: flex; justify-content: space-between;"> ← Back </div>																											