

The IMDb logo is centered in the upper half of the image. It consists of the letters "IMDb" in a bold, black, sans-serif font. The letters are set against a bright yellow rectangular background with rounded corners.

IMDb

FINAL PRESENTATION

INFO 331 Team 6 minus 1



02

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References



Client Overview

- Internet Movie Database
- Contains information on movies, shows, actors, directors, etc.
- Some information may include any reviews, news, box office showtimes, or where a title may be streamed online
- As of March 2022, the website has about 10.1 million titles and 83 million different users (Wikimedia Foundation, 2022)



04

User Research





User Research Goals

05



1

Understand how a user receives information about movies and television shows

2

Understand how a user stays updated on new and upcoming box office movies

3

Discover a user's perception and opinion of IMDb

4

Uncover user searching techniques on IMDb

5

Learn about user pain points when looking for information on IMDb's homepage

● User Interview



IMDb Interview

General Questions

Q1. Do you watch movies/tv shows? How often on average do you watch tv/movies?

Q2. How often do you look up the cast members/directors in the movies/tv shows you have watched?

Q3. How do you find movies/tv shows? What are some of the popular platforms you use to find out about movies/tv shows?

IMDb Questions

Q4. Do you know what IMDb is?

Q5. When was the last time you used IMDb?

Q6. How often do you use IMDb? (in a month/year)

Q7. Why haven't you used IMDb?

Q8. Are you more likely to see movies in person or on a streaming platform?

Q1

- Yes, usually an episode of a tv show a day

Q2

- Not super often
- Must be interested in the movie/show to look up this information

Q3

- Instagram & Twitter, and word of mouth
- Doesn't watch anything that no one has already recommended

Q4

- Heard of it, yes

Q5

- Can't recall the last time she has used it

Q6

- Never

Q7

- Doesn't see a usage for it (uses social media instead)

Q8

- No preference
- Based on popularity
- Prefers to see movies sooner rather than later

● Usability Testing



07

Obstacles

1. Cluttered Pages and advertisements
 - a. the advertisements showcases random movies/shows
2. The homepage is really long and requires a large amount of scrolling
3. On the homepage, Disney+ is currently not a promoted platform within the streaming services section

Neutral

1. The user would focus on movies and tv shows when using the navigation bar
2. The homepage is "Decently" organized
3. Thought that "Born Today" section of the homepage was interesting

Positive

1. The headings on IMDb help divide the information into categories
2. Using carousels helped the user view multiple movies at one time
3. The user liked having distinct categories to separate movie/tv show features

03

Personas



08



Sam Mishra
Cinema & Media Student

Caring

Meticulous

Upbeat

Age: 21

Pronoun: He/him/They

Profession: College undergraduate student

Location: Seattle, WA

“

Film is my passion.

Bio

Sam is a second-year student at the University of Washington who is studying Cinema & Media Studies. He grew up watching various movies every weekend with his film buff father. This experience has made him passionate about studying Cinema & Media and hopefully, to produce a hit movie of his own.

Information Needs

- Rating for movies from all around the world
- A range of diverse actors and directors
- A list of popular movies to explore new movies that he hasn't heard before
- A way to quickly find old and/or silent movies

Frustrations & Concerns

- Little to no ways to find out about movies outside of the United States and/or Europe
- Struggles to find indie films and television shows on mainstream platforms

Personality

Extrovert



Creative



Sensing



Judging



Content types

Posting ratings and reviews

In-person conversations in small groups

Pictures and videos of behind the scenes content

Personas



09



Julia Kim Binge Watcher

Outgoing

Adventurous

Analytic

Age: 26

Pronoun: She/her

Profession: Software developer

Location: Seattle, WA

“

What should I watch today?

Bio

Julia is a software developer at Microsoft and often works remotely from home. In her free time, she loves to binge watch different shows from reality TV to Korean dramas. She grew up watching a variety of movies and television shows in both Korean, Chinese and English. She finds watching television shows and movies that have a accurately shows Asian culture very enriching and refreshing.

Information Needs

- Reliable ratings for Korean dramas and some other Asian shows/movies
- Subbing and translation options

Frustrations & Concerns

- Consistently running out of shows to watch
- Struggle to find shows that are not the currently in the top 100
- Struggles to find shows that are available in different languages

Personality

Patient



Ambitious



Critical



Introvert



Content types

Videos of trailers and/or movie reviews

Photos of diverse actors/directors

Text information about upcoming movies/tv shows



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Current Approaches



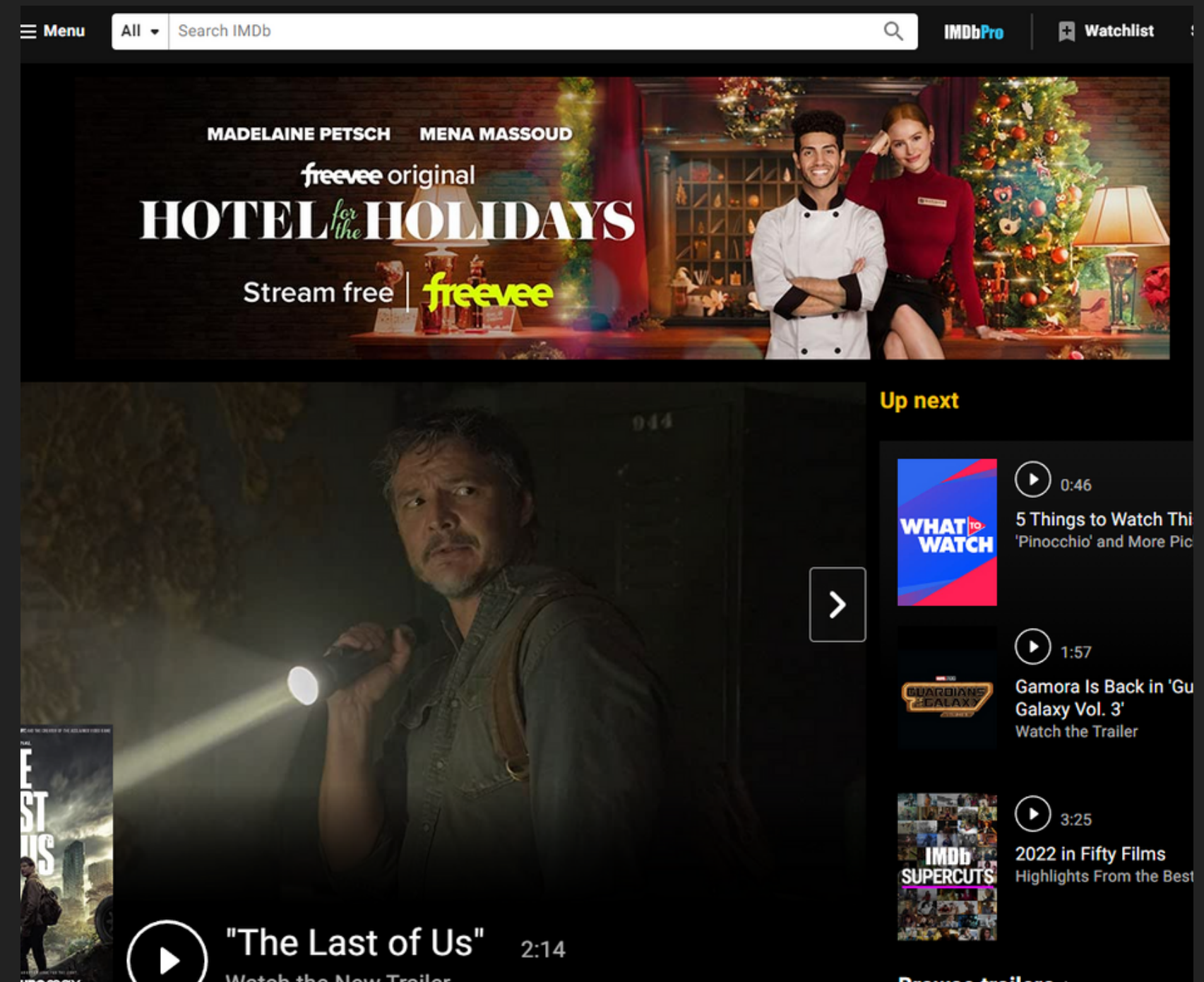
● Current Strengths - Homescreen

- Good website color schemes
- Organization of content
 - Categories of films provided by

IMDb

- Prioritization on modern films
- Promotion of services that compliment

IMDb



● Current Strengths - Search System

- Search Results are kept simple
 - Actor/Actress
 - Film titles
- Filter options are given for users to select
- Search catalog of movies ranging from time periods, genres, and more

Search "chris"

People



Christina Ricci
Actress, Buffalo '66 (1998)



Chris Pratt
Actor, Guardians of the Galaxy (2014)



Chris Hemsworth
Actor, The Avengers (2012)

More results

Search "chris" within...

Movies

TV

TV Episodes

Music Videos

Podcasts

Podcast Episodes

Video Games

Companies

Keywords

Quotes

Plot Summaries

Biographies

- **Current Weaknesses**

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**Organization
System**

**Labeling
System**

● Homescree Organization

The screenshot shows a video carousel at the top of the IMDb homepage. The main video is titled "The 'Wakanda Forever' Stars Answer Our Burning Questions" with a duration of 4:21. To the right, under the heading "Up next", there are three smaller video thumbnails: "Magic Mike's Last Dance" (2:22), "Wakanda Forever' Stars Reflect on the 'Black Panther' Legacy" (2:45), and "Olivia Colman in 'Empire of Light'" (1:35). A "Browse trailers >" link is located below these videos.

Random carousel promoting featured photos that don't serve a meaningful purpose to the user

Featured today

The "Featured today" section contains two rows of content. The first row has a "Photos" button and a video titled "Would You Recognize These Child Stars Today?". The second row features movie posters for "Black Panther 2" and "More New Superhero Releases".

A sponsored advertisement for Cheetos Popcorn, featuring the Cheetos mascot and a "LEARN MORE" button. The word "SPONSORED" is visible in the bottom right corner.

Advertisements that distracts the user from their movie/tv searching goals

What to watch

| From your Watchlist >

Sign in to access your Watchlist
Save shows and movies to keep track of what you want to watch.

Sign in to IMDb

Signed-in user functionality displayed at all times which is unnecessary

Fan favorites >

This week's top TV and movies

The "Fan favorites" section displays a list of six items with their respective posters, ratings, and options:

Title	Rating	Options
Black Panther: Wakanda Forever	★ 7.4	+ Watchlist, ▶ Trailer
Black Adam	★ 7.0	+ Watchlist, ▶ Trailer
All Quiet on the Western Front	★ 7.9	Watch options, ▶ Trailer
Barbarian	★ 7.1	Watch options, ▶ Trailer
House of the Dragon	★ 8.5	Watch options, ▶ Trailer
Bullet Train	★ 7.3	Watch options, ▶ Trailer

● Search Results Page Organization

Results for "Christmas"

Jump to: [Titles](#) | [Names](#) | [Keywords](#) | [Companies](#)

Titles



['R Xmas \(2001\)](#)
aka "Christmas"



[Navidad \(2009\)](#)
aka "Christmas"



[Christmas \(1990\) \(TV Series\)](#)



[Falling for Christmas \(2022\)](#)



[A Christmas Story \(1983\)](#)

View: [More title matches](#) or [Exact title matches](#)

Names



[Rickey Henderson \(Actor, MC Hammer: 2 Legit 2 Quit \(1991\)\)](#)
nickname "Christmas"

View: [More name matches](#) or [Exact name matches](#)

Keywords

[christmas \(9512 titles\)](#)

View: [More keyword matches](#)

Companies

[Gilchrist Management \[au\] \(Mar](#)

[Red Christmas \[au\] \(Production](#)

View: [More company matches](#)

Category Search
Feature is on the side of
the page and can easily
be missed



Category Search

Search for "Christmas" within a specific category:

All

[Name \(actor, writer, director, etc\)](#)

[Title \(movie, TV, video game\)](#)

[Movie](#)

[TV](#)

[TV Episode](#)

[Video Game](#)

[Company](#)

[Keyword](#)

[Plot Summaries](#)

[Biographies](#)

[Quotes](#)

Advanced Search

Create an extremely specific search with a variety of options and filters.

Search

[Advanced Title Search](#)

[Advanced Name Search](#)

● Search System & Labeling



Hamburger menus are traditionally for mobile screens



Labels that lack consistent syntax and predictability with its ordering



🎬 Movies

- Release Calendar
- Top 250 Movies
- Most Popular Movies
- Browse Movies by Genre
- Top Box Office
- Showtimes & Tickets
- Movie News
- India Movie Spotlight

Labels that could be combined into one label

📺 TV Shows

- What's on TV & Streaming
- Top 250 TV Shows
- Most Popular TV Shows
- Browse TV Shows by Genre
- TV News
- India TV Spotlight

📺 Watch

- What to Watch
- Latest Trailers
- IMDb Originals
- IMDb Picks
- IMDb Podcasts

Vague category title

🌟 Awards & Events

- Best of 2022
- Oscars
- Best Picture Winners
- Emmys
- STARmeter Awards
- San Diego Comic-Con
- New York Comic-Con
- Sundance Film Festival
- Toronto Int'l Film Festival
- Awards Central
- Festival Central
- All Events

👤 Celebs

- Born Today
- Most Popular Celebs
- Celebrity News

🌐 Community

- Help Center
- Contributor Zone
- Polls

● Recommendations Overview



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1

Simplify the organization system to increase movie/tv show discoverability

2

Establish verb consistency and label sorting to increase information hierarchy

3

Implement popular search features to increase site familiarity and create an optimal search experience

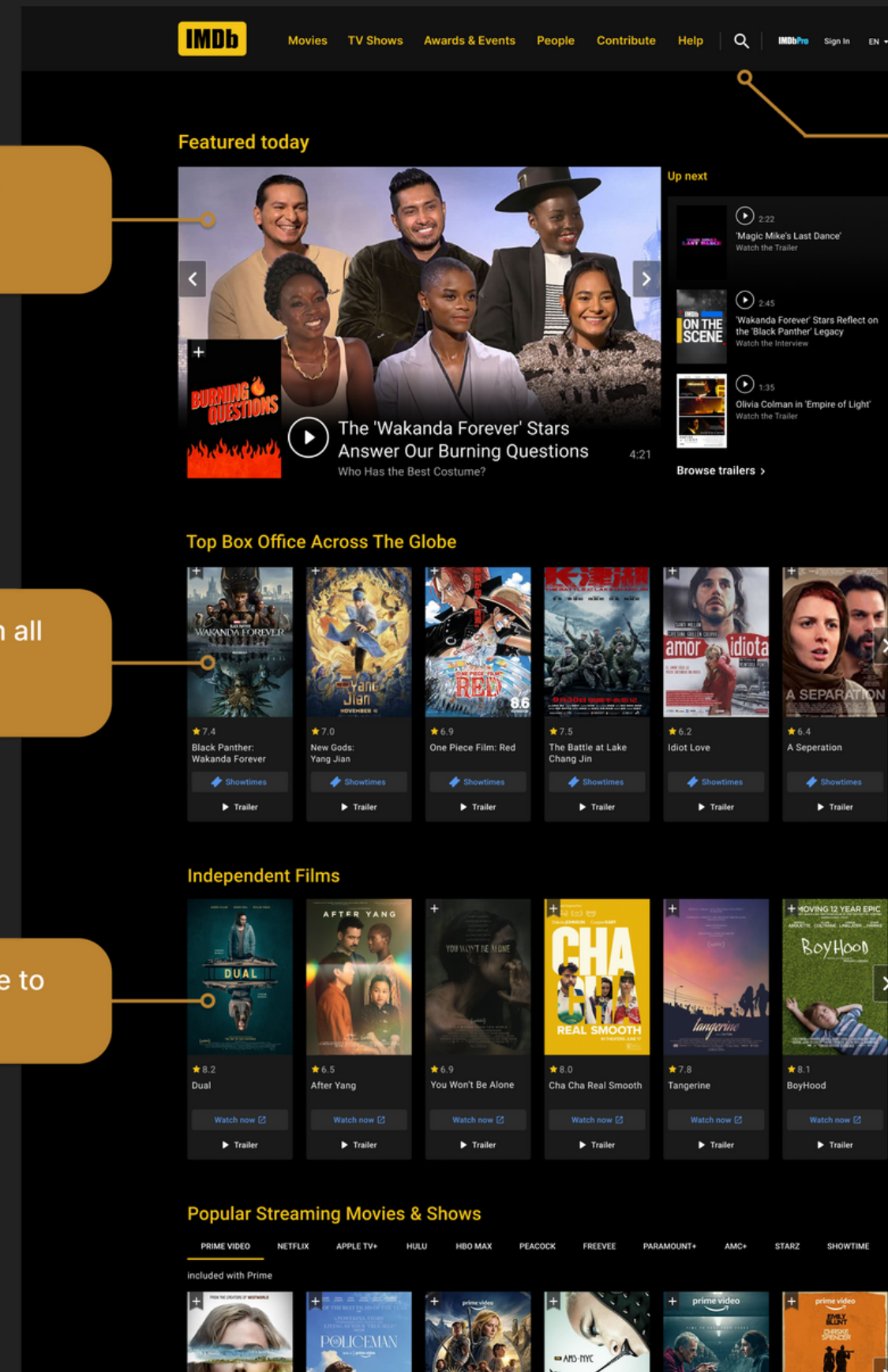
Organization System

- Rearrange current organization schemas for clearer content hierarchy
- Reduce amount of content displayed to avoid overwhelming user
- Move chronological-based and topical-based schemas to top of homepage
 - Quicker access to recent and popular titles
- Incorporate global popular titles in existing content sections for inclusivity and diversity without stereotyping

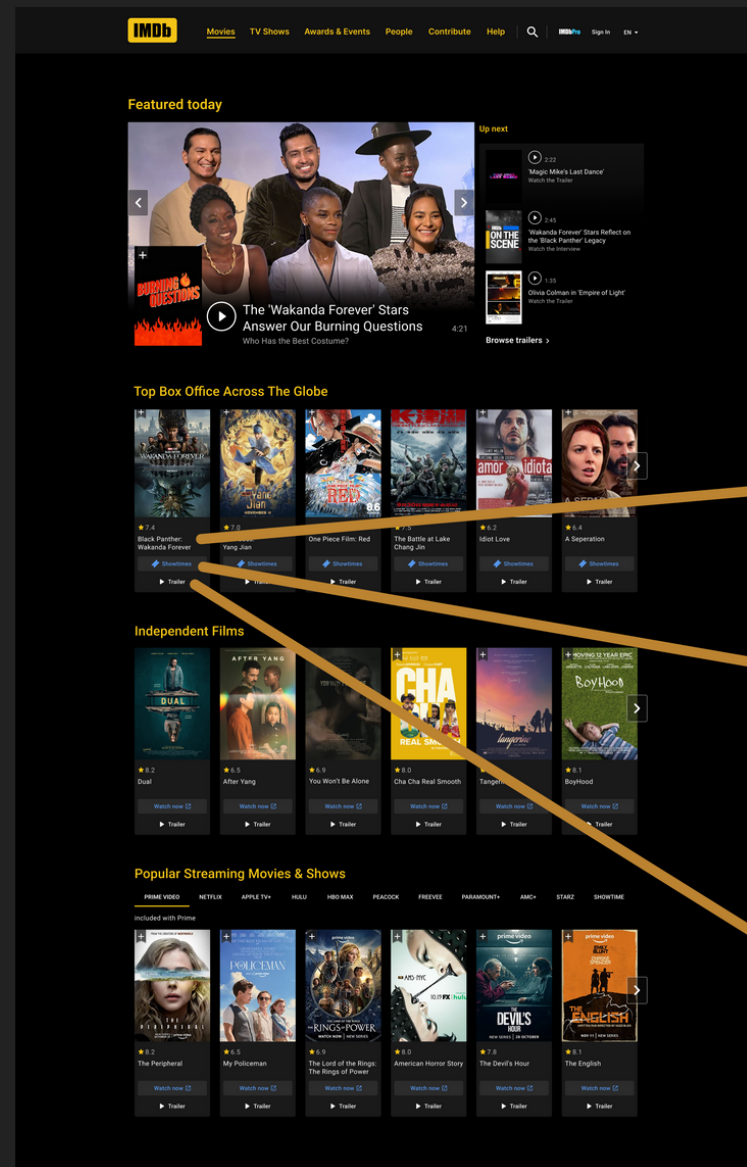
Defined a "Featured today" section + removed unnecessary carousel at bottom

Promote current top box movies from all over the world rather than those exclusively popular in North America

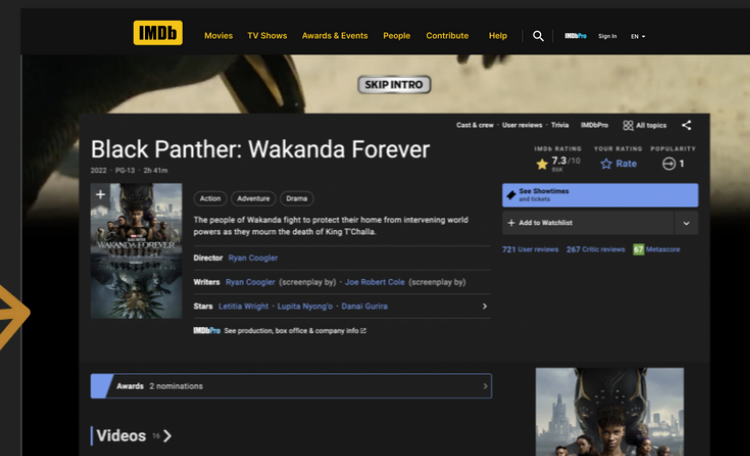
Featuring Indie Films on the homepage to increase traffic towards smaller films



● Movie Page Content Model



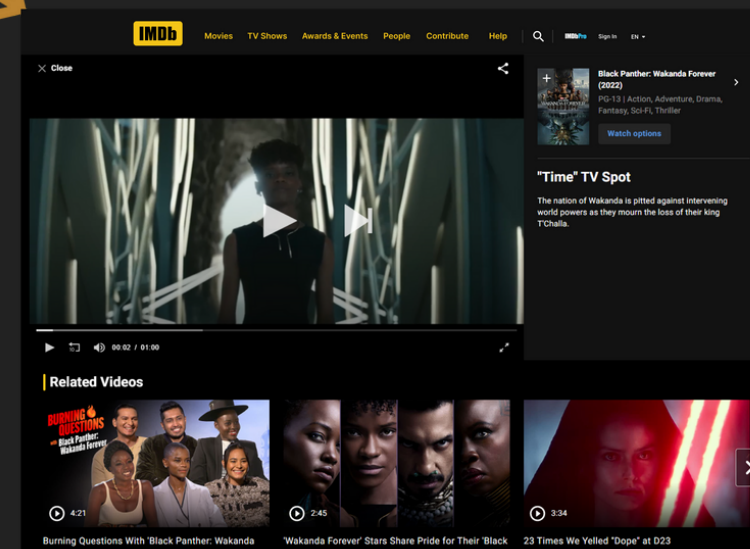
Revised Homepage



Current IMDb Movie Page



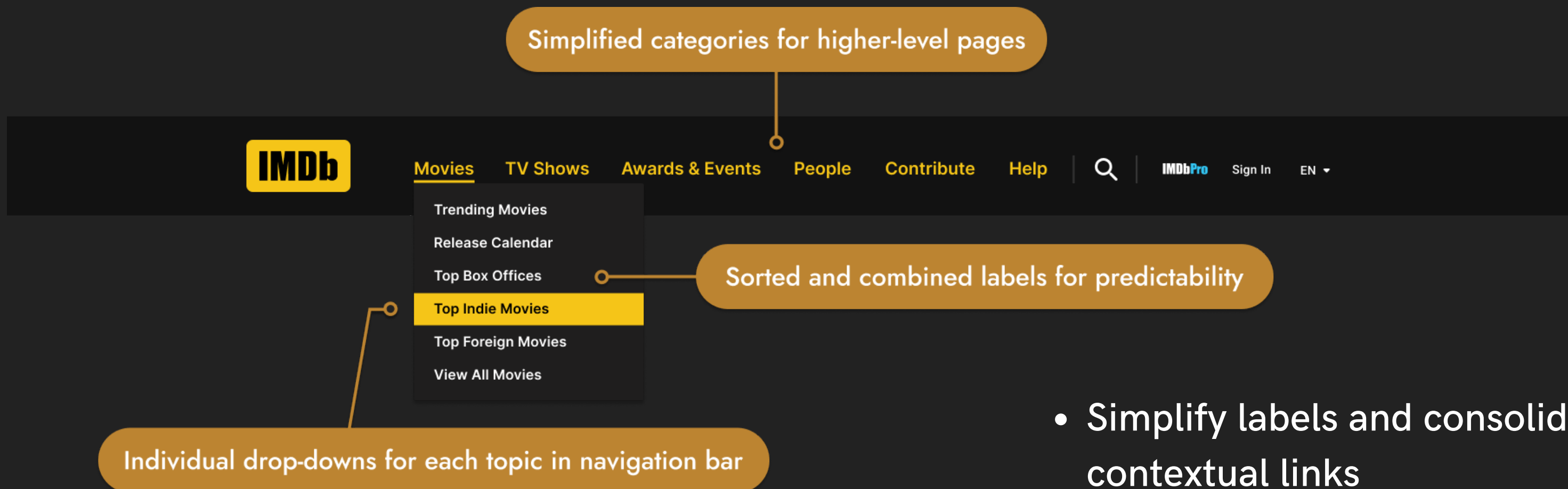
Current IMDb Showtimes & Tickets Page



Current IMDb Trailer Page

- Access a wider variety of movies directly from homepage
- Easier to view information by clicking on individual titles

● Labeling System & Controlled Vocabulary

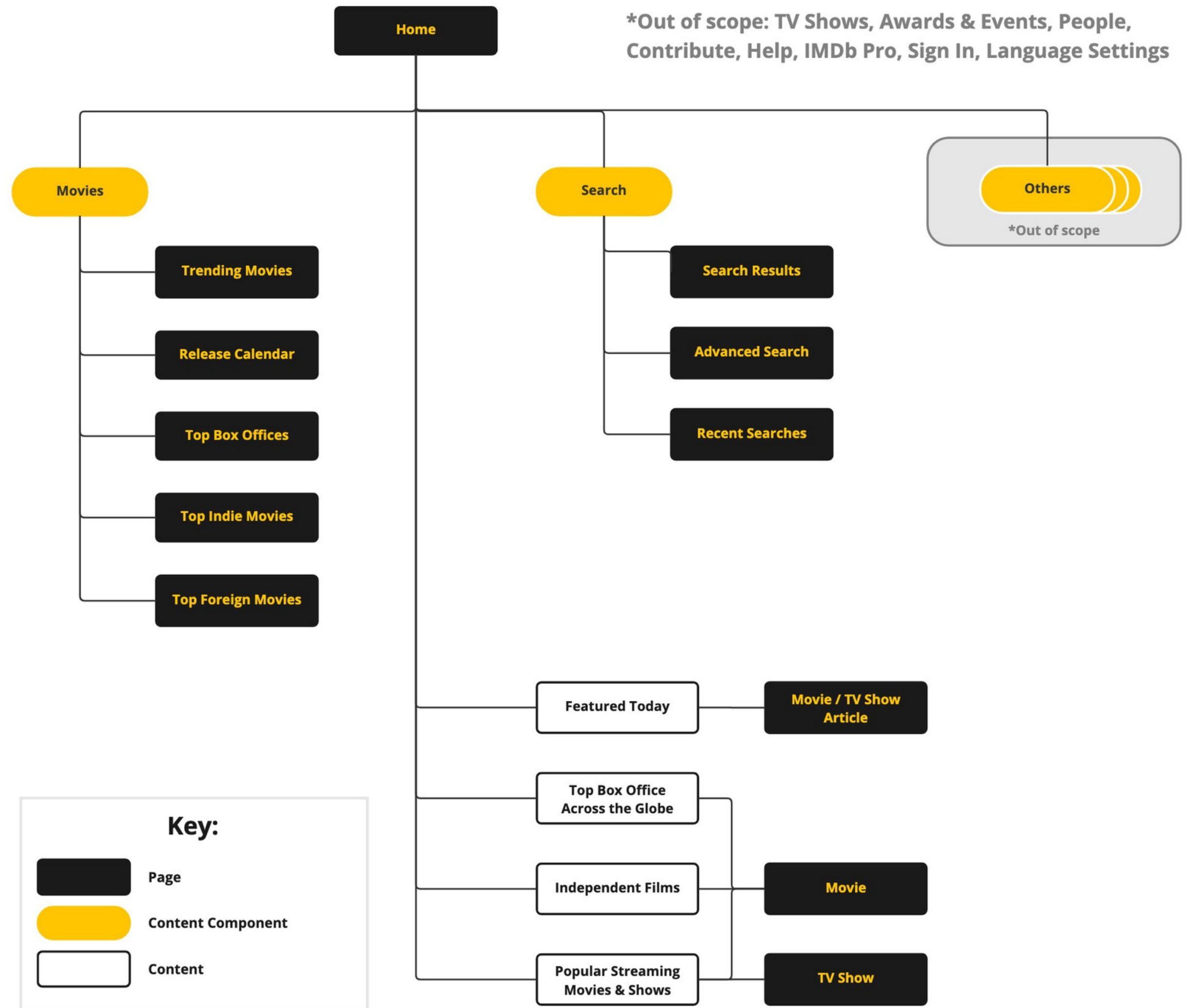


- Simplify labels and consolidate overlapping contextual links
- Generalized vocabulary makes for obvious and effective representation of all content
- Less frustrating for users to navigate throughout site

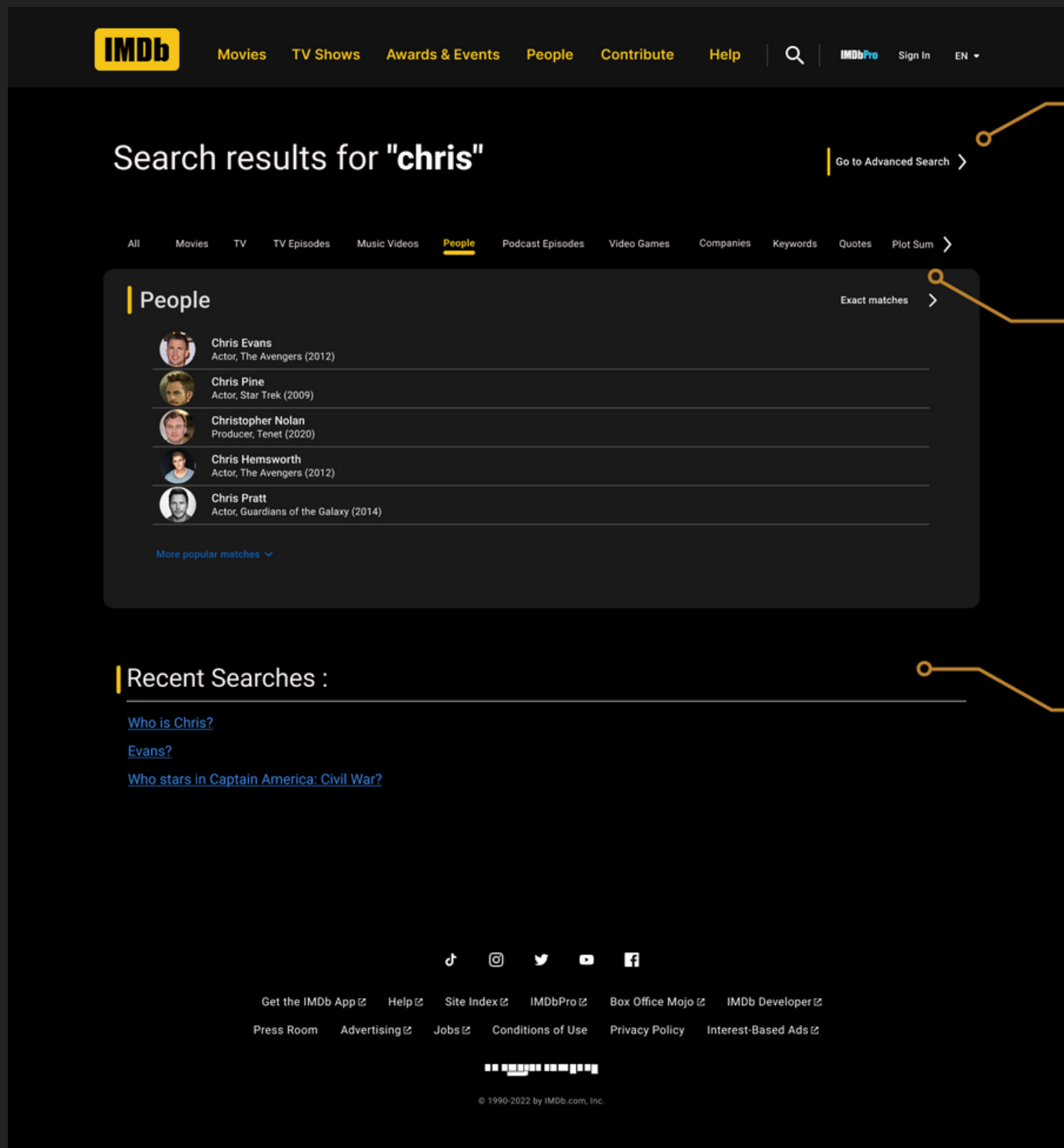
Drop-Down Menu	Synonyms
"View All Movies"	Titles, Films, Short Films, Videos
"Top Foreign Films"	K-dramas, C-dramas, Spanish Films, Bollywood
"Top Box Offices"	Theater, Cinema, Movie Tickets

Sitemap

- Streamline page and content organization
- Prioritize core features on the homepage to ensure users can easily fulfill information needs
- Incorporate distinctive pages and sections highlighting diverse content



Seach System Reecomendation



Moved advanced search to make space.

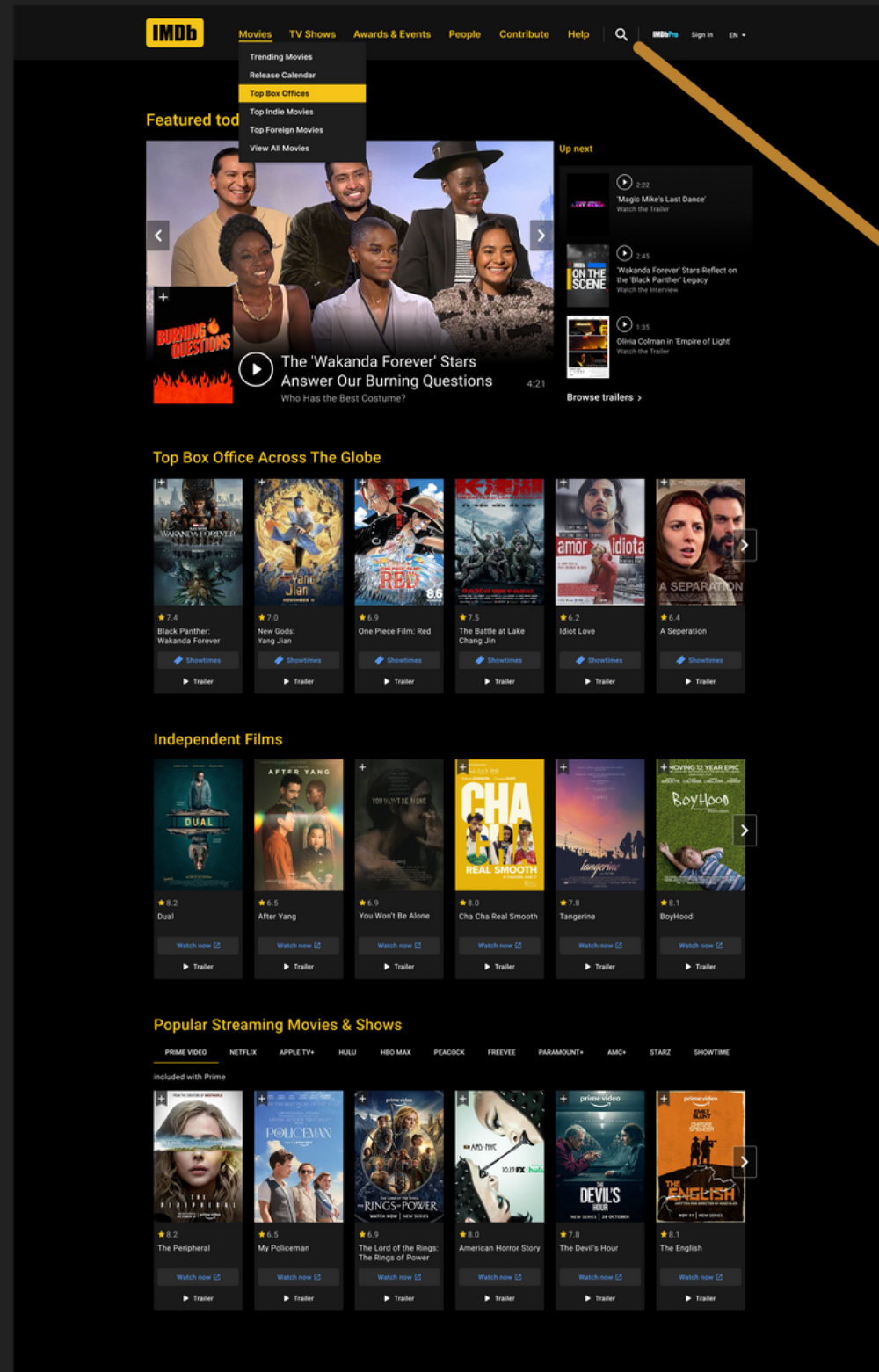
More results was changed to a carousel style of filters to make the options look more visible.

Simplified the recently viewed pages to show recent searches

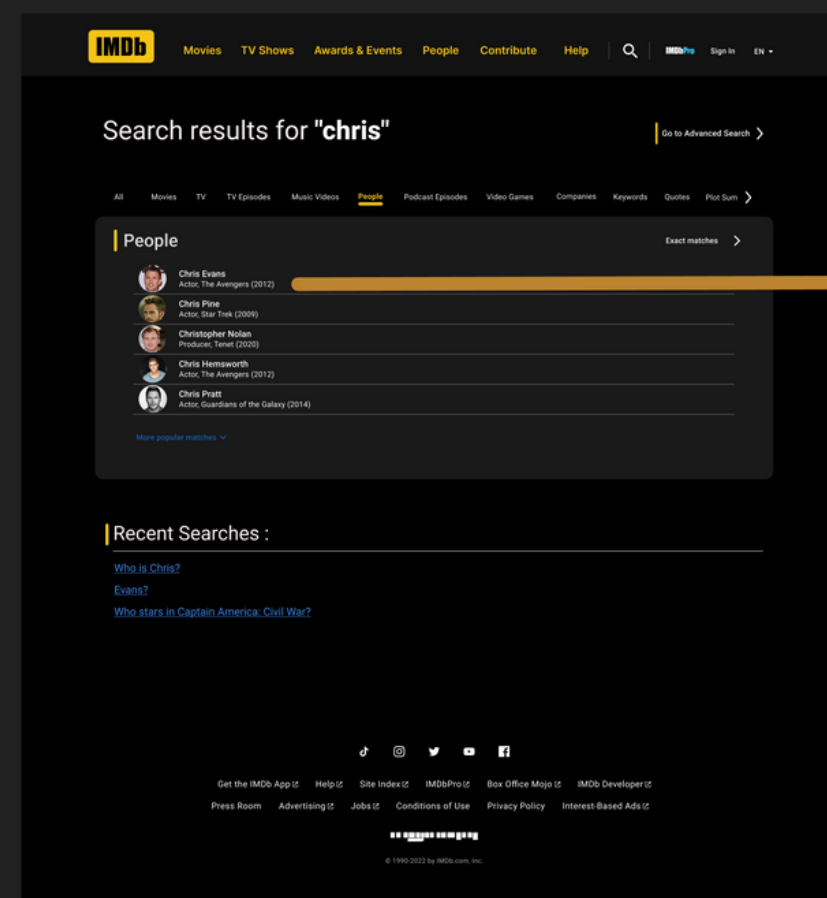
- Color scheme changes
- Rearrange content
- Add "Recent Searches" section for content personalization
 - Encourages user engagement

● Search Results Content Model

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Revised Homepage



Revised Search Results Page



Current IMDb Actor



● Limitations



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- IMDb is an incredibly large database
- Multitude of different categories/subcategories as well as pages and subpages
- Not able to analyze pages for titles, actors, ranking feature, etc.
- Algorithm for featuring movies
- Focus is on inclusivity, general search for movies, and a more efficient user experience on the home page

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THANK

YOU

