The logo for 'POP! MOVIE MATCHER' features the word 'POP!' in a large, red, outlined font. The letter 'O' is replaced by a yellow, cartoonish cloud with a smiling face and three red lines radiating from its base. Below this, the words 'MOVIE MATCHER' are written in a smaller, black, sans-serif font with wide letter spacing.

POP!
MOVIE MATCHER



Kel Rininger

UI/UX

POP! Movie Matcher App

Spring 2022

Overview

Students will conceive, plan, and design a new app for the Apple iPhone (no games allowed). The app to be designed will enhance or improve the users life. It will be the job of the student to research and explain how this app will help or be of service. Students should explore all manners of possible apps that may or may not exist. This is not a redesign of an existing app, nor will a game be accepted as a plausible project. Students will be responsible for a logo, identity, and all design elements as well as all navigation and user interaction.

Deliverables

- » PDF Presentation
- » PDF Process Book & Invision Prototype
- » 1 page 11 x 17 Pitch Board
- » 5 minute In-Class Presentation
- » Process Book (must show evidence of project development, including 10 clearly distinct ideas in sketches and notes)

Learning Objectives

» Design for complex user interaction.

From bluetooth to the accelerometer, the Apple iPhone is a complex system of affordances. Students will design a new iPhone app utilizing as many features and aspects of the device as possible that fit in the scope of the app's intended design and functionality. The student will be responsible for establishing a clear system of signifiers for interaction.

» Small screen design.

Students will have to take in to consideration the iPhones relatively small screen size. Accommodations and constraints to the design will need incorporated in order to maximize the user experience. Simplicity will be key to streamlining the content for accessible delivery.

» Animation.

Animation will need to be considered to help communicate buttons and navigation, interactive elements and sequencing between screens.

» Audio.

Students will have to consider all aspects of the design including audio. Audio will be critical for feedback but might also have various other uses such as establishing mood and tone

1) FOOD STORAGE TRACKER



5) MINE MATCH



2) FOOD STORAGE TRACKER



6) Partner MINE MATCH



3) Sunscreen Reminder
Gettext when weather along



7) Remind Me



9) PICKY EATER



4) Hot Weather Advisory



8) Recipe sharing



10) College Student Handbook



Client

POP! Inc. is an online company focused in the area of movies and entertainment.

Objectives & Priorities

To provide a service that ends the dreaded down-time of trying to decide on a movie and make movie night a little easier.

Target Audience

Groups of multiple people who cannot decide on what movie to watch on movie nights. The demographic is all ages.

Situational Analysis

POP! focuses on the ability to shorten the time required to select movies when going out or staying in. The app would allow users to find common liked movies in their respective groups in addition to making movie night easier all around with specific group roles and the option to make checklists.

Call to Action

A simple interface designed to make movie night easier and the selection process quicker.

Competitors

Which Movie Tonight?
Just Pic Already
Match Movie
Greatflix
Movie Matcher
Date Night Movie
MovieNight App
LOOKIE Movies for Mood
MovieDovie
What2Watch Together?!

Deliverables

Fully designed application
Invision Prototype Presentation
Sample for screens

Mandatories

Company logo
Brand specific formatting

Mandatories

Our metrics of success would be how many people download the app and interact with it regularly.

Competition



1) Which Movie Tonight?

- works with the iMessaging app
- pick two movies for your group chat to vote on
- not an actual app with an icon- just an extension on iMessage



2) Just Pic Already

- Make a list, invite your friends, vote for fave
- includes session IDs
- no way to talk to group



3) Match Movie

- match movies for your nights
- schedule dates/times
- create group based on favorite platform
- swipe interface



4) Greatflix

- Find movies you and your friends both want to watch and make it easier to make a decision on what to watch together
- Scroll & add interface
- more social media-esk



5) Movie Matcher

- Find movies that you and your friends all want to watch together
- swipe through movies to determine likes
- create groups of up to 10 friends and see eachothers likes



6) Date Night Movie

- Find out what movie to watch on date night
- very curated towards couples
- only has movies " chosen specifically to build your relationship and strengthen your love for eachother



7) MovieNight App

- find perfect movie for your movie night
- swipe method
- can only connect one partner to match with



8) LOOKIE Movies for Mood

- reccomends a movie based upon the emotional state you are portraying
- look at screen and then in one second get a reccomendation



9) MovieDovie

- Creates a stack of movies and a share link with a friend
- both friends then swipe to decide on a movie
- only for two people, cannot make groups
- supposed to be able to find a movie in two minutes



10) What2Watch Together?!

- Swipe on content you like
- create a watch group or invite someone to mark what they like
- shared watchlists
- only two people allowed per group



Name: Jennifer Arton
Gender: Female
Age: 17

Occupation: High school student working fast food

Experience Level: Avid lover of movies and loves to go hang out with her friends.

Interaction Experience: Jennifer uses the app with her friends to decide on what movie they want to watch. She often accesses it on her phone. Because her and her friends are so indecisive, she uses the app often.

Goals: Jennifer prefers apps with bright colors that catch her eye that is also easy to use. It is important that the whole process is quick so she can hang out with her friends quicker.



Name: Sarah Martin
Gender: Female
Age: 37

Occupation: Stay at home mom

Experience Level: She loves watching movies with her husband and two kids.

Interaction Experience: Sarah uses the app to make movie time a little less hectic in her house. Her kids really enjoy being able to take part in the movie selection process.

Goals: Sarah loves anything that makes her life easier when dealing with her kids. Her life is very busy as a stay at home mom so apps she uses must be very straight to the point for peak productivity. Wasting time is a big pet peeve of hers.



Name: Leon Reese
Gender: Male
Age: 25

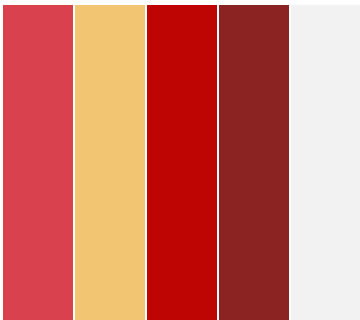
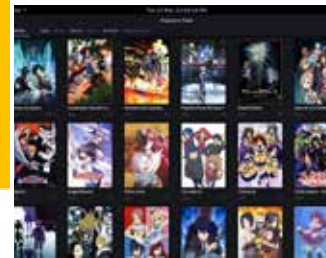
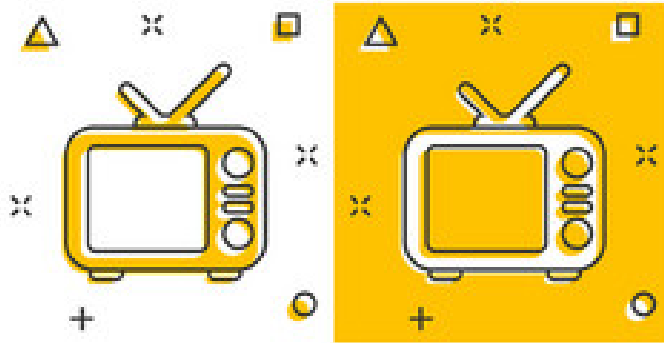
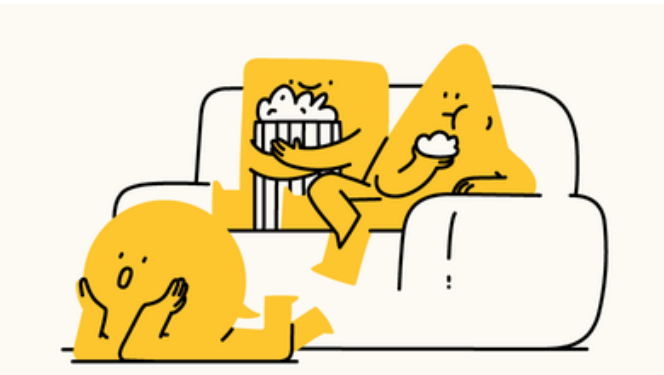
Occupation: Graphic Designer

Experience Level: Doesn't watch movies often, but likes to go on dates to the movies.

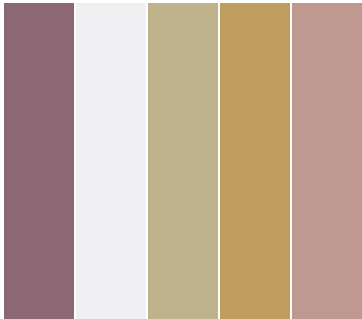
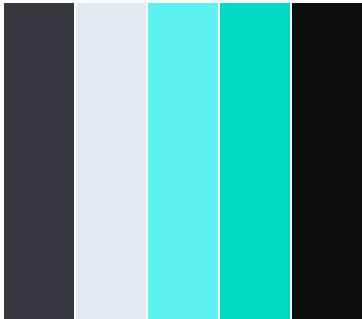
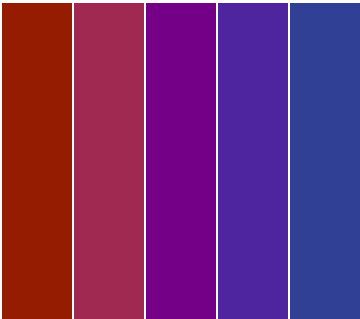
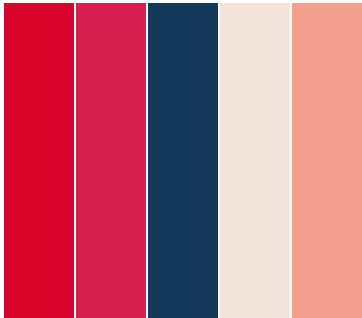
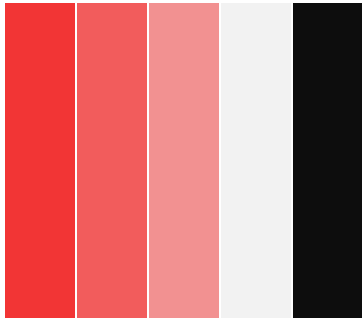
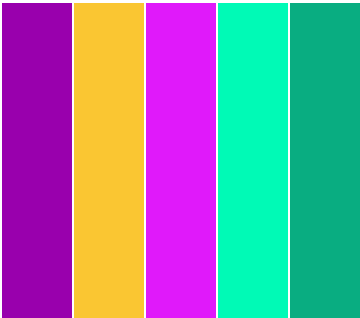
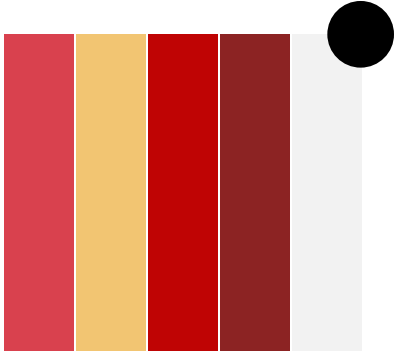
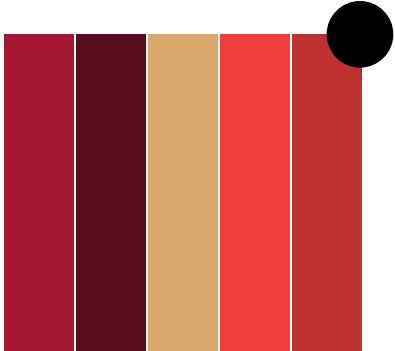
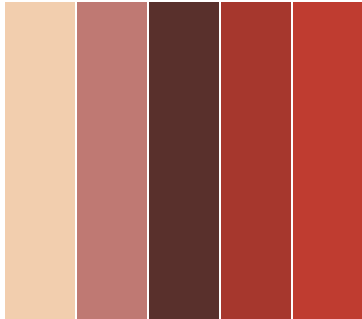
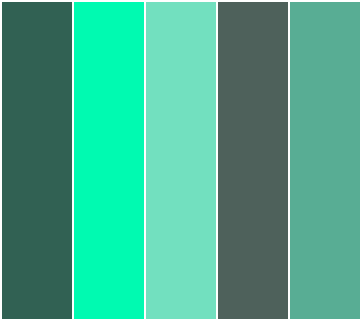
Interaction Experience: Leon personally does not watch many movies in his free time, but he enjoys watching them with his boyfriend. When it comes to date nights, he relies on the app to prevent disagreements.

Goals: Leon is a sucker for a nice aesthetic, as he is a graphic designer. He enjoys apps with an easy interface that allows him to not spend so much time on his phone instead of focusing on his date.

Mood Board



Color Study



POP!

POP!

POP!

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POP!

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POP!

POP!

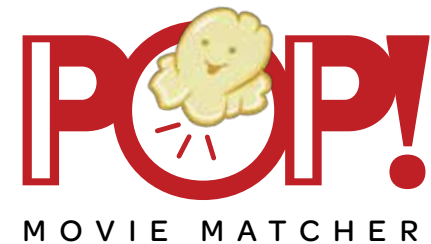
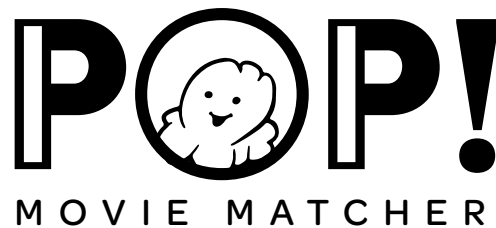
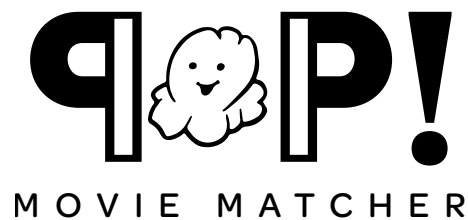
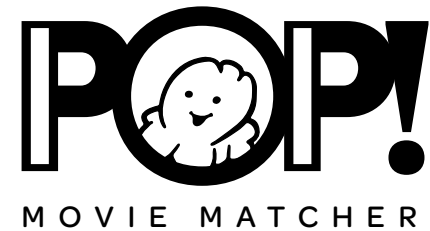
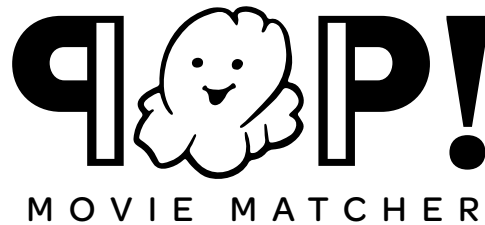
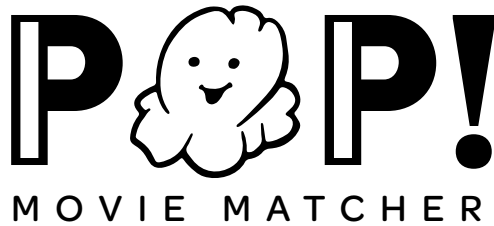
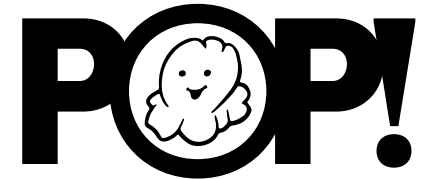
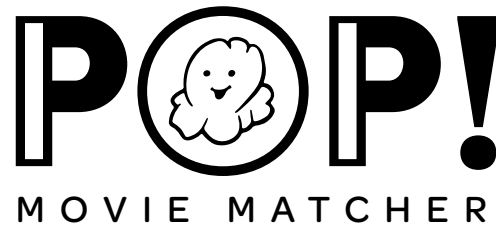
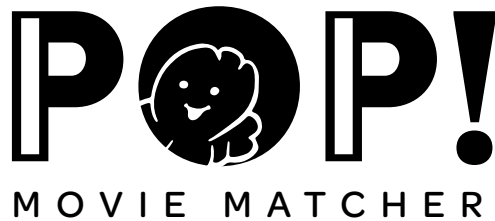
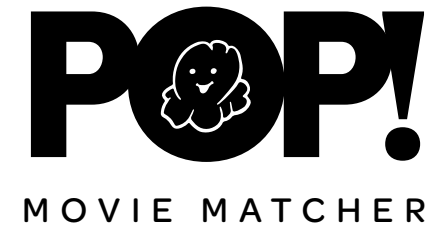
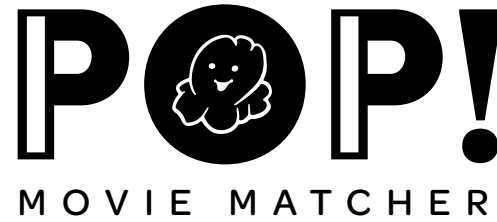
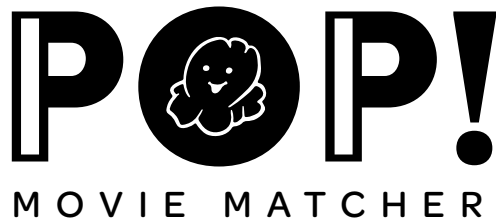
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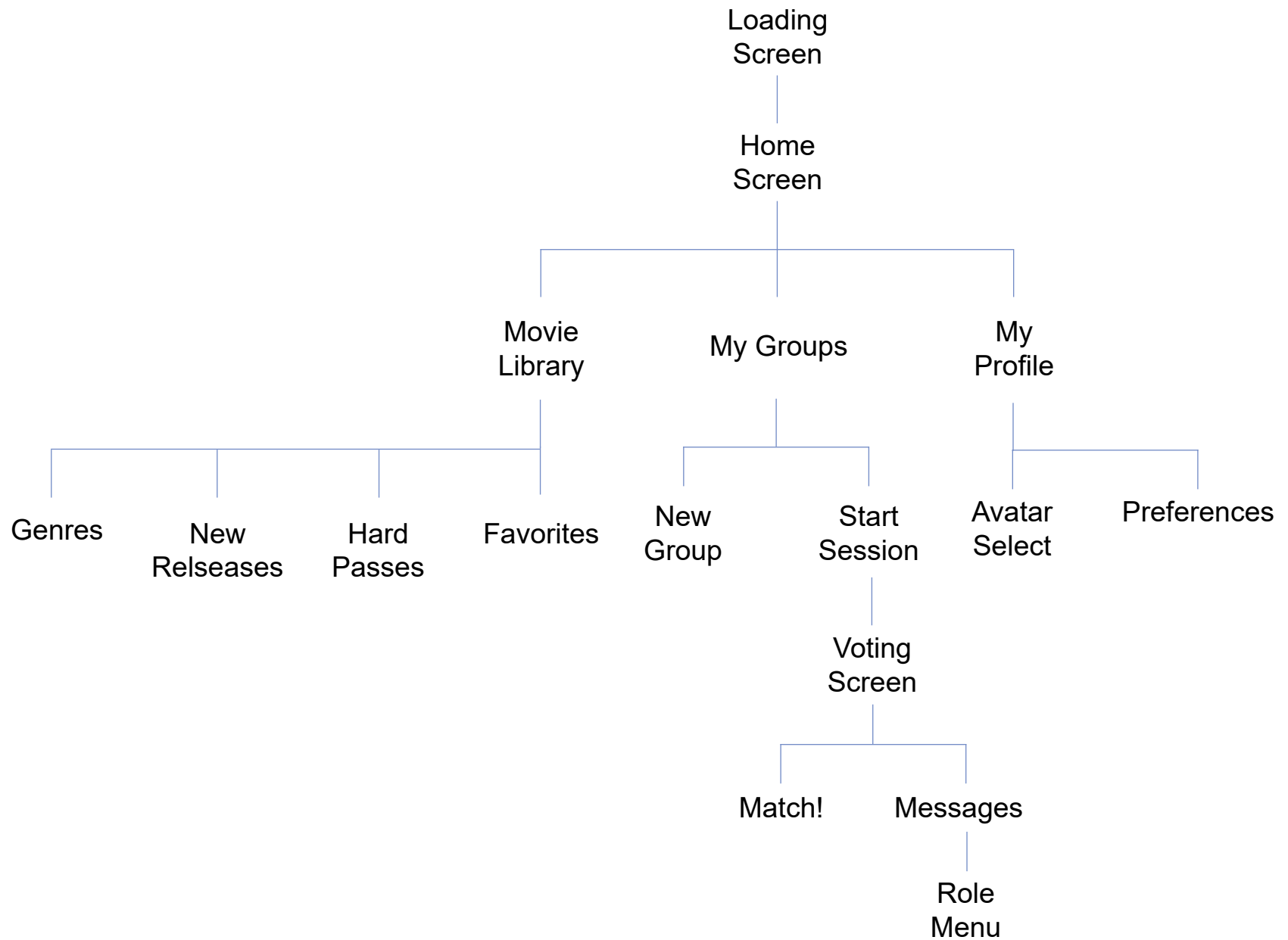
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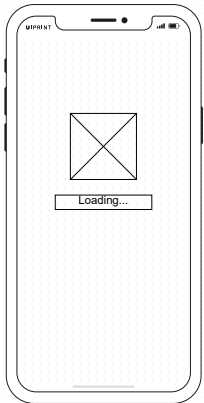
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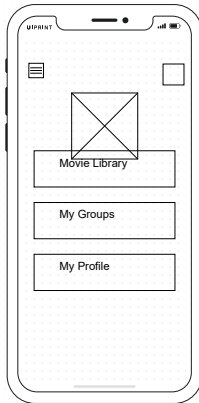
Flow Chart



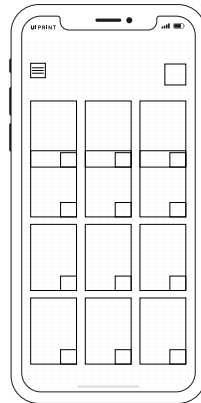
Wireframes



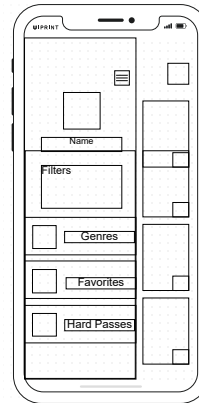
Loading Screen



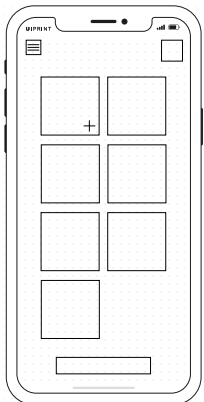
Home Screen



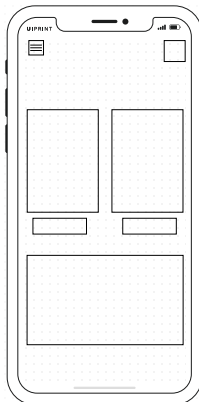
Movie Library



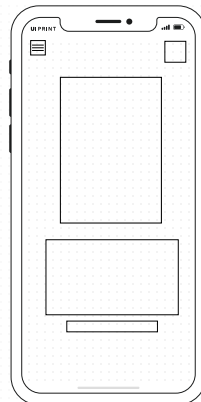
Pull Out Menu



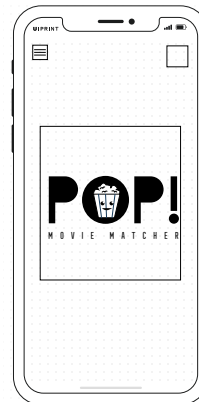
Groups Screen



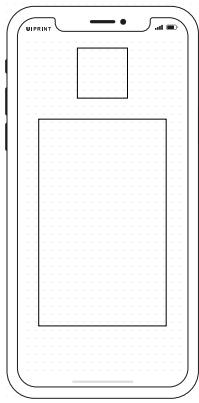
Voting Screen



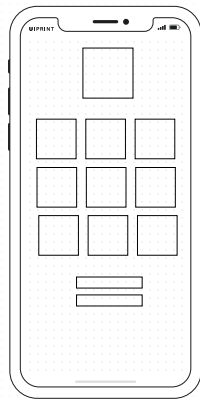
Match! Screen



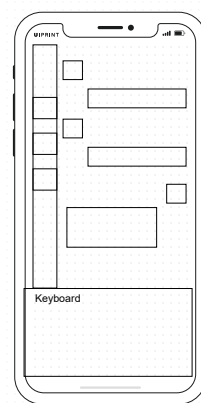
Match! Loading



Profile Screen



Profile Pic Select



Messages



Pop! Movie Matcher is your cure all to the dreaded issue of not being able to decide on a movie to watch. Just like your favorites and get POP!ing!

