



COLLECTVIE

COLLECT. SHARE. DISCOVER.

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OVERVIEW

- What is Collectvie
- Our target audience
- Problem to be solved
- Goals

CONTEXT



Target Audience

Movie-lovers who don't care about reviews, so they often don't know what to watch.

Audience's Needs

Watchlist feature that allows users to rely on it instead of digging for movie titles from memory. Also, getting recommendations specifically suited for them.

The Industry

There aren't any competitors similar to Collectvie because Collectvie is solely for curating recommendations and creating movie lists. However, IMDb would probably be the closest competitor.

CRAFT

The Design Process



OSWALD IS THE HEADER

Lato is the body text. Duis luctus arcu eleifend diam vehicula, vel pulvinar lectus commodo. Nulla dapibus ligula vitae sem convallis. A interdum sapien consectetur. Sed mollis porttitor tincidunt. Vivamus a quam sit amet lacus semper.



How can we make the experience different?

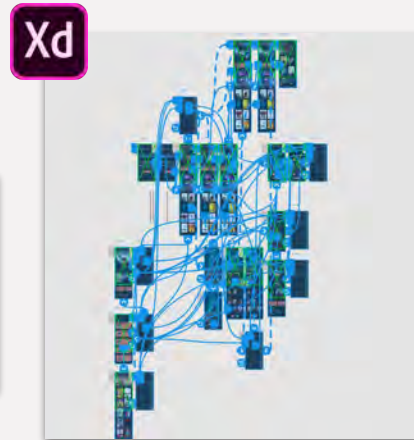
Friend-centric
Visual elements
Reeler
Where can I see this movie?
Personal preferences

Style Tile

Ideate, Ideate, Ideate

CRAFT

The Design Process



XD:
Customization & Consistency

Different program:
CSS/JS for advanced animation

Illustrator & XD

We live, we learn

IMPACT

Audience

Some people ended up loving the app when they saw the prototype rather than when they just heard about it initially.

6 out of the 10 people we interviewed said they'd be interested in trying it out. The other 4 were unsure and said they'd try the app out if it became popular.



QUESTIONS?

