



Boring Title?

Well...



Drumroll...

Introducing...

Rendez Viewz

~Life of the watch party~

RendezViews because...

We wanted to emphasize **community and meeting up** by referencing the term **rendezvous**.




RendezViews because...

We wanted to emphasize **community and meeting up** by referencing the term **rendezvous**.

It's a TV/Movie sharing app, thus the **"Views"** to emphasize **domain**.




“Life of the watch party” because...



We wanted something **catchy** that sums up what our app does. So we modified a common phrase.

“Life of the watch party” because...

A decorative teal circle with a white outline is positioned on the left side of the slide. Two dark blue triangles point to the right, one above the other, serving as visual separators between the text blocks.

We wanted something **catchy** that sums up what our app does. So we modified a common phrase.

Life of the party normally refers to someone **fun and lively**, and we want our app to feel that way.

“Life of the watch party” because...

We wanted something **catchy** that sums up what our app does. So we modified a common phrase.

Life of the party normally refers to someone **fun and lively**, and we want our app to feel that way.

Watch party refers to group viewing to emphasize the **communal viewing** aspect that is key to our app.

Our current solution

As you will see more in market research, we realized competitors are not good at fostering small-scale, in-person interactions, so we wanted to build...

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As you will see more in market research, we realized competitors are not good at fostering small-scale, in-person interactions, so we wanted to build...

A media sharing app that leverages the **ease and social aspects of listing and ranking shows** to engage users and spark interactions surrounding TV/movies . Inspired by friends' sharings, one can then easily **arrange virtual or in-person watch sessions.**

Primary User

01

TV/Movie Consumers

One needs to consume media to be able to share and understand

02

Those who desire social interactions

Our app has a focus on sharing and group viewing, likely more attractive for younger populations

03

Those with access to devices

One needs a smartphone to use the app

Our primary user is likely between the ages of 15-30, TV/movie consumers with access to show platforms, internet and devices, and wish to share and interact with others in media consumption.

Roadmap

01

**More Prototyping +
Solutions Updates**

02

Market Research

03

Design Values/ethics

04

Tasks

05

Storyboard

06

Concept Video

Roadmap

01

**More Prototyping +
Solutions Updates**



Revised Prototype + Solution

The background features several abstract, organic shapes in shades of blue and teal. A large, dark teal circle is partially visible on the left side. The top and right edges are decorated with wavy, layered shapes in various blue tones. The overall aesthetic is modern and clean.

**Prototype #1 revisited:
Buddy Reel Ranker**

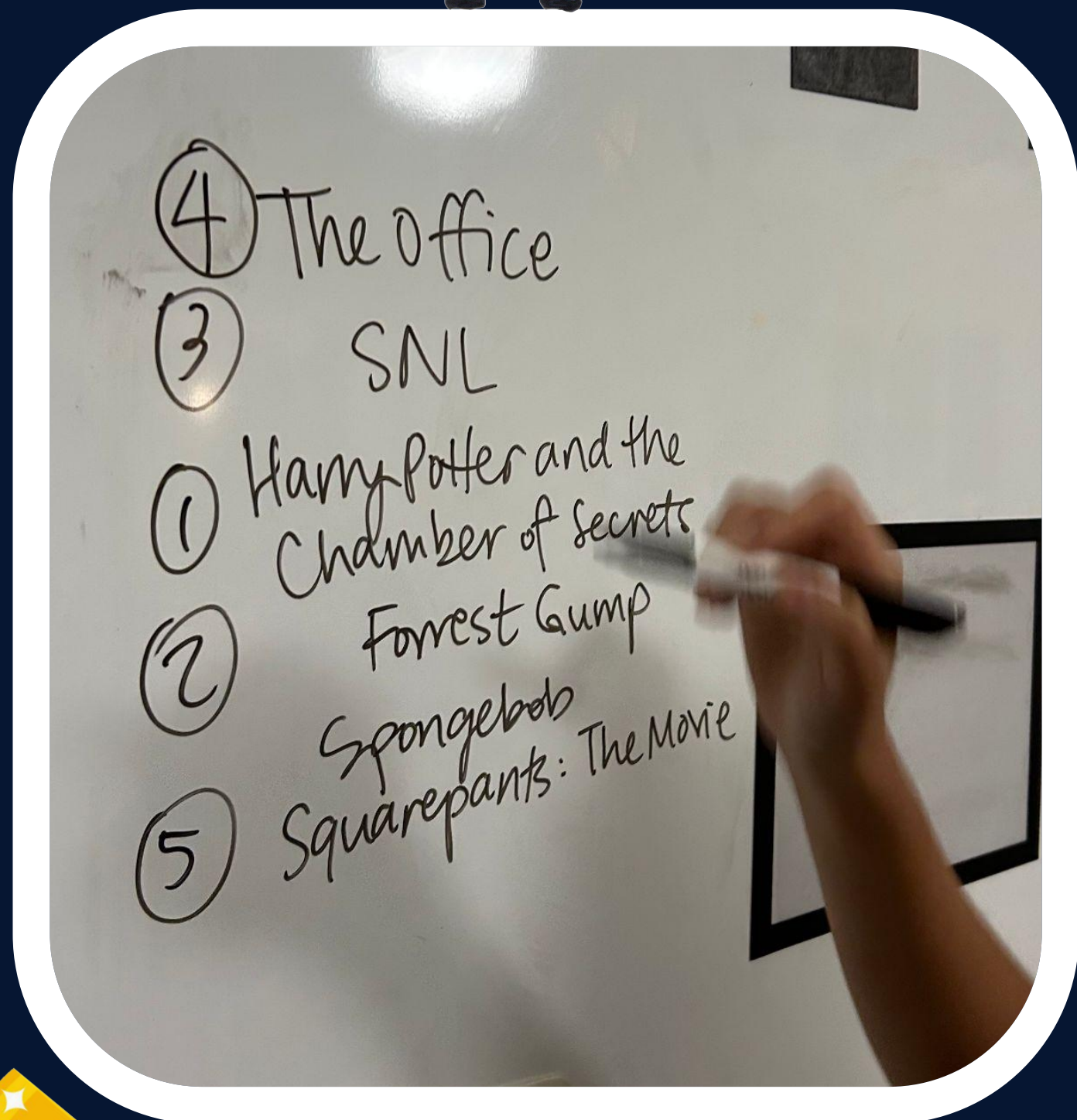
Yay or Nay?

1st?



Reel Ranker

3rd?



2nd?

4th?

5th?

Key Assumption

Ranking shows in a social context is enjoyable

Methodology

Ask 2 participants to...

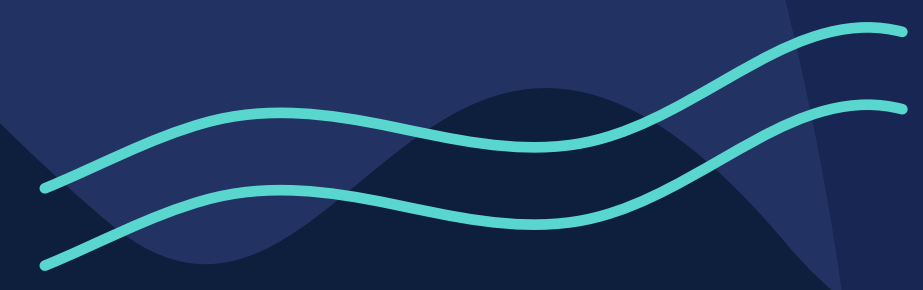
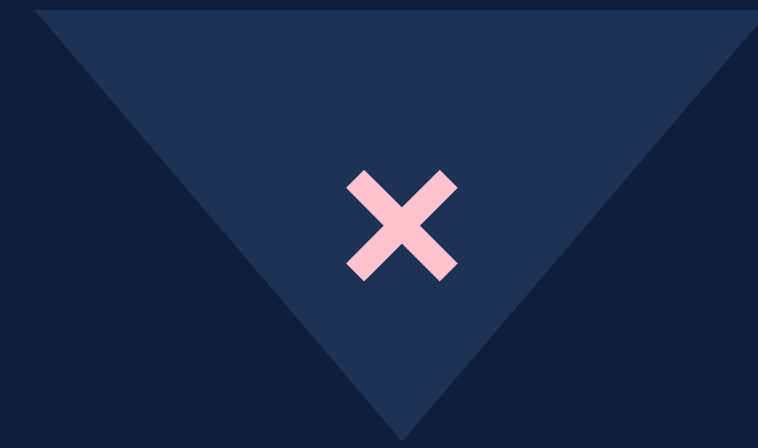
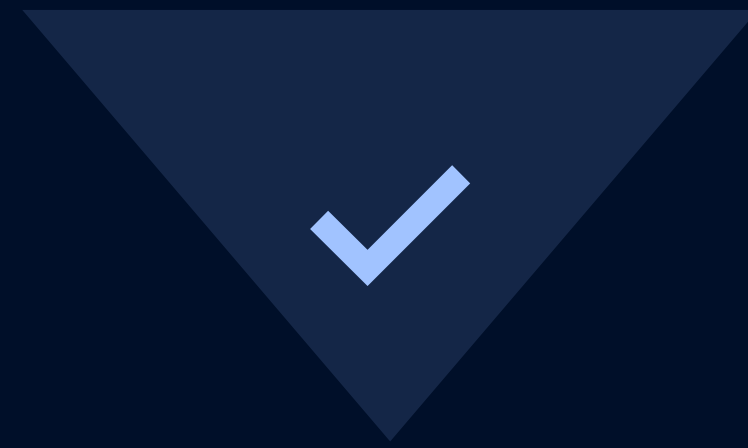
- Agree on 5 shows/movies they've both watched
- Rank individually by preference
- Share and discuss with each other
- Rate
 - fun
 - difficulty



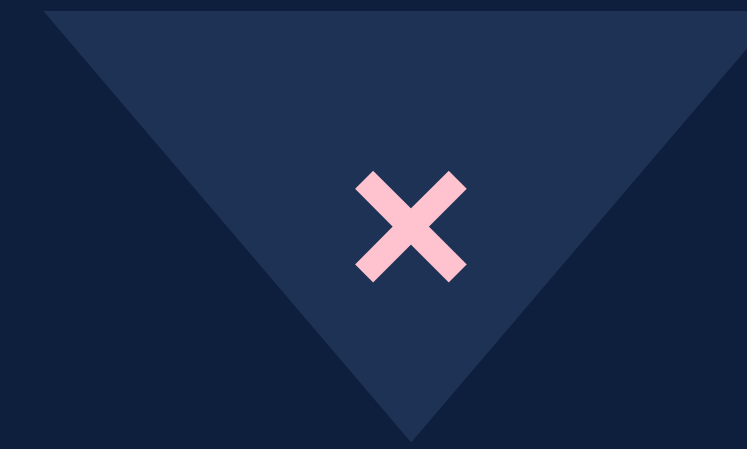
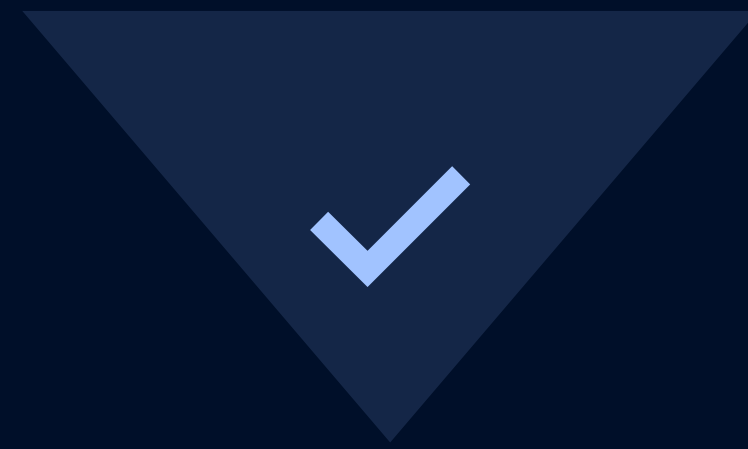
VS



Results



Results



What worked

- ✓ Participants had fun ranking
- ✓ Participants loved discussing with each other

Results



What worked

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- ✓ Participants loved discussing with each other

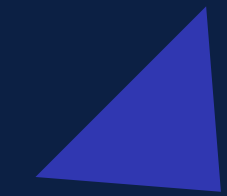


What didn't work

- ✗ Took longer than the previous activity
- ✗ Wouldn't be as effective if people weren't already friends

Results

Surprises



People found it **fun** even if they did not agree on rankings



Many **learned new things** about their friend's preferences

Results

Surprises

- ▶ People found it **fun** even if they did not agree on rankings
- ▶ Many **learned new things** about their friend's preferences

New Learnings

- ▶ **Social motivation** is **key** for actions like ranking
- ▶ Having someone do the same activity made people feel **seen and heard**

Results

Surprises

- ▶ People found it **fun** even if they did not agree on rankings
- ▶ Many **learned new things** about their friend's preferences

New Learnings

- ▶ **Social motivation** is **key** for actions like ranking
- ▶ Having someone do the same activity made people feel **seen and heard**

Validity ✓

Solution: We will add the ranking function to our app given it works well under a social context and evokes conversations.

Roadmap

01

**More Prototyping +
Solutions Updates**

02

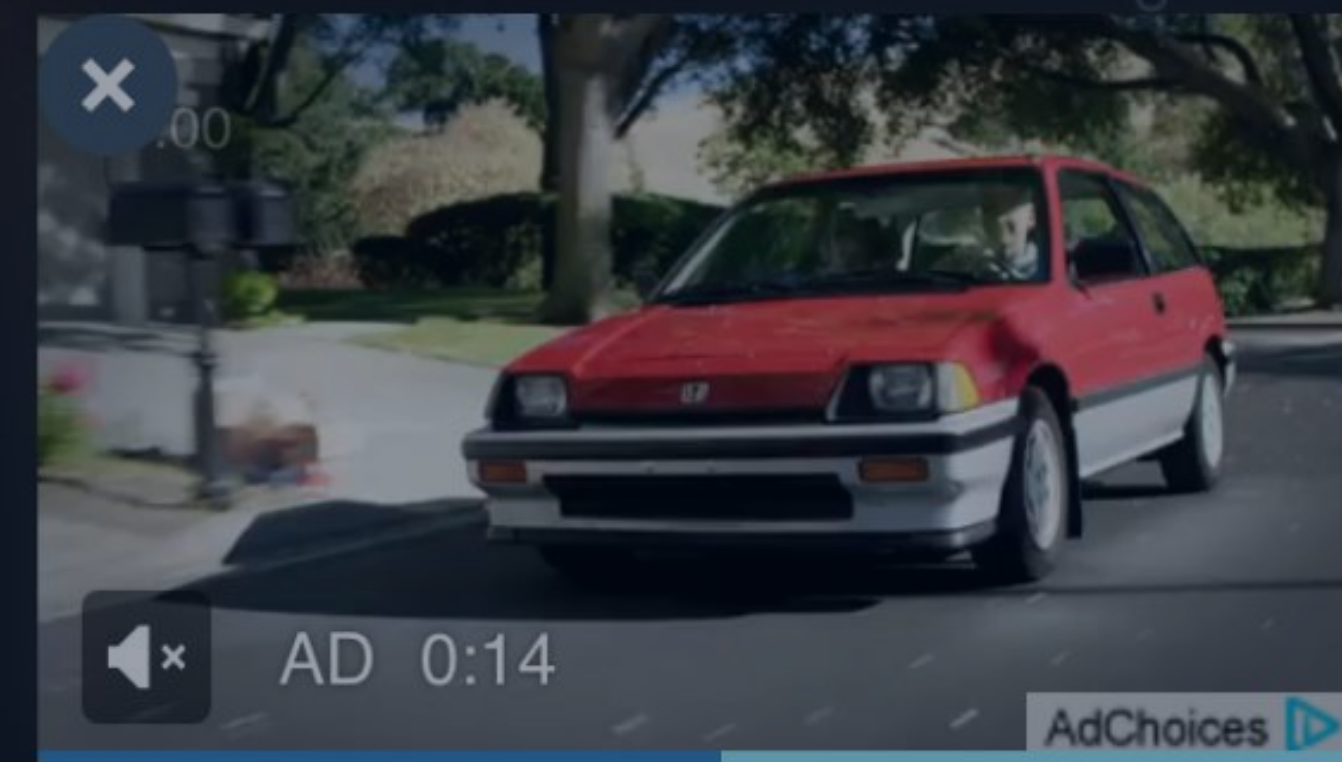
Market Research



Market Research

1. Letterboxd

**Track films you've watched.
Save those you want to see.
Tell your friends what's good.**

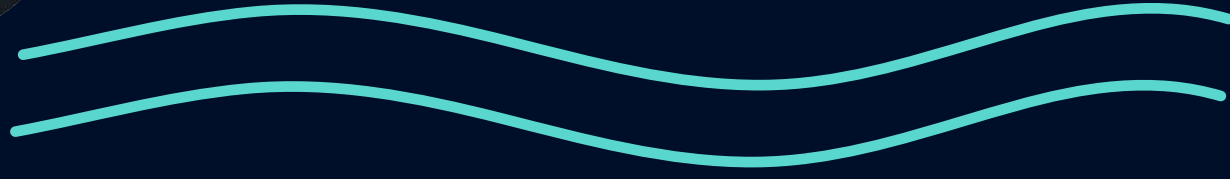


Army of a Fall (2023)



Letterboxd:

A social platform for sharing your taste in film and compiling different film lists





Letterboxd:

A social platform for sharing your taste in film and compiling different film lists

What works for our problem space:

Only has movies

Very **visual** displays, shows **icons** of movies clearly

Has **well-curated lists** based on genres/themes

Clearly displays **popularity, likes** and other interesting **stats**

Can easily **follow** others

Adding movies is **simple**



Letterboxd:

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Can easily **follow** others

Adding movies is **simple**

What doesn't work:

Ads are extremely **distracting** and overwhelming

Don't know how **trustworthy** random user reviews are

The reviews **don't** facilitate **small, strong communities**

Follows are **one-sided**, promotes influencer culture

Lacks incentive for consistent use



Letterboxd:

Takeaways:

- Letterboxd is good for movie lists and opinions for the **general population** but doesn't facilitate **tight-knit** communities.
- Our solution would focus on the **smaller communities** that are based on **trust**.





Search

Calendar

Upcoming

Watchlist

Profile

Explore

YISHUCHEN2000 0 0

Settings

Help

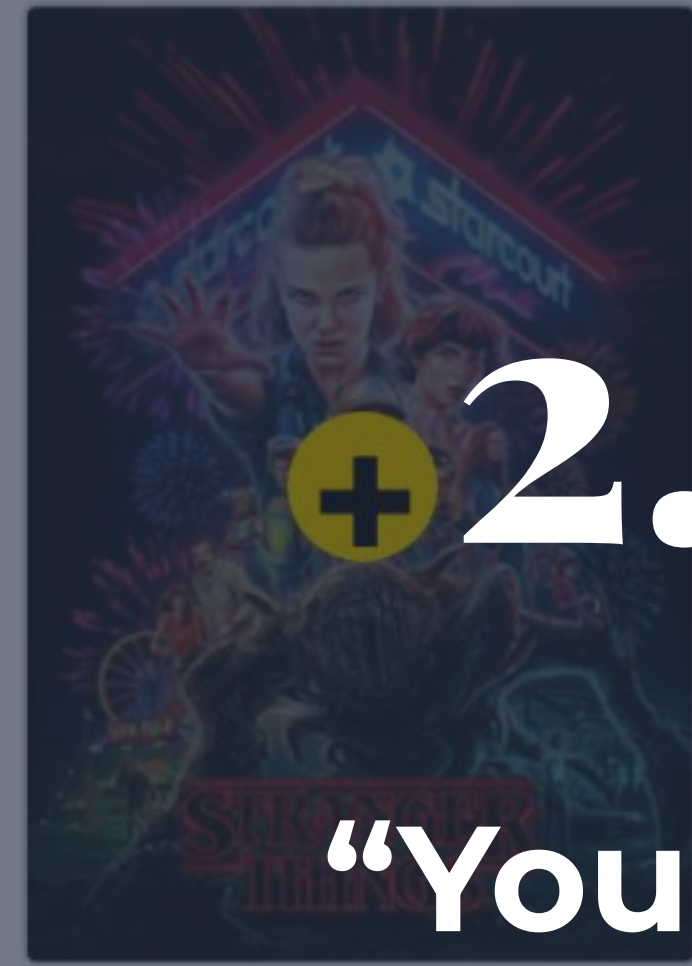
Open in App

(201) 555-0123

Text me a link

What shows are you watching?

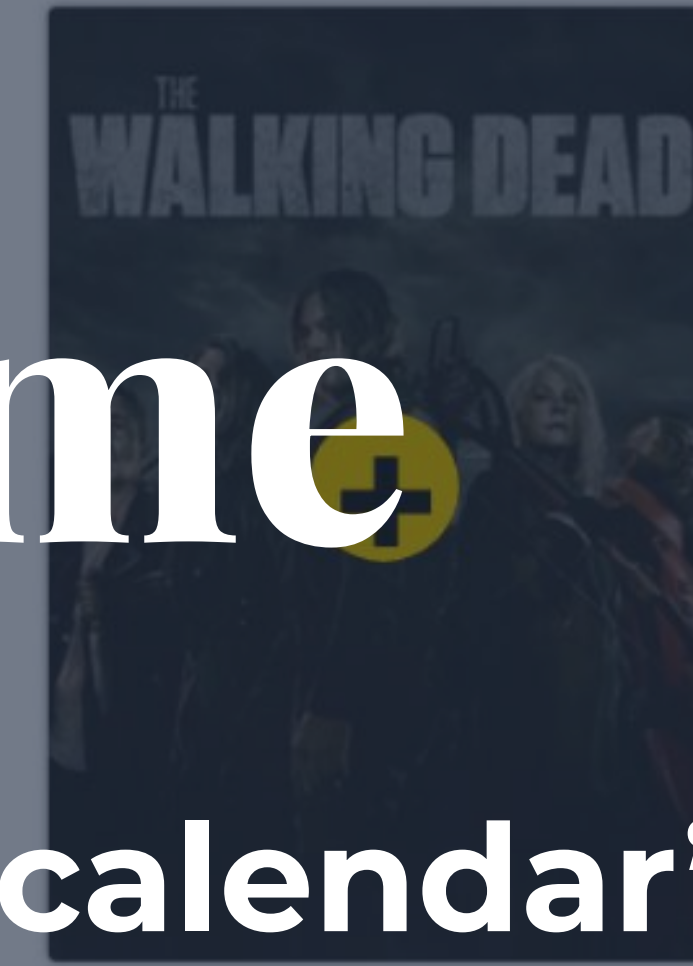
Select the shows you are watching or plan to watch.



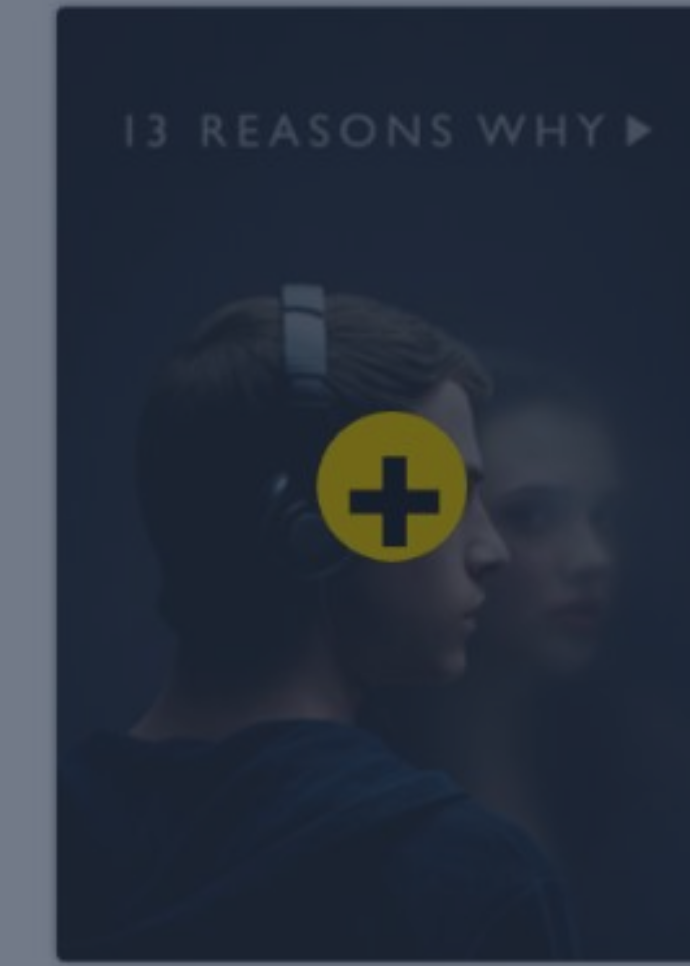
Stranger Things
7,550,994 followers



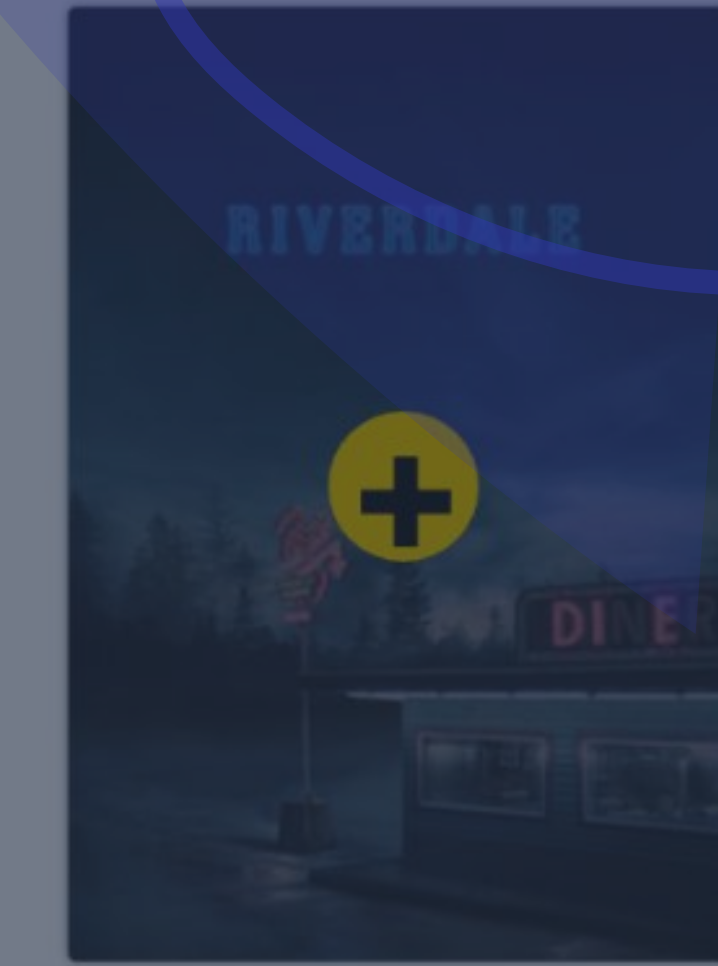
Game of Thrones
5,945,757 followers



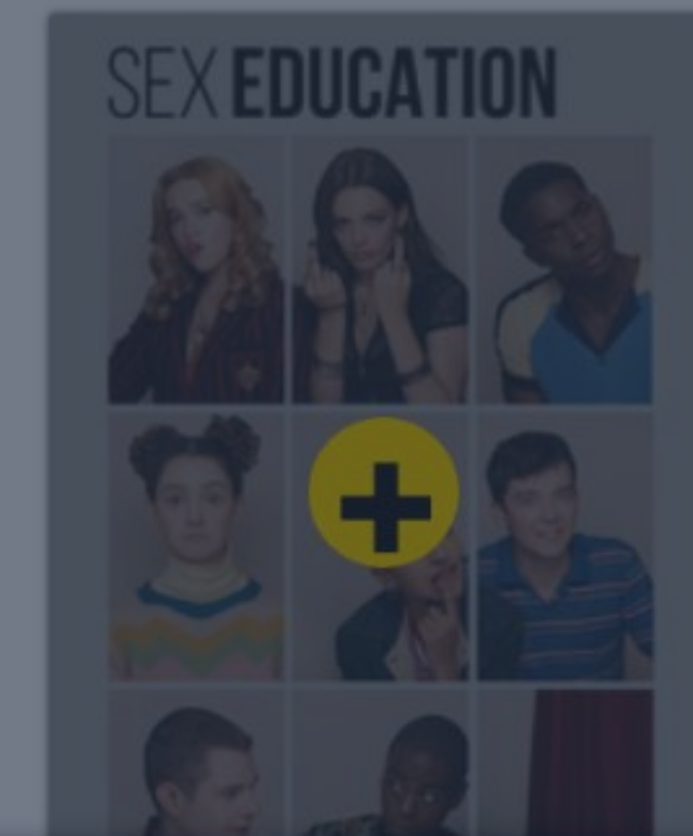
The Walking Dead
5,321,561 followers



13 Reasons Why
4,791,593 followers



Riverdale
4,670,912 followers



2. TVtime

“Your TV shows calendar”

Add shows by clicking on +

NEXT >



TV show tracking platform for keeping track of what you're watching, discover what to watch next and engage in a community of fans



T

TVtime:



TV show tracking platform for keeping track of what you're watching, discover what to watch next and engage in a community of fans

What works for our problem space:



Main page is a release **calendar**



Can **easily filter** calendar based on show preferences



One-click and very visual option for adding show to watchlist



One can earn **badges**



Has **explore** section for finding new shows



Takes into account **languages**

**T****TVtime:**

TV show tracking platform for keeping track of what you're watching, discover what to watch next and engage in a community of fans

What works for our problem space:



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Can **easily filter** calendar based on show preferences



One-click and very visual option for adding show to watchlist



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Has **explore** section for finding new shows



Takes into account **languages**

What doesn't work:



Only has **TV shows**



UI is not visually pleasing



Comments are reviews-style and **not conversations**



Calendar function is **not group-friendly**

T TVtime:

Takeaways:

- TVtime's **customizable** calendar approach **incentivizes** users to **keep returning** to keep track of/explore shows they're interested in but is very **individualistic**.
- Our app will have a similar feature, but additionally, our calendar will also have options to **schedule/host watch sessions** to emphasize **community**.





TV Shows ▶ ▶

There are **5,196** people watching **1,415** shows right now!

Trending

- Popular
- Favorited
- Watched
- Collected
- Anticipated

3. Trakt

“Community of TV and Movie Lovers”

126 people watching
The Bear: The House of Usher 2023

76 people watching
The Walking Dead: Daryl Dixon 2019

78%

taltz
(ixekizumab) injection
80 mg/mL

Offering a chance at **100% CLEAR SKIN**

GET STARTED >

*IL-17A antagonist that includes 100% clear skin in the label.

INDICATIONS AND SAFETY SUMMARY

Taltz® (tòl-ts) is an injectable medicine used to treat:

- People 6 years of age and older with moderate to severe plaque psoriasis who may benefit from taking injections or pills (systemic therapy) or treatment using ultraviolet or UV light (phototherapy).
- Adults with active psoriatic arthritis.
- Adults with active ankylosing spondylitis.

VIP

Hide ads, help pay for servers & unlock VIP only features like year in review, iCal feeds, calendar notifications, widgets & more!

LEARN MORE

72 people watching

The Walking Dead: Daryl Dixon 2023

73%

63 people watching

Loki 2021



Platform that helps automatically track what you're watching, find where to watch TV & movies, and discover what's hot.



Platform that helps automatically track what you're watching, find where to watch TV & movies, and discover what's hot.

What works for our problem space:

- ▲ **Automatically tracks** what you're consuming live
- ▲ Has both TV shows and movies
- ▲ Easy **one-click** add to lists
- ▲ **Directly redirects** you to different watching platforms through the app
- ▲ Has many **different functionalities** like calendar, discover, track etc.



Platform that helps automatically track what you're watching, find where to watch TV & movies, and discover what's hot.

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- ▲ Easy **one-click** add to lists
- ▲ **Directly redirects** you to different watching platforms through the app
- ▲ Has many **different functionalities** like calendar, discover, track etc.

What doesn't work:

- ▲ **Too many lists**, very **confusing** to decide which one to add to
- ▲ Very visually **overwhelming**
- ▲ The automatic tracking **depends** on you watching through the app
- ▲ The automatic tracking **depends** on you watching through the app



Trakt:



Takeaways:

- Trakt is very good at “**doing it all**”. However, it is very overwhelming for users. For example, we can one-click to add to watch/favorite/list/collection but it’s **not immediately clear** what the **differences** are.
- Our app needs to **find focus** and **balance** accommodating different functions without overwhelming users.



4. Rotten Tomatoes

BEST HORROR MOVIES OF 2023

Recently added *Totally Killer*, *The Conference*, and *When Evil Lurks*

MOST POPULAR MOVIES

Taylor Swift tops the list

Rotten Tomatoes
THE CARD GAME

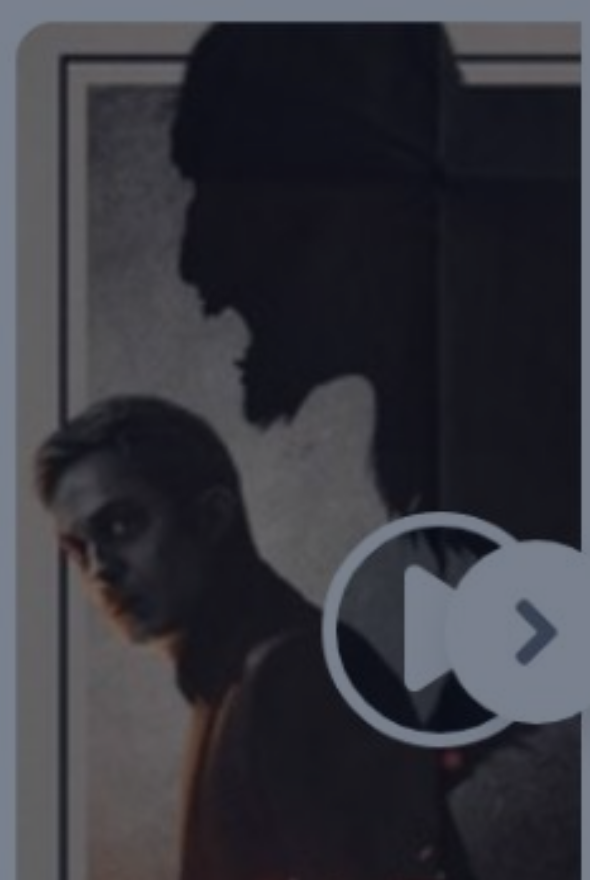
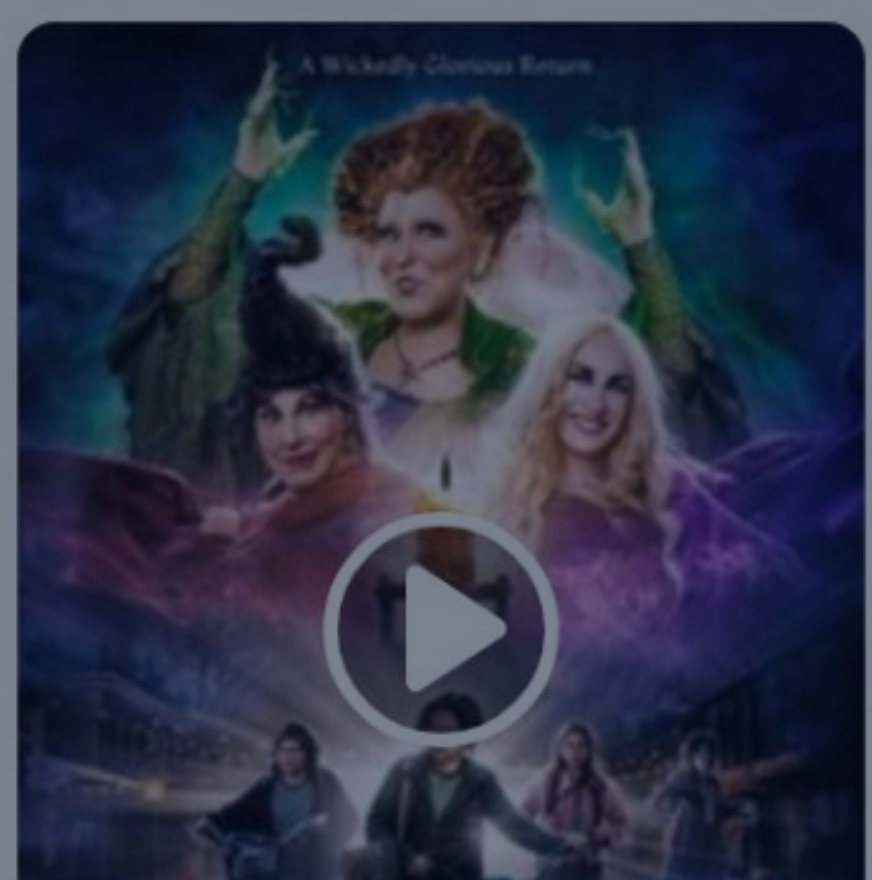
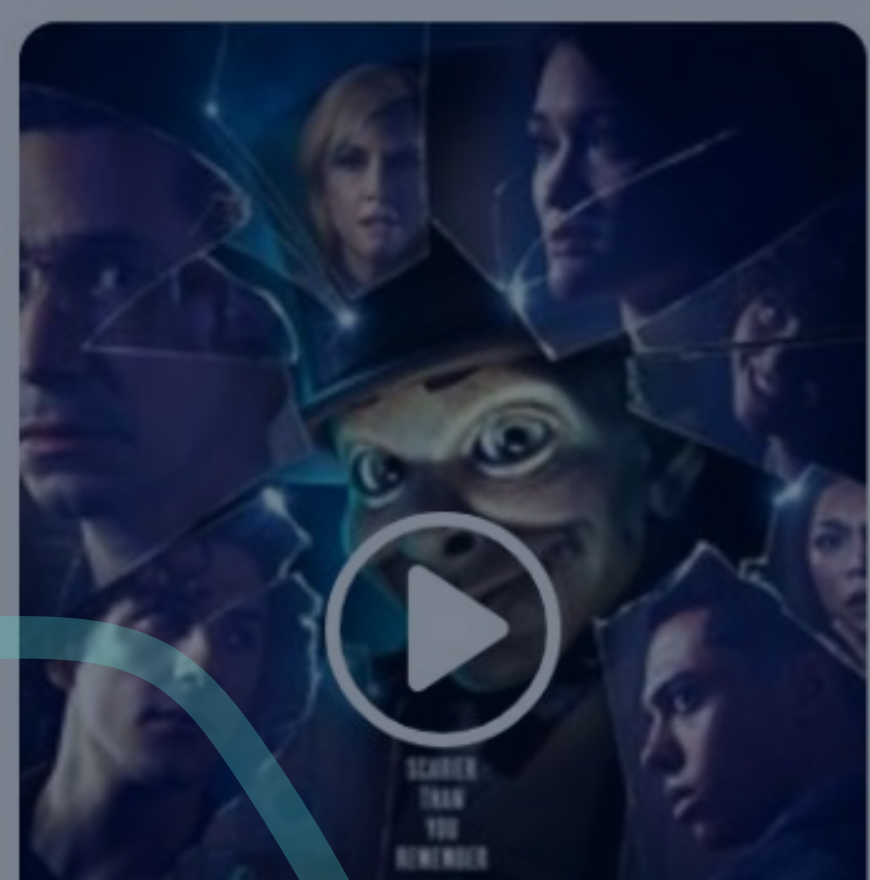
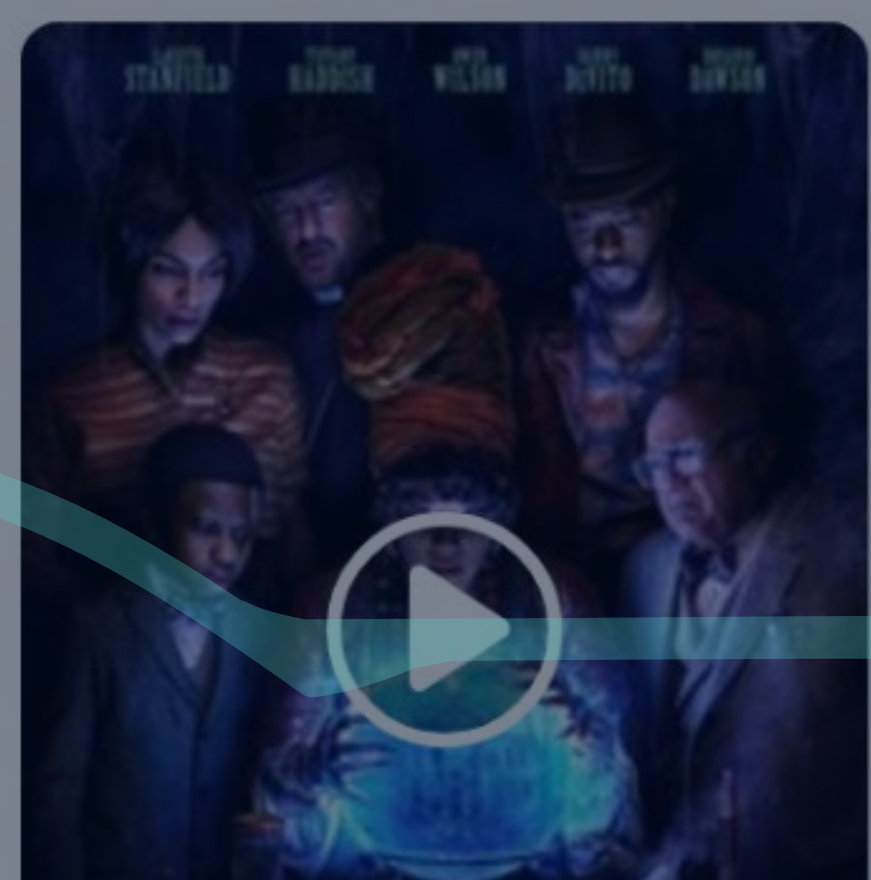
OUR FIRST-EVER CARD GAME

Play with friends & family

“Home of the Tomatometer, the most trusted measurement of quality for Movies & TV”

HALLOWEEN ON DISNEY+ Sponsored by Disney

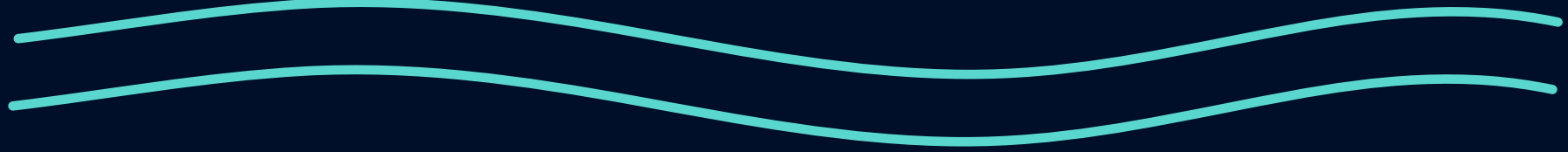
STREAM NOW





Rotten Tomatoes:

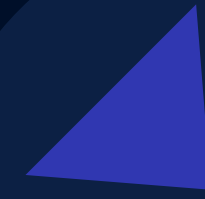
A review-aggregation website for film and television



Rotten Tomatoes:

A review-aggregation website for film and television

What works for our problem space:



Easy to see how others **rate** popular TV and movies



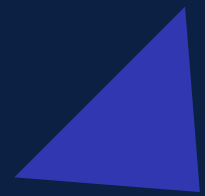
Has **both** TV shows and movies



Very visible **trending page** for finding **new content**



Includes movies that are still in **theaters.**



Easy access to **what people are saying** about a movie

Rotten Tomatoes:

A review-aggregation website for film and television

What works for our problem space:

- Easy to see how others **rate** popular TV and movies
- Has **both** TV shows and movies
- Very visible **trending page** for finding **new content**
- Includes movies that are still in **theaters** and **coming soon**.
- Easy access to **what people are saying** about a movie

What doesn't work:

- Focus is **not on the user tastes**, but on movies with lots of reviews
- Critics **dominate** the conversation
- Isolated** platform – not built to interact with others.
- Built-in **hierarchy of opinions** where some matter more
- Opinions are too **impersonal** and **generalized**

Rotten Tomatoes:

Takeaways:

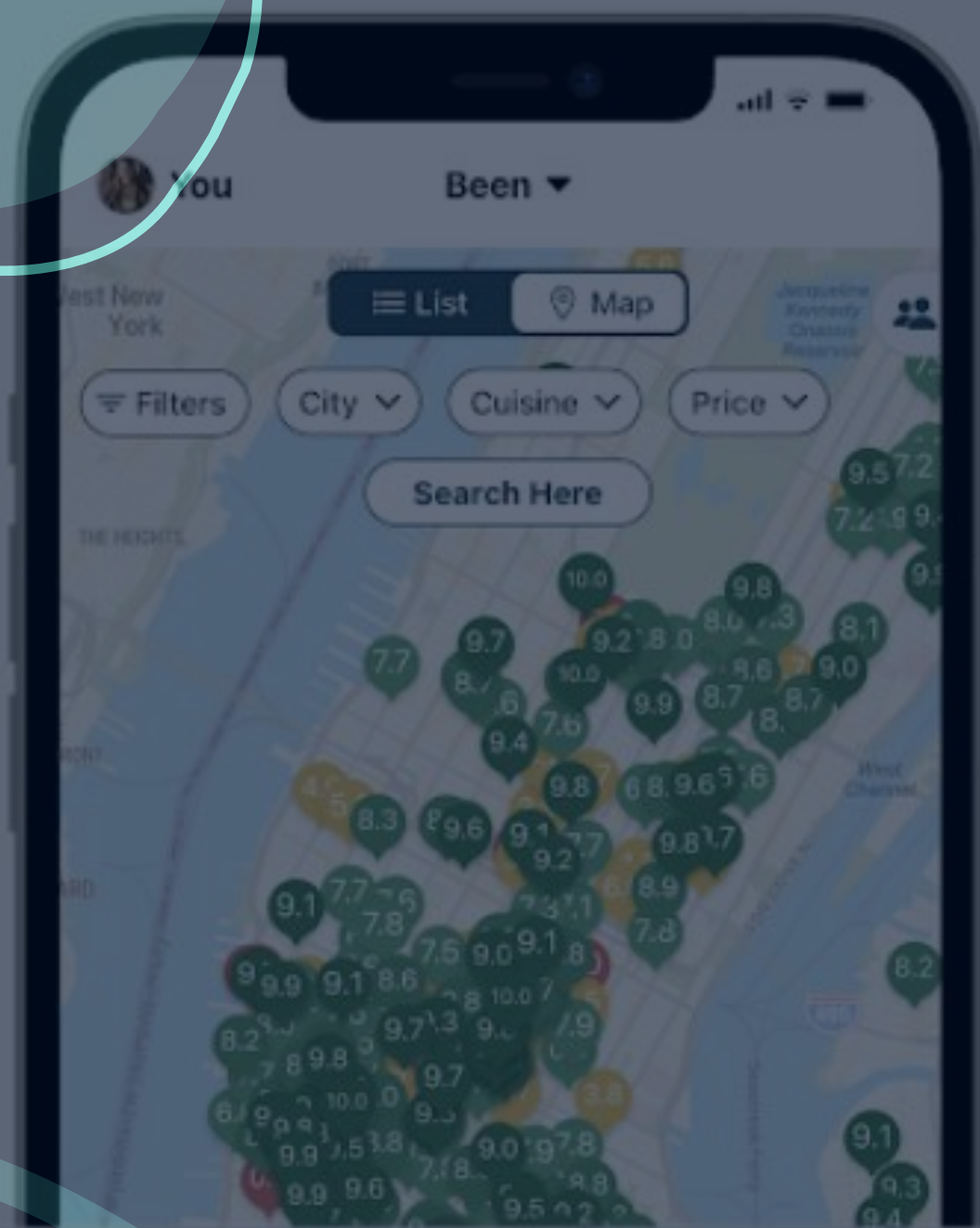
- Rotten Tomatoes prioritizes critic reviews that may **not always align** with general view opinions. We **lose audience perspective and input** and it feels “lecture style”.
- Our app will **empower** personal perspective and incentivize engagement by focusing on **small-group commonalities.**



5. Beli

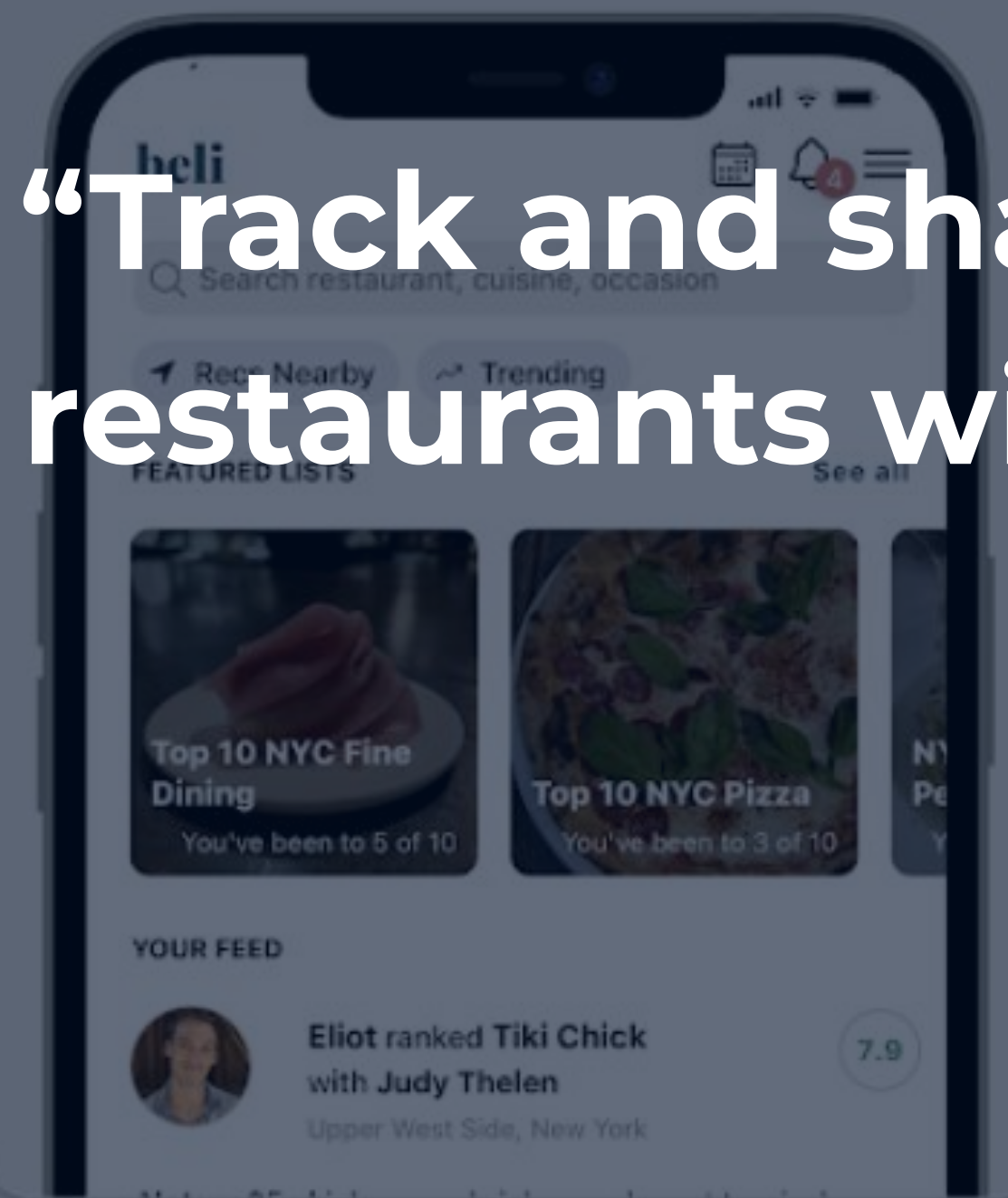
Track

Track all of your **favorite restaurants** in organized lists and maps



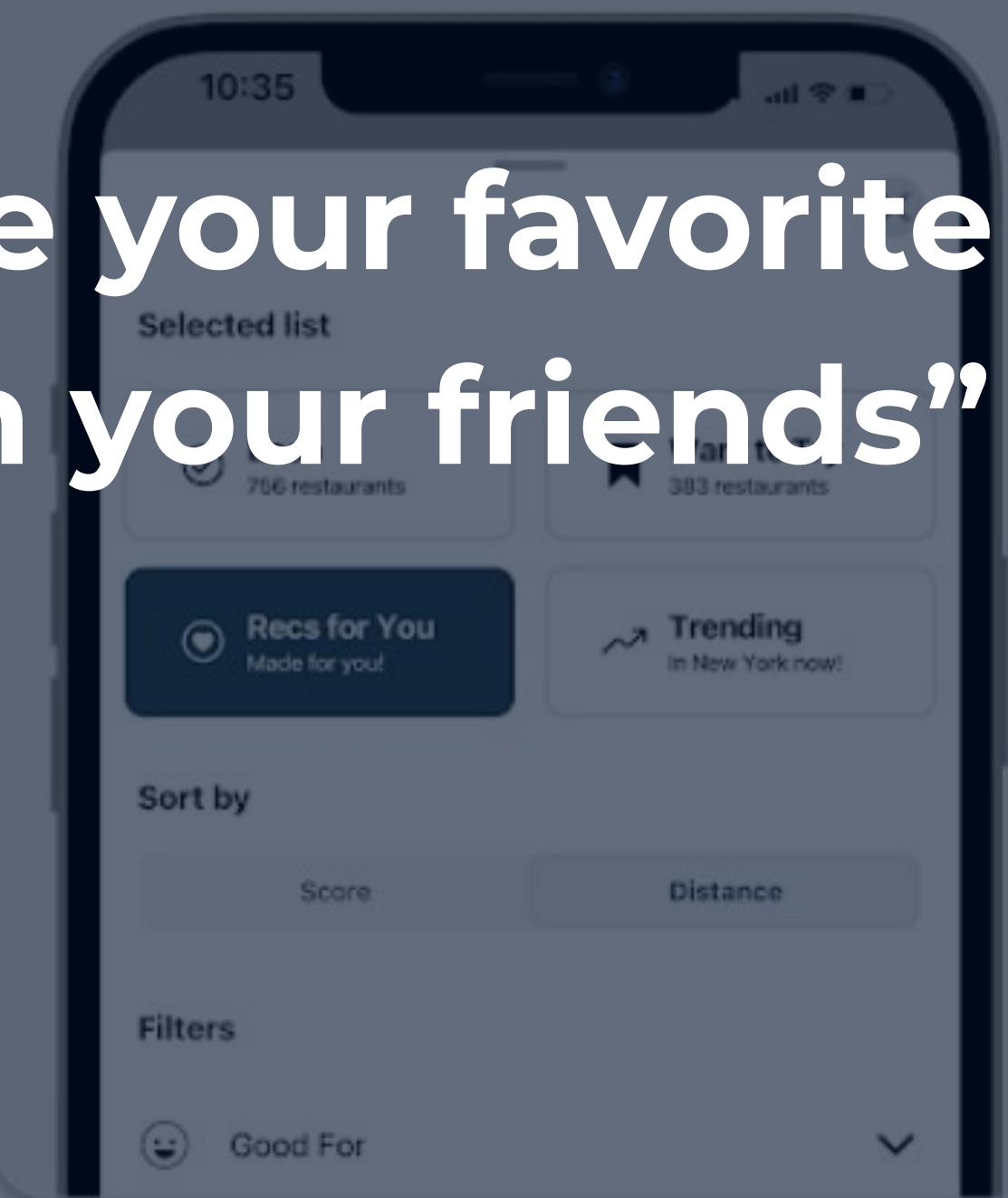
Share

See everywhere your **friends** are eating, and what they love and hate...



Discover

Find the best restaurants through **personalized recs**, shared reservations, and **top lists**



beli

The ultimate restaurant "spreadsheet", "note", "doc"



“Track and share your favorite restaurants with your friends”

beli

Beli:

Food sharing app that helps users collect, share, recommend and receive recommendations regarding restaurants

beli

Beli:

Food sharing app that helps users collect, share, recommend and receive recommendations regarding restaurants

What works for our problem space:

▲ | **Simple ranking** to **express** opinions without writing long reviews

▲ | **Clean UI** with **different view modes** like list, map, feed, explore

▲ | **Very social, community** and friend-group oriented

▲ | Can give and receive **recommendations** from **friends**

beli

Beli:

Food sharing app that helps users collect, share, recommend and receive recommendations regarding restaurants

What works for our problem space:

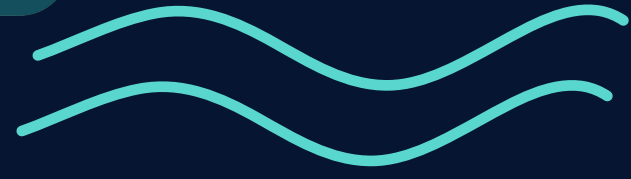
- ▲ **Simple ranking** to **express** opinions without writing long reviews
- ▲ **Clean UI** with **different view modes** like list, map, feed, explore
- ▲ **Very social, community** and friend-group oriented
- ▲ Can give and receive **recommendations** from **friends**

What doesn't work:

- ▲ Not media-related
- ▲ Easy to **lose interest** after the initial phase
- ▲ Depends on users **eating out often** to keep up the engagement
- ▲ Ranking not always **accurate** since it depends on memory

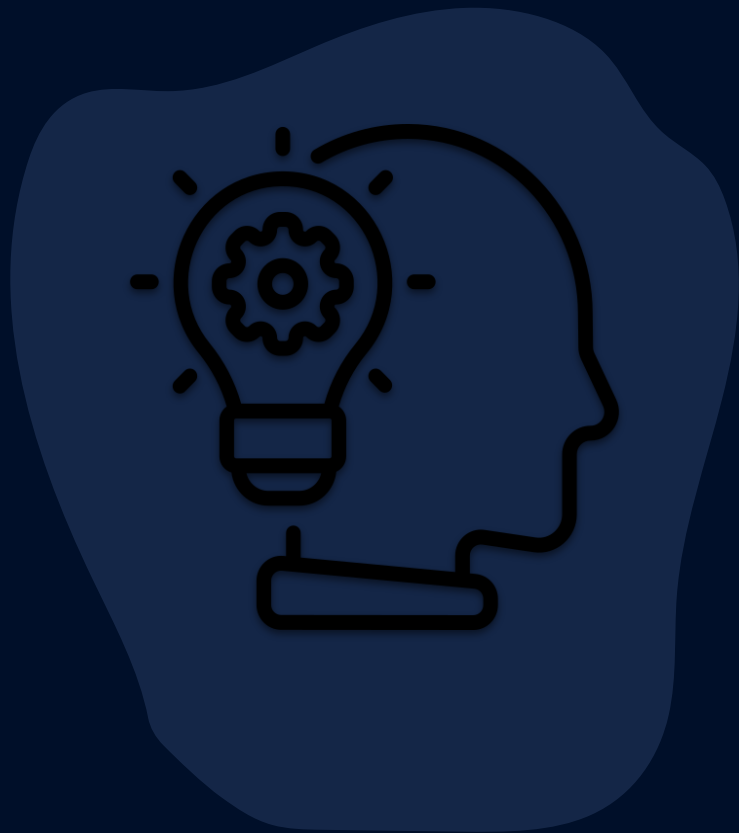
beli

Beli:



Takeaways:

- Beli is an app that makes sharing restaurants **easy, fun and social online**. However it depends on users to **have the means** to eat out often for engagement.
- Our app also seeks out the easy, fun and social aspects, but we also want it to be able to facilitate social interactions **offline** and be more **accessible** through framing the app around TV/movies.



Comparison Matrix

	 Letterboxd	 TVtime	 Trackt	 Rotten Tomatoes	 Beli
Movie-based	✓		✓	✓	
TV-based		✓	✓	✓	
IRL Interactions					
Community-oriented					✓
Ranking Function					✓
Reviews	✓	✓	✓	✓	✓
List curation	✓	✓	✓	✓	✓
Calendar		✓	✓		
Recommendations	✓	✓	✓	✓	✓

Roadmap

01

**More Prototyping +
Solutions Updates**

02

Market Research

03

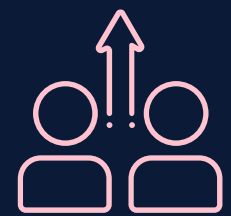
Design Values/ethics



Design Values

Key Values

01



Community

Foster connections

02



Safety

Create safe space
for all different
preferences and
opinions

03



Empowerment

Build opportunity
for people to
express their true
selves

04 **Enjoyment**



Help everyone
have so much
fun!

Conflicting Values #1

Problem

It's hard to have a space where people are allowed to **express their opinions** and still keep it a **safe space for everyone** (users will inevitably have different opinions and clashing values).

Ideas

By having a rank-based platform, we encourage **less use of written reviews** that tend to elicit negative responses. Our scheduling function encourages **reaching out and uplifting** rather than putting people down.

Conflicting Values #2

Problem

By creating an app like this that focuses on community, we could also be unintentionally **leaving out** those who are not on the app or making someone feel **left out** if they don't get asked to a group viewing session.

Ideas

We hope we can create an app that's mainly **friend-based** so friends can encourage each other to join together. For those seeking to make friends, there will be a section for **open invites**, but also a warning that they are proceeding at their own risk to interact in an online community.

Conflicting Values #3

Problem

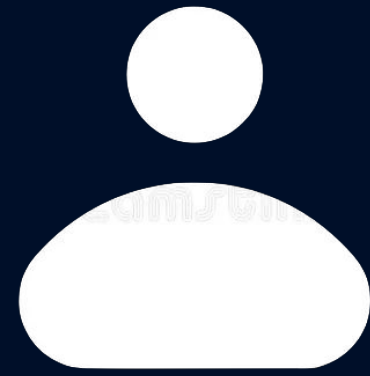
We hope to form community by encouraging **sharing** of preferences, location etc. However, this risks the **privacy** aspect of safety.

Ideas

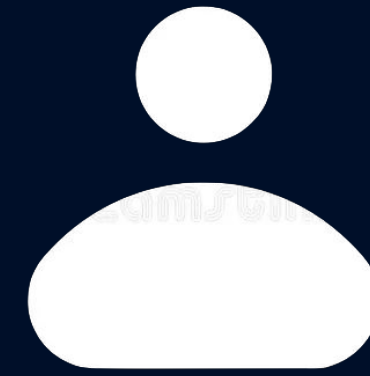
We will make sure to let the user **easily choose/change privacy settings** as they please so that they **never feel pressured** to share anything information they don't want to.

Stakeholders

Direct

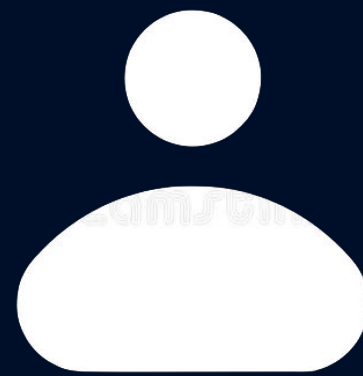


App users

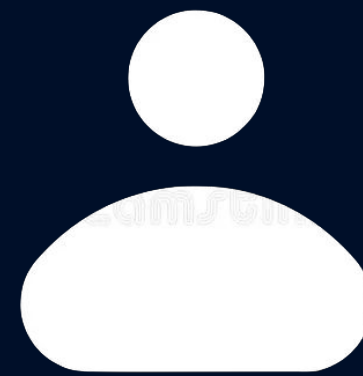


Us, the creator

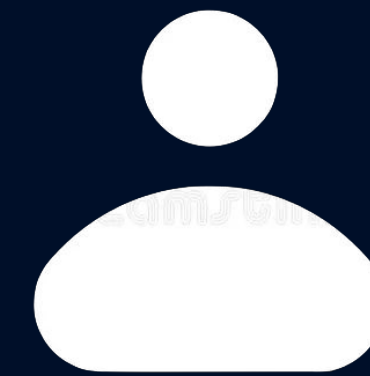
Indirect



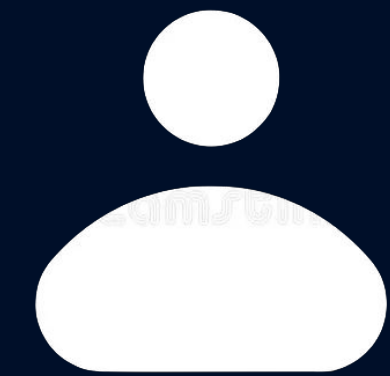
TV/Movie Crew



Critics



Streaming
Platforms



Competitors



Ethical Implications #1

Product & Cultural Shift



THE
CATALYST

THE
CATALYST

◆
How might cultural habits change how your product is used? And how might your product change cultural habits?

What context would an alien from outer space need to use or understand your product?

What social norms, etiquette or traditions could change because of your product?





Product & Cultural Shift



How culture shifted us

Our product has been made more **accessible** by the modern, prevalent use of **streaming platforms**. Many have access to shows **a click away, whenever** they want, for a somewhat affordable fee, and they don't even need to **leave their homes**. We are also joining the wave of **online** interactions.



Product & Cultural Shift



How culture shifted us

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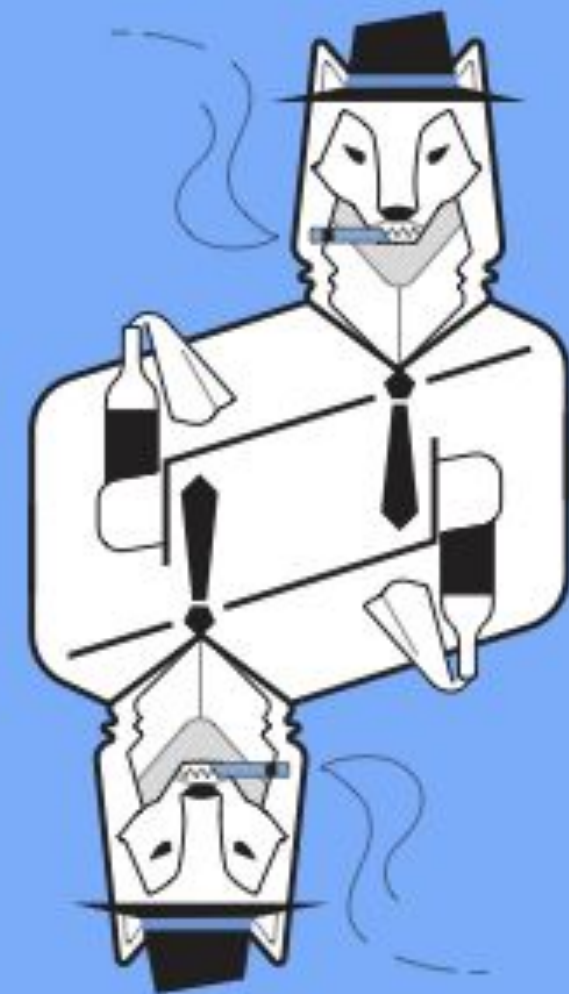
How we shift culture

Our product encourages group viewing and we hope to foster a stronger **social watching culture**. We also want to create a culture where it's easy and stress free to **reach out** to others. However, we want to balance that with not encouraging the **overuse/binging** of content, which could be mentally and physically harmful.

The background features abstract, organic shapes in various shades of teal and dark blue. On the left, there is a large teal circle with a white outline. At the top, there are dark blue, wavy, cloud-like shapes. On the right, there are teal, curved, leaf-like or petal-like shapes. At the bottom, there are teal, wavy, horizontal shapes.

Ethical Implications #2

Bad Actor



THE
BIG BAD WOLF

THE
BIG BAD WOLF

◆
**What could a
"bad actor" do with
your product?**

What would predatory and
exploitative behavior look like
with your product?

What product features are most
vulnerable to manipulation?

Who could be targeted with
your product?





Bad Actor



What can a bad actor do?

Since our platform is social, and we have features where you can request and host watch parties, a malicious actor could use it as a **stalking** platform where they can catfish people or have **bad intentions** when reaching out to others.



Bad Actor

What can a bad actor do?

Since our platform is social, and we have features where you can request and host watch parties, a malicious actor could use it as a **stalking** platform where they can catfish people or have **bad intentions** when reaching out to others.

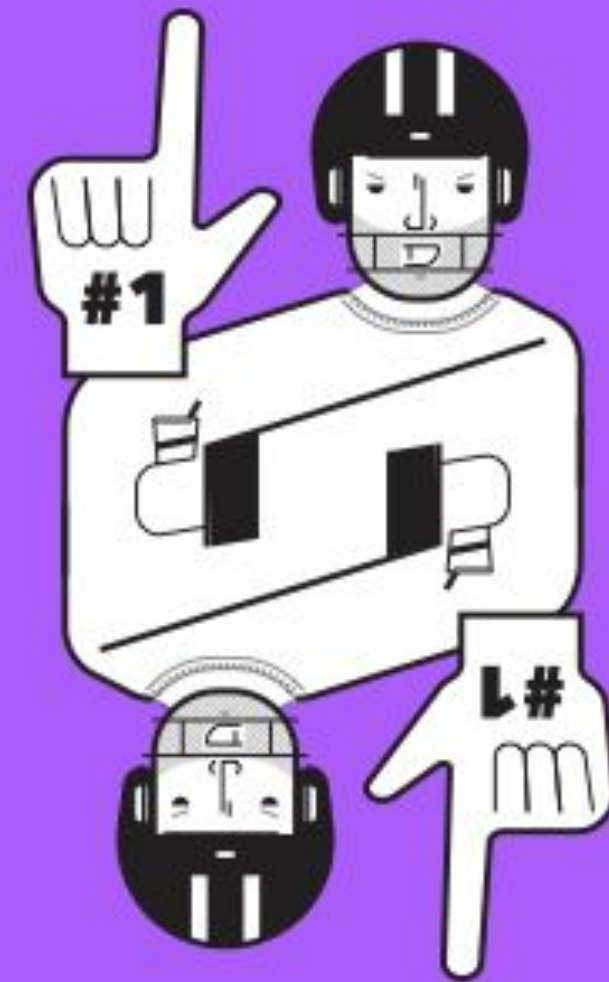
What can we do to mitigate these adverse effect?

The main functions will be mainly catered to friends, with **privacy and requesting options** so users can share what and with whom they are comfortable. For those seeking to make friends, there will be a section for open invites, but also a **warning** that they are proceeding at their own risk to interact in an online community.

The background features abstract, organic shapes in various shades of teal and dark blue. On the left, there is a circular shape with a white outline. At the top, there are wavy, scalloped shapes. On the right, there are curved, layered shapes. At the bottom, there is a horizontal, wavy shape.

Ethical Implications #3

Passionate Users



THE
SUPERFAN

THE SUPERFAN

◆
**How would a community
of your most passionate
users behave?**

What "rules of engagement" does
your product rely on, and how might
these be subverted?

In what ways might the community be
an asset? In what ways might it
become a liability?

If your product involves discourse,
what does positive and negative
communication look like?





Passionate Users



Behavior of passionate users?

Passionate users are likely those who **consume a lot of content** and **enjoy sharing/viewing** others' updates **consistently**. They are open to others **reaching out** to discuss content and would not be afraid to **react** to friend's updates and reach out to friends to schedule watching sessions. They have **well-curated ranking lists** that others could use reference.



Passionate Users



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What that means for us

We would love to see people **uplifting** each other and actively trying to **discuss and meet up**. We love users who love our app, but at the same time, we want to recognize that too much screen time could be **harmful** and don't want our app to create that issue. We also hope that with the ranking-based system, even active users won't be able to **dominate** online voice.

Roadmap

01

**More Prototyping +
Solutions Updates**

02

Market Research

03

Design Values/ethics

04

Tasks

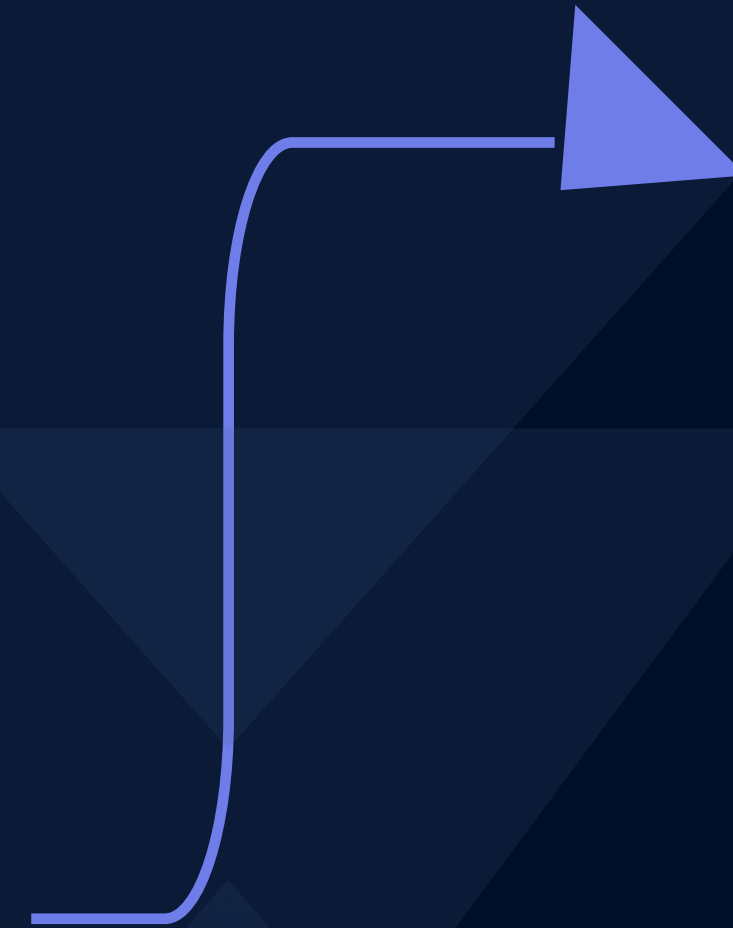
Tasks

Tasks Brainstorm



Tasks

What are actions will users have to take on our app?



Easy

Like a friend's update:

- > automatically see feed in app
- > click one clearly-labelled button

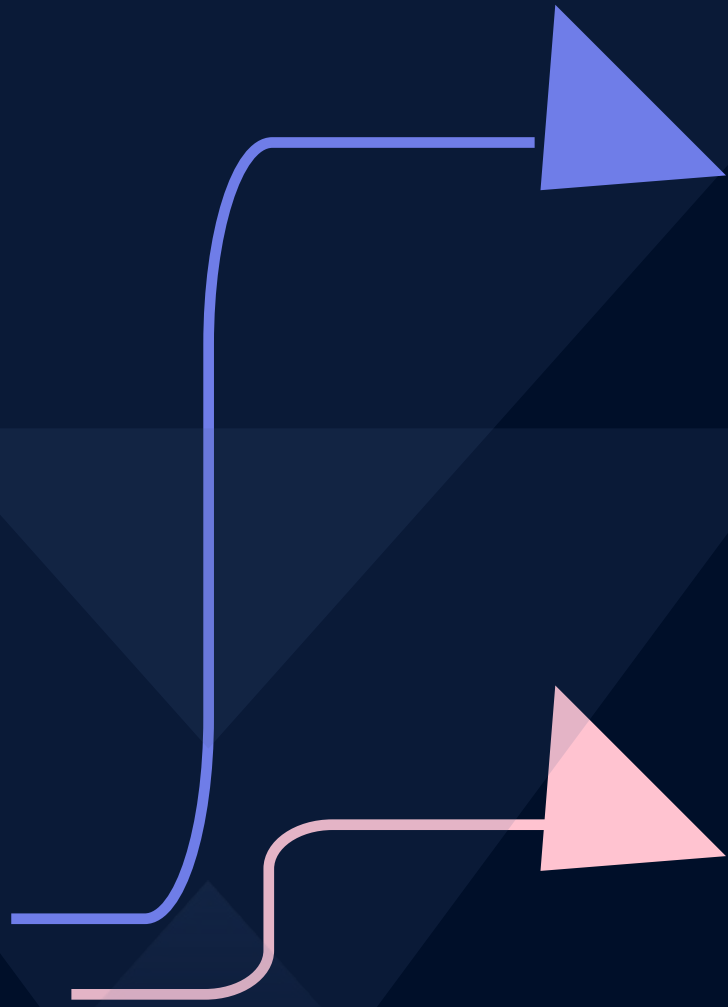


Tasks Brainstorm



Tasks

What are actions will users have to take on our app?



Easy

Like a friend's update:

- > automatically see feed in app
- > click one clearly-labelled button



Medium

Add a movie/show:

- > click add
- > search and find correct show



Rank a movie/show:

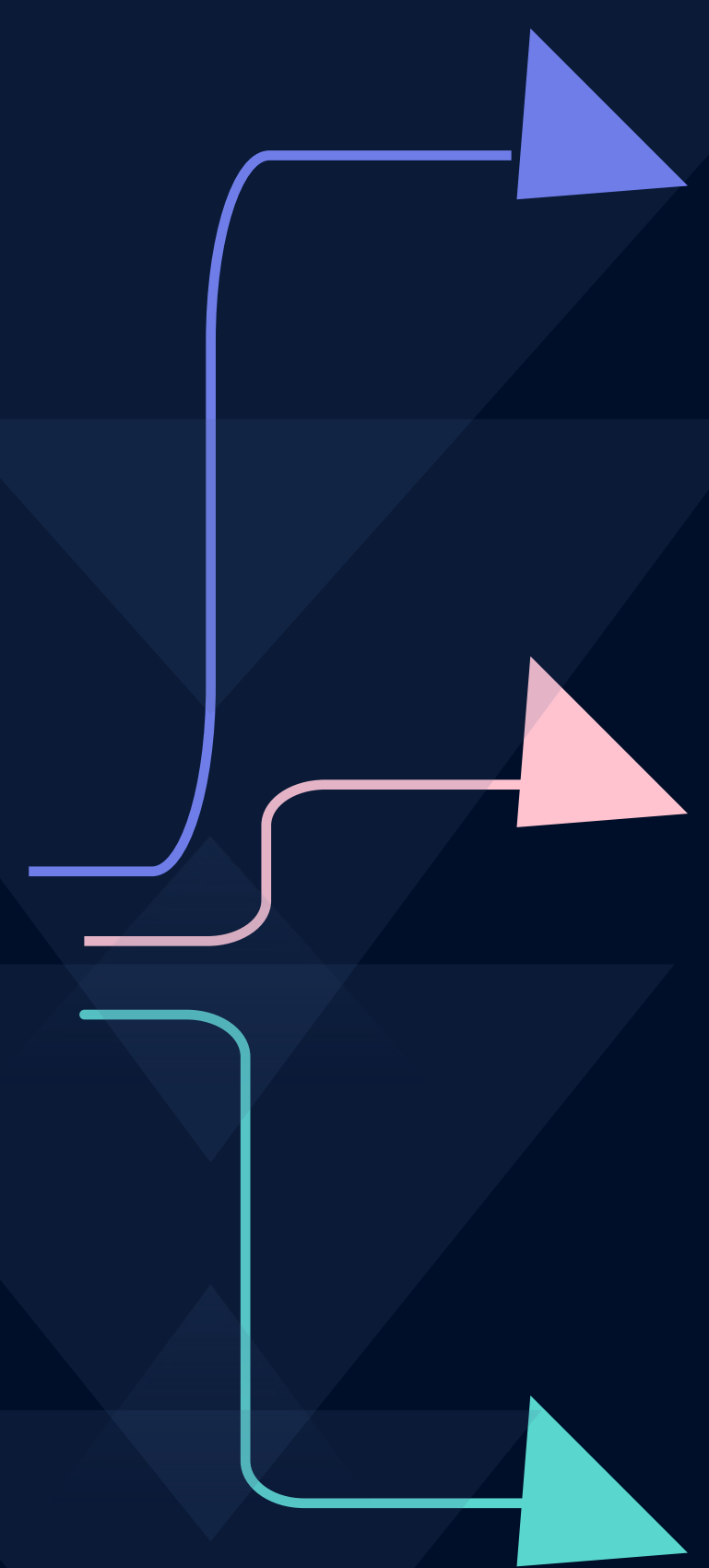
- > think about ranking
- > place in it in right location

Tasks Brainstorm



Tasks

What are actions will users have to take on our app?



Easy

Like a friend's update:

- > automatically see feed in app
- > click one clearly-labelled button



Medium

Add a movie/show:

- > click add
- > search and find correct show



Rank a movie/show:

- > think about ranking
- > place in it in right location

Hard

Schedule watch session

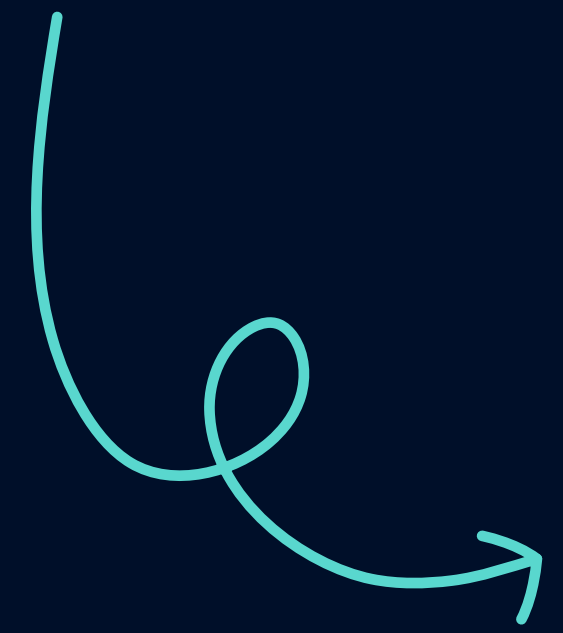
- > find friend(s)
- > select date & time on calendar
- > send ping
- > wait for response & edits



Tasks in our video



Rank movie by preference



Roadmap

01

**More Prototyping +
Solutions Updates**

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Tasks

05

Storyboard

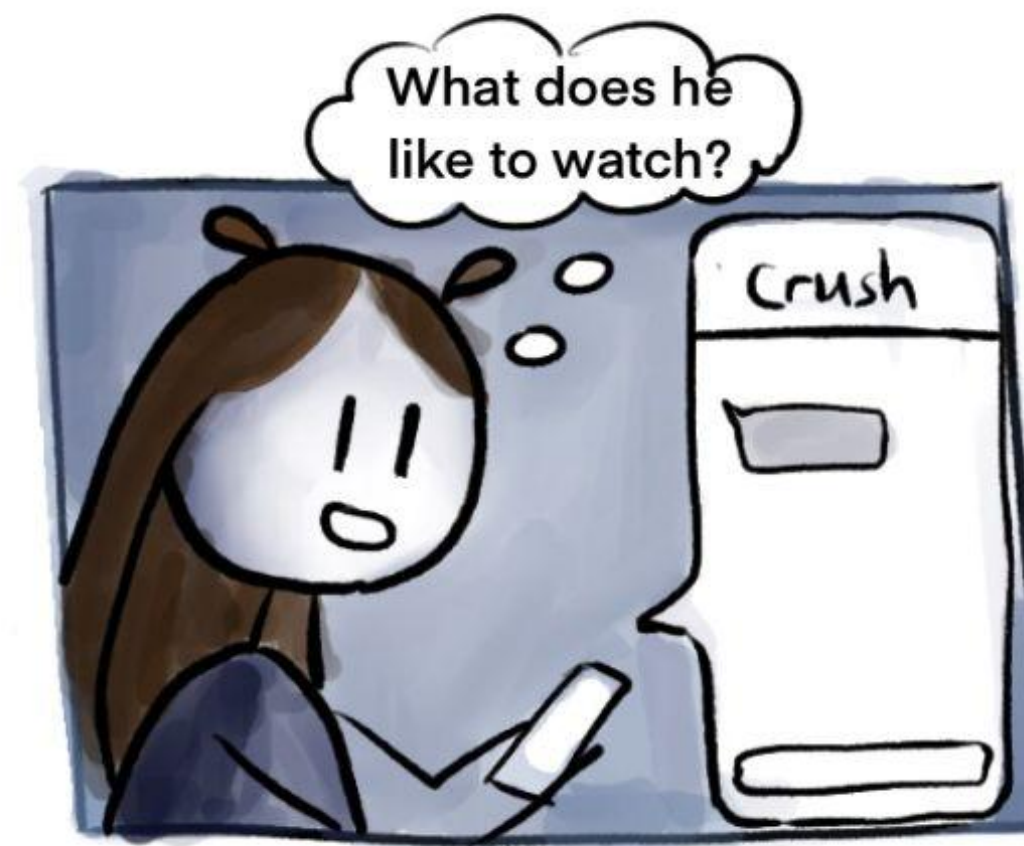
Storyboard



Alvin is watching a film alone in his room, wishing accompany.



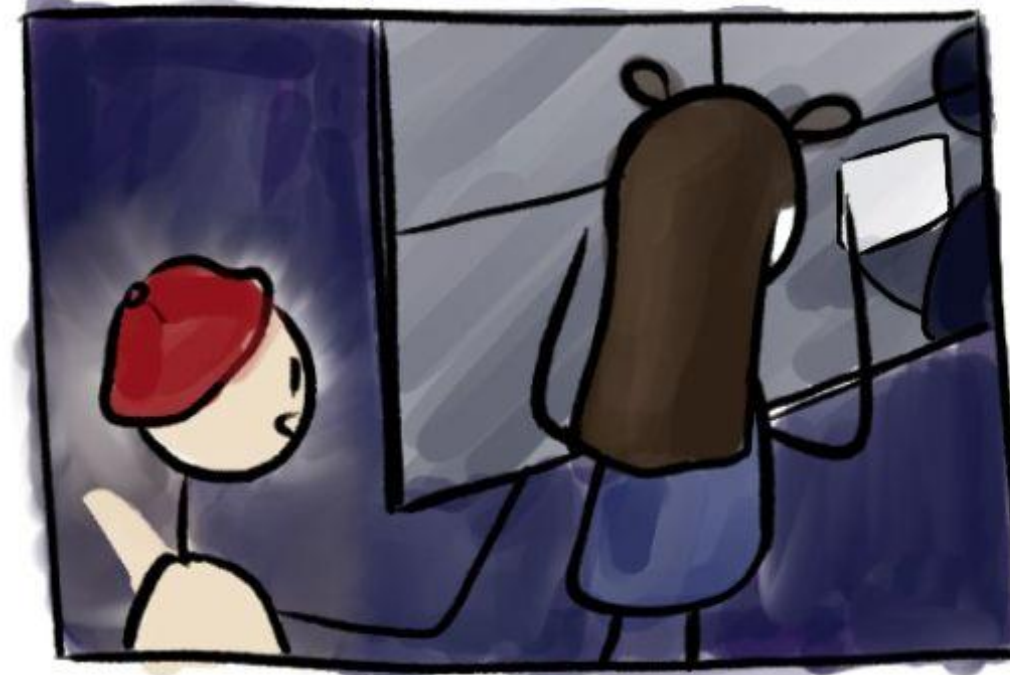
He texts his friend Brittany, saying "I wish a girl can ask me out to watch some movie."



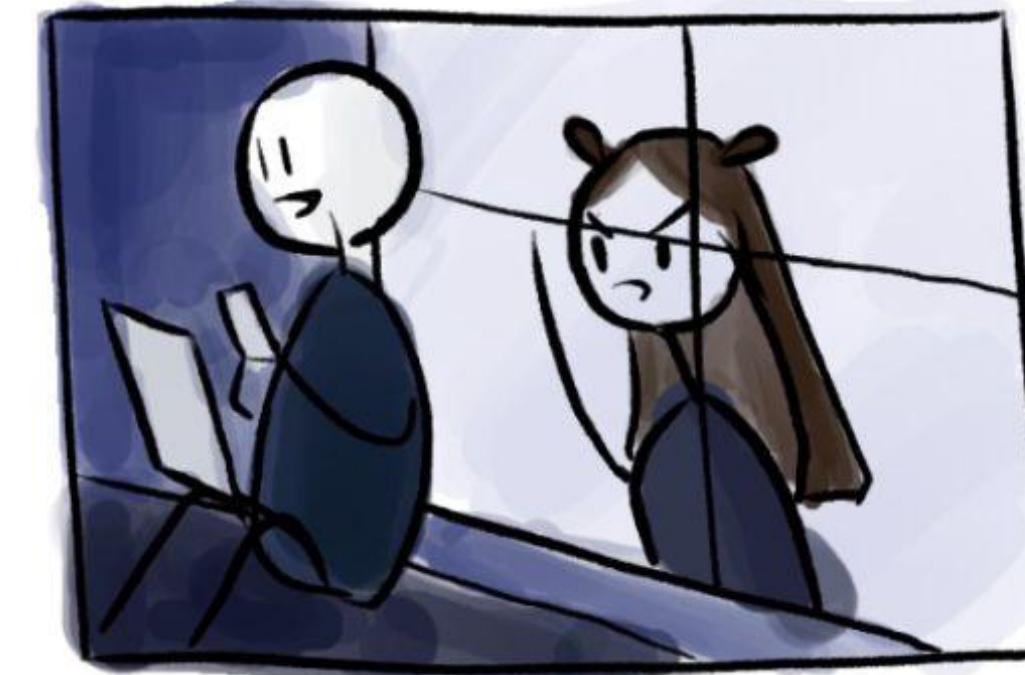
Brittany likes Alvin, but she does not know what to watch with him.



RendezViewz gives Brittany Alvin's movie profile and asks Brittany to fill in hers.



That is when RendezViewz notices the need of this poor girl.



Brittany even goes outside Alvin's room to figure out his movie taste.



RendezViewz figures out the shared preferences and schedule of Alvin and Brittany and sent out invitations.



Alvin and Brittany both receive a surprise, delivered right to their doors.



It turns out to be an invitation: Friday 7pm, "The Notebook" – a film that they both like! *fin.*



Concept Video



Next Steps

01 Develop Task Flows

Connect tasks in intuitive ways

02 Early Stage Prototyping

Start connecting our task flows on paper

03

Paper Prototype

Create physical, navigable, map of task flows

04

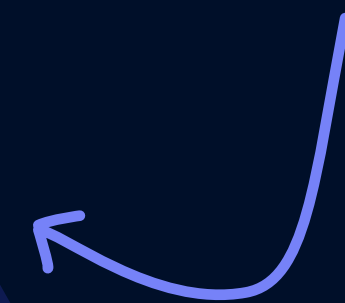
Low-Fi Testing

Test paper prototype with prototype testers



Thank You!

Any Questions?



Image/icon sources

Brand icons from respective sites.

Like icon: <https://pngtree.com/free-png-vectors/like-icon>

Plus icon: <https://www.iconsdb.com/white-icons/add-icon.html>

Calendar icon: <https://bearingbrokersinc.com/welcome/calendar-icon-white/>

Film icon:

<https://www.alamy.com/film-icon-in-comic-style-movie-cartoon-vector-illustration-on-white-isolated-background-clapper-video-splash-effect-business-concept-image356270507.html>

Podium icon: <https://www.vectorstock.com/royalty-free-vector/podium-winners-icon-cartoon-vector-13600701>

Popcorn icon:

<https://www.pinterest.com/pin/french-fries-and-popcorn-clipart-french-fries-and-pop-corn-in-red-paper-box-cartoon--289145238589367362/>

Group icon: <https://www.vecteezy.com/vector-art/645835-group-people-icon>

Eye icon:

<https://www.vectorstock.com/royalty-free-vector/white-eye-icon-on-black-background-vision-symbol-vector-39347989>

Tarot Cards: Tarot Cards of Tech