



**INTERACTIVE IV**  
ANDREA MONTEALEGRE

# INDEX

## 1 BRIEF

**1.0** PROBLEM BACKGROUND

**1.1** PROBLEM STATEMENT

**1.2** PROJECT GOAL

## 2 RESEARCH

**2.0** COMPETITIVE ANALYSIS

**2.1** TREND RESEARCH

**2.2** USER PERSONAS

**2.3** SKETCHES

## 3 FEATURES & STRUCTURE

**3.0** CORE FEATURES

**3.1** INFORMATION ARCHITECTURE

**3.2** GRID STRUCTURE

## 4 ANNOTATED WIREFRAMES

**4.0** START AND QUESTIONNAIRE WIREFRAME

**4.1** HOME PAGE WIREFRAME

**4.2** DETAILS PAGE WIREFRAME

## 5 LOOK & FEEL

**5.0** MOODBOARD

**5.1** STYLE BOARD

## 6 VISUAL COMPOSITIONS

**6.0** START AND QUESTIONNAIRE VISUAL COMP

**6.1** HOME PAGE VISUAL COMP

**6.2** DETAILS PAGE VISUAL COMP

**6.3** PROTOTYPE

## 7 CONCLUSION

**7.0** IN THE IDEAL WORLD

# BRIEF

**1.0** PROBLEM BACKGROUND

**1.1** PROBLEM STATEMENT

**1.2** PROJECT GOAL

## 1.0 PROBLEM BACKGROUND

**20 %**

of parents believe  
the rating system  
is inaccurate

<http://www.mpaa.org/wp-content/uploads/2015/11/Parents-Rating-Advisory-Study-2015.pdf>

**15 %**

of parents find the  
ratings not useful

<http://www.mpaa.org/wp-content/uploads/2015/11/Usefulness-of-Movie-Ratings-and-Descriptors.pdf>



## 1.1 PROBLEM STATEMENT

Parents are worried because they are unprepared. With **ZEOTROPE**, parents know exactly what their kids are watching and are prepared to save their family's movie experience.

## 1.1 PROBLEM GOAL

The goal of this project is to provide families with an easy answer to  
**“What movie should I watch with my family  
tonight?”**

# RESEARCH

**2.0** COMPETITIVE ANALYSIS

**2.1** TREND RESEARCH

**2.2** USER PERSONAS

**2.3** SKETCHES

## 2.1 COMPETITIVE ANALYSIS

# KIDS IN MIND

### Rates sensibilities:

Data

### Complete Content Analysis

Descriptions of scenes and their sensibilities

List by Rating

Priority is sensibilities

### Mobile Version

Comes to show that their research shows that many of their audience accesses the site on their phones.

The screenshot displays the Kids in Mind website. At the top, the logo 'kids in mind' is shown next to 'CRITICS.COM' and 'MEDIASCREEN.COM'. A banner promotes becoming a Premium Member for \$2 a month, listing benefits like 'You're making sure we survive', 'Exclusive previews', and 'No more ads'. A red 'ADS' icon with a slash through it is also present, along with a call to 'Support our efforts & consult our reviews in an ad-free environment'. Below the banner, navigation links include 'This Week', 'List By Rating', 'New On Video', 'Subscribe!', and 'Help & FAQ'. A search bar and a 'Member Login' button are also visible. The main content area features a section titled 'Film ratings & parents' reviews that actually work'. On the left, a 'YOUR HELP NEEDED' box explains the site's financial challenges and asks for donations or memberships. The central part of the page shows 'NEW REVIEWS - Friday 9.16.2016' for the movie 'The Wild Life - 1.3.2', including a synopsis, a cast list, and a 'complete content analysis' section with ratings for 'SEX & NUDITY', 'VIOLENCE & GORE', and 'PROFANITY'. On the right, there are social media follow buttons for Facebook and Twitter, a download link for the 'kids-in-mind app', and a 'contact us' link. A large image of a young man is shown at the bottom right.

**kids in mind**  
CRITICS.COM MEDIASCREEN.COM

**Become a Premium Member | Only \$2 a month**

- ▶ You're making sure we survive
- ▶ Exclusive previews
- ▶ No more ads

**ADS** Support our efforts & consult our reviews in an ad-free environment

[This Week](#) | [List By Rating](#) | [New On Video](#) | [Subscribe!](#) | [Help & FAQ](#)

[Member Login](#) [Not a Member? Join Today!](#)

**Film ratings & parents' reviews that actually work**

**YOUR HELP NEEDED**

Although our site is very popular, the current economic climate has reduced our revenues just when we need extra security to prevent attacks from hackers who don't like what we do. If you think what we do is worthwhile, please [donate](#) or [become a member](#).

**NEW REVIEWS - Friday 9.16.2016**

**The Wild Life - 1.3.2**

An animated tale about Robinson Crusoe (voiced by Yuri Lowenthal) and his dog who are shipwrecked on a tropical island in the South Pacific. They meet a parrot (voiced by David Howard) and a small group of animals, gain their confidence and together build and defend a deluxe treehouse. Also with the voices of Laila Berzins, Joey Camen, Sandy Fox, Colin Metzger, Marieve Herington and Jeff Doucette. Directed by Vincent Kesteloot & Ben Stassen. [1:30 - PG]

**SEX & NUDITY**  
[Rating: 1/10]

**VIOLENCE & GORE**  
[Rating: 1/10]

**PROFANITY**  
[Rating: 1/10]

[complete content analysis](#)

[contact us](#)

[Twitter](#) [t](#) [G](#) [f](#) 20.4K [+](#) 3.7K

8

## 2.1 COMPETITIVE ANALYSIS

# COMMON SENSE MEDIA

### Ages:

Rates movies based on ages. But families have different concepts of what is ok for their kids to watch.

### Blog:

Allows the users to start conversations about topics related to kids and the movies they are watching. A different way of understanding the rating system in the website

### Top Pics:

Provides the user with an easy answer to the question “what can my family and I watch tonight?”

The screenshot displays the Common Sense Media website. At the top, the logo features a green checkmark and the text "common sense media". To the right of the logo is the tagline "We rate, educate, and advocate for kids, families, and schools" and a search bar with the placeholder text "Search our site" and a green search icon. Below the header is a navigation menu with links: "Reviews", "Top Picks", "Family Guides", "Parent Concerns", "Videos", "Blogs", "For Educators", "Kids Action", "Latino", and "About Us". The "Reviews" link is highlighted in green.

The main content area is divided into two columns. The left column, titled "Narrow results", contains three filter sections: "AGES" with buttons for ages 2 through 18, "ENTERTAINMENT TYPE" with a list of categories and their review counts, and "TOPICS" which is partially visible. The right column contains a descriptive paragraph about the site's mission, followed by a section titled "New movies in theaters and coming soon" which displays three movie cards: "The Wild Life" (age 6+, 4 stars), "Sully" (age 12+, 5 stars), and "The Light Between Oceans" (age 14+, 5 stars). Below this is a link to "More new movie reviews". At the bottom, a section titled "New on DVD and on demand" shows the beginning of another row of movie cards.

ENTERTAINMENT TYPE	
Movies	7,418
Games	3,675
Apps	3,245
Websites	1,074
TV shows	5,094
Books	4,295
Music	2,206




## 2.1 COMPETITIVE ANALYSIS

# PARENT PREVIEWS


### Sensitive Scene Writeup:

Gives a brief summary regarding what type of adult content is presented in the movie allowing the user to really understand what they are up against.



**WHEN THE BOUGH BREAKS**

One mother too many.


 When the Bough Breaks  
Rating & Content Info

**Please Note:** We have not viewed this movie. The information below is a summary based on data gathered from government and industry sponsored film classification agencies in various global regions.

**Why is *When the Bough Breaks* rated PG-13?** *When the Bough Breaks* is rated PG-13 by the MPAA for violence, sexuality/partial nudity, thematic elements, some disturbing images, and language.

**Violence:**

- Portrayals of violence, including corpses, blood, and some detail.
- Depictions of injury and physical assault.
- Infrequent portrayals of hand-to-hand, weapons, and gun violence, sometimes in a domestic context.
- Depiction of violence involving animals.
- Occasional gory and grotesque images.
- Some scenes may frighten children.

**Sexual Content:**  10

- Non-sexual nudity.
- Implied sexual activity.


A couple (Morris Chestnut and Regina Hall) that desperately wants a baby, hires a surrogate mother (Jaz Sinclair). But as the pregnancy progresses, so does the woman's desire to interfere in the marriage of her clients.

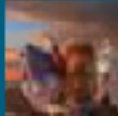
**Why is *When the Bough Breaks* rated PG-13?** The MPAA rated *When the Bough Breaks* PG-13 for violence, sexuality/partial nudity, thematic elements, some disturbing images, and language.


**GET IT NOW**


WHAT'S IN THEATERS

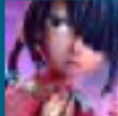
TOP PICKS NEWEST


 **Sully**  
MPAA Rating: PG-13  
Overall: A-

 **The Wild Life**  
MPAA Rating: PG  
Overall: B-

 **The Light Between Oceans**  
MPAA Rating: PG-13  
Overall: B

 **Ben-Hur 2016**  
MPAA Rating: PG-13  
Overall: A-

 **Kubo and the Two Strings**  
MPAA Rating: PG  
Overall: B

 **Disney THE JUNGLE BOOK**  
ON BLU-RAY  
& DIGITAL HD



## 2.2 TREND RESEARCH

# DARK UI

The users of this app might find themselves, more than once, in a dark room either a living room or a movie theatre, which is why I decided to implement dark ui into this app. Much like the iOS 10 dark ui design update of the watch app, where most of its users are setting alarms for the morning after lights out and therefore apple changed the apps design to dark ui.





## 2.2 USER PERSONAS

# BETHANY

### **Mother of Three** **Accountant**

Bethany's kids aren't in high school yet. When trying to watch a movie over the weekend, Bethany struggles with finding movies that all three kids want to watch. Her girls want some romance, and her son want a little bit of action. Both these types of movies make Bethany nervous since there tend to be nudity in romance movies, and a lot of violence in action movies.





## 2.2 USER PERSONAS

# JONATHAN

### Single

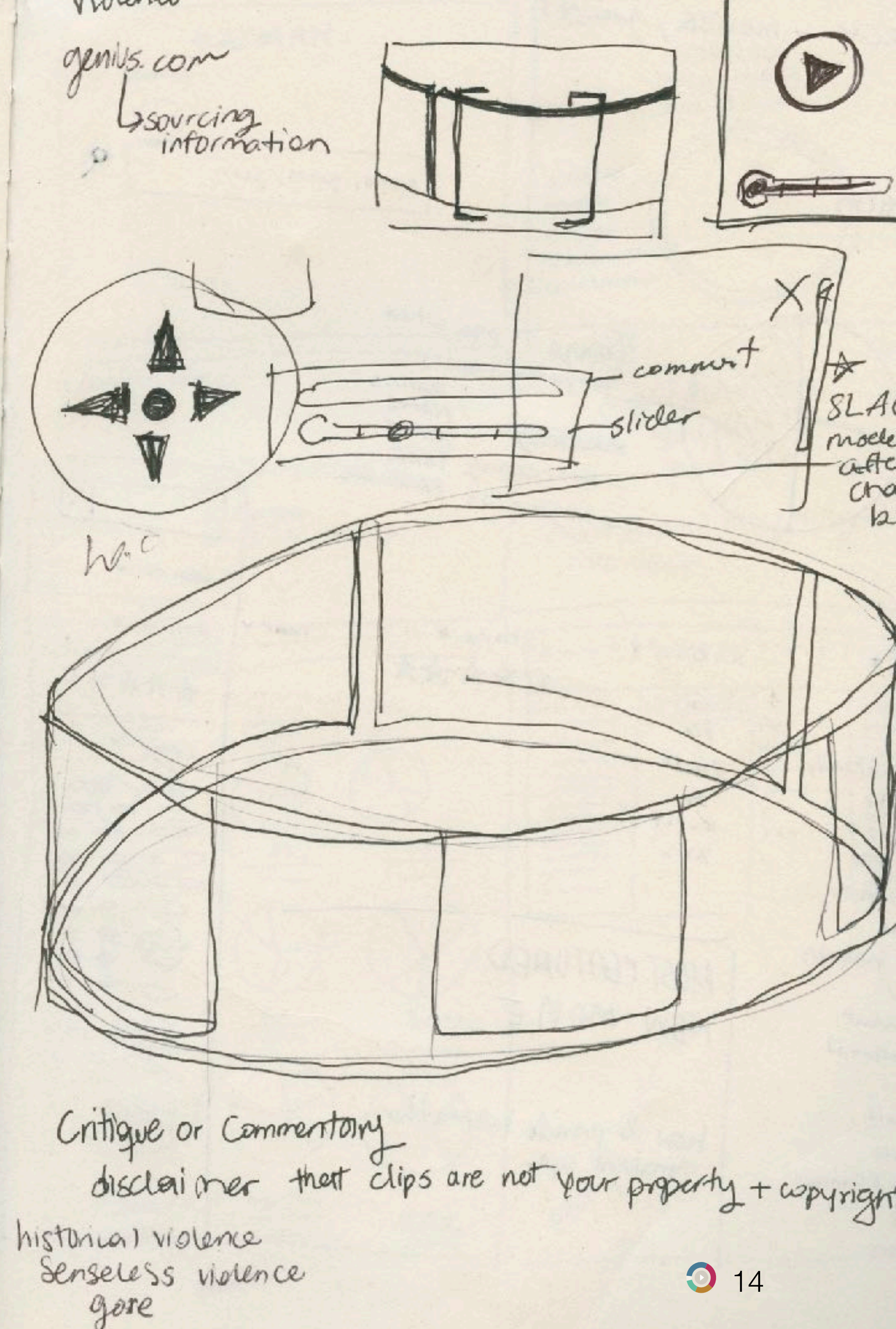
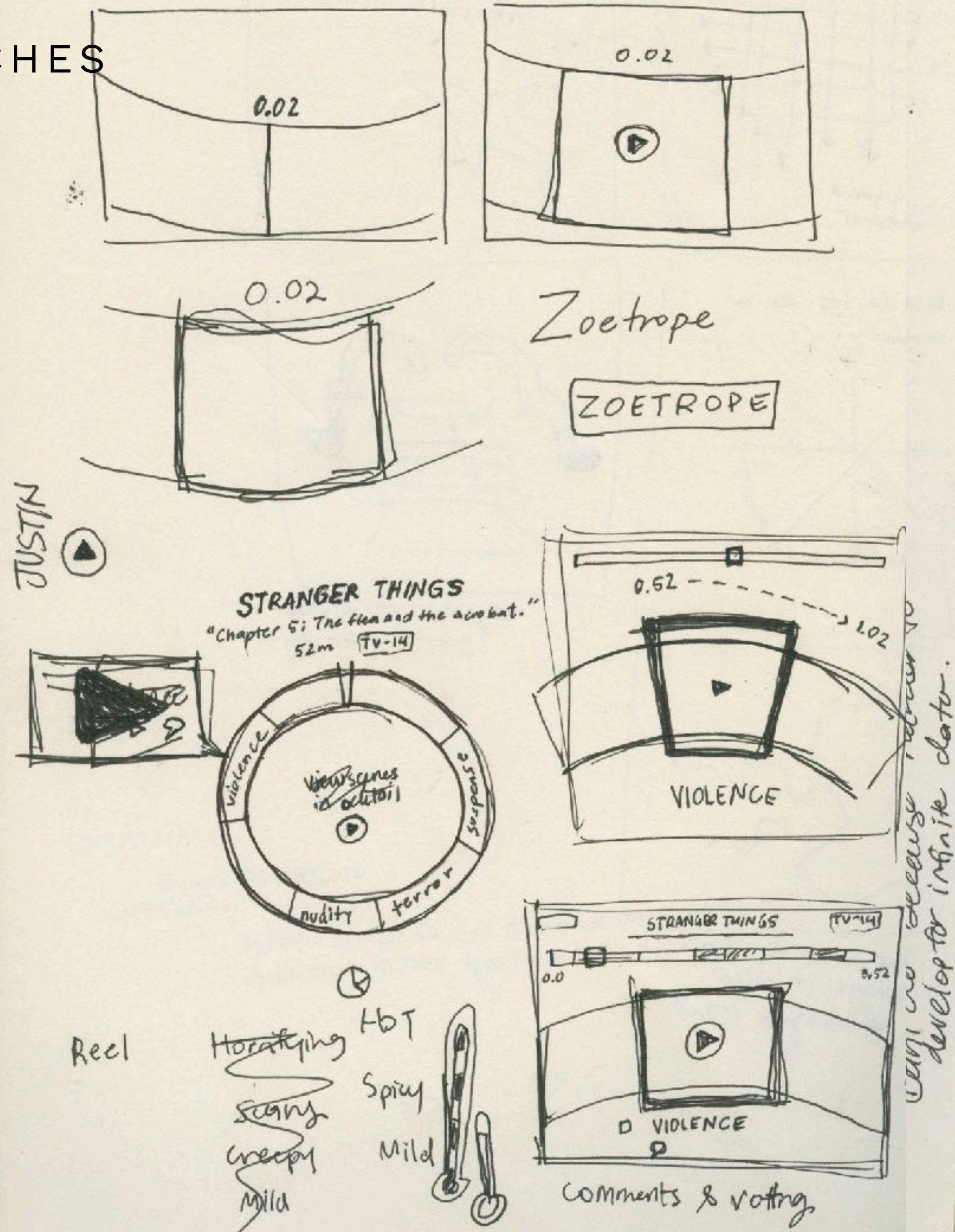
### High School Teacher

Jonathan teaches AP English at his local high school. He loves rewarding the students with watching a movie at the end of the year, however, Jonathan is often worried that he might get in trouble for accidentally allowing a sex-scene or violent scene go through the eyes of his students.



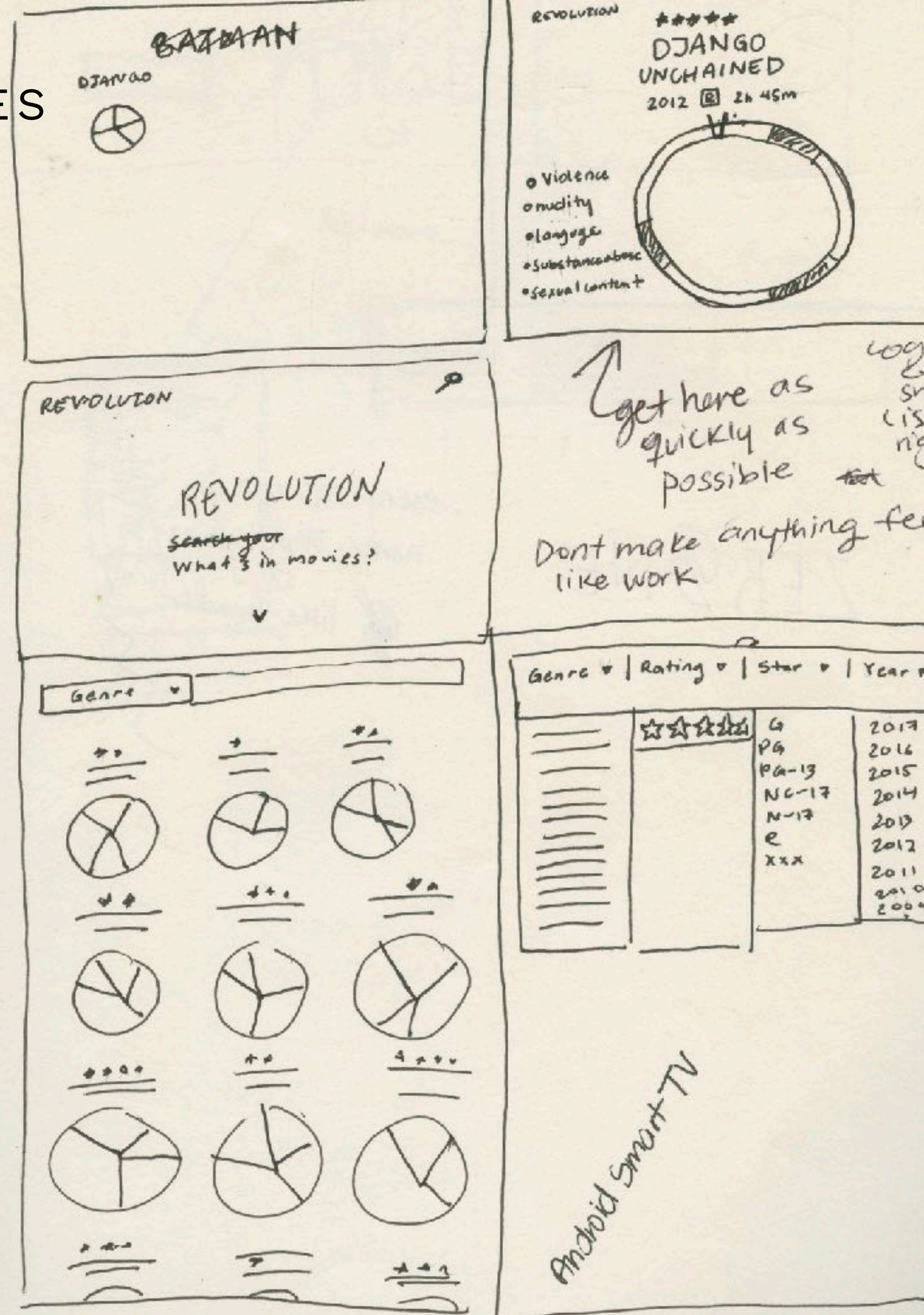


## 2.3 SKETCHES



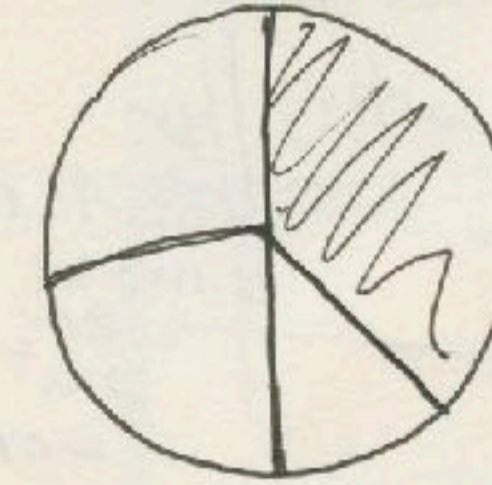


## 2.3 SKETCHES



SEARCH - movies, genres

Revolution



Things to see when comparing movies

~~Rating~~  
- Star Rating  
- What's on it

RATING  
NAME  
GENRE  
YEAR  
PRODUCERS

Genre

Action  
Anime  
Children & Family  
Classics  
Comedies  
Cult Movie  
Documentaries  
Dramas  
Faith & Spirituality  
Horror  
Independent  
International  
Music  
Musicals  
Romance  
Sci-Fi & Fantasy  
Sports  
Thrillers

Rating

G  
PG  
PG-13  
R  
NC-17  
XXX

Stars

☆☆☆☆

Year

MOST FEATURED  
NEW MOVIE

how to provide information  
straight up

Genre

Rating

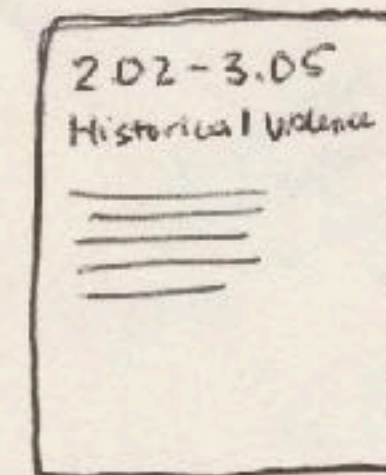
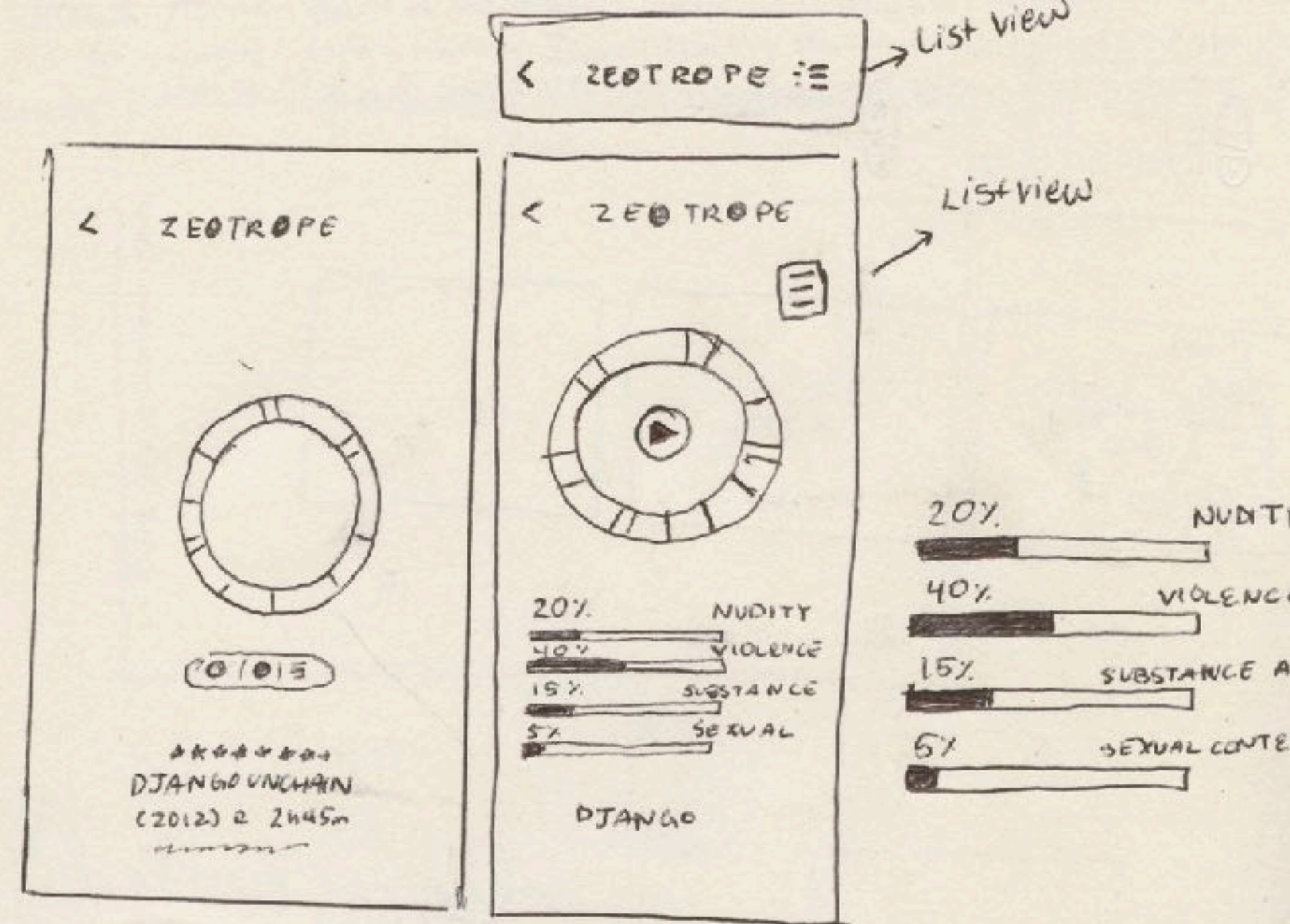
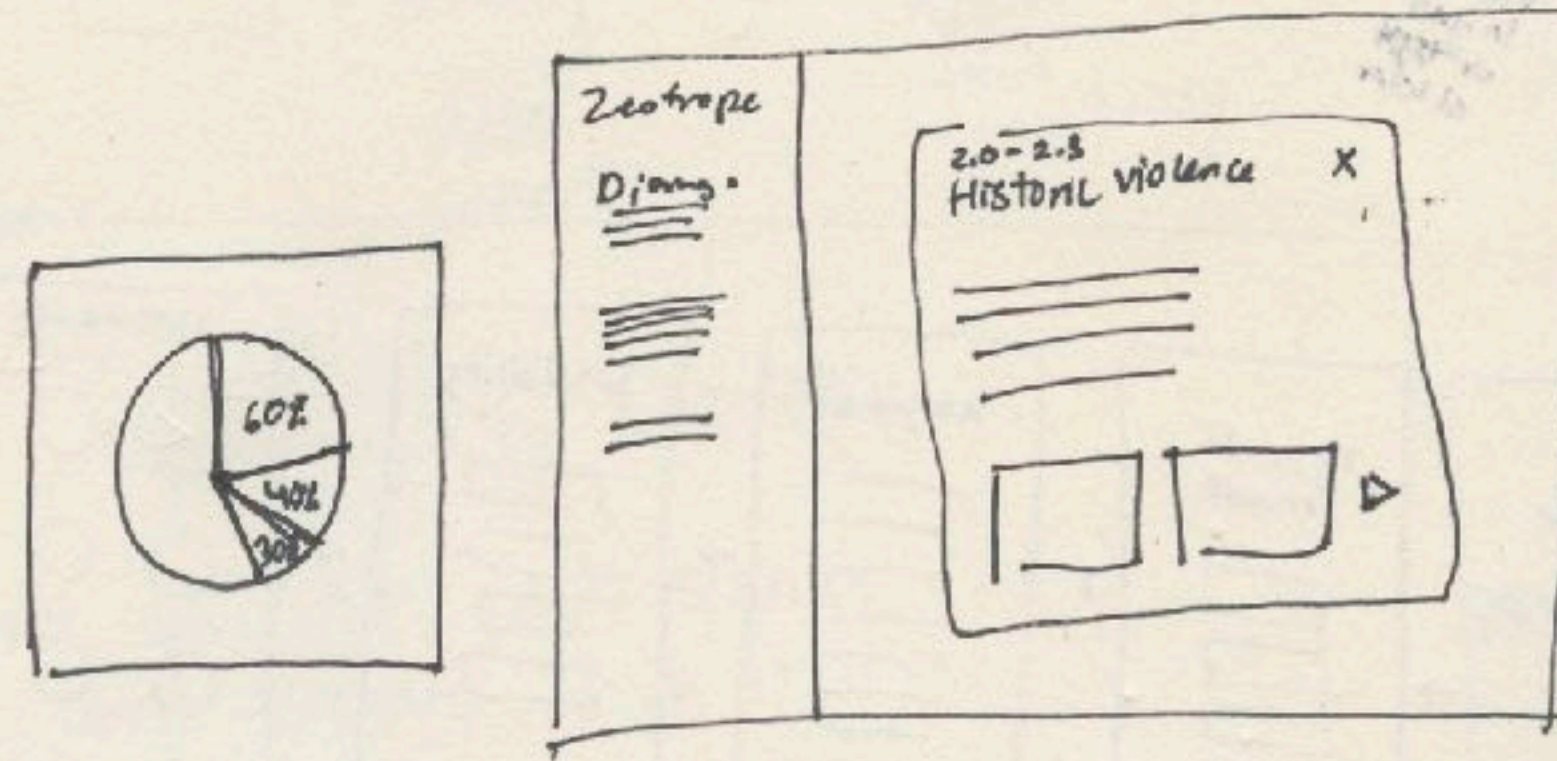
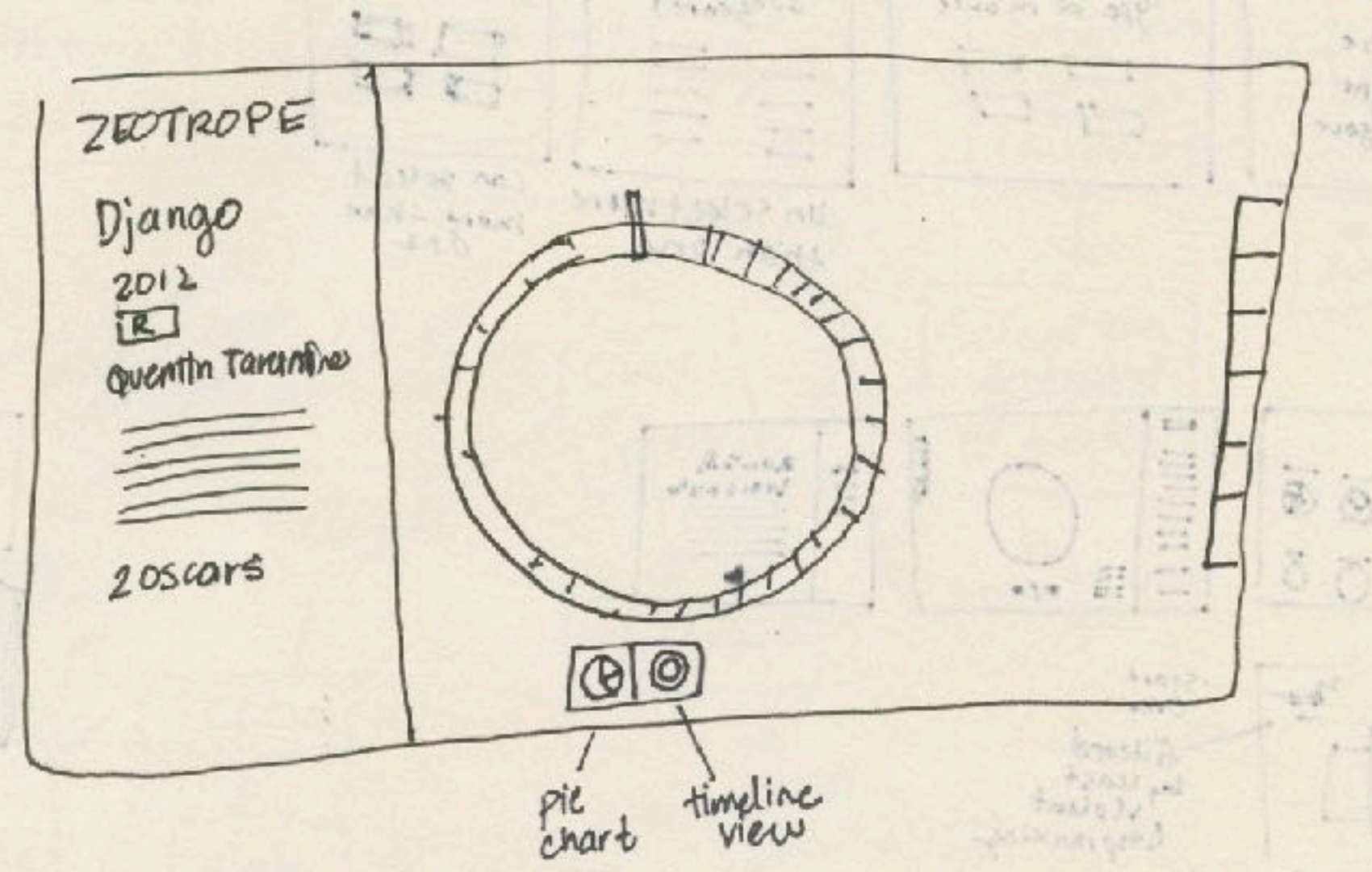
☆☆☆☆

Year

filters



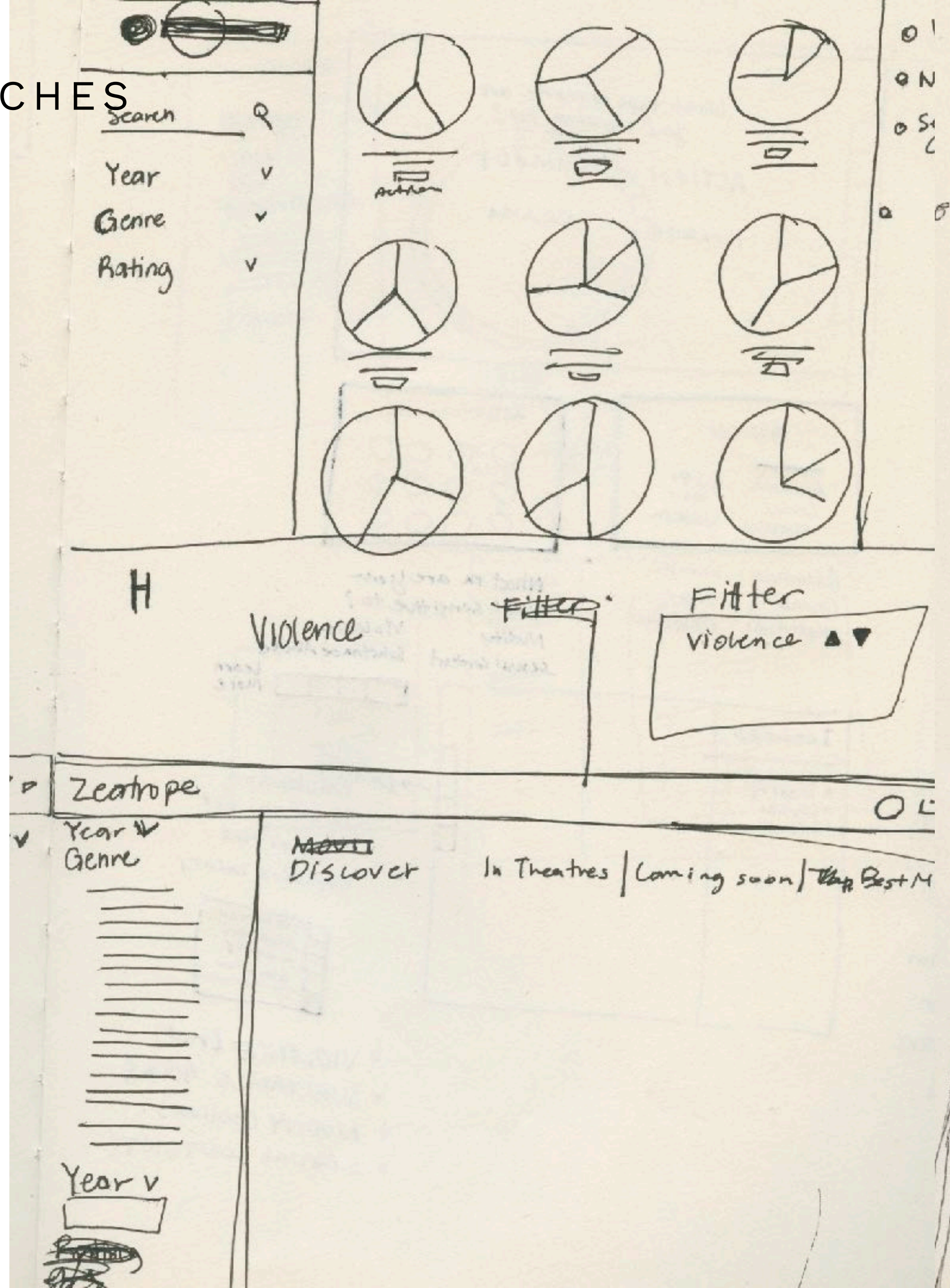
## 2.3 SKETCHES



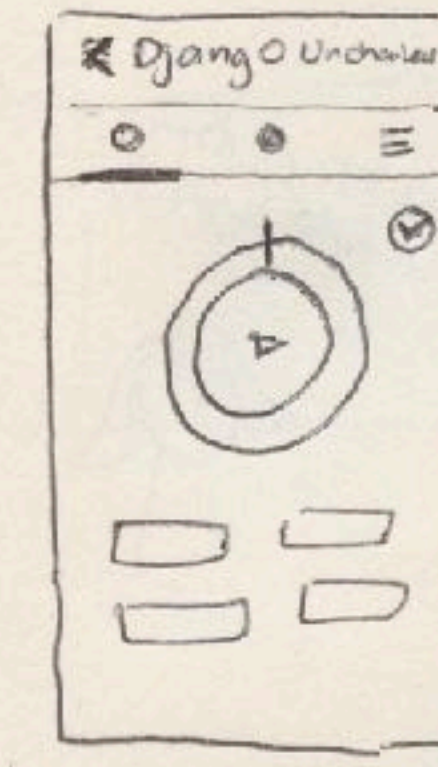
ZEOTROPE	ZEOTROPE
2.03-2.06 Historical violence	2.02-2.06
	3.05-3.02



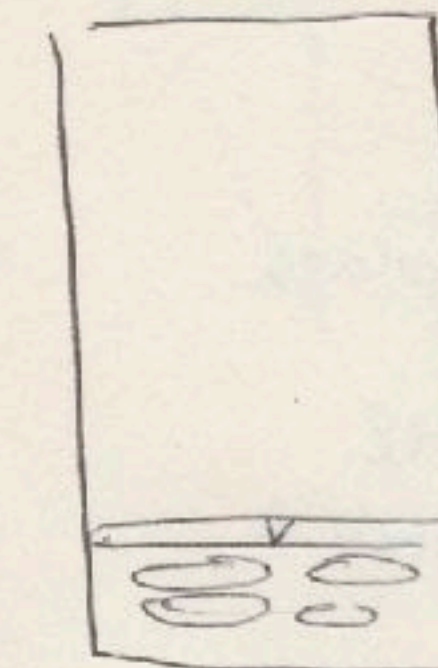
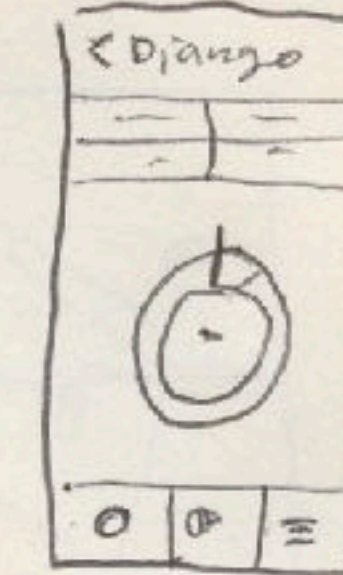
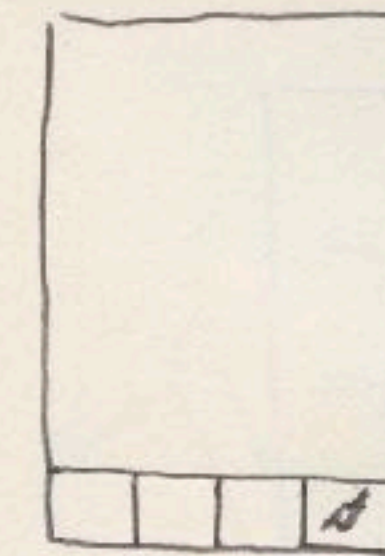
## 2.3 SKETCHES



How to make data filter:



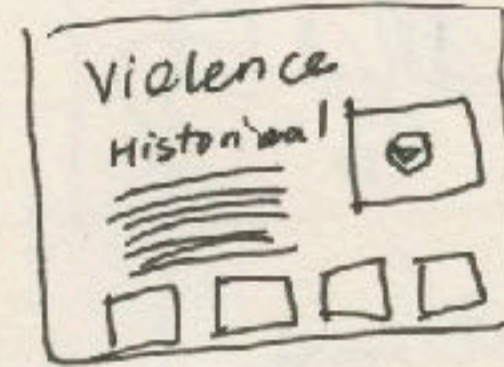
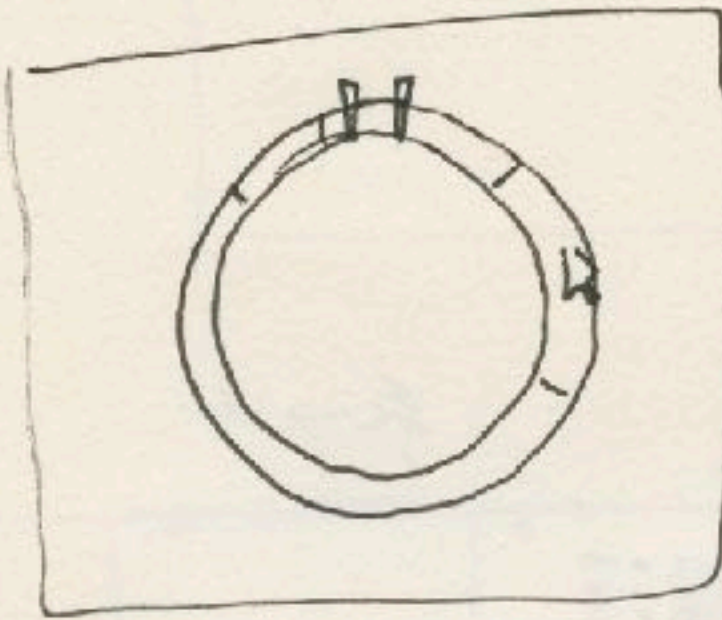
I want to see all the violent scenes  
I want to see them in list view



Thumb is  
down at  
the bottom

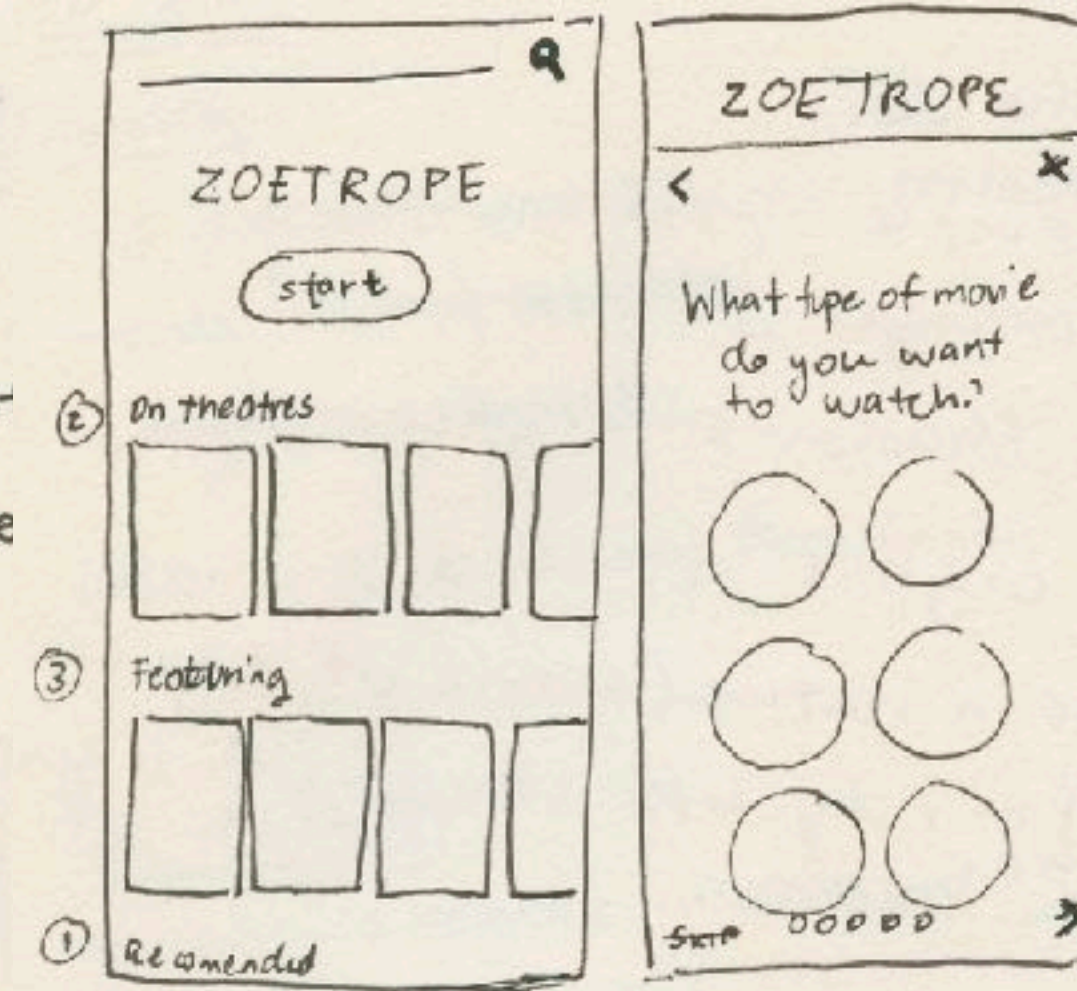


## 2.3 SKETCHES



their search based on a hot topic?

- violence
- sexual content
- nudity
- substance abuse



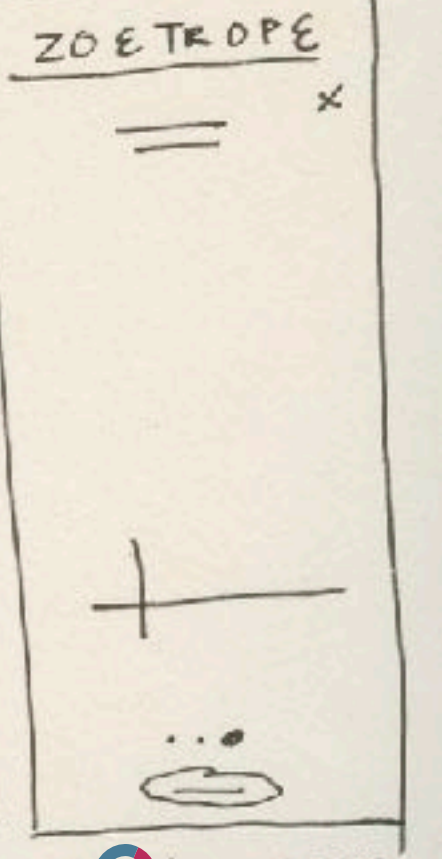
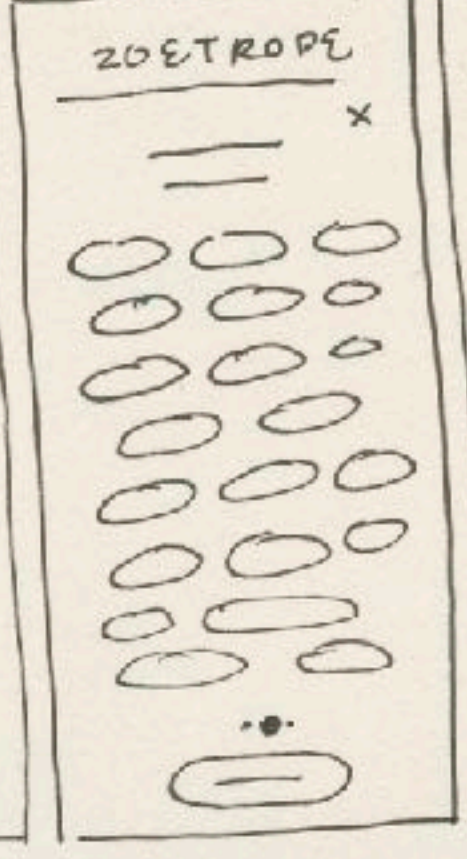
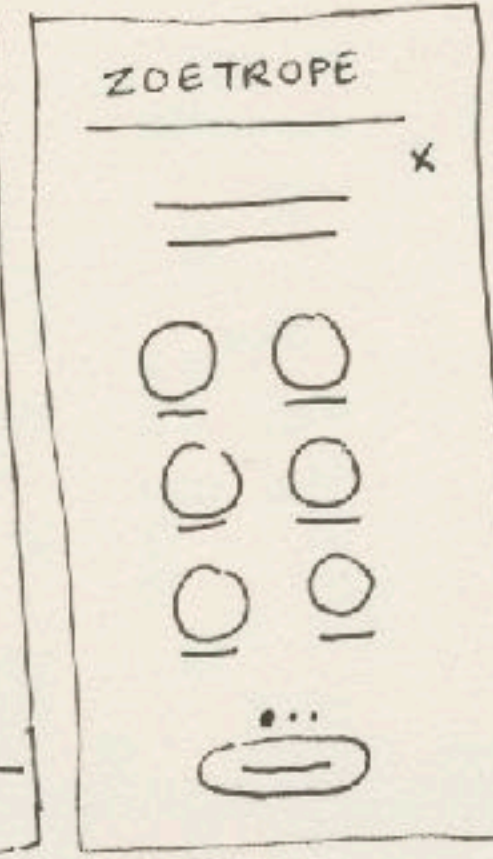
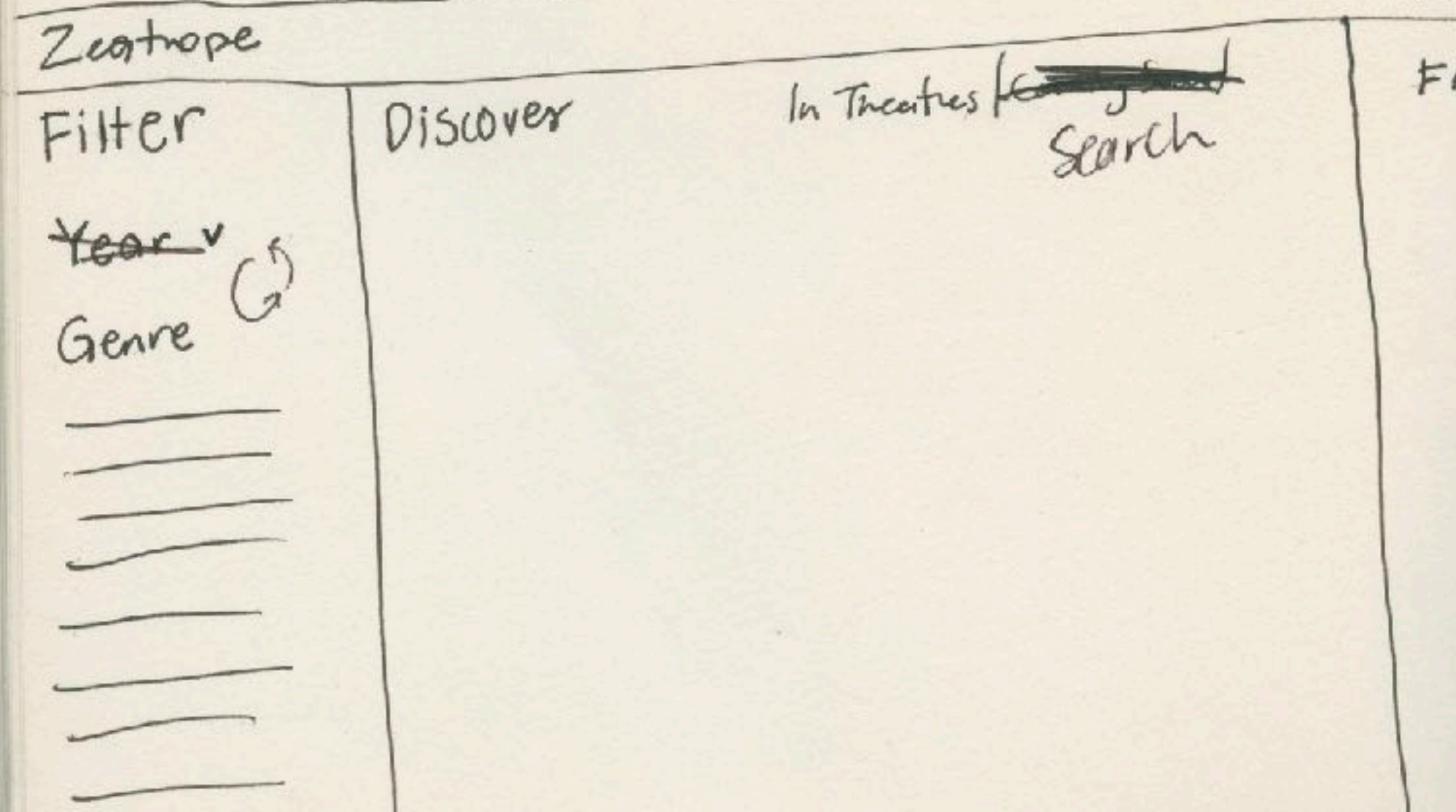
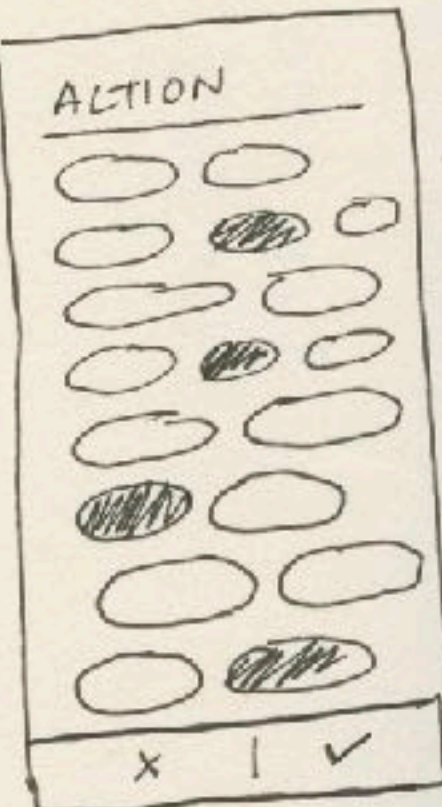
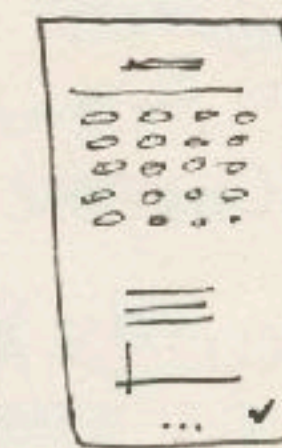
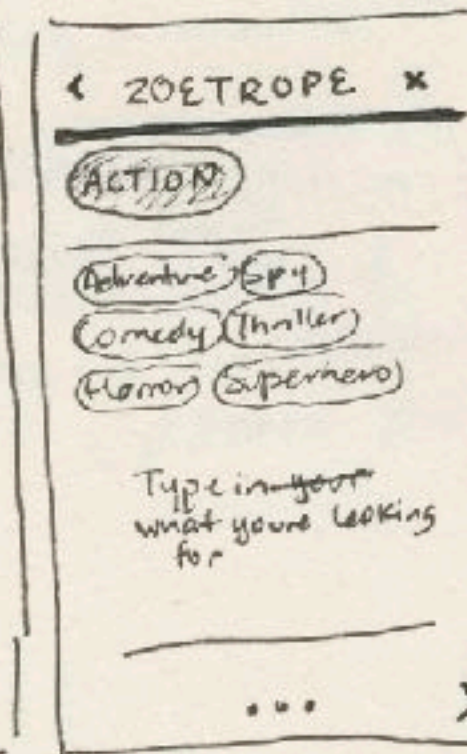
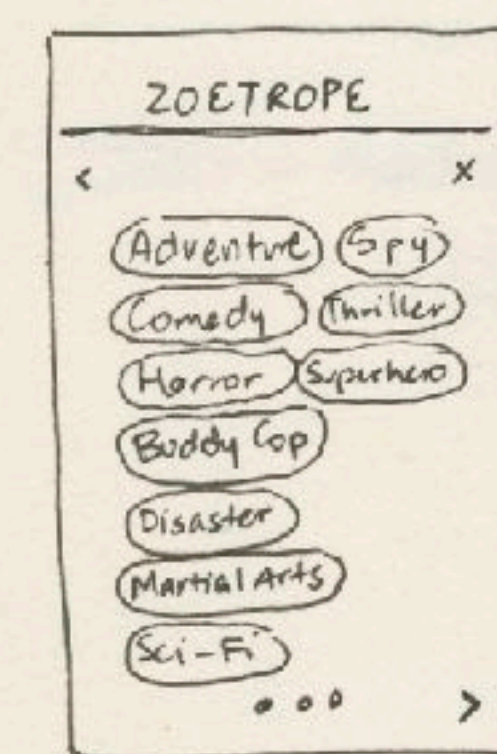
Year

2010's  
2000's  
1990's  
1980's  
1970's  
1960's

What kind of movie do you feel like watching?  
What do you feel like watching?

Personalize

Start over



Pick genre

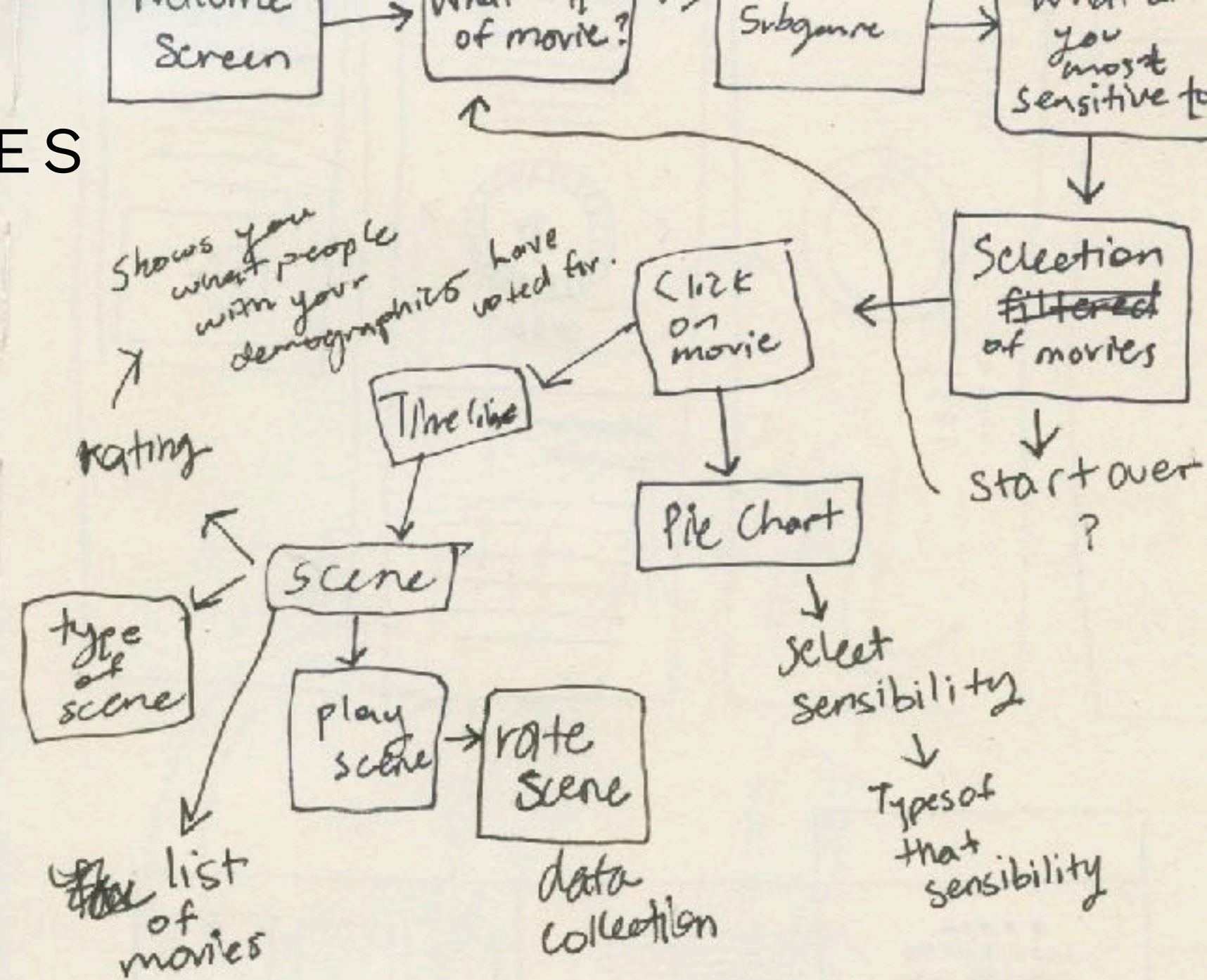
Pick subgenres

Create your own filters

Back to the sketchbook.

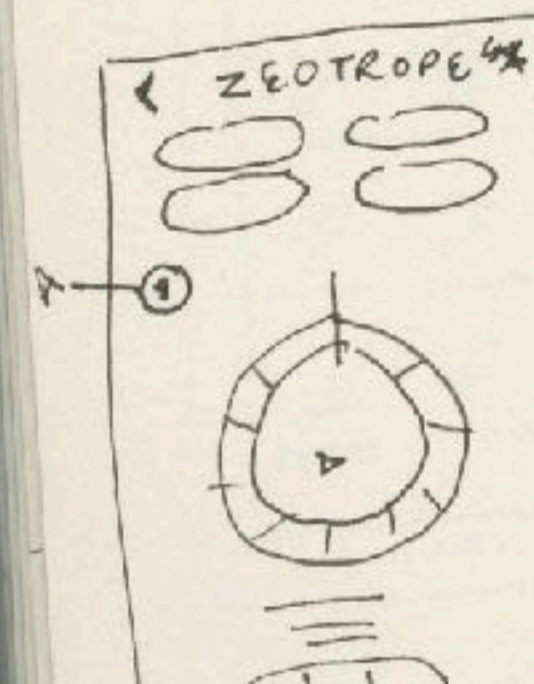
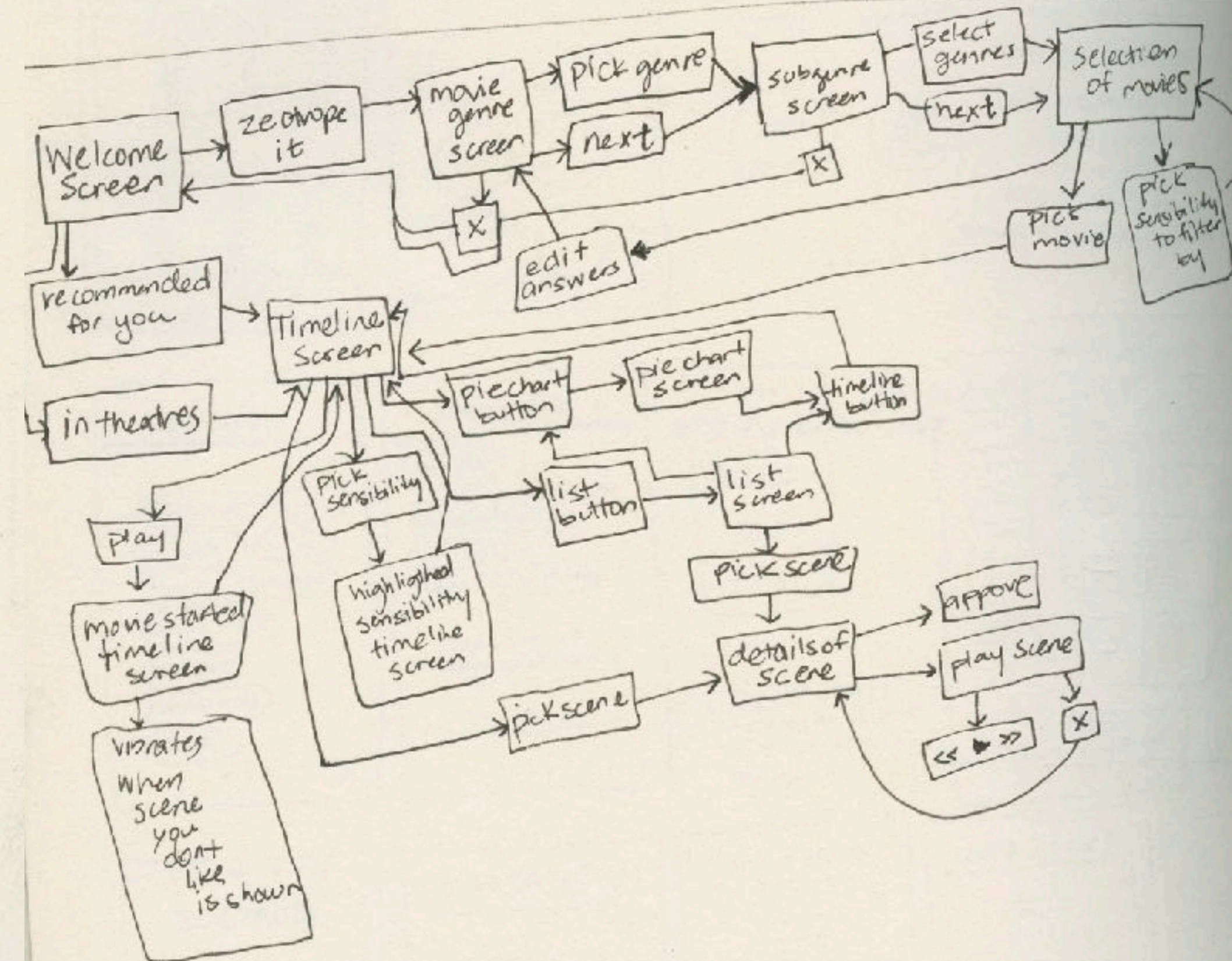


## 2.3 SKETCHES



When syncing to Netflix

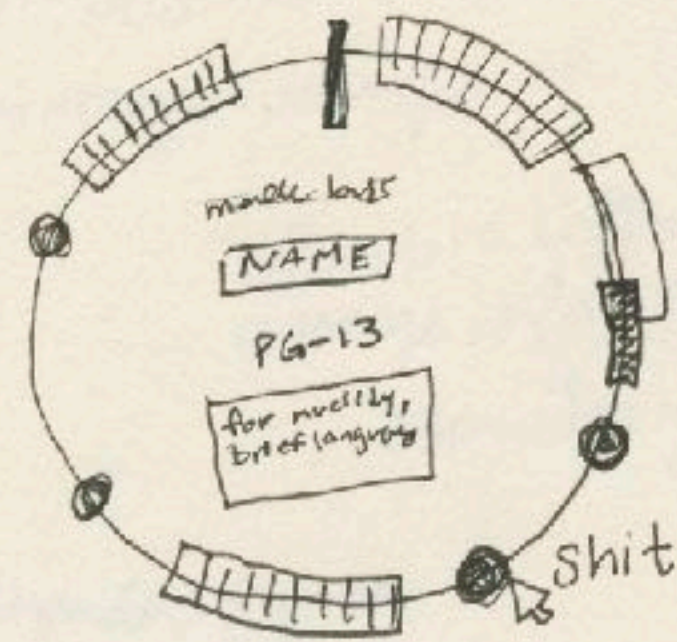
allows you to pick scenes you don't approve of & it shows up on the TV as with a description of what happened in that scene without showing the violence



A. User can see what scenes they have banned



## 2.3 SKETCHES



Ⓢ - curse words  
(hover to see)  
while one  
falls in & out

▨ - nudity

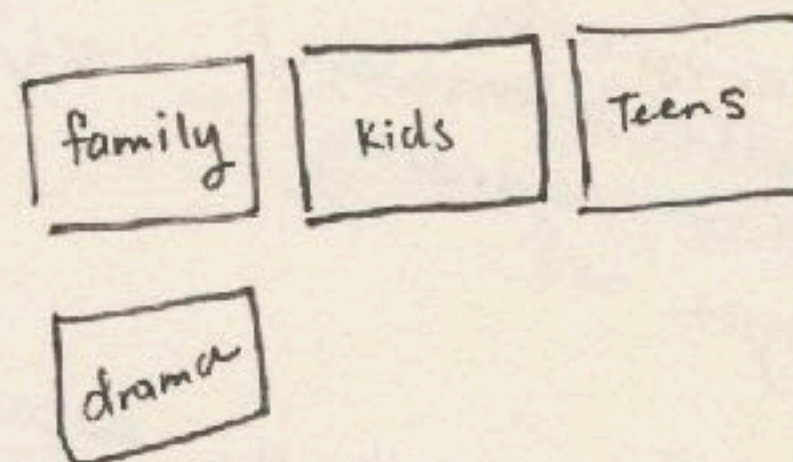
▮ - sexuality

▤ - violence

▥ - intense fantasy

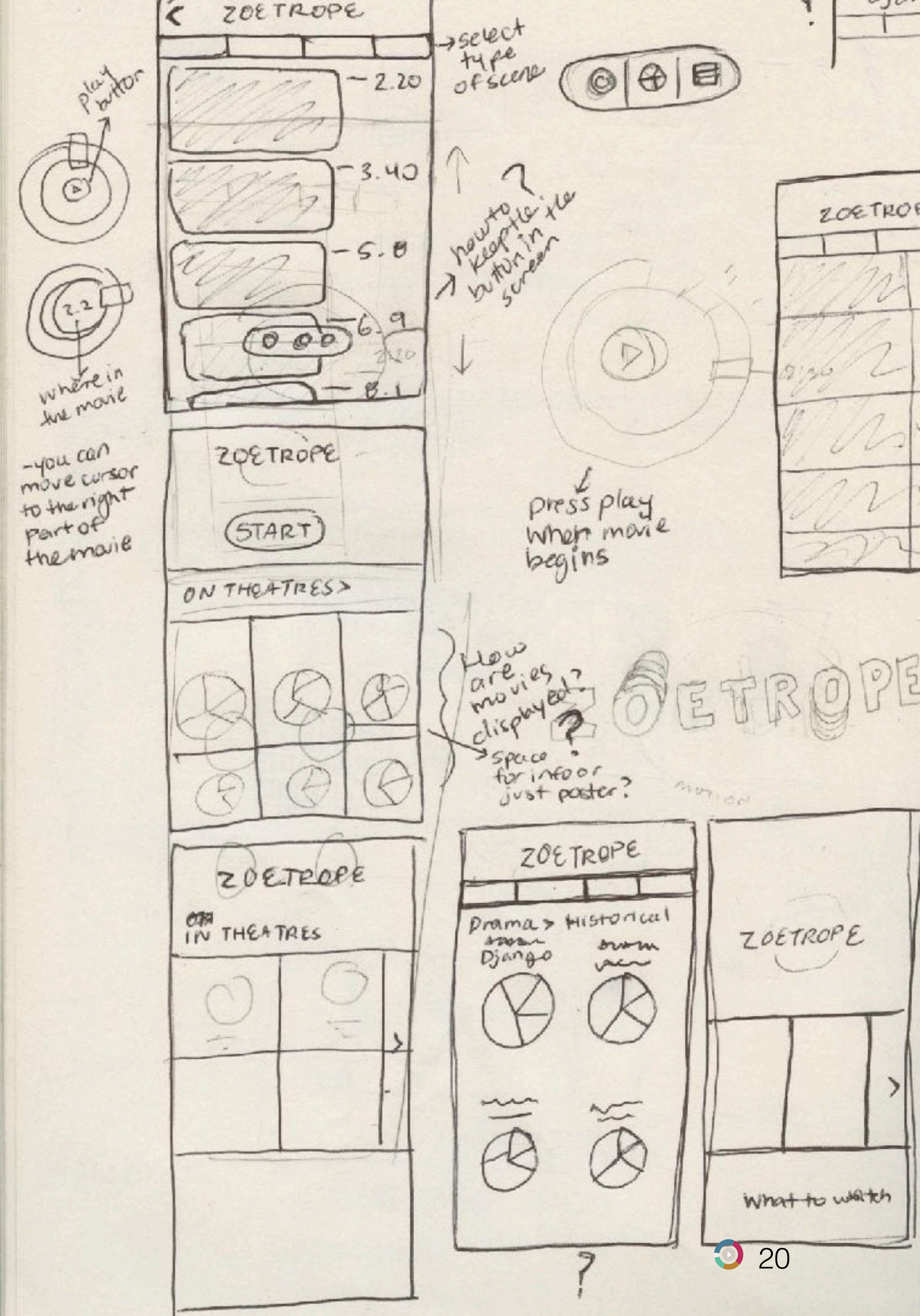
▦ - frightening images

You can make your own  
playlists / album of  
movies, favorites or  
organize them in groups



• circular so that  
you can understand  
the length of the movie  
comparatively rather  
than allowing points  
on the circular grid  
look as if they're  
closer to one another

• allow users to see  
who it was made  
by so they can compare



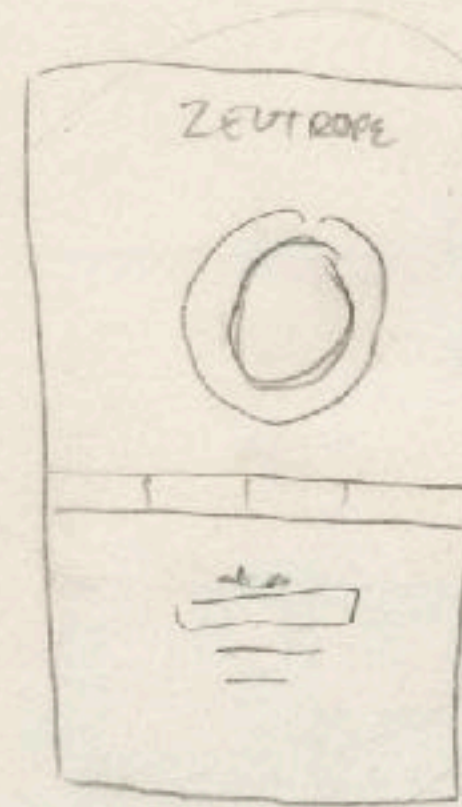
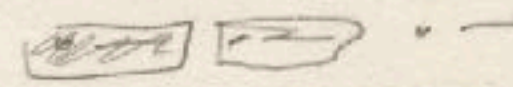


## 2.3 SKETCHES

- Colors

's eyes all over the place

legends key

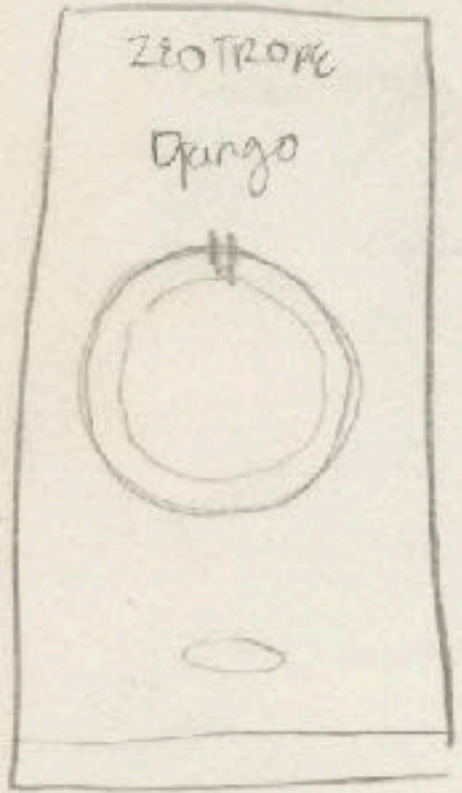


They already know what the movie is

Circle First

Intuitive explain not like a chart

dark ui b/c might be in theatre like 1850s alarm b/c

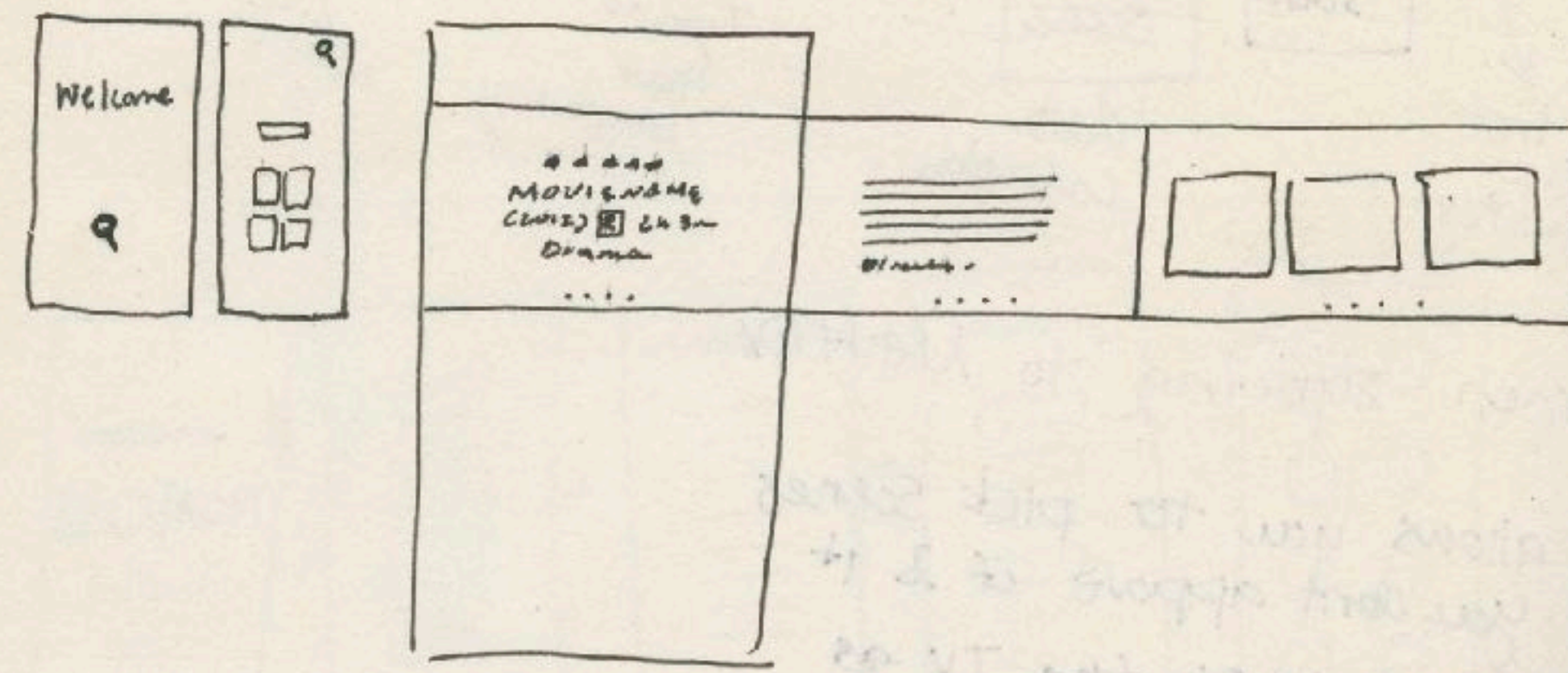
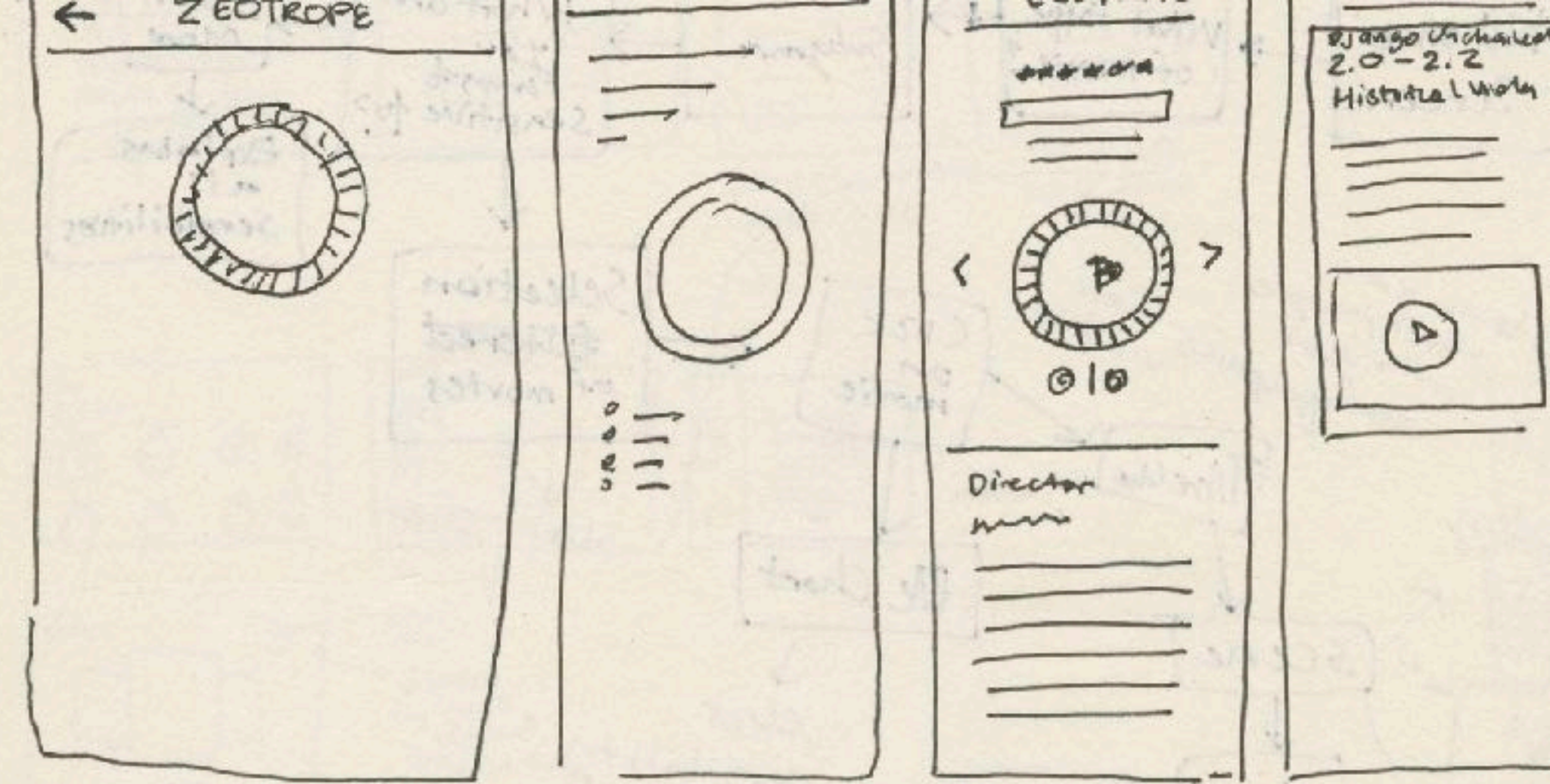


What makes the application special? PT#1's unique

LAST choice movie match algorithms



motion blur but specific colors & very visible





## 2.3 SKETCHES

ACTION  
COMEDY  
HORROR  
DRAMA

What type of movie are you looking for?

ACTION COMEDY  
HORROR DRAMA

ACTION

Superhero  
Adventure  
Crime  
Historical

Sci-Fi  
War  
Western

Adventure Sci-Fi  
Crime War  
Historical Westerns

ACTION

○ ○ ○ ○  
○ ○ ○ ○  
○ ○ ○ ○

What are you most sensitive to?

Nudity Violence  
Sexual Content Substance Abuse

Learn More

Zeotrope	
<ul style="list-style-type: none"> <li>Violence</li> <li>Nudity</li> <li>Sexual</li> <li>Intensity</li> </ul>	

When clicked on, it brings out a panel that explains colors

Violence  
Sexual  
Nudity  
blabla

- VIOLENCE (red)
- SUBSTANCE ABUSE
- NUDITY (yellow)
- SEXUAL CONTENT

Name  
Year  
Rating  
Length  
Genre  
Stars  
Description  
Director  
Actors  
Awards

Zeotrope  
Find the right movie for your family  
START

Type of movie

Subgenres

Sensibility

Can select more than one

Can select more than one

Action

Start Over

Filtered by least violent & top ranking

View in grid or slider

Genre

Action

Start Over

Filtered by least violent & top ranking

View in grid or slider

Welcome  
ZEOTROPE  
Recent

Type of movie

Subgenres

Sensibility

ZEOTROPE

RECENT  
ACTION  
COMEDY



# FEATURES & STRUCTURE

**3.0** CORE FEATURES

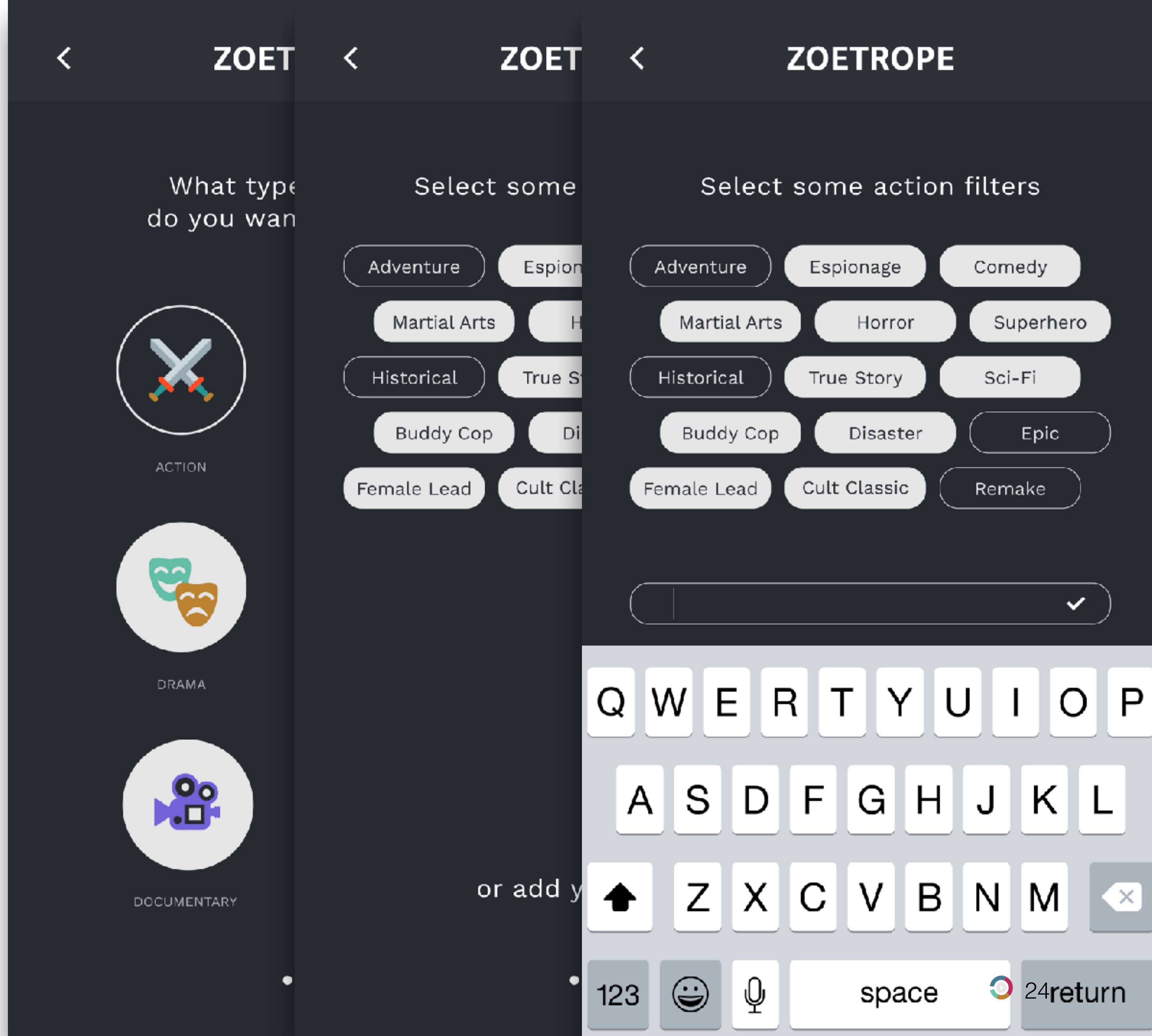
**3.1** INFORMATION ARCHITECTURE

**3.2** GRID STRUCTURE

### 3.0 CORE FEATURES

# FILTERS

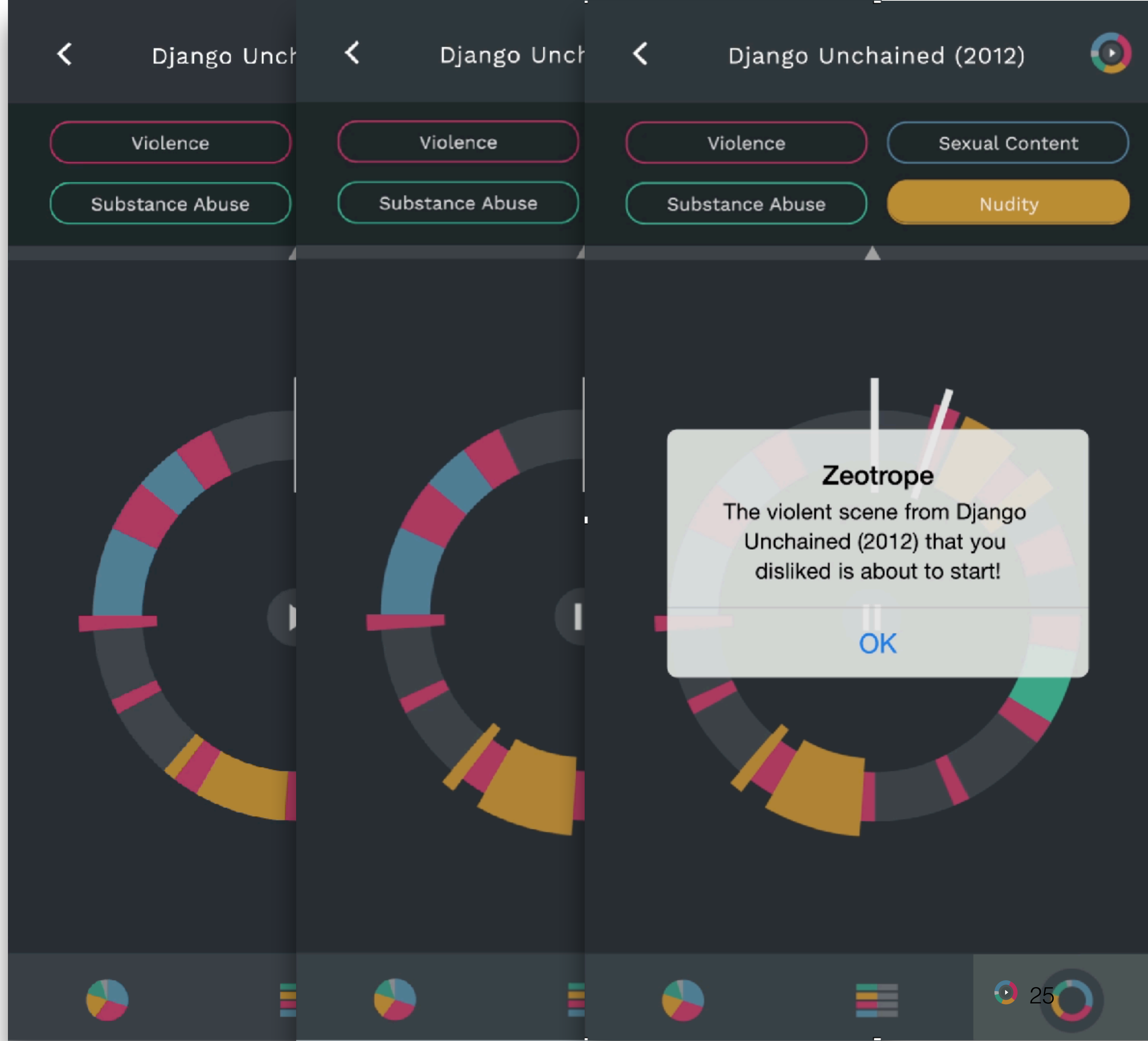
The questionnaire is one of the core parts of the ZEOTROPE experience because it allows the user to quickly pick a movie based on the things they like. Size different movie genres are provided followed by a filter list. This list can have filters added to it and once they are, they are never removed until the user decides to edit the list.



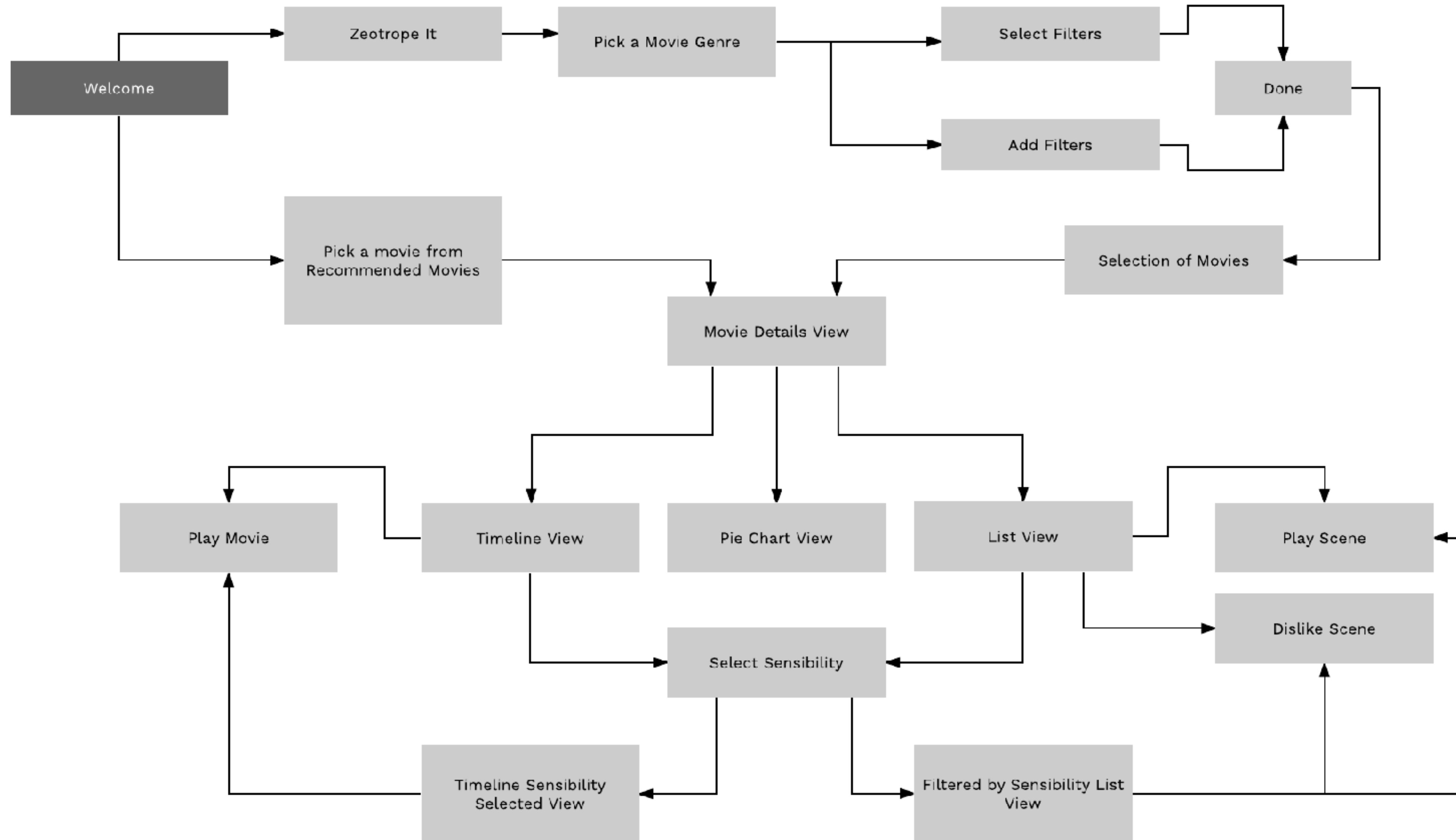
### 3.0 CORE FEATURES

# TIMER

This feature allows the user to follow the movie with the app. The user can dislike a scene in the list view and can dislike an entire sensibility in the navigation slide down. The timer begins when the user starts the movie. When the scene that the user disliked is a minute away, the phone releases a notification warning the user.

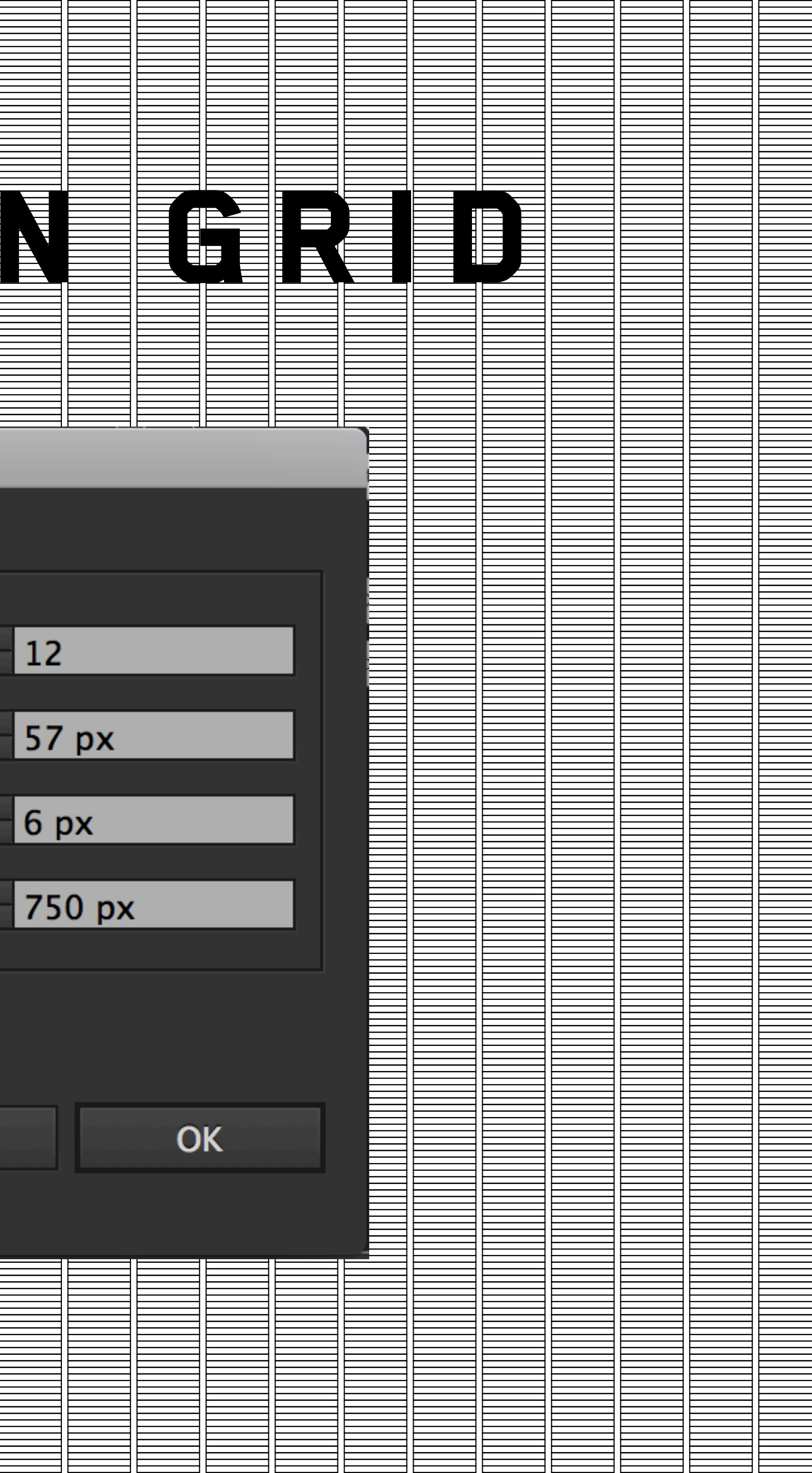


### 3.3 INFORMATION ARCHITECTURE



### 3.2 GRID STRUCTURE

# 12 COLUMN GRID



Split Into Grid

Rows	Columns
Number: 224	Number: 12
Height: 6 px	Width: 57 px
Gutter: 0 px	Gutter: 6 px
Total: 1344 px	Total: 750 px

☐ Add Guides

☐ Preview

Cancel OK

# ANNOTATED WIREFRAMES

**4.0** START AND QUESTIONNAIRE WIREFRAME

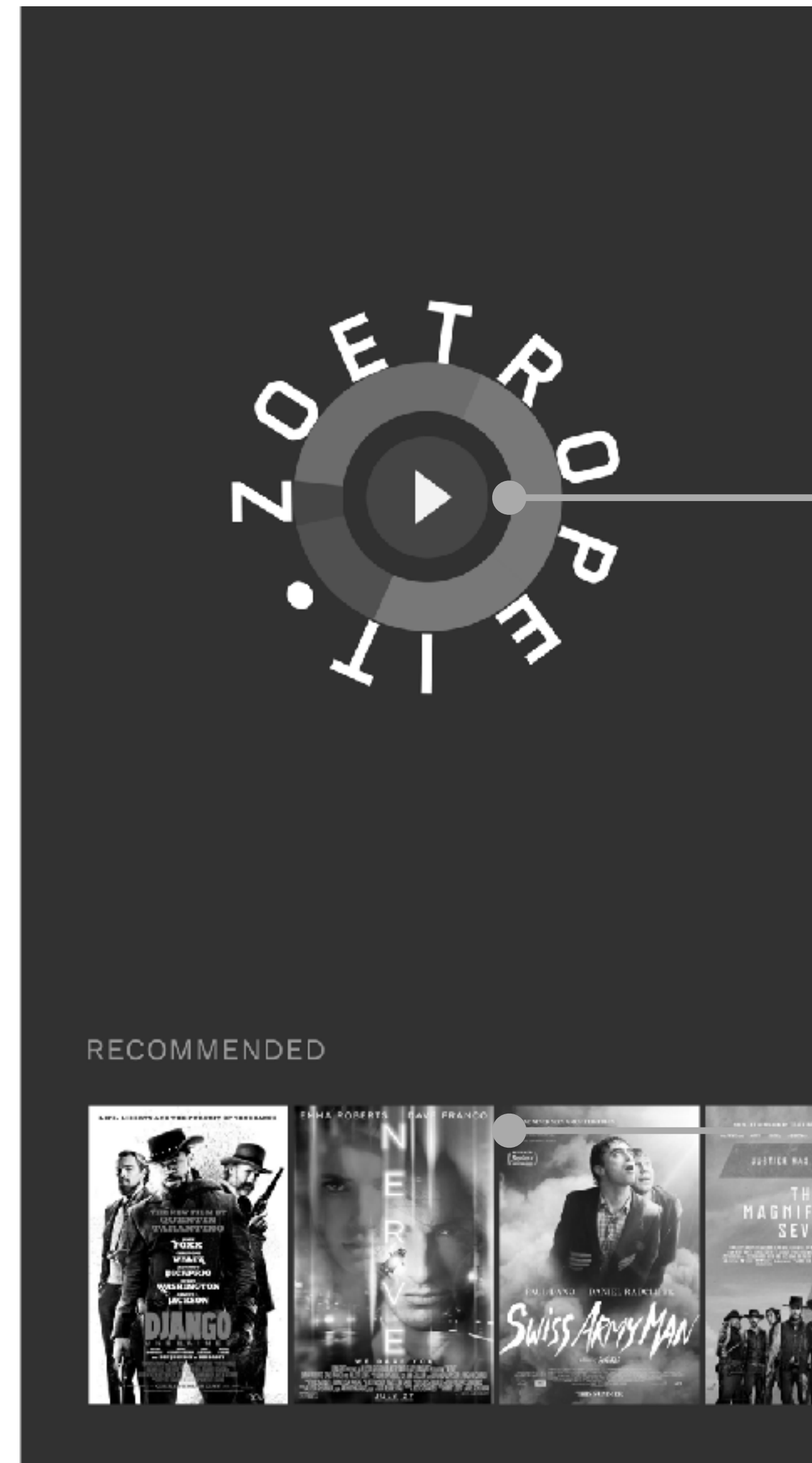
**4.1** HOME PAGE WIREFRAME

**4.2** DETAILS PAGE WIREFRAME



## 4.0 START AND QUESTIONNAIRE WIREFRAMES

# START



### **Zoetrope It:**

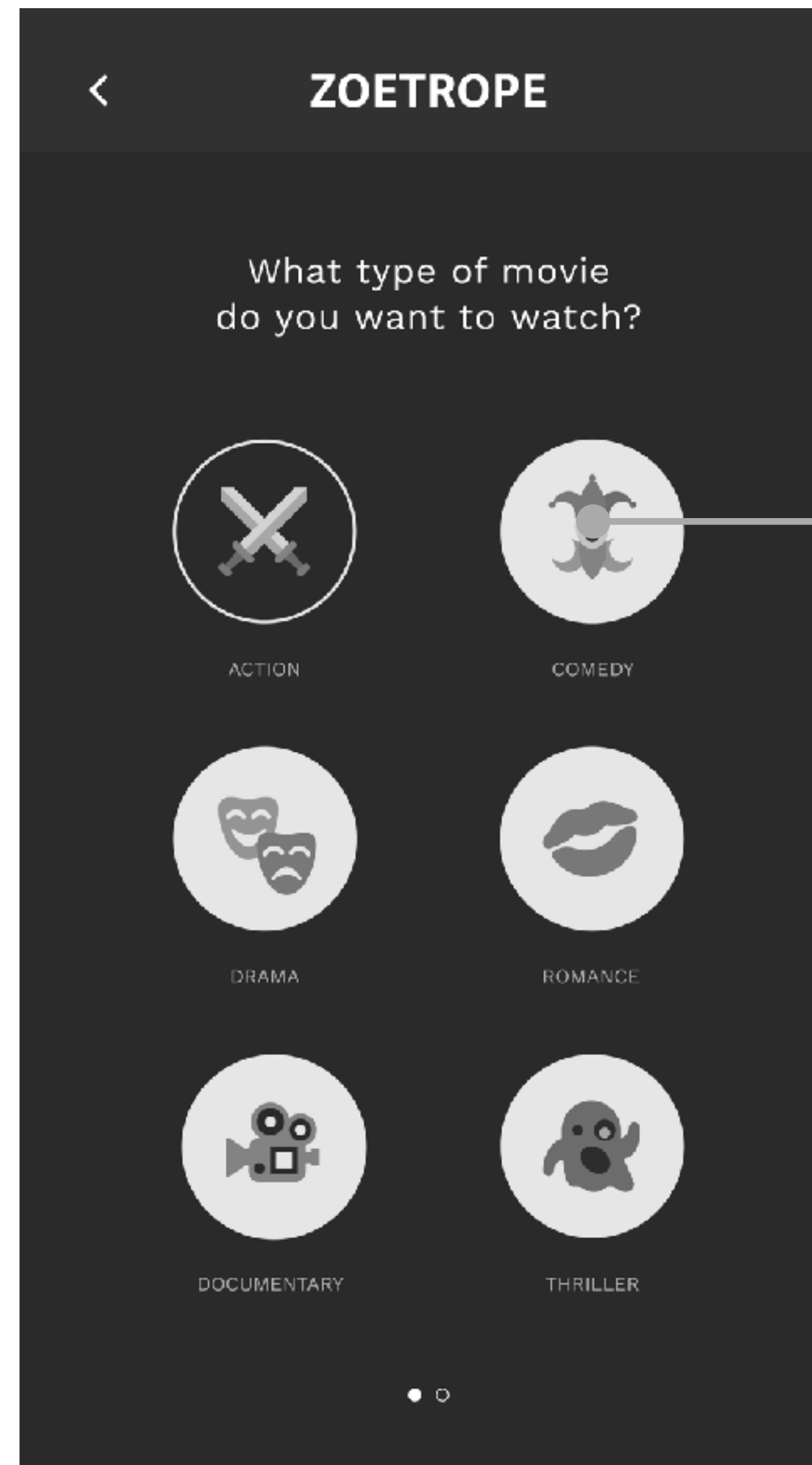
Invites the user to go through the zoetrope experience which is a questionnaire that allows them to pick a movie easily based on their interests.

### **Recommended:**

Provides the user with a quick option of recommended movies.

## 4.0 START AND QUESTIONNAIRE WIREFRAMES

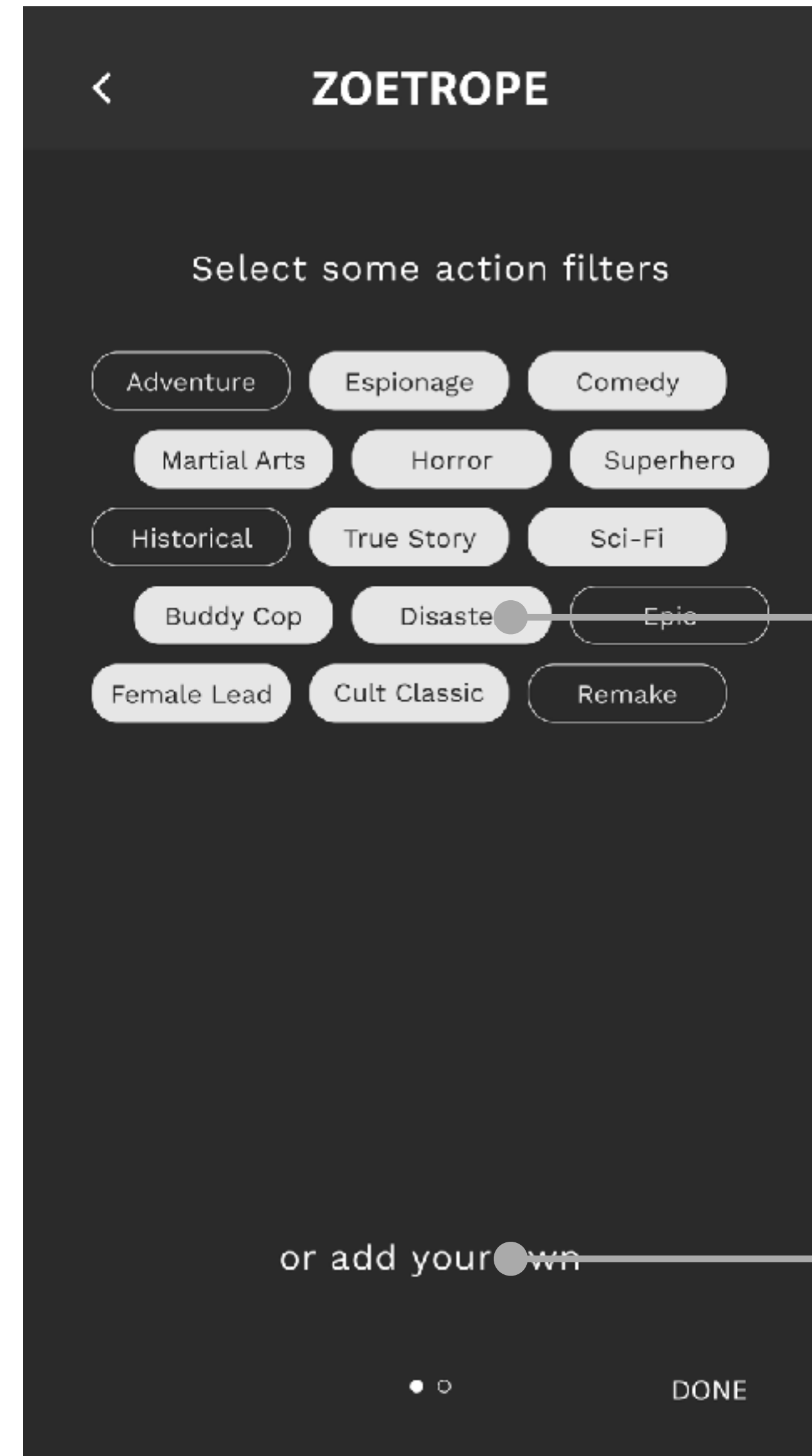
# MOVIE GENRES



**Movie Genres:**  
User is presented with  
6 general movie  
options.

## 4.0 START AND QUESTIONNAIRE WIREFRAMES

# LIST



### **Filters:**

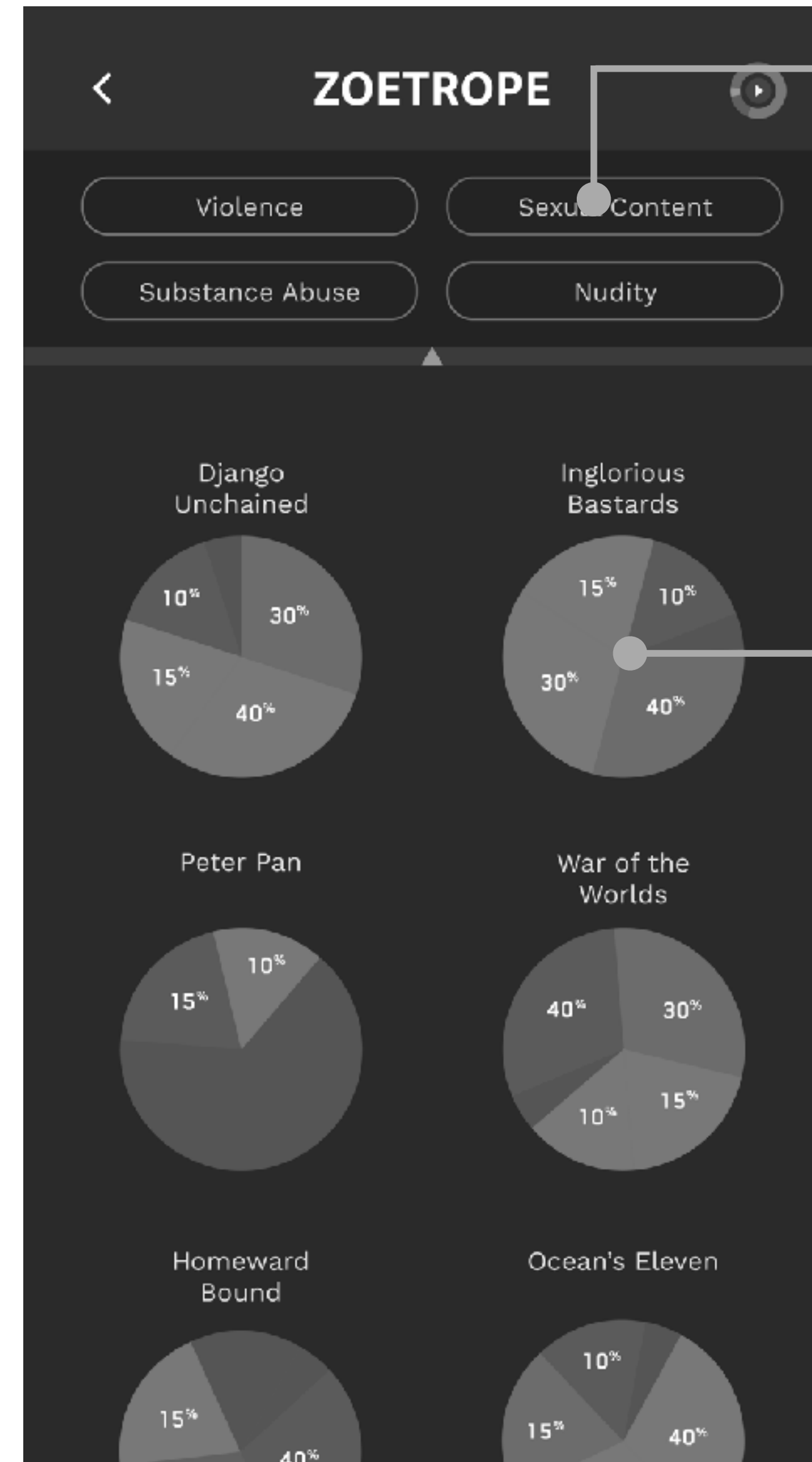
User can select the filters they want from the list.

### **Add your own:**

User can add their own filters and they stay in the list forever until edited.

## 4.1 HOME PAGE WIREFRAME

# LIST OF MOVIES



### Legend:

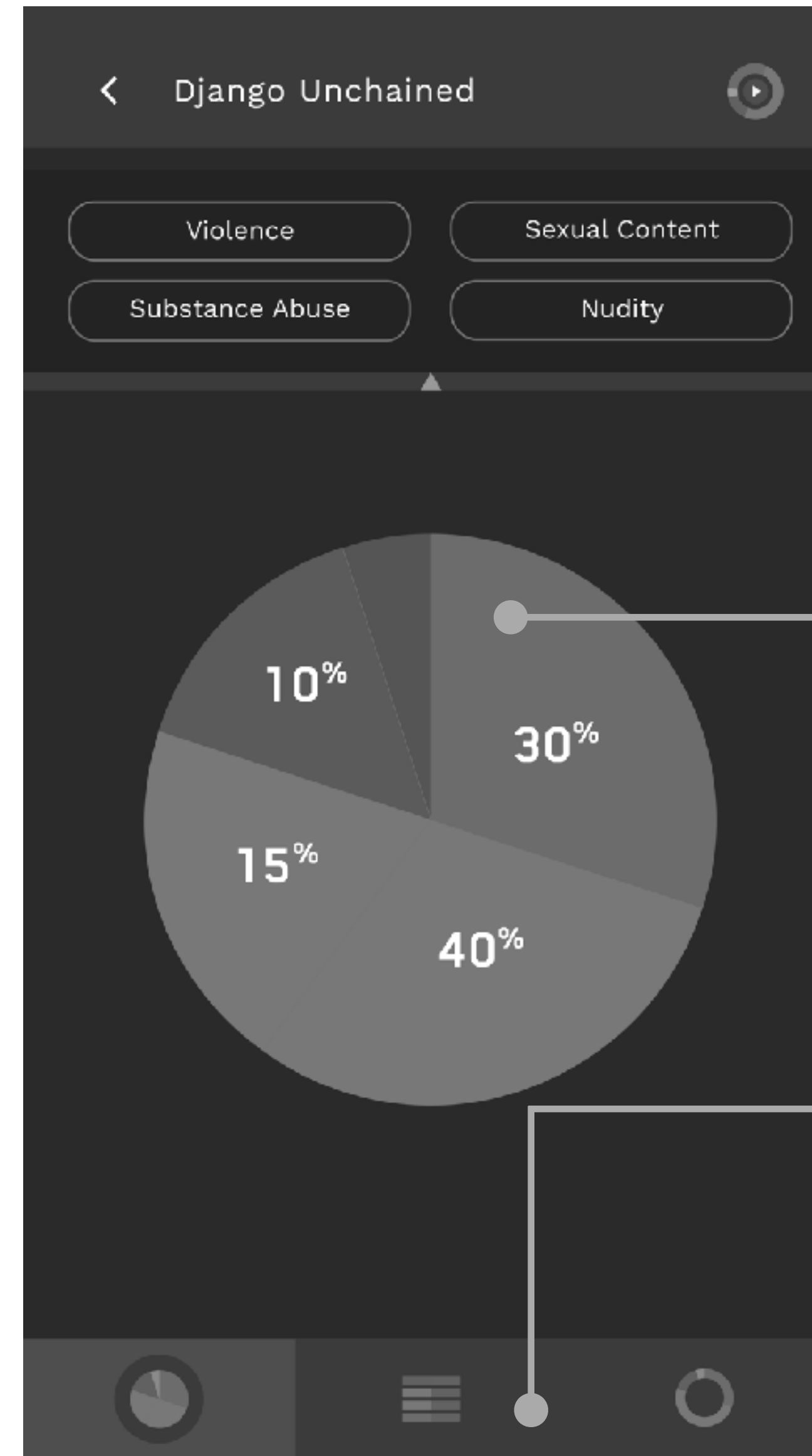
User can use legend to filter the options. When sensibility is picked, the list changes to allow the user to see the movies with the least amount of that sensibilities.

### Pie Charts:

List of movies based on questionnaire.

## 4.2 DETAILS PAGE WIREFRAMES

# PIE CHART



### **Pie Chart:**

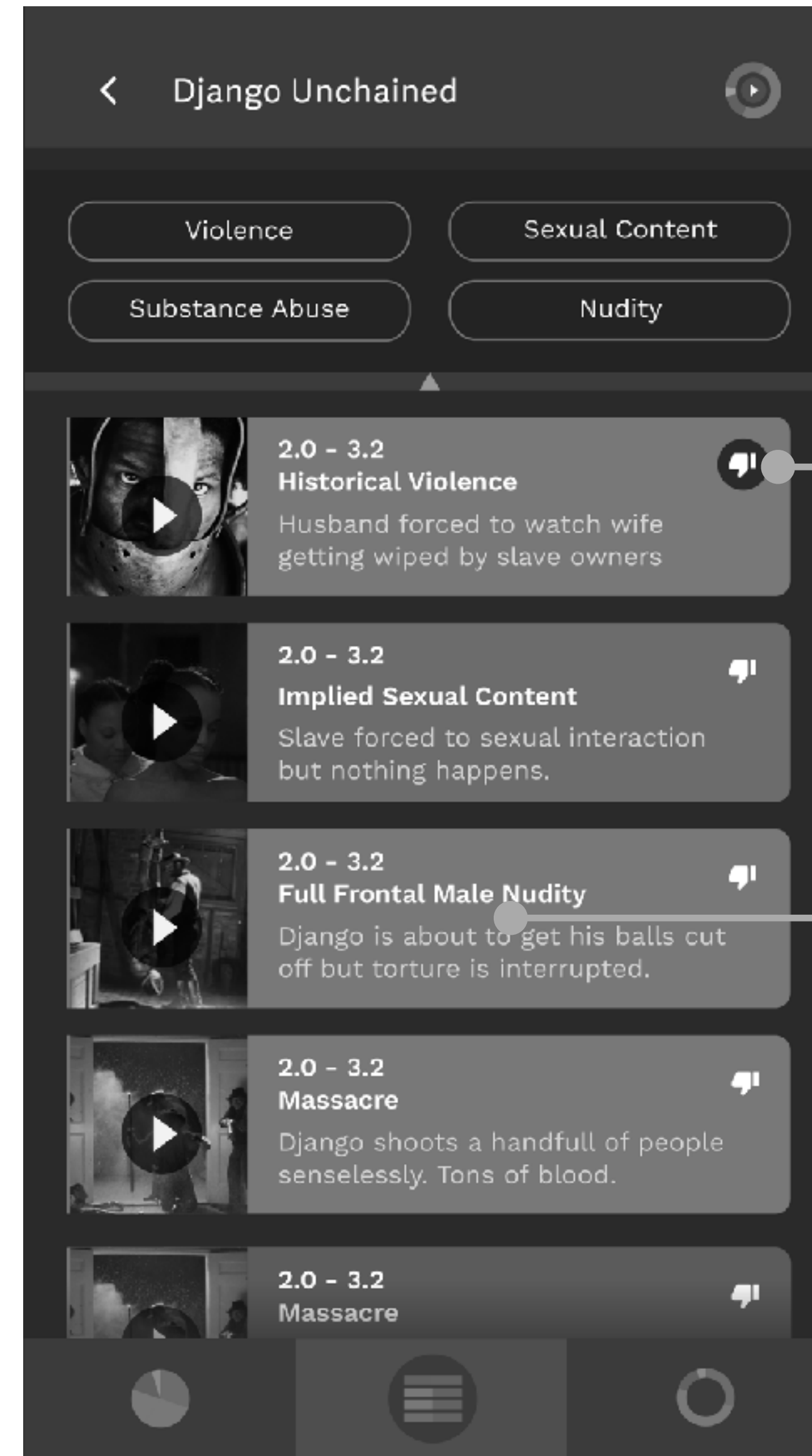
User can view how much of each sensibility is offered in the movie.

### **Switch:**

User can switch to a pie chart version of the data allowing them to understand how much of each sensibility is presented in the movie

## 4.2 DETAILS PAGE WIREFRAMES

# TIMELINE SELECTED SENSIBILITY



### Dislike Button:

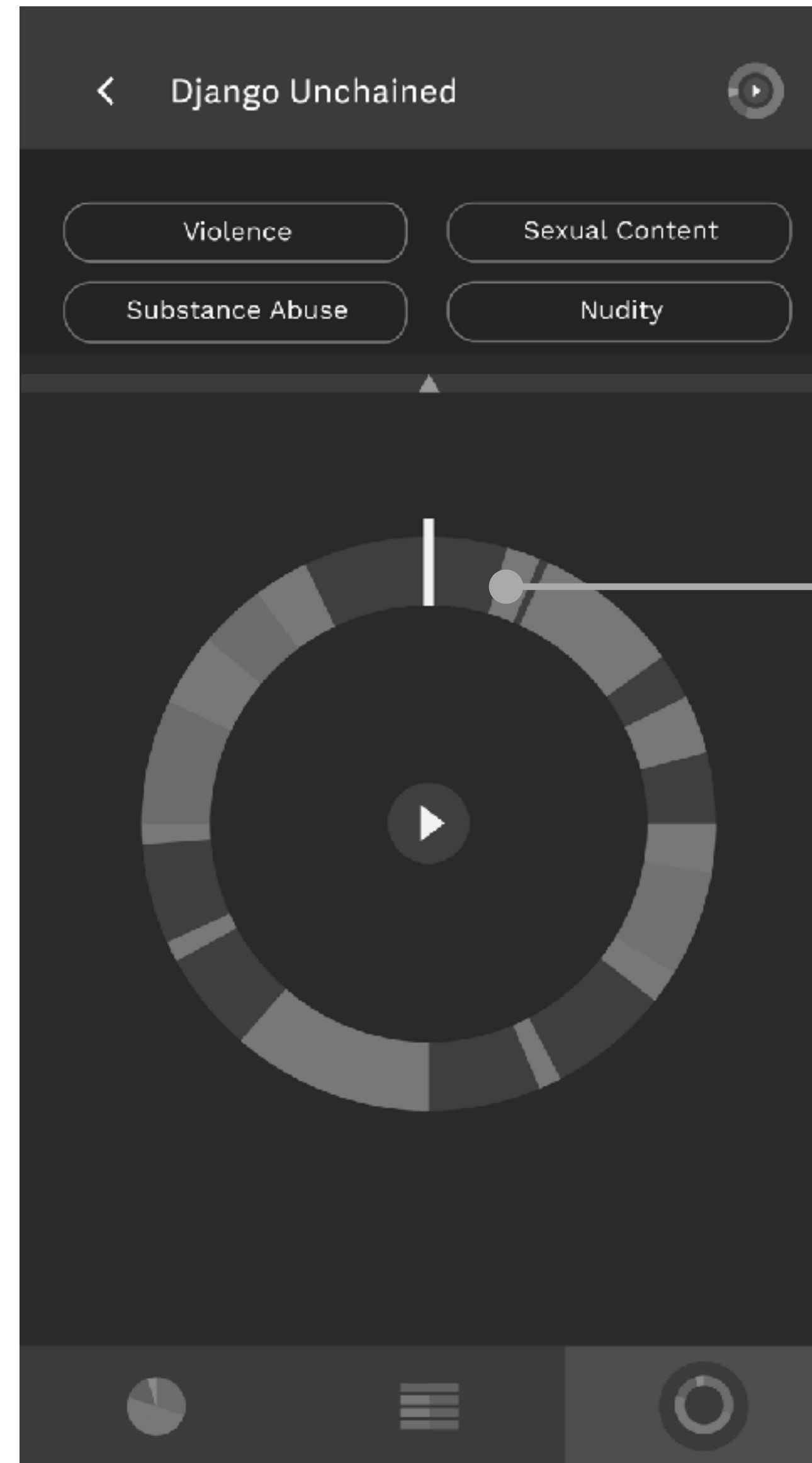
User decides if they dislike a scene and are later notified of it playing when they use the timer features.

### List of Scenes:

Provides the information from the scene including the time it plays, the sub genre of sensibility it is, and a little description. Users can also watch the scene and decide for themselves if they're ok with it.

## 4.2 DETAILS PAGE WIREFRAMES

# TIMELINE



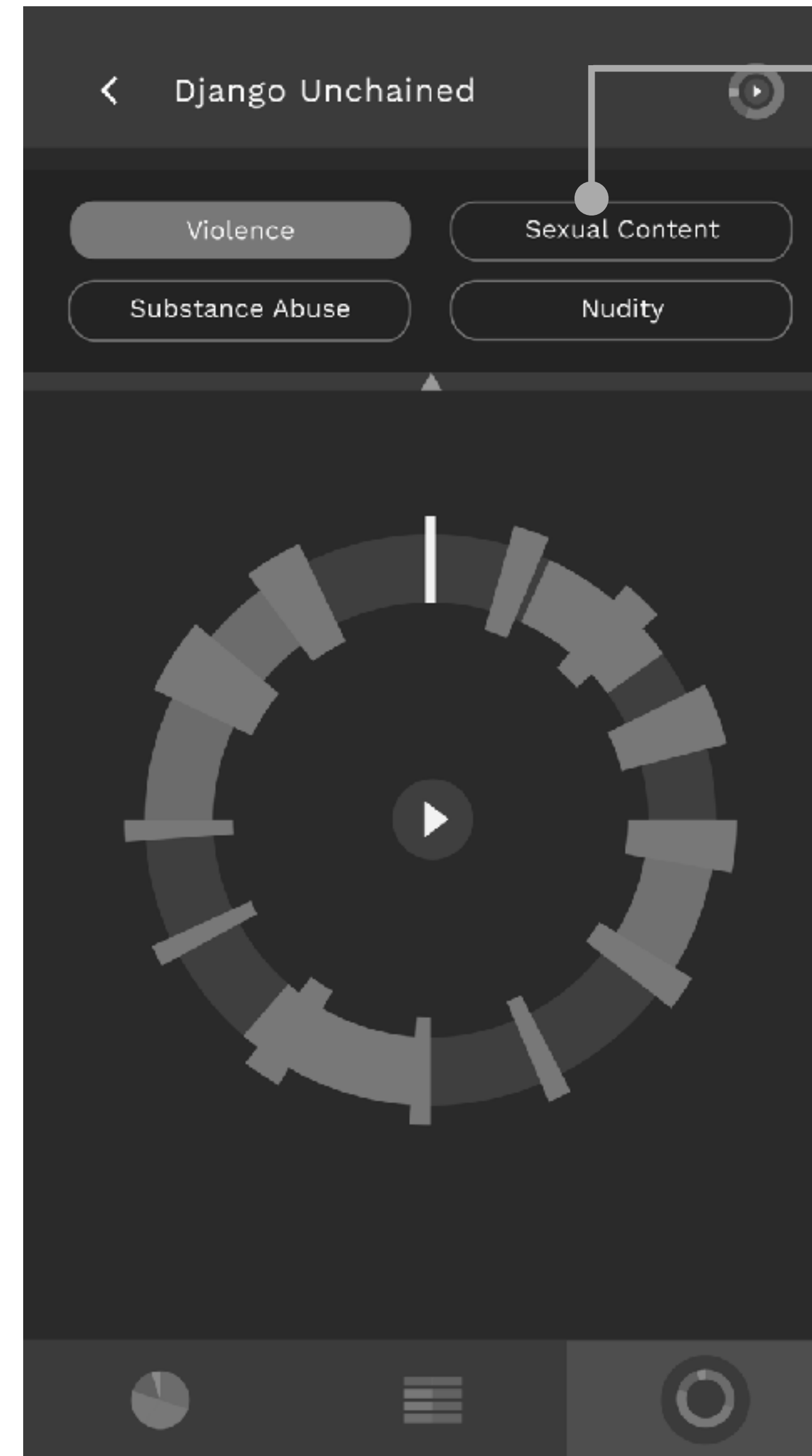
### **Timer:**

User can play the timer when the movie starts to get notified when disliked scenes are going to play.



## 4.2 DETAILS PAGE WIREFRAMES

# TIMELINE SELECTED SENSIBILITY



### Legend:

User can use legend to dislike an entire sensibility so they can get notifications when that type of scene is playing once the timer is on.



# LOOK & FEEL

**5.0** MOODBOARD

**5.1** STYLE BOARD

5.1 STYLEBOARD



## 5.0 MOODBOARD

**ZOETROPE - 41pt Blender Pro Bold**

**Callouts - 33pt Work Sans Regular**

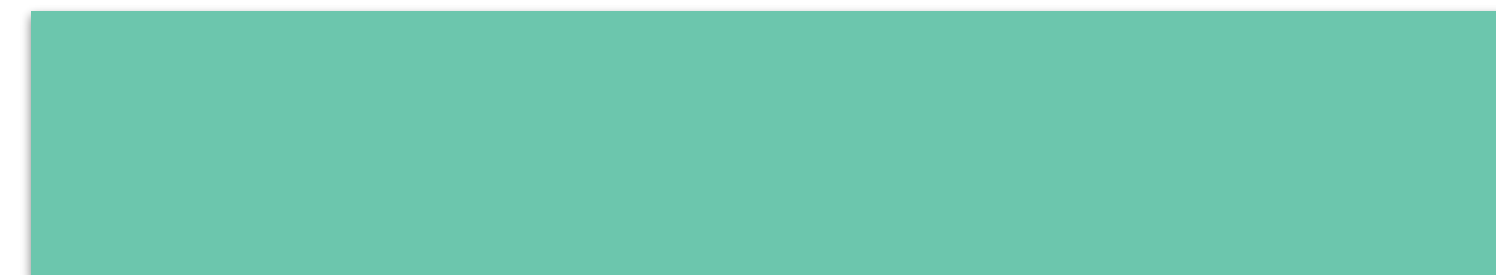
**Header1 - 30pt Work Sans Regular**

**Header2 & Body - 24pt Work Sans Regular**

**Header3 - 24pt Work Sans Semibold**

**Header4 - 18pt Work Sans Regular**

**Numbers - 24pt Blender Pro Bold**



# VISUAL COMPOSITIONS

**6.0** START AND QUESTIONNAIRE VISUAL COMP

**6.1** HOME PAGE VISUAL COMP

**6.2** DETAILS PAGE VISUAL COMP

**6.3** PROTOTYPE



## 6.0 START AND QUESTIONNAIRE VISUAL COMP



RECOMMENDED



ZOETROPE

What type of movie  
do you want to watch?



ACTION



COMEDY



DRAMA



ROMANCE



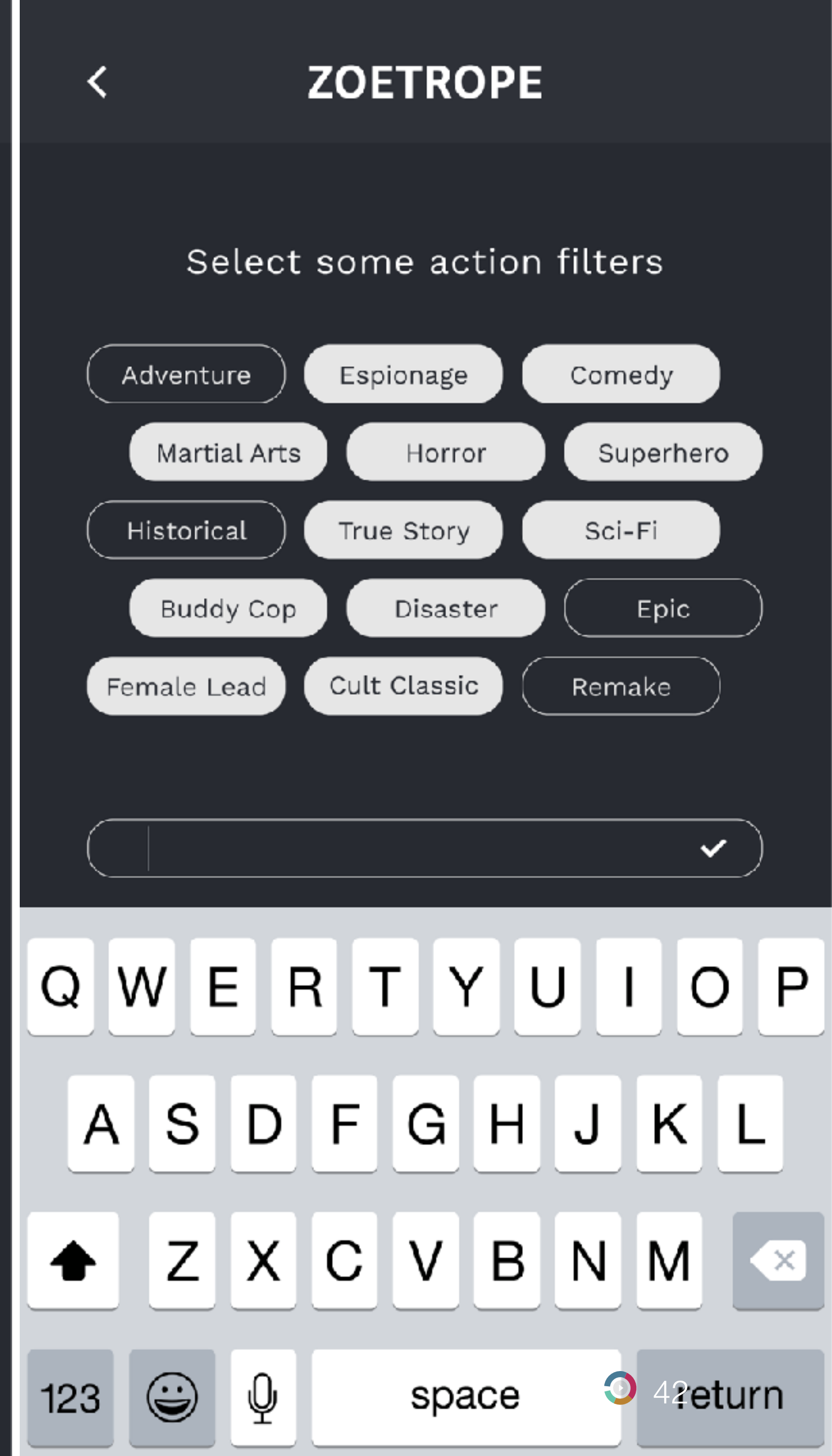
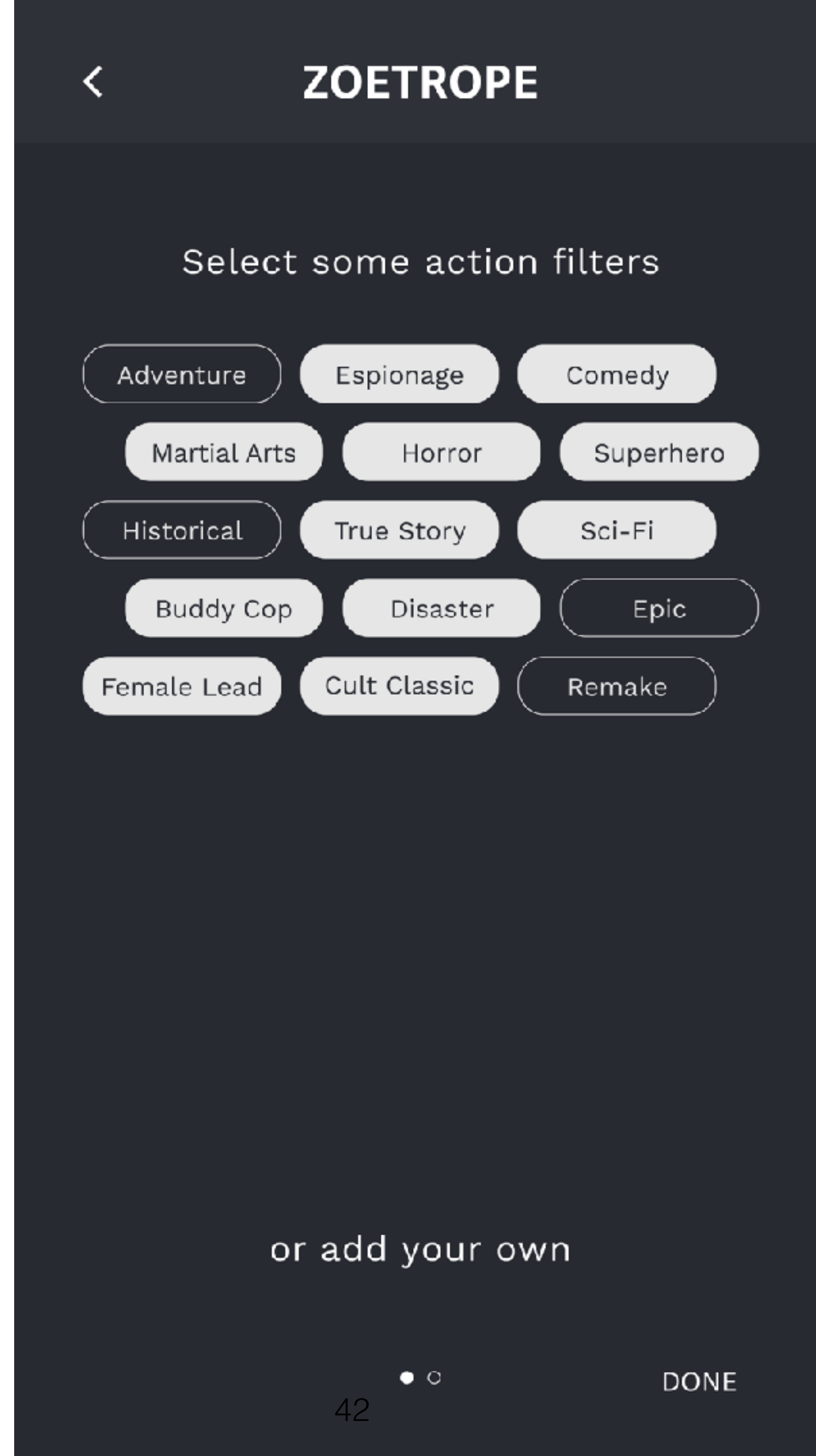
DOCUMENTARY



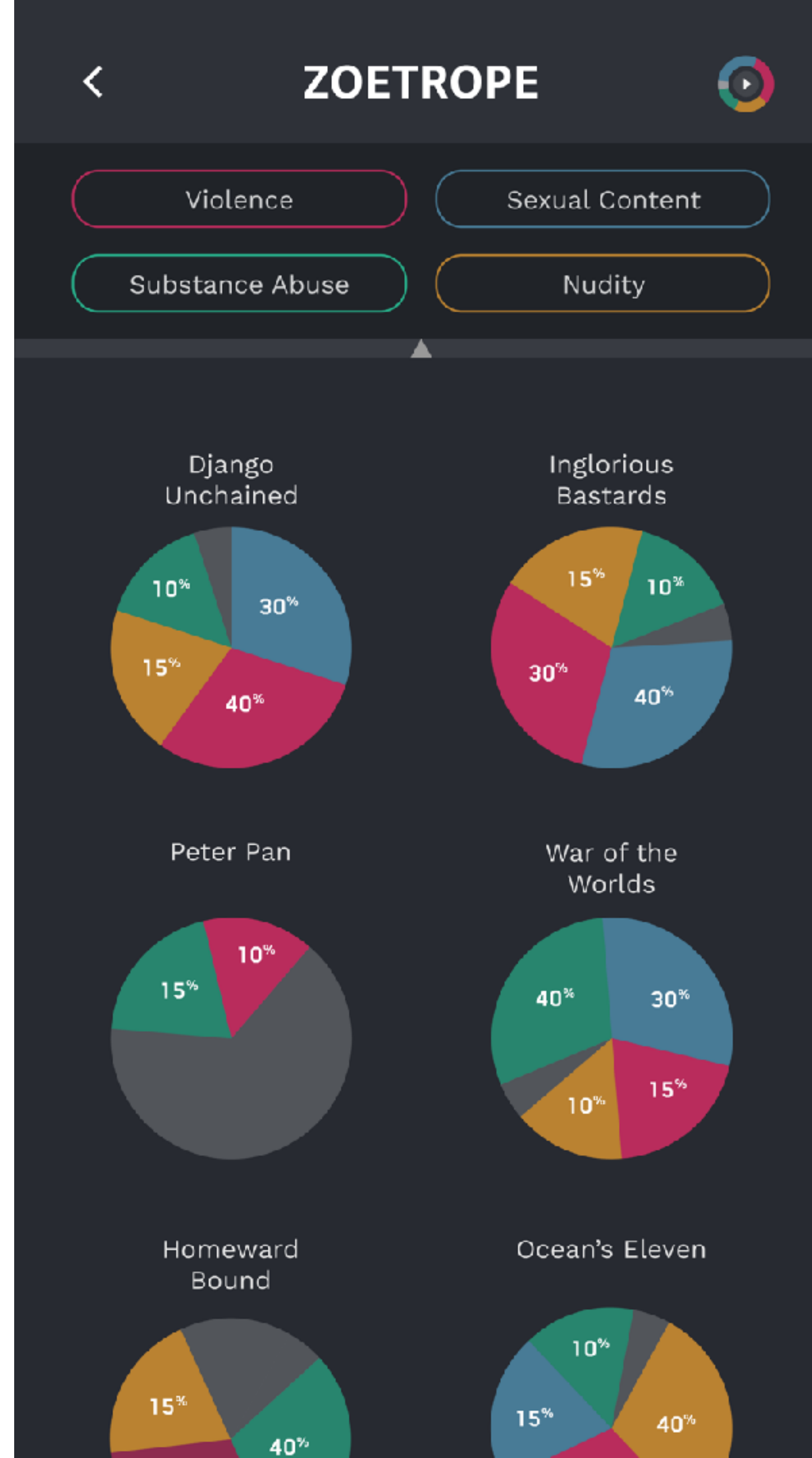
THRILLER



## 6.0 START AND QUESTIONNAIRE VISUAL COMP

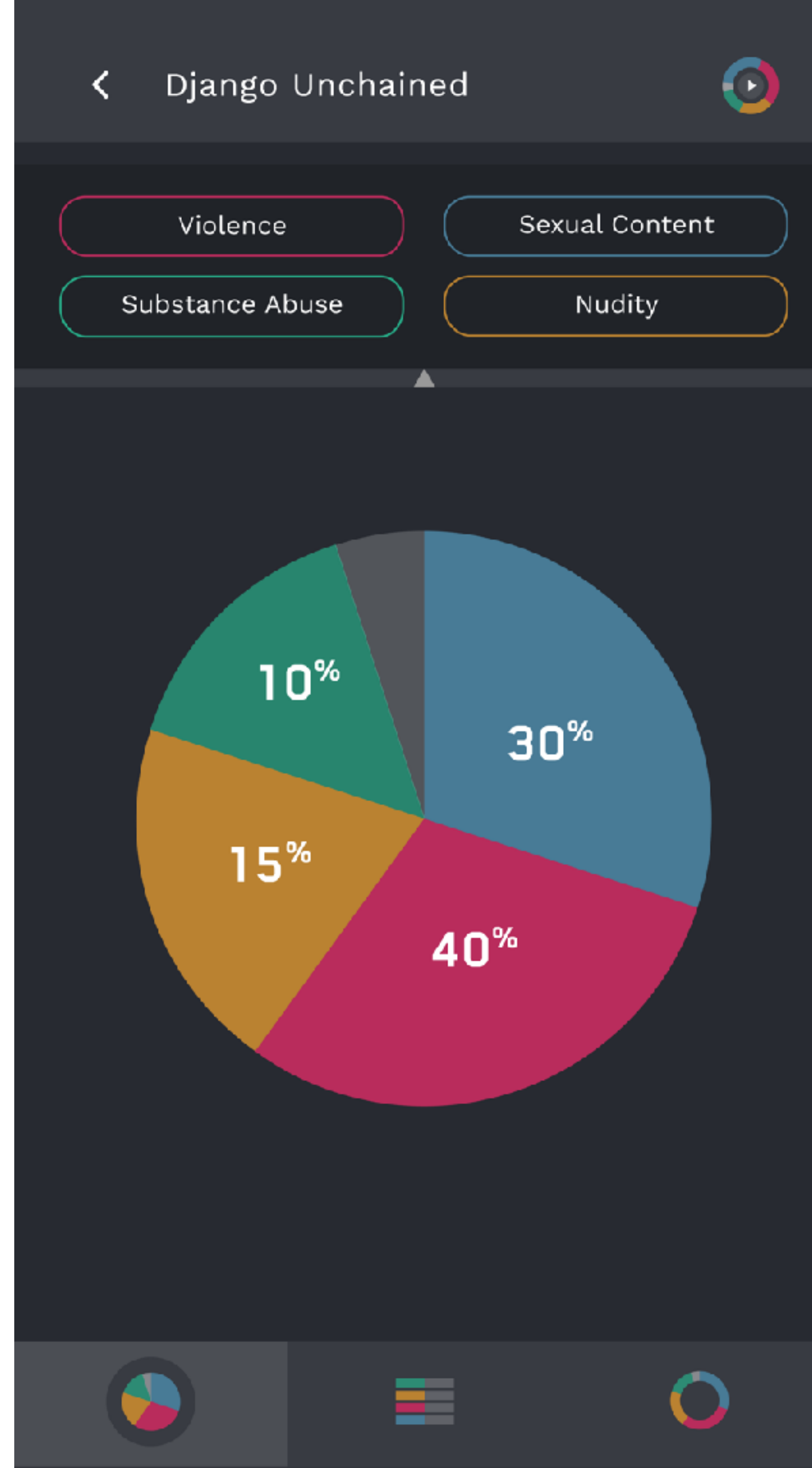


## 6.2 HOME PAGE VISUAL COMP





## 6.2 DETAILS PAGE VISUAL COMP



< Django Unchained

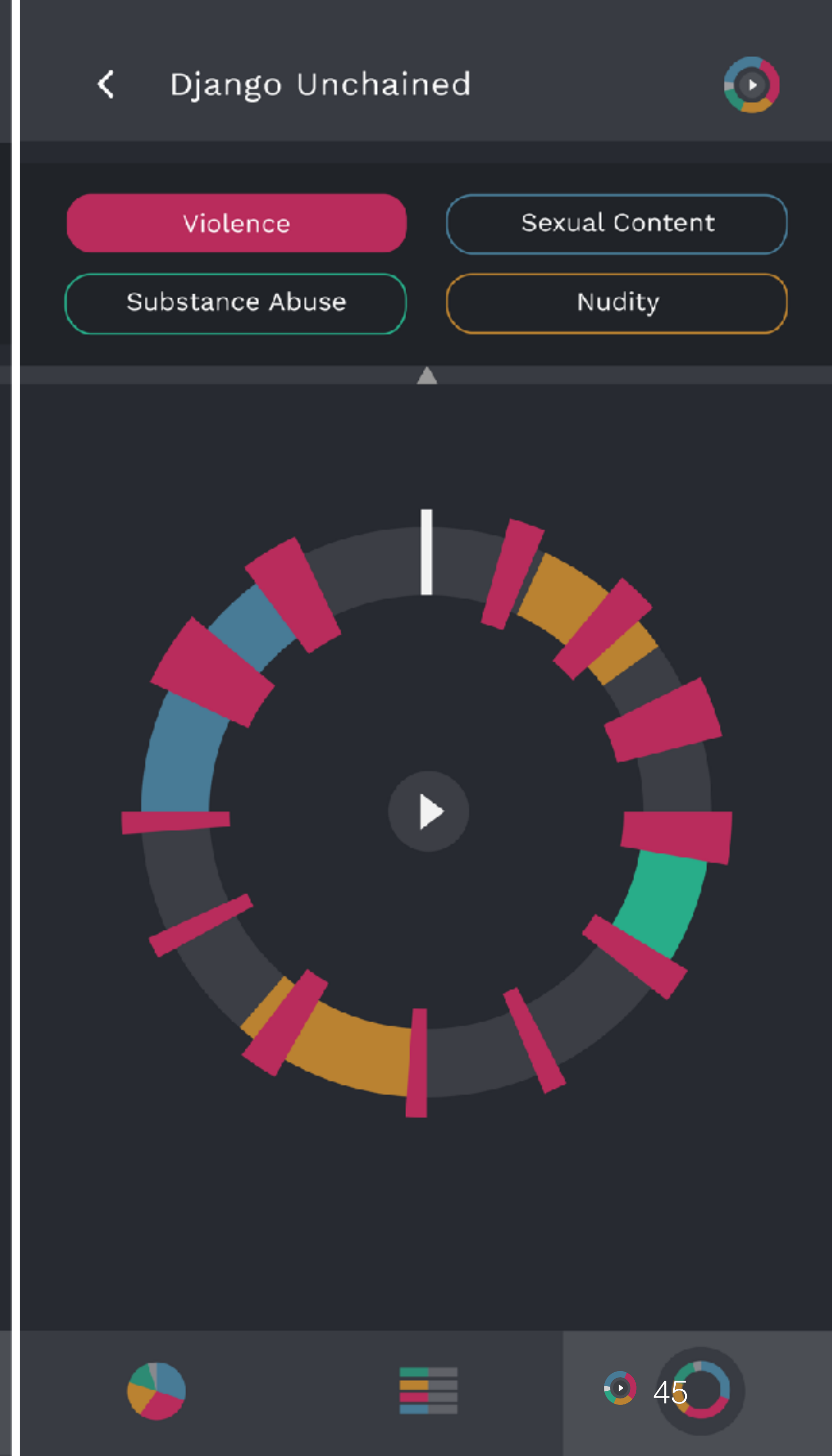
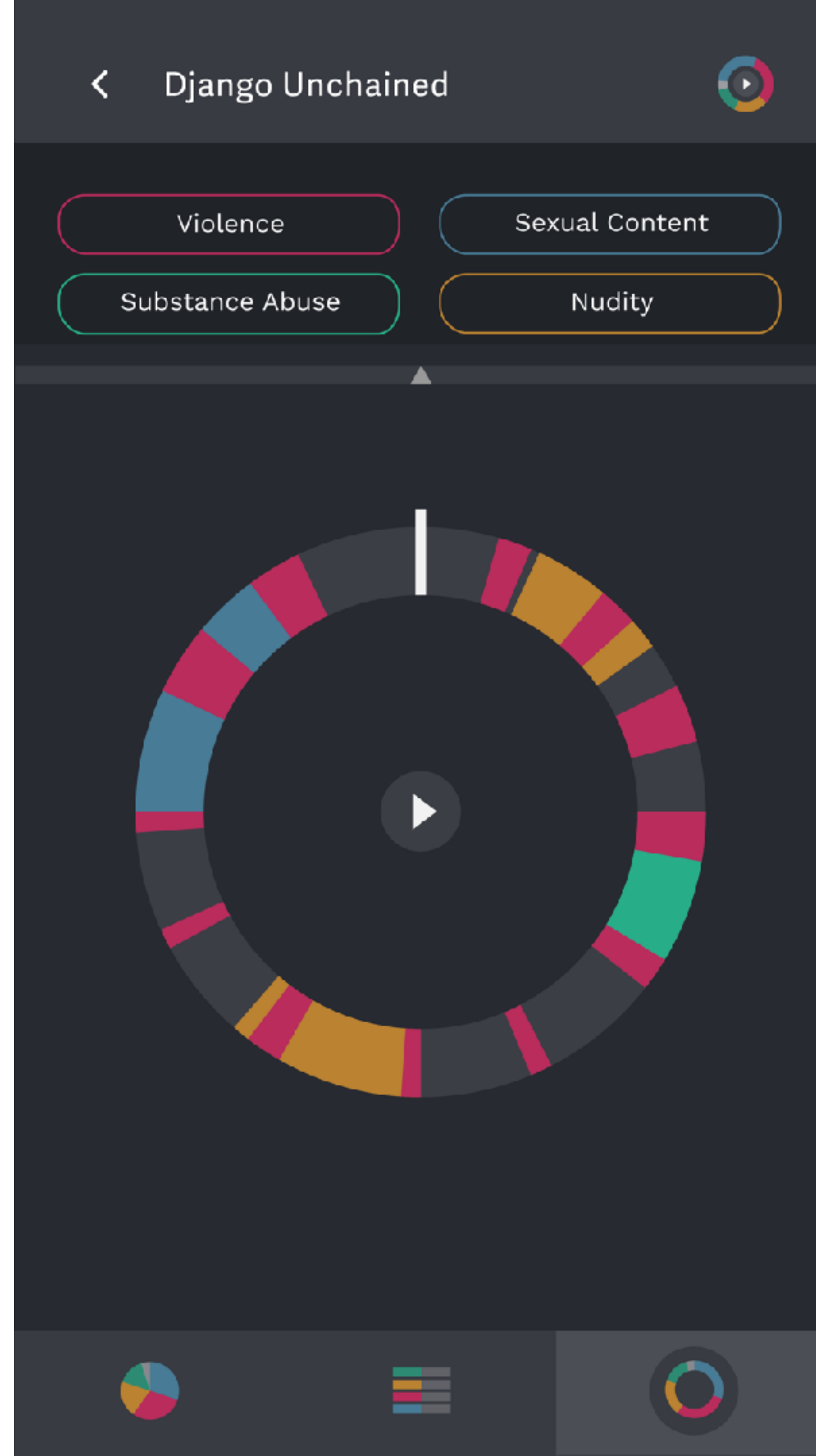
Violence Sexual Content  
Substance Abuse Nudity

- 2.0 - 3.2 Historical Violence**  
Husband forced to watch wife getting wiped by slave owners
- 2.0 - 3.2 Implied Sexual Content**  
Slave forced to sexual interaction but nothing happens.
- 2.0 - 3.2 Full Frontal Male Nudity**  
Django is about to get his balls cut off but torture is interrupted.
- 2.0 - 3.2 Massacre**  
Django shoots a handfull of people senselessly. Tons of blood.
- 2.0 - 3.2 Massacre**

Navigation icons: Home, Search, Details, Library, Profile



## 6.2 DETAILS PAGE VISUAL COMP



## 6.3 PROTOTYPE

To view the motion prototype,  
please follow the link below

<https://vimeo.com/191052912>

# CONCLUSION

**7.0** IN THE IDEAL WORLD



## 7.0 IN THE IDEAL WORLD

# DATA COLLECTION

If I could add anything to my process, it would be research concerning the best way to survey the user after the interaction happens. We want to gather that data, ask the user if they liked that movie and why, without overwhelming them. I was thinking that one question after every movie watched till the end. Each time the question would be of a different and the app would then learn more and more about what that specific user wants from the application and from the movies they watch.