

Indie Film Festival Award Flow

Whitney Poole

Project overview



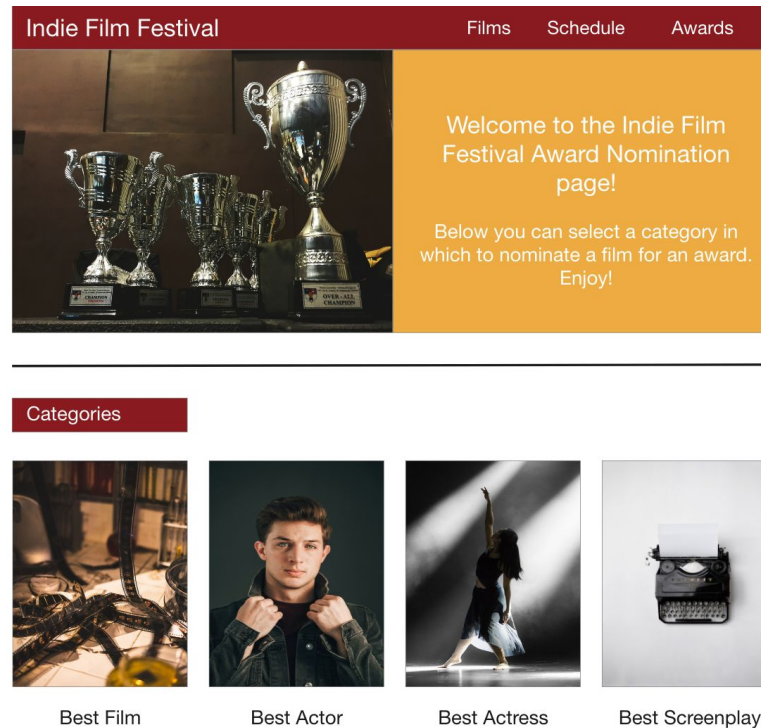
The product:

The product is an award nomination flow for an independent film festival. Viewers are between 20 and 70. Indie Film Festival aims to be easy to use for all ages.



Project duration:

I worked on the project from May '22 - June '22.



Project overview



The problem:

The Indie Film Festival needed an award flow designed for its website and app. Users want to see why a film was nominated as well as have an easy path to nomination.



The goal:

Indie Film Festival aims to have easy navigation as well as a transparent award nomination flow.

Project overview



My role:

UX Designer leading the festival's website and app design.



Responsibilities:

Conducting interviews, paper and digital wireframing, low- and high-fidelity prototyping, conducting usability studies, iterating on designs, and responsive design.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I conducted user interviews that became empathy maps to understand the users and their needs. Users wanted to have easy navigation for the award nomination process. They also wanted to see why a film was nominated. Overall, they wanted to be immersed in the glamour of the festival and relive the viewing of the films.

User research: pain points

1

Transparency

Users want to see reasons for a film's nomination.

2

Design

Users don't want to be distracted from the films up for nomination.

3

Popularity

Users want to see films that have already been vetted for popularity by an audience.

Persona: **Name**

Problem statement:

Tristan is a avid film viewer who needs reasons for nominations to be present because he wants transparency.



Tristan

Age: 45

Education: Ph.D. in Philosophy

Hometown: Lancaster, PA

Family: Married, two kids

Occupation: Development
Director

"Films should be recognized with a reason for the nomination."

Goals

- Wants films to include a reason for the nomination
- Thinks a rating scale would help

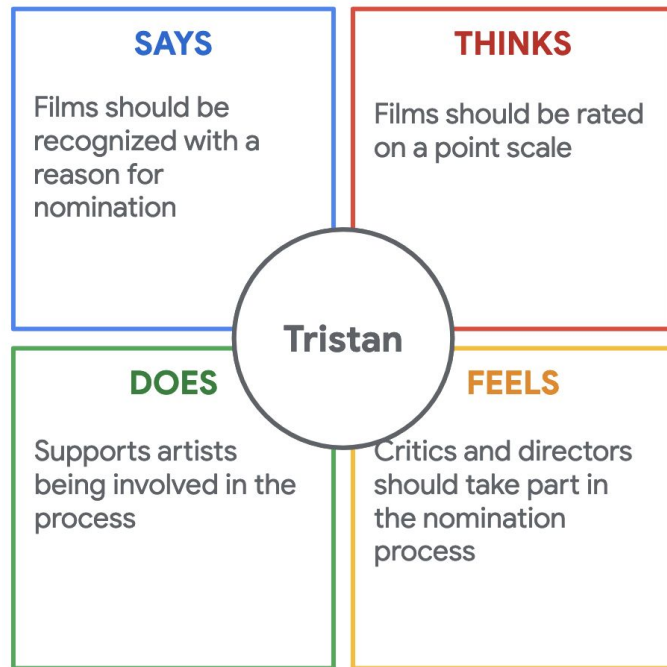
Frustrations

- Not seeing reasons for a nomination

Tristan is married with two kids. He likes art house and foreign films. He thinks artists should be involved in the nomination process.

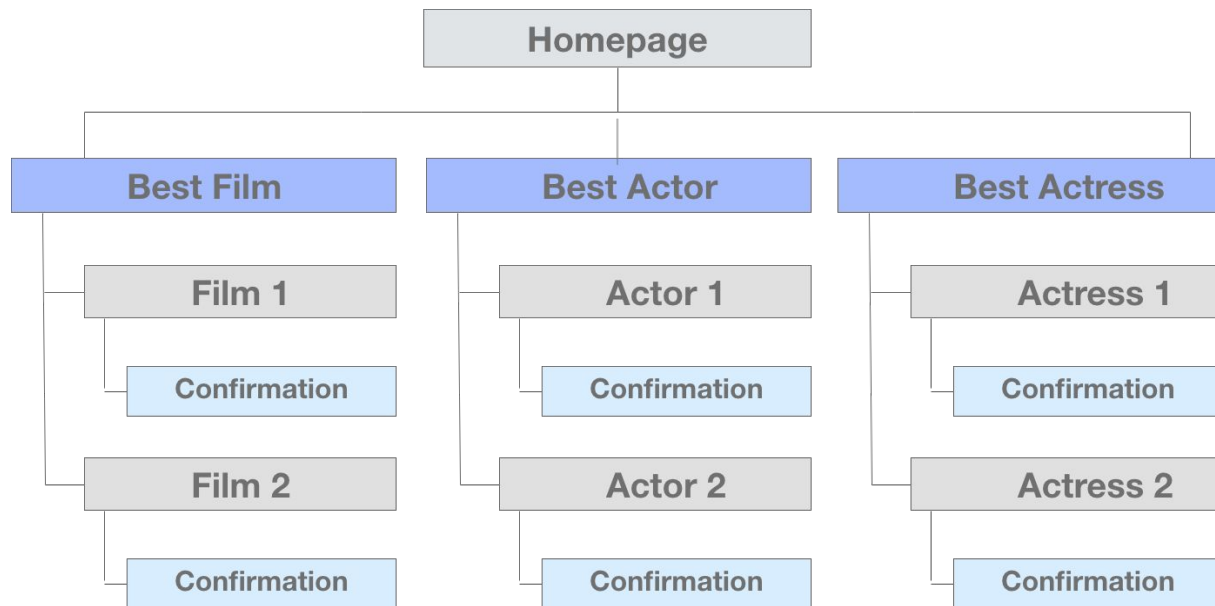
Empathy map

I created an empathy map to illustrate Tristan's beliefs about the award nomination flow.



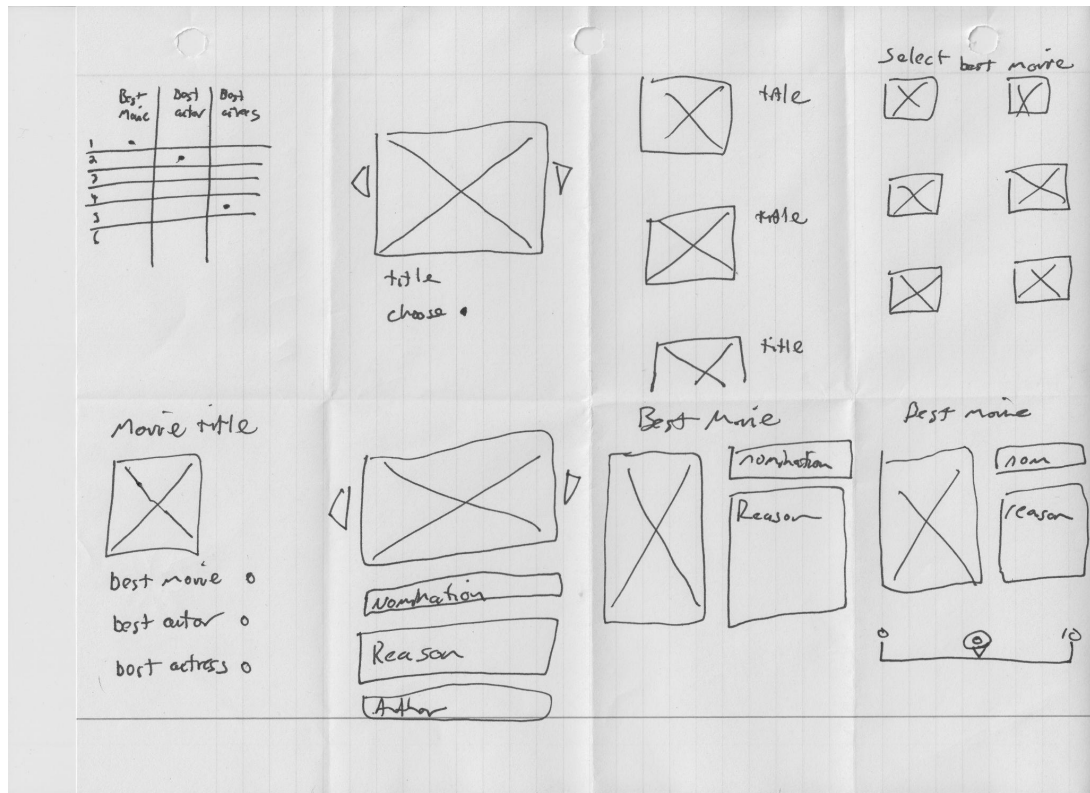
Sitemap

Ease of navigation was of concern to users so I designed a sitemap where users could easily navigate between films and categories.



Paper wireframes

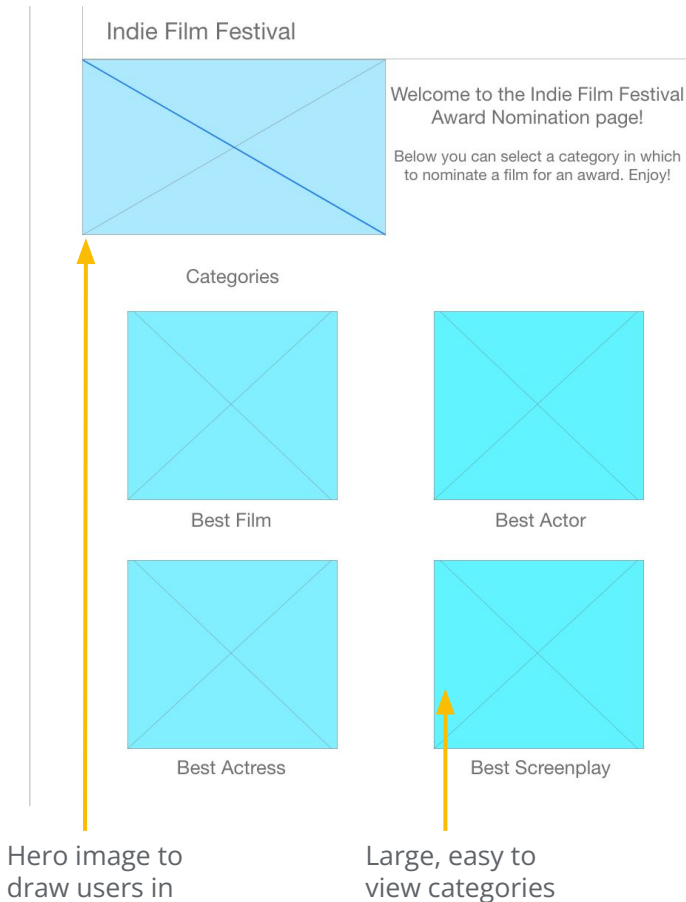
Next, I sketched out paper designs for the award nomination flow. I kept in mind user pain points and navigation issues in my designs.



Digital wireframes

Moving from paper to digital wireframes made it easier to see how my design could better serve users.

I made categories large to increase accessibility.



Digital wireframe screen size variation(s)

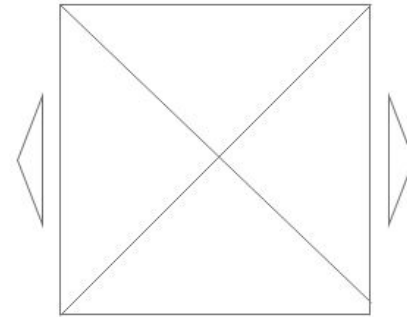
I made a responsive design
and included an app. The
design was concise with
categories front and center.

Indie Film Festival

Welcome to the Indie Film
Festival Award Nomination
page!

Below you can select a
category in which to
nominate a film for an
award. Enjoy!

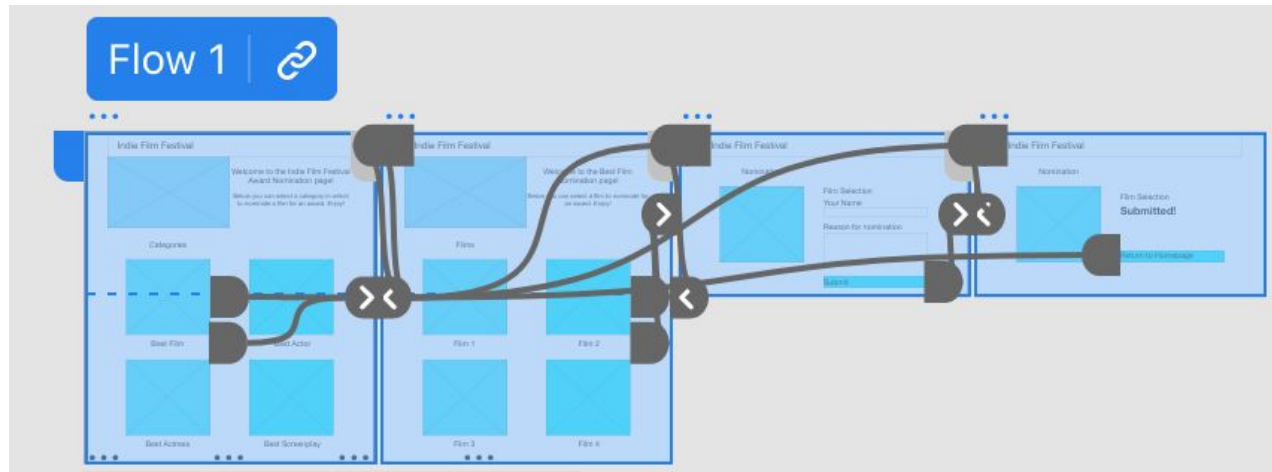
Categories



Category 1

Low-fidelity prototype

At this point, I moved to a low-fidelity prototype. I made sure to incorporate feedback I had gathered from users.



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

Users wanted to see more details of a film including images and descriptions.
They also wanted Categories to be more prominent.

1

Details

Users wanted to see film descriptions.

2

Layout

Users wanted to see Categories set off.

3

Design

Users wanted to see film images and trailers.

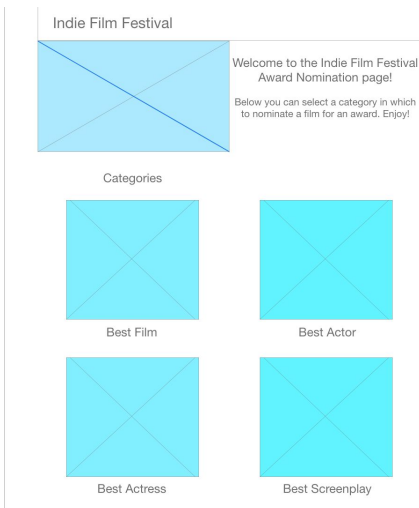
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

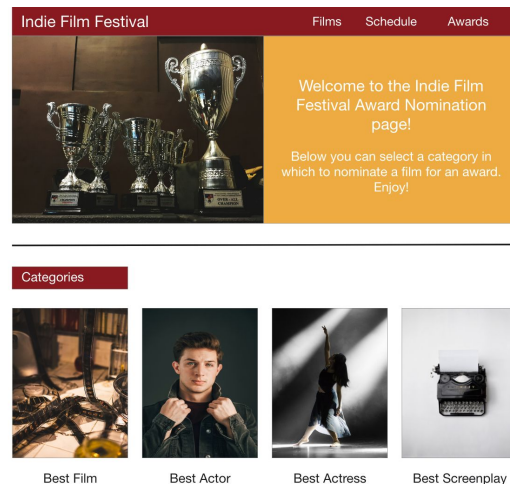
Mockups

Based on the feedback from the usability study, I set off Categories and added film details. This allowed users to be more engaged visually with design and flow of the site.

Before usability study



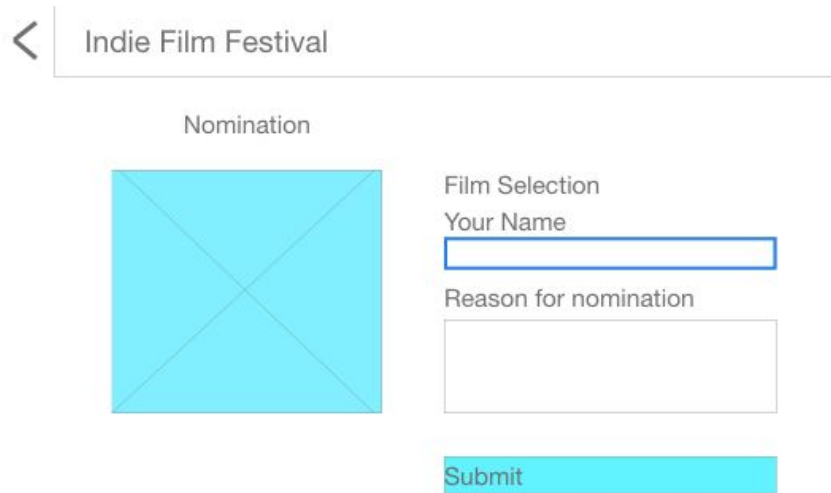
After usability study



Mockups

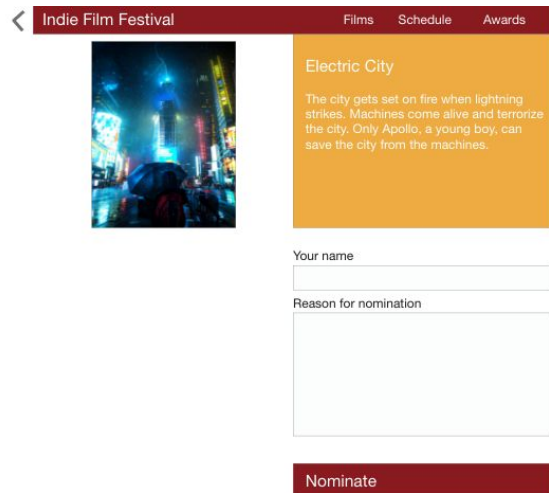
To allow the site to be more informative and engaging, I added film descriptions.

Before usability study



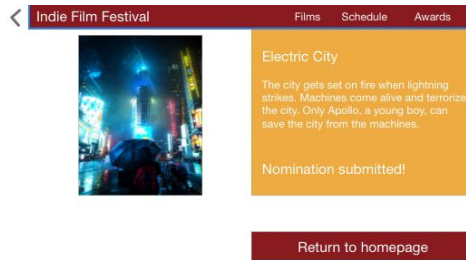
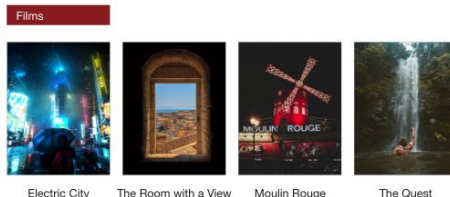
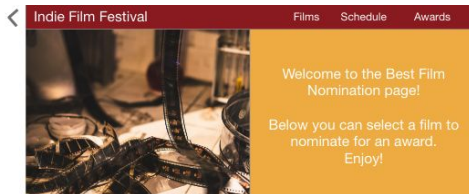
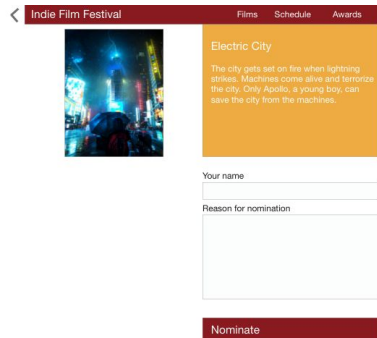
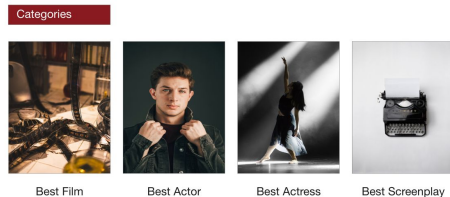
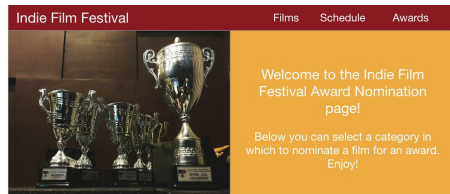
The mockup shows a simple nomination form. At the top left is a back arrow and the text "Indie Film Festival". Below this is a section titled "Nomination". On the left side of this section is a large light blue square with a dark blue 'X' across it. To the right of the square are the labels "Film Selection", "Your Name", and "Reason for nomination", each followed by a text input field. At the bottom right of the form is a blue "Submit" button.

After usability study

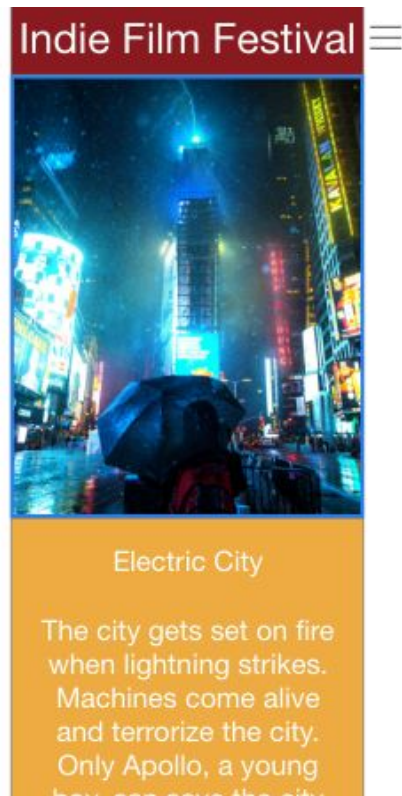


The mockup shows the updated nomination form. At the top is a dark red header bar with a back arrow, the text "Indie Film Festival", and three links: "Films", "Schedule", and "Awards". Below the header, the form is divided into two columns. The left column features a film poster for "Electric City". The right column has the title "Electric City" in white, followed by a description: "The city gets set on fire when lightning strikes. Machines come alive and terrorize the city. Only Apollo, a young boy, can save the city from the machines." Below the description are input fields for "Your name" and "Reason for nomination". At the bottom right is a dark red "Nominate" button.

Mockups: Original screen size



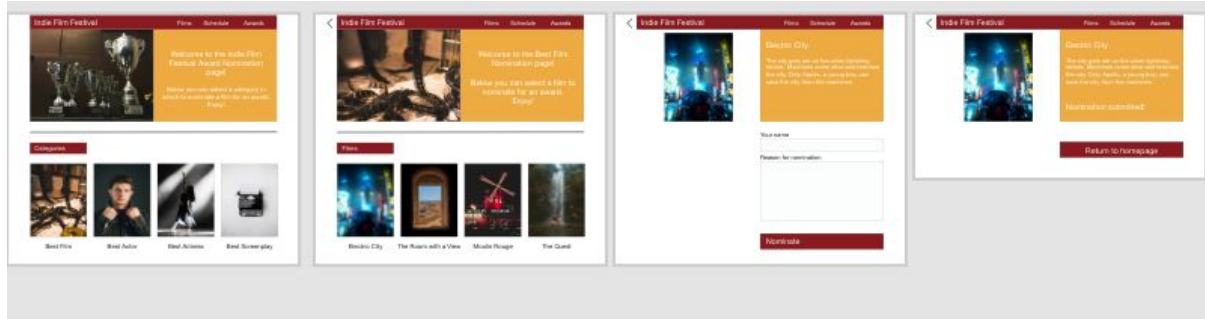
Mockups: Screen size variations



High-fidelity prototype

The high-fidelity prototype used the same flow as the wireframes. User feedback was incorporated to maximize engagement with the design.

Link to Indie Film Festival
Award Nomination Flow
[high-fidelity prototype](#).



Accessibility considerations

1

I used different sized heading to clearly indicate hierarchy.

2

I used high contrast colors to make the site more visually clear.

3

I designed the site with text on each page so screen readers could interpret the site.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Our target users were drawn to the film details and visual cues for navigation. The site flows easily.



What I learned:

Usability studies help designers learn what features to add after the initial concept. Often, the final design reflects user feedback more than design intent.

Next steps

1

Conduct follow-up usability studies on the new website.

2

Identify any additional areas of need and iterate on the design.

Let's connect!



Thank you for viewing my work on Indie Film Festival!

If you would like to see more or get in touch, my contact information is below.

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Website whitneypooledesigns.com