

BLKFLIX

Your next
movie/streaming app

A UX/UI CASE STUDY



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UX Scenario

In 2018, I created an Instagram page called BLKFLIX, which showcases clips from popular Black TV shows and movies such as Fresh Prince of Bel-Air and Everybody Hates Chris and Friday to name a few.

The popularity of this page grew considerably fast with such followers reaching close up to 25k at this point.

Ever since the page was created, I have seen a percentage of the followers being extremely inquisitive regarding the shows that demonstrated the lack of awareness that many individuals have for these niche areas of TV and Movies.

UX Solution

I aim to simplify the users' process by limiting their searching time across the internet to find the latest Black television shows, TV series, and movies. In addition, I also aim to increase their knowledge and awareness of all the other shows, series, and movies, that they may have never been aware of within this specific niche.



UX OBJECTIVE

The objective is to create a mobile app called "BLKFLIX" that will allow users to watch or find their desired show, series, or movies in their specific genre of choice (e.g. Comedy, Action, Romance, etc.) within the Black entertainment niche. This will also allow users to stream each show directly from the app. In case legality issues occur, then users will still be able to find where to watch or purchase this specific show, movie, or series.

User Researcher

I used the quantitative approach to gather data on our potential target users' needs. I've sent out a questionnaire to my potential users who have liked the BLKFLIX Instagram page.

The following tools were used to conduct the surveys: Survey Monkey. We have used this tool to gather insights through a restricted questionnaire approach. Whilst I wanted to use an unrestricted method in terms of constructing the questionnaire, I have discovered that being restricted was the best option because it meant fewer discrepancies thus it's easier to administer consistency in terms of answers and data management.

Through our user research, we also discovered that there was a high percentage of users who didn't have a direct go-to application for this niche of entertainment and the majority of our users were open to the idea that an app with all their favorite black tv shows and movies could be located in one central hub.

Competitor Analysis

Top Competitors

The Netflix logo, consisting of the word "NETFLIX" in red, uppercase letters on a black background.

Netflix

a household name when it comes to showcasing TV programmes and films from around the world. The app is well designed and easy to use but in terms of Black TV shows whilst it does have a good range it doesn't cover them all. In addition it is very difficult to find black movies as a niche within the app given the other genres of entertainment within the app.

The IMDb logo, consisting of the letters "IMDb" in black, bold font on a yellow background.

IMDb

The world's most popular and authoritative source for movie, TV and celebrity information. This app is well designed and very easy to navigate. It has information about all the black movies but dissent have it listed as a genre and therefore makes it extremely challenging and overwhelming to keep up-to date with new black TV shows and movies given that they vary across each genre.

Other Competitors



Just Watch app

Allows users to find where to watch movies and TV shows online through paid subscriptions, free streaming, streaming with ads, renting and buying. This app is very close to what we would like to achieve with our app. Great design and easy to use but very overwhelming to go through the various shows and movies.



Blackbox

Black Box movie listing app is a collection list of movies and TV shows that cater to diverse communities all around the world. Whilst this app has a great range of TV shows and movies the app has a very dated design and doesn't seem to be updated frequently



Blackbox

The National Black Television network is an American television channel targeting African American audiences. Has a very limited amount of shows and movies so therefore our app would have the opportunity to provide much more variety of TV Shows, Movies and TV Series.

User Persona

Name: Tiana Smith

Age: 29 years old

Occupation: Graphics Designer

Income: \$24,000

Location: San Jose, California

About:

Tiana is a graphics designer in a famous company in San Jose, California. During her free time, she likes to binge-watch movies and her favorite series

Goals:

She wanted to easily find her favorite movies for throwback moods.

Frustrations:

She finds it hard to search for her favorite shows or series on certain applications because it's unavailable.

Motivators:



Accessibility



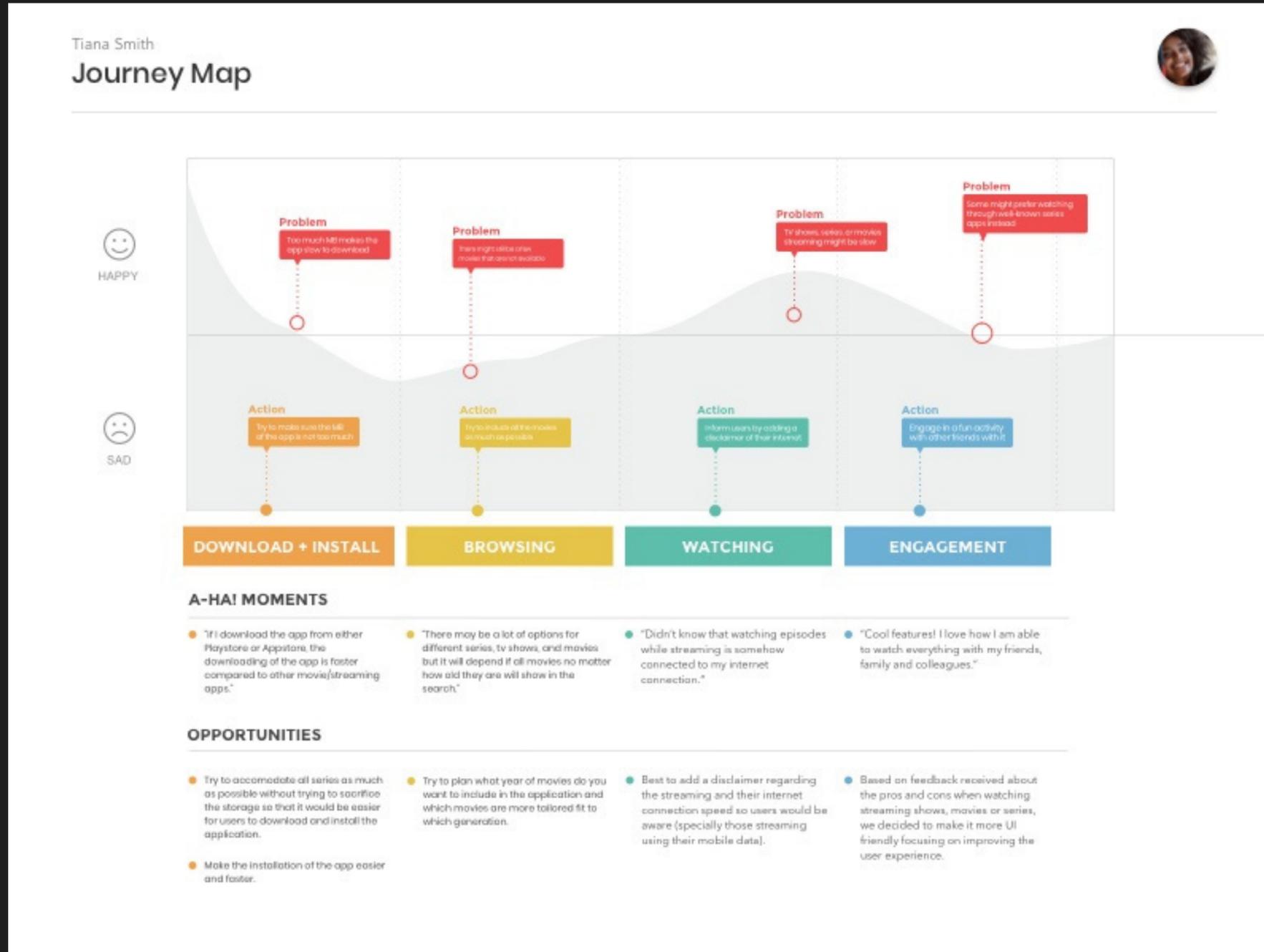
Ease of Use



Functionality

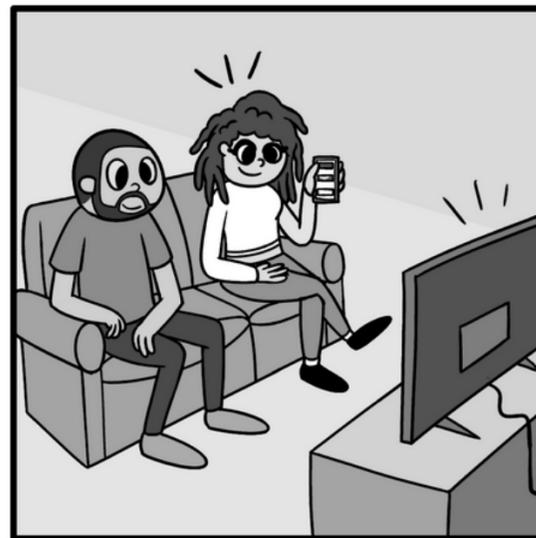


Customer Journey



I created a customer journey map (or CJM) that visually represents the user's journey when using BLKFLIX.

User Story



Scene 1

Tiana is at home trying to find a Black TV series to watch with a friend but struggling.

Scene 2

Tiana comes across the BLKFLIX app in the App Store.

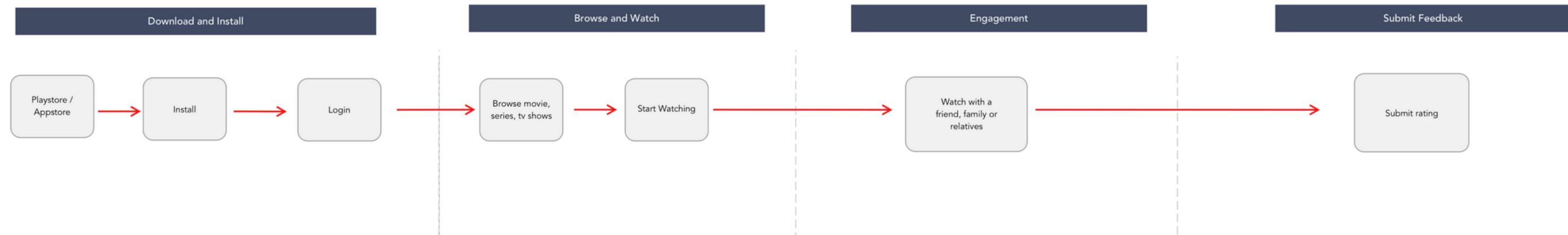
Scene 3

After downloading and setting up her preferences the app suggest a TV series for Tiana to watch

Scene 4

Tiana and her friend enjoy the great show recommendation from BLKFLIX app

Userflows



I have created a user flow of how the process would be when a user starts the application.

Color Palette & Typography

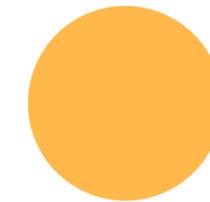
1 Typography

For fonts, we decided to go for SF Pro Display as the primary font then Poppins as the secondary font.

SF Pro Display

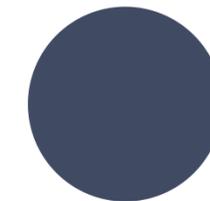
2 Color Palette

For color palette, I decided to go for a combination of warm and cool colors.



#FFB849

Primary Color

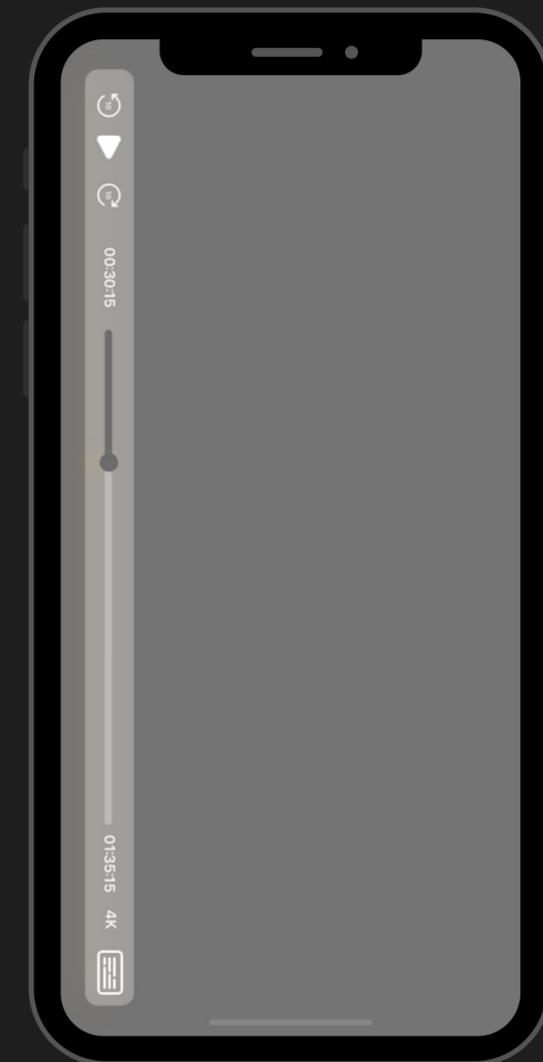
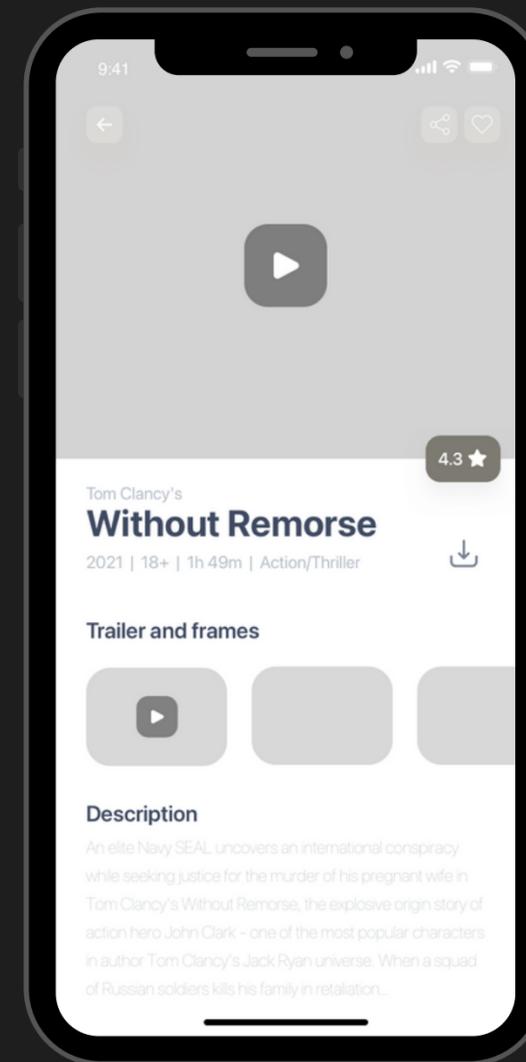
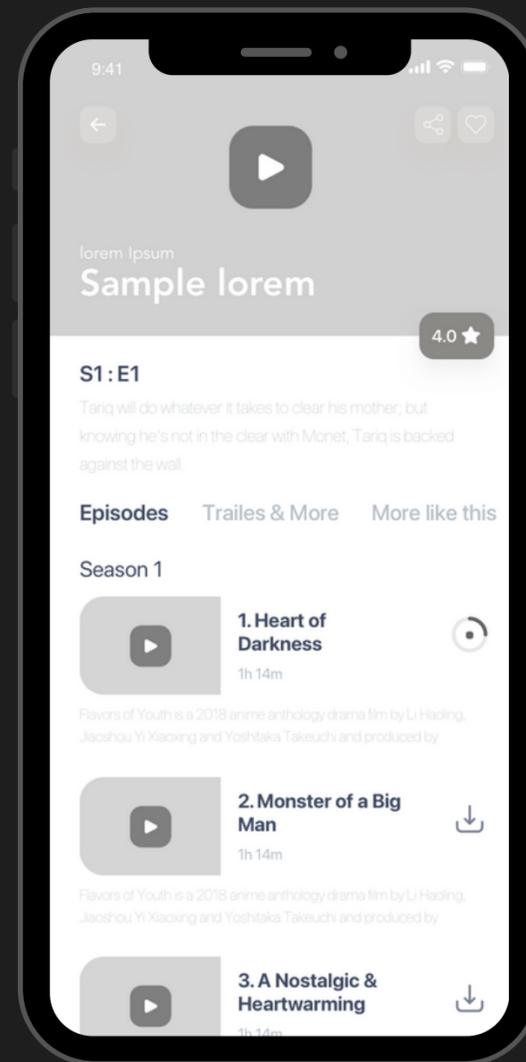
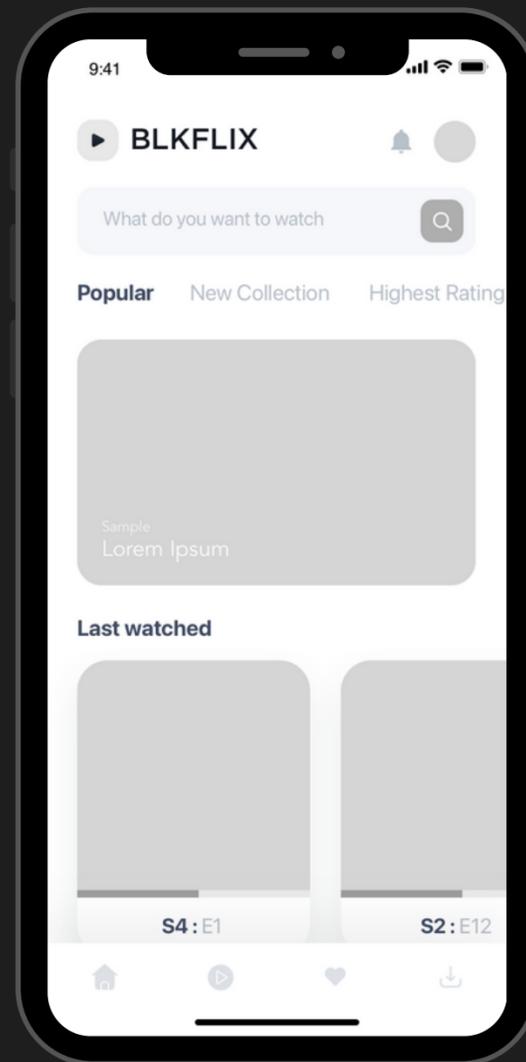


#404B63

Secondary Color

Wireframes

Low Fidelity



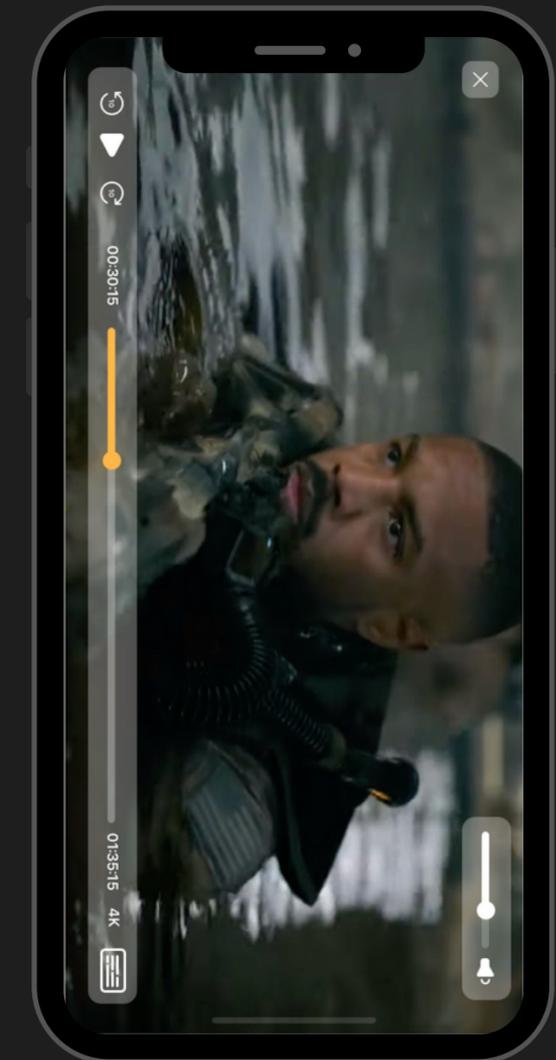
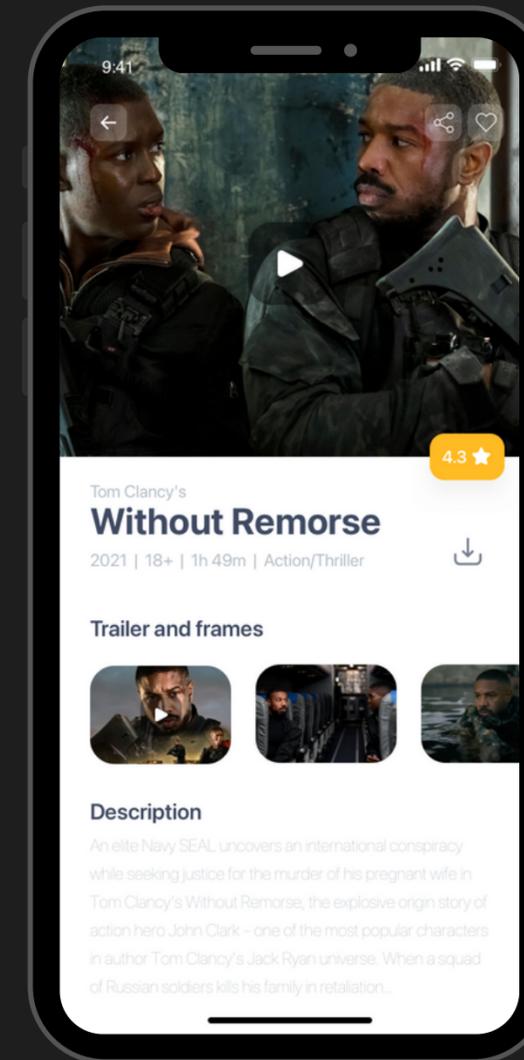
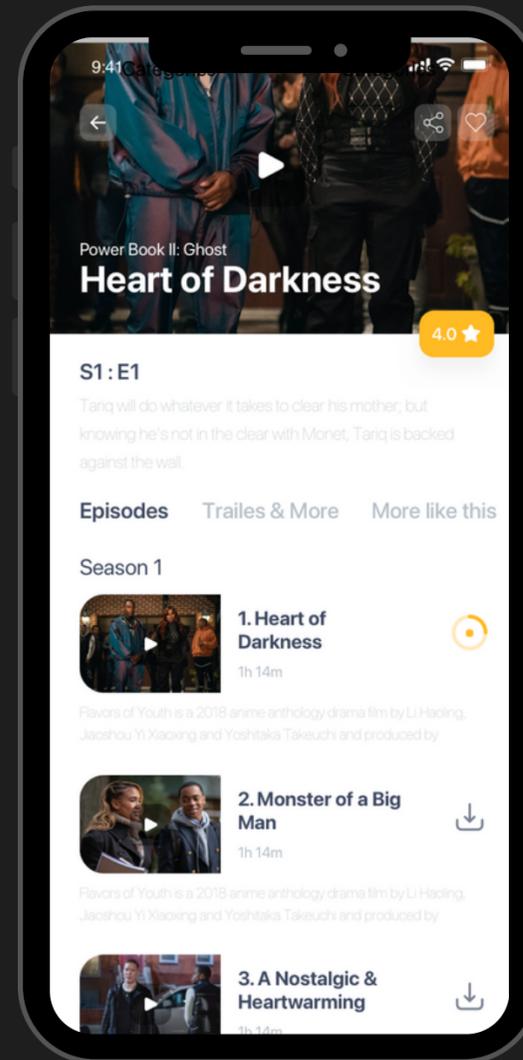
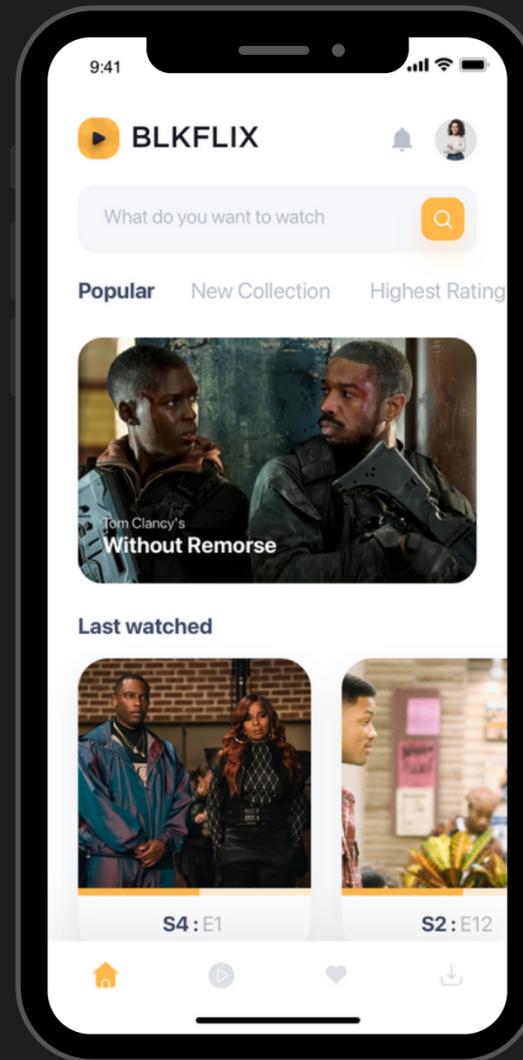
Usability Testing

During the process of finalizing the designs it was important for me to do user testing to ensure that the app was usable and intuitive for the user. Guerilla testing was run on iPhone and Android devices which allowed for a more realistic interaction scenario.

I was able to look at pain points that the user came across, any suggestions they could make about the flow of options available. I used all my findings to help finalise the app designs.

UI mock-ups

The final product





The Conclusion

Having to create a social experiment to see how users will react especially when I created an instagram page for the mobile app BLKFLIX was a good experience. I have learned that conducting a new form of research helps me understand the user pain points on a whole new level. I look forward to making this application a reality as I believe that with this kind of new product in the market, we can improve our user's experience even better.

THANKS FOR VIEWING!