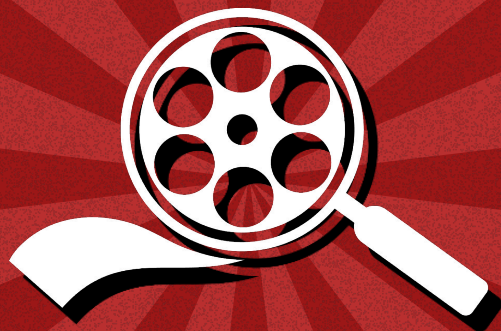


# SLYTHERCLAW SPRINT



## FLICK FINDER

Juli Bernstein, Griffin DeJoy, Ryan Fernandez,  
Jack Ozmer, Stephanie Lopez, Rachel Ziner





**ARE YOU TIRED OF TRYING  
TO NETFLIX & CHILL BUT  
NEVER KNOWING WHAT TO  
WATCH?**

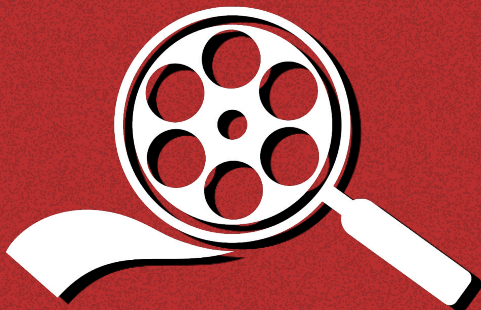


**SICK OF FINISHING YOUR  
MEAL BEFORE EVEN  
SETTLING ON A SHOW TO  
WATCH WHILE YOU EAT IT?**





**SOUNDS LIKE YOU SHOULD TRY**



**FLICK FINDER**





# WHAT IS FLICK FINDER?

## ENGAGING WAYS TO SEARCH

Answer a quick series of questions about how you're feeling and what mood you're in.

## DISCOVER NEW SHOWS

Searches are spread out across all streaming services, and can be sorted by your subscription preferences.



## FLICK FINDER

START



## THINK LESS, WATCH MORE

You don't always know exactly what to watch, and can waste hours just scrolling. Let us do the hard part!

## FAST AND EASY

Save yourself time and discover new content to enjoy. Managing streaming services has never been easier.



# THE PROCESS

01

**MONDAY**

Kicking off & Establishing  
Long Term Goals

02

**TUESDAY**

Ideating & Sketching  
the Product

03

**WEDNESDAY**

Storyboarding (&  
Storyboarding Again)

04

**THURSDAY**

Prototyping

05

**FRIDAY**

Customer Interviews

06

**WRAPPING UP**

Analyzing our process



# MONDAY

# 1

## ESTABLISH LTG

In 1-2 years, a digital streaming platform that prioritizes live performances and recreates the experiences of attending in person.

An online database for official documents to access online instead of physically in case of emergency.

- Birth certificate, passport, SSN, license, vaccinations, background checks.

Accessibility for reading  
Attention spans are getting shorter—make something new for this

Calendar for healthcare appointments

Visualize all subscriptions you pay for all at once

one platform for everything UGA  
athena x elc  
merge

website displaying all streaming services to see overlap

- where to stream \_\_\_ search engine

#1: Make it easier to track streaming services' content and cost.

#2: Make it more efficient to filter through content on different streaming services

# 2

## FIND CHALLENGES

How will we gather data efficiently from all the different streaming services.

How can we stay continually up to date on ever changing content of streaming services  
rachel

How can we be reliable to our customers in our information provided on streaming services?  
rachel

How many accounts will be killed because of password sharing.  
Ryan

Are we able to track data across multiple streaming platforms and consolidate it into one place?  
ryan

How do we not replicate google and create a unique service  
Julia Bernstein

Will customers want to put the time and effort into using our service?  
rachel

How long do shows last: streaming weekly vs binge watching and the cost associated with each show based on time needed to watch.  
Ryan

Will we need permission from the various companies to track this data?

Why might customers not want to use this product?

Will people have to log in to all the various streaming services through our app?

Could customers be overwhelmed with all the content from the different streaming services?  
ryan

What is the best way to organize all the content?  
ryan

How many streaming services should be included?

I wish we had some kind of rating system based on rotten tomatoes reviews  
ryan



# 3

## “HOW MIGHT WE?”

# MONDAY

# 4

## FIND CHALLENGES

### Monetization:

© 2015 Hulu

HMW  
Create revenue  
Monetize the  
platform

HMW  
Determine a  
price for this  
service

HMW  
advertise/draw  
consumers in/  
quickly explain  
what it is

HMW  
generate revenue  
while avoiding  
barriers to entry  
for users

### Experience

© 2015 Hulu

HMW  
help users find  
shows/movies  
that are only  
available  
physically.

HMW  
add outside  
navigation (when  
clicking on a tv  
show/movie it  
goes to the  
streaming  
service it's on

HMW  
create a better  
use experience  
that separates it  
from traditional  
search engines

HMW  
Gather  
information on  
the shows  
themselves

HMW  
set up the  
homescreen to  
easily navigate  
from one service  
to the next

### Personalization

© 2015 Hulu

HMW  
narrow down the  
services to just  
the ones the user  
is subscribed to.

HMW  
track upcoming  
content to show  
calendar of  
releases

HMW  
include a rating/  
review system to  
build community  
within the app/  
website

HMW  
Make sure that  
this service is  
secure

HMW  
Make this easy to  
activate and set  
up.



User wants to  
find a movie to  
watch.

Download App  
Open webpage

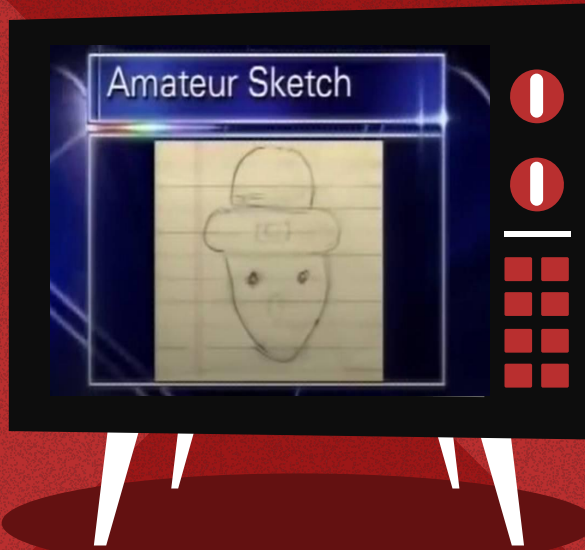
land on  
homepage of  
app, filter  
between  
different genres  
for each platform  
in one place

User finds the  
movie they want  
to watch

They are  
navigated to the  
movie



# TUESDAY



Tuesday is designated as "sketch day"! and figuring out a solution is what sketch day is all about.

Why is Sketching important?

- Create concepts that will serve as a framework for our prototype.
- Making sketches can help transform products from abstract ideas into tangible objects that anybody can evaluate equally.
- Remixing previous concepts has resulted in a few excellent creations.



# TUESDAY GOALS

## A

### LIGHTNING DEMOS

Review Solutions from other industries, other companies or even old ideas floating around between your team

## B

### THE 4-STEP SKETCH

- Notes
- Ideas
- Crazy 8
- Solution Sketch

## C

### SOLUTION SKETCHES

- Draw 3 panels of what the user sees.
- Each panel is a new step or mini storyboard.
- Add notes for context.



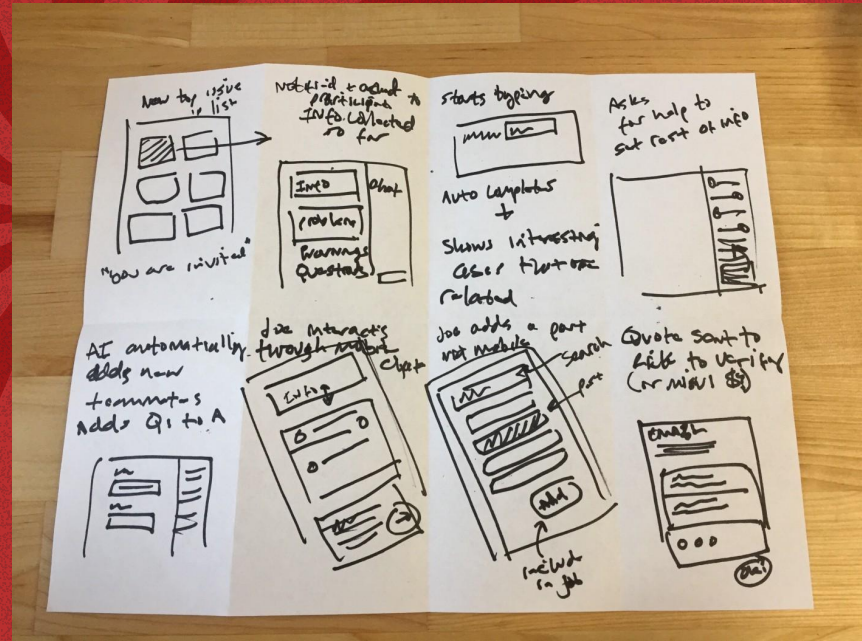
# LIGHTNING DEMOS





# THE FOUR-STEP SKETCH

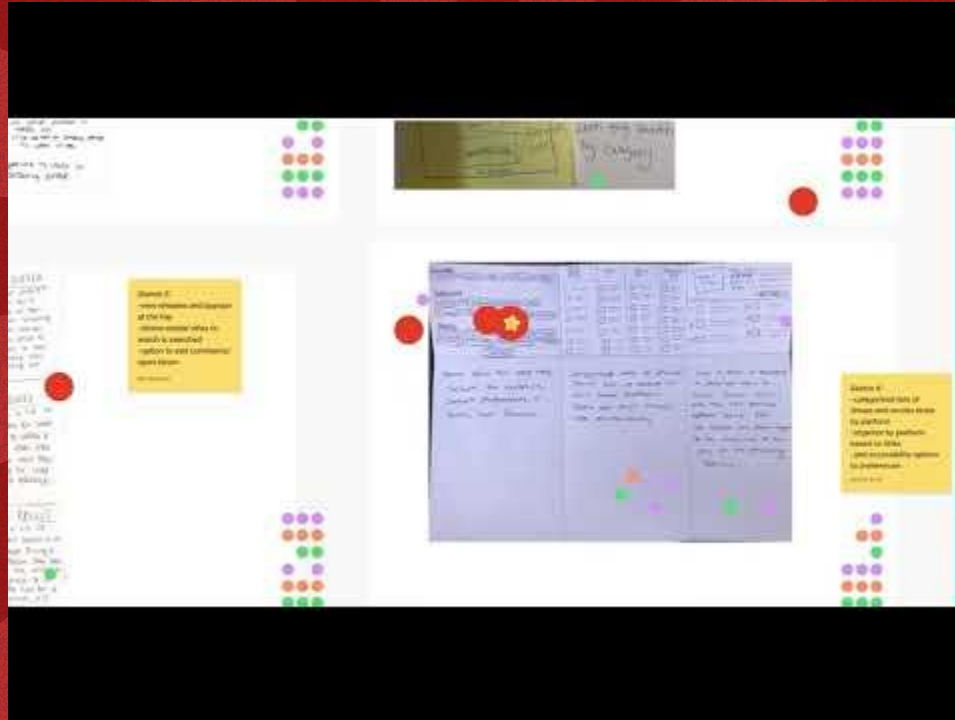
- Notes
- Ideas
- Crazy 8
- Solution Sketch



“Crazy 8”



# SOLUTION SKETCHES





# WEDNESDAY - ART MUSEUM



## STEP 1 - BEGIN SEARCH

Our favorite sketches started with a user's need to find something to watch, but they are unsure of where to find it.



## STEP 2 - NAVIGATE RESULTS

We weren't sure how we would organize the results, but we all agreed they would be the main focus of this step.

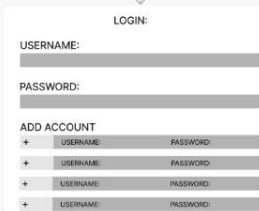


## STEP 3 - SELECT SHOW

Our final step would be the selection of the desired show, however there we still big questions about how this would work.





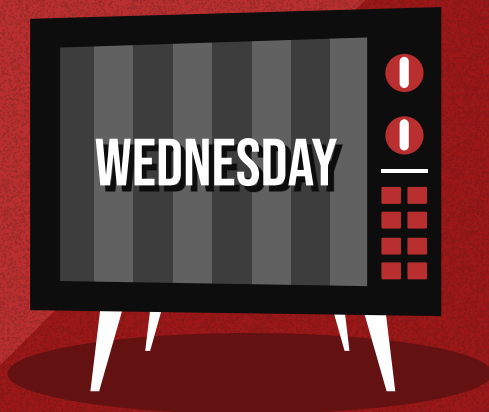


# STORYBOARD

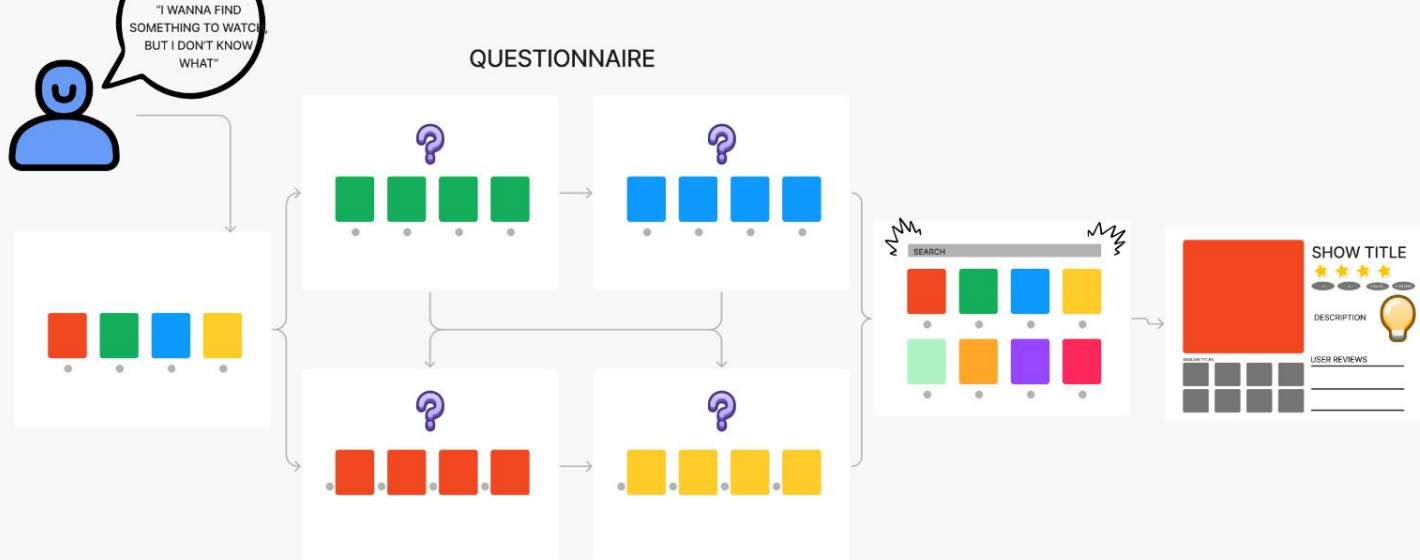
Developed our first draft of the storyboard

Realized that we were unsure of our true focus was and that our project was not unique.

Pivoted our thoughts and created a second draft.





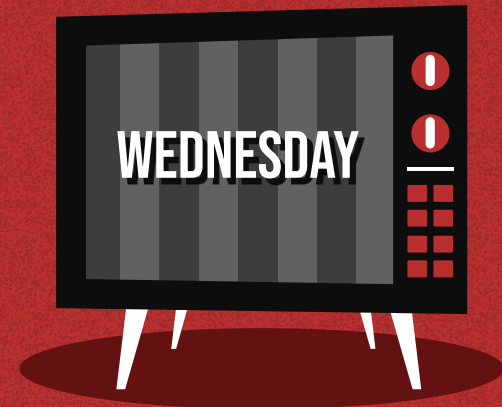


# STORYBOARD - REVISED

Focus on the user who wanted to watch something, but didn't know WHAT to watch.

Created a storyboard for a quiz

Results would cover a full catalogue across all streaming services, but provide the user a more rewarding experience than simply scrolling apps or using a search engine.





# THURSDAY



Prototype!



## Home Page



### Question 1



### Question 2



### Question 3



### Question 4



### Question 5



### Question 6



### Question 7



### Question 8



### Question 9



### Question 10



## Results



## Results







Question 1

← ← What streaming services do you have?

Netflix

Amazon Prime Video

Disney Plus

Apple TV Plus

Netflix

Next

Question 2

← ← What genre(s) are you in the mood for?

Comedy

Action

Thriller

Sci-Fi

Netflix

Next

Question 3

← ← How long do you want to watch for?

1-2 hours

2-3 hours

3-4 hours

4-5 hours

Netflix

Next

Question 4

← ← What is your Rating Preference?

A

B

C

D

E

Netflix

Next

Question 5

← ← What language do you want to watch in?

English

Spanish

French

Italian

Netflix

Next

Question 6

← ← What is the occasion for the movie?

Just for fun

Gift

Family time

Relaxation

Netflix

Next

Question 7

← ← What device do you want to watch from?

TV

Phone

Tablet

Netflix

Next

Question 8

← ← How did you feel today?

Happy

Sad

Stressed

Relaxed

Netflix

Next

Question 9

← ← Do you need any accessibility features?

Subtitles

Audio Description

Closed Captioning

Netflix

Next

Question 10

← ← What production company do you want to see?

Warner Bros

Universal

Netflix

Netflix

Next

Results

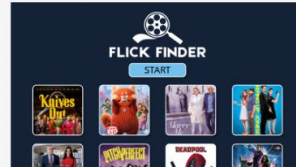


Flick Facts





## Home Page



### Question 1

← Go Back What streaming services do you have?

Amazon Prime

Netflix

Hulu

Disney Plus

YouTube Premium (Only)

HBO Max

Apple TV

Paramount+ (Only)

Other

NEXT

### Question 2

← Go Back What genre(s) are you in the mood for?

Action/Adventure

Comedy

Drama

Horror

Mystery

Sci-Fi

Thriller

Other

NEXT

### Question 3

← Go Back How long do you want to watch for?

30-45 Minutes

45-60 Minutes

60-90 Minutes

90-120 Minutes

120-150 Minutes

150-180 Minutes

180+ Minutes

NEXT

### Question 4

← Go Back What is your Rating Preference?

1 Star

2 Stars

3 Stars

4 Stars

5 Stars

NEXT

### Question 5

← Go Back What language do you want to watch in?

English

Spanish

French

German

Italian

Japanese

Korean

Other

NEXT

### Question 6

← Go Back What is the occasion for the movie?

Day After Tomorrow

Birth Night

Family Time

Celebrating a Birthday

Graduation

Other

Not Sure/Other

NEXT

### Question 7

← Go Back What decade do you want to watch from?

1950s

1960s

1970s

1980s

1990s

2000s

2010s

2020s

NEXT

### Question 8

← Go Back How did you feel today?

Happy

Sad

Excited

Bored

Tired

Other

NEXT

### Question 9

← Go Back Do you need any accessibility features?

Subtitles/Closed Captions

Audio Description

Closed Captioning/Transcripts

Sign Language

Screen Reader/Screen Magnification

Large Text/High Contrast

Other

NEXT

### Question 10

← Go Back What production company do you want to see?

Warner Bros.

Universal

Disney

Netflix

Amazon Prime Video

HBO Max

Paramount+

NEXT

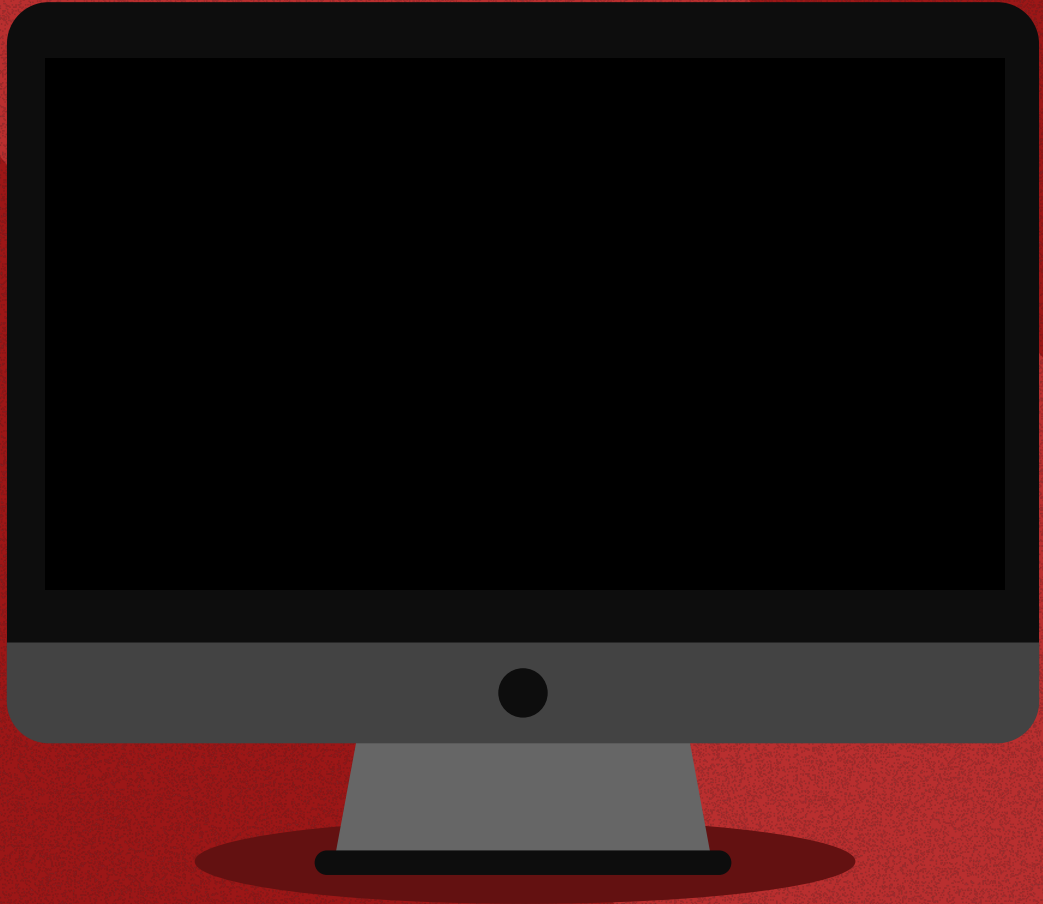
## Results



## Flick Facts









# FRIDAY

Interview Time! After building a prototype we were proud of, we took the time to **conduct interviews** to, observe behaviors, ask questions, and listen.

- Interviewed 5 different users
- Asked 9 different Questions
- Feedback was generally neutral to positive
  - People loved the concept but offered constructive criticism on some of the details
- The interviews will be super helpful for working out the kinks in our prototype and eventually forming a complete product.
  - Each user brought unique perspective and insights.



# INTERVIEW QUESTIONS AND FEEDBACK

01

## WHAT STREAMING SERVICES DOES THE USER USE?

Main Feedback: Every single user had multiple platforms. Netflix, Hulu and HBO being most common.

02

## HOW OFTEN DOES THE USER USE STREAMING SERVICES?

Main Feedback: Most users watch hours a week and at least 4 days a week.

03

## HOW DO YOU NORMALLY FIND CONTENT?

Main Feedback: People had many entirely different ways of finding content but largely expressed frustration.

04

## HOW LONG DOES THE PROCESS OF FINDING CONTENT USUALLY TAKE?

Main Feedback: Most users said it takes 30 min to an hour to find shows.

05

## DOES THE USER UNDERSTAND THE OVERALL CONCEPT?

Main Feedback: The answer to this question was overwhelmingly positive. People understood the product well.

06

## WOULD THE USER FEEL COMPELLED TO SHARE WITH OTHERS?

Main Feedback: Users were split pretty evenly on if they would share the product.

07

## WOULD THEY USE THIS DAILY?

Main Feedback: Only one of the users would use this daily.

08

## WAS THERE ANYTHING THE USER WAS CONFUSED ABOUT?

Main Feedback: There was some confusion but nothing that can't be worked out.

09

## THOUGHTS ON PRODUCT?

Main Feedback: Users liked the product but want details/ kinks to be worked out.



# WRAP UP

1. **Can we organize content so that customers are not overwhelmed with information from all the different streaming services?**

*Overall, we all agreed that our platform does organize the amount of content that is available online in an interesting and unique manner.*

2. **Can we gather data efficiently from all the different streaming services?**

*This question had the most variation in it. Some of us believe that we did gather data efficiently with the Flick Finder and Results page, while others believe that we did not ever truly answer this question.*

3. **Did we successfully distinguish ourselves from existing search engines or streaming service?**

*On this question, all of us agreed that we were able to distinguish ourselves from existing search engine and streaming services because as a team, we do not know of another product that does that ours accomplishes.*



# WRAP UP

## 4. Can we (theoretically, but realistically) reach our Long-Term Goal with this approach?

*Once again, we all did agree that we could reach our Long-Term Goal with this approach. Another piece that many of our team members mentioned was the fact that in order to reach our Long-Term Goal we would need to do another sprint with a more focused approach.*

## 5. Do we need another Design Sprint (theoretically)? If so, what do we need to learn?

*Yes, we all agreed that we would need to do another full, if not, partial design sprint. As one of our team members wrote, everyone who we tested understood the product, but gave us feedback on the areas that could be improved when it came to the design and the UI.*

## 6. What is the big takeaway from this Sprint?

*All of our takeaways were a bit different. One common theme from our takeaways was that it is okay to pivot ideas and that the entire process is important and there is not one part of the process that is more important than the others.*



The image features a vibrant red background with a sunburst or radial pattern. The rays emanate from the center, creating a sense of energy and focus. In the center of the image, the words "THANK YOU" are written in a bold, white, sans-serif font. The text is slightly shadowed, giving it a three-dimensional appearance as if it's floating above the background.

**THANK YOU**