

## Will Wired Movie Watcher



*Will uses FilmFinder to plan weekend meetups with his college buddies*

### About Will:

- Spends hours online daily using Twitter, Facebook, & various news sites he follows
- Movies are a social thing – a chance to met friends
- Does the planning and coordination for groups of friends
- Loves the new big blockbusters and will see them over and over again

### Will values:

- Social networking features
- Planning features to coordinate groups
- Reserving tickets early for big new films

## Marianne Married with children



*Marianne uses FilmFinder to plan family outings or an evening out with her husband*

### About Marianne: Marianne values:

- Light computer user just starting to use Facebook to reconnect with old friends and share pictures with family
- Loves her new iPad
- Struggles to find movies that are appropriate for her 6 and 8 year old that won't bore her and her husband to tears
- Hates how expensive movie nights are –tickets + popcorn & drinks for everyone

- Good browser and iPad support without using too many new mobile idioms
- Ratings for parents that say more about what's in the movie that earns it a PG or PG-13 rating
- Discount coupons for multiple ticket and snack purchases

## Benjamin Bored Business Traveler



*Benjamin uses FilmFinder to see a quick movie during the evening in whatever city he's traveling in*

### About Benjamin:

- Always carrying his smart phone to stay in touch with clients
- Travels to different cities every month – always in unfamiliar surroundings
- Decides at the last minute to catch an evening movie on his own if he has time
- Likes to see guy-films his wife would hate when he's out on the road

### Benjamin values:

- Maps to theaters showing what's close by my current location
- Reminders saying "the new violent action thriller is starting in 45 minutes close by you"
- Saying what he likes and doesn't so the app can predict ideal guy-films for him

## Henry & Helen Hiding at home



*Henry & Helen use FilmFinder to see what's available to stream*

### About Henry & Helen:

- Busy professional work schedules and two middle school age kids make evenings out tough
- Subscribe to Netflix & Hulu Prime so they can watch what they want when they have time
- Would love to see the new movies when they come out, but can't find time in their schedules
- Like to re-watch the old classics

### Henry & Helen value:

- Seeing what services a film can be streamed on
- Connecting FilmFinder to our streaming accounts like Netflix or Hulu & allow direct add to list and playing
- Notifying me when a new movie is available to stream
- Suggestions of movies to stream (including old classics) based on other movies we've streamed

# Film Finder Product Design Challenge



**Our company builds custom mobile consumer applications.**

Our customers are major corporations like insurance companies and airlines. They're trying to extend their presence to the rapidly growing mobile space, and don't have in-house competence to create apps themselves. That's why they need us.

**But, we're seen as just another custom app shop.** We often compete on price with off-shore shops. Customers often give us their prescriptive requirements. But in fact what makes us different is our strong product design and technical competence.

**We can help our customers do great things. They just don't know it.** Telling them that doesn't work, because everyone else says that to. We want to show them.

**Our big idea is to create a small simple but innovative consumer application** that really shows the market what we're capable of. We believe that'll help get the word out about our company and help us get more work and of the type we want.

**One word: Movies!**

As theaters discontinue publishing movie times and ads using traditional newspapers, more and more consumers use other means to research moves, find theaters and times, and book tickets.

As more content is available to stream online from a variety of sources, more and more people choose to stay home and stream to the big screen in their own living room.

We want a successful app in the movie space.

## Target Outcomes

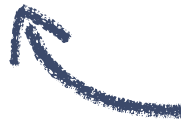


*Our new application is seen as a favorite among apps for mobile devices.*

*Our company is seen as an innovative design AND development shop. We're highly sought after by our customers.*

## Target Audience

<b>Will</b> Wired Movie Watcher 	<b>Marianne</b> Married With Children 	<b>Benjamin</b> Bored Business Traveler 	<b>Henry &amp; Helen</b> Hiding at Home 
--	--	--	--



Product outcomes say why we're building the product and where value comes from for us, the builders

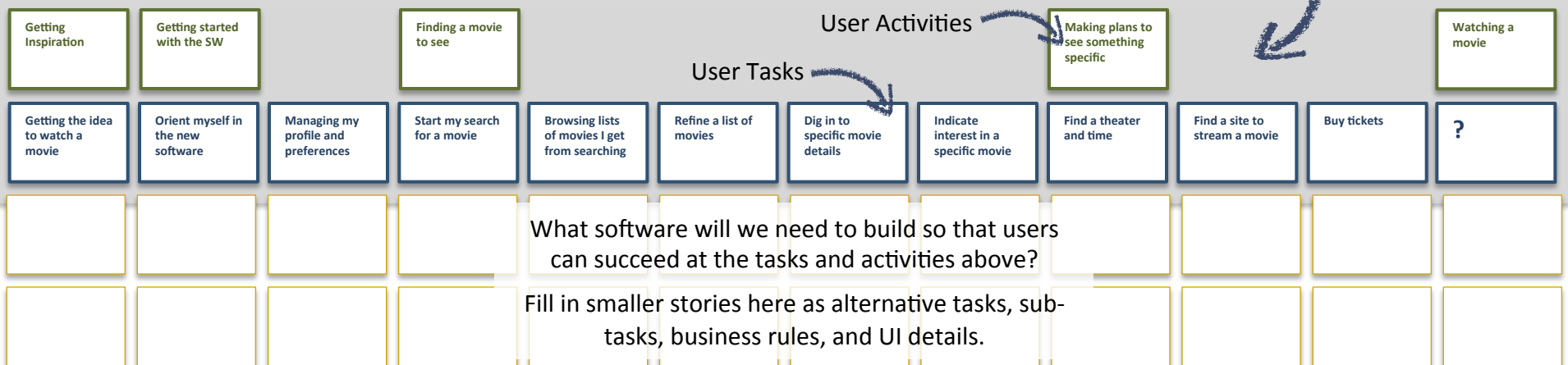


Personas segment our audience and give examples of specific target users

The story map organizes the product backlog to describe product use for all the users

**The Backbone** of the map are big stories that add structure

## Simple User Experience as a Story Map





1, activity / epic

## Getting inspiration

1.1, task (still epic)

## Getting the idea to watch a movie

1.1.1, user story

Receive a message from FilmFinder about a movie on my watch list available to see

1.1.2, user story

Receive a message from a friend with direct link to a movie

1.1.3, user story

See a banner ad on another site

2, activity / epic

## Getting started with the software

2.1, task (still epic)

## Orienting myself in the new software

2.1.1, user story

See a cool splash screen telling me what I can do

2.1.2, user story

See an ad from a sponsor (whether I want to or not)

2.1.3, user story

Sign in

2.2, task (still epic)

## Managing my profile and preferences

2.2.1, user story

Enter my basic personal info like name, post code, and email address

2.2.2, user story

Describe my movie preferences

2.2.3, user story

Connect to Social networks like Facebook & Twitter

2.2.4, user story

Connect to my streaming accounts like Netflix, Hulu, or Amazon

