action!

Platform: Mobile application

A mobile app designed for newbie filmmakers collaborating on projects to build their portfolios

Title: Product Designer

Tools: Figma, Keynote, Pages, FaceTime

Ideation

- As a person who used to work in the film industry, the most difficult part was making contacts and getting my foot through the door.

- And the main problem? I had no portfolio and no experience on set, so why would people hire me?

- And the other problem? I had no peers to help me make films and no professional contacts to get experience in real productions.

- The idea? A collaboration app for filmmakers so people could connect and make great films together.

Discovery

- I conducted a few user interviews over FaceTime (as Covid-19 prevented me from meeting people in real life) to confirm the assumptions I had. Not only did I discover assumptions were correct, filmmakers had many other struggles too.

- “I had no contacts- It was such an unreachable goal trying to get onto film sets”

- “When I tried applying for jobs they all said ‘please send a CV and a link to a portfolio’ I couldn’t send anything because I didn’t have one”

- “I wrote a script and very proud of my work I wanted to get it made! So I went onto Facebook groups seeing if anyone wanted to make my film with me. The results? Horrible, either they were too experienced and wanted to be paid (I have no money!) or people jumped on the bandwagon but then were never heard from again. I want to meet people in the same position as me, who want to make films for fun!”

- “I live in Cornwall and don’t have the funds to move to London. I wish there were more people out here like me who want to make it in the film industry”

Defining the problem

- Filmmaking is a collaborative process which requires a lot of people to make a good film and if you don’t know a lot of people in the industry in different fields, this becomes very difficult to strive for the best film. Filmmakers rely on each other. A camera person can’t film without a director, a director can’t make a film without a script and a film without costume or props won’t be great.
- The other main problem once you got the portfolio, was getting jobs within the industry. The main way to do so is networking or having some sort of mentorship program, so users can actually ‘get their foot through the door’.

- **Problem statement:** Newbies to the film industry lack both the experience and contacts needed to get into the film industry. They need a solution where they can build upon their respective field, gain experience and make contacts in the industry.

- **Users and audience:** the users of this app would be people starting out in film wanting to add to their showreels and to be able to collaborate on projects with other users nearby to be able to apply for paid jobs in the industry.

Competitive analysis

mandy.com

- ★ Well known in the filmmaking community
- ★ Great UI- very easy to navigate

- ★ Was widely used in the filmmaking community but has slowed down in recent years
- ★ Subscription fees- puts a lot of newbies off
- ★ The jobs posted are usually posted in Facebook groups anyway
- ★ ‘Collaborators’ often take advantage of newbies to the industry

Facebook Groups

- ★ Many people in the industry use these groups to post paid jobs
- ★ Some groups you are able to find newbies looking for other collaborators
- ★ Great way to make contacts
- ★ Very accessible and free
- ★ Admins relegate posts put on groups

- ★ Mainly targeted at people already in the industry looking for paid work
- ★ Only a few groups dedicated for newbie filmmakers looking for other collaborators
- ★ Mainly people from groups are based in large cities (London, LA, Vancouver)

Competitive analysis

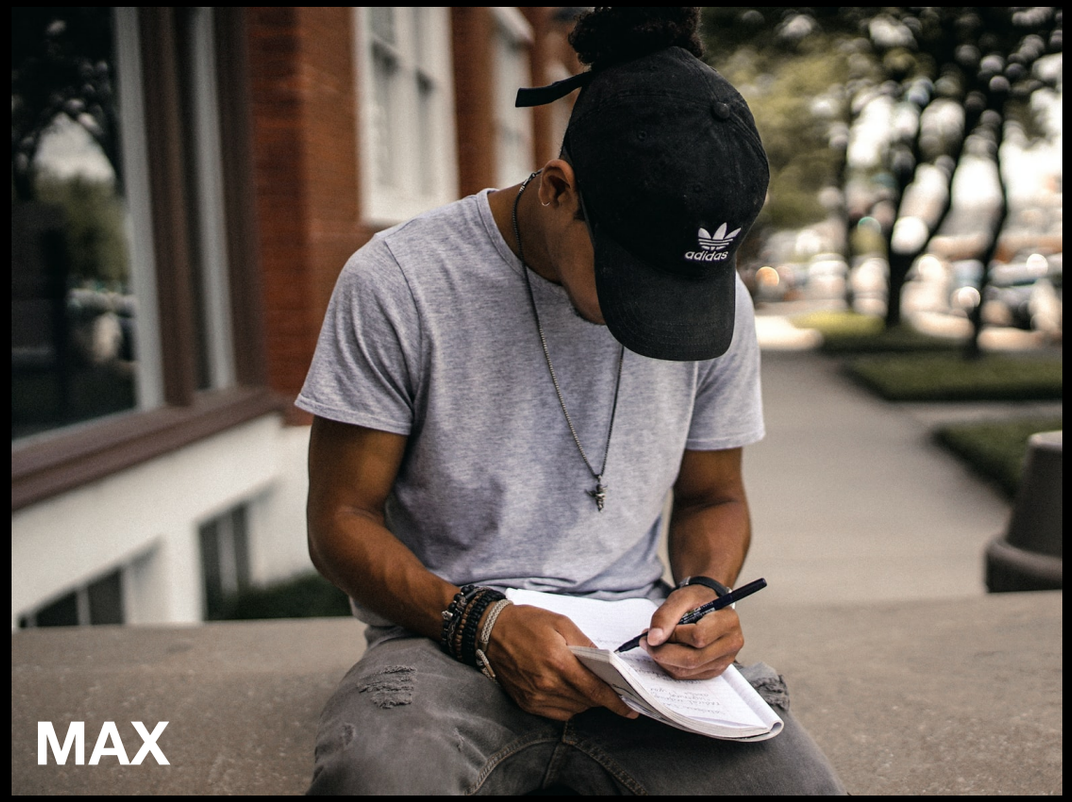
Daisie App

- ★ Clear and simple navigation
- ★ Has online workshops with experienced people from their respective industries
- ★ Has big social media presence
- ★ Mostly newbies are using the app
- ★ Has a chat page to speak with other users
- ★ Has specific profile page to add users background and title
- ★ Has a ‘moodboard’ on project page

- ★ Not specifically focused on film
- ★ Users create ‘projects’ when they don’t have a project, they actually want to collaborate
- ★ Not always in the users language
- ★ When users are creating projects, it is not clear what and who they are looking for
- ★ No ‘help’ page or section

User Personas

Aged 18, Manchester, UK
Just left college studying photography, English and film history
Wants work in the film industry as a camerawoman and has no idea how to achieve this
Has no film portfolio at all
Has displayed her photography in galleries
Very social and loves meeting new people
She takes her camera everywhere



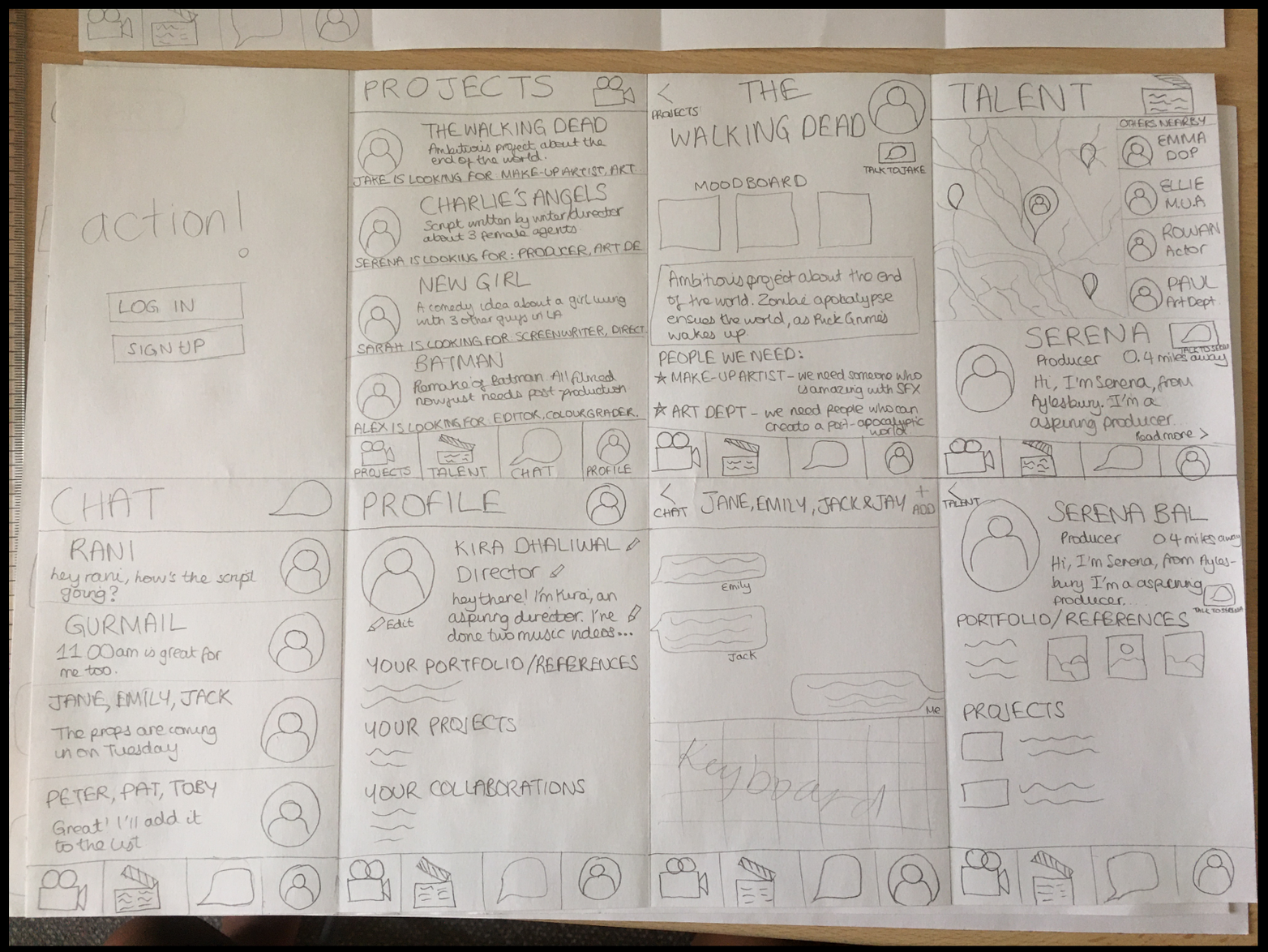
Aged 24, Devon, UK
Remote part time copywriter for retail company and part time barman
Has written many scripts but has no idea how to make them into films
Knows a few people who are in the industry but not in scriptwriting
Would like a mentor figure to learn from
Feels limited for opportunities as he lives in Devon
Hard worker and wants to achieve a lot in life

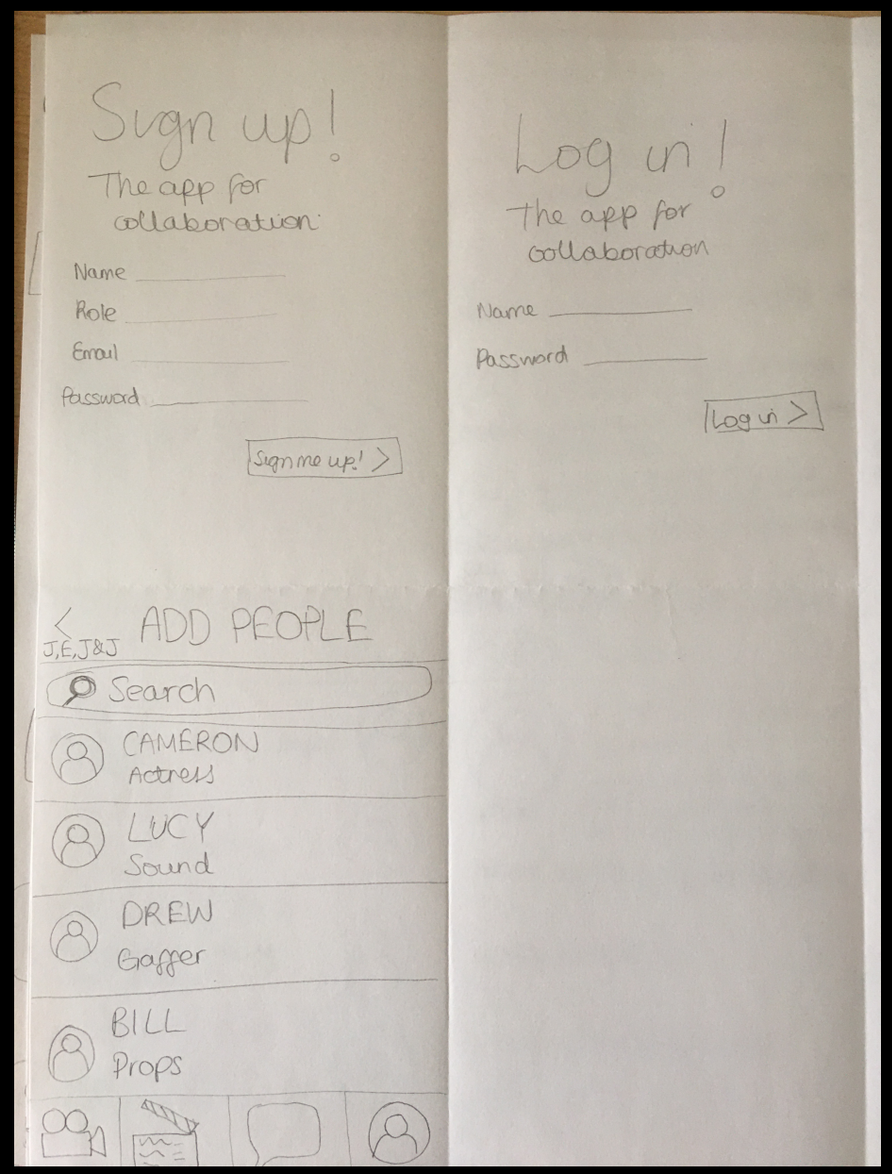
User stories

From my personas, I then created user stories to define the user goals for the product.

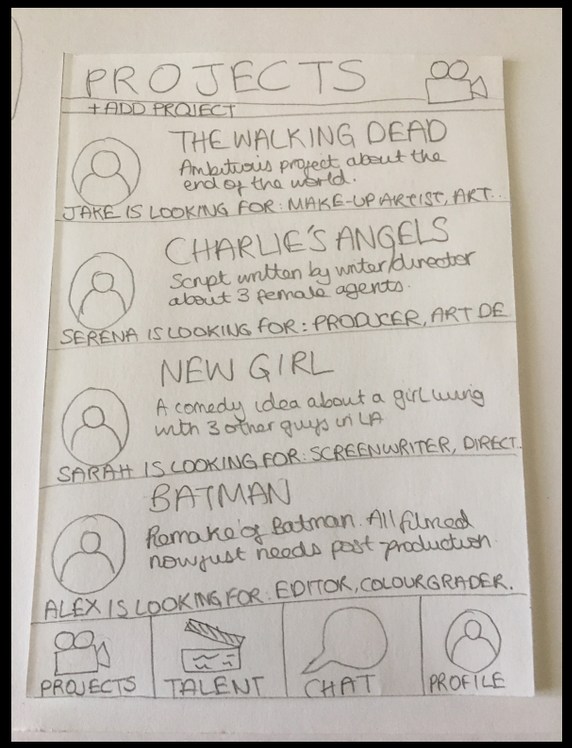
1. **As a filmmaker, I need to be able to collaborate and network with people nearby**
2. **As a filmmaker, I would like to gain experience in my field whilst working on a interesting project**
3. **As a user, I need to chat with people I'm collaborating with and be able to find new people for the project**
4. **As a user, I need to be able to show my work and progress to other users for potential work**

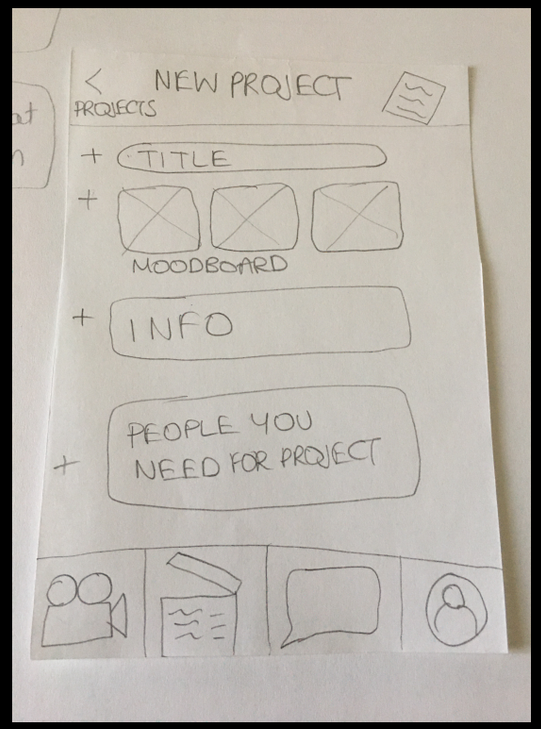
Wireframes v1





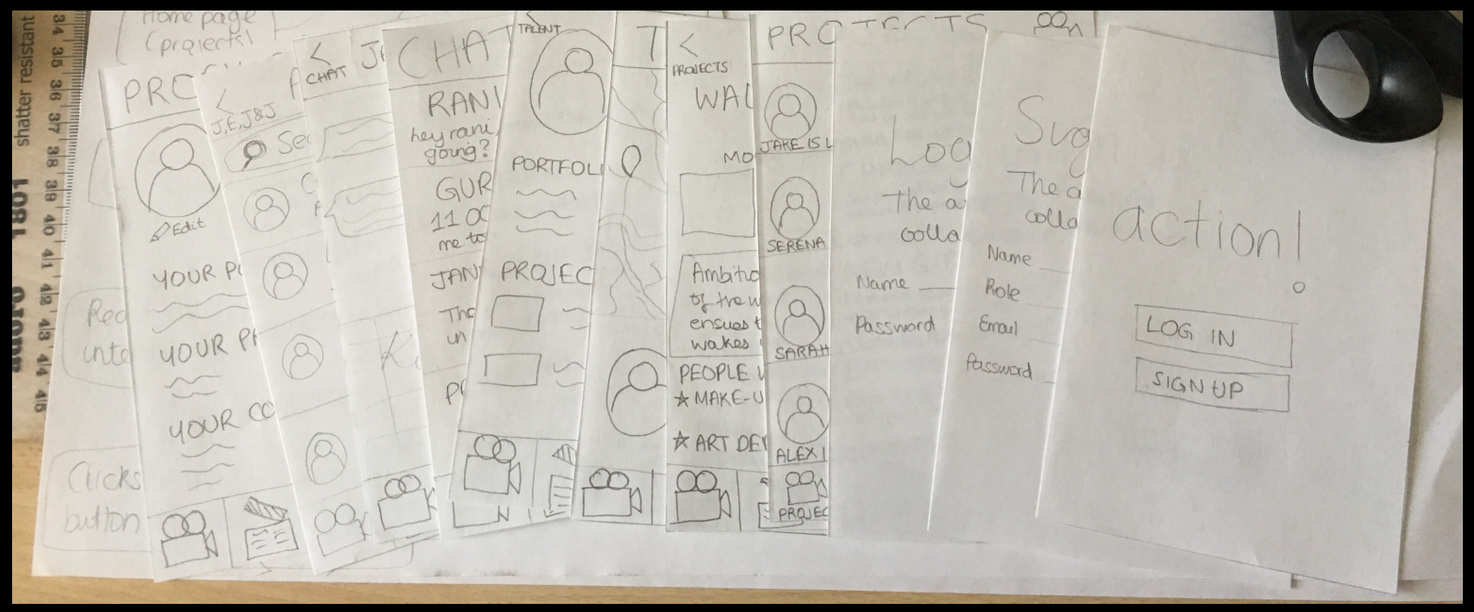
I roughly drew up the different pages of my app, keeping in mind my personas and user goals.





I forgot to add an important aspect of being able to add a new project to the app so I drew in a button on the projects page and drew another page for 'new project'

My rough sketches were then cut up and ready to be tested with real users. As covid-19 impacted my ability to test with many users, I tested with some filmmakers that I knew.



Usability Testing

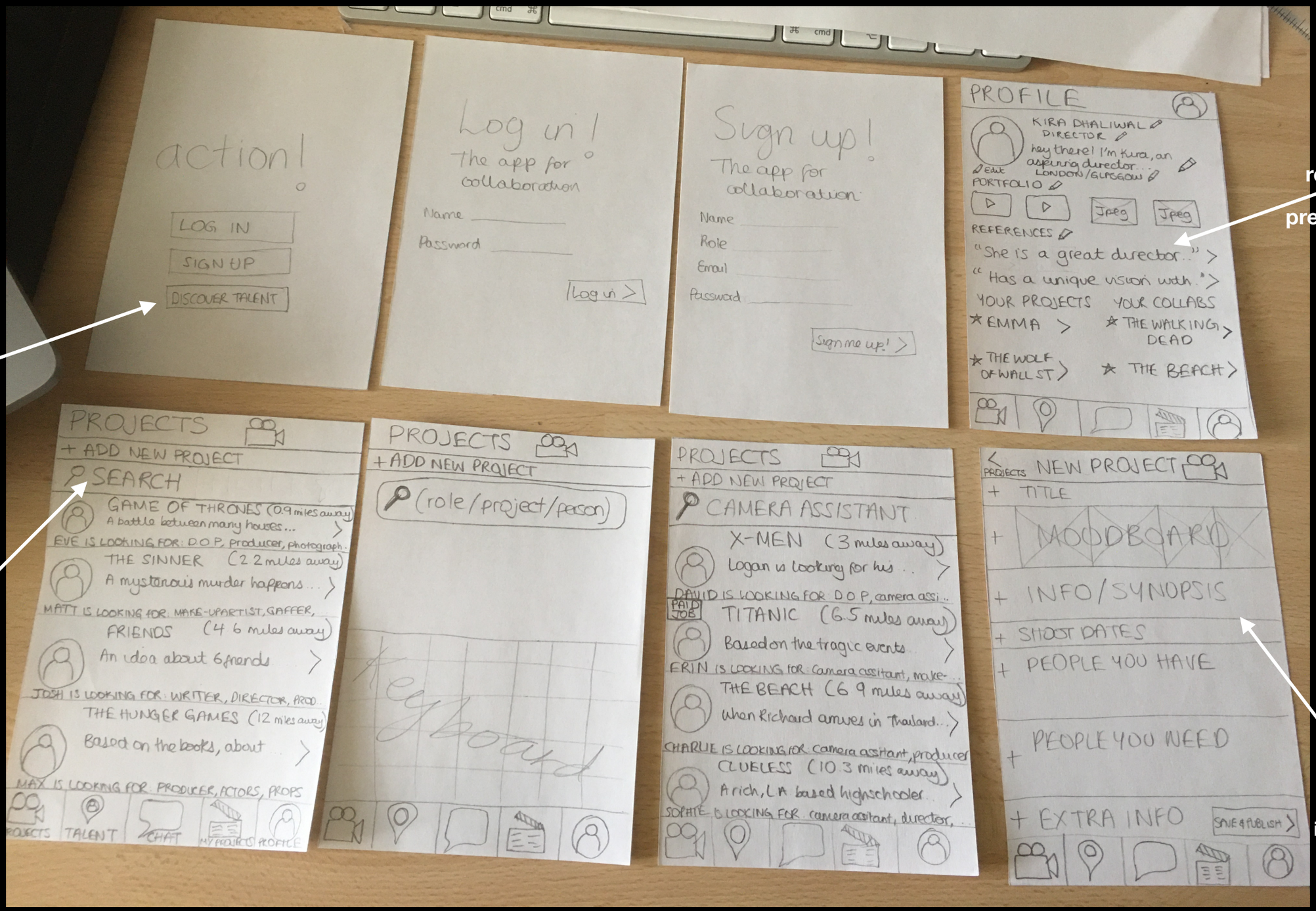
- **For the usability test, I created tasks for the users. E.g ‘you have joined the app and would like to gain experience as a makeup artist’. Most of the tasks were completed as I had designed, but also got lots of feedback on how to make the app more usable.**

- **It was really great insight of what the priorities were of the users. The most important thing that kept coming up was having a ‘my projects’ page (somewhere to go to see the projects you were working and collaborating on). So I went back to the drawing board to make the design better for another round of testing.**

- **I also asked one of the testers about another idea I had for the app, as she had a more senior role in the industry. The idea was to have a pathway for professionals in the industry to use the app to find talent nearby, so users could have professional experience. She liked the idea and said she would use the app to hire trainees.**

Wireframes v2

I took the information I had gathered from the usability tests and made improvements upon the last designs of the app



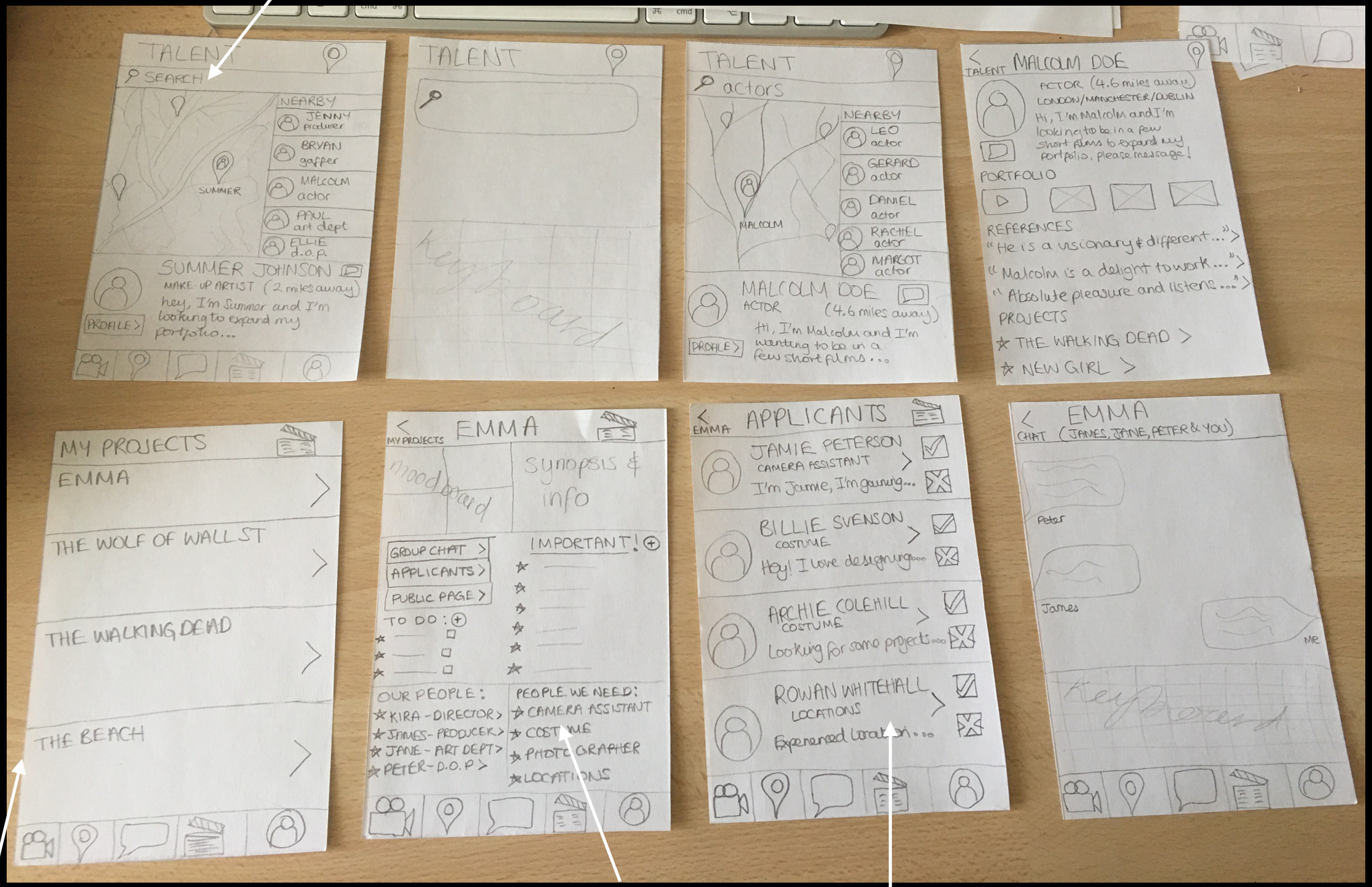
More specific references from previous employers

Pathway for 'professional' users

Added search on projects page

More specific information on new project page

Search added to ‘talent’ page to users to find specific roles of users nearby, great for ‘professionals’ to use as well

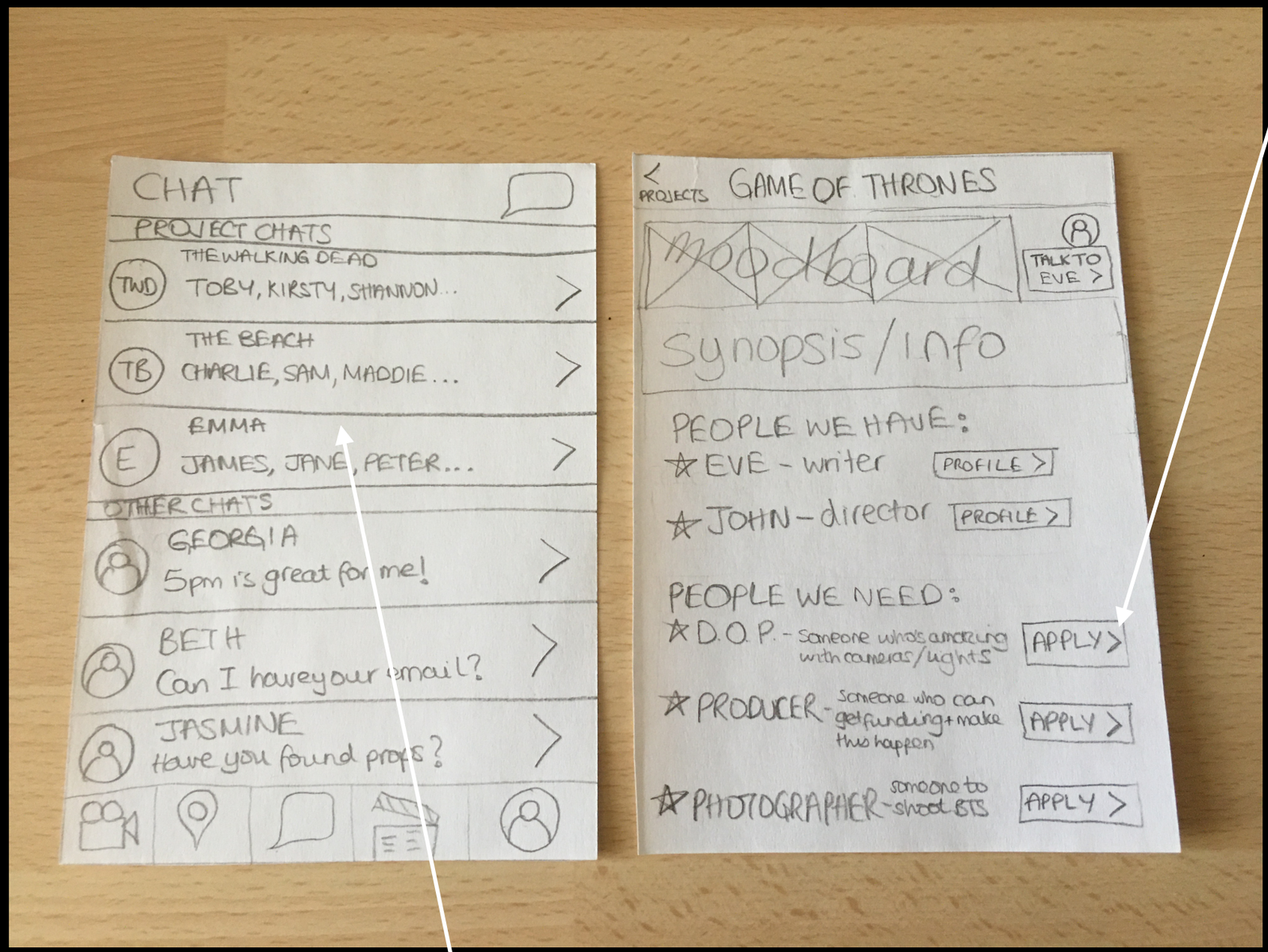


‘My projects’ added to the app, so users can keep track of their projects and collaborations

‘Private project page’ created for the users that are accepted into the collaborating group

Applicants page added, so when users apply for projects, the creator can see the profile and accept or reject the applicant

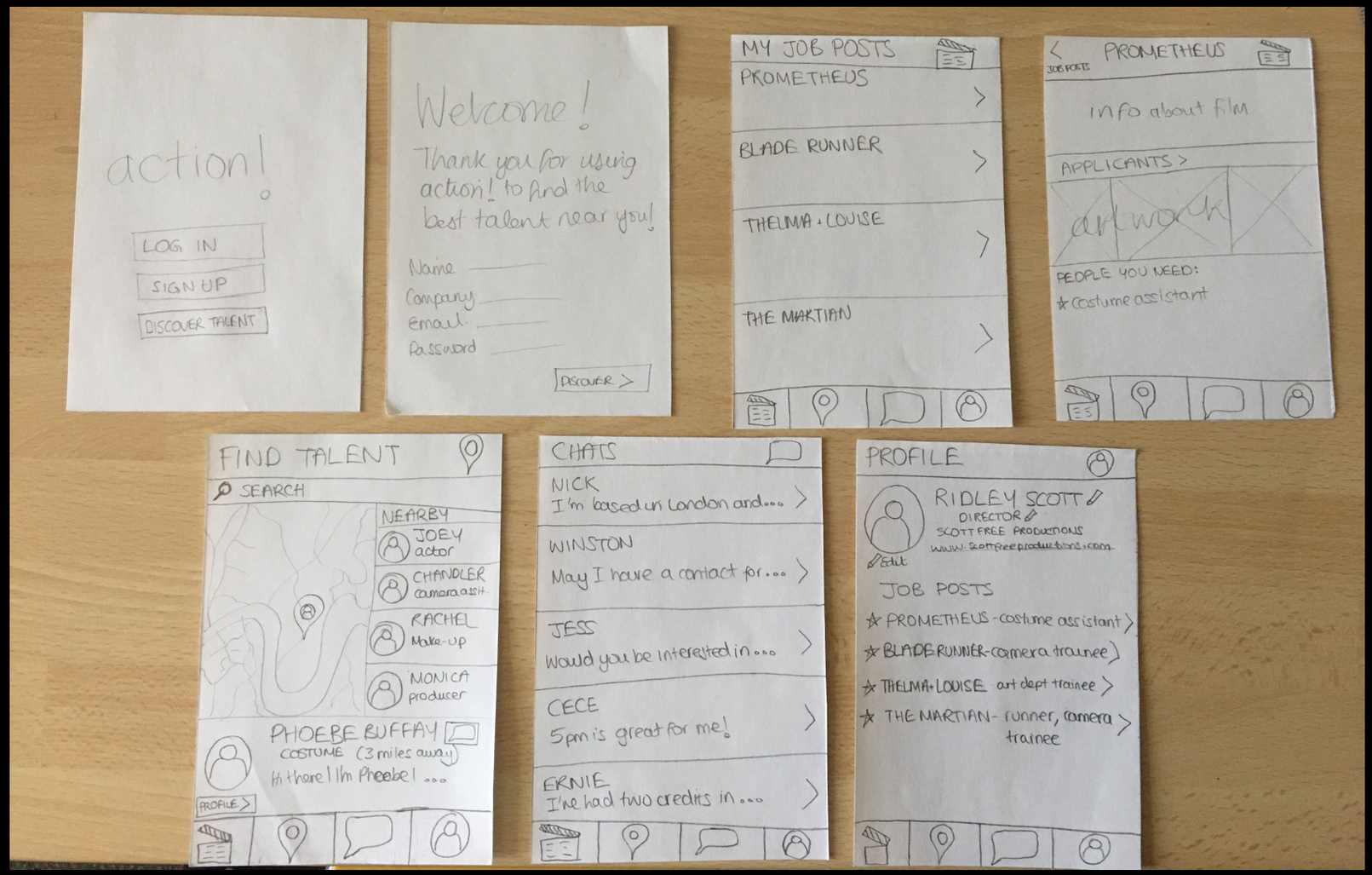
The ‘talk’ aspect was too general for the users, they wanted a way to apply for specific roles in projects, so I added the ‘apply’ button next to the roles. They saw the ‘talk’ button as a way to ask questions to the creator

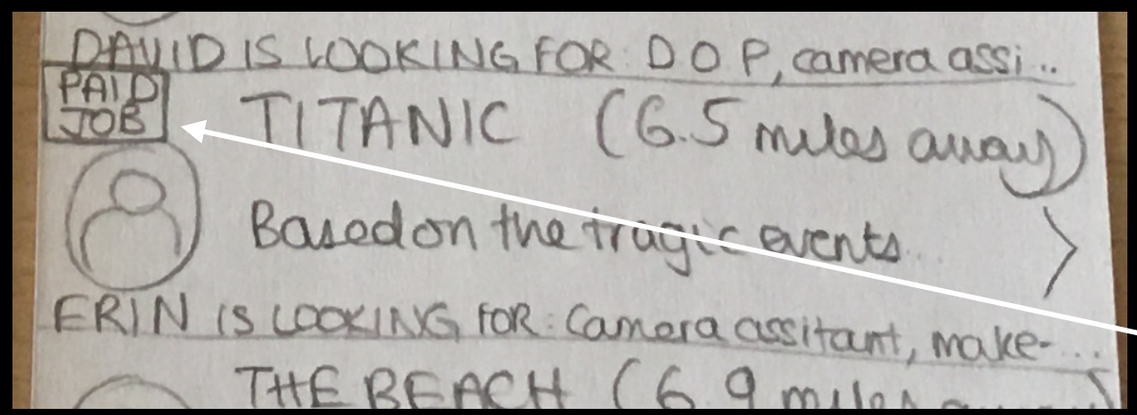


I redesigned the ‘chat’ page as users found it a bit disorganised and were struggling to find group chats for projects.

Path for professionals

I also created the new pathway for professionals in the industry to use to find new talent and hire trainees in the industry.





I had another idea of letting professionals be able to post jobs that have a 'paid job' symbol on them to let users know about the post. This is so professionals don't need to go through and find talent themselves, instead interested parties come forward and the professional can choose from the applicants.

Final hi-fi design

Here I will explain how the app works, what the features are and what they can be used for

I used these fonts to keep consistency throughout the app, whilst showing the hierarchy of importance.

PROJECTS

Archivo Narrow

action!

Archivo Black

A battle between many houses on the land of Westeros, including the House of...

Archivo

FF0000

DC2828

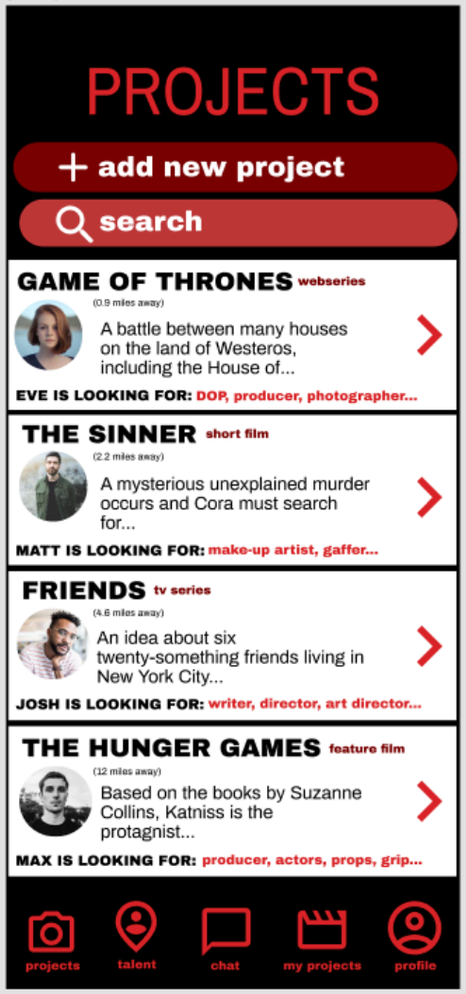
790000

BE3838

I used different shades of red and a simple black background throughout the whole app to also keep consistency. Red within apps usually associates ‘action’ or ‘activity’ or ‘passion’. Popular apps like Youtube, Netflix and Houseparty all use red in their apps and icons.

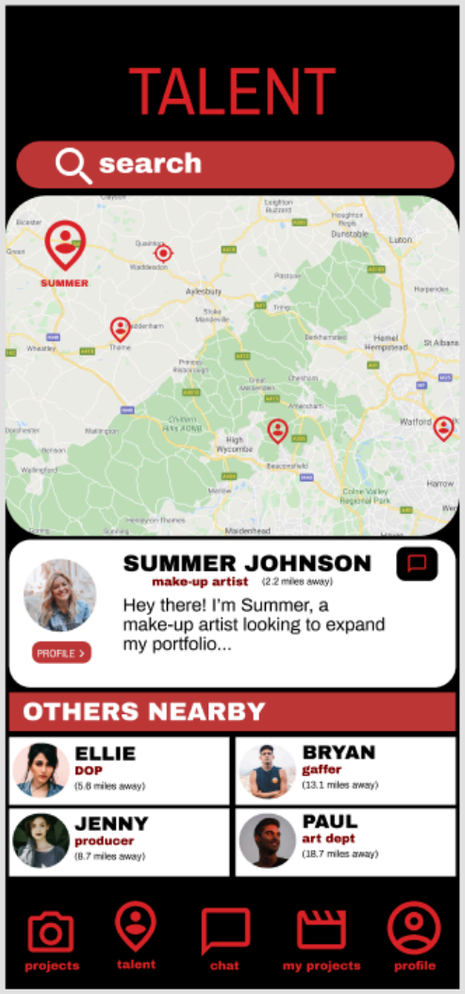
Here are the main pages of the app, they can be accessed by the user from wherever they are in the app via the navigation bar at the bottom of their screen.

projects



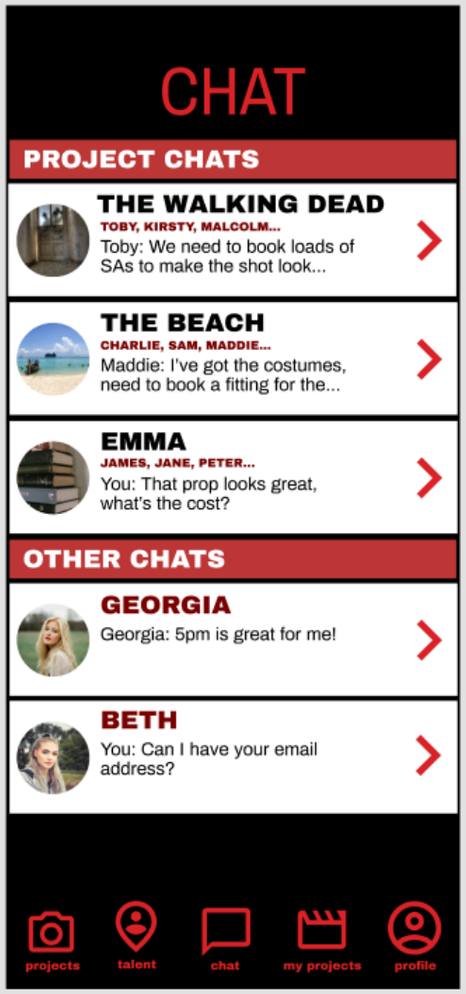
We have ‘projects’ where other users post their film project on the app, explaining what the film is about, how far they are in the process and who they need, the app also indicates to the user where the project is based. Users can also search for specific roles, projects or people to narrow their search and find what they need easily. This is also where they can add their own projects to add to the ‘feed’.

talent



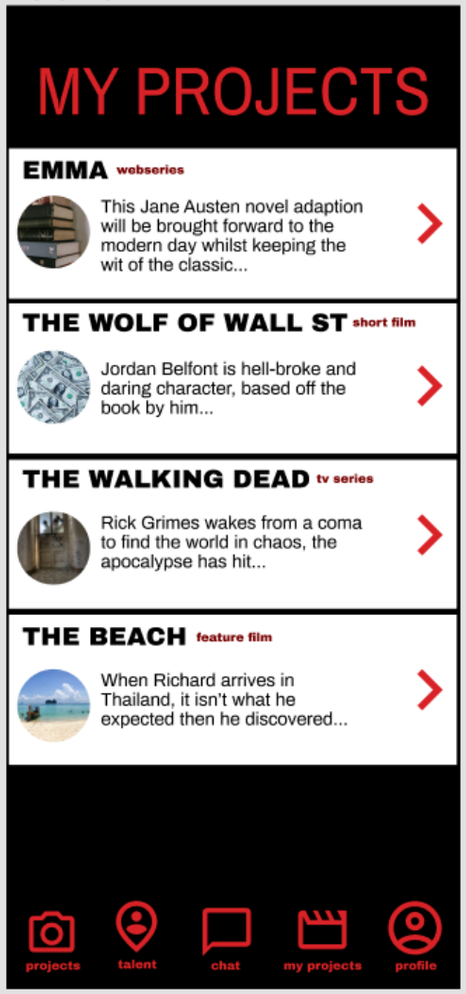
We have ‘talent’ where users are able to easily find other users nearby, they can also search specifically for people or certain roles.

chat



We have chat, where users can chat to individuals they find on the app or group chats that are associated with certain projects running in the app.

my projects



We have ‘my projects’ so users are able to keep track of the current projects they have created in the app and projects they are currently collaborating on.

profile

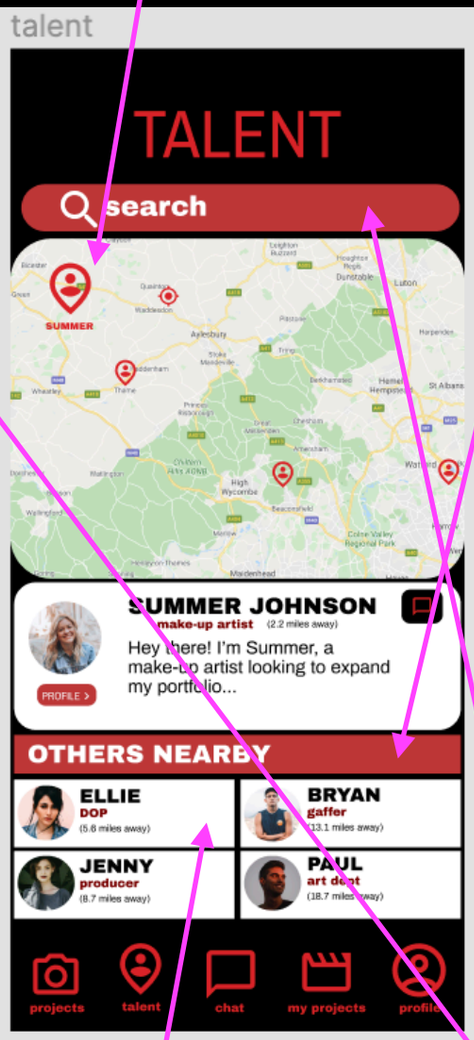
We have ‘profile’ where users make a profile about themselves, their role and experience and can post their portfolios, this is how users learn about each other.

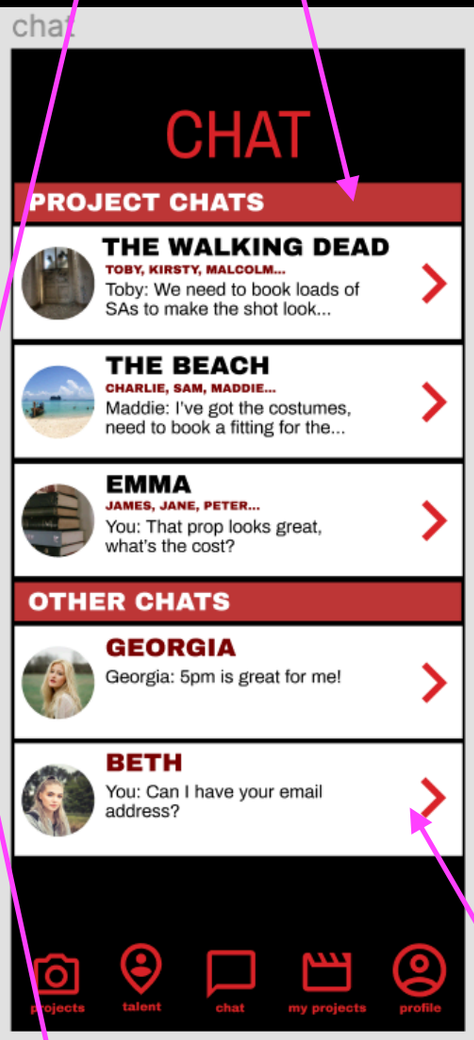
WHY?

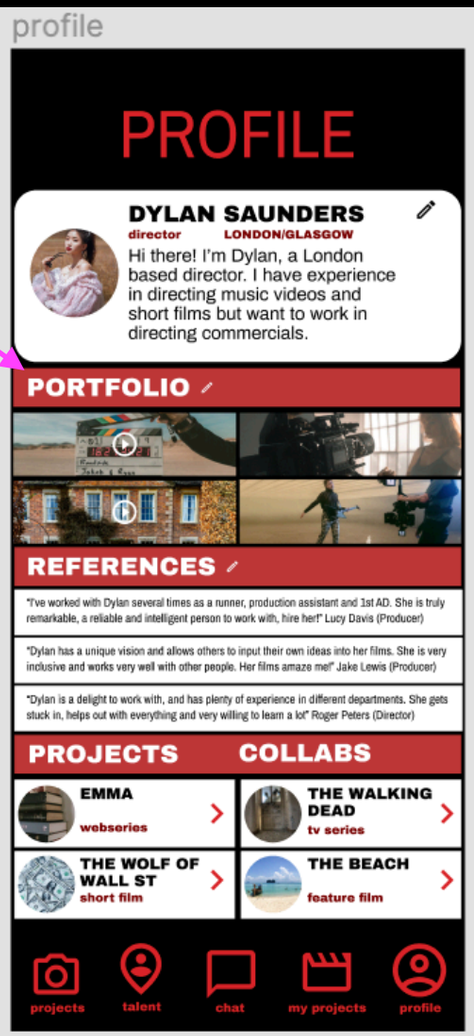
I have used the creator's image on the project box, as it makes it more personable, to show the user that this is someone's passion project, and so the user is more comfortable in contacting the creator of the post.

These pointers indicate where the other users are. The user is able to click on the pointers (and it becomes larger) to show a snippet of the profile. I did this so it is clear for the user which person they are looking at on the map.

I have used these 'blocky' boxes to separate different categories on the UI. This indicates to the user the different parts of the UI to make it clear and easy readable.







I have used a 'feed' to show other people's projects that are nearby to the user. The boxes themselves contain the main information that the user will need, to either skip past or click on it to find out more information.

I have kept the 'others nearby' ID cards very simple as too much info can overwhelm the user. The important info is kept- and the user can click if they want to.

The search bar and clickable bars are rounded on the edges to keep with consistencies with other products, they are easily findable and differentiate from the block boxes.

I used these white boxes to separate the different information, and indicate to users these boxes lead to different pages using the 'next' arrows on them

The profile page is designed in order of importance for other users. Users want to quickly see important information first, and the portfolio is the most important.

New project page

new project

NEW PROJECT

TITLE
type of production LOCATION
Synopsis. This is where you write what happens in the story and a brief description to entice people about your project...
WHEN IS THE SHOOT? DAY/MONTH/YEAR

save and publish >
cancel >

MOODBOARD

TEAM | LOOKING FOR

TEAM	LOOKING FOR
YOU — your role	ROLE — why do you need them? what will they bring to the production?
YOUR TEAM — their role	ROLE — why do you need them? what will they bring to the production?
YOUR TEAM — their role	ROLE — why do you need them? what will they bring to the production?

projects | talent | chat | my projects | profile

Project page

project page (got)

PROJECTS

PROJECT

GAME OF THRONES
webseries LEIGHTON BUZZARD
A battle between many houses on the land of Westeros, including the House of Targaryen, Baratheon, Stark and Lannister. They all battle for the iron throne.
SHOOTING IN APRIL- MAY 2021

TALK TO EVE >

MOODBOARD

TEAM | LOOKING FOR

TEAM	LOOKING FOR
EVE — writer — profile >	DOP — someone who is amazing with lighting and is great with guerilla shoots — APPLY >
JOHN — director — profile >	PRODUCER — someone who is extremely organised and can apply for some funding — APPLY >
MARTIN — production designer — profile >	PHOTOGRAPHER — someone who can shoot some BTS and some fanastic unit stills — APPLY >

projects | talent | chat | my projects | profile

Other user's profile page

profile (malcolm)

TALENT

PROFILE

MALCOLM DOE
actor LONDON/MANCHESTER/DUBLIN
Hi, I'm Malcolm. I'm looking to be in a few short films to build my experience, I've mostly worked in theatre but I have also done a few commercials.

CHAT >

PORTFOLIO

REFERENCES

"Malcolm is hardworking and listens to direction very well. He made my film what it is, his understanding of the character was astonishing!" Phoebe Matthews (Director)

"He is an absolute delight to work with, great person to have on set with a great sense of humour and takes his job and character very seriously" Pandora Evans (1st AD)

"When starring with Malcolm, I was very nervous, but he made me feel at ease. He got along with everyone on set, I learned so much from him" Daisy Scott (Actor)

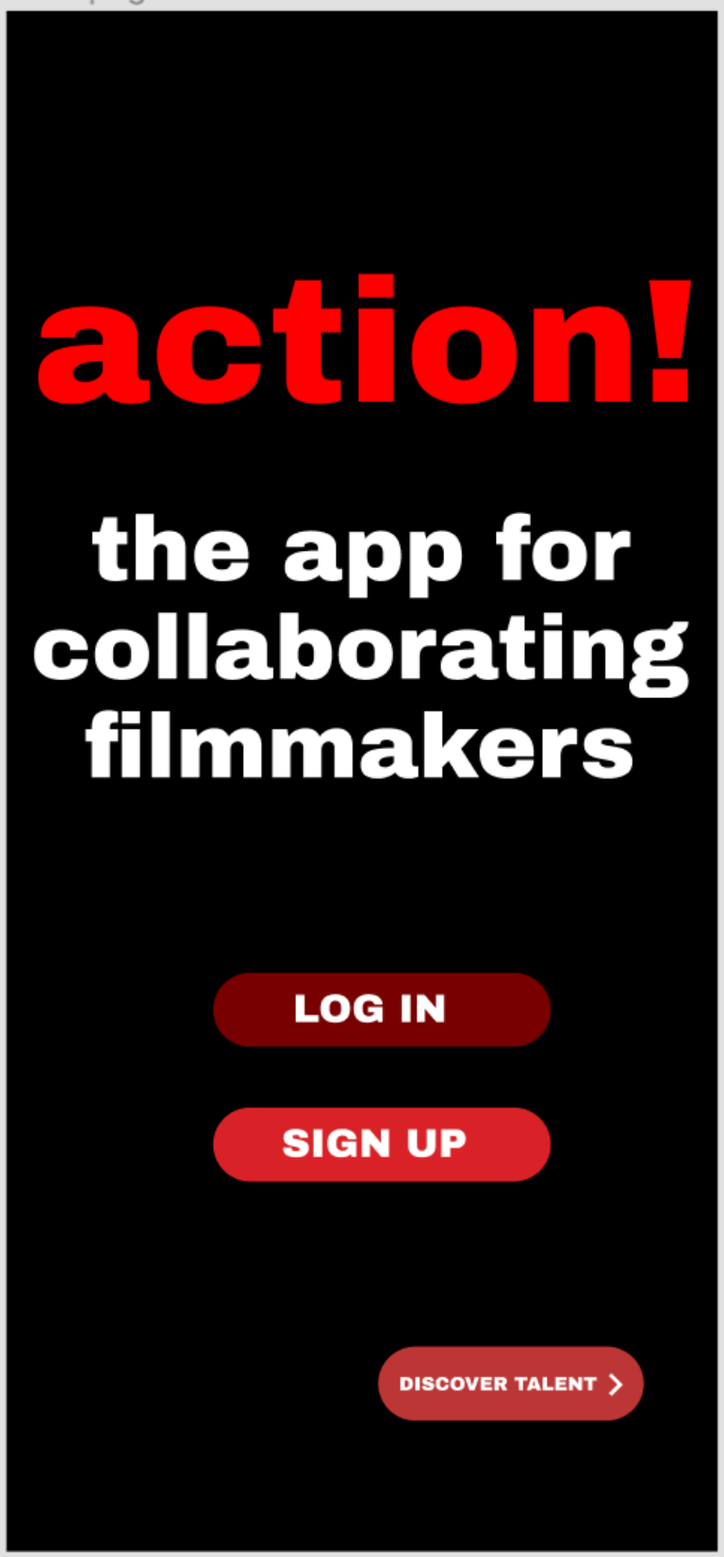
PROJECTS | COLLABS

PROJECTS	COLLABS
BABYLON — tv series >	THE WALKING DEAD — tv series >
THE ENIGMA — feature film >	

projects | talent | chat | my projects | profile

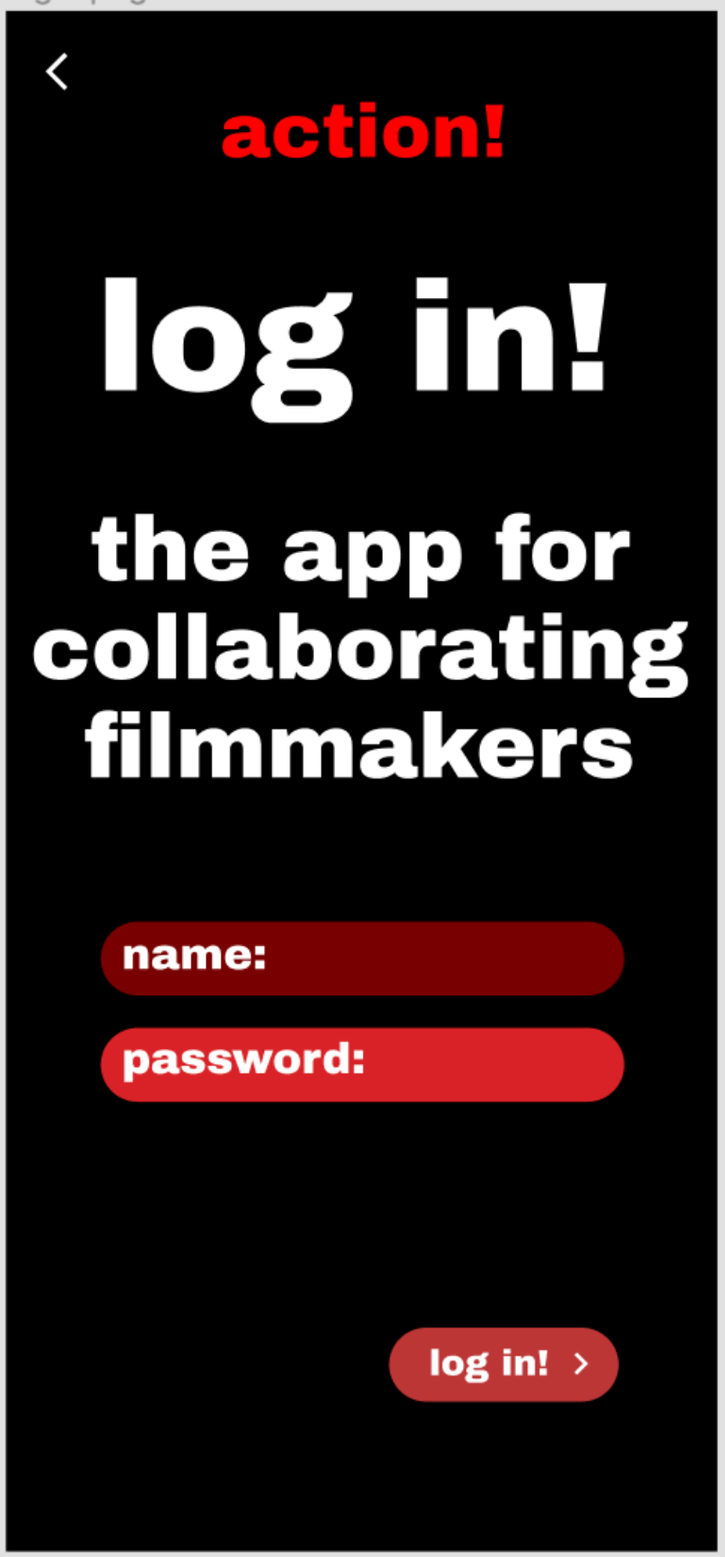
Sign up and log in pages

start page



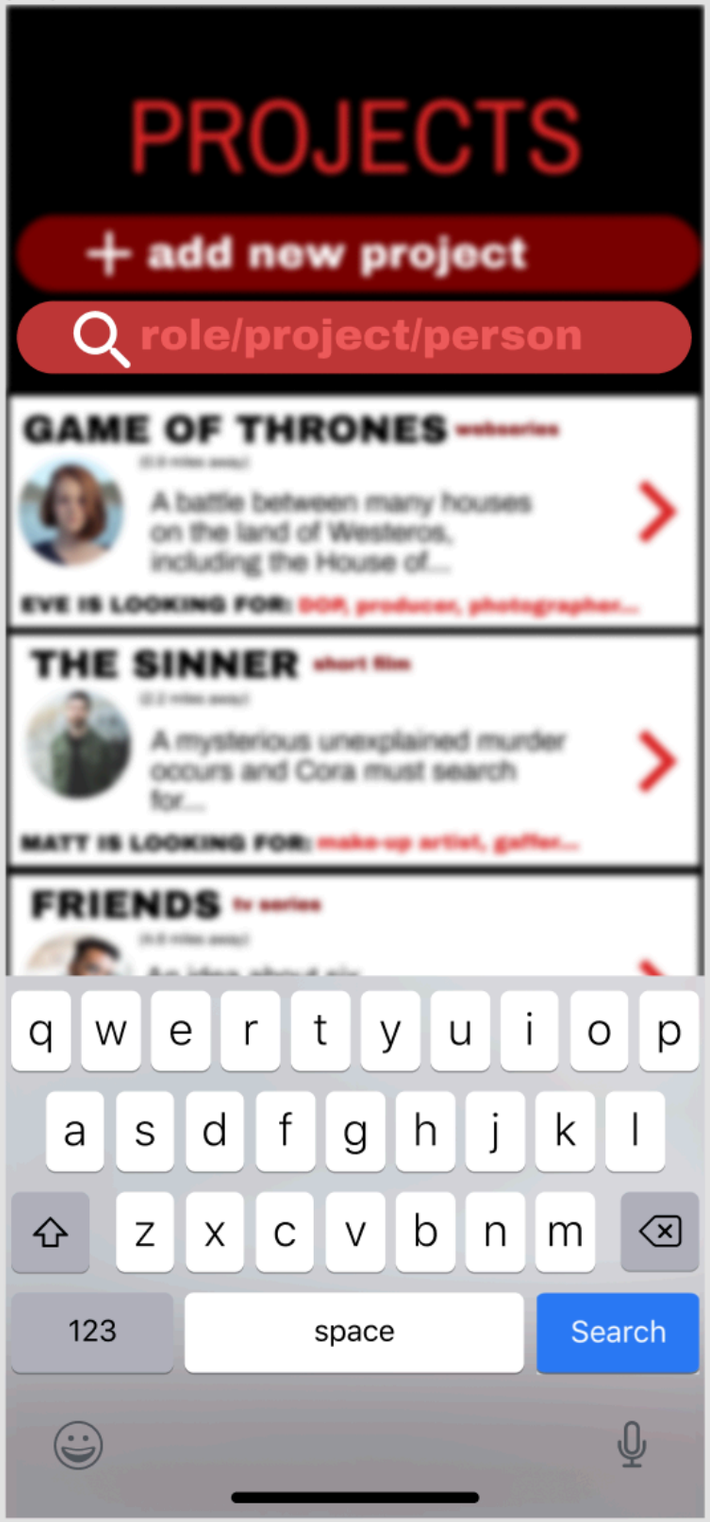
Sign up

login page

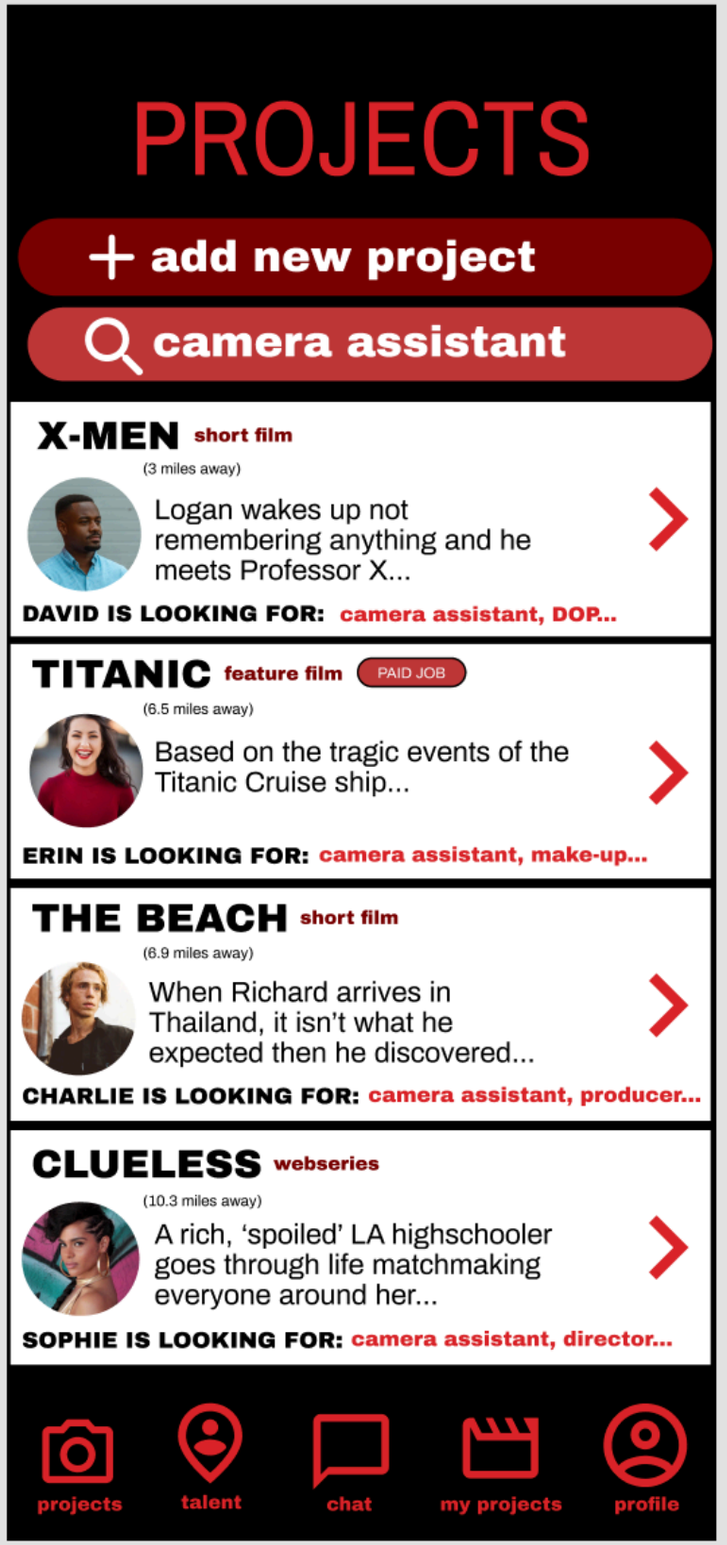


User flow of ‘search’ on ‘projects’ page

projects (search)

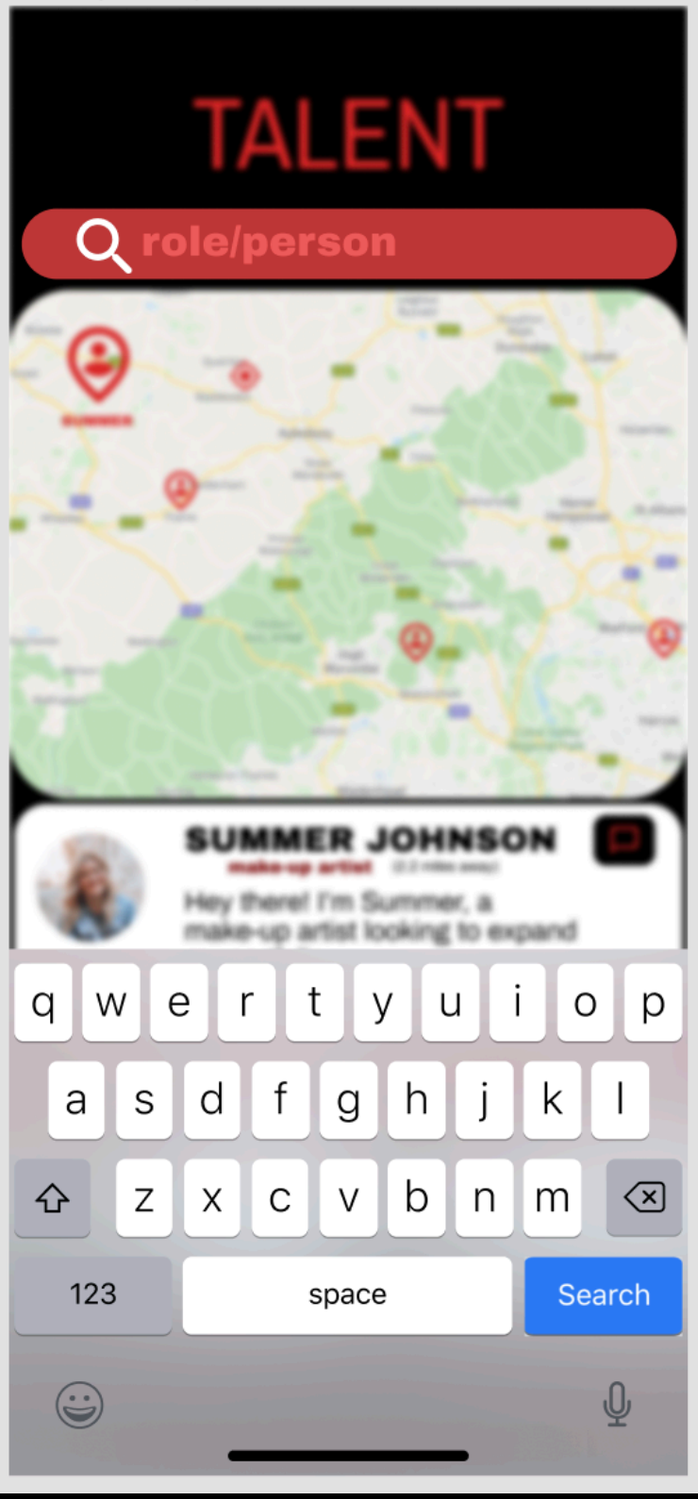


projects (search ca)

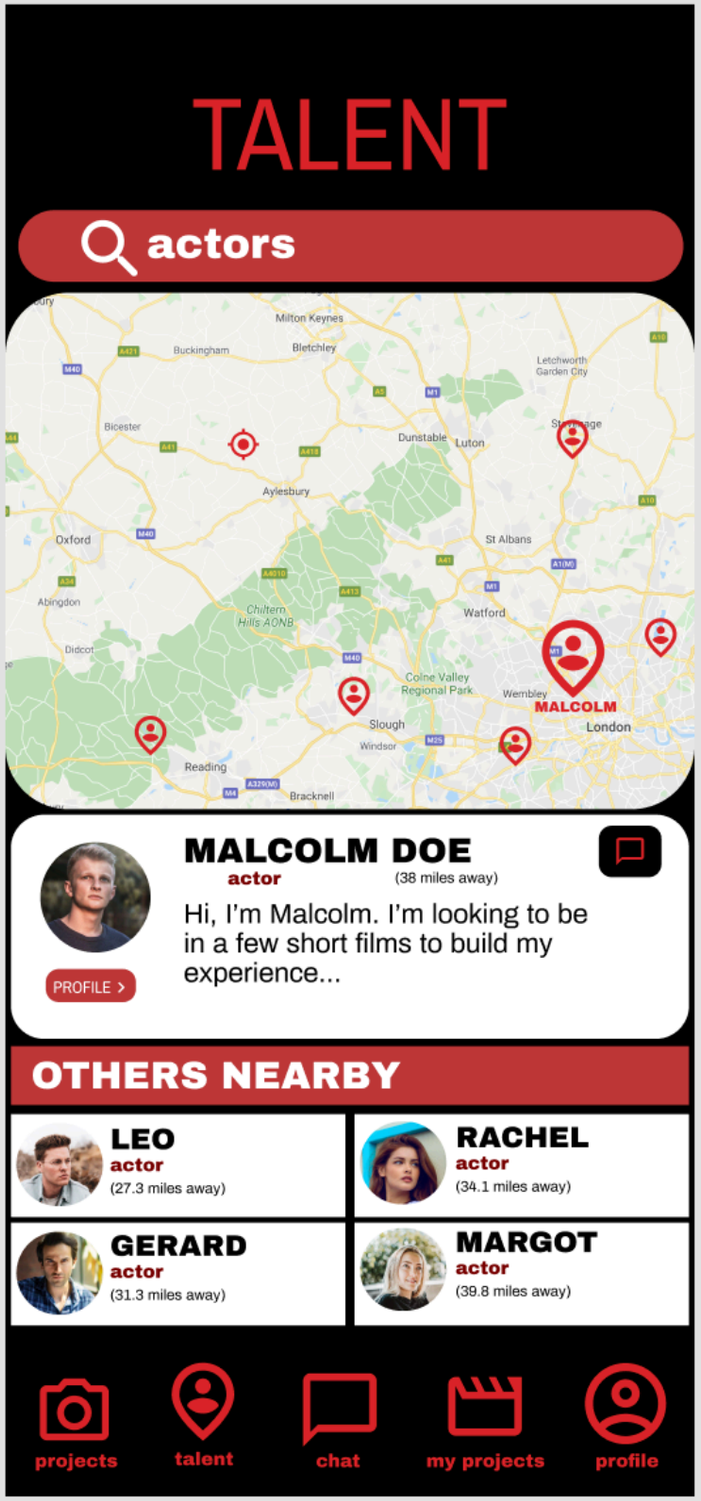


User flow of ‘search’ on ‘talent’ page

talent (search)



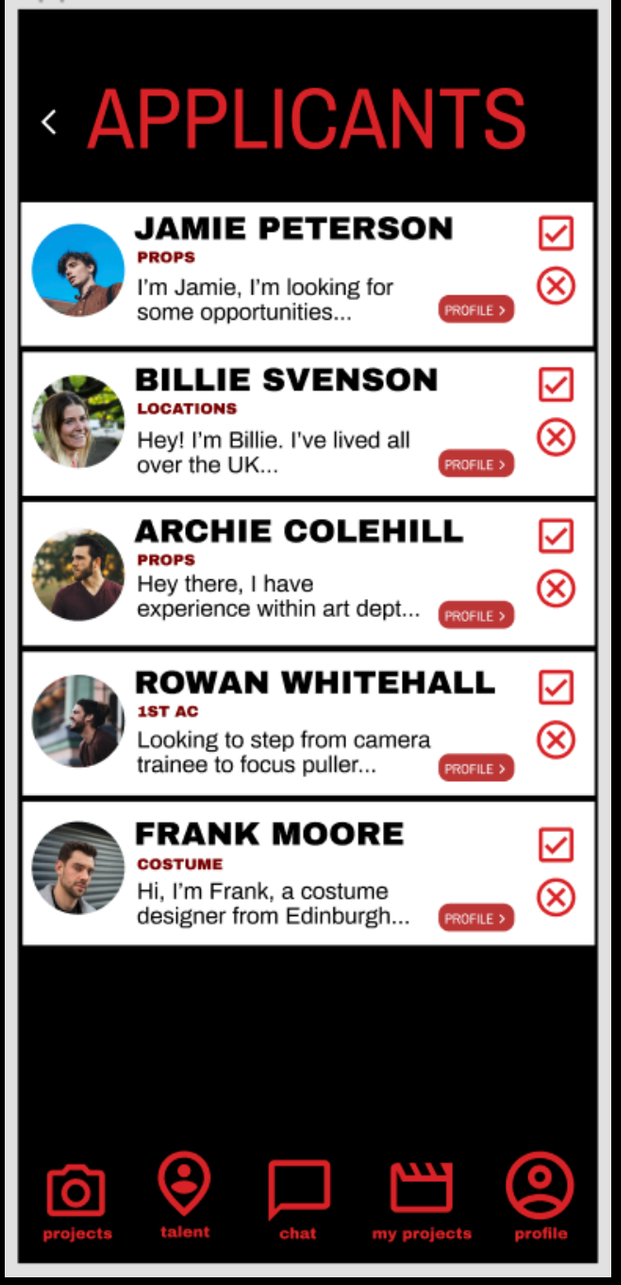
talent (actors)



my project (emma)

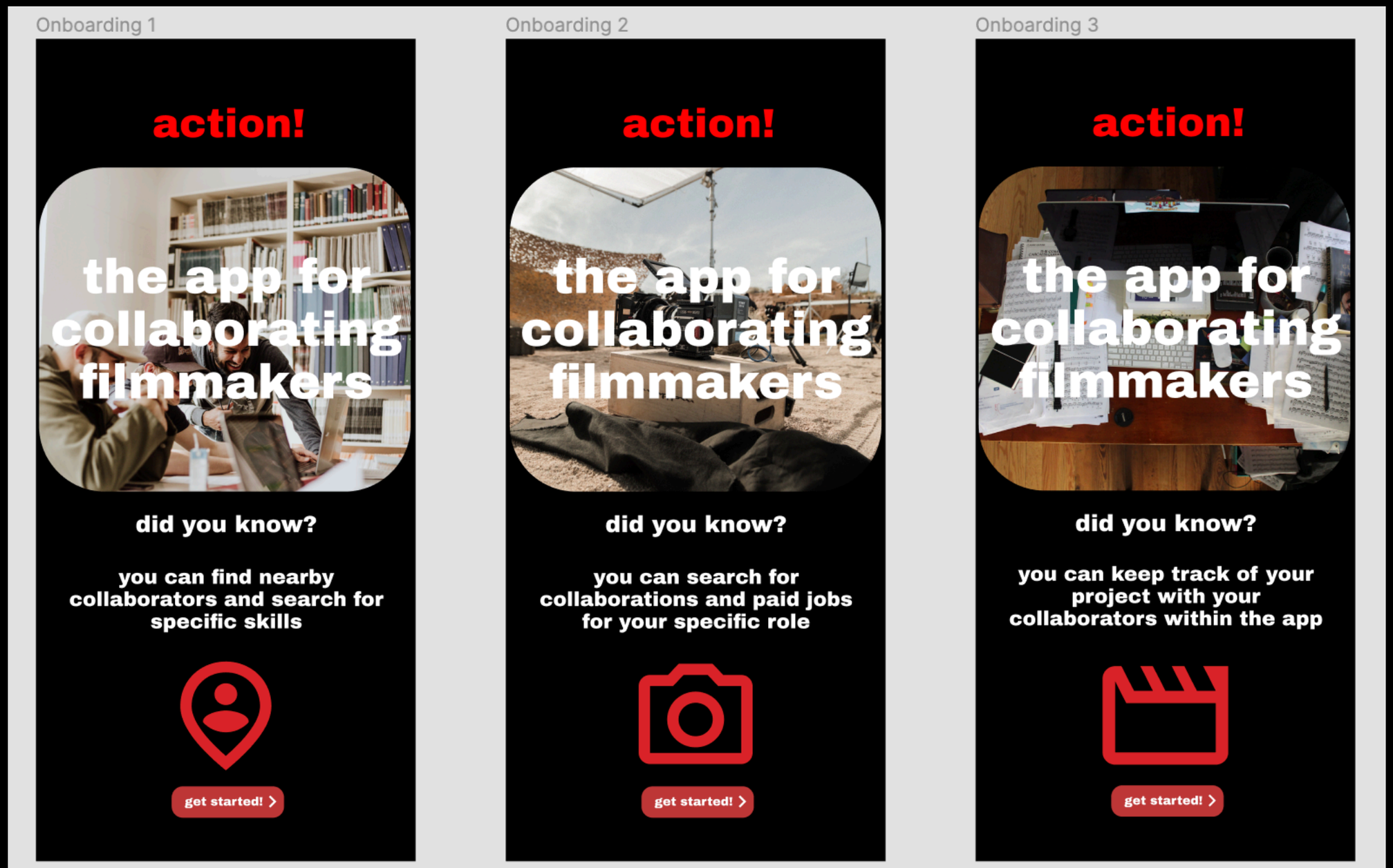
This is the 'private project page' for the collaborators on the project. It features everything that is on the 'public project page' and the creator is able to edit that page through this one. This page has the additional features that the collaborators of the project will need for their film. For example, a to do list, important info and the moodboard. This page also has link buttons for the project group chat, the applicants page and for the 'public project page' (so they are able to view what other users see)

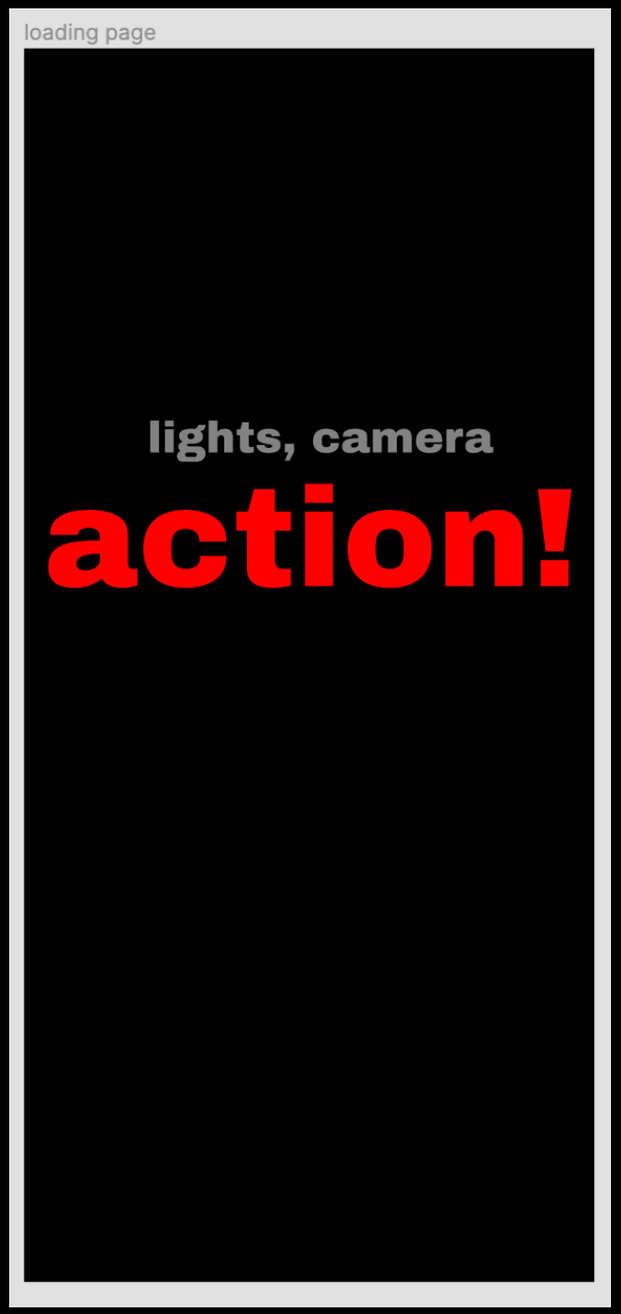
applicants



This is the applicants page. The creator and the collaborators of the project are able to see the users for have applied for roles in the project, view their profiles and then decide whether they are accepted or rejected.

Once I had finalised my clickable prototype I tested with users, I gave them some tasks to complete and they were completed with ease. Although they found the app easy and useful, they only knew what the features of the app were though the tasks I set them- what about the users that will download the app and have no preconceptions of what the app is? So I wanted a way to quickly tell my users about the app, the purpose of it and all its features so users could get the best experience from it. So I started designing some onboarding pages, that were easy and quick to read and so users could get a real insight what the app was made for.





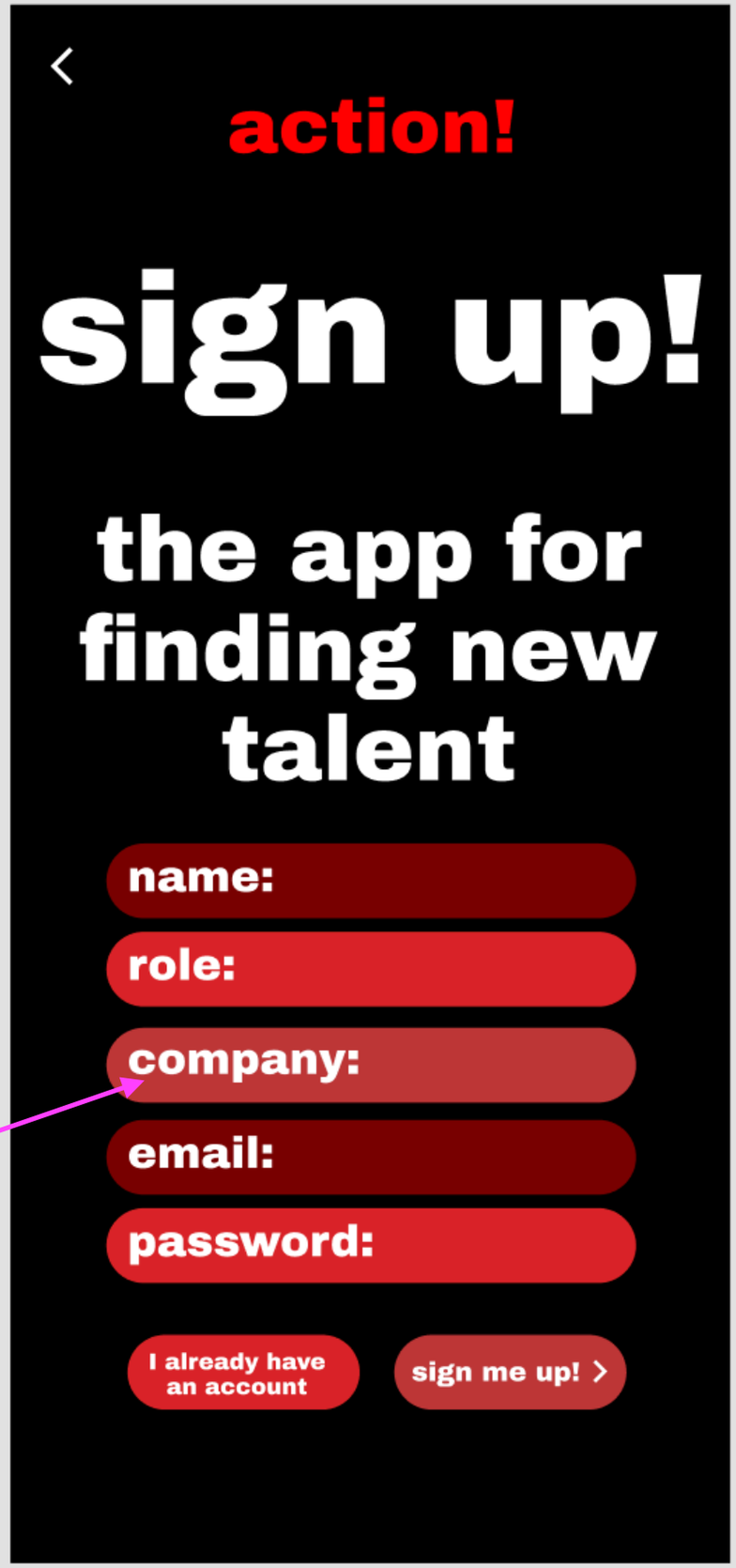
I also made a loading page.
‘Lights, camera, action!’ Was the idea behind the name of the app

Professional pathway

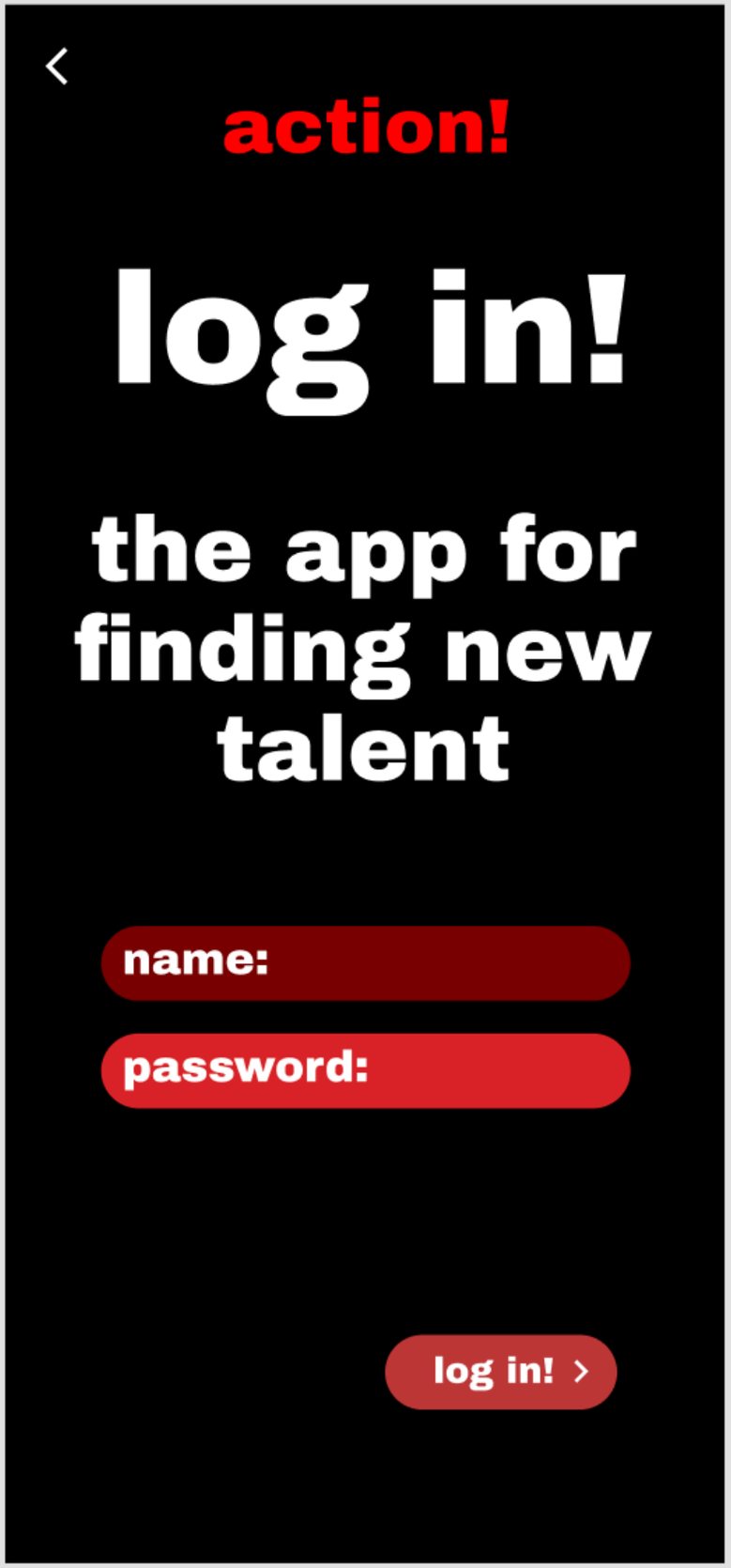
Professionals can use the app to post jobs for trainees. It's practical for both newbies and professionals in the industry. This was one of the main struggles of newbies when doing user interviews, that they didn't have any contacts (especially professional ones)

Professionals require to put their company name in, so users applying for jobs can research the company

professional sign up



professional login



Professionals are only able to view their own job posts, as they have no need to view the collaboration projects. This is how other users will view the posts in the feed

Most of the pages look pretty much the same as the other part of the app

my job posts

MY JOB POSTS

+ add new job post

PROMETHEUS feature film PAID JOB

Following clues to the origin of mankind, a team finds a structure on a distant moon...

RIDLEY IS LOOKING FOR: costume assistant, art dept...

BLADE RUNNER feature film PAID JOB

A blade runner must pursue and terminate four replicants who stole a ship in space...

RIDLEY IS LOOKING FOR: camera trainee

THELMA & LOUISE feature film PAID JOB

Two best friends set out on an adventure, but it soon turns around to a terrifying escape...

RIDLEY IS LOOKING FOR: art dept trainee

THE MARTIAN feature film PAID JOB

An astronaut becomes stranded on Mars after his team assume him dead...

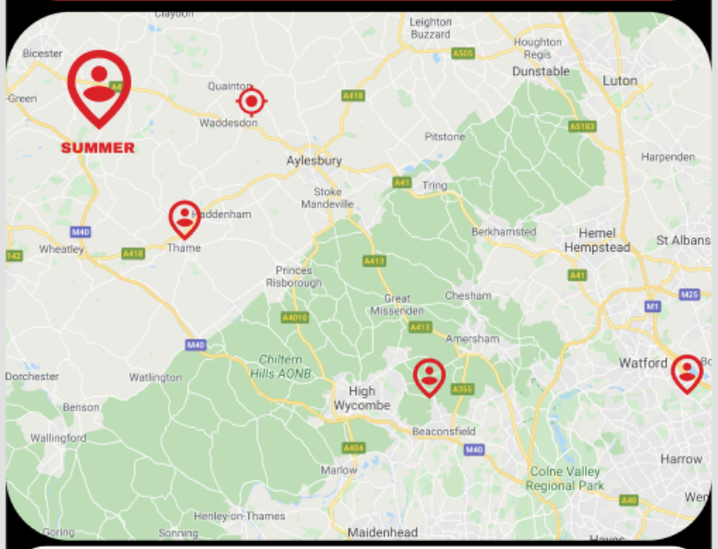
RIDLEY IS LOOKING FOR: runner, camera trainee

my job posts | find talent | chat | profile

find talent (professional)

FIND TALENT

search



PROFILE >

SUMMER JOHNSON
make-up artist (2.2 miles away)

Hey there! I'm Summer, a make-up artist looking to expand my portfolio...

OTHERS NEARBY

ELLIE
DOP
(5.6 miles away)

BRYAN
gaffer
(13.1 miles away)

JENNY
producer
(8.7 miles away)

PAUL
art dept
(18.7 miles away)

my job posts | find talent | chat | profile

chat (professional)

CHAT

NICK
Nick: I'm based in London but I'm willing to travel for work opportunities...

WINSTON
You: May I have a contact for a reference, your experience looks...

JESSICA
You: Hi Jess, I came across your profile and it looks great! Would you...

CECE
Cece: 5pm is great for me!

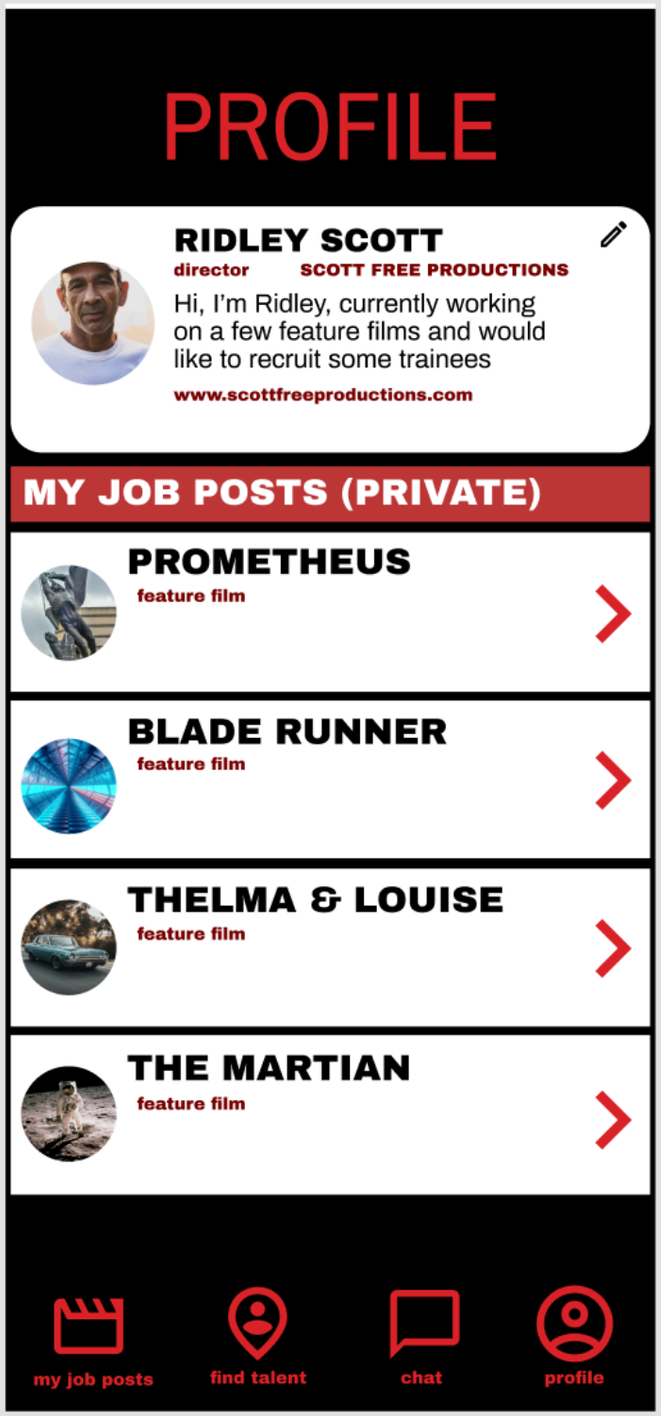
ERNIE
Ernie: Yes I have experience in art dept before, I have two credits...

my job posts | find talent | chat | profile

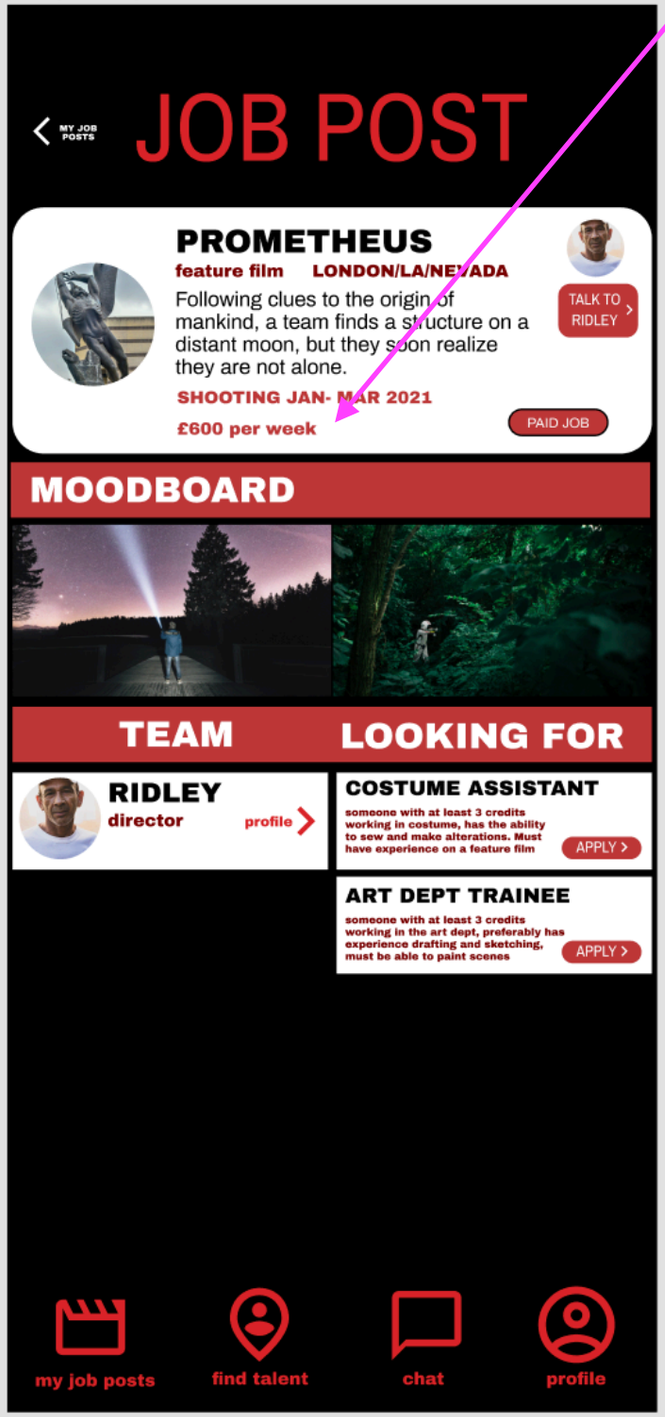
The profile page is a lot more condensed, the professionals have no need to show their work. (From user interviews) They want to quickly join the app, find the talent and look at their work. They only need to share minimal information. I have also put their private job post pages here so they are able to look at their posts and find the talent quickly.

Professionals must only post jobs that are paid and are required to post the salary or daily rate

profile page (professional)



job post (public)



new job post

job post (private)

JOB POST

PROFILE

PROMETHEUS

feature film **LONDON/LA/NEVADA**

Following clues to the origin of mankind, a team finds a structure on a distant moon, but they soon realize they are not alone.

SHOOTING JAN- MAR 2021

£600 per week

MOODBOARD

TEAM

RIDLEY

director profile

LOOKING FOR

COSTUME ASSISTANT

someone with at least 3 credits working in costume, has the ability to sew and make alterations. Must have experience on a feature film

ART DEPT TRAINEE

someone with at least 3 credits working in the art dept, preferably has experience drafting and sketching, must be able to paint scenes

PUBLIC PROJECT PAGE

APPLICANTS

my job posts | find talent | chat | profile

applicants (professional)

APPLICANTS

JAMIE PETERSON

COSTUME ASSISTANT

I'm Jamie, I'm looking for some opportunities...

PROFILE

BILLIE SVENSON

ART DEPT TRAINEE

Hey! I'm Billie. I've lived all over the UK...

PROFILE

ARCHIE COLEHILL

ART DEPT TRAINEE

Hey there, I have experience within art dept...

PROFILE

ROWAN WHITEHALL

ART DEPT TRAINEE

Looking to step from camera trainee to focus puller...

PROFILE

FRANK MOORE

COSTUME ASSITANT

Hi, I'm Frank, a costume designer from Edinburgh...

PROFILE

my job posts | find talent | chat | profile

Link to prototype:

https://www.figma.com/proto/2K0Ig9Ob05VAt5Pd1j9QIe/action-app?scaling=scale-down&node-id=126%3A55

Learning outcomes

- I’d learnt a lot from building my first app, ideation to clickable prototype

- My main obstacle during the project was not being able to conduct user interviews or testing in person, but I was able to adapt to that by conducting my discovery user interviews over FaceTime and over the phone. And my user testing by wearing PPE/ social distancing. And once I had the prototype online I could then test over the internet.

- Another thing I learned was that, I may have rushed into the prototype stage, meaning there were ‘gaps’ when testing with the prototypes and how the app worked. Working out the information architecture and potential flows would have helped this.

- A positive outcome was using the paper prototyping method. I was able to quickly get out my ideas for the app without wasting time on the UI/graphics elements, I was purely able to concentrate on what the user goals were and how they could achieve them. Testing with users was very simple and they could critique the app easily without feeling guilty about changing large elements of an app. It was also easier on my end as I could quickly change parts of the app to then test again with the user. And once everything was usable, I then designed a hi-fi clickable prototype.