Watchlist Design

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Task

Design a Watchlist for the Yidio iPhone app.

Goal

Provide a simple and intuitive way for users to create and manage a list of movies, TV shows and episodes they want to watch.

Requirements

1. User should be able to add and remove movies, shows or episodes to watchlist (replacing favorites).

2. When a user adds a show to their Watchlist, they should be able to specify whether all episodes, or only future episodes are added.

3. Some movies or episodes in a user's Watchlist may not be available from any apps or sources yet. The user should be able to easily see the availability status of these items.

4. For all items in a user's Watchlist, notifications will be generated any time a previously unavailable movie or episode becomes available.
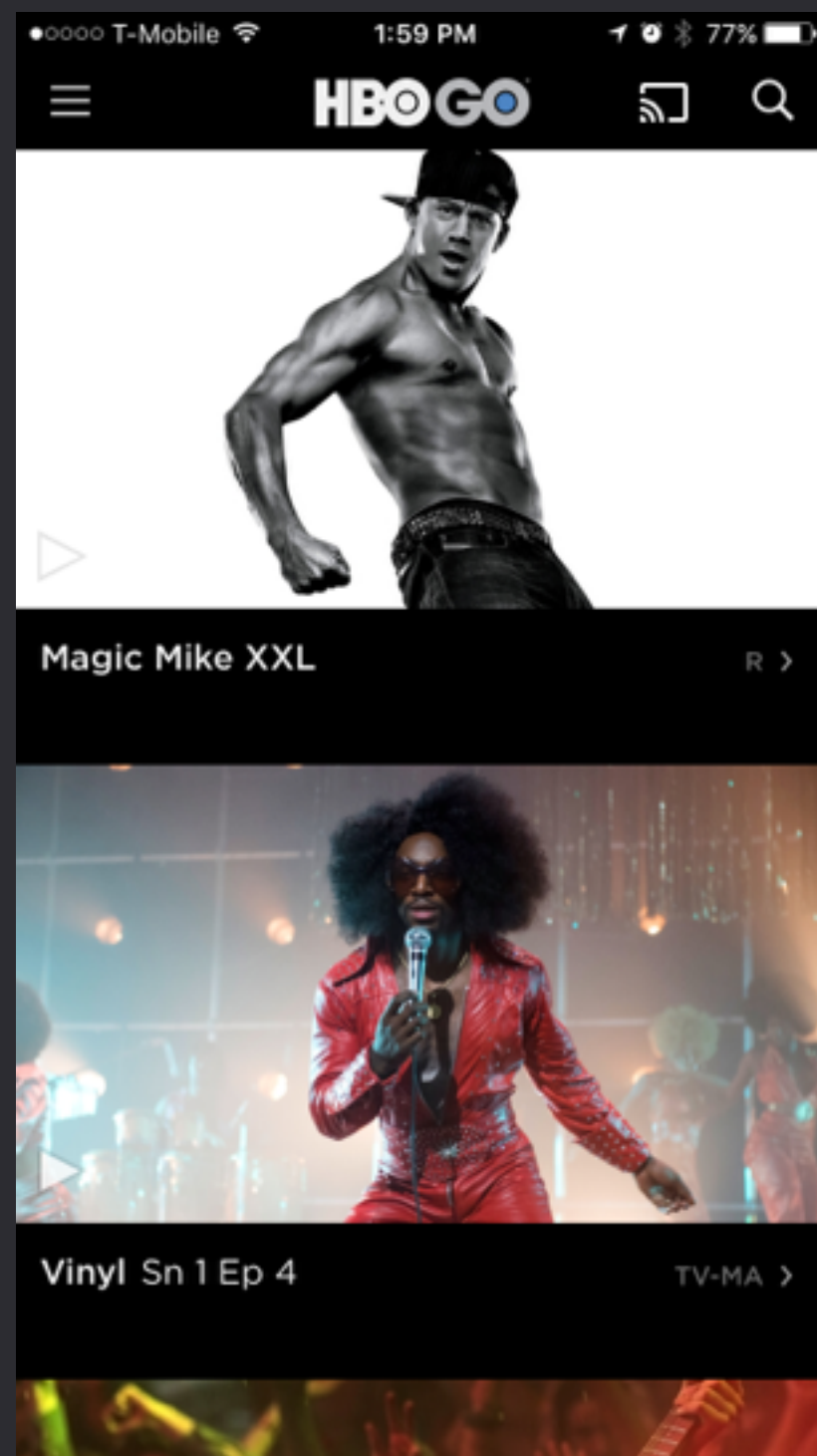
The Client

Name: Short for Your Internet Video

Demographic: Cord-Cutter Millennials

Example Providers Available: Amazon Prime, Netflix, Xfinity, HBO GO
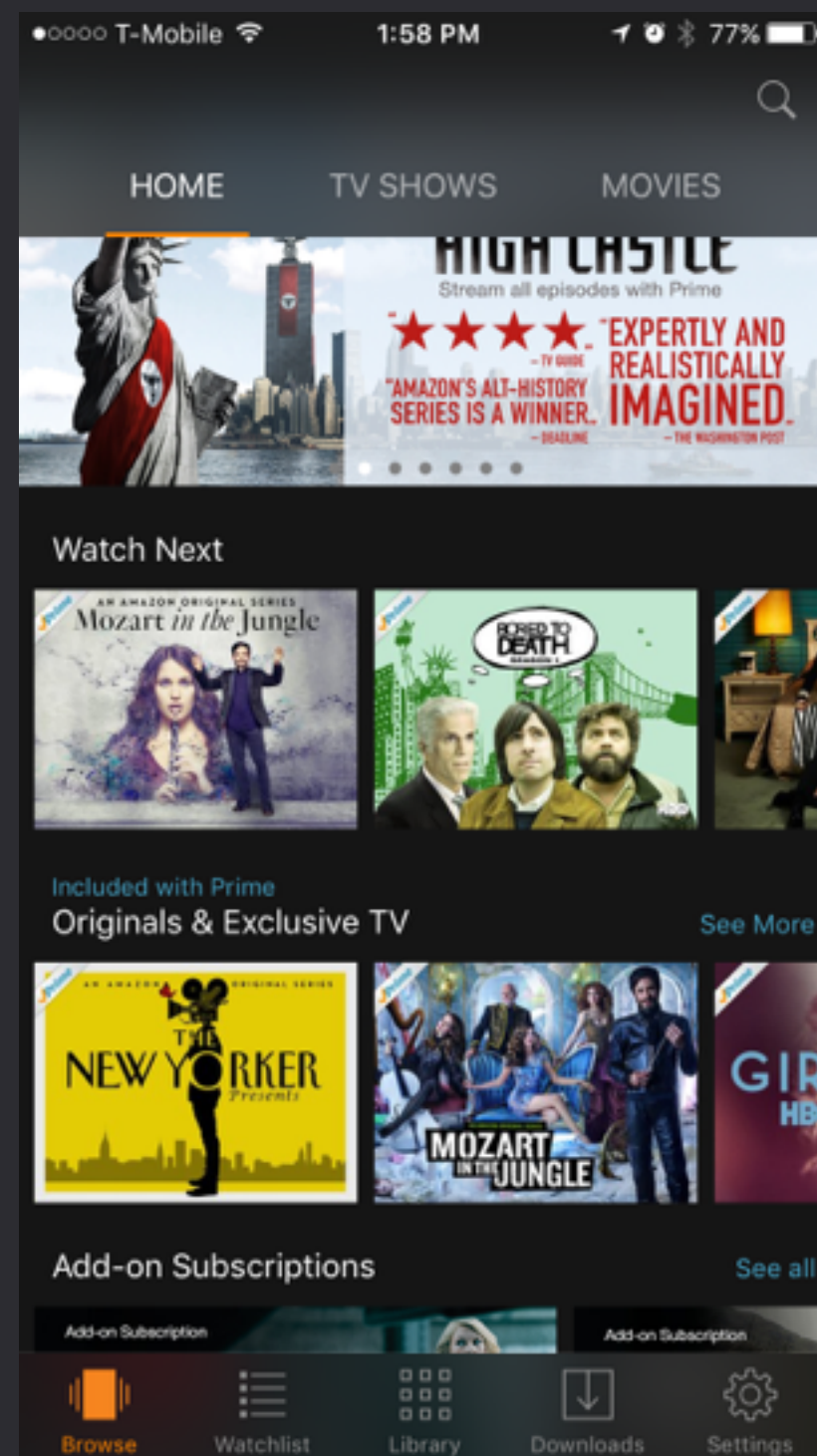
Facts

- 19% of adults in the 18 to 29 age range have become cord cutters

- Two-thirds of all adults who do not subscribe to cable or satellite TV cited alternate sources of content —
  Netflix, Amazon and Hulu

- The number of smartphone-only homes, in which smartphones are the sole source of online access,
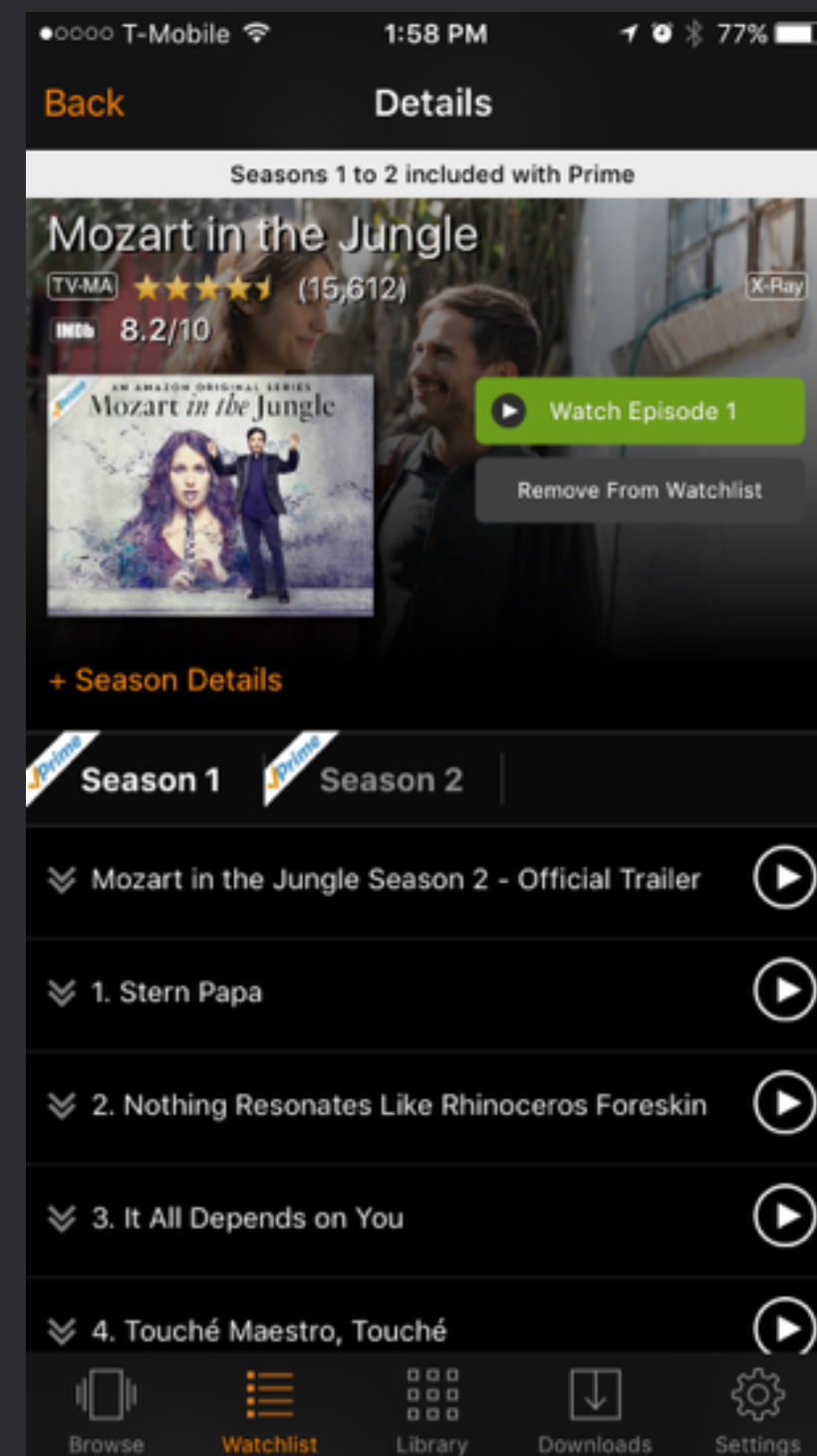 has climbed to 13% in 2015
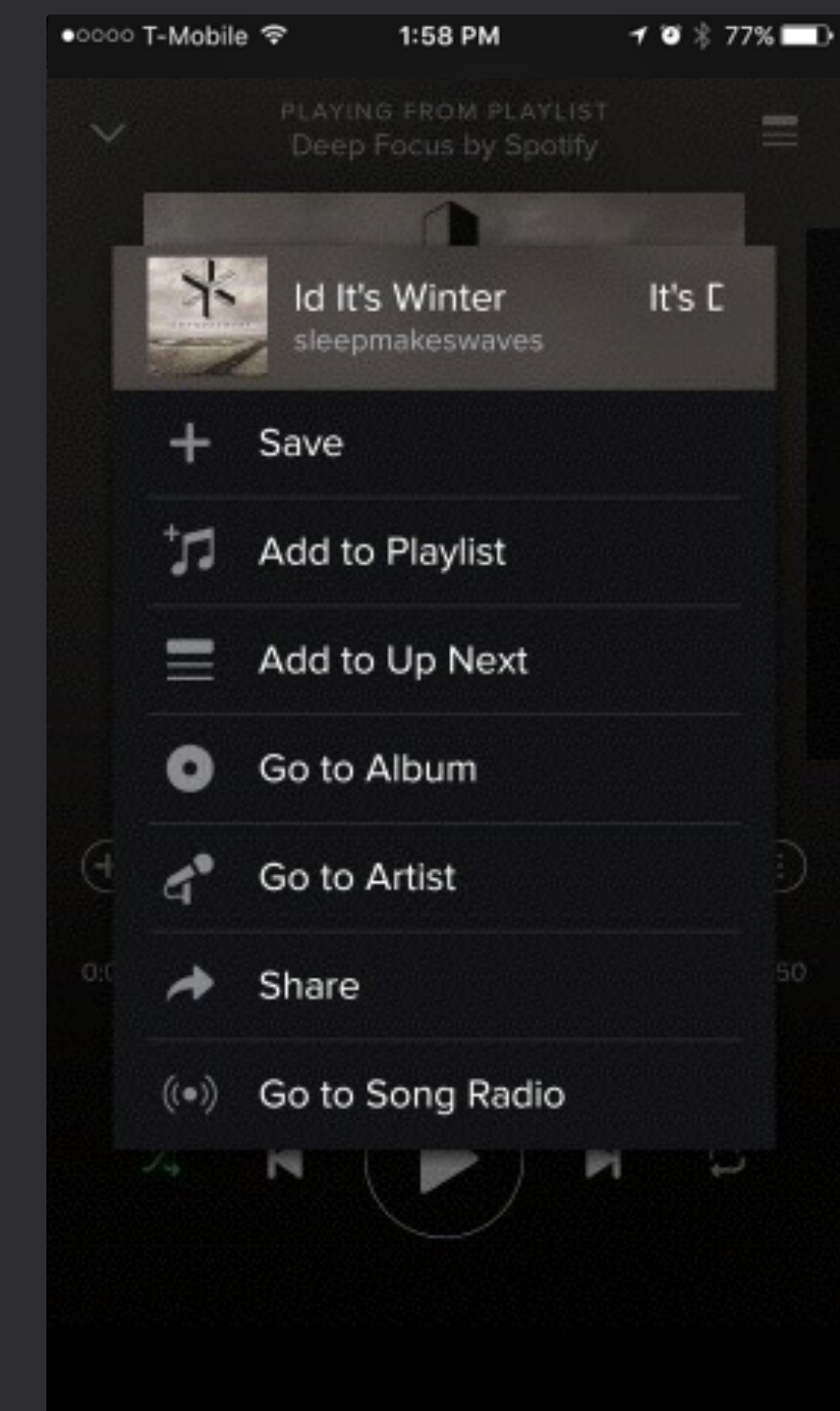
Design Trend Examples

Large Cover images

Blurred menu

Dark Theme

Horizontal content scrolling

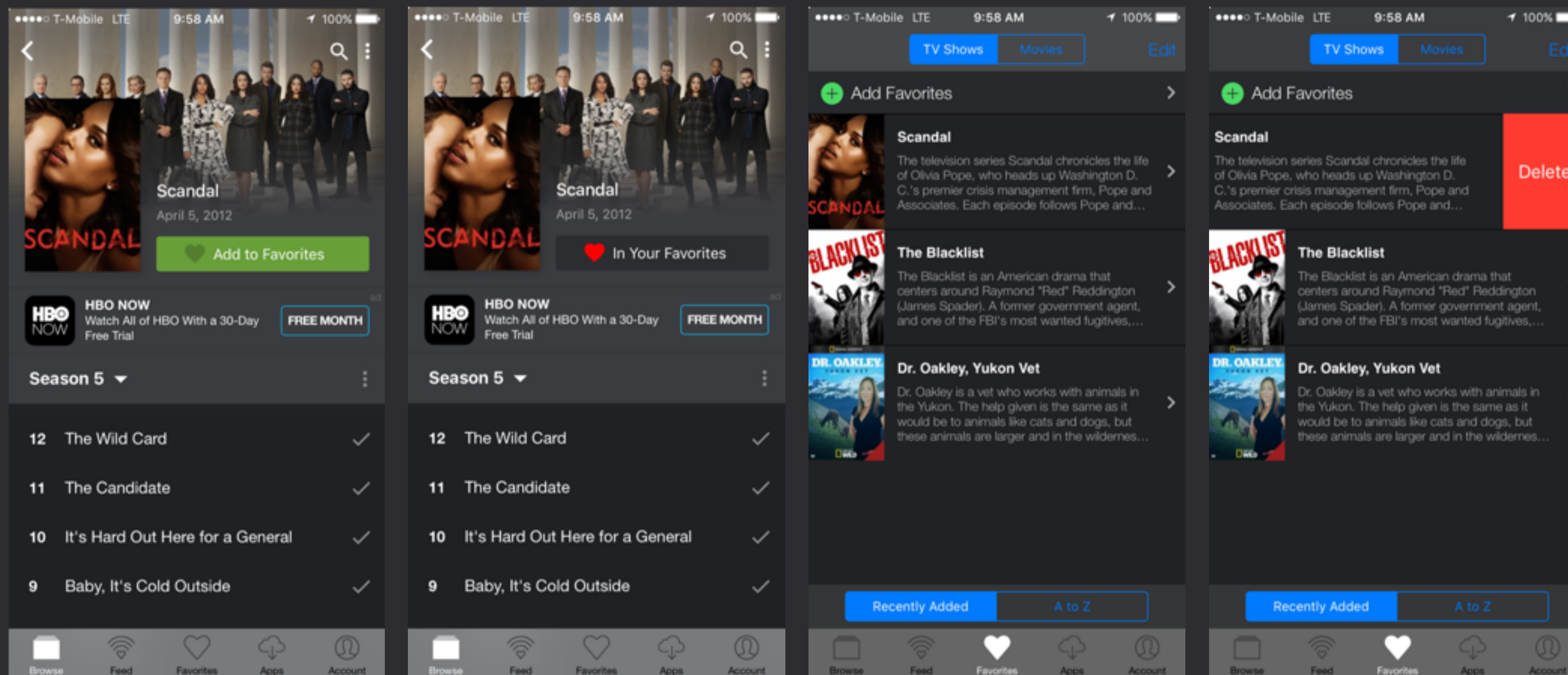**Popover Menus**

Use Case:Profile

Claire
23 years old
Female
Student

- Claire is a college student who loves to watch Scandal and Grey's Anatomy, she has seen every episode available through online streaming

- She is still in school so she doesn't always have time to watch TV, in fact she doesn't even have a traditional TV, just a laptop and phone.

- Claire uses her parents XfinityTV and Netflix account to watch all the shows she loves
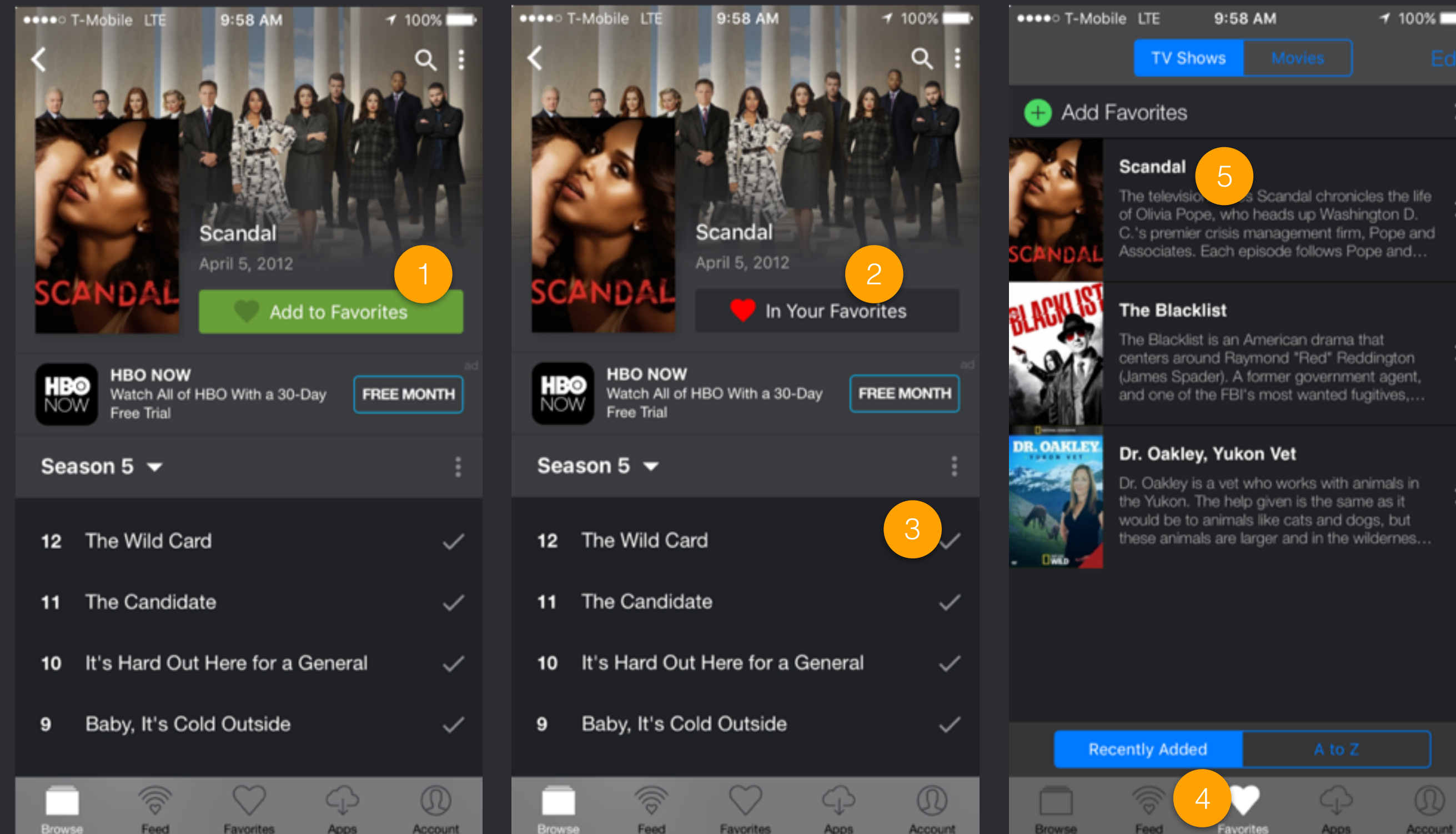
Current Flow

Concepts

- Change Favorites to Watchlist

- Need a way to choose how to watch
  - All episodes
  - Only future episodes

- A way to show that episode or movie is not yet available

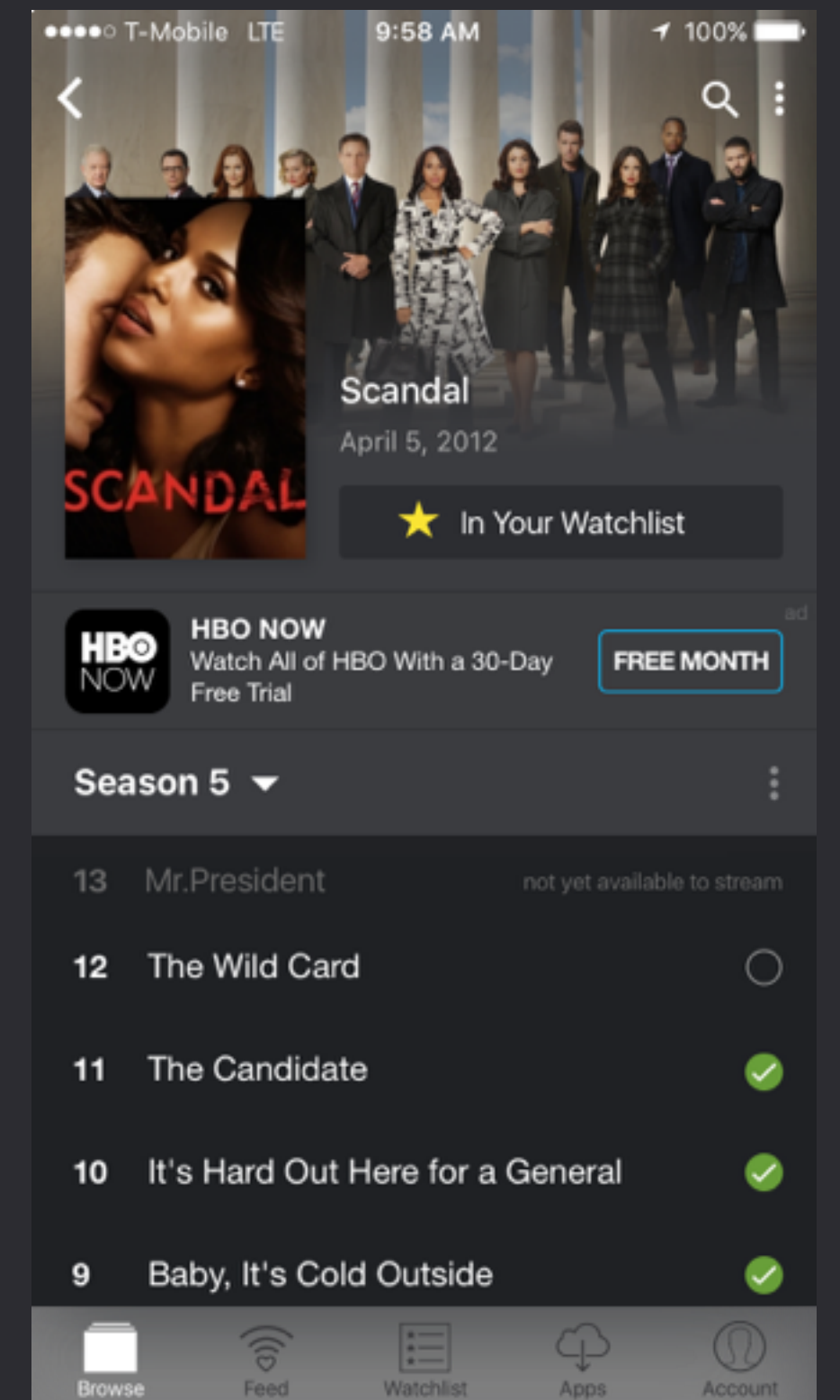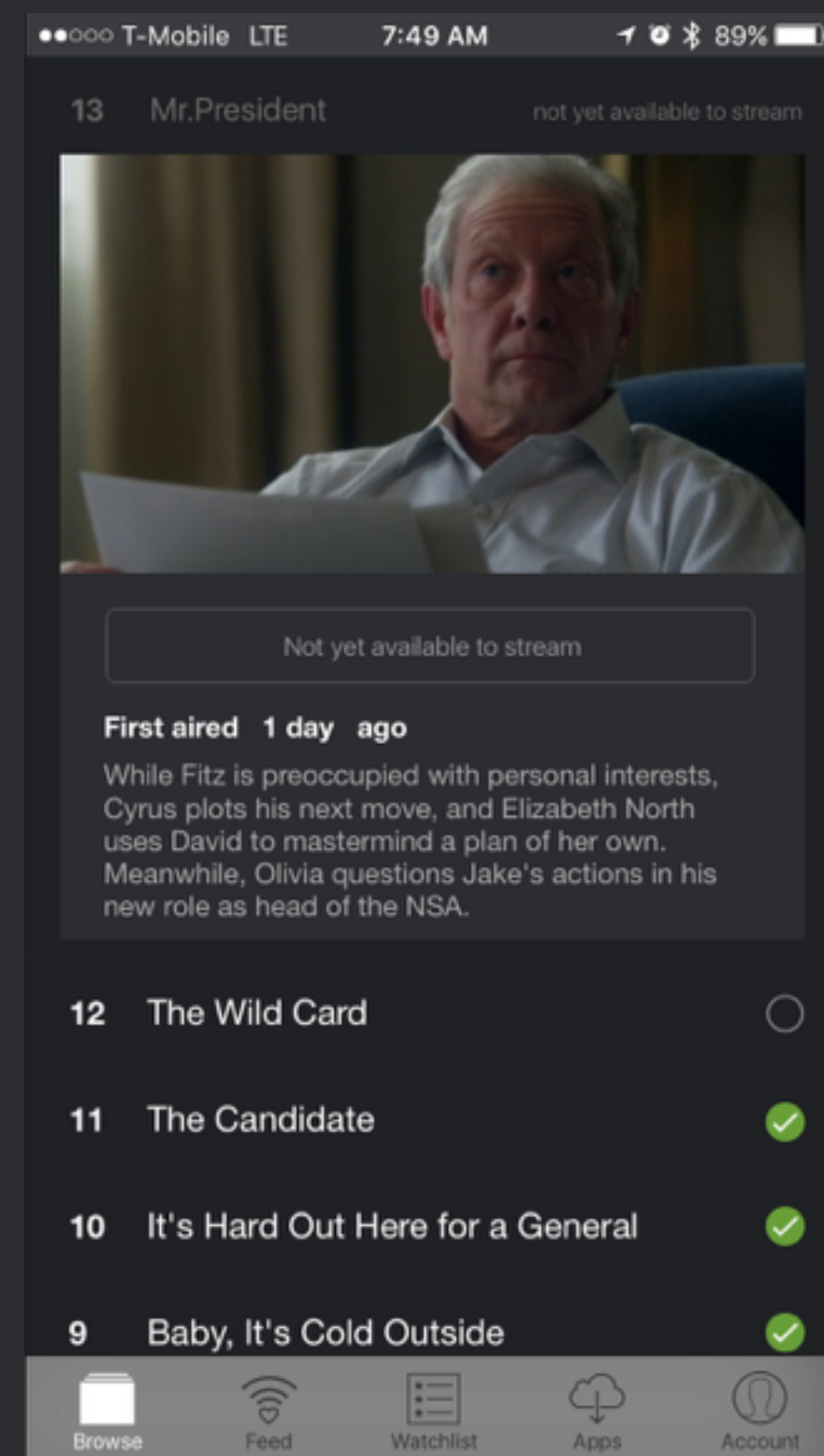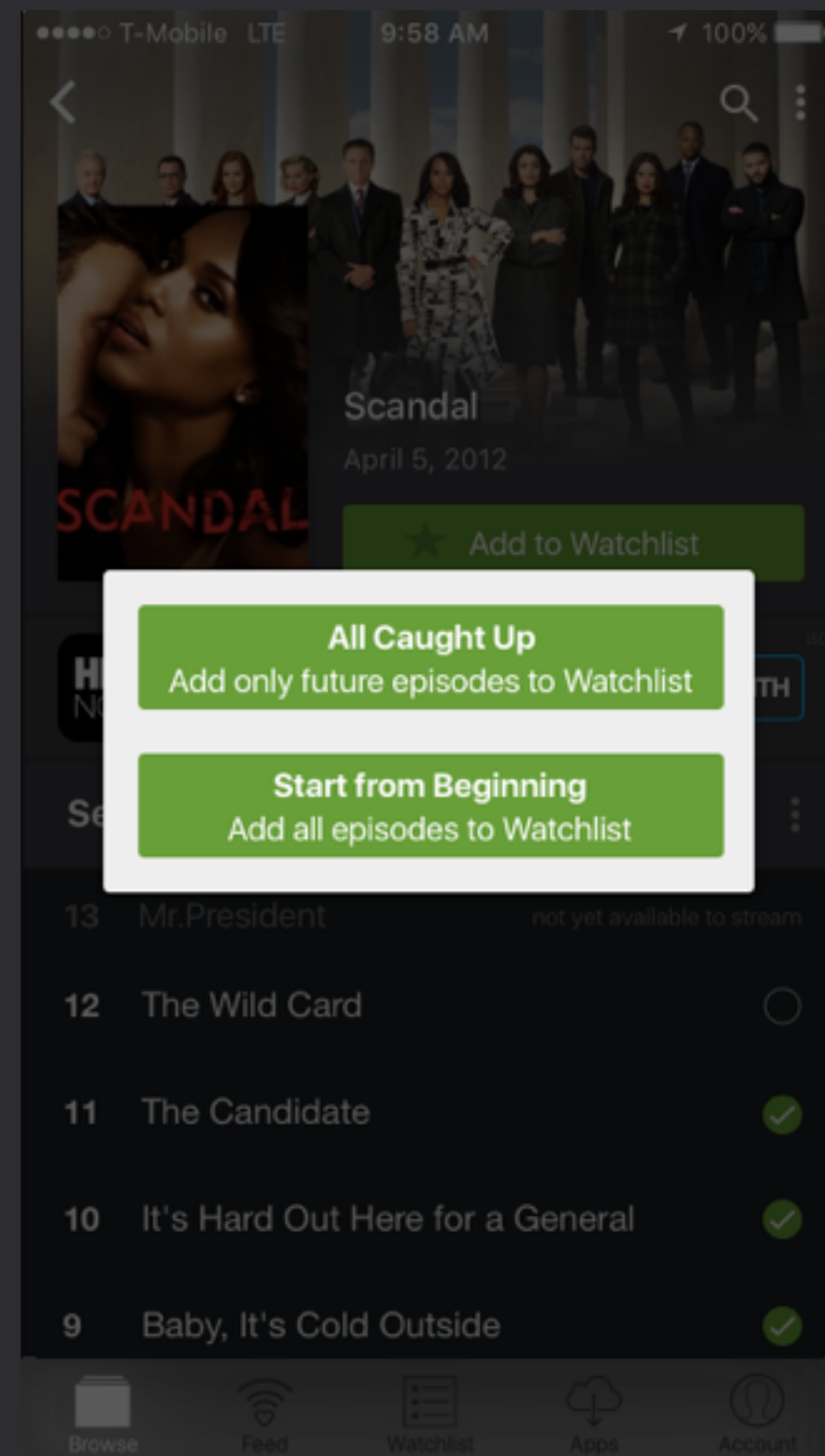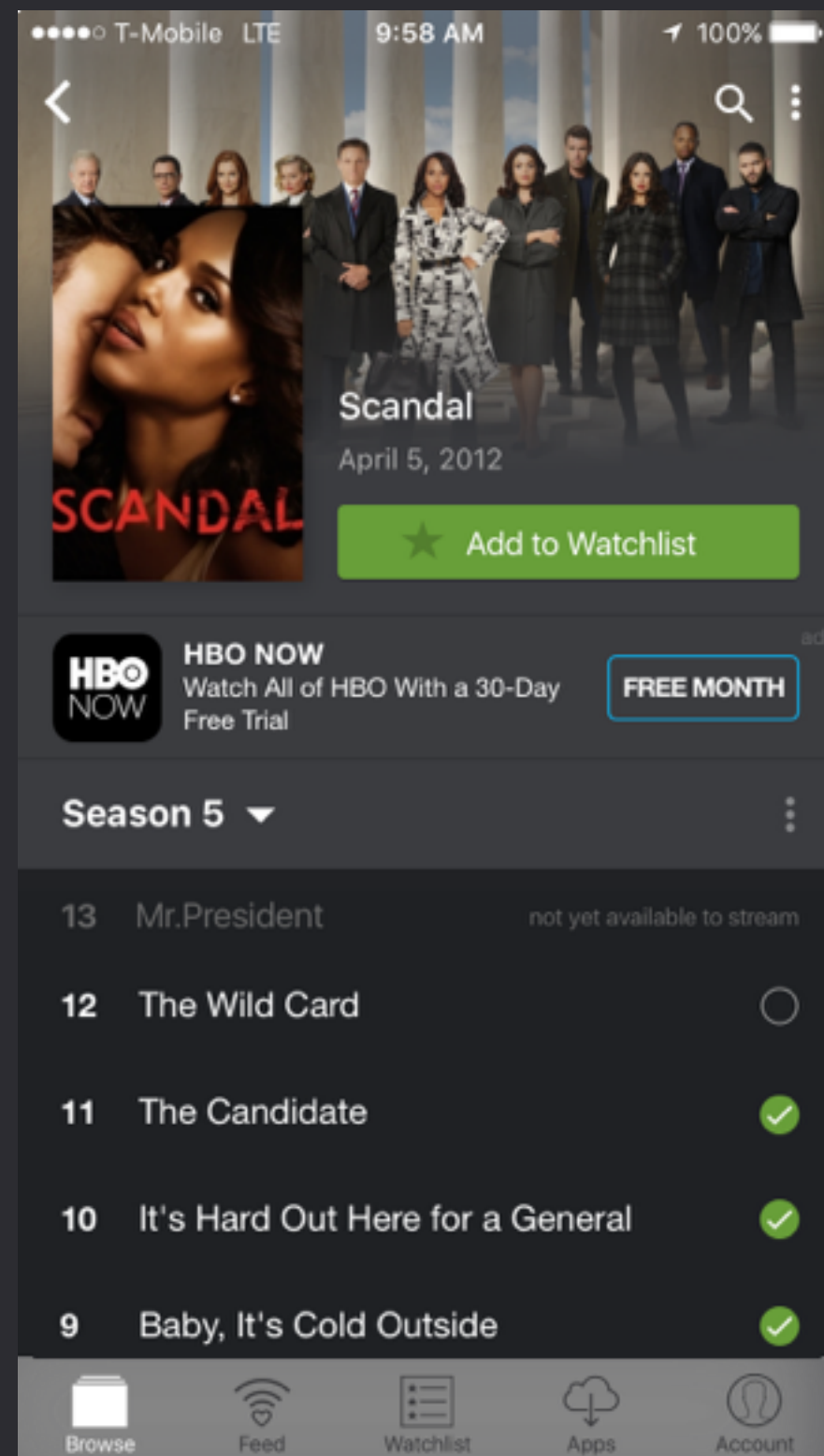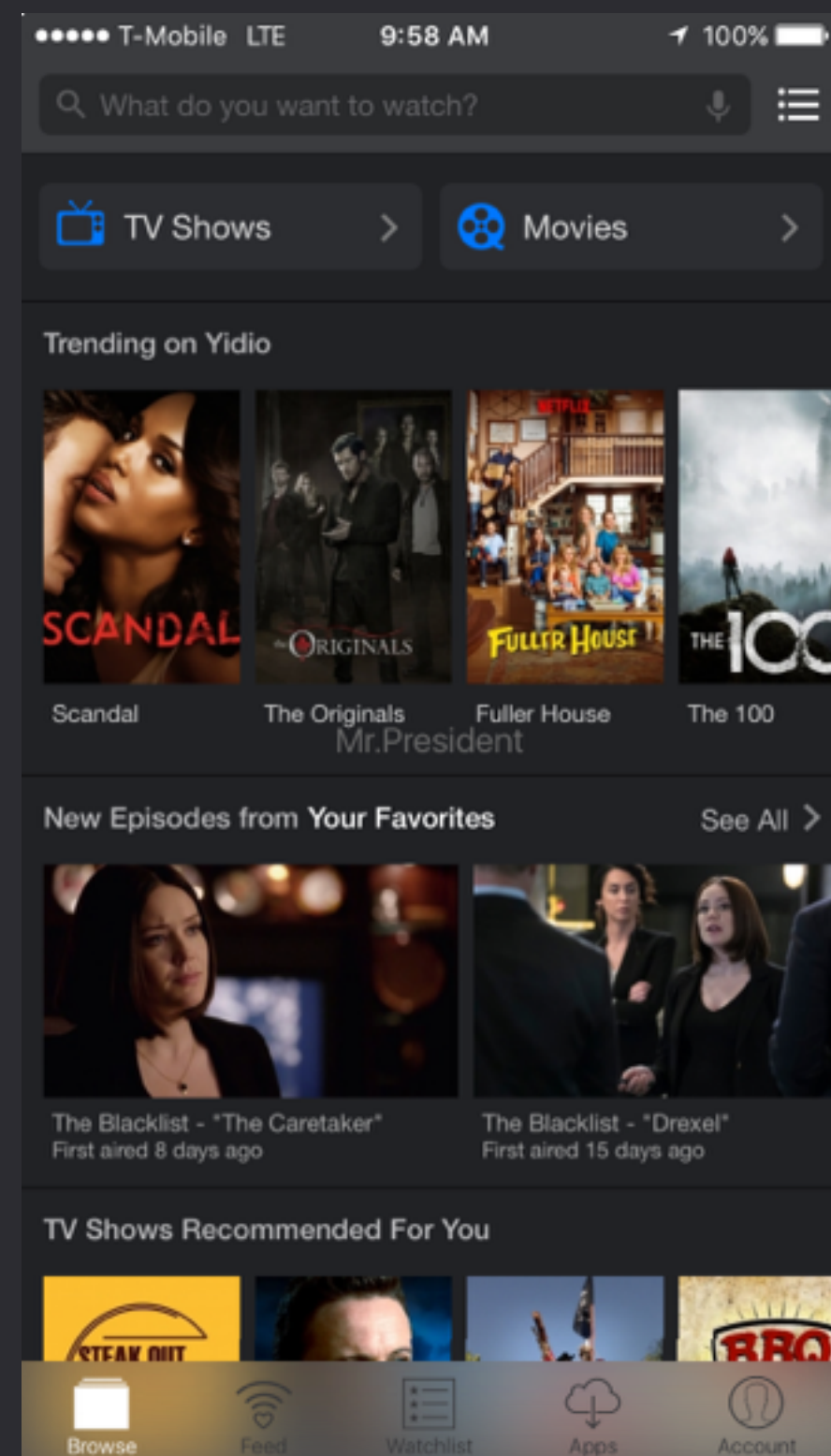- Perhaps make "mark as watched" more apparent

Brainstorm

1 • Change to Add to Watchlist
  • Use of Star Symbol instead of heart
  • No symbol just text
  • UI Change to Ghost button to make keep consistent with the rest of design

2 • How can we ask where a user is in a series? Modal? Dropdown? New Page?

3 • UI change to make more clear that this is clickable

4 • Change tab symbol/name to watchlist
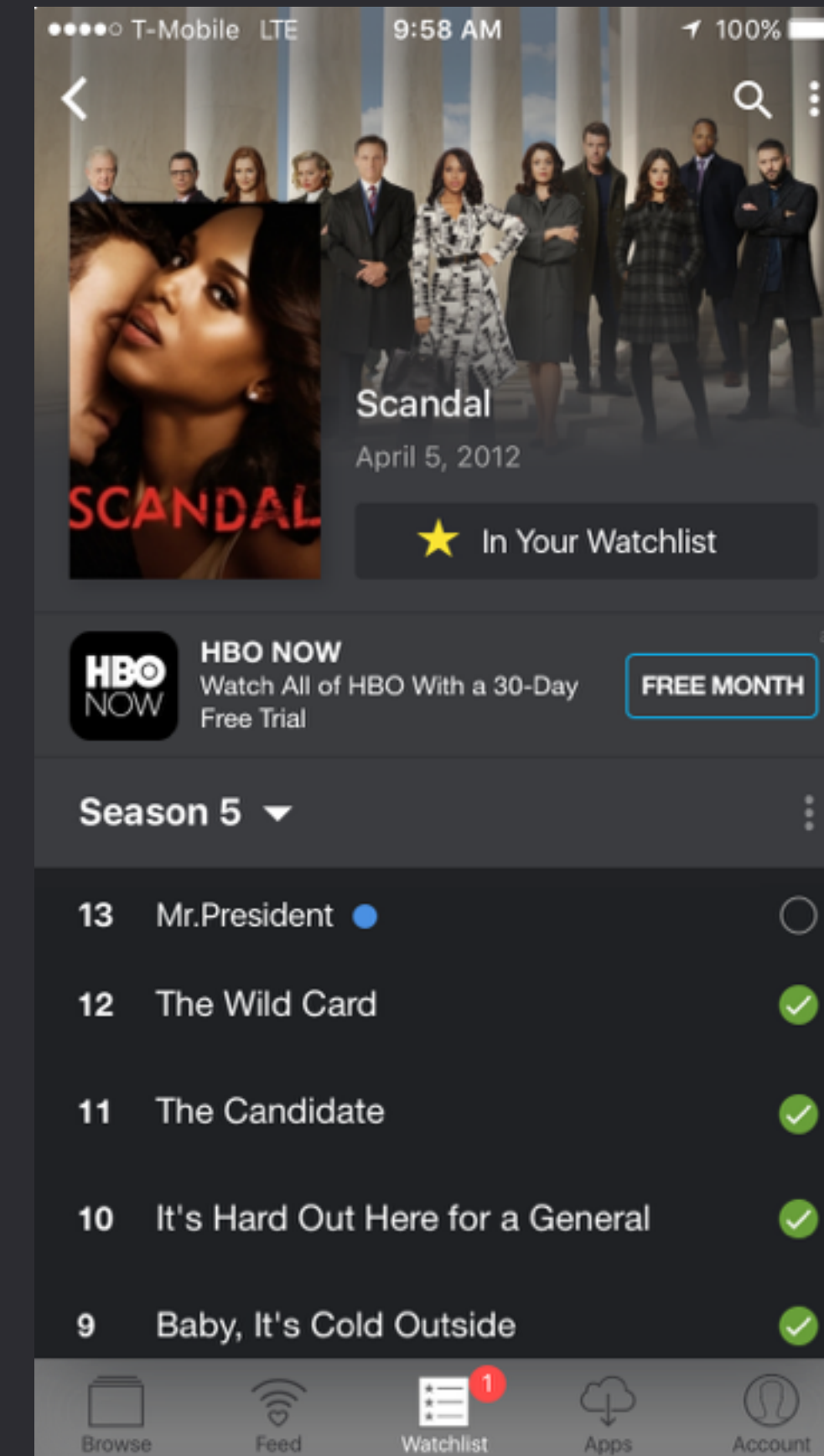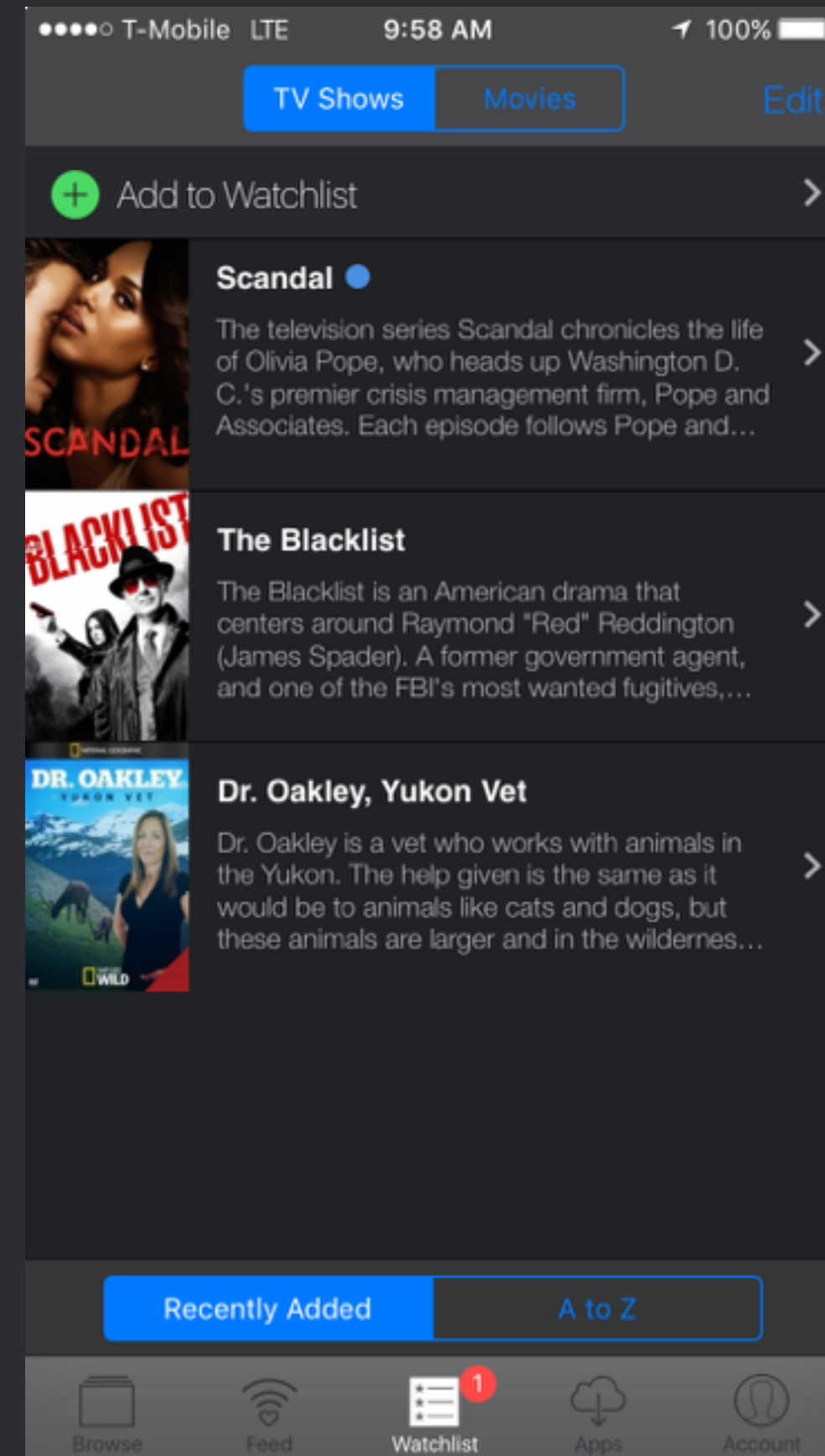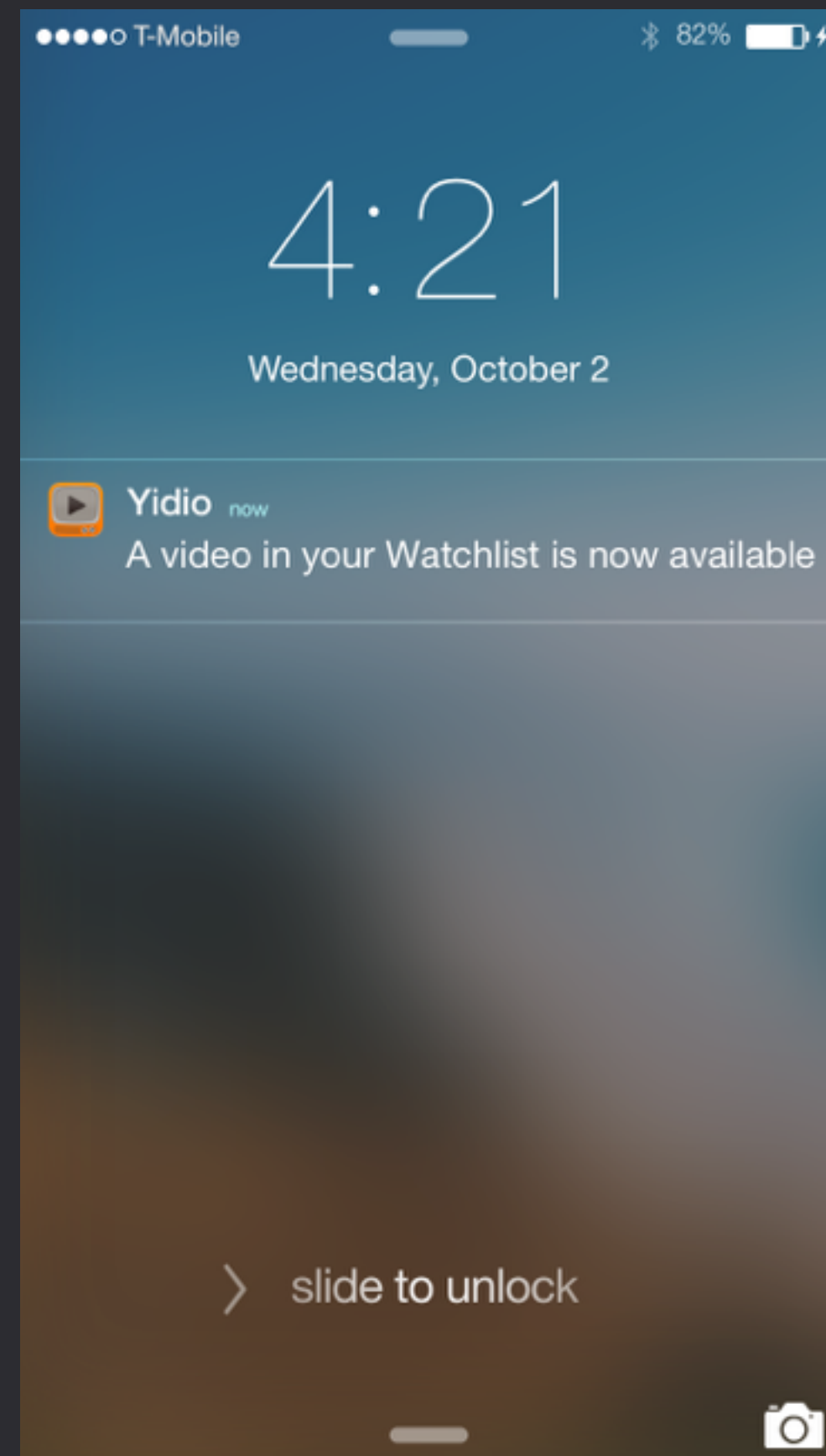 • Use iOS system list icon to keep design consistent
  • Possible options:
  • Add notification badge

5 • Add indicator of new content next to show (iOS convention = blue dot)
  • Perhaps have episode level notifications instead of show level

UI Design
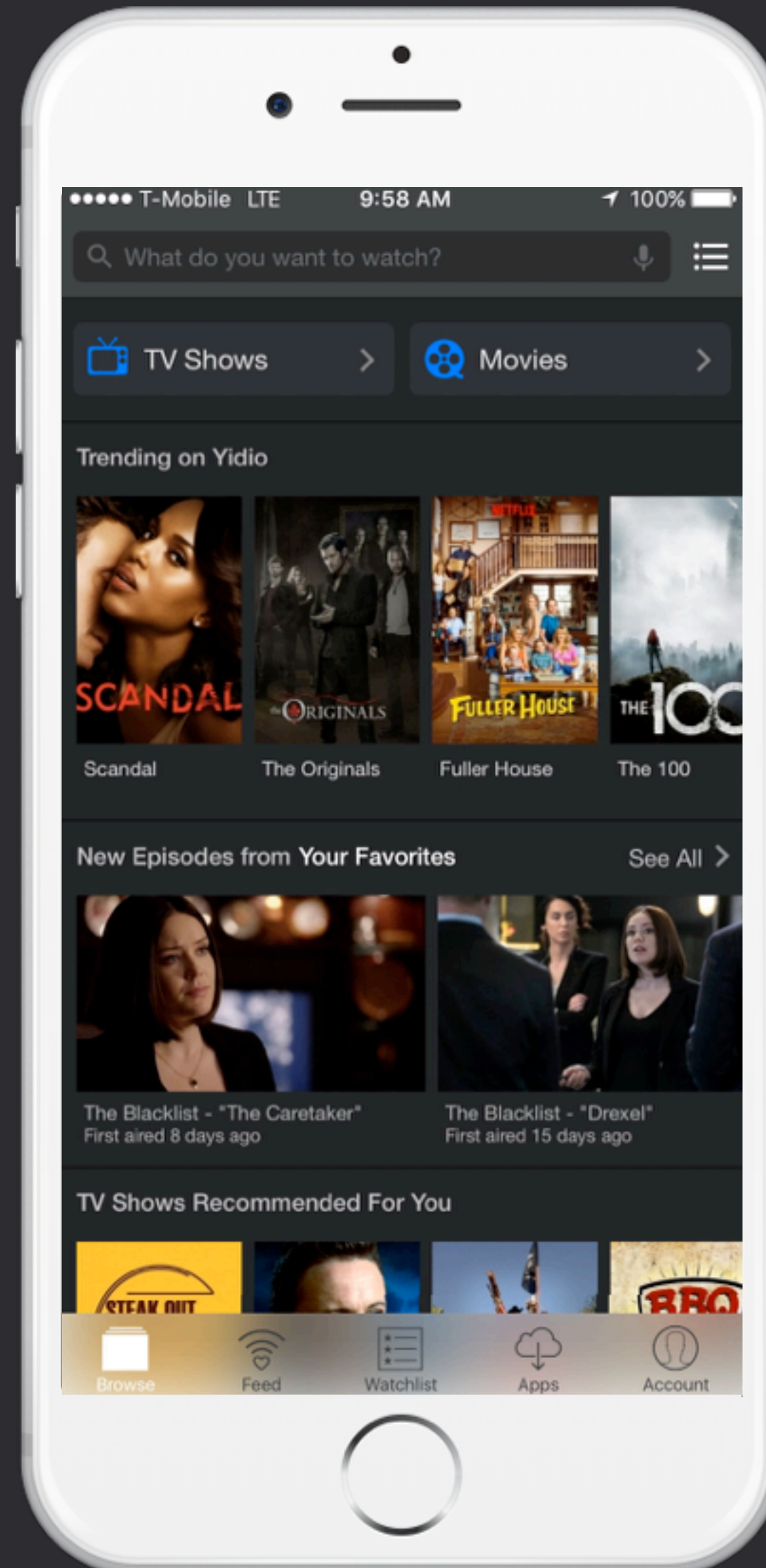
UI Design | Notification

Yidio

Design Applied

Video Prototype