# ClickBait App Research

Research documentation

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1 Introduction

For this project, I will be designing a clickable prototype for my app concept called ClickBait. The main feature is that it creates recommendation lists for users with movies and shows that the user is likely to enjoy. The recommendations are accurate due to extensive data collection through surveys and the user's previous ratings of movies they have watched.

identifying the target audience

It is important to note that the demographic for my target audience is relatively varied as I am not focusing on a specific genre of movies/shows. I decided to first look at the age demographics of the people who stream movies. It was important for my data to be specific to streaming services and not theatre services because the whole concept of the app functions based on the premise that it is difficult to make a selection based on the overload of content available.
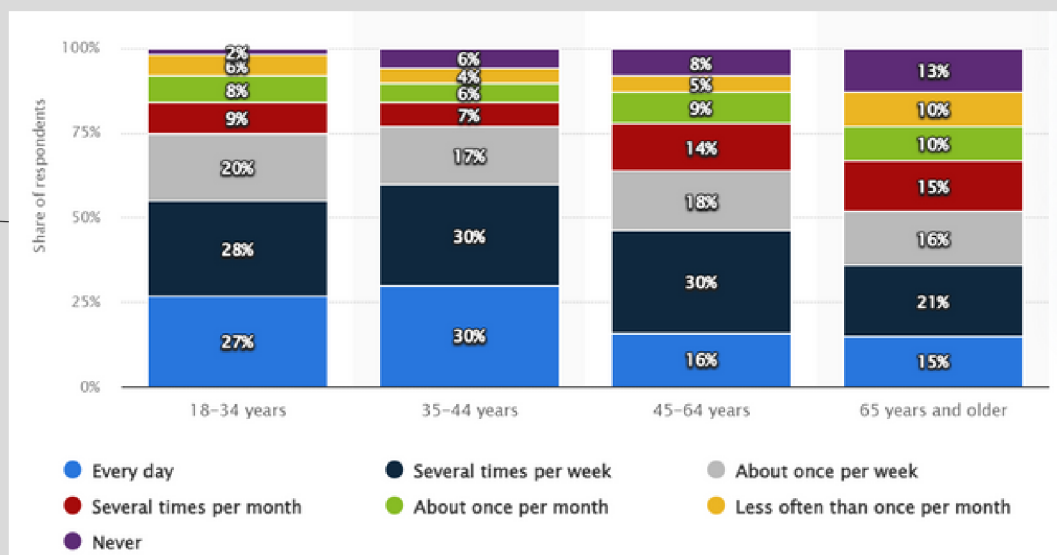
According to the findings of this survey held in the United States in September 2021:
- <u>55%</u> of 18-34 year olds watch movies either every day or several times a week.
- <u>60%</u> of 35-44 year olds watch movies either every day or several times a week.
- <u>46%</u> of 45-64 year olds watch movies either every day or several times a week.
- <u>36%</u> of 65+ year olds watch movies either every day or several times a week.
- <u>75%</u> of 18-34 year olds and <u>77%</u> of 35-44 year olds watch AT LEAST 1 movie a week.

After evaluating all of the statistical demographic information, I have determined the following about my target users:

- The app is mainly for people who enjoy movies/shows and watch them regularly.
- It is inclusive to all age groups however the main demographic target is:
  - 18-44 year olds
  - Primarily Generation Z and Millennials.
- The target audience is inclusive of all genders, sexualities and races.

Research Target Audience

For this portion of the research, I will briefly research the design style preferences for all of the generations. While my primary focus is Generation Z and Millenials, I still want to take into consideration the other generations because my app is intended to be inclusive to all. This will allow me to find correlations between different designs and find a compromise when designing the interface to appeal to my entire target audience.

It is important to acknowledge the impact of generation on individuals' technology relationships during app design and development. This will help with understanding user behaviour and expectations. This research is according to InspiringApps (2023):

Baby Boomers (Born 1946-1964):

- Experienced significant technology evolution.
- Value privacy and security, preferring face-to-face communication.
- Adapted to technology but need straightforward user experiences.
- Responsive to products enhancing personalization.
- Recognize Baby Boomers' adoption of technology for maintaining their quality of life.
- Design mobile and web apps with considerations for age, accessibility, and a focus on fulfilling their preferences for sharing and connecting.

Generation X (Born 1965-1976):

- Skeptical and pragmatic.
- Hold significant spending power, raising Gen Z and caring for Baby Boomers.
- Digital habits aligned with Millennials but remember life without technology.
- Value-driven, seeking relevant and straightforward information and solutions.
- Digital habits are more closely aligned with the Millennials generation. They're highly connected through mobile phones and on social platforms.

Millennials or Gen Y (Born 1977-1995):

- Shaped by the rise of the internet and technological advancements.
- Tech-savvy, value experiences over possessions.
- Connected through social media for various purposes.
- Prefer text messaging and digital communication over phone calls.
- Civic-oriented, seeking to contribute to the greater good.
- Acknowledge Millennials' preference for experiences over material possessions.
- Design digital products that empower Millennials to control their digital time, incorporate moments of delight, and enhance their real-life experiences.

Gen Z (Born 1996-TBD):

- Grew up with the internet, highly educated, and independent.
- Value diversity, and equality, and anticipate personalised experiences.
- Cultivate online presence, frequently share content, and expect sharing functionality.
- Willing to provide information for a personalised experience.
- Expect predictive technology to be reliable and adaptable.
- Recognize the value of time - short attention spans.
- Ensure a positive user experience by incorporating swift interactions, straightforward functionality, and authentic content that resonates with this generation.

audience research: compromising design aspects for generations

User-Friendly Interface:

Implement a straightforward and intuitive user interface to accommodate Baby Boomers' need for simplicity, Generation X's value-driven mindset, Millennials' preference for seamless experiences, and Gen Z's expectation for user-friendly design.

Privacy and Security:

Prioritize robust privacy and security measures across all digital products to address Baby Boomers' emphasis on privacy, Generation X's scepticism, Millennials' concerns about online transparency, and Gen Z's value for data security.

Accessibility Features:

Integrate accessibility features, considering age-related needs for Baby Boomers, ensuring inclusivity for Generation X, and addressing the tech-savvy expectations of Millennials and Gen Z.

Personalization Options:

Offer customizable features allowing users from all generations to personalize their experience, meeting the preferences of Baby Boomers seeking personalization, Generation X's desire for relevant information, Millennials' focus on experiences, and Gen Z's anticipation of personalized interactions.

Multi-Channel Communication:

Provide a range of communication options, including face-to-face interactions for Baby Boomers, digital communication for Millennials, and platforms that allow for both text messaging and social media connectivity to cater to the diverse preferences of all generations.

Swift Interactions and Authentic Content:

Incorporate swift interactions and authentic content, addressing Gen Z's short attention spans, Millennials' preference for genuine experiences, and the need for straightforward functionality for Baby Boomers and Generation X.

Predictive Technology:

Integrate reliable and adaptable predictive technology that caters to Gen Z's expectations, aligns with Millennials' tech-savvy nature, and accommodates the evolving technological habits of Generation X and Baby Boomers.

Inclusivity and Diversity:

Embrace inclusivity and diversity in design, recognizing the values of Gen Z, Millennials, and the collective preferences of Baby Boomers and Generation X, ensuring that the digital products appeal to a wide range of users.

Seamless Cross-Generational Integration:

Ensure that the digital products seamlessly integrate across generations, catering to the technological adaptation of Baby Boomers, the connectedness of Generation X, the tech-savvy nature of Millennials, and the digital independence of Gen Z.

Design inspirations

- **Personalised Movie Lists** — users will be able to complete extensive quizzes and surveys, both related to their personalities and their movie preferences to create personalised movie recommendations. Users can also answer questionnaires about movies they have previously watched, giving their opinion about specific scenes, characters and themes within the movie/show to contribute to their data. This data will be extremely extensive and all of the user's recommended lists will be based on this data.

- **Group Movie Lists** — users can create group lists (movie recommendations that are created according to the preferences of all members in the group) with their friends. In this case, the app takes the preference data of all members of the group and suggests content that all members of the group are likely to enjoy to enhance the experience of watching movies with other people.

- **Personal Ratings** — users can extensively rate all the movies they watch and save their ratings to their profiles. This data can optionally be shared publicly or can act as a personal private rating system that users can refer back to.

- **Personal Lists** — users can create their own lists of movies they have already seen to categorise and organise their movies on their profile. Their profiles can be public so other users can access their lists too.

- **Movie information** — users can view information about movies such as title, cast, director, genre, themes, plot, where to watch etc.

- **Public ratings** — users can see other people's ratings and comments when they search for movies. They can also filter the ratings to see what users who have similar preferences to them have to say about the movie.

- **Community** — users can follow other users and view each other's public lists etc. They can also see which users have preferences similar to theirs (this information should be displayed next to the profile name of different users) and users can use that as a factor when reading reviews etc.

- **Chat feature** — users also have the option to chat with other users regarding movies/shows. It gives users the opportunity to connect with other people who share their preferences when it comes to movies/shows.

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