FilmMeet

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I. Introduction

The overall purpose of this project is to make it easier for amateur filmmakers to launch their first few projects. Before work on any prototypes or design alternatives began, extensive research was conducted into what sorts of resources are already available to help such filmmakers. While there are a lot of guides and advice forums for new filmmakers, there weren't really any ways to secure funding or to easily find people who would be willing to act as a cast and crew. Further research into what the targeted user group actually saw as a problem and wanted a solution for led to the conclusion that most amateur filmmakers don't worry too much about finances but instead face difficulties finding people to work with. This led to the final design, FilmMeet, outlined in this document. It's a website meant to serve as a platform for filmmakers to create projects and through them and mutual connections connect to other filmmakers as well as cast and crew members. After the prototype was completed and tested, it was concluded that the design did indeed solve the issues that the target group was experiencing. Finally, through that testing phase, additional feedback was gathered and will be implemented in the future. All in all, testing and research suggests that this project was an overall success.

II. Project Proposal

Problem Space

Currently, inexperienced filmmakers often have trouble getting their first projects off the ground due to difficulties with funding, acquiring appropriate equipment, and finding the right personnel. These problems all stem from a variety of issues. Firstly, new filmmakers are expected to make their own way in the field of filmmaking. The status quo of the past decades has been one that requires new filmmakers to sacrifice comfortability (sometimes including adequate housing and food) in order to create their passion projects. While there is some support in the industry for such new filmmakers, there isn't much as of yet, as this can be seen as a rite of passage to some. They are expected to completely fund their own projects using only what they have, what they can somehow raise (often from friends and family), and what they can get in loans (which may or may not be able to be paid back depending upon the quality and exposure the project actually receives). Secondly, even as they are attempting to fund their own projects, the cost of equipment makes even what funding they accomplish seem miniscule because of how expensive industry standard equipment is, even to just rent. Equipment is available in most parts of the country, however most inexperienced filmmakers won't be able to afford the exorbitant price associated with much of it. Finally, it can also be very difficult for inexperienced filmmakers to even just find people to work with, be they actors or camera

crews. Many creative people with real potential in the field may not even get started because their social group doesn't give them a wide enough range of people in order to find those who could fill their roles.

Background Information

Currently there isn't one all inclusive resource or effort that has been able to alleviate the problems that new and inexperienced filmmakers run into. There are, however, solutions that have attempted to make certain aspects of a filmmakers life easier. Some examples follow.

ShareGrid is a platform that is attempting to solve the equipment acquisition and rental problems that many new filmmakers face. ShareGrid works kind of like AirBnB (an online platform for renting out your home, a spare room, or another property you own for days or weeks at a time) for camera equipment. Anyone who owns said equipment can list it on the ShareGrid site, and rent it out to filmmakers whenever they are not using it themselves. This site has arguably done the most for making filming on industry standard equipment affordable for inexperienced filmmakers, though the rental prices are still not cheap - just cheaper when compared to established equipment rental companies. Other resources such as nofilmschool or the reddit filmmakers subreddit also do provide links and recommendations for budget equipment and filmmaking methods.

For funding, there aren't too many intuitive options. There is a newer site meant specifically for crowdfunding video projects known as Seed and Spark. According to their website, the projects funded on their platform do have better success than ones funded on other crowdfunding sites like Kickstarter. They also do host their own content that can be viewed with a subscription to their streaming website, something all filmmakers looking for funding are given access to with their subscription. They are innovative in that a portion of that subscription will also go to fund new projects, instead of just paying for the website hosting and other costs the main business has.

Many filmmakers have found success with other crowdfunding sites such as Kickstarter, however a lack of accountability has led many people to become very skeptical of supporting film projects on Kickstarter, especially when there is no evidence of the actual filmmaking talent attached to the project. Beyond crowdfunding, there are different directories that connect young filmmakers to grants they can apply for, but they are all highly competitive.

Regarding acquisition of personnel, there don't seem to be any all-in-one solutions. Most independent filmmakers rely on friends and friends of friends in order to find talent for their first projects. Some will resort to finding talent through their academic institution's theater or film departments, while others will find groups of other filmmakers or actors on different meetup sites in order to make new connections that way. Beyond that, there are

casting sites available such as Backstage, however small indie projects with little ability to pay often get lost under the big projects looking for minor roles or extras who they can pay.

Personally, my interest in this problem space originated from not having the resources easily available to make independent films when I was younger. I have always enjoyed making short film projects (of varying qualities) with my friends, however we never perceived that we had the ability to shoot anything a wider audience would see just due to the quality of equipment we used as well as the lack of acting talent in our group. While I haven't continued further into independent filmmaking while I've gotten older, I've continued to follow the field. I still don't see a solution to the problem I faced and might still face if I ventured to start work on a project.

Stakeholder Groups

The main stakeholder groups that would be affected by changes in this space are inexperienced filmmakers, experienced filmmakers, actors/actresses, producers (those in charge of finding a script, assembling a crew, finding investors, selling film rights, making final script and editing calls, etc), investors (private parties or studios both large and small typically), and the general audience of video media.

For the purpose of this project, I will be focusing primarily on inexperienced filmmakers, as they are the ones who would directly benefit from a solution to the problems in this particular space. Inexperienced filmmakers are those who haven't yet completed a feature film, or any large budget project. They may have experience working on small no or low-budget productions, however they have lacked the access to adequate funding as well as industry standard equipment.

III. Problem Overview

Stakeholder Personas

Johnny is current college student. He grew up watching movies and TV shows, and has grown to appreciate the art of filmmaking. He has made short films in the past, however nothing that he'd ever consider remotely professional. While growing up, he wanted to work on more serious projects, however he never had the money nor the connections to make such a thing happen. Now that he's in college and has friends that share his interest in filmmaking, he wants to make a professional quality Blade Runner short film. He knows a guy with a DSLR camera, however he isn't real close to anyone with anything resembling acting talent. He isn't sure what to do about getting acting talent, as all the casting call sites seem cluttered and hard to use. He also has no idea what to do about acquiring other crew members for jobs such as boom operator and the like. Finally, he

barely is able to afford anything more than ramen as it is, so he isn't sure how he will even be able to begin to pay for this.

Mark is also a current student in college. He grew up not really caring about filmmaking, however he was interested in media arts. Once he got to college, he became a part of the school's multimedia reporting and content creation group. Through that he had the opportunity to make short films with access to some limited resources. He never had to worry about obtaining actors or crew, because other students were either paid by the school to take these roles or they did it voluntarily to expand their acting reels. Due to this ease of access to equipment, cast, and crew, he was able to make quite a few short films while being a student already. He did feel the pain of an amateur budget, however, as the equipment they were allowed to use was lacking in some areas, particularly audio quality. He wants to improve his audio quality without breaking the bank, however the school doesn't have anyone knowledgeable enough in audio design, and they won't buy the equipment themselves. He also can barely afford ramen, so buying audio equipment for himself is a difficult prospect at best.

Lisa is a young twenty-something woman living in a moderately sized city. She opted to go to college for a general business degree, however has now found out she hates business. She is passionate about film, and she desperately wants to be a part of it. She is actually a very good actress, as proven by her award winning high school drama career. Unfortunately, she is unable to find auditions in her city, and she is unable to quit her job and move to one of the more popular filmmaking locations. She knows that there are filmmakers in her area, however none of them seem to use any of the many different casting sites traditional film projects use.

Task Analysis

Filmmaking in general is a very complex process. There are many different processes that have to happen in order to get a project from start to finish. All of those processes fall under three main categories: pre-production, production, and post-production. The pre-production phase involves all the planning that needs to take place before filming can begin. This includes finalizing a script, hiring crew, casting talent, and more. The production phase is when all the video content is actually filmed. The post-production is when everything is edited together. This is also when the sound is mixed properly and the visual effects are added in.

This is how any visual media project will be developed and created. This process will be followed by both experienced, professional filmmakers as well as new, inexperienced ones. Problems for both groups can arise at any time, however those issues will be greatly magnified for the inexperienced filmmaker.

1. Filmmaker comes up with idea and writes script

    a. Filmmaker endlessly edits script until it's "perfect"
2. Filmmaker begins more pre-production tasks.
    a. Filmmaker begins to seek out funding.
        i. Money from friends and family.
            1. Ask for donations
            2. Potentially sell stake in project
        ii. Crowdfunding
            1. Research audience
            2. Begin advertising your project before the crowdfunding begins
            3. Develop reward scheme to make funding worthwhile
            4. Design campaign page to be engaging and interesting
            5. Film promo content for campaign page
            6. Launch campaign page
            7. Advertise, advertise, advertise.
                a. Social media
                b. Message boards
                c. Ads?
            8. Keep contact with backers, keep updating campaign.
            9. Keep backers in the loop throughout rest of production process.
        iii. Loans
            1. Shop for loans at different financial institutions
        iv. Investors
            1. Identify potential investors
            2. Pitch film to potential investors
        v. Grants
            1. Search for filmmaking grants
            2. Apply for filmmaking grants
            3. Get accepted or denied for grants
        vi. Self-funded
    b. Filmmaker begins to seek out cast and crew.
        i. Meetups
        ii. Casting sites
        iii. Craigslist
        iv. Personal connections
        v. Message boards
        vi. Local theater groups
    c. Filmmaker begins to seek out equipment
        i. Rental sites
        ii. Personal ownership (either already owned or newly bought)
        iii. Borrowed from friends
        iv. Owned by cast and crew members
    d. Filmmaker begins location scouting

        i. Filming location sites
        ii. Scout local area
            1. Obtain permission
            2. Settle on location
        iii. Use own property or that owned by cast and crew
3. Filmmaker begins production phase.
    a. Filmmaker follows shooting schedule
        i. Checks all footage before end of day to stay on schedule
        ii. Continually checks for continuity
    b. Filmmaker manages budget
    c. Filmmaker manages cast and crews schedule
    d. Filming wraps.
4. Filmmaker begins post-production.
    a. Filmmaker edits movie
        i. Edits sound
        ii. Checks for continuity
        iii. Schedules any reshoots necessary
        iv. Adds special effects or contracts them out
    b. Filmmaker wraps editing with rough cut
        i. Rough cut tested
        ii. Feedback received
    c. Filmmaker finalizes edit or edits again taking feedback into account
5. Filmmaker enters festivals
6. Filmmaker may try to sell movie at festivals, or in private deals with distributors.

Social Impact

Currently there isn't one resource that inexperienced filmmakers can use to solve many of the issues that they face when trying to get their first projects started. There are many different tools that cover portions of the problems, however none do so in a very comprehensive and easy to understand way. A tool that brought together solving a few of the different problems they face would also benefit other members of the industry, such as acting talent and general crew as well. It could make it easier for both of those groups to find real projects to work on and expand their reel much more easily.

A design that would solve this problem space would create a threat to other technologies potentially. Equipment rental sites, casting sites, and crowdfunding sites would all be threatened by a new design emerging in this problem space. In order for filmmakers to adopt it, they would have to be willing to utilize one site to accomplish tasks they had largely been doing by being a part of many separate sites and communities, so that might be considered a paradigm shift - however it'd be a very welcome one as it would cut down on wasted time and effort moving between platforms.

Usability

The first usability criteria that needs to be adhered to is the *ease of use of the final product*. If filmmakers and other stakeholders in the filmmaking industry are going to use the product, it needs to be easy to use. There cannot be much pain, especially if there is an expectation for stakeholders to switch from another product solving similar issues. Adherence to this principle would be evidenced by a clean, minimalistic user interface. The product would also exhibit a very usable and logical flow through all of its processes.

The second usability criteria is *appeal to the stakeholders*. The product needs to be able to prove that it is more useful than traditional methods of accomplishing tasks within the problem space. If the product is no better than any of the other funding (or crowdfunding) sites, castings sites, etc.., then there will be no reason for the stakeholders to begin using it. It must be functional, but also appealing to use. This appeal can be measured through surveys as well as actual adoption stats once launched.

The final usability criteria is *low financial barrier to entry/use.* The target stakeholders for a product in this problem space are likely to not have that much money to begin with. High fees could provide a very high barrier of entry, one that should be avoided. Any monetization scheme should take into account many different financial situations, and design based upon what will enable the product to be viable while also affordable to the greatest number of target stakeholders.

Heuristics

Match between system and real world
The match between the system and the real world is very important to take into consideration during the design phase. The film industry has its own language, and the only way a new technology will be adopted within is if it speaks that same language. Filmmakers will be hesitant to adopt a technology that demonstrates it doesn't understand their language.

User Control and Freedom
The design needs to be easy to use. There needs to be a very fluid way of navigation throughout the whole thing. If it's a website and a user makes a mistake or goes to a certain page or section in error, it must be very easy for them to return to where they just were in a frustration free manner. If a design is too frustrating, it will not be adopted.

Aesthetic and Minimalist Design
The design of a solution in this space should be clear and easy to understand. Aesthetic and Minimalist design is one sure way of accomplishing this. A design for this group of

people doesn't need to be flashy if it's functional. Accomplishing the task at hand must be clear and concise, not cluttered and clunky.

Problem Conclusions

Through research and interviews, it's been found that there are resources that inexperienced filmmakers can use to get started in the industry. There are a plethora of things like casting websites, equipment rental sites, and filmmaker meetup groups. The problem with these resources is they are all too spread out. There is little to no coherence between them, making them difficult to leverage together.

It is also clear that funding is one of the chief issues plaguing new filmmakers. For anything more professional than a college level short, new filmmakers have a difficult time obtaining a budget. Crowdfunding sites like Kickstarter or indieGoGo could be a help, but the general audience of such filmmakers seem to scoff at the idea of funding anything through such a platform due to the lack of accountability those systems suffer with.

These findings suggest that coherence and accountability are two things that need to be taken into account when designing a solution to this problem space. Moving forward, one or the other may need to be focused on if it seems that attempting to take on both will prove too much for the amount of time left for development.

Inexperienced filmmakers need a better way more coherent way to get in contact with potential cast and crew members.

IV. Design

FilmMeet

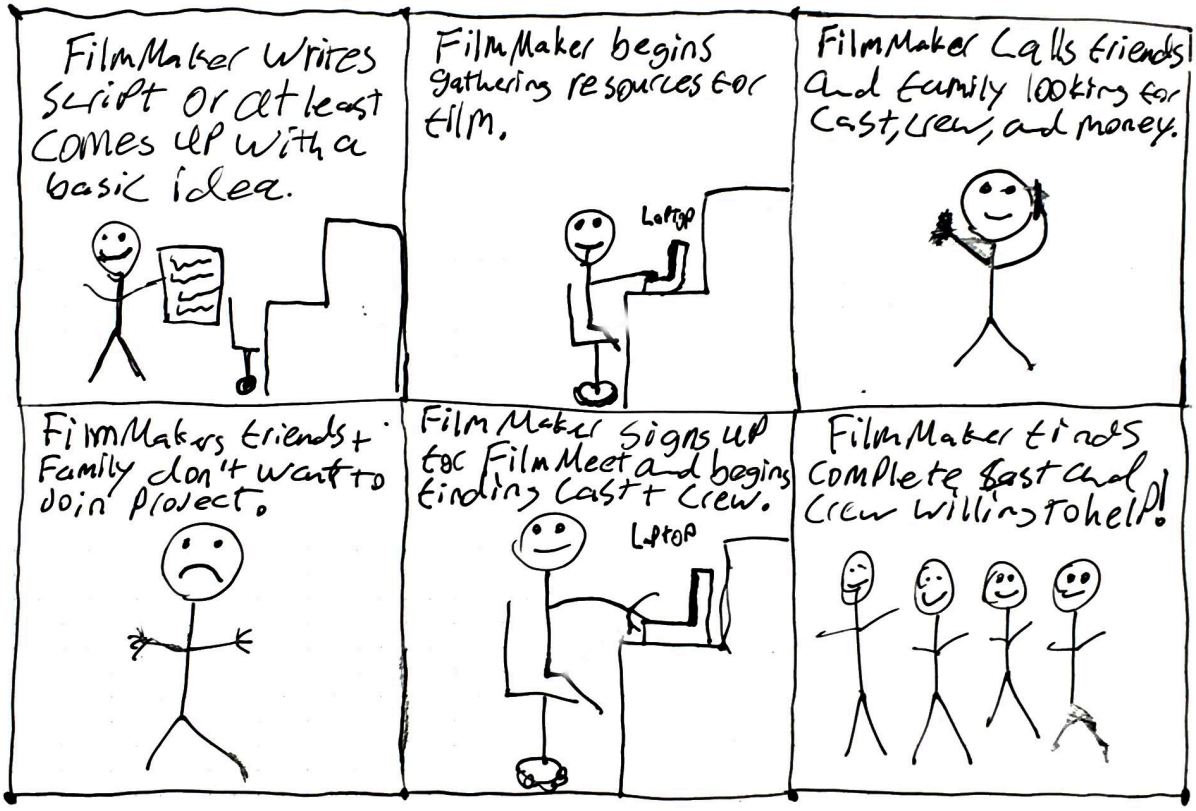
System Information

This website will allow potential filmmakers, cast members, crew members, and other people engaged in the filmmaking process to find each other in one cohesive website. The site would work by enabling any user to create a "film project" page and define their parameters. They then would be able to actively search for talent in the area that could help them with their project. Talent in the area could also be actively searching for projects in their area that have vacancies in their chosen positions. Users would be able to keep a profile showcasing all their relevant work so that project owners could get an idea of who the

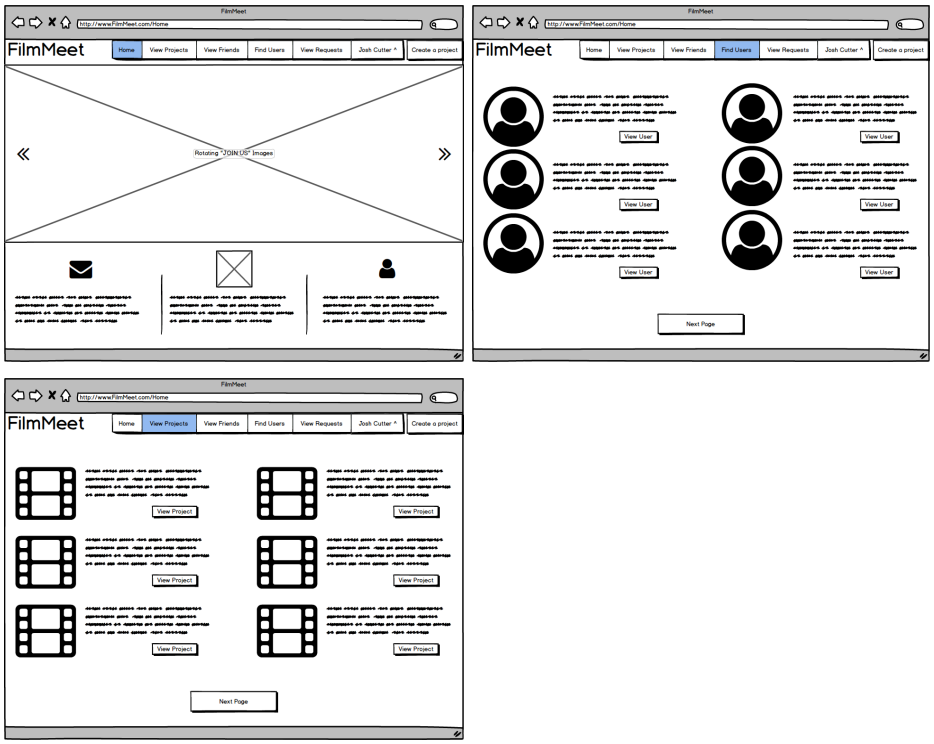
person was and what they can bring to the table.

There would also be a suggestion feature that both suggested cast and crew members to individual projects as well as projects to cast and crew members based upon interests and other connections. Both parties would be able to either invite other members or request to join a project of interest. In order to facilitate suggestions based off connections, there would also be a “friends list” sort of system where users who know each other or have worked with each other can request to connect with each other.

Storyboard



User Interface Wireframes



Usability Criteria Evaluation

This prototype does a good job of meeting the *ease of use of the final product* usability criteria I specified. It features a clean, intuitive user interface designed to minimize hassles when used. It is also designed to be somewhat familiar to similar sites that stakeholders may have used previously. This has been accomplished by designing a familiar flow to common websites, and by endeavoring to use language the stakeholders will be familiar with.

It also meets the *appeal to stakeholders* criteria, as the product does a good job of showing its benefits when used. Most people who have provided feedback on this design have reported that it is indeed more useful than any other site for finding low-budget film cast and crew.

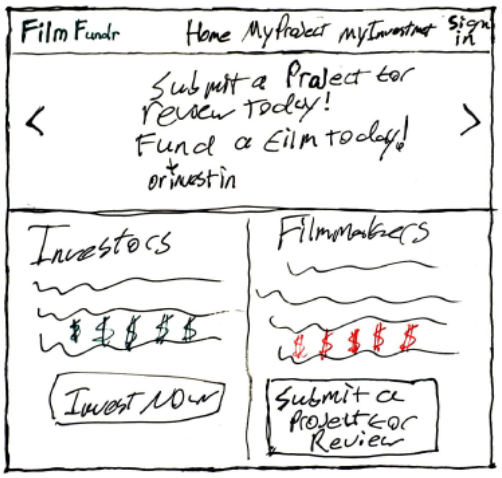
Finally, it meets the *low financial barrier to entry/use* without much trouble. The final version of the site would likely feature ads with a premium feature to remove them in order to keep the site profitable. The ads wouldn't be cumbersome, so filmmakers would not be obligated to pay to remove them - they could still experience a satisfying user interface with ads present.

Strengths and Weaknesses

The design of the website is very intuitive for new users. It doesn't take much time to understand how the website flows, and inexperienced users can quickly gain a good enough understanding to be effective in their interactions with the site. Portions of the site are based off ideas presented by other social media sites most everyone is familiar with such as FaceBook and LinkedIn, making it even easier to new users to find their way around.
The site also does combine what many users are currently using meetup groups, craigslist, and casting call sites to do. This makes the whole process of finding a cast and crew more efficient and less time consuming.

On the weak side of things, this site needs a lot of users to join before it becomes effective. There is no incentive to join while there are so few users involved. Users also need to be willing to connect with people they know or have worked with (and liked) in the past. If they are not proactive about connecting with each other on the site, then the suggestion feature that is implemented will become fairly useless, as it also bases its suggestions off of users who are connected to people already apart of a project.

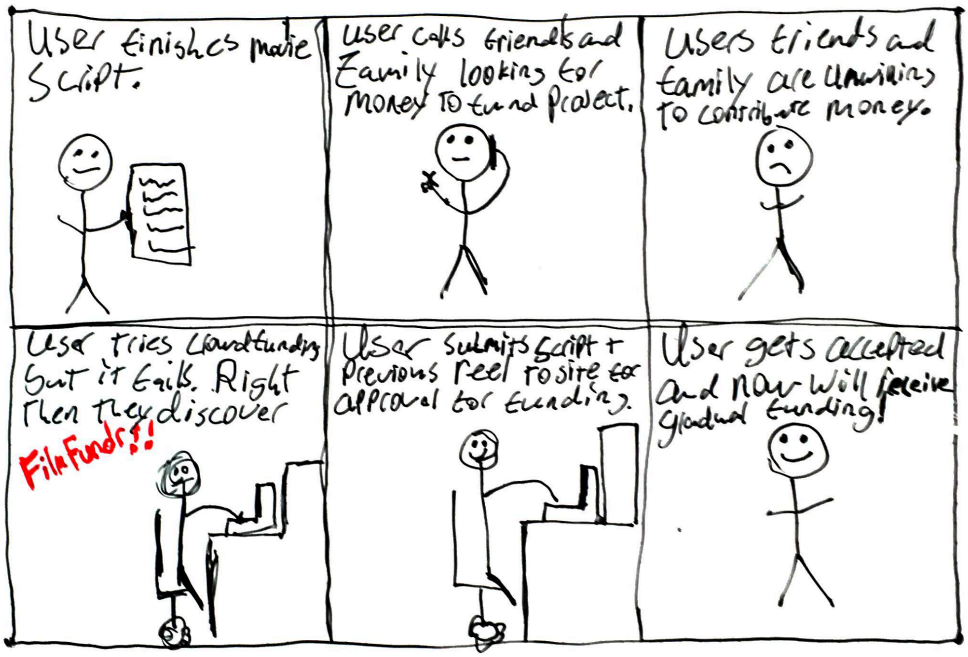
FilmFundr



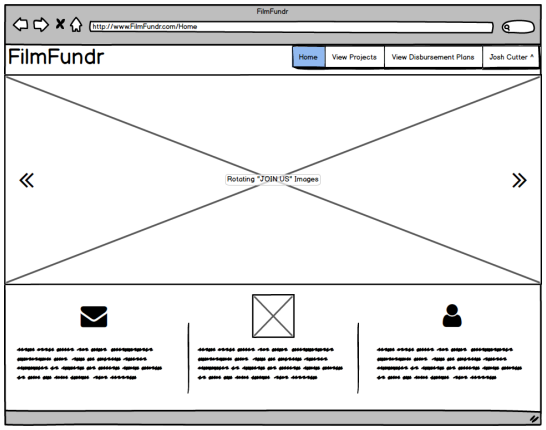
System Information

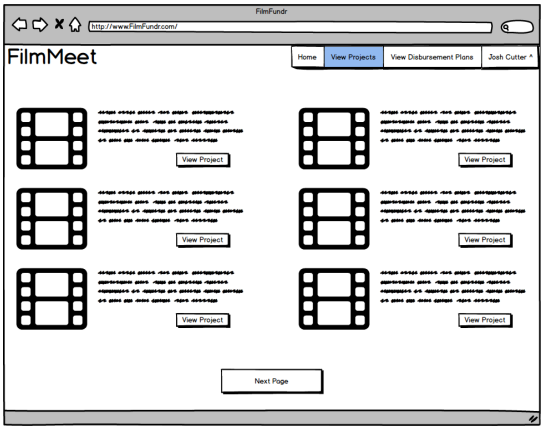
This website will filmmakers to seek investors through a platform that guarantees their (the filmmakers) accountability. The site would act as an intermediary between investors and filmmakers, functioning almost like a producer or studio. Amateur filmmakers would submit their projects for review by the intermediary (the owners of this site) and would be accepted or denied based upon their previous work and future prospects. The intermediary would then seek investors, charge a subscription fee, or allow investors to find the site on their own and select the projects they would like to fund. The intermediary would then be in direct contact with the filmmaker and would essentially manage the invested money. The intermediary would give the filmmaker money progressively as needed, instead of allowing them to make off with the whole lump sum right from the start.

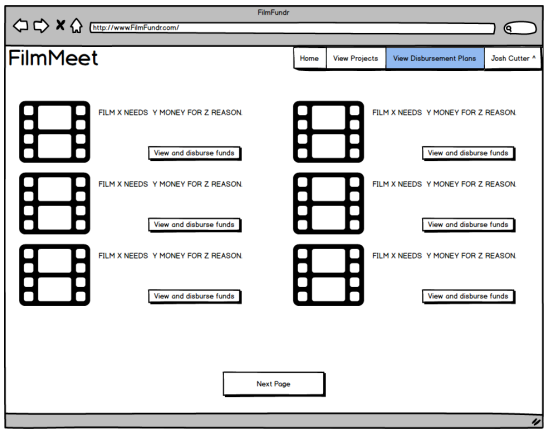
Storyboard



User Interface Wireframes







Usability Criteria Evaluation

This prototype also does a good job of meeting the *ease of use of the final product* usability criteria I specified. It too features a clean, intuitive user interface designed to minimize hassles when used. Again, it is also designed to be somewhat familiar to similar sites that stakeholders may have used previously, such as social media sites or common crowdfunding sites.

It also meets the *appeal to stakeholders* criteria, as the product does a good job of showing its benefits when used. Both film investors and filmmakers should be able to see the benefit of the funding structure the site supports.

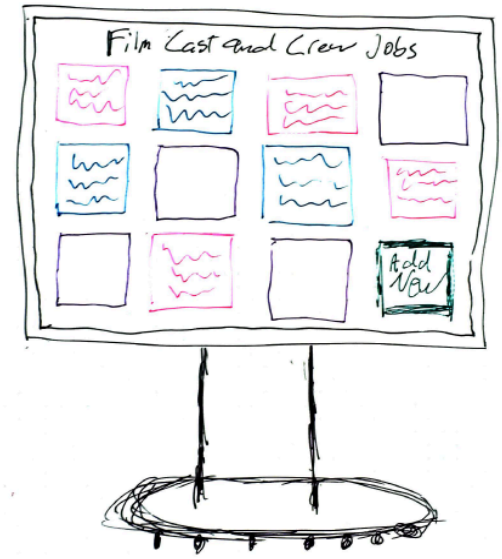
Finally, it meets the *low financial barrier to entry/use* without much trouble. The final version of the site would likely take a percentage of money given to films being funded, however there would be no upfront cost to have a film be in the running for funding. That way, filmmakers with little money wouldn't have to worry about paying a fee to already list their movie on the site.

Strengths and Weaknesses

This system does a good job of fixing what's wrong with funding movies on sites such as IndieGoGo and Kickstarter by introducing increased accountability. It does this by utilizing a middle man to only release funds when the project needs them - decreasing the likelihood that a filmmaker will just run off with all the cash.
It also features a clean and intuitive interface, which serves to draw people in.

Unfortunately, there are sites that have similar goals already live, and they haven't been too successful. Many amateur filmmakers are more interested in making movies on shoestring budgets rather than spend time collecting funds from investors - thus the site may not be used as much as it would need to be to remain profitable.
Also, the site relies on investors to be willing to give to the projects curated on the site. There is no guarantee that investors will like the projects the curation team pick for funding, therefore funding may never actually become available.

FilmForum



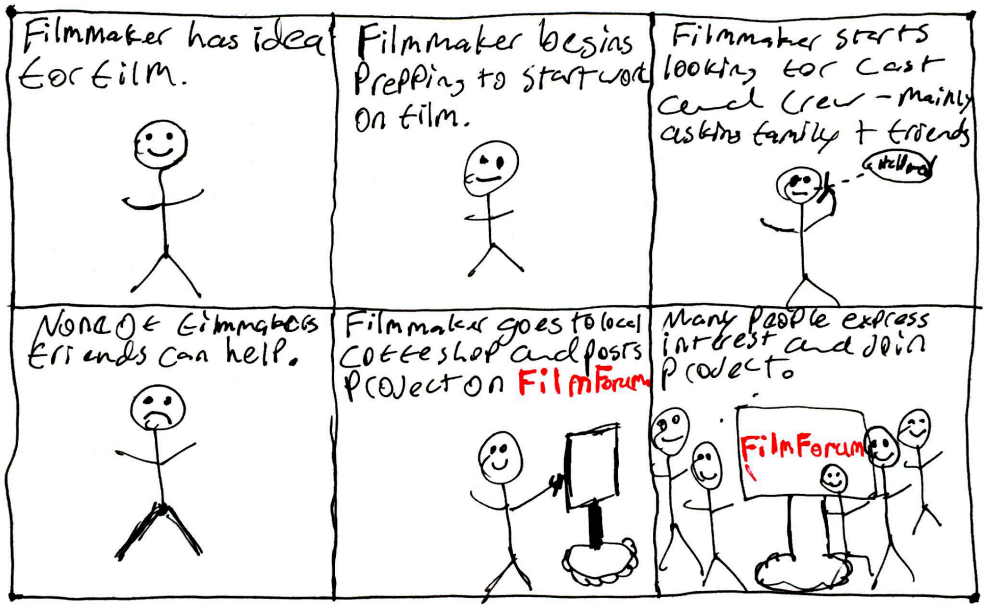
System Information

This job board would be placed in coffee shops, co-work spaces, and other places amateur filmmakers, writers, actors, and crew members hang out while off the job or while seeking new projects to be a part of. It would be a large touch screen that would allow users to create project advertisements that other people could see and respond to in order to get in touch with the creator. The creator could specify what the film project needed yet, when he or she usually hung out at the location where the board was (to coordinate meetings), and where to contact them otherwise. People could also provide feedback for projects, potentially critiquing the idea or the estimated needed personnel and equipment.

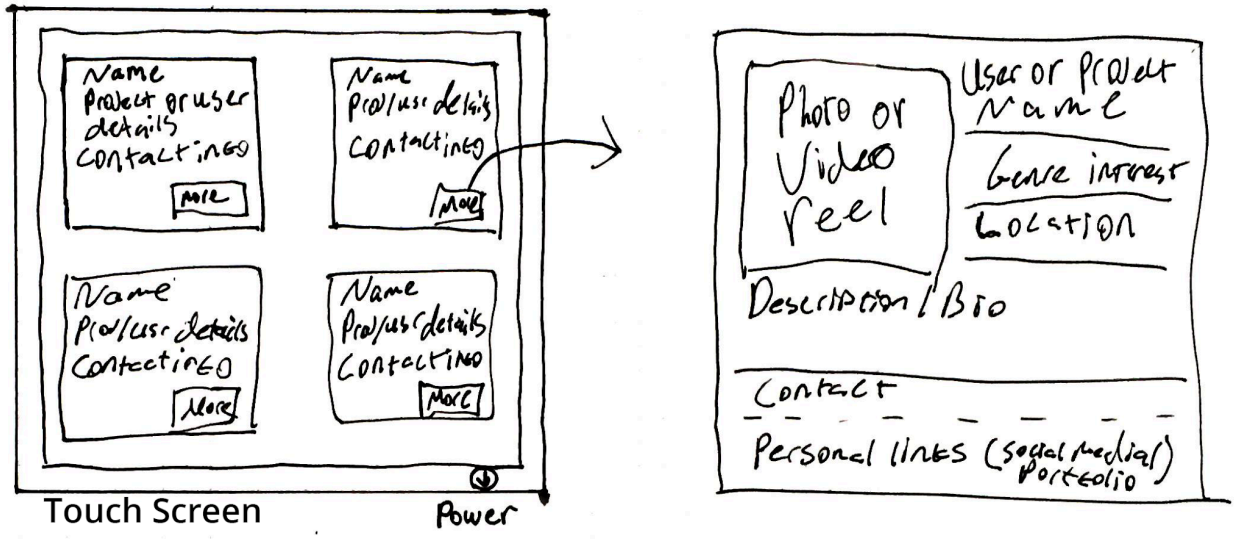
People could also use the board to advertise their acting, maybe even having profiles that allowed them to include their acting reel. By extension, people could also advertise their skills as well as equipment they had to bring to a project.

The physical board itself would be a smartboard or other large touch capable device. There would be a program running on it to provide the job board functionality. It would likely connect to a MySQL database so people could also create, edit, and respond to projects on a specific website as well as the board in the actual physical hangout space.

Storyboard



User Interface Wireframes



Usability Criteria Evaluation

This prototype does a good job of meeting the *ease of use of the final product* usability criteria I specified. The interface should be simple to use and understand thanks to how basic it is. Utilizing a touch screen will also give users a lot of control over where they navigate to (simply by tapping).

It somewhat meets the *appeal to stakeholders* criteria. The product does indeed make finding cast and crew members easier, however only if you frequent the same location that other filmmakers and cast and crew members frequent. If you like a much quieter coffee shop or cafe, you may not find as many ads on the FilmForum's they have at their locations.

Finally, it meets the *low financial barrier to entry/use*. The system would ideally be paid for by each local cafe in order to accommodate their film industry clientele, as well as attract more. Therefore, the primary stakeholders wouldn't have to spend any money on using the system itself.

Strengths and Weaknesses

This system does accomplish the goal of connecting filmmakers with cast and crew in an intuitive way. It also does a great job of disseminating contact info to users so they may begin to work with each other. Finally, it also engages the community by allowing users to post general feedback to each project in order to help it improve.

Unfortunately, the system relies on being placed in a cafe or gathering place where a lot of filmmakers and cast and crew members frequent. The problem with this is certain places will definitely cater to certain film interests in particular, potentially leaving qualified individuals who just wouldn't frequent a certain cafe or hangout out of the loop and unable to take part in advertising and joining projects posted.

The system also assumes cafes or hangouts will be willing to purchase the device, and that may not just be the case. Many of these places will stay popular with or without the board, providing no incentive for purchasing it.

Design Considerations

I ended up deciding on FilmMeet, the website that allows filmmakers and cast and crew members to connect with each other and join projects that fit each individual users interests. I chose this option after talking with my class as well as stakeholders in the industry. I found out that funding wasn't a huge concern for many new filmmakers, thus eliminating the FilmFundr idea. What they really wanted was an easier way to find people to collaborate with on their projects. FilmMeet allows them to do this in a LinkedIn sort of way by adding friends and then by being suggested to projects based upon interests, location, and other mutual connections. The stakeholders also wanted something easily accessible wherever they were, such as a social media type site. This eliminated the physical space based FilmForum. While that system had the social collaboration aspect tied in, it was limited by the fact that it was only usable when physically present in a central hangout location.

Work Plan

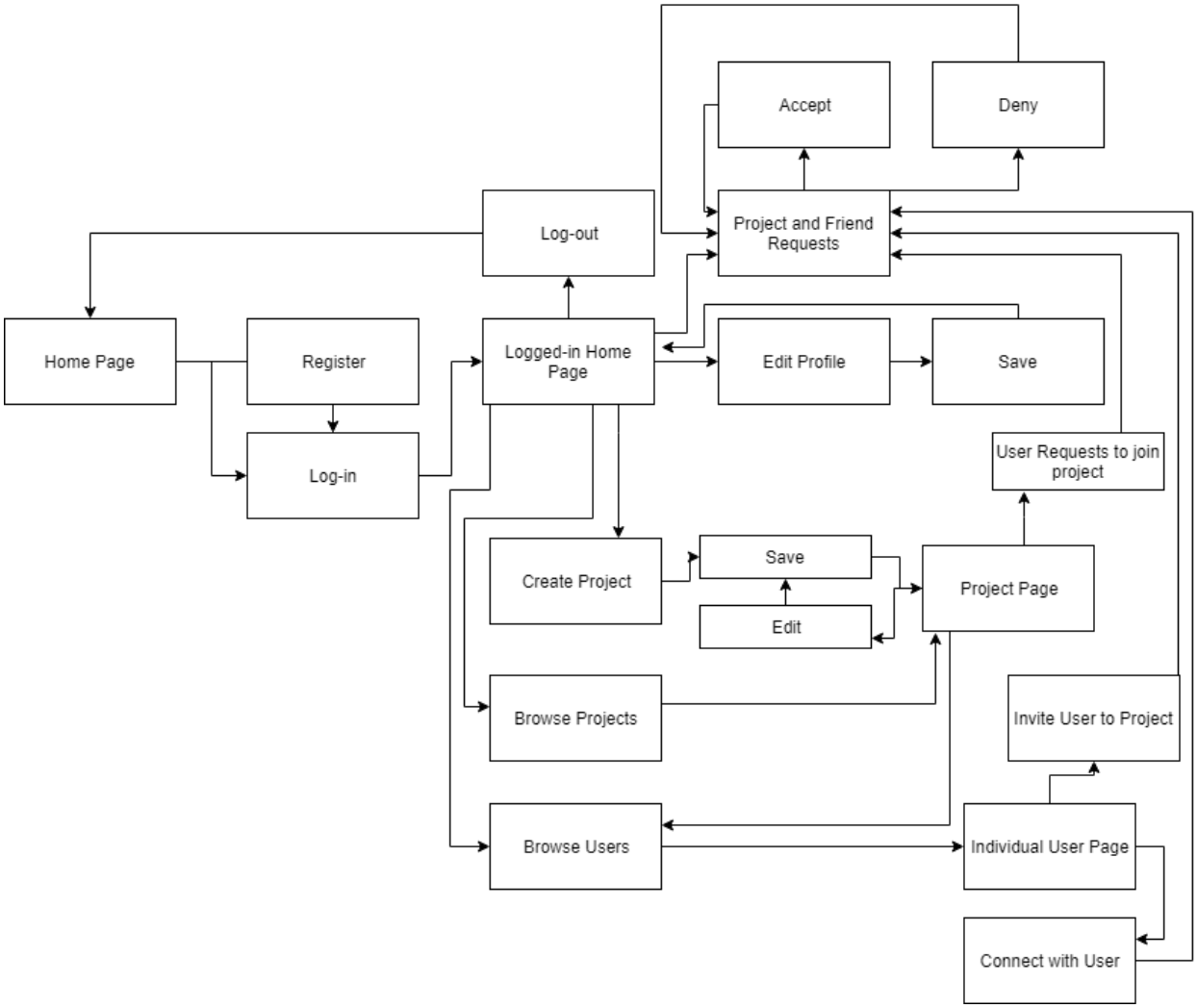
Software/Skills	Experience	Source	Time
Balsamiq	Intermediate	balsamiq.com/products	0 days
Twitter Bootstrap	Intermediate	getbootstrap.com	1 day
MySQL	Intermediate	www.mysql.com	1 day
PHP	Intermediate	http://php.net/downloads.php	1 day
Atom	Intermediate	atom.io	1 day
FileZilla	Advanced	filezilla-project.org	1 day
HTML	Intermediate	html.com	1 day
CSS	Intermediate	www.w3schools.com/css/	1 day

Date?	What?	Why?
2/28	Database design	Preparation
2/28	Wireframes	Preparation
2/28	Set up bootstrap	Preparation
2/28	Design state diagram	Preparation
2/28	Flesh out databases	Preparation
2/28	Configure server	Preparation
3/9	Finish initial projects page	Development
3/20	Finish users page	Development
3/28	Finish friend requests	Development
3/28	Finish friend accept/deny	Development
4/2	Finish suggest users	Development
4/2	Finish add users to projects	Development

4/9	Finish initial design	Development
4/17	Finalize design and functions	Development
4/18	Be done.	

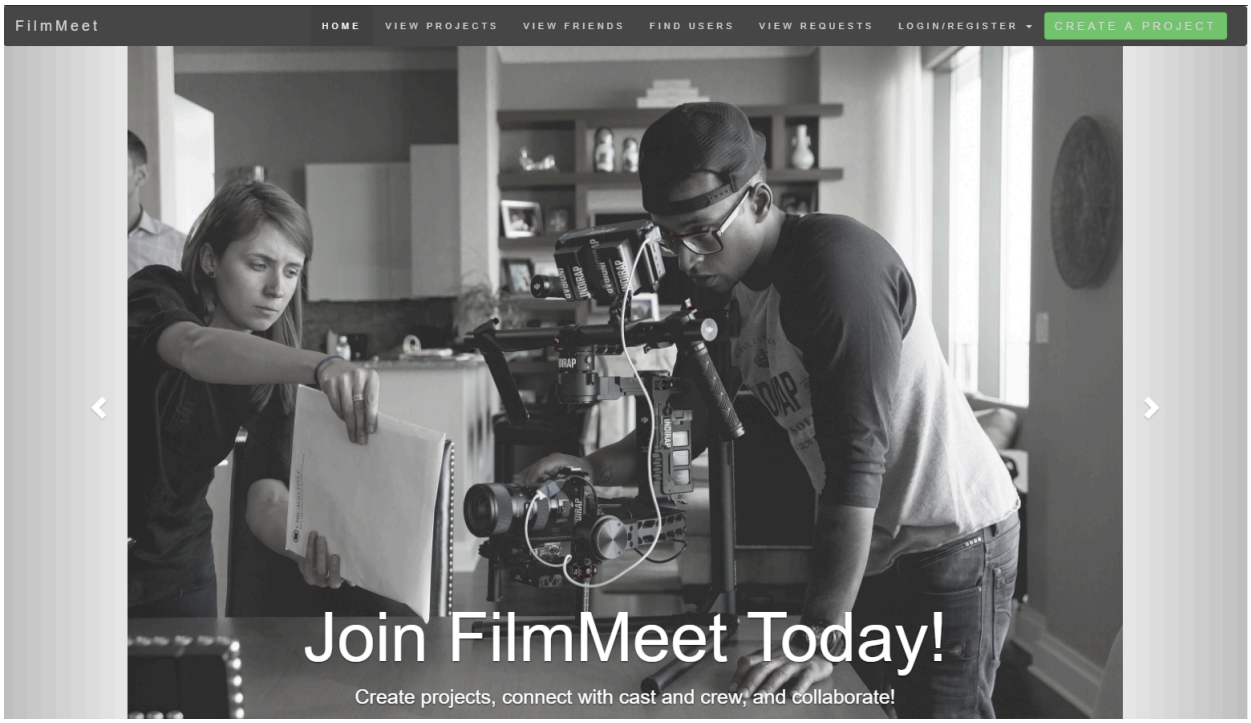
V. Prototype

State Machine

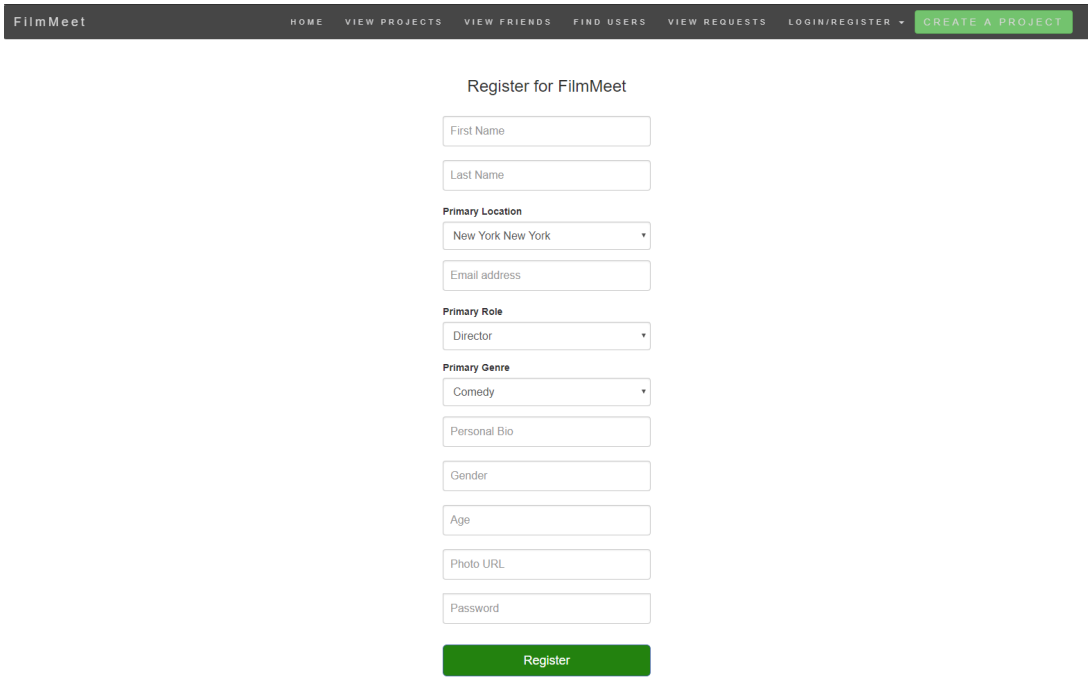


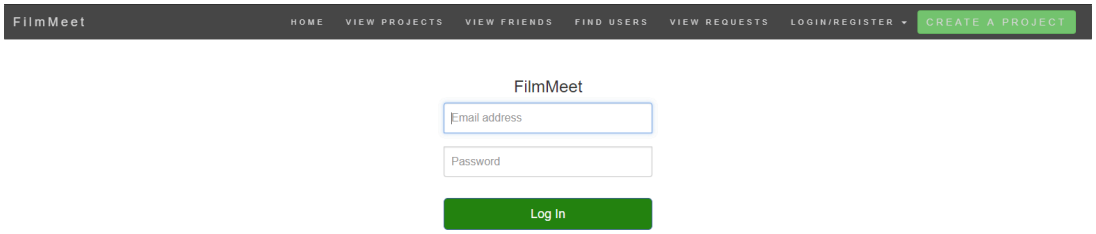
Prototype

The completed prototype of FilmMeet is a website designed to help filmmakers, cast, and crew members who are just starting out get in contact with each other to start working on amateur projects in order to expand their resumes and reels. When users first navigate to the website, they are greeted with a homepage designed to quickly give new visitors an idea of what the site is about (that being collaboration on films)

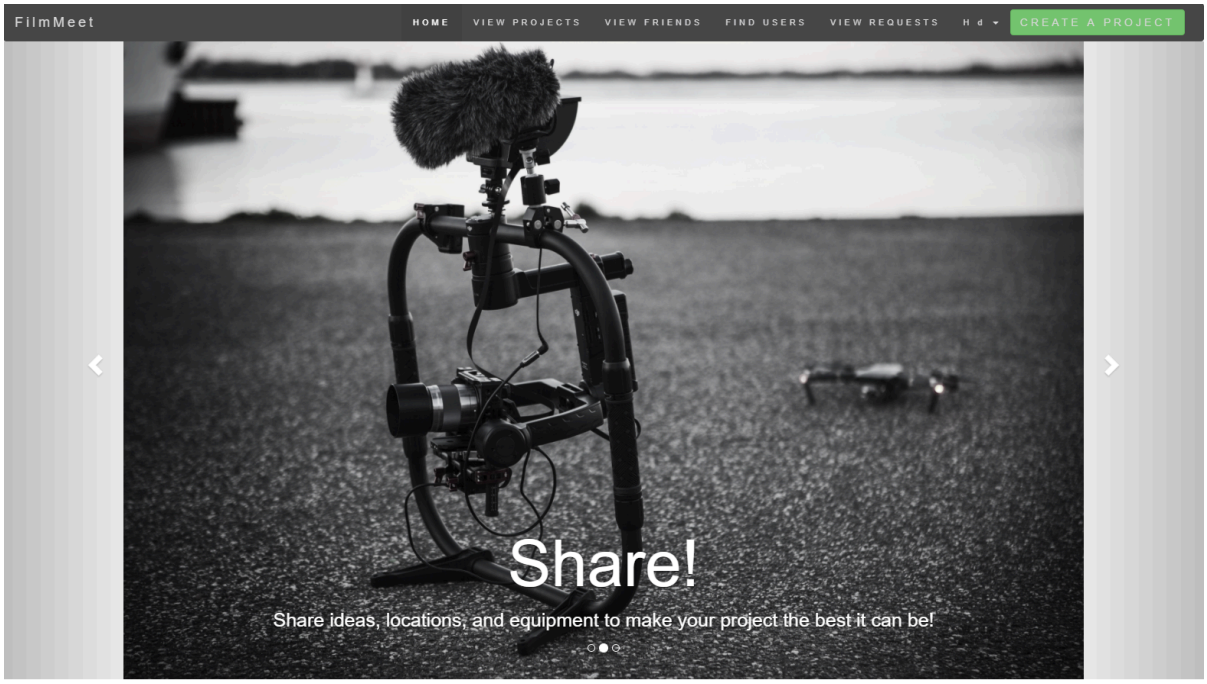


Every aspect of the site is easily accessible via the navbar. When users are first on the page, they are greeted with the LOGIN/REGISTER dropdown menu which allows them to navigate to pages where they can either login or register. These pages were designed to be super minimalist and intuitive in order to speed the process of registration up and avoid frustrations.



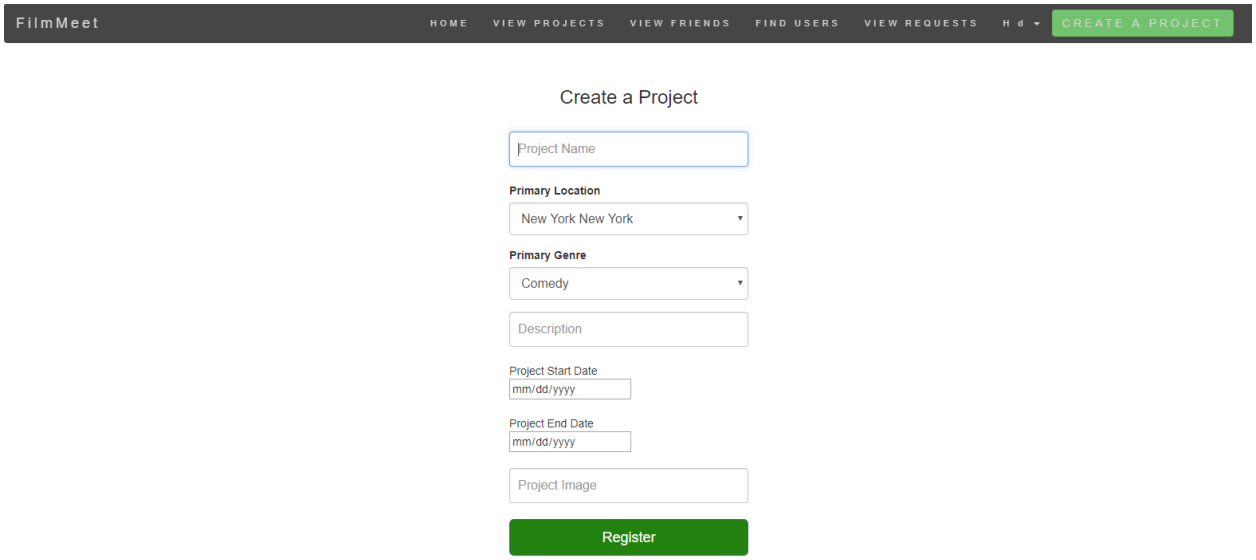


After the user registers and logs in, they are assigned a unique identifier (a cookie) in order to keep track of their movements around the site. This is essential in order to make sure that projects they post, projects they join or invite people to, and friend requests that they send are attributed to them instead of other users. Through all the interfaces, this cookie can be seen to be working through the LOGIN/REGISTER dropdown menu changing to First Name Last Name instead.



The user is then able to start by either creating their own project, browsing through current projects, or by looking for and adding friends. It all depends upon what their goal is. If they add friends first, their network will begin expanding allowing them to have better user suggestions for their projects in the future. If they create a project first, they can already begin recruiting crew members with similar interests. Finally, if they start by looking for a project, they will be able to get to work on a project faster.

When creating projects, the user can specify it's name, location, genre, brief description, start and end date, and a link to its project image. This is designed to be super brief in order to not cause the user to become overwhelmed with too much information entry.



Using the information gained during registration, registered users are displayed in the overall users list. This allows other users to quickly find people who have similar interest and experience. It also helps users find their friends in order to already connect and grow their network. By clicking view on any of the people listed, the user is then greeted with a more detailed user page. From this user page, the user will be able to request any other user on the site as their friend. After the request is made it will show up on the other users requests page and they can either accept or deny the request. Unfortunately, there was a problem cleaning up the individual user page for this prototype, but in the future it will match the design shown in the majority of the screenshots.

FilmMeet HOME VIEW PROJECTS VIEW FRIENDS FIND USERS VIEW REQUESTS H d CREATE A PROJECT

Registered Users

Jerome Payne
Location: Atlanta, Georgia
Genre: Thriller
Roles: Writer
Bio: jerome is great
View

Joshua Cutter
Location: Atlanta, Georgia
Genre: Horror
Roles: Cinematographer
Bio: Josh is a good man.
View

Dexter Serrao
Location: Atlanta, Georgia
Genre: Science Fiction
Roles: Gaffer
Bio: dexter sux
View

Barbara Smith
Location: Atlanta, Georgia
Genre: Comedy
Roles: Actress
Bio: bob sux a lot
View

Zane Cochran
Location: Atlanta, Georgia
Genre: Thriller
Roles: Special Effects
Bio: Zane is awesome.
View

Josh Cutter
Location: Atlanta, Georgia
Genre: Horror
Roles: Director
Bio: hi it's me
View

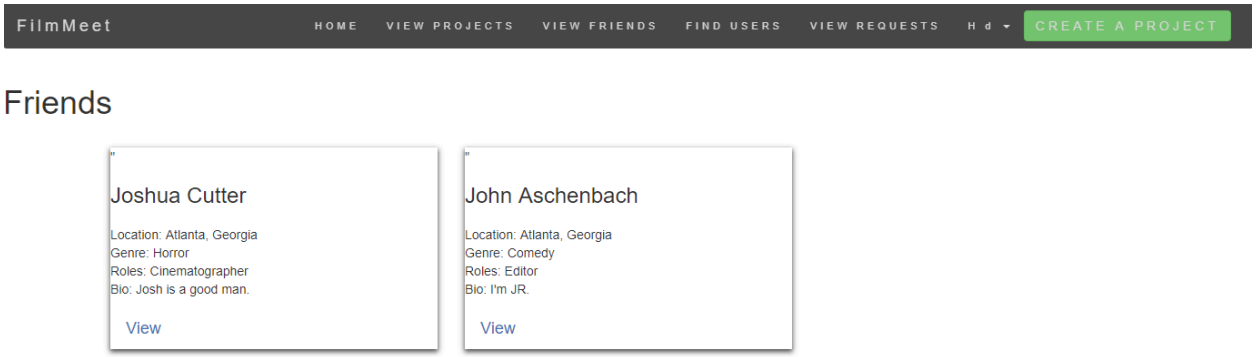
Eric Remoroza
Location: Atlanta, Georgia
Genre: Thriller
Roles: Actor/Actress
Bio: Hopefully in Atlanta
View

Gabrielle Marquez
Location: Atlanta, Georgia
Genre: Thriller
Roles: Cinematographer
Bio: Personal Bio
View

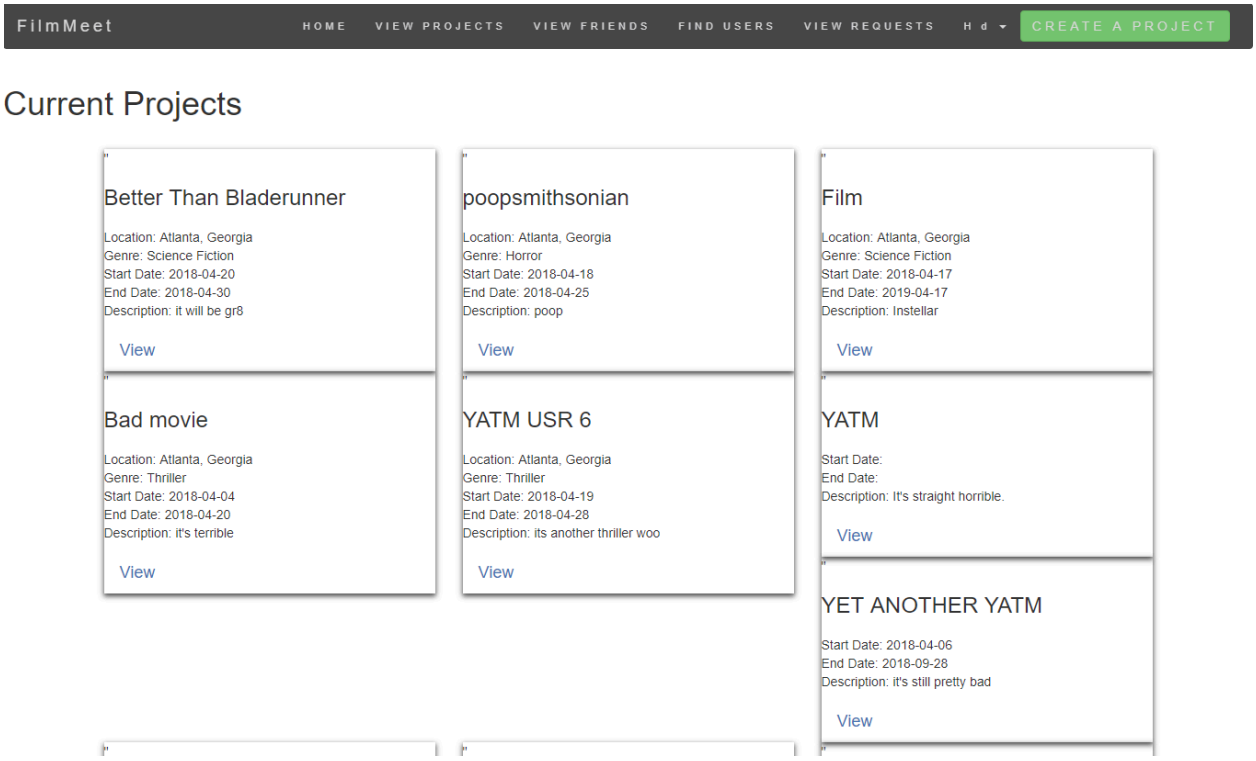
Eric Remoroza
Location: Atlanta, Georgia
Genre: Comedy
Roles: Producer
Bio: Personal Bio
View

Welcome H d!

Name: H d
Username:
Gender: gender
Age: 19
Location: Atlanta, Georgia
Bio: I like spaghetti
Email: hd@gmail.com
Roles: Actress
Genre: Science Fiction
Photo: blank
Reel:
Add as friend
Return to user list



When the user navigates to the current projects page, they are greeted with their projects as well as every other current project. From this page they are able to see brief location, genre info, and a description in order to quickly get an idea of what the project is about. If they are interested in any of the projects that aren't theirs, they are able to click view in order to enter a more detailed view of that project.



The more detailed view also had the same issue as the detailed profile view, so it wasn't able to match the final design of the rest of the website for this prototype. Regardless, it is functional. It allows the user to get a much better idea of what the project is, as well as who has already joined it. From here, the user is able to request to join any role listed within the project that is currently unfilled. They are also able to see a suggested user section if they are the owner of the project. From that suggested user section, the user is able to see all the other members of FilmMeet who have similar locations and genre interests. In the future it will also rank all these by how closely connected the members are to other people who are already a part of the project.

Welcome H d!

Return to Project List

Name: Better Than Bladerunner
Location: Atlanta, Georgia
Genre: Science Fiction
Description: it will be gr8
Project Start: 2018-04-20
Project End: 2018-04-30
Owner: H d
Image: image

Cast and Crew:
Director: Request to Join
Producer: Request to Join
Cinematographer: Request to Join
Actor: Request to Join
Actress: Request to Join
Writer: Request to Join
Editor: Request to Join
Special Effects: Request to Join
Gaffer: Request to Join
Make-up Artist: Request to Join
Prop Maker: Request to Join

Suggested Users
Jerome Payne
Location: Atlanta, Georgia
Genre: Thriller
Invite as Writer!

Joshua Cutter
Location: Atlanta, Georgia
Genre: Horror
Invite as Cinematographer!

Dexter Serrao
Location: Atlanta, Georgia
Genre: Science Fiction
Invite as Gaffer!

Barbara Smith
Location: Atlanta, Georgia
Genre: Comedy

Welcome H d!

Return to Project List

Name: poopsmithsonian
Location: Atlanta, Georgia
Genre: Horror
Description: poop
Project Start: 2018-04-18
Project End: 2018-04-25
Owner: J a
Image: image

Cast and Crew:
Director: Request to Join
Producer: Request to Join
Cinematographer: Joshua Cutter Request to Join
Actor: Request to Join
Actress: Request to Join
Writer: Request to Join
Editor: Request to Join
Special Effects: Request to Join
Gaffer: Request to Join
Make-up Artist: Request to Join
Prop Maker: Request to Join

After the user receives friend requests, is invited to join a project, or has other users requesting to join their project, they can visit their requests tab in order to accept and deny such requests. On this page, the user is able to see detailed information about the users who request to be their friend. They are able to accept or deny based off this information. The user is also able to see which projects other users are wanting to join. Finally, while not shown they are also able to view the requests to join projects they've been sent by other users. The dialogue for the "Projects I've been invited to" and "Requests to join m projects" look very similar.

FilmMeet HOME VIEW PROJECTS VIEW FRIENDS FIND USERS VIEW REQUESTS H d CREATE A PROJECT

Friend Requests

Projects I've been invited to

Requests to join my projects

FilmMeet HOME VIEW PROJECTS VIEW FRIENDS FIND USERS VIEW REQUESTS H d CREATE A PROJECT

Friend Requests

"

Bill Gates

Location: Atlanta, Georgia
Genre: Thriller
Roles: Director
Bio: I have money

Accept Friend Request

Projects I've been invited to

"

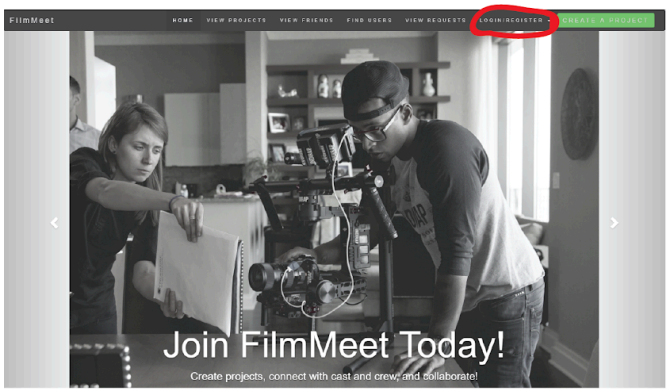
YATM

Joshua Cutter would like you to join YATM!

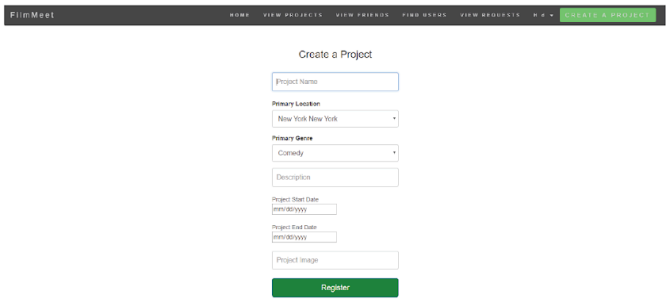
Join Project

Requests to join my projects

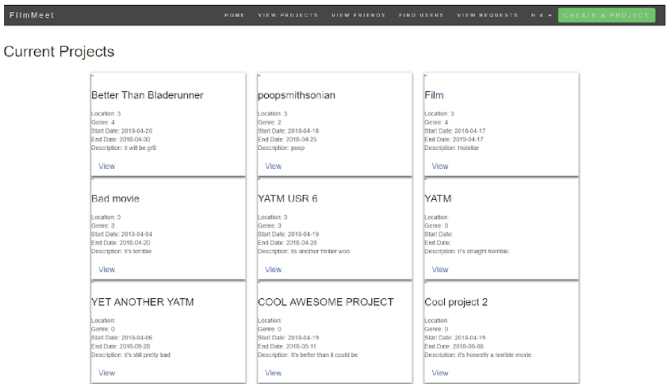
User Manual



First the user should register and log in using the circled drop down menu in the nav bar.



Then the user can either create a project, search for a project, or search for friends. All of these options can be navigated to through the top nav bar.



The interfaces for users and projects are very similar. From this project list, users are able to view important info about each project and click view in order to find out more as well as to see what roles the project needs to have filled.

Once a project is selected, users are then able to see which spots still have openings. They are able to request to join the project in whichever role they believe they are qualified for.
Users who own projects are also able to see users who the system believes are potential good fits for their project. If they agree with the system, they have the ability to invite the users they believe are indeed good fits.

VI. Evaluation

Usability Evaluation Plan

The usability criteria is as follows (as stated earlier): ease of use of the final product, appeal to stakeholders, low financial barrier to entry/use, match between system and the real world, user control and freedom, and aesthetic and minimalist design.

Testing plan: ask users to register, login, add three friends, create a project, and then invite multiple suggested users to the project.

For functions that aren't fully completed, users will be provided with a list of what different numbers mean in relation to locations, roles, and genres.

Here are the questions that the user will be asked after being observed while completing the testing plan:

- On a scale of 1 (being bad) to 5 (being good), how easy was it to navigate on the website?
- What were your thoughts on the design of the user interface?
- Was there any part of the interface that you found frustrating?
- Was there any part of the interface that left you feeling confused or at least unaware of where to go next? Please explain.
- Were there any processes or pages that seemed unnecessary or over complicated? Which ones?

Effectiveness Evaluation Plan

As with the usability plan, users will be carefully observed as they interact with the website. It will be interesting to see how they choose what friends to add as well as what suggested users to add to their project. It will also be informative to discuss this all with them in an effort to get their take on the usefulness of the functions as well as the website as a whole.

The testers who don't have an interest in filmmaking prior to testing this prototype will be instructed to imagine they were an aspiring crew member with a new idea for a film but with no connections in the industry and no friends interested in helping them with their project.

These are the effectiveness questions the testers will be asked to answer after they navigate through the website:

- Was the purpose of this website clear from the first time you visited it?

- Was there any information, processes, or pages that you thought were missing or at least would make the experience better if they were present?
- Was the suggested user feature useful? Did it differentiate between people?
- Do you think this solves a real problem?
- Would you still use a different method of finding talent such as craigslist, meetups, friends and family rather than this site?
- Would you be inclined to use a site like this in the future?
- Do you think using this site would make your life easier?

Data Analysis

Overall, the research conducted brought forward a few different conclusions in both the area of usability and general effectiveness. On the side of usability, all the testers thought the interface design was straightforward. A good number of them also found it to be bland and suggested adding more color. There was very little confusion experienced during testing, and most of the confusion that did occur was the result of some instances of glitches in the system.

Regarding the overall effectiveness of the prototype, as well as the specific user suggestion feature, all the users reported that for stakeholders in the industry, this would be a very useful tool. They appreciated the suggestion feature, as they thought it would help amateurs expand their filmmaking networks in a LinkedIn sort of way. They also reported that they would be likely to use this all in one resource rather than a mix of craigslist, meetups, and friends and family. They thought it would be overall easier and less work to just use FilmMeet.

Discussion of Results

After hearing the feedback, it is clear that FilmMeet is usable in its current state, however there is definitely room for improvement. There was only one tester who reported total satisfaction with the interface, and that was an individual who was more inclined to appreciate it on a more technical side of things. The tester's who didn't have that background all agreed that the colors were bland and sometimes confusing when navigating. This goes to show that different user groups will see things differently - therefore it's important to survey a lot of different types of people.

It also is clearly effective. All the testers reported being able to understand what the site was for just by looking at the home page. This hopefully indicates that other users will have similar experiences and intuitively know what FilmMeet is about. It was also indicated that the suggested users for projects feature was a big plus. It brought the site from being a purely social for filmmakers to being a LinkedIn for filmmakers, thus showing its potential effectiveness as a tool to start launching professional projects.

VII. Conclusion

Reflection

The original idea for this project was to create a better way for content creators to acquire and maintain funding so they could keep on releasing new and interesting material. As the first weeks of the semester progressed, it was realized that this issue wasn't as big of an issue as originally thought. As a part of a pivot, focus was shifted more towards amateur filmmakers and their problems finding money to make their films and other visual media. As research was done on this idea, it was once again determined that it wasn't that big of an issue - most independent filmmakers make due with what they have and never really desire to seek out funding which would put a heavier accountability burden on them. Finally, after more interviews and discussions, it was determined that a real problem these independent and amateur filmmakers face quite often is access to talent willing to help, mostly for free.

From the get-go it was realized that the solution to this problem would most likely be a website, and that turned out to hold true. The proposed design of that website did morph a lot over the course of the project, going from more of an equipment sharing idea to a professional social network idea similar to LinkedIn. The final prototype definitely borrowed ideas from different social networks, as well as casting and meetup sites.

The final prototype does meet the needs of the problem space as it currently stands. Unfortunately it still has some rough edges, which would likely have been smoothed out had work on it been started earlier. One rough edge was manifested through a last minute perplexing error. For some reason, when the navigation bar was added to the PHP user page and project page, everything disappeared. Unfortunately, there wasn't enough time to consult an expert while troubleshooting, so that original PHP minus any styling with BootStrap had to be in the final prototype. All in all though, it is functional and it has received some great feedback that will be used to improve it in the coming weeks if not days following the project.

Future Work

In the future the focus will be fixing the user and project view pages. They will end up being much more aesthetically pleasing and will match the rest of the interface.

Based on user feedback stating the interface was bland and boring, more work will also be done to improve the look and feel, as well as the general user experience of the website - something that suggestions were made about as well.

Finally, both the database and the actual code in many areas needs to be significantly cleaned up. Right now there are a lot of extra lines of code that could be simplified, and there are still functions that do work, just not as well as they should. All of this can and will likely be improved upon in the future.

VIII. Appendix

Research
FilmMakers

Please turn to the next page for the appendix.

Filmmaker Survey

Difficulties new filmmakers face

What is your first name?

Tyler

How would you describe your current position in the film industry? (amateur, professional, student, non-existant, etc)

non-existent

When did you first get into filmmaking? What kind of films did you start with?

In college; I began watching a lot of different films. I ended up developing an affinity for mid-budget indie films

When you first started making films, did you run into major funding issues? Where you able to overcome them? If so, how?

As of yet, I have not attempted to actually film anything, so funding has not been my primary concern

Have you done a project you would consider a "feature" film, or at least a project above the amateur level? How was it funded?

No

Did you have to end or discard any potential projects due to lack of funding?

No

Did a lack of funds inhibit the start of your interest or career in filmmaking?

Not really, as there are plenty of cases where short films, and even feature films, have been shot on absurdly small budgets.

Did you have any issues finding acting talent or essential crew members when you first got into filmmaking?

While I have never attempted filming, most of the people I talk to are willing to provide help. If I were ever to attempt something, I would guess my biggest struggle would be finding adept sound mixers, as this seems to be an area where aspiring filmmakers struggle

Did you have any issues finding acting talent or essential crew members when you began work on your first "feature" or at least non-amateur film?

N/A

How did you compensate your cast and crew (both on professional and amateur projects)?

N/A

Were there any readily accessible resources that you found when starting into filmmaking that made acquiring funds, personnel (acting or crew), or equipment easier?

Not really. Berry College had VikingFusion, which would put out short films every now and then. I attempted to apply there early on in college, but ended up taking a different path.

Are there any resources or services that you wish you had when you were first starting filmmaking that aren't yet available?

No

Are there any resources or services that you wish you had when you began work on your first "feature" or non-amateur film (if you have worked on one)?

N/A

If there are any other difficulties these questions didn't cover, please feel free to detail them here.

For me personally, my biggest struggle to overcome has been lack of formal training when it comes to writing, and being able to fully complete an idea. I didn't get into film until about halfway through college, and it was only in senior year that I had any thoughts about making my own. Watch enough movies, you'll eventually come to the conclusion that you could do better. I have a few script ideas I am working on, one script in progress, but my biggest issue is finding situations to serve as growth opportunities for characters. If I am ever able to complete a script, I am not too worried about how to make it, other than wondering if the story could be better served by better resources. Also, at Berry anyway, there was no film specific program, so to get any sort of education or resources for film, you also had to be interested in news programming, print communications, etc. Something which I never found an interest for.

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Filmmaker Survey

Difficulties new filmmakers face

What is your first name?

Charles

How would you describe your current position in the film industry? (amateur, professional, student, non-existant, etc)

Amateur

When did you first get into filmmaking? What kind of films did you start with?

Homemade films

When you first started making films, did you run into major funding issues? Where you able to overcome them? If so, how?

No problems with funding

Have you done a project you would consider a “feature” film, or at least a project above the amateur level? How was it funded?

All of our films were below a amateur level.

Did you have to end or discard any potential projects due to lack of funding?

Yes

Did a lack of funds inhibit the start of your interest or career in filmmaking?

No

Did you have any issues finding acting talent or essential crew members when you first got into filmmaking?

No

Did you have any issues finding acting talent or essential crew members when you began work on your first “feature” or at least non-amateur film?

No

How did you compensate your cast and crew (both on professional and amateur projects)?

They worked for free because they believed in the film and it's possible ability's to change the world.

Were there any readily accessible resources that you found when starting into filmmaking that made acquiring funds, personnel (acting or crew), or equipment easier?

Yes

Are there any resources or services that you wish you had when you were first starting filmmaking that aren't yet available?

Yes

Are there any resources or services that you wish you had when you began work on your first “feature” or non-amateur film (if you have worked on one)?

Yes

If there are any other difficulties these questions didn't cover, please feel free to detail them here.

Thank you

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Filmmaker Survey

Difficulties new filmmakers face

What is your first name?

Eric

How would you describe your current position in the film industry? (amateur, professional, student, non-existant, etc)

I am currently the Production Supervisor at Viking Fusion and I oversee the entire production team and the projects that are made by the production team. Although Viking Fusion is a student-multimedia station, we still create professional and national award-winning projects.

When did you first get into filmmaking? What kind of films did you start with?

I first got into film my sophomore year of college and started by creating and editing short films.

When you first started making films, did you run into major funding issues? Where you able to overcome them? If so, how?

Our biggest issue for the production team was the audio equipment that we had, which was not great. Every organization in the COM Department (Viking Fusion, Valkerie Magazine, etc.) is funded by the COM Department and sometimes it's difficult to distribute the money evenly. It took a little bit of time, but we were able to convince the Communication Department to give us additional funding for better audio equipment and better cameras, which solved a lot of the problems.

Have you done a project you would consider a "feature" film, or at least a project above the amateur level? How was it funded?

I have never created a feature length film, but I have created a plethora of other projects, including a comedy sketch series, short films, and PSAs. I would definitely say that these projects were above the amateur level. In fact, many of them have received national awards. All of these projects were funded through Viking Fusion by the COM Department.

Did you have to end or discard any potential projects due to lack of funding?

We have not had to end or discard any projects but rather tweak them and push them back to a later release date.Ac

Did a lack of funds inhibit the start of your interest or career in filmmaking?

Actually quite the opposite. I love to work with limited resources because it pushes my creativity. I enjoy the challenge.

Did you have any issues finding acting talent or essential crew members when you first got into filmmaking?

Not at all. Viking Fusion is filled with talented and experienced people who are willing to step up to the occasion. We also host auditions for acting talent and we have not had a problem with filling those roles.

Did you have any issues finding acting talent or essential crew members when you began work on your first "feature" or at least non-amateur film?

Nope! Same answer as above.

How did you compensate your cast and crew (both on professional and amateur projects)?

The production team members are actually paid for there time while working on these projects. As for the actors, its mainly to get their name out there. Both actors and crew can put these jobs in their resumes when applying for jobs after college.

Were there any readily accessible resources that you found when starting into filmmaking that made acquiring funds, personnel (acting or crew), or equipment easier?

Steven Hames, who is the Viking Fusion adviser, has helped us tremendously with his knowledge of equipment and filmmaking. The COM Professors have also been a big help as well.

Are there any resources or services that you wish you had when you were first starting filmmaking that aren't yet available?

I wish we had more resources that could train us on audio production and animation.

Are there any resources or services that you wish you had when you began work on your first "feature" or non-amateur film (if you have worked on one)?

Same answer as above.

If there are any other difficulties these questions didn't cover, please feel free to detail them here.

That's all folks!

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Google Forms

Filmmaker Survey

Difficulties new filmmakers face

What is your first name?

Ben

How would you describe your current position in the film industry? (amateur, professional, student, non-existant, etc)

Amateur

When did you first get into filmmaking? What kind of films did you start with?

About five years ago. Wedding Films

When you first started making films, did you run into major funding issues? Where you able to overcome them? If so, how?

Yes! I overcame them by taking other jobs

Have you done a project you would consider a “feature” film, or at least a project above the amateur level? How was it funded?

No

Did you have to end or discard any potential projects due to lack of funding?

Yes, absolutely.

Did a lack of funds inhibit the start of your interest or career in filmmaking?

Never.

Did you have any issues finding acting talent or essential crew members when you first got into filmmaking?

No

Did you have any issues finding acting talent or essential crew members when you began work on your first “feature” or at least non-amateur film?

No

How did you compensate your cast and crew (both on professional and amateur projects)?

Food, and/or coffee.

Were there any readily accessible resources that you found when starting into filmmaking that made acquiring funds, personnel (acting or crew), or equipment easier?

Lensrentals.com is a fav for me when it comes to getting equipment.

Are there any resources or services that you wish you had when you were first starting filmmaking that aren't yet available?

Not that I can think of.

Are there any resources or services that you wish you had when you began work on your first “feature” or non-amateur film (if you have worked on one)?

N/A

If there are any other difficulties these questions didn't cover, please feel free to detail them here.

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Google Forms

Filmwatchers/Streamers

Film watchers/streamers

Have you ever backed a film or TV project on any crowdfunding sites (kickstarter, Indiegogo, etc…)?

- ○ yes
- ◉ no

If you have, was the final film or TV show ever released?

- ○ It was
- ○ It wasn't

Was there any discernable accountability system in place for the project once funded? Explain.

If you haven't backed a film or tv project ever, is there any particular reason as to why (lack of certainty, no interest, etc)?

I never really knew that it existed. I don't spend a great deal of time on kickstarter or anything like that.

Would you ever consider backing a film or TV show project on a crowdfunding site? Why or why not?

I would if -
A) I knew it existed and it interested me
or
B) I had a friend that needed help to complete a project for it.

Would you ever consider backing a film or TV show project if it bought a stake into the profits of the project?

- ◉ Yes
- ○ No

Do you subscribe to video streaming services such as Netflix or Hulu?

- ◉ Yes
- ○ No

Would you consider subscribing to a service like Hulu or Netflix that allowed you to have a say in the content produced? Explain.

I don't know that I would be interested in that. I don't watch alot of TV to begin with so I'm not sure that would ever interest me.

Do you feel that independent filmmakers get a real shot in the film or TV industry, or are they stifled by high barriers to entry?

I feel as though they are stifled. The way I perceive the movie industry is that hollywood (meaning all of the big time studios) have a monopoly on movies and TV and try and limit competition the best they can.

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Film watchers/streamers

Have you ever backed a film or TV project on any crowdfunding sites (kickstarter, Indiegogo, etc...)?

- ○ yes
- ◉ no

If you have, was the final film or TV show ever released?

- ○ It was
- ○ It wasn't

Was there any discernable accountability system in place for the project once funded? Explain.

I have not funded any projects

If you haven't backed a film or tv project ever, is there any particular reason as to why (lack of certainty, no interest, etc)?

no interest and no money

Would you ever consider backing a film or TV show project on a crowdfunding site? Why or why not?

I would if it was a project that I was interested in.

Would you ever consider backing a film or TV show project if it bought a stake into the profits of the project?

- ◉ Yes
- ○ No

Do you subscribe to video streaming services such as Netflix or Hulu?

- ◉ Yes
- ○ No

Would you consider subscribing to a service like Hulu or Netflix that allowed you to have a say in the content produced? Explain.

That would be dope. More user input is always a good thing.

Do you feel that independent filmmakers get a real shot in the film or TV industry, or are they stifled by high barriers to entry?

I don't know enough about the film industry to give an answer.

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- ○ yes
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If you have, was the final film or TV show ever released?

- ○ It was
- ○ It wasn't

Was there any discernable accountability system in place for the project once funded? Explain.

If you haven't backed a film or tv project ever, is there any particular reason as to why (lack of certainty, no interest, etc)?

I ain't got no money

Would you ever consider backing a film or TV show project on a crowdfunding site? Why or why not?

Yeah when I get money

Would you ever consider backing a film or TV show project if it bought a stake into the profits of the project?

- ◉ Yes
- ○ No

Do you subscribe to video streaming services such as Netflix or Hulu?

- ◉ Yes
- ○ No

Would you consider subscribing to a service like Hulu or Netflix that allowed you to have a say in the content produced? Explain.

If I had stock in it as well, yeah.

Do you feel that independent filmmakers get a real shot in the film or TV industry, or are they stifled by high barriers to entry?

With Disney buying everything, you'd have to work for Disney to produce something

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- ○ yes
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If you have, was the final film or TV show ever released?

- ○ It was
- ○ It wasn't

Was there any discernable accountability system in place for the project once funded? Explain.

If you haven't backed a film or tv project ever, is there any particular reason as to why (lack of certainty, no interest, etc)?

crowdfunding has always seemed like a very lame way to raise money to me and my close friends, often times we laugh and poke fun at the concept of asking other people to just throw money at you. i feel a severe lack of trust toward crowdfunding as well as find its easy to mislead potential backers

Would you ever consider backing a film or TV show project on a crowdfunding site? Why or why not?

Would you ever consider backing a film or TV show project if it bought a stake into the profits of the project?

- ◉ Yes
- ○ No

Do you subscribe to video streaming services such as Netflix or Hulu?

- ○ Yes
- ◉ No

Would you consider subscribing to a service like Hulu or Netflix that allowed you to have a say in the content produced? Explain.

no, its their job to design the content, i dont feel id do a better job.

Do you feel that independent filmmakers get a real shot in the film or TV industry, or are they stifled by high barriers to entry?

no, i feel the barrier to entry is extremelly high and there is a large risk associated with investing your own money into it

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Film watchers/streamers

Have you ever backed a film or TV project on any crowdfunding sites (kickstarter, Indiegogo, etc...)?

- ○ yes
- ◉ no

If you have, was the final film or TV show ever released?

- ○ It was
- ○ It wasn't

Was there any discernable accountability system in place for the project once funded? Explain.

If you haven't backed a film or tv project ever, is there any particular reason as to why (lack of certainty, no interest, etc)?

No opportunity

Would you ever consider backing a film or TV show project on a crowdfunding site? Why or why not?

Perhaps, if felt good.

Would you ever consider backing a film or TV show project if it bought a stake into the profits of the project?

- ◉ Yes
- ○ No

Do you subscribe to video streaming services such as Netflix or Hulu?

- ◉ Yes
- ○ No

Would you consider subscribing to a service like Hulu or Netflix that allowed you to have a say in the content produced? Explain.

Yes. Be able to shape direction.

Do you feel that independent filmmakers get a real shot in the film or TV industry, or are they stifled by high barriers to entry?

Stifled. Need a patron.

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Film watchers/streamers

Have you ever backed a film or TV project on any crowdfunding sites (kickstarter, Indiegogo, etc…)?

- ○ yes
- ◉ no

If you have, was the final film or TV show ever released?

- ○ It was
- ○ It wasn't

Was there any discernable accountability system in place for the project once funded? Explain.

N/A

If you haven't backed a film or tv project ever, is there any particular reason as to why (lack of certainty, no interest, etc)?

Hasn't been presented to me

Would you ever consider backing a film or TV show project on a crowdfunding site? Why or why not?

Potentially, but something such as this has not presented itself to me. I personally would not likely seek it out to fund it.

Would you ever consider backing a film or TV show project if it bought a stake into the profits of the project?

- ◉ Yes
- ○ No

Do you subscribe to video streaming services such as Netflix or Hulu?

- ○ Yes
- ◉ No

Would you consider subscribing to a service like Hulu or Netflix that allowed you to have a say in the content produced? Explain.

Yes, I am always more likely to invest in something that I think offers some control over the content; perceived or otherwise.

Do you feel that independent filmmakers get a real shot in the film or TV industry, or are they stifled by high barriers to entry?

No, two words... Michael...Bay... "It's all about the money boys!!!" Big Dan T

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Film watchers/streamers

Have you ever backed a film or TV project on any crowdfunding sites (kickstarter, Indiegogo, etc...)?

- ○ yes
- ◉ no

If you have, was the final film or TV show ever released?

- ○ It was
- ○ It wasn't

Was there any discernable accountability system in place for the project once funded? Explain.

N/A

If you haven't backed a film or tv project ever, is there any particular reason as to why (lack of certainty, no interest, etc)?

No interest/ don't watch much tv and film

Would you ever consider backing a film or TV show project on a crowdfunding site? Why or why not?

If it interested me in terms of knowledge (i.e. documentary, etc..) or entertainment

Would you ever consider backing a film or TV show project if it bought a stake into the profits of the project?

- ◉ Yes
- ○ No

Do you subscribe to video streaming services such as Netflix or Hulu?

- ◉ Yes
- ○ No

Would you consider subscribing to a service like Hulu or Netflix that allowed you to have a say in the content produced? Explain.

Sure, I would love to make suggestions based on what future shows and projects I would like see. If the service responded well to my feedback, I most likely would spend less time just "looking/searching" for shows and more time watching what I enjoyed!

Do you feel that independent filmmakers get a real shot in the film or TV industry, or are they stifled by high barriers to entry?

Most likely stifled by high barriers, at least when it's oriented around a 'for-profit' interest.

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User Testing and Feedback

Actor, Writer

1. 3. Create a project's text should be bolded. Top nav bar is super straightforward. Get rid of "view" in different titles.
2. Love the homepage. Other pages were bland. Filmmeet title in nav bar should send you home.
3. Drop down bar annotations. Some labeling was frustrating as well.
4. Project hierarchy didn't make sense.
5. After he's created a profile there is still an opportunity for him to register.
6. The suggestion feature was logical.
7. Yes. The purpose was clear.
8. About us would be great, as would a contact page.
9. No. This centralized website would be much more useful than any of the alternatives given.
10. Yes. He would be inclined to use the site regularly.

Bonus thought: a sign out would be nice.

Actress

1. 4. It was clear in what steps needed to be taken, but find users and view friends makes it complicated to find people. Titles could be changed - important functions but confusing structure.
2. Very bland interface. There is a lot of room for improvement. Inconsistencies in structure.
3. There wasn't a clear reason to add friends yet.
4. If she is an actress and just wants to find something to work on, it wasn't clear that she should just look for an existing project.
5. Viewing friends didn't seem necessary yet.
6. They were close to the location and genre of the project that she created.
7. Yes, but there is work to be done to make the idea more concise and communicable.
8. Pictures would be good. Actresses (and other roles) should include measurements, resume, reel, etc.
9. It was useful and it made it clear why some people were better suited for the project than others.
10. This makes it easy for new members to this field to make connections - so yes.
11. She would probably still use both.
12. Yes.

Writer

1. 5 - it was clear
2. It could use some better ways of tracking locations, roles, and genres - it was bland.
3. Inputting data was very frustrating. It wasn't very easy.
4. A link failed to work properly.
5. Very blank pages make things seem complicated.
6. They were close to the same location and genre.

7. Not sure - didn’t spend too much time reading the first page.
8. More info about the users in general.
9. Yes - very useful especially when you don’t know people.
10. Yes - if it’s aimed primarily at amateur filmmaking.
11. More likely to use this - especially with user ratings and shared connections.
12. Yes - if I was an amateur filmmaker.
13. Not sure.

Cinematographer/Filmmaker

1. 3. Interface can be improved - not as clean as it should be.
2. Bland design
3. Green button was shown from the start and was confusing - the user thought that was where he was supposed to register.
4. Nothing here.
5. NA
6. Connect filmmakers to collaborate (linkedin for filmmakers)
7. There should be a place to upload films they’ve done.
8. It was useful and it did differentiate.
9. He believed it was a real issue - he has had a hard time finding people to collab with.
10. He’s never used craigslist to find talent, his family isn’t talented in the film area, meetups are harder to get involved with - the initial connection is hard on a meetup.
11. Yes. Absolutely.
12. Yes.