

## **DM6103 – Interactive and Immersive Media**

### **Assignment 2 – FilmFreeway User Activity and Interactive Tools**

FilmFreeway.com is a multipage website/web application with a searchable and filterable database of global film festivals, and a user film project submission portal.

At the outset, before you log in or create an account, you are presented with a homepage broken up into a number of page or view width sections. The first is header with the company logo and four links over a full page width hero banner image with text and an action button. Next a featured rotating clickable bar of famous film festival logos which brings you to the festival database page, and then 3 action cards, inviting you to submit a film or learn more. Directly below there is a page width image with two testimonial blockquotes. There is a responsive grid of 24 square film festival thumbnails, which grey out and present a 'view festival' text overlay invitation on mouse hover. The final element before the footer general information links and socials is a final full page width banner with a further 'Get Started' call to action. The page uses traditional feedback on mouse hover, with a cursor change or button colour change to indicate state.

What we were tasked with in this assignment was to create an account, add a film project and proceed through all of the submission steps until the moment of paying at checkout.

#### **Creating an account**

On clicking the 'Sign Up' button in the right of the navbar, a lightweight dialogue overlay pop-up appears, over a greyed-out homepage in a lightbox style to focus the user on the sign-up options; sign in with a Facebook account, Google Account or Email address. Underneath the three option buttons is a click to accept Site Terms and Privacy Policy statement. On clicking the first overlay is replaced with a longer one with four single text input fields. At the top are two links to allow you to still sign up with Facebook or Google if you have changed your mind. The text boxes prompt the user for information with placeholder inlay text; First Name, Last Name, Email Address, Password and two radio buttons to indicate if you are submitting to a festival or run a festival and want to list it. There is a reCaptcha on the bottom left of the screen, but no user interaction required, suggesting it is an automatic user-behaviour based Captcha. There is no click to confirm account email or 6 digit code verification.

#### **Adding a project**

As I had indicated that I was a user wishing to submit a film project on signing up, the first page after logging in displays a green success toast and the Add A Project page. This is a *Simplified Static Single-Page Process* (Scott and Neil 174) form, broken up into five distinct field sets. This would differ from many websites use of an incremental *Dialog Overlay Process* (Scott and Neil 168) or wizard, as the user base for this website is for a specific audience and task. The design is boxed and clean, in comparison to the lively homepage with banner images and festival logos. Each field set of form questions is indicated by a white panel and a large section number. It is important to mention that the questions asked in the following fields change slightly, appropriate to whichever of the Project Types you select at the outset radio button group. For this assessment, I continued with the default selection of Film / Video project.

The first group pertains to the Project Information, with project type and Title being the only two required fields. Section two is the submitter information, which is by default closed, and openable as a drop down inlay, presumably because you may not need to edit submitter information with every project you submit. Blue always visible buttons are used throughout for additive actions. Save buttons are green throughout.

Section three is interesting in that this is the one that is most customisable. This is the Credits section. This will have different default fields based on project type, allows you to add additional people to fields, as would be useful for multiple cast members, or delete sections that you do not require. The panel also allows you to add a new nameable custom section by clicking on a button on the bottom left. This triggers a *browser JavaScript alert* (Scott and Neil 111) single text input box, into which you type your custom section title. You can further Group Edit and arrange the sections using the four arrow handle at the top left of each panel. This functionality is indicated by the icon, cursor change to a four direction arrow, and on mouse hold and move, dashed boxes for origin and destination placement.

Section four pertains to Specifications and uses checkbox groups, single text input fields with placeholder inlay, dropdown hour/minute/second steppers, a calendar date chooser and combo box dropdown lists. Section five for Screenings information presents an accordion box that you can add to. This is the only field with actions elaborated on using tooltips. As the process of adding all the required information, the user is given encouragement as to their progress thus far and the prompt to save the project using a prominent centrally positioned green button.

### **Additional editing**

On saving you get a success modal overlay with greyed out screen and two next action options, 'add project file' and 'browse festivals'. First to the project area. This has a button bar of options, two of which are the same – 'View Project' and 'Project Files'. Selecting a section cases a full page refresh. These two pages are a selection of file upload areas for different kinds of media, indicated by a choose file button with typed fields for information and a URL, or visual media upload field cards with image icons, plus signs and text descriptions of the media type, e.g. film poster, director photo. This opens a user device file browser. It does not offer drag and drop file submission zone. On uploading, a pencil icon on the top right of the file thumbnail indicates by tooltip on hover that you can change or remove the asset, clicking on this drops down a menu with both options. Uploading video has an animated green progress bar, followed by a success screen indicating that the file will be processed which may take some time, and two action buttons to browse festivals or add another project. 'Edit Project' allows you to edit any information in the five field area you entered information into on creating the project. The 'Privacy' page has three field areas; Project Visibility with four radio button options and a preview and save buttons; Project Page URL single text input field with a save button and finally two radio buttons for Download Permissions and a save button.

To the right of the four project edit options is a single green 'Marketing Options' button, which links to a page of nine cards with different paid project spotlighting options. Each of these options use a script to indicate when the next available booking and how many spots are available. On mouse hover, a detail overlay pops up after a second on learn more, disappearing when you move your mouse away. To the right there is a small example image

that on clicking pops up to a larger lightbox display and is dismissed by clicking off it anywhere on the screen. Selecting any of these services brings you to a booking page, where you open your projects list to select the project to spotlight or promote, use a calendar date chooser and checkout box.

From the header, 'My Projects' brings you to an overview of all your projects, with a thumbnail, title overview blurb and options to view, edit, edit project files, change privacy or delete project, the latter indicated by a separate red button.

### **Choosing a festival and submitting a project**

The 'Browse Festivals' page has a full width search bar and blue search button at the top. To the left, there is a side bar field set of filter actions, ranging from two radios for festivals open to entries or all festivals, event type check boxes, category check boxes, an entry fee slider, a festival age slider, project runtime slider and further collapsed, chevron indicated sections for festival focus, region, deadline and date. The list of festivals updates with, as Diane Cronenwelt put it in Interaction Design Deliverables, "immediate feedback that the selections I've made have been updated" (LinkedIn) via a temporary overlay box with a loading spinner to indicate the data is updating. The results can be ordered by a number of modifiers such as ratings, dates and entry fees.

On finding the festival you desire, you can click on the card to go to the festival profile, from where you can see more information on the festival including photos, rules, timeline of deadlines, location, key staff and social media links. There is a link to submit on this page, but you can submit a project directly on the festival card on the list page. Clicking in either location brings up an overlay table of categories and prices with a checkbox beside each amount. At the top of this you select the project you wish to submit using a dropdown combo box. The cart options are greyed out and inactive until you complete the necessary selections. Some selections will prompt an extended field set to provide additional information. Only on completion of this section can you proceed to your cart and payment.

The checkout button opens a separate page with a full-width Cart Summary with subtotals and an optional button for adding a cover letter, which opens a text box. There are a further two cards offering a discount for gold membership and submission protection before the Secure Checkout section. In this section there is a discount code input box, two payment method radio buttons, card number, date and security code input fields all with *checksum verification* (Broderick 2) to prevent errors. It has a checkbox for saving payment information, with a default state of selected. Underneath there is a Payment Summary table with a prominent, centred payment button in green.

### **Potential final steps**

For the final steps my team posited that there would be an error state response page, as well as a success page. The error page gives information on the error and directs you to the previous page to correct your information. The success page gives you feedback that your order was successful and that confirmation will also be emailed to your registered account. Based on interaction with website overall there would be a prompt to desired further actions; viewing the submission you have just made, or going back to browsing festivals in order to submit projects to more events.

Logging out, in addition to editing settings and user profile information is accessed by using the large orange icon at the top right of the page. This icon is easily discoverable on the website due to its colour – everything else is black and white or a primary bootstrap colour. On hover an inline clickable shade menu appears, with ‘Log Out’ represented in text and traditional power off icon as the last option.

## Sources Cited

Causley, Broderick. “The Secret behind the Luhn-Ie.” *XRDS: Crossroads, The ACM*

*Magazine for Students*, vol. 19, no. 1, 2012, pp. 81–82. *Crossref*,

<https://doi.org/10.1145/2331042.2351917>.

“Interaction Design: Deliverables Online Class | LinkedIn Learning, Formerly Lynda.Com.”

*LinkedIn*, 10 Aug. 2021, [www.linkedin.com/learning/interaction-design-deliverables](http://www.linkedin.com/learning/interaction-design-deliverables).

Scott, Bill, and Theresa Neil. *Designing Web Interfaces: Principles and Patterns for Rich*

*Interactions*. 1st ed., e-book, O’Reilly Media, 2009.