Brainstorming

Design brief 3: Media Library

Create the design for a website that both streams media and allows users to curate their own collection. This could be a music player, a film streaming service, or anything that works with time-based media (audio or video).

See

- *List of available media to consume* [Search results]
- *Categories or ways of finding media* [Search]
- *Details on a specific item* [Page]
- *Recently consumed media* [History or Saved]

Do

- *Log in* [Login]
- *Arrange media into sequential lists* [View/edit playlist]
- *Control media playback* [Play in preview or large player]

Design pitch template

Your design pitch must use the following headings:
Differentiation
Assumptions
Design Strategy

Differentiation

Each design brief is very general. In this section, describe the exact kind of establishment or service. Are you going to focus on in your assignment?
What is your store selling? [N/A]
What kind of media is your site streaming?

- Videos (commercials)
- Users suggest (not upload) videos
  - Avoid duplicates
  - Keep for posterity
- Users control playlists, not videos

How does your interface design meet the needs of this specific establishment?

- One-click/tap for main functions
  - Watch, play
  - Save for later
  - Claim participation

- Searching / sorting
  - Industry
  - Brand
  - Agency
  - Vendors (production, director)
  - Style
  - Region
- Mobile-compatible (if time)

Assumptions

In this section, consider what your users are like. Make some reasonable initial assumptions about their characteristics and unaddressed needs.

Roles
- Work in or with ad industry
  - Creatives (copywriters, art directors)
  - Producers (directors, editors)
  - Managers
- Interested in but not part of industry
  - Students
  - Journalists
  - Consumers

Characteristics
- Tech-rich
  - High-bandwidth Internet, modern device (Apple)
- Goal-oriented: specific ads or ad types
  - Seeking inspiration
  - Assessing work (competitors, candidates)
- Busy, not leisurely

Unaddressed Needs
- One-stop shopping
  - Goes to multiple sites
- Granular search
  - Google-style search too broad
- Efficient searching (scanning)
  - Sites have huge thumbnails

"Whenever ..., I (don't) want ..., so I can ..."

Agency

      Whenever I search for directors to hire, I want to see commercials within an industry, so I can find directors who have that experience in one place.

Client

      Whenever I search for ideas to give potential agencies, I want to gather commercials by a certain look and feel, so I can easily show the agencies what we want tone-wise, and not just tell them.

Creative/Student

      Whenever I want to study a specific brand, I want to gather all commercials of its commercials, so I can see the tone and look of their commercials as well as the larger strategies, which might have changed over time.

Casual

      Whenever I want to see a commercial from the past, I don't want to have to remember the company or anything I like, so I can find it by searching using whatever I can remember.

Design strategy

In this section, you can directly address your evaluators and tell them why your design is great.
How will you address your user's needs?
What features or approaches make your design unique / interesting / better than the alternatives?

- Users can quickly save and sort (immediately or eventually)
- One-click actions
- Keyboard sorting (i.e., type number)
- People wouldn't have to lose their search results when they examine items
- Preview on same page on as results
- Built for easier searching, sorting, sharing compared to most video sites
- Lists with smaller thumbnails, not grids with huge thumbnails (Ads of the World)
- Generated suggestions by similarity (users can tailor preferences)
- Underlying suggestion-logic more transparent than
  - YouTube
  - AdLand
  - Ads of the World
  - Spotify
  - Vimeo
  - YouTube