

JAMA

Just another movie app

Third presentation

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Idea: User

- Everyone loves movies! **But...**
 - ... there is simply too much to watch
 - ... it is difficult to track all nearby cinemas and their offers
 -
- JAMA helps to solve the 3-W problem...
 - **Where to watch** - it shows all cinemas near you!
 - **When to watch** - it lists all the cinema schedules!
 - **What to watch** - it helps you to decide!

The screenshot shows the JAMA mobile app interface. At the top, there's a search bar with the text 'er'. Below it, a list of movies is displayed with their posters and titles: 'Portrait einer jungen Frau in Flammen', 'Joker', 'Gundermann', 'Der Leuchtturm', and 'Systemrenner'. Each movie entry has a green rating bubble: 8.4 for 'Joker', 8.3 for 'Gundermann', and 8.2 for 'Der Leuchtturm'. A detailed view for 'Joker' is shown on the right, featuring a large poster, the title 'Joker', and a table of cinema listings. The table has three columns: 'OVERVIEW', 'PLAYINGS', and 'COMMENTS'. The 'PLAYINGS' column shows the cinema name, date, and time. The 'COMMENTS' column shows the distance and showtimes.

OVERVIEW	PLAYINGS	COMMENTS
Rundkino Dresden	Fri, 31 Sat, 01 10:00 12:10	0.25 km 14:30 14:30
Filmtheater Schauburg	Sun, 02 11:45	3.12 km

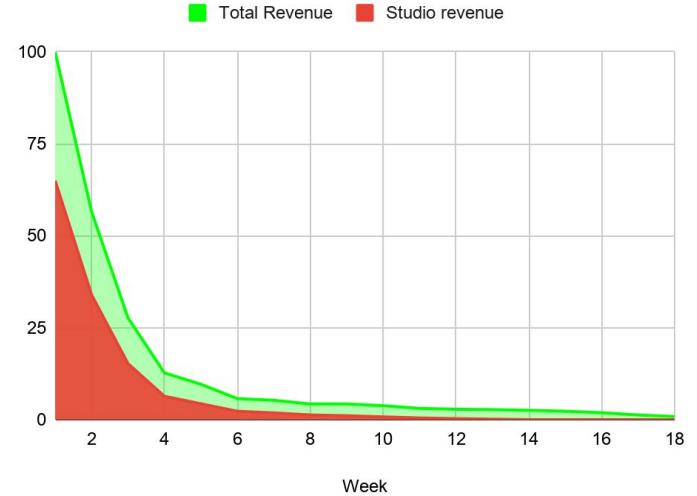
Idea: Partner

Situation:

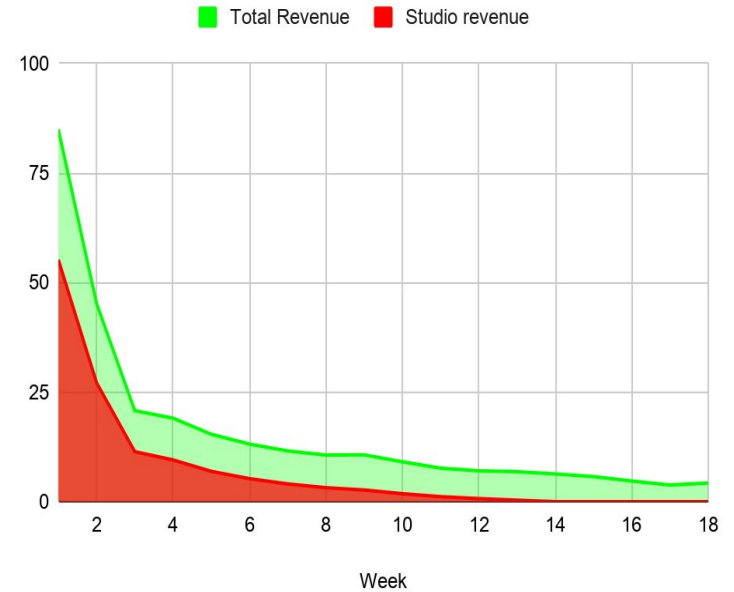
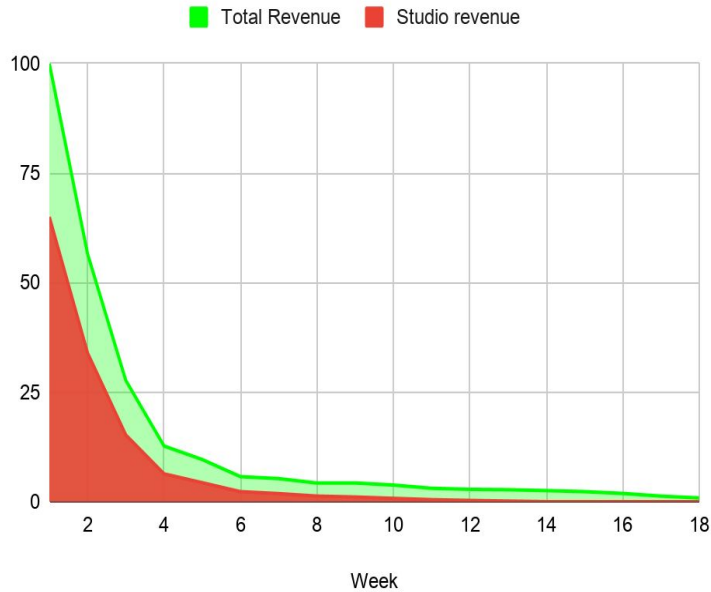
- attendance spikes in the **first 3-4 weeks**
- **60-80% of revenue** in this time goes to the producer

Target:

- shift of attendance to the second and subsequent months after release ("**shift right**")
- global attendance increase



Estimated Revenue Increase



Target group

Employed adults (20 - 45 years of age)

- enough resources to afford regular cinema visits
- not enough time and energy to plan and relying increasingly on ads and technology to do it instead of them
- seeking easy ways to release steam or relax
- wanting to experience something new (“I have seen already everything in Netflix”)
- cautious not to download or stream from illegal sources



Use cases

Hmm, What I'm going to do in the evening/ on the weekend ?



When and where:

- Commuting
- Standing in line
- Waiting
- Smoke pause
- Lunch

Issues / Challenges:

- Limited data volume
- Being offline
- Low battery

Adaptations - Network Data

Offline- & Connectivity Challenge



wifi

- all data is fetched from server and all operations are executed on the server



mobile-network

- only high priority and basis data are downloaded
- images of lower resolution are downloaded
- searches are executed on the server

offline

- cached data is used
- searches are executed on the currently stored data



Adaptations - Energy consumption

Energy Challenge



Full / sufficient battery

- GPS

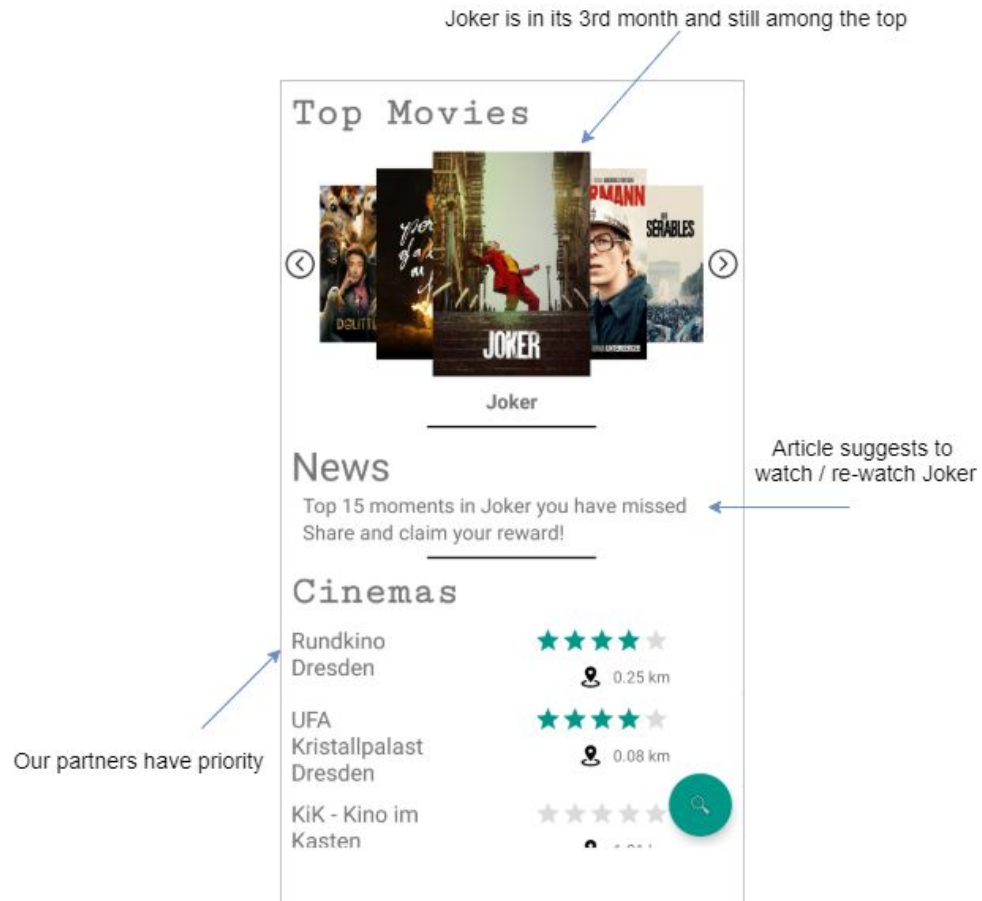


Low battery (< 25 %)

- wifi for position tracking
- last known position (in case of no wifi)

User focus management

- Movie feed contains also movies in later stages of their life-cycle
- News feed contains targeted articles
- Cinema feed prioritizes our partners



Future roadmap

Gamification


- quizzes
- thematic minigames

“Movie tracks”

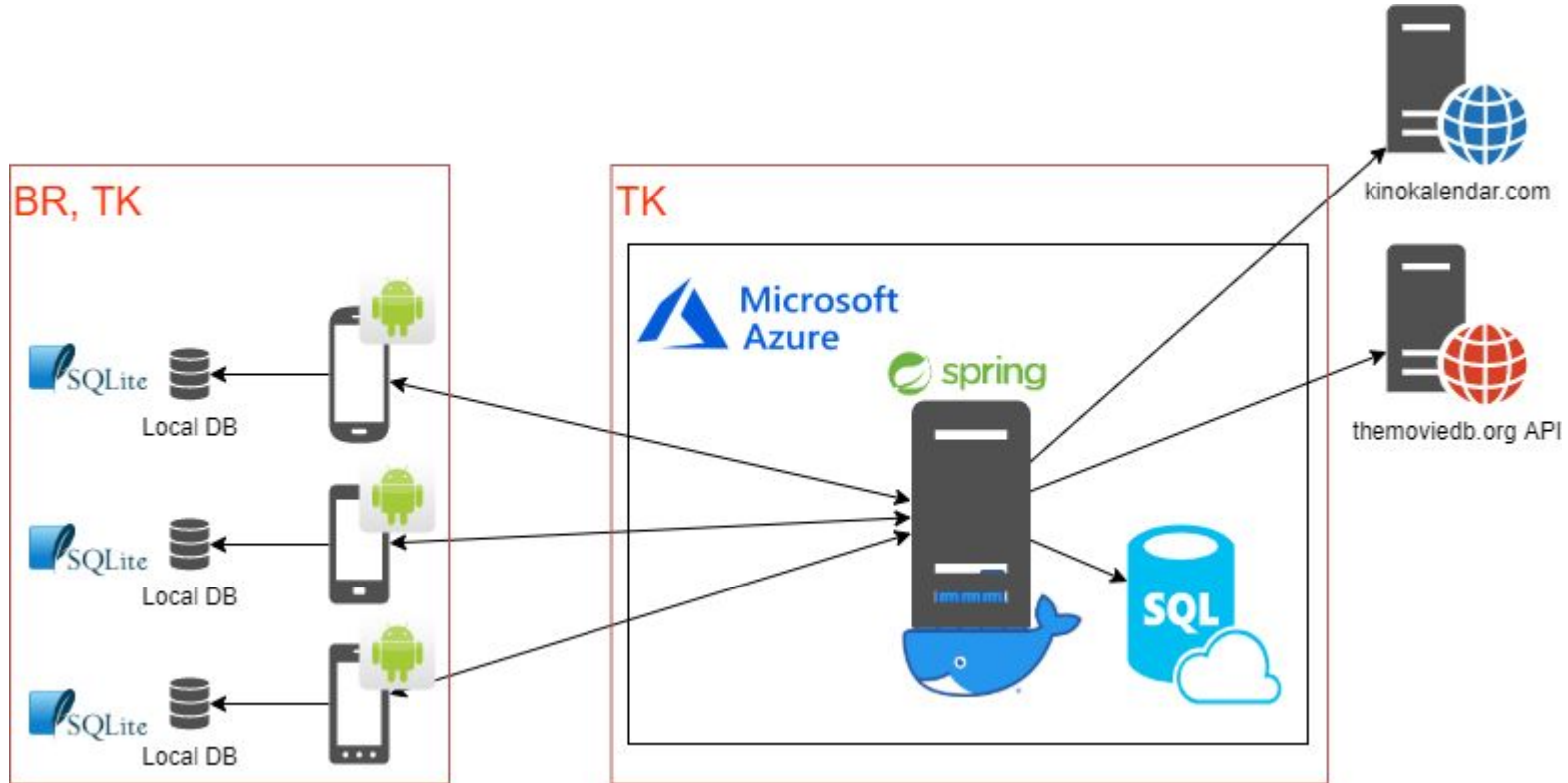
- watch set of movies within defined intervals and receive a reward

Reward system

- watch and win
- collect points and claim your rewards

 How many rounds had shot Indiana Jones from his revolver without reloading?

Architecture, Technologies, Tasks



Schedule

- November
 - Analysis and Mockup
 - First presentation (8.11.2019)
 - Application design and prototyping
- December
 - Implementation
 - Second presentation (13.12.2019)
- January
 - Testing
 - Bug Fixing and the finishing touch
 - Final presentation (31.1.2020)

Thank you for your attention!

