

# Personalisation for Enhanced User Experience: A Design Project with Move Me

Anisha Kataria

## Abstract

This project delves into enhancing the user experience of the Move Me movie recommender platform by integrating personalisation and customisation features, aligning with evolving user expectations. Research and analysis of leading interface designs and Move Me's current platform led to the development of Information Architecture for the application. Tree test analysis and user feedback helped refine the IA to optimize usability.

The subsequent phase involved the creation of high-fidelity prototypes, followed by a usability test aimed at evaluating the impact of these enhancements on real users. The analysis of user responses demonstrates the positive impact on user engagement and satisfaction, despite some mixed reactions.

## Introduction & Background

Move Me is a start-up with a unique recommendation platform that uses emotive words and emojis to suggest movies aligning with users' desired emotional states. Being in its initial stage, the platform lacked user data and personalised features, a crucial component in modern recommendation services. Through desk research and comparative analysis, it was evident that amalgamating personalisation and customisation attributes offer a promising solution to enhance the user experience by tailoring content to individual preferences.

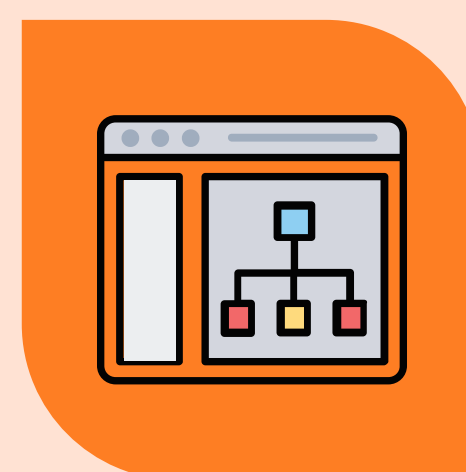
## Study Methodology



Desk Research



Comparative Analysis



Tree Testing

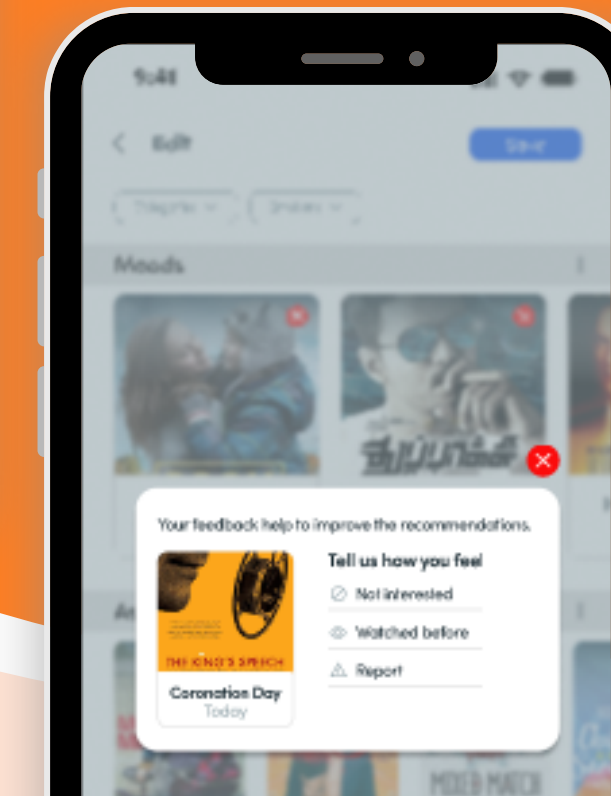
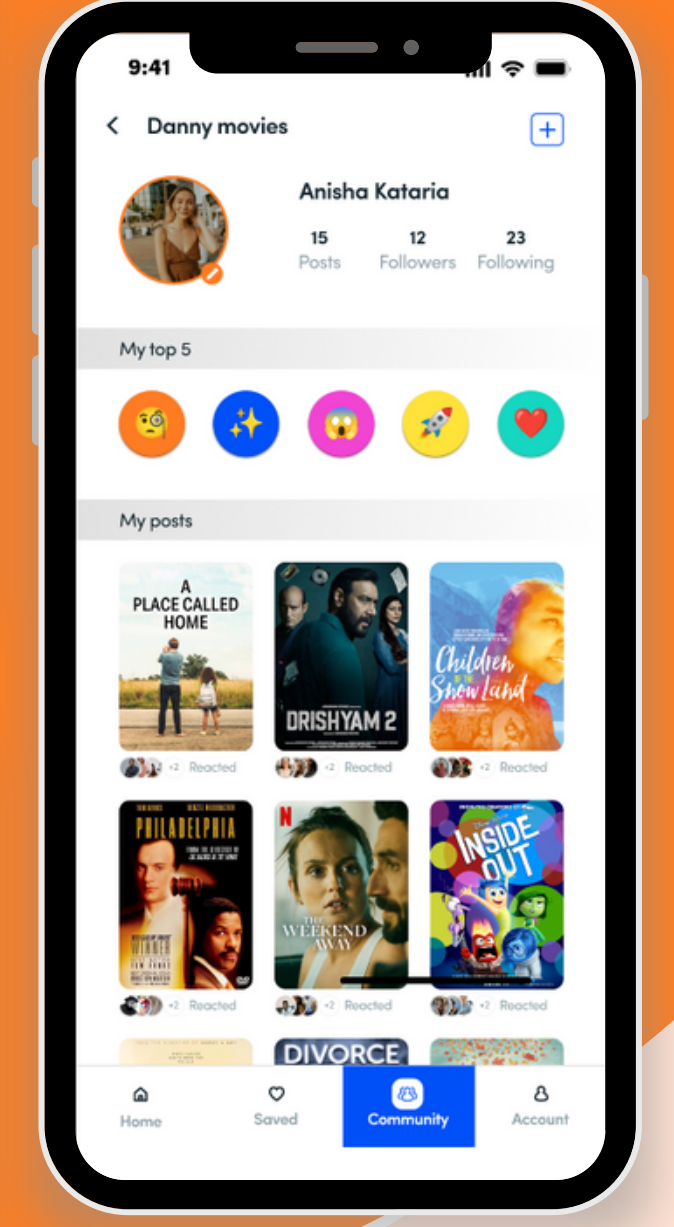
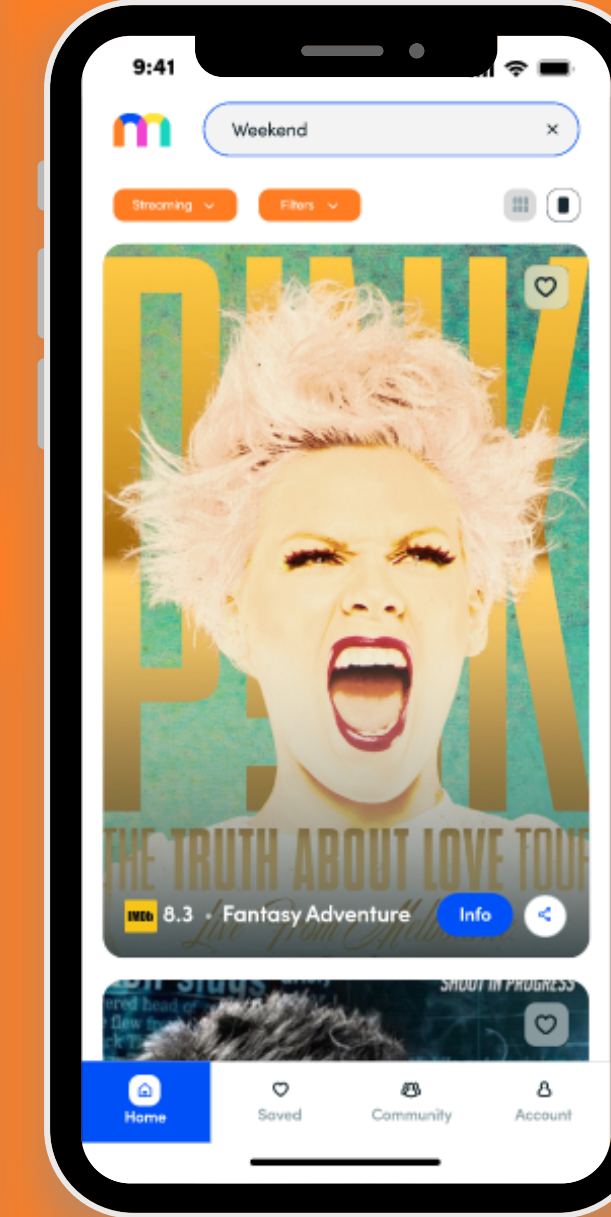
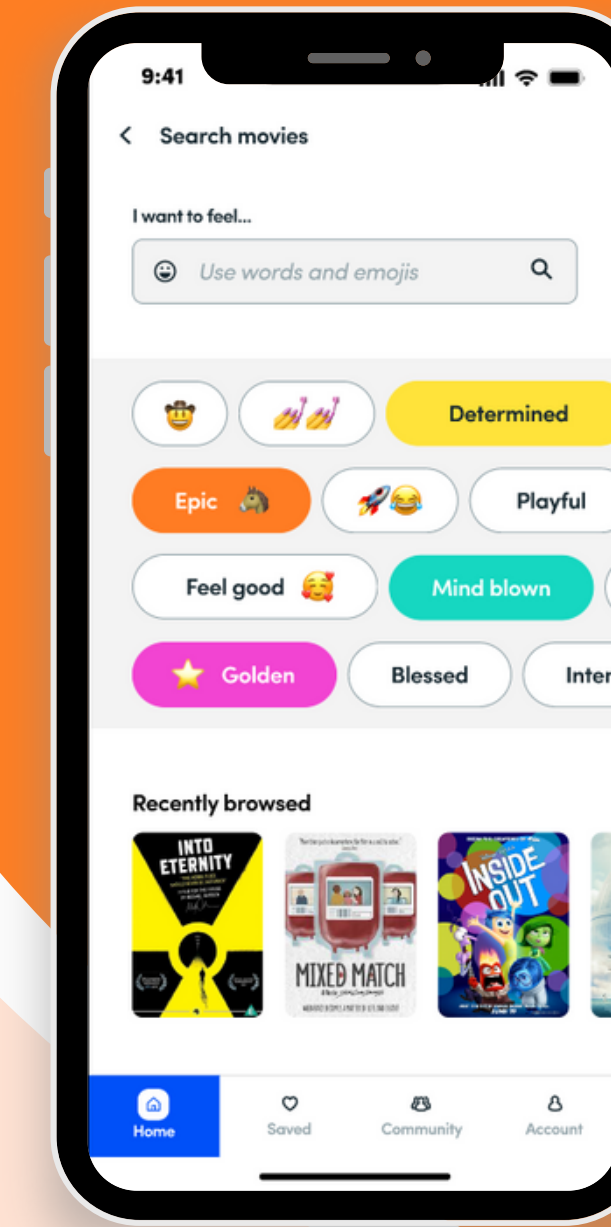
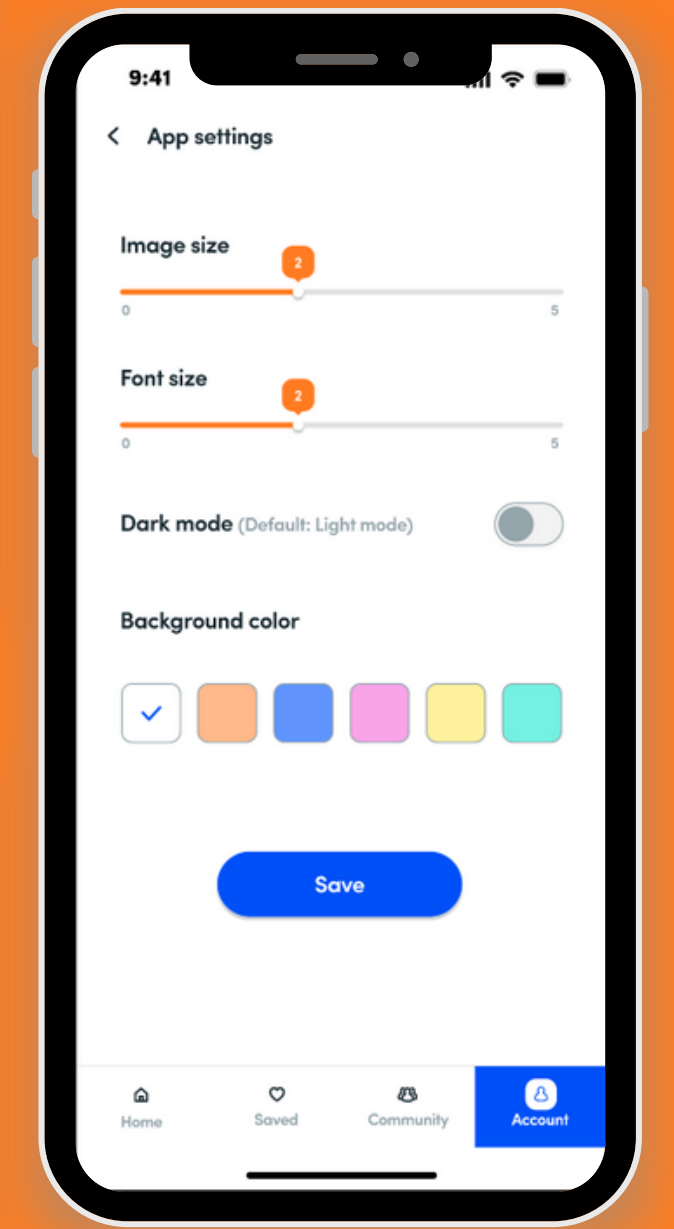
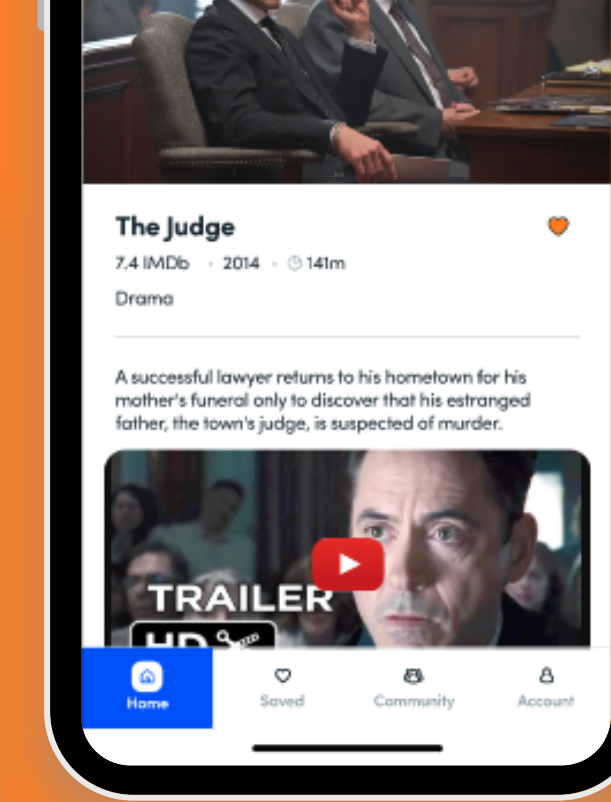
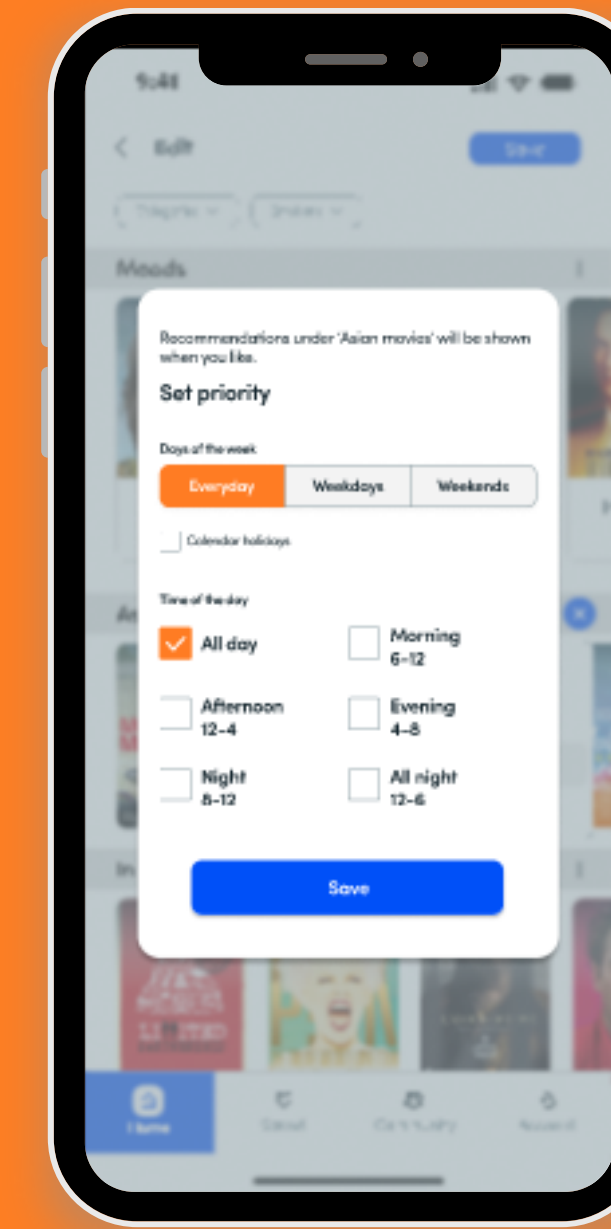
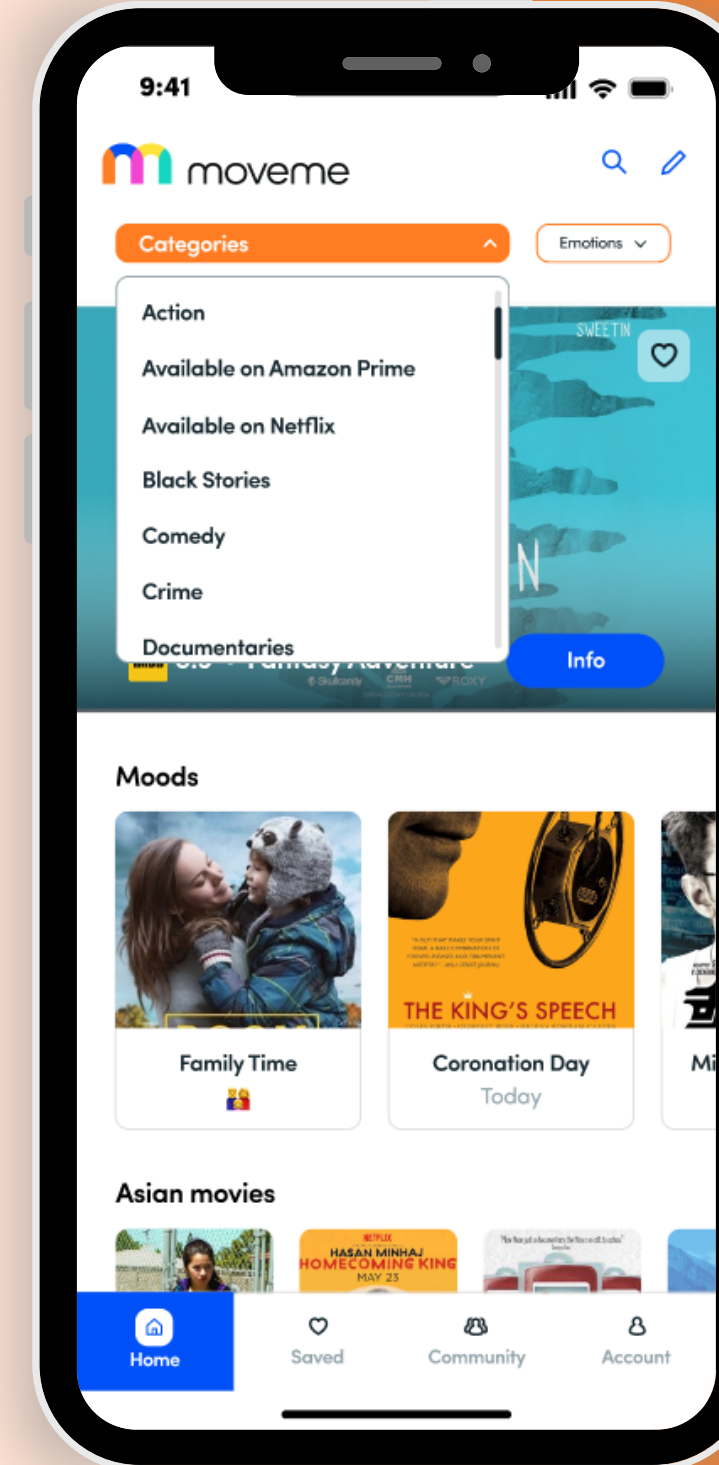


Hi-fidelity Prototyping



Usability Test

## Design



## Testing & Evaluation

**Pre-test Survey-** Questions to get an idea of users' preferences while selecting and watching movies.

**Usability Test-** First, users explore the Move Me mobile website and all the features it offers. Next, they are asked to interact with the new prototype design and complete a few simple tasks to check the layout, appeal and ease of use with the added features.

**Post-study Survey-** In the end, users rate the design elements based on personalisation, customisation, usability and satisfaction.

## Conclusions & Future Work

77%

The added features gave the users 77% more control over the personalised recommendations.

The introduction of personalisation and customisation significantly improved user experience.

Yes

Features that made the most positive impact.

- Curated dashboard
- Saved list
- 'You may also like' list
- Edit- set priority

Although some features can be refined, none were deemed unnecessary.