

Direct-Competitive Intelligence Research Notes

	IMDb	Rottentomatoes	Metacritic	Movies.com	Movies.Yahoo.com	Hollywood.com	Moviefone.com	Netflix	Fandango	Lionsgate Films
Effective prioritization of information to assist in movie choices and information sought	3	3	5	2	3	3	3	5	4	5
Appropriate organization & categorization of content	3	4	5	2	4	3	3	5	3	5
Addresses the unique needs of users	3	2	2	2	4	3	3	5	3	1
Recognizes and addresses the needs of new users	3	2	2	2	4	1	3	5	3	1
Total Score	12	11	14	8	15	10	12	20	13	12
Direct	IMDb's true strength is in its depth as a database, but it does not guide the user to specific information that they might be looking for, nor does it strive to create that type of experience	Rottentomatoes creates great "themed" events, which helps direct the site visitor to potential information they could be interested in--sections like 'spotlight' are extremely helpful	Metacritic is excellent at prioritizing critics reviews and guiding the user through the decision process of which movie to choose. While it encourages movie lovers to submit their own ratings and includes those...it does not created a personalized/localized feeling	This is a heavily cluttered and full of clumsily placed advertisements--provides a very poor user-experience. The user leaves in despair	Clear, transparent links are extremely helpful in directing the user through the experience, Yahoo.Movies.com does allow for extensive personalization and localization that adds great value this aspect of the site	From a "direct" perspective, this site is littered with links left and right, no clear call to action or direction for the site visitor. A scrolling ticker at the top of the page is very confusing; it is not clear whether you have landed on a Wall Street site or whether you are on a movie site	This is site is a colossal disaster over all--however its saving grace is that it has a box in the nav bar where you can enter in your zip information and get local movie listings. Additionally, there is some limited cookie/preferences because the site does provide local listings--where you are automatically directed to local theaters in your area	Netflix excels at directing the user, incredible user experience guidance is clear and actionable	Fandango's saving grace is that the top box office hits are placed square in the middle to the page, which directs the user--presumably a person who is interested in top box office events--to the information that they are looking--the remainder of the experience in terms of direct is passable at best given that you are having to dodge the over-stimulating aspects of the site	Lionsgate provides a very shallow (few clicks) and presents links and information very clearly--ex: for movies that have trailers to be viewed--lionsgate has a small camera next the listing indicating that a trailer is ready to be viewed--however given that it is a 'brochure' for a movie studio, it is devoid of capabilities that allow you to 'personalize' or be recognized as a user.
Additional Comments										

Rating Key

- 1- Unsatisfactory
- 2- Occasionally Satisfies
- 3-Satisfactory
- 4-Good
- 5- Excellent

Inform-Competitive Intelligence Research Notes

		IMDb	Rottentomatoes	Metacritic	Movies.com	Movies.Yahoo.com	Hollywood.com	Moviefone.com	Netflix	Fandango	Lionsgate Films
Inform	Site provides a clear, consistent and familiar navigational model	5	5	5	2	5	3	4	5	4	5
	Keyword search connects users to content simply and efficiently	5	5	5	2	5	3	4	5	4	4
	Ability to localize and personalize information	2	2	2	2	5	3	4	5	4	1
	Complete, transparent offering from basic movie listings and show times through to detailed movie information, including movie stills, trailers and critic reviews	5	4	5	2	5	3	4	2	4	5
	Total Score	17	16	17	8	20	12	16	17	16	15
Additional Comments	IMDb provides users with a free, fast access to the largest body of movie information on the Internet. Information is constantly updated (as on seen also Yahoo.Movies.com) and enhanced by a whole range of search options and extensive cross-referencing. IMDb is hailed as the focal point for all movie information on the Internet—and used by movie lovers and the movie industry alike	Rottentomatoes does 'inform' the user, the site layout and design makes the user experience at times overwhelming. Design choices and color palates could be crisper and impact the way information is navigated to and information is found	Metacritic is outstanding in this category, with clearly bolded aggregate critic ratings and movie information, this is an outstanding "inform" experience. The only place that it falls short is that the information cannot be personalized and localized	Just thinking about the 'inform' aspect of the site gives me a headache. The site is difficult to navigate with blaring color scheme and cluttered ads	From the perspective a 'total' offering Yahoo.movies.com wins a best of breed overall--from its ability to provide in-depth movie information, plus its ability to localize and personalize the user experience-- Yahoo.movies.com takes "inform" to the next step	Hollywood.com is for all intents and purposes set up as a basic inform capability site. It does not try to create a user experience that informs the movie lover, rather it just pushes information poorly organized to the site visitor. Hollywood.com does cover a wide range of movies including detailed listings and information in independent films	This is the largest interactive movies listing guide and ticketing service--it does have significant depth in terms of the information that is provides, but it search capabilities and personalization features are not as sharp as they could be. Additionally, the user interface makes accessing information intuitively less then perfectly simple.	Netflix presents information with intuitive, seamless pathways to enhanced features and content-- however given that is covers only movies in limited windows of release--it does not span the spectrum. The user experience is however exceptionally good	Fandango delivers 'basic' capabilities in the area of inform, but it does not go beyond basic capabilities that lead to ticket sales and some localized information	From a sheer studio perspective this site excels at everything with the exception of being able to personalize and localize information	

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Entertain-Competitive Intelligence Research Notes

	IMDb	Rottentomatoes	Metacritic	Movies.com	Movies.Yahoo.com	Hollywood.com	Moviefone.com	Netflix	Fandango	Lionsgate Films
Compelling site design: Innovative/and or memorable approach	3	5	3	3	3	4	1	4	2	5
Engaging, immersive site experience	3	5	3	2	2	4	2	4	1	5
Interactive, dynamic content	1	5	4	2	3	3	4	5	1	5
Site provides a forum for user created content	1	5	5	2	5	2	2	3	2	3
Total Score	8	20	15	9	13	13	9	16	6	18
Additional Comments	IMDb is truly an elaborate search engine. While some people love getting lost in dictionaries and encyclopedias, movie enthusiasts get lost in IMDb and this is a source of entertainment, but does not meet our criteria of 'to entertain'	This site meets all expectations that qualify it as 'entertaining', in addition it delivers a one-of-a kind branded experience	Very much like IMDb if you enjoy getting into the weeds of citizen critics and aggregate critics	Movies.com delivers a very flat experience. Purely informative and covering the basics of movies. It is more of a place to gather information with a memorable name, but hardly creates an experience worth remembering	Movies.Yahoo.com is really considered an 'inform' destination and along the way, one does have tidbits that entertain, just to keep the site visitor moving from one point to the next	This site is entertaining for those people are seeking the 'gossip for Hollywood' but as a general entertainment experience falls short in all categories. If you are drawn to being a Hollywood watchdog and want to be kept informed about the inside of Hollywood you will want to bookmark your site.	This site is the springboard to the 777-Film and AOL.com's attempt at providing movie-based entertainment. Generally people do not seek out Moviefone for entertainment value, but more for inform/direct purpose. Excessive advertisements clutter the site and decrease already limited entertainment. While it provides an interactive listing guide, it is hardly entertaining, engaging or immersive	This is an outstanding site that provides detailed, actionable information. However does not entertain fully, it is more directive and informative, but does not deliver an "entertaining experience	This is a site that is dedicated to movie sales, and really not entertainment focused at all...it provides elements of 'entertainment', but does not entertain	This is a site for a movie studio, while it does have incredibly great user experience, draws you in dramatically, it remains a content push--with no content pull from site visitors

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