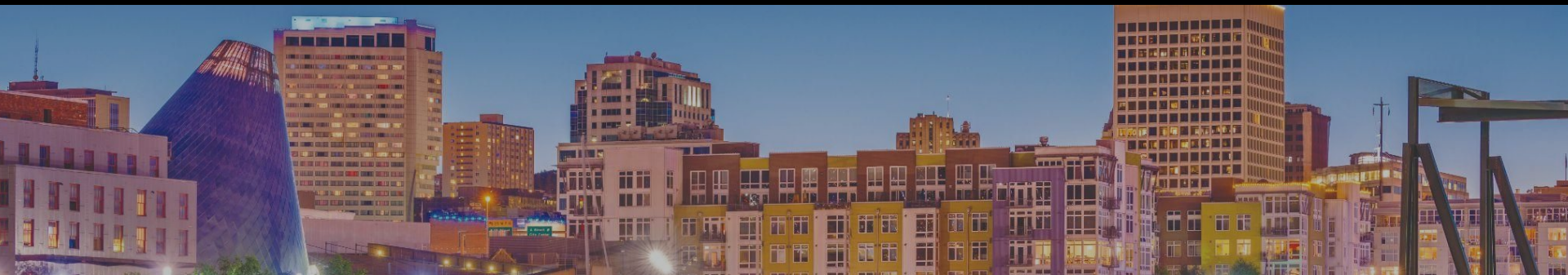


Filming Tacoma



Jian Azul, April Flora, Rachel Skilton, Markreno Vilaysane



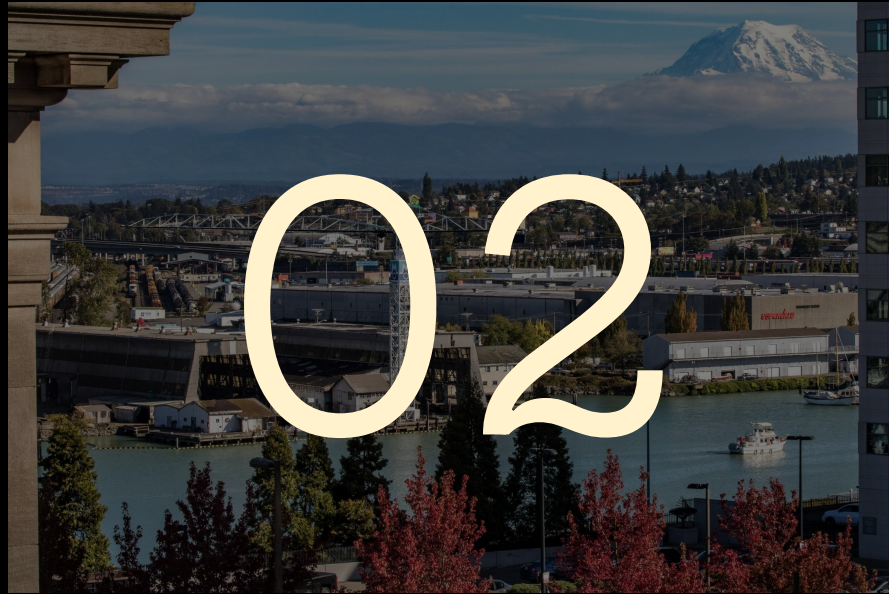
Design Narrative

Design Narrative

How might we... make an easily accessible guide for filmmaking in Tacoma?

- Community Partner Jamika Scott
- A lack of a centralized resource hub
- Unique scenery and opportunities
- Building the local filmmaking ecosystem





Research

User Research

Interviews with Industry Professionals

- Jamika Scott- Tacoma City Council
- Matt Wakefield- Pierce County Tourism Authority
- Sean Burke- Producer
- Ashley Young- City of Tacoma Permitting
- Vicky Berglund-Davenport- Washington Filmworks



Expert Insights

Identifying Barriers

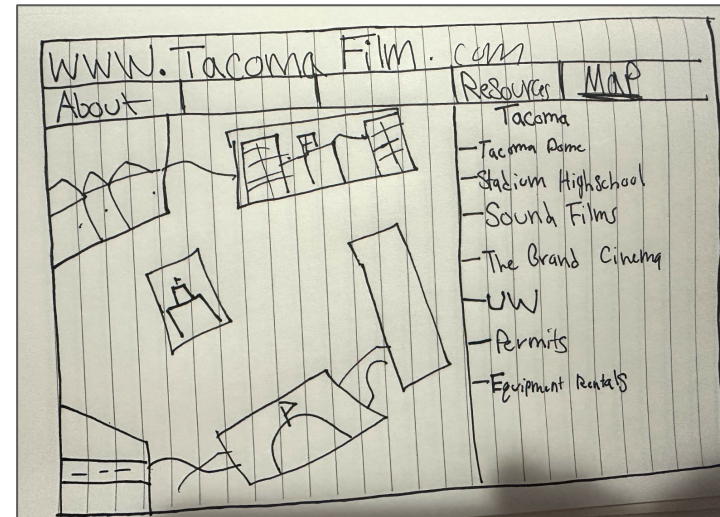
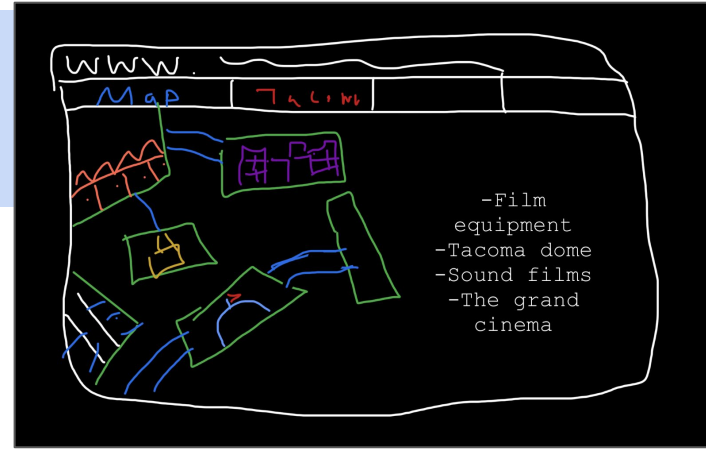
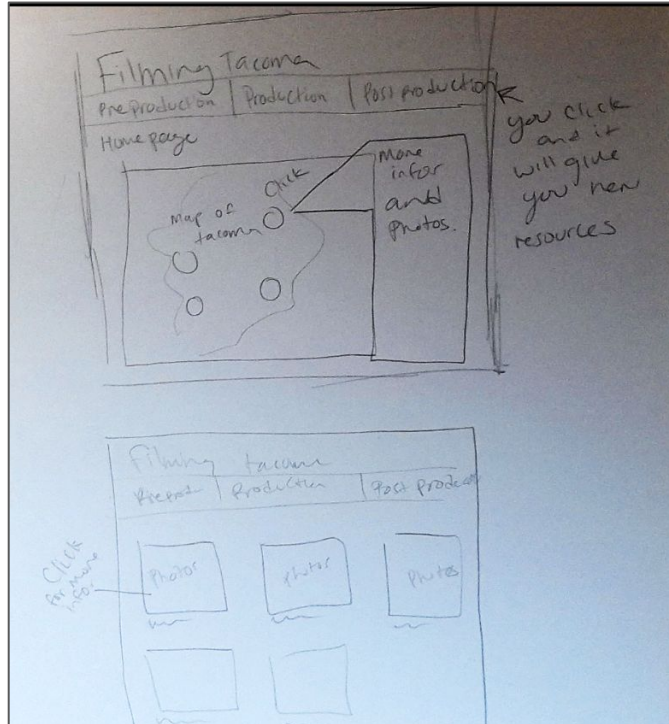
- Lack of Job Training for Crew
- Difficulty Obtaining Permits
- Infrastructure
- Referral-based Industry
- Siloing of Creative Industries
- Extensive Research Required





Sketching

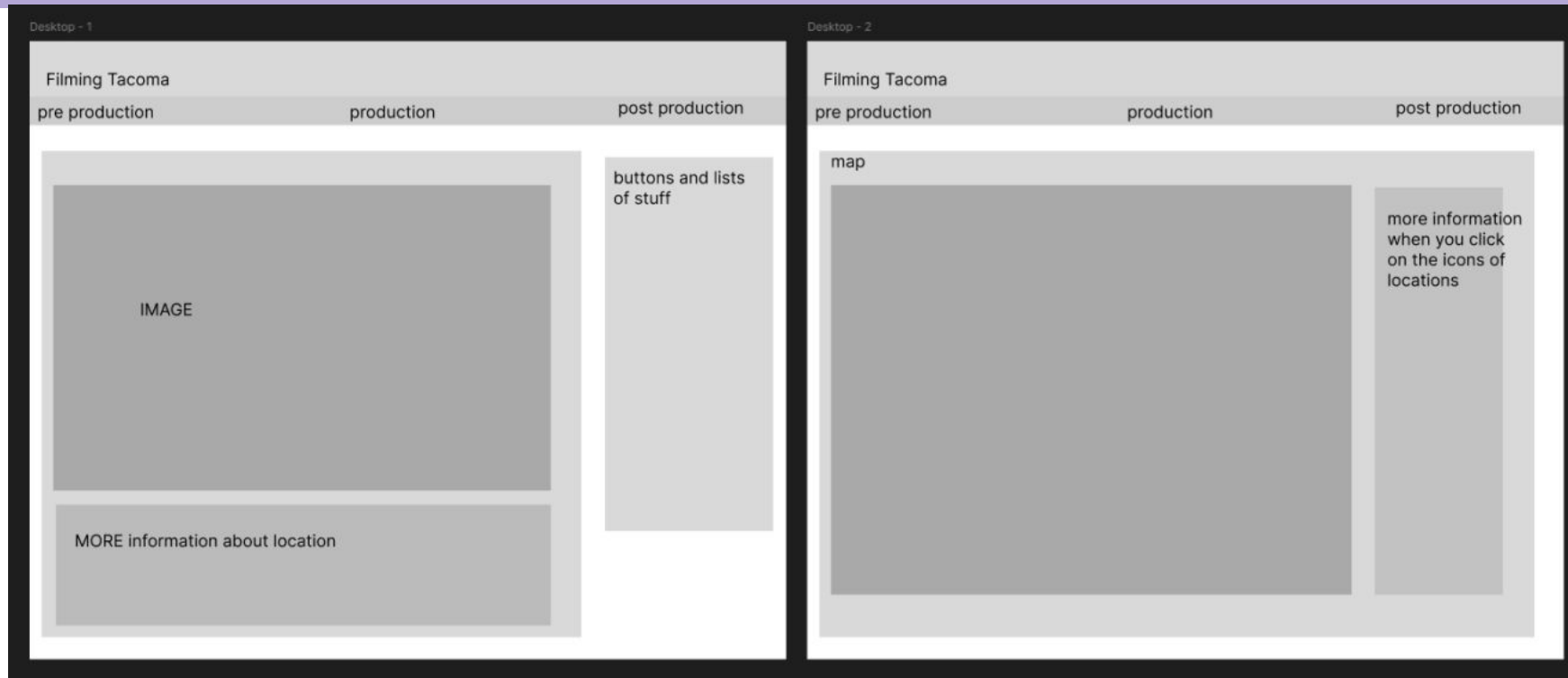
Sketches





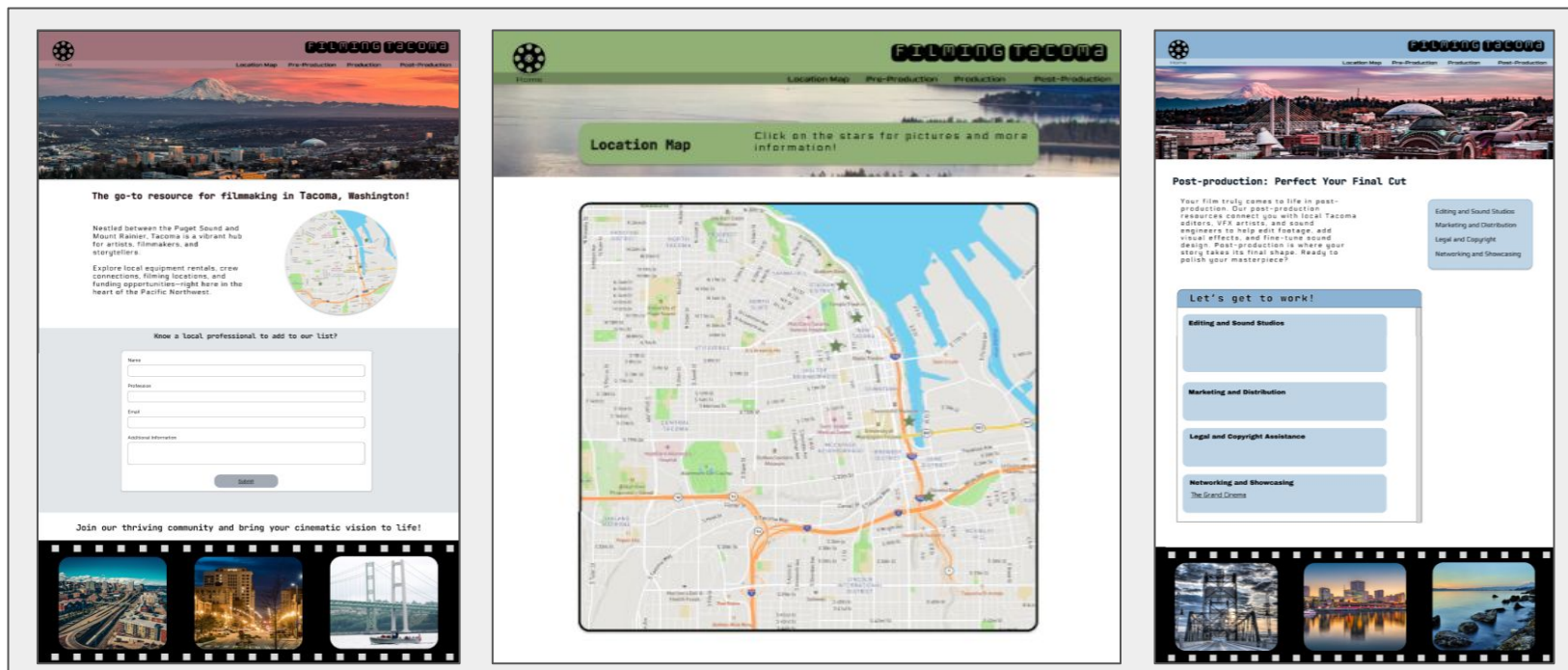
Prototyping

Low-Fidelity Wireframes



High-Fidelity Prototype

Iteration 1





Testing

Usability Testing

Process

- Defining User Groups
- Brainstorming Usability Issues
- Creating Scenarios and Tasks
- Running the Study



Usability Testing Results

Claim 1: Users can describe the webpage's purpose.

Evidence: All participants mentioned filmmaking in Tacoma.

Claim 2: Users can find Stadium High School.

Evidence: All participants located Stadium High School.

Claim 3: Users can locate city permitting office link**

Evidence: Users expressed minor confusion with the sidebar functionality in the pre-production page.

Usability Testing

Participant Feedback

- Appreciate the website's aesthetics and organization.
 - Film inspired-look and colors are pleasing
- Surprised by the homepage icon being link
- Add video clips to the homepage
- Difficulty closing the popup from the map





Iterating

Design Revisions

Iteration 2

1. Adding hover feature to nav and location map
2. Adding links/content to web pages
3. Adding information on submission form
4. Adding a submission option for filming locations
5. Make map icons larger and a different color



Prototype Demo





Next Steps

Suggestions

Future Improvements

- Tacoma Locations Sizzle Reel
- Location Submission Form
- Additional Resources





Q&A