

# DigiClips

## Media Search Engine

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Client: DigiClips

Prototyping



# Project Overview

The DigiClips Media Search Engine is a comprehensive platform designed to track and search various media content sources, such as TV, radio, and social media. Our project aims to make media search accessible for the general public while offering premium features for subscribers. The core functionalities include keyword-based searches, real-time alerts, and ad-supported access for non-subscribers. The current prototype focuses on the General Public Page interface, showcasing limited search features, ad integration, and subscription prompts designed to attract users to upgrade to a paid plan.

# Set The Stage

- Objective:
  - The prototype aims to showcase the primary functionality and layout of the DigiClips General Public page. Specifically, it demonstrates core features like search functionality, keyword alert setup, and limited access features to entice users to subscribe.
- User Experience Testing:
  - Designed to test usability and navigation for non-subscribed general users, focusing on ease of use and engagement with limited search functions and advertisement displays.
- User Enticement:
  - The prototype is also created to determine if the design effectively encourages users to upgrade to a subscription by showcasing limited functionality and promoting subscriber-exclusive features.

# Set The Stage

- Design Stage:
  - This prototype is part of the initial development phase for the General Public Page, where we define and refine core features. It sets the groundwork for further iterations based on user feedback and functionality tests.
- Integration with Full Project:
  - Fits into the broader DigiClips project by establishing the user interface for non-subscribers, showing how they'll interact with the search tool, view ads, and encounter subscription prompts. It's a foundational element that other subscriber-exclusive features will build upon.

# Set The Stage: Learning Objectives

- User Engagement:
  - Validate if the limited search and feature constraints effectively guide users toward subscription prompts without compromising usability.
- Ad Effectiveness:
  - Assess if the placement and type of advertisements are effective in terms of user engagement and generating ad revenue.
- Ease of Navigation:
  - Ensure the search functionality and alert setup are intuitive, encouraging user interaction even with restrictions.
- Responsiveness:
  - Check the page's responsiveness and performance across different devices, as the target users will likely access it from a variety of devices (e.g., mobile, desktop).

# Prototype



**DigiClips** ®

Search

## Email Alerts

## Media Analytics

## Language Translation

## User Profile

## Contact Us

Help

# DigiClips

bobshapiro40@gmail.com

.....

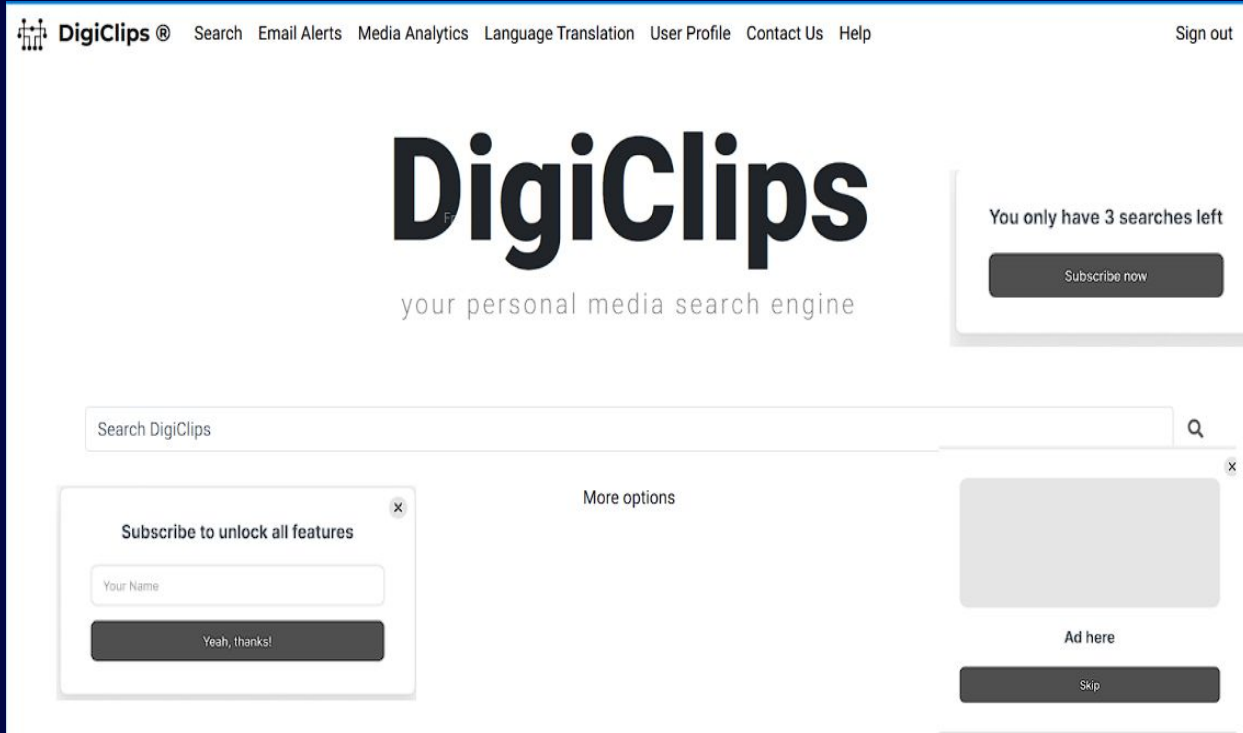
☐ Accept Terms ☐ remember me

login

register

[forgot password?](#)

# Prototype



The image shows a web browser window with a dark blue background. The website is 'DigiClips', a personal media search engine. The header includes a logo, navigation links (Search, Email Alerts, Media Analytics, Language Translation, User Profile, Contact Us, Help), and a 'Sign out' link. The main content area features the 'DigiClips' logo and the tagline 'your personal media search engine'. A search bar is present, and a 'Subscribe to unlock all features' modal is displayed. A 'More options' link is also visible. A sidebar on the right shows a 'Subscribe now' button and a 'You only have 3 searches left' notification. An advertisement placeholder is shown with the text 'Ad here' and a 'Skip' button.

**DigiClips** ® Search Email Alerts Media Analytics Language Translation User Profile Contact Us Help Sign out

# DigiClips

your personal media search engine

You only have 3 searches left

Subscribe now

Search DigiClips

Subscribe to unlock all features

Your Name

Yeah, thanks!

More options

Ad here

Skip

- Call-to-action Subscribe
- Display ad
- Limit 5 searches per day

# Prototype review

**Layout:** The design is clean and user-friendly with a prominent search bar, but the "Ad here" and subscription prompts feel a bit cluttered. Aligning these elements could improve clarity.

**Call-to-Action (CTA):** The subscription prompts are clear, but the "Yeah, thanks!" button text feels informal. Replacing it with something like "Subscribe Now" would make it more professional.

**User Experience:** The limitation notice ("You only have 3 searches left") might feel restrictive for new users. Consider rephrasing it in a positive tone, like "Enjoy 5 free searches daily! Upgrade for unlimited access."

**Design Consistency:** The styles for the subscription and ad areas are somewhat inconsistent with the main design. Making these elements visually cohesive with the overall theme could improve the look.

**Monetization:** Subscription options are visible, but ads might be distracting. Strategically placing ads to minimize distraction would help keep the user focused on the main features.



# Prototype Reflections: Insights and Lessons Learned

## What Worked:

- **Core Functionality Showcased:**  
The prototype successfully highlighted key features such as keyword-based searches and limited access that aim to entice users towards subscription.
- **Ad Placement:**  
Strategically placed ads demonstrated potential for user engagement without hampering navigation.
- **User Interest Validation:**  
Subscription prompts effectively showcased the benefits of premium features, sparking curiosity among users.

# Prototype Reflections: Insights and Lessons Learned

## What Didn't Work (Areas for Improvement):

- **Incomplete Features:**  
Some functionality, such as enhanced navigation or advanced search tools, remains underdeveloped, limiting the depth of usability testing.
- **Navigation Issues:**  
Feedback indicated that some parts of the interface, like alert setup and overall navigation, could be made more intuitive and user-friendly.

## What Was Learned:

- The prototype provided critical insights into user behavior, especially regarding engagement and navigation challenges.
- There's a need for iterative testing to refine features and improve overall design.

# Next Steps

- Focus on writing robust, clean, and efficient code tailored specifically for the General Public Page.
- Address existing gaps by ensuring all features work as intended, including search functionality, alert setup, and advertisement integration.
- Complete incomplete or placeholder features, ensuring they align with user needs and the project's objectives.
- Test and debug core functionalities thoroughly to eliminate errors and improve overall user experience.
- Reach out to teams working on other aspects of the project, such as subscriber-exclusive features, to ensure seamless integration and code compatibility.
- Align on shared interfaces, APIs, and data exchange protocols for better consistency across the platform.

# Conclusion

## Key Takeaways from the Prototype:

- User Engagement: The prototype validated our design in terms of enticing users to subscribe by showcasing limited functionalities.
- Ad Placement Insights: We observed that strategically placed ads on the General Public Page effectively captured attention without overwhelming the user experience.
- Navigation Usability: Initial feedback highlighted areas for smoother navigation, particularly in alert setup and search features.

## Next Steps:

- Refine Ad Placement: Adjust ad positions and format based on user feedback to optimize revenue while maintaining usability.
- Enhance Responsiveness: Improve the page's performance across devices to ensure a seamless experience for all users.
- Prepare for User Testing: Gather more user feedback to guide the next iteration of design improvements, especially around ease of navigation and subscription prompts.