

UX (rated: needs work, okay, good, or outstanding)										
	First impressions		Interaction				Visual design		Content	
	Desktop website experience	App experience	Features	Accessibility	User flow	Navigation	Brand identity	Tone	Descriptiveness	
IMDb	Good + Website is easy to use - Home page feels busy/messy - Too many ads and extra material on the margins of pages	Okay + Easy to use - Design feels bland and with no strong brand - Home page feels too busy	Good + Ability to create user profile + Users can favorite films, rate films, create watchlists, and get suggestions + Ability to get notifications for new trailers of trending movies - Feels restricted to non-users	Okay + 14 different languages - Subtitles not available on trailers	Needs work - User flow is not very straightforward - Sometimes takes too many clicks to get to a specific page	Good + Clear indication of clickable elements + Easy basic navigation	Needs work - Feels too busy - Brand does not feel well defined	Professional, bland	Outstanding + Very informative about all films + Consistent information about all films	
Fandango	Okay + Minimalist design with clear branding - Home page does not have lots of information - Large drop-down menus appear under cursor and take up a lot of space on screen	Outstanding + Design is clean and minimalist + App is easy to use and straightforward + Smooth ordering process	Outstanding + Ability to create user profile and save personal and payment info + Facial recognition for payment process + Rewards program for users + Ability to give app feedback	Okay + Subtitles available on some trailers - Only available in English	Good + Easy and straightforward payment process + User flow is easy to understand	Good + Clickable elements are clearly labeled + Navigation is easy to understand	Okay + Clean, minimalist design - Too much white space - Not very trendy	Informative, friendly, unexciting	Good + Most important info is present - Not all films has same type of info	
AMC Theatres	Outstanding + Sleek design with strong branding + Easy to navigate + Clickable elements easy to see with contrasting colors + Very cohesive with app	Good + Design is modern and clean + App is easy to use - Design feels crowded on home page - Design of movie showtimes page is not very easy to understand	Outstanding + Ability to create a user profile + Ability to order food before arriving at movie theater and have it delivered to your seat + Membership program where you pay monthly to see up to 3 movies per week - different levels of membership + Points and rewards program also available for free members	Needs work - Only available in English - Subtitles not available on trailers and other Videos - Timer when purchasing tickets	Okay + User flow between pages is easy to understand - Payment process user flow not very natural	Good + Clickable elements are clearly labeled + Navigation is basic and easy to understand	Good + Very strong brand identity - Not enough white space	Modern, sleek	Outstanding + Very informative about every film + Information about every film is placed where you don't have to see it if you don't want to + Concise information about the theaters	