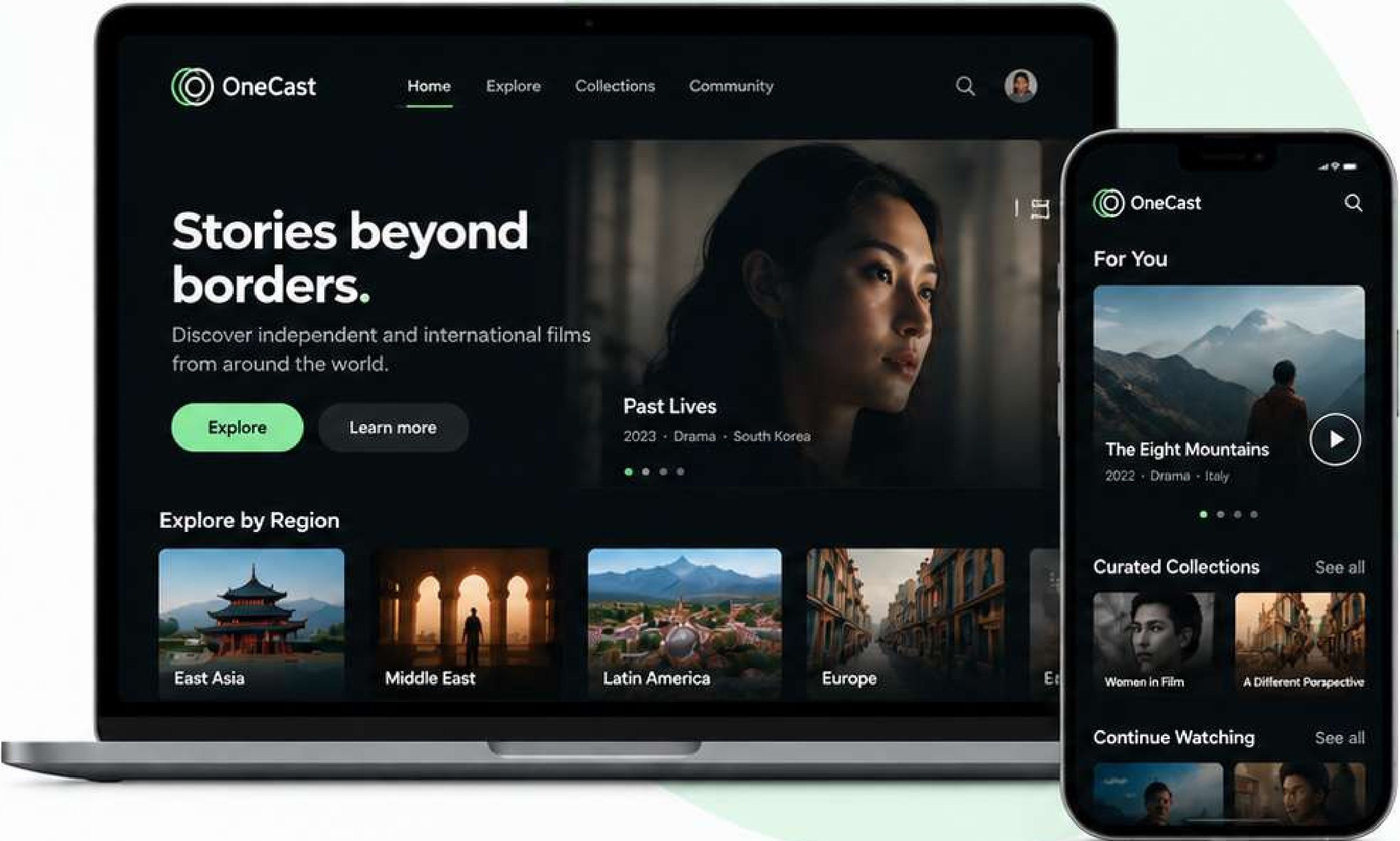




A global film library for a more open world.

OneCast is a streaming aggregator concept designed to help people discover independent and international cinema with context, community, and a wider perspective on the world.

DIFFERENT STORIES.
A WIDER WORLD.



ROLE
UX Designer

SCOPE
Research · Ideation ·
UX/UI Design · Prototyping

DURATION
Concept Project

FOCUS
Discovery · Cultural Context ·
Community

PROJECT OVERVIEW

Making global cinema more accessible.

OneCast is a streaming aggregator concept designed to help people discover independent and international films that are often hard to find on mainstream platforms. The project explores how curated discovery, cultural context, and community features can make unfamiliar cinema easier to find, understand, and enjoy.



Diverse content

Independent and international films from around the world.



Contextual discovery

Curated collections with cultural context and recommendations.



A community lens

Connect through shared interests and discussions.



Personalized experience

Save, explore, and build your own watchlist.



ROLE

UX Designer

SCOPE

Research · Ideation ·
Information Architecture
User Flows · Wireframes
Prototyping

DURATION

Concept Project
(2024)

FOCUS

Discovery
Cultural Context
Community

RESEARCH & DISCOVERY

Understanding the opportunity.

To define the problem and identify user needs, I conducted primary and secondary research to understand how people discover and engage with international and independent cinema, and what barriers prevent them from accessing it.

Key Research Areas

			
Discovery habits	Pain points	User motivations	Market context
How do people currently find non-mainstream films?	What makes it difficult to access international and independent films?	Why do people seek out global cinema?	Where are the gaps in current streaming offerings?



Research Question

“How might we make independent and international cinema more discoverable, accessible, and meaningful for a global audience?”

Research Methods

- **Informal Interviews**
5 conversations with film enthusiasts and casual viewers
- **Secondary Research**
Articles, industry reports, and market analysis on global cinema and streaming
- **Competitive Analysis**
Analysis of major streaming platforms (Netflix, Prime Video, MUBI, Criterion, etc.)
- **User Group Analysis**
Identified key user segments and their discovery behaviours

“There are so many amazing films from around the world, but they’re either hard to find or disappear after a short time. I want a single place where I can explore them.”

— Interview participant

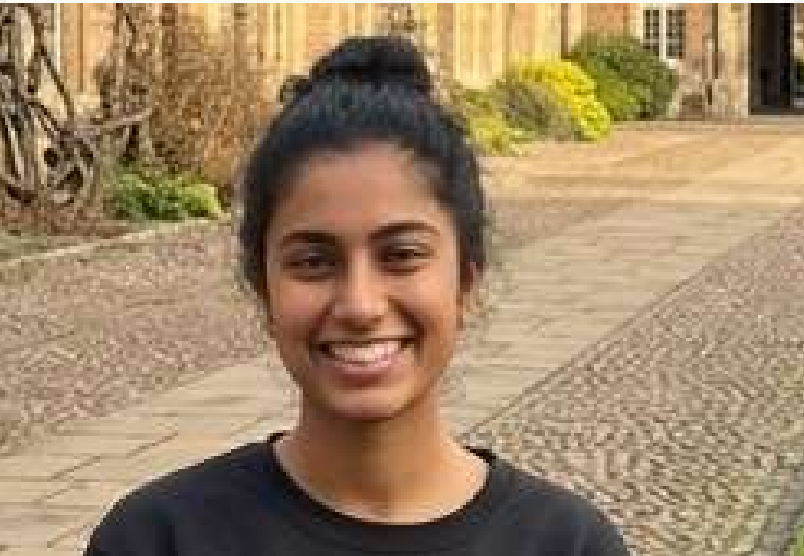
Initial Insights

- 01 High interest, low accessibility**
Users are eager to watch international films but find them scattered, hard to find, or unavailable on mainstream platforms.
- 02 Discovery is fragmented**
People rely on word of mouth, film festivals, or niche platforms, leading to an inconsistent discovery experience.
- 03 Context matters**
Users value cultural context (synopses, background, themes) to better understand unfamiliar films.
- 04 Community enhances engagement**
Many users want a space to discuss, share, and get recommendations from others with similar interests.

USER RESEARCH

Meet the users.

Through interviews and research, I identified key user groups who are interested in international and independent cinema but face common barriers in discovering and accessing these films.



Lina, 22

Film Student

“I love discovering films from different cultures, but they’re hard to find and scattered across so many platforms.”

Curious Culture-driven Digital native

Actively looks for international and independent films to learn more about different cultures and perspectives.



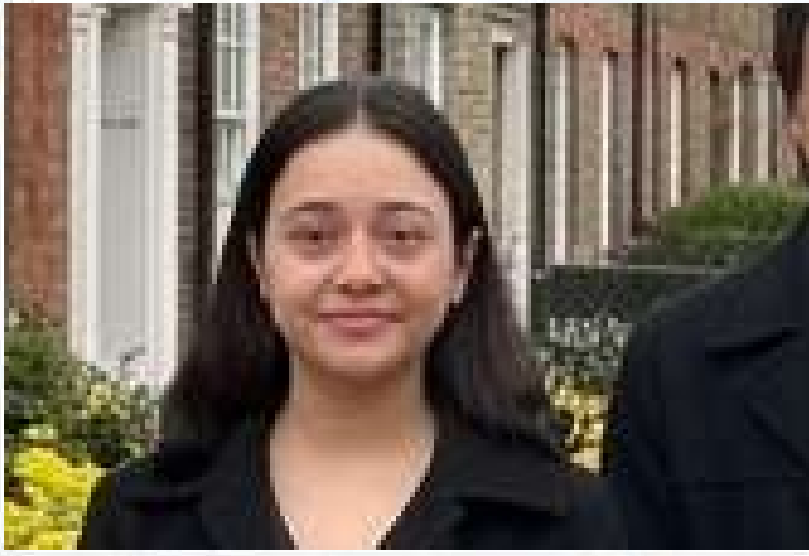
Marc, 28

Young Professional

“I want to watch something different from the typical Hollywood content, but I don’t know where to start.”

Open-minded Busy Seeks variety

Interested in unique stories and fresh perspectives but finds it difficult to discover quality films outside mainstream platforms.



Sofia, 35

Frequent Traveller

“I love watching local films when I travel, but once I’m back home, I can’t find them anywhere.”

Adventurous Culturally engaged Values authenticity

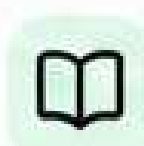
Looks for films from the regions she visits and wants to continue exploring international cinema from home.



Key takeaway

Users are motivated by curiosity, cultural interest, and a desire for diverse perspectives, but face friction due to fragmented availability, lack of context, and poor discoverability.

User Goals

-  **Discover new films**
Easily find independent and international films from around the world.
-  **Get relevant recommendations**
Receive suggestions based on interests, regions, and themes.
-  **Learn about cultural context**
Access synopses, background information, and cultural notes.
-  **Connect with others**
Share, discuss, and get recommendations from a community.
-  **Save and watch later**
Build a personal watchlist across all available content.

Problem Statements

-  **Fragmented content**
International and independent films are spread across multiple platforms, making them difficult to find.
-  **Lack of contextual information**
Users often don’t have enough background or cultural context to understand or appreciate unfamiliar films.
-  **Limited discovery tools**
Mainstream platforms prioritize popular content, making it hard to discover niche or lesser-known films.
-  **Low community engagement**
There are few spaces for viewers to discuss, share, and get recommendations for international cinema.

USER JOURNEY

From curiosity to discovery.

I mapped the user journey to understand how people discover, explore, and engage with international films on OneCast. This helped identify key touchpoints, potential friction points, and opportunities to create a more seamless and engaging experience.

User Journey

A simplified journey for a new user discovering and saving a film.



USER PERSONA



Sofia Chen

25 · Marketing Coordinator
Montreal, Canada

“I love discovering films from different cultures, but they’re hard to find on mainstream platforms.”



Goals

- Discover unique and meaningful films
- Learn about different cultures and perspectives
- Save films to watch later
- Be part of a community with similar interests



Pain Points

- Limited availability of international films
- Hard to find relevant recommendations
- Lack of cultural context
- Feels disconnected from mainstream platforms

KEY OPPORTUNITIES

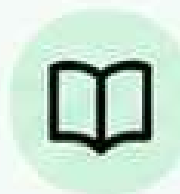
Designing for meaningful discovery.

By analyzing the user journey and persona, I identified several opportunities to improve the overall experience and better support users in discovering and enjoying international cinema.



Personalized discovery

Use smart recommendations based on interests, regions, and viewing history.



Richer context

Provide synopses, cultural background, and related content to deepen understanding.



Community engagement

Enable users to share reviews, create lists, and discuss films with others.



Seamless experience

Ensure a consistent and intuitive experience across web and mobile devices.

INFORMATION ARCHITECTURE

A simple structure for deeper discovery.

I designed an information architecture that makes it easy for users to explore films by region, genre, or curated themes, while keeping key features like search, watchlist, and community easily accessible.

Design Principles

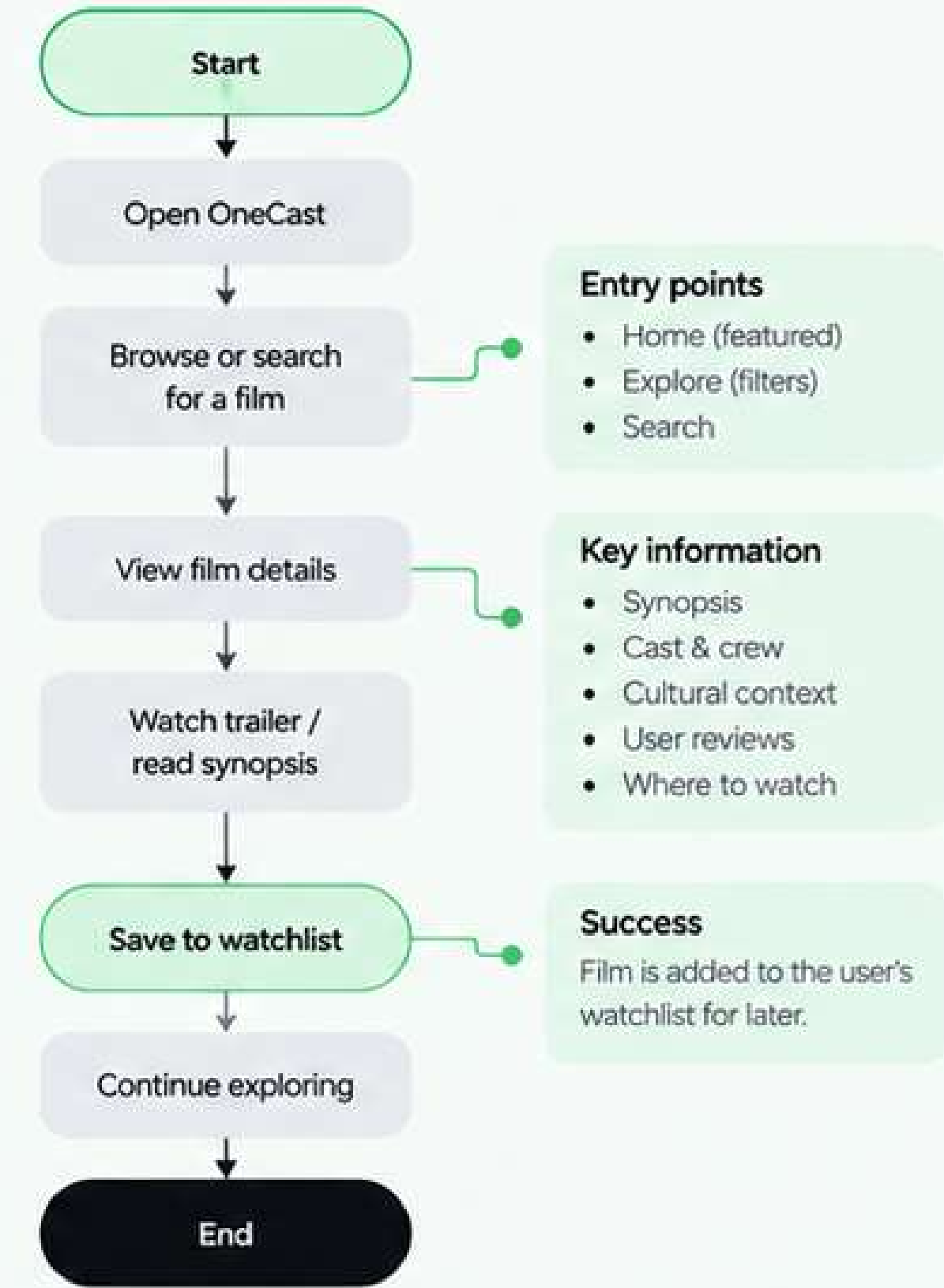
-  **Intuitive navigation**
Find content in as few steps as possible.
-  **Clear categorization**
Organize films by region, genre, and theme.
-  **Accessible key features**
Keep search, watchlist, and community always within reach.
-  **Scalable structure**
Designed to support future features and content growth.

Site Map



User Flow

Discovering and saving a film



Key Takeaways

A clear and consistent structure helps users quickly find meaningful content, reduces friction, and supports long-term growth as the platform expands.

01

Simplified navigation

Core content is accessible within 2–3 clicks.

02

Flexible structure

Supports new regions, themes, and features.

03

User-centred design

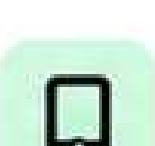
Built around real user needs and behaviours.

WIREFRAMES

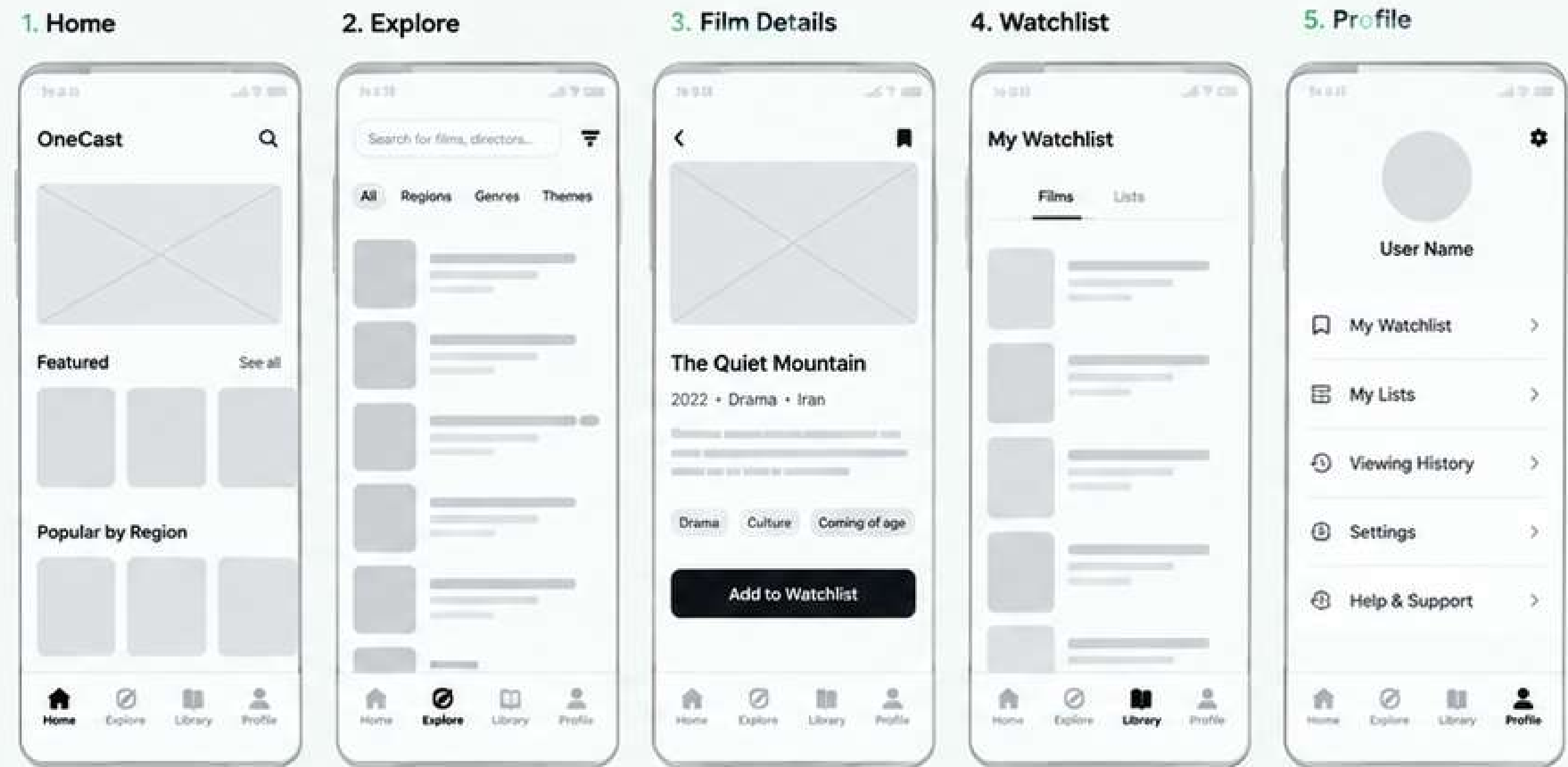
From ideas to structure.

I created low-fidelity wireframes to explore the layout, structure, and key interactions. This helped validate the core experience before moving into high-fidelity designs.

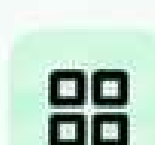
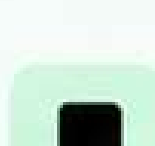
What I focused on

-  **Clear navigation**
Make it easy to browse, search, and discover.
-  **Content hierarchy**
Highlight key information without overwhelming users.
-  **Key user flows**
Map the most important journeys (e.g. find a film, save it).
-  **Scalable components**
Use a consistent structure across screens.

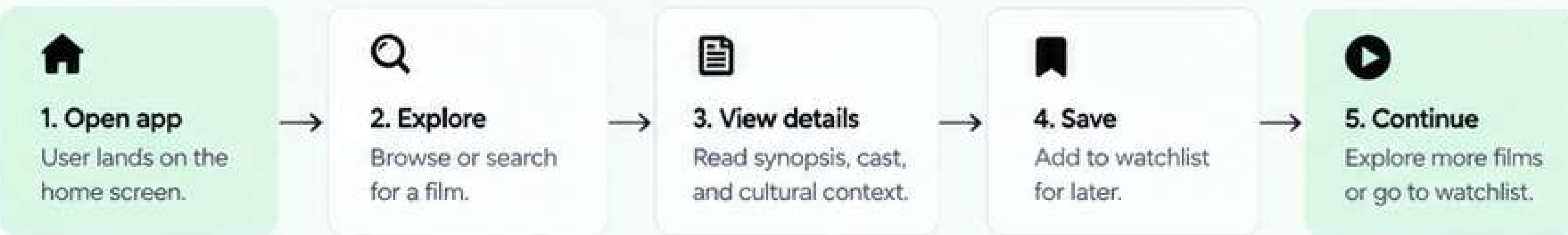
Key Screens (Low-Fidelity Wireframes)



Design Decisions

-  **Search always accessible**
Placed at the top for quick access from any screen.
-  **Simple, content-focused layout**
Used clean layouts to let the films and visuals stand out.
-  **Persistent navigation**
Bottom navigation bar for easy access to key sections.
-  **Flexible filtering**
Allow users to explore by region, genre, theme, or language.
-  **Scalable structure**
Designed components that can support future features (e.g. lists, community).

Core User Flow – Discover and Save a Film



Key Takeaway

Low-fidelity wireframes helped validate the core structure and ensure a focused, user-friendly experience before moving into high-fidelity design.

HIGH-FIDELITY DESIGNS

A clean, immersive experience for global cinema.

The visual design focuses on a clean, modern interface that puts films at the center, while making it easy to explore by region, genre, or theme. The design aims to feel cinematic, intuitive, and welcoming to a global audience.

Design Highlights

- 

Film-first design
Large visuals and clear hierarchy to showcase films.
- 

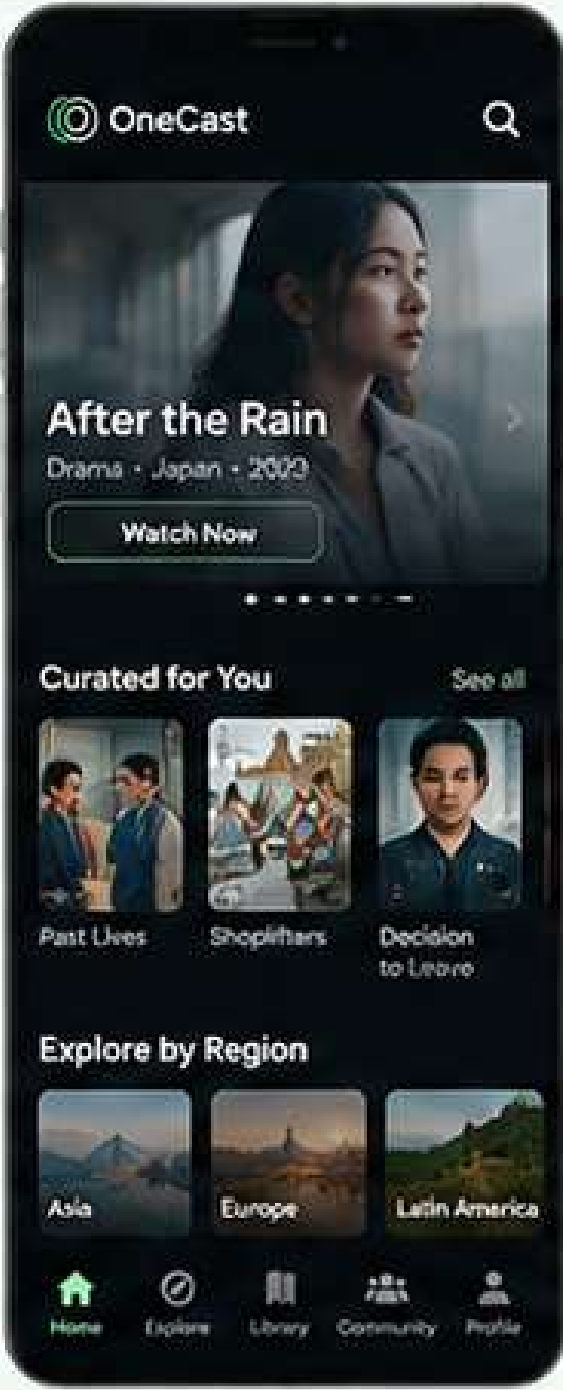
Exploration made simple
Browse by region, genre, or theme with intuitive navigation.
- 

Consistent experience
A cohesive design across mobile devices.
- 

Subtle and modern UI
A clean, minimal aesthetic that lets the content stand out.

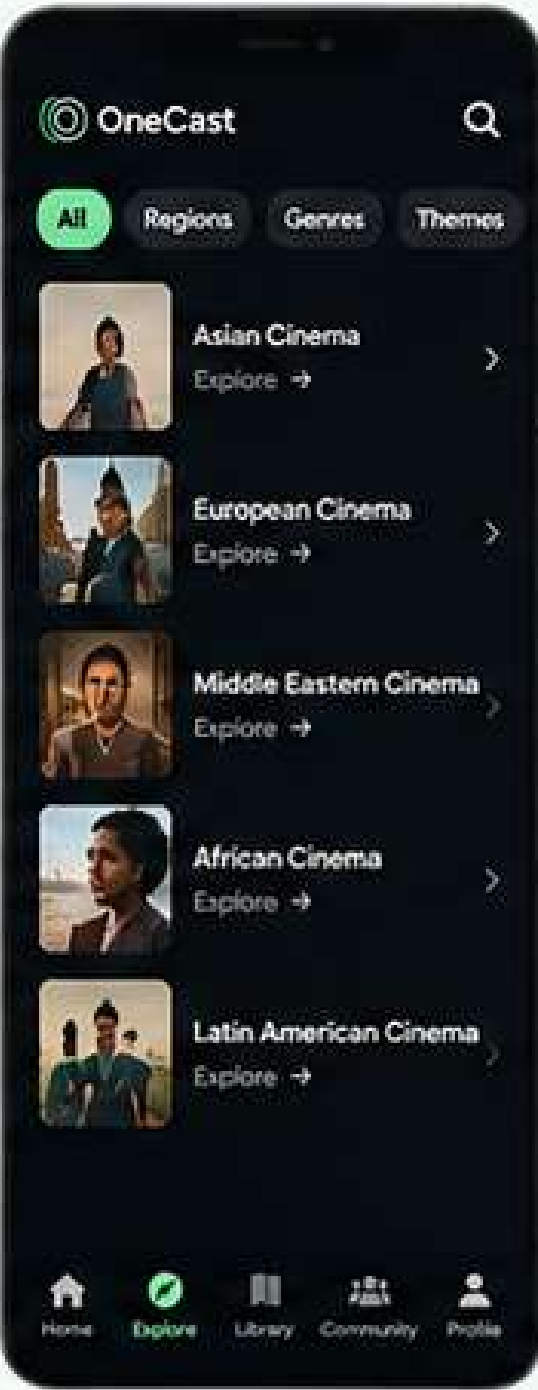
1. Home

Featured films and curated rows.



2. Explore

Browse by region, genre, or theme.



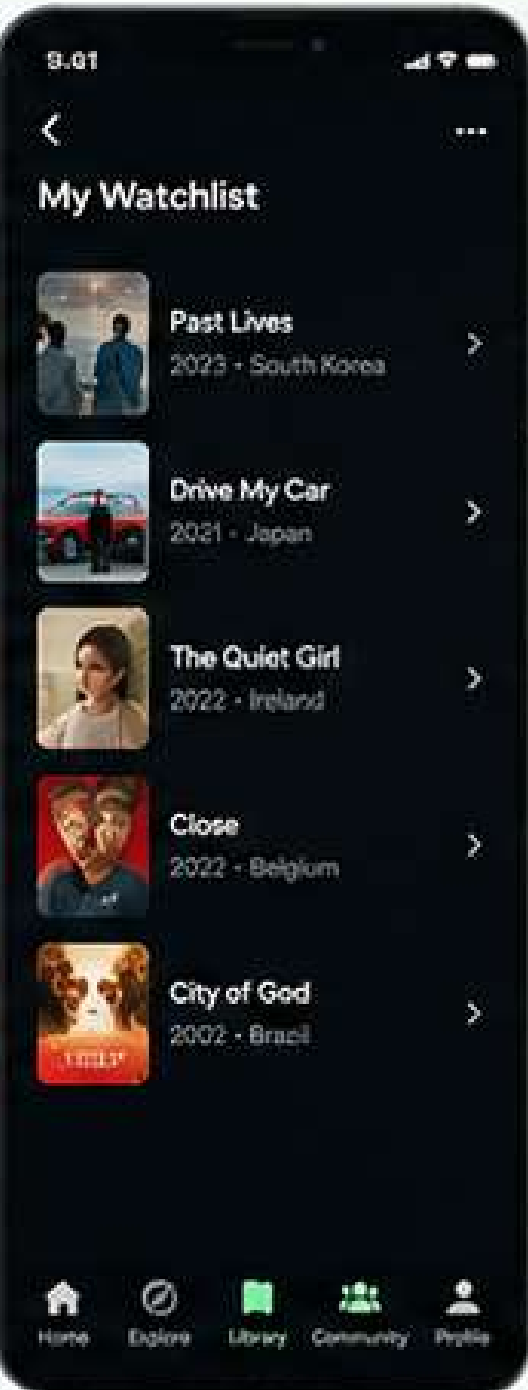
3. Film Details

Synopsis, cast, and cultural context.



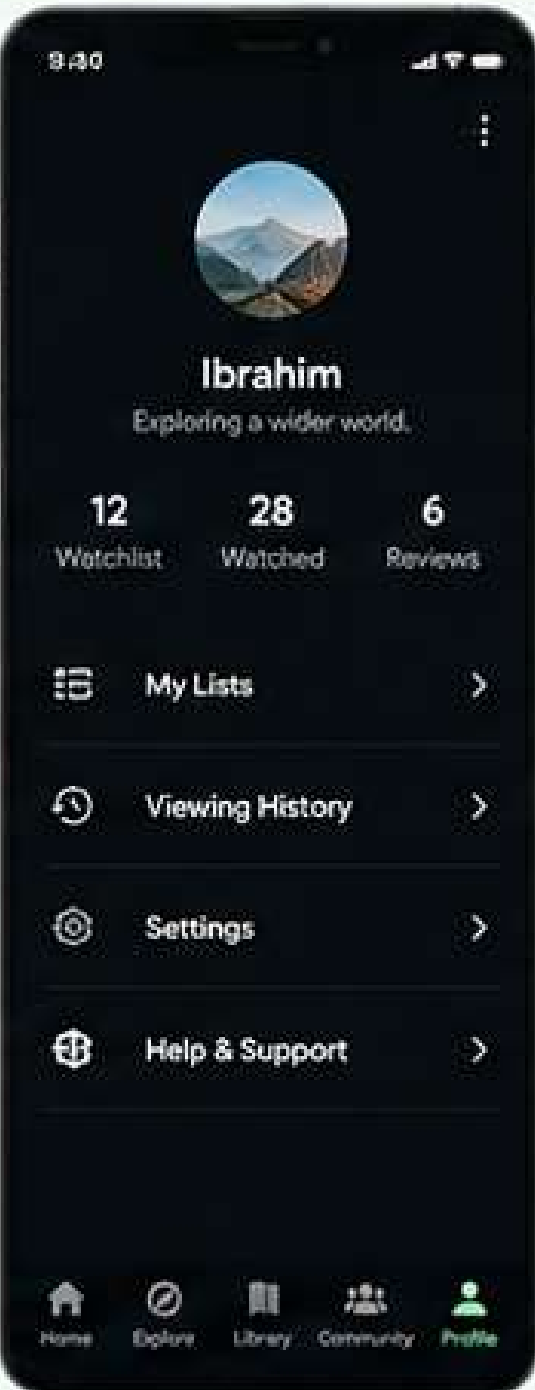
4. Watchlist

Save films to watch later.



5. Profile

A personalized space for your journey.



UI Components

Key interface elements used across the platform.

Buttons



Navigation Bar



Filter Chips



Film Card



“The interface feels calm and focused. It makes it easy to discover films I wouldn’t find anywhere else.”

— Interview participant

Visual Direction



FEATURE DEEP DIVE

A closer look at the film details experience.

The film details page is designed to inform, inspire, and drive action. It combines key information, rich visuals, and contextual content to help users decide what to watch, while encouraging deeper exploration of international cinema.

Design Goals

-  **Highlight key information**
Present synopsis, cast, and cultural context in a clear and engaging way.
-  **Encourage exploration**
Make it easy to find similar films, directors, or themes.
-  **Create emotional connection**
Use visuals and storytelling to build interest and appreciation.
-  **Maintain simplicity**
Keep the layout clean, focused, and easy to navigate.

Film Details – The Quiet Mountain

A full view of the film details experience on mobile and desktop.



Key Interactions



Play

Start watching the film instantly.



Add to Watchlist

Save for later across all devices.



Share

Share with friends or the community.



More Options

Access additional actions (report, etc).

Similar Films



Past Lives
2023 · S. Korea



Drive My Car
2021 · Japan



Close
2022 · Belgium



The Wind Rises
2013 · Japan

“This section helped me discover so many incredible films I would have never found otherwise.”
— Beta user

IMPACT & OUTCOMES

A stronger foundation for global film discovery.

The project validated the need for a more inclusive and intuitive platform for international cinema. Through user research, structured design, and iterative testing, OneCast demonstrates how thoughtful design can make global stories more accessible and engaging.



85%
of test users found the platform easy to navigate



78%
said they discovered films they wouldn't have found otherwise



72%
would use OneCast regularly



4.6 / 5
average rating in user testing

Key Features Recap

Combining thoughtful design with meaningful impact.

1. Personalized Discovery

Recommendations based on region, genre, and interests.

2. Rich Film Details

Cast, crew, synopses, cultural context, and similar films.

3. Save & Organize

Build watchlists and organize films into custom lists.

4. Community

Share reviews, discover lists, and discuss films with others.

5. Cross-Platform

A seamless experience across mobile, tablet, and desktop.



Key Takeaways

-  User-centred design leads to meaningful engagement.
-  Cultural representation matters and creates stronger connections.
-  A simple, focused experience can solve a complex problem.
-  Early validation helps guide future development.

Next Steps

- 1 Conduct further user testing with a larger and more diverse audience.
- 2 Explore partnerships with festivals, distributors, and cultural organizations.
- 3 Expand features (e.g. watch together, curated collections by experts, offline viewing).
- 4 Continue iterating on the design based on user feedback.

“OneCast has the potential to change how people see the world — one film at a time.”

— User testing participant