

LETTERBOXD MICROSITE – INITIAL MEETING RECORD

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BASIC INFO

- Letterboxd
 - film tracking app + social platform
- Emphasize on experience + film culture

WEBSITE: TWO MAIN OBJECTIVES:

- How the platform works
- Why it's important

CONTENT

- Based on Wikipedia page
- I'll note specific sections that have good information for different pages

PAGES:

1. Introduction Page
 - a. What letterboxd is
 - b. Section on wikipedia: introduction
2. Features
 - a. Logging, reviews, lists
 - b. Section on wikipedia: features -> general features
3. Experiences
 - a. Discovering films, interacting with other people's lists
 - b. Section on wikipedia: paid membership features / letterboxd video store
4. The Importance
 - a. Why it exists
 - b. Section on wikipedia: reputation
5. Sources

STYLE

- visually feel similar to Letterboxd but not copy it.
- Dark, minimalist interface
- Grid-based layout (like movie posters)
 - Maybe rounded corners
- Visuals > long paragraphs of text
- Clean typography
 - But not similar to the type that letterboxd uses
 - More simplistic

Influences:

- Letterboxd UI
- Streaming platforms like Netflix, IMDB, A24

MOCKUPS

1. Mockup 1
 - a. Dark theme
 - b. Strongly inspired by Letterboxd layout
 - c. Grid of posters / cards
 - d. More prominent navigation - where it's necessary to go through the website
2. Mockup 2
 - a. Light theme?
 - b. Full screen images
 - c. More typical website descriptions
 - d. Minimal navigation (maybe hidden or simplified)

**idk where to add this but it would be cool to add a link to the nav or somewhere on the site to download the app or to visit the site.

PURPOSE

- Inform users about Letterboxd
- Show how it changes the new ways that people can interact with film
- emphasize community + personal taste