

Product Management Challenge

Coming Soon, Playing Today: Making Cinema Options Visible



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Executive Summary

I have put together my understanding of the challenge and demonstrated how I typically approach challenges, beginning with an analysis of the current state, identifying gaps and opportunities for improvement, and then progressing toward structured ideation through wireframing and prototyping. This process enables me to transform insights into tangible and actionable recommendations and delivery.

I have also composed a Gantt table that visualises how this work could be organised across a team within a defined time frame. The timeline highlights key milestones and dependencies, showing how strategic insights evolve into execution.

I'm hoping to illustrate how I think and make decisions, moving from understanding context to shaping solutions that combine feasibility, creativity, and user value.

I have included interactive prototypes to complement this overview:

[Prototypes home-page](#)

1. PROBLEM DEFINITION & STRATEGIC APPROACH

1.1 Understanding the Problem

1.1.1 User Pain Point

"As a movie fan, I want to be aware when movies in my **watchlist** are showing in **cinemas** and where I can watch them, so I don't miss the chance to see them before they're available to stream or buy."

1.1.2 Observed Behaviour

The data reveals a gap between user intent and platform capability:

- **What we're seeing:** Users across TV, Mobile, and Web platforms are actively adding upcoming movies to their Watchlists while waiting for non-theatrical releases (streaming, purchase, or rental)
- **The disconnect:** Some of these movies may **already be available in cinemas or coming out soon in theatres**, but users are unaware of this opportunity
- **Validation:** Direct user feedback confirms this data observation, where users report they don't realise their Watchlist titles are currently showing in theatres

1.1.3 User Frustration

The lack of theatrical exposure creates a sense of disconnection from the content users actively care about, and it may break the trust they've placed in JustWatch as their comprehensive "where to watch" solution.

The Trust Contract: When users add a title to their Watchlist, they're making an agreement with JustWatch: *"I'm interested in this title, please notify me when and where I can watch it."* Currently, we're only fulfilling half of that promise. We tell users about streaming availability but have little information on theatrical releases, even though theatres are often the first and most premium way to experience these titles.

Without comprehensive cinema coverage, JustWatch becomes a partial solution:

- Users must rely on multiple services to discover where and when they can watch upcoming titles
- JustWatch risks becoming a "post-theatrical-only" tool rather than a complete entertainment discovery platform

- This fragmentation reduces daily engagement and weakens user habit formation

1.2 Business Impact & Opportunity

1.2.1 Weakened Value Proposition of Watchlist Feature

The Watchlist is an engagement driver, but incomplete information diminishes its value:

- Users may perceive the Watchlist as relevant only for post-theatrical availability
- This limitation prevents us from being the single source of truth for "where to watch" across a title's entire lifecycle
- Lower perceived value → reduced feature adoption → decreased user retention

1.2.2 Competitive Disadvantage

IMDb as a benchmark:

- Offers a hyper-localised cinema feature integrated into their title pages
- Positions itself as a complete solution for movie discovery, from theatrical release through to streaming
- Users seeking comprehensive information may migrate to competitors who provide this functionality

Risk: missing theatrical releases leads to lost engagement opportunities at the height of audience interest and studio promotion.

1.2.3 Revenue & Marketing Model Implications

This gap impacts intent measurement & campaign optimisation towards audiences most likely to purchase cinema tickets:

- JustWatch's marketing value proposition relies on measuring audience intent
- By missing the theatrical window, we lose critical intent signals during the period of highest commercial value (box office window)
- This reduces the ability to:
 - Accurately target and optimise marketing campaigns
 - Demonstrate ROI to studio and distributor partners

1.2.4 Business consequences

- Reduced data quality for predictive modelling and audience targeting
- Weakened partnership value with studios and distributors who care about theatrical performance
- Lower monetisation potential during the highest-value phase of a title's release

1.2.5 Strategic Opportunity

Addressing this gap positions JustWatch to:

1. Capture users earlier in their decision journey
2. Increase engagement frequency, as users check JustWatch throughout a title's lifecycle, not just post-theatrical
3. Strengthen B2B value provide studios with better intent data during the theatrical window
4. Build stronger user habits: JustWatch becomes the first place users check for any "where to watch" question.

1.3 My Approach

I'll follow a structured product process to move from problem to solution:

1. As-Is Analysis Review how TV, Web, and Mobile currently handle titles and Watchlists. Document the existing user experience with screenshots and notes
2. Gap Identification: Identify where cinema information is missing and where it should appear to best serve users
3. Solution Options: Explore multiple approaches to solve the gap
4. Recommendation & Decision: Select the best option with a clear rationale
5. To-Be Design: Wireframes to show what the recommendation would look like
6. Prototype: Interact with the recommended To-Be design

1.3.1 In Scope

- Titles in their first theatrical release (highest user interest)
- Titles without streaming options (biggest gap in current experience)
- Two touchpoints: Watchlist & Title Page (where users naturally expect this info)

1.3.2 Out of Scope for this challenge

- Titles that are re-released in cinemas after their initial theatrical release (edge case, lower volume)
- Discovery pages like New, Popular, Guides (different user intent, to evaluate later)
- Notification systems (strong Phase 2 candidate)

1.3.3 Reference Title: “*One Battle After Another*” (Paul Thomas Anderson)

I will use the title ‘One Battle After Another’ by Paul Thomas Anderson as the reference title since it is in theatres at the time of writing this paper.

2. CURRENT STATE ANALYSIS & RECOMMENDATIONS

2.1 Showtime Data

In order to display showtimes, we must consider how we ingest this information into our systems. Firstly, we need to think about what we need from this service.

2.1.1 Essential Data Points

- Theatre name and location (latitude/longitude)
- Showtimes for next 7-14 days
- Ticket purchase deep links
- Real-time availability status

2.1.2 Technical Requirements

- Data refresh frequency: at least daily, ideally real-time
- Geographic coverage: 160+ countries
- Localisation support: 40+ languages

2.1.3 Simplified Solution Options

This challenge assumes full access to all relevant data. For the purposes of this exercise, let's assume the data is sourced from the MovieGlu API, which provides coverage across 125 countries. I have incorporated the structure and logic of this data model into my prototype.

MovieGlu has IMDb IDs as foreign identifiers, which is also the case for JustWatch according to API documentation. I chose MovieGlu primarily because it offers an immediate free trial, ticket purchase links, and location/ date based showtimes, which was ideal given the time constraints of this challenge.

For future development, it may be worth exploring alternative or complementary data sources such as International Showtimes, or even adopting a hybrid approach that combines API data with direct partnerships with theatres.

I made a deliberate effort to work with a real-world API to ensure that my recommendations are grounded in reality.

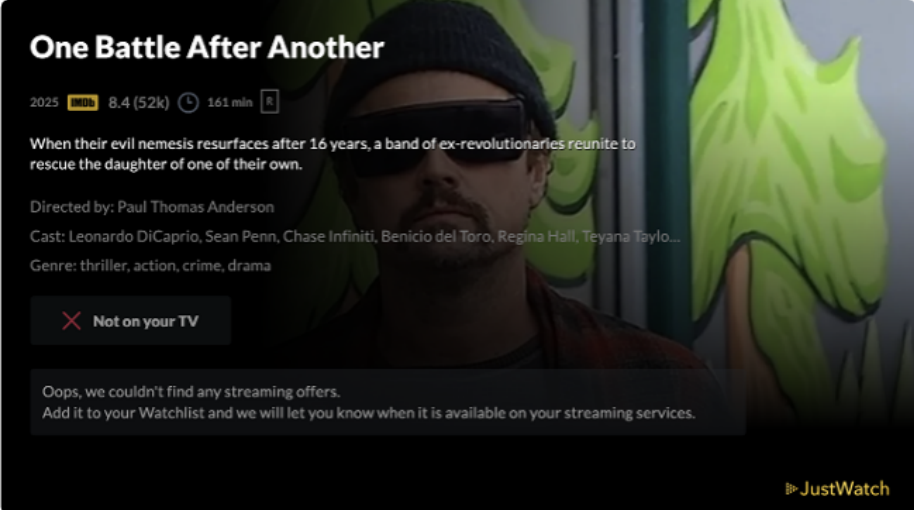
Summary: These recommendations assume that MovieGlu’s API is available for development and integration.

2.2 TV App Title Page

2.2.1 Sample Story

“As a TV app user, I want to know when a movie from my Watchlist is currently playing in theatres, **so that** I can easily find where to watch it and buy tickets.”

2.2.2 As-Is Analysis

UI/ Screen Name	TV App Title Page
UI Screen	 The screenshot shows the title page for the movie "One Battle After Another" on the JustWatch app. The background is a dark image of a man wearing a beanie and sunglasses. The title "One Battle After Another" is at the top in white. Below it, the release year "2025" is shown next to a "New" badge, followed by the rating "8.4 (52k)", a clock icon, and the runtime "161 min". A small "R" rating icon is also present. A synopsis follows: "When their evil nemesis resurfaces after 16 years, a band of ex-revolutionaries reunite to rescue the daughter of one of their own." Below the synopsis, it says "Directed by: Paul Thomas Anderson" and "Cast: Leonardo DiCaprio, Sean Penn, Chase Ininiti, Benicio del Toro, Regina Hall, Teyana Taylo...". The genre is listed as "Genre: thriller, action, crime, drama". A red "X" icon and the text "Not on your TV" are displayed. At the bottom, a message states: "Oops, we couldn't find any streaming offers. Add it to your Watchlist and we will let you know when it is available on your streaming services." The JustWatch logo is in the bottom right corner.

2.2.3 Gap Identification

The title page currently lacks visibility of theatrical availability or release. When a title is showing in cinemas but not available for streaming, the page displays fallback messages like *"Not on your TV"* or *"Oops, we couldn't find any streaming offers."* This creates a communication gap, leading users to assume the title is completely inaccessible.

2.2.4 Solution Options

Utilise the space currently reserved for "no streaming available" messaging to highlight cinema availability:

Option 1: Display a button that leads to a QR code that redirects users to mobile or website for showtime details and ticket booking.

Option 2: Display showtimes for nearby cinemas directly on the TV screen.

2.2.5 Recommendation and Decision

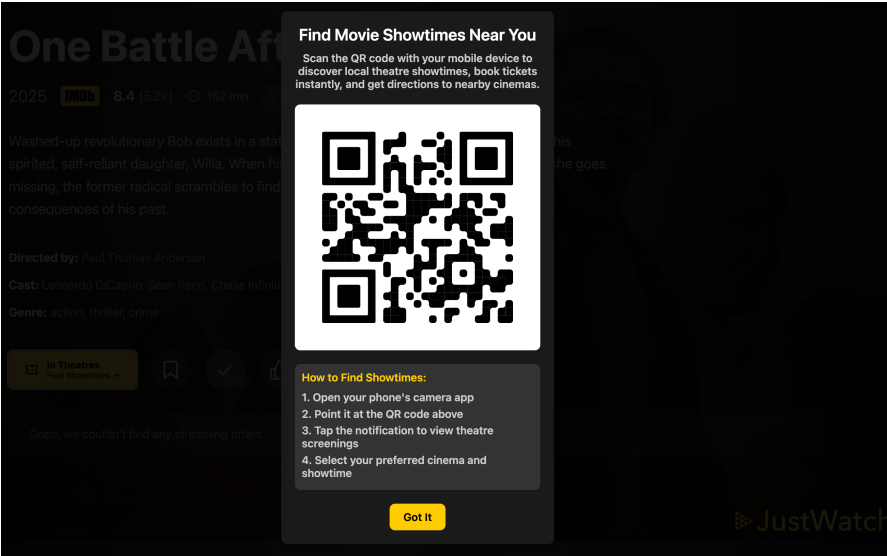
QR code redirection

This solution provides a more fluid and intuitive user journey than TV remote navigation allows. Key benefits include:

- **Enhanced usability:** Users can search for specific showtimes, theatres, and dates more easily on mobile
- **Easier purchasing:** Direct access to ticket booking via deep links to theatre apps or websites
- **Additional actions:** Users can save events to calendars and share plans with others through their phone
- **Familiar user pattern:** Similar existing TV app patterns like QR code sign-ins/logins, make it immediately recognisable to smart-tv users

2.2.6 To-Be Design

UI/ Screen Name	TV Title Page	
UI Screen		
Added Component Name	Function	Component Type
“In Theatres”	On Button click, opens a pop-up window.	Button

UI/ Screen Name	TV Title Page – QR code pop-up	
UI Screen		

Added Component Name	Function	Component Type
QR code	When the QR code is scanned, the encoded link opens in the mobile browser. If the JustWatch app is installed and supports deep linking, the link will automatically open the corresponding page in the app. If the app is not available, the user will remain on the browser version of the site.	Button

2.2.7 Prototype

Please press the button below to open the link to the prototype:

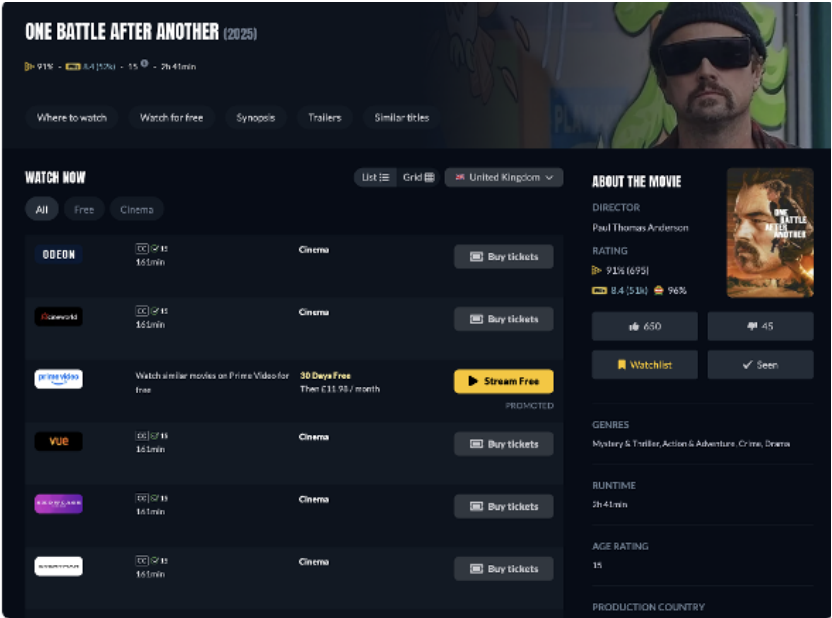
[TV Title Page](#)

2.3 Website Title Page

2.3.1 Sample Story

“**As a** user browsing JustWatch on the website, **I want to** see if a title is in theatres and view nearby theatre showtimes directly within the movie’s title page, **so that** I can easily compare local screening options and purchase tickets without needing to visit multiple sites.”

2.3.2 As-Is Analysis

UI/ Screen Name	Website Title Page
UI Screen	

2.3.3 Gap Identification

Under “Watch Now”, the offer type label shows “Cinema” with a CTA button: “Buy Tickets.”

Clicking this link opens a new tab for the selected movie on the chosen cinema chain’s site (e.g., Odeon, Vue, Cineworld). From there, users can search for available screenings within that franchise.

Currently, the list seems to only feature major cinema chains or ticket aggregators, excluding smaller or independent/local cinemas and without showing theatre showtimes.

2.3.4 Solution Options

Expand cinema coverage to include hyper-local and independent theatres alongside larger chains, improving accessibility for users outside major cities and supporting those who prefer local cinemas.

To provide hyper-localised results, we need to obtain the user's location:

Option 1: Allow location tracking while using the app (automatic geolocation)

Option 2: Manual input of location information (postcode/ZIP code)

Option 3: Hybrid approach offering both methods

Furthermore, we need to think about how to display this information to the user to interact with the dates, their location, and the showtimes. Here are some options to achieve this:

Option 1: Display CTA buttons for local and franchise theatres, redirecting users to cinema websites to complete purchases

Option 2: Display showtimes directly from a cinema API, allowing users to search by postcode/ZIP and date

2.3.5 Recommendation and Decision

Location Detection Strategy

Implement a flexible, user-controlled location system:

Primary method: Optional automatic geolocation using device browser location services (web), or IP address as fallback

Secondary method: Manual postcode/ZIP code search that overrides automatic detection

Privacy-first approach: Users who decline geolocation can still search manually for any location

This dual approach offers convenience for users checking their local area while enabling advanced use cases like:

- Planning cinema visits in future locations
- Coordinating meetups with others in different areas
- Exploring options while traveling

Fallback: If users decline geolocation and don't manually search, display franchise cinemas and ticket aggregators as currently is the case.

Display Strategy

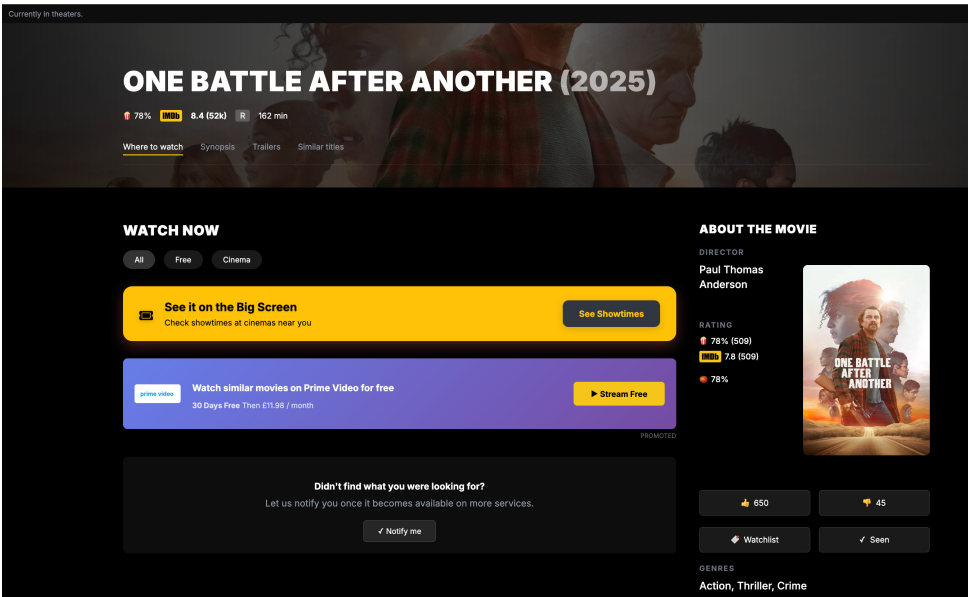
Display showtimes directly rather than CTA buttons to handle the ticket search journey externally

This approach provides advantages:

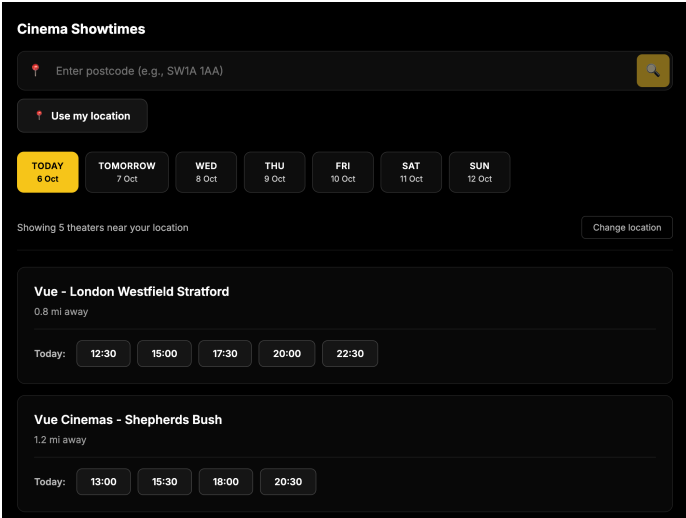
- **Richer user data:** Captures location preferences, date preferences, and user intent
- **Better insights:** Understanding which showtimes users select reveals viewing patterns and preferences
- **Stronger conversion signal:** Clicks on ticket-purchasing deep links provide clearer intent data than generic cinema website visits
- **Improved UX:** Users can compare options and make decisions without multiple redirects

This strategy transforms the platform into a true discovery and booking facilitation tool while generating valuable behavioural data.

2.3.6 To-be design

UI/ Screen Name	Website Title Page	
UI Screen		

Added Component Name	Function	Component Type
“See Showtimes”	Button that automatically filters the “Watch Now” by Cinema. Allows for visibility that this title is in cinemas while also not cluttering the All section too much with search bars, or cinema deep-links.	Button

UI/ Screen Name	Website Title Page – Cinema Filter	
UI Screen		
Added Component Name	Function	Component Type
Use my Location	Auto-detects user location to find nearby cinema showtimes	Button
Zip/ post code search	Users can enter their ZIP or postal code to find screenings of a specific title in their local area.	Search bar

Date Selector	Users can choose a date to view available screenings for the selected title.	Date Selector
Showtime Chip	Users can click a showtime to be redirected in a new tab for booking that screening.	Chip

2.3.7 Prototype:

This is a simplified prototype to show what it could look like, though it lacks thorough usability and geo-locational capabilities. I had included an API with MovieGlu to get localised showtimes given a title, date, and location but I had run out of credits on the free trial, thus it only shows hard-coded data. Please click on the button below to get to the prototype:

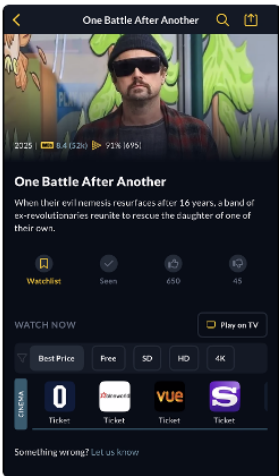
[Website Title Page](#)

2.4 Mobile App

2.4.1 Sample Story

“**As a** user browsing the JustWatch app, **I want to** see if a title is in cinemas and view nearby cinema showtimes directly within the movie’s title page, **so that** I can easily compare local screening options and purchase tickets without needing to visit multiple apps/sites or go on my laptop.”

2.4.2 As-Is Analysis

UI/ Screen Name	Mobile Title Page
UI Screen	

2.4.3 Gap Identification

Much like the website title page, under “Watch Now”, the offer label shows “Cinema” with a CTA button: “Buy Tickets.”

Clicking this link opens a new tab for the selected movie on the chosen cinema chain’s site (e.g., Odeon, Vue, Cineworld). From there, users can search for available screenings within that franchise.

As previously discussed for the website title page, currently, the list seems to only feature major cinema chains, excluding smaller or independent/local cinemas and without showing theatre showtimes.

2.4.4 Solution Options

Given the functional similarity to the website title page, please refer to Section 2.3.3 for detailed solution options covering:

- Location detection approaches (automatic, manual, and hybrid)
- Display strategy options (CTA buttons vs. direct showtime display)

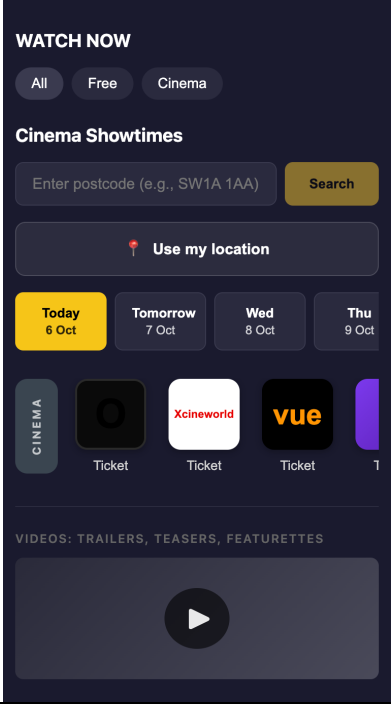
2.4.5 Recommendation and Decision

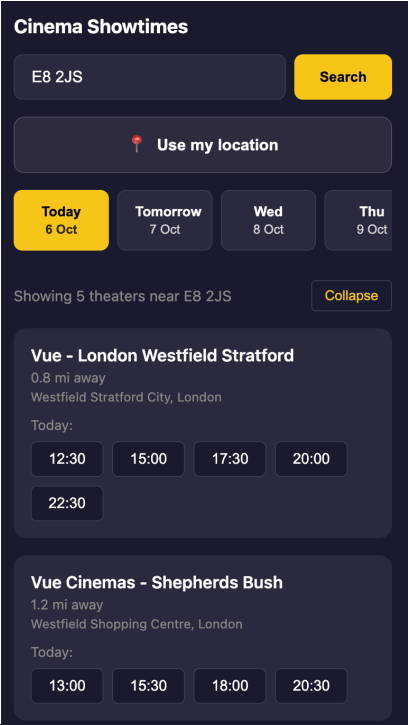
Please refer to Section 2.3.4 for the selected recommendation, which includes:

- Location Detection Strategy: Hybrid approach with optional automatic geolocation and manual postcode/ZIP search
- Display Strategy: Direct showtime display rather than generic CTA buttons

We will follow the same strategy for consistency, and a learned user journey.

2.4.6 To-Be Design

UI/ Screen Name	Mobile Title Page – All	
UI Screen	 A mobile app mockup for a cinema showtimes page. The background is dark blue. At the top, it says 'WATCH NOW' in white. Below that are three buttons: 'All', 'Free', and 'Cinema'. The 'Cinema' button is selected. Underneath is the heading 'Cinema Showtimes'. Below that is a search bar with the placeholder text 'Enter postcode (e.g., SW1A 1AA)' and a 'Search' button. Below the search bar is a button that says 'Use my location' with a location pin icon. Below that are four date buttons: 'Today 6 Oct' (highlighted in yellow), 'Tomorrow 7 Oct', 'Wed 8 Oct', and 'Thu 9 Oct'. Below the date buttons are four cinema logos: 'CINEMA' (vertical text), 'Ticket' (black circle), 'Xcineworld' (white text on a red background), and 'vue' (white text on a black background). Below the logos is a section titled 'VIDEOS: TRAILERS, TEASERS, FEATURETTES' with a play button icon in the center of a dark rectangle.	
Added Component Name	Function	Component Type
Use my Location	Allows user to auto-detect the location, a feature that can be saved for future usage.	Button
Zip/ post code search	Users can enter their ZIP or postal code to find screenings of a specific title in their local area.	Search bar
Date Selector	Users can choose a date (within the next 7 days) to view available screenings for the selected title.	Date Selector

UI/ Screen Name	Website Title Page – Cinema Filter	
UI Screen		
Added Component Name	Function	Component Type
Showtime Chip	Users can click a showtime to be redirected to the browser to book that specific screening.	Chip

2.4.7 Prototype

This is a simplified prototype to show what it could look like, though it lacks thorough usability and geo-locational capabilities. I had included an API with MovieGlu to get localised showtimes given a title, date, and location but I had run out of credits on the free trial, thus it only shows hard-coded data. Please click on the button below to get to the prototype:

[Mobile App Title Page](#)

2.5 Watchlist

Going back to the foundational gap we are trying to address, we need to focus on Watchlists. When users add a title to their Watchlist before its theatrical release, the platform must provide clear visual cues once the film begins screening in cinemas.

Without it, users may miss the opportunity to see titles in theatres, even when actively consulting their Watchlist. This section is about **user awareness**.

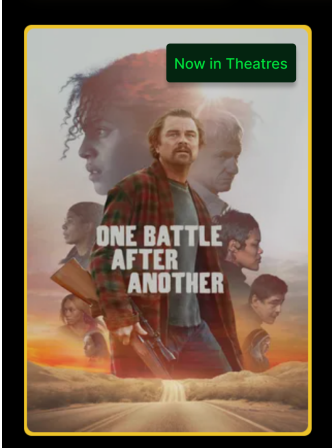
2.5.1 Sample Story

“As a user viewing my Watchlist on any device (TV, Website, or Mobile), **I want to** see a clear label when a movie in my Watchlist is currently playing in cinemas, **so that** I can easily notice which titles are available to watch on the big screen and take action to find local showtimes or buy tickets.”

2.5.2 As-is Watchlist Display Matrix

Platform / Screen Name	Current Cinema Mention	Gaps / Risks	Recommendation
TV App – Watchlist (Hover)	No mention of cinema screenings on hover/info-panel.	Users may not click through to the title page	Add a label on the title tile/poster when in theatres.
Website – Watchlist (Hover)	No mention of Cinema offerings/ showtimes, while titles that are available to stream have CTA “Watch now”.	Users may overlook cinema releases if no CTA appears on the tile.	Add a label on the title tile/poster when in theatres. Include a “Find Showtimes” call-to-action that links directly to the title page
Mobile App – Watchlist (Default Tile)	Cinema titles show generic “X offers available” CTA redirecting to title page.	Lacks clarity upfront, users don’t know those offers are cinemas.	Add a label on the title tile/poster when in theatres. Include a “Find Showtimes” call-to-action that links directly to the title page

2.5.3 To-be Wireframes

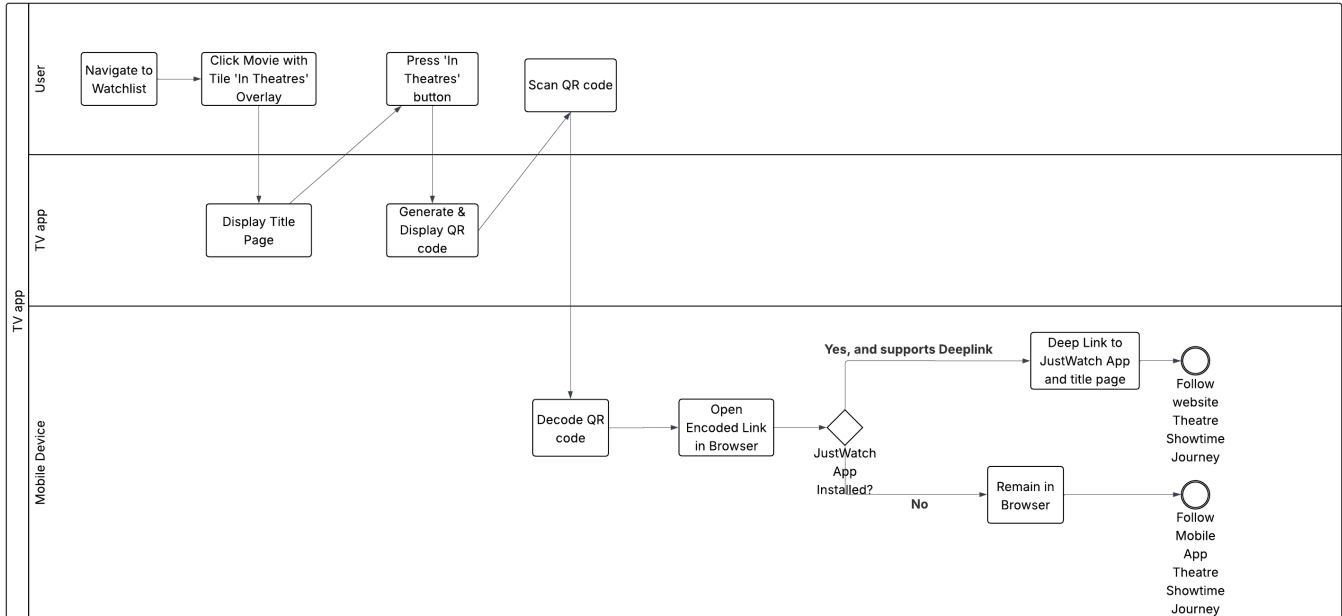
UI/ Screen Name	TV app - Watchlist	
UI Screen		
Added Component Name	Function	Component Type
Now in Theatres	Visual cue to inform user that title in their watchlist is in theatres.	Label

UI/ Screen Name	Website - Watchlist	
UI Screen		
Added Component Name	Function	Component Type
Now in Theatres	Visual cue to inform user that title in their watchlist is in theatres.	Label

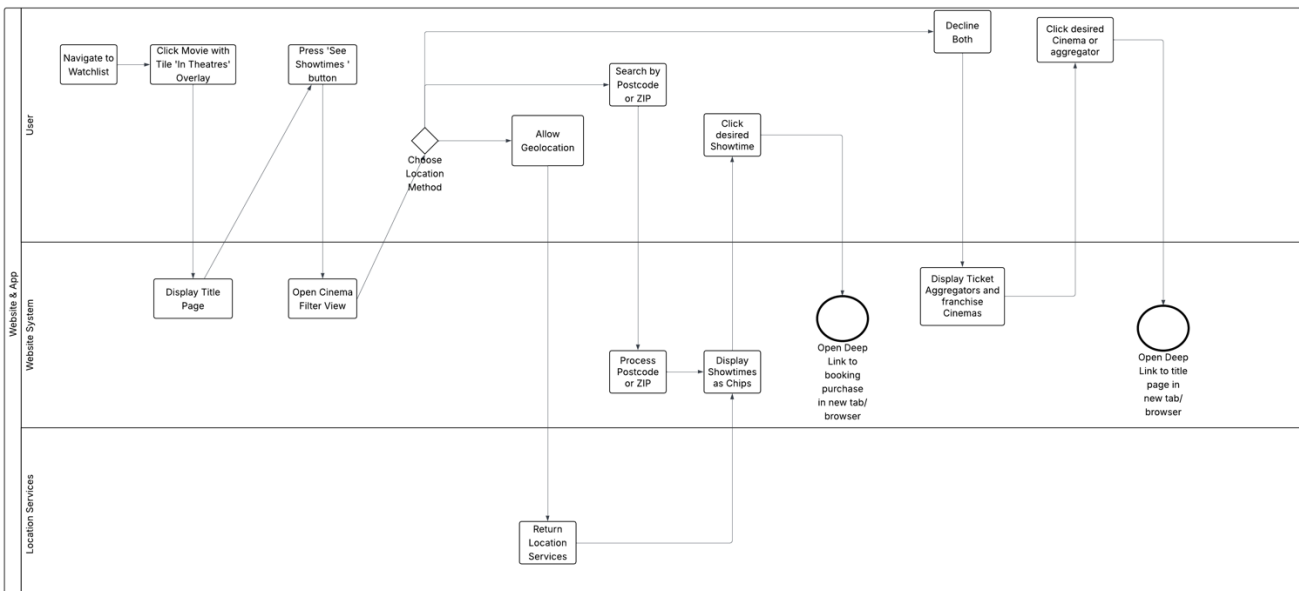
2.6 User journey flow

All journey flows start from the users watchlist.

2.6.1 TV App



2.6.2 Website & App



2.7 How can we measure success

Success can be measured through a mix of quantitative performance metrics and qualitative insights gathered throughout rollout and post-launch phases.

1. Product Performance Metrics

- Engagement lift: Increase in Watchlist and title-page interactions where cinema data is present (tracked via “In Theatres,” “See Showtimes,” and “Find Showtimes” events)
- Watchlist-to-cinema conversion rate: Percentage of users who interact with cinema CTAs (QR scans, showtime clicks, or ticket link opens)

2. User Experience & Satisfaction

- Survey feedback: Post-launch survey and in-app prompts measuring user awareness and satisfaction with the new cinema visibility features

3. Business & Partner Value

- Ticketing engagement: Increase in outbound click-throughs to partner cinema or ticketing sites
- Studio ROI signal: Improvement in intent data captured during theatrical windows for campaign reporting

4. Measurement Approach

- Event tagging across all new UI components (buttons, labels, QR codes)
- A/B testing against control groups to validate engagement and conversion lift

3. Delivery Timeline

3.1.1 Gantt Chart

Please click the link below to see the Gantt chart to go over the different steps to bring this project to life.

[Gantt Chart](#)

3.2 Future Additions

Future Additions after the rollout of this project:

1. Notification Feature: Allow users to receive notifications when a movie in their watchlist is in theatres
2. Re-Released Titles: Show the labelling and allow the Buttons to co-exist with current streaming options when a title is back in theatres for a re-run
3. Extended Label Roll-out: Expand the “Now in Theatres” labelling and redirection logic to other discovery surfaces, such as New, Popular, and Opinion/Editorial pages