

# BLOCKBUSTER WEBSITE

## Challenge

Blockbuster's relationship with its public has always been mediated by the retail environment. Yet with the recent advent of online rental services, the question became how to translate that balance of authority and familiarity into the digital market. Blockbuster came to frog to conceptualize, design, and create a new user-friendly website that would raise online capabilities to the quality of service the brand was known for. The company sought to provide a space for users to manage their own DVD subscription services, with easy access to the tools that make that possible: informative features like film summaries, recommendations, new release information, and reviews.

## Discover: Online Connections

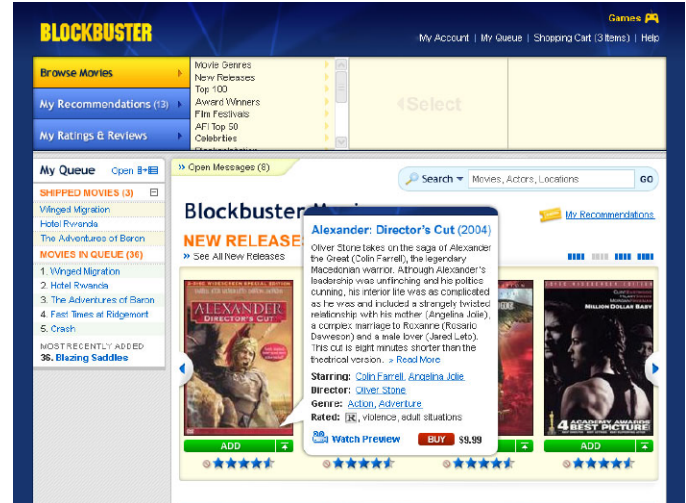
frog's strategists recognized that what would distinguish Blockbuster from its competitors were the same features that always had: up-to-date industry knowledge, ease of navigation, and a personal touch. If the movies we watch are a representation of self, much as our iPod playlists or the books on our shelves, the website and its rental queue take on new importance in terms of identity. The website needed to be geared towards connecting individuals with the movies that are right for them, not only by helping them locate the films they already want, but by alerting them to those they are bound to enjoy.

By researching disparate media purchasing platforms, frog identified two areas of focus for the website overhaul: ease of navigation and sense of community. By improving these features, Blockbuster would give users the satisfaction of managing their own web experience: easily altering their movie queues, reading and writing reviews, and soliciting recommendations.

## Design: Simple Usability, Complex Functionality

A multi-disciplinary team of digital media designers, analysts, and technologists worked closely on the project, combining their varied knowledge to push the boundaries of web design. With the design and the back-end code developing in parallel, no capability was left unexplored.

The team created a powerful Web platform from which users can direct their own content: the digital media environment brought alive. The new website allows both directed searches and general browsing, with a visual interface that invites the wanderings of an in-person visit to the video store. And for those who want to make a more informed decision, the new three-panel taskbar provides access to more than just the



## ABOVE

The Blockbuster website offers users extensive information and simple navigation, ensuring a positive brand experience.

raw summary of a film, connecting users to critical reviews and ratings. As individuals rent and rate movies, the website generates a list of personal recommendations for each, a tailored selection of titles based on past preferences. All of these movie listings can be dragged and dropped into the queue - always on screen - with the old-fashioned simplicity of walking to a check-out line.

## Deliver: A Platform for the Future

The new website secures Blockbuster's place in the future of the industry by establishing a rich digital brand experience that can serve as a platform for emerging technologies, promising its customers the best service possible for years to come.

## Results

The website, which launched in September 2006, brought Blockbuster's online positioning up to the level of its storefront success. Rather than a simple redesign of site aesthetics, the update puts power in the hand of the user, with high-level functionality and a true incorporation of personal choice. Blockbuster's year-over-year revenue rose a reported 50% in the 2006 third quarter alone.