CAMPUS CASTING

USER RESEARCH

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OBJECTIVES

Understand the Needs and Preferences of UGA Actors and Filmmakers:
Identify the specific challenges and preferences of UGA actors and filmmakers in finding and collaborating on film projects.
Explore their current methods for seeking opportunities and collaborating, including the use of Actor's Access.

Assess the Filmmaker and Actor Submission Process:
Evaluate the efficiency and user-friendliness of the filmmaker submission process for uploading film information and the actor upload process for demographic information. Identify any challenges filmmakers and actors may face and gather feedback on potential enhancements.

Gauge the Impact of the Showcase Page:
Measure the visibility and engagement of the showcase page among the UGA community and the broader entertainment industry.
Understand how well the showcase page promotes UGA films and actors, and identify opportunities for increased exposure.

Evaluate the Usability of the Multipurpose Website:
Assess the ease of use and overall user experience of the multipurpose website among UGA actors and filmmakers. Identify any potential pain points, navigation issues, or areas for improvement in the website's design and functionality.

RESEARCH METHODS

Primary Research

Because our research specifically targets UGA actors and filmmakers, we conducted **qualitative research** through a **focus group and one-on-one interviews**. The purpose of this research was to uncover how actors and filmmakers find their respective roles and talents for films. In addition, we wanted to know which specific features these audiences prioritize when searching for potential roles and talents.

Secondary Research

In addition to these qualitative interviews, we also conducted **secondary research** to gain insights into the utilization patterns and challenges faced by actors and filmmakers within the broader industry on comparable platforms.

FOCUS GROUP

UGA ACTORS

Actors from the MFA program, theater department and EMST program attended the focus group to speak on the acting side of the industry.

UGA FILMMAKERS AND PRODUCERS

Filmmakers, directors and producers gave insight into the talent search and planning side of filmmaking.

PARTICIPANTS

- Fiona: actor – MFA performer
- Bo White: MFA Athena Studios – writer, producer
- Hana Soomro: Undergrad actor
- Christian Powell: EMST and Theater major– actor and filmmaker

This was a closed group with only our team members and the focus group participants. Our client was not present to ensure each filmmaker and actor could share their opinions openly.

MAIN CHALLENGES

ACTORS:

As students, they **don't have time** to upload reels for every project they want to apply to.

DIRECTORS:

When using national platforms like Backstage, people who are not local can apply for roles. They want to make sure **no one wastes their time** when looking for talent and roles.

ACTORS

"We're very busy, and film breakdowns ask us to record a reel for each role, and there's no time to actually film that in the time needed."
—Fiona

FILMMAKERS

"We use backstage for casting, but you get interest from actors in CA or NY which isn't realistic because we can't fly talent in. We need to be able to find local talent."
—Bo

DESIRED FEATURES

FILTERS

Directors can choose specific character breakdowns that an actor can **filter** to see if they fit (ex. Age range, height, ethnicity, etc.).

SCHEDULING

Option to display current **actor availability**, **dates of castings calls**, and **commitment schedule for actors.**

COMMUNICATION

Actors have the ability to communicate with Filmmakers.

ACTORS

"If I could get my auditions out and be able to contact the films, that would keep me coming back to the website."
—Christian

FILMMAKERS

"Knowing the schedule of actors is a challenge. As filmmakers, we're dependent on the actors' availability, so I'd like to see actors' reels and what their capabilities are"
—Bo

“CAMPUS CASTING”

HANNA

“Makes it sound community based and inclusive and would encourage more students to audition.”

FIONA

“Makes me feel like we have an exclusive into the casting and it belongs to UGA therefore it belongs to us to some degree.

BO

“It has a good ring to it. Being a new director and producer, I’ve been on Backstage, and getting an actor in a union is intimidating. Having this will make filmmakers more confident and comfortable to interact with actors.”

INTERVIEWS

We also conducted one-on-one interviews with local actors and student filmmakers. These intimate interactions provided a unique opportunity to delve into each participant's nuanced thoughts on the industry and Campus Casting.

Jackson Riddle, 22

Jackson is double majoring in public relations and theater at the University of Georgia. In his free time, he also enjoys acting in local plays. Though Jackson primarily does theater, he has acted in films through the University. In our discussion, he shared how hard it is to get involved and find roles since most openings are sent through EMST group chats.

Q: "If there was a UGA-specific website to connect potential actors and filmmakers would you be interested in using it?"

A: "Absolutely! It would be nice to be on a website that isn't as oversaturated as Actors Access/Backstage and that solely connects UGA Theatre students/grads with UGA projects."

Q: "Do you think a platform like Campus Casting would be something that more theater majors would be interested in?"

A: "100%. I think a big issue in our theatre department right now is that there's such a disconnect between EMST & theatre, when in reality the majority of theatre majors are interested in film. This website would help close that gap & truthfully make everyone's life easier in regard to class film projects, etc."

INTERVIEWS

Alexander “Xander” Chiaramonte, 22

Xander is an EMST major at the University of Georgia. In addition to his major, he is also Chief Creative Officer of Clear Mountain Entertainment and President of the Backlight Student Film Festival. As a successful student filmmaker, we asked Xander his traditional method of searching for actors. He shared with us that there is a *dire need* for a platform like CampusCasting.

Q: “What is the current process you use, if any, for finding people/ casting for projects?”

A: “For casting actors (talent), typically most students try to approach the Theatre or Film Studies Dept. in Franklin, but typically they resort to using non-actors when that doesn't work. Typically students use Groupme which is super inefficient for a few reasons: 1) people don’t check them 2) you have no idea the quality of work/level of experience the person who is DMing you has 3) hard to rangle all the info you need from them (emails, numbers, availability, dietary restrictions for food on set, etc. This all is needed before you really can go with someone).

Q: “Do you think you would utilize the type of proposed website we are building?”

A: “1000% – but, please make sure to make it equally focused on CREW and CAST (actors). They are both extremely difficult now to do and this would be absolutely game-changing for filmmakers at UGA if it solved both.”

INTERVIEWS

Alexander “Xander” Chiaramonte, 22

Xander also shared with us a recent rule instated by the ESMT department:

> “For films and projects done for EMST class assignments, key crew positions of writer, director, producer, director of photography, camera operator, editing, color correction, visual effects, sound design, and production sound mixer must be filled by current EMST majors.
>
> No cash payment for cast/crew services is permitted or expected.”

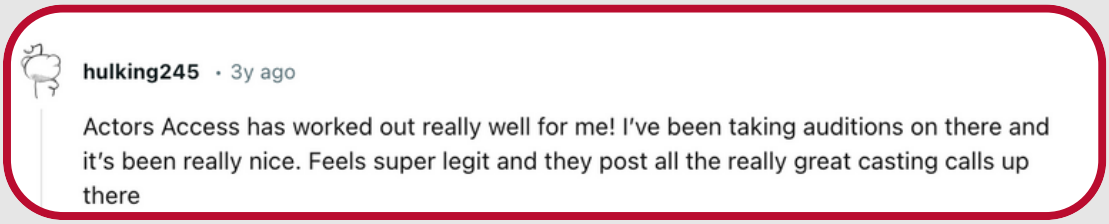
He emphasized the importance of connecting filmmakers with not only cast and talent, but also *crew members*. With this new rule in place, any student film makers at the University of Georgia looking for help in production cannot utilize any outside resources or help from non-EMST majors. He explained to us just how difficult this makes it to connect with fellow students who are available to help at any given time.

“This project is super important, now more than ever! This is just so entirely needed for the development of film at UGA in general. Like so many more projects made in the school will be so much better from this.”

Though we do not currently have a crew member section on our beta for Campus Casting, this is a notion that we will carry forward to our client and continue to do research on to see if it is possible to add to our iteration.

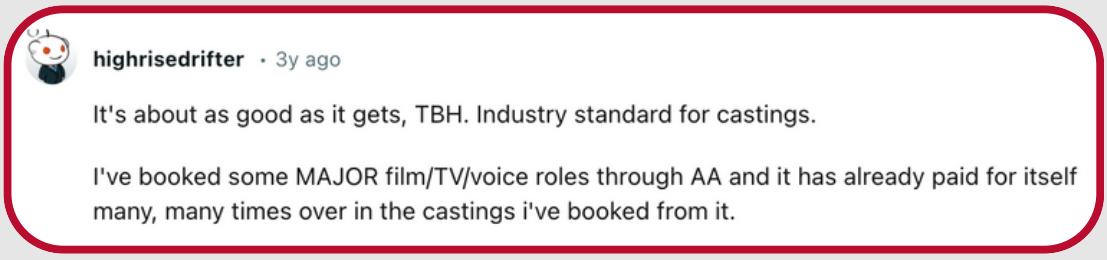
SECONDARY RESEARCH

For our secondary research, we gauged current online user sentiment of industry-standard online databases **Actors Access** and **Backstage**. In discussion with our client, he informed us that all students in the MFA program are heavily encouraged to create and maintain an Actors Access profile throughout the duration of their program. There is also a general online consensus that Actors Access is the preferred platform of many actors over Backstage, thus we will provide users with the opportunity to link their Actors Access account in our iteration.



hulking245 · 3y ago

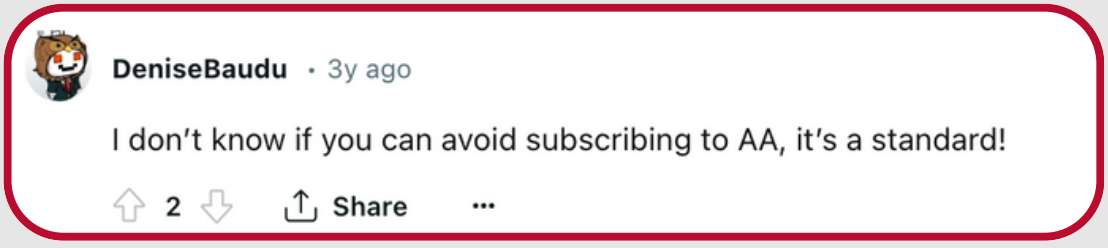
Actors Access has worked out really well for me! I've been taking auditions on there and it's been really nice. Feels super legit and they post all the really great casting calls up there



highrisedrifter · 3y ago

It's about as good as it gets, TBH. Industry standard for castings.

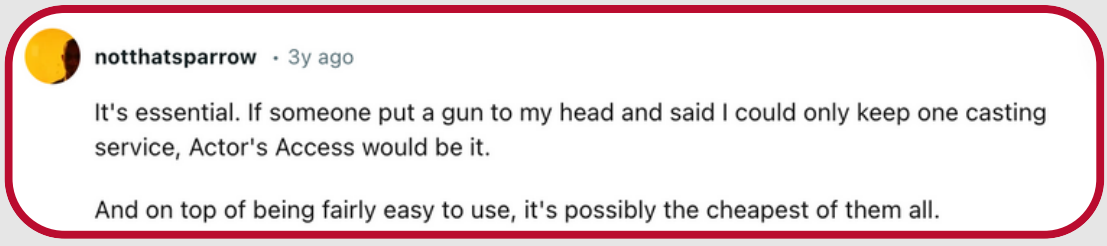
I've booked some MAJOR film/TV/voice roles through AA and it has already paid for itself many, many times over in the castings i've booked from it.



DeniseBaudu · 3y ago

I don't know if you can avoid subscribing to AA, it's a standard!

2 Share ···



notthatsparrow · 3y ago

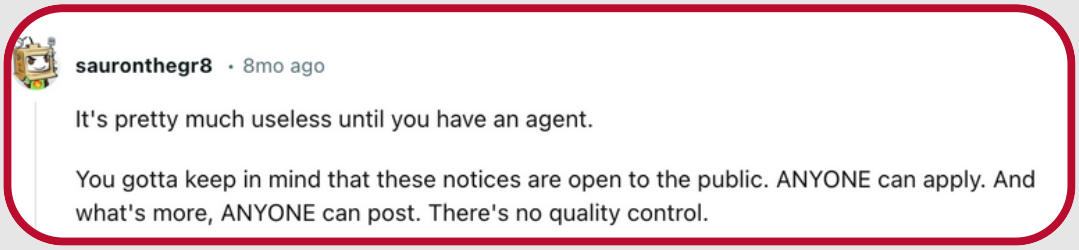
It's essential. If someone put a gun to my head and said I could only keep one casting service, Actor's Access would be it.

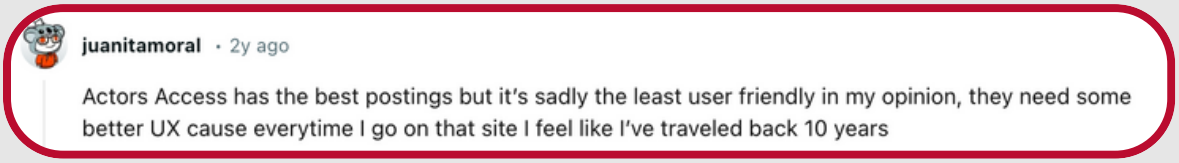
And on top of being fairly easy to use, it's possibly the cheapest of them all.

SECONDARY RESEARCH

Main consumer concerns of the platforms however include **user interface** and **lack of quality control**. These are all issues we will solve in our iteration.

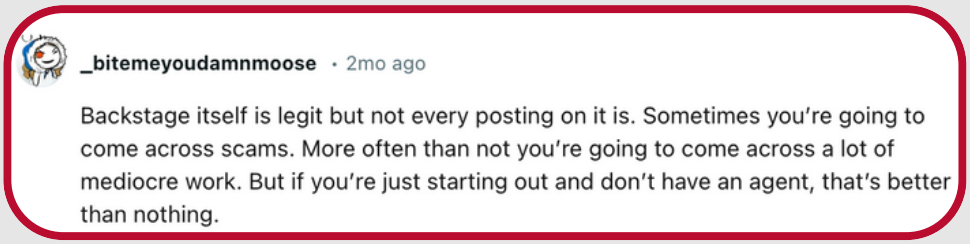






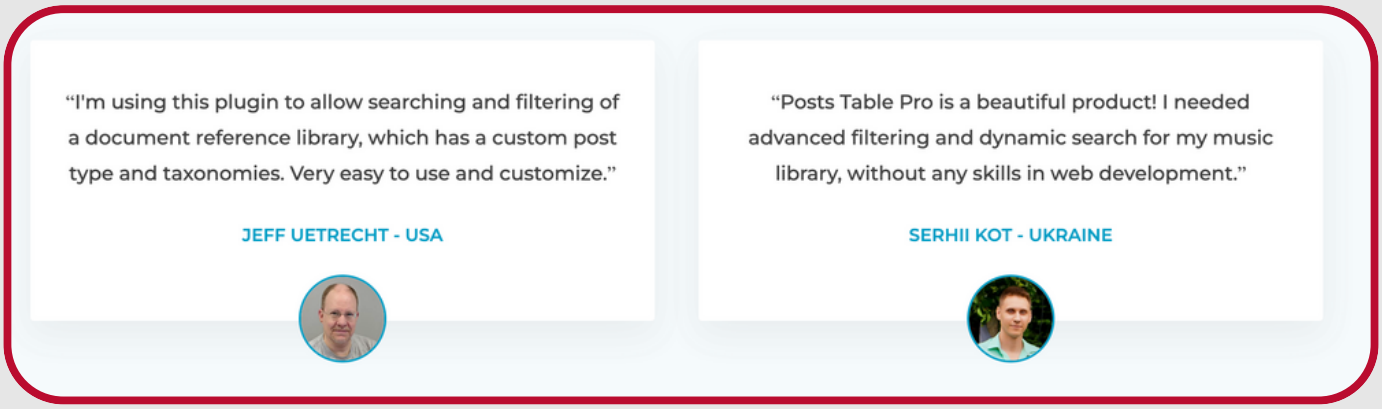
Confirms our need for improved UX design

Confirms our notion for allowing access to the UGA community only

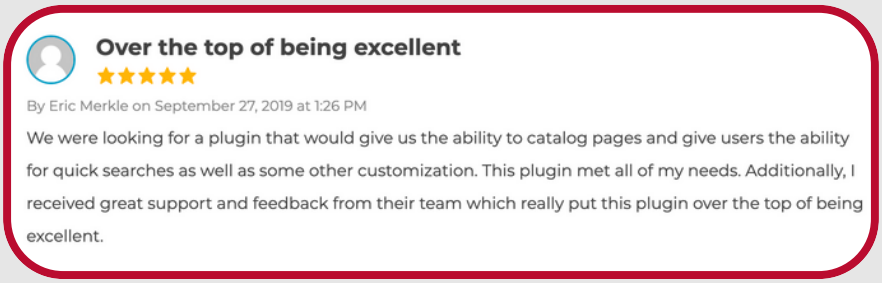


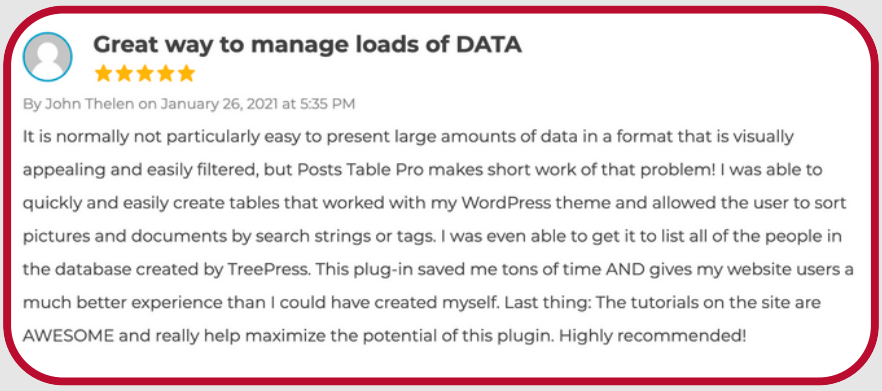
SECONDARY RESEARCH

This phase of secondary research examined how users implemented the Post Tables Pro plugin for their websites. We wanted to gauge what people liked about the plugin's features and how they used each feature in similar methods to our iteration.



Confirms our need for search features





Confirms our need for sorting and filtering

FUTURE RESEARCH

As we continue developing the website, we will continue checking in with actors and filmmakers to ensure we are creating a platform that serves them in the best way possible. We'll keep communication lines open between our team and the actors and filmmakers who will use this website. This communication strategy will ensure we

We will also continue conducting research on how we will display the showcase page and which methods are the best for mobile users.