

Step 1 : Brainstorm Solutions

1. **The Critique Toggle (Sentiment Filtering):** A switch on the movie page that allows me to toggle between 'Short and Sweet' (memes/jokes) and 'Critique Mode' (deep critiques). This solves the dissatisfaction of the **76% of users** who feel the seriousness is currently lost.
2. **Weighted "Funny" Reaction:** Separating 'Likes' from 'Funny reactions in the algorithm. Currently, joke reviews win the "Popular" tab because they get cheap likes; this solution ensures "Insights" have their own ranking track.
3. **Review Classification Tags:** AI-applied labels (Analysis, Meme, Trivia, Rant) that allow me to filter the feed. This gives the **users looking for serious reviews** the power to dig through one-liners faster to find the gems.
4. **Word-Cloud Signal Indicators:** Small icons next to a review title that show the "Technical Keywords" used (e.g., "Lighting," "Score," "Acting"). It acts as a **Visual Heuristic** for users like Raju who are looking for serious talk.
5. **Verified "Auteur" Feed:** A secondary feed that prioritizes reviews from users with a history of long-form, analytical content. It protects the core differentiator of the platform: its elite cinephile identity.
6. **Cinephile Nuggets (The Wiki Layer):** Integrating a "Trivia & BTS" section directly into the review-writing box. This solves the **Information Gap** for users who currently leave for Wikipedia.
7. **Guided Review Templates:** Scaffolding for reviews with sections like Technical Execution and Emotional Impact. This directly mitigates the **Review Intimidation** Raju feels because he's not sure how to "structure" his thoughts.
8. **Voice-to-Critique Drafting:** A voice-memo feature to capture raw thoughts immediately after a movie. This solves **Temporal Decay** pain, where the enthusiasm fades if he doesn't log during the high.
9. **Contextual AI Prompts:** AI-generated questions in the review box (e.g., "What did you think of the non-linear editing?") to provide a Review Prompt and get the hesitant users started.
10. **The Drafting Table:** A private, scratchpad space within the app to store notes or "Hate-Read" drafts before they are polished for the others to read.
11. **Collapsible Meme Sections:** Automatically grouping reviews under 10 words into a "Show more jokes" collapsible section at the bottom of the feed. This keeps the primary viewport clean for high-value content.
12. **The "Hate-Reader" Tab:** A specific feed for the bashing content the user hates, keeping it socially acceptable to vent about bad movies without cluttering the serious analysis tabs.
13. **Contextual Footnotes:** AI-generated technical context (e.g., director's lens choice) added as a small footer below a review to enrich the reader's discovery.
14. **'Request a Critique' Button:** Allowing me to tag a fellow "Auteur" to ask for their serious take on a movie, driving **Meaningful Social Interaction (MSI)**.

Step 2 : Prioritise Smartly

Solution	Impact (on Goal)	Effort (Dev/Design)	Priority
Critique Toggle	High	High	P0 (Major Project)
Collapsible Meme Sections	High	Medium	P1 (Quick Win)
Verified Auteur Feed	High	Medium	P1 (Quick Win)
Guided Review Templates	Medium	Medium	P2 (Incremental)
Cinephile Nuggets (Wiki Layer)	High	High	P2 (Major Project)
Contextual AI Prompts	High	High	P2 (Major Project)
Review Classification Tags	Medium	Medium	P2 (Incremental)
Word-Cloud Signal Indicators	Medium	Low	P3 (Fill-in)

Voice-to-Critique Drafting	Medium	High	P3 (Major Project)
Weighted Funny Reaction	Low	Low	P3 (Fill-in)
Hate-Reader Tab	Low	Low	P3 (Fill-in)
Request a Critique Button	Low	Low	P3 (Fill-in)
Drafting Table	Low	Medium	P3 (Fill-in)
Contextual Footnotes	Low	Medium	P3 (Fill-in)

Step 3 : Wireframing the ideas

1. The Entry Point (Discovery)

- **Screen:** Your Review page with the new Type filters (All, Short & Sweet, Critique Mode)

This establishes **Discoverability**. By placing "Critique Mode" alongside "All Reviews," you are signaling to the user that a higher tier of content exists within the same ecosystem.

This is where the users gets to know the reviews are now being segregated into types based on what each user desires

REVIEWS OF

Good Luck, Have Fun, Don't Die 2026

MEMBERS FANS LIKES **REVIEWS** LISTS

RATING ▾ EVERYONE ▾ Sort by REVIEW ACTIVITY ▾

Type: **All reviews** Critique Mode Short and Sweet



★★★★☆ ❤️ Watched by **Framesofnick** 10 Feb 2026 3

Sometimes the world needs a punch right on the nose to snap them out of the hellscape we're just barreling towards at rapid speed

♡ Like review 991 likes



★★★★☆ ❤️ Watched by **Sethsreviews** 09 Feb 2026 3

Bonkers. Gore is simply yelling at a wall here (so happy he's back). much of it is so memorable and vibrant - a proper display of his technical prowess. the conclusion does enter the realm of too nonsensical even for him, but it's still a lot of fun. incredibly in your face and frenzied. I could watch Sam Rockwell leap around as this character for hours on end: full of screwball notes and pure energy. Does loses its poignancy slightly, but still a wild ride that kept me engaged throughout.

♡ Like review 715 likes



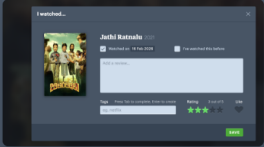
★★★★☆ ❤️ Watched by **matt lynch** 12 Feb 2026 2

2. The Interaction Trigger (The Gate)

- **Screen: 'Write a Review' page with the Critique Mode Toggle**

This is the **Conversion Point**. When a user watches a new movie and clicks on the review button, he sees the critique option and is making a conscious choice to move from a "Standard User" to a "Critic."

I watched...



Jathi Ratnalu 2021

☒ Watched on

☐ I've watched this before

☒ Upgrade to Critique Mode

Tags

Press Tab to complete, Enter to create

Rating

☒ ☒ ☒ ☐ ☐

3 out of 5

Like

SAVE

3. The Functional Core (Structured Input)

- **Screen:** The screen after the toggle is "ON" (3 sections + Word Count).

This is **Constraint-Based Design**. By replacing a blank box with structured sections, you are reducing **Cognitive Load** (the user knows exactly what to write about) while simultaneously ensuring **Quality Control** through the minimum word count.

I watched... Critique Mode Active



Jathi Ratnalu 2021

☒ Watched on 16 Feb 2026
 ☐ I've watched this before

☒ Upgrade to Critique Mode

0 / 500 words
 Your critique progress

Thesis Statement (One sentence summary)

Summarize your critique in one compelling sentence...

Directorial Vision 0 words

Discuss the director's creative choices, visual style, and overall approach to storytelling...

Screenplay & Dialogue 0 words

Analyze the writing quality, character development, dialogue effectiveness, and narrative structure...

Technical Execution 0 words

Evaluate cinematography, editing, sound design, music, and other technical aspects...

Tags

eg. netflix

Press Tab to complete, Enter to create

Rating

★
★
★

3 out of 5

Like

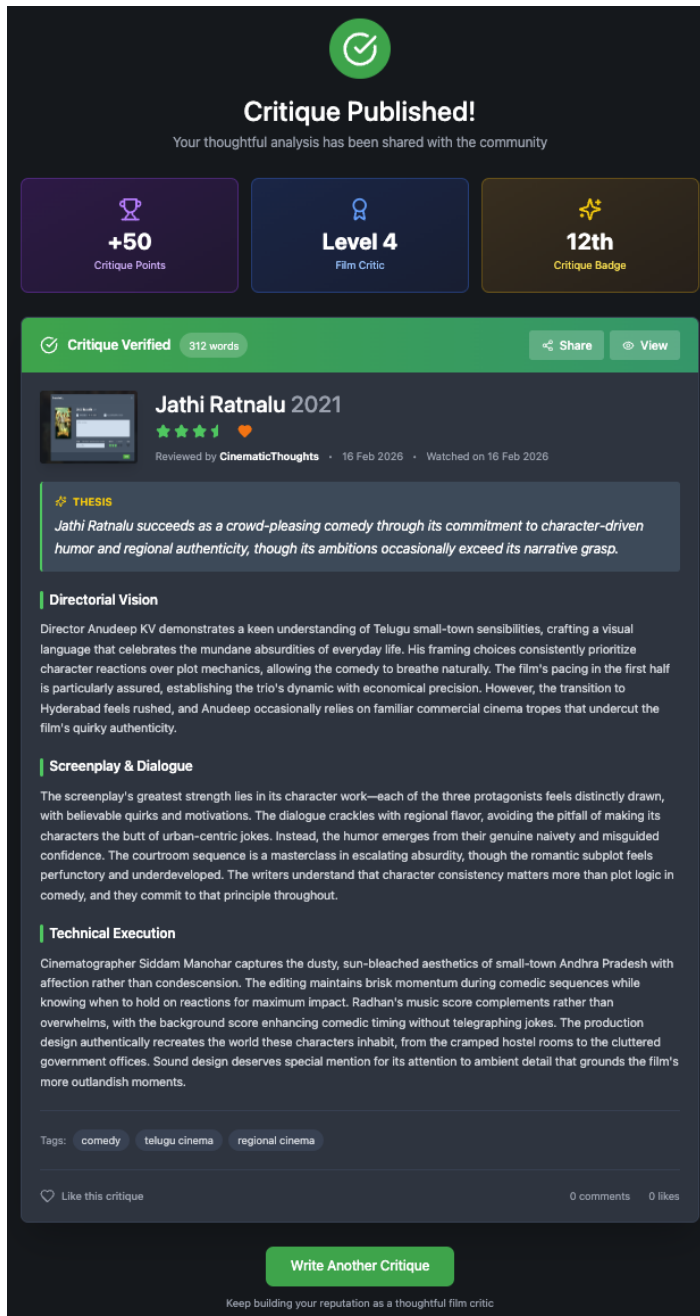
Critique mode requires thoughtful analysis across all sections

SAVE CRITIQUE

4. The Value Exchange (The Reward)

Screen: The Success/Reward screen.

This closes the **Feedback Loop**. Since writing a 500-word critique is hard work, the product must provide immediate **Dopamine/Validation**.



5. The Final Output (Content Differentiation)

- **Screen:** The submitted review appearing in the "Critique Mode" feed with its unique badge.

This proves the **Value Proposition** to the *reader*. It shows that the "Critique" isn't just a long review, but a distinct, premium content type that is visually separated from "quirky" one-liners.

REVIEWS OF

Jathi Ratnalu

2021

MEMBERS

FANS

LIKES

REVIEWS

LISTS

RATING

EVERYONE

Sort by

REVIEW ACTIVITY

Type:

All reviews

Critique Mode

Short and Sweet

Viewing Critique Reviews

These reviews have been written in Critique Mode, meeting our community standards for thoughtful, structured film analysis. Each critique includes a thesis statement and analysis of directorial vision, screenplay, and technical execution.

CRITIQUE VERIFIED

312 words

Just Published

Watched by

CinematicThoughts

16 Feb 2026

0

THESIS

Jathi Ratnalu succeeds as a crowd-pleasing comedy through its commitment to character-driven humor and regional authenticity, though its ambitions occasionally exceed its narrative grasp.

Read full critique

Like review

0 likes

CRITIQUE VERIFIED

287 words

Watched by

TeluguCinemaScholar

12 Feb 2026

8

THESIS

Anudeep KV's directorial debut is a refreshing subversion of Telugu commercial comedy that finds genuine humor in the collision between small-town innocence and urban complexity.

Read full critique

Like review

234 likes

CRITIQUE VERIFIED

298 words

Watched by

IndianFilmCritic

08 Feb 2026

15

THESIS

While Jathi Ratnalu offers moments of genuine comedic brilliance rooted in cultural specificity, its second half succumbs to commercial formula that dilutes its unique voice.

Read full critique

Like review

189 likes

Step 4 : Defining Success Metrics

Metric Type	Metric Name	Definition	Why it matters
Key Metric	Critique Adoption Rate	% of total reviews published that use the "Critique Mode" toggle.	Directly measures if the "serious" persona is actually utilizing the

			feature over the standard review.
Secondary Metric	Average Word Count (Critique Mode)	The mean number of words per post specifically within the Critique Mode segment.	Validates that the "Friction as a Feature" is working to drive depth rather than just hitting the minimum.
Secondary Metric	Critique Save/Share Rate	% of users who "Save to List" or share a review tagged as a "Critique."	Indicates if other users find this structured content more valuable/durable than standard quips.
Guardrail Metric	Review Abandonment Rate	% of users who toggle "Critique Mode" ON but exit without publishing.	Ensures the friction (word count/structure) isn't so high that it frustrates users into not posting anything at all.

Step 5 : Identify Pitfalls and Mitigations

Assumption at Risk	Failure Mode	Impact	Likelihood	Mitigation (Practical)	Detection Signal	Containment / Rollback

Users will find the structured fields helpful for writing.	Users feel overwhelmed by the 3 sections and abandon the review.	High	Medium	Provide "Ghost Text" placeholders with prompts (e.g., "Analyze the lighting...") to guide thoughts.	Review Abandonment Rate on the Critique entry screen.	Revert to a single text box with a simple character counter.
Longer reviews correlate with higher critical quality.	Users "pad" reviews with gibberish or repetitive text to hit the 500-word count.	High	Medium	Implement a basic "gibberish" script to prevent repetitive character strings.	Report Rate for "Low Quality" on Critique-tagged posts.	Manual audit of top 100 critiques; revoke "Critic" badge for spam.
Readers prefer structured critiques over quirky one-liners.	Users find long reviews boring/cluttered and scroll past them, lowering engagement.	Medium	Low	Use "Expand" buttons so long reviews don't clutter the feed; show a 1-sentence "Thesis" first.	Click-through Rate on "Read More" for Critiques.	Adjust feed algorithm to mix "Short & Sweet lines" and "Critiques" more evenly.

Product Requirements Document: Letterboxd "Critique Mode"

1. Objective: The "Why"

- **Business Objective:** To solidify Letterboxd's position as a premier critical archive by differentiating between casual social engagement and formal film analysis.
 - **User Objective:** Provide a sanctuary for cinephiles who want to write and read serious reviews without them being buried by meme-heavy, one-liner content.
 - **Problem Statement:** Currently, "High-Intent Critics" feel their deep analysis is lost in the noise of the main feed, leading to reduced long-form contributions.
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2. Success Metrics (The Compass)

- **Key Metric (North Star): Critique Adoption Rate** – % of total reviews published using the Critique Mode toggle.
 - **Secondary Metrics:**
 - * **Average Word Count (Critique Mode):** Ensuring the 500-word minimum drives depth, not just padding.
 - **Click-Through Rate (Read More):** Measuring reader appetite for long-form content.
 - **Guardrail Metrics:**
 - * **Review Abandonment Rate:** Ensuring the new structured fields aren't so complex that they stop users from posting entirely.
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3. User Personas

- **The Scholar :** Serious film students and analysts. They value intellectual authority and structured discourse.
 - **The Curator :** Readers looking for reliable, technical insights before watching a film.
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4. The Solution Space

Solution Overview

A toggle-based "Critique Mode" within the standard review flow that transforms the input area into a structured analytical workspace.

Product Flow & Features

- **The Gatekeeper:** A prominent toggle in the "Log Movie" screen that switches the UI to Critique Mode.
 - **Structured Input Fields:** Replaces the single text box with three specific prompts: *Thematic Analysis*, *Technical Craft*, and *Final Verdict*.
 - **Validation Gate:** A "Save" button that remains locked until a 500-word minimum is reached.
 - **Visual Distinction:** Published critiques receive a "Verified Critic" badge and a distinct layout in the feed to signal high-quality content.
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5. Timeline & Dependencies

- **Design Phase (T+1 Week):** Finalize high-fidelity mockups for the structured input fields and the "Critic" badge.
- **Development Phase (T+3 Weeks):** Implement the toggle logic, character counter, and feed filtering.
- **Internal Dependencies:** Requires coordination with the Search/Algorithm team to ensure "Critique Mode" filters function correctly in the "All Reviews" view.