The Stargaze App Case Study

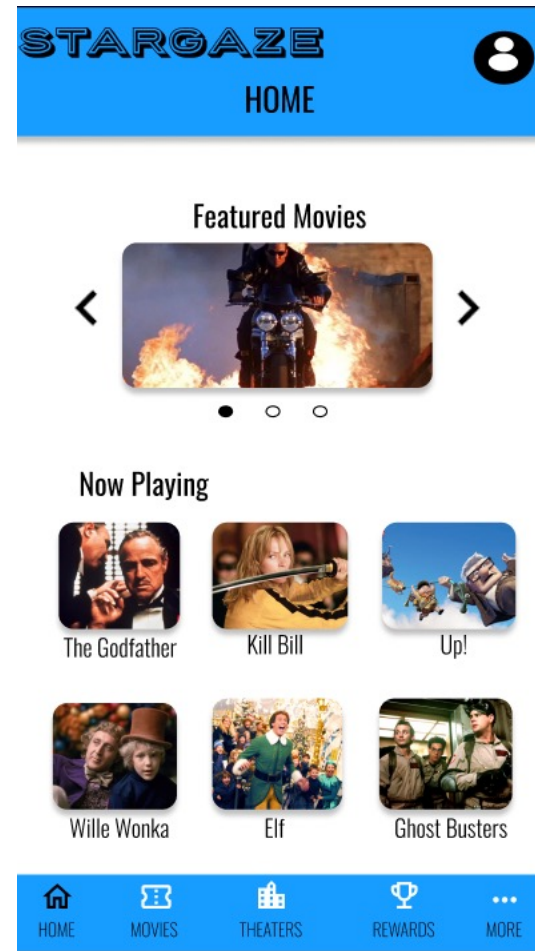Brian Thompson

Project overview

The product:

The Stargaze app is a app that allows users to purchase movie tickets, food, and drinks in advance before they arrive at the movie theater of their choosing, hassle free.

Project duration:

November 2021 – December 2021

Project overview

The problem:

In this project we wanted to solve the challenge of ordering movie tickets online for users.

The goal: I want to understand the processes, challenges and emotions that people experience around using a mobile ticketing app before, during, and after the movie experience

Project overview

My role:

UX designer, and UX researcher from start to finish

Responsibilities:

User research, ideation, wireframing, prototyping, and mockups

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary

The usability studies that were included in the research were both unmoderated, conducted in the United States, and lasted a total of 60 minutes over a course of two days. 5 Participants were included in each study. Participants varied from ages 16-50, male/female/non-binary, and vision-impaired. The goal of the studies was to figure out if users can complete the core tasks within the app such as ordering movie tickets. We're creating a new app to help people purchase movie tickets hassle free. Before launching we need to figure out if getting tickets through our app is easy for users to do. We'd like to understand what specific challenges our users might face in the ordering, process and how we can help them fix those challenges.

User research: pain points

1

Convenience

It is not convenient to order movie tickets for yourself or for others at a movie theater. Users want a way to do this before they go to have things prepared and an effective way to do it that is easy.

2

Age Rating of Movies

Users with a family or age concerns want to be able to know what movie they will be able to watch.

3

Viewing Selection

Users need to be able to see the movie when, where, and how they want to see it. This means being able to chose the theater, viewing experience (ex: Imax, 3D, etc.), and time and date.

Persona: **Akira Wang**

Problem statement:

Akira is a senior account and mother who needs to be able to order movie tickets online easily for her family in advance with a convenient experience so that she can enjoy going to the movies with her family.

"I have a busy lifestyle and my family means everything to me. We enjoy going to the movies on the weekends, but getting tickets is a hassle now."

Goals
- Earn a promotion to become a Senior Accountant II
- File LLC to open on company and do private consultations
- Continue to provide for her family and enjoy the experience of going to the movies.

Frustrations
- "Every time I try to get tickets online for the movies it is difficult." I'm not sure which movies I can take my kids with me to, and where I can sit."
- "I want to be able to choose the type of viewing experience as well."

Name: Akira Wang

Age: 42
Education: Masters in Accounting
Hometown: San Diego, California
Family: Married, 2 Kids, 1 dog
Occupation: Senior Accountant at Accounting Firm

Akira is a Senior Accountant at her Accounting Firm in San Diego. Often times she spends long ours at the office to make sure that everything is going as it should, and always lending a helping hand. She wants more out of her career and is building a LLC to consult clients on the side with. Her family however is her top priority. Akira has a 8 year old boy and a 6 year old girl that her and husband are raising. With her busy schedule, she wants to make sure that she can have a good experience with her kids at the movies but she always seems to run into problems at the mobile ticketing app. Most of the time she isn't sure on where to go to get the tickets, what movies are age appropriate for her children, and what seats she will be able to select.

User journey map

Taking users through a typical way to navigate through an app to purchase movie tickets.

ACTION	Figure out a movie to go see	Navigate to the app	Select a theatre	Select the movie	Get tickets	Go to movie theatre to watch movie
TASK LIST	**Tasks** **A** Consult with family on what movie they want to see **B** Find a day in everyone's schedule that works for them to watch it	**Tasks** **A** Get on their mobile device or tablet **B** Open the app (download first if they don't have it downloaded already) **C** Navigate to the main page	**Tasks** **A** Choose a theatre near them **B** Make sure theatre is showing the movie they want to see **C** Check to see if any specific theaters are giving deals	**Tasks** **A** Make sure movie has the appropriate age ratings for the kids. **B** Make sure time is available that they want to go see **C** Select seats	**Tasks** **A** Double check to make sure all of the previous steps are correct **B** Pay for tickets **C** print tickets out	**Tasks** **A** Navigate to the movie theatre on the day of the showing before the scheduled time of the movie. **B** Wait in line, get snacks **C** Enjoy the movie
FEELING ADJECTIVE	**User Emotions** • Excited	**User Emotions** • Neutral	**User Emotions** • Uneasy • confused	**User Emotions** • Frustrated • Startled	**User Emotions** • Anxious	**User Emotions** • Content but not satisfied as can be
IMPROVEMENT OPPORTUNITIES	Areas to improve • In the app, offer recommendations for which movies to see based on needs.	Areas to improve • Allow Siri to open the application • Allow night and dark mode for better visibility • Allow talking prompts so user could hear what is being said to them if need be.	Areas to improve • The app should include a near me or location service to automatically populate the nearest movie theater. Also should have options to favorite movie theatre user likes. • Once theatre is selected, show the real life stats (How many seats are available, showing times, etc.)	Areas to improve • Offer reviews, age ratings and movie ratings so user can make a more informed choice. • Have seat options updated to reflect current availability	Areas to improve • Offer payment confirmation to user via email and push notification • Email should include the ticket/QR Code	Areas to improve • Have the option to scan QR code of ticket • Allow user to pick the snacks and drinks they want before hand and pick up

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
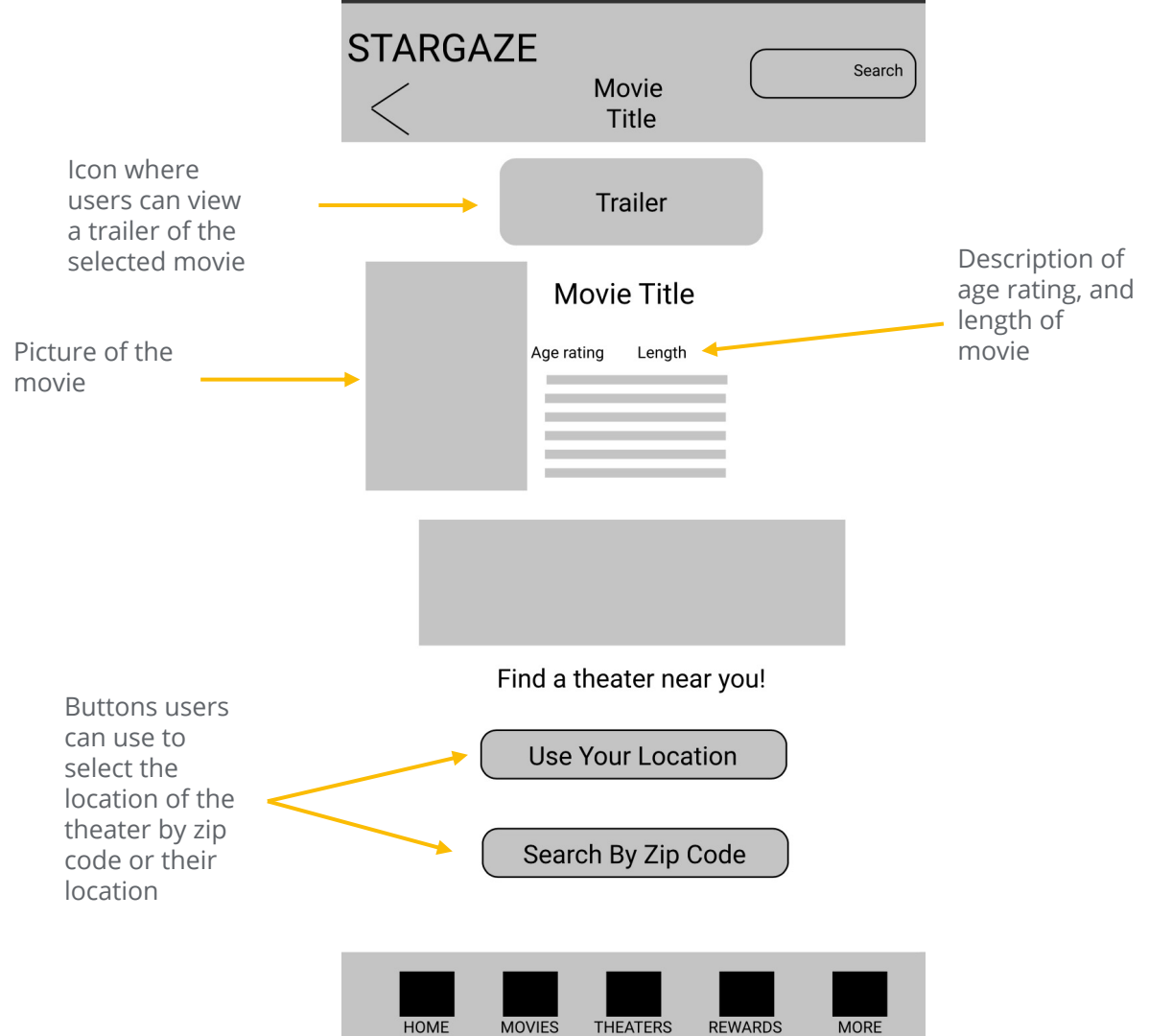- Usability studies

Paper wireframes

These paper wireframes represent key elements and components that would be considered for the homepage of the Stargaze App.
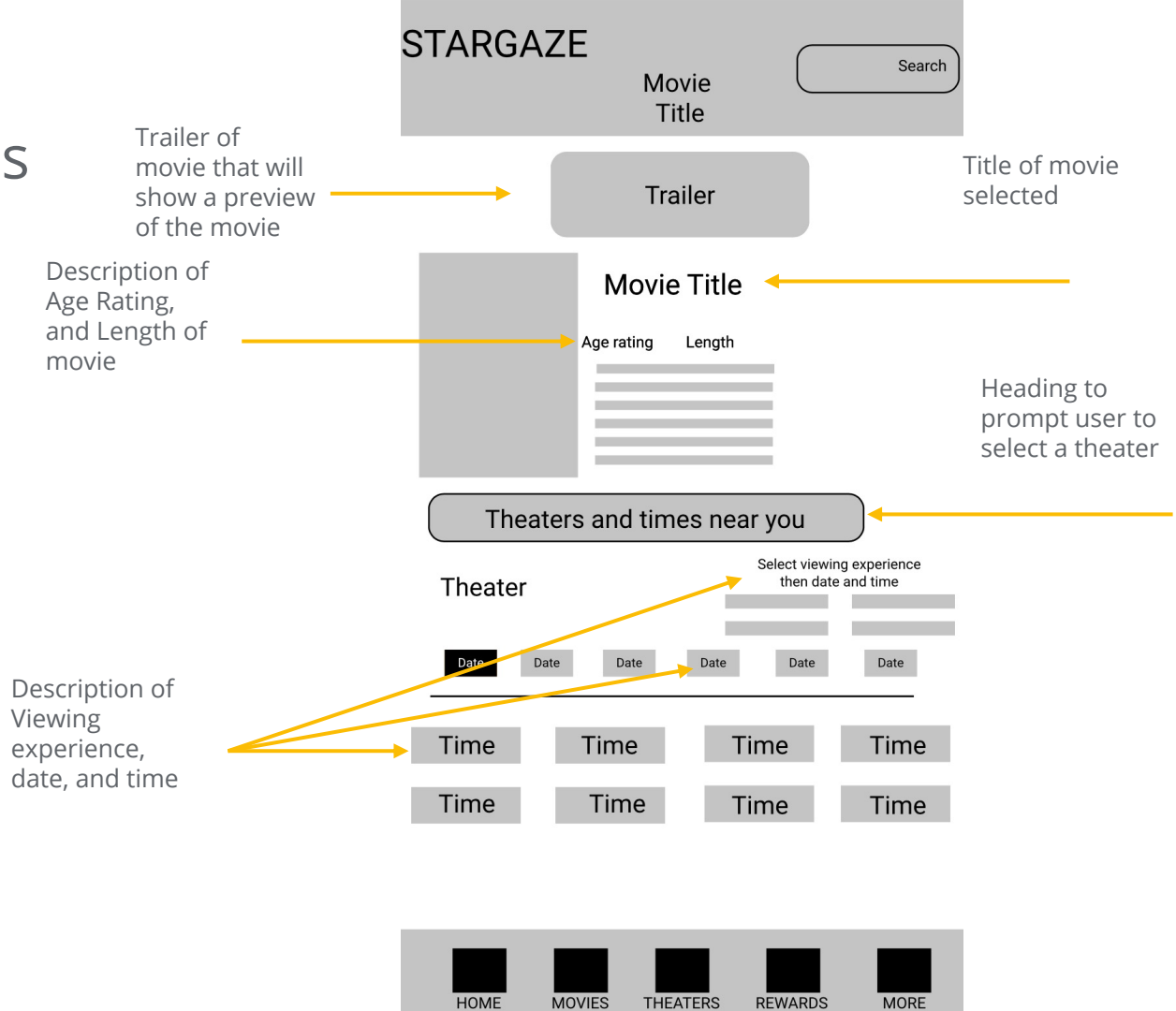
Digital wireframes

The goal of this wireframe is for the user to see all the information on the movie they have selected that they would like to watch and to prompt them to select a theater they would like to watch the movie.
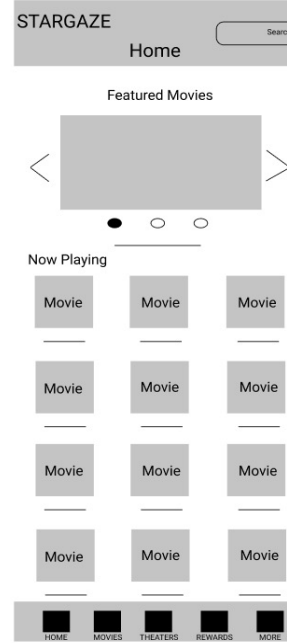
STARGAZE

Search

< Movie Title

Icon where users can view a trailer of the selected movie

Trailer

Description of age rating, and length of movie

Picture of the movie

Movie Title

Age rating   Length

Find a theater near you!

Buttons users can use to select the location of the theater by zip code or their location

Use Your Location

Search By Zip Code

HOME   MOVIES   THEATERS   REWARDS   MORE

Digital wireframes

A wireframe detailing how a user can select a theater to view the movie that they have selected and a brief overview of the movie they have selected.

Trailer of movie that will show a preview of the movie

Title of movie selected

Description of Age Rating, and Length of movie

Heading to prompt user to select a theater

Description of Viewing experience, date, and time

STARGAZE

Movie Title

Search

Trailer

Movie Title

Age rating   Length

Theaters and times near you

Theater

Select viewing experience then date and time

Date   Date   Date   Date   Date   Date

| Time | Time | Time | Time |
| Time | Time | Time | Time |

HOME   MOVIES   THEATERS   REWARDS   MORE

Low-fidelity prototype

Link to low-fidelity prototype here
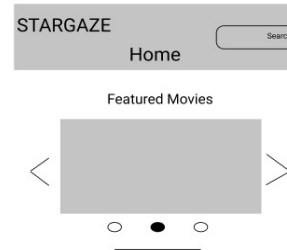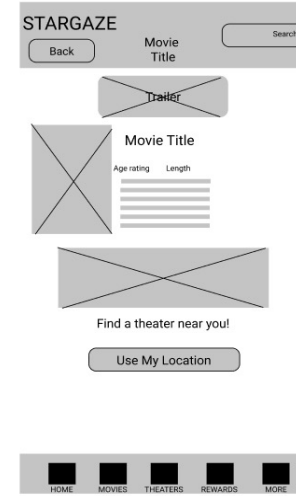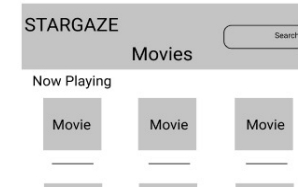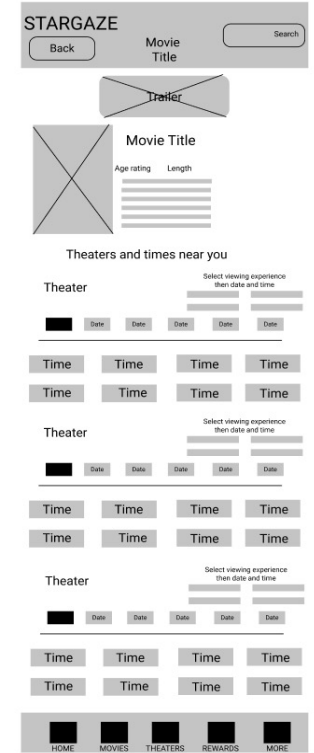
Usability study: findings

Here are a few insights that we have found from both usability studies. These are the findings that we found most prominent and will effect the user experience the most.

Round 1 findings

1 3 out of 5 participants had difficulties selecting their location for a movie theater. This means that the location page needs to be refined to make it easier for people to choose their location and theater.

2 3 out of 5 participants thought they needed to click the select your seats icon to pick their seats. This means that this needs to be redesigned to not look like a button, and more clear directions are needed for users to pick their seats.

3 3 out of 5 participants wanted a page to see their account info. This means that there should be an account page where the user could get to this information.

Round 2 findings

1 3 out of 5 participants wanted a movie rating of the movie they selected. This means that a rating system or page needs to be created to show users how others liked or disliked this movie.

2 3 out of 5 participants wanted to see a map of the locations of the theater in addition to how far away the theater was from them. This means that the theater page needs to be redesigned to have a feature where they can see a snippet of google maps and the mileage of the theater.

3 3 out of 5 participants weren't sure where to login to access their account. This means that a profile icon needs to be established so that it is clear to users where they need to go to access their profile info.
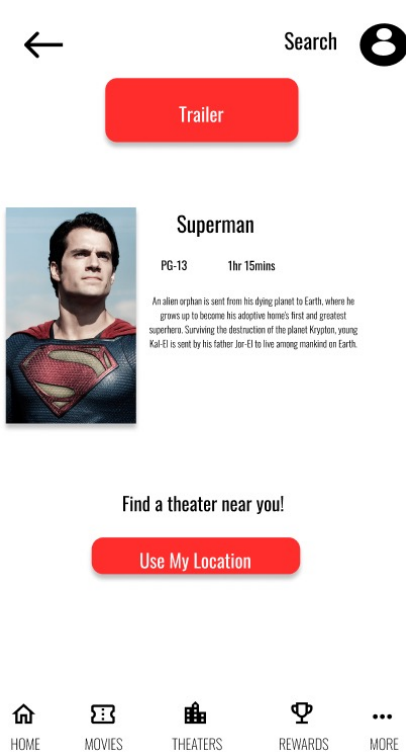
Refining the design

- Mockups
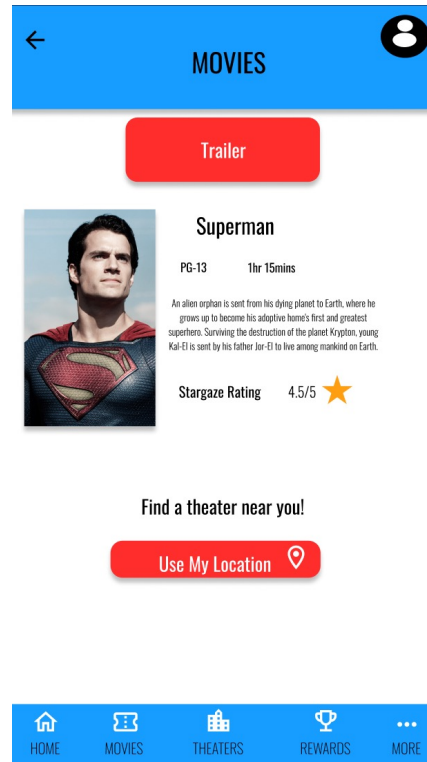- High-fidelity prototype
- Accessibility

Mockups

[Your notes about goals
and thought process]

Mockups

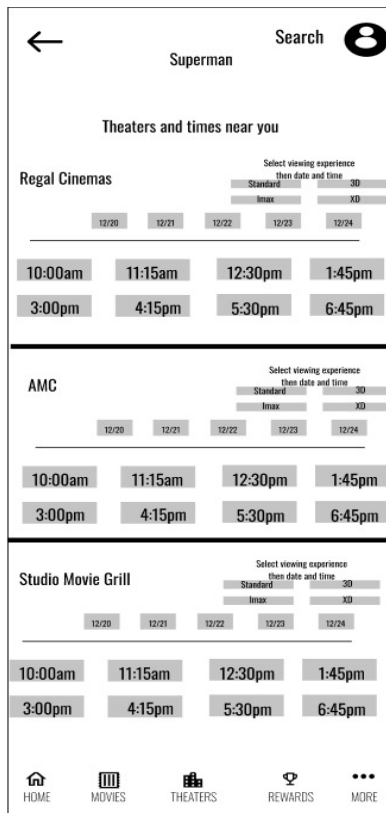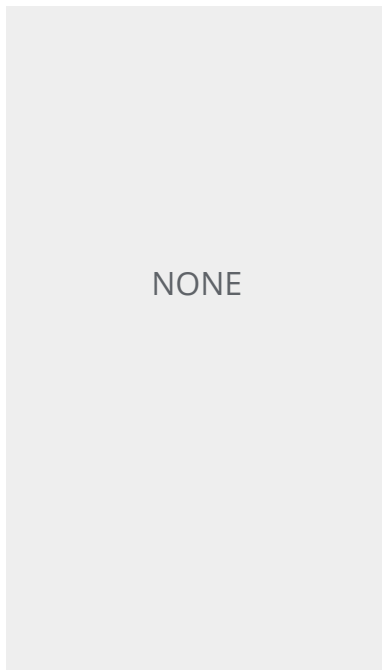[Your notes about goals
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Mockups

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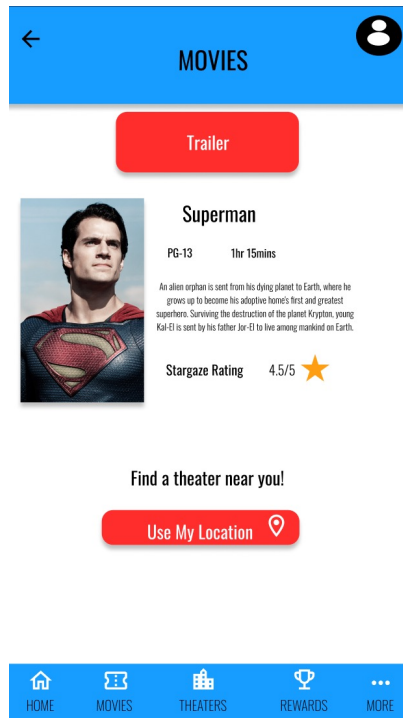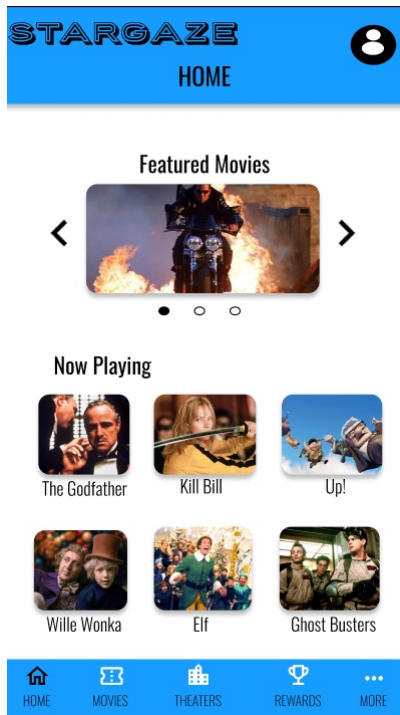
NONE

MY ACCOUNT

Profile Information

Name: Jane Doe

Username: JdollasignS

Email: J.doe@gmail.com

Rewards: 700 points

My Tickets

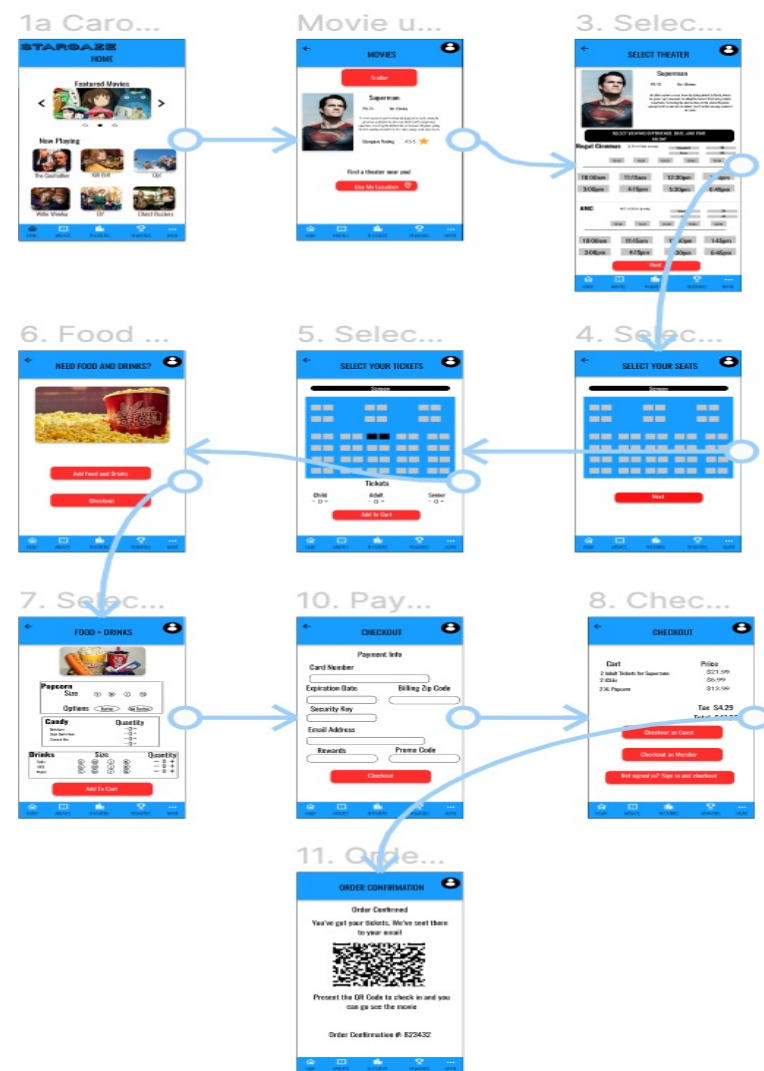HOME   MOVIES   THEATERS   REWARDS   MORE
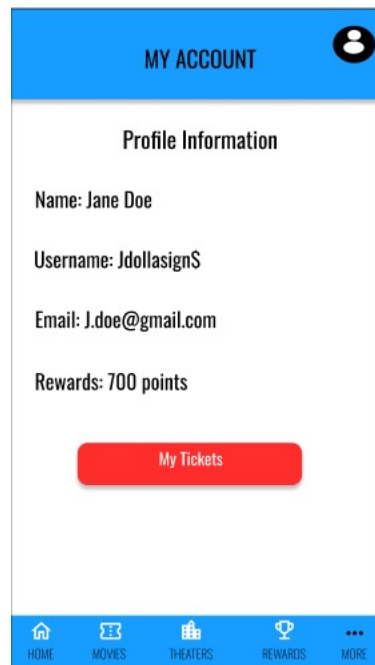
Mockups
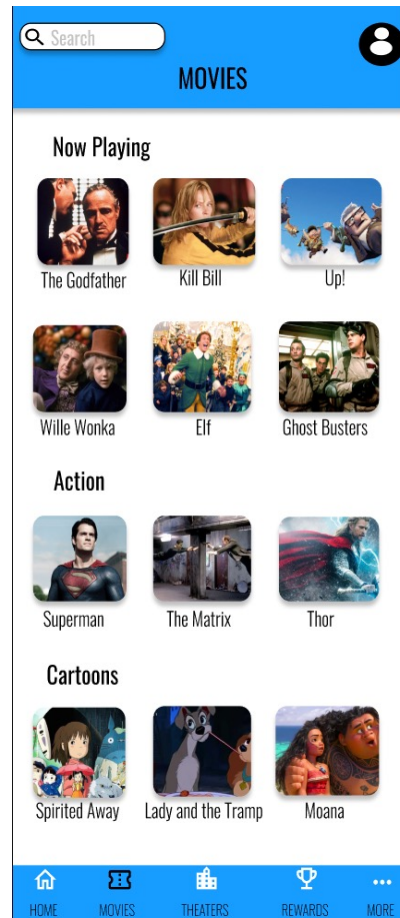
High-fidelity prototype

Link to high-fidelity prototype here

Accessibility considerations

1

The typeface overall of the app was used in a way that will allow for those that are visually impaired to easily navigate the page. A screen reader can also be used for the app as well.

2

The color palette was chosen that was used in the app was designed to have high contrast for easy readability.

3

Users have the ability to select their preferred language in the more section of the app and the app will be translated into that language.

Going forward

- Takeaways

- Next steps

Takeaways

Impact:

"This app is AWESOME. I can't wait to use it to order movie tickets so me and my family can go see a movie."

What I learned:

The user is king and that's how it should be. Every step of the way you have to keep the user in mind as they will be using your product.

Next steps

1

Create code and develop mobile app

2

Conduct a usability study with the mobile app and perform user testing

3

Iterate the app from the study, and launch app

Let's connect!

I'd love to connect with other UX designers and researchers and I am open to even collaborating on projects!

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Thank you!