Cinepax's Mobile ticketing App Design **and Responsive Website**

Raffay Bin Moazzam

Project overview

The product: Cinepax cinemas, America's favorite cinema chain, is currently running 12 cinemas in 9 cities across America including New York, Chicago, Austin, Boston ,Daly city and Bartow having a total of around 7000 seats nationwide. We take pride in being America's largest cinema network committed to provide unmatched quality entertainment.
At Cinepax Cinemas, We believe that be it comfort, indulgence or state of the art visual/sound is key to enhancing a customer's experience. We bring the future of cinema entertainment to your doorstep offering unsurpassed levels of service, online ticketing purchase at the comfort of your home mixed with the best digital experience.

Project duration:

December 2021 to July2022.
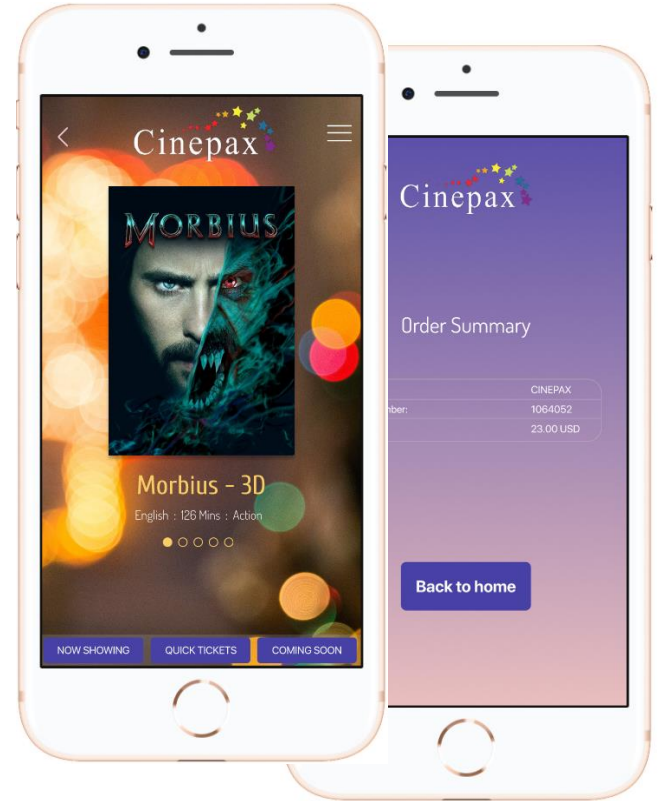
Project overview

The problem:

People waiting in long lines to get their tickets at the movies.

The goal:

Design an app to make it easy for users to buy Cinepax Cinema tickets online and make the process seamless.

Project overview

My role:

UX designer designing an app for Cinepax Cinema's.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

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

User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was students who don't have time to wait in line to watch the movie of their choice.

This user group confirmed initial assumptions about Cinepax's customers, but research also revealed that time was not the only factor limiting users from being frustrated. Other user problems included limited number of tickets, poor availiablity of snacks and odd show timings which sometimes gets randomly cancelled.

User research: pain points

1

Time

Long lines at the cinema makes it difficult to make plans with friends and family

2

Stock

Poor Availability of food items and snacks at the movies are a let down

3

IA

Text-heavy menus in on the counters are often difficult to read and order from

Persona: Hassan

Problem statement:

Hassan is a high school student at Westmoor High School, who wants easy access to all his favorite movie tickets online and other online ordering options because he have no time to wait in long lines himself.

Hassan Raza

Age: 19
Education: High School
Hometown: Daly City, California
Family: 2 Younger brothers
Occupation: Student

"The best way to predict your fututre is to create it."

Goals
- To learn new skills to become good at film making.
- A successful VFX artist
- Watch movies at cinemas effortlessly.
- Purchasing tickets online via a mobile ticketing app
- Preordering favourite snacks from the app

Frustrations
- "Sometimes, I have to wait in a long line to purchase a movie ticket".
- "Sometimes, the snacks get out of stock at the movie theater due to high demand".
- "I'd like to purchase my tickets through a ticketing app of the movie theater to save my time and hustle".

Hassan is a high school student at Westmoor High School. He's an Ambitious student who loves to study on weekdays, learn cinematography, and enjoys watching the latest movies on weekends with his friends or family at a close-by movie theater. He usually watch movies at the Cinema because he wants to become a successful VFX & AFX artist one day and make blockbuster hits in the future. As a student, Hassan cares about his time and can't wait in lines for hours to buy his favorite movie tickets. The thing which bugs him the most is the lack of snacks at the Cinema and there is no way to pre-order them.

Starting the design

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

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a quick and easy ordering process to help users save time.
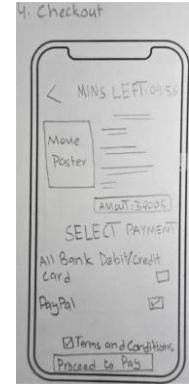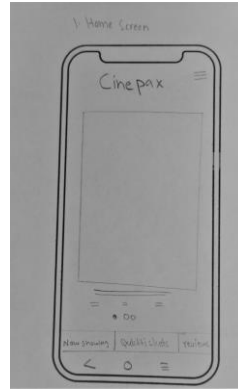
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This button at the top of the home screen makes it fast and easy for users to select the movie of choice.
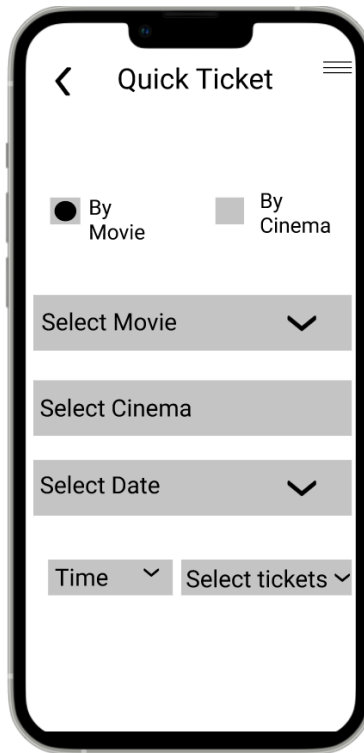
Cine Pax

Movie poster

Now showing | Quick tickets | Coming soon
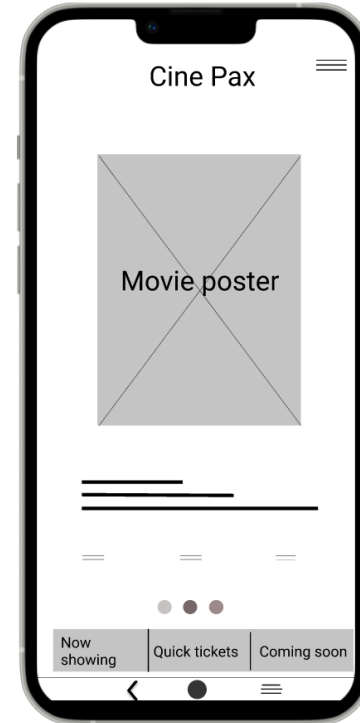
This button provides an easy option for users to check the upcoming movies list in app.

Digital wireframes

The Quick selection menu was something the users wanted in the app so that they can buy the tickets super fast and easily.
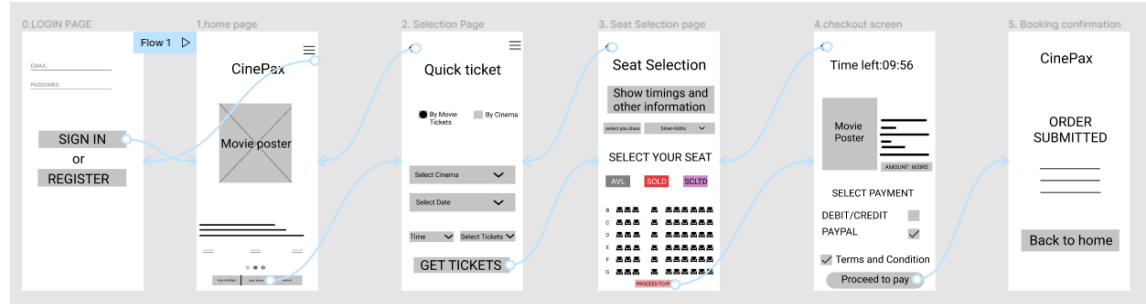
Easy access to Quick selection menu that's screen reader friendly.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was selecting the movie ticket and checking out, so the prototype could be used in a usability study.

View the Cinepax's App

low-fidelity prototype

Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

1. Users want to see reviews of the of movies on the go
2. Users want more customization options
3. Users want a pre ordering option snacks and the movies

Round 2 findings

1. The checkout process has too many unnecessary steps
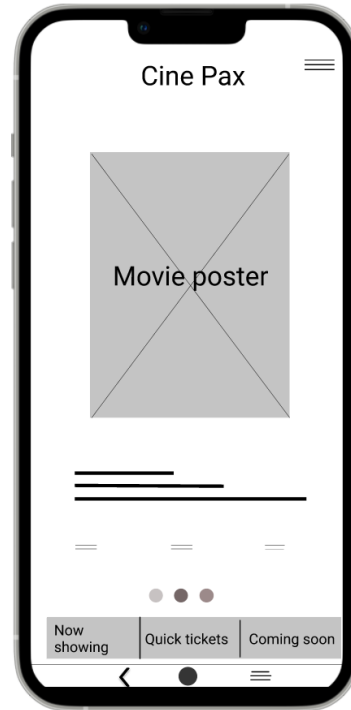2. Login screen needs a remember me option

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs **didn't had** the movie ratings along with the banner, but after the usability studies, I added the **movie rating** beneath the movie poster on the main home screen.
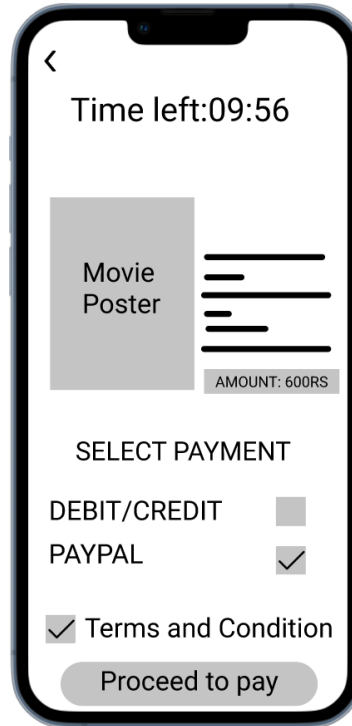
Cine Pax

Movie poster

Now showing | Quick tickets | Coming soon

Cinepax

MORBIUS

★ ★ ★ ★ ★
Morbius - 3D
English : 126 Mins : Action

NOW SHOWING | QUICK TICKETS | COMING SOON

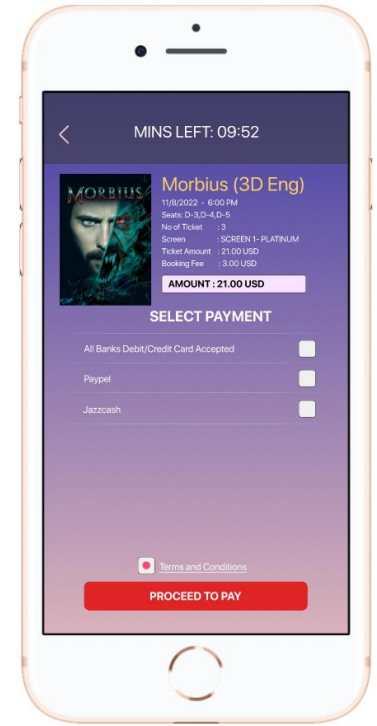# Mockups

The second usability study I **refined** the checkout process and added **more payment methods**.

Before usability study 2

Time left:09:56

Movie
Poster

AMOUNT: 600RS

SELECT PAYMENT

DEBIT/CREDIT

PAYPAL ✓

✓ Terms and Condition

Proceed to pay

After usability study 2

MINS LEFT: 09:52

Morbius (3D Eng)
11/8/2022 - 6:00 PM
Seats: D-3,D-4,D-5
No of Ticket   : 3
Screen   : SCREEN 1- PLATINUM
Ticket Amount   : 21.00 USD
Booking Fee   : 3.00 USD

AMOUNT : 21.00 USD

SELECT PAYMENT

All Banks Debit/Credit Card Accepted

Paypel

Jazzcash

Terms and Conditions

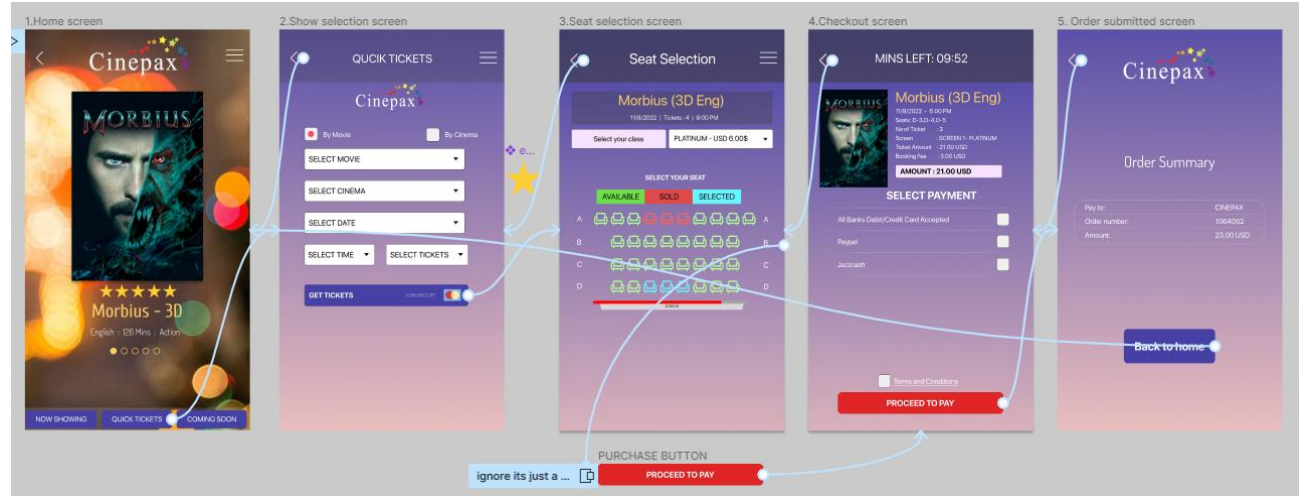PROCEED TO PAY

Key mockups
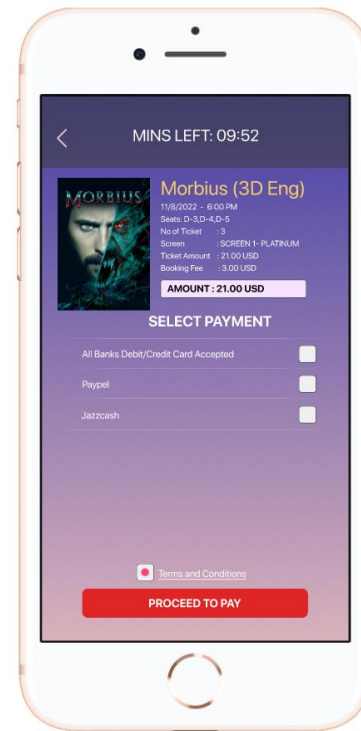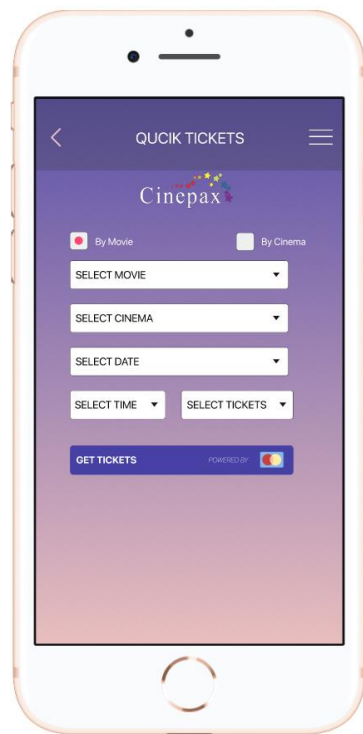
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for purchasing movie tickets and checkout. It also met user needs for a revies of movies on the go andd other option as well as more **payment methods**.

View the cinepax's [high-fidelity prototype](#)

Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for Movie posters and cinema halls to help all users better understand the designs.

Responsive Design

- Information architecture
- Responsive design

Sitemap

With the app designs completed, I started work on designing the responsive website. I used the Cinepax's sitemap to guide the organizational structure of each screen's design to ensure a cohesive and consistent experience across devices.
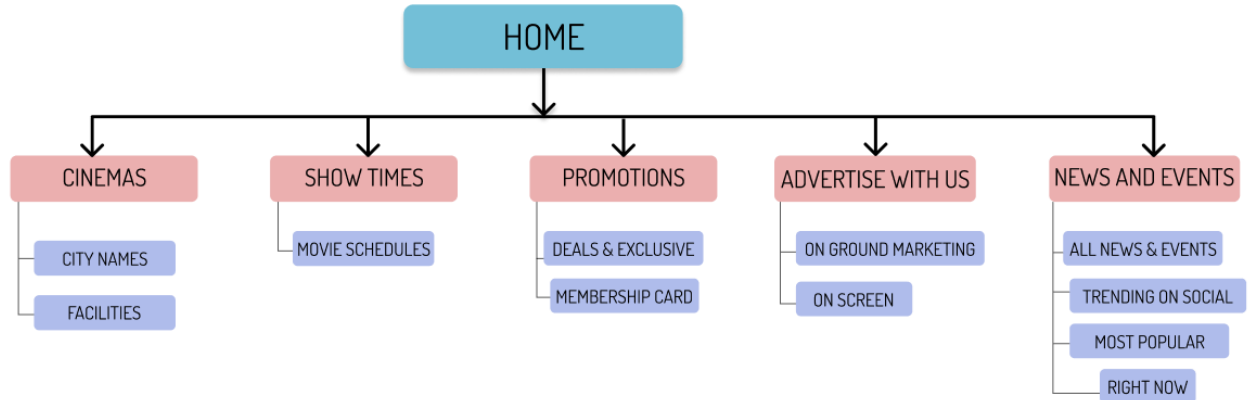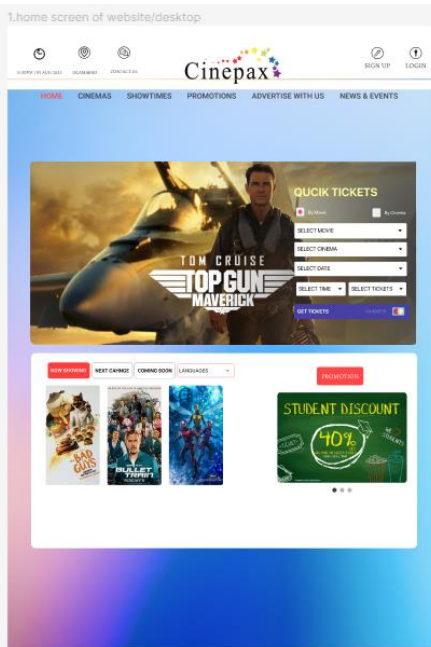
Responsive designs

The designs for screen size variation included mobile, tablet, and desktop. I optimized the designs to fit specific user needs of each device and screen size.
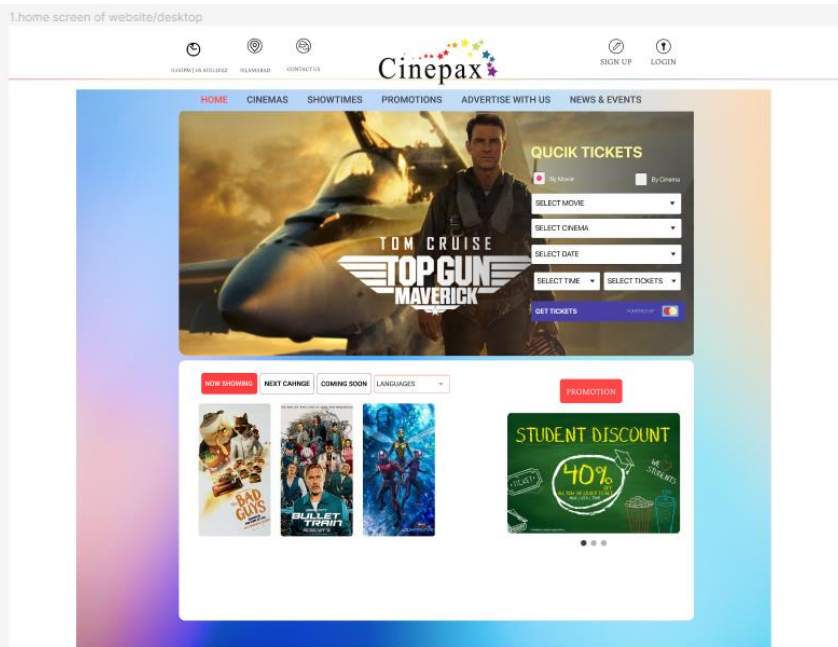
Mobile website   Tablet   Desktop

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The app makes users feel like Cinepax cinema's really thinks about how to meet their needs.

One quote from peer feedback:
"The app made it intuitive and seemless to purchase movie tickets online. I can already see meself watching all my treasured movies at the cinepax with friends ."

What I learned:

While designing the Cinepax cinema's app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!

Thank you for your time reviewing my work on the Cinepax app! If you'd like to see more or get in touch, my contact information is provided below.

Email:Raffay777@hotmail.com

Thank you!