DID602A User Experience Design

Assessment 1: User Research and Information Architecture and Design

Cinema booking website

Aadesh Bohora

A00097084

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Executive summary

A Cinema booking website is a website of an online platform where users can easily view upcoming movies, browse different movies, events and select seats book tickets pay online, and enjoy a movie at the theatre. This website is very user-friendly and can handle all ages of users and enjoy lots of features without difficulties.

Throughout a user interview conducted, we found most of the users had a problem with booking tickets and getting preferred seats and difficulties in the payment process. In this process, the user had different types of attitudes toward their experience of a website. Users are more focused on searching for a movie booking seats and paying for tickets. However, we have created 2 personas that will help to identify the pain points and what features are needed to make this useful website. The most important customer journey will help to gain insight toward making a website because it will help to track the goals and actions of the user empathy map will give the behaviour and attitude of the customer toward the website. And provides opportunities to fulfill features in the website.

After understanding the user behaviours and goals and attitude we can solve the main points. The cinema booking website needs to fulfill this feature:

1. Homepage: which is user friendly
2. A quick search for movies and being able to see an upcoming movie.
3. Movie listings
4. Show times and theatres.
5. Select seats.
6. Booking process
7. Booking confirmation
8. Customer support

9. Health and Safety

10. Promotion and discounts

User Research summary

In this user research program, we have met with different kinds of users having different backgrounds, cultures, tests of movies and who are studying, who are working in different fields, who just graduated from high school, and who are still studying primary school, not more than 5 people. This interview was conducted at different places by mobile recording and took around 20 to 30 minutes per user. This interview was conducted by generative research. At the same time, the interview was run by questions about the user's behaviour, attitude, and goals and objectives on the cinema booking site. most important there was a critical discussion about the usage of mobile phones or websites, how often they use the mobile app to see the updates of the movie, what are the drawbacks and advantages of using the mobile app, and how many problems they face while they are using the app. And what feature are they looking for they have not got it.

According to interviews most of the users are using mobile apps to find and book the cinema however, most of them are getting hard on booking tickets because of not user-friendly apps. And the user can't see what available movies for a particular time are. Users can't find what available movies for a particular location are. The user wants to find what are available cinemas for a certain time. Users are finding it hard to use apps in the Android version. Users are finding app is slowing down and stopping in whit screens which makes slow down to book tickets. Users do not want any other message besides movies or cinema updates.

Users are feeling unstable and crash in the middle of the checkout without remembering the shipping carts and booking are so time-consuming and frustrating, the flow is confusing while choosing your location and then there is no way to search the movies,

With this interview, we can find that users need an efficient, user-friendly, transparent app to book a movie ticket from anywhere. In this process, the persona was divided into behaviour and attitude on the Cinema Booking site. Some users are trying to find specific features for a specific time or place. These users

are more likely to use a smooth app where there is no overwhelming feature or display because that makes them crazy on the app. And some of them are more focused on the latest movie or cinema and on time.

Persona

Just one small positive thought in the morning can change your whole day ?
"

Hannah More

Age
40 years
Location
473 Bronte Road, Bronte Beach NSW 2024
Job
Business owner
Marital Status
Married
Income level
$100K-$120K

About

Hannah More is a mother of four children and she is a business owner of Bogey Hole café living in Bronte Beach, NSW, Australia. She is looking for a cinema app where she can enjoy sometimes with her children by watching cinema movies. She is very busy at work so she doesn't have time to spend time on one thing all the time Her priority is to just look at the latest movie update that is suitable for her children to watch together. Sometimes she does not know what she is free for and she always has to postpone her cinema movie booking ticket. and it's really hard for her to go to the website and find a contact service.

Delight point

- Upcoming movie promotion offer notification/reminder of the booking ticket.
- Making a payment process safe and secure and not hiding extra charge
- Featuring movie of latest movie

Goals

- I want to keep my children's entertainment
- I want to spend more time with my family
- I want to get some offers, promotions, and get discounts on this app.
- I want to get a loyalty card for my membership.

Pain point

- Miss upcoming movie due to late notification
- Not show any different movies from different countries.
- Hard to login and register in app
- There is no any loyalty card for membership and no student discount.

Anmol Bohora

Age
40 years
Location
97-99 Arthur Street, Strathfield, NSW, Australia.
Job
Student of Bachelor of Information Technology.
Marital Status
Single
Income level
$70K-$80K

About
Anmol Bohora is a student of Bachelor of Information Technology in Torrens University. He is from Nepal who loves to play guitar, play music and love to go to concerts of many artists. He loves to watch Nepali hindi movies more than English movie. Sometimes he like to go to watch movie instantly with his friends .he loves to got o different place to watch movie and experience different movie experience.

Goals
- I want to book a ticket more than 2 and want some discount.
- I want to watch different national movies and cultures from different religion.
- I want to be able to do prebook my ticket for upcoming movie.

Pain points
- Hard to track a location
- Hard to book multiple ticket and book seats.
- Cofusing on icons and hard to understand system
- Need to learn everythings about the app to use the app.

Delight point
- Upcoming movie promotion offer notification/reminder of the booking ticket.
- Making a payment process safe and secure and not hiding extra charge
- Featuring movie of latest movie
- Allow me to set my favourite cinemas with different location.
- Allow to linkt with facebook Instagram for latest update.
- Allow access to different time and look the time and easily choose the seats.

Customer Journey Map

Anmol Bohora's customer journey map

	Get App	Choose a movie	payment	confirmation	Arrive at the movie theatre
	Tasks	Tasks	Tasks	Tasks	Tasks
Goals & Actions	Search in google	scrolling and browsing upcoming movies and watching a trailer	change a browser and look after is there any coupon code	check notifications from the movie app	open the app from the mobile
	Register/	Read movie descriptions	apply coupon	add this time and location in the reminder	go to your profile and check it
	confirmation location	select a time and seat	choose a drinks and foods	save a confirmation code and bar to save the list	look purchase history detail
		Pick up a movie and select comfortable seats	Checkout		
Empathy map	feel happy to see the movie application and happy to book an upcoming movie and relax for a whole day	problem with finding more timetables for movie show	require giving personal information able to pay by Apple pay	expected to add time and location into reminder or calendar	hard to find tickets and confused at the beginning
Opportunities	provide more movie lists that are released in different countries (India, Korea, China)	more details about the movie s	Autofill credit card information should be done in the application	improve in cancellation policy on the app	the ticket should be saved on the wallet application of the iPhone (Easy to show)
				option for refund and rescheduling	

Hannah's customer journey map

	awareness	register/sign in	choose a movie	confirmation	Arrive at the movie theatre
	Tasks	Tasks	Tasks	Tasks	Tasks
Goals & Actions	becomes aware of the cinema booking site by ads	try to create an account with personal details by filling up registration details, confirmation of email or phone	Hannah selects a movie she likes by looking up the movie trailer, movie details, and time and location	she is sure about the confirmation of movie tickets	Hannah shows Booking reference by arriving at the cinema and enjoying the movie
	Hannah wants to find a movie with her family and search for movies by looking for promotion			she gets a notification by email about her ticket description	
Empathy map	she needs to find a movie that will be enjoyed by everyone. I am not good at using mobile websites at all.	risk of losing personal detail how many times do I have to make different accounts for different website	I hope it's not too busy and I am so excited about the movie and the seats On this website, the movie trailer is really good	I hope there is no problem with seats and tickets scans the booking reference	I hope my family is having fun I want to get a discount next time
Opportunities	gives a user-friendly website that helps to find the movie she wants	provide opportunities to use their Google account or Apple ID	offer her opportunities to see the theatre's occupation to find out how busy it's going to be.	provide mobile apps for check-ins and in-app chat support to address any on-site concerns in real-time	provides loyalty cards and gives some discount

Information Architecture summary

The main points of making this website include:

- Developing a homepage that has featured movies and promotions, a quick search for movies and showtimes, and allows the user to access their profile.
- Locate the user and find the nearest movie theatre that makes them easy to access.
- Select their preferred seats pay online through online banking and process booking confirmation.

Most people would like to pay online and don't want to stay in queue and wait for a long time. they want to do quickly. however, customers want some discounts and cheaper rate tickets.According to the user research summary users are more focused on the points listed below:

1. Homepage:
2. Movie listings
3. Showtimes and theatres
4. Seat selection
5. Booking process
6. Booking Confirmation
7. Customer support
8. Loyalty card
9. Discount and promotion

Entity Attribute Breakdown

register and set up

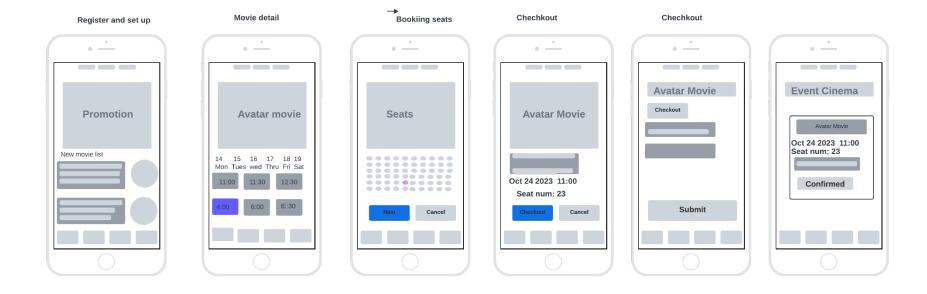| Entity	Sub-entity	Attribute
Homepage	Run of site header/Navigation	Logo Search
	Banner	
	Body	**Process** -Easy step-to-follow **summary of Feature** - Show list - upcoming - movies Events - Promotion
	Run of Site Footer	Navigation - home icon - Movies Icon - Book Icon - Food &Drink Icon - More icon
Log In	N/A	Login- Register - Full Name - Last Name - Email Address - Password - Link SMS - Two-step Authentication ●

Movie detail

Entity	Sub-Entity	Attribute
Dashboard	Run of site header/Navigation	Login
	Body	Promotion video clips **Hero text**- title/larger logo slogan
		summary of movie release date running time movie detail movie picture time & and ticket detail location
	Run of site Footer/Navigation	Login- Register • Full Name • Last Name • Email Address • Password • Link SMS • Two-step Authentication

Booking		
Entity	Sub-Entity	Attribute
Dashboard	Run of site header/Navigation	Login- Register • Full Name • Last Name • Email Address • Password • Link SMS • Two-step Authentication
	Body	Your Booking Detail: Movie Name release date running time movie detail movie picture location Select your seats: numbers of seats available
	Run of site Footer/Navigation	Select Tickets Icon: Adult Child

Checkout		
Entity	Sub-Entity	Attribute
Dashboard	Run of site header/Navigation	Login- Register • Full Name • Last Name • Email Address • Password Link SMS • Two-step Authentication
	Body	Booking summary Total payment Your Details Mobile number Terms and condition Buy with Apple Pay · Credit card · PayPal · Gift card

Wireframes

Promotion

New movie list

Movie detail

Avatar movie

14	15	16	17	18	19
Mon	Tues	wed	Thru	Fri	Sat

11:00	11:30	12:30
4:00	6:00	6::30

→
Bookiing seats

Seats

Next   Cancel

Chechkout

Avatar Movie

Oct 24 2023 11:00

Seat num: 23

Checkout   Cancel

Chechkout

Avatar Movie

Checkout

Submit

Event Cinema

Avatar Movie

Oct 24 2023 11:00
Seat num: 23

Confirmed

Appendices

User Interview

	User one	User two	User three	User four	User Five
Demographic					
How old are you	19 years old	40 years old	15 years old	25 years old	30 years old
Where do you live?	Strathfield, NSW	Ashfield NSW	Auburn NSW	Bronte Beach, NSW	Harris Park, NSW
What is your relationship status?	Married	Single	Single	In a Relationship	Married
Are you currently employed and/or attending school?	Yes, I am a casual worker	I am a full-time worker	student	student working part-time	own business
What is your income/income range?	60k-70k annual	90k-120k annual	no income source	60 to 80k annual	120 to 200k annual
How would you describe your technology proficiency?	having an It student working at Woollies at the moment	having experience business analyst working at high profile organization	recently studying in high school	experience barista working at a café recently studying	own café business handling many staff and restaurant
BEHAVIOURS					
what will you think when you want to watch a movie in the theatre?	I might consider many factors like movie generic cinematic experience when booking tickets	I might think about the time which I would prefer and the seats	I might think about the movie from countries like Hollywood, Bollywood	I might think about what movie is released at the moment and from which actor	I might think about what kind of movie is that like a horrific movie action movie cartoon or any other

how often do you use this website?	quite a few times a week	when I need to watch a movie	when my Favorite movie is released.	3 or 4 times a week	every day
Can you please briefly explain the most recent experience of booking movie tickets from the website?	I like to go to the website and look at a movie and show time choose a seat enter payment information receive a booking confirmation and be ready to watch a movie in the theatre.	see the ads for the movie trailer, search on Google for cinema booking websites and search for that movie book three seats and some drinks pay for tickets and wait for the movie with my family.	I saw my Favorite Marvel movie trailer and asked for moms to book tickets. See look at the website book a ticket and enjoy the movie with my mom	my friend told me about the action movie and he and I thought about booking tickets on the website and we booked tickets and seats. Scan booking reference while watching the movie	I went to the website and looked for the Avenger movie and it was there I tried to look for available dates I found them and booked seats it was in the middle of a cinema hall, and I booked it and went to watch the movie
were there any difficulties in finding a location near you?	yeah, it was difficult for me	no, it was not difficult for me because when you open the website first there is an icon of the location near	no, it was not difficult for me because when you open the website first there is an icon of the location near you	it was not hard because there is easily tracked my location on the website	no, it was not hard for me because it tracked my location and found a nearby cinema hall.
were there any problems you faced when you booked tickets on the website?	there was a slight problem when booking tickets, it was hard to find the preferred time for watching a movie	yeah, It was hard to find a perfect seat for my family when booking seats	it was not hard for me	I feel some issue with my card payment	for me, it was easy to book tickets but, in the beginning, I was confused with my tickets. Hard to see the booking reference

how do you select movies from the website?	by looking now showing promotional and visit movie profile and look further and book a ticket	by searching movies on now showing and coming soon ions select the movie profile and look further.	I visited the website searched for movies checked show times selected seats and booked tickets	browse movie listings use filters, watch trailers, check show time	I visit the website, look for movie listings watch the trailer choose seats and drinks, and book tickets
did you see all the details of the movie description?	not every time	yeah, sometimes I have to see with my family show I look is there any horrific or vulgar action or not.	no, I did not see any detail in the movie description	yeah, I have to see who the actor is, who is a director, and so on.	I saw all the details of the movie description
which are your Favorite seats in the theatre?	In the middle of the hall	last middle seats	front seats	back seats	couple seats
what time did you choose to watch a movie in a theatre?	between 6 pm to 8 pm	6 pm or 7 pm	Between 1 pm to 4 pm	most often when I go to the movies, I will go with friends, so I prefer on the weekend between 5 pm and 7 pm	Early afternoon times
were there any challenges in booking seats?	it's really hard to find a seat in the middle of the hall	sometimes there are no seats in the middle and hard to find 4 seats	it depends upon the time when you are going to watch a movie	yeah, it was hard to find seats at the back for us sometimes it's full pack at the back, so we have to book a seat at the corner.	they gave us opportunities and booked a nice couple of seats.
were there any problems you have faced with it?	yeah, every time I have to fill up my personal detail card information	I use Apple Pay so it is easy to pay	I have to put my all the time my security code while using my master card	I have to give my all-personal detail that was scary	no problem at all

what did you prefer to pay for booking tickets?	I use my master card detail	I prefer to use Apple Pay	I prefer to use my master card	I use my Apple Pay or Google Pay	I use my Apple pay
have you ever needed customer support when you had an issue with a website?	yeah, I have to go through customer service when I have an issue with my booking tickets	no, I don't need any customer service until now	sometimes when there is an issue with my payment process. I have to call customer service	no, I don't have any issue at all	I have an issue with difficulty processing payment, and I have to call customer service.
what incentives or rewards would encourage you to use the service more frequently?	when there is a reward when you book tickets, some discount should be given to the customer for the next tickets	there should be a membership card where there should be some facility and offer for booking tickets and discount.	exclusive access to services and foods	Subscription-based loyalty program	pint-based loyalty program should be applied
what feedback would you like to give to the website?	they can improve on booking tickets and payment system, it's hard to use the website at the beginning	They can improve in contact service and the ticketing system is hard to navigate booking reference	They also can show movies from different countries Nepal, Bollywood, China, and Korea movie	there should more user-friendly interface, the booking process needs to improve more, and seat selection should be more	the payment process should be fast and accurate. Loyalty programs need to conduct
what is your rating on this website?	4 out 5	3 out 5	4 out 5	2 out of 5	2.5 out of 5
what features do you find most important in this website?	Movie listing and show times	seat selection	User profile promotion and discounts	customer support in safety information	payment option and booking confirmation