

MOVIEFY

YOUR CINEMA EXPERIENCE, ELEVATED



Project overview



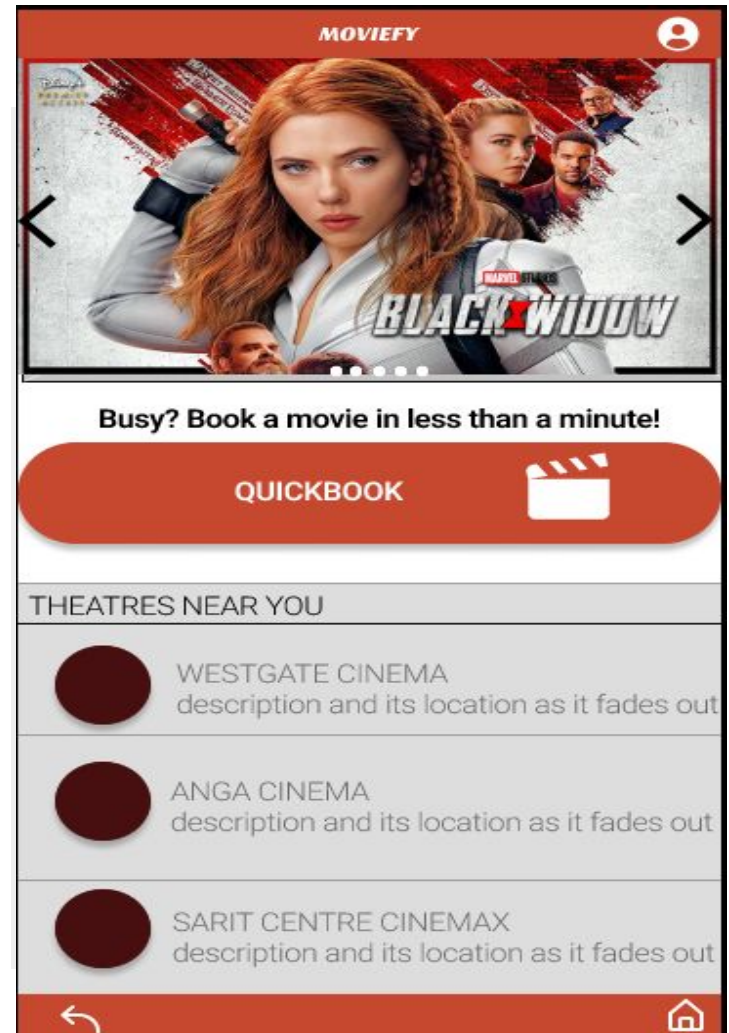
The product: This is a mobile ticketing app

This is an app that allows users to book movie tickets at their convenience and quickly go through the process while also checking the accessibility of the theatres that suit their needs.



Project duration:

September 2022 to february 2023



Project overview



The problem:

The process of booking a movie is a complicated redundant process and its also hard to find out the accessibility of cinemas so as to include our loved ones in our experiences.



The goal:

Create an app that allows users to book movies quickly and conveniently which shows them the accessibility of cinemas

Project overview



My role:

lead UX designer, UX researcher



Responsibilities:

User research,
wireframing,
prototyping,
Creating high fidelity mock ups

Understanding the user

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

User research: summary



I created empathy maps and held numerous interviews to understand my users and their pain points.

I discovered in my research that problems facing booking tickets were more than i thought. In addition to the problem of booking multiple movie tickets next to each other i also discovered that people want to be informed and kept up to date with the movies being released in cinema especially busy adults. Other challenges include wanting to see reviews of the movies and being informed on the accessibility of the movie theatre.

User research: pain points

1

Multiple tickets

Users cannot book multiple tickets next to each other which is not conducive for group activities

2

Layout of theatre

Users require to see a layout of the theatre and select their own seats that they would prefer.

3

Accessibility

The app needs to show whether the movie theatre can be accessed by wheelchairs, movies have subtitles and so on and so forth so as to include all their loved ones as they go out

4

reviews

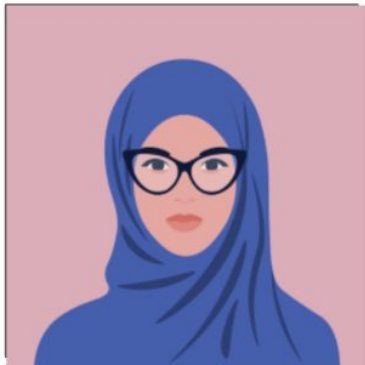
Busy adults do not have the time to scour and check if the movie is good or not. The reviews will help them make the choice faster.

Persona: **Rahma Saeed**

Problem statement:

Rahma Saeed is a 17-year old high school student who works part time.

She needs to book multiple tickets of a good movie at the perfect spot in the theatre because she wants to have the best time with her friends



Name: Rahma Saeed

Age: 17

Education: High school student

Hometown: Ohio

Family: Mom and dad

Occupation: Part-timer at ice-cream shop

"The harder i work the more time i spend having fun."

Goals

- Get through high school in one piece.
- Have fun with her friends before they drift apart when they finish high school
- Pick the best movie from the reviews on the app

Frustrations

- "I have no time to hang out with my friends"
- I find it very hard to book seats next to each other"
- "I need to see exactly where my seat will be from the screen"

Rahma is a 17 year-old girl who is busy with senior year and her part-time job at an ice cream shop near her house. She barely gets time to hang out with her friends. She wants to enjoy a movie with her friends but is unable to book many seats at once which makes it hard to get seats next to her friends.

Persona: Dennis Hall

Problem statement:

Dennis Hall is a father who needs to find out if the theatre is fully accessible for his physically disabled child because he wants to have a good time with his entire family.



Name: Dennis Hall

Age: 47

Education: Master's degree

Hometown: Outskirts of Nairobi

Family: Wife and three kids

Occupation: Senior graphic designer

"I just want to make the world accessible for my children"

Goals

- Wants to collect all the works of John Grisham
- Wants to design something that the whole world will enjoy
- Make the world accessible to his daughter

Frustrations

- "It's hard to find out if a place is accessible for my daughter"
- "Finding a good movie that the whole family can enjoy is very hard"
- "I cannot understand a movie without subtitles"

Dennis is a 47-year old senior graphic designer at his company. He loves reading and spending time with his children one of whom has a physical disability and has to use a wheelchair. Whenever the family goes out together, Dennis makes sure it's a place that is accessible to her. It's hard to check if a movie theatre is wheelchair accessible unless one visits and the nearest movie theatre is a 30 minute drive.

User journey map

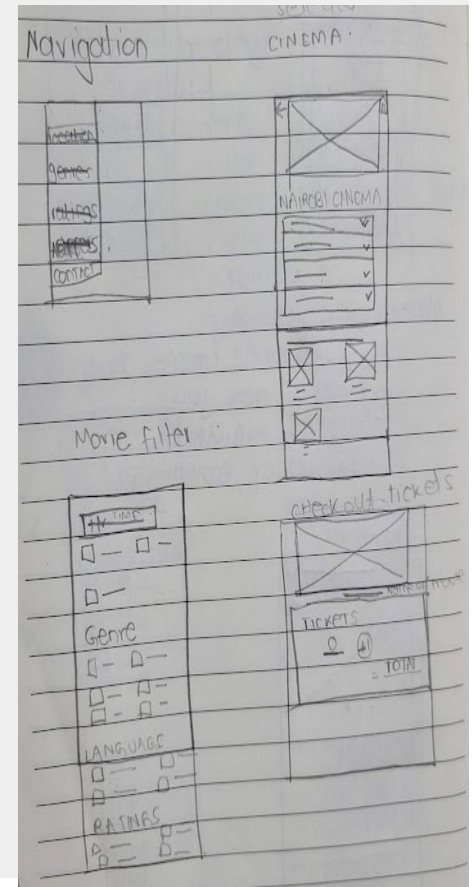
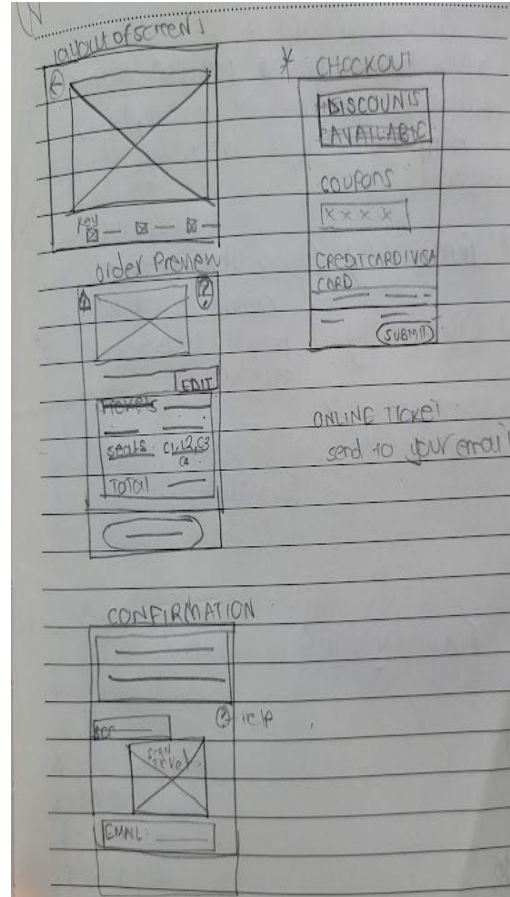
Persona: Rahma Saeed

Goal: select a movie and book tickets for a group

ACTION	Open app	Browse movies	Select movie	Book ticket	pay
TASK LIST	<p>Tasks</p> <p>A. type in age B. select cinema the group wishes C. get directions to the cinema</p>	<p>Tasks</p> <p>A. check most anticipated releases B. read reviews C. confirm with friends what they want to see</p>	<p>Tasks</p> <p>A. check showing dates B. select date C. select time of showing</p>	<p>Tasks</p> <p>A. check number of tickets still available B. check price of ticket C. confirm people going</p>	<p>Tasks</p> <p>A. collect money from friends B. confirm price and pay</p>
FEELING ADJECTIVE	<p>Relieved that the movies you will see are age appropriate and parents will not object</p>	<p>Overwhelmed by the number of options</p>	<p>Frustrated by how hard it is to coordinate a date. Annoyed at the bad timings of showings i.e early morning and late at night</p>	<p>Annoyed at having to book one ticket at a time instead of all at once Scared because she <u>does not know</u> if all these tickets are next to each other</p>	<p>Angry because she has to pay one ticket at a time</p>
IMPROVEMENT OPPORTUNITIES	<p>Information of cinemas accessibility is stated.</p>	<p>Introduce filtering by genre</p>	<p>Add more kids friendly timings</p>	<p>Allow multiple seat booking also show layout of theatre and pick ticket</p>	<p>Introduce student discounts to help those who cannot afford it.</p>

Paper wireframes

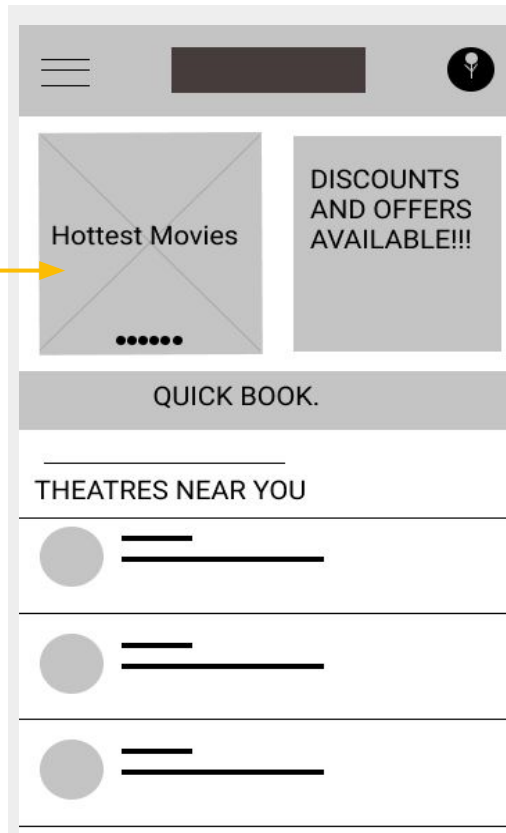
[creating the paper wireframes really helped to give me a starting point and an image of how the app was going to look like. It lifted the pressure off of designing and let me really be free and try different ideas for different things.



Digital wireframes

[the process of digitizing the paper wireframes was extremely satisfying. I thought putting my ideas to the computer was going to be so hard but these digital wireframes was really easy and really helped me understand the user flow .]

This is a placeholder for a carousel of images that feature current hottest movies

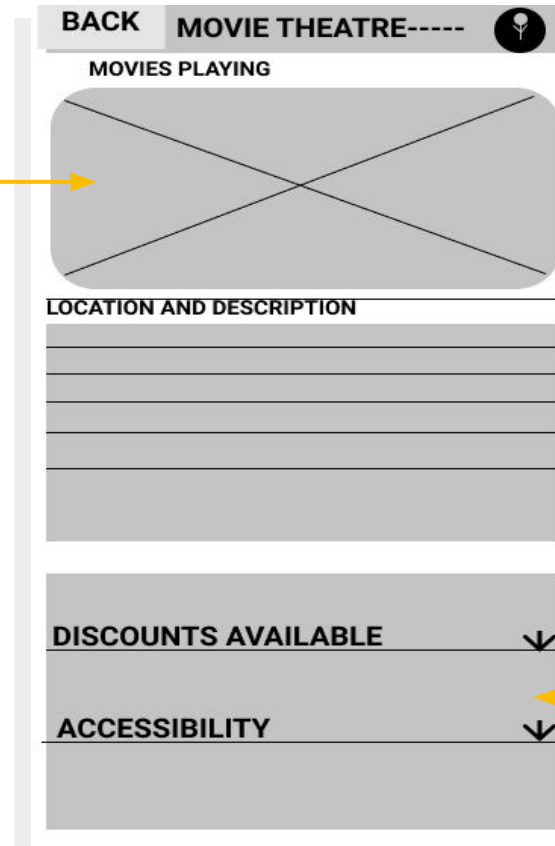


This is the quickbook feature that will allow users to book their tickets in less than a minute

Digital wireframes

[i had never thought of accessibility as something that vital, but while building this project i learn that we as a community need to accommodate disabled people, and allow them to enjoy the world the way we do.]

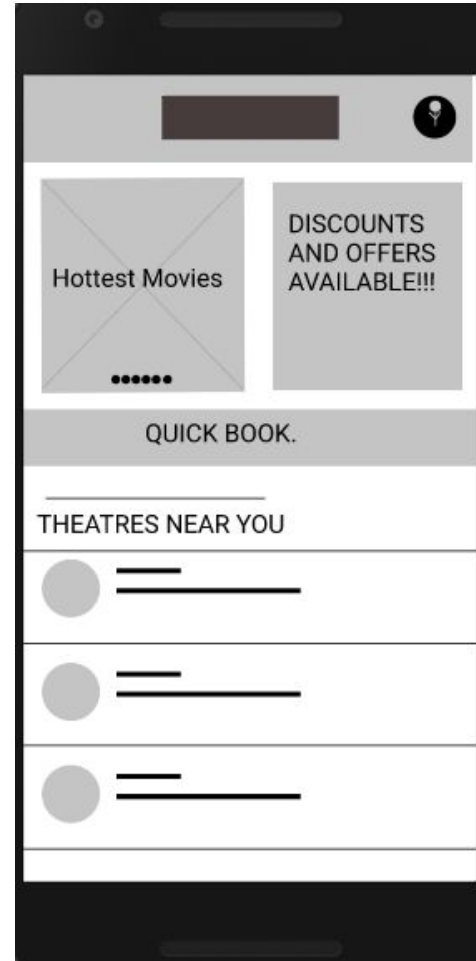
This is an element that holds that the pictures of the movies being played in that cinema



This is an element that allows a user to explore more about the accessibility of the cinema

Low-fidelity prototype

You will find the link to the [prototype here](#)



Usability study: findings

This was my first usability study and it truly brought me out of my comfort zone. The usability study also taught me that design always needs reiterations and you will be blinded by your own designs. Fresh eyes always bring a new perspective and really helped me see that my design needed more.

Round 1 findings

- 1 Unable to find the accessibility feature
- 2 The quickbook feature was not making work easier
- 3 Unnecessary screens that impede the user flow

Round 2 findings

- 1 The confirmation page had low contrast and users were unable to read the information
- 2 The checkout page did not have enough payment options.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

[The usability study found that users wanted this page to have drop down menus to make it easier.]

BACK QUICK BOOK 

select movie v

select date v

select time v

select seats v

dicount code: _____
payment via
creditcard xxxxxxxxxxxxxx
gmail: _____

SUBMIT

MOVIEFY



MOVIE THEATRE

Select Movie Theatre



MOVIE

Select Movie



DATE

Select Date



TIME

Select TIME



SEATS

Select seat type

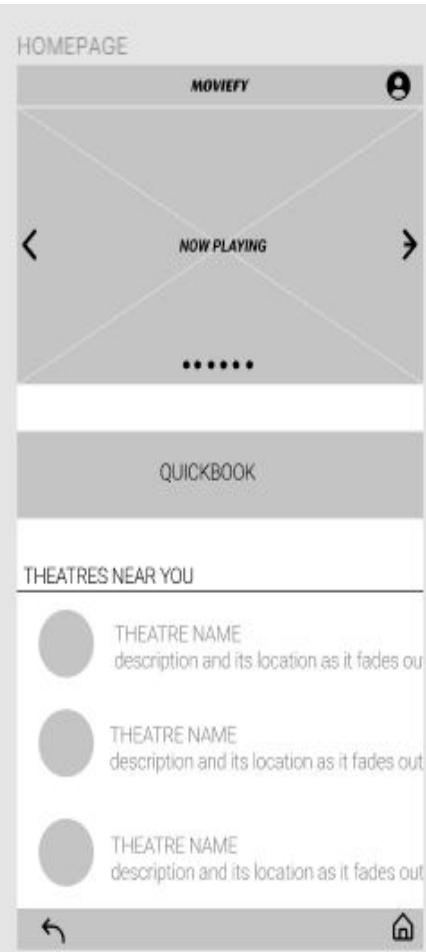
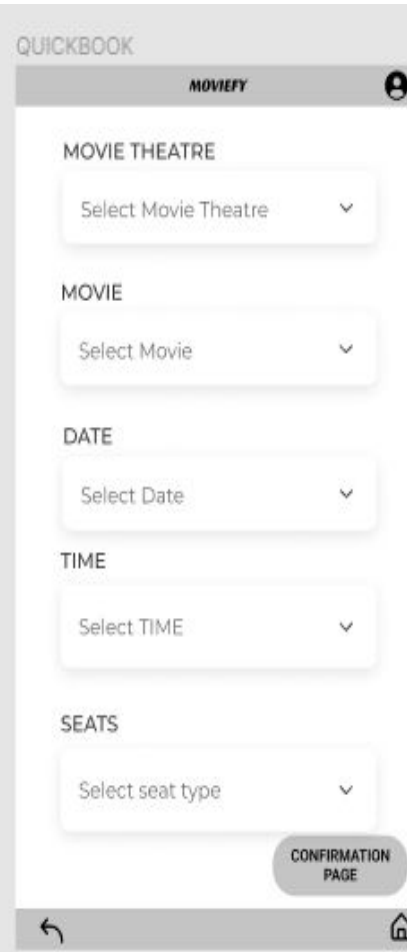
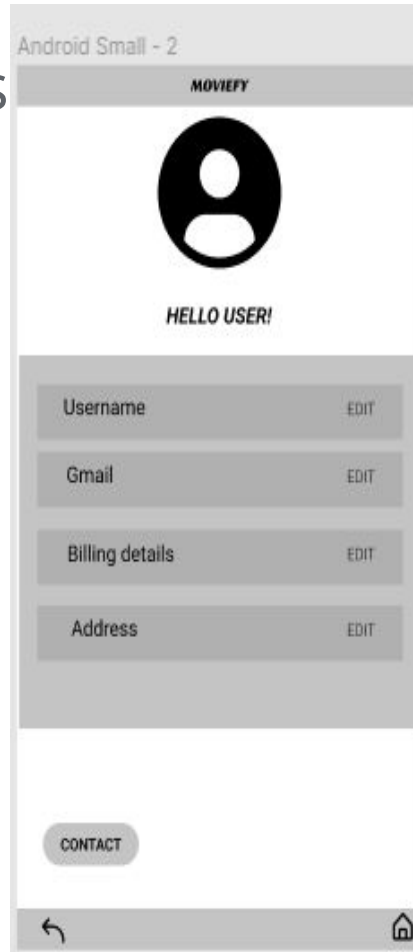


CONFIRMATION
PAGE

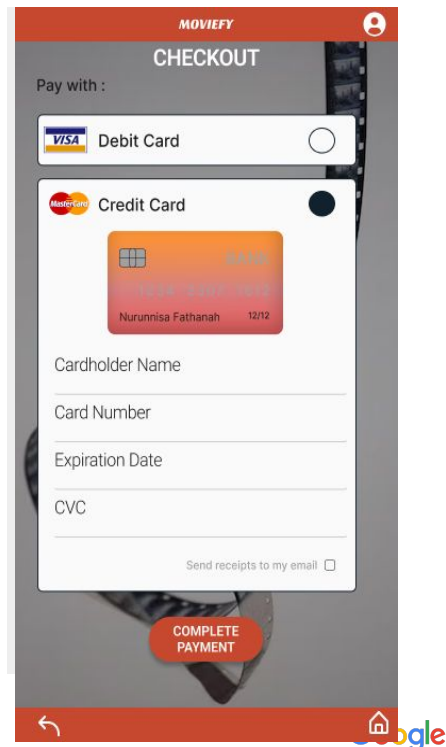
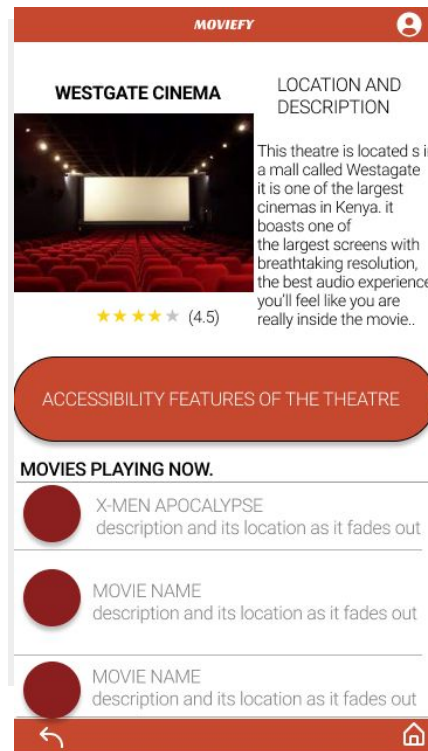
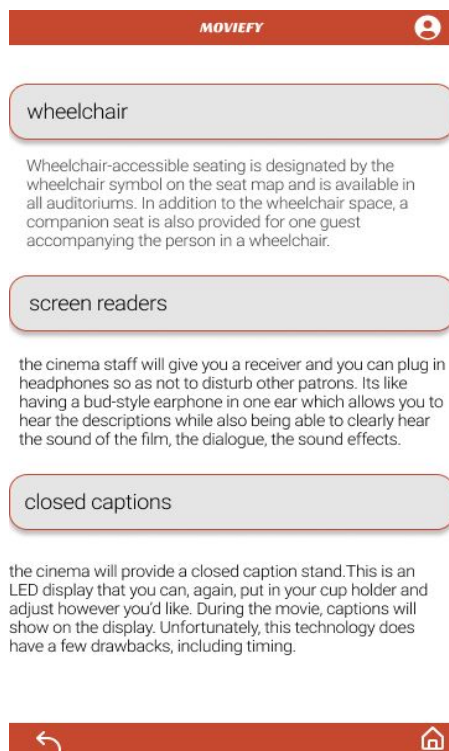
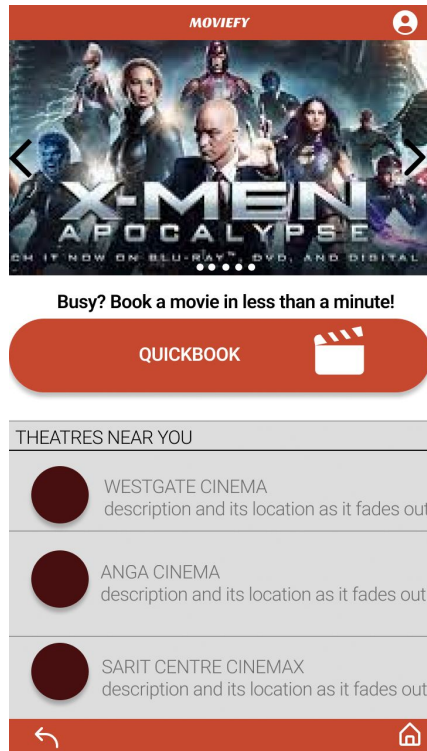


Mockups

MOCKUPS AFTER
ADDING THE
TYPOGRAPHY
ELEMENT.]

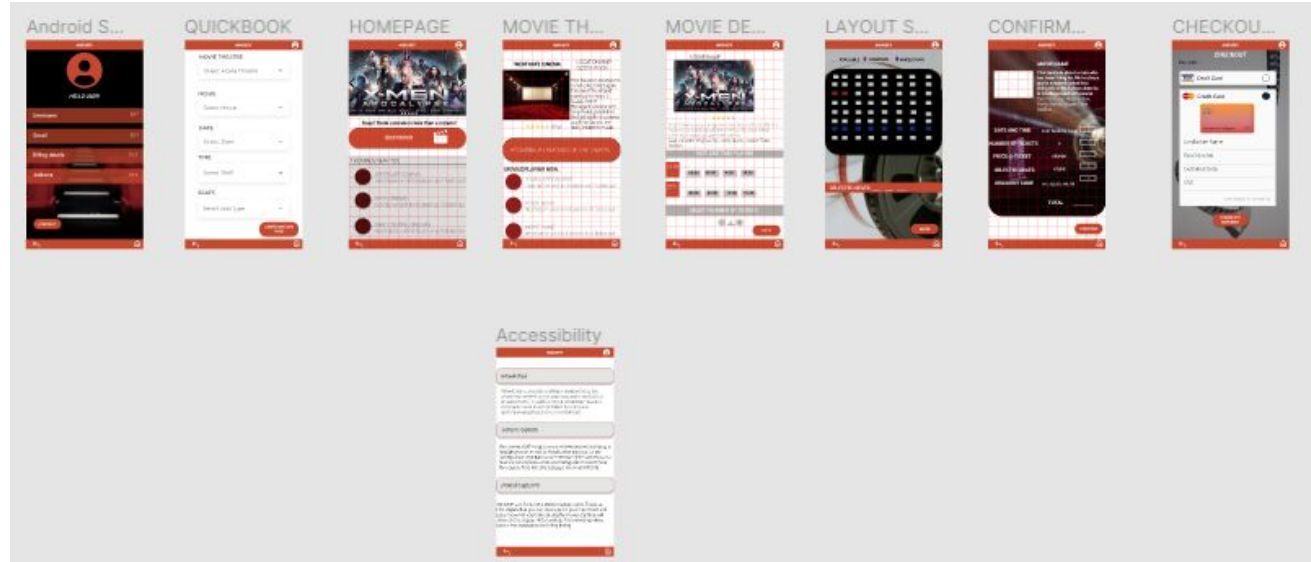


Mockups



High-fidelity prototype

You will find the link to the [Prototype](#) here



Accessibility considerations

1

I made sure that the colour contrasting was upto code and people with visual disabilities will not have any problem seeing

2

I made sure to add the accessibility information of every cinema so as to make selecting a cinema easier for people with special needs,

3

I made sure to add ALT text to my images so as to be easily accessible to screen readers.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

"Wow! This quickbook feature is really convenient, I'm obsessed."



What I learned:

I learnt what many new design principles as I worked on this project like laws of proximity and similarity. I also learnt a lot about accessibility and how its essential and crucial in every step of the user experience process

Next steps

1

Work more on my design skills, specifically my typography skills

2

Work on practicing mindful design and systems where i will incorporate all sorts of users

Let's connect!



I am a junior ux designer who is ready to welcome all pointers and constructive criticism that will help me improve on my work

You can find me on linkedin Aliya Feisal and you can also email me at : feisalaliya@gmail.com

Thank you for your time.