Summary

This is a Theater's web page for current MHC students. We make sure that users are able to find all information that they need or a button that leads them another page without scrolling. Because our target audiences are current MHC students only, we removed some feathers from current existed web, and added some new feathers to the web in order to allowing students to find information that they need easier. We want to highlight two things for students, which are theater address and special discounts (include student discount). We left most of the space of home page in displaying movies poster, and users can choose categories (now playing/coming soon movies) to view.

Some sketches
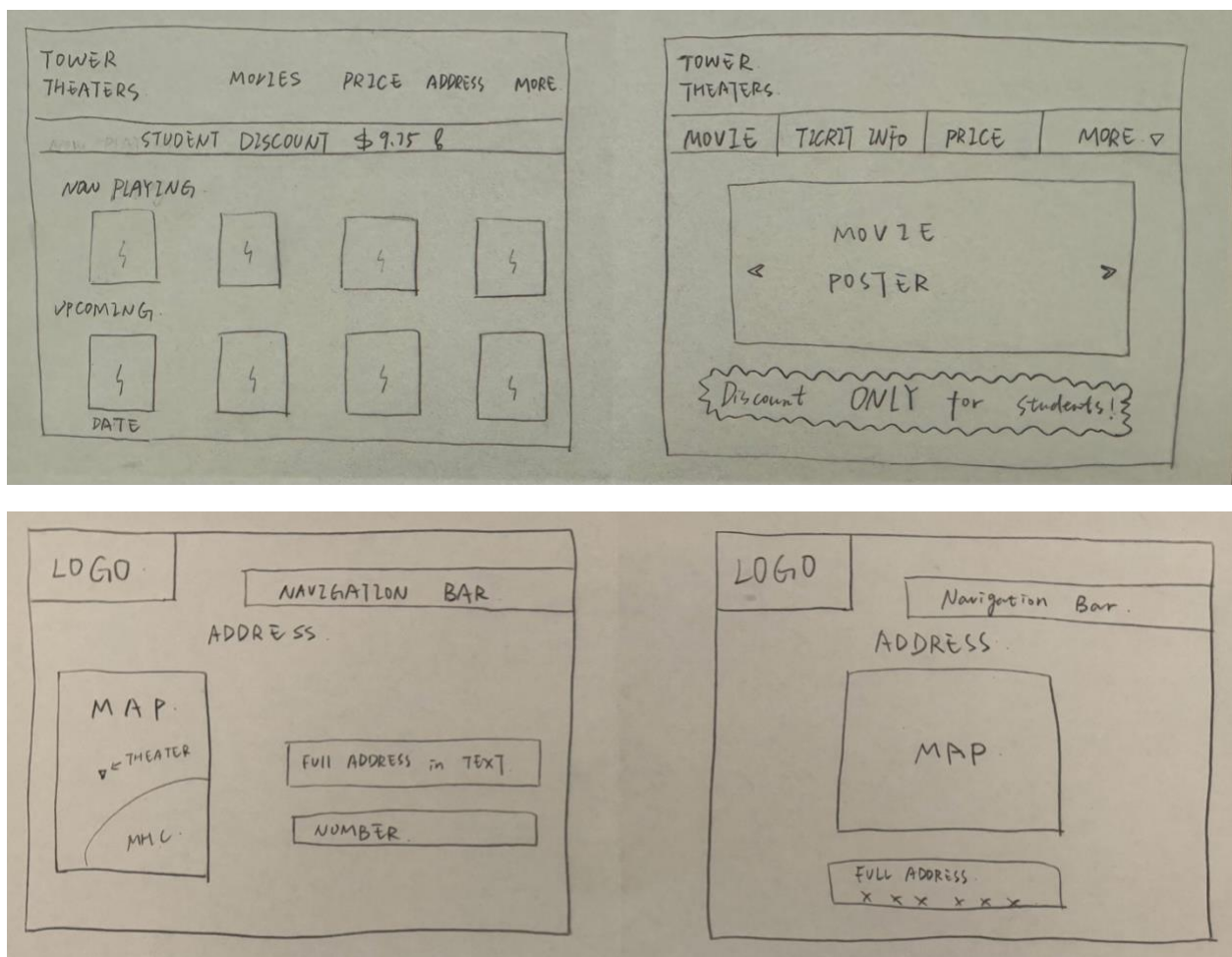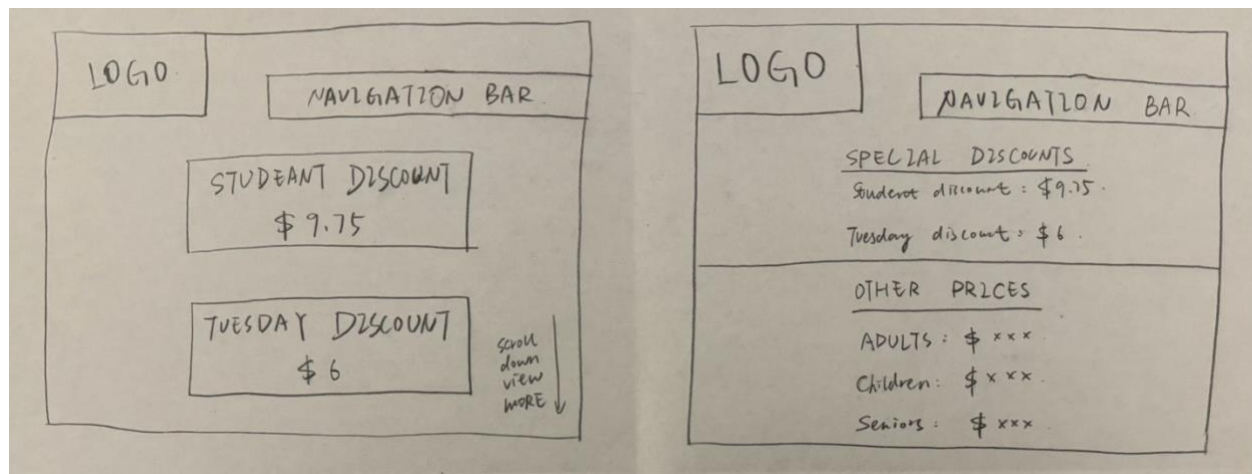
Evidence for process

Before starting redesigning, I just clicked on all buttons to navigate all pages that the web has currently. Since I wanted to redesign the web for current MHC student, my thought was that I need to find out what are the things that students want to know and what are the things that I should emphasis to students. I first came up with two things that I think are valuable to emphasis which are the location respects to the location of campus and student discount.

Main Color:

The main color for the web is black. At first, I wanted to try other colors, like white. But it seemed visual effect is not as good as black does. Also, while watching a movie in the theater, surroundings are all dark, so I think using black, the same as the original web, can convey a feeling of in the theater. Therefore, finally I decided to keep background color in black.

Student Discount: I think student are curious about whether they can get a special discount. If student discount or weekly discount can be displayed in an obvious way to catch people's attention, it will be a very good way for advertisement. So I decided to put student discount and Tuesday discount under the navigation bar. In there, since I want it to be attractive but not annoyed and over-complicated, it will only indicate there are such discounts, and provide a "details" button redirecting users to view the full discounts information. In order to highlight the "Student discount", I was thinking to add a block with color and put text in the block. At first, I was thinking to create a white block because black (background color) and white are good contrast color. But texts are mainly written in white, so I thought it will be better to try other color, which might do better in emphasizing "discount". I found that the theater's logo includes yellow component, so I set the block into yellow which is similar to the yellow in the logo.
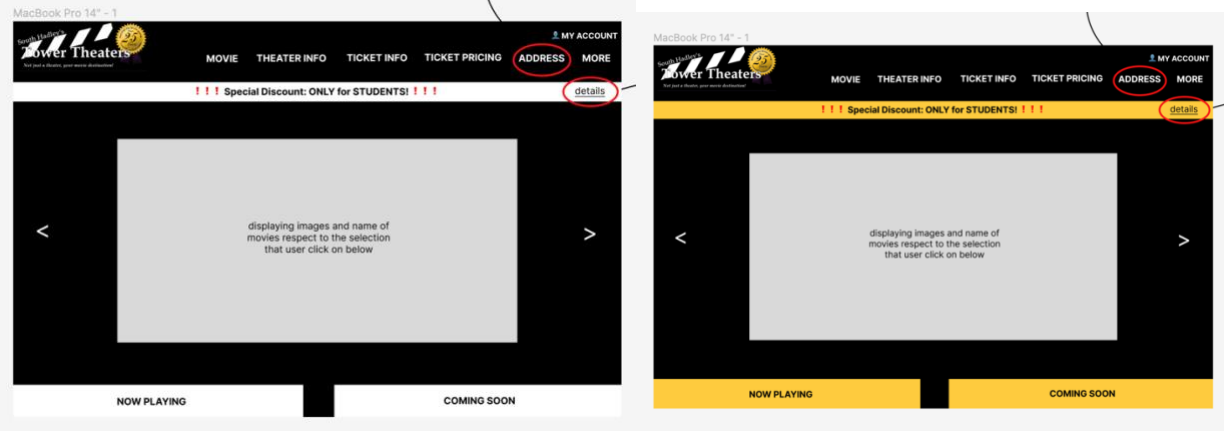
Location: For now, the location is displayed in the top middle of home page only with texts, which I think is not very explicit where it is for students. I think since the redesigned web is for MHC students, it's better to provide a map image respecting to school buildings or residential halls, which is easy for students to get a sense that where the theater located in. Of course, the detailed should be displayed as well but only with small fonts under the image, just in case that students cannot find the place and they ask Google map for help.

After I shared this idea with Prof. Burns, he suggested that I can find a way to indicate MHC area in the map screenshot, so that it will be more intuitive to understand the relative location. I added a circle with shadow around MHC area and put "Mount Holyoke College" in the middle. I think this grey shadow will be easy to indicate that certain area belongs to MHC. I also added a circle around the theater but with red color.
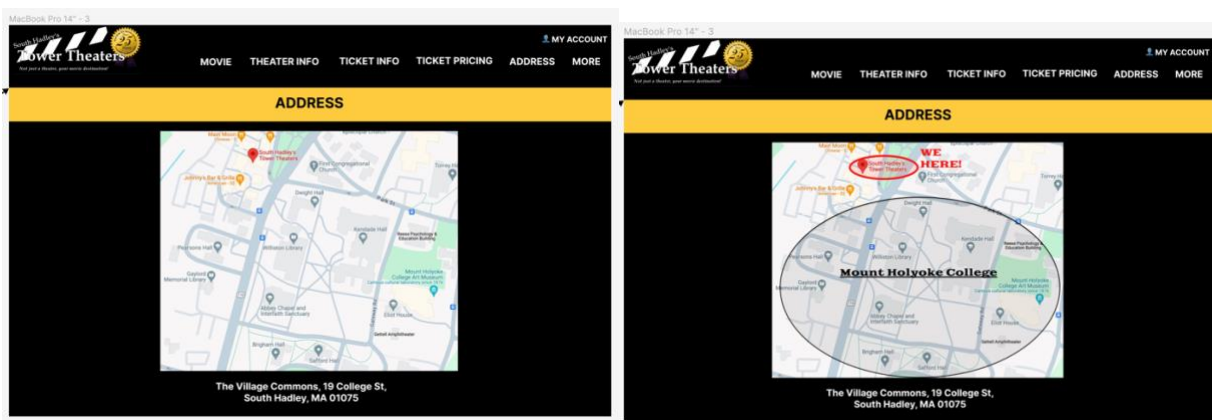
"Gift Cards" button: I took a closer look at the web home page, I found out that all functions that currently displayed in navigation bar might not be useful for students. As a student, I would like to ask my friends to watch movie together instead of giving them a gift card as present. So I think if the redesigned web page is for students, then putting a "Gift Cards" selection in navigation bar won't be necessary. In addition, under the "More" of navigation bar, there is a "Physical Gift Cards" selection. If you click the "Gift Cards" button we mentioned before, you will

be redirected to another page which also includes a "Physical Gift Cards" selection. So putting "Physical Gift Cards" under "More" is redundant. Because of these two reasons, I thought "Gift Cards" selection should be removed from home page, and "Physical Gift Cards" selection should change to "Gift Cards" under the "More" button so that physical gift cards information only need to display in "Gift Cards" detail page.

"HOME" button: After that, I realized that in the navigation bar, there is a "HOME" selection. But since we've already in home page, then this "HOME" button is redundant. I removed it from my redesigned home page. But when I worked on pages other than home page (Address/ticket info), I realized that I need to keep "HOME" button. Even though it won't help when we are currently in the home page, if we are redirected to other pages, and we need to go back, then we need to find the "HOME" button. In order to keep consistent for all pages, I decided to keep "HOME" button in all pages.
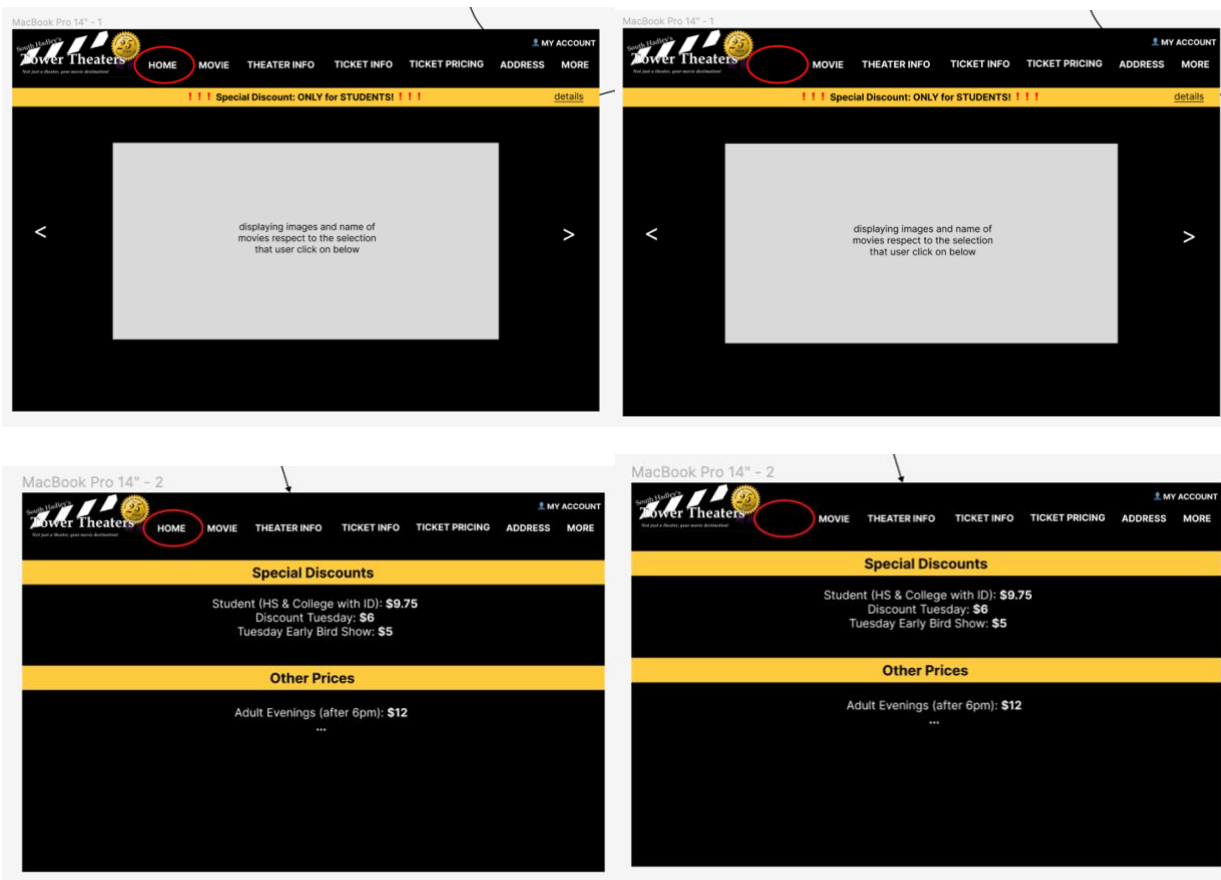
"Now playing" and "Coming soon" button:

Even though currently the web allows users to see all "Now playing" and "Coming soon" movies. But it requires users to scroll down to see these two categories. I think it might be better to display all information which is important within one page (without scrolling).

Therefore, I added a block in the bottom of home page which includes two buttons, "Now playing" and "Coming soon". Users can click on a button to see movie posters that belongs to the category. Each poster will stay in the screen for maybe 3 second, and the next poster will show up. But users can always click on arrow that in both side of poster to jump to the previous or next movie poster. Color of the bar is set to be yellow, in order to harmonize the color of home page.

Interaction

In home page:

- Click on different buttons in navigation bar redirect you to different pages.
- Click on "details" button in special discount bar redirect you to price ticket page which put student discount and Tuesday discount on top (I suppose these tickets will be more popular among students), and other prices will be listed below in a separated section in case that students want to bring their parents or other people (adults, elders, etc.) to the theater.
- Click on "Now playing" or "Coming soon" button in the very below part, the middle of the screen will display the corresponding movie poster. Click on the arrow in the left/right hand side of the movie poster to see other movies.

In Address page:

- User will jump to this page after clicking on Address button in the navigation bar.
- They can see a map which displays the theater location relatives to MHC campus location. And a full location in text under the map.

In special discount details page:

- User will jump to this page after clicking on "detail" button.
- They can see student price and Tuesday discount in special discount column, which is placed on top. All other prices listed below.

Conclusion

The two pages I created are what I think should be super useful for students. In order to attract more MHC, the theater should expose its advantages, which I consider to be its price (discounts) and location (close to campus) As a student, if I know a theater has student discount, then when I browser its website, I will try to find out its student price first. In the redesigned app, student discount has a button that can directly lead me to there, and that's exactly what I expect to see.

And before I go to the theater, I will need to know its location, if I need to take bus, or I can just walk to there. When I check the address page, I realize it's a street across MHC campus. These two things seem to be very attractive, then I am more willing to go to the theater and watch a movie next time. I believe that strategies I used to redesign the app can somehow help the theater to emphasize its strengths.

In the process of redesigning the web, I tried to use different colors for blocks, fonts for texts and ways to arrange images and texts. Current structure in the prototype is the one which I think make more sense for me. One of the things that it can improve might be to rearrange blocks or have some folding functions. Currently, my prototype just lists important information out, so I'm thinking that it might have ways to combine a few components together, which the whole screen can look cleaner and better.