"Balance being a full-time reporter and a full-time mum"

Goals
- To make the most out of her free time
- Make time for hobbies
- To spend quality time with her young daughter, doing activities they can both enjoy

Frustrations
- Finding work/life balance

Sarah Lee

Age: 36
Education: Bachelor's degree
Hometown: Dublin, Ireland
Family: Daughter
Occupation: Yournalist

Sarah has been focusing on her career and beeing a parent for the past few years. Lately has been wanting to make the most out of her free time, to find a regular fun activity, that both her and her daughter can enjoy together. Sarah would enjoy an app that makes it easy to find and book movie tickets, with notification reminders for new upcoming family movies.

"Make the most out of every moment, to read more books and watch more movies"

Goals

- Work towards a fulfilling career
- Have some fun along the way
- Make the most out of life

Frustrations

- Finding an activity that interest his whole friends group

Daniel Clifford

Age: 24
Education: Online business classes
Hometown: Dublin, Ireland
Family: Mum, dad, brother
Occupation: Barista

Daniel, while focusing on his career is looking to have fun with his friends, he is a part of a large friends group that enjoys going out to dinner, drinks and movies. Daniel would benefit from a movie ticketing app that makes it easy to find last minute sets for a large group to sit together, like an option to see the numuber of available sets for every movie. Also maybe an option to reserve sets in advance, and pay later.

Mobile ticketing app for a movie theater

Goals:
Identify what motivates people to choose to see a movie
Determine what challenges people face when buying movie tickets
Understand how to make the experience easier

Target:
Age 16 – 45
Metropolitan area
People who enjoy movies
People who enjoy fun activities and hobbies
Include participants of both genders

Interviews:

Joseph
Age: 20
Education: Enrolled in online college classes
Hometown: Nairobi, Kenya
Family: Lives with their mother, father and one younger sibling
Occupation: Full time student
Joseph is a recent immigrant to Ireland who is enrolled in online college classes and is
also taking classes at a night school for learning English. He can read English well, but sometimes
encounters difficulties at restaurants or while out running errands, where shopkeepers tend to
speak very quickly and limited translation options are available. Joseph is passionate about
movies, and wants to explore fun activities his neighborhood has to offer to get more comfortable
with English language. Joseph's priority is balancing his studies with fun, while also having time to
look after his younger sibling when his parents are at work.

What kind of activity's do you enjoy in your free time?
- Hanging out with friends
- Seeing movies, going to coffee shops, arcades

How often do you go to the movies? What's you motivation for going?
- Regularly, whenever he has some free time
- When looking for something fun to do

What challenges you face when buying movie tickets?
- The seats for all the good movies that evening will often be sold out

What could be done to improve the experience?
- Maybe a list of only those movies which have some seats free

Zareen
Age: 22
Education: 4th year university student
Hometown: Bruges, Belgium
Family: 2 sisters
Occupation: Project management intern for a large international firm
Zareen is about to complete a B.A. in Business Administration and hopes an internship will launch her career in project management. Even though Zareen most enjoys the time spent working with her mentor on a campaign, she also enjoys doing other tasks like getting coffee and food for the office. She feels these tasks are a good opportunity to network and to demonstrate being a team player with keen attention to detail. Zareen would like to demonstrate her commitment on the job, complete everyday tasks efficiently, and eventually be trusted with increased responsibilities in the office.

What kind of activity's do you enjoy in your free time?
- Busy schedule, on weekends will go for a dinner or a drink with friends

How often do you go to the movies? What's you motivation for going?
- Not often, even though she enjoys movies, wishes she would go more often
- When somebody from her friends group suggests it

What challenges you face when buying movie tickets?
- Getting good seats for the whole group

What could be done to improve the experience?
- An option to see how many seats are left for that movie, so that if the movie is almost sold out, they probably wont find seats for a whole group to sit together

Alfie
Age: 30
Education: University graduate
Hometown: San Jose, California
Family: Single, lives alone
Occupation: Senior accountant
Alfie is a mid-career professional who was recently promoted in their job at a large accounting firm. They live in the suburbs on the outskirts of a large city. They enjoy the nightlife and social life that San Jose has to offer, but may not be able to find as much time for those activities as they take on more responsibilities at work. Alfie wants to make their team proud, level up their skills and forge positive relationships at work so they are in good shape for another promotion in a year or two.

What kind of activity's do you enjoy in your free time?
- Busy schedule, on weekends will go for a dinner or a drink with friends

How often do you go to the movies? What's you motivation for going?
- Not often, even though she enjoys movies, wishes she would go more often

What challenges you face when buying movie tickets?
- Getting good seats for the whole group

What could be done to improve the experience?
- An option to see how many seats are left for that movie, so that if the movie is almost sold out,

Neelam
Age: 35
Education: Master's degree in Education
Hometown: Champagne, Illinois
Family: Married with one young child
Occupation: Teacher
Neelam is an established education professional with 10 years of teaching experience. She is passionate about her job but sometimes has trouble managing the stress of teaching while also raising a young child. Neelam also prepares breakfast and dinner for the family on most days, sometimes leaving her with little time to grade papers and plan syllabi. Neelam appreciates products that help her stay more organized and manage her time in the classroom and at home.

What kind of activity's do you enjoy in your free time?
- Busy schedule, on weekends will go for a dinner or a drink with friends

How often do you go to the movies? What's you motivation for going?
- Not often, even though she enjoys movies, wishes she would go more often
- When somebody from her friends group suggests it

What challenges you face when buying movie tickets?
- Getting good seats for the whole group

What could be done to improve the experience?
- An option to see how many seats are left for that movie, so that if the movie is almost sold out, they probably wont find seats for a whole group to sit together

How could the needs, challenges, or concerns of users be resolved?

- A movie ticketing app that shows which movies have free sets available a certain day
- Notifications about upcoming new movies
- Reserve sets in advance for a small fee, buy tickets later

Competitive audit	Competitive audit goal				
	General information				
	Competitor type (direct or indirect)	**Location(s)**	**Product offering**	**Price** ($ - $$$$)	**Website** (URL)
Irish Film Institute	Direct	Temple Bar, Dublin	Domestic releases and international independent productions	$	ifi.ie
Light House Cinema	Direct	Smithfield, Dublin	Big releases, Irish classics, short films, one-off screenings, themed weekenders , book club gatherings	$	lighthousecinema.ie
Cineworld	Direct	Parnell Street, Dublin	International blockbusters, 4DX, pree-order tickets	$$$	cineworld.ie
Brooks Private Cinema	Indirect	Georges Arcade, Dublin	Cinema to be hired for up to 26 people, for a party, a date night or a get-together	$$$$	brookshotel.ie

Competitive audit

	Business size (small, medium, large)	Target audience	Unique value proposition	UX (rated: needs work, okay, good, or outstanding) First impressions Desktop website experience
Irish Film Institute	Medium	Irish cinema lovers	The heart of Irish cinema and Irish film industry	**Good** + Easy navigation - Outdated design - Sometimes difficult to read text
Light House Cinema	Medium	Everyone	Trendy and friendly, destionation cinema, perfect for movie lovers	**Outstanding** + Visually appealing + Payment process is easy to complete - At times too big text
Cineworld	large	Everyone	Top brand, one of the biggest in the industry, complete movie experince	**Outstanding** + Visually appealing + Simple and straightforward
Brooks Private Cinema	Small	Private parties	High standard, exclusive private cinema	**Good** + Simple design + Easy booking - Header image is too big and blurry

Competitive audit

		Interaction	
	App or mobile website experience	**Features**	
Irish Film Institute	**Good** + Easy to use - Outdated design - Sometimes small and difficult to read text	**Good** + Shown new movies on the front page + News on the front page with frequent updates	
Light House Cinema	**Outstanding** + Visually appealing + Payment process is easy to complete - At times too big text	**Outstanding** + Venue hire + Cinema book club + School programme	
Cineworld	**Good** + Visually appealing - Under every movie is a list of times the movies shows, with categories (2D, 4D) which makes it too much text to scroll through	**Outstanding** + Venue hire + Pre-order tickets	
Brooks Private Cinema	**Outstanding** + Simple design + Easy booking	**Good** + Private cinema experience + Dining and overnight packages - No pricing available	

Competitive audit

	Accessibility	User flow
Irish Film Institute	**Okay** + Rich in details and explanations through entire website, great for older people, or users who are not tech-savvy	**Okay** + Easy and obvious to find dates and new movies + Detailed set choosing - Shop part of the website is different in colour and typography from the home page
Light House Cinema	**Needs more work** - The cinema offers many accessibility options, but none the website	**Outstanding** + Straightforward and easy to use
Cineworld	**Needs more work** - The cinema offers many accessibility options, but none the website	**Outstanding** + Straightforward, quick to find everything you need
Brooks Private Cinema	**Good** + Available in five languages	**Okay** - The booking form is part of a hotel website and it's somewhat difficult to find - Pictures are only under the hotel gallery, you need to scroll through photographs to find one of the cinema room

Competitive audit

	Navigation	Visual design
		Brand identity
Irish Film Institute	**Needs work** + Visible call-to-action buttons - Navigation will change colour and design when going to shop for tickets	**Needs work** - Design needs more work - Text too small
Light House Cinema	**Good** + Easy to spot and work through - Main navigation doesn't fit whole on the screen - Text in the footer navigation is bigger than the one from the main navigation	**Outstanding** + Engaging color scheme + Visually appealing
Cineworld	**Good** + Easy to spot and navigate through + A lot of options available to search by category (date, screening, genres) - Missing an option to see a list of all movies, you can browse for a specific day	**Outstanding** + Clear branding identity, good colors, simple and similar to other cinema websites
Brooks Private Cinema	**Good** + Minimal	**Good** + Okay brand identity - Simplistic, could use a bit more work on the details

Competitive audit

	Content	
	Tone	**Descriptiveness**
Irish Film Institute	Formal and helpful	**Okay** + A lot of available information - Too much information shown on the screen at the same time
Light House Cinema	Friendly and engaging	**Oustanding** + A lot of available information, presented short and in a friendly way
Cineworld	Formal and informative	**Good** - Could use more descriptiveness
Brooks Private Cinema	Formal	**Good** + Description is good and informative - More would be better

Part 2 - Competitive Audit Report

1. Competitive audit goal(s)

Compare the user experience of each competitor's website

2. Who are your key competitors? (Description)

Our key competitors are *Irish Film Institute*, Irish culture cinema for domestic releases and international productions. Popular among locals, *Light House Cinema*, for big releases and Irish classics. *Cineworld* for International blockbusters, the biggest cinema in Ireland, offering 4DX experience. And a cinema for hire, *Brooks Private Cinema*, our indirect competitor offering a cinema room for private gatherings.

3. What are the type and quality of competitors' products? (Description)

Irish Film Institute has a simple website, often updated with news and articles. From the home page there is a straightforward path to find and book movie tickets, navigation offers to browse by date or to list all movies, and there's a featured section for today's shows. Their shop for movie tickets is lacking in basic design principles, overcrowded with text, but is rich in details and explanations, great for older people, or users who are not tech-savvy.

Light House Cinema has a beautiful and engaging design, with some minor imperfections. The site is easy to use and straightforward. User flow is outstanding, navigation is easy to spot and work through, offering to browse by date, or to see a list of all movies. Payment process is easy to complete, and the overall tone is very friendly.

Cineworld has visually appealing, straightforward design. Navigation is easy to spot and quick to find everything you need. There are a lot of options available to search by category (date, screening, genres), but missing the basic option to see a list of all movies. The tone is formal and informative.

Brooks Private Cinema has a booking form as part of the hotel website, with simple and minimal design and description. Header image is too big and blurry and more information would be welcome, like pricing options, or more photographs of the cinema room. Payment process is easy and one of the first things you see. Availability is in five languages, and the tone is formal.

4. How do competitors position themselves in the market? (Description)

Irish Film Institute positions itself as the heart of Irish cinema and Irish film industry.

Light House Cinema presents themselves as trendy and friendly, perfect for movie lovers.

Cineworld positions itself as the best place for a complete movie experience.

Brooks Private Cinema presents itself as a classy, luxurious cinema experience.

5. How do competitors talk about themselves? (Description)

Irish Film Institute describes itself as Ireland's national cultural institution for film, preserving and promoting Ireland's moving image heritage.

Light House Cinema describes itself as a loved-by-everybody, friendly destination cinema.

Cineworld presents themselves as a top brand and one of the biggest in the industry.

Brooks Private Cinema presents themselves as a high standard, exclusive cinema.

6. Competitors' strengths (List)

Irish Film Institute strengths include:
- Rich in detail
- Frequent updates and news
- Multiple choice for movie browsing

Light House Cinema strengths include:
- Visually appealing and engaging design
- Direct and easy payment process
- Friendly tone

Cineworld strengths include:
- Simple and straightforward design
- Excellent user flow
- Easy ticket booking
- Option to pre-order tickets
- Multiple categories available for browsing

Brooks Private Cinema strengths include:
- Accessibility in five languages
- Simple and minimal design
- Straightforward user flow

7. Competitors' weaknesses (List)

Irish Film Institute weaknesses include:
- Simplistic and outdated design
- Too much text shows on the screen at the same time
- Ticket booking is different in design from the home page

Light House Cinema weaknesses include:
- In some places text is too big
- Footer navigation is bigger than the main one

Cineworld weaknesses include:
- Lacking descriptiveness
- Missing an option to see a list of all movies

Brooks Private Cinema weaknesses include:
- No pricing available
- Too little information

## 8. Gaps (List)

Some gaps we identified include:
- Competitor products provide a limited amount of accessibility features
- Limited options to browse by category
- Sold out movie shows should be marked as such
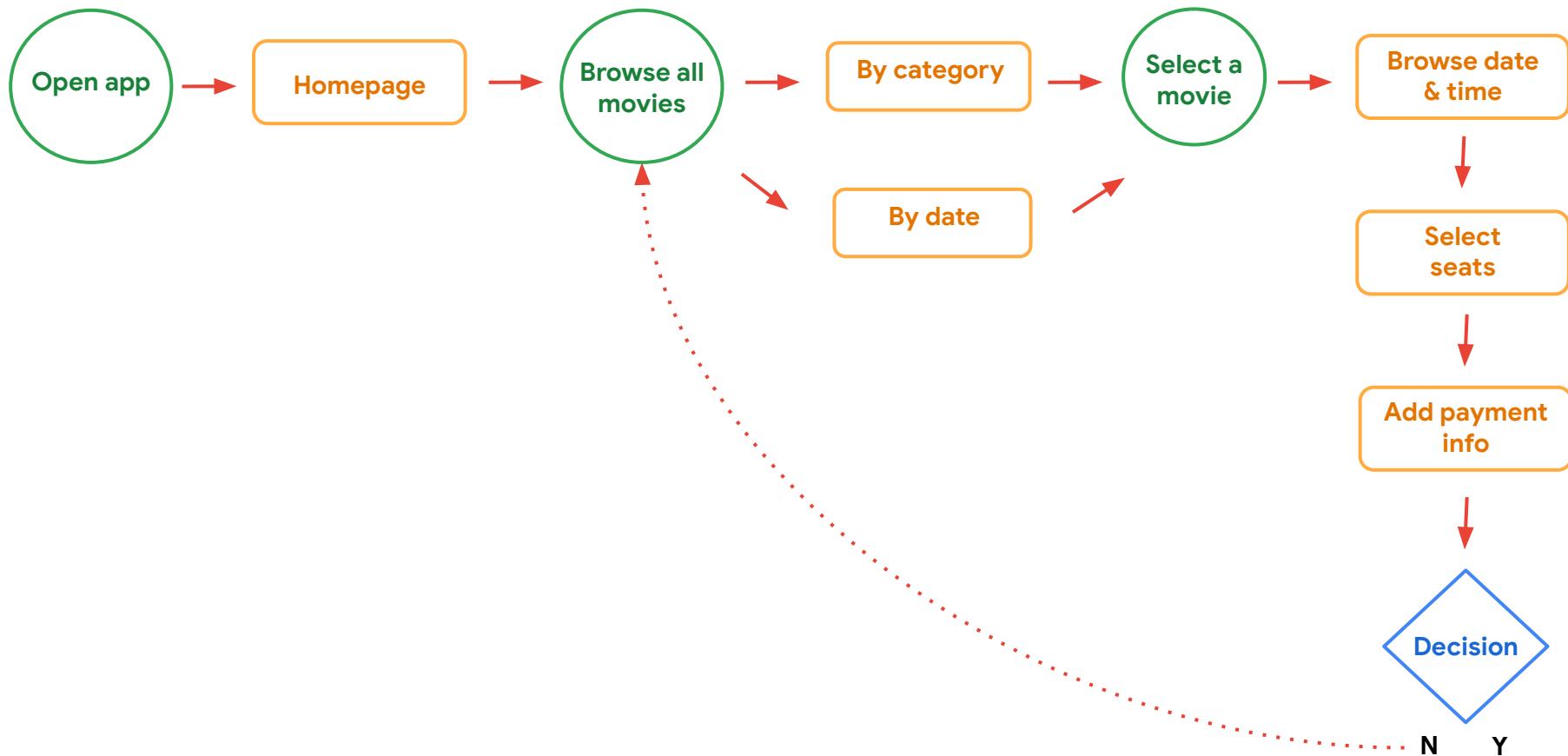
9. Opportunities (List)

Some opportunities we identified include:
- Create a straightforward process for ticket purchasing
- When a show has been sold out, change color of the button (darken / gray)
- Include multiple choice browsing options (date, genre, popular, screening)
- Friendly tone makes users feel more welcome

Open app → Homepage → Browse all movies → By category → Select a movie → Browse date & time

Browse all movies → By date

Browse date & time → Select seats → Add payment info → Decision

Decision: N → Browse all movies, Y

Persona: Daniel Clifford

Goal: Find a movie for him and his friends go to see this weekend
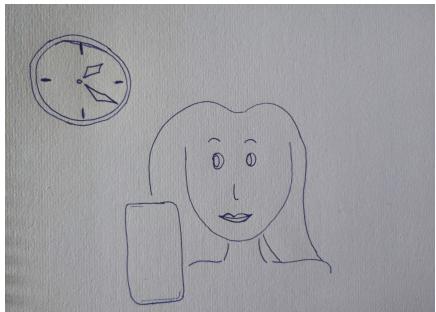
| ACTION	Browse movies	Browse available times	Select movie	Select seats	Make a purchase
TASK LIST	Tasks A. Decide to go to Cinema B. Open the app C. Browse what's new and interesting	Tasks A. Searching for movies that feature this weekend B. Try to find one for Saturday night	Tasks A. Make a decision between two movie choices	Tasks A. Tries to select good seats for this large friends group, preferably where they can all sit together	Tasks A. Confirm order B. Provide payment information C. Gets ticket
FEELING ADJECTIVE	Wants to quickly and easily find a good new movie that everybody will like	Frustrated when a movie of his choice doesn't premiere on Saturday	Indecisive, is wondering if he will be able to buy ticket for everyone	Frustrated with available seating	Excited for this saturday Wants to share with friends
IMPROVEMENT OPPORTUNITIES	An option to browse by category, like popular or comedy	An option to browse movies for a specific date or time	An option to see the number of available seats, before going to checkout	Would benefit from an option to reserve sets now, and make a purchase later, after consulting with his friends	Individual printable/scannable tickets Subscribe to receive notifications for new releases

UX Design Storyboard

Scenario: Use movie ticketing app to quickly and easily book movie tickets - big picture
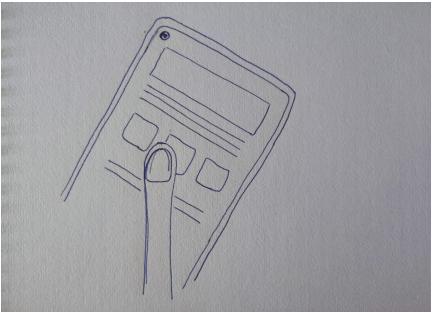

Sarah is frustrated with cinema apps that are hard to navigate


Sarah opens our movie ticketing app
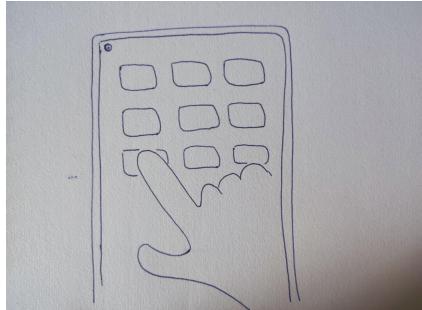
Sarah is happy that she can browse by category and time

Sarah finds two last minute movie tickets for a family movie

Sarah proceeds with the payment and completes the order

Sarah is happy to take her daughter to cinema

UX Design Storyboard
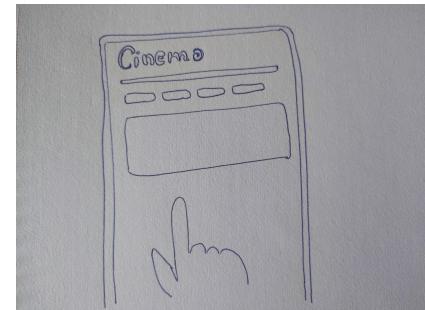
Scenario: Use movie ticketing app to quickly and easily book movie tickets - close up
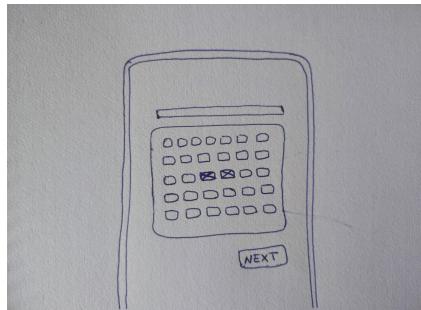

Sarah opens up the app
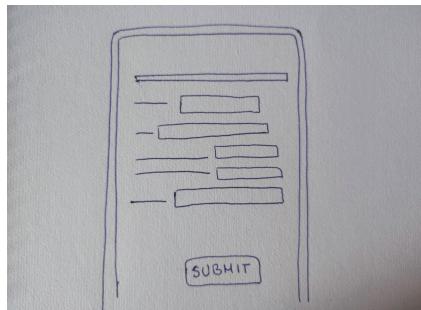
Sarah is delighted to find she can browse by category and availability
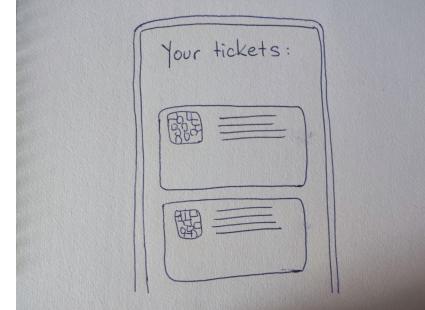
Sarah find a family movie that premiers tonight
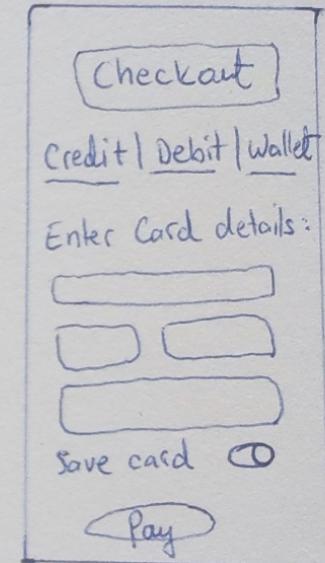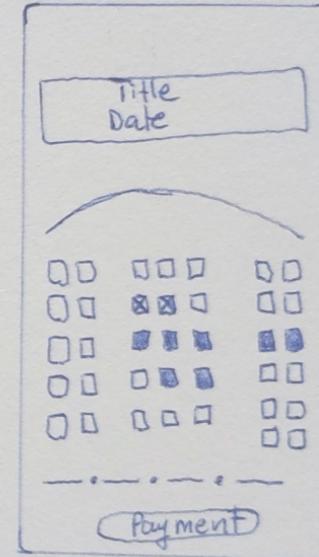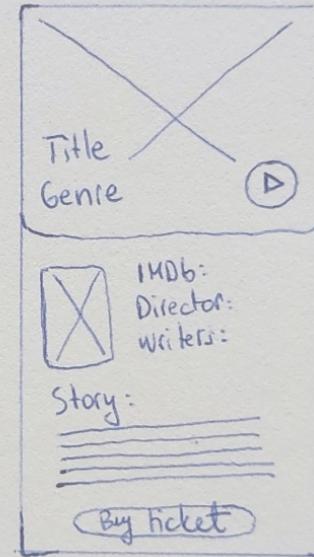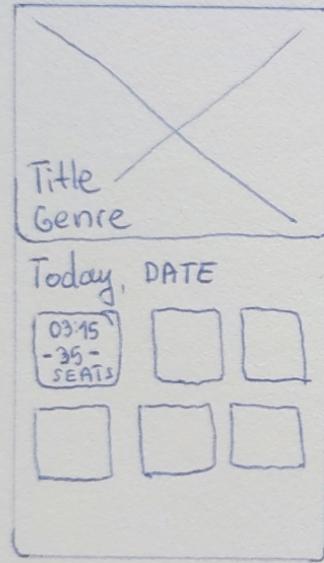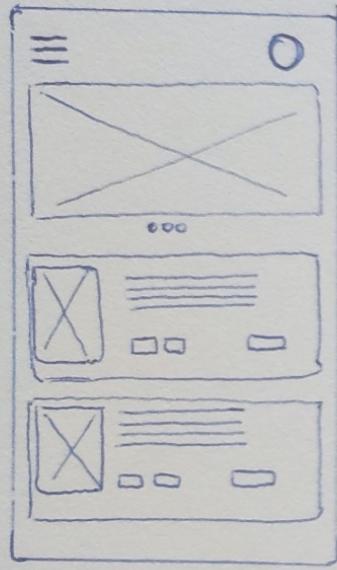
Sarah chooses seats

Sarah proceeds with the payment and completes the order

Sarah is happy to find she can print, download or share tickets

Screen 1:
≡ O
•••

Screen 2:
Title
Genre
Today   DATE
03:15
- 35 -
SEATS

Screen 3:
≡   🔍
Today | DATE | DATE | DATE
All | GENRE | GENRE |

Screen 4:
Title
Genre   ▶
IMDb:
Director:
Writers:
Story:
Buy ticket

Screen 5:
Title
Date
Payment

Screen 6:
Checkout
Credit | Debit | Wallet
Enter Card details:
Save card   ⊂⊃
Pay

Screen 2 (navigation):
Today | Saturday | Sunday ▶
All | Comedy | Action | Drama ▶

Screen 3 (detail):
Title
Genre ▶

IMDb:
Director:
Writers:

Buy a ticket

Screen 4 (showtimes):
Title
Genre ▶

Today
| 03:15 PM | 17:15 PM | 09:25 PM |
| Seats left - 32 - | Seats left - 14 - | Seats left - 09 - |

Saturday
| 11:45 AM | 03:15 PM | 09:35 PM |
| Seats left - 52 - | Seats left - 32 - | Seats left - 13 - |

Sunday
| 02:30 PM | 03:15 PM | 07:00 PM |
| Seats left - 40 - | Seats left - 25 - | Seats left - 17 - |

Screen 5 (seat selection):
Title
Date & time

Go to Payment

Screen 6 (checkout):
Checkout

Credit | Debit | Wallet

Enter Card details:

Save card

Pay