



## Sarah Lee

**Age:** 36

**Education:** Bachelor's degree

**Hometown:** Dublin, Ireland

**Family:** Daughter

**Occupation:** Journalist

*“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 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.



## Daniel Clifford

**Age:** 24

**Education:** Online business classes

**Hometown:** Dublin, Ireland

**Family:** Mum, dad, brother

**Occupation:** Barista

*“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, 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 number of available sets for every movie. Also maybe an option to reserve sets in advance, and pay later.

Competitive audit		Competitive audit goal				
	General information					
	Competitor type (direct or indirect)	Location(s)	Product offering	Price (\$ - \$\$\$\$)	Website (URL)	
<b>Irish Film Institute</b>	Direct	Temple Bar, Dublin	Domestic releases and international independent productions	\$	ifi.ie	
<b>Light House Cinema</b>	Direct	Smithfield, Dublin	Big releases, Irish classics, short films, one-off screenings, themed weekenders , book club gatherings	\$	lighthousecinema.ie	
<b>Cineworld</b>	Direct	Parnell Street, Dublin	International blockbusters, 4DX, pre-order tickets	\$\$\$	cineworld.ie	
<b>Brooks Private Cinema</b>	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

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 + Easy navigation - Outdated design - Sometimes difficult to read text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

## Competitive audit

		Interaction
	App or mobile website experience	Features
Irish Film Institute	<b>Good</b> <ul style="list-style-type: none"> <li>+ Easy to use</li> <li>- Outdated design</li> <li>- Sometimes small and difficult to read text</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>+ Shown new movies on the front page</li> <li>+ News on the front page with frequent updates</li> </ul>
Light House Cinema	<b>Outstanding</b> <ul style="list-style-type: none"> <li>+ Visually appealing</li> <li>+ Payment process is easy to complete</li> <li>- At times too big text</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>+ Venue hire</li> <li>+ Cinema book club</li> <li>+ School programme</li> </ul>
Cineworld	<b>Good</b> <ul style="list-style-type: none"> <li>+ Visually appealing</li> <li>- Under every movie is a list of times the movies shows, with categories (2D, 4D) which makes it too much text to scroll through</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>+ Venue hire</li> <li>+ Pre-order tickets</li> </ul>
Brooks Private Cinema	<b>Outstanding</b> <ul style="list-style-type: none"> <li>+ Simple design</li> <li>+ Easy booking</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>+ Private cinema experience</li> <li>+ Dining and overnight packages</li> <li>- No pricing available</li> </ul>

## Competitive audit

	Accessibility	User flow
<b>Irish Film Institute</b>	<b>Okay</b> + Rich in details and explanations through entire website, great for older people, or users who are not tech-savvy	<b>Okay</b> + 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
<b>Light House Cinema</b>	<b>Needs more work</b> - The cinema offers many accessibility options, but none the website	<b>Outstanding</b> + Straightforward and easy to use
<b>Cineworld</b>	<b>Needs more work</b> - The cinema offers many accessibility options, but none the website	<b>Outstanding</b> + Straightforward, quick to find everything you need
<b>Brooks Private Cinema</b>	<b>Good</b> + Available in five languages	<b>Okay</b> - 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

		Visual design
	Navigation	Brand identity
<b>Irish Film Institute</b>	<b>Needs work</b> <ul style="list-style-type: none"> <li>+ Visible call-to-action buttons</li> <li>- Navigation will change colour and design when going to shop for tickets</li> </ul>	<b>Needs work</b> <ul style="list-style-type: none"> <li>- Design needs more work</li> <li>- Text too small</li> </ul>
<b>Light House Cinema</b>	<b>Good</b> <ul style="list-style-type: none"> <li>+ Easy to spot and work through</li> <li>- Main navigation doesn't fit whole on the screen</li> <li>- Text in the footer navigation is bigger than the one from the main navigation</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>+ Engaging color scheme</li> <li>+ Visually appealing</li> </ul>
<b>Cineworld</b>	<b>Good</b> <ul style="list-style-type: none"> <li>+ Easy to spot and navigate through</li> <li>+ A lot of options available to search by category (date, screening, genres)</li> <li>- Missing an option to see a list of all movies, you can browse for a specific day</li> </ul>	<b>Outstanding</b> <ul style="list-style-type: none"> <li>+ Clear branding identity, good colors, simple and similar to other cinema websites</li> </ul>
<b>Brooks Private Cinema</b>	<b>Good</b> <ul style="list-style-type: none"> <li>+ Minimal</li> </ul>	<b>Good</b> <ul style="list-style-type: none"> <li>+ Okay brand identity</li> <li>- Simplistic, could use a bit more work on the details</li> </ul>

## Competitive audit

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

# Part 2 - Competitive Audit Report

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## 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.



## Part 2 - Competitive Audit Report

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### 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



# Part 2 - Competitive Audit Report

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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 (darker / gray)
- Include multiple choice browsing options (date, genre, popular, screening)
- Friendly tone makes users feel more welcome



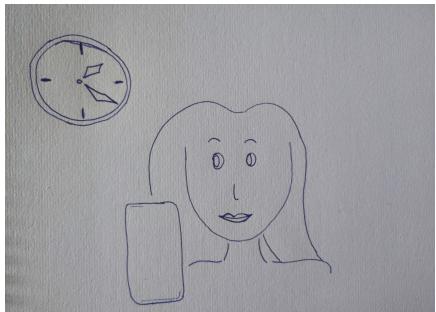
# UX Design Storyboard

**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

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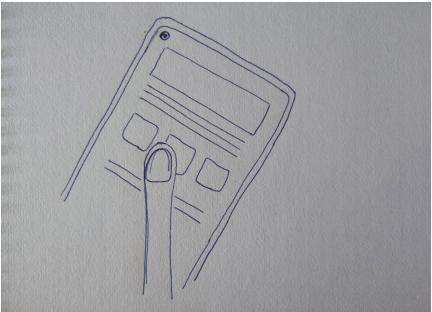
Sarah finds two last minute movie  
tickets for a family movie

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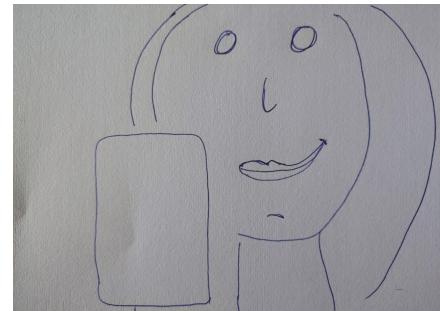
Sarah opens our movie  
ticketing app

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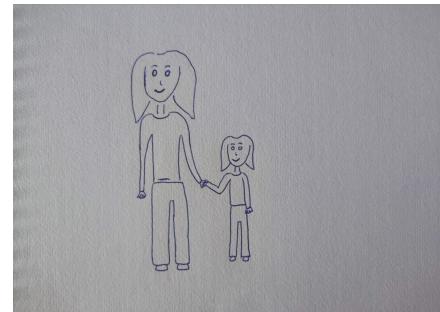
Sarah proceeds with the payment  
and completes the order

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Sarah is happy that she can  
browse by category and time

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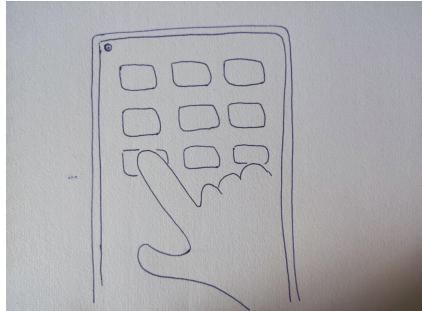


Sarah is happy to take her  
daughter to cinema

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# UX Design Storyboard

**Scenario:** Use movie ticketing app to quickly and easily book movie tickets - close up



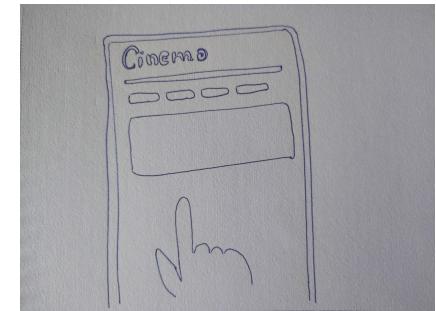
Sarah opens up the app

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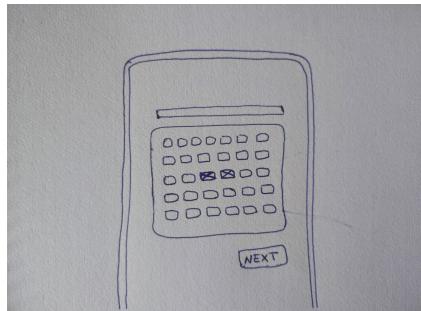
Sarah is delighted to find she can  
browse by category and availability

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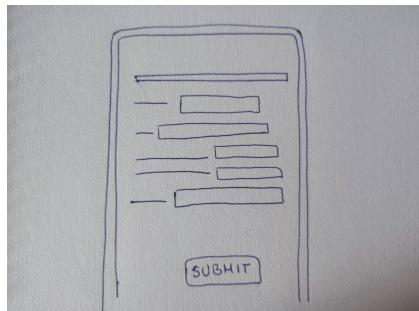
Sarah finds a family movie that  
premiers tonight

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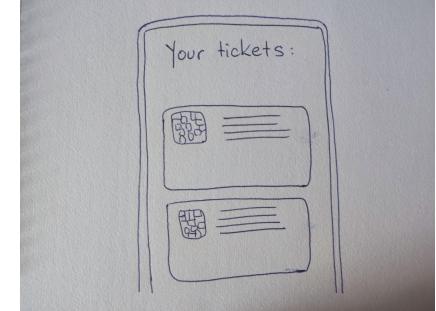
Sarah chooses seats

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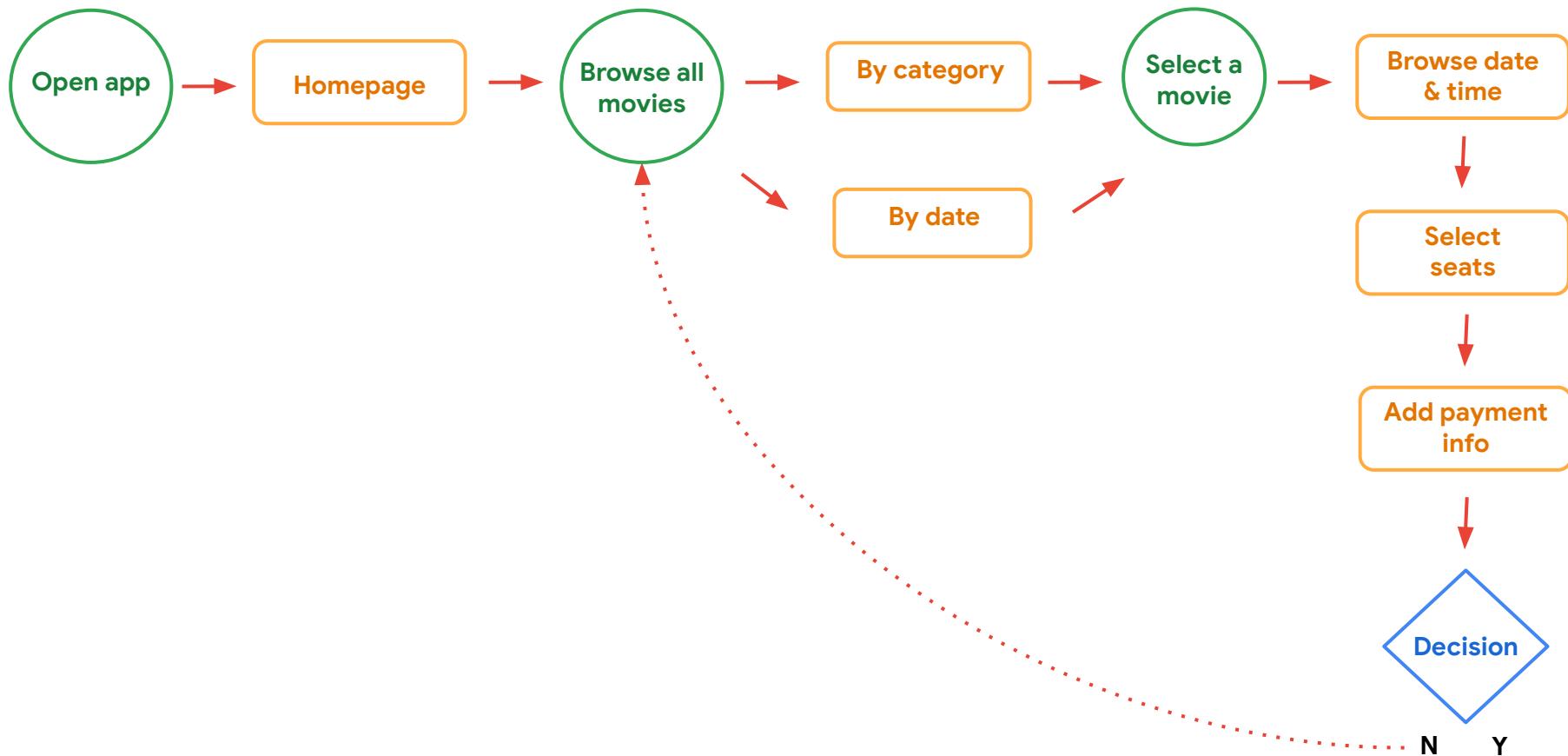
Sarah proceeds with the payment  
and completes the order

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

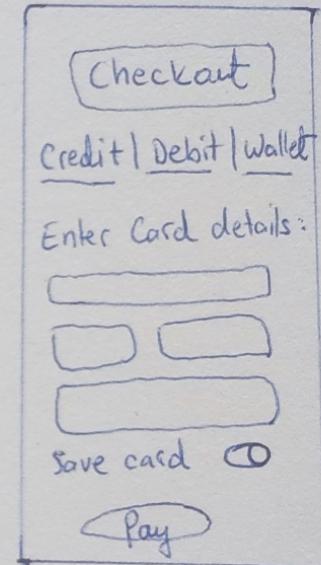
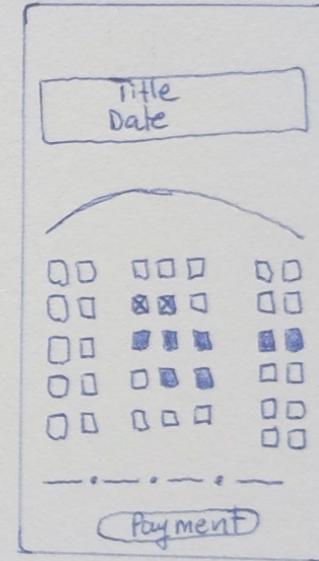
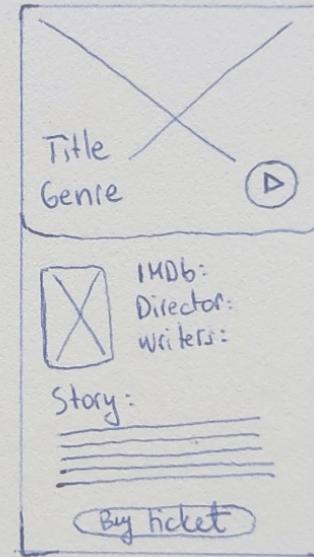
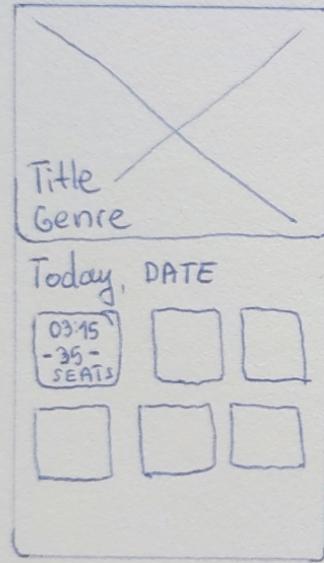
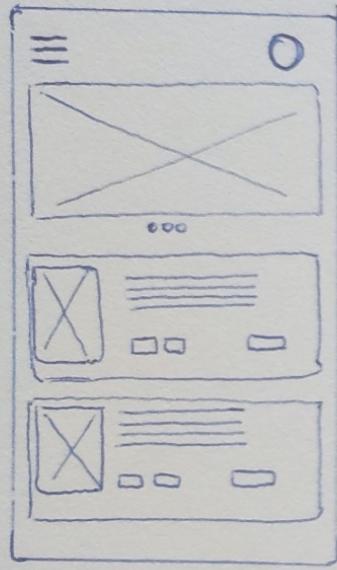
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# Persona: Daniel Clifford

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



The image displays a sequence of six wireframe prototypes illustrating a user flow for movie ticket booking.

**1. Search Screen:** Shows a search bar with a magnifying glass icon, a date selector with "Today | Saturday | Sunday" buttons, and genre filters "All | Comedy | Action | Drama". Below these are four movie card placeholders, each with a large gray thumbnail and five horizontal gray bars representing text.

**2. Movie Details Screen:** Displays a movie card with "Title" and "Genre" fields, a play button, and a "Buy a ticket" button at the bottom. To the right, there's a sidebar with "IMDb:", "Director:", and "Writers:" sections, each with a gray placeholder box.

**3. Showtimes Screen:** Shows a grid of showtimes for "Today", "Saturday", and "Sunday". Each showtime box contains the time, "Seats left", and a seat availability indicator (gray or black squares). For example, Today shows 03:15 PM (seats left 32), 17:15 PM (seats left 14), and 09:25 PM (seats left 9).

**4. Seating Chart:** A seating chart for a specific showtime, featuring a grid of seats. Seats are represented by small gray squares. Some seats are marked with a large black "X" to indicate they are unavailable. A curved arrow points from the "Buy a ticket" button on the previous screen to this seating chart.

**5. Payment Summary:** A summary box titled "Title Date & time" containing the movie title, date, and time. It also includes a "Go to Payment" button.

**6. Payment Screen:** Shows payment options with "Credit | Debit | Wallet" buttons. It includes a section for "Enter Card details:" with placeholder fields and a "Save card" toggle switch. A "Pay" button is located at the bottom right.