



CASE STUDY:

# GRAIL UNIVERSITY FILM FESTIVAL WEBSITE

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Lead UX Designer

# Project overview



## The product:

The Student festival website is designed to make purchase of tickets for the students' festival and voting for preferred candidates for the awards easy.



## Project duration:

January 5th 2023 - February 10th  
2023

The image shows a collage of screenshots from a Student Film Festival website. On the left, a mobile phone screen displays a photo of a person and a red 'Vote' button. In the center, the main website landing page is shown, featuring a dark background with colorful abstract shapes. It includes navigation links for 'HOME', 'CATEGORIES', 'CONTACT US', 'EVENTS', and a red 'Get Ticket' button. Below the navigation, there's a section for the 'Art Festival' and another for the 'Award Ceremony'. On the right, a detailed view of the 'Best Director' award category is shown, featuring a laurel wreath icon and a list of sub-categories: Best Actor, Best Adapted Screenplay, Best Director, Best Original Screenplay, and Best Cinematography. A 'See more' button is visible at the bottom of this list. At the very bottom, there's a 'Message Us' form with fields for NAME, EMAIL, and MESSAGE, along with a 'Send' button.

# Project overview



## The problem:

The website focuses on solving two major problems that have been encountered by the school since the introduction of the student festival

1. Low ticket sales due to difficulty in purchasing tickets outside the school grounds
2. Low voting turnouts as voting was only done on school grounds and for a limited time



## The goal:

This issue was met by creating this website that features a section for voting for candidates nominated for the awards and a ticket purchase section

# Project overview



## My role:

Lead UX Designer



## Responsibilities:

I conducted the necessary user research, created paper and digital wireframes as well as low and hi fidelity prototypes and conducted usability studies at every stage of my design.



## Understanding the user

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

# User research: summary



I conducted interviews for potential users of the website and it drew me to the conclusion that there are two major user groups with problems this product can meet. The first set were parents who could not make time to physically buy the tickets on school grounds for the festival due to their busy schedule, and the second set of users were students who found the whole voting process for the award nominees stressful and time consuming.

Which drew the research to a conclusion that time is an important factor when it comes to delivering services and a product that reduces time wastage would be of great value for the school and its clients and students.

# User research: pain points

1

## Time wasting

Students and parents alike want to be able to vote or purchase tickets without having to wait in line .

2

## Ease of Access

Most users would like to be able to vote for their candidates without having through the stress of leaving the comfort of their homes.

3

## Misplaced Tickets

Users of the website no longer have to worry about their tickets going missing before the student festival because their tickets can easily be accessed from their emails.

# Persona: Henry

## Problem statement:

Michael is an undergraduate who thinks the school needs an online method of voting during the period of the student art festival because he finds the voting process stressful and time consuming.



**Michael Chinedu**

**Age:** 21  
**Education:** Full-time student  
**Hometown:** Abia state, Nigeria  
**Family:** Lives with Parents and two younger brothers  
**Occupation:** Student at Grail University

*Only those who give up ever truly fail. Learn from your errors and keep moving*

### Goals

- Complete university degree with a first class
- Earn money on the side while studying to take care of bills
- Become more social.

### Frustrations

- Feels the whole physical voting process is hectic and not considerate to students with busy schedules
- Has to work during free days so never has time to vote during the festival

Michael Chinedu is an indigene of Abia state in Nigeria and he currently studies Electrical and Electronics Engineering at Grail University. He is an avid reader and his goals in life is to get enough money to take care of his siblings and Parents and also be able to travel. The world when he has made enough money. He would like to vote during the Student Art festivals but he is not so social and feels an online voting system would help a lot

# Persona: Mrs Cynthia Ogunseye

## Problem statement:

Mrs Cynthia is a busy Doctor who feels the school needs a means of purchasing event tickets online for the ease of working parents who won't have the time to purchase them onsite.



**Cynthia Ogunseye**

**Age:** 48

**Education:** Graduate of Medicine

**Hometown:** Ondo state,Nigeria

**Family:** Lives with her husband and 3 children.

**Occupation:** Works at MaryGold Hospital, Lagos.

*If Opportunity doesn't knock, build a door.*

## Goals

- Be promoted to a Consultant
- Spend more time with my Husband and children
- Pass professional exams coming this year.

## Frustrations

- Leaves in a different state and won't be able to travel the distance just to get a ticket
- Wants to be able to make inquiries about the school events without going to the school physically.

Mrs Cynthia Ogunseye is a mother of a two, she is a career driven Medical doctor who loves putting in the work but also loves spending time with her family. She supports her husband and children as much as she can and that is why she feels not missing her son's school art festival is important but she can barely find time to get the tickets physically.

# User journey map

Mrs Cynthia's Journey map shows the time and stress she has to put in just to get tickets for her son's school festival and why our website will help solve that problem

**Persona: Cynthia**

Goal: An Easy way to Purchase the student art festival and award tickets

ACTION	Hears about Event	Go to Son's school	Buy a Ticket
<b>TASK LIST</b>	Tasks A. Talks to son B. learns there is a school event she has to attend.	Tasks A. Schedule a day before the event to make the trip to the school B. make preparations towards the trip C. Travel	Tasks A. Ask where to get ticket B. Make cash available as it only cash payment is accepted. B. Queue B. Buy ticket
<b>EMOTIONS</b>	Worried because she forgot about the school festival and has not made sufficient plans..	Frustrated, knowing that travelling to her son's school is going to be stressful and time consuming	Tired from the trip and angry she has to wait in queue for so long before getting a ticket.
<b>IMPROVEMENT OPPORTUNITIES</b>	Add a feature on the website that notifies users about the school event via email when the date is close.		<ol style="list-style-type: none"><li>1. Make it possible to buy tickets online through the student festival website.</li><li>2. Make it possible to pay through various methods on the website</li></ol>

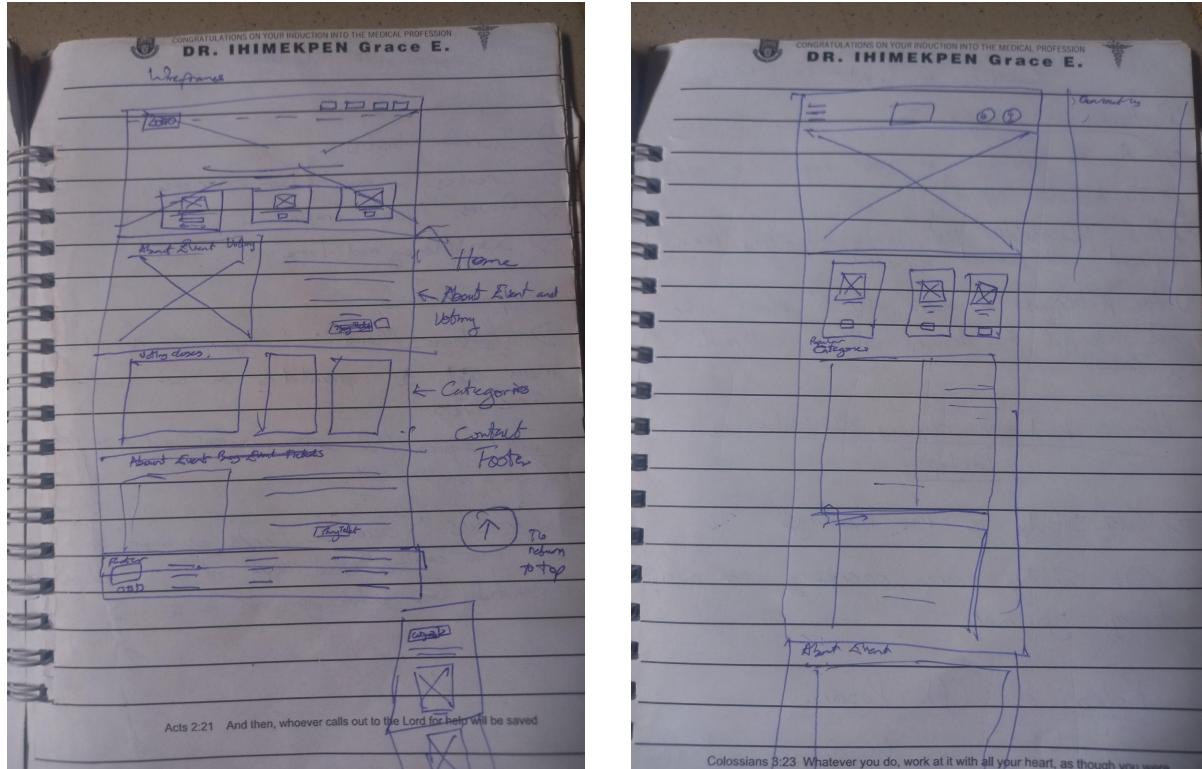


## Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Paper wireframes

Initial paper drawn  
wireframe designs I made  
to have an idea of what i  
would like the website to  
look like

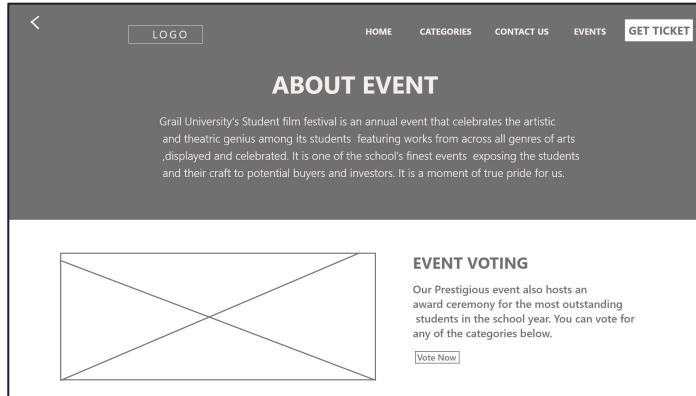
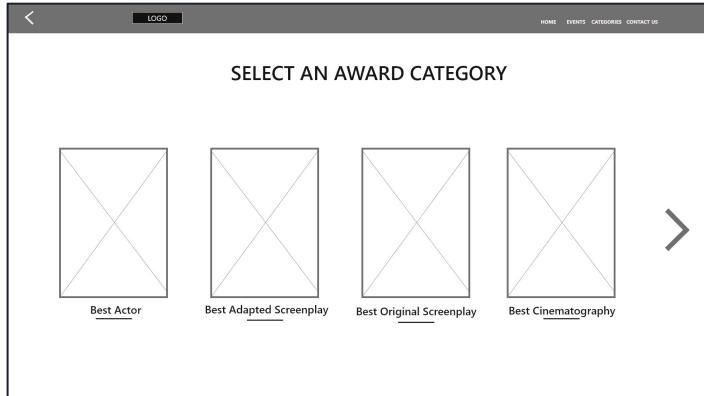
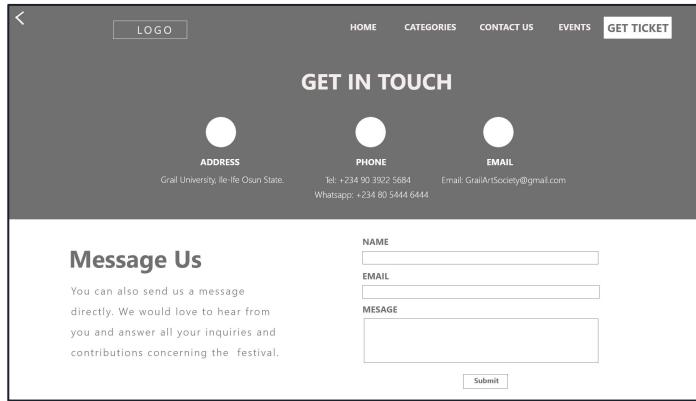
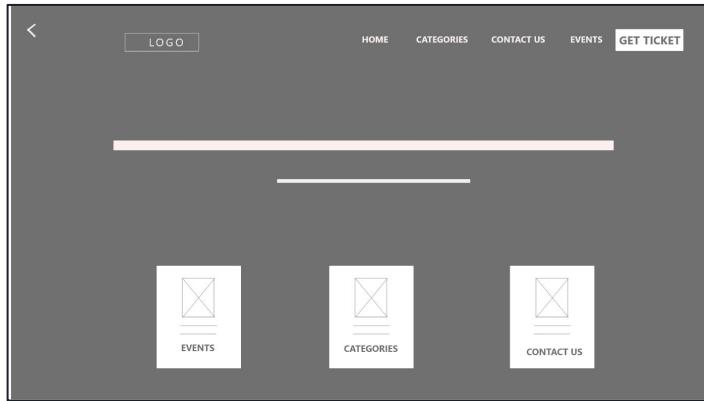


# Digital wireframes: Mobile Screen

The image displays five mobile phone wireframes arranged horizontally, representing different screens of a mobile application. Each screen includes a header with a logo and a menu icon, and a footer with navigation icons.

- Screen 1: Home Screen**
  - Header: LOGO, three-line menu icon.
  - Content: A large dark gray area with two horizontal bars at the top and bottom. In the center, there is a "learn more" button, three small square icons labeled "EVENTS", "CATEGORIES", and "CONTACT US", and a large rectangular area at the bottom left containing a large "X" shape.
  - Footer: "Vote Now" button.
- Screen 2: About Event**
  - Header: LOGO, three-line menu icon.
  - Content: "ABOUT EVENT" title. Text: "Grail University's Student film festival is an annual event that celebrates the artistic and theatrical genius among its students featuring works from across all genres of arts, displayed and celebrated. It is one of the school's finest events exposing the students and their craft to potential buyers and investors. It is a moment of true pride for us." Below the text is a large rectangular area with a large "X" shape.
  - Footer: "EVENT VOTING" section with text: "Our Prestigious event also hosts an award ceremony for the most outstanding students in the school year. You can vote for any of the categories below." and a "Vote Now" button.
- Screen 3: Contact Us**
  - Header: LOGO, three-line menu icon.
  - Content: "ADDRESS" section with text: "Grail University, Ile-Ife Osun State." and a circular placeholder for a map or image. "PHONE" section with text: "Tel: +234 90 3922 5684" and "Whatsapp: +234 80 5444 6444". "EMAIL" section with text: "Email: GrailArtSociety@gmail.com" and a circular placeholder for an envelope.
  - Footer: "Message Us" form with fields for Name, Email, and Message, and a "Submit" button.
- Screen 4: Purchase Details**
  - Header: LOGO, three-line menu icon.
  - Content: "Purchase details" section with fields for First and Last name, Email Address, Address, State, Zip/Postal Code, and a "Payment method" dropdown set to "Debit card".
  - Content: "Order details" section showing "1 x Festival Ticket" and "N 1500".
  - Content: "Total: N1500" and a "Purchase Ticket" button.
  - Footer: "Purchase Ticket" button.
- Screen 5: Voting Screen**
  - Header: LOGO, three-line menu icon.
  - Content: "VOTE FOR YOUR BEST ACTOR" title and a dropdown menu set to "Best Actor". Below it is a large rectangular area with a large "X" shape and the text "John Doe".
  - Content: "VOTE" button in the bottom right corner.
  - Footer: Navigation icons.

# Digital wireframes: Desktop screen



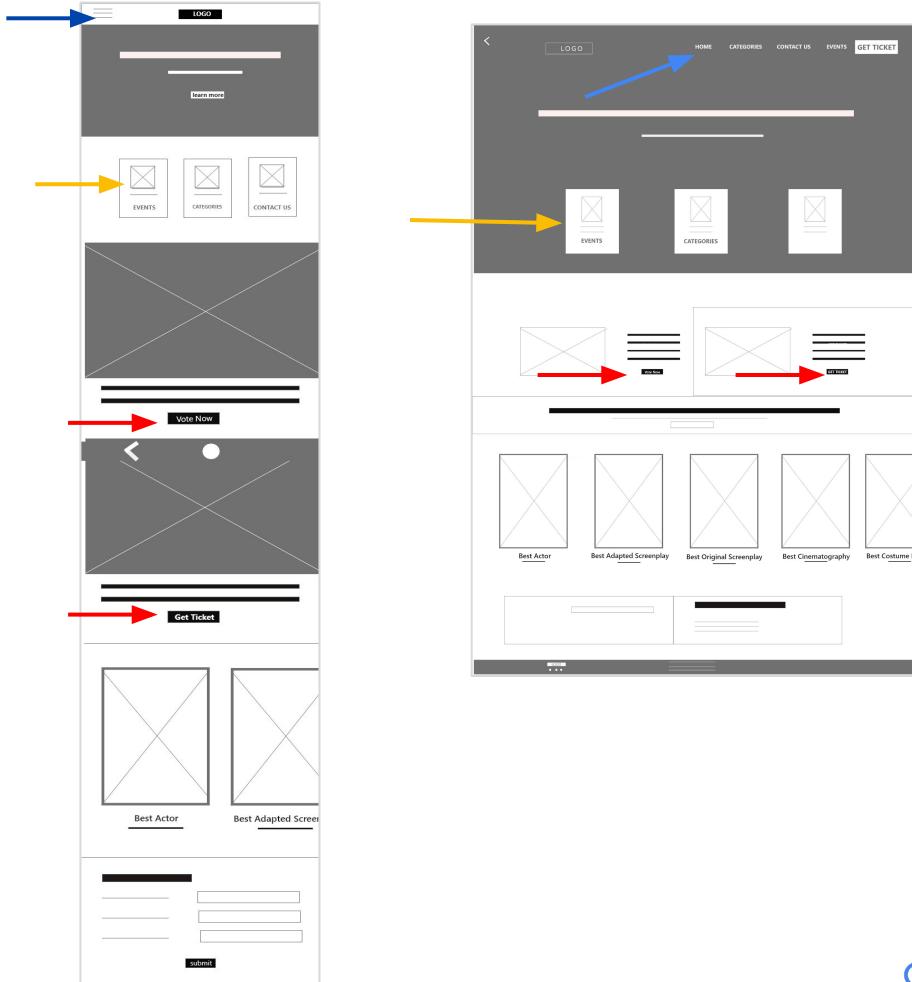
# Digital wireframes

I took inspiration from on earlier drawn paper wireframes and after much iteration on components that would best fit the kind of website that needed to be made I came up with the base low fidelity wireframes designs for mobile and desktop views.

 Navigation cards for easy access to core task on the website

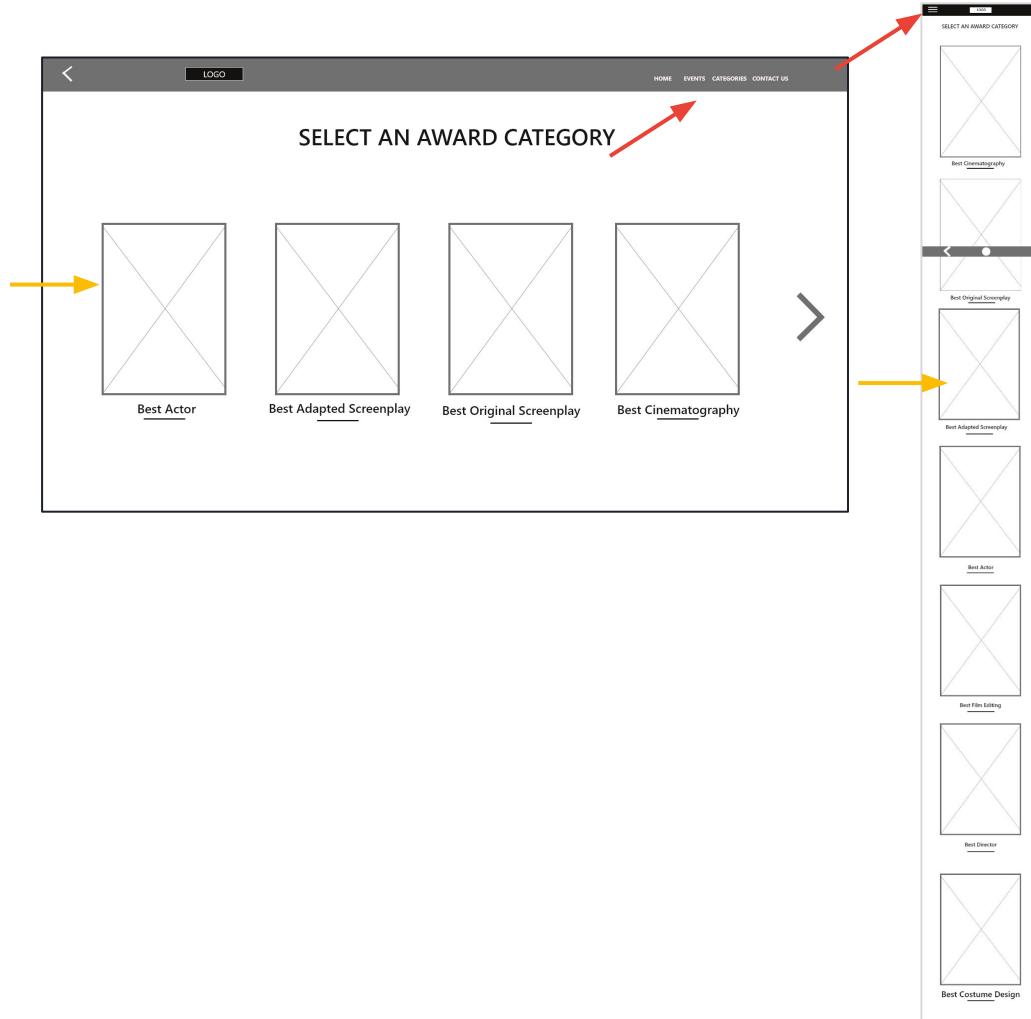
 Call to action for each task needed to be completed

 Navigation bar for easy access of sections on the website.



# Digital wireframes

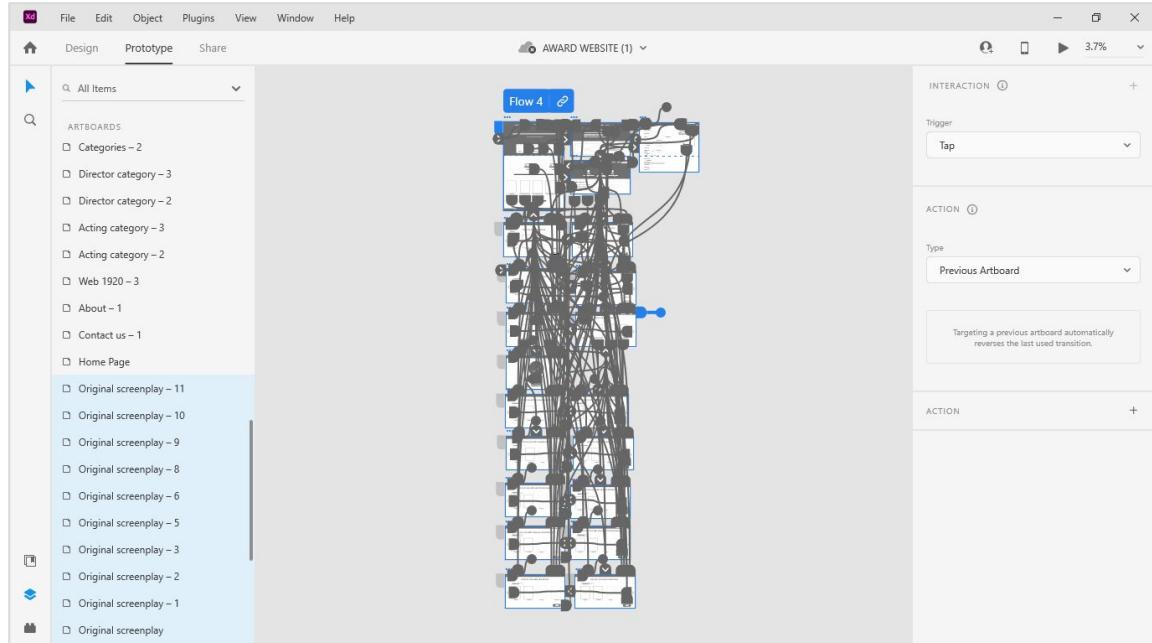
Other screens were also made based on the paper wireframe and homepage wireframe design in other to maintain uniformity .



# Low-fidelity prototype

The low-fidelity prototype of our App shows the basic user flow patterns for performing core tasks on the desktop view . Here is a link to the prototype below.

<https://xd.adobe.com/view/b5831e00-d67d-41da-8f73-5a5bbb915b8c-e0d0/>



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 Users wanted more options for payment
- 2 Users complained about not being able to select a candidate while voting in the categories section
- 3 Some users wanted more ticket payment options.

## Round 2 findings

- 1 Some users want a dropdown menu or a shortcut to easily switch through categories while voting



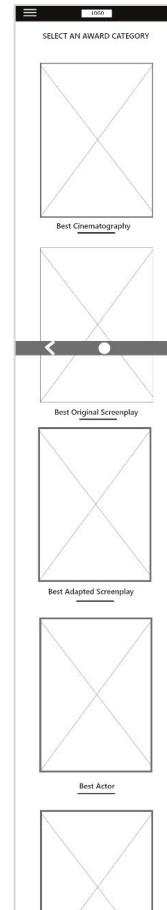
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

Thanks to the feedback from the usability studies conducted, we switched the categories section of the mobile design from a column long style of arranging the cards to a carousel as user felt the height of the page was too long and they might get bored before viewing all possible award categories and nominees

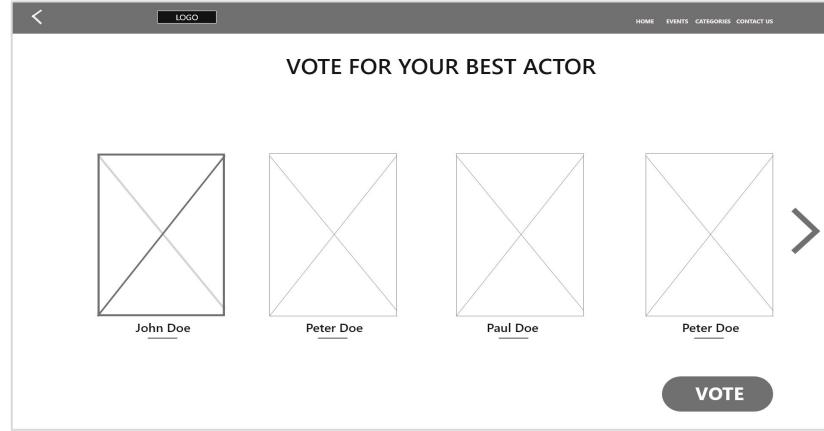
Before usability study



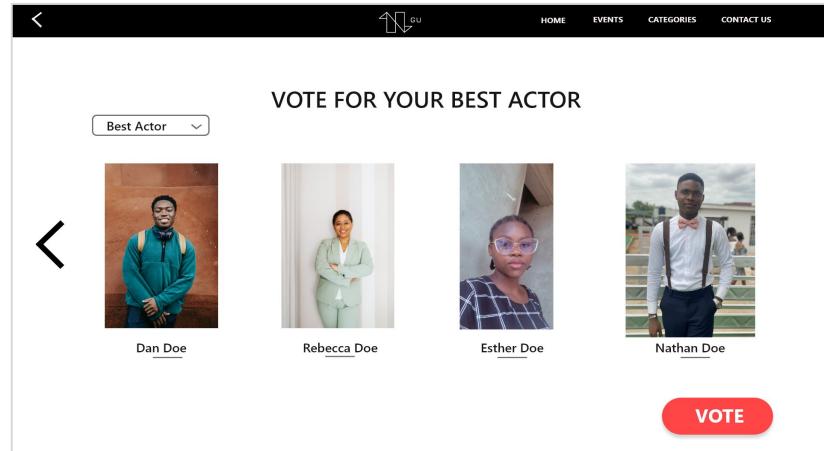
After usability study



## Before usability study



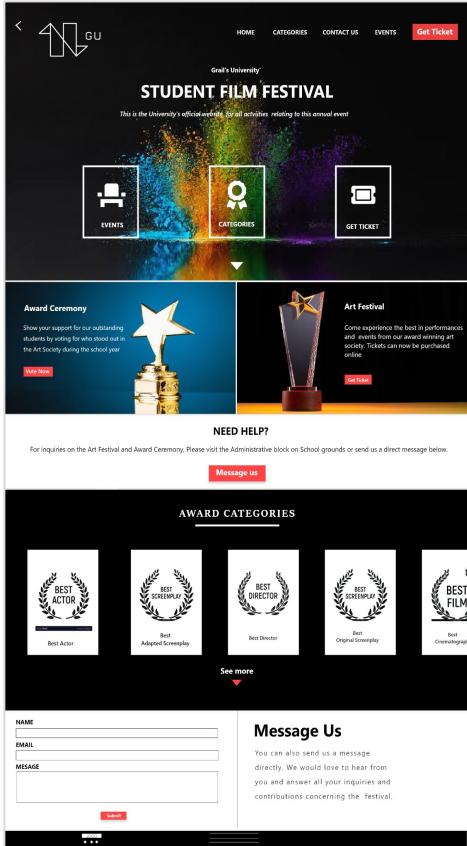
## After usability study



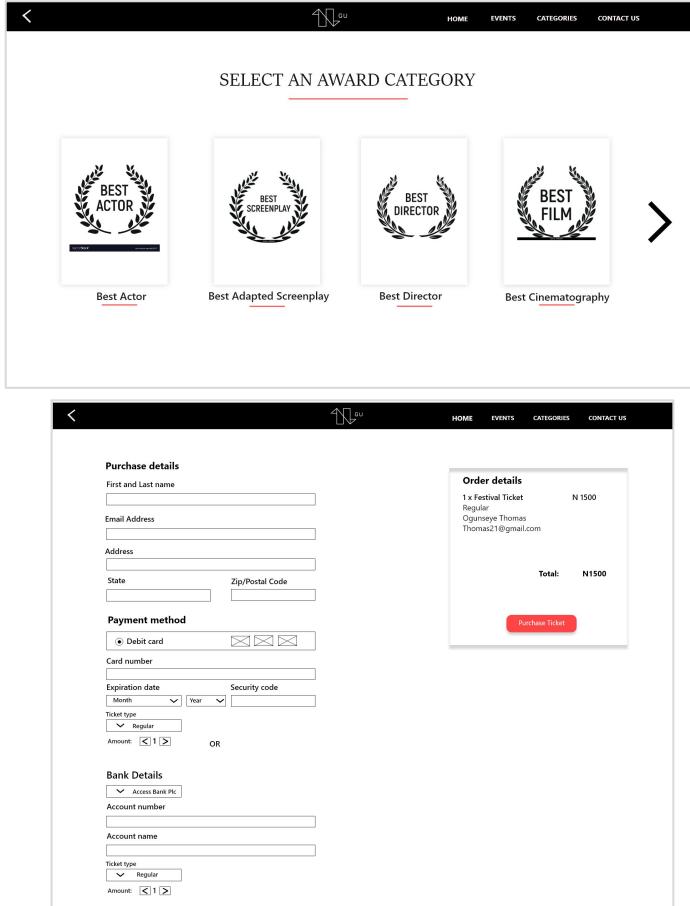
# Mockups

During usability study ,users complained about having to start from the beginning whenever they want to access another voting category. So to help solve this problem ,we introduced a menu alongside each category so users can instantly switch between categories and complete their voting tasks with ease

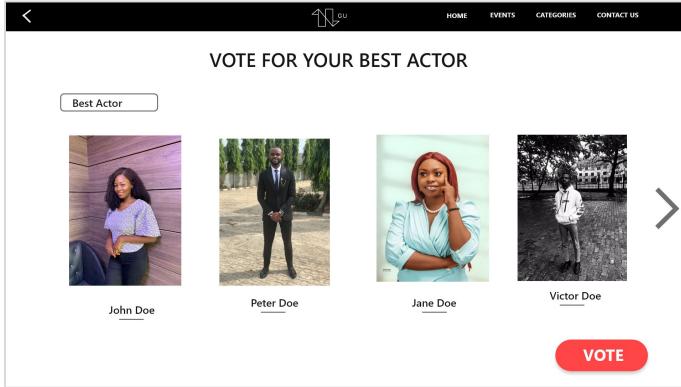
# Mockups



The homepage features a dark background with a colorful abstract graphic at the top. A navigation bar at the top includes links for HOME, CATEGORIES, CONTACT US, EVENTS, and a red 'Get Ticket' button. Below the navigation is a section titled 'STUDENT FILM FESTIVAL' with a sub-subtitle 'This is the University's official website for all activities relating to this annual event'. It features three buttons: 'EVENTS', 'CATEGORIES', and 'GET TICKET'. Below this is a large image of a film reel. To the right, there's a section for the 'Award Ceremony' featuring two trophies and a call-to-action button 'See more...'. On the left, there's a section for 'Art Festival' with another trophy and a call-to-action button 'Get them!'. At the bottom, there's a 'NEED HELP?' section with a 'Message us' button, followed by a 'AWARD CATEGORIES' section with five categories: Best Actor, Best Adapted Screenplay, Best Director, Best Original Screenplay, and Best Cinematography. Each category has a small image of a laurel wreath and a button labeled with its name. Finally, there's a 'Message Us' form with fields for NAME, EMAIL, and MESSAGE, and a 'Send' button.



This page shows a 'SELECT AN AWARD CATEGORY' heading. It displays four award categories with laurel wreath icons: 'Best Actor', 'Best Adapted Screenplay', 'Best Director', and 'Best Cinematography'. Each category has a red underline underneath it. To the right of the fourth category is a right-pointing arrow. The top navigation bar includes links for HOME, EVENTS, CATEGORIES, and CONTACT US.

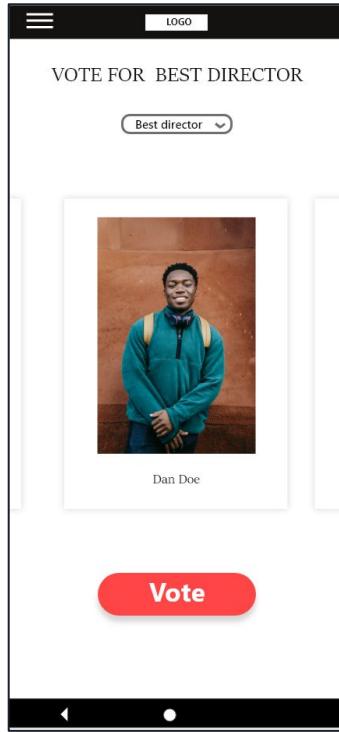
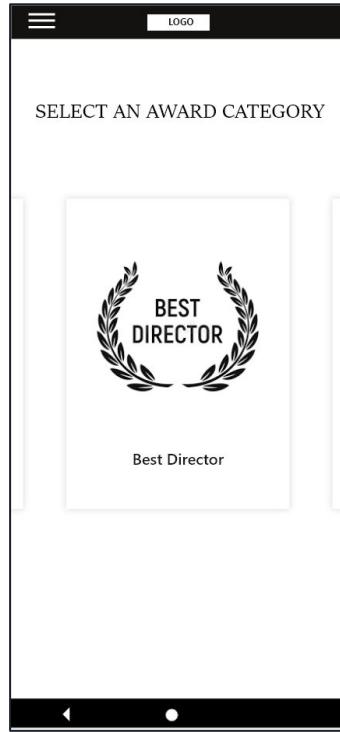
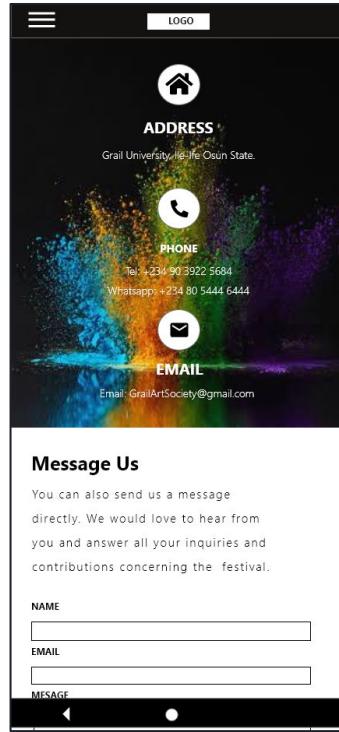


A page titled 'VOTE FOR YOUR BEST ACTOR' with a 'Best Actor' button. It shows four profile pictures of actors: John Doe, Peter Doe, Jane Doe, and Victor Doe. Each profile has a name below it. A large red 'VOTE' button is at the bottom right. The top navigation bar includes links for HOME, EVENTS, CATEGORIES, and CONTACT US.



A page titled 'GET IN TOUCH' with a 'Get Ticket' button. It features a large colorful abstract graphic at the top. Below it are sections for 'ADDRESS', 'PHONE', and 'EMAIL'. The 'ADDRESS' section includes 'Grai University, Ile-Ife, Osun State', 'Nigeria', '+234 80 3922 5684', and 'WhatsApp: +234 80 5444 6444'. The 'PHONE' section includes 'Email: GraiArtSociety@gmail.com'. The 'EMAIL' section includes 'NAME', 'EMAIL', and 'MESSAGE' input fields, along with a 'Submit' button. The top navigation bar includes links for HOME, CATEGORIES, CONTACT US, EVENTS, and a red 'Get Ticket' button.

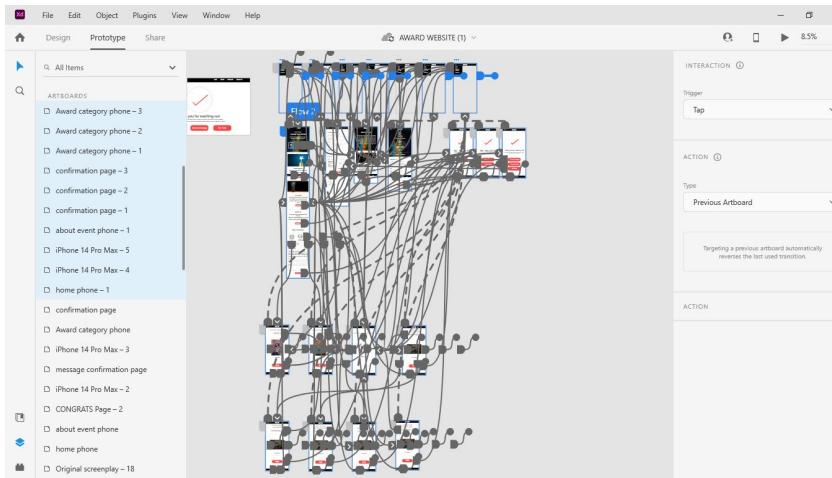
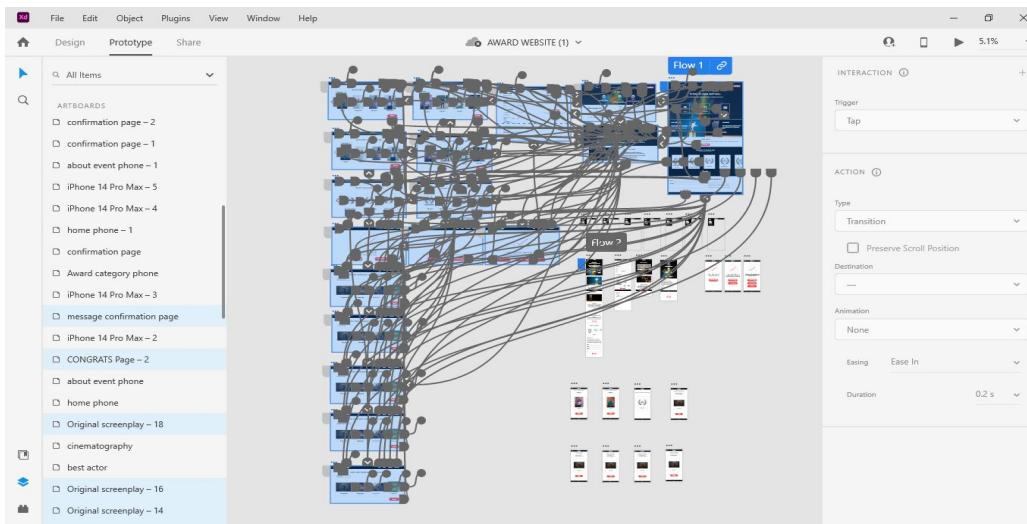
# Mockups



# High-fidelity prototype

After making the necessary changes that were highlighted from the usability studies conducted, I concluded by making the prototype for the hi-fi wireframes. Here is a link to see the results below.

<https://xd.adobe.com/view/870c66d5-1354-4af2-aae7-a1b5011150fc-d25f/>





## Going forward

- 
- Takeaways
  - Next steps

# Takeaways



## Impact:

The website prototype and idea of creating an easier way to perform tasks a school would usually have to do offline and on site has received praise from students and Parents that took part in the usability tests done on Obafemi Awolowo University campus grounds.



## What I learned:

From this project I learnt that time is an important resource to a lot of people and creating a product that saves people's time and is easy to use would be embraced by everyone because of the value the product gives.

# Next steps

1

Update some components of the design that might need working on.

2

Conduct another round of usability studies on the hi-fi prototype designs and ensure it actually meet the needs it should meet.

3

Make more research and update the designs as the need arises.

# Let's connect!



Thank you for reviewing my case study for an award and ticket buying flow .

Connect with me through any of these media:

Email: [isange.gabriel@gmail.com](mailto:isange.gabriel@gmail.com)

LinkedIn: [www.linkedin.com/in/isangedighigabriel](https://www.linkedin.com/in/isangedighigabriel)