Design a snack ordering app for a movie theater

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Project overview

The product:

It is a snack ordering app which lets its users order several food items inside a movie theater without having to miss their movie or leave their seats

Project duration:

July 2022 to October 2022

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Project overview

The problem:

People usually hate waiting in long queues to get their order and sometimes even miss crucial minutes of their movie.

The goal:

To design a user friendly app where the users can order their food without having to wait in queues or leaving their seats.

Project overview

My role:

UX Designer, designing this application right from scratch.

Responsibilities:

User reach, user journey maps, ideation, competitive audits, building wireframes and both low fidelity and high quality prototypes, testing and retesting before final launch

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Understanding the user

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

User research: summary

I conducted interviews on a personal level trying to understand the needs of the users. I created empathy maps and their user journey maps to understand them well. The interviews were conducted for a wide range of age group.
Overall, the interviews helped me conclude that it is a needed app both by teenagers, specially who like spending some alone time and also by working adults who get to spend very little time with their family.

User research: pain points

1

Long Queues

Users hate to stand in long queues and wait for their turn to come. It seems like a wastage of time.

2

Missing Movies

A lot of times, if it takes a lot of time for the order to get prepared, people miss the crucial minutes of their movie after interval.

3

Carrying Snacks

If a person orders more number of food items and is the only one to carry it back to their seats it becomes difficult without any assistance.

4

Wrong Order

When there is a huge crowd at the snack counter the orders might get mixed up and people end up wasting their time finding their right order.

Persona: **James Smith**

Problem statement:

James Smith is a 45 year old orthopaedician who needs an easy and less chaotic way to order his food because he hates waiting in long queues and missing out on their movie.

James Smith

Age: 45
Education: MBBS graduate
Hometown: London, England
Family: Wife, and a son
Occupation: Orthopediatrician

"I try to maintain a balance between both my priorities - my family and my work"

Goals

- To cure more patients effectively.
- Help patients who cannot afford expensive treatments
- Expand his clinic
- Spend more time with family

Frustrations

- "It is very annoying to stand in long queues to get your order"
- "Sometimes due to huge crowd the order gets mixed up"
- "I miss out on movies due to the delay in receiving snacks"

James Smith is a 45 year old Orthopediatrician who lives with his wife and son in London. He has a busy schedule and loves to spend his spare time watching movies with his family. Although he gets frustrated because of the long queue at the snack stores during intervals and missing out on movie scenes.

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User journey map

By building James' journey map I could identify his needs and pain points which made it clear to me to understand a specific group of similar people and made it easier to design the features of app.

Persona: James Smith

Goal: Quick way to order snacks at a movie theatre

ACTION	Go to the snack counter	Stand in a Queue	Decide your Order	Place and wait for your order	Collect your order
TASK LIST	Tasks A. Wait for the interval B. Select and go to one of the many snack counters of your choice	Tasks A. Get yourself a place in the queue B. Wait for your turn	Tasks A. Go through the menu B. Discuss quickly with your family C.Finalize the items you want to order	Tasks A. Place your order B. Confirm the items C.Pay for it and wait for it to get ready	Tasks A. Check that you received the correct order B. Collect your items C.Carry them to your seat
FEELING ADJECTIVE	User emotions • Confused regarding which snack counter to choose • Excited to eat delicious items	User emotions • Impatient to wait for so long • Irritated of the long queue and slow service	User emotions • Confused regarding the items to order • Relieved that the order is finally placed	User emotions • Worried whether the order will successfully be completed on time • Tired of waiting for so long	User emotions • Anxious if the wait was worthy • Relaxed to see the order is correct • Happy to get back to his movie and enjoy his snacks with family
IMPROVEMENT OPPORTUNITIES	Area to improve	Area to improve • For differently-abled people there should be separate queues • More staff to handle huge crowd	Area to improve • Handy menu can be provided so that items can be decided earlier to save time	Area to improve • Order numbers should be provided, an announcement can be made so that the person collects order as soon as possible and doesn't have to keep standing in the queue.	Area to improve • For people who have difficulty in walking, assistance should be provided to them to their respective seats.

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Starting the design

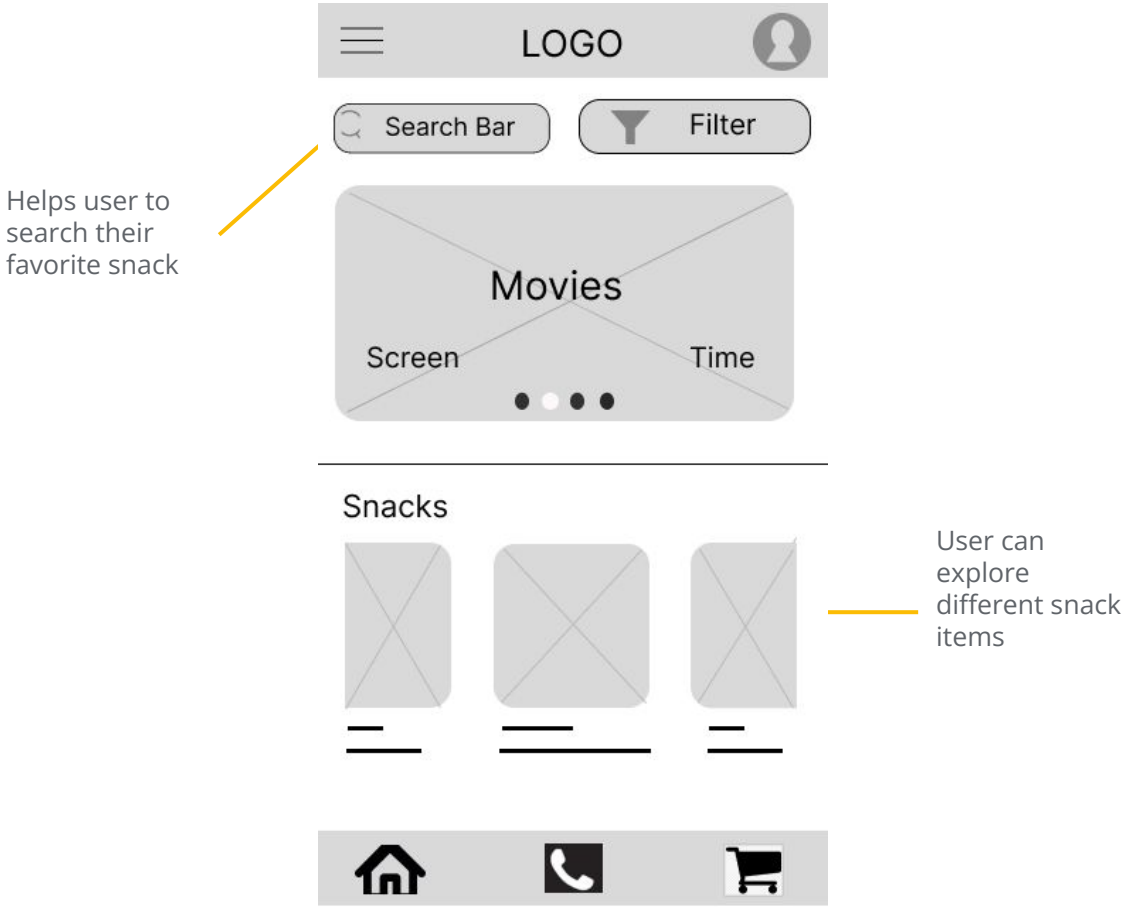
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Paper wireframes

Creating paper wireframes to understand the user needs and pain points right from the beginning of the design process. Create designs easy to navigate and access.

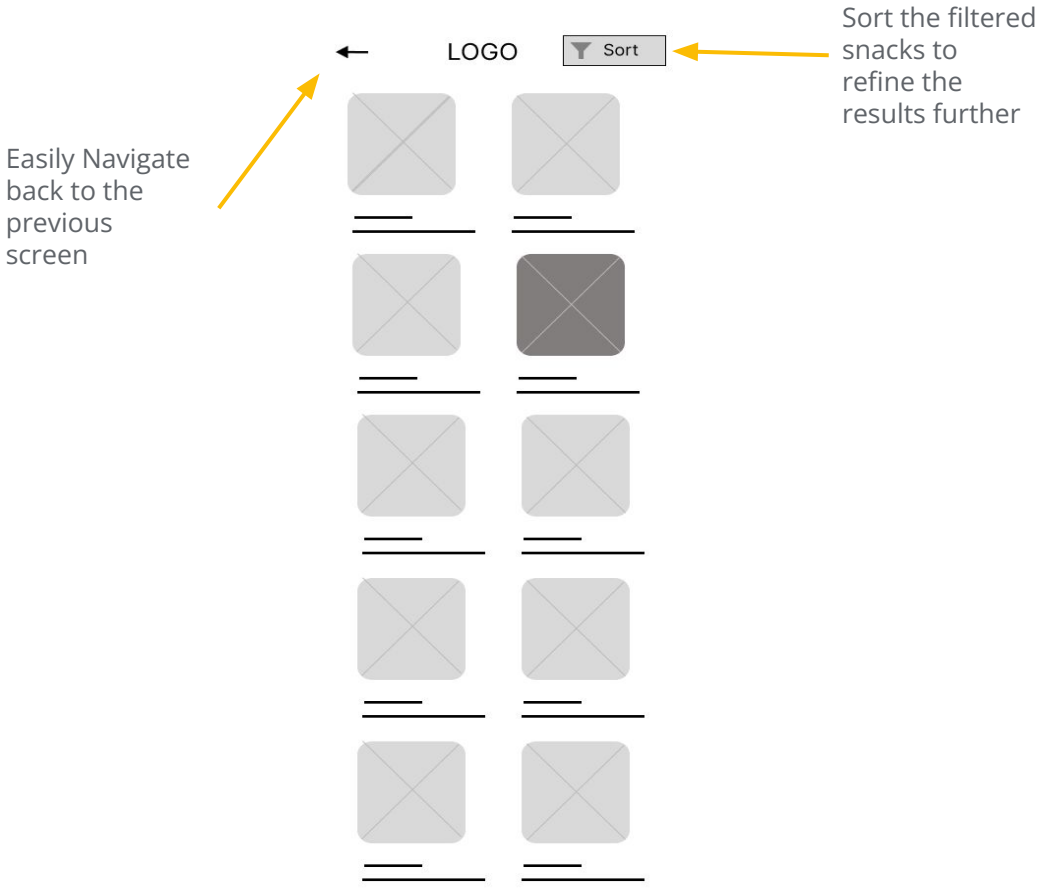
Digital wireframes

Transforming paper wireframes to digital wireframes keeping in mind the functionalities that might be helpful to the user and clearly understandable.



Digital wireframes

Digital wireframes designed for users to easily navigate between screens and browse through various snacks



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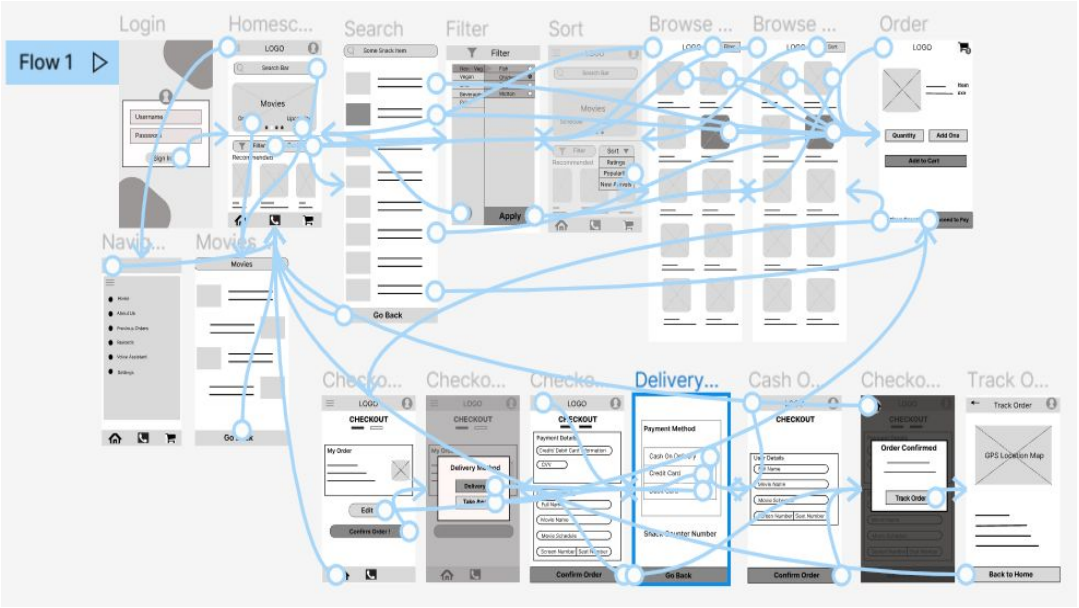
Low-fidelity prototype

The low fidelity prototype established a primary user flow to get a better understanding of design and was used in user usability studies

Have a look:

[Low Fidelity Prototype]



Usability study: findings

The low fidelity prototype was used for usability studies and following are a few findings which were observed:

Round 1 findings

1. Users need different payment options
2. Users prefer easy navigation
3. Users would like to see a choice between Delivery or Takeaway option

Round 2 findings

1. Users want to check the Ongoing and Upcoming Movie Schedules
2. Users need sort feature to have a more refined browsing of snacks

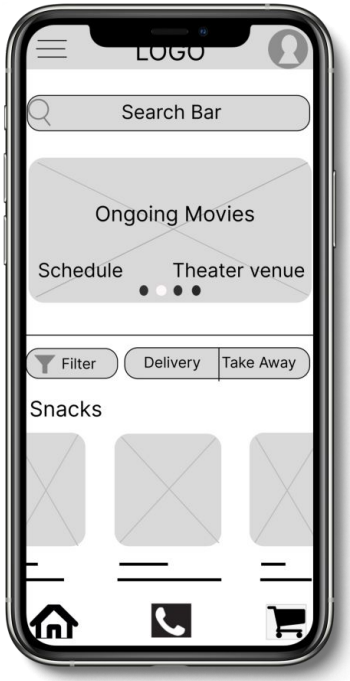
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

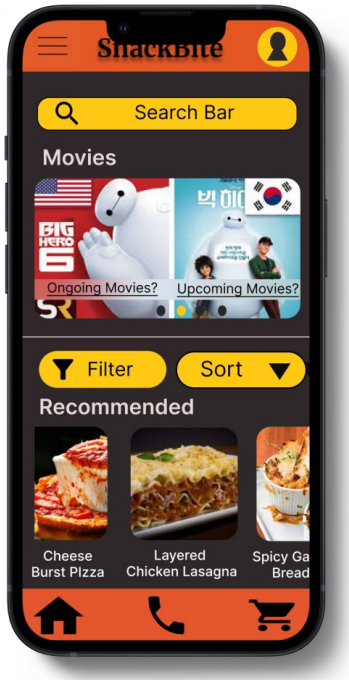
Mockups

Keeping in mind the user needs and pain points, I iterated on the low fidelity design to come up with this mockup design

Before usability study



After usability study



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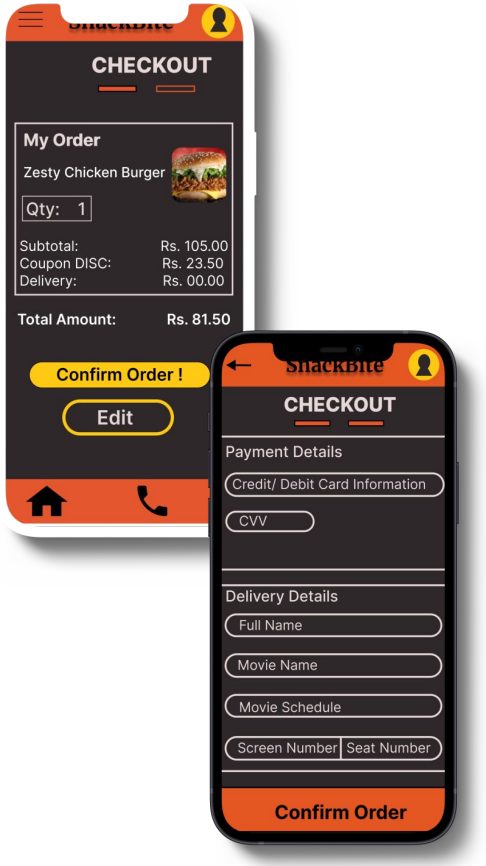
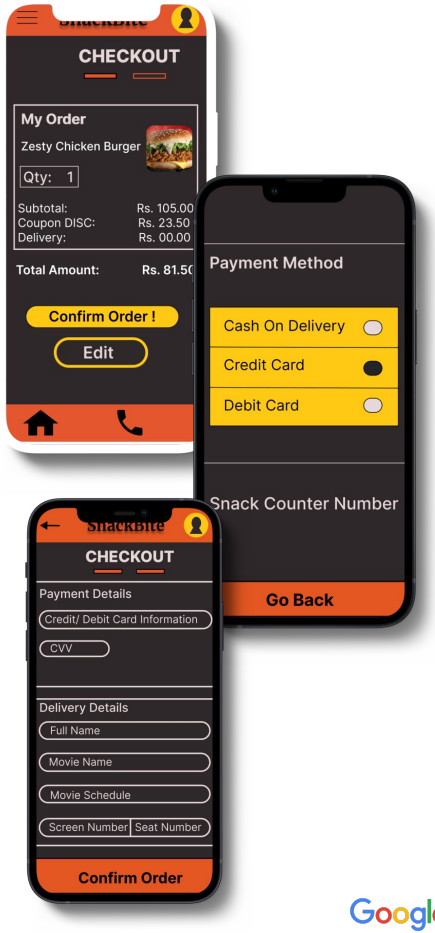
Mockups

Users needed different payment methods to choose from so I added that feature to my design for user convenience.

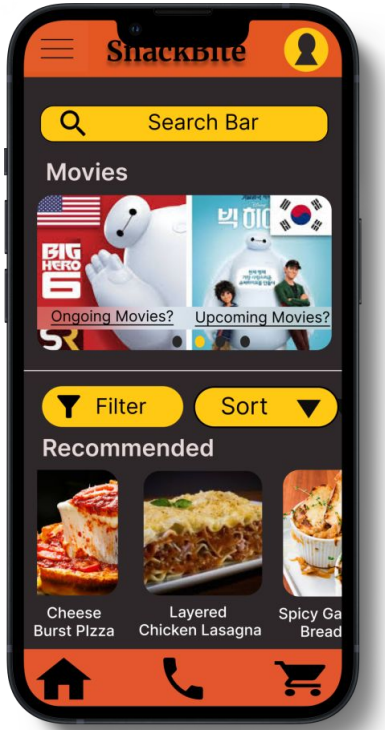
Before usability study

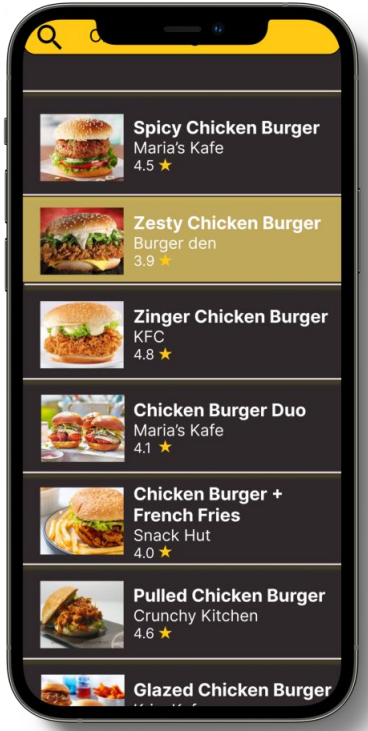


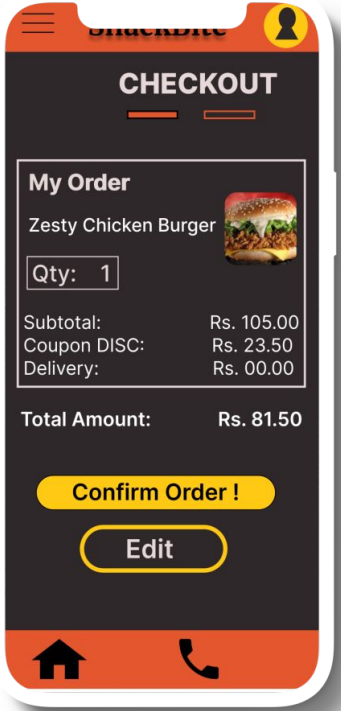
After usability study

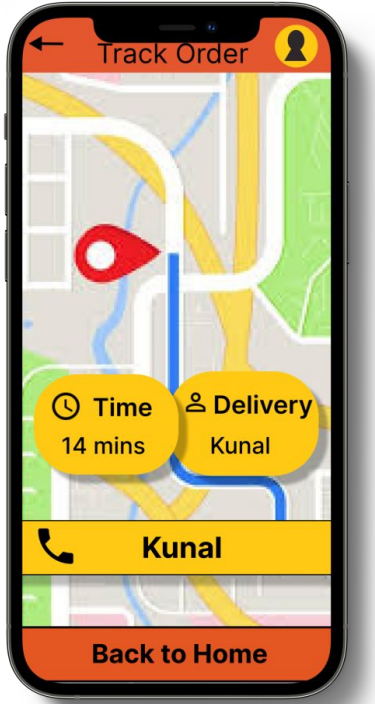


Mockups


SnackBite
Search Bar
Movies
Ongoing Movies?
Upcoming Movies?
Filter
Sort
Recommended
Cheese Burst Plzza
Layered Chicken Lasagna
Spicy Ga Bread


Spicy Chicken Burger
Maria's Kafe
4.5
Zesty Chicken Burger
Burger den
3.9
Zinger Chicken Burger
KFC
4.8
Chicken Burger Duo
Maria's Kafe
4.1
Chicken Burger + French Fries
Snack Hut
4.0
Pulled Chicken Burger
Crunchy Kitchen
4.6
Glazed Chicken Burger


CHECKOUT
My Order
Zesty Chicken Burger
Qty: 1
Subtotal: Rs. 105.00
Coupon DISC: Rs. 23.50
Delivery: Rs. 00.00
Total Amount: Rs. 81.50
Confirm Order !
Edit

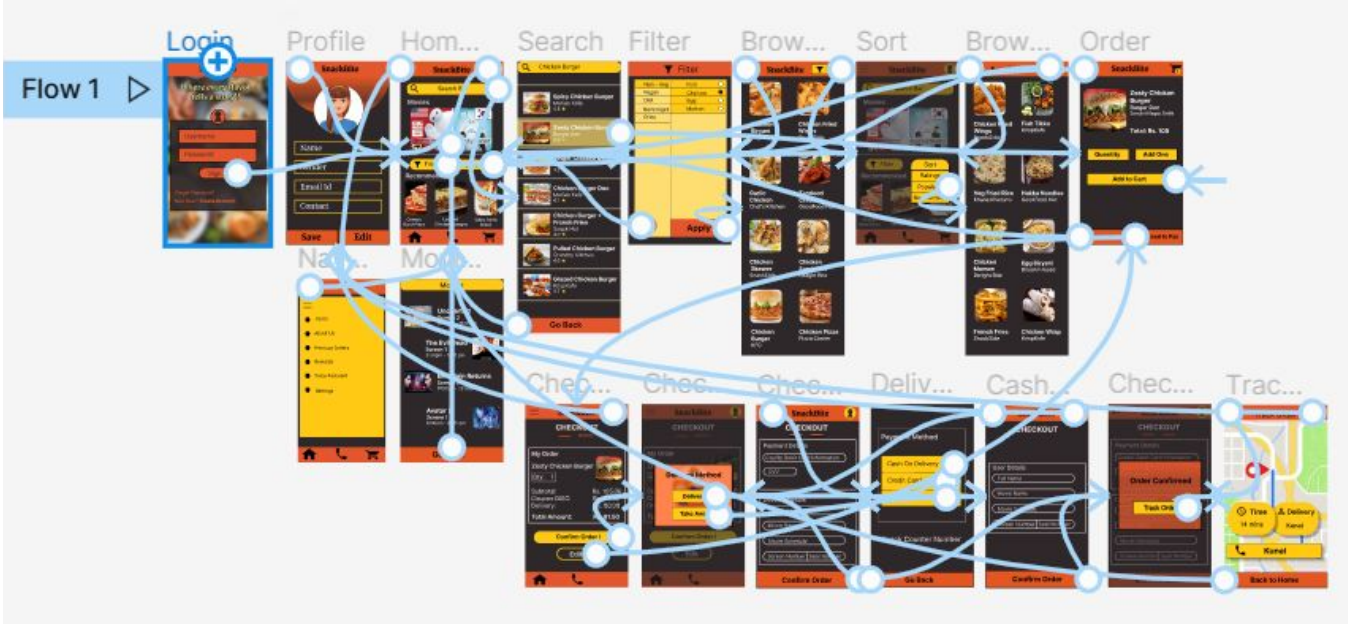

Track Order
Time
14 mins
Delivery
Kunal
Kunal
Back to Home

High-fidelity prototype

The final high-fidelity prototype depicts a convenient user flow and tries to satisfy all the user pain points.

Link to Prototype:

[High-Fidelity Prototype]



Accessibility considerations

1

Simple and convenient tap gesture to navigate between the screens

2

Visual hierarchy maintained to emphasis on specific things and define essential elements.

3

Used a good color and contrast combination with high accessibility ratio to make the interface more user-friendly and eaasily noticeable.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

This app design will definitely be a one-stop destination for all the foodies who want to enjoy their movies wiht their favorite snacks beside them without any interruption or inconvenience.

What I learned:

During the course of this project, I learnt how designs should not be biased based on the designers personal views and opinions and that they should always be user-centric where the pain points of users are addressed and solved.

Next steps

1

Conducting another user research study to understand if all the user pain points are properly addressed

2

Iterate on the high fidelity design to improve further and update it with new exciting features.

3

Conduct app design test on a wider scale and launch the design if successful.

Let’s connect!

Thank you for reviewing my design of SnackBite. I am glad to be a part of this great journey. If you would like to get in touch with me, you can connect with me via:

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