# **CS110P** Introduction to HCI & UI/UX Design • Week 2 Lab Exercise **User Journey Document**

# **Introduction**

This User Journey Document is a detailed record that outlines a user's interactions with a product, service, or website. It includes the user's goals, actions, and thoughts at each step of their engagement. This also serves as your group’s Lab Exercise Output – fill the needed fields in this document with the details from your project.

Red ink includes instructions and templates on areas that you need to fill up. Replace them with black ink when submitting your Lab Exercise output. To get a full 100% for this Lab Exercise, your team must be able to correctly provide a minimum of 5 User Journeys. When in doubt or if you have questions, always consult with your instructor. The rubric for this Lab Exercise will be sent separately.

## Project Details

|  |  |
| --- | --- |
| **Project Name** | Ticketing Bros (E commerce Movie) |
| **Start Date** | January 29 2025 |
| **End Date** | Only put a date here when you are going to submit this by Week 13/14. |
| **Short Description** | * Convenient Place to Purchase Tickets * Ticket Buyers and Event Organizers * For Customers convenience and time saving * Wider reach for event organizers |

## Meet the Team

This is the team that will be working on this project. Their task is to complete a mockup for the abovementioned project.

* Villas, Kenneth Denzel E.
* Okol, Lorenzo T.
* Trayvilla, Vincent Harry H.
* Umali, Zachary Yuan

## Meet the End User

This is an end user that was interviewed by the team. The profile sheet below describes a candidate End User’s occupation/activity of interest, what currently keeps them happy, and what currently concerns them on what they do as this can also be a factor in shaping their experience in using the project.

|  |  |
| --- | --- |
| **Name** | Chelsea Lauron |
| **Age** | 22 |
| **Location** | San Pedro Laguna |
| **Occupation / Activity of Interest** | 4th Yr BS Information Technology |
| **What Keeps Them Happy** | * Pets, Coffee, Crab and Family |
| **What Concerns Them** | * Traffic * Hot Weather |
| **Other Details** | Routine   * Watching Hells Kitchen * Use tiktok everyday   Likes   * Eating   Dislikes   * Lack of Communication |

## User Needs

1. As a student, I need a website that sells cheap movie tickets.
2. As a movie goer, I need convenient websites to buy tickets.
3. As a potential user, I expect that the website is user friendly and reliable.
4. Aws a user, I need an option to reserve a ticket and cancel a reservation.
5. As a user, I need to see the movies that are now showing and upcoming movies.
6. As a user, I need to see the runtime of the movies
7. As a user, I need to be able to contact Ticketing Bros (ticketing management)
8. As a user, I want any accounts I make to be secured.
9. As a user, I need to have an option either to pay online or onsite.
10. As a user, I need to be able to see the confirmation that a ticket has been bought.

## User Wants

1. As a student I want to see the details and genre of the movies.
2. As a user, I want to see the cast of the movies.
3. As a user, I want a seamless interaction with the website so I can easily browse and view the available movies.
4. As a user, I want to be able to rate the movie and write a small review.
5. As a user, I want to be able to view movie trailers on the website.
6. As a user, I want to be able to reset my account password if it is forgotten.
7. As a user, I want to be able to buy tickets without needing an account.
8. As a user, I want an option to use the system in different languages.
9. As a user, I want to be notified and receive updates about my bookings.
10. As a user, I want to view the background information of Ticketing Bros.

# **USER JOURNEY 1:** Home Page

## Journey Goals

This User Journey aims to:

* The user will be able to navigate the homepage which contains the Cinema, Ticketing, About, and Account Pages. A login button is present but is not mandatory for access.
* The user will be able to access the cinema page which contains the upcoming & now showing movies as well as their details.
* The user will be able to access the ticketing page which is where the user will be able to book their showings.
* The user can access the about page which contains the background information of Ticketing Bros.

## User Story 1.1: Home

### User Story Statement

This user story will help fulfill the following User Need:

“*As a user, I want a home page that is clean and organized so that I can navigate it easily.*”

### Technical Description

### The home page serves as the main hub as it features navigation to the Cinema which contains the movie listings and its details, Ticketing where one can book a reservation, and finally the About page which contains the company background information, and Account where one can access their account though an account is not needed to book a reservation with Ticketing Bros.

### Functional Requirements

The Home pages must provide easy navigation to the Cinema, Ticketing, About, and Account pages.

## User Story 1.2: Cinema

### User Story Statement

This user story will help fulfill the following User Need:

“*As a user, I want to be able to view the currently available movies and the upcoming movies as well as their timeslots and ticket prices*.”

### Technical Description

The Cinema Page is where users can view the currently available movies and the upcoming movies as well as their details such as their genre, cast, and runtime.

### Functional Requirements

The Cinema Page must display a comprehensive list of available movies, showing key information such as Movie title, Genre, and Movie Duration. It should also include a showtime listing that displays available showtimes for the selected movie, and finally users should be able to click on any movie title to open a detailed view of the movie which includes the summary of the movie plot , cast information, movie trailers, and available show times.

## User Story 1.3: Ticketing

### User Story Statement

This user story will help fulfill the following User Need:

“*As a user, I want to easily book and cancel my ticket reservations so that I can manage my bookings efficiently.”*

### Technical Description

The Ticketing Page is where users can select a movie and choose an available showtime from a list of options. It should display the selected movie’s details, including the title, genre, and movie runtime.

### Functional Requirements

The Ticketing Page must allow users to select a movie and choose an available showtime from a list of options. It should also display the selected movie’s details, which includes the title and runtime. If seat selection is available, an interactive seat map should allow users to choose their preferred seats, with unavailable seats marked clearly.

User Story 1.4: About

### User Story Statement

This user story will help fulfill the following User Need:

*“As a user, I want to learn more about the company and its services so that I can understand their background and credibility.”*

### Technical Description

The About Page provides users with information about the company, including its background, mission, and services.

### Functional Requirements

The About Page must display an overview of the company which includes its name, history, and mission. It should also include details about the services offered. Its design should be structured for easy readability it should also include contact information such as a phone number and email address.

# **USER JOURNEY 2:** Account Page

## Journey Goals

This User Journey aims to:

* The user will not be required to have an account to use most of “Ticketing Bros.” services.
* The user will be able to use other methods for sign up/login such as Facebook.
* The user will be able to manage their profile by viewing their booking history.

## User Story 1.1: Login Page

### User Story Statement

This user story will help fulfill the following User Need:

“*As a user, I want a login page that is accessible and simple so that I can sign in quickly without any hassle.*”

### Technical Description

### The Login Page allows users to access their accounts easily through different login methods. While an account is not required to book tickets, users that have an account can access their booking history. The page must also provide authentication options such as email/password as well as having third-party logins such as Facebook login.

### Functional Requirements

The Login Page must provide fields for email/username and password for standard login. It must also include a “Forgot Password?” option for account recovery, Users should also have the option to login via Facebook. A “Sign up” link must be available for users that don’t have an account. If login is successful, the user will be redirected to the home page and if the login fails, an error message should be displayed.

## User Story 1.2: Signup Page

### User Story Statement

This user story will help fulfill the following User Need:

“*As a user, I want a simple signup page so that I can create an account.*”

### Technical Description

### The Signup Page allows users to create an account to access the benefits of the service such as purchase history and saved preferences. The signup process should be straightforward and include email/password and Facebook Signup for convenience.

### Functional Requirements

The Signup Page must provide input fields for full name, email, and password. The system must validate user input and display error messages for invalid or missing data. The user must have an option to sign up using Facebook. It must also include a password confirmation field to ensure accuracy and upon successful signup users are redirected to the Home Page and if the signup fails the system must display the appropriate error message.

# **USER JOURNEY 3:** Ticketing Page

## Journey Goals

This User Journey aims to:

* The user will be able to book tickets without requiring an account.
* The user will be able to review and confirm their booking details before finalizing.
* The user will be able to review the details of their selected booking.

## User Story 1.1: Booking Page

### User Story Statement

This user story will help fulfill the following User Need:

“*As a user, I want a ticketing page that is simple and easy enough to use so that I can book tickets without any hassle.*”

### Technical Description

### The Booking Page will allow users to purchase a ticket without an account. Users with an account can still benefit from features such as viewing the booking history and saved preferences. The page should provide clear details about ticket pricing, seat selection, and show runtimes.

### Functional Requirements

The Booking Page must allow users to select a movie, date, allotted time, and the number of tickets. Users should also be able to select their preferred seats. A summary of the selected tickets such as total price and movie details should be displayed. A confirmation page must be displayed after a successful booking. Users without an account should still be able to complete the booking process.