# **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 Hell’s Kitchen * Using TikTok   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. As a user, I need to be able to see the company details.
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 to the website.
* The user will need an account to access the booking services of the website.
* The user will be able to access the movie 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 buy tickets to their selected movies and view their purchases and be able to cancel purchases
* 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 Movie Page which contains the movie listings and its details, Ticketing where one can buy a ticket, view their purchases, and cancel them, 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 Movie, Ticketing, About, and Account pages.

## User Story 1.2: Movie

### 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.”*

### Technical Description

The Movie 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 Movie 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, and movie trailers.

## 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 buy my tickets easily and to also view and cancel my purchases if need be.”*

### 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. They could also view their purchases and cancel their purchases within a limit of 5 minutes.

### 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. It should also display the purchases of a user as well as the ability to cancel their purchases.  
  
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 be required to have an account to use most of “Ticketing Bros.” services.
* The user will be able to manage their profile.

## 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 account. While an account is not required to view the now showing and upcoming movie list, users still need to sign up for booking. The page must also provide authentication options such as email/username and password.

### 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. 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. The signup process should be straightforward and include email/username and password.

### 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. 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 required to have an account to buy tickets.
* The user will be able to confirm their booking details.
* The user will be able to review the details of their selected ticket.

## User Story 1.1: Buy Tickets 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 buy tickets without any hassle.*”

### Technical Description

### The Buy Tickets Page will allow users to purchase a ticket if they have an account. The page should provide clear details about ticket pricing and show runtimes. It would also display a seat map for the user to choose their seats as well as a checkout which needs the user to input payment information for the seats to be bought. The user will also be able to print the receipt for their purchase.

### Functional Requirements

The Buy Tickets 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 area. 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.

## User Story 1.2: My Purchases Page

### User Story Statement

This user story will help fulfill the following User Need:

“*As a user, I want a page that lets me able to view my purchases as well as their details.*”

### Technical Description

The My Purchases page should allow users to view their purchases details such as movie, seats, date, time, total price, and confirmation number.

### Functional Requirements

The My Purchases page allows users to view a table of their purchase history and view the details such as movie, seats, date, time, total price, and confirmation number.

## User Story 1.3: Cancel Purchases Page

### User Story Statement

This user story will help fulfill the following User Need:

“*As a user, I want a page that lets me able to cancel my purchases.*”

### Technical Description

The Cancel Purchases page should allow users to cancel their purchases, but they would only be able to cancel within 5 minutes of purchase.

### Functional Requirements

The Cancel Purchases page includes the details of the purchase that can be cancelled, it includes the seat number as well as the booking ID and booking date. It would also have a timer of 5 minutes and after that timer ends the purchase cannot be cancelled.

# **USER JOURNEY 4:** Contact Us Page

## Journey Goals

This User Journey aims to:

* The user will be able to contact the business for inquiries and feedback.

## User Story 1.1: Contact Page

### User Story Statement

This user story will help fulfill the following User Need:

“*As a user, I want to be able to contact the business and submit a message through the contact page so that I can communicate with the business regarding any concerns.*”

### Technical Description

### The Contact Page contains a form where the user can input their name, email, phone number, and message. The form should include validations to ensure that all the required fields are not left blank and that the email is in a proper format.

### Functional Requirements

The Contact Page should contain fields for the name, email, phone number, and message. The message should be stored in the database of the business.

# **USER JOURNEY 5:** About Us Page

## Journey Goals

This User Journey aims to:

* Provide users with information about the company.
* Establish credibility with visitors.

## User Story 1.1: About Us Page

### User Story Statement

This user story will help fulfill the following User Need:

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

### Technical Description

### The About Us contains the company introduction as an online movie ticketing booking platform as well as its founding and purpose.

### Functional Requirements

The About Us page should be accessible from the main navigation menu. The page should display structured and engaging content.

# **USER JOURNEY 6:** Now Showing Page

## Journey Goals

This User Journey aims to:

* Provide users with the available movies as well as the upcoming movies
* Provide user with the movie details such as Showing Date, Movie Name, Genre, Director, Writer, Actors, and Movie Summary.

## User Story 1.1: Now Showing Page

### User Story Statement

This user story will help fulfill the following User Need:

“*As a user, I want to view detailed information about the movies that I am going to see.”*

### Technical Description

### The Now Showing Page contains the movie information such as their run time and actors. It also includes links to their IMDB for more movie details.

### Functional Requirements

The Now Showing Page must be accessible from the navigation menu and be also responsive and optimized for desktop viewing. It also includes a fallback message if there are no movies available.

## User Story 1.2: Upcoming Movies Page

### User Story Statement

This user story will help fulfill the following User Need:

“*As a user, I want to view the upcoming movies as well as their showing dates and movie details.”*

### Technical Description

### The Upcoming Movies Page must include the movie information such as their showing date and details such as Actors, Genre, etc...

### Functional Requirements

The Upcoming Movies Page must be accessible from the navigation menu and has a fallback handling for when there are no movies to show.