

Ticket Booking App for a chain of movie theaters

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Project overview



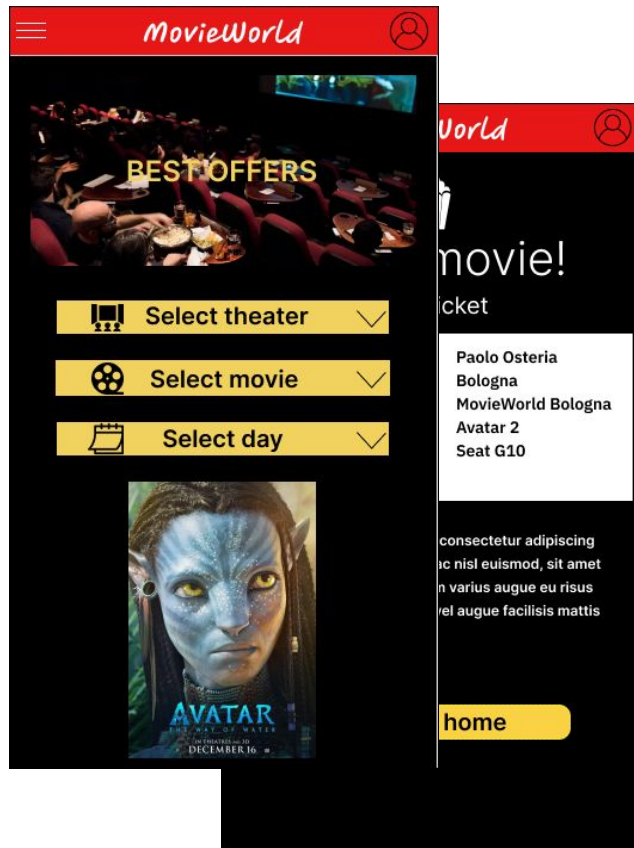
The product:

I decided to build a mobile app for an imaginary brand of movie theaters called "MovieWorld" for all kind of users



Project duration:

03/2023-04/2023; 2 weeks



Project overview



The problem:

Too long and without accessibility information



The goal:

A straightforward experience for busy users
with accessibility information

Project overview



My role:

Ux Designer



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was busy parents with children with disabilities

This user group confirmed initial assumptions but we needed to increase the usability of the app

User research: pain points

1

Time

People don't have time or don't want to waste it, the app need to be short and simple.

2

Accessibility

Even if many people don't think about it, there are many people with a kind of disabilities and we need to appoint that.

3

Usability

Many apps are unnecessary complicated and confusionary, our app needs to be straightforward.

Persona: **Name**

Problem statement:

Angela is a busy parent who needs a fast app with accessibility information because she doesn't wanna waste time and bring his kids to the theater



Angela

Age: 45

Education: Math Degree

Hometown: Trenton, New Jersey

Family: Divorced with three children

Occupation: Math teacher

"I don't have a lot of free time and i need to spend that time well"

Goals

- Watch movie her kids will enjoy.
- Order tickets fastly.

Frustrations

- Unfamiliar with smartphones
- She's getting annoyed when she lose too much time

She's a very busy teacher, she spends the mornings at school and the afternoon and the evenings at home correcting the homeworks and watching his kids. Once a month she brings them into watching animated movies.

User journey map

Mapping Angela's user journey revealed how helpful it would be for users to have access to a dedicated MovieWorld app.

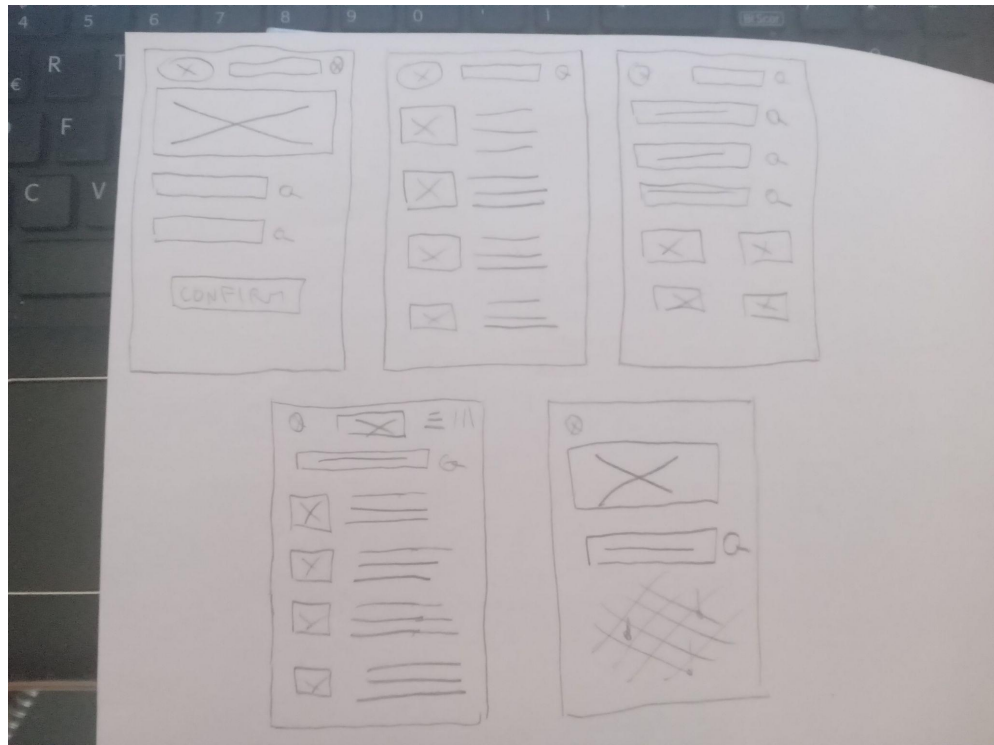
Persona: Angela

Goal: watch a movie with her kids

ACTION	Select theater	Browse options	Place booking	Complete booking	Watching movie
TASK LIST	Tasks A. Decide on movie type B. Search nearby theaters C. Select a theater	Tasks A. Browse movies B. Select the movie	Tasks A. Search information for disability measures B. If not find, search number. C. Call Theater D. Choose seats. E. Need to login F Book the tickets	Tasks A. Confirm booking B. Provide payment info C. Get directions for the theater	Tasks A. Drive to theater B. Present tickets C. Find the right location D. Take seat E. Watch the movie F. Exit the theater
EMOTIONS	Anxious to know if there are good movies for her and her kids. Happy to find out there are.	Annoyed by the large amount of images and text not connected with the movie i wish to watch. Excited to have found the movie.	Dissatisfied with the lack of information. Afraid to lose time with login and phone calls. Happy to hear they have disability measures.	Happy to have finished. Afraid of the traffic. Afraid to not find parking.	Annoyed by the fact she doesn't know where is the right room. Happy everything went fine.
IMPROVEMENT OPPORTUNITIES	Create a mobile app.	Improve the home by simplify it a bit.	Put more information visibly. Allow to book tickets without login.	Connect with a maps app to help her with directions and traffic.	Include in the website informations for the movie location. Include in the app notifications for more similar movies.

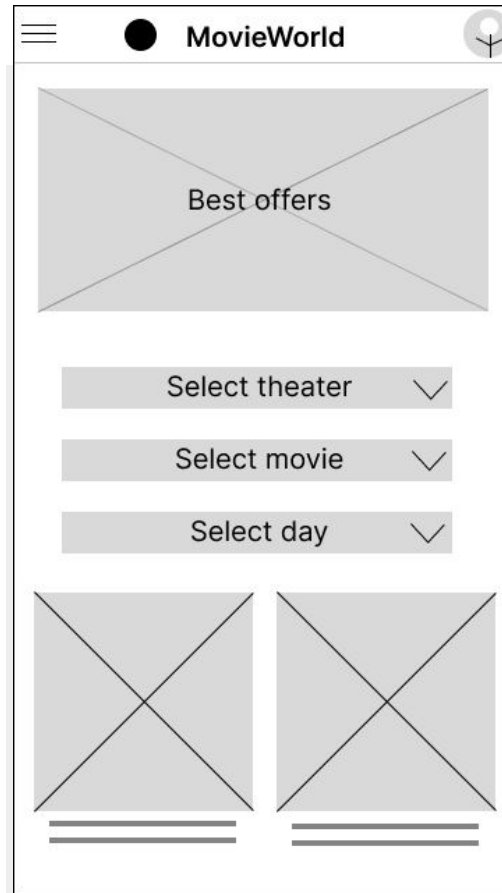
Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



Digital wireframes

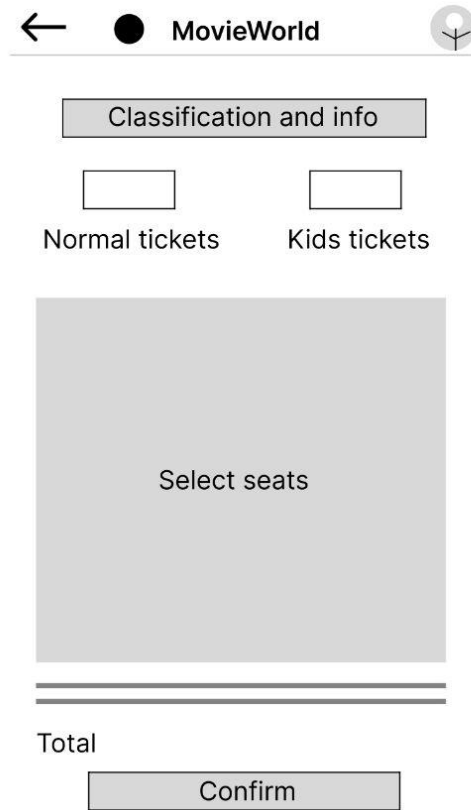
A simple home with a straightforward experience where the user can complete the main tasks.



Digital wireframes

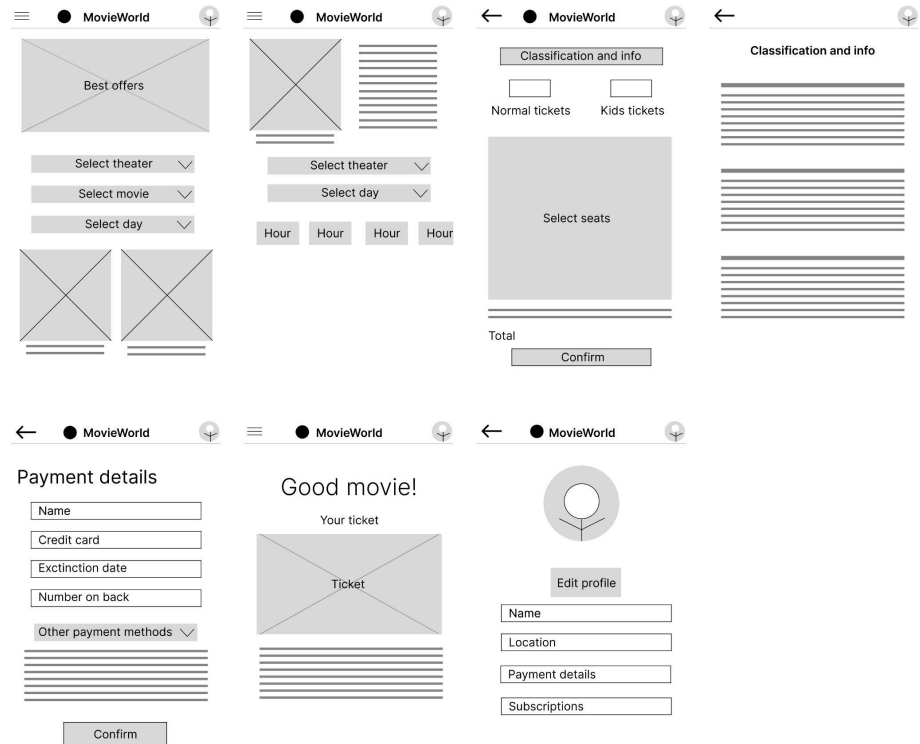
We add a classification
button showing information

Classification
information



Low-fidelity prototype

<https://www.figma.com/proto/dQxgMcEycDBQIEnafCKcRo/Untitled?node-id=1-2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2>



Usability study: findings

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

Round 1 findings

- 1 Users want a better layout
- 2 Users want more features
- 3 Users want an edit button for the profile

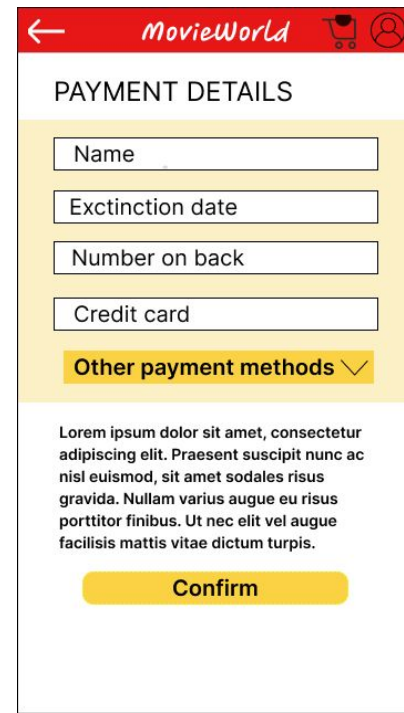
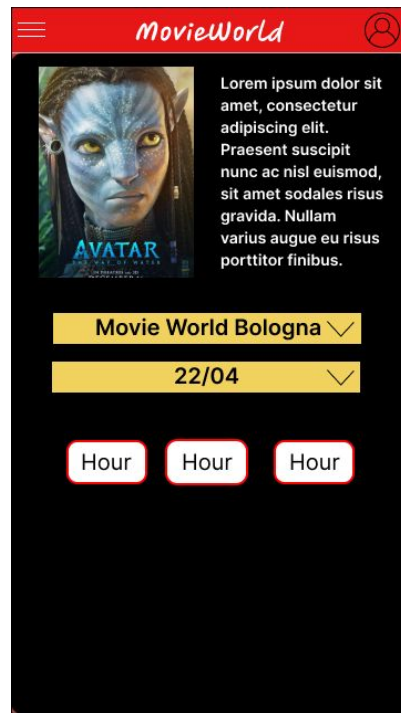
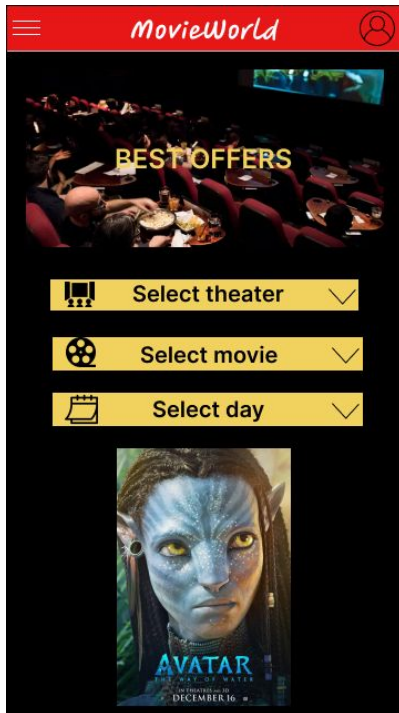
Round 2 findings

- 1 Seats are not interactive
- 2 Cart is not clickable

Refining the design

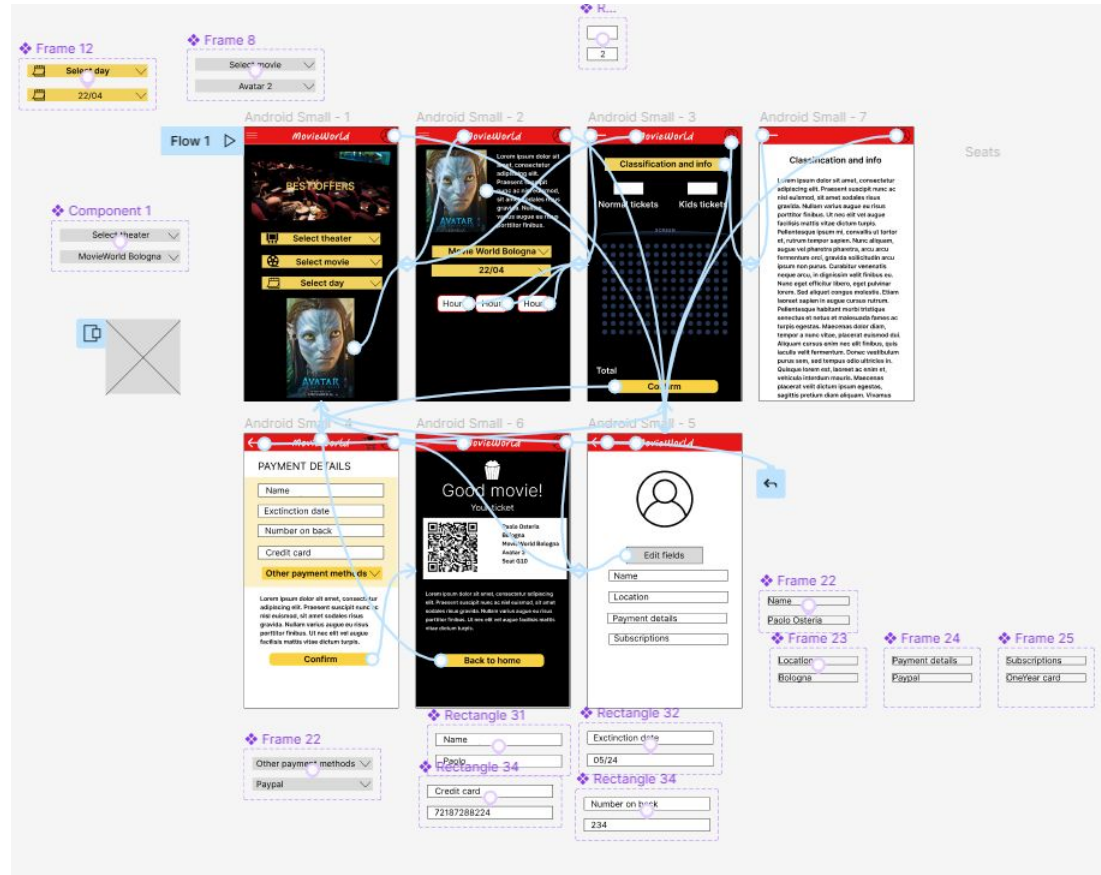
- Mockups
- High-fidelity prototype
- Accessibility

Mockups



High-fidelity prototype

Link to Hi-Fi Prototype:
<https://www.figma.com/proto/dQxgMcEycDBQIEna fCKcRo/Untitled?node-id=1-2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2>



Accessibility considerations

1

Provided information
to all users with
disabilities.

2

Used icons to
help make
navigation easier.

3

Used detailed
imagery for movie to
help all users
better understand
the designs.

Going forward

- Takeaways
- Next steps

Takeaways



What I learned:

While designing the MovieWorld app, I learned about my own biases of user needs. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

Let's connect!



Thank you for your time reviewing my work on the MovieWorld app! If you'd like to see more or get in touch, my contact information is provided below.

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