



ASSIGNMENT 1

DESIGN THINKING IN PRACTICE

GROUP 1

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1. INTRODUCTION

Our group's mission is observation at Lotte Cinema Nowzone :

- their customers
- their staffs
- their ticket purchase process
- their customer service

As the result of the observation, we have witnessed their current situation:

- + Desolation.
- + High temperature in the theater.
- + Lack of the automatic ticket box.
- + Lack of interaction between staffs and customers.
- + Lack of customer service.
- + Small customer's seats.
- + Slow ticket purchasing processing.

Therefore, the purpose of our group's assignment is mapping complex information into the design thinking process to:

- Understand
- Empathise
- Define
- Ideate
- Prototype
- Test

2. Empathize

As the result of the observation, we made a survey to some customers. We asked them in terms of their feelings and thoughts related to Nowzone Lotte Cinema services.

There were questions that we used to make the survey:

- What do you do?
- How old are you?
- What type of movies do you like?
- How often do you go to this cinema?
- How do you know Nowzone Lotte cinema?
- What do you like? What do you dislike?
- What is essential things that this cinema needs to consider to be improved?

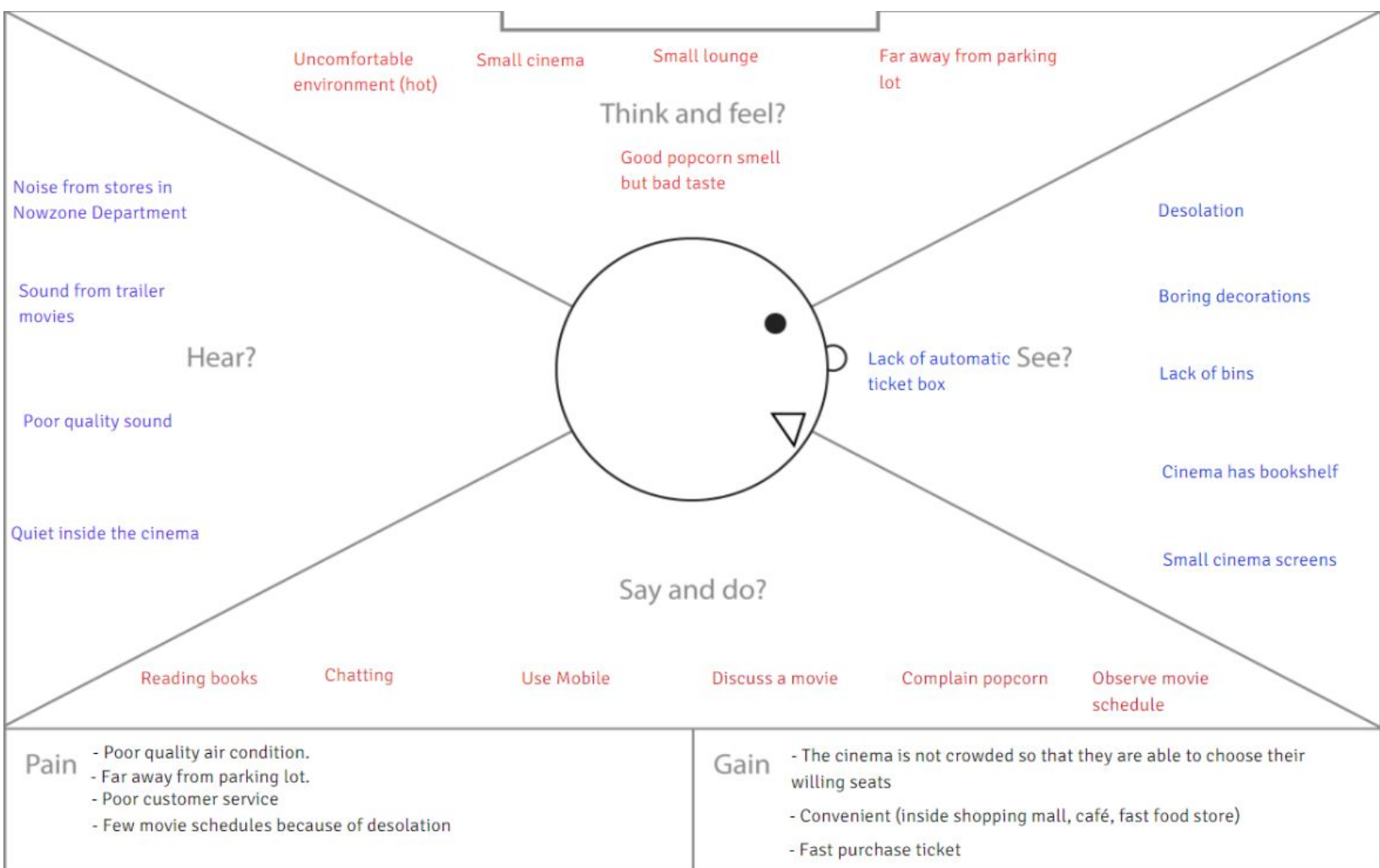
As the result, we create common persona going to the cinema and watching movies there.

The persona is:

- Age: 18-24
- Career: Student, officers
- Reason: The cinema is near to universities and offices.
Someone came from café and store in Nowzone.
- Type of movies they like: action, adventure and romantic.
- Frequency: Average 1 to 3 times per month depending on the new released movies.

- Why do they know the cinema: They often see advertisements nearby their university or office.
- Like: The cinema is not crowded so that they are able to choose their willing seats. The cinema is clean and smells good.
- Dislike: Uncomfortable environment - hot, small cinema theatre and small lounge.
- Consideration: The cinema needs to improve its quality including theatre, environment, etc...

As a result of the analysis, we built an empathy map:



3. Define

From the empathize stage we have defined the cinema's customer insight based on their activities and problems/needs:

User's activities	Problems/Needs	Insights
A person is reading books	<ul style="list-style-type: none"> • Lack of book category • Lack of seats 	<ul style="list-style-type: none"> • Need a place where they

	<p>for readers</p> <ul style="list-style-type: none"> • Quite dark • Lack of room for readers 	<p>can wait to watch their movies.</p> <ul style="list-style-type: none"> • Relax after watching movies.
<p>A group of friends are chatting</p>	<ul style="list-style-type: none"> • Noise from shopping mall • Lack of seats and tables 	<ul style="list-style-type: none"> • Hear clear voice from their friends • To be comfortable when talking together • Focusing on their conversation
<p>A young man is trying to cool him down</p>	<ul style="list-style-type: none"> • High temperature in cinema • Poor quality air condition 	<p>Want to be comfortable because of hot outside</p>

	<ul style="list-style-type: none"> ● Small area 	
A girl is following movie schedule on TV screens	<ul style="list-style-type: none"> ● Small TV screens ● Quite dark ● Lack of TV big screens 	<ul style="list-style-type: none"> ● Following trailers from films they book ● Predicting the plot of films
A young boy is waiting to buy tickets	<ul style="list-style-type: none"> ● Automatic ticket box ● Inflexible staffs 	<ul style="list-style-type: none"> ● Buying tickets quickly ● Customers are welcome when watching movies
A couple is taking a picture	<ul style="list-style-type: none"> ● Few decoration about top rating movies ● Low public wifi connection to 	<ul style="list-style-type: none"> ● Sharing their memorable pictures at the cinema ● Having an appointmen

	post pictures on social network	t with their friends ● Booking online tickets
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After analysis, we finally formulate a problem statement: “The cinema services seem not to satisfy their customers. They want to really enjoy the time at the cinema with their friends”.

4. Ideate

Base on the problem statement: “The cinema services seem not to satisfy their customers. They want to really enjoy the time at the cinema with their friends”. We have come up with several ideas to solve the problem. The point is not to get a perfect idea, but rather to come up with as many ideas as possibly can.

NEW	Expand - better idea
- Place more decoration for users to taking photo.	- Using 3D posters or banners. - Apply AI into fictional characters.
- Place high quality TV screens for users to relax while waiting their movie schedules.	- Using spark TV with voice control.
- Put more and new book categories.	- Put some e-readers near the bookshelf.

- Place soundproof glass for avoiding sounds from shopping mall.	- Place headphones for users to relax without noises.
- Upgrade wifi connection speed.	- Using IoT and M2M communications.
- Upgrade high quality air condition.	- Automatically adjust temperature using sensors.
- Setup an automatic ticket box.	- Using fingers print, qr code and member card for authentication.
- Upgrade light system.	- Automatic light system.
- Add more seats and tables.	- Place massage chairs.
- Need to expand the size of the cinema rooms.	- N/A
- Replace more comfortable chairs in the cinema rooms.	- N/A
- Free charging station	- N/A
- 3D game chairs with VR glasses	- N/A

