

# Universal Cinemas 1 Case Study

## Movie Tickets Booking App

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Mrunal Kumavat

# Project overview



## The product:

This product is for people who are busy with their schedule and not able to go to movie hall for book movie tickets. So, this app will help all those people to book tickets online.



## Project duration:

June 2021 - Sep 2021



# Project overview



## The problem:

Universal Cinemas app will help people to book movie tickets online from anywhere and anytime. And also users can choose favourable seats and can order food menu through app in-advance.



## The goal:

The main goal is to provide clear and smooth process to book online movie tickets.

# Project overview



## My role:

UX designer



## Responsibilities:

List the responsibilities I had throughout the project - user research, wireframing(paper to digital), prototyping(low to high), mockups, etc.

# Understanding the user

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

# User research: summary



Initially, I started looking for many applications related to movie tickets booking. I researched on movie patterns, theaters, how the screen works and the whole process is, how online payment is useful and as well as how to order food menu through the app.

But then I conducted some research , and I got many new ideas, solutions and corrections. According to that I changed the options, menus and many things. I showed my app to many friends, people and I got wonderful response.

# User research: pain points

1

## Pain point

Not able to go to movie hall only for book tickets.

2

## Pain point

If movie is not screening on that day, so user will not get update about it, until user reach there and check out.

3

## Pain point

Usually cannot get suitable seats, due to booking.

4

## Pain point

Cannot book tickets early for a movie in case of offline process.

# Persona: Name

## Problem statement:

Mrunal is a UX Designer who needs to book online movie tickets because she has not enough time to go to movie hall.



**Mrunal Kumavat**

**Age:** 23

**Education:** Btech cse

**Hometown:** pune

**occupation:** UX designer

*"The Happiest Sound in All the World."*

## Goals

- I want to book movie tickets online with food.

## Frustrations

- Not able to go to movie hall directly in this crowd and traffic to book tickets.

She is mrunal kumavat , an ux designer. She has busy schedule , and to avoid crowd and traffic , so she is preferred to book online movie tickets.



# User journey map

## Persona: Universal Cinemas App

Goal: to book online movie tickets

ACTION	Select movies to watch	Select seats	Order food & payment	Confirm tickets	Enjoy movie
TASK LIST	Tasks A. select movies B. watch trailers C. watch upcoming movies	Tasks A. select favourite and suitable seats B. check view is correct or not	Tasks A. order food B. order packfood C. book blankets D. Complete payment method online	Tasks A. confirm tickets again B. check messages C. print tickets	Tasks A. watch movie in theater B. enjoy watching movie
FEELING ADJECTIVE	excited frustrated	confused satisfied	satisfied	Relax excited	Happy Feeling joyful
IMPROVEMENT OPPORTUNITIES	Need to create separate categories for all	Need to show already booked tickets in different colours.	Keep more food menus to select	Instead of printing tickets, add barcode to scan the tickets online	Add service of ola or uber options to book cabs for late night shows.



# Paper wireframes

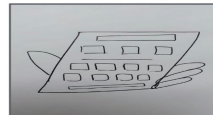
This are paper wireframes.  
Journey from searching for  
movie to book tickets for a  
movie.

## UX Design Storyboard

Scenario: The PVR app that allows users to book movie tickets online easily and quickly. - Big Picture



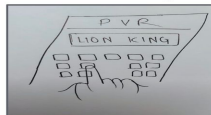
Zoya frustrated with theaters websites that are difficult to navigate and not getting movie tickets booking.



Zoya downloads PVR app and opens it to search for her favourite movie to watch.



Zoya is delighted that the app is screen reader friendly.



Zoya looking for her favourite movie tickets and perfect seat and checks out.



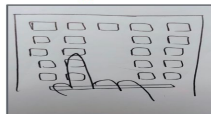
Zoya got tickets finally. And Zoya goes to movie hall to watch a film.



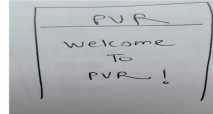
Zoya happily enjoying the movie that she wanted to watch since long time.

## UX Design Storyboard

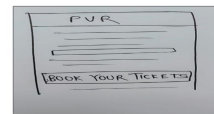
Scenario: The PVR app that allows users to book movie tickets online easily and quickly. - Close-up



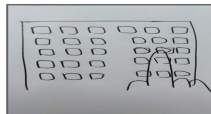
Zoya opens up the app.



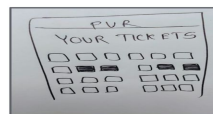
Zoya is welcomed by the app.



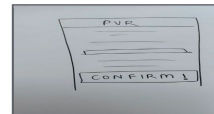
Zoya chooses her favourite movie immediately.



Zoya selects a perfect seat with the clear visual appearance.



Zoya confirmation shows the ticket bookings are done.



Zoya completes checkout with the help of a screen reader.

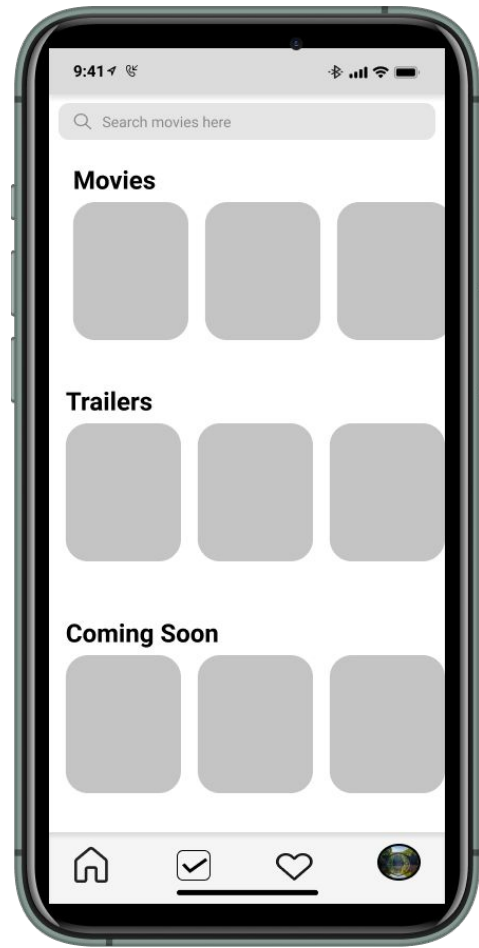
# Digital wireframes

The screen is related to movies, trailers and coming soon sections separately.

User can see all categories.

And that would be easy to find them movies or trailers or upcoming movies they want.

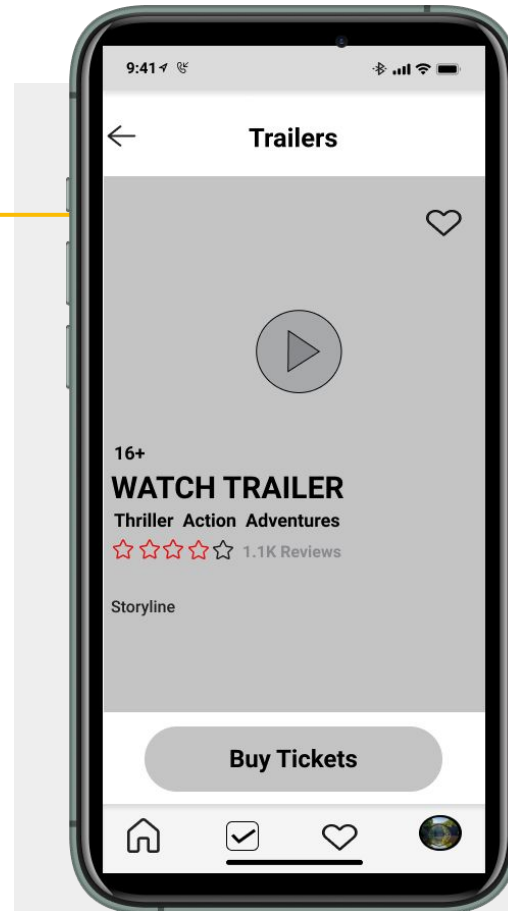
User can search separately for movies, trailers and coming soon pictures.



# Digital wireframes

The screen is related to trailers. User can see all categories. And that would be easy to find them movies or trailers or upcoming movies they want.

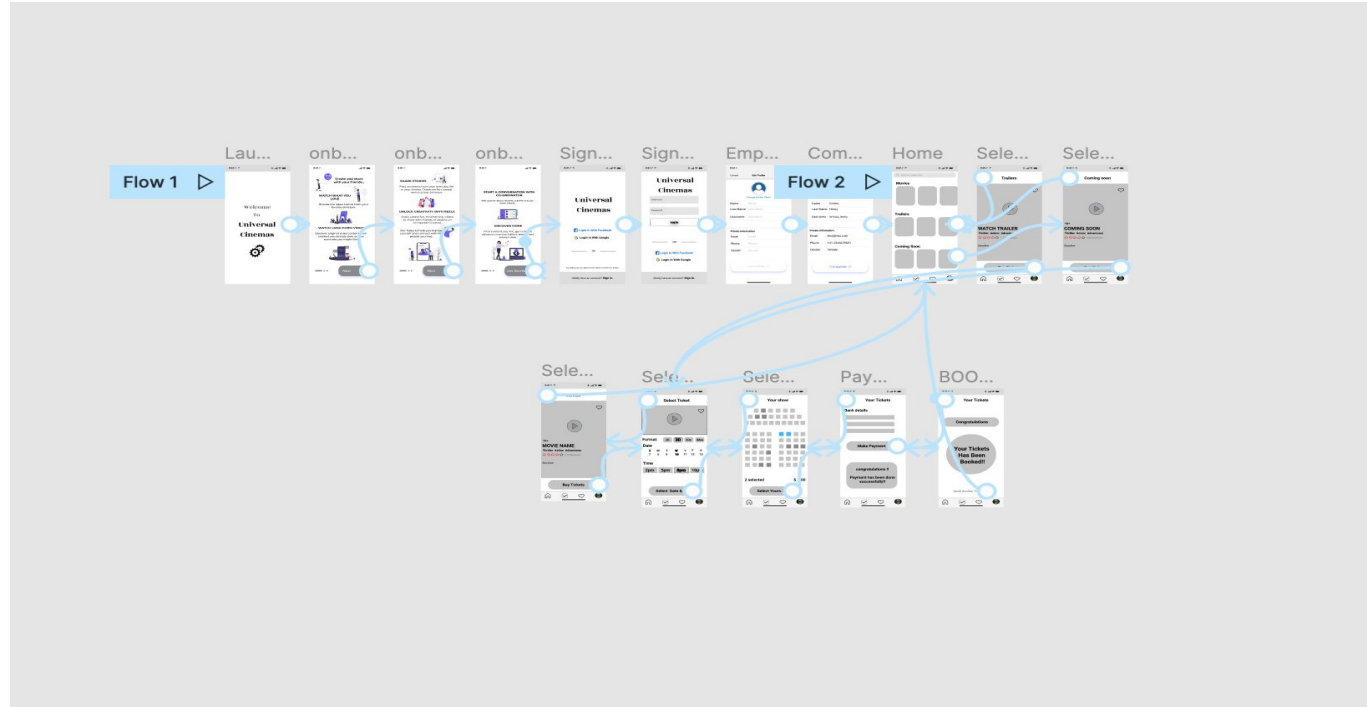
User can search separately for movies, trailers and coming soon pictures.



Can watch trailer and see reviews, so can easily decides.

# Low-fidelity prototype

This are low-fidelity prototype and connection are done whenever necessary.



# Usability study: findings

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

## Round 1 findings

- 1 Users wants to book movie tickets
- 2 Users wants clear and smooth online payment and seats booking
- 3 Users wants to order food in advance through the app

## Round 2 findings

- 1 Insert finding
- 2 Insert finding
- 3 Insert finding

## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility



# Mockups

Before usability study

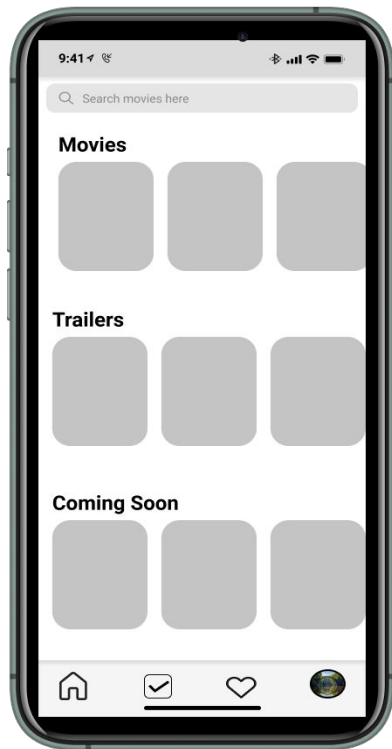


After usability study

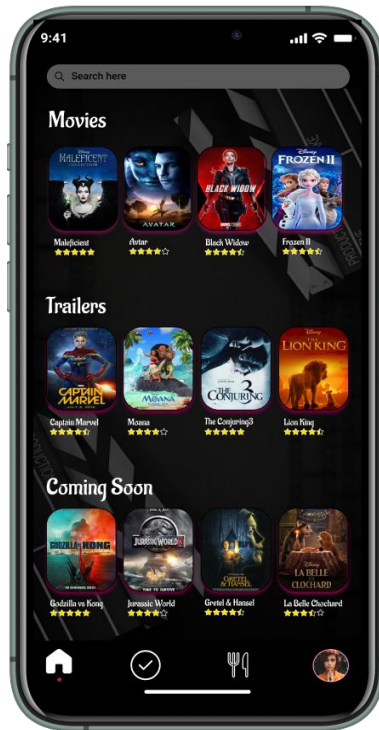


# Mockups

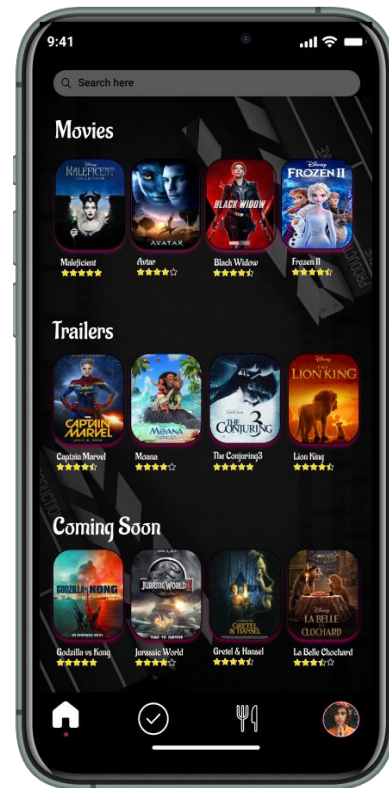
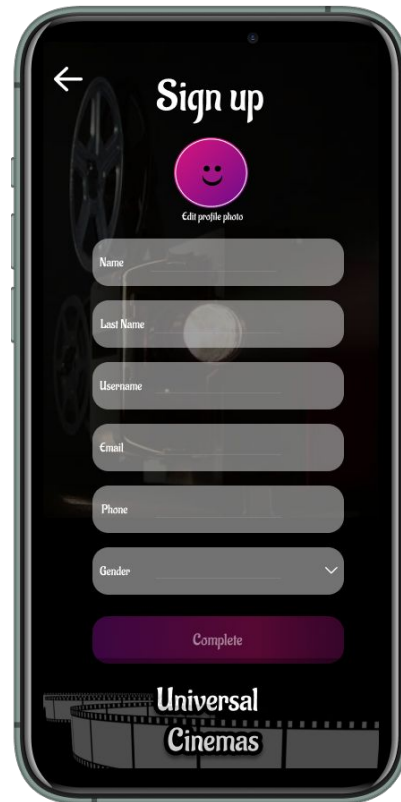
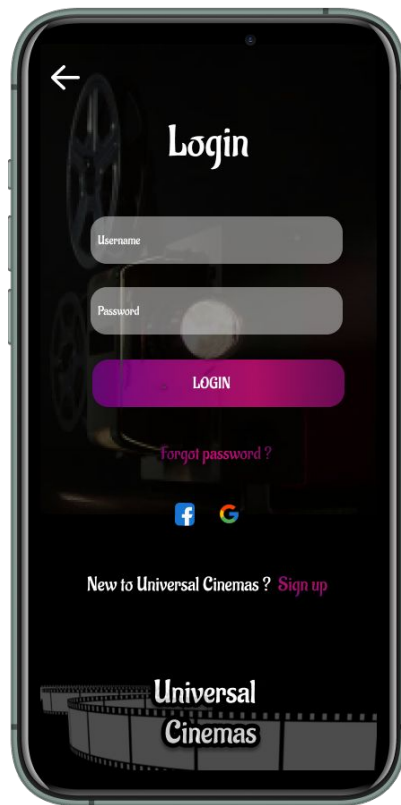
Before usability study



After usability study

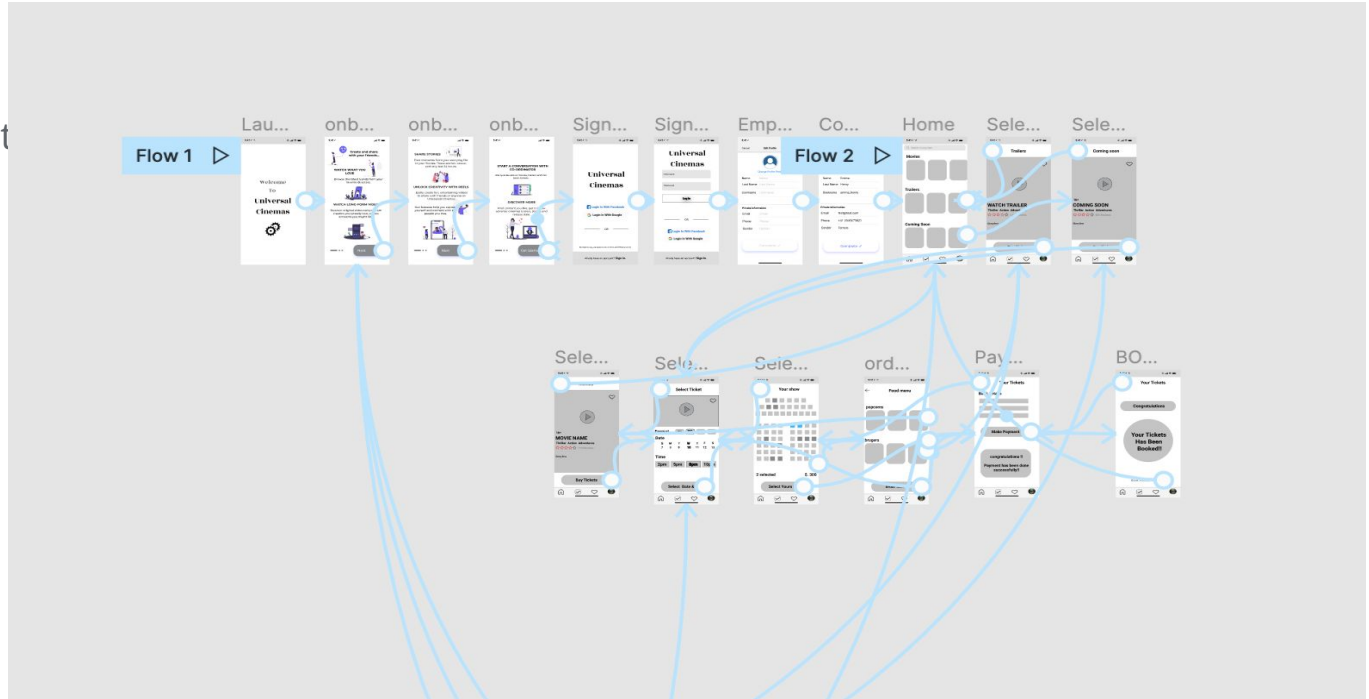


# Mockups



# High-fidelity prototype

[Link to high-fidelity prototype]



# Accessibility considerations

1

I used movie roll images in the background and give them effects , decreased their opacity.

2

I used dark color in the background and contrast it with pink and purple shades for buttons.

3

I used to give many options for users like categories, food menu, booking messages, trailers and many more.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

This application will help users to book movie tickets online without any error from anywhere and anytime. To avoid crowd and traffic problem, this is good solution to book your tickets online. And enjoy movie ticket booking process smoothly.



## What I learned:

I learned many useful things as well as number of softwares during this project/course. It help me to improve my skills and gain my knowledge.

# Next steps

1

To build complete design for the screens with images, buttons, colours, etc., because this effects will give best user experience.

2

To use of multiple mockups, because presentation is one of the key to get the app successful.

3

Link all those screen to each other(high fidelity) and make connections, because app is running through the links and it will shows app's smooth process.



# Let's connect!



I am working on main screens , like design of complete app. During building of these screen , many other solutions/ideas come up. And according to that, app is building effectively day by day.