Universal Cinemas 2 Case Study
Order mid-movie food online
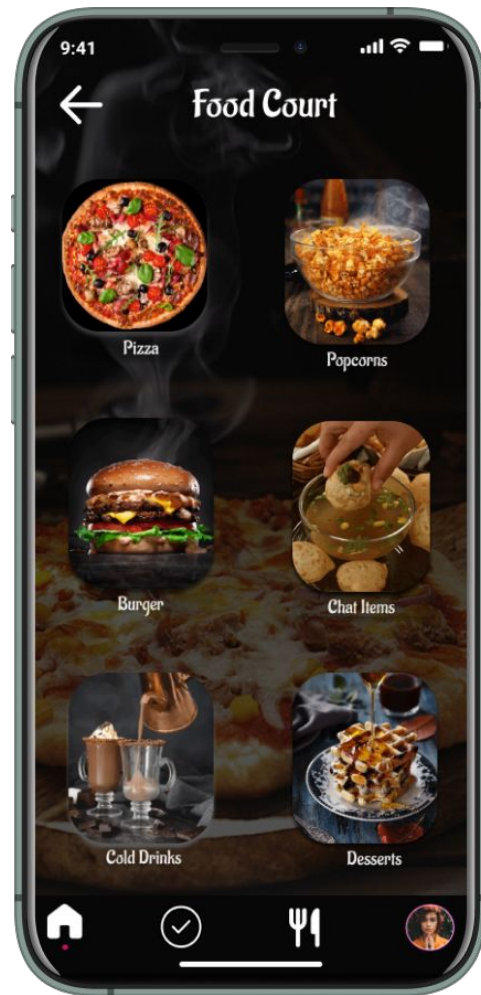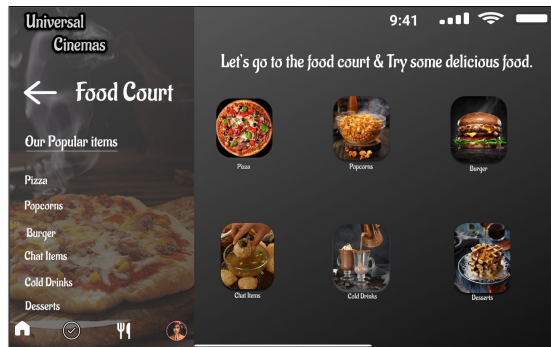
Mrunal Kumavat

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 and also order food from food court.

Project duration:

October 2021 - November 2021

Google

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. There are many food options user will get and also provided all type of online payment methods..

The goal:

The main goal is to provide clear and smooth process to book online movie tickets. And order food items from app itself through food court.

Google

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, mobile ui designing, desktop ui designing with wireframes,etc.

Google

Understanding the user

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

Google

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.

Google

User research: pain points

1

Pain point

1. Not able to go to movie hall only for book tickets.
2. External food items not allowed.

2

Pain point

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

3

Pain point

1. Usually cannot get suitable seats, due to booking.
2. But food rates are little expensive.

4

Pain point

1. Cannot book tickets early for a movie in case of offline process.
2. Want to stand in a queue for collecting food.

Google

Persona: **Name**

Problem statement:

.Mrunal is a UX Designer who needs to book online movie tickets with food in-advance. because she has no enough time to go to movie hall early.

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.

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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.

Google

Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Google

Sitemap

Sitemap is related to home page, which include each and every point of the app.
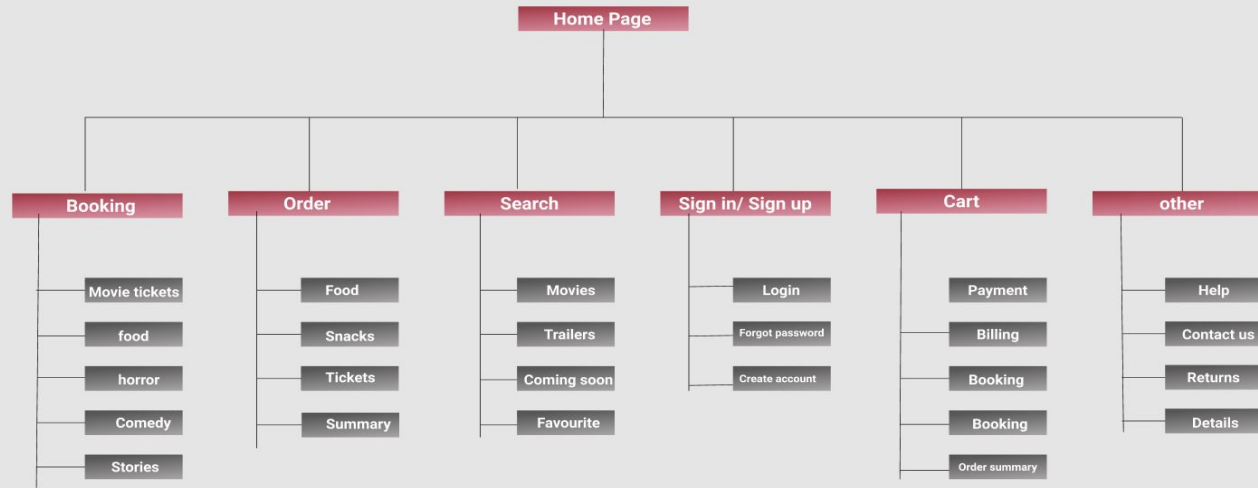
Paper wireframes

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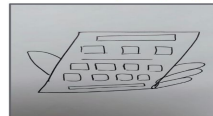
Zoya downloads PVR app and opens it to search for her favourite movie to watch.

Zoya is delightful that the app is screen reader friendly.
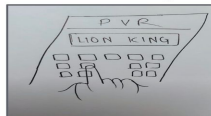
Zoya looking for her favourite movie tickets and perfect seat and checks out.

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
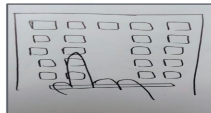
Zoya opens up the app.
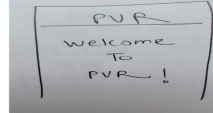
Zoya is welcomed by the app.
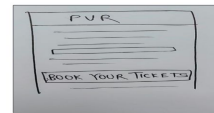
Zoya chooses her favourite movie immediately.
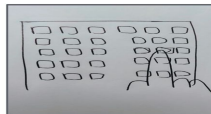
Zoya selects a perfect seat with the clear visual appearance.
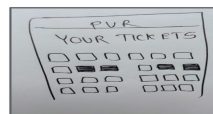
Zoya confirmation shows the ticket bookings are done.
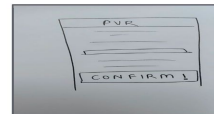
Zoya completes checkout with the help of a screen reader.

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
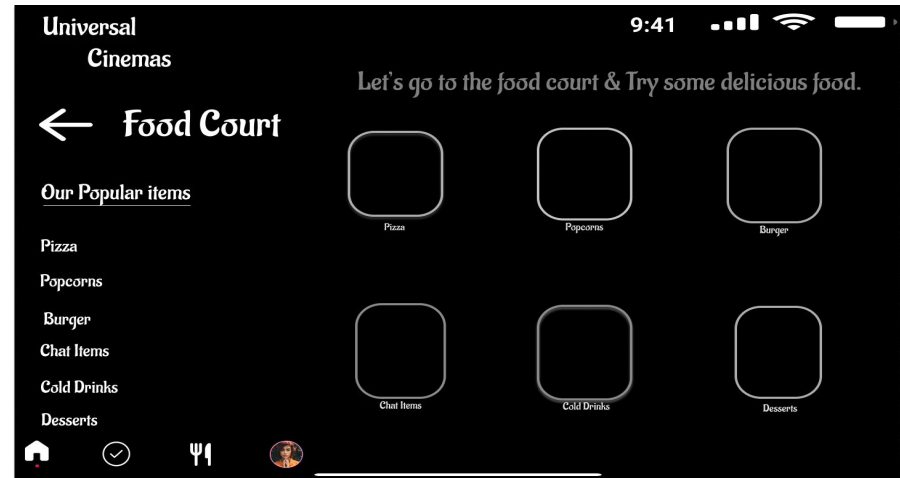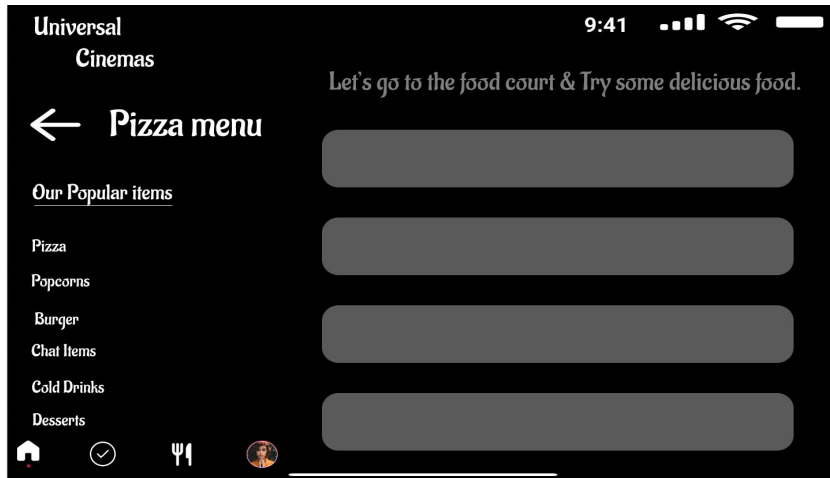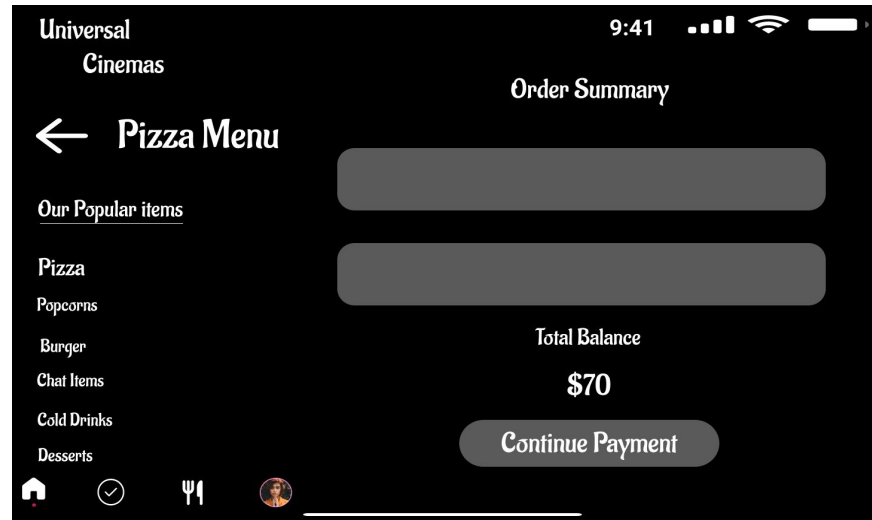or upcoming movies they
want.
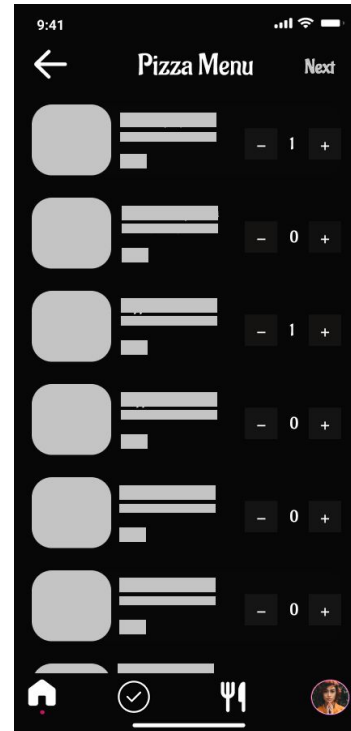
Digital wireframes

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.

Google
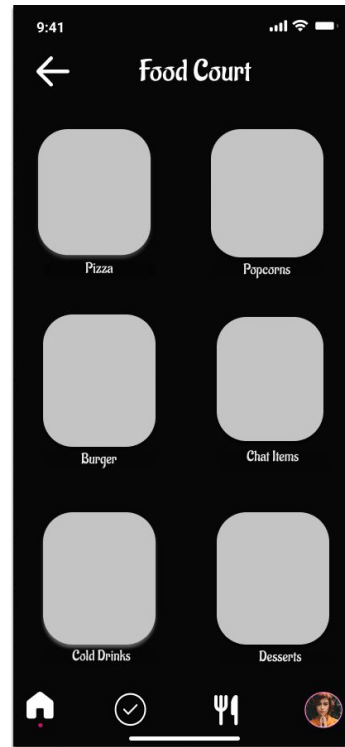
Digital wireframe screen size variation(s)

Low-fidelity prototype

Flow 1

Flow 2

Flow 3

Flow 4

Google

Usability study: parameters

Study type:

Unmoderated usability study

Location:

United States, remote

Participants:

2 participants

Length:

20-30 minutes

Google

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Users wants to book movie tickets.

2

Finding

Users wants to order food in advance through the app

3

Finding

Users wants clear and smooth online payment and seats booking.

Google

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Google

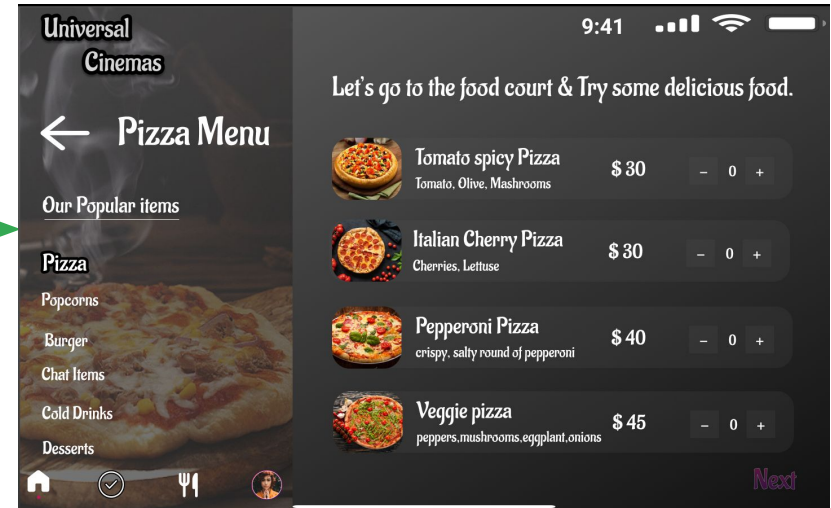# Mockups

Mockups

Google

Mockups

[Your notes about goals and thought process + how you responded to and implemented peer feedback]
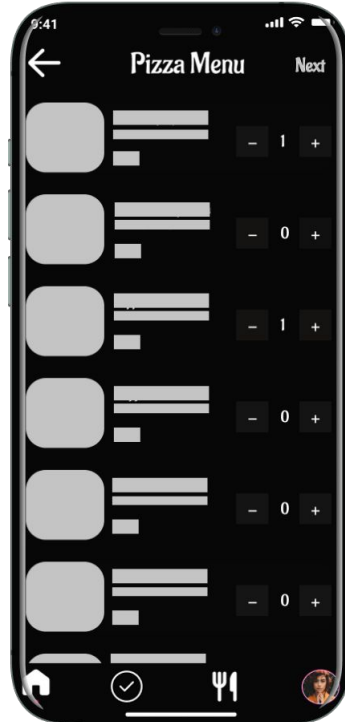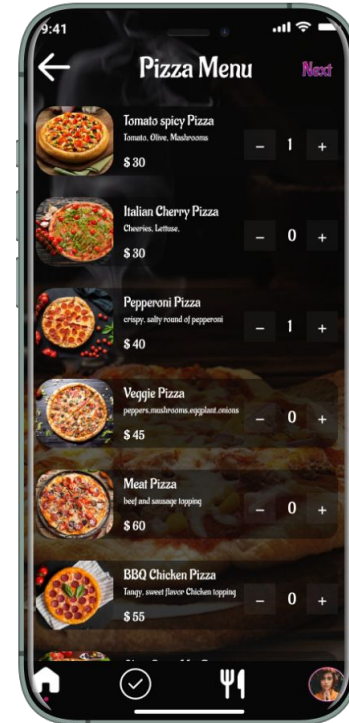
Before usability study

After usability study

Mockups

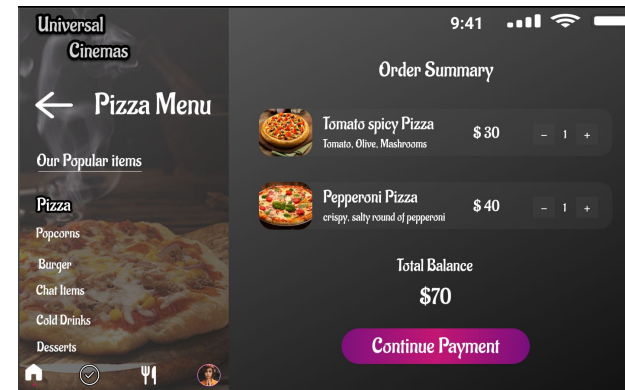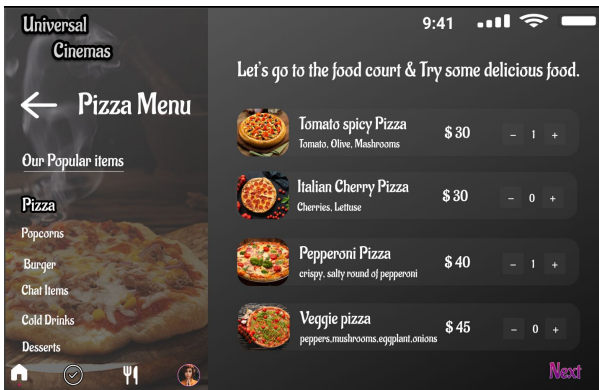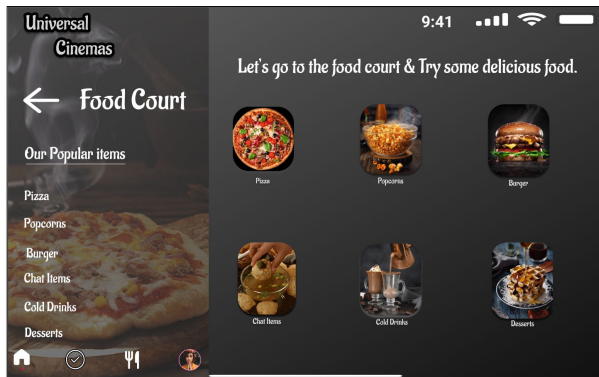[Your notes about goals and thought process + how you responded to and implemented peer feedback]
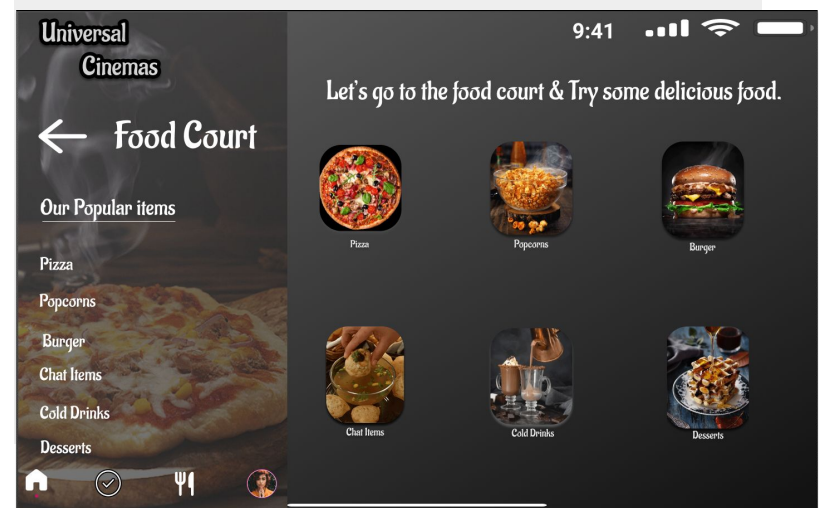
Before usability study
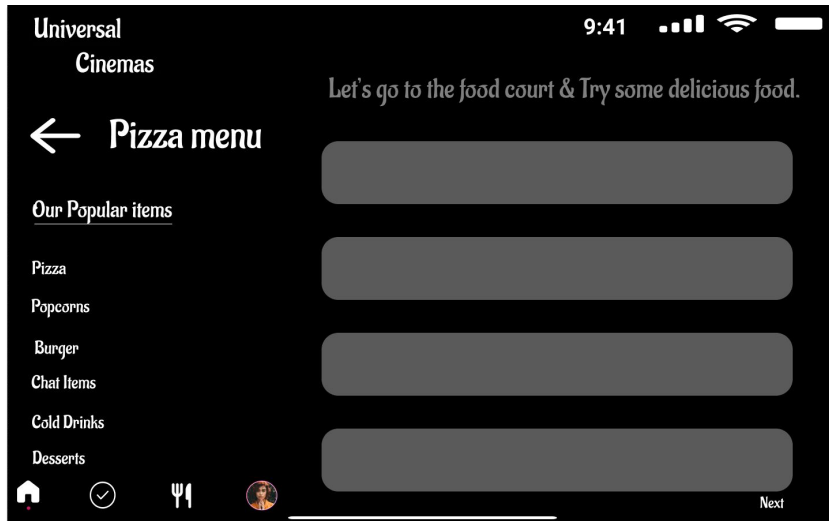
After usability study

Mockups: Original screen size
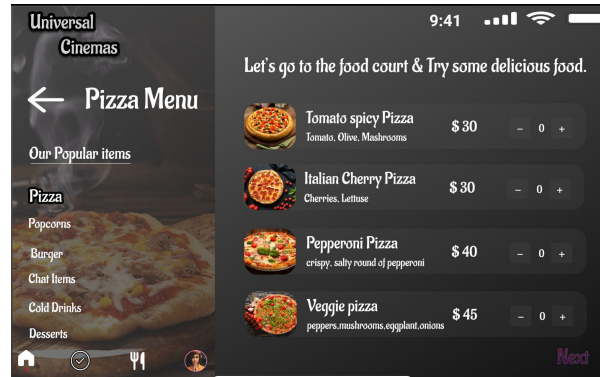
Mockups: Screen size variations
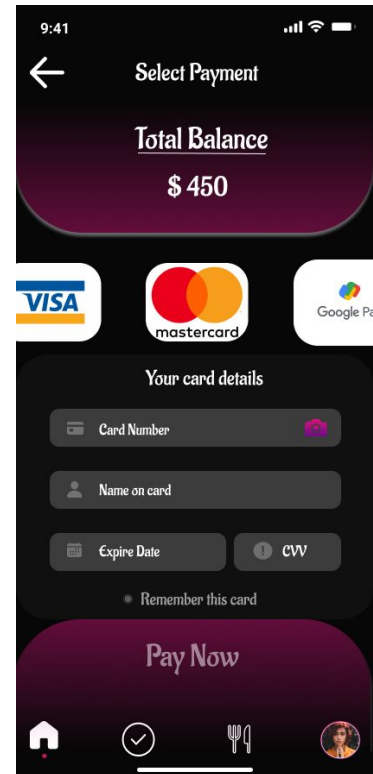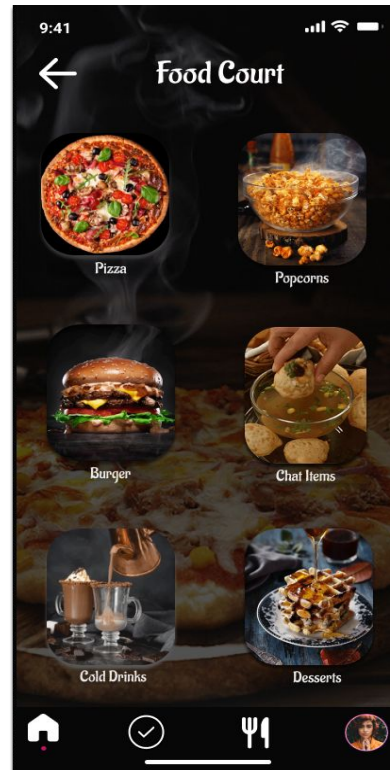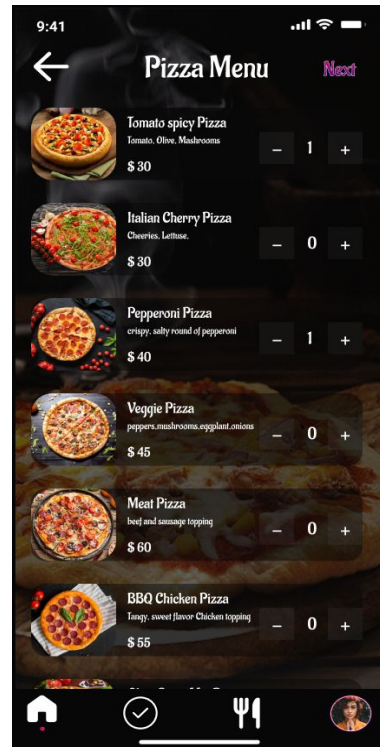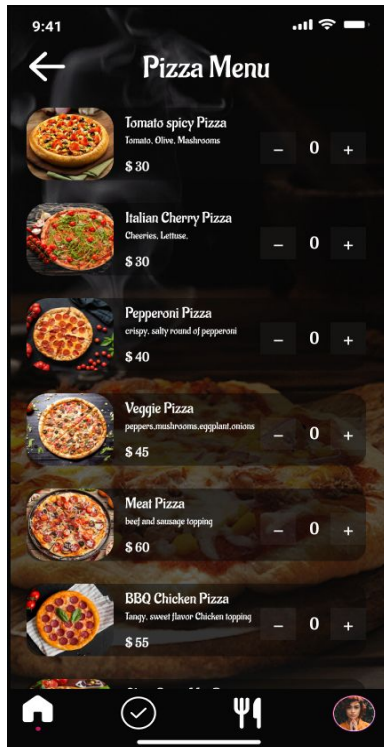
Food and payment Mockups
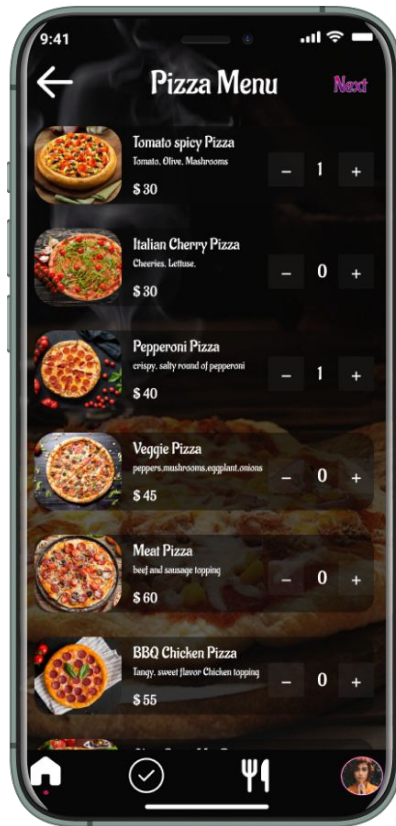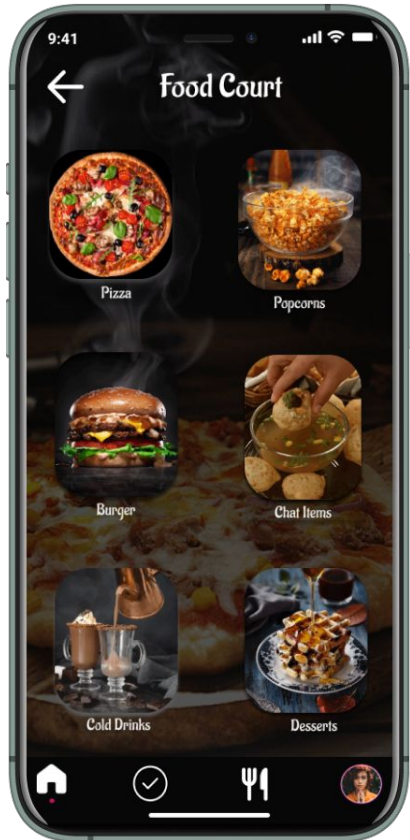
High-fidelity prototype

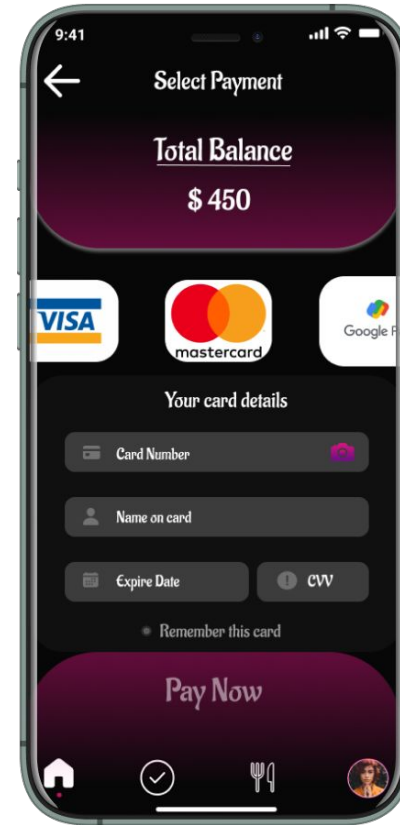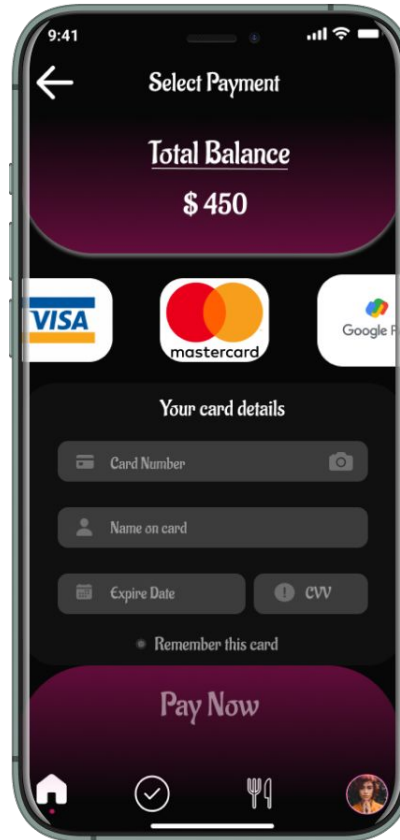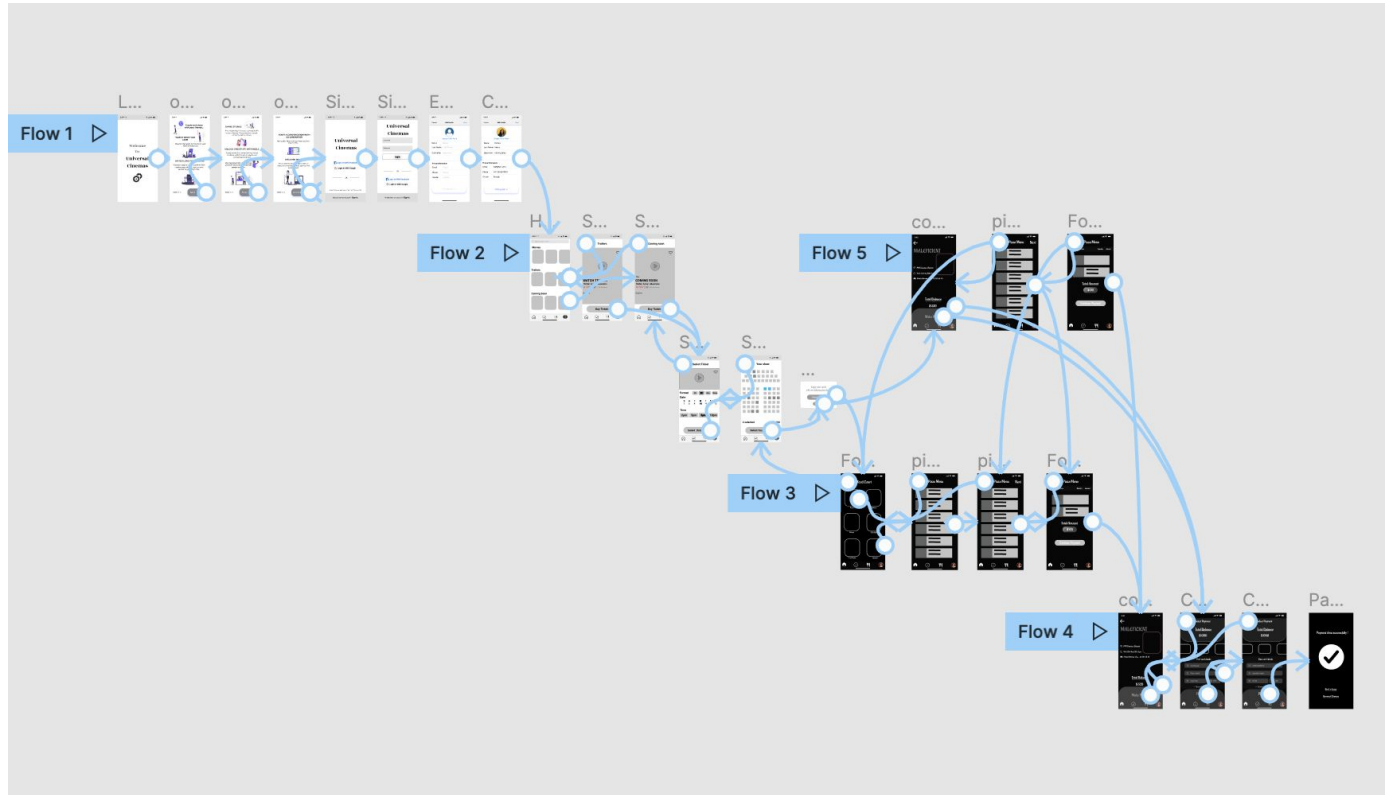It includes complete steps from start to end of the projects. signup/login, movie selection to book tickets, checking for menu list to ordering food items, easy online payment methods. This is High-fidelity prototype connects to all possible points. Peers reviews and their suggestions help me to improve my project and ideas,

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.

Google

Going forward

- Takeaways
- Next steps

Google

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 and mid-movie food ordering 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!

Designing of the complete app ui is almost done. During building of these screen , many other solutions/ideas come up. And according to that, app is building effectively day by day.

To get more details, refer the given link:

https://www.figma.com/file/VDR0EcHbJmiGhskiLDiBSc/Universal-Cinemas-UI?node-id=0%3A1