



Case study -cinemami / mami-cinema

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Project overview -



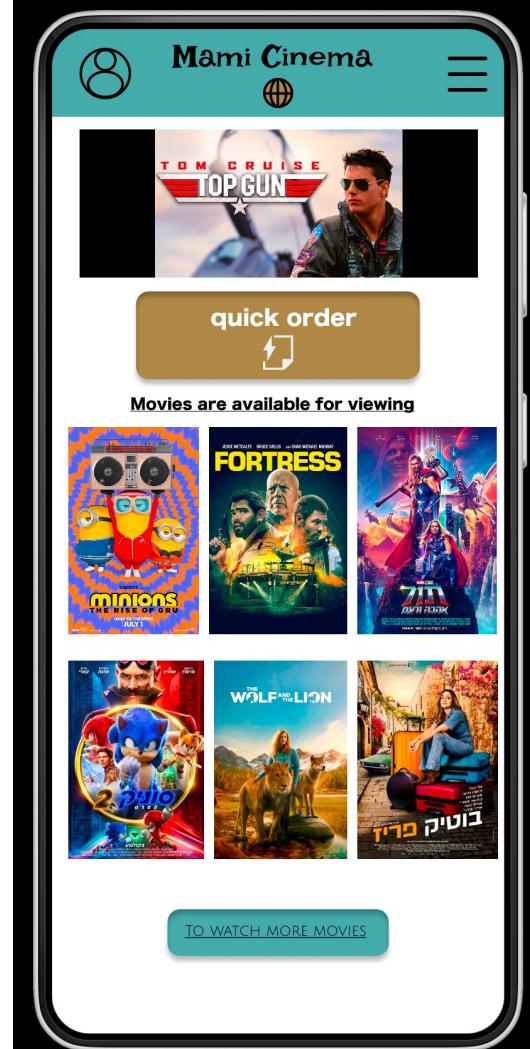
The product:

An application for reserving seats in the cinema with the option of making a reservation, and calling for service in the cinema



Project duration:

3 months



Project overview



The problem:

The problems I tried to solve are to enable the editing of an existing order, and to add a calling feature to the service.



The goal:

The goals of the project were: to use Pygma for the first time and to create a project with research and to express what I learned in the course.

Project overview



My role:

Ux-ui design



Responsibilities:

user research, wireframing, prototyping.

And all.

Understanding the user

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

User research: summary



My research showed that there are users who want:
Find all the cinemas in one place without searching on several websites.
If necessary, change their order and edit it.

The type of research I have done is in-person research sessions, and brainstorming groups.
Assumptions I made during the research are that users want transparency and information in one
accessible place.

User research: pain points

1

Pain point

Finding all cinema services in one place.

2

Pain point

Calling for service during the movie without missing the movie.

3

Pain point

Find accessible places.

Persona: dan

Problem statement:

Dan, he orders a lot of movies at the cinema and he needs to be able to edit his order because from time to time more guests are added or canceled.



dan

Age: 45

Education: University graduate

Hometown: israel , tlv

Family: Married +3

Occupation: Analyst

"I wish it was possible to add new entrants after booking"

Goals

- Finding a solution for new entrants
- to save time
- Save increases

Frustrations

- Advertising time is time consuming
- It is not possible to add new entrants who have been with us
- There is no benefit for large and medium-sized groups

He takes the family for quality time in the cinema, they see it as an experience in itself every time you get to the movie. In the movie they enjoy but the monetary price at the end of the evening is great for them.

User journey map

I wanted to give an option
to edit an order after
confirming an order.

Persona: dan

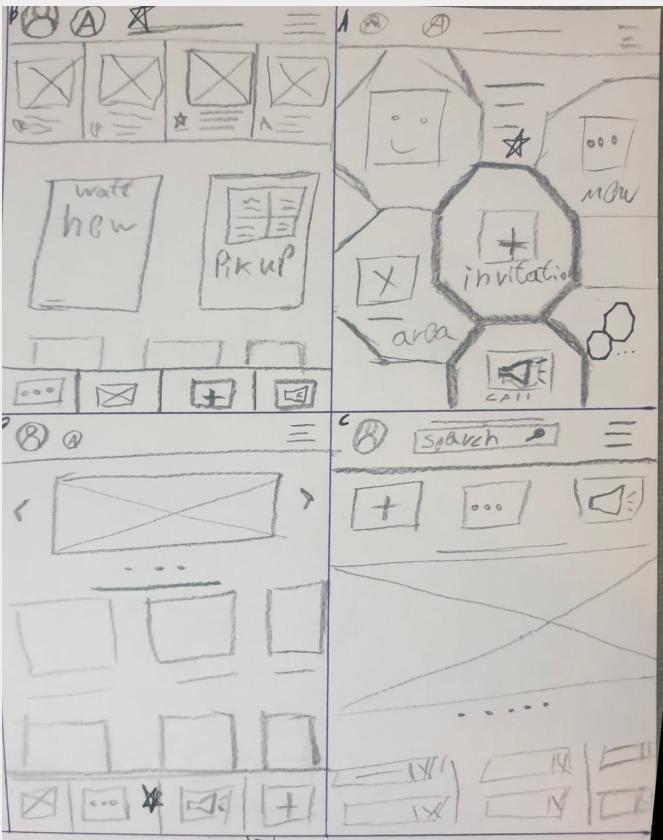
Save increases. to save time .Goal: Finding a solution for new entrants .

ACTION	Looking for a movie	Looking for a movie theater	Coordinator with friends	Arriving at the place	Watching a movie
TASK LIST	Tasks A. Goes online and searches for movies B. Checks reviews C. Finds a suitable film	Tasks A. Checks where there is a movie theater available B. Looking for a suitable hall C. Finds a suitable place	Tasks A. Talks to members of our group and announces B. Determine logistics C. Want to add more invitees to the event	Tasks A. Looking for parking B. Collect the tickets C. Buys products at the counter	Tasks A. Searches and enters the hall B. settles C. Watching a movie with friends
FEELING ADJECTIVE	curious Lost Hope	tired Desperate satisfied	responsibility Remember things Big Head	worry in a rush preparation	Lost restlessness Enjoying
IMPROVEMENT OPPORTUNITIES	Creating a single movie search platform in all theaters with accessible and clear reviews.	A system that will recommend halls for medium groups.	A system that will recommend halls for medium groups.	A system that will give a benefit to large groups of viewers.	A system that knows how to filter by the type of audience that comes to the hall.

Paper wireframes

There were thoughts of doing a bottom bar of buttons, but these didn't seem to add any unique content.

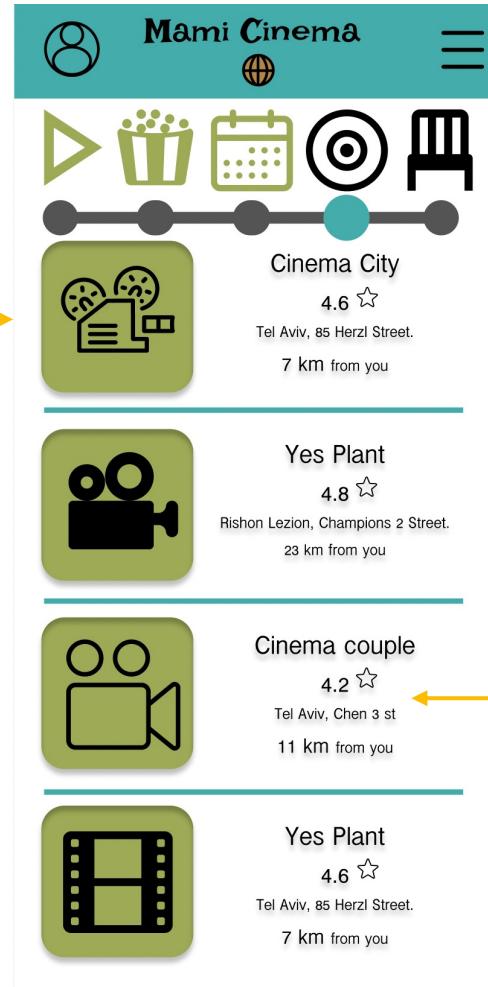
Finally it was decided to put the options in the upper hamburger and profile menu.



Digital wireframes

Display of all cinemas in the area

Showing all the cinemas in the area



Distance display and place rating display to help the user choose the right place

Digital wireframes

Order area detailing the upcoming order

The user can change the existing order

This part is still under development to show interactivity

Mami Cinema

Order summary :

You booked _____ places

To the movie _____

In the _____ cinema hall

On _____ and at _____

Your seats are _____ in a row _____

Price _____ \$

The order confirmation is listed below, in your personal area and in your inbox

QR Barcode

back Confirmation



order number: _____

The name of the film: _____

Number of seats: _____

Screening hours: _____

date: _____

Remarks: _____

Status:
**waiting for you /
in the cinema / after watching**



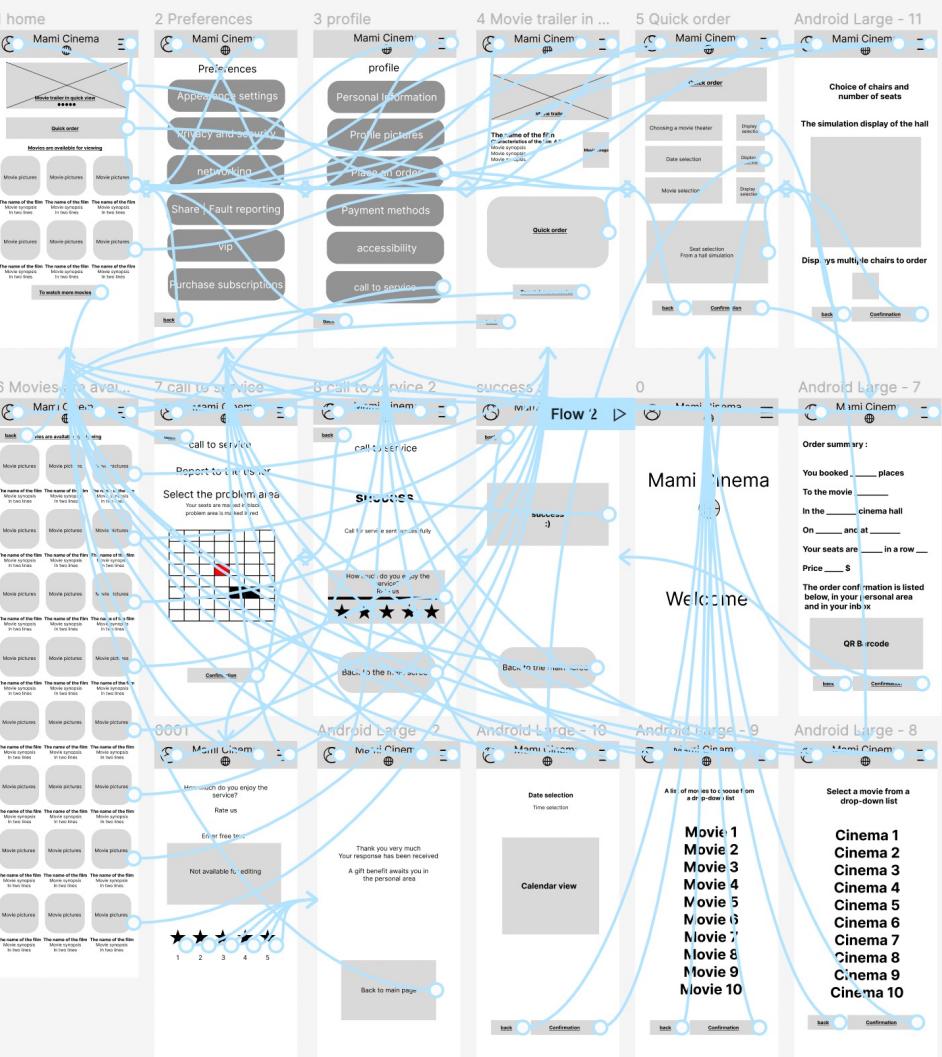
Possibility to edit the existing order

Low-fidelity prototype

[Link to low-fidelity prototype:

<https://www.figma.com/proto/zd3U5PIXgmtTEoMuRaJWf2/Cinemami?page-id=0%3A1&node-id=40%3A155&viewport=1066%2C1493%2C0.29&scaling=scale-down&starting-point-node-id=40%3A155>

Home -movie -trailer – quick



Usability study: findings

Round 1 findings

- 1 You should reduce the choices when ordering the movie, such as combining the time and date in one place.
- 2 Unfriendly font.
- 3 Buttons don't look like they are action oriented.

Round 2 findings

- 1 It is not possible to see a synopsis for the movie from all places.
- 2 It is not possible to edit the order.
- 3 Interactive transitions suitable for mobile use

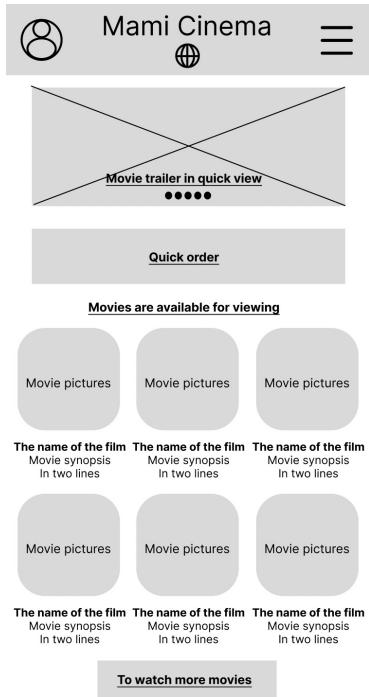
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

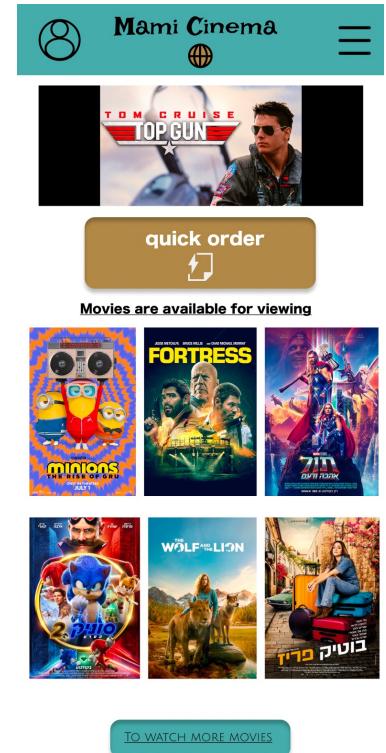
Mockups

The thought at first was that the name of the movie and its details should be added here, but with the idea of not compressing the text and allowing accessible reading, it was decided to present the information in a new panel.

Before usability study



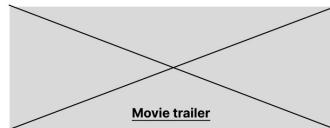
After usability study



Mockups

Here you can see the name of the movie and a description.
In addition, it is indicated in which viewing format it is available.
The back button leads to more movies.

Before usability study



The name of the film
Characteristics of the film 4.5*
Movie synopsis
Movie synopsis
Movie synopsis



Quick order

To watch more movies

back

After usability study



back



elvis

Lörem ipsum gåd terlig.
Nufask. Revubovis . Hexast
rerat och sohön. Kros vagisk,
antent yvis. Du kan vara
drabbad.



Available for viewing at: 2D / 3D / 4D

quick order

Key Mockups

Mami Cinema

Choosing a movie theater

Date selection

Movie selection

Seat selection
From a hall simulation

back Confirm

This mockup shows the initial screen of the mobile application. It features a top navigation bar with the Mami Cinema logo and a three-dot menu icon. Below the bar are five icons: play, popcorn, calendar, target, and theater. A horizontal line of seven dots indicates a scrollable menu. The main area contains four buttons: 'Choosing a movie theater' (green), 'Display selection' (green), 'Date selection' (brown), and 'Movie selection' (brown). At the bottom is a large brown rectangular area labeled 'Seat selection From a hall simulation'.

minions

Date selection

Movie selection

Seat selection
From a hall simulation

back Confirm

This mockup shows the movie selection screen. It has the same top navigation and scrollable menu as the first screen. The main area displays a movie poster for 'minions' and two buttons: 'Date selection' (green) and 'Movie selection' (brown). Below these is a large brown rectangular area labeled 'Seat selection From a hall simulation'.

Date selection 27 8 2022

Time selection 20:30

August

31	1	2	3	4	5	6	7
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31	1	2	3	4	
5	6	7	8	9	10	11	

seat number: 1 2 3 4 5 6 8 10 +

back Confirm

This mockup shows the date and time selection screen. It includes a 'Date selection' section with a date picker showing '27 8 2022' and a 'Time selection' section with a time picker showing '20:30'. Below these is a calendar for August. At the bottom is a 'seat number' input field with options 1 through 10 and a plus sign, along with 'back' and 'Confirm' buttons.

Order summary:

You booked 4 places

To the movie Despicable Me

In the Hall cinema hall

On 27.08.2022 and at 20:30

Your seats are 1, 2, 3, 4 in a row 1

Price 9.90 \$

CINEMA TICKET

DATE/TIME: 25/12/19 - 08:30 PM SCREEN: 6 SUB: F21

ADMIT ONE

QR code

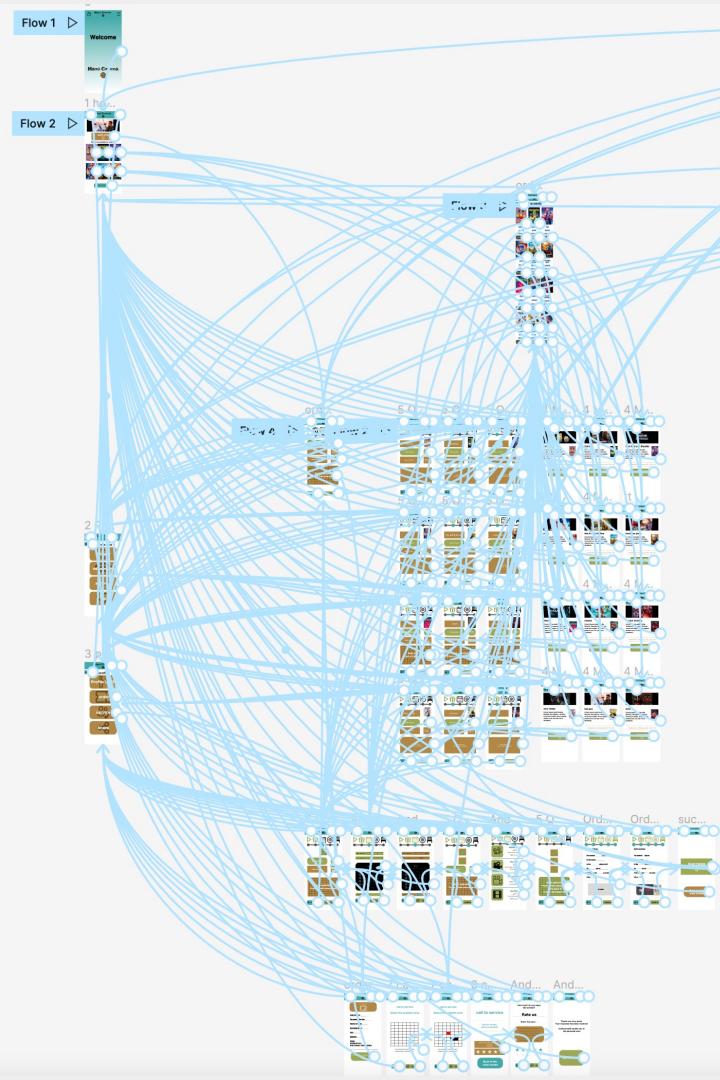
back Confirm

This mockup shows the order summary screen. It displays the booking details: 4 places, movie 'Despicable Me', Hall cinema hall, date '27.08.2022', time '20:30', seat numbers '1, 2, 3, 4 in a row 1', and price '\$ 9.90'. It also shows a sample ticket stub with a QR code, the movie title 'CINEMA TICKET', date/time 'DATE/TIME: 25/12/19 - 08:30 PM SCREEN: 6 SUB: F21', and 'ADMIT ONE'. At the bottom are 'back' and 'Confirm' buttons.

High-fidelity prototype

[Link to high-fidelity prototype:

<https://www.figma.com/file/zd3U5PlXgmtTEoMuRaJWf2/Cinemami?node-id=116%3A4>



Accessibility considerations

1

Using an easy to read font

2

Keeping spaces in action
buttons

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

"Special places without feeling special"

"I wish it was possible to add new entrants after booking"



What I learned:

- Accessibility to the user is more important than the overall visual design.
- it's not easy to be simple.
- My biases are a partial component of the final version of the design, the feedback of users and colleagues is of great importance.

Next steps

1

Filter the cinemas by distance and other options.

2

Make the seat selection screen interactive and the date and time screen.

3

Add an accessibility button.

Add more functionality to the system.

Let's connect!



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Thank you!