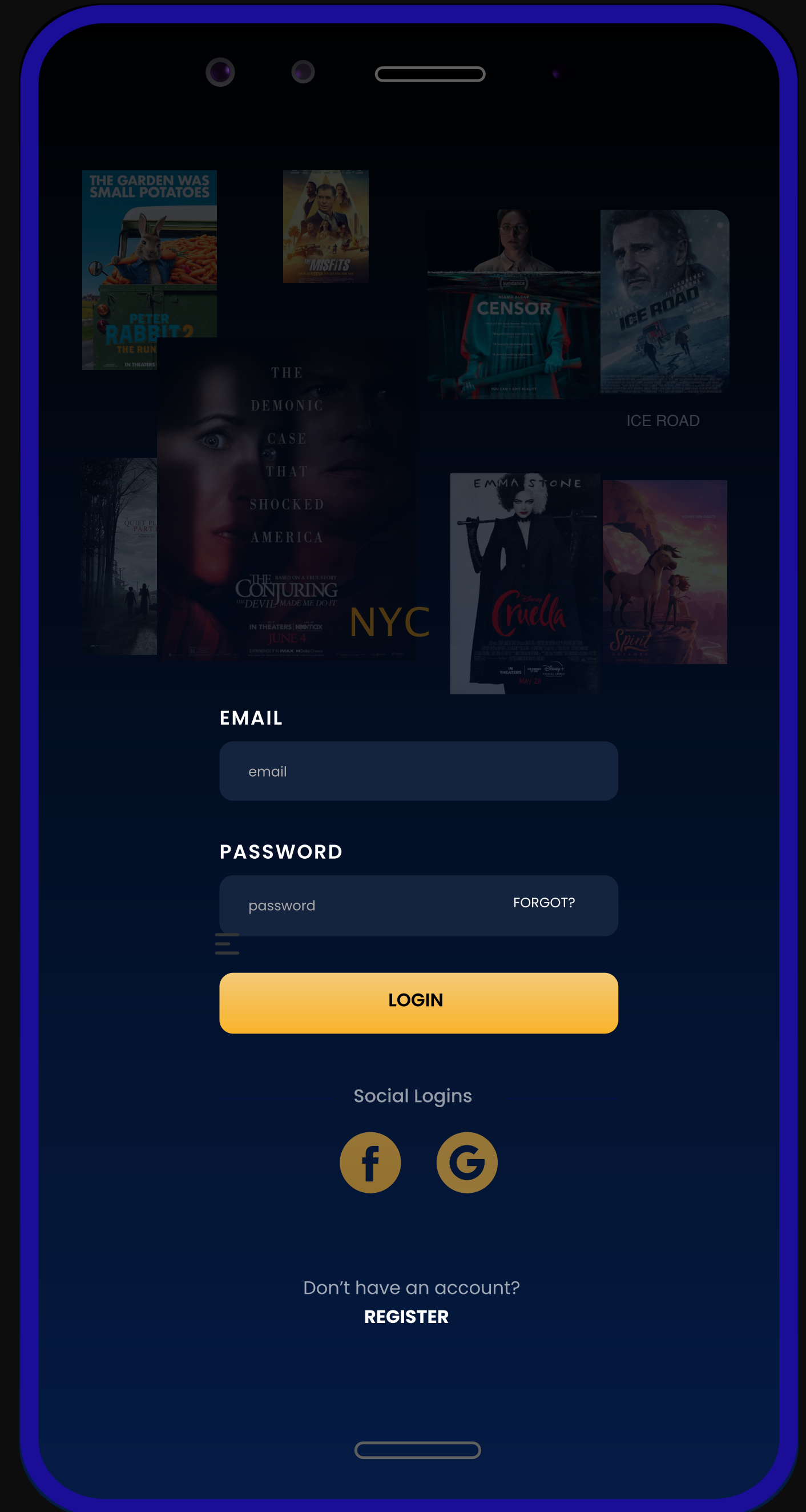


NY Cinemas Movie Reservation App

Ramya Bandaru

Login page



> Project Overview

NY cinemas is a new Independent theater in New York. It has limited number of screenings and shows. The theater showcases both Independent cinema and regular cinema.

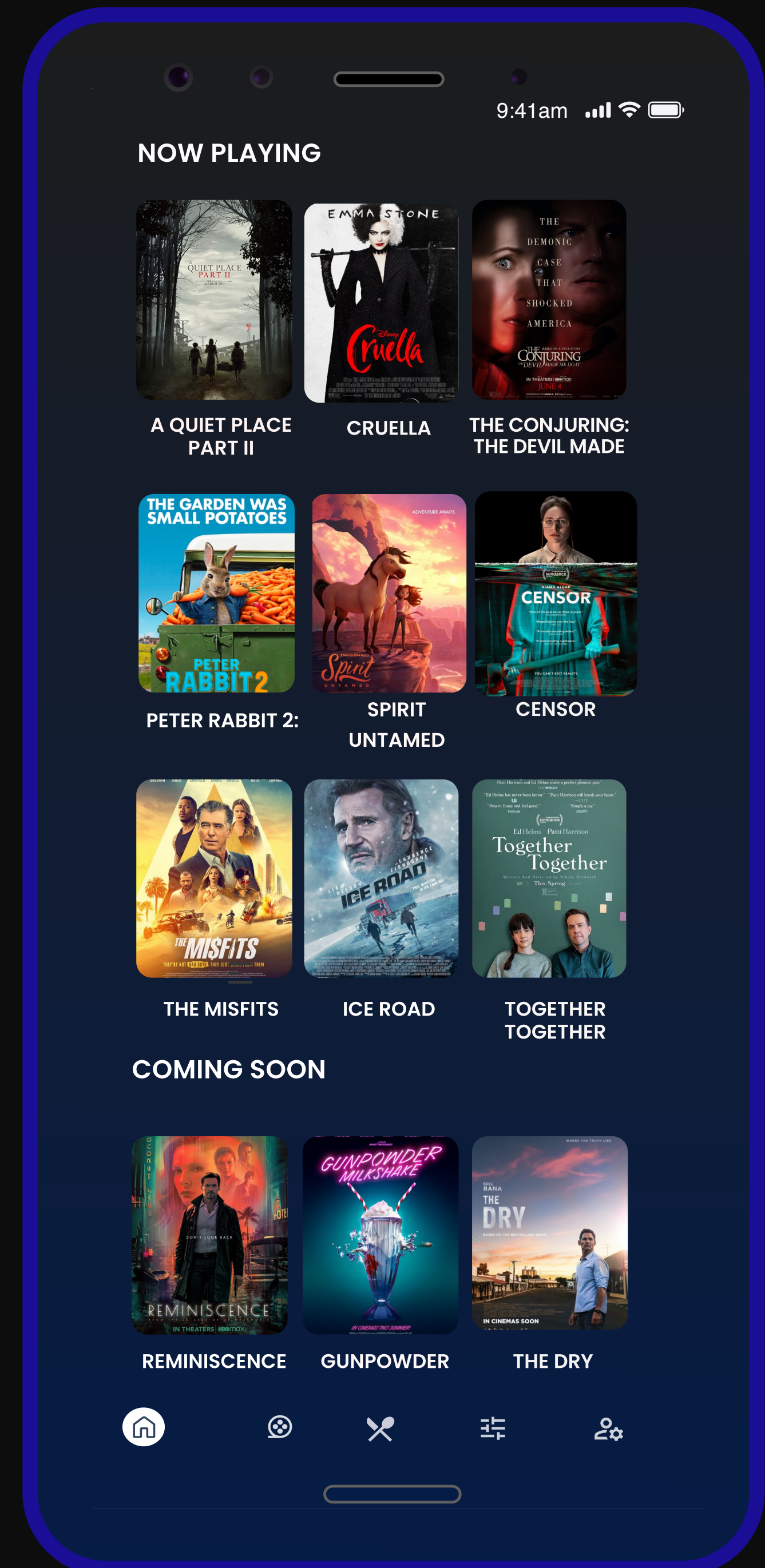
They want to make their presence in the market and provide the best experience for their patrons.

The target customers are any one who are interested in movies. Special discounts and rewards are being offered for customers who are loyal to the theater and for who wish to volunteer. They also provide accessibility for the people in need.

> Project Duration

April 2021 till date

Home page

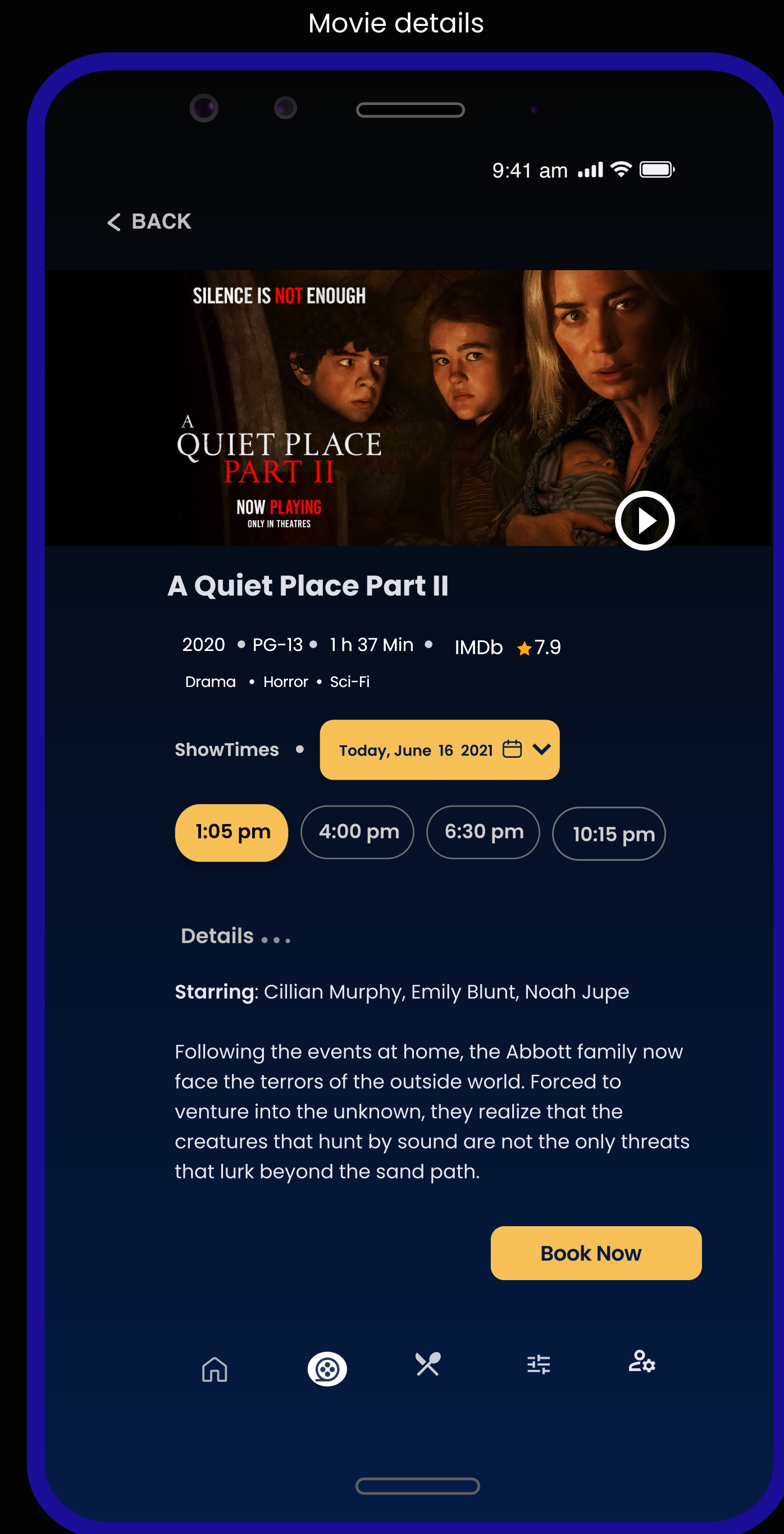


> The Problem

NY Cinemas is new theater and wants to compete in the market .They want an app , for users who want to find movies and reserve seats on the go with great experience.

> The Goal

Design an app for NY Cinemas that can compete in the market, improve sales, and increase customer satisfaction.If patrons want to researve seating on the go,or want to reserve the tickets in advance,they can use the NY Cinemas App.The app should have food and beverage options for people who are interested in enjoying snack while watching the movie.

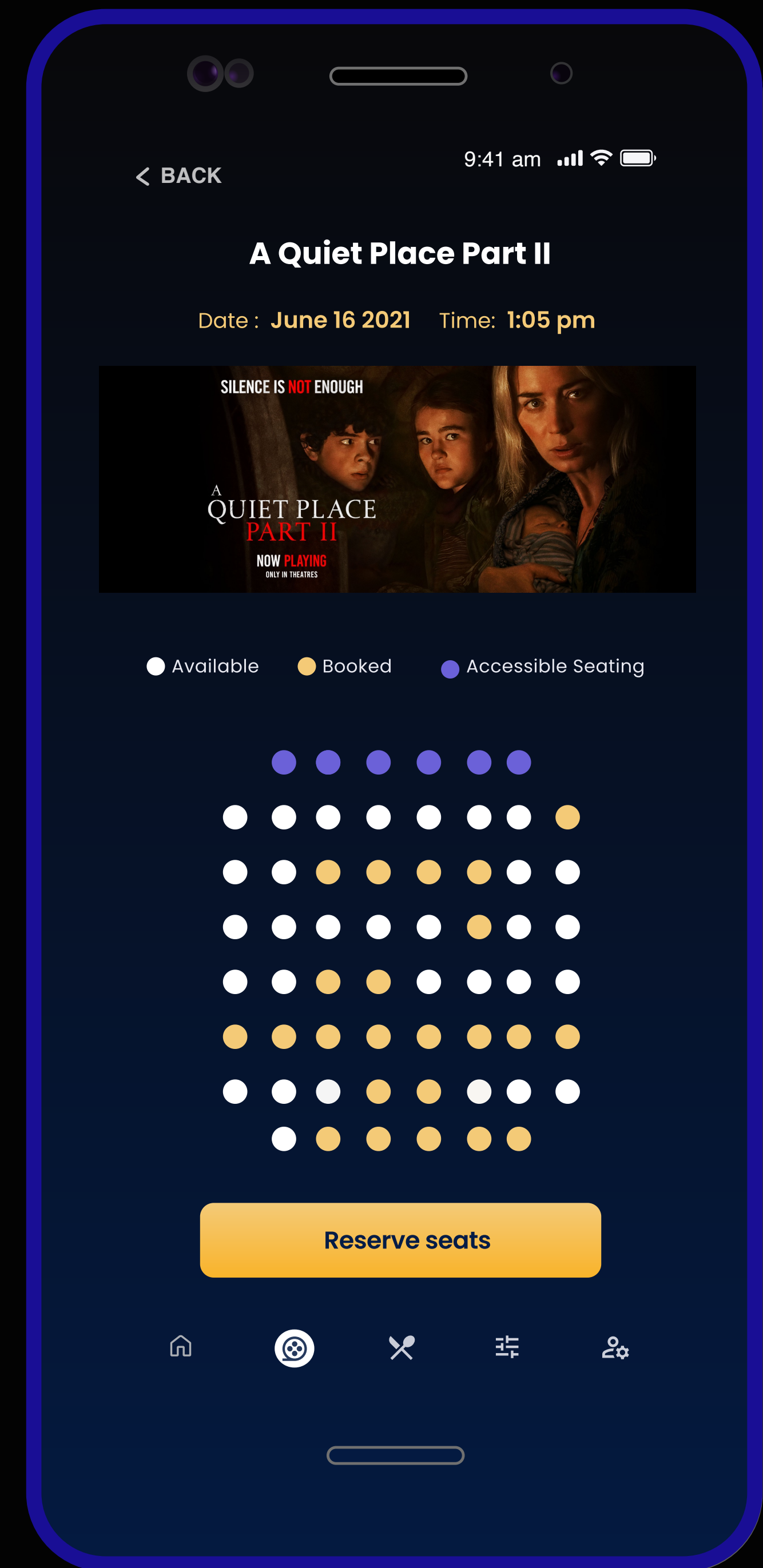


> My Role

UX designer, designing an app for NY
Cinemas

> My Responsibilities

Conducting research, creating personas,problem
statements,user journey maps,paper and digital
wireframing,low and high-fidelity prototyping,
conducting usability studies, accounting for
accessibility and iterating the designs for the app.



Understanding the User

- User Research
- Personas
- Problem statements
- Use Journey Maps
- Competitive Audit Report



User Research

Conducted interviews and created empathy maps to understand the users. The primary user group is identified through research were students, who work part time and prefer going to movies on deal days. They usually stay loyal to a theater in order to collect the reward points. They are usually busy and do not like standing in queue for buying tickets. Another group are working professionals who are busy would like to watch a good movie end of the day .



Pain Points

The main pain points for users is not having time to spend searching for movie and complete the check out process. Users want the process to be simple and as quick as possible. Too much information on the screen makes the user overwhelming and feel stressful. The options for adding snacks and picking up while they check in, and a reminder of the movie booking was also expected . A message is preferred rather than a mail, considering the network coverage if there travelling by a subway.

> Persona :Tracy

Problem Statement:

Tracy is a student who enjoys watching movies but wants the experience to be as easy on the pocket as possible.



Name: Tracy

Age: 19

Education: Sociology

Location: New York

Marital status: Single

Occupation: Student,works part-time

“Movie buff,but I want the movie experience to be as friendly on the pocket as possible”

Goals

- Limited budget for entertainment.
- Mostly buys tickets on deal days .
- Prefers going with friends
- Prefers middle seats far from the screen.
- Prefers rom-com.

Frustrations

- Cannot resell the tickets incase she cannot make it.
- Timings
- No coupons for students
- Reward points will not be applied automatically upon logging in to her account.

Tracy is a movie lover and a part time student.She usually likes to enjoy a good movie with friends upon agreeing on a date and time.She is loyal to a theater and collects the reward points,and prefers using them.She likes to have popcorn but hates to stand in a line for that.She finds it helpful if there are any student discounts.One more is if we can order food when we buy the ticket,which can be collected when entering the theater.

> Persona :Amy Lee

Problem Statement:

Amy Lee likes to enjoy the experience of watching the movie in a theater.



Name:Amy Lee

Age: 29

Education: Bachelors

Location: New York

Marital Status: Single

Occupation: Accountant

"I am selective in the movies i watch.I like the experience of watching the movie in a theater"

Goals

- Watch a good movie
- Experience the movie in theater with the audio and visual elements.
- Spend some time with friends after work or during weekend

Frustrations

- No time
- Difficulty in finding seats as most of the times its impromptu considering her busy schedule.
- No notification or reminder of booked ticket.

Amy likes to watch the movie with friends end of the day or during a weekend.She finds it difficult to keep the track of the movie if its booked in advance.She usually finds movies near to her house or office.She likes to see the reviews before booking.But finds it frustrating when its redirected to third party app.She prefers website on desktop than app if she has time to book the movies.



User Journey Map

To empathise with the users, user journey map is created to know what our personas go through while booking a ticket.

Persona: Amy Lee

Goal: To buy movie tickets on the NYC cinemas app,this is the first time she is using an app to buy tickets.

ACTION	Find a movie and buy tickets.	Find the theater	Selection of movie	Buy the ticket	Pay	Look forward
TASK LIST	1.Find a movie she and friends wants to watch. 2..Find the theater near her office,where the movie is playing. 3.Download the app. 4.Create account	1.Search for the theater near to them. 2.Look for the movie and timing 3.look for reviews.	1.Discuss with friends 2.Get confirmation from them.	1.Select the seats and add the tickets to the cart. 2.Takes a moment to check if all the details are correct before paying.	1.Pays for the tickets. 2.Looking for order confirmation. 3.Once she gets order,checks the details once again.	Looks forward to watch the movie with her friends.Buys snacks by standing in queue after arriving at theater.
FEELING ADJECTIVE	Confused and Intimidated	Hopeful and confusing	Overwhelming and Cautious	Alert	Cautious and satisfied	Happy and excited.
IMPROVEMENT OPPORTUNITIES	Less info to be asked initially while creating an account	When looking for reviews the app takes it to a third party source.It can be difficult to come back.	Since she buys the tickets on the way to theater or while she is running late for the show,the app should be as easy and less intimidating as possible.	Options for a ewallet or gift card can be given here for security .Payment can be an issue if network is not good.	Options to add snacks would be great,as they might miss the movie if they are arriving on time. They do not want to spend time standing in the queue. They can just pick up food When picking up tickets.	A message with order number ,date time and QR or barcode can be messaged to her for a quick view.She finds it hard to remember things.So reminder would be helpful for her.



Competitive Audit Report

A competitive audit has been considered for the following theaters,whom we consider our direct and indirect competitors.



Strengths

Attractive layout
Clean and simple design
Brand identity



Strengths

To the point
Simple
Brand identity



Strengths

Vibrant colors
Brand identity
Visually appealing and rich



Strengths

Simple
Layout is simple and easy to understand



Weakness

No app
Font could be better in



Weakness

Not engaging



Weakness

Too descriptive
Too much information
Not easy to find information



Weakness

Font
Colors
Too many promotions

Design

- Paper Wireframes
- Digital Wireframe
- Low-Fidelity Prototype(in making)
- Usability Studies

> Paper Wireframes

ELEMENT LIST: NAVIGATION, IMAGES, BUTTONS, SEARCH.

Notes:

- a) Today
- b) Tomorrow
- c) calendar.
- 1, 2, 3 → Timings.

1)

Notes:

- a) Highlights of the week.
- nyc → logo.

2)

Notes:

- d) Images with movie name and action button.
- a) films
- b) food
- c) Account.
- nyc - logo

Notes:

- a) Latest news, deals and events.
- nyc - logo

> Digital Wireframe



Since there are limited number of screenings I wanted to create a simple and clear layout, where the user can see all the movies



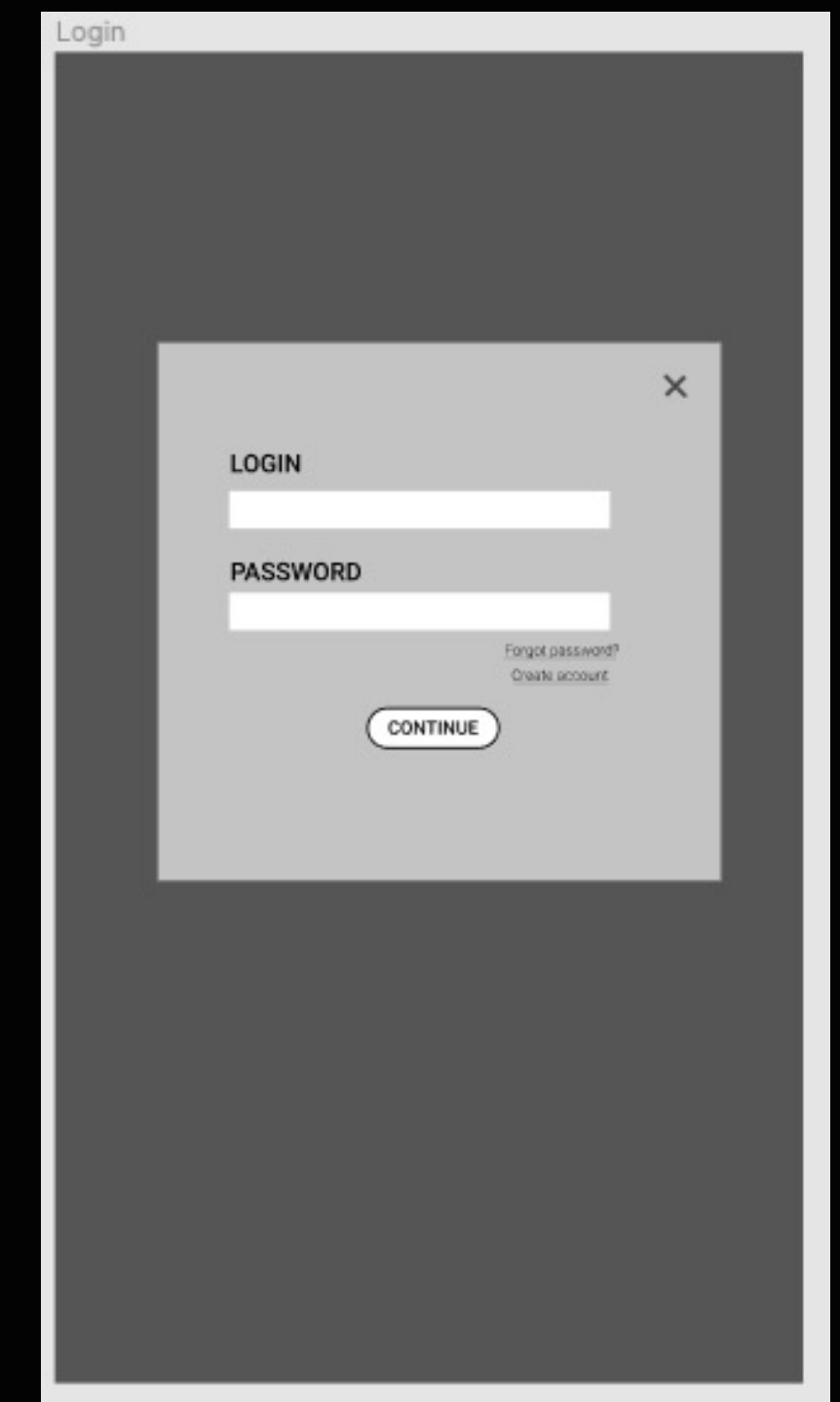
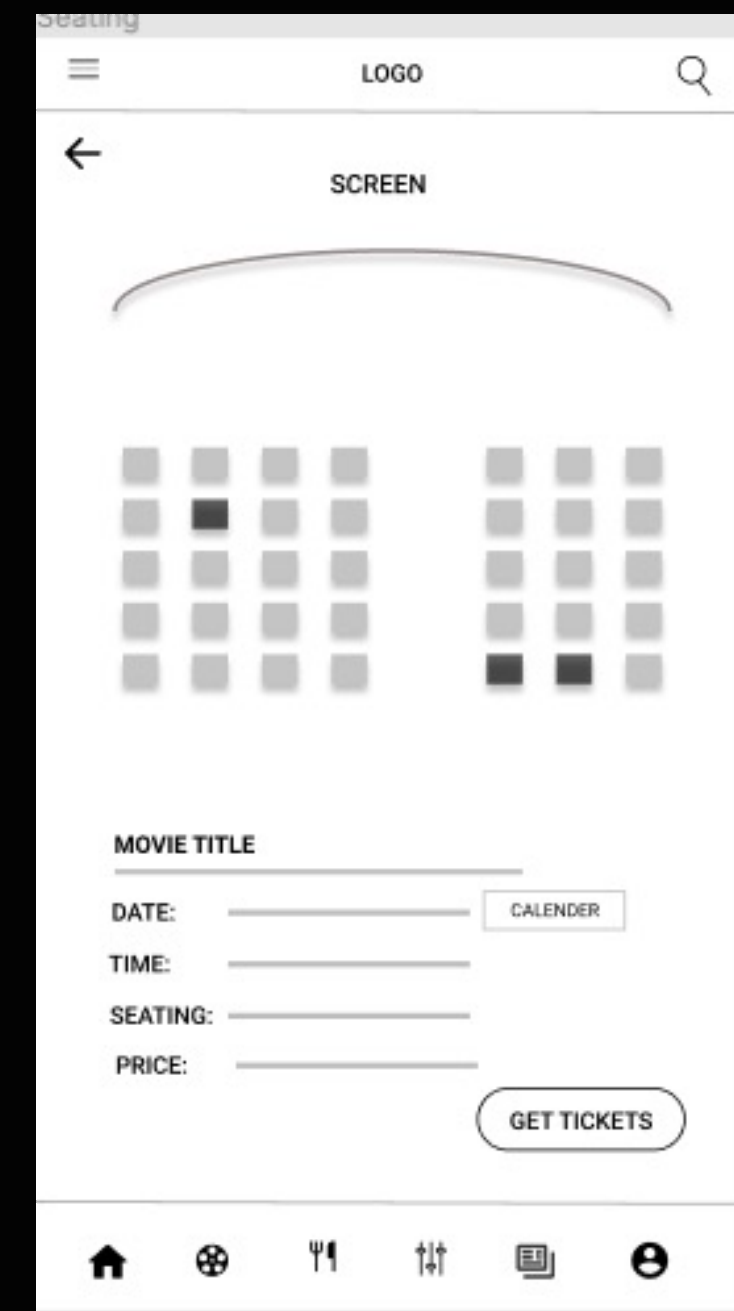
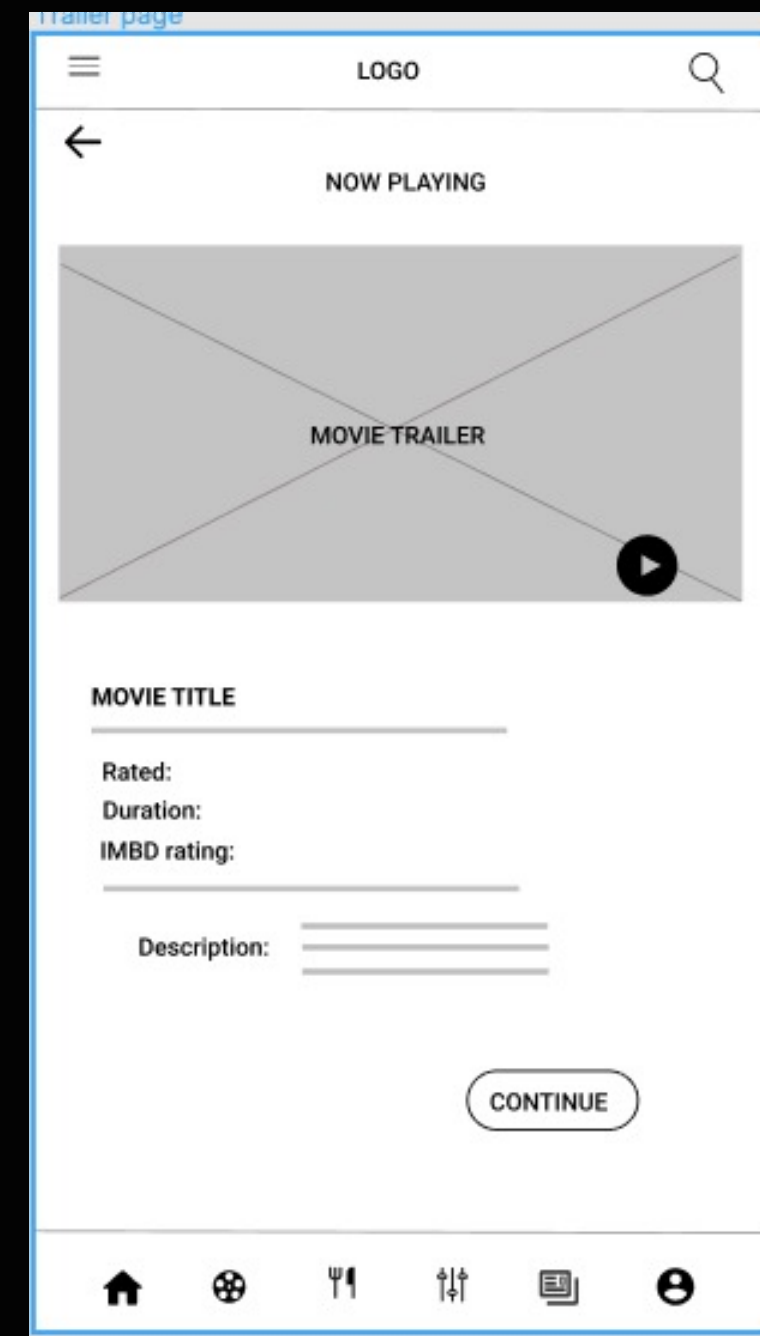
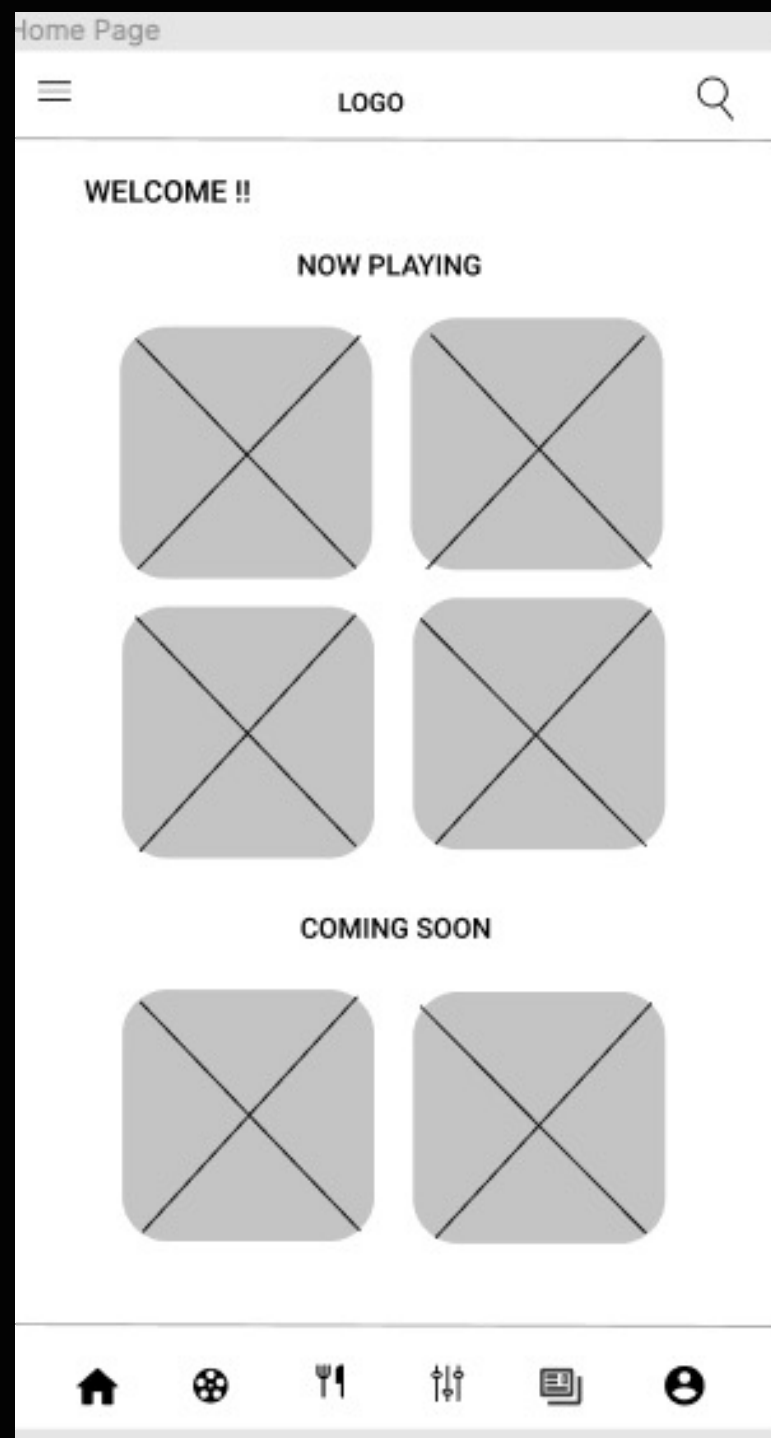
Trailer Page where the user can watch the trailer and decide. Only the basic details are available on the screen.



Selections of seating, users can see the date time and pricing of the movie they selected.

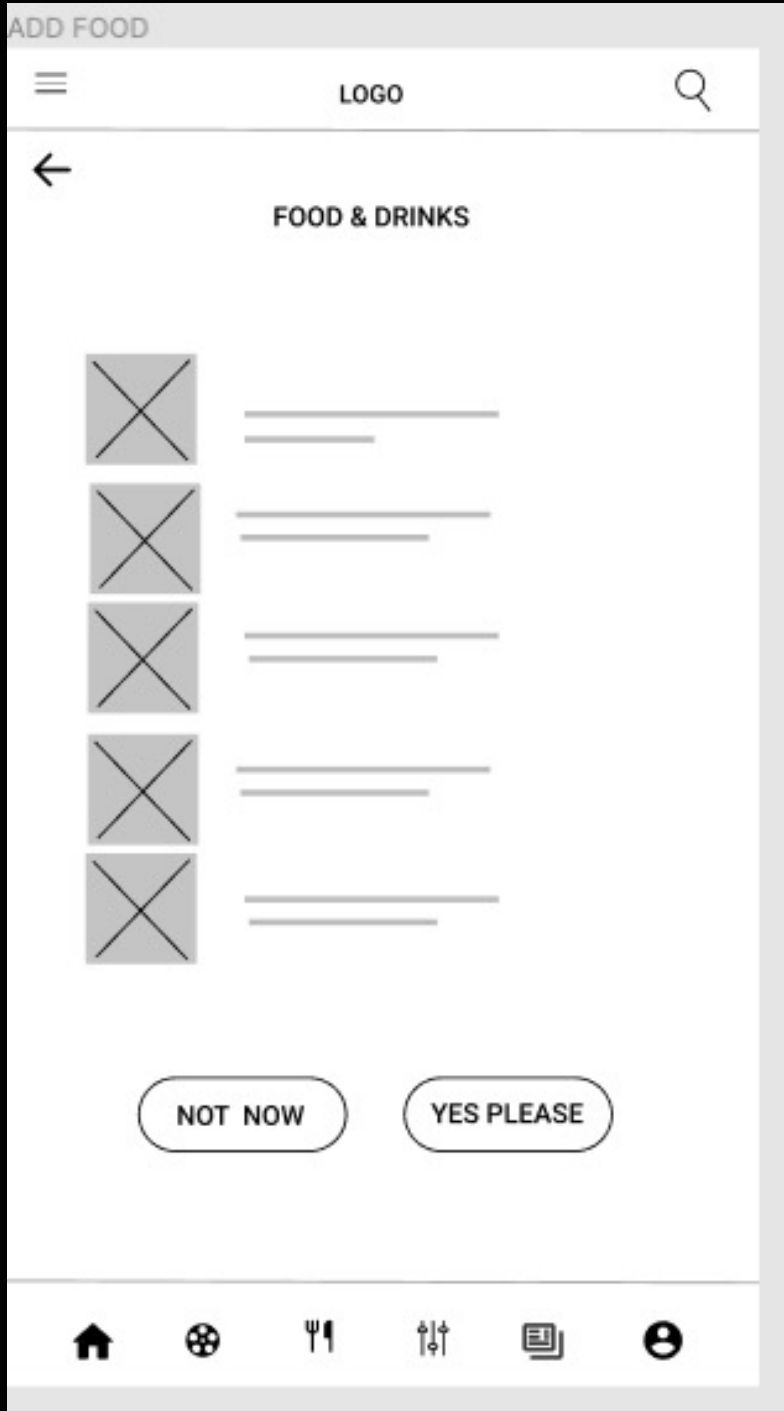


Login screen

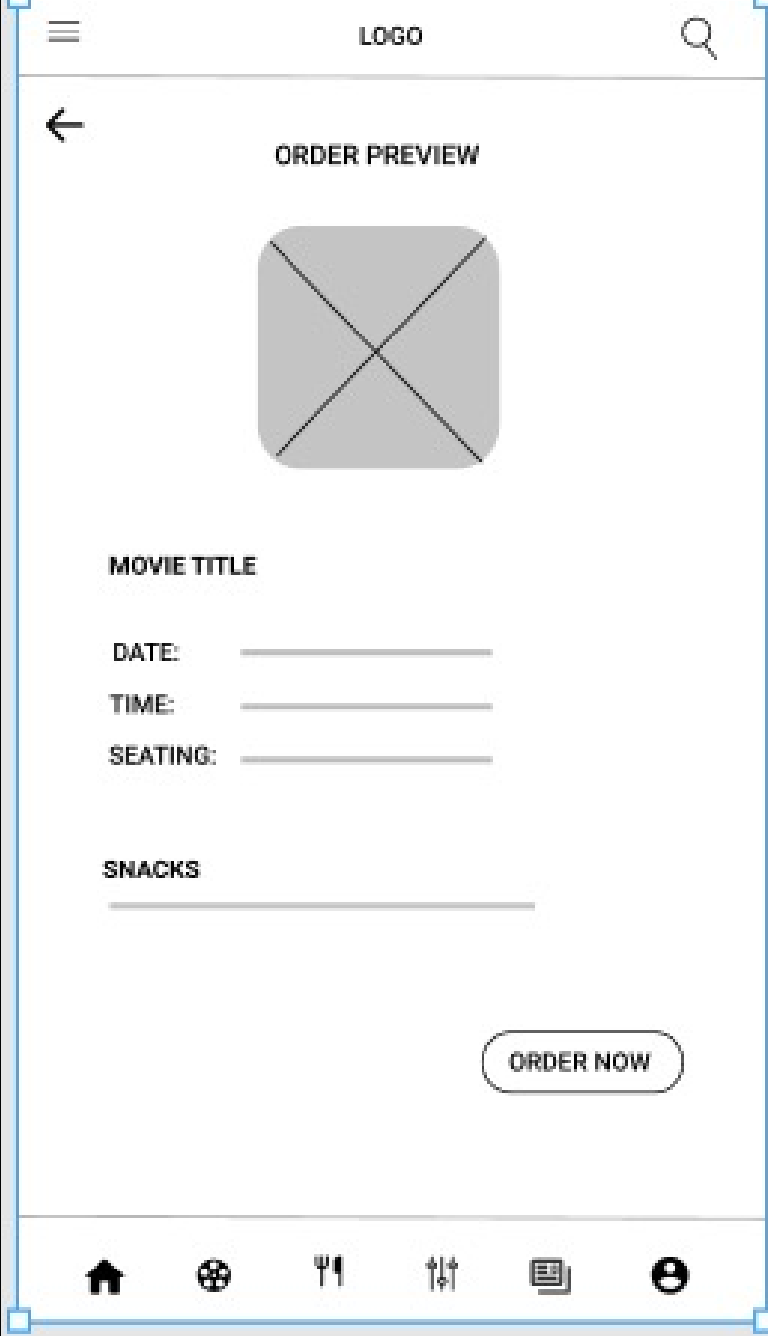




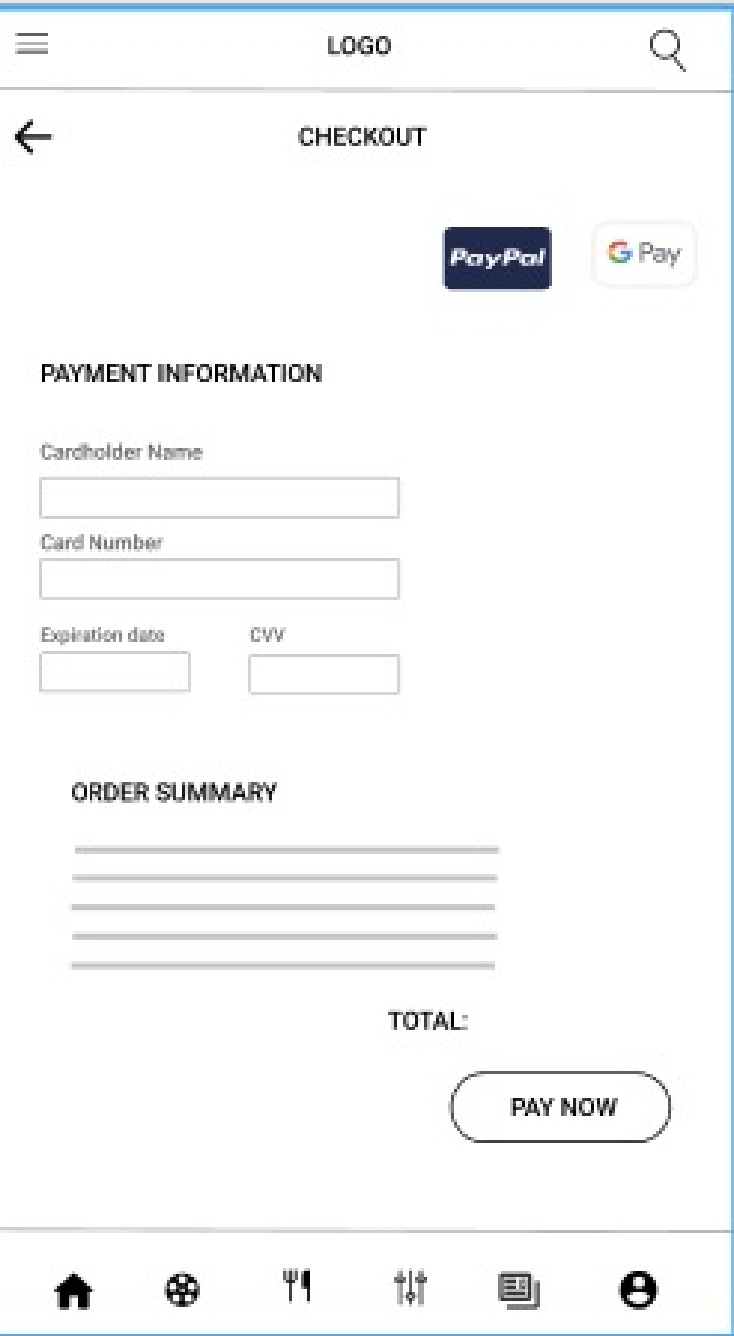
Options for food and
baverages



Order Preview,Snacks
which are added can be
viewed here.



Payment



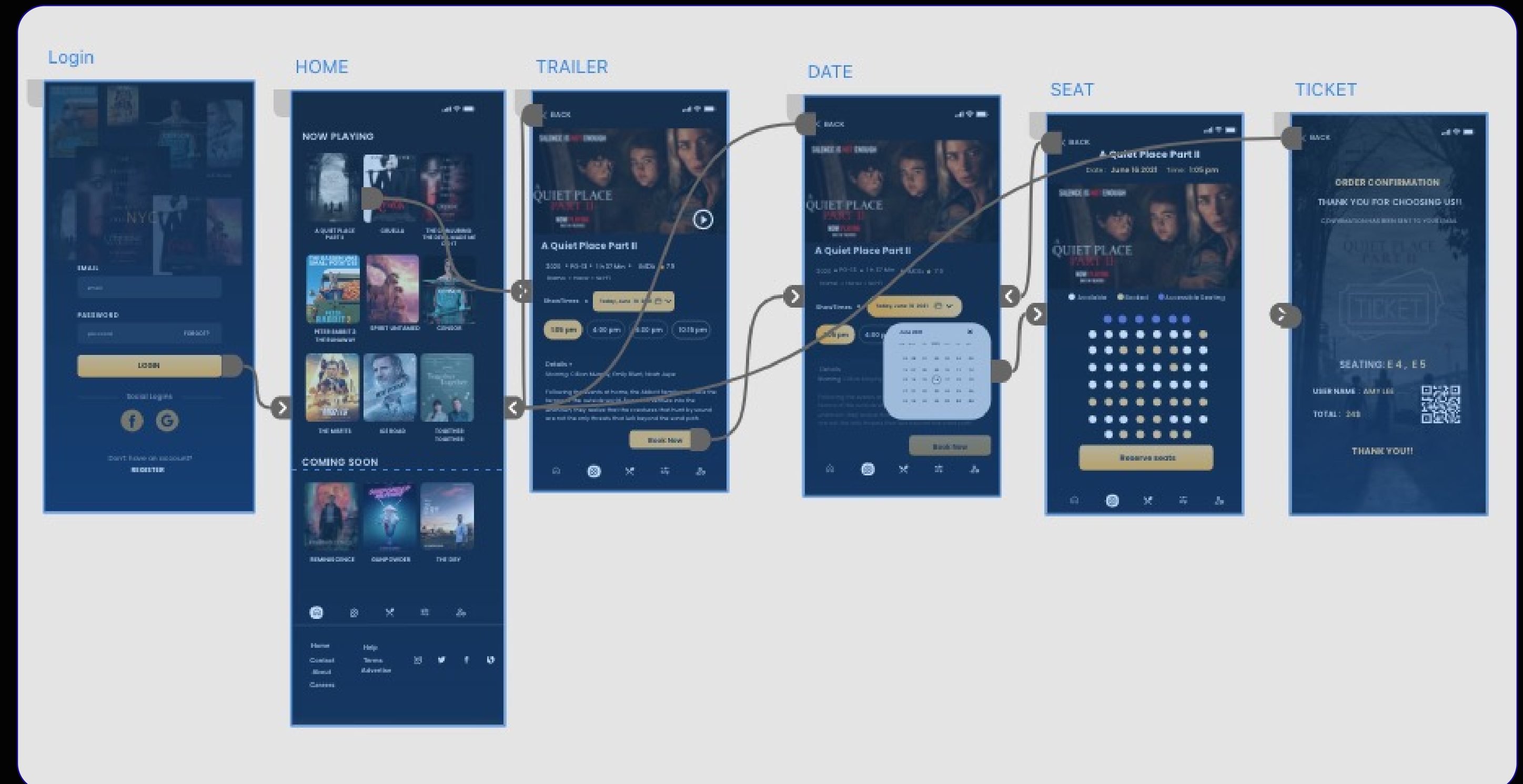
Order confirmation





Low Fidelity Prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was finding a movie, reserving a seat, and completing the checkout process, so the prototype could be used in a usability study.



> Usability Studies

I conducted usability study with 5 users(un-moderated study). Findings from the study ,helped guide the designs from wireframes to mockups.

> Finding

- Users want to reserve seats quickly.
- Users make informed decisions.
- Users want to be aware of their progress during reservation.

> Accessibility

- Used icons judiciously across the interface to promote the recognition of elements and to provide visual context.
- Used detailed imagery movie posters to help users access quickly.

Going Forward

- **Takeways**
- **Next Steps**

> Takeaways

- I learned that there is so much thought process in the design process. The functionality of the app as well as the way it looks both go hand in hand.
- Usability studies, research and peer feedback influenced the design of the application.
- The colors we use in the application, the font we choose play a crucial role for the
- It has been an amazing journey to learn about empathy, research and understanding User Experience.

> Next Steps

- Complete the high fidelity wireframes
- Conduct next round of usability studies and make the appropriate changes to the design.
- Validate whether the pain points user experiences have been addressed.

**Thank you for your time for checking out my work on
NY Cinemas!!**

> Lets Connect

 **UX.RAMYA@GMAIL.COM**

 **[linkedin.com/in/ramya-b-0840a9215](https://www.linkedin.com/in/ramya-b-0840a9215)**