

# The Design Brief

**Project Title:** Movies Ahoy!

## **Background:**

Many new generations of movies attract many eager customers. But with the lack of directions and many different cinema companies and multiple apps decrease customer experience which results in losses. Our aim is to minimize the effort to search for location and time to book and watch a movie.

## **Objective:**

Develop and design a simple, clean and efficient movie booking application. Minimizing users' clicks to efficiently book a movie. This should boost customers number and satisfaction

## **Key features:**

1. Conjoining Cinemas: When selecting a movie, it shows all the different brands of cinema that show the movie and have sorting such as distance, price and reviews.
2. Search filters: When Searching for a movie, there will be a filter option to sort for genre, popularity, movie length etc.
3. Home menu: Has clear buttons to search or to browse for movies along with the movie title, reviews, length and description of the movie. Shows near me or popular movies.
4. Booking: Movie seats can be booked by selecting a seat and book with 2 clicks with a credit card. And along with section for coupons or existing promotions.

5. Friends: Adding friends can allow users to “Group Booking”, Just accept the invite and it immediately books. Eliminates the awkwardness of needing one person to pay for all the tickets. Includes a toggleable option to show friends what you are watching.

### **Design and Considerations:**

- Adjustable themes, brightness and text can help users visual.
- Stability, speed and responsiveness of the app must be smooth to ensure customer experience.
- Secure accounts and transactions to protect customers' privacy and credit card information.

### **Success Metrics:**

- Reducing time for users to book a movie
- Increase in numbers of customers
- Less drop off rates
- Customers connect more with friends.