

Movie Plus +

Movie Plus+ is a one stop app to book your tickets for movie theatres for your family and share tickets with friends

The image displays three screenshots of the Movie Plus+ mobile application. The first screenshot on the left shows the app's logo, "Movie Plus+", centered on a white background. The second screenshot in the middle shows the main home screen with sections for "In Cimenas" (listing "The Joker" with 4.5 stars, "Venom" with 4.0 stars, "Fast&Furious" with 4.0 stars, and "Movi Title" with 4.0 stars), "Coming Soon" (listing "Bat Man", "Spider Man No Way Home", "Uncharted", and "Ambulance"), and "Recommended" (listing "Ambulance" with 4.5 stars and "Lawless" with 4.5 stars). The third screenshot on the right shows a detailed view of the "In Cimenas" section, listing "The Joker" (4.5 stars), "Venom" (4.0 stars), "Fast&Furious" (4.0 stars), and "Movi Title" (4.0 stars) with their respective movie posters. The top of each screenshot shows a smartphone status bar with the time as 9:30.

9:30

9:30

9:30

Movie Plus+

In Cimenas

The Joker 4.5 ★

Venom 4.0 ★

Fast&Furious 4.0 ★

Movi Title 4.0 ★

Coming Soon

Bat Man

Spider Man No Way Home

Uncharted

Ambulance

Recommended

Ambulance 4.5 ★

Over one day across the streets of L.A., three lives will change forever.....

U/A

Lawless 4.5 ★

1931, the Bonduart brothers of Franklin

Home Trailers Search My Bookings

In Cimenas

The Joker 4.5 ★

Venom 4.0 ★

Fast&Furious 4.0 ★

In Cimenas

Bat Man

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Home Trailers Search

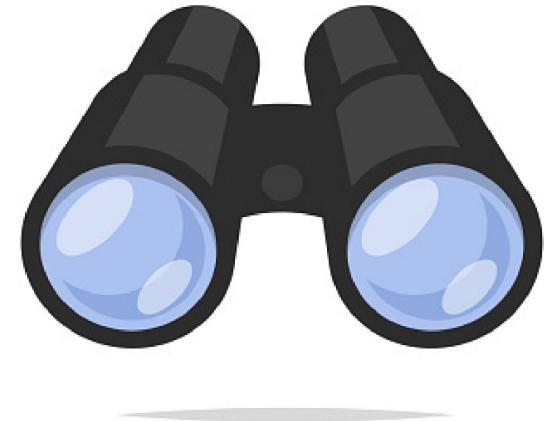
Overview

Brief

To Design an App for Booking a ticket for a Movie Theatre

Approach

I Divided up the process in to research, Strategy and design. Research allowed me to dig deep into topic and figure out the design problems. For strategy focused on stripping down the findings in to design objective. The objective allowed me to enter the design phase where I have gone through a process of sketching, Wireframing and designing.



Outcome

From research and ideation, I created a wireframes for the users who want to book tickets for a movie theatre keeping user-entered approach. The design solution allows users to view the movie certificate and share tickets with friends which provides busy young professionals to book tickets for friends and a housewives to book tickets for a family friendly movie

Design Process

1. Empathise
2. Define
3. Ideate
4. Prototype

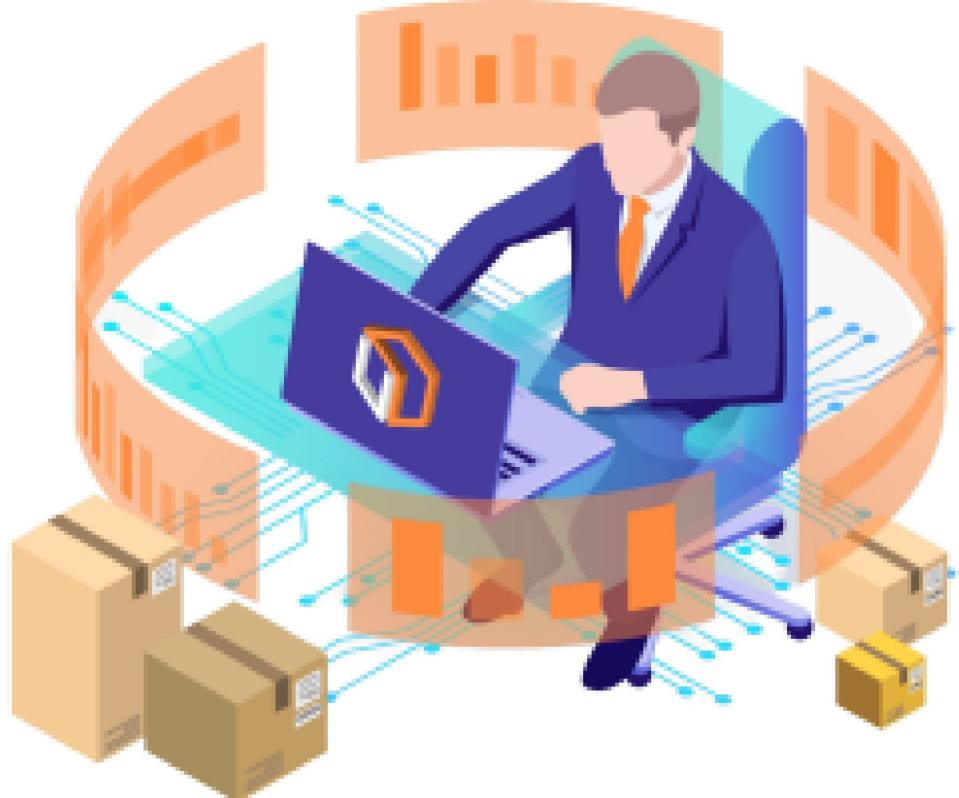
My ROLE

Solo UX Designer

Tools USED



Figma



The Problem

As a UX Designer, I wanted to create a Movie ticket booking app, which reflects the goals of the user needs while booking a ticket for a movie theatre



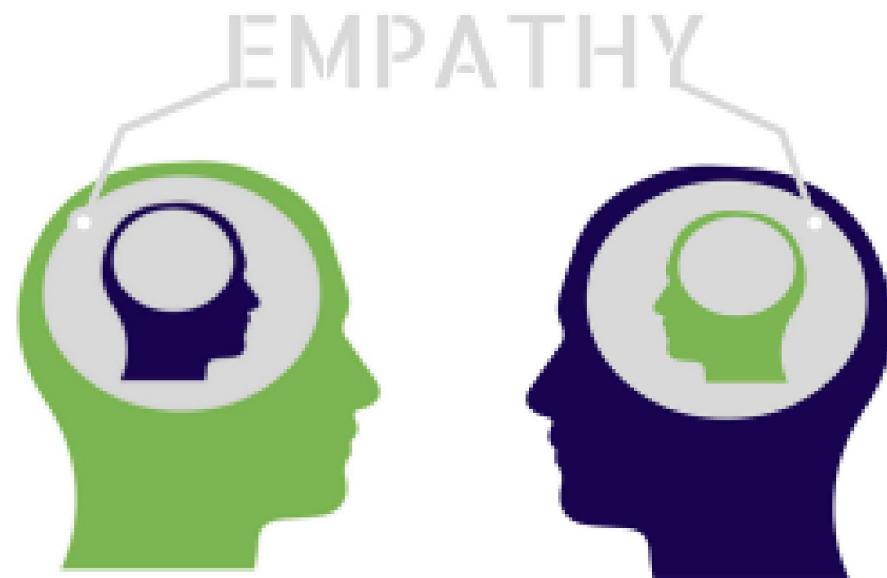
1. Empathise

Target Audience

1. A Busy IT Employee
2. A Housewife with family

Key Insights

1. A Busy IT Employee want to book and share movie tickets because he wants to enjoy his time after working hours
2. A Housewife wants to book a movie Tickets because she wants to have a good time with her family



User Interviews

Interview questions

1. How often do you watch movies?
2. How do you want to book your tickets?
3. What kind of movie theatres you prefer?
4. Can you list some of your favorite movie theatres?
5. What challenges do you face in the ticket booking process?
6. How does this make you feel?
7. Is there any way in which you feel challenges could be resolved?

Painpoints

1. **Family friendly Movie** - User was unable to find the certificate of movie because wants to watch movie along with his family.
2. **Share Tickets** - User wants to share tickets with friends.
3. **Movie Trailer** - Watch Movie Trailer before going to a movie.



2.Define

User Persona



Daniel

Age	24
Education	Graduate
HomeTown	California
Family	Single
Occupation	IT Employee

" Happy Mind Happy Life "

Goals

1. Buy tickets online for himself and his friends
2. Get ratings and trailers
3. To share tickets with friends
4. One-click payments

Frustrations

1. Spend lot of time to find what to watch
2. Unable to find upcoming movies
3. Share tickets with friends

Brief

Leo is a 26 year old IT Employee who enjoys watching latest movies in cinema. He prefers to book tickets online. Likes to explore trailers and ratings before booking tickets. He want to share the tickets with friends



Amy

Age	32
Education	Graduate
HomeTown	Newyork
Family	Married with 2 kids
Occupation	Housewife

"I have a very busy life. I want to choose the right movies for my kids without spending too much in buying tickets "

Goals

1. To choose the best seats especially for her kids
2. To choose child friendly films

Frustrations

1. Not having time to check out what movies are available or good
2. Difficult to look for the right movie on UA cinemas App
3. No Movie recommendations in the app
4. Not being able to watch movie trailers in app

Brief

Amy is a working mum. She loves watching movies with her kids of their interest. Her two children love watching comedies and cartoons so they always go to cinema when an animated film is out. She is a housewife so she is really good at saving up money. She likes to make use of any coupon or discount and possibly reward points to buy tickets.

User Story

"As an IT Employee, I want to reserve tickets online, so that me and my friends spend a good time together"

"As an Mother and housewife, I want to reserve tickets for my family, so that we spend a quality family time"

User Journey : Daniel



Action	Get App	View Available Movies	Watc Trailers and reviews	Book Tickets	Sharing tickets	Visit Theatre	Post Movie
TaskList	1. Download app 2. Setup account 3. Select preferences & Location	View Available Movies	1. Pick a movie 2. Review ratings and trailers	1. Select Timings 2. Select Number of tickets 3. Get tickets Verified 4. Book Tickets	Share tickets with friends	1. Enter Theatre 2. Get Tickets Verified 3. Go to your seat	1. Speaks to friends 2. shares movie review
Feelings	1. Exited 2. Anxious	Confused over available and upcoming movies	1. Confuse to select movies	1. Being Conscious in selecting tickets	Exited to share with friends	1. Exited 2. Happy	1. Happy 2. Joyful 3. Relaxed
Opportunities		Should be provided with upcoming movies	1. Offer Reviews 2. Offer trailers 3. Movie Description 4. Offer Third party app reviews	1. Provide option to book more than one 2. Confirmation of tickets	Provide and option to share tickets with friends		1. Provide an option to share review

User Journey : AMY

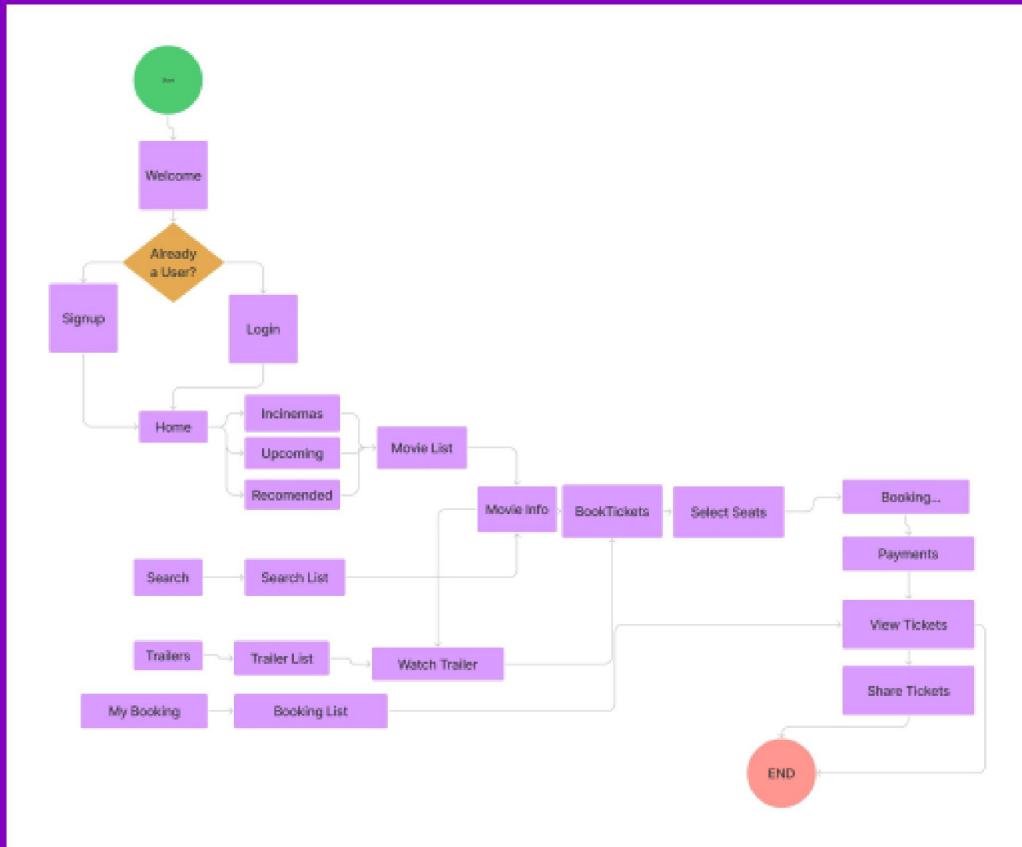


Action	Get App	View Available Movies	Watc Trailers and reviews	Book Tickets	Visit Theatre	Post Movie
TaskList	<ul style="list-style-type: none"> 1. Downloadapp 2. Setup account 3. Selectpreferences & Location 	<ul style="list-style-type: none"> 1. View Available Movies 2. Filter Movies 	<ul style="list-style-type: none"> 1. Pick a movie 2. Review ratings and trailers 3. View Movie Certificate 	<ul style="list-style-type: none"> 1. Select Timings 2. Select seats 3. Select Number of tickets 4. Get tickets Verified 5. Book Tickets 	<ul style="list-style-type: none"> 1. Enter Theatre 2. Get Tickets Verified 3. Go to your seat 	<ul style="list-style-type: none"> 1. Speaks to Family & friends 2. shares movie revie
Feelings	<ul style="list-style-type: none"> 1. Exited 2. Anxious 	Confused over available and upcoming movies	<ul style="list-style-type: none"> 1. Confuse to select movies 	<ul style="list-style-type: none"> 1. Being Consious in selecting tickets 	<ul style="list-style-type: none"> 1. Exited 2. Happy 	<ul style="list-style-type: none"> 1. Happy 2. Joyful 3. Relaxd
Opportunities	Discount for first time user and available coupons	Shold be provided with upcoming movies	<ul style="list-style-type: none"> 1. Offer Reviews 2. Offer trailers 3. Movie Description 4. Offer Third party app reviews 	<ul style="list-style-type: none"> 1. Provide option to book more than one 2. Provide an option for kids friendly seats 		<ul style="list-style-type: none"> 1. Provide an option to share review 2. Provide to share review on social media

3. Ideate

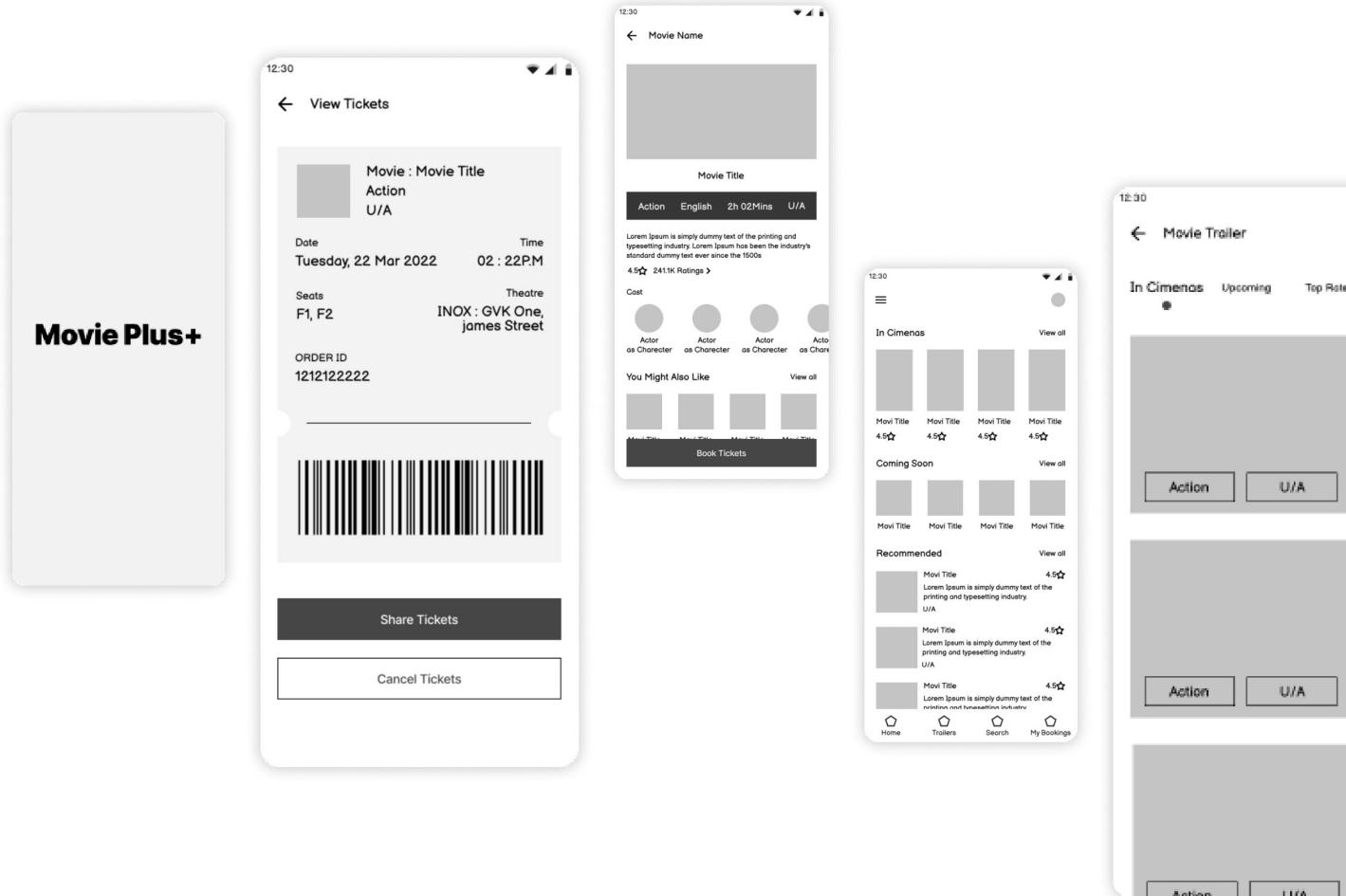
User Flow

Keeping the User-entered design strategy, I started to create User flow from a user point of view to achieve certain tasks which he might go through.

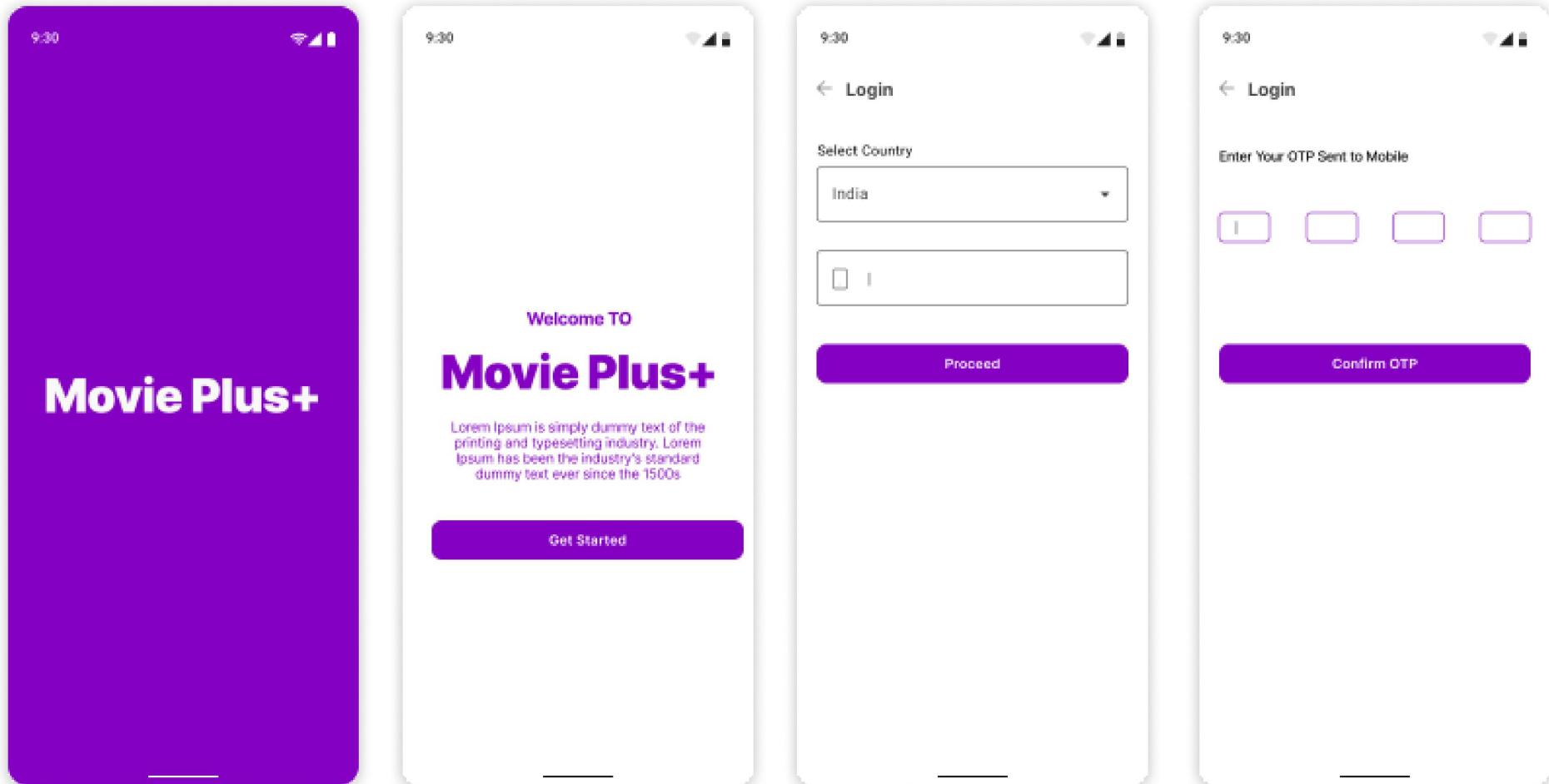


Low Fidelity Wireframes

Once I had understanding of my design, I began to making quick wireframes of potential layouts to Visualise product of each screen



Onboarding



Home

9:30

In Cinemas

Ambulance

Venom

Fast & Furious

Mov Title

The Joker

Venom

Fast & Furious

4.5 ★

4.0 ★

4.0 ★

4.0 ★

View all

Coming Soon

Bat Man

Spider Man

Uncharted

Ambulance

No Way Home

View all

Recommended

Ambulance

Uncharted

Venom

Lawless

Amber Heard

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

View all

Home Trailers Search My Bookings

9:30

Coming Soon

Ambulance

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Lawless

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

9:30

Recomended

Ambulance

Uncharted

Venom

Lawless

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

9:30

Coming Soon

Ambulance

Uncharted

Venom

Lawless

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

4.5 ★

9:30

Trailer

Ambulance

Uncharted

Venom

Lawless

4.5 ★

4.5 ★

4.5 ★

4.5 ★

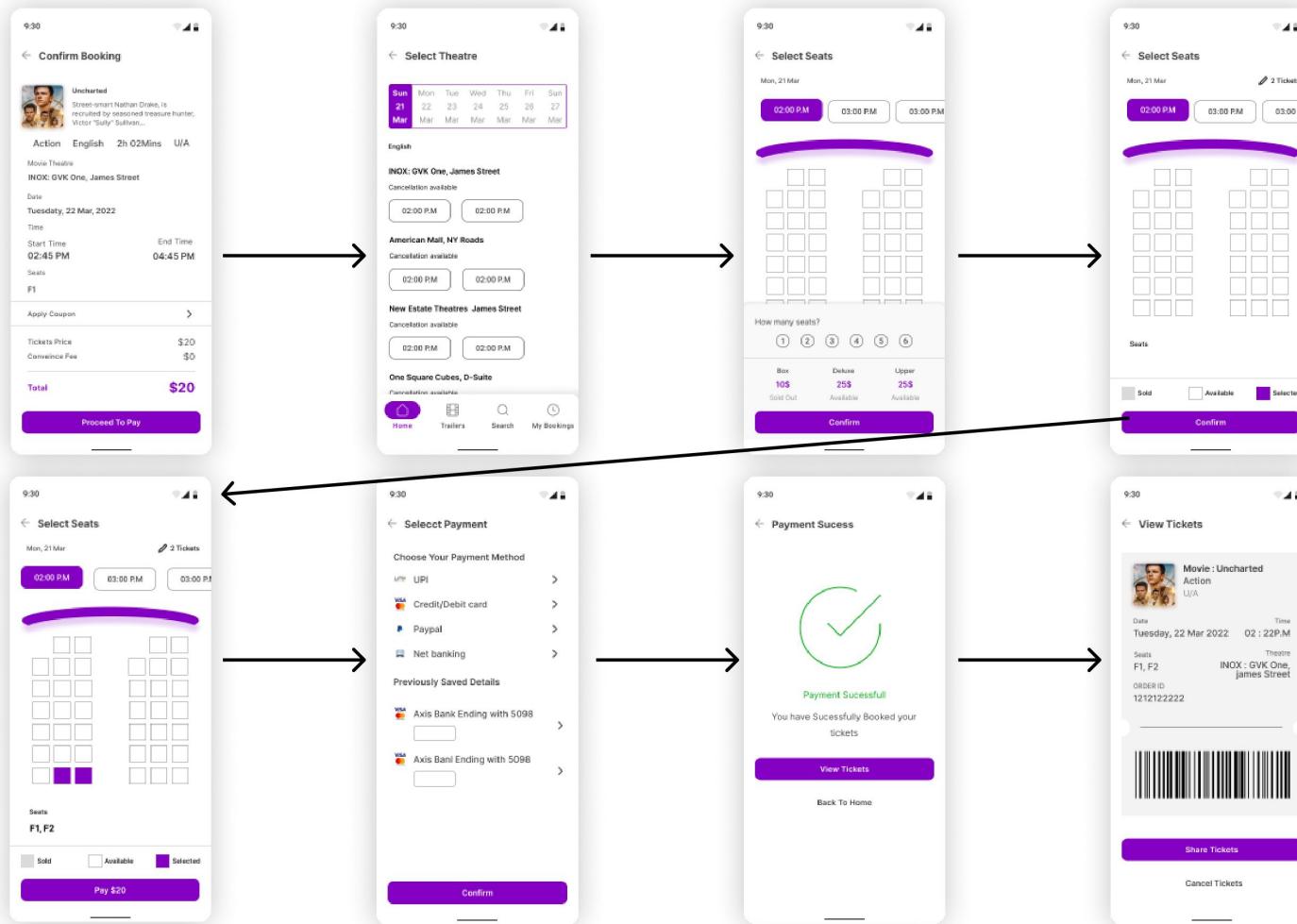
4.5 ★

4.5 ★

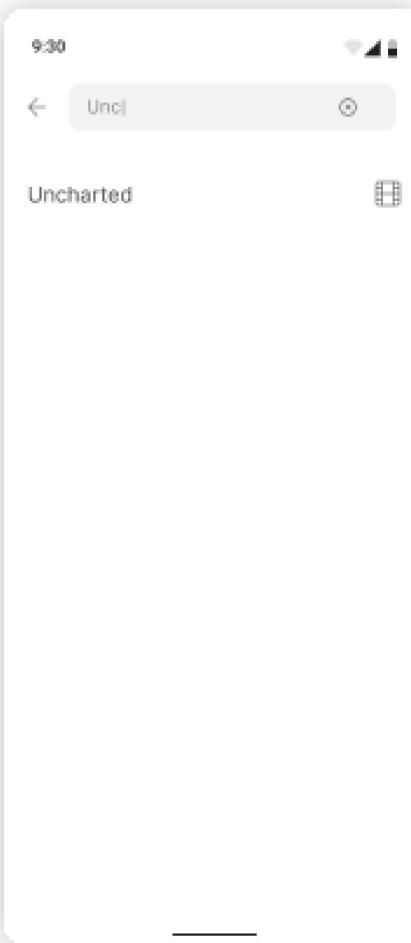
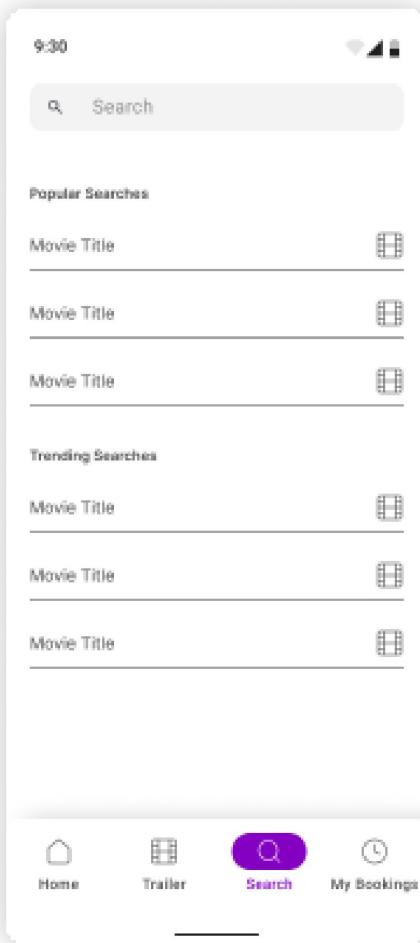
4.5 ★

4.5 ★

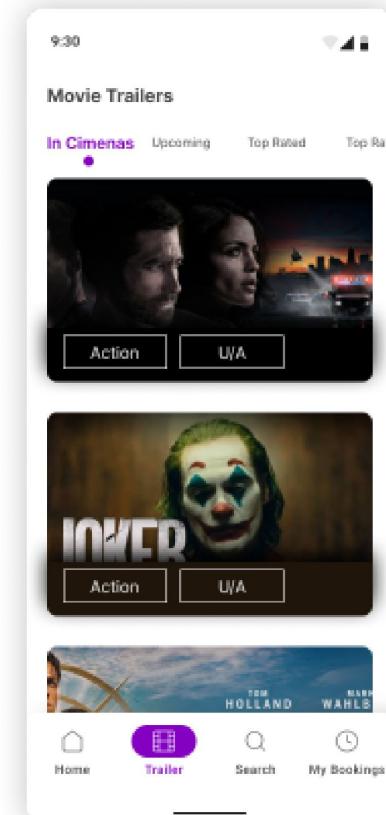
Booking Flow



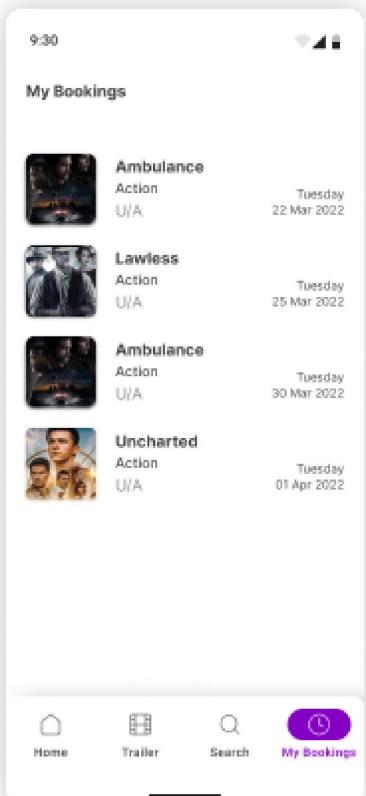
Search



Trailer List



My Bookings



Takeaway

What I learned?

Learned to Conduct UserResearch,
Creating Wireframes, Ticket Booking
Experience

