

# Case study title

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Rahul sharma

# Project overview



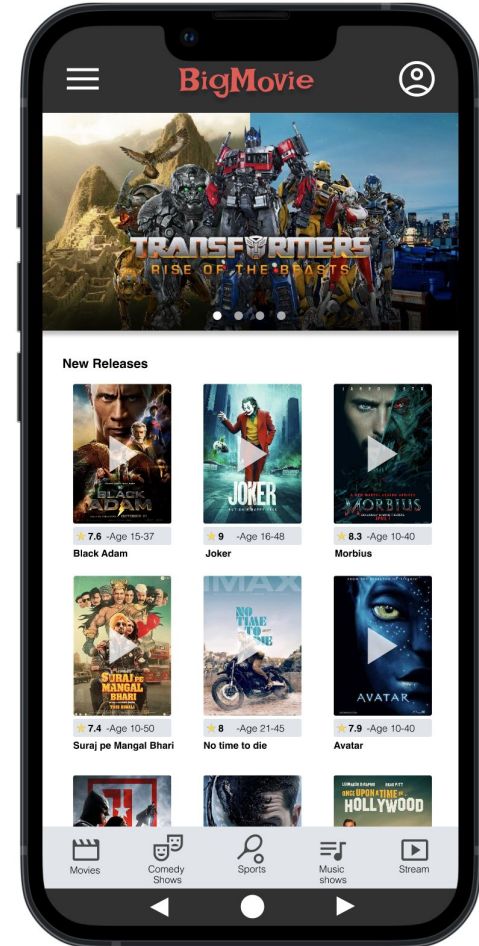
## The product:

Bigmovie app is a movie ticket booking and trailer playing app for theaters. Bigmovie app is more accessible and easy to use for the user and provides age based rating system that helps the user in selecting a movie to watch.



## Project duration:

June 2023



# Project overview



## The problem:

The user spends a lot of time deciding on what to watch by watching trailers of every movie released in the theater.



## The goal:

To design a mobile application that helps user on deciding which movie to watch and accessible for the first time user.

# Project overview



## My role:

UX designer designing Bigmovie app from conception to delivery.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

# Understanding the user

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

# User research: summary



I created a short survey to find a user group and created empathy map to understand my user group.

I did some personal interviews and understood the audience for the application, I came to know that in a family, the ladies are the influencers of the family to watch a movie. This was a finding for me and the majority of them are confused by the cluttered interface of the application.

# User research: pain points

1

## Time

Wasting time searching for trailers and movie details across different platforms.

2

## Locating

Difficulty finding information about showtimes, ticket availability, and theater amenities.

3

## Limited Reviews

Limited access to personalized movie recommendations and reviews.

4

## Interface

Frustration with a cluttered and confusing interface in existing movie apps..



**Alex**

**Age:** 28

**Education:** B.Tech

**Hometown:** New York

**Family:** Lives alone

**Occupation:** Marketing Executive

*“I love watching exploring different genres but finding the right movie which is relevant to me becomes a hassle”*

## Goals

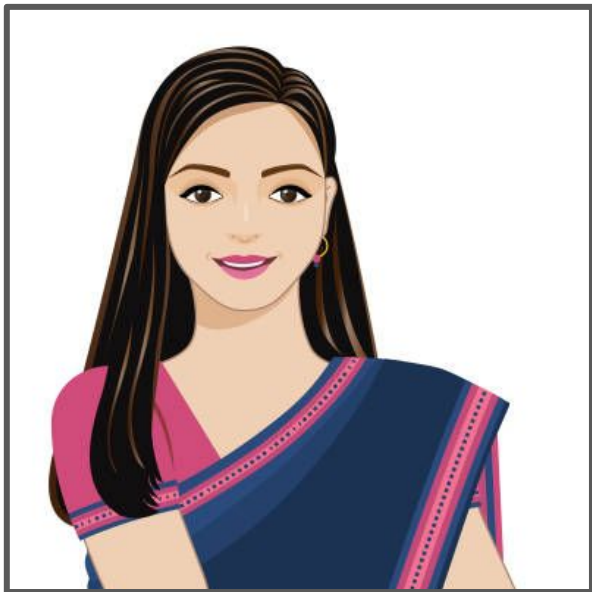
- Alex wants to stay updated on the latest movie trailers and releases.
- They enjoy browsing through different genres and discovering movies they haven't heard of before.

## Frustrations

- Wasting time searching for trailers and movie details across different platforms.
- Difficulty finding information about showtimes, ticket availability, and theater amenities.

Alex is a movie enthusiast who loves to keep up with the latest releases. They enjoy spending their free time at the local movie theatre, exploring different genres, and discovering new films. Alex is tech-savvy and always on the lookout for convenient ways to access movie information and finds the existing apps very confusing and cluttered.





**Mitali**

**Age:** 37

**Education:** B.A

**Hometown:** Punjab (India)

**Family:** 2 sons, a husband

**Occupation:** Housewife

*“Finding a relevant movie so that I can relate with it is difficult and I always end up watching the same movies again and again”*

## Goals

- To maintain a healthy lifestyle.
- To utilise the day by watching relevant videos and inspiring movies.

## Frustrations

- Finding a right movie is a headache.
- I always end up watching a movie I have already watched just to save my time of finding a movie.

Mitali is a housewife who spends majority of time alone in the house watching videos and surfing through internet on phone as both her sons are working in different states and husband comes late from office in evening. Whenever she wants to watch a movie, a lot of time is wasted looking for the movie or closing the movie after starting it as she does not know much about the background of the movie.

# User journey map

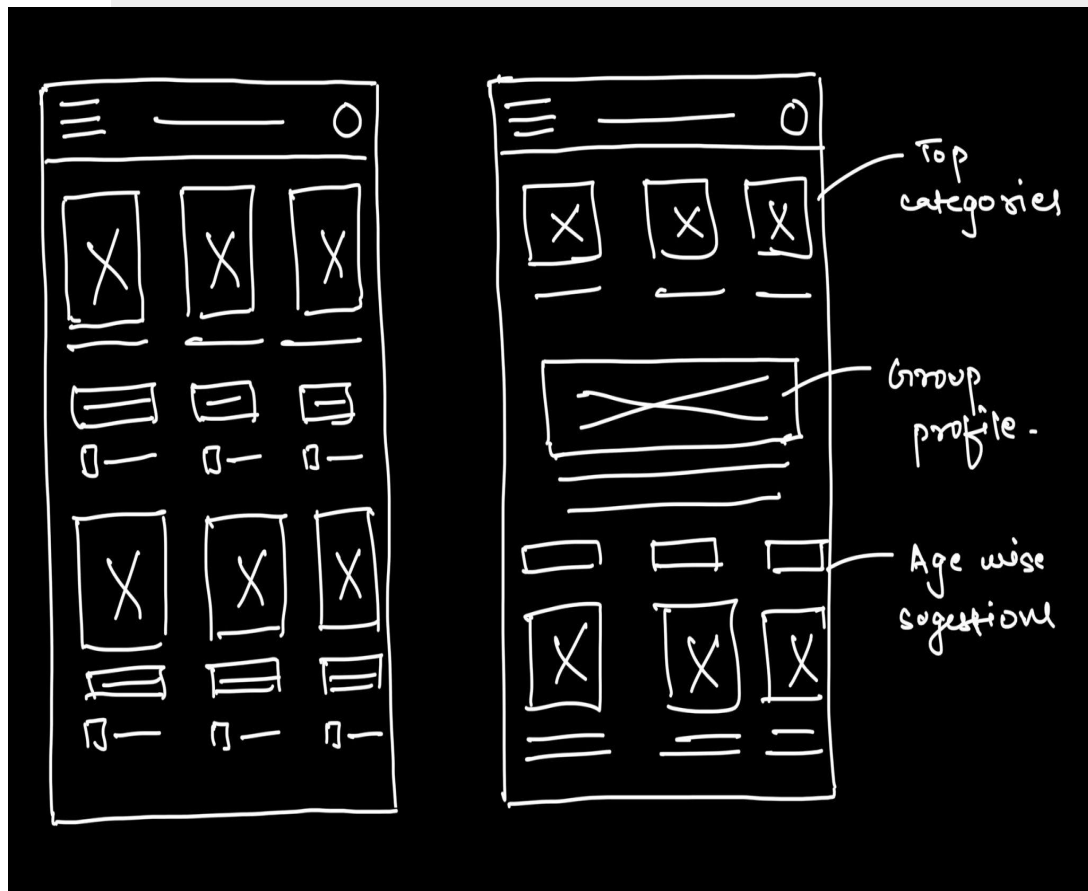
Mapping Mitali's user journey revealed how helpful it would be for users to have age based rating system as it helps users to book movie tickets without wasting any time.

ACTION	Onboarding	Home Screen	Movie Listings	Trailer Playback and details	Booking and Showtimes
TASK LIST	A. Downloading the application B. Creating account and logging in C. Setting movie preferences and language chces.	A. Browse featured trailers, upcoming releases, and popular movies. B. using search bar to find specific movies or genres of interest.	A. explores different genres, release dates, or popularity filters to discover movies. B. Watching the trailer if interested by clicking relevant option	A. play, pause, adjust volume, and switch to full-screen mode while watching the trailer. B. option to add the movie to their watchlist or mark it as "watched" for future reference.	A. Checking the schedule and planning the show accordingly. B. Checking with husband before booking C. Selecting the seats in the theatre.
EMOTIONS	Overwhelmed by the new interface of the app.	Confused by multiple buttons.	Dissatisfied by watching plenty of trailers.	Annoyed by pushing different buttons like auto rotate, volume increase, decrease	Confused by managing the timings of the family members. Happy after booking the movie tickets.
IMPROVEMENT OPPORTUNITIES	Big buttons and easy to understand interface for the new user.	Buttons with icons that are easy to understand.	Trailer can be auto played if screen stays on the movie poster.	Volume and brightness control could be done by gestures.	Multiple profile can be integrated where family members can vote for their choices.



# Paper wireframes

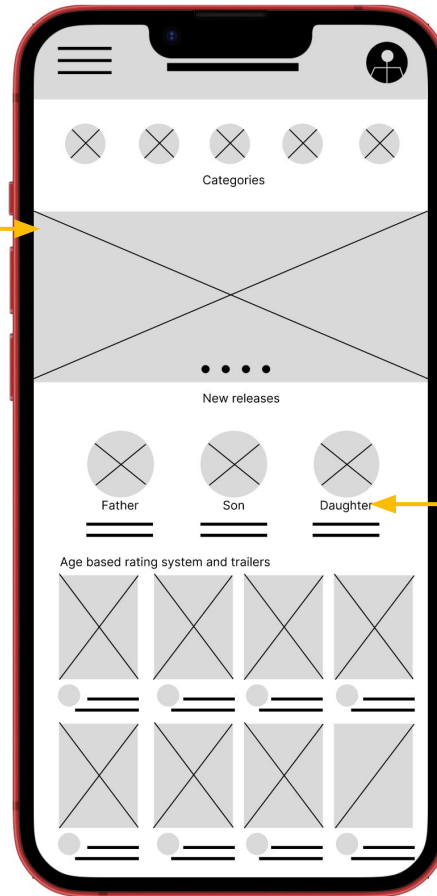
The rough ideation wireframes were done with many ideas then the main features were selected to make the final paper wireframe



# Digital wireframes

The main features needed by the user were placed distinctly so that the user can choose between the options without any confusion

Auto scrolling display of new movies released into the location

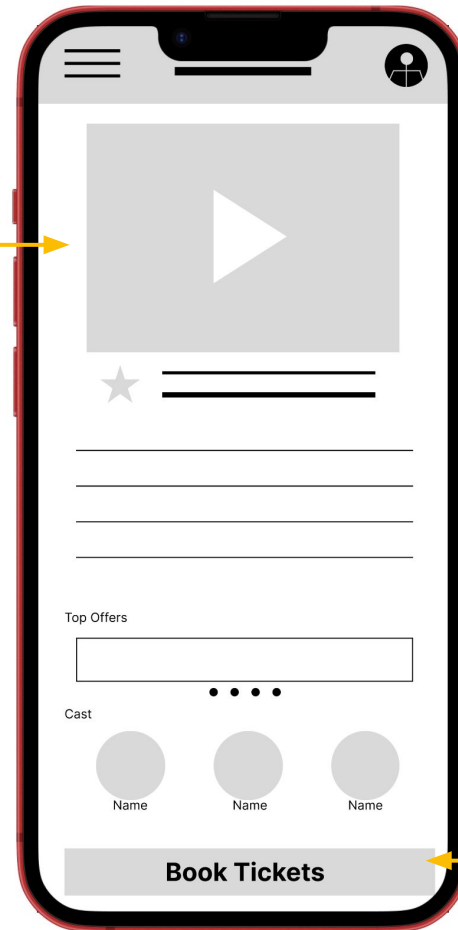


The group profiles of the family that allows the user to book according to the group preference

# Digital wireframes

After choosing the movie the screen goes to play the trailer automatically with a button to book the tickets for the selected movie

Auto trailer play for the selected movie



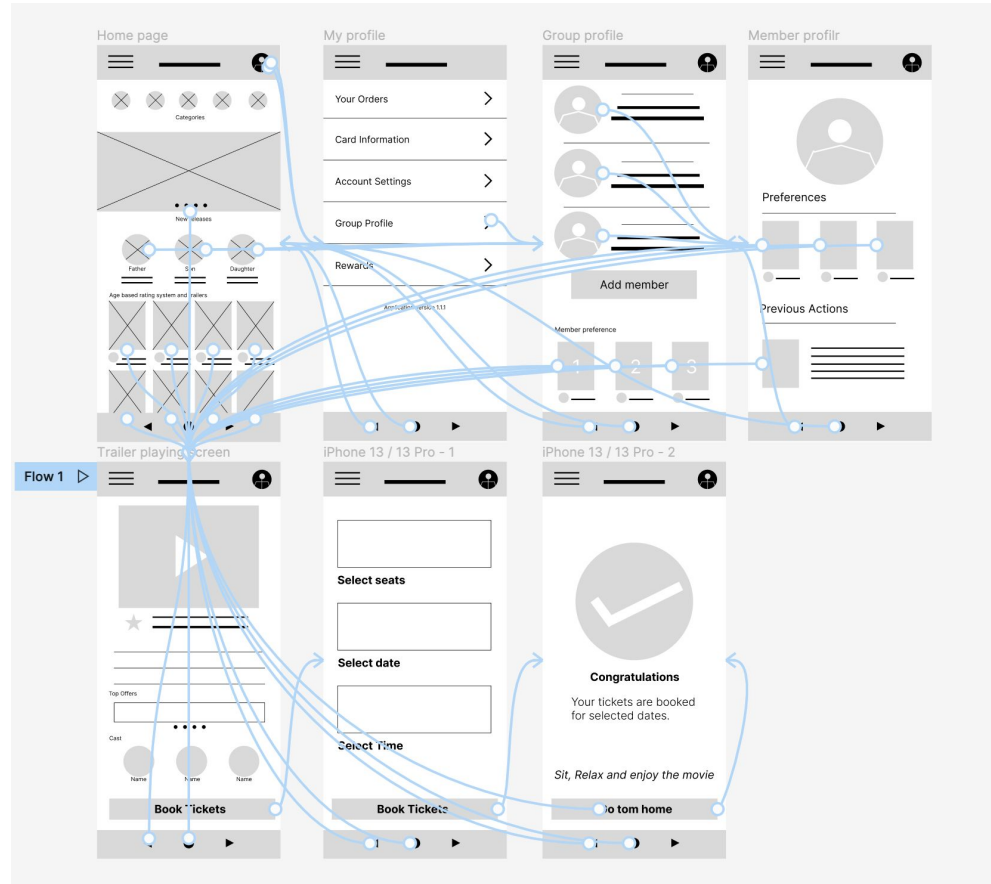
Big button to book the tickets easily

# Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of booking and watching a trailer for a movie in a theatre.

Link to Movietime:

<https://www.figma.com/proto/WcnDvOsArabj9zmvwTztud/Digital-wireframe?page-id=0%3A1&type=design&node-id=2-7&viewport=348%2C360%2C0.55&scaling=scale-down&starting-point-node-id=3%3A176>



# Usability study: findings

An unmoderated usability study was conducted for 5 people to gather observations and insights for the usage of the Bigmovie application

## Round 1 findings

- 1 Users want rating system specifically for a selected age.
- 2 Users want a less complicated home page.
- 3 Confirmation page is needed.

## Round 2 findings

- 1 Group booking is a bit complicated and confusing
- 2 The age based rating system needs to be a bit more visible and easy to understand for the user.



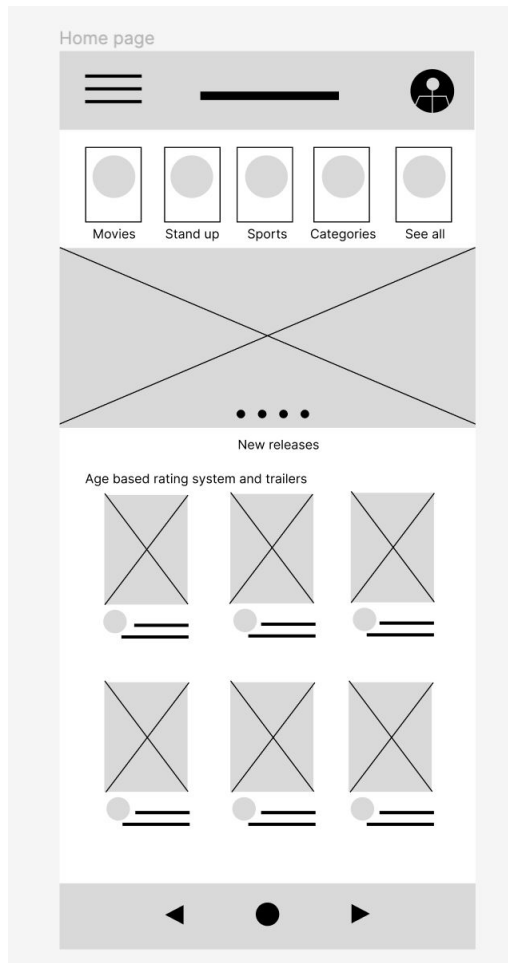
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

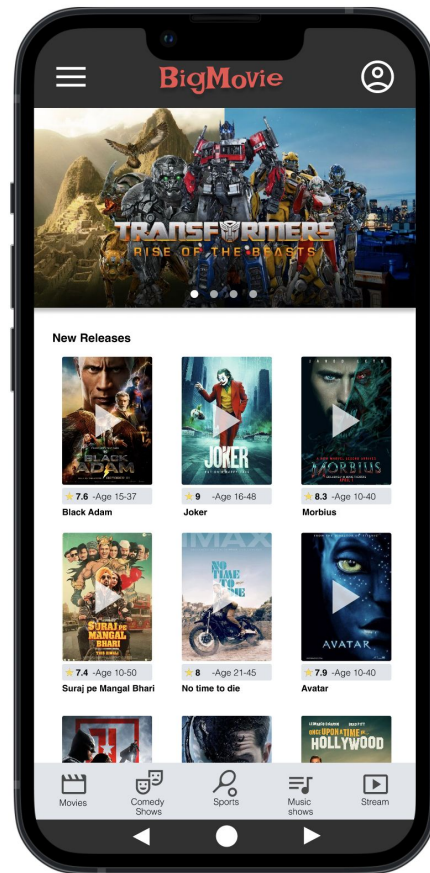
# Mockups

Earlier designs started with category panel on the top but after usability study that panel was shifted to the bottom as it was making the page a bit cluttered and hence make the landing page less complicated.

Before usability study

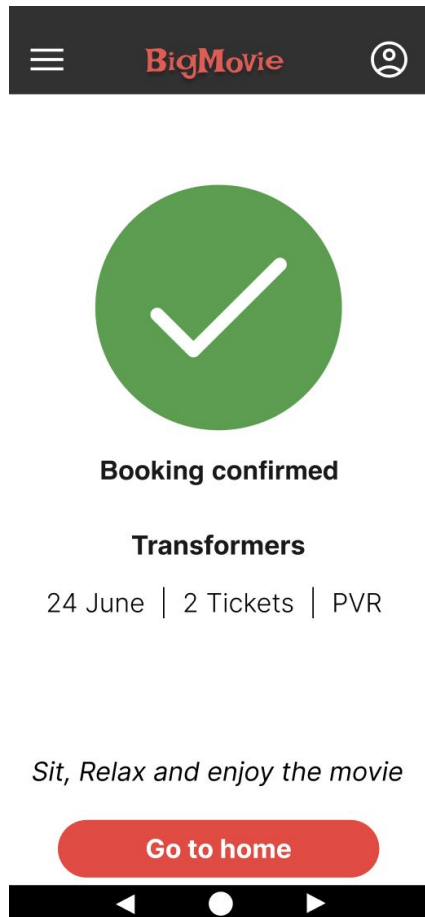
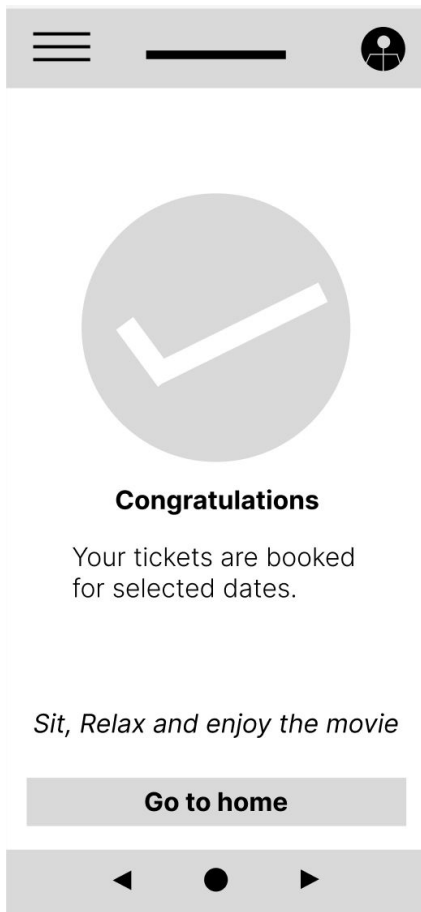


After usability study

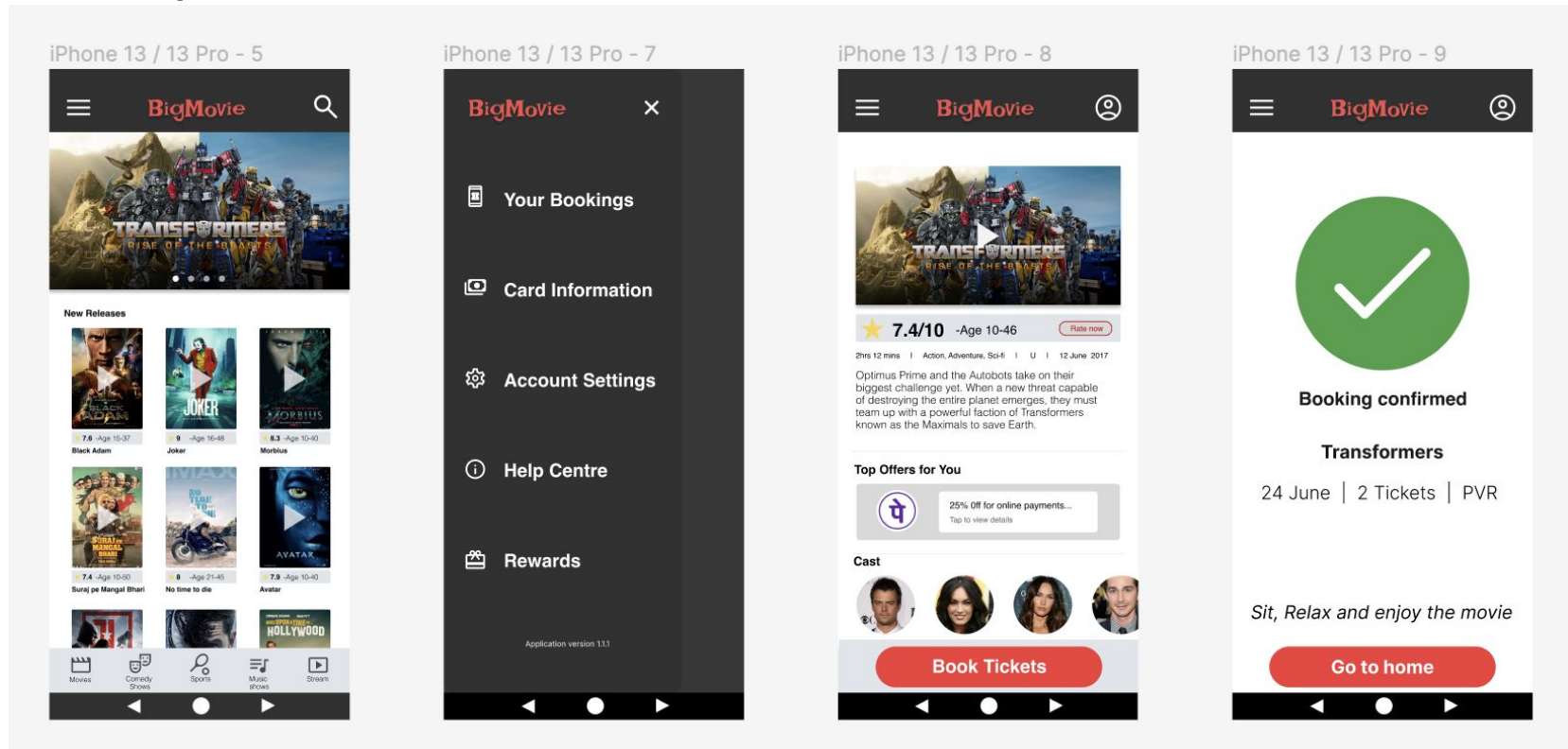


# Mockups

[Your notes about goals and thought process]



# Mockups

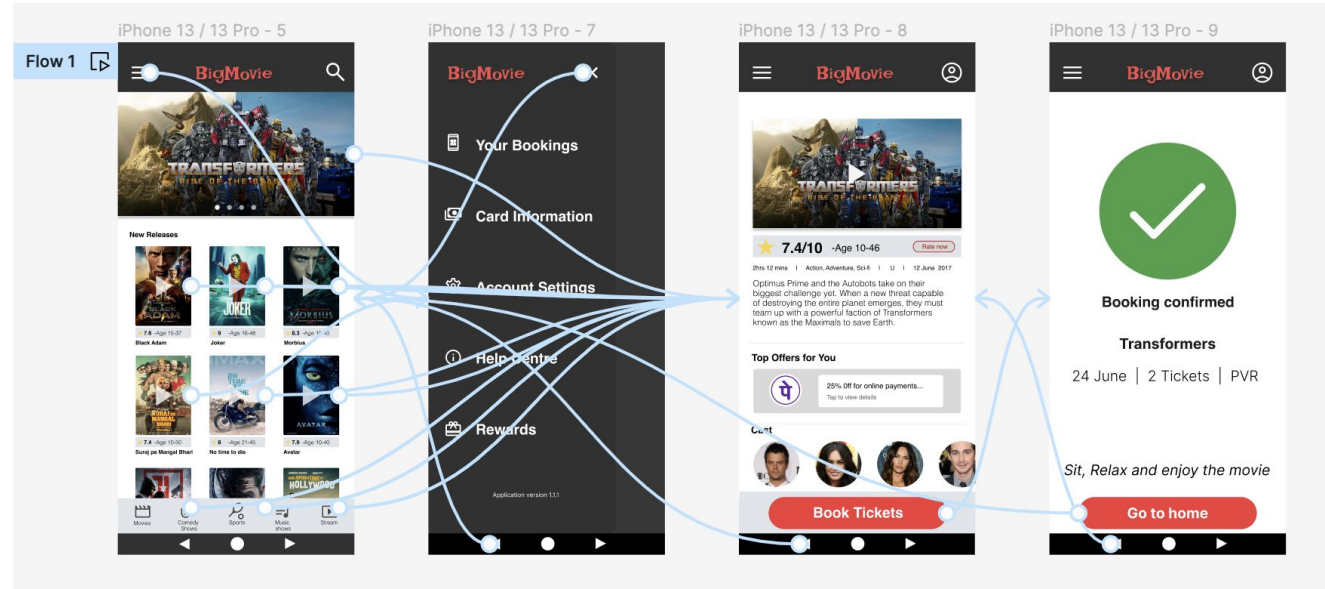


# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for choosing a movie and book tickets for a theater. It also met user needs for age based rating system for easy selection.

View the Bigmovie

[high-fidelity prototype](#)



# Accessibility considerations

1

Alt text to images for screen readers and better understanding of the flow

2

Used icons to help make navigation easier.

3

Used detailed imagery for posters to help all users better understand the designs.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The app allows the first time user to understand the flow and helps booking the movie of their choice by giving age based rating system.



## What I learned:

While designing the Bigmovie app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.



# Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Monitored usability studies for user above 40 year of age specially women to understand their pain points while using the aoo

3

User studies to understand more areas of need.

# Let's connect!



Thank you for your time reviewing my work on the Bigmovie app! If you'd like to see more or get in touch, my contact information is provided below.

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