

# Redesigning the Amherst Cinema Website

Amherst Cinema is a **local independent nonprofit theater**

I use their website sometimes to **purchase tickets to their movies/special events**, and **check showtimes**

<https://amherstcinema.org/>



# Home Page

The screenshot shows the Amherst Cinema website. At the top is a navigation bar with the logo and links for Films & Events, Membership, Support, About, and Sign In. Below the navigation bar is a carousel featuring the movie 'MY OLD ASS' with a play button and a progress indicator. To the left of the calendar is a 'PLAYING TODAY' section listing movies like 'BETWEEN THE TEMPLES', 'GIRLS WILL BE GIRLS', 'LOOK INTO MY EYES', 'SING SING', 'SUGARCANE', and 'THE CONVERSATION'. In the center is a 'BROWSE OUR CALENDAR' section with a monthly calendar for September 2024. Below the calendar is an 'UPCOMING IN-PERSON' section featuring 'National Theatre Live NT LIVE: PRIMA FACIE' and 'Late Nights THE GUEST'. To the right is an 'ABOUT US' section with a newsletter sign-up and information about the cinema's mission and programs.

**Navigation Bar** - Films/Events, Membership, Support (Amherst Cinema), About, Sign In, and Amherst Cinema Socials

**Carousel** - Main current shows/events

**Playing Today** - Showtimes for today

**Calendar** - Hover to see showtimes for a specific date

**About Us** - Newsletter, About, Parking Tips, News (Again), Accessibility Details, Awards

**Upcoming In-Person** - Upcoming movies/events

# Home Page

Upcoming In-Person  
(cont.) - Upcoming  
movies/events

Newsletter Signup -  
Signup for Amherst  
Cinema newsletter

**Restorations & Rediscoveries**

**PARIS, TEXAS**  
New 4K restoration. New German Cinema pioneer Wim Wenders (PERFECT DAYS, WINGS OF DESIRE) brings his keen eye for landscape to the American Southwest in PARIS, TEXAS, a profoundly moving character study written by Pulitzer Prize-winning playwright Sam Shepard.  
Sun, 9/29 1:00 pm  
Wed, 10/9 7:00 pm

**Five on Film**

**THE INCREDIBLY TRUE ADVENTURE OF TWO GIRLS IN LOVE**  
Touching and poignant, this acclaimed coming-of-age comedy, an iconic part of the 1990s queer cinema canon, tells the story of two teenagers whose unexpected friendship grows into the joyful wildness of first love. Introduction by Sarah Willie-LeBreton, President of Smith College.  
Tue, 10/1 7:00 pm

**JOIN OUR E-NEWSLETTER!**

\* Email

\* First Name

\* Last Name

By submitting this form, you are consenting to receive marketing emails from: Amherst Cinema. You can revoke your consent to receive emails at any time by using the [Unsubscribe](#) link, found at the bottom of every email. Emails are serviced by Constant Contact.

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Amherst Cinema is a 501(c)(3) nonprofit cultural and charitable organization.

**SITE DIRECTORY**

**FILMS**  
Coming Soon  
Special Events

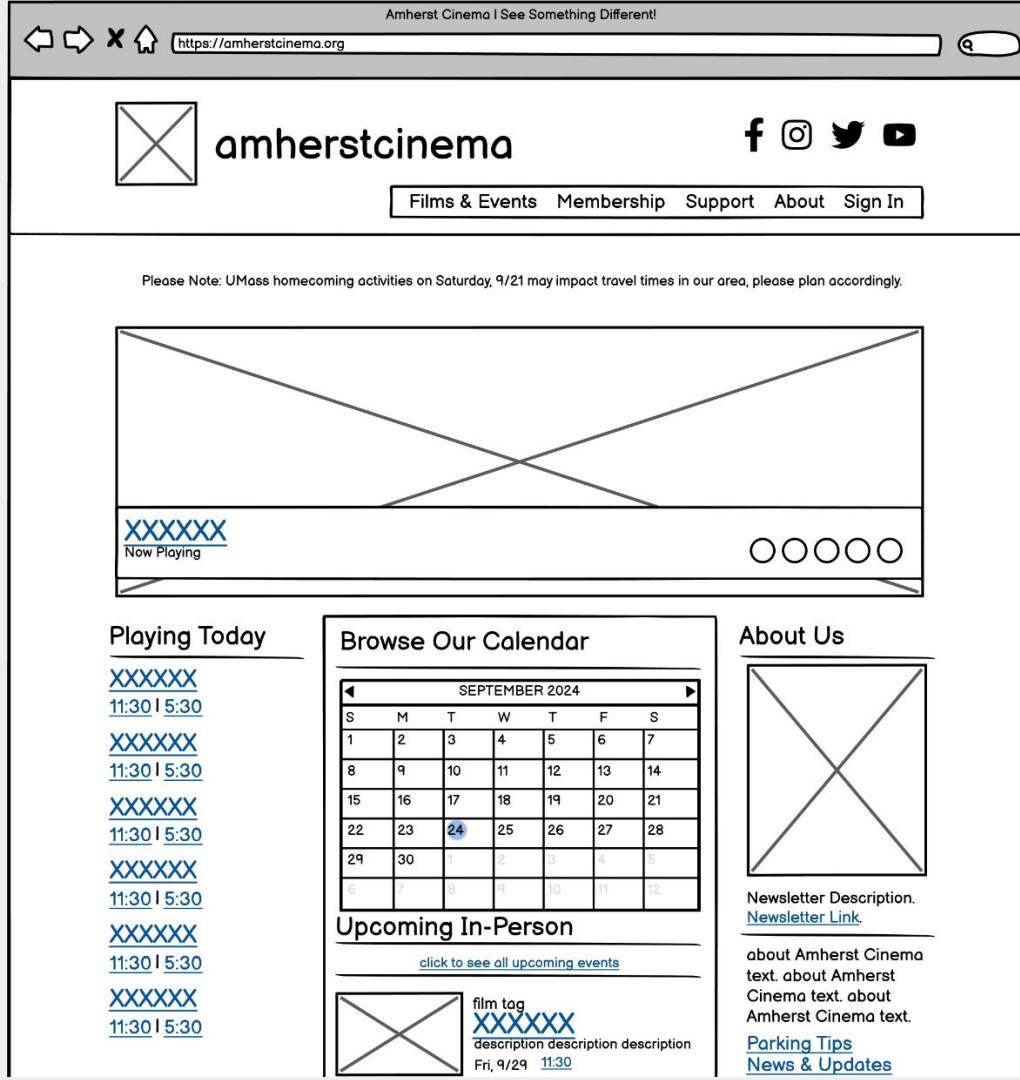
**MEMBERSHIP**  
Membership Join/Renew  
Donate  
Gift Ideas

**ABOUT US**  
About Amherst Cinema  
Board & Staff  
Awards & Recognitions  
Employment  
Volunteer  
Contact

Privacy Policy

Footer - Films,  
Membership, About Us  
details (again); Contact  
and Nonprofit details

# Home Page (Wireframe)



# Home Page (Wireframe)

film tag  
[XXXXXX](#)  
description description description  
Fri, 9/29 [11:30](#)

film tag  
[XXXXXX](#)  
description description description  
Fri, 9/29 [11:30](#)

film tag  
[XXXXXX](#)  
description description description  
Fri, 9/29 [11:30](#)

[Accessibility](#)  
[Awards & Recognition](#)

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[Membership Join/Renew](#)  
[Donate](#)  
[Gift Ideas](#)

ABOUT US

[About Amherst Cinema](#)  
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[Awards & Recognition](#)  
[Employment](#)  
[Volunteer](#)  
[Contact](#)

5

\*hovering on About

Amherst Cinema | See Something Different!

https://amherstcinema.org

amherstcinema

Films & EventsMembershipSupportAboutSign In

Please Note: UMass homecoming activities on Saturday, 9/21 may impact travel times accordingly.

[XXXXXX](#)  
Now Playing

About Amherst Cinema  
Special Event Newsletter  
Health & Safety  
News & Updates  
Board & Staff  
Awards & Recognition  
Employment  
Contact

### Playing Today

[XXXXXX](#)  
[11:30 | 5:30](#)

[XXXXXX](#)  
[11:30 | 5:30](#)

[XXXXXX](#)  
[11:30 | 5:30](#)

[XXXXXX](#)  
[11:30 | 5:30](#)

[XXXXXX](#)  
[11:30 | 5:30](#)


[XXXXXX](#)  
[11:30 | 5:30](#)

### Browse Our Calendar

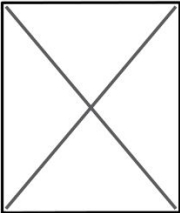
SEPTEMBER 2024						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

### Upcoming In-Person

[click to see all upcoming events](#)

 film tag  
[XXXXXX](#)  
description description description  
Fri, 9/29 11:30

### About Us

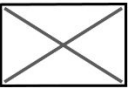


Newsletter Description.  
[Newsletter Link](#)


about Amherst Cinema text. about Amherst Cinema text. about Amherst Cinema text.

[Parking Tips](#)  
[News & Updates](#)


Home Page  
(Wireframe)  
\*hovering on About



film tag  
[XXXXXX](#)  
description description description  
Fri, 9/29 [11:30](#)



film tag  
[XXXXXX](#)  
description description description  
Fri, 9/29 [11:30](#)



film tag  
[XXXXXX](#)  
description description description  
Fri, 9/29 [11:30](#)

[Accessibility](#)

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[Board & Staff](#)

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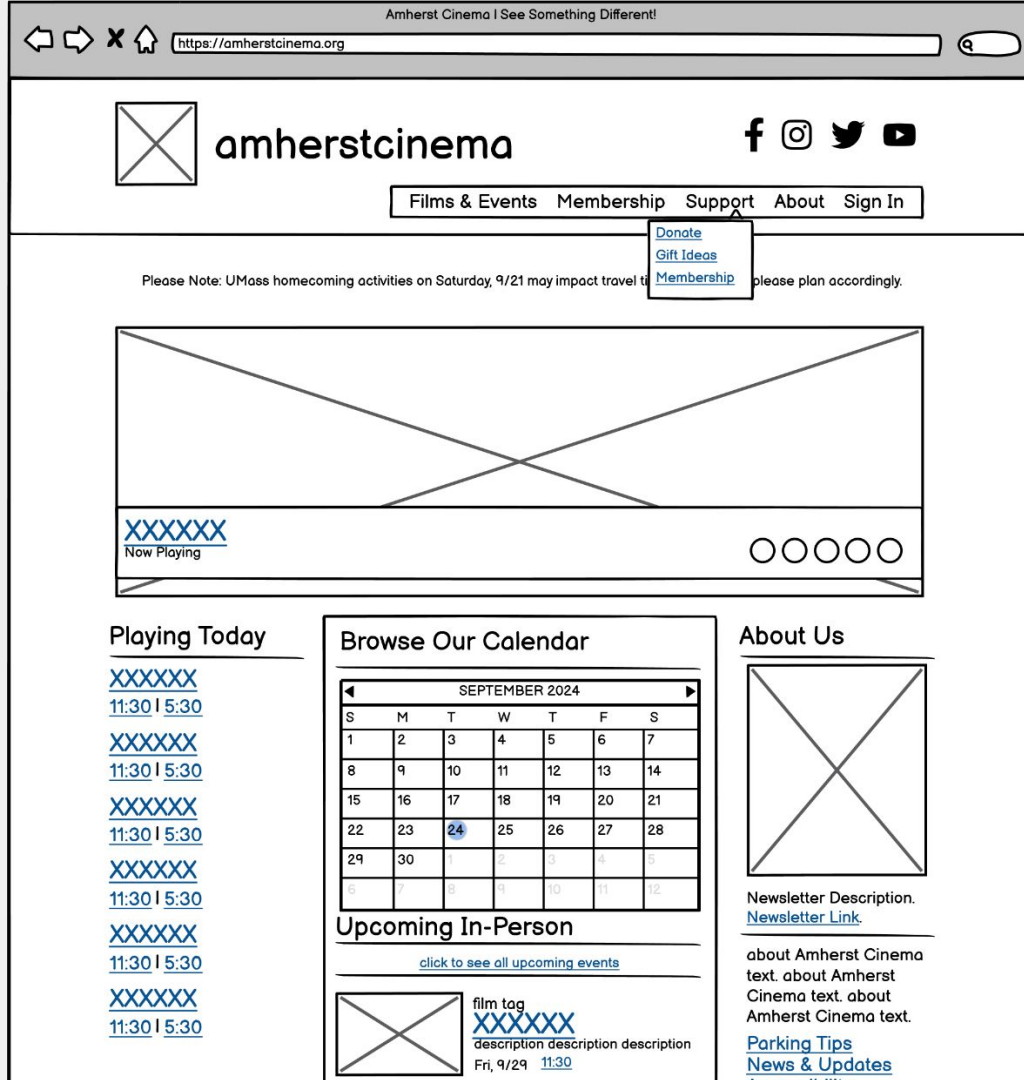
[Employment](#)

[Volunteer](#)

[Contact](#)


# Home Page (Wireframe)

\*hovering on Support







Home Page  
(Wireframe)  
\*hovering on Support



film tag  
[XXXXXX](#)  
description description description  
Fri, 9/29 [11:30](#)



film tag  
[XXXXXX](#)  
description description description  
Fri, 9/29 [11:30](#)



film tag  
[XXXXXX](#)  
description description description  
Fri, 9/29 [11:30](#)

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  - [Coming Soon](#)
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- MEMBERSHIP

  - [Membership Join/Renew](#)
  - [Donate](#)
  - [Gift Ideas](#)
- ABOUT US


  - [About Amherst Cinema](#)
  - [Board & Staff](#)
  - [Awards & Recognition](#)
  - [Employment](#)
  - [Volunteer](#)
  - [Contact](#)

\*hovering on Membership




# Home Page (Wireframe)


\*hovering on Membership



film tag  
[XXXXXX](#)  
description description description  
Fri, 9/29 [11:30](#)



film tag  
[XXXXXX](#)  
description description description  
Fri, 9/29 [11:30](#)



film tag  
[XXXXXX](#)  
description description description  
Fri, 9/29 [11:30](#)

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### SITE DIRECTORY

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#### MEMBERSHIP

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#### ABOUT US

[About Amherst Cinema](#)  
[Board & Staff](#)  
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# Areas of Weakness

## 1. Visibility of Main Functionalities

- Most users come to this website to **purchase movie/event tickets, explore movie/event times, and plan their visit** (information about parking/locations/etc.)
- In the current version of the website, almost all of this information is **below the fold** (users have to scroll to find this information)
- The page is also **cluttered with other information**: the **About Us** section with a **newsletter with unreadable text**, and an **E-Newsletter Signup** right on the page
- This makes viewing showtimes/purchasing tickets **much harder than it needs to be**, discouraging users from going to Amherst Cinema

# Areas of Weakness

## 2. Poor Navigation Bar Organization

- The Navigation Bar has **confusing information architecture** that may impede users from finding information they're looking for
- For example, the “Membership” page is **linked twice** under “Membership” and “Support”
  - As a nonprofit, I can understand that getting memberships is important to sustain Amherst Cinema, but linking it twice (three times counting the footer) makes the **discoverability of the main functionalities worse**
- Also, the “About Us” section contains a mix of information about Amherst Cinema and logistics such as parking/health/safety information, **linking to 8 different pages**
  - Navigating **many pages in one section** is a **challenge** for users to find what they want
- Some pages such as the “**Parking Tips**” page are **linked only on the home page** and not in the Navigation Bar, even though this is important information

# Areas of Weakness

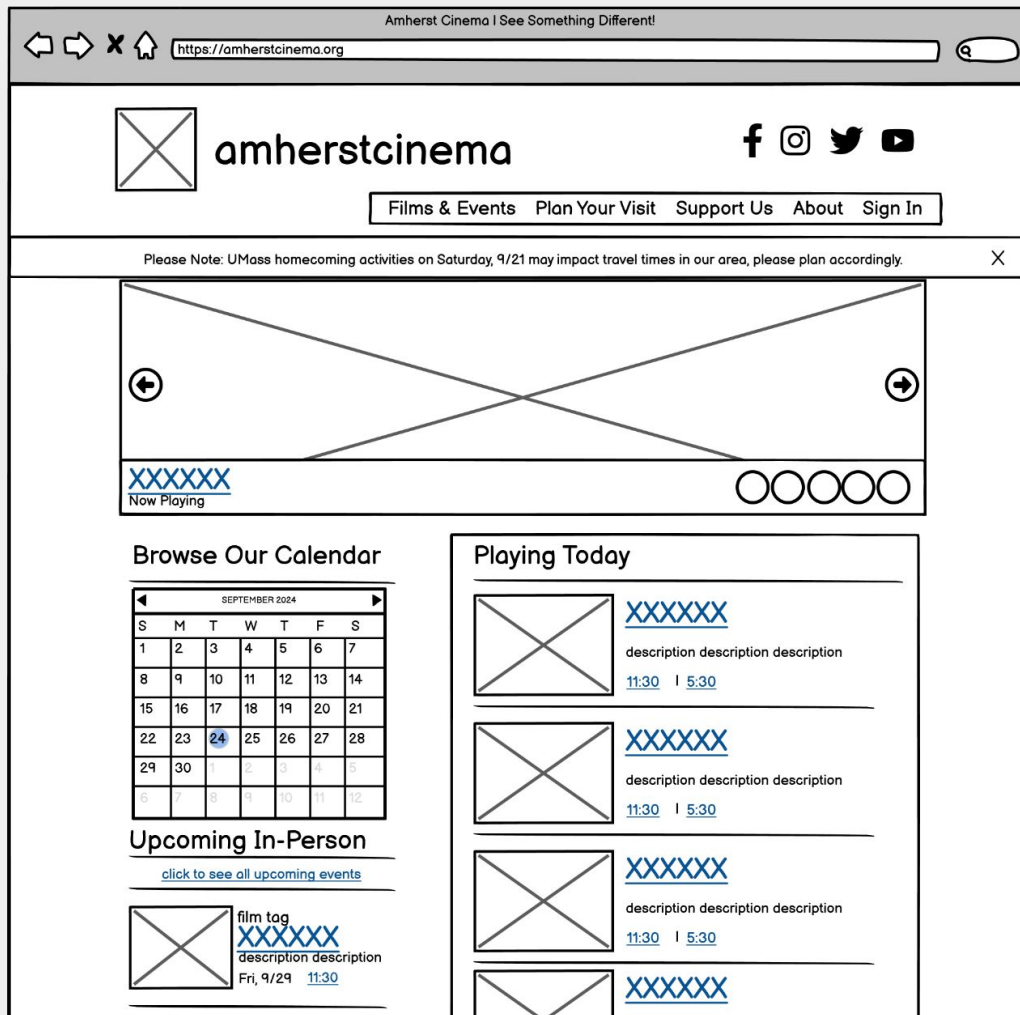
## 3. Carousel Issues

- The carousel is one of the elements on the page that **causes the “Playing Today” section to be below the fold**
- However, the carousel is also **hard to navigate** as it **switches images/movies every few seconds**, and the **only way to go to a specific image/movie is to click on one of the dots**
- It's **frustrating as a user to read the title/subtitle** of a movie on the carousel only for it **to switch to something else**
- It's difficult to go to the previous image/movie because **the dots are very small to click** (even harder on mobile)
- There is also a **negative transfer effect** because **most carousels on websites have arrows** to navigate/scroll through the images

# New Home Page (Wireframe)

**Carousel** - Shorter; new navigation arrows, bigger dots

**Calendar/Upcoming** - Smaller, but still accessible






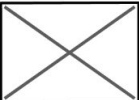

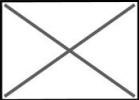


**Navigation Bar** - Membership in Support Us; new Plan Your Visit

**Please Note** - Dismissable alert

**Playing Today** - Biggest part of website; only two columns now; images for the movies

# New Home Page (Wireframe)

 film tag <a href="#">XXXXXX</a> description description Fri, 9/29 <a href="#">11:30</a>	 description description description <a href="#">11:30</a>   <a href="#">5:30</a>
 film tag <a href="#">XXXXXX</a> description description Fri, 9/29 <a href="#">11:30</a>	 <a href="#">XXXXXX</a> description description description <a href="#">11:30</a>   <a href="#">5:30</a>
 film tag <a href="#">XXXXXX</a> description description Fri, 9/29 <a href="#">11:30</a>	 <a href="#">XXXXXX</a> description description description <a href="#">11:30</a>   <a href="#">5:30</a>
 film tag <a href="#">XXXXXX</a> description description Fri, 9/29 <a href="#">11:30</a>	 <a href="#">XXXXXX</a> description description description <a href="#">11:30</a>   <a href="#">5:30</a>

**Footer** - Removed  
sitemap (redundant);  
shifted less important  
info (right column)  
down to footer - e.g.  
Newsletter/Plan Your  
Visit/About Amherst  
Cinema info

**Membership/Support -**  
Kept Membership/  
Support details visible by  
linking in footer

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Plan Your Visit

- [Health & Safety](#)
- [Parking Tips](#)
- [Accessibility](#)
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# New Home Page (Wireframe)

\*clicked "Please Note" X

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Films & EventsPlan Your VisitSupport UsAboutSign In

XXXXXX

Now Playing


Browse Our Calendar

SEPTEMBER 2024

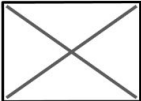
S	M	T	W	T	F	S
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8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5
6	7	8	9	10	11	12

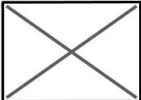
Upcoming In-Person

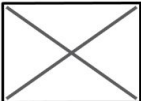
click to see all upcoming events


film tag  
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description description  
Fri, 9/29 11:30

Playing Today

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description description description  
11:30 | 5:30

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description description description  
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description description description  
11:30 | 5:30

XXXXXX

# New Home Page (Wireframe)

\*clicked “Please Note” X

film tag  
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description description  
Fri, 9/29 11:30

film tag  
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description description  
Fri, 9/29 11:30

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Fri, 9/29 11:30

description description description  
11:30 | 5:30

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description description description  
11:30 | 5:30

XXXXXX  
description description description  
11:30 | 5:30

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Parking Tips

Accessibility

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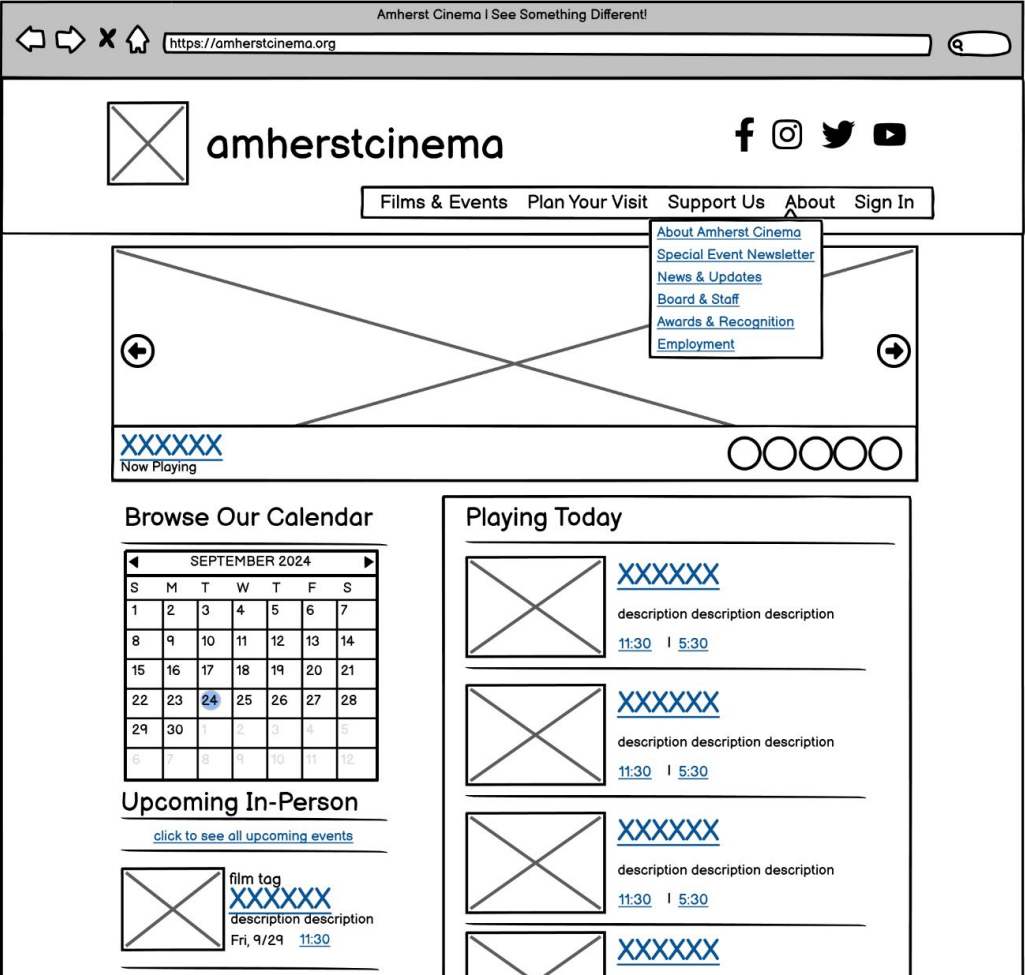
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# New Home Page (Wireframe)

\*hovering on About



**Navigation Bar -**  
Moved some pages  
from About Us to  
Plan Your Visit;  
more findable

# New Home Page (Wireframe)

\*hovering on About

film tag  
XXXXXX  
description description  
Fri, 9/29 11:30

film tag  
XXXXXX  
description description  
Fri, 9/29 11:30

film tag  
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Fri, 9/29 11:30

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11:30 | 5:30

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11:30 | 5:30

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description description description  
11:30 | 5:30

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Plan Your Visit

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Parking Tips

Accessibility

News & Updates

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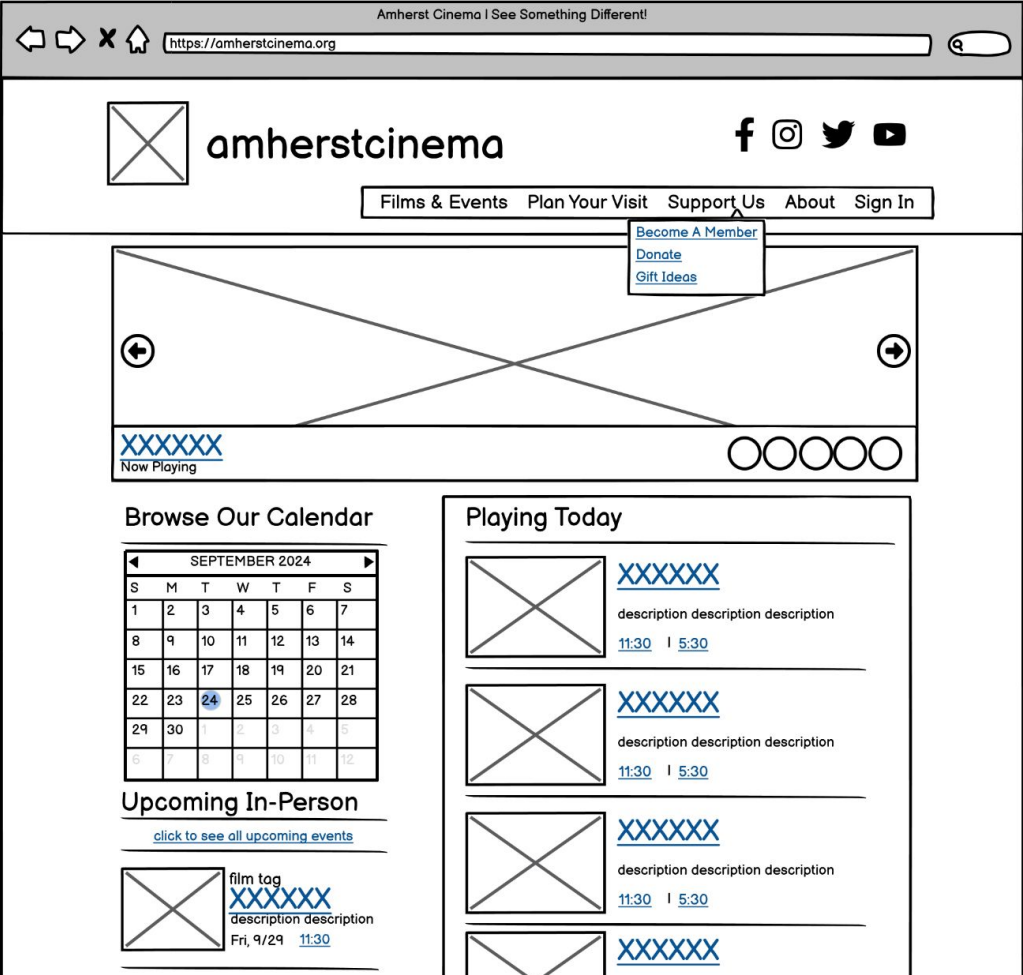
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# New Home Page (Wireframe)


\*hovering on Support Us




**Navigation Bar -**  
Merged Membership  
with Support Us

# New Home Page (Wireframe)


\*hovering on Support Us




film tag  
XXXXXX  
description description  
Fri, 9/29 11:30




film tag  
XXXXXX  
description description  
Fri, 9/29 11:30




film tag  
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description description  
Fri, 9/29 11:30



description description description  
11:30 | 5:30





XXXXXX  
description description description  
11:30 | 5:30



XXXXXX  
description description description  
11:30 | 5:30

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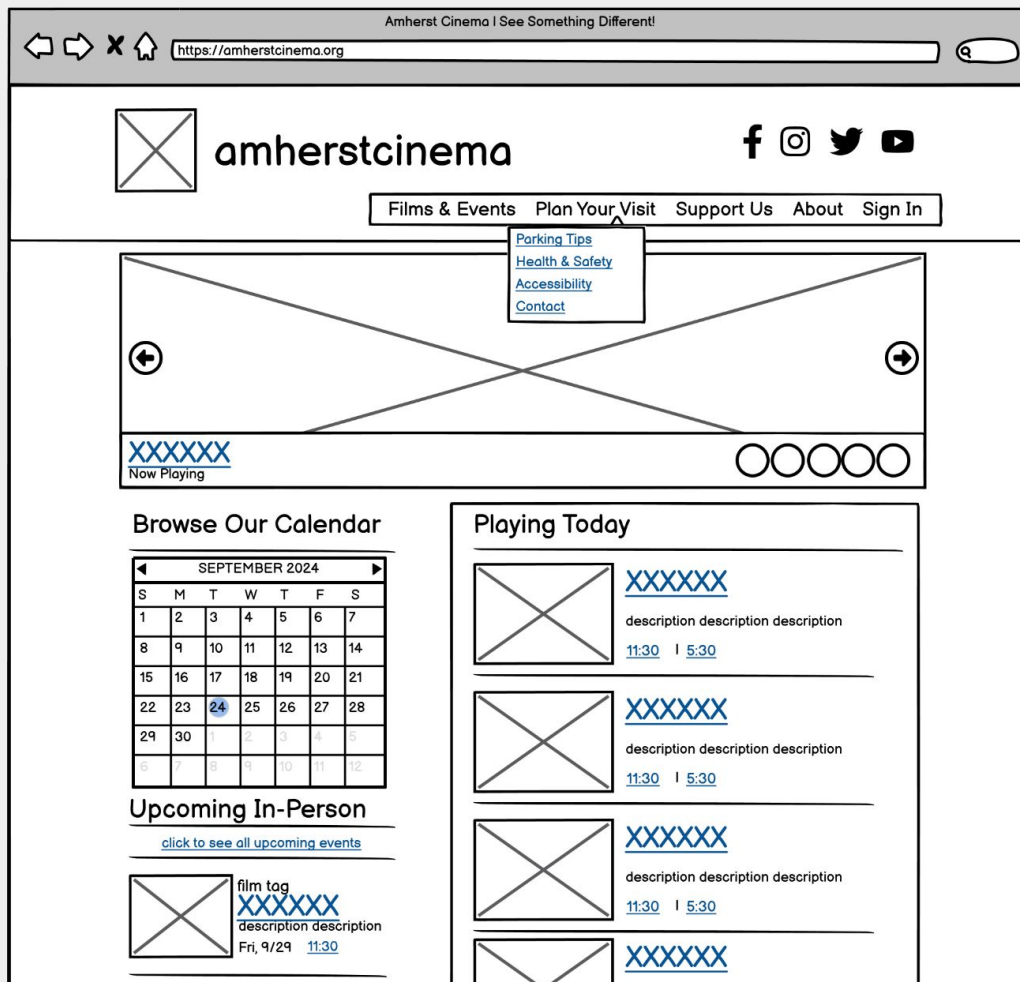
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# New Home Page (Wireframe)

\*hovering on Plan Your Visit



## Navigation Bar -

Added links to  
Parking Tips/  
Accessibility/Health &  
Safety in navigation  
bar; more visible

# New Home Page (Wireframe)

\*hovering on Plan Your Visit

film tag  
**XXXXXX**  
description description  
Fri, 9/29 [11:30](#)

film tag  
**XXXXXX**  
description description  
Fri, 9/29 [11:30](#)

film tag  
**XXXXXX**  
description description  
Fri, 9/29 [11:30](#)

description description description  
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description description description  
[11:30](#) | [5:30](#)

**XXXXXX**  
description description description  
[11:30](#) | [5:30](#)

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# Justification of Changes

## 1. Visibility of Main Functionalities

- As I mentioned in Slide 43, most users come to this website to **purchase movie/event tickets**, **explore movie/event times**, and **plan their visit** (information about parking/locations/etc.)
- In the new version of the website, a heavy emphasis is on these three functionalities with the following priorities: **(1)** viewing today's showtimes, **(2)** viewing showtimes/events on other days, and **(3)** planning a visit
- I decreased the height of the carousel and changed the "Please Note" subtitle to be a dismissable alert **to make "Playing Today" appear above the fold**
  - This change should hint to users that they can **purchase their tickets on this page**, rather than trying to use the Navigation Bar to go to a different Films page

# Justification of Changes

## 1. Visibility of Main Functionalities

- **I decluttered the page by shifting the information** that wasn't related to the priorities, mainly the About Us/Newsletter information on the right **down to the footer**
  - The main part of the new page only has **information** about **what's playing today** and **the events happening on other days**, simplifying the process of **viewing showtimes/purchasing tickets**
- **I consolidated the information to plan a user's visit** and added it to a "Plan Your Visit" section in the Navigation Bar and the Footer, including Parking, Health & Safety, and Contact information
  - This should make it **easier for users to make a visit** to Amherst Cinema and find helpful information to prepare themselves

# Justification of Changes

## 1. Visibility of Main Functionalities

- The old version of the website had **the calendar** and **upcoming events as the main focus** of the page (that column was the widest and outlined)
- I believe the main focus should be what's playing today to make it easier to buy tickets, which is why **I made the “Playing Today” column the widest and outlines different**
- **I added images** to the movies in the **“Playing Today”** section to make it more visually interesting and to **ease users' experiences finding the movie** they wanted to watch

# Justification of Changes

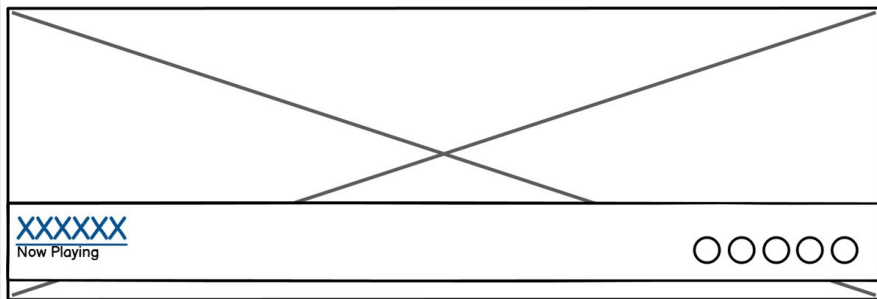
## 2. Improved Navigation Bar Organization

- I took the **Health & Safety** and **Contact** links from “About Us”, along with the **Parking Tips** and **Accessibility** links (from the right column) and consolidated them into a new **“Plan Your Visit” section**
  - This should **simplify the About Us section** into 6 links, more manageable for a user to navigate than the previous 8 links
  - This should also simplify the user’s search for **information related to their visit**
- I took the “Membership” section and merged it with the **“Support” section** because it was **redundant** on the Navigation Bar
  - I acknowledged that **Amherst Cinema relies on donations** as a nonprofit organization, which is why I **added buttons for the Support section pages in the footer, improving visibility** for supporting this establishment **without redundancy**

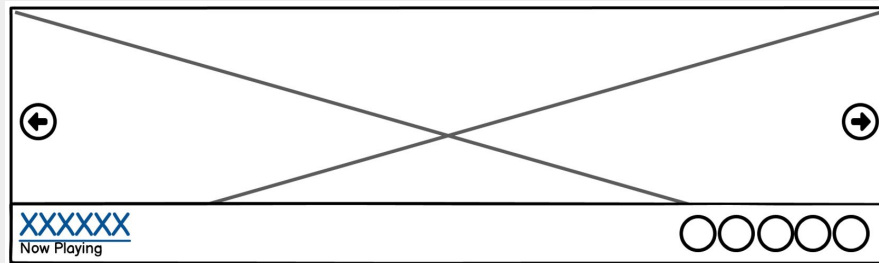
# Justification of Changes

## 3. Carousel Fixes

- As mentioned in Slide 56, I **decreased the height of the carousel** to have the “Playing Today” and “Browse Our Calendar” sections **above the fold**
- Additionally, I **added arrows** and **increased the size of the dots** on the carousel for users to **easier navigate the carousel** images/movies



Old Carousel



New Carousel