

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, there's a navigation bar with links for 'Films & Events', 'Membership', 'Support', 'About', 'Sign In', and social media icons. Below the navigation is a note about UMass homecoming activities. A large movie poster for 'MY OLD ASS' is displayed, showing two women in conversation. Below the poster 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' with their showtimes. To the right is a 'BROWSE OUR CALENDAR' section for September 2024, showing a grid of dates from 1 to 30. Below the calendar is an 'UPCOMING IN-PERSON' section featuring 'NT LIVE: PRIMA FACIE' and 'THE GUEST'. On the far right, there's an 'ABOUT US' section with a newsletter for 'Sept-Oct 2024' and a 'Our Fall 2024 Special Event Newsletter is here! Click here to explore a PDF.' link. At the bottom, there are links for 'Late Nights', 'Parking Tips', 'News & Updates', 'Accessibility', and 'Awards & Recognition'.

Please Note: UMass homecoming activities on Saturday, 9/21 may impact travel times in our area, please plan accordingly.

MY OLD ASS »
Opens Thu 9/26. NYT Critic's Pick!

PLAYING TODAY

BETWEEN THE TEMPLES
4:25 | 9:50

GIRLS WILL BE GIRLS
1:40 | 7:10 | 9:30

LOOK INTO MY EYES
4:45* | 7:25*
*playing in the Studio Theater

SING SING
1:50 | 4:35 | 7:00

SUGARCANE
2:00

THE CONVERSATION
4:15 | 6:50 | 9:40

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					

ABOUT US

Sept-Oct 2024

NOVEMBER

THE BALLET PAGE

THE OPEN ROAD

THE HOUSE OF FLYING DUTCHMEN

THE MURDER PAGE

THE GHOST DANCE

THE LOST CITY

OUR FALL 2024 SPECIAL EVENT NEWSLETTER IS HERE! CLICK HERE TO EXPLORE A PDF.

click here to see all upcoming events

National Theatre Live
NT LIVE: PRIMA FACIE
The most-watched NT Live production of all time returns to the big screen. Filmed live from the Harold Pinter Theatre in 2022, PRIMA FACIE, starring Jodie Comer, is back in cinemas this fall.
Tue, 9/24 7:00 pm
Sat, 10/5 12:30 pm

Late Nights
THE GUEST
This hugely entertaining action thriller stars Maika Monroe (LONGLEGS) and Dan Stevens (CUCKOO).
Fri, 9/27 9:45 pm

Amherst Cinema is an independent, nonprofit arts and education center brimming with world-class programs.

Parking Tips
News & Updates
Accessibility
Awards & Recognition

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

Carousel - Main current shows/events

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

Playing Today -
Showtimes for today

Calendar - Hover to see showtimes for a specific date

Upcoming In-Person -
Upcoming movies/events

Home Page

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

The screenshot shows the Amherst Cinema website. At the top, there's a movie poster for 'PARIS, TEXAS' followed by a summary and showtimes. Below it is another movie poster for 'THE INCREDIBLY TRUE ADVENTURE OF TWO GIRLS IN LOVE' with its own summary and showtimes. To the right is a 'Newsletter Signup' form with fields for Email, First Name, and Last Name, along with a 'Subscribe' button and a small privacy notice. Arrows from the left point to the movie descriptions and the newsletter form.

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 at any time by using the [Unsubscribe](#) link, found at the bottom of every email. Emails are serviced by Constant Contact.

Subscribe

Constant Contact

Newsletter Signup -
Signup for Amherst
Cinema newsletter

The screenshot shows the Amherst Cinema footer. It includes links for Site Directory, Membership, About Us, and a Nonprofit notice. Arrows from the left point to the membership and about us links, and one arrow points to the nonprofit notice.

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

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

 [Privacy + Terms](#)

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

Home Page (Wireframe)

Amherst Cinema | See Something Different!

<https://amherstcinema.org>

The wireframe shows a large rectangular placeholder area at the top with a large 'X' drawn through it. Below this, there's a section for 'Now Playing' with movie titles and showtimes. To the right of the placeholder is a row of five social media icons (Facebook, Instagram, Twitter, YouTube). Below the social media are navigation links: Films & Events, Membership, Support, About, and Sign In. A note about UMass homecoming activities is displayed. The main content area is divided into several sections: 'Playing Today' (list of movies), 'Browse Our Calendar' (September 2024 calendar), 'Upcoming In-Person' events, and 'About Us' (with a placeholder image and newsletter links).

Please Note: UMass homecoming activities on Saturday, 9/21 may impact travel times in our area, please plan accordingly.

Now Playing

XXXXXX
Now Playing

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					
3	4	5	6	7	8	9

Upcoming In-Person

[click to see all upcoming events](#)

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)

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](#)

Join Our E-Newsletter

Email

First Name

Last Name

[Terms and conditions](#) [details](#)

[Constant Contact](#)

amherstcinema

SEE SOMETHING DIFFERENT!

123 Ave, Amherst, MA, 01003 (413) 111-2222

501(c)3 nonprofit information

SITE DIRECTORY

FILMS	MEMBERSHIP	ABOUT US
Coming Soon	Membership Join/Renew	About Amherst Cinema
Special Events	Donate	Board & Staff
	Gift Ideas	Awards & Recognition
		Employment
		Volunteer
		Contact

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Home Page (Wireframe)

*hovering on About

Amherst Cinema I See Something Different!

<https://amherstcinema.org>

The wireframe shows the following components:

- Header:** A logo icon with an 'X' inside a square, the text "amherstcinema", and social media icons for Facebook, Instagram, Twitter, and YouTube.
- Navigation Bar:** Links for "Films & Events", "Membership", "Support", "About", and "Sign In". The "About" link is highlighted with a red box.
- Content Area:** A note about UMass homecoming activities, a large central image placeholder with an 'X' through it, and a "Now Playing" section with five movie titles and their times.
- Right Sidebar:** A sidebar menu with links: "About Amherst Cinema", "Special Event Newsletter", "Health & Safety", "News & Updates", "Board & Staff", "Awards & Recognition", "Employment", and "Contact".
- Bottom Left:** A "Playing Today" section listing movie titles and times.
- Bottom Center:** A "Browse Our Calendar" section showing a September 2024 calendar with the 24th highlighted.
- Bottom Right:** An "Upcoming In-Person" section with a link to see all events, a film tag placeholder, and a "Parking Tips" section.
- About Us:** Placeholder text for the "About Us" page.

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

Join Our E-Newsletter

Email

First Name

Last Name

[Terms and conditions](#) [details](#)

[Constant Contact](#)

amherstcinema

SEE SOMETHING DIFFERENT!

123 Ave, Amherst, MA, 01003 (413) 111-2222

501(c)3 nonprofit information

SITE DIRECTORY

FILMS	MEMBERSHIP	ABOUT US
Coming Soon	Membership Join/Renew	About Amherst Cinema
Special Events	Donate	Board & Staff
	Gift Ideas	Awards & Recognition
		Employment
		Volunteer
		Contact

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Home Page (Wireframe)

*hovering on Support

Amherst Cinema | See Something Different!

https://amherstcinema.org

amherstcinema

Films & Events Membership Support About Sign In

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

XXXXXX
Now Playing

○ ○ ○ ○

Playing Today

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					
3	4	5	6	7	8	9

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 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

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

Join Our E-Newsletter

Email

First Name

Last Name

Terms and conditions details

Subscribe

Constant Contact

amherstcinema

SEE SOMETHING DIFFERENT!

123 Ave, Amherst, MA, 01003 (413) 111-2222

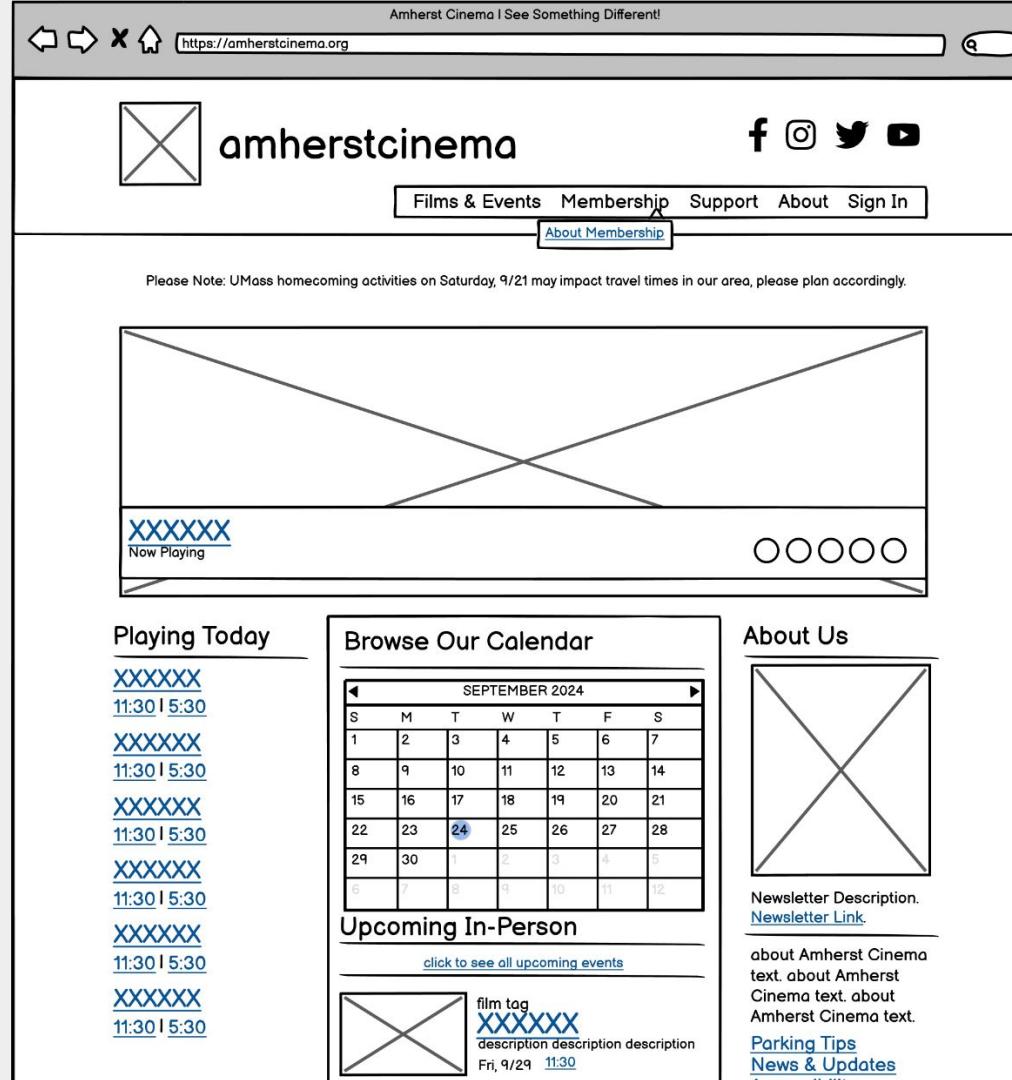
501(c)3 nonprofit information

SITE DIRECTORY

FILMS	MEMBERSHIP	ABOUT US
Coming Soon	Membership Join/Renew	About Amherst Cinema
Special Events	Donate	Board & Staff
	Gift Ideas	Awards & Recognition
		Employment
		Volunteer
		Contact

Home Page (Wireframe)

*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

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

Join Our E-Newsletter

Email

First Name

Last Name

[Terms and conditions](#) [details](#)

[Constant Contact](#)

amherstcinema

SEE SOMETHING DIFFERENT!

123 Ave, Amherst, MA, 01003 (413) 111-2222

501(c)3 nonprofit information

SITE DIRECTORY

FILMS	MEMBERSHIP	ABOUT US
Coming Soon	Membership Join/Renew	About Amherst Cinema
Special Events	Donate	Board & Staff
	Gift Ideas	Awards & Recognition
		Employment
		Volunteer
		Contact

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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

The wireframe shows the following layout:

- Header:** Amherst Cinema | See Something Different! | https://amherstcinema.org
- Logo:** amherstcinema with social media links (Facebook, Instagram, Twitter, YouTube).
- Navigation Bar:** Films & Events, Plan Your Visit, Support Us, About, Sign In.
- Please Note Alert:** Please Note: UMass homecoming activities on Saturday, 9/21 may impact travel times in our area, please plan accordingly. (Dismissible alert with X button).
- Carousel Area:** A large rectangular area containing a grid of movie posters with an 'X' over them. Below the grid, it says "XXXXXX Now Playing" and "OOOOO". Navigation arrows are present on the left and right sides of the grid.
- Browse Our Calendar:** A calendar for September 2024 with days from Sunday to Saturday. Specific dates like 24th are highlighted.
- Upcoming In-Person:** A section with a link to see all upcoming events.
- Upcoming Movie Card:** A card for a movie showing a poster with an 'X', the title "XXXXXX", a description, and showtimes "11:30 | 5:30".
- Playing Today:** A section with three movie cards, each showing a poster with an 'X', the title "XXXXXX", a description, and showtimes "11:30 | 5:30".

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)

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

The wireframe displays a grid layout for movie listings and a footer section.

Movie Listings:

- Row 1: film tag **XXXXXX**, description, Fri, 9/29 11:30
- Row 2: film tag **XXXXXX**, description, Fri, 9/29 11:30
- Row 3: film tag **XXXXXX**, description, Fri, 9/29 11:30
- Row 4: film tag **XXXXXX**, description, Fri, 9/29 11:30
- Row 5: film tag **XXXXXX**, description, Fri, 9/29 11:30
- Row 6: film tag **XXXXXX**, description, Fri, 9/29 11:30
- Row 7: film tag **XXXXXX**, description, Fri, 9/29 11:30
- Row 8: film tag **XXXXXX**, description, Fri, 9/29 11:30

Footer:

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

amherstcinema
SEE SOMETHING DIFFERENT!
123 Ave, Amherst, MA, 01003 (413) 111-2222

Become A Member Donate Gift Ideas

Plan Your Visit
[Health & Safety](#)
[Parking Tips](#)
[Accessibility](#)
[News & Updates](#)
[Special Event Newsletter](#)
[Contact](#)

Join Our [E-Newsletter](#)
First Name
Last Name
Email
[Terms & Conditions](#)
[Subscribe!](#)

Amherst Cinema about text. Amherst Cinema about text. 501(c)3
nonprofit information. 501(c)3 nonprofit information.

New Home Page (Wireframe)

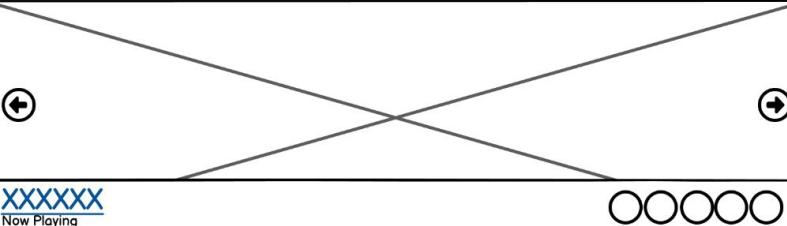
*clicked “Please Note” X

Amherst Cinema | See Something Different!
<https://amherstcinema.org>

amherstcinema

f

Films & Events Plan Your Visit Support Us About Sign In



XXXXXX

Now Playing

OOOOO

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
3	4	5	6	7	8	9

Upcoming In-Person

[click to see all upcoming events](#)



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

Playing Today



XXXXXX
description description description
11:30 | 5:30



XXXXXX
description description description
11:30 | 5:30



XXXXXX
description description description
11:30 | 5:30



XXXXXX

New Home Page (Wireframe)

*clicked “Please Note” X

The wireframe displays a layout for a movie listing page. At the top, there are three movie cards, each featuring a placeholder image with a large 'X' over it. Below each image is a 'film tag' with the text 'XXXXXX' in blue, followed by 'description description' and the date 'Fri, 9/29' next to the time '11:30'. To the right of the third card, there is a vertical stack of three more movie cards, each with a similar structure. Below these cards is a main content area containing the Amherst Cinema logo, a call to action, and navigation links. This is followed by a footer section with copyright information.

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

film tag
XXXXXX
description description
11:30 | 5:30

film tag
XXXXXX
description description
11:30 | 5:30

film tag
XXXXXX
description description
11:30 | 5:30

amherstcinema
SEE SOMETHING DIFFERENT!
123 Ave, Amherst, MA, 01003 (413) 111-2222

Become A Member [Donate](#) [Gift Ideas](#)

Plan Your Visit
[Health & Safety](#)
[Parking Tips](#)
[Accessibility](#)
[News & Updates](#)
[Special Event Newsletter](#)
[Contact](#)

Join Our [E-Newsletter](#)

First Name
Last Name
Email
[Terms & Conditions](#)
[Subscribe!](#)

Amherst Cinema about text. Amherst Cinema about text. 501(c)3
nonprofit information. 501(c)3 nonprofit information.

New Home Page (Wireframe)

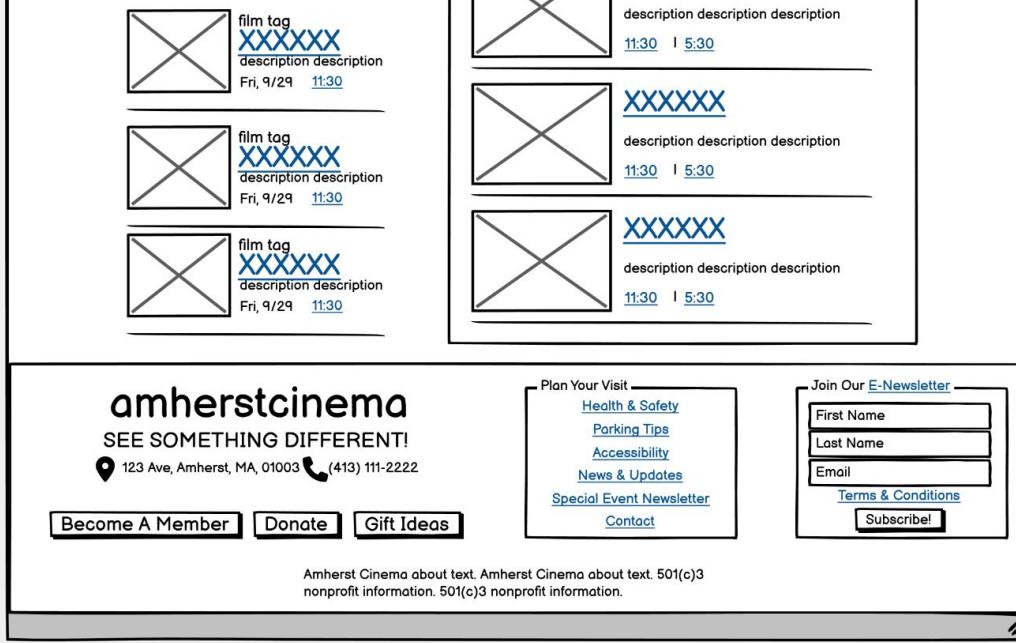
*hovering on About

The wireframe illustrates the structure of the new home page. At the top, there's a header bar with browser controls, a title "Amherst Cinema | See Something Different!", a URL "https://amherstcinema.org", and a search icon. Below the header is the Amherst Cinema logo and social media links (Facebook, Instagram, Twitter, YouTube). A navigation bar contains links for "Films & Events", "Plan Your Visit", "Support Us", "About", and "Sign In". The "About" link is highlighted with a blue underline and a callout box. The main content area features a large central image placeholder with a large 'X' over it, flanked by two circular arrows. Below this is a "Now Playing" section with a "XXXXXX" placeholder and five circular icons. To the left is a "Browse Our Calendar" section with a September 2024 calendar grid. To the right is a "Playing Today" section listing four movie entries, each with a placeholder image, a title (XXXXXX), a description, and showtimes (11:30 I 5:30). At the bottom, there's an "Upcoming In-Person" section with a "click to see all upcoming events" link and a film tag placeholder.

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

New Home Page (Wireframe)

*hovering on About



New Home Page (Wireframe)

*hovering on Support Us

The wireframe shows the layout of the Amherst Cinema website. At the top, there's a navigation bar with icons for back, forward, search, and a house. The URL https://amherstcinema.org is shown. The main header features the "amherstcinema" logo with a film strip icon. To the right are social media links for Facebook, Instagram, Twitter, and YouTube. Below the header is a horizontal menu with "Films & Events", "Plan Your Visit", "Support Us", "About", and "Sign In". A dropdown menu for "Support Us" is open, containing "Become A Member", "Donate", and "Gift Ideas". The main content area has a large central box with two circular arrows at the bottom left and right. Below this box is a blue banner with the text "XXXXXX" and "Now Playing". To the left is a section titled "Browse Our Calendar" with a September 2024 calendar grid. To the right is a section titled "Playing Today" with three movie entries, each with a film strip icon, a title (XXXXXX), a description, and showtimes (11:30 | 5:30). At the bottom left is a section titled "Upcoming In-Person" with a "film tag" icon and a link to see all events. The bottom right contains a partial view of another movie entry.

Navigation Bar -
Merged Membership
with Support Us

New Home Page (Wireframe)

*hovering on Support Us

The wireframe displays the layout of the Amherst Cinema website. At the top, there are three movie cards, each featuring a film tag icon, a title ('XXXXXX'), a date ('Fri, 9/29'), a time ('11:30'), and a description ('description description'). Below these cards is the main content area. On the left, the Amherst Cinema logo and the tagline 'SEE SOMETHING DIFFERENT!' are displayed, along with a location pin icon and the address '123 Ave, Amherst, MA, 01003' followed by a phone number '(413) 111-2222'. Three buttons are present: 'Become A Member', 'Donate', and 'Gift Ideas'. In the center, there's a 'Plan Your Visit' section with links to 'Health & Safety', 'Parking Tips', 'Accessibility', 'News & Updates', 'Special Event Newsletter', and 'Contact'. To the right, there's a 'Join Our E-Newsletter' section with fields for 'First Name', 'Last Name', 'Email', and a 'Subscribe!' button, along with links for 'Terms & Conditions' and 'Privacy Policy'. The footer contains a copyright notice: 'Amherst Cinema about text. Amherst Cinema about text. 501(c)3 nonprofit information. 501(c)3 nonprofit information.'

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

XXXXXX
description description description
11:30 | 5:30

XXXXXX
description description description
11:30 | 5:30

amherstcinema
SEE SOMETHING DIFFERENT!
123 Ave, Amherst, MA, 01003 (413) 111-2222

Become A Member Donate Gift Ideas

Plan Your Visit

Health & Safety
Parking Tips
Accessibility
News & Updates
Special Event Newsletter
Contact

Join Our E-Newsletter

First Name
Last Name
Email
Terms & Conditions
Subscribe!

Amherst Cinema about text. Amherst Cinema about text. 501(c)3
nonprofit information. 501(c)3 nonprofit information.

New Home Page (Wireframe)

*hovering on Plan Your Visit

The wireframe shows the Amherst Cinema website layout. At the top, there is a navigation bar with links for Films & Events, Plan Your Visit, Support Us, About, and Sign In. A dropdown menu for 'Plan Your Visit' is open, showing additional links: Parking Tips, Health & Safety, Accessibility, and Contact. Below the navigation bar is a large central area with a large 'X' mark over it, indicating a placeholder or a section that is currently not active. At the bottom of this area, there are five blue 'XXXXXX' icons followed by the text 'Now Playing'. To the right of this central area is a sidebar titled 'Playing Today' containing three movie entries, each with a film icon, a title 'XXXXXX', a 'description' line, and a time '11:30 | 5:30'. On the left side of the main content area is a calendar titled 'Browse Our Calendar' for September 2024, showing dates from 1 to 30. Below the calendar is a section titled 'Upcoming In-Person' with a link 'click to see all upcoming events'. At the very bottom left is a 'film tag' icon.

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

New Home Page (Wireframe)

*hovering on Plan Your Visit

The wireframe illustrates the layout of the Amherst Cinema website. At the top, there are three movie cards, each featuring a film tag icon, a title ('XXXXXX'), a date ('Fri, 9/29'), a time ('11:30'), and a 'description' link. Below these cards is a large central section containing the Amherst Cinema logo, a call to action ('SEE SOMETHING DIFFERENT!'), location information ('123 Ave, Amherst, MA, 01003 (413) 111-2222'), and three buttons: 'Become A Member', 'Donate', and 'Gift Ideas'. To the right of this central section are two sidebar boxes: 'Plan Your Visit' (with links to Health & Safety, Parking Tips, Accessibility, News & Updates, Special Event Newsletter, and Contact) and 'Join Our E-Newsletter' (with fields for First Name, Last Name, Email, Terms & Conditions, and a 'Subscribe!' button). The footer contains a copyright notice: 'Amherst Cinema about text. Amherst Cinema about text. 501(c)3 nonprofit information. 501(c)3 nonprofit information.'

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

amherstcinema
SEE SOMETHING DIFFERENT!
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Amherst Cinema about text. Amherst Cinema about text. 501(c)3
nonprofit information. 501(c)3 nonprofit information.

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

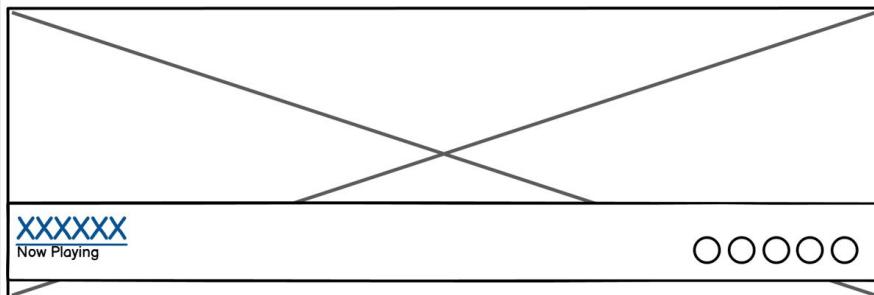
2. Improved Navigation Bar Organization

- 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**

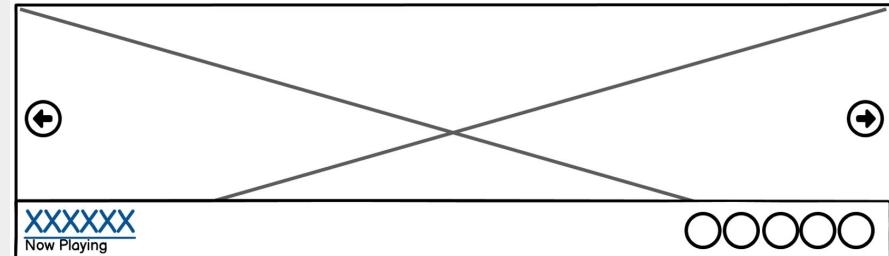
Justification of Changes

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



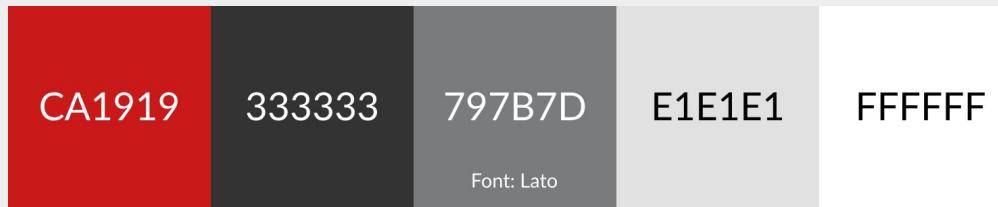
Old Carousel



New Carousel

Prototype with Figma

- Translating from the low-fidelity prototype to a **high-fidelity prototype in Figma** had some challenges
- For example, translating the Balsamiq UI into Figma required **designing a color palette**
- To design the prototype, I **sampled the colors, fonts, and logos** from the current website to **preserve brand identity**



- Additionally, building this prototype required building **custom components** such as a **new calendar, a new carousel, and buttons for the footer**
- I matched these components to the current website as closely as possible
- For example, I **based the new buttons** on the design for the **“Subscribe” button** for the newsletter, but I **bolded the text** for **improved readability**



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UPCOMING IN-PERSON

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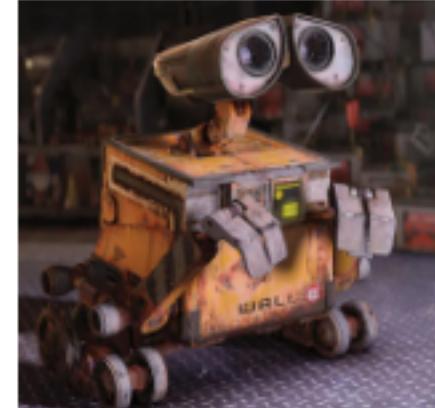
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Thu, 09/26 4:00 PM

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PLAYING TODAY



Five on Film

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Bruce Willis and an all-star cast of roughneck oil drillers blast off on a mission to save the planet in this disaster epic, co-written by Jonathan Hensleigh, UMass Amherst, Class of 1981.

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Late Nights

ARMY OF DARKNESS

Directly following EVIL DEAD II, Ash, trapped in 1300 A.D., must retrieve the Necronomicon to return home.

8:45 PM



Studio Theater

A DIFFERENT MAN

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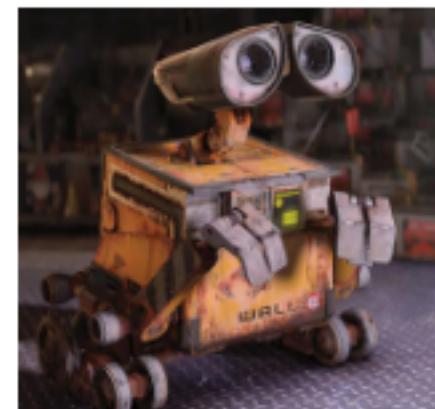
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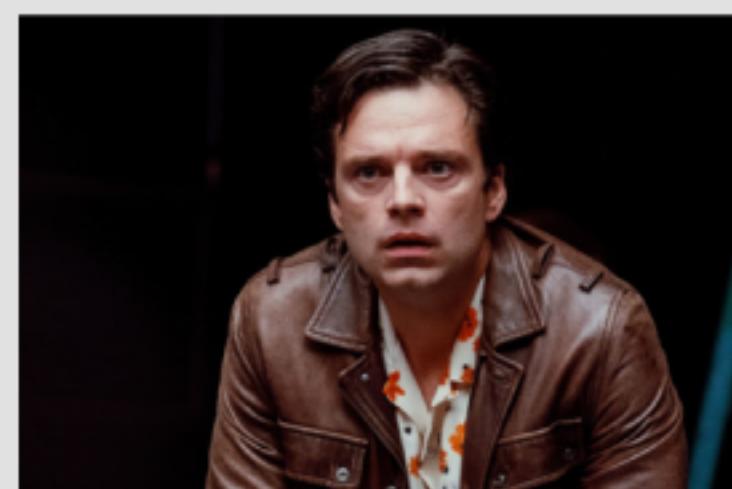


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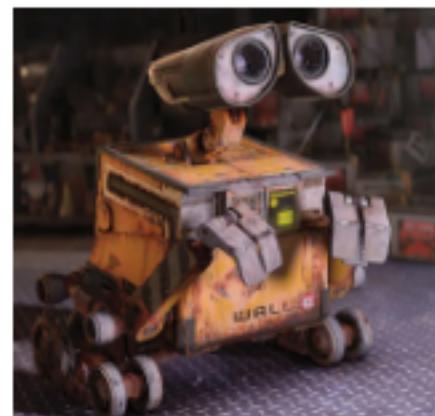
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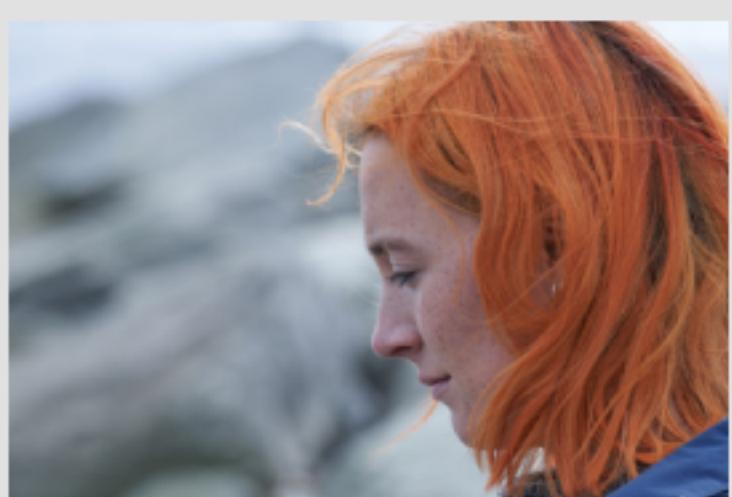


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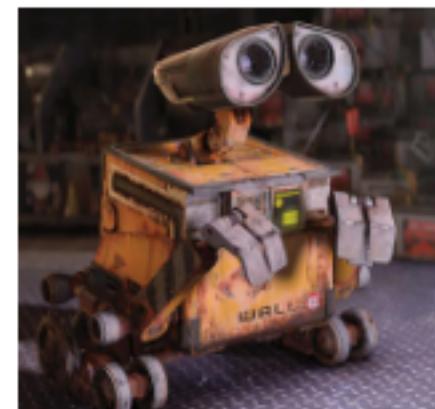
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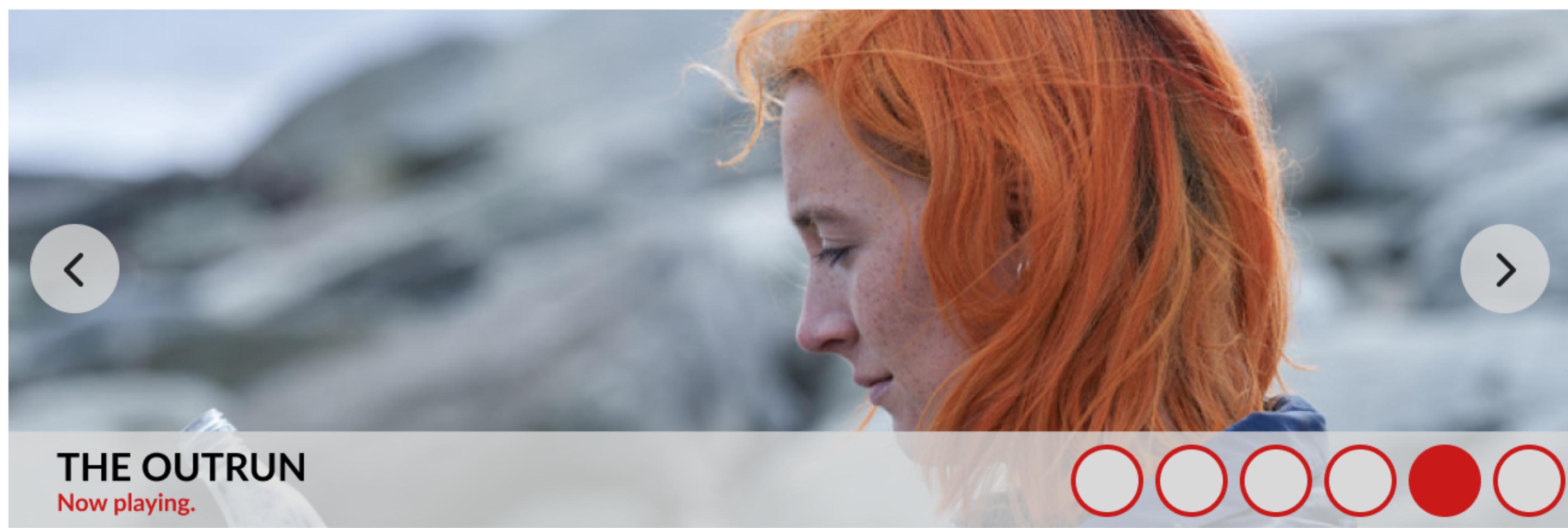
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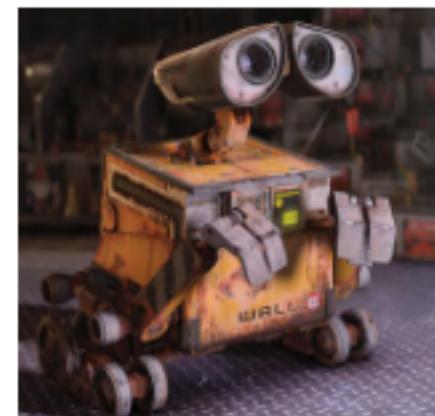
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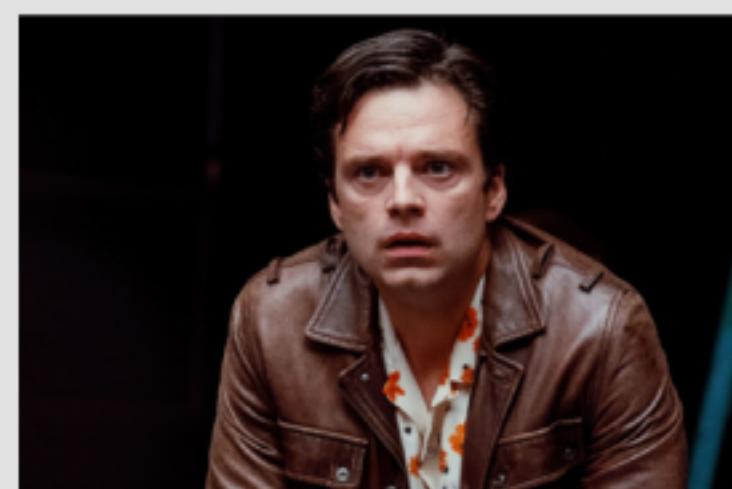


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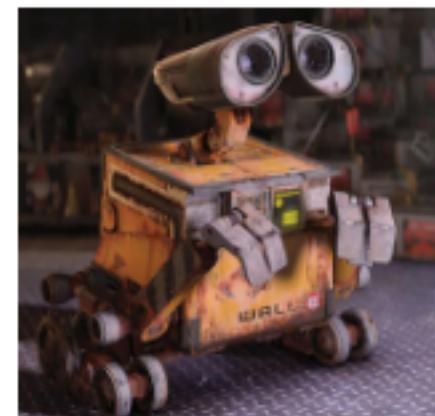
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