

# MOVIE TICKET BOOKING APP

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Varsha

# Project overview



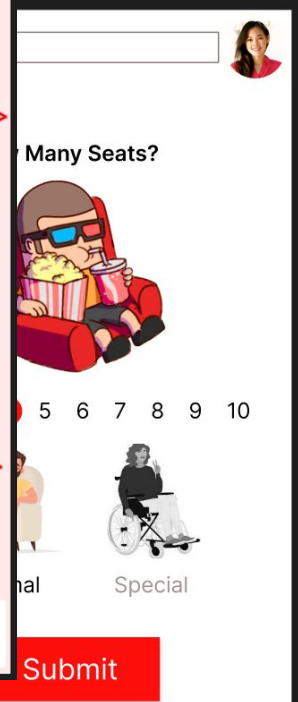
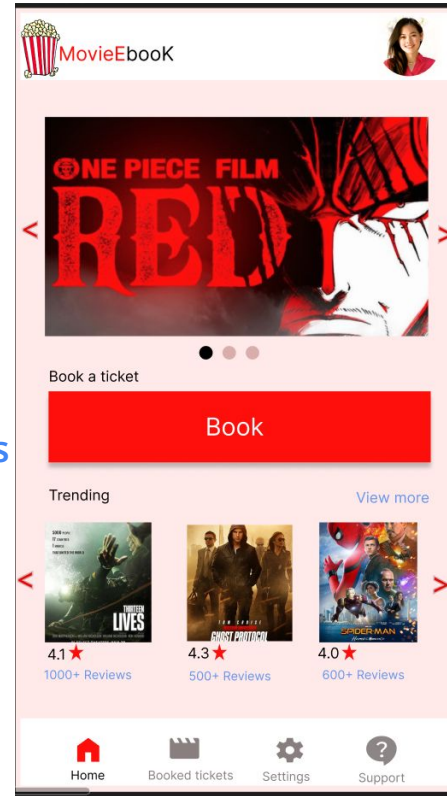
## The product:

This is an app built for helping users to book a movie ticket online easily . The target users for this app are people who don't have time to visit the theatre in order to buy tickets.



## Project duration:

Jul 2022 - Sept 2022



# Project overview



## The problem:

**Busy people don't have time for offline ticket buying. And others who are less familiar with app using finds it difficult to book a movie through app.**



## The goal:

To make the ticket booking process easier and equitable to all.

# Project overview



## My role:

UX designer designing an app for movie ticket booking 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 conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research

Were students and adults who live a busy lifestyle.

this user group confirmed initial assumptions were correct for the app but english not being their native language, there unfamiliarity with apps and certain disabilities also stop them from using such apps.

# User research: pain points

1

## Time

Working adults are too busy to spend time on understanding app functionalities

2

## Accessibility

Apps not equipped with assistive technologies

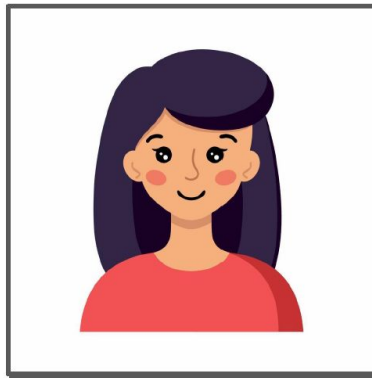
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## IA

Unavailability of choosing language preferences frustrates users.

# Persona: Allen

**Problem statement:**  
Allen is a recent immigrant to us and need language preferences for using most of the apps.



Allen

**Age:** 19  
**Education:** Enrolled in online course  
**Hometown:** Nairobi, Kenya  
**Family:** Lives with mother, father and one younger sibling  
**Occupation:** Full time Student

*"Dreams are not just to see but to experience"*

## Goals

- Studying to fulfill her dreams
- Learning english more
- Watching movies to feel better when things feel stressful

## Frustrations

- Not being a native speaker of english
- Having trouble with apps without language preferences
- Finds directly booking tickets from hall as time consuming .

Allen is a recent immigrant to US and is enrolled in online college classes and night classes to learn English. She knows the basics of english but still prefers to use apps which provide the option for language preferences. She enjoys watching both english and non- english movies but mostly to find the latter ones she has to visit the movie hall directly which is very time consuming for her packed schedule .

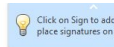


# User journey map

Mapping Allen's user journey revealed how helpful it would be for users to have access to a dedicated movie ticket booking app.

## Persona: Allen

Goal: To go and watch the newly released Marvel movie "Thor Love and Thunder " with her friends.

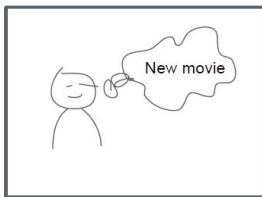


ACTION	Plan the timings and location suitable to all her friends	Use a mobile App to book the tickets as early as possible	Reach the Movie theatre	Find the booked seats and settle down with everyone	Watch and Enjoy the Movie
TASK LIST	Tasks A. Check the timings and locations suitable to her B. Discuss and coordinate with friends to make a final decision C. Collect payment for booking the ticket from her friends	Tasks A. Find the app which is easy to use despite of language barrier B. Check the movie timings, location of theatre and price C. Book the tickets for everyone and pay for it .	Tasks A. Reach to the theatre on time B. Enter with everyone in the theatre and scan the tickets . C. Enter into the designated hall number.	TasksTo A. Collect the 3D glasses and check if all of her friends received it B. Find the allotted seat numbers C. Pre-order food and drinks before the movie starts	Tasks A. Wear the 3D glasses B. Make sure everyone is settled C. Enjoy the movie with her friends.
EMOTIONS	Worried about matching timings and location with the friends	Worried and anxious about language barriers and movie availability.	Excited about movie day but also stressed about managing everything	Anxious about time and management of everything	Happy, relieved and hopeful for the movie
IMPROVEMENT OPPORTUNITIES	Offer wide number of locations and timings for theatres	Provide language preference setup option and clear display of show timings	Send a text reminder for movie day and 20 minutes before movie starts	provide option to pre-order food and drinks while booking tickets	

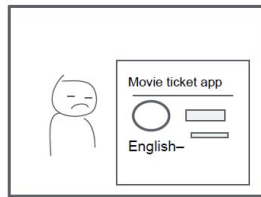


# Paper wireframes

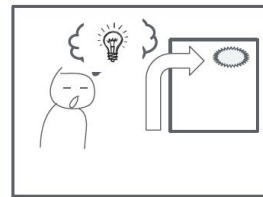
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy booking process** to help users save time.



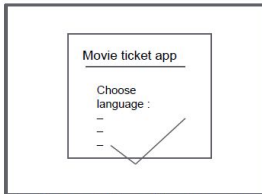
Alex wants to watch a movie



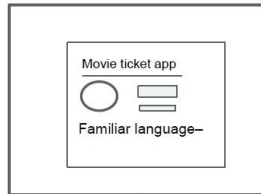
He opens the movie ticketing app but finds it difficult to use it because he is not comfortable with English and is not a native english speaker.



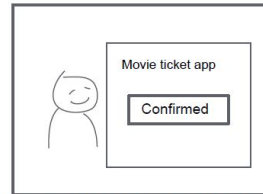
He discovers the settings option where he can change the preferred language



He chooses his native language



Now alex can use the app easily and he chooses the movie to watch

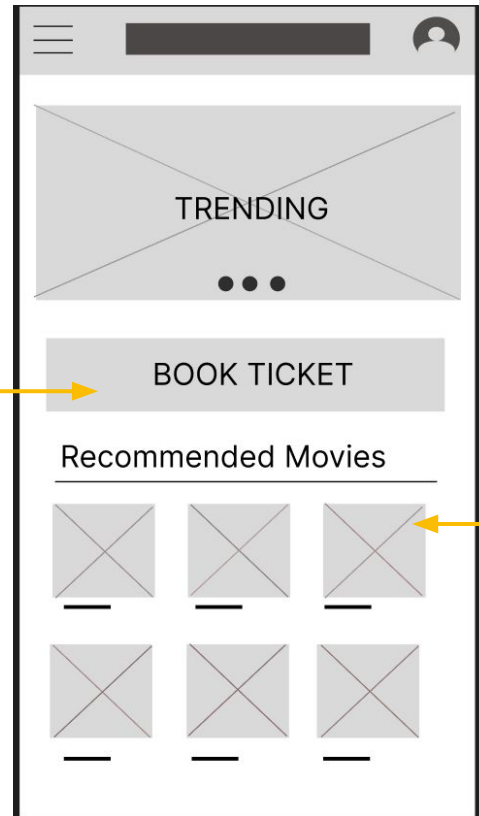


Alex receives the confirmation message and is happy and excited to watch the movie .

# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

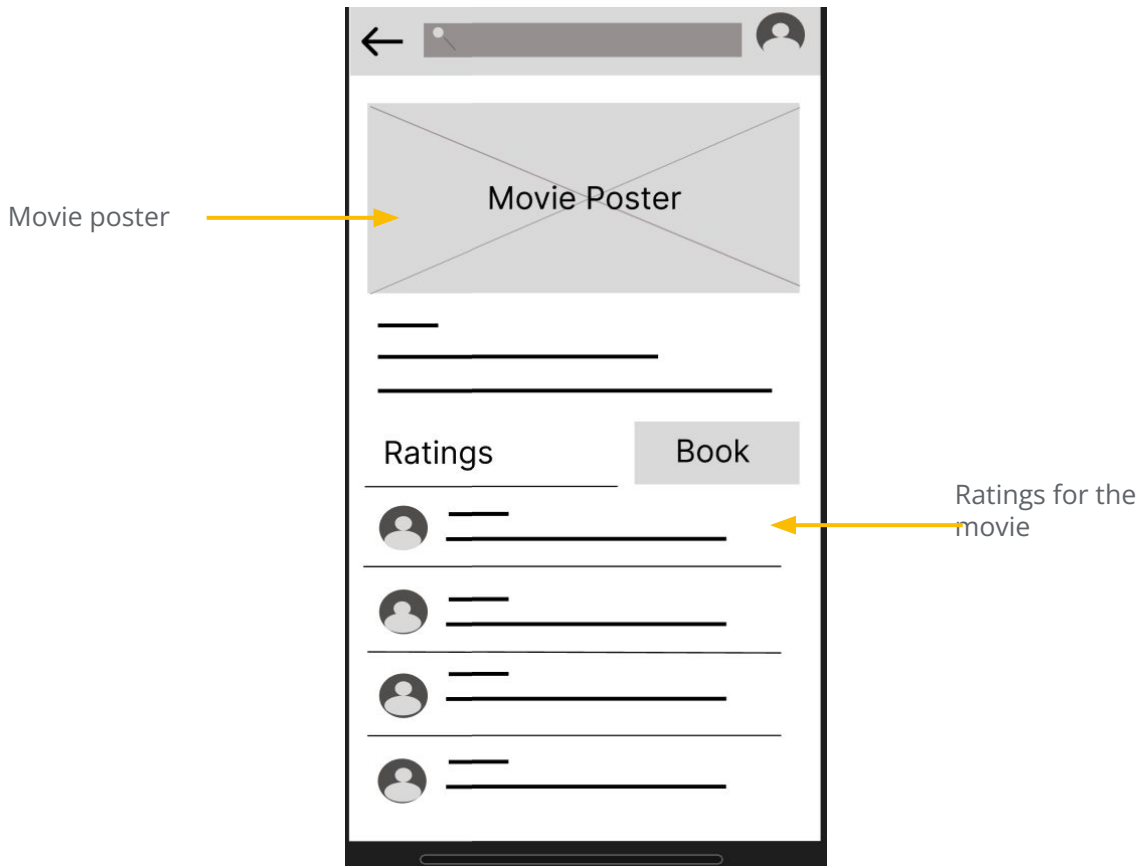
Book ticket  
option



Recommended  
Movies

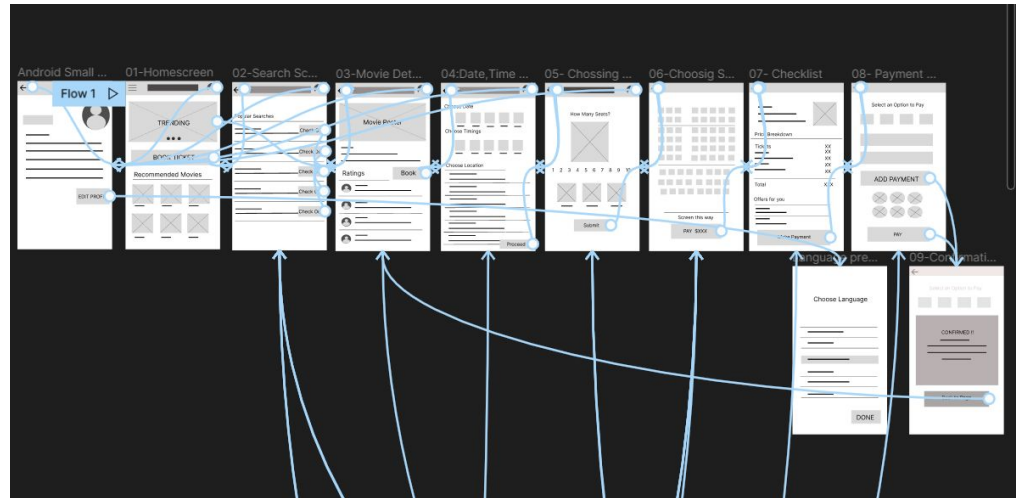
# Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.



# Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was booking a movie ticket, so the prototype could be used in a usability study.



# Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

## Round 1 findings

- 1 For most users language the expected scenario is being asked about language preference
- 2 Add payment option was not available
- 3 The app lacks guidance and ability to provide good interaction

## Round 2 findings

- 1 App should include easy navigation to important screens
- 2 App should include simplify choosing seats option
- 3 App should have accessible color palette

## Refining the design

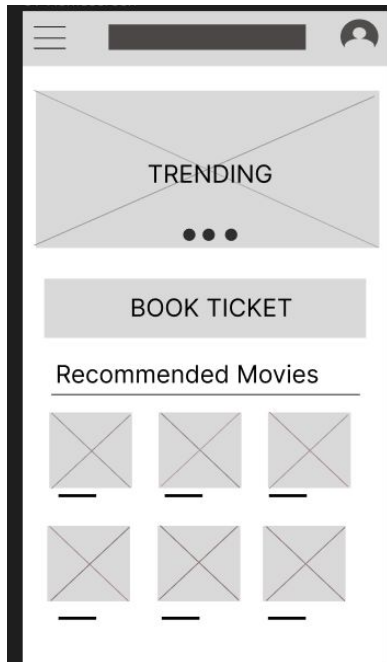
- Mockups
- High-fidelity prototype
- Accessibility



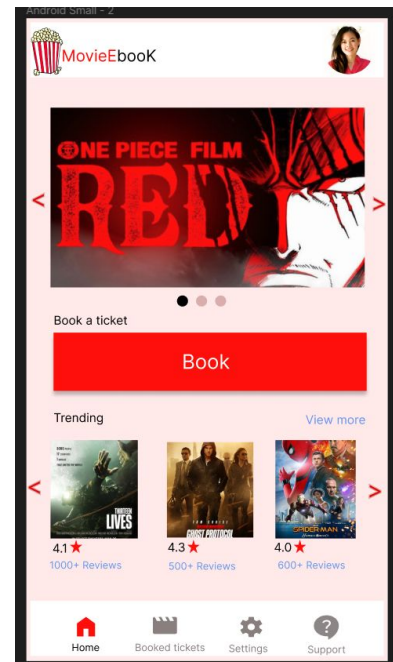
# Mockups

For easy navigation, a bar is added to the bottom rather than the burger icon

Before usability study



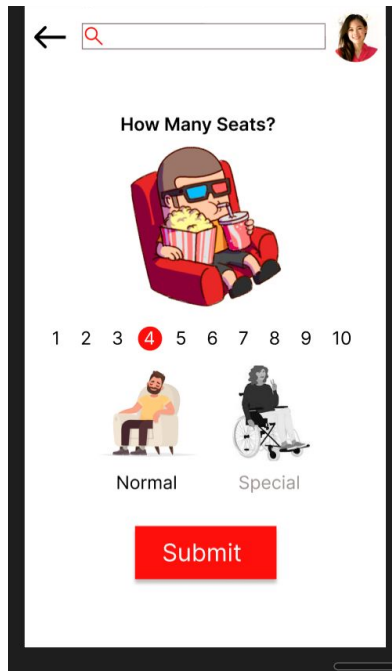
After usability study



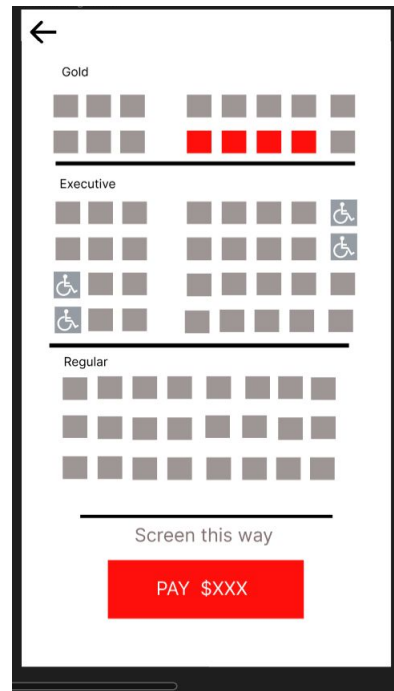
# Mockups

Choosing seats made easier  
by providing another screen  
to choose desirable seats.

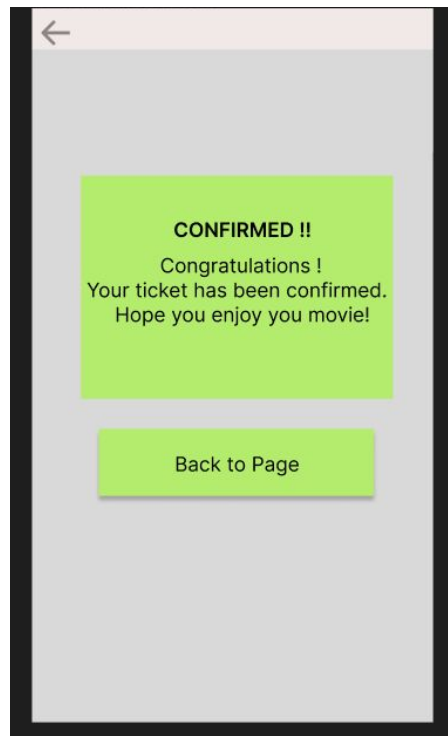
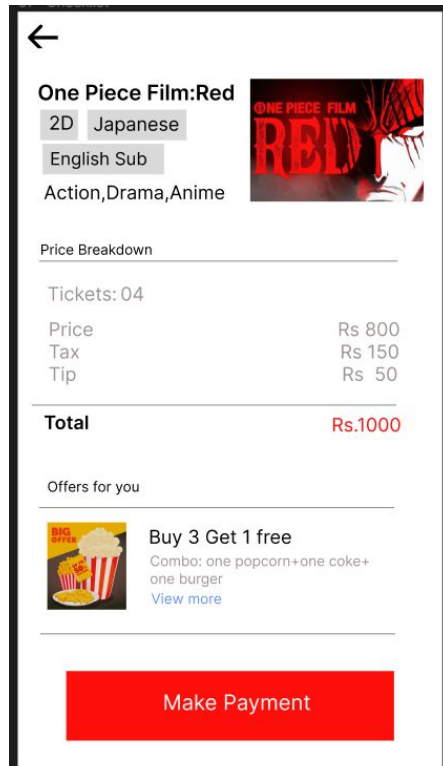
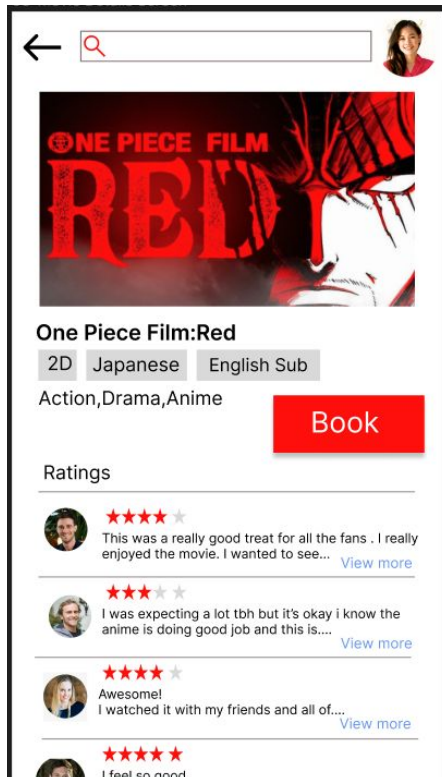
Before usability study



After usability study

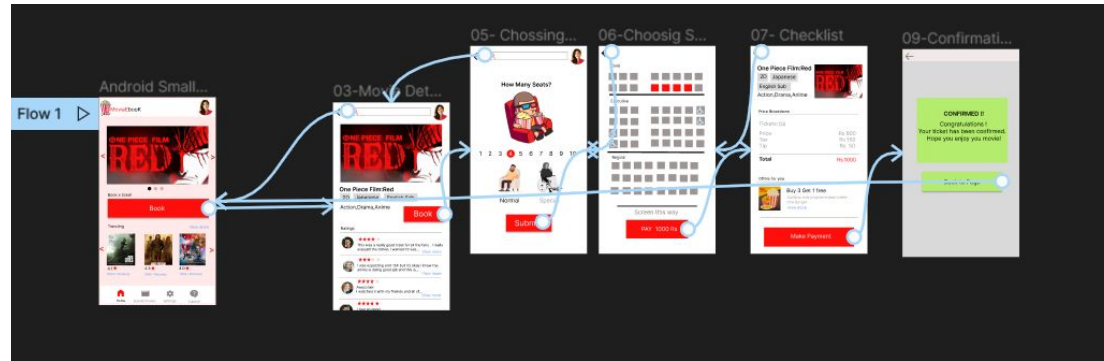


# Mockups



# High-fidelity prototype

<https://www.figma.com/file/aRuj6G0PARgjlzPFACMID/Movie-ticket-booking?node-id=67%3A5>



# Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

User color palette which is accessible.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

The app makes users feel like this ticket booking app really thinks about how to meet their needs.

One peer feedback:

*"I loved the designs for the pages for this app"*



## What I learned:

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

Conduct more user research to determine any new areas of need.



# Let's connect!



Thank you for your time reviewing my work on the Movie ticket booking app!  
If you'd like to  
see more or get in touch, my contact information is provided below.  
Email id: *itsvarshajha14@gmail.com*