Welcome to Houston Movies

Houston Movies is a Movie Review Website offers audience to view the ratings of all kinds of movies from the website, The main idea of the project is to get the knowledge of people of what kind of movies that the audience usually like and the arrangements needed to make for the better user experience, This website also provides the users of all kinds to watch the movie trailer and to review the movie with in our website, Houston movies allow audience to book the movie tickets in theaters which were in Houston, This allows the knowledge of user experience to the stakeholders to promote more vibrant entertainment and maintain infrastructure with in the theaters of Houston

Target user

All the audience who watches regular movies and like the exposure of watching movies in theaters and on different platforms, Movie critics for writing the review of every movie

Research conducted and the research findings

We conducted user research and received feedback from users that we incorporated into user personas. For example, our user persona, Matt, is a 19-year old college student and full-time employee who loves action movies with science fiction. The research revealed that Matt was frustrated by the navigation to the tickets booking section that made ticket booking so confusing. We also learned that Matt is often not happy with the navigation bar. Matt would like to see improvements to the app, like bigger buttons, simple icons, and minimal design. Since Matt browses for pleasure, he would also like to see more options that allow him to navigate to his favorite movies and allow them to browse by genres.

So, what's the problem?

Currently, the site has a busy design that sometimes feels a bit cluttered, isn't very engaging, and needs to be improved for a better user experience.

Insights learned

From user research, I have learned that there were some pain points for users. The two biggest issues were the size of buttons and the types of icons used on mobile devices. The small buttons caused users to select incorrect sizes and colors. We solved this issue by making bigger buttons and the icons simpler. We also learned that users wanted a more enjoyable experience browsing the movies. They commented that the site felt too busy. They also said that sometimes they came to the site without a specific movie in mind. We solved this by making the homepage simple and engaging for the user by adding the latest movie carousel to

bring specific items to the user's attention. This made the browsing experience more enjoyable, which helped meet the user's needs.

UI Ideation: sketches and wireframes

Here's how we put our users' needs first. The process below begins with our initial ideas of wireframes, then moves to mockups, and finally to the high-fidelity prototype.
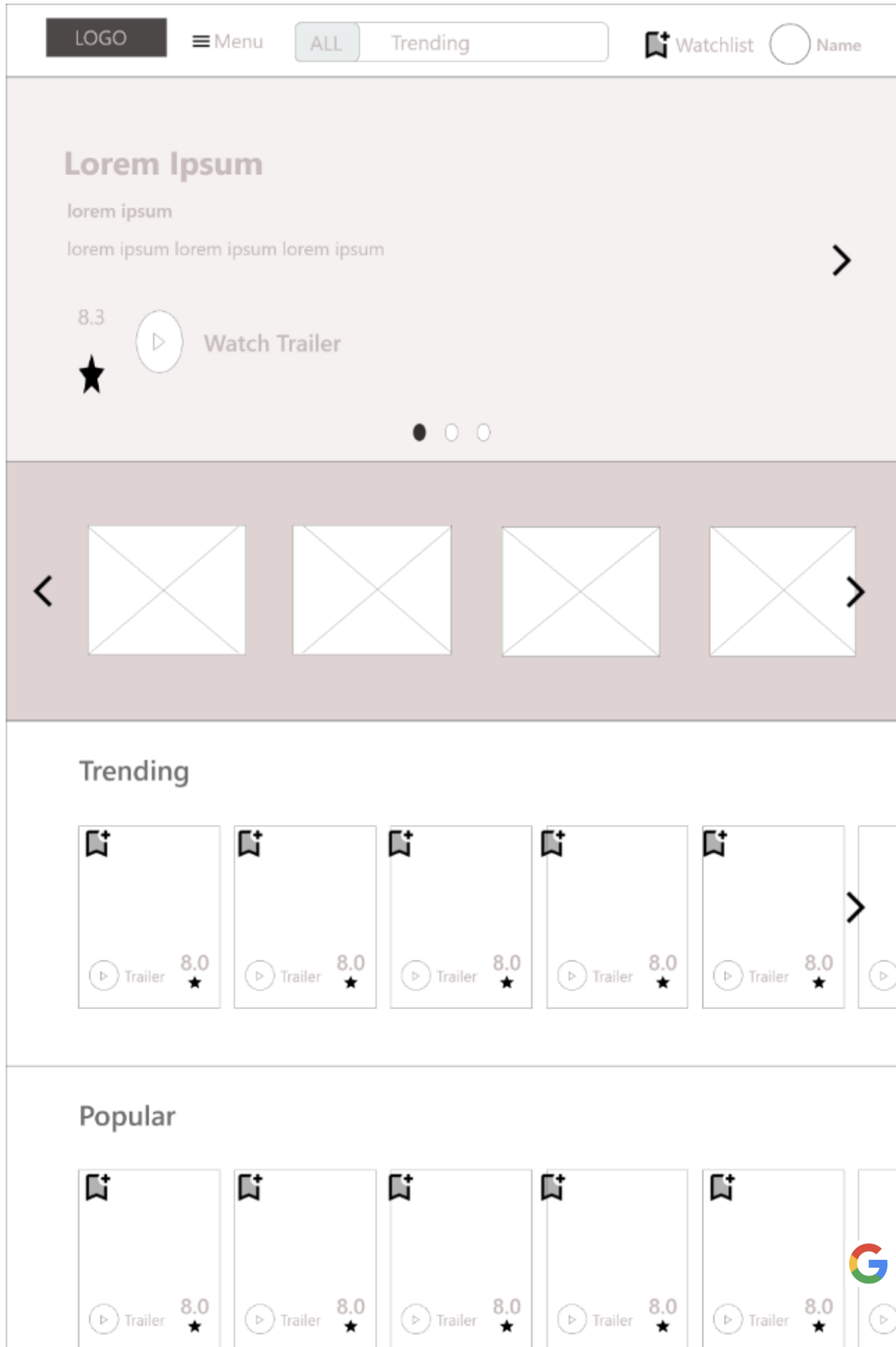
Wireframe

In this simple version, you can see how the designer approaches solving the user's needs. The headings are clearly listed and separated by categories, Trending and In Theaters. There are landmarks listed to show where movies such as the WatchList will be. There is a place for a carousel which will display Movies, which gives the user an opportunity to browse for a more enjoyable user experience.

Case study: Houston Movies

LOGO

☰ Menu

ALL | Trending

🔖 Watchlist | ◯ Name

Lorem Ipsum

lorem ipsum

lorem ipsum lorem ipsum lorem ipsum

>

8.3 ★

▷ Watch Trailer

● ◯ ◯

< >

Trending

🔖 ▷ Trailer 8.0 ★

🔖 ▷ Trailer 8.0 ★

🔖 ▷ Trailer 8.0 ★

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>

Popular

🔖 ▷ Trailer 8.0 ★

🔖 ▷ Trailer 8.0 ★

🔖 ▷ Trailer 8.0 ★

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🔖 ▷ Trailer 8.0 ★

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Revised wireframes after low-fidelity prototype usability testing: In the revised version, you see the progression of the design based on insights identified from usability test feedback. Design additions include "+" and "-" buttons to allow for the ability to edit quantity and a prompt for users to log in to their account if they have one.
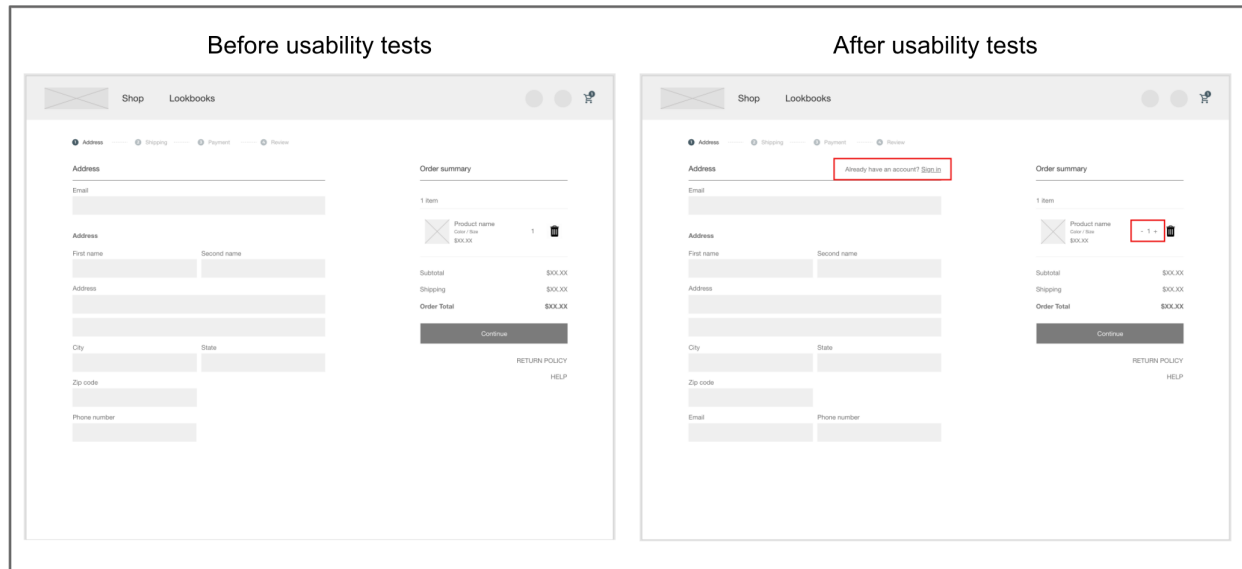
Mockup

Now the design really begins to take shape: actual text is used, colors are applied, and images are added. This mockup shows a visual that gives a better idea of the final design.
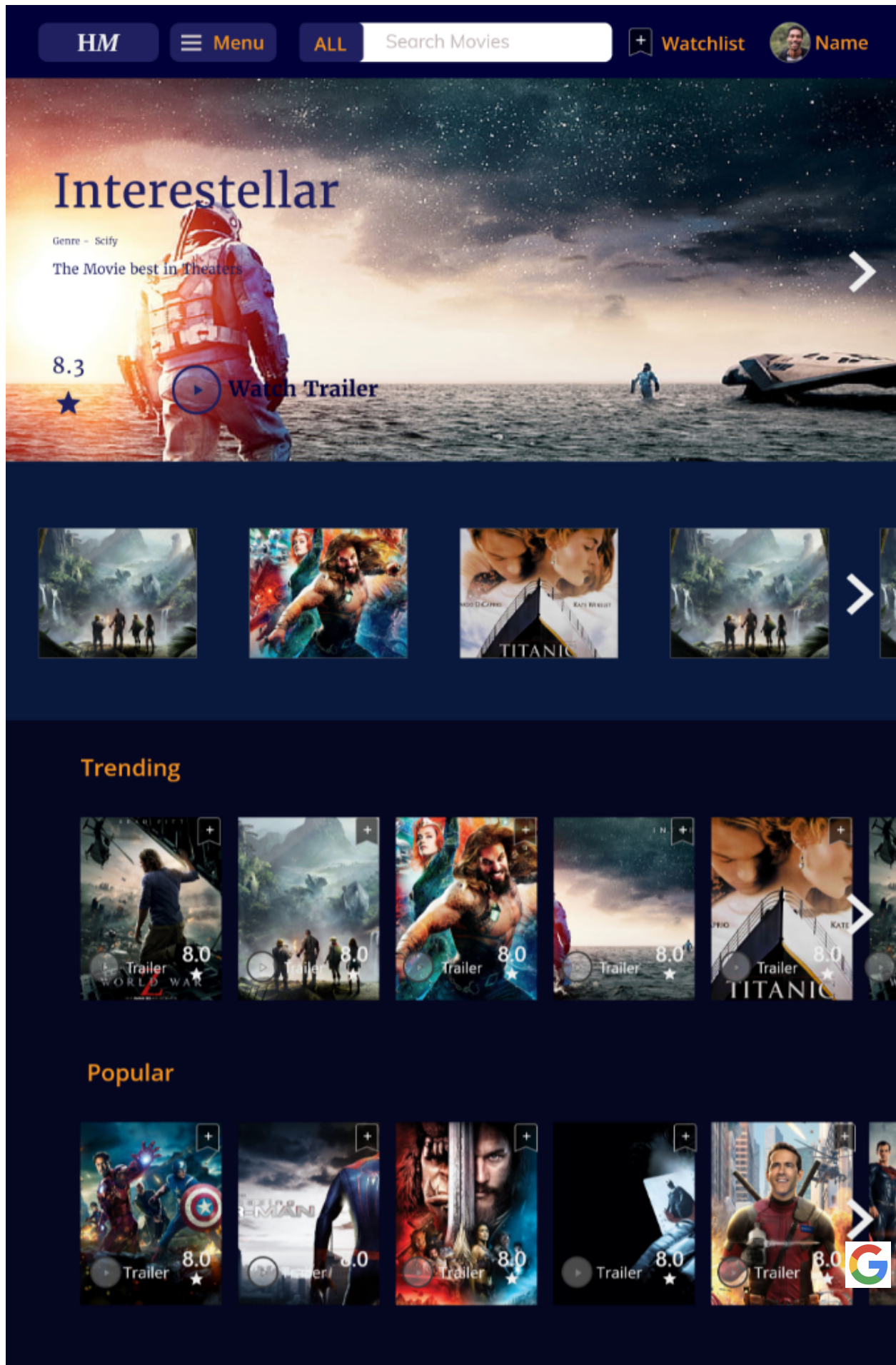
The final polished design

High-fidelity prototype
The design is fully developed and gives a complete picture of the completed design. It addresses the user's needs for a simple, yet engaging and uncluttered design.

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HM ≡ Menu ALL Search Movies 🔖 Watchlist Name

Summary

Avengers

Day	Time	No of Persons	Price
Jun 16	11:30 AM	3 × 1	$30

Total Price: $30

Book Now

PayPal

Credit/Debit Card

Card No: X X X X - X X X X - X X X X

Name on Card:

CVV/CVC: **Expiry date:** MM / YY

Pay Now

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Click [this link](#) to view the prototype.