

Design Mobile Ticketing app for movie theaters

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Project overview



The product:

Mobile ticketing app for the cinephiles.



Project duration:

I worked for my project about 2 months duration.



Project overview



The problem:

The problem for a mobile ticketing app for a movie theater is that customers often face long lines at the theater, especially during peak hours, to purchase tickets and confused in seating layout. This can be frustrating for customers who are looking to purchase tickets quickly and efficiently .



The goal:

The goal of a mobile ticketing app for a movie theater is to provide customers with a seamless and convenient way to purchase tickets, without the need to wait in long lines at the theater and also provide notifications about their ticket purchase, including reminders about showtimes and any changes to the schedule.

Project overview



My role:

UX designer for movie ticketing app



Responsibilities:

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

Understanding the user

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

User research: summary



To better understand our target audience and their requirements, we performed user research. We surveyed and interviewed actual moviegoers and examined data from existing movie ticketing applications. We went into the research with some assumptions, such as that users were primarily interested in ease and speed when purchasing tickets, but we discovered that customers also enjoyed the option to pick their seats and inspect the theatre layout before purchasing tickets. Moreover, we discovered that customers want the opportunity to see trailers and read reviews before choosing on a movie, as well as the ability to receive real-time updates and alerts regarding their ticket purchases and showtimes. Overall, the user research assisted us in better understanding the requirements and preferences of our customers.

User research: pain points

1

Finding showtimes

Difficulty in finding showtimes for a specific movie. Frustrating when users are trying to plan their schedule around a specific showing or want to find a movie that is playing at a convenient time.

2

Purchasing process

The ticket purchasing process is slow or unreliable. This can include issues with slow loading times, errors during checkout, or technical difficulties that prevent users from completing their purchase.

3

Seat selection

Frustrated if they have limited options for seat selection. This can be especially problematic if users are trying to find seats for a large group or for a specific type of seating arrangement, such as wheelchair-accessible seats.

4

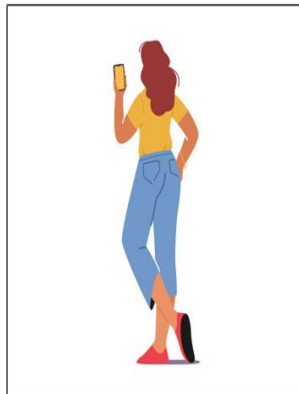
Confusing interface

This can make it difficult for users to find the information they need, navigate the app effectively, or complete the ticket purchasing process. This can be especially problematic for users who are new to the app or who are not familiar with similar ticketing apps.

Persona: Nethra Reddy

Problem statement:

Nethra Reddy is a cinephile person who loves enjoy the movies. She needs better service can offer while ticketing a movie like seating layout etc..



Nethra Reddy

Age: 22

Education: B.Tech

Hometown: Warangal

Family: 2 siblings

Occupation: Student

"She wants everything on the table, a clean attitude person."

Goals

- She wants to get the best service can provide while ticketing a movie or rather than in-person ticketing.

Frustrations

- she was not able to find and wanted to be able to view trailers and read reviews before deciding on a movie.
- Real-time updates and notifications about their ticket purchase and showtimes.

Nethra was a 22-year-old person, she was currently a cs student at IIT Hyderabad. She is a cinephile and loves to go to movies on weekends or when she gets stressed she loves to watch movies with friends. While ticketing a movie she faced user experience problems like selecting their seats and viewing the theater layout before purchasing tickets.

User journey map

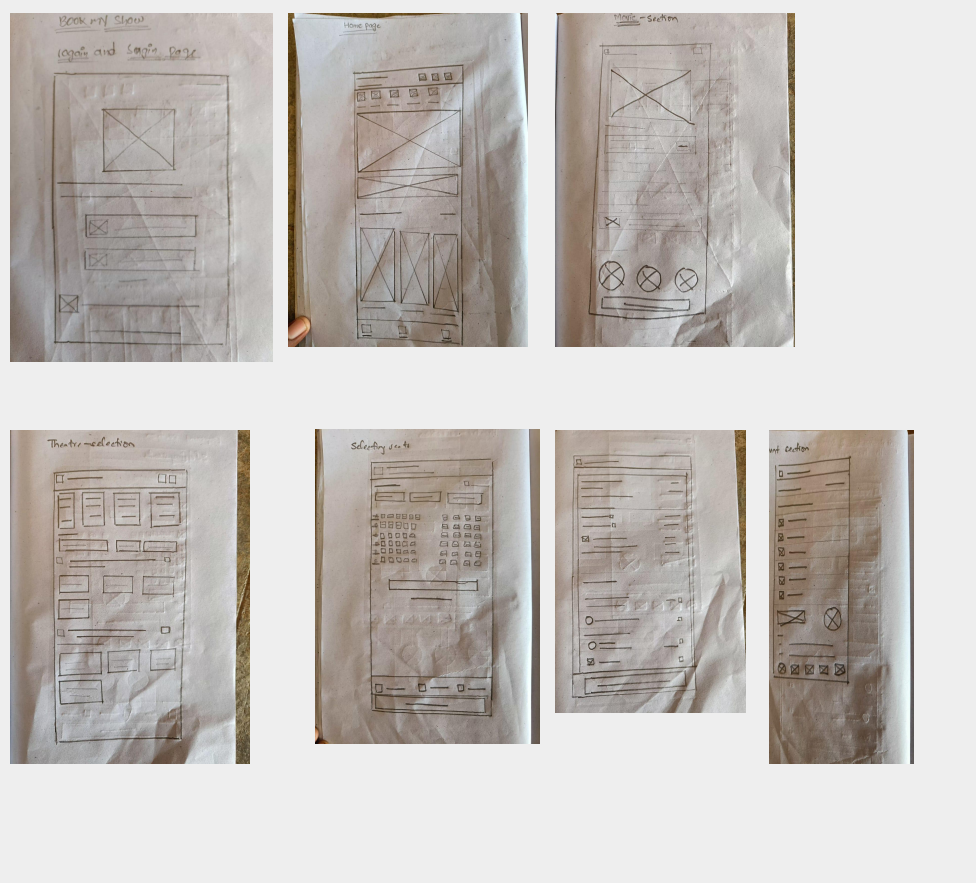
Mapping of Nethra reddy user journey revealed how helpful it would be to users to get movie ticketing app for theatre.

Persona: Nethra Reddy

Goal: Browsing movies and booking movie ticket

ACTION	Onboarding	Browsing & Selecting seats	Purchasing ticket & Pre-show	Theatre experience	Post-show
TASK LIST	Tasks A. log into existing account. B. If not create new account	Tasks A. select city and browse movies. B. Selecting the seats for your better experience.	Tasks A. Purchase the ticket through choosing payment option. B. we received notification.	Tasks A. Go to theatre with QR code generated while we booking. B. Find your seats.	Tasks A. Review the movie after completion of movie.
FEELING ADJECTIVE	Excited with user interface.	Easily we can browse movies. Confused about selecting seat layout.	Enjoyed with user interface in payment options. Difficult to understand confirmation notification.	Overwhelmed by see no waiting line. Befuddled in find seats after entering into theatre hall.	Difficult to find review the movie.
IMPROVEMENT OPPORTUNITIES	Good	Selecting seats layout can be improved by providing guidance according to angle of the screen.	Phone should vibrate or provide with some animation, so we can understand confirmation.	Show the route to seat through your app like directions provided in maps.	After the completion movie user should provide with review, with some credits can earn.

Paper wireframes



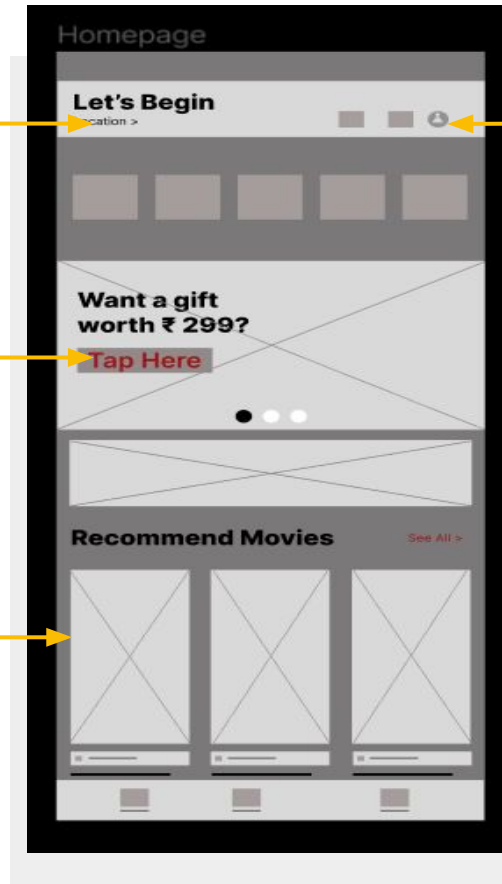
Digital wireframes

Homepage of cinematic way movie ticketing app, we can observe the right side of picture shows homepage and functions.

Location

Offers and tips

Movies section



To access your profile

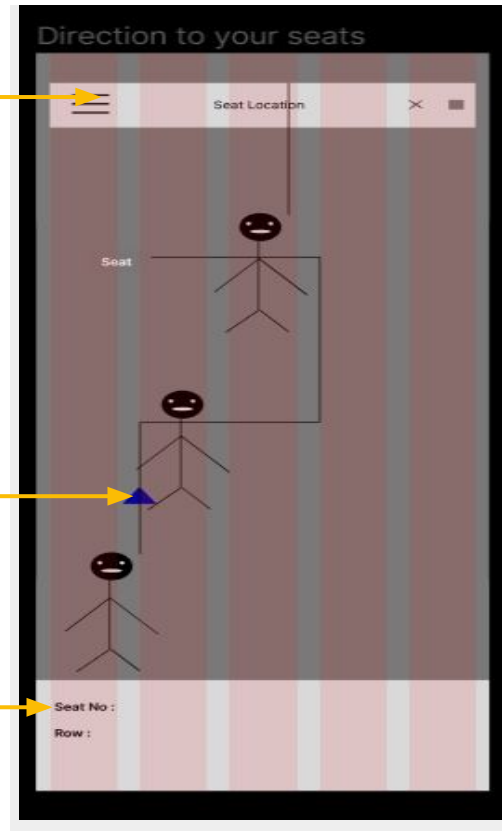
Digital wireframes

In right hand side we can app showing direction to their seats. Which helps out people from confused in seating layout.

Menu button to go back into previous page.

Direction bar shows to your seat

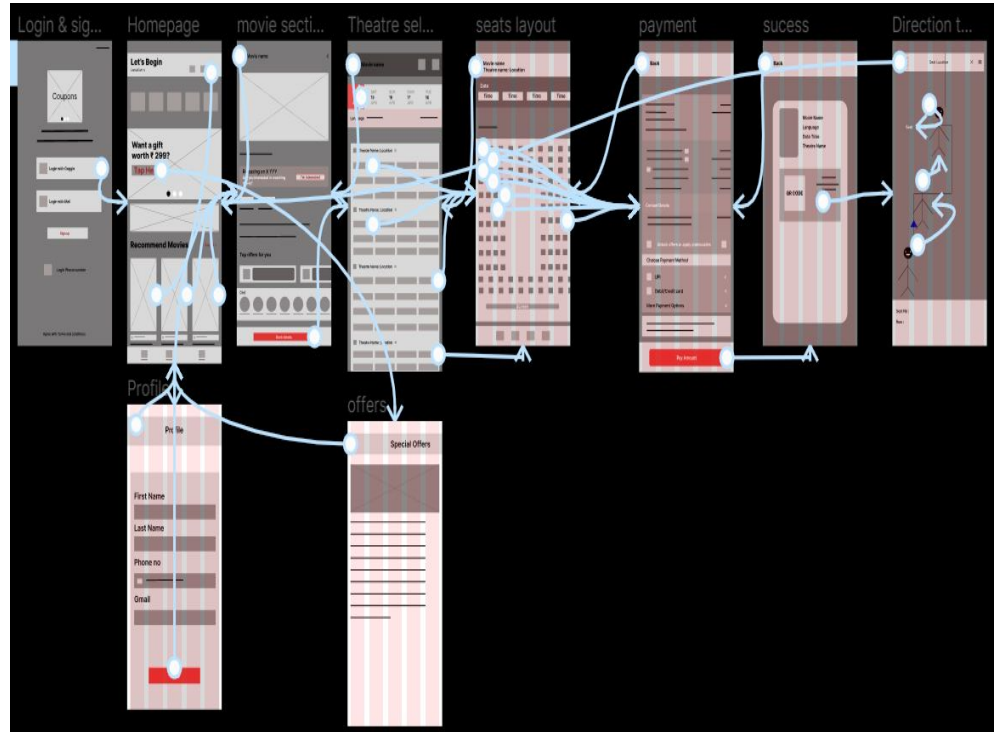
User seats no and row



Low-fidelity prototype

https://www.figma.com/proto/Rb_aCpCaWLHpXmoF5kCY1Ib/Digital-wireframe-cinematicway?page-id=0%3A1&node-id=0-1&viewport=384%2C563%2C0.17&scaling=scale-down&starting-point-node-id=3%3A10

Final prototype of my low-fidelity



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 User wants book the movie tickets quickly
- 2 User wants to have easily access
- 3 User wants to movie ticket booking confirmation

Round 2 findings

- 1 Order summary the confirmation booking movie tickets
- 2 User wants select easy mapping technique
- 3 Users are confused in location of theatre and they can't find their seats easily.

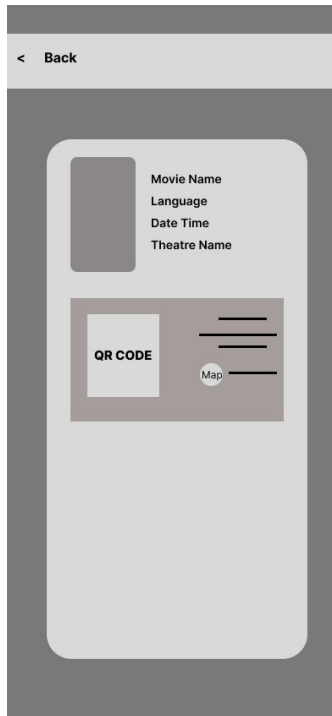
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

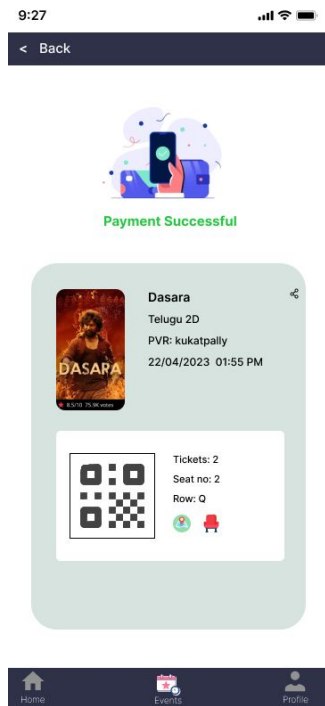
Mockups

Early designed allowed for customization of success page the user can't understand the payment success and confused to find seats, so I added success illustration to the page and seat mapping technique to the page for better accessibility.

Before usability study



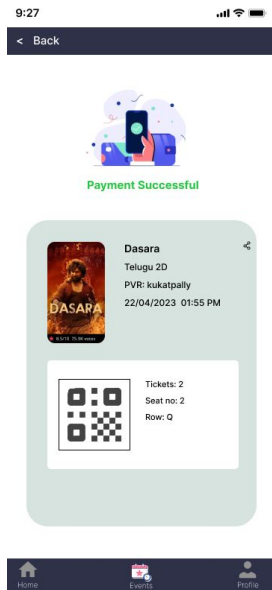
After usability study



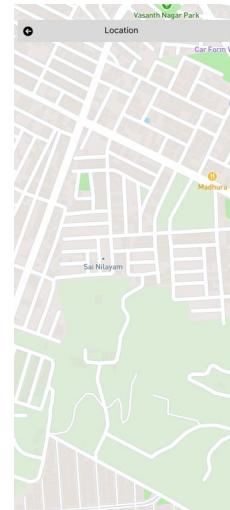
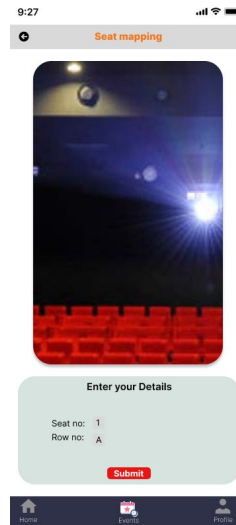
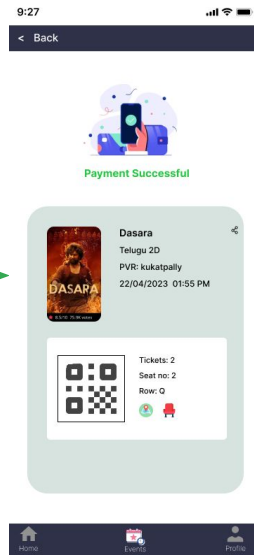
Mockups

After designed success page we conducted a usability mockup study, we find users confused to in location of theatres and seating layout , so we added a location and seat mapping to their seats, it helpful for all people who confused in theatre location and seats.

Before usability study



After usability study



Mockups



Want a gift
worth ₹ 299?

Tap Here



Recommend Movies

See All >



Kisi Ka Bhai Kisi
Jaan

Virupaksha

Dasara



9:27



< Dasara



👍 25.7k are interested

Releasing on 21 Apr, 2023

Are you interested in watching
movie?

I'm interested

2D Telugu, Hindi, +3

2h 25m · Action, Adventure, Drama · A

Dharani (Nani), Suri (Deekshith shetty) and vennela
(Keerthy suresh) are friends since childhood. Th ...more

Top offers for you



Get 25% discount on movie tickets..
Tap on details



Get
Tap

Cast



Book Tickets

9:27



< Almost there !

Dasara

Telugu, 2D

2

M-Ticket

Sunday April, 2023 | 01:30 PM

Prasads Multiplex : Hyderabad (SCREEN 3)

Tickets Price

₹ 599.00

Convenience fee

₹ 66.00

Total Payable Amount

₹ 656.00

Contact Details

xyz@gmail.com

Edit >

6309581654 | Telangana



Unlock offers or Apply Promocode >

Choose Payment Method



Amazon Pay



LINK ACCOUNT



UPI



Pay Amount ₹ 656.00

9:27



Seat mapping



Enter your Details

Seat no: 1

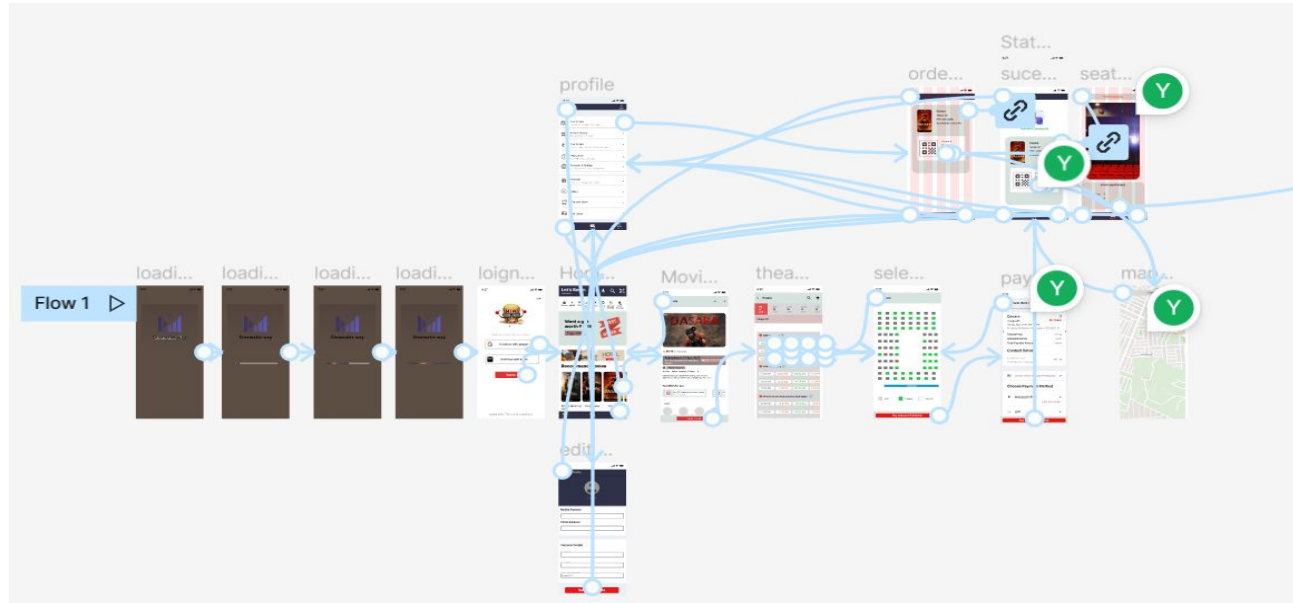
Row no: A

Submit



High-fidelity prototype

<https://www.figma.com/proto/RbaCpCaWLHpXmoF5kCY1Ib/Digital-wireframe-cinematicway?page-id=138%3A59&node-id=138-60&viewport=-411%2C-119%2C0.31&scaling=scale-down&starting-point-node-id=203%3A826>



Accessibility considerations

1

People who are uneducated can't understand the seating layout in theatres so we added a seat mapping technique to resolve this issue.

2

Used detailed imagery to find review of the movie to better understanding.

3

Used icons and animation which gives better visuals to user.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app “Cinematic Way” which gives best cinematic experience to users and understand the people’s needs.



What I learned:

While designing “Cinematic Way” 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 more user research to determine any new areas are need.

2

Need to understand more about who physically impaired people so they can easily access our app.

3

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

Let's connect!



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

Email: pentapuriyeshwathreddy@gmail.com