Final Build

IDM-241 Zijun Kang

zijunk.com/idm232/final/build

## OVERVIEW

Final Build

idm-241 Zijun Kang

https://www.amctheatres.com/movies
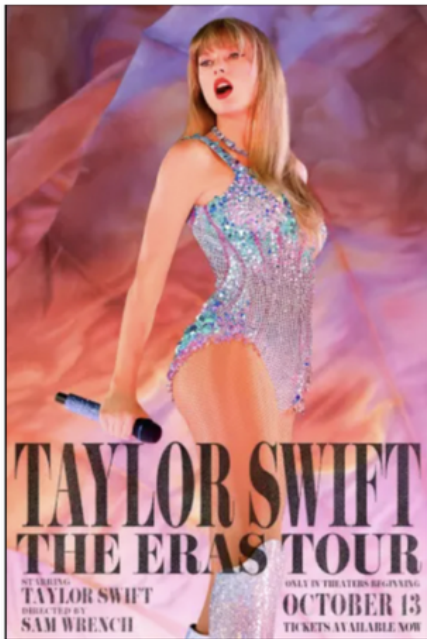
The website Final Build features an interactive interface designed for movie ticket purchasing. It incorporates dynamic elements, such as hover effects and clickable options, enhancing user engagement. The design is tailored to provide a seamless and enjoyable experience for users selecting and buying movie tickets. Its user-friendly layout, coupled with visually appealing elements, showcases a well-thought-out approach to web design.
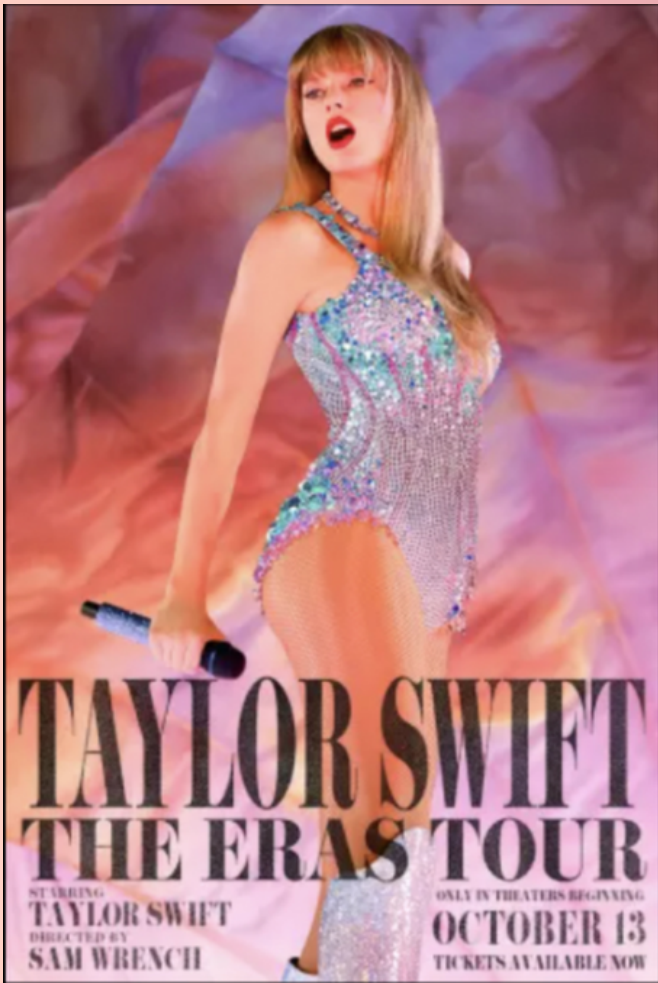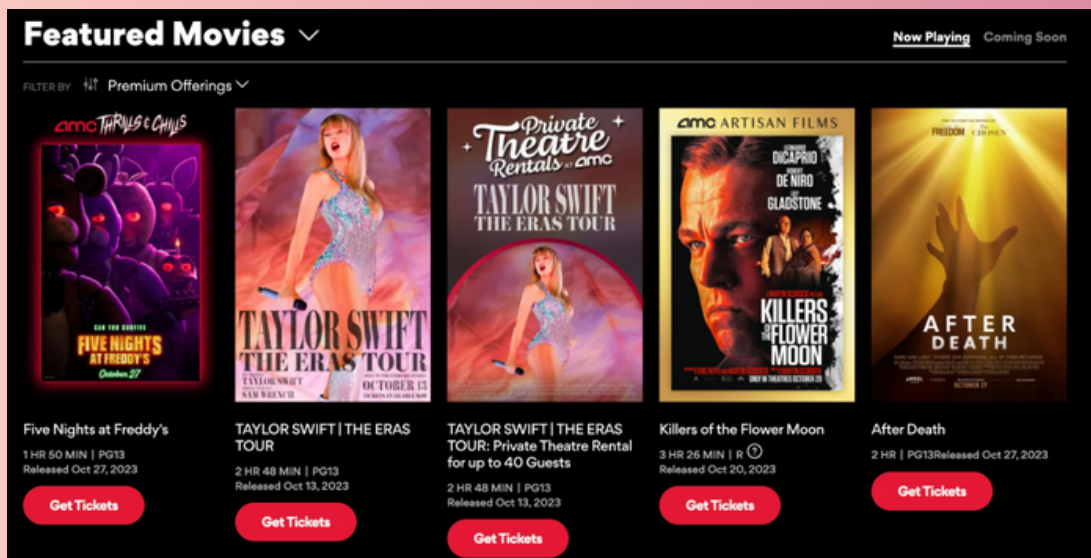
Poster
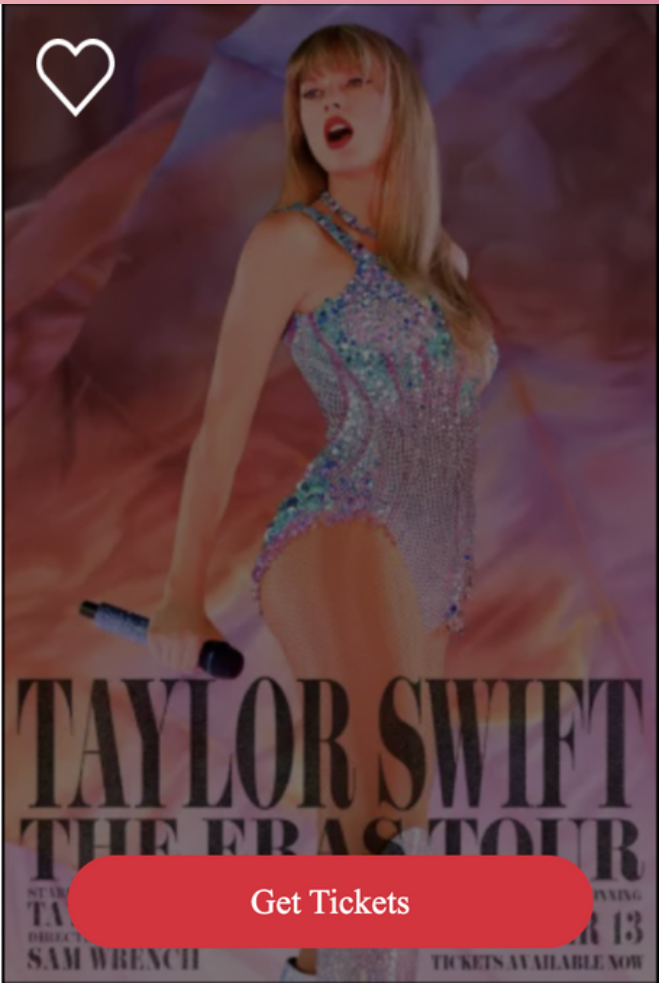
Get Tickets

Find theater near you

Context and Challenge

The original website's interaction design has the following issues:

1. Information Overload with Difficult-to-Read Text: The site contains too much information, making the text hard to read.
2. Inability to Save Desired Movies: Users cannot save movies they are interested in for future reference.
3. Cumbersome Ticket Purchasing Process: The process of buying tickets is complicated, and the interactive experience does not provide positive feedback to users.
4. Unclear Theater Locations: It's challenging for users to determine the exact locations of theaters.

For my design I try to solve these problem.

User-Friendly Interface: The website likely features an intuitive interface that makes it easy for users to navigate and find what they are looking for, such as movie selections and ticket purchasing options.

Engaging Visuals: The use of engaging visuals and graphics likely enhances the overall user experience, making the website not only functional but also visually appealing.

Smooth Interaction: The interactions, such as selecting a movie or proceeding to checkout, are probably designed to be smooth and responsive, providing immediate and clear feedback to user actions.

Simplified Ticket Purchasing Process: The process for purchasing tickets is likely streamlined and straightforward, reducing the complexity and time needed to complete a transaction.

Effective Information Display: Information such as movie details, showtimes, and theater locations is probably presented in a clear and concise manner, making it easy for users to find and understand the information they need.

Responsive Design: The website may also have a responsive design, ensuring a seamless experience across different devices, be it a desktop, tablet, or smartphone.
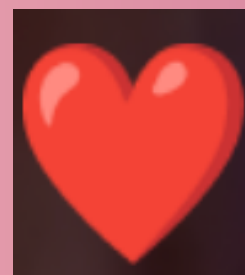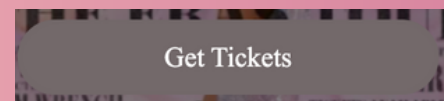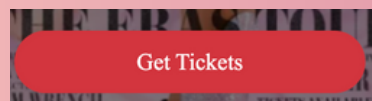
User Persona

Emily Zhang

Age: 28 years old
Occupation: Graphic Designer
Location: Urban area, likely a city with a vibrant cultural scene
Education: Bachelor's degree in Fine Arts
Psychographics:

Interests: Enjoys going to the movies, particularly indie and foreign films
Lifestyle: Active social life, often goes out with friends
Behavior: Tech-savvy, relies on online platforms for leisure activities
Values: Appreciates aesthetics and user-friendly designs
Goals and Needs:

Primary Goal: To find and purchase movie tickets easily
Secondary Goal: To explore new movies and get recommendations
Needs: A website that is easy to navigate and visually appealing
Challenges and Pain Points:

Challenge: Finding a reliable platform for movie schedules and tickets
Pain Point: Overly complex websites with poor user experience
How zijunk.com/idm241/final/build Meets Their Needs:

User-Friendly Design: Emily appreciates the intuitive interface that makes it easy to find what she's looking for.
Visual Appeal: As a graphic designer, she enjoys the aesthetically pleasing layout and visuals of the site.
Efficient Ticket Purchasing: She values the straightforward and quick process of buying tickets on the website.
Technology Usage:

Devices: Primarily uses a smartphone but also uses a laptop
Online Behavior: Frequently shops online, uses social media for recommendations, and follows cultural events

GitHub:

https://github.com/ZijunBAILAN/idm241-zk74.git

The Result:

The "Final Build" project at zijunk.com/idm241/final/build can be assessed as successful based on several metrics and feedback. Here's a summary:

Qualitative Success:

- Enhanced User Experience: User feedback indicated a significant improvement in the ease of navigation and overall experience, aligning with the project's goal to enhance user interaction.
- Aesthetic Appeal: Positive comments on the website's visual design confirmed that it resonated well with the target audience, achieving the aim of a visually engaging interface.
- Efficient Interaction: Users appreciated the streamlined process of finding and purchasing movie tickets, highlighting the success of the website's functional design.

Lessons Learned:

- User-Centered Approach: Continuous user testing and feedback integration were crucial, highlighting the importance of a user-centered design approach.
- Adaptability: The project underscored the need for flexibility in design and development to accommodate user needs and technological advancements.
- Future Improvements: Insights from the project will guide future updates, especially in areas like mobile optimization and personalization features, to further enhance user experience.

In conclusion, the "Final Build" project successfully met its objectives by improving the user experience while also providing valuable lessons for future projects.