

Movie Magic App Design

Abigail Benjamin

Project overview



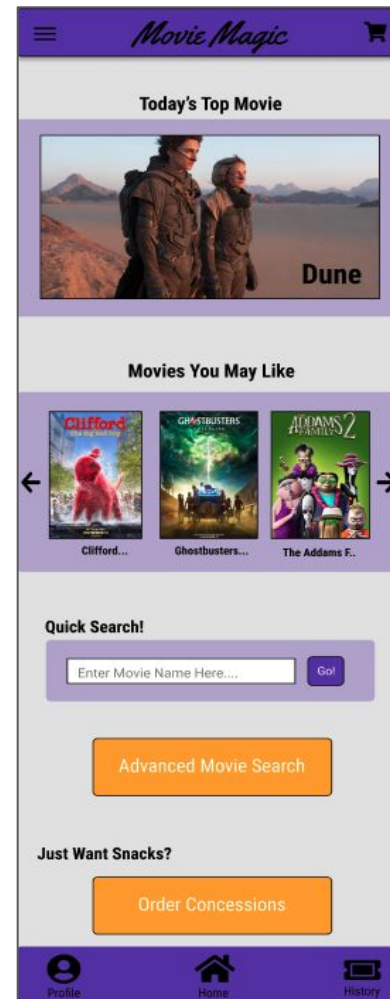
The product:

Movie Magic is an nationwide app that allows users to browse and order movie tickets as well as concessions ahead of time. This app focuses on accessibility with the ability to search for theaters that provide accessibility amenities, closed captioning, and different languages.



Project duration:

September 2021 - December 2021



Project overview



The problem:

People have busy, complex lives and want to order tickets and concessions, ahead of time, while having any needs accommodated for.



The goal:

Design an app that allows users to smoothly buy tickets and concessions for movie theaters.

Project overview



My role:

UX designer designing an app for the Movie Magic App 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.

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 was adults who want an easy and fast process to buy tickets.

This user group confirmed initial assumptions about movie theater customers, but research also revealed that time was a factor, but also the complexity and lack of accommodations in apps (mobile and desktop) that they would use that prevented them from buying movie tickets online.

User research: pain points

1

Time

Users need a quick way to buy tickets without going through the whole process of searching for a movies with the filters.

2

Accessibility

Users need a way to see their seat location in reference to screen/entry/exit as well as multilingual options.

3

Options

Users want the ability to select multiple options when using different features (ie; clicking more than one option on the features)

Persona: Luis

Problem statement:

Luis is a busy dad who would like to be able to find a movie theater that offers closed captioning or Spanish-dubbed movies in order to watch movies with his family.



Luis Altamirano

Age: 52
Education: B.S. (Ecuador)
Hometown: North Plainfield, NJ
Family: Wife and teenage son
Occupation: Semi-truck driver

"I love movies, but would love to enjoy the same movies my son does."

Goals

- Access movies in theaters that have subtitles or are dubbed in Spanish.

Frustrations

- "My son and wife go see movies together, but I can't because there's no subtitles and I'm not fluent in English."
- "Sometimes, all three of us go in hopes there will be subtitles, when there aren't."
- "I waste money and time on a movie I can't personally enjoy."

Luis is a semi-truck driver who works all week, and oftentimes weekends. He loves watching movies, but tends to stick to watching them at home on his TV. He would love to enjoy the same movies in theaters with his wife and son, but often runs into difficulty due to his lack of fluency in English.

User journey map

Mapping Luis' user journey revealed how helpful it would be for users to have access to the Movie Magic app.

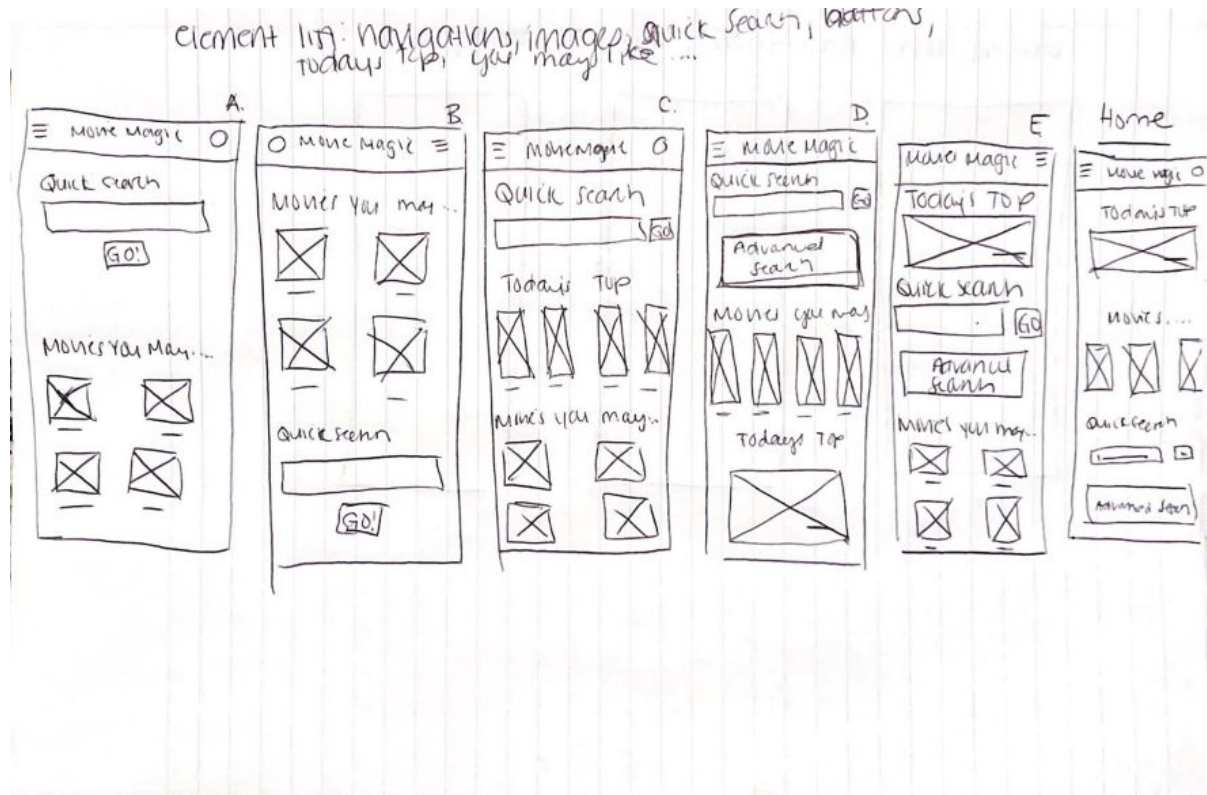
Persona: Luis Altamirano

Goal: Find a theater that offers movies in Spanish or subtitles.

ACTION	Find a movie theater	Pick movie	Buy tickets	Travel to theater	Show ticket to movie employee	Buy food and drinks	Find movie
TASK LIST	Tasks A. Open app B. Enter in own zip code C. Find theater that is reasonably close	Tasks A. Filter movie for Spanish audio option B. Find movie that family will also like C. Pick movie	Tasks A. Pick seats for movie B. Pay for tickets	Tasks A. Find movie theater on Google Maps B. Drive to theater	Tasks A. Find employee B. Try to find ticket on app C. Show tickets	Tasks A. Pick out what food family wants B. Pays for food	Tasks A. Look for a map of theater B. Find movie
FEELING ADJECTIVE	Sad at the lack of movie theaters close to him.	Confused with the filter to find Spanish options	Happy that there were tickets available for the time he wanted	Excited to finally enjoy a movie with his family.	Confused because he couldn't understand the movie employee who only spoke Spanish.	Embarrassed because he couldn't remember what the word in English for popcorn is.	Overwhelmed at how big the movie theater was.
IMPROVEMENT OPPORTUNITIES	Better search options on app	Better filter on Spanish audio on app	Explanation that he doesn't need a paper ticket.	Best routes to theater on app, or link to Google Maps easily	Explanation of what to do at theater in Spanish on app with digital ticket	Ability to order food on app comfortably and just pick it up	Feature that updates digital ticket with which theater your movie is in

Paper wireframes

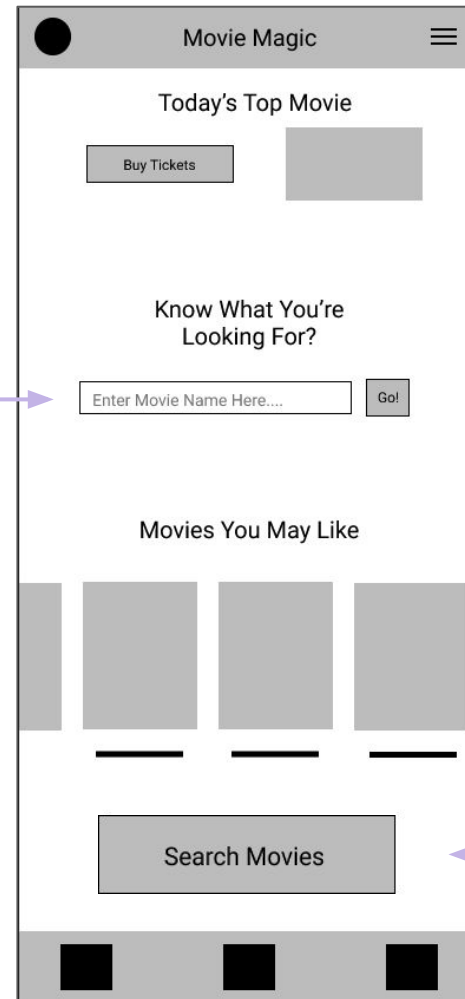
I started off with a paper wireframe just to get the main ideas down first. I thought utilizing a more simple interface would go better as opposed to a busy one that apps like this typically have.



Digital wireframes

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

Focused on a quick search for a movie if users know exactly what they want to see

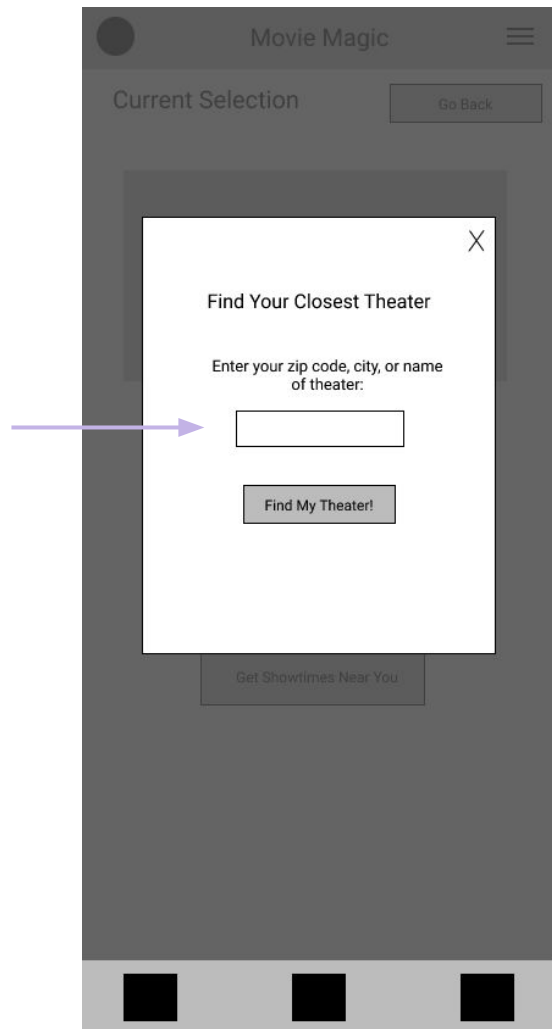


To get to the search with filters feature if users aren't sure what they want to see

Digital wireframes

Due to feedback I received, I added the option of searching by other means, other than just the zip code. One might be looking for a theater or one in a city that the user does not know the zip code for, so this makes the experience more user-friendly.

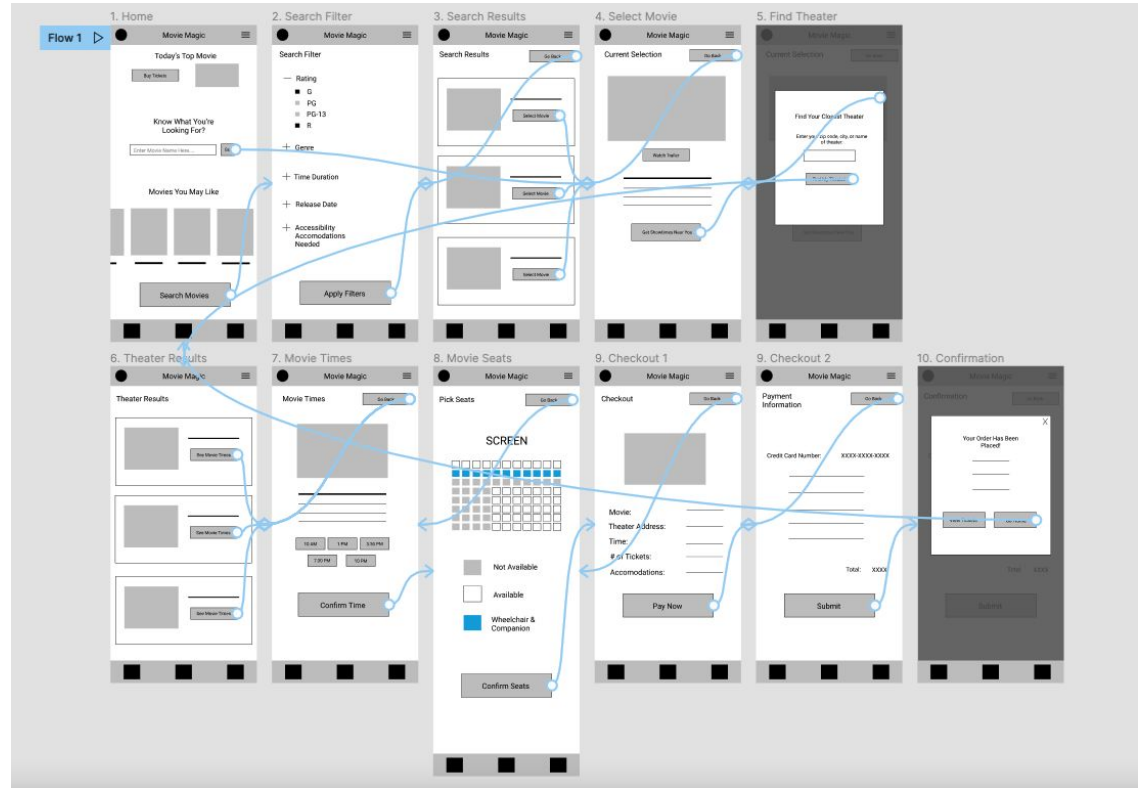
Based on feedback, I added the ability to search using city and/or name of theater to give the user more options as opposed to just the zip code



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was searching for and buying tickets, so the prototype could be used in a usability study.

View the Movie Magic App [low-fidelity prototype](#)



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 Users want to buy tickets quickly
- 2 Users want multiple options on features
- 3 Users want better accessibility

Round 2 findings

- 1 Users want to buy concessions quickly
- 2 Users want a easy navigation menu

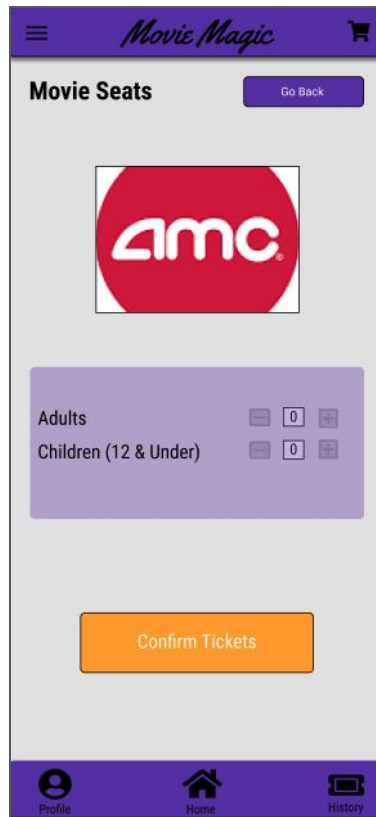
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

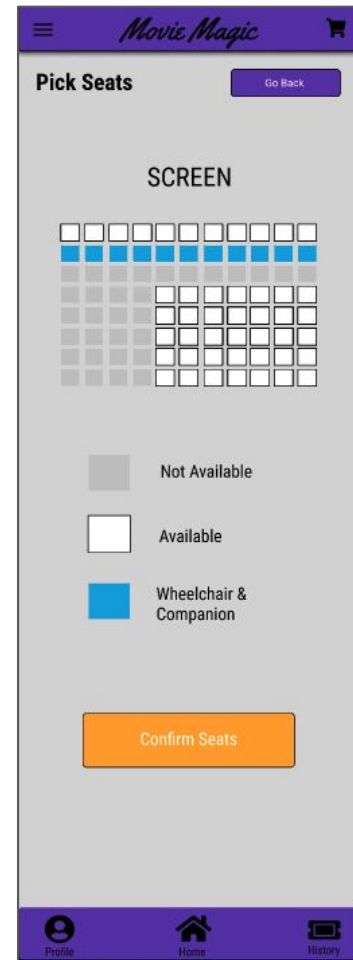
Mockups

Early designs did not allow for users to choose and **view where their seats would be in reference to the screen/entry/exit** and it did not show **handicapped seating**. I added the ability to see both.

Before usability study



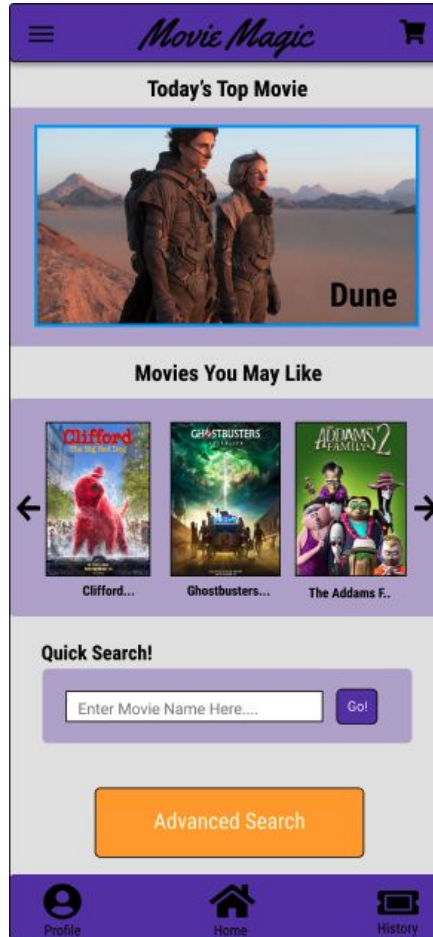
After usability study



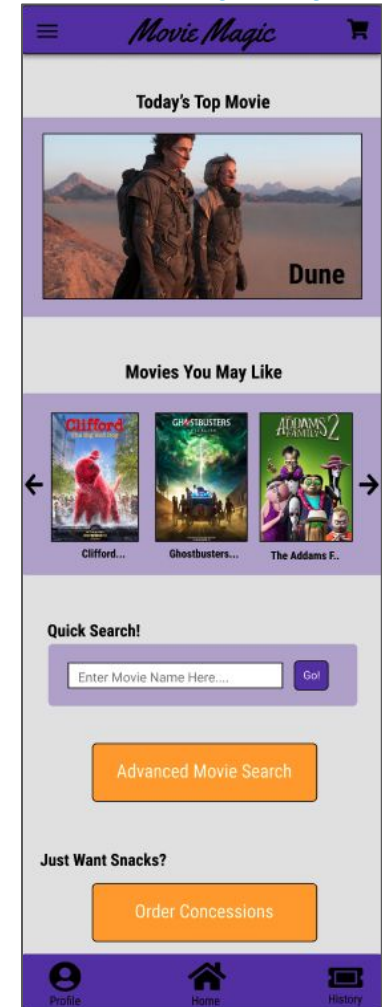
Mockups

The second usability study revealed frustration with the lack of a **quick search for concessions** only, along with the quick movie search. I added that to the home page as well.

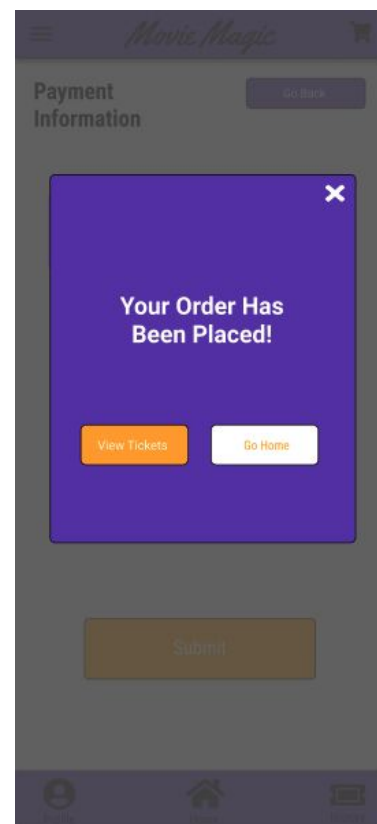
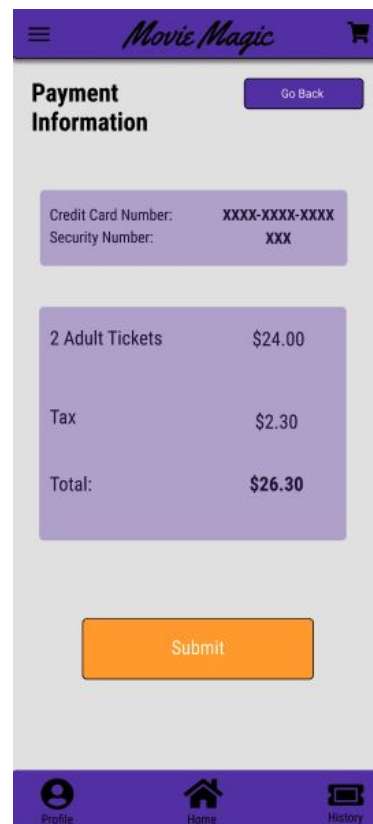
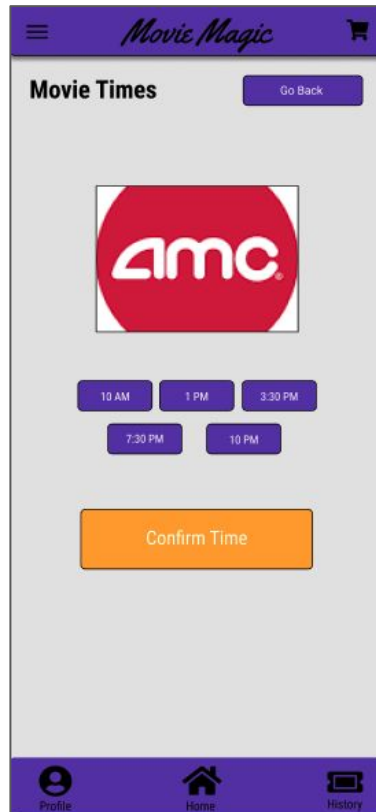
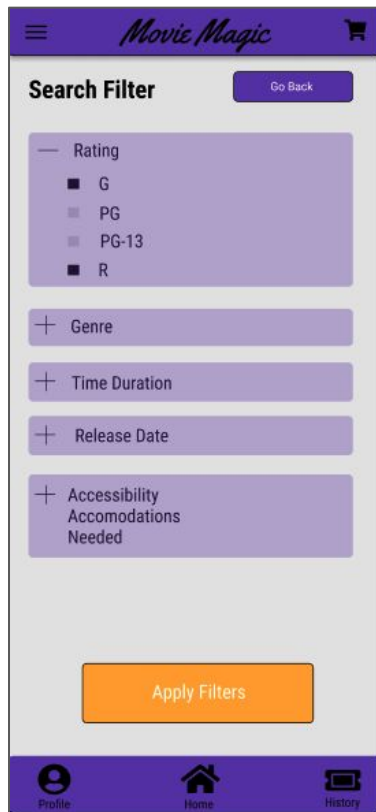
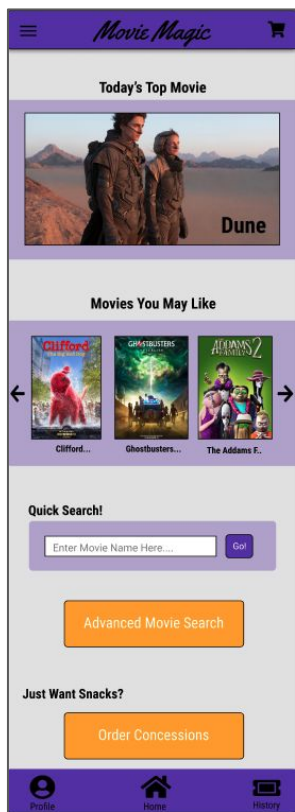
Before usability study 2



After usability study 2



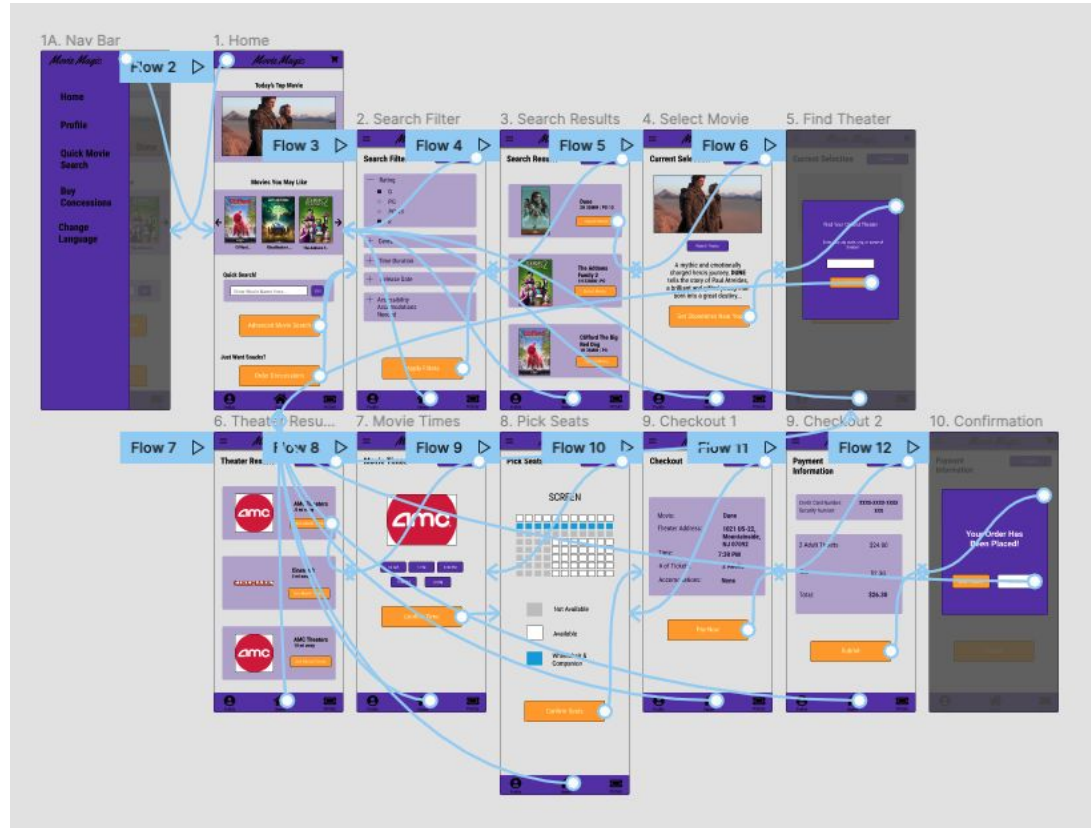
Key mockups



High-fidelity prototype

The final high-fidelity prototype presented a clean user flow and also meets the user's needs for better accessibility and more options on certain features.

View the Movie Magic [high-fidelity prototype](#)



Accessibility considerations

1

Provided the ability to translate the app into other languages.

2

Used icons to help make navigation easier.

3

Used a visible seating chart to show handicapped seating.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app made our users feel like the app was being more personalized for them, especially with the accessibility accommodations.

One quote from peer feedback:

"The app was really easy and quick to use! I really liked the fact that it showed exactly where you would be sitting in the theater."



What I learned:

While designing the app, I learned that making your app more accessible will actually also benefit others who don't necessarily need the accommodation. I got positive feedback from people without disabilities about the seating chart and from those who only spoke English about the availability of other languages. I've also learned that you never really feel **done**. I feel like you always think you can improve upon something - which in most cases, you can.

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 Magic App! If you'd like to see more or get in touch, my contact information is provided below.

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