

Design a Movie Ticketing App

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Project overview



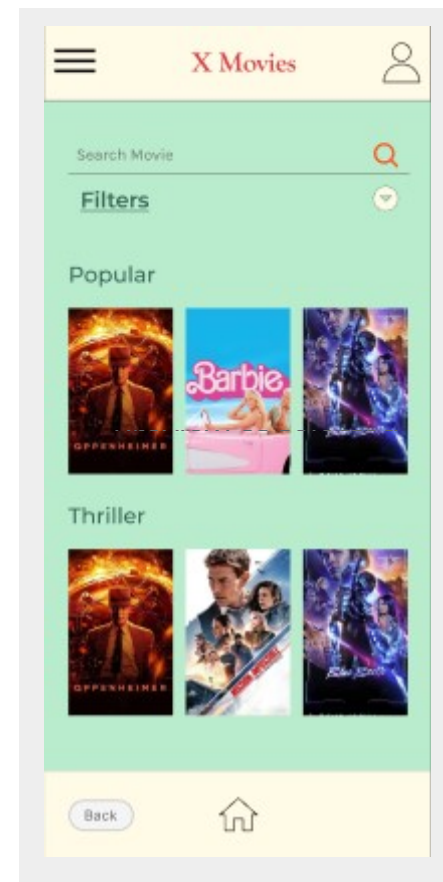
The product: X Movies

Design a mobile ticketing app for a movie theater. X Movies is a multiplex chain based in US. It offers competitive pricing and equipped with latest technologies and wide range of movie selections.



Project duration:

3 Months



Project overview



The problem:

Currently X movies only available on desktop website and trying to increase user base by providing app version.



The goal:

Our movie booking app will let users book movie tickets quickly and easily, so that they can watch their desired movie in theatre by giving them access to wide range of movies.

Project overview



My role:

UX designer designing the app from conception to delivery.



Responsibilities:

Conducting interviews – paper and digital wireframing, low and high fidelity prototyping, conducting usability studies, accounting for accessibilities, 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 am designing for and their needs. A primary user group identified through research was working adults who just want to watch movies to entertainment.

Additional research also highlighted individuals who are interested in subtitles language feature so they can be fluent the language. One more group of individuals were those who wanted pay at counter feature.

User research: pain points

1

Pain point

App is not equipped with
assistive technologies

2

Pain point

Does not have filter for language
and subtitles details

3

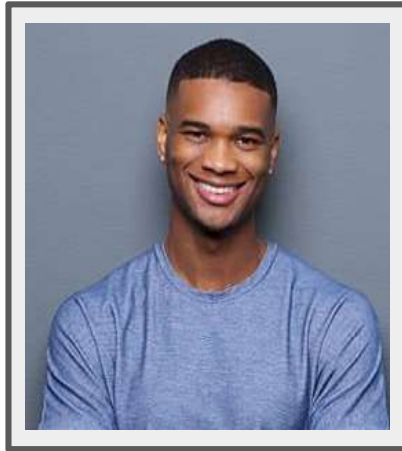
Pain point

Does not suggest movie
review/genre to help user select
movie

Persona: Joseph

Problem statement:

Joseph is a student, who needs to watch english movies, because he wants to be better at english



Age: 20
Education: online college classes
Hometown: Nairobi, Kenya
Family: mother, father and one younger sibling
Occupation: Full time student

“Student enrolled in online classes, trying to learn english”

Goals

- Need to book english movies tickets, preferably with subtitles to be better at english

Frustrations

- Hard to filter on the basis on language

Joseph is a recent immigrant to the United States who is enrolled in online college classes and is also taking classes at a night school for learning English. He is planning to watch movies as a way to be better at english.

User journey map

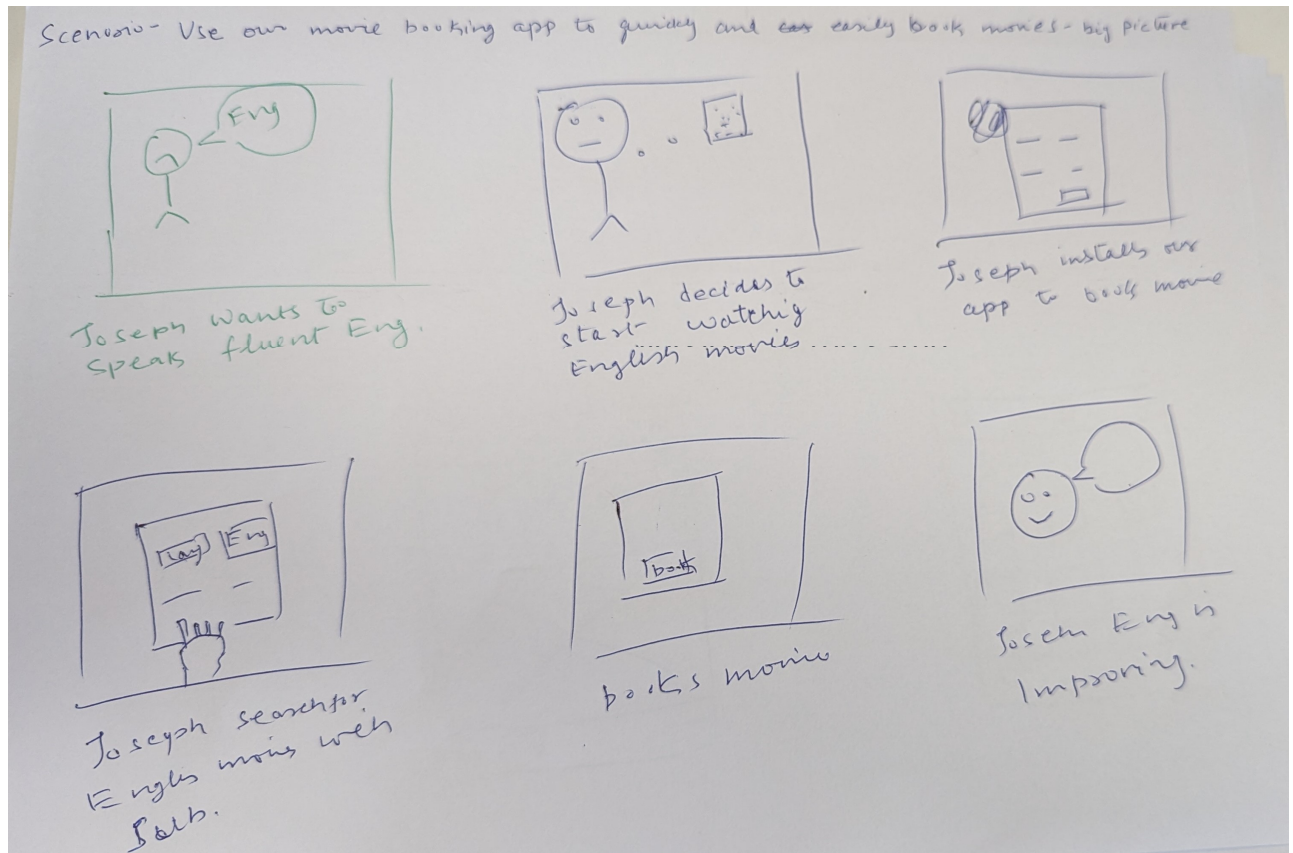
A journey map is a visualization of the process that a person goes through in order to accomplish a goal.

ACTION	Open Website/app	Find Movie	Book Ticket	Collect Ticket
TASK LIST	Tasks <ul style="list-style-type: none">Find website url/app nameOpen url/download app	Tasks <ul style="list-style-type: none">Search movie by genreFind movie name	Tasks <ul style="list-style-type: none">Find movie timeSelect seatPayment	Task <ul style="list-style-type: none">Select ticket delivery modeticket or print out
FEELING ADJECTIVE	<ul style="list-style-type: none">ConfusedLostHopeful	<ul style="list-style-type: none">Annoyed at large amount of text with limited visualsOverwhelmed	<ul style="list-style-type: none">RelievedGlad	<ul style="list-style-type: none">LostAccomplished
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">Include appropriate keywords	<ul style="list-style-type: none">Include more imagesInclude subtext filterMovie reviews	<ul style="list-style-type: none">Timing filterPricing category filter	<ul style="list-style-type: none">Delivery notificationsDelivery options

Starting the design

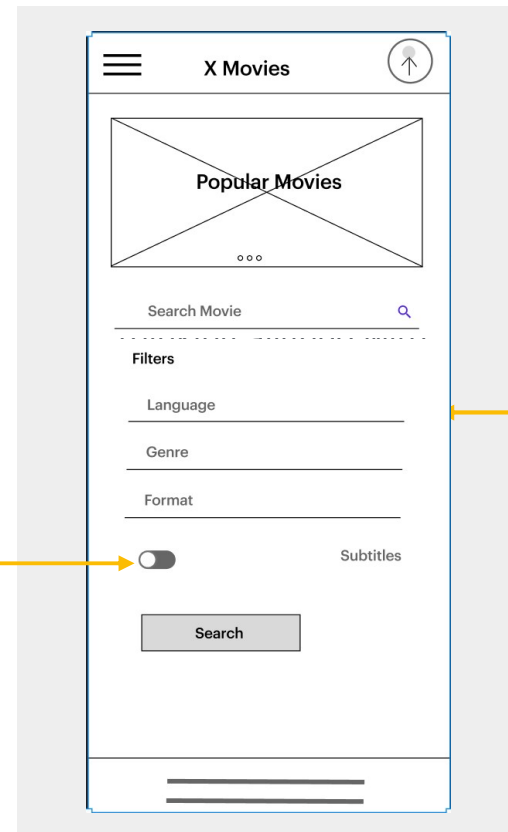
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Story Boarding and Paper Wireframe



Digital wireframes

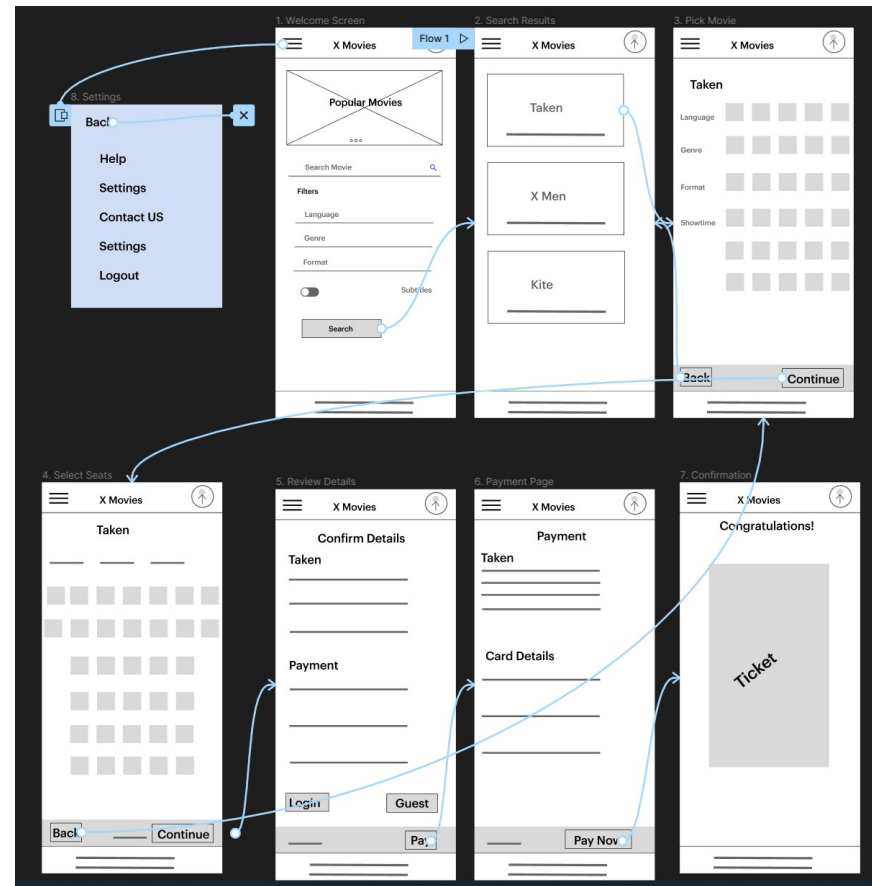
Subtitles are
usefull for
accessibility
and helps
other users too



Language filter
in addition to
subtitles helps
use pick
foreign
language
movies

Low-fidelity prototype

[User lands on the home page and uses the filters to search for the desired movie. The user select the movie and seat and then taken to the payment page. Once user makes payment, ticket is sent to the user]



Usability study: findings

I conducted two rounds of usability study. It helped me refine to designs further.

Round 1 findings

- 1 Filters are taking up a lot of home page space
- 2 No need of separate search button, it can be put inline with search bar
- 3 Movie names need to be show seperately in results for accessibility

Round 2 findings

- 1 Search should continue to stay in search result to enable user to change criteria
- 3 Keep navigation bar on home page as well
- 2 Add label summary

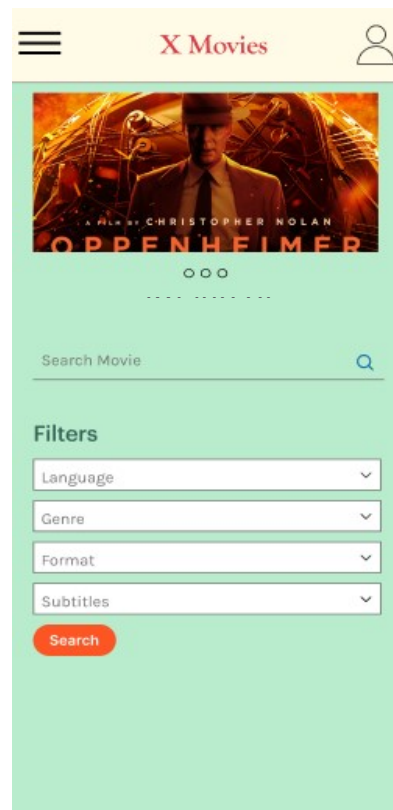
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

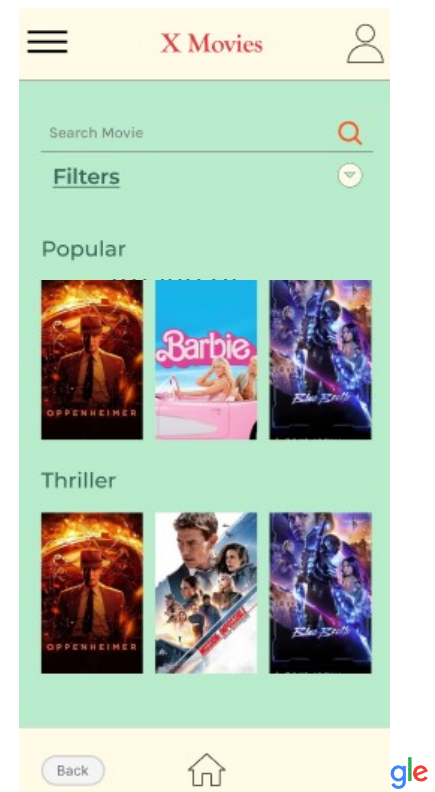
Mockups

[We need to keep filters minimised to save the real state and show users list of more movies by images. Also search should be first thing user can do now.]

Before usability study



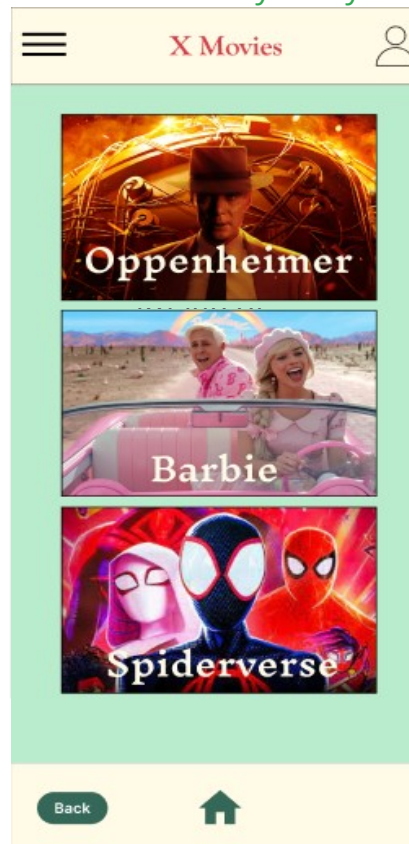
After usability study



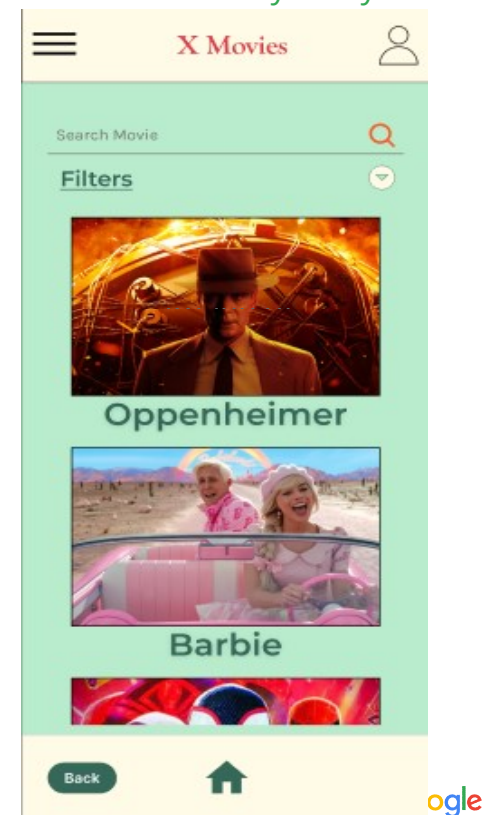
Mockups

[Search function should stay after we display search results, in case user wants to change the search criteria]

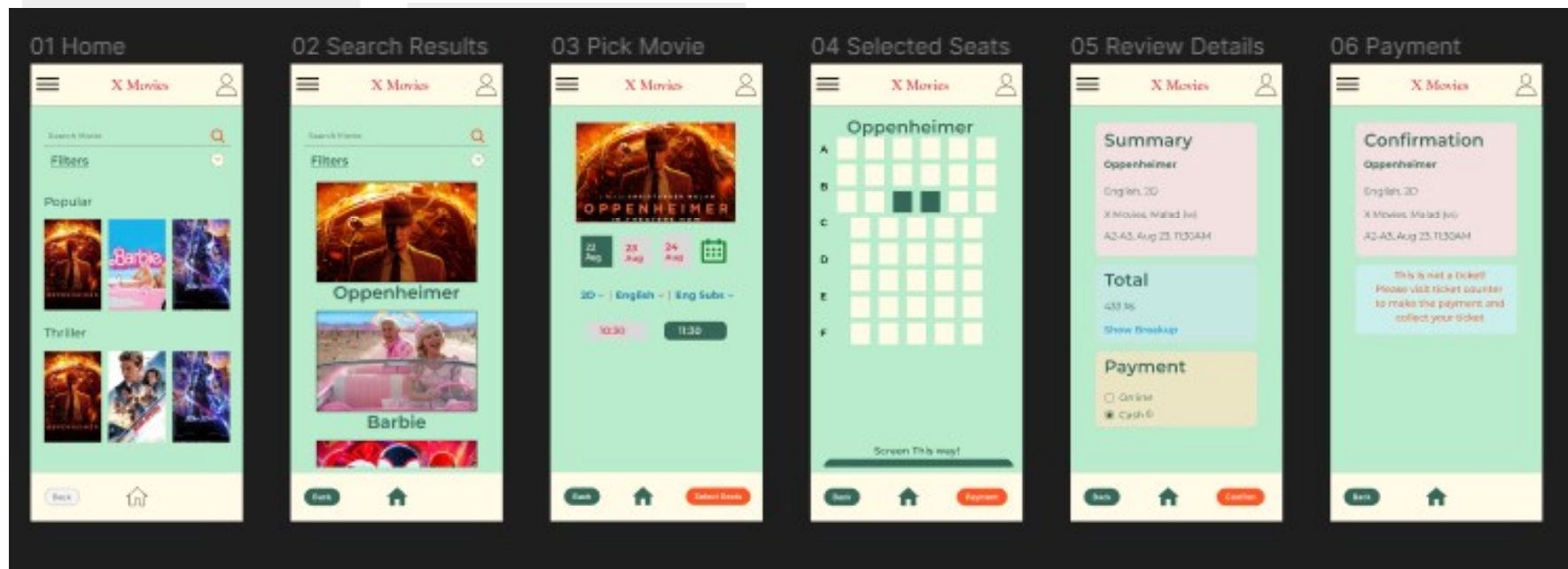
Before usability study



After usability study



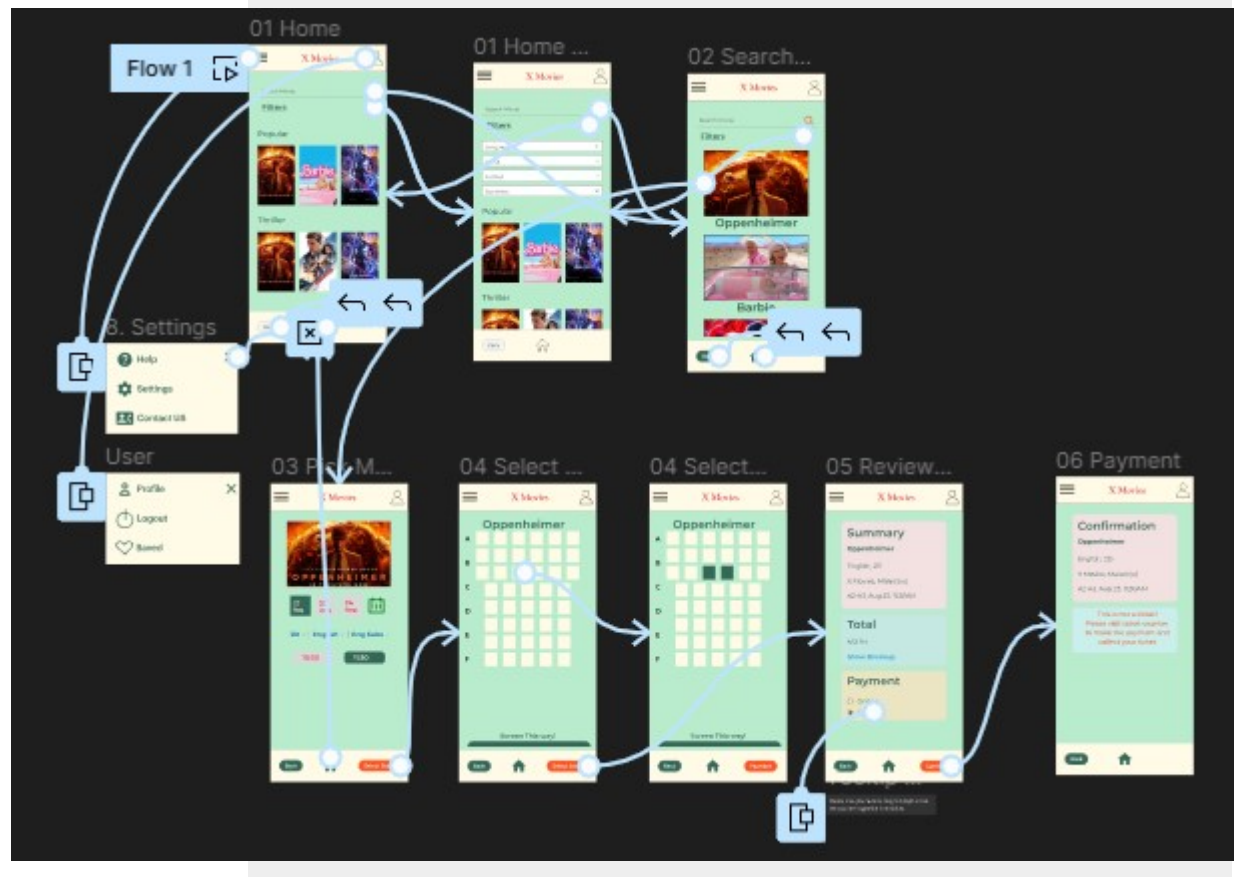
Mockups



High-fidelity prototype

[The final high fidelity prototype presented cleaner user flow for booking a movie ticket. It also met with user's need to checkout without need of prepayment.

[X Movies Prototype](#)]





Accessibility considerations

1

Using contrasting colors for call to action buttons for making it easier for users with color disabilities.

2

Using alt text for movie titles next to movie images for screen reader.

3

Used icons and images to make it easier for people to better understand

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes use of competitive study to add features provided, also keeping in mind what is missing in other apps.

The app is easy to use for anyone and keep all age groups in mind.



What I learned:

While designing the app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback helped me understand how to make the app better.

Next steps

1

Conduct another round of usability study to validate user pain points.

2

Conduct more research to determine new areas of need.



Thank You!