# Project Description

* Develop a web site for Eye Candy Cinemas.
* Eye Candy Cinemas is an entertainment company with multiple cinema complexes, each with multiple theatres.

# Site Purpose:

* Allow users to search for movie screenings at the cinema
* Allow users to purchase cinema tickets
* Allow users to get detailed information of movies screened

# Research

### Existing similar web sites

Refer to website research file

### Other movie goers statistics

<https://www.marketingcharts.com/charts/demographics-of-frequent-moviegoers-in-2019>

<https://www.motionpictures.org/wp-content/uploads/2017/03/MPAA-Theatrical-Market-Statistics-2016_Final-1.pdf>

Summary

* Highest % of movie goers age demographic group - 25-39 years old
* Male/Female equally represented
* 25-39 age group also owns more digital products than any other age groups
  + --> Increasing importance for responsive website

# User Centred Design Analysis

## Who will use the site

|  |  |  |
| --- | --- | --- |
| **Users** | **Level of motivation** | **User Goals** |
| 1. Already have movie in mind | Very high | 1) Find movie schedule  2) Buy tickets |
| 2. Looking to watch a movie at cinema. No movie in mind. | High | 1) Find best choice for movies screened  2) Find movie schedule |
| 3. ‘Movies at cinema’ one of many user choices | Low | 1) Check if there are any good movies |

## Strategy

|  |  |  |
| --- | --- | --- |
| **User #** | **Strategy** | **Web design plan** |
| User 1 | 1) Enable user to reach the movie schedule page as fast as possible | 1) Set up quick search for movies  2) Reduce movie -> payment time needed |
| User 2 | 1) Pair promotions with movie listings at first page  2) Trailers to entice user | 1) Show all movies screened at index page with promotions  2) Bring user to movie details page with trailer when movie clicked |
| User 3 | 1) Promotional materials to increase ‘movies at cinema’ value | 1) Apply good UI/UX to increase chance of purchase |

Wireframe:

Graphical user interface, website

Description automatically generated

DISCLAIMER:

To achieve an overall aesthetic design and to get a real feel of website. The links are as placeholders and not all would link to its content.

The pages that I have created are as below:

1. Home page (index page)
2. Movie\_details page – only one movie details page is created therefore I have intentionally linked all movie poster links to redirect to this page.
3. Booking page
4. Payment page
5. Thank you page
6. Coming\_soon page
7. Privacy\_policy page

Working links on page:

Home page:

Logo -> home page

Coming soon -> coming\_soon page

Movie posters -> movie\_details page

Privacy policy -> privacy\_policy page

Movie details page

Logo -> home page

Time slots -> booking page

External links:

Directors -> IMDB page

Cast -> IMDB page

IMDB -> IMDB page

Privacy policy -> privacy\_policy page

Booking page:

Logo -> Home page

Review And Pay button -> Payment page

Privacy policy -> privacy\_policy page

Payment page:

Logo -> Home page

Form submit link -> Thank you page

Privacy policy -> privacy\_policy page

Thank you page:

Back To Home link -> Home page

Coming soon page:

Logo -> Home page

Back To Home link -> Home page

Privacy policy -> privacy\_policy page

Test plan

Browsers: Chrome, Edge, Firefox

Tested on Chrome, Firefox, Edge. All PASS

Link to website: <https://eyecandycinema.netlify.app/>