# 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

Test plan

Browsers: Chrome, Edge, Firefox, Opera

Target action

How will the user do it

Customer experience map

Obsess over user

1. develop personas

2. create user stories and scenarios

3. customer experience map

Understand that interactions are the root of all UX

1. create flows before pages

2. design an ongoing conversation – interface needs to speak to users and react in a way that feels human. Visual feedback

3. sweat the details

4. persuasive design – highlighting, anchoring, loss aversion

Prototype the site focusing on content structure and user flow more than visual details

Test with at least 5 users – record the testing sessions and analyse

Refine visuals with mid-fi or high-fi mockup, repeat test

UI

Microinteractions for all UI components- feedback

Trigger – visual cues

Loading cues

Notes:

HTML CSS took longer than expected

Feedback testing should be done after wireframing and go through multiple iterations before construction of web site

How to test for usability?

Usability checklist

Clear indicator of where user is at and tasks involve

## Accessibility checklist

Page title

All images have alt text

Text:

* Headings
* Contrast ratio
* Resize text test

Interaction

* Keyboard access and visual focus test
* Forms and labels

General:

* Moving, flashing, blinking content
* Multimedia
* Basic structural check

Language stated in html document

Clear forms and labels

High contrast ratio

Text resize test

Structured html elements

Headings

Navigation

Main content

Footer

Wireframe for 4 pages

Idea:

Mobile first

Marvel theme

Home page

* Carousel of movies
* Autoplay trailer

Movie page

* Movie detail
  + Title, duration, thumbnail
  + Trailer
  + User ratings
* Synopsis
* Actors and director thumbnail carousel
* Short trailer clips + screenshots
* Tickets sold counter + movie billboard ranking
* Tags
* Reviews

LOVE, SHARE, NEXT

Book page

* Top date menu
* Time/theatre type

Seat selection page

Food and beverage page

Payments page

Confirmation page