

# Assignment 1

## iPhone Software Engineering

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## 1. Cinego

*Select, Book, Go with CINEGO!*

### Cinego Cinema Booking App

Cinego enables users to book into one of 4 cinemas in Melbourne in simplest possible way.

#### Selling Points

- In comparison with other apps, this is possibly the most simplest way to book a movie ticket.
- Cinego will have a unified pricing model - that is all movie tickets will cost **\$20.00 each**.
- Also users can automatically adjust the number of tickets by customising their seats, so that they won't have to select the number of tickets and then select their seats separately (like what other applications do)

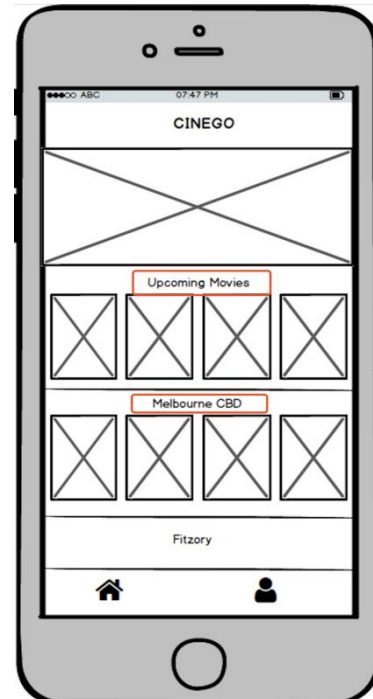
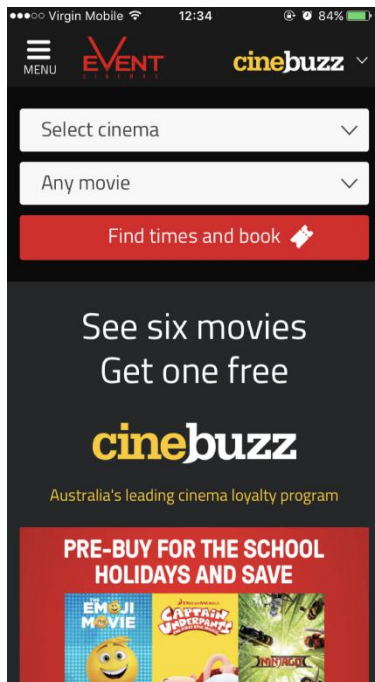
#### Use Case

1. In the home page, users can browse the movies they like.
2. After choosing a movie, the user can select a movies session.
3. Then the user is sent to the session booking page where they can select the seat they like.
4. Users can choose one of more seats. The number of tickets and total price is automatically updated when a seat is selected/deselected.
5. After finished selecting their seats, the user is then sent to checkout page.
6. The application will ask user to login first before they can customise their payment method and then place their ordered tickets.
7. After the user purchased a ticket, an order summary is presented
8. The user is sent back to home page where they can browse additional movie sessions, or they can view their order history

## 2. Research

### 2.1 Event Cinemas

Url: <https://www.eventcinemas.com.au/>



#### Pros

When users touch the movie image, the movie details are shown automatically including release date, running time, director and cast.

#### Cons

The Event Cinemas ask users to select cinemas first. Then, users will see the upcoming movies of each cinema. It is complex for users because some users just want to have a look what movies each cinema offers. Also, this is not easy for users.

#### Differences between Event Cinemas and Cinego

Cinego booking app displays all the upcoming movies on the homepage. This app offers 4 cinemas in Melbourne so the 4 cinemas are shown on the homepage and this app shows the upcoming movies of each cinema. Users can select the movie and cinema directly. Users only need one step to selecting both cinema and movies. It is easier for them.

## 2.2 Hoyts Cinema Australia

Url: <https://www.hoyts.com.au/>

### Pros

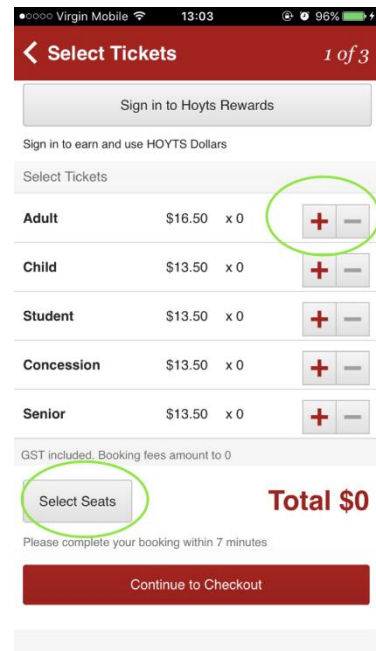
The colour of this app is very clear (red and white).

### Cons

If users want to select seats, they have to click the button and go to next page. It is complex. Also, if users want to add or remove tickets, they have to come back to this page, click one of the “+” or “-” and click the “select seats” button to select new seats.

### Difference between Hoyts Cinema Australia and Cinego

Users can add or remove tickets by selecting the seats in the cinego app. It is very easy to manage the tickets. Also, CINEGO learned the colour design from Hoyts Cinema Australia to make the app clear.



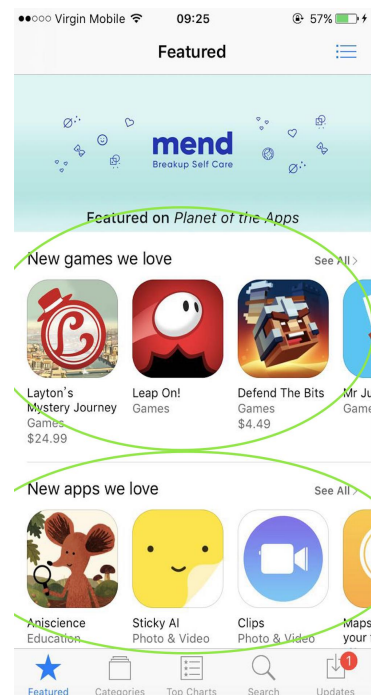
## 2.3 App Store

### Pros

Style of the home page is clear. As we can see from the picture. There are two main parts which are new games we love and new apps we love. Also, it displays the apps on the homepage.

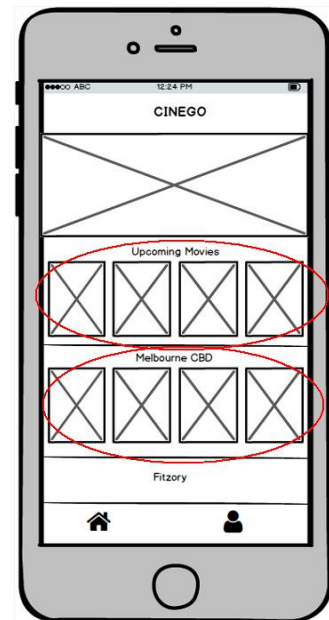
### Cons

The colour style is too bright. For example, the top of the homepage is bright green. And the background is white. Every area is bright colour.



## Difference between App store and Cinego

The design of homepage is similar with the app store. There are upcoming movies, Melbourne CBD, Fitzroy etc. And there are movies on each area. It is very clear for user.

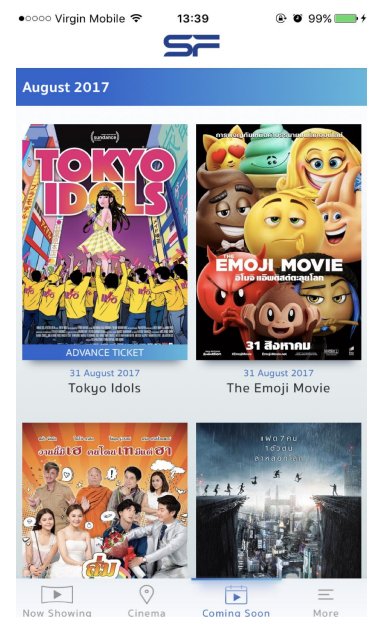


## 2.4 SF Cinema

Url: <https://www.sfcinemacity.com/>

Pros

SF Cinema shows each movies with a image on the home page. The home page is very clear and simple. User can see all the movies. In addition, if users click the movies, the movie details will be shown.



Cons

After clicking the movie from home page, users can only see the movie details rather than booking. It makes users confused. Users have to go to another page to book tickets. However, after clicking the movies, the movie details are shown immediately and if users want to book movies, they just need to select movie session and seats.



### 3. REST API

Movie information gathered from <https://themoviedb.org>.

Storage for user and tickets will be saved into one of 3 possible locations

- from a VPS server (requires knowledge in creating own API and extra cost),
- Google Firebase (slightly more complex solution but free tier is available)
- saved locally, through an SQLite database

GET: [https://api.themoviedb.org/3/movie/550?api\\_key=<MY AWESOME API KEY>](https://api.themoviedb.org/3/movie/550?api_key=<MY AWESOME API KEY>)

```
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      "name": "Drama"
    }
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  "vote_count": 8597
}
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## 4. Design

### 4.1 Design Description

The Cinego app includes 7 pages, homepage, movie details, booking details, checkout, order summary, account and login/registration. It includes UIView, UITableView, UICollectionView, ContentView, UIScrollView and CustomView. In this app, the constraints are heavily used so that this app adapts to any size. The details of view types are shown in the table below.

Page	View
homepage	TableView, ContentView, CollectionView
Movie Details	TableView, ContentView, CustomView
Booking Details	ScrollView, ContentView, CustomView
Checkout	TableView, ContentView, CustomView
Order Summary	TableView, ContentView, CustomView
Login/Registration	ContentView
Account	TableView, ContentView, CustomView

### 4.2 Design Principles

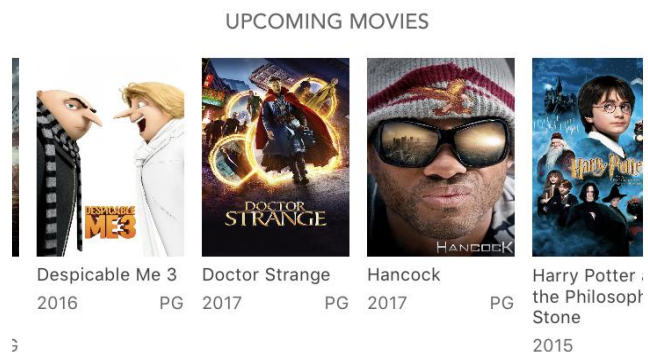
#### Contrast

Purple vs white contrast helped give the app a 'premium' like feeling. Also contrast between light gray and white helps identify sections of the pages

#### Repetition.

Many parts of the app share common information. The movies in the home page are organised into sections depending on the cinema.

Additionally, the app contains repeating units of information. For each unit of information, we used a custom view to display its data



*(eg. movie information is a unit of information. It is rendered in its own custom view called MovieDetailsView)*

## Alignment

The app attempts to maintain constants amount of margins to help align sections and text content. Margins used are 8, 10 and 18 points

## Proximity

Seating arrangement are arranged into sections. Spacing between sections indicates the isles of the theater.

## Deference

The app attempts to adopt a minimal design so that users will focus more on booking rather than its app's colour and decoration. Floating buttons at the bottom calls for action

## Clarity

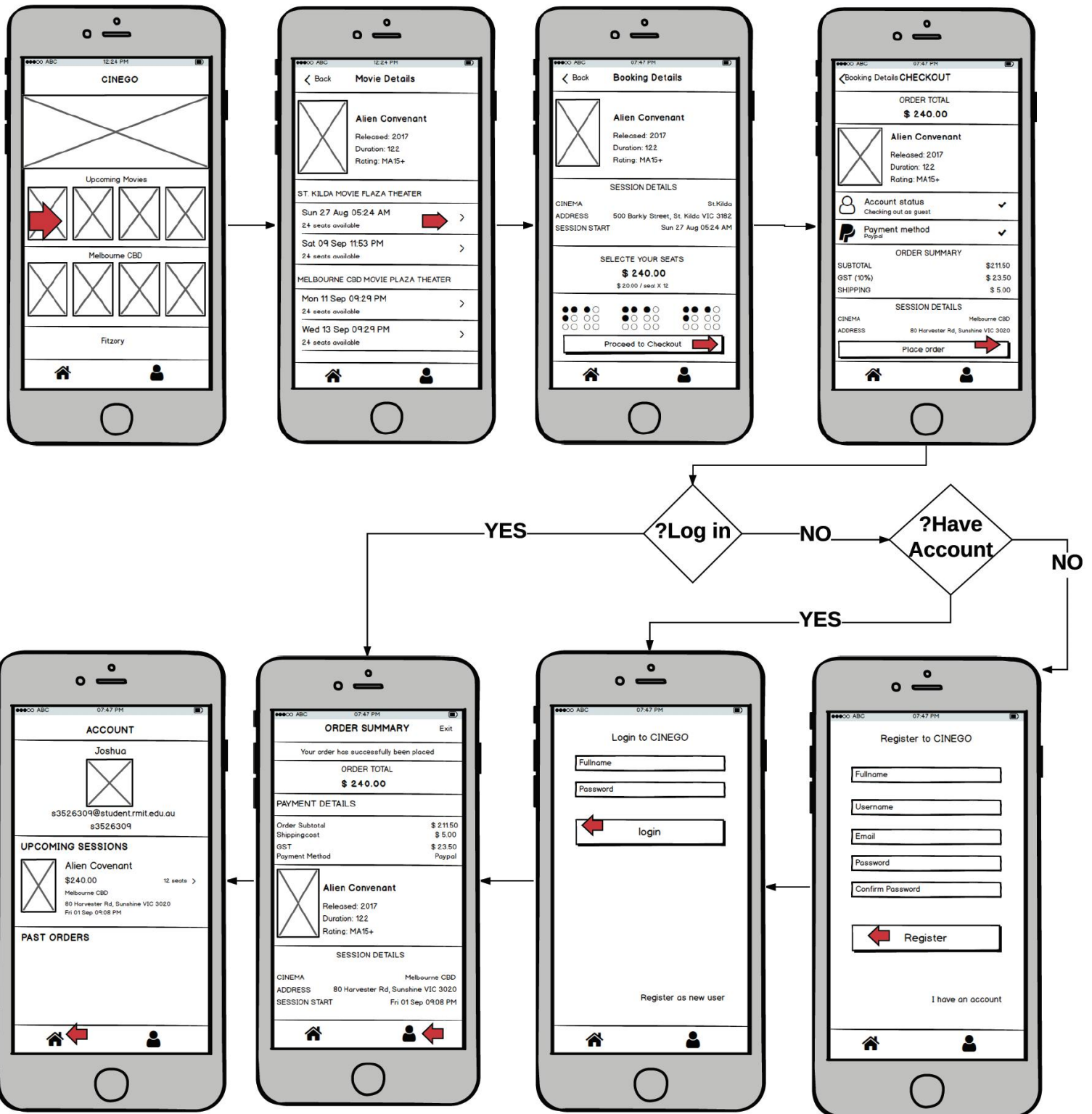
Pricing is considered to be an important information than other details. Therefore the total price label is given the most text size.

## Depth

The translucency in the movie information section gives the users sense of depth. Without this translucency, the section will appear too plain.

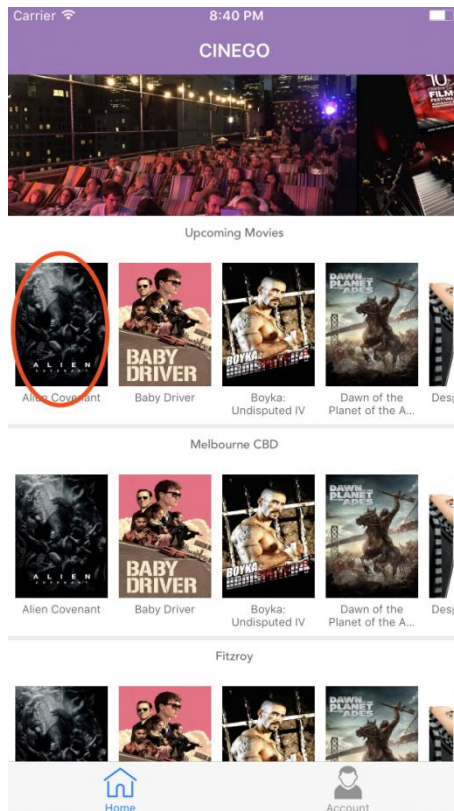


## 4.3 Wireframes and workflow

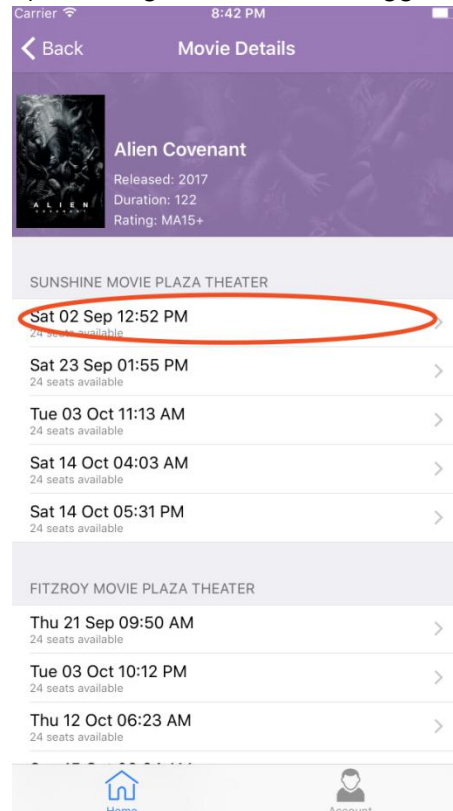




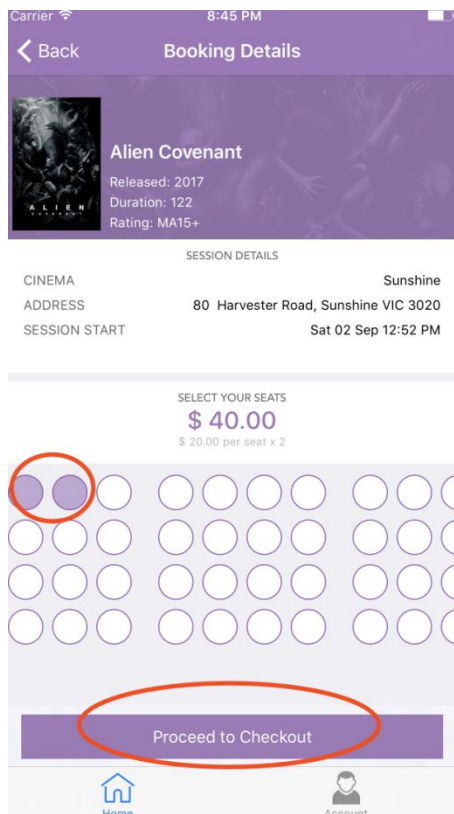
These screenshots show a basic way to book a ticket (assuming the user is not logged in)



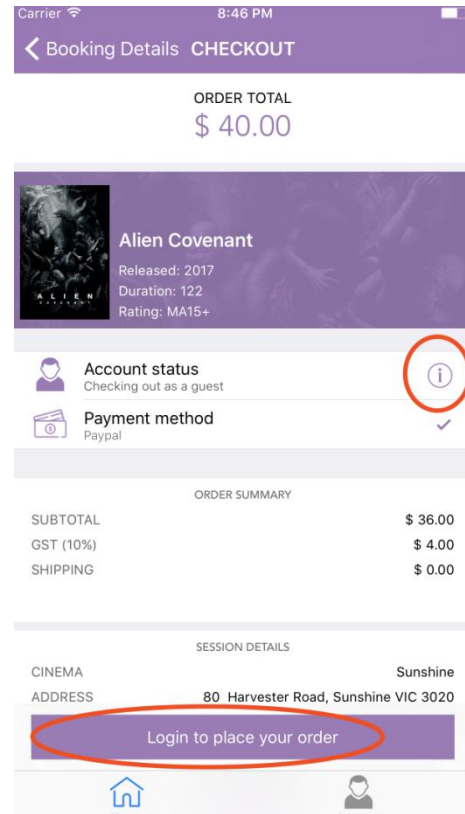
1-homepage



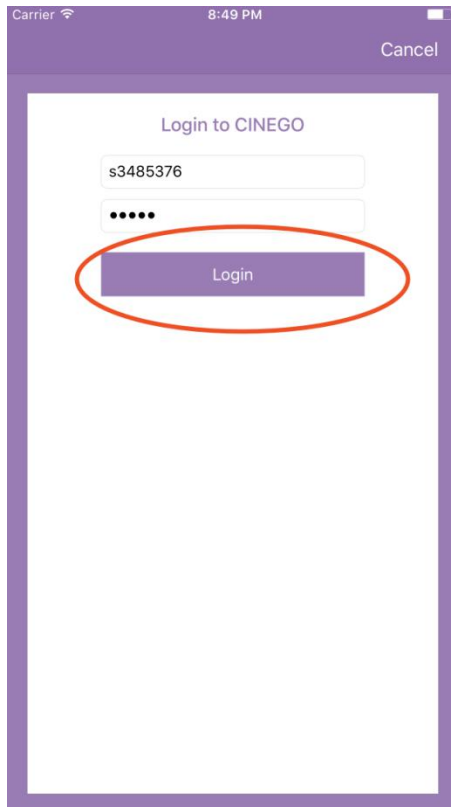
2- movie details



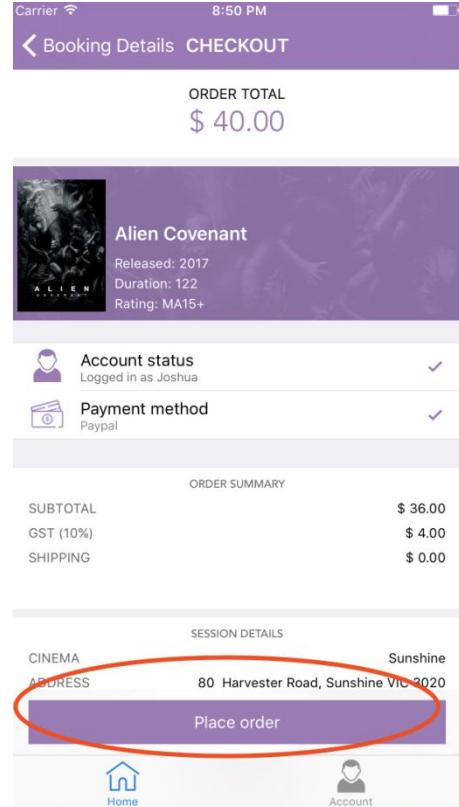
3-booking details



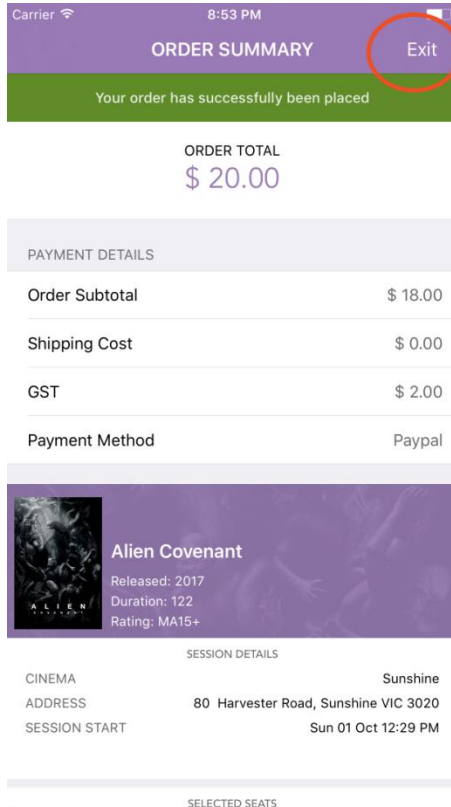
4- checkout



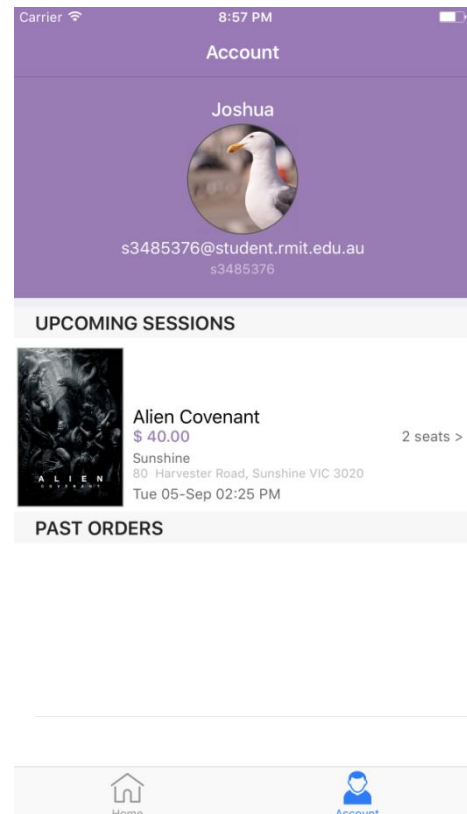
5- login



6-checkout(user confirm information)



7 - order summary



8 - user account