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| **User Requirements and expectations** |
| User can access login page and enter their username and password  User can access the create new account page  User can view the currently played movies in cinema  User can view the movies for rent in genres  User can select their seats in cinema  User can use the provided payment solution to pay for movies or renting movies  User can pre-book seats in cinema  Website will provide a home button to return to the homepage at any time  A hamburger menu will be incorporated into the website |
| **Platform constraints** |
| The main constraint of the platform (mobile) is the screen size, the ui will need to resize and scale itself to look presentable and usable.  There is a chance the website will be viewed on the phone network therefore we don’t want huge pictures that would take a lot of data to download. |
| **Design aspects for a specific target device** |
| Mobile phone is the target device in the current project. The target device has only one large front touch screen, this means we need to make sure each button or drop-down menu is “tappable” and not only good for clicking. This means that we need to have a bit larger UI controls as to make it easy for users to interact with because a tap is not as precise as a click of a mouse.  With larger phone screens coming out every year the iPhone 6s screen might be looked at as moderate size, we will need to make sure the web site fits lots of other screen sizes being produced. |
| **List all features and interactivity - sound, media, push notifications, etc.** |
| * Each movie page will have a video trailer embedded in the page * The cinema near me map will have a feature to ask for users location to find the nearest location to him * The seat booking screen will provide an interactive seat map showing taken and available seats |
| **Icon designs** |
| Burger menu – This will user the generic 3 lines in a box  Login – A silhouette of a user will be shown with a plus sign to indicate the user can add himself  Social media – each social media (facebook, twitter, instagram) will have their own dedicated icons that are easily recognisable by users. |
| **Describe how you are using colour** |
| I am creating a cinema/movie renting website, so I went for a darker theme as to represent being in a cinema, or a dark room watching a movie. My secondary colour will be a darker purple to create a pleasing aesthetic.  Similar design can be seen on the vue cinema website where they went for a mostly black colour with bright yellow/orange on some texts and around buttons. |
| **Describe how you are using typography** |
| There will be some text overlaying movie posters with black text outlined by black making it easy to distinguish between the text and image.  Increased text sizes and weights will help with readability throughout the site, a font will also be carefully chosen to help express a cinema feeling on the site. |
| **Design of legible graphic elements (orientation and size)** |
| On the front of the page I will have 2 scrolling panels for popular rented movies and current movies showing. They will be 80px by 80px boxes as to fit as many on the screen as possible without cas8uhing the images to be illegible.  On the cinema page there will be a banner at the top which will display the latest movie currently showing, this will hopefully draw users attention by making it a larger size of 300px by 150px. It will hold a horizontal orientation to take up the upper most section of the users device. |