**The Main Objectives of The Web User Interface**

The overall objective of this case study is to design and develop a user interface (a website) that will enable a user to buy tickets to the cinema. Using the scenario that was given there were several tasks that had to be accomplished. The following is a breakdown of the tasks necessary in order to fulfill the scenario.

The functionality of being able to purchase tickets online was the end-goal of our interface. In the process of buying the tickets there were several options that had to be selected by the user (movie, cinema, and session of the movie). Once these options are selected the user can then select a seat for that film. After those steps, the user fills in a form for their own personal details, and the buying and delivering of the tickets. An option is also given so that the user can sign up for the website and in future visits skip entering their personal details again.

In order to get to the steps of purchasing tickets, a prior objective is to be able to select a film to watch and at a particular cinema. To achieve this, several paths are needed. The user will be able to look up movies by what is playing at a local theater, see what theaters are playing a specific movie, or search by a particular genre or director. A map of the location of the cinemas will also be provided.

Another objective for this interface is to provide our users with all the information necessary in order to make their choice. A key functionality we want to provide is being able to read comments and reviews of movies, and also for the user to be able to post their own comments. Info on each movie will also be provided (cinemas, director, cast, plot, photos of the movie, and a trailer). Info on each cinema will be provided, including where it is and the easiest way to get there.

All of these objectives will be accomplished by putting into practice all lessons learned throughout this course. Web design patterns, technologies for developing user interfaces (HTML, CSS, JavaScript, and jQuery), and heuristic evaluations will be used to create the best product possible.

The carrying out of this objective will first begin by creating a profile of our target audience, so that we can understand whom we will be designing this for. Then, we will examine similar existing web user interfaces in order to see some of the good and bad design practices that we either want to follow or avoid for our own interface. After the previous two steps, low-level prototypes (paper and pencil designs) will be created in order to understand how we want to design our interface. Web pattern designs will be implemented and the interface will be able to provide the necessary functions to our users. Finally, the interface itself will be developed using the technologies available to us.