User Interfaces – cCase Study

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1 Main Objectives of the User Interface

2 Profile of the Target Audience

This website is create for the person who is between 20 and 40 years old. He works in full-time job and is very active person without a lot of free time. He like to spend time in cinema. He prefer go to the cinema than watch a movie on TV. This person like to watch the most recent and more widely known movies, but also he likes, time to time, to watch classic movies in alternative cinemas. It means that the target has wide range of interests.

He is relatively young. He has abilities to use a computer with access to the Internet. He earns enough money to go to the cinema often.

This person likes to read comments about movies. He rely on the opinion of others. It allows him to decide which movie he want to see. Also, he like to share his own opinion with others, but only after watching the movie, never before. He isn't Internet Troll.

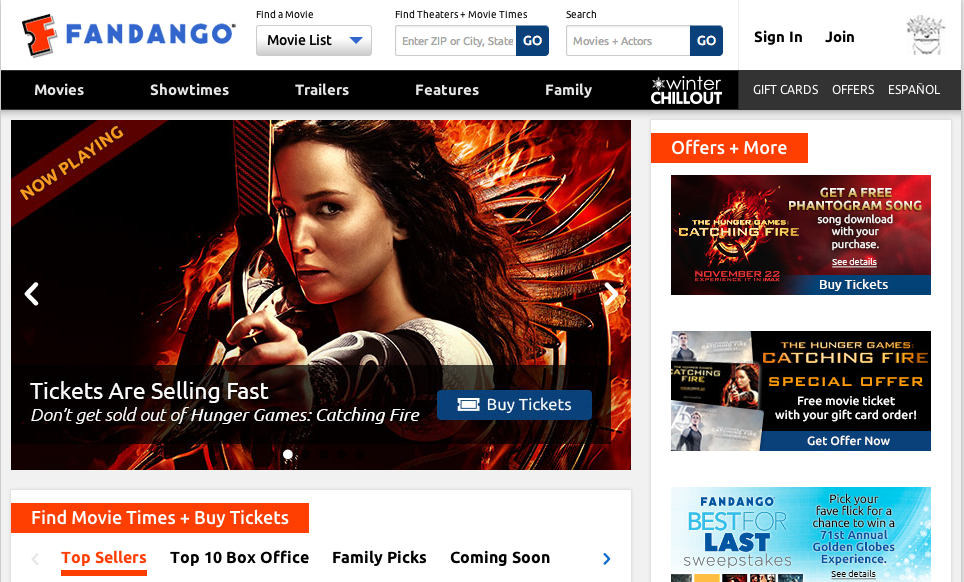
Apart from his predilection for know opinion of others, he likes to search movies according to their genre and directors. Probably he is fan of some directors or he has the favorite movie genres.

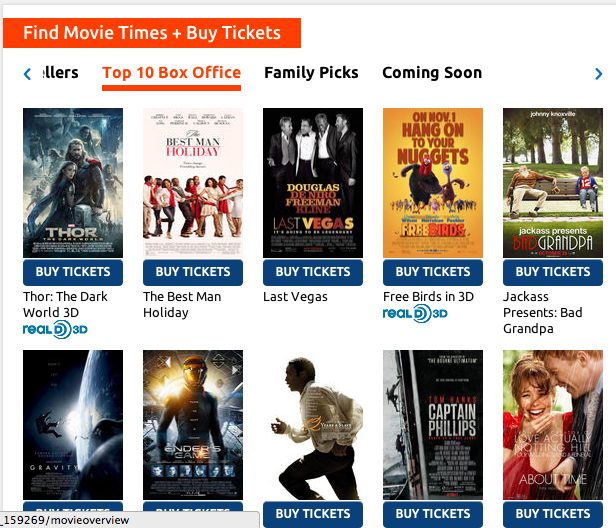
For this person important factor is localization of cinema. He prefers places near to his house. He needs visualization of cinemas localizations (e.g. on the map). The price isn't the most important factor for this person. He is busy during the day, so probably he works and earns enough money to go to any cinema.

The target likes to go to cinema often, so he want to find a website which he can use more than once. He can appreciate if he can sign up to save his personal data to future shopping of tickets.

3 Good and Bad Design Practices of Similar Interfaces

3.1 Fandango

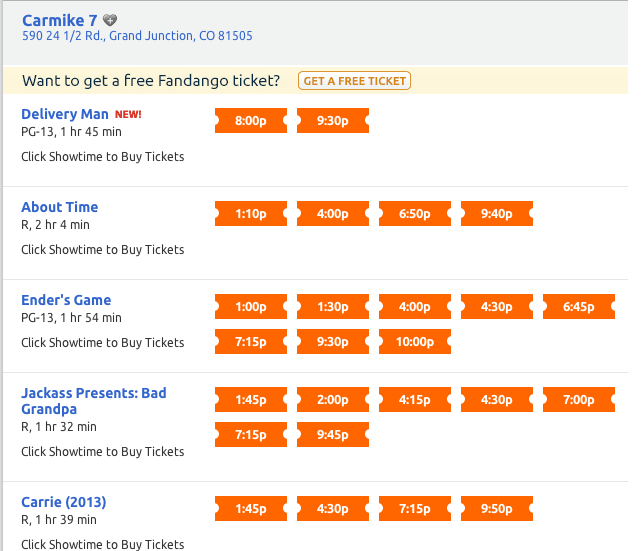




Fandango is an American website dedicated to providing movie fans with a one-stop location to search, review, and purchase movie tickets. One popular aspect of this site is that it allows the user to purchase tickets for almost any movie theater in the country, just by entering in one’s zip code or by using the site’s location services.

As one can see from viewing the homepage of the website in the previous figure, the homepage seems a bit cluttered and perhaps a little confusing as to where one should go to purchase tickets that pertain to his theater. How do you get to a page that displays movie theaters near you? I would like to see the zip code movie finder tool as the centerpiece of this page—not as a small text box at the top of the screen.

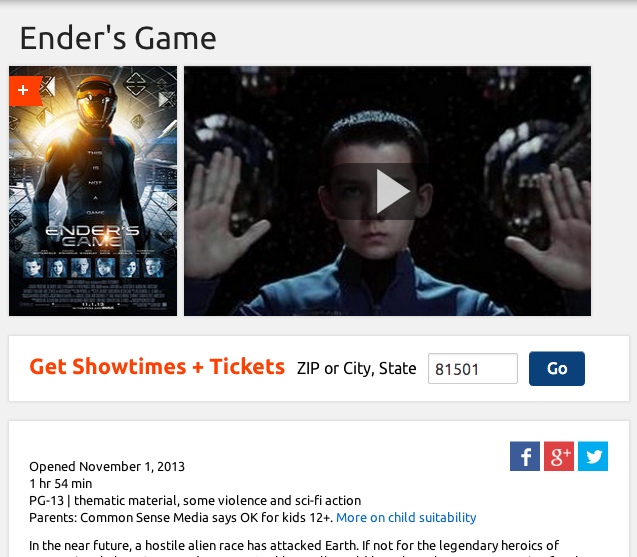
Apart from that one negative aspect of the homepage, Fandango does a great job providing a welcoming interface. The site provides quick one-click links to the most popular movies or the most recent movies to have been released. The user can then easily click the “buy tickets” tab under the movie and follow the on screen instructions.



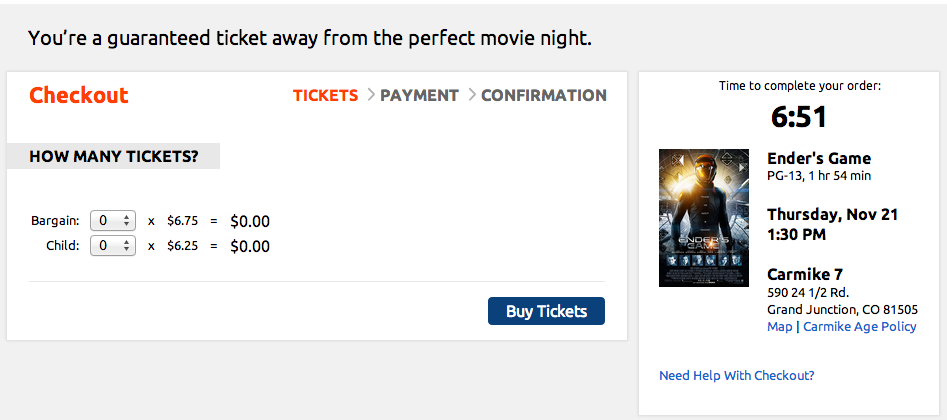
After entering in one’s zip code, Fandango provides an easy to read page that displays all of the surrounding theaters as well as the movies available at those theaters. It is easy to determine which labels correspond to the movie titles and which labels correspond to other features of the movie such as the actual show times or rating.

By reading the simple instructions underneath the movie title, any user will know that, to “Buy Tickets,” all he has to do is click on one of the available show times. Although not shown in this figure, Fandango also removes the possibility of a user buying a ticket for a sold out show time by simply crossing out that specific show time, saving the user from completing the somewhat time consuming process of completing the transaction only to find out that the ticket was not even available in the first place.

Fandango also caters to the undecided user, providing an information page for each of the movies listed. If, for example, I wanted to see more information about “Ender’s Game,” I would be brought to the following screen.



Here one is able to get a synopsis of the film as well as various ratings and the published trailer. Fandango also considers the idea that a user might find himself on this page without having determined his theater. They place an easy to read and see text box (due to its font weight, color, and size) instructing the user how to display available show times and tickets.



Once the user chooses a show time, he is brought to the page show in the figure above. Fandango allows the user to select the quantity and type of ticket on this page. Fandango also provides price transparency, as the user will have the total amount visible at all times. The user is also kept aware which step of the process they are currently completing (tickets > payment > confirmation).

**Fandango Conclusion**

Pros

* Provides many pathways to purchasing the desired movie
* Consistent and clean use of fonts and colors
* From any page that pertains to a movie, the user is always able to commence a purchase of tickets for that movie
* Once the payment process has started, the user is informed of the system status
* Errors are either prevented (in the case of sold out theater times) or dealt with in a polite and effective manner

Cons

* Home page is a little overwhelming
* The option to view near by theaters and their respective movies is not easily accessible

4 Low Level Prototypes

5 Web Design Patterns Used

6 Documentation and Explanation of Source Code