Movie Snack Ordering App
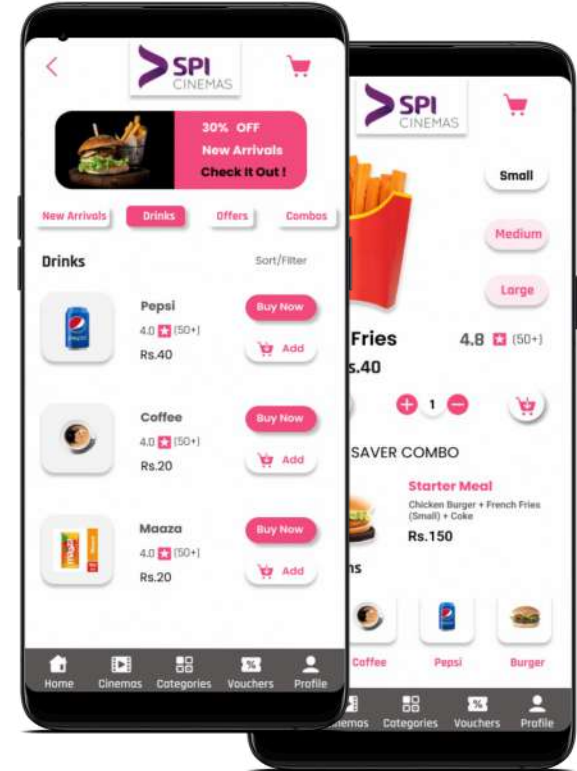
Ajmal Fariz M

Project overview

The product:

This proposed mobile application was made for SPI Cinemas, in an attempt to raise the sale of their snacks to movie-goers,which strives to deliver the favourite snacks of a movie enthusiast allowing them to explore multiple options from the comfort of their seats.

Project duration:

February 2022 - March 2022

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Project overview

The problem:

Discomfort to go and stand in queue to order snacks during a movie session.

The goal:

Design a snack ordering app to deliver healthy and tasty snacks at the comfort of their seats to improve the user experience.

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Project overview

My role:

UX Designer designing a snack ordering app for a movie theatre.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

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Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

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User research: summary

I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research of people of age between 18-30 who are either college students or young working adults who are movie enthusiasts and enjoy snacks while watching movies and want to order from their seats.

Secondary group of user was identified through research of people who rarely goes to movies and need discounted prices on snacks.

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User research: pain points

1

Discomfort

Having to leave the movie hall in between the movie to get food from the counter.

2

Missing Scenes

Missing the first few mins of second half while standing in a long queue to order snack.

3

Costly

Items in the menu are costly and no discounts or offers for the food items they offer.

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Persona: **Thrisha**

Problem statement:

Thrisha is a college student who needs a way to order snacks at her comfort of seat because she could avoid standing in long queue and missing out scenes.

Thrisha

Age	:	21
Education:		B.Tech
Hometown:		Urban
Family	:	Parents
Occupation:		Student

"I don't want to waste time and energy by standing in line which spoils my movie experience."

Goals
- Needs to spend less time and energy.
- Needs a seat delivery service.
- Needs to get multiple orders at the same time.
- Needs to enjoy the full movie experience with friends.

Frustrations
- Standing in a long queue to order snack.
- Collecting multiple orders at the same time for her friends.
- Ordering items of each category separately.
- Missing the first few mins of second half.

Thrisha is a college student who wants to enjoy the movie experience with her friends. She does'nt want to stand in queue for long time and hated to handle multiple orders. It would be better for her if every individual can pay and order their food on their own which is time and energy saving. She also needs a seat delivery service for her orders which will avoid missing of the movie scenes.

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User journey map

Mapping Thrisha's user journey revealed how helpful it would be for users to have access to a dedicated Snack Ordering app.

Persona:Thrisha
Goal: an easy way to order and get delivered the snack from seat at a theatre.

ACTION	Select Category	Check Menu	Place Order	Complete Order	Pick Up Order
TASK LIST	Tasks A. Decide on food type. B. Collect order information from friends.	Tasks A. Check the menu B. Select menu items.	Tasks A. Confirm the quantity. B. Proceed to checkout.	Tasks A.Provide payment B. Check every items.	Tasks A. Pick up food and tip the employee. B. Enjoy the snack.
FEELING ADJECTIVE	Overwhelmed by seeing the menu. Frustrated on remembering everyone's orders.	Satisfied with the price and snack.	Annoyed while reconfirming the order.	Frustrated that there is no online payment options.	Frustrated while carrying large orders. Happy while eating.
IMPROVEMENT OPPORTUNITIES	Create a dedicated mobile app for ordering Snack at the comfort of seat.	Providing Combo packs & offers in the menu.	Give the summary of the order while placing .	Adding online payment options and giving rewards on payments.	Delivery at the seat service to avoid overcrowding and queue.

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Starting the design

- Paper wireframes
- Digital wireframes
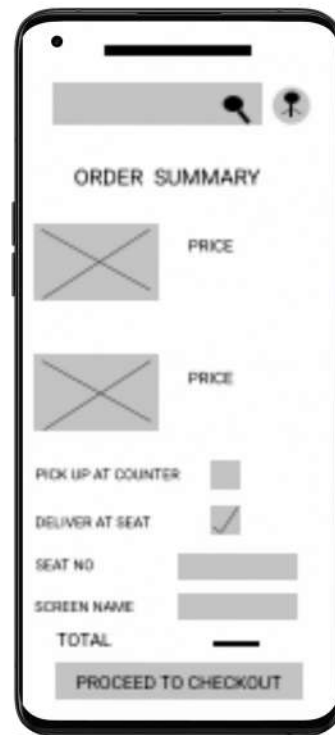- Low-fidelity prototype
- Usability studies

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.
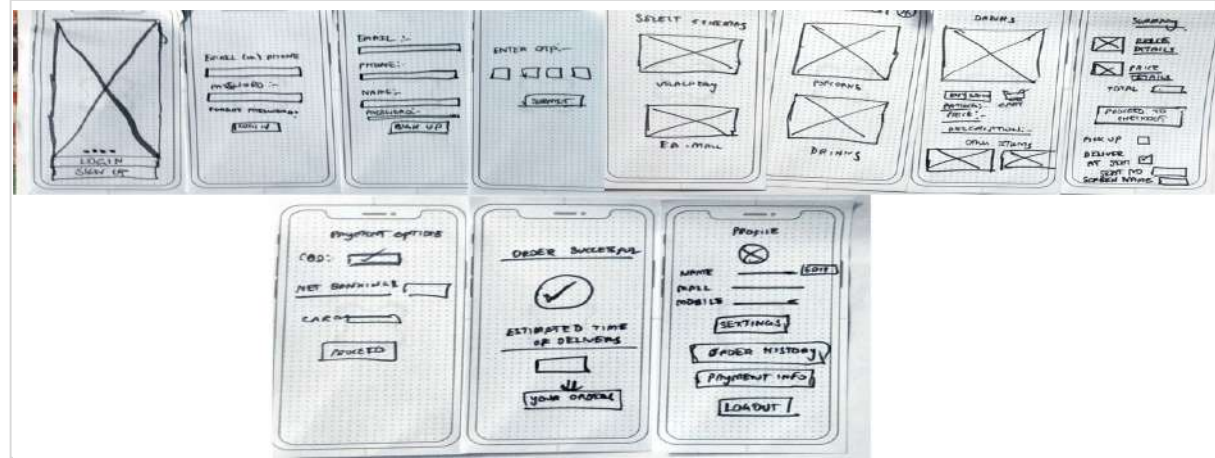
Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

ORDER SUMMARY

PRICE

PRICE

PICK UP AT COUNTER

DELIVER AT SEAT

SEAT NO

SCREEN NAME

TOTAL

PROCEED TO CHECKOUT

This button provides an easy option for users to deliver snack at seat.

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Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was selecting cinemas and ordering a food item, so the prototype could be used in a usability study.
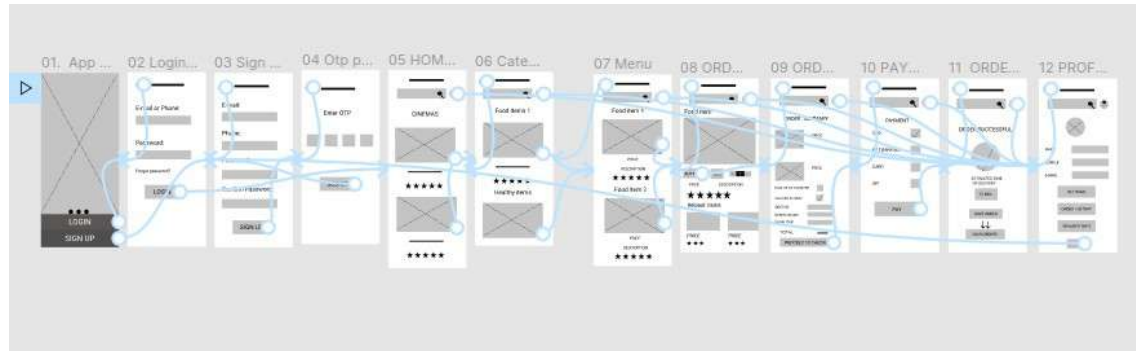
View the SPI Cinemas'
low-fidelity prototype

Usability study: findings

Findings from the study helped guide the designs from wireframes to mockups.

Findings

1 No filter options available.

2 Some users were willing to explore available snacks without logging in.

3 Need discount options and offers on home screen

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Refining
the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

Early designs allowed for some customization, but after the usability studies, I added an explore button to offer some users to view the offers , items available before the create an account an log in. This will improve the user experience.
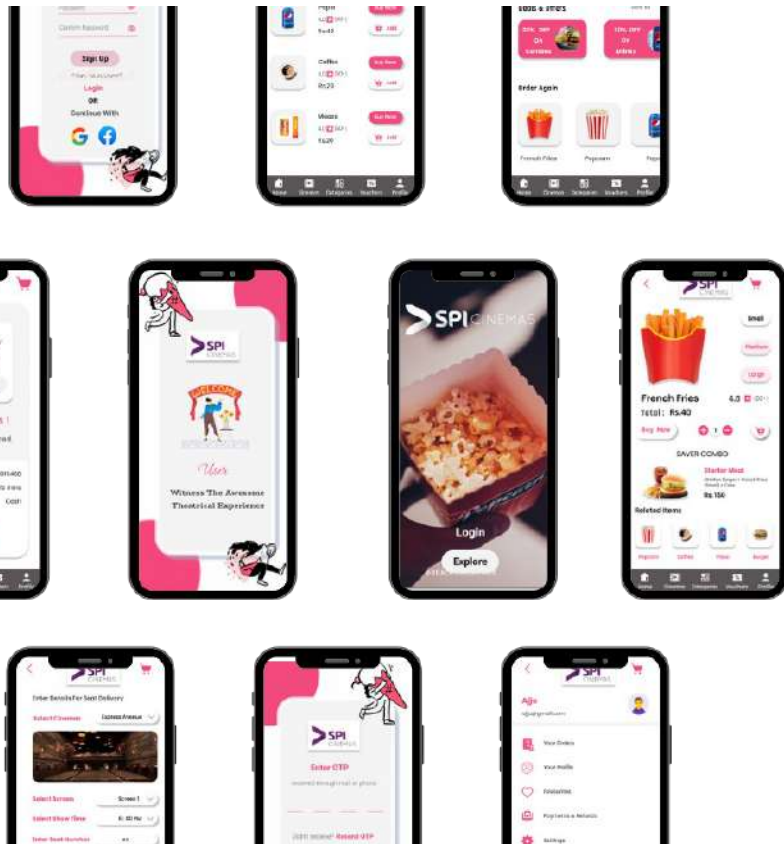
LOGIN

SIGN UP
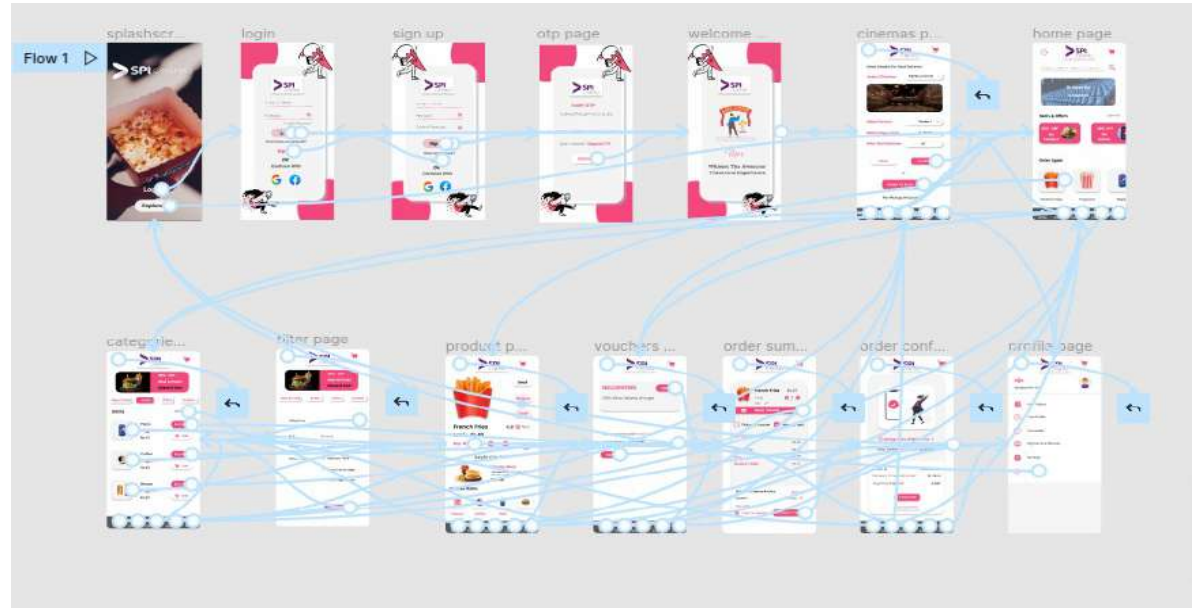
SPI CINEMAS

Login

Explore

Google
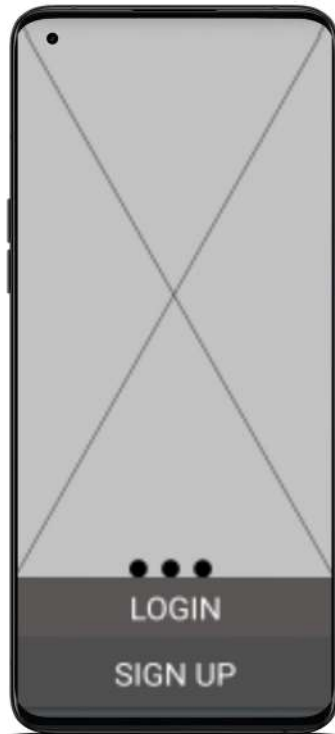
Key mockups

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering snacks with discounts & offers and checkout.It also met user needs for on-seat delivery.

View the Spi Cinemas' App

high-fidelity prototype

Accessibility considerations

1

Used short and easy to understand text and used labels for each icon for understanding.

2

Used icons to help make navigation easier.

3

Used detailed imagery for snacks and beverages to help all users better understand the designs.

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Going forward

- Takeaways
- Next steps

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Takeaways

Impact:

The app makes users feel like Snack Ordering App really thinks about how to meet their needs.

One quote from peer feedback:

"The app made it so easy and fun to order my snack! I would definitely use this app as a go-to for a delicious, fast meal."

What I learned:

While designing the Snack Ordering app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

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Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

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Let's connect!

Thank you for your time reviewing my work on the SPI Cinemas' snack ordering app! If you'd like to
see more or get in touch, my contact information is provided below.

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Thank you!