



MOVIE TICKET MOBILE APP

Problem

Movie theatres have long lines for tickets and snacks.

Goal

Create a digital product to help people buy tickets and snacks.

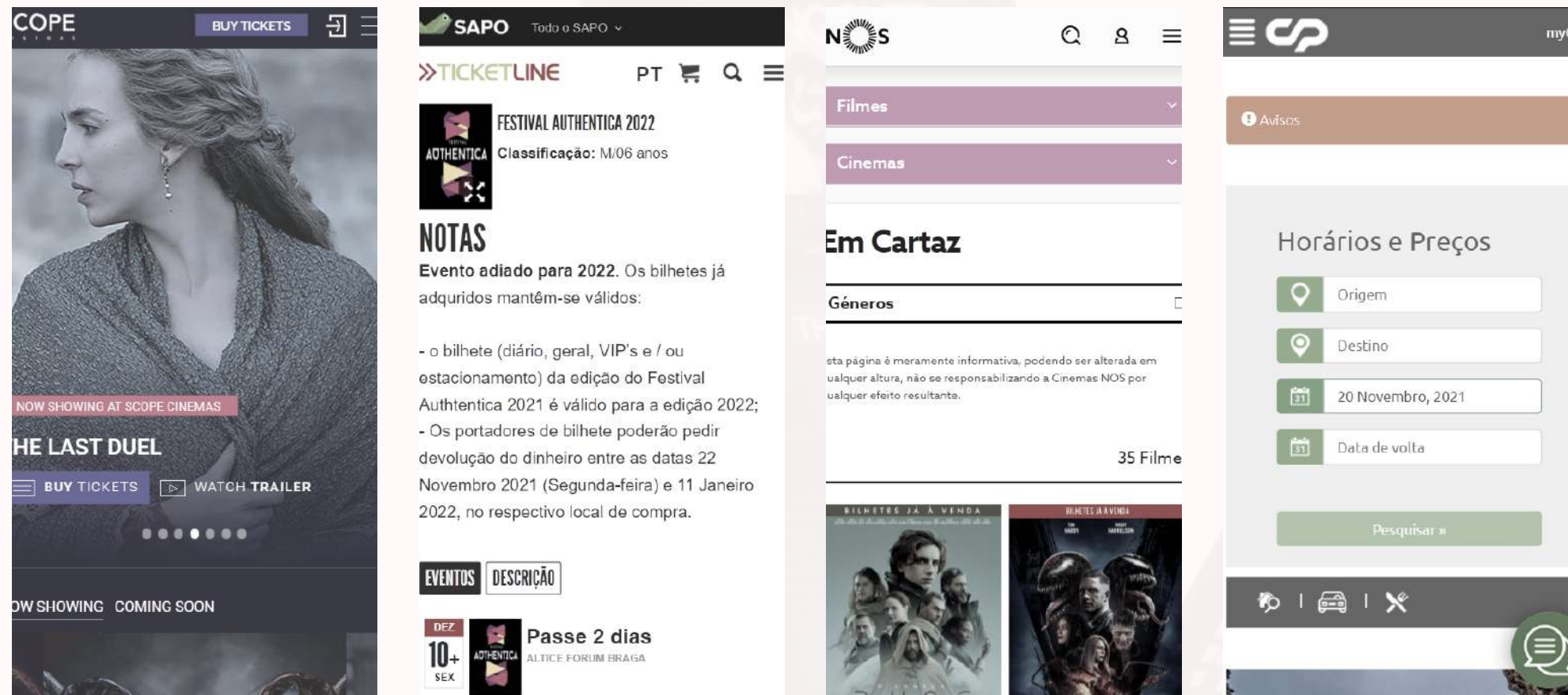
Product

Mobile app with ticket and snack purchase features as well as map features.

Role

UX/UI Designer - interviews, wireframes, mockups and prototypes

RESEARCH



To design effectively, I conducted user research through interviews and secondary research, identifying two main user groups: families seeking movie options for children and teenagers/young adults looking for an enjoyable experience. I also analysed competitors to grasp market dynamics and discern between good and bad user experiences.

Pain Points

- **GET TICKETS:** Lengthy lines for movie tickets lead to an inconvenient and time-consuming experience.
- **SNACKS:** Forgetting snacks during ticket purchase means having to join the line again before the movie starts.
- **CHOOSE THE MOVIE:** Customers at the theater face limited information—only movie covers and quotes—resulting in suboptimal choices and potential dissatisfaction.

PERSONAS



Sofia

- Age: 38
- Education: BA in Education
- Hometown: Lisbon
- Family: Husband and 2 kids
- Occupation: Kindergarten teacher

Sofia is a 38-year-old working mom who enjoys weekend trips to the movies with her kids. Due to their busy schedules, they decide on a movie while waiting in line for tickets.

However, the process becomes time-consuming as many families, like Sofia's, face the challenge of choosing movies based solely on covers.

Goals

- Give a great experience to her kids at the movie theatre.
- Choose a movie that both kids like and have a great message.

Frustrations

- "The line to get the tickets is so long that sometimes we end up doing something else."
- "Choosing the movie with the kids by just looking at posters is a nightmare!".



Mark

- Age: 17
- Education: in High School
- Hometown: Frankfurt
- Family: Lives with his parents
- Occupation: Full time student

Mark is a high school student who, despite being a good student, isn't very organised and enjoys spending time with friends. Aware of the long lines at the movie theatre, they opt to purchase tickets well in advance.

To pass the time, they often explore or grab snacks from the supermarket for a more cost-effective and efficient experience.

Goals

- Relax after classes with his friends at the movie theatre.
- Have a person that delivers cheap snacks to his seat.

Frustrations

- "The snacks are too expensive and the line is too long"
- "Sometimes I lose my ticket or it gets messy and then the security doesn't let me pass."

JOURNEY MAP

ACTION	Go to the movie theatre	Buy the tickets	Buy the snacks	Go watch the movie	(Buy snacks later)
TASK LIST	A. know where the movie theatre is B. know if it is open C. get there	A. Wait in Line B. Choose the movie C. Choose a seat	A. Choose the snacks B. Pay for it C. Carry them to the movie room	A. Find the movie room B. Find his seat C. Watch the movie	A. Leave the room B. Wait in line again C. Choose the snacks D. Pay for it E. Carry them
FEELING ADJECTIVE	- Excited because he's going to the movie theatre - Curious about the new movies that he can watch there - Worried about the possibility of getting lost trying to find the movie theatre	- Bored because the line was too long - Undecided because he doesn't have enough information about each movie to make a decision - Confused about the best seat to choose	- Excited about the amount of options he has - Upset because he has to carry it to the movie room	- Annoyed because he doesn't know where the room is - Frustrated because he can't find his seat - Excited because he is about to watch the movie	- Upset for having to leave the room to get the snacks - Upset for having to be in line again - Upset because he has to carry it to the movie room
IMPROVEMENT OPPORTUNITIES	- create an app that says the location and the working hours of the movie theatre - optimize app for screen readers	- create an app where he can choose the movie and the seats - include images, trailers, descriptions and search filters - optimize app for screen readers	- create an app where he can buy the snacks - include images and search filters - include screen readers	- create an app that helps him find the movie room and his seat - include screen readers and high contrast colors	- create an app where he can buy the snacks and get them on his seat (even better for people on a wheelchair or with a motor disability)

Sofia is a kindergarten teacher who needs a way to know more about the movies and buy the tickets in advance because it takes too long to be in line and there's a lack of information about the movies.

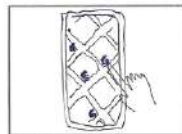
Mark is a High School student who needs an easier way to buy tickets and snacks for the movie theatre because he wants to avoid lines, paper tickets and interrupting his movie experience to get snacks.

WIREFRAMES

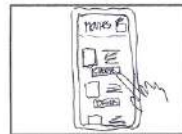
Design Storyboard
 onto: Use the movie app to buy tickets and snacks in advance - close-up



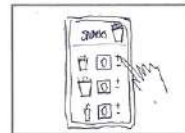
Heck opens up the app and logs in



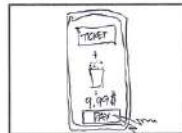
He chooses the cinema



He chooses the movie he wants to see



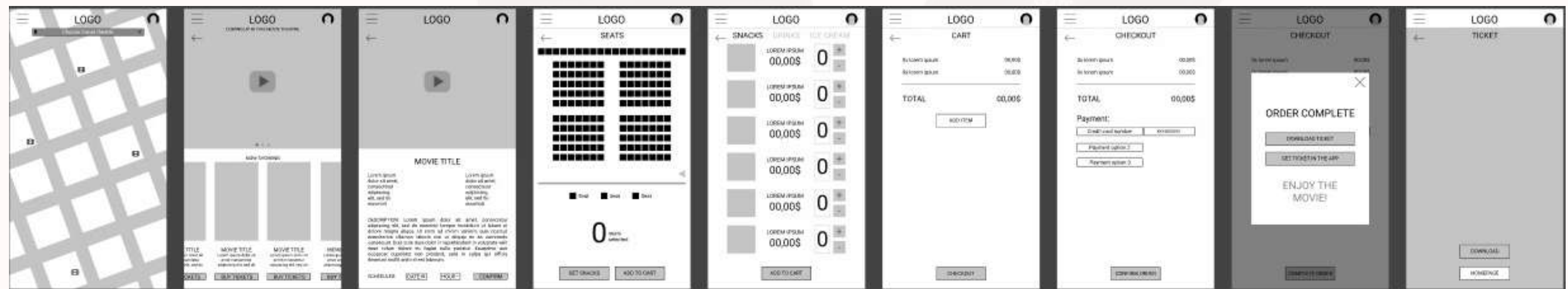
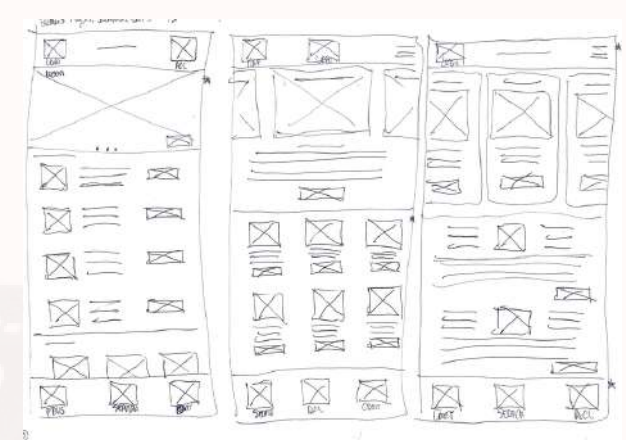
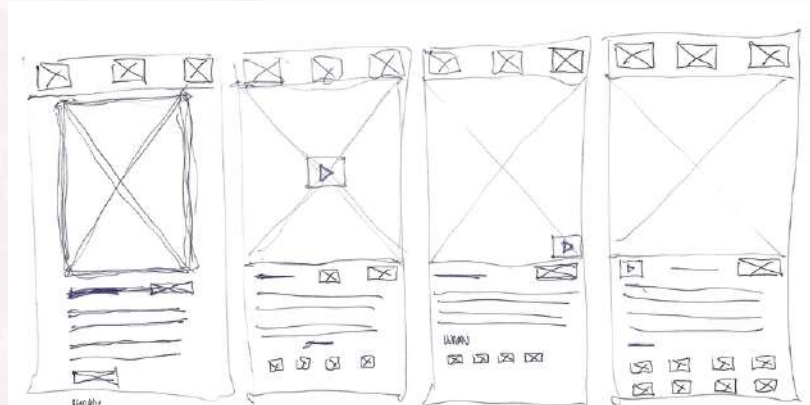
He chooses the snacks he wants



He pays for both things



Gets his digital ticket on the app and the snacks in advance



My aim was to design a user-friendly app for swift selection of movie theatre, film, and snacks on the first page, prioritizing speed without initial account setup. Subsequent pages offer details on movies, trailers, scheduling, seat selection, and snacks. The final pages ensure a seamless purchase experience with modern input fields and clear transaction confirmation.

MOCKUPS



High-Fidelity Prototype at:
<https://bit.ly/30uVqCF>



Low-Fidelity Prototype at:
<https://bit.ly/3Hrsa0G>

I crafted the app's interface in line with the wireframes, capturing the cinema ambiance with a dark background that directs attention to movie covers and trailers. The use of red buttons, reminiscent of theatre seats, adds distinction. Employing Gestalt principles and leveraging white space, I aimed to create a visually appealing design.



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