Snackos

Don't wait in the queue ever again

ROLE: Concept, Research, Visuals and Interactions

DURATION: July - August 2021

About the project

Snackos is a mobile app that enable to order snacks in the cinemas with delivery to seat or picking up their order. Users can choose the snacks from the app and have them delivered to their seat. Snackos app application allows you to order before you are in the cinema and tracking your order process.

Goal

Design an app that allows users to easily order snacks in the cinemas.

Process

Research

In my qualitative research method I interacted with 8 participants who are going to the cinema. Here are patterns that I discovered.

- 6/8 would like to order snacks from mobile app
- 5/8 would like to have an option to order before coming to the cinema
- 7/8 would rather have snacks delivered to their seat
- People are frustrated with long queues for snacks
- They would like to spend during the movie time and don't want to miss out on a joke

Personas

Chris Smith

Age: 22
Family: Lives with his parents
Occupation: Full time student

Chris is a full time college student who likes to go to movies with his friends and watch movie classes. That's why he likes to be close to the movies. However, he is a big cinema fan. He loves watching movies, but he gets frustrated with long snack queues.

Jane Doe

Age: 35
Family: Single mother, 2 children
Occupation: Manager

Jane is a manager at the shelf company. She is a single mother and she wants to take her kids watching her movies at the cinema, but they have so much energy that it's hard to entertain them. They are impatient and don't like to wait in queues.

Competitive audit

goPuff	Uber Eats	Cinemark Movies 8
Indirect Competitor	Indirect Competitor	Direct Competitor (not launched)

Competitors' strengths

1. Effortless sign-up/in process
2. Easy to use app
3. Easy navigation
4. Helpful sorting options

Competitors' weaknesses

1. Lack of accessibility
2. No feedback after a bad direct competitor
3. You can't interact with anything in guest mode

Opportunities

1. There is no app like mine on the market
2. Guest mode to explore without signing up
3. Pick your order option
4. Order before you are in cinema option
5. Accessibility features

Main User Flow

Use case: Buy a snack

Wierframes

After sketching a couple ideas for UI I choose a few and made digital wierframes. They served me as a guideline through design process.

Affinity Diagram

In this step I gathered data from usability testing and organized it by patterns which occurred.

Usability Study Findings

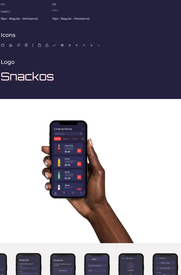
I conducted two rounds of usability studies. Findings from the first study helped me improve user flow and guide from wierframes to hi-fi designs. In the second study I tested hi-fi main user flow prototype and revealed what aspects of them needed improvements.

Round 1 Findings

- Users are used to being taken back to the homepage after clicking "continue shopping"
- Users need an easier way to buy more than one item
- This amount of popups makes process of ordering longer than it should be

Round 2 Findings

- Whole product card should be clickable
- When users have to scroll they CTA button should be fixed and at least pick up
- Colors on bottom navigation can take attention from CTA button.



Style Guide

Colors

#2A2E3E	#333E96	#334A8A	#FFFFFF	#E8A548

Typeface

H1	H2	H3
AaBbCc	AaBbCc	AaBbCc
Font: Montserrat Weight: Semibold	Font: Montserrat Weight: Semibold	Font: Montserrat Weight: Medium

H4	H5
AaBbCc	AaBbCc
Font: Montserrat Weight: Regular	Font: Montserrat Weight: Regular

Icons

Logo

Snackos

Accessibility Considerations

Provided audio assistance feature

Provided possibility of increasing or decreasing font size

Takeaways

I believe that the concept of Snackos app would make experience of eating in cinema better. While I was working on the project I learned that you shouldn't fall in love with your first idea and never assume that you know what users want.

Thank you for your attention!