

Team 100 - Deliverable 1

Initial Thoughts

Our team's initial thought for this project was to identify a problem that exists or a process of the internet that could be simplified for a user's convenience. The aim was to develop a solution for such a problem that could be used on a day to day basis by a large majority of people.

In the early stages of planning, it was identified that the solution must be developed through multiple APIs to allow accessing of different information archives. Thus existing APIs were first explored, which were ultimately narrowed down to two main areas; locational data (Google Maps), and media data (Social Media, Entertainment Reviews, YouTube, etc). After rigorous brainstorming, the group decided to implement a solution for an entertainment searching system for movies currently showing in cinema. A system that enables the comparison of price based on location appeared very promising and has driven the team into the idea. The ability to compare both price and location together, in one visual location, for any particular area is always useful, as it enhances the user experience by creating a platform that does all the comparison for them.

This has brought us to the problem statement, followed by the remaining elements of the Deliverable 1. In this Deliverable overall, we started with a meeting and decided upon a problem statement, and immediately dived into a user experience flow, and mapped that into a quick hi-fi frontend draft which helped us complete the overall Deliverable efficiently.

Problem Statement

From the above discussions, our finalised statement became:

There is no single service that provides the following:

- *find the cheapest movie tickets;*
- *filter movie sessions of different times within a day, for any day of the week;*
- *compare total price added from multiple tickets of different types alongside location;*

from a complete range of Australian cinemas, for a chosen movie.

Put simply, it is these three key subproblems within our overall problem domain that we will be looking to develop a solution for.

Within our problem domain, we discovered there are only two phrases in particular that we should define:

- **'complete range'** [of Australian Cinemas]
Includes both a variety of cinemas (Event, HOYTS, etc) AND a variety of locations (Event Castle Hill, Event Parramatta, Event cinemas in other states etc).
- **'ticket type'**
Refers to the different age bracketed tickets and associated pricing that cinemas use. For example, Child tickets (often < 15 years old) are less expensive than Adult tickets (conventionally 18+ years old).

User Stories

After summarising our key focus within the problem domain through this statement, we were ready to further explore our idea through the perspective of the user, and what they would personally want to see.

As outlined within the specification provided, we followed a 4 step process:

1. Find the higher level requirements;
2. Develop features that answer these requirements;
3. Create user stories that relate to these features;
4. Outline a scenario based analysis of this story and feature.

Within our scenario based analysis, we often had more than one layer of 3 with GIVEN, WHEN and THEN, as we highlighted the full path of user experience that led to the user story at hand, and feature at hand. From this process, this is what we developed.

Requirement 1

As a user, I can use Cinefind to find the cheapest movie tickets for myself or a group in the closest cinemas, so I can get the best deal.

Feature 1.1

As a user, I can find the cheapest prices for movies showing in cinemas, so that I can save money and time when choosing where to watch a movie.

User Story and Scenario Description 1.1.1

As a: User

So that: I can save money

I want to: see the lowest prices at cinemas near me

GIVEN I am on a movie's page.

WHEN I click "Find Showings"

THEN I should be able to enter my address and ticket type

WHEN I fill in this information

AND click "Show Sessions"

THEN I should see a map of the area I chose with cinemas highlighted

WHEN I click on a button to show lowest price

THEN I am shown which cinema has the lowest prices

User Story and Scenario Description 1.1.2

As a: User

So that: Prices are not misleading

I want to: Search for ticket prices based on my ticket type

GIVEN I am on a movie's page.

WHEN I click "Find Showings"

THEN I should be able to enter my ticket type (adult, student, ...

WHEN I fill in this information

AND click "Show Sessions"

THEN I should see a map of the area I chose with cinema prices for my ticket types

User Story and Scenario Description 1.1.3

As a: User

So that: I don't have to add up groups of tickets myself

I want to: Get the cheapest total price for more than one person

GIVEN I am on a movie's booking page

WHEN I enter my location, and multiple ticket types

AND I click 'Show Sessions'
THEN I can choose a cinema
WHEN I choose a cinema pin
AND I select a session time
THEN I can see the total price of the group booking

Feature 1.2

As a user, I can find cinemas near me so I can save my travel time to the movies.

User Story and Scenario Description 1.2.1

As a: User

So that: I can minimise travel time

I want to: Search cinemas around my current location

GIVEN I am on the "Now Showing" page

WHEN I click on "Address, Postcode or Suburb"

THEN I should have an option to give permission for Cinefind to access my current location

WHEN I click "allow"

THEN I should see a map of cinemas within five to ten kilometers of my current location

User Story and Scenario Description 1.2.2

As a: User

So that: I can minimise travel time

I want to: Find cinemas around a specified location separate from my current location

GIVEN I am on the "Now Showing" page

WHEN I enter the full address of a location of my choice on “Address, Postcode or Suburb” field

THEN I should see a map of cinemas around that address

WHEN I enter the postcode on “Address, Postcode or Suburb” field

THEN I should see a map of cinemas in that location

WHEN I enter the suburb on “Address, Postcode or Suburb” field

THEN I should see a map of the cinemas around that suburb

Requirement 2

As a user, I want to find movie tickets from a wide range of cinemas so I can find the ones that best suit me.

Feature 2.1

As a user, I can compare different cinemas in one website, so I don't have to search through the website of every cinema.

User Story and Scenario Description 2.1.1

As a: User

So that: I can finalise my booking

I want to: Be redirected to use the official website for my chosen session

GIVEN I am on the booking page of a specific movie at a specific location

WHEN I choose a session time

THEN I click on “Book now”

THEN I should be redirected to that specific cinema's booking page with the movie, session time and location chosen

THEN I should see information available on the cinema's web page
AND I should finalise my payment

User Story and Scenario Description 2.2.2

As a: User

So that: I do not have to visit every cinema website to compare price and location

I want to: Use Cinefind to find this information in one central place, to choose the best tickets

GIVEN I have entered my location, ticket type(s) and desired time range information for a chosen movie

WHEN I view the 'Where to Watch' page

THEN on the top right hand side, I should see a key for cinemas that are currently showing the movie I picked on the map

Requirement 3

As a user, I want to see some information about the different movies now showing so I can better understand what movie I want to choose.

Feature 3.1

As a user, I can see a list of movies that are currently showing so that I can select a movie to watch.

User Story and Scenario Description 3.1.1

As a: User

So that: I can see if a movie is currently showing anywhere

I want to: Have an option to search for specific movies

GIVEN I am on the Cinefind home page

WHEN I click on "Enter"

THEN I can search movie names on the box at the top right corner

AND if the movie name entered is valid and currently showing

THEN I should see the details of the movie I entered

User Story and Scenario Description 3.1.2

As a: User

So that: I can browse for a movie that interests me

I want to: Scroll through a selection of now showing movies

GIVEN I am on the Cinefind starting page

WHEN I click on "Enter"

THEN I should see the page containing details of a movie that is currently showing

AND I can navigate through other movies by clicking the arrow button on the left or the right

Feature 3.2

As a user, I want to see information about possible movies so I can make an informed choice.

User Story and Scenario Description 3.2.1

As a: User

So that: I can identify movies and the main characters

I want to: See the posters for movies

GIVEN I am on the Cinefind starting page

WHEN I click on “enter”

THEN I should see the page containing details of a movie

WHEN I click the poster image

THEN I should see an enlarged picture of that poster

User Story and Scenario Description 3.2.2

As a: User

So that: I can decide on a movie to watch

I want to: Have the option to view the movie trailer

GIVEN I am on the Cinefind starting page

WHEN I click on “enter”

THEN I should see the page containing details of a movie

WHEN I click on “trailer”

THEN I should see the movie trailer

User Story and Scenario Description 3.2.3

As a: User

So that: I can decide on a movie to watch

I want to: Have the option to see the movie’s reviews from multiple sources

GIVEN I am on the Cinefind starting page

WHEN I click on “enter”

THEN I should see the page containing details of a movie

WHEN I click on “review”

THEN I should see reviews from various sources including IMDB

User Story and Scenario Description 3.2.4

As a: User

So that: I can see if I or others are suited to watch a movie

I want to: See the age rating of the movie

GIVEN I am on the Cinefind starting page

WHEN I click on “enter”

THEN I should see the page containing details of a movie

AND I should see the age rating for that specific movie

User Story and Scenario Description 3.2.5

As a: User

So that: I can see what a movie is about

I want to: See a description of the movie

GIVEN I am on the Cinefind starting page

WHEN I click on “enter”

THEN I should see the page containing details of a movie

AND I should see the description of that specific movie

User Story and Scenario Description 3.2.6

As a: User

So that: I can avoid decide on a movie to watch

I want to: See the exact duration of the movie

GIVEN I am on the Cinefind starting page

WHEN I click on "enter"

THEN I should see the page containing details of a movie

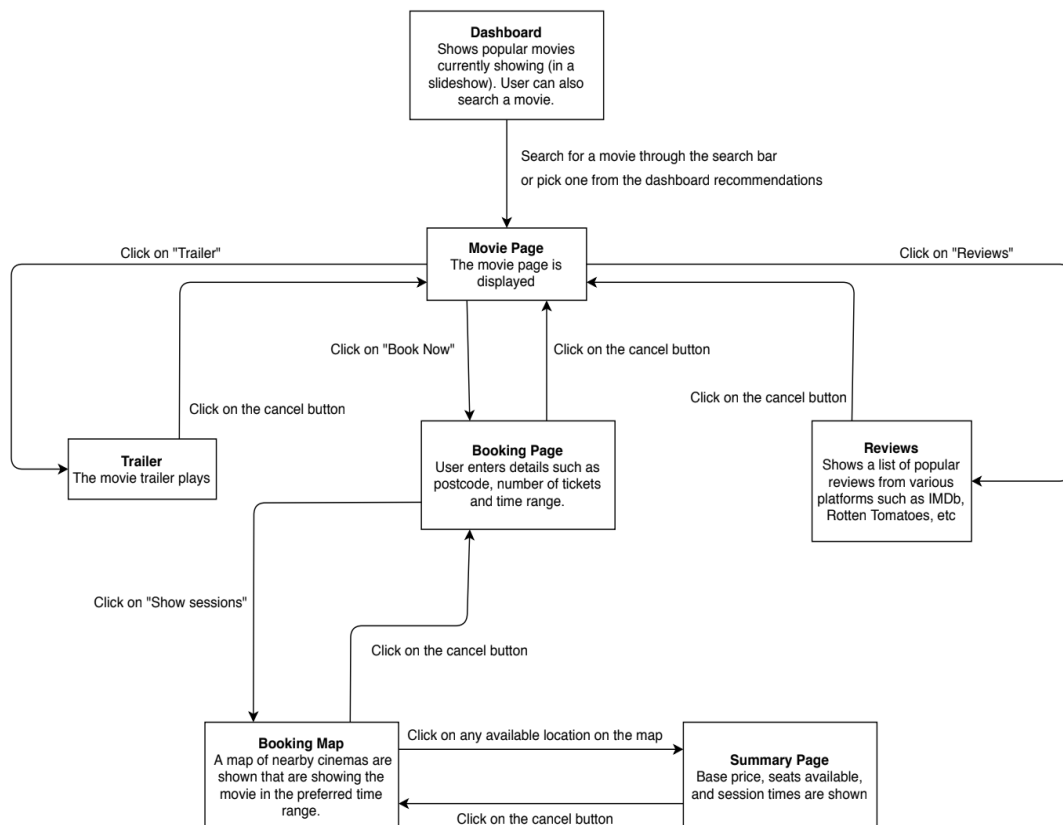
AND I should see the duration of that specific movie

Prototyping - Low Fidelity

After the long, 4-step process of developing our backbone of requirements and user stories in order to understand the key features and experience a user will have, we were prepared to enter prototyping. As mentioned in the *Initial Thoughts*, our main process as a team was to understand the user experience flow, and then we immediately visualised this as a *High Fidelity Prototype* because we wanted a strong visual look at how our solution will present itself to a user, and to visualise our user experience that we brainstormed.

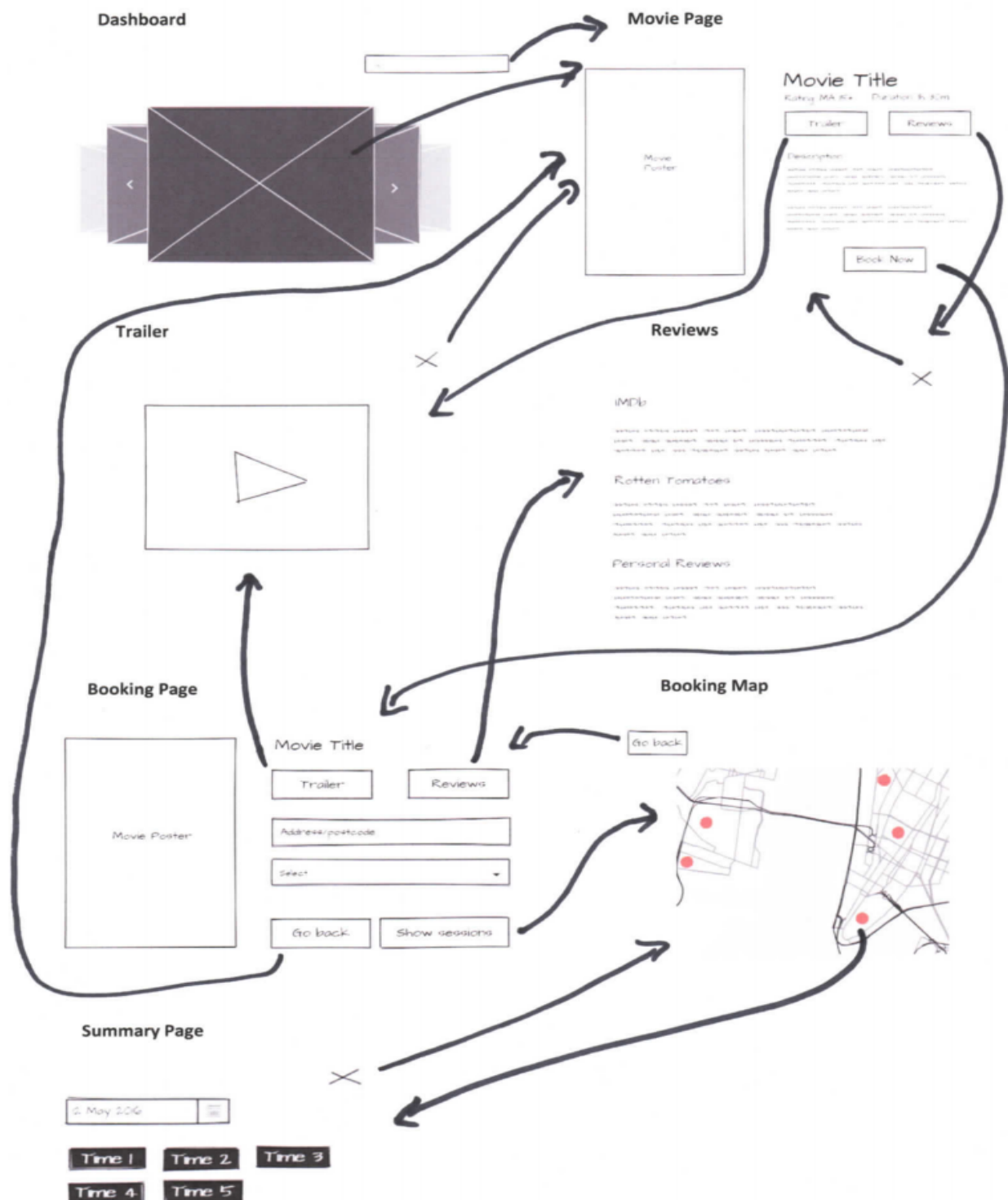
Due to this being understood first out of the team's preference, our low-fi prototype resulted from referencing to our high-fi prototype, however it did give us a proper insight into a refined view of a user's experience of our system and this aided our process of developing our solution so far.

The first component, is the storyboard interaction graph, which we digitised from our original drawing.



As desired, the key features are shown above through the interactions that navigate a user between each 'actor'.

Our use of **UI Component Sketches** was combined with the above **Storyboarding** to give us a final low-fi prototype that mapped the workings of our discussion of the user experience, and the high-fi draft we had developed:



Prototyping- High Fidelity

Finally, we reach the hi-fi prototype. As aforementioned, we originally started with a very basic draft of a hi-fi model that can help us better understand all of our lower level needs above.

At the end of this Deliverable, the finalised prototype we developed is available at:

<https://www.figma.com/proto/QbvTVjh6y9a9SdvQ9UEfHe/Model-of-UX-Flow?node-id=169%3A7&scaling=scale-down>.

Within this hi-fi prototype, our finalised screens that we developed and have referenced throughout this report, are these:





THE KING'S MAN

Rating: MA 15+

Duration: 1h 30m

Trailer

Reviews

Description:

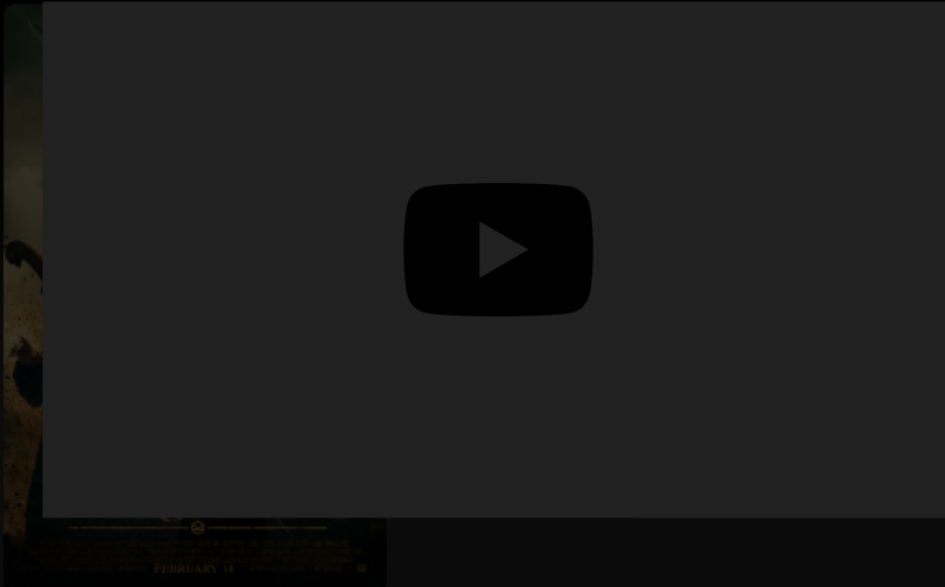
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nunc ultrices enim sed miuada, in fermentum leo porta. Phasellus in enim odio. Morbi non enim eleifend lorem dignisendrerit. Nunc ultrices enim sed miuada, in fermentum leo porta. Phasellus in enim odio. Morbi non enim eleifend lorem dignisendrerit...

Book Now!

SONIC THE HEDGEHOG

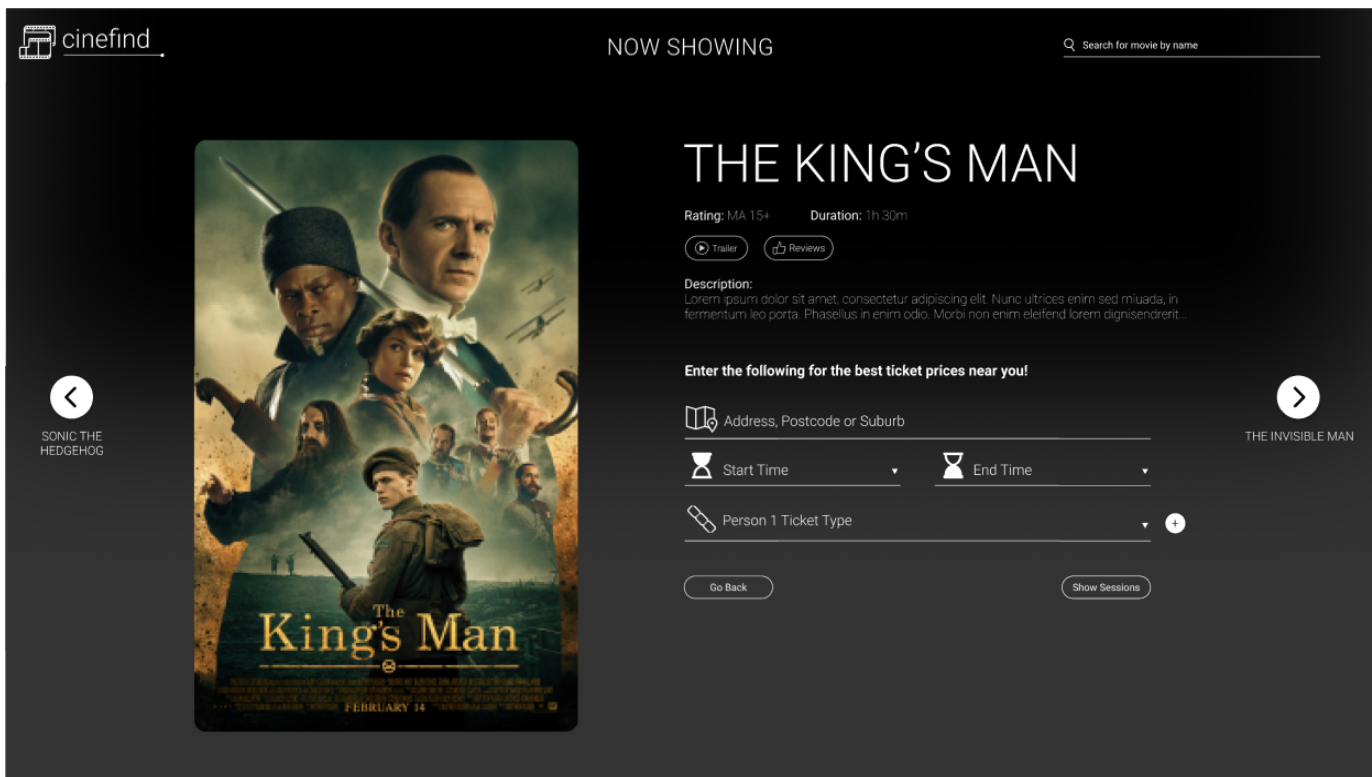
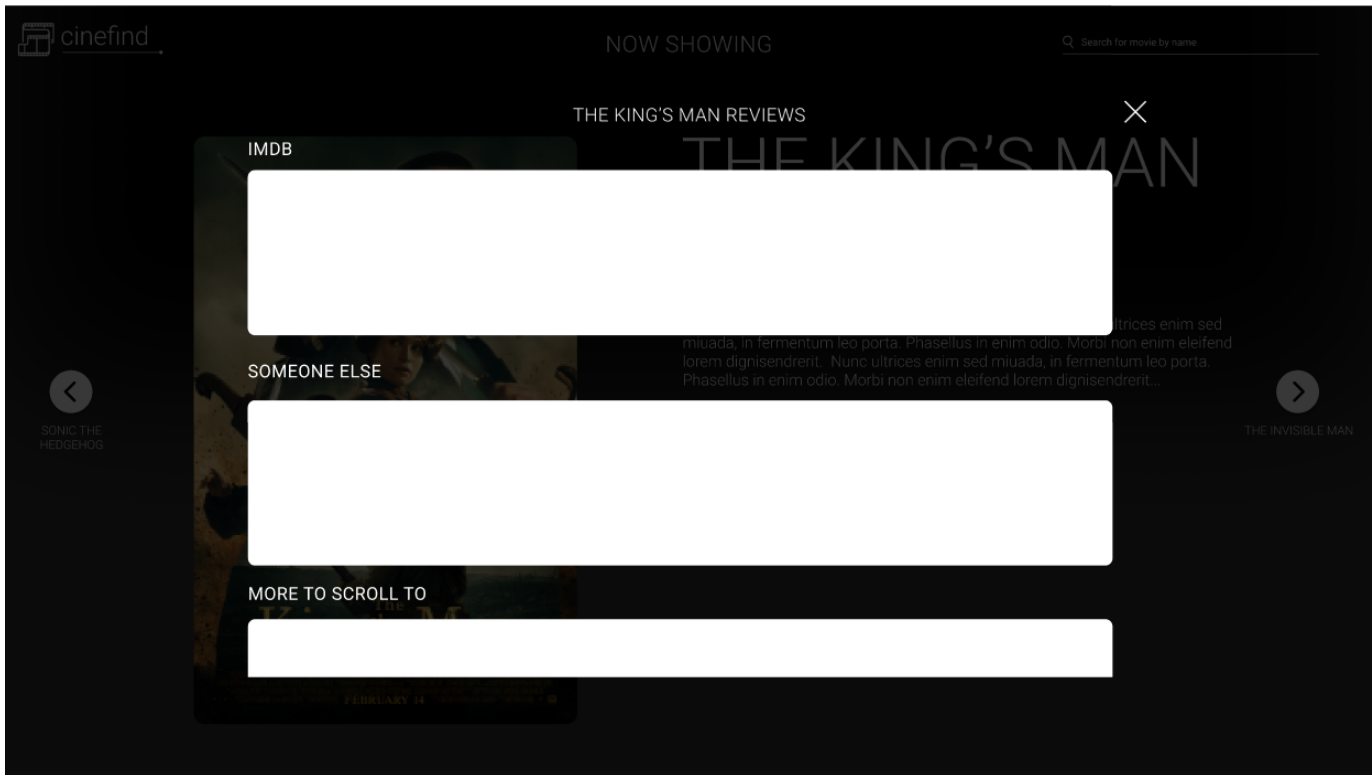
THE INVISIBLE MAN

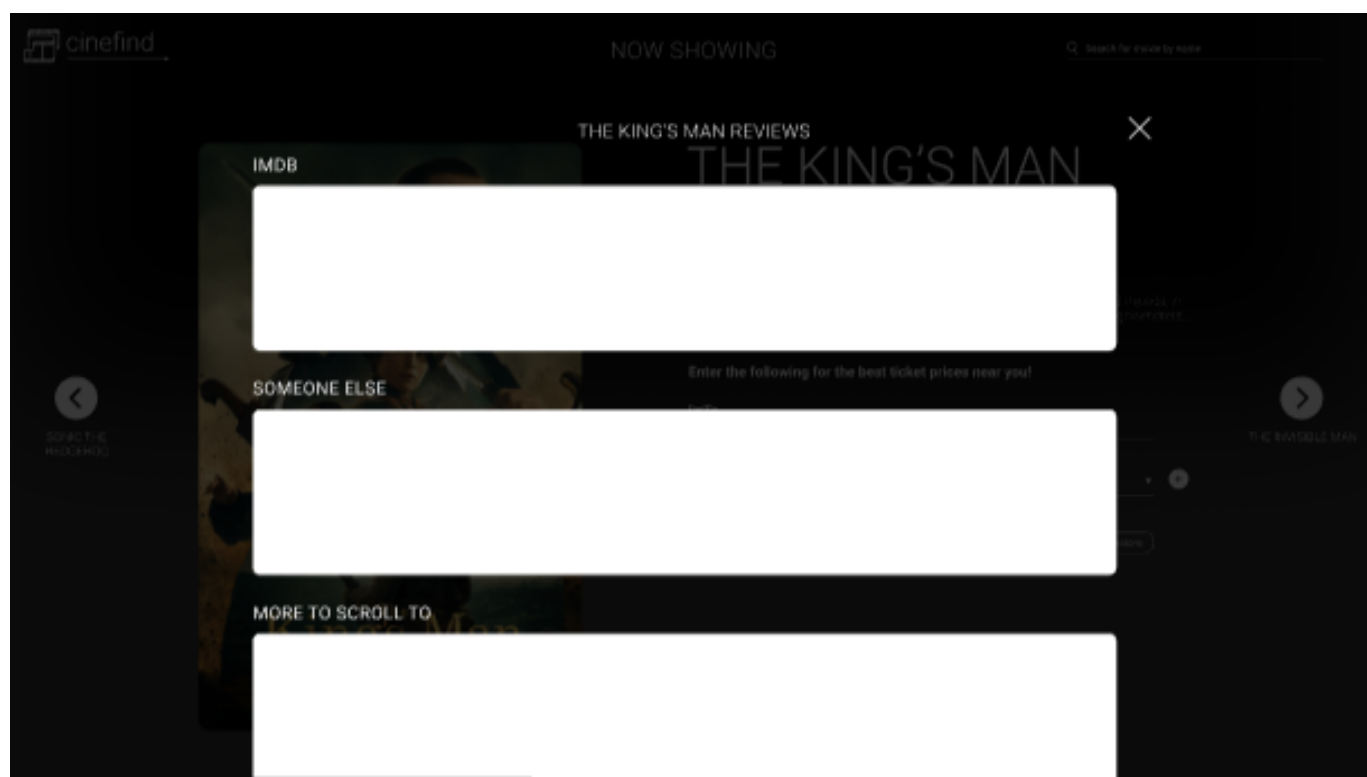
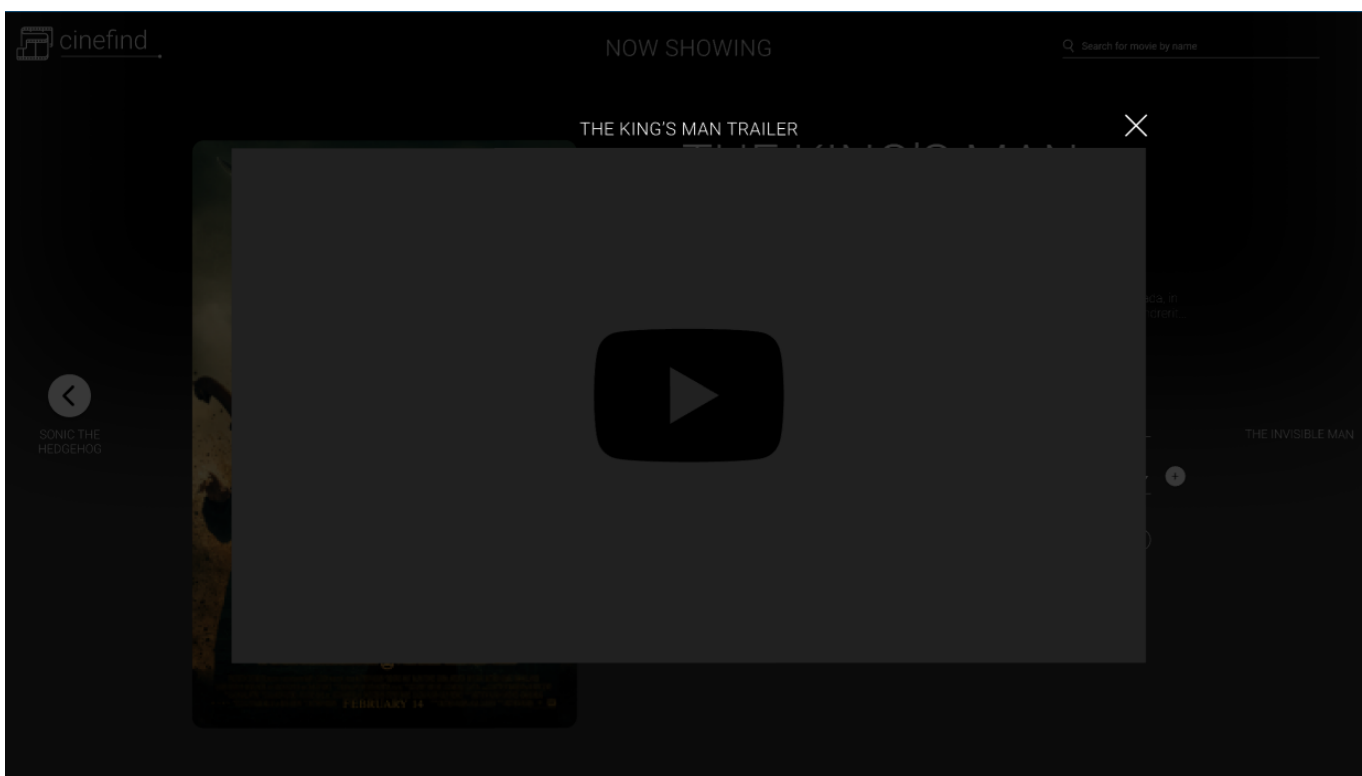
THE KING'S MAN TRAILER



SONIC THE HEDGEHOG

THE INVISIBLE MAN



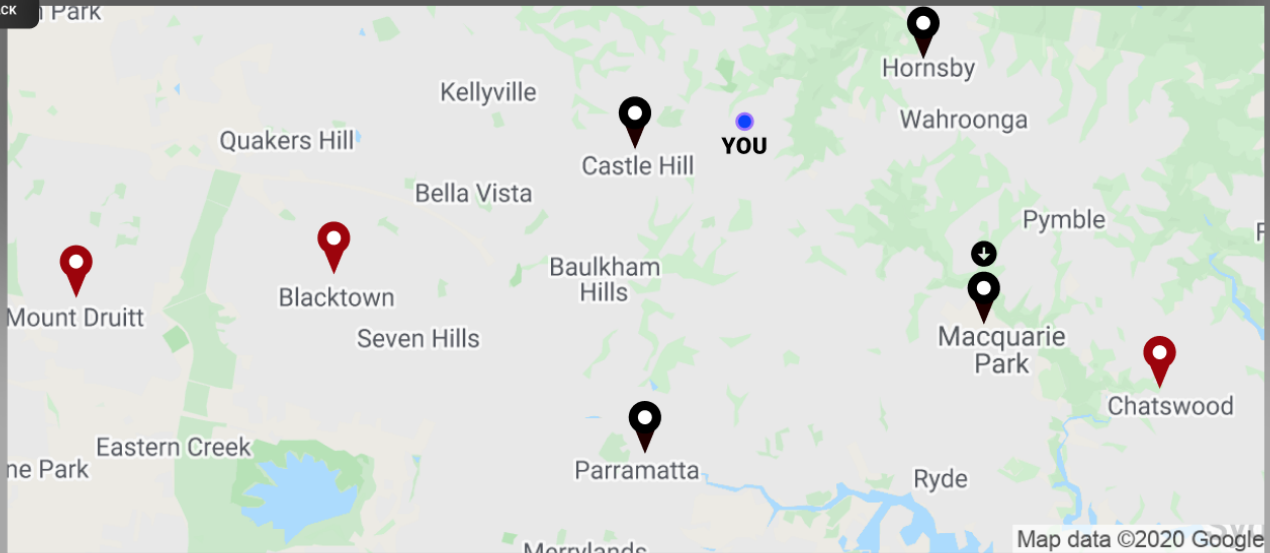


WHERE TO WATCH

Click a pin to choose the cinema, or use the slider to find the cheapest options!

EVENT HOVTS

GO BACK



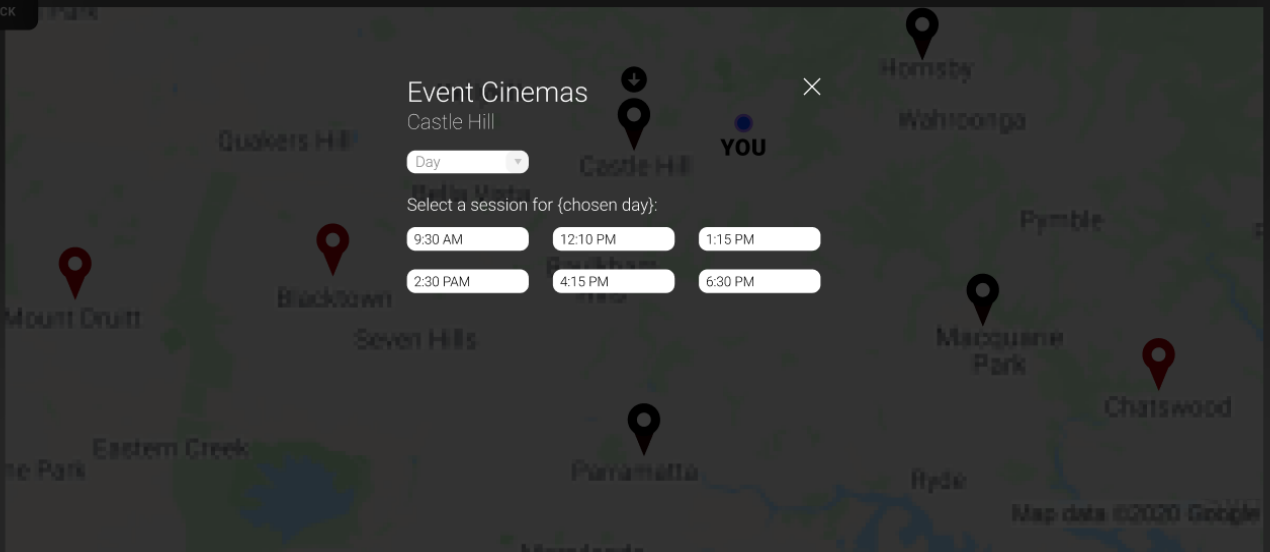
Cheapest < > Expensive
(Selection from slider indicated by arrow above pin)

WHERE TO WATCH

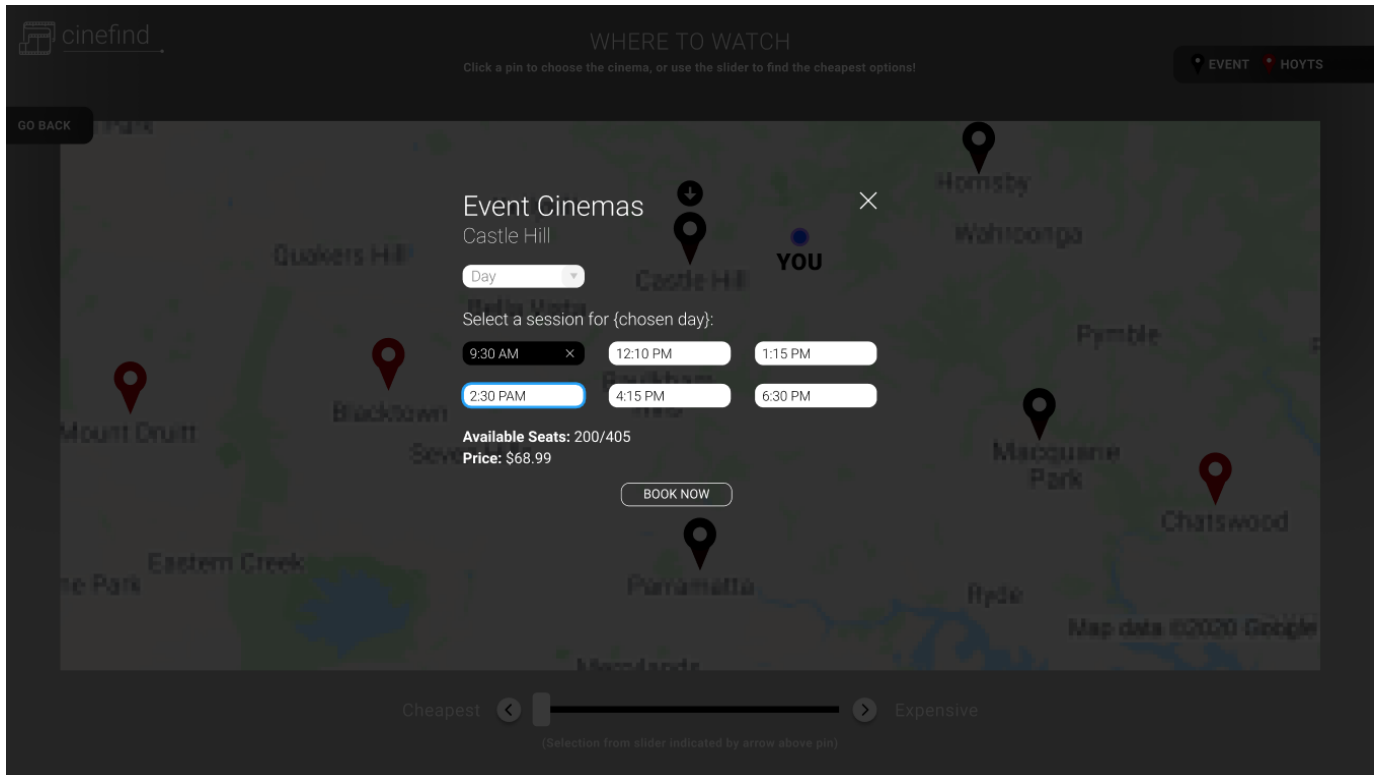
Click a pin to choose the cinema, or use the slider to find the cheapest options!

EVENT HOVTS

GO BACK



Cheapest < > Expensive
(Selection from slider indicated by arrow above pin)



Conclusion

Overall, that concludes Team 100's first Deliverable report. We are keen to keep going and work toward making this into a real, functioning solution.