

KS Movie Reservation App

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Project overview



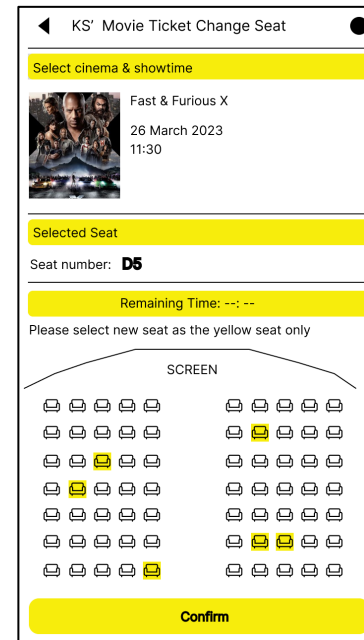
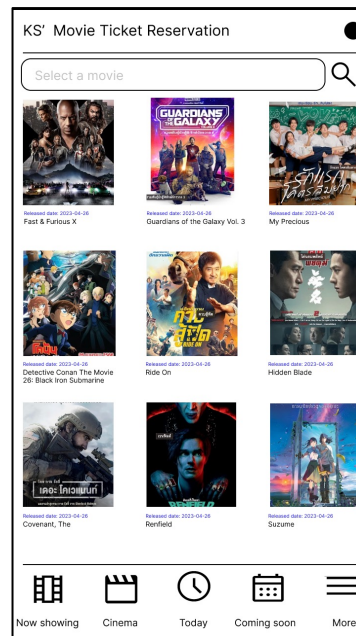
The product:

The movie ticket reservation app allows users to reserve seats for their preferred movie and provides the option to change their reserved seats up to 30 minutes prior to the start of the movie. This feature ensures that users can enjoy their movie experience with the seat of their choice.



Project duration:

Dec 2022 to Feb 2023



Project overview



The problem:

A internship will launch his career in movie marketing, need to change movie seat from reservation to sit alone because he is introvert and sit with nobody surrounding



The goal:

Enhance the movie-going experience for users and make the ticket reservation process as seamless as possible.

Project overview



My role:

UX designer designing an app for Available Time booking app.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, etc.

Understanding the user

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

User research: summary



For the app for movie ticket reservation with the ability to change seats before 30 minutes of the movie start, user research could involve conducting surveys, interviews, and usability tests with potential users. The research would aim to identify the needs, preferences, and pain points of moviegoers, including their ticket purchasing habits, preferred seat choices, and any issues they may encounter with the current ticket reservation process.

The user research could also investigate how users feel about changing seats after making a reservation and what factors might influence their decision to do so. For example, users may be more likely to change their seat if they find out that the movie theater is crowded or if they discover a better seat option that becomes available. The research could also uncover any concerns or limitations users may have with changing their seat, such as limited availability or technical difficulties with the app.

The insights gathered from this user research could inform the development of the app and help ensure that it meets the needs and expectations of its target users.

User research: pain points

1

Difficulty finding available seats

One common pain point for users could be the challenge of finding available seats for popular movies, particularly during peak movie-going hours or on weekends.

2

Technical issues with the app:

Users may experience frustration and inconvenience if they encounter technical issues with the app, such as slow loading times, glitches, or crashes.

3

Limited availability of seat changes

Another potential pain point could be if users are unable to change their seat reservation due to limited availability, such as if all other seats are already taken or if there are only a few seats left in the theater.

4

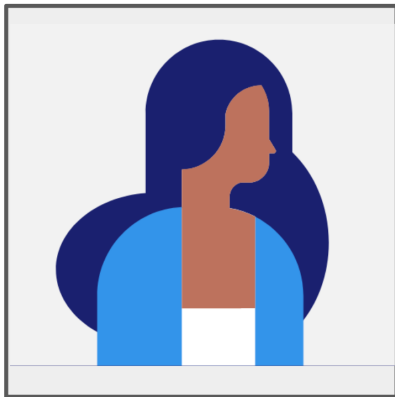
Confusion or uncertainty about seat changes

Users may also experience confusion or uncertainty about the process for changing their seat reservation, particularly if it is not clearly explained or if there are different rules or restrictions for different movies or theaters..

Persona: Leah

Problem statement:

Leah, is a doctor with a busy and demanding schedule, needs a feature of refund when cancel because sometimes she has urgent something



Leah

Age: 42

Education: Doctor of Medicine

Hometown: Newport, Rhode Island

Family: Single, live alone

Occupation: Doctor

"I'm on my way to the top and searching for the tools that can help me get there"

Goals

- To have new feature of notification to remind before that date coming.
- Can get refund in case emergency

Frustrations

- "Every time I cannot set a reminder to notify me before the date of movie, I reserved the ticket"
- "Sometimes I need to cancel my ticket from my emergency case, and I wish the theater should pay back

Leah is a doctor with a busy and demanding schedule. She works unpredictable shifts in a mid-size hospital. Usually, she take a free time to go to see a movie. And she reserve the movie ticket in advance and sometimes get frustrated to not have feature to remind the reserved date before that make she forget it and cannot cancel refund the ticket in case.

Persona: Joe

Problem statement:

Joe, just completed in business admin, need to change movie seat from reservation to sit alone because he is introvert and sit with nobody surrounding



Joe

Age: 22
Education: 4th year university student
Hometown: Bruges, Belgium
Family: 2 sisters
Occupation: Project management intern for a theater company

"I am interested in the job road to movie marketing and wish I have an own movie at once time"

Goals

- Can change the seat anytime and can show the status in real time
- Have individual seat in the theater

Frustrations

- Sometimes I want to change the seat after I reserved
- It should have the single seat to far from many people

Joe is about to complete a B.A. in Business Administration and hopes and internship will launch their career in movie marketing. Even though Joe most enjoys the time spent working with his mentor on a campaign, he also enjoys seeing a movie by lonely. He is introvert, he often reserve the seat to far from others. Sometimes he wouldn't like to see a movie because he must sit with surrounding many people. Better he can change the seat again.

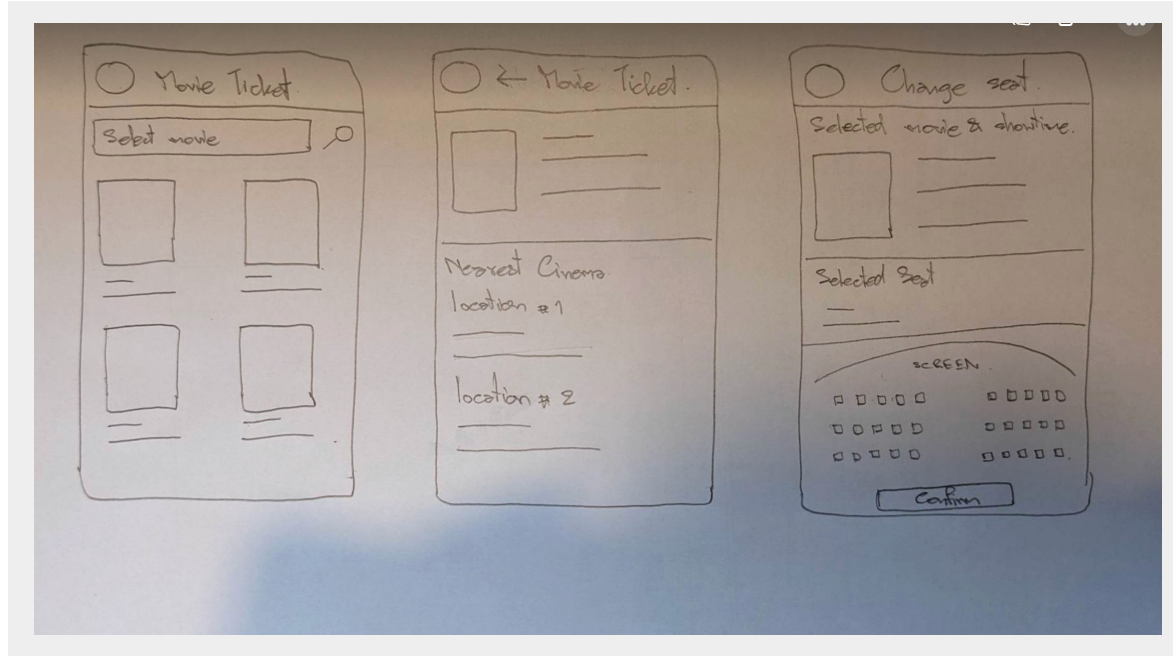
User journey map

Mapping Ying's user journey revealed how helpful it would be for users to have access to a dedicated KS Movie reservation app.

ACTION	Searching a movie	Reserve a seat	Go to a theater	Go into the theater	Check the reserved seat
TASK LIST	Tasks A. Search a preferable movie B. Check available time C.	Tasks A. Find and select the seat B. Reserve a seat that nobody near C.	Tasks A. Go to a theater B. Wait in line to receive a real ticket C.	Tasks A. Go into the theater B. C.	Tasks A. Check where is the reserved seat B. Check surround-ing seat C.
FEELING ADJECTIVE	Excited to see a new movie	Anxious about there is someone near	Anxious about time	Nervous about what is about nearby at belonging seat	frustrated with the voice from nearby whom
IMPROVEMENT OPPORTUNITIES		Offer a way to have an option for who want to seat lonely	Offer a way to scan QR code instead of real ticket	Create an app that can see real time of booking seat before going into theater	Offer a way to change the reserved seat anytime.

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. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



Digital wireframes

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

This navigation looks friendly for user that it is easy understanding

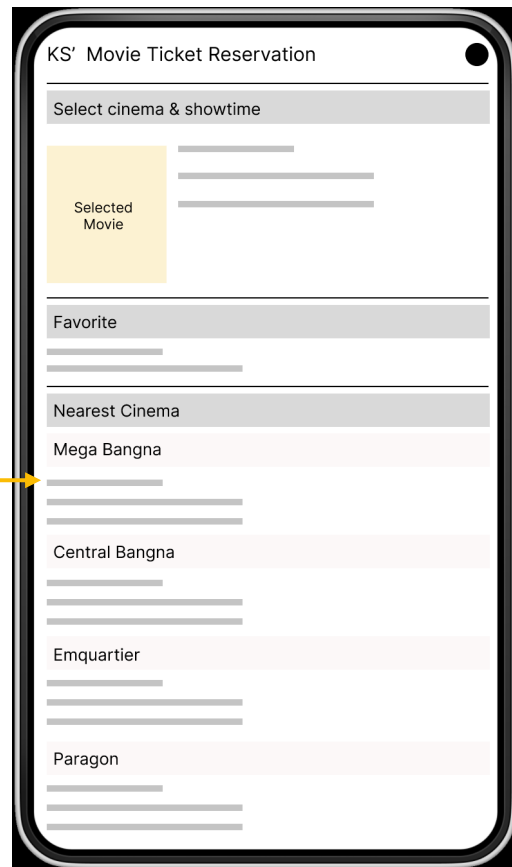


This search at the top of home screen make it fast and easy for selecting the required movie

Digital wireframes

Easy to use one app to
reserve movie ticket for all
cinema brand app owners.

Easy access to
every theaters
and every
cinema brands
app owner

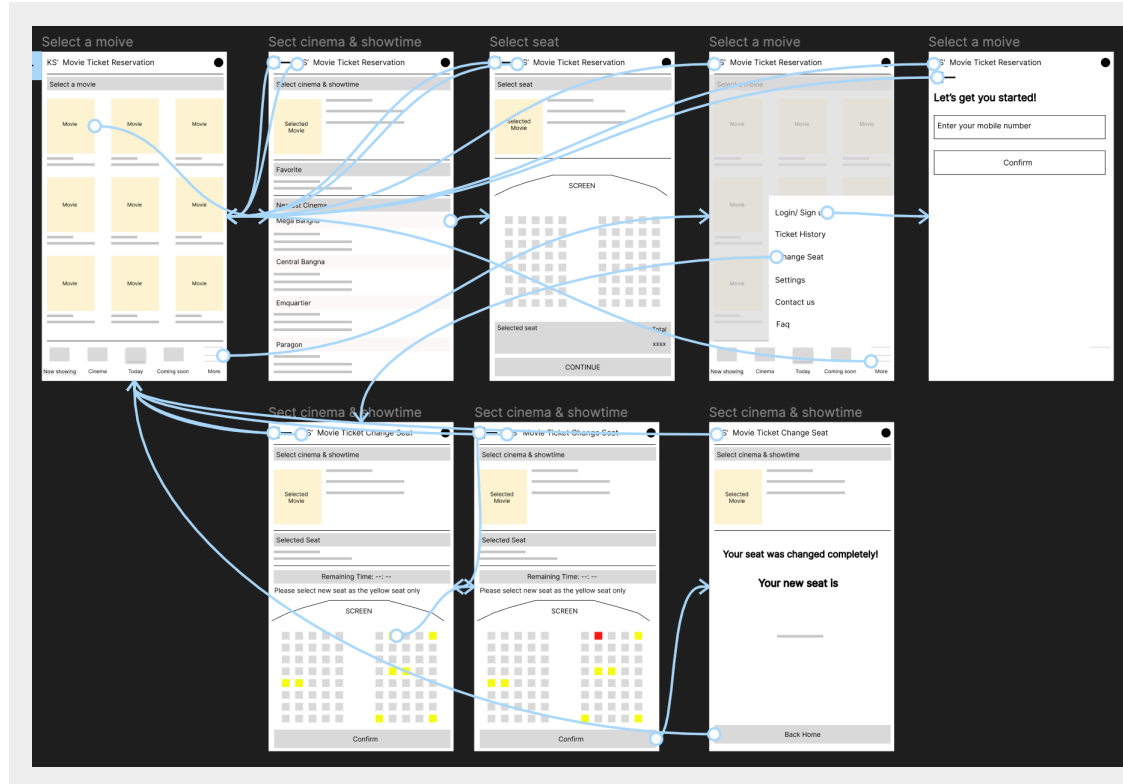


Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and choosing the available time on dashboard, so the prototype could be used in a usability study.

View the Karentoroku's app:

[Low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to movie ticket easily
- 2 Users want to change seat when they encounter something wrong
- 3 Users want to see the available seat in real time

Round 2 findings

- 1 Add time counter to run remaining time for changing seat
- 2 Add a option of the changing seat on the navigation

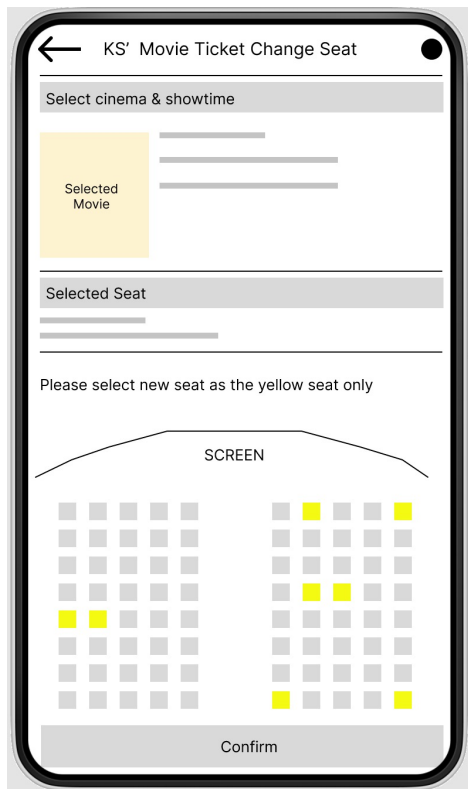
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

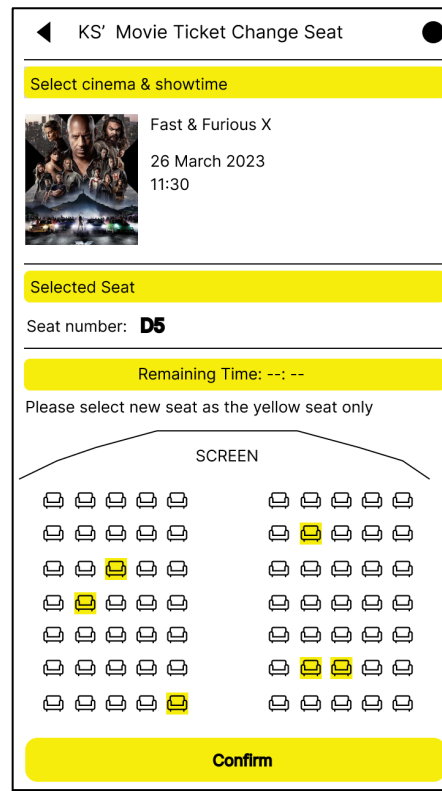
Mockups

Add time counter to show the remaining time while changing a seat in real time

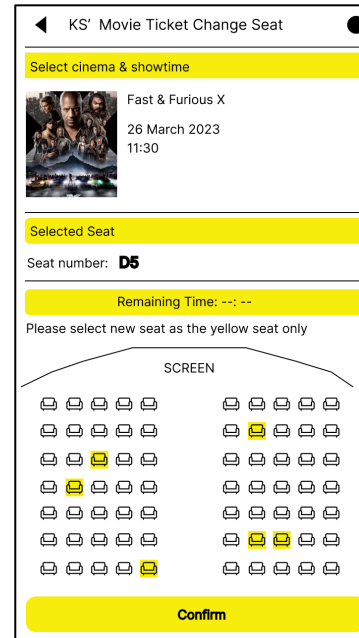
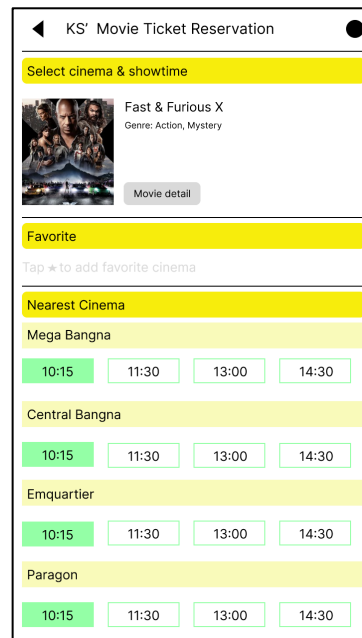
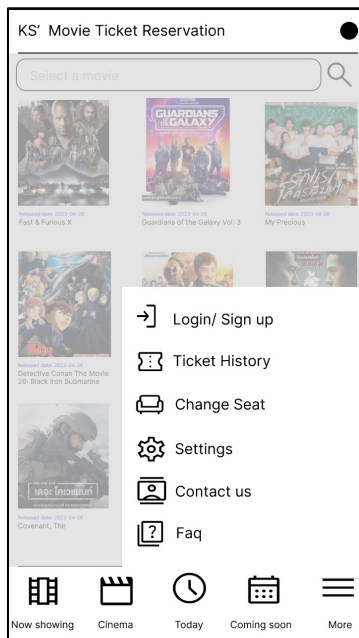
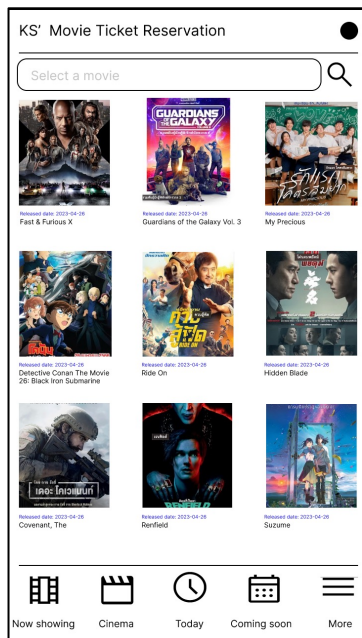
Before usability study



After usability study



Mockups

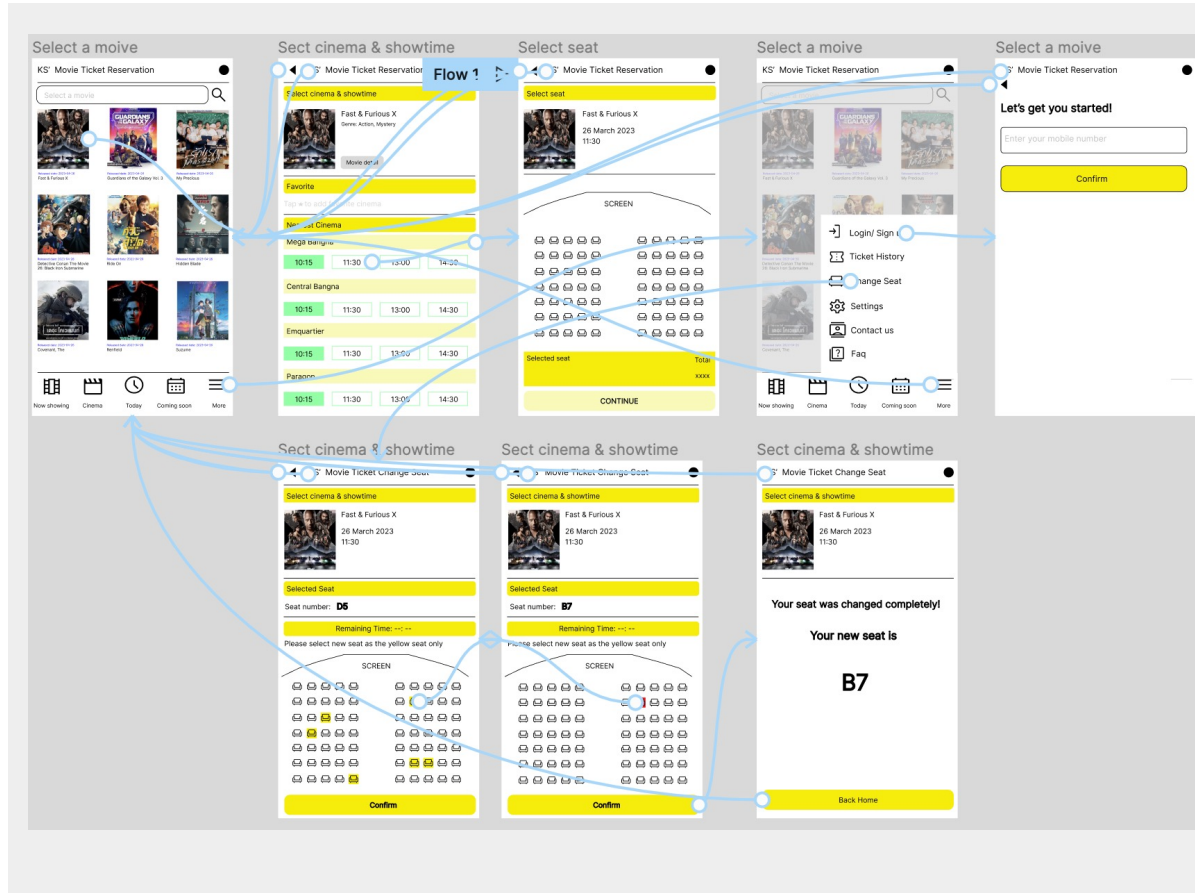


High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for choosing the available time on dashboard and accessing log-in.

View the Karentoroku's app:

[High-fidelity prototype](#)



Accessibility considerations

1

Provided access
to users who are vision
impaired through adding
alt text to images for
screen readers

2

Used icons to
help make
navigation easier.

3

Prepared data for making
search optional to find
what user need faster

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like KS Movie's Time booking really thinks about how to book the time fast.



What I learned:

While designing the KS Movie reservation 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.

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.

Let's connect!



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

Email: korayut@gmail.com

Thank you!