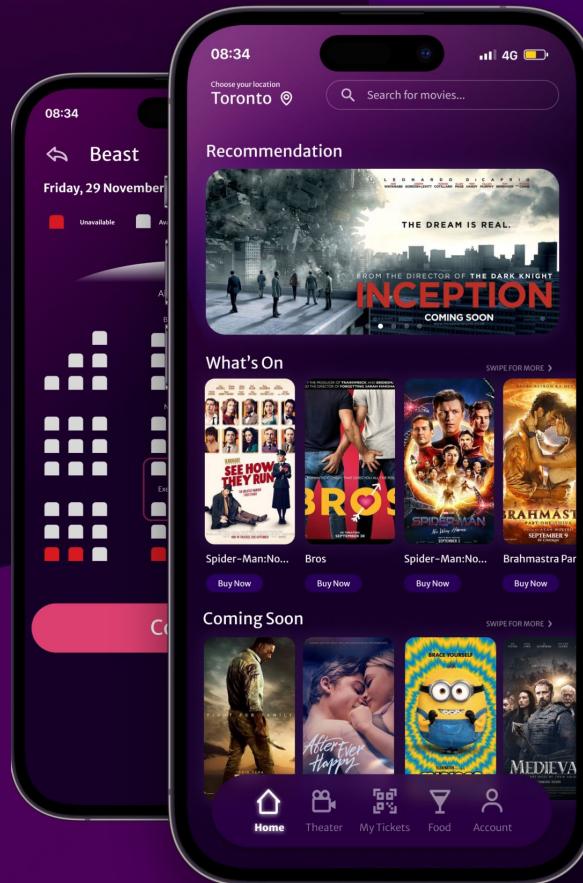


# ForTickets

The only movie ticketing app you will ever need.

Zhuoying Li



# Project Overview



## The Product

ForTickets is a ticket booking app for movies. It allows you to book tickets and split the bill, and you can also buy food for your movie so you don't have to wait in line at the theater.



## Project Duration

108 days.



# Project Overview



## The Problem

People find it hard to split the bill after purchasing movie tickets.

It is hard to order food while in a movie as you may have to wait in line and miss important actions.



## The Goal

To build an app with split the bill feature baked in. While also allowing users to order food ahead of the movie so they can be delivered to their seat.

# Project Overview



## My Role

Lead UX designer and researcher.



## Responsibilities

Conduct user research, build wireframes, low-fidelity and high-fidelity prototypes on Figma.



# Understanding the User

User Research

Personas

Problem Statements

User Journey Maps

User Flows

# User Research: Summary

Conduct user interviews and create personas/empathy maps to better understand the user I am designing for and their needs.

One of my primary user group are students who want to split the bill for their ticket purchases frequently. This group confirmed the need for a bill splitting feature within the app. But I also found that sometimes bills are not split evenly, and there are potential design challenges when splitting the bill to a large number of people.

# User Research: Pain Points

## 1. Cannot split bill within the app

Young people usually watch movies together with their friends. And in most cases, have to split the bill afterwards on a different platform.

## 2. Cannot order food during the movie

During the movie, users usually have to walk out and buy food and drink.

## 3. Hard to pick optimal seats when purchasing tickets

When selecting seats, it is very hard to know which row has the most optimal viewing experience.

## 3. Need a way to be alerted when a movie I want to watch goes on air

If user don't keep track of the movie they want to watch, it is hard to know when they go on air.

# Persona: Christina Lee

## Problem Statement

Christina is a high school student who needs to split the bill easily with her friend because she usually pre-pay the tickets for the group.



**Christina Lee**

**Age:** 16  
**Education:** High School Student  
**Hometown:** Winnipeg, MB  
**Family:** 2 sisters, lives with family  
**Occupation:** Student

*“Tickets costed us \$25, but we had to pay another \$3 to the bank for e-transfers...”*

### Goals

- I want to split the bill with friends after buying the movie tickets.
- Share the tickets with my friends so they can keep a copy.

### Frustrations

- There is no easy way within the ticketing app to directly split the bill.
- Usually user have to share tickets through other methods (like screenshots, emails, etc.)

Christina usually watches movie with her friends after school. They usually split the bill, however most ticketing apps doesn't have this functionality built in. So they have to use third-party solutions. She also needs to share the ticket with her friends so they can keep a copy, at the moment she usually just do a screenshot and send it to her friends.

# Persona: Patrick Grey

## Problem Statement

Patrick is a film critic who needs to know the exact release time of the latest movie because his studio wants to review it at the first second.



Patrick Grey

**Age:** 30  
**Education:** Master's in Fine Arts  
**Hometown:** Toronto  
**Family:** Wife and a bunny  
**Occupation:** Film Critic

*"The feeling when reloading a page and seeing the nothing is just... something"*

### Goals

- As a film critic, Patrick needs to know in the first second when a movie comes out. So he can publish his reviews early.
- He wants to have the optimal seat so he can enjoy the movie better.

### Frustrations

- Right now he has to constantly refresh the app everyday for all the movies he is following.
- It is hard to tell which seat is optimal by looking at the seating map. Since theaters can have different sizes.

Recently Patrick's studio want to review a movie, but they have no idea when that movie will be out in their area. The whole studio just keeps checking the app until the movie comes out. So much lost productivity.

# Persona: Pimble Graham

## Problem Statement

Pimble is a Uber driver who needs to purchase popcorn and coke during a movie because he might miss important action if he go out and buy food.



**Pimble Graham**

**Age:** 24  
**Education:** College Degree  
**Hometown:** California  
**Family:** Single  
**Occupation:** Uber Driver

*“Popcorn and coke are 100% must haves during a movie”*

### Goals

- I want to be able to purchase my popcorns and coke during a movie. Without needing to leave my seat and missing important actions.

### Frustrations

- There is no functionality to order food within the app. So I have to leave my seat, risking missing out on important scenes.

One day, I was watching a crime movie in the theater. I went out and ordered some popcorn and coke, lined up for over 10 minutes, and missed the scene where the protagonist got shot. I had to watch the movie again at home.

# User Journey Map

Mapping Christina's user journey revealed that it would be helpful to be able to directly split the bill within the ticketing app.

## Persona: Christina Lee

Goal: Easily buy tickets for her friends and split the bill

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	A. Find good movies to watch B. Select good seats for tickets	A. Enter her payment card information B. Pay for the tickets	A. Calculate the amount her friends have to pay	A. Send messages to her friends so they know how much to pay and how she wants to be paid	A. Wait for e-transfers to arrive and deposit B. Send out reminders if someone hasn't paid yet
EMOTIONS	Confused because no idea which seat is the best	Uneasy because entering credit card information to a new app	Frustrated and annoyed, need to open calculator and calculate the split amount	Annoyed because she has to message all her friends.	Anxious, she needs to check the mails again and again until she receives the money.
IMPROVEMENT OPPORTUNITIES	The ticketing app should suggest which zone has the best view.	Support for easy payment options like Apple Pay and Android Pay.	The ticketing app should have the option to calculate costs for each guest.	The app should automatically split the bill and send the notification to all invited.	The app should allow her friends to pay within the app directly.

# User Journey Map

Patrick Grey's journey map revealed that it will be great to have the functionality to follow an upcoming movie. And get notified when the movie goes on air.

## Persona: Patrick Grey

Goal: Be able know and book tickets for movies the second it comes out.

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	A. Search for the movie online B. Check to see when will the movie air in his area	A. Add calendar reminders to check different movie theaters every day	A. Open the ticketing app B. Check to see if the ticket is on sale	A. Buy the ticket if it goes on sale B. Choose the best available seat so he can view the movie in the best angle	A. Share the ticket with his co-workers in the studio.
EMOTIONS	Annoyed, might need to search multiple times, and there might not be an exact date.	Frustrated. Additional event on the calendar.	Frustrated. Need to open the app and check to see if the ticket is on sale. Wasting time.	Confused. Not sure which seats are the best.	Frustrated. Need to use email or some other solution to share tickets with co-workers.
IMPROVEMENT OPPORTUNITIES	Should be a centralized location where the user can see all upcoming movies.	The app should be able to notify the user when a movie goes on air.	The app should send real-time notifications when the movie goes on air.	The ticketing app should suggest which zone has the best view.	There should be an easy way to share tickets within the ticketing app.

# User Journey Map

Ordering food is Pimble's primary concern, and we see that it will be great to be able to order food on the ticketing app and get it directly delivered to the user's seat.

## Persona: Pimble Graham

Goal: Want to be able to order food during a movie without missing out on important actions.

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
TASK LIST	A. Feel hungry when watching a movie B. Go out of the theater and wait in line to order a food	A. Relay order to the cashier	A. Wait for the food at the counter and get the drink filled by himself	A. Turn on the flashlight to seek his seat	A. Bring the food back to his seat B. Continue watching movie and realize missing some actions
EMOTIONS	Worried about missing the movie actions when go out of the theater	Anxious about the salesperson does not understand his order, or tired if he needs find a replacement when the food he wants is in limited stock	Bothered when to line up and anxious about missing the movie actions	Worried about disturbing others visual experiences when turning the flashlight	Disappointed because missed important actions.
IMPROVEMENT OPPORTUNITIES	Should be able to directly see the food menu on his phone.	There should be an option to order food directly within the app.	Show time estimations within the app	Should be able to get food delivered directly to his seat.	If food can be delivered to his seat, there won't be missed actions.

# Starting the Design

Paper Wireframes

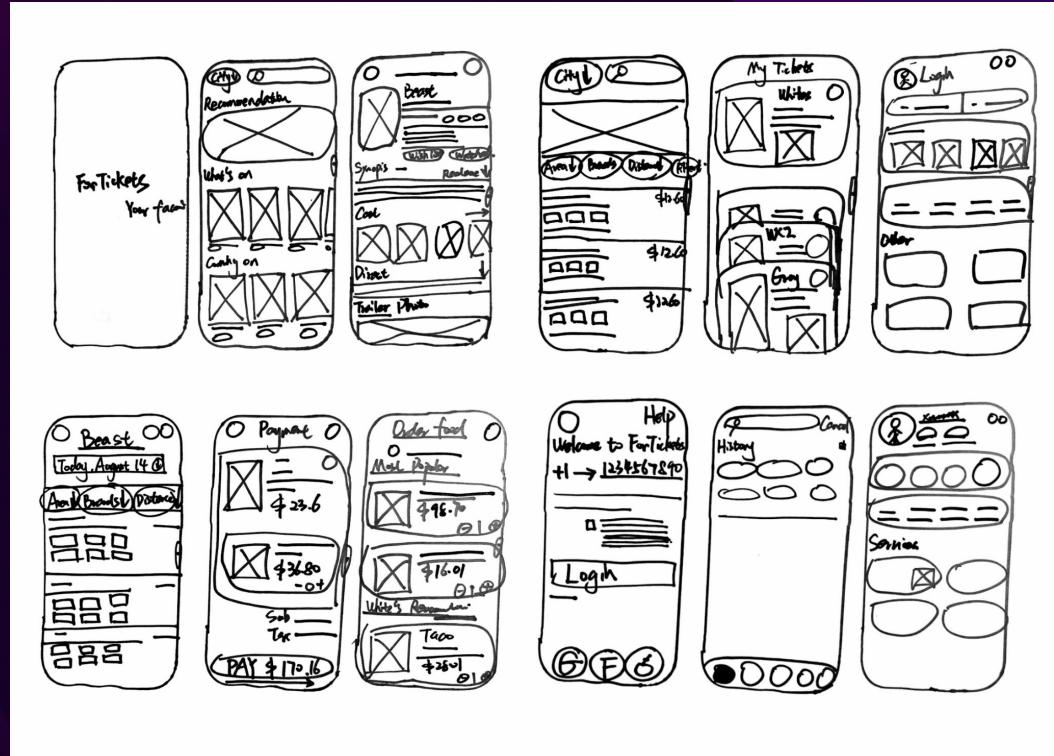
Digital Wireframes

Low-Fidelity Prototype

Usability Studies

# Paper Wireframes

The paper wireframes are created with ease of use in mind, and provides user a instantly familiar interface for ordering movie tickets.

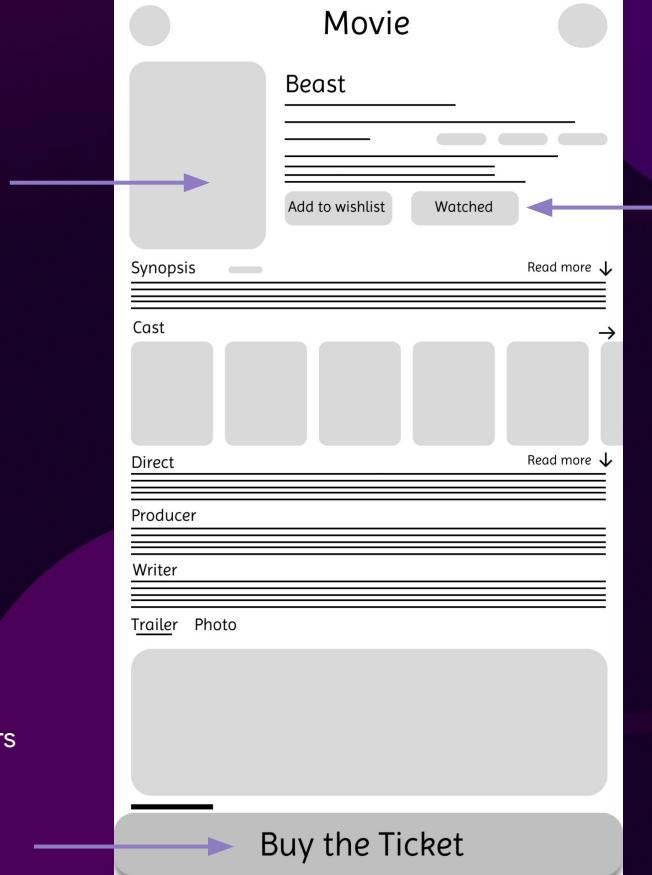


# Digital Wireframes

- Existing movie ticketing apps doesn't allow users to mark movies as their favourites or watched.
- It is important to have large “Buy Ticket” button as it is the primary action a user wants to take.

Shows movie details so user knows what they are watching in a glance.

A large action button for users to purchase tickets for this movie.

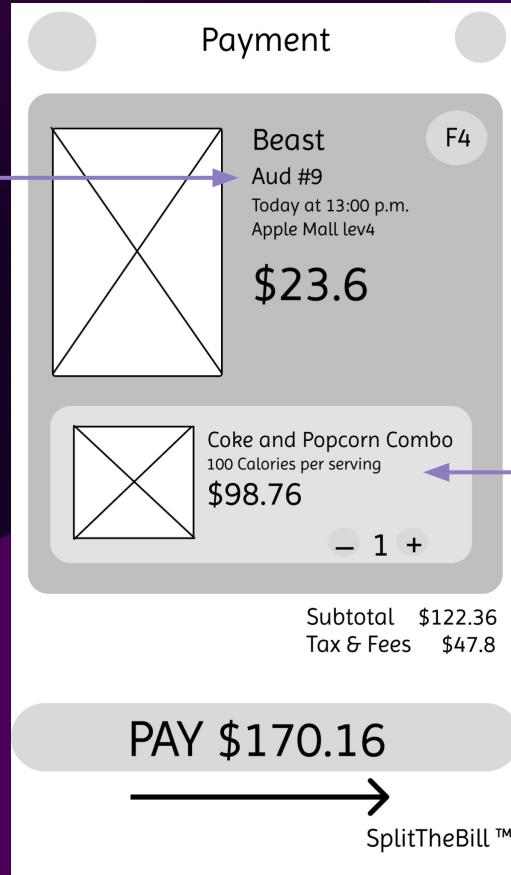


Ability to add movies to user's wishlist and mark them as watched will improve recommendation, and allow users to keep track of their movie watching journey.

# Digital Wireframes

- Users want to confirm ticket details before paying so they are more confident.
- Allowing users to purchase food in advance allows Cinemas to plan inventory ahead, while reducing the line at the cinema.

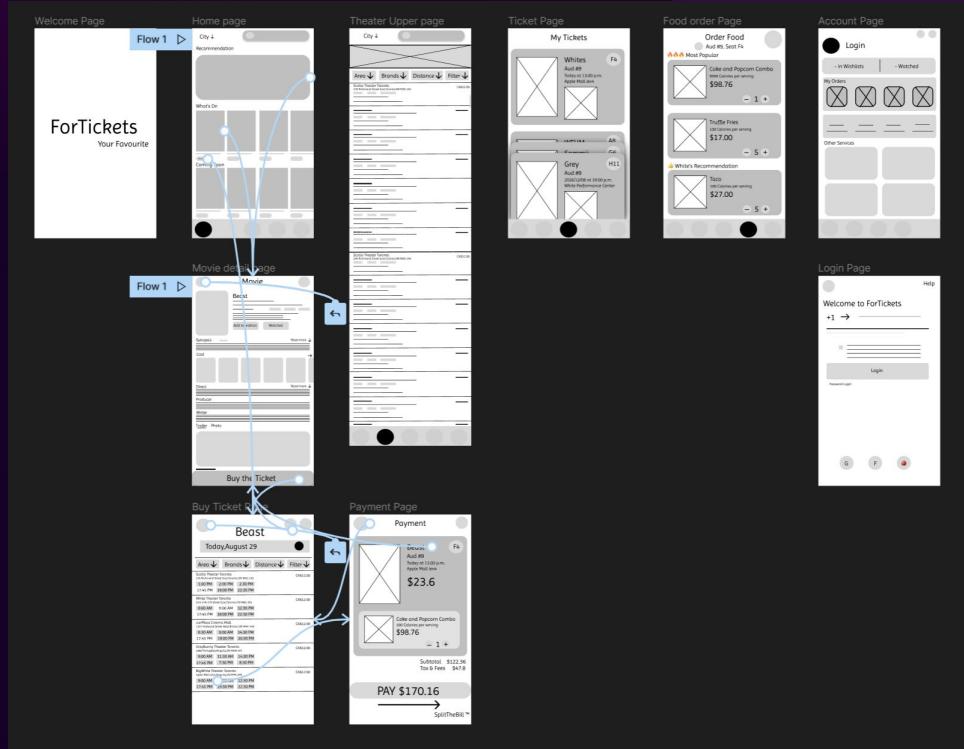
Ticket details allows user to review their selections before paying.



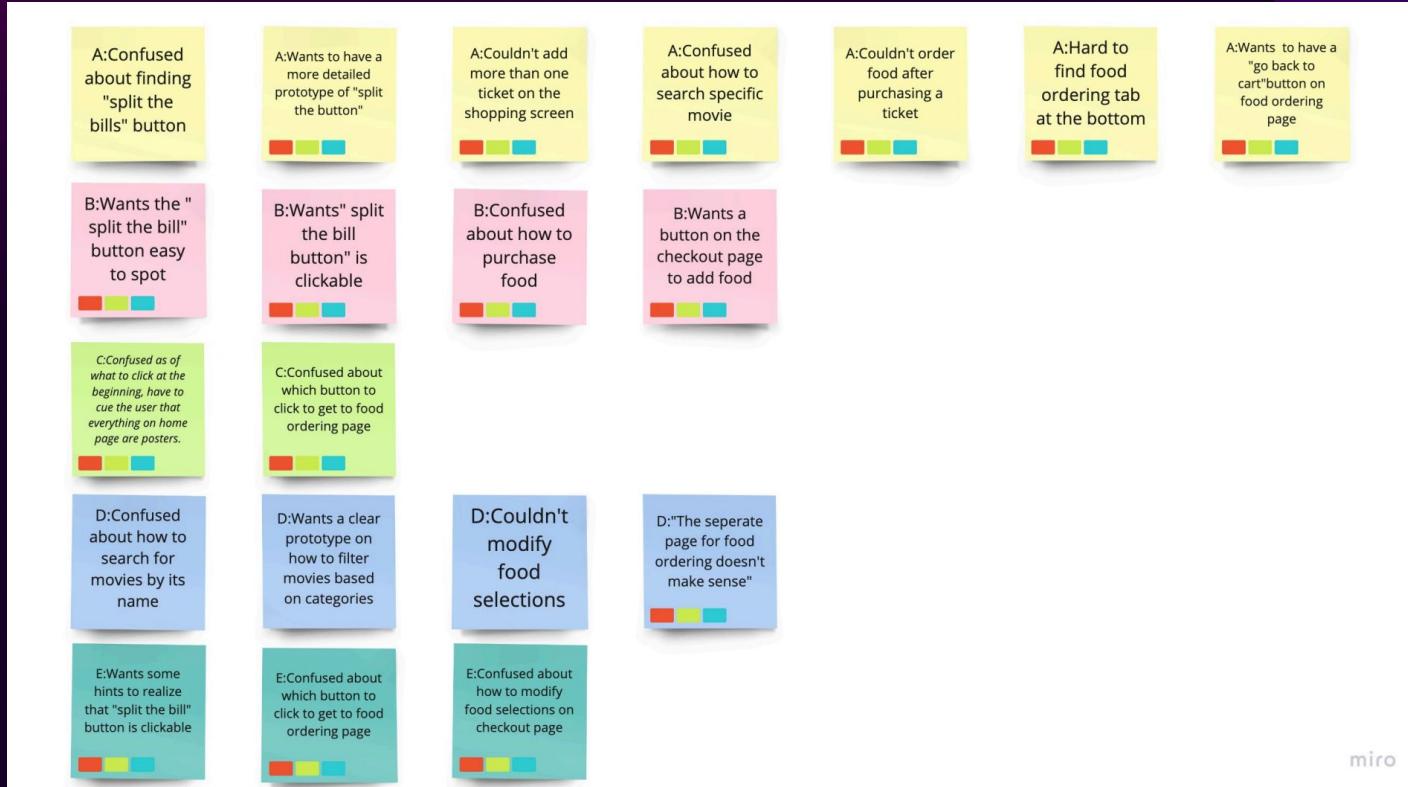
Allow users to attach food orders to their movie tickets so they don't have to wait in line in the cinema.

# Low-Fidelity Prototype

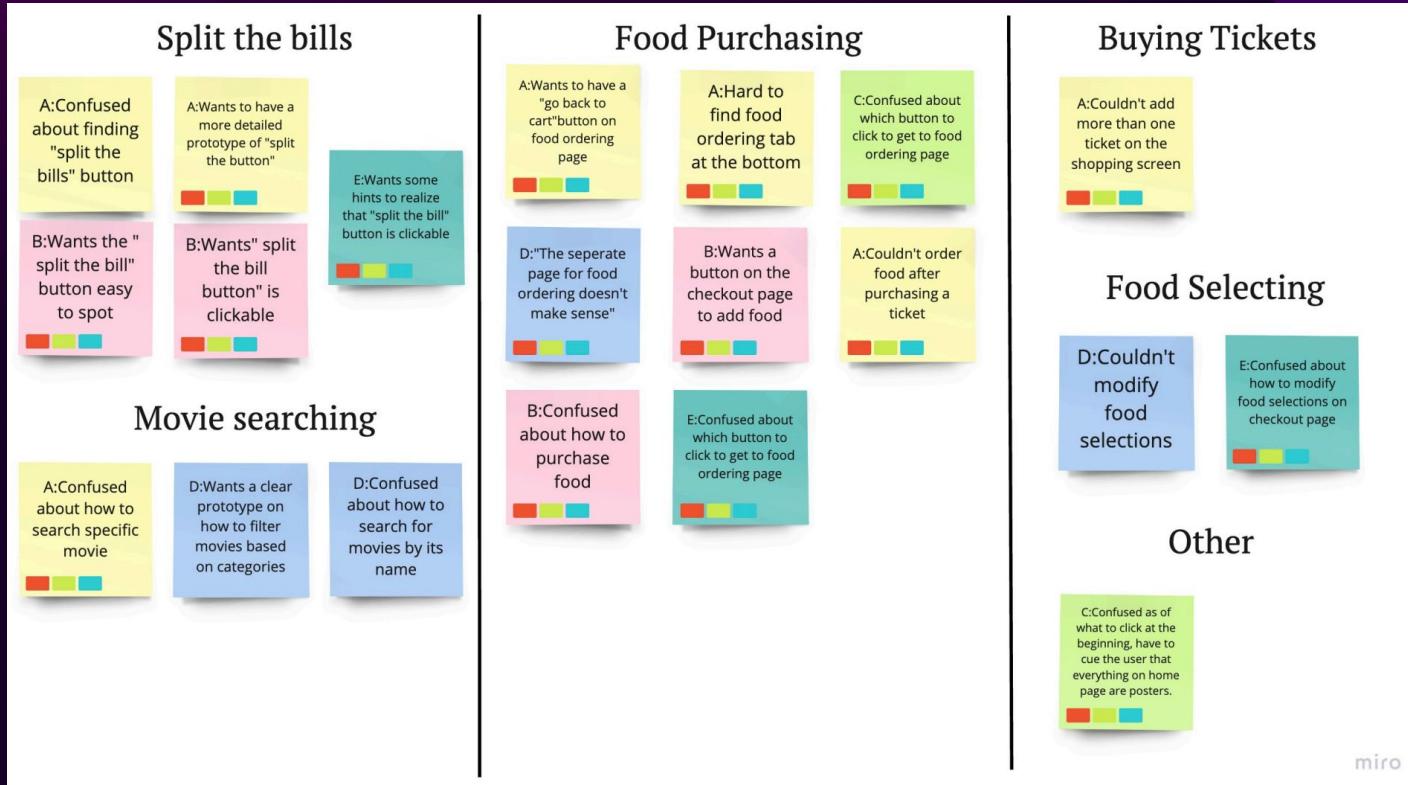
The low-fidelity prototype is created using Figma. With the primary flow being purchasing a movie ticket.



# Affinity Diagram



# Affinity Diagram



# Usability Study: Findings

I conducted two rounds of studies. The first round helped me to design the wireframes and a low-fidelity prototype. And the second round of study helped me to refine my high-fidelity prototype.

## Round 1 Findings

1. Split the bill button is hard to find
2. Hard to search for movies
3. Not easy to spot food ordering option

## Round 2 Findings

1. Separate food ordering page doesn't make sense
2. Cannot add more than one ticket
3. Cannot order food after purchasing a ticket

# **Refining the Design**

Mockups

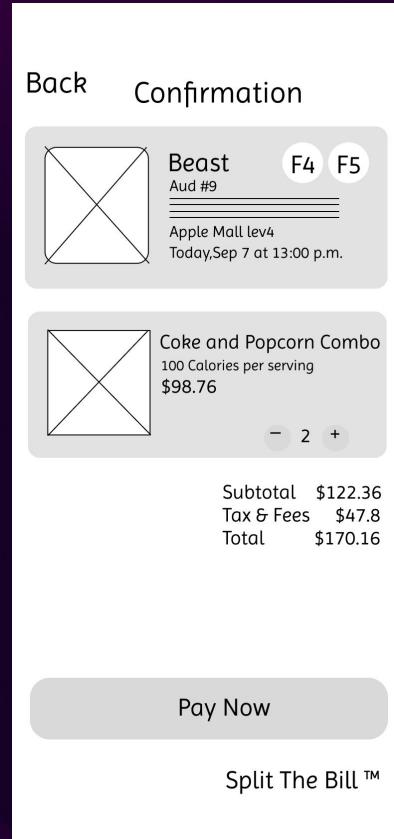
High-Fidelity Prototype

Accessibility

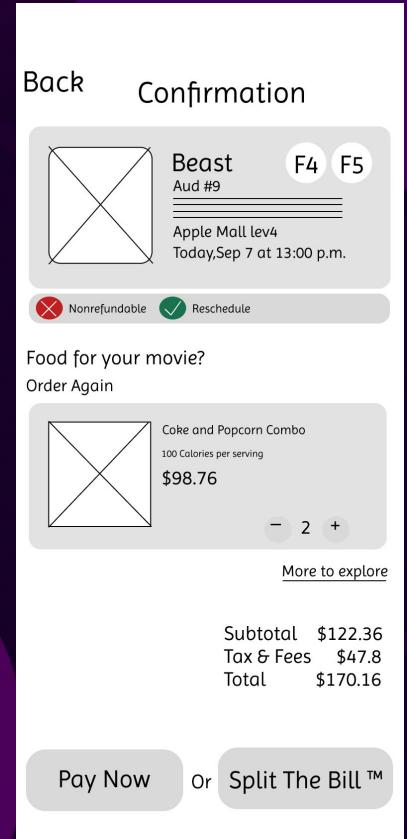
# Mockups

The confirmation page have been updated to include information about refundable/reschedule information. The button for split the bill is made more prominent.

Before

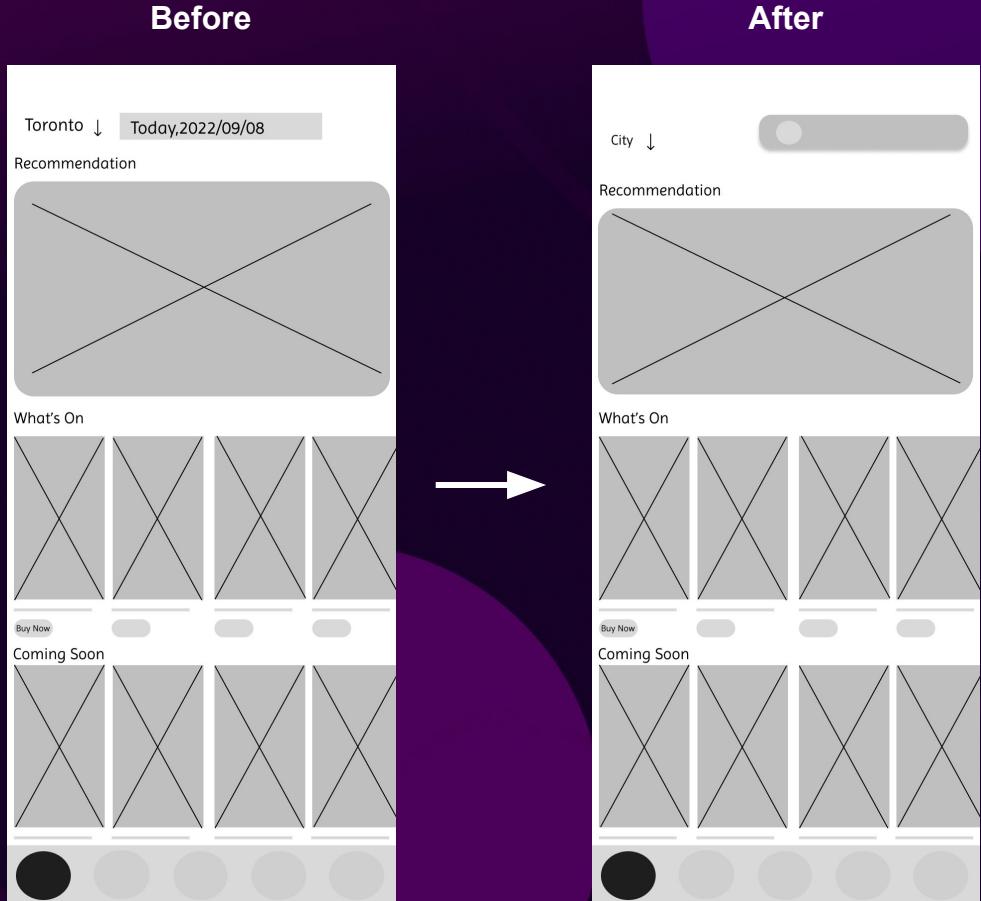


After

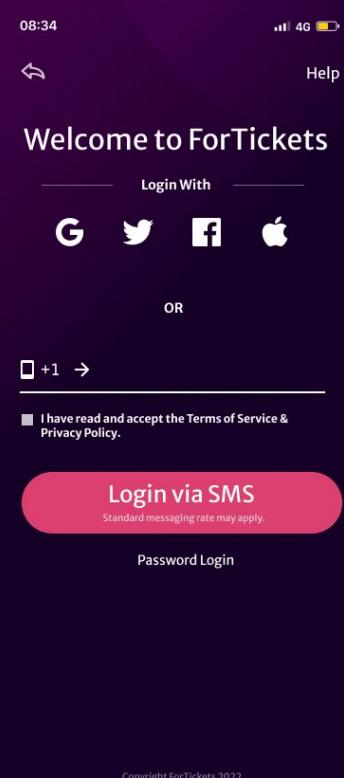


# Mockups

Home page is modified to add a new search bar, so users can more easily search movies that they are interested in.



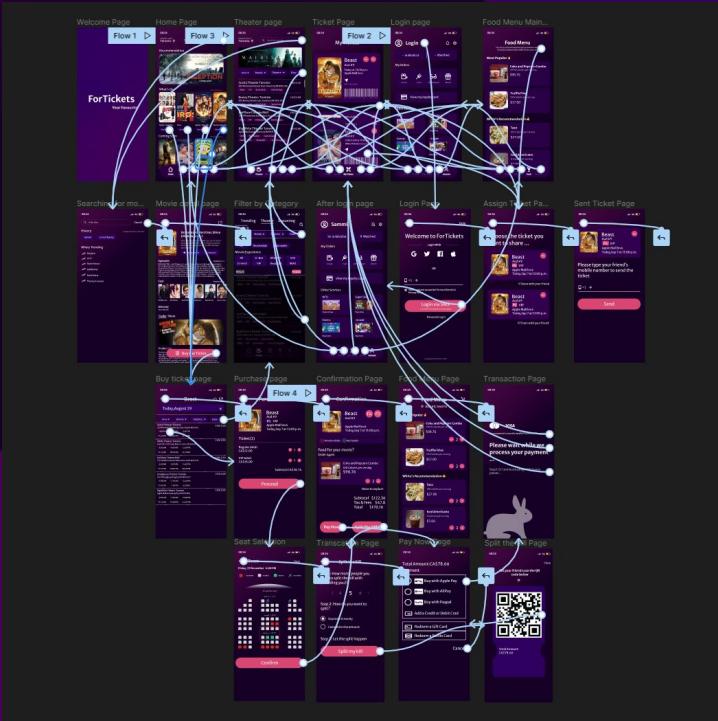
# Mockups



# High-Fidelity Prototype

The final high-fidelity prototype presented a clean user flow for purchasing a ticket and split the bill. Also meets the need to order food while watching the movie.

**View the prototype here:**  
[ForTickets Prototype](#)



# Accessibility Considerations

1

Use detailed imagery for movie and food so users can better understand what they are purchasing.

2

Use icons to make navigation easier.

3

Use contrasting colors to make text easier to read for all users.

# Going Forward

Takeaways

Next Steps

# Takeaways



## Impact

This project solved some real problems that many of us faces, such as splitting the bill and purchasing food for your movie. Just like one of my pair have said: “I really wish these features can be baked into every movie app I have today”.



## What I Learned

When designing the ForTickets app, I learned that the first ideas of the app are only the start of the process. Usability studies and user research impacts each iteration of my app’s design.

# Next Steps

1

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

2

Conduct more rounds and different types of user research to determine any new areas of need.

# Let's Connect!

Thank you for your time reviewing my work on the ForTickets app.

If you like to see more or get in touch, my contact information is provided below.

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