Design a seat reservation app for a movie theater
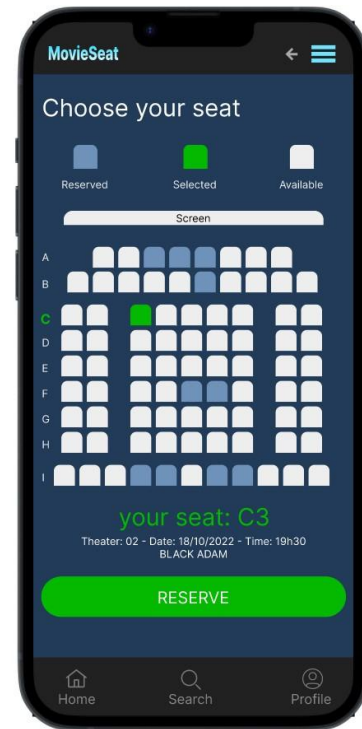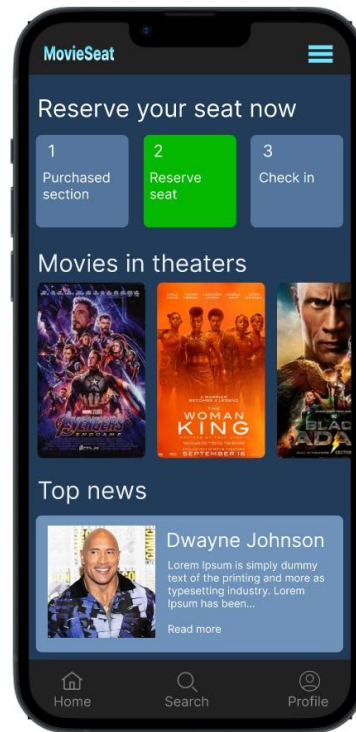
Marconi Pacheco

Project overview

The product:

Design a seat reservation app for a movie theater, this app is only focused on helping people reserve a movie theater seat simply and quickly

Project duration:

August - October 2022

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Project overview

The problem:

The seats and movie theaters are usually shown on screens are not the same as in the real world, giving a difference between the chosen seat on the screen and the real world. The steps to reserve a seat and information are not as self-evident as they should be for anyone who is tech-savvy or not.

The goal:

Allow users reserve a seat at the movie theater with full control and clarity with the same space standards and room format.

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Project overview

My role:

UX researcher and designer from concept to launch

Responsibilities:

Conducting research, ideate, prototyping and test.

Understanding the user

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

Google

User research: summary

I conducted interviews, created empathy maps and personas to understand the users I'm designing for and their needs.
A primary user group identified through research were people who go to the movies frequently.

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User research: pain points

1

Compatibility

Reserved seat location is typically not compatible with the movie theater

2

Seat location

Difficulty in confirming the real seat as per the model shown in the app.

3

Subtitles seats

Confusion of reading about the subtitles of the seats.

4

Time

People are too busy to stand in line at ticket offices or at self-service kiosks to reserve their seats.

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Persona: **Angela**

Problem statement:

Angela is a HR Administration who needs practical and easy to reserve a seat at the cinema, because reserve seat at line ticket offices or at self-service kiosks takes her long time and not a good use of Angela's time.

Angela

Age: 22
Education: Administration
Hometown: Curitiba, Brazil
Family: Lives with parents
Occupation: HR Administration

"The way to get started is to quit talking and begin doing"

Goals
- Spend time alone and relax.
- Enjoy a good movie comfortably.
- Sitting away from people for better movie immersion.

Frustrations
- screen preview and different from the real.
- difficult to understand numbers and letters of the movie seats.
- Don't waste time in queues at ticket offices or self-service kiosks.

My work takes up a lot of my life, that's why I like to go to the movies to relax alone, but I usually have problems because I sit next to noisy people, this happens because when I choose to seat myself, the seats in the room are not the same as the ones I chose on the screen.

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Persona: **Jorge**

Problem statement:

Jorge is a house painter who needs a practical and easy to understand interface, similar to the real movie theater because he is not technologically savvy.

Jorge

Age: 32
Education: Arts
Hometown: Amazon, Brazil
Family: Single, lives with dog
Occupation: house painter

"Always remember that you are absolutely unique. Just like everyone else."

Goals

- Sit together with friends and enjoy the movie.
- Sit in the center of the room to get the best sound.
- Be efficient in booking a seat at the cinema with friends.

Frustrations

- Difficult to pick up seats in cinema center for best soundhound.
- Seats that look busy were actually empty.
- I can't sit together with friends.

Painting art is what I like to do the most, I would like to express good feelings in a simple painting. I like to go to the cinema to be inspired by my studies and work, I like to stay in the center of the cinema to capture all the sensations that the room emits, for me this is a source of inspiration. I like to enjoy a movie with friends.

User journey map

Angela's user journey mapping revealed how useful it would be for users to have access to a seat reservation app for a movie theater to help with reservation and finding the right seat.

Persona: Angela

Goal: Reserve a seat at a cinema and find the reserved seat inside the room

ACTION	Reserve seat on the app	Find the seat inside the movie theater room	Check the right seat in the room
TASK LIST	Tasks A. Log in. B. Click on the option to reserve a seat. C. Select your seat. D. Check information about selected seat. E. Confirm reservation.	Tasks A. search the rows of seats by numbers and letters. B. Find the seat number and letter.	Tasks A. After find the seat, check it with the QR code on the MovieSeat app. B. Check in you are in the right seat.
FEELING ADJECTIVE	• Confused • Satisfied	• Overwhelmed • hard access • Confused	• Relieved • Glad • Alert
IMPROVEMENT OPPORTUNITIES	• Seat explanations	• Better wayfinding • Information between the room and the app	• App outputs seat location information. • App informs when finding the right seat.

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Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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Paper wireframes

This is a paper wireframe, based on the MovieSeat app scenario.

This wireframe clearly shows the basic structure of the main page, including elements such as navigation, buttons, images and text. These elements highlight the intended functions of the MovieSeat app. Five different versions of how to structure the information on the page were made, they were created following the patterns used in app.

This gives the opportunity to explore many ideas.

Stars were placed next to the design elements that would solve the problem most effectively. Starry elements have been combined into a single refined wireframe (Home v.1). This was the process to create a single wireframe, similarly more screens were made until there were enough wireframes to show a complete user flow.

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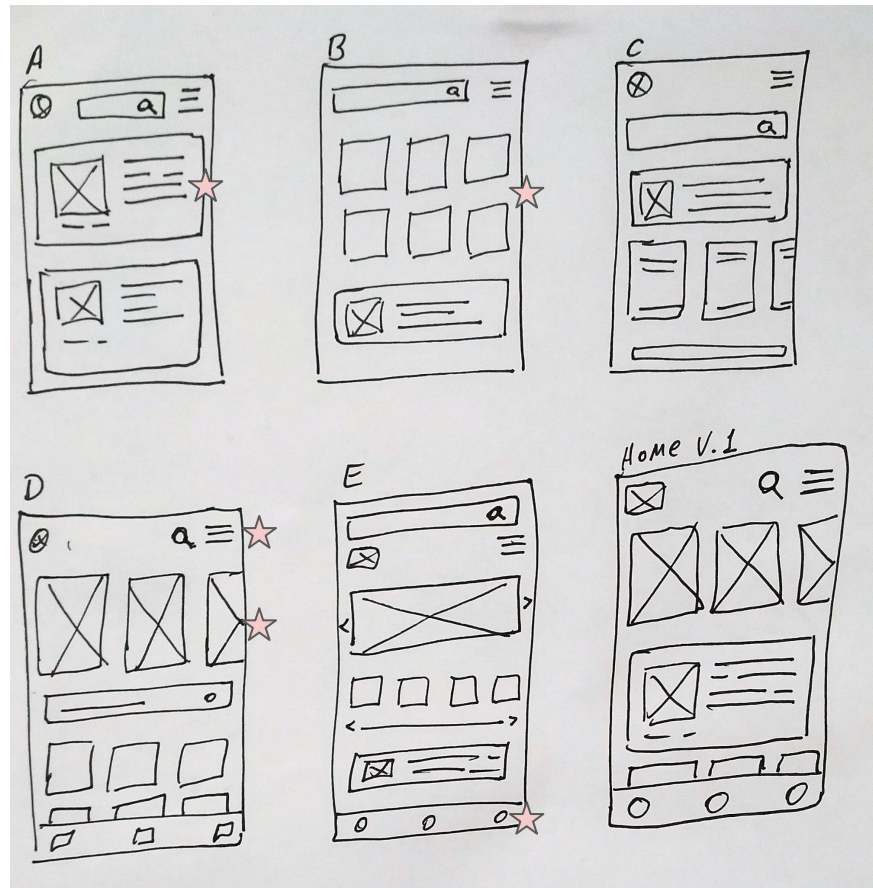
Digital wireframes

Based on the paper wireframe, the navigation screens were digitally made, and this is the main page with some improvements and adjustments made earlier in the paper wireframe.

This button make it fast and easy for uses to reserve a seat
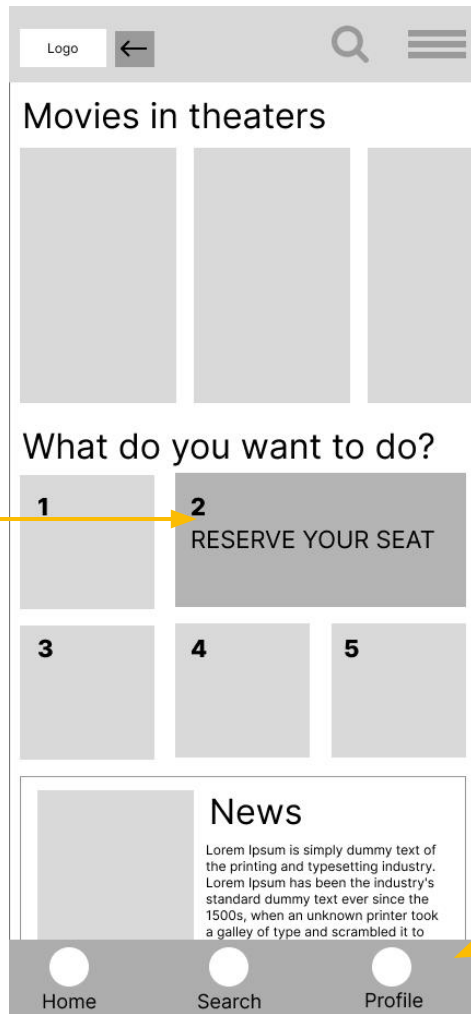
This menu makes it quick for users to interact to navigate between the main pages

Logo

Movies in theaters

What do you want to do?

1

2
RESERVE YOUR SEAT

3

4

5

News

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to

Home   Search   Profile

Google

Digital wireframes

This is the page with the main purpose of the app, where the seat reservation is made. Also showing an example of a place already booked.

These are seats simulating the placements inside the movie theater
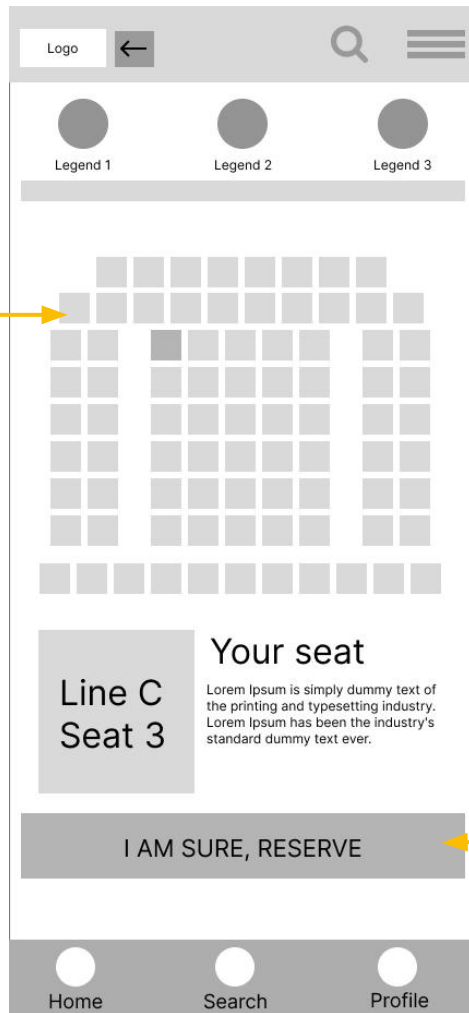
This button is the last user interaction to complete the seat reservation

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Low-fidelity prototype

The lo-fi prototype was created by using the completed set of digital wireframes.This prototype is connected to primary user flow to reserve a seat, so the prototype could be used in a usability study with users. View here.
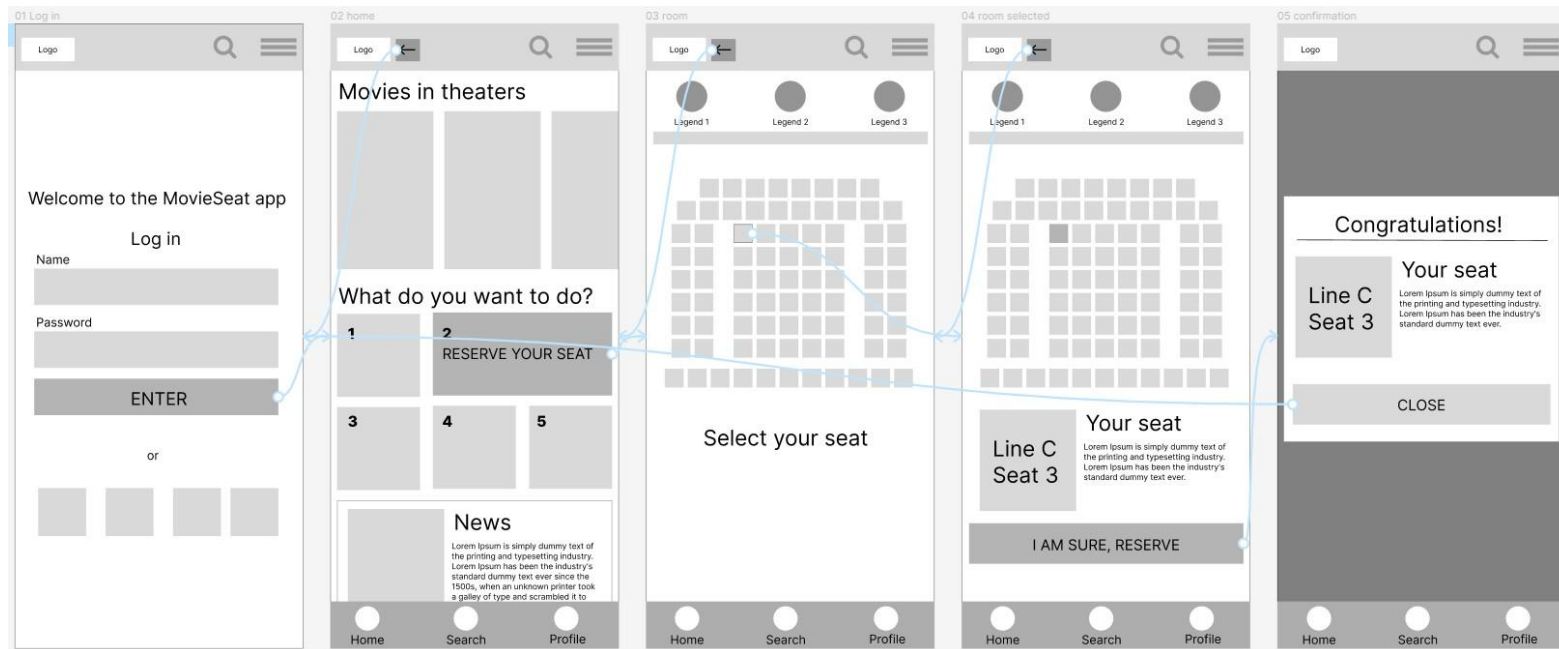
Usability study: findings

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 reservation seat quickly

2. Users want on the main screen, highlighted main user activity

3. Before asking for seat confirmation, quick feedback is required.

Round 2 findings

1. Users wants the movie theater on the app needs to look more like the real world

2. The final congratulations screen is as clean as possible, leaving no navigation options besides the close button

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Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

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Mockups

After the usability studies, I removed and changed some elements from the page that starts the booking process. I've also made revisions to include text that helps users navigate more easily.
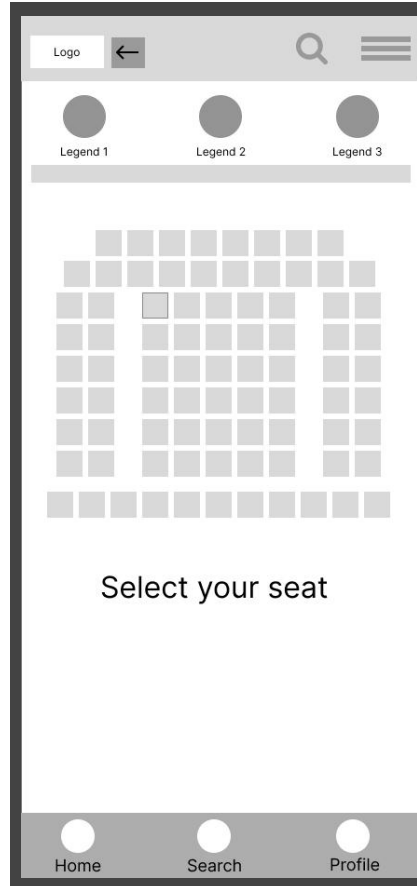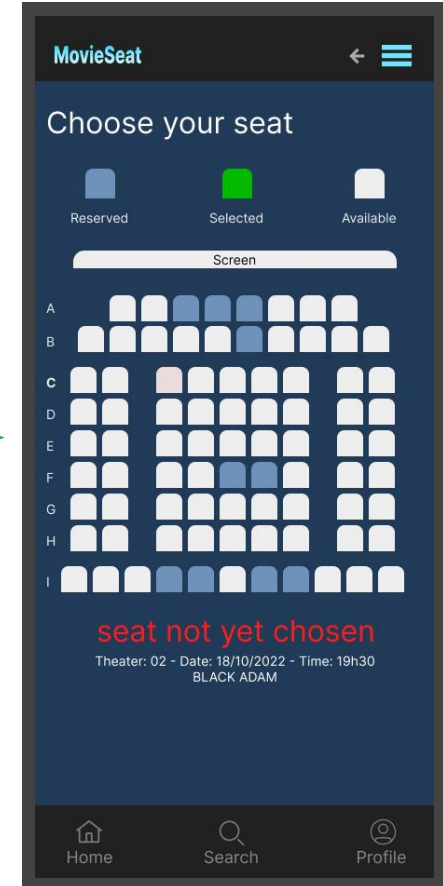
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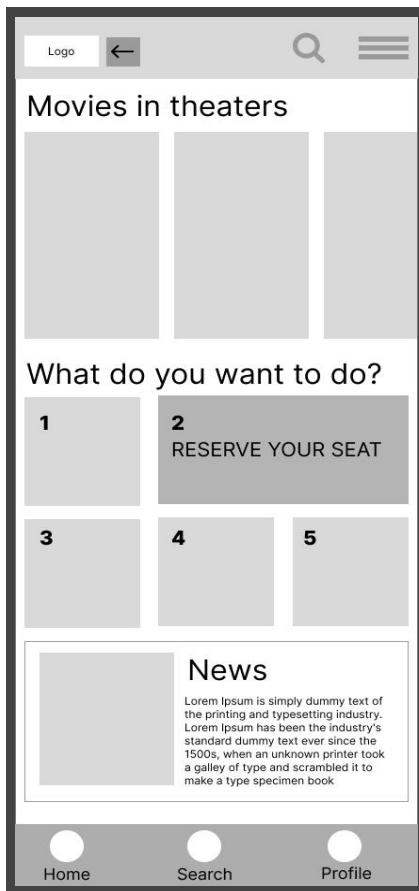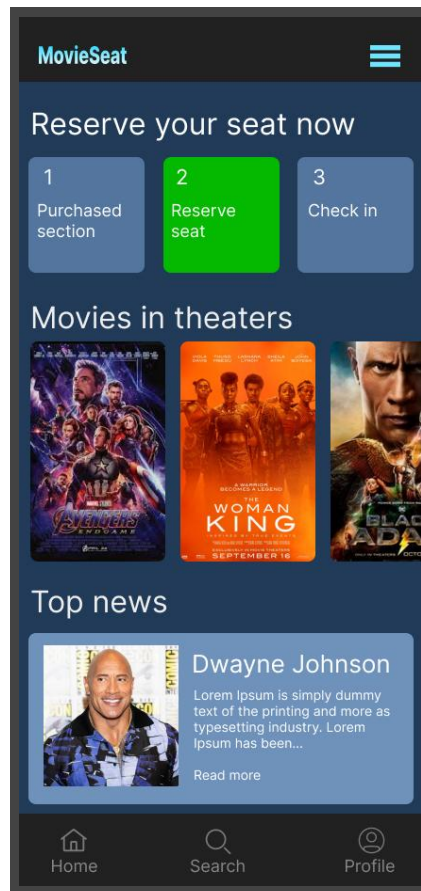
Mockups

The usability study of the main reserve seats screen revealed the need for ease use and better navigation between seats in addition to the information architecture. This study resulted in the addition of texts, reformulation of information and better distribution of elements.
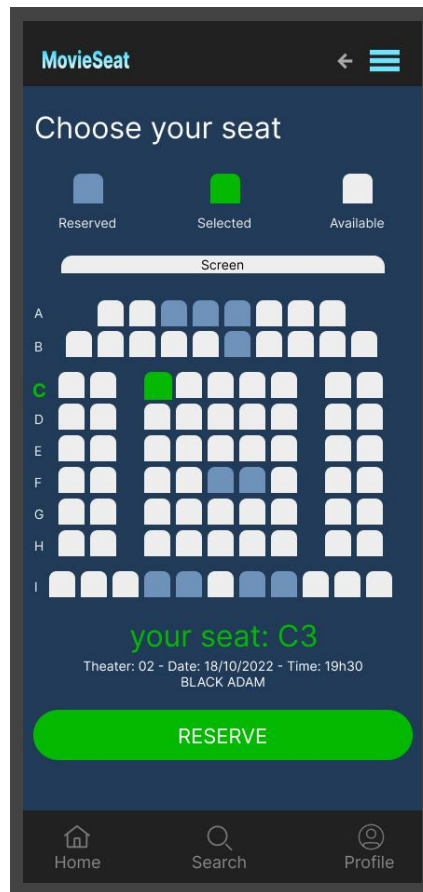
Mockups

The second usability study revealed that we would need to change some details in the layout for users to better understand the app's movie theater looking more like the real world.
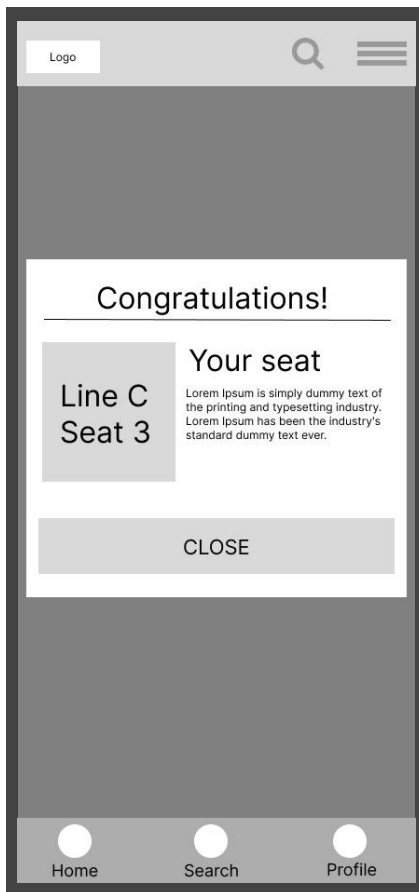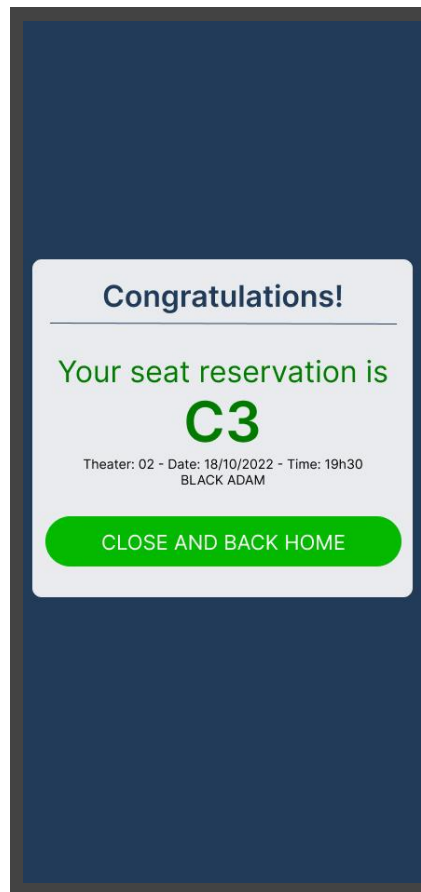
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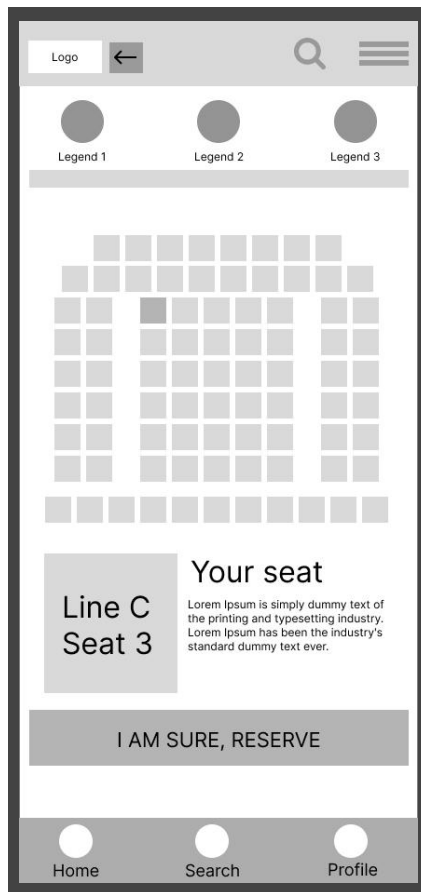
Mockups

The second usability study also revealed that the final "congratulations" screen should be as clean as possible, leaving no navigation options other than the "close and back home" button.
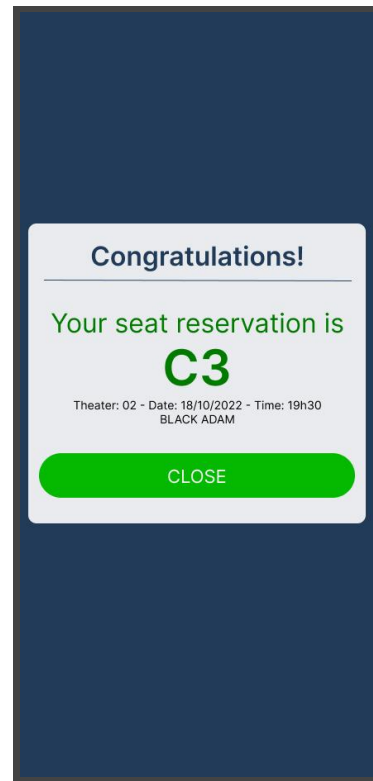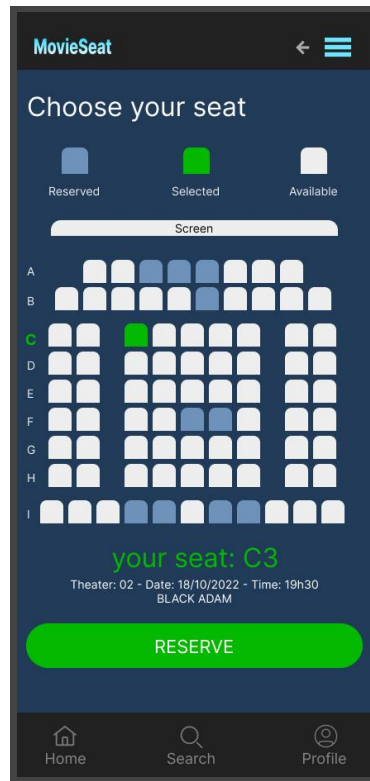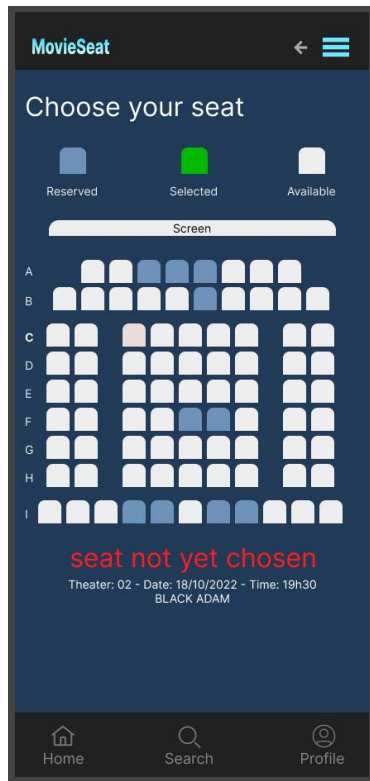
Logo

Congratulations!

Line C
Seat 3

Your seat

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever.

CLOSE

Home   Search   Profile

Congratulations!

Your seat reservation is

C3

Theater: 02 - Date: 18/10/2022 - Time: 19h30
BLACK ADAM

CLOSE AND BACK HOME

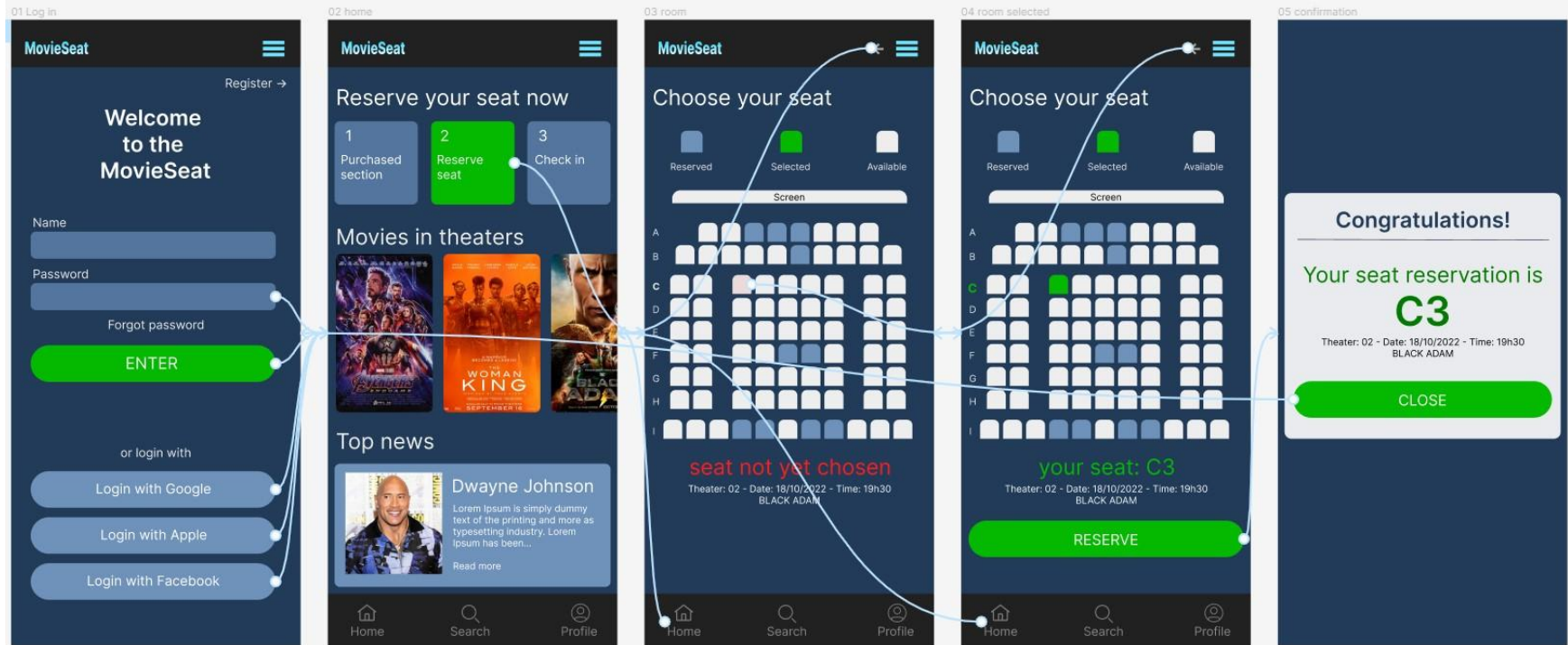Google

Mockups
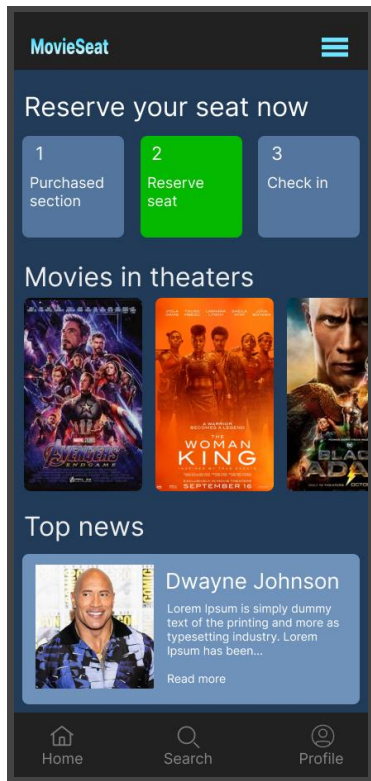
High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for reservation seat. View the MovieSeat [here](#).

Accessibility considerations

1

Added more texts for better reading, navigation and subtitles of interactivity

2

Applied dark colors that simulate a movie theater environment

3

The menu at the bottom of the screen helps with quick access and as an alternative navigation

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Going forward

- Takeaways
- Next steps

Google

Takeaways

Impact:

The app makes users save time by not being in ticket lines or self-service kiosks.
The app also helps cinema employees by not overcrowding in personal service.

"Now I can skip the movie lines and have peace of mind knowing my seat will be waiting for me when I go to the movies" - Case study participant

What I learned:

During the app development journey, I understood that focusing on the user goes beyond shapes and colors and that testing the product brings new perspectives on the project, even if the project is launched it will always be in constant evolution.

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Next steps

1

Provide a style guide to help new teams that may work on this project in the future.

2

Create a review for the app and work on top of new feedback generated by real users.

3

Provide documentation of actions that take place before and after the seat booking step.

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Let's connect!

This this case study was an activity done in the
UX Design Professional Certificate course at Google.
If you'd like to see my portfolio or real projects I've worked on, join my <u>Behance</u>
To see my resume online see my <u>Linkedin</u>

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Thank you!

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