

Design a showtime check-in app for a movie theater

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Team

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Table of Contents

Section 1 Study Details

Section 2 Themes

Section 3 Insights & Recommendations

Study Details

Project Background:

The app will provide users with a convenient way to check in for their movie, purchase tickets, view showtimes, and access additional information such as movie details and theater amenities. The app's goal is to enhance the user experience, streamline the ticketing process, and improve the overall customer experience.

Study Details

Research Questions

How do users currently check in for a movie at the theater?

What are the main challenges or frustrations users face during check-in?

What features and functionalities do users expect from a showtime check-in app?

What information do users typically seek when viewing showtimes?

Participants

5 participants

Participants reside in urban and suburban areas, between 16 to 62 years old. Even distribution of gender across the spectrum

Methodology

Sessions will last for 30 min

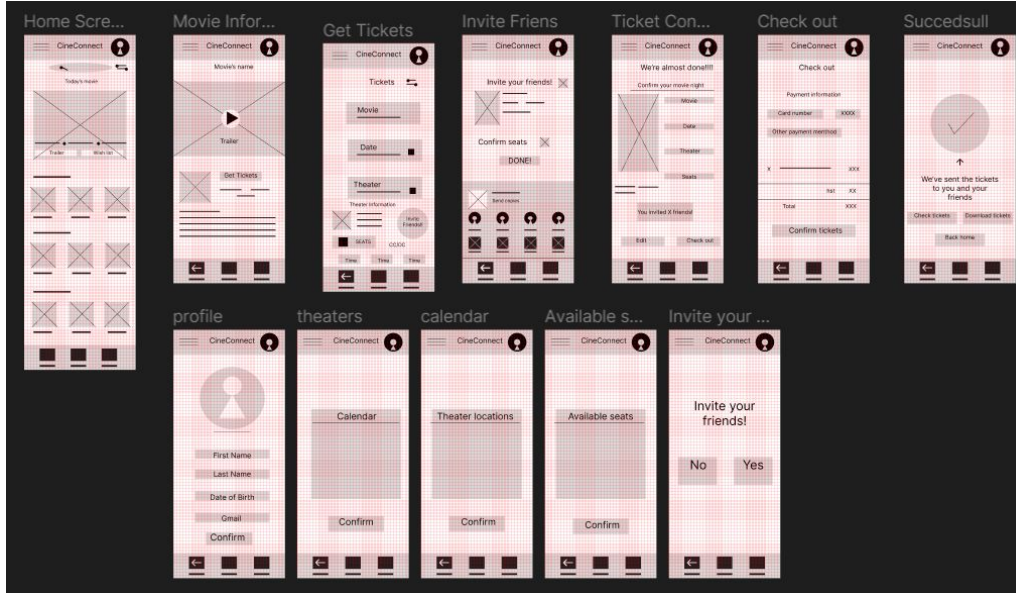
Online, participants are able to the study at home

Unmoderated Usability study

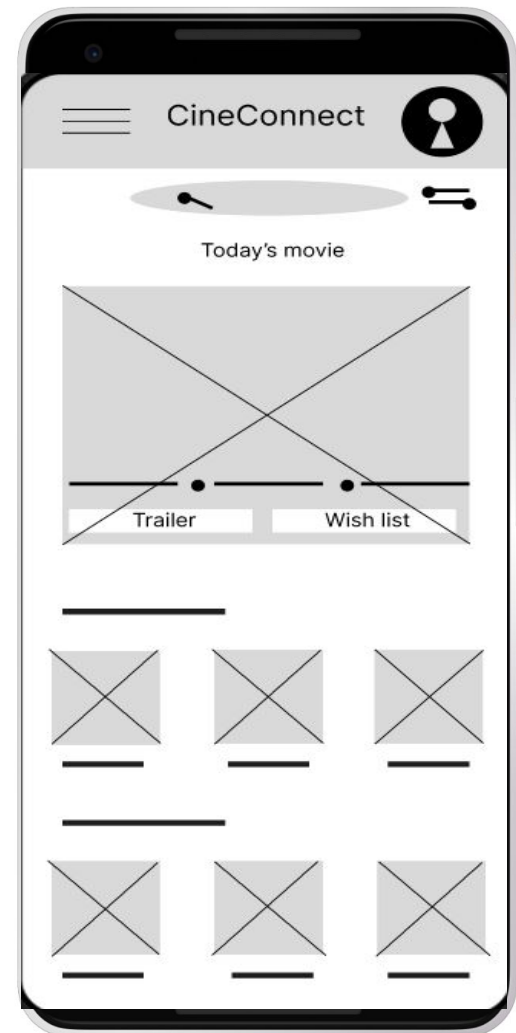
Participants will be asked to perform tasks on a prototype of the app to evaluate its usability, identify potential issues, and gather feedback on a specific feature

Prototype / Design Tested

Low-fidelity app prototype for a cine theater was tested and can be viewed at the link below



<https://www.figma.com/proto/vucXRcgMVZ5HTIfaUc048t/Untitled?type=design&node-id=1-2&t=yvNvnqerqhNy6zBI-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2&mode=design>



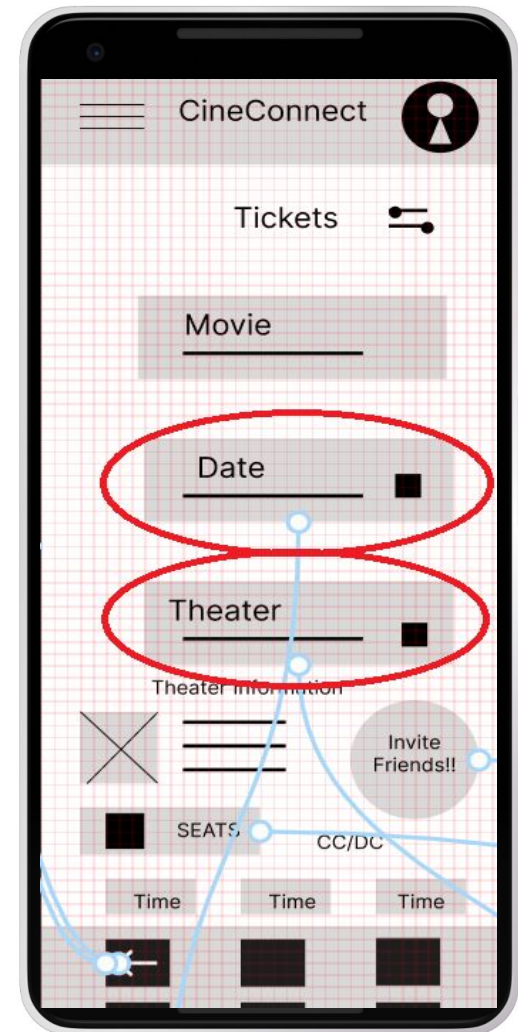
Themes

Theme #1 Small buttons

Supporting evidence from the usability study.

- 4 out of 5 participants found the buttons were too small.
- Making difficult to add the important information.
- In our prototype only the small black box is available to add the information (see image to the right)

“I would prefer to be able to click anywhere in the box, because I have to click the small square to forward.” (P3)



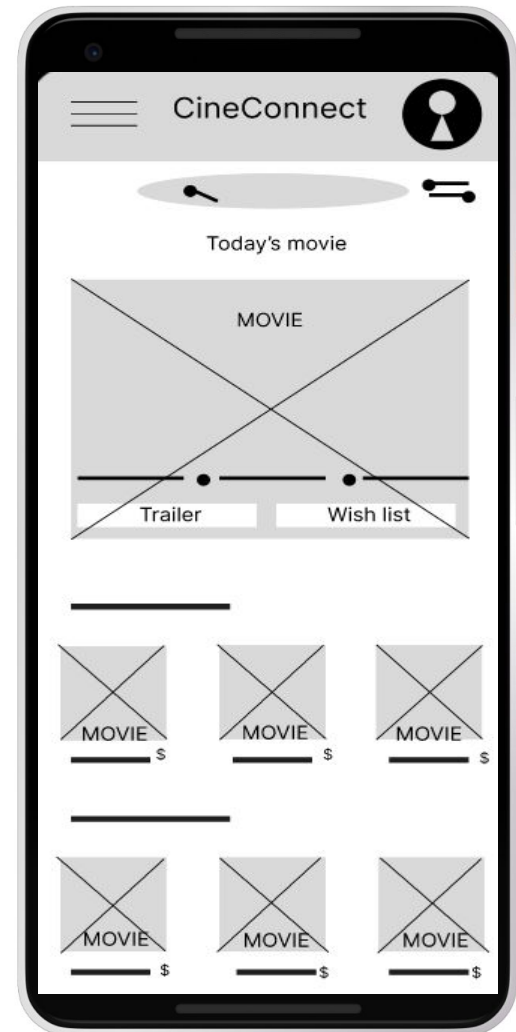
Theme #2 Difficult to identify movies

Supporting evidence from the usability study.

- 4 out of 5 participants found difficult or confusing to find the movies.
- They were also frustrated because the movies did not have a price.
- In our prototype you cannot see the price until you get to the checkout page (see image to the right)

"I'm just randomly clicking boxes hoping that is a movie ." (P1)

"Doesn't tell me the price before I buy it?" (P3)



Theme #3 “Invite your friends” feature

Supporting evidence from the usability study.

- 2 out of 5 participants were confused with the new feature
- Not understanding if it is to invite or buy your friend's ticket.
- (see image to the right)

“I would like to be able to send the link to my friends, so they can buy it. But I'm not sure how this feature will work .” (P3)



Insights & Recommendations

Research insights

Small buttons

User need to be able to click anywhere on the box to facilitate their experience

Identifying movies

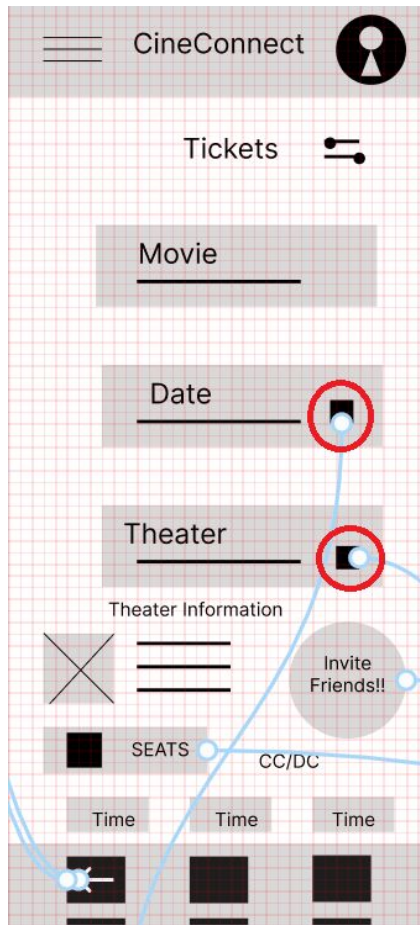
User need to be able to identify with clarity which one is a movie and what is its respective price

Understand the new feature

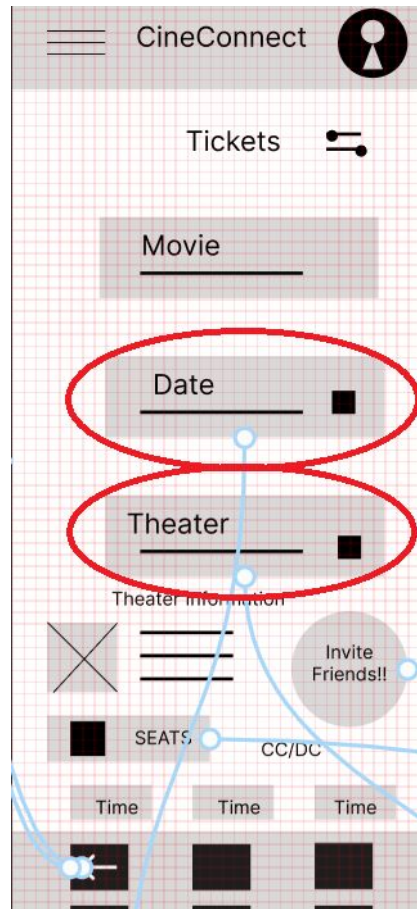
Even tho, participants seems to like the new feature, some of them didn't understand how it work. Give clarity to this will help users to a better experience

Insight #1 Make buttons bigger and easy to click

Before:

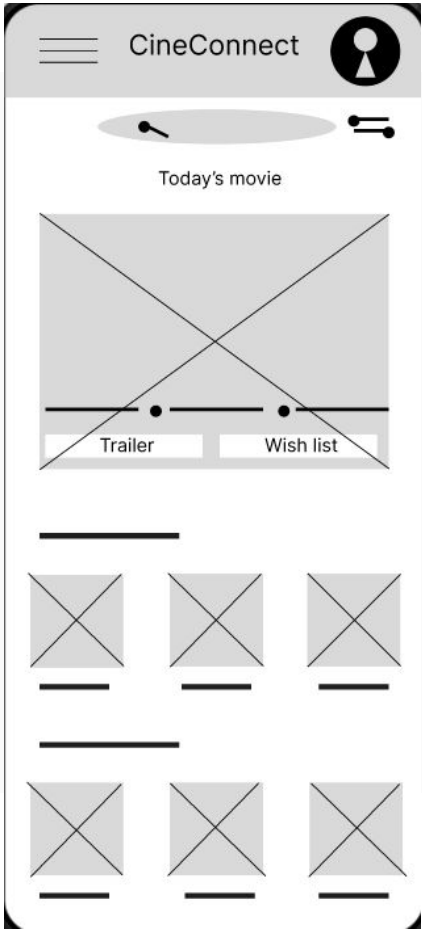


After:

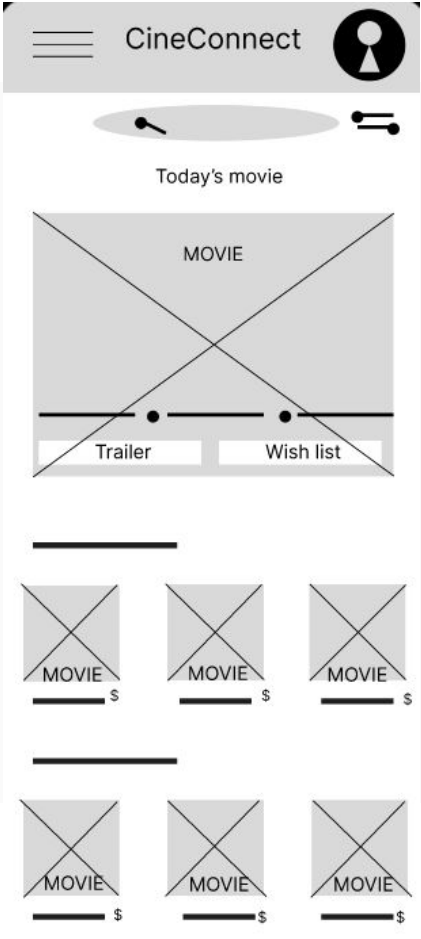


Insight #2 Identifying movies and adding their respective price to it

Before

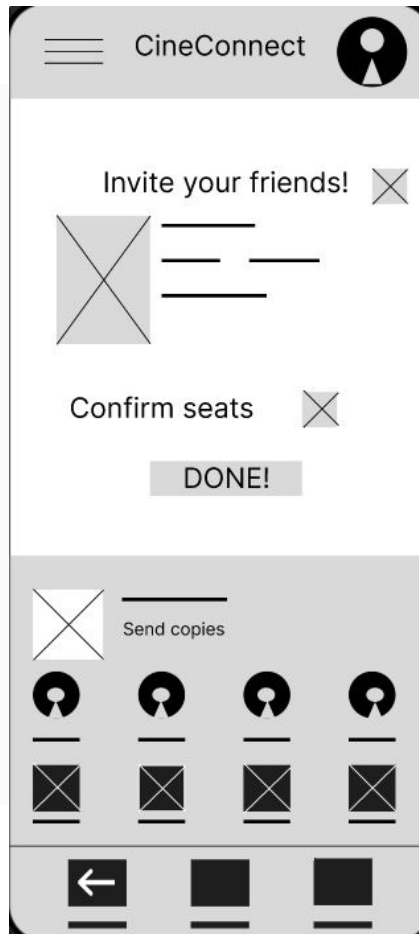


After

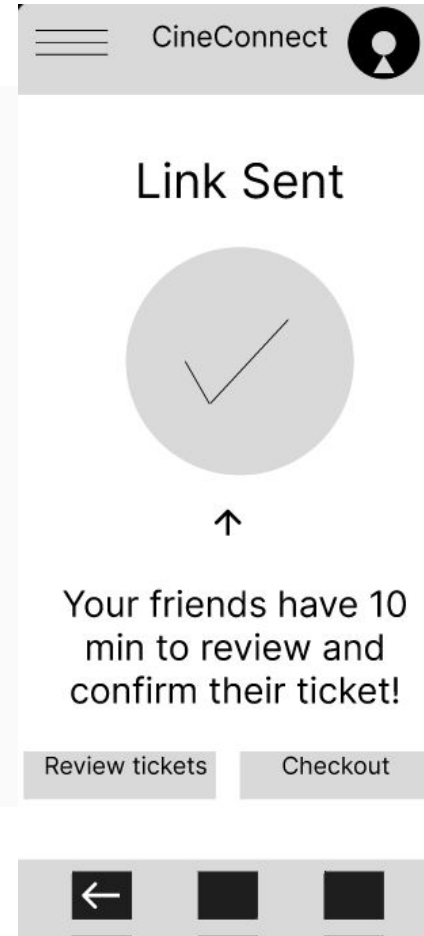
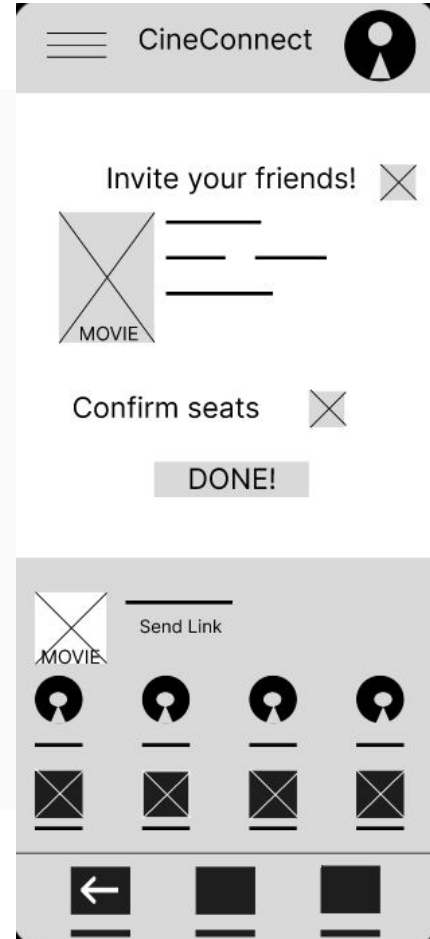


Insight #3 Clarify the usability of the new feature

Before



After



Recommendations

- Create bigger size buttons to be more accessible with everyone
- Add prices to the movies before users can checkout, clarify which ones are movies
- Clarify the purpose of the new feature, adding a second page to confirm that the request has been send to user's friends

Thank you!