



FINAL PRESENTATION

Spring 2017



WHAT WE'LL COVER

- About
- Research
 - A. Competitive Analysis
 - B. Survey
 - C. Personas & Journeys (mini-wireframes)
 - D. Moodboard
- Deeper Interactions
- Logo & Style-guide
- Design
 - A. Wireframes
 - B. Mockups
- Site



INTRO

Cinema Lounge is a 21 and over VIP movie experience. Their claim to fame is combining a posh club experience, VIP theater, as well as cocktails. They would like an expansion of services and digital presence to help make Cinema Lounge the night life of the future.

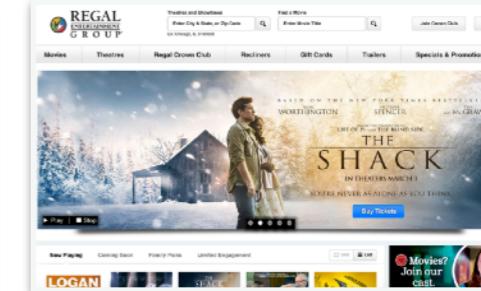
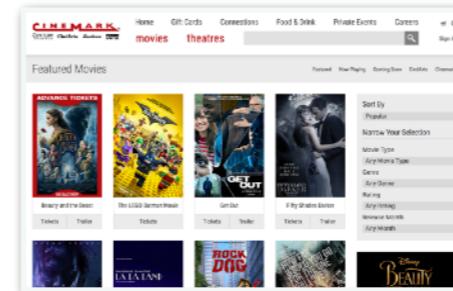
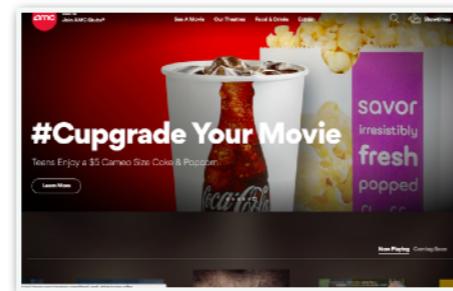


RESEARCH

Competitive Analysis

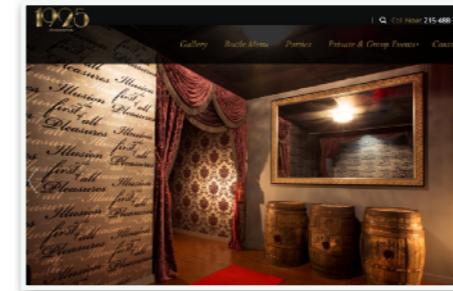
CHAIN & LOCAL THEATERS

AMC
Regal
Cinemark
Movie Tavern
Azuka Theater



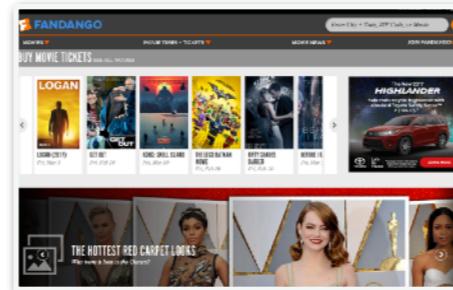
LOCAL LOUNGES

Infusion Lounge
1925 Lounge
The Franklin Bar



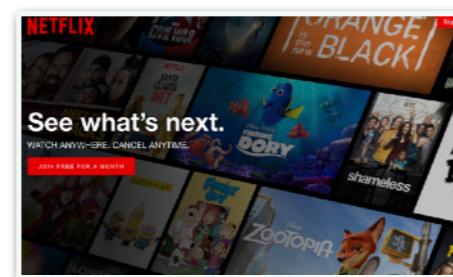
PURCHASE TICKETS

Fandango
MovieTickets
GoWatchIt



WATCHING ONLINE

Netflix
Amazon Prime Video
Hulu Plus
YouTube
Sling TV



MOVIE & TV REVIEWS

IMDB





RESEARCH Survey

- 1.) A BINGE-WATCHING ROOM OPTION:** They don't have a penalty for binge watching at home and they shouldn't have a penalty for binge watching at a theater (don't have cost grow with more episodes watched). If there was an option for binge watching an entire season of something with friends, they could pay a flat fee to rent the room for a day, and food orders would come pouring in for breakfast, lunch, and dinner.
- 2.) MAKE BUYING ONLINE FASTER/EASIER THAN WAITING IN LINE & PURCHASING ON-SITE:** A graphic might help to explain.
- 3.) INCLUDE THE CAST LIST, BIOS, CRITIC REVIEWS & RATINGS OF EACH FEATURED MOVIE:** So guests don't have to search IMDB, Cinema Lounge will hire a top-notch writer & researcher who can elegantly write about each movie's cast and critic reviews, for a "details" or "about movie" section on the website. In this way, the Cinema Lounge is an expert in their field.
- 4.) FOCUS ON FOOD & DRINKS:** Movie theaters only make a portion of the tickets they sell (a large portion goes to the picture studios), however the concession & food sales are their own. This means that the Cinema Lounge will feature beautiful pictures of food.
- 5.) VARIETY/ VOTE FOR NEXT MOVIE:** Since theaters struggle with variety, but can't afford to buy all that Hulu/Amazon/Netflix have, there will be a vote for a "SELECT" movie every month. This will also over time, help Cinema Lounge gage what their clientele like.
- 6.) WATCH FROM HOME COMFORT:** Since the movies are a date option, it's meant to be less convenient and more special. Show pictures of how comfortable and nice the space is.

RESEARCH

Personas



Simon Clark

26 years old

Simon is looking for a fun night out with his other young professional friends who he has met in the city through work, gyms, and parties. He is single, has a big social media presence because he blogs about Hollywood gossip, and has extra money to spend on the finer things. He values being able to arrange a group meet up at the Cinema Lounge and have the Cinema text the reservation confirmation to his friends.



Angela Williams

21 years old

Angela has recently graduated from nursing school and moved into a tiny apartment with her best friend in the city. Her friend sets her up on a blind date, and they decide to go to Cinema Lounge because her friend recommended it. It has a romantic, chill vibe and is the perfect place to have conversation before heading into a movie. When Angela visits the website that her friend recommends to her she is looking for more affordable date night packages including dinner and a movie.

RESEARCH

Journey



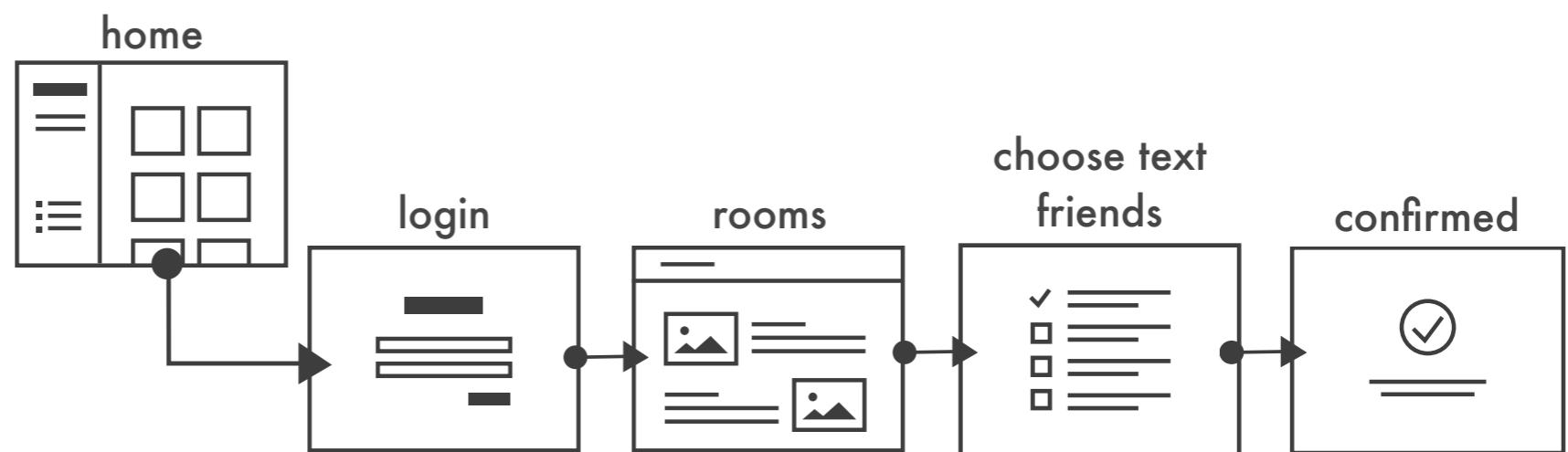
Simon Clark

Journey task: Book a small room reservation and send a text confirmation to his friends containing room features, what movie, the theater location, and room number.

Simon is a Cinema Lounge regular, visiting nearly 3 times a month. He opens up the Cinema Lounge website on his cell phone while he is at work. Tomorrow, Friday, he wants a classy room reserved to watch a movie with his friends. He already knows what movie he wants to see, so he jumps from the homepage to "rooms". He fills in his username and password so he doesn't need to fill out a form with his name, email, or card information, and selects the tier level of room he prefers from the calendar of availability. When he signed up for an account he gave permission for the site to see his contacts in order for him to send out a friend-confirmation text. He quickly checks/selects the friends he has invited, adds any comments he needs, and he can choose whether or not they are splitting the cost (in which his friends would need to create an account to pay prior to the showing), or he can select "pay in full". Simon hits "book" to his reservation, and also gets the same text confirmation as his friends, but with the added detail of "Your friends have received your confirmation!" He then goes into his profile and can view the handful of reservations he created for the month.

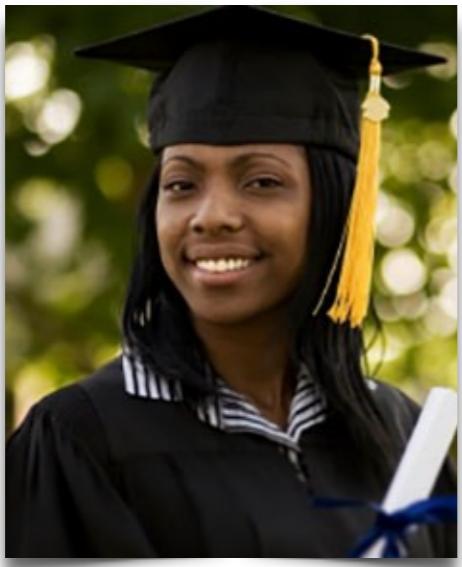
RESEARCH

Mini-wireframes





RESEARCH *Journey*



Angela Williams

Journey task: Look at affordable date night deals, purchase, and view dinner menu.

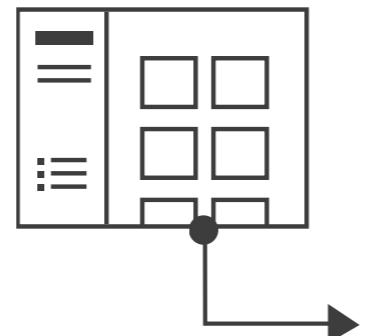
Angela gets home to her apartment, grabs her tablet, and sits on the couch. She goes to the Cinema Lounge website, and clicks on “deals”. There are blocks of different packages for her to choose from. She finds “dinner & a movie” and selects it. She likes the package and decides to select their seats in the theater, reserve a table and goes through with filling out the form to purchase.

RESEARCH

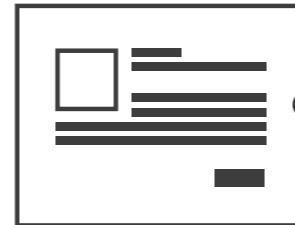
Mini-wireframes



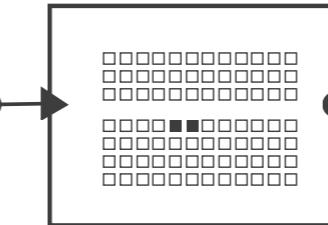
home/Deal
of the week



view details
and add deal
to cart



select
seating (if
required)



purchase
and text
friend option



confirmed



RESEARCH

Moodboard



A QUICK BROWN FOX
A QUICK BROWN FOX



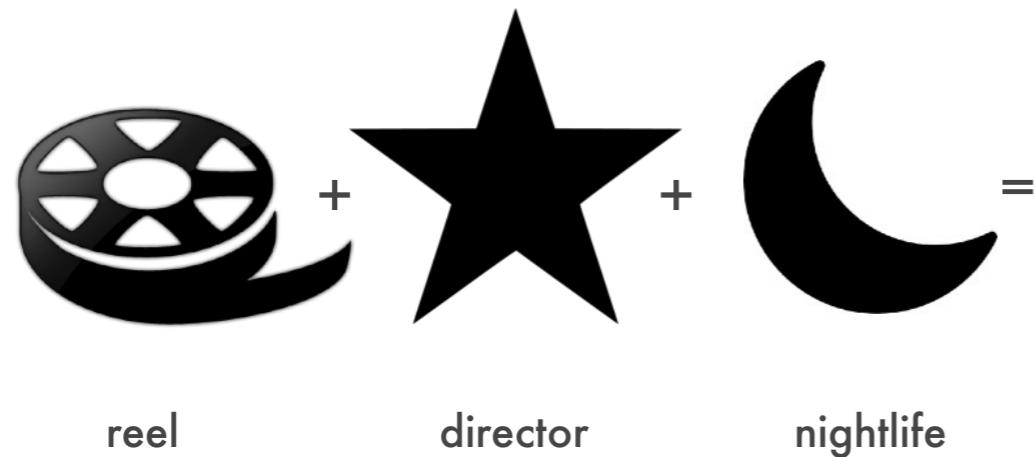
DEEPER INTERACTIONS



1. Chairs that know you from your online purchase. The website pulls your first name, payment information, chair number, and previous food/drink orders to give you featured food/drink items
 - It knows you: “Good evening, Maria”
 - Card approval through debit: pin number
 - New users: swipe credit card
2. Ability to text your friends movie ticket details
3. Make buying tickets online even easier by showing open seating. This allows you to compare seating across movies before selecting one.
4. Build a watchlist, reserve a small/private room, and binge-watch!

LOGO

Emblem Creation



Final Favicon

LOGO



STYLEGUIDE

Triadic Color Scheme



Navy
#1d1747



Plum
#a21190



Deep Red
#961b10



Red
#ce372a



Salmon
#f27f6c



Pale Blue
#6e81e3



Gold
#dfc46d

STYLEGUIDE

Typography

Monserrat Family

H1 ABCDEFGHIJKLMNOPQRSTUVWXYZ

H2 ABCDEFGHIJKLMNOPQRSTUVWXYZ

H3 abcdefghijklmnopqrstuvwxyz

H4 ABCDEFGHIJKLMNOPQRSTUVWXYZ

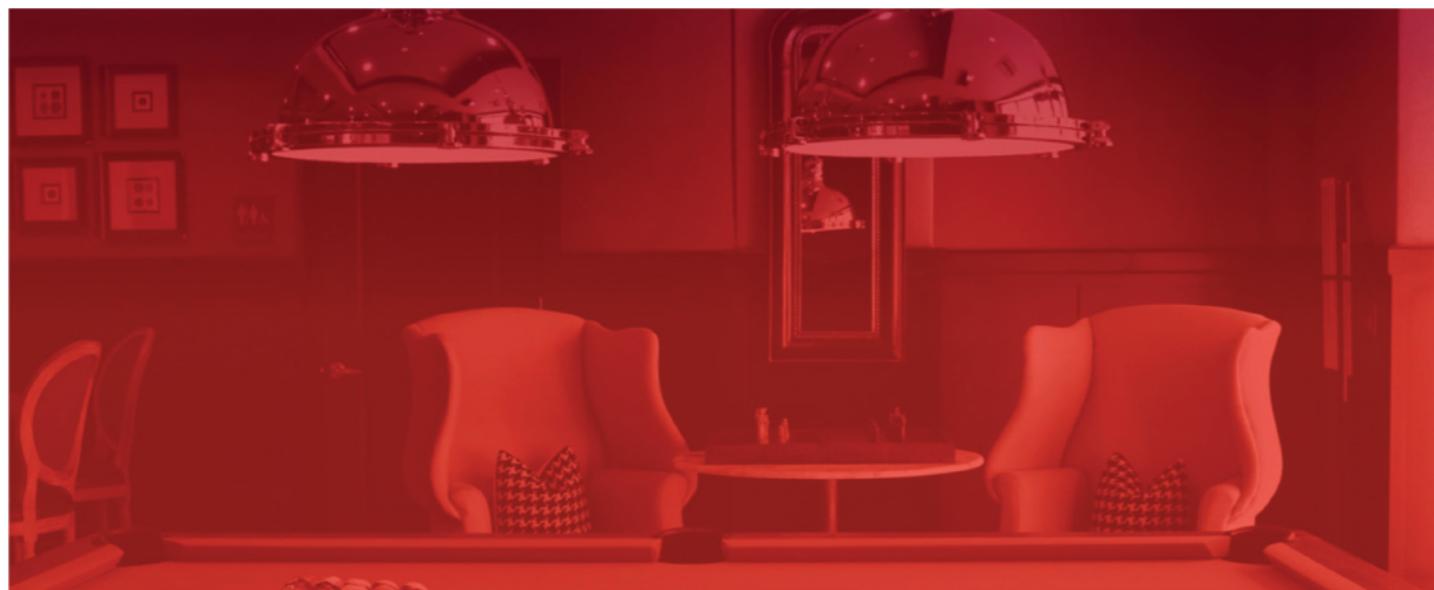
H5 ABCDEFGHIJKLMNOPQRSTUVWXYZ

H6 abcdefghijklmnopqrstuvwxyz

P abcdefghijklmnopqrstuvwxyz

STYLEGUIDE

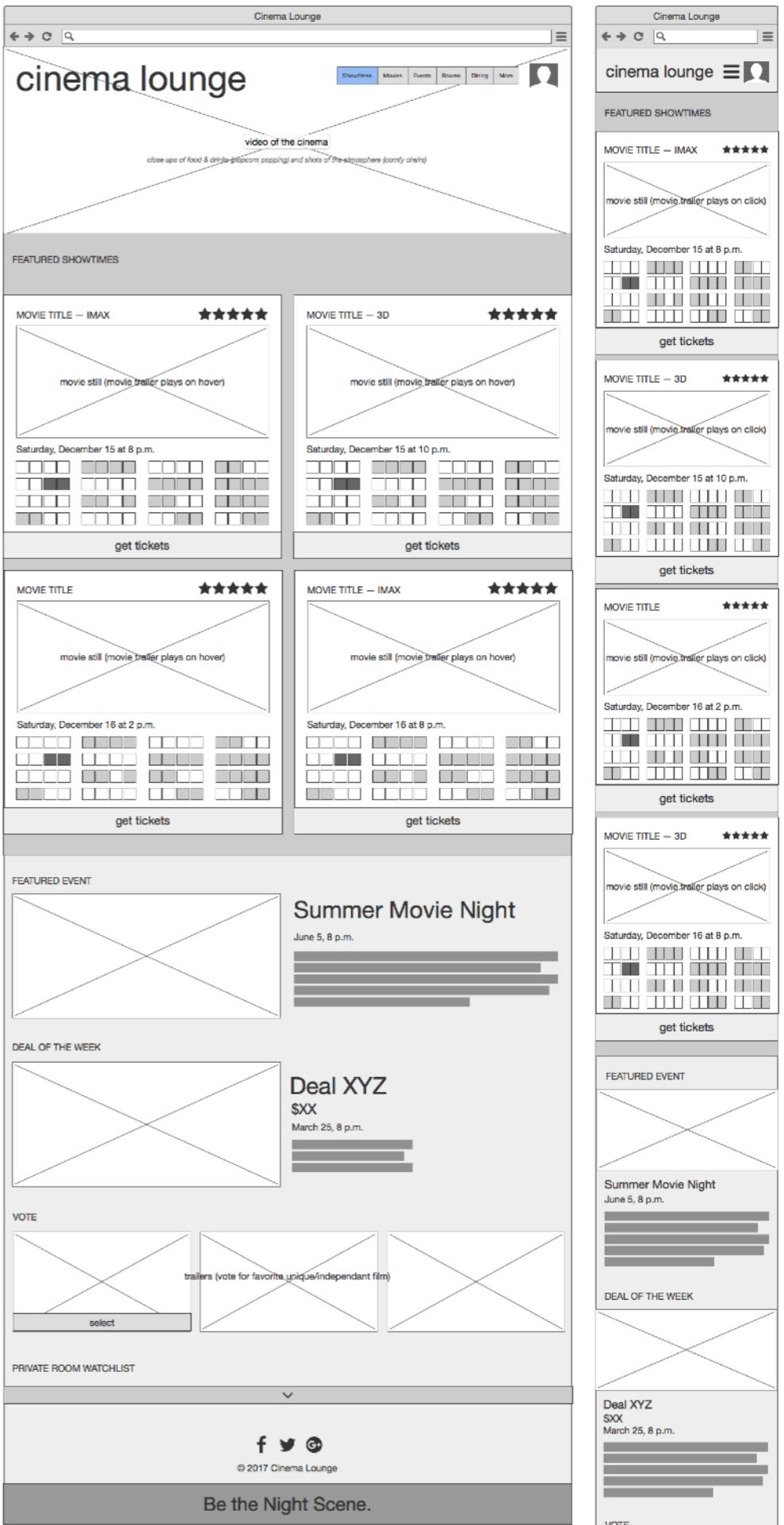
Photography



DESIGN

Wireframes

Home



DESIGN

Wireframes Showtimes

The wireframe shows the Cinema Lounge website's showtimes page. At the top, there's a navigation bar with links for Showtimes, Movies, Events, Rooms, Dining, and More, along with a user profile icon. Below the navigation is a search bar and a "cinema lounge" logo.

The main content area is titled "SHOWTIMES" and asks "When can you catch a flick?". It includes date and time selection fields (12/15/17 to 12/16/17, 8:00 PM to 10:00 PM, IMAX, 3D), a dropdown for "Select catagory" (drama), and a search bar for actors. There are also sections for "Search by actor/actress" and "Select catagory".

The page displays movie showtimes in a grid format. Each entry includes a movie title, a five-star rating, a movie still placeholder (marked with a large 'X'), and a "get tickets" button. The showtimes listed are:

- Saturday, December 15 at 8 p.m.
- Saturday, December 15 at 10 p.m.
- Saturday, December 16 at 2 p.m.
- Saturday, December 16 at 8 p.m.

Below the showtimes grid is a "PRIVATE ROOM WATCHLIST" section with a dropdown arrow. At the bottom of the page are social media sharing icons (Facebook, Twitter, Google+) and the copyright notice "© 2017 Cinema Lounge". A call-to-action banner at the very bottom says "Be the Night Scene."

This wireframe shows the same showtimes page as above, but with specific interactions highlighted with red boxes and annotations:

- Movie still placeholder:** The placeholder for the movie still is annotated with "movie still (movie trailer plays on hover)".
- Showtime details:** The showtimes are annotated with "Saturday, December 15 at 8 p.m.", "Saturday, December 15 at 10 p.m.", "Saturday, December 16 at 2 p.m.", and "Saturday, December 16 at 8 p.m.". The seating chart below each showtime is also annotated.
- Get tickets button:** The "get tickets" button for each showtime is annotated with "get tickets".
- Social media icons:** The social media sharing icons at the bottom are annotated with "f", "t", and "g".
- Call-to-action banner:** The banner at the bottom is annotated with "Be the Night Scene."

DESIGN

Wireframes

Movies



DESIGN

Wireframes

Profile

The image displays two side-by-side wireframe prototypes for a 'Cinema Lounge' profile page. Both prototypes are titled 'cinema lounge' at the top.

Left Wireframe: This version features a large placeholder for a user profile picture. Below it, the user's name 'MARIA GOMEZ' and location 'Philadelphia Area' are displayed. An 'EDIT PROFILE' button is located just below the name. To the right, a 'CARD INFORMATION' section contains fields for 'Type of Card' (set to 'Debit'), 'Bank' (set to 'Wells Fargo'), and a checkbox for 'Make this my preferred payment method'. Below this are fields for 'Name on Card', 'Card Number', 'Expiration Date', 'Security Code', and 'Billing Address'. At the bottom of this section are 'EDIT' and 'ADD ANOTHER' buttons. The footer includes social media icons for Facebook, Twitter, and Google+, and the text '© 2017 Cinema Lounge'. A dark grey bar at the very bottom contains the slogan 'Be the Night Scene.'

Right Wireframe: This version also features a placeholder for a user profile picture and displays the user's name 'MARIA GOMEZ' and location 'Philadelphia Area'. It includes an 'EDIT PROFILE' button. The 'CARD INFORMATION' section is identical to the left wireframe, with fields for card type ('Debit'), bank ('Wells Fargo'), and payment method preference. The footer includes social media icons and the text '© 2017 Cinema Lounge'. A dark grey bar at the very bottom contains the slogan 'Be the Night Scene.'

DESIGN

Wireframes Purchase

Cinema Lounge

cinema lounge

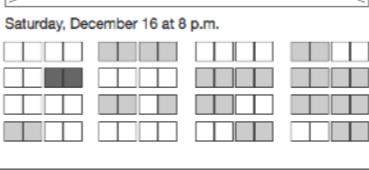
Showtimes Movies Events Rooms Dining More 

ORDER DETAILS

MOVIE TITLE

movie still (movie trailer plays on how

Saturday, December 16 at 8 p.m.



SELECT LOCATION

Philadelphia

12500 Road St Philadelphia, PA

TEXT DETAILS YOUR FRIENDS

Name:	Phone #:
Regina	739-256-2467

CARD INFORMATION

Type of Card	Company
Debit	Visa

★ This is your preferred payment method.

Name on Card: Maria Gomez
Expiration Date: 3/21
Billing Address: 235 Way Rd, Woods, PA 12393
CHANGE METHOD

GIFT CARD
Enter code:

PROMO CODE
Enter code: SummerEvent17

PRICING
2 Adults (2) \$8.99
SummerEvent17 - \$3.00
\$14.98

CONFIRM ORDER


© 2017 Cinema Lounge

Be the Night Scene.

Cinema Lounge

cinema lounge

ORDER DETAILS

MOVIE TITLE

movie still (movie trailer

Saturday, December 16

Your Seats: 2A, 2B

SELECT LOCATION

Philadelphia

12500 Road St Philadelphia, PA

TEXT DETAILS YOUR FRIENDS

Name:	Phone #:
Regina	739-256-2467

CARD INFORMATION

Type of Card	Bank
Debit	Wells Fargo

★ Make this is your preferred payment method.

Name on Card: Maria Gomez
Card Number: **** * 4928
Expiration Date: 3/21
Security Code: ***
Billing Address: 235 Way Rd, Woods, PA 12393
CHANGE METHOD

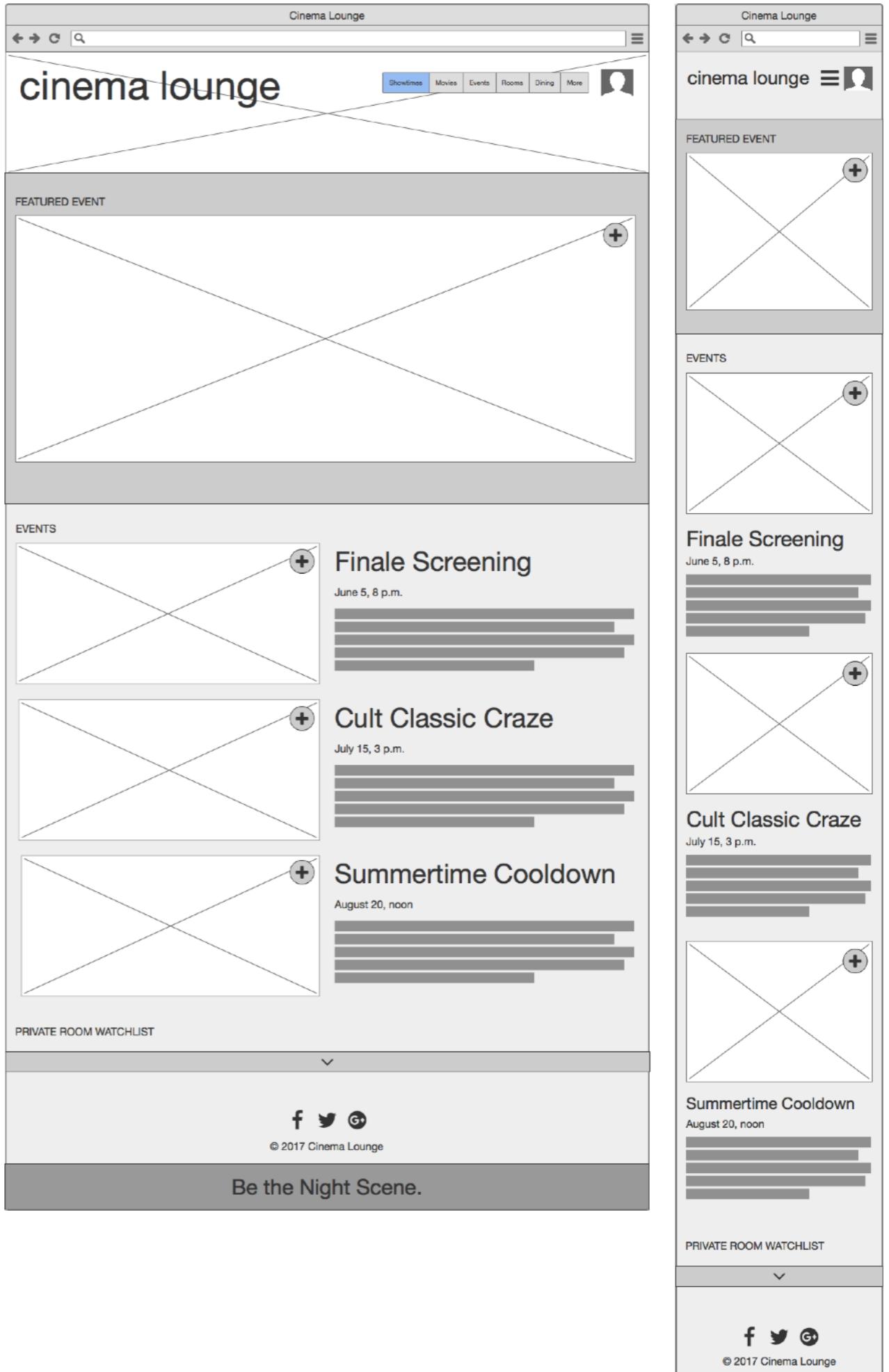
GIFT CARD
Enter code:

PROMO CODE
Enter code: SummerEvent17

DESIGN

Wireframes

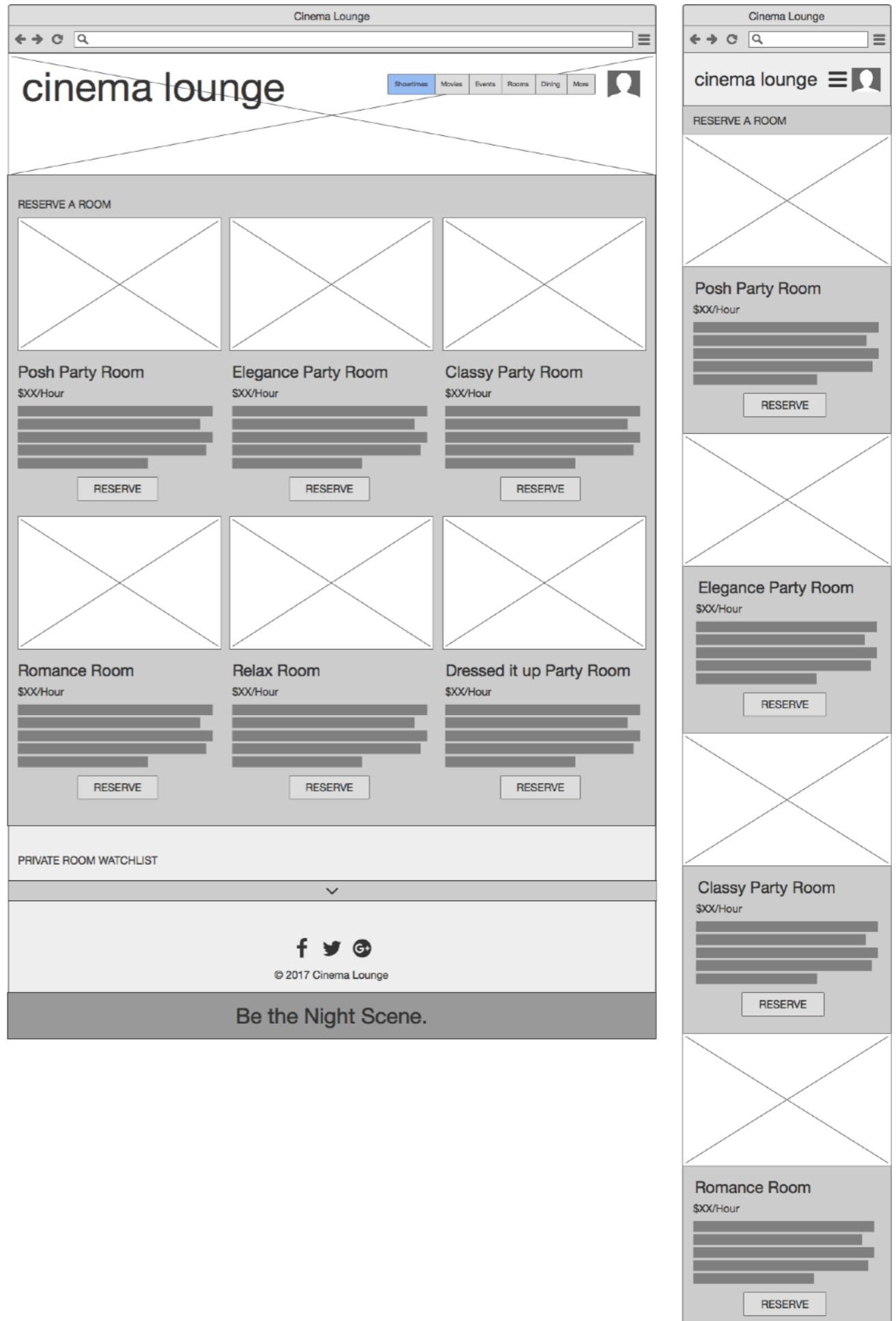
Events



DESIGN

Wireframes

Rooms



DESIGN

Mockups



ABOUT OUR ROOMS

Not your average "hangout and binge-watch" day.

With our well-kept and comfortable watching spaces, outstanding service, and in-room popcorn machines, you'll never want to watch from home again. Feel free to lounge in our heated leather seats with a blanket and your favorite cocktail. Plus, we've added features like pause and play, on-screen cast bios and show trivia, and your very own watchlist. Just start adding shows and movies online, and reserve a room today!

RESERVE A ROOM

Posh Party Room \$25/hour Look no further, this room is stylish enough for a daytime masquerade or a midnight party. Seats 12 comfortably. RESERVE	Elegance Room \$30/hour Fit for both high-class hangouts and all celebratory occasions. Seats 12 comfortably. RESERVE	Classy Party Room \$30/hour Just because you're classy in the morning doesn't mean you need to stay classy in the evening. This room is full of over-the-top fun. Seats 12 comfortably. RESERVE
Romance Room \$15/hour Want to get out of the house, grab some top-notch food, and watch a flick with your love. This room is the one for you. Seats 2 comfortably. RESERVE	Relax Room \$45/hour Grab some friends and get out to a relaxing weekend of watching. Seats 14 comfortably. RESERVE	Large Party Room \$60/hour Whether you're celebrating a milestone in life or just having a large social gathering this room has it all. Seats 24 comfortably. RESERVE
MARIA'S WATCHLIST		
<p>Batman</p> <p>Batman is coming to the Cinema Lounge on Friday, May 13.</p> <p><input type="checkbox"/> Email me a reminder</p> <p><input checked="" type="checkbox"/> Text me a reminder</p> <p>REMOVE</p>		

Cinema LOUNGE ≡

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Classy Party Room		
<p>\$30/hour Just because you're classy in the morning doesn't mean you need to stay classy in the evening. This room is full of over-the-top fun. Seats 12 comfortably. RESERVE</p>		

SITE



The background image shows a grand, ornate hall with red walls and a balcony. A large, ornate chandelier hangs from the ceiling. In the foreground, there are two large, light-colored armchairs with patterned pillows. A small round table is positioned between them.

THANK YOU!