

# Final Project | Cinema Lounge

## OVERVIEW OF CLIENT

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.

## INTRO

For our final project, we would like you to design and build a responsive web experience that considers deeper interactions for your "client".

The goal is to finish this project with a portfolio quality piece that includes all of the skills we have started to cultivate this semester.

## SKILLS DEMONSTRATED WILL BE THE FOLLOWING:

- Research through various methods to gauge the market, and incorporate informed designs that are based in UX and Visual Design
- Create wireframes, and vetted designs
- Code this design in HTML/CSS
- Document this process and present it to the class.

## DELIVERABLES

- Design Document
- Web product coded in HTML/CSS
- In class presentation during final class (TBD)

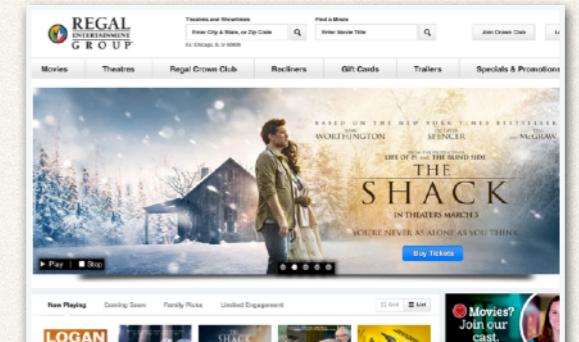
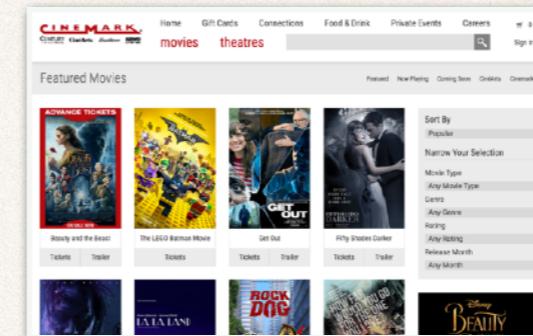
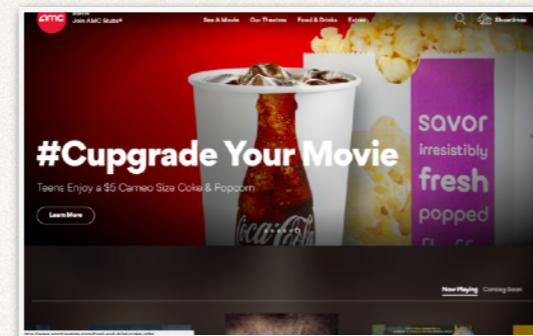
**ASSIGNMENT: Final project: What functions are expected, and research from there. TBD (room might move around) last week of class. 1. research 2. competitive analysis 3. Design thinking process (empathize & understand) 4. Audience**

# Final Project | Cinema Lounge

## COMPETITIVE ANALYSIS

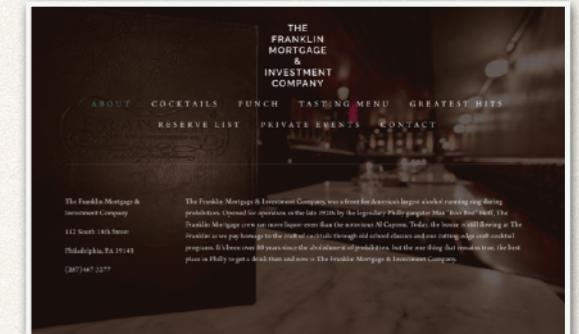
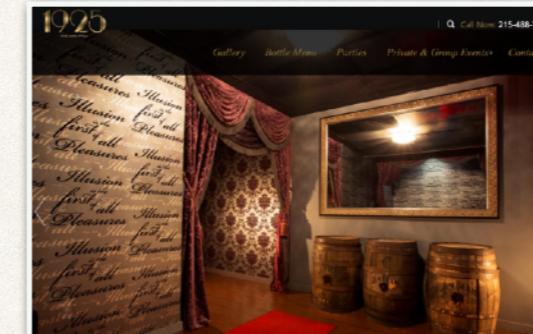
### CHAIN & LOCAL THEATERS

AMC  
Regal  
Cinemark  
Movie Tavern  
Azuka Theater



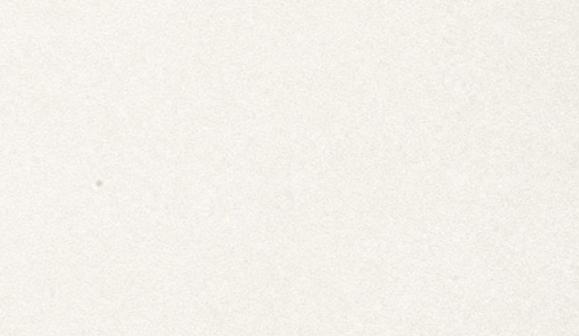
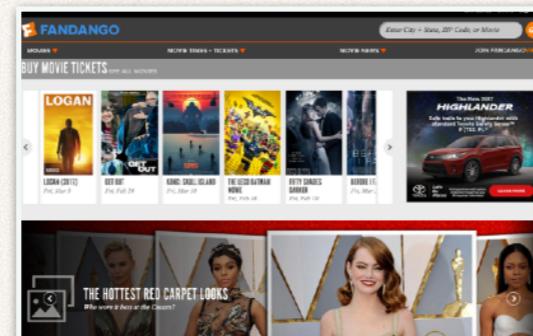
### LOCAL LOUNGES

Infusion Lounge  
1925 Lounge  
The Franklin Bar



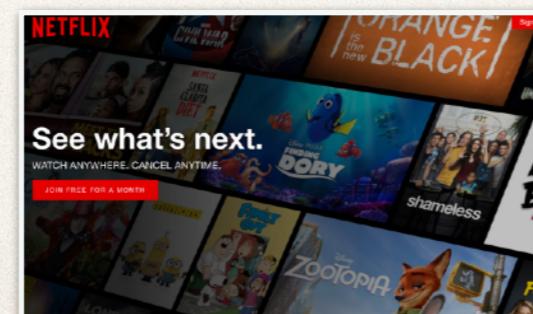
### PURCHASE TICKETS

Fandango  
MovieTickets  
GoWatchIt



### WATCHING ONLINE

Netflix  
Amazon Prime Video  
Hulu Plus  
YouTube  
Sling TV



### MOVIE & TV REVIEWS

#### IMDB

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## COMPETITIVE ANALYSIS (FEATURES)

### WATCHING IN THEATERS

- A high definition screen, IMAX, & 3D
- A new movie
- A seat (reclining)
- Meals (Breakfast, lunch, dinner)
- Concession variety (bottomless option)
- Matinee (cheaper options)
- Classic/retro films nights (special movie events)
- Memberships with special offers
- Host a private party
- Arcade
- Buy tickets online or at the theater is regarded as being a relatively inexpensive date, but the prices have risen in recent years. Concessions are actually the most expensive.
- People watching
- You're able to post a video or pic on you social media page to say, "Hey, we got out of the house, look at us." Makes you appear more social and fun to your friends & family.
- Full bar/restaurants
- Reserve a private screening
- Friendly service
- People dress up and go to openings, clap

### HOW TO MAKE THEATERS MORE MODERN (LIKE ONLINE MOVIE WATCHING):

- Pause & play when you want
- Control sound (have a remote, mouse, or keyboard)
- Actors/Actress' name/details pop over screen as they enter
- Look up past movies of the director and actors/actresses
- Super relaxed and comfortable (blankets)
- Binge watching (one show plays auto after the other)
- Share what your watching with friends
- Buying a monthly subscription is regarded as being much less expensive than cable or going out to the movies more than a few times a month.
- Anyone in the room can beam up content to the tv
- See what's trending
- My subscription service knows my watchlist
- Rent, buy, or included in subscription
- More selection

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## COMPETITIVE ANALYSIS (PROBLEMS)

### CONS OF THEATERS

- › Waiting in line
- › Not knowing where your theater is
- › Parking
- › People using bright phone/screens
- › People being loud
- › Food/drink delivery is annoying
- › People entering late is annoying

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## COMPETITIVE ANALYSIS (AUDIENCE)

### WATCHING IN THEATERS

- High School kids
- Couples
- Groups of friends
- Families
- Adults
- Seniors
- Children/Toddlers
- Parents with babysitters at home
- Field trips

### WATCHING ONLINE DIRECT & INDIRECT

#### DIRECT USER

- High School kids
- Couples
- Groups of friends
- Families
- Adults
- Children
- Teachers (ex: show class documentary)

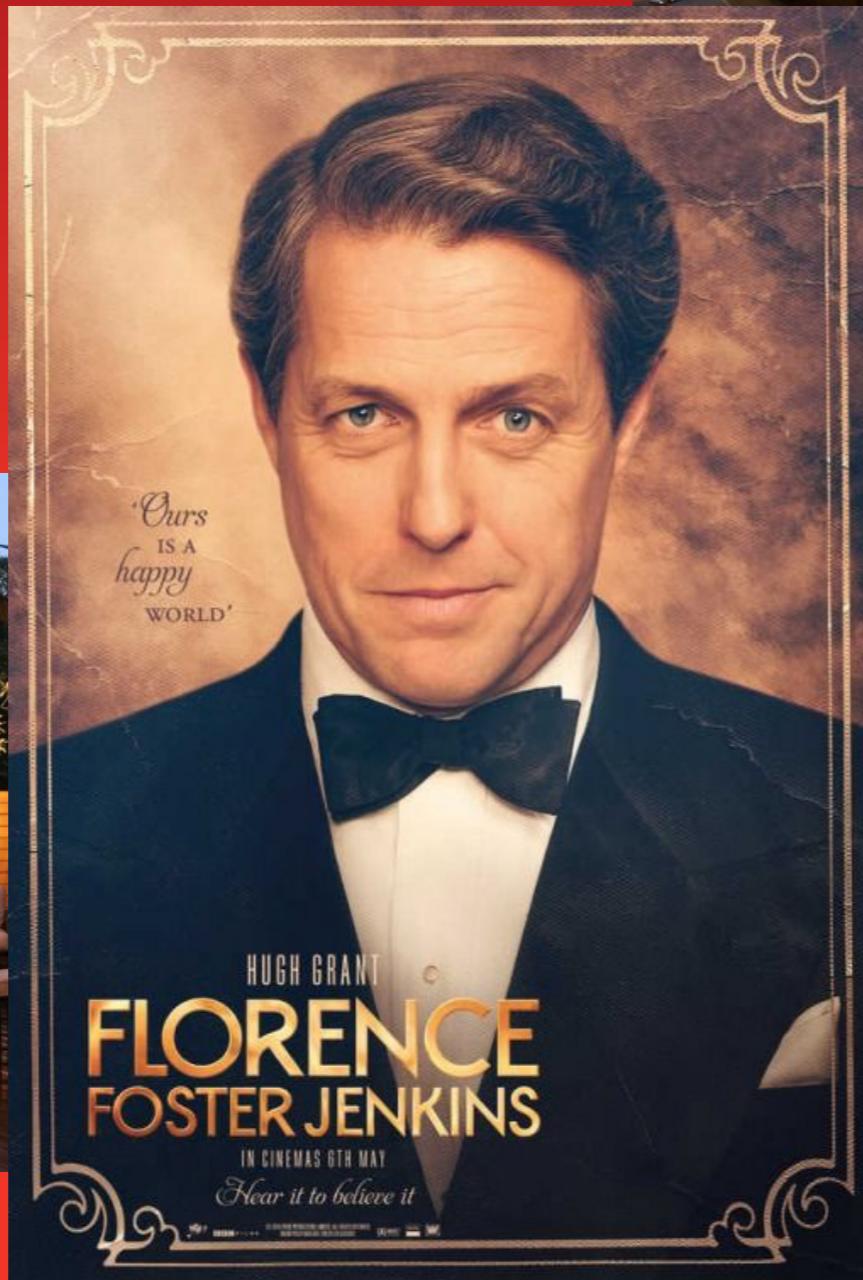
#### INDIRECT USERS

- Grandparents
- Toddlers

### STATS ON WATCHING TV/MOVIES

- Anyone who has streaming services watch online. In 2015, 2 in every 5 people were subscribed to an online streaming service – roughly a third of Americans. Those who have streaming services watch more hours of TV per week.
- According to Nielson the average person watches 4 hours of traditional TV per day, that's 2 months of non-stop TV watching per year.

# Final Project | Cinema Lounge MOODBOARD



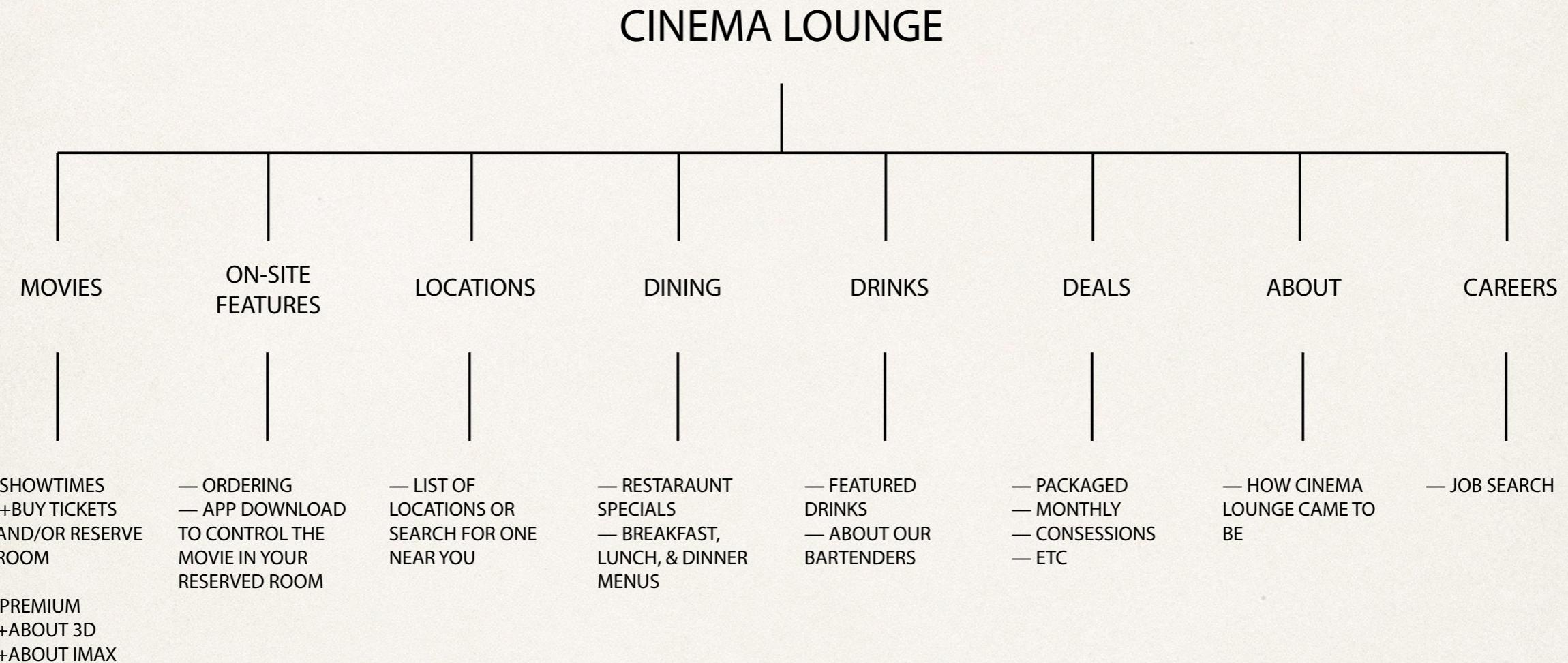
**Final Project | Cinema Lounge**  
**BRANDING | Logo & Tagline**



be in the night scene

# Final Project | Cinema Lounge

## SITE MAP | BEFORE SURVEY



# Final Project | Cinema Lounge

## SURVEY QUESTIONS

1.) How often do you visit movie theaters per month?

**10/12** people say they visit once or less

2.) Do you buy tickets online? How long in advance do you buy tickets?

**6/12** people buy online, **2/12** people buy because they think the movie will sell out, almost everyone avoids 3rd party (ex. Fandango) because of surcharges.

3.) Name your favorite part about going to the theater other than the movie itself?

– Answers from class: popcorn, recliner, watching with people (cold, hungry, don't want to pay), atmosphere (premiere), cocktails, dance party, ambiance

**6/12** said popcorn, **2/12** said comfy seats, **2/12** said screen quality, **1/12** said previews

4.) Do you subscribe to a streaming services such as Netflix, Amazon Prime, and/or Hulu? What features do you like most?

**6/12** listed special features like watchlist, variety, high-quality content, closed captioning, pause, suggested shows, no ads, **3/12** said they can watch from home/their bed (convenient), **3/12** people said binge watching or continuous play

5.) If food & drinks were served in the theater, would you feel more disrupted if customers ordered from their phones, a kiosk attached to their chair or nearby wall, or if servers walked around asking for orders?

**9/12** said servers would be the most distracting, **2/12** said phones would be annoying and it would be tempting to go on social media

7.) If you were to name 2 things you would check a movie theater's website for before attending a show what would they be?

**7/12** said showtime, **3/12** people said ticket pricing, **3/12** said to reserve seating, **2/12** said screen/theater quality, **2/12** selection of movies, **2/12** said the location of the theater

8.) If you rented a small theater room at a cinema, and there was a remote controller in that room, what information about the movie would you be most interested in looking up using that remote?

**6/12** said cast list and their bios, **2/12** specifically said IMDB, **2/12** said critic reviews or ratings, **1/12** how much time is left in the movie, **1/12** wants to order popcorn from the remote, **1/12** said bloopers

# **Final Project | Cinema Lounge**

## **SURVEY QUESTIONS | IDENTIFIED PROBLEMS**

1. Less comfortable when not watching at home
2. Inconvenient to not watch at home
3. Lack of information on the website (cast bios & reviews)
4. Buying tickets seems easier in person
5. Won't pay to watch on a bad screen
6. Servers are annoying
7. Not sure where the theater is/need directions

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## SURVEY SUMMARY | NEW DIRECTION

Most people attend movie theaters maybe once a month. About half of those attending like to purchase online through the movie theater's website and reserve their seats if they feel like the movie will sell out. The Cinema Lounge website will have lots of images of popcorn, nice seating, blankets, pillows, food, drinks and lounge rooms to show potential guests the classy, yet comfortable atmosphere. Showtimes will be the big feature, and buying tickets will be the easy next step. People don't buy online because they believe it's just as easy to buy in the theater. If the purchase page on the website explained how easy it was in a simple graphic it may get more people to buy in advance. Since this is a theater with food service, there will be a small kiosk on your chair that you could order from, and it wouldn't be part of the website like the smart phone option would have been. This solves the annoying server issue. Most people would want to be able to look up the cast list and their bios, some people would want to look at ratings or reviews. This is something Cinema Lounge will capitalize on. Maybe a tagline, "Cinema Lounge – We know movies".

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## SURVEY SUMMARY | WEBSITE GOALS

- 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.

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## **SITE MAP | AFTER SURVEY**

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## 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. When he visits the website he already knows what movie he wants to watch, he will not watch trailers because he thinks they give away too much, and he wants to see strong, yet refreshing drink menus because he parties hard, but stays classy.



**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. She wants to see dinner menu.

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## JOURNEY



### Simon Clark

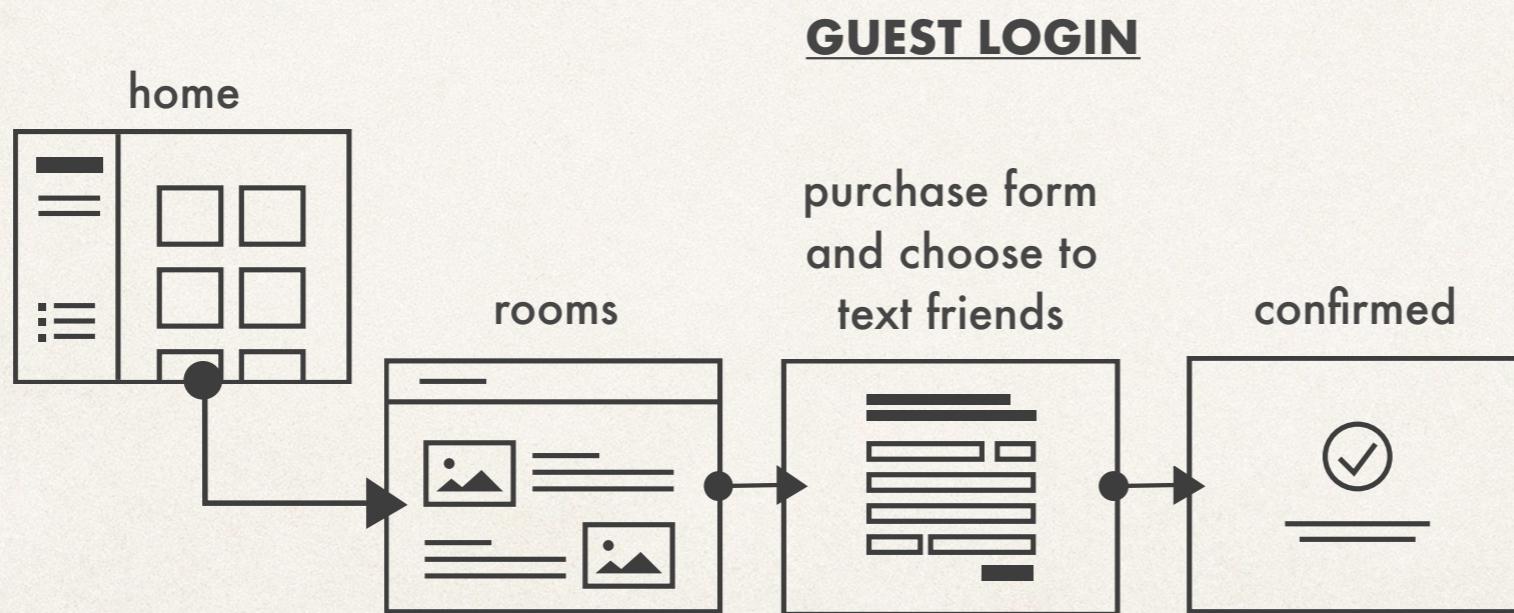
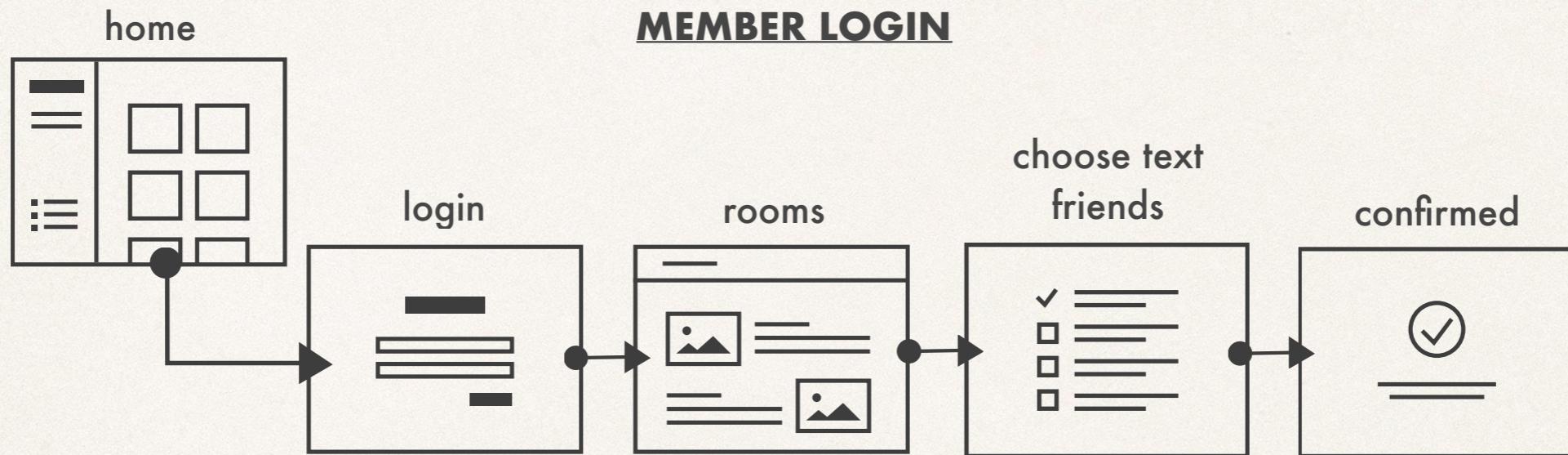
**Journey task: Book a small room reservation and send a text confirmation to his friends containing room features, what movie, the theater location, room number, and a drink coupon.**

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.

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## UX JOURNEY | Mini-wireframes



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## JOURNEY



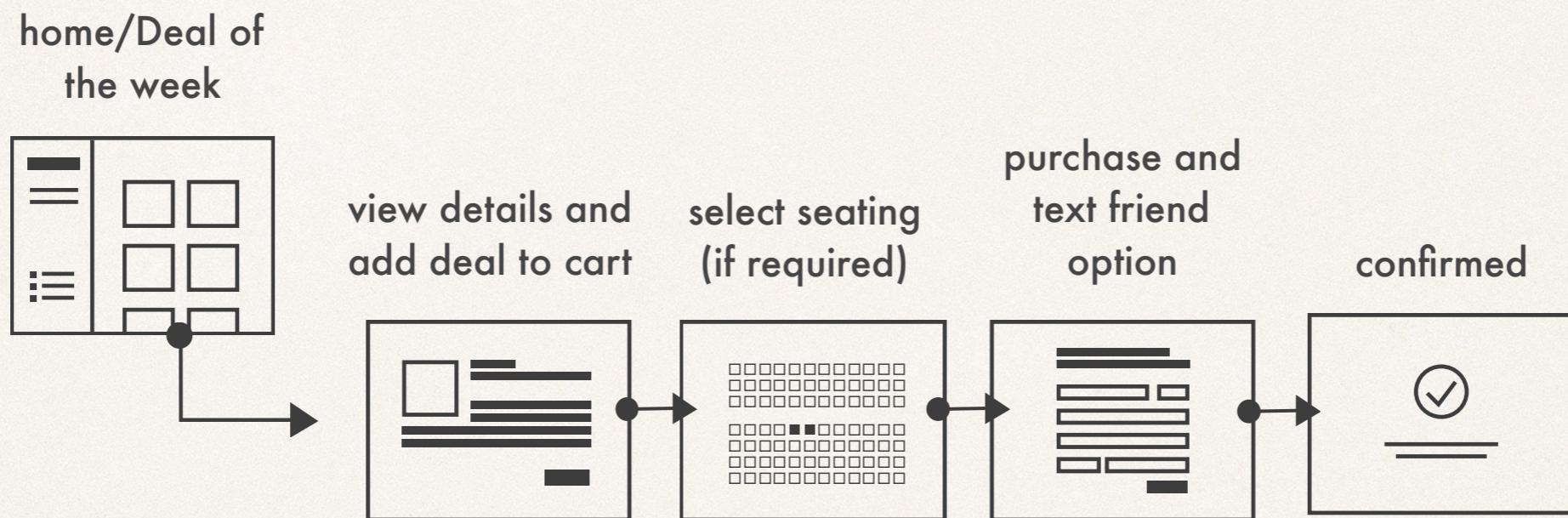
### Angela Williams

**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.

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## Angela's UX JOURNEY | Mini-wireframes



# Final Project | Cinema Lounge

## CROSS PLATFORM KIOSK/WEBSITE — Sign in to your account

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