

# Movie Ticketing App

---

Prasenjit Dasgupta

# Project overview



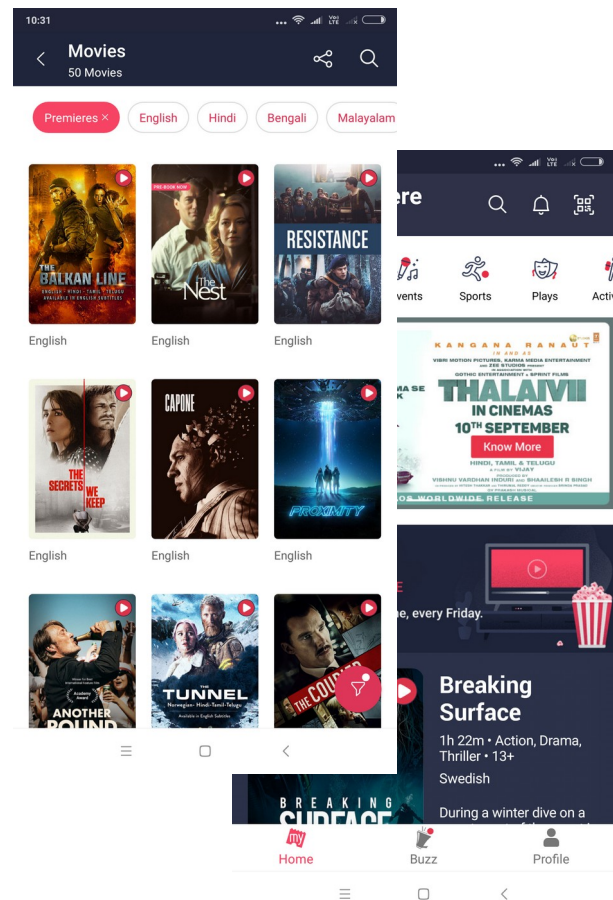
## The product:

To create a Ticket Booking App for movies currently running in theatres, the app will support multiple languages as well as an easy payment system. The app will also include an user management section to capture necessary user information so that it can provide the user a personalized user experience.



## Project duration:

February 2021 to August 2021.



# Project overview



## The problem:

Users having difficulty to book online tickets in advance in the nearby theatres as per their preferences.



## The goal:

To create a Ticket Booking App for movies currently running in theatres, the app will support multiple languages as well as an easy payment system.

# Project overview



## My role:

UX designer designing an app for an online Movie Ticket Booking App.



## Responsibilities:

List the responsibilities you had throughout the project - e.g., user research, wireframing, prototyping, etc.

# Understanding the user

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

# User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was from the age group of 18 to 42 who go to theatres at least twice a month.

The research revealed that the users are having difficulties in accomplishing the below tasks in the current ticket booking websites - Users need options to change the language settings, Users need a way to save the payment and card details, Users need to download e-tickets on their phone after booking is confirmed.

# User research: pain points

1

## Pain point

Users need a way to save the payment and card details.

2

## Pain point

Users need options to change the language settings.

3

## Pain point

Users need to download e-tickets on their phone after booking is confirmed.



## Sam Fisher

**Age:** 28

**Education:** B.Tech.

**Hometown:** San Diego, California

**Family:** Parents

**Occupation:** IT Professional

*“Do I have to enter these details each time? Its wasting lot of time !!”*

### Goals

- wants a ticket booking mobile app, which provide him an faster and easier ticket booking system without having to repeat the payment process each time.
- Wants to book tickets in advance.

### Frustrations

- The Ticket booking system frustrates him as he has to enter the payment details each time
- There are too many steps in the booking and payment that consumes lot of time.
- Can't find the movies coming up over the next few weeks.

A busy, hard working and career driven person. He has very long weekdays and wants to spend his weekends relaxing and spending time with his friends. He is also a movie lover and wants to watch a movie over the weekends in theatres with his friends to recharge his batteries for the next hectic week coming up. He does not want to miss that part of the week at any cost. He wants a ticket booking app, which will show the schedule of upcoming movies in nearby theatres and will allow to book easily without having to repeat the payment process.





**Annie Lane**

**Age:** 48

**Education:** M.A.

**Hometown:** San Diego, California

**Family:** Lives with Husband

**Occupation:** Art Gallery Manager

*“Why the apps don’t show me any suggestions !! It’s difficult to find a good one.”*

## Goals

- She wants a ticket booking mobile app, which will allow her to search for movies in his native language running in the nearby theatres.
- The app should be easy to use and provide her a list of suggestion based on her preference.

## Frustrations

- Unable to find the movies in his native language that are running in theatres around her.
- Movies are not categorised nor any suggestive list is provided.
- Finds it difficult to search when navigations are complex.
- Wants to the reviews if that’s possible.

An art gallery manager who has a relaxed lifestyle. She is very appreciative of arts and culture. She is also a movie lover and plans to watch movies in theatres with her husband whenever she gets free time. She loves watching movies that are in her native language. Also she find it difficult to use complex search features and navigations and avoids any such website or apps. She wants a ticket booking app that will be easy to use and will provide her suggestions based on her previous choices.

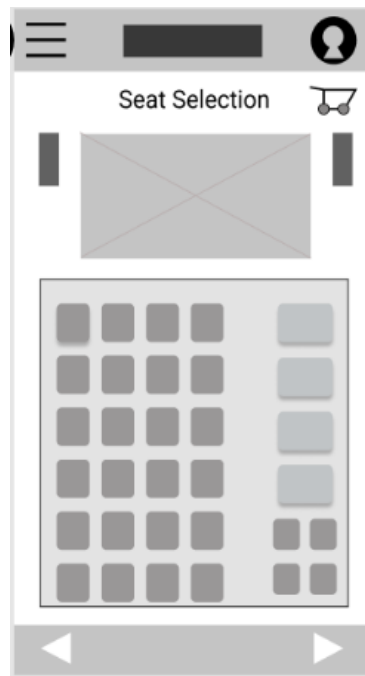
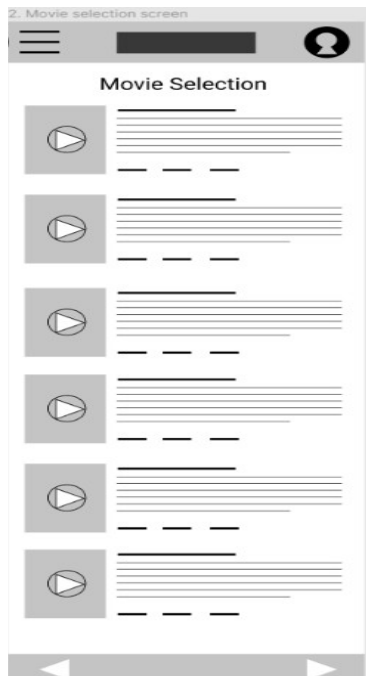
## Persona: Sam Fisher

Goal: To book movies tickets in easily and quickly and to book seats in advance in nearby theatres.

ACTION	Action 1	Action 2	Action 3	Action 4	Action 5
<b>TASK LIST</b>	Tasks  A. Open the movie ticketing app B. Scrolls through new released and upcoming movie list. C. Searches for action movies mostly.	Tasks  A. Tries to selects movie that will give him a good time and won't be a waste of money. B . Selects the movie of choice. C Goes for the booking seats.	Tasks  A. Tries to figure out best seats. B. Books Seats. C. Moves for payment.	Tasks  A. Enter card details. B. Makes Payment. C. Waits for the confirmation screen.	Tasks  A. Gets the booking confirmation screen. B. Checks for the confirmation phone message. C. Gets the ticket on the phone in the confirmation message.
<b>FEELING ADJECTIVE</b>	User emotions  A. Excited to see the list of movies.	User emotions  A. Frustrated as movies are not listed in proper categories which is making the search time consuming.	User emotions  A. Pleased to choose the seats.	User emotions  A. Annoyed as payment details cannot be saved and must to be entered again.	User emotions  A. Anxious while waiting for the ticket message in phone.
<b>IMPROVEMENT OPPORTUNITIES</b>	Area to improve	Area to improve  A. To divide the list of movies into categories. B. To make the movie search easier.	Area to improve	Area to improve  A. To add the payment section in user management where card details can be saved.	Area to improve  A. To allow downloading e-tickets in the app itself after the booking confirmation alert is shown.



# Key wireframes - Digital

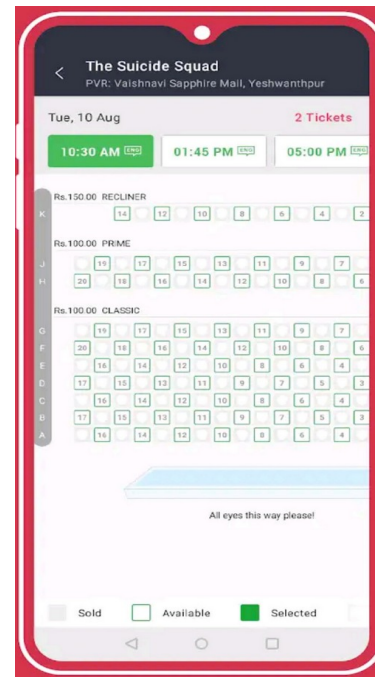
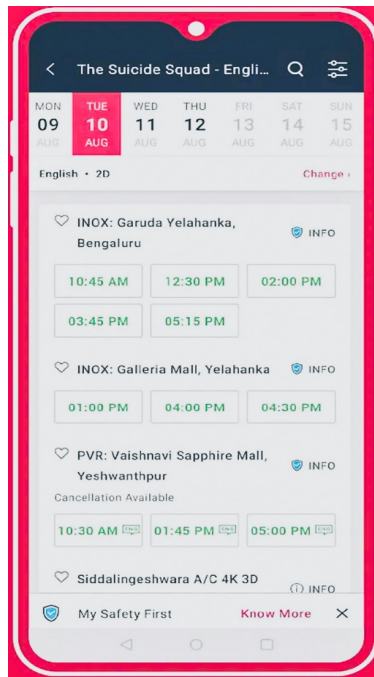
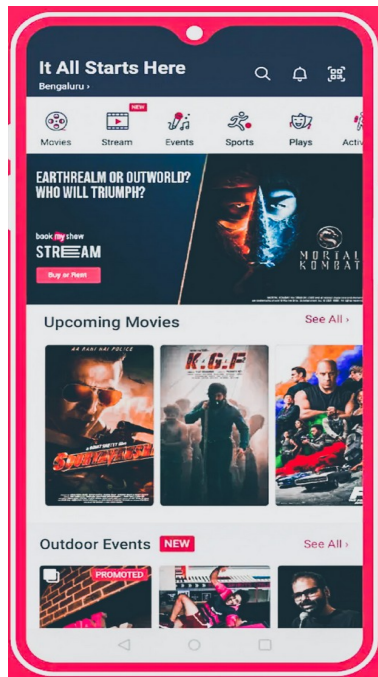


# Refining the design

---

- Mockups
- Accessibility

# Key Mockups



# Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

# Going forward

---

- Takeaways
- Next steps



# Takeaways



## What I learned:

While designing the Movie-Goers app, I learned that the first ideas for the app are only the beginning of the process.

Usability studies and peer feedback influenced each iteration of the app's designs.

# Next steps

1

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

2

Conduct more user research to determine any new areas of need.

# Let's connect!



Thank you for your time reviewing my work on the MovieGoers app! If you'd like to see more or get in touch, my contact information is provided below.

Email: [prasenjitdasgupta287@gmail.com](mailto:prasenjitdasgupta287@gmail.com)