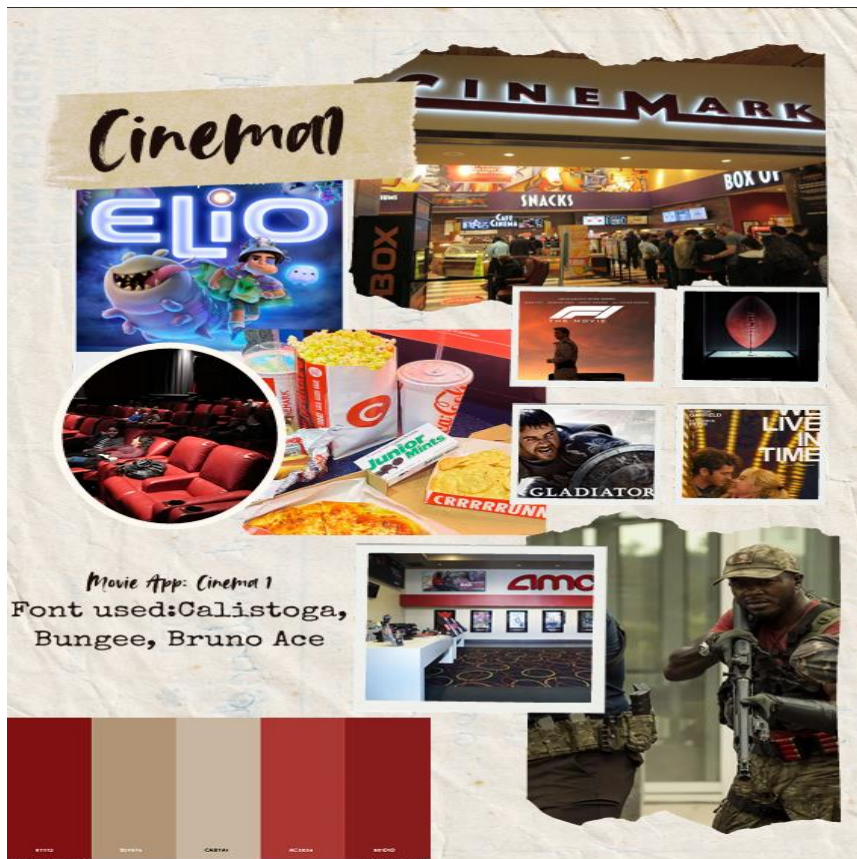


Prince kiruhura & Tanyakadisa

CS 257

Designing for Different Dimensions



For this project we worked on redesigning the Cinemark website to make it a mobile friendly app. This app is specifically designed for users between the ages of 18-25. This demographic group often prefers streaming movies at home, so our goal was to make the in-theater movie experience more engaging for young people and also convenient while being modern, responsive, and a very personalized app experience. This redesign follows a human centered design process, allowing that every choice we make from the color palette to the navigation is

grounded in the needs and habits and also the aesthetic and preferences of young adults. The color pallet we wanted all the bold color such as red that would easily stand out and also, we wanted to allow users to have favorites different movies and in our vision board we included a lot of movies that are few of our favorites.

Design Process

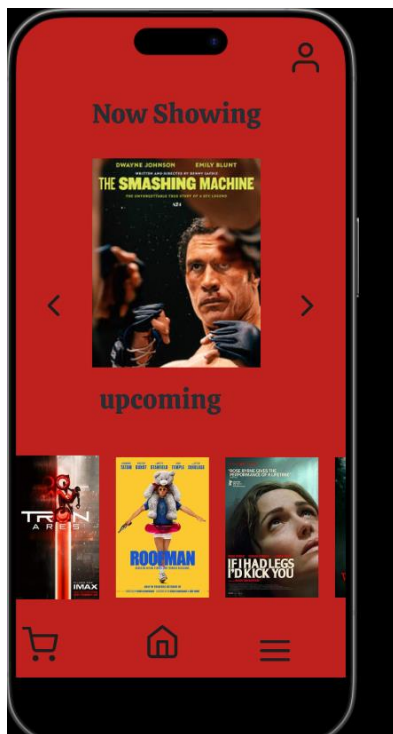
We followed a human-centered design process; we searched for a business in western New York, and we landed on Cinemark, which is in Rochester. Based on a few conversations we had with a few of our classmates and some of our residents we found similar problems such as a long wait in line buying tickets at the theater. They wanted to be able to see all the movies that are showing easily and accessible. They also wanted a less ads centered food and beverage centered page to a page that only focuses on the food and beverage. During lab time we found a few pages that we wanted to redesign such as the home page, The cart page, The food and beverage page and also the customer service page.

We brainstormed features that we could include on the app which included quick access to movie times, mobile tickets purchasing and a more personalized recommendation. After sketching multiple layouts for each page, we refined our ideas into a cleaner design and tested them with our classmates for feedback. This process allowed us to try different layouts and make changes to some of our designs based on the feedback we got.

Our design focuses on simplicity, consistency, and meeting user needs directly. We tried to create an App that is easy to use, with a clean and organized layout that avoids unnecessary clutter. Every screen was designed to keep the user's attention on what matters in the moment, which is finding and watching movies. We tried to stay consistent with the layout and

navigation, making sure each page followed the same structure and the same design logic. This makes the app more intuitive, allowing users to quickly understand how to move through it without being confused. We also tried to reduce the amount of content being seen to avoid overwhelming the users and just presenting them with relevant action and information on each screen.

Home page: The redesigned home page is very clean in its visual layout which features bold lettering and just minimalist style. It shows the user what movie is being shown at the moment and movies that are coming to the theater near you. With this design you are able to scroll through and look at the upcoming movies



Shopping cart page and Food and drink page

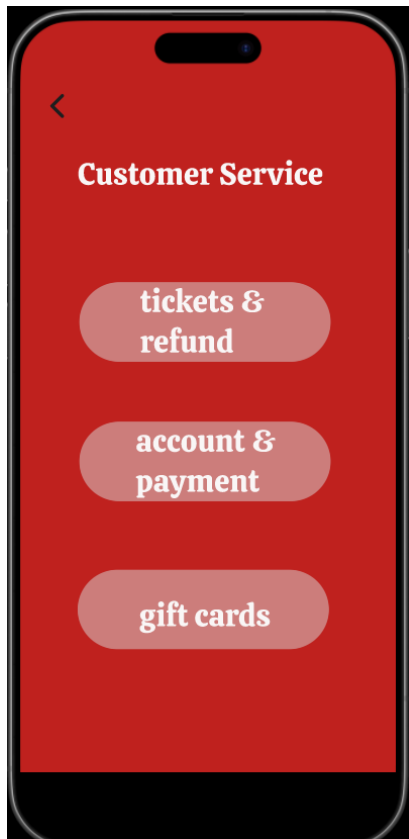
Both the shopping and ticket purchasing/cart screen were designed with the same idea. Such that to avoid the long lines you can buy the tickets and food online. This makes it more convenient for young adults because most of us don't carry cash and we mostly use our phones to pay for the tickets and the food.





Customer service

The newly designed customer service page is very straight to the point without having those ads that were on the website. It's also very simple for students to navigate because it has all the services we provide in one place which can be seen and it gets straight to the point.



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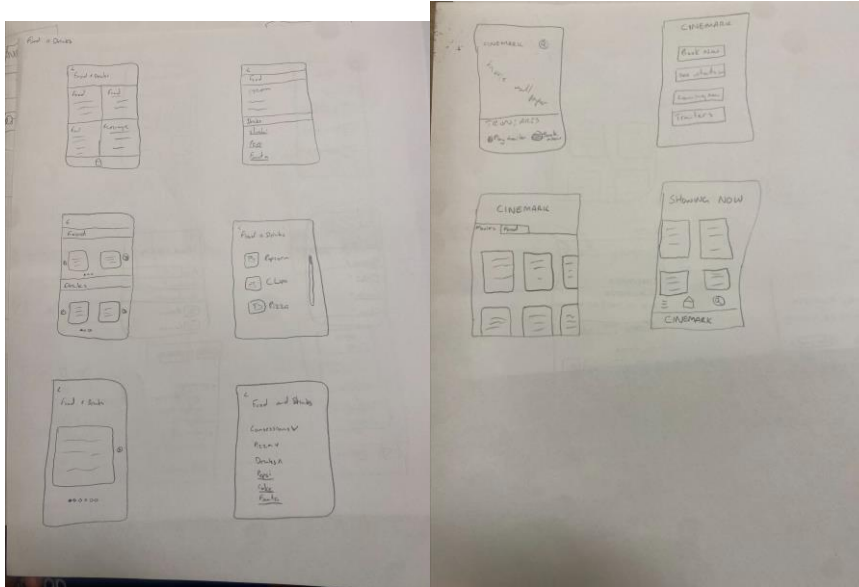
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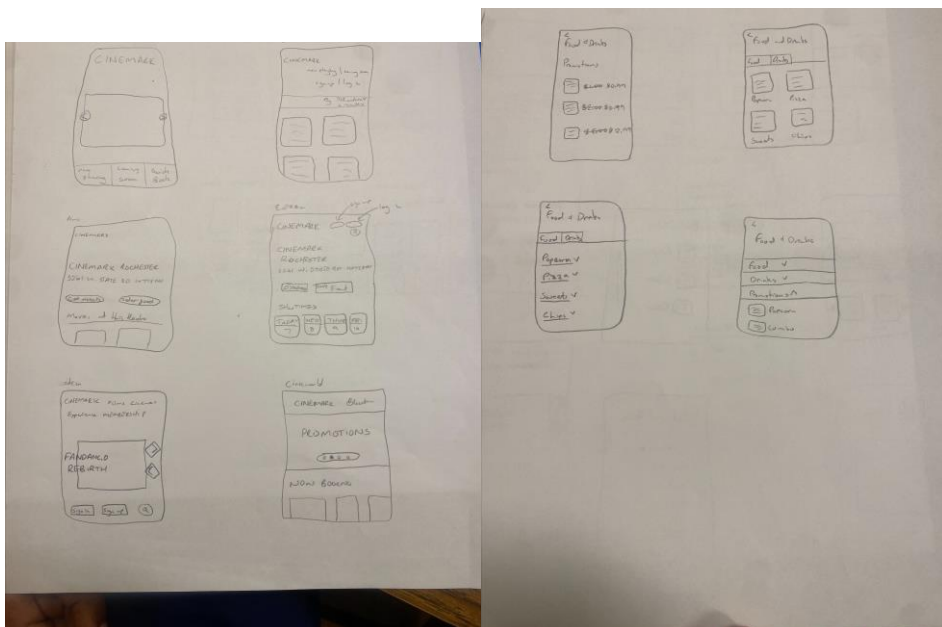
This redesign project helped us understand how important user-centered design is when creating a mobile experience. Our goal was to make a Cinemark app simple, modern, and easy to use for ages 18-25. Through testing and feedback, we learned users preferred a clean layout with less distraction, clear visuals, and very quick navigation. We tried to focus on consistency and accessibility to make the design feel familiar to users' needs, from booking tickets to finding food options easily. This project has shown us that good design balances simplicity and functionality.

Sketches

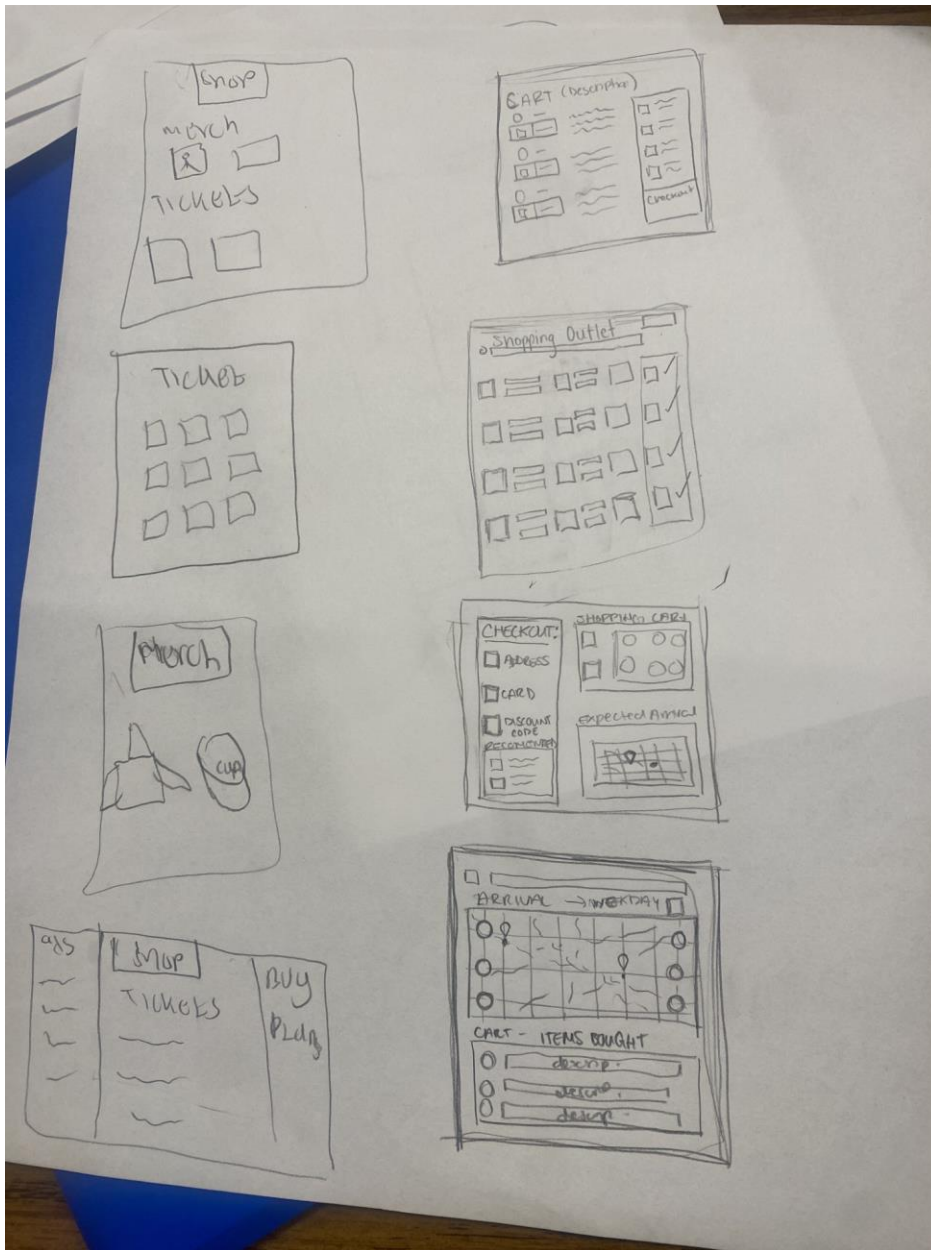
Food and drinks



Homepage



Customer service and self-service



Final sketch after feed back

