# Movie Night

Movie Ticketing App

Google

# Project Overview

**Movie Night** is a mobile application made to purchase movie tickets and reserve seats at movie theaters nearby. This app allows users to search a wide range of cinemas near them for the most recent releases to purchase tickets, snacks, and drinks in advance.

The idea of this app is to give users an effortless and pleasant experience when purchasing movie tickets without waiting in a long queue.

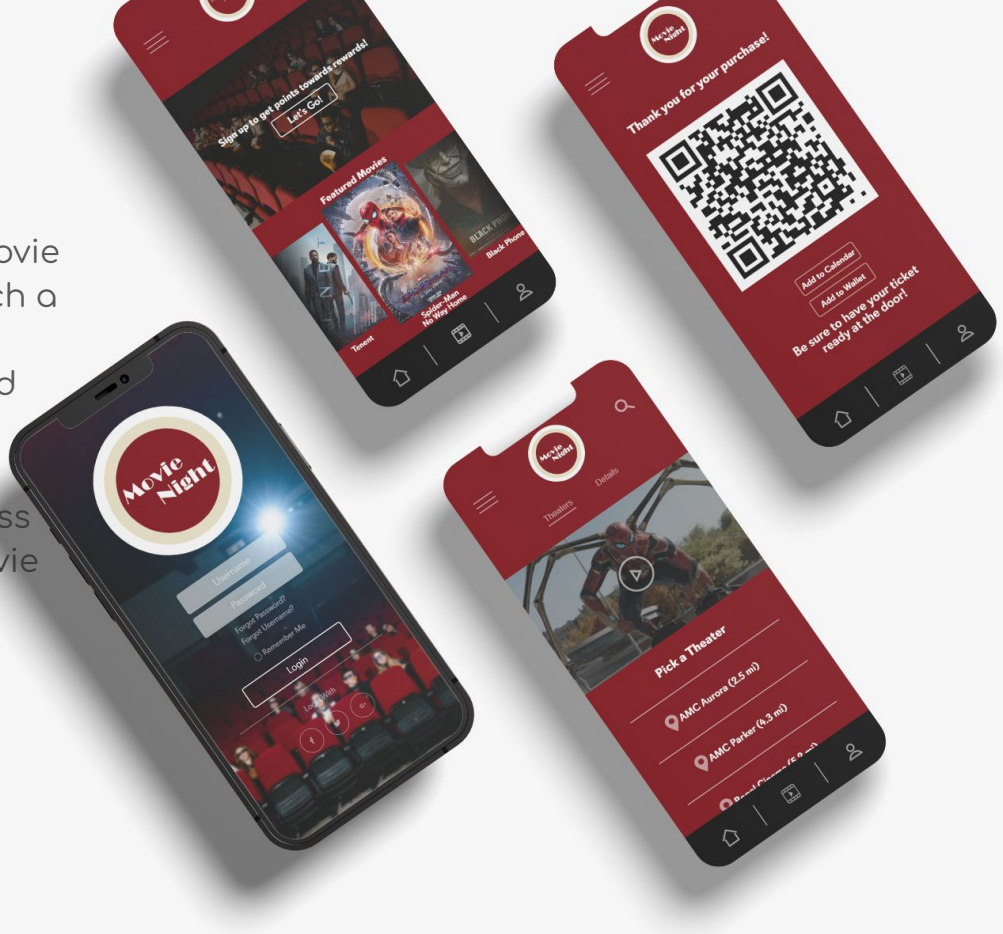
## My role:

UX Research

UX Design

UI Design

05/2022 - 07/2022



# Understanding the user

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

# User Research: Summary

After conducting 2 interviews and 2 empathy maps, to better understand the needs their needs. A primary user group identified were people ages 22+, did not like enjoy the traditional process of purchasing movie tickets

Participants that have used other sites/apps to browse vehicles have mentioned difficulty navigating through the site/app itself.

# User Research: Pain Points

Users were frustrated at how long the queues were at the theater for purchasing both tickets and snacks.

Not Being able to add the event to the user's calendar straight from the app.

Users say that other movie theater apps are overloaded with promos and unnecessary information. This makes it difficult to navigate.

*"I love watching movies with family and friends, but am terrible at planning"*

## Goals

- Purchasing tickets and snacks ahead of time.
- Being able to see and reserve available seating ahead of time.

## Frustrations

- Waiting in long lines to purchase tickets and snacks
- Not being able to sit with friends and family in a full auditorium.

### Jordan Jackson

**Age:** 18
**Education:** High School student
**Hometown:** Aurora, Colorado
**Family:** Oldest sibling of 2
**Occupation:** Part-time server

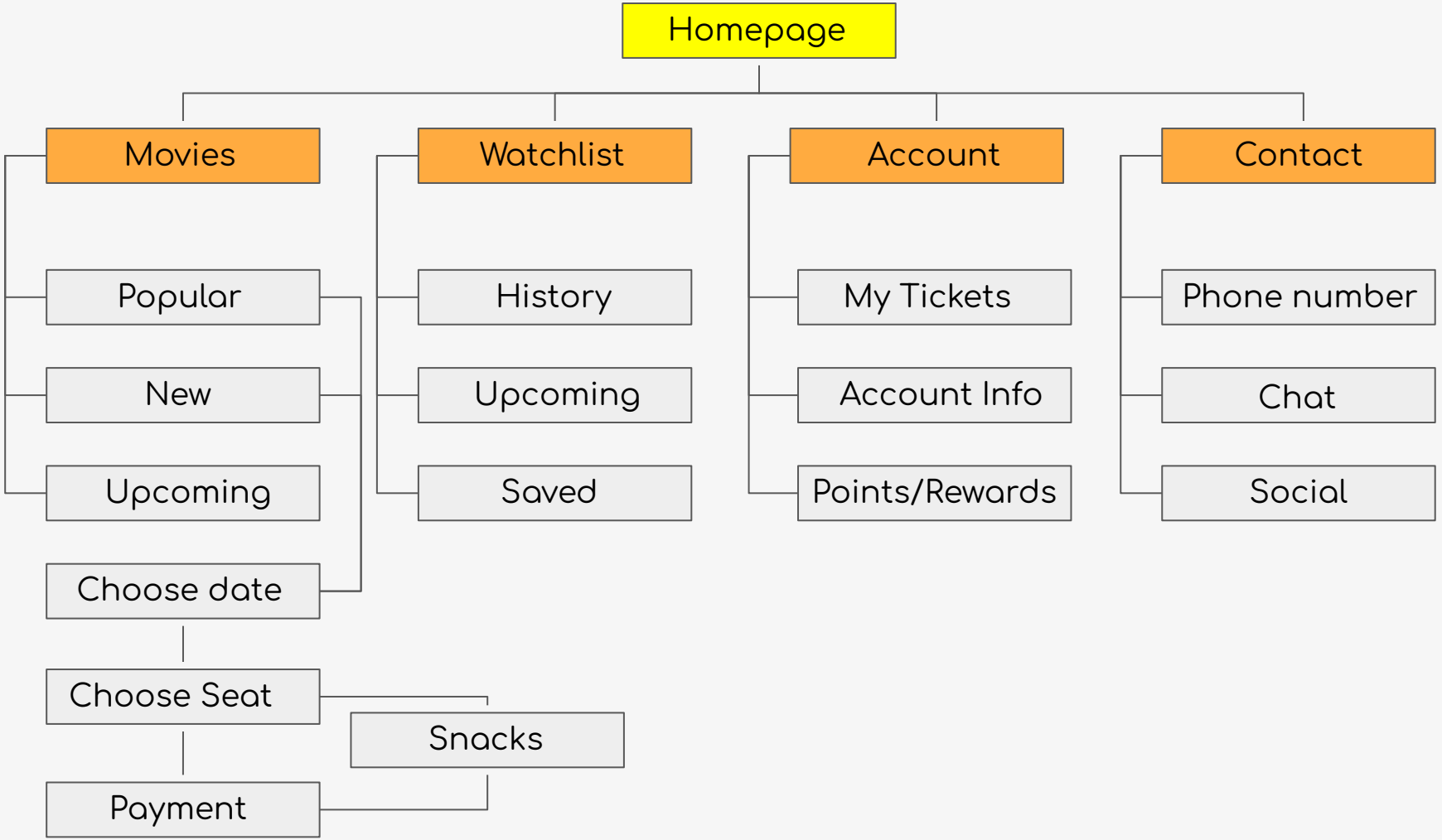
Jordan, a 18 year old senior at Smoky Hill High School that live at home with his parents as he gets ready to start the next chapter in his life.

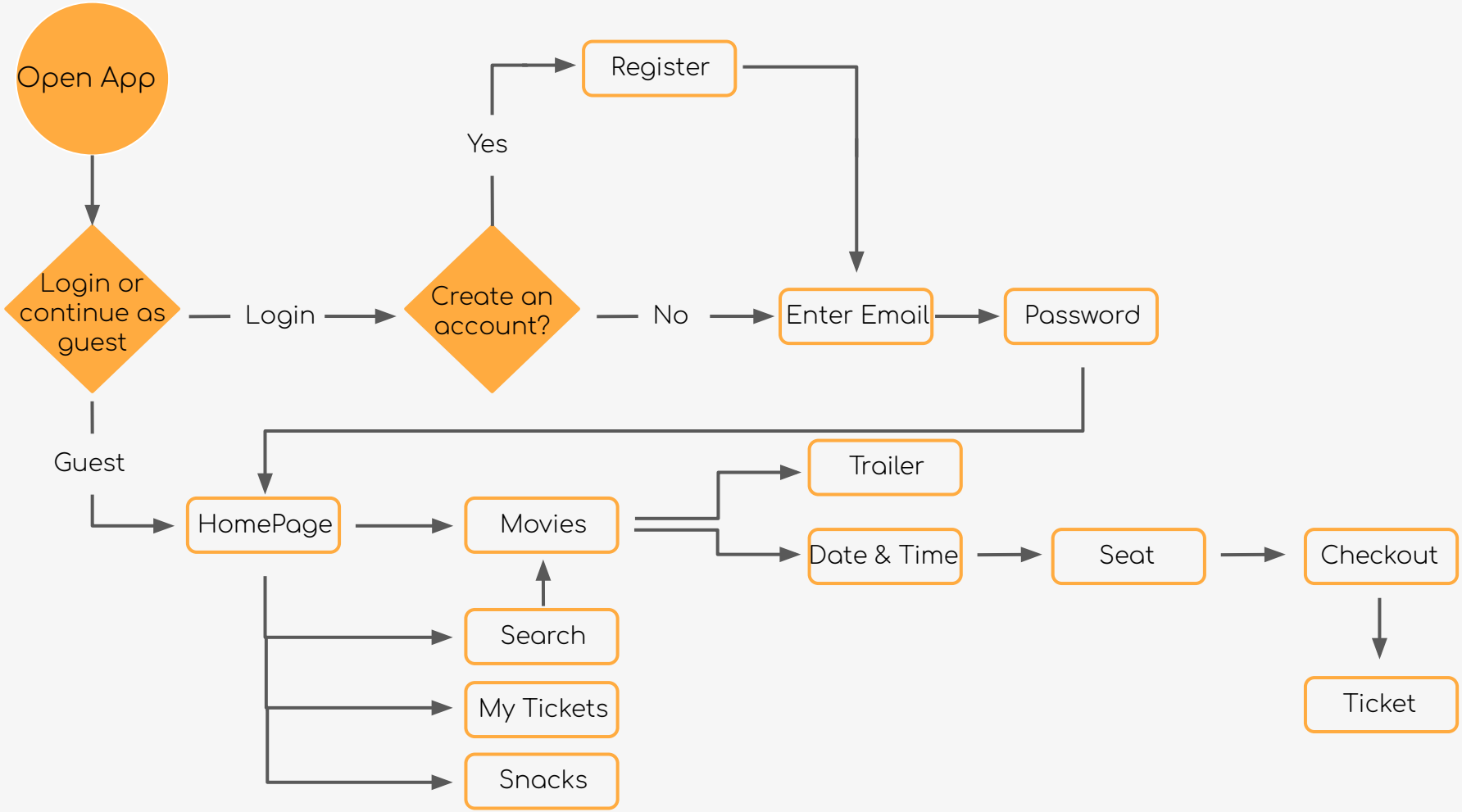
He has always enjoyed watching movies with friends and family. He will typically just show up at the theater waiting in line for tickets and snacks, but would love a way to order ahead of time to save time.

# Persona: Jordan

Goal: Buy movie tickets through the mobile app.

| ACTION | Download App | Reserve | Checkout | Confirmation | Locate ticket |
|---|---|---|---|---|---|
| TASK LIST | Tasks<br>• Download app from app store<br>• Login/Register or continue as guest<br>• Confirm location | Tasks<br>• Select available date<br>• Select available seat | Tasks<br>• Login/register or continue as guest if applicable<br>• Enter CC info | Tasks<br>• Check email for confirmation and ticket.<br>• Add event to personal calendar. | Tasks<br>• Open app<br>• Go to "My Tickets" or check email for ticket |
| FEELING ADJECTIVE | Excited to watch movie and happy that buying tickets and reserving seats can be done beforehand | Frustrated by how difficult the process is for selecting dates and seats are | Upset that there is no autofill option and no ApplePay/PayPal pay | Disappointed that event and ticket does not have an option to add into calendar. | Not happy how tickets take longer to pull up. |
| IMPROVEMENT OPPORTUNITIES | Purchase tickets anywhere you are from your phone or desktop | Implement a calendar for easier date selection. | Allow users to purchase through other methods. | Allow users to have the option to add an event to calendar. | Allow users to add the ticket to digital wallet. |


Homepage
Movies
Watchlist
Account
Contact
Popular
New
Upcoming
Choose date
Choose Seat
Snacks
Payment
History
Upcoming
Saved
My Tickets
Account Info
Points/Rewards
Phone number
Chat
Social

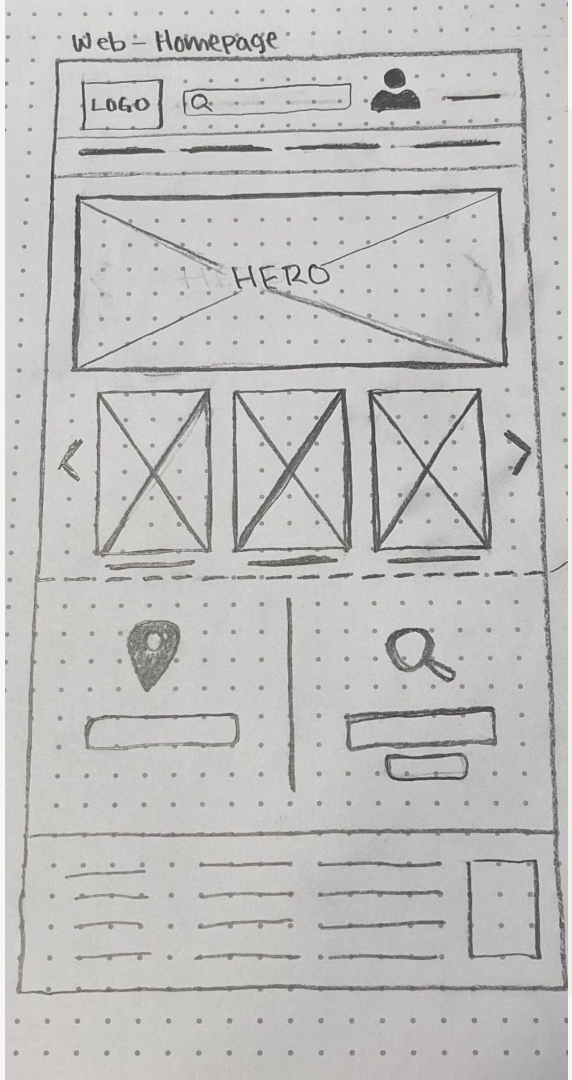

Open App
Login or continue as guest
Login
Create an account?
Yes
Register
No
Enter Email
Password
Guest
HomePage
Movies
Trailer
Date & Time
Seat
Checkout
Ticket
Search
My Tickets
Snacks

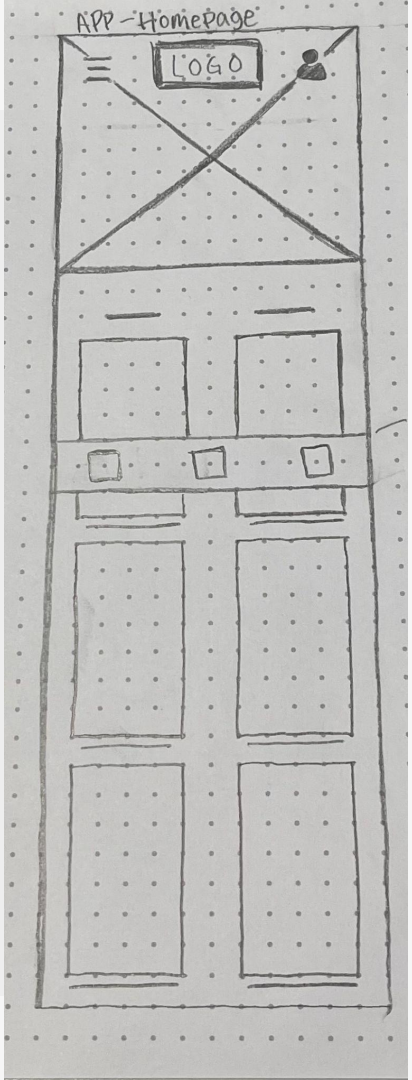
# Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Paper wireframes

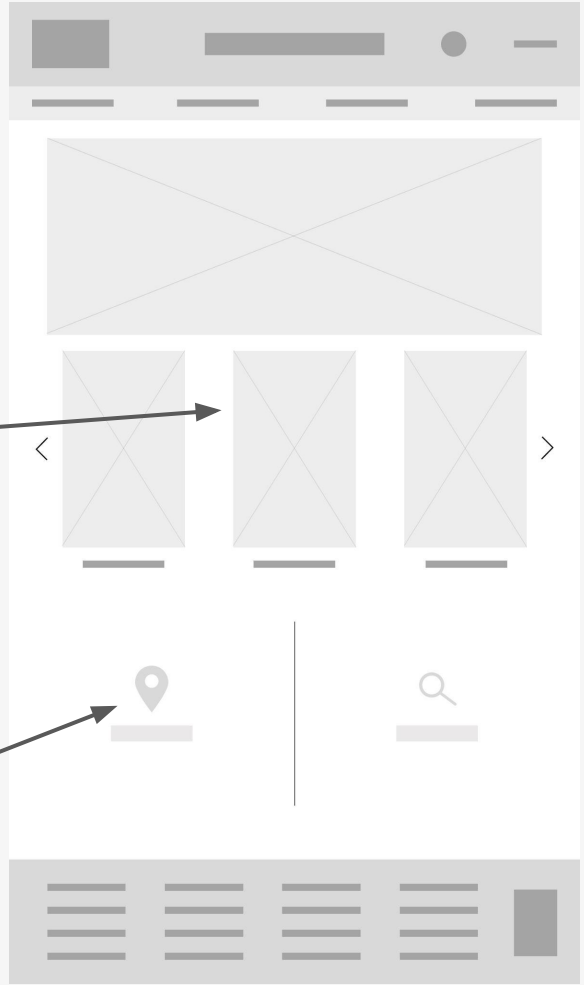
These are 2 wireframes drawn out. One for web and the other for mobile.



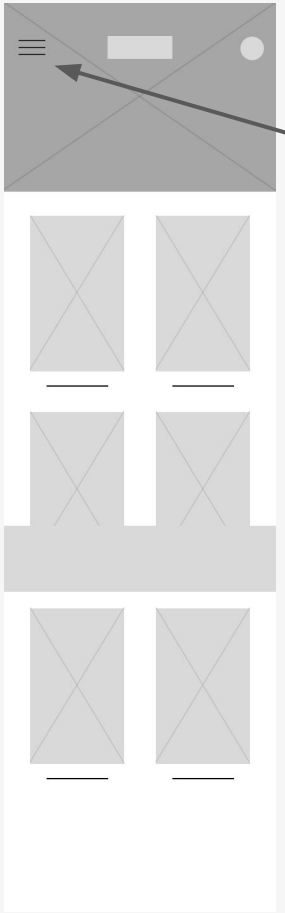
# Digital wireframes

I drew two different home pages for both web and mobile, making sure the design would be responsive for both platforms.



This is an automatic carousel that will change every 3 secs showcasing featured movies.

To optimize the number of pages, a "find a theater" tool has been located on the homepage.

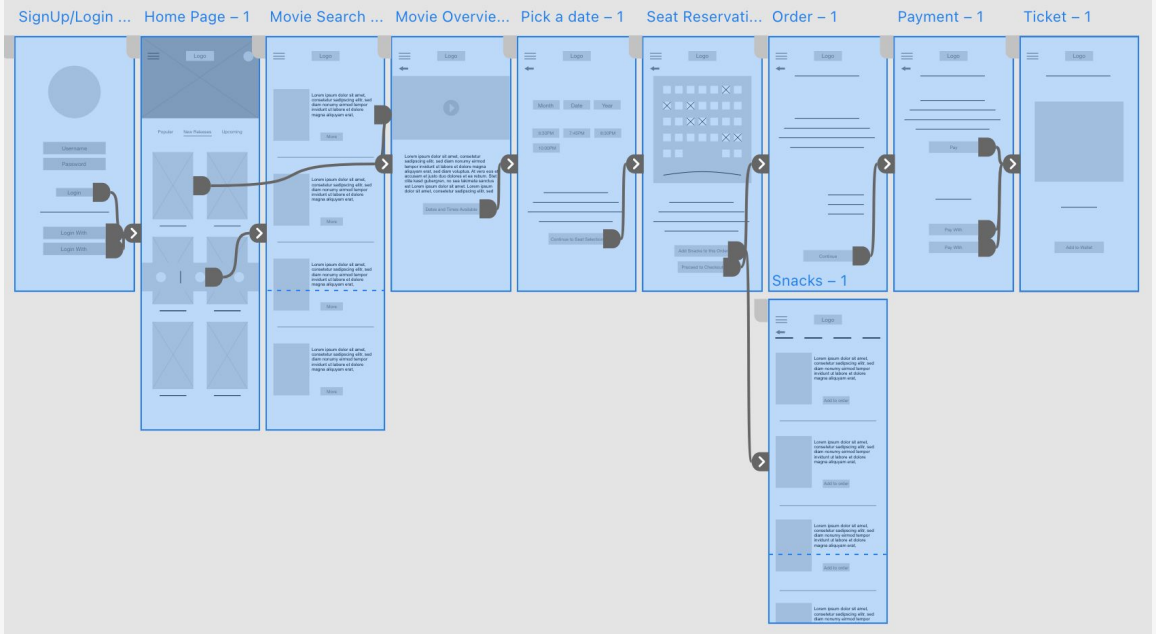


Hamburger nav contains multiple other pages that the bottom nav does not have.

Fixed bottom nav to quickly navigate to high traffic pages.

# Low-fidelity prototype

https://xd.adobe.com/view/8749d497-1e92-4fee-8b9f-62ff867563a6-d21a/



# Usability study: findings

The user will be apart of a moderated usability study. They will be prompted to complete 3 tasks that can be done through the app, share any ideas, and provide any feedback.

## Round 1 findings

The Movie Night homepage should include information other than just movies.

Participants want to be able to select seats and dates off of a calendar.

## Round 2 findings

Users wanted additional ways to pay.

Users wanted to be able to save the date in the calendar.

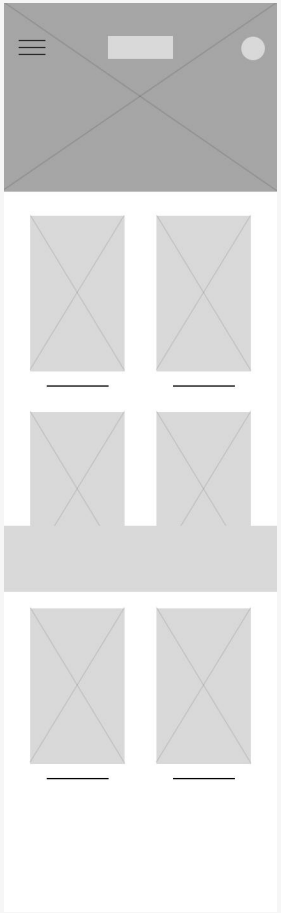
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

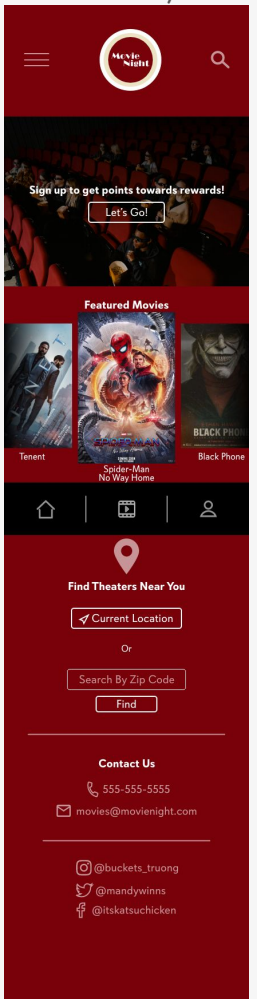
# Mockups

Based on usability studies, I made changes to the homepage. Instead of the hero being apart of the navigation, I opted to have it underneath. This way text and components are more visible and accessible to the user. I also decided to implement a carousel to show featured movies to have more space for additional information making it feel more like a home page and avoid confusion.

Before usability study



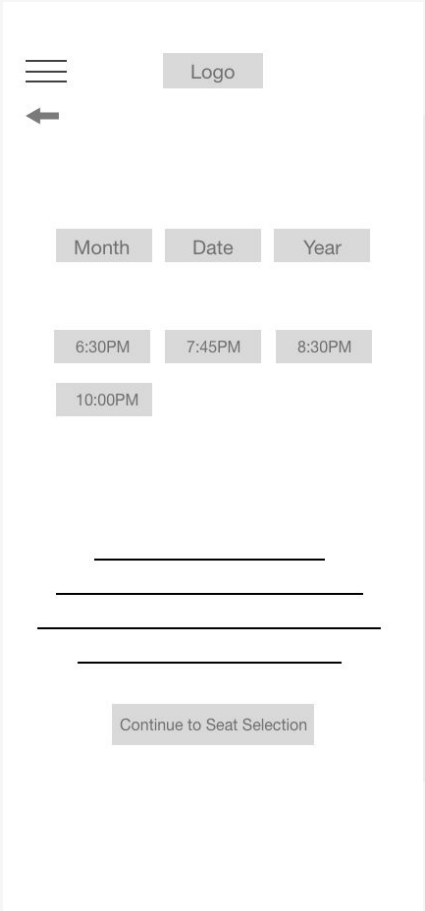
After usability study



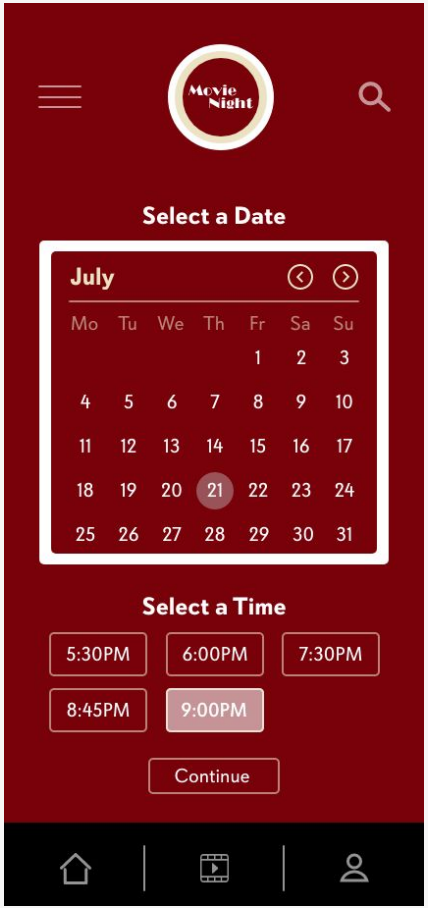
# Mockups

The second usability study revealed frustration when going to select dates to book a movie. At first I was thinking of putting dropdowns in to select the date, but realized that it would be much easier to put a calendar in. I then decided to create my own working calendar.

Before usability study

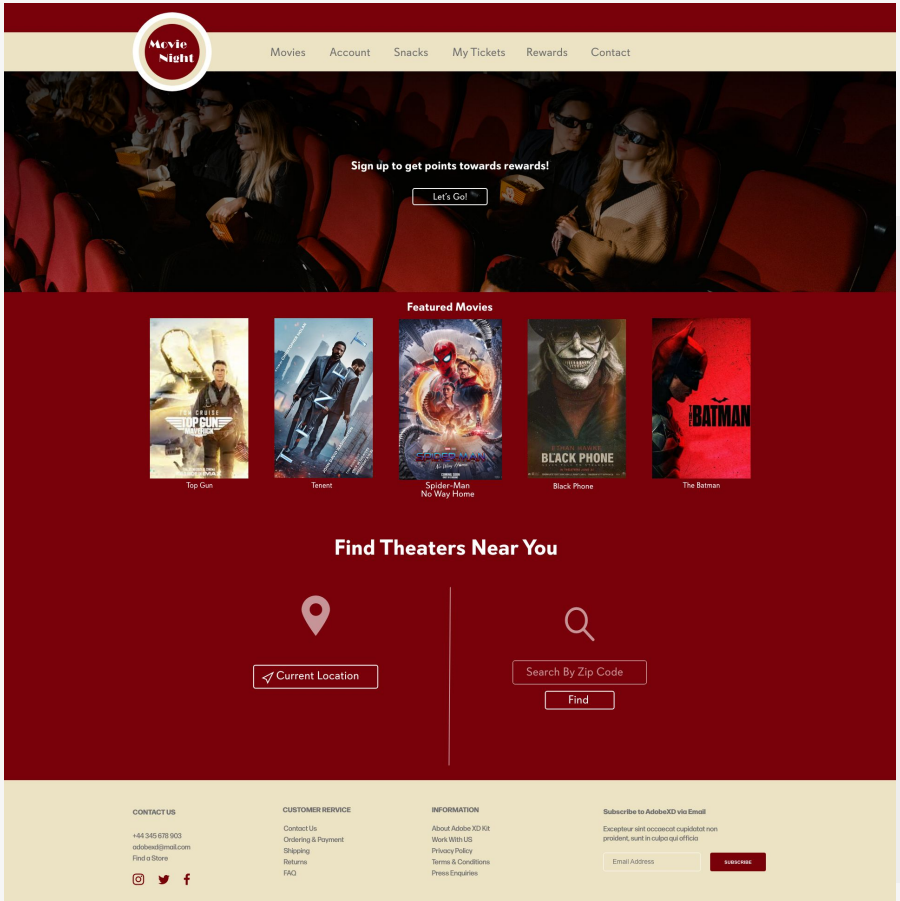


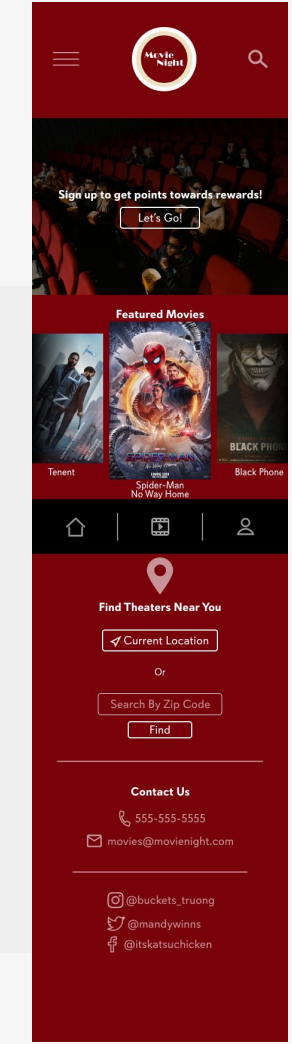

After usability study



# Mockups: Screen Size Variations

I included considerations for additional screen sizes in my mockup based on the wireframes from earlier because users often make purchases from different devices. In this case, a dedicated mobile app would be designed first according to studies.



# High-fidelity prototype

The final high-fidelity prototype presented the same user flow. It includes changes made after thee usability study.

View Movie Night:
https://xd.adobe.com/view/ee04ee39-fd93-4c35-aeb7-f6e489d22c1a-bb57/

# Accessibility considerations

1

Used Icons to help make navigation easier.

2

Used detailed images to represent the movies that were populated on the screen to help users understand what they were clicking.

3

Tested color contrast on WebAIM and compared to WCAG to make sure users are able to see certain texts.

# Going forward

- Takeaways
- Next steps

# Takeaways

### Impact:

The Movie Night  app truly makes going to go see a movie simple and easy.

*“This app was pleasant to use and easy to navigate. I would use this app for purchasing vehicles!”*

### What I learned:

While designing this app, I learned how to prototype states of a component. I also have gotten into the habit of using features offered by Adobe XD, such as repeat grid to work more efficiently.

# Next steps

1

Conduct another round of usability studies, to make sure that all of the identified user pain points have been addressed.

2

Conduct more user research to identify any areas that need improvement.

3

Polish off design and implement adding snacks to an order.

# Let’s connect!

Thank you for reviewing my work on the Movie Night app! If you’d see more of get in touch, my contact information is posted below!

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