



iPhone Software Engineering Assignment 1

Semester 2 (2017)

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JF Cinemas

Slogan

Cinemazing

Main purpose

Our app enables users to read up on current movies, and book tickets for our cinema. The two main goals for our app are to: Firstly, provide an aesthetically pleasing interface which is responsive and attractive to the eye, and secondly, as much as possible, minimise unnecessary motions used for navigation. In combining these two ideologies, we aimed to deliver an effective product which is easy to use.

Selling point

Planning your next movie outing with friends or family? Why go through the hassle of waiting in a line or needing a computer nearby? Our app is minimalistic and intuitive to use. Through their phones, it allows users to browse movies, choose a session and make a payment in no more than a few simple taps.

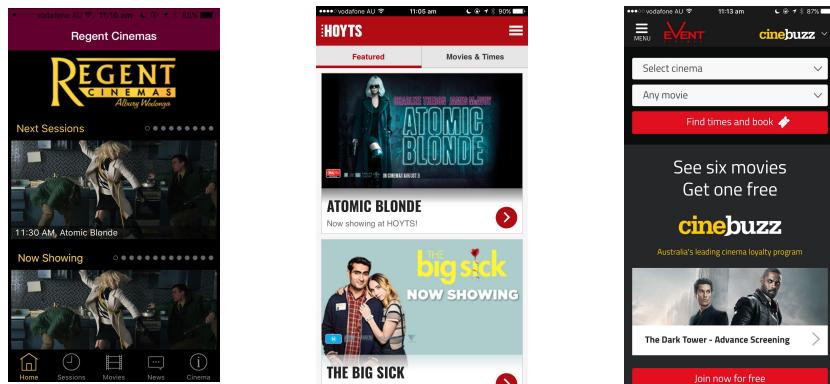
Use case

If you ever feel like watching a movie in the spur of the moment, have access to tickets from your phone. Be able book anywhere, anytime: At the shopping center with company, waiting in line at the bank or while lounging on the couch.

Research

The four apps that we researched were Regent Cinemas, Hoyts Cinema, iMDB and Event Cinemas. Majority of the apps had similar layouts with a few features varying from one to another. We divided the views into five main categories, the home page, movie description, movie sessions, ticket purchasing and collection view of movies. We too will be providing these views.

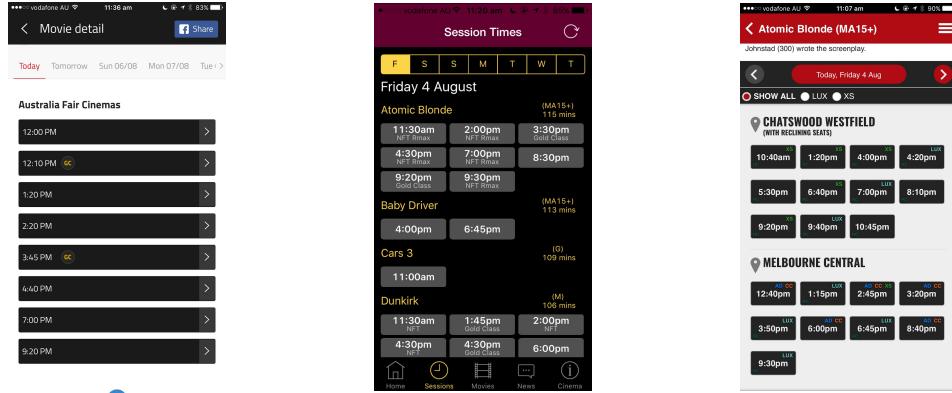
Home screens: Here we have three very different but also similar approaches. In terms of layouts these three apps choose to use a tabular view to display information, where each tab transitions into another view. The Hoyts and Events apps take a similar approach, with a navigation slide out bar, whereas Regent cinemas opts to use a tab view for quick access.



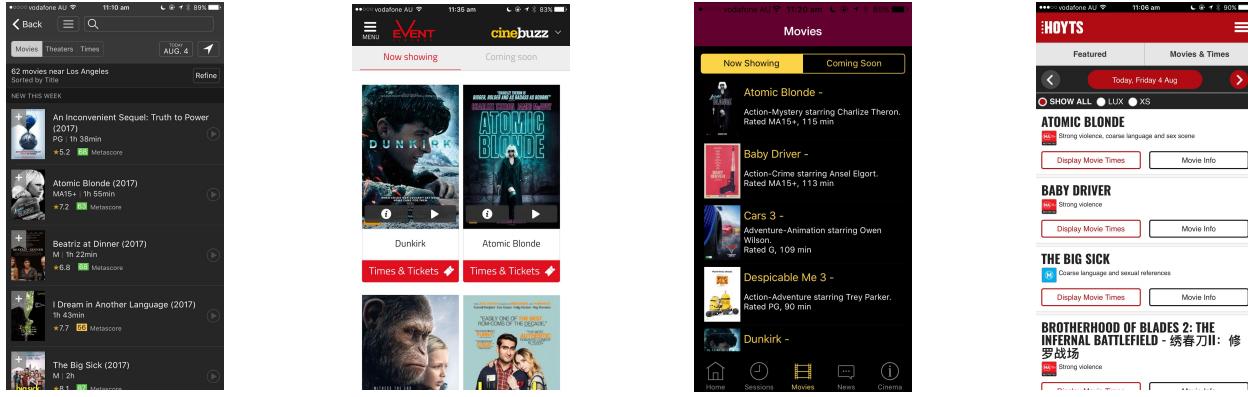
Movie Description: Here all cinemas took 4 very different approaches, Regent and Event display a very simplistic approach whereas iMDB takes a high-level detailed approach due to it not being a cinema app but a movie database one. Hoyts sits as an in betweener, displaying its information more boldly compared to Regents paragraphed descriptions.

Four screenshots comparing movie descriptions. The first, 'Atomic Blonde' on the Regent Cinemas app, shows a basic summary: 'An undercover MI6 agent is sent to Berlin during the Cold War to investigate the murder of a fellow agent and receive a missing list of double agents.' The second, 'Atomic Blonde' on the Hoyts app, shows a more detailed summary: 'An undercover MI6 agent is sent to Berlin during the Cold War to investigate the murder of a fellow agent and receive a missing list of double agents.' The third, 'Atomic Blonde' on the iMDB app, provides a comprehensive breakdown: 'Oscar® winner Charlize Theron explodes into summer in *Atomic Blonde*, a breakneck action-thriller that follows MI6's most dangerous agent as she infiltrates East Berlin to deliver a priceless dossier out of the destabilized city. She partners with embedded station chief David Percival (James McAvoy) to navigate her way through the deadliest game of spies.' The fourth, 'Atomic Blonde' on the Event Cinemas app, shows a detailed summary: 'Oscar® winner Charlize Theron explodes into summer in *Atomic Blonde*, a breakneck action-thriller that follows MI6's most dangerous agent as she infiltrates East Berlin to deliver a priceless dossier out of the destabilized city. She partners with embedded station chief David Percival (James McAvoy) to navigate her way through the deadliest game of spies.'

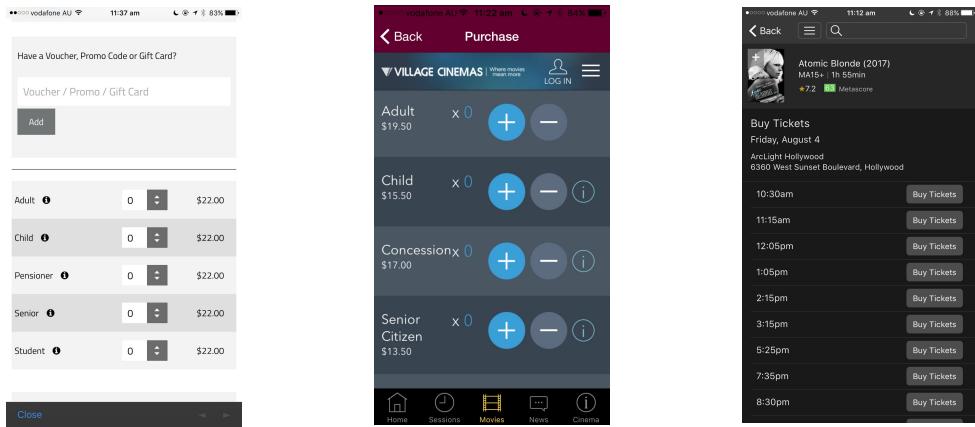
Sessions: In the session views, we can see that both Hoyts and Regent chose similar approaches with the date at the top and timing at the bottom. The two differ in the amount of information presented. Hoyts opts to only shows session times for a single movie while Regent displays sessions for a list of movies. Events differs entirely as it prefers to use a table view as supposed to a collection view.



Collection movies: Three different approaches are displayed effectively here. Some being more descriptive than others as this can be seen between Regent/iMDB and Event/Hoyts. Event and Hoyts relies on using an information button leading to more information whereas Regent and iMDB choose to display a brief overview of information regarding Ratings and Movie length.



Ticket purchasing: Ticket purchasing was different due to the fact that some apps were subjected to a specific Cinema company where as apps like iMDB would have a suggestion of multiple cinemas to choose from which would then link you to their ticket purchasing website.



REST Based API

This rest based API provides the user with top rated movies, upcoming movies, popular tv shows and many more.

URL: <https://www.themoviedb.org/documentation/api>

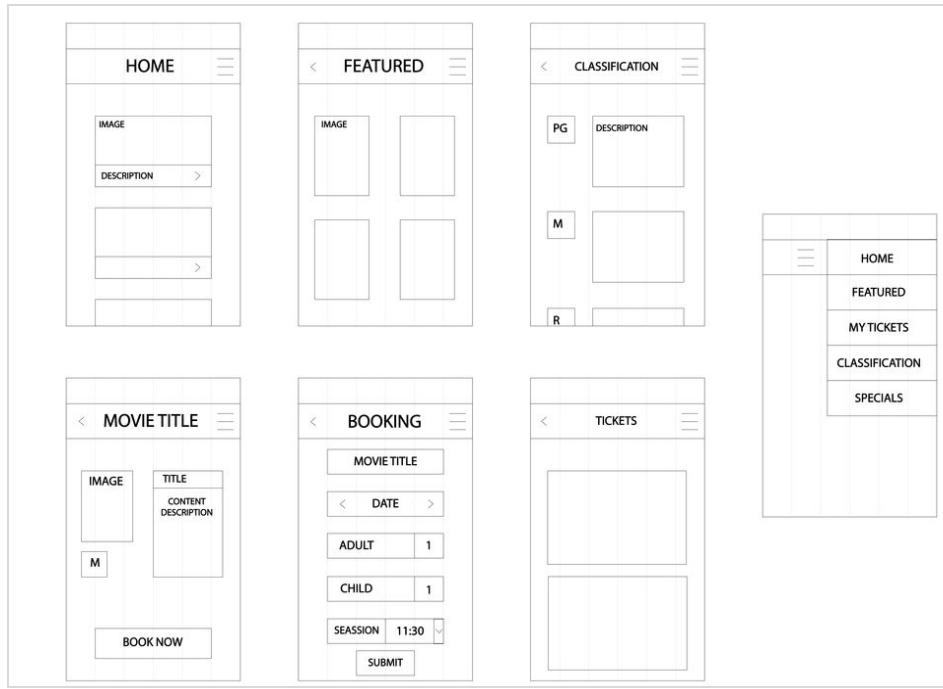
Sample URL Request POST:

https://api.themoviedb.org/3/movie/550?api_key=fcefd09b157f66960bf7326639ed19c7&callback=test

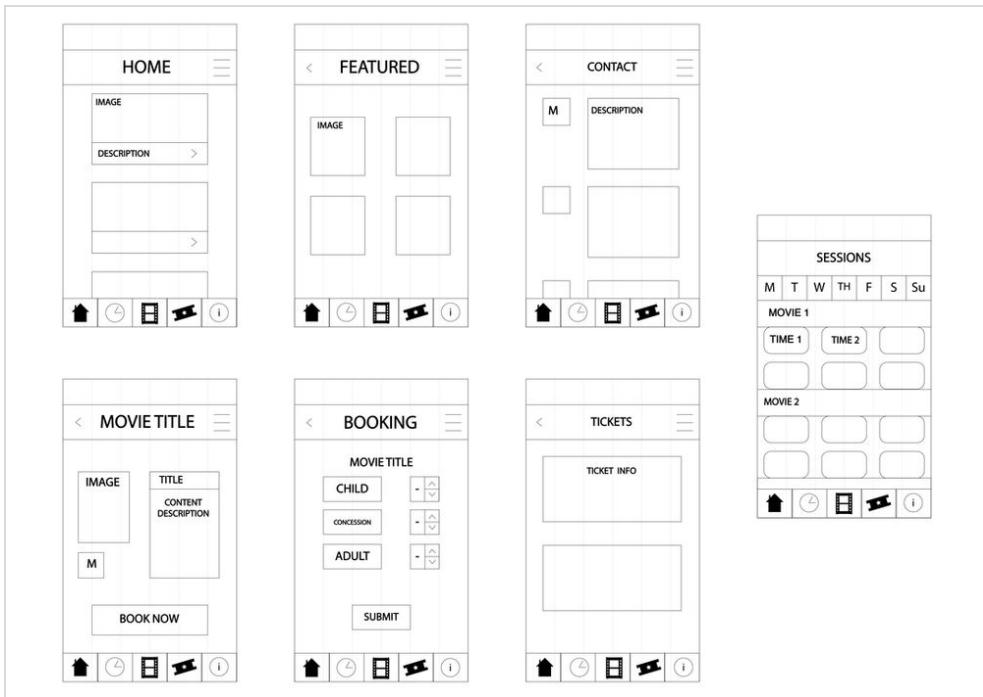
Sample Response:

```
{  
    "adult":false,"backdrop_path":"/87hTDiay2N2qWyX4Ds7ybXi9h8I.jpg","belongs_to_collection":null,"budget":63000000,"genres":[{"id":18,"name":"Drama"}],"homepage":"http://www.foxmovies.com/movies/fight-club","id":550,"imdb_id":"tt0137523","original_language":"en","original_title":"Fight Club","overview":"A ticking-time-bomb insomniac and a slippery soap salesman channel primal male aggression into a shocking new form of therapy. Their concept catches on, with underground \"fight clubs\" forming in every town, until an eccentric gets in the way and ignites an out-of-control spiral toward oblivion.", "popularity":12.389049,"poster_path":"/adw6Lq9FiC9zjYEpOqfq03ituwp.jpg","production_companies":[{"name":"Regency Enterprises","id":508},{"name":"Fox 2000 Pictures","id":711}, {"name":"Taurus Film","id":20555}, {"name":"Linson Films","id":54050}, {"name":"Atman Entertainment","id":54051}, {"name":"Knickerbocker Films","id":54052}], "production_countries":[{"iso_3166_1":"DE","name":"Germany"}, {"iso_3166_1":"US","name":"United States of America"}], "release_date":"1999-10-15", "revenue":100853753, "runtime":139, "spoken_languages":[{"iso_639_1":"en","name":"English"}], "status":"Released", "tagline":"Mischief. Mayhem. Soap.", "title":"Fight Club", "video":false, "vote_average":8.199999999999999, "vote_count":8671}  
}
```

Wireframes (Sketches + Overview)



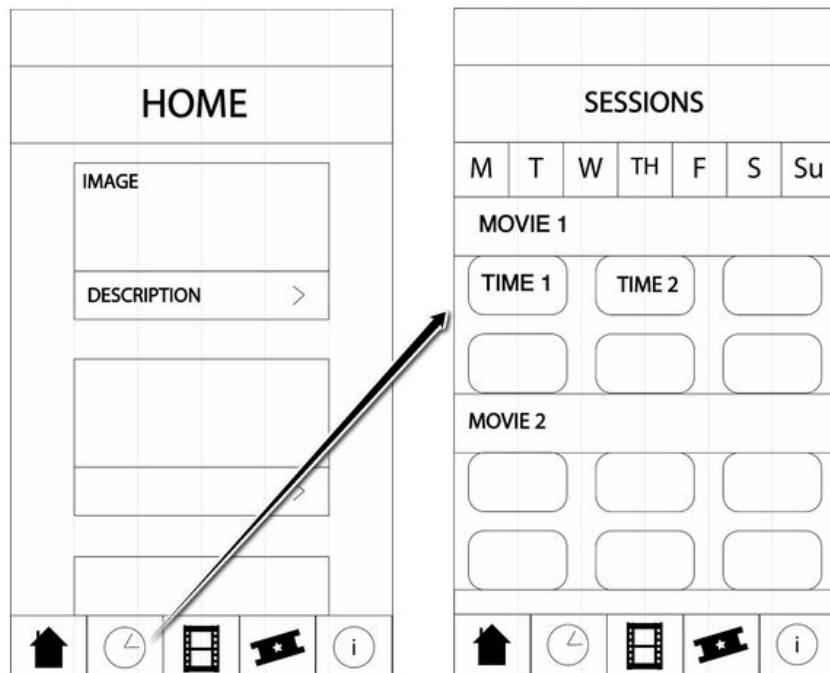
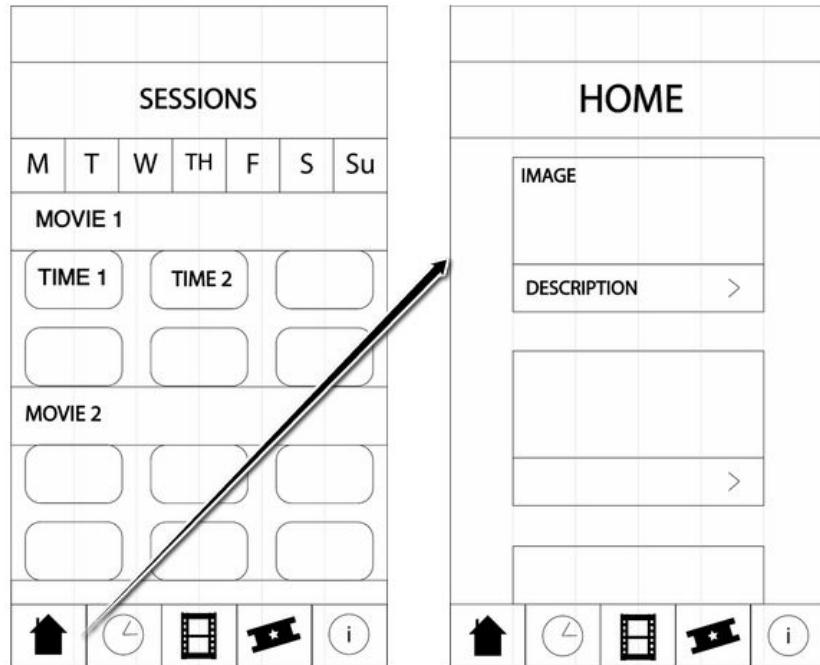
This was our initial wireframe. Initially we were going to use a slide out menu to navigate throughout our app. However, we found that the user was using too many taps to simply navigate between basic views. Instead, we decided to switch to a tab bar instead.

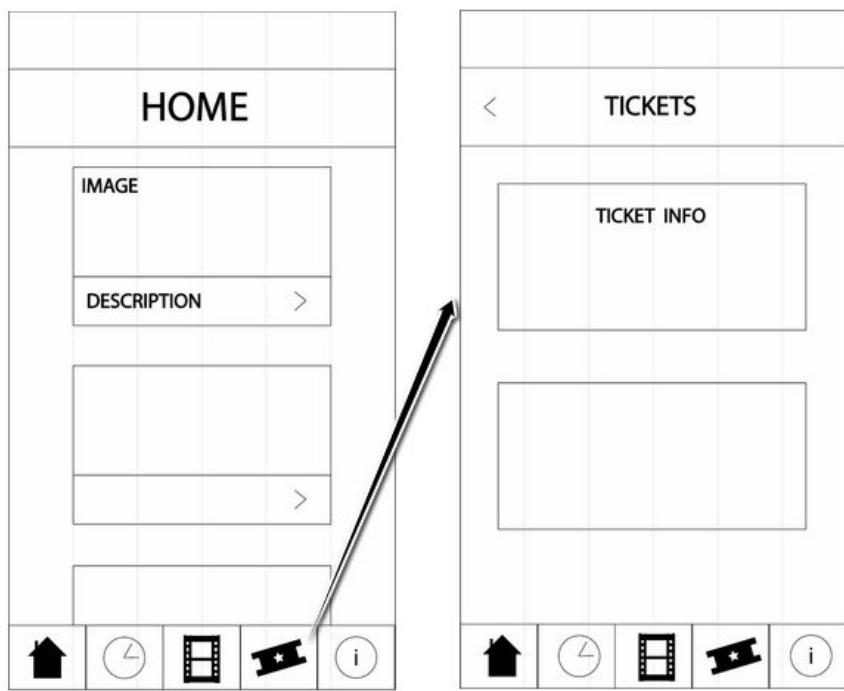
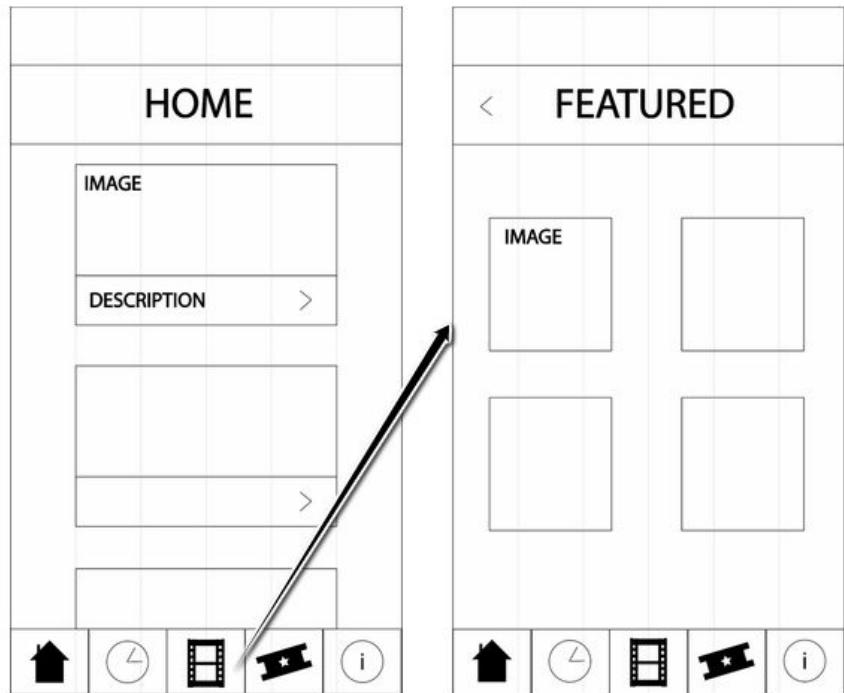


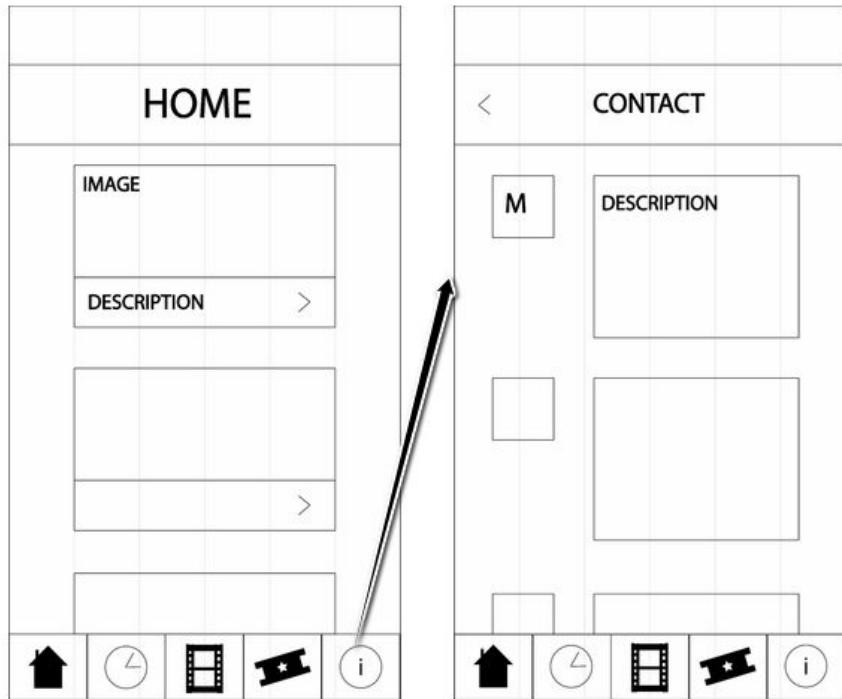
The five tabs that we are using are: "Home", "Sessions", "Movies", "My Tickets" and "Contact". Between these and a few other connecting views such as "Movie info" and "Booking", we have access to all of our functionality.

Wireframe - (Workflow)

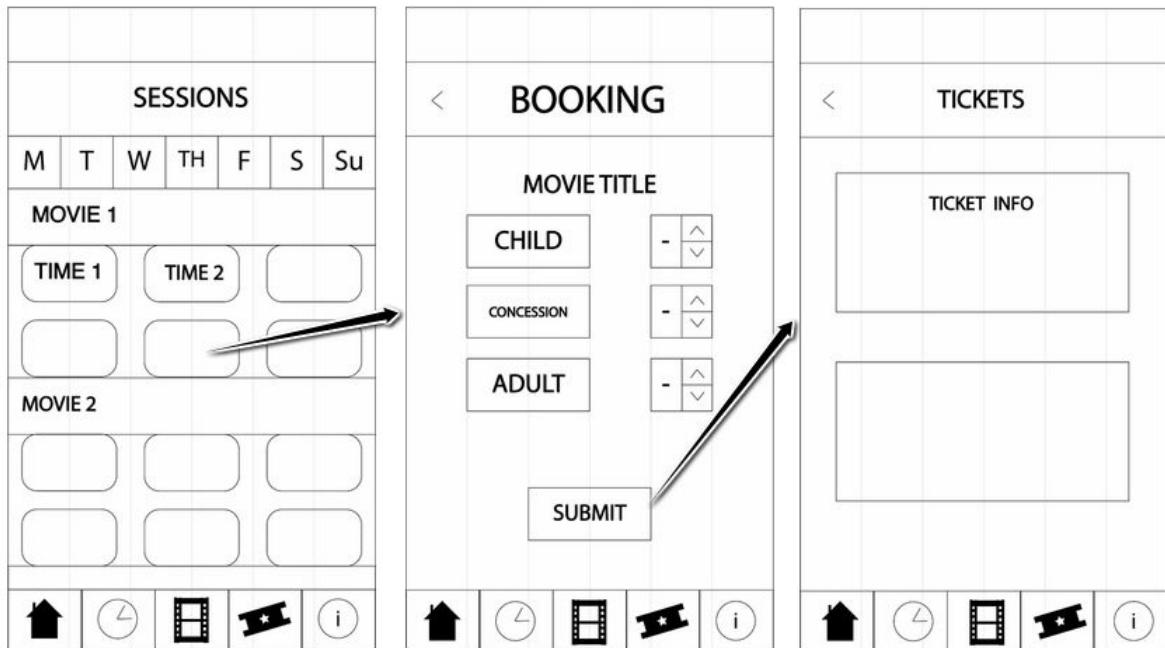
Using the tab bar



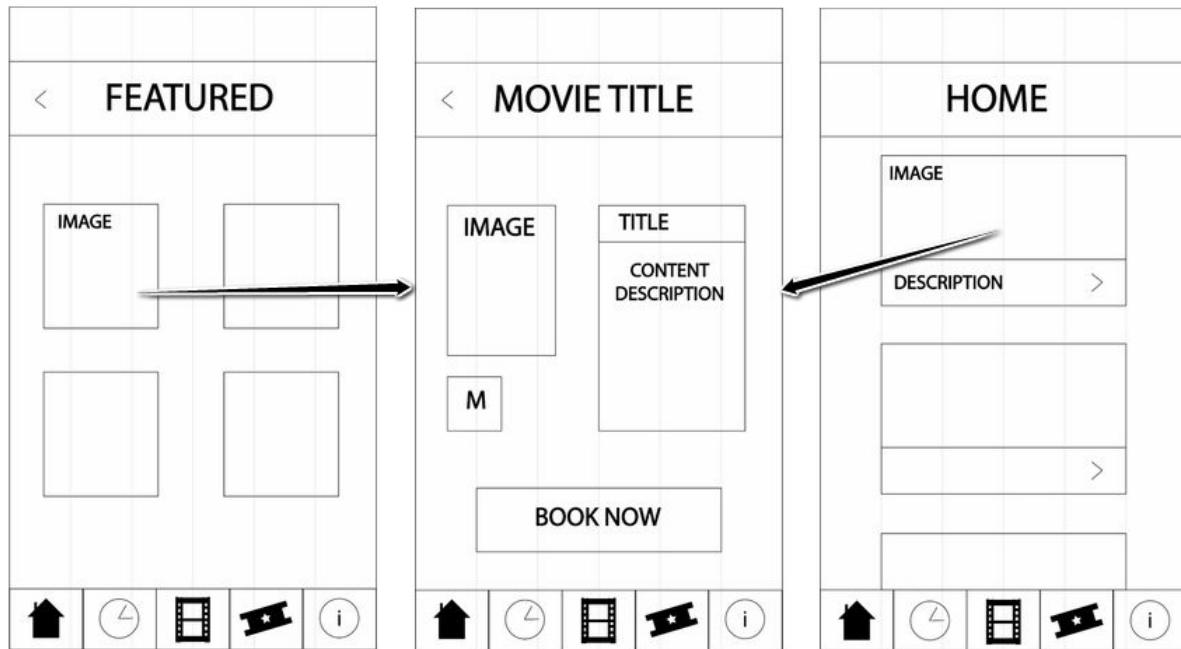




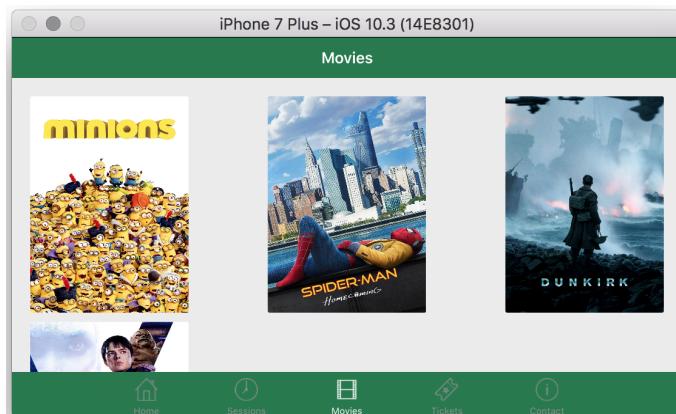
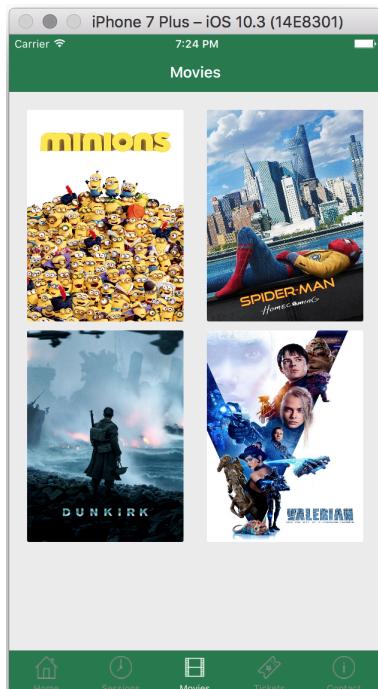
Booking a ticket



Viewing more information about a movie



Adaptive Layout



Design Principles (C.R.A.P)

Contrast

The main focus of our Cinema app is using high quality images displayed to the user which draws in attention as soon as they load in the application. We decided to use green for the navigation and white for the body content to contrast the user from two different settings. The reason we focused our images on a black background is because cinema backdrops have high visual contrast. Specific font colouring was also important for the user to navigate and identify certain descriptions, alongside with buttons which had to be noticeable and placed in reasonable areas.

Repetition

Throughout our application we use the same font colour for text description and any important labels we added a more high contrasting colour. As it can be seen throughout our view we used green and white as the two main focus colors so that the user is not overwhelmed with all sorts of contrasts. For our icons we used a specific set which all had similar design to them and we kept our heading always centered when suitable.

Alignment

For our images we ensured that all images stayed the same size and aligned to the center. Any items that we placed would not be touching and have a specific distance between them and aligned in an orderly fashion so that items did not seem out of order. It is important that we keep objects aligned with one another because it can be displeasing to many, as it is an unnatural feel to the user especially having to touch in out of lined places.

Proximity

Within our views we always kept a distance from the view border so that content would not appear overlapping through the screen. Also content within the same view would not be in close proximity of one another. Proximity is important because we do not want information to be covered by other views causing missing information. Overlapping could also cause the user to misclick into the wrong area.

Apple Design Guideline

Clarity

In order to display a sense of clarity we used a minimal set of colors green, grey and white for our theme. This made it easy for the user to clearly distinguish specific titles, headings and notify where the user is at at a certain tab. We kept a lot of spacing between content so that items did not appear clustered and information was easy to grasp.

Deference

To apply depth we used a variety of layouts which included table views, collection views and tab view. By combining these together we provide a fluid and smooth flowing application that is easy for the user to grasp. An example within our application is the session picker which contains a segmented controller for the days, a table view for each specific movie and a collection view of times within the table view, all of these combined together provides an easy approach to selecting a session for a movie.

Depth

Whenever a user selects items, we allow highlighting on the specific object, this applies the property of depth for the user, having them clearly justify what they have just done within the application. Also when switching between tabs it is important to notify through the use of color which tab has been selected. Within our views we applied navigation controllers which showed a level of hierarchy within the application itself and users were able to go back if the needed so, but we would also facilitate in resetting any navigation if the user was to transition to another tab.