

# Movie Preview Experience of Retro Movie Theater

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Rojalin

# Project overview



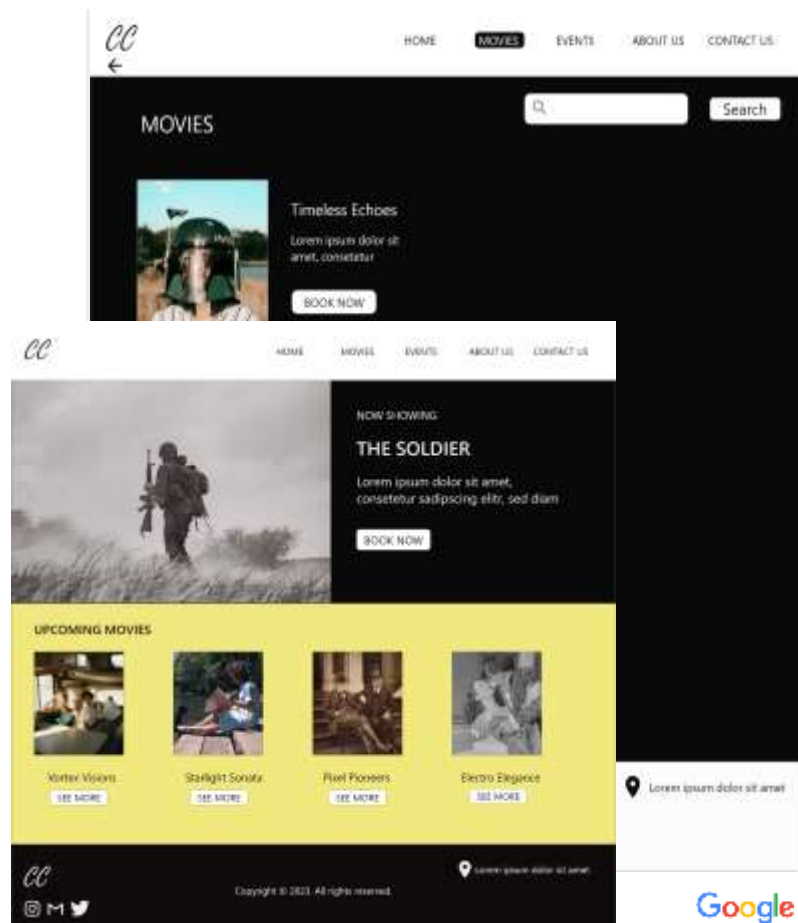
## The product:

Classic Cinephilia is a website made for people who enjoy classic movies. They can watch their favorite retro movies by booking tickets and also they can attend many events at the theater.



## Project duration:

July 2023 to October 2023



# Project overview



## The problem:

There are not many retro theaters. Retro movie lovers aren't able to experience their favorite movie on screen.



## The goal:

To allow movie lovers and movie enthusiasts to be able to experience the retro movies in theaters. This website will help them in booking tickets for their favorite movie while attending exciting events arranged for them at the theater. This website offers a smooth ticket booking process.

# Project overview



## My role:

Lead UX designer for this project



## Responsibilities:

Conducting surveys, paper and digital wireframing, usability study, low and high fidelity prototype, iterating on designs and responsive design.

# Understanding the user

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

# User research: summary



I did the user research which aimed to gather insights into user behaviors, preferences, and expectations regarding the movie preview experience on the website of a retro movie theater. The goal was to inform the design and development of a user-friendly and engaging platform. The research employed a combination of qualitative and quantitative methods, including in-depth interviews, usability testing, and surveys. Participants were recruited from the target audience, including both seasoned cinephiles and individuals new to retro cinema.

# User research: pain points

1

## Navigation

Users may find it challenging to navigate through the website, especially if direct links to popular sections like "Classics" are not easily accessible.

2

## Complex Booking Process

If the seat selection or payment process is overly complex, users may become frustrated during the booking flow.

3

## Limited movie variety

Users may feel disappointed if the curated movie selection does not cater to a broad range of tastes and interests.

# Persona: Maya

## Problem statement:

Maya is a film enthusiast who needs a properly designed website because she wants smooth booking of the film for her movie night.



Maya

**Age:** 30

**Education:** College student

**Hometown:** Brampton, Canada

**Family:** Parents

**Occupation:** Film Enthusiast

*"Movies are more than just images on screen; they're time capsules of emotions and stories that bridge the past and present"*

## Goals

- Discover upcoming retro movie screenings
- Plan a movie night for her friends.

## Frustrations

- "It's difficult to find information if the website is cluttered or poorly designed."
- "Lack of details about theater's ambiance, amenities and pricing."

Maya is 30 year old Film enthusiast with a deep love for classic movies and retro aesthetics who lives with her parents. She often organizes movie night for her close friends and is known for her attention to detail when planning outings. She finds it difficult to search for information if the website is not designed properly. She gets frustrated if the website doesn't show about the theater's ambiance, amenities and pricing.



# User journey map

I created a user journey map of Maya to show the pain points and also including some improvement areas.

## Persona: Maya

Goal: To choose a retro movie from website for night out with friends

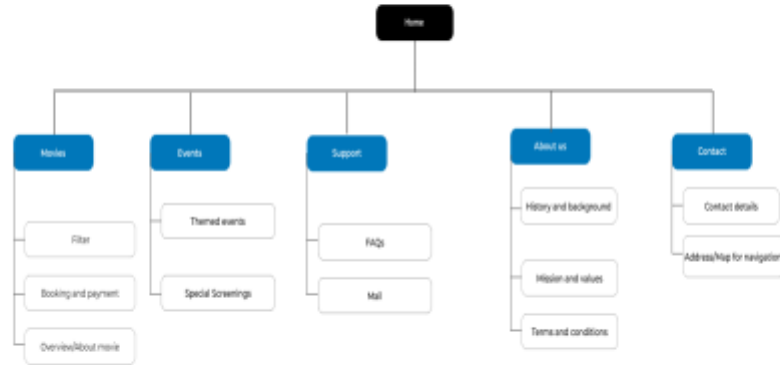
ACTION	Discovering a retro movie theater	Exploring showtimes and movie options	Review group booking options	Explore theater ambiance and amenities	Gathering insights from reviews and testimonials
TASK LIST	A. Search online for unique movie experience. B. Comes across the retro movie theater's website	A. Navigate to the 'showtimes' or 'movies' section of the website B. Browse through the upcoming movie screenings. C. Click on individual movies to learn more about them.	A. Look for information on group bookings or discounts. B. Check for any details regarding group packages. C. Evaluate the pricing and compare with individual ticket prices.	A. Navigate to the "About" or "Experience" section of the website. B. Look for images or descriptions that showcase the retro ambiance.	A. Scroll through the website to find a "Reviews" or "Testimonials" section. B. Click on individual reviews or testimonials to read more. C. Look for overall positive sentiments from past visitors.
FEELING ADJECTIVE	Curious	Engaged	Organized	Intrigued	Reassured
IMPROVEMENT OPPORTUNITIES	Make sure the homepage provides a glimpse of the unique experiences that theater offers.	Create a clear and user-friendly navigation menu that prominently features "Showtimes" and "Movies."	Create a dedicated section or page for group bookings with clear details and benefits.	Populate the "About" or "Experience" section with high-quality images of the theater's decor and seating.	Encourage past visitors to leave detailed testimonials that emphasize the retro movie night experience.



# Sitemap

Navigation was the pain point of most of the users so keeping that in mind I made this sitemap.

I made this structure and designed to provide a clear and organized user experience while navigating through the retro cinema website.

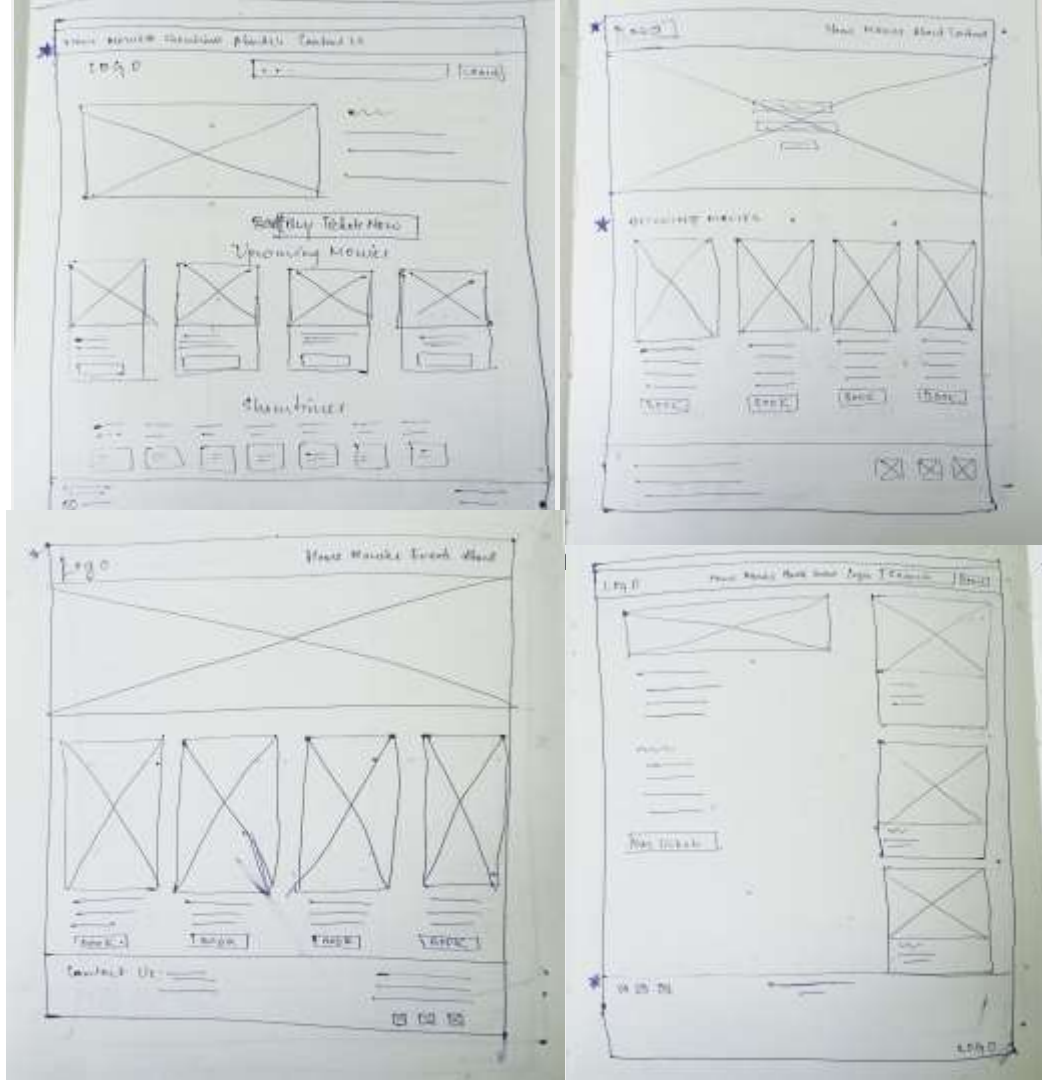


# Paper wireframes

Then I created these paper wireframes for the website.

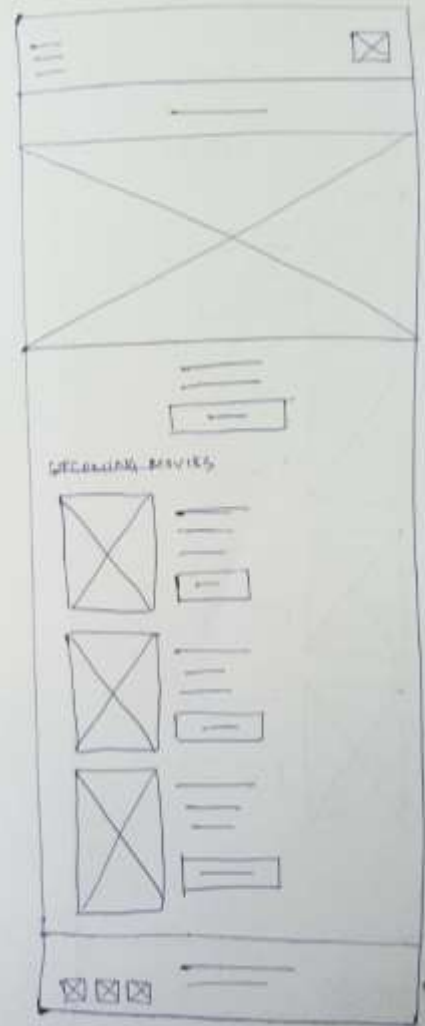
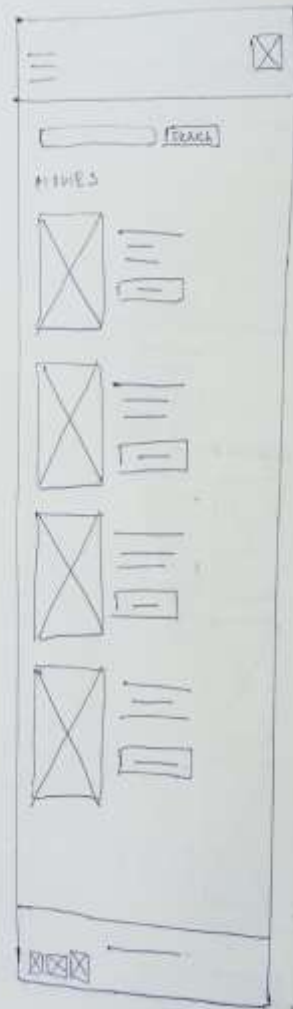
The star marked are the ones which made it to the final design.

These wireframes shows the home page of the website and also menus for easy navigation by users.



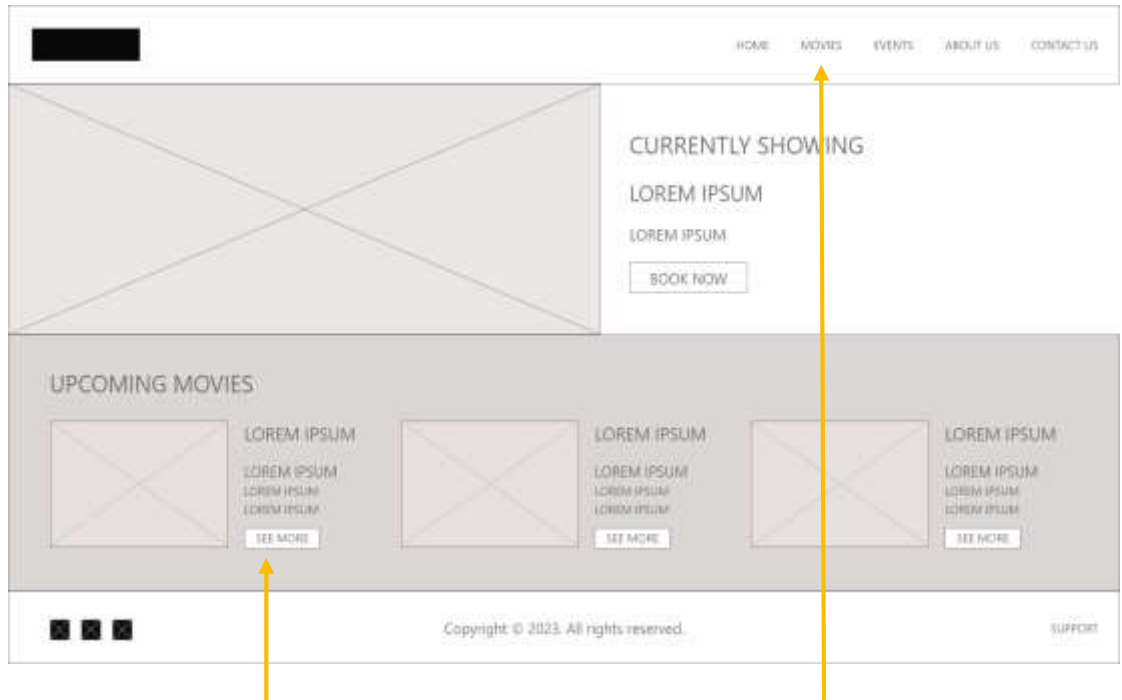
# Paper wireframe screen size variation(s)

Since the users access the website on different devices, so I made wireframes for the mobile version which is responsive in nature.



# Digital wireframes

Converted paper wireframes to digital wireframes. I made it easy for the users to find the menus. The flow of ticket booking process is simple. Users can find about more about the upcoming movies by clicking on 'see more' button.

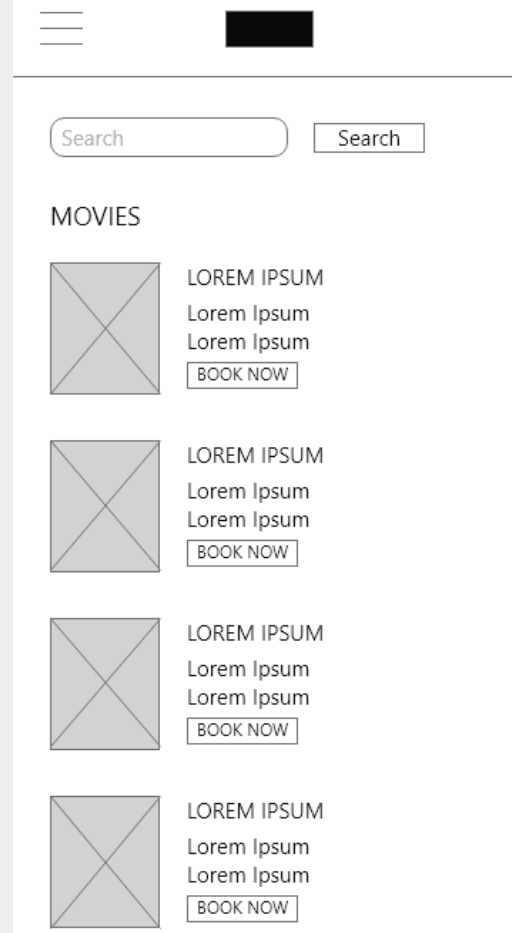
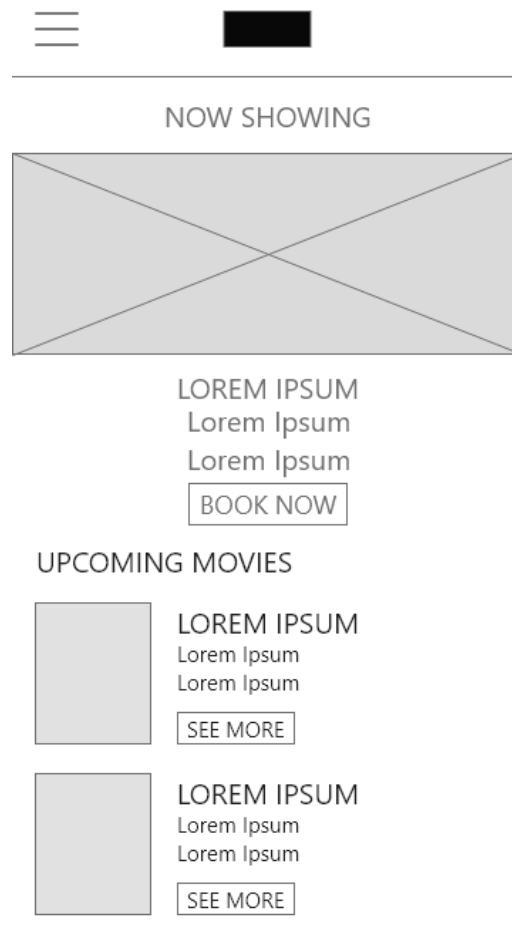


User can see more about the upcoming movie including the movie description

The user can look for their favorite movies in this section and book tickets

# Digital wireframe screen size variation(s)

Since different users use different devices to access the website , these are the wireframes for the mobile version. They are responsive in nature and have easy navigation for users.







# Usability study: parameters



Study type:

Unmoderated usability study



Location:

India, remote



Participants:

5 participants



Length:

20-25 minutes

# Usability study: findings

These are the main findings:

1

## Mobile Responsiveness

Participants noted issues with the website's responsiveness on mobile devices, such as difficulty accessing certain features or content not displaying correctly.

2

## Booking Process Efficiency

Users encountered challenges during the booking process, particularly in selecting seats or understanding pricing options.

## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

The date slot was not added which made difficulty for the users. So I added that feature on the mockup and moved the payment mode and meal options to the next page.

Before usability study

CC

HOME MOVIES EVENTS ABOUT US CONTACT US

Placeholder image

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy elitmod tempor invidunt ut labore et

Select showtime

9:10am 12:15pm 4:05pm 7:20pm

Legend:   
■ Sold   
□ Available   
■ Selected

Seat selection grid (Rows A-E, Columns 1-10)

Screen

Pay for Tickets

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After usability study

CC

HOME MOVIES EVENTS ABOUT US CONTACT US

TIMELESS ECHOES

Current ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy elitmod tempor invidunt ut labore et dolore magna aliquam erat, sed diam voluptua. At vero eros et accuam et justo duo dolores et ea rebum. Stet clita kasd

Select showtime

9:00 AM 12:15 PM 4:00 PM 7:20 PM

Select date

15/10/2023

Legend:   
■ Selected   
■ Sold   
□ Available

Seat selection grid (Rows A-F, Columns 1-10)

CONFIRM BOOKING

CC

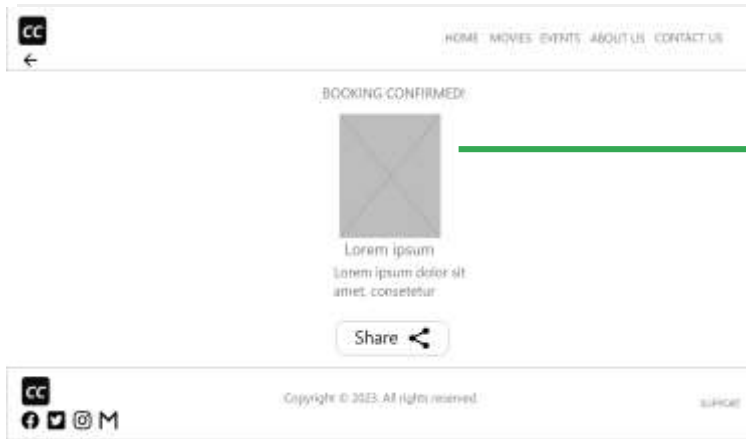
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Google

# Mockups

Before the mockup there was no download option so to make it more convenient to the users I added a download button where they can download the ticket and share it with anyone.

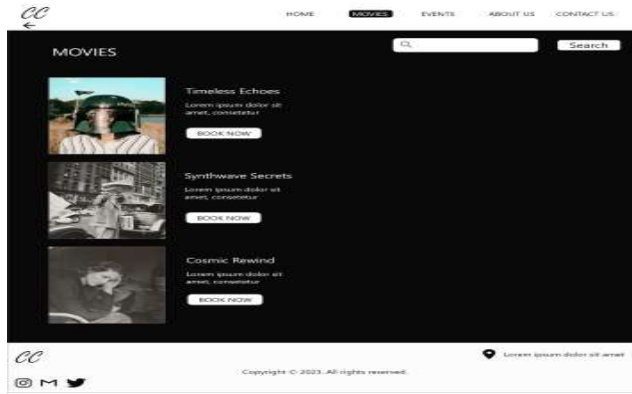
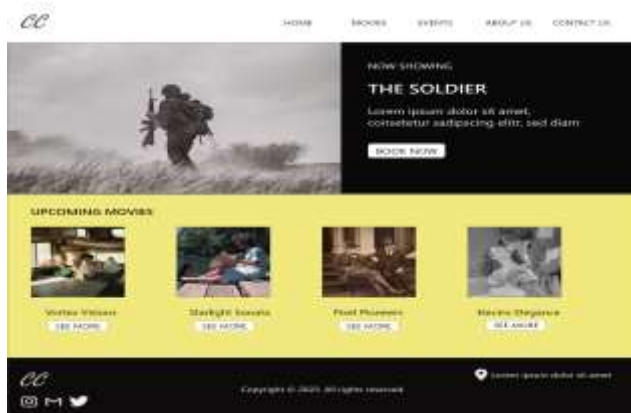
Before usability study



After usability study



# Mockups: Original screen size



# Mockups: Screen size variations



# High-fidelity prototype

The hi-fi prototype was created in the same process as lo-fi prototype. This was done after the design changes made to mockups.

LINK: [hi-fi prototype](#)





# Accessibility considerations

1

I provided descriptive alt text for all images, including movie posters and other visual elements, to assist users who rely on screen readers.

2

Implement a responsive design that adapts to various screen sizes and devices, facilitating accessibility for users with different devices and screen readers.

3

Maintain a consistent navigation structure throughout the website to help users with cognitive disabilities navigate more easily.

# Going forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Our target users shared that it was easy to use and navigate. They expressed that the downloading the ticket was the best option. The user flow is very convenient.



## What I learned:

I learnt that the website should always be made by keeping the user/customer in the center. Accessibility is a very important factor for me. Since this was my first project in adobe xd, I learnt many new things.

# Next steps

1

Document the changes made to enhance accessibility and usability. This documentation can serve as a reference for future updates and improvements.

2

Ensure that the website is compliant with relevant accessibility laws and standards in the regions where it is accessible. Regularly review and update compliance measures as needed.

# Let's connect!



Thank you for reviewing my work on Classic Cinephilia.

If you'd like to get in touch with me then contact:

Email: [rosalin2904@gmail.com](mailto:rosalin2904@gmail.com)