

# User Centric Design

ShowGo - Movie booking app





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# Overview

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IE-418

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# Project Overview

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We developed a user-friendly movie booking app that streamlines the ticketing process and enhances the overall experience with personalized recommendations, seamless seat selection, and secure payments. Designed for a wide range of users, the app includes accessibility features. Built using modern mobile development tools, the app combines functionality, usability, and performance in a sleek, intuitive design.



# Competitor Analysis

The current major competitor for movie booking in India is -

BookMyShow

## Strengths

- Intuitive Interface
- Wide Cinema & Event Coverage.
- Smooth Seat Selection.
- Payment Convenience.

## Weaknesses

- Cluttered interface at times - Home screen can feel overloaded with banners, ads, and multiple content types.
- Accessibility Gaps - Limited accessibility features like font resizing, voice support, or color-blind friendly modes.
- Inconsistent UX Across Events vs. Movies.
- Food & Add-On Upselling Feels Pushy.

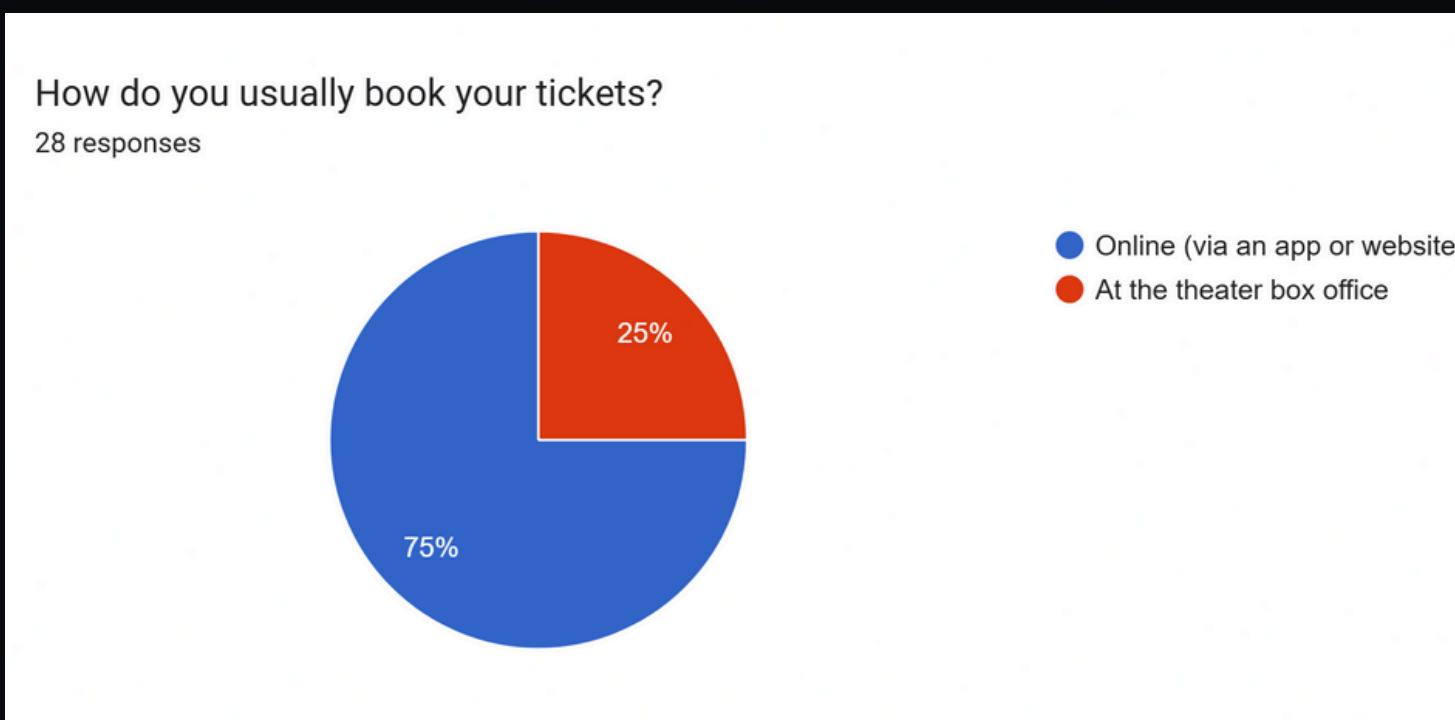
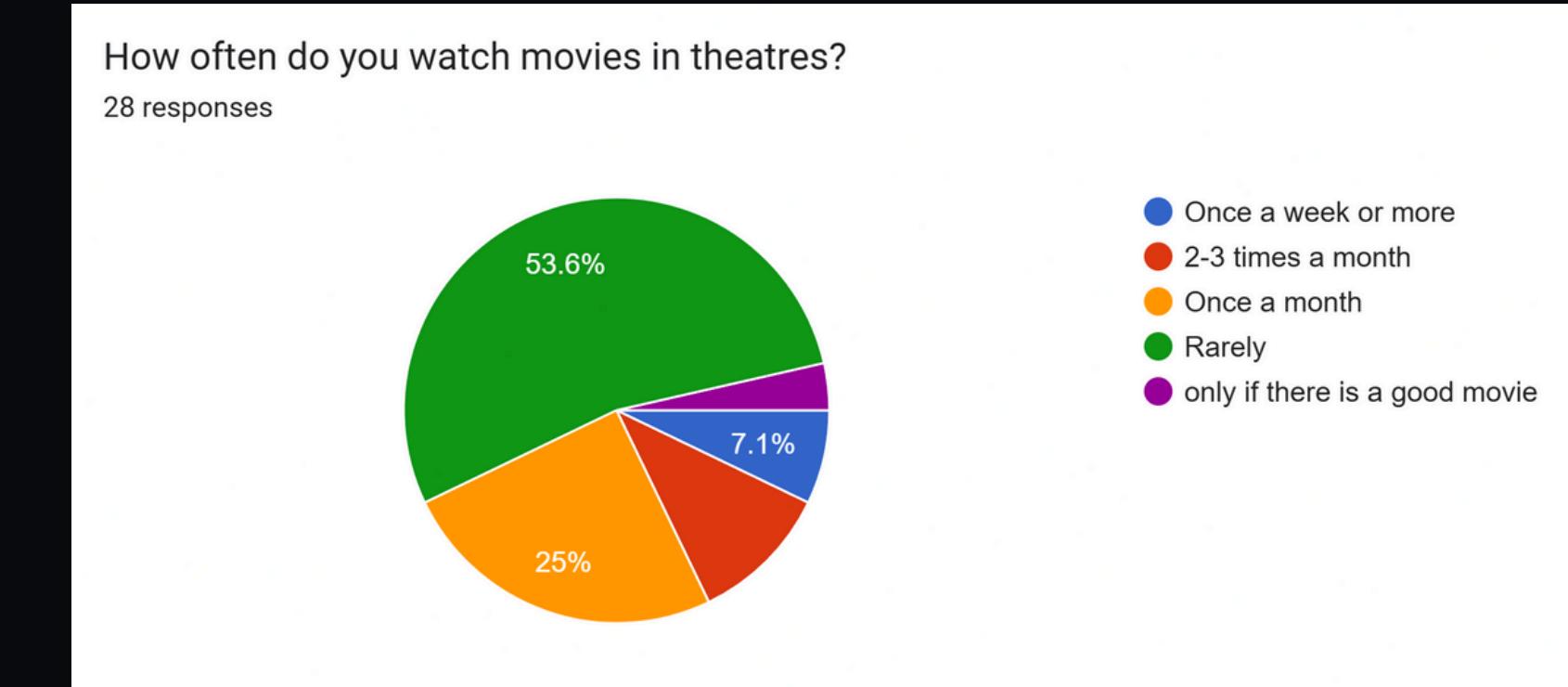
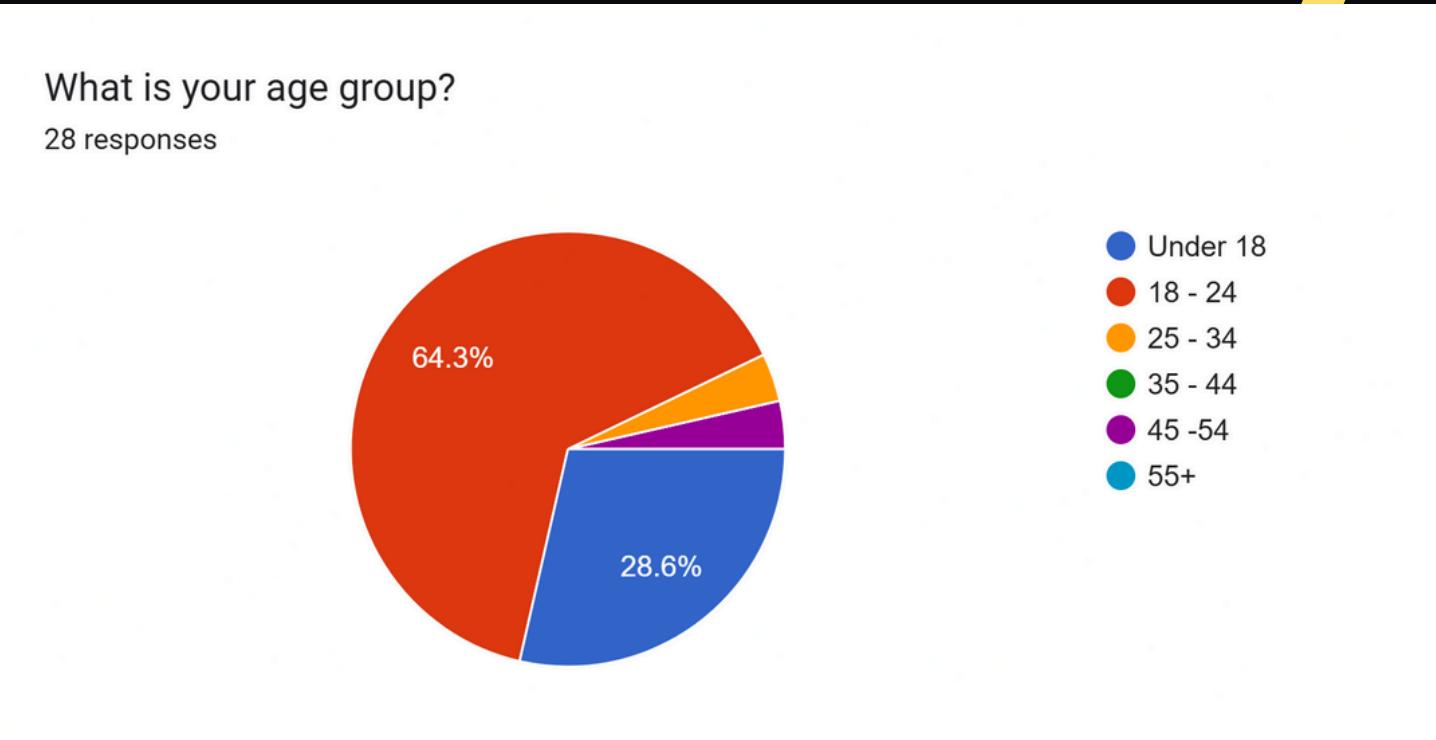
# User Survey

- What is your age group?
- What is your occupation?
- Who do you usually watch movies with? (Alone, with family, with friends, with a partner, other)
- How often do you watch movies in theatres? (Once a week or more, 2-3 times a month, once a month, rarely)
- What types of movies do you typically watch? (Action, comedy, horror, etc.)
- How do you usually book your tickets? (Online, at the theatre, other)
- What payment method do you prefer when booking tickets online? (credit/debit cards, net banking, other)
- What factors influence your choice of platform for booking movie tickets? (ease of use, offers/discounts, speed, movie options and availability, reviews/rating, customer support)

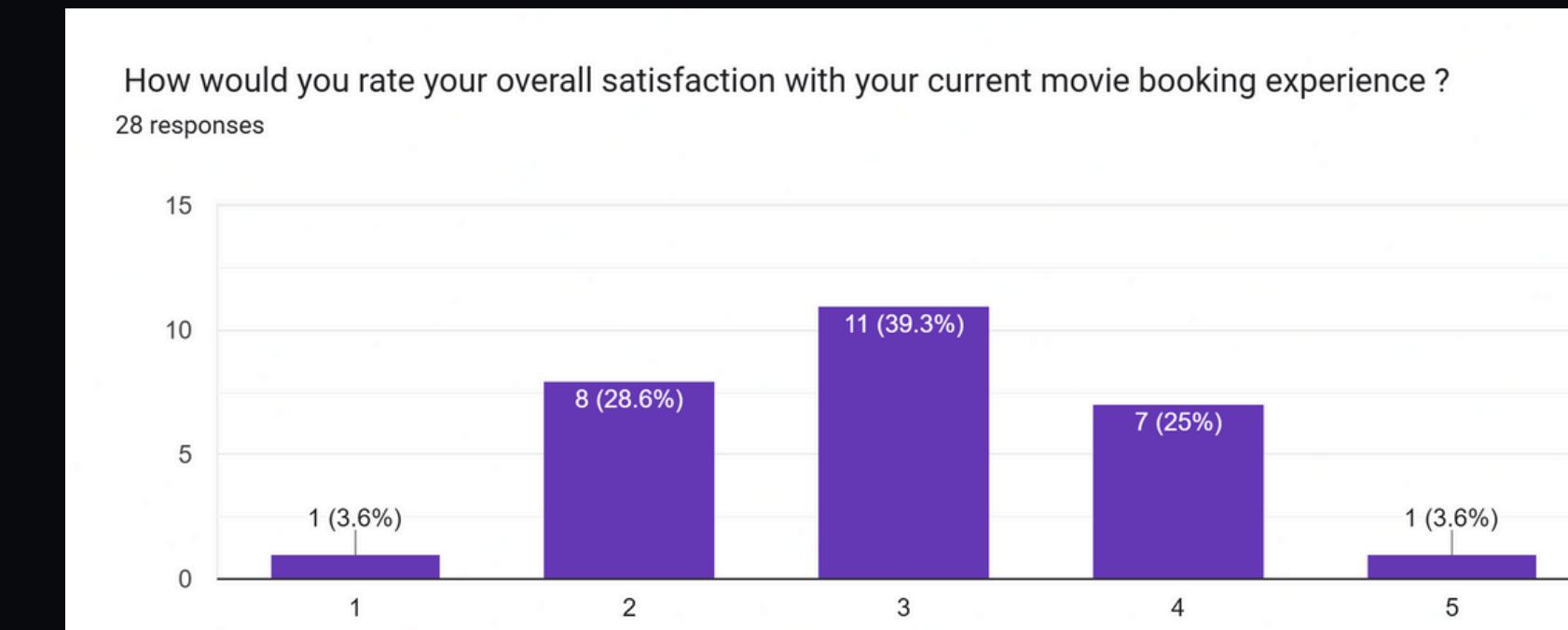
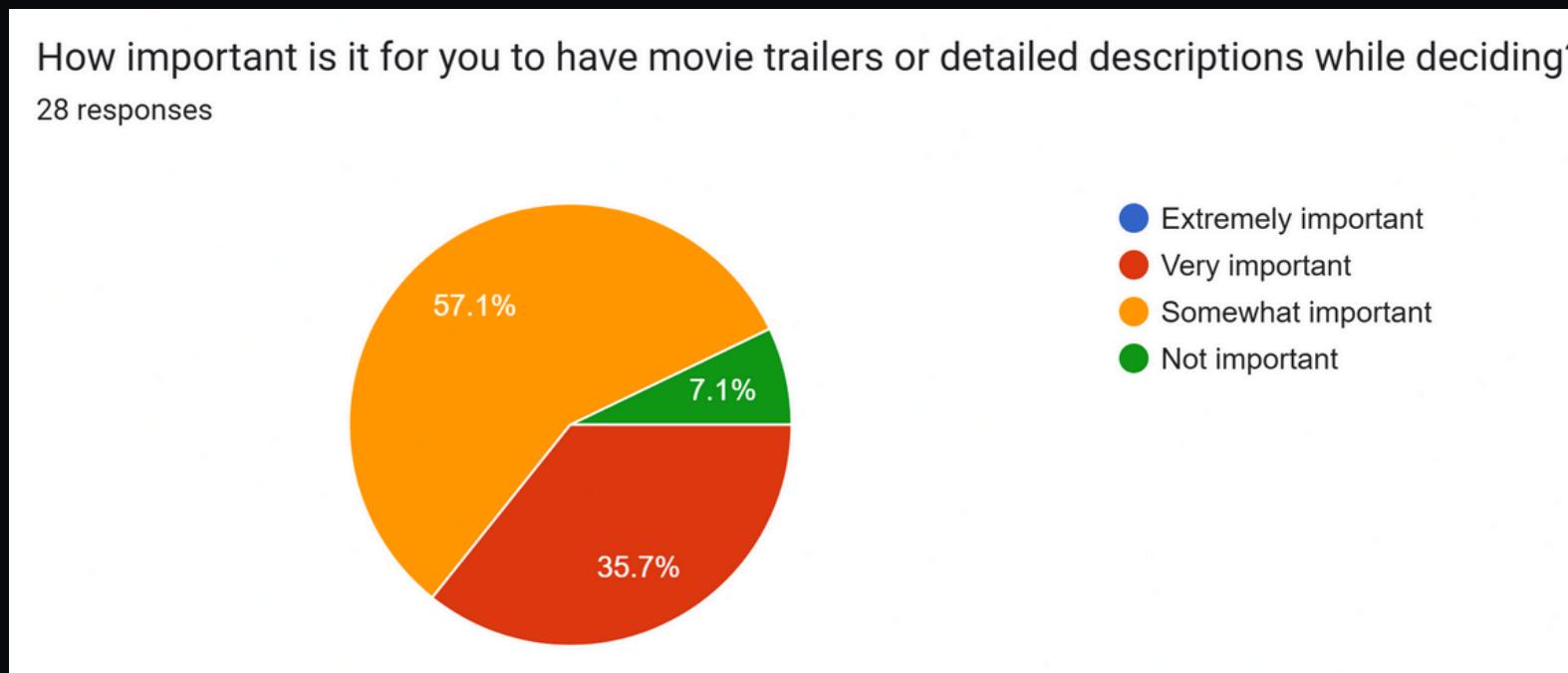
# User Survey

- What is the most important factor for you in a movie booking app? (easy navigation, fast booking, seat selection, discount/offers, movie reviews/trailers)
- What devices do you use to book movie tickets?
- What challenges do you face while booking tickets online? (complex interface, lack of payment options, difficulty in seat availability, no clear refund/cancellation policy, long loading time)
- How important is it for you to have movie trailers or detailed descriptions while deciding?
- How would you rate your overall satisfaction with your current movie booking experience?
- What additional features would you like to see in a movie booking app?

# User Survey



# User Survey



# User Persona



**Rahul Sharma**

## Goals

- Searching for an app that provides a smooth and quick booking process, helping him find the best seats and discounts effortlessly.

**25 YEARS OLD**

**BANGALORE**

**IT PROFESSIONAL**

“Looking for a fast and hassle-free movie booking experience.”

Rahul is an IT professional working in software development. His job requires him to manage projects with tight deadlines, making him a busy and efficiency-driven individual. He prefers quick and seamless digital solutions to save time.

## Motivations

- Convenience
- Speed
- Savings



## Frustrations

- Long loading times delay ticket booking.
- Limited payment options reduce flexibility.
- Seat selection is not always intuitive.

## Personality

- Tech-savvy
- Social and outgoing
- Efficiency-driven

## Interests

- Watching movies
- Exploring new tech gadgets
- Playing video games

# User Persona



**Priya Mehta**

## Goals

- Wants an app that helps her find available seats quickly, provides clear refund policies, and ensures an effortless booking experience

**20 YEARS OLD**

**MUMBAI**

**COLLEGE STUDENT**

"I just want a smooth and stress-free way to book movie tickets without any hassle."

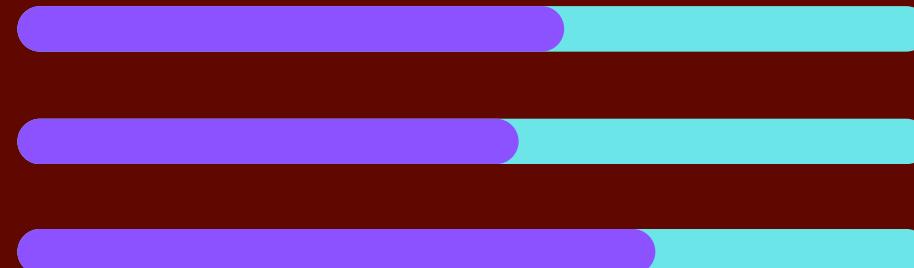
## Frustrations

- Difficulty finding seat availability
- No clear refund/cancellation policy
- Wants an easy return policy for tickets

Priya is a college student pursuing a degree in media studies. She enjoys spending time with friends and family and often plans movie outings as a way to unwind. She prefers digital solutions that are intuitive and convenient, making mobile apps her go-to choice for movie bookings.

## Motivations

- Comfort
- Information
- Reliability

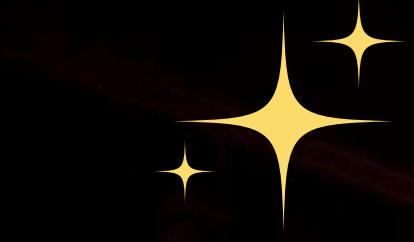


## Personality

- Social and friendly
- Detail-oriented
- Budget-conscious

## Interests

- Watching movies
- Reading novels
- Exploring fashion trends



# Mood board



# Style Guide

## Typography

Poppins 20 px

Poppins 16 px

Poppins 13 px

Poppins 10 px

## Color Palette

Primary:

#1A0C0C  
#E6B400  
#DC161C

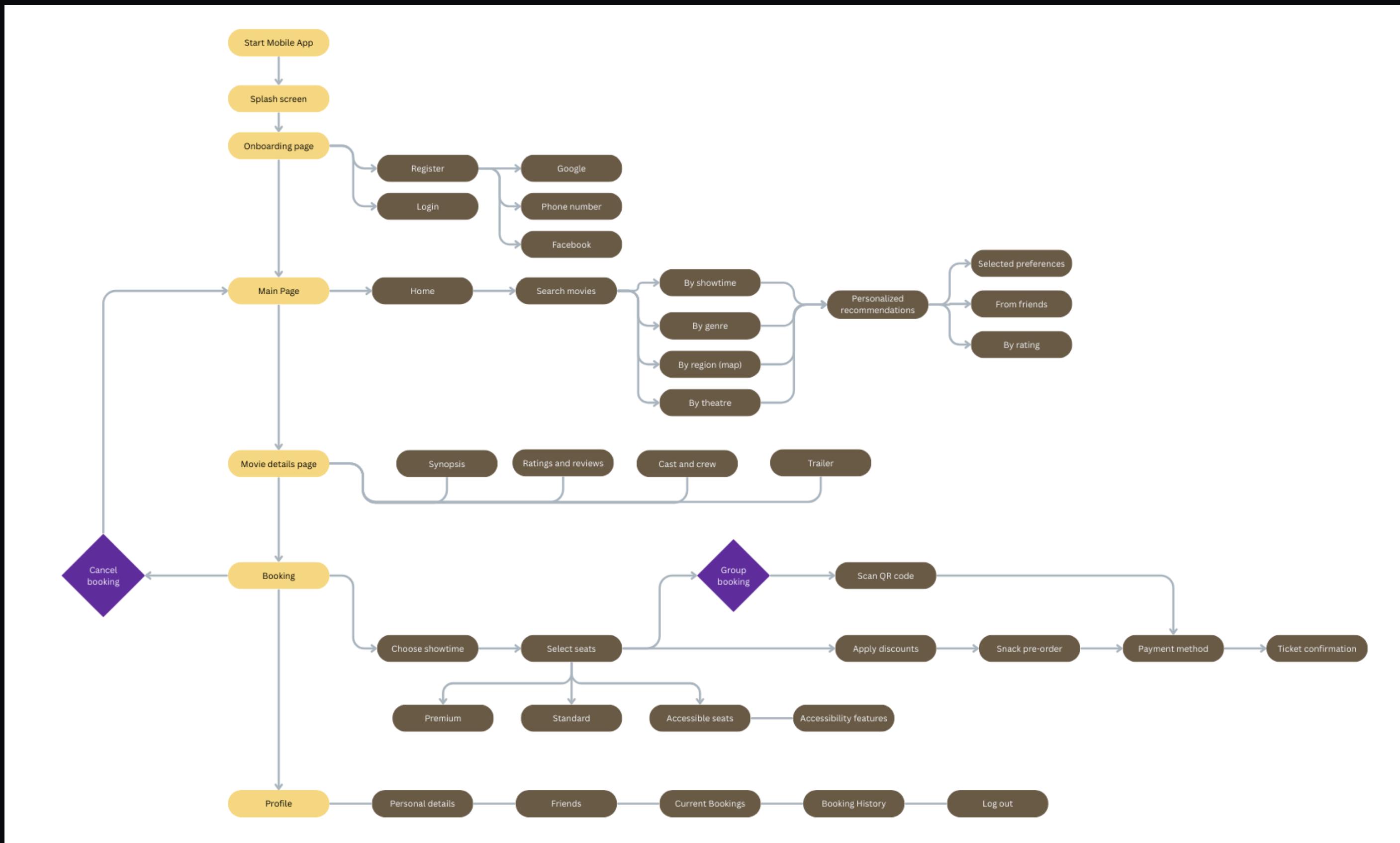


Secondary:

#FFFFFF  
#8C8282

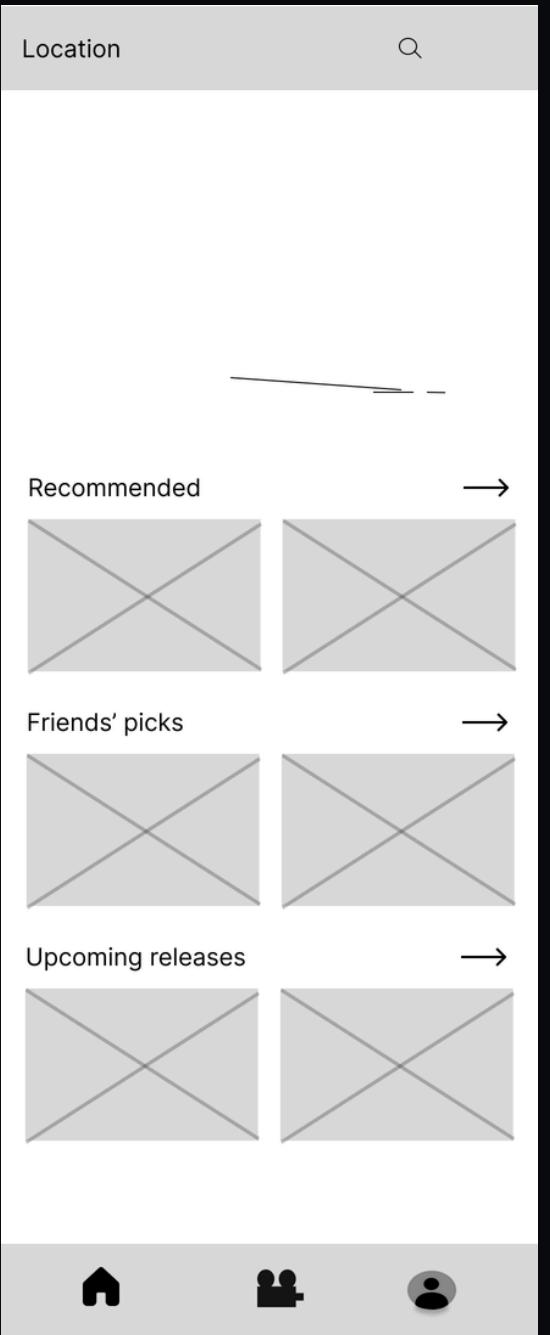


# Information Architecture

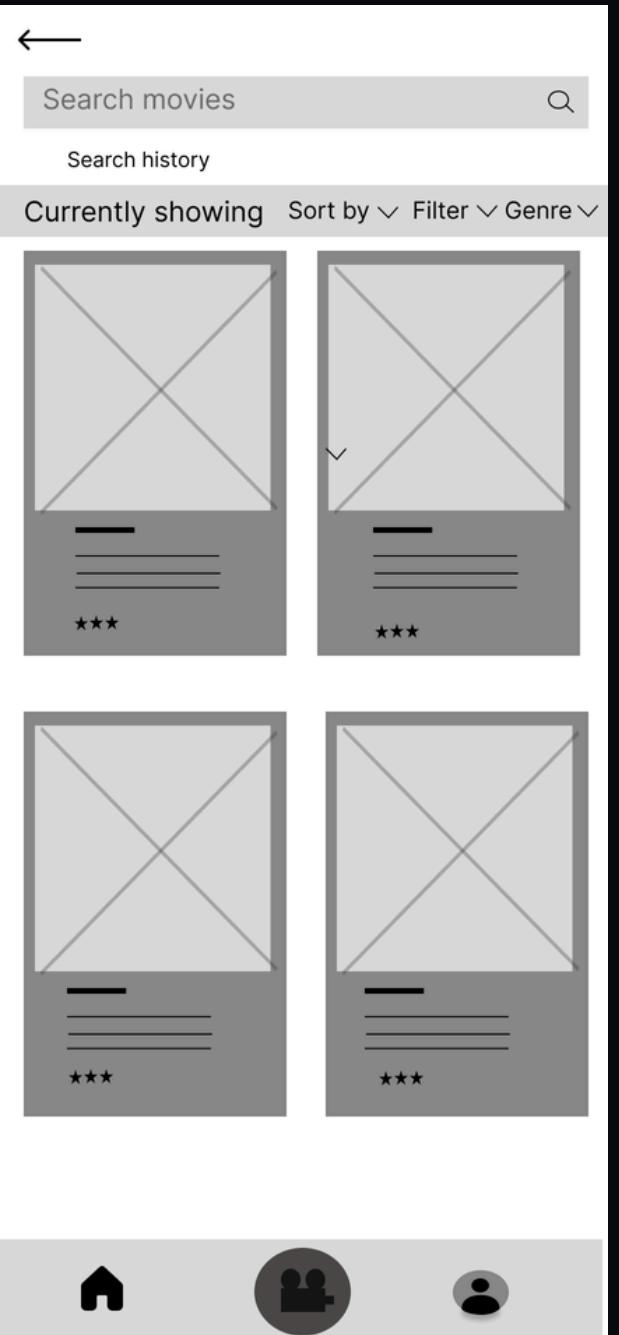


# Low Fidelity wireframe

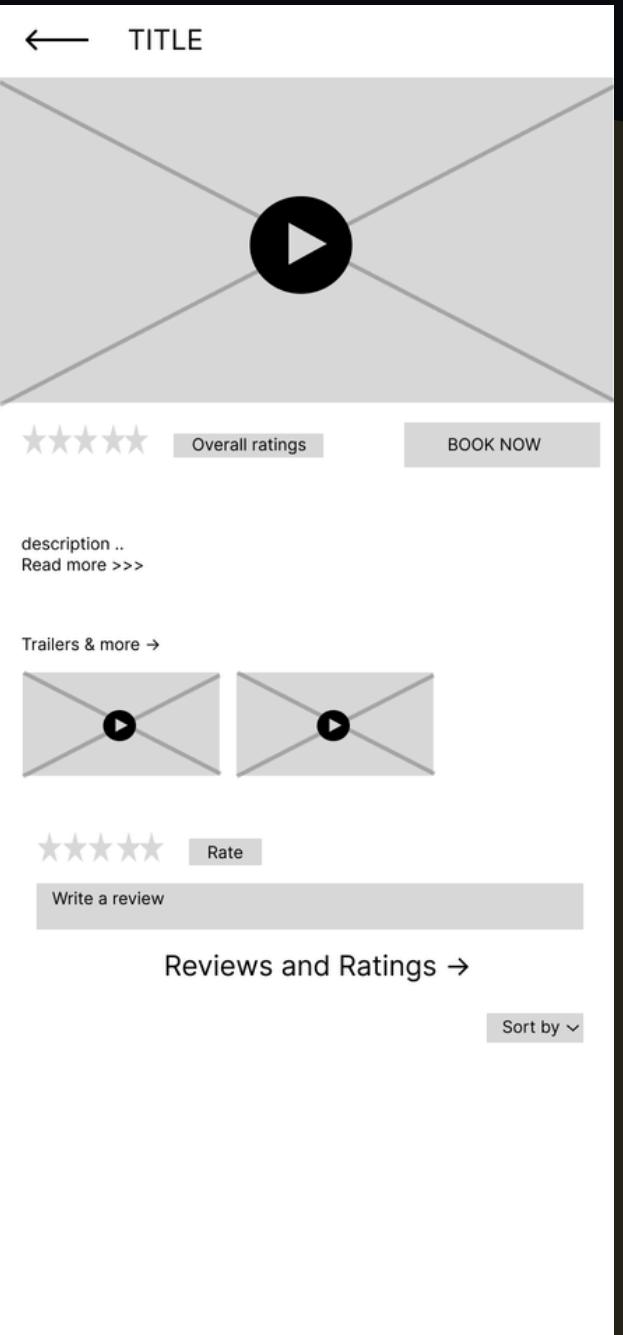
Home



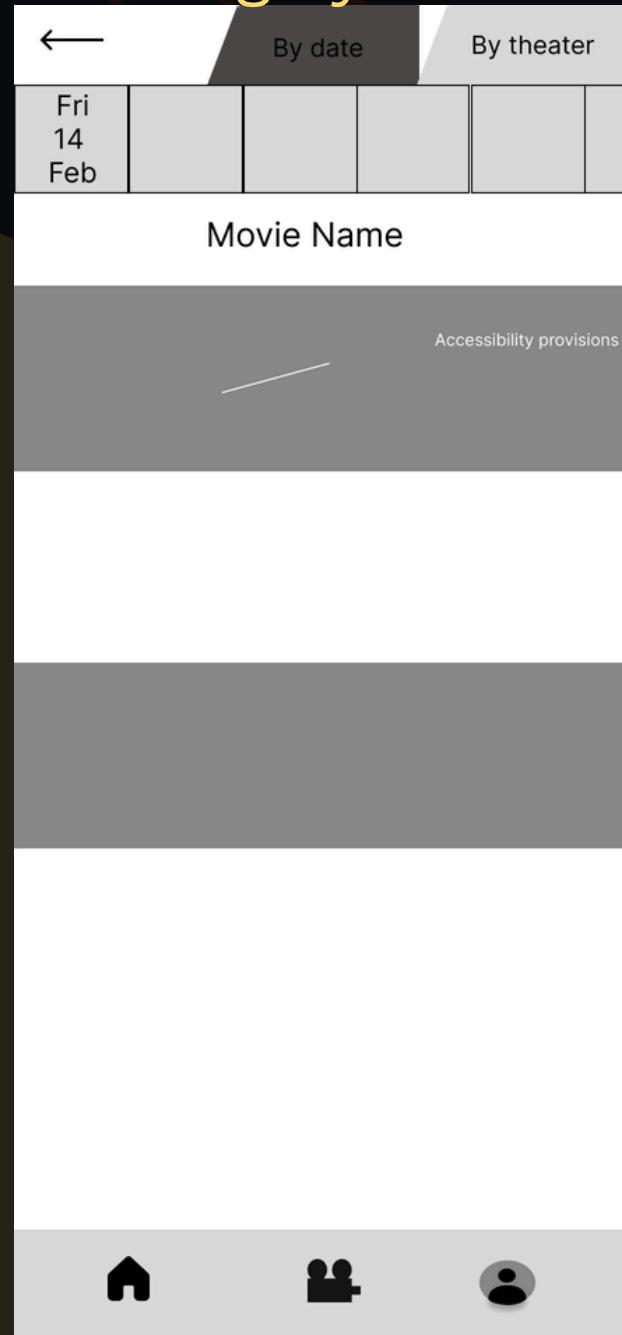
Search



Selected Movie



Booking by date



# Low Fidelity wireframe

# Booking by theatre

← By date By theater

## Movie Name

Search theater 

Theater name

DATE 1

[Redacted] [Redacted]  
[Redacted]

DATE 2

[Redacted] [Redacted]

# Selecting no. of seats

← By date By theater

# Movie Name

Search theater 

Theater name

DATE 1  
[REDACTED]  
[REDACTED]  
[REDACTED]

DATE 2  
[REDACTED]  
[REDACTED]

Select language →  
[REDACTED] [REDACTED]

Select dimension →  
[REDACTED]

Select no. of seats →  
[REDACTED] ▼

# Selecting seats

←

14th Feb  
Theater Name 1  
Time

3 seats

Movie Screen

Seats:

Continue

# Confirm booking

←

## Current Booking



Show details

Apply coupon code >>>

Tickets	Cost

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Total :  
Applied Discount:  
To pay :

Continue

# Low Fidelity wireframe

Payment

←

Checkout

Payment confirmation

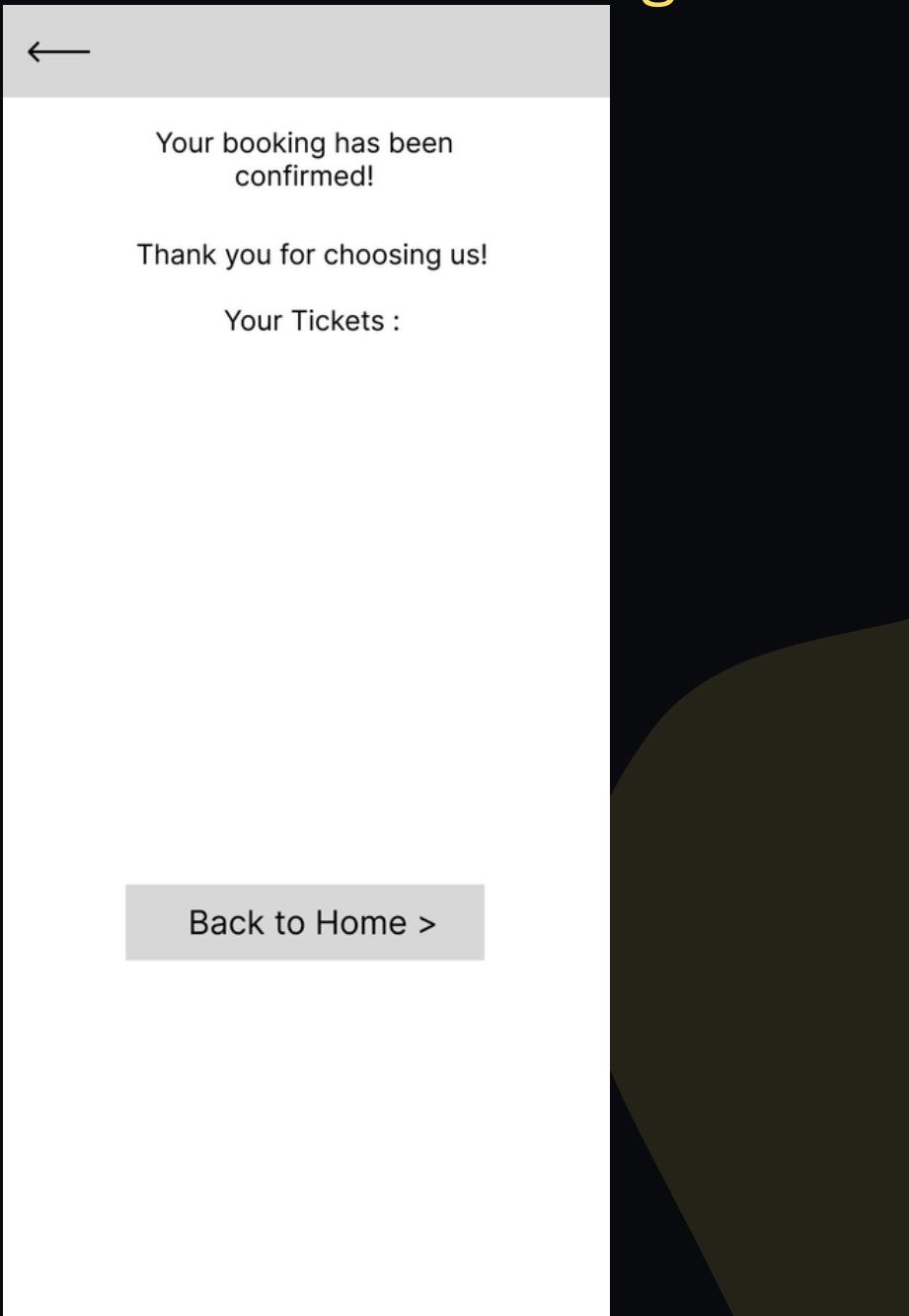
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Choose Payment Method →

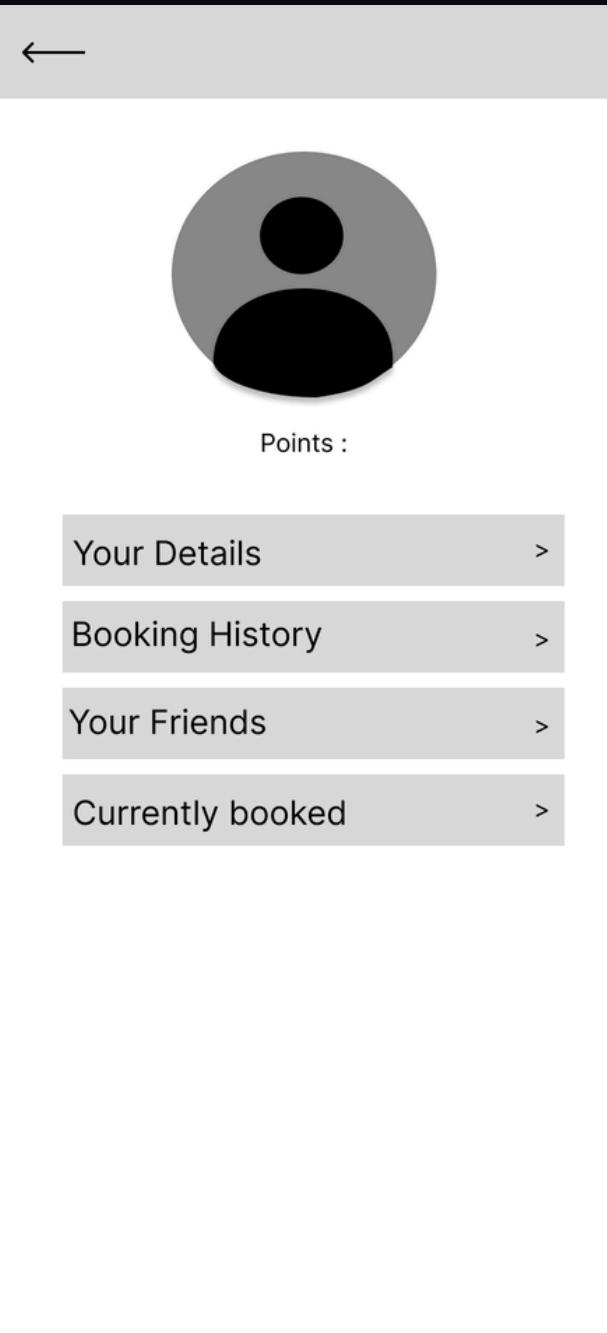
- >
- >
- >

Confirm

Confirmation message



Profile



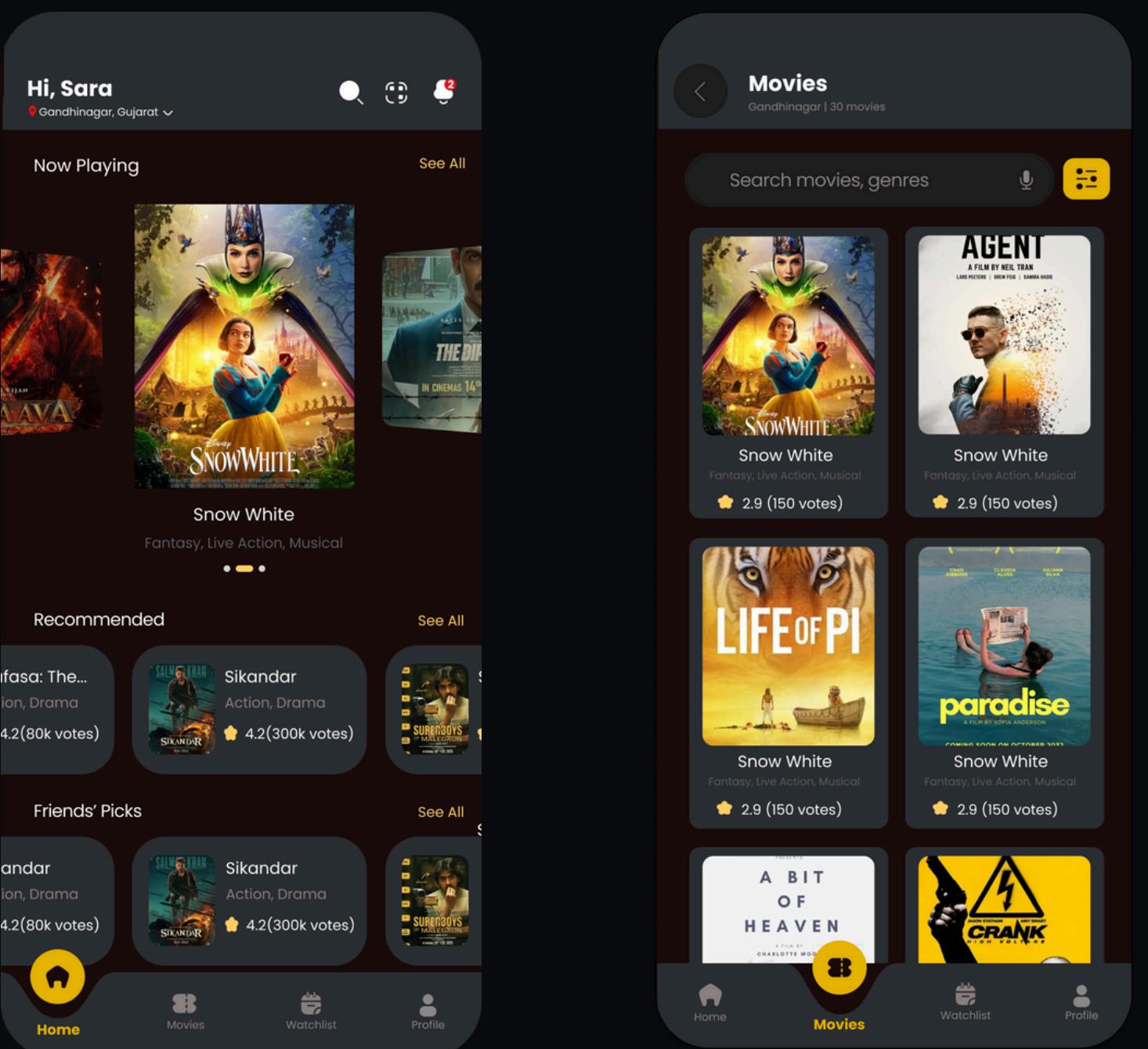
# High Fidelity wireframe

The wireframe illustrates a smooth onboarding process for a movie recommendation app, featuring a dark theme with yellow and red accents.

- Profile Setup:** A grid of movie posters (Spider-Man, Batman, etc.) and a section for selecting favorite genres (Action, Adventure, Drama, etc.). Below is a placeholder for user input: "Tell us about your favorite movie genres". A "Next" button is at the bottom.
- Genre Selection:** A grid of movie posters (WB water tower, man in coat, Washington D.C. skyline) and a section for selecting genres. Below is a placeholder: "Select the genres you like to watch". A "Next" button is at the bottom.
- Sign In:** A form with fields for "E-mail / Username" and "Password", a "Forgot password?" link, and a large yellow "Sign in" button. It also includes social login options for Facebook, Google, and Apple.
- Sign Up:** A form with fields for "Username", "E-mail", and "Password", and a large yellow "sign up" button. It includes a note about accepting terms and conditions and social login options.

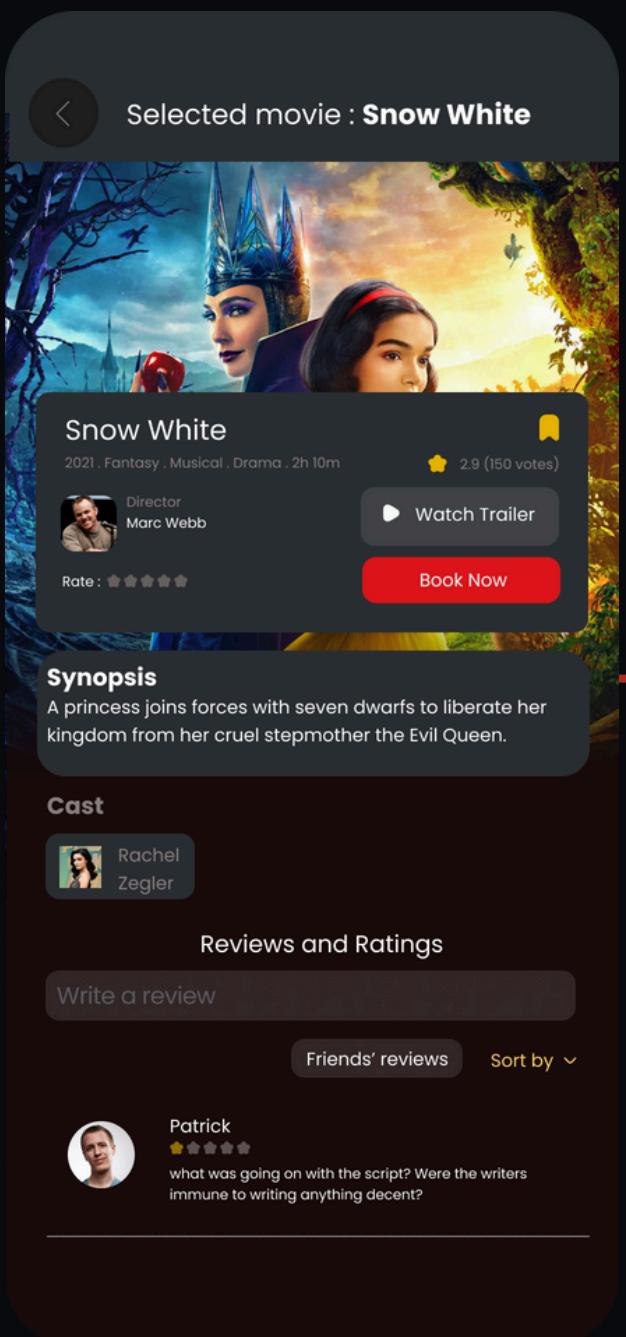
Easy onboarding  
enables users for a  
smooth experience.

# High Fidelity wireframe

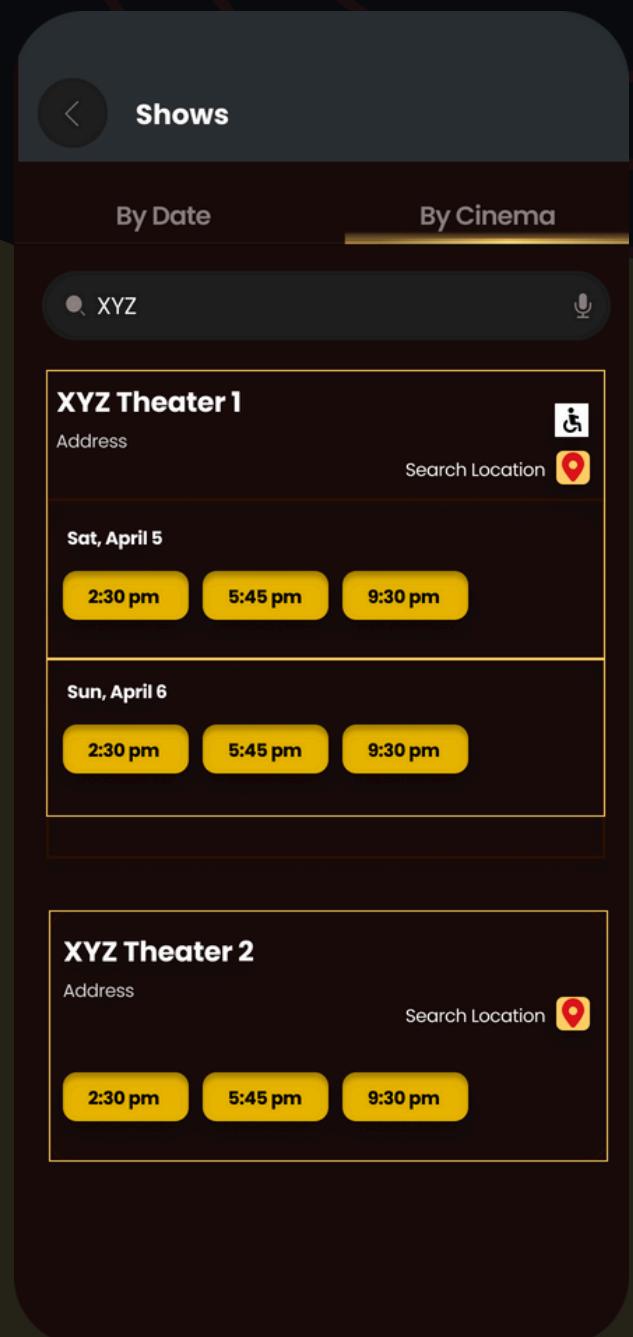
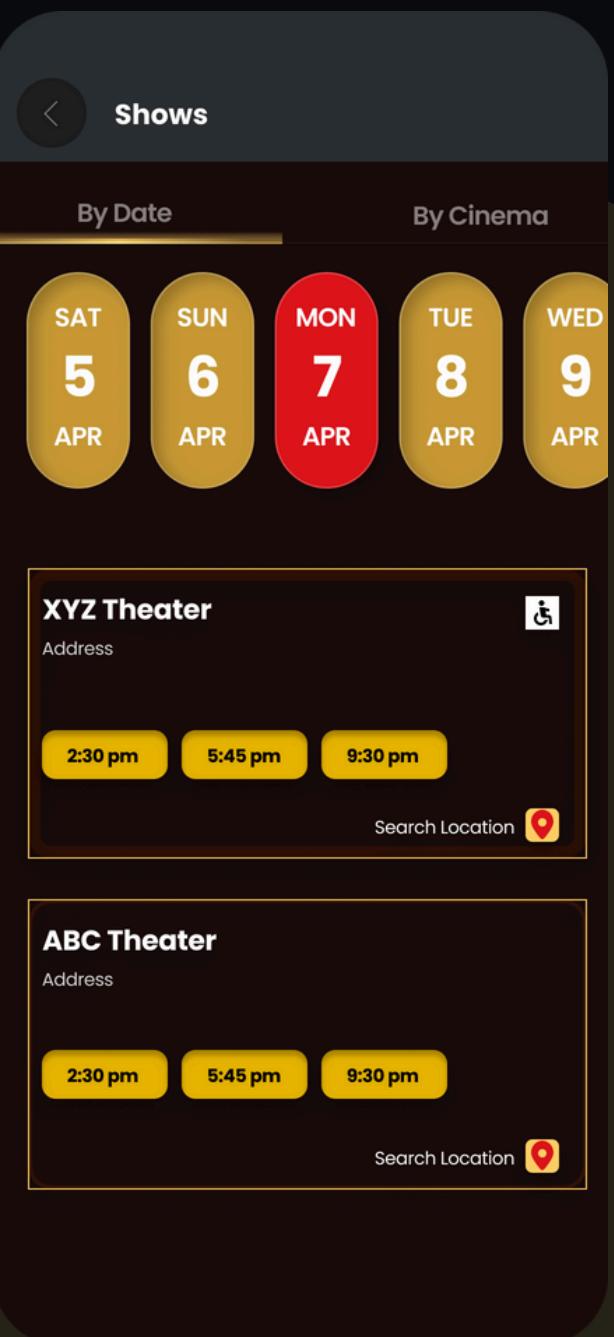


Home page and search page with clean and easily recognizable features so users can navigate the app smoothly

# High Fidelity wireframe

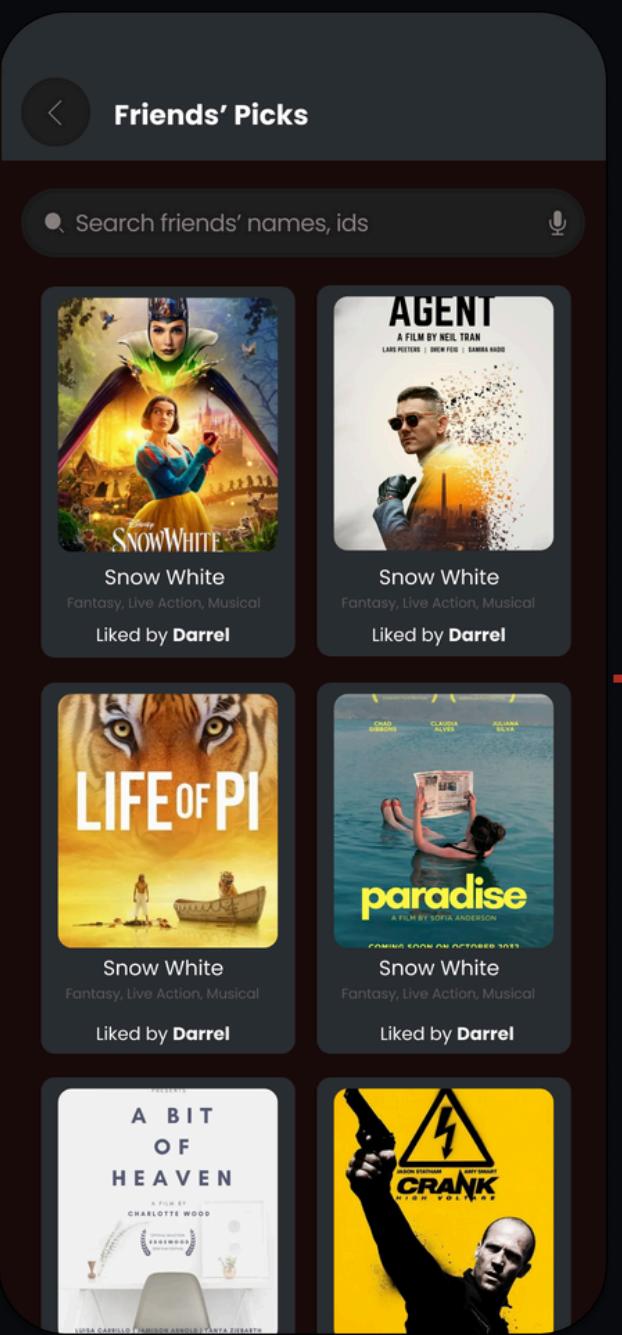
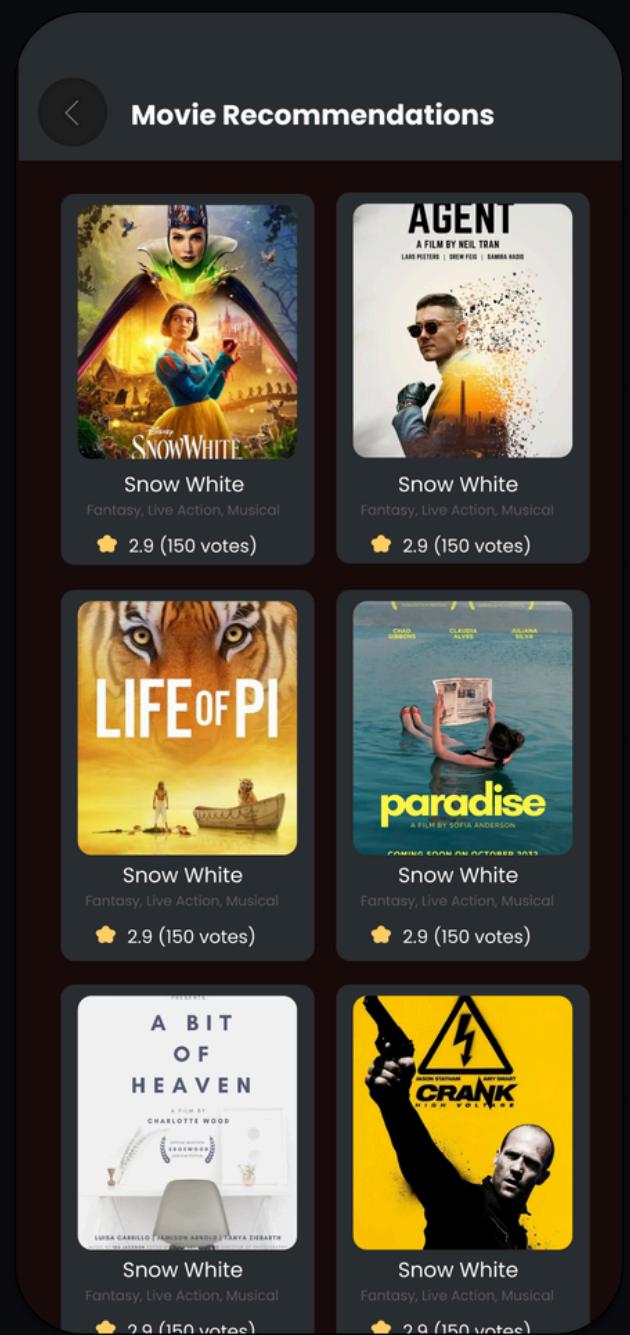


Providing all necessary information about the movie so users can make decisions easily.



Giving the users option to book tickets either based on date or cinema.

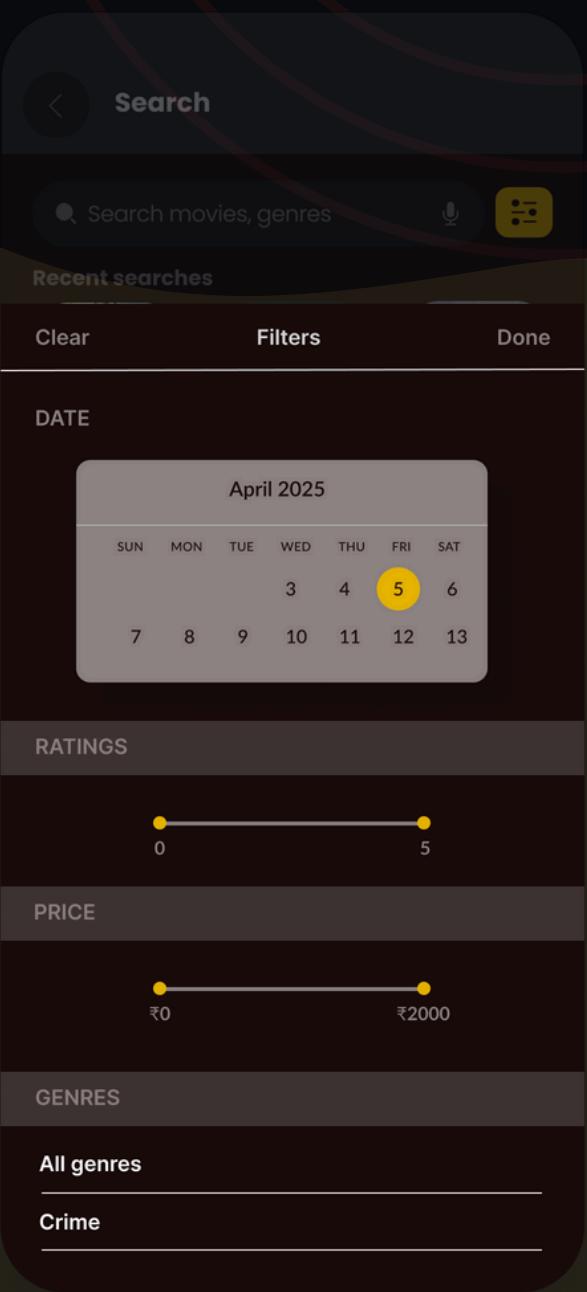
# High Fidelity wireframe



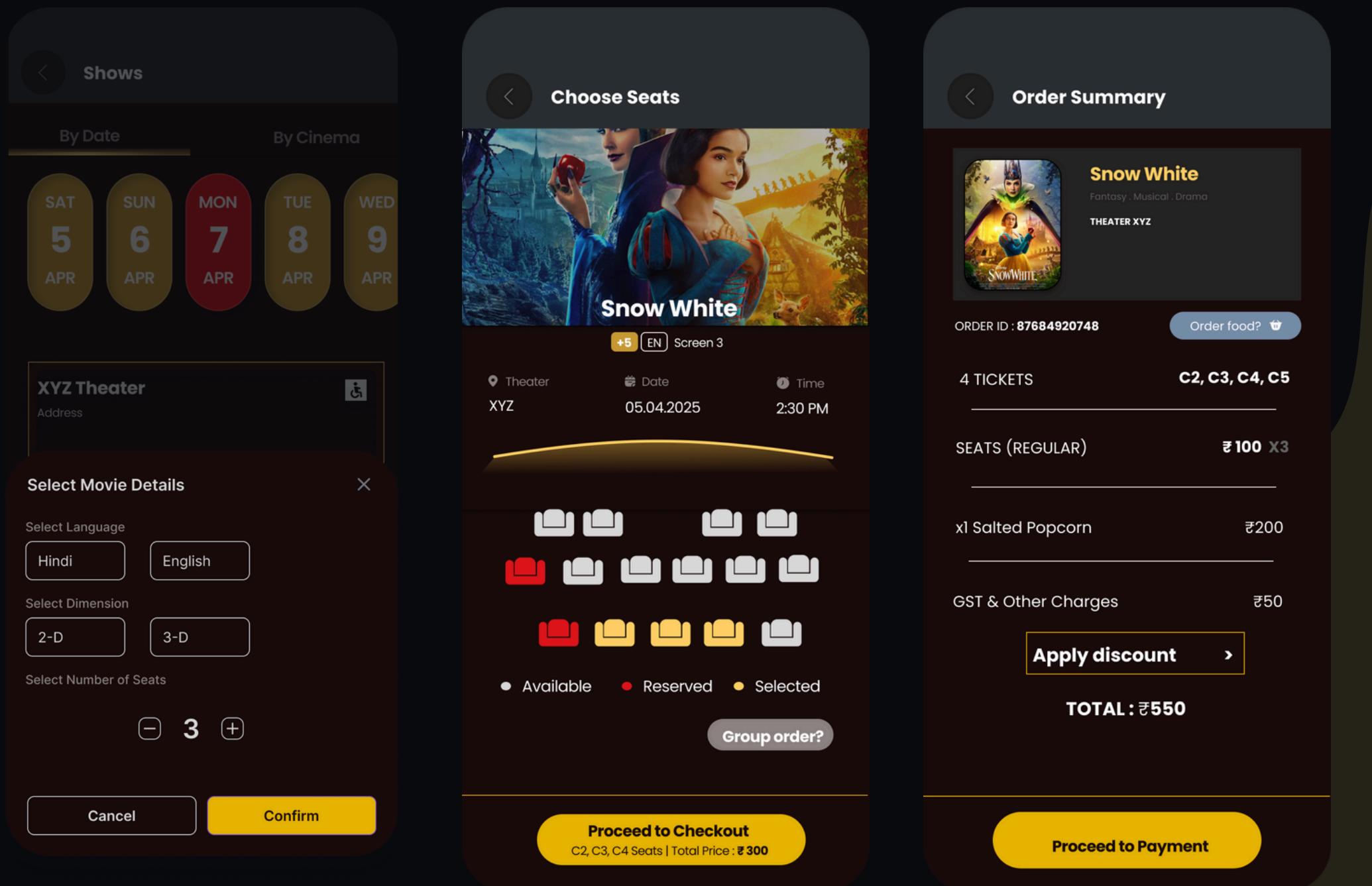
Giving personalized recommendations to each user and also showing Friends' picks to help pick a movie.



Also providing multiple sort/filters to help users pick what is best for them.

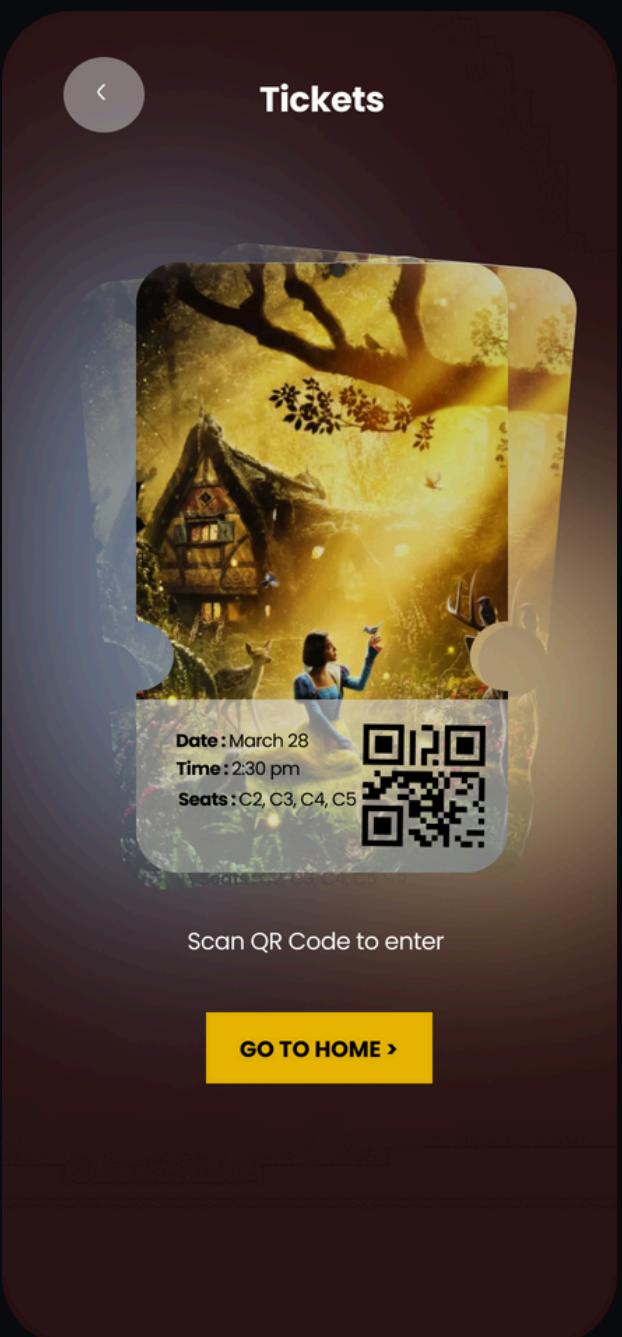
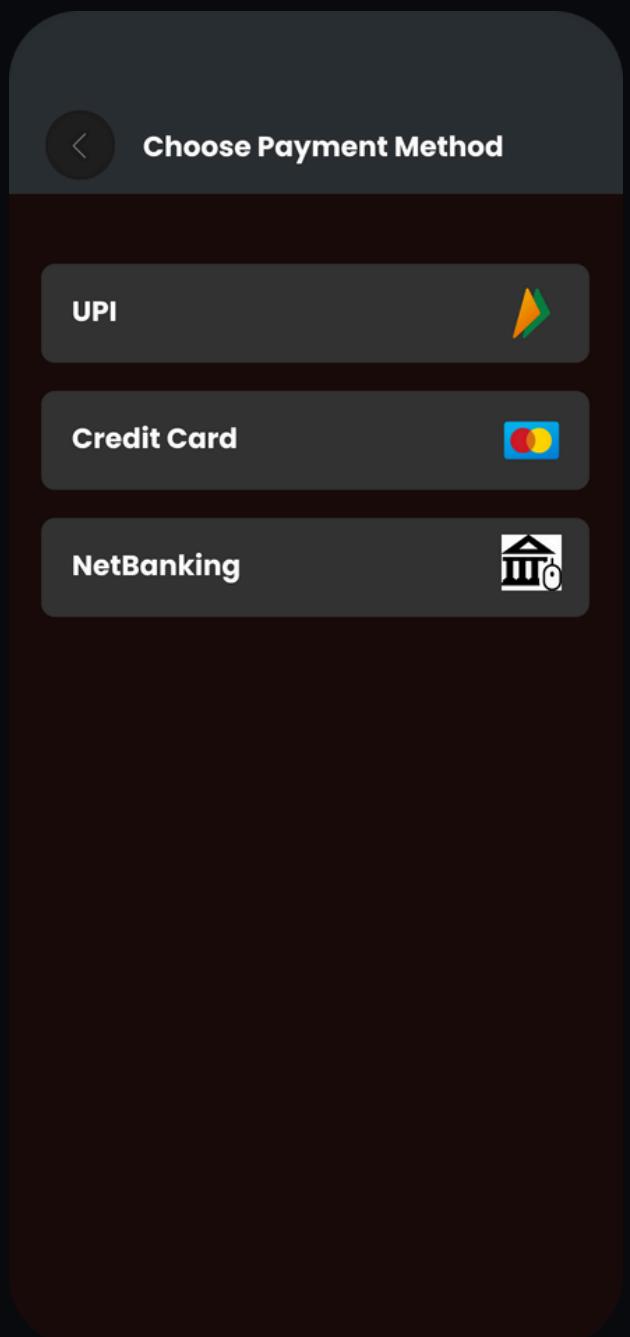


# High Fidelity wireframe



Following standard UI for the booking process so it is easier to navigate.

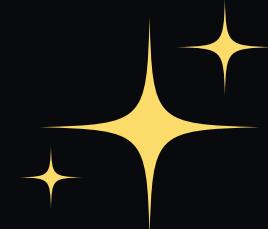
# High Fidelity wireframe



Seamless booking, easy payment methods and quick ticket confirmation provides an overall qualitative experience for the user.

# **High Fidelity wireframe**

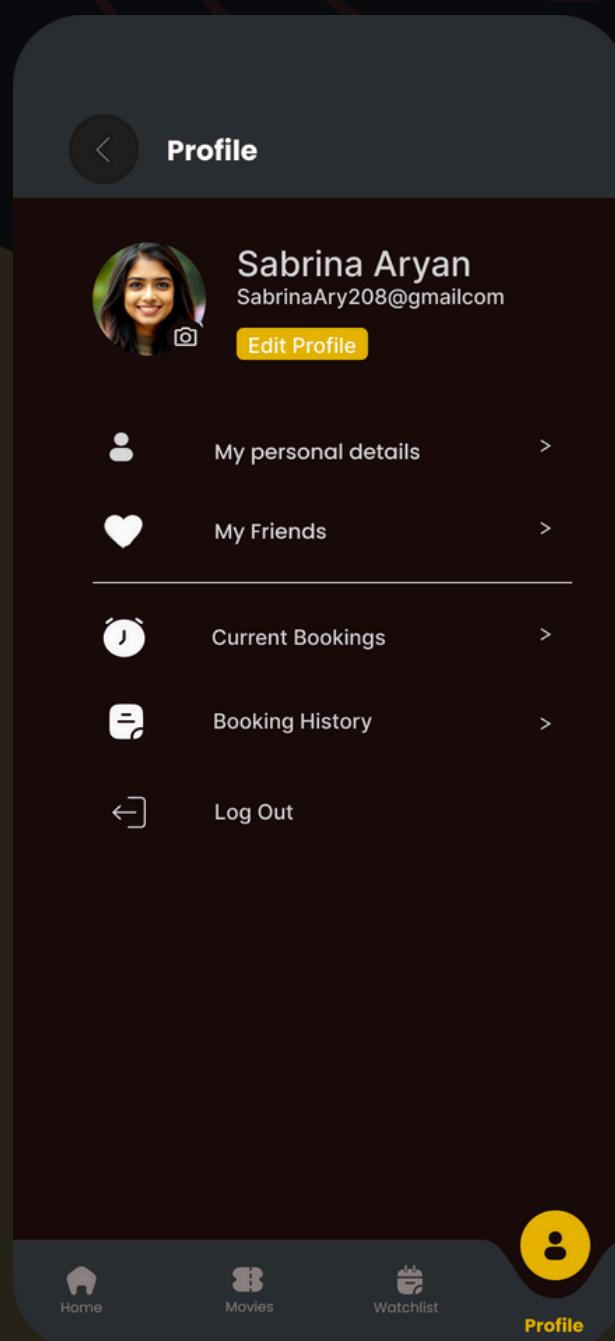
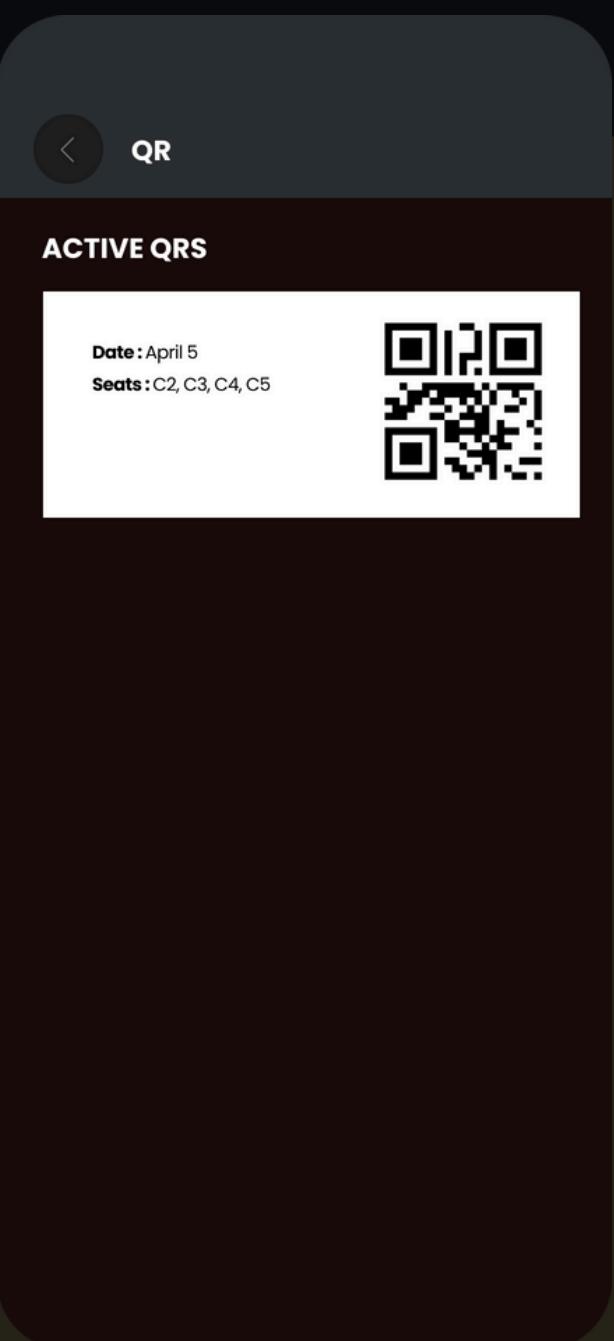
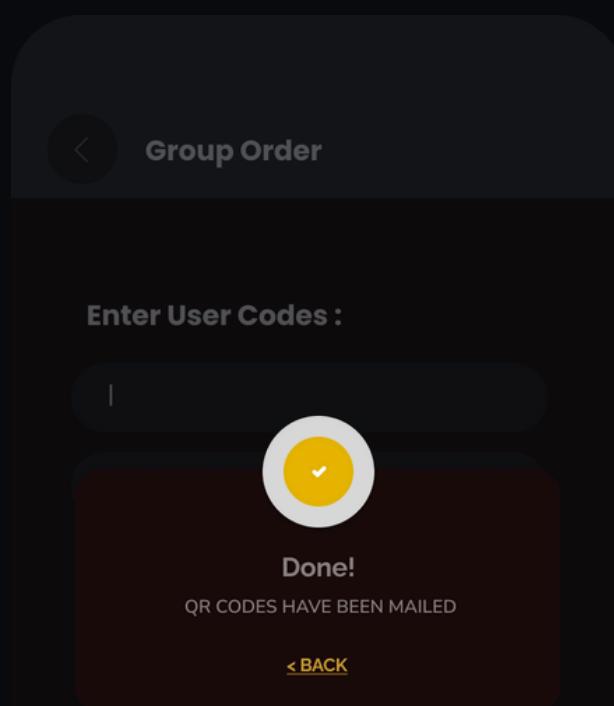
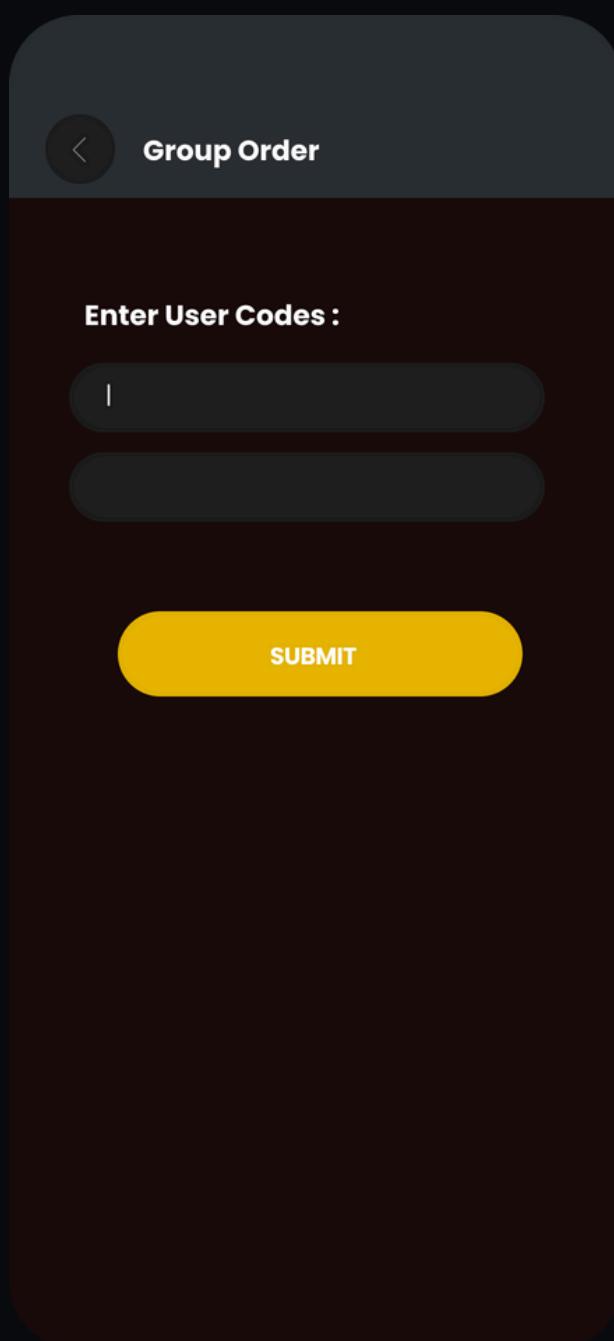
## **Special Feature – Group bookings**



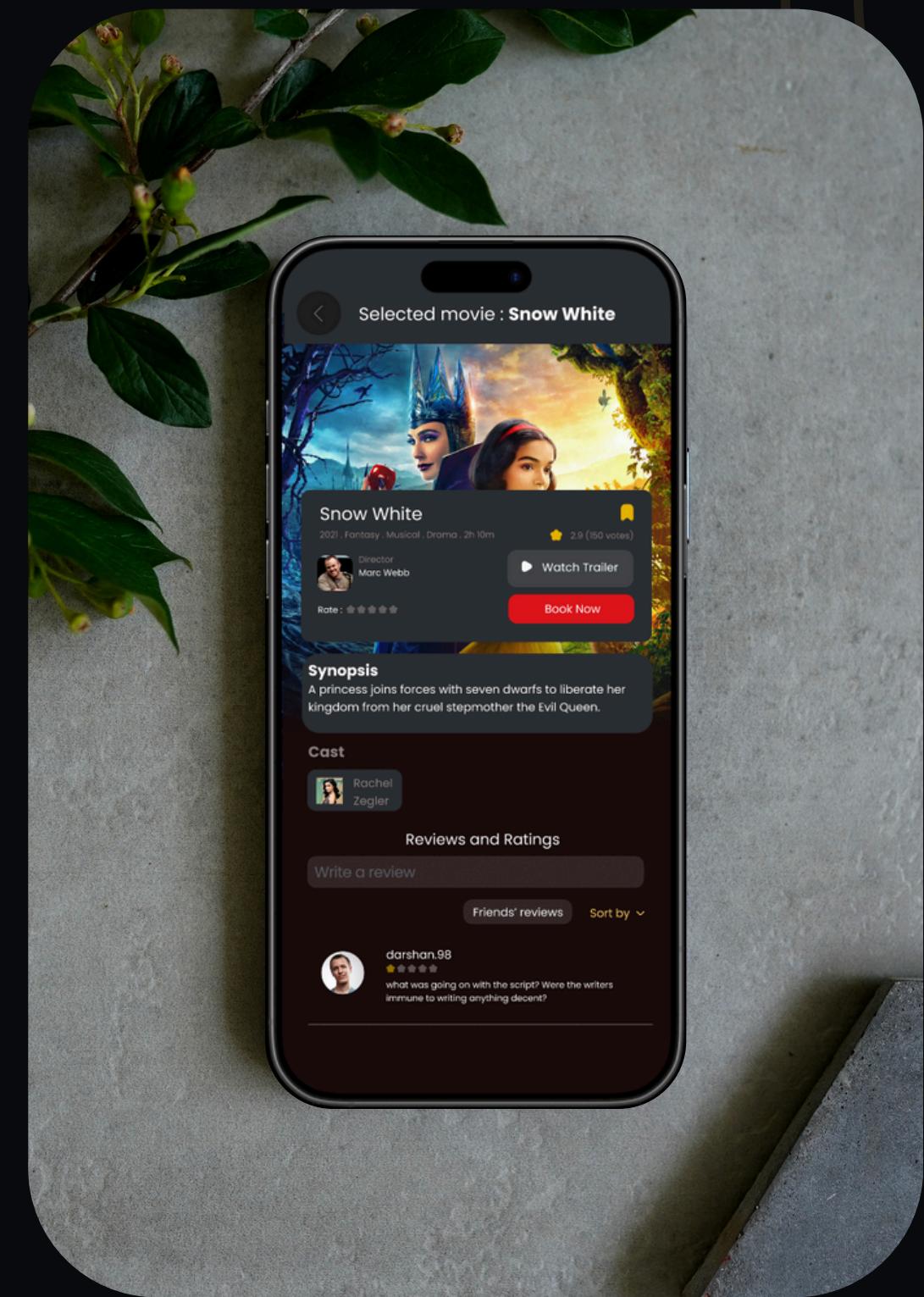
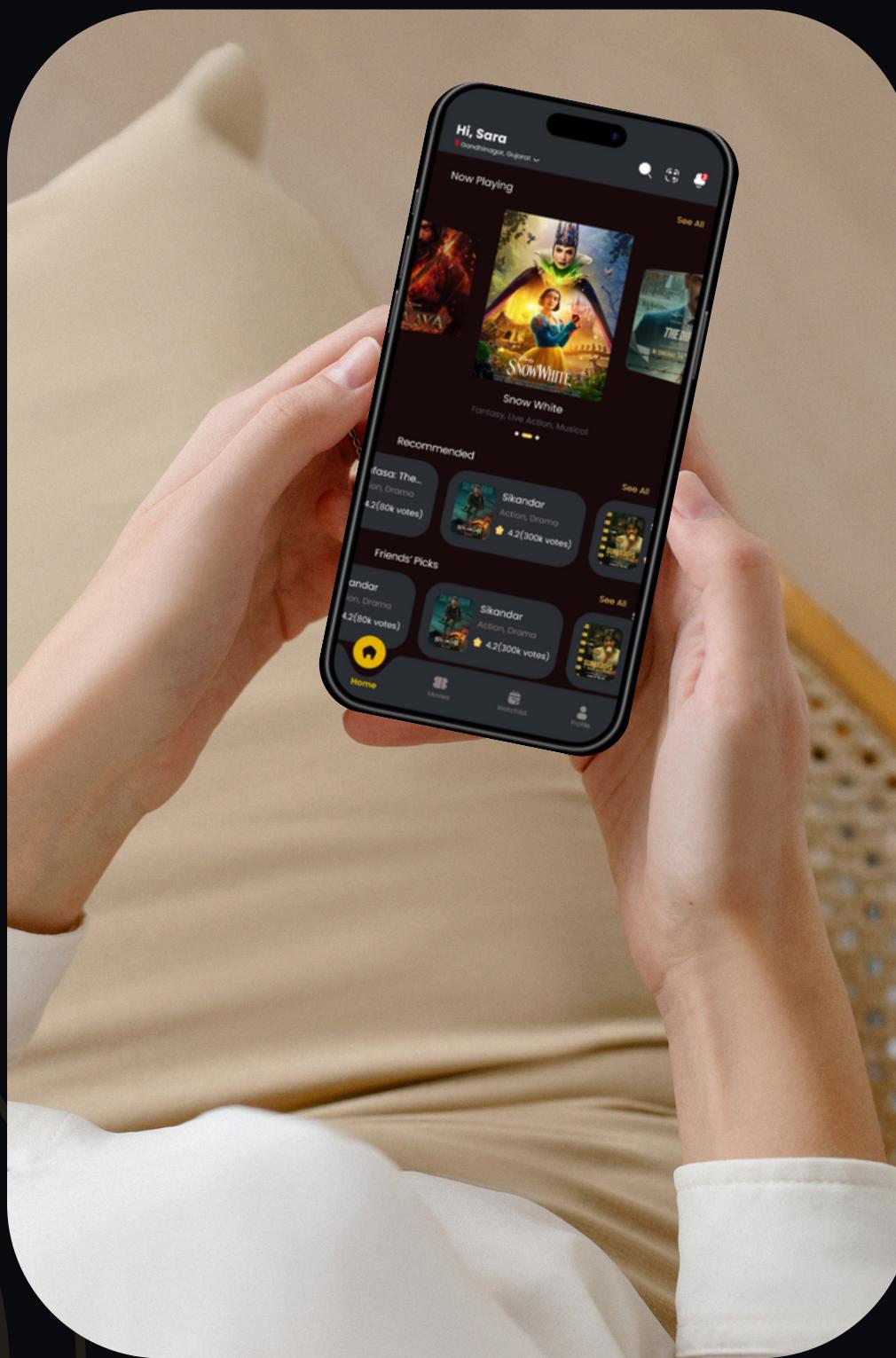
We know booking in big groups of friends where people have to pay separately is a hassle, so we have included a group booking feature in our app which lets us book for movies smoothly even in large group using QR codes.

# High Fidelity wireframe

## Special Feature – Group bookings



IE-418



GROUP 29

IE-418

Thank you

GROUP 29