Vieshow Cinemas App

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Project Overview

The product:

Vieshow Cinemas is a cinema company based in Taiwan. They strive to deliver great movie watching experience with ease-of-use ticket ordering and a great selection of snacks / drinks. Vieshow Cinemas' target customers are those who are in a rush to purchase tickets or those that are not familiar with the Chinese language.

Project duration:

March 2021 to August 2021

Project Overview

The problem:

Vieshow Cinemas does not have a proper mobile app that allows customers to order tickets and/or food in advance.

The goal:

Design an app for Vieshow Cinemas that allows users to easily purchase movie tickets and/or food in advance. Make sure it is accessible and is user friendly.

Project Overview

My role:

UX designer designing an app for Vieshow Cinemas from conception to delivery.

Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the User

- User Research
- Personas
- Problem Statements
- User Journey Maps

User Research: Summary

I created empathy maps and conducted interviews to further understand the users that I was designing for and their needs. A primary user group identified through research was adults that were in a rush to purchase tickets and wanted an easy app to do so.

This user group confirmed initial assumptions about Vieshow Cinema's customers, but research revealed that being in a rush wasn't the only factor. Other user problems included language barrier, accessibility issues, service fees, and reserving food.

User Research: Pain Points

1

Time

Adults are too busy to wait until arriving at the theaters to purchase tickets and/or food.

2

Cost

Many platforms for ordering movie tickets charge a fee for using their service.

3

Accessibility

Many movie ticket platforms do not have translation features or are hard to read (have contrast issues).

4

Design

Most movie ticket platforms have poor seat selection design making it hard to choose seating and making it more complex than it needs to be.

Persona: Bobby Miller

Problem Statement:

Bobby is an American citizen who wants to purchase movie tickets ahead of time for ease and convenience. He only speaks English as it is his native language.

BOBBY MILLER
35, New Brunswick, NJ

Sales Manager

. STATUS
Single, Living
with partner

. SALARY
$60K

PERSONALITY

- Extrovert
- Empathy
- Thinker
- Realistic
- Logical

BIO

Bobby is an American citizen born and raised in the United States. He's fluent in English, but can't speak any other language. He wants to travel to Taiwan because he heard about the great movie experience they offer from a co-worker.

Bobby is worried about the language barrier and wants the theater checkout process to be as simple as possible.

"I love travelling to places I've never been to. I'm also a big movie fanatic"

Goals

- To explore places in the world they have never been to.
- To spend time with their partner on a yearly vacation.
- To visit all movie theaters in the world.

Frustrations

- "I'm worried about only knowing English to travel to Taiwan".
- "How would I be able to purchase tickets?
- "Hopefully there is a translation setting and pictures".

User Journey Map

Mapping Bobby's user journey revealed how helpful it would be for users to have access to a dedicated Vieshow Cinemas app.

Persona: Bobby Miller

Goal: Purchasing a movie ticket for a theatre in Taiwan and getting by with only English.

ACTION	Download Theatre App	Buy a ticket for a movie showing	Find the correct theatre booth	Find correct seating	Watch movie
TASK LIST	**Tasks** **A.** Search for theatre app on "App Store" **B.** Make sure it is correct app **C.** Download theatre app	**Tasks** **A.** Use theatre app **B.** Determine which movie / time to watch **C.** Choose seating **D.** Pay for ticket and/or snacks	**Tasks** **A.** Follow signs **B.** Find the correct theatre booth number **C.** Use escalators	**Tasks** **A.** Find seating signs **B.** Walk through aisles **C.** Sit down	**Tasks** **A.** Sit and relax **B.** Watch movie
FEELING ADJECTIVE	- Uncertain - Confused - Intimidated	- Unsure - Confused - Satisfied	- Overwhelmed - Tense - Excited	- Excited - Anticipation	- Excited - Delighted - Relief
IMPROVEMENT OPPORTUNITIES	- Have app name show up in English - App needs to appear after a search for "movie theatre" in English	- Use movie posters in App and pictures for snacks - Allow translation feature	- Have map overview in app - Easy to read signs - Make booth number easily seen in app	- Light up the seat numbers so that they are easy to find - Have seating layout in app	- Make sure there are English subtitles - Have easy access to any bathrooms or emergency exits

Starting the design

- Paper Wireframes
- Digital Wireframes
- Low-fidelity Prototype
- Usability Studies

Paper Wireframes

Taking the time to sketch out iterations of the main screen guaranteed that the required components made it to the digital wireframe. To keep consistent with other competitors, I used a similar look and feel to assist users from having to re-learn basic functionality.
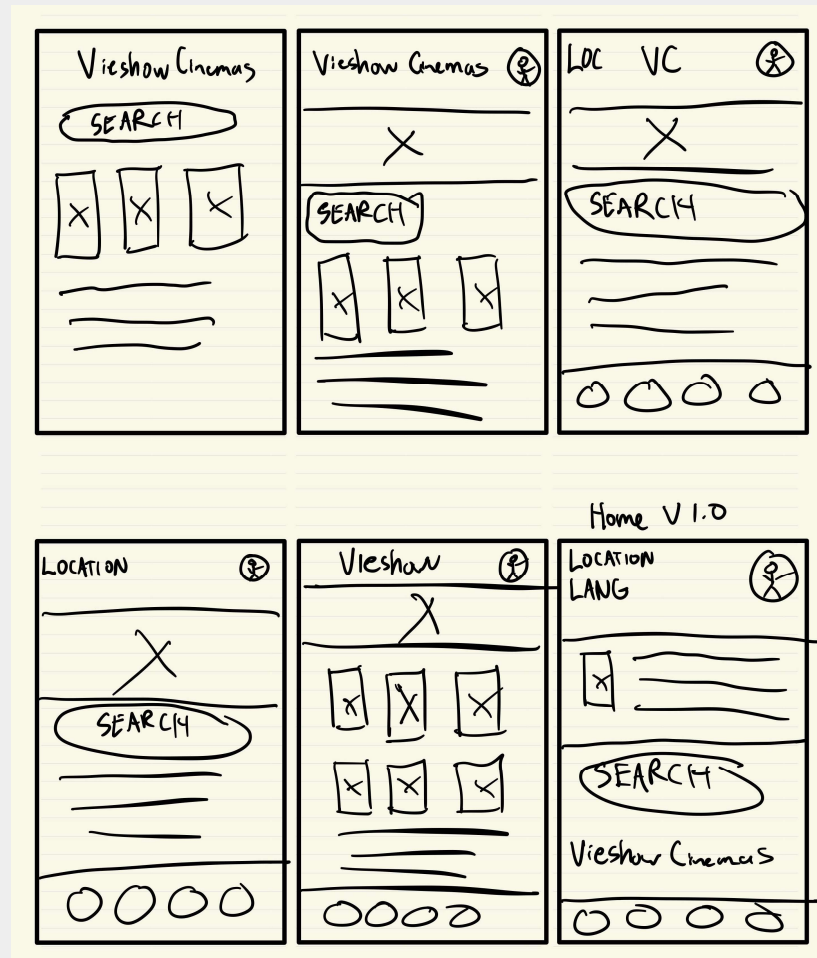
Digital Wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

This language feature allows users to change to their preferred language.
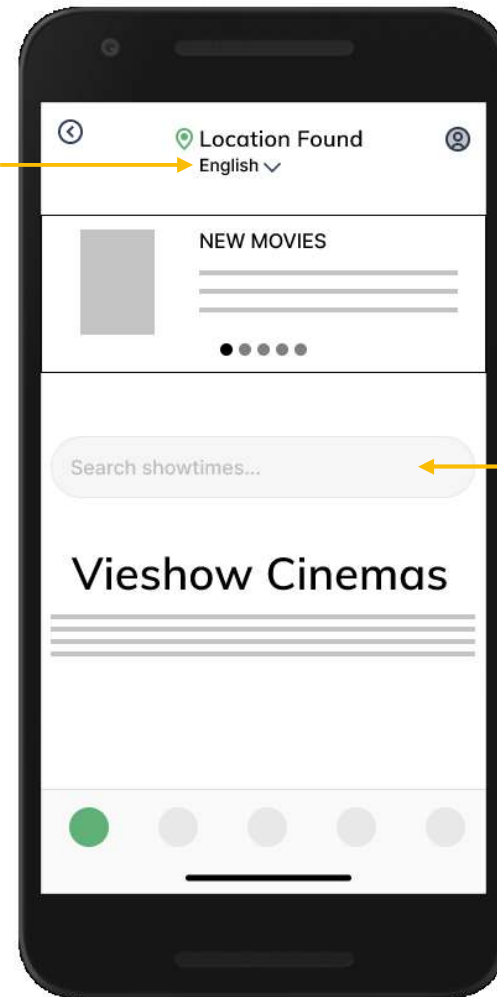
The search functionality was in every iteration as it is a mandatory feature.

Digital Wireframes

A profile page was a feature users required to check account number, rewards, and modify their password.

Viewing account number

Ability to change password

Profile Page

Account Number: ##########

General Info   Rewards: $XX

Date of Birth

Full Name

Phone Number

Address

Change Password
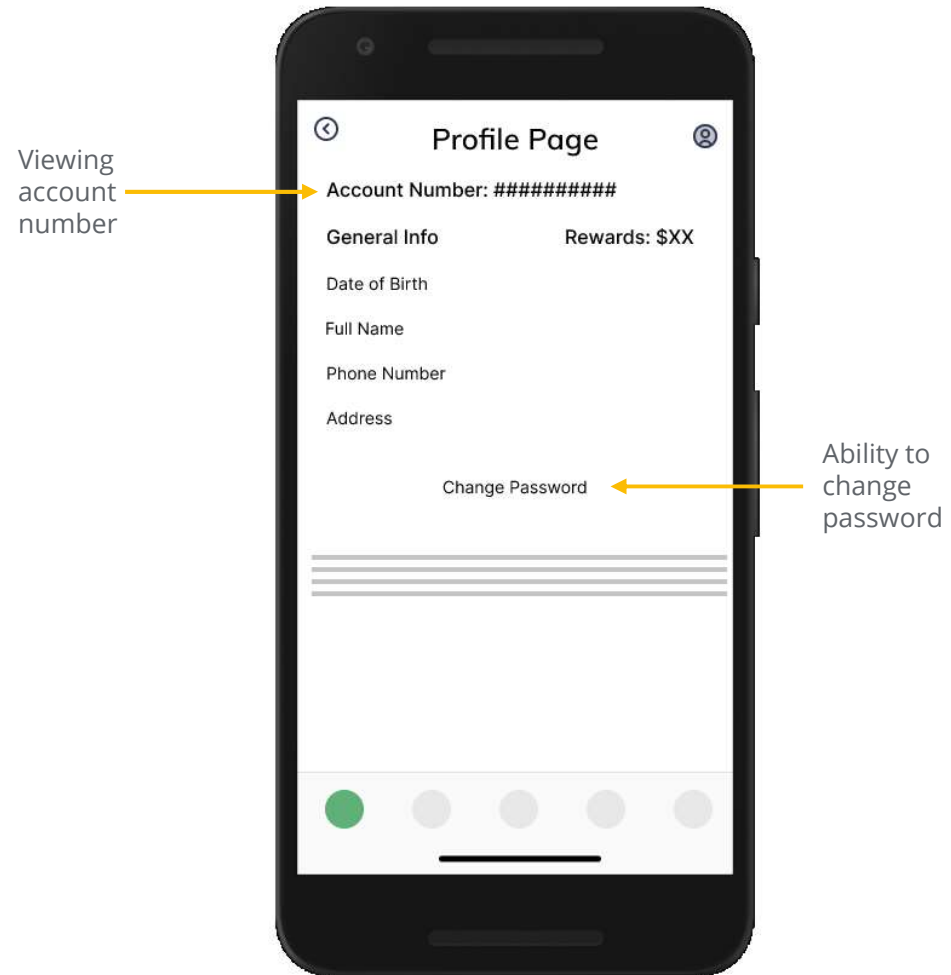
Low-fidelity Prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was selecting a location and ordering a ticket, so the prototype could be used in a usability study.

View the Vieshow Reservation App:

Low-fidelity Prototype URL
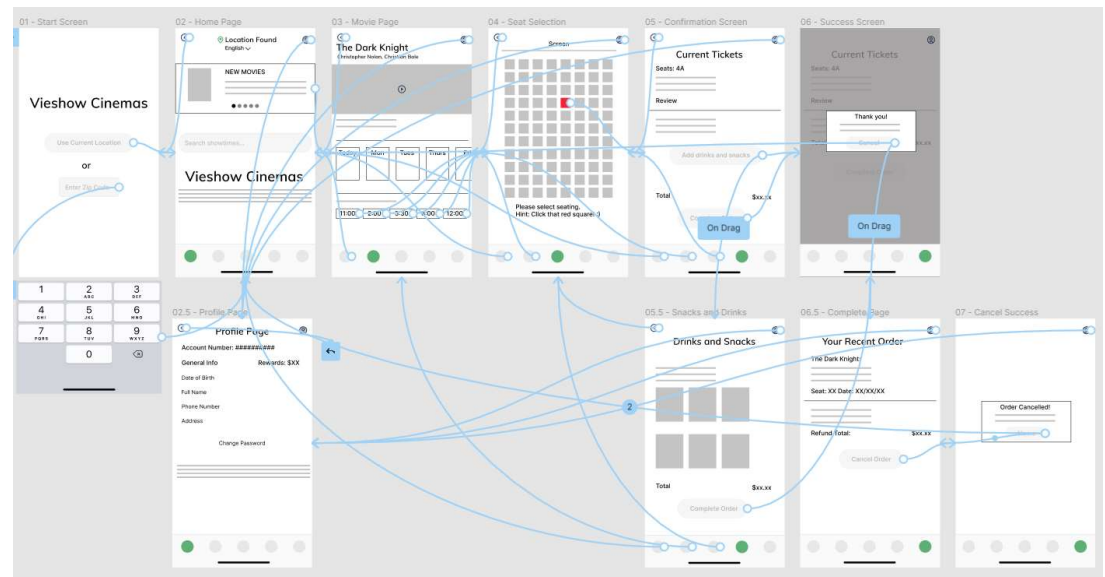
Usability Study: Findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 Findings

1. Users need an easier way to access their profile.

2. Users need the ability to cancel tickets.

3. Users need an option to be able to order food or drinks.

Round 2 Findings

1. The circles in the navigation menu were confusing.

2. There was no way to enter credit card information.

Refining the Design

- Mockups
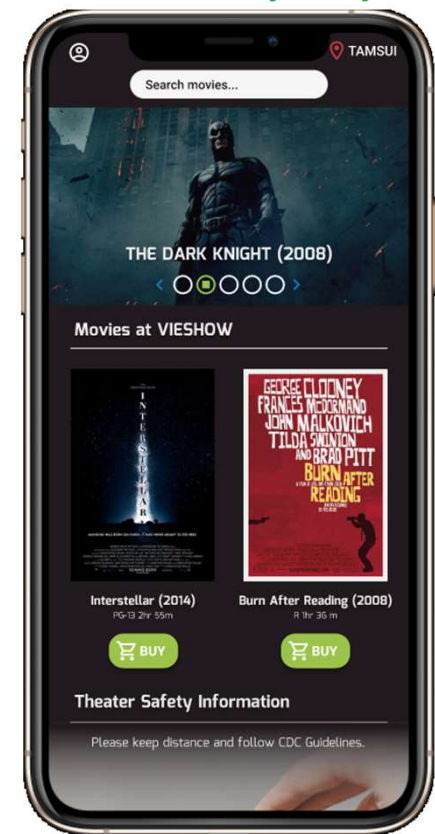- High-fidelity Prototype
- Accessibility

Mockups

Early designs did not have the visual appeal I was looking for. After usability studies, I removed the confusing navigation in the footer and re-organized all the content on the page.
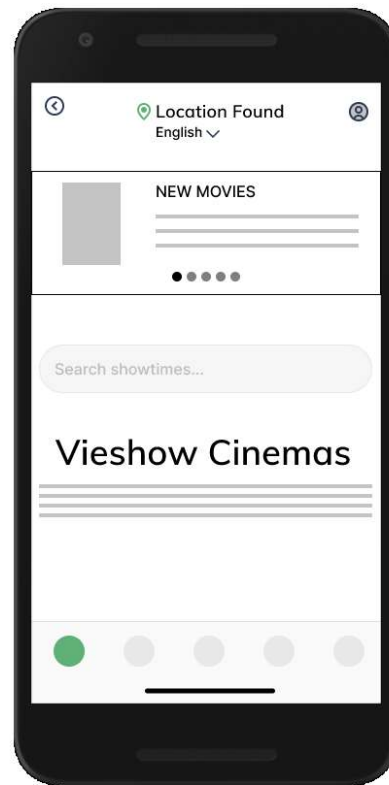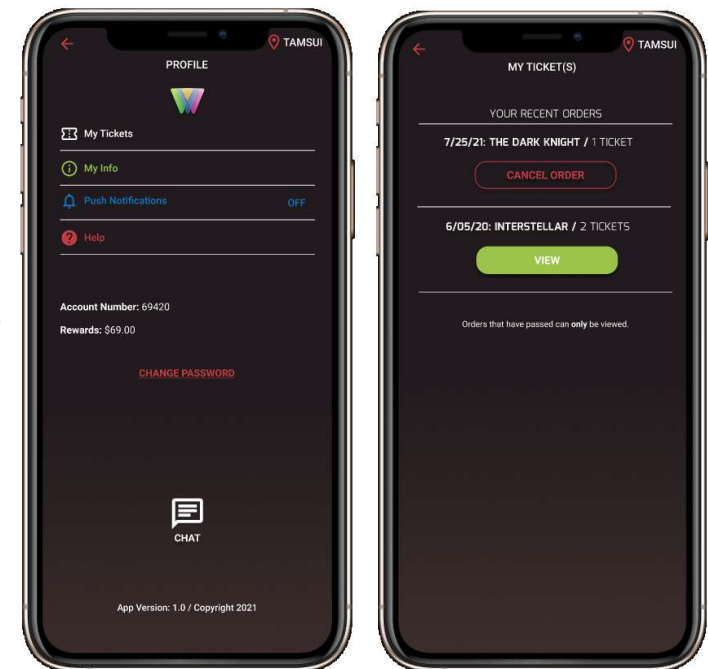
Mockups

The usability study revealed that there was currently no option to cancel tickets. The profile was also originally a bit too basic and bland so needed more features.
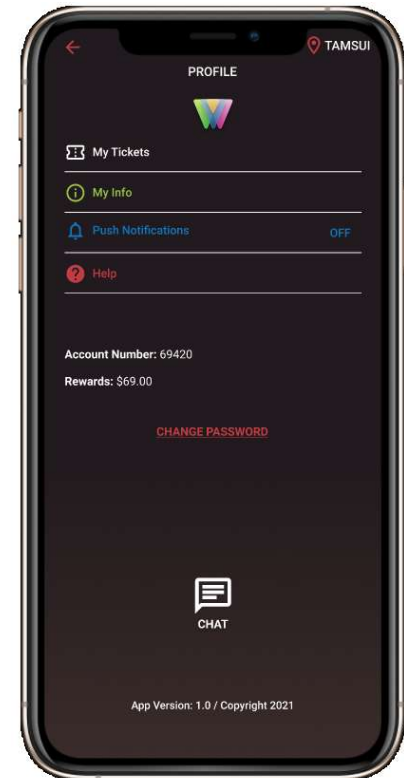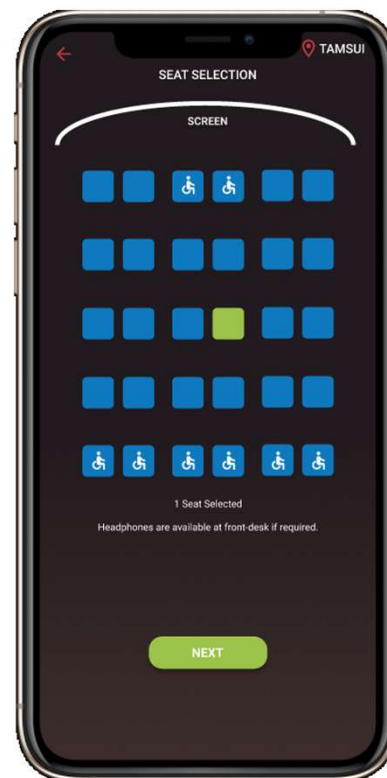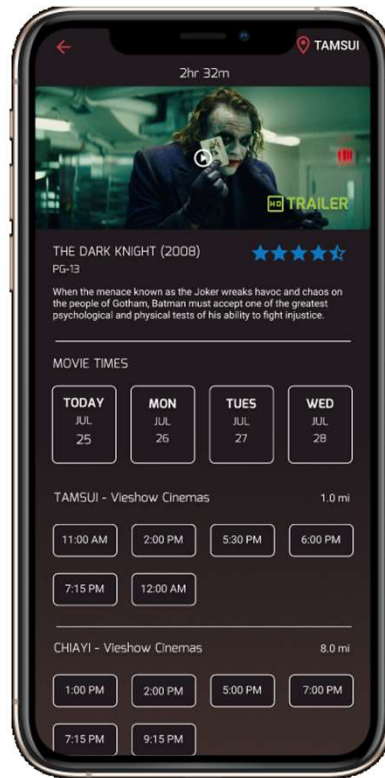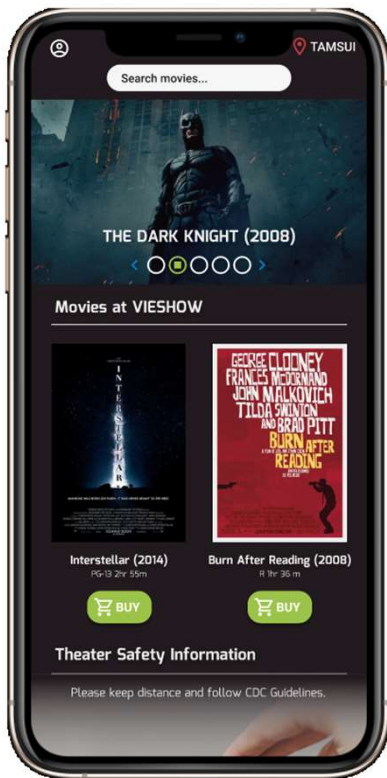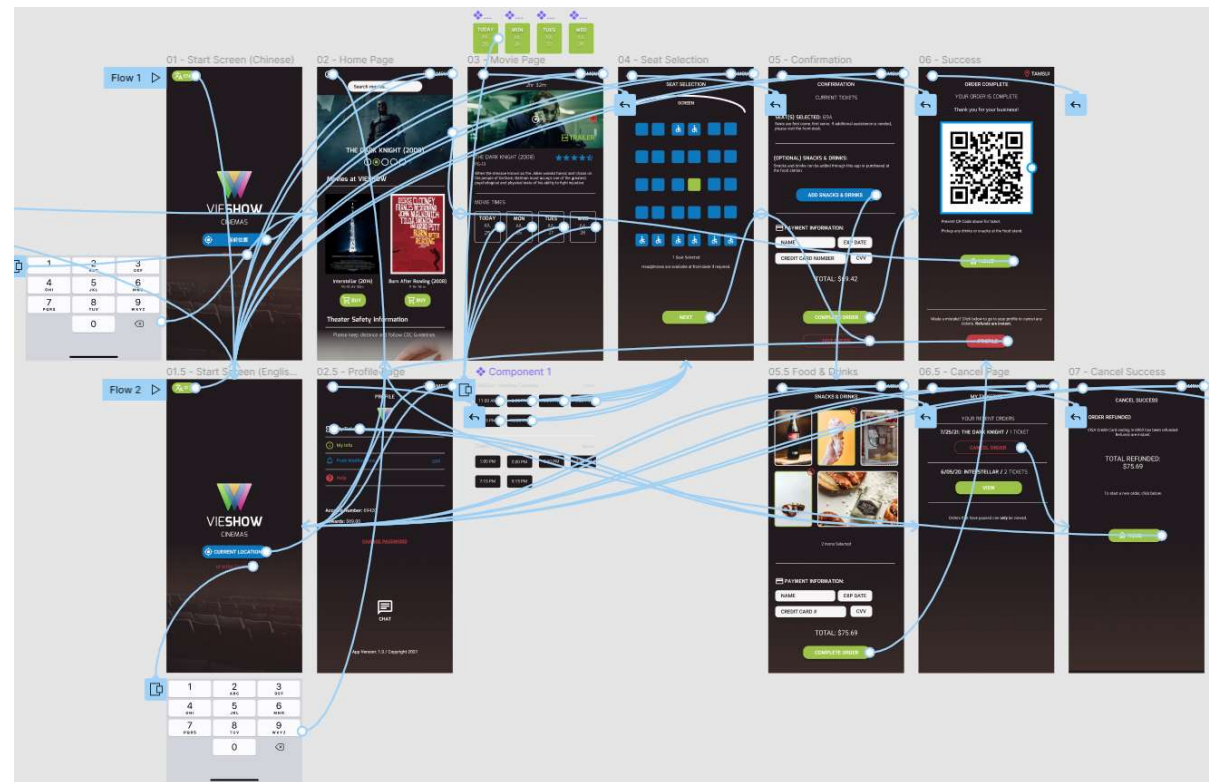
Mockups

High-fidelity Prototype

The final high-fidelity prototype presented cleaner user flows for ordering a movie ticket and food. It also met user needs for cancelling tickets as well viewing their profile.

View the Vieshow Reservation App:

High-fidelity Prototype URL

Accessibility Considerations

1

Provided access to users who were hard of hearing (providing them with headphones) and also handicapped available seats in the seat selection screen.

2

Used icons to help make the entire app more user-friendly and easier to navigate.

3

Used similar workflow to other ticket reservation apps to help users that have previously used other similar apps.

Going Forward

- Takeaways
- Next Steps

Takeaways

Impact:

The app allows users to order tickets and food easily instead of rushing to the movie ticket counter. It shows customers that they care about their needs.

"The app made it super easy to order tickets! I would definitely use this app if I were in Taiwan."

What I learned:

While designing the Vieshow Cinemas app, I learned that the first ideas for the app are only the beginning of the entire process. Usability studies and peer feedback influence each iteration of the app's designs. Every design can be improved in one form or another.

Next Steps...

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Refine prototypes with any new learned feedback.

Let's Connect!

Thank you for your time reviewing my work on the Vieshow Cinemas app! If you'd like to see more or get in touch, my contact information is provided below.

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Thank you very much!