

Movie Ticketing App

Nwako Timothy

Project overview



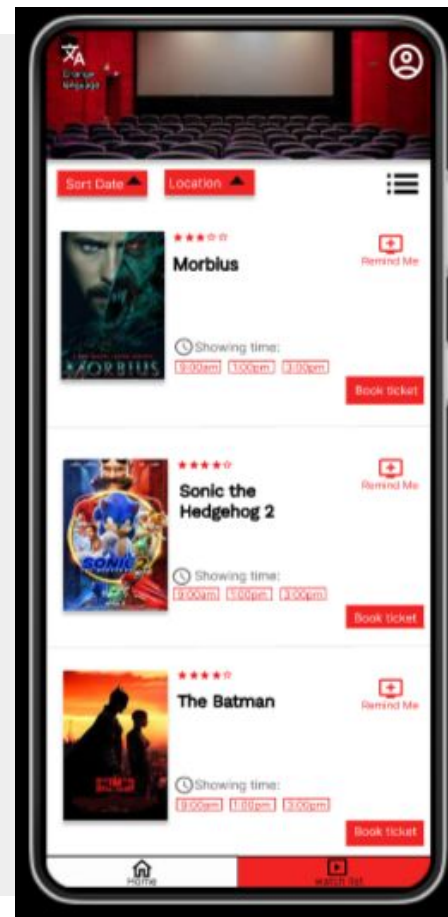
The product:

The mobile ticketing app is a design product that can be used to book ticket of a movie at the convenience of the users home



Project duration:

March 2022 - April 2022



Project overview



The problem:

Since its my first design it was difficult to understand the process and use the tools



The goal:

The mobile ticketing app allows the user to easily buy movie ticket

Project overview



My role:

Lead UX designer.



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 conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults and student who like going to movie theater but don't like to stand in queue to book ticket .

User research: pain points

1

Time

Users want to know the time the movie would be on to avoid going there and waiting for a long time

2

Long queues

Users don't want to stand on long queues

3

Accessibility

There are no platforms for booking movies in some theaters

Persona: Name

Problem statement:

Chimezie joshua is a student who needs an easier way to buy movie tickets because he likes to take his girlfriend to see the movies during the weekends



CHIMEZIE JOSHUA

Age: 23
Education: Enrolled in a university
Hometown: Lagos Nigeria
Family: Stays with his girlfriend
Occupation : Full time student

"I go to see a movie every friday night with my girlfriend so i am always looking for ways to pick the right movie and book it on time"

Goals

- Build a good relationship with his girlfriend
- Have an enjoyable night during the weekends
- Not missing out on new movies that have just been released

Frustrations

- I don't like going to the movie theater to book the ticket because it's usually crowded
- Distance from my house to the theater is a 1hr drive so if I don't get there on time the tickets would be sold out
- Bad customer service

Joshua is a student who likes to go out on friday nights with his girlfriend to see a movie, he prefers it to staying at home and watching TV. he doesn't like going all the way to the movie theater to book the tickets so he is looking for an easier way to do it without having to deal with the bad customer service

User journey map

Mapping Chimezie journey
revealed how helpful it
would be for
users to have access to a
dedicated movie ticketing
app

<https://coursera-assessments.s3.amazonaws.com/assessments/1648711699545/7d5468bd-65e9-43b9-ecb2-07dd0be26192/Google%20UX%20Design%20Certificate%20-%20User%20Journey%20Map%20%5BTemplate%5D.pdf>

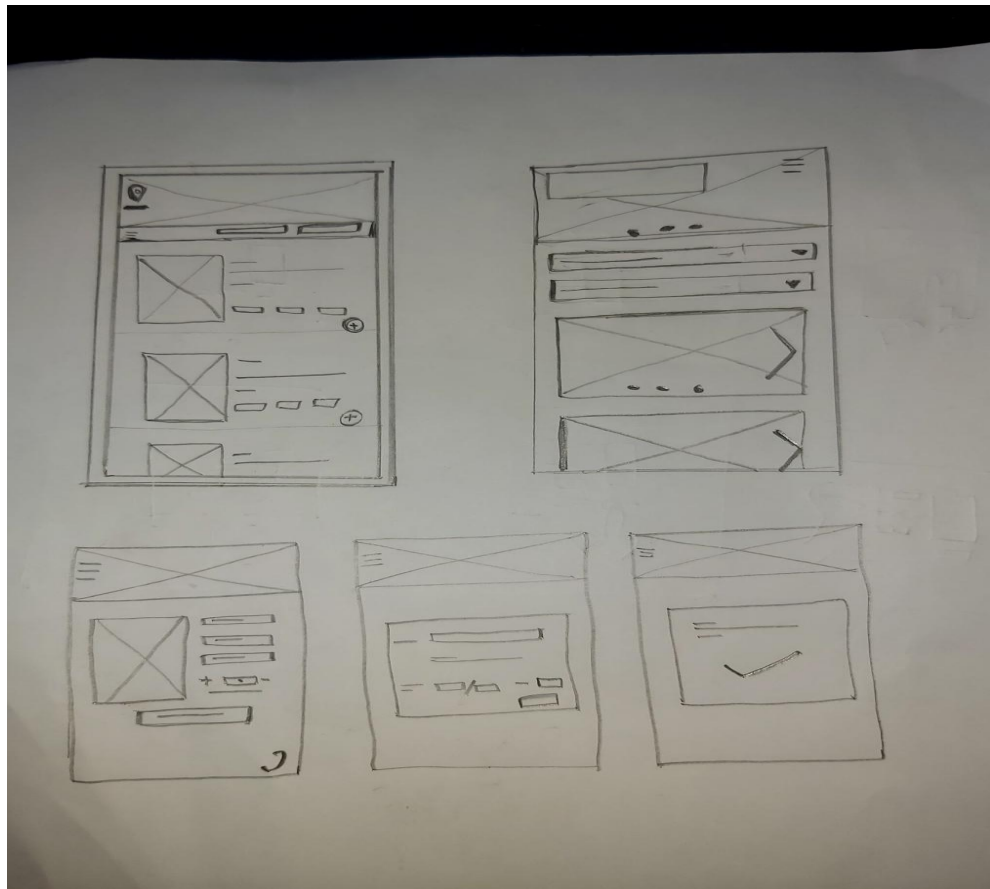
Persona: chimezie joshua

Goal: easy way to book a ticket for a movie

ACTION	Go to movie theater	Browse through movie options	Place order	Complete payment	See the movie
TASK LIST	Tasks A. search for movie theater close by B. go to movie theater	Tasks A. Go through options of movie to watch B. select movie to watch	Tasks A. select number of tickets to buy B. choose where to seat C. make payment	Tasks A. provide payment information B. get ticket	Tasks A. watch movie
FEELING ADJECTIVE	Confused in finding a close by movie theater Excited to find a movie theater close by	Frustrated by the long queue he has to join to get a ticket	Annoyed with the impatience of the worker who forces him to decide on a movie to keep the line going	Annoyed by how long it takes for payment to be made	Relieved to finally see the movie
	Build a mobile app for ICM movie	Provide search filters.	Provide easy checkout flow.	Provide payment information through	Add a review list about the movie

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.



Digital wireframes

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

This shows the poster of the movies that are available



This is used to choose the movie the user wants to book



Digital wireframes

Back button to always allow
the user go back

This allows
user to go back
to the previous
page



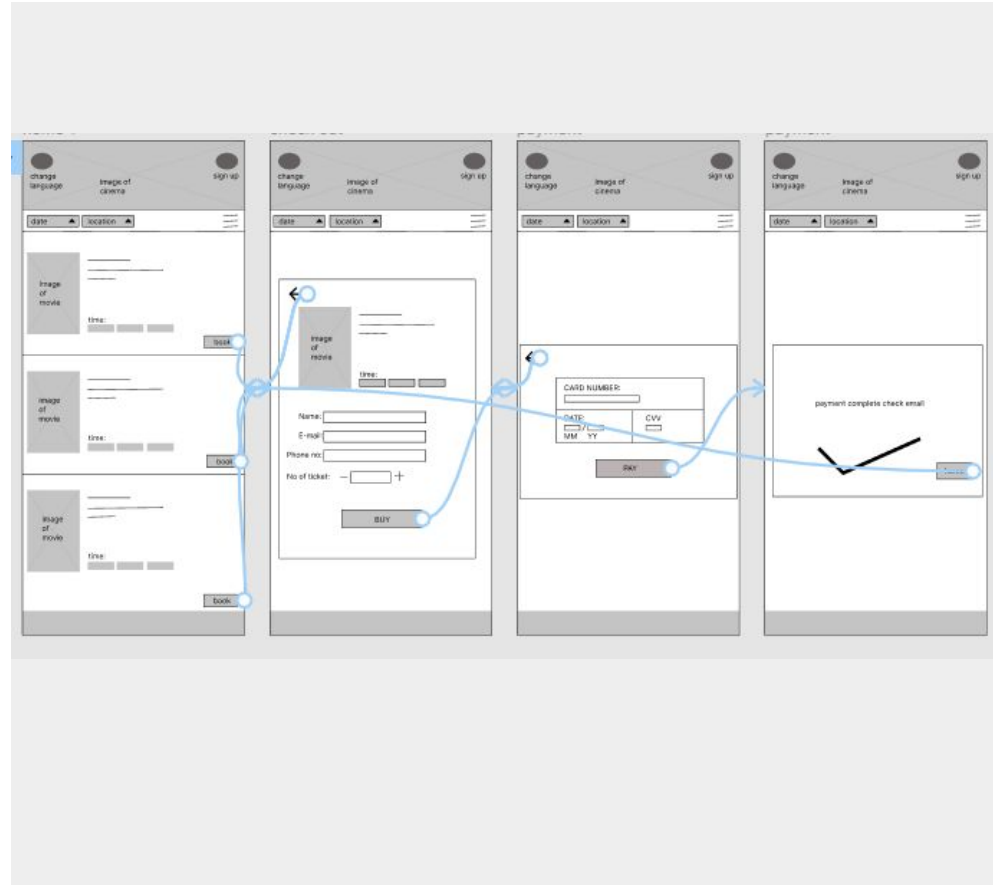
This allows the
user to
proceed to
make payment



Low-fidelity prototype

The user low basically ensures the user is able to select any movie and easily make payment

<https://www.figma.com/proto/RmFvaFewbIW7BNE4g6qNi/timothy-wireframe?node-id=0%3A1&scaling=scale-down&starting-point-node-id=167%3A29&show-proto-sidebar=1>



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 User wants an easy back button
- 2 User wants more details
- 3 User wants more clear text

Round 2 findings

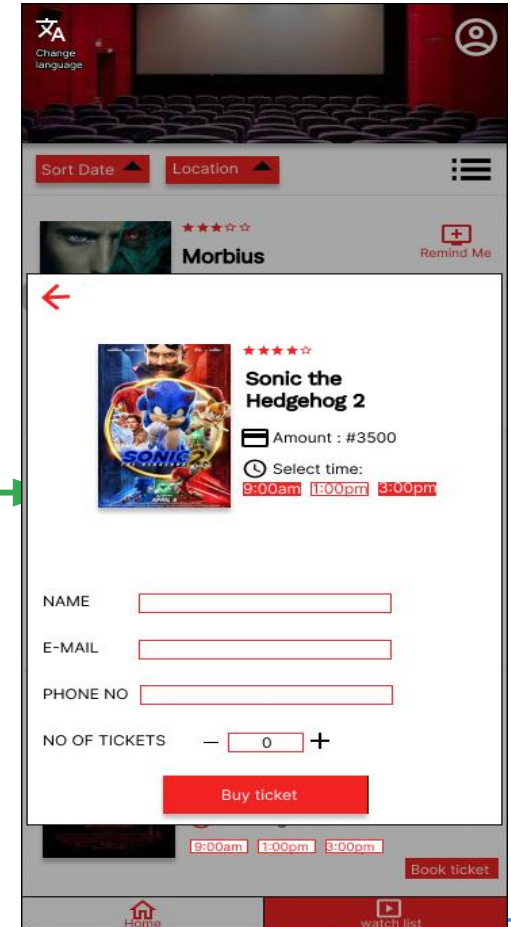
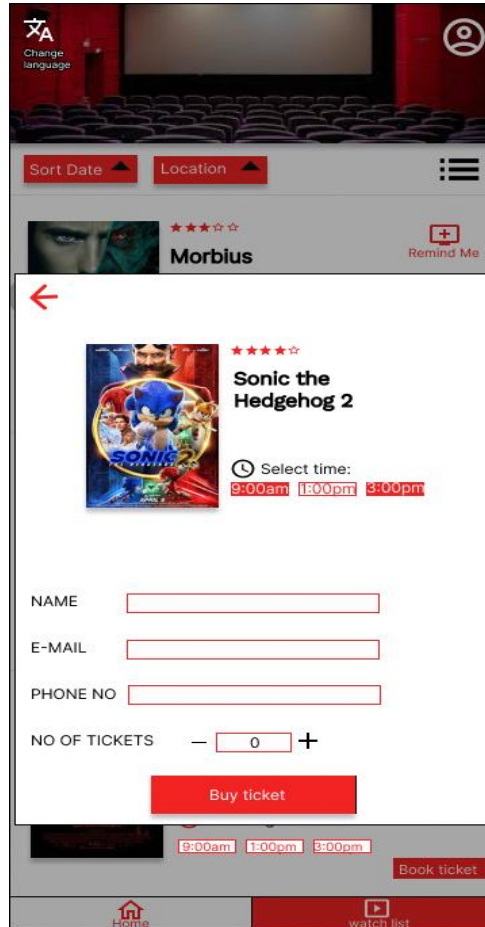
- 1 User wants to be able to pick date
- 2 User wants to know the price
- 3 User wants to be able to pick location and change language

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

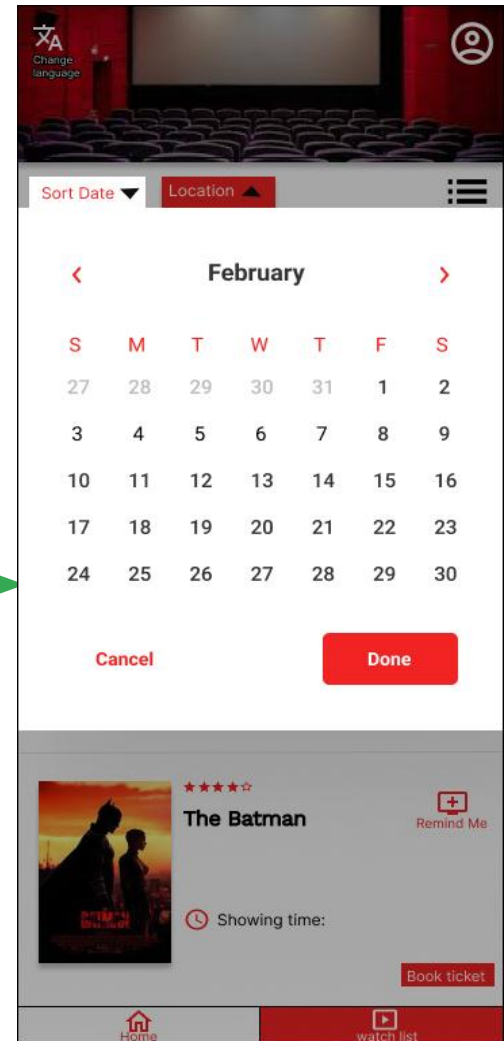
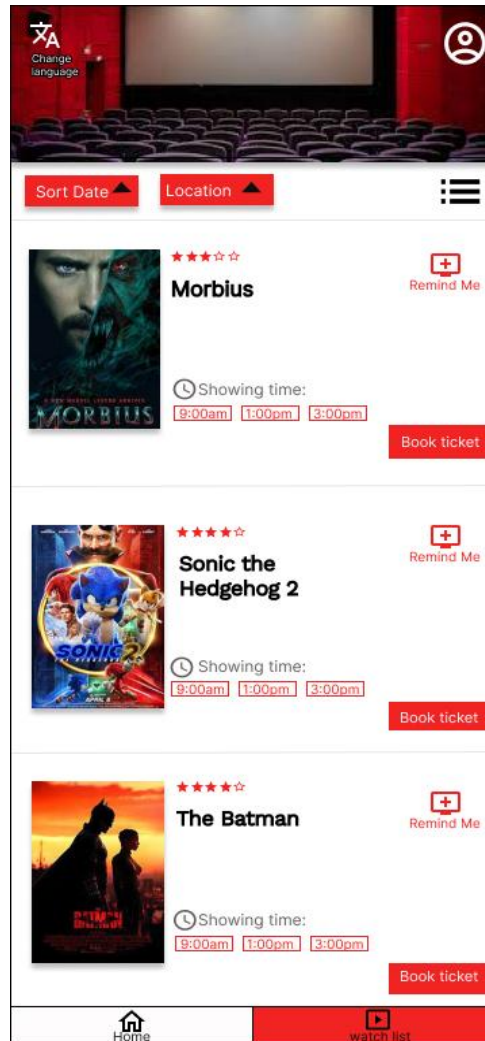
Mockups

I added the amount of the movie

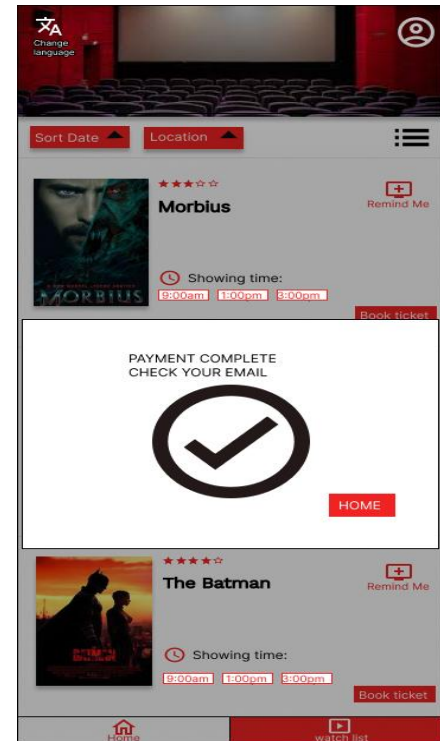
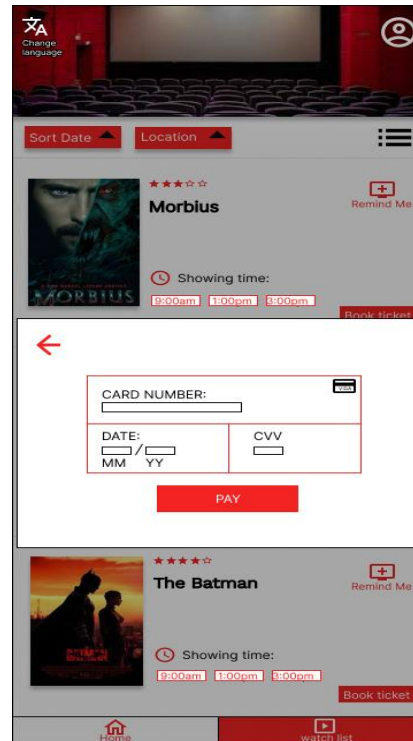
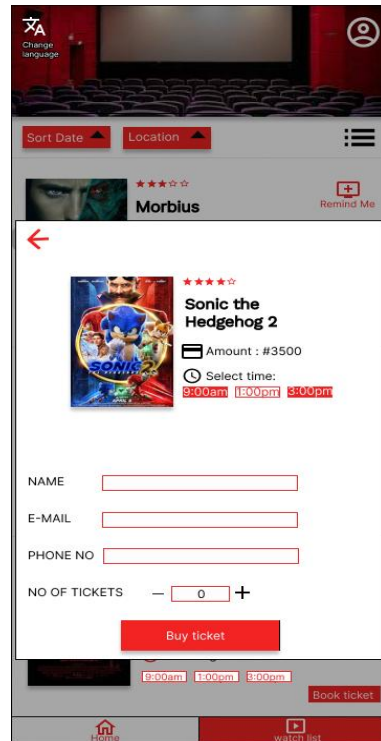
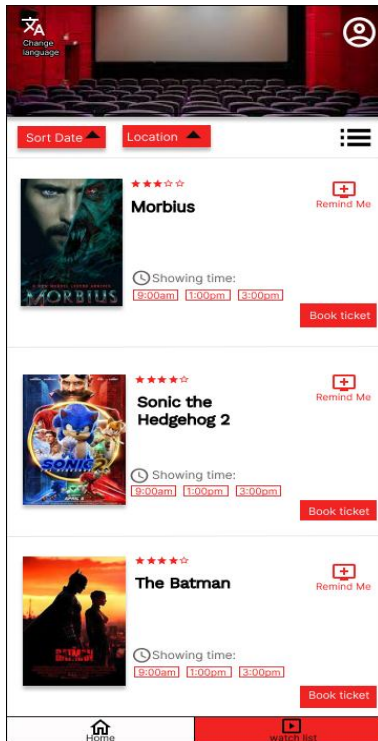


Mockups

I added a date picker



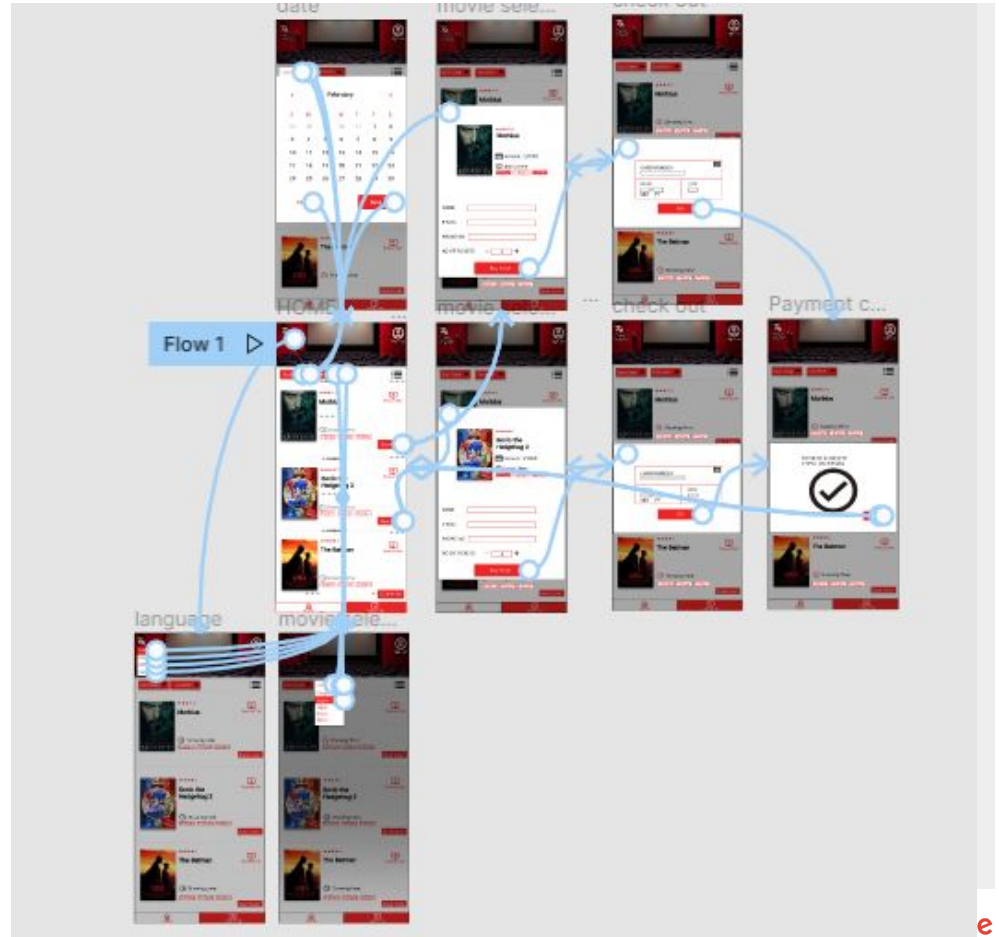
Mockups



High-fidelity prototype

[Link to high-fidelity prototype]

https://www.figma.com/proto/RmFvaFewbIWW7BN_E4g6qNi/timothy-wireframe?node-id=3%3A2&scaling=scale-down&page-id=0%3A1&starting-point-node-id=3%3A2&show-prototype-sidebar=1



Accessibility considerations

1

Provided option for other languages for those that don't understand English.

2

Used icons to help make navigation easier

3

Used images of movies to make it easier to make choice

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes it easier for users to book movie without wasting time and they can do it anytime and anywhere



What I learned:

While designing the movie ticketing app , I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

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..

Let's connect!



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

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