Movie App Case Study

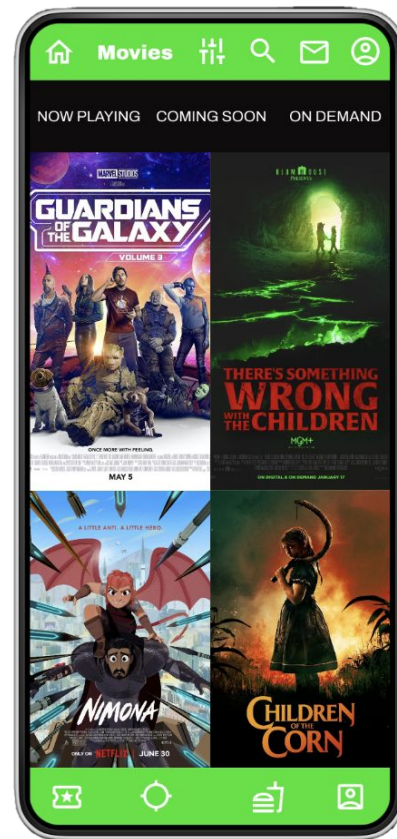Reginald Allen

Project overview

The product:

Movies Theater App is an app that makes it easy to purchase tickets online. You can purchase tickets in advance and avoid long line at the theater. Worry less about the wait and enjoy memorable moments.

Project duration:

June 2023 to July 2023

Google

Project overview

The problem:

When a blockbuster movie comes along, there's situations in which the user has to either pre order tickets at the theater location or wait in line during the premiere.

The goal:

To make the app most convenient and spend less time worrying about waiting. Making it easy for family, friends, etc to focus more on the movie experience. Making memories and less on waiting is the goal.

Project overview

My role:

UX Designer designing the app for Movies Theater 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 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 families, friends, and senior citizens who don't have time waiting in line for movie tickets.

This user group confirmed initial assumptions about Movie Theater attendees, but research also revealed due to making arrangements around busy work schedules and preplanning makes in difficult to stand in line in person and expect the unexpected. For example, arriving at the theater only to discover the movie sold out or there's not enough tickets for the whole family to attend.

User research: pain points

1

Pain point

Not enough seating for your group.

2

Pain point

Waiting in line and missing the beginning of the movie due to the long wait.

3

Pain point

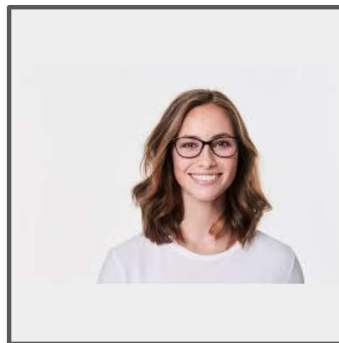Not being able to preorder tickets in advance.

4

Pain point

Not knowing the movie dates and times in advance.

Persona: **Name**

Problem statement:

As a mother of two who loves going to the movies with her family, I want to find family friendly movies, book tickets online, so that i can plan ahead to make sure that everyone has a good time at the theater.

Sarah
Age: 45
Education: Masters Degree
Hometown: Atlanta, GA
Family: Married with kids
Occupation: Parent

"Coffee is a language itself"

Goals
- Sarah wants to be able to easily find family-friendly movies, book tickets online, and get notified about special deals or promotions.

Frustrations
- Sarah finds it frustrating when she can't find family-friendly movies or when she has to wait in long lines at the theater.

Sarah is a 45-year-old mother of two who loves going to the movies with her family. She usually goes to the movies on weekends or holidays with her husband and children. She likes to plan ahead and make sure that everyone has a good time at the theater.

Persona: **Name**

Problem statement:

As a movie enthusiast who loves to watch movies on the big screen, I want to easily find movies and showtimes, book tickets online, so that I find new movies to watch and stay up-to-date with the latest releases.
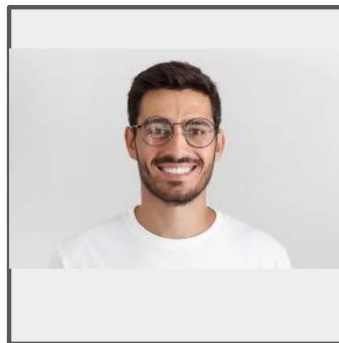
John

Age: 30
Education: Bachelors Degree
Hometown: Chicago, IL
Family: Single
Occupation: Marketing

"I'm just a movie fan. I used to go to the movies just to watch movies"

Goals
- John wants to be able to easily find new movies and showtimes, book tickets online, and get notified about upcoming releases.

Frustrations
- John finds it frustrating when he has to wait in long lines at the theater or when he can't find the movie he wants to watch.

John is a 30-year-old movie enthusiast who loves to watch movies on the big screen. He usually goes to the movies with his girlfriend or friends. He is always looking for new movies to watch and likes to be up-to-date with the latest releases.

User journey map

Mapping Tom's user journey revealed how helpful it would be for user to have access to a dedicated Movies Theater app.

Participant's Name: Tom				
Task	**Click Path**	**Observations**	**Quotes**	**Task Completion**
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: 1 - easy to complete 2 - completed but with difficulty 3 - not completed
Prompt 1: If I said "Let place tickets fo the movie today" whet do you think you might use this feature for?	N/A	Participant found it easy to access. Got confused where to go after accessing the trailor	So does it send the qr code to my email after it's purchased?	1
Prompt 2: Have you run into any issues selecting a movie or not and why?	Select movie poster> click play button> prompt back to trailor> click ticket icon>select seating	Participant had to click the ticket in the buttom left-hand corner to proceed to ticket purchase. Participant managed to navigate to seating and ticket amounts.	I think it's completely fine.	1
Prompt 3: How was checking out and completing the purchase?	Click the ticket> select the amount> congrats page	Participants had concerns to where she can get the qr code, just the congrats page with qr code.	I don't see details of what I purchased dude.	1
Additional Notes: Add any notes about what the participant shares after the tasks are complete.				

Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

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 prioritize a quick
and easy movie selection
process to help users save
time.
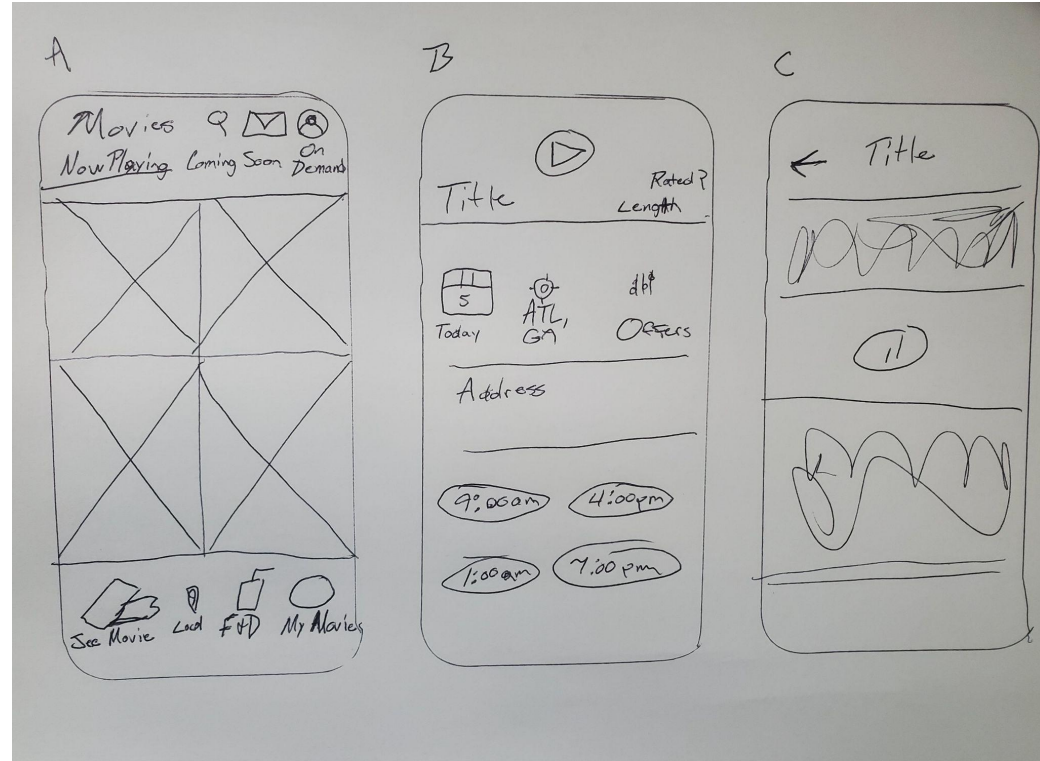
Digital wireframes

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

Navigation icons listed in this section.

Movies

Movie Poster

Movie Poster

Movie Poster
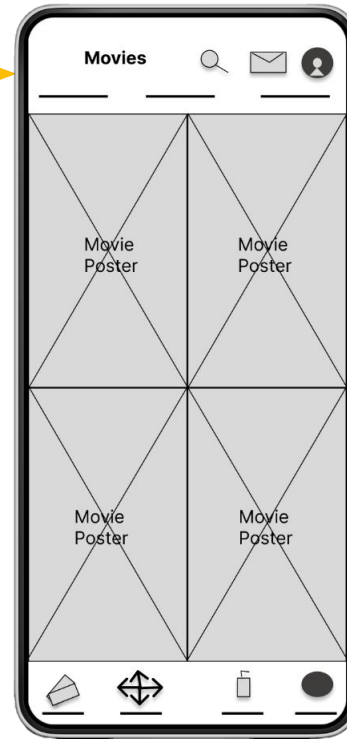
Movie Poster

These are the movie poster, which you will be able to select to proceed.

Digital wireframes

After easy navigation, it will lead to this final page in which would be your ticket for purchase. Making online preorder tickets easily accessible.

←

Congrats!

Your purchase is Complete!

Your receipt and order confirmation will be sent to this email address.

Please use the qr code below as your purchase.

Show code at the door.

QR Code

Enjoy your Movie!
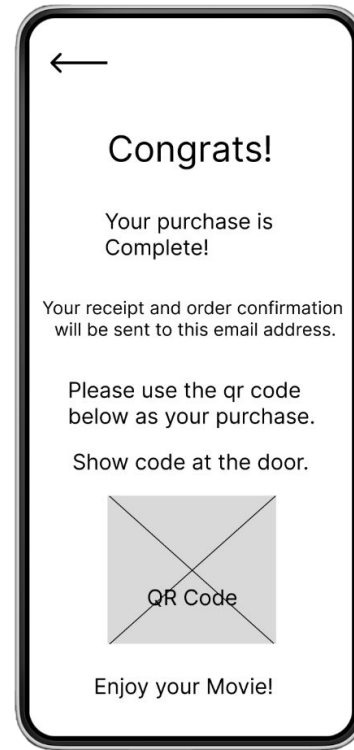
This would be your digital ticket or tickets you would have scanned at the door for convenience.

Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of building and ordering movie tickets, so the usability study with users.

View the Movies app

[Low-fidelity prototype](#)
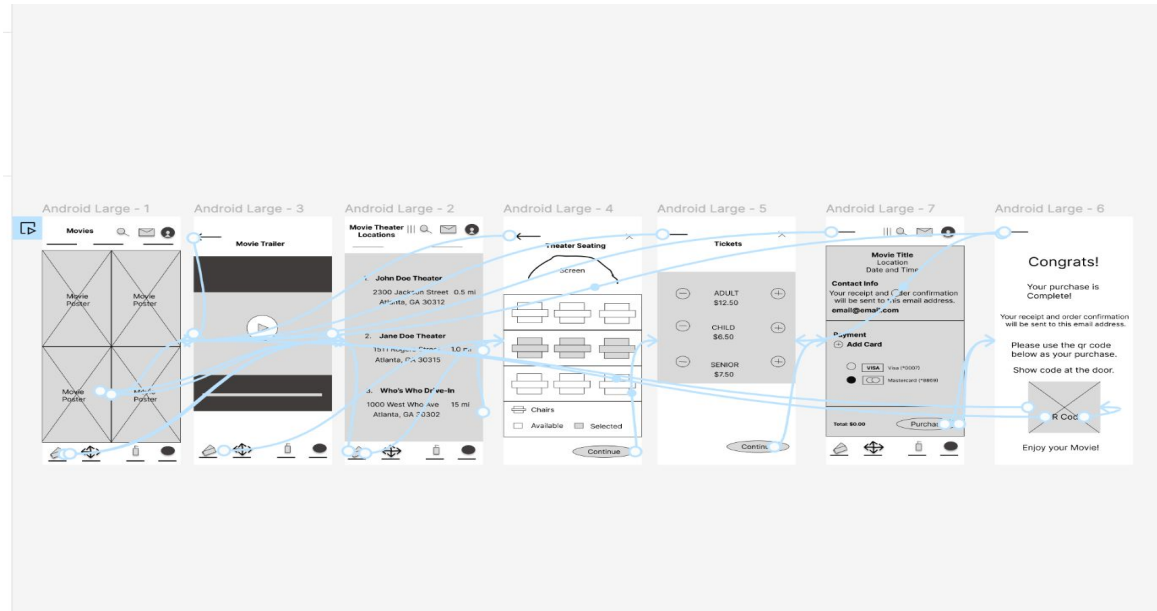
Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

1. Not recognizing the navigation

2. No back option to the home screen

3. Where to go after selecting movie trailer

Round 2 findings

1. How many tickets did I purchase?

2. No purchase details

3. Will the qr code also be emailed to me?

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Early designs allowed for some customization but after the usability study, I was able to revised to fit the users needs.
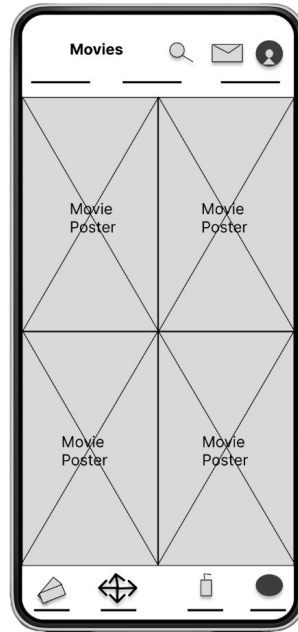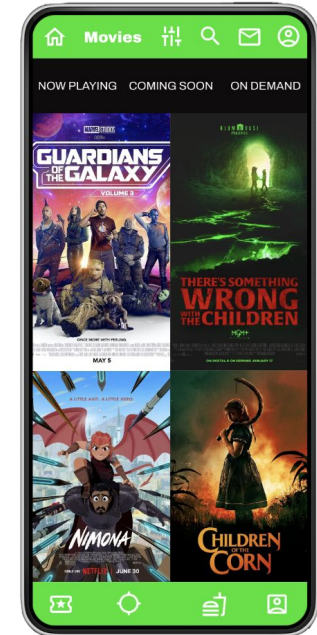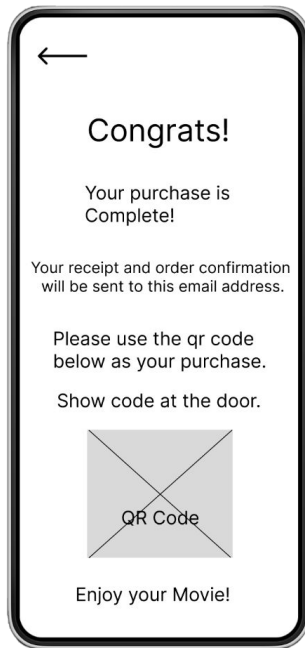
Mockups

The second usability study revealed frustration regarding the checkout workflow, in which I added a page before the congrats page detailing the items of the order.
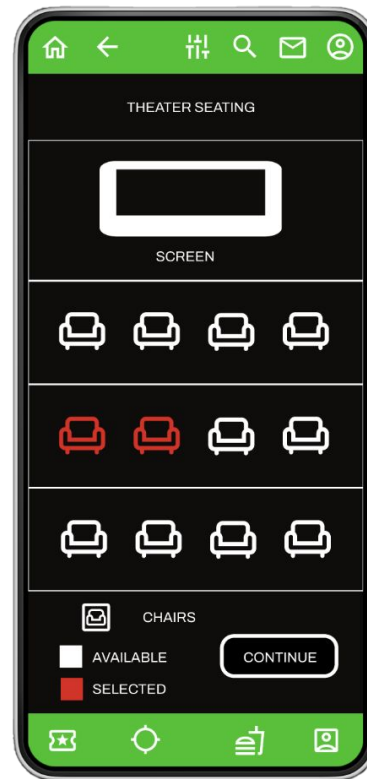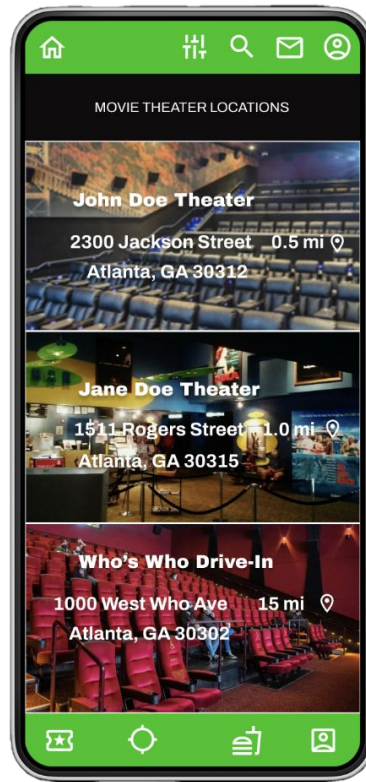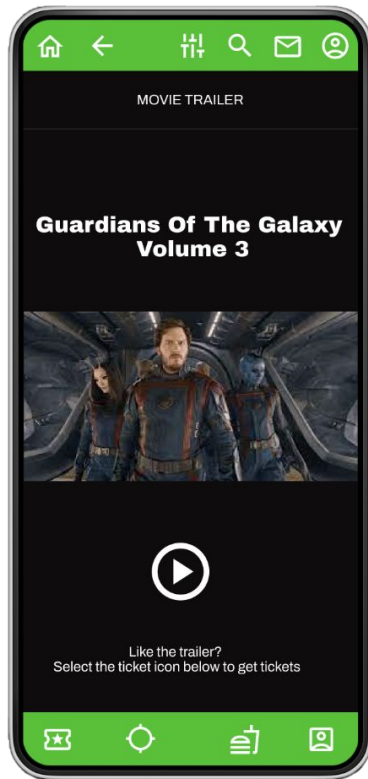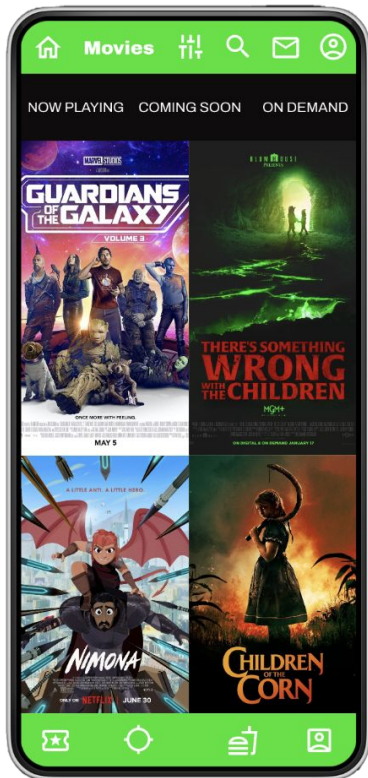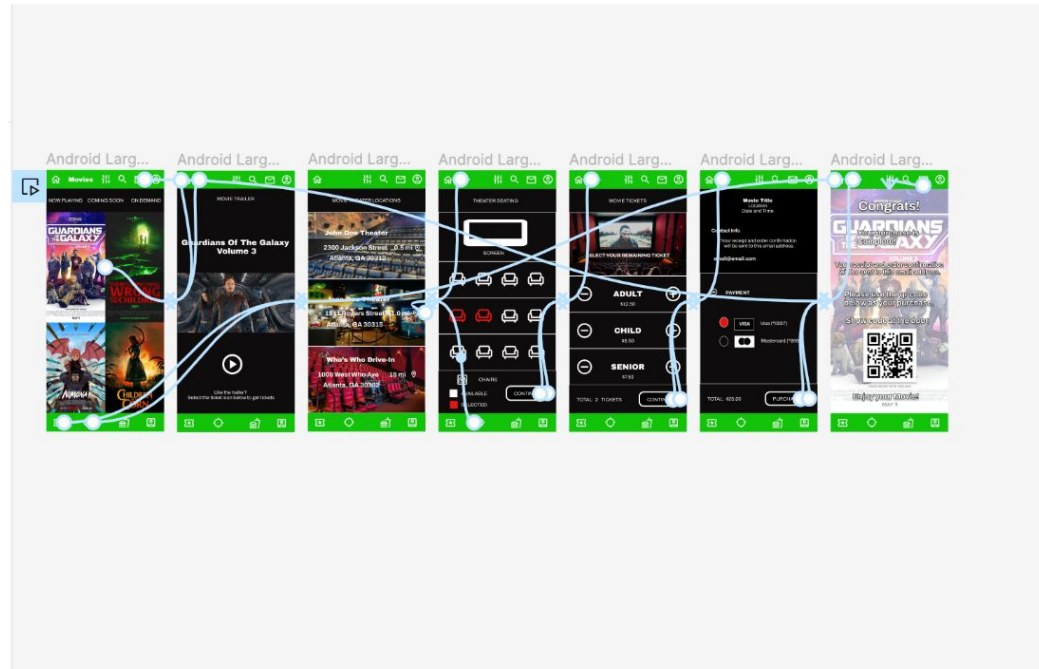
Mockups

High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows by purchasing tickets and checking out. I also met user needs for selecting seating arrangements as an additional option.

Accessibility considerations

1

Considerations I can think would be to add food menu to the app.

2

Adding an option for popcorn, candy and drinks would work great. That's traditional purchased at the theaters.

3

Also adding an alcoholic beverage menu would be great for adults, with a age restriction verification before adding to the list.

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

I feel my designs will have an impact on traditional theaters that are in need of a big turnout. With the culture changing with at home streaming, access to tickets virtually would definitely help put more people in the seats.

What I learned:

User research can be very valuable when it comes to creating an app to fit the users needs perfectly.

Next steps

1

I would like to take to next step of this project and apply it to my portfolio for future hiring managers.

2

The project would be great to share when scouting potential clients.

3

This project would also be great for advancement in career advancement.

Let's connect!

I am thrilled to have the chance to work with you and develop remarkable user experiences. I would appreciate the opportunity to go over my credentials in more detail.

Here is my contact information, would love to hear from you. Email: allenreginald1@gmail.com, Phone: (678) 542-0462, Website: https://www.artbyreggie.com/

Thank you!