

# Movie Seat Reservation App

---

Joshua Fernandez

# Project overview



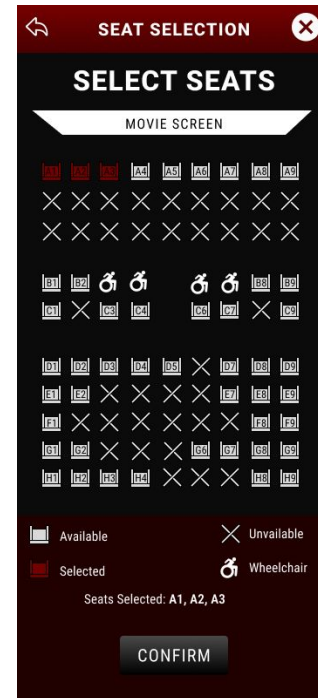
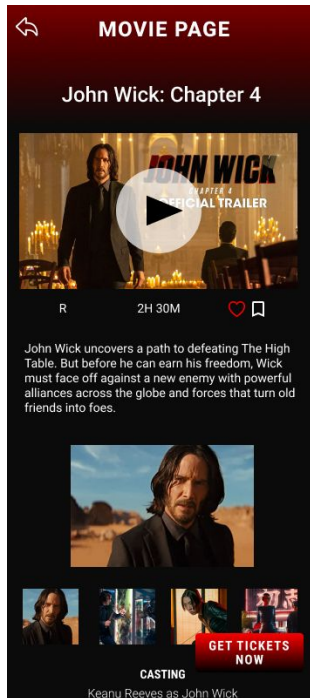
## The product:

This is a movie app that functions like many movie websites: browse for movies, look at media of said movies, and reserve seats in a simplistic and fast manner.



## Project duration:

January 2023 - April 2023



# Project overview



## The problem:

A local theater lacks an online presence, making ticket purchasing limited and often inconvenient



## The goal:

Create an app for the theater so customers can purchase tickets and more online, making services more accessible

# Project overview



## My role:

UX designer, UX researcher, UX Writer, UI Designer



## Responsibilities:

User research, documentation, wireframing, prototyping, User Interface Design

# Understanding the user

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

# User research: summary



I wanted to see what movie theaters are the most popular and how they conduct their business online, whether on a computer or mobile. I did thorough research by using their apps and websites and created a competitive audit to cement my ideals for a truly competent app

Next I interviewed a user group consisting of young to middle aged adults and asked them questions involving their love and involvement with movies. I had suspected life responsibilities such as family or work would get in the way, but other factors such as accessibility, disabilities or not being tech savvy would come into play in ways I didn't expect.

# User research: pain points

1

## Lack of Time

Many adults have responsibilities so researching movies and buying tickets can be a hassle between school, family and other obligations

2

## Lack of Tech Savviness

Despite being in an era of tech, a good percent of adults can be relatively new to apps and online shopping platforms, making experiences intimidating

3

## Lack of Accessibility

Disabilities can prevent users with limited mobility, vision or other impairments don't always get the support they need to use products as well as their peers

# Persona: Christine

## Problem statement:

Christine is a manager who needs a convenient and quick way to buy tickets because her responsibilities with work and family leave her little time.



Christine

**Age:** 41  
**Education:** Bachelor's in Marketing  
**Hometown:** Orlando, FL  
**Family:** 1 Daughter  
**Occupation:** Senior Digital Marketer Manager

*"Life is not a sprint, it's a marathon. The best things take time to enjoy."*

## Goals

- Please all her clients and ensure successful campaigns
- Retire before 55
- Travel to Europe

## Frustrations

- "It takes forever to order tickets at movie theaters"
- "I'm so busy with my little girl, I struggle to find time to be with her unless it's the weekend."

Christine works a rigorous schedule creating handling marketing campaigns and looking after her daughter during the week. She spends her free time with her daughter and running errands. Her pass time include going to the park, watching tv as a family, and yoga.



# User journey map

I was trying to play into the mind of the user persona I created and experimented with different parts of the journey. I would react differently in many of these cases, but to a customer, something simple can become a bigger issue like bloated text or uncomplimentary color palettes.

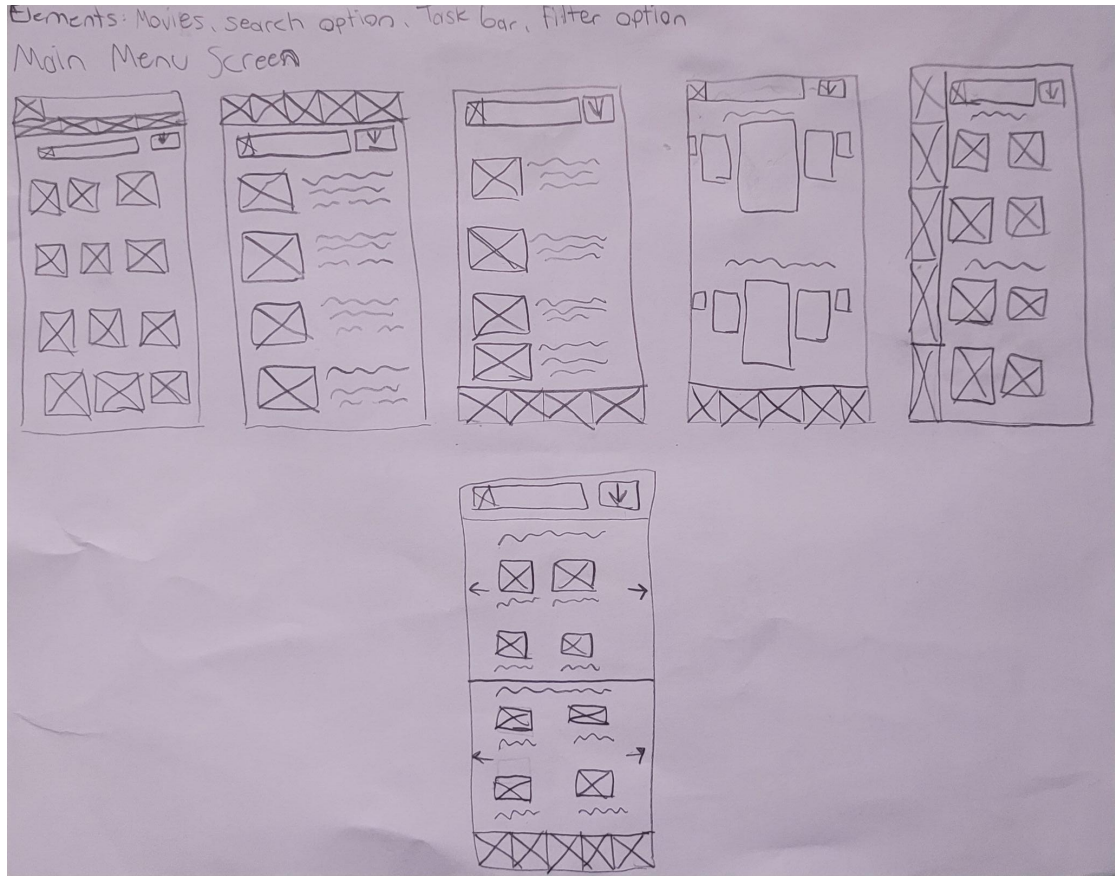
| ACTION                           | Download Movie App  | Find a Movie  | Select Seats  | Purchase Tickets   | Get Confirmation   |
|----------------------------------|---|---|---|--|--|
| <b>TASK LIST</b>                 | Tasks<br>A. Download App<br>B. Open it<br>C. Sign into account          | Tasks<br>A. Find Movie theaters near her<br>B. Find a movie<br>C. Find best times   | Tasks<br>A. Select Seats<br>B. Get an adult and child ticket<br>C.                      | Tasks<br>A. Input card information or use account money<br>B. Use funds and buy the tickets<br>C.  | Tasks<br>A. Get an email confirmation<br>B. Get Tickets Numbers and/or QR code<br>C. |
| <b>FEELING ADJECTIVE</b>         | Excited to find a movie<br><br>Slightly annoyed about having to sign in | Worried about finding a close theater   | Nervous or relieved about finding good seats<br><br>Frustrated the seat layout is small | Worried the app can crash or cause an error  | Happy about getting a confirmation<br><br>Satisfied with the experience              |
| <b>IMPROVEMENT OPPORTUNITIES</b> | Allow option of making one time purchases without an account            | Show movies and showtimes on the same screen<br><br>Show how many seats are left before going to the next screen<br><br>An option to tap on movie posters for an audio clip of the movie's name | Allow zoom in on seat map to select seats easier  | Ask to save card information<br><br>Keep seats reserved for a certain amount of time if offline<br><br>Void purchase if it was already made and if details such as ticket amount and seating are exactly the same in the last 10 minutes | Enter your phone number to get tickets as pictures                                   |



# Paper wireframes

I was throwing out UI ideas left and right. I knew I wanted a some display of movies, a search option with a filter, and a navigation bar.

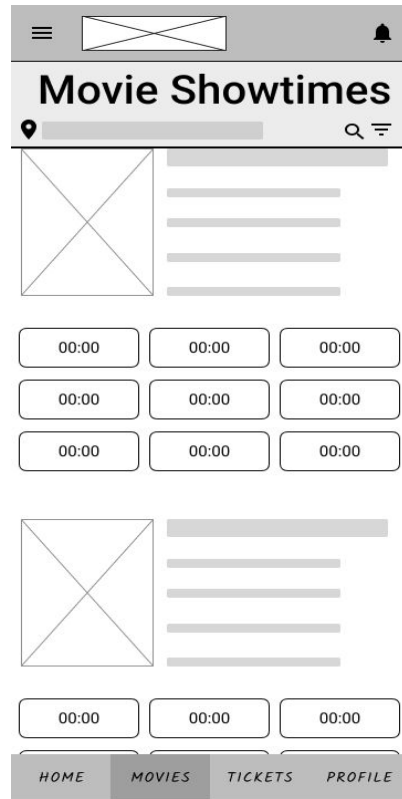
After experimenting with different proportions, layouts, dimensions and placements, the bottom screen is the culmination of everything in the top row



# Digital wireframes

I wanted to have information condensed for movies and options for times available, so I thought about putting both on the main search screen to make quick decisions whether buying tickets or not

This navigation bar on the bottom allows easy navigation between searching for movies and keeping track of tickets

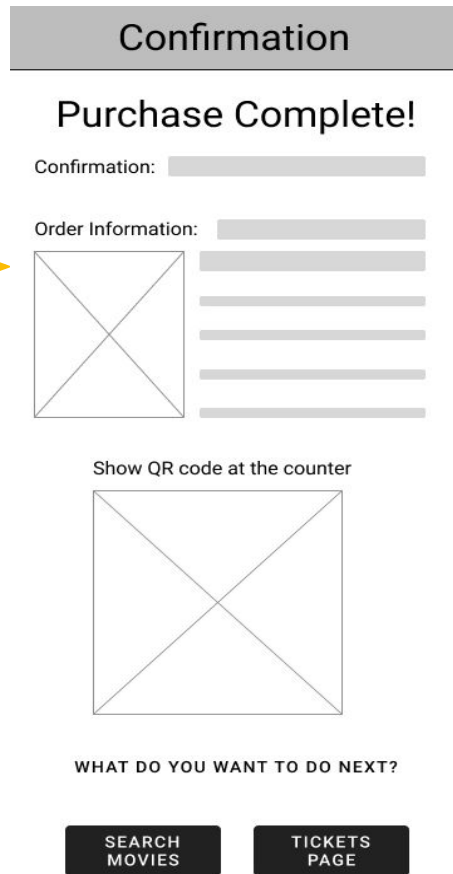


These time buttons allow users to pick a time immediately and head to seat selection

# Digital wireframes

After purchasing tickets, I wanted to give users two options to encourage them to explore will mentally stimulating them to keep going through the app, whether it be utilizing it at the concession stand or to browse freely, making sure there's no dead end.

Everything here would be a list of information that summarizes purchase information that can be expanded upon later on



The two buttons keep the flow going by either letting users immediately browse or go to their purchase history for easily accessible tickets



# Usability study: findings

The majority of my implementations worked first time around, but navigation needed a major overhaul across several areas. Second round focused on more quality of life options

## Round 1 findings

- 1 Reworked Movie Search
- 2 More Share Options
- 3 Navigation Bar Reworked

## Round 2 findings

- 1 Lack of Date Selection
- 2 No List Making Options
- 3 Information Overload/Insufficient

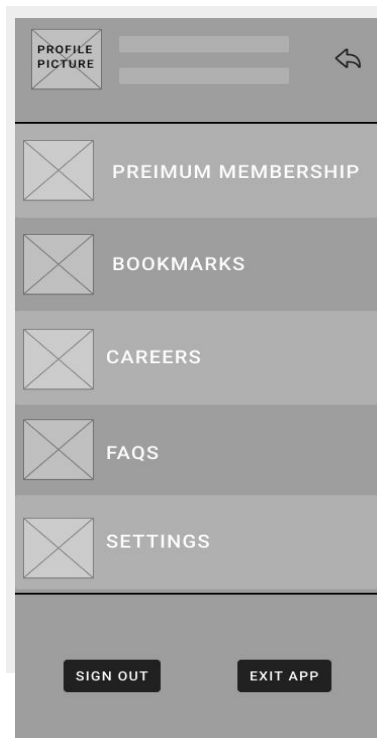
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

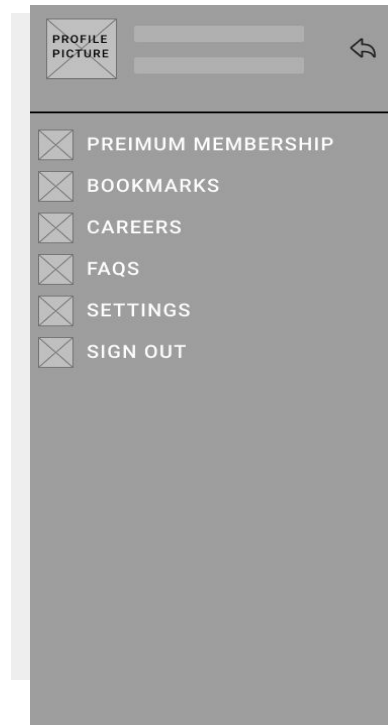
# Mockups

Testers mentioned how the navigation menu felt either bloated or uneasy and empty and especially the quit app button. I condensed everything and rearranged some elements to give it a sleek and simple design.

Before usability study



After usability study

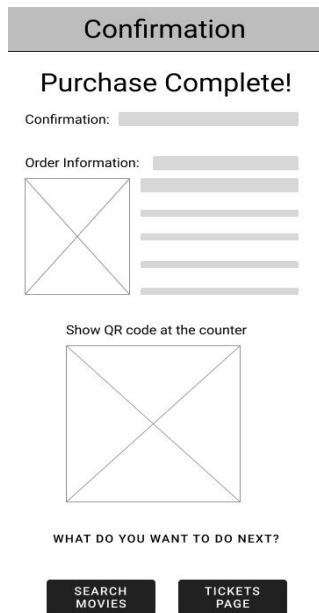




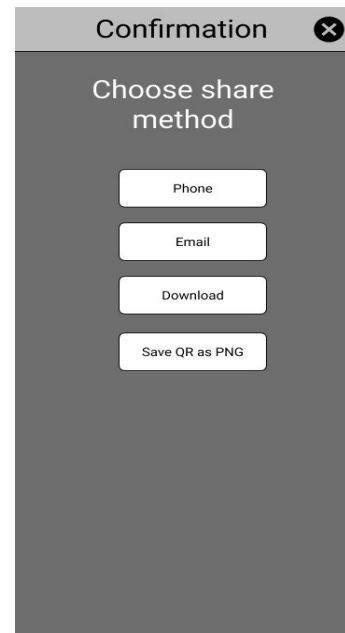
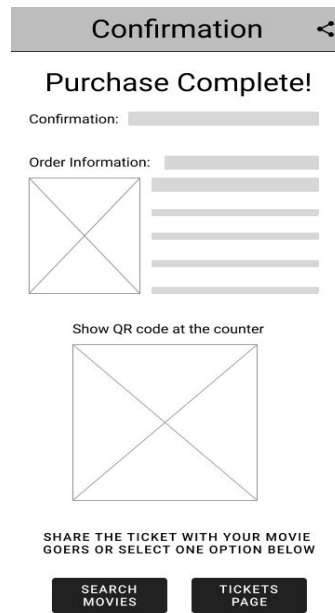
# Mockups

Testers were questioning the lack of options to save tickets apart from it showing up in the app. Apart from including regular options, like sending tickets to email, I went the extra mile to include other options to save to your phone.

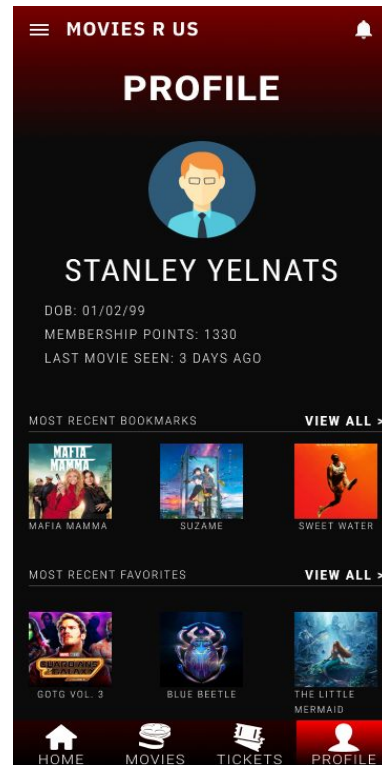
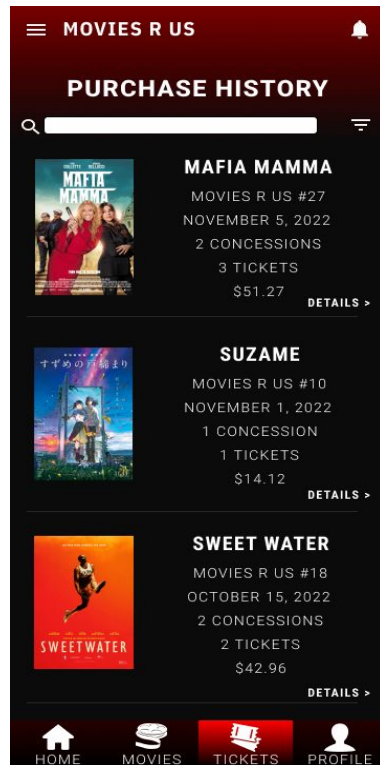
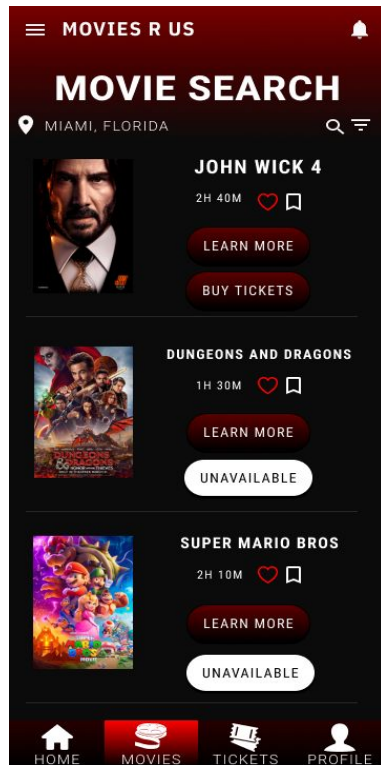
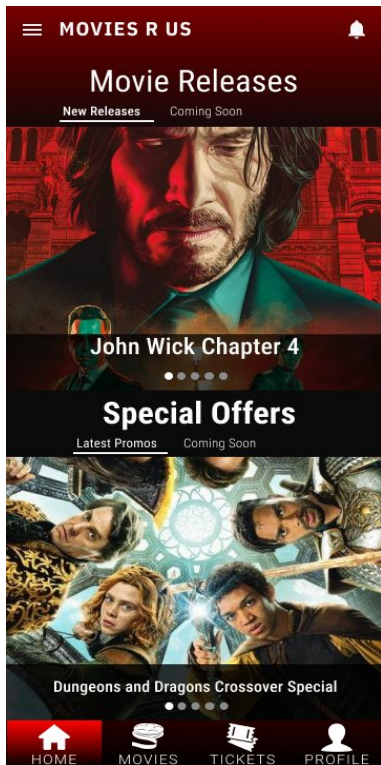
Before usability study



After usability study



# Mockups



# Accessibility considerations

1

A high contrast color palette that is easy on the eyes and complies with the Web Content Accessibility Guidelines

2

Tap gestures are allowed throughout the prototype to allow for those with limited abilities to navigate easily

3

An abundance of quality of life options including extensive ticket saving options, smooth and easy animations, polished typography and clear iconography among others.

# Going forward

---

- Takeaways
- Next steps

# Takeaways



## Impact:

I've kept a consistently positive wave of feedback, not without its faults. Whether it was anonymous people or peers that I showed the project to, I was met with kind words and thorough suggestions.

"The concept was rough at first, and lacked some of the most basic features, but if it were an app for something like Cinemark, I'd try it out. The care it's been given over time shows."

- Juan M.



## What I learned:

Coming from a background of making games and QA testing, many principles were the same but much more were different. The user profiles, design sprints, competitive audits, hi-fi prototypes and many more lessons gave me a new perspective on user empathy, open-mindedness and led me to learn new philosophies, Hick's Law being one of my favorites

# Next steps

1

Give options to add more than tickets to orders, like one for adding snacks to your order

2

Add more pages to simulate more customization options like theater filtering

3

Do one final round of testing before moving on to the high-fidelity prototype, internally with team members or externally with other testers