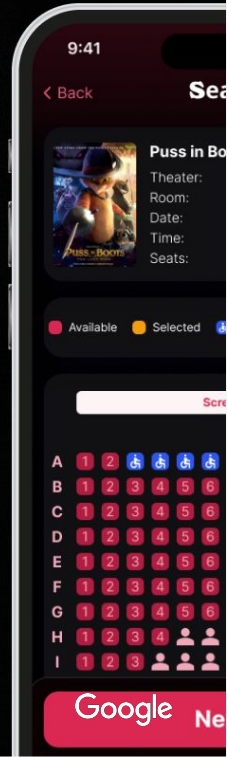
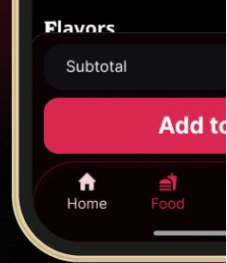
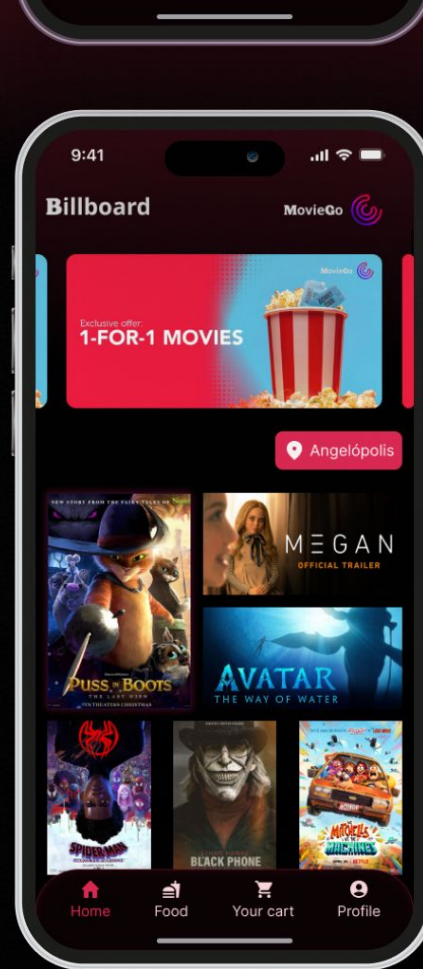
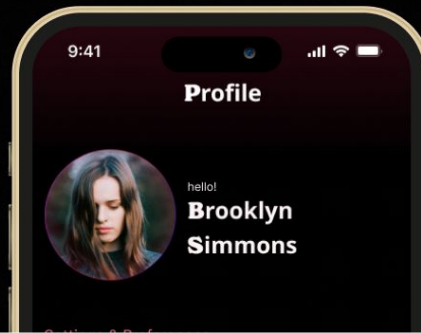
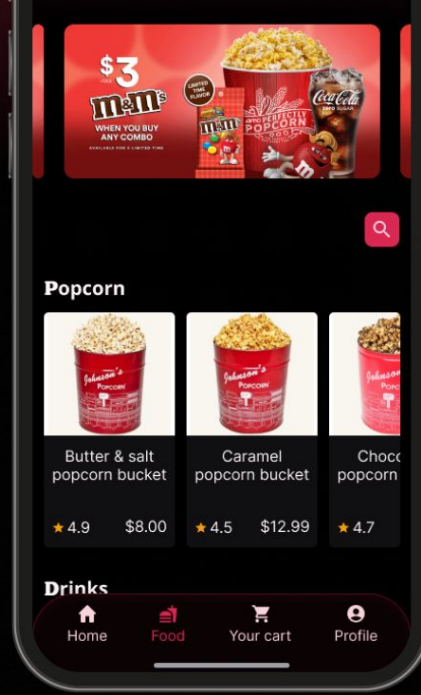


MovieGo App

Ricardo Barrientos



Project overview



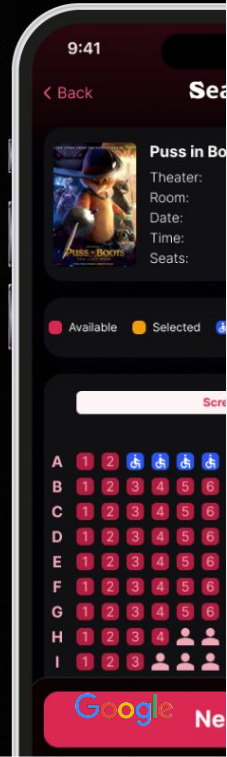
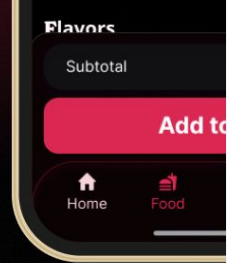
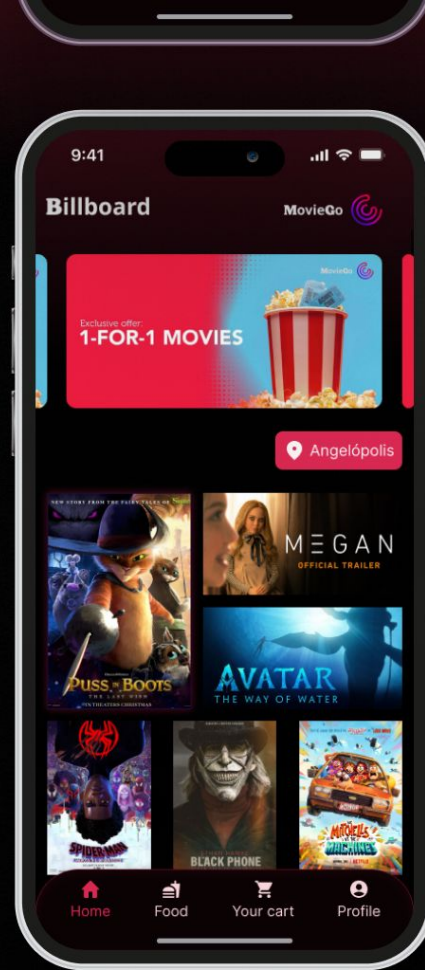
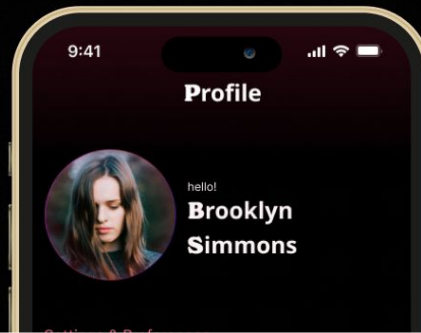
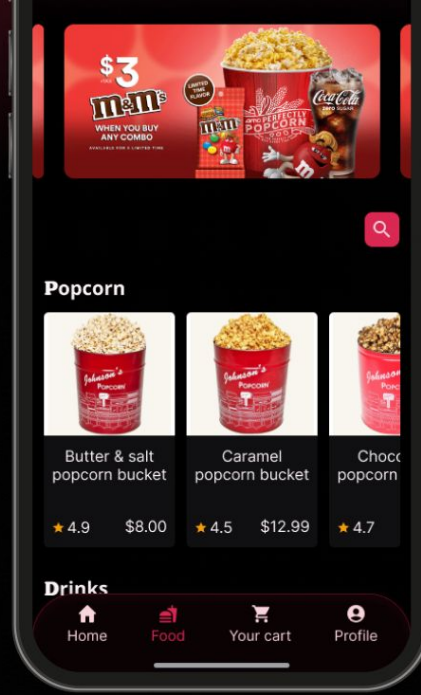
The product:

MovieGo in an upcoming movie theater franchise that plans to start expanding in selected states of the USA. MovieGo strives to deliver a next-level moviegoing experience. MovieGo targets people from all different ages but focus specifically in young adults and mature people.



Project duration:

December 2022 - February 2023



Project overview



The problem:

It's too inconvenient to buy movie tickets in person and websites or existing apps are complicated to use



The goal:

Design an app for MovieGo that allows users to purchase movie tickets and food easily and quickly.

Project overview



My role:

UX designer designing an app for MovieGo 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 older adults that are not very familiar with apps and that have sight problems.

Research also revealed the fact that people didn't use apps because of how annoying they can be with some examples being, loading times, size of components, colors, complexity and more.

User research: pain points

1

Time

Working adults didn't have enough time to explore the app and learn how it works.

2

Familiarity

Some working adults are not very familiar with technologies, so they don't know how to order online.

3

Accessibility

Most platforms are not accessible for different people, like Spanish speaking, font sizes, colors...

4

IA

A lot of apps don't have displayed all the necessary information the user needs at the time.

Persona: Name

Problem statement:

Allin is a very easy adult who needs access to a quick movie ordering app that has all the information she needs to see if it's appropriate for her son.



Allin

Age: 38

Education: BA in medicine

Hometown: Seattle, Washington

Family: Single, 1 child

Occupation: University professor

"I just want to be done with it as quickly as possible"

Goals

- To make the book-seating experience as easy and quickly as possible
- To take her child to any movie they want to watch
- To have all the info she needs of the movie so she knows if it's appropriate for her child.

Frustrations

- I can't see very well in small screen like the one on my phone
- It's very annoying when they show me ads or trailers in the app. Just let me book my seat!
- I want to know all the time the movie I selected, sometimes I just forget it.

Allin is a very passionate woman that loves her field of study and profession. She also loves her child and loves to spend as much time as possible with them. Since she works very long hours she is often very tired and doesn't want to deal with annoying tasks. She likes taking her child to the movies but she's usually too tired to deal with the inconvenient process of booking a seat. Her sight has started to become weaker so she uses accessibility tools like zoom or readers to help with it. Diana just wants to take her child to any movies they want to see and forget about everything else.

User journey map

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

Persona: Allin

Goal: Make a reservation for movie tickets to take her child using an app.

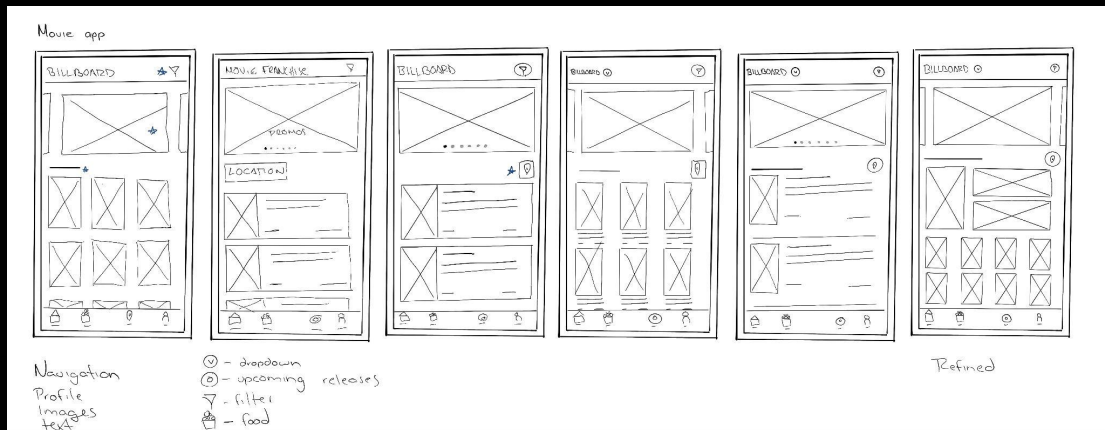
ACTION	Select the desired movie	Select the theater & time	Select the seats	Complete the purchase	Collect the tickets
TASK LIST	A. look through all the movie catalogue B. watch trailers for the most interesting ones C. Consider whether or not it's appropriate for her son	A. Look through the different movie schedules B. Look through the different theater locations C. Select the location and time desired	A. See the available seats B. Select the most desired seats	A. log into account B. Fill payment method	A. Wait to receive a complete purchase notification B. locate the electronic ticket in app or mail
EMOTIONS	<ul style="list-style-type: none">• Curiosity• Interest• Protective	<ul style="list-style-type: none">• Analytical• Calculative	<ul style="list-style-type: none">• Analytical	<ul style="list-style-type: none">• Anxious• Annoyed	<ul style="list-style-type: none">• Annoyed• Relieved
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Better information & image layout	<ul style="list-style-type: none">• Give suggestions based on time of day and location	<ul style="list-style-type: none">• Accessibility tools like zoom• Bigger size on graphic components	<ul style="list-style-type: none">• System that remembers the data that has been input before	<ul style="list-style-type: none">• Sound notifications when transaction has been completed

Starting the design

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

Paper wireframes

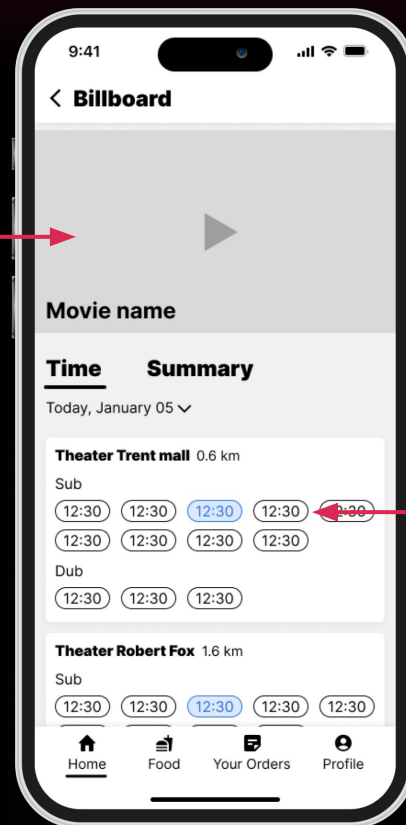
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized step-by-step approach to make it as easy as possible for ordering for users.



Digital wireframes

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

This images here functions as a hero image and trailer for quick access

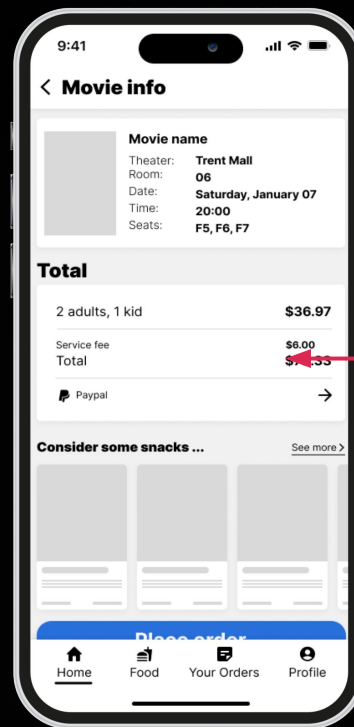


These sections separate each theater and shows you each screening

Digital wireframes

An easy layout with all the information the user will need at a glance was key for fixing user pain points.

Recurrent important information so the user always knows what they are ordering.

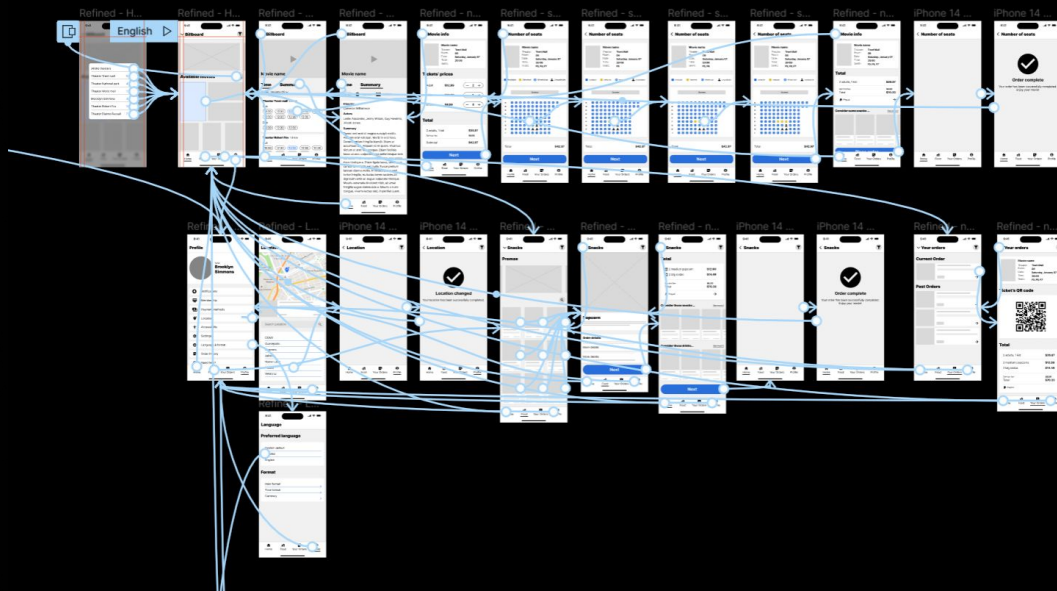


Specific detailed breakdown of the user receipt so they always know what they are paying.

Low-fidelity prototype

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

Link to [MovieGo's Lo-Fi prototype](#)



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 had trouble pressing some elements
- 2 Users need more visual cues
- 3 Location setting moved and replaced with theater selection

Round 2 findings

- 1 QR code button wasn't too noticeable
- 2 CTA buttons are sometimes missed because of their bottom position
- 3 Theater location changing went unnoticed sometimes

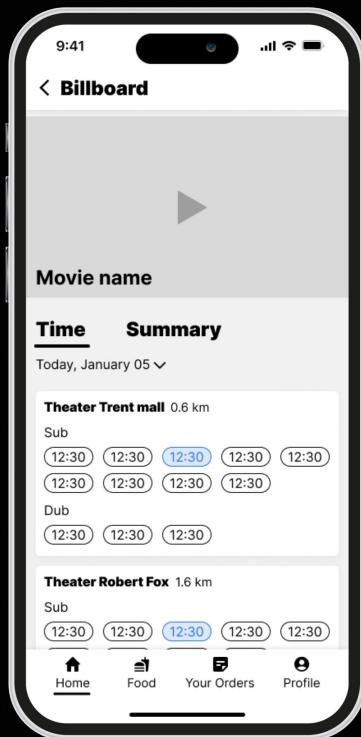
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

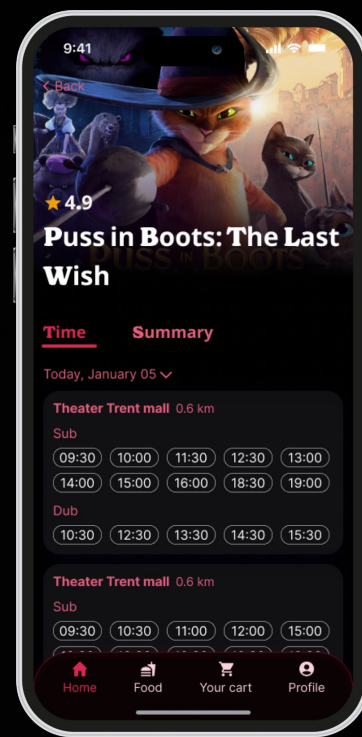
Mockups

Early designs showed the layout I was going for, but after some insights from the first usability study I decided to give a lot more presence to my hero image and title. I also added some significant components like a back button and the rating for the movie. Some final touches were adjusting the size of the text

Before usability study



After usability study



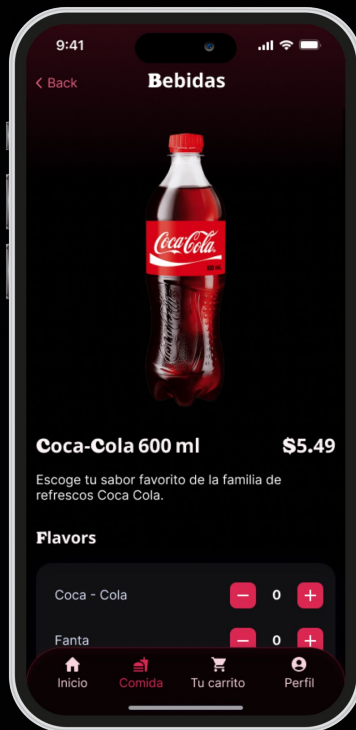
Mockups

After the second round of usability studies I had the opportunity to refine details to make the UX more accessible and pleasant.

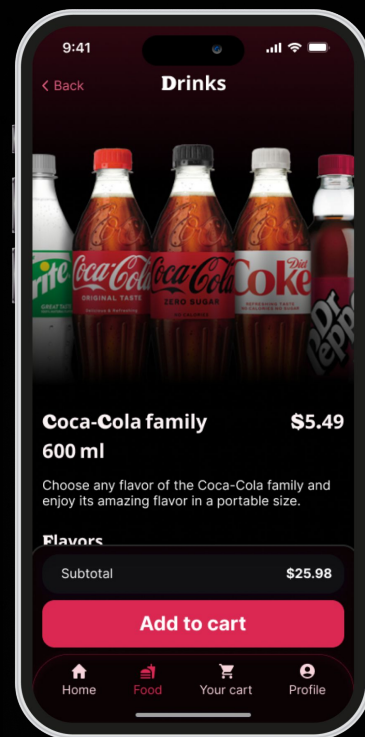
I decided to change a single soda image to a full family after comments of selecting something and it not changing.

I also found that some users had trouble finding their total and CTA button located at the bottom because they didn't scroll, so they were added as fixed location.

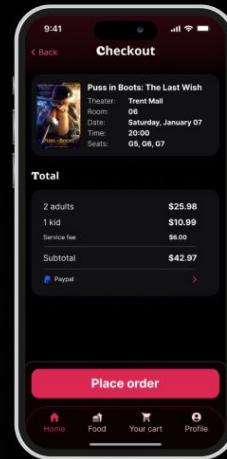
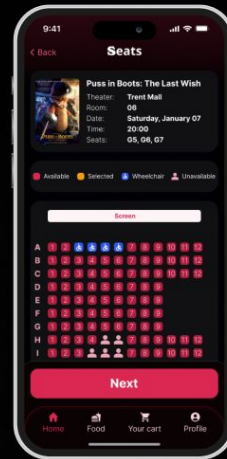
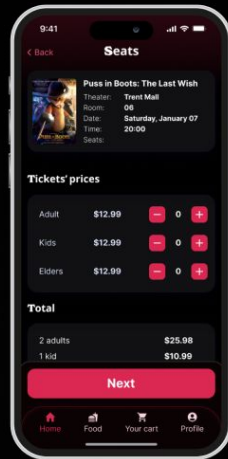
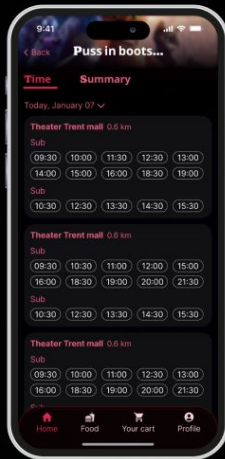
Before usability study 2



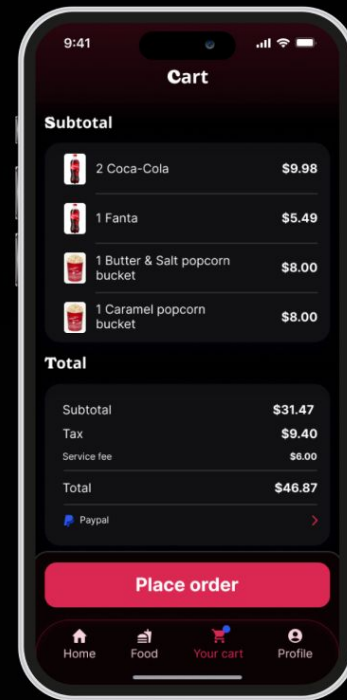
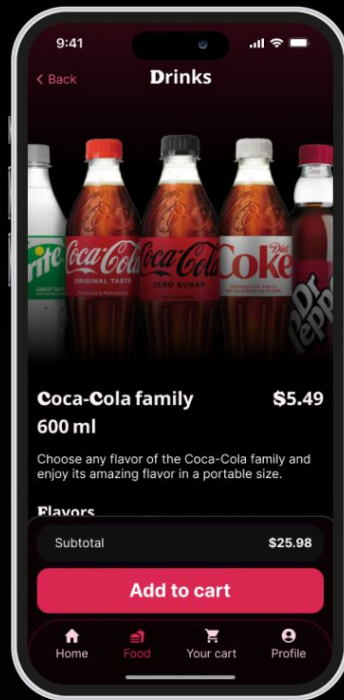
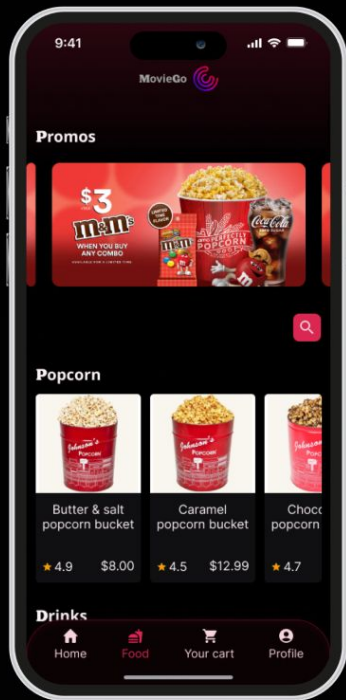
After usability study 2



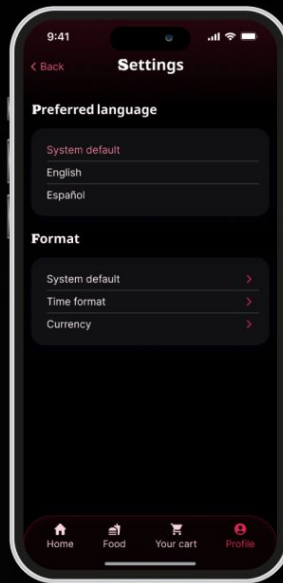
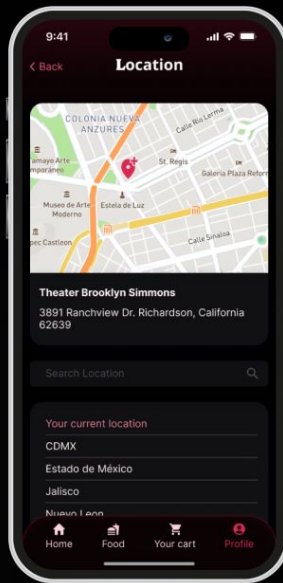
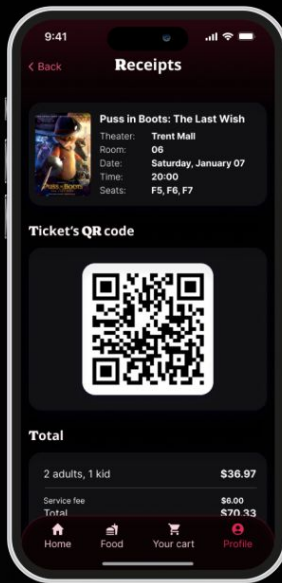
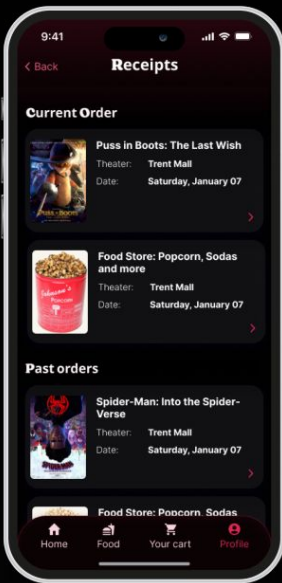
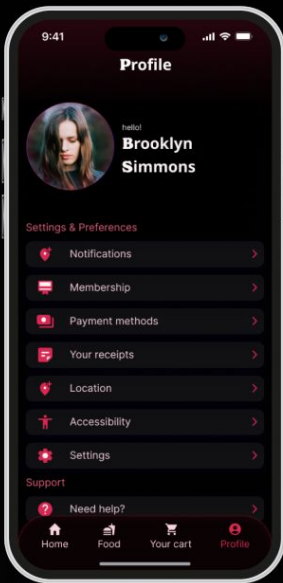
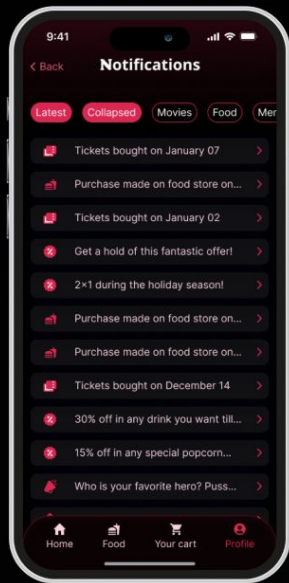
Key mockups / Main seat selector



Key mockups / Food ordering



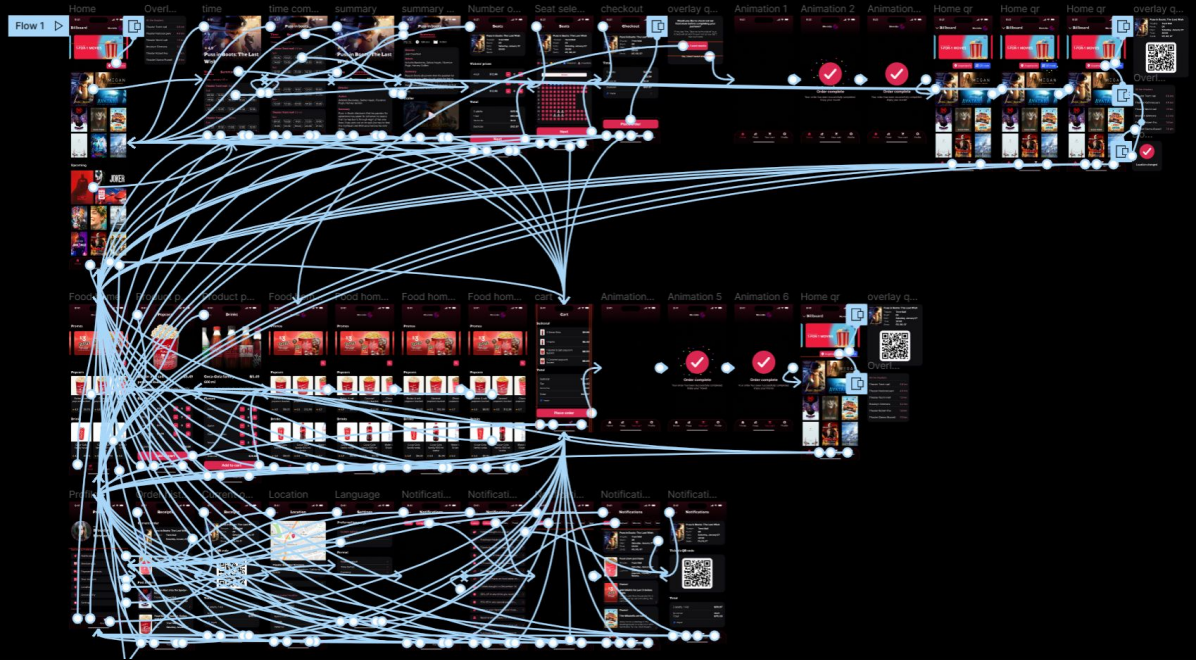
Key mockups / Profile screen



High-fidelity prototype

The final high-fidelity prototype presented clean and full of information screens, plus an easy to follow flow for ordering food or seats while still meeting user's expectations of it being easy, quick and informed to use.

Link to [Hi-Fi prototype](#)



Sticker Sheet

Card 369*192

Promos 328*160

Movie info 369*160

Puss in Boots: The Last Wish
Theater: Trent Mall
Room: 06
Date: Saturday, January 07
Time: 20:00
Seats:

Theater and time

Theater Trent mall 0.6 km

Sub
12:30 12:30 12:30 12:30 12:30

Dub
12:30 12:30 12:30

Total

2 adults	\$25.98
1 kid	\$10.99
Service fee	\$6.00
Subtotal	\$42.97

Paypal

Add

Adult	\$12.99	-	2	+
Kids	\$10.99	-	1	+
Elders	\$10.40	-	0	+

Settings

System Default

English

Español

Settings complex

Date format >

Time format >

Currency >

Receipt

Puss in Boots: The Last Wish
Theater: Trent Mall
Date: Saturday, January 07

Food card 136*244

Butter & salt popcorn bucket

\$4.9 \$8.00

Movie card

Icons

Nav Bar

Home Food Your cart Profile

Button states

Button default 24x font

Button touched

Button active

Button default

Button touched

Button active

Button disable

Color palette

Typography

Title 1 / Chinook Freebie / 32

Title 2 / Chinook Freebie / 24

Title 3 / Chinook Freebie / 22

Subtitle / Inter / Bold / 16

Paragraph / Inter / Regular / 16

Captions / Inter / Bold / 12

Captions / Inter / Regular / 12

Interactive Sheet

Theater and time

12:30 12:30

Add / Subtract

- - + +

Settings

System default System default
System default System default

Profile menus

Notifications >
Notifications >

Buttons

Next Next
Next Next
Next Next
Next Next

Add

Adult	\$12.99	-	0	+
Adult	\$12.99	-	1	+
Adult	\$12.99	-	2	+
Adult	\$12.99	-	3	+
Adult	\$12.99	-	4	+
Adult	\$12.99	-	5	+

Food card 136*244

Butter & salt popcorn bucket \$8.00 4.9
Butter & salt popcorn bucket \$8.00 4.9

Receipt

Puss in Boots: The Last Wish
Theater: Trent Mall
Date: Saturday, January 07

Puss in Boots: The Last Wish
Theater: Trent Mall
Date: Saturday, January 07

Nav Bar

Home Food Your cart Profile
Home Food Your cart Profile
Home Food Your cart Profile
Home Food Your cart Profile

Adaptive buttons

Yes, I want snacks No, I don't want snacks
Yes, I want snacks No, I don't want snacks

Seats

1 2 3 4 5 6 7 8 9 10 11 12
Latest Latest

Rows

A 1 2 3 4 5 6 7 8 9 10 11 12

Specific Buttons

Angelópolis Angelópolis
QR code QR code

Back

< Back < Back

Accessibility considerations

1

Provided text & imagery big enough to be read without any problems.

2

Used icons to help make navigation easier.

3

Provided the ability to add alt text for screen readers or gestures like *pinch to zoom*, *high contrast mode* or *language selection* for people that need it.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes it so easy for users to meet all their movie-going needs, whether that is ordering tickets, ordering food, checking the upcoming movies and more.

Users were surprised how easy it was to use and understand, even users that didn't use apps found it very easy to use.



What I learned:

What I learned about designing this app was that just because I know good design practice or how to use an app doesn't mean that it's the best solution for the users, so iteration, research and feedback will take you from the first design to the very best it can be.

Next steps

1

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

2

Send off this finished design to the development team

Let's connect!



Thank you for taking the time in checking and reviewing my process while designing MovieGo's app. If you would like to get in touch, my information is located below.

Email: rishi.ramirezgh@gmail.com