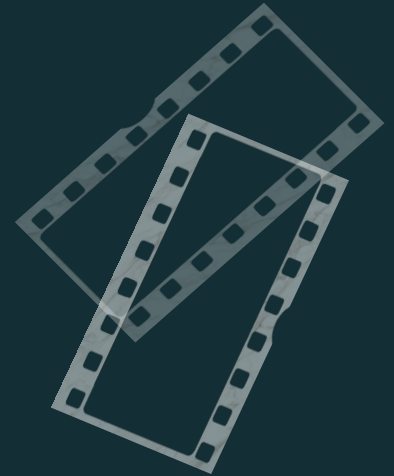


Movie Ticket App

Barbara Haggerty

February - April 2022



Project Overview



The product:

A mobile app for movie theater goers who would like to purchase movie theater tickets while knowing which discounts are available to use.



Project duration:

February 4, 2022 - April 25, 2022



Project Overview



The problem:

Movie theater goers are frustrated with having to check multiple sites to make the best movie plans.



The goal:

Create a singular movie ticket app that pulls information from nearby movie theaters to find the best ticket prices, seats, and showtimes.

Project Overview



My role:

Lead UX designer and UX researcher for an iOS movie ticket app.



Responsibilities:

User research, paper and digital wireframing, low and high fidelity prototyping, UI design, interview-based user testing, and accessibility design.



Understanding the User

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

User Research: Summary



I conducted four interviews to ask about users' experience with buying movie tickets. I assumed that the users' main goal with ordering tickets online was to plan ahead to find the best movie location and time by looking up multiple theater sites. After conducting my research I learned that a bigger driving force to ordering tickets online is to find discounts and have paperless tickets on their phones.

User Research: Pain Points

1

Seating Selection

Users prefer to pick their seats in person because sites are inconsistent with seat availability and it's hard to tell what the best seats are from a simplified picture.

2

Mobile Surcharge

Users are displeased with coming across fees for the convenience of ordering online, especially when it's a significant percentage of the ticket price.

3

Missing Discounts

Users have to check multiple sites to compare ticket prices from varying theaters and wish it were easier to find the cheapest option.

4

Ticket Presentation

Users find it unclear how to present a movie ticket, like whether it needs to be printed out ahead of time or where to save it on a phone.

Persona: Phil

Problem Statement:

Phil is a retired husband who needs an easy way to pick the cheapest movie tickets because he prefers to get a good deal if he goes out.



Phil

Age: 57

Education: Bachelor's degree

Hometown: Dixon, CA

Family: Married, four kids

Occupation: Retired

"If there aren't discounts to encourage me to buy tickets online I would do it directly at the box office."

Goals

- Wants to spend time in his retirement relaxing
- Set on finding coupons or discounts
- Wants to have occasional movie dates with his wife

Frustrations

- Hates having to pay a mobile surcharge
- Prefers choosing seats in person over online
- Having to log into multiple sites for each theater

Phil is a 57-year-old father getting used to sharing an empty nest with his wife in California. With all four kids moved out of the house, Phil doesn't tend to go to the theater often, but when he does he enjoys the convenience of ordering tickets online when it means he can get a good deal.

Persona: Izzy

Problem Statement:

Izzy is a busy college student who needs a reliable movie ticket app because she depends on seating availability and paperless tickets when she goes to movies with her friends.



Izzy

Age: 21

Education: SFSU Undergrad

Hometown: Auburn, CA

Family: Single, rooms with
twin sister

Occupation: Kora Intern

“Since I always have my phone, it’s convenient to just use a QR code to walk right in.”

Goals

- Complete a masters in business and minor in marketing
- Balance work and social life
- Keep up with latest trends

Frustrations

- Hard to tell the kind of seating and size of theater rooms across different theaters
- Disingenuous seating availability
- Having to print tickets

Izzy is a SFSU student who recently started an internship as a Brand Ambassador for Kora. Juggling school work with her new job is keeping her fairly busy, but she gives herself time to take a break on the weekends. Izzy and her friends like to catch up on the latest blockbusters as often as they can.

User Journey Map

Mapping Phil's user journey revealed how helpful it would be for users to have access to a singular app dedicated to multiple movie theaters.

Persona: Phil

Goal: Find the cheapest movie tickets for him and his wife.

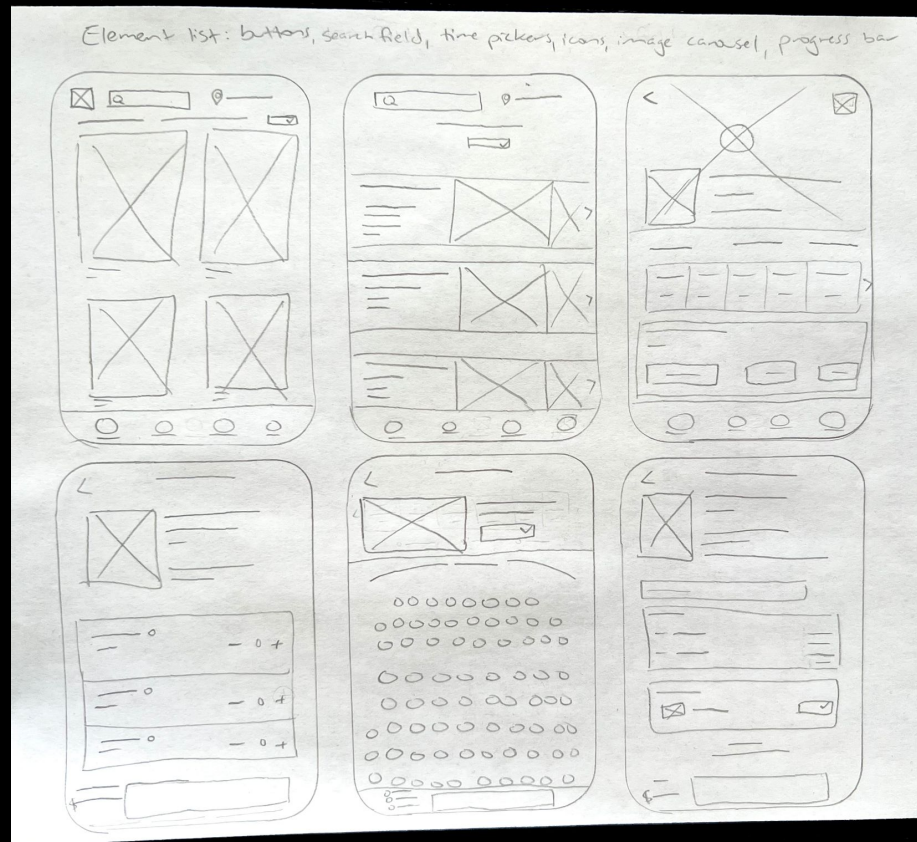
ACTION	Plan movie date with wife	Look for theater seats	Search for coupons	Purchase tickets	Save Ticket
TASK LIST	Tasks A. Chat about interesting movies playing B. Discuss what day to go C. Pick a favorable time of the day to go	Tasks A. Select a theater website B. Click on movie choice at desired time C. Select available seats	Tasks A. Check weekday or age discount B. Compare seat price to other theater sites C. Search for available online coupons	Tasks A. Confirm seat selection B. Insert payment info C. Submit online payment	Tasks A. Check email for ticket B. View image/pdf of ticket C. Print ticket to take later
FEELING ADJECTIVE	<ul style="list-style-type: none">InterestedDelightedEager	<ul style="list-style-type: none">OptimisticUncertainHesitant	<ul style="list-style-type: none">Hopeful(Un)fortunate	<ul style="list-style-type: none">CarefulHesitantFocused	<ul style="list-style-type: none">PatientSatisfied
IMPROVEMENT OPPORTUNITIES	Location to find showtimes for nearby theaters	View of seating arrangement in terms of size and chair type	Reduce number of sources that need to be checked by having all info in one place	Have an option to autofill saved payment information	Replace printed tickets with codes that can be displayed on phones

Starting the Design

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

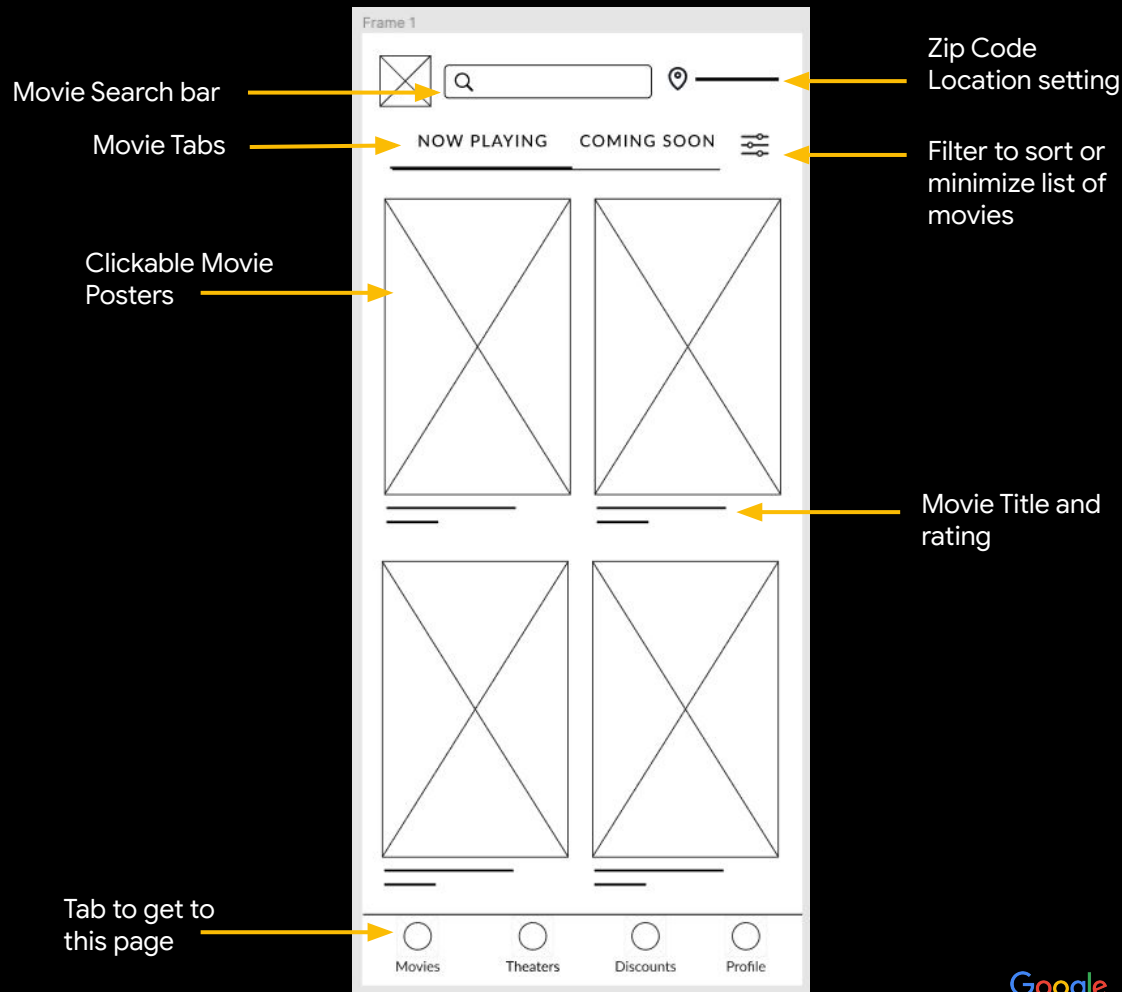
Paper Wireframes

Building on Atom's efficient layout, I designed the interface to prioritize user experience with a focus on comprehensive search tools and intuitive information discovery.



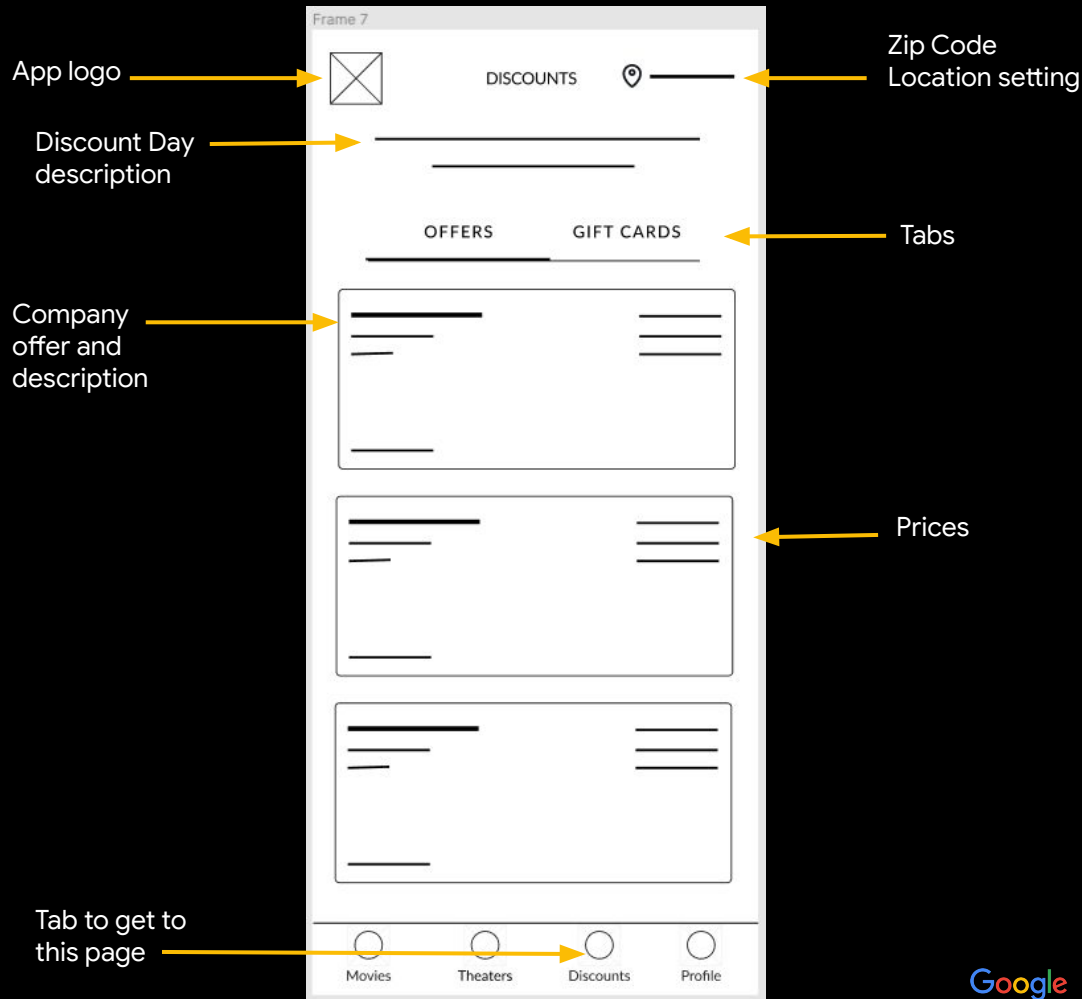
Digital Wireframes

Since most users come to the app with a specific movie in mind, "Movies" is the landing page. This prioritizes browsing and searchability, allowing users to easily find the film they're looking for, both visually and through search functions.



Digital Wireframes

To solve the user need of finding discounts, I provided a tab dedicated to highlighting promotions and saving opportunities, including deals found in T Life and Costco.



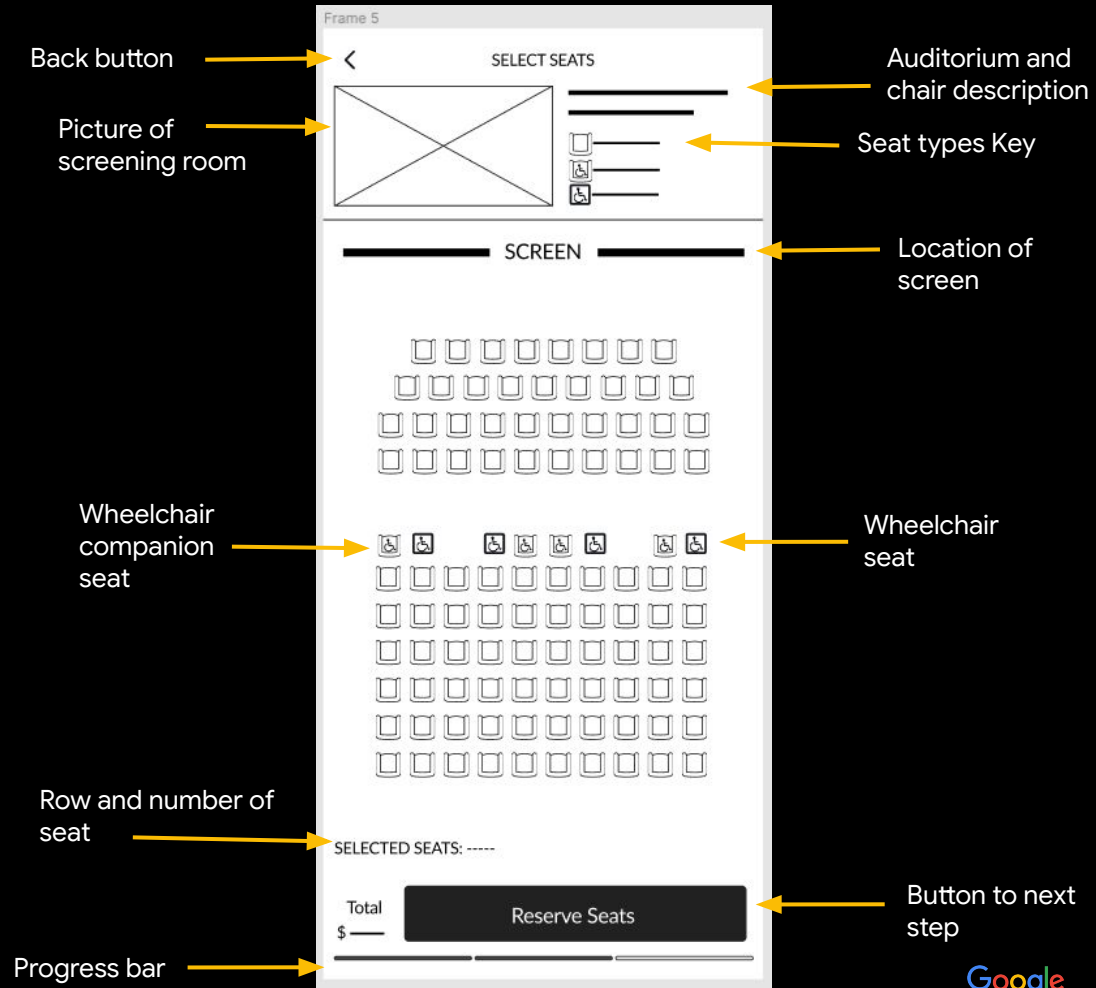
Digital Wireframes

Each ticket type is clearly separated and labeled for easy understanding, with each option featuring an "i" button that displays the age requirement for eligibility.



Digital Wireframes

To help users visualize the theater experience, a photo of the actual screening room is placed at the top of the seat selection page. This, along with details like "luxury loungers" for certain seats, gives users a better idea of the theater's comfort level.



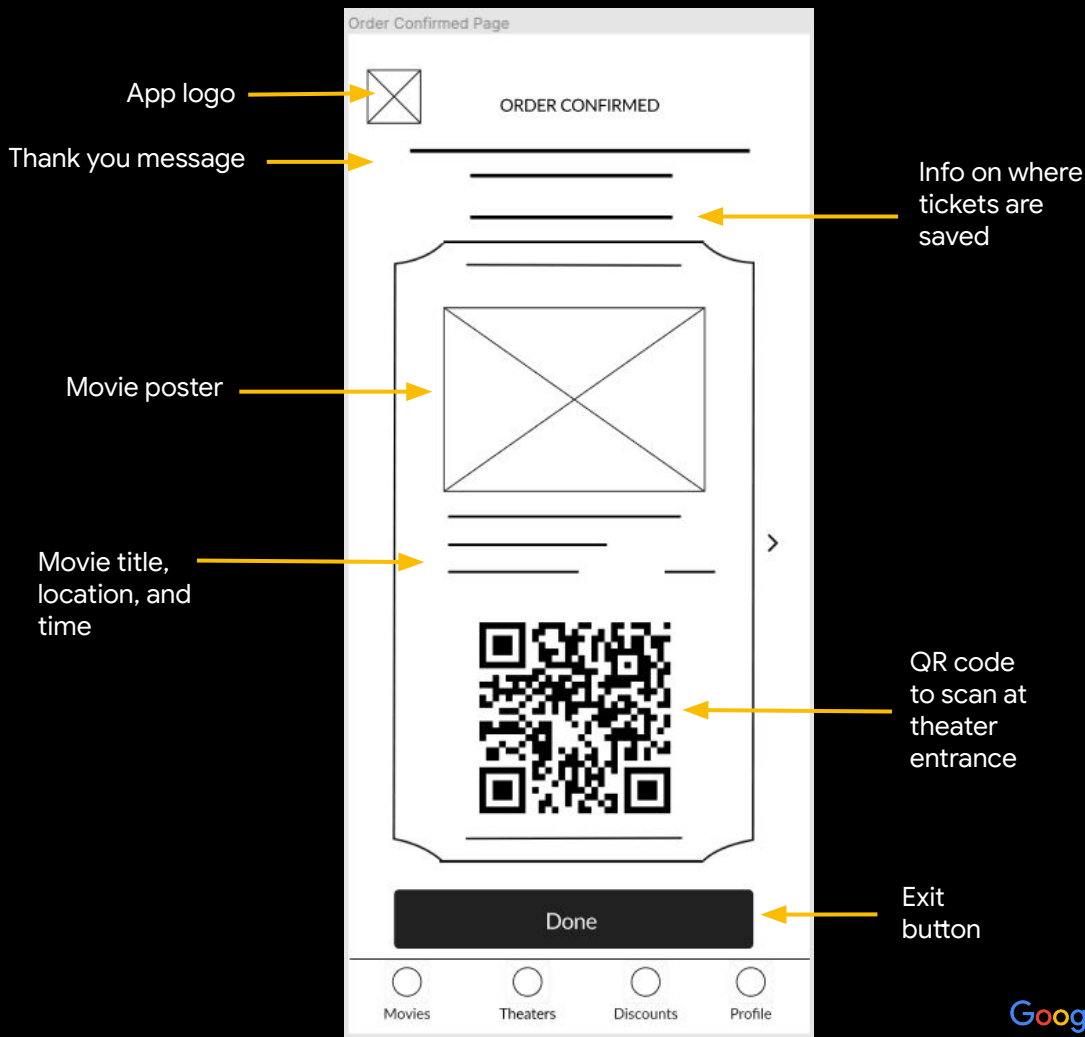
Digital Wireframes

To empower users to make informed purchasing decisions, I prioritized the visibility of gift card and coupon code options. Additionally, I ensured clear communication on where tickets will be located before order confirmation to eliminate any confusion.



Digital Wireframes

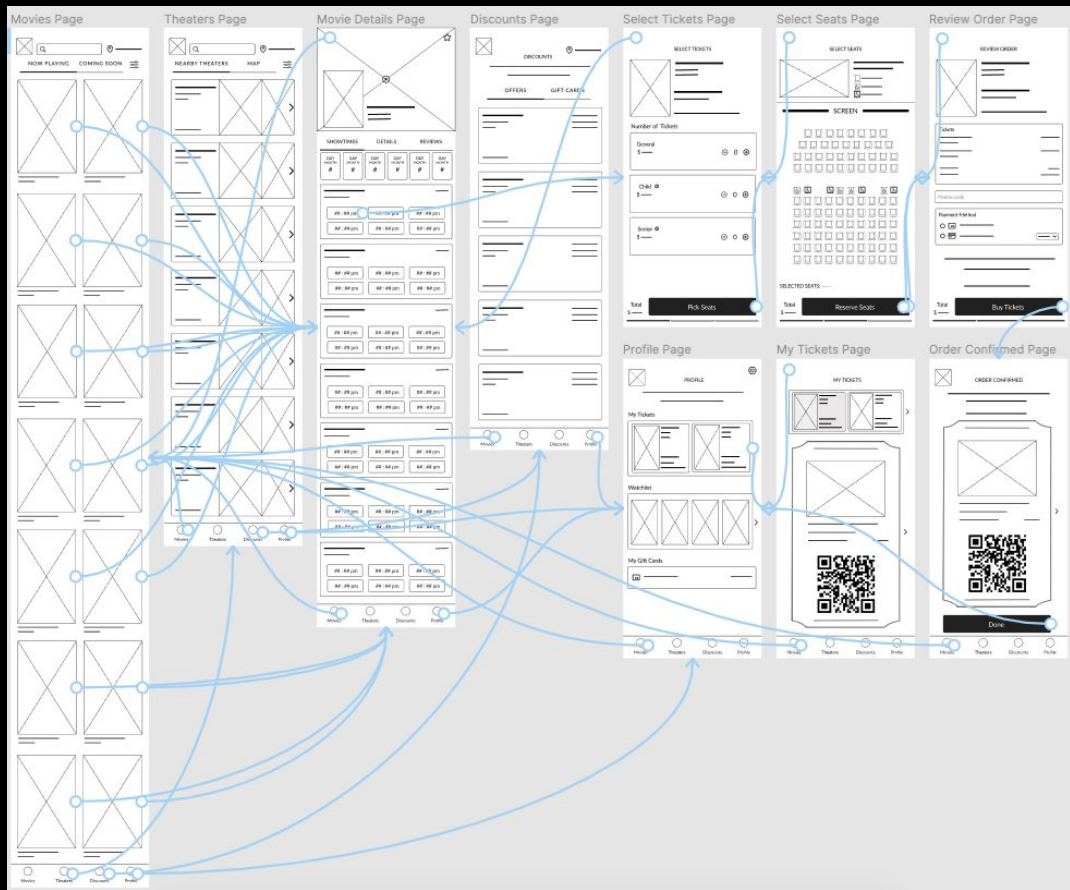
To ensure a smooth checkout, final tickets are presented clearly. Users with multiple tickets can easily navigate through them using a right arrow button.



Low-Fidelity Prototype

View the [low-fidelity prototype](#)

The low-fidelity prototype connected the primary user flow of browsing and ordering movie theater tickets, which includes pages to find information on theaters and discounts.



Usability Study: Findings

I conducted a moderated usability study by interviewing five users and asking how they would purchase two movie theater tickets using the prototype.

Round 1 findings

- 1 Users need a clearer ticket purchase button by the showtimes
- 2 Users want to compare prices more quickly
- 3 Users want to sort by cheapest options

Round 2 findings

- 1 Users want a dedicated tickets button
- 2 Users want to read theater info from the showtimes page
- 3 Users need visual adjustments to make text easier to read

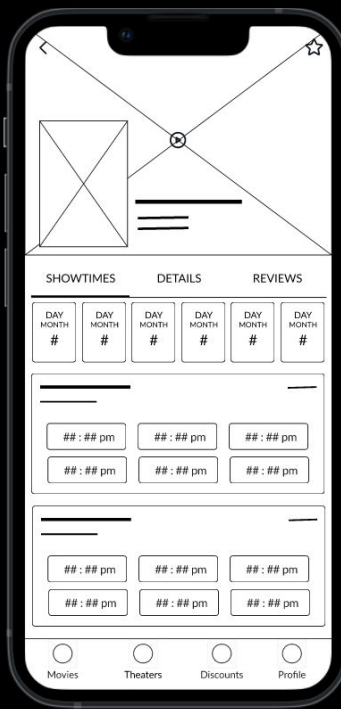
Refining the Design

- Mockups
- High-Fidelity Prototype
- Accessibility

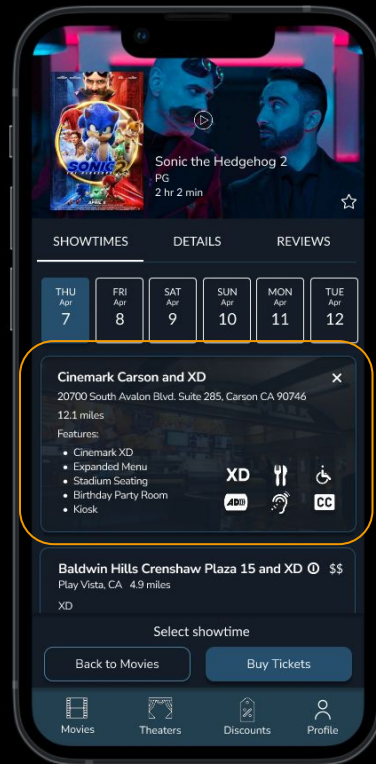
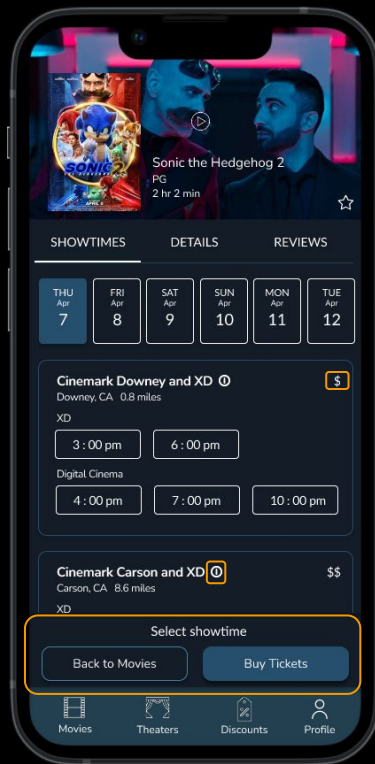
Mockups

My usability studies revealed that the buttons for selecting tickets lacked clarity. To address this, I implemented a dedicated button to streamline the purchase process. I also added a price comparison tool and pop-up to make it easier to find theater info.

Before usability studies



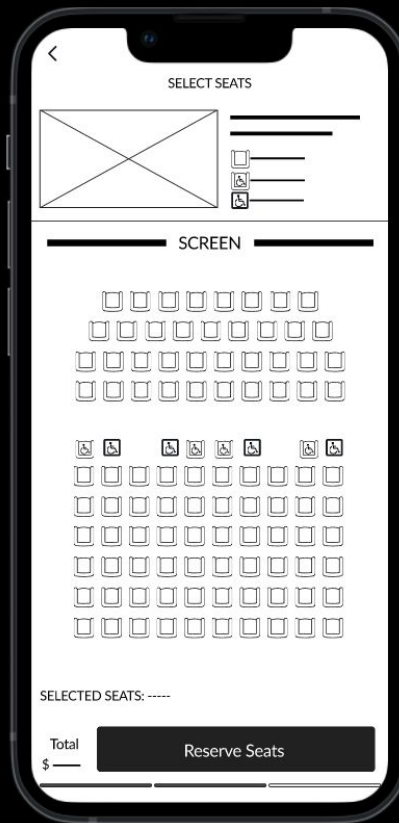
After usability studies



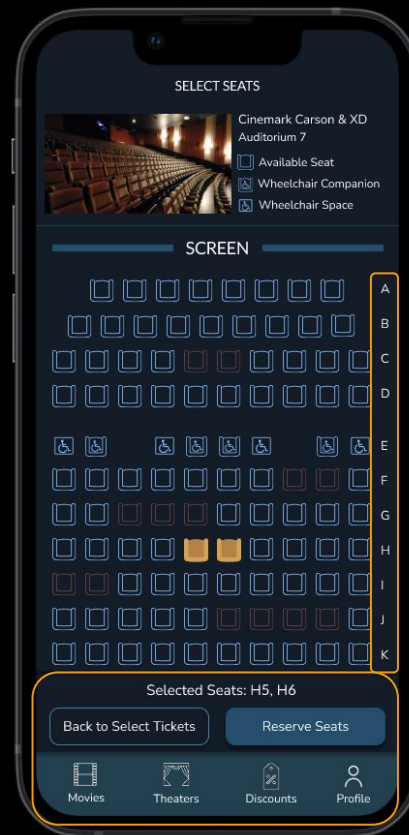
Mockups

My initial usability study identified user frustration with button clickability. In response, I relocated the back and forward buttons to a more intuitive location at the bottom of the screen, grouping them together for easier navigation. Additionally, seats were enlarged and clearly labeled to improve selection ease.

Before usability studies

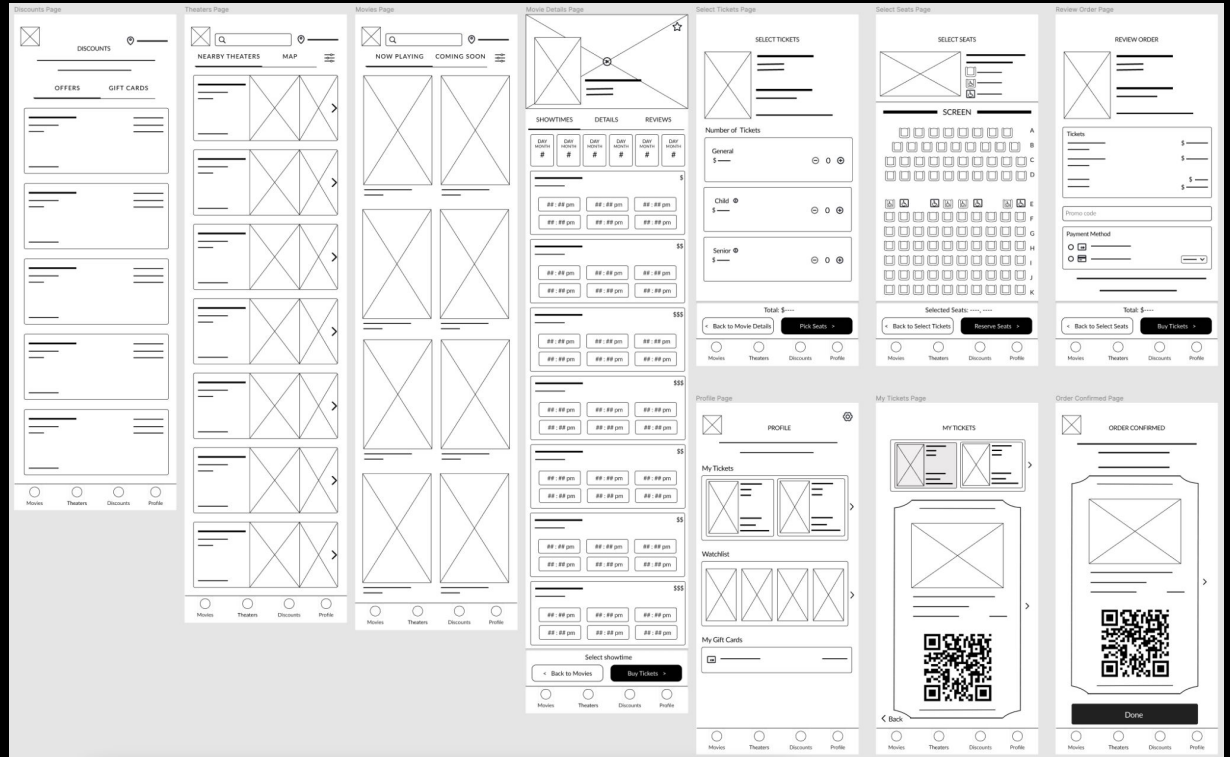


After usability studies



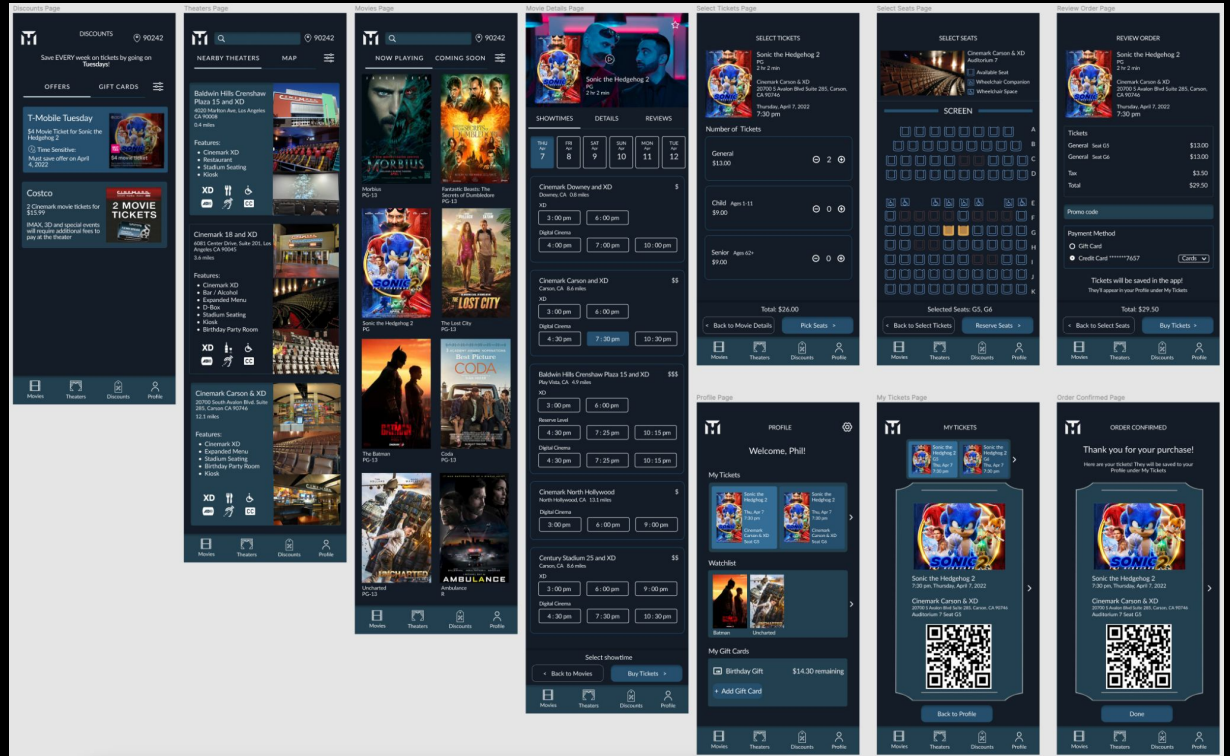
Mockups

Following the first usability test, pages were lengthened to accommodate a more natural browsing experience.



Mockups

For the second usability study, I replaced placeholder elements with clear text, icons, and images to improve user understanding.



High-Fidelity Prototype

After the second usability study, I added new filters and photo layouts, in addition to revising the font and sizes of the text.

Link to high-fidelity prototype: [Movie Theater App](#)



Accessibility Considerations

1

Use of Colour

I specified important information by using a combination of text, colour or graphical objects. This will benefit users with partial sight or limited colour vision, colour-blindness and users who use text-only, limited colour, or monochrome display screens.

2

Consistent Navigation

I ensured that repeated components occur in the same order on each page of a site. This will be helpful for users with cognitive limitations, low vision and intellectual disabilities as it becomes easier to predict where they can find things on each page.

3

Use of Headings

I used descriptive and informative page titles. This can help users with limited short-term memory, low vision or difficulty reading text — they can see only few words at a time and know the purpose of each section.

Going Forward

- Takeaways
- Next steps

Takeaways



Impact:

User testing confirmed my goal of simplifying movie ticket purchases. One participant stated: 'It's pretty simple, so I can just dig in here and find the information.' This feedback validates the success of my prototype in streamlining theater and price comparisons.



What I Learned:

Usability testing revealed my design unintentionally favored user interaction patterns common on Apple devices, leading to usability issues for Android users. This highlighted the importance of unconscious bias and inclusive design. The latest iteration offers users multiple paths to find information, creating a smoother experience for all.

Next Steps

1

I will add frames for the extra tabs found on the Movies, Movie Details, Theaters, and Discounts pages to test how much the users depend on or even use those pages.

2

I will add a “Add to phone wallet” option and new Tickets tab to the navigation bar for faster access to the users’ tickets as requested for during testing.

3

I will conduct more interviews to see if features like a Watchlist or Reviews tab are useful for my project’s target user group to determine if they should be removed.

Let's connect!



Thank you for your time reviewing my work on my Movie Theater Ticketing app! If you'd like to see more or get in touch, you may reach me through my contact info provided below:

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