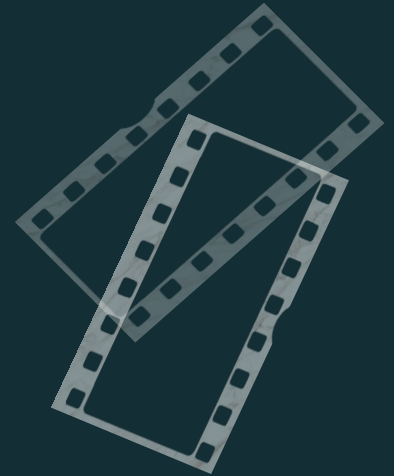


Movie Ticket App

Barbara Haggerty

February - April 2022



Project Overview



The product:

A mobile app designed to simplify the movie ticket purchasing experience by providing users with real-time access to available discounts, empowering movie theater goers to make informed decisions and maximize savings.



Project duration:

February 4, 2022 - April 25, 2022



Project Overview



The problem:

Movie theater goers are frustrated with having to check multiple sites to compare movie ticket prices, showtimes, and seating options.



The goal:

Develop a centralized mobile application that aggregates real-time information from nearby theaters, enabling users to easily find the optimal ticket prices, available seats, and convenient showtimes in one place.

Project Overview



My role:

Lead UX Designer and Researcher, responsible for the end-to-end design of an iOS movie ticket application.



Responsibilities:

Conducted comprehensive user research, developed iterative paper and digital wireframes, created low and high-fidelity prototypes, designed the user interface (UI), performed interview-based usability testing, and ensured accessibility compliance throughout the design process.



Understanding the User

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

User Research: Summary



I conducted four interviews to understand user behavior when purchasing movie tickets. While I initially assumed that users prioritized planning ahead by comparing multiple theater sites for optimal locations and times, the research revealed that securing discounts and utilizing digital mobile tickets are the primary motivators.

User Research: Pain Points

1

Seating Selection

Users expressed frustration with online seat selection, citing discrepancies in seat availability and difficulty in discerning optimal seating from simplified visuals.

2

Mobile Surcharge

Users were highly dissatisfied with unexpected online convenience fees, particularly when these surcharges constituted a significant percentage of the ticket price.

3

Discount Discovery

Users found it time-consuming and cumbersome to compare ticket prices and discounts across multiple theater websites, desiring a more streamlined and cost-effective solution.

4

Ticket Presentation

Users experienced confusion regarding ticket presentation, lacking clarity on whether tickets needed to be printed or could be presented digitally on their phones.

Persona: Phil

Problem Statement:

Phil is a retired husband who needs an efficient way to identify the most cost-effective movie ticket options 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 highlighted the significant benefit of a centralized app that consolidates information from multiple movie theaters, streamlining his movie planning process and resolving his frustration with comparing multiple sites.

Persona: Phil

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

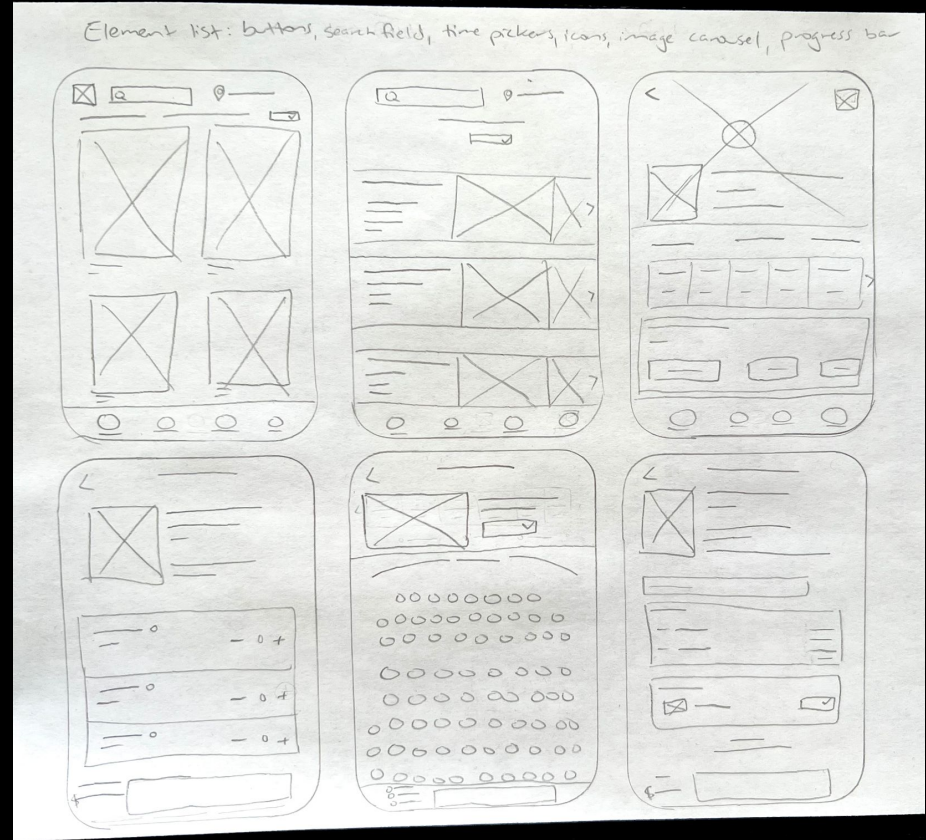
ACTION	Plan movie date with wife	Look for theater seats	Search for coupons	Purchase tickets	Save Ticket
TASK LIST	Tasks A. Chat about interesting movies playing B. Discuss what day to go C. Pick a favorable time of the day to go	Tasks A. Select a theater website B. Click on movie choice at desired time 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

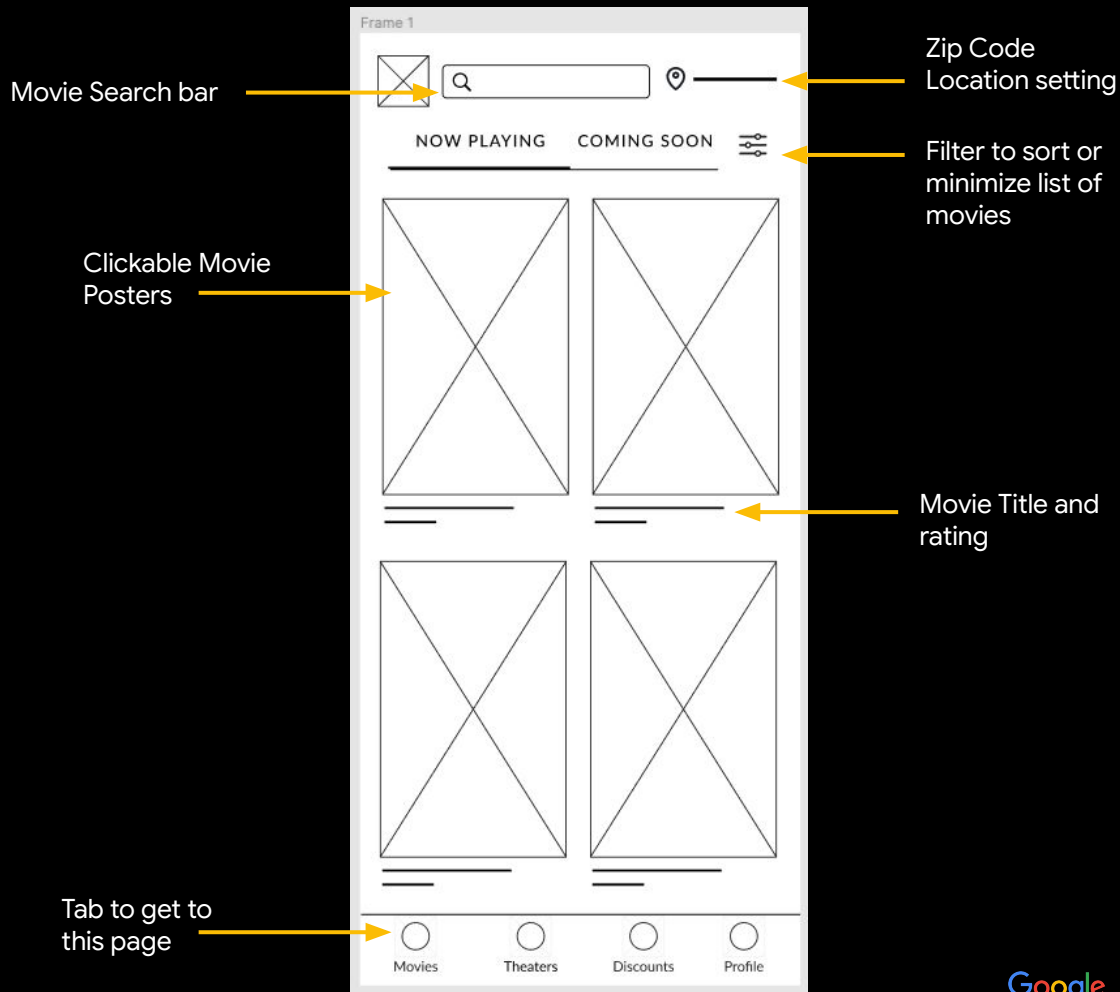
Paper Wireframes

Inspired by Atom's efficient layout, I developed user-centric paper wireframes focused on enabling users to quickly achieve their goals. These designs emphasized comprehensive search tools and intuitive information discovery, ensuring users could easily find and access desired ticket details.



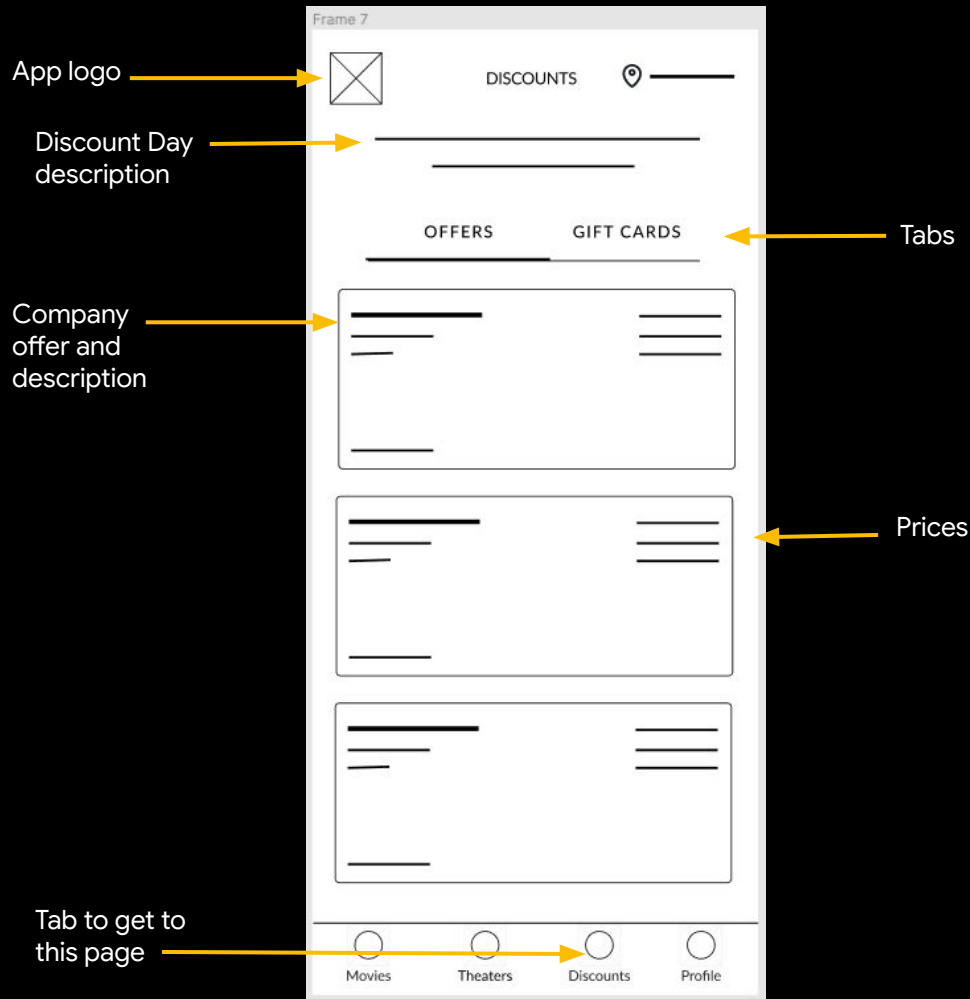
Digital Wireframes

Recognizing that most users arrive with a specific movie in mind, the "Movies" page was designated as the app's landing page. This design decision focuses on providing intuitive visual browsing and powerful search tools, allowing users to quickly find their desired films.



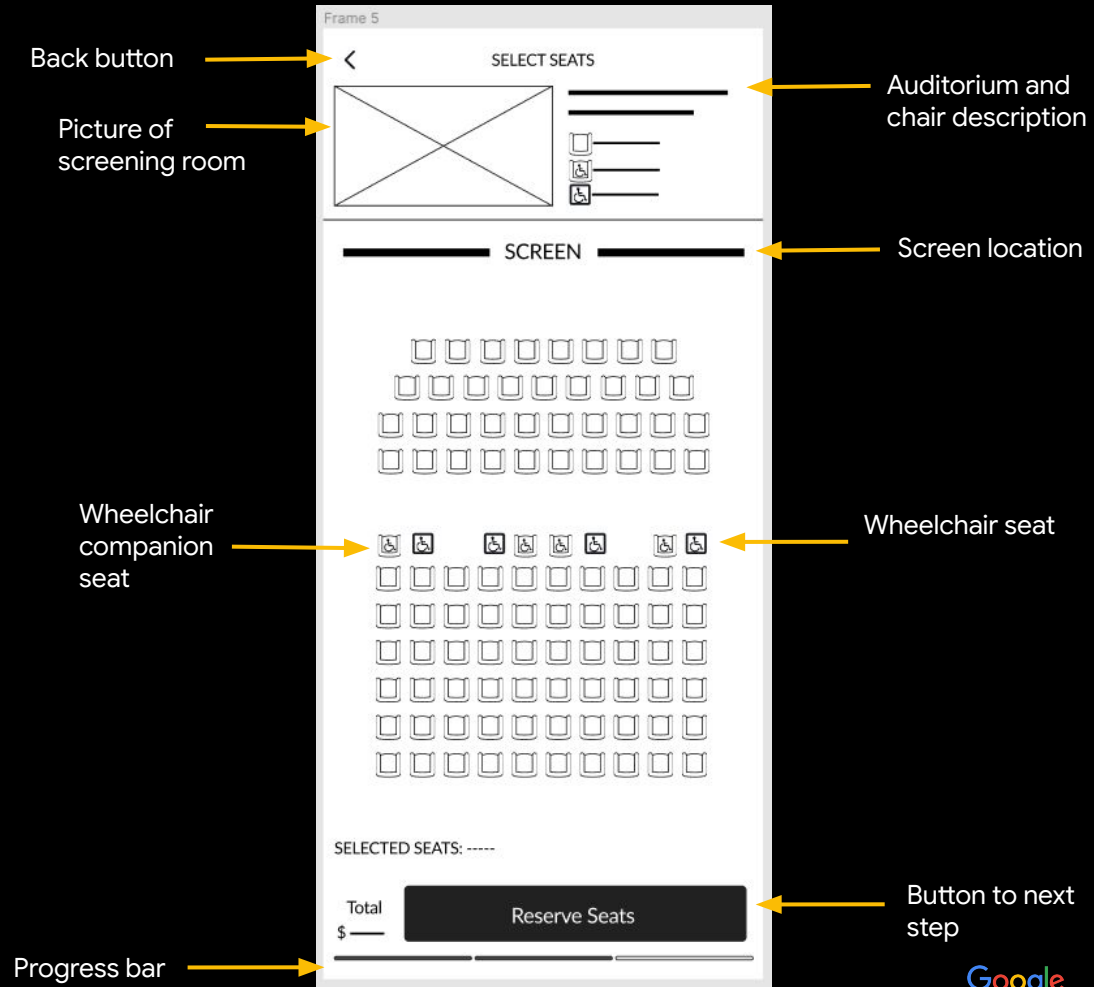
Digital Wireframes

To directly address the user need for discount discovery, a dedicated 'Discounts' tab was implemented, providing comprehensive access to promotions and savings opportunities, including exclusive deals from T-Life and Costco.



Digital Wireframes

To inform seating decisions, a visual representation of the screening room is featured prominently on the seat selection page. This, along with descriptive labels like 'luxury loungers,' offers users a tangible sense of the theater's comfort level.



Digital Wireframes

To empower users with transparent purchasing options, I strategically prioritized the visibility of gift card and coupon code fields. Additionally, explicit details regarding ticket location and delivery were communicated prior to order confirmation, preventing potential user uncertainty.



Digital Wireframes

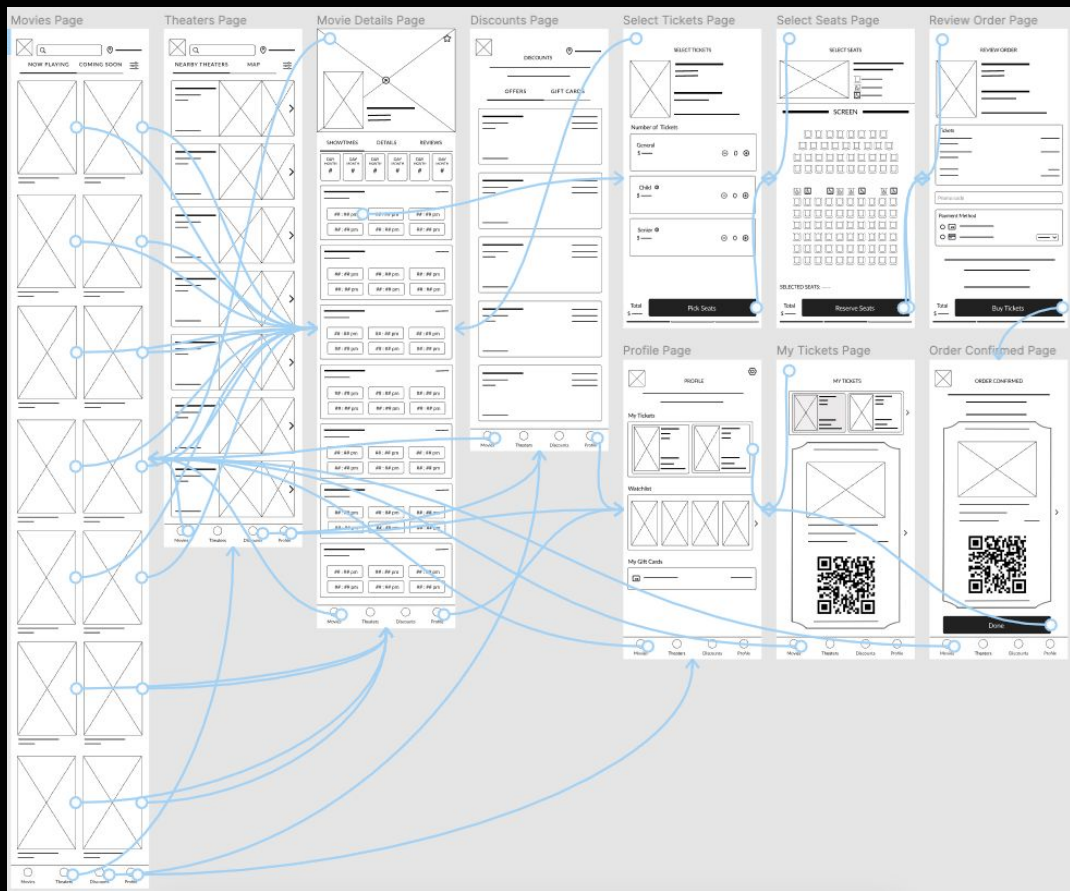
For a streamlined checkout process, final tickets are displayed with clear visual hierarchy and labeling. Users with multiple tickets can navigate through them easily using a prominent right arrow button, ensuring a user-friendly experience.



Low-Fidelity Prototype

View the [low-fidelity prototype](#)

The low-fidelity prototype was designed to simulate the core user flow of browsing and purchasing movie tickets. This included key pages for accessing theater information and discovering available discounts, enabling early testing of user navigation and information access.



Usability Study: Findings

I conducted a moderated usability study by interviewing five users, tasking users with purchasing two movie tickets using the prototype. The study revealed the following key insights:

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 in the navigation
- 2 Users want to read theater info from the showtimes page
- 3 Users need visual adjustments to make text easier to read

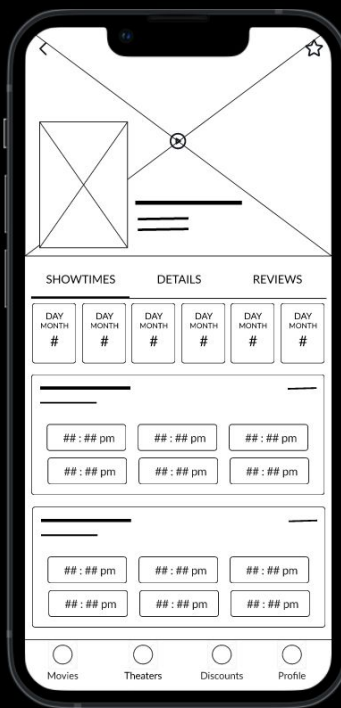
Refining the Design

- Mockups
- High-Fidelity Prototype
- Accessibility

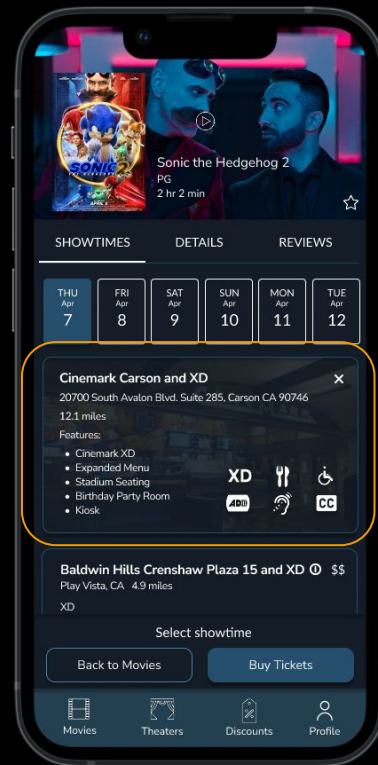
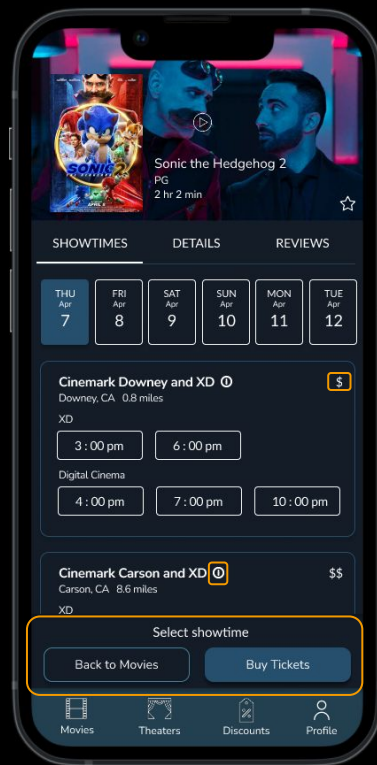
Mockups

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



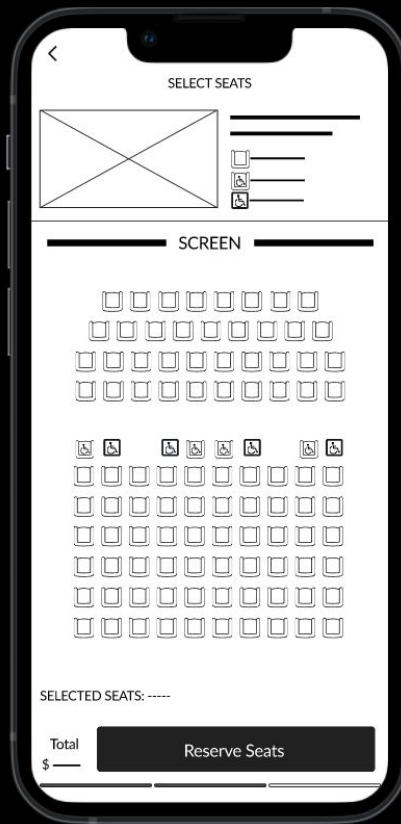
After usability studies



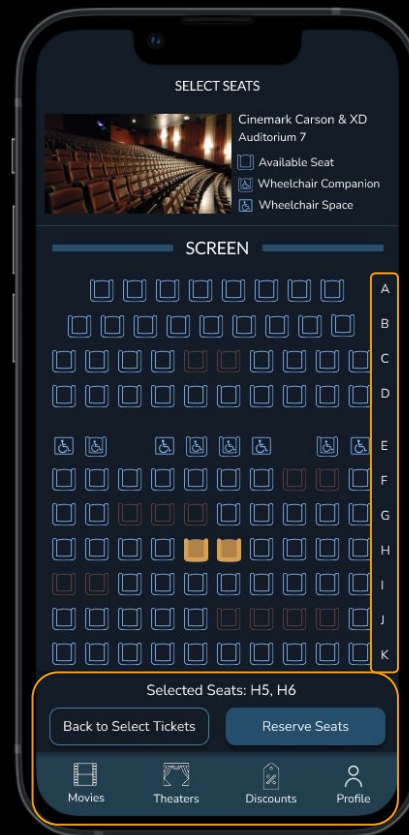
Mockups

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

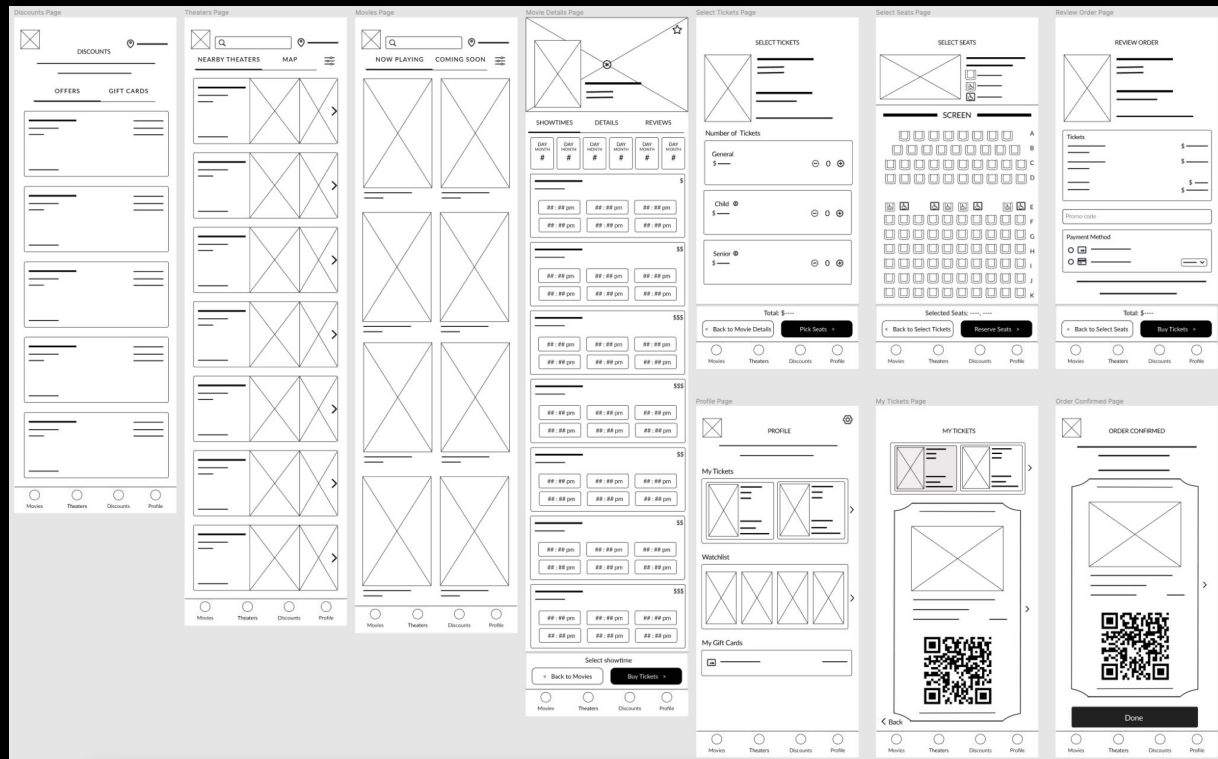


After usability studies



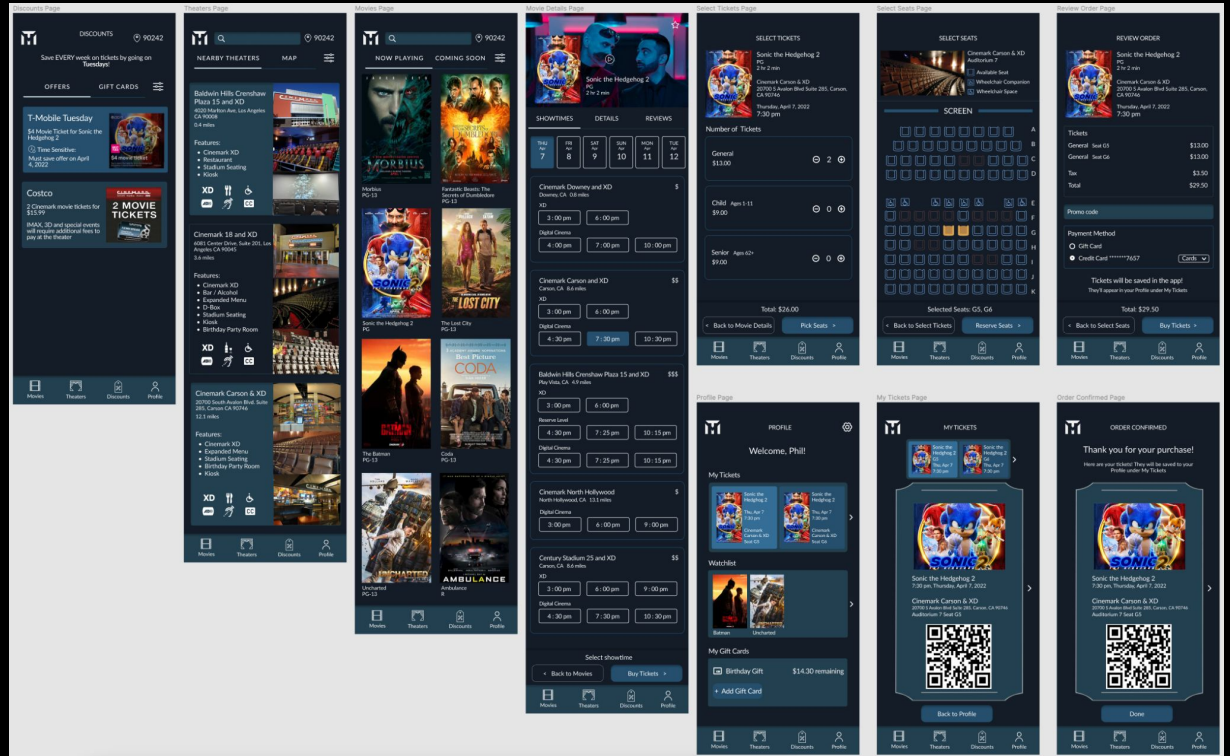
Mockups

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, significantly enhancing user comprehension and interaction.



High-Fidelity Prototype

After the second usability study, the prototype was updated with new filters, photo layouts, and revised font and text sizes.

Link to the 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 what they're looking for 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 feedback confirmed the app's ability to simplify movie ticket purchases, with a participant stating, "It's pretty simple, so I can just dig in here and find the information." This validated the prototype's success 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 critical importance of recognizing and mitigating unconscious bias in design. The latest iteration offers users multiple paths to find information, creating a more equitable experience for all.

Next Steps

1

Develop and integrate wireframes for additional tabs on the Movies, Movie Details, Theaters, and Discounts pages to evaluate user engagement and dependency on these features.

2

Implement an "Add to Phone Wallet" option and a dedicated "Tickets" tab in the navigation bar to provide users with faster and more convenient access to their purchased tickets, addressing direct user feedback.

3

Conduct further user interviews to assess the value and relevance of features like a Watchlist and Reviews tab for the target user group, determining their impact on user experience and informing potential removal or refinement.

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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