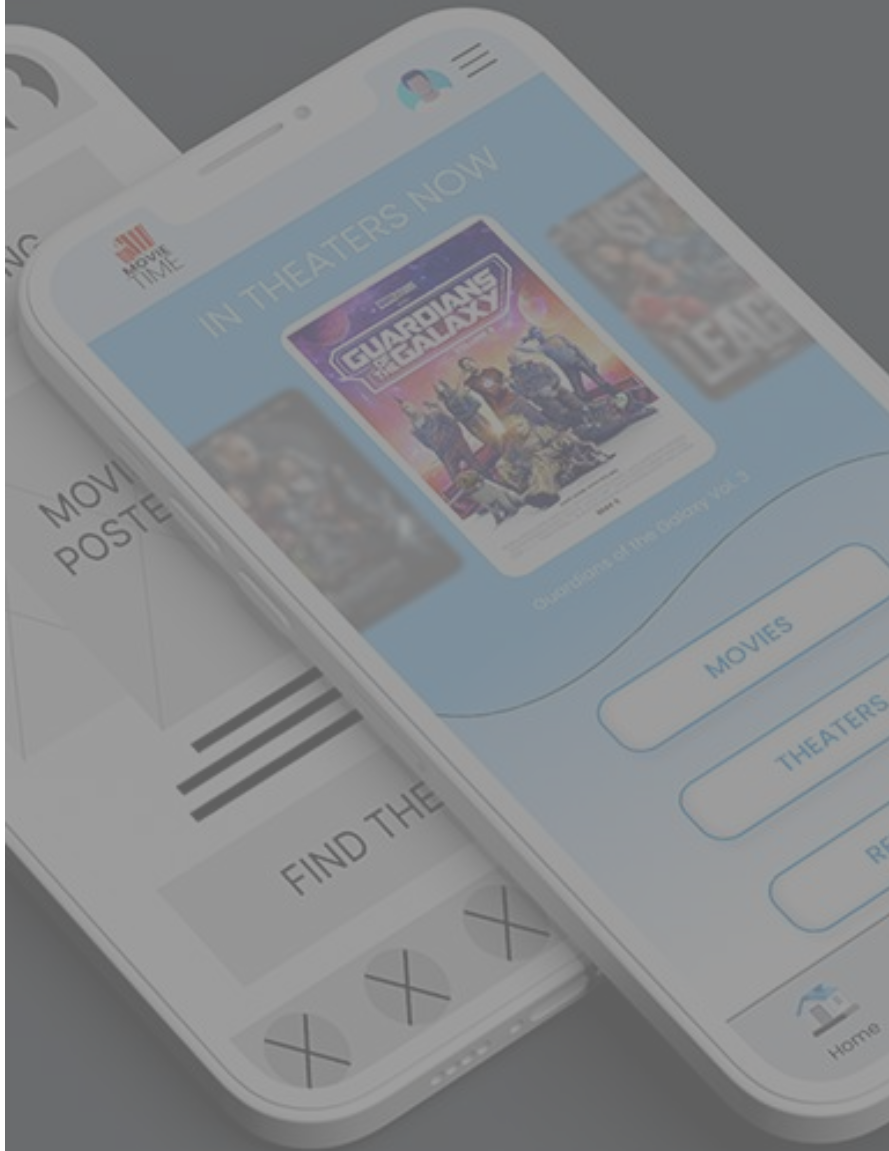


MOVIE TICKET APP CASE STUDY



PRODUCT DESCRIPTION

MovieTime is a movie ticketing app that's still in development.

The concept behind MovieTime is to add all of your movie rewards apps, and a coupon app like Honey to an easy to use ticket buying process so when you go to the movie theater you always use your rewards and you always find the best ticket and concession prices.

The target audience is anybody who loves going to the movies and forgets to use their rewards, coupons and gift certificates to save money.

DURATION

I've been working on this off and on for about a month.

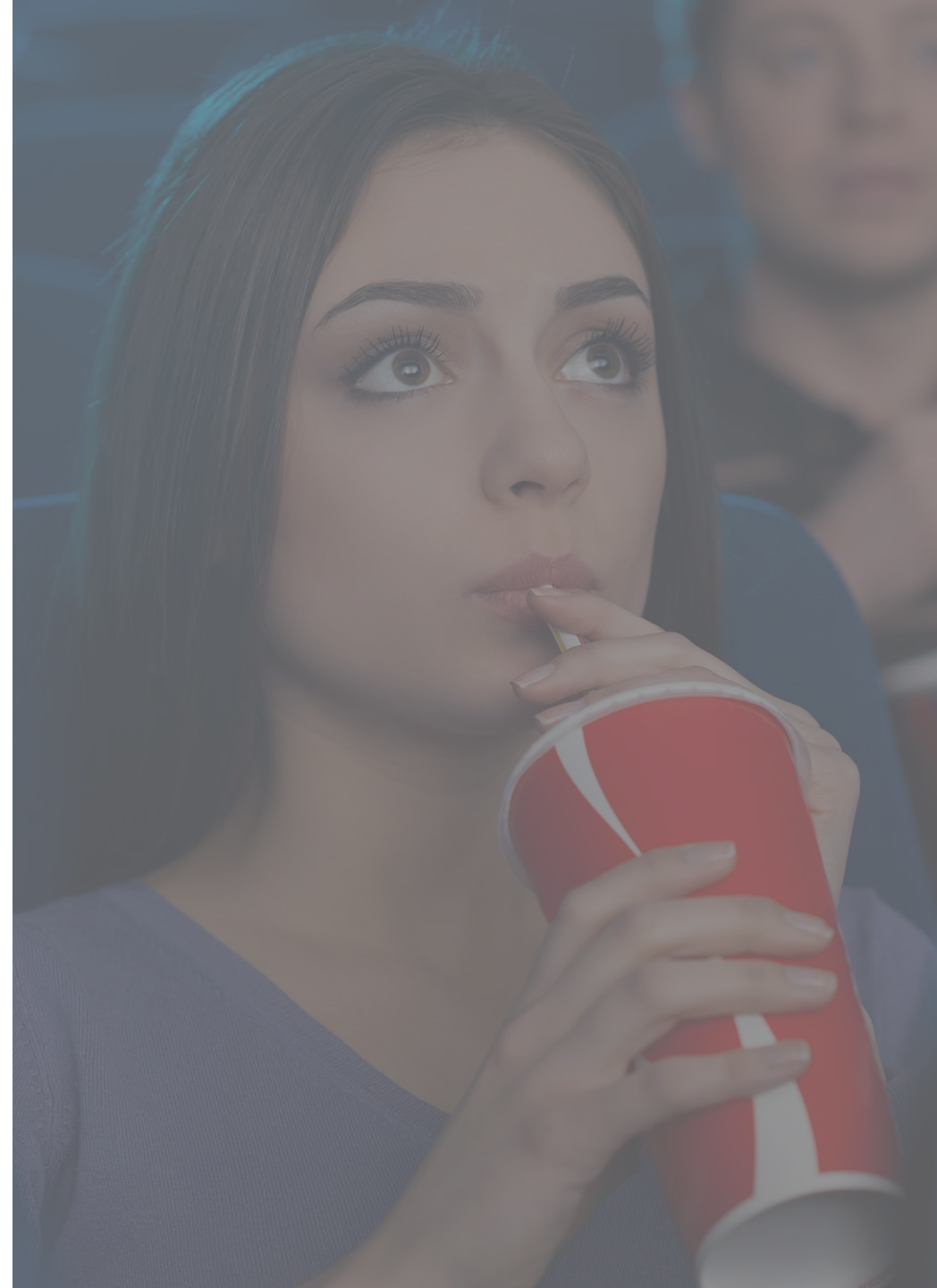
THE

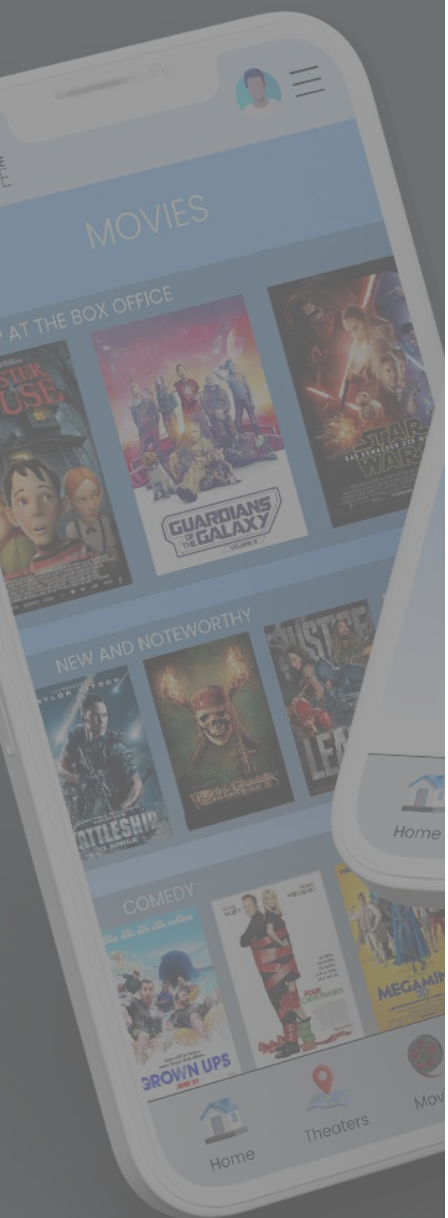
PROBLEM

Movies have become very expensive. There are some great options to offset the cost of going to the theater, such as rewards programs, online coupons, and gift cards, however a lot of times they can only be redeemed at the theater and are often forgotten until it's too late to use them.

GOAL

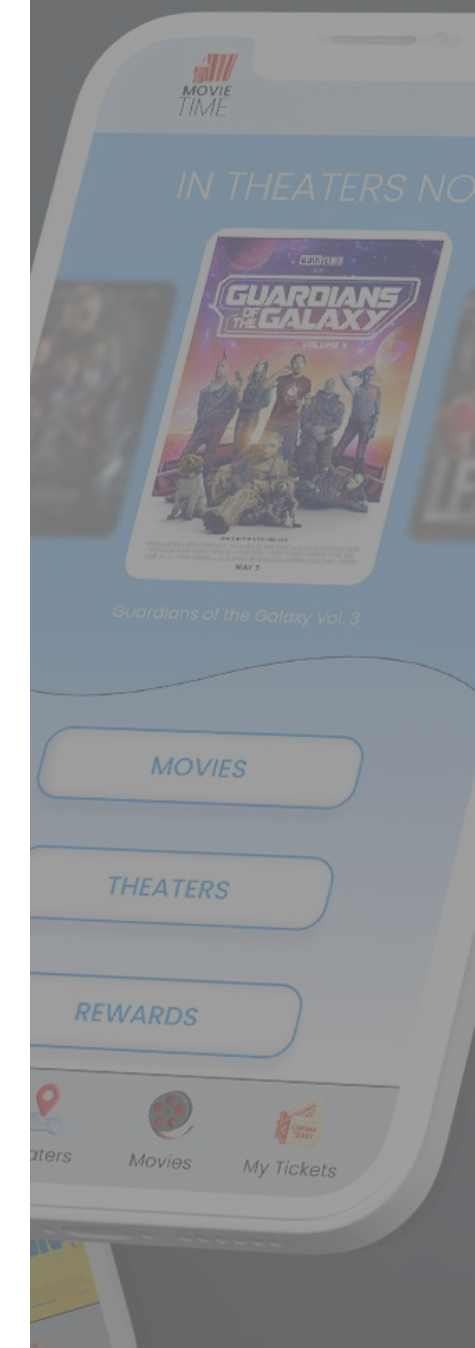
The goal of this app is to create a movie ticketing app where you can store all of your gift cards, coupons and rewards points so you always have them with you. We will measure the effectiveness by analyzing the number of users and the percentage of money saved on each transaction.





MY ROLE & RESPONSIBILITIES

This app was initially part of my Google UX Design Certificate program. I have been responsible for everything from concept to research to design and prototyping.





USER RESEARCH SUMMARY

My research was comprised of:

1. a 5 person unmoderated usability study.
2. a competitive audit of 2 direct and 2 indirect competitors.
3. a Facebook survey

Going into the project I thought I might include a social aspect for people to talk about and recommend movies. I also thought about adding concession purchases and several other tasks to the app but it quickly became apparent that the app needed to focus primarily on it's initial task of purchasing tickets conveniently and saving reward information, and gift cards all in one place.

PAIN

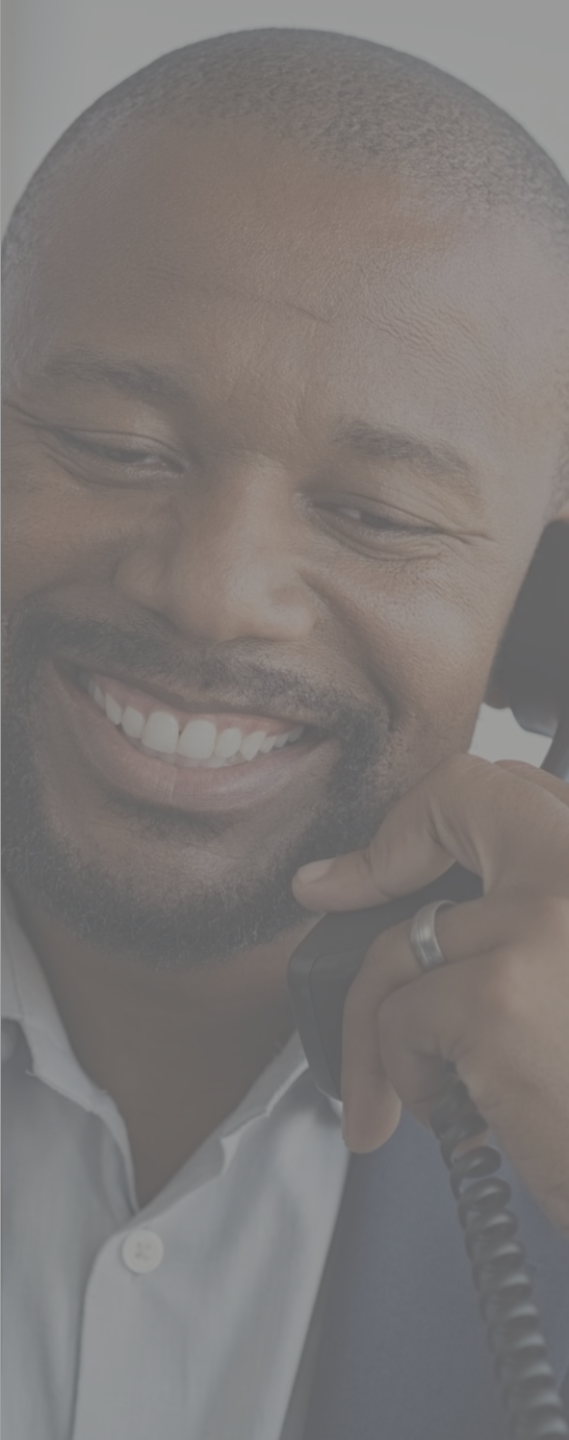
POINTS

- 5 out of 5 participants had difficulty identifying the bottom navigation. This means that the icons at the bottom need to be clearer.
- 4 out of 5 participants had difficulty navigating quickly to the “My Tickets” page. This means that There needs to be a clearer or potentially multiple options to get to your tickets quickly.
- 3 out of 5 participants had difficulty navigating to the “Movies” page from the Homepage. This means that the path to the movies page needs to be clearer.
- 3 out of 5 participants mentioned confusion around what was clickable and what wasn't. This means that buttons and clickable items need to be a more evident (although a lot of this is due to the wireframes... explore a different look for the wireframes?)
- 1 out of 5 participants wanted to see trailers for movies not out yet. This means that I should explore features that might drive people to the app.





PERSONAES





Erica Sternhold

Age: 37

Education: Associate Degree

Hometown: Timnath, CO

Family: Daughter

Occupation: Assistant Manager

“Life is for the living but you still have to pay the bills”

Goals

- To spend quality time with her daughter
- Trying to buy a condo so saving money is important

Frustrations

- Movies are so expensive!
- Daughter doesn't always want to spend time with her

The single mother of a teenage daughter. She has full custody of her daughter. Erica works as an assistant manager at Costco. After a messy divorce, Erica is just starting to get back on her feet and is hopeful she'll be able to put a down payment on a condo sometime next year. Living in a small town there isn't a lot to do so they like going to the movies once or twice a month.



Gordon Wells

Age: 52

Education: BS Business Mgmt

Hometown: Chicago, IL

Family: Married - 2 children

Occupation: Investment Firm
Manager

“Starting the next chapter of our lives”

Goals

- Enjoy everything that they’ve worked for the last 30 years.
- To balance his work and home life

Frustrations

- Movies selling out on opening weekend
- Having to wait in long lines for tickets and snacks

A manager at William Blair Investments. Gordon and his wife became empty nesters recently when their son went off to college and their adult daughter got married. Both he and his wife work and they have started travelling more. They go to movies maybe once a month and are looking for convenience and a premium experience.

PROBLEM STATEMENT

Erica Sternhold is a **mom who loves to see movies with her daughter** who is on a **tight budget** and needs a **centralized** place to keep all of her **gift cards, coupons and rewards programs** so she has them when she needs them.





USER JOURNEY MAP

Persona: Gordon Wells

Goal: To buy tickets for the new Marvel movie opening weekend

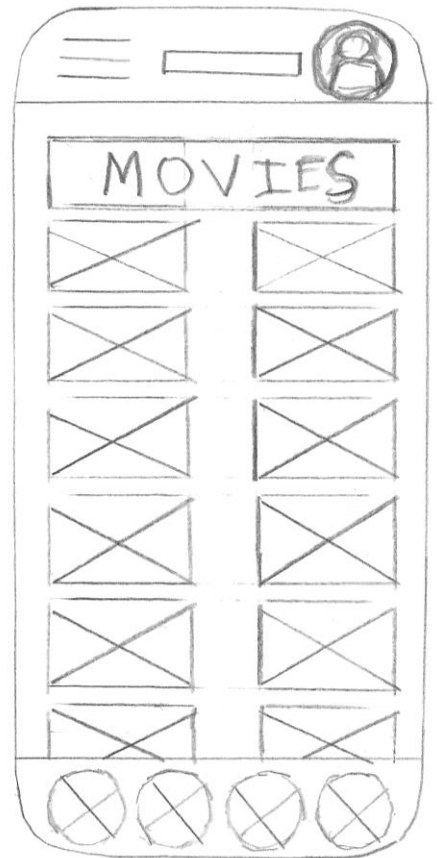
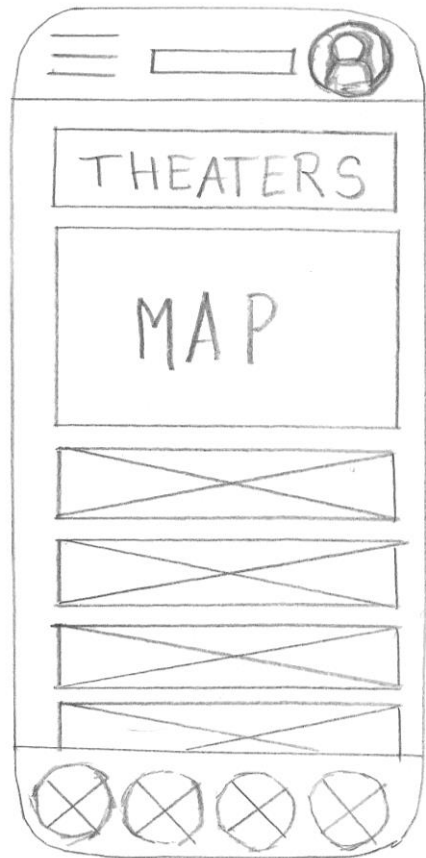
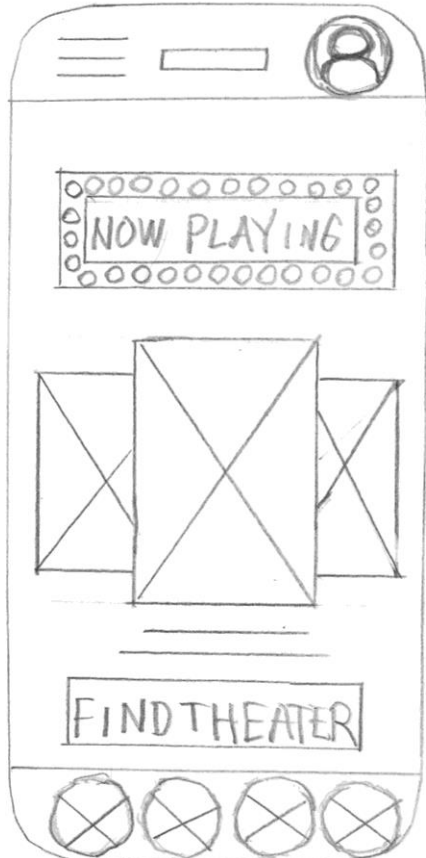
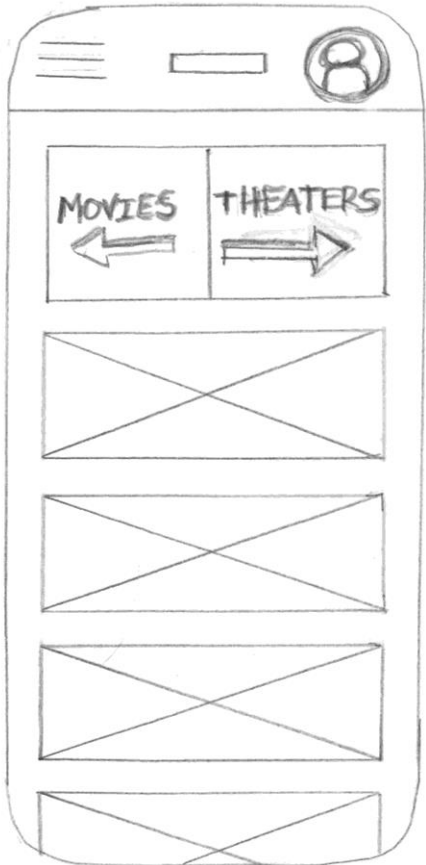
ACTION	Download Ticketing App	Create an account	Find Movie	Find Time and Theater	Buy Tickets
TASK LIST	Tasks A. Go to app store B. Search for app C. Download app	Tasks A. Enter personal info B. Turn on location services	Tasks A. Choose from a list of current movies B. Choose from a list of upcoming movies C. Serach for movies	Tasks A. Search through list of theaters showing your movie B. Select from list of available showtimes	Tasks A. Go to checkout B. Enter payment information C. Get confirmation for tickets D. Make sure tickets loaded to your phone
FEELING ADJECTIVE	Confused Anxious	Paranoid Anxious	Happy Confused	Anxious Relieved	Confusion Anxious Paranoid Relieved
IMPROVEMENT OPPORTUNITIES	Easier to find app. Ensure app store includes built in features for range of vision needs	Better security Easier to fill out Easier to turn location services on or off Ensure info can be entered with keyboard only	More visually appealing and easier to find a particular movie. Easier to browse movies. Ensure alt text and text reader features work so they work with movie choices	Better help eliminating choices that aren't available Ensure alt text and text reader features work so they work with time and theater choices	Better security Better verification that your tickets will work at the theater. Total can be converted to different currencies Include theater contact info for customers who find themselves on the unhappy path



PAPER

WIREFRAMES

ITERATIONS ON THE HOMESCREEN



REFINED VERSION OF HOMESCREEN





DIGITAL

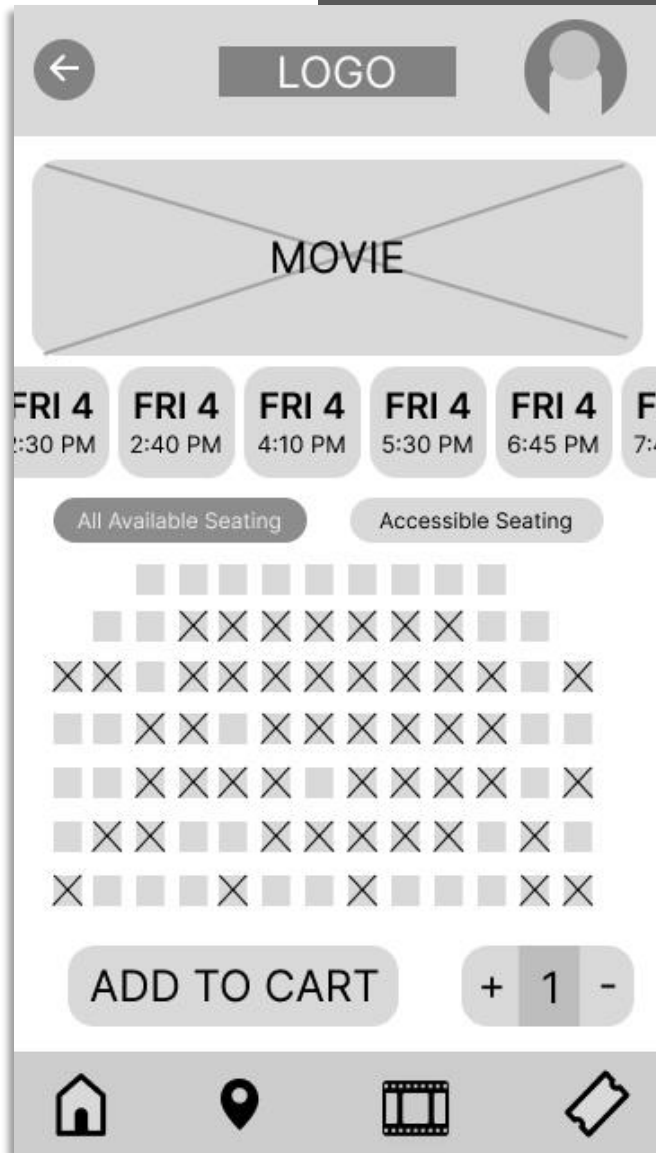
WIREFRAMES

DIGITAL WIREFRAME HOME SCREEN

This home screen was designed to have several entry points in to the path for the user to buy tickets. If they want to see a particular movie and want to know where it's playing, or if they want to go to a particular theater and want to see if there's anything playing there that they want to see.

In addition, the carousel provides the user with a more visual experience of rotating movie posters for movies that are currently popular.





DIGITAL WIREFRAME SEATING

This seating reservation was designed to make it easy and clear for users to select the seat they want, for the showing they want. In addition, there is an option to only show seats that are accessible.

LOW FIDELITY PROTOTYPE

There are 3 main user flows.

1. The user can search for a movie to see where it's playing and book tickets. It then takes them to a wallet where all of their online tickets are stored
2. The user can search for a theater to see what movies are playing there. They find a movie they like and book tickets. The flow then takes them to their ticket wallet again.
3. The user can choose rewards to access their various theater rewards programs. They are then taken to a rewards QR page that they can scan at the theater.

[LINK HERE](#)



USABILITY STUDY FINDINGS

Round 1 findings

- 1 Users had a hard time navigating
- 2 Home page carousel felt confusing
- 3 Clickable items need to be more evident
- 4 Feature Creep – Need to do fewer things better

Round 2 findings

- 1 Texture on screen felt distracting
- 2 Return to homepage after task completion wasn't evident
- 3 Some of the screens needed to feel more connected

AFFINITY MAP

Movies Page

Re: Finding the "Movies" page: "Easy peasy"

"I wasn't sure what the buttons on the movies page were at first. It would probably be (more evident) once you put movie pictures in them"

"I thought the movie posters (carousel) would take me to the movies page"

Re the HP: Not really sure what the difference between the Now Playing button at the top and the Movie Posters is... maybe the posters take you to a particular movie?

What is this? (clicking on carousel)

Going from the Homepage to purchase a ticket

"Maybe a counter when you go to select your seats"

Re Prompt 2 Purchasing a ticket: "The flow felt really smooth to me"

Re Prompt 2 of navigating through and purchasing a ticket: "I wasn't sure what I could click and what wasn't set up yet"

"It felt pretty straightforward.... unless you were trying to modify something like the seating or adding your payment info."

Navigation

"I didn't notice the navigation on the bottom... It makes sense when you know what the pages are and you know it's there."

"Once you fix the back buttons on the top I think the app will be easier to navigate."

Is this the menu? (clicking the profile pic)

"My Tickets" page

Re: finding the "My Tickets" page: It was fairly intuitive under the icons at the bottom make finding way around

"After I saw the icons at the bottom I figured out it was the ticket at the end... Maybe text under the icons."

"The menu at the bottom is helpful but I kind of guessed at what the last two icons meant"

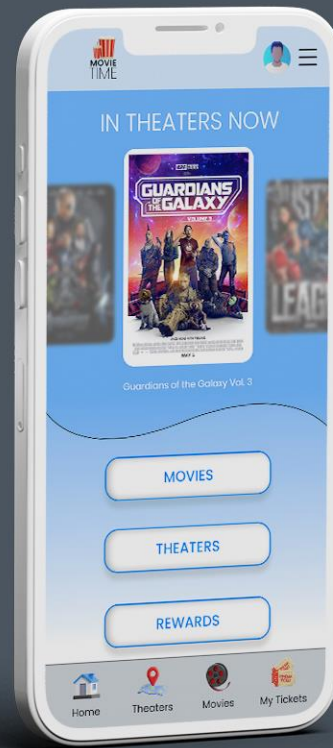
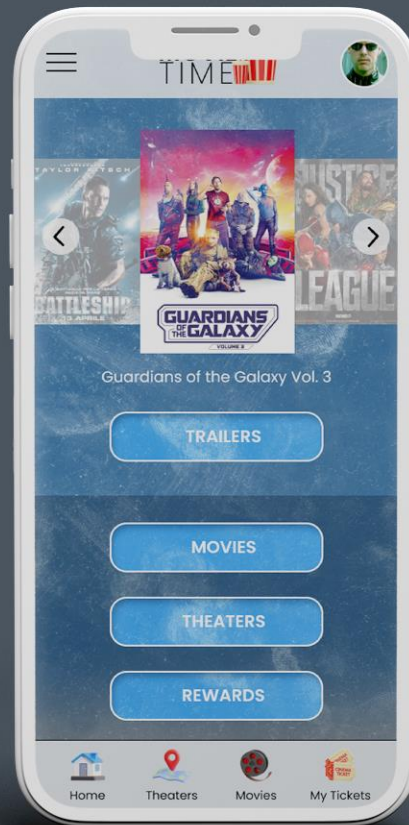
Others

"I like the movie poster carousel."

"You might add a section for movies coming soon or trailers"

MOCKUPS

BEFORE & AFTER



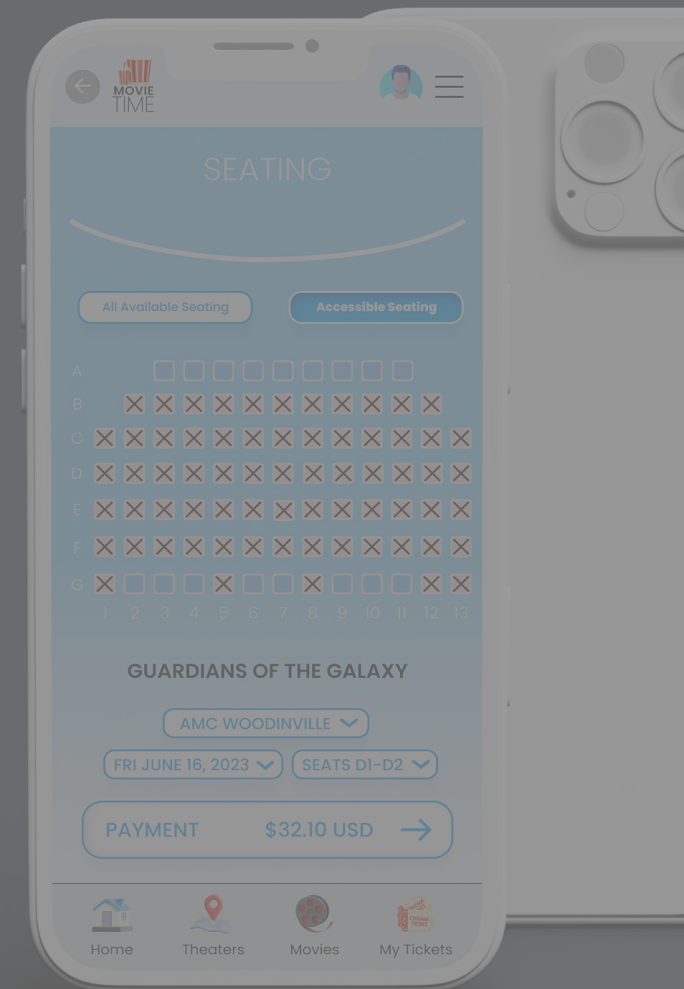


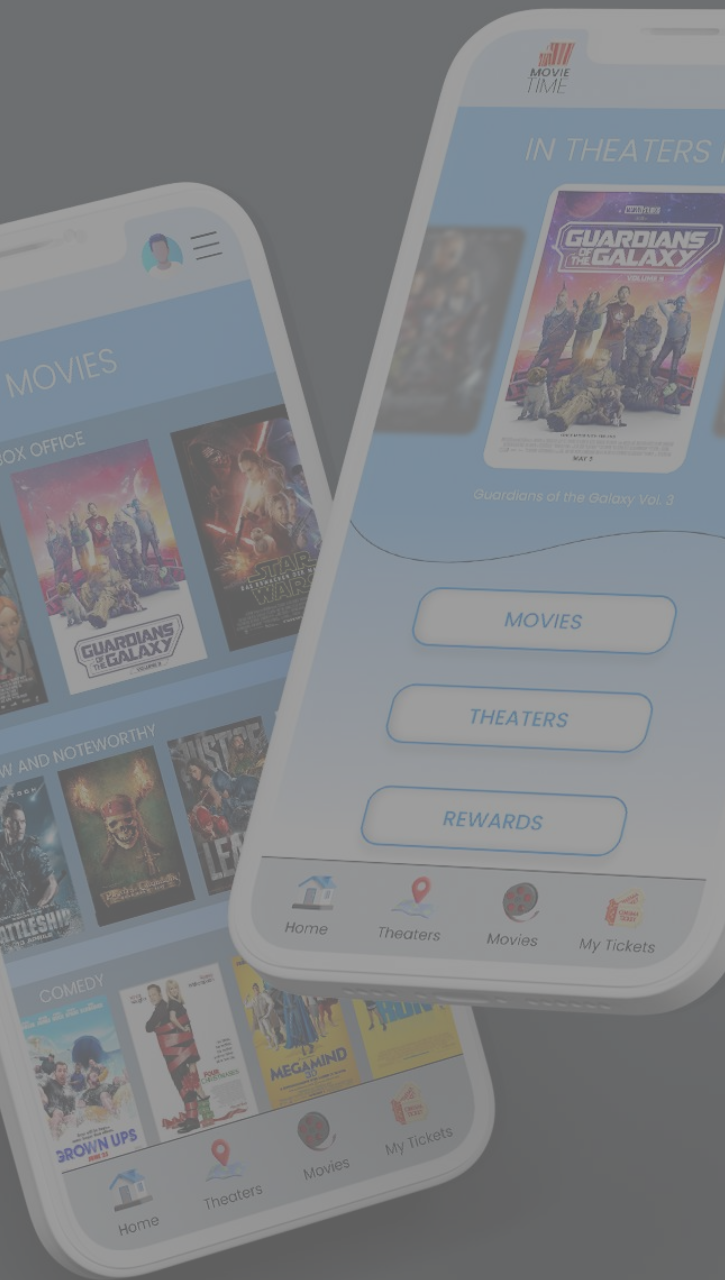
HIGH FIDELITY PROTOTYPE

[LINK HERE](#)

ACCESSIBILITY


The whole app was designed with accessibility in mind. In addition to a more text driven path I tried to make it as visual as possible so reading isn't necessary on most screens. I have an option to show accessible seating. The current design was also made with contrast in mind to aid with visibility.





TAKEAWAYS & NEXT STEPS

- More testing for revised features.
- Improve the prototype.
- Exploring potential partnerships with theaters and snack vendors.
- Coupon finders often clogged with old or invalid coupons.
- Move towards an alpha version of the app.



LET'S CONNECT!

I am an accomplished visual designer with a passion for motion graphics and strong commercial experience. Let's build something amazing together!

JR Steendahl

Visual Designer | Video Editor

Website: <https://jrsteendahl.com>