UX Case Study

Mobile Ticketing App for Local Movie Theatre

Akshay S. Patil
www.patilakshay.com

Project Overview

The Product

The product is a Mobile Ticketing App exclusively designed for a local movie theatre chain, meticulously crafted with the patrons' preferences in mind.
The primary goal is to address the unique challenges encountered by avid moviegoers and provide a feature-rich solution that enhances their movie planning experience.
With a distinctive feature set, the app is tailored to cater to the comfort and needs of every movie enthusiast, ensuring a memorable and convenient cinematic journey.

Project Duration:

3 months (April 2022 to June 2022)

My Role

UX Researcher, UX designer

Responsibilities

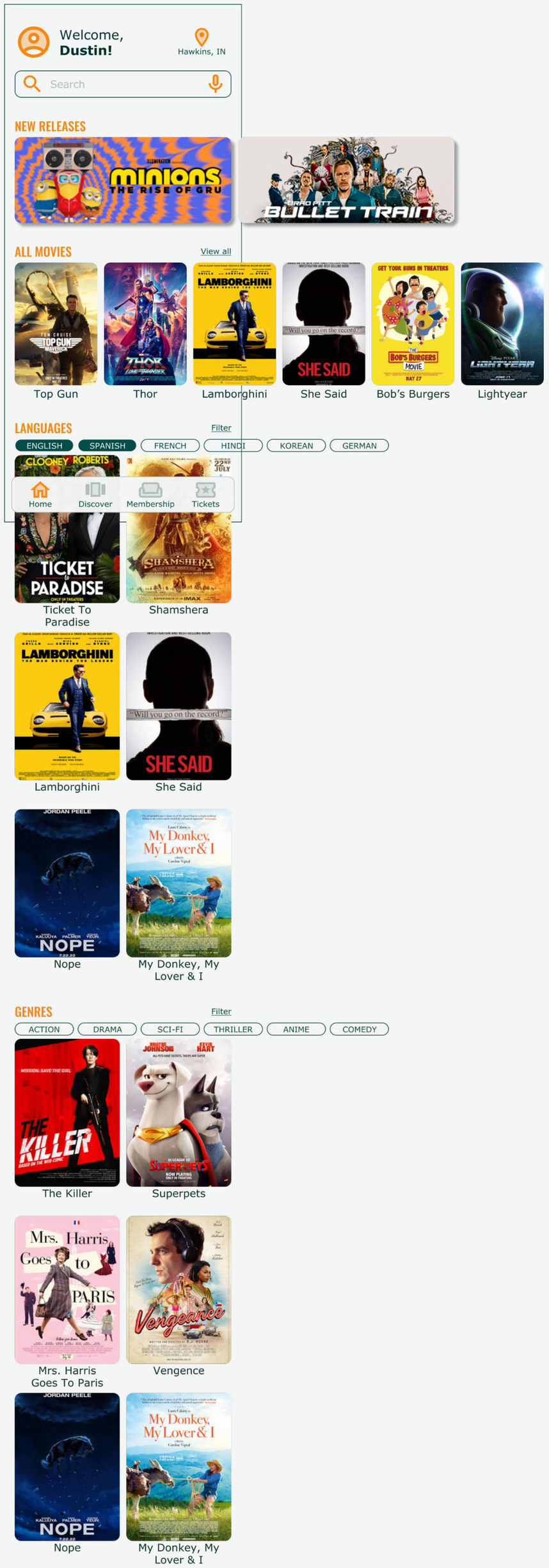
Responsibilities include, but are not confined to, conducting research interviews, competitive analysis, developing user personas, storyboarding, crafting paper and digital wireframes, generating low and high-fidelity prototypes, performing usability assessments, ensuring accessibility, and iteratively refining designs.

The Problem

Moviegoers aspire to have a booking process for their cinema outings that is smooth and hassle-free. However, the existing physical setup falls short in providing a consistent and standardized experience that caters to all user requirements during the booking phase. This inconsistency results in possible frustrations and inefficiencies for moviegoers.

The Goal

The primary objective is to develop a movie ticketing app that serves as an integrated solution for movie enthusiasts, encompassing all facets of their cinema experience. The overarching aim is to create a user-centric platform that optimizes and enhances the entire movie-going journey, providing a holistic and enjoyable experience for users.



Design Process

Design Thinking Process

I opted for the Design Thinking Process for this project to address unknown problems in a user-centric manner, emphasizing what's most vital for our users. Following is a representation of the stages in the Design Thinking Process and the steps taken in each stage.

Empathize

In this Empathize stage, I interacted with users through interviews and observations to understand their perspectives, needs, and emotions, utilising various tools like empathy maps and personas to gain insights into their experiences.

Define

In the Define stage, I synthesized the gathered user insights and data to pinpoint clear problem statements and define the core challenges to be addressed in the design process.

Ideate

During the Ideate stage , I leveraged brainstorming and creative thinking techniques to generate a diverse set of solutions to the design challenges I had identified.

Prototype

In the Prototype stage, I transformed the selected design concepts into tangible, testable representations, ranging from low-fidelity sketches to high-fidelity interactive models, to validate their feasibility and user experience.

Test

During the Test stage, I conducted user testing and gathered feedback on the prototypes, ensuring they met the user's needs and refined the design based on the results to create a user-friendly solution.

Understanding The User

Summary

As part of the design process, i conducted extensive user research to gain insights into the needs of the target audience, with a focus on young adults and working professionals identified as the primary user group for movie ticketing. The research involved user interviews, the creation of personas and user journeys, a Competitive Audit, Storyboarding, and more.
Additionally, usability studies were undertaken to collect valuable feedback. Key user challenges, including parking availability, movie category filtering, and direct movie search functionality, were addressed, and iterative adjustments were made to information and link placements based on user feedback, emphasizing a user-centric design approach.

User Interviews

User interviews helped gain in-depth insight into who the users' identities, experiences, and challenges.
Here are a few questions from the interviews:

- Can you describe your typical process for booking movie tickets using a mobile app?
- What are the main factors or features you consider when choosing a movie theatre and showtime?
- Have you encountered any challenges or frustrations when using movie ticketing apps in the past? If so, could you share some specific examples?
- How satisfied are you with the overall user experience of existing movie ticketing apps? What aspects do you think need improvement?
- Are there any specific features or information you wish movie ticketing apps provided that you currently find lacking?
- What suggestions or improvements do you have in mind to make the process of planning and attending movies more enjoyable and convenient?

Pain Points

Here are the pain points derived from the user research:

Convenience

Movie goers expect the process of ticket booking to be fairly straightforward and quick.

Information Architecture

Relevant details about the movies and booking are not available to the users at the time of planning.

Accessibility

Assistive technologies are not very common in digital movie ticketing business.

Flexibility

Busy individuals usually may want to alter their plans at the last minute.

Persona

Here is a persona developed during the research:

"I've learned that the true wealth in life isn't just measured in dollars, but in the precious moments spent with family and the memories we create together."

Background

Kevin is a driven professional, residing in Mumbai, the financial hub of India. As the Managing Director of a Fintech startup, he's no stranger to managing responsibilities and making critical decisions. In addition to his busy work life, Kevin cherishes the time he spends with his young family, which includes his mother, wife, and son.

Kevin values work-life balance and ensures to set aside quality time for his family every other weekend. He relies on the support of various services and individuals to delegate tasks, allowing him to focus on his business and family commitments. His long-term objective is to retire by the age of 55 and relocate to a more tranquil and leisurely town, emphasising the importance of a stress-free lifestyle.

Name: Kevin D'mello
Age: 38
Location: Mumbai, India
Education: MBA in Finance
Family: Mother, Wife, Son
Occupation: Managing Director at a Fintech Startup

Goals

- Streamline his family's entertainment planning, including movie outings, for a hassle-free experience.
- Stay informed about the latest movie releases and options in Mumbai.
- Save time and effort in booking movie tickets and choosing the best showtimes.

Frustrations

- Struggling to find parking in a bustling city.
- Wasting time in long queues for food pickups during his travels.
- Regretting missed family gatherings and important life events.

User Journey Map

By mapping Chetan's user journey, we can identify key touchpoints in his experience and potential areas for improvement. This will help create a more seamless and efficient user experience for the mobile ticketing app.

Action	Decide Which Movie To Watch	Search For Theaters Nearby	Reach Box Office To Book Ticket	Select Day And Time For Movie	Book And Pay For Ticket/S
Task List	1. List new movies to watch 2. Watch trailers on youtube 3. Discuss with family/friends to finalize	1. Search for theaters on maps app. 2. Check if the theater is playing the movie 3. Check if desired screen type is available (IMAX, 3D)	1. Search for parking accessibility 2. Look for box office 3. Wait in line	1. Navigate kiosk to find suitable showtimes 2. Confirm with family if available time is good. 3. Select seats	1. A. Look for deals 2. Pay for tickets 3. Get physical tickets
Feeling	**Excitement** for going to movies	**Annoyance** at going through each theater to check if the movie is playing	**Frustration** looking for accessible parking **Anxious** to check availability of show timings	**Embarrassment** at stalling the line for confirming with family **Helplessness** for not getting to select specific seat numbers	**Hopeful** for available offers **Cautious** to keep physical tickets safe until the movie
Improvement Opportunities	Having list of movies, trailers and reviews at one place.	Location-based search aggregation of theaters in one single place (app/website).	Offer real-time parking information, suggest alternative transportation options, or enable pre-booked parking spots.	Interface to choose show time and seats for the customers on their own.	Selection of offers and deals before paying. Digital receipt to avoid misplacement of tickets.

Competitive Audit

Here are four significant competitors within the market, along with their competitive audit, which includes an assessment of their strengths, weaknesses, market positioning to provide a comprehensive understanding of the competitive landscape.

Competitors	bookmyshow	Paytm	INOX LIVE the MOVIE	PVR CINEMAS
Competitor Type (direct or indirect)	Direct	Indirect	Direct	Direct
Unique Value Proposition	Aggregation of all movie theatres in one single app; along with booking options for various other types of events.	Integrated payment system from Paytm Wallet. Aggregation of most movie theatres in metro cities.	Budget friendly shows. Deals on meals and movie tickets.	Highend experience of watching movies. Membership options.
Strengths	1. Seamless ticket booking experience. 2. Trustworthy brand name. 3. Variety of shows/ events available to book on the app. 4. Provides option for physical or digital tickets.	1. Multiple payment options. 2. Trustworthy payment process. 3. Accessible app in multiple regional languages.	1. Budget friendly option. 2. Availability of multiple deals on app.	1. Cab/taxi booking for reaching the movie theatre. 2. Membership exclusive perks to users. 3. Cancellation services available on app
Weaknesses	1. Missing theatre-specific offers on meals. 2. No option to change app language.	1. Multiple clicks to reach the movie booking screen. 2. Cancellation unavailable. 3. Movie ticketing section is a small part of the app.	1. Lack of filters to search for movies. 2. No option to change language. 3. Inconsistent branding across Website and app	1. No option to change language. 2. Limited login options. 3. Too many pop ups while browsing

Gaps

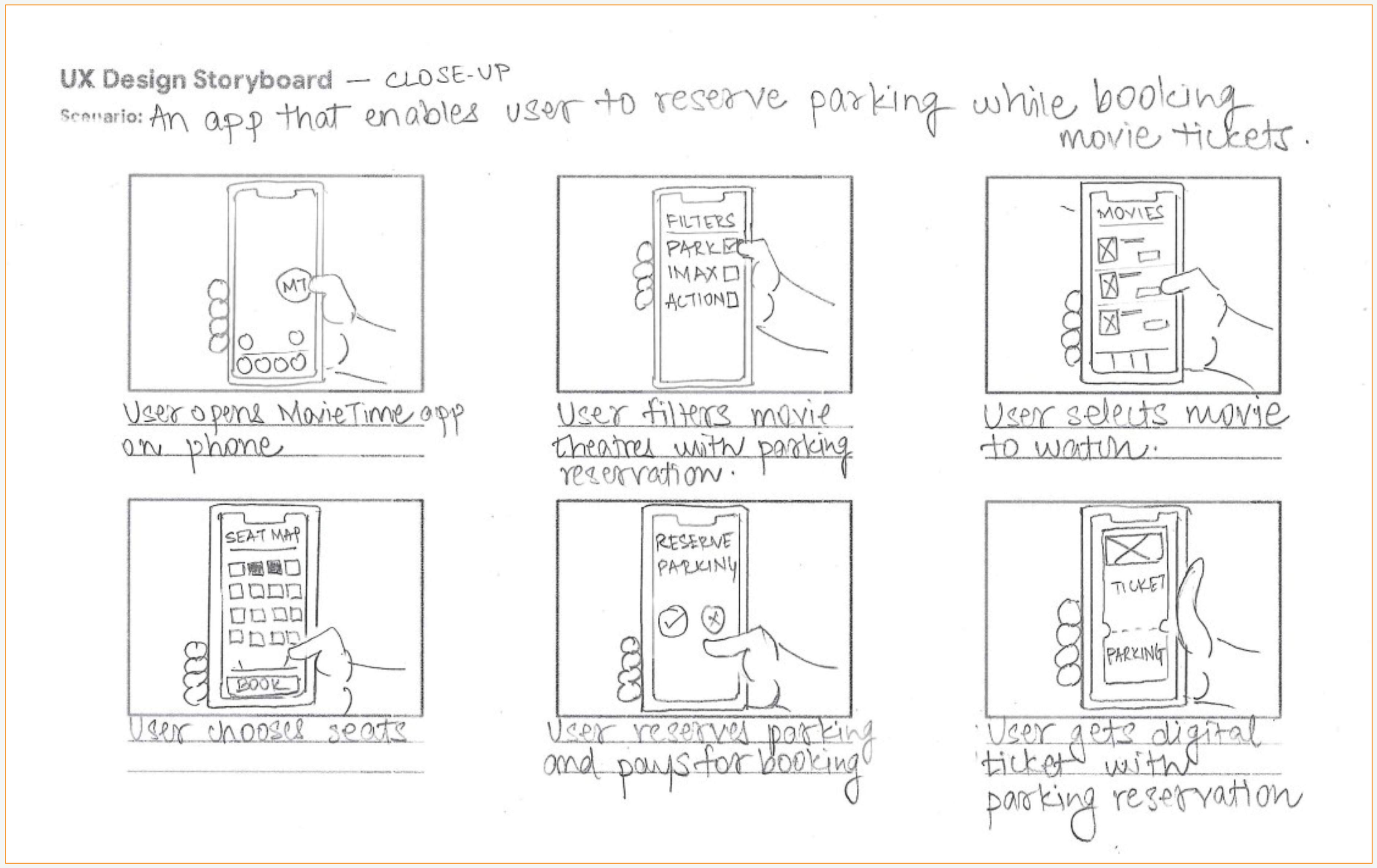
- Competitors' products offer minimal information on pariking at theater premises.
- Competitors' products have limited accessibility for app usage.
- Focus on flexibility of booking is missing in most of the apps.

Opportunities

- More information on parking details of the theatre.
- Making the app accessible to visually impaired users.
- Providing cancellation details along with show details.

Storyboards

I used UX storyboarding to help visually predict and explore the user experience with a product. It visualizes how people would interact with a movie ticketing app.
Below are the storyboards for an app that enables users to reserve parking while booking movie tickets.

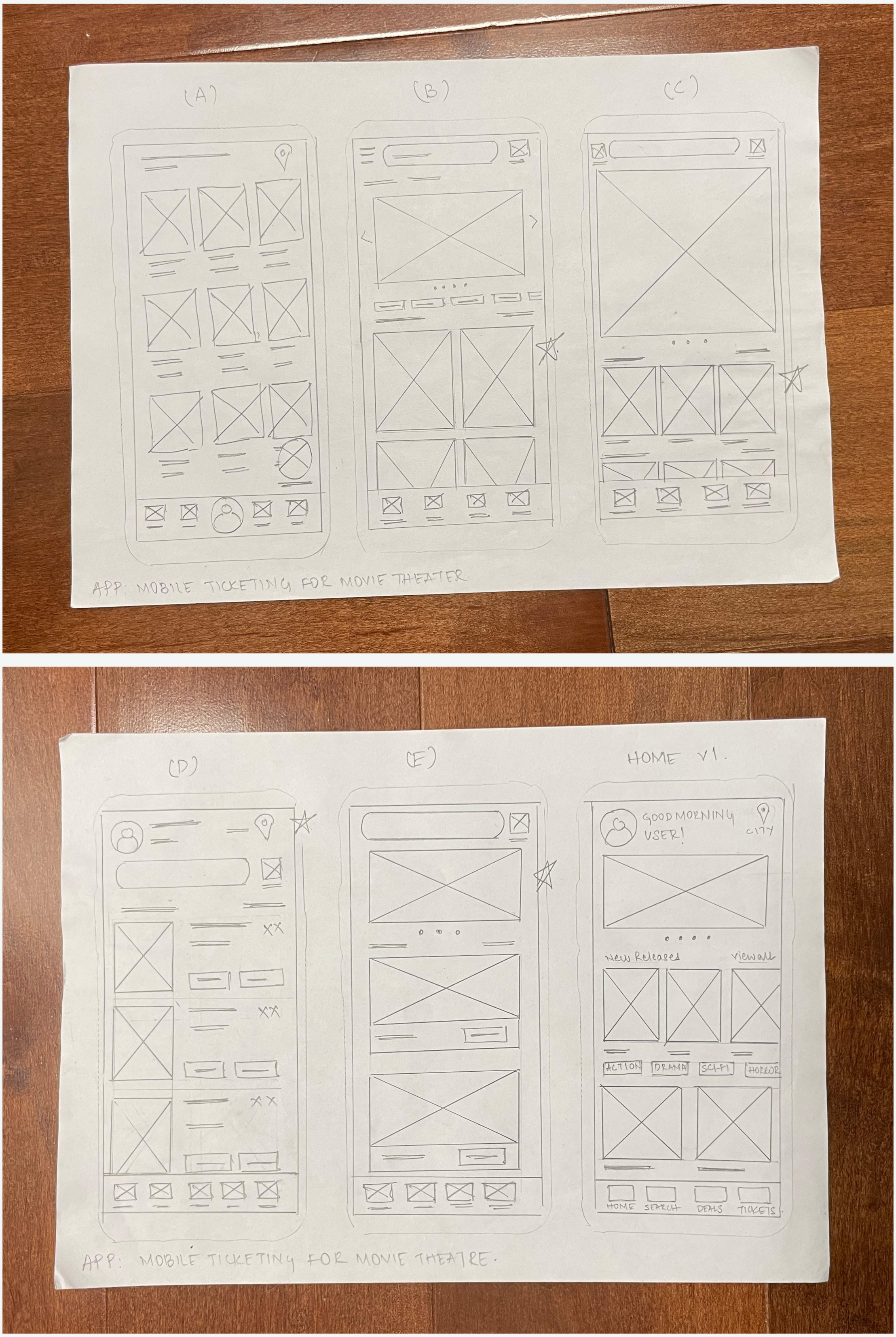


Close-up story board

Big picture story board

Paper Wireframes

Utilizing paper wireframes ensured thorough ideation filtering before transitioning to digital counterparts, optimizing time and resources. The design of the movie ticketing app's home screen prioritized movie visibility and provided users with easy access to frequently used filters.

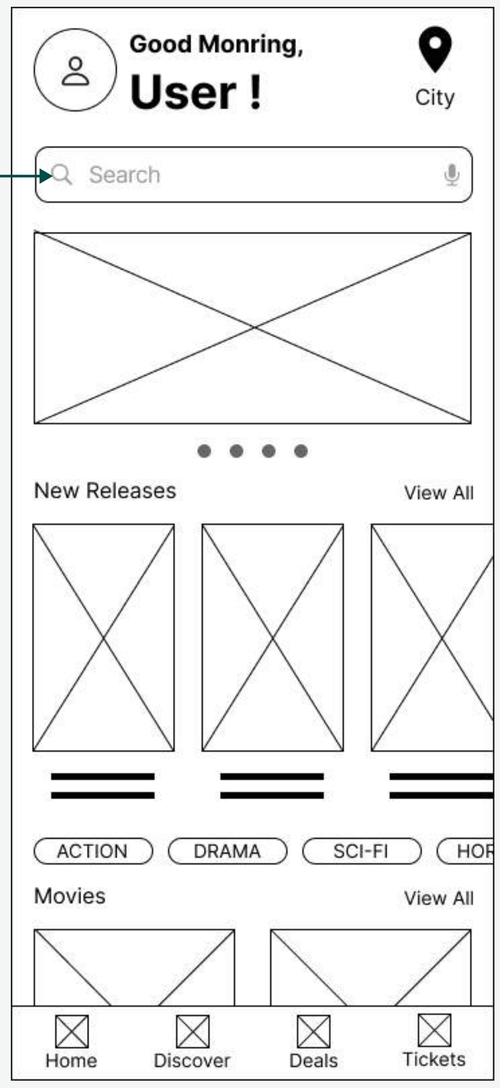


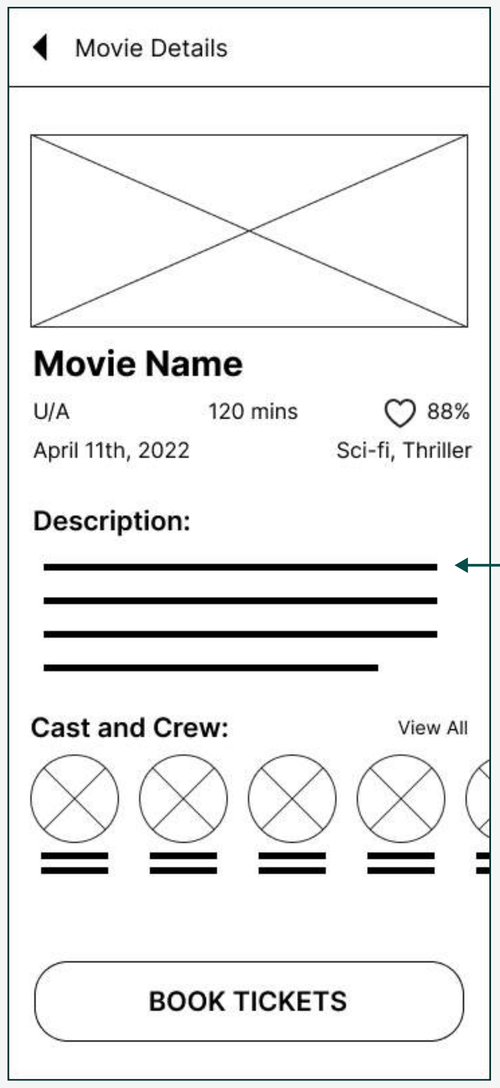
Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital Wireframes

Digital wireframes were crafted based on user feedback and insights from the user research phase, ensuring a design that aligns with user preferences and identified needs. This iterative approach aimed to create a user-centric and informed representation of the final product.

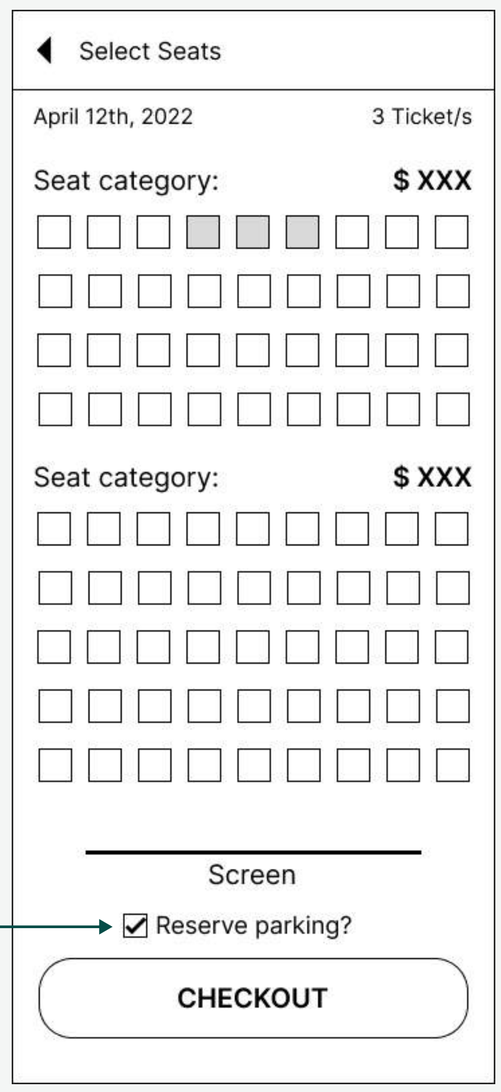
search bar was implemented to enable direct searches for movies or locations.



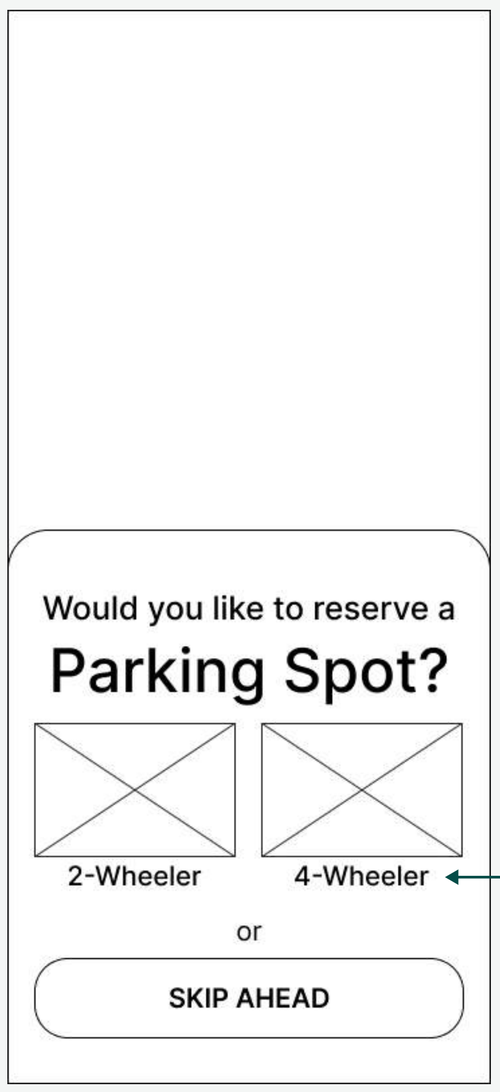


Movie details were designed to keep the user on the same app for all the information about a movie.

User research revealed a demand among moviegoers for a feature addressing parking concerns just before the movie, providing a time-saving solution and reducing stress during busy cinema visits.

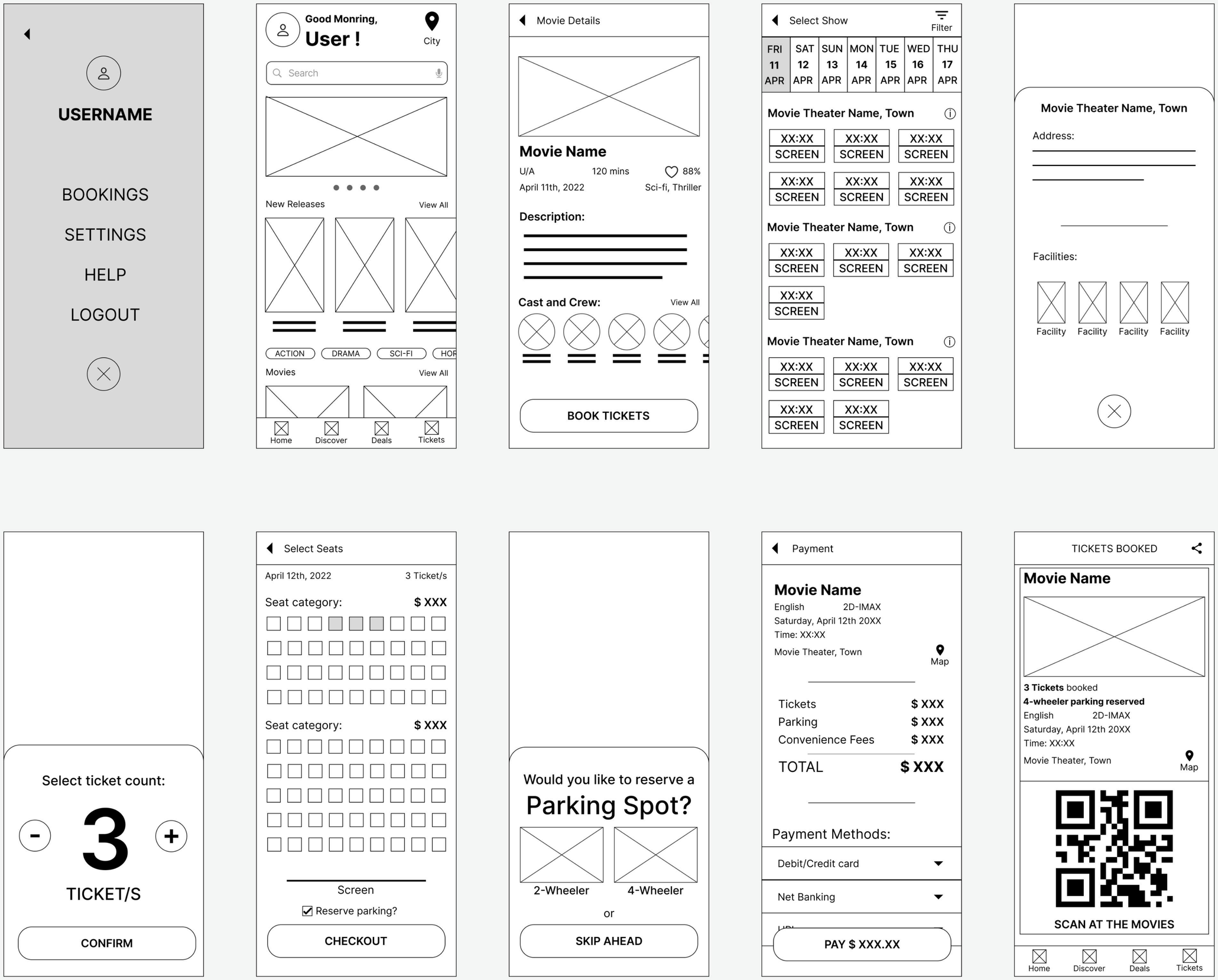


Option for user to reserve parking space right while booking the tickets.



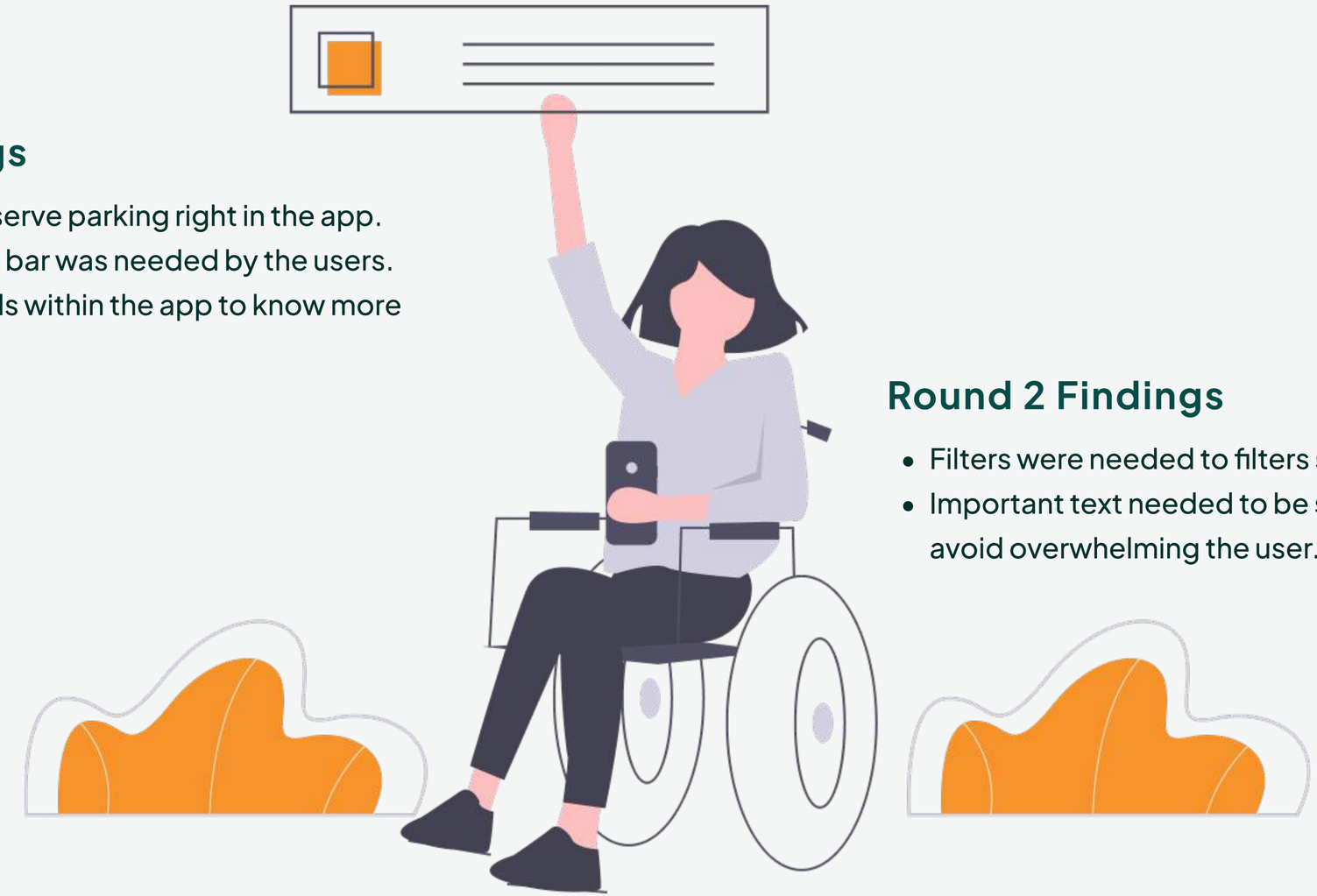
Parking choice for user if checked on the previous screen.

The digital wireframes were utilized to develop a low-fidelity prototype, incorporating a user flow that enabled users to seamlessly select a movie and book a ticket. Unique features, such as reserving parking, were seamlessly integrated into this user flow.



Usability Study

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

- Users wanted to reserve parking right in the app.
- A prominent search bar was needed by the users.
- Users wanted details within the app to know more about a movie.

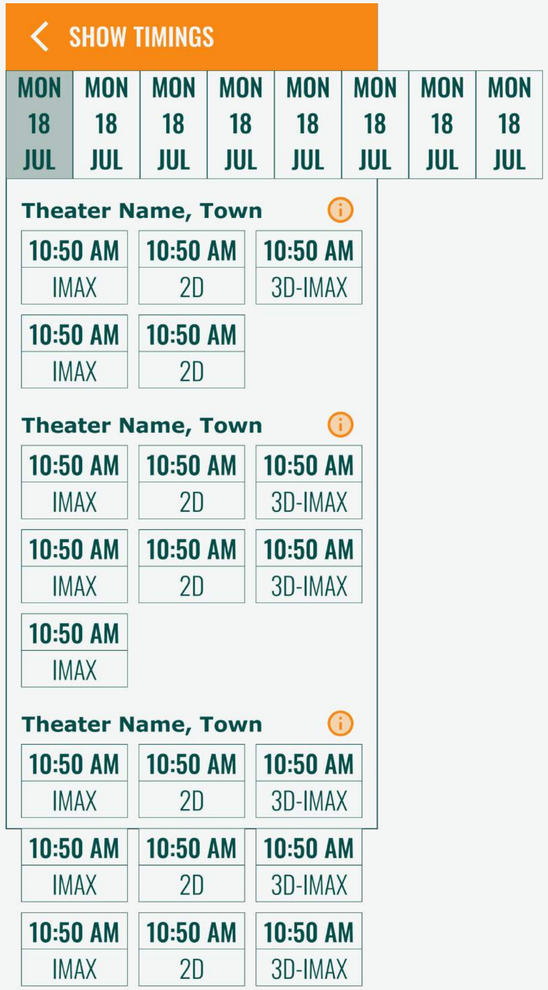
Round 2 Findings

- Filters were needed to filters screens and movies.
- Important text needed to be subtly highlighted to avoid overwhelming the user.

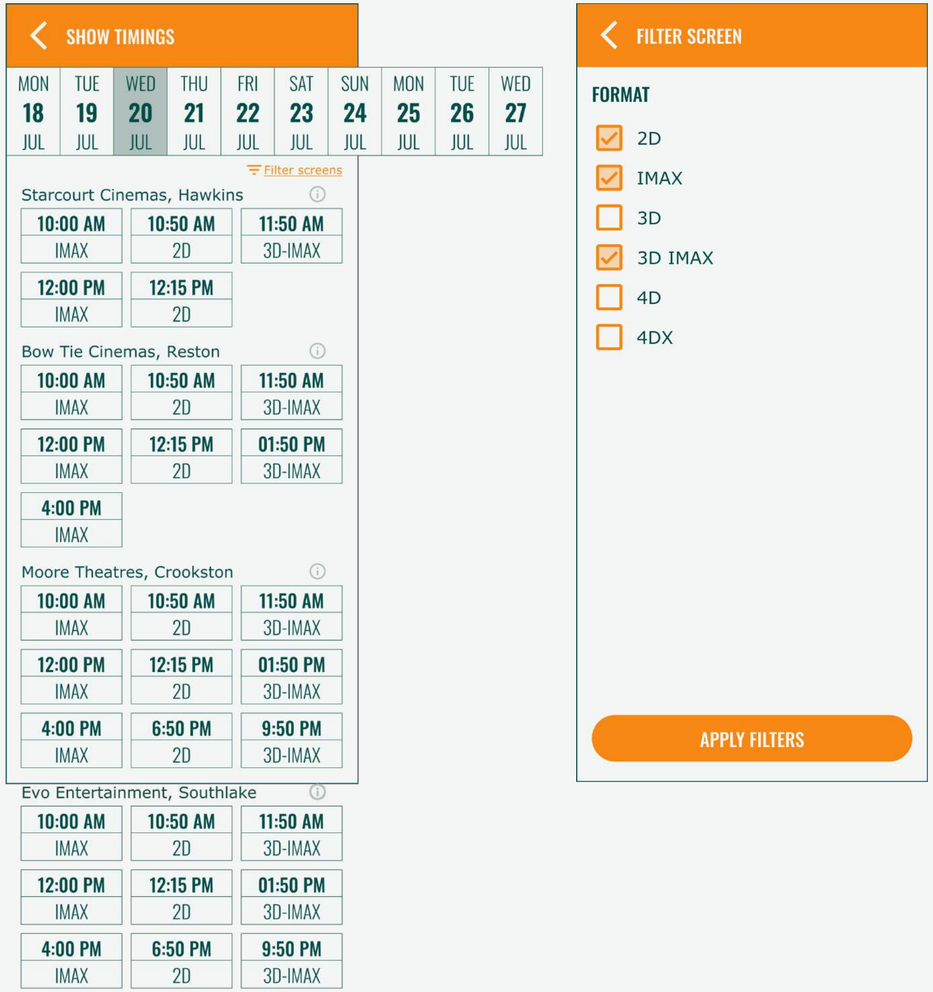
Mockups

Following a usability study, user interest in screen type filters during showtime selection was identified, prompting its inclusion in the updated version.
Additionally, the text was restyled to subtly emphasize the date and time of the show.

Before usability study



After usability study

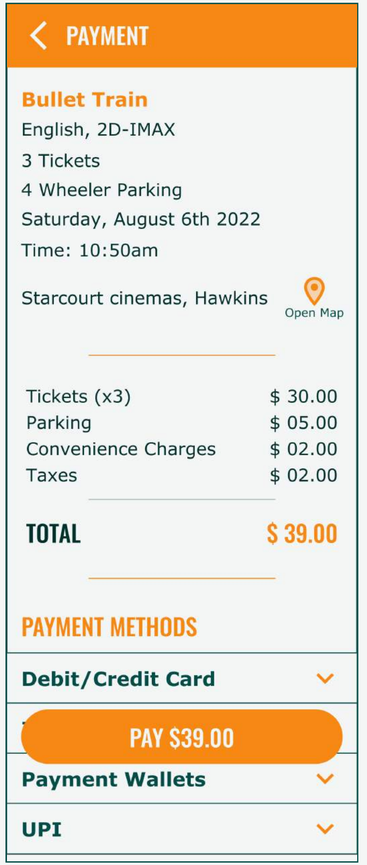


In response to user expectations, a visual cue in the form of a **movie thumbnail** was incorporated to enhance the confirmation of booking details.

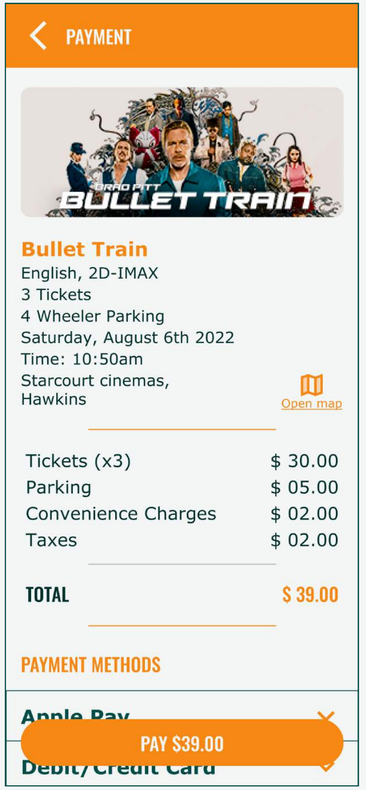
Additionally, recognizing the importance of convenience, a **direct link to a map** was introduced for easy access to the theater's address.

These enhancements aimed to improve user satisfaction and streamline the overall booking experience.

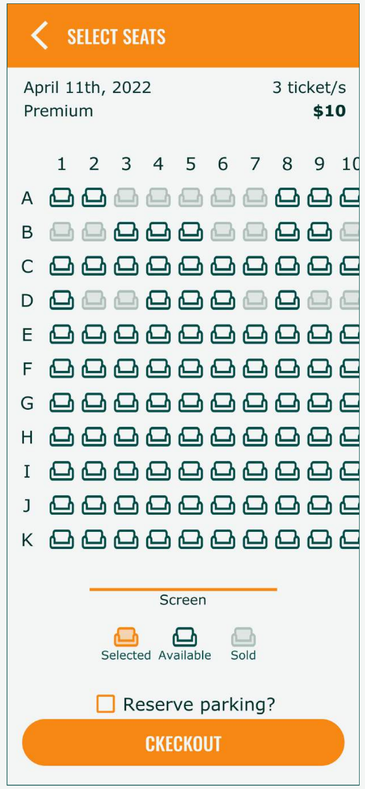
Before usability study

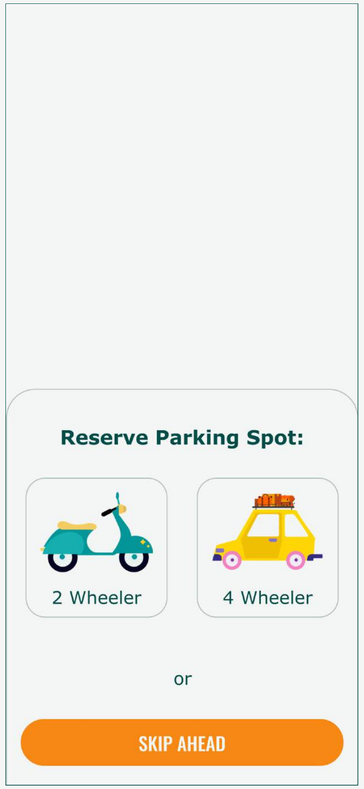


After usability study

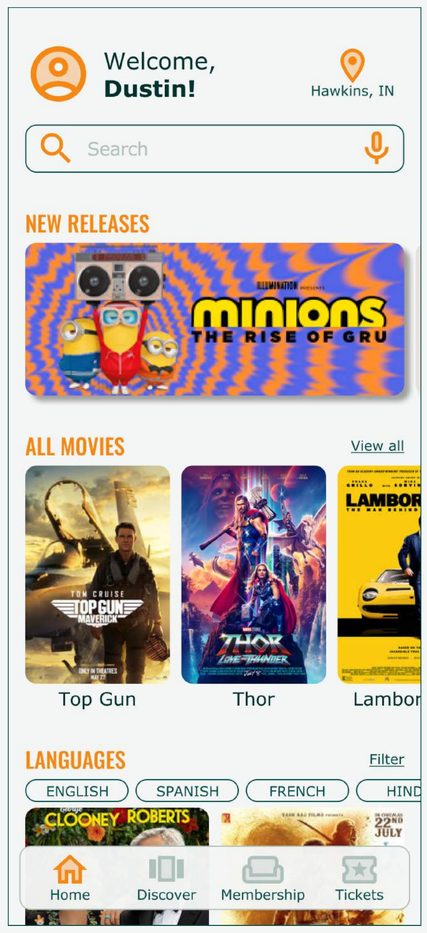


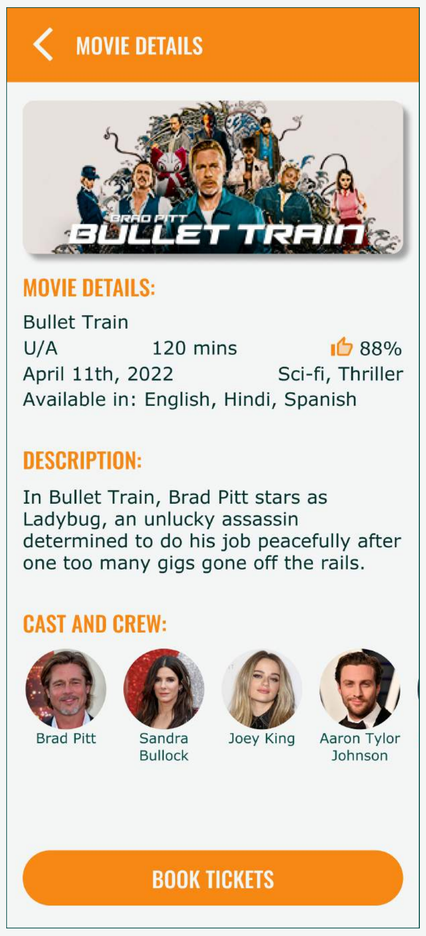
Users were given the **option to reserve parking** seamlessly within the booking process.

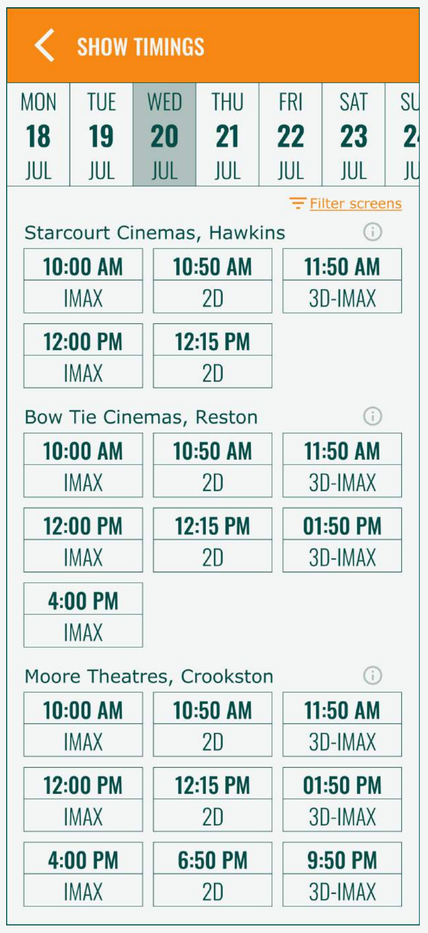


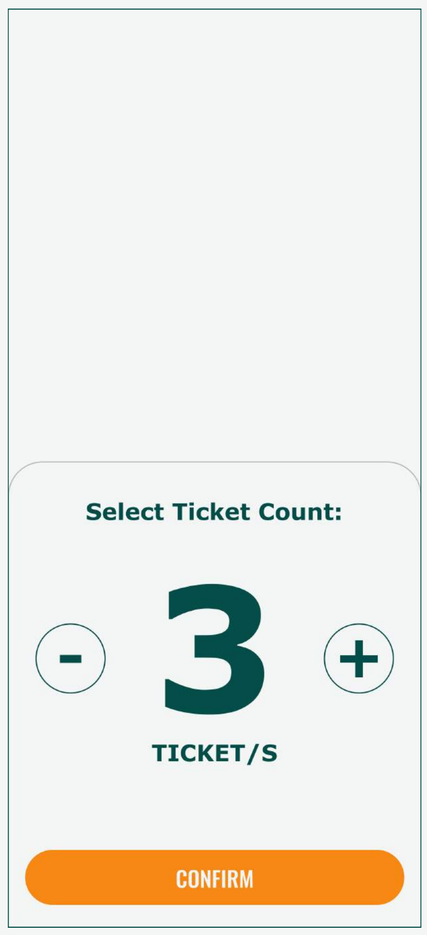


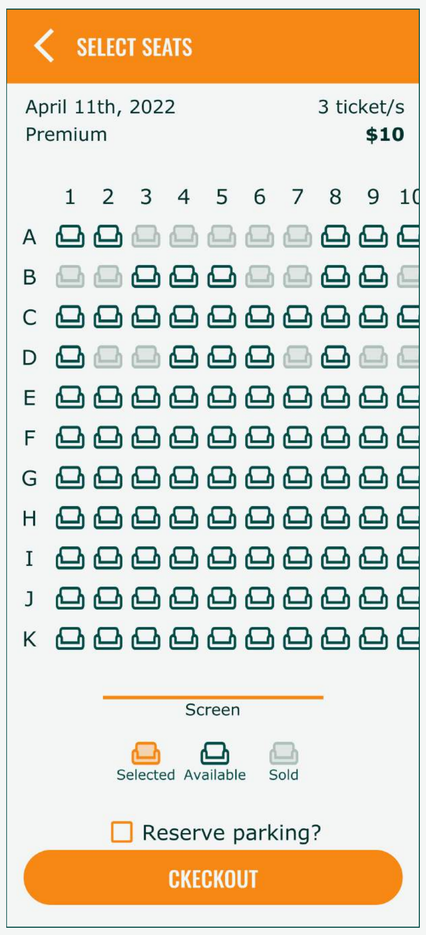
The conclusive high-fidelity prototype offered tailored solutions to address the challenges faced by moviegoers. It empowered users to effortlessly select a movie, book tickets, reserve parking, complete the ticket payment, and more —all within the app.

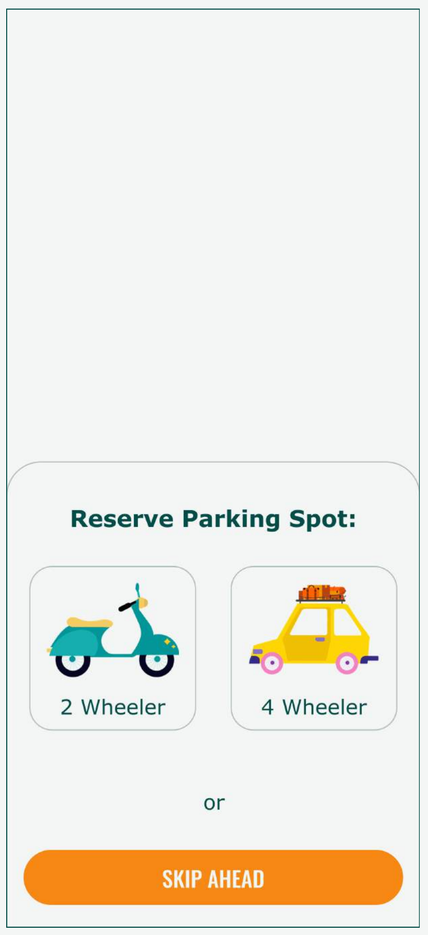


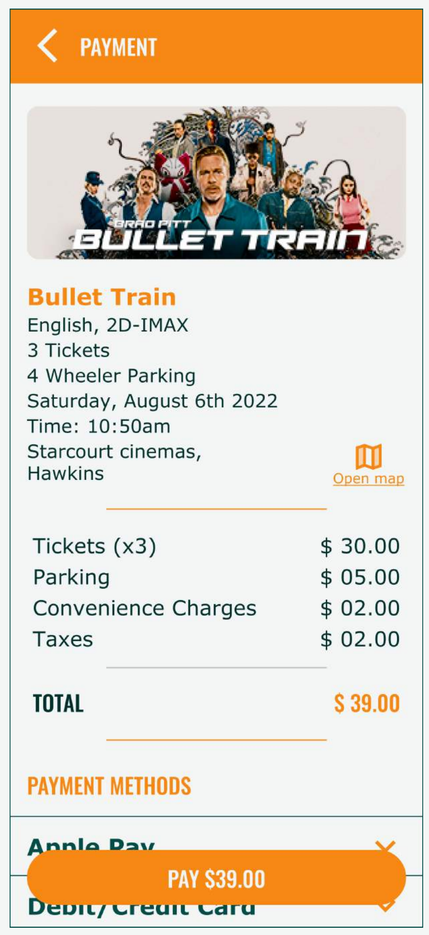


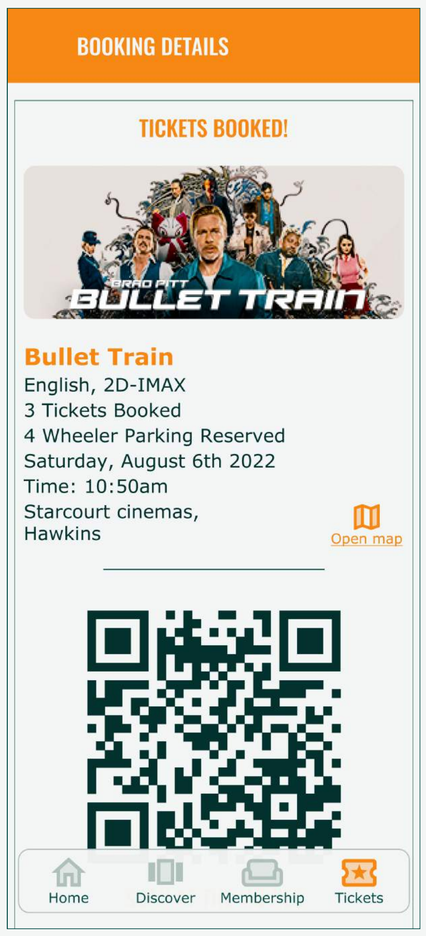


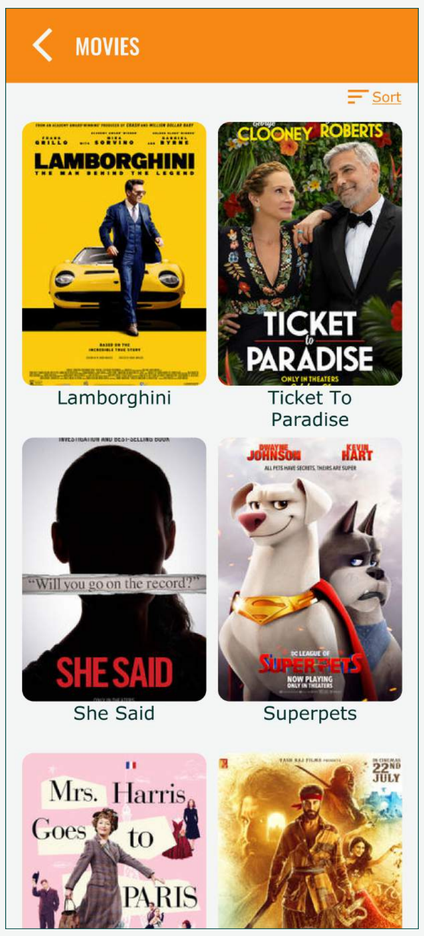


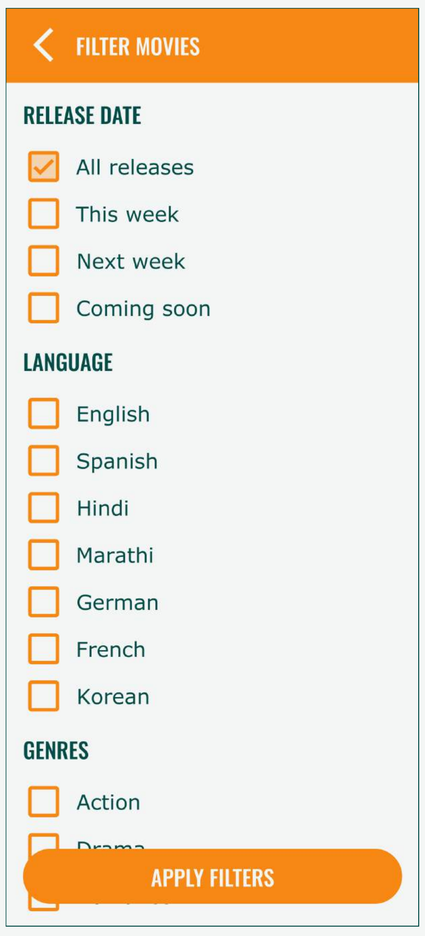












Color & Typography

Color

#F68813 #054D48 #B0C0BC #03312E #F4F6F5

Font

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Header

THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG

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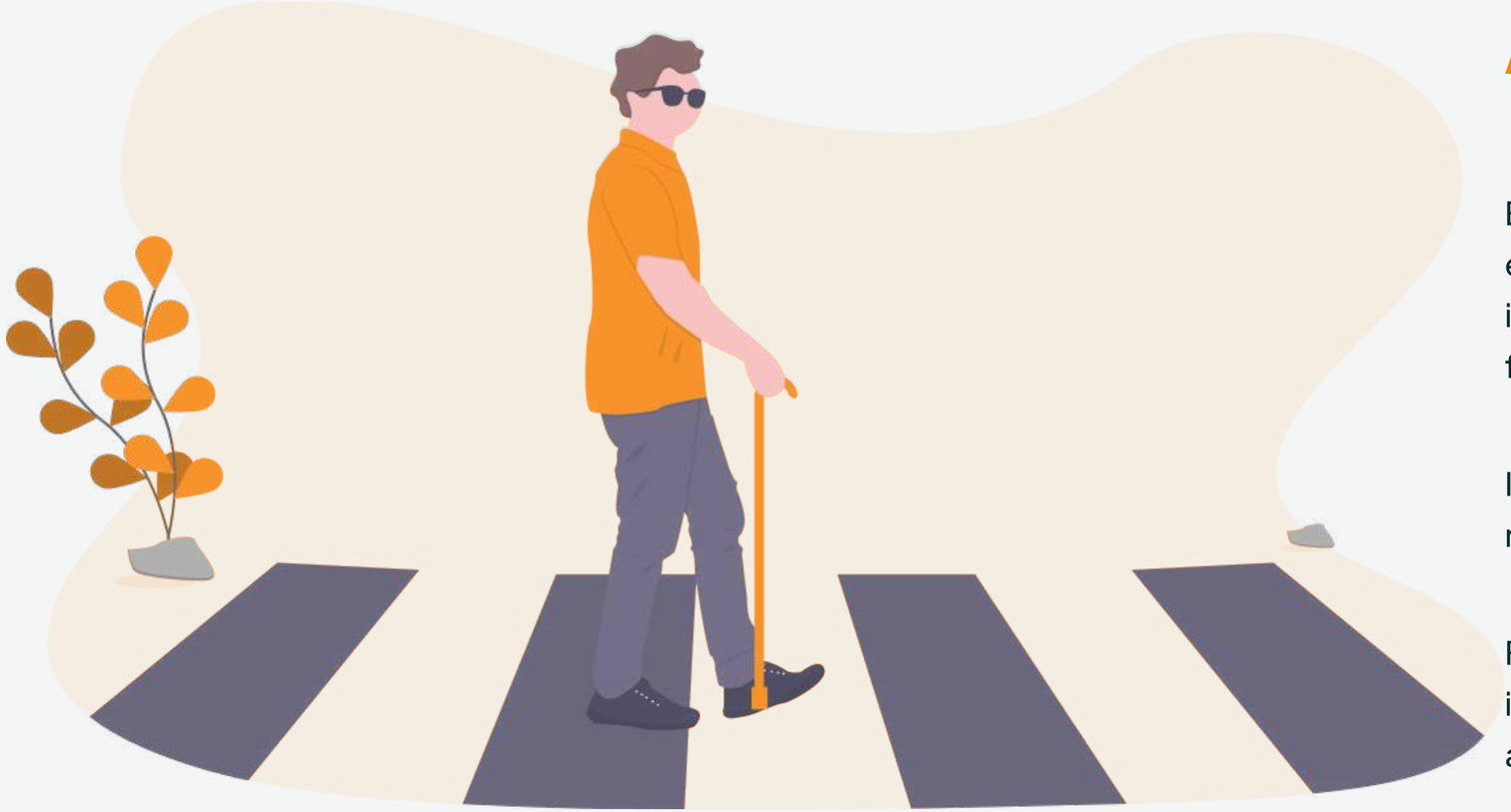
Content

The quick brown fox
jumps over the lazy dog



Accessibility Considerations

Enhanced accessibility by including alt text for images, ensuring compatibility with screen readers for vision-impaired users, and incorporated voice search functionality for a more inclusive user experience.

Incorporated icons into the design to enhance navigation and provide a more accessible user interface,

Formatted the content with sufficient spacing and an increased font size, promoting improved readability for all users, including those with visual impairments.

Takeaways

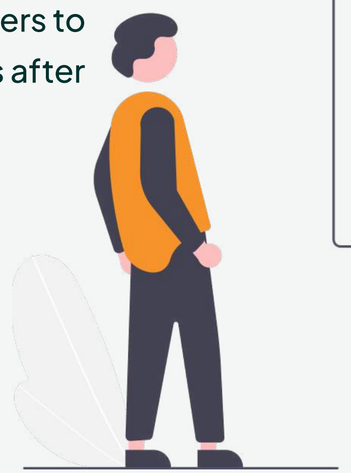
Impact

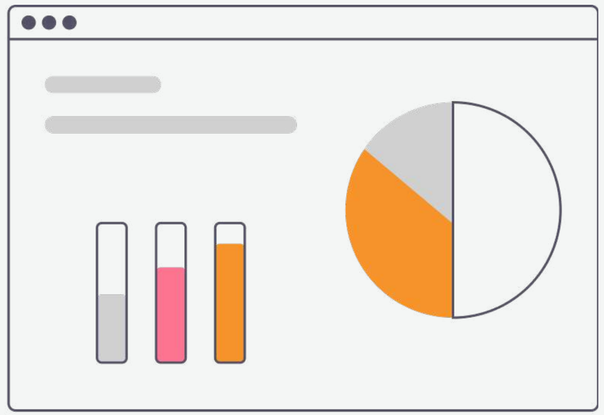
This movie ticketing app has significantly improved the user experience for moviegoers. It has made the process of booking tickets more convenient and time-efficient, reducing the frustration associated with traditional box office queues.
Additionally, the app's accessibility features have made it more inclusive, ensuring that a broader range of users can enjoy the benefits of easy and efficient ticket booking.

One quote from peer feedback:
“The app seems pretty simple and has all the options I would need while booking a movie ticket. Looks complete to me.”

What I Learned:

While designing the app, I learned that the process of design never ends and users may always want to have something they need. It is the job of the designers to prioritize the features and deliver them with each iteration of the designs after careful studies and feedback.





Next Steps

User Testing And Feedback Iteration

Conduct thorough user testing with the high-fidelity prototype to gather feedback and insights. Iterate the design based on user responses, ensuring that the app meets user expectations and resolves any potential usability issues.

Accessibility Assessment And Implementation

Perform a comprehensive accessibility assessment to ensure the app is inclusive and complies with accessibility standards. Implement necessary adjustments to enhance the user experience for individuals with varying abilities.

Usability Testing With Real-World Scenarios

Conduct usability testing that simulates real-world scenarios, such as peak booking times, to evaluate the app's performance under different conditions. Identify and address any potential bottlenecks or challenges that may arise during high-demand periods.

Thank You For Your Time

Akshay S. Patil
www.patilakshay.com