

Big Screen Theater - Website

Bryan Hunt

Project overview



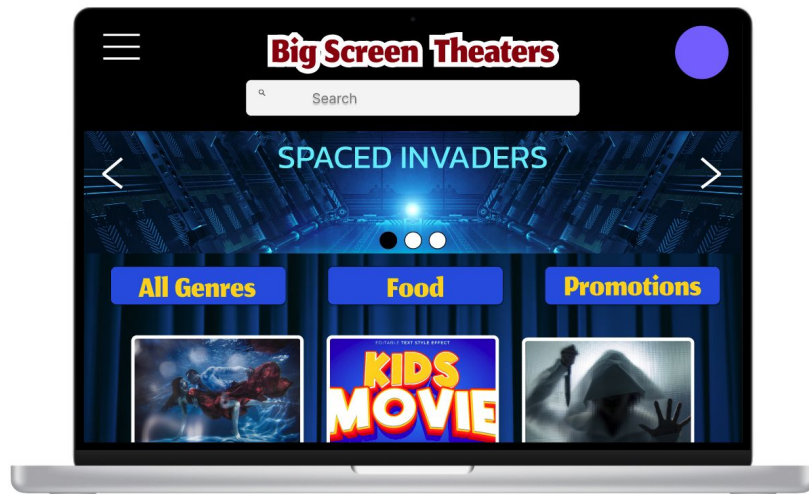
The product:

Big Screen Theaters is a new local movie theater in the Phoenix area. It strives to give movie-goers the best movie experience, from purchasing the tickets, to visiting the theater. The theater targets individuals and families on the go, giving users easy access to movie information and purchasing movie tickets.



Project duration:

September 2023 - October 2023



Project overview



The problem:

Individuals and families today are always on the go, and struggle with quality time with the family and friends. People today need a way to quickly and easily find, plan and pay for activities with others, like going to the movies.



The goal:

Provide individuals and families with a quick and easy way to find, plan and pay for movie tickets for the local theater Big Screen Theaters.

Project overview



My role:

UX Designer for the Big Screen Theaters website and app



Responsibilities:

Create initial wireframes, conduct user research, improve website functions and create the high fidelity prototype.

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



I attended the campus of a local college, near the Big Screen Theater vicinity. I placed myself near the campus bookstore and I questioned individuals as they to my area. I created empathy maps to better understand the user habits with it comes to purchasing movie theater tickets.

Research showed that most college students prefer digital movie ticket purchase, rather than standing in a line. It was discovered that students also want a way to save the ticket(s) to their phone, rather than in an email.

User research: pain points

1

Time

People today are unwilling to wait in line to purchase movie tickets

2

Accessibility

Not all movie theater ticket purchase apps are created equal. Some are a very difficult user experience.

3

Cost

Movies are becoming more expensive. They are looking for a more affordable alternative.

4

Location

There are no movie theaters in the local area.

Persona: Gloria Dean

Problem statement:

Gloria is a single college student who needs fun, affordable entertainment in a close proximity because she wants to connect with friends.



Gloria Dean

Age: 21
Education: College student
Hometown: Phoenix, AZ
Family: Single, no pets
Occupation: Waitress

"Now is the time to discover ME"

Goals

- Enjoy life. Experience everything.
- To discover who she is, find her voice.

Frustrations

- Being "tied down" to responsibility.
- People who hold her back.

Gloria is a college student at ASU, majoring in Communication. She works part-time as a waitress. She enjoys a social life on the weekends, but is not in a serious relationship. She loves girls-night-out with her friends. She loves to laugh and is an adrenaline junkie. Gloria is tech savvy and is on her phone when she is not in class.

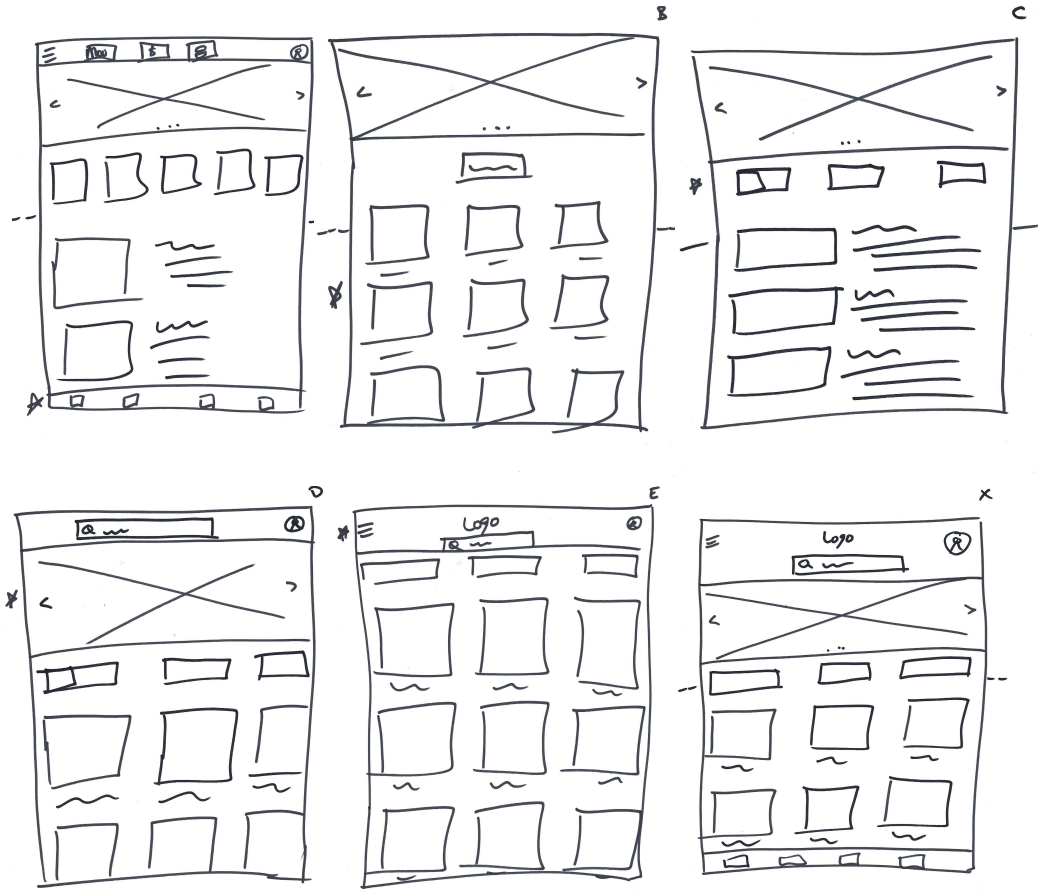
Persona: Gloria Dean

Goal: Find fun low-cost entertainment for her and her friends

ACTION	Look up local theater shows and showtimes	Arrive at the movie theater on time	Purchase tickets to the movie	Present tickets to theater employee	Successfully find the correct seats
TASK LIST	Tasks A. Call theater for phone recording B. Or Look up theater website C. Review available movies to see	Tasks A. Know correct directions to the theater. B. Navigate traffic	Tasks A. Stand in line B. Order tickets either with a person, or by kiosk. C. Pay for tickets. D. Collect tickets	Tasks A. Enter the movie theater. B. Stand in line to present the tickets C. Present the tickets to the employee	Tasks A. Enter the theater B. Scan surroundings for their assigned seats C. Navigate through other people to seats.
EMOTIONS	Excitement to see a movie. Uncertain what is playing.	Possible frustration if directions are unclear. Frustration if there are unforeseen traffic delays.	Uncertain if they will make it inside before the movie starts. Frustration if the line is too long and/or moving slowly.	Uncertain if they will make it inside before the movie starts. Frustration if the line is too long and/or moving slowly.	Frustration to walk in front of others. Walkways may be crowded and/or items on the floor. Theater lights are low - low visibility.
IMPROVEMENT OPPORTUNITIES	A way for Juan to know ahead of time what movies are available	Proper navigation with current traffic conditions / updates.	A way to prepay for tickets and have them prior to arrival at the theater.	A way to bypass the ticket presentation and head directly to their seats.	Quick and easy way to find assigned seats.

Paper wireframes

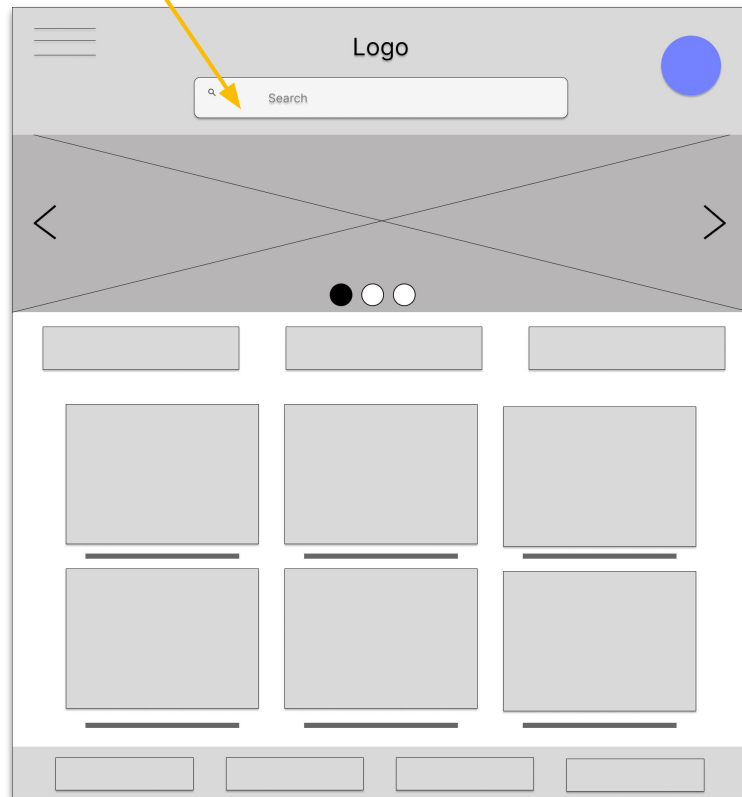
Creating multiple wireframe versions of each screen helped my initially visualization of how each screen could be constructed. My goal was to make the app visually appealing, fun, exciting and inviting to use.



Digital wireframes

My focus was to create an app that I felt aligned with what the users wanted moar in an app. Quick and easy way to find the movie they want to watch.

Allows the user to easily search for a movie title



Allows user to quickly and easily browse all available movies

Digital wireframes

Users needed an easy way to choose the best showtime and seating to meet their needs.

Users are able to easily see available dates and showtimes.

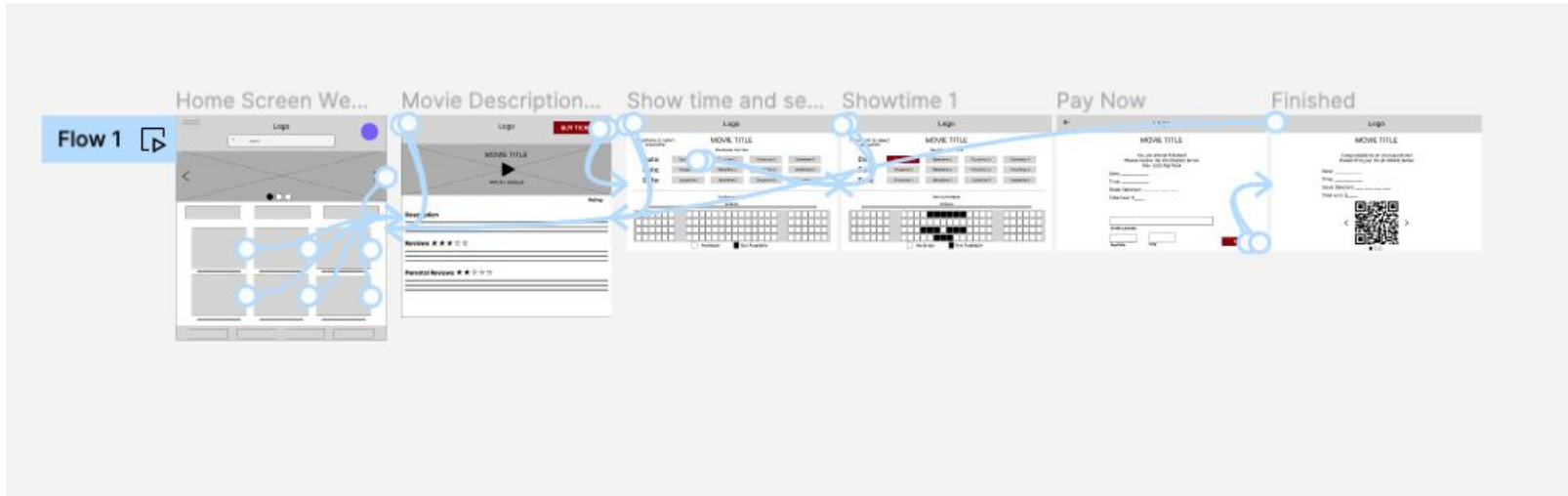
The wireframe shows a mobile application interface for movie booking. At the top, there is a navigation bar with a back arrow on the left and a 'Logo' in the center. Below the navigation bar, the main content area is divided into two sections. The first section is titled 'Directions to select showtime' and contains three rows, each starting with the label 'Date:'. Each row contains four buttons labeled 'Showtime 1', 'Showtime 2', 'Showtime 3', and 'Showtime 4'. A yellow arrow points from the text 'Users are able to easily see available dates and showtimes.' to the 'Showtime 1' button in the first row. The second section is titled 'MOVIE TITLE' and contains a sub-section 'Showtimes Available' with the same four buttons. Below this is a 'Seating Available' section. It features a horizontal line labeled 'SCREEN' above a grid of 32 seats (4 rows by 8 columns). A legend below the grid shows a white square for 'Available' and a black square for 'Not Available'. A yellow arrow points from the text 'Users are able to easily see available seating for each selected show time.' to the right side of the seating grid.

Users are able to easily see available seating for each selected show time.

Low-fidelity prototype

The low-fidelity prototype created a user flow for purchasing movie tickets, as well as selecting date, time and seats.

View the prototype here: [Low-Fidelity Prototype](#)



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Directions / navigation was unclear
- 2 Difficulty selecting a seat in the purchase process
- 3 Users wanted more interactive features on the website

Round 2 findings

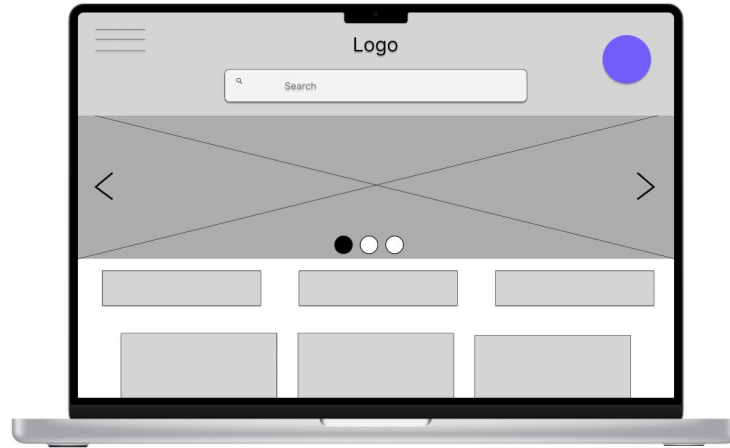
- 1 Proximity spacing needed adjustment
- 2 Users wanted more options for payment, not just a credit card.
- 3 Bright red on action buttons, too much to look at.

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Following the usability studies, I adjusted the top search bar to also include searching by actor and director. At the bottom I added a bar to include more information about the theater.



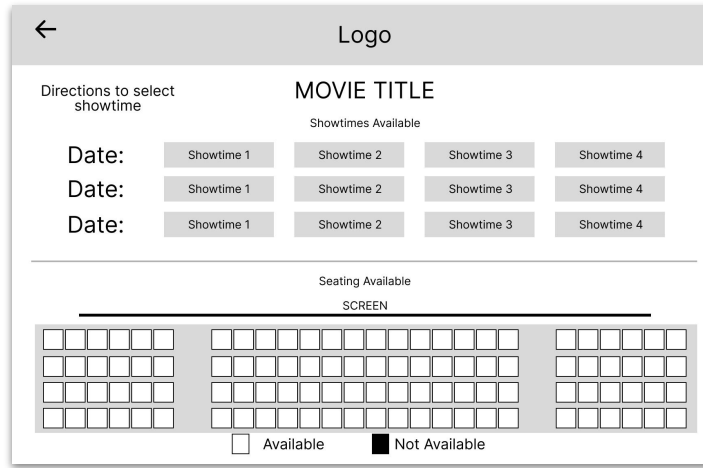
Before usability study



After usability study

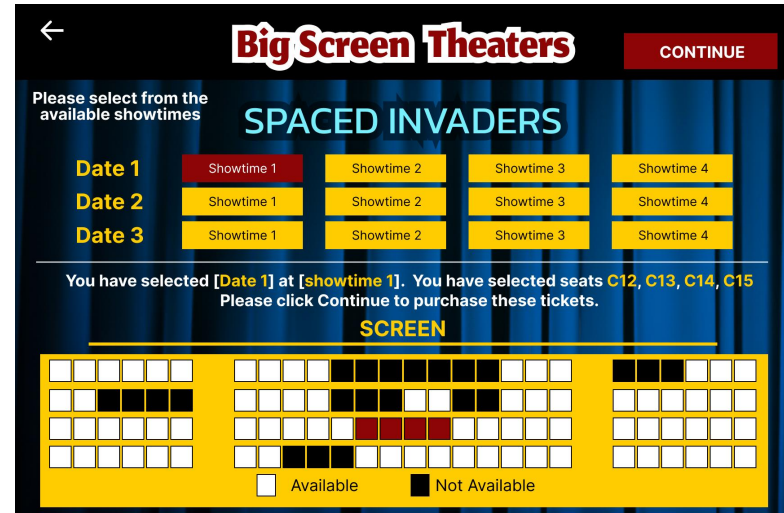
Mockups

In this screen I added a continue button at the top of the screen along with more detailed instructions for each section. I also adjusted the font size for Hierarchy. I also included a summary of dates, showtimes and seats selected.

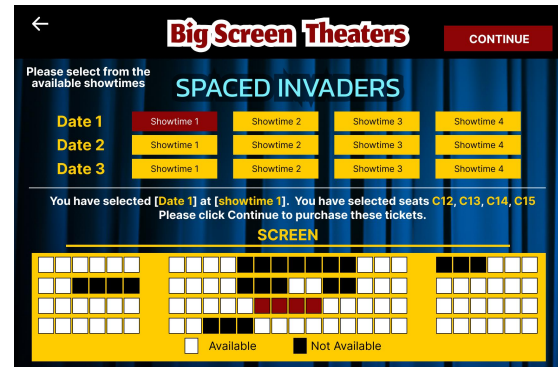
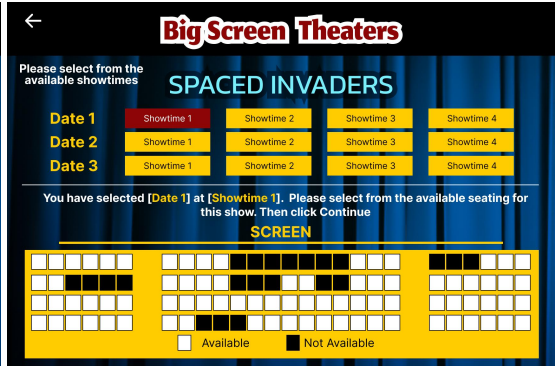
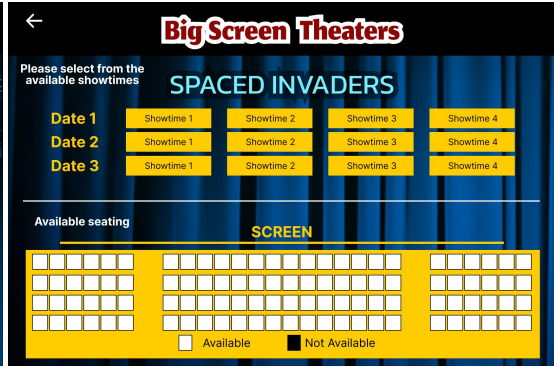
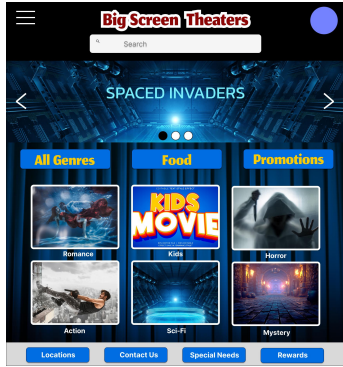


Before usability study

After usability study



Mockups



High-fidelity prototype



The high-fidelity prototype presented the user a more colorful, exciting experience. The flow worked well and the users were able to complete their purchase.

View the high-fidelity prototype: [High-Fidelity Prototype](#)

Accessibility considerations

1

Used higher contrast text and images for visually impaired users.

2

Provided text directions throughout for screen readers

3

Used icons and detailed imagery for users to navigate easier through the process.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

User feedback during the second usability study confirms that users enjoy using this website for purchasing their movie tickets and would use it again for their future purchases.

Quote from User, "This website is incredible! The best movie ticket purchase website I have ever used."



What I learned:

Through the mockups and usability studies, I have learned that it is imperative to put the user needs front and center. I always have to get user input and feedback for every project moving forward.

Next steps

1

Build in a few more key features on company information, maps, contact info, etc.

2

Add in more payment options, based on recent user feedback.

3

Conduct another usability study and gain further insight for continued improvement.

Let's connect!



Thank you for reviewing my work on the Big Screen Theaters movie ticket purchasing app. It has been a pleasure working on this project. If you would like to keep in touch, please see my contact

information below.
Email: me@gmail.com