

MovieMark Theater App

Nick Nielson

Project overview



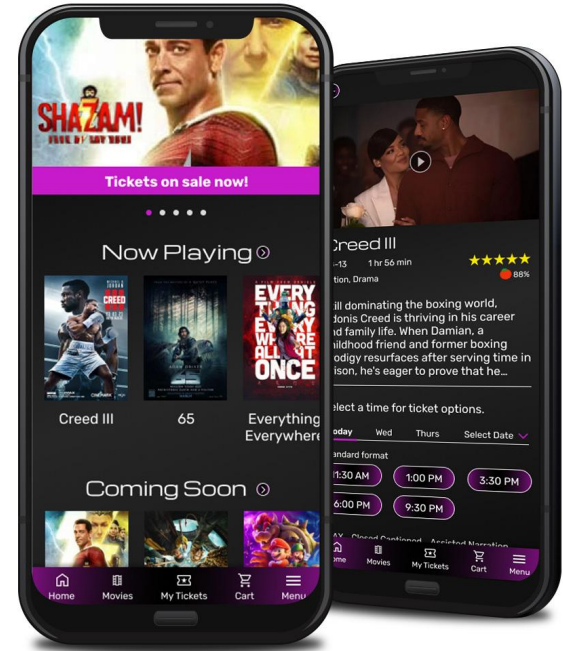
The product:

MovieMark is a national movie theater company. They strive to provide a premium experience with minimal price. MovieMark targets customers of all ages who enjoy going to the movies.



Project duration:

January 2023 to April 2023



Project overview



The problem:

People hate wasting time standing in line.
MovieMark wants to put out an app that will allow their customers to browse movies and purchase movie tickets without having to be at the theater in-person.



The goal:

Design an app for MovieMark that allows users to quickly and easily purchase movie tickets and snacks.

Project overview



My role:

Lead UX designer for the MovieMark app



Responsibilities:

Conducting interviews, paper and digital wireframing, low- and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

Understanding the user

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

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working parents who have a hard time keeping their kids contained while waiting in line to purchase movie tickets.

User research: pain points

1

Time

Working adults as well as busy families have other things they need to do rather than wait in lines at the theater.

2

Accessibility

Purchasing tickets in person can be difficult for persons with auditory, verbal, or other language difficulties.

3

Convenience

It's inconvenient to go to a physical location to purchase tickets, then leave to run errands or get dinner before showtime.

Persona: Name

Problem statement:

Julia is a working mother who needs a way to purchase tickets offsite because her time is limited and controlling her children while waiting in line in taxing.



Julia

Age: 27

Education: Bachelor's Degree

Hometown: Austin, TX

Family: Husband, 2 young kids

Occupation: Teacher

Use your time wisely in order to accomplish your goals.

Goals

- Spend time with family
- Make the most of my time

Frustrations

- "My kids are energetic and run around when we're in line. It's hard to keep them contained."
- "Waiting in any line is never an efficient use of time. I'd rather spend that half hour at home with family or finishing up my work."

Julia spends most of her time in the classroom or grading papers at home. She enjoys spending time with family on Saturdays and her kids like going to movies. Julia's family lives on a budget and tries to plan time efficiently. Due to cost, they limit their theater experiences to once every month or two. Julia gets frustrated trying to keep her kids entertained while waiting in lines to buy tickets and feels it is an inefficient use of her time.

User journey map

Mapping Julias user journey reveals how helpful it would be for her to have an app where she could find appropriate movies for her family as well as pre-purchasing tickets and snacks to efficiently manage her time.

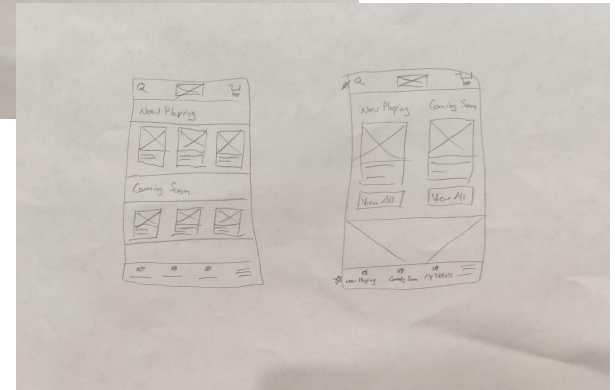
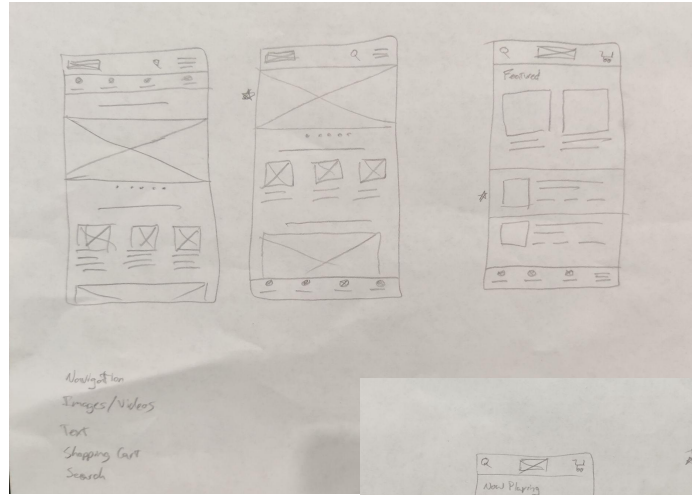
Persona: Julia

Goal: Go to a movie at the theater with as little time wasted as possible

ACTION	Pick a Movie	Travel to Theater	Purchase tickets	Purchase concessions	Find right room
TASK LIST	Tasks A. Search for movies in desired genre B. Pick a movie	Tasks A. Drive to the theater	Tasks A. Wait in line B. Communicate with ticket clerk C. Pay	Tasks A. Wait in line B. Communicate with concessions personnel C. Pay	Tasks A. Read signs to find correct theater
EMOTIONS	Stressed Excited	Anxious Rushed	Annoyed Impatient Relieved	Frustrated Relieved	Exasperated
IMPROVEMENT OPPORTUNITIES	Create MovieMark app to provide movie information	Integrate reminders into app so user has travel time Integrate Map option to navigate to theater	Pre-purchase via app In-app quiz game QR scan for entry	Pre-purchase via app QR scan for food pickup	Theater map (wayfinding)

Paper wireframes

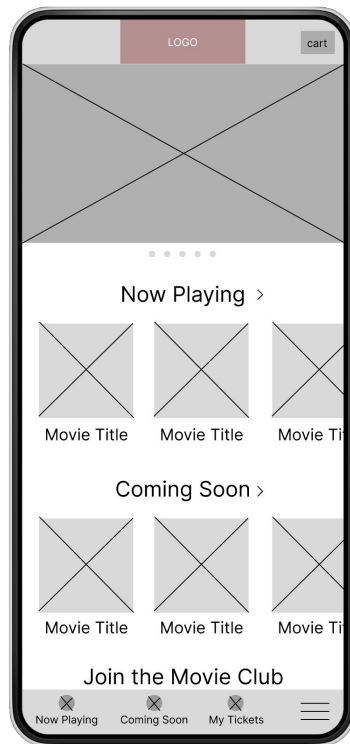
Creating wireframes on paper ensured that different design ideas were considered and that all necessary elements were included to address user pain points.



Digital wireframes

As the design phase continued, digital wireframes were created based on the paper drawings.

Large images of movies playing now and what's coming soon



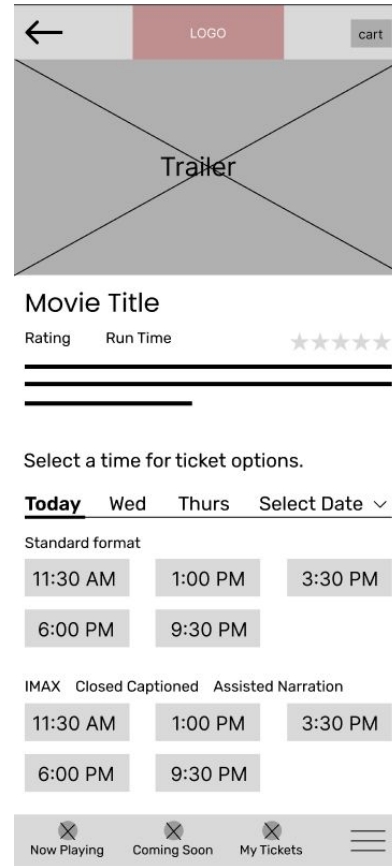
Quick links to the most popular images now showing



Digital wireframes

Providing movie information is key to supporting users deciding on a movie to see. Time selections provide a simple way to transition into the purchasing process.

Easy access to movie trailer, rating, run time, and description



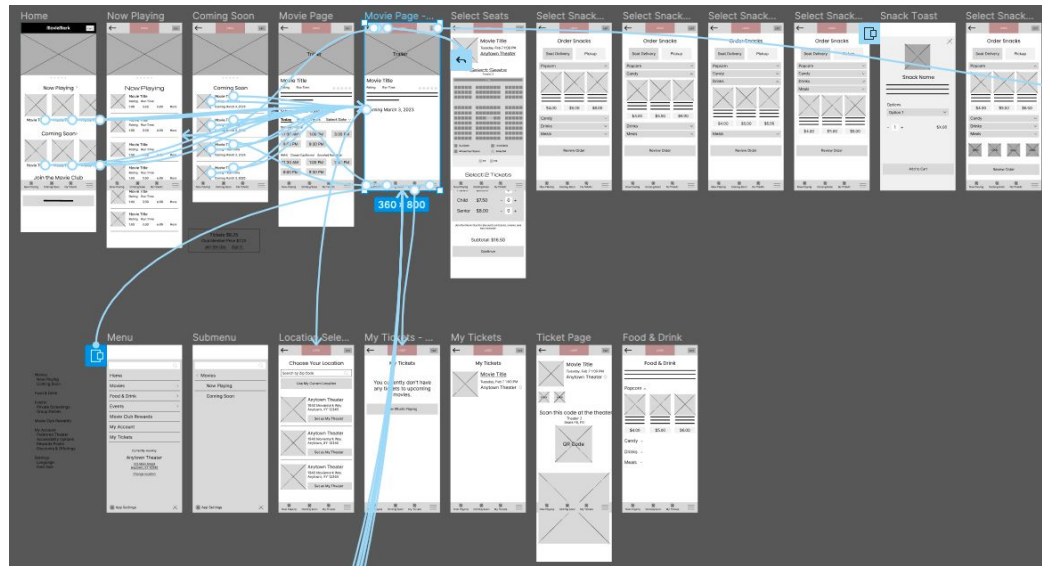
Simple time selections



Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of finding a movie and buying tickets and snacks, allowing the prototype to be used in usability studies.

View the MovieMark Theater App [low-fidelity prototype](#).



Usability study: findings

I conducted two rounds of usability studies. Finding from the first round guided design changes as the process moved from low-fidelity to high-fidelity prototypes. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed further refining.

Round 1 findings

- 1 Users like pre-purchasing snacks
- 2 Some users leave the purchase flow to view the cart
- 3 Some users couldn't find their purchased tickets

Round 2 findings

- 1 Users could easily find their purchased tickets
- 2 The checkout process is simple and easy to follow

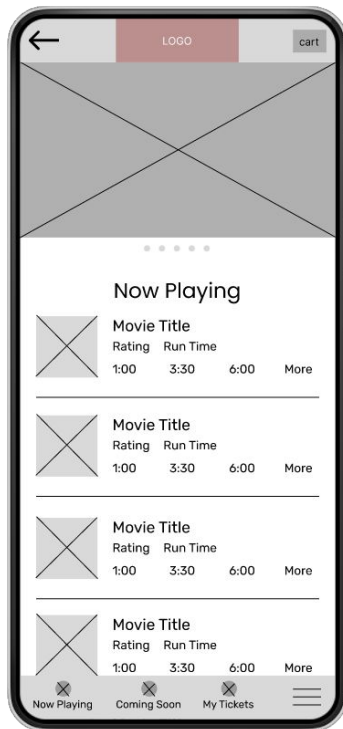
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

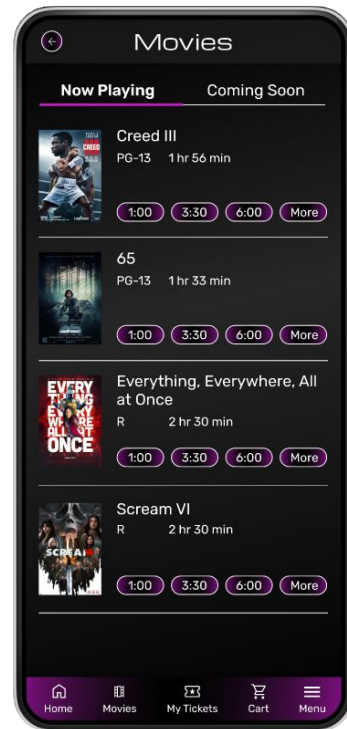
Mockups

Early designs showed the logo at the top of each page. I decided it was more beneficial to use that space for the page title instead of putting a page title at the top of the page and push other content lower.

Before usability study



After usability study



Mockups

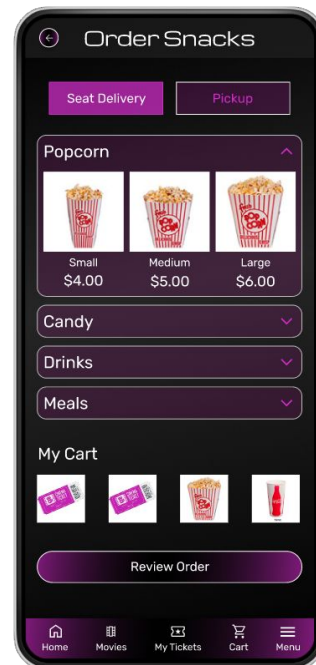
Some users would add a snack to the cart, then leave to the cart page instead of clicking Review Order to continue in the flow.

This was remedied by adding a list of cart items at the bottom of the page.

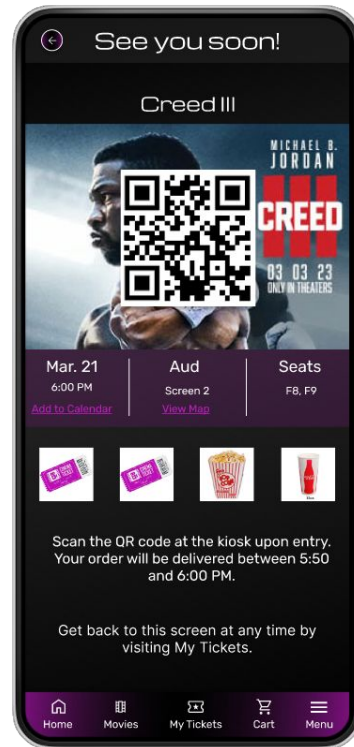
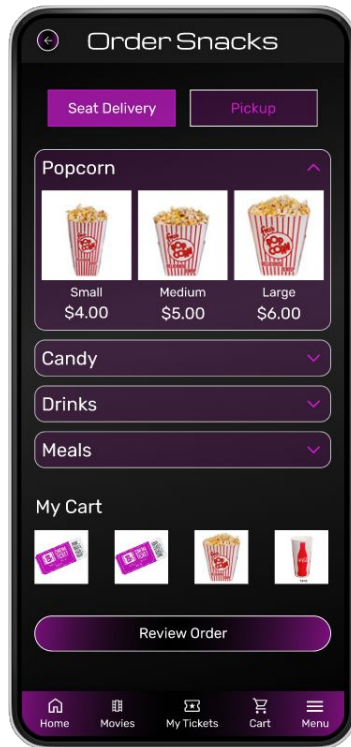
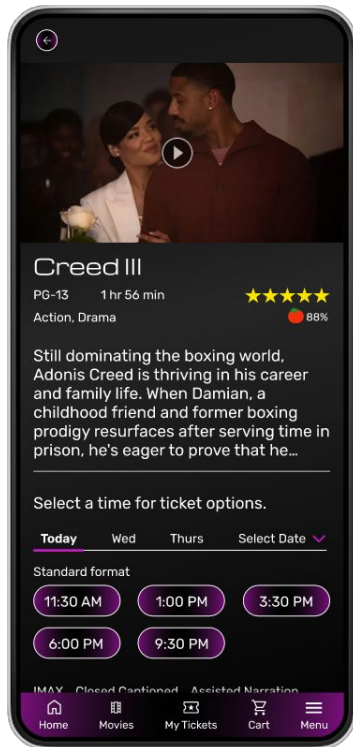
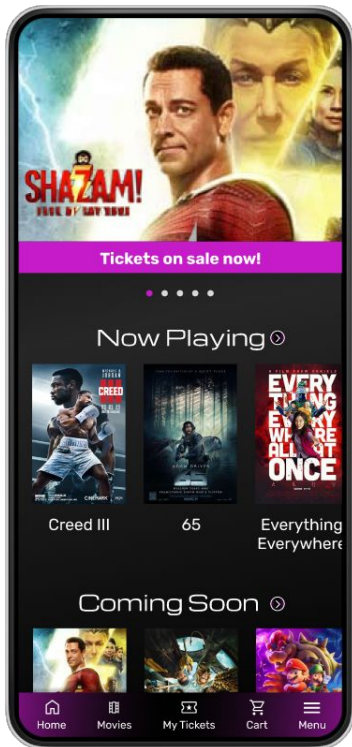
Before usability study



After usability study



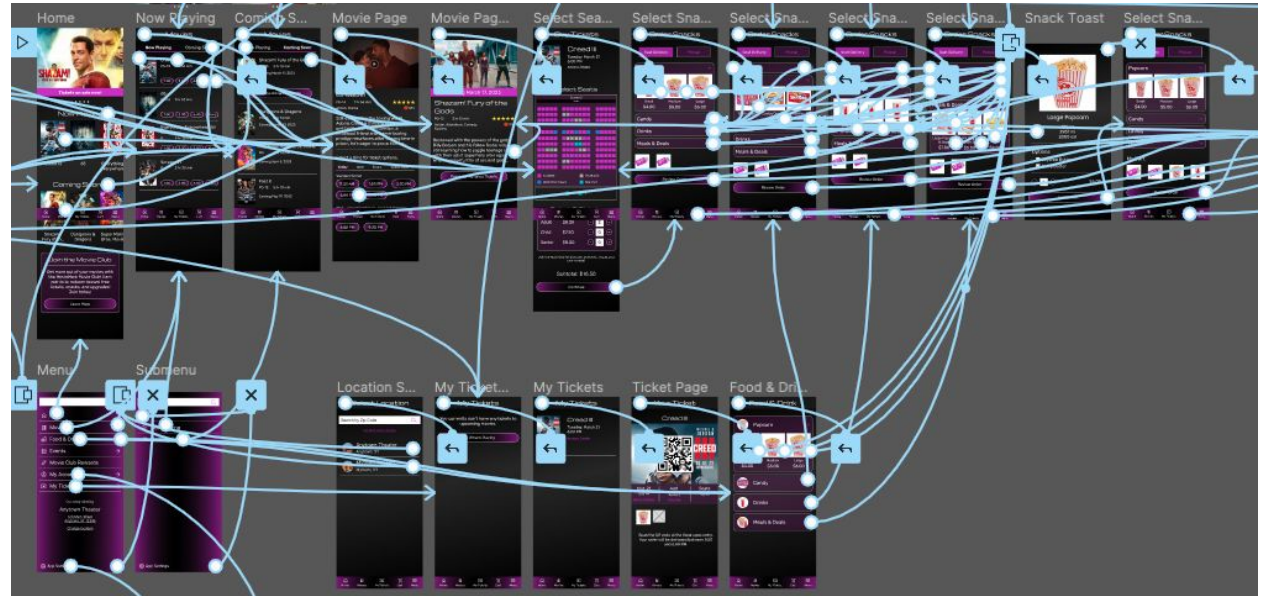
Mockups



High-fidelity prototype

The final high-fidelity prototype presented a smooth user experience.

View the MovieMark Theater App [high-fidelity prototype](#).



Accessibility considerations

1

Visual Accessibility:
Used high-contrast colors
to support visually
impaired users.

2

Multilingual Support:
Provided language
options in the user
settings.

3

Auditory Support
Added alt text to images
for screen readers.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This app makes users feel comfortable about investigating, selecting, and purchasing tickets to a movie in their own space and at their own speed.

“The app was super easy to use. I bought my tickets no problem. I would definitely use it again next time I go to a movie.”



What I learned:

Through this process, I learned that your first great ideas may not be so great. Iterating through designs and testing them brings out areas of concern that the designer may not have thought of.

Next steps

1

Update high-fidelity prototype and conduct another round of user testing.

2

Begin development of the app.

3

Consider additional functionalities that can be added to the next version of the app to improve user experience.

Let's connect!



Thank you for taking the time to review my work on the MovieMark app. If you'd like to see more or get in touch, my contact information is provided below.

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