

Cinema Paradiso – A cinema ticket booking app

Case study

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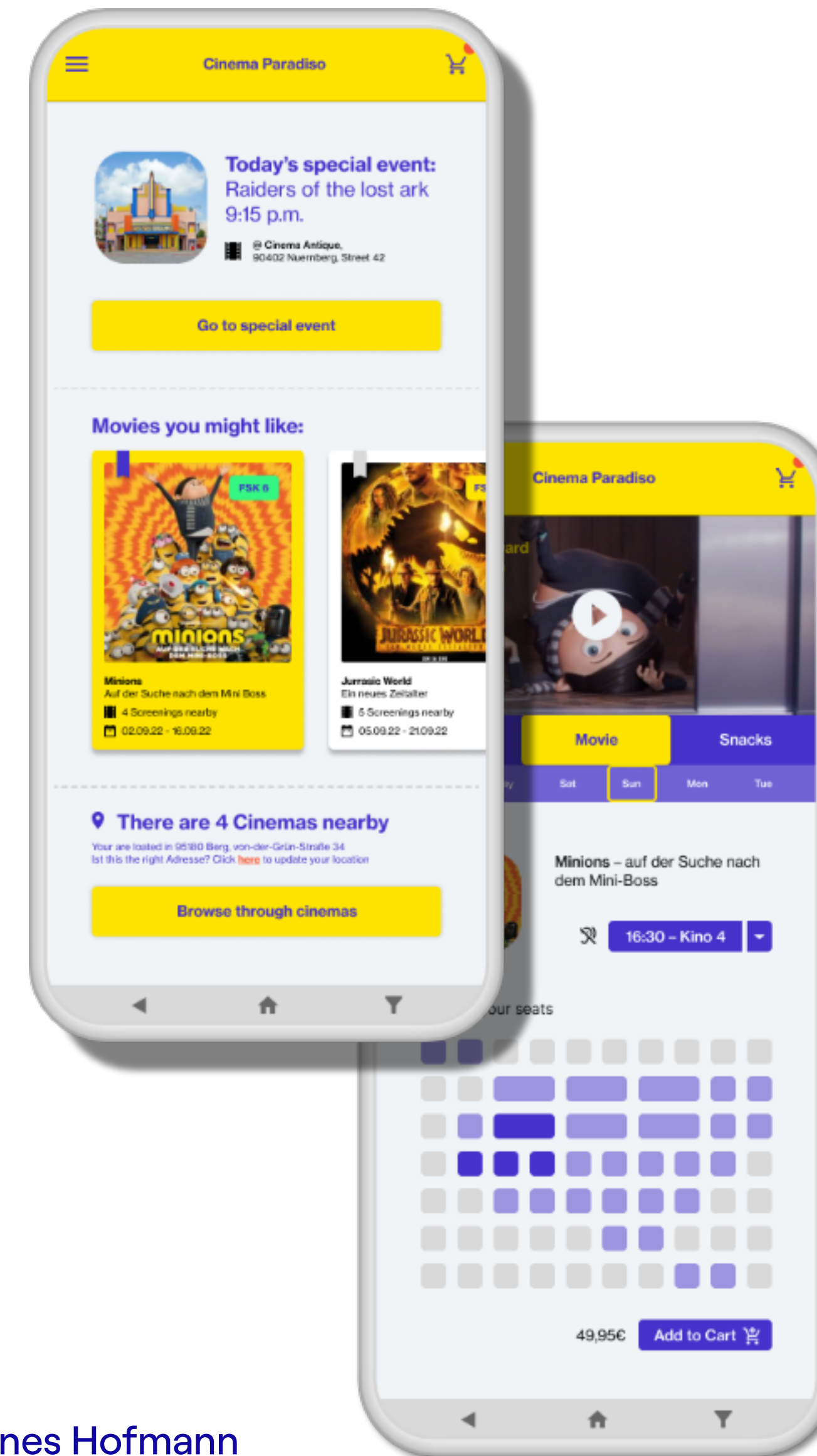
Project background

The product:

The cinema paradiso app functions by screening and listing cinemas and movies nearby your position offering the possibility to the user to choose a cinema and screening in the app, choose and book seats and snacks.

Project duration:

February 2022 to September 2022.



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Problem statement

The problem:

Distributed information of movie screenings to many different cinemas.

The goal:

Design an app as one stop shop for choosing a movie theatre and movie screenings nearby, customizable by personal preferences etc.

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Role and responsibility

My role:

UX designer designing an app called „Cinema Paradiso“ from conception to delivery.

My responsibilities:

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

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Understanding the user

- User research
- Persona & problem statement
- User journey maps

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User research: summary

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 young adults and big groups of friends and family who like to watch movies as event together.

This user group confirmed initial assumptions about the user of „Cinema Paradiso“, but research also revealed that social gathering which was important to the users. Other user problems included obligations, interests, or challenges that make it difficult book the cinema ticket in person.

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User research: pain points

Organization:

Organizing movie evenings for groups

Design & Accesibility:

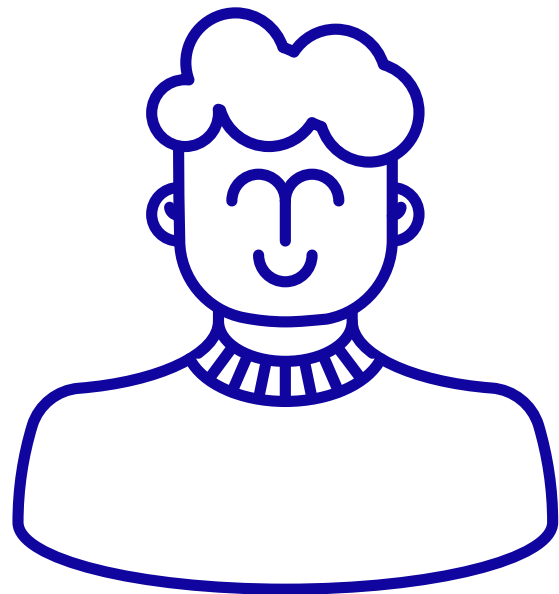
Unideal contrast and colour design, readable typography, and assisting readability through the use of icons etc.

User flow:

Inacceptable user flow in existing cinema ticket apps

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Persona: Adam



„I get to plan our movie nights on big family events like birthdays“

Goals

- To have a great time with their friends and families
- To organise group events where they can address everybodies needs

Frustrations

„When booking our seats, the app doesn’t let me book for more than 10 people at once, but I often make reservations for big birthdays, this is so frustrating“

Profile:

Age: 23
Education: Studying Social Sciences
Hometown: Springfield
Family: Many friends and big family
Occupation: Studying and working flex shift

Adam is a philanthropist, to him the quality time with friends and family is more important than the movie itself. His schedule is flexible and he likes to plan big events, just sometimes the app doesn’t allow for as many seats to be reserved. This can be a real pain, because he has to book twice.

Problem statement:

Adam is a young student who needs a possibility to organize big events for friends and family which are difficult to organize.

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User journey map

Mapping Adams user journey revealed how helpful it would be for users to have access to a dedicated Cinema Paradiso app.

Persona: Adam

Goal: To have a great night out with friends and family at the movies, and socialize

ACTION	Decide movie with friends and family	Select screening time	Reserve seats	Pay Reservation	Receive confirmation and tickets
TASK LIST	Tasks A. View options B. Discuss & decide C. Choose movie	Tasks A. Select time B. Confirm C. Choose Theatre Hall	Tasks A. Select seats for a group of >10 B. Confirm reservation	Tasks A. Select how to pay B. Confirm payment	Tasks A. Receive confirmation email B. Receive tickets <u>seperetley</u> or a group ticket
FEELING ADJECTIVE	Excited, anticipating, maybe stressed	Excited, anticipating	Frustrated if not enough seats are available	Hopeful for everything to work out, anticipating the movie	<u>Relieved</u> when everything worked
IMPROVEMENT OPPORTUNITIES	Select movies with subtitles screenings for hearing impaired friends and family members	Highlight less frequented times for bigger groups	Make possible to book for big groups >10 in one session	-	Seperate tickets would be ideal for if somebody will be delayed in the event

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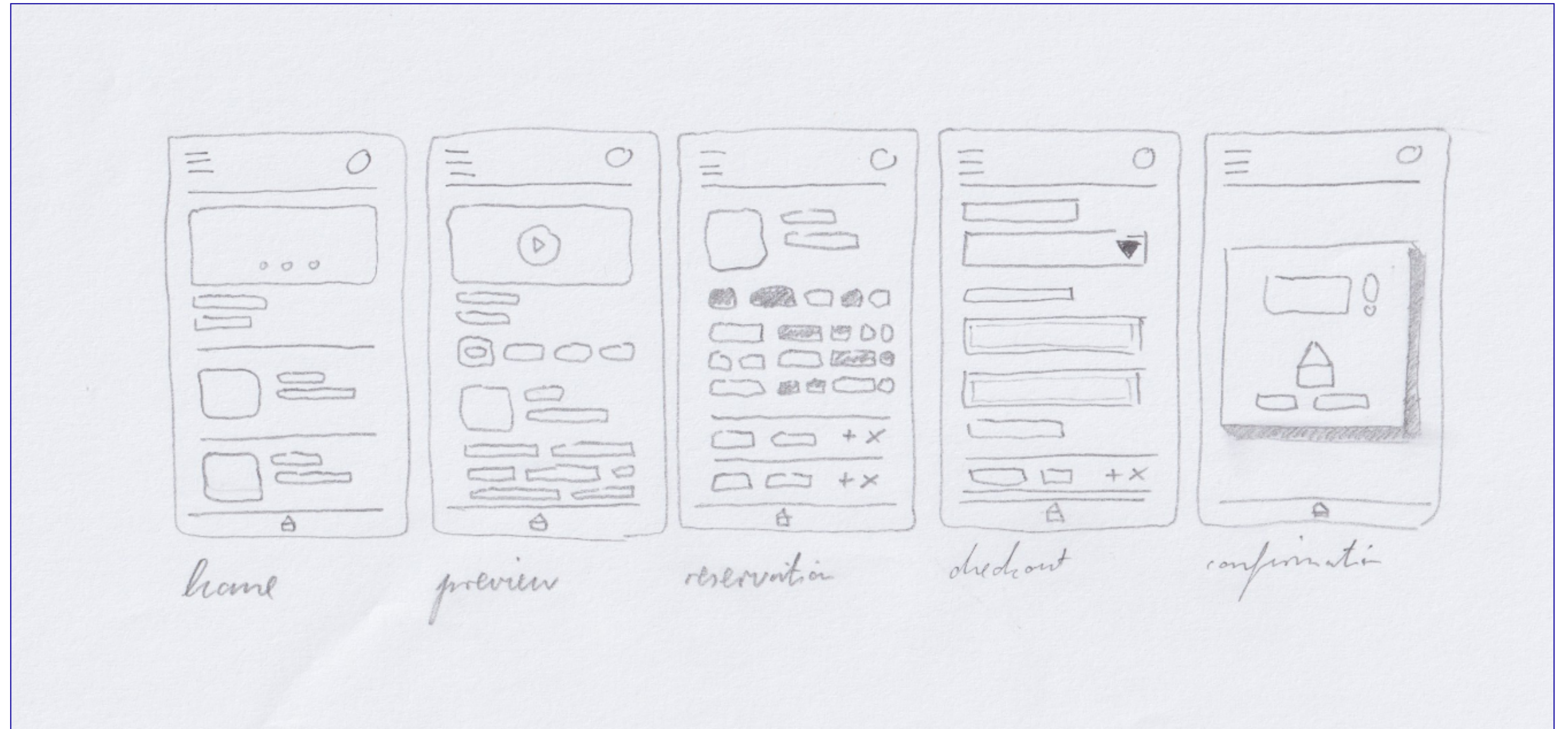
Starting the design

- Paper wireframe
- Digital wireframe
- Lowfi prototype
- Usability study

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Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a customized and personalized experience for the user based on previous user behavior.



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Digital wireframes

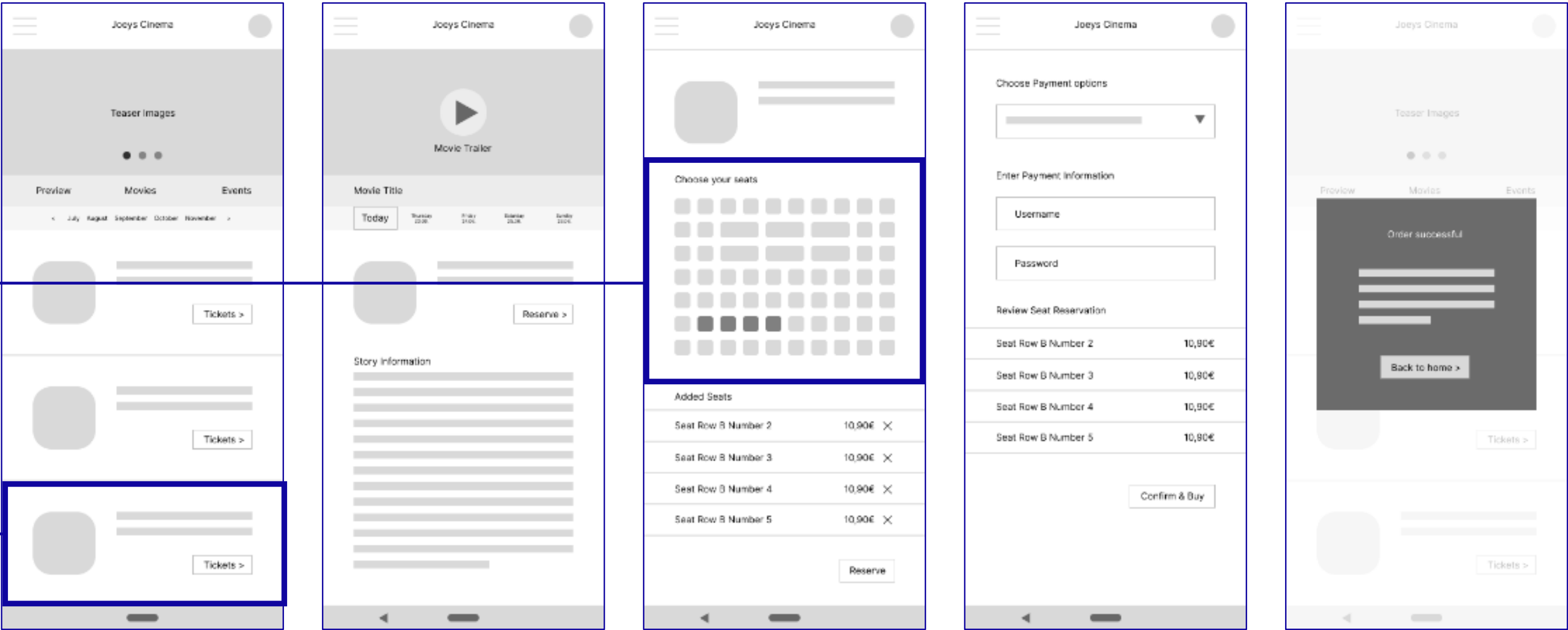
As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

Choosing seats:

Selecting seats

Choosing movie:

Browsing and selecting movies



home

preview

reservation

checkout

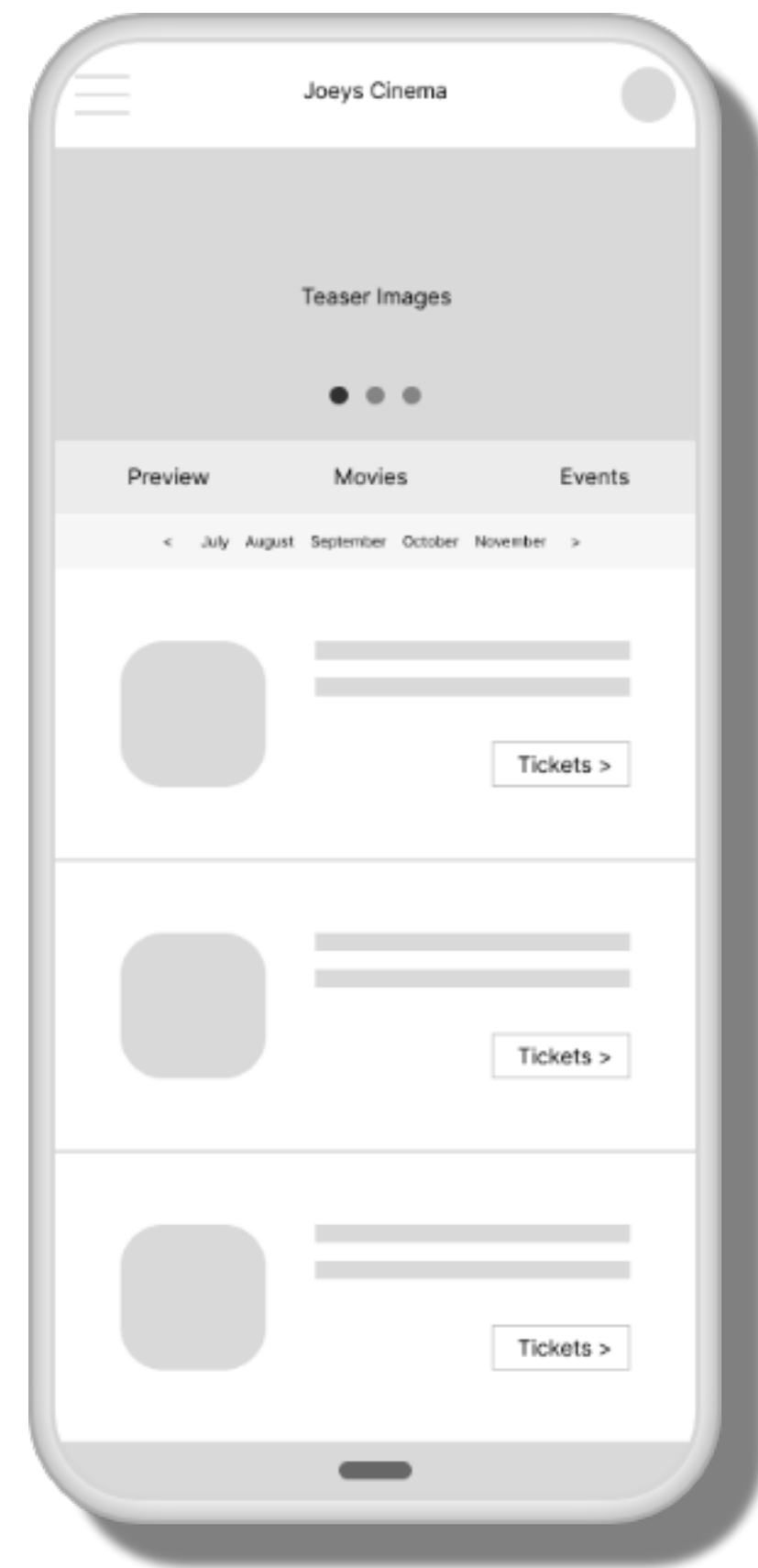
confirmation

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Lofi prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was choosing a cinema and movie to watch and continue to checkout to the reserved tickets.

<https://www.figma.com/proto/xGJwlwhEWvOT4v82SfMULC/UX%2FUI-Layout-%26-Mockups?page-id=0%3A1&node-id=2%3A3&starting-point-node-id=2%3A3>



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Usability study details

Research questions:

- How long does it take a user to find a screening and book tickets in the app?
- What can we learn from the user flow, or the steps that users take, to book a ticket?
- Are there parts of the user flow where the user gets stuck?
- Are there more features that users would like to see included in the app?
- Do users think the app is easy or difficult to use?

Participants:

- Participants are all movie enthusiasts from families to individual groups who go out for activities more than once a week
- 2 male, 2 female and 1 non binary individual between the ages of 20 and 75. One participant is a person with visual impairment
- The study is accessible for use with a screen reader and a switch device

Methodology:

- 5 – 10 minutes per participant
- Germany, remote
- Unmoderated usability study
- Users were asked to perform tasks in a low-fidelity prototype

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Research insights

Since the targeted group was cinema enthusiasts and showed interest:

An insight was that the app could be for all cinemas in the area. Grouping the available screenings together.

Missing pictures:

According to this study users find it difficult to get through the booking process without pictures to inspire their process of choosing a screening.

Missing functionality:

Choosing seats was a frustration point and needs to be implemented in the next testing session.

Positive feedback:

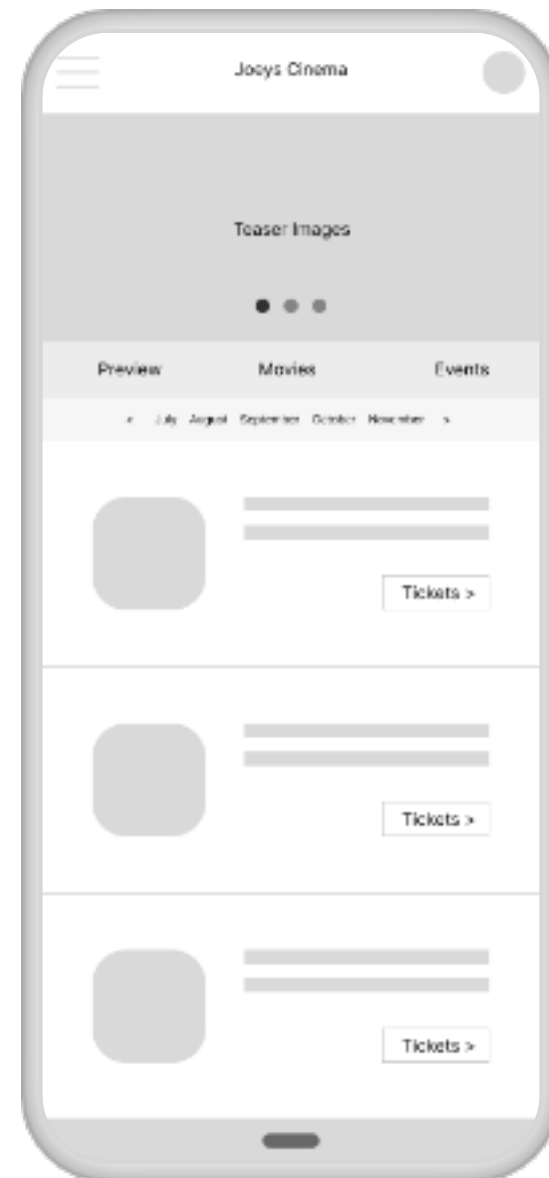
Overall positive feedback and easy to find click path for 4 out of 5 users.

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Prototype, before and after usability study

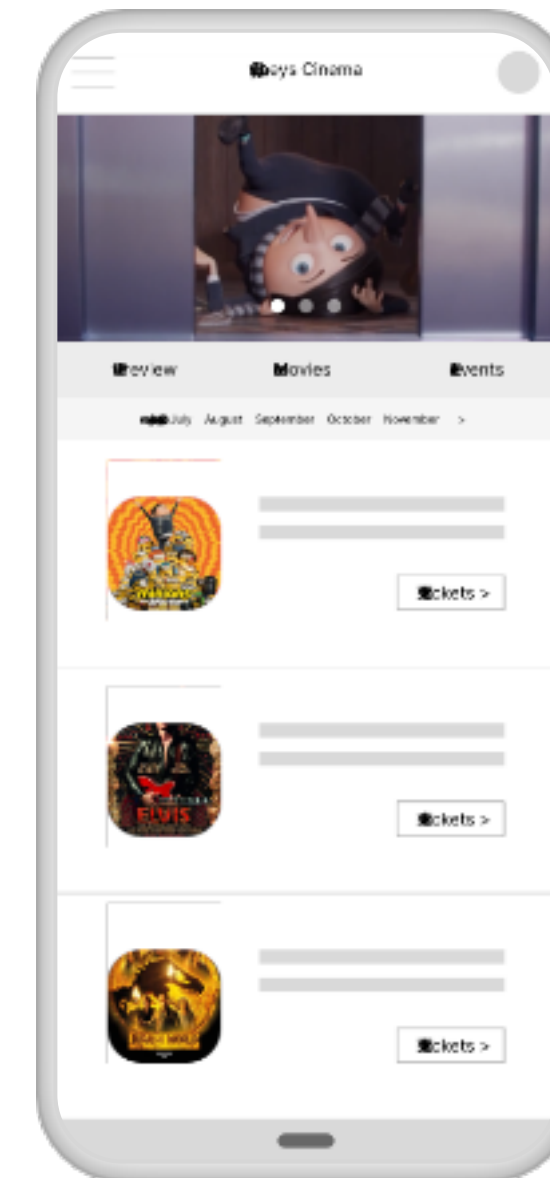
Prototype link before usability study:

<https://www.figma.com/proto/xGJwlwhEWvOT4v82SfMULC/Seat-Reservation-App-for-Movie-Cinema?page-id=0%3A1&node-id=2%3A3&viewport=514%2C435%2C0.31&scaling=scale-down&starting-point-node-id=2%3A3>



Prototype link after usability study:

<https://www.figma.com/proto/0B0VttO7mQ5JDarL1cQ8x2/After-test-%E2%80%93-Seat-Reservation-App-for-Movie-Cinema?page-id=0%3A1&node-id=2%3A3&viewport=438%2C506%2C0.44&scaling=scale-down&starting-point-node-id=2%3A3>



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Refine the design

- Mockups
- Hifi prototype
- Accessibility

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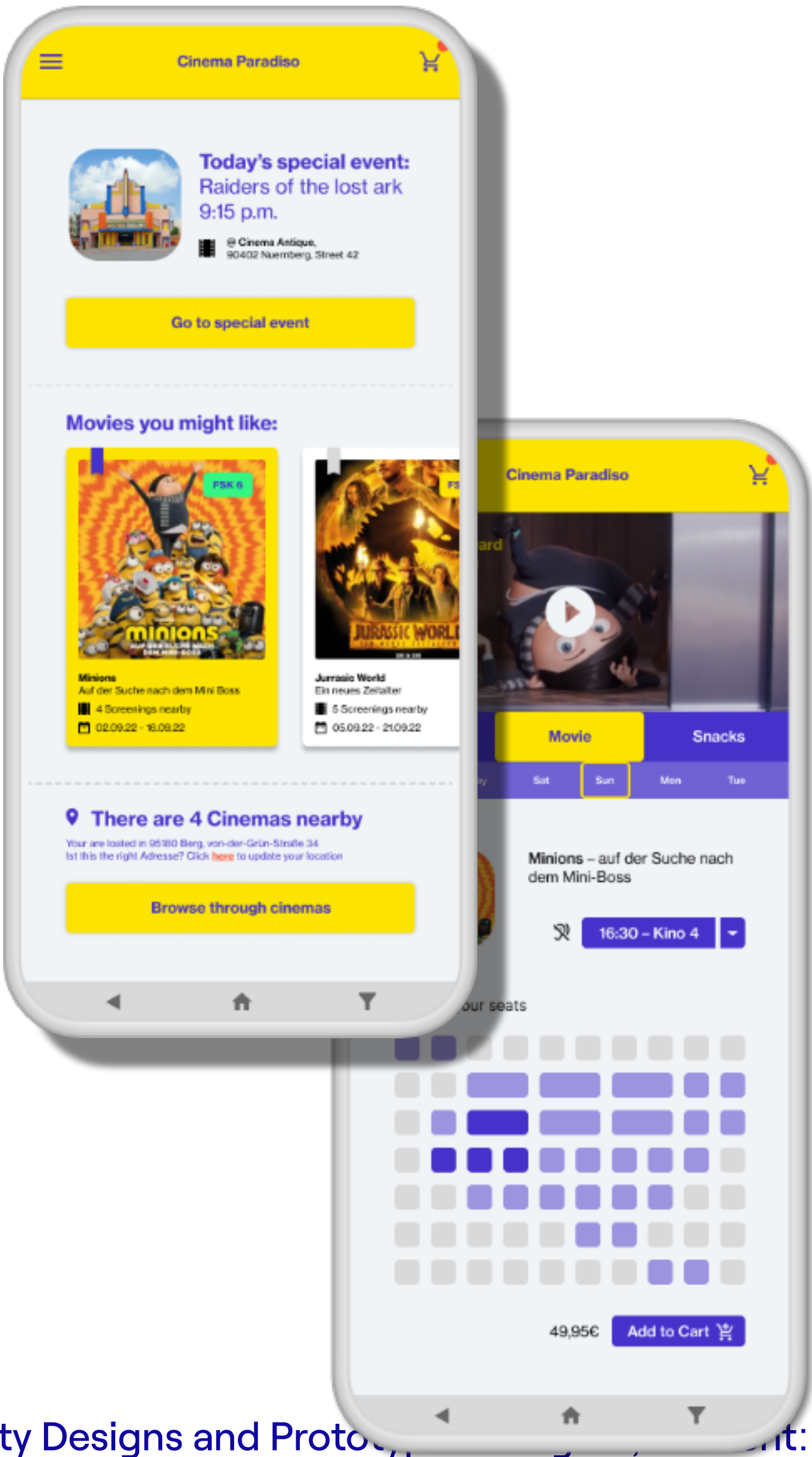
Refined design

The Hifi prototype:

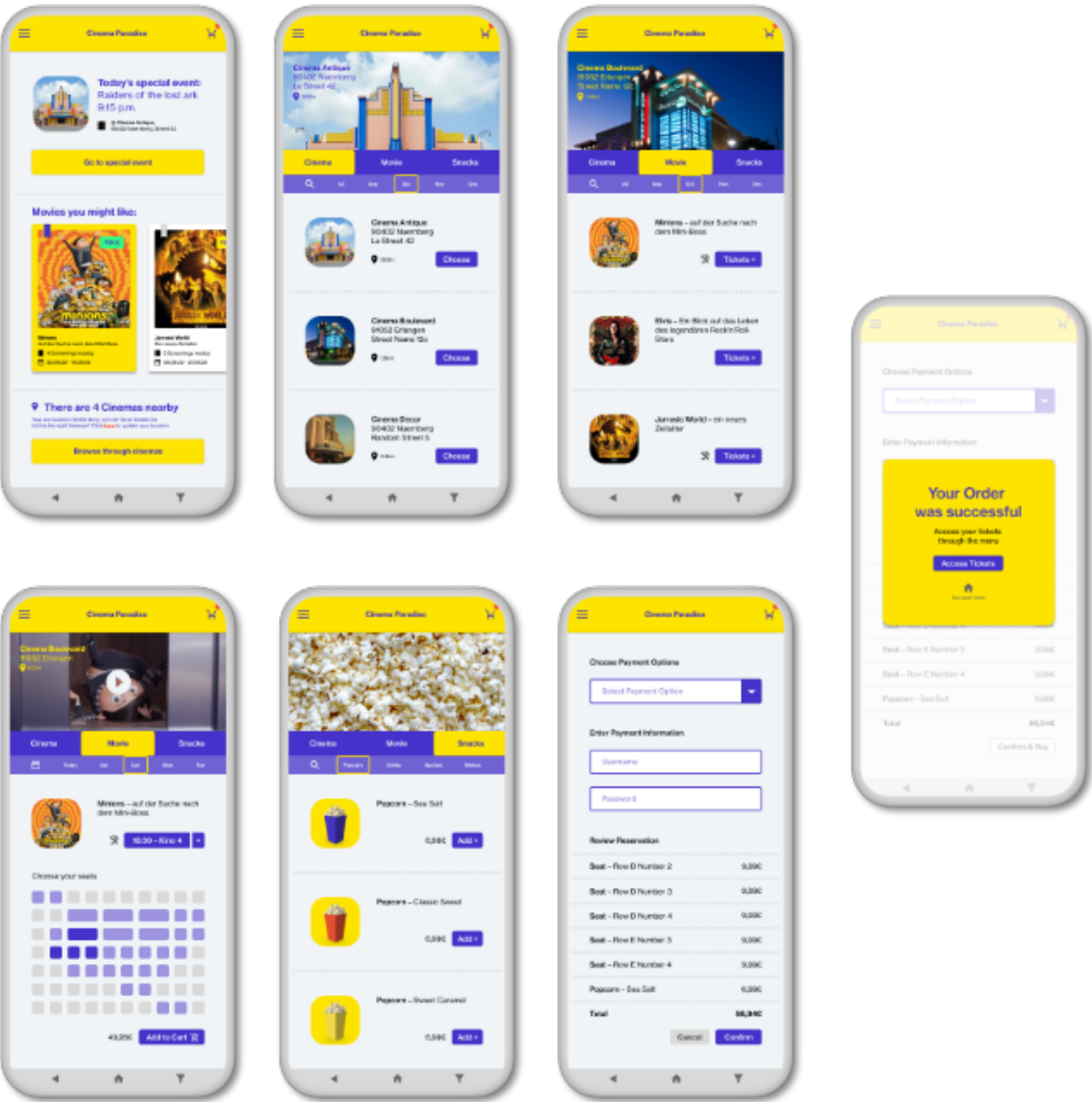
<https://www.figma.com/proto/xGJwlwhEWvOT4v82SfMULC/UX%2FUI-Layout-%26-Mockups?page-id=0%3A1&node-id=204%3A265&viewport=262%2C-47%2C0.19&scaling=scale-down&starting-point-node-id=215%3A543&show-proto-sidebar=1>

Thoughts on accesibility:

I tried to structure the information on screen as clean and clear as possible with contrast of color in mind to guarantee readibility. Also screening options for hearing impaired are marked with an icon so hearing aid through subtitles in movie screenings is to be recognized.



Screendesign and Mockups



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Next steps

1:

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2:

Conduct more user research to determine any new areas of need.

Thank you!