



# SVS Cinema

**Role:** UX Designer, UX Researcher      **Duration:** 1 Month

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# Project Overview

# Project Background

We're creating a movie snack ordering app so that moviegoers can order their snacks and tickets online together where are then collectible at the theatre smart kiosk. With this app, people **will be able to avoid waiting in the typically long queues at theatres.**

**Core problem:** Moviegoers often have to wait in queues to purchase their movie snacks, some of which miss the beginning of the movie they intend to watch as a result.

# Primary Goals

- To integrate snack ordering with the typical movie ticket ordering process.
- Enable users to quickly and effortlessly collect their order.
- Strategically utilize navigation to assist users in easily navigating through the primary user flow.
- Keep the checkout process simple and easy to complete.

# Roles & Responsibilities

- Produce surveys, questionnaires and methodologies to conduct user research and usability testing on wireframes and prototypes.
- Synthesize data, observe patterns and formulate actionable insights to refine prototypes with.
- Produce key deliverables including user personas, journey maps, flow diagrams, affinity diagrams, reports on usability studies and competitor research, and more.
- Construct paper and digital wireframes, story boards, low-fi and hi-fi digital prototypes along with associated design system.

# User Research

# Initial Survey

An initial survey was formulated and conducted to paint a picture of who the primary users are, their motivations for going to the movies and ordering tickets online and the challenges they typically face. I found that 45% of all tickets purchased are done so online, that 41% of all moviegoers are between the ages of 18 and 39, that 49% of moviegoers purchase snacks to go with their movie, and that 35% of moviegoers cited queues as the primary pain point.

**Furthermore, key pain points were expressed by a number of people who took the survey:**

# Key Pain Points

- Moviegoers must typically wait in a queue to get their snacks which is time consuming and tedious.
- Moviegoers feel anxious about the prospect of missing the opening scenes of the movie due to queue.
- Some moviegoers forgo snacks entirely when queue size is perceived to be too long.

# The users



**Alice**

**Age:** 19

**Occupation:** Student

Alice is a movie buff who enjoys going to the movies with her friend every Friday night. Unfortunately, this happens to be the cinema's busiest time which means waiting in large queues and often missing the first 5-10 mins of the movie. **Alice needs a way to pre-purchase her movie tickets and snacks ahead of time, so that she can skip the queues and not miss out on the movie.**



**Andrew**

**Age:** 37

**Occupation:** Marketing Manager

Andrew works long hours and looks forward to the occasional night at the movies with his wife and kids. While he prefers to order his tickets online ahead of time, he and his family are often late for their movie. **Andrew needs a way to pre-purchase both movie tickets and snacks for himself and his family ahead of time so that he can avoid waiting in a queue.**

# The journey



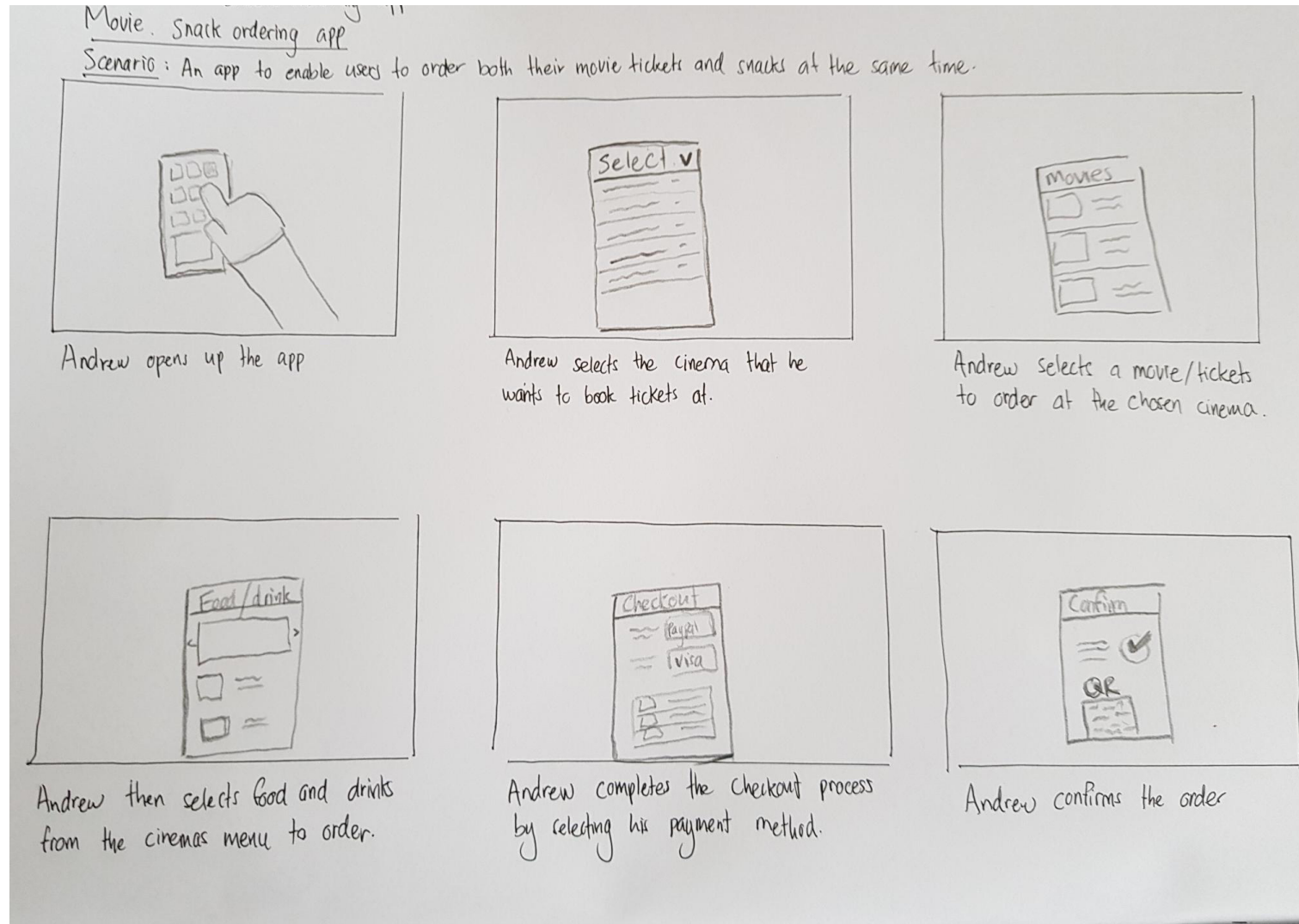
**NAME:** Andrew

**GOAL:** To be able to conveniently order his movie tickets online and pick them up from a kiosk at the movies with his food/drinks.

ACTION	Browse for movie	Place order	Complete order	Collect Tickets	Get food and drinks
TASK LIST	<p>A: Decide on movie.                      B: Browse through available movies.                      C: Select a movie.</p>	<p>A: Confirm movie                      B: Add ticket quantity to order.</p>	<p>A: Review order.                      B: Provide payment details.                      C: Submit order.</p>	<p>A: Drive to theatre.                      B: Collect tickets at Kiosk.                      C: Check movie tickets</p>	<p>A: Browse through menu.                      B: Ask for preferences of family members.                      C: Pay for food/drinks.                      D: Watch movie.</p>
FEELING ADJECTIVES	Excited, Hopeful, & Curious. Overwhelmed with choice	Excited, hopeful that there are available seats.	Annoyed about providing payment details. Hopeful that order is accepted.	Anxious, potentially confused, excited to finally receive tickets.	Annoyed about waiting in line. Frustrated at family being indecisive. Overwhelmed with choices. Impatient.
IMPROVEMENT OPPORTUNITY	Build dedicated movie theatre app for ordering tickets.	Add quantity selectors for tickets. Add seat selector. Add theatre types option.  Simple checkout flow.	Order confirmation notification.  Tickets dashboard with dedicated QR - code.	QR - code allows user to collect both tickets and snacks at the same counter.	Add purchasable food and drink options to app interface.  Add images, screen reader assistance and food/drink filters.

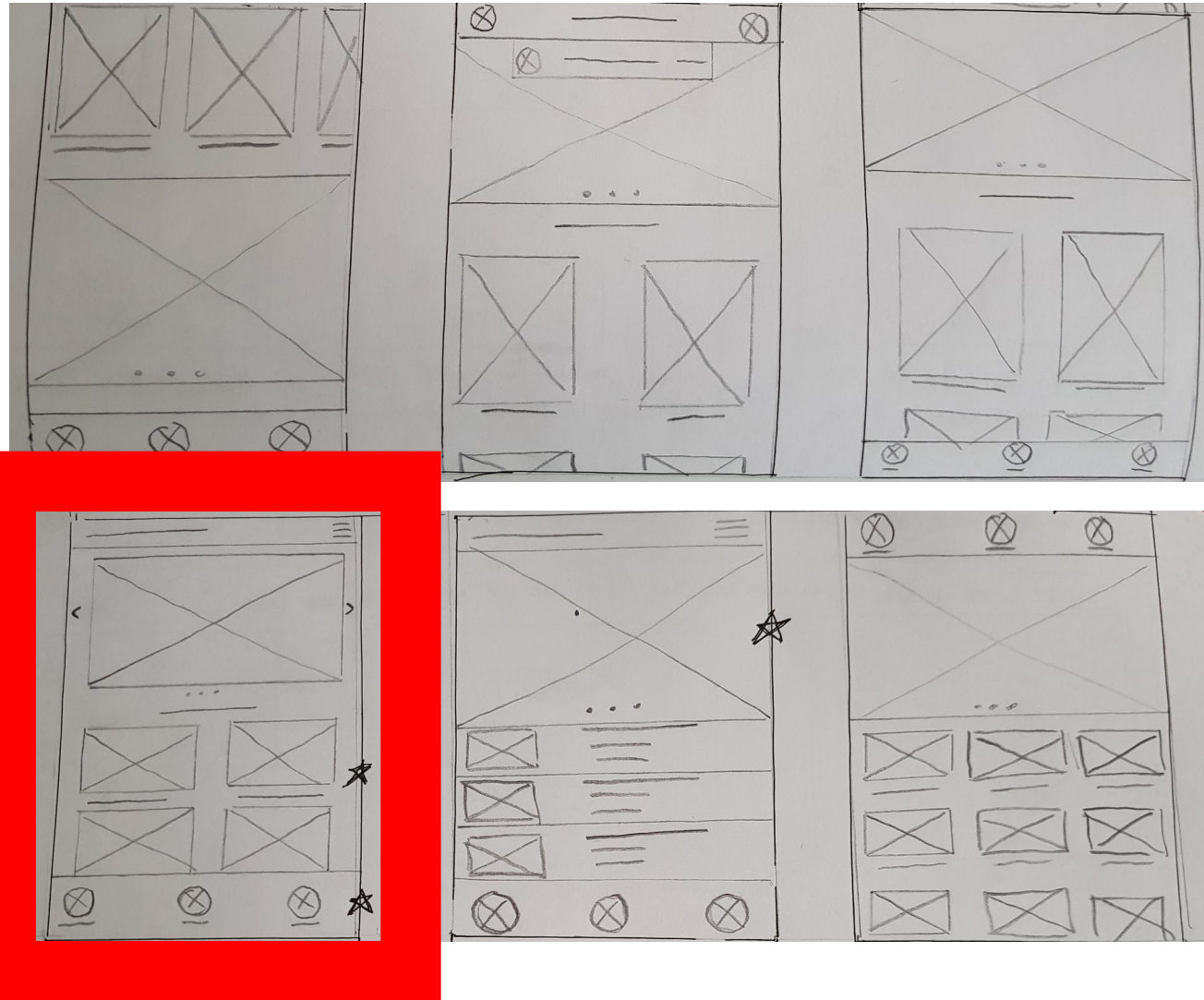
**Low-fi**

# Storyboarding



# Wireframe variants of Home page

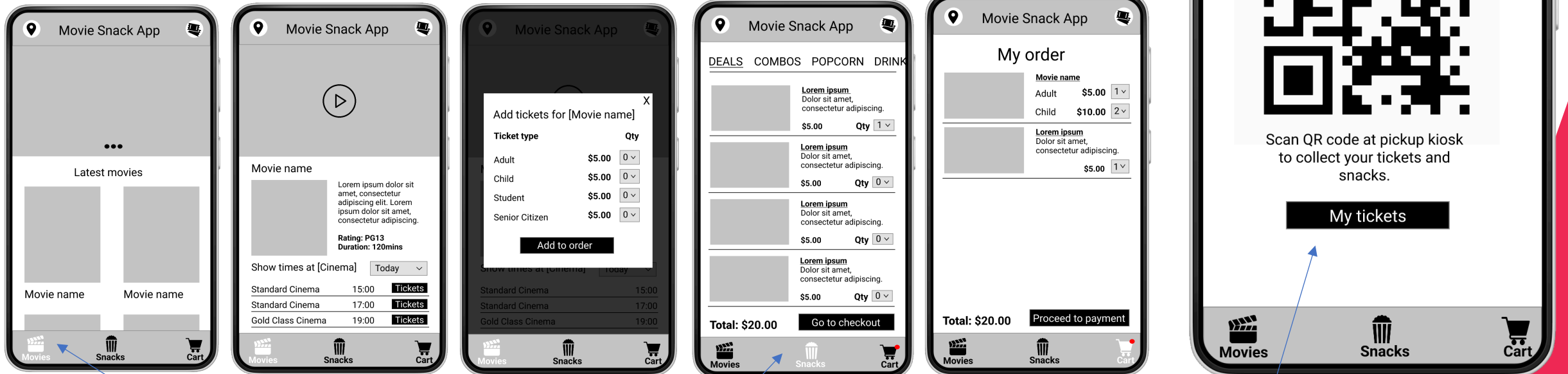
Refined variant that includes most desired elements of non-refined variants. →



# Digital Low-fi Prototype

[tinyurl.com/movie-snack-app](https://tinyurl.com/movie-snack-app)

Main screens – click link above for all screens



Allows for both movies and snacks to be ordered at the same time

Enables users to quickly and conveniently collect their tickets and snacks from a kiosk

# Usability Testing

# How testing occurred

## Methodology

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### Type of study

Unmoderated usability study

### Participants

Five participants each independently complete the ordering process, then be required to complete a system usability scale matrix. Each participant will be asked a couple of screening questions before commencement.

### Location

Remote location (users will test the app at a location of their choosing).

### Session info

Each session will last no longer than 45 minutes. Each session includes an introductory briefing, a list of activities to complete, and a system usability scale questionnaire.

For more information please visit: [This link](#)

# Research findings

<b>No seat selection functionality</b>	<b>Ambiguous terminology</b>	<b>User-unfriendly quantity selectors</b>	<b>No confirmation for adding items</b>
Users need a way to select the seating they would like for their movie.	Use informative toggleable tooltips that define various cinema types.	Use alternative means for adding items/adjusting quantities of those items.	Users need to know if their items have been added to their cart.

# Research findings

<b>No way of adding new ticket types</b>	<b>No confirmation for cart changes</b>	<b>Difficulties navigating to previous pages</b>	<b>Users not knowing where to make changes to order</b>
Users need a way to add new ticket types to their order.	Users need to know if their cart has been updated after making amendments to their order.	Users need "back" buttons to help them navigate to previous pages.	Users need a greater sense of clarity as to where to go to make changes to their order.

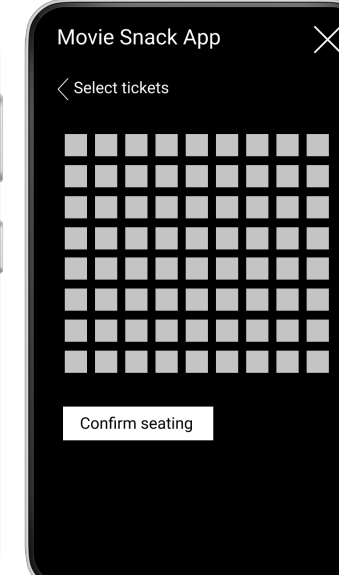
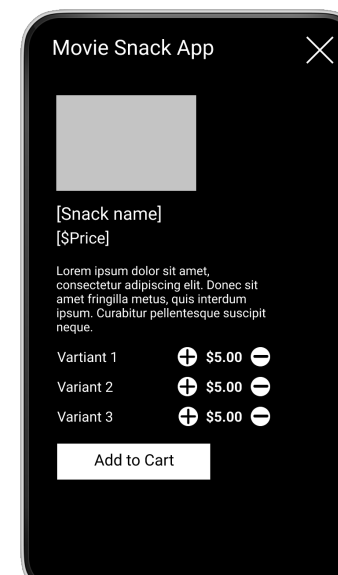
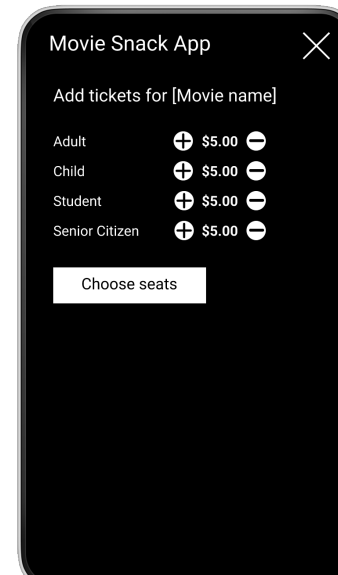
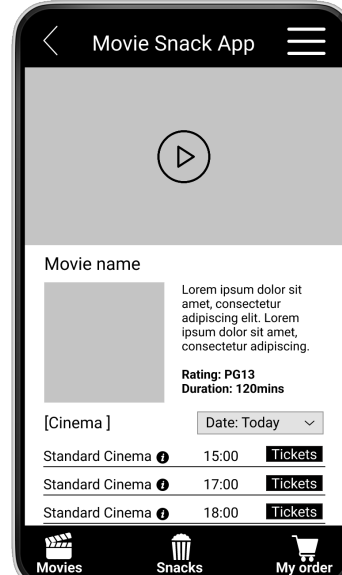
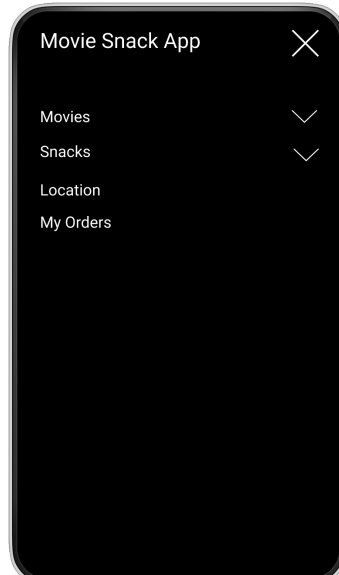
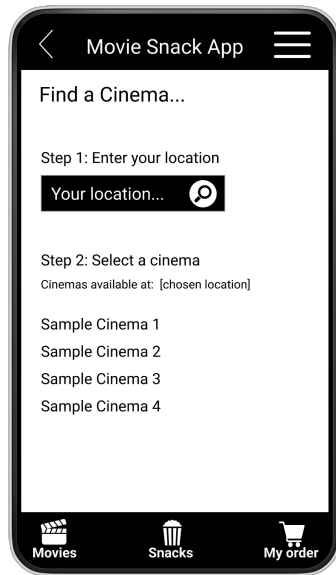
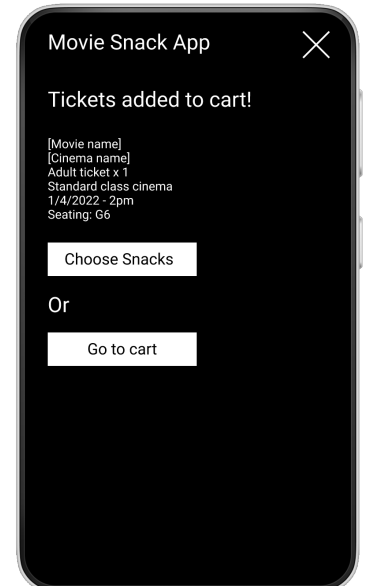
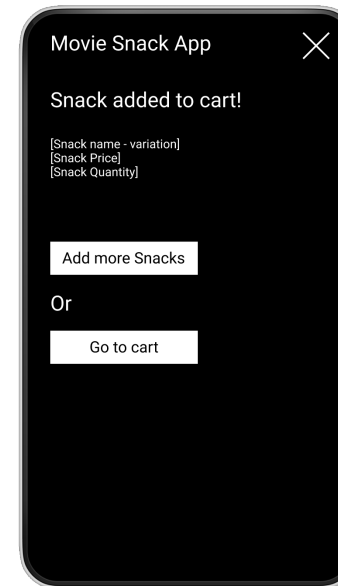
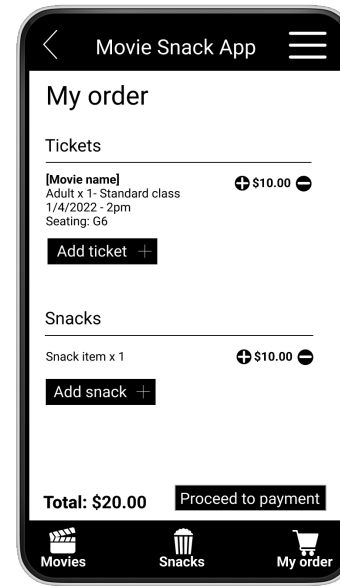
# Actionable insights

Essential recommendations	Highly recommended	Recommended	Good to have
<ul style="list-style-type: none"><li>Make it possible for users to select their own seating.</li></ul>	<ul style="list-style-type: none"><li>Replace drop-down quantity selectors with "+" – "-" buttons.</li><li>Make each item in the cart clickable – which brings up a pop-up overlay with modification options including newly proposed quantity selectors.</li></ul>	<ul style="list-style-type: none"><li>Add toggleable tooltips that define to users what each cinema type means.</li><li>Add a confirmation popup after an item has been added to the order.</li><li>Add an "add ticket" button to the cart page.</li><li>Add a confirmation popup after their cart has been updated.</li></ul>	<ul style="list-style-type: none"><li>Add a "back" button on the movie list page, individual movie pages, snacks page, and cart page.</li><li>Add a "my order" button at the bottom of the screen.</li></ul>

# Version 2

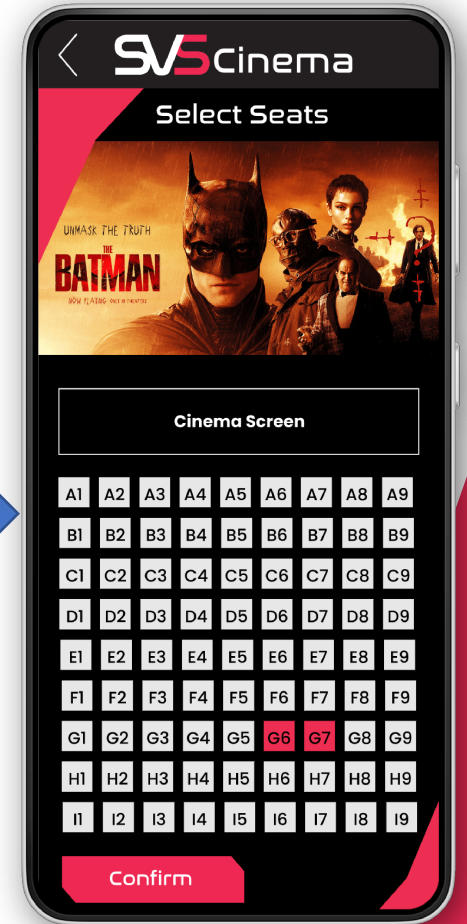
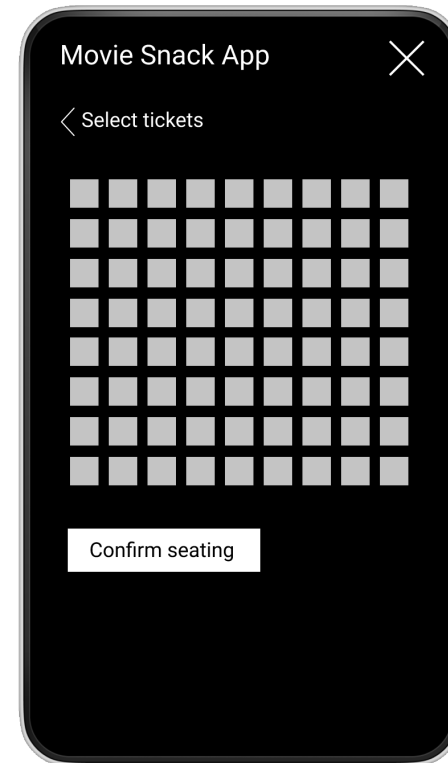
[tinyurl.com/movie-snack-app-v2](https://tinyurl.com/movie-snack-app-v2)

Main updates – click link above for all updates



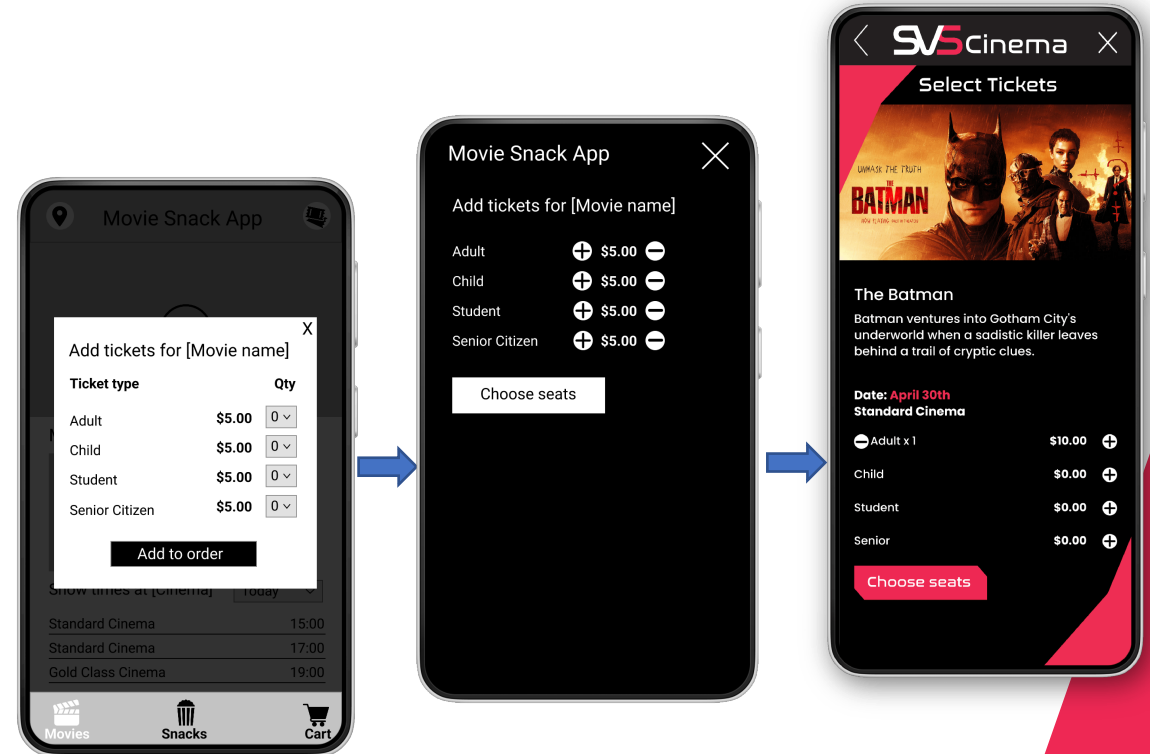
# Refinement: Seat Selection

The new seating selection screen not only provides visual feedback (highlighted selections) on a user's selection but now also includes an element that depicts the placement of the cinema screen. This not only removes any ambiguity regarding their seating placement, but also their positioning relative to the cinema screen.



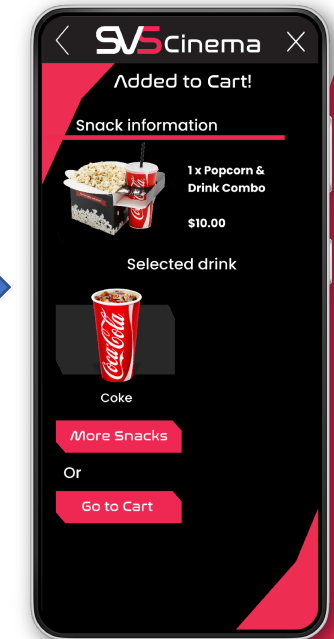
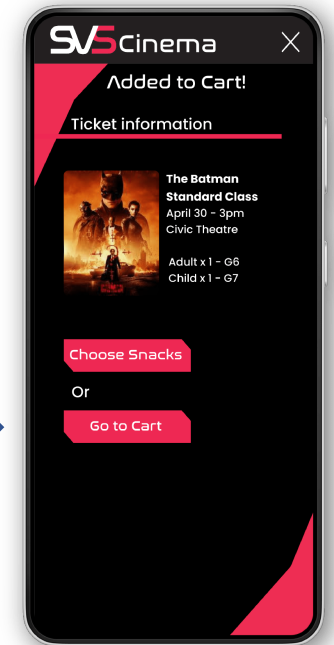
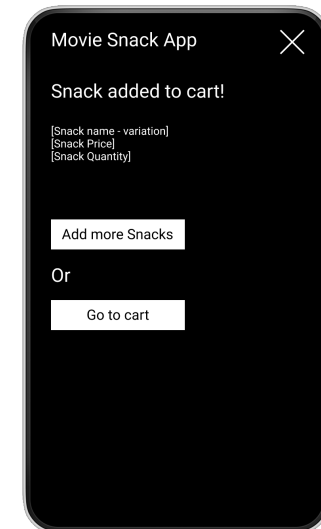
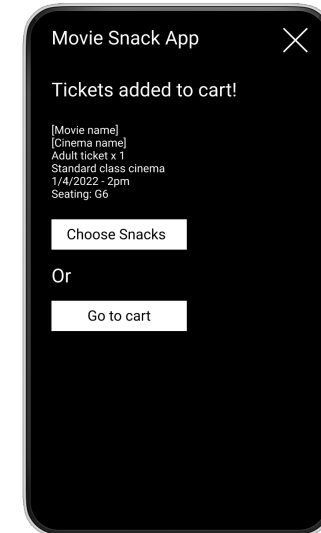
# Refinement: Quantity Selectors

The previous version of the quantity selectors (drop-down selectors) was found to be clunky and cumbersome to use. They were less than ideal for mobile devices and required an additional push gesture to use than the upgraded quantity selectors. The new quantity selectors require fewer gestures to interact with and are conveniently positioned where the users thumbs should be.



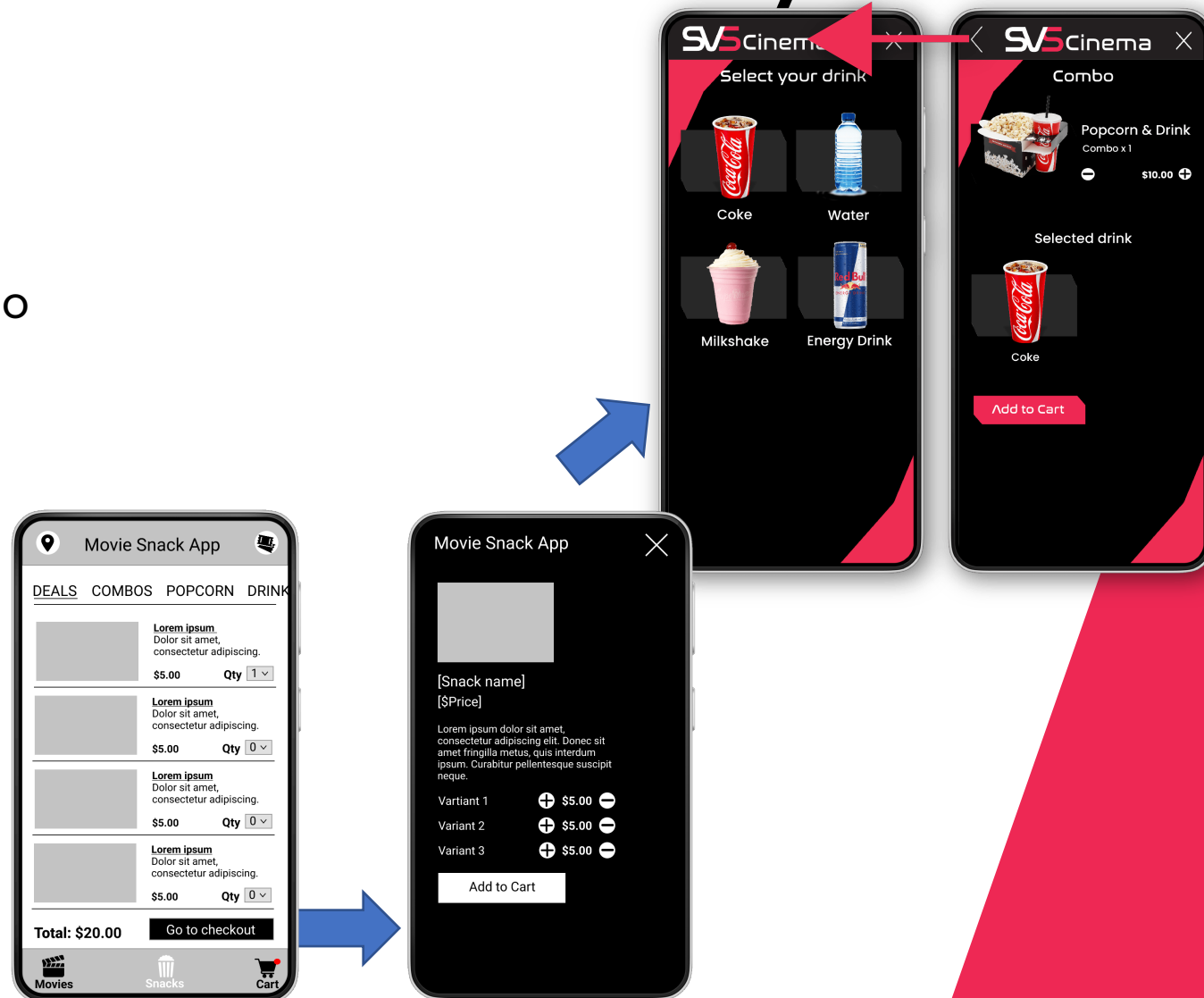
# Refinement: Confirmations

Additional confirmation screens have been added to the app, specifically the ticket and snack selection flows so that the user gets confirmation of their actions. Furthermore, the confirmation screens have added imagery that corresponds to the ticket or snack choices they have chosen. The added imagery improves the page's overall scalability, particularly for those who don't require confirmation.



# Refinement: Back functionality

More back buttons have been added to the app, particularly the snack and ticket selection flows. This enables users to undo or reverse minor choices, which are particularly beneficial for users who are indecisive. The addition of more back buttons also facilitates exploratory browsing and experimentation (particularly with different combinations of snacks and drinks).

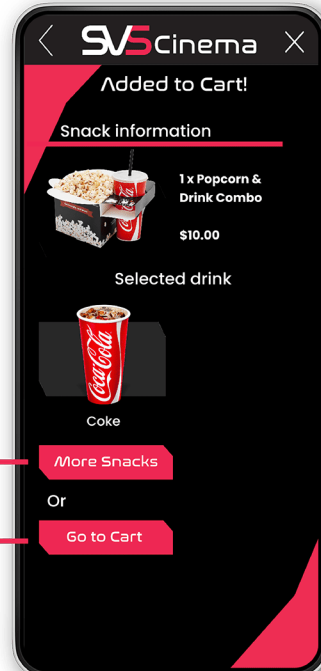
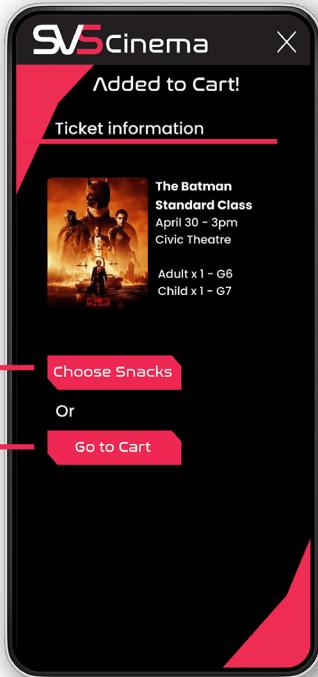


**Hi-fi**

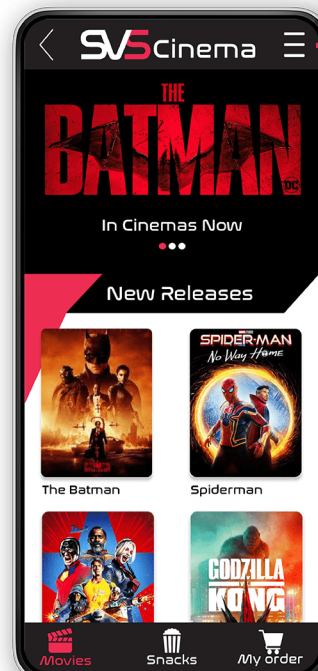
# Prototype

[tinyurl.com/svs-cinema-hifi](https://tinyurl.com/svs-cinema-hifi)

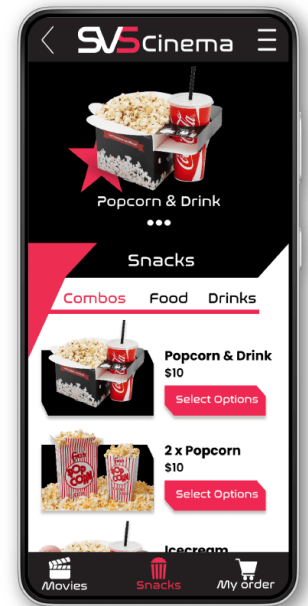
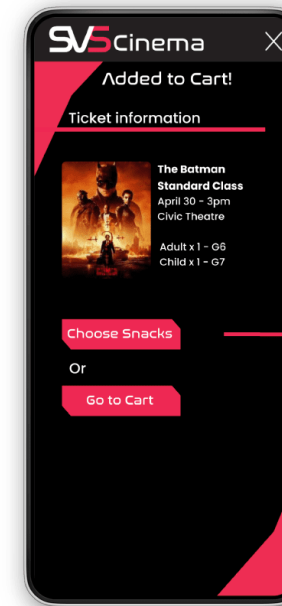
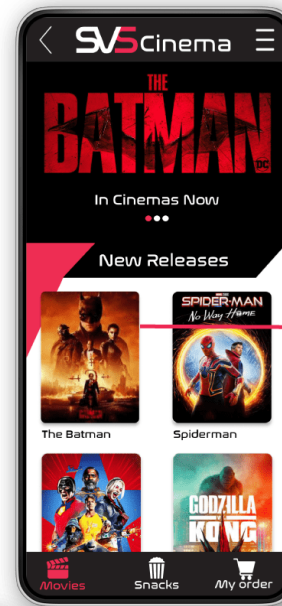
Confirmation screen buttons guide user to next stages in user journey



Sticky bottom navigation bar allows progression to next steps in user journey



Hamburger menu provides quick access to any step



# Accessibility

- App UI is easy to navigate, with multiple navigational options.
- Typography is easy to read with contrast ratios legible to the visually impaired.
- Iconography and imagery is non-ambiguous and generalized across cultures.
- Carousels do not auto-rotate.
- Use of alt-tags and aria-labels ensure that screen readers can scan headings, text, buttons, and images.

The image features a white background with two large, solid red triangles in the corners. One triangle is in the top-right corner, and the other is in the bottom-left corner. They meet at the center of the page, creating a white diamond shape in the middle.

**Conclusion**

# Key takeaways

This project really stressed the importance of successive rounds of usability testing and iterative refinement. It may not be obvious at first, but there's always a way to improve, refine, and streamline elements and flows within an app.

This project also stressed the importance of user-centred design. A significant portion of time should be allocated towards defining the users, understanding their motivations, and discovering their pain-points. The user's goals and pain-points should be considered during each and every phase of the UX design process.

# Where to go from here?

**Post-launch usability testing:** Further testing post launch could be beneficial in regards to implementing additional missing features that may be desirable by the general public and other non-primary users.

**Conversion rate optimization:** A/B testing can be used to increase the likelihood of conversions

**Thank you!**