Movie Ticketing App – Case Study
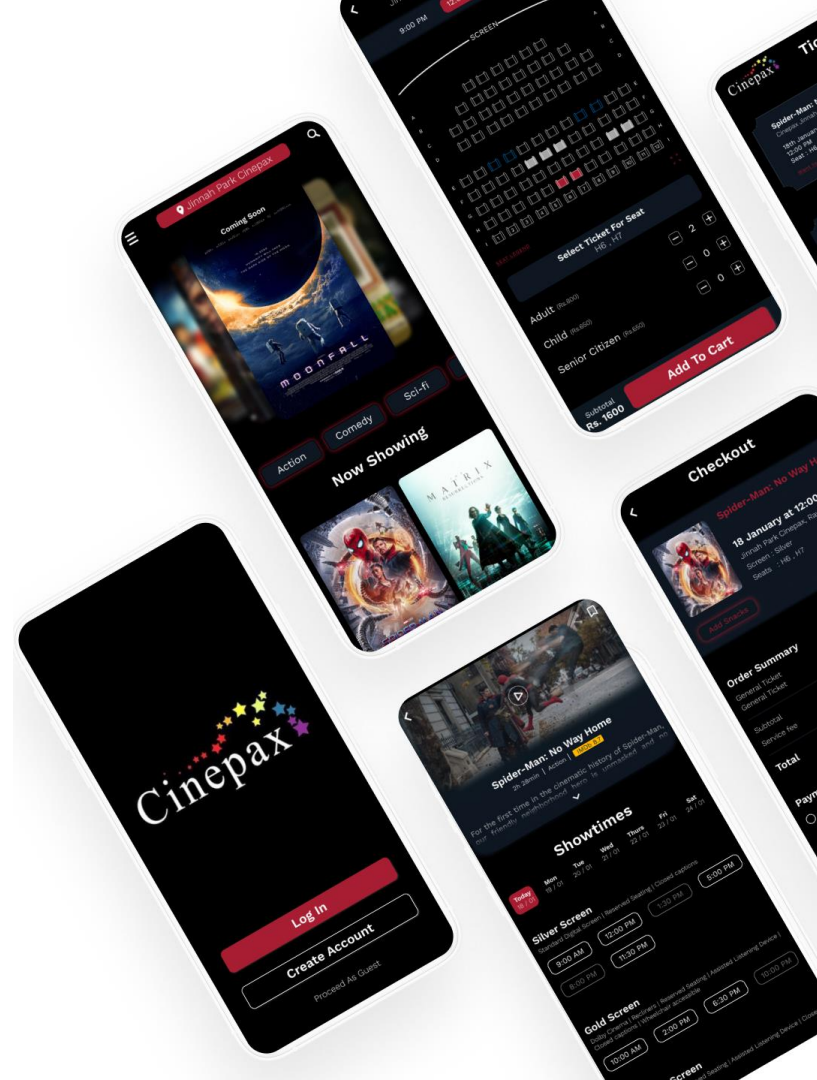
Farwa Zehra Nawab

Project overview

The product:

'Cinepax' is a leading cinema house in Pakistan but lacks online presence. Designing a mobile app will not only bring convenience to their users but also have competition edge by being the first ones among competitors to bring an experience of booking tickets without coming to the cinema.

Project duration:

4 Months

Project overview

The problem:

Users doesn't have an option to book tickets other than standing in a que at the cinema.

The goal:

Provide users with an app that could bring value in their lives by giving efficient way of booking movie tickets.

Project overview

My role:

Interaction Designer – designed the app from conception to delivery

Responsibilities:

User research, wireframing, low and hi-fidelity prototyping, user testing ,iterating design and delivery final product.

Understanding the user

- Market research (Competitive Audit)
- User research
- Personas
- Problem statements
- User journey maps

Competitive Audit

General information						First Impression		Features	
	Competitor type (direct or indirect)	**Location(s)**	**Product offering**	**Business size** (small, medium, large)	**Unique value proposition**	**App or mobile website experience**		**Features**	
JFC Cineplex	Direct	Pakistan	Movie ticketing app	small	The only individual cinema app available that lets people buy tickets online	**Need to work** + App offering online bookings - Poor UX, less graphical		**Need to work** + None - lack of icon,poor visuals, wrong use of drop menu	
Book it	Indirect	Pakistan	Multi-theatre Movie tick	medium	Give options of booking tickets for different cinemas online	**Okay** + Gives options for different cinemas - ADs on main page, poor navigation, poor UX/UI		**Need to work** + Filter in the beginning for location - poor visuals, poor navigation, design not conveying app's message	
AMC	Indirect	USA	Movie ticketing app	large	Rating on site. Online food order	**Outstanding** + Easy to navigate		**Good** + Clicking a movie and see details, good use of filters - No cart or place to save order ,to make changes ;have to start process again	
Cinemark	Indirect	USA	Movie ticketing app	medium	Rewards for members	**Good** + Clean layout - Too many things on main page		**Good** + Movie filters ,easy sign-up page,book seat and tickets on the same page - No ratings in movie details, different prices for most of the timings making it difficult for user to know without clicking each one of them	

| Interaction			Visual design		Content	
Accessibility	**User flow**	**Navigation**	**Brand identity**		**Tone**	
Need to work + None	**Need to work** + None - Not easy to use	**Okay** + very basic - not using the space wisely	**Need to work** + None - used all the colors, no brand identity can be see		Premature and not properly researched app	
Need to work + None	**Need to work** + Search bar helps in shortlisting choices - Hard to navigate through the app	**Okay** + location selection - scrambled the main menu bars in between ads,np home page button	**Okay** + Using main color in most of the areas makes th - Need to work on visual more		Chaotic	
Good + all the feature given by cinema are written under every movie Use of icons in most of the areas that can be understood by people with lingual issue	**Outstanding** + big bold icons with clear navigation - easier to go forward but hard to come back once starts making selection of seats and food, also signup page is compulsory which is also lengthy making the first experience boring	**Outstanding** + One click service with icons to navigate on the main page - no checkout or cart to go back to	**Oustanding** + Seamless, good use of colors and font - too dark, bring in elements that could light up th		Very bold and serious	
Okay + all the feature given by cinema are written under every movie - no option of any other language , less use of icons	**Good** + Option to pay as guest as well as sign up as member - Main page is more of a show piece with random things going on	**Good** + Dark and light theme options - home page icon under home page	**Outstanding** + Nicely done - None		Friendly and lively due to lighter background	

User research: summary

People using this app lives in Pakistan, so I conducted most of the interviews over phone. Before the interview session started, I didn't realize that users just need the **basic purpose** to be fulfilled in the app as they haven't used any ticketing app before to book the tickets ,currently most of the websites just show the timings and doesn't give the option of booking it online so they were not clear what else could they ask for in an app.

This made me interview people living in US (*as they already have many cinema apps and could point out positives and negatives easily*) for detailed research through which I was able to not only fulfill their needs but also bring better experience after collecting the info from the US participants.

In short, I had to change my research direction to obtain more data after I started the process.

User research: Affinity Map
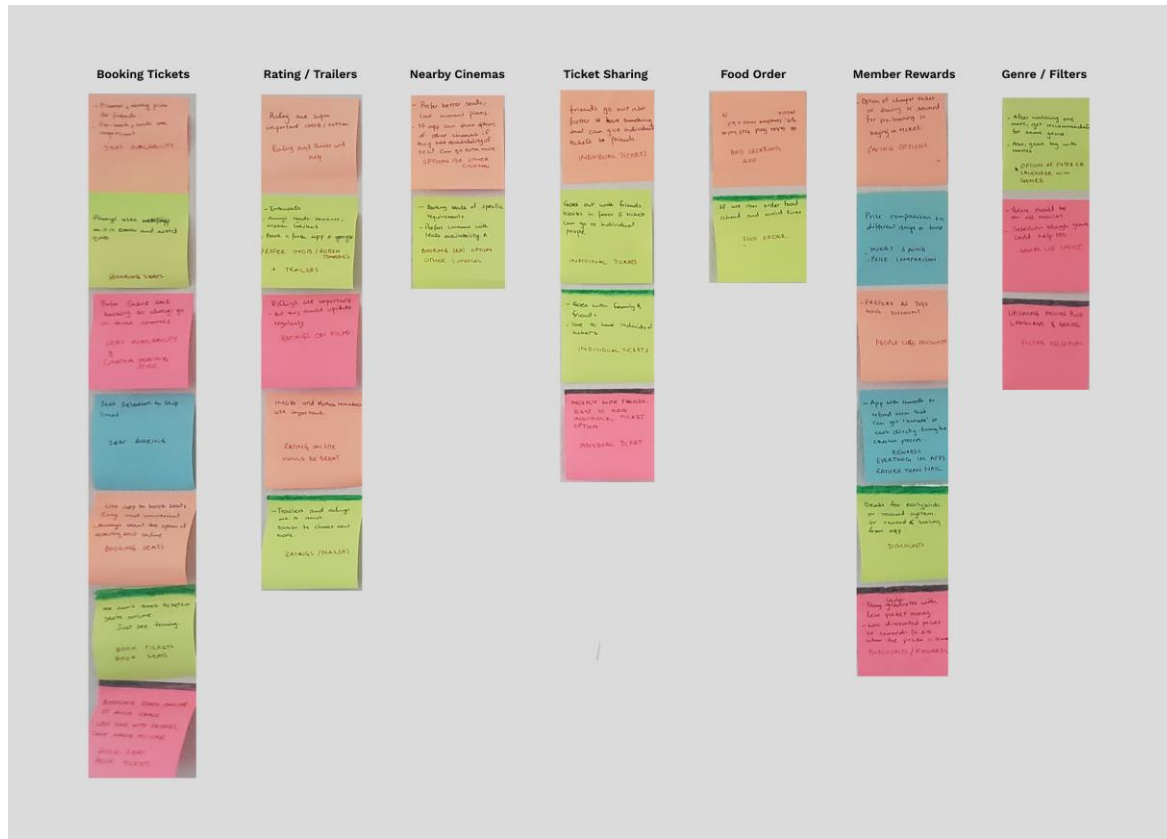
User research: pain points

1

Booking Tickets

There is no option of selecting seats and booking tickets online due to which people have to wait in long lines at ticketing booths.

2

Rating / Trailers

User wants to see IMDB ratings and trailers in the app. They don't want to close the app and then search for ratings seperately.

3

Genre

Users want to see same genre movie together so that they don't have to open each movie and go through the details

4

Sharing Tickets

While booking for a group,it gets difficult to share with friends and the one with the code or tickets has to wait for everyone to join before entering.

Zoha Ahmed

"Selfcare is essential no matter how busy your life is so go and do what you enjoy"

Dentist **Wife** **Mom**

Age	37
Education	Dental Degree (BDS)
Occupation	Dentist
Family	Husband and a daughter
Hometown	San Jose, USA

Goals

- Getting seats at the required time
- Saving money
- To get food without getting in the que
- Maximum outcome in minimum time

Frustrations

- Feels furiated when she can't book seat online and has to get in line
- DIsappointed when she doesn't get rewards for being a recurring user
- She gets impatient when friends get late and she miss the start of the movie

Background

Zoha wears too many hats ; dentist, mom , wife,friend etc. She has always loved watching movies but since becoming a mother, she hardly gets free time but makes an effort to go out with husband or friends once every fortnight. She generally knows what she wants to watch beforehand so ratings or trailers doesn't really matter, due to time crunch she book seats online to avoid lines and to know status of seats availability. She loves to save money and see opportunities to get discounts whenever possible.

Problem statement:

Zoha Ahmed is a busy working mom who needs to book her movie seats and order food easily without going to cinema because she barely gets any leisure time with friends and doesn't want to waste standing in line.

User journey map

Persona: Zoha Ahmed

Goal: Going with friends to watch a movie in cinema

ACTION	Select movie	Buy tickets	Reach cinema	Meet friends	Watch movie
TASK LIST	Tasks A. Open the app B. Search movie C.Select movie and timing	Tasks A. Buy tickets B. No seat selection option C.Checkout and receives virtual ticket	Tasks A. Reaches cinema B. Get in line for ticket booth C.Show ticket and book seats	Tasks A. Meet her friends B. Get inside together C.Half of them go directly to screen	Tasks A. others get in line for popcorns B. wait for few mins in line C.Get the order and finally make to screen on time.
FEELING ADJECTIVE	User emotions Excited to watch movie with friends	User emotions Frustrated to see no option of seat selection	User emotions Panicking as she still has to get seats and time for movie is getting close	User emotions Happy to be with her friends	User emotions Still super anxious as she might miss the starting of the movie
IMPROVEMENT OPPORTUNITIES	Area to improve	Area to improve Add seat selection option prior before buying a ticket online Also, highlight wheelchair seats availability with all timing for ease	Area to improve Add seat selection option prior before buying a ticket online	Area to improve	Area to improve Add a pick-up order option on the app that could save members from standing in line

Ali Hasan

> Life is short, utilize it with the best

Lawyer   Student   Single

Age	21
Education	Undegraduate (LLB)
Occupation	Student
Family	Parents and a brother
Hometown	Lahore , Pakistan

Goals

- To book seats online without any hassle
- Get student discount
- Waste minimum time possible in ques
- Enjoy his time with friends

Frustrations

- It takes a lot of time to choose movies, back and forth for trailer, raitings and reviews
- Frustrating when all friends don't get seats together
- Hates it that he can't see the availibility online

Background

Ali is in his final year of undergrad. He is searching for jobs along with studying for his finals, somewhere in between he loves to go out and watch movies with his friends. He is still mostly dependent on pocket money so he tries to find shows with the cheapest rates. He normally goes a day before to get the tickets as there is no online booking system that wastes a lot of his time.

Problem statement:

Ali is a college student with limited leisure time who needs option of online booking seats for movies and sending individual tickets to friends because he wants to skep lines and waste as less time in the process of watching movie as possible.

User journey map

Persona: Ali Hasan

Goal: Going to a nearby cinema with friends to watch a movie after college

ACTION	Check movie on website	Finals the plan	Go to cinema	Buys ticket	Watch movie
TASK LIST	Tasks A. Open the cinema website B. Watch trailers of the movies showing at their selected time	Tasks A. Watch ratings for shortlisted movies on third-party app B.Discuss among friends C. Finally decides which movie to watch	Tasks A. Goes to cinema at least an hour before show time B. Reaches the ticket booth C.Wait in the ticket line	Tasks A. Asks the availability of specific seats B. Buy tickets C.Do the payment for all the tickets	Tasks A. Wait for all his friends to gather B. Gets inside together C. Find their screen and watch the movie
FEELING ADJECTIVE	User emotions Satisfied that the website it updated	User emotions Frustrated to go on another app for ratings Happy to finalise a plan	User emotions Feels tired and also Uncertain if he will gets the seats or not	User emotions Relieved to get tickets	User emotions Excited to watch the movie with friends
IMPROVEMENT OPPORTUNITIES	Area to improve	Area to improve Add rating / reviews along with the trailers	Area to improve Booking tickets as well as seats online to avoid any uncertainty	Area to improve Online payment for ease	Area to improve Have a choice to send virtual individual tickets to friends who are coming late

Kyler Brown

> Experience is everything that matters

Engineer **Techy** **Single**

Age	25
Education	Graduate (BS)
Occupation	Software Engineer
Family	Lives with a dog
Hometown	Seattle , USA

Goals

- He wants to know the rating before selecting a movie
- For impromptu plans,loves to get timing,seating and rating,all in one place
- Booking his specifi best viewing seats

Frustrations

- Gets frustrated when he can't book his seat online
- Frustrating when he can't find movies of the same genre in one place
- Feels bad if he buys expensive ticket when he could get cheaper at a different time

Background

Kyler work in a tech company and loves to hang out with friends. He is a big fan of anime and makes sure to watch all the related movies in cinema. Kyler is popular among his group for his good taste in movies , always well researched. He is particular about the seat and cinema design. He can easily postpone his plan if not getting a good seat.

Problem statement:

Kyler is a movie buff who needs movie ratings and genre specific lists because this will make it easier for him to decide movie for his impromptu plans

User journey map

Persona: Kyler Brown

Goal: Searching a movie of favourite genre for a spontaneous plan

ACTION	Search for movie	Watching trailer	Search for rating	Back to app	Ticket purchase
TASK LIST	Tasks A. Opens app B. Scroll through the whole list C.Clicking each movie for details	Tasks A. starts watching trailers B. looks for genre and rating C. Doesn't find it on the app	Tasks A. closes the app B. Uses IMDB for details of the selected movies	Tasks A. Opens the cinema app again B. Selects the location with best seats available C. finds it difficult to choose time as most of them are priced differently,so he has to go back and forth	Tasks A. Chooses time B. Buys tickets C.Gets virtual ticket pass
FEELING ADJECTIVE	User emotions Excited Tired after checking each movie for details	User emotions Frustrated	User emotions Satisfied with all the details	User emotions Satisfied to see all location options in one place Annoyed to see different prices for each timings	User emotions Relieved Happy to get the ticket
IMPROVEMENT OPPORTUNITIES	Area to improve	Area to improve Option for genre based list / maybe a filter	Area to improve Details of genre and IMDB/rotten tomatoe ratings within the app	Area to improve Color code the timings, indicating price difference with a key on the same page for reference	Area to improve

Starting the design

- Storyboard
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Storyboard

STORYBOARD: NO ONLINE PRESENCE OF THE CINEMA
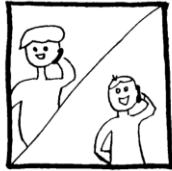
Friends making a plan to watch movie

Doesn't find any online site or app

Goes all the way to cinema to check and buy tickets
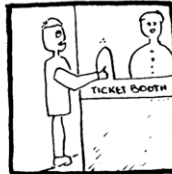
Gets in line, wait & then gets the ticket

Thinking how much time he had to waste while waiting for friend
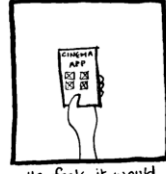
He feels it would be easier to do everything online.

CLOSE-UP: APP THAT HELPS WITH BOOKING & SHARING MOVIE TICKETS
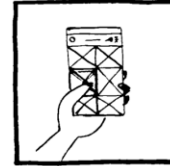
Homepage with movies — selects one
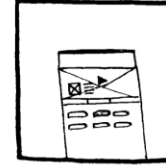
Details of movie. Selects time.
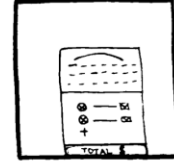
Selects seats and number of tickets on the same page.

Fill out payment details and checkout
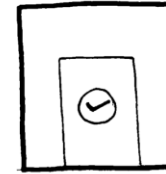
All done!
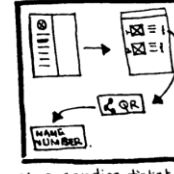
Now sending ticket to friend on his number via QR code option.

Paper wireframes

These are five iterations of homepage, movie details and checkout. My manual process never focuses on final product so I just highlighted the best components of each version and started digital iterations which then ended up in low-fi screens.
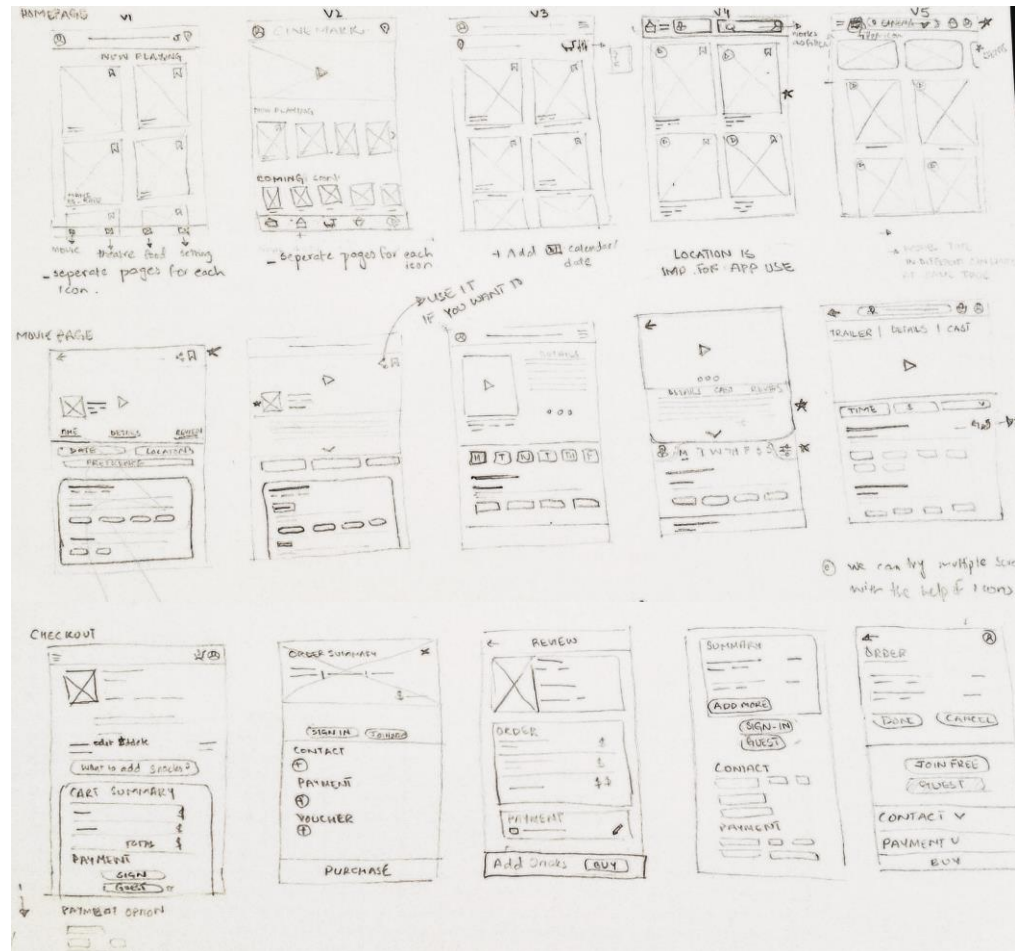
Digital wireframes

Most of the users wanted to see ratings as well as details of the movie in the app . Designed in a way that if someone is not interested in the details then they can directly explore the showtimes.

User can check all the details regarding the movie on the same page as it's available slots
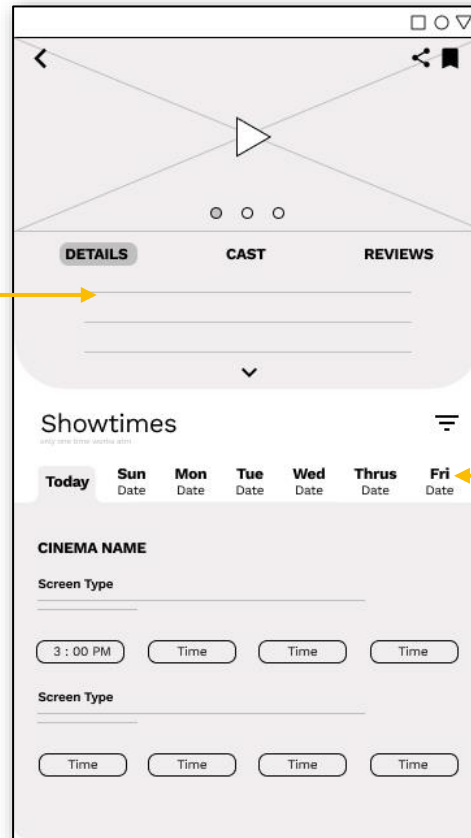
Switching to another date made easier with just one click option

Digital wireframes

The option to share tickets were much needed. We designed a way to send the tickets by using phone number or email of the receiver once tickets have been bought.

Giving option to add food even once the tickets are bought

Ticket sharing option

Homepage **Tickets**

Add food for this seat

QR

SENT

Add food for this seat

QR

SEND TO FRIEND
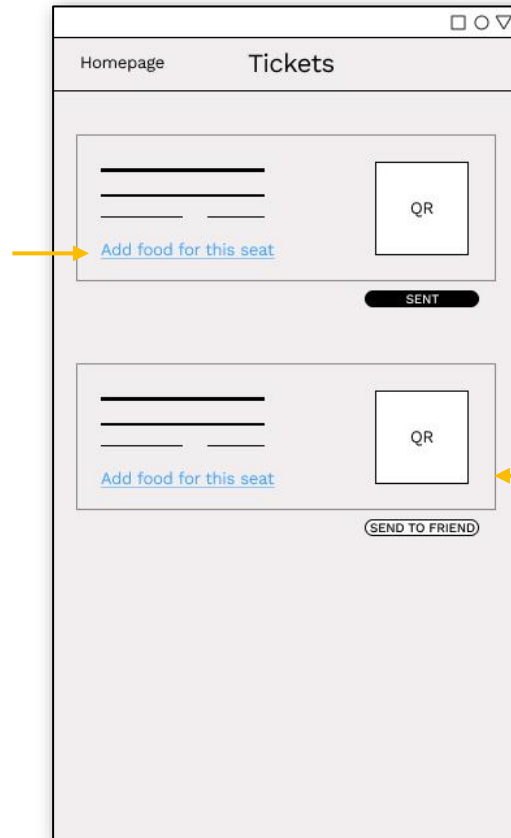
Low-fidelity prototype

Tap On The Screen To Play GIF

Joining as guest, select first movie card, selecting time then adding tickets and choosing seats. At checkout, sign-up as member. Once done then checkout, send ticket to friends and go back to homepage.
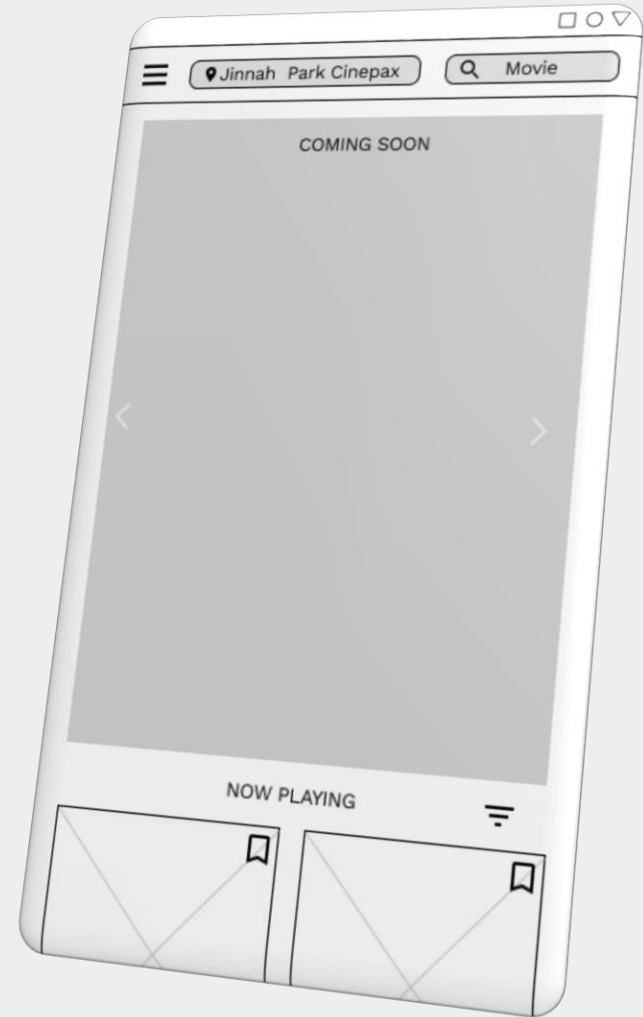
Usability study: findings

There were two major usability studies conducted ; first one with low-fi prototype and second one with hi-fi prototype. Study included a college student, working mom/dad, single movie enthusiasts and senior citizens.

Round 1 findings

1. Filter icon was difficult to find and decipher
2. Interactive seat option was preferred rather than scroll option
3. CTA made the flow smooth and easy

Round 2 findings

1. Selecting seats and adding tickets were a bit confusing for most users
2. Seat map annotations were not very clear
3. Cancellation or editing reservation option was hard to find
4. Sign-up page should be brief

Usability testing : SUS

In both the rounds , there were interviews conducted and polling as system usability scale. The below results were of usability test of hi-fi prototype.

Please rate the overall experience of the app
6 responses

- Dissatisfied
- There are some major issues
- Ok-ish
- Great
- Totally satisfied

83.3%
16.7%
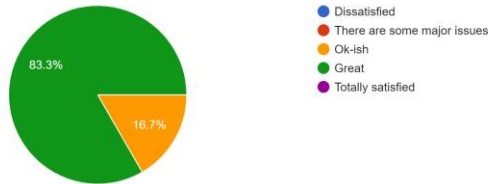
How many tasks did you complete?
6 responses

- 1
- 2
- 3
- 4
- 5
- All

83.3%
16.7%

Was the app......

- Yes
- No

Intuitive   Confusing   Chaotic   User-friendly
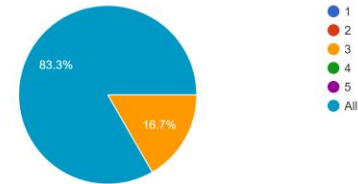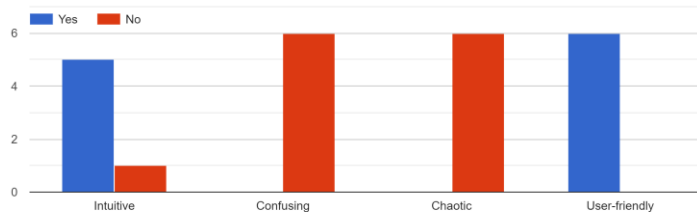
Will you recommend this app to your friends?
6 responses

- No
- Maybe
- Yes

66.7%
33.3%
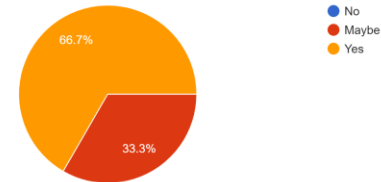
Affinity Map
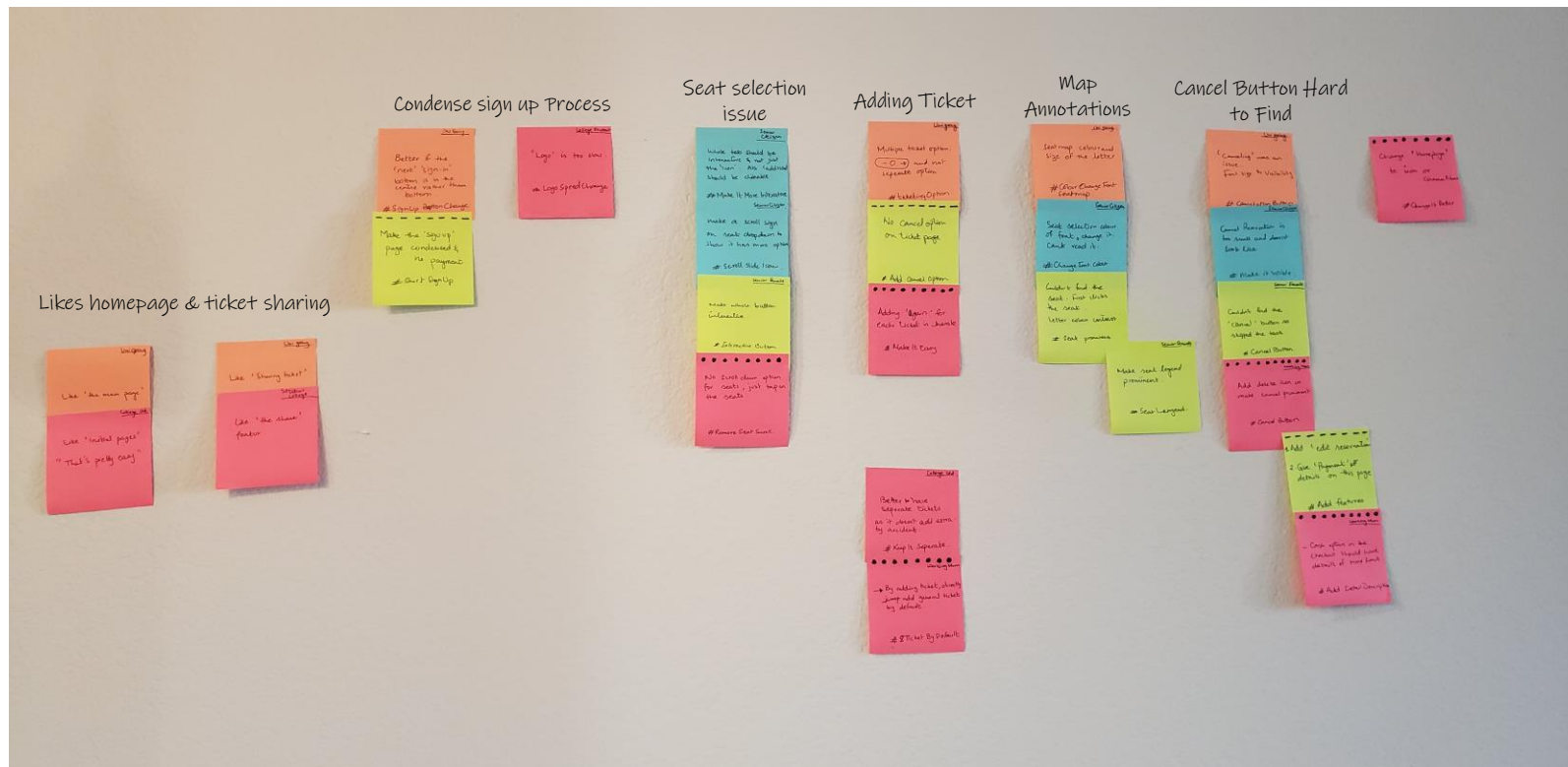
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Map has always been interative but due to drop-down bars,users got confused what to select first. To make the flow easier , we have directed people to select seats first and then ticket bar opens. Also, changed the color of map annotations.
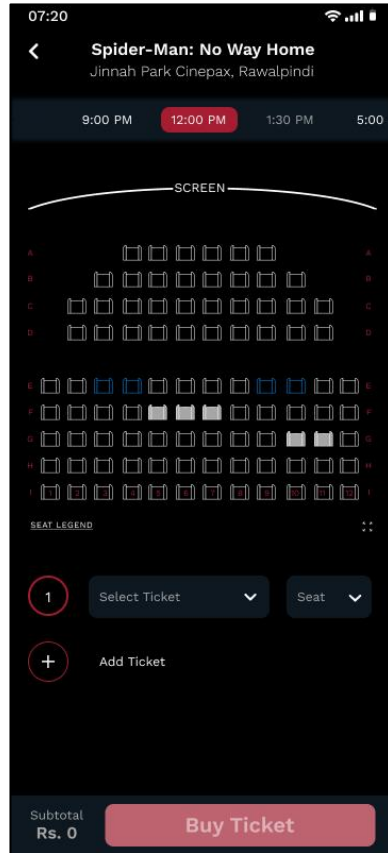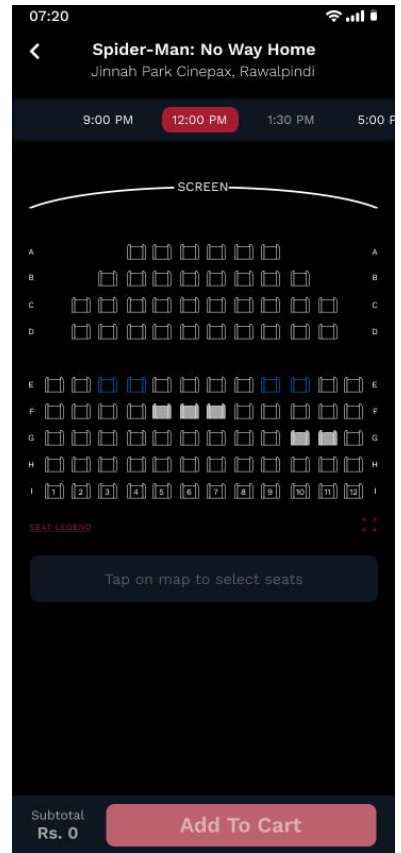
Mockups

Users had problem finding
cancel button, so we added
icons for cancel & edit at
the bottom of the details
card. Removed the option
of credit card info from the
sign-up page and added it
in checkout page for first
time user, that can be
saved for future
transactions.
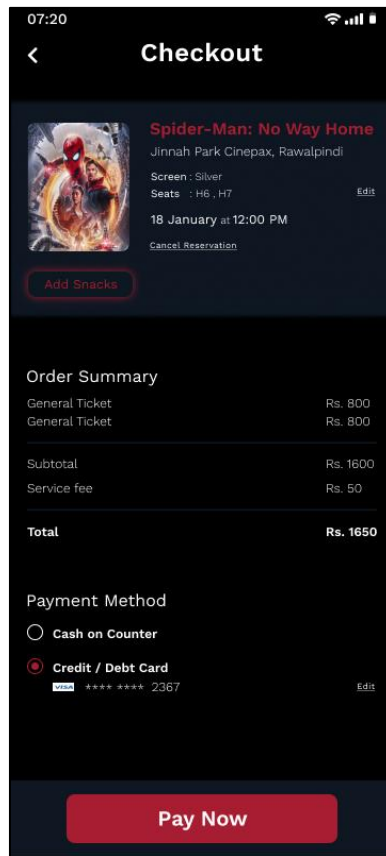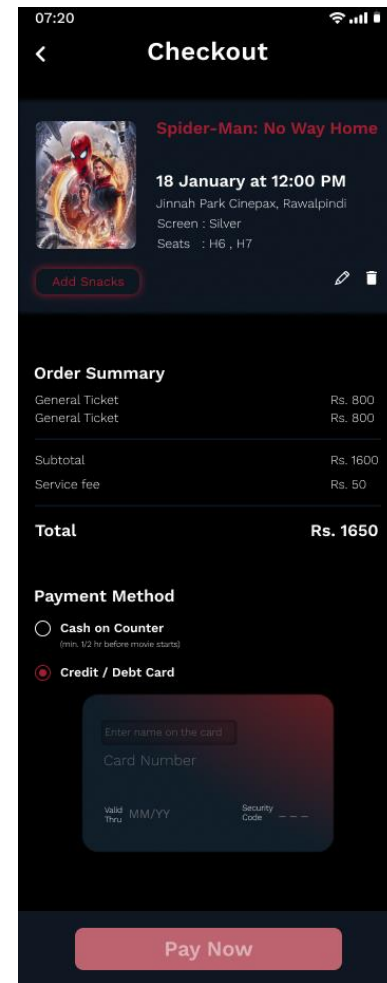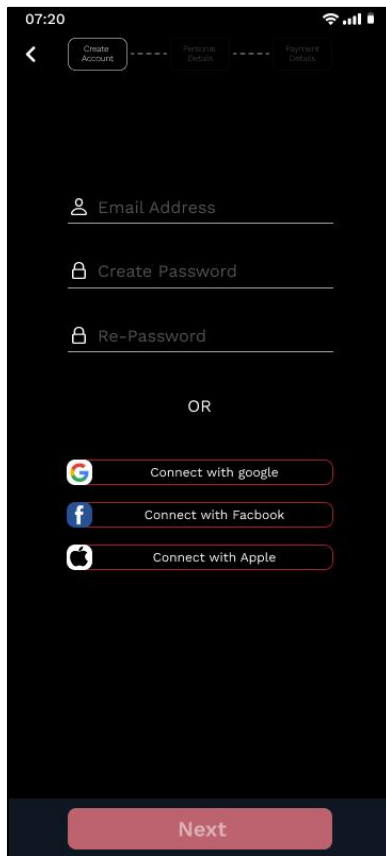
Mockups

Initially sign-up process was spread on 3 pages, after the usability study, only the basic info for creating an account is arranged on a single page for a quicker and better experience. While taking payment option on the checkout page.
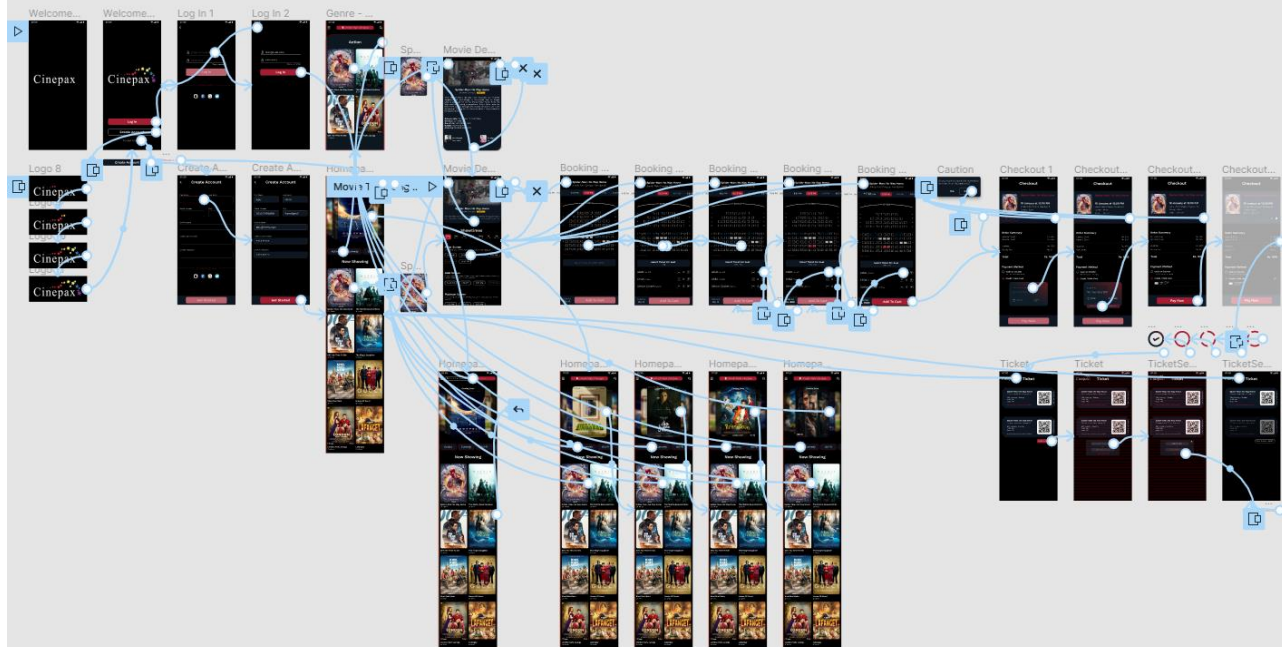
Mockups
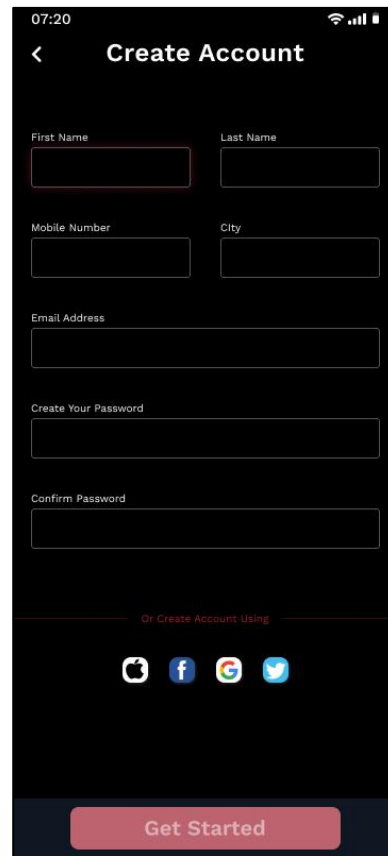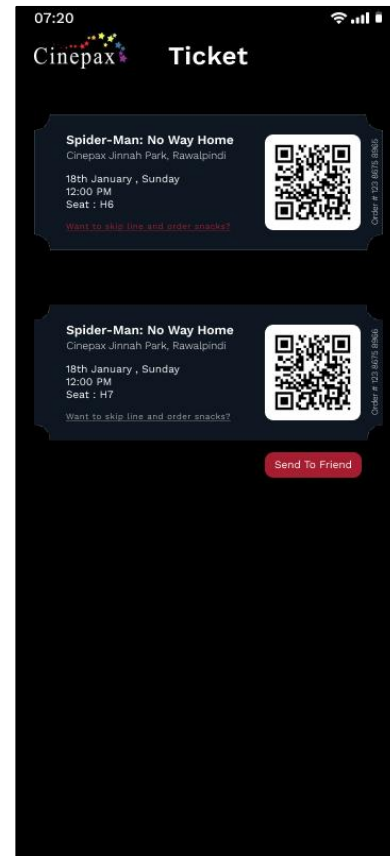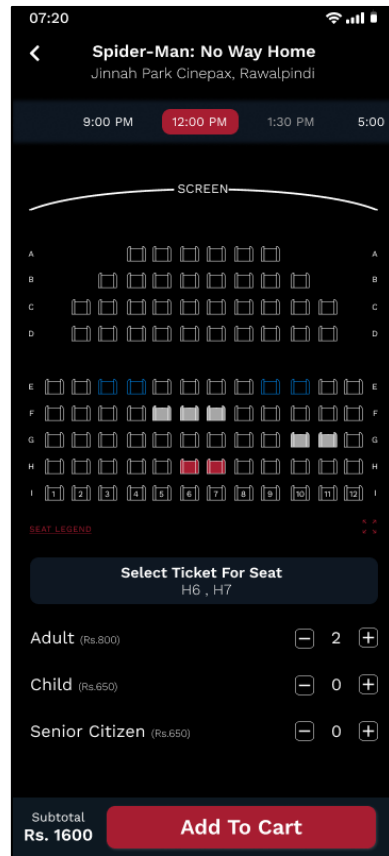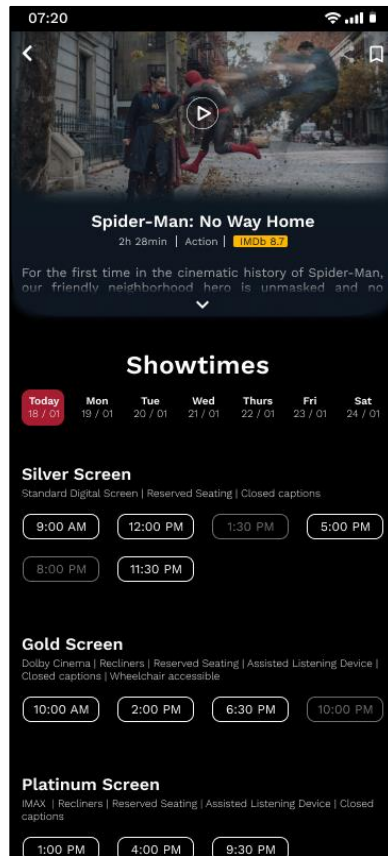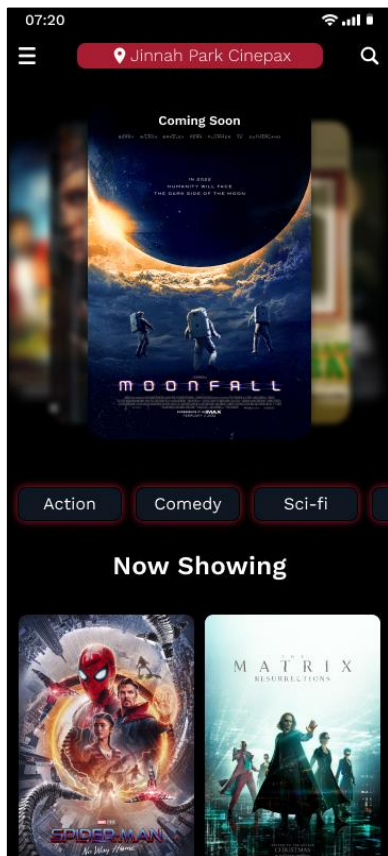
High-fidelity prototype

[Cinepax - Ticketing App](#)

Click on the first page of the link to start

Accessibility considerations

1

Mobile is primarily used by hands and a lot of people face hand tremors that makes it difficult to select options that led us to design negative space between clickable objects and tried to minimize the usage of small icons and buttons.

2

Many people find it difficult to recognize various icons and we analyzed this problem during the first usability study. To keep the app friendly for all, we used only universal icons and maximized the usage of CTA buttons.

3

Dark modes normally puts strain on people with eye problems, to make everything readable and easy ,we have used font colors with required contrast ratio .

Going forward

- Takeaways
- Next steps

Takeaways

Impact:

The proper flow and experience of this design will bring ease in user's life by booking tickets without frustration and wasting extra time.

What I learned:

Users can help reach the goal if you observe and listen to them carefully. It is very important to understand how a user mind works.Creating colorful pages is easy but making it user friendly is the real task.

Next steps

1

Online food ordering was also a concern in the initial research but it was P2 due to which only the placement of the buttons are shown in the design and not the entire page layout. Next update will include detailed experience of online food option.

2

Location of the cinema is made a button ,by clicking it will open a page showing more cinemas at other locations. Thorough design of that page will be done next.

3

Menu page is still to be designed properly; it was not one of the initial problems so we didn't focus on that but there are some account and customer service details that will help in making the experience better so we will work on that too.

Let's connect!

If you want to collaborate or discuss my work ; contact me at farwazehra4@gmail.com
.

Thank you!