

Movie Ticketing Portal for Theatre Chain

JP

Project overview



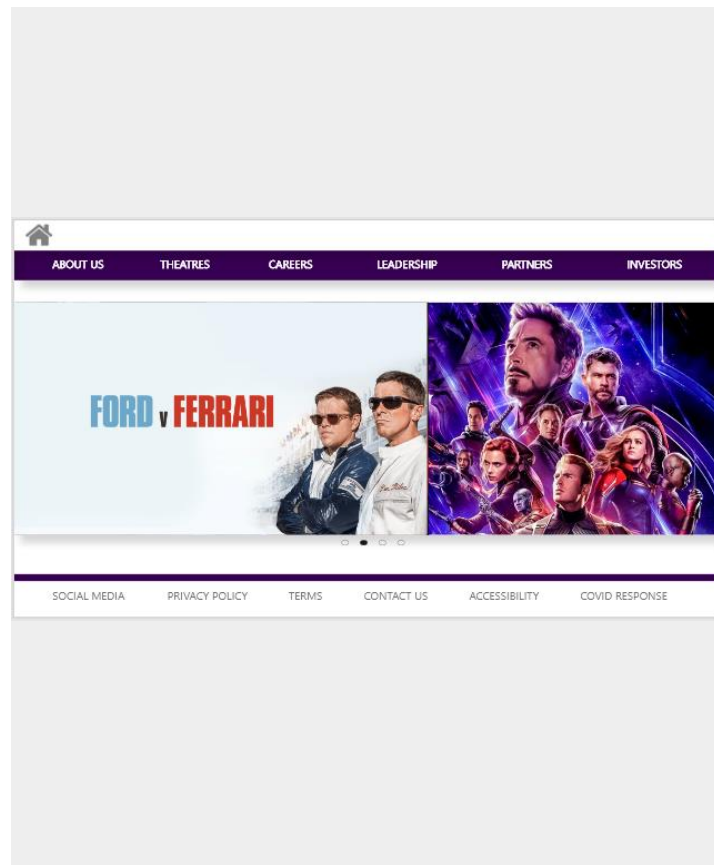
The product:

The movie ticketing portal for the theatre chain is aimed at reducing the footfall at the counter and enhance the customer experience by allowing the customers book seats of their preference.



Project duration:

April 2022 – December 2022 (9 months)



Project overview



The problem:

The project is to solve for the long wait time and queue at the movie ticket booking counter and inability to efficiently allocate seats in a show.



The goal:

A better ticket booking experience for new releases at the theatre.

Project overview



My role:

UX Designer

UX Researcher



Responsibilities:

User Research

Wireframing

Prototyping

Responsive Design Development

Design Hand-off

Understanding the user

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

User research: summary



The user research conducted was aimed at understanding preferences of users looking to book movie tickets ahead to big releases. The research suggested that the goal of getting tickets for a movie was satisfied only when favourable seats were picked, otherwise it was only considered a sub-par movie experience.

User research: pain points

1

Short booking window

Movie tickets for an opening day show have heavy rush and have a short frame of time to book at the counter before the show is full.

2

Unavailability of preferred seats

While booking at the movie ticket booking counter, there isn't always a good visibility to pick the best seats.

3

A trip to the theatre

The movie ticket booking counter at the theatre being the single point of getting tickets adds to the hassle of handling the rush and traffic.

Persona: Carlos

Problem statement:

Carlos is a young working professional who needs a better way to book movie tickets because visiting the counter to book a ticket is an arduous process.



Name

Age: Carlos

Education: Bachelor's Degree

Hometown: Buffalo, NY

Family: Parents and Sister

Occupation: Finance

"There is nothing like catching a movie with a great star cast at the theatre"

Goals

- Book tickets for the movie of their choice
- Get the preferred seats for family and friends

Frustrations

- Having to stand in a long queue before reaching the counter
- Inability to see the screen and choose seats
- Short interaction with the theatre representative due to crowd

Carlos recently went to the cinema after a long day at work to book tickets for the Avengers movie, he was disappointed at the long queue in front of the ticket counter, the short window of interaction with the booking representative, and the poor seat allocation. He wishes there is a better way to book tickets.

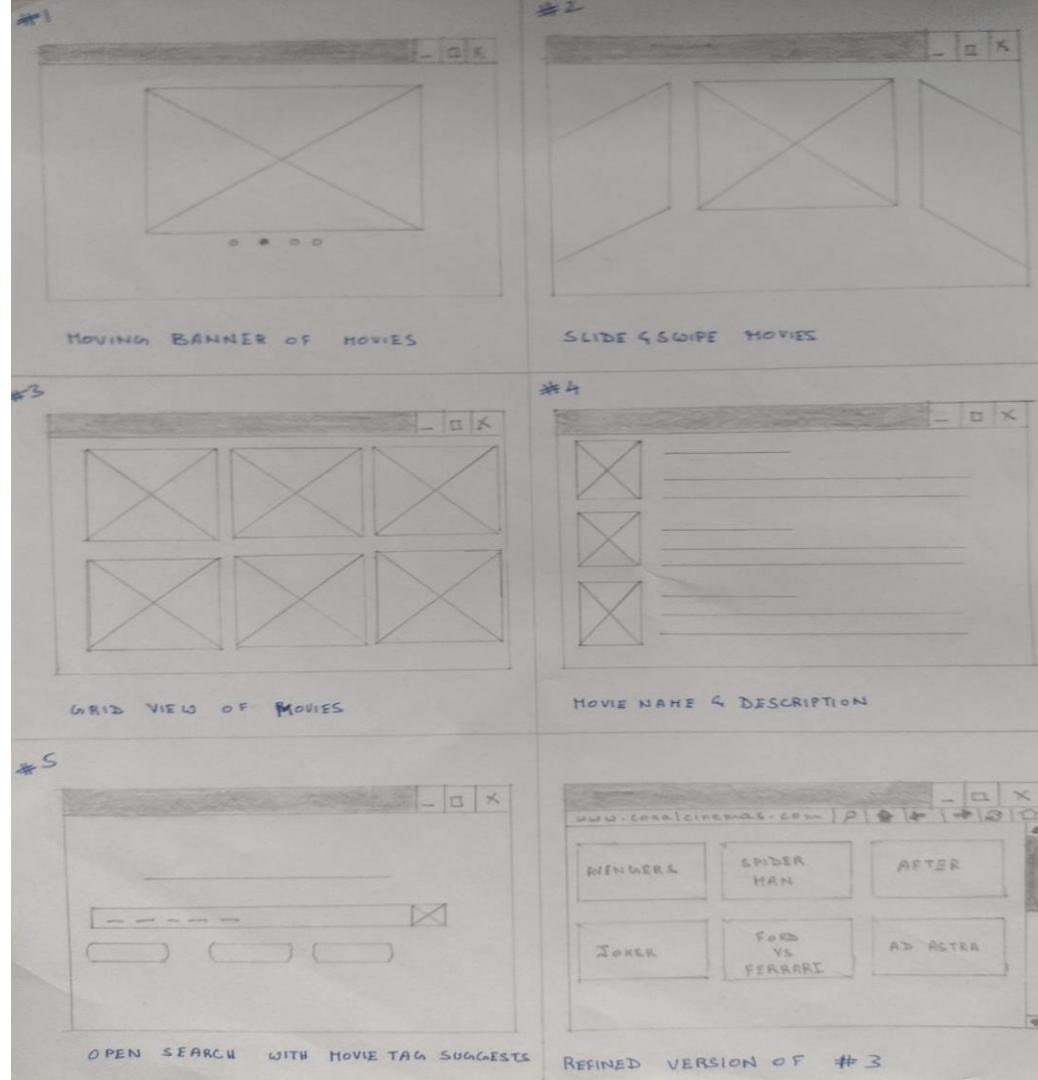
User journey map

The online movie booking system is predominantly available for every theatre chain, but enhancing the design experience will help better handle the rush/traffic/footfall during new releases.

ACTION	Visiting Portal	Choosing Movie	Checking Availability	Selecting Seats	Watch Movie
TASK LIST	Tasks A. Visit the theatre chain website B. Select the city	Tasks A. Select the movie B. Choose date and show time	Tasks A. Select seat category B. Check seat availability	Tasks A. Give seat preference B. Book tickets C. Pay for tickets	Tasks A. Get the tickets B. Visit the theatre
FEELING ADJECTIVE	Eager	Excited	Curious	Anxious	Grateful
IMPROVEMENT OPPORTUNITIES	Remember pre-selected options	Recommendations based on views	Auto-assignment of seats	Prefill payment details for faster booking confirmation	Email/SMS delivery of tickets

Paper wireframes

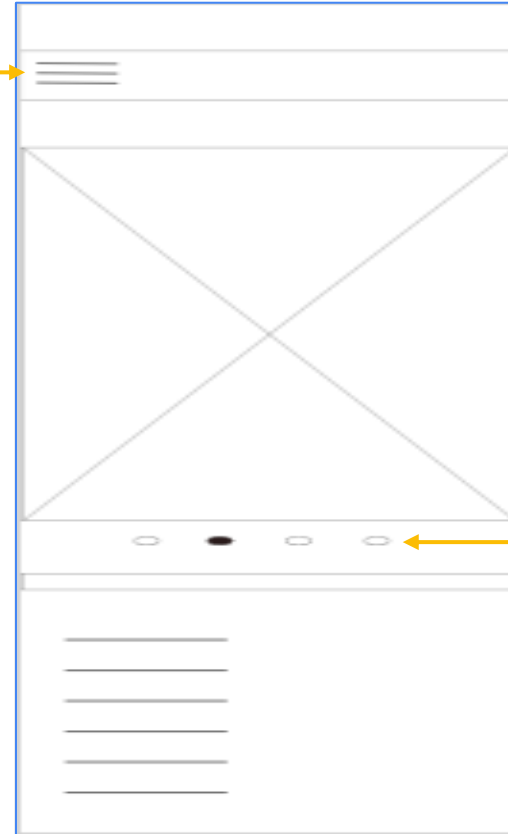
Five different paper wireframe sketches were drawn to get a view of how the theatre website would display all the different movies currently showing.



Digital wireframes

This digital wireframe of the theatre home page in mobile view provides all the essential header and footer options in a resized format without missing elements.

The fly-out menu option lists the links listed under the header in mobile view for the user to checkout the corporate pages of the theatre, if necessary.



The radio buttons under the moving banner indicate to the user a way to swipe to the next movie banner.

Digital wireframes

The seat selection page has images of the screen and seating arrangement grid providing better visibility into the distance from the screen and nearest exit to choose as per convenience.

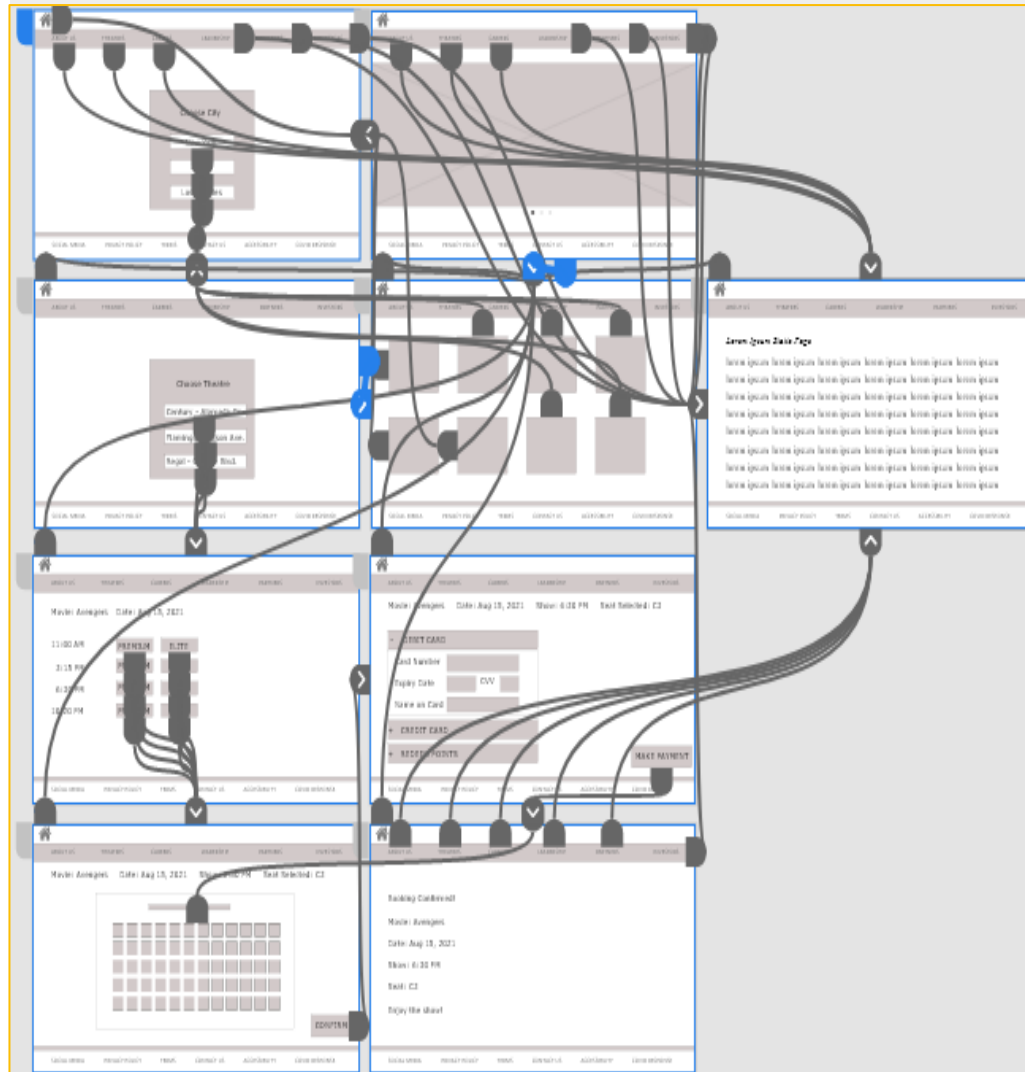
The screen image on the seat selection page allows to user to guage the distance from the screen.



The seating grid image gives the user a better way for the user to visualize the theatre and select the seat.

Low-fidelity prototype

Low-fidelity Prototype – Responsive Web App



Usability study: findings

The user interviews conducted based on needs of consumers looking to book tickets for opening day shows provided the following findings (or) insights.

Round 1 findings

- 1 Making the booking online preferred
- 2 Seat preference very important
- 3 Making payment requires time

Round 2 findings

- 1 Insert finding
- 2 Some users want seats at the back, some away from the speaker, some users with infants prefer near the exit
- 3 Hesitancy with providing sensitive payment details

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

Before usability study

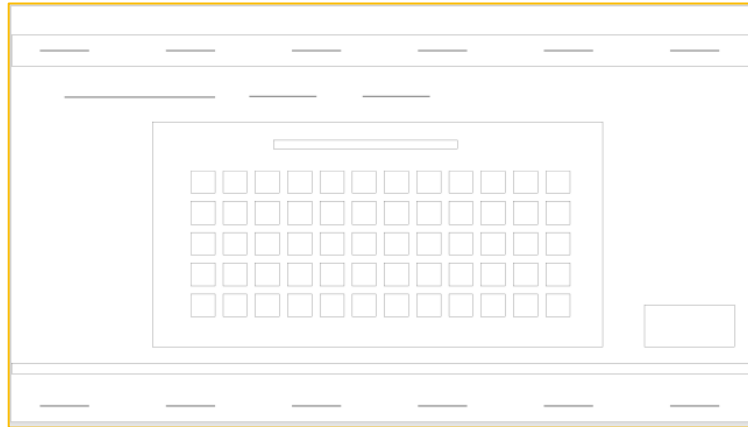


After usability study

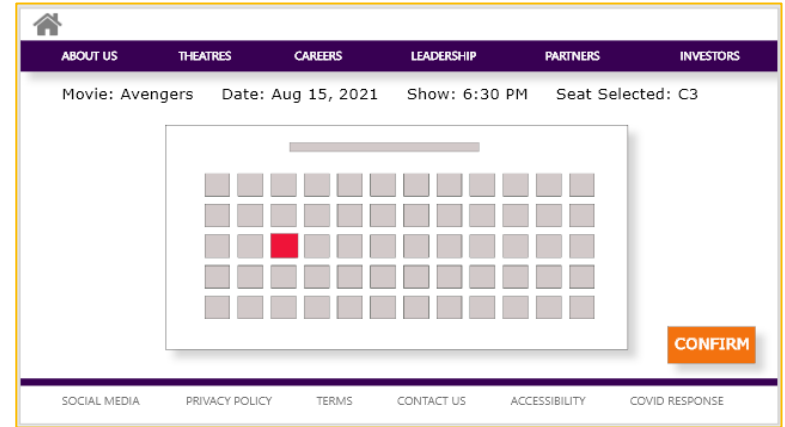


Mockups

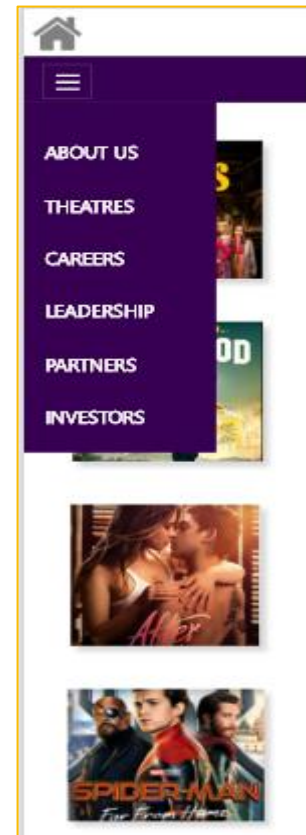
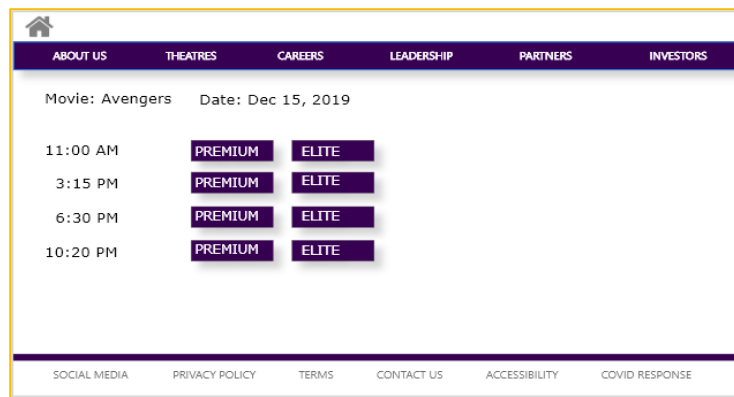
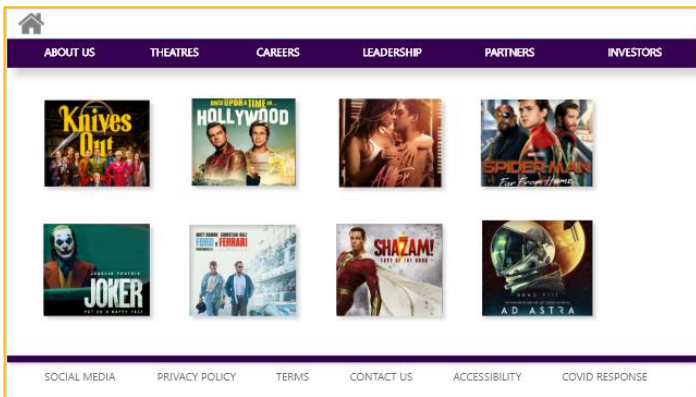
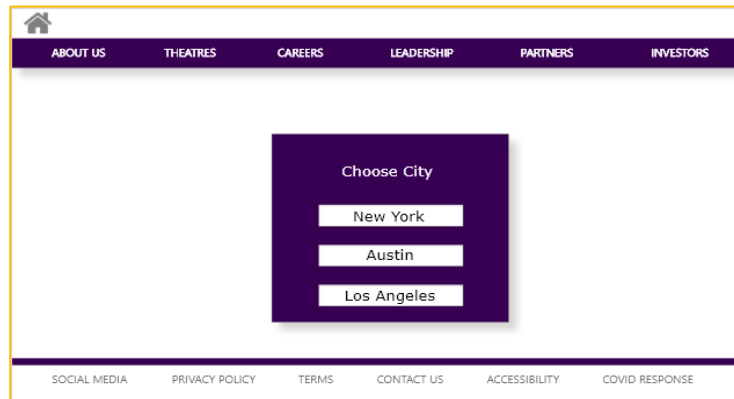
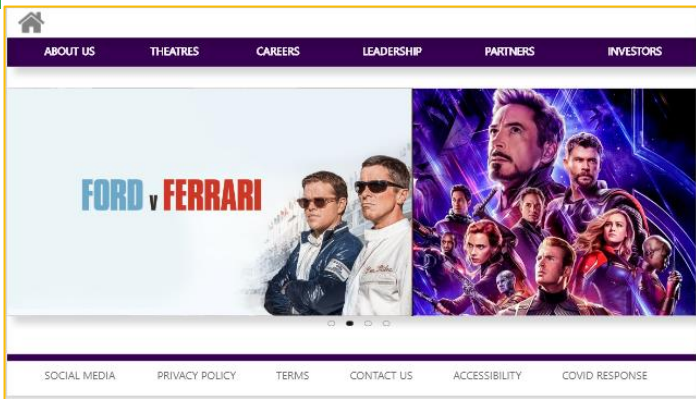
Before usability study



After usability study

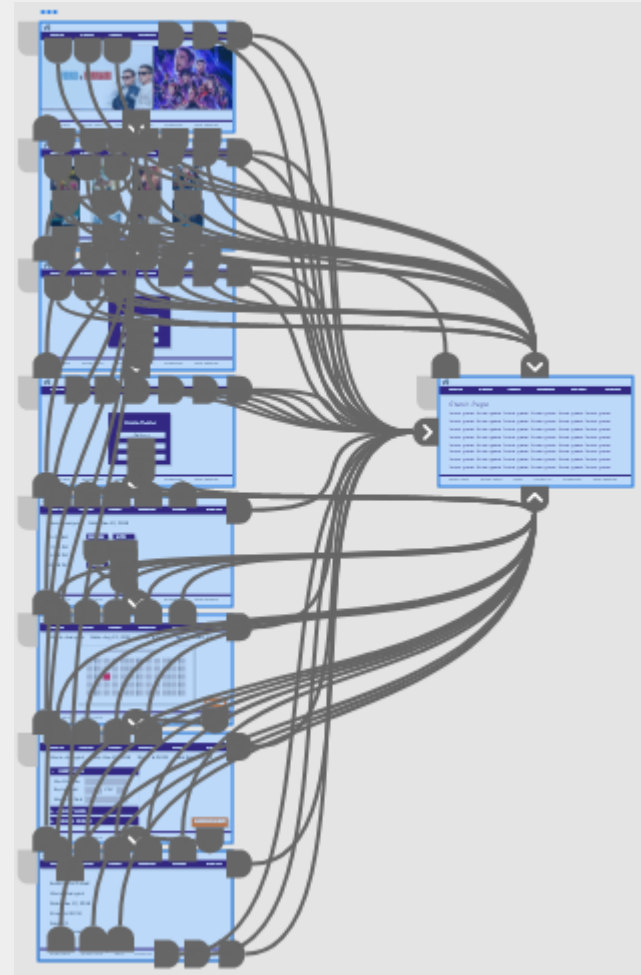


Mockups



High-fidelity prototype

[High-fidelity Prototype –
Responsive Web App](#)



Accessibility considerations

1

Throughout the design process high-contrast colors were used in correspondence with the background to aid better visibility

2

Plain text summary labels are included to the top of every screen for screen reader tools to call out the selections made

3

The shortest path to navigate the user flow has been designed to complete the ticket checkout process in minimal steps

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

Entertainment at theatres is a great way to open people to new experiences. Augmenting the ticket booking process using better design to something frictionless will help deliver the goal.



What I learned:

This second portfolio prompt in responsive design using Adobe XD helped develop a sense of the different tools available and the process steps involved in developing a great responsive design.

Next steps

1

Hand-off the designs to the developers and assist the build.

2

Understand the user behaviour once the product is live and build a priority of new features.

3

Reflect on the design backlog and understand how the additional features would supplement the initial goal of the initiative.

Thank you!