

# Case Study: Movie Theater App Seat Reservation

Makenzie

# Project overview



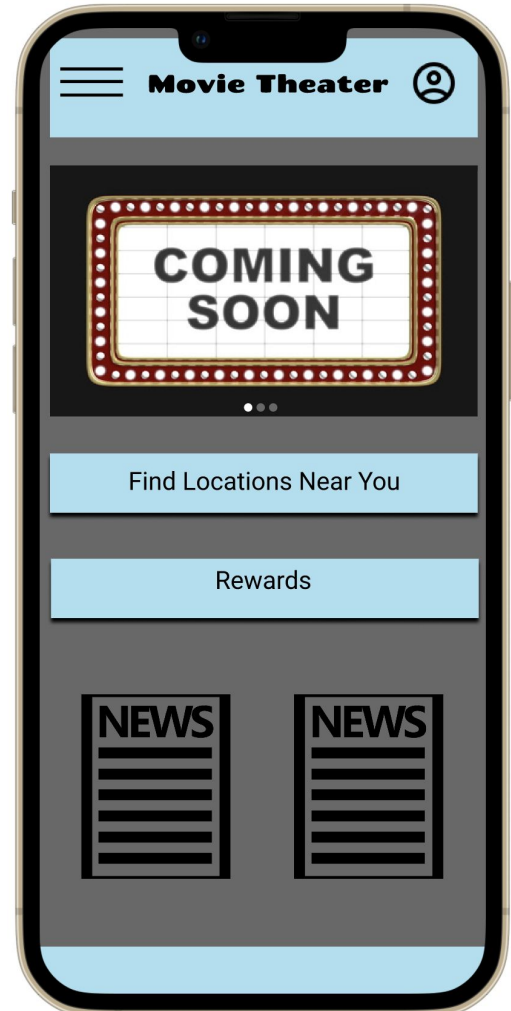
## The product:

This app allows users to be able to reserve movie theater seats ahead of time. They are also able to purchase movie tickets as well.



## Project duration:

January 2022 - May 2022



# Project overview



## The problem:

One problem we were solving was how the user would be able to reserve movie theater seats ahead of going to the theater.



## The goal:

The goal is to be able to make the user flow easy to allow users to reserve movie theater seats.

# Project overview



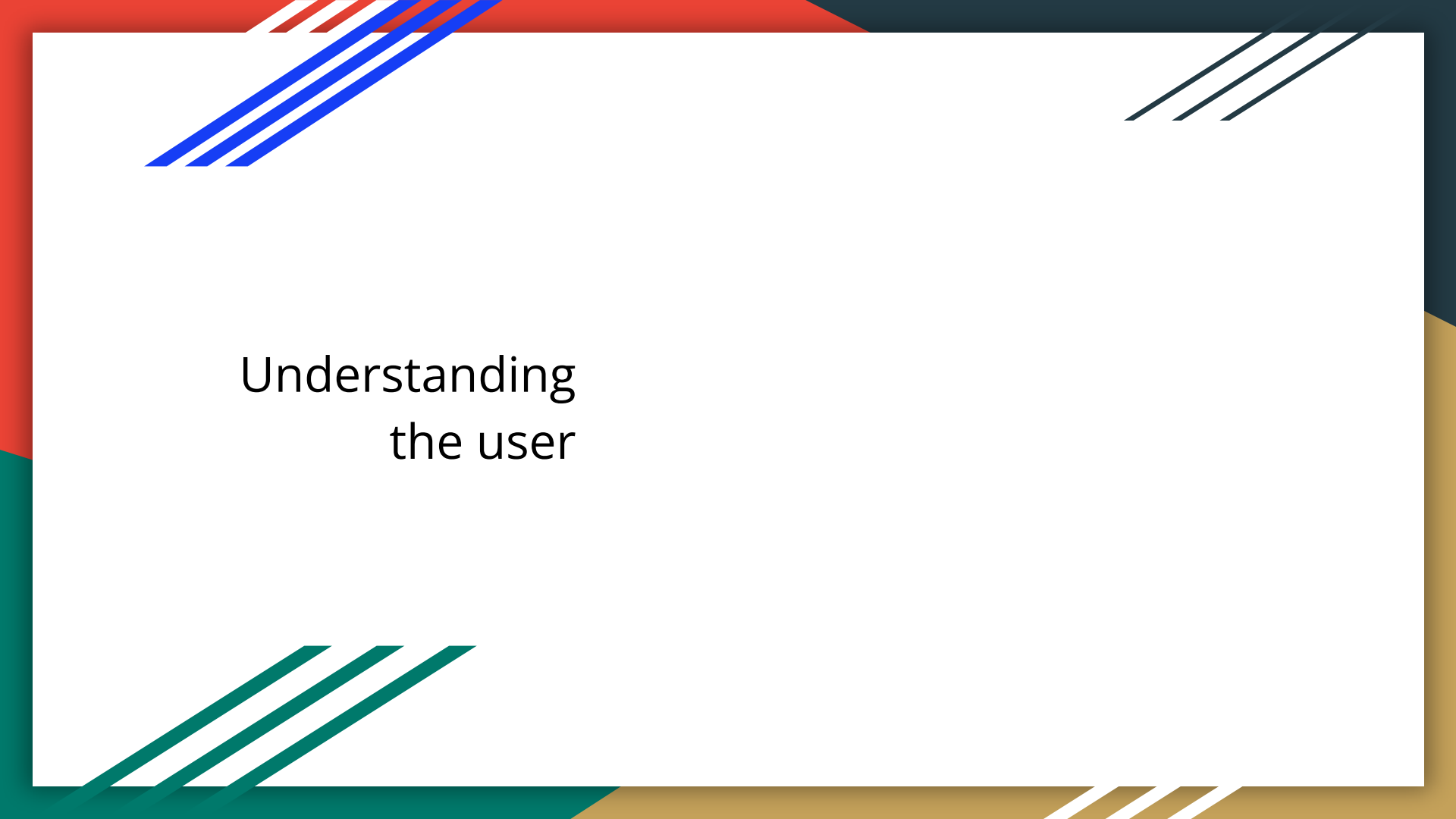
## My role:

UX Designer



## Responsibilities:

User research, wireframing, prototyping



# Understanding the user

# User research: summary



The research that was conducted was to find out how users were able to reserve their movie theater seats. There was not much information out there that allowed users to be able to choose their seats before arriving at the movie theaters. An assumption was that if there were apps out there that allowed users to reserve their movie theater seats, people would be using them more frequently.

# User research: pain points

1

## Seat selection

No easy way to select movie theater seats. Adding another color section can help with how the user interacts with the product.

2

## Location

Location selection was difficult. Hard to figure out how to select a different location.

3

## Color

Colors were hard to decipher on the seat selection section. Adding another color in the seat selection can help with the user deciding what seats to select.

4

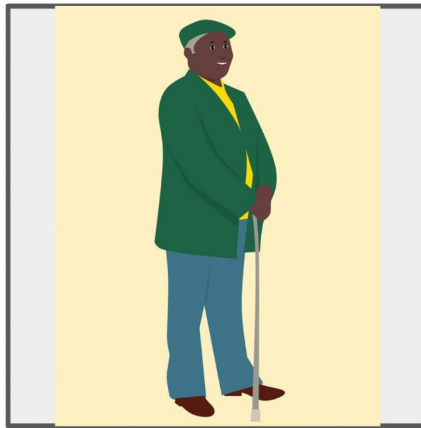
## Side Bar

Sidebar not able to return to screen it was originally on. The sidebar function should have the ability to be able to return to the screen the user was originally on or to be able to select a different section.

# Persona: Jim Johnson

## Problem statement:

Jim is a 60 year old store manager who needs to be able to reserve movie theater seats because he wants to be able to take his wife on weekly movie dates and have a seat that is next to her.



**Jim Johnson**

**Age:** 60

**Education:** Bachelor's Degree

**Hometown:** Denver, Colorado

**Family:** Wife and 2 dogs

**Occupation:** Store Manager at a local retail store

*"I'm not the best with technology, that's why I haven't used an app"*

## Goals

- Create an easy concept for reserving movie seats ahead of time.
- Allow tutorials for individuals who don't know how to work the app

## Frustrations

- "Technology is getting too advanced these days"
- "I'm used to the flip phones, not all of the apps nowadays"
- "Why can't there be a function for people who don't know how to work an app to allow help"

Jim is a 60 year old who is a store manager at a local retail store. When Jim has days off of work he likes to take his wife out for weekly movie dates. Jim currently doesn't use an app to reserve seats, but is willing to after a bad experience. One night he went to buy his tickets and choose his seats to find out that the seats were nowhere near each other and they had to sit separately.



# User journey map

My goal was to be able to figure out how the user flow was going to be like and how to improve how a user would interact with a movie theater reservation app.

## Persona: Jim Johnson

Goal: Be able to reserve movie theatre seats before going to the movie showing.

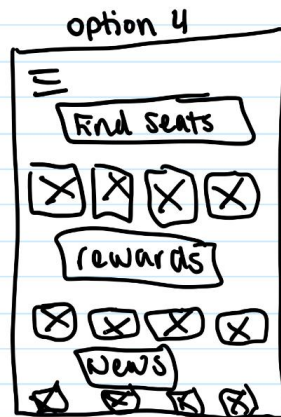
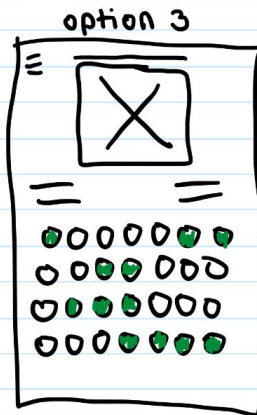
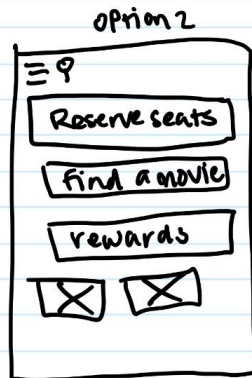
ACTION	Locate Movie app on Phone	Select Movie of Choosing	Reserve Seats	Buy Movie Tickets	Drive to Movie Theatre
TASK LIST	Tasks A. Find phone B. Select the Movie Theatre App	Tasks A. Select a movie theatre location B. Choose a movie you want to see	Tasks A. Select time of movie showing B. After clicking a time, seats of the theatre will display C. Choose the seats you would want sit in	Tasks A. After selecting seats, proceed to pay B. Pay for the movie C. You'll receive a confirmation email	Tasks A. Get in car B. Drive to theatre C. Show ticket attendant the email confirmation D. Proceed into the theatre and into reserved spots
FEELING ADJECTIVE	Feeling neutral. Hoping to find the phone to decide a movie.  Feeling frustrated when he can't find the app because of the small lettering	Starting to feel happy about being able to choose a movie, a little bummed when a movie you want to see has already passed its time.  Enjoys seeing the picture of the movie with the title.	Feeling not as confident in deciding seats. Not really understanding what the color of the seats mean since there is no key.  Not comfortable with people being able to decide to sit next to me with an empty theatre	Feeling anxious hoping to not lose the seats chosen. Feeling anxious and frustrated when the timer pops up on the payment screen.  Feeling more relieved when receiving the email.	Feeling happy. Hoping the ticket attendant will allow us to bypass the line and go straight to the movie.
IMPROVEMENT OPPORTUNITIES	Make the app more noticeable for those with a vision impairment	Save a location for easy access	Have a multi colored seating system: 1 color for reserved, 1 color for in-process, another for empty	Provide an option for auto-pay and to remove timer from the payment screen	Provide a reward for using the app to purchase tickets



Starting  
the design

# Paper wireframes

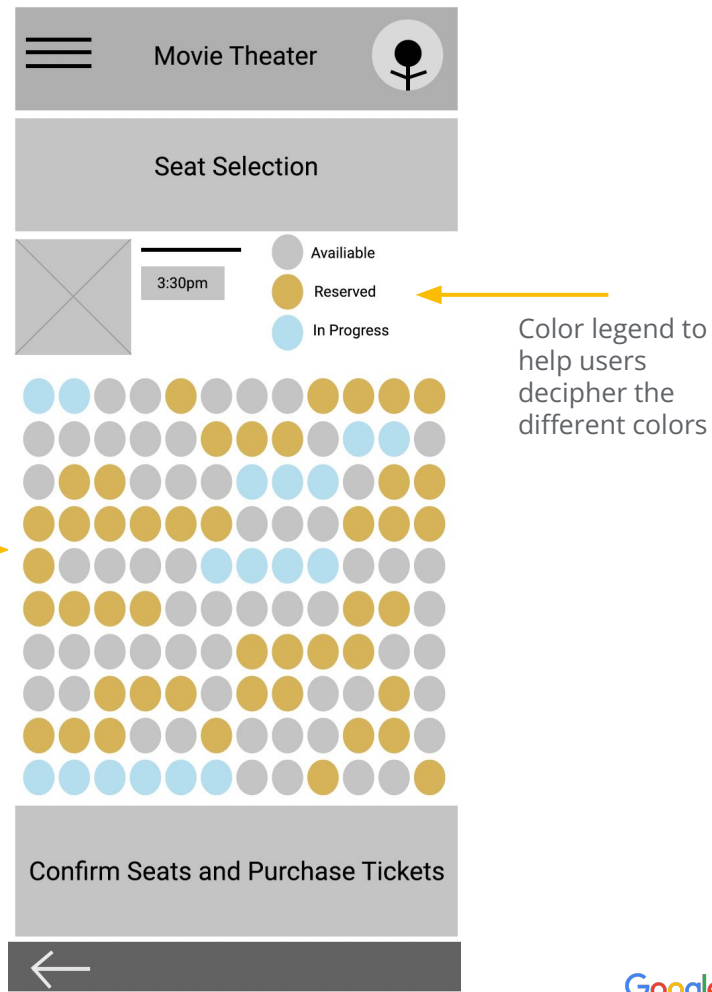
My thought process going into this is how a user would be able to move throughout the app with an objective in mind, which is to be able to reserve movie theater seats.



# Digital wireframes

My goal for this wireframe was to help users be able to see where they would be sitting and help determine to other users how full the theater is. This can help users decide if they want to find a different movie or a different time.

Each of these circles represent a seat in the theater. This helps users visually see where they would be sitting.



# Digital wireframes

My thought when creating this section was to be able to give users a way to be specific in their location to be able to locate the closest movie theater to them.

Gives the option for users to be able to put in their city and state to narrow down options

The wireframe shows a mobile app interface for finding movie theaters. At the top is a header bar with a hamburger menu icon, the text "Movie Theater", and a user profile icon. Below the header is a section titled "Locations Near You". Under this title are two input fields: "City and State" and "Zip Code". Below these fields is a "Search" button. Below the search bar is a list of eight items, each consisting of a gray circle icon, a horizontal line, and a distance value. The distances are: 5 miles away, 7.5 miles away, 12 miles away, 17 miles away, 22 miles away, 30 miles away, 38 miles away, and 45 miles away. An orange arrow points from the "City and State" input field to the text "Gives the option for users to be able to put in their city and state to narrow down options". Another orange arrow points from the "12 miles away" item to the text "Shows the user the distance from the nearest to the furthest movie theater." At the bottom of the screen is a dark gray bar with a white back arrow icon.

City and State	Zip Code

Search

- 5 miles away
- 7.5 miles away
- 12 miles away
- 17 miles away
- 22 miles away
- 30 miles away
- 38 miles away
- 45 miles away

Shows the user the distance from the nearest to the furthest movie theater.

# Low-fidelity prototype

<https://www.figma.com/proto/lli2GHsXnWCqMUR9MKqWem/Movie-Theater-Challenge-1?node-id=1%3A3&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A3>



# Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

## Round 1 findings

- 1 Frustration over seat selection. All of the users during the usability study found that the seat selection section was hard to follow and struggled to continue onto the next task.
- 2 The colors on the seat selection were confusing to determine who the other users or the current user were since they were the same color.
- 3 The check-out process was really easy and users found the confirmation page to be relieving.

## Round 2 findings

- 1 Seat selection was easier with another color to help users see what color they are representing.
- 2 Location section is laid out nicely and easy to locate theaters.
- 3 The review page was nice to have. Helps users see what they are purchasing and make sure all of their information is correct.



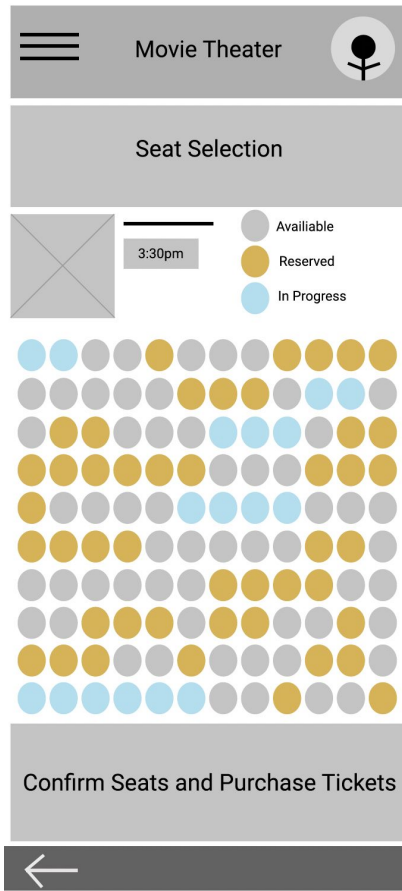
Refining  
the design



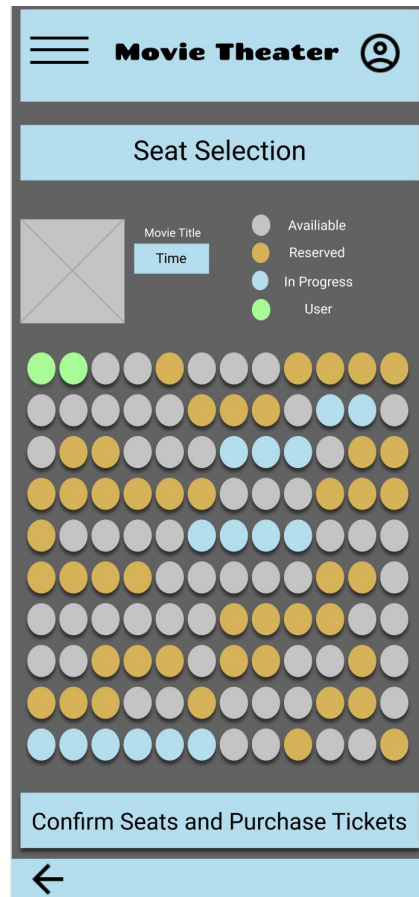
# Mockups

After the usability study I went back and added another color that would help users see what seats they were selecting. I also made it brighter so the users can see the difference between all of the colors.

Before usability study



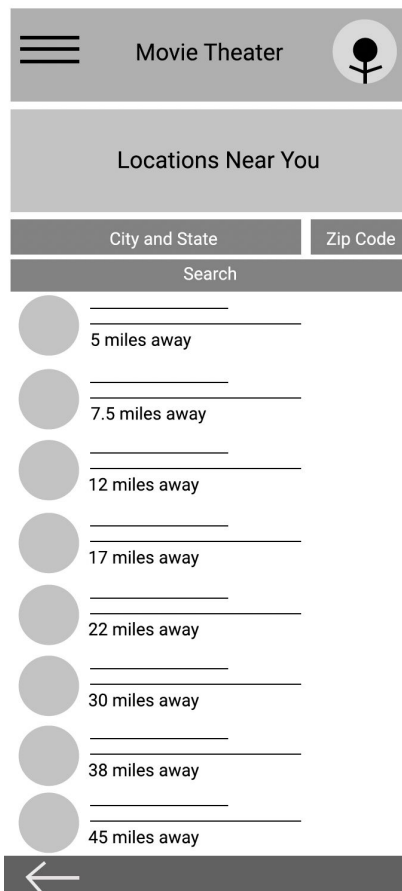
After usability study



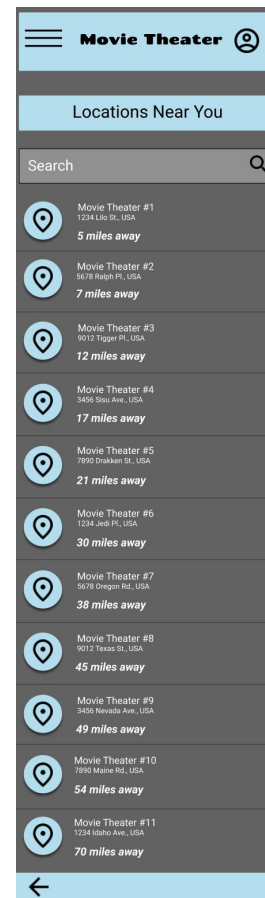
# Mockups

When creating the mockup after the usability study, I had simplified the search option as well as blocking each theater into its own section. This helps break up all of the text.

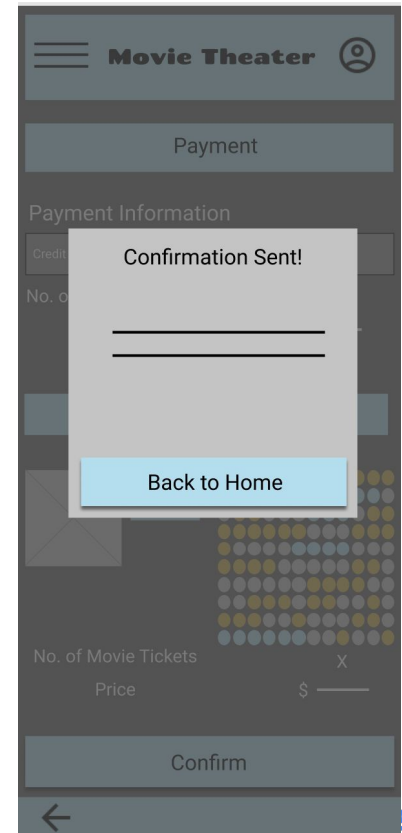
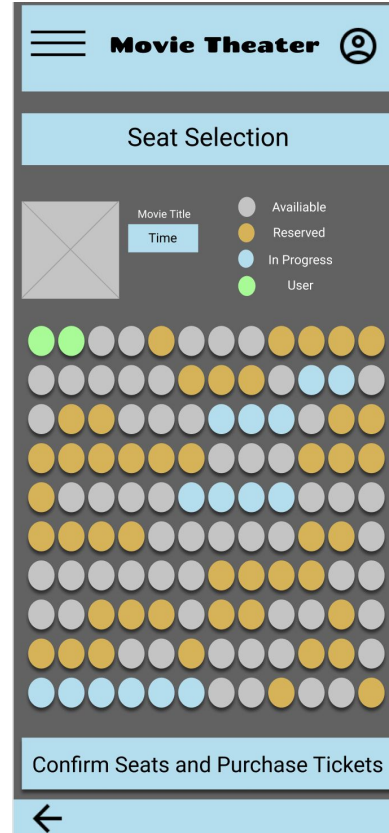
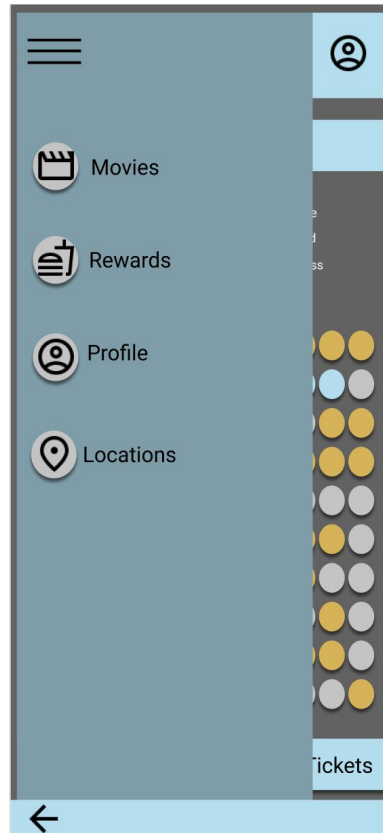
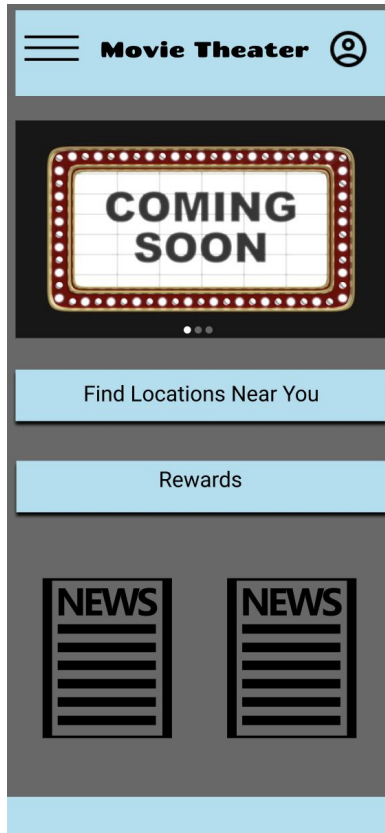
## Before usability study



## After usability study



# Mockups



# High-fidelity prototype

<https://www.figma.com/p/roto/elknmLDYI9w1rAG9nUfDuK/Movie-Theater-Challenge-1-Mockup?node-id=1%3A3&scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A3>

# Accessibility considerations

1

Variety of colors that can help with those who are visually impaired. The colors were tested in a color accessibility website.

2

Large icons for those who are visually impaired.

3

Images on the app to help break up a lot of the text in the app.



Going forward

# Takeaways



## Impact:

This design will impact many users because this will help them be able to plan a trip to the movies without the worry of being able to find a seat. Many peers have said that this would be an app they would use in the near future.



## What I learned:

Something that I had learned from creating this project is that you can't just take your own ideas into consideration. You have to be able to think about others around you and how they would be able to access your products.

# Next steps

1

Continue to build out the app and add other details like re-working the reward system and add pictures (trying to find pictures for movies is hard with copyright laws).

2

Re-work the animations and possibly add more animations if needed. Adding more animations could engage users even more.

3

Work on when a user wants to select a seat in the seat selection section, it takes them to the next page.



# Let's connect!



Find out more of my work at <https://makenzie-wilson.com>