

Book Movie Ticket

Pratik Tale

Project overview



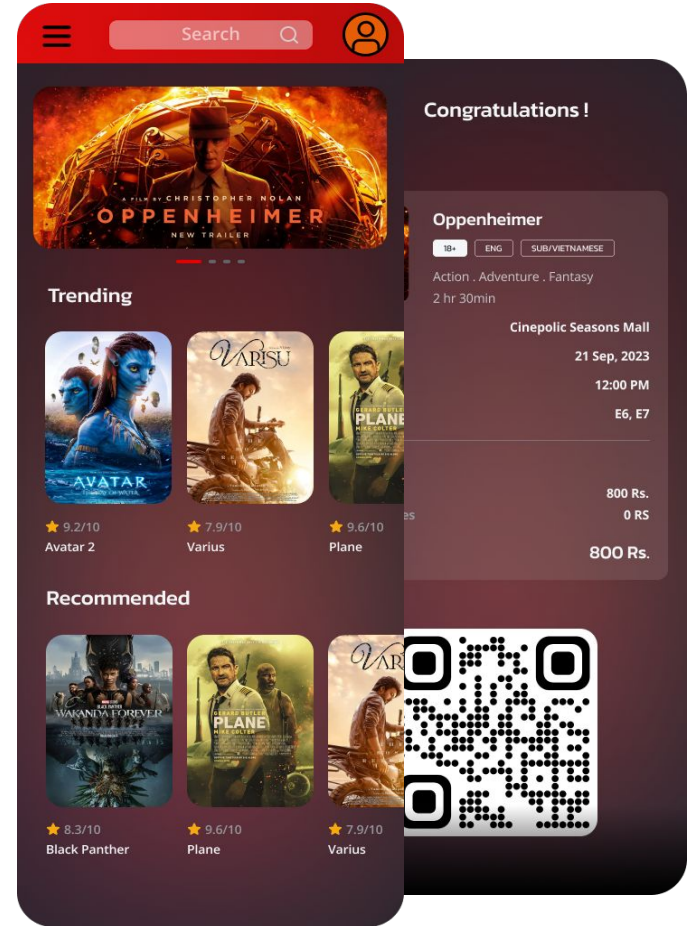
The product:

The Movie Ticket Booking App is user-friendly and packed with features mobile application created to make the process of purchasing movie tickets as simple as possible. This app gives customers an easy way to find, reserve, and enjoy their favorite movies in nearby theaters with a beautiful and user-friendly design.



Project duration:

20 JUNE 2023 TO 15 AUG 2023



Project overview



The problem:

He doesn't want to waiting in line to book a ticket



The goal:

To reserve the seat in theatre easily without leaving their house

Project overview



My role:

I am UI/UX designer, I designed Movie Ticket Booking App



Responsibilities:

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

Understanding the user

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

User research: 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 working on the Movie ticket booking app design

The points of view of this user group supported some of our initial assumptions on the audience for the movie ticket booking app. But the study also turned up some new information. It became clear that other factors than time constraints prevented these customers from fully appreciating the cinematic experience. They also encounter other difficulties, such as work-related duties, personal hobbies, or unique life situations, which might make it challenging to go to movie theaters in person or even arrange movie outings.

User research: pain points

1

Accessibility

Platforms for booking movie ticket are not equipped with assistive technologies

2

Booking Process Complexity

Users may find the booking process too complicated, with too many steps, and may become frustrated with a lack of guidance.

3

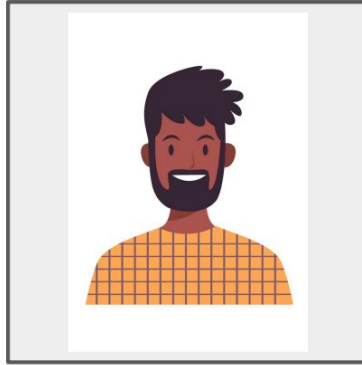
Seat Selection Challenges

Users may struggle with selecting and reserving seats, especially if they are booking for a large group.

Persona: Name

Problem statement:

Nishant is a busy Software Engineer and adult who needs easy access to App which book movie ticket because they don't want to leave their desk until the ticket will be booked



Nishant Pawar

Age: 30
Education: B-Tech Engineer
Hometown: Satara, Pune
Family: Live with mother and father
Occupation: Software Engineer

"I don't have a lot of time to go to the movies, but I love spending time with my family."

Goals

- Wants to be able to find the best seats in the theater
- Wants to be able to save money on tickets
- Wants to be able to have a convenient and easy movie-going experience with family

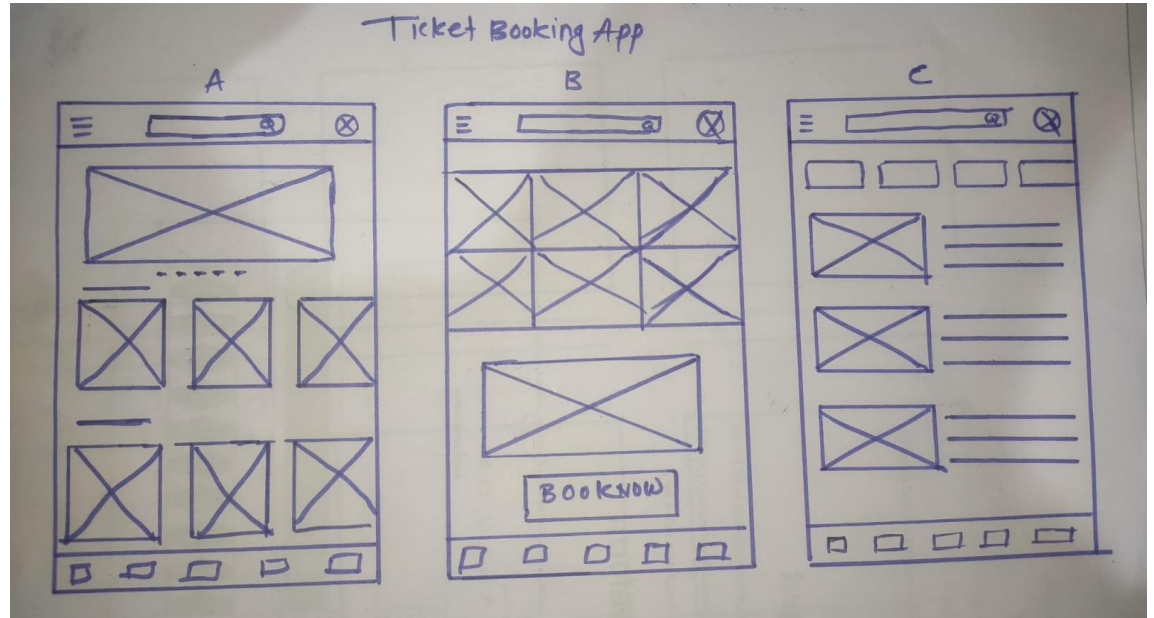
Frustrations

- Hates waiting in line to buy tickets
- Wants to be able to reserve seats in advance
- Wants to be able to find out what movies are playing, and which is best one

Nishant Pawar is a 30-year-old software engineer he work from and stay at home with mom and dad . He loves spending time with his family, but he also has a busy schedule. he doesn't have a lot of time to go to the movies, but he loves watching movies with his family.

Paper wireframes

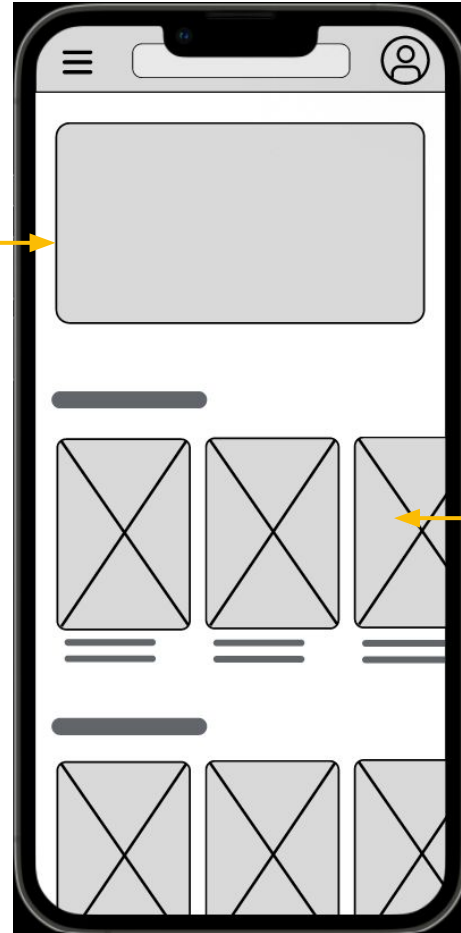
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points.



Digital wireframes

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

This poster at the top of the home screen makes it fast and easy for users to see movie is trending

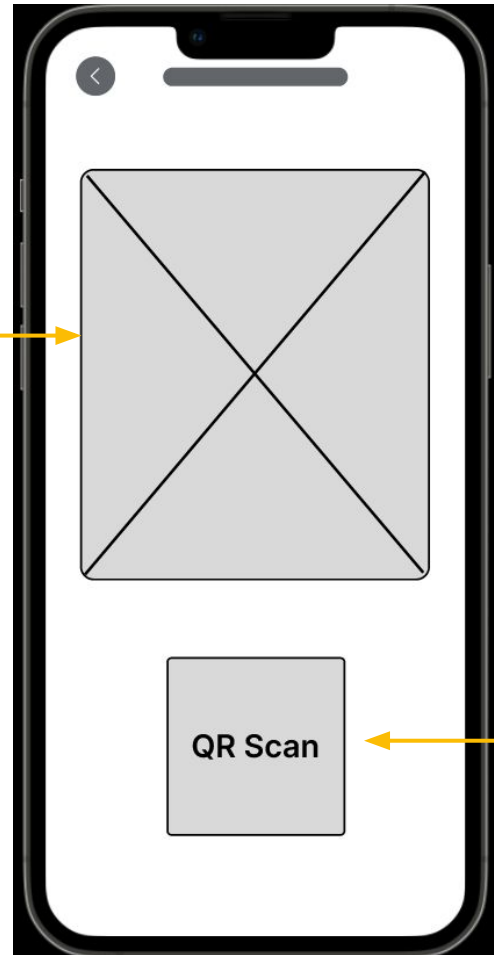


This slideable section shows the category movie and recommended movie

Digital wireframes

This is the final page of the movie ticket booking app. It shows the confirmation page.

This is the description of the movie which is selected to book the ticket.

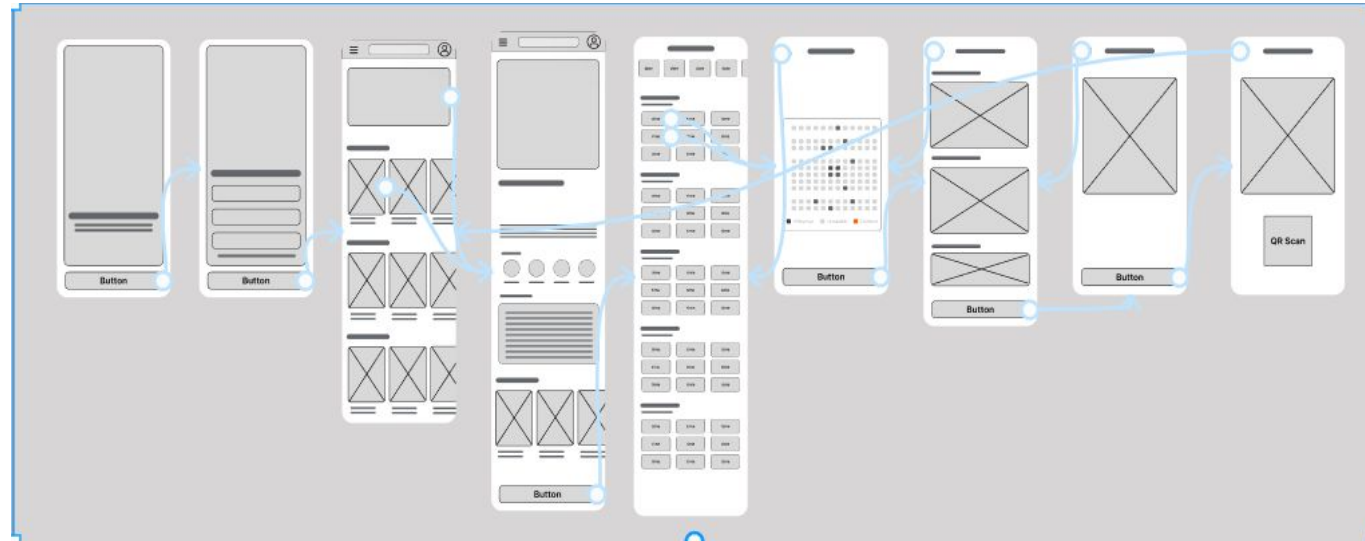


This is the QR code for checking in at the theatre.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was booking a ticket. the prototype could be used in a usability study.

Lo-fi-prototype



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to book ticket quick
- 2 User want process of booking is simple
- 3 Users want to proper checkout process

Round 2 findings

- 1 They want to avoid long booking process
- 2 They don't want confusion in booking process

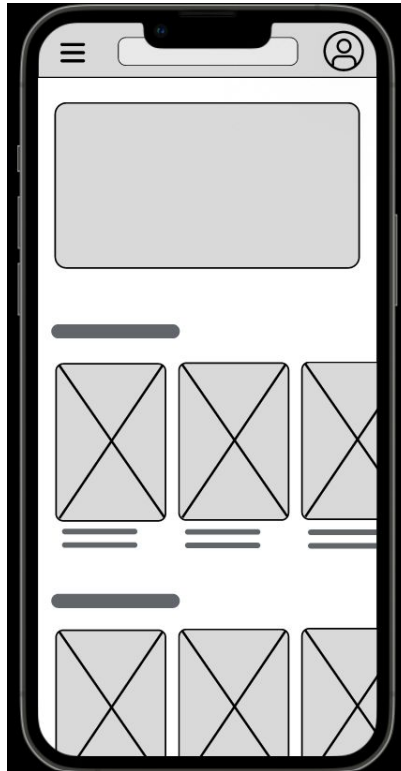
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

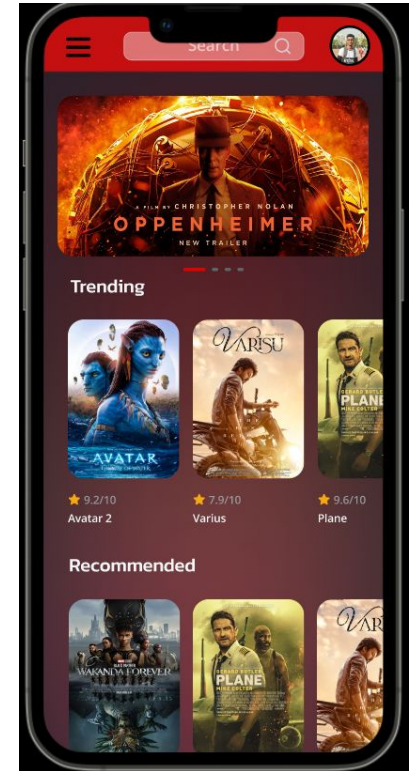
Mockups

Early usability study I
customize some navigations
in the design and refine the
mockup as well

Before usability study



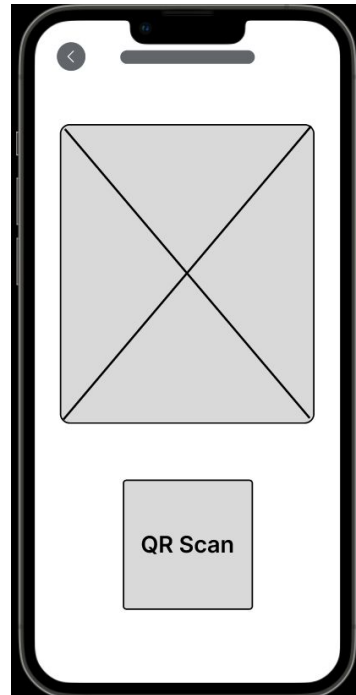
After usability study



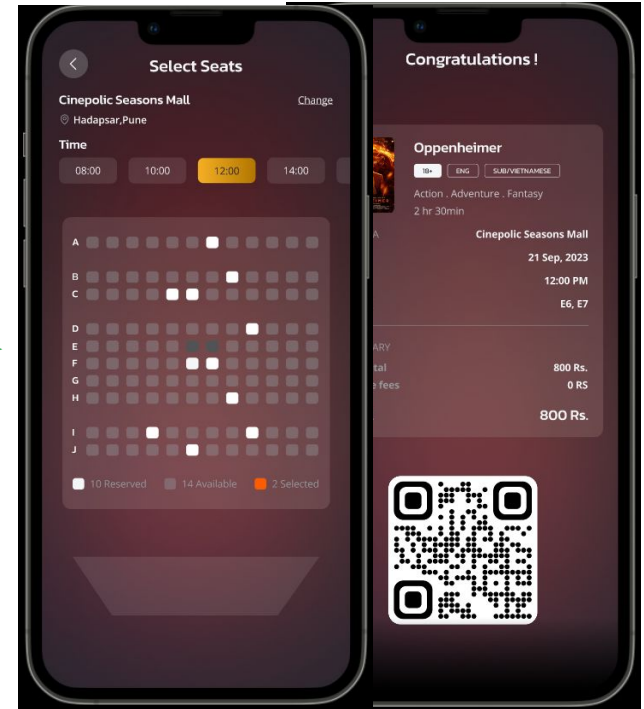
Mockups

In second study I changed seat selection and confirmation page with minimum text. Also avoid confusions in checkout and confirmation page

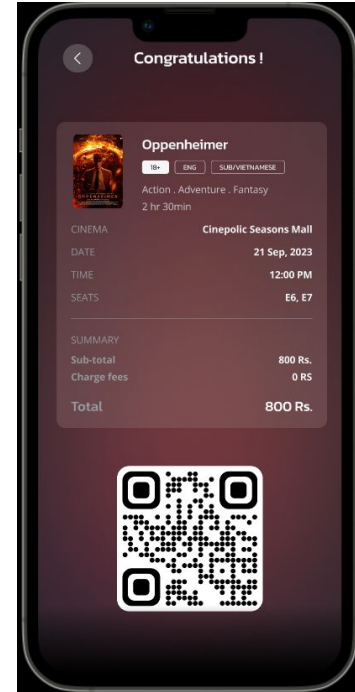
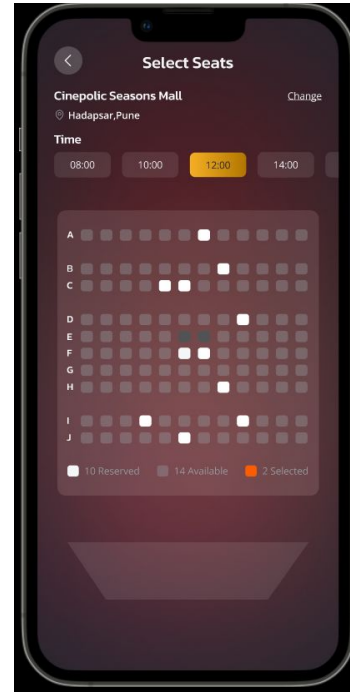
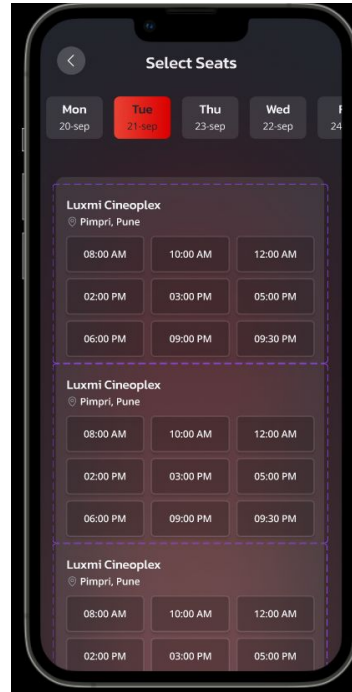
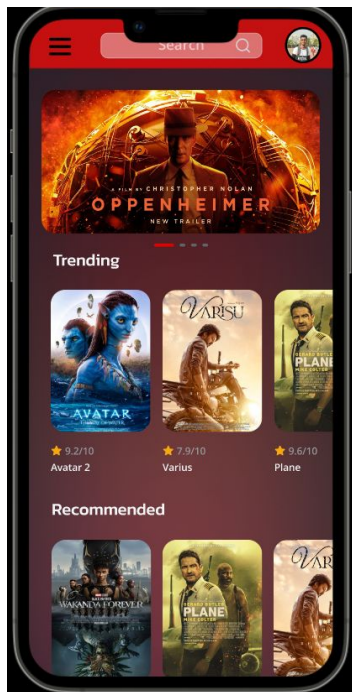
Before usability study



After usability study



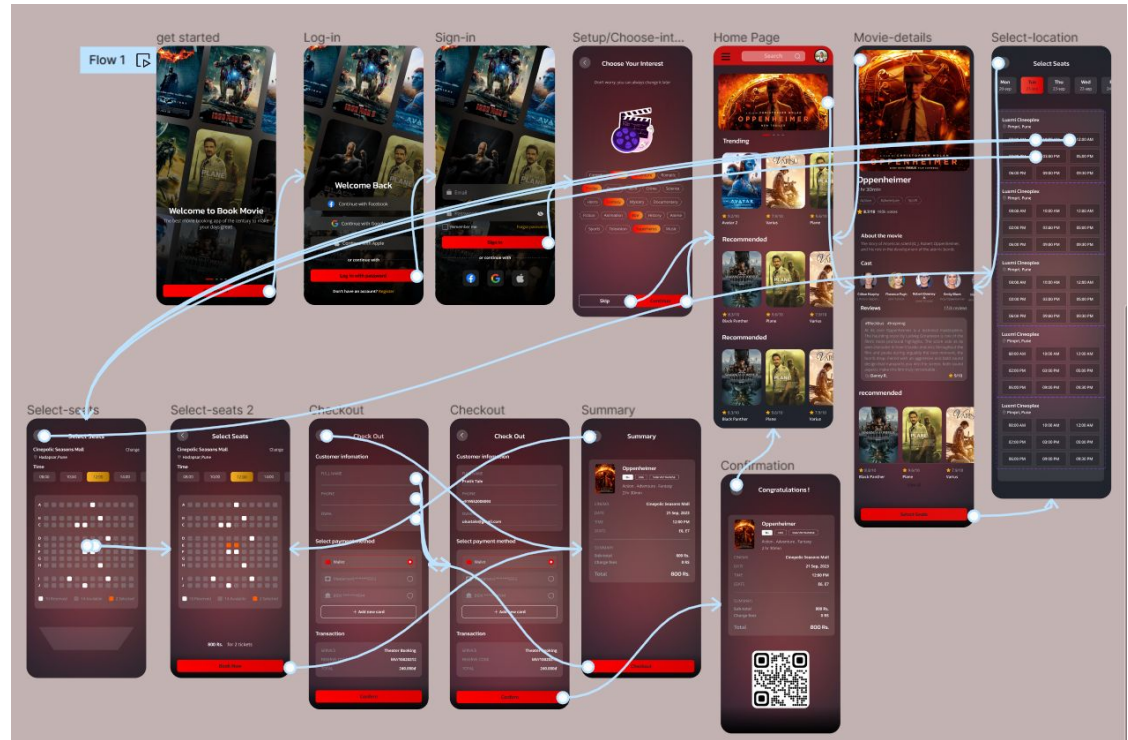
Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for booking to checkout process. It also find the nearest theatre for booking a ticket

Hi-Fi Prototype



Accessibility considerations

1

Increased user satisfaction and inclusivity.

2

Used icons to help make navigation easier.

3

Provided access to users who are vision impaired through adding alt text to images for screen readers.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like booking ticket is easy for everyone at the sitting at home and some where else.



What I learned:

While designing the book movie app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

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.

Let's connect!



Thank you for your time reviewing my work on the Book Movie app! If you'd like to see more or get in touch, my contact information is provided below.

Email: uiuxtale@gmail.com

Website:

Thank you!