

# Movie GO

Your favorite movie theater app on the GO!

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## Mark Joshua Concepcion

Full Stack Web Developer, UI/UX Designer



### NOW SHOWING

Trailer Only



#### Black Adam

Action/Adventure

★ 5.7



#### Smile

Horror

★ 7.7

# Project overview



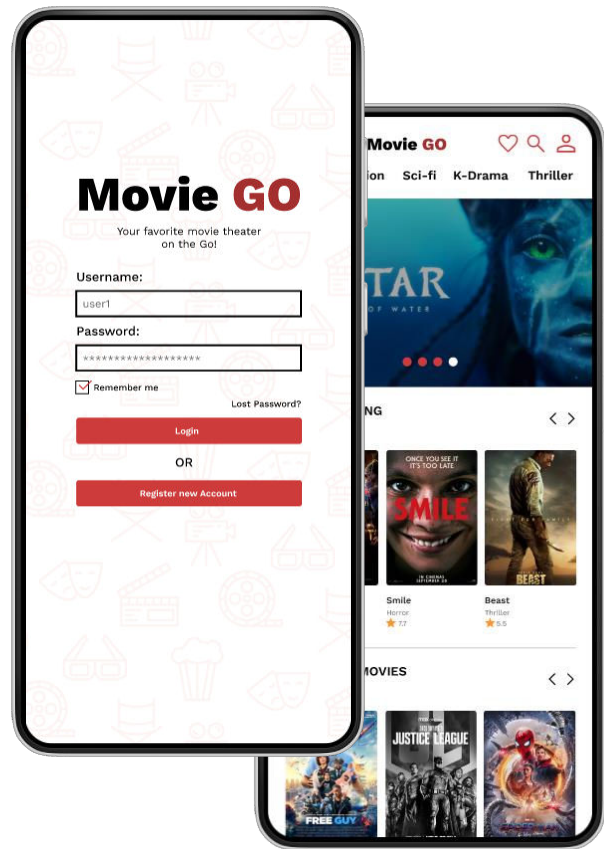
## The product:

Movie GO is my personal project throughout the UX Design course that I've taken on Coursera. Movie GO is an app for any moviegoers out there who want to relax and enjoy. This app is designed to provide an easy and simple to find a movie trailer with detailed information that is available in the movie theater.



## Project duration:

September 2022 to February 2023



# Project overview



## The problem:

Moviegoers have a busy schedule to find a movie trailer with accurate detailed information and watch it at the theater



## The goal:

Simplify the process that allows users to find a movie trailer easily and have the capability to book a seat at the theater on the device

# Project overview



## My role:

UI/UX designer designing an app for Movie GO from watching to enjoy and relax.



## 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



For a deeper understanding of the users I'm designing for and their needs, I planned, analyzed, conducted, and created empathy maps. Working a busy schedule or having a limited amount of time was a primary user group that was identified throughout the research.

This user group confirmed preconceived notions about people who watch movies in theaters, but research also showed that working a busy schedule or having a limited amount of time was not the only thing stopping users from watching the entire movie in the theater. Other user issues include a lack of information regarding where to watch, seat availability, whether or not movies are good or bad, and the recommended movie to watch. This makes it time-consuming to find which movie to choose.

# User research: pain points

1

## Time

Working persons are too busy or having difficulties managing their favorable time

2

## Information

Movie trailers lack information like ratings, time and feedback from users who already watched.

3

## Accessibility

App for Movie trailers are not equipped with assistive technologies

4

## Location

Take some time for finding the full movie the trailer where to watch and how far is it

# Persona: George

## Problem statement:

George is a busy lawyer at a big law firm industry who needs to be guided and organized because he want the best experience and convenient



George

**Age:** 38

**Education:** Juris Doctor degree

**Hometown:** Manila, Philippines

**Family:** Lives with own family

**Occupation:** Lawyer

*“Time is gold so I want to be guided and organized in everything to be sure the best process”*

## Goals

- To book and watch the full movie from the trailer in the movie theatre as easy
- To be informed well and have full details of every trailer or movie

## Frustrations

- Difficult to know if the movie theatre is a full slot or not
- Where movie theatres the trailer are available
- Insufficient information

George is a lawyer and handles a bunch of documents at a big law firm industry. Since George has an organized person, he would prefer to get guided and informed in every movie trailer he wants to watch to get him more interested so he can get not waste the time on what he wants to choose.



# User journey map

Mapping George's user journey revealed how helpful it would be for users to have a detailed guide and information about trailers for the movie theater

## Persona: George

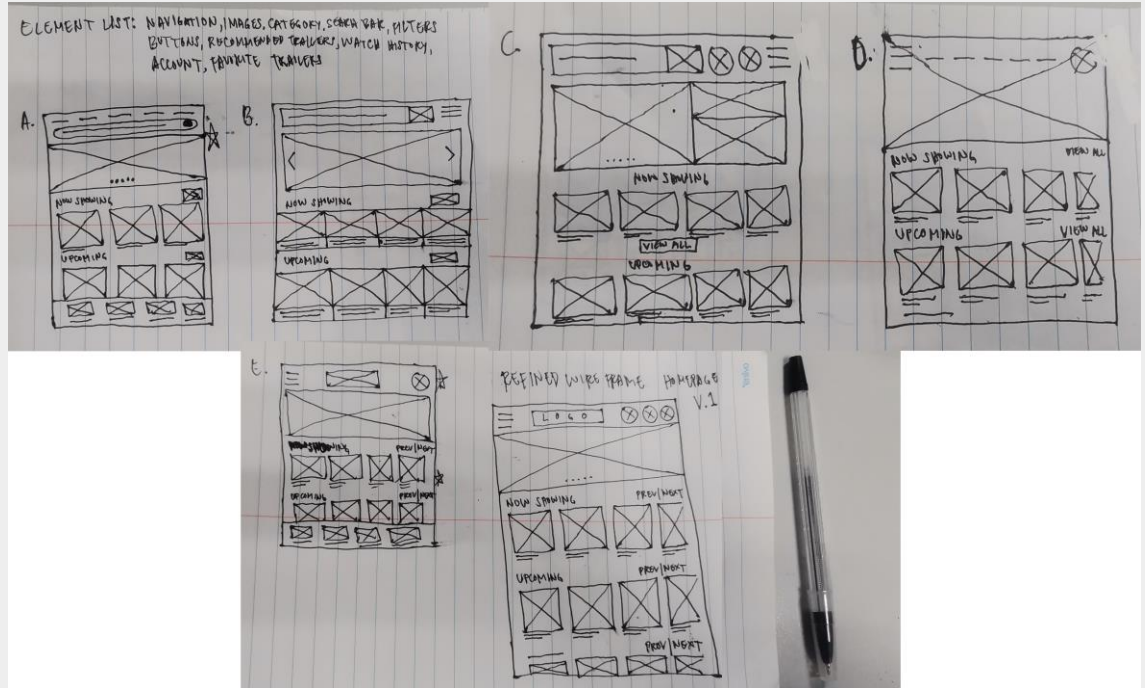
Goal: An organized and detailed information of the trailers for the movie theater

ACTION	Find movie Theatre	Check the available movies	Pay for the ticket	Check the receipt or details	Watch the movie of the trailer
<b>TASK LIST</b>	Tasks A. Check on the internet B. Friend's recommendation	Tasks A. Checking the trailers and the availability B. Reading the feedbacks	Tasks A. Ask details to the cashier B. Make a reservation for the slot C. Get the ticket	Tasks A. Purchase extra items (popcorn, drinks, etc.) B. Confirm the receipt if correct	Tasks A. Prepare things B. Take a seat C. Wait for the movie to start
<b>FEELING ADJECTIVE</b>	Hopeful that there's an available slot for his schedule and the nearest movie theater	Hopeful that the trailer for the movie is available  Worry if the full movie is available	Excited about the full movie  Worry about how much for the full movie	Glad to secure the slot for a full movie  Hopeful all the details on the receipt are correct	Exciting about the full movie  Relax and enjoying the environment
<b>IMPROVEMENT OPPORTUNITIES</b>	Offer a way where is the nearest movie theater  App for Movie Theater locator	Providing ratings for each trailer/movie  App trailers for movie theater	Flexible Payment  Advance Reservation via online or an app	Electronic receipt (paperless)  Add full details and guides	Adding close captioning  Freebies that thank you for watching



# Paper wireframes

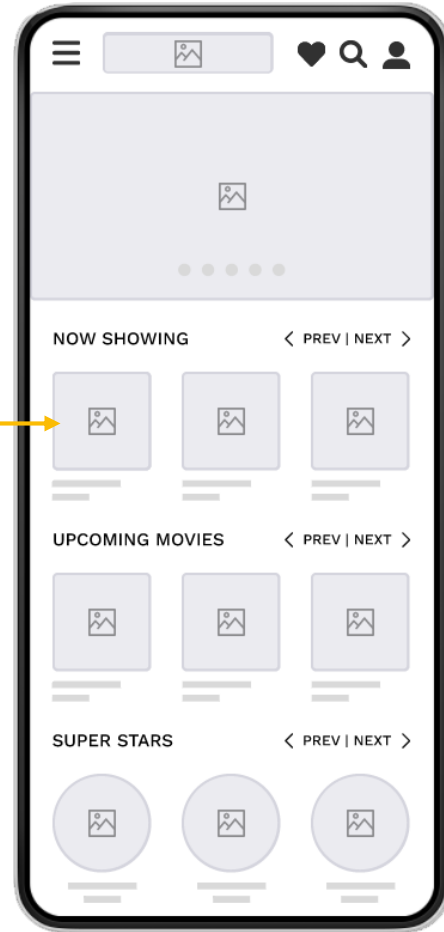
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I allow the user to see all movie trailers categorized for each section even if the users have not login to help users save time and easy to find movies to watch



# Digital wireframes

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

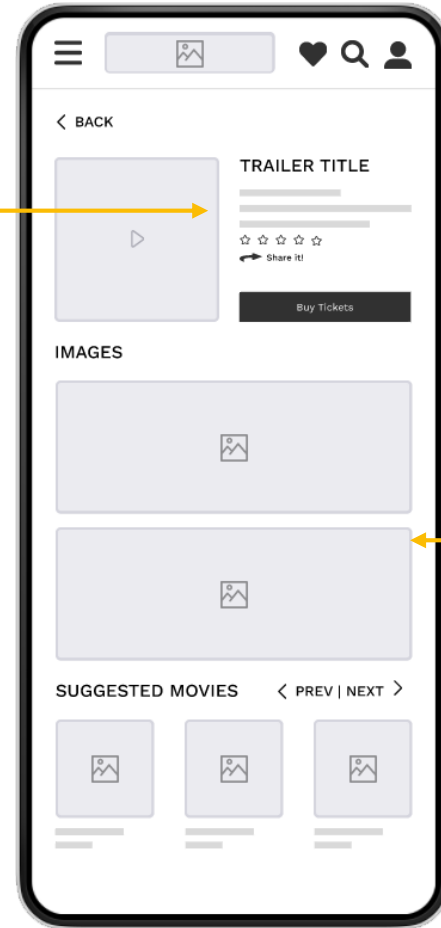
Movie trailers are easy to find by categorizing the type of each section



# Digital wireframes

Organized with key information about the movie trailers to help users to address their needs and provides convenience.

Movie trailers have full detailed information needed such as synopsis, cast, rating, feedback, and many more

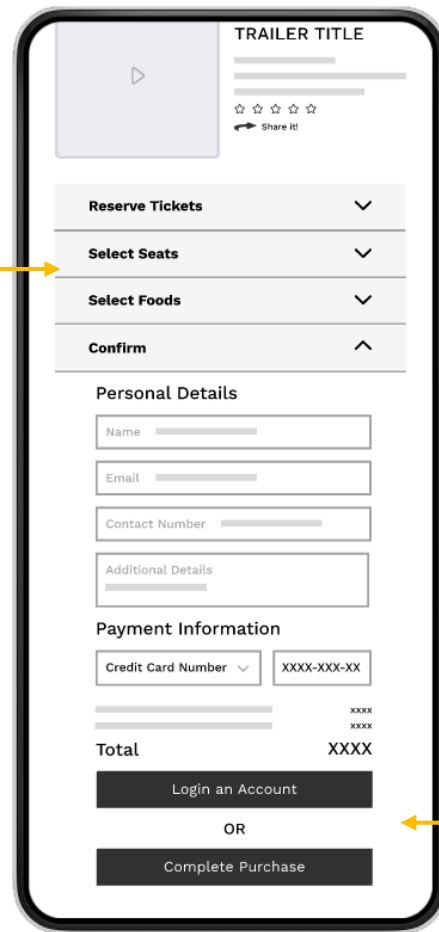


Images that can view easily by users and give a first insight into what is about to trailer video

# Digital wireframes

A straightforward and step-by-step process allowing users to complete the checkout process as easily.

Tabs that are easy to follow, direct, and straightforward throughout the process



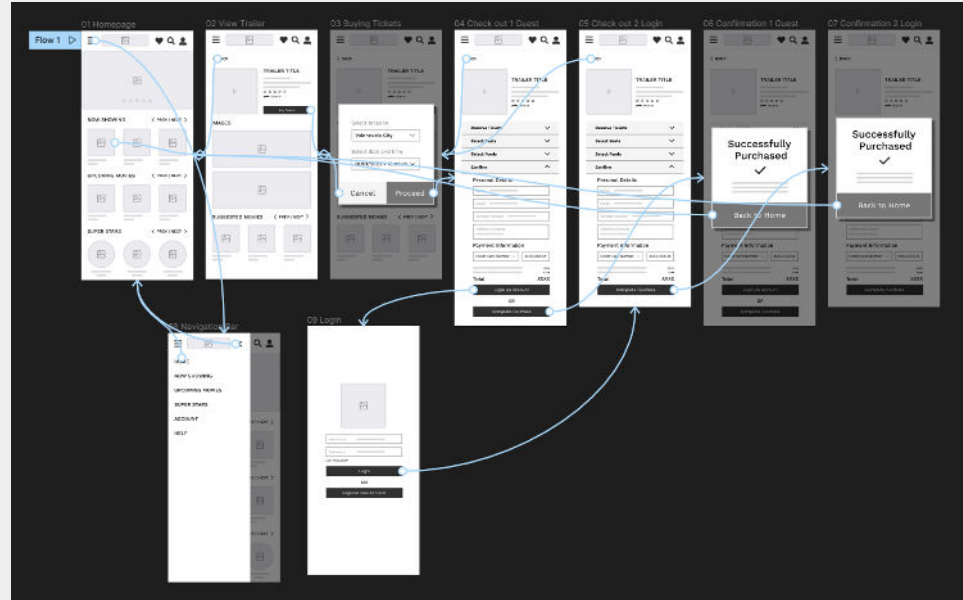
Users can complete the checkout process by using an account or guest

# Low-fidelity prototype

The low-fidelity prototype connected the primary user flow of building and reservation of a ticket to the movie theater, so the prototype could be used in a usability study with users.

View Trailer App for a movie theater

[low-fidelity prototype.](#)



# Usability study: findings

The important factors that would help the app to provide a great user experience were identified by the unmoderated and moderated usability studies.

## Round 1 findings

- 1 Users want to identify movie trailers in a specific label
- 2 Users want a validating process to avoid fake reservation
- 3 Users want detailed key information from start and after checking out the process

## Round 2 findings

- 1 The checkout process was no confirmation before purchasing
- 2 The calendar can't provide the availability of dates
- 3 The seats have no exact label



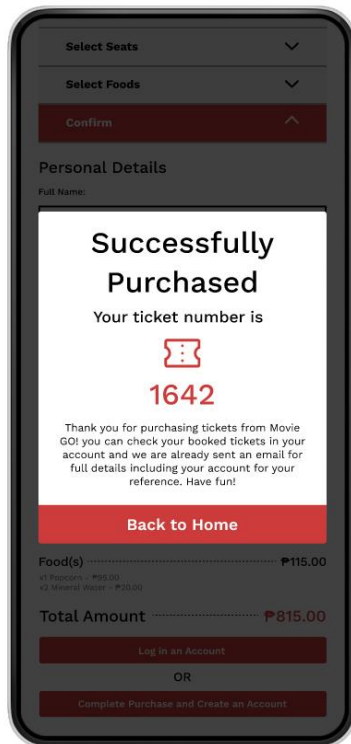
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

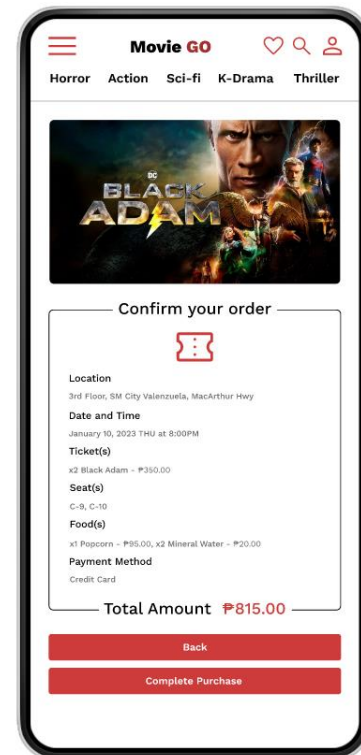
# Mockups

A certain amount of modification was possible in early designs, however following the usability research, I added a confirmation page to let the users know and confirm their orders before they checked out

Before usability study



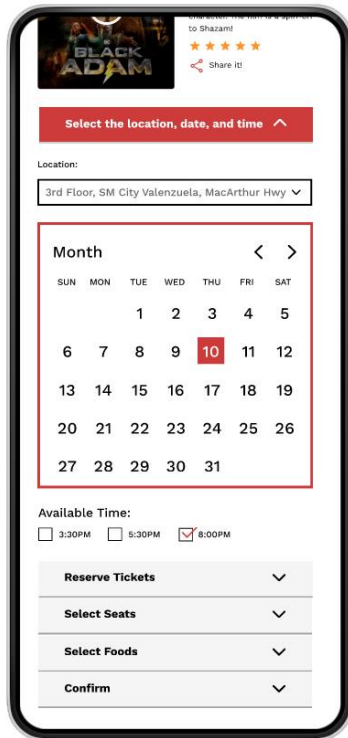
After usability study



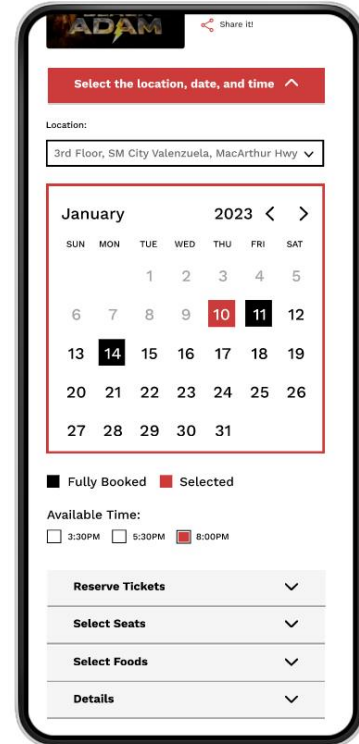
# Mockups

For a more detailed process, the second usability study also revealed confusion about the date availability and slots. I improved the calendar by incorporating useful labels for the users to easily figure out the available date at the theater

Before usability study



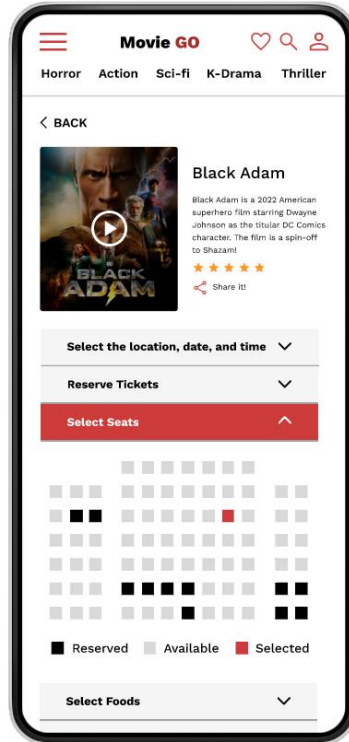
After usability study



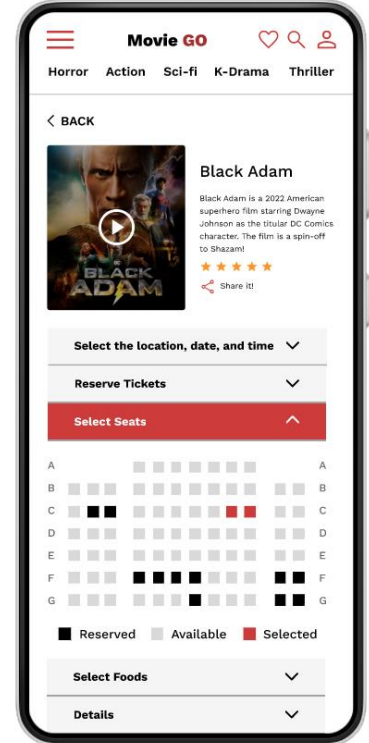
# Mockups

Additionally, usability study helps improve user experience design even tiny improvements can bring great impact to the users. I put some labels on the seat selection in order to easily find the exact location of the seat in the theater

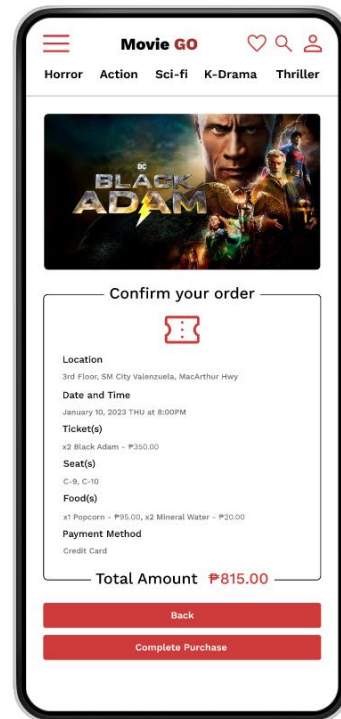
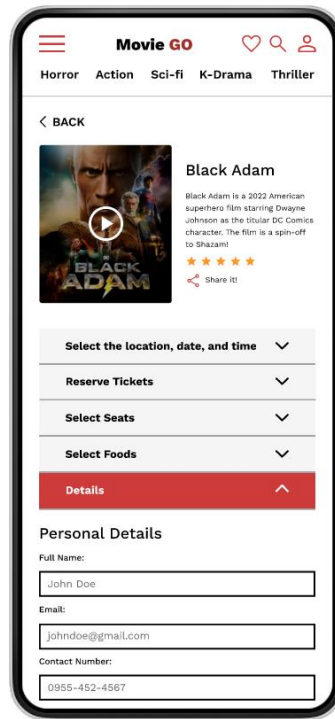
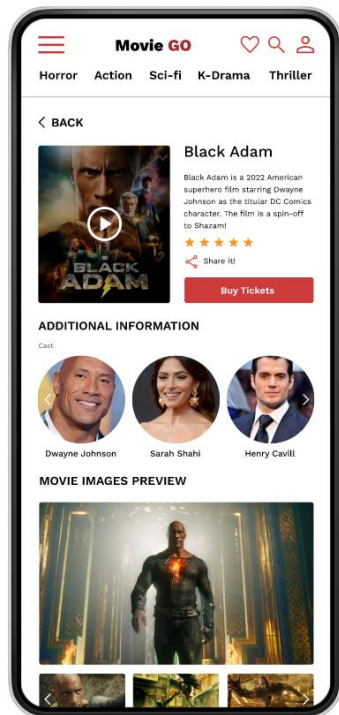
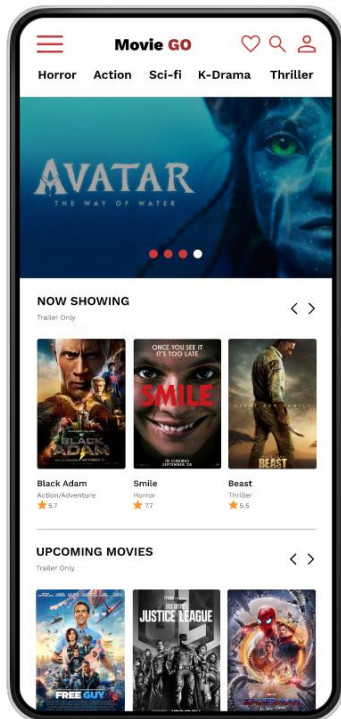
Before usability study



After usability study



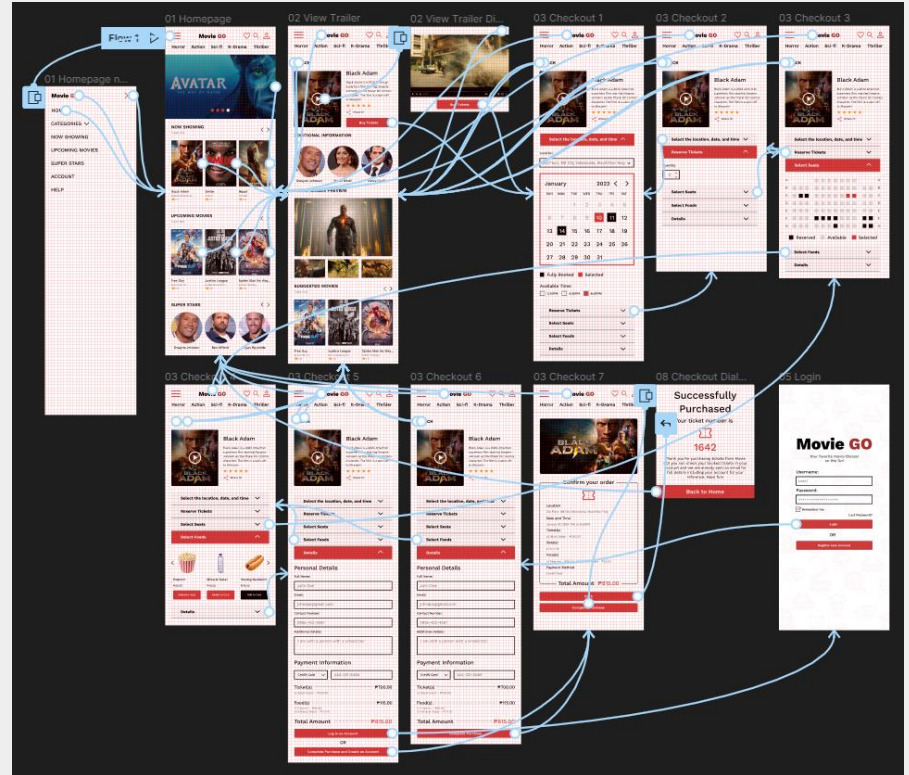
# Mockups



# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for selecting a movie trailer and checkout. It also met user needs for detailed information and step-by-step purchasing tickets

View the Movie GO [high-fidelity prototype](#)



# Accessibility considerations

1

Used the icons to help users understand and navigate easily

2

Implemented motion in every switch of pages to provide more cues to the users about the process

3

Used good color contrast, information architecture and hierarchy to help users find information easily

# Going forward

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- Takeaways
- Next steps



# Takeaways



## Impact:

The Movie GO app makes users confident to use the app easily and not consume much time when finding a movie at the theater

One quote from study feedback:

*"The application was good. Theaters that show movies may also use it. I appreciate the layout, it was straightforward for the application."*



## What I learned:

While designing the Movie GO app, I learned the better way how to start to the end of the design process. Usability studies and peer feedback influenced and informed the design decision that I made including the iteration of the app designs.

# Next steps

1

Perform additional usability tests to confirm that the problems users encountered have been successfully resolved.

2

Do additional user research to identify any new needs

# Let's connect!



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

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Messenger: <https://m.me/mjoshu4>

Thank you!