

Movie GO Website Design

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Full Stack Web Developer, UI/UX Designer

Project overview



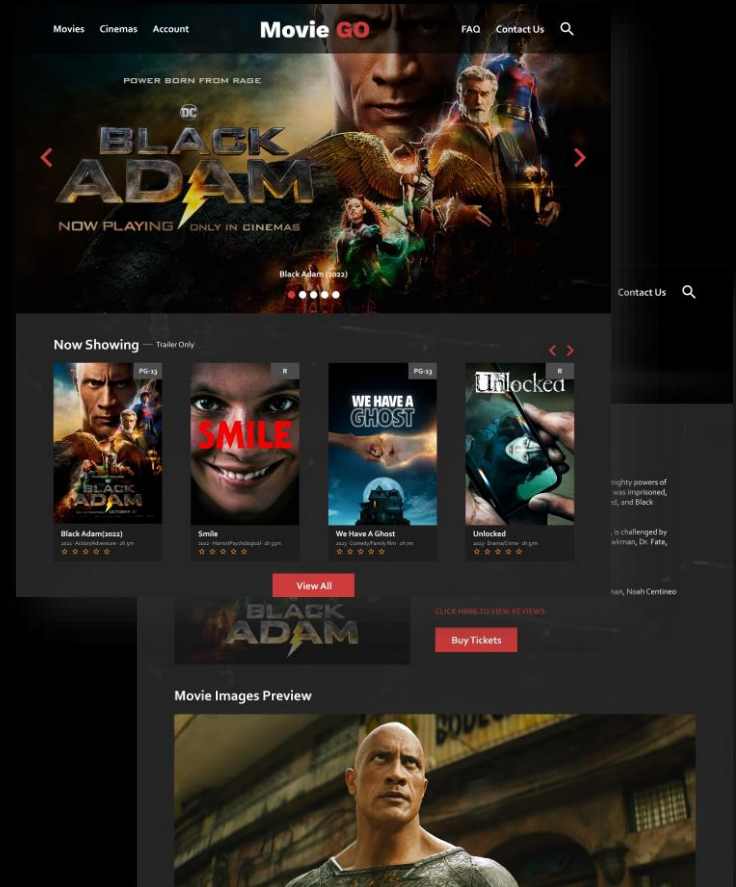
The product:

Movie GO is my personal project throughout the UX Design course that I've taken on Coursera. Movie GO is an responsive website for any moviegoers out there who want to relax and enjoy. This website 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:

February 2023 to March 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 responsive website 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

Website 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 wants 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

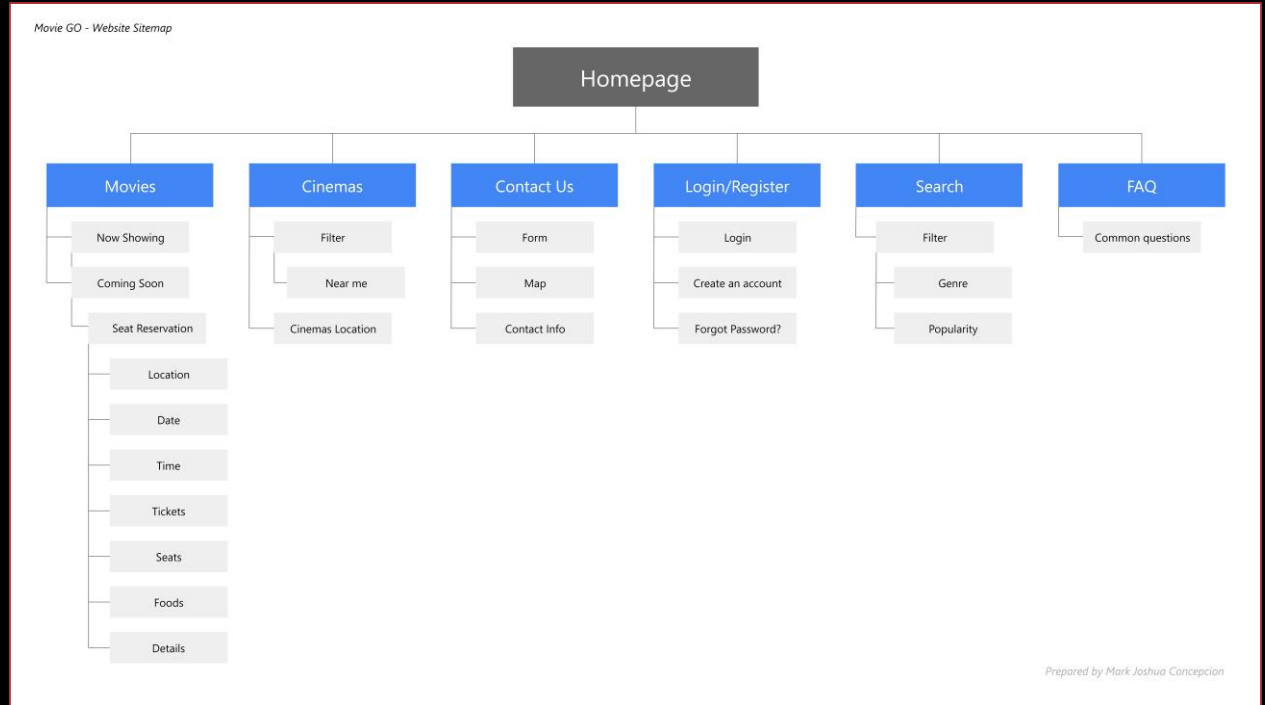
Persona: George
Goal: An organized and detailed information of the trailers for the movie theater

ACTION	Find movie Theatre	Check the available movies	Pay for the ticket	Check the receipt or details	Watch the movie of the trailer
TASK LIST	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
FEELING ADJECTIVE	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
IMPROVEMENT OPPORTUNITIES	Offer a way where is the nearest movie theater Website for Movie Theater locator	Providing ratings for each trailer/movie Website trailers for movie theater	Flexible Payment Advance Reservation via online Website	Electronic receipt (paperless) Add full details and guides	Adding close captioning Freebies that thank you for watching

Sitemap

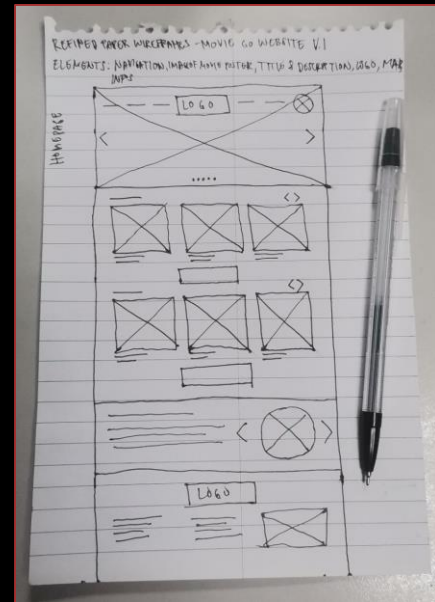
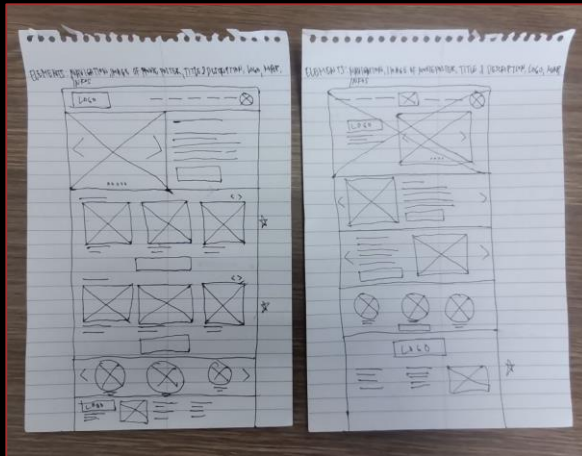
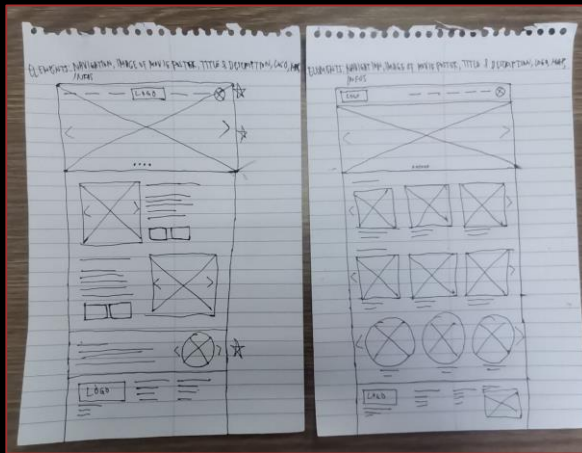
Users' primary pain point was difficulty with website navigation, so I used that knowledge to create a sitemap.

My goal here was to make strategic information architecture decisions that would improve the overall navigation of the website. The structure I chose was intended to make things simple and straightforward.



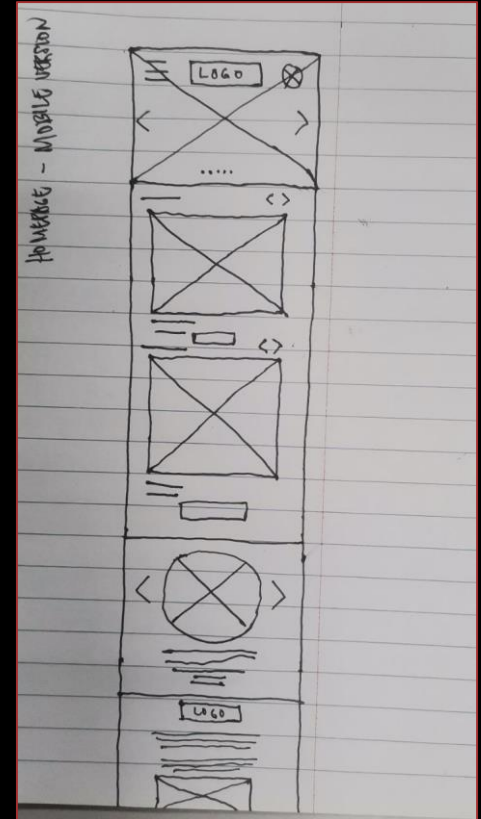
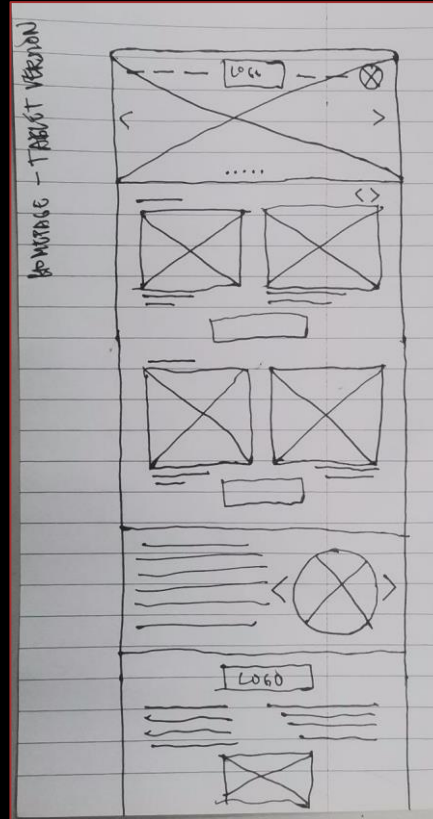
Paper wireframes

Following that, I drew paper wireframes for each screen in my website, keeping in mind the user pain points regarding navigation, browsing, and checkout flow. The home screen paper wireframe variations to the right are concerned with improving the user's browsing experience.



Paper wireframe screen size variation(s)

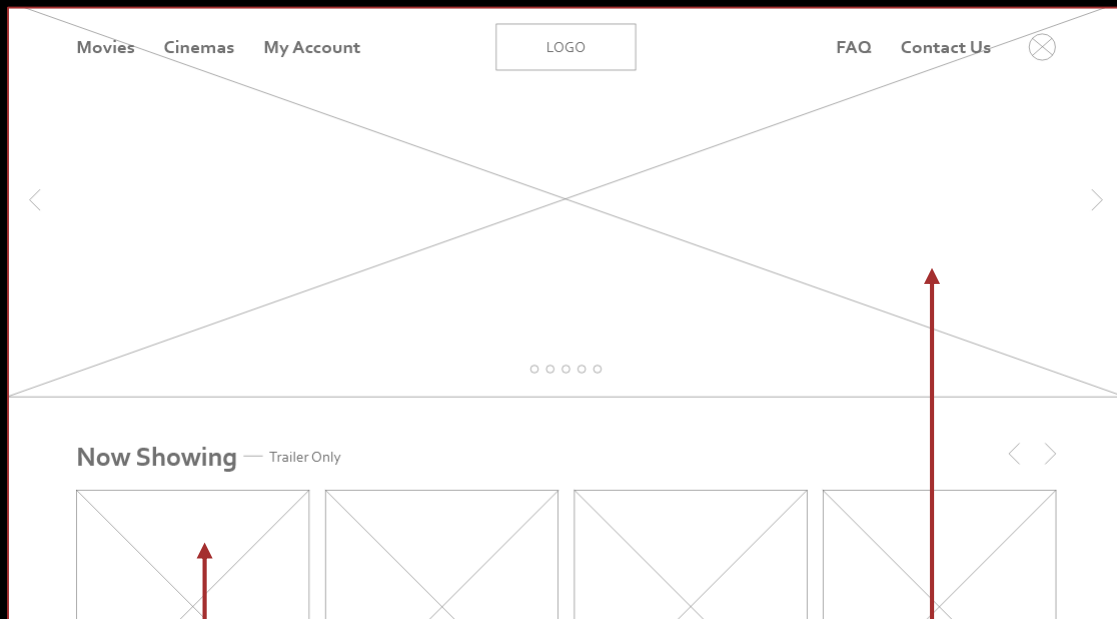
Because Movie GO customers access the site through a variety of devices, I began working on designs for additional screen sizes to ensure the site was fully responsive.



Digital wireframes

The transition from paper to digital wireframes made it simple to see how the redesign could address user pain points and improve the user experience.

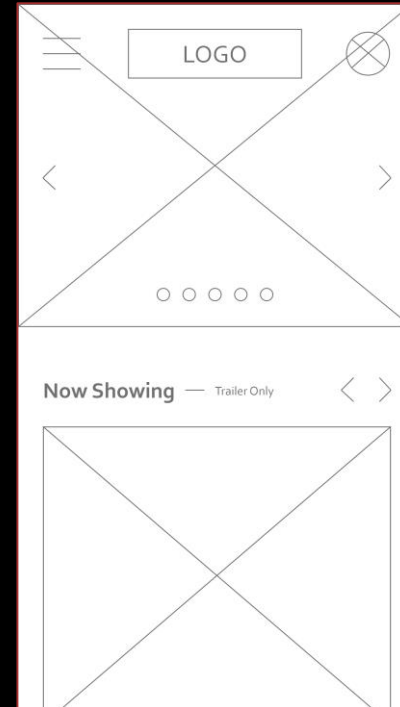
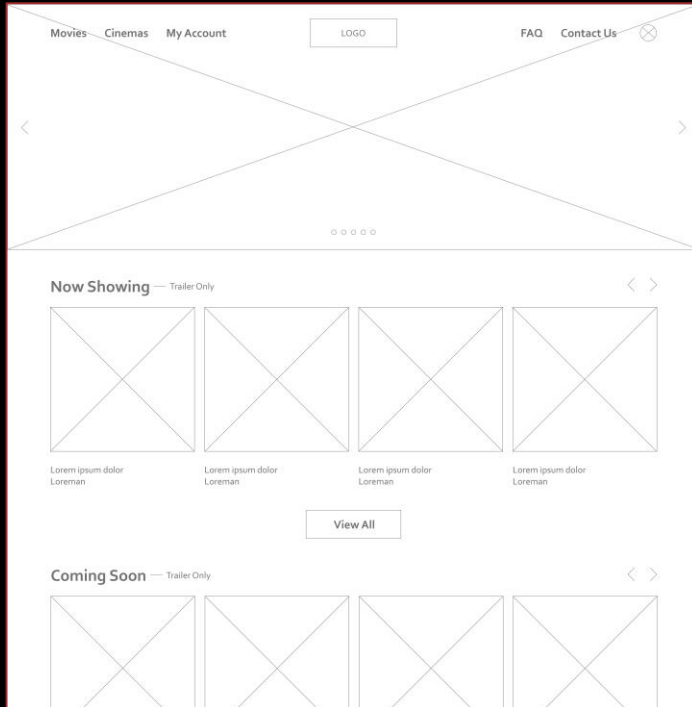
My strategy included prioritizing useful movie locations and visual element placement on the home page.



Easy access to
Now Showing
movies in the
cinemas

Highlighting
great movies
for easy to find

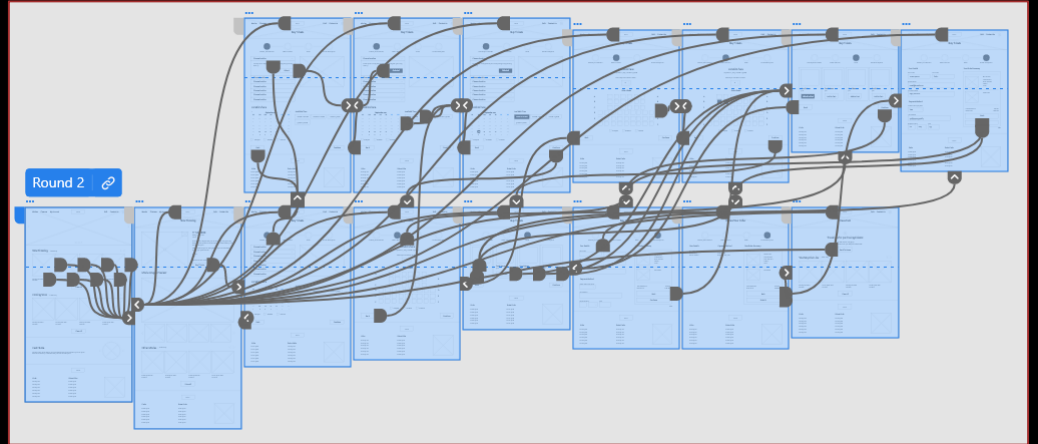
Digital wireframe screen size variation(s)



Low-fidelity prototype

I connected all of the screens involved in the primary user flow of selecting a movie to watch, purchasing the tickets, and checking out to create a low-fidelity prototype.

At this point, I received feedback on my designs from my participants on issues such as button consistency and the checking out steps. I made a point of listening to their feedback and implementing several suggestions that addressed user pain points.



View [Movie GO low-fidelity prototype](#)

Usability study: parameters



Study type:

Moderated and Unmoderated usability study



Location:

Philippines, remote and personal



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

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

1

Check out

Users want to minimize lengthy step by step checking out process

2

Button

The buttons on every page were inconsistent positioning

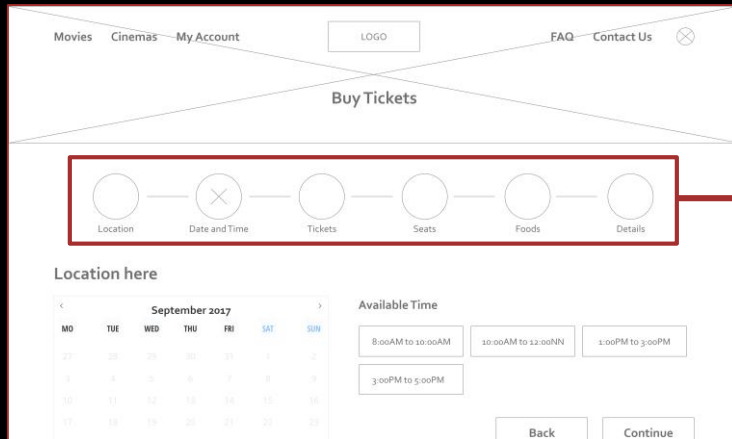
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

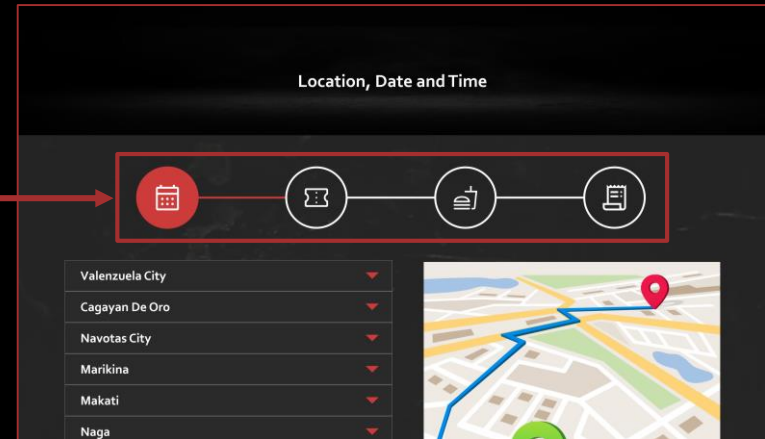
Mockups

Based on the insights from the usability study, I made improved the step-by-step process of checkout allowing users easily complete the transaction and save time.

Before usability study



After usability study



Mockups

I made changes to improve the button positioning. One of the changes I made was making sure the buttons are consistent on every page. This allowed users to easily find the buttons to navigate throughout the website.

Before usability study

Location Date and Time Tickets Seats Foods Details

Location here

September 2017

MO	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

Available Time

8:00AM to 10:00AM 10:00AM to 12:00NN 1:00PM to 3:00PM

3:00PM to 5:00PM

Back Continue

Occupied Available Selected

After usability study

March 2023

MO	TUE	WED	THU	FRI	SAT	SUN
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
1	2	3	4	5	6	7

Available Time

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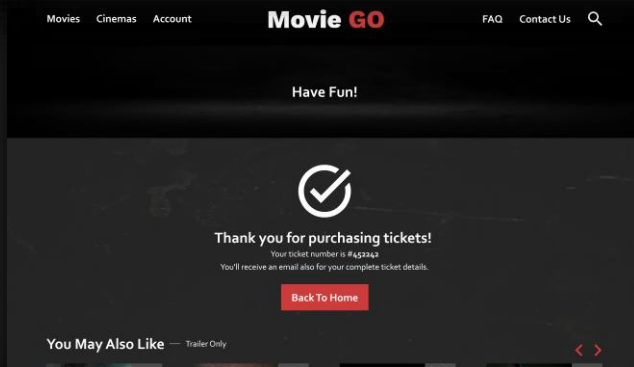
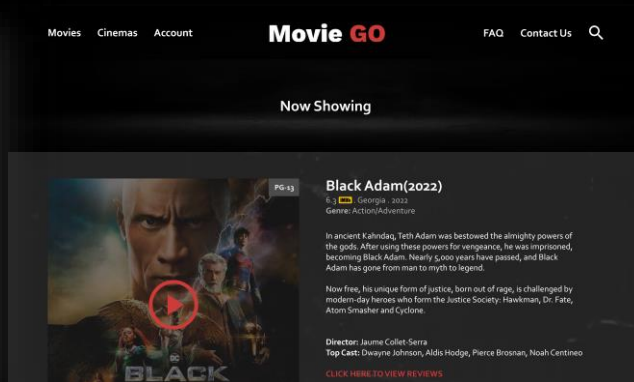
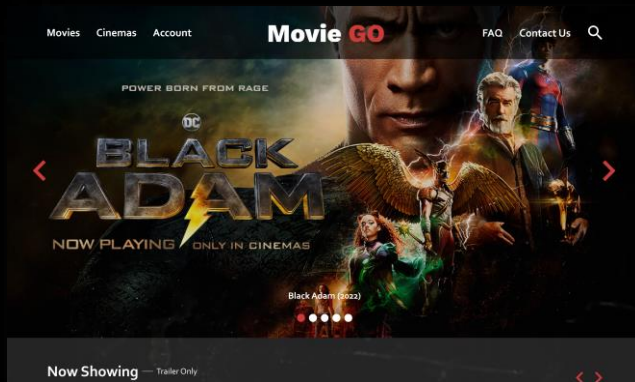
Back Continue

Occupied Available Selected

SHORCUT LINKS INFORMATION FOLLOW US

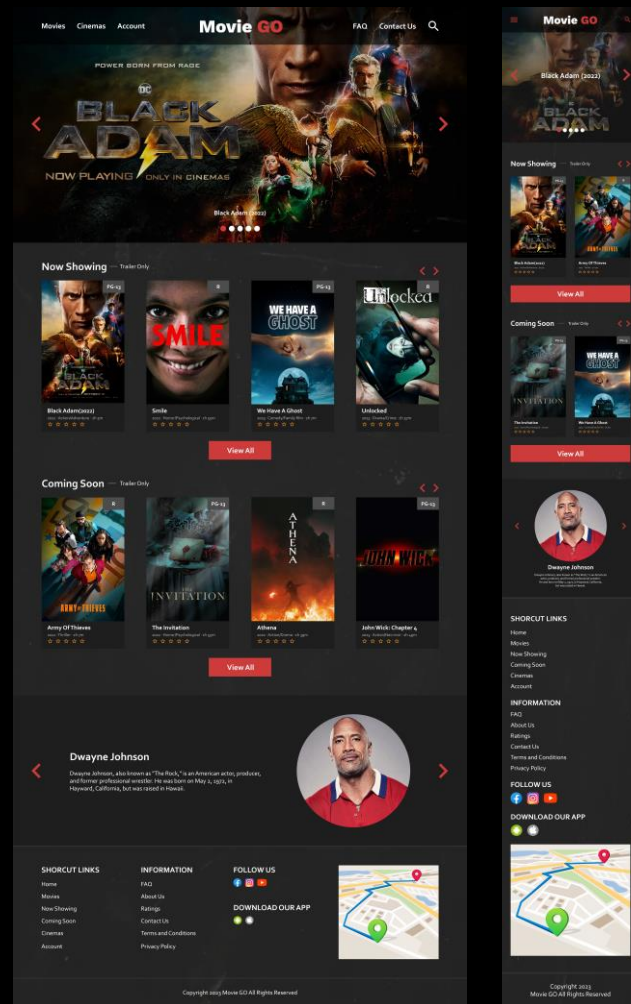
Home FAQ

Mockups: Original screen size



Mockups: Screen size variations

Based on my previous wireframes, I included considerations for additional screen sizes in my mockups. Because users make purchase tickets and find movies on a variety of devices, I felt it was critical to optimize the browsing experience for a variety of device sizes, such as mobile and tablet, to ensure users have the best possible experience.



High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype and incorporated design changes made following the usability study as well as several changes suggested by participants.

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



Accessibility considerations

1

I used headings with different text sizes to create a clear visual hierarchy

2

Used the icons to help users understand and navigate easily

3

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

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

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



What I learned:

I learned that every design process is important and when combined, it makes a great impact and provides the best user experience. Always focus on how to solve the user's problem in every aspect because becoming a problem solver is important to bring the satisfactory thing to the world.

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 responsive website! If you'd like to see more or get in touch, my contact information is provided below.

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Website: <https://joshuaconcepcion.ga>

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