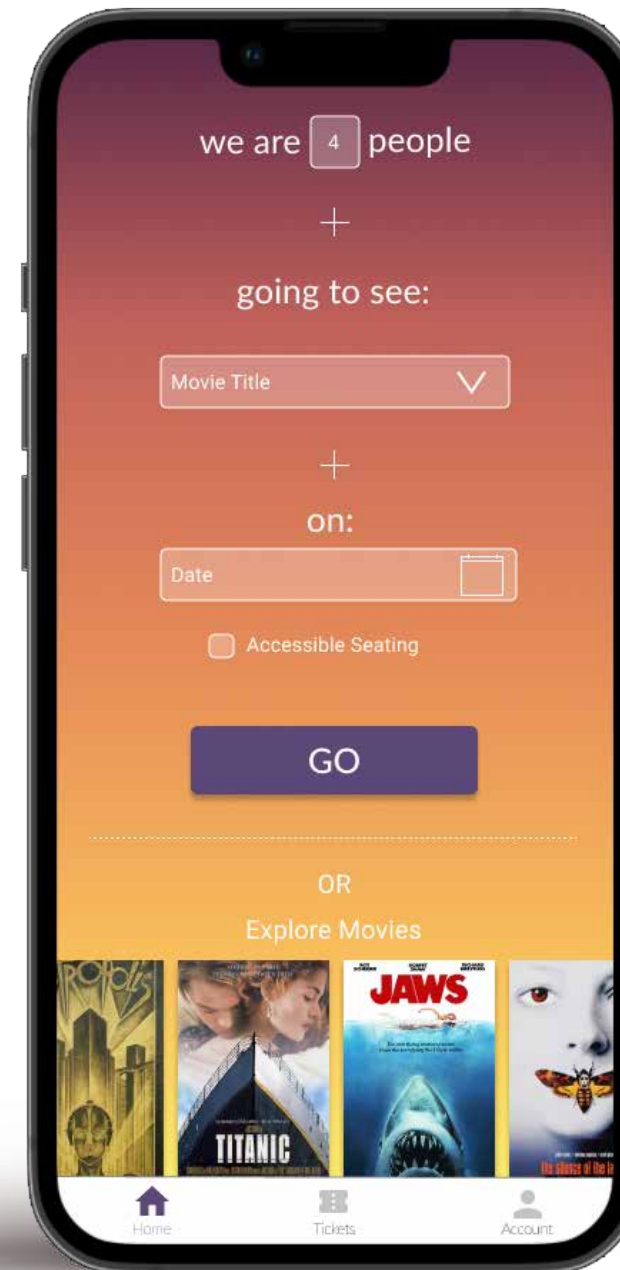# TICKT

TAYLOR SAMS

PROJECT OVERVIEW

The Product

A service that streamlines finding and purchasing movie tickets for groups of friends and families with children, ensuring they can sit together.

Duration

The project lasted from July 2021 to November 2021

PROJECT OVERVIEW

The Problem

This project started as a simple app to buy movie tickets, however as I started doing interviews and research it became apparent there was a source of significant friction that wasn't being addressed by existing services: finding seating together for groups of people. Finding movie showings that can accommodate families that need to sit together or friends that want to attend together can be really frustrating, often involving navigating back and forth through multiple show-times, theaters and movies to find seating that works. After the initial interviews the goals of the app shifted to meet this need.

The Goal

Design an app that makes it simple and easy for these users to find showings that work for them and purchase the tickets.

PROJECT OVERVIEW

My Role

UX designer designing an app for finding movie tickets from conception to delivery

Responsibilities

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

THE USER

UNDERSTANDING THE USER

User Research

Personas

Problem Statements

User Journey Maps

THE USER

User Research: Summary

I conducted interviews with friends, family and coworkers to understand what pain points they experienced when purchasing movie tickets. I then used that information to create empathy maps to better understand these users. An insight that I gathered from this was that people were frequently frustrated when trying to purchase tickets for their family or groups of people, more specifically because they couldn't see what seats were available until far into the process.

This was a new pain point that I hadn't considered going into this project and it redirected the design moving forward to focus on this group of users specifically.

THE USER

User Research: Pain Points

1

Time

It takes too long to go though each showtime option to find seating that works

2

Bad UX

Apps are cluttered with ads and its difficult to find what users are looking for

3

Accessibility

Most sites don't have a place to define accessibility needs before finding tickets

THE USER

Persona: Simone

Age: 41
Education: Post-Graduate
Hometown: Chicago
Family: Married, 2 Children
Occupation: Journalist

"I've gotten so frustrated trying to find showtimes that work for us in the past that I just feel like I shouldn't waste my time now"

Problem Statement:

Simone is a gay married cis-gendered mother of two who needs to easily find seating for her family and kids friends when going on outings to the movies because of her busy work schedule she doesn't have time to sort though the options.

Goals:

- To spend more time with her family

- To take her kids to more fun outings

- To minimize the time it takes to put fun events together

Frustrations:

- It takes to much effort to find what I'm looking for

- "Its hard to find fun easy things to do with my kids"

THE USER

User Research: User Journey Map

Goal: Buy Movie Tickets for her family in an App

ACTION	Pick A Movie To Watch	Find Showtimes That Work	Select Seats	Purchase Tickets	Arrive For Movie
TASK LIST	Tasks A. Find a list of movies currently playing B. Compare reviews C. Make a choice	Tasks A. Find movie theaters that show the selected movies B. Check Schedules C. Choose a time	Tasks A. Count how many are attending B. find a group of that many seats together C. reserve seats	Tasks A. Enter Personal Information B. Enter payment information C. Confirm ticket purchase	Tasks A. travel to the theater B. show tickets C. find seats
FEELING ADJECTIVE	Excitement by the possibility of a good time, indecision between lots of choices,	Stressed trying to coordinate schedules,	Frustration at not finding seats together. Not knowing if the seats are good	Annoyance at all in time it takes to enter this information	Stress arriving in time and keeping track of all the information
IMPROVEMENT	Combine movie reviews and currently showing lists to make easy comparisons	Filters to eliminate incompatible times	Could offer only movies with that number of seats available	Could pull autofill information from phone or saved profile, could get payment information from on phone wallet service	Could provide auto suggestions for when to leave or calendar event integration with time/place info. Could add digital tickets to phone wallet and provide geolocation so they display automatically when you arrive

INITIAL DESIGN

Starting the Design

Paper Wireframes

Digital Wireframes

Low-fidelity Prototype

Usability Studies

INITIAL DESIGN

Paper Wireframes

Each of these homescreen iterations for the app helped clarify what information would be most useful to users up front and what clutter could be removed to help streamline the process. I tried to ensure it was as fast as possible so users didn't have to search through options to find the information they needed.

INITIAL DESIGN

The top section quiz makes it easy for the user to add the right parameters

Digital Wireframes

The digital wireframe tried to get the right information from the user to provide them with the most useful result in a sort of quiz format down the page that would be really friendly to use in a simple 3 step process. I added a section below for people exploring what movies they might want to see if they didn't know already to get more information.

The explore section is for people who don't know whats playing

we are [#] people

+

going to see:

Movie Title ⌄

+

On:

Date 📅

☐ Accessible Seating
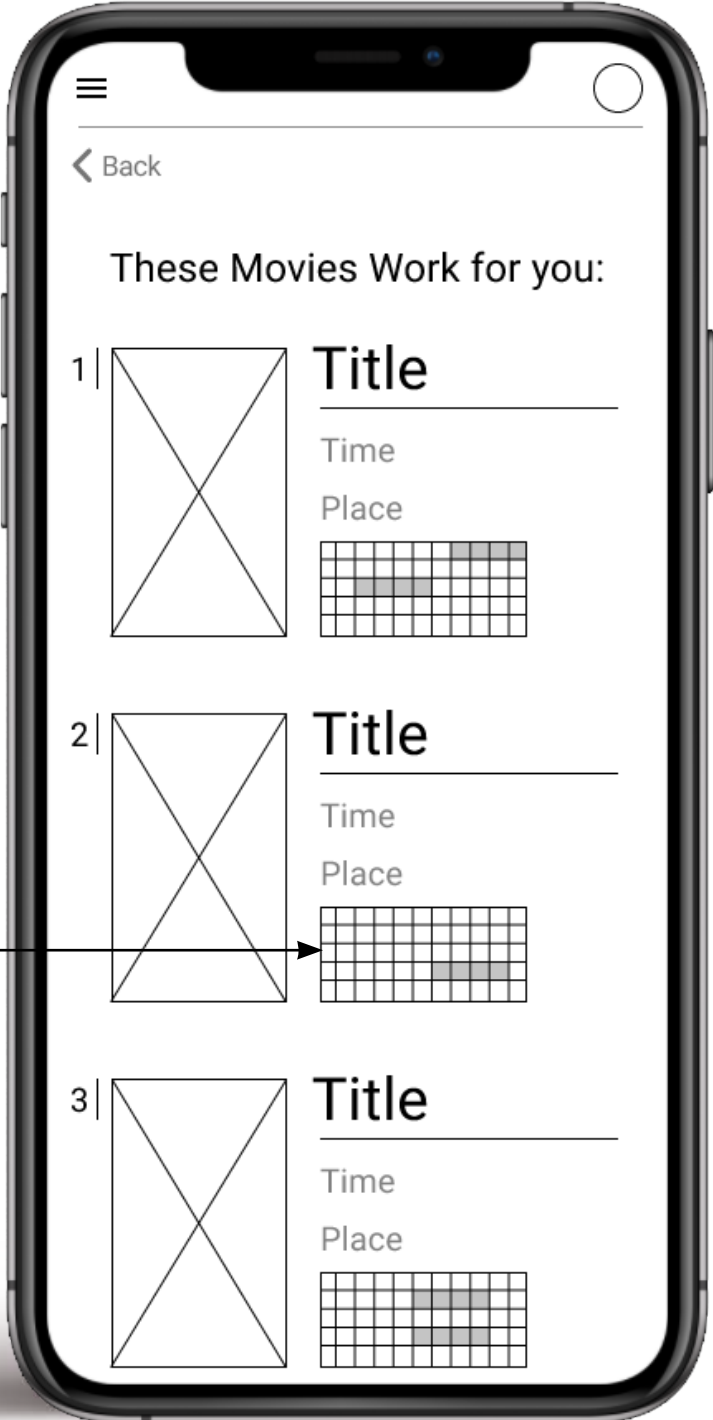
GO

OR
Explore Movies
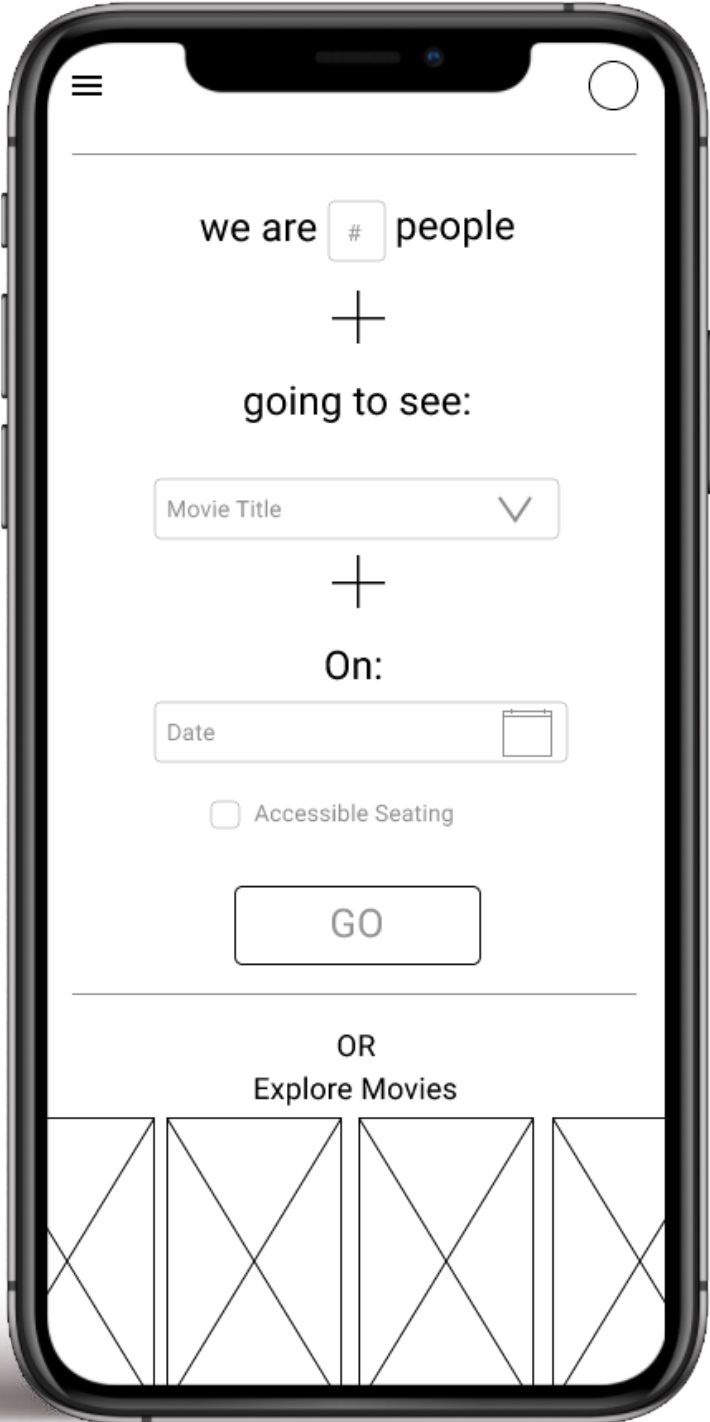
INITIAL DESIGN

Digital Wireframes

One of the main needs users expressed a need for in the research was previewing and finding seating that accommodates their needs so the seating options are shown upfront in the showtime options screen

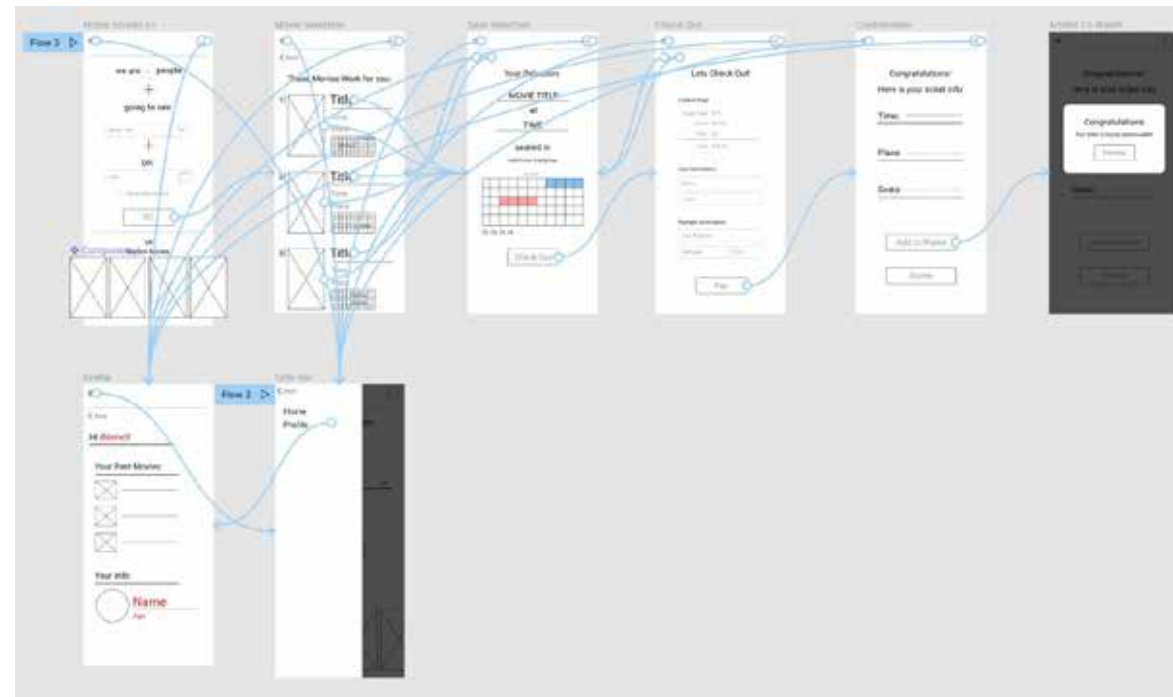Seating options are shown to users with other important information up front
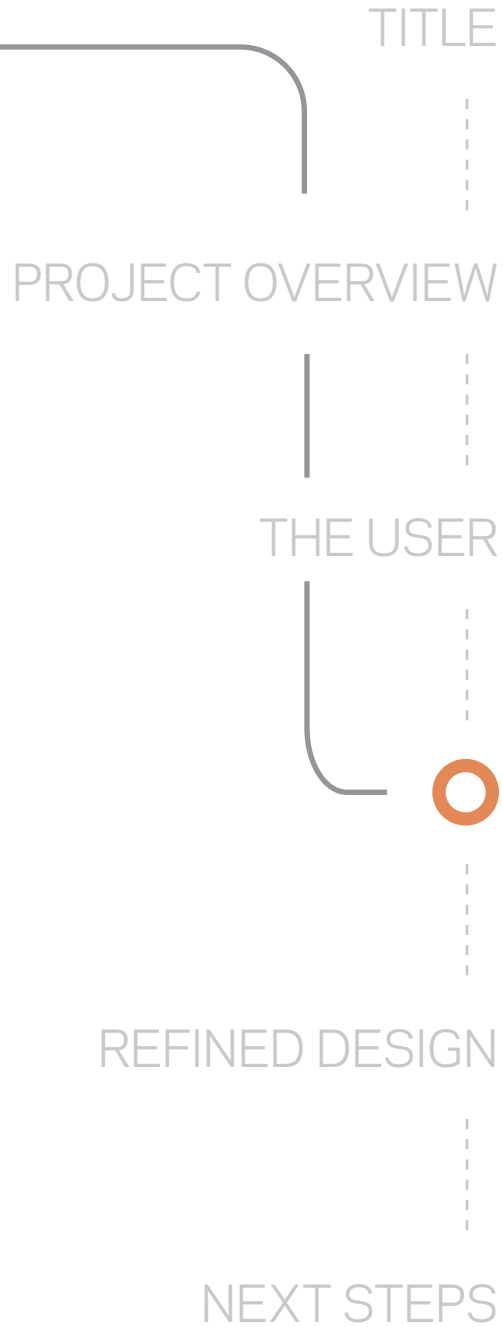
INITIAL DESIGN

Low Fidelity Prototype

The low fidelity prototype linked together the main search and ticket buying user flow and allowed for testing .

test the low fidelity prototype here

INITIAL DESIGN

Usability Study: Findings

The low fidelity prototype was tested with 6 users to get feed back and find issues in the main purchase flow.

Round 1 Findings:

1: Need to add accessibility options to seating

2: Need a final price before check out

3: No indication of screen location

Round 2 Findings:

1: Display multiple seating options in a showing

2: Users wanted to be able to compare seats more easily

3: Users wanted a place to view purchased tickets

REFINED DESIGN

Refining the Design
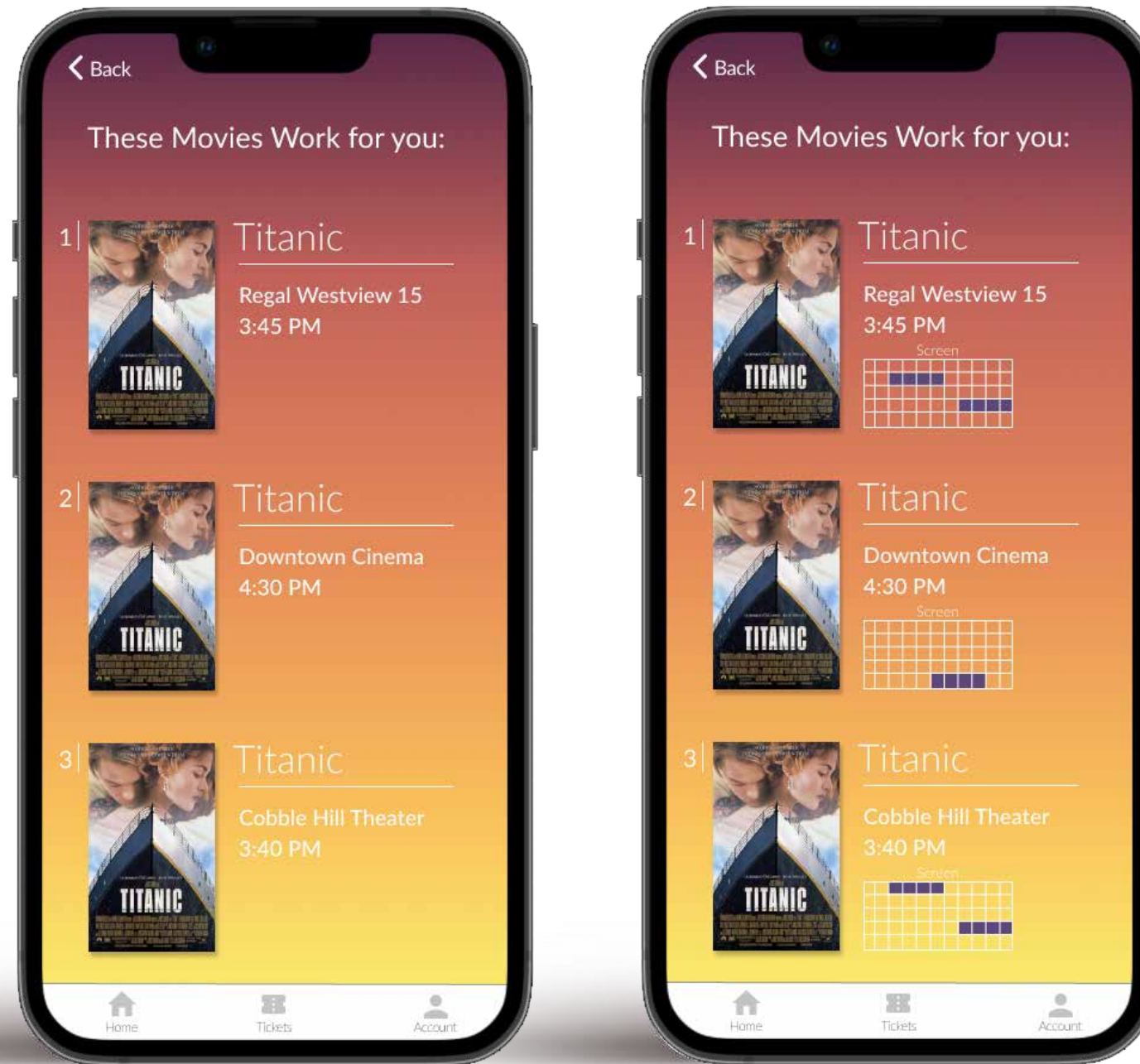
Mockups

High-fidelity Prototype

Accessibility

REFINED DESIGN

Mockups

The first usability study highlighted that users wanted more information earlier in the buying process to more easily compare their options. Since this app is really focused on streamlining the process by centering the seating experience I moved that information to the search results page.
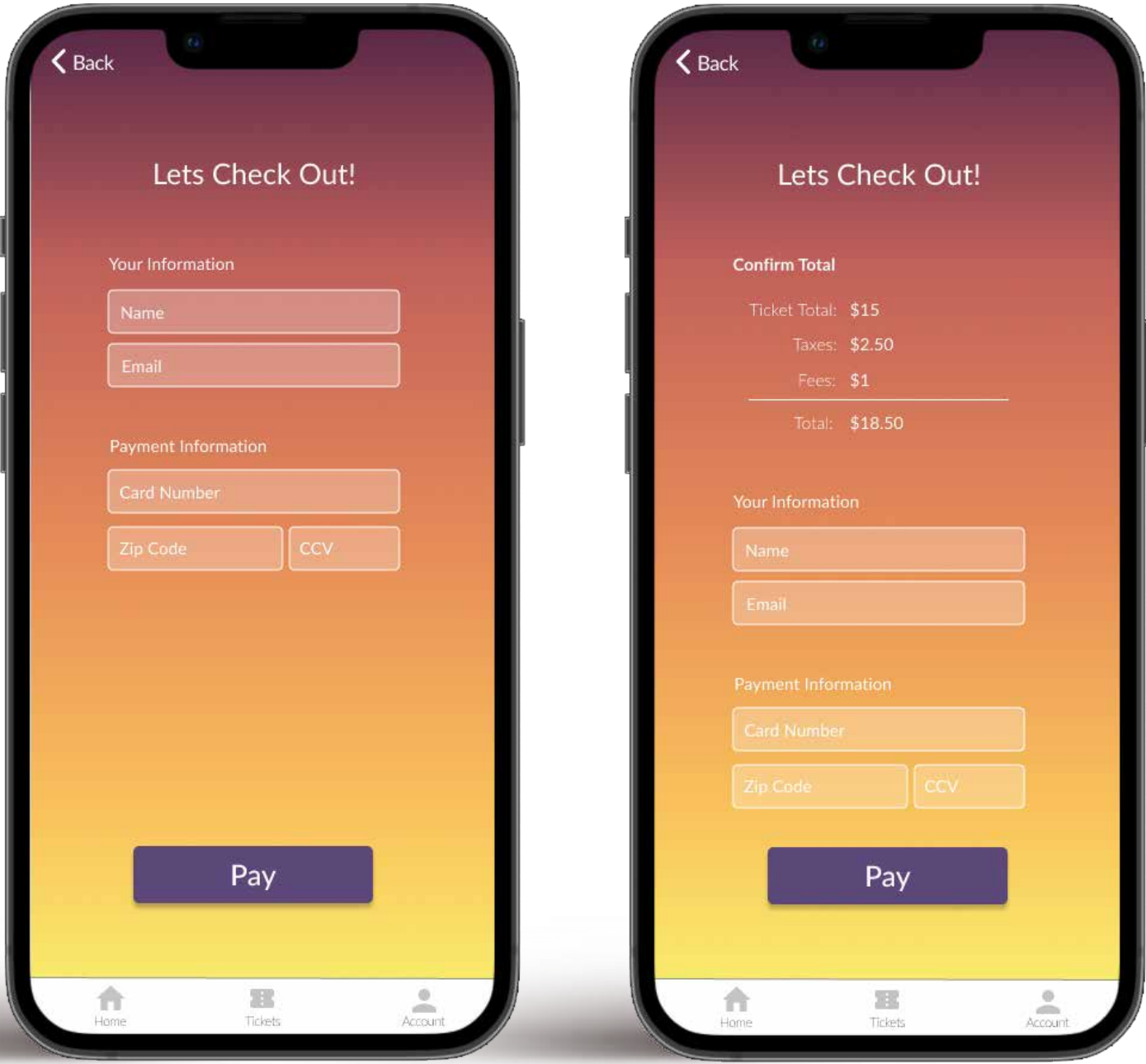

Before ⟶ After

REFINED DESIGN

Mockups

Usability studies showed that there was missing information during the payment process and users weren't shown a final cost or a breakdown. The updated payment page added this information and made it clearer to the user what final costs were before they confirmed.
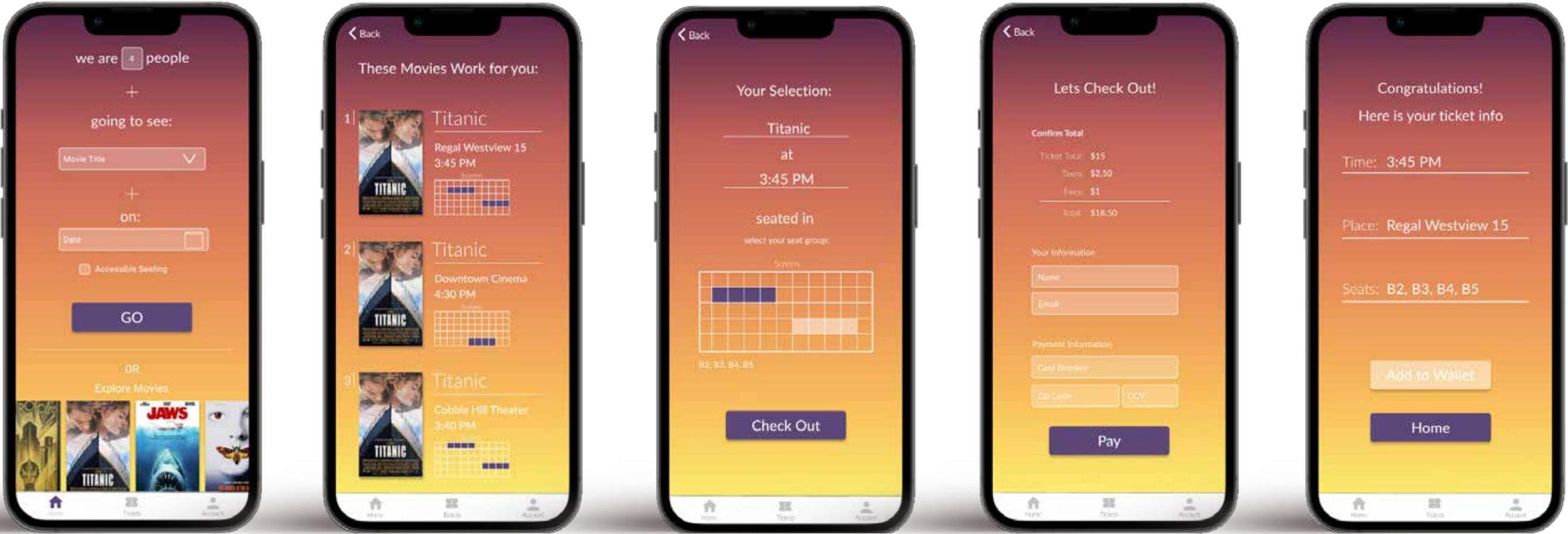

Before ⟶ After

REFINED DESIGN

Key Mockups

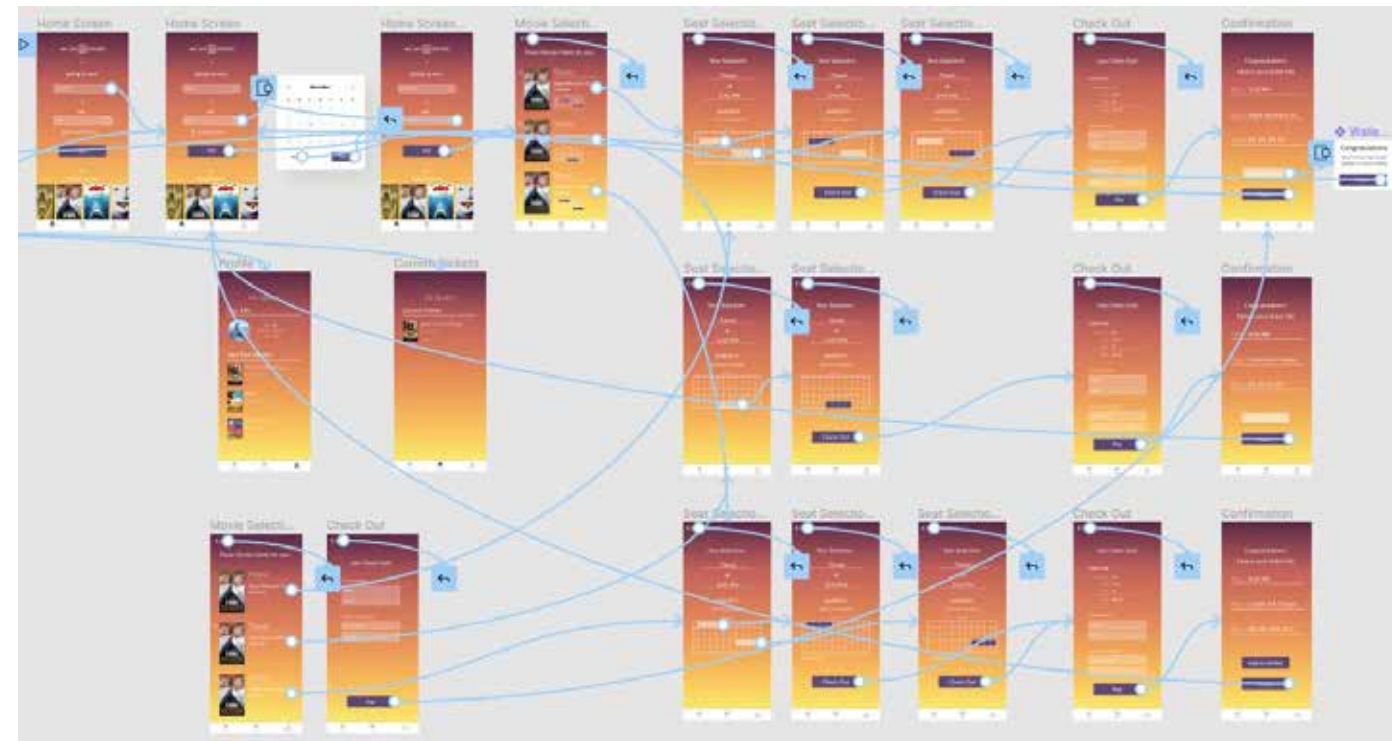# REFINED DESIGN

High-Fidelity Prototype

The high-fidelity prototype took users though the total movie search and checkout process as well as updating the navigation to a bar with access to user profiles and purchased tickets to address user feedback to see purchases.

Link: High Fidelity Prototype

REFINED DESIGN

Accessibility considerations:

1

Image Use

Included movie posters to help users find selections more easily and visually.

2

Accessibility Needs

Options added to ensure wheelchair accessible seating is available

3

Screen Readers

Pages are optimized to keep information organized and easy to navigate with screen readers

NEXT STEPS

Going Forward

Takeaways

Next Steps

TAKEAWAYS

Impact:

TICKT makes it much faster and easier for users to find movie showtimes that meet their needs. This allows them to do this activity more often and spend more time with friends and family doing an activity they really enjoy.

What I learned:

Its really important to get user feedback several times during the design process to ensure that changes being made are meeting the users needs. Also its very important to figure out when different pieces of information are presented to users to make the experience accessible and not confusing.

NEXT STEPS

1

Conduct another usability study to make sure that final changes have addressed user feedback

2
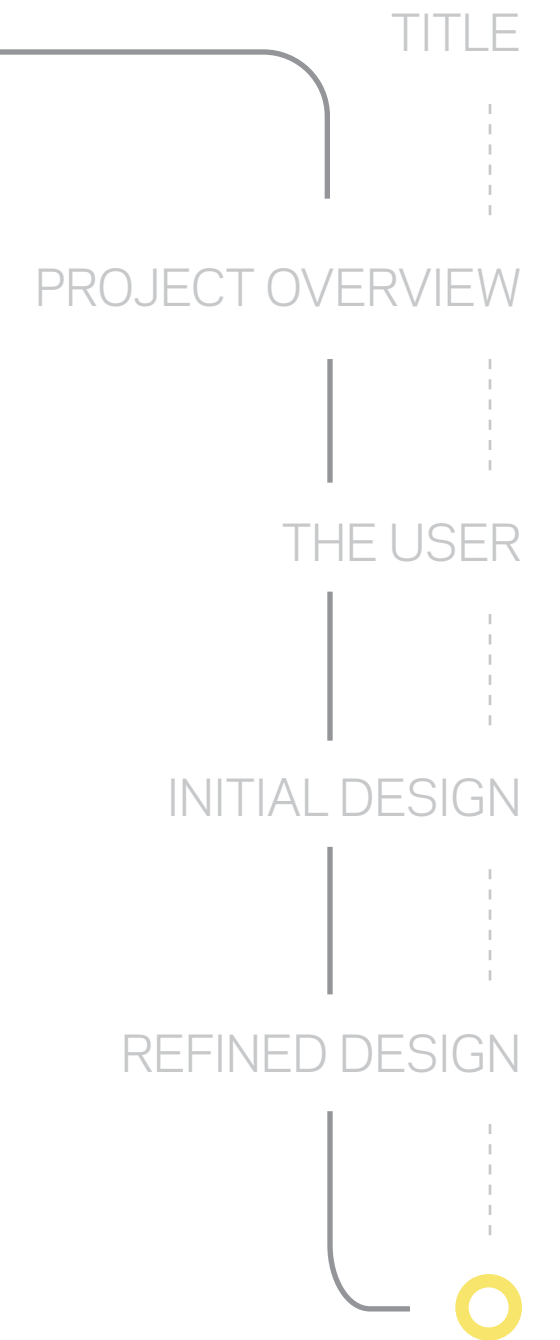
Reconsider movie selection on home page to make it clearer

3

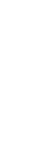Do user research to see if any additional functionality is needed

NEXT STEPS

Lets Connect!

Thank you for taking the time to review my case study for the Group Movie Ticket App. If you'd like to see more or get in touch my contact info is below.

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