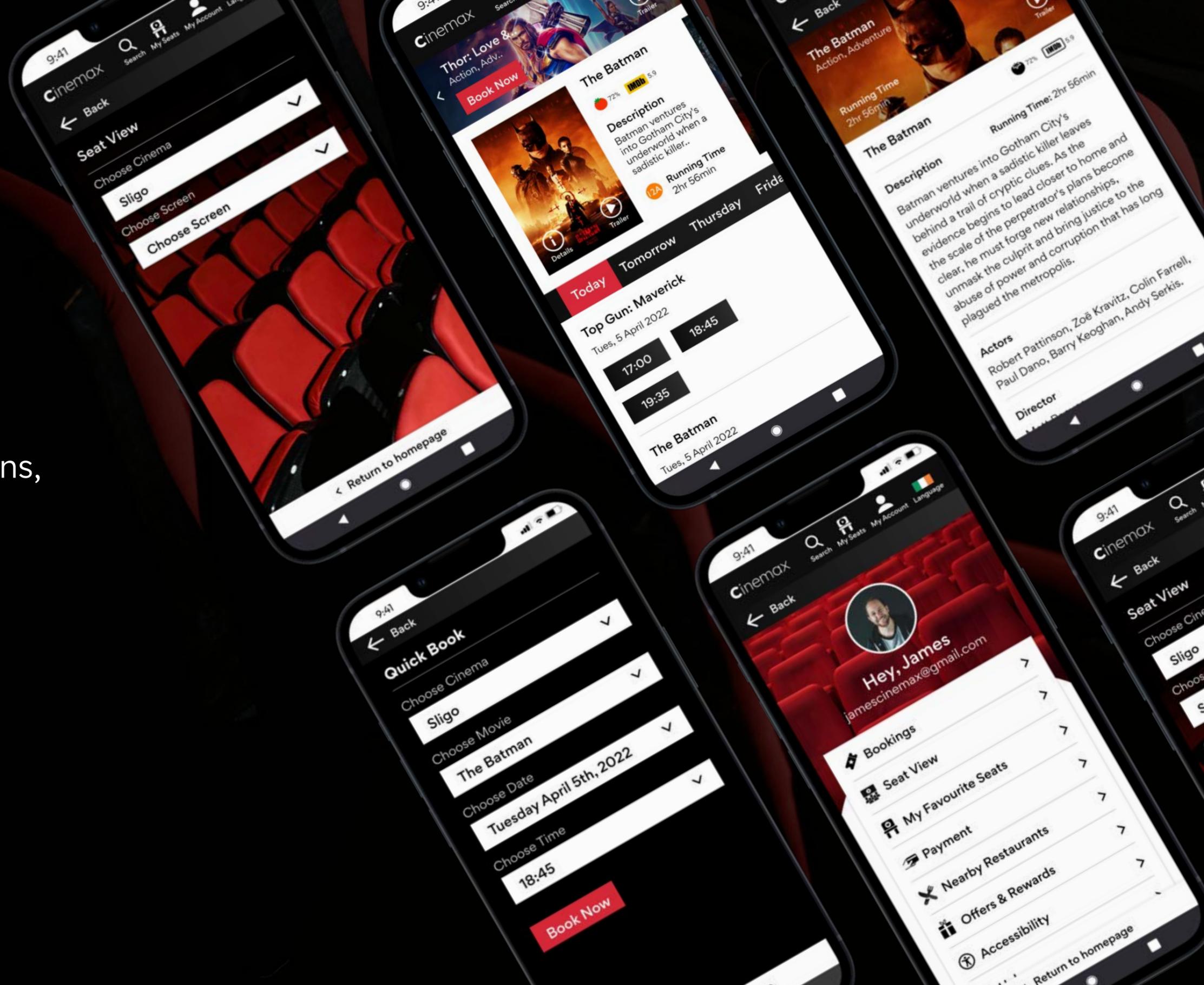


Cinemax

Make every seat a sweet spot

Personalized seating, quick reservations, & in-app film insights.

UX Designer: Shane Dalton





Context

177M Pre-pandemic attendance in UK cinemas at highest since 1970 - **Art of the movies**

8.5% Growth in online ticketing services predicted from 2023 - 2030 - **Grand view research**

11.5% Mobile annual growth rate - **Grand view research**

Case summary

About Cinemax

Streamlines the cinema experience:

- Quick & easy booking
- Bypass queues
- In-App movie reviews
- Secure best seats
- Seat view
- Favourite seats

Project timeline

December 2021 - July 2022

My responsibilities

User research

Usability studies

Visual design

Interaction design

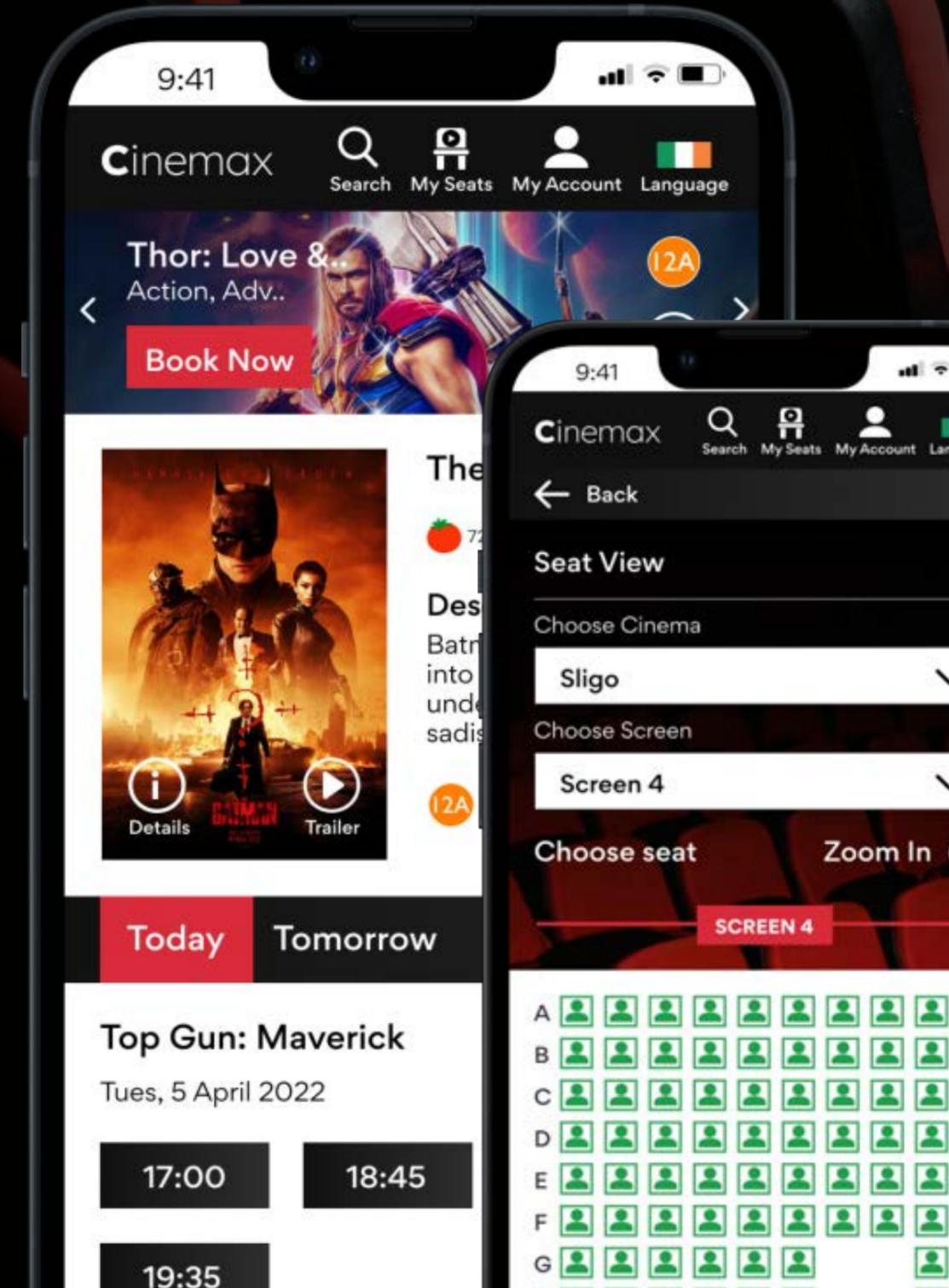
Deliverables

1 survey - 20 valid responses

1 interview - 5 participants

2 usability test - 6 participants (Each)

2 System usability scale questionnaires





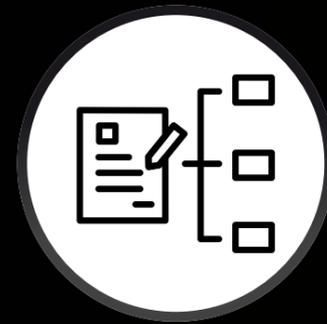
User research



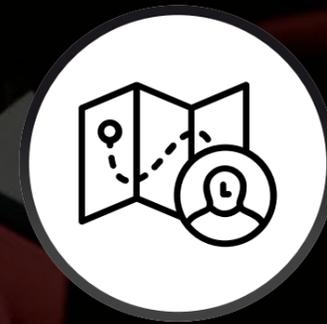
Empathy maps



Personas



User stories



User journey maps

Surveys & Interviews

Survey: 20 Valid responses

Interview: 5 participants

Insights:

Avoid queues

To find good seats

Save Time

Insights:

100% Quick & easy booking

87% Seat selection & information

73% Convenience & accessibility

60% Payment options & process

Pain-points:

90% Poor seating information

80% App functionality limitations

60% Booking process constraints

Personas

Goals

Pain-points



1. Spend time with family on weekends.
2. Make quick & easy bookings.
3. Avoid long queues.
4. Find good seats

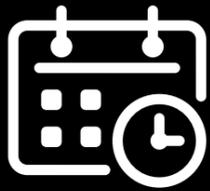
1. "It's frustrating if the queues are long, especially if you're coming in late and you want to get through quickly"
2. "With kids you only have a certain amount of time to make a booking."
3. "People coming in late, making noise & trying to get passed you in your seat drives me crazy"



1. Movie nights with friends.
2. Find best seats.
3. View trailers & in-app reviews.
4. Save time using a simple UI

1. "If they don't show you the layout of the seats you can feel lost."
2. "Sometimes when I click into these apps I find I don't like the format"
3. "If the website doesn't give you a notification you feel lost, you wonder 'Did I get it' - You have to go back to your emails."

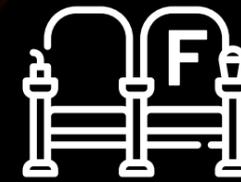
User journey maps - Key opportunities



Quick book feature



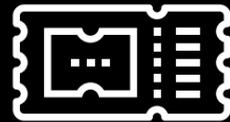
Visual seating plan



Favourite seat selector



Payment options



Ticket confirmation



Language translation



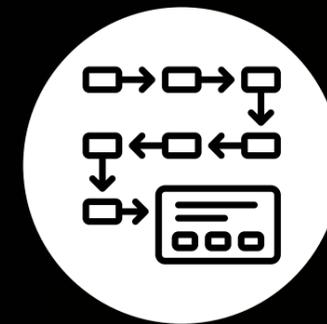
Ideation



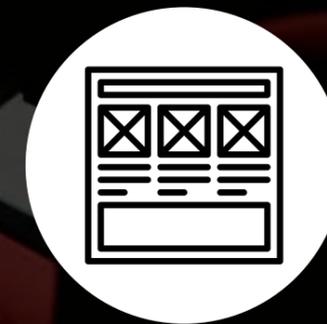
Competitive research



Storyboarding



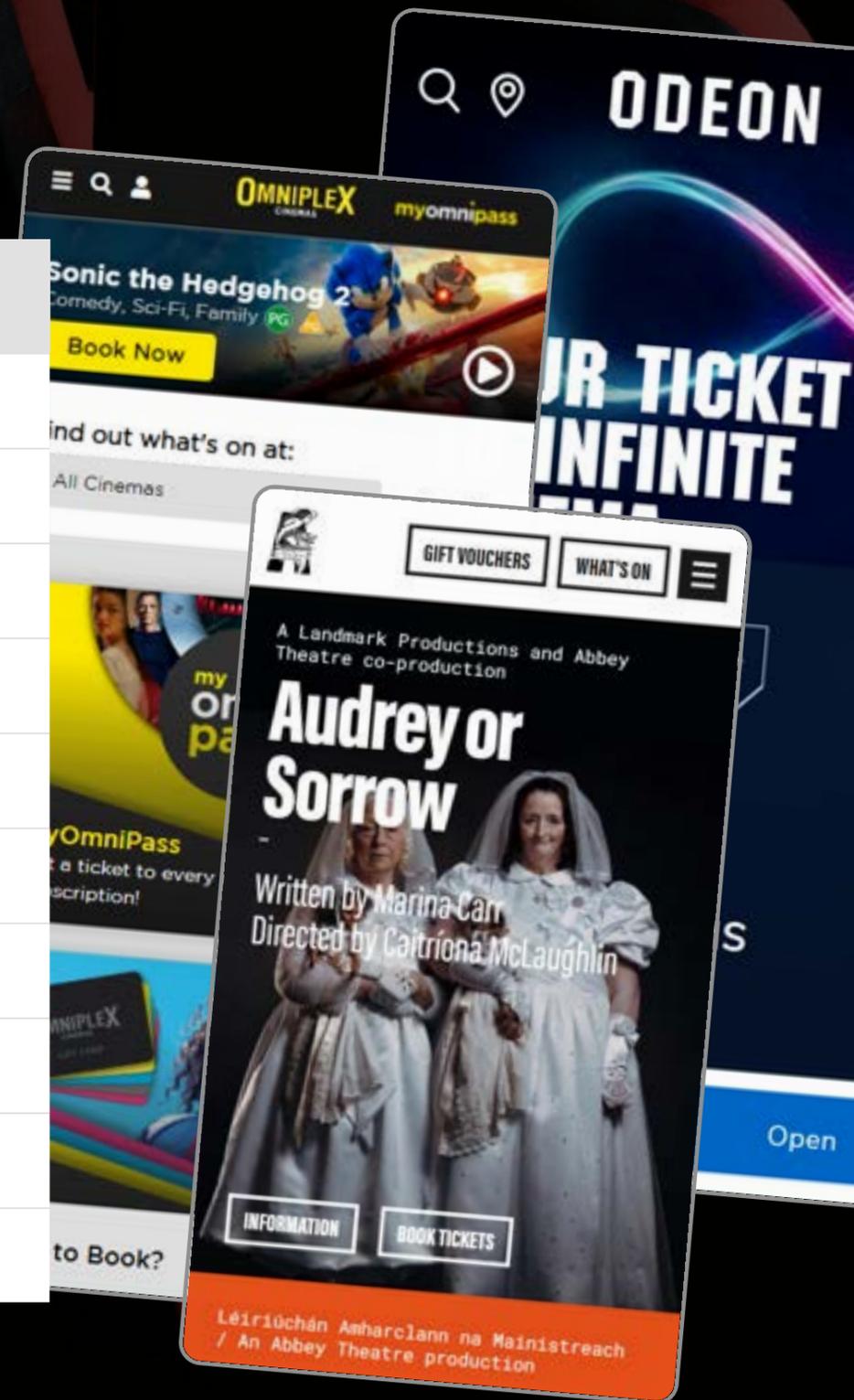
Task flow



Paper wireframes

Competitor analysis

Features	OMNIPLEX CINEMAS	FANDANGO	ODEON	CINEMA ZED	ABBEY THEATRE AMHARGLANN NA MAINISTREACH
Quick book	✓	✗	✓	✗	✗
Seat selection	✓	✓	✓	✗	✓
Seat map	✓	✓	✓	✗	✓
Seat view	✗	✗	✗	✗	✗
In-app reviews	✗	✓	✗	✗	✗
Favourite seats	✗	✗	✗	✗	✗
Flexible payment	✗	✓	✓	✓	✗
Film trailer	✓	✓	✓	✓	✓
Film details	✓	✓	✓	✓	✗
Create account	✓	✓	✓	✓	✓



Storyboarding - Big picture

1. **Frustrated** - Find time to make booking
2. **Eager** - Remembers website for booking
3. **Curious** - Checks films
4. **Motivated** - Uses Quick book
5. **Relieved** - Completes reservation
6. **Content** - Happy with family

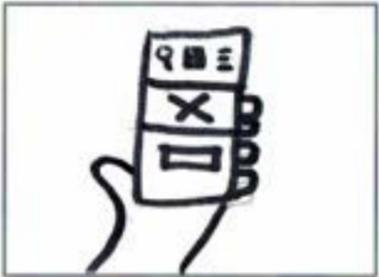
Cinemax Storyboard - Big Picture (James)
Scenario: An app that helps users save time and avoid queues when making a seat reservation for the cinema.



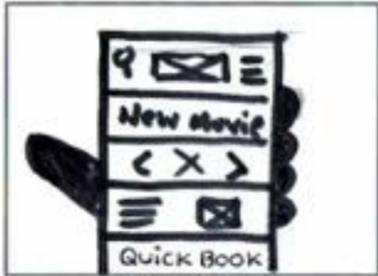
James is overwhelmed trying to balance looking after his children, making a decision on a movie and making a reservation quickly.



James remembers that the Cinemax app can help him with his problem.



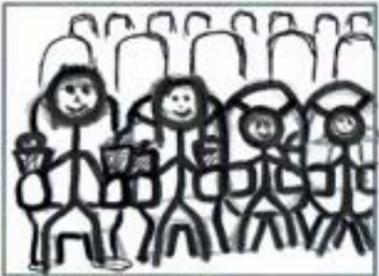
James uses the cinemax app to see what movies are showing that day.



Using the "Quick book" feature James is able to make a booking quickly and smoothly with little hassle.



After selecting seats, ordering snacks and making a payment James has completed the reservation.

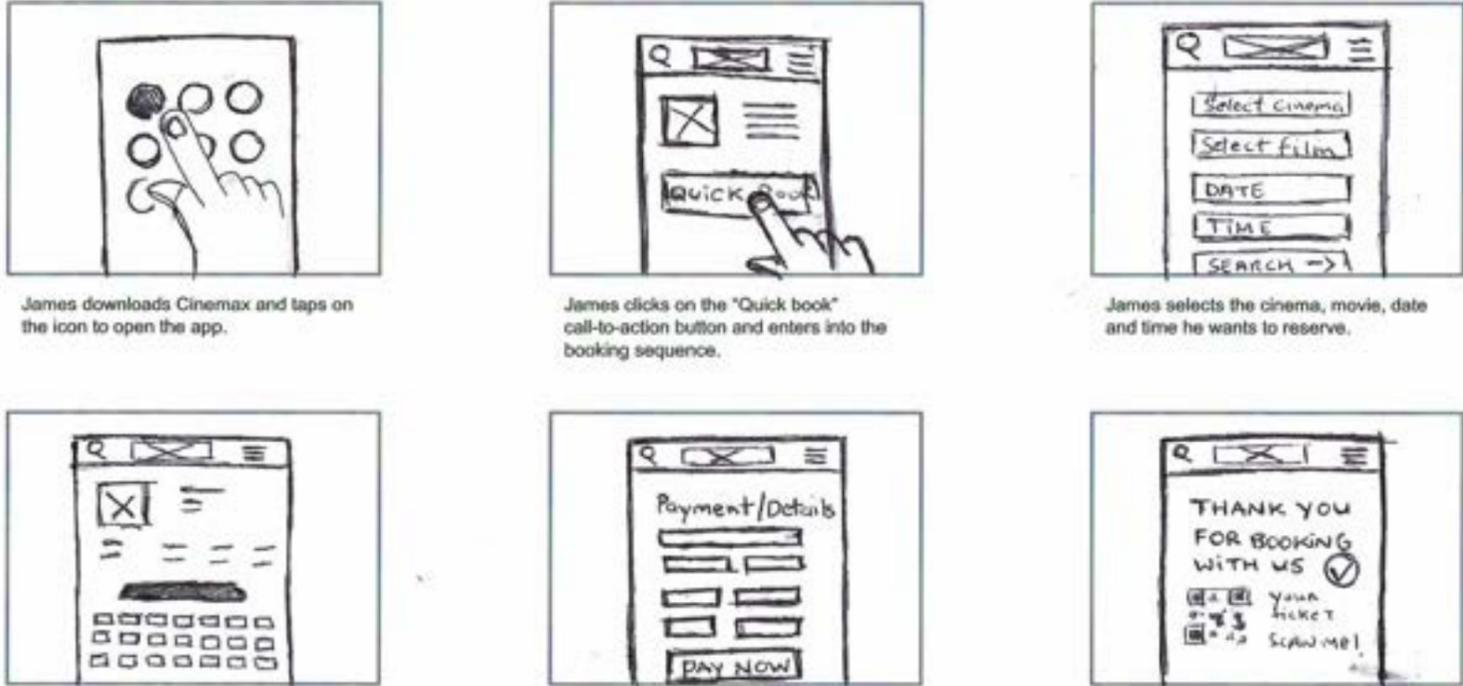


James is happy. He has beaten the queues and was able to make the booking easily with little stress.

Storyboarding - Close up

1. **Impatient** - Downloads app
2. **Apprehensive** - Clicks on 'Quick book'
3. **Focussed** - Selects film date & time
4. **Eager** - Selects seats
5. **Determined** - Details & Payment
6. **Relieved** - Completes reservation

Cinemax Storyboard - Close Up (James)
Scenario: An app that helps users save time and avoid queues when making a seat reservation for the cinema.



The storyboard consists of six hand-drawn panels illustrating the user's journey through the app. Panel 1 shows a hand tapping an app icon. Panel 2 shows the 'Quick book' button being selected. Panel 3 shows a search form with fields for cinema, film, date, and time. Panel 4 shows a seat selection grid. Panel 5 shows a payment details form with a 'PAY NOW' button. Panel 6 shows a 'THANK YOU' confirmation screen with a QR code and a 'SCAN ME!' prompt.

James downloads Cinemax and taps on the icon to open the app.

James clicks on the "Quick book" call-to-action button and enters into the booking sequence.

James selects the cinema, movie, date and time he wants to reserve.

James selects the seats he would like to reserve for him and his family.

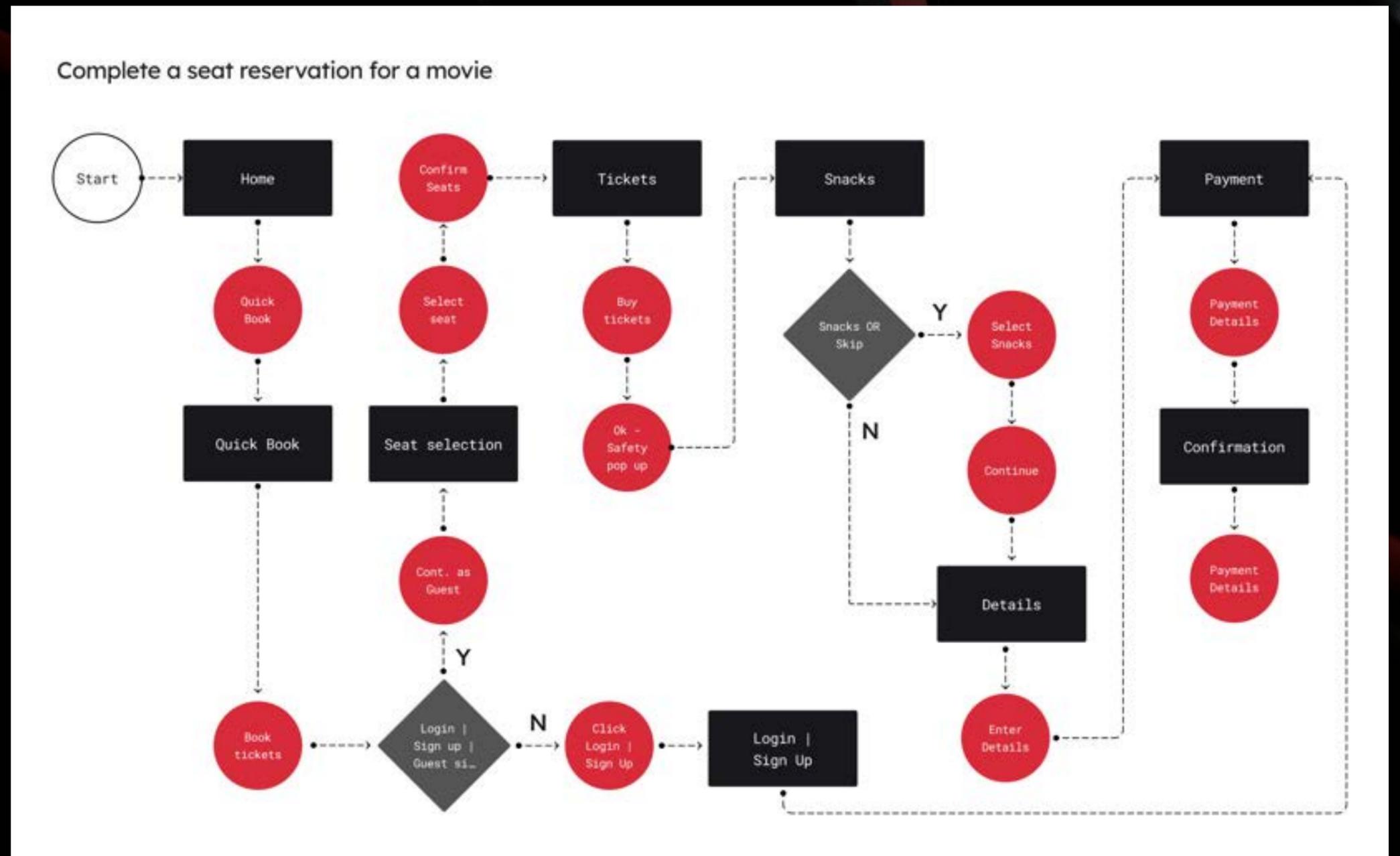
James enters in his name, email and payment details and clicks the submit button to complete the booking.

The reservation has been successful. James can use the QR code on the confirmation page as his digital ticket.

User flow

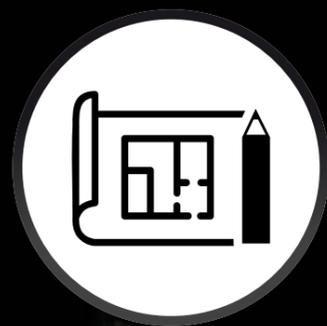
Creating a user flow allowed me to:

1. Visual Steps
2. Identify pain-points
3. Improved efficiency





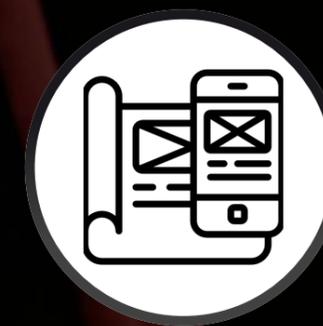
Design



Paper wireframes



Digital wireframes

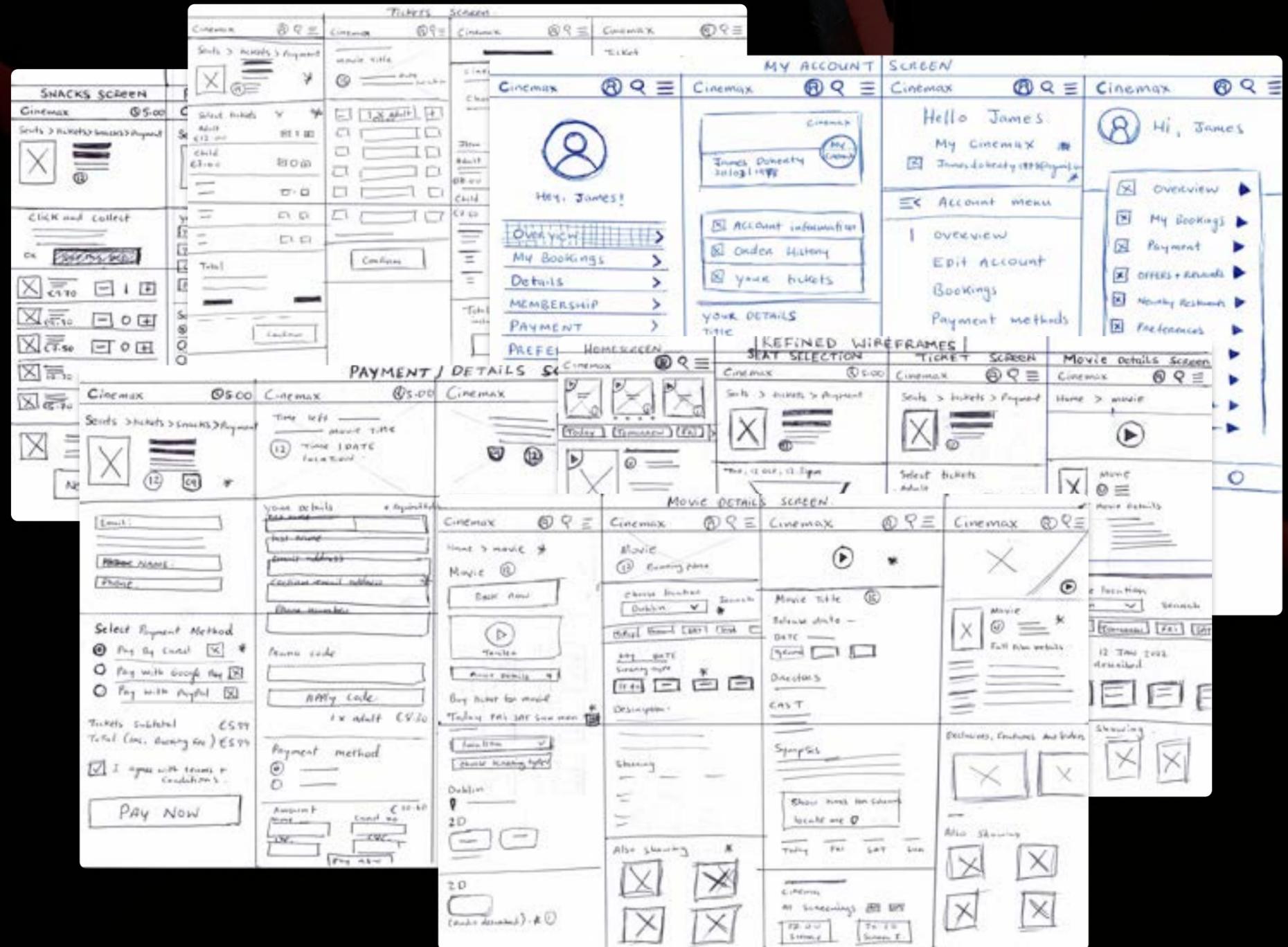


Lo-Fi prototyping

Paper wireframes

Paper wireframes assisted:

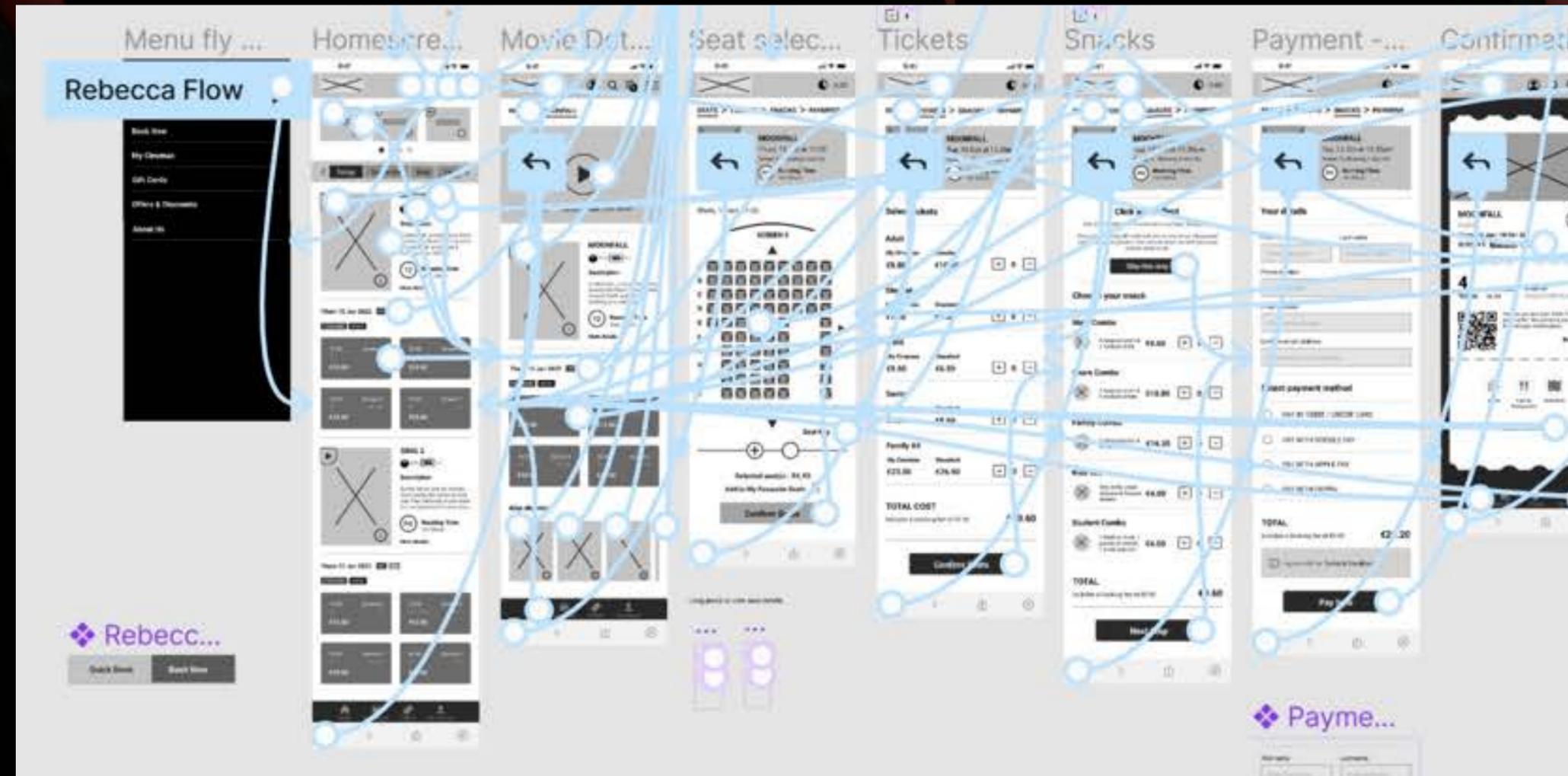
1. Rapid exploration
2. Validation
3. UX patterns



Prototyping

Top improvements:

- Quick book
- Favourite seat selection
- Visual seating plan
- In-App Film Reviews
- Multiple payment options



View the prototypes: 1. Before usability testing - 2. After usability testing



Usability Findings & insights



Usability tests

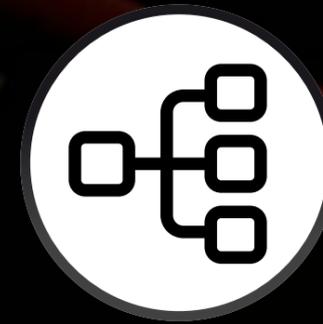
Usability Findings



Quick book
confusion



Seat selection
confusion



Navigation
difficulty



Visual
Overwhelm

[Full usability presentation](#)

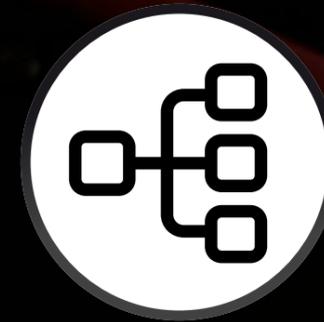
Insights | Solutions



Specific
Task instruction



Better signs
& indicators



Streamlined
navigation

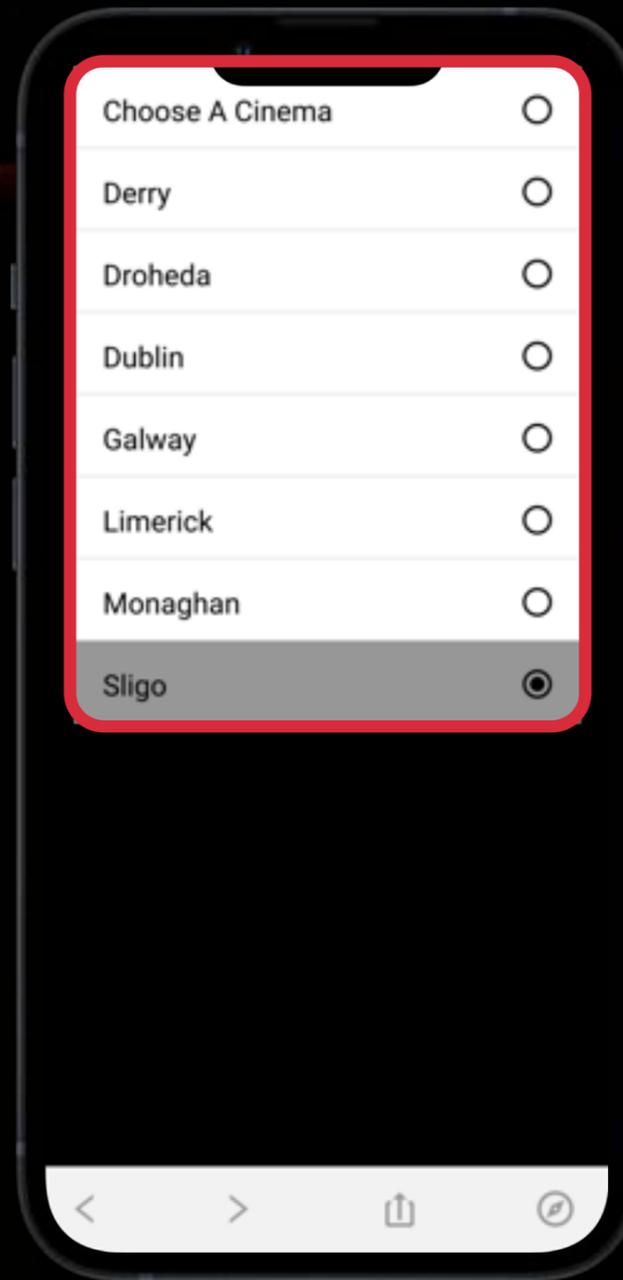


Refined
Content

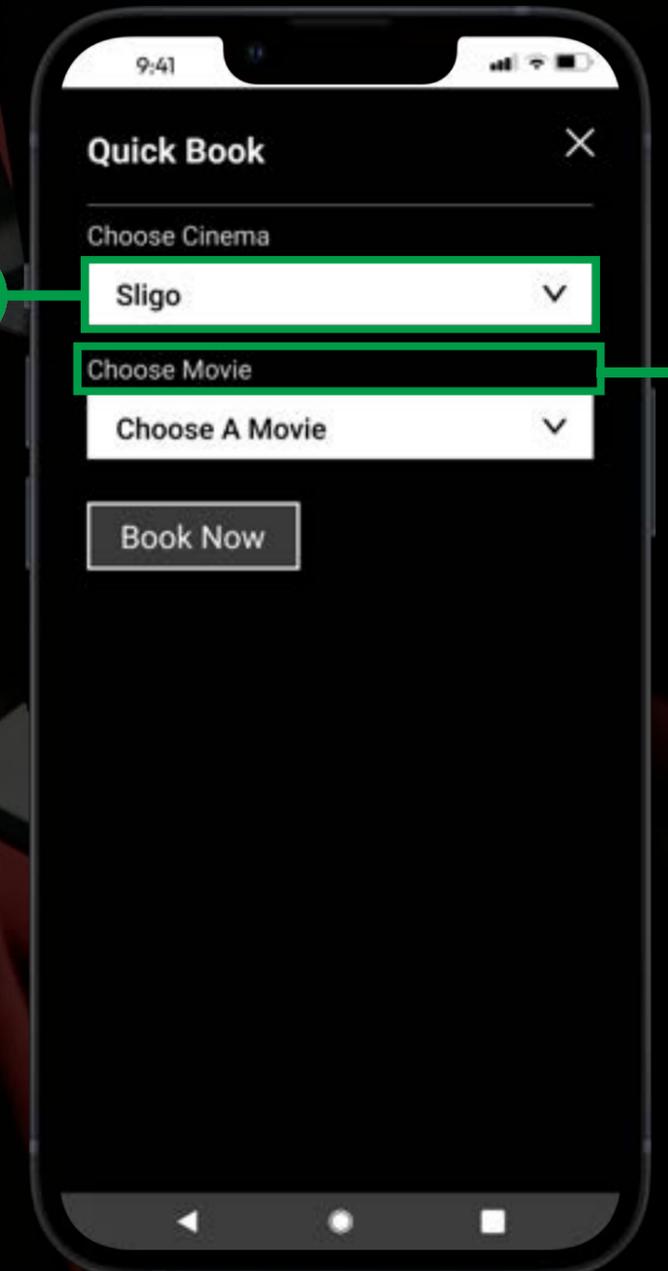
Quick book confusion

1. Location dropdown caused confusion.
2. Default location reduces steps.
3. Labelling improves clarity, guidance & context
 - Pilot testing improves usability testing

1



2

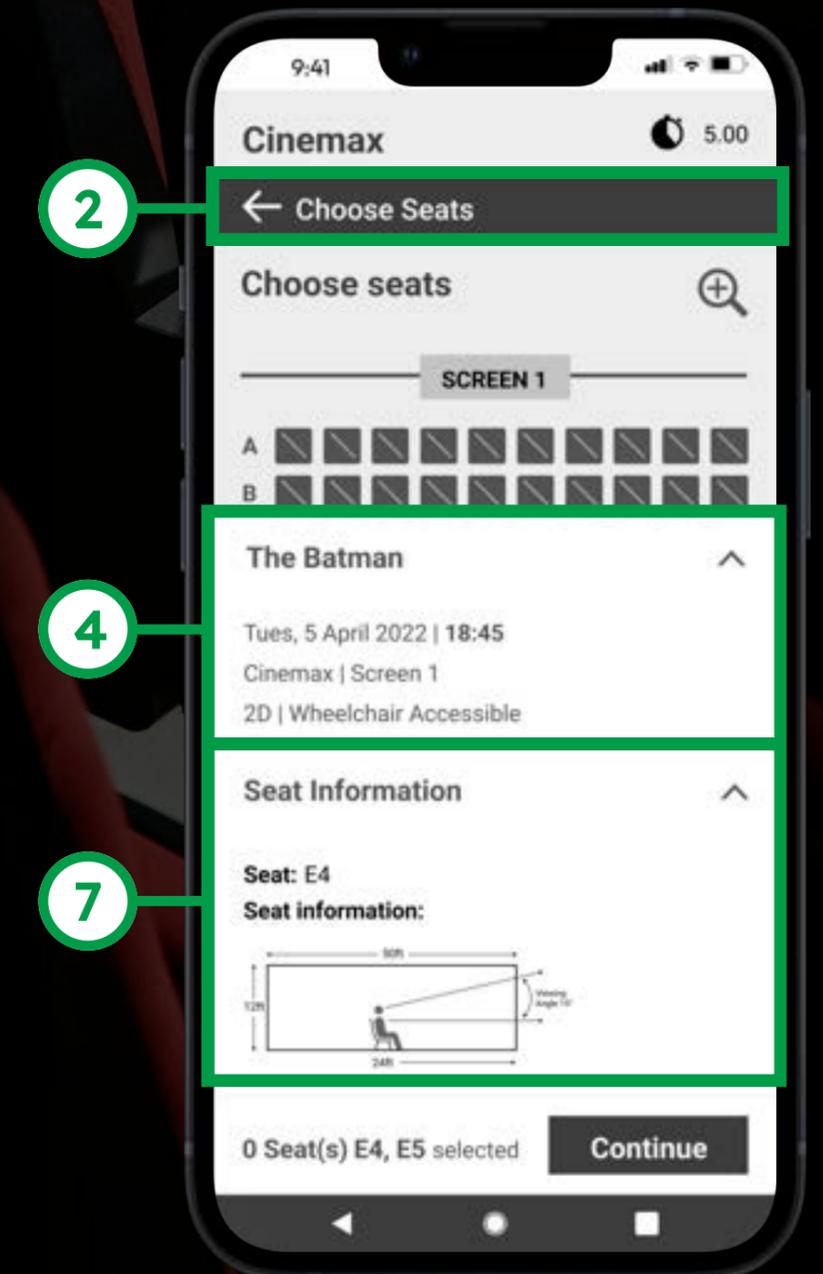
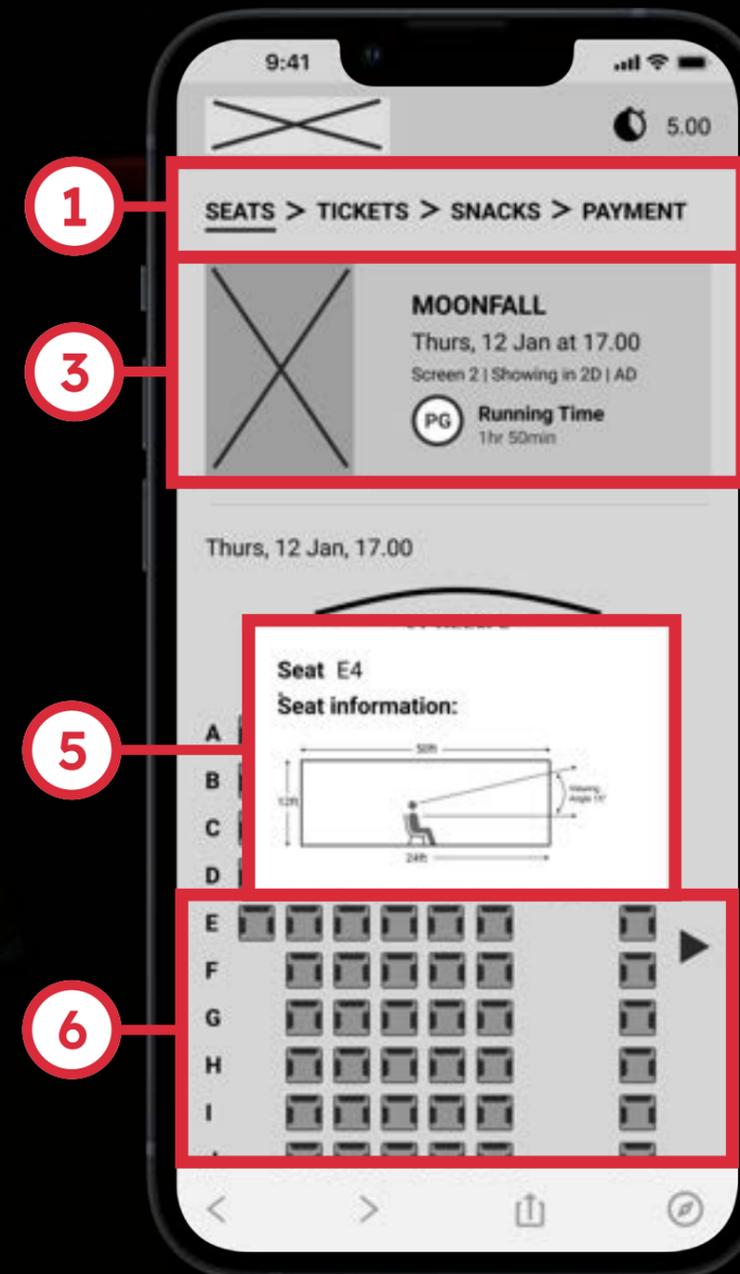


3

Seat selection | Navigation

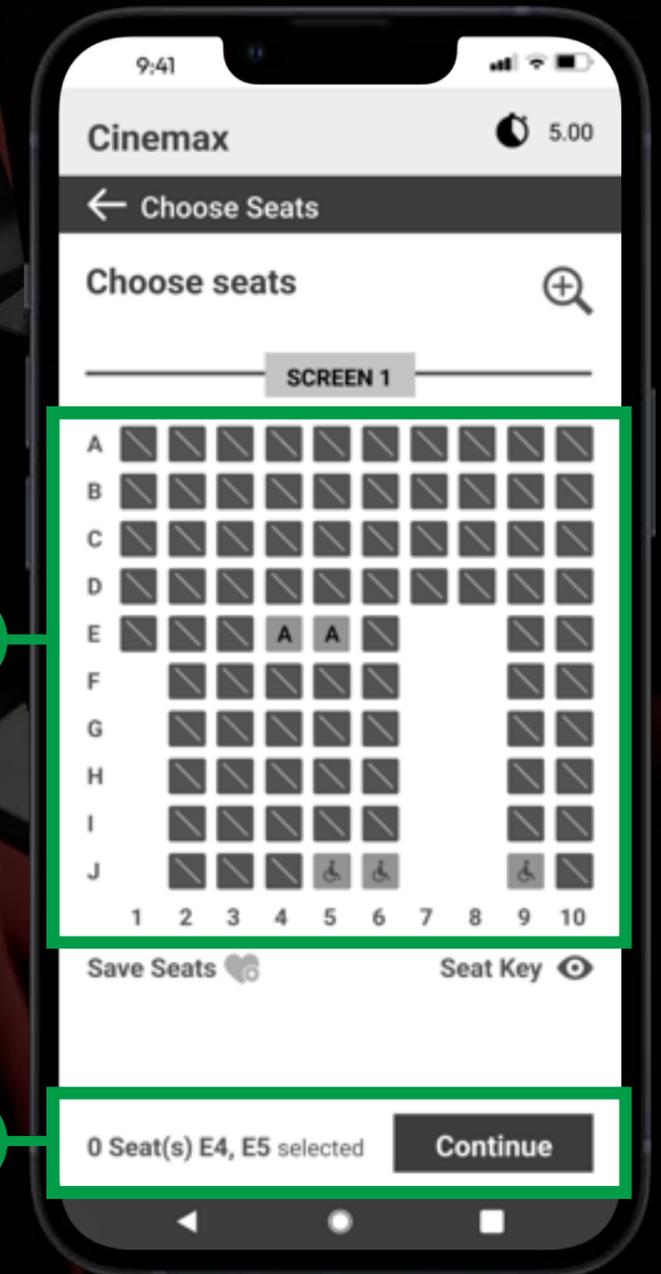
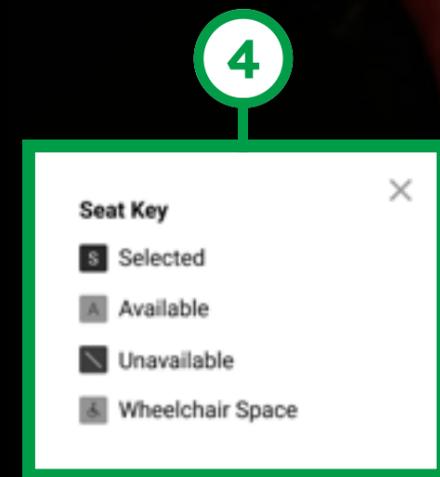
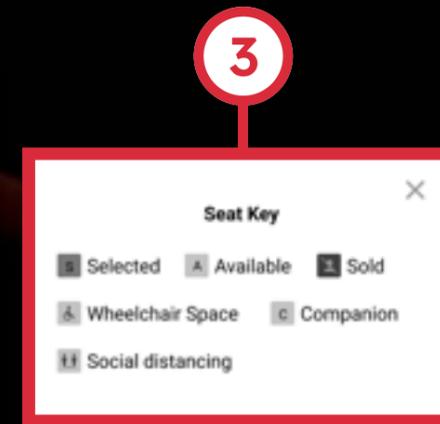
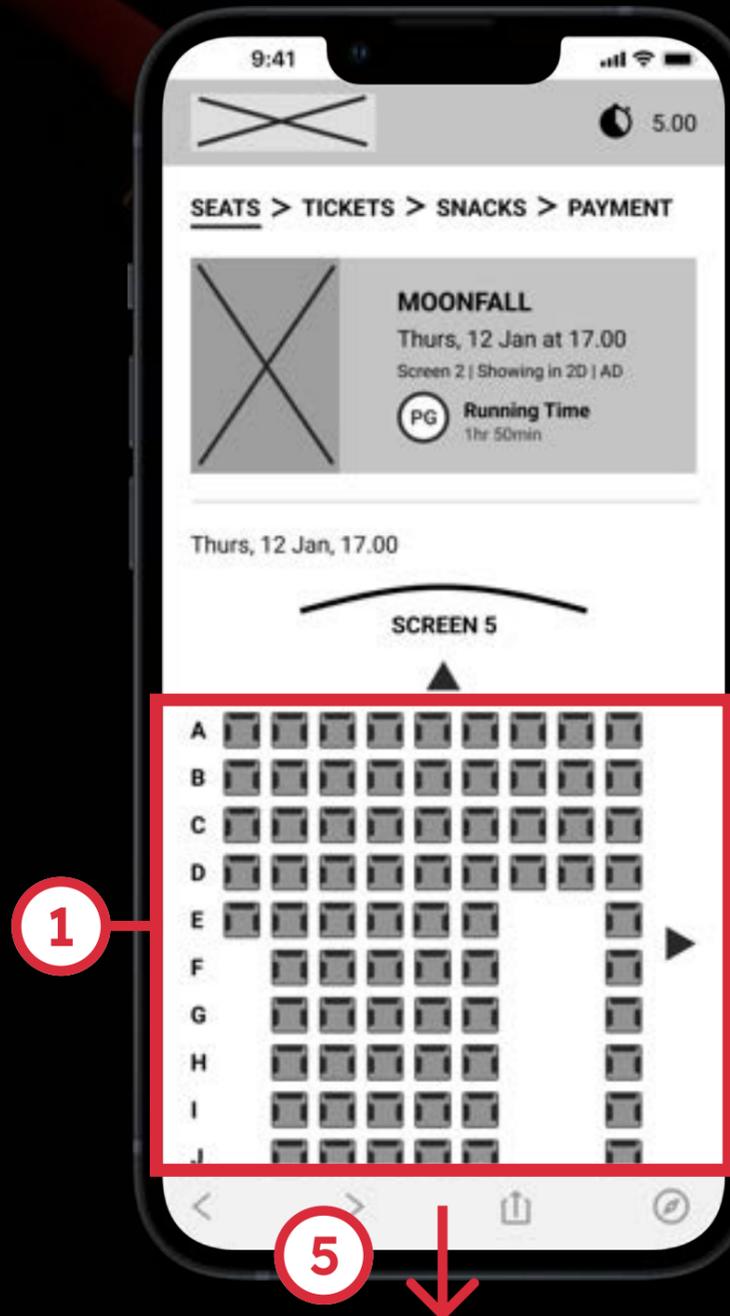
Users could not:

1. Navigation - breadcrumbs
2. Back button
3. Movie details (Visual overwhelm)
4. Movie details (Updated)
5. View seat information
6. Select two seats
7. Relocation of seat information



Seat selection

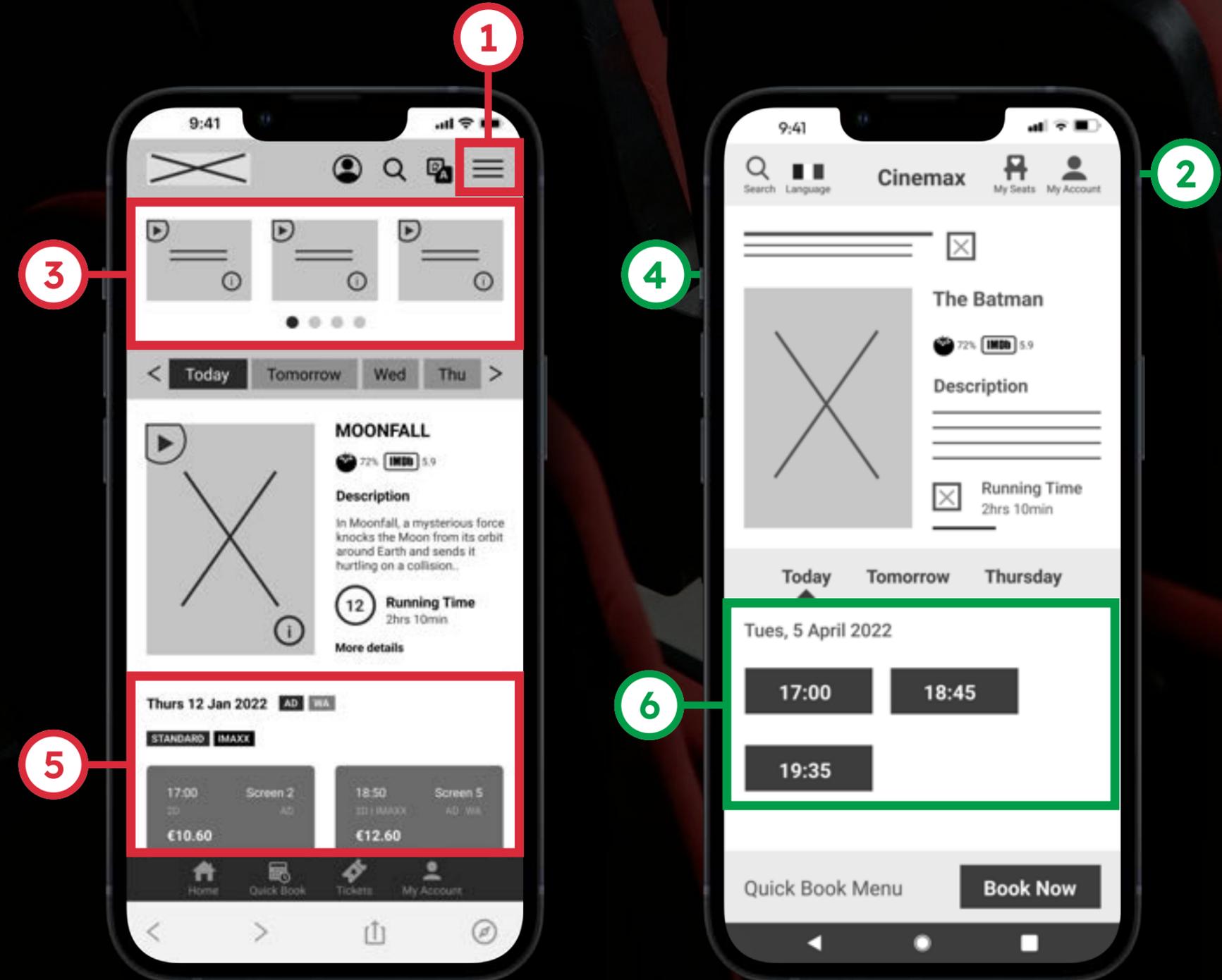
1. Seat type confusion
2. Identify seat type with labels & icons
3. Complex seat key
4. Refined seat key
5. Scrolling - continue button - Navigation
6. Sticky 'Continue' button



Visual overwhelm

Overwhelming content:

1. Hamburger menu
2. Menu removed
3. Film carousel
4. Carousel removed
5. Date-time button (Complex)
6. Date-time button (Simplified)



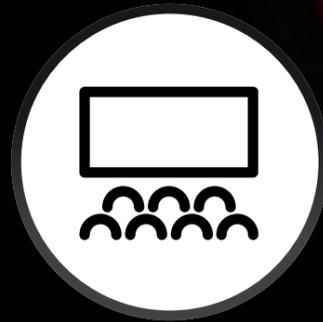


Usability Findings & insights 2

Usability Findings 2



Quick book
confusion



Seat view
Access



Seat key
confusion

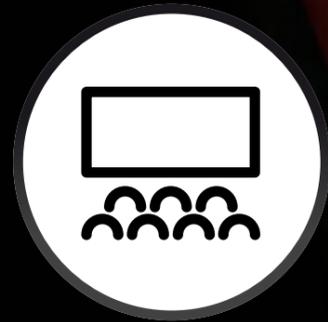


Seat map
difficulty

Insights | Solutions 2



Less confusing
language



Better signs &
indicators



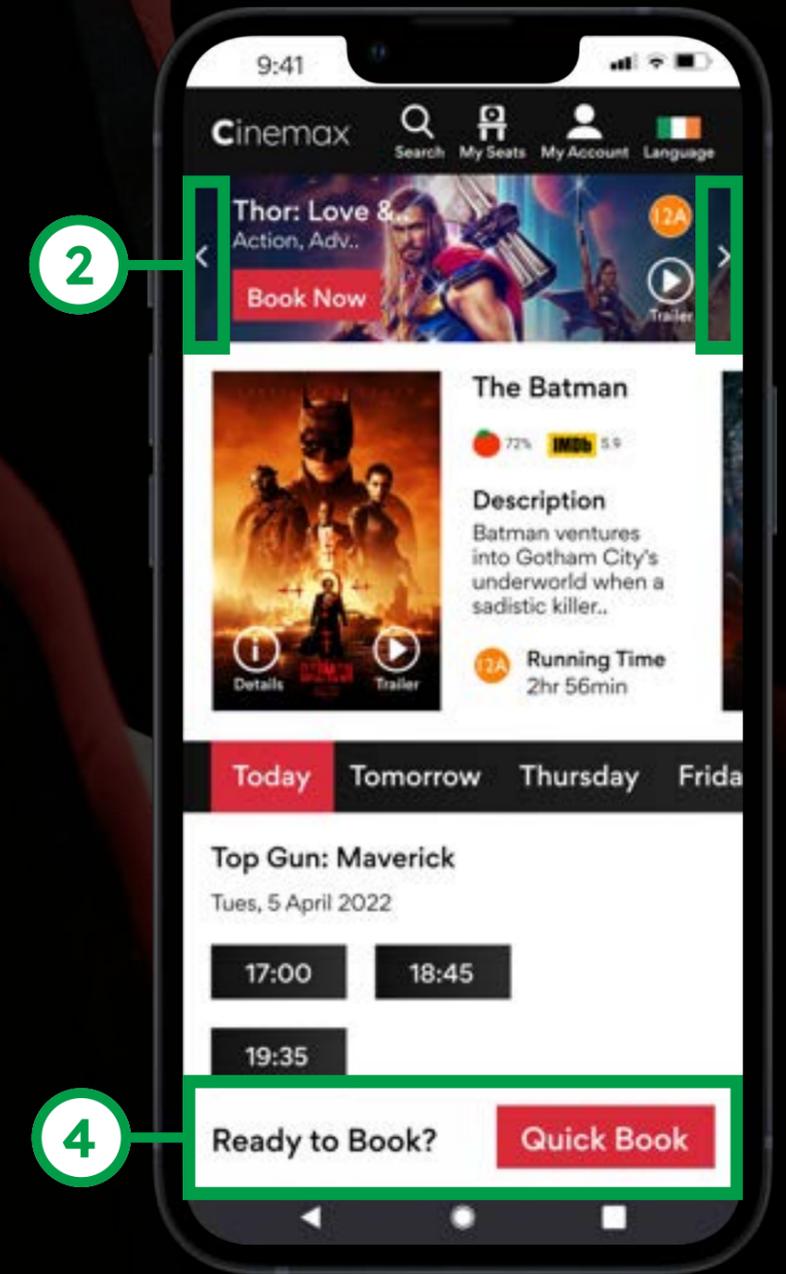
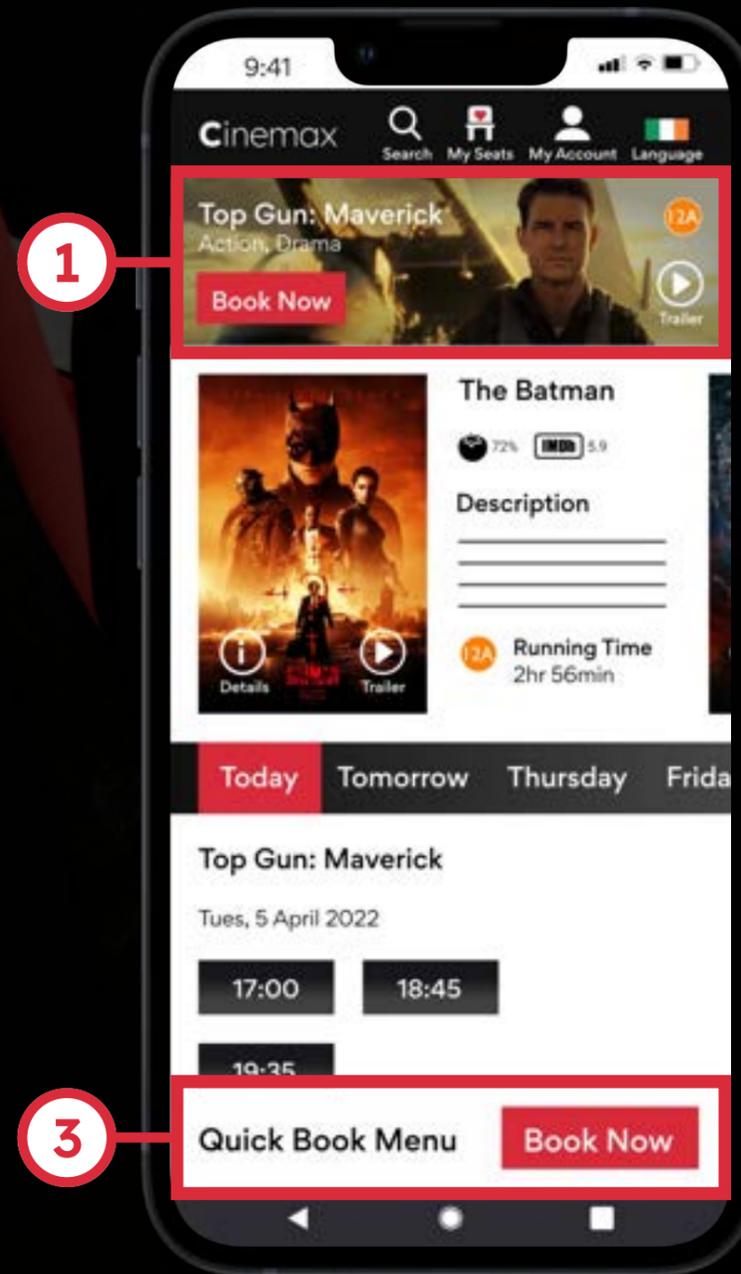
Visible
instructions & cues



Better visual
detail & info

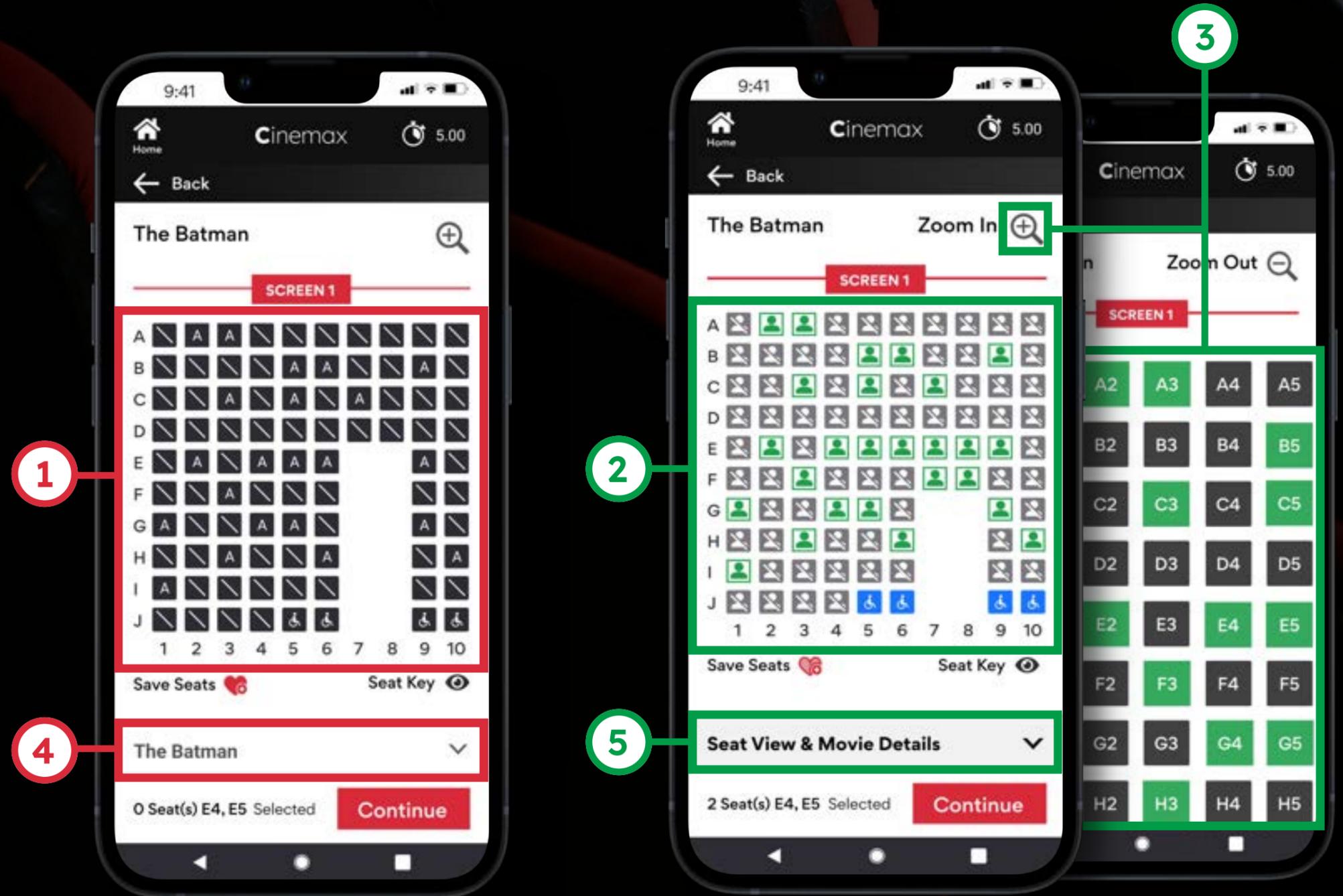
Quick book confusion

1. Hero slider confusion
2. Slider arrows | Animation | Additional films
3. Quick book text & button confusion
4. Text & button language improved



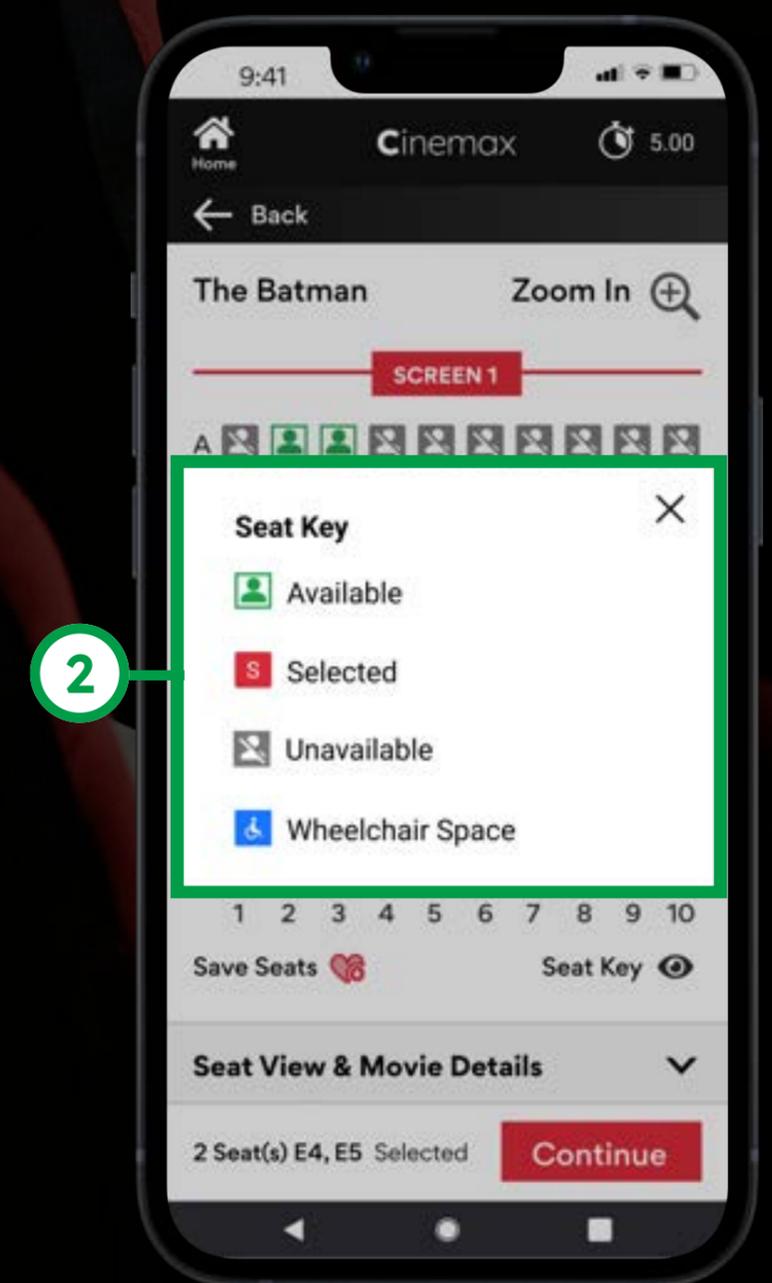
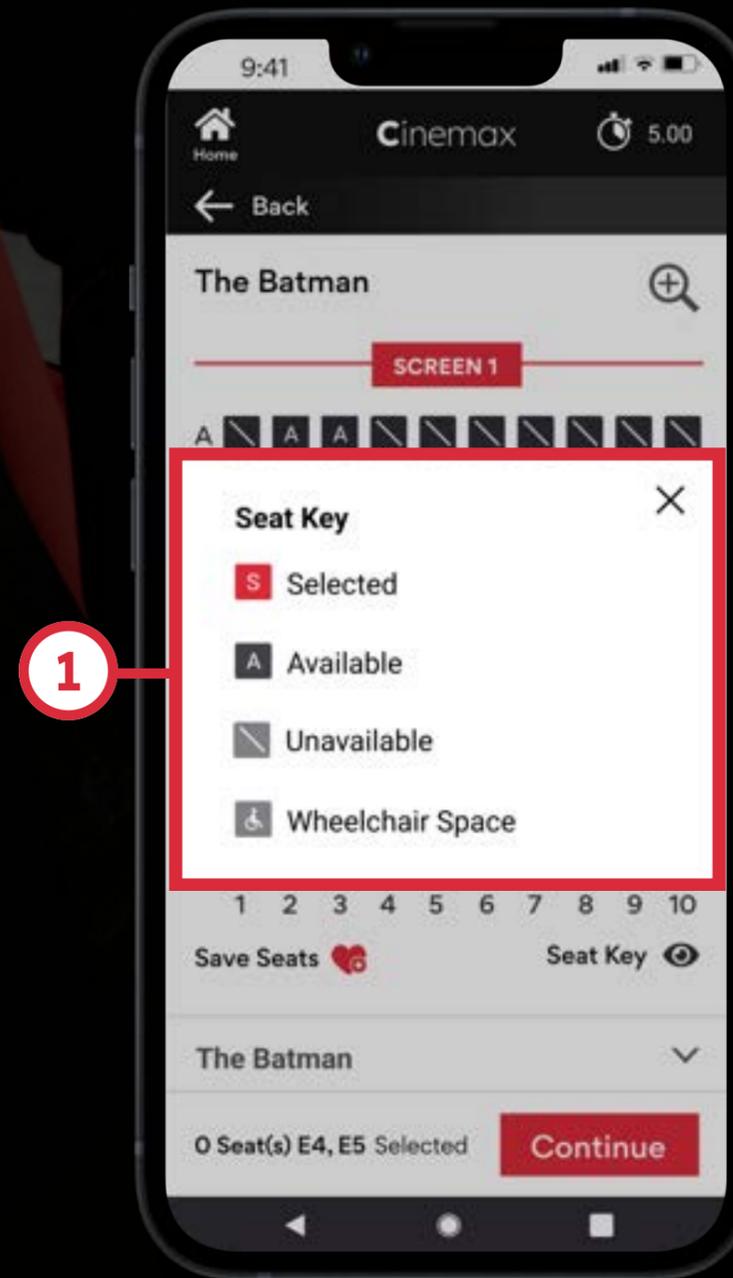
Seat map & view confusion

1. Seat map still confusing to users
2. Colour & icons added for distinction
3. Zoom gesture added to seat selection
4. Finding Seat & screen was confusing
5. Text updated to 'Seat view & movie details'

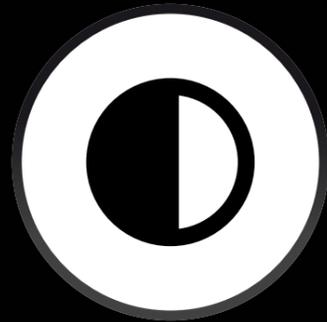


Seat key confusion

1. Seat key confusion due to seat map
2. Better defined colours & contrast



Accessibility considerations



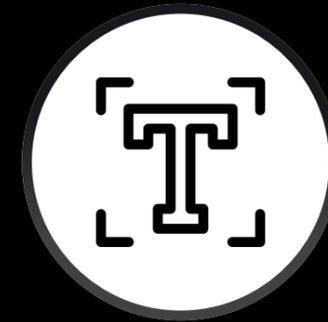
Contrast &
colour



Audio
descriptions

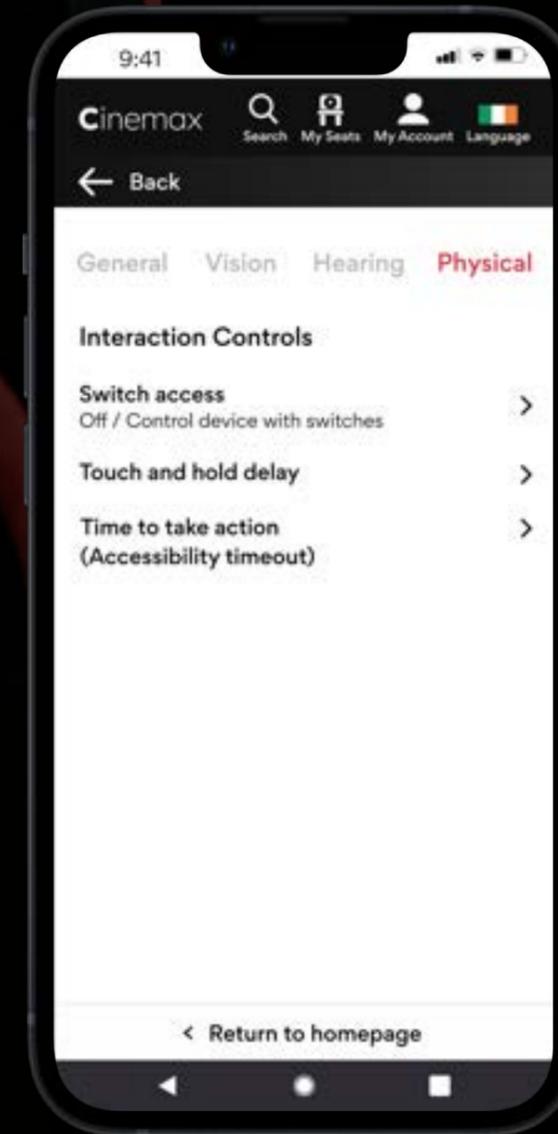
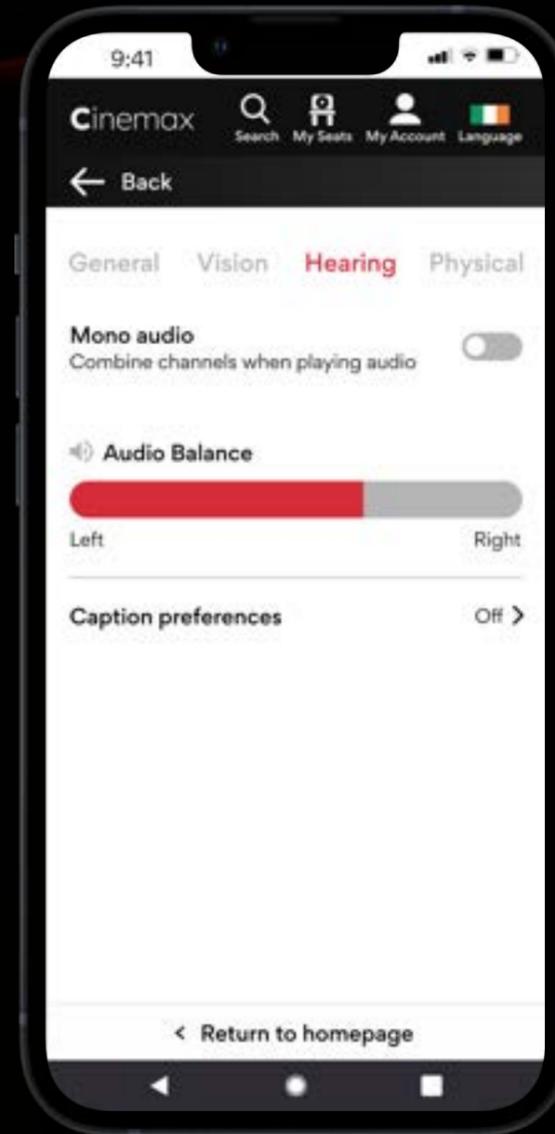
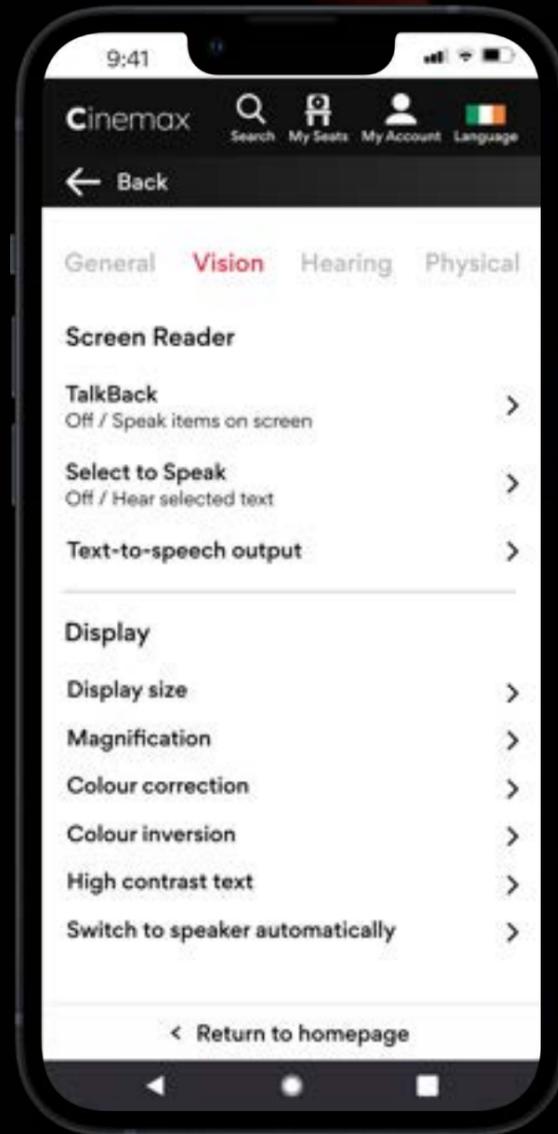
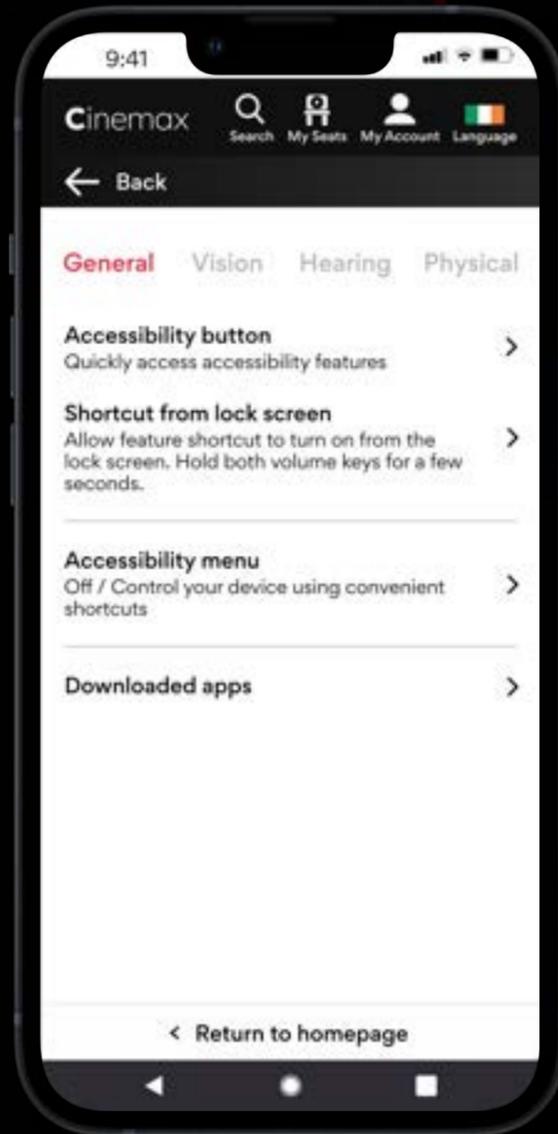


Accessibility
settings



Labelled
icons

Accessibility settings





Projected Outcomes, Future Work & Learning

Projected Outcomes

Quick book - 10% boost in booking leads to 29% revenue growth

Favourite seats - Online buyers almost 2 times more likely to upgrade to premium seating - [Webedia](#)

Flexible payment - 30% increase in conversion rates - [Split it](#)

Future Work & Learning

Validate current design - Usability testing

A/B testing - Task success | Time-on-task | System usability scale

Equity-focussed design - Under represented groups

Appendix

[Empathy Maps](#)

[Persona 1: James](#)

[Persona 2: Rebecca](#)

[User journey 1: James](#)

[User journey 2: Rebecca](#)

[Competitive analysis](#)

[Competitive report](#)

[Storyboarding - James](#)

[Storyboarding - Rebecca](#)

[User flow - Reservation](#)

[Paper wireframes](#)

[Digital wireframes - Lo-Fi](#)

[Digital wireframes - Mid-Fi](#)

[Research plan - Lo-Fi](#)

[Research plan - Hi-Fi](#)

[Activity diagram - Lo-Fi](#)

[Activity diagram - Hi-Fi](#)

[Usability 1 & 2 - Note taking](#)

[Usability 1 - Presentation](#)

[Usability 2 - Presentation](#)

[Lo-Fi prototype 1](#)

[Lo-Fi prototype 2](#)

[Hi-Fi prototype \(Image\)](#)

[Hi-Fi prototype - 1st iteration](#)

[Hi-Fi prototype - 2nd iteration](#)