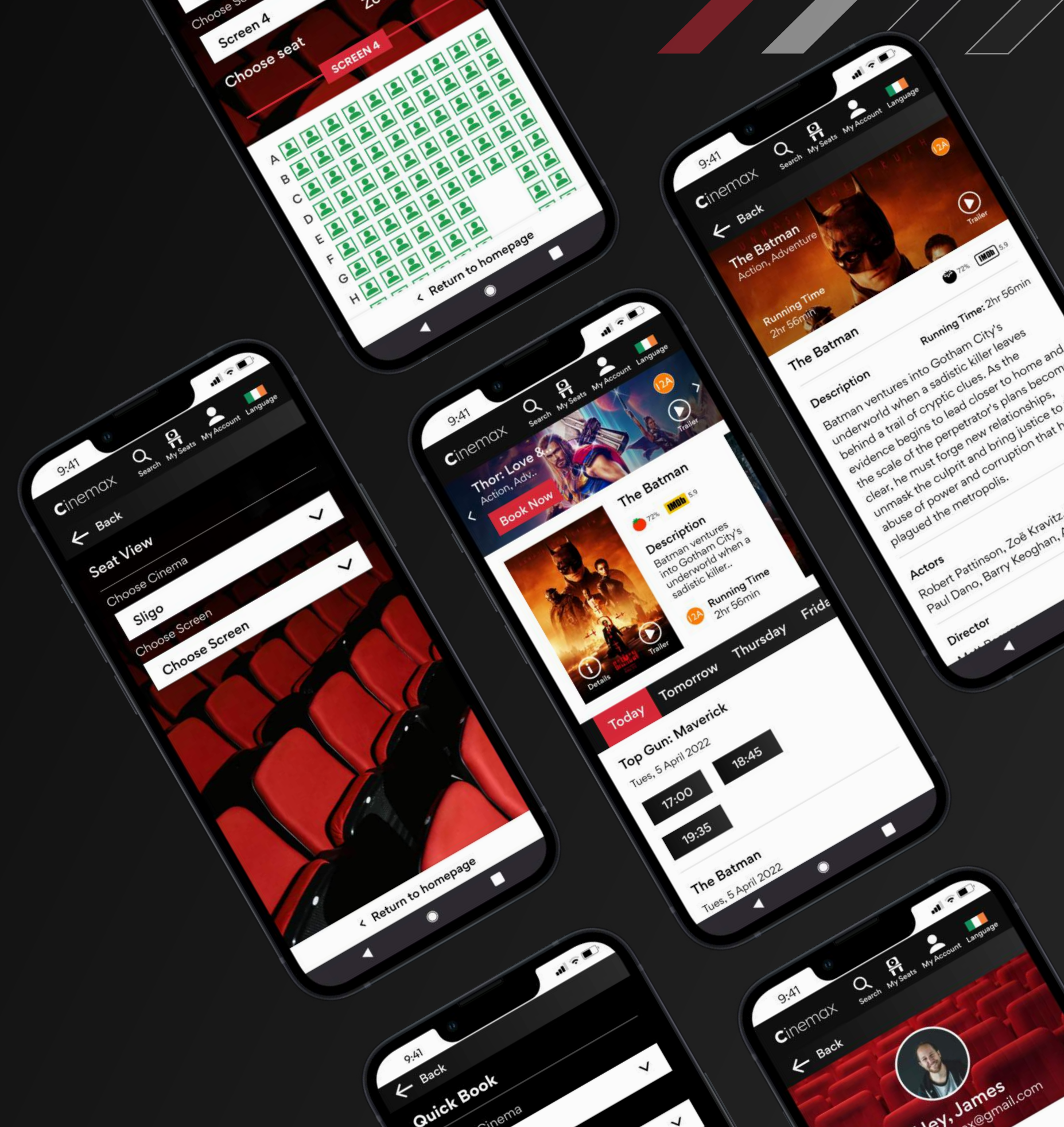


Cinemax

Take control of your cinema experience.

Quick reservations, seat memories & in-App film insights

UX Designer: Shane Dalton



Product Vision

Cinemax is comprehensive all-in-one seat booking solution that facilitates users who want to maximize their cinema experience.

Highly individualized seat selection is offered via **seat view**, where users can access detailed seat view information for any cinema screen in any location the Cinemax chain is available.

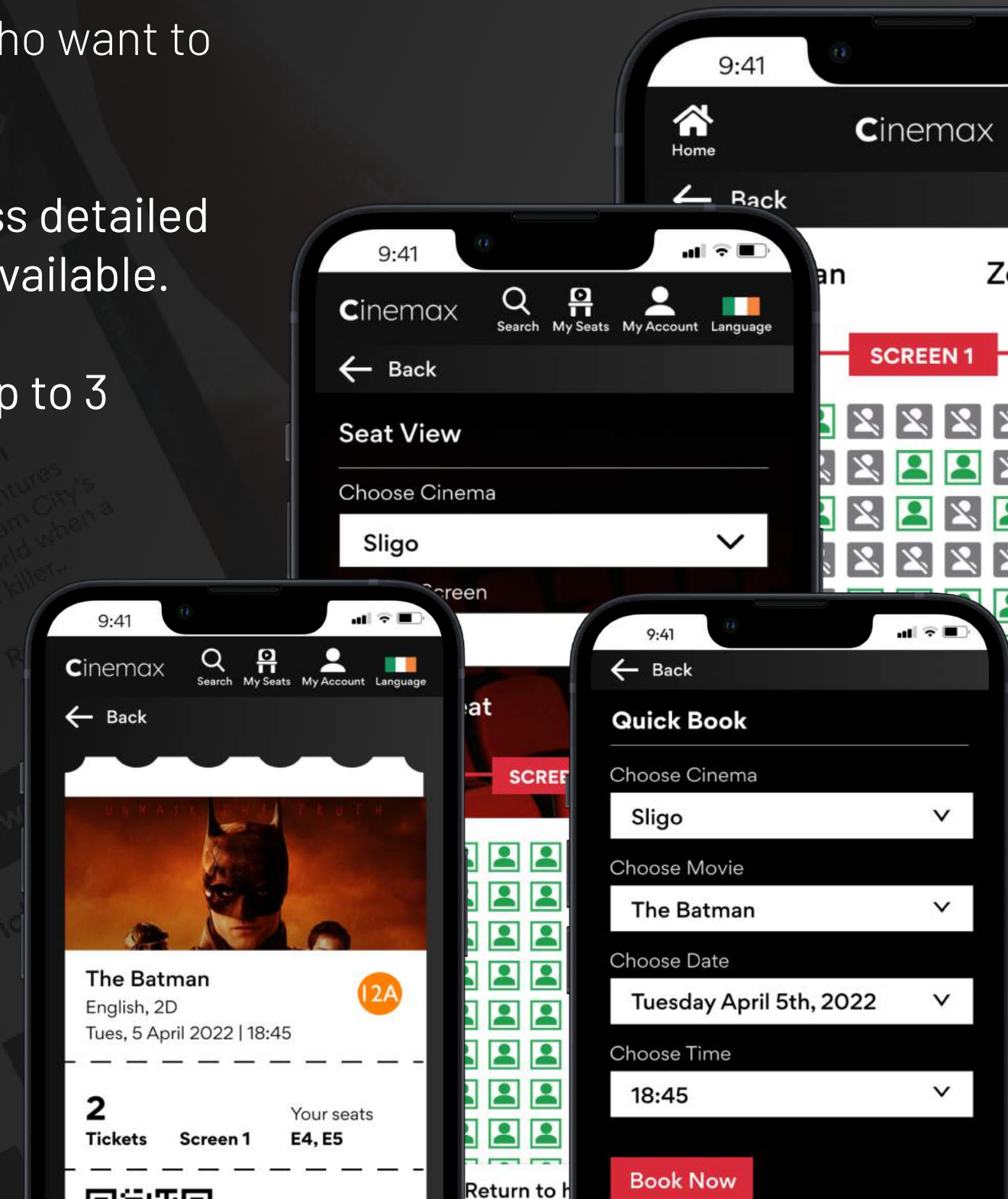
Users can select and update their favourite seats for any screen in the cinema in up to 3 locations via the **favourite seat** feature.

Movie **reviews** from trusted industry groups are available within the app itself.

Cinema users who want to make a booking quickly and easily with minimal hassle.

Project duration: January to June 2022

My Role: End to end UX Design – Visual design, Interaction design, UX research, Usability testing.



Context



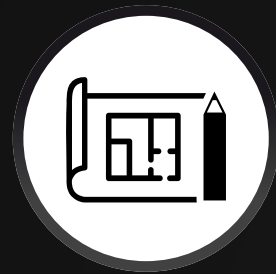
Currently, there is no product on the market that gives users all-in-one access to fast booking, individualized seat selection and in-app movie reviews.

The Goal

1. Design a product that provides a personalized seating experience by way of a favourite seats feature.
2. Enhance the seat selection process using photographs to show seat positions & viewing angles within each theatre of the Cinemax chain. This will provide users with better decision-making options.
3. A quick and easy booking process for users who know what movie they want to watch before they open the app.
4. Design an app that accomodates users who want to immerse themselves deeper in the cinema experience by reading movie reviews - informing their movie decision-making process without having to leave the app.



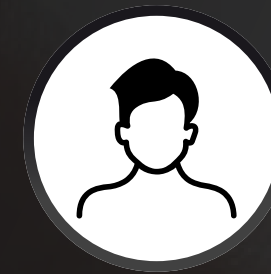
Understanding the user



User research



Empathy maps



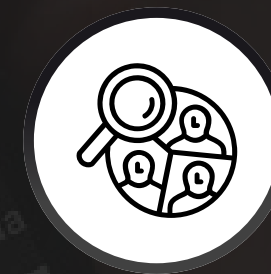
Personas



User stories



User journey maps



Competitor analysis

User research

Interviews

I recruited and interviewed participants who were both familiar with booking cinema tickets online and who attend the cinema quite frequently.

Empathy maps

I created empathy maps from the interviews I conducted to gain a deeper understanding of the end users goals and needs.

Personas

Aligning and grouping these empathy maps allowed me to then create personas of two identified user groups. The two primary user groups identified from the research were:

1. Working parents who need to be able to make a booking quickly and easily and:
2. Working professionals who want to immerse themselves in the cinema experience by reading reviews, to know where they are sitting and a way of remembering where they sat in previous movie screenings.

User research: Pain points



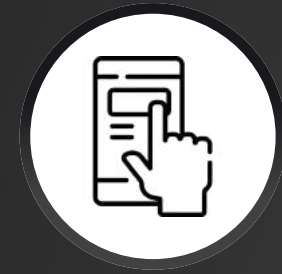
Queues

Both single professionals & working parents want to avoid queues if possible. Seat & snack selection and digital ticket generation is one solution to solving this.



Time

Working parents in particular often find it difficult to make a booking quickly when looking after young children.



Usability

Users are often overwhelmed by too much visual content and find navigating difficult on cinema reservation platforms

Persona: James



James

Age: 44

Education: Masters Degree

Hometown: New York, USA

Family: Married, 2 Children

Occupation: Civil Engineer

Problem statement: James is a busy engineer, husband and father of 2 who needs a quick and painless way to book tickets for the cinema because he wants to avoid long queues.

"I like to book my cinema tickets in advance so I can avoid the busy queues when I'm at the cinema with my wife"

Goals

- To be able to spend more time with his family on the weekends.
- To be able to make a booking very quickly and easily.
- To avoid long queues at the cinema.
- To be able to notify staff of any issues in the cinema from his seat.

Frustrations

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

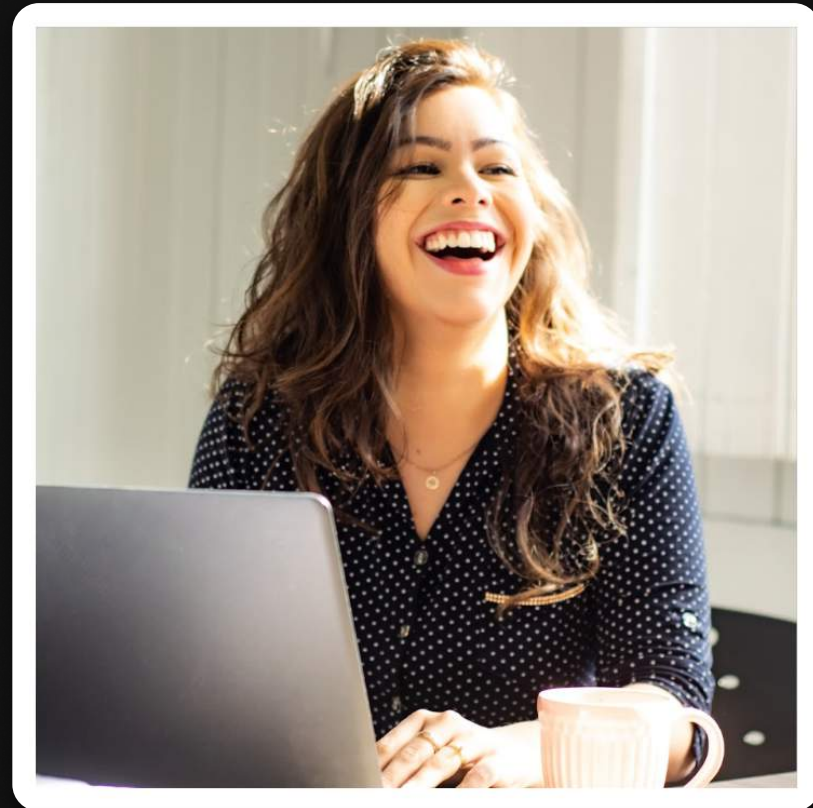
James is a civil engineer based in New York City who lives with his wife and their two young children. He has made a commitment to work from home remotely so that he can spend as much time with his wife and kids as possible.

On the weekends James is often looking after his children, so he gets frustrated when it takes a long time to make a booking through the cinema app. Additionally if James can't make a booking and decides to go to the cinema without booking he often faces long queues for tickets and food.

His interests outside of work include 3D Printing, music, electronics and surfing. James values efficiency and quality and is a big fan of time saving tools.

Persona: Rebecca

Problem statement: Rebecca is a graphic designer and avid movie goer who needs to be able to select her ideal seat in advance of a screening because she wants to maximize her cinema experience.



Rebecca

Age: 28

Education: Masters Degree

Hometown: Dublin, Ireland

Family: Single, 1 Cat

Occupation: Graphic Designer

“When I go on movie nights with my friends I like to know where I’m sitting in advance. I want the best possible cinema experience”

Goals

- To catch up with her friends on movie nights once a month.
- To find a seat where the sound and vision are best.
- Needs the app to be visual, intuitive and easy to use
- To be able to watch trailers, view reviews and ratings in one place on the app.

Frustrations

- “If they don’t show you the layout of the seats you can feel a bit lost. You don’t know what ‘B3’ is, or where it is”
- “Sometimes when I click into these apps I find I don’t like the format or how things are listed.”
- “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. Sometimes you feel too lazy to make the purchase if payment isn’t simple”

Rebecca is a graphic designer who works for a small start up company in Dublin and lives in an apartment with her pet cat. Her ambition is to land a specialized senior position with a global tech company.

Rebecca is an avid film watcher. Once a month, she and her friends go to the cinema on a movie night. She likes to pick the best seats on offer that give the best sound and vision for the movie, however the apps she uses often do not provide enough detail on where the best seats are.

Her hobbies include DIY Home Decor, photography, sea swimming and creative writing. Her favorite music artist is Lykke Li.

User journey map: James

Goal: A fast and easy way to make a cinema booking

ACTION	Go to cinema website	Select movie, date & time slot	Select seats	Make payment	Get email confirmation
TASK LIST	Tasks A. Take out Phone. B. Enter cinema name into Google. C. Click on cinema website from search results page.	Tasks A. Take out Phone. B. Enter cinema name into Google. C. Click on cinema website from search results page.	Tasks A. Take out Phone. B. Enter cinema name into Google. C. Click on cinema website from search results page.	Tasks A. Take out Phone. B. Enter cinema name into Google. C. Click on cinema website from search results page.	Tasks A. Take out Phone. B. Enter cinema name into Google. C. Click on cinema website from search results page.
FEELING ADJECTIVE	Frustrated - Thinking about the steps involved to make a successful reservation. Impatient - wants to make the booking quickly.	Curious about what movies are available. Uncertain as he tries to navigate the app. Impatient - wants to book quickly.	Apprehensive - Not sure if he will get good seats or what seats are available. Confused - Doesn't know exactly where the seats are located from the seating map. Uncertain - Not sure if the seats will be ideal due to lack of visual information.	Safe - as his seats have been secured. Excited - He is looking forward to the movie Relaxed - He has finished the booking process.	Happy - to know he has his tickets. Relieved - that the tickets have been sent to his emails.
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">• Show discounted offers and movie deals.• Language translation• Quick book feature.	<ul style="list-style-type: none">• Show discounted offers and movie deals.• Language translation• Quick book feature.	<ul style="list-style-type: none">• Better visual information on seats.• Favourite seat indicator (If available).	<ul style="list-style-type: none">• Multiple payment options.• One click payment.	<ul style="list-style-type: none">• On screen ticket confirmation once payment is complete.

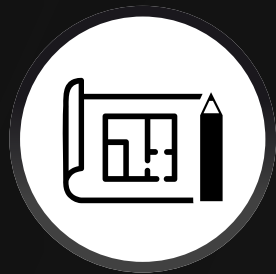
User journey map: Rebecca

Goal: To find the best seats at the cinema and optimize her viewing experience

ACTION	Check reviews & trailers (Before app user journey)	Go to cinema website	Select movie, date & time slot	Select seats	Make payment	Check on screen notification
TASK LIST	Tasks A. Goes to movie review sites like Rotten tomatoes and Metacritic. B. Reads movie reviews. C. Watches the movie trailers for the reviews she likes.	Tasks A. Take out Phone. B. Enter cinema name into Google. C. Click on cinema website from search results page.	Tasks A. Has decided what movie to watch from reading reviews & watching trailers. B. Select movie and time slots she has planned.	Tasks A. Review the seat map to see where her favourite or best available seats are. B. Zoom in to check the seat numbers. C. Select the seat that she wants. D. Click on the book now button to proceed to payment.	Tasks A. Reviews the payment information process. B. Selects her preferred payment method. C. Makes transaction.	Tasks A. Check the details on the reservation are correct. B. Take a screenshot of details for quick access when showing to the cinema associate.
FEELING ADJECTIVE	Excited to check out different movies. Curious to see what movies got good ratings Intrigued with a movie after watching the trailer.	Impatient - Wants to make the booking quickly. Frustrated - Thinking about the steps involved to make a successful reservation. Determined to make the booking.	Certain - Knows what movie she is going to choose. Hopeful that she will find a time and date that suits her schedule.	Apprehensive - worried that she may get a bad seat. Curious to see what seat options are available. Impatient - wants to book something as soon as possible in case she loses a good seat.	Relieved that she has found a seat she wants. Optimistic that she will complete the reservation without any problems.	Relaxed as she confirmation that the booking has been made. Grateful that she was able to get a seat for the movie on the date and time she wanted. Excited to see the movie.
IMPROVEMENT OPPORTUNITIES	Show discounted offers and movie deals.	More visual design. Quick book feature. Language translation	Include information on wheelchair accessibility, subtitles and audio described screenings for individuals that have hearing loss.	Favourite seat indicator (If available). Detailed visual seat information.	Multiple payment options. One click payment.	On screen ticket confirmation once payment is complete.



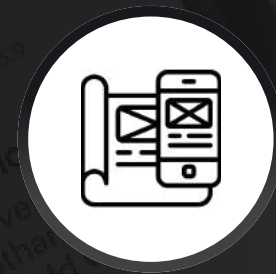
Starting the design



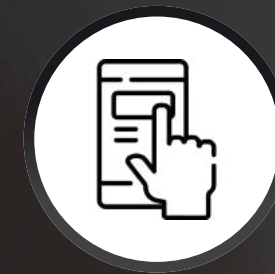
Paper wireframes



Digital wireframes



Low-fidelity prototype



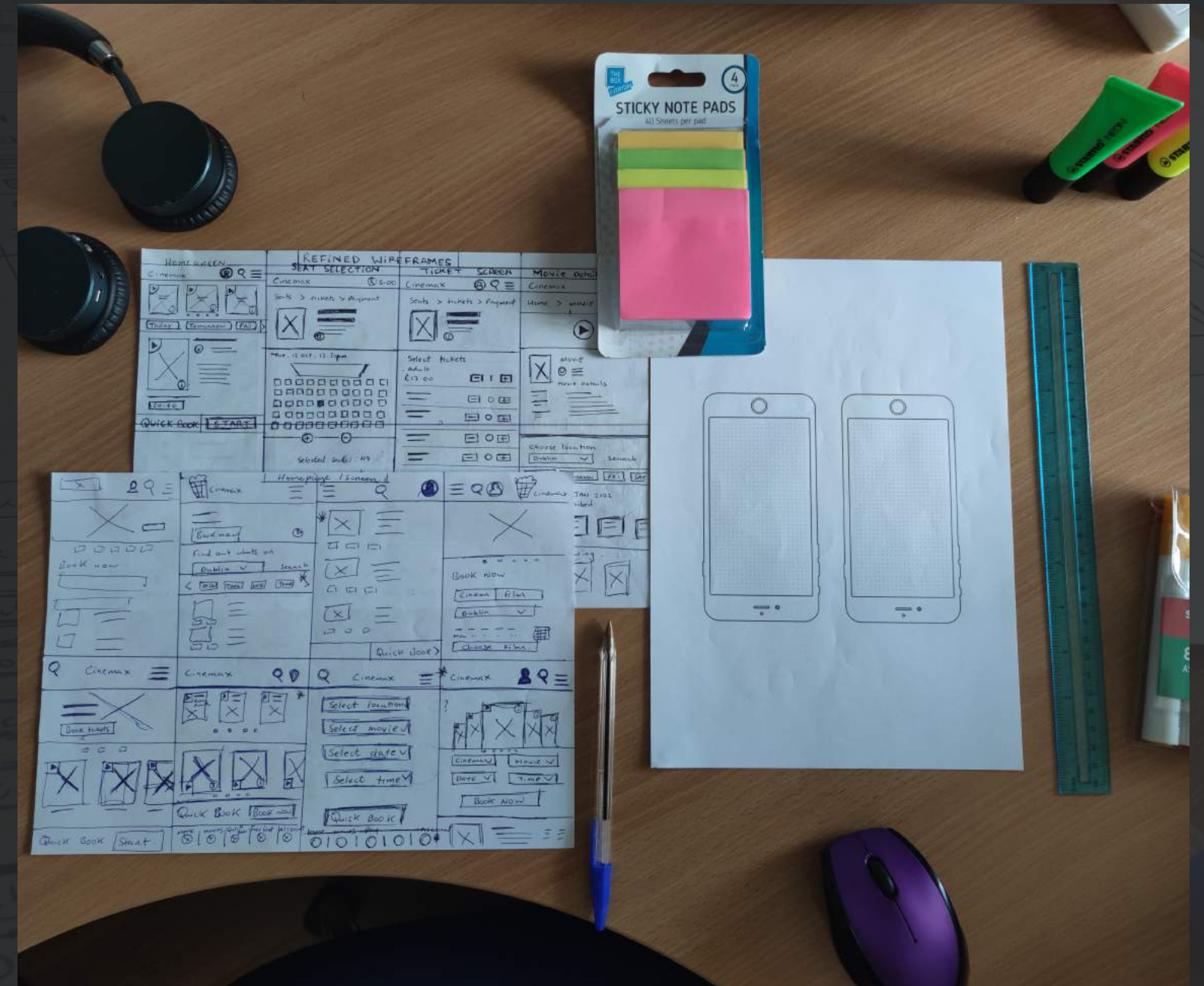
Usability studies

Paper wireframes

I spent time drafting paper iterations of the app so that the main user pain points would be addressed correctly and the digital wireframes were more robust and refined.

One of the most important screens, the home screen facilitates the beginning of contrasting user flows in the app - Some users may want to read reviews or access seat information before making a booking, while others may know what movie they want to watch and book immediately.

Both of these user goals are acknowledged and prioritized at this point in the design process.



Digital wireframes

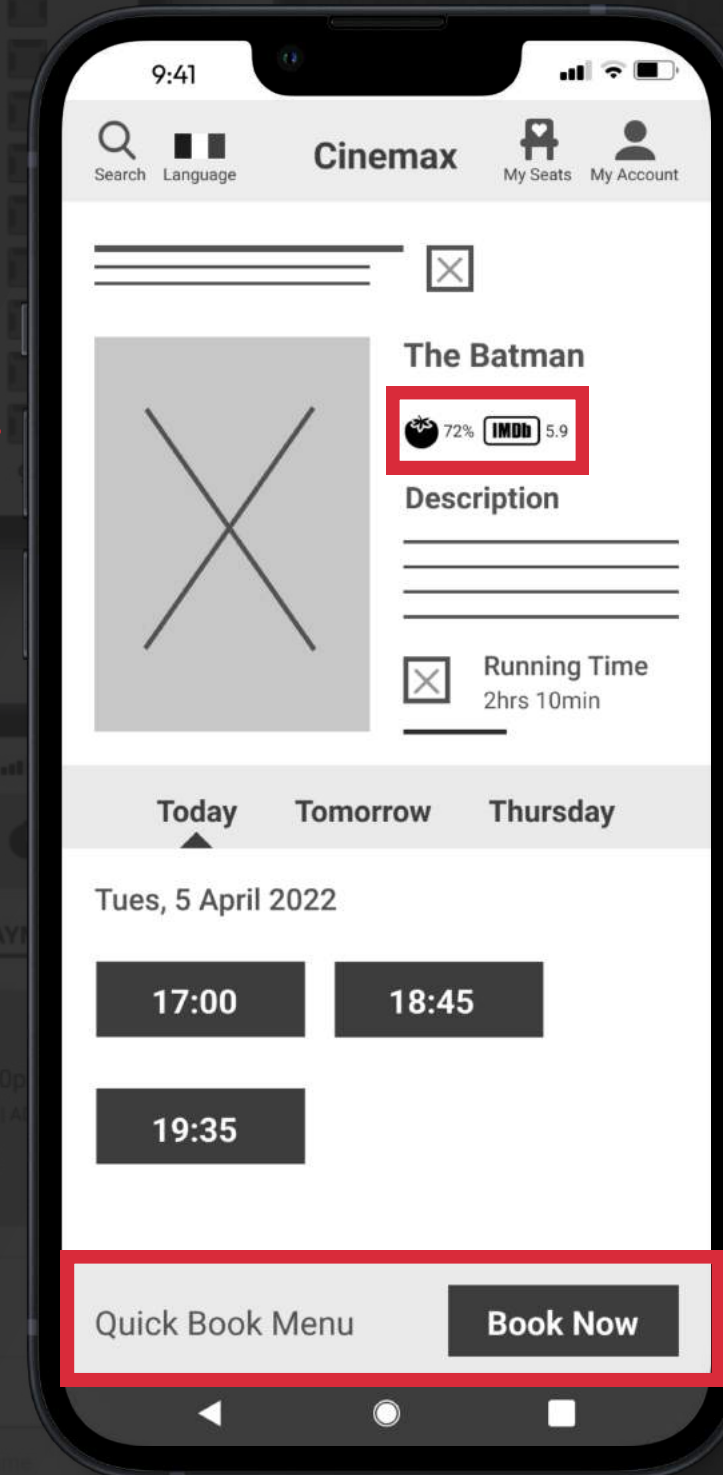
Home screen

I transferred my paper sketches into digital wireframes maintaining the original design ideas grounded by user research findings and data.

Two key user needs that were addressed in the designs.

1. Accommodating users who wanted to spend time finding out what movie they might want to see by reading reviews and other movie information.
2. Making quick and easy booking accessible from the home screen by placing a sticky “Book Now” button at the bottom of the screen.

There are two movie review options - Rotten tomatoes and IMDB which facilitate users who want to deep dive in movie information before the make a decision.



The **Book Now** button at the footer of the home screen allows users to make quick reservations for the movie they want to see.

Digital wireframes

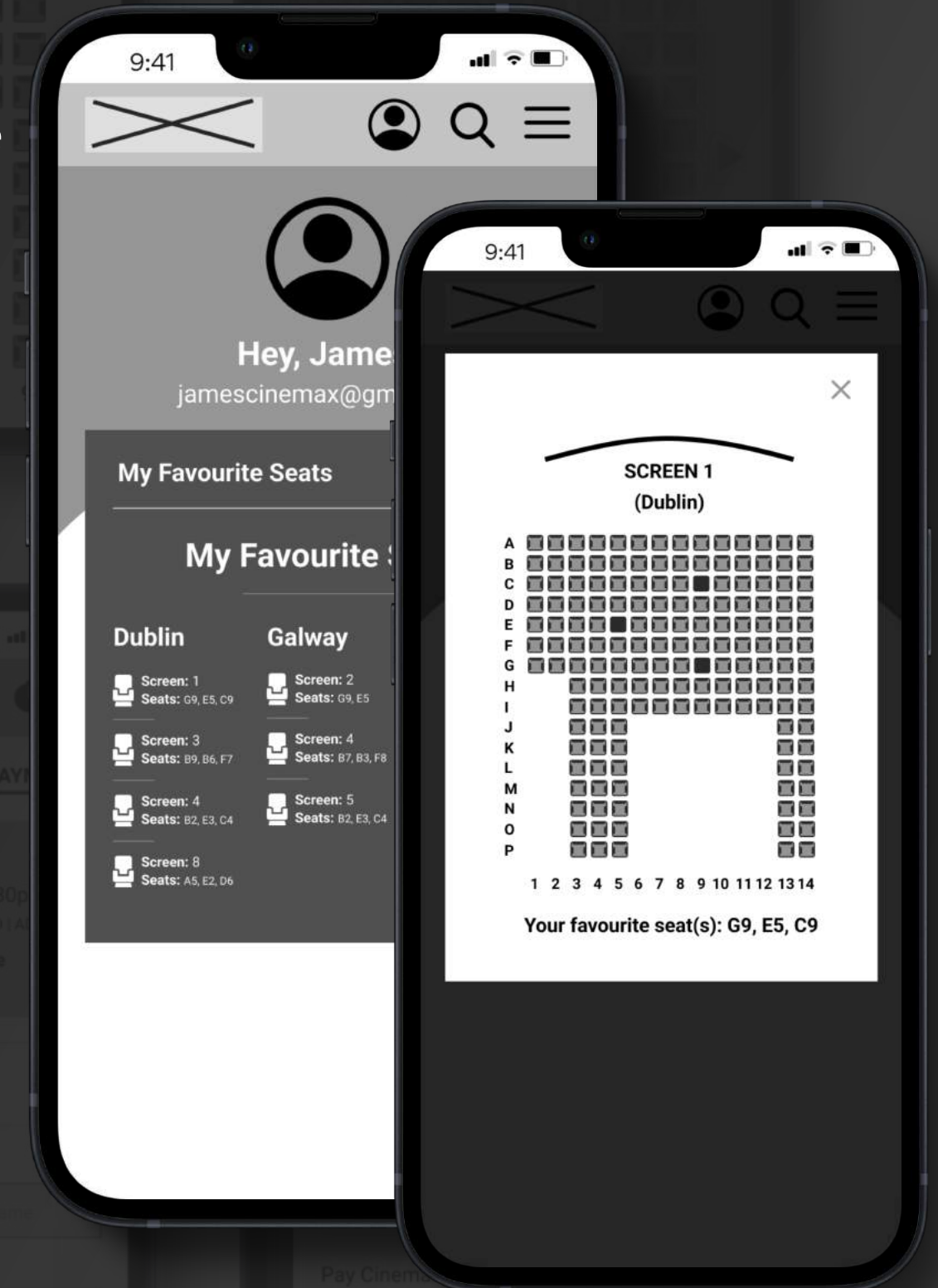
My Favourite seats & Seat View screens

Research showed that a key user need was having the ability to access more information on seats than is currently available on other cinema apps.

My initial solution to this was to create a dedicated **My favourite seats** feature which holds data on cinema locations, screens and seats.

Once a user opens up the feature they are presented their top 3 locations for the Cinemax chain (This is capped at 3 to limit the database size and to control data storage). Using a long press a user can trigger a screen map overlay which shows them visually where their seats are in reference to the theatre itself.

Having a **favourite seats** feature in the app allows users like Rebecca to connect their previous cinema experience to a physical location.



Low-fidelity prototype

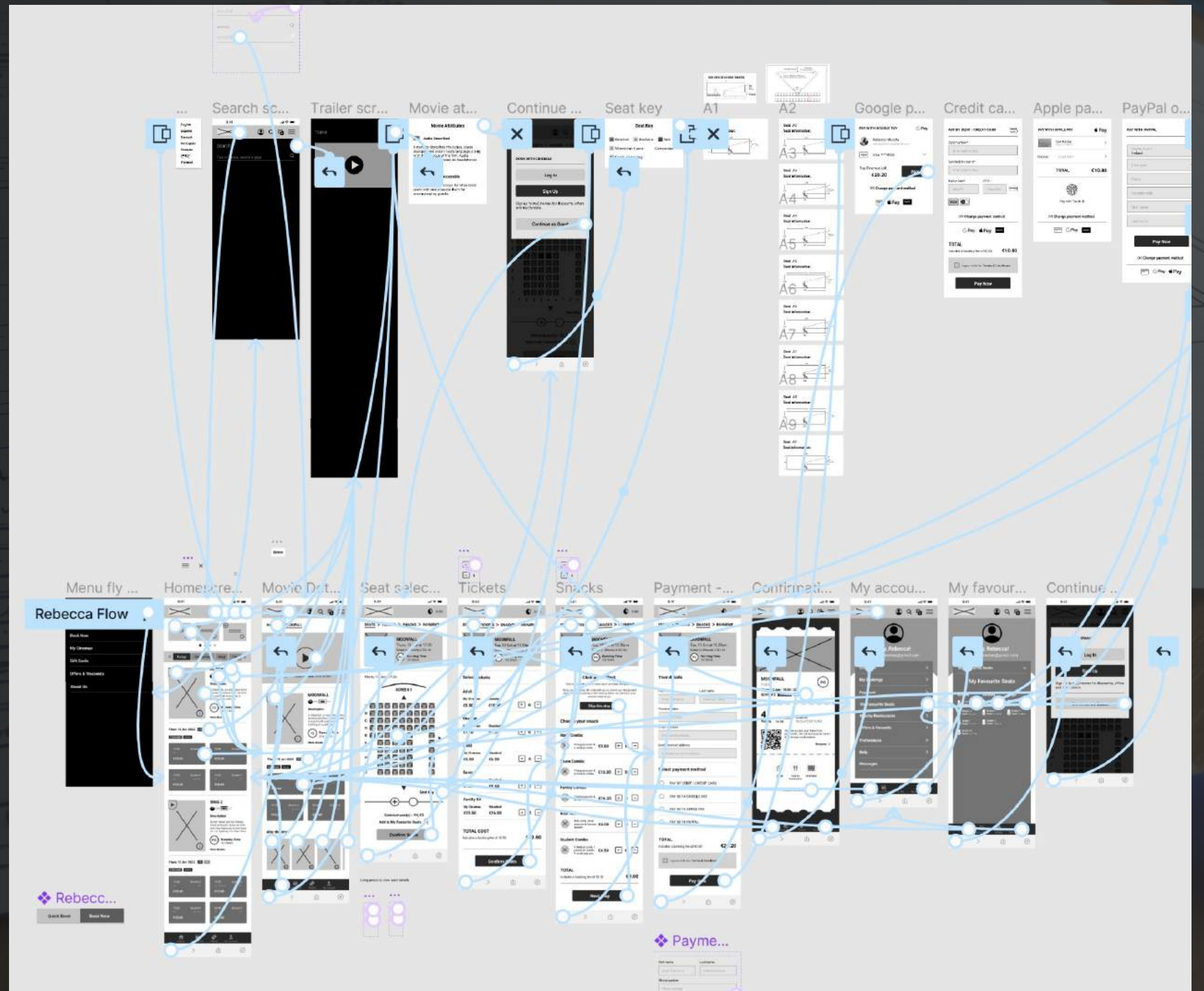
Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a pizza, so the prototype could be used in a usability study.

Once all digital wireframes were designed to satisfaction I created a low-fidelity prototype which was suitable for a usability study. The user flows connected in the prototype include a **Quick Book flow** which is geared towards the needs of users like James and the **Movie / Seat flows** which encourage users like Rebecca to take more time with movie information and seat selection.

View the Cinemax low-fidelity prototypes below:

Iteration 1 (Before usability testing)

Iteration 2 (After usability testing)



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 to be refined.

Round 1 findings

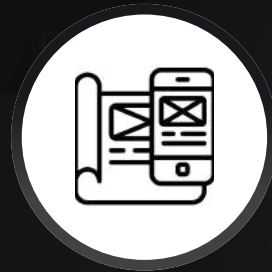
- 1 Most users found the Quick book flow difficult and confusing.
- 2 Users need an easier way to navigate the app.
- 3 Users have difficulty with prompts and interacting with the prototype software.
- 4 Most users expressed some level of visual overwhelm.

Full findings are available on [this presentation slide](#)

Round 2 findings

- 1 Locating the seat information key (seat view) on the seat selection screen was difficult for most users.
- 2 Finding the quick book feature was difficult for some but not all users.
- 3 Navigating to and understanding the seat & screen information feature is difficult for most users.
- 4 Understanding how to read the seat map is difficult for some users.

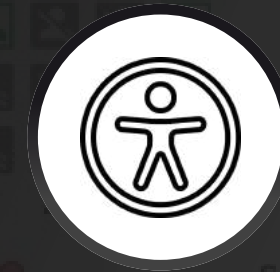
Refining the design



Mockups



High-fidelity prototype



Accessibility



Mockups

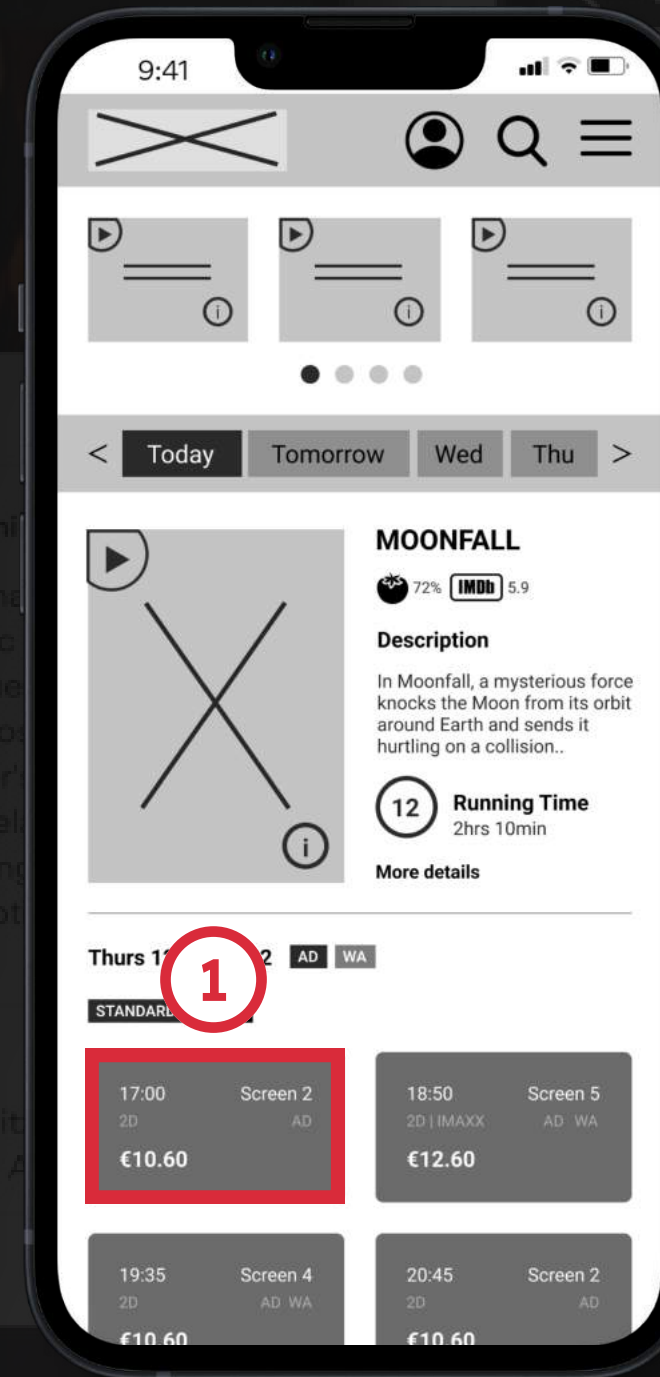
Home screen - Usability 1

The homescreen went through several iterations before the final mockups were designed. My first instinct was to give users as much information as necessary to complete their goals.

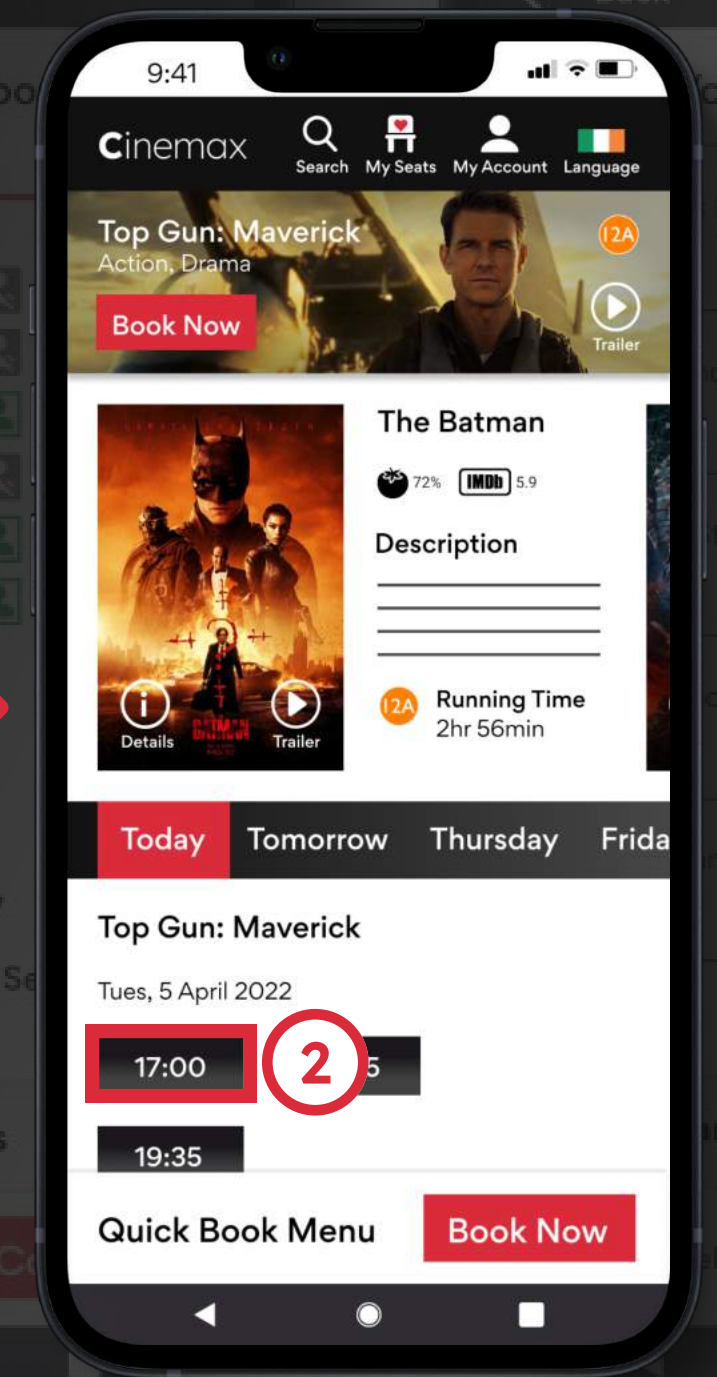
Usability studies showed that users were overwhelmed with the content - text, icons and images on the home screen. An example of this is the screen time buttons (1) which were designed to be much more simplified and refined after initial user feedback (2).

Removal of the hamburger menu (3) and simplification of the hero slider from (4) to (5) also contributed to a better user experience for participants of the studies.

Before usability studies 1



After usability studies 1



Mockups

Home screen - Usability 2

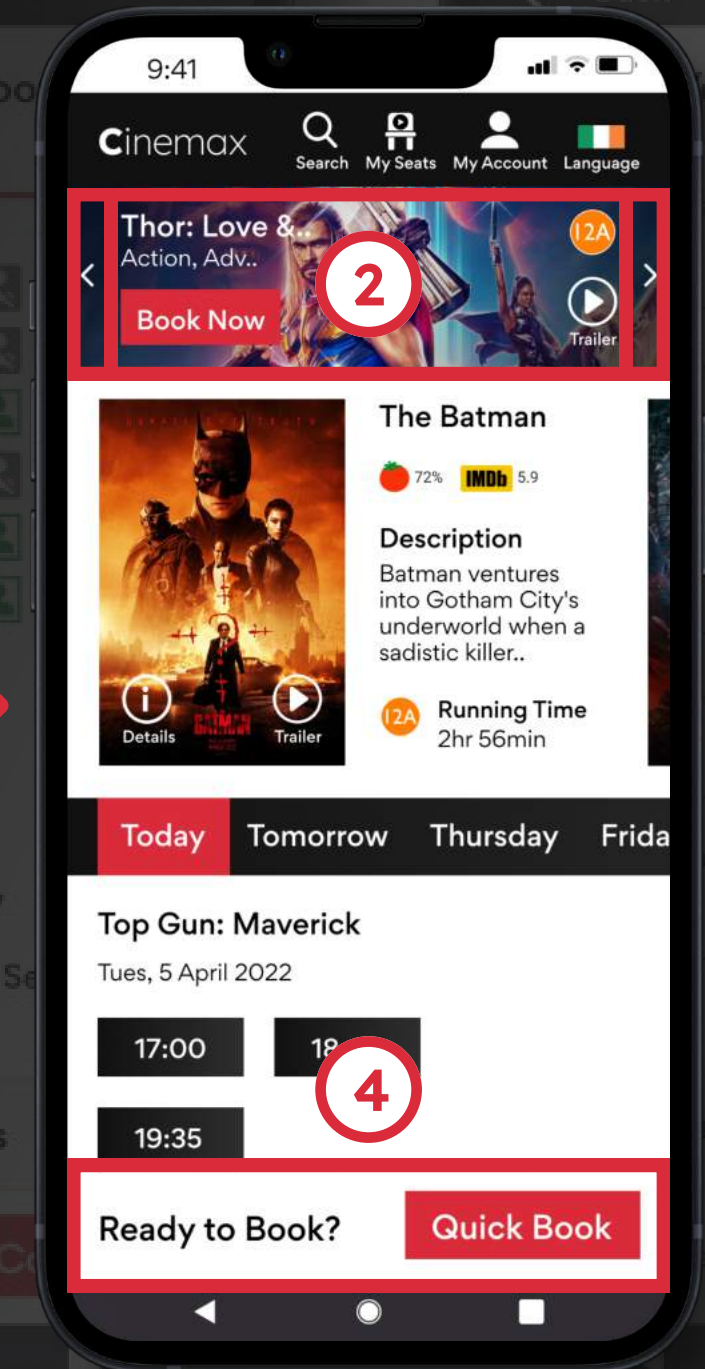
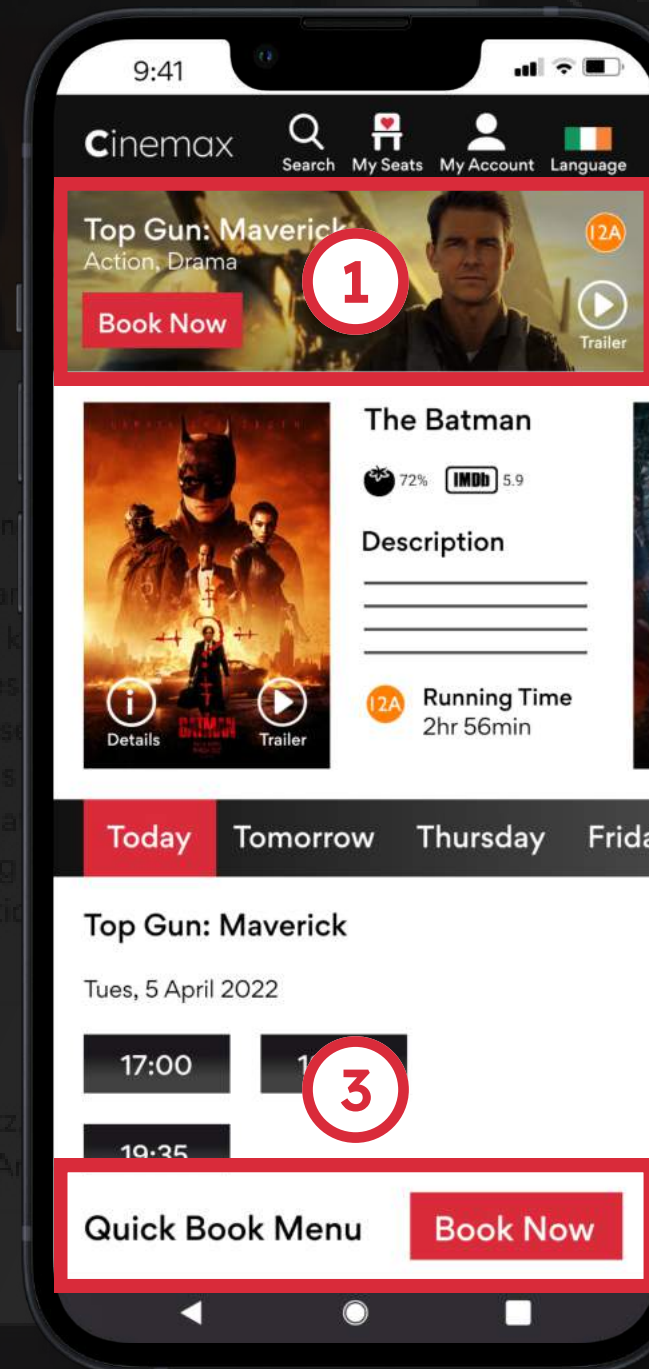
The second usability study showed that users had a better overall experience but were unclear at times with the app.

Some participants were confused with the hero slider (1) and thought that only one movie was being advertised. I added navigation arrows (2) and more movies to the slider to show more options.

Some participants were confused by the text used in the quick book call-to-action. This was changed from “Quick Book Menu” and “Book Now” (1) to “Ready to Book?” and “Quick Book” (2) respectively.

Before usability studies 2

After usability studies 2



Mockups

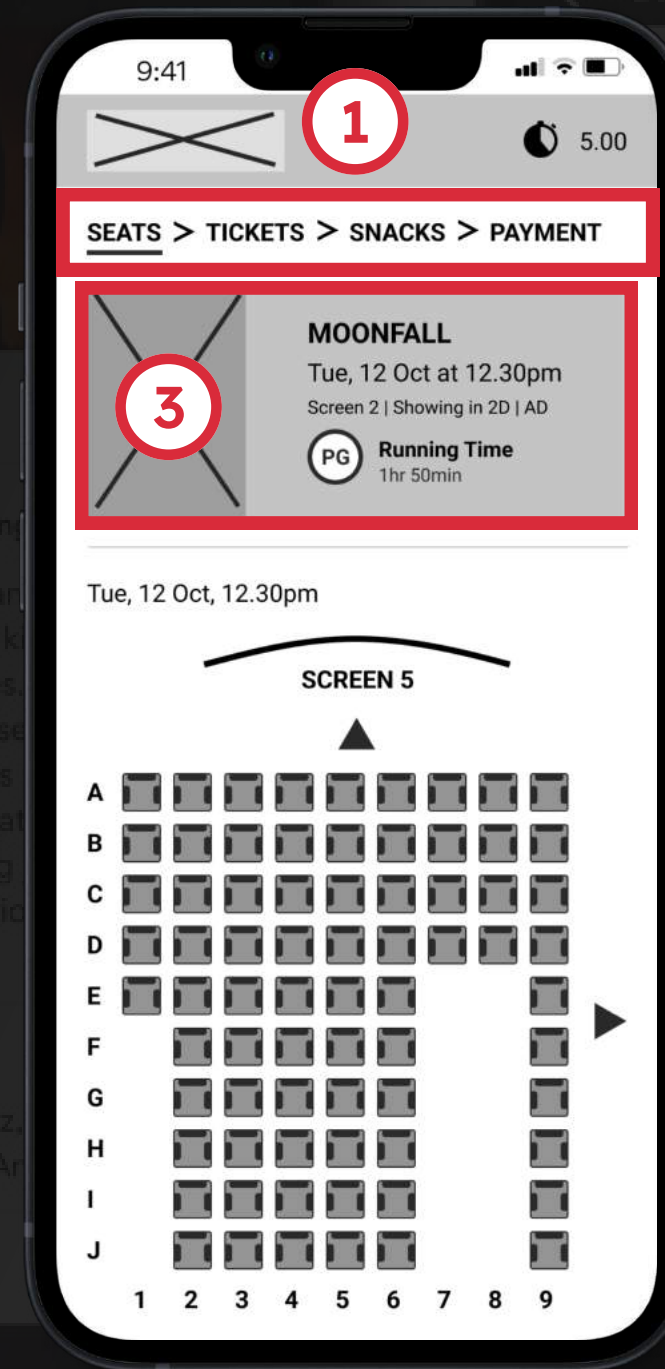
Seat selection screen - Usability 1

The seat selection screen aimed to accommodate the core users' needs revealed in user research interviews. These included 1. Avoiding Queues, 2. Reducing time to book and 3. Usability.

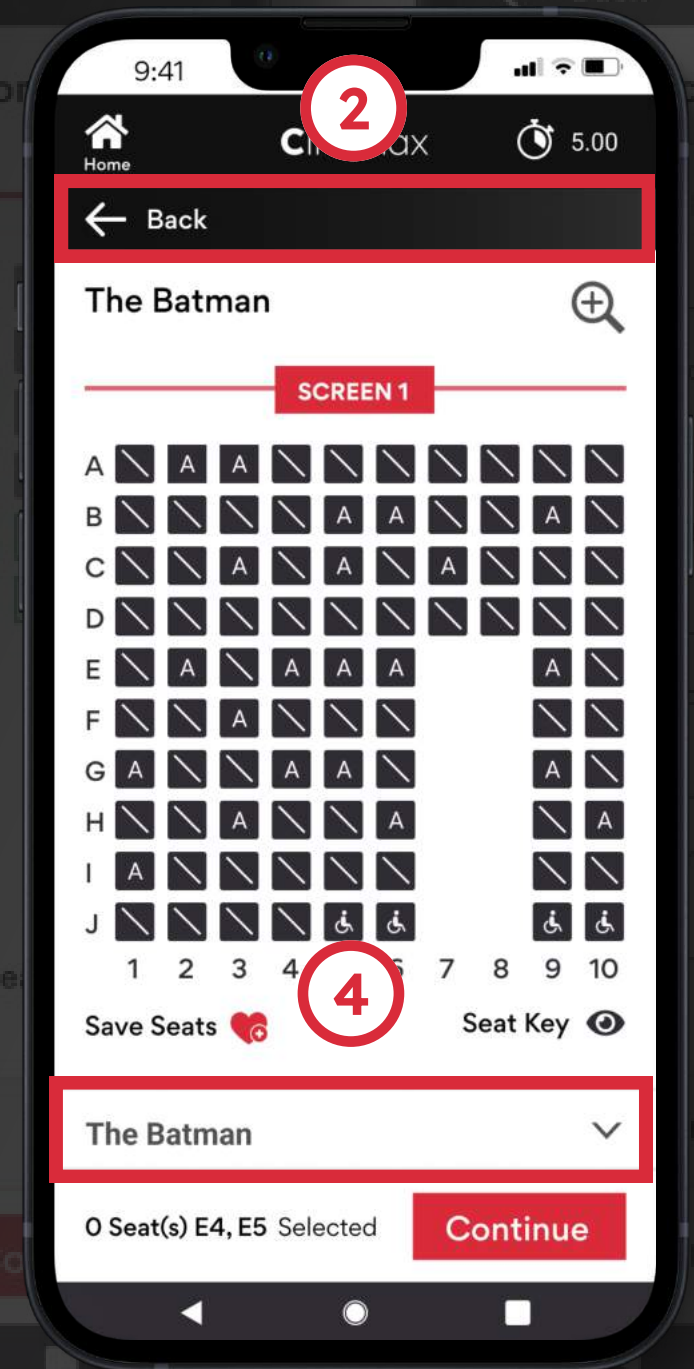
Usability studies showed that users were again overwhelmed with the content - text, icons and images, this time on the seat selection screen. An example of this is the use of navigation breadcrumbs (1) which was removed and replaced with a simplified 'Back' button (2).

Users were also overwhelmed by the movie details box (3). This was removed and placed in an accordion (4) where it can be revealed and hidden by tapping.

Before usability studies 1



After usability studies 1



Mockups

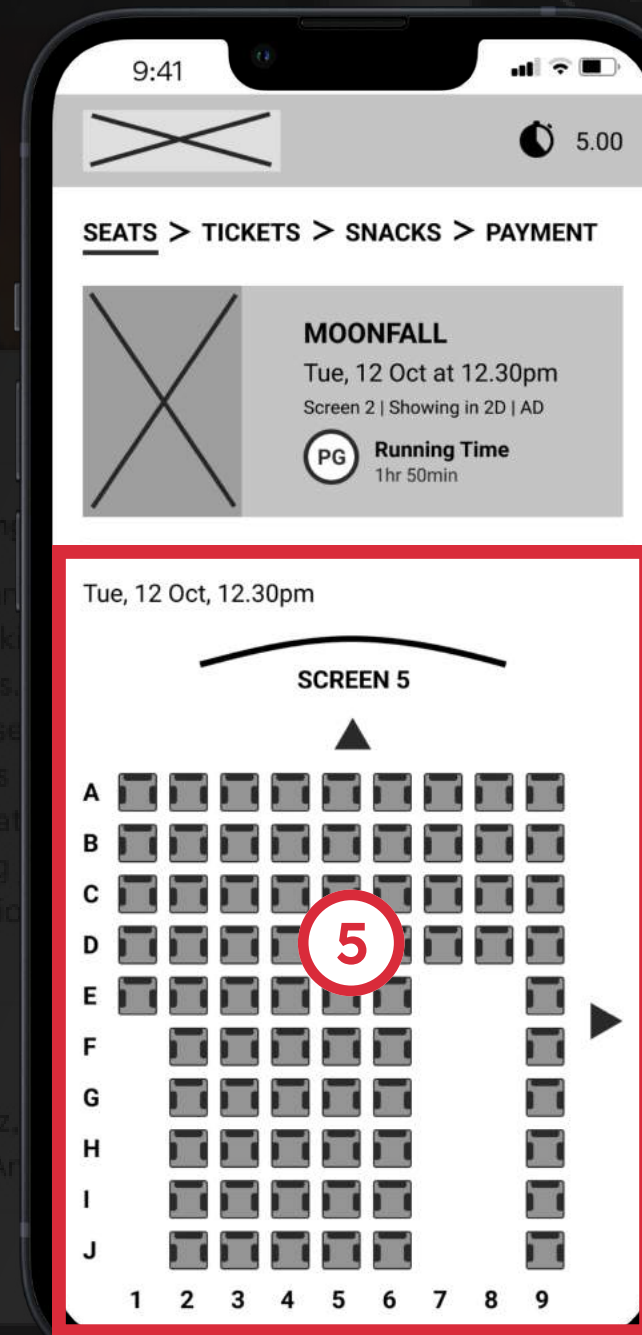
Seat selection screen (Cont.) - Usability 1

Usability studies also indicated that the seat selection map (5) on the seat selection screen was confusing to users.

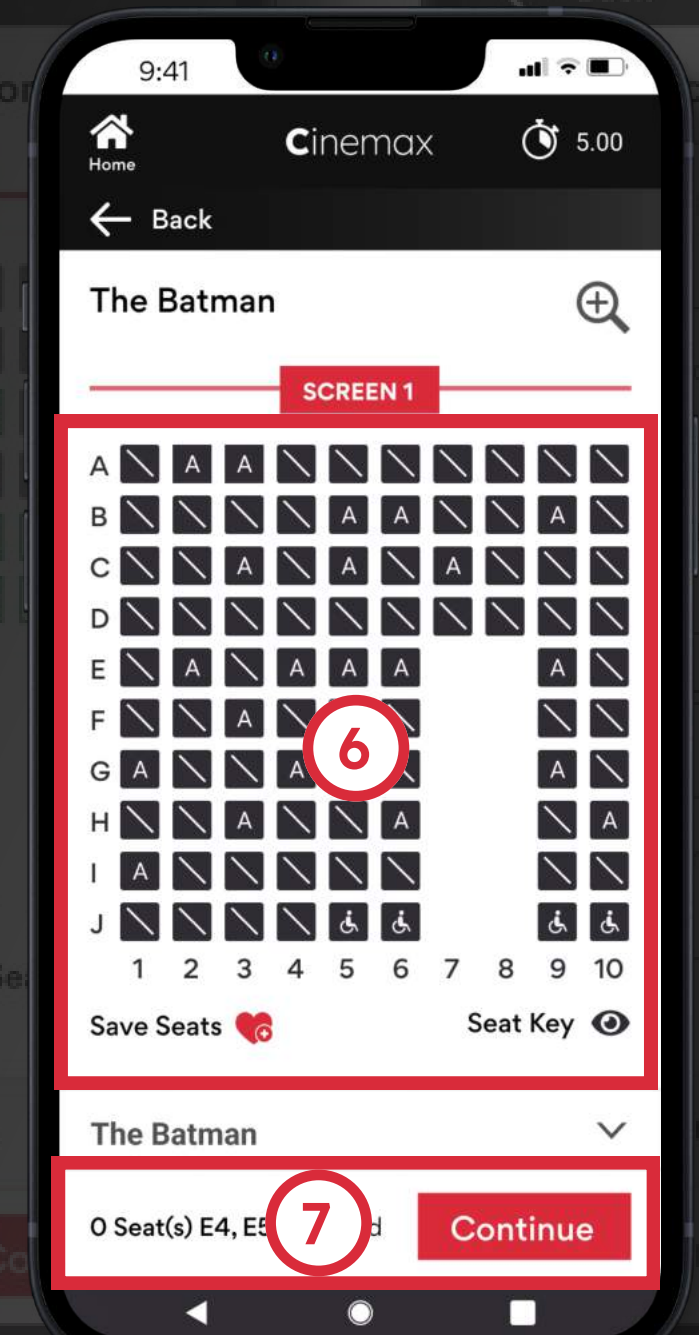
A common frustration was knowing what seats were available and which were not. At this point my solution was to label seats with icons to distinguish seat type - available, unavailable, wheelchair user and selected (6).

Some users had difficulty knowing where the “Next” or Continue button was, a trend also seen on other screens. To fix this I added a CTA continue button (7) and made it sticky so users have access to it at any stage of browsing the screen.

Before usability studies 1



After usability studies 1



Mockups

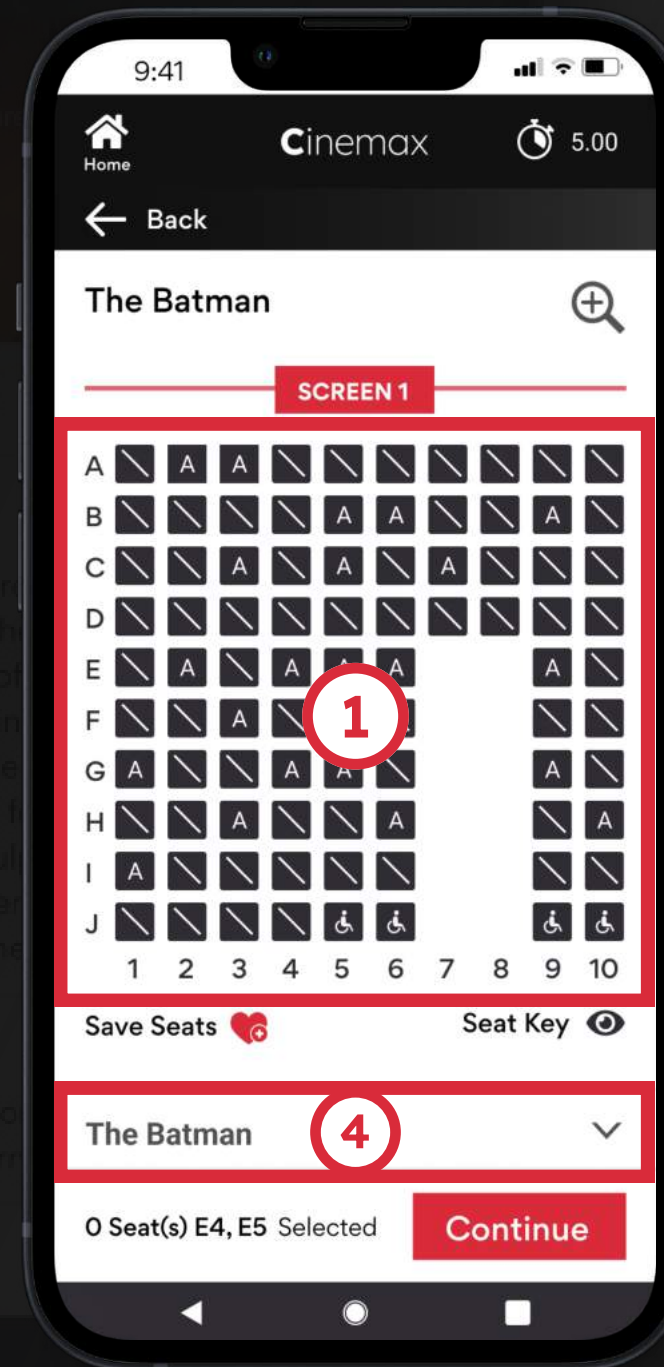
Seat selection screen - Usability 2

The second round of usability studies showed that the seat map was still problematic and causing confusion amongst users. Participants still found it difficult to identify the seat type on the map (1)

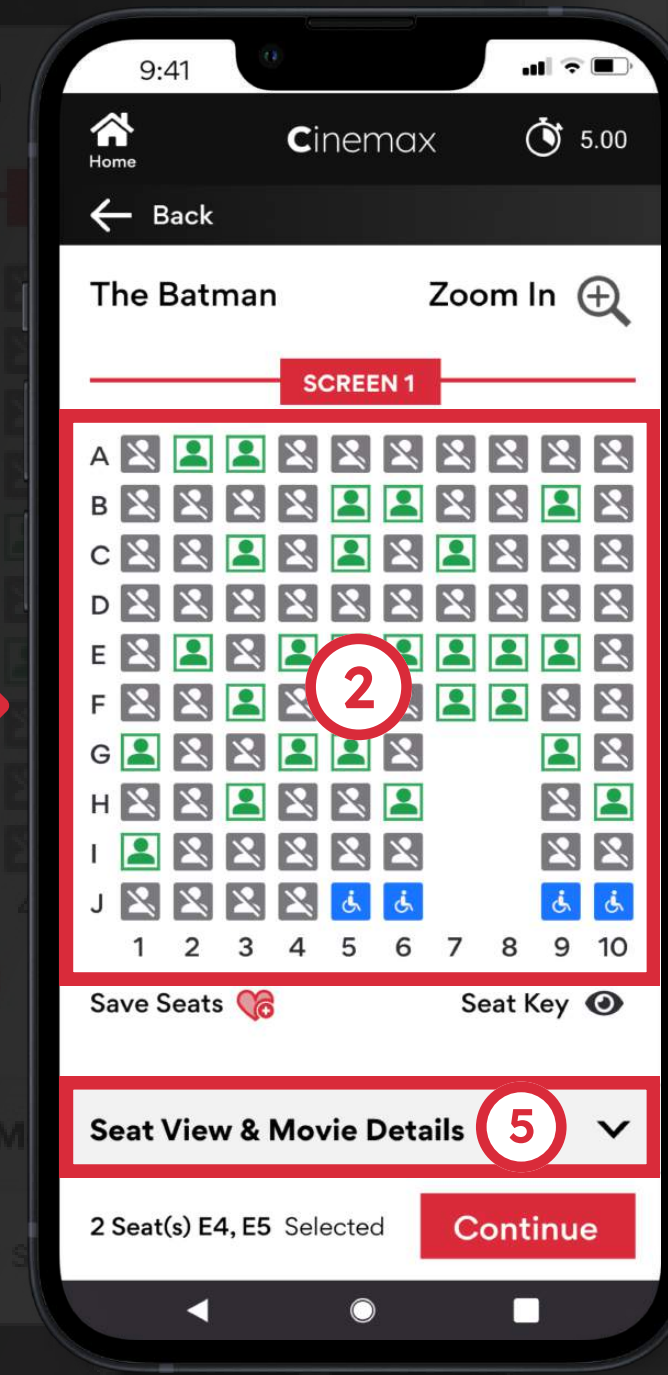
I used colour and icons to add distinction to the seat types (2). To give even more control over seat selection I added a Zoomed in screen (3) where users can see seat individual numbers and seat views.

Most users were confused and frustrated when trying to find seat and screen information on this screen so I changed the naming and placement of movie details (4) with seat view (5)

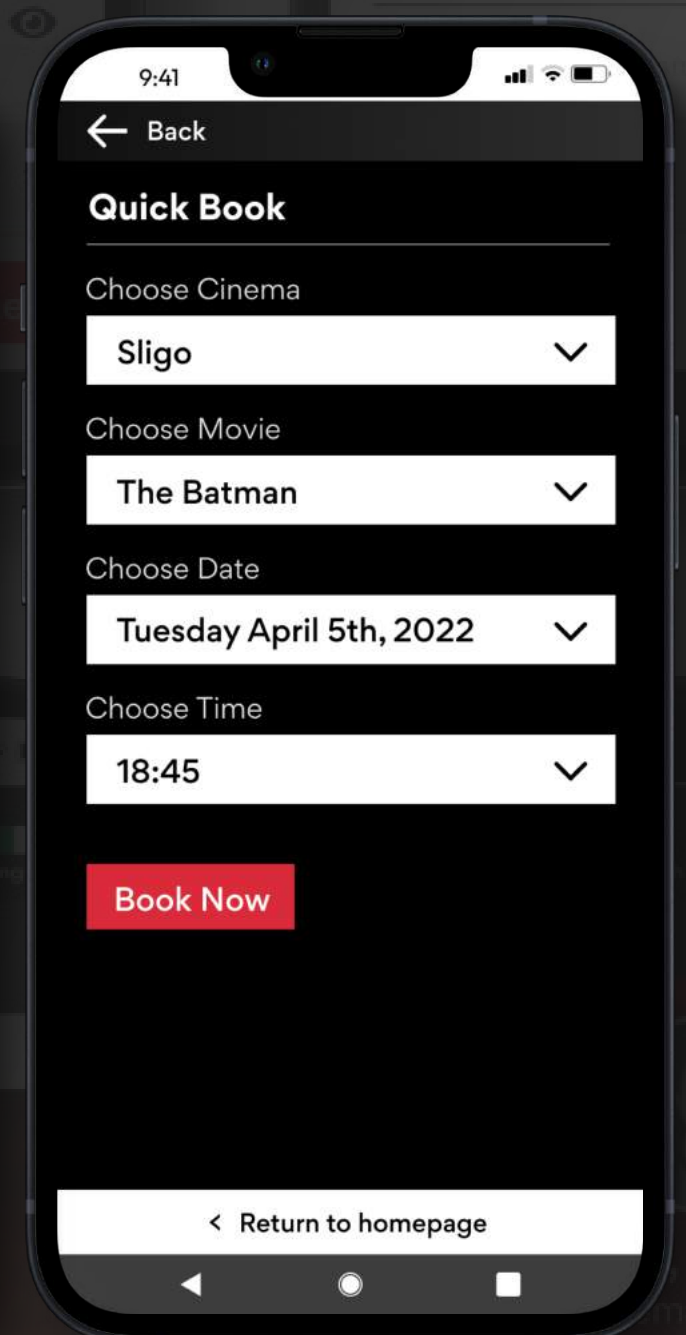
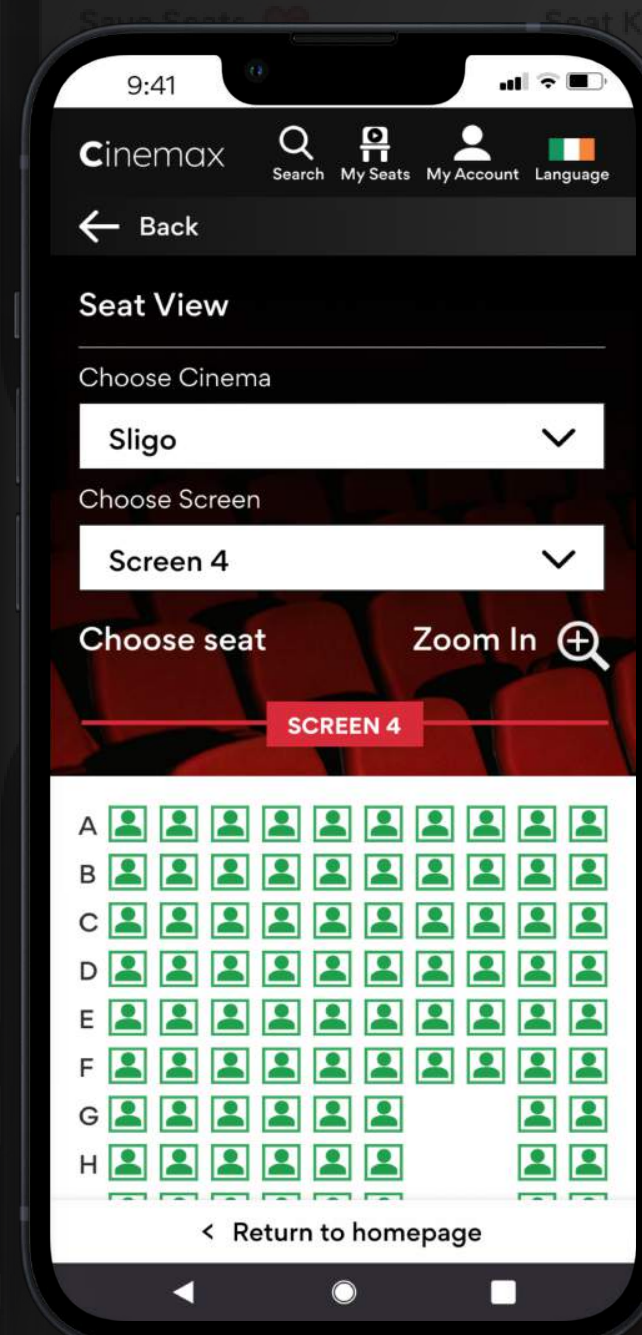
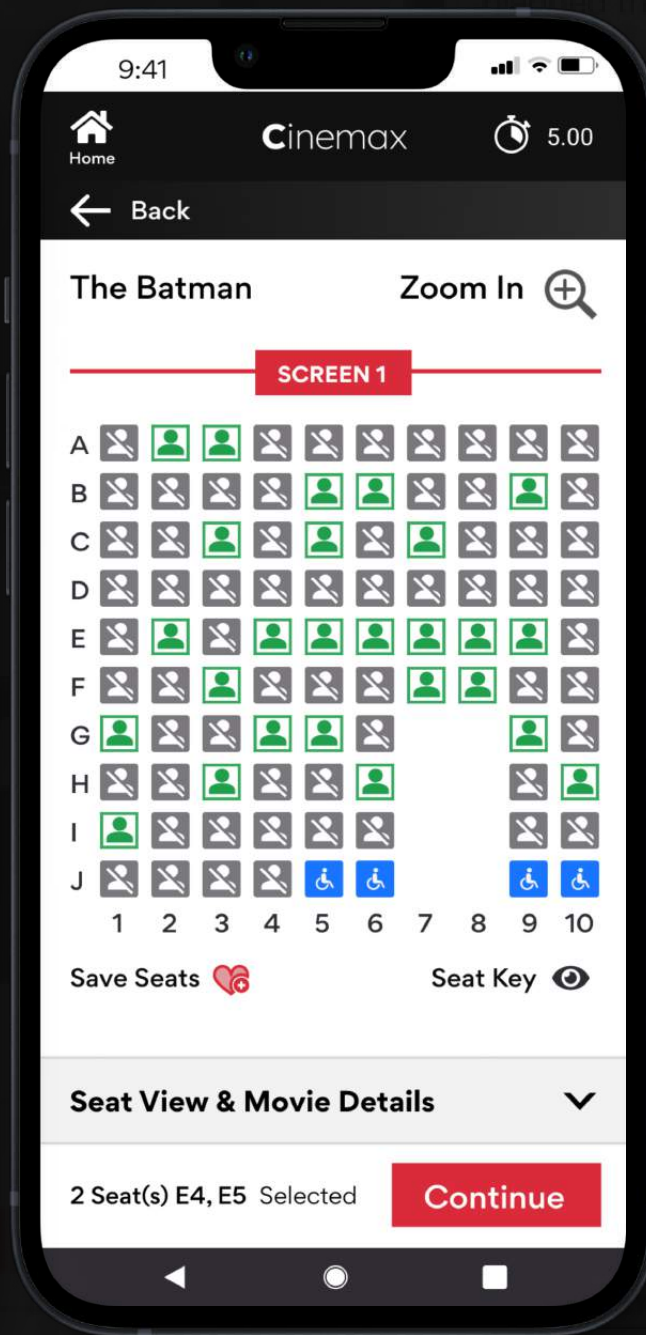
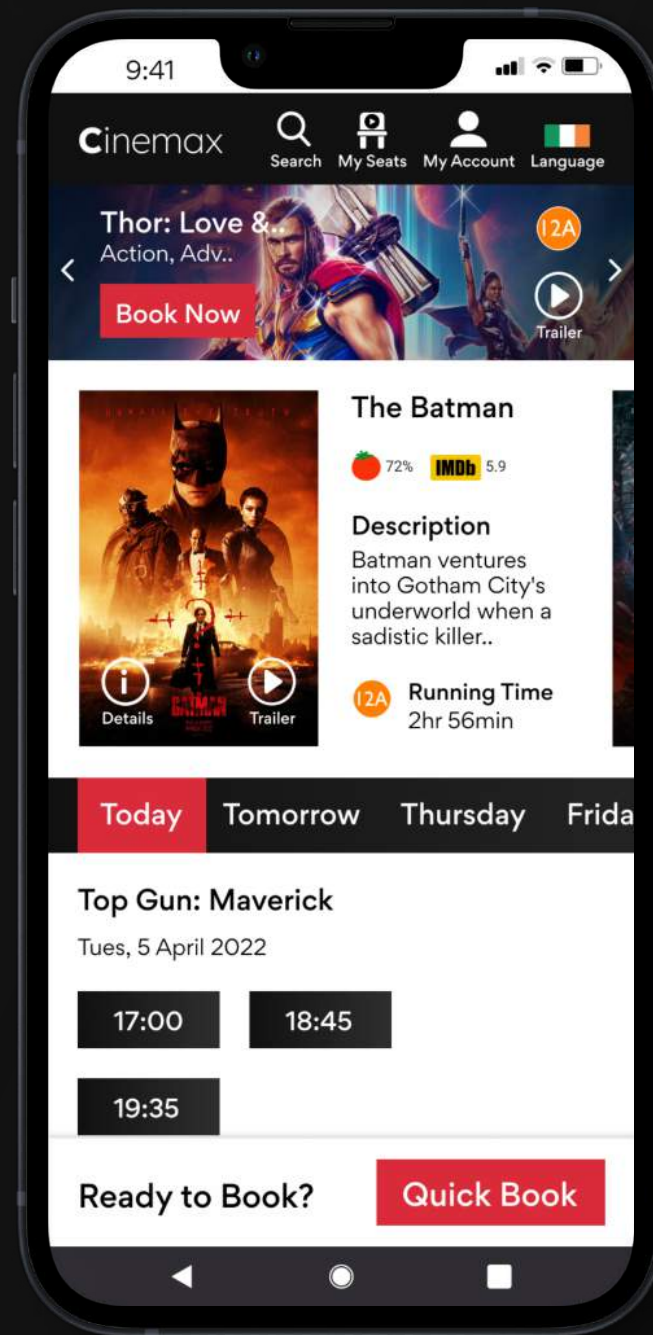
Before usability studies 2



After usability studies 2



Key Mockups

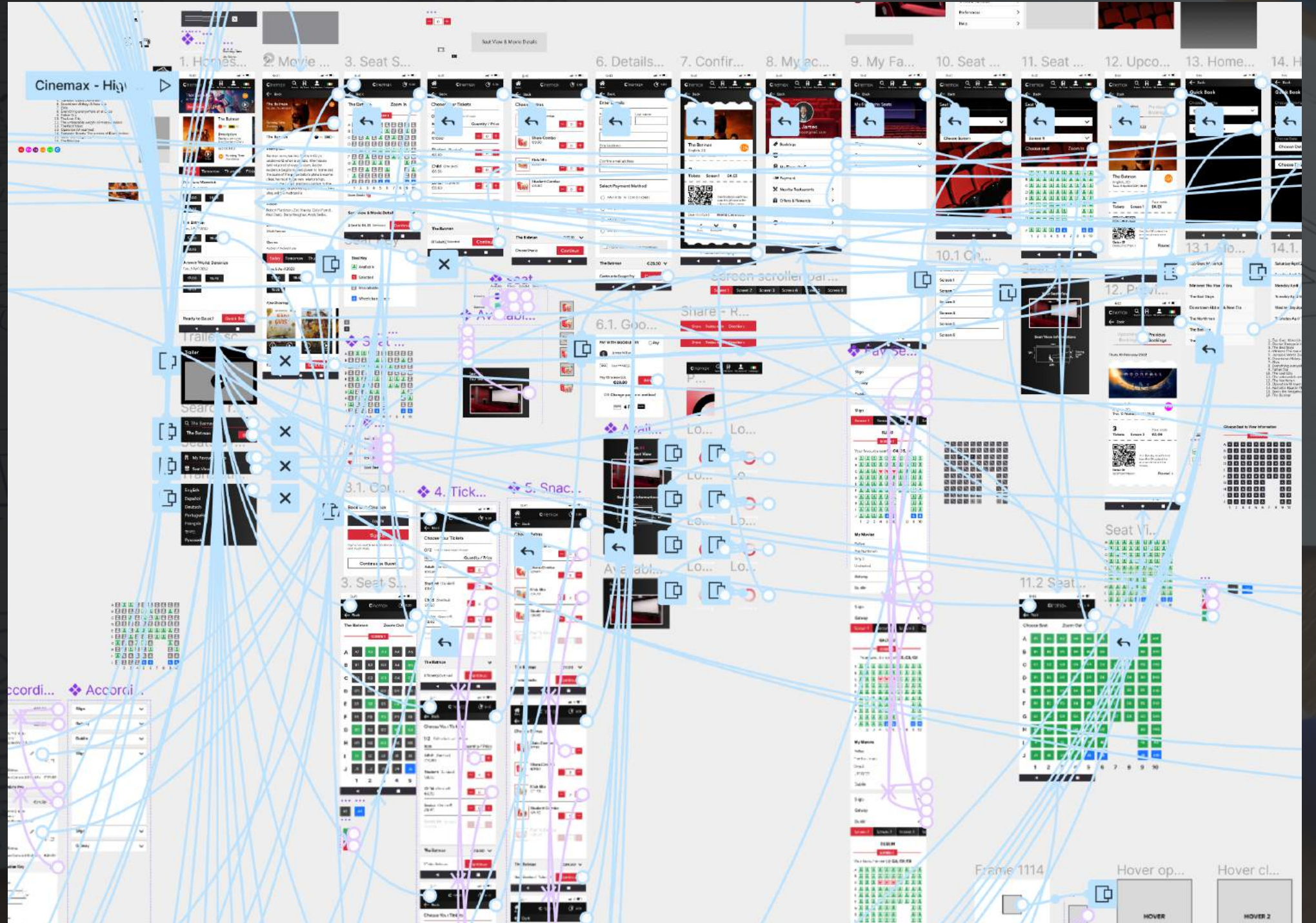


The final high fidelity prototype shows a more efficient user flow for all user groups than observed in previous iterations.

The Quick book feature is labelled much clearer on the homescreen, 'Seat and screen information' has been reworded to 'Seat View' and the seat selection screen makes use of better colour and iconography to support more informed and quicker booking all in line with user needs.

Accessibility considerations are available and can be controlled via the 'My Account' feature.

View the Cinemax high-fidelity prototype.



Accessibility considerations



Accessibility settings

Included an accessibility settings feature on the 'My Account' screen which allows users to change display properties relating to their individual requirements.



Icons with text

Icons were supported with text to avoid any ambiguity as to their meaning. Initial usability studies showed some users had difficulty understanding icons only.



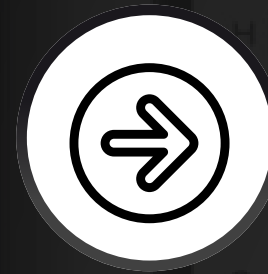
Imagery

Imagery that supports the brand and accommodates the users goals was included. Attention was given to avoid content overwhelm throughout the app.

Going forward

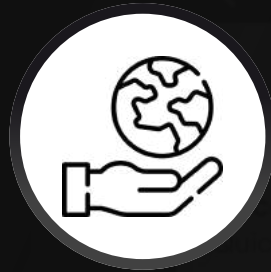


Takeaways



Next steps

Takeaways



Impact

All users expressed strong interest in using the app. One quoted the following feedback:

"I think that the app is actually ready for users to get their hands on. I feel that it has the user interface of a finished article, I would definitely recommend it to people"

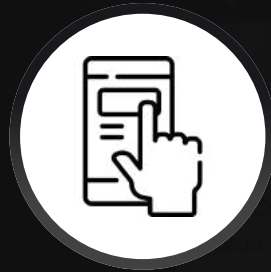


What I learned

Designing Cinemax showed me the value of facilitating a relaxed environment with participants and the importance of being empathetic with users in order to fully understand their insights.

I learned to adjust my expectations in terms of design and iteration, to fully immerse myself in the users shoes and to see things from their perspectives and context.

Next steps



Usability studies

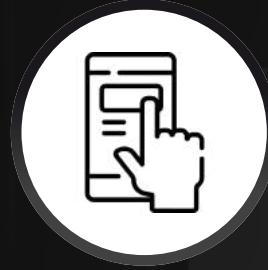
Facilitate and conduct another round of usability studies to confirm if the new iterations have addressed the frustrations and confusion of participants and allows them to complete their goals in the app effectively and with ease.



User research

Lead a new round of user research to determine if there have been any new developments in technology and / or user habits that would influence the design of the latest release of the app.

Lets connect



Thank You

Thank you very much for taking the time to review my work on the Cinemax app. I'm always interested to talk about all things UX & UI. Please don't hesitate to get in touch using any one of my contacts below.

Email: shanepatrickdalton@gmail.com

Website: www.shanedalton.ie

LinkedIn: www.linkedin.com/in/shanedalton2/

Dribbble: www.dribbble.com/shanedalton

Behance: www.behance.net/shanedalton