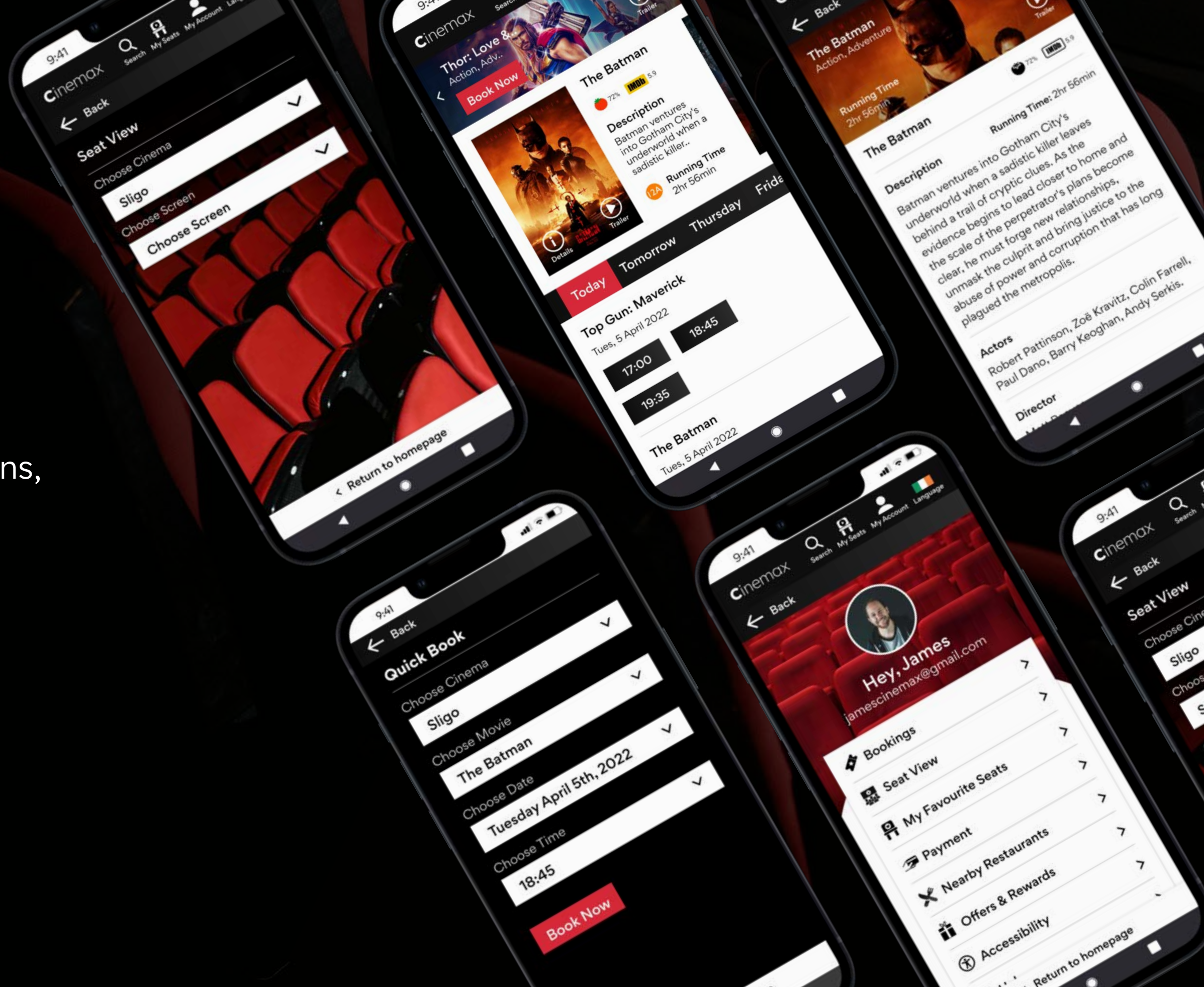


# Cinemax

## 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

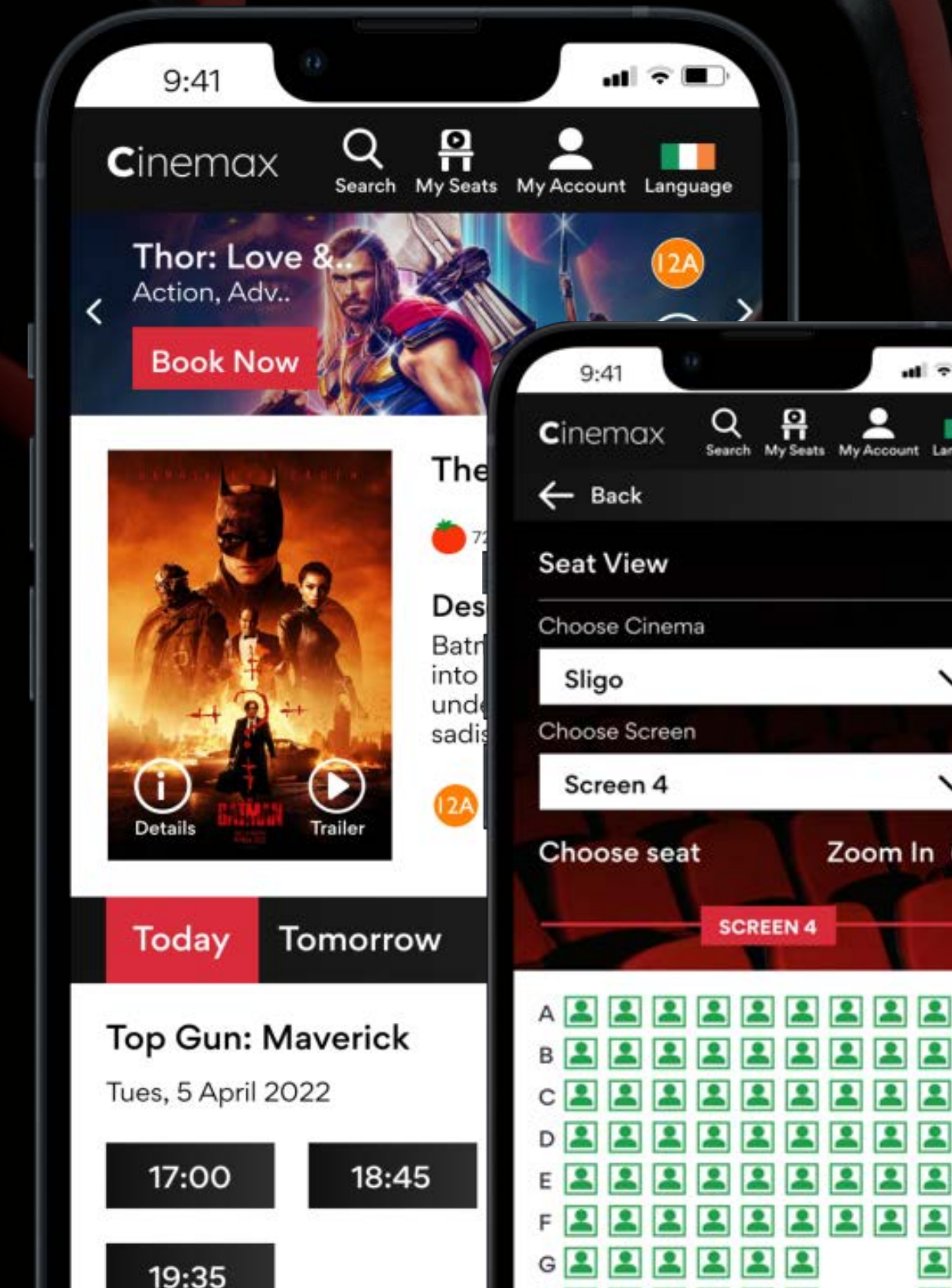
## Deliverables

1 survey - 20 valid responses

1 interview - 5 participants

2 usability test - 6 participants (Each)

2 System usability scale questionnaires





# User research

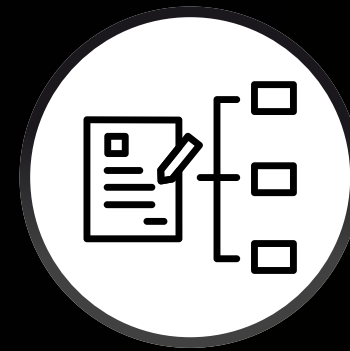
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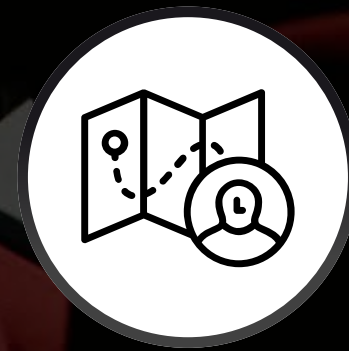
Empathy maps



Personas



User stories



User journey maps



# Surveys & Interviews

**Survey:** 20 Valid responses

## **Insights:**

Avoid queues

To find good seats

Save Time

**Interview:** 5 participants

## **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

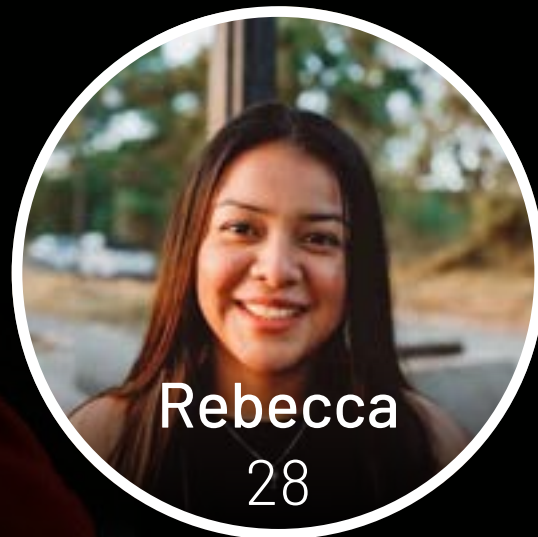
## Goals

## Pain-points



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

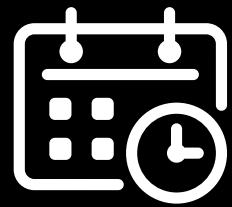
1. "It's frustrating if the queues are long, especially if you're coming in late and you want to get through quickly"
2. "With kids you only have a certain amount of time to make a booking."
3. "People coming in late, making noise & trying to get passed you in your seat drives me crazy"



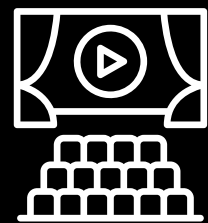
1. Movie nights with friends.
2. Find best seats.
3. View trailers & in-app reviews.
4. Save time using a simple UI

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."

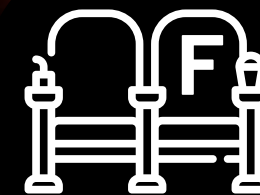
# User journey maps - Key opportunities



Quick book feature



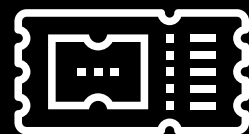
Visual seating plan



Favourite seat selector



Payment options



Ticket confirmation



Language translation



# Ideation

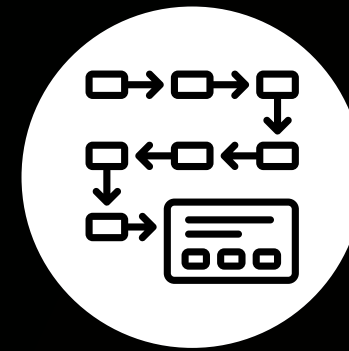
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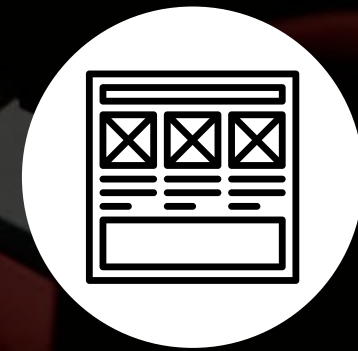
Competitive research



Storyboarding



Task flow

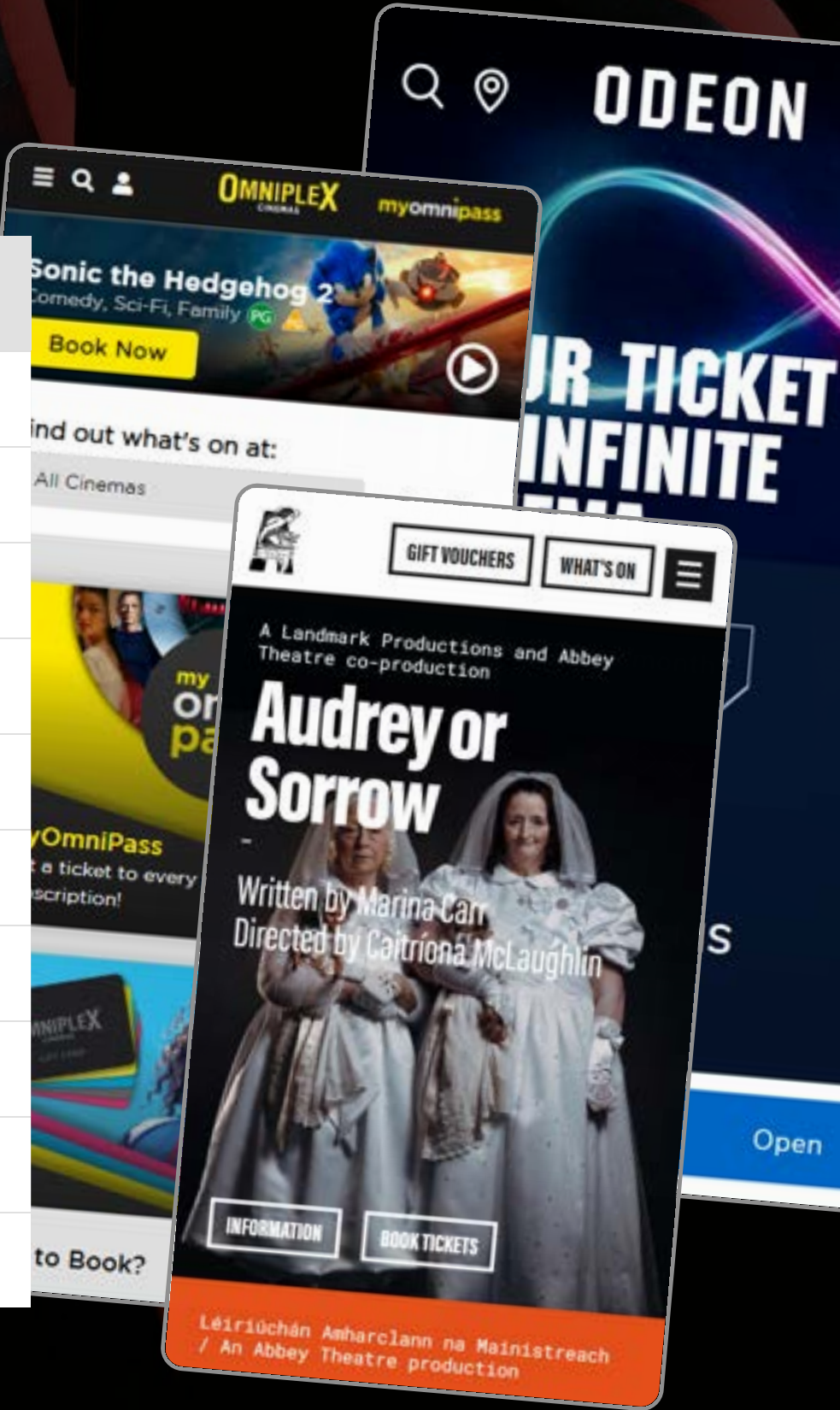


Paper wireframes



# Competitor analysis

Features	OMNIPLEX CINEMAS	FANDANGO	ODEON	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.



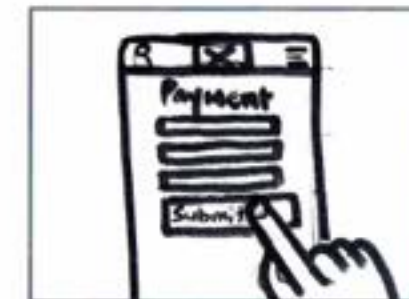
James remembers that the Cinemax app can help him with his problem.



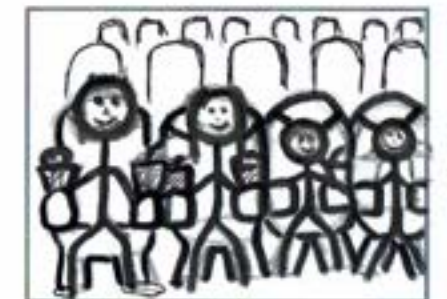
James uses the cinemax app to see what movies are showing that day.



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.

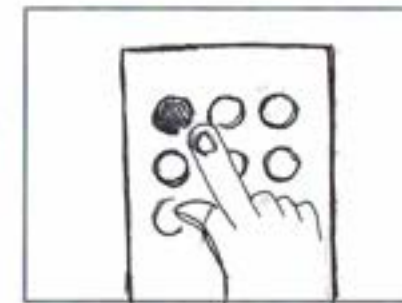


# Storyboarding - Close up

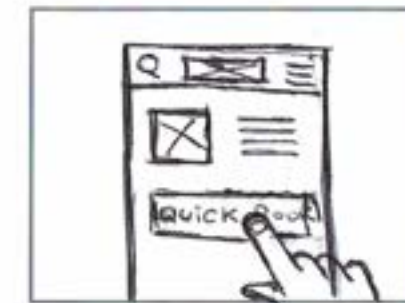
1. **Impatient** - Downloads app
2. **Apprehensive** - Clicks on 'Quick book'
3. **Focussed** - Selects film date & time
4. **Eager** - Selects seats
5. **Determined** - Details & Payment
6. **Relieved** - Completes reservation

## Cinemax Storyboard - Close Up (James)

Scenario: An app that helps users save time and avoid queues when making a seat reservation for the cinema.



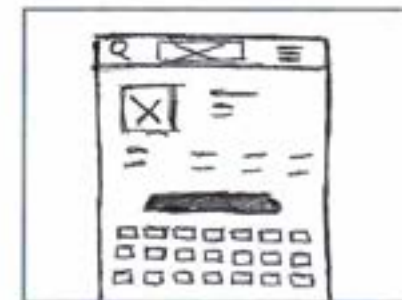
James downloads Cinemax and taps on the icon to open the app.



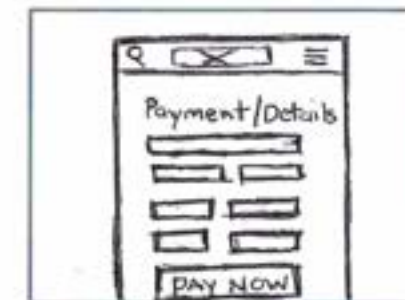
James clicks on the "Quick book" call-to-action button and enters into the booking sequence.



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.

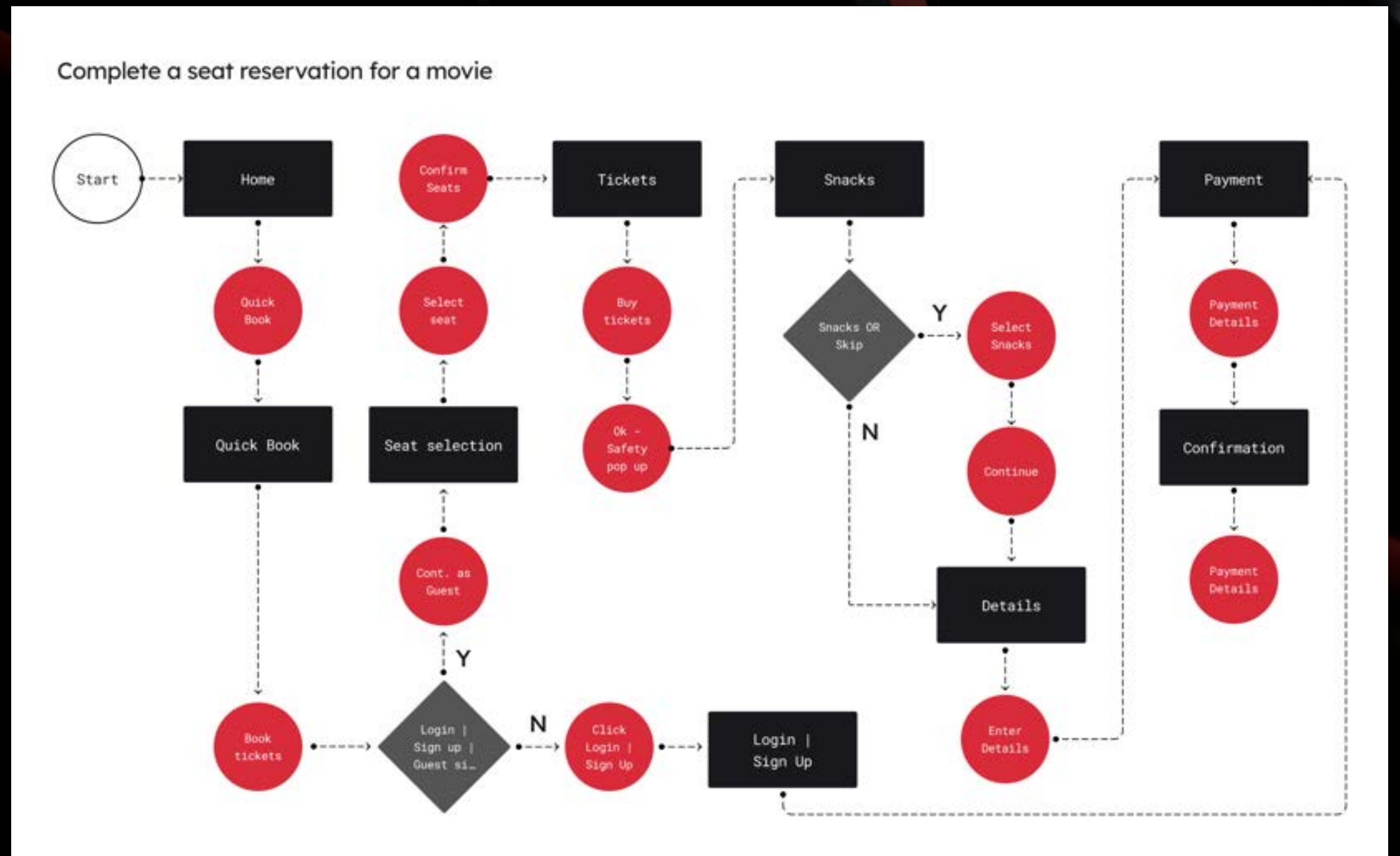


The reservation has been successful. James can use the QR code on the confirmation page as his digital ticket.

# User flow

Creating a user flow allowed me to:

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

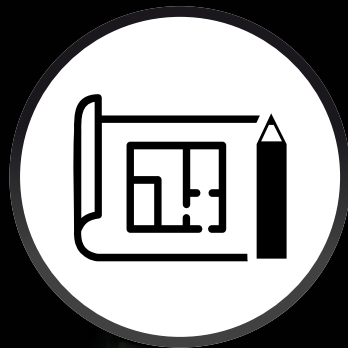






# Design

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Paper wireframes



Digital wireframes

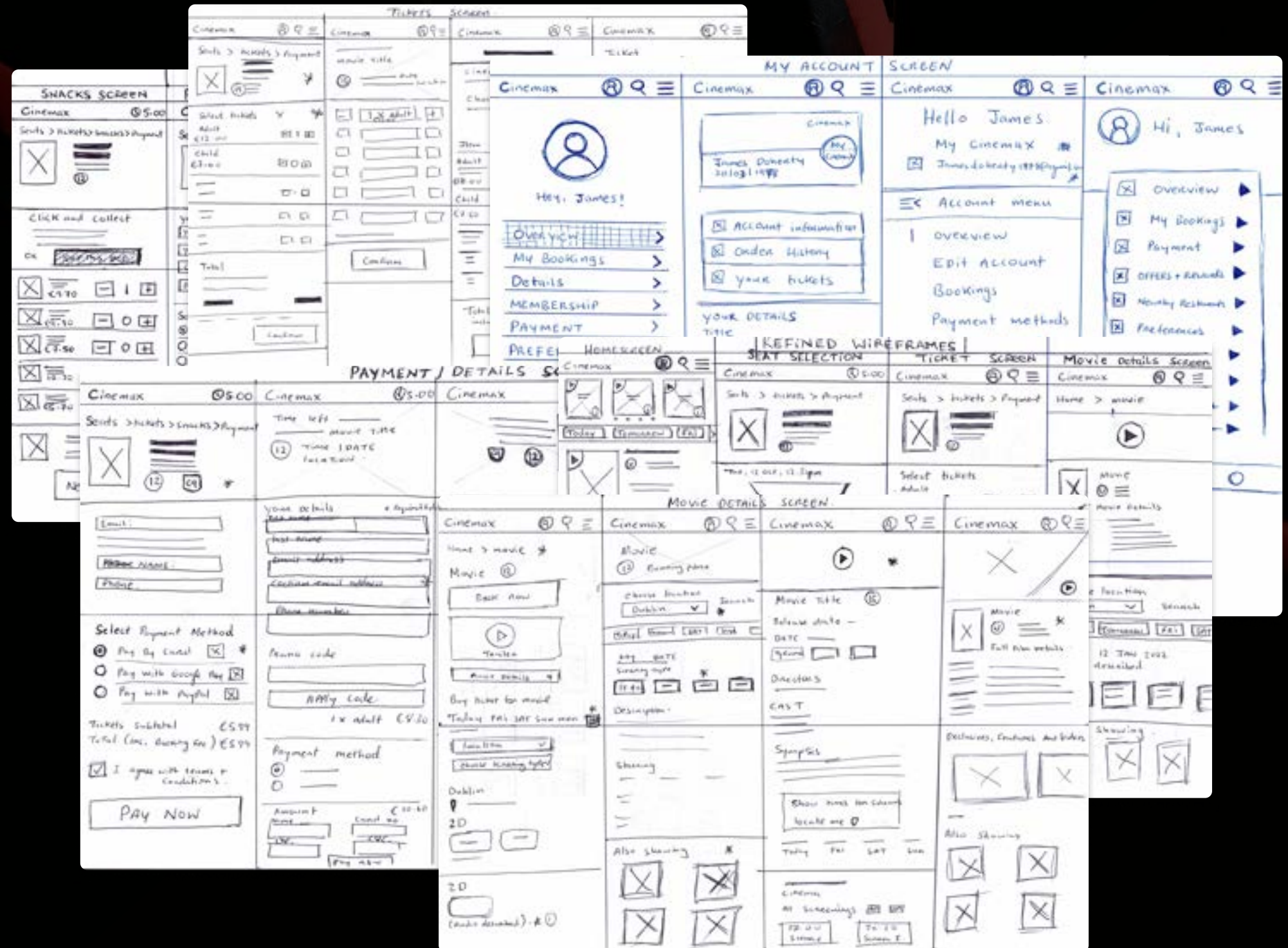


Lo-Fi prototyping

# Paper wireframes

Paper wireframes assisted:

1. Rapid exploration
2. Validation
3. UX patterns

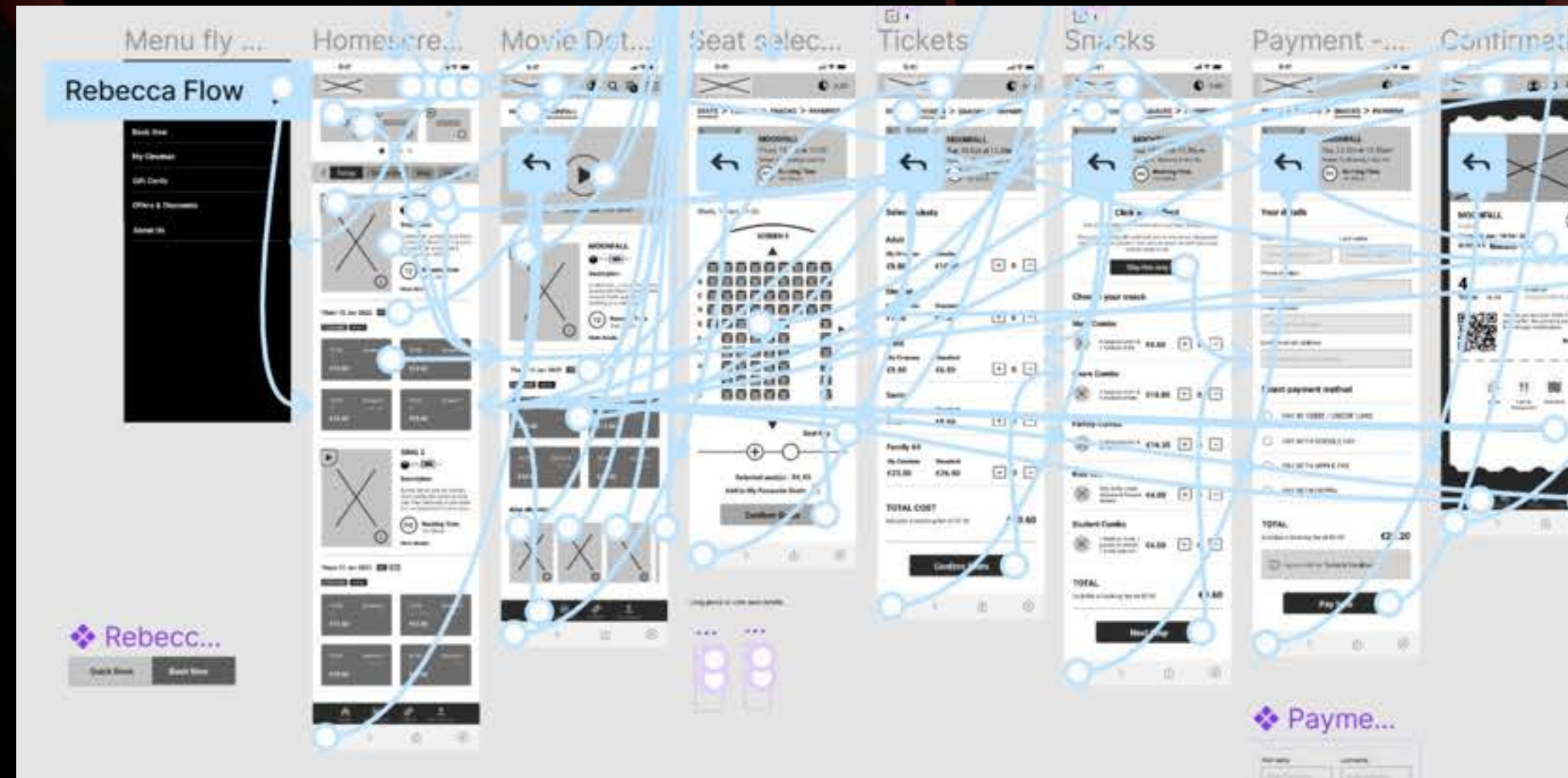




# Prototyping

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

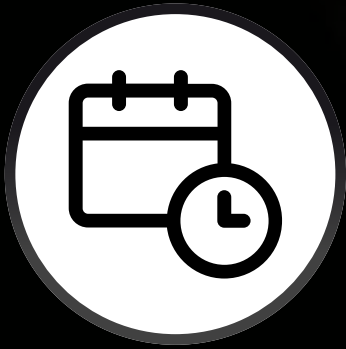
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Usability tests



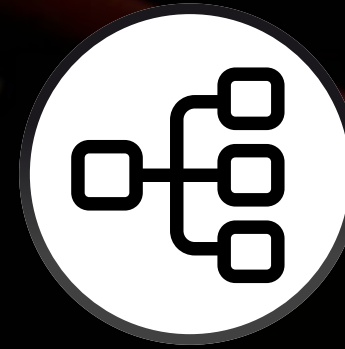
# Usability Findings



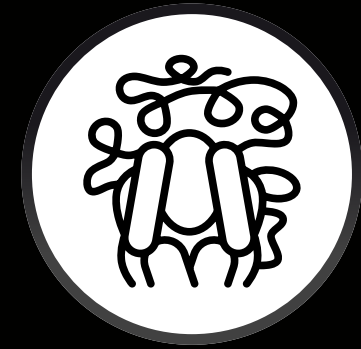
Quick book  
confusion



Seat selection  
confusion



Navigation  
difficulty



Visual  
Overwhelm

[Full usability presentation](#)

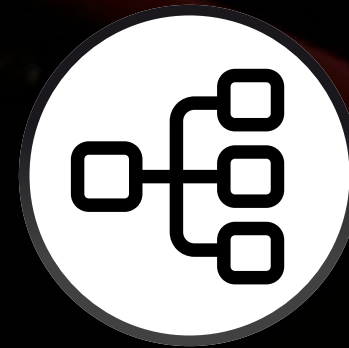
# Insights | Solutions



Specific  
Task instruction



Better signs  
& indicators



Streamlined  
navigation



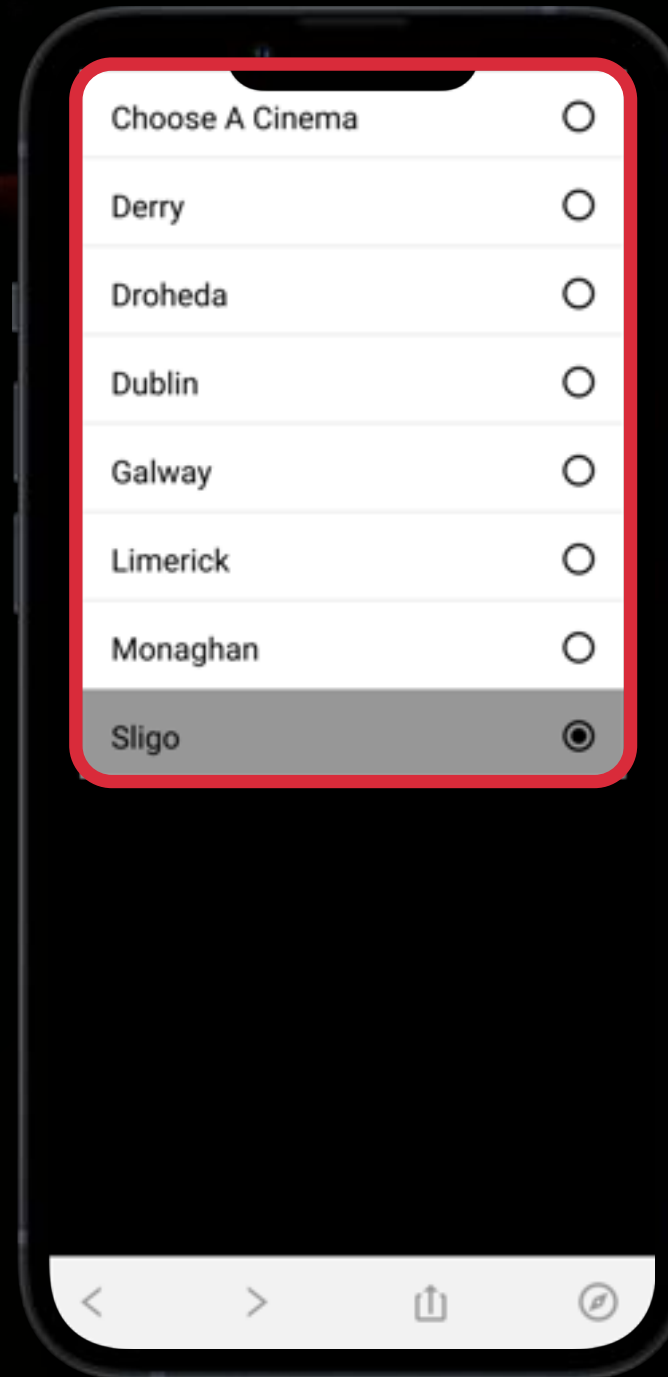
Refined  
Content



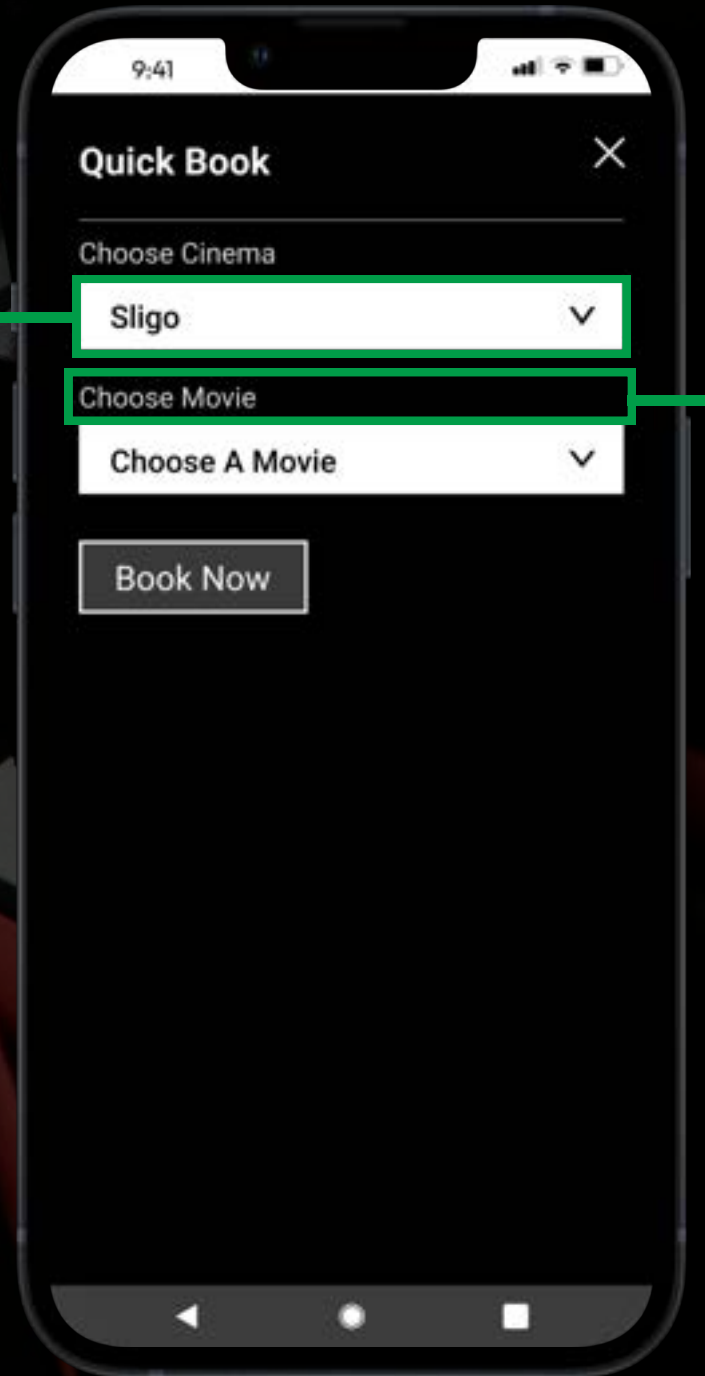
# Quick book confusion

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

1



2

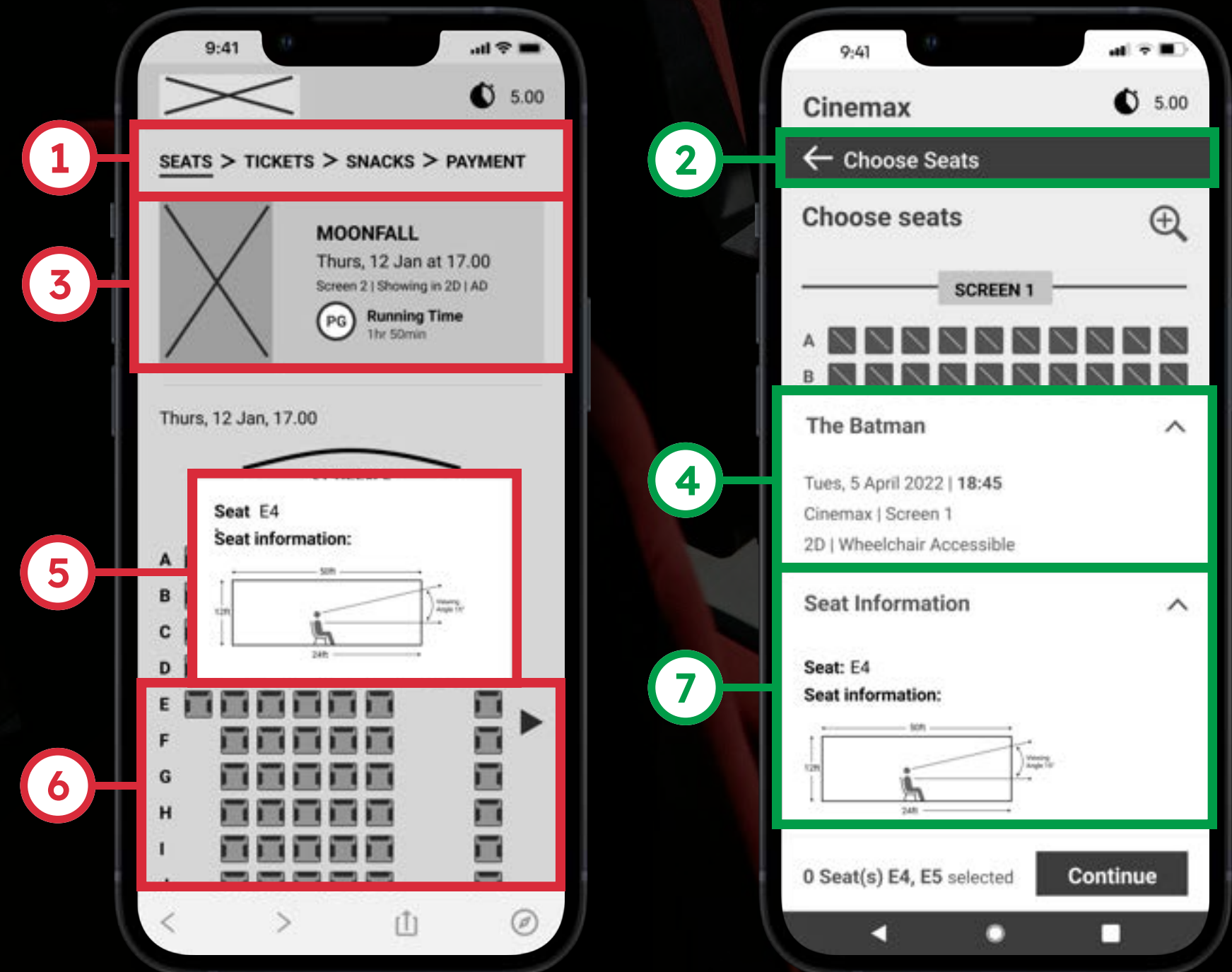


3

# Seat selection | Navigation

Users could not:

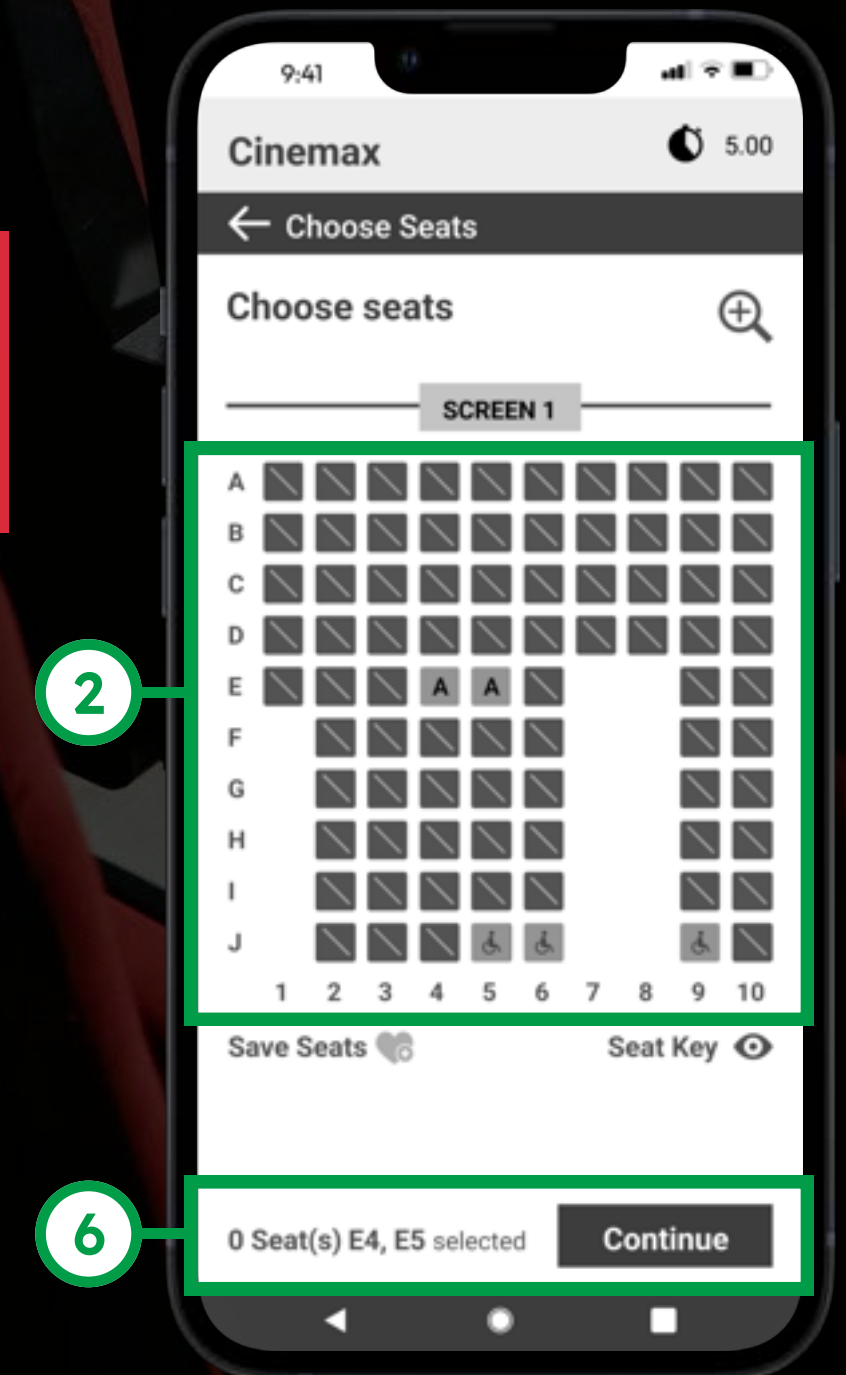
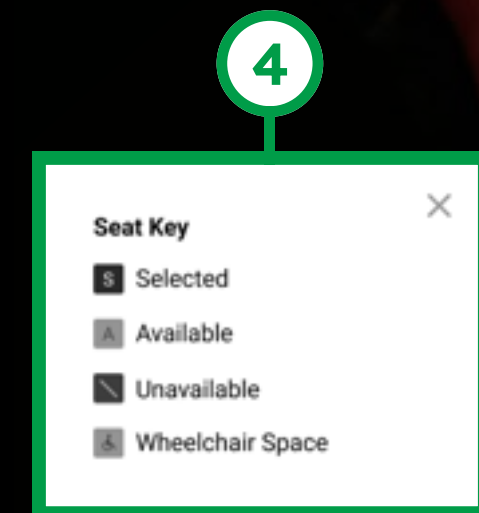
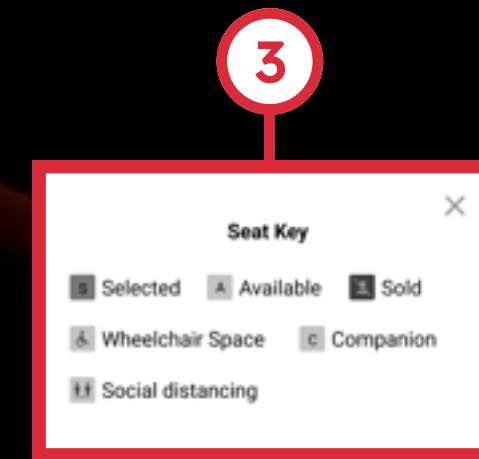
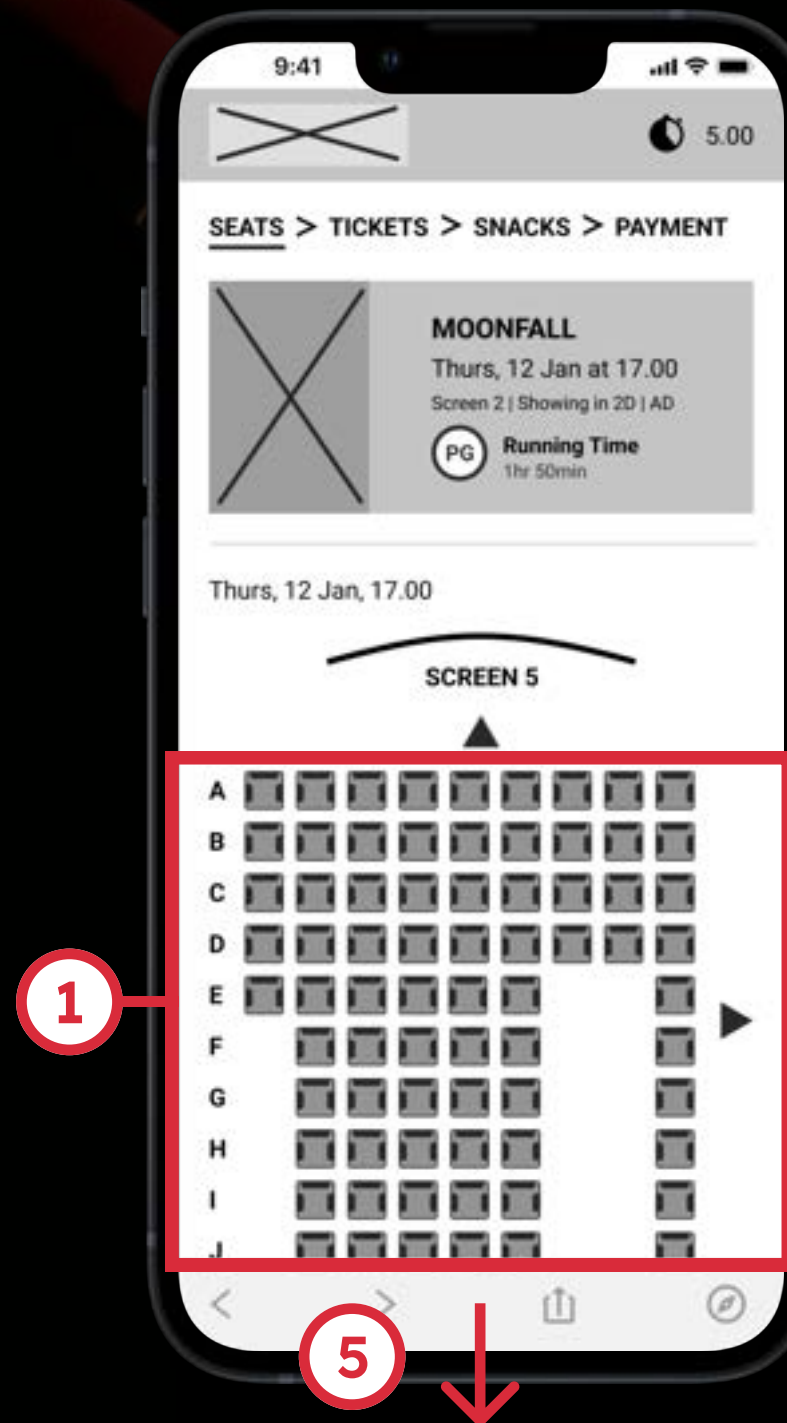
1. Navigation - breadcrumbs
2. Back button
3. Movie details (Visual overwhelm)
4. Movie details (Updated)
5. View seat information
6. Select two seats
7. Relocation of seat information





# Seat selection

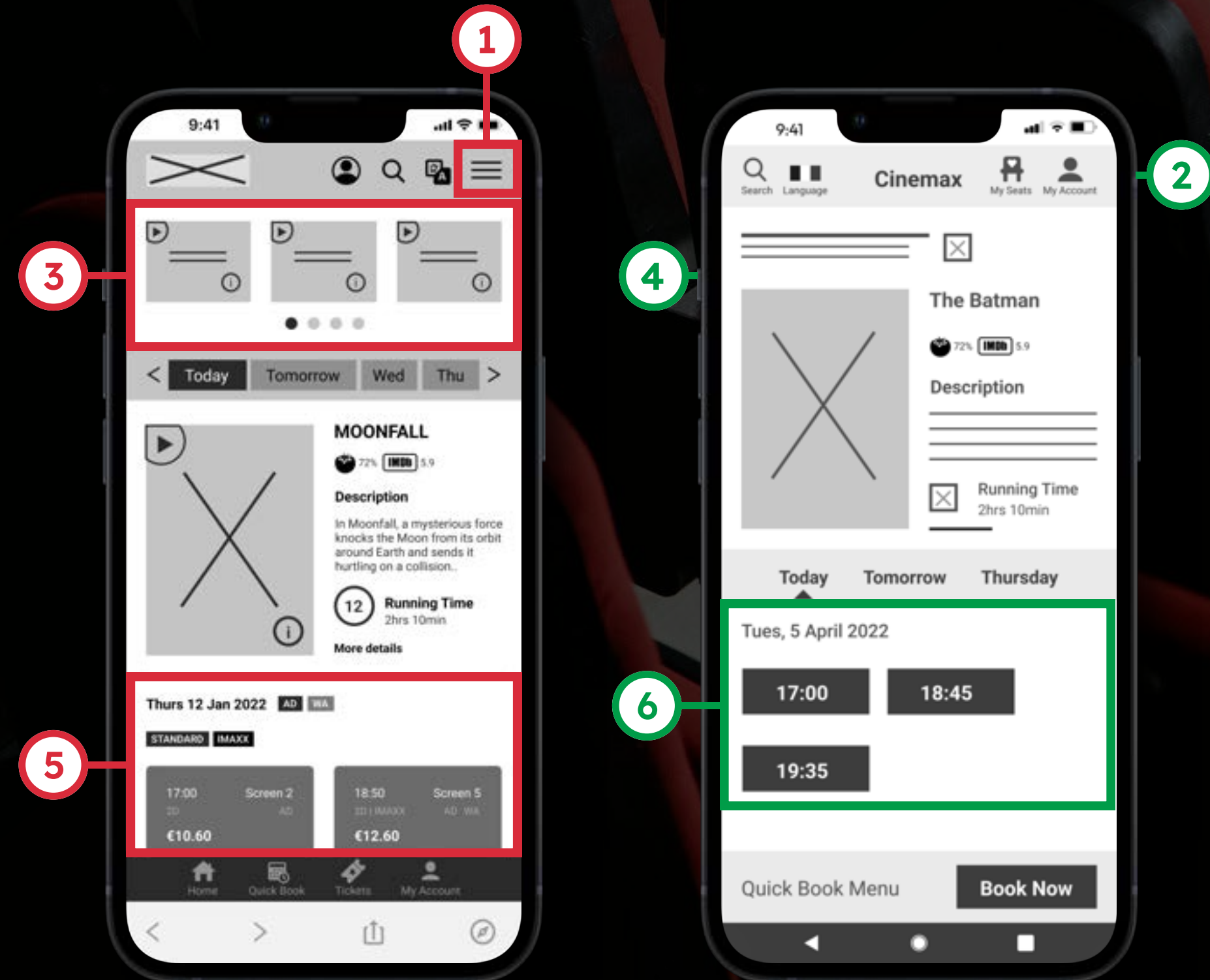
1. Seat type confusion
2. Identify seat type with labels & icons
3. Complex seat key
4. Refined seat key
5. Scrolling - continue button - Navigation
6. Sticky 'Continue' button



# 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)



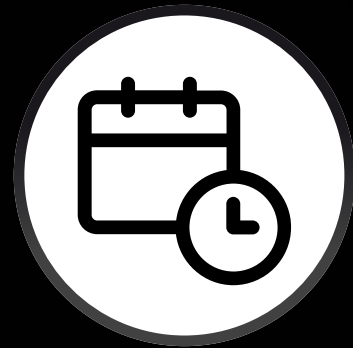




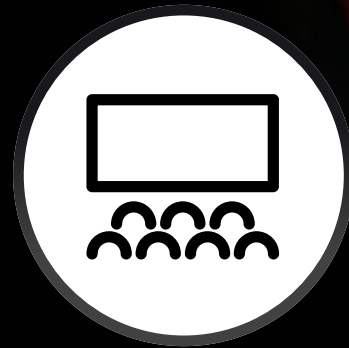
# Usability Findings & insights 2

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# Usability Findings 2



Quick book  
confusion



Seat view  
Access



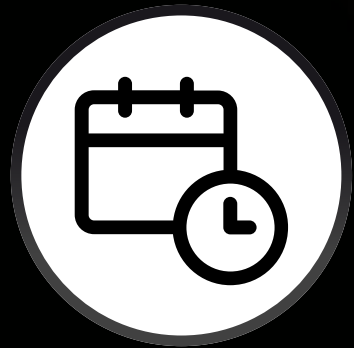
Seat key  
confusion



Seat map  
difficulty



# Insights | Solutions 2



Less confusing  
language



Better signs &  
indicators



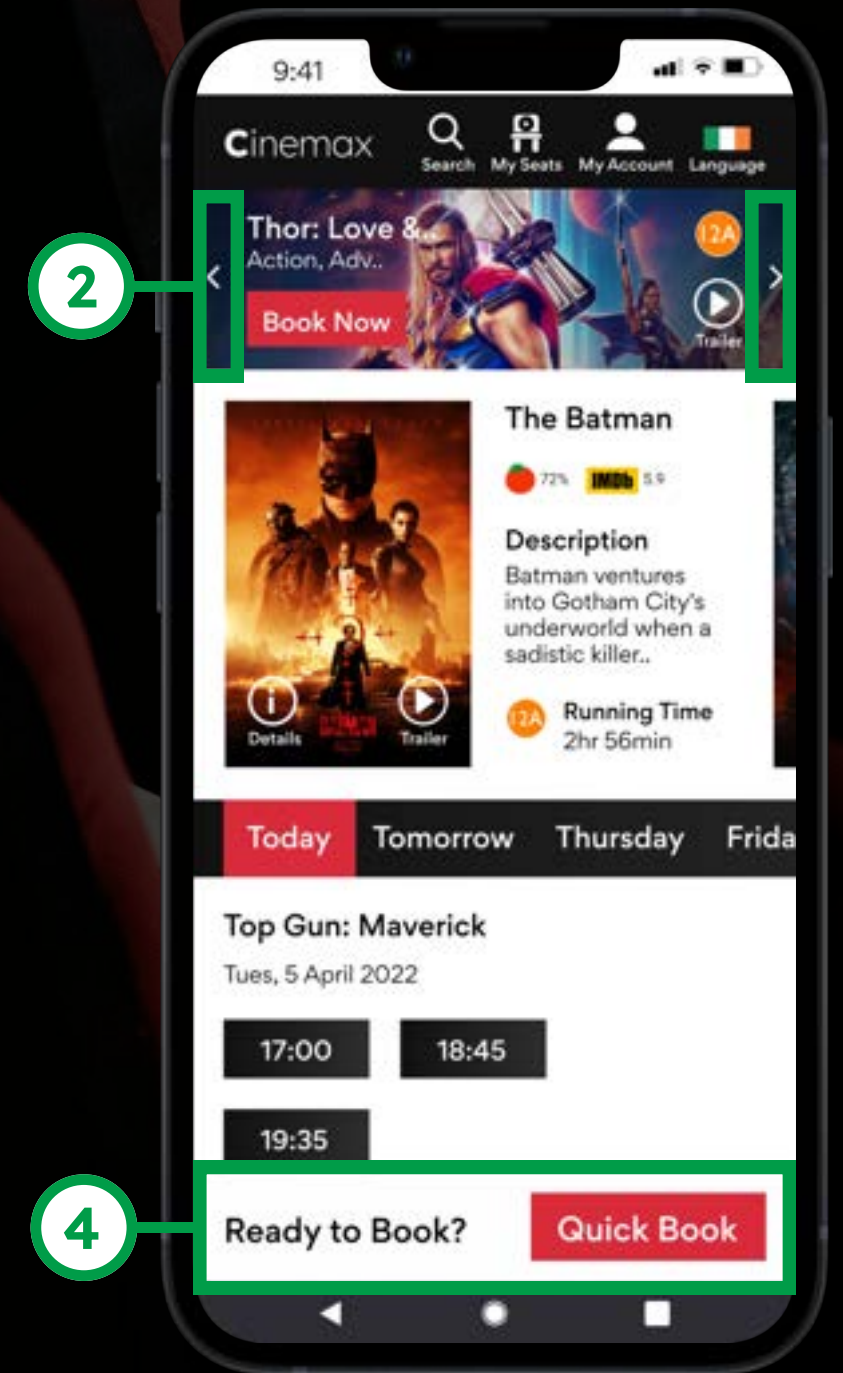
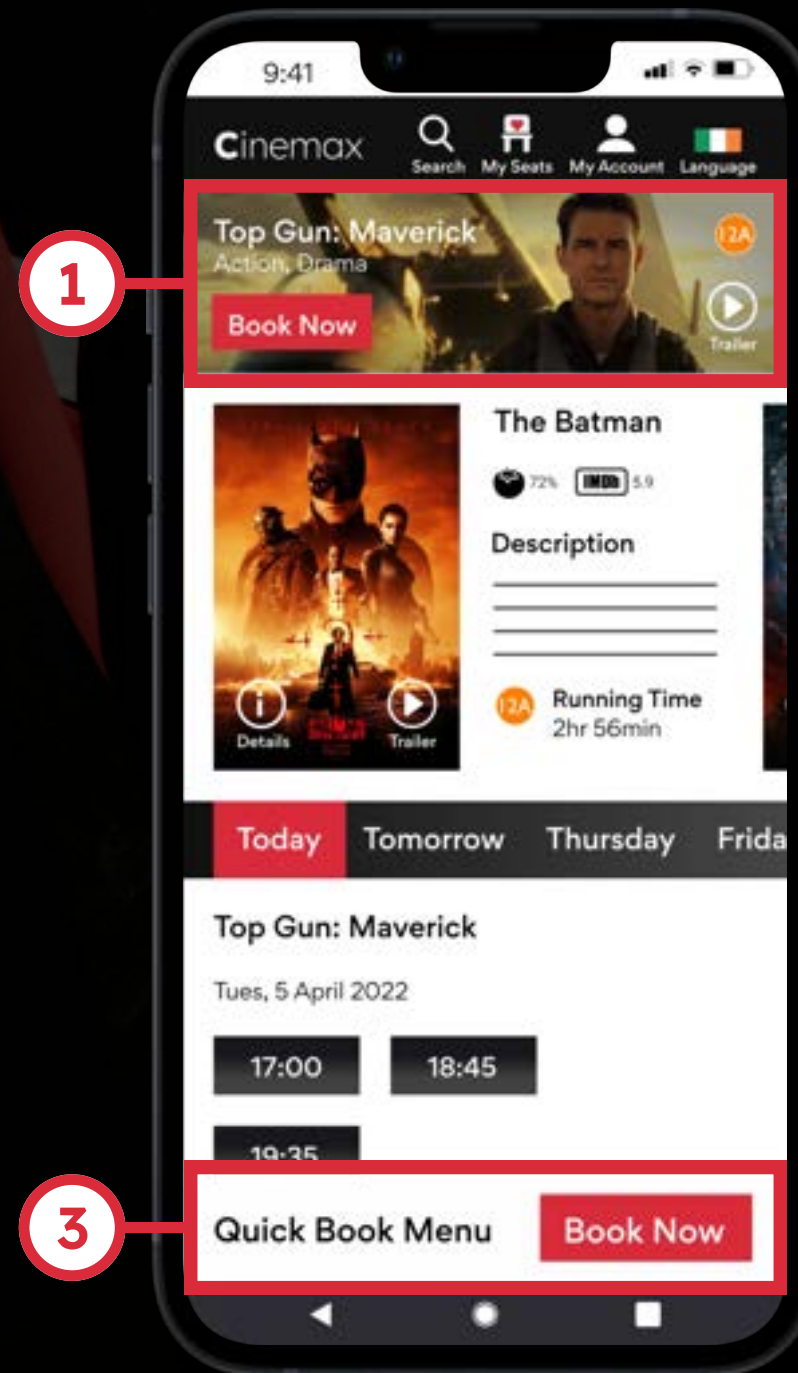
Visible  
instructions & cues



Better visual  
detail & info

# Quick book confusion

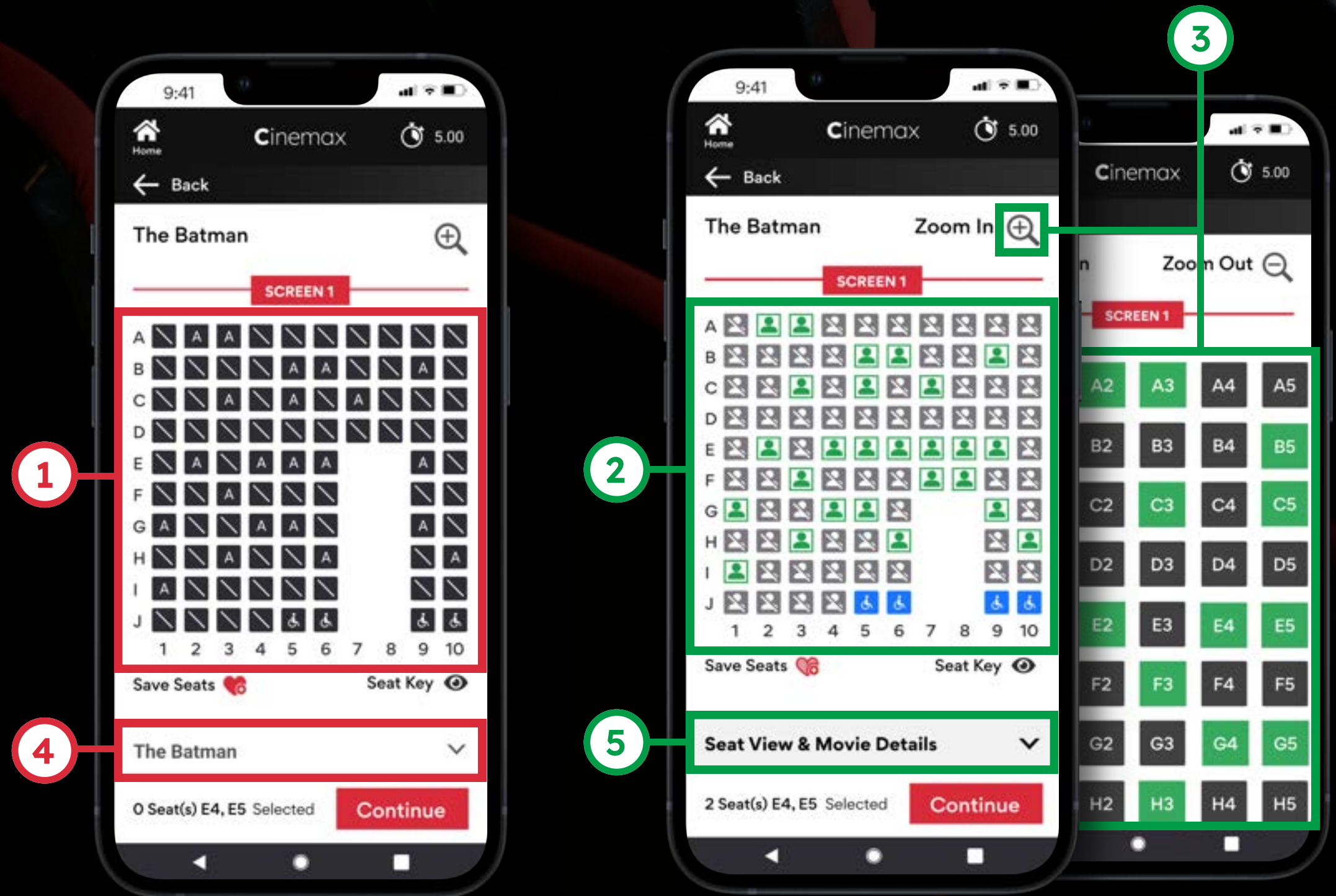
1. Hero slider confusion
2. Slider arrows | Animation | Additional films
3. Quick book text & button confusion
4. Text & button language improved





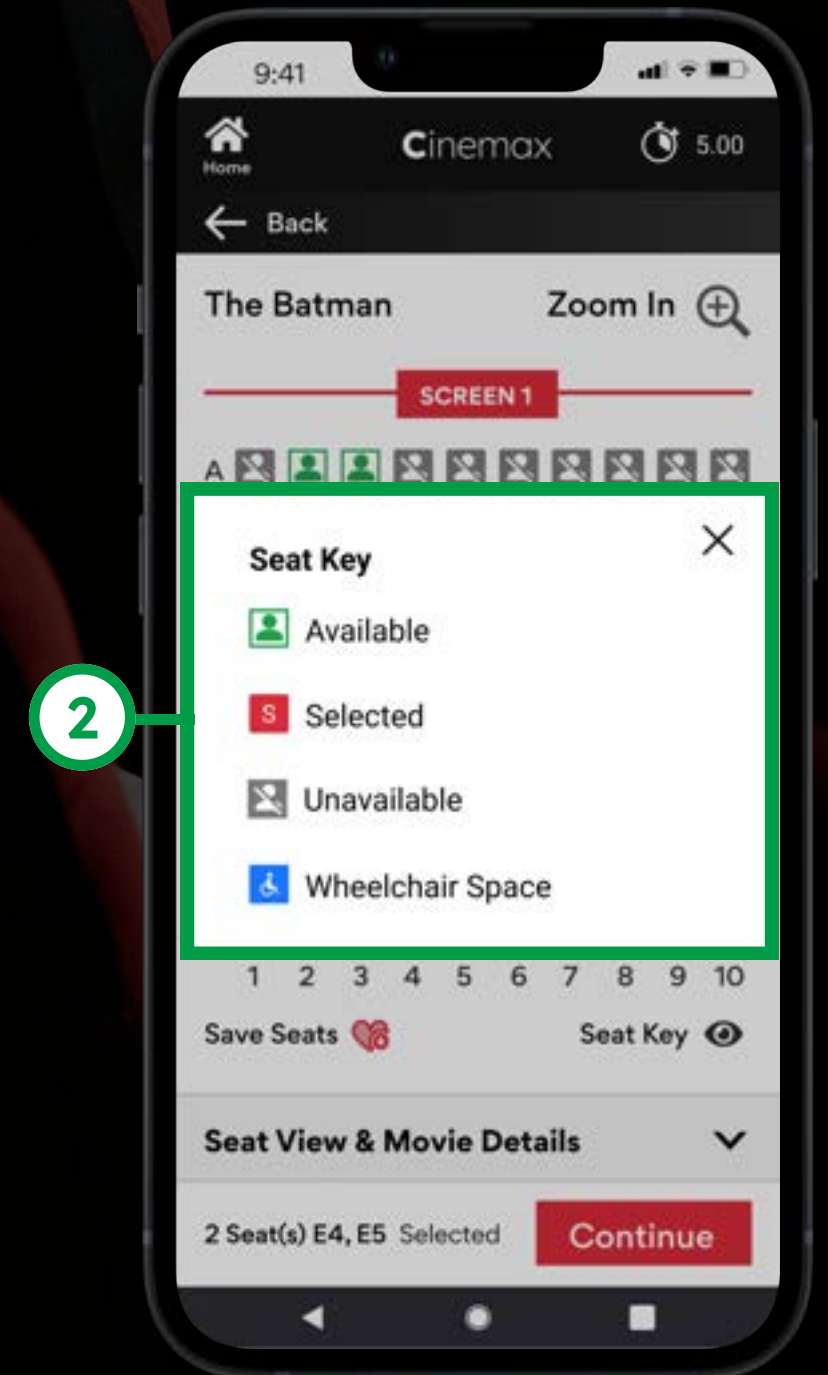
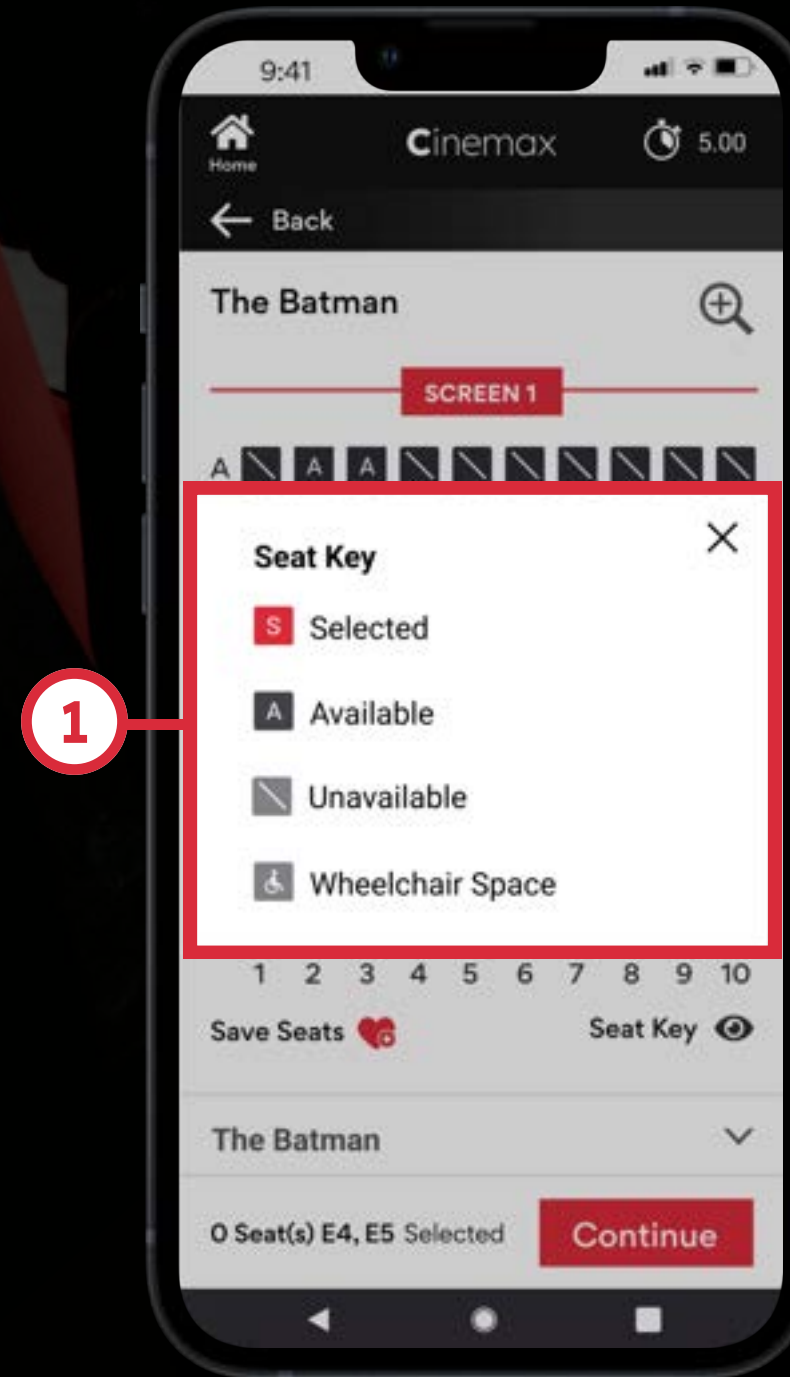
# Seat map & view confusion

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'

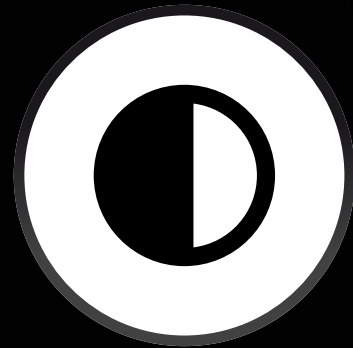


# Seat key confusion

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



# Accessibility considerations



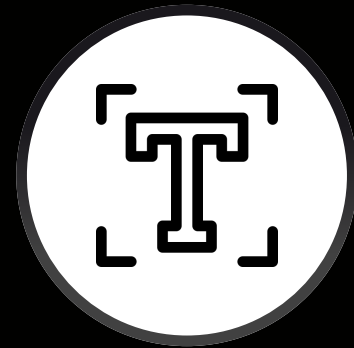
Contrast &  
colour



Audio  
descriptions



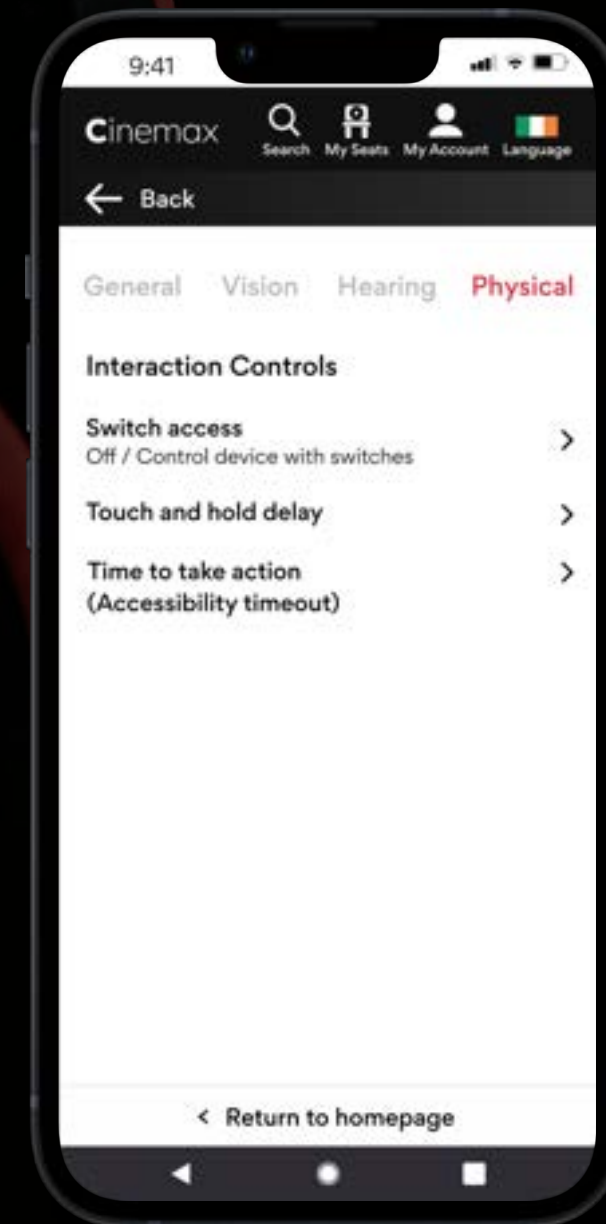
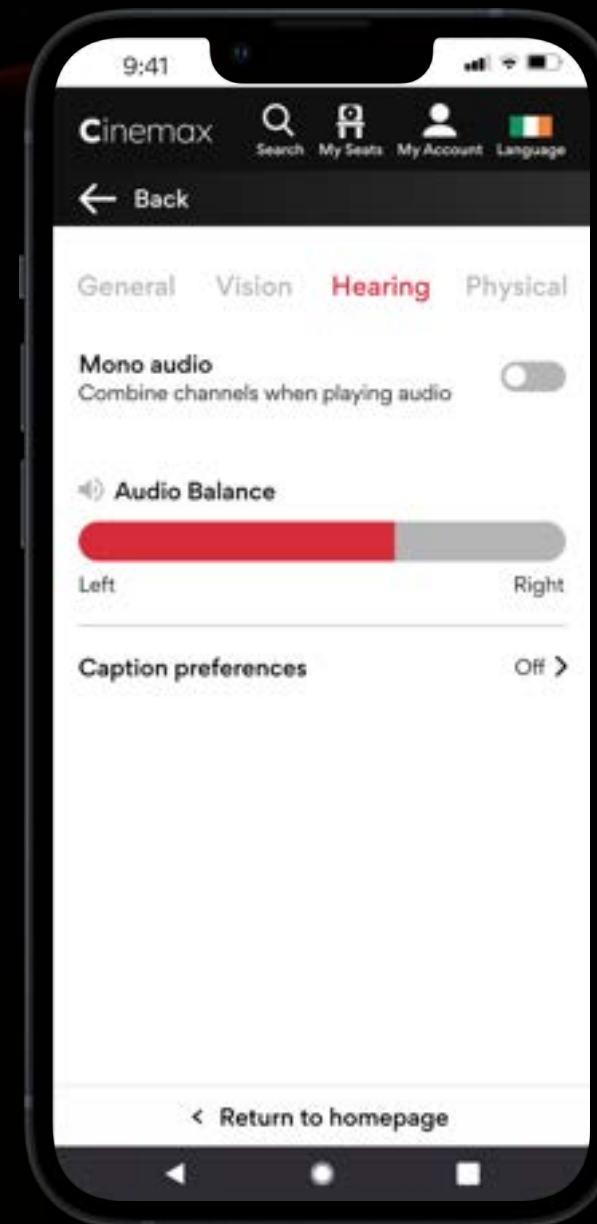
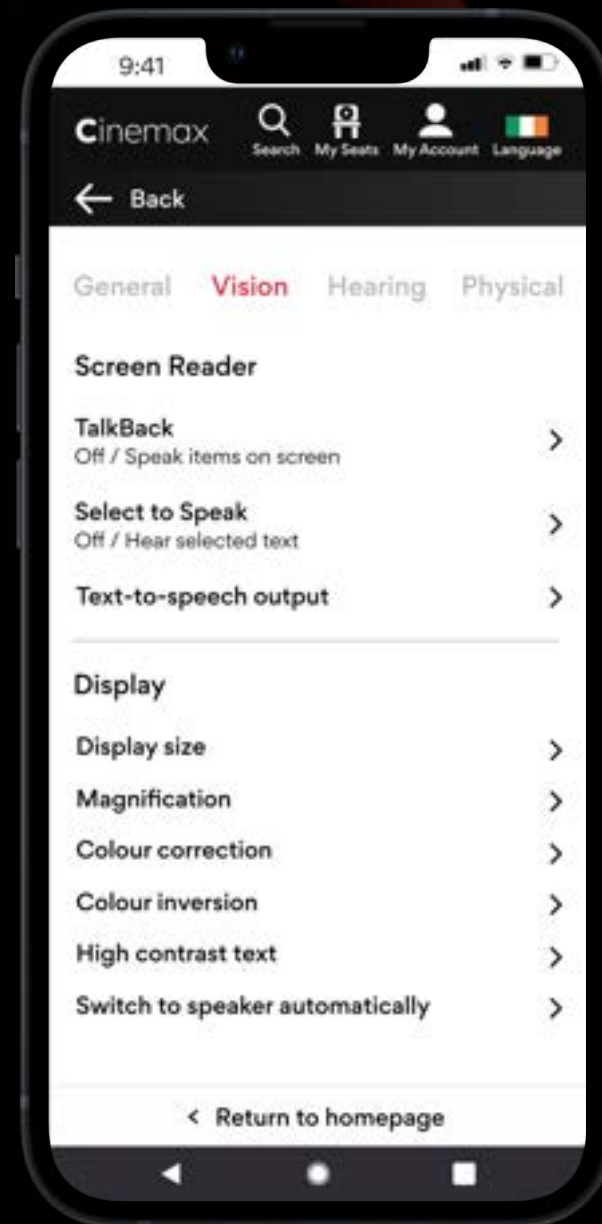
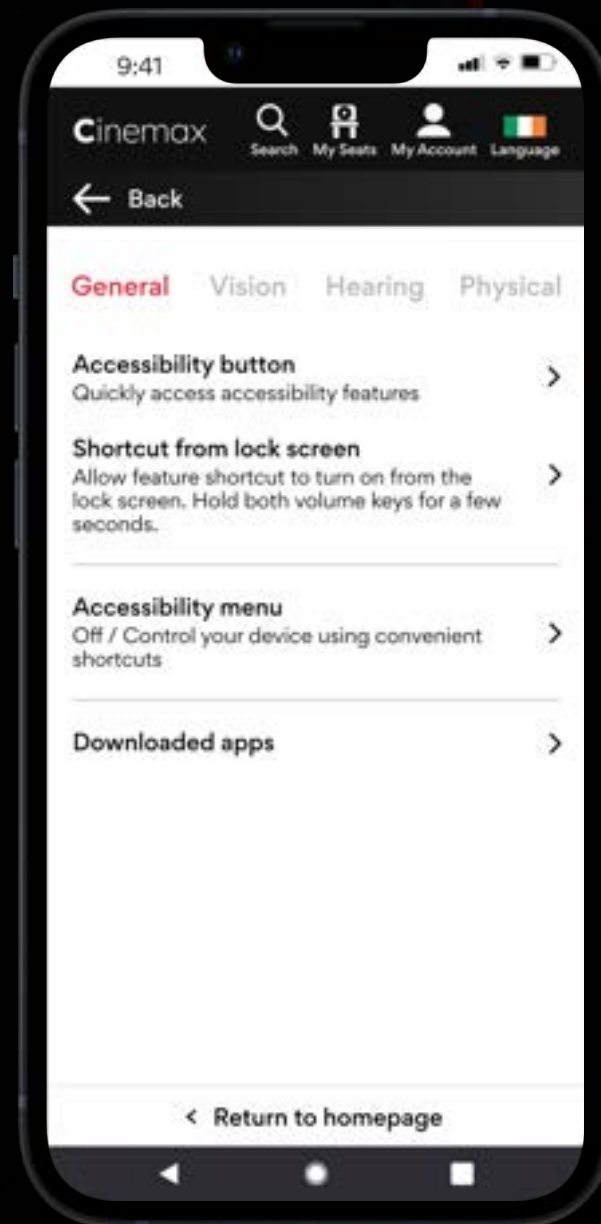
Accessibility  
settings



Labelled  
icons



# Accessibility settings





# Projected Outcomes, Future Work & Learning

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# 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](#)