

MovieXpress Snack Application

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Project overview



The product:

MovieXpress is the application being created, an already existing idea for ordering at a movie theater remade. Looking at what others do not offer and making it accessible to all.



Project duration:

11/29/21 – 05/31/22



Project overview



The problem:

Most of the applications that are already in user hands are limited to theater and geographic location. Some of the apps are “finished” but still seem they are in the prototype phase. Others lack the needs for those that are hard of hearing, disabled, or do not use english as their primary language.



The goal:

The goal is to create an app that is accessible to all. Create an app that flows well and is accessible to those with disabilities. Also have local theaters opt-in to this service, to be used wherever a movie theater exists.

Project overview



My role:

Zuhayr Ramadan: Lead UX Designer & Researcher



Responsibilities:

Responsibilities include user research, wireframing, and prototyping

Understanding the user

- User research
- Personas
- Problem statements
- User journey maps

User research: summary



During the research phase of the application's initial development, there was a need to look from the perspective of two different people even if they were not real. Using personas to create these people from thin air helped a lot, process of viewing a person with a disability vs someone who was just an avid movie goer would identify one of the many aspects to develop into the app.

As well using google forums to collect a consensus of users of how they feel using already existing food/item orderings apps, movie experiences now, and what they could see being useful in an app.

Going into this there was hope it would be somewhat easy, but after receiving feedback from users, it changed how this process was going to be tackled. Not everything back was straight forward, insights and affinity diagrams helped organize the feedback and what was needed to change.

User research: pain points

1

Pain point

No text to speech on
application

2

Pain point

Location Service
Variation

3

Pain point

Ordering screen process
too complicated

4

Pain point

Useless pop ups on
application

Persona: Julie Jacobs

Problem statement:

Julie is a busy overthinking adult who needs easy access to ordering ahead options because they have no time before the movie.



Julie Jacobs

Age: 28

Education: Bachelors Degree

Hometown: NYC, New York

Family: Husband, 2 cats

Occupation: Journalist

"Anytime I get an opportunity to enjoy my leisure time means the world to me."

Goals

- "Better options from ordering ahead."
- "Friendlier user experience with the interactions from staff."
- "Better system from getting to point A to B with no issues and ease."

Frustrations

- "Lines are typically long, and the concession stands generally are messy."
- "Waiting on others to enjoy the experience."
- "Snacks are generally expensive, but they don't really offer quality options. Sometimes I want more than candy or popcorn."

Julie is an online journalist who lives in the big city. On her off time, she and a group of film enthusiast like to go to see new releases, old classics, and plays. Due to the large group, she attends with they are always waiting on others to order snacks before the shows. Because of the large amount they usually order, it takes longer than it should, frustrating her and most attendees.

Persona: Alfie Lukas

Problem statement:

Alfie is a struggling chronic lumbar strain patient who needs ordering ahead options because they have limited time to stand in line.



Alfie Lukas

Age: 45

Education: Masters Degree

Hometown: LA, California

Family: Wife, 2 Kids

Occupation: Network Analyst

"The small things always make the biggest impressions."

Goals

- "Fast & easy alternative to accommodate for people with disabilities."
- "Better access to snacks and drinks during a film with little to no distractions."
- "Interact with a better system for the theaters concession."

Frustrations

- "Living in this big city means there are always be an over abundance of persons in one spot, making it difficult to wait for one simple item."
- "Lack of availability makes it hard to be able to accommodate for the needs of my family."
- "I'd like to order without having to get up throughout the featured film and grab my items from the theaters doors."

Alfie is a network analyst for a tech start up company and enjoys spending time with his wife and two kids in many ways. Every minute spent with his family is timeless, but he has developed recurring lumbar strains making it difficult to stand for long periods of time in one spot. Most businesses have helped ease his problem with online ordering ahead, but not in theaters yet for before/during to accommodate for this problem.

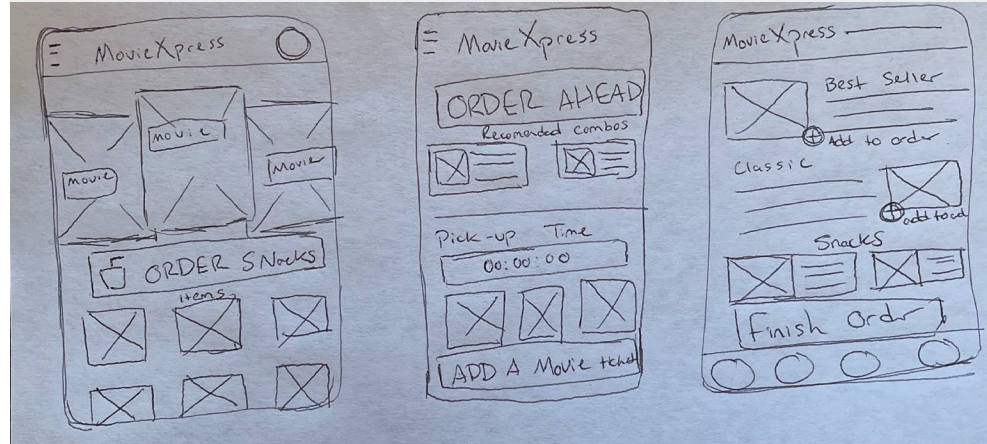
User journey map

Creating this journey map, there was a need to see how someone with a busy schedule and pain problem would get to point A to B. Creating a persona for this helped in the long run being to see how this made up person would react through the process.

Persona: Alfie Lukas					
Goal: Better access to concession before and during a film					
ACTION	Go to theater	Get in line	Place order	Wait for order	Pick up order
TASK LIST	Tasks A. Get ready B. Go to movie theater	Tasks A. Get in line for tickets B. Get in line for snacks/drinks	Tasks A. Place order and pay cashier B. Wait for items	Tasks A. Wait for food to finished and palced at pick up B. Gather utencils/napkins	Tasks A. Pick up order B. Make sure everything you got is correct
FEELING ADJECTIVE	Excited to see featured film High expectations	Annoyed that line is too long Disappointed in pricing Pain from chronic lumbar strains	Frustrated at the time it takes to get to cashier	Anxiety kicks in for fear of missing out of film	Relieved they have their order
IMPROVEMENT OPPORTUNITIES	Better time preparation	Better pricing for items	Create application to order food ahead	Ordering ahead	Notification system for pickup

Paper wireframes

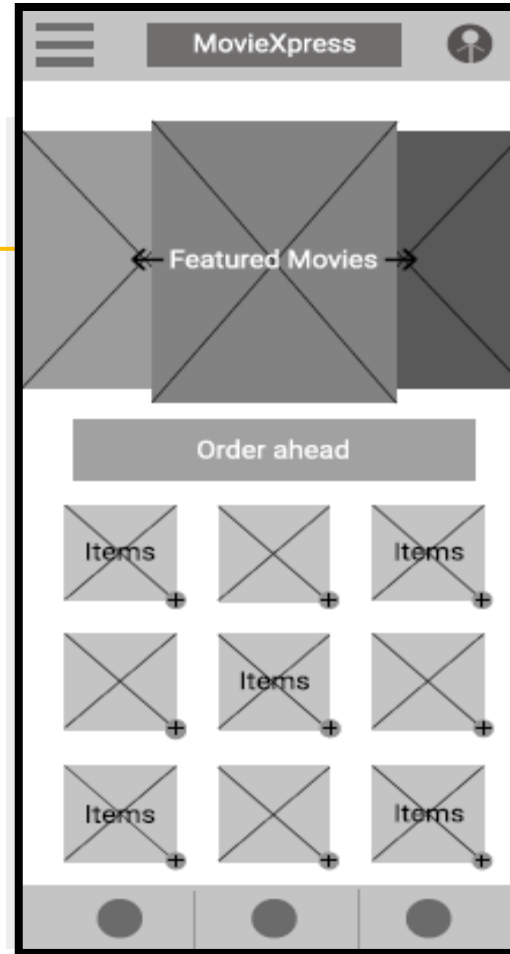
For the paper design, there was a need to create something that would flow and be easy on the eyes. The process of creating a paper wireframe allowed for multiple iterations fast and easy.



Digital wireframes

For the MovieXpress app, the app itself in the wireframe creation needed to be simple and easy for users to navigate and get the process rolling.

Featured movies, filler to attract the user if they wanted to see what movies were available

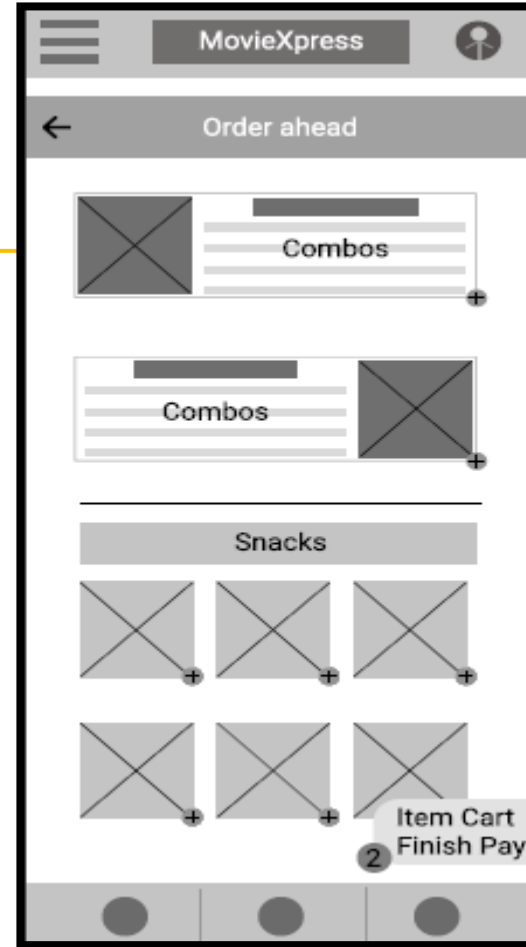


Order options front and center on the page, ease of access to the user

Digital wireframes

Once in the ordering ahead screen the user would be able to select the combo action to add multiple snacks to their cart. Likewise they would be able to add the items from the snack menu with the small plus to the cart.

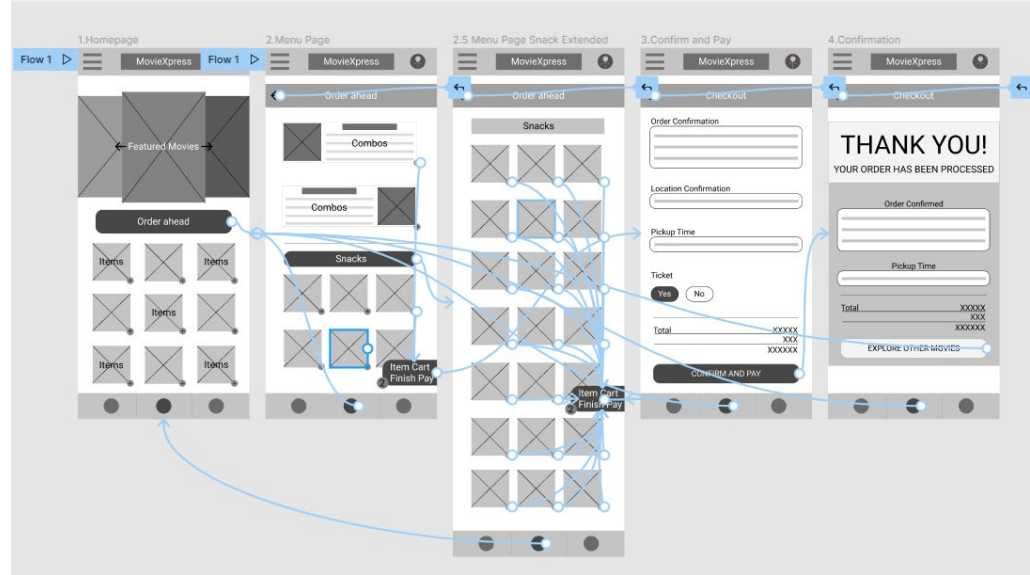
Combos selection, combining existing food options and condensing it



Snack ordering system extended

Low-fidelity prototype

Starting with the homepage the user would select order ahead. Pick an item on the menu page then into the extended snack menu. Once pressing item cart/finish pay the user would overlook the menu and confirm and pay. Once all done it will show the confirmation again and have the option to go back to the homepage.



Usability study: findings

The usability study process helped identify the changes from the users that were overlooked on our end.

Round 1 findings

- 1 Trouble figuring out how to advance the order selection
- 2 Trying to understand the features in the snack ordering section
- 3 Felt the confirmation screen confined the user to finishing their order

Round 2 findings

- 1 There needs to be better identification and cues to where the user needs to go when accessing the application/prototype
- 2 Revamp the system to be easier to allow the user to figure out what items are in place to order
- 3 Fix the confirmation screen system

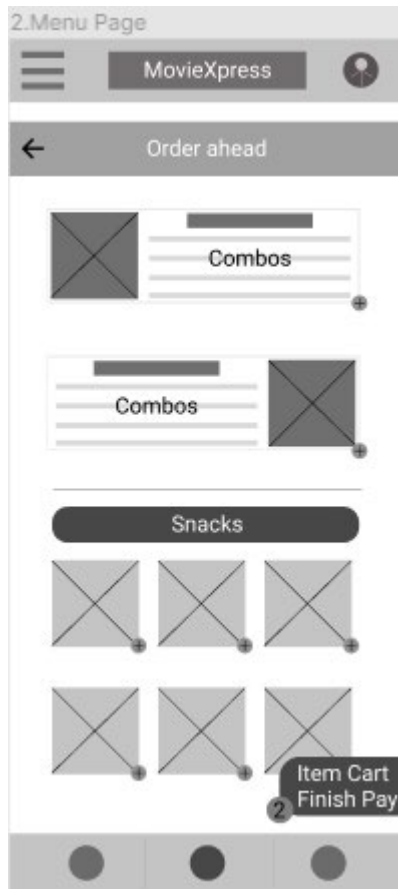
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

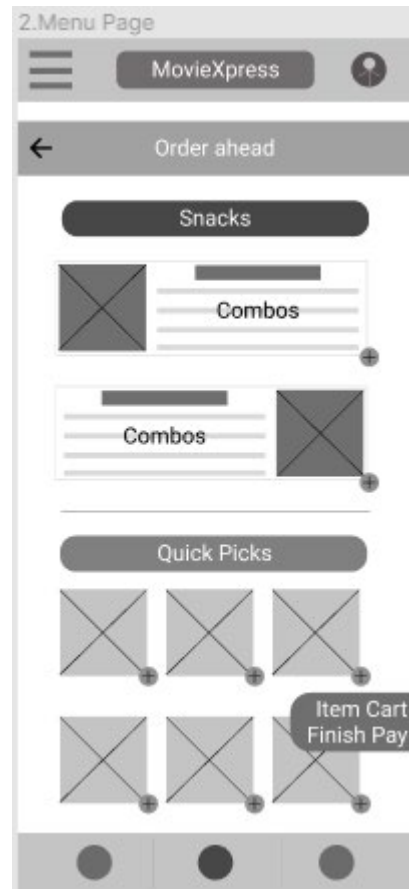
Mockups

Goal was to revamp the look of the snack ordering screen, allow the user to go quick pick combos or single items. But also allow them to explore all the options right at the top.

Before usability study



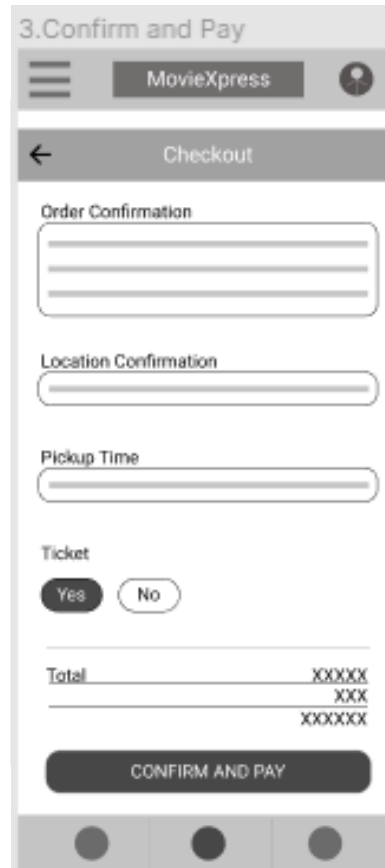
After usability study



Mockups

No longer is the user confined to being stuck at the confirmation page, they now have the option to edit their order just before confirming. As well tickets are no longer forced yes on selection in case the user never wanted to buy a movie with the snacks.

Before usability study



3. Confirm and Pay

MovieXpress

Checkout

Order Confirmation

Location Confirmation

Pickup Time

Ticket

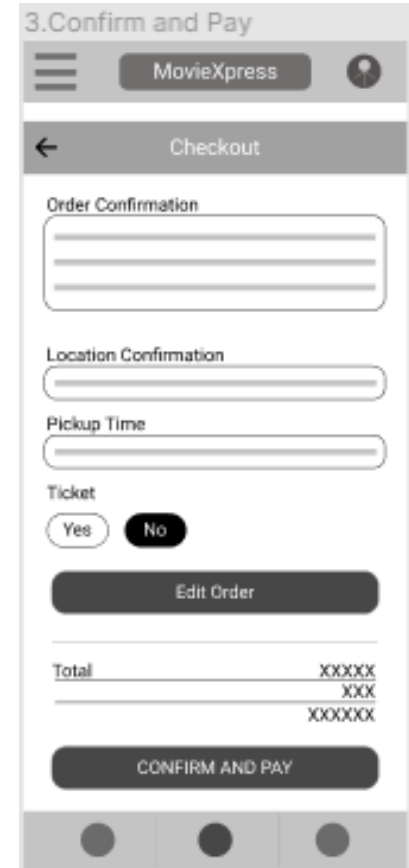
Yes No

Total XXXXX
XXX
XXXXXX

CONFIRM AND PAY



After usability study



3. Confirm and Pay

MovieXpress

Checkout

Order Confirmation

Location Confirmation

Pickup Time

Ticket

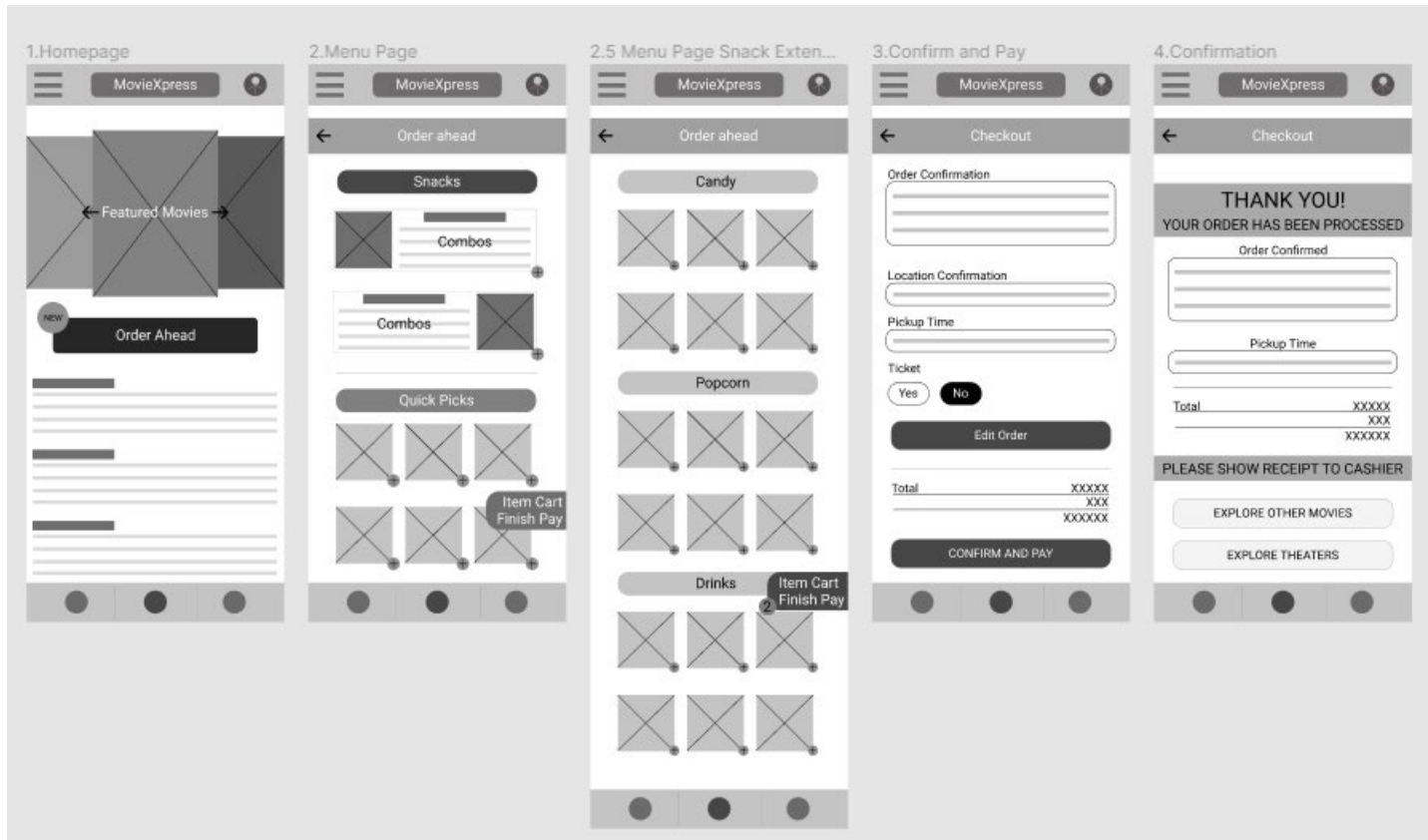
Yes No

Edit Order

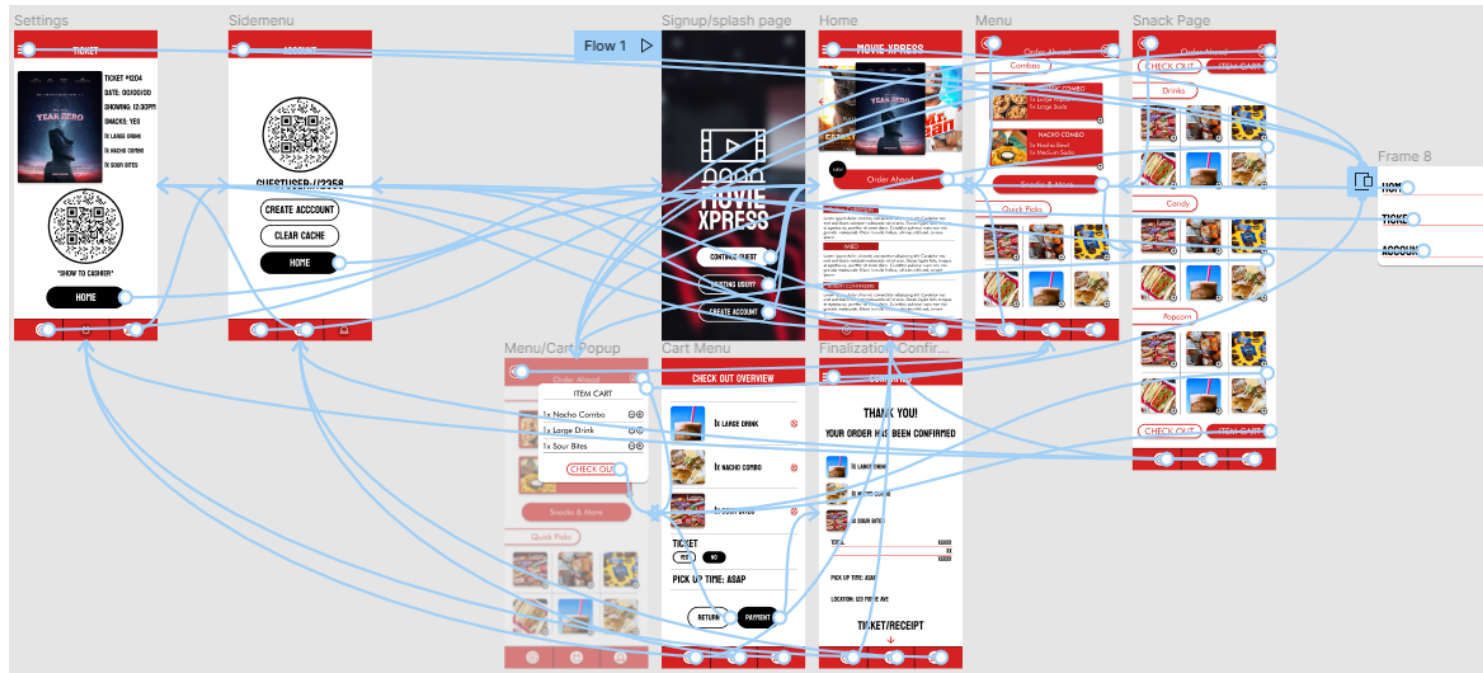
Total XXXXX
XXX
XXXXXX

CONFIRM AND PAY

Mockups



Hi-Fi Prototype Design



Accessibility considerations

1

For the application appearance there was a need to simplify. No extra flashy effects for the user and just about 3 colors used in the palette.

2

Ease of access, the user can just pull up the ticket for the movie/food ordering. No printing and extra need to provide information. A QR code scan is what takes place.

3

Content and structure are in balance, components that repeat are occurring in the same section and not affecting those with cognitive issues or visual issues.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

“The design overall is pretty clean and nice, there is not a lot going on and makes getting through the app straightforward”



What I learned:

There is still a lot of the application that needs constant changes and more added accessibility options

Next steps

1

Going forward the application prototype needs to have all the smaller aspects made into operable buttons and objects.

2

The accessibility options were not as prevalent as they should have been in the testing process. Hearing options, text to speech, hard of sight all need to be taken into more accountability.

3

Instead of focusing on the snack ordering part of the application, more of the theatre base should be expanded on making a new application of smaller locations.

Let's connect!



Find me on [Linkedin](#) for any questions regarding the application project
or
Email me at testemail@gmail.com

Thank you!