

Galaxy Theater - Seat Reservation App - Case Study

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January 2023

Project overview



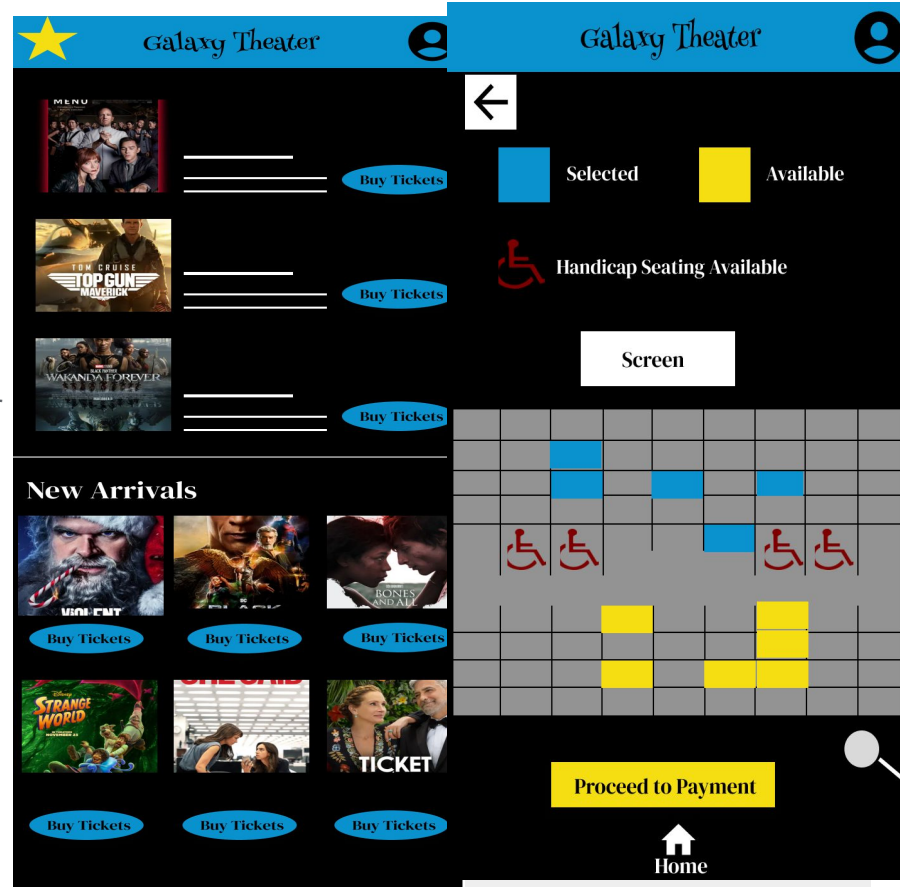
The product:

Galaxy Theaters is an app that will allow moviegoers to buy tickets and select their seats prior to attending their local theater.



Project duration:

September 2022 - January 2022



Project overview



The problem:

Users may not have the time buy tickets at the theater, or they may have a disability or limitations that makes it difficult.



The goal:

Design an app for Galaxy Theaters that allows moviegoers to quickly and conveniently buy tickets and reserve seating.

Project overview



My role:

I am the UX designer that will oversee the design of the app from conception to launch.



Responsibilities:

Wireframing, interviews, conducting usability studies, creating personas, low-fi & hi-fi prototypes, iteration and accessibility

Understanding the user

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

User research: summary



During my research, I created personas and empathy maps in order to anticipate and account for the different users that would use the app. For example, one of the groups that was considered during research were users who were disabled. We wanted to make sure the app was simple enough to be used by a wide range of people, especially those who had physical limitations.

The usability study confirmed that this was an important factor in the design of the app, but research revealed that language accessibility is also an important factor to consider. Some users may have a language barrier and need the option to have the information displayed in a language they can understand.

User Research: Pain Points

More Accessibility

Users needed a way to actively purchase a ticket for a more fluid user journey

Functional Seating Chart

Users wanted a more functional and appealing seating chart

More customization options

Users wanted the option to actively edit their profile

More options for movie selection

Users wanted a Buy Ticket option for the New Arrivals section.



Analisa Brown

Age: 20
Education: University Student 2nd Year
Hometown: Antigua, Guatemala
Family: Parents and 1 brother
Occupation: Full time student

“Trying new things helps me to embrace different cultures.”

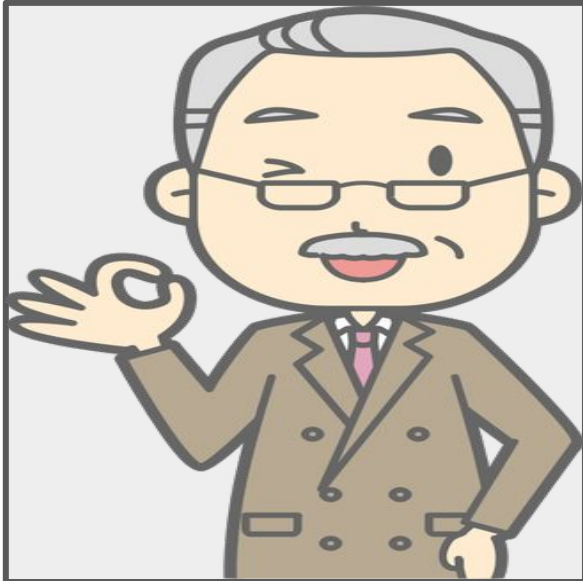
Goals

- To participate in American culture with ease.
- To balance school with family and leisure activities
- An easier way to communicate

Frustrations

- “The language barrier makes it difficult to speak clearly to others.”
- “Translating is somewhat stressful and embarrassing at times.”

Analisa Brown is a second year Math major whose parents moved from Guatemala to California 3 years ago. Analisa loved watching films in her country, and she would like to continue to do so in America. But Analisa’s accent sometimes makes it difficult to speak English clearly and has led to some embarrassing moments when she and her family attend the local movie theater. Analisa wants to assimilate into her new surroundings, but she is sometimes discouraged.



Samuel Jankowski

Age: 65

Education: Master's in Law

Hometown: Ontario, Canada

Family: Wife and 4 kids

Occupation: Environmental Lawyer

“Keeping our planet green one case at a time.”

Goals

- Adequate seating that's closer to the screen
- Less waiting time for ticket purchase

Frustrations

- “Sitting closer to the screen gives me easier access to the exit for food and bathroom breaks. I don't always arrive in time to get the seat I want.”
- “I'm not as fit as I used to be and waiting in long lines to buy a ticket isn't ideal.”

Samuel has been an environmental lawyer for 32 years, but he's been an avid movie goer his entire life. It's one of his favorite hobbies, but as Samuel's gotten older, convenience has become more of a priority for him. Samuel recently had leg surgery and getting around isn't as easy.

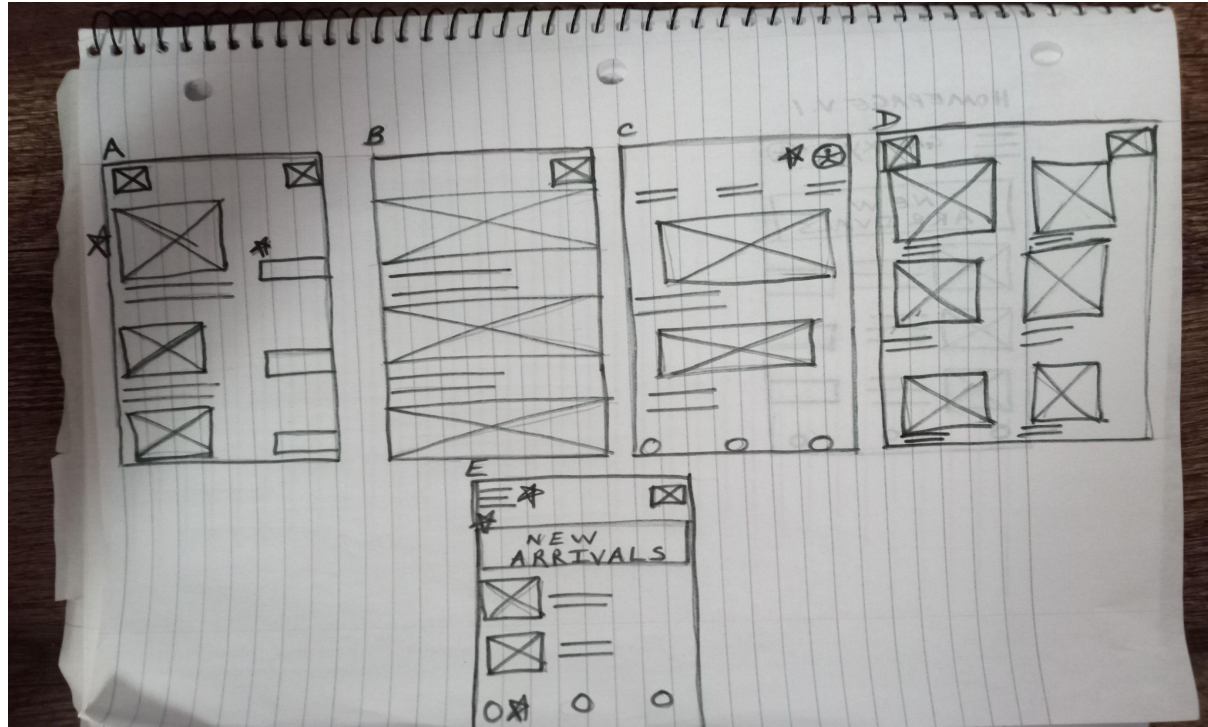
User journey map

Mapping Analisa's user journey helped us to better understand the user's experience while using the app and how convenient it will be for our users.

ACTION	Choose theater	Select film	Wait in line to purchase tickets	Buy tickets		Action 6
TASK LIST	Search for local movie theaters in browser Look online for available films and showtimes.	Choose preferred film	Look at selection menu to ensure showtime and price	Buy tickets from ticket window		
FEELING ADJECTIVE	Overwhelmed by selection and lack of foreign translations	Stressed by selection and pronouncing movie titles due to language barrier	Anxious about speaking to someone to purchase tickets. Worried she might mispronounce movie title in front of others.	Overwhelmed, embarrassed due to language barrier/ lack of translation options		
IMPROVEMENT OPPORTUNITIES	Create a seat and ticket reservation app	Provide language accessibility so Analisa can choose film beforehand.	Create option on app for online ticket selection	Include online payment option on app		

Paper wireframes

I took time to draft the different iterations of each screen of the Galaxy Theater app in order to decide which elements would be better suited for the app and addressing the user's needs.

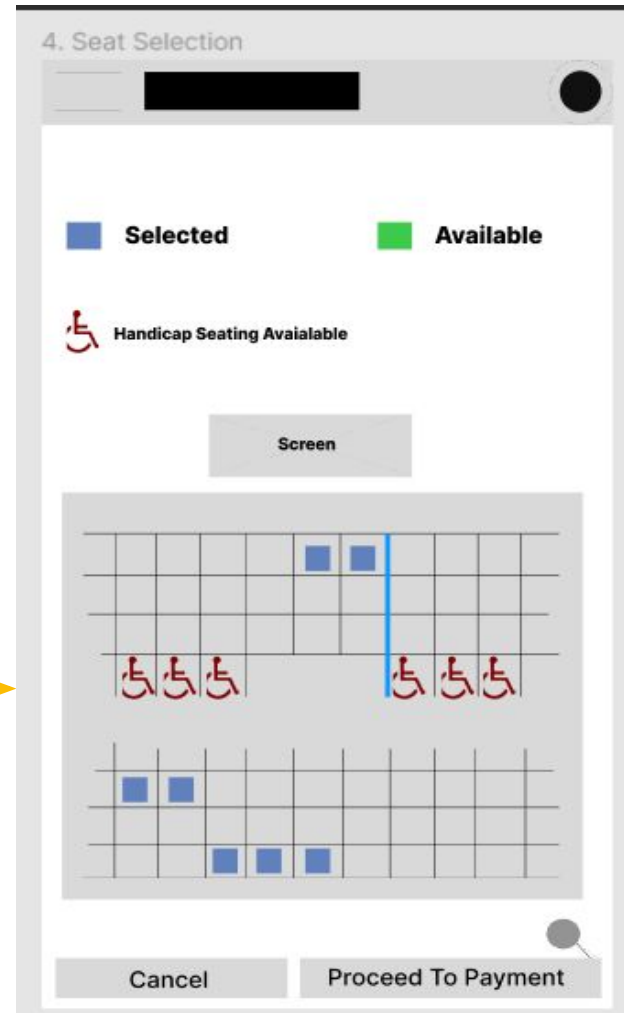


Stars were used in order to mark the elements that would be implemented in the initial digital wireframes of the app.

Digital wireframes

After conducting research, I created my designs based on the potential user's needs and the what my research and findings revealed.

Having handicap seating ensures that users with disabilities are being accounted for.

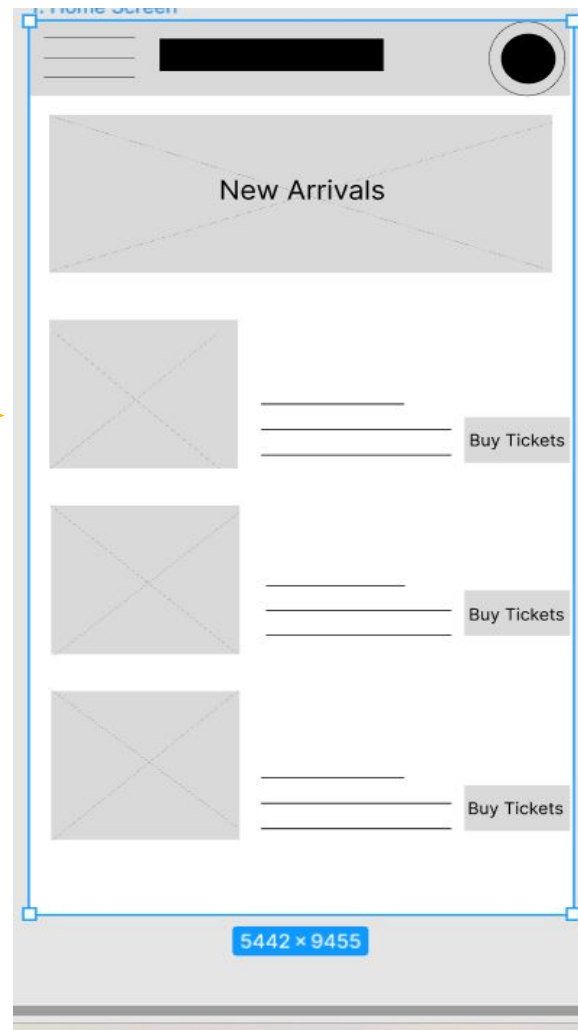


The magnifying option ensures users with visual impairments can make their seating selection more easily.

Digital wireframes

Users needed an easy process to purchase their tickets so that can then reserve their seat(s)

Visual appeal is as important as functionality. Users will have a visual design that is pleasing as well as informative



The Buy Ticket option allows the user to quickly and easily select the movie they want to see.

Low-fidelity prototype

Here is a snapshot of a low-fidelity prototype that I created for the Galaxy Theater App. It demonstrates the user flow of the initial digital wireframes I've created.

View the Galaxy Theater Low-Fidelity Prototype:

<https://www.figma.com/proto/P0LmD4zYGeUptDDgAdHzHD/Galaxy-Theater-Wireframes?node-id=145%3A2&scaling=contain&page-id=>



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users wanted more accessibility
- 2 Users wanted a more functional seating chart
- 3 Users wanted a Buy Ticket option for the user flow

Round 2 findings

- 1 User wanted a rewards or point system to make the app more interactive
- 2 Users wanted an option to save credit card information
- 3 Users wanted a calendar option while selecting a date and time.

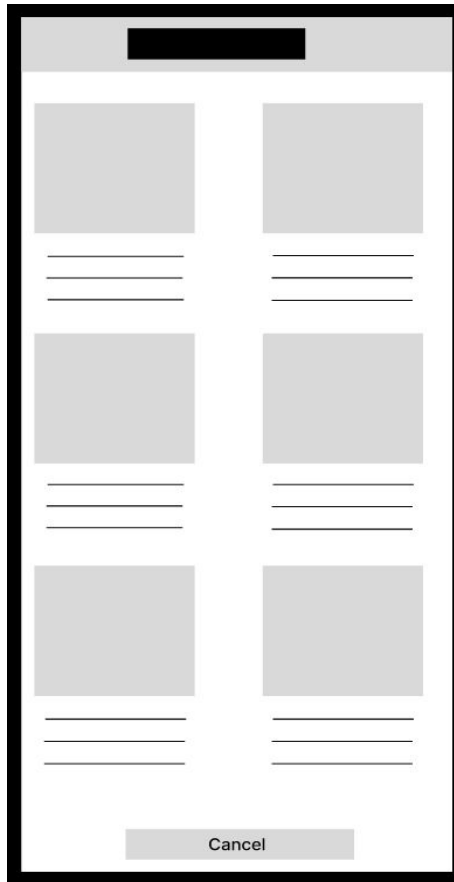
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

I was able to do customization for both iterations, but after the usability studies, I had a better understanding of the changes needed to meet users' needs. I added more options for movie titles, and created more functionality for the navigation tool and created a profile icon.

Before usability study



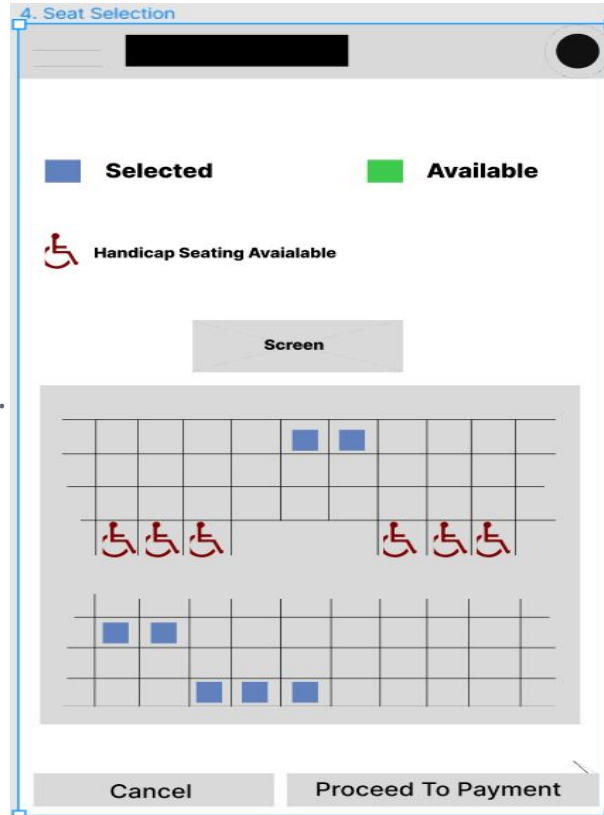
After usability study



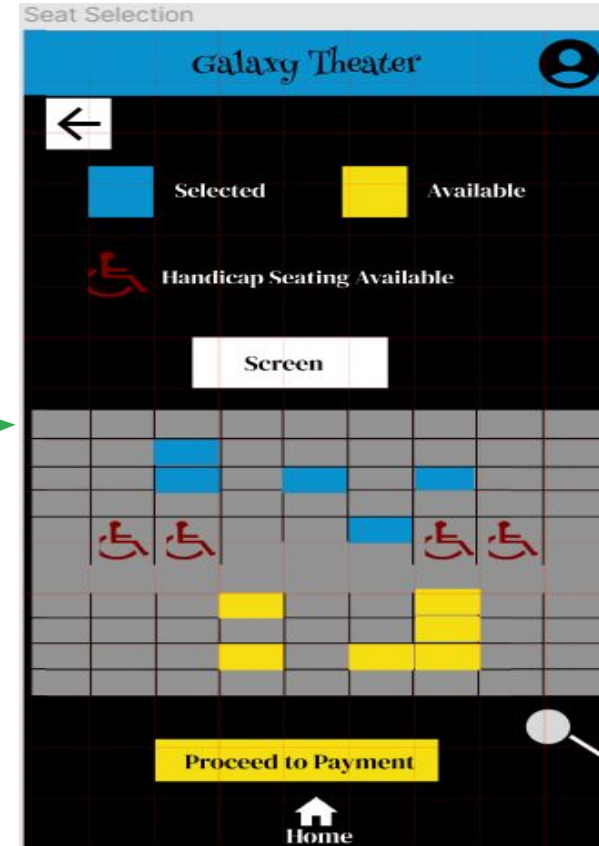
Mockups

After usability study 2, I realized the need to create a more fluid user flow by accounting for accessibility. So I included a magnifying option for those who are visually impaired, and added a page with a larger design of the seating chart.

Before usability study



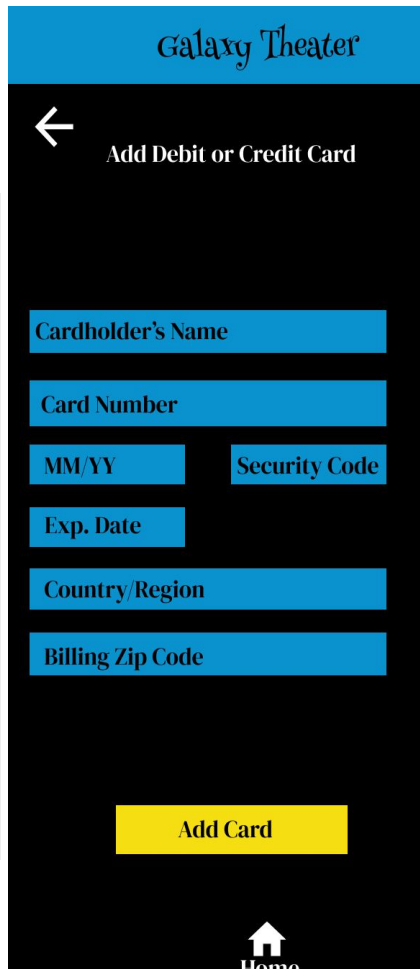
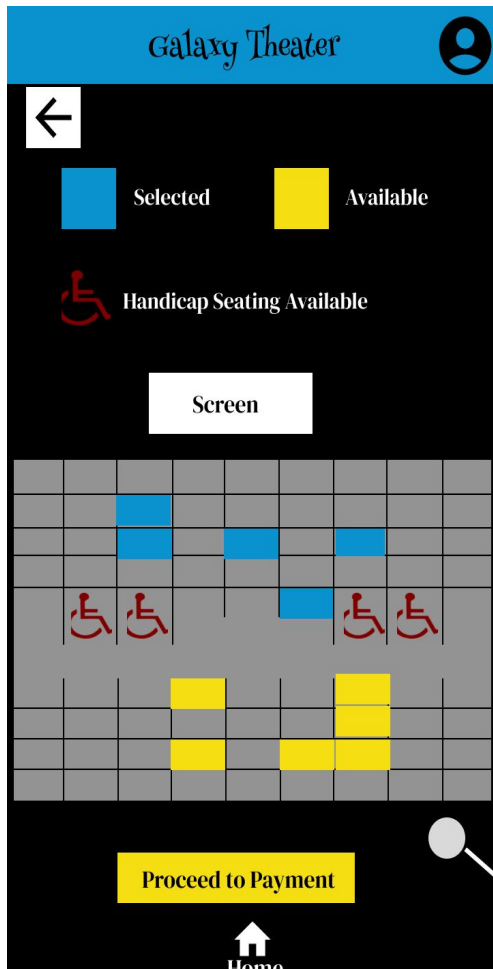
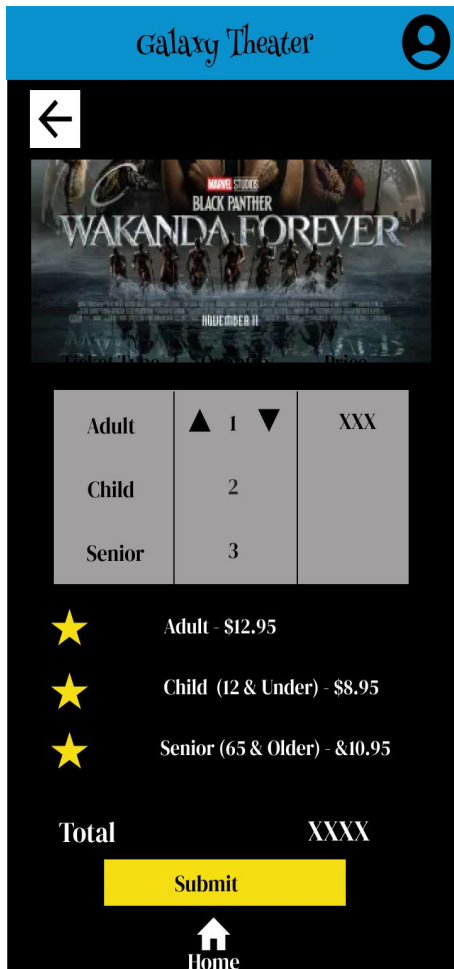
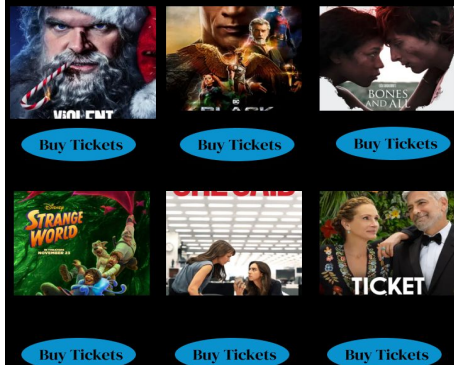
After usability study



Mockups

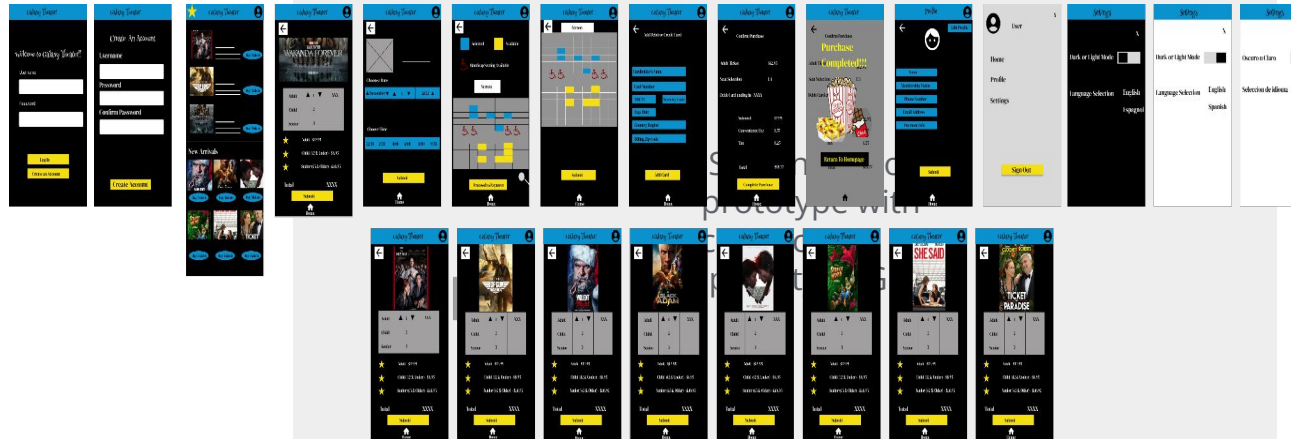


New Arrivals



High-fidelity prototype

The high fidelity prototype presented now includes a cleaner user flow for buying tickets and reserving seating. It also met users' needs for accessibility options and more customization.



Accessibility considerations

1

Provided a magnifying option for users who are vision impaired

2

Created a navigation menu for easier navigation and accessibility settings (dark mode, light mode, etc..)

3

Created icons throughout user flow to ensure easier navigation

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

I think the Galaxy Theater app helps to make it easier for moviegoers to have an easier, but more immersive experience before and while attending the theater.

One quote from peer feedback:

"I strongly agree that the app is easy to use, and I would definitely recommend this app to others."



What I learned:

I learned many technical skills that one has to incorporate into creating a product, but the most important lesson I learned was the importance of iteration. This is a process that never ends. Making sure the users' needs are met are important, but that can only be done if the designer devotes time to iterations that improve the design. The usability studies and peer feedback played a major role in why I was able to meet those needs.

Next steps

1

Conduct another usability study to not only determine if user pain points have been effectively addressed.

2

Implementing a rewards system so that users can have a more immersive and enjoyable experience.

3

Doing more users research to account for users' needs for future iterations.

Let's connect!



Thank you for reviewing my work on the Galaxy Theater App.

If you'd like to contact me or see more, my contact information is provided below.

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