

# **Design a reservation seat app for a movie theater**

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Inês Pinto, Portugal

# Project overview



## The product:

Atlantis Movie Theater is located in Oporto, Portugal, located in the center of the city, where the latest movies and some classics are displayed. Nowadays is usually visited by tourists, but it used to be the preferred movie theater for the locals.



## Project duration:

March 2021 – October 2021.



# Project overview



## **The problem:**

Local families and tourists needed to previously schedule the session in the cinema because of the long queues.



## **The goal:**

Design an app for Atlantis Movie Theater so everyone could previously pick their seats and pay their tickets.

# Project overview



## **My role:**

UX designer creating the app from scratch – from conception to delivery.



## **Responsibilities:**

Interviews, paper and digital wireframes, low / high fidelity prototypes, conduct usability studies, creating accessible solutions, and iterating on designs.

# Understanding the user

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

# User research: summary



I conducted interviews and created empathy maps to understand the users and their needs. Also, I tried to understand which accessibility questions were not usually addressed when designing for this type of client.

Research proved not only people wanted to reserve and pay their tickets beforehand, avoiding the queues in the movie theater, but also that a lot of users have some issues they didn't want to share with the staff when choosing a seat – lack of sight or hearing – and other important factors, like having kids to take care of.

# User research: pain points

1

## **Time**

Users want to select beforehand which seat they want and to pay their tickets without waiting in line.

2

## **Acessibility**

Users want to choose previously their seats because of their issues (hearing and sight) or to convey their needs (kids to take care of).

3

## **Research**

Users want to previously check which movies are on screen to choose beforehand



## Akeem Richards

65 years old  
Ex-Accountant  
From Porto,  
Portugal  
Lives alone  
with two dogs  
Retired  
recently

*“Although I have free time to learn, I have some issues and I’ m not used to new technologies”*

### Goals

- To avoid crowded, noisy sessions
- To sit next to the screen because of myopia
- To avoid queues

### Frustrations

- He’ s shy and not used to ask for help
- Hard to deal technologies are a turn-off
- Anxiety problems that can make people interaction more difficult

He’ s not used to go to the movies, but sure he loves to go there! Usually he’ s always at the same theater, the one he uses to go in his youth.  
He would love to have the option to choose his seat because he has myopia and if he could, he would choose the seats close to the screen, but not too close.  
He’ s anxious, so he has some hard time waiting in queues.





Lily Ash

*"I have a lot to deal with during my day, so a simple, well organized app would be great!"*

#### Goals

- To know where the kids sessions are
- To choose the seats next to the exit
- To schedule it with time from the comfort of her own house
- To give the kids a smooth experience

#### Frustrations

- She's a little clumsy - and the kids don't help!
- There's a lot of stuff that can make her quit movies - sick kids, crowded rooms, scheduling difficulties
- Middle child is claustrophobic

35 years old  
Studied  
Psicology  
From London,  
England  
Lives with her  
husband and  
three small kids  
Full-time mom

She absolutely loves to go to the movies, but she has such a big family! Sometimes she doesn't know how to schedule her fun times with the kids. She would love to know which theaters have morning sessions for kids, and to have the ability to schedule it in advance to grant herself and the kids a seat. Her middle child is claustrophobic, so she always asks for the seats next to exit so she can quickly come outside and calm down the kid without disturbing anyone.

Persona:

**AKEEM** goes to the movies without asking for help! I'm not used to new technologies and I'm an anxious, myope person.

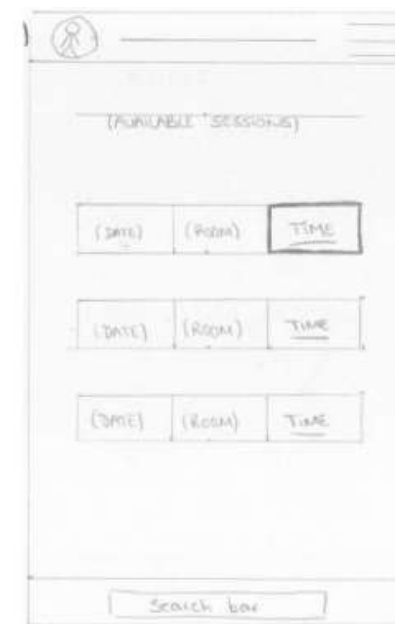
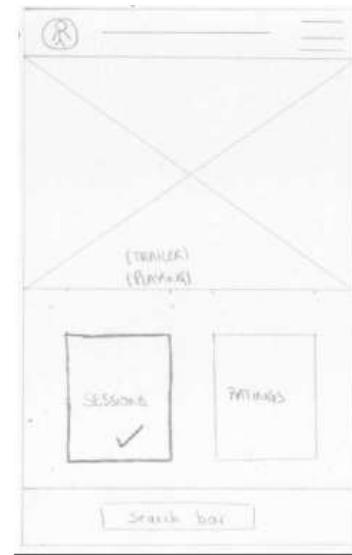
ACTION	Decide when to go to the movie theater	Open the app to choose it	Choose the movie / day / hour	Choose seat	Go to the movie theater
TASK LIST	A. Watch a nice trailer that set me to go to the movies B. Analyse when it would be nice to go C.Decide!	A. Unlock the phone B. Open the app	A. Find that movie whose trailer I watched B. Click on it to see the sessions available C. Choose date/time	A. Open the preview of the seats B. Choose the row I want	A. Buy the tickets B. Go!
FEELING ADJECTIVE	Anxiety (thinking about going outside) Great expectations (the trailer was fine)	Neutral Some expectation (wondering if the movie is available at this theater)	Anxiety (to find it) Bothered (because there are no indications if the session is already fulfilled)	Bothered (where is the screen? How do I know how far am I from it? How many people will be there?) Amused (if he knows the answers)	Anxiety (to be there at time) Bothered (because he doesn't know how to pay through app) Happy for being able to do everything for himself)
IMPROVEMENT OPPORTUNITIES	Notifications to let Akeem know what's going on this week, so he doesn't need to rely on outside stimulous	Recognizable icon Friendly, minimalistic main panel Showcase the new movies in first place Adaptable letter sizes	Search filters Simple flow through the selection of the movie	Display clearly which seats are already taken Show where the screen is so places can be choosed accordingly Show % of occupation Show how many meters the seat is from the screen	Allow the user to decide if he wants to pay there or at the theater Notification to remind the user of the scheduled time

## Starting the design

- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Paper wireframes

I was inspired by the WhatsApp aesthetic and functionality in order to display all movies available and the trailer, so people could choose as soon as possible.

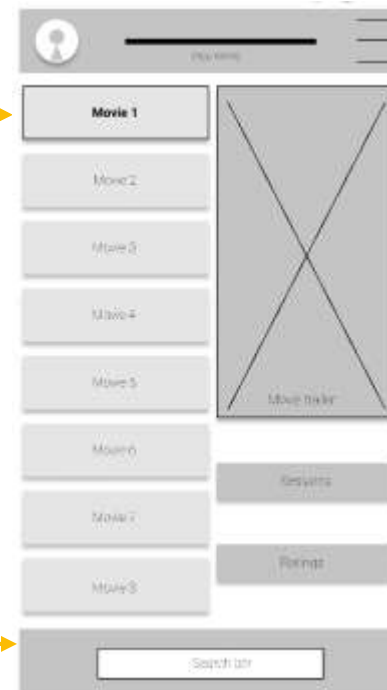


# Digital wireframes

I tried to keep the homepage as direct as possible, so users do not spend any time looking for the list of movies available.

This feature allows the user to select the movie immediatly

This feature allows the user to search for the movie they previously intended to choose



This feature allows the user to watch the trailer right after picking the movie from the left list

# Digital wireframes

The flow keeps the user engaged looking at the full trailer. The user can return to the main page if they don't like the movie.

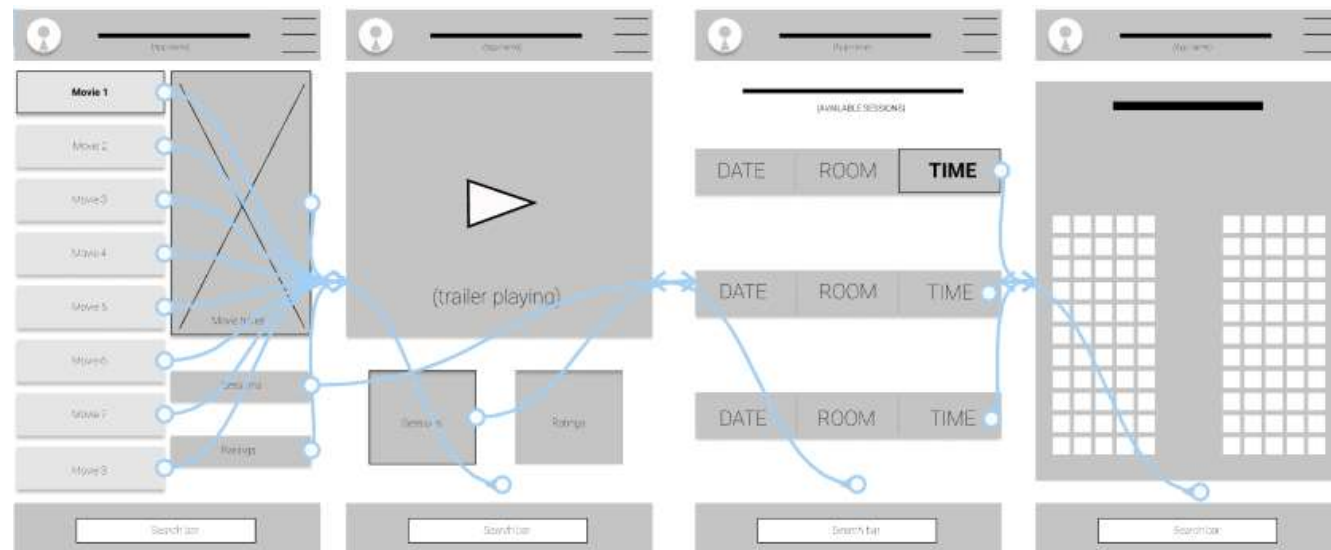
Users can choose to go right to the session selection



Trailer is displayed in full screen

# Low-fidelity prototype

View the user flow of the prototype.



# Usability study: findings

Two rounds of studies were conducted. The first one showed how to improve wireframes to mockups. The second one allowed me to refine the mockups.

## Round 1 findings

- 1 Users want to select their session and seats quickly
- 2 Users want to select the seats knowing exactly where they are located.
- 3 Users want to pay in the app.

## Round 2 findings

- 1 Users want bigger images of the seats to select it without problems.
- 2 Users want to be able to rate the movies



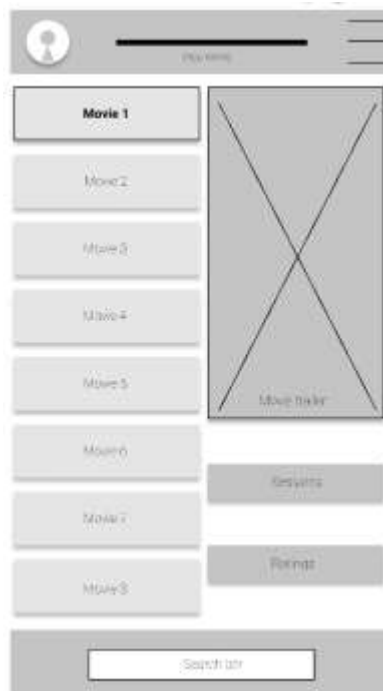
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

I improved the size of the buttons to make it easier for the users to select their options.

Before usability study



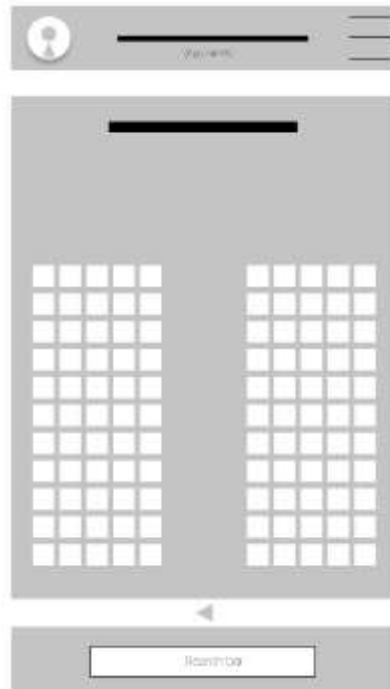
After usability study



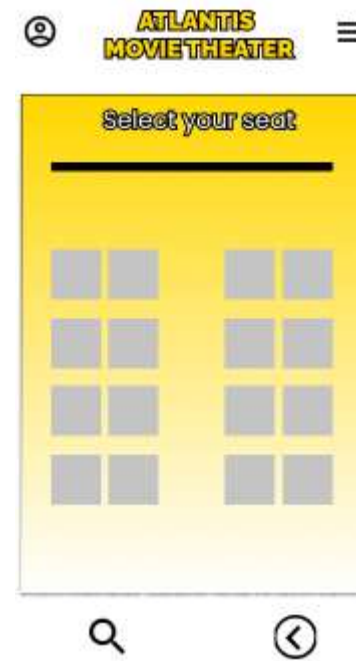
# Mockups

Improving the sizes was essential to allow the users to select the places. Also, it is nice to display how far the sites are from the screen.

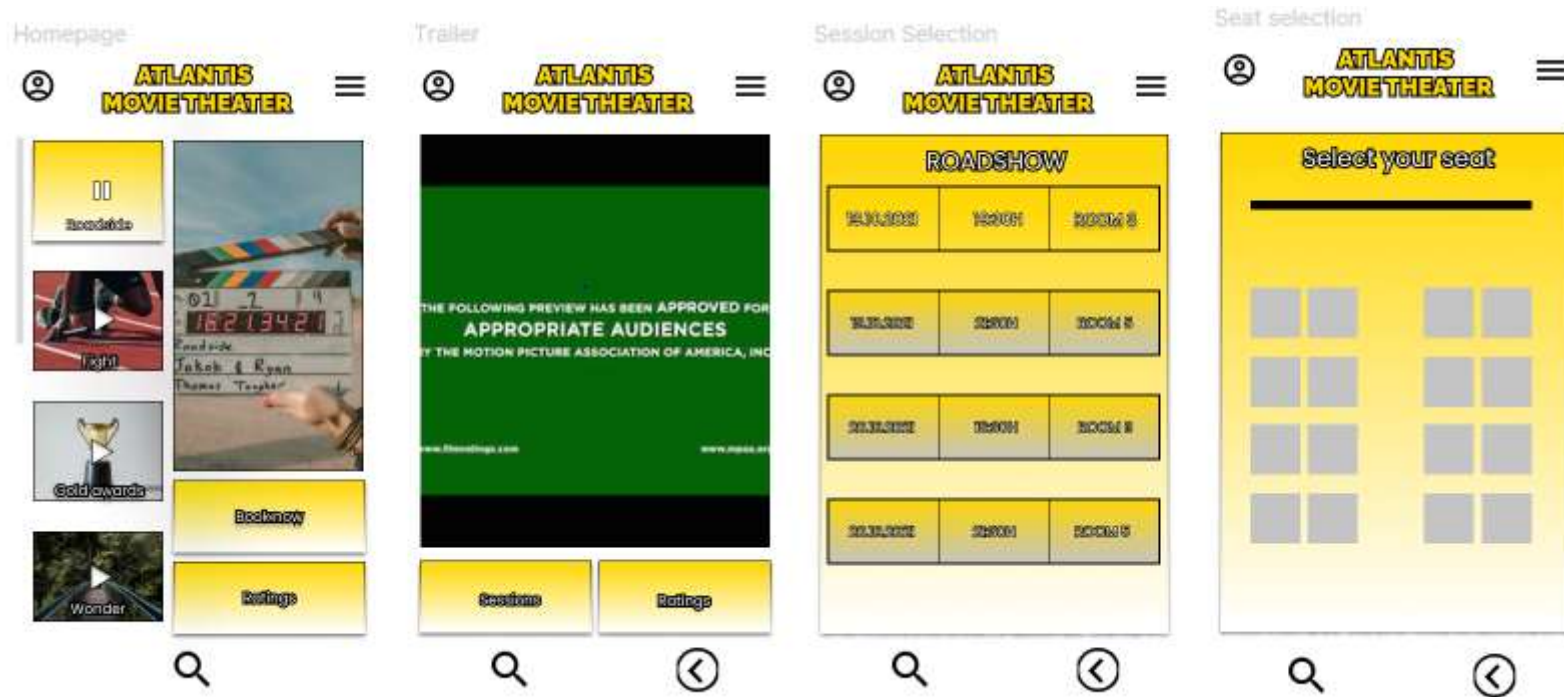
Before usability study



After usability study

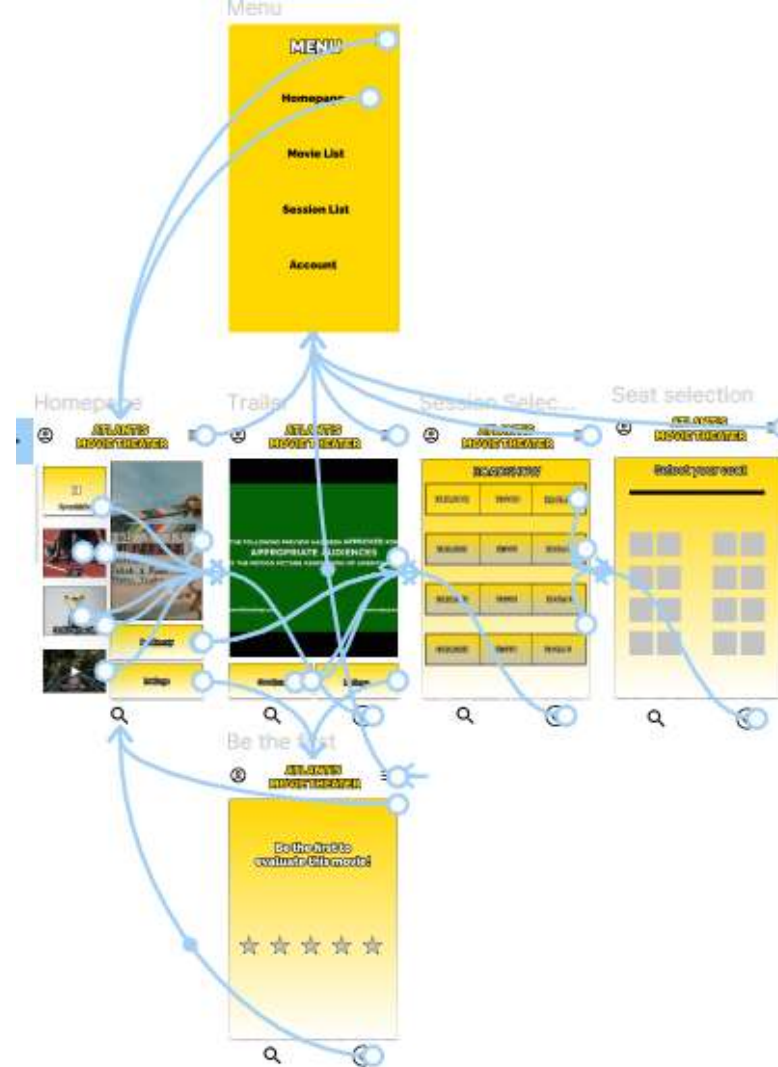


# Mockups



# High-fidelity prototype

Visit the high-fidelity prototype.



# Accessibility considerations

1

Allowing the users to have an overview of all the sessions, and displaying all the components in nice sizes.

2

Using high-contrast colors and good images to help all users look at the app in any circumstances (inside or outside, during day or night).

3

Showing the users where the seats are, so they can choose one near the screen or the exit according with their preferences.

## Going forward

- Takeaways
- Next steps

# Takeaways



## **Impact:**

The app will reduce the queues, allowing the staff to dedicate all their attention to the customers.



## **What I learned:**

I learned that there's a lot of issues in the UX process that usually are not considered, so proper research is fundamental.



## Next steps

1

Conduct another round of usability tests to understand if it is really what the users need.

2

Check if the users are trully benefited by the acessibility features.

3

Understand if the ticket payments are useful for all the users.

# Let's connect!



Thank you for your attention! Feel free to contact me if you want.

Ines underscore atp at hotmail dot com.

Thank you!