

Trailerz Movie App

Ken Vadnais

Project overview



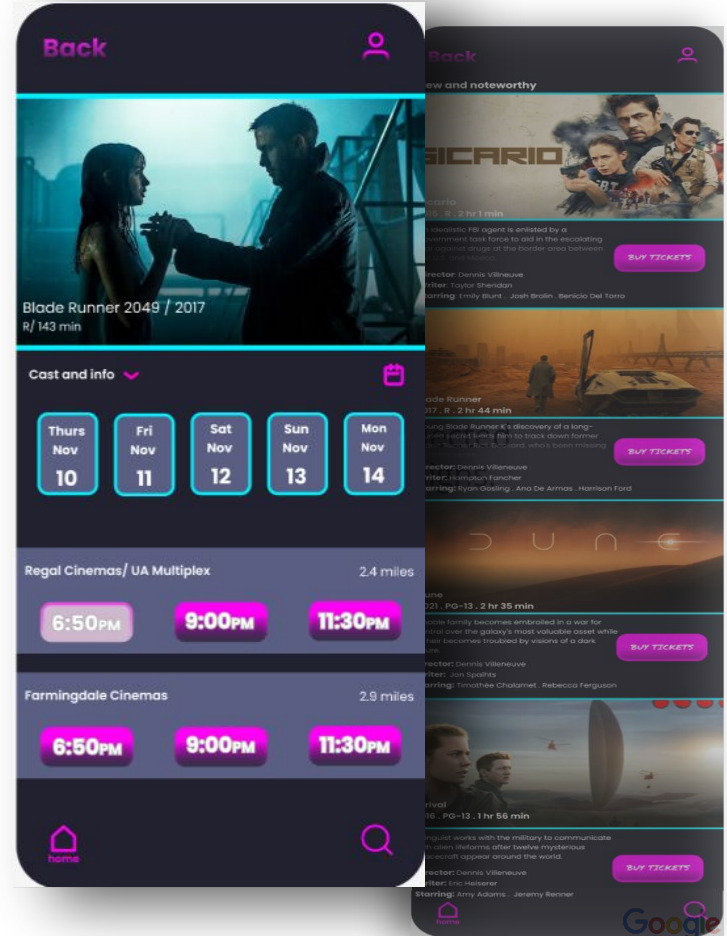
The product:

Trailerz is an app that allows users to view trailers, select movie times and add snacks and refreshments to their order for a one stop shop for movie goers.



Project duration:

August 2022 to January 2023



Project overview



The problem:

Movie goers are looking for one place they can go to view trailers, purchase tickets and refreshments and share with friends



The goal:

The goal is to design an app that allows users to view trailers and then make purchases for tickets and refreshments all in one app without having to be redirected to another site.

Project overview



My role:

UX designer designing an app for movie trailers from conception to delivery



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, 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 I'm designing for and their needs. A primary user group identified through research was working adults with busy schedules who go to movies semi frequently.

In addition to empathy maps and interviews I conducted a usability study where I was able to identify pain points and solutions that I didn't think about previously.

User research: pain points

1

Information up front

Users wanted information on the movie on the first page so they didn't have to click into a second screen to get it

2

Accessibility

Users wanted to be able to clearly see between the different options so changes in color had to be made, also the size of the buttons needed to be increased

3

Sharing of tickets

Users wanted the ability to share the tickets to their friend group so the purchaser didn't have to wait for everyone in the group to show up before entering the theater

4

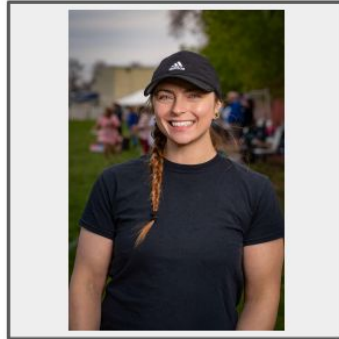
Email accessibility

Users wanted the ability to receive email confirmation of tickets and purchases

Persona: Michele

Problem statement:

Michel is a busy young adult who likes organizing movie nights with her group of friends and wants a simple way to share information about the movie they are going to see with her group.



Michele Izabela

Age: 32

Education: BA: liberal arts

Hometown: Wilksbare, PA

Family: Single

Occupation: teacher

"The secret of getting ahead is getting started!"

Goals

- Every day I want to educate and inspire.
- I'd also like to pursue a masters degree and ultimately a doctorate

Frustrations

- Trying to navigate all the red tape and blockages in the teaching profession
- Finding new ways to motivate students

Michele is a teacher in Philadelphia PA, she is passionate about teaching and always looking for ways to improve the students learning experience. She relies on a lot of interactive new teaching methods and is always actively looking to improve upon these. When not teaching Michele loves going to the movies with her friends

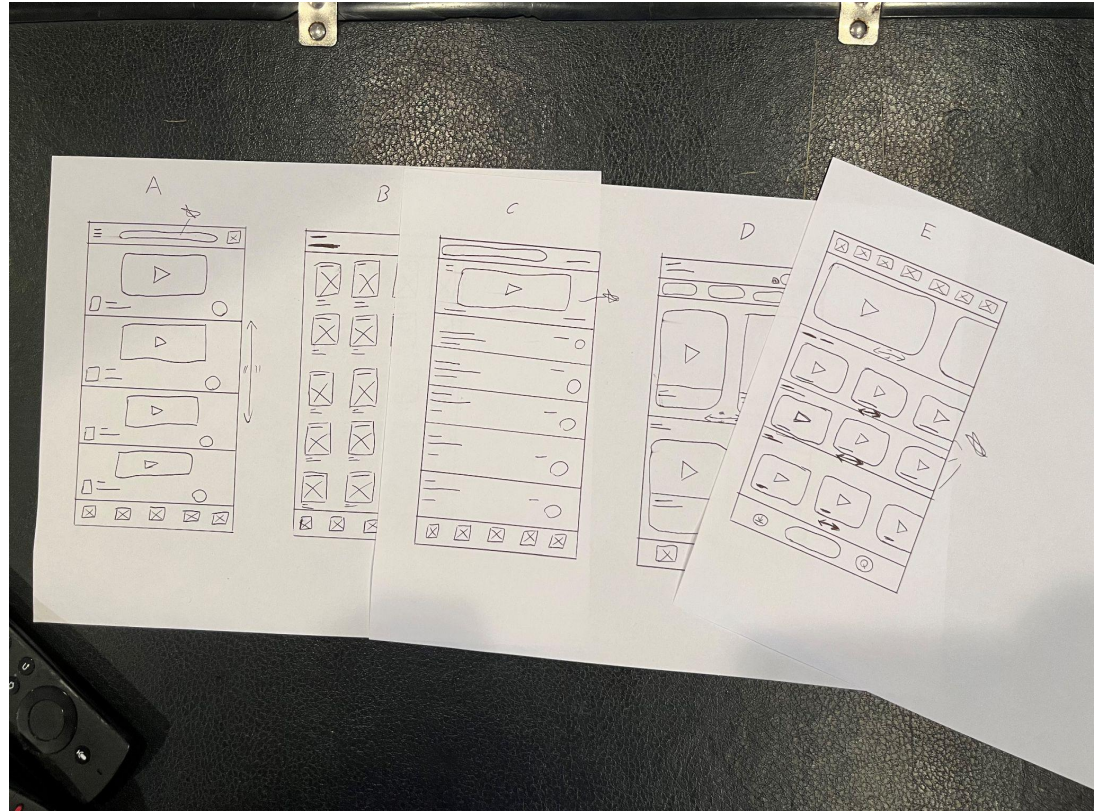
User journey map

Michele's user journey revealed how helpful the app could be with some minor improvements

Michele				
Task	Click Path	Observations	Quotes	Task Completion
Write the task number and directions here.	Record what path the participant took to complete the task.	Note down behaviors, opinions, and attitudes along with any errors, issues, or areas of confusion.	Note any significant quotes (positive and negative).	Choose if the task was: 1 - easy to complete 2 - completed but with difficulty 3 - not completed
Prompt 1: Select a trailer from the home screen	clicked on the trailer nearest to the top	participant studied the home screen for a bit before tapping anything	i suppose these are the trailers with the most important ones at the top so ill just go with this one	1
Prompt 2: buy tickets for a selected movie	clicked the buy tickets button from first trailer	quickly went through this screen	easy enough	1
Prompt 3: Select a showtime from a nearby theatre	selected time from middle slot	participant got through this screen quickly as well	im guessing these are organized in terms of distance and the grey means that time is not available so ill go with this one	1
Prompt 4: choose your seats and add refreshments	did not access the seating chart instead going to the next option	participant struggled here, it seemed like they were trying to press other buttons	what if i dont want refreshments, i kinda feel stuck here	2
Prompt 5: complete checkout process	selected buy tickets button	participant completed this step easily	k, done	1
participant is early 30s female and has some familiarity with prototype				

Paper wireframes

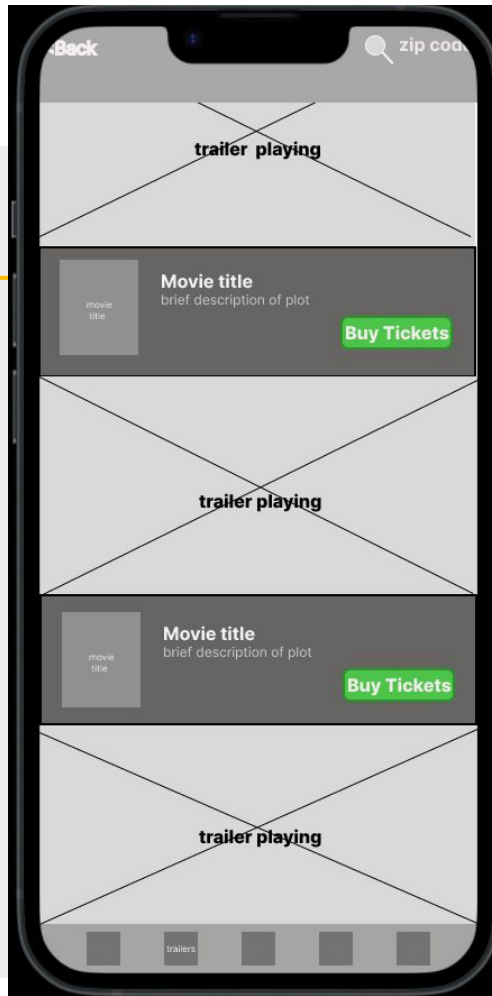
Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen I wanted initially to have trailers right away, but instead opted for a welcoming message to the app.



Digital wireframes

I knew right from the start I wanted a screen with the trailers and an option to purchase tickets right from in the app.

Movie title, rating, run time and a brief plot synopsis



Buy now option to simplify the user experience

Digital wireframes

Early on I had it set up so that users could just select the snacks or refreshments they wanted but as I found out through testing, some users did not want to add on refreshments and needed an option to bypass this screen.

Different snack options to offer users

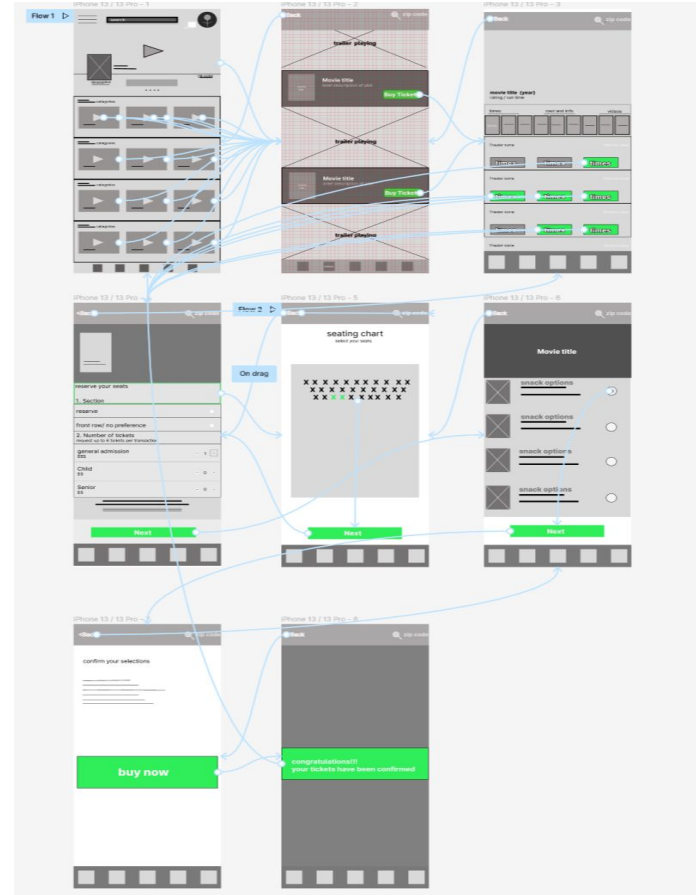


One of the initial pain points which I changed was to add a "no thanks" option

Low-fidelity prototype

The initial user flow had allowed users to select a trailer then view show times and select seats and snacks before receiving confirmation and a thank you message.

<https://www.figma.com/proto/nihM3K2ziiGsJ6bCavT8so/firs-t-project-for-mobile-app?scaling=scale-down&page-id=0%3A1&starting-point-node-id=3%3A2&show-proto-sidebar=1&node-id=3%3A2>



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 refining.

Round 1 findings

- 1 Users wanted descriptions of movies
- 2 Users didn't really utilize seating chart feature
- 3 Users didn't always want to add refreshments

Round 2 findings

- 1 Users wanted colors to be more different when selecting yes or no
- 2 Users wanted a screen confirming via email the receipt of tickets

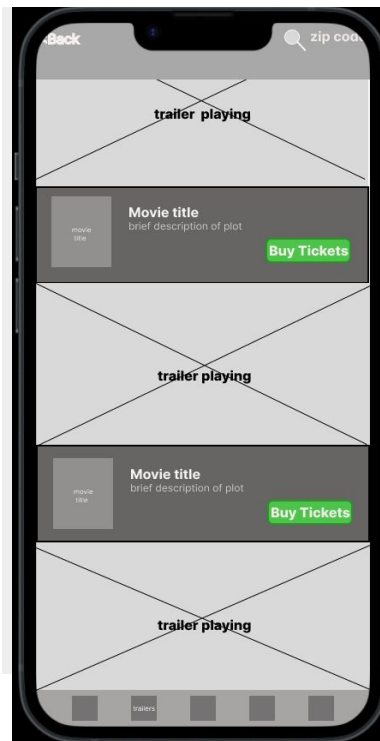
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

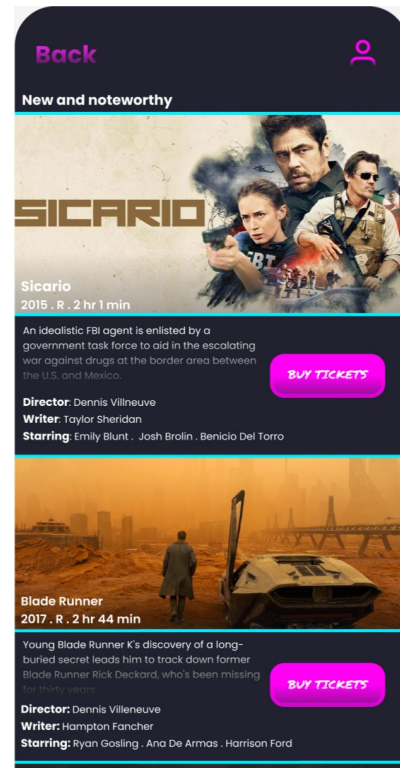
Mockups

I initially had the prototype with this screen so I just expanded the details of it based on what users were asking for in testing. Things like run time and rating as well as a brief synopsis of the plot.

Before usability study



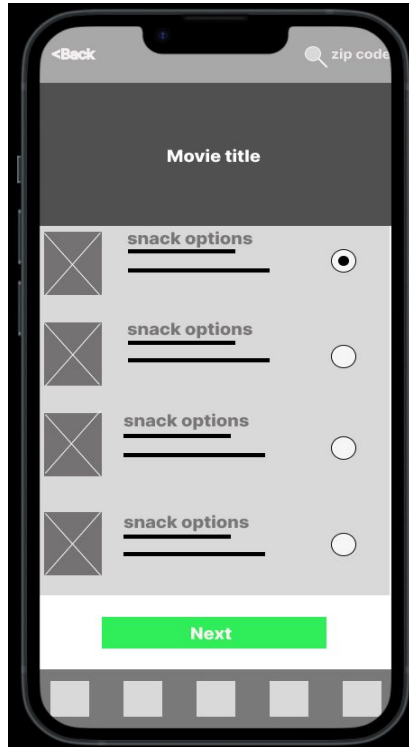
After usability study



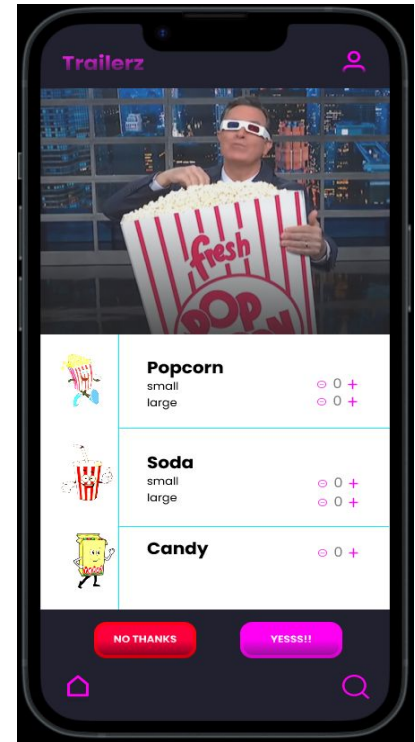
Mockups

One of the major complaints was that users were getting stuck at the snack screen as it was not allowing them to not purchase snacks, so I added the option for them to bypass the screen.

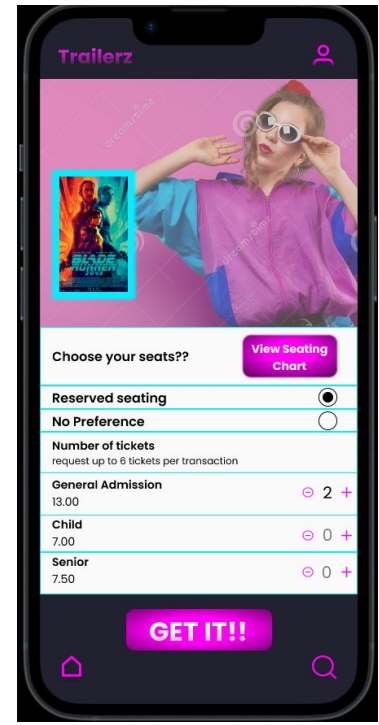
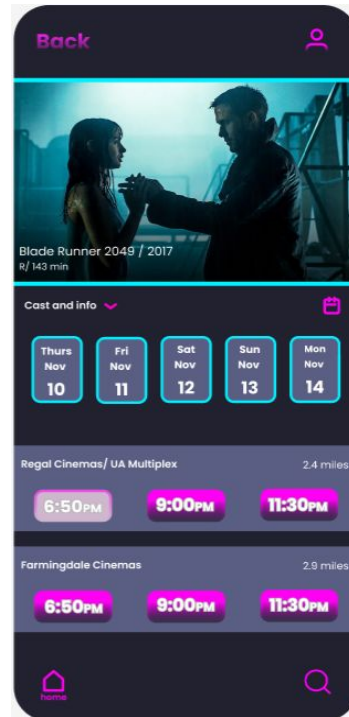
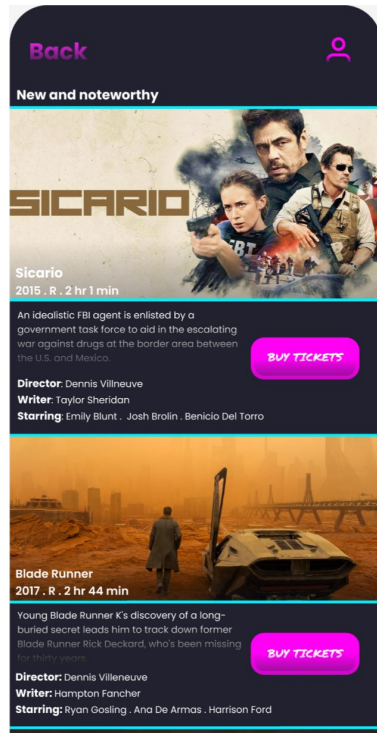
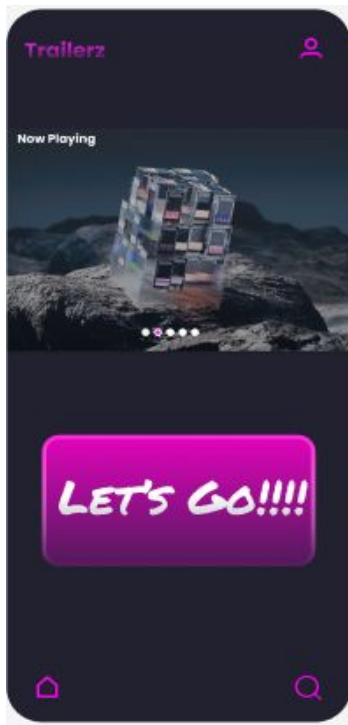
Before usability study



After usability study



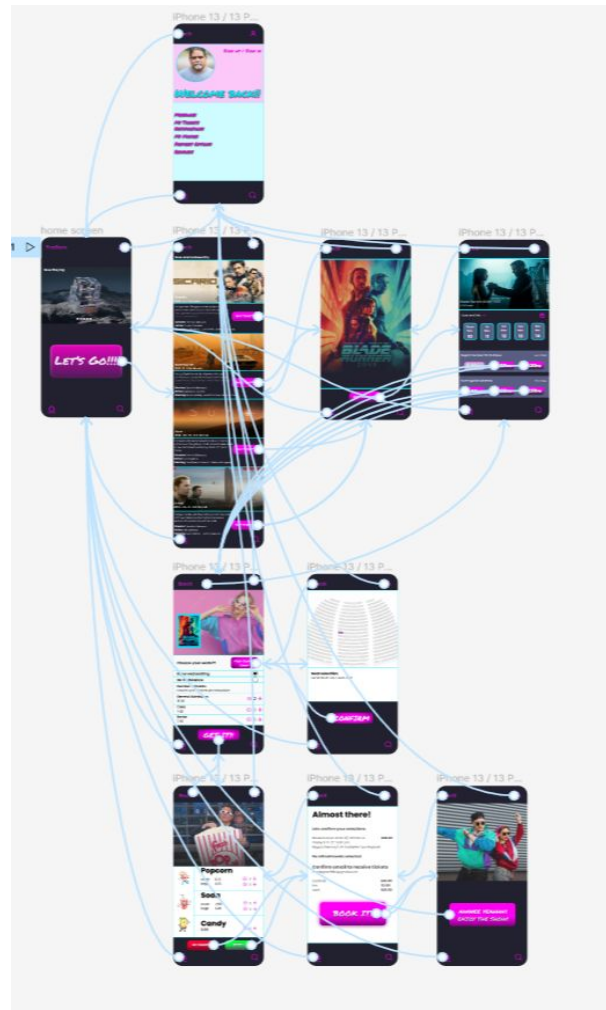
Mockups



High-fidelity prototype

The final prototype brings users from start to finish from viewing a trailer to purchasing tickets.

<https://www.figma.com/proto/tkENULgKuix1PpLR8S030i/prototype-2.0-movie-trailer-app?scaling=scale-down&page-id=0%3A1&starting-point-node-id=1%3A2&node-id=1%3A2>



Accessibility considerations

1

Used bold color design to make it easier for users who are color blind to at least see different tones.

2

Used icons to help make navigation easier.

3

Increased the size of the buy now buttons so users can easily select the option they want.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app gives users an easy way to view trailers and then make additional purchases should they chose. This app helps to streamline the movie goers experience from start to finish

“I like the 90s kinda neon vibe I used to love going to the movies back in the day, this kinda takes me back.”



What I learned:

I learned a lot about what users want in an app and some things they didn't want that I thought were helpful, such as the seating chart, I thought that would be helpful, but users didn't seem to particularly care one way or the other.

Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new areas of need.

3

Review colorway of the app to determine the best combination to give off the right vibes

Let's connect!



Thank you for your time reviewing my work on the Trailerz movie app! If you'd like to see more or get in touch, my contact information is provided below.

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