

Movie trailer app study

Devraj Ganesh Mestry

Project overview



The product:

A movie trailer app is also called an MVT app it is an app that provides better users to watch a new movie trailer and book tickets for theatres it's a global app for those who prefer watching movies on the theatre's big screen in this app users can book theatre seats they want to the seating arrangement gives them where they want to seat



Project duration:

June 2022 to august 2022



Project overview



The problem:

People who want to watch movies in the theatre but don't get any of the seats they want and have to spend their precious time in a Q.



The goal:

Design an app for movie theatres that can allow users to book seat timing of the show locate the theatre and able to watch the trailer of the movie.

Project overview



My role:

UX designer designing the movie trailer app for movie theatre



Responsibilities:

Conducting the 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
Users who don't want to waste their time standing in a line and want better seating areas in theatres.

This user group confirmed initial assumptions about theatre audience, but research also revealed that time was not the only factor limiting users from buying tickets on ticket counters.
Other user problems included obligations, interests, or challenges that make it difficult to book tickets and choose the seating area in person.

User research: pain points

1

Pain point

People have to spend more time in q

2

Pain point

People with disability are don't have any assistive technologies

3

Pain point

Most of the watchers are not able to satisfied with the seats

4

Pain point

Selecting the movie is quite frustrating

Persona: Sunita Patil

Problem statement:

[Sunita Patile] is a [writer in newspaper company] who needs [better way to watch movies in theatre] because [she doesn't want to spend her money on movies she doesn't like to watch].



Sunita patil

Age: 30
Education: Degree in journalism
Hometown: Mumbai, Maharashtra
Family: Husband and two children
Occupation: Writer in newspaper

"I try to make my attitude positive and be polite towards other people but I always stand for truth"

Goals

- "on weekend I go to watch movies at the theatre "
- Go theatre with family and watch family-friendly movies
- "Most of the time I saw the first-day first show after the release"
- Watch a movie that will be in the news article review section

Frustrations

- "Sometimes I get late for the show because of the line for the ticket."
- "I pay for the worst movies that I don't like"
- "When we go to the theatre we don't get comfortable seats even I don't seat next to my family members because of bad seating arrangements"

Sunita is 30 years old woman who lives in Mumbai, Maharashtra with her husband and two children she works as a writer in a newspaper company where she writes articles on movies reviews story spoilers, and people's reactions about movies movie cast, and budgets but she always watches it with family and she doesn't know about in which theatre which show is coming in this weekend

Persona: Pratic Borade

Problem statement:

[Pratik Borade] is a [movie content creator on youtube] who needs [to watch movies and react to the trailers] because [he is going to upload videos about movie-related content on his youtube channel].



Pratik Borade

Age: 26
Education: doing a course on video making
Hometown: Satara, Maharashtra
Family: Wife
Occupation: Youtuber

"I like to connect with people through things they will like to watch and helping them is my strong nature"

Goals

- Make videos on movie-related content
- Watch movies when they release on first day first show
- "After watching movies I give review on my youtube channel"
- "On the second channel me and my wife upload reaction of the trailer"

Frustrations

- "I live in a rural area and the theatre is on long-distance so I don't know which movie they showing at that theatre"
- "Sometimes at the ticket counter I don't get tickets according to seats I want"
- "Sometimes there is a poster of release but not show timings"

Pratik is 26 years old and lives in Satara Maharashtra with his wife where he is having a youtube channel where he is upload videos on movie-related content and reviews even he and his wife make reaction videos on the second channel. He doesn't know which movie he is going to want in the theatre because he lives in a rural area time he won't get tickets according to seats when there is movie is released doesn't get the show timings because of this he gets late for uploading a video on youtube

User journey map

[mapping Sunitas journey map I thought that how another person is going through all this journey and how the app is going to help her throughout journey]

Persona: Sunita
Goal: select correct movie for watching in theatre

ACTION	Select movie to watch	Go to theatre	Get ticket	Get Seat in theatre	watch good movie
TASK LIST	Tasks A. Find a movie show in a nearby theatre B. Ask someone about a movie C. Watch ad on tv newspaper	Tasks A. Find the theatre B. Find out the timing of the show	Tasks A. Find ticket price B. Get into the ticket line C. Pay for ticket	Tasks A. Find a better seat B. Find seat nearby family members if they are coming to	Tasks A. The movie is on the expectation
FEELING ADJECTIVE	<ul style="list-style-type: none">ConfusedIntimidated	<ul style="list-style-type: none">ConfusedHopfullexcited	<ul style="list-style-type: none">AggsajusteBored	<ul style="list-style-type: none">AlertGlodsatisfied	<ul style="list-style-type: none">ExcitedSatisfiedenjoy
IMPROVEMENT OPPORTUNITIES	Watch trailer on the app or youtube	Find theatre and show timing on the map app	Buy tickets on the app	Prebook the seats as per convenience Get seats as satisfaction	Enjoying the movie in the theatre

Downloaded
2024/01/01

2024/01/01

2024/01/01

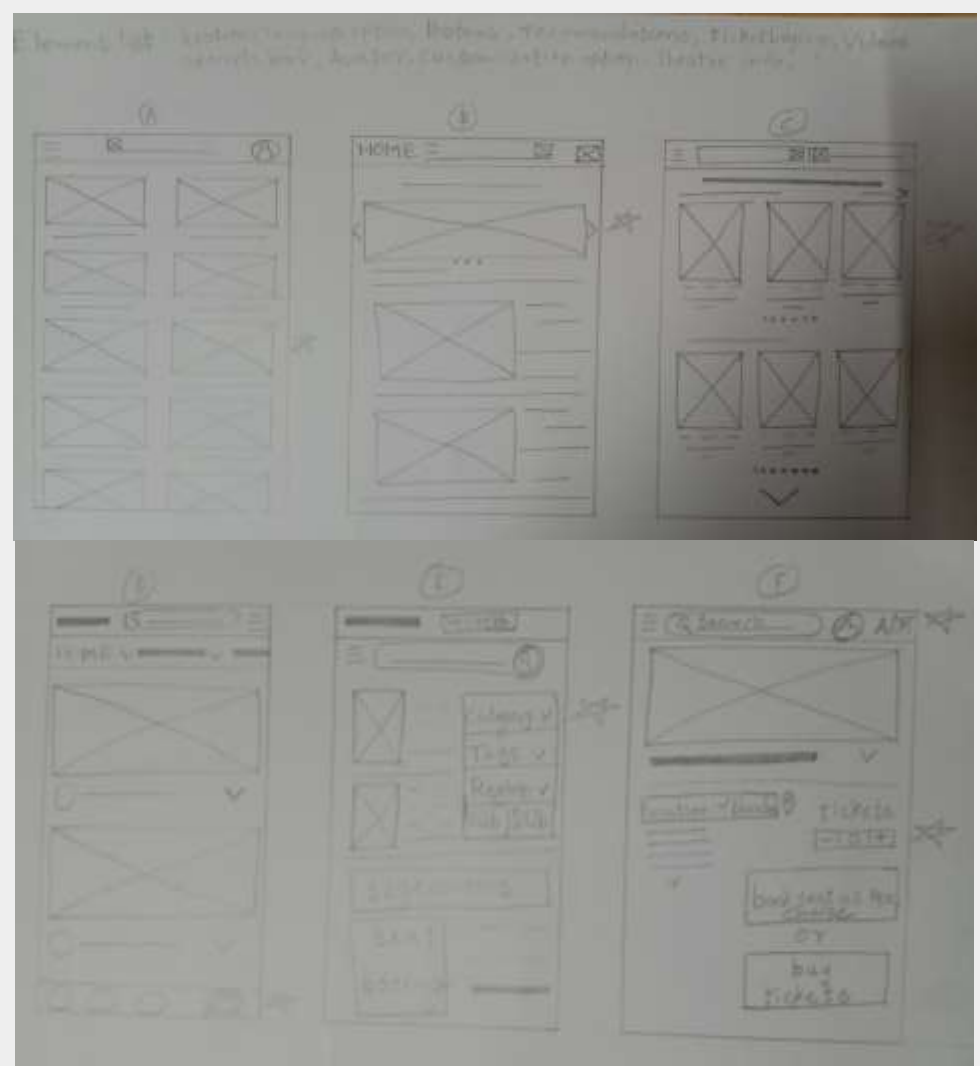
2024/01/01

2024/01/01

2024/01/01

Paper wireframes

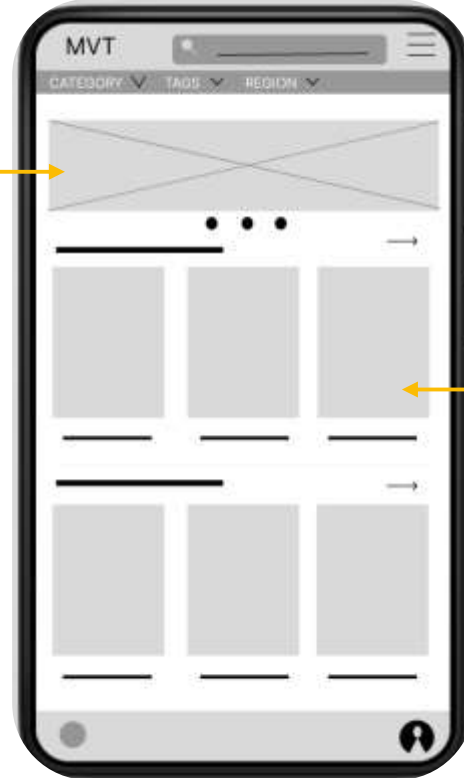
[Making the wireframe on paper just made thots process Sharpe about users problems and to solve them by designing the basic of design frames I prioritize the quick and easy way of functions by making a star next to it]



Digital wireframes

[at this wireframe I made a home screen that shows the posters and the suggestions for easy access to the user]

This button shows movie suggestions

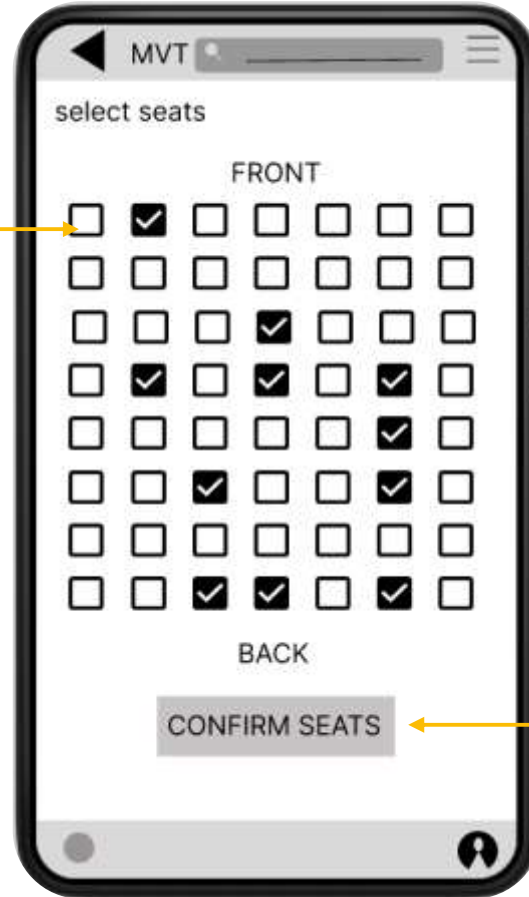


This section shows the movie poster

Digital wireframes

[I provide users the seat selecting on their comfort how many seats they want and how much they want after completing this they will have to press the confirm button to proceed to the next page]

This box is shown as a seating area and showing seats are selected or not

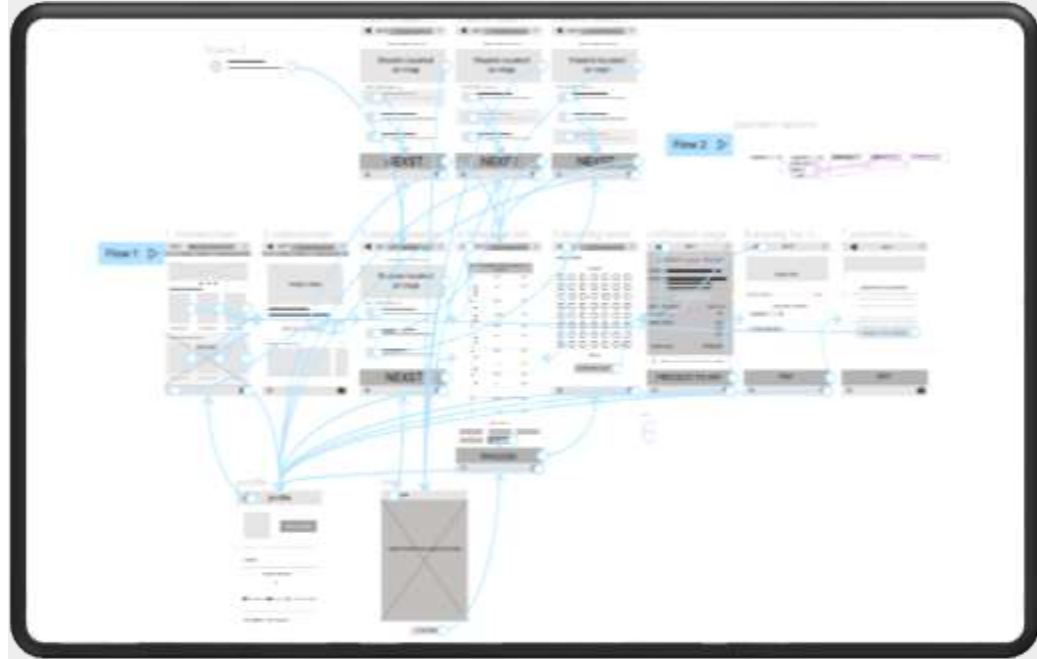


This button confirms the seats selected

Low-fidelity prototype

[Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a pizza, so the prototype could be used in a usability study.

Here is the view of [the MVT App Prototype](#)



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 user needs better navigation for searching and watching the trailer video
- 2 User need more options to make a profile
- 3 User needs confirmative visuals that can show the theatre and timing are selected or not
- 4 users need a variety of payment options to pay for tickets
- 5 user need security in payments and a confirmation page with details before payments
- 6 user needs confirmation and tick marking on the seats to know which seats are selected or not

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 2 findings

- 1 User needs re-adjust the size of the texts and items which are difficult to understand
- 2 User needs date and timing for the quick process
- 3 User needs the number and letters in vertical and horizontal ways
- 4 users need correct payment methods with more security
- 5 user need ticket prints after payment is successful

Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

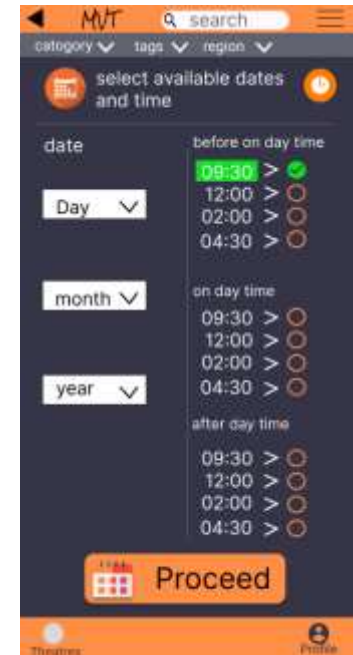
Mockups

[in this app I make changes in the date and timing of the show I make dates to be customizable so users don't have to scroll and find the dates]

Before usability study



After usability study



Mockups

[in this before picture I place the letters on the bottom side but some users have problems understanding that I place them on the upper side of the seating arrangement]

Before usability study



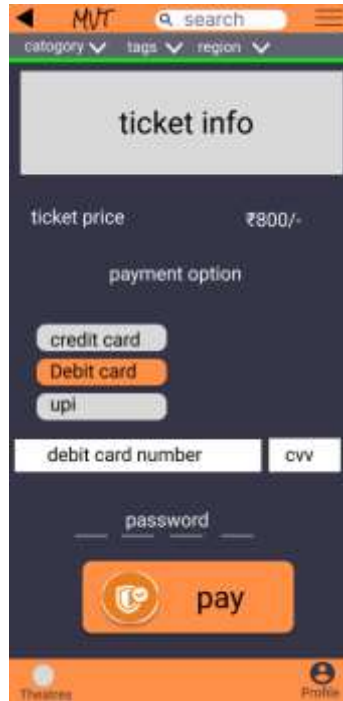
After usability study



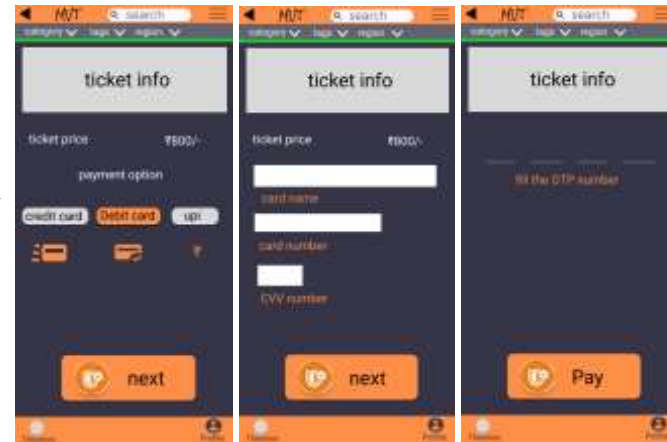
Mockups

[in the first picture the payment method is on one page but in India payment options are different so I make the payment method as per Indian guidelines I distribute the method on three pages]

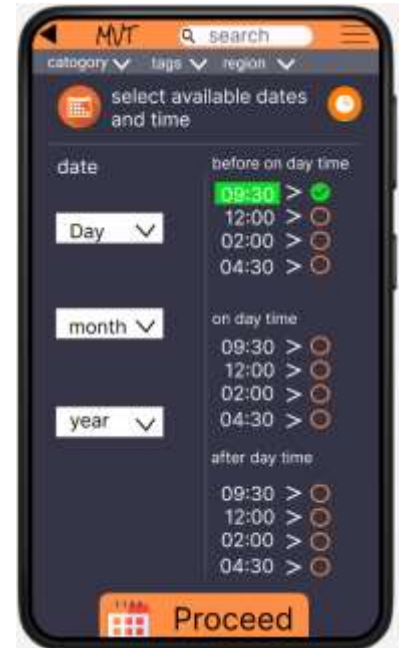
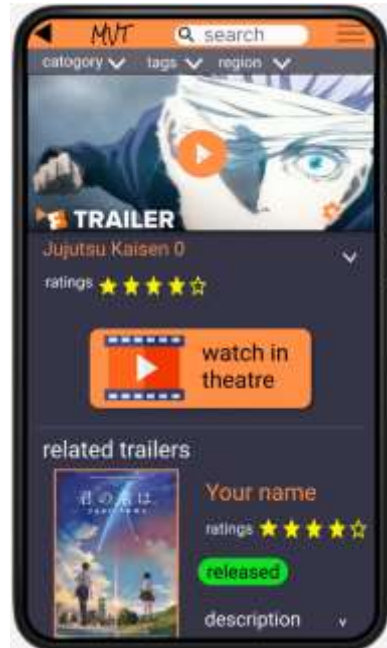
Before usability study



After usability study



Mockups



Mockups



High-fidelity prototype

[The final high-fidelity prototype presented cleaner user flows for watching a movie in the theatre and booking seats also meet users' needs for a print of tickets and payment options as well as more customization]

View of [MVT app prototype](#)



Accessibility considerations

1

Used icons to help make navigation easier.

2

Used detailed imagery for movies and videos to help all users better understand the designs.

3

Provided access to users who are visually impaired through adding alt text to images for screen readers.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

In this mvt app, users feel very relieved because the seating and finding the time and theatres are excellent.

One quote from a peer

“This app is what I want for Friday nights and it is the best app for my demand for movies”



What I learned:

In this entire project I learn about the hardwork pay off very well and I get to know about some great concepts and some skills I inharid like making personas user journey maps and how to conduct a usability stidy how to find insights for making changes in high fidelity prototype in figma.

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.

Let's connect!



Thank you all of you who review my work on my movie trailer app if you If you'd like to see more or get in touch, my contact information is provided below.

Email: devrajmestry752@gmail.com

Thank you!