# Cinetix App Case Study

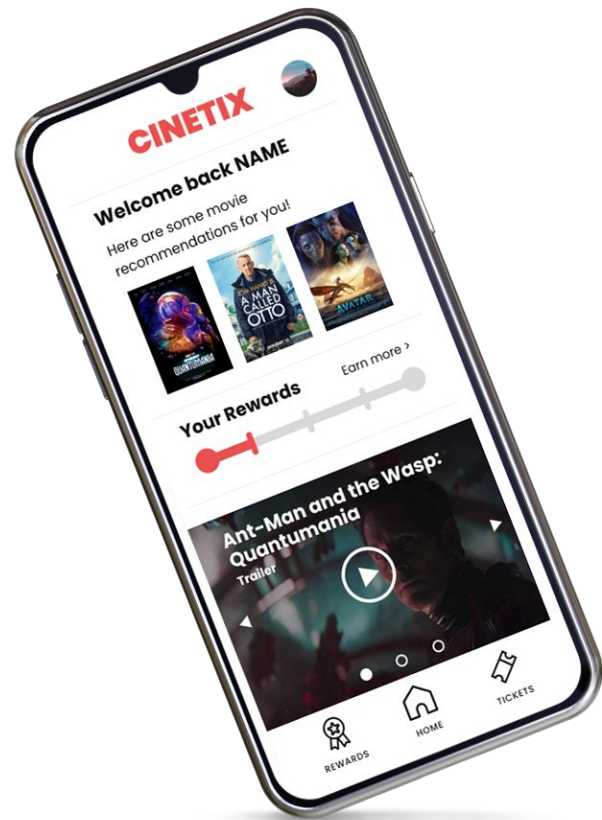Samantha Gary

# Project overview

**The product:**

Cinetix is a movie theater seat reservation app that allows you to not only book seats in advance, but also allows you to pre-order food, and reserve assistive devices in advance of the screening.

**Project duration:**

November 2022 to February 2023



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# Project overview

**The problem:**

Most movie seat reservation methods do not help those who need assistive devices and leave that up to the user to contact the theater prior to booking.

**The goal:**

Create an experience that anyone can use, and add in a section that caters to those who need assistive devices to enjoy a movie.

# Project overview

**My role:**

UX Designer

**Responsibilities:**

User research, wireframing, prototyping, designing, & testing.

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# Understanding the user

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

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# 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 were those who needed to use assistive devices to enjoy the theater experience.

This user group confirmed initial assumptions about current movie theater reservation experiences, but research also revealed that other user groups would also like the ability to reserve specific devices like booster seats so young children can also enjoy their movie experience.

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# User research: pain points

**1**

## Accessibility

Most users with disabilities expressed annoyance when their ticket reservation system of choice didn't include assistive tech items.

**2**

## Seat Map Confusion

Those who have difficulty seeing on small screens rarely use a mobile experience when booking seats without having to get their glasses.

**3**

## Unclear Check Out

Adult users tend to want to check over their shopping cart before purchasing. Not having one can lead to confusion and frustration.

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# Persona: **Alison Jennings**

**Problem statement:**

Alison is a busy mom who needs to reserve child seating in advance because she wants to watch movies in theaters with her whole family.

*"We bond as a family by watching movies together. I hope we can keep this up as a family tradition!"*

**Alison Jennings**

**Age:** 34
**Education:** Bachelor Degree
**Hometown:** Cleveland, Ohio
**Family:** Husband and son
**Occupation:** Copywriter

### Goals

- Reserve theater seats quickly and save money with matinee showings
- Easily access reservation and find seats in the theater

### Frustrations

- "Making sure there is kid friendly seating, or booster seats for my kiddo is difficult, I wish there was a way to reserve one in advance."
- "Sometimes our hands are full with our wild one running around, so having a simple way to bring up the reservation confirmation would be amazing!"

Alison is a copywriter with a flexible schedule who looks after her 5 year old son, Alex, while her husband, Mark, is at work. They all love movies and their little one is always so excited to see the newest kids movie. She wants a cost effective way to have the whole family enjoy a movie at the theater with a simple and easy reservation experience. Alison is frugal, both her and her husband are putting away money for Alex to go to college, so she is looking to find opportunities to save some money by reserving seats during matinee showings on weekends when both her and her husband have time off.

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# Persona: **Frankie Petras**

**Problem statement:**

Frankie is a non-tech savvy movie goer who needs a simple and easy to read app because he hates using his glasses and is new to smart devices.



**Frankie Petras**

**Age:** 68
**Education:** High School Diploma
**Hometown:** Fiskardo, Greece
**Family:** Wife, and 3 children with families of their own
**Occupation:** Retired Commercial Fisherman

"*I love my wife more than anything, so taking her out on dates to the cinema is my pleasure.*"

**Goals**
- Easily reserve seats for himself and his wife to go on dates.
- Trust the app to take his payment info, and navigate checkout easily and confidently.

**Frustrations**
- "It's hard for me to read the seat numbers on this tiny screen, so sometimes my wife and I sit in the wrong ones and have to move when we find out they aren't ours."
- "I hate it when I can't navigate these apps. It's frustrating to sit there poking around when there is a line of people behind us. "

Frankie Petras has been married to his wife, Liza, for over 40 years. Ever the romantic, Frankie regularly takes her out on date nights to the movies, especially when they play the classics again. Since Frankie is retired, he spends a lot of time going to the movies, but with more and more theaters requiring seat reservations, he's looking for one that is not only easy to use, but one that is also easy to read.

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# User journey map

Mapping Frankie's user journey revealed how helpful it would be for users to have an option to see an enlarged seating map on their mobile device.
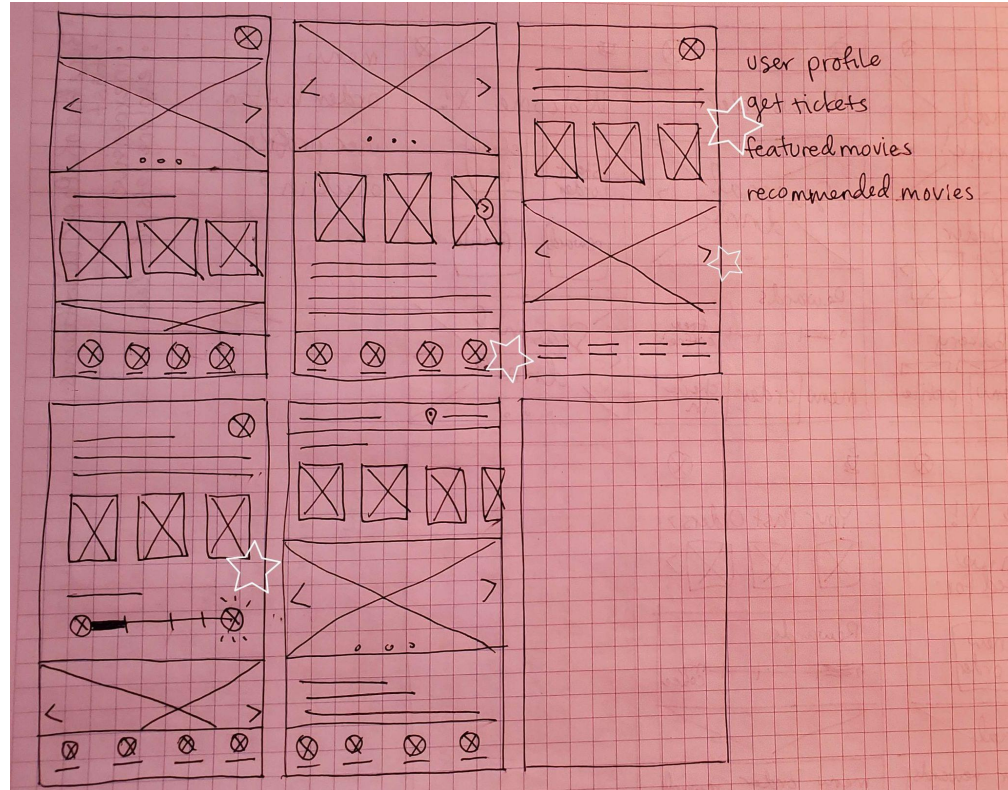
## Persona: Frankie

Goal: Wants to book seats for himself and his wife for the latest classic film they brought back to theaters

| ACTION | Receives app notification that a classic is back in theaters | Books seat for the showing time he selected | Purchases tickets | Arrives at theater to check in | Finds reserved seats for himself and wife |
|---|---|---|---|---|---|
| **TASK LIST** | Tasks<br><br>A. Receives push notification<br>B. Opens & reads notification<br>C. opens app through link in notification | Tasks<br><br>A. Selects time to see movie<br>B. Selects 2 seats from the available seats | Tasks<br><br>A. Gets to payment screen<br>B. Grabs credit cards<br>C. Inputs payment information | Tasks<br><br>A. Uses confirmation email/in app confirmation<br>B. checks in with ticket taker<br>C. Ticket taker scans and accepts confirmation, directs Frankie and his wife to theater room | Tasks<br><br>A. Navigates dark/low light theater<br>B. searches for seats<br>C. finds seats |
| **EMOTIONS** | Feels in control<br>Excited | Frustrated with size of seat selection options<br>Annoyed he needs to get his reading glasses | Feels distrustful of online payments<br>On edge, but still excited to see the movie | Flustered grabbing confirmation<br>Relaxed after check in | Annoyed at low lighting<br>Relieved to find seats |
| **IMPROVEMENT OPPORTUNITIES** | Add in option to select favorite genre of movies in-app to receive more targeted notifications | Add in high contrast mode, or swap to horizontal layout for easier navigating of seats | Promote credit card security within the app and ensure that credit info is not saved | Add in a push notification 10-15 minutes before movie time that has link to confirmation for easy access | Add in map to find seats once ticket confirmation is scanned (i.e. your seats start 3 rows back, 2 from the left) |

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# Starting the design

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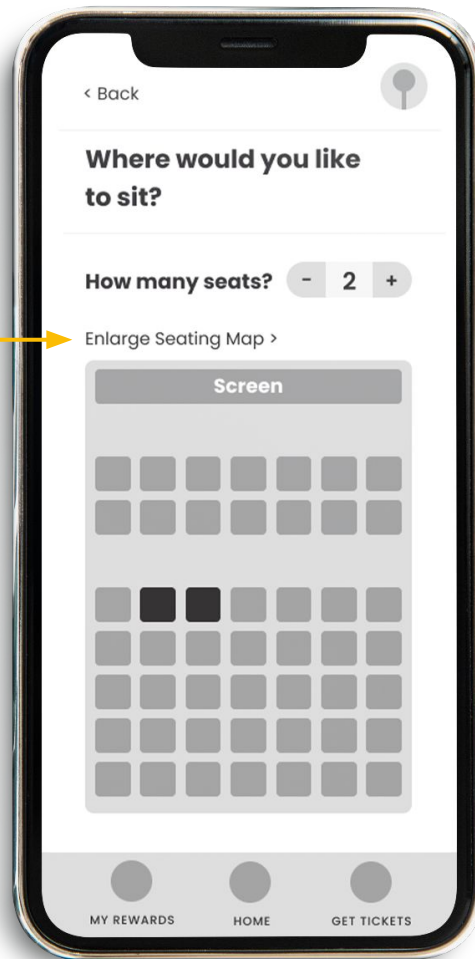- Usability studies

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# Paper wireframes

[Your notes about goals and
thought process]

# Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

Enlarging the seating map will assist those who have difficulty seeing small objects on a mobile device



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# Digital wireframes

Users wanted a way to reserve assistive devices they need in order to enjoy their movie experience.
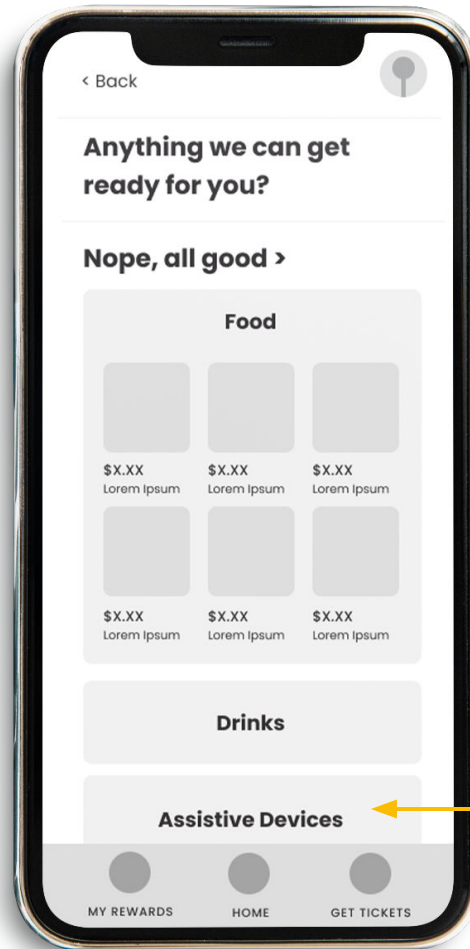


Users have a clear and easy way to reserve AT devices.

# Low-fidelity prototype

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

View Prototype: Cinetix lo-fi prototype
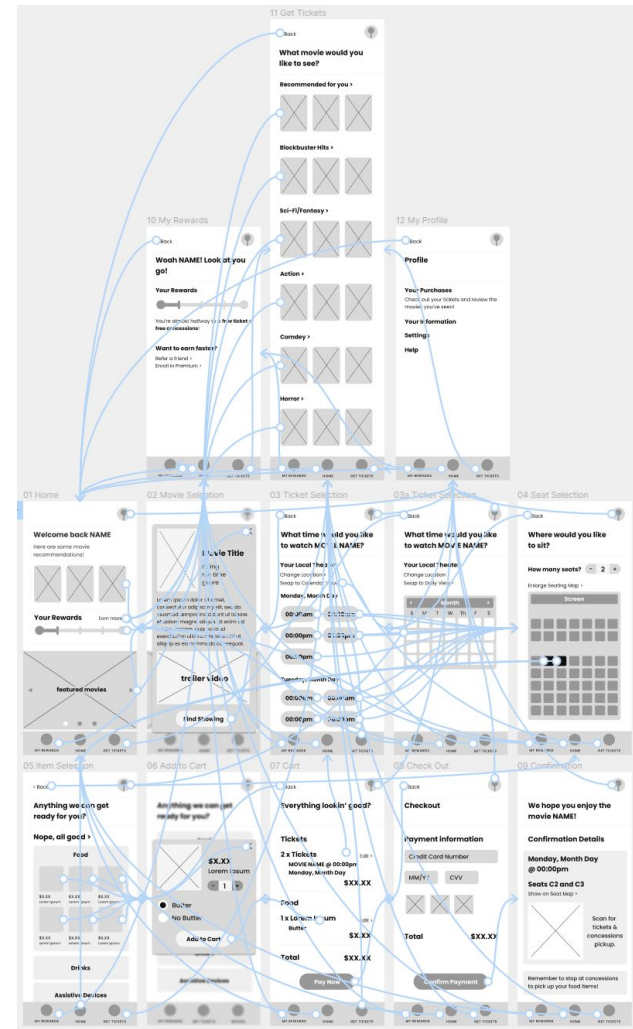
# Usability study: findings

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

**Round 1 findings**

1. Users want a calendar view

2. Users want a movie synopsis

3. Users enjoyed pre-ordering items

**Round 2 findings**

1. Users wanted to see the enlarged seating map

2. Users want to be able to skip pre-ordering

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# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

An early design I created had a seat map, but no information other than that. I added a legend so that users could understand what certain seat markings meant.
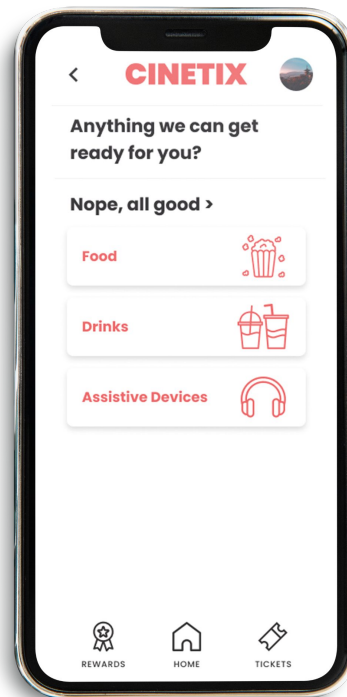
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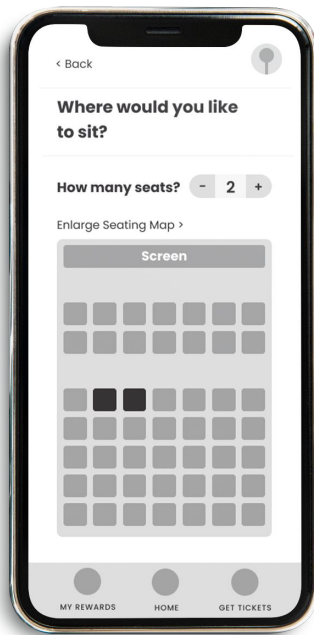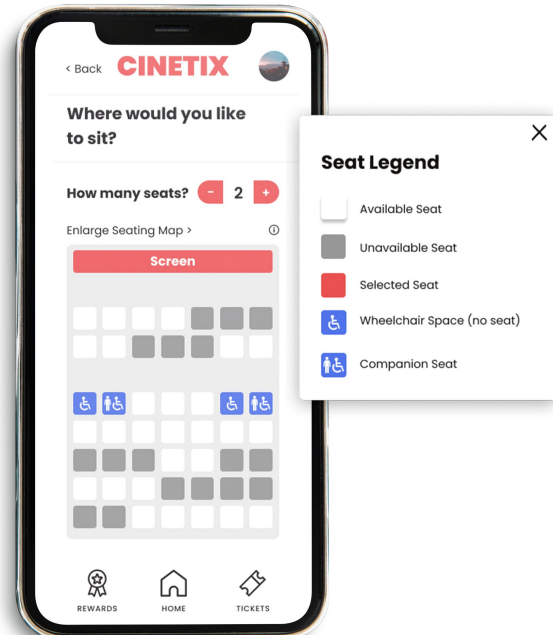
# Mockups

The second usability study showed some issues with having images represent the food/drink/AT options. So I swapper to simpler icons.
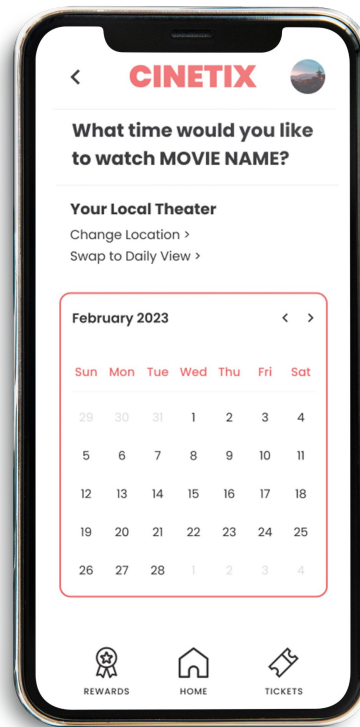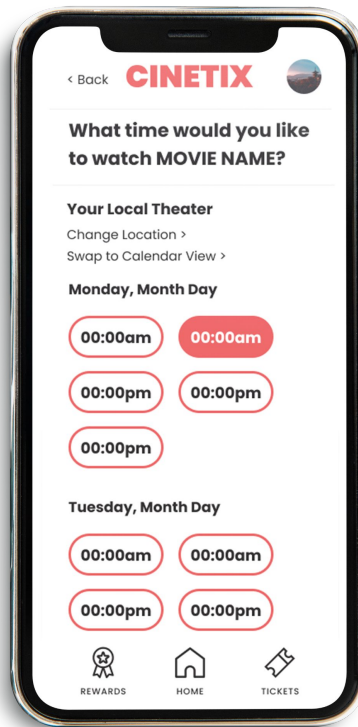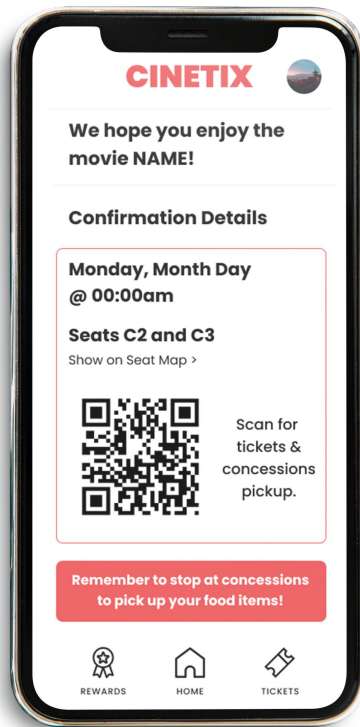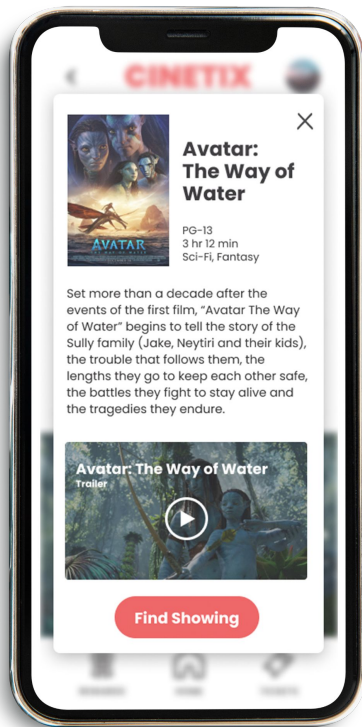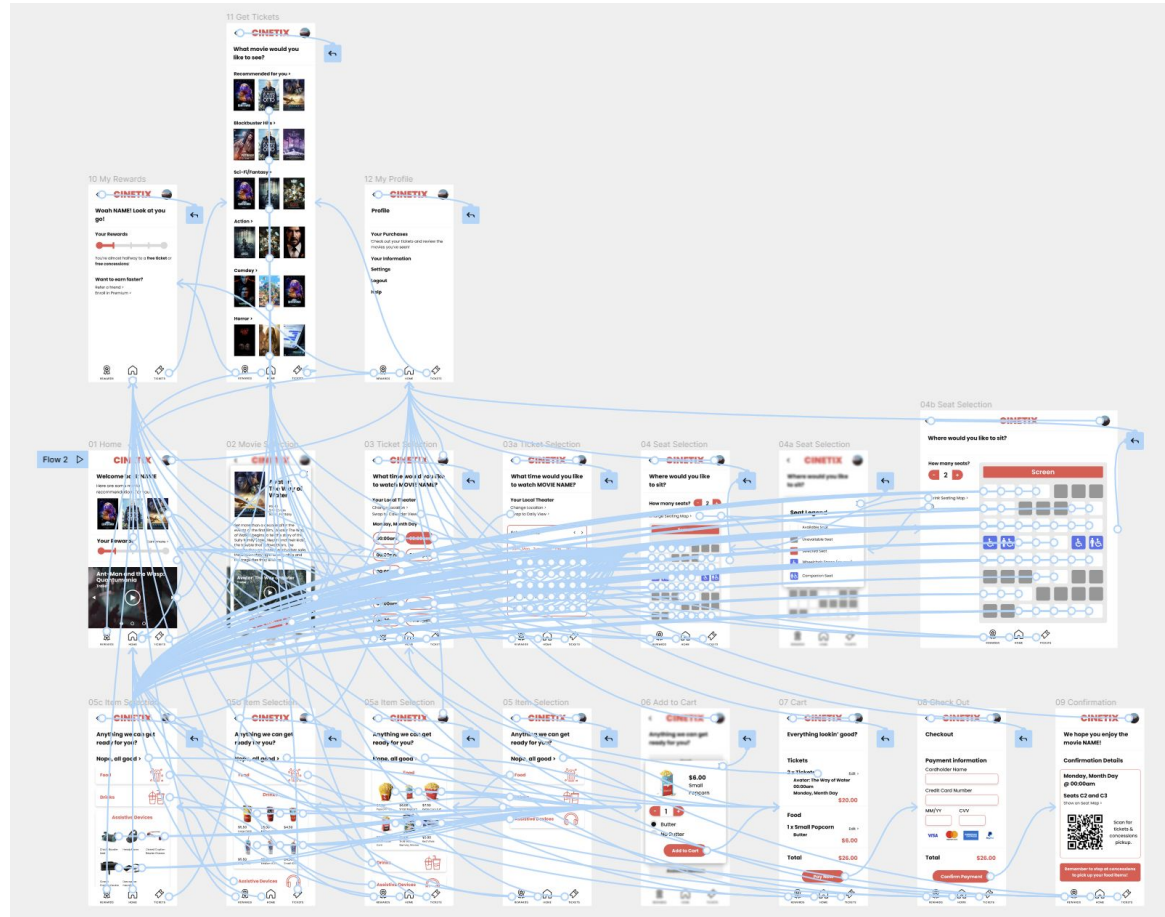
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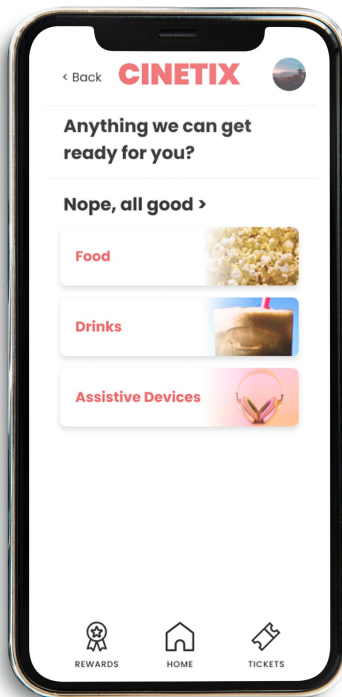
# Mockups

# High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for selecting seats and checkout. It also met user needs for a assistive device reservation option as well as food and drink preordering.

Cinetix Hifi Prototype



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# Accessibility considerations

**1**

Added in enlarged seating map so those with sight related disabilities can properly reserve the seat they want.

**2**

Assistive devices added to reservation process.

**3**

Used icons that are more simple to understand than detailed photos.

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# Going forward

- Takeaways
- Next steps

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# Takeaways

## Impact:

The app makes users feel like Cinetix really thinks about how to meet their needs.

One quote from peer feedback:
*"I would love to have this in real life. If I could reserve booster seats for my kids that would be awesome! ."*

## What I learned:

While designing the Cinetix app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

# Next steps

**1**

I'd like to create a dark mode/high contrast mode that will be easier on people's eyes if they need it.

**2**

I want to do another usability study to verify all assistive devices that users may need are included and theaters can accommodate.

**3**

I'd like to flesh out the Profile section more in future updates.

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# Let's connect!

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

Website: **samanthagary.com**