



Showtime Check-in App

Sarah B.

Project overview



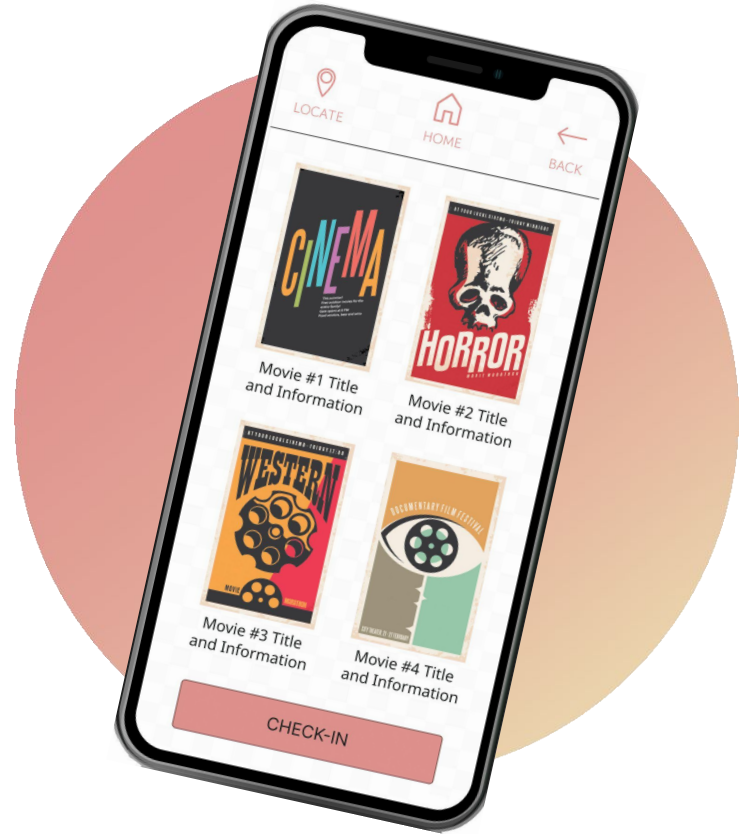
The product:

This app will serve as a check-in system for a movie theatre. The target audience is kids in their late teens to middle aged adults.



Project duration:

June 2023 - September 2023



Project overview



The problem:

Users wanted an easier way to find their parties. They wanted a way to be able to check-in at the movie theatre to alert the rest of their party of their arrival.



The goal:

Our movie theatre app will let users check-in in real time which will affect how movie-goers interact with their parties by allowing them to alert other users of their arrival.

Project overview



My role:

UX Designer



Responsibilities:

User research, wireframing, designing and prototyping.

User research: summary



I did not expect so many people to respond so positively to the idea of being able to check-in at the movie theatre. I assumed that these users would like a site similar to the competition, however, a much more streamlined version was the most popular.

User research: pain points

1

Pain point

Coordinating arrival times at the theatre.

2

Pain point

Not knowing whether or not their loved one has arrived at the theatre.

3

Pain point

Timing and scheduling conflicts.

Persona: Charles

Problem statement:

Charles is a longtime, passionate teacher who needs to lessen distractions and quickly alert friends to his arrival because he is tired of inefficient communication when his time is so valuable.



Charles Bing

Age: 30-45

Education: B.A. in Education

Hometown: South Bend, IN

Family: Partner

Occupation: Teacher

"I love my friends but we aren't great at coordinating. The constant texting back-and-forth can be frustrating."

Goals

- Live a well organized life and maximize time management
- To be the best partner, dad & educator that he can be
- Find the right work/life balance

Frustrations

- It can be hard to locate his friends at the theatre
- Most people put their phone away as soon as they get into the theatre
- Having to constantly text back-and-forth the parties that he is meeting

Charles is a longtime, passionate teacher. He is looking to expand his friend group while simultaneously streamlining outside distractions. His friends spend a lot of time texting back-and-forth to coordinate hang-outs. He likes to cook for his partner and go on date nights when their schedules permit.

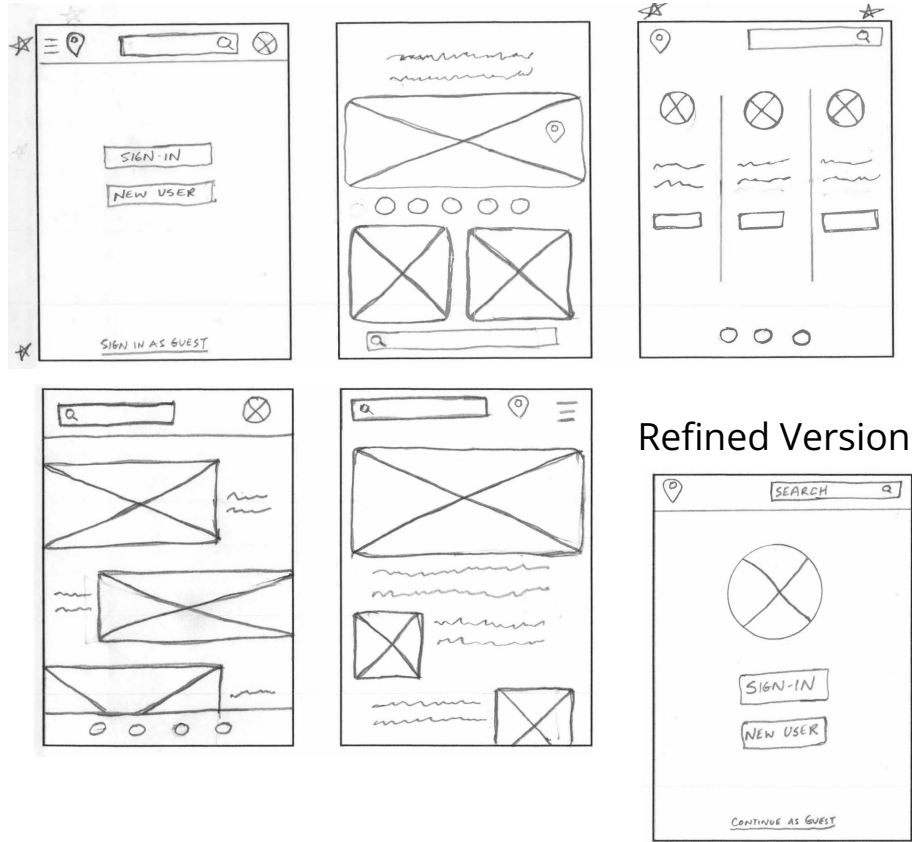
User journey map

The goal was to help improve the experience of movie-goers. Finding the best way to update parties in real time was determined to be the best option.

ACTION	Coordinate Movie Time with Partner	Go to Work	Leave Work to go to Theatre	Arrive at Theatre	Meet Partner
TASK LIST	Tasks A. Check calendar for availability B. Find movie time that works for him and his partner C. Purchase tickets	Tasks A. Get dressed B. Fight traffic	Tasks A. Make sure all necessary work is done for the day B. Check-in with partner that timing is still good C. Drive to theatre	Tasks A. Open theatre app with their movie tickets B. Wait for partner	Tasks A. Find partner B. Select seats
EMOTIONS	Optimistic	Rushed Anxious	Excited	Impatient	Relieved Grateful
IMPROVEMENT OPPORTUNITIES	Have a shared calendar option		Have audio and visual notification of when it is time to leave	Allow user to check-in at the theatre	Optional location sharing to know where your party is. Distance will appear visually and can be read outloud

Paper wireframes

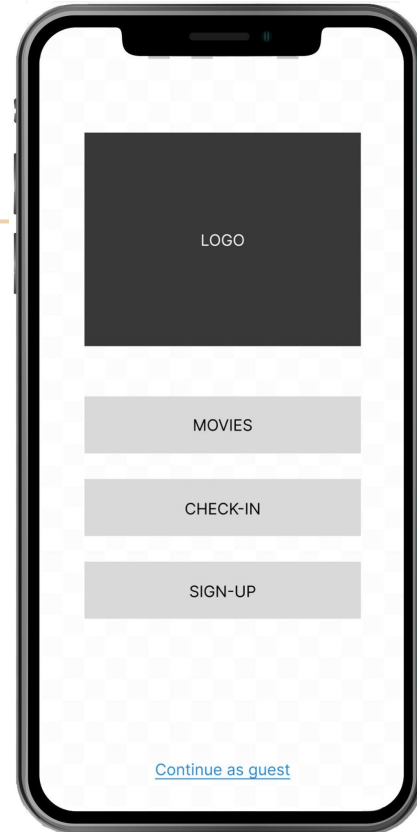
These are 5 iterations of the apps homepage. Ultimately, the refined version followed a lot of the very condensed and clean version of the homepage.



Digital wireframes

The goal was to make it as easy as possible for users to check-in or sign-up easily. Initially I thought that keeping the homepage as streamlined as possible would be best, however, research showed that it would be more beneficial to use some space for a check-in button on the homepage.

Participants liked a streamlined homepage. It was easier for them to check-in.



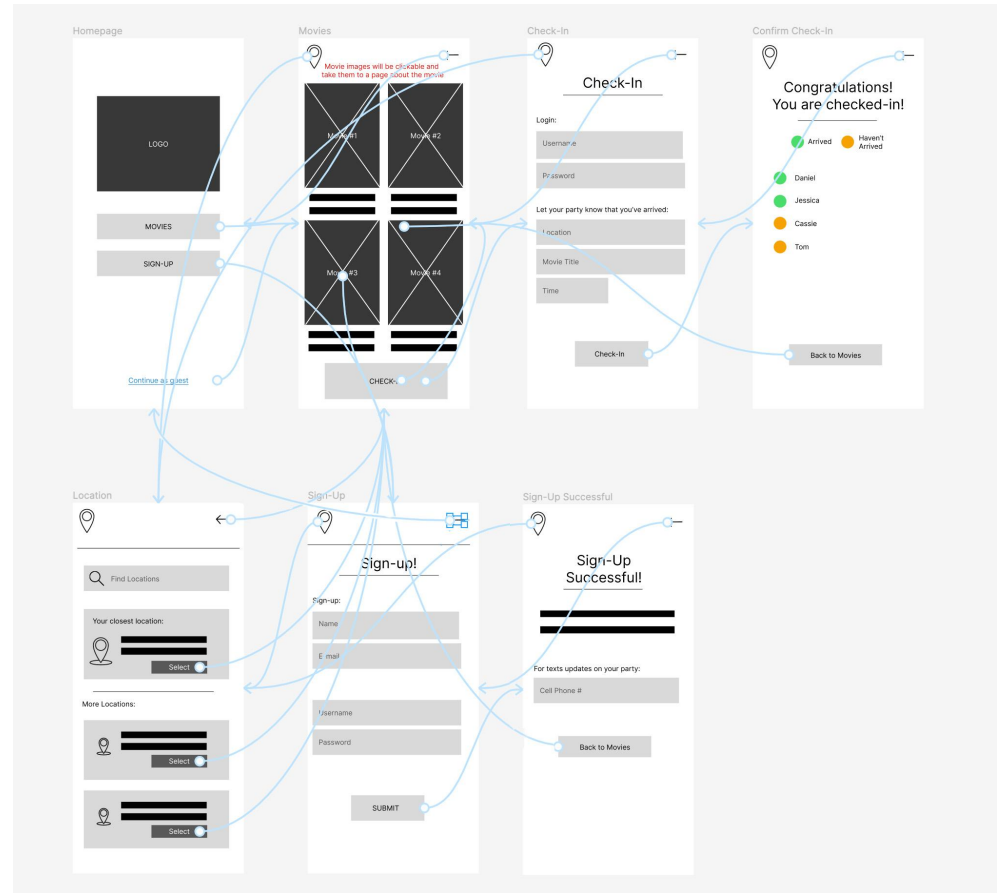
All participants requested that a check-in button be added to the homepage.

Low-fidelity prototype

Link to low-fidelity prototype:

<https://www.figma.com/file/xhmyMITRoSIXv6Kqf0unoO/Lo-Fi-Movie-Check-In-Prototype?type=design&node-id=0%3A1&mode=design&t=xP0j9pAwdi3Dmiv7-1>

The user has the option to proceed straight to the movies or the sign-up page. The movies page and all subsequent pages will have a link for the user to select their location.



Usability study: findings

I conducted 2 rounds of usability studies. Research from my first study helped guide the designs throughout the process. The second study used a high-fidelity prototype and revealed aspects that still needed to be improved upon.

Round 1 findings

- 1 Users want to alert their party quickly of their arrival at the theatre
- 2 Check-in button on the homepage is most efficient
- 3 Check-in button needs to be more prominent

Round 2 findings

- 1 Font for movie titles is difficult to read
- 2 Alt-text needs to be added to movie posters
- 3 Check-in buttons too big on sub pages

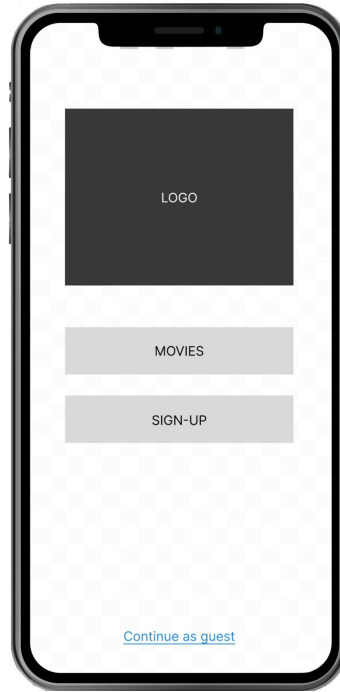
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

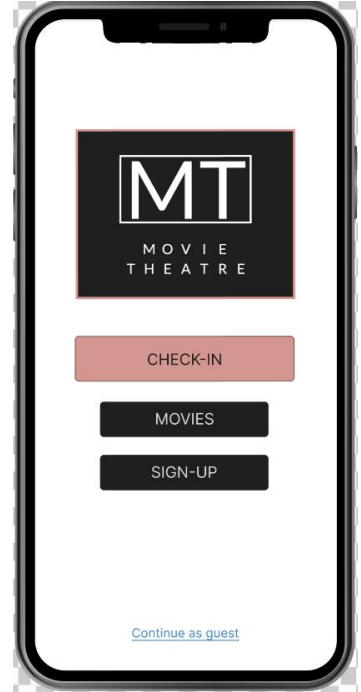
Mockups

Studies revealed that users were overwhelmingly in favor of adding a check-in button to the homepage.

Before usability study



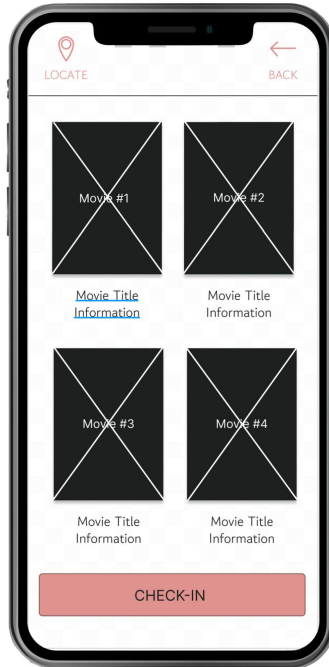
After usability study



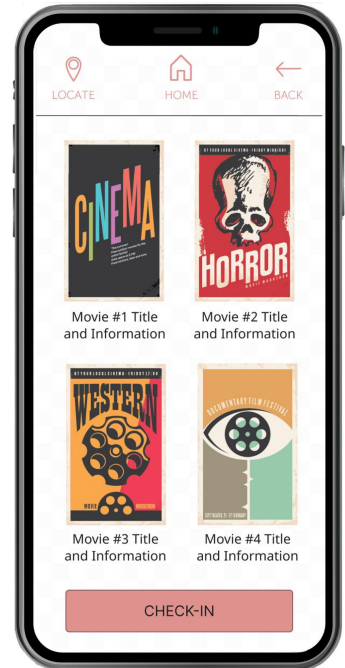
Mockups

Studies revealed that users wanted a smaller check-in button and a font that was easier to read for the movie titles.

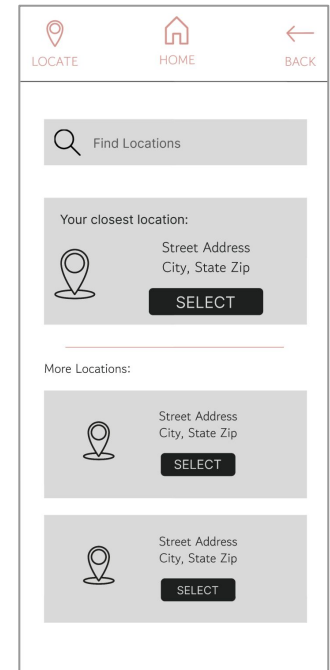
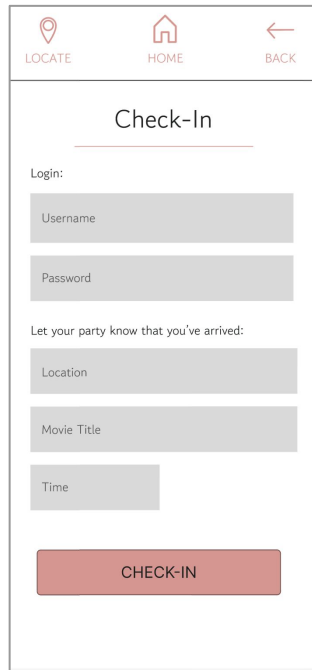
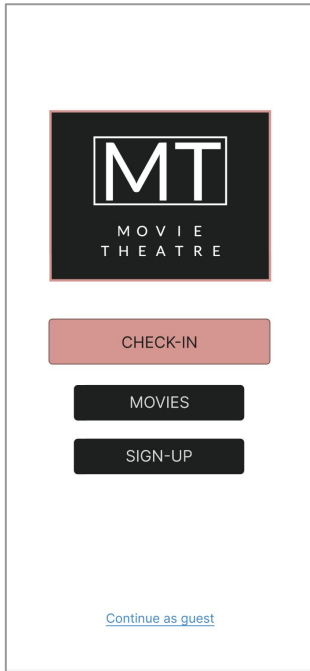
Before usability study



After usability study



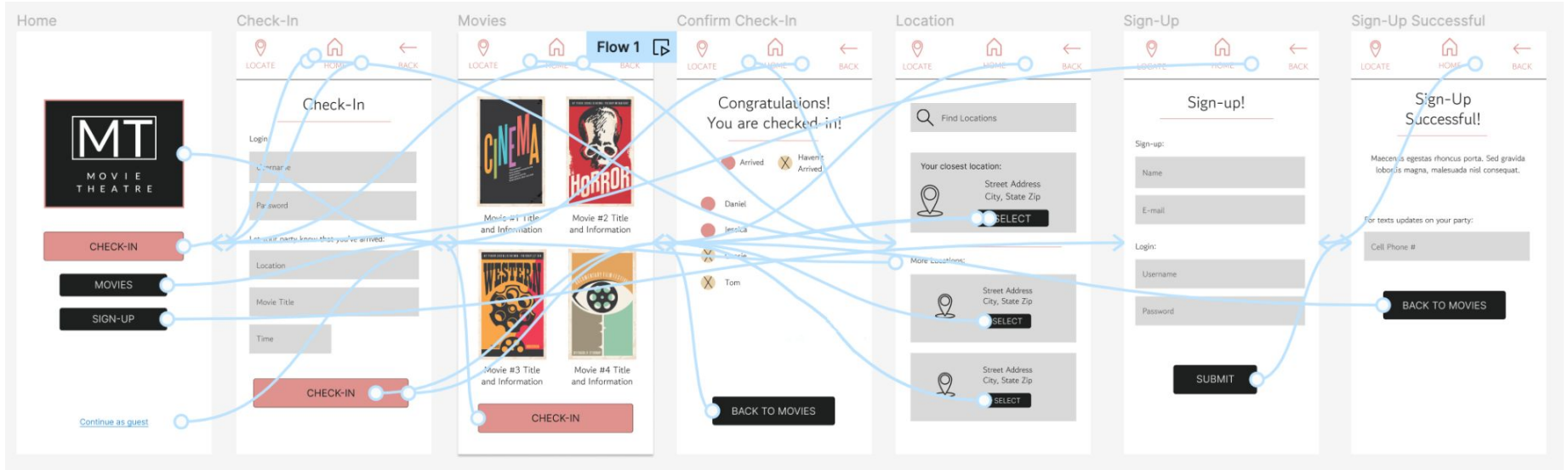
Key Mockups



High-fidelity prototype

<https://www.figma.com/file/U907iyVGvSW5jB9cJ715r5/Movie-Check-In-Prototype-02?type=design&node-id=60%3A219&mode=design&t=KV37siVNaurkZSzt-1>

This prototype addresses pain points participants noted in the second usability study including a font change, accessibility updates and smaller check-in buttons.



Accessibility considerations

1

Alternate text added to images and buttons that are not already labeled.

2

With a white background and black text, the high contrast makes it easy to read. When a color is used, it is one that is more muted and in contrast with black.

3

Buttons are high-contrast and a size that will make touch easy for users.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

"I never thought that I would use a check-in button but now I see how simple and useful it can be. This is really cool!"



What I learned:

I learned how valuable user feedback is and how much of a difference in the design it can make. I understand why usability studies are done so early on.

Next steps

1

I would build out a page that added some more incentives for users to sign-up and check-in on the mobile app.

2

The movie pages need to be built out. This is the whole reason users are on the app so it is very important.

3

I would do another usability study after the additional incentives portion of the site was added.

Let's connect!



Thank you so very much for your time and attention!

You can contact me online at www.sbardesigns.com or <https://www.linkedin.com/in/sarahbarbaro/>.