

Retro Cinema Website Design

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Project overview



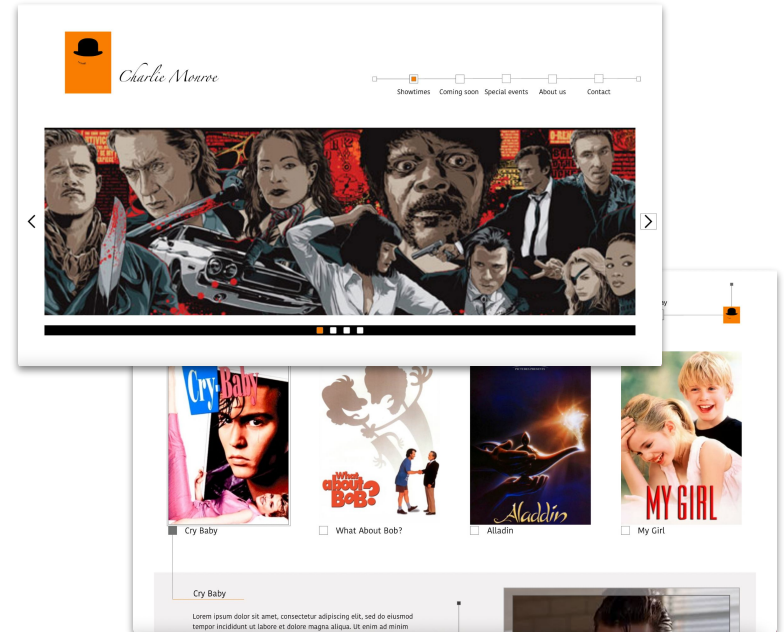
The product:

Charlie Monroe is a cinema with unforgettable film classics and retro hits in their repertoire. The designed website allows you to view current and future showtimes, presents descriptions and movie trailers. It allows you to buy a ticket in a simple and transparent way.



Project duration:

June - July 2022



Project overview



The problem:

Lack of time to view extensive film libraries.
Complicated processes that make it difficult to complete the transaction.



The goal:

Design a website that allows users to fast and easy choose and buy a ticket for a selected film screening.

Project overview



My role:

UX designer designing a website from conception to delivery.



Responsibilities:

Designing a website, creating paper and digital wireframing, conducting interviews, creating 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



With this research, I'm looking to create a general understanding of how our users think about choosing a movie and buying a ticket for a selected film screening, and how they are interacting with the website.

To this end, I conducted interviews and created empathy maps. The main user group identified by the research was working adults who don't have time for the complicated processes of selecting and buying movie tickets.

User research: pain points

1

Navigation

The process of choosing and buying a ticket for selected screenings is complex and time-consuming.

2

Overloaded content

Cinema websites are overloaded with content and navigating between the individual stages of choosing a film and buying a ticket can be uninteulted and difficult.

3

Experience

Working adults don't have much time to read extensive opinions about movies and choose a screening from many suggestions

4

Interaction

The target group of classic films are often older people. Small characters and invisible symbols make navigation difficult on websites.

Persona: Buck

Problem statement:

Buck is a classic movies lover who needs fast and easy-to-use cinema ticket ordering website because he doesn't have enough time to browse large amounts of content.



Buck

Age: 45

Education: Master degree in economics

Hometown: A large city in Poland

Family: divorced, no children

Occupation: Own company

"I am a realist who requires a lot from others, but the most from myself"

Goals

- Easy to navigate and buy a ticket movie page offering loyalty cards.

Frustrations

- A large selection of movies, too often changing the offer.

Buck is a 45 -year -old divorcee, a film retro lover. Once every two weeks he goes to the cinema, but through responsible and time consuming work is not able to be up to date with new products in repertoires. He would like to be able to watch his favorite movies at a cheaper price and don't have to browse many movie proposals.

User journey map

Buick's journey map shows what beneficial to customers would have access to a simple and easy-to-navigate page offering the sale of cinema tickets.

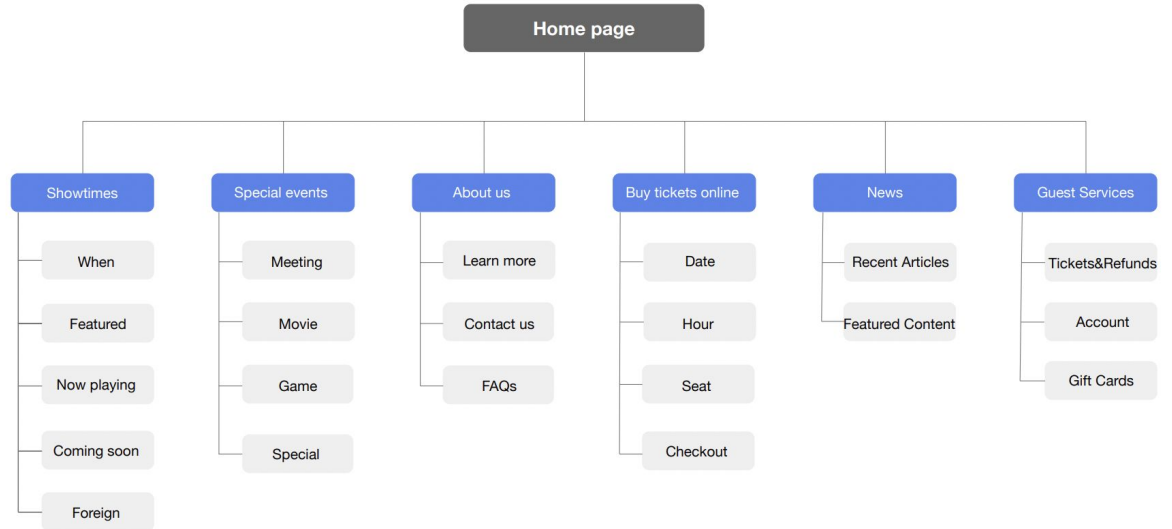
Persona: Buck

Goal: Buy a ticket for a selected film screening

| ACTION | Search the lists of available movies | Select the date and time | Choose seats | Complete personal data, review and payment | Place order |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|
| TASK LIST | A: view a list of current movies B: compare the list of movies that will be shown soon C: read the description of the movie, watch the trailer, check the reviews | A: select the day of the week B: select the time of the screening | A: check the size of the cinema hall B: check screen position C: evaluate the occupied and free places D: select and confirm the site | A: complete personal data B: decide on granting consent to the processing of personal data C: complete the payment details | A: confirm the payment B: check the correctness of the data C: confirm the order |
| FEELING ADJECTIVE | overwhelmed by the amount of movies excited about the upcoming screening | happy and excited overwhelmed by layout | confused by navigation | frustrated with the amount of data to be completed | relieved to complete the transaction |
| IMPROVEMENT OPPORTUNITIES | Categorization by film genres Adding an easy-to-use filter | Improve information architecture | Creating an intuitive and easy to use website | Adding the possibility of logging in for loyal customers The possibility of booking without paying | Creating an easy-to-use payment function Adding various payment options |

Sitemap

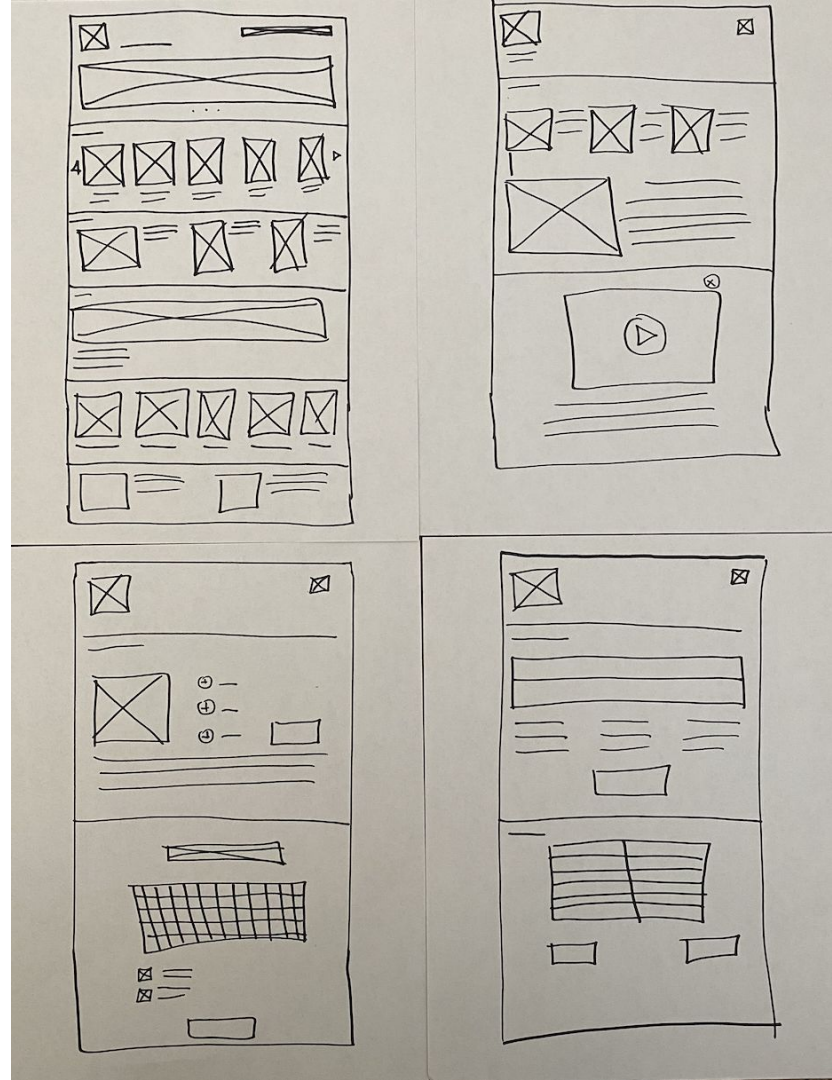
The starting idea was to create a simple website that would meet the expectations and needs of the target group. The main goal was simple and intuitive navigation and safe, easy going through the ticket booking and payment process.



Paper wireframes

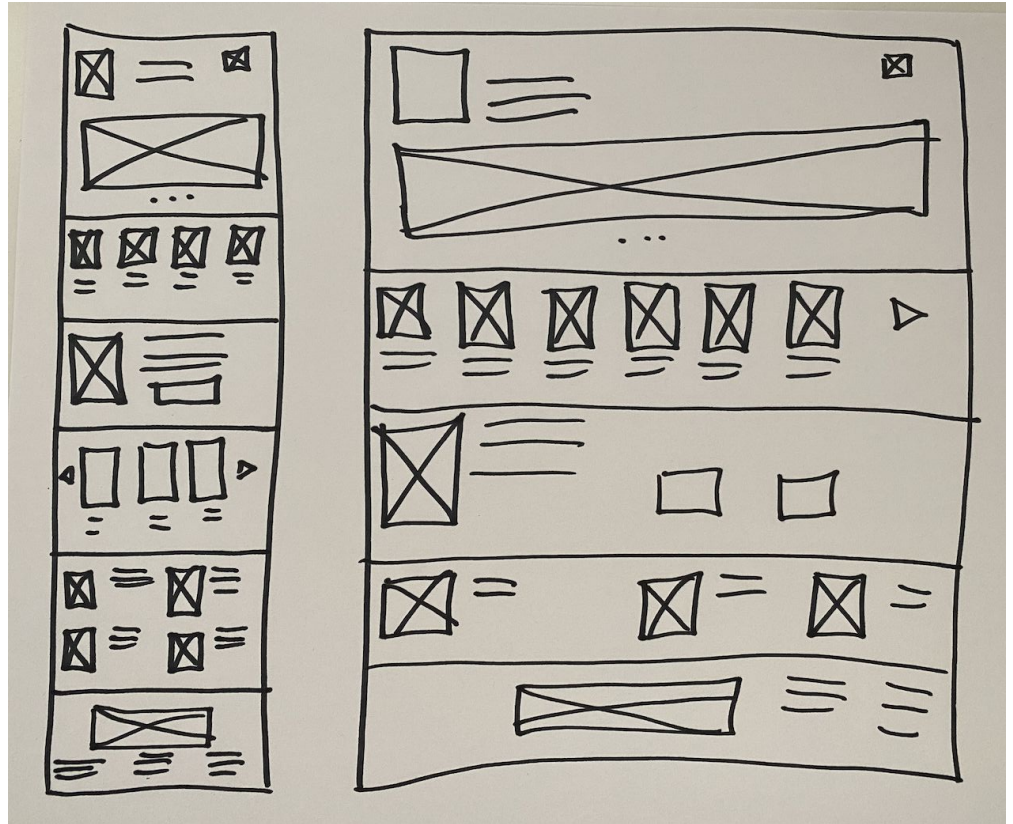
Creating iteration of each screen of the website on paper made it possible to initially think about the functionality of the website and adapt it to the expectations of users.

Simplicity and transparency are a priority to help users save time.



Paper wireframe screen size variation(s)

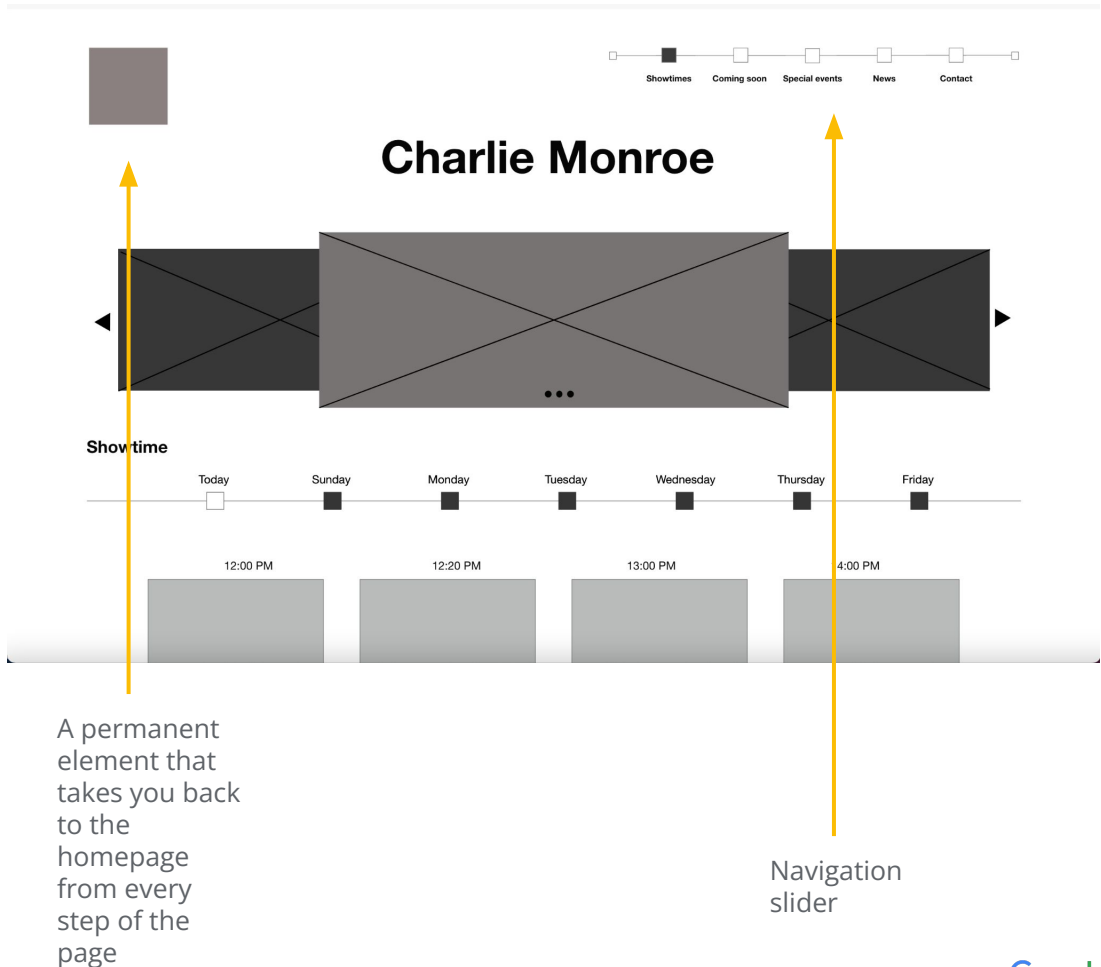
Due to the amount of
different data, I designed
sliders and drop-down
menus for additional screen
sizes.



Digital wireframes

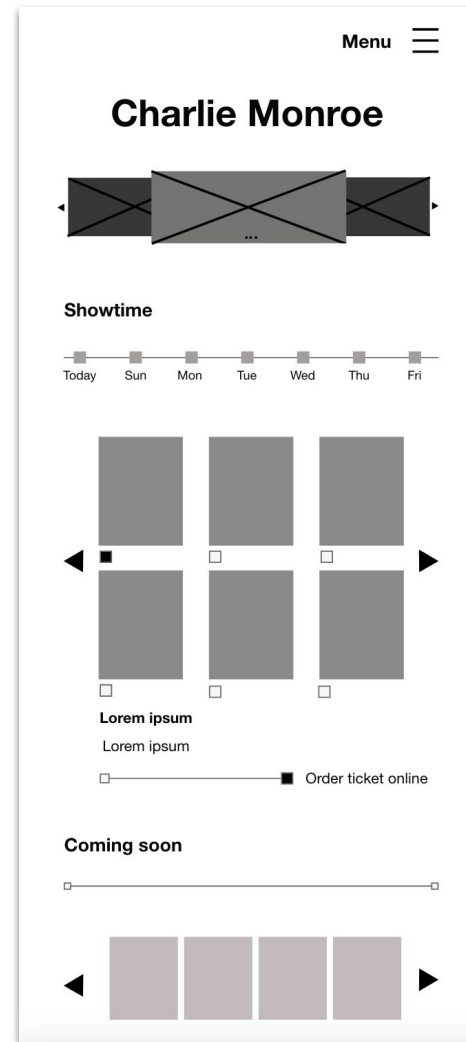
The homepage is comprehensive and take all the expected elements with the possibility of expansion or checking the details. Returning to the homepage is possible at any stage of the interaction.

Large icons and a clear layout without unnecessary decorative elements are a priority



Digital wireframe screen size variation

The application presents a similar navigation system but convenient for mobile phones users.

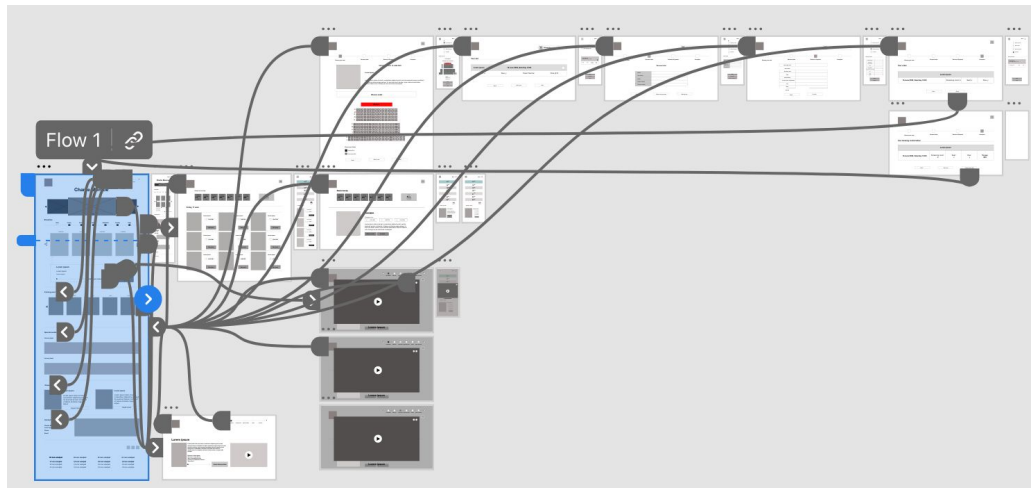


Low-fidelity prototype

After completing the set of digital wireframes, I created a low fidelity prototype.

Navigating on the site allows you to return to the homepage in a variety of ways. The various stages of the transaction are clear and transparent.

Link: [flow1](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

5 participants



Length:

20-30 minutes

Usability study: findings

For the purpose of creating a usefully attractive website I conducted a round of usability study. The results helped make changes to the navigation and ease the process of selecting a movie and purchasing a ticket.

1

Homepage

Users had issues going back to the main menu.

2

Personal Data

Users were frustrated with the amount of data to be completed.

3

Navigation

Users had trouble navigating at the movie selection stage.

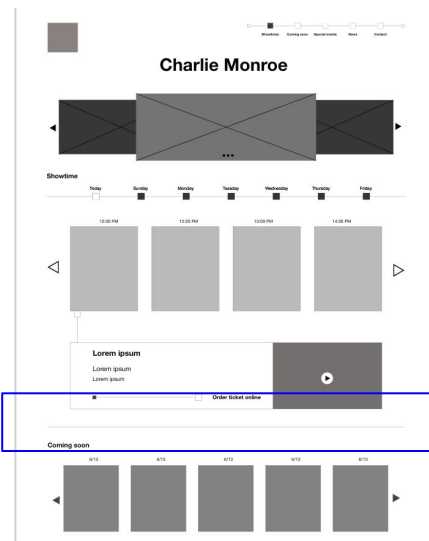
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

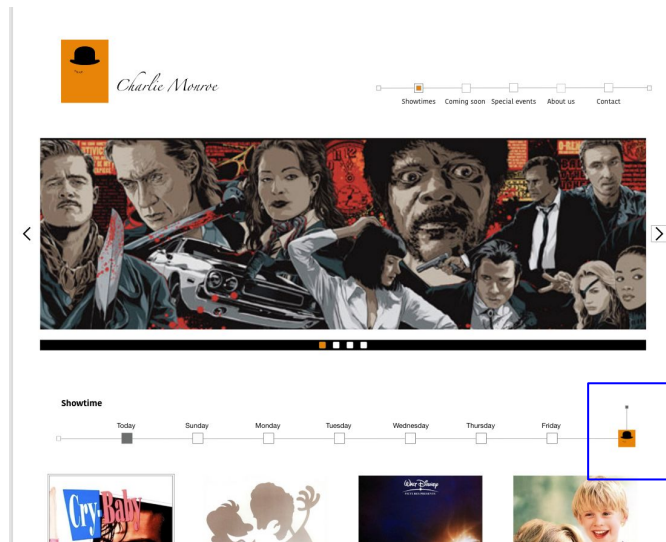
Mockups

In the initial stage, a line was the starting point between the stages of scrolling the page, so the navigation slider did not fulfill its role. The final version has a small square as a landmark.

Before usability study



After usability study

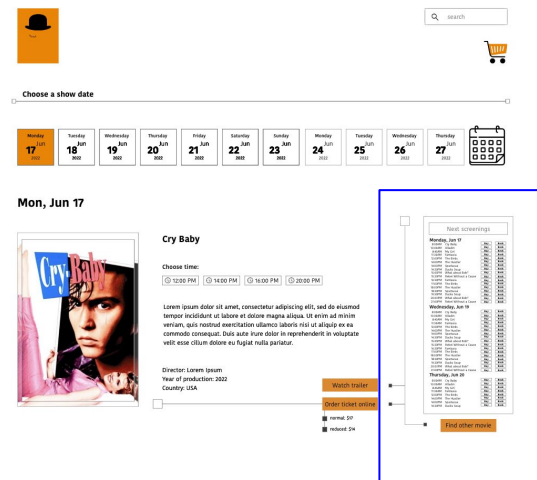
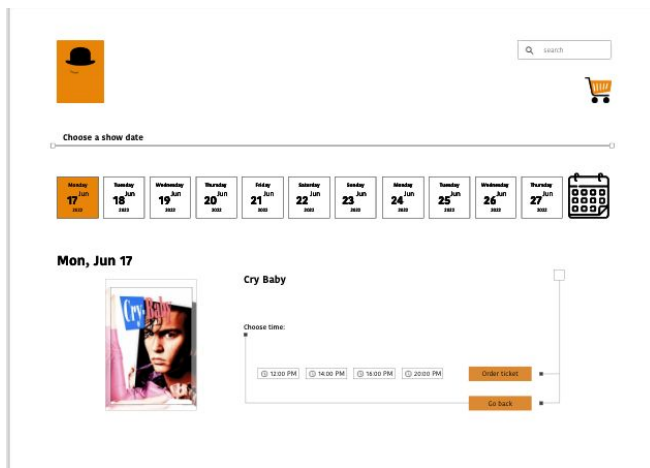


Mockups

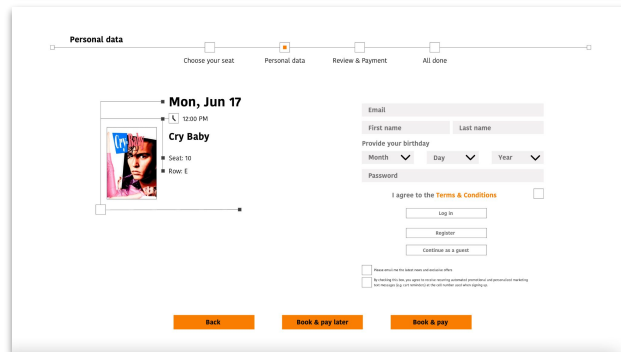
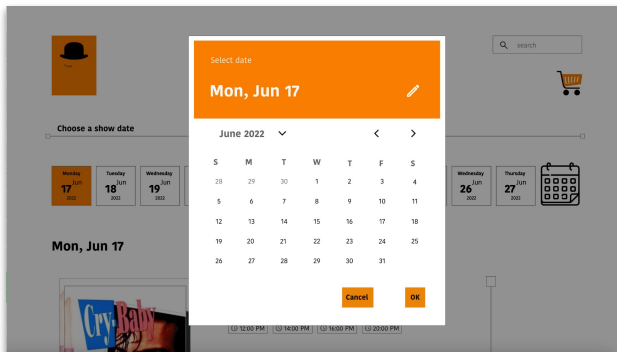
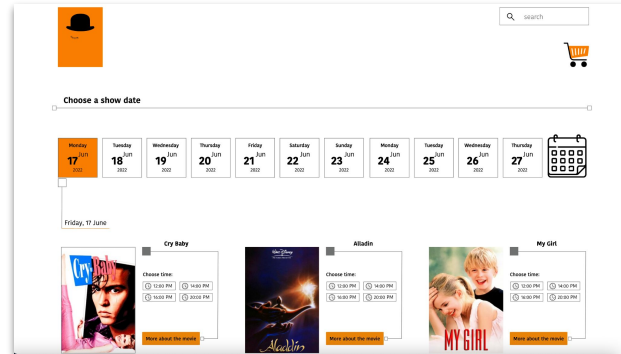
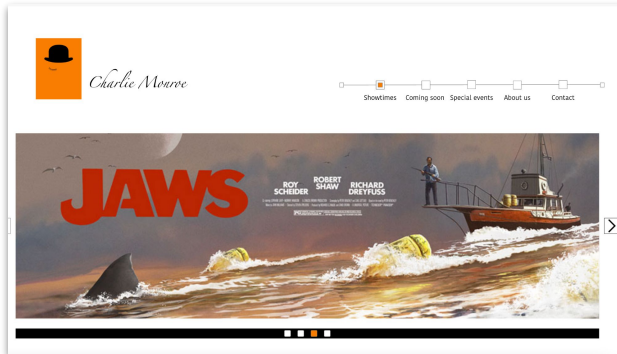
Added "Next Screenings" design element to facilitate navigation in case of change of decision

Before usability study

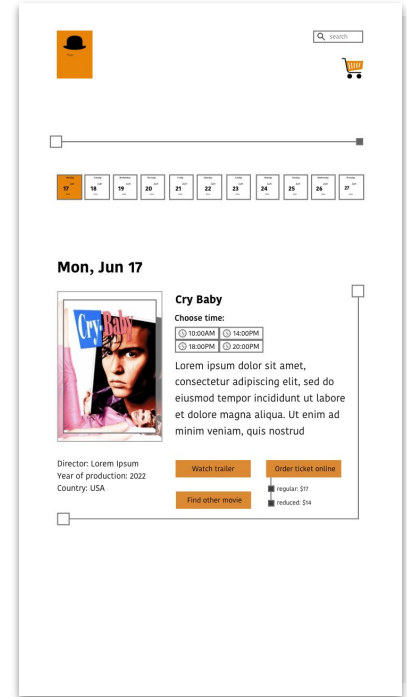
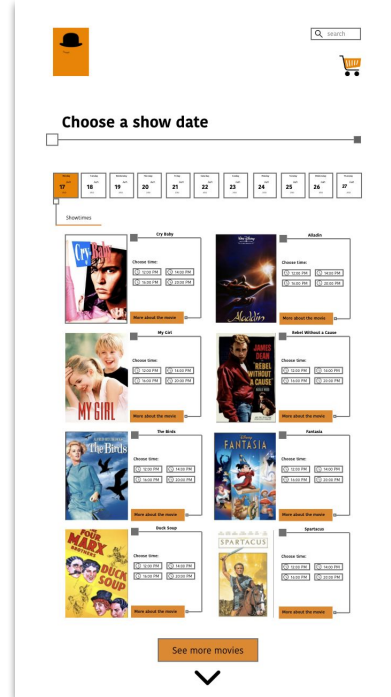
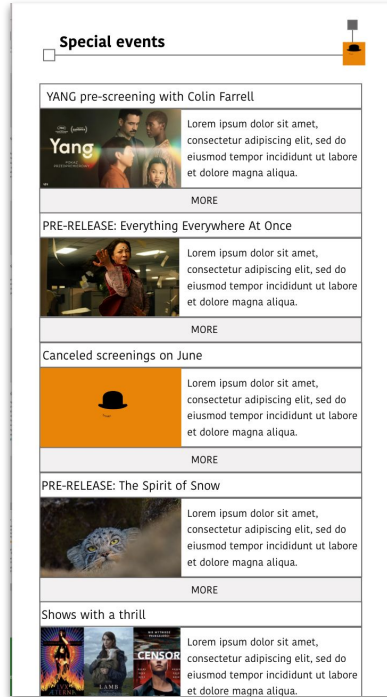
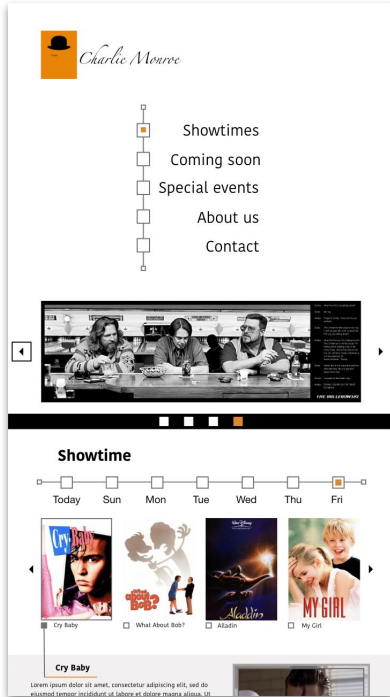
After usability study



Mockups: Original screen size



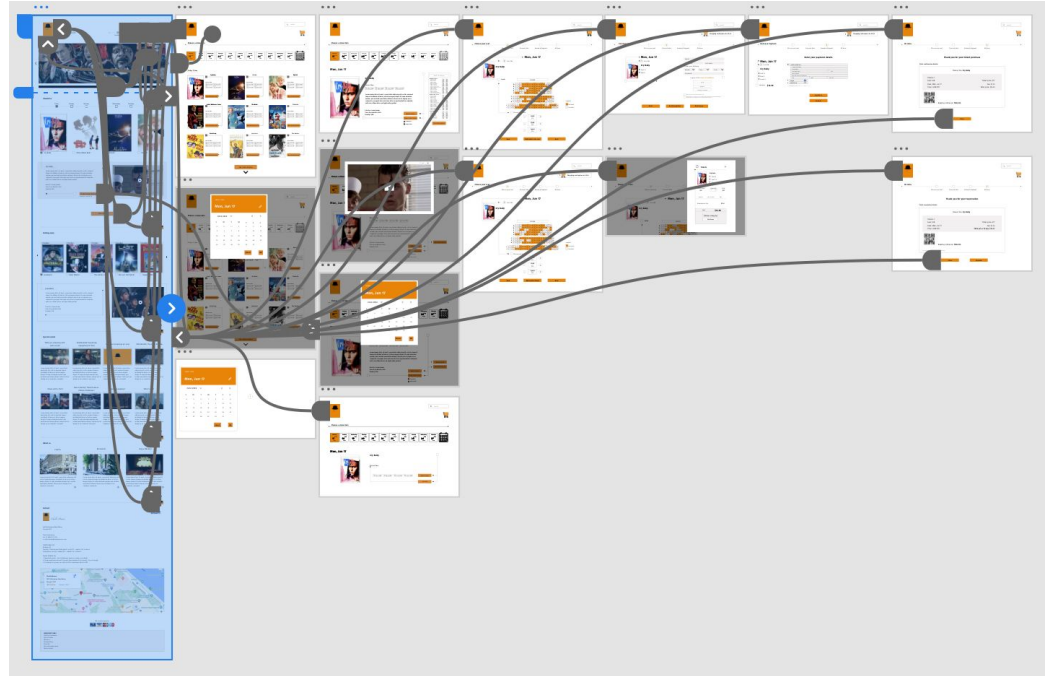
Mockups: Screen size variations



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flow and checkout.

Link: [Hi-Fi](#)



Accessibility considerations

1

Using a landmark improves the website navigation

2

Clear and clear hierarchy and large inscriptions facilitate the use of the website

3

The ability to login as a regular customer facilitating the ticket purchase process

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The site puts the user in the first place. The selection process and the transaction have been minimized to the most necessary actions at the same time, meeting all expectations. Navigation allows you to achieve similar goals along different paths so that using the app is easy and hassle-free.



What I learned:

While designing the site, I learned that reaching the desired effect can be the result of many factors. Initial ideas are not always the best and require verification and testing in practice so that each user achieves the goal through various activities.

Next steps

1

Run another round of usability study to see if the app is meeting all expectations.

2

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

3

Validate whether the pain points users experienced have been effectively addressed.

Let's connect!



Thank you for taking the time to review my work on the Charlie Monroe Retro Cinema website ! If you want to see more or get in touch, my contact details are below.

Email: ola.kinal@gmail.com Website: <https://olakinal.wixsite.com/website>