

# Movie Premiere Cinemas Website Design

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# Project overview



## The product:

Movie Premiere Cinemas is a website for a high-end movie theater that lets you purchase tickets, reserve seats and has an option to order food before or during your movie.



## Project duration:

5 weeks from November 2021 to December 2021

The screenshot displays the website's interface for the movie "Spider-Man: No Way Home". At the top, a navigation bar includes links for "NEW RELEASES", "COMING SOON", "TRAILERS", "GET TICKETS", "ORDER FOOD", "SEARCH", and "ACCOUNT". The main banner features the movie title "NOW PLAYING/OFFERS" and "SPIDER-MAN No Way Home" with a large image of Spider-Man. Below this, there are sections for "NEW RELEASES" and "COMING SOON", each showing a grid of movie posters. The central focus is the "SPIDER-MAN: NO WAY HOME" page, which includes a "SHOWTIMES" section with a date selector and a table of showtimes for 3:10 PM, 4:35 PM, 5:25 PM, and 7:35 PM. The 5:25 PM slot is highlighted, and below it are options for "3D", "RPX", "IMAX", and "4DX". The page also features a "TRAILER" section with a video player, an "ABOUT" section with a synopsis, and a "CAST" section with headshots of the main actors: Tom Holland (Spider-Man), Tobey Maguire (Spider-Man), Andrew Garfield (Spider-Man), Zendaya (Michelle 'MJ' Morales), and Hailee Steinfeld (Aunt May). A large movie poster is visible on the right side of the page.

# Project overview



## The problem:

Current movie theater sites are cluttered, confusing to navigate and have insufficient systems for browsing through movies and movie times



## The goal:

Design Movie Premiere Cinemas website to be user friendly, have easy and clear navigation as well as a fast checkout process.

# Project overview



## My role:

I Lead UX/UI designer and UX researcher for Movie Premiere Cinemas website design



## Responsibilities:

Conducting interviews, user research, wireframing, low and high-fidelity prototyping, conducting usability studies while accounting for accessibility, iterating on designs and responsive design.

# Understanding the user

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

# User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target users and their needs. What I discovered is that many users who purchase tickets on a website, do it for convenience and planning ahead so a certain movie won't sell out by the time they get to the ticket window if they were to buy it in person. However, users who search and purchase movie tickets on a website or app, find the navigation confusing with too many steps, which causes the experience to be more inconvenient or frustrating.

# User research: pain points

1

## Navigation

Movie theater websites and movie ticket apps are often too busy or overwhelming, which results in confusing navigation

2

## Purchasing Process

The process from selecting a movie to receiving a receipt and confirmation is too long sometimes resulting in users exiting the site or app

3

## Experience

Movie Theater websites aren't often engaging with too many popups for offers or discounts. Users want more movie details like cast, length of movie, etc.

4

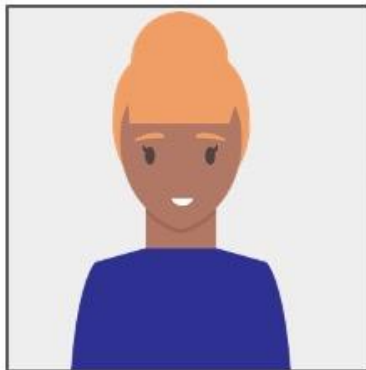
## Loading Times

Most movie theater websites have long loading times because of autoplay of previews or trailers, which can be frustrating

# Persona: Isabel

## Problem statement:

Isabel is a busy teacher who needs an easy way to find movies that she can see with her daughter at matinee times that fit her schedule.



Isabel

**Age:** 41

**Education:** Masters in Education

**Hometown:** Atlanta, GA

**Family:** Lives with Husband

**Occupation:** Teacher

*"As a teacher, wife and parent of a 4 year old, I don't have a lot of time outside of work. When I do, I like to spend it watching family-friendly movies with my daughter."*

## Goals

- Find movies to watch with daughter
- Having kids movies that they can see on the weekends like a matinee
- Finding deals for a family, even to splurge on a high-end theater

## Frustrations

- "It's hard to find newer movies to watch with my family since we can't get good seats together"
- Finds the ordering process confusing as some sites don't save info or have an option to create a profile

Isabel is a teacher living in Atlanta, GA. In her free time, she likes to spend time with her husband and daughter and go watch movies. They like seeing new releases, but with her limited free time, find it hard to find times to see anything. The ordering process doesn't help either as it's confusing and gives limited options for matinee times.



# User journey map

I created a user journey map of Isabel's experience using the site to help find possible pain points and ideas on opportunity for improvement

## Persona: Isabel

Put an order in for movie tickets, reserve seats and pick show times so she can find good seats in advance.

ACTION	Browse selection of movies	Choose movie	Choose a screen type	Choose a time and pick seats	Pay and Checkout
TASK LIST	<ul style="list-style-type: none"><li>● Browse new releases</li><li>● Sort books most recent</li><li>● Search for movies</li></ul>	<ul style="list-style-type: none"><li>● Scroll through movies</li><li>● Select available movie to watch</li><li>● Click "next" button</li></ul>	<ul style="list-style-type: none"><li>● Choose from different viewing options: 3D, IMAX, RPX, Standard</li></ul>	<ul style="list-style-type: none"><li>● Choose a movie time from the screen type selection</li><li>● Picks seats from theater</li></ul>	<ul style="list-style-type: none"><li>● Pay with card</li><li>● Receive confirmation of ticket order and QR code</li><li>● Travel to movie theater</li></ul>
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>● Eager</li><li>● Curious</li></ul>	<ul style="list-style-type: none"><li>● Excited</li><li>● Interested</li></ul>	<ul style="list-style-type: none"><li>● Confused</li><li>● Frustrated</li></ul>	<ul style="list-style-type: none"><li>● Optimistic</li><li>● Eager</li><li>● Satisfied</li></ul>	<ul style="list-style-type: none"><li>● Relieved</li><li>● Excited</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>● Ability to select multiple filters at once for different movie genres</li></ul>	<ul style="list-style-type: none"><li>● Easy way to choose movie</li><li>● Continue to next screen automatically?</li></ul>	<ul style="list-style-type: none"><li>● Need info on different types of screens; IMAX, 3D, etc.</li></ul>	<ul style="list-style-type: none"><li>● None</li></ul>	<ul style="list-style-type: none"><li>● Option to save QR code to phone or have it texted</li></ul>

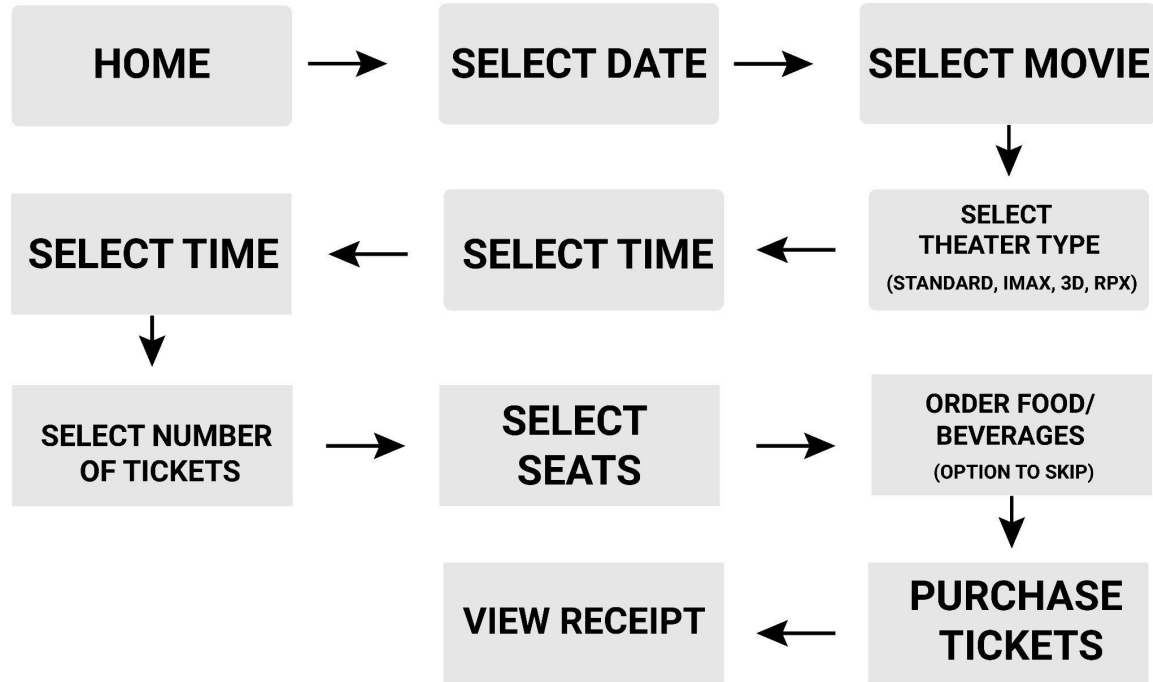


# Sitemap

Difficulty with website navigation and a confusing ticket order process was a primary pain point for users, so I used that feedback to create a sitemap.

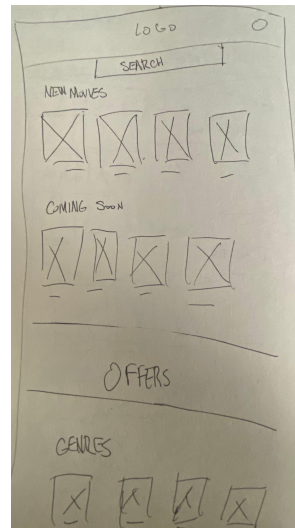
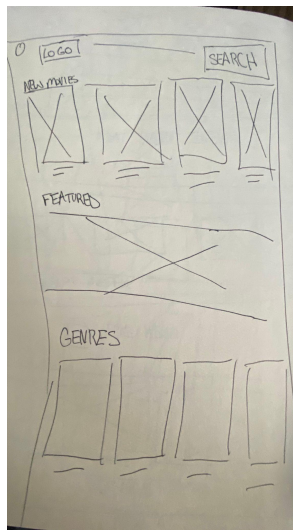
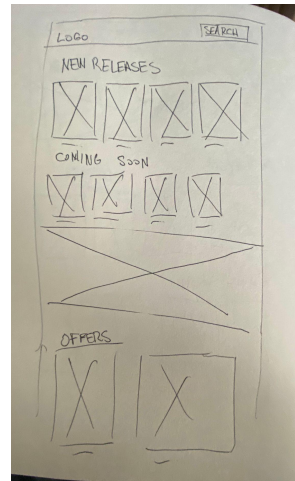
My goal was to create the most simple and user-friendly navigation without having a user get frustrated throughout the ticket purchasing process.

## SEQUENTIAL SITEMAP TICKET ORDERING FLOW FOR A HIGH-END MOVIE THEATER



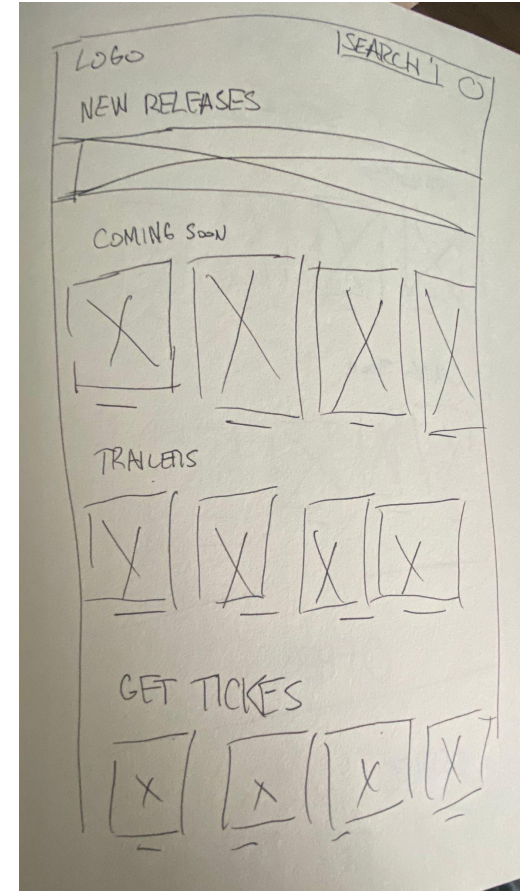
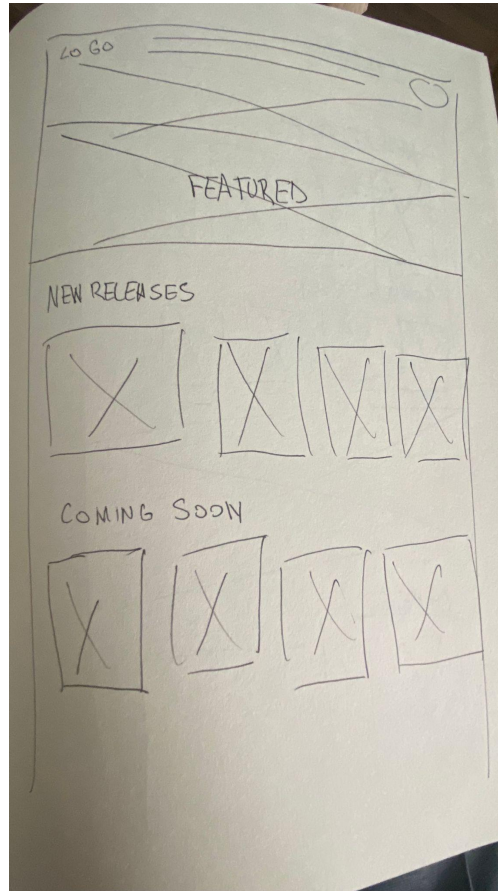
# Paper wireframes

Next I sketched out paper wireframes for each screen of the site keeping in mind user pain points including navigation, purchasing tickets and browsing movies.



# Paper wireframe screen size variation(s)

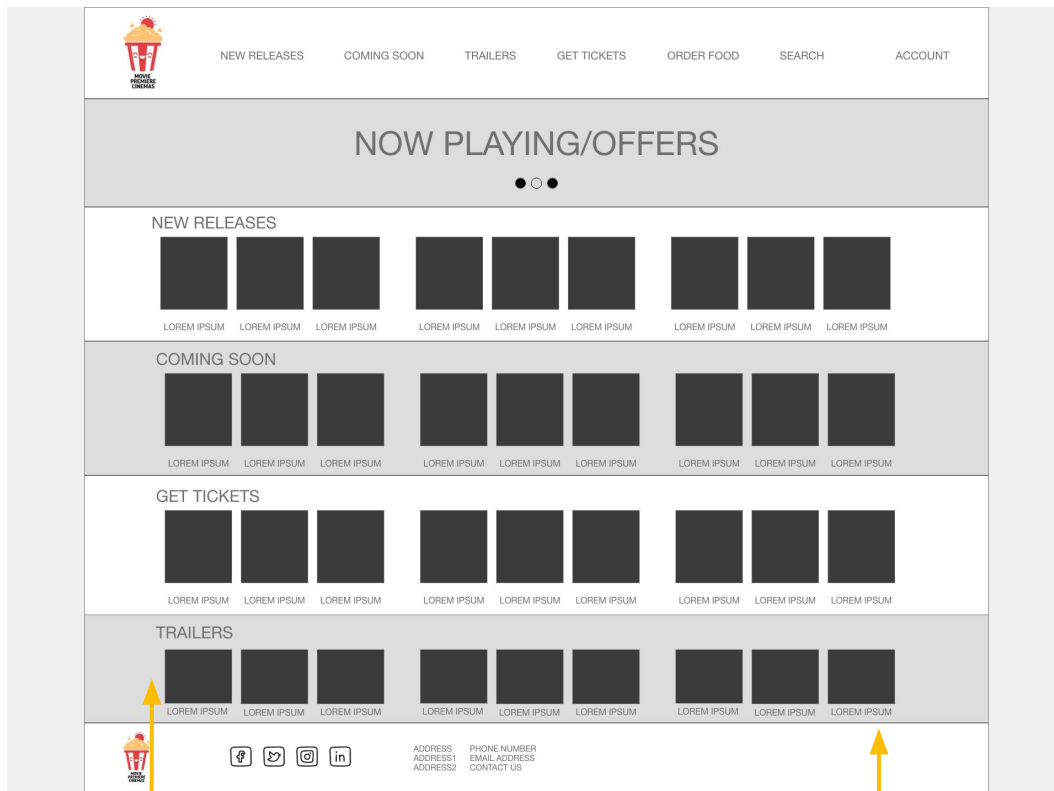
Of course a lot of users prefer purchasing movie tickets on mobile, so to make sure the site was fully responsive, I sketched out wireframes for different screen sizes while keeping in mind the same feel of the desktop site.



# Digital wireframes

Moving from paper to digital wireframes, I got a better understanding and visual feel of how the site would be laid out and how it can address user's pain points in navigation and checkout process.

Having the homepage divided in sections made it easy for users to find any movie.

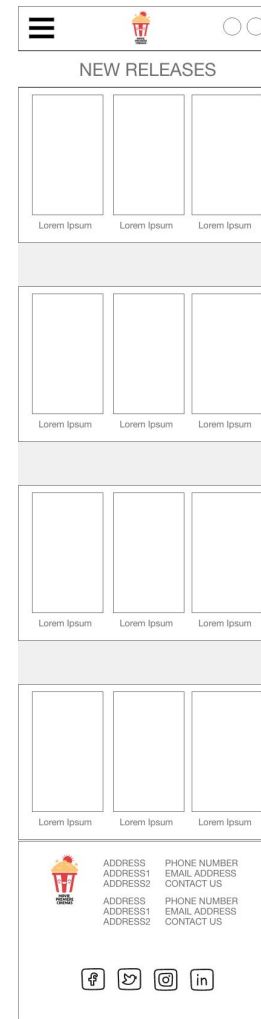
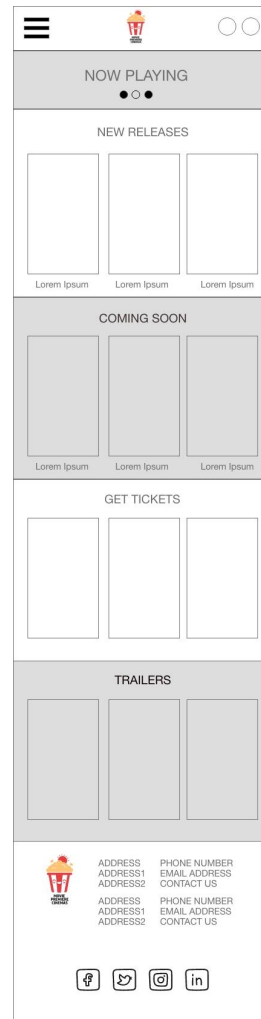


Having movies in these sections gives easy access to find what users want to see first

Users can scroll horizontally for additional movies, which makes a perfect transition from desktop to mobile

# Digital wireframe screen size variation(s)

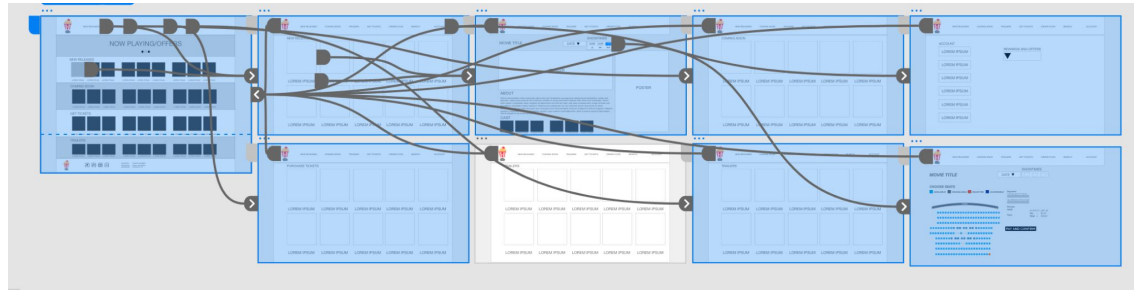
I thought this design would easily be responsive on different screen sizes since the look and feel are so similar



# Low-fidelity prototype

To create a low-fidelity prototype, I connected all the screens involved in the primary user flow of the ticket ordering process.

At this point, I received feedback on my designs about certain functions, buttons and elements and made sure to incorporate the suggestions to address certain pain points.



View [Movie Premiere Cinemas Prototype](#)



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

5 participants



## Length:

20-30 minutes

# Usability study: findings

These were the main findings uncovered by the usability study:

1

## Movie Details

On the movie details screen, users wanted more options aside from choosing tickets like a list of the cast, synopsis and the option to view a trailer

2

## Account

Users wanted easy access to the account page and nothing too comprehensive or overwhelming like what they've experienced with competitors

3

## Checkout

On the checkout page, users wanted to see a confirm or view receipt button after adding in their card number and checking out instead of having it on the same screen

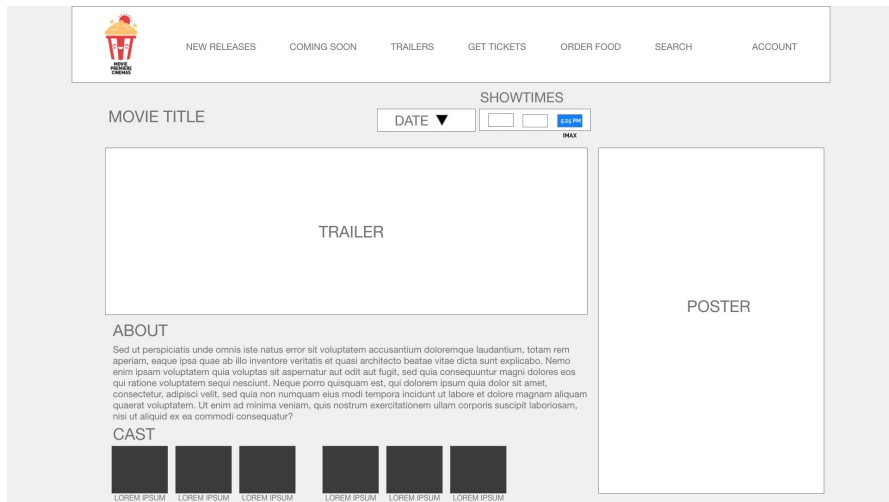
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

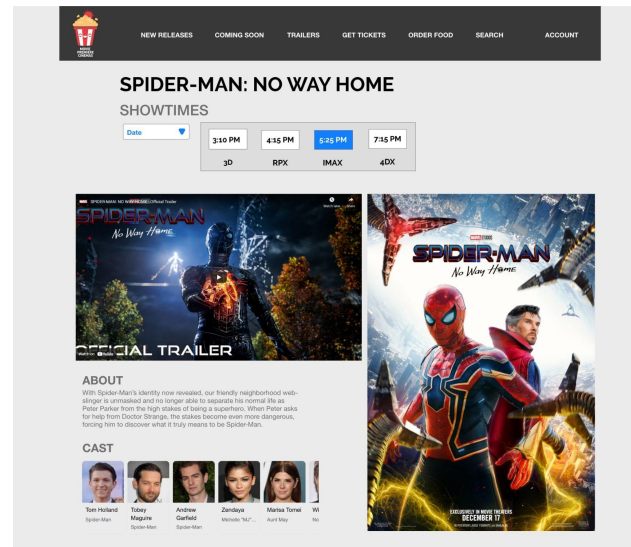
# Mockups

Users wanted a clear way to choose movie and date times. In the first mockup, the movie times were too small as mentioned by the users. I also added a dropdown for clear selection of the movie date.

Before usability study



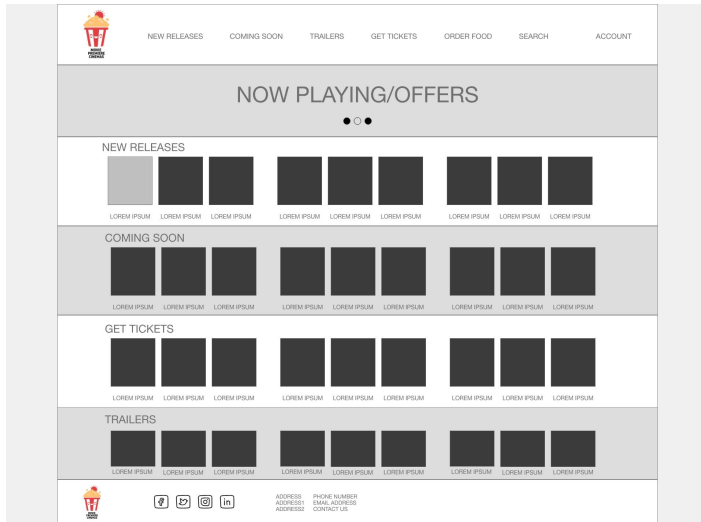
After usability study



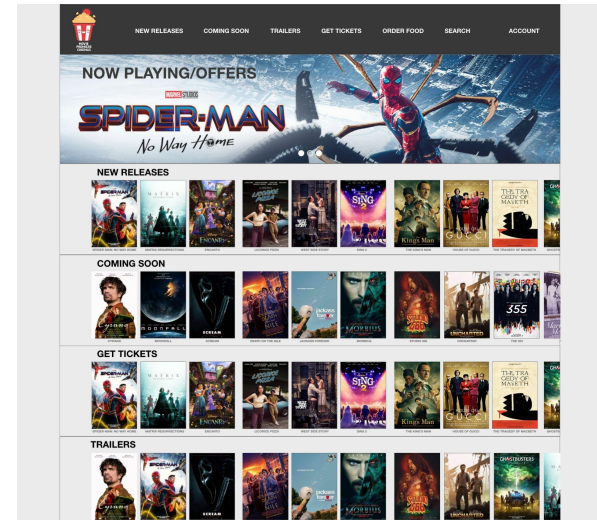
# Mockups

For the horizontal alignment of the movies, I decided to stretch it across the screen so users can scroll horizontally through each section of the movies as they would on any screen size.

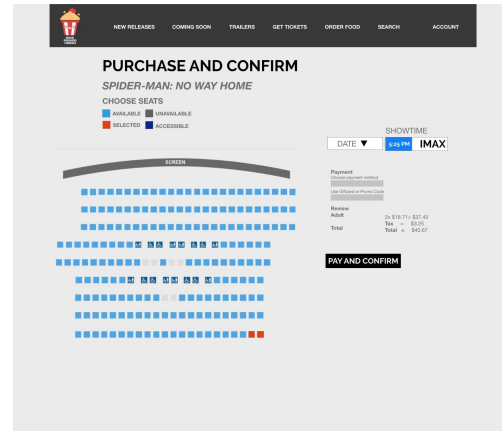
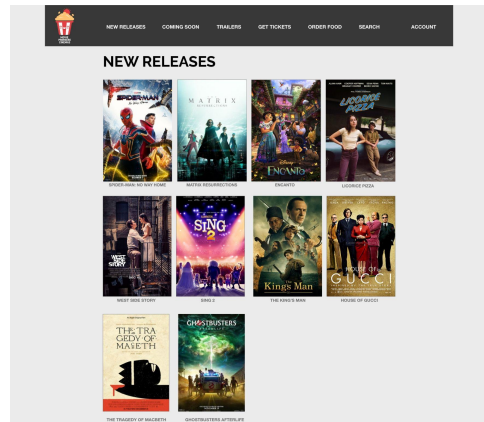
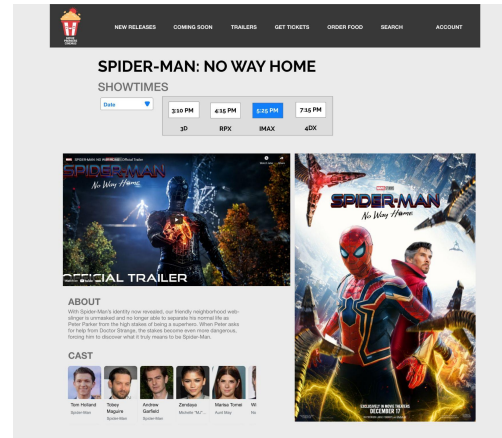
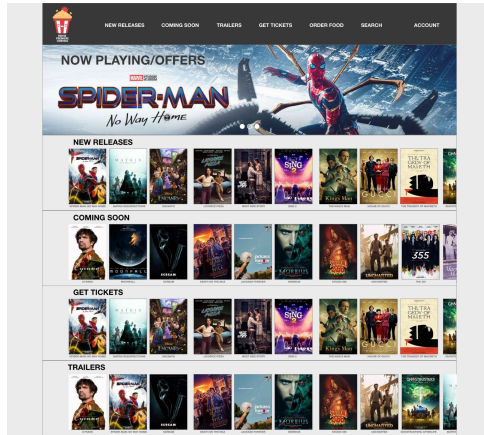
Before usability study



After usability study

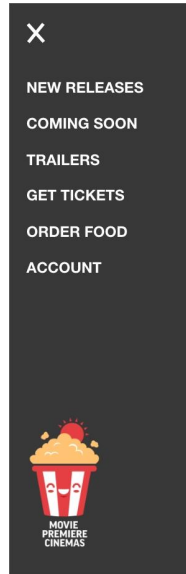
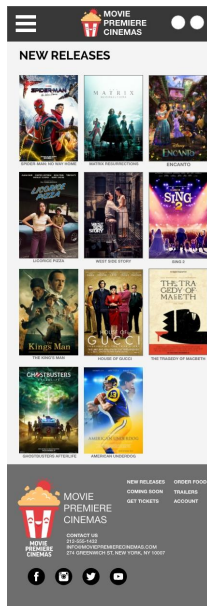
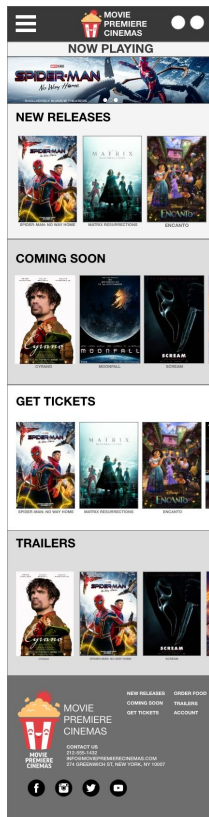


# Mockups: Original screen size



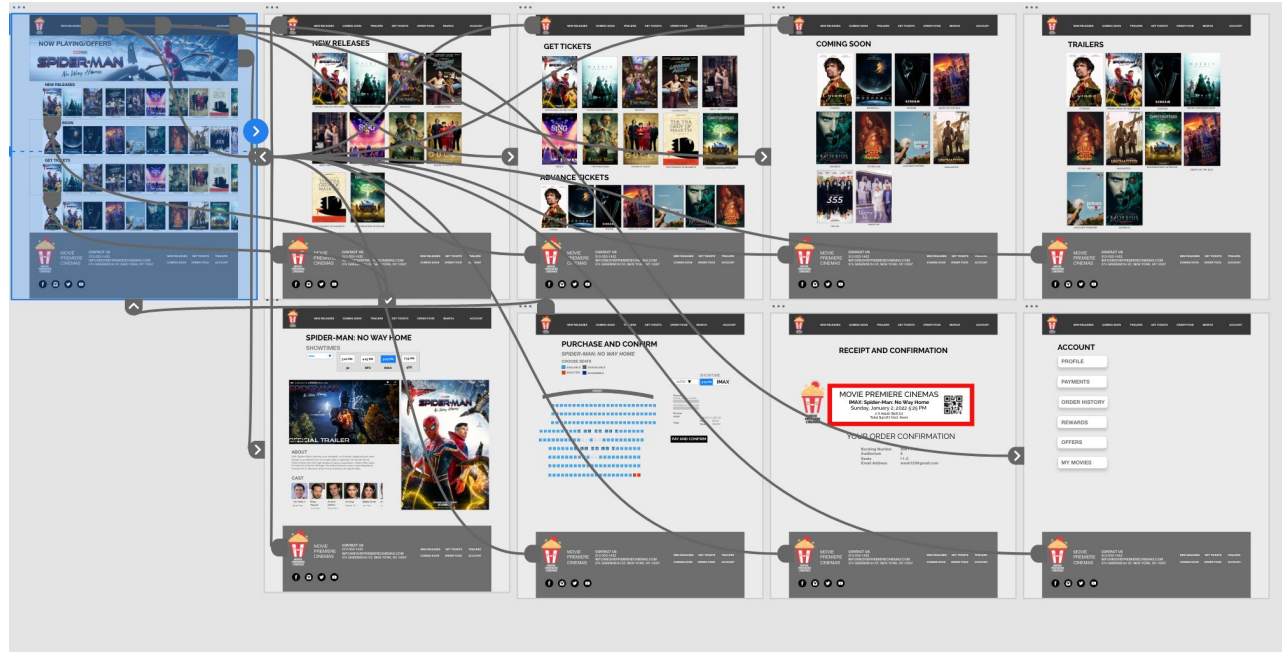
# Mockups: Screen size variations

I included designs for additional screen sizes in my mockups based on my earlier wireframes. Since a majority of users search and purchase movie tickets on a variety of screen sizes, I felt it was important that users have a smooth experience no matter what device they're on.



# High-fidelity prototype

My high-fidelity prototype follows the same user-flow as the low-fidelity prototype. It includes design edits and changes from the usability study plus feedback from other designers.





# Accessibility considerations

1

I used color to highlight and complement what is already visible throughout the site instead of using it as the only visual means of conveying information

2

I also used different sized heading to distinguish visual hierarchy

3

I made certain there was a good amount of contrast between the content and typography and the background color

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

Our users shared that the site was easy to navigate with clear visual hierarchy, detailed and engaging, and indicated that it has an easy checkout process throughout the site.



## What I learned:

I learned that even if you think a certain aspect of your site doesn't need to be improved upon, it's important to listen to all feedback and take it into consideration. Even the smallest changes can have translate to big improvements to the user experience.

# Next steps

1

Ideate on new and creative features for the site.

2

Conduct follow-up usability testing on Movie Premiere Cinemas

3

Add and edit a few UI elements to the site to create a better user experience.

# Let's connect!



Thank you for reviewing my work on the Movie Premiere Cinemas website!

I hope you enjoyed this case study. If you would like to see more or get in touch, my contact info is provided below:

Email: [jzmdesigns@gmail.com](mailto:jzmdesigns@gmail.com)

Website: [jzmdesigns.com](http://jzmdesigns.com)