EVENT CINEMAS

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An App proposal to improve the Event Cinemas online experience.

2 WEEKS - 2 UX DESIGNERS
PARTNER: ALVIN GOH

Challenge

How might we improve the Event Cinemas Online experience?

My Role

Research, synthesis, ideation, paper prototyping and Hi-fi Mockup on Figma.

Key Findings

1 **Hamburger menu - The last hope**
The hamburger menu is the last hope when users can't find what they want.

2 **Searching the search button**
Search button was hidden in the hamburger menu.

3 **"I don't buy food & drinks on app"**
Our survey showed that 92.3% of users don't drink or eat in the cinemas or don't buy food and drinks online.

4 **Tickets visible but just when needed**
The main area of the home screen is currently used for the purchase history of tickets and food & drinks even when users haven't purchase anything.

5 **Location First**
It is important for users select the cinema location first. This way the experience is more fluid.

Process

- Start
- Survey
- Current App Analysis
- Competitive Analysis
- Contextual Inquiry
- Affinity Mapping and Synthesis
- Card Sorting
- Personas
- Value Proposition Canvas
- Sketching
- Lo-Fi Mockup
- Hi-Fi Mockup - FIGMA
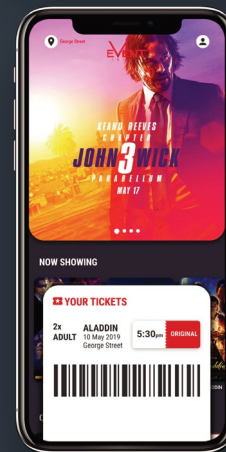- Usability Testing
- Final Mockup - AXURE
- MVP

1 New categories;

Remove hamburger menu and provide movie posters on the home screen.

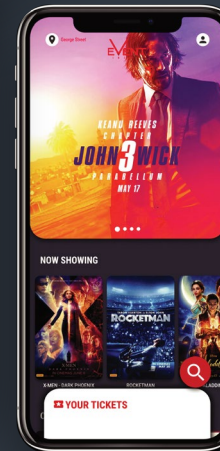**2** Search in a floating action button that is always on the home screen.
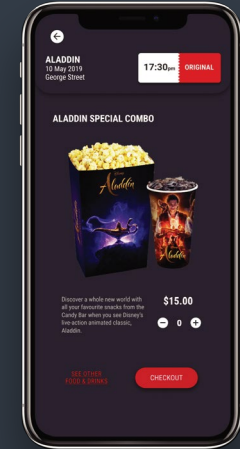
3 Replace the current Food & Drink catalogue by a promo of combo related to the movie user selected.
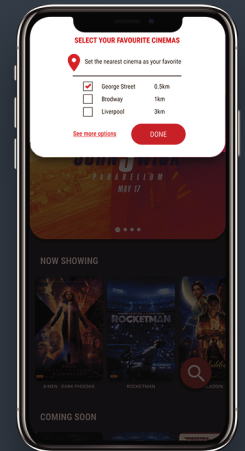
4 Ticket tab appears on the screen after the confirmation of purchase;

A barcode on the digital ticket gives direct access to the cinema.

5 Overlay menu that prompts users to select a location first;

Cinema Location Icon on the home screen.

You can find more info on www.jaisonmafra.com