

Movie Munchers

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Project overview



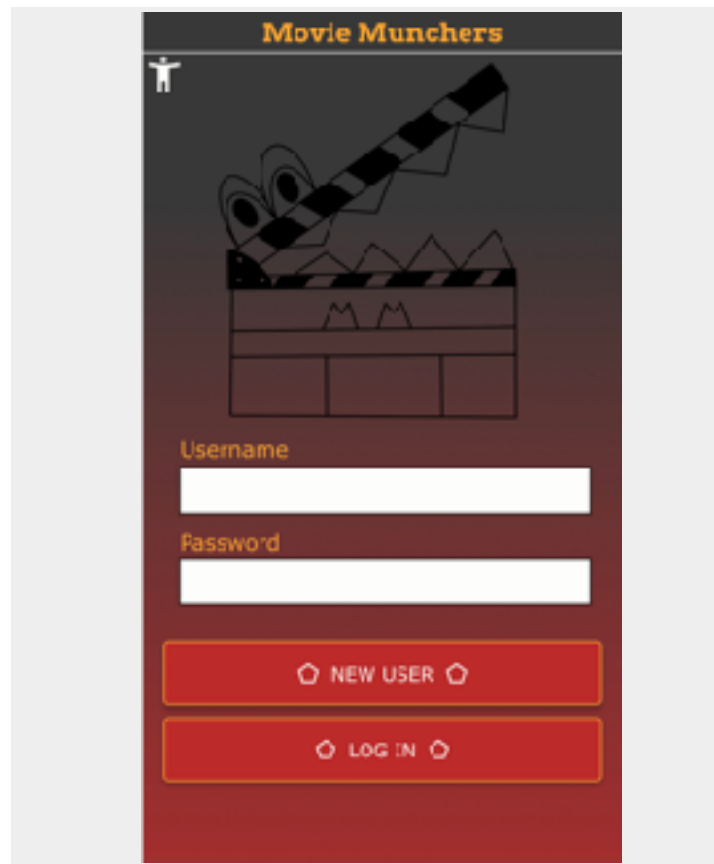
The product:

The concept of the Movie Munchers app was to focus and assist those that love going to the movie theatre, but can't stand in the long lines at the snack counter.



Project duration:

May 2022- November 2022



Project overview



The problem:

People may not be physically able or have time to stand in line at the snack counter of the movie theatre.



The goal:

To provide an option to order snacks ahead of time or provide a delivery to their seat

Project overview



My role:

Lead UX Designer



Responsibilities:

User research, wireframing, prototyping

Understanding the user

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

User research: summary



I conducted several types of studies, ranging from empathy maps to interviews. A primary outlier for users was the inconvenience of waiting in long lines and a lack of time to spend ordering snacks. The primary user group were adults with families.

This user group was the premise for this app and helped highlight other users that would benefit from this type of app as well. The emergence of the secondary group helped influence the design further down the production line.

User research: pain points

1

Time

Most families would like to prioritize their time and not spend it waiting in a line.

2

Accessibility

Apps are not often optimized for those that need assistive technologies.

3

Physicality

Some people cannot stand in line or hold items well and navigate the theater.

Persona: Kelly

Problem statement:

Kelly is a student and part time worker

who needs a way to order snack items quickly at the movies

because they have a tight schedule.



Kelly

Age: 22

Education: University

Hometown: Bath, England

Family: Single, lives with flat mates

Occupation: Student

“I find it important to talk about the real things in life and around the world”

Goals

- Do well in University
- Get an internship at a local newspaper
- Graduate with a perspective job in 2 years

Frustrations

- Not having quiet to study in the flat
- Journalism being reduced to making lists
- Increased cost of living and lack of wages

Kelly is a full time student that also works part time to pay for their flat. They spend most of their time honing their skills and studying to reach their dream of becoming a journalist. When they are not working or studying they spend time looking for low to no cost activities to do with their flat mates.

User journey map

While mapping the user journey for Lucy, I was able to identify the convenience of having an app to order or deliver snacks at the movie theatre.

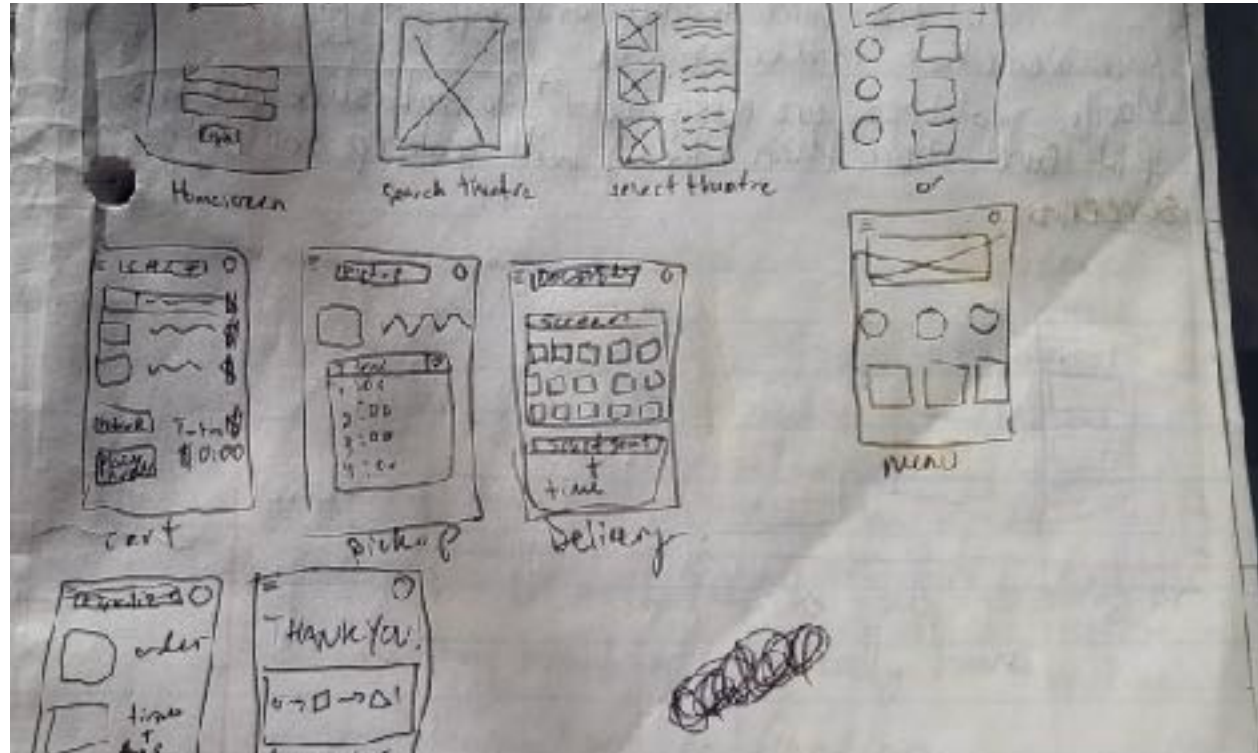
Persona: Lucy

Goal: Order ahead and pickup snacks right before heading into theatre

ACTION	Select theatre	Browse menu	Place order	Go to theatre	Collect snacks and watch movie
TASK LIST	A. Decide on movie B. Pick out a time C. Select a theatre D. Purchase tickets	A. Look through theatre snack menu on app B. Select items for pickup	A. Locate items on menu on app B. Pick items through icons to place in cart C. Pay in app	A. Make sure to have phone, wallet, keys B. Drive to theatre C. Park and confirm arrival for snack pickup	A. Pickup snacks from counter B. Hand tickets to attendant C. Watch movie with family
FEELING ADJECTIVE	Frustrated with lack of theatres that offer snacks Grateful to be able to spend time together watching a movie	Concerned with the price of so many items to order for four people	Confused with the ordering and payment methods Annoyed with the lack of variety for payment options	Stressed out trying to get everyone and everything together to leave Anxious for the confirmation to register arrival	Excited to see the newest movie together
IMPROVEMENT OPPORTUNITIES	Try to get a contract with all theaters	Offer coupon codes or family bundles	Streamline the ordering and get more payment options available	Use GPS monitoring to track how close user is to theatre so confirmation is more prompt	Give coupons to entice repeat users

Paper wireframes

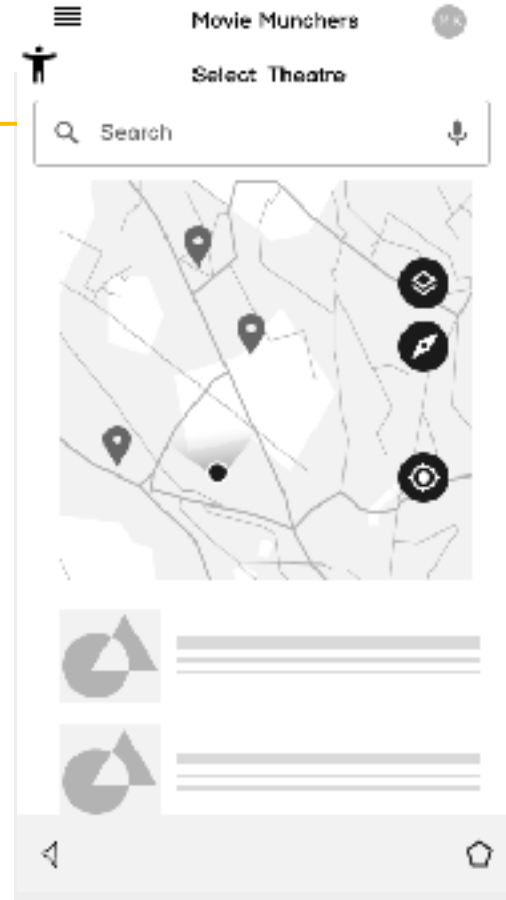
Using paper wireframes helped me determine how many pages were needed and how to best set them up for easiest usability.



Digital wireframes

Being able to find what theatre closest to you at a moments notice was important to help users who were low on time.

I added a search bar to enable users to find the theater they needed more easily

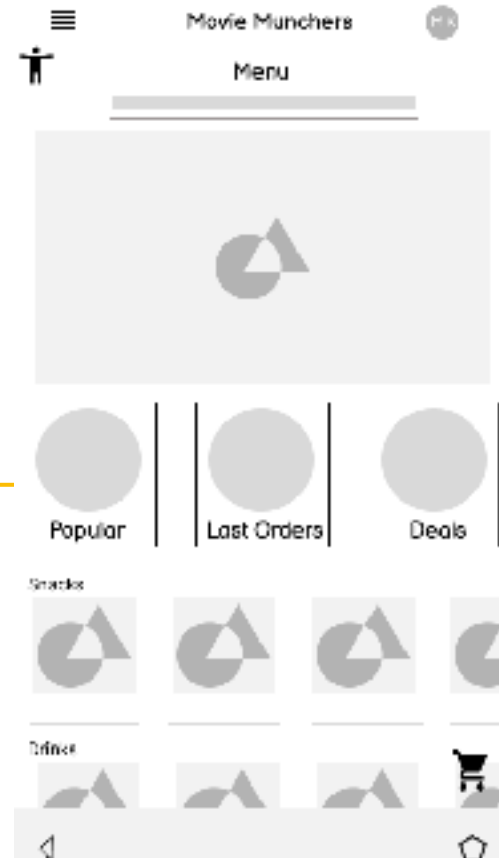


The map feature is also added in to give the user an idea of what area they are searching in.

Digital wireframes

Organization of categories and pictures of particular items are the focus of the menu to be accessible to the most amount of people.

Each category is labeled for ease of navigation

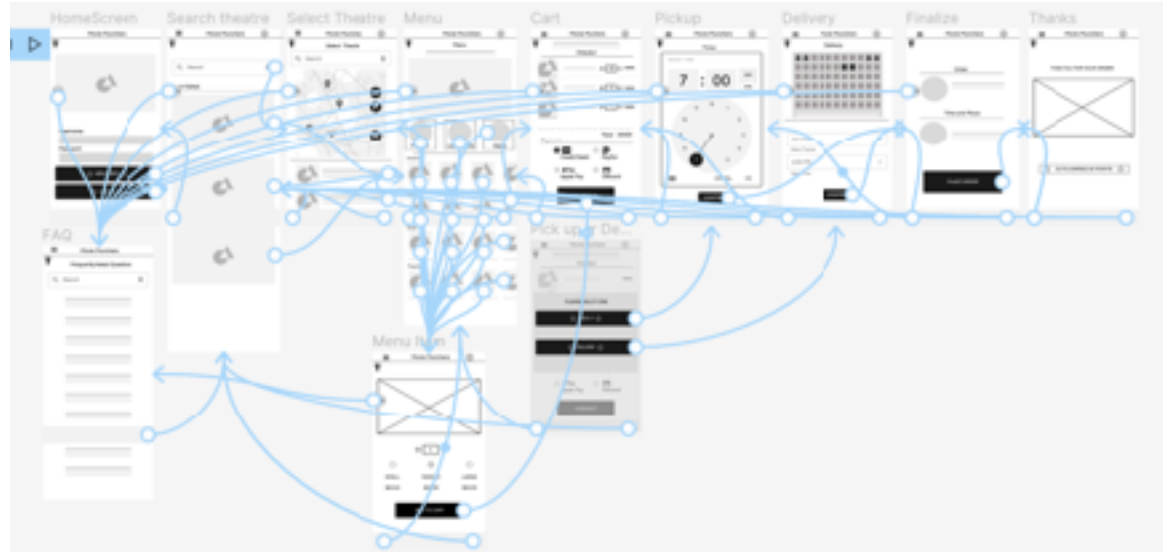


I had the shopping cart visible on the screen to help ease the flow or ordering

Low-fidelity prototype

With my low fidelity prototype I was able to give users a chance to test the flow of my app, Movie Munchers.

View LoFi Prototype [here](#)



Usability study: findings

Two rounds of usability studies were conducted. The first study helped guide the directions the wireframes and low fidelity prototype should go. The second study helped solidify the final details and flow of the the high fidelity prototype.

Round 1 findings

- 1 Users need a tutorial for first time and potentially for continued use
- 2 Customization of items was requested by the users
- 3 A rewards system was highly requested by several users

Round 2 findings

- 1 Some fonts make the app hard to read
- 2 Certain pages could be combined to be more concise
- 3 The color scheme is pleasant

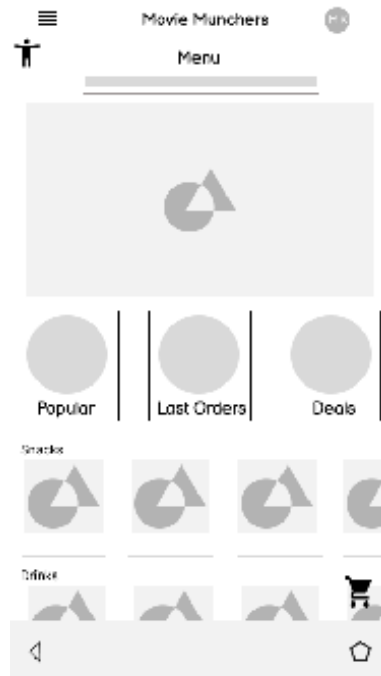
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

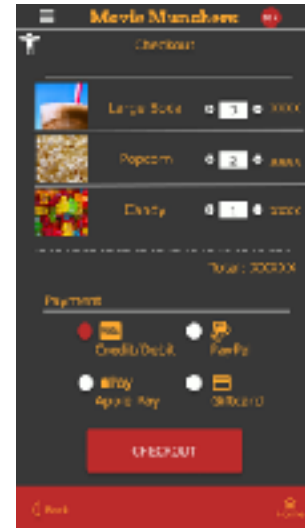
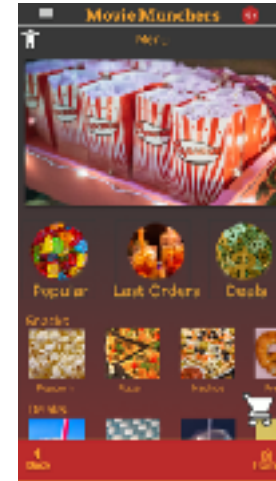
Mockups

The low fidelity design had the menu layer out but we had to add in a cart view to allow the users to modify the items they selected

Before usability study



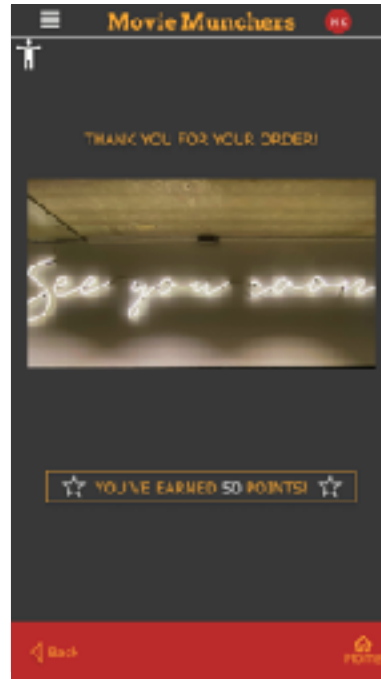
After usability study



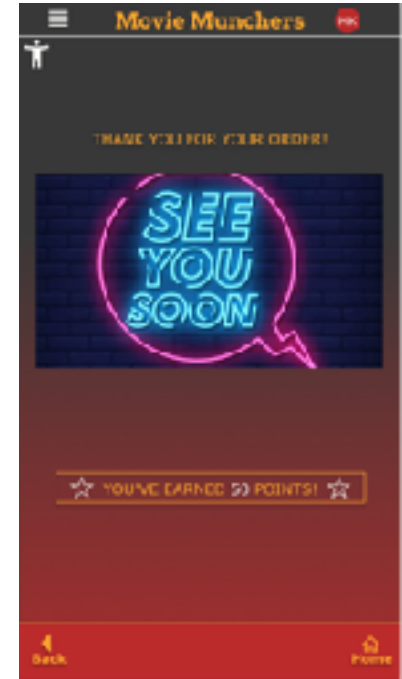
Mockups

During the second usability study, details like the "thank you" message were deemed to difficult to read. These items were then upgraded and replaced. Additionally a rewards system would be implemented as well.

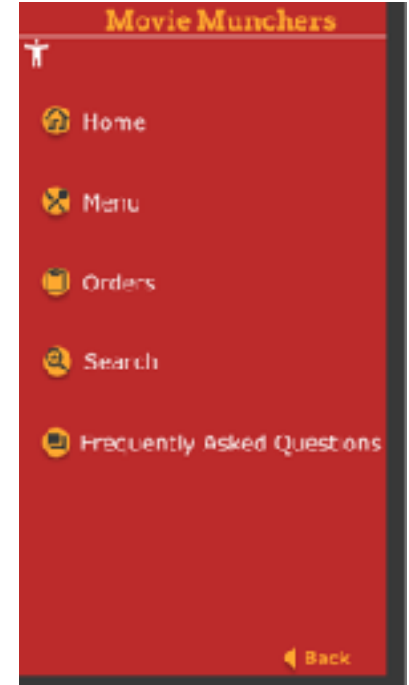
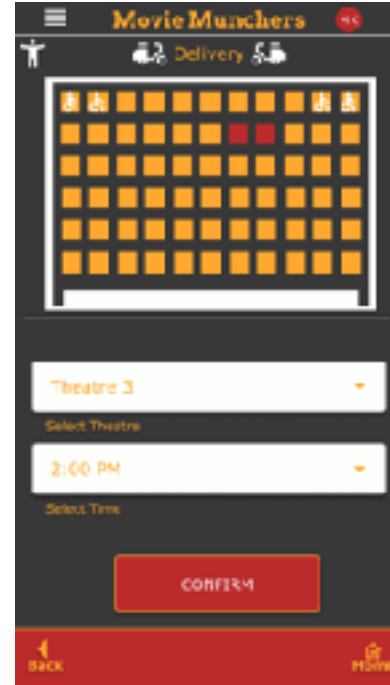
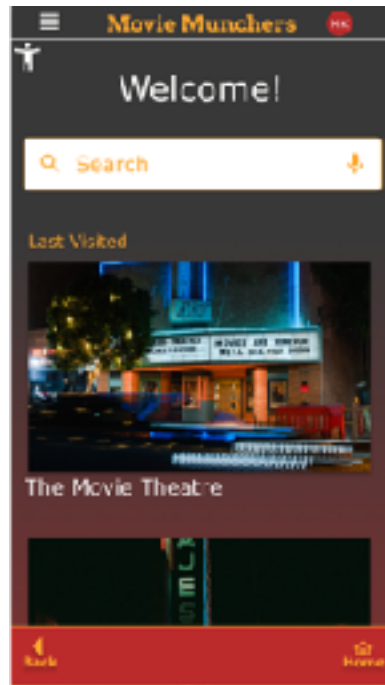
Before usability study



After usability study



Mockups



High-fidelity prototype

Finally with the high fidelity prototype, I was able to further ease the flow for the user to navigate between screens. I also instituted a "menu" screen to give shortcuts to the most frequented areas of the app.



View the high fidelity prototype [here](#)

Accessibility considerations

1

Used a color scheme and fonts that are compliant to the Web Content Accessibility guidelines

2

Inserted lots of pictures and icons to assist the user in selections and navigations

3

Created a "Frequently Asked Questions (FAQ)" section to answer any questions users could have with the app.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The Movie Munchers app seemed to give its users a way to save on time and energy in attending a movie.

A promising quote from the user Nicholas:

"I like how easy it was to schedule for pickup or delivery"



What I learned:

As I have only created one app so far I learned of the importance of feedback and research.

Keeping in touch with users and a team will ensure that a well designed app will be sent to the production team.

Next steps

1

I would have a assistive text added to ensure those who use screen readers can use the app with ease.

2

An interactive tutorial mode should also be implemented to help those through the app if they are not familiar with certain parts of the process.

3

More research is always an option to close the gaps I probably missed on the first few rounds.

Let's connect!



For any other feedbacks or insights please feel free to contact me.

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or

www.moviemunchers.com

Thank you!