

**FlixTix**, an app for reserving a movie ticket  
+ food/drinks/snacks in advance

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Peter Brummel

# Project overview



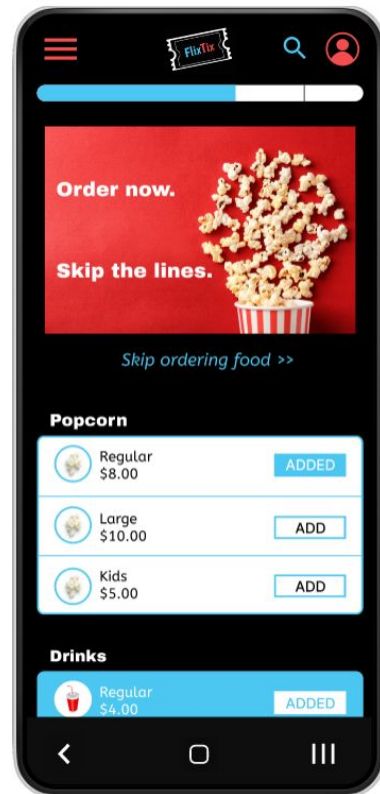
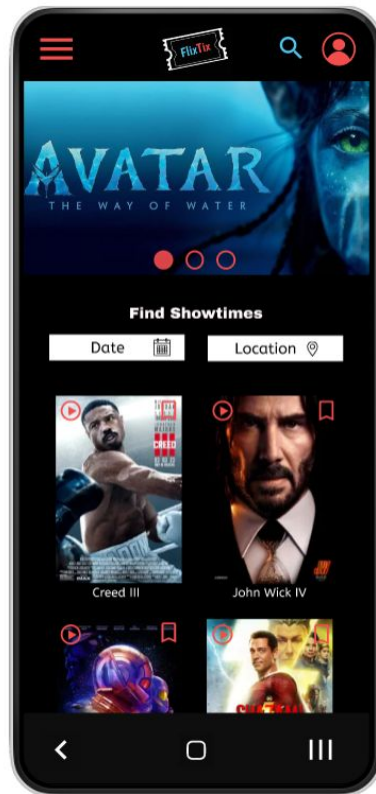
## The product:

FlixTix is an nationwide app for the busy movie enthusiast or even casual movie-goer that enables customers to reserve a seat and order food in advance, saving them time and making ticket booking a breeze. On checkout, customers are e-mailed a copy of their tickets, which they can present to the theater on arrival.



## Project duration:

Sept 2022 - April 2023



# Project overview



## My role:

Lead UI / UX designer & researcher for FlixTix from conception to delivery.



## Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability tests, accounting for accessibility, and iterating on designs.

# Project overview



## The problem:

Users are too busy to arrive to the theater and wait in line far in advance of the show time to secure a ticket. They also want a user-friendly experience that minifies any frustration, including from a potential language barrier.



## The goal:

Design a visually-based, easy-to-follow app that will allow users to save time and be free from having to worry about arriving to the movie theater extra early to secure a ticket.

# Understanding the user

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

# User research: summary



For this particular project, I expanded my range of user pain points to consider not only the frustrations with existing movie apps, to factoring in **accessibility** issues and the needs of diverse users. This includes those with limited English ability, as well as those who may need screen readers or keyboard navigation to successfully access a website.

Two fictional personas—both of whom I “conducted” imaginary interviews with—were zeroed in on. Their mix of needs and goals represents those of the larger user base.

# User research: pain points

1

## Lack of time

Users want to avoid having to arrive early or wait in line. FlixTix will allow them to secure a ticket in advance so they can guarantee a seat.

2

## Language Barrier

Some users have difficulty communicating with in-person ticket vendors. FlixTix will allow them to book a ticket more easily following a visually-guided user interface.

3

## Poor UI Design / too many words

Current apps can be clunky or inconsistent in their use, or else there's too many words and the font is too small. FlixTix will allow for a more step-by-step, user-friendly experience.

4

## Limited selection of movie showings

Some websites are only for a single movie theater or brand. FlixTix will therefore show movie times for *all* theaters in a user's local area, making it easier than ever to find a ticket.



## Joseph

**Age:** 20

**Education:** Online IT program

**Hometown:** Nairobi, Kenya

**Family:** Parents, younger brother

**Occupation:** Full-time student

*“I want to expand my opportunities while expanding the scope of my English.”*

### Goals

- Use an app to successfully book a movie ticket
- Follow simple, step-by-step procedures and be free of the language barrier
- Meet others interested in watching / discussing film

### Frustrations

- Some movie websites can be very wordy, or it is unclear how to proceed to the next page
- Locals speak too fast or are not understanding of language barrier
- Lack of movie-loving friends community

A recent immigrant to the United States, Joseph can read English well, but sometimes encounters difficulties interacting with locals, who tend to speak very quickly. Joseph is passionate about exploring what his neighborhood has to offer, including seeing a good movie or two when he can.

Joseph's priority is balancing his studies with fun, while also having time to look after his younger sibling when his parents are at work. They enjoy going to the movies together when they're both free, but seek a better option to get around the language barrier



# Persona: **Alfie Lopez**

## Problem statement:

Alfie is a recently promoted senior accountant who needs to reserve a movie ticket in advance because they don't have the time to arrive early or wait in line, and want to guarantee a preferable seat.



**Alfie**

**Age:** 30

**Education:** University Graduate

**Hometown:** San Jose, CA

**Family:** Single, lives alone

**Occupation:** Senior Accountant

*“Give me the seat I want at the time I want.”*

## Goals

- Save time by booking a ticket in advance and avoid having to arrive significantly earlier than the start of the movie
- Guarantee a seat while avoiding having to sit in one of the front rows of seats

## Frustrations

- Not knowing if they'll get a favorable seat or not, or if they'll even be able to attend the film
- Spending overly long at the movie theater or having to miss out if there's not enough time
- Pages that take forever to load due to high data use

Alfie lives in the suburbs on the outskirts of a large city. They enjoy the nightlife and social life that San Jose has to offer, but may not be able to find as much time for those activities after their recent promotion at work. With that in mind, it will be all the more important that some of Alfie's favorite pastimes—including catching a movie—be more efficient if they are to continue enjoying them.

Alfie wants to make their team proud, level up their skills, and forge positive relationships at work so they in good shape for another promotion in a year or two.

# User journey map - Alfie Lopez

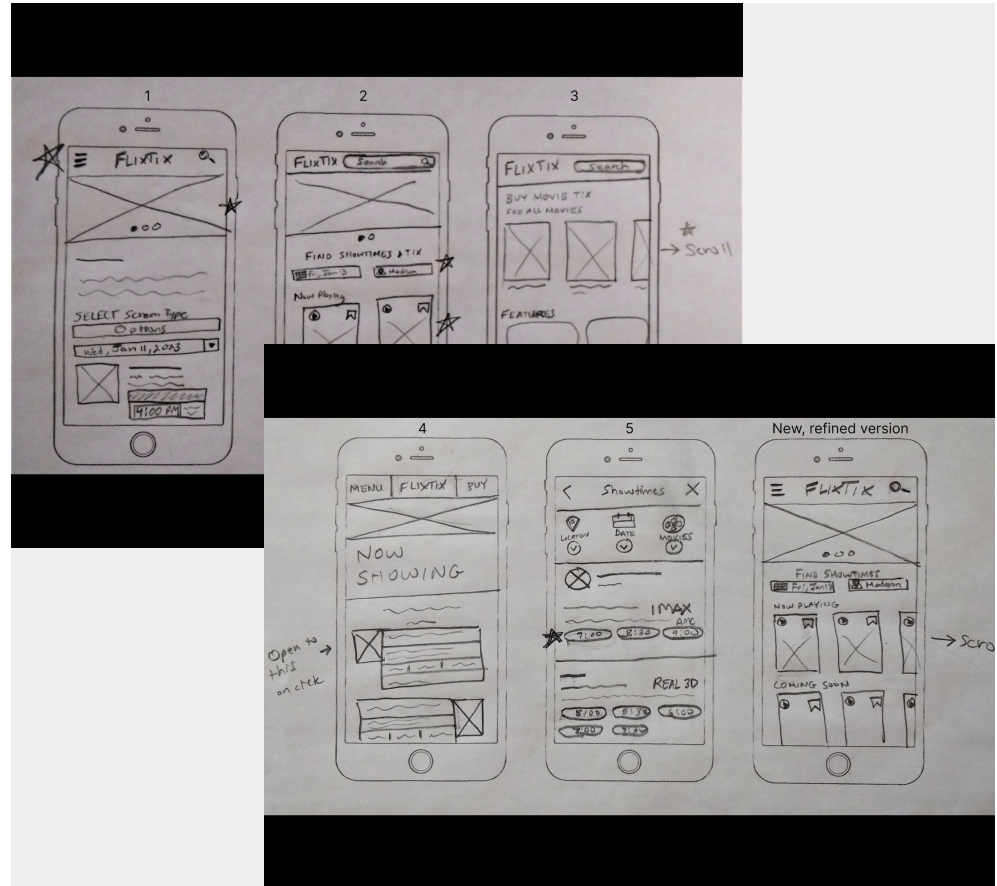
This is a user journey map for Alfie, whose goal is to save time by reserving a seat for a movie in advance so they can arrive right on time for the movie, but still guarantee a preferable seat.

ACTION	Find where the movie is playing	Pick the best time to see it	Reserve a seat	Arrive to the theater last minute	Enjoy the movie from an ideal seat
TASK LIST	Tasks A. Use movie app B. Decide on movie to see C. Browse available showtimes	Tasks A. Use movie app B. Check times for different theaters C. Decide on a time and theater	Tasks A. Check available seating for chosen time(s) B. Decide on a seat C. Pay for a ticket	Tasks A. Arrive on time B. Open app to show ticket to ticket checker C. Get checked-in for reserved seat	Tasks A. Find way to seat B. Claim reserved seat C. Sit and enjoy movie
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>Excited about searching for movie</li><li>Hopeful they'll find a seat</li></ul>	<ul style="list-style-type: none"><li>Frustrated about finding a time that works</li><li>Anxious that they might not find a time that works for them</li></ul>	<ul style="list-style-type: none"><li>Relieved to have found a seat and booked a ticket</li></ul>	<ul style="list-style-type: none"><li>Edgy about getting to the theater on time and hoping seat was not taken</li><li>Excited to be at the theater</li></ul>	<ul style="list-style-type: none"><li>Calm</li><li>Relieved to be sitting in seat</li><li>Excited to watch the movie</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>More complete listings of theaters &amp; showtimes</li><li>Allow for keyboard navigation</li><li>Provide a live-chat for conflict resolution</li></ul>	<ul style="list-style-type: none"><li>More user-friendly UI w/ clear links</li><li>Fewer words</li><li>More visuals</li><li>Provide live-chat option for limited sight / low-tech literate users</li></ul>	<ul style="list-style-type: none"><li>Clear how to continue</li><li>More user-friendly UI</li><li>Use icons &amp; color-coding to make color-blind friendly</li></ul>	<ul style="list-style-type: none"><li>Ease of ticket checking</li><li>Make use of push notifications for reminders of upcoming movie</li></ul>	<ul style="list-style-type: none"><li>Have digital ticket sent via email on purchase</li><li>Build rewards for using the app</li><li>Save info for faster use in future</li></ul>



# Paper wireframes

In putting together the paper wireframes, I analyzed what other existing companies were doing and what was working, taking ideas from the parts I liked about them, but also striving to improve on them, resulting in a single, refined home page to start from.

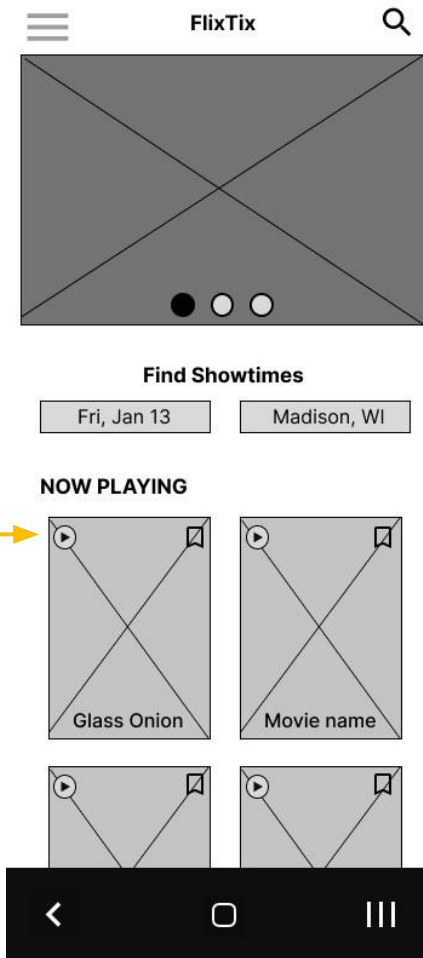


# Digital wireframes

Being an app for motion pictures, it seemed suitable to provide an app with an abundance of visuals. This also makes the app more user-friendly for those with limited English proficiency.

Videos do not play by default, but only when initiated by the user.

Users have the option to preview movies with a trailer that they can play and pause on tap



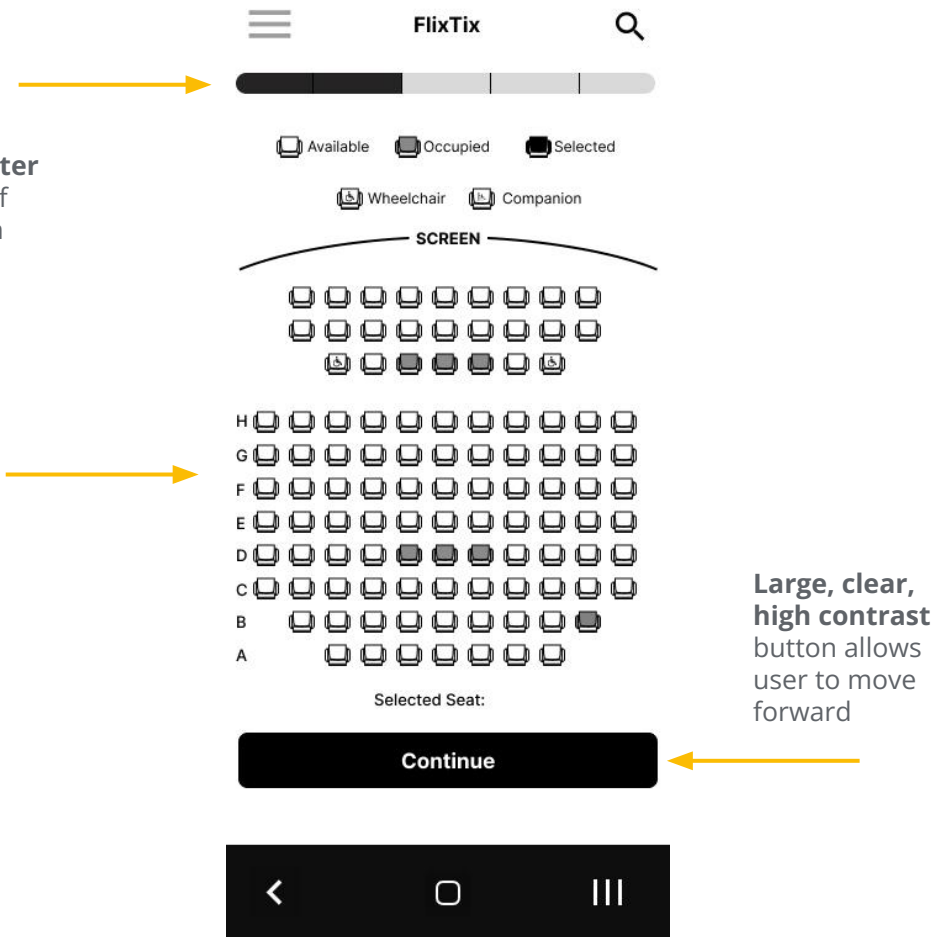
App has an assortment of visuals, making it accessible for even non-native English speakers

# Digital wireframes

The app continues to be highly visual throughout, providing a meter for users to track their progress once they've selected the movie they want to see.

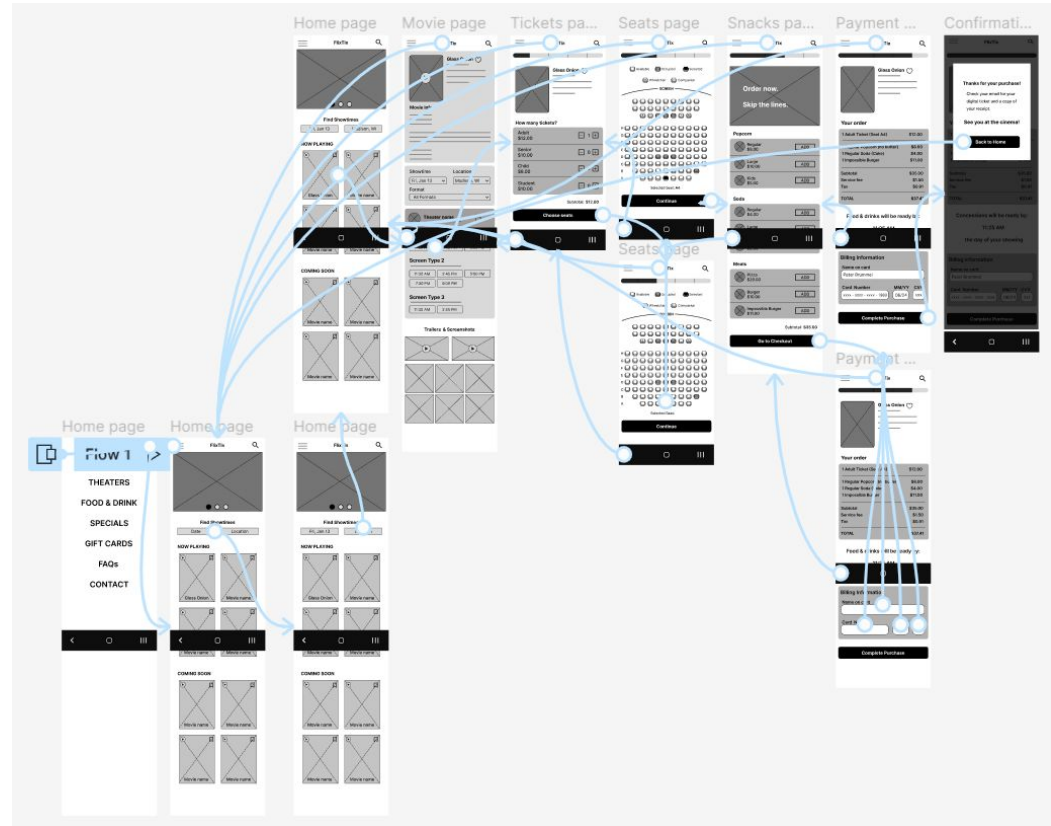
When users are prompted to book their seat, they can see exactly where they're going to sit in relation to the theater.

From **progress meter** to bird's eye view of the **seating**, design continues to be highly-visual, and therefore more **accessible** to all types of users



# Low-fidelity prototype

Link to the prototype is [here](#).



# Usability study: findings

All in all, participants enjoyed using the app, but agreed there could be greater use of common, everyday features like a calendar, as well as more interactivity, and a way to sign-in after creating a profile.

## Round 1 findings

- 1 Users want a realistic, pop-out calendar to view their month at a glance
- 2 Users want a faster way of opting out of any non-essential steps
- 3 Users, particularly limited-English speakers, prefer a more visual app

## Round 2 findings

- 1 Users prefer more interactivity, e.g. a carousel hero image
- 2 Users prefer a user-profile icon / easier way to sign-in
- 3 Users need colors to fit WCAG standards for better contrast



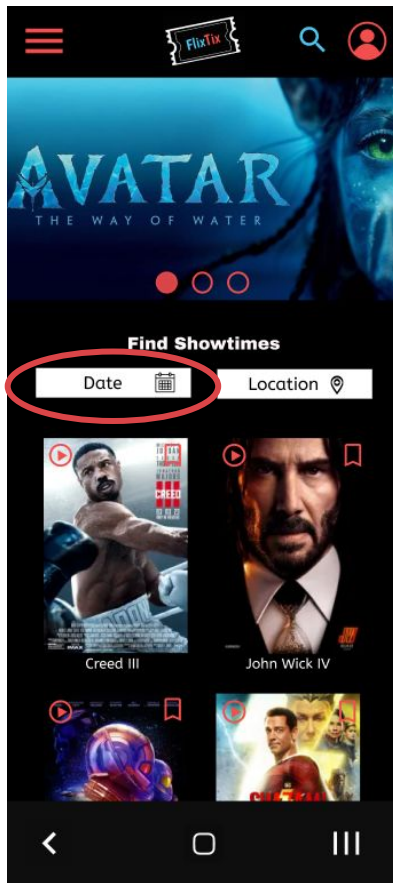
## Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

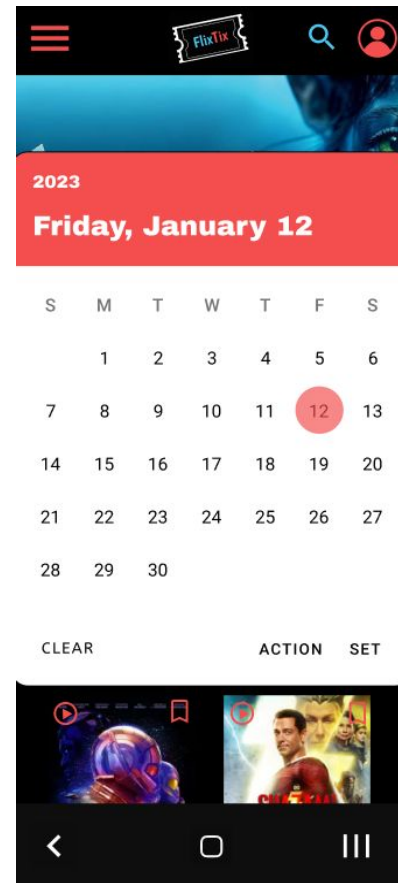
# Mockups

A usability study indicated users preferred having a visual of the calendar, and one where they could fully visualize the days of the week the same as on a real calendar. In the original mockup, no calendar was available to select from.

Before usability study



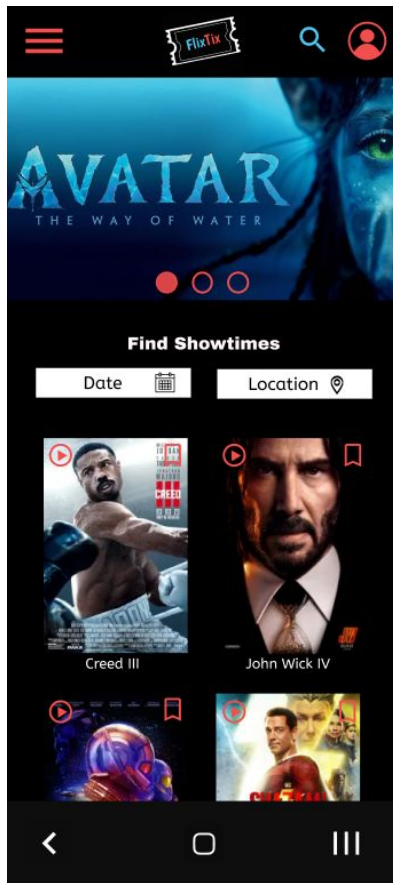
After usability study



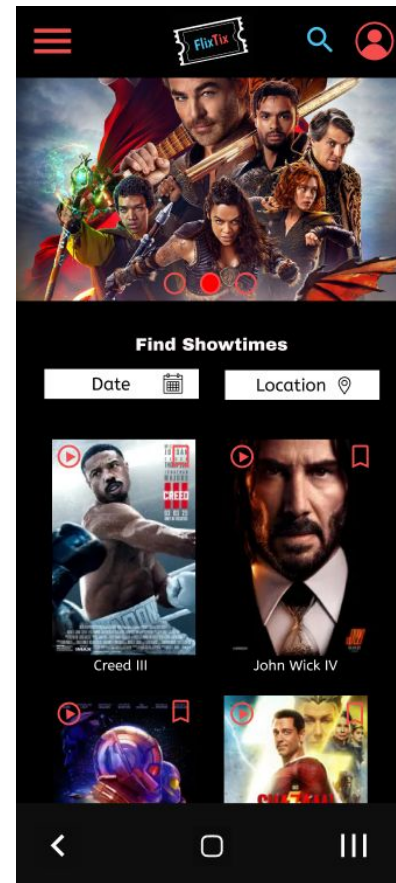
# Mockups

A useability study indicated users preferred having more interaction with the app, so a sliding carousel was offered in which different hero images will rotate on tap. Additionally, users can even rotate the main image by dragging it left or right.

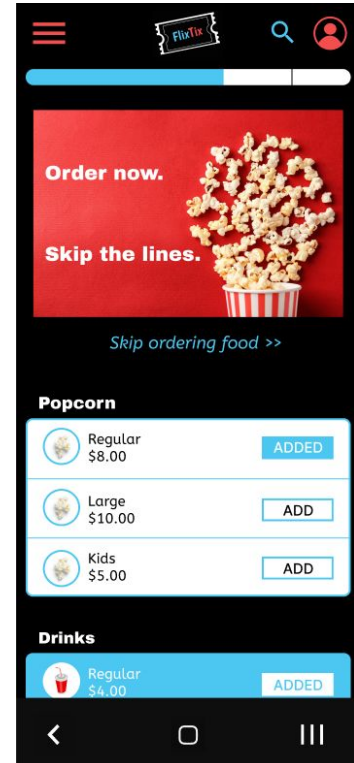
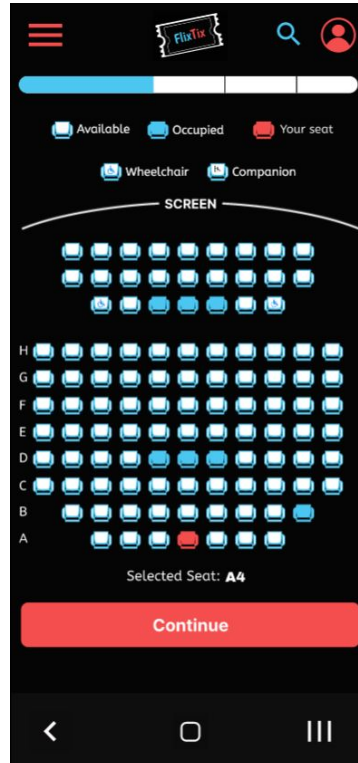
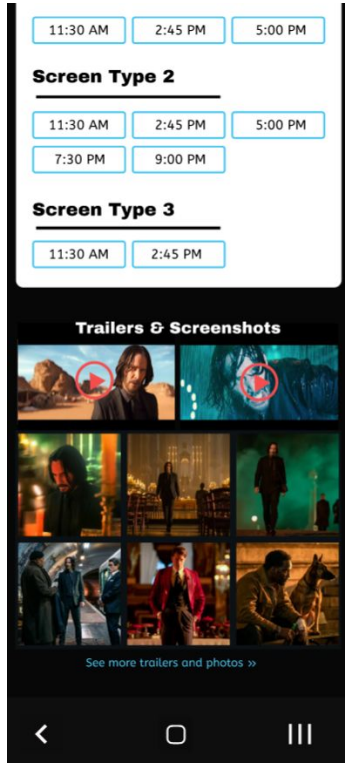
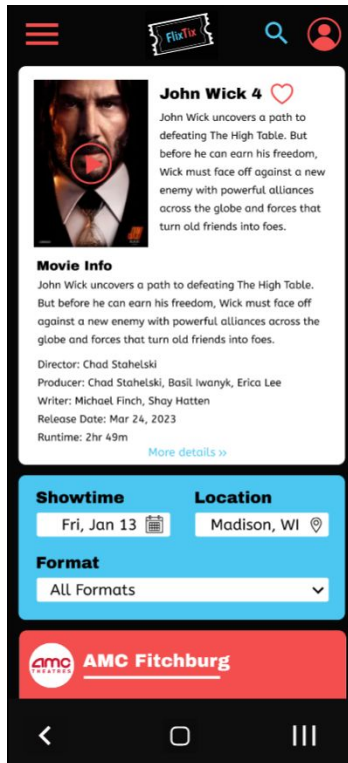
Before usability study



After usability study



# Mockups



# High-fidelity prototype

The final high-fidelity prototype features added **icons** and **imagery**, and increased **interaction** for a more visual, hands-on user experience.

View it [here](#)



# Accessibility considerations

1

Ensured color contrast met the highest WCAG standards (AAA level) for easier viewing for all types of users.

2

App is abundant with visuals (both icons and imagery) to help ensure all types of users know exactly what they are clicking on.

3

Interactive features can be manipulated by tapping, as well as dragging and/or scrolling, depending on the action.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

All users found the app easy and enjoyable to use, particularly after its updated design. Users universally agree that more images means a more user-friendly experience, regardless of any language barrier or not. Finally, they love when an app is simple and efficient to use, saving them time.



## What I learned:

While designing the FlixTix movie booking app, I learned that my initial ideas for the app were only the foundation of its creation. To that extent, the app became a result of what was needed by the user-base, with each iteration building upon a desire to relieve user pain points and make things easier for them.



# Next steps

1

Continue getting feedback / conducting useability studies on the app, and addressing any new user pain points.

2

Research other movie apps ongoingly to remain up-to-date on current trends in the industry.

3

Begin coding the design into a real-world app!

# Let's connect!



Thank you for your time reviewing my work on the FlixTix movie booking app!  
If you'd like to see more or get in touch, please contact me via my email or phone below!

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