

Website Design for BigPicture cinema

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Project overview



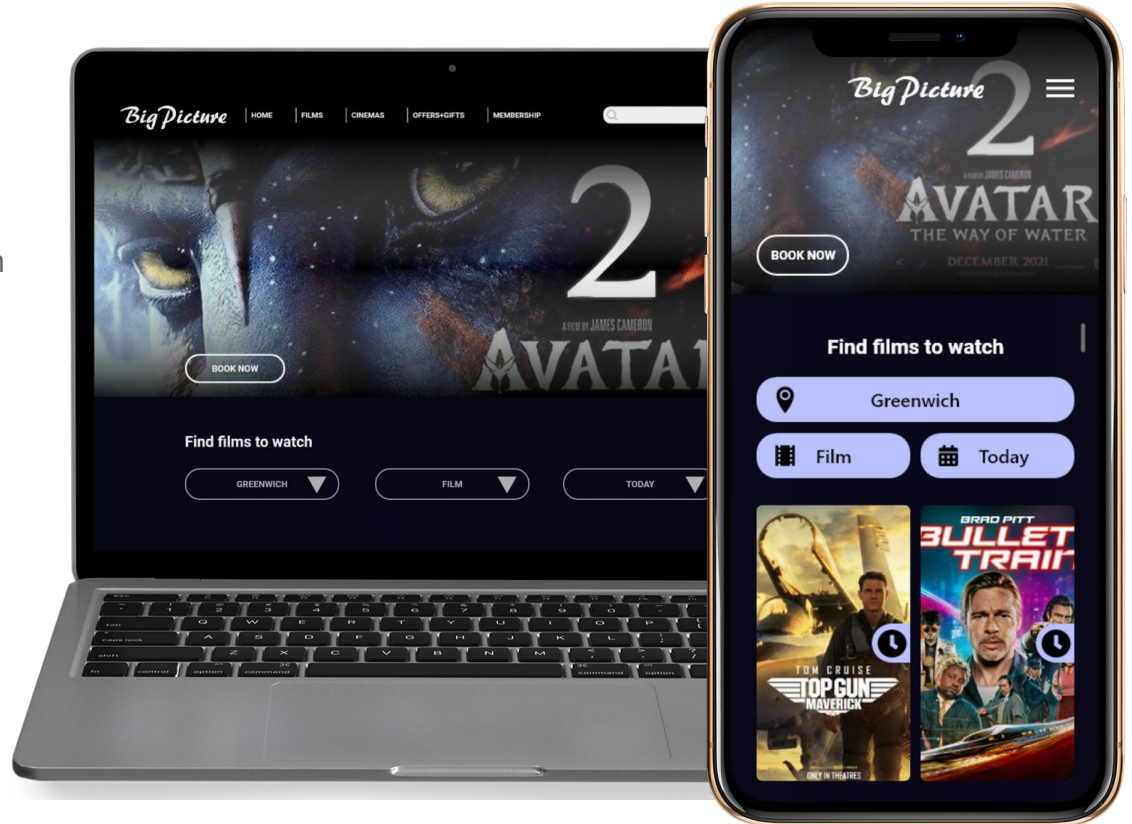
The product:

A website for **BigPicture** chain of cinemas that allows customers to quickly book movie tickets on a browser on any device



Project duration:

August to December 2022



Project overview



The problem:

BigPicture is a well-known chain of Cinemas in the UK. Their customers would like to pre-book their tickets so they don't have to queue up at the till as its the main source of frustration for the customers



The goal:

The goal is to create a responsive website that looks great on large and small screens without sacrificing features or functionality.

Team



My role:

UX Designer



Responsibilities:

- User Research
- Wireframing
- Conducting Usability Studies
- Prototyping (lo and hi-fi)
- Design Iteration

Understanding the user

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

User research: summary



INTERVIEWS

Quantitative

"When did you decide to go to the cinema?"

"Which device do you use to book tickets?"

Qualitative

"Why did you not book tickets online?"

"please describe your ordering process"



ASSUMPTIONS

Confirmed assumptions

Customers didn't want to wait in a queue when they just want a ticket and no additional snacks

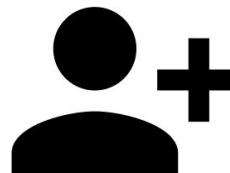


DEMOGRAPHIC

Age: 15-55

Sex: Male/Female

Employment: Students, Professionals, Self-Employed



SUB DEMOGRAPHIC

Parents with small children. Parents want a more efficient way to book tickets and snacks without having to make the kids wait in a queue

User research: pain points

1

Pain point

Long queues at the cinema. Some customers just want the tickets and no snacks but the queue is the same for both.

2

Pain point

Online ticket booking is not very user friendly and not well designed for a mobile screen. Customers tend to abandon the process and book tickets on the spot

3

Pain point

Customers who did pre-book tickets online but also want snacks also need to queue up at the cinema which means they are not saving any time by pre-booking online

4

Pain point

People who like to go and watch a film when it premieres find it hard to find good seats when they try to book seats at the cinema forcing them to compromise by booking less desirable seats.

Persona: Mo

Problem statement:

Mo is a healthcare professional who enjoys going to the cinema to experience the latest blockbusters. He needs a website to order his tickets on the go as he find is hard to plan his visits to the cinema and he tends to do them spontaneously. He doesn't like wasting time in a queue but is particular about where he sits.



Age: 29
Education: Bachelors Degree
Hometown: London
Family: 2 Sisters
Occupation: Pharmacist

"I love visits to the movies, nothing beats the big screen experience and I would love an easy way to order tickets in advance and get a great seat"

GOALS

- Wants to be able to get tickets quickly without waiting in a queue
- More accessible mobile website that doesn't feel cramped

FRUSTRATIONS

- Doesn't want to wait in a long queue just to get a ticket
- self checkout machines can be unreliable. It's annoying to be at the payment screen only for the payment not to go through

Mo is a 29 year old Pharmacist living in London. He lives at home and has 2 sisters. One of his favorite activities is going to the movies and see the latest blockbuster flick. His sisters don't share the same passion for films as Mo but he does not mind going alone (in fact he prefers it). His biggest frustration with buying tickets is the long queues he has to wait in because the people ahead of him are choosing snacks and where they want to sit. Another frustration is the poor mobile experience when booking tickets in advance from the cinema's website and the self-checkout machines not always being reliable when accepting payment or printing ticket.

Mo's User Journey

Find a film to watch

Invite others

Go to the cinema

Buy the tickets

Enjoy the film

Task List

What does the customer do?

Search on Google for the cinema name and location to see a list of films showing

Pick a few and go to YouTube to see the trailers

Go to IMDB and read the reviews about the film

Decide on a film to watch

Message friends asking if anyone wants to go see the movie with him

Decide on the best mode of transport (car or public transport)

Go to the cinema

Go to the self checkout machine

Find the film you came to watch

Pick a time and a seat

Pay for and collect the tickets

Approach the cinema attendant and show them your ticket

Go to the screening room showing your film

Find your booked seat

Enjoy the film

Feeling

How does the customer feel at this stage?



Excited about booking a film to watch



Worried about no one being available



Excited about seeing the film



Worried about making a mistake during booking



Relieved that the booking process is over



Curious to see what's available to watch



Optimistic about going to watch a film with someone



Disappointed about the seats he wanted are already taken



Excited about finally watching the film



Happy about completing the booking

Opportunities

What can be improved?

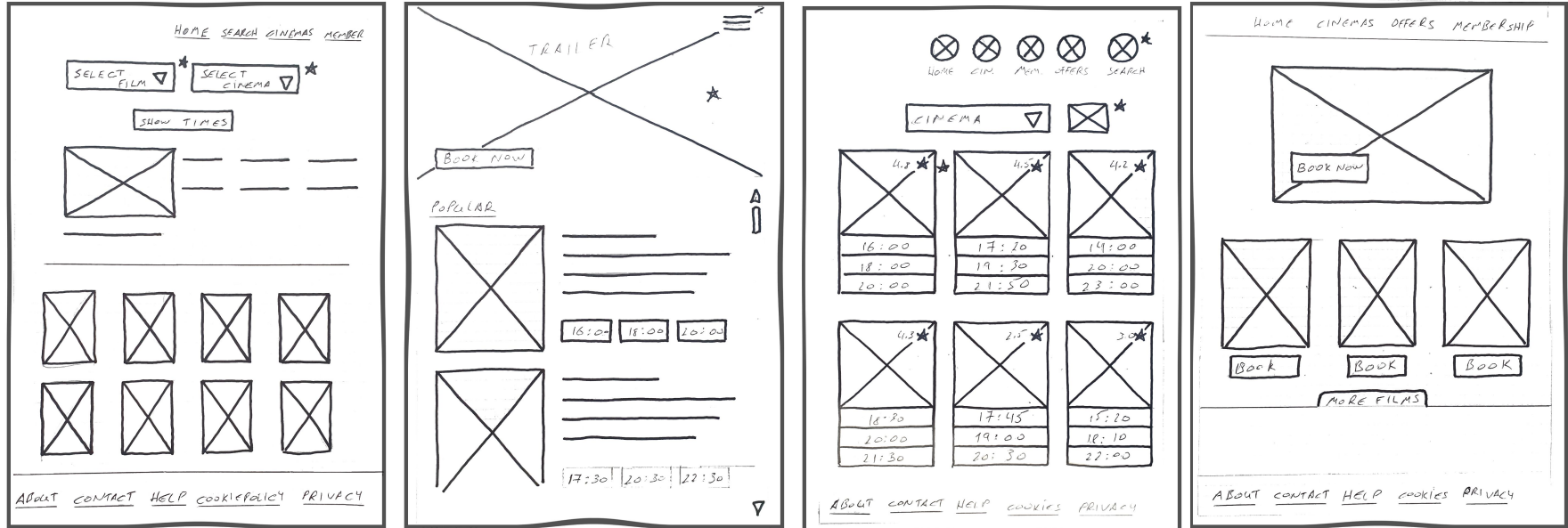
A website that combines all the film research tools i.e. Available films to watch, the rating the critics/viewers have given the film and a Trailer that can be watched in browser

An option to generate a shareable link to the movie, time and date

A link to Google Maps to show how to navigate to the cinema

A website/app that combines the usability of a self checkout machine to order tickets in advance

Paper wireframes

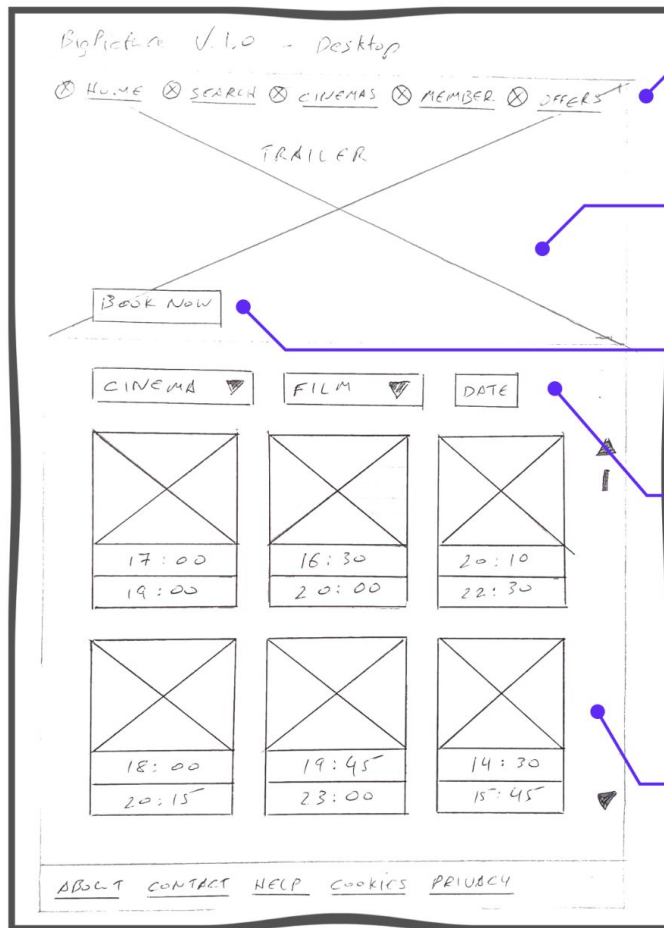


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes

Paper wireframes

Desktop

For the **Home Screen**, I prioritized a speedy booking process by giving the user all the information they need to decide what film they want to see in which cinema and on what date and time. Big pictures will be used to help the user **find the film** they want **faster**.



A compulsory navigation menu to be placed at the top of the page as the user will be expecting it there by way of familiarity

Large trailer video to be played as soon as the user accesses the Home Page to further entice the customer to book the newly released film

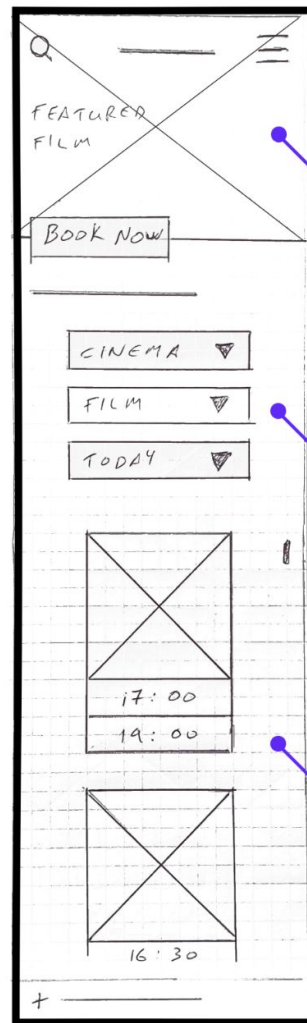
Book Now button placed over the trailer video. This will help the user understand that the button is in relation to the trailer they are watching i.e. book this film now

A filtering menu - if the user knows what they want to watch, they can quickly filter for it using these buttons to find what times are available in their chosen cinema

The standout feature - available films are displayed here with the next two showings. The user can tap directly on one of the times and skip several steps of the booking process making the whole experience faster.

Paper wireframes

Mobile



The trailer video is to be replaced by a static image of a headline film. Mobile connection tends to be slower and a static image will load faster than a video

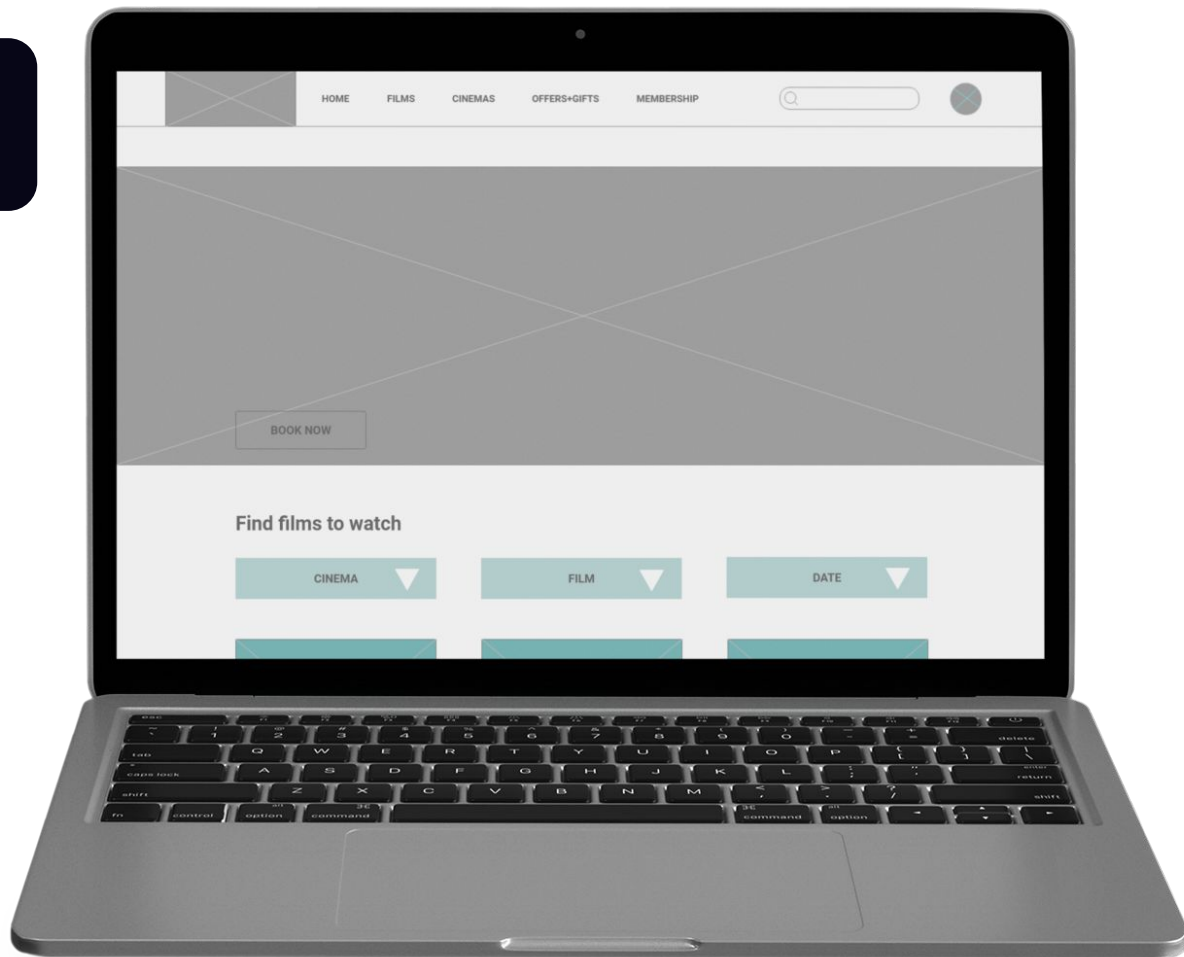
The filtering menu - stacked vertically to accommodate the portrait aspect of the mobile screen

The available films are stacked vertically in a single column as restricted by the smaller screen size. Single column is necessary to maintain high quality UI

Digital wireframes

Desktop

The digital Home Page wireframe remained almost identical to the paper wireframe with some minor cosmetrical adjustments such as having a search bar in the navigation bar instead of a search button



Digital wireframes

Mobile

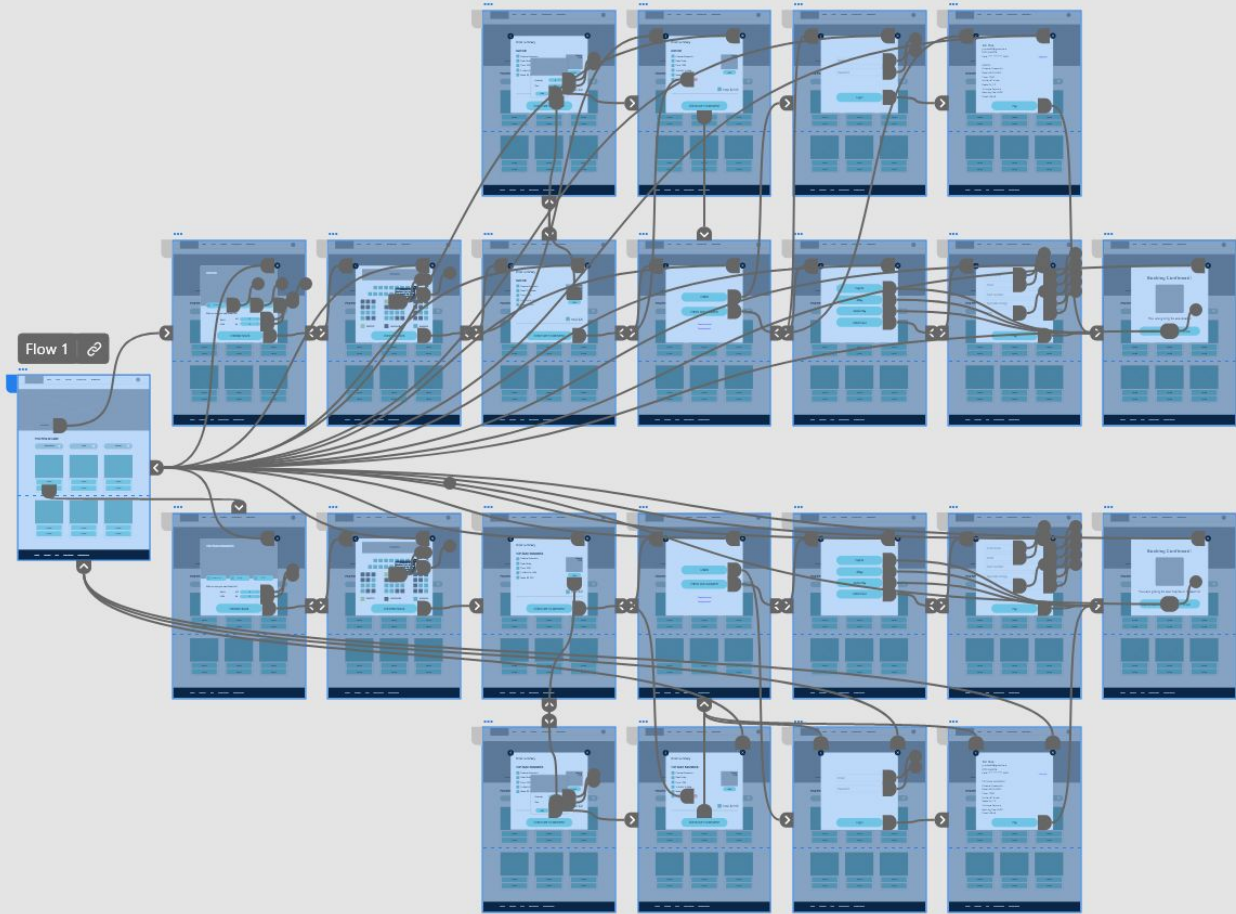
The mobile digital Home Page also remains mostly true to the original paper wireframe. One distinct change I have made here is the 'filtering' menu - I've decided to go for a simpler design and give the user buttons instead of a drop-down list to save space on the screen and a less cluttered feel.



Low-fidelity prototype

Using a complete set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was ordering movie tickets so that this flow could be tested in a usability study.

VIEW PROTOTYPE



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study highlighted some of the pitfalls the participants faced and it helped improve designs from wireframes to mockups. The second study used a Hi-Fi prototype and revealed what aspects of the mockup needed refining

Round 1 findings

- 1 The popup window on a mobile screen is not helpful/useful
- 2 Picking seats is confusing. More colours are needed to differentiate
- 3 Users did not like where the 'Add Popcorn' button was on the mobile version

Round 2 findings

- 1 User's were mostly satisfied with the improvements

Refining the design

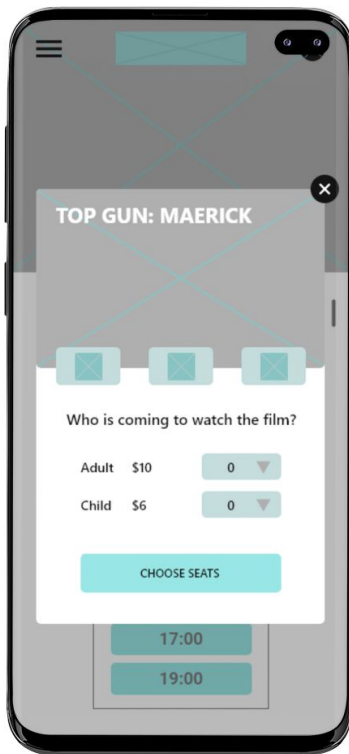
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

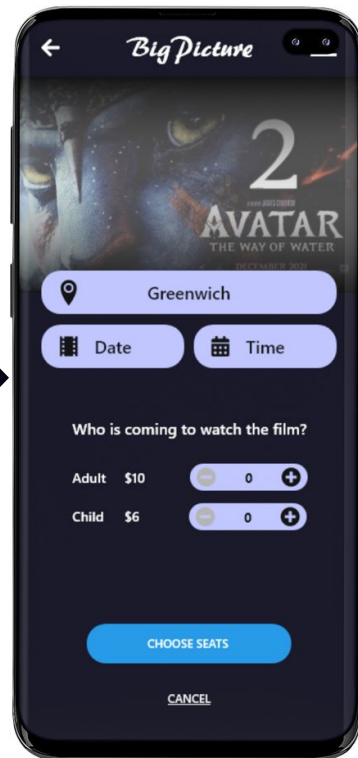
After the usability studies, I needed to redesign most of the ordering flow on the **mobile website**.

The booking pop-up was replaced with it's own screen which gives the user more maneuverability and feels less cramped.

Before

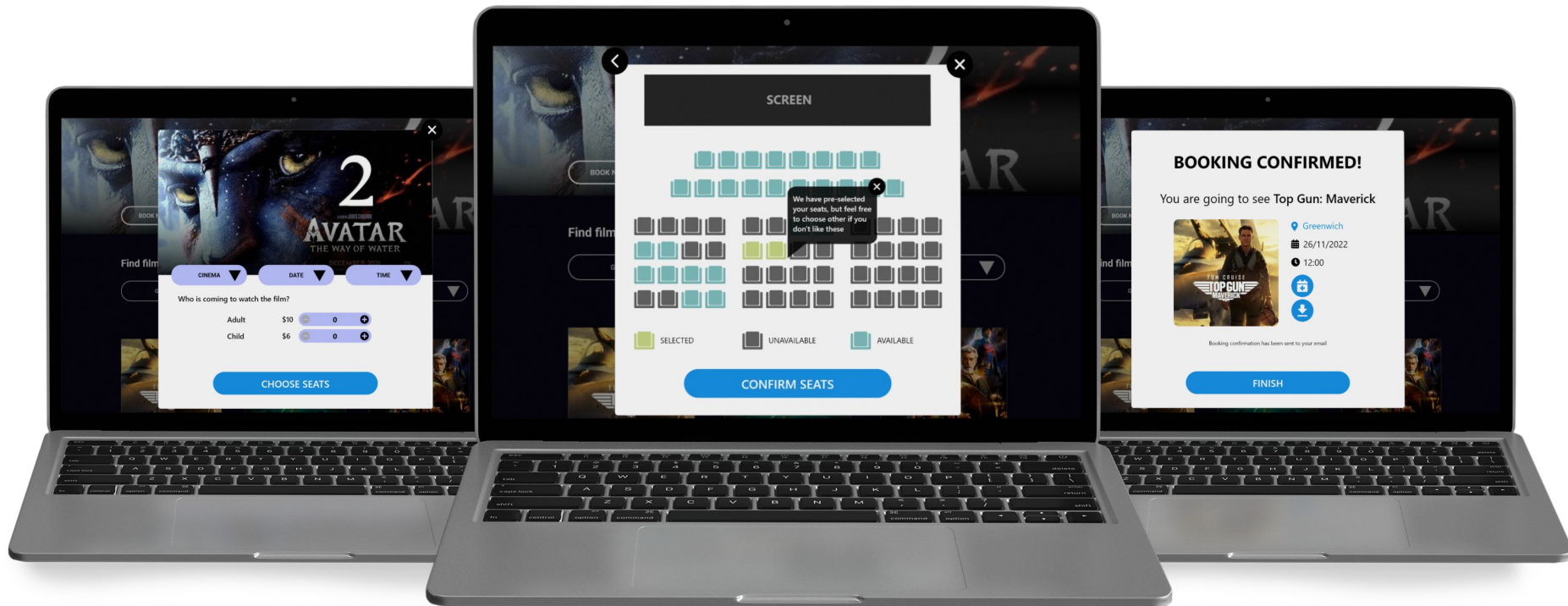


After



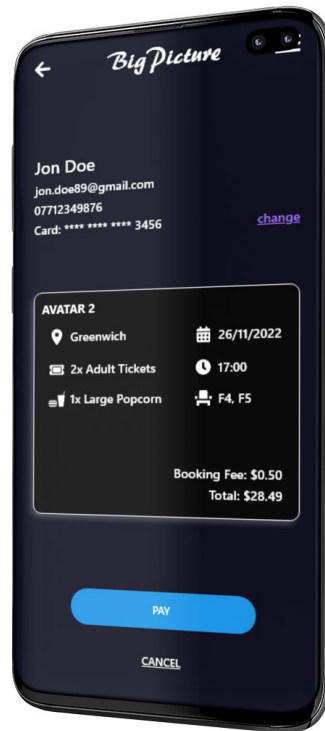
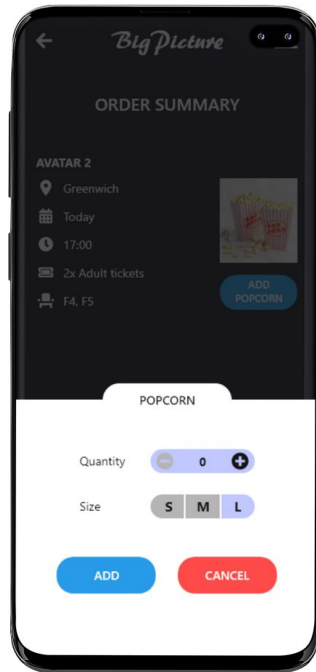
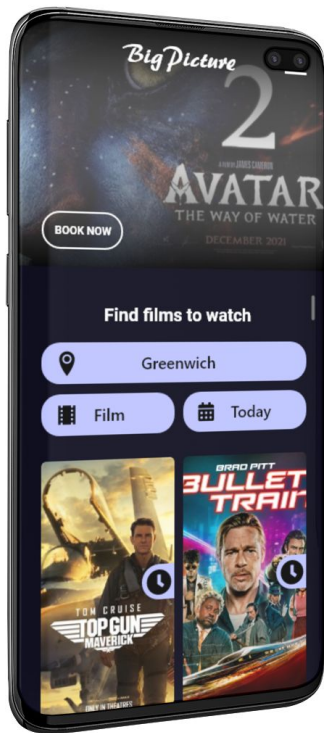
Mockups

Desktop



Mockups

Mobile



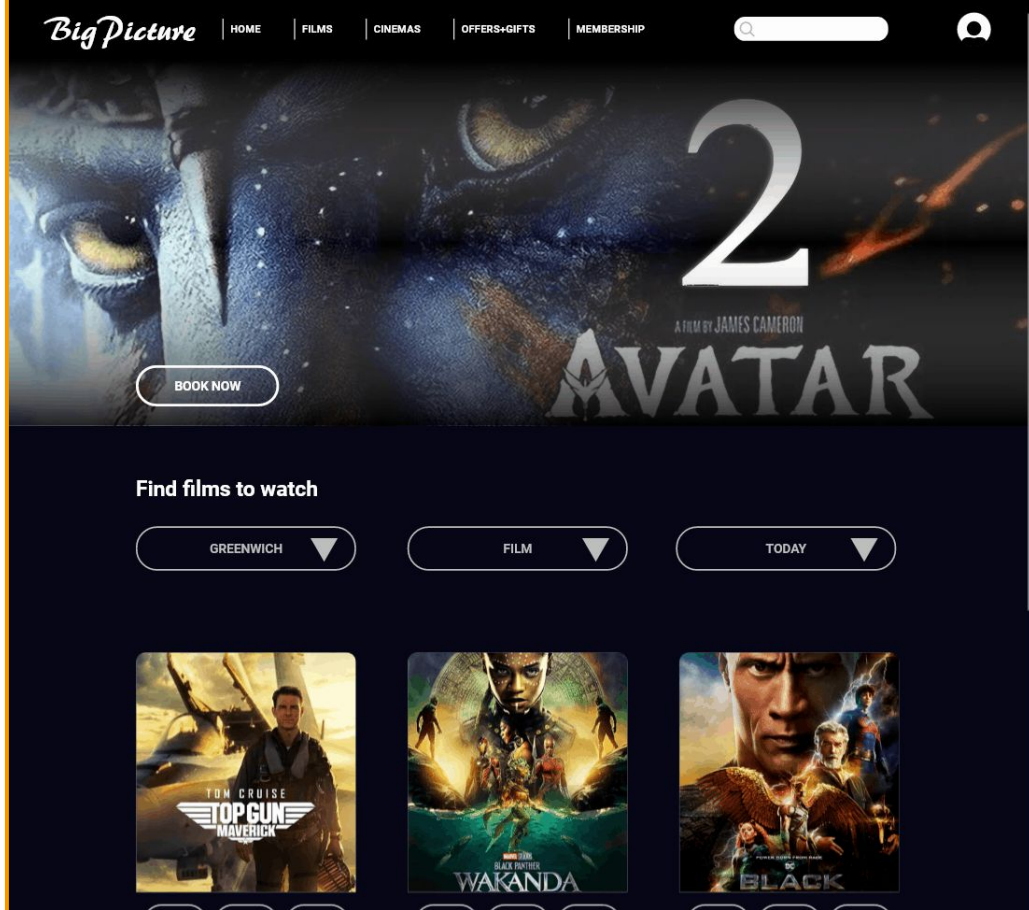
High-fidelity Prototype

Desktop

The final Hi-Fi prototype:

- **Reduces scrolling** - no need to scroll for time on the film element
- A **simplified** popcorn adding process
- Once logged in, the information displayed is **visually more appealing**
- Confirmation screen now includes **more information and more functionality**

[VIEW PROTOTYPE](#)



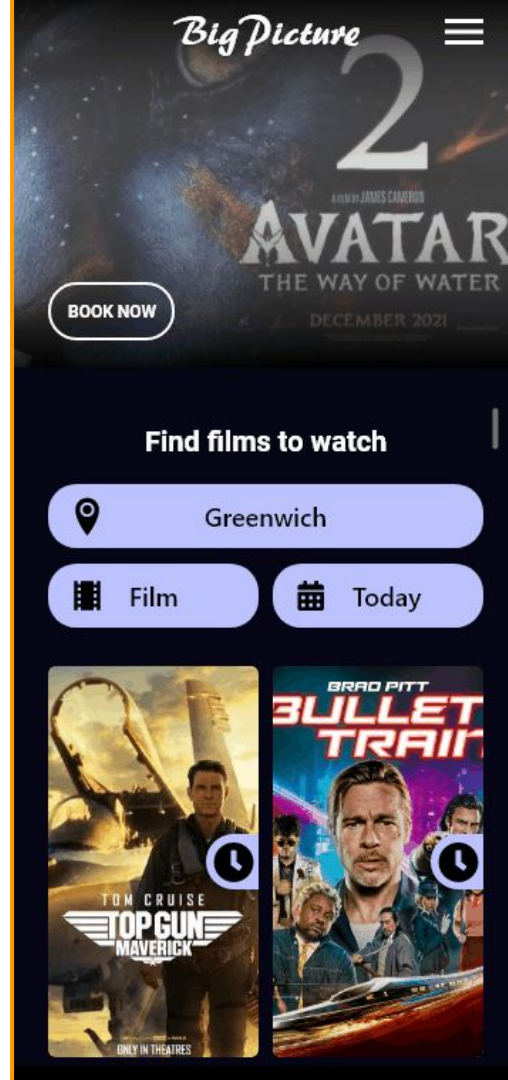
High-fidelity Prototype

Mobile

The final Hi-Fi prototype

- Removed the **pop-up booking window** as seen on the Desktop site
- Redesigned the 'available times' under a film that is more compatible with the mobile format
- Films are displayed in 2 rows on the mobile site instead of one. Technically it is possible and visually more appealing.

[VIEW PROTOTYPE](#)



Accessibility considerations

1

Use icons to help make navigation easier

2

Stick to a colour scheme that complies with WCAG standards to help people with colorblindness see the text more clearly

3

Large text on Large buttons to minimize the possibility of tapping the wrong button

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The website gives the user more confidence when booking tickets online. It focuses on speed and mobile usability and as a result, users are more willing to book tickets on the go

One quote from peer feedback:

"The mobile site of the BigPicture website is the best website I've ever used by any Cinema chain"



What I learned:

The key differences between using Figma and Adobe XD. Both have their benefits and drawbacks but both can achieve the same results

Next steps

1

Improve the transitions
between screens and
buttons to make the
website feel more modern

2

Conduct another round of
usability studies to
validate whether the pain
points users experienced
have been effectively
addressed

Let's connect!



Thank you for your time reviewing my work on the BigPicture responsive website! If you'd like to see more or get in touch, my contact information is provided bellow.



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