

Design a movie trailer app for a movie theater

Renee Valentine

Project overview



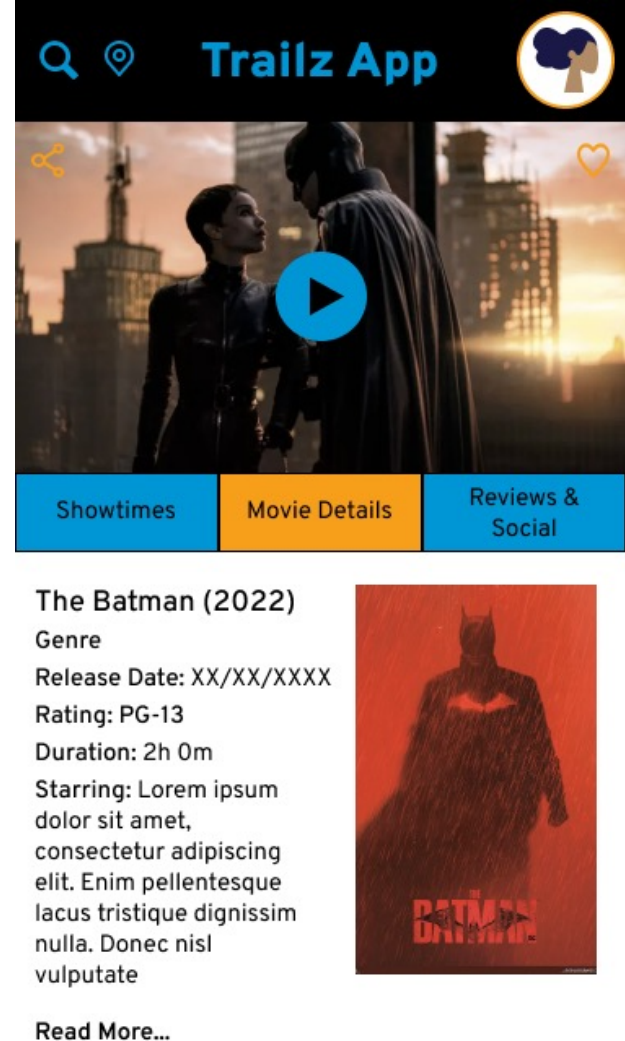
The product:

This app will help users not only view trailers for movies they're interested in seeing, but also allow for them to buy tickets to those movies.



Project duration:

January 2022 – March 2022



Project overview



The problem:

Users want an accessible, convenient way to view movie trailers for movies playing in theaters nearby.



The goal:

The Trailz App will let users view premium movie related content, which will effect movie fans, by giving them the ability to watch movie trailers, exclusive movie content, and interviews .

Project overview



My role:

UX Designer



Responsibilities:

User research, wireframing, prototyping, and mock up creation.

Understanding the user

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

User research: summary



I conducted primary qualitative research, which included interviews, surveys, and moderated usability studies.

We assumed the users would be able to easily navigate to the trailer page of a movie, and then be able to select and purchase tickets.

We identified some issues in the UI, that caused confusion for users when they tried to buy tickets.

User research: pain points

1

Pesky Ads

Ads were disruptive to the viewing experience.

2

Inconvenient

Having to go from site to site OR app to app, to see not only the trailer, but exclusive content, reviews, and other content pertaining to the movie of interest.

3

Socializing

Not being able to socialize on the app. Whether that's to share movies of interests between profiles, being able to comment on movies the user seen, or simply being able to send tickets to others

4

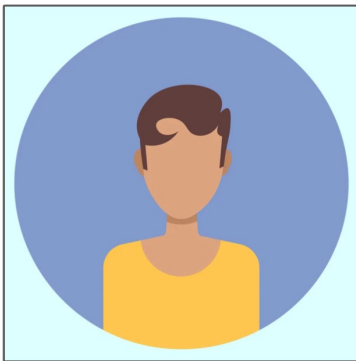
Expensive

Not having a lot of options to save on movie ticket purchases.

Persona: Nicholas

Problem statement:

Nicholas is a Film Student who needs to see movie trailers and interviews because they want to know more about a movie before going to the theater to see it



Nicholas

Age: 19

Education: Film Major

Hometown: Philadelphia, NY

Family: Middle Child

Occupation: Bookstore Clerk

“Long last, the days of critics are dead and gone.”

Goals

- Nicholas wants to be able to watch something they can discuss with his friends.
- Nicholas watches trailers, reads synopses, but doesn't really care about what other people think about movies, unless they're his friends.
- Nicholas wants to be able to go to the movies all of the time.

Frustrations

- Ads ruin the experience of watching a trailer.
- Although Nicholas loves movies, going to the movies is expensive.
- Nicholas feels like they have to go searching for content on the movies beyond the trailers. (i.e. interviews with cast and crew)

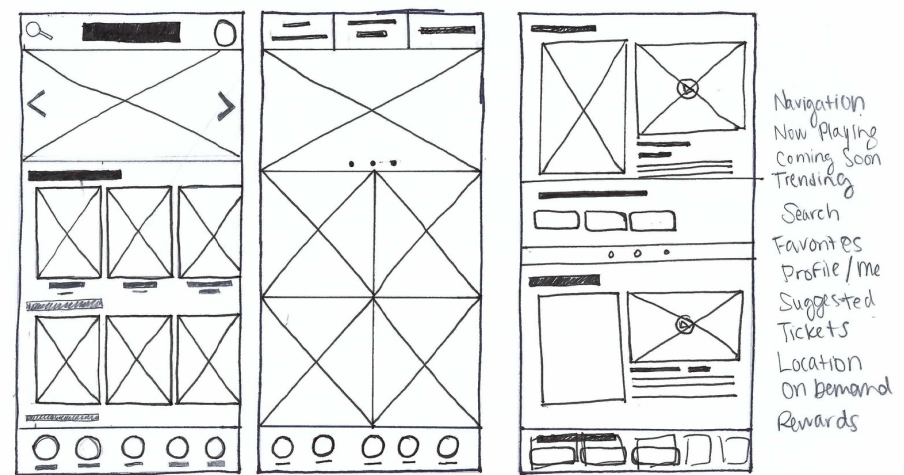
Nicholas is a Film Major at Marymount College. They consider themselves a cinephile, and really enjoy watching movies in the theater. Unfortunately, although he works as a Bookstore Clerk, he's still a struggling college student who makes just enough money to get by. He'd love to go to the movies more, but just doesn't always have the means to go in person.

User journey map

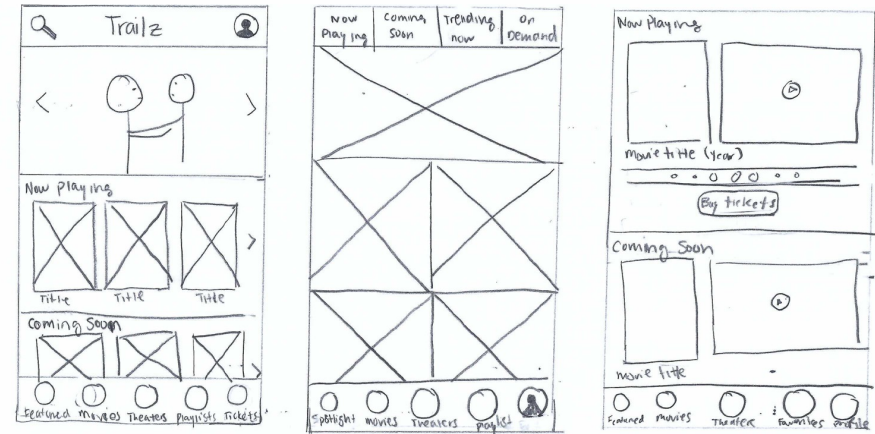
ACTION	Select local movie theater	Review Now Playing & Coming Soon movies	Review details of the movie of interest	Watch movie trailer	Find movie tickets
TASK LIST	Tasks A. Go to homepage B. Search for theater by location C. Find out if theater options are accessible D. Select accessible movie theater	Tasks A. Navigate to “Now Playing” & “Coming Soon” section or page B. Review movies available. C. Go to page for movie(s) already interested in.	Tasks A. Read synopsis B. Read reviews C. Read ratings. D. Review Box Office	Tasks A. Turn on subtitles B. Watch trailer C. Watch ads D. After ad watch the rest of the trailer.	Tasks A. Decide on movie to watch. B. Share with friends and/or family. C. Find option to buy tickets.
FEELING ADJECTIVE	• Hesitant • Relieved	• Overwhelmed • Curious	• Bored • Distracted	• Entertained • Frustrated	• Excited • Determined
IMPROVEMENT OPPORTUNITIES	Have option to filter by accessibility in an easy to find location	Limit number of options the user sees on the home page.	Expandable and collapsible synopsis and reviews setting	Integrate skippable ads, or present premium option to watch ad free.	Share icon that links to the web app Favorites list Buy button Seating map

Paper wireframes

- We wanted to start with designing the Main/Movie Page. This is where users can view their movie options.
 - The designs make it so that the movies are the focal point, and not much else.
- Considering the purpose of the app, which is to make it easy for moviegoers to see movie trailers and buy tickets.



Home v1



Home v2

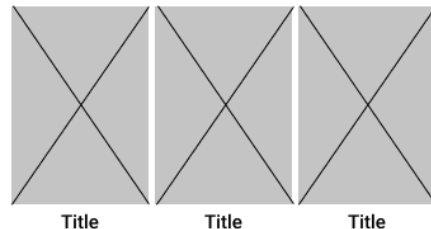
Digital wireframes

[Your notes about goals and thought process]

Now Playing is at the very top of the page, since most users tend to be there to see the recently released movies

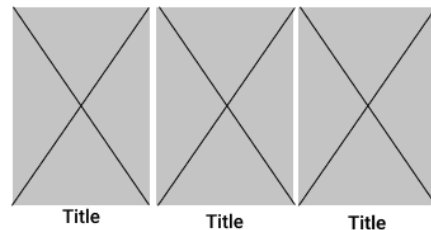


Now Playing



Without crowding the page, users can see an array of movies that are currently playing.

Coming Soon



Users can easily navigate to the main page, their favorites list, and their profiles.

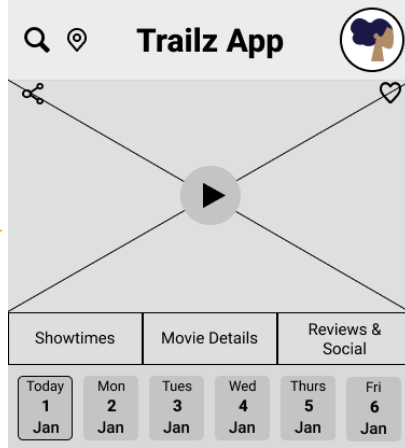


Digital wireframes

- This is the trailer page the user is directed to when they click a movie from the Movies page.
- Users can watch the trailers, but also view showtimes, movie details (ie. See additional content), and reviews and comments people are making on the movie.

The trailer is presented at the very top of the page

Here they can select showtimes for the movie they're viewing, based on their location.



Users can favorite or share this movie with friends or family

Users can select whether they want to buy tickets, see movie details or check out the reviews for the movie

Movie Theater 1.0 mi

Accommodation Accommodation Accommodation
Accommodation Accommodation

1:00p 1:30p 2:00p 2:30p

Movie Theater 2.0 mi

Accommodation Accommodation Accommodation
Accommodation Accommodation

1:00p 1:30p 2:00p 2:30p

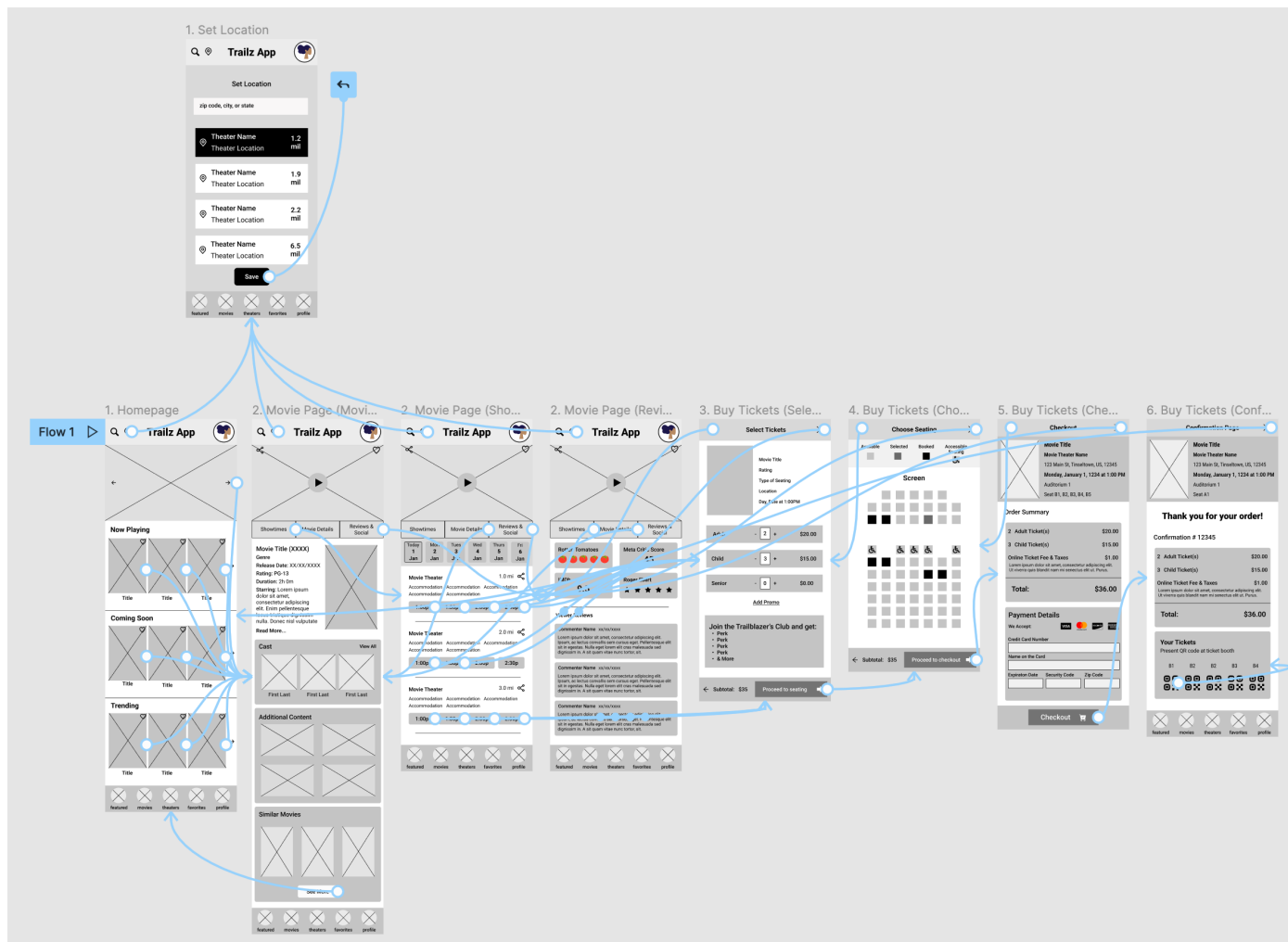
Movie Theater 3.0 mi

Accommodation Accommodation Accommodation
Accommodation Accommodation

1:00p 1:30p 2:00p 2:30p



Low-fidelity prototype



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Users had difficulty figuring out how to buy tickets from the trailer page.
- 2 UX writing could've been more accessible
- 3 Users could not distinguish between the Featured tab and the Movies tab

Round 2 findings

- 1 Users did not focus too much on using the reviews and socials tab on the trailer page
- 2 The iconography used to signify certain processes, were not always helpful
- 3 The Featured tab was unnecessary

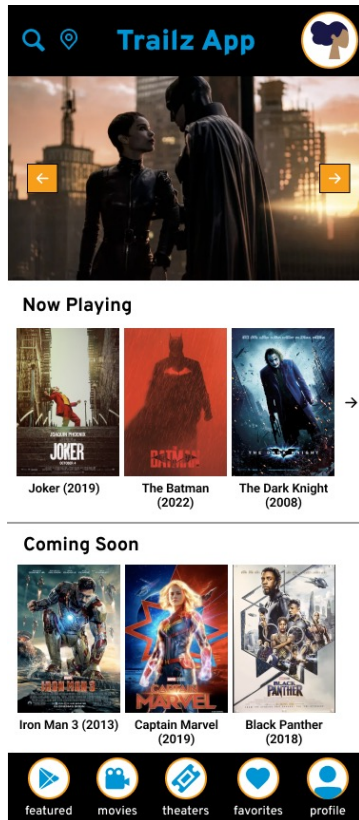
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

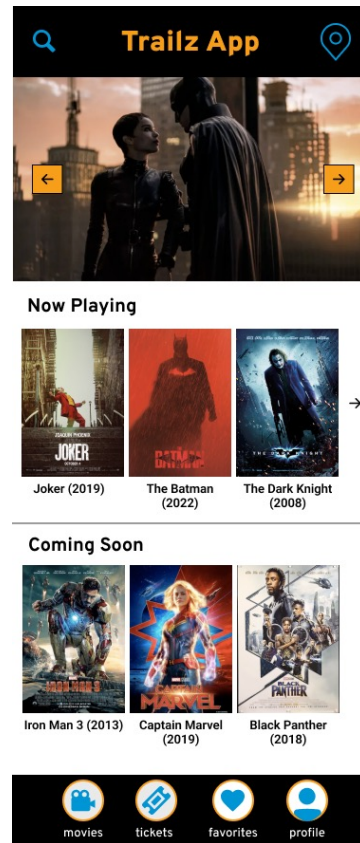
Mockups

- Removed the featured tab as the movies tab was more straightforward
- Changed the theaters tab to “tickets”, as the icon and the tab name were conflicting.

Before usability study



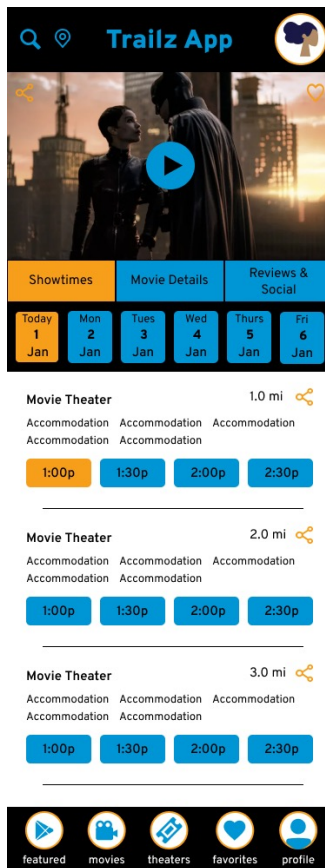
After usability study



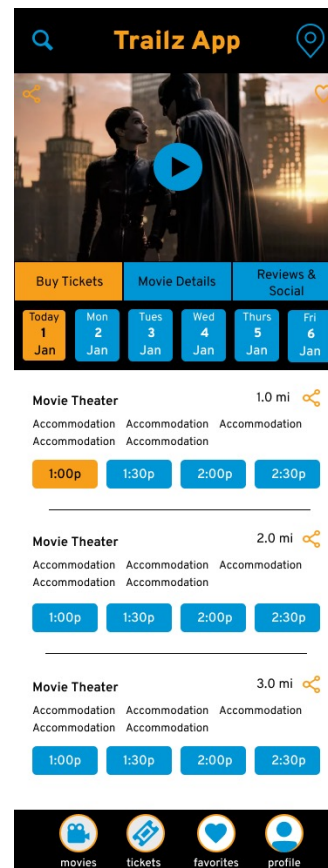
Mockups

- Changed the name of the tab on the trailer page to something more clear in terms of its purpose.

Before usability study



After usability study



Mockups



Set Location

zip code, city, or state

Theater Name 1.2 mil
Theater Location

Theater Name 1.9 mil
Theater Location

Theater Name 2.2 mil
Theater Location

Theater Name 6.5 mil
Theater Location

Save



movies



tickets



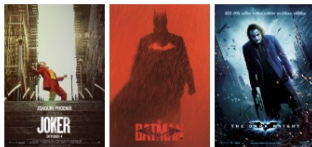
favorites



profile

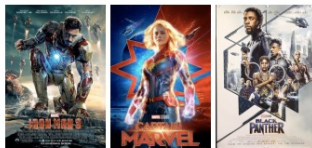


Now Playing



Joker (2019) The Batman (2022) The Dark Knight (2008)

Coming Soon



Iron Man 3 (2013) Captain Marvel (2019) Black Panther (2018)



movies



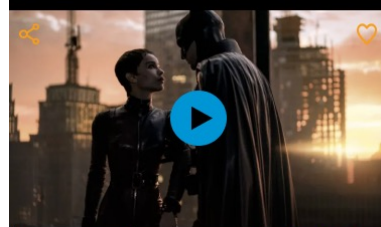
tickets



favorites



profile



Buy Tickets Movie Details Reviews & Social

Today 1 Jan Mon 2 Jan Tues 3 Jan Wed 4 Jan Thurs 5 Jan Fri 6 Jan

Movie Theater 1.0 mi

Accommodation Accommodation Accommodation Accommodation

1:00p 1:30p 2:00p 2:30p

Movie Theater 2.0 mi

Accommodation Accommodation Accommodation Accommodation

1:00p 1:30p 2:00p 2:30p



movies



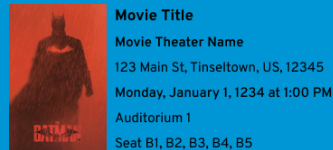
tickets



favorites



profile



Thank you for your order!

Confirmation # 12345

Your tickets have been sent to your email address: username123@gmail.com

2 Adult Ticket(s) \$20.00

3 Child Ticket(s) \$15.00

Online Ticket Fee & Taxes \$1.00

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut viverra quis blandit nam mi senectus elit ut. Purus.

Total: \$36.00

Your Tickets

Present QR code at ticket booth

B1 B2 B2 B3 B4



movies



tickets



favorites



profile

High-fidelity prototype

<https://www.figma.com/proto/8LK8VzE2UCGH3ZQHMWWhhCr/Portfolio?page-id=186%3A220&node-id=186%3A221&viewport=241%2C48%2C0.15&scaling=min-zoom&starting-point-node-id=186%3A221>



Theater Name
Theater Location

1.2
mil



Theater Name
Theater Location

1.9
mil



Theater Name
Theater Location

2.2
mil



Theater Name
Theater Location

6.5
mil

Save



Accessibility considerations

1

We made sure the iconography was more recognizable by users, and inserted text to accompany it where necessary

2

Used contrasting colors so to help folks who have visual disabilities

3

Made sure to display accessibility options at each movie theater

Thank you!