

# MovieGO

Created by  
**FADHLAN ZAKIRI**

As part of  
**Google UX Design Professional Certificate**

# Project Overview



## The Product:

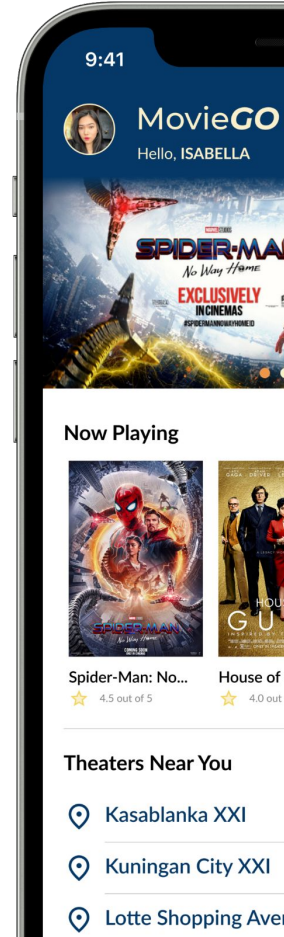
MovieGo is an application that enables the users to book the movie ticket in advance from any movie theaters available around them. It aims to ease users' process to book the ticket and choose movie or theater based on their preferences. MovieGo targets anyone, especially who's tech-savvy and watches a movie for at least once every one or two months.

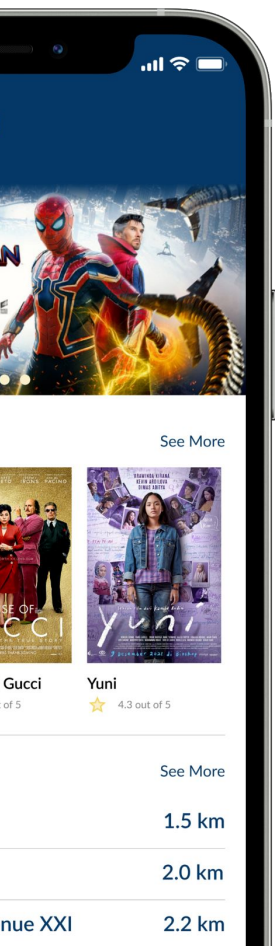


## Project Duration:

October 2021 - January 2022

MovieGO





# Project Overview



## The Problem:

Young adult who still find hassle to watch movies at a theater



## The Goal:

Creating MovieGo ap so people, especially tech-savvy young adults, can book and watch movies at a theater without hassle

MovieGO

Google

# Project Overview



## My Role:

UX designer designing MovieGo from conception to delivery.



## Responsibilities:

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

# Understanding The User

- User Research
- Personas
- Problem Statements
- User Journey Maps

# User Research: Summary



I had a casual conversation with people about watching a movie at the theater and understand their pain points and needs. The problem is identified during the conversation (indirect interview).

But problems identified during the interview is not limited to some hassles while ordering or booking a movie theater ticket. Problems like preferences, payment problem, and others were identified after the interview as well.

# User Research: Pain Points

1

## Accessibility

With existing applications, some young adults still have hassles to book their movie theater ticket because of payment system, ticket accessibility, preferences, etc.

2

## Time

The hassles that was experienced by some people is time-consuming and makes people feel tired even before watching the movie at the theater

# Persona 1: Isabella

## Problem statement:

Isabella is an attentive visual designer who needs to sit at the best seat in the movie theater because she wants to understand the movie very well when sitting at the seat of her choice.



**Isabella Ayunda**

**Age:** 23

**Education:** Architecture

**Hometown:** Bandung, Indonesia

**Family:** 1 (alone)

**Occupation:** Visual Designer

*"I learn so much about how important a visual factor to our lives."*

### Goals

- Learn about visual elements around her
- Doing things calmly so that everything can go well
- Choose the best spot to sit at the theater

### Frustrations

- "It's frustrating when I can't choose my choice of seat when I want to book my ticket."
- "I'm afraid that the ticket would sold out just because the app suddenly did not work."

Bella is a new visual designer who works at a fashion retail company in Bandung. As a visual designer, she has to oversee the implementation of decoratives at her company stores. She likes to go to the movie theater, especially when a new movie of a genre that she likes is playing on the theater. Sometimes she goes alone, or with her friends. If the movie is still on the premiere status, she uses an app to book the ticket, despite the unresponsiveness of the app, and the hard times that she felt while choosing the seat.



# Persona 2: Ibrahim

## Problem statement:

Ibrahim is a practical software engineer who wants to go to the theater and watch movie hassle-free because he wants to enjoy the experience of going to the theater without having to feel tired.



**Ibrahim Susanto**

**Age:** 25

**Education:** Comp. Science

**Hometown:** Jakarta, Indonesia

**Family:** 3 (incl. parents)

**Occupation:** Software Engineer

*“As a software engineer, I like when things work smoothly and hassle-free”*

### Goals

- Create a software that works smoothly
- Going all in for works to ensure that his works have no hassle for the user
- Ordering from the app to avoid long queue, especially when watching a premiering movie

### Frustrations

- “When I want to watch this movie, the queue at the theater is tiring”
- “The app is good, but the fact that I have to create another eWallet is bothersome.”

Ibrahim is a computer science graduate who currently works at a startup company based in Jakarta. Every one or two months, he goes to the movie theater to watch something to relieve his tiredness from working as a software engineer. Sometimes he watches movie of his choice alone or with friends. He usually goes directly to the theater to buy the ticket, but he also sometimes orders the ticket online to avoid long queue, especially when he wants to watch a premiering or popular movie.

# User Journey Map

The map reveals how helpful the MovieGo app will be for people like Isabella, as well as Ibrahim, since both of them want to watch a movie without hassles.

## Persona: Isabella Ayunda

Goal: To find the best seat in the theater

ACTION	Finding the nearest theater	Deciding the movie to watch	Choosing the seat	Buy the ticket	Keep the ticket
TASK LIST	Tasks A. Check the MovieGo app B. Identify the nearest theater	Tasks A. Choose the movie to watch B. Check the available time	Tasks A. Identify the studio/theater map B. Determine the seat	Tasks A. Review the booking B. Finish the payment process	Tasks A. Keep the ticket on the app B. Go to the theater C. Print the ticket at the theater
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>Confused with the list of theaters</li><li>Excluded because the nearest location can't be identified</li></ul>	<ul style="list-style-type: none"><li>Overwhelmed with the movie option</li></ul>	<ul style="list-style-type: none"><li>Anxious with the existing studio/theater map</li><li>Baffled with the unresponsiveness of the app</li></ul>	<ul style="list-style-type: none"><li>Alerted while reviewing the booking</li><li>Relieved that the booking is finished</li></ul>	<ul style="list-style-type: none"><li>Happy to know that the booking is success</li><li>Excited to watch the movie</li><li>Wonder why should print the ticket</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>Enabling GPS function</li><li>Better location listings based on the GPS</li></ul>	<ul style="list-style-type: none"><li>Add movie suggestions based on the user</li></ul>	<ul style="list-style-type: none"><li>Increase app responsiveness</li><li>Better studio/theater map design</li></ul>	<ul style="list-style-type: none"><li>Enabling payment from other payment providers</li></ul>	<ul style="list-style-type: none"><li>Add reminder</li><li>Enabling in-app eTicket</li></ul>

# Starting The Design

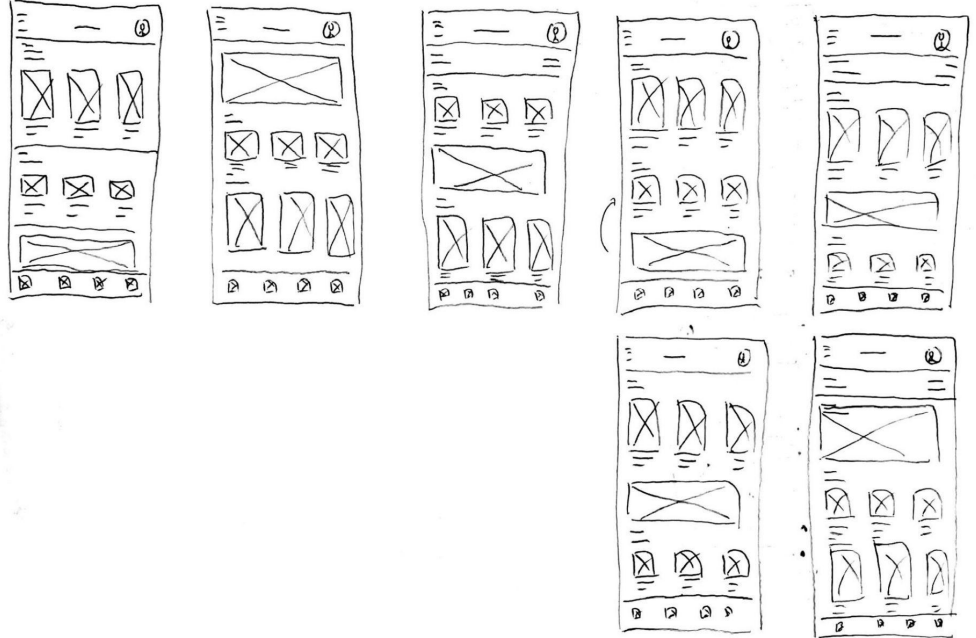
- Paper Wireframes
- Digital Wireframes
- Low-Fidelity Prototype
- Usability Studies

# Paper Wireframes

As most wireframing process was done directly on Figma, the paper wireframe was done solely to design the home screen of the application

MovieGo

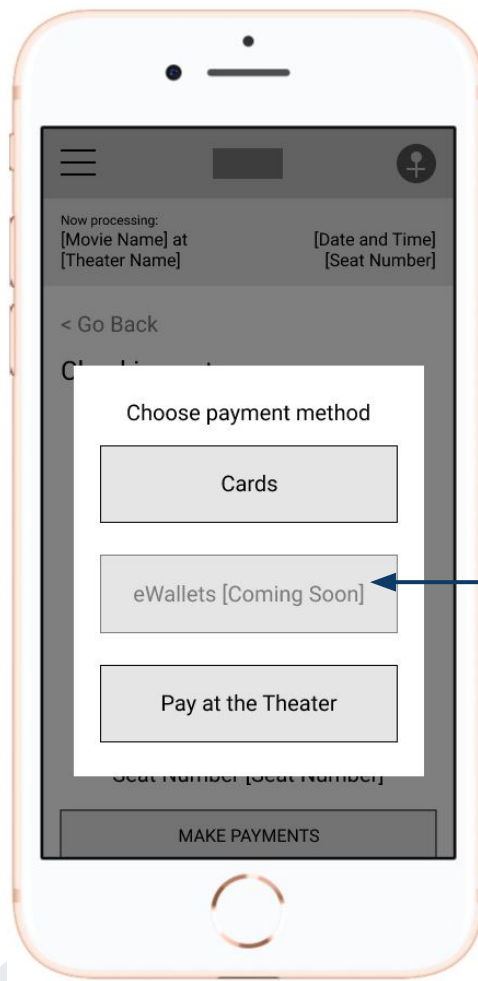
- Newer theater
- Now playing (based on preferences)
- Highlights



MovieGO

# Digital Wireframes

The first thing I consider in making the wireframes is to provide greater user's freedom of control in the application.

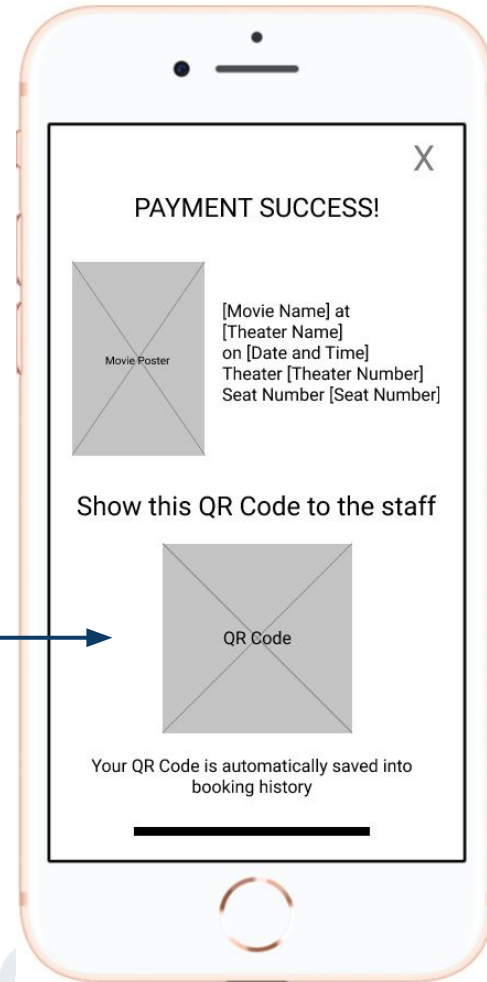


Providing multiple payment options enable users to choose according to their preferences

# Digital Wireframes

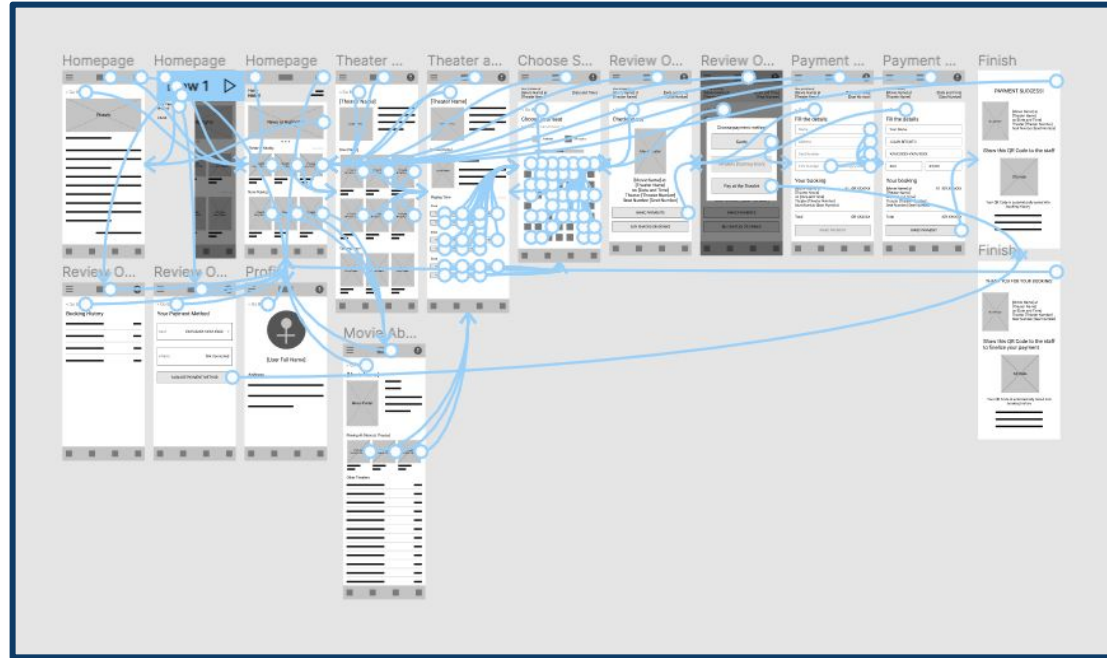
Additionally, some features might be needed to enhance the experience of the user while using the application.

Providing QR code to the users enables them to go to the movie theater and pre-check everything without hassles



# Low-Fidelity Prototype

As the digital wireframes is completed, I connect all wireframes to resemble the process of booking a movie theater ticket so it can forms a prototype to be used in the first usability study



# Usability Study: Findings

The usability study was conducted in two rounds. The first round was for the low-fidelity prototype, while the second one was for the high-fidelity prototype. The first study showed few critical aspects to solve and to be implemented on the high-fidelity prototype.

## Round 1 findings

- 1 User's freedom of control
- 2 Information clarity
- 3 Supporting feature

## Round 2 findings

- 1 Feature enhancement such as movie suggestion based on preferences or popularity, popular theaters, and others



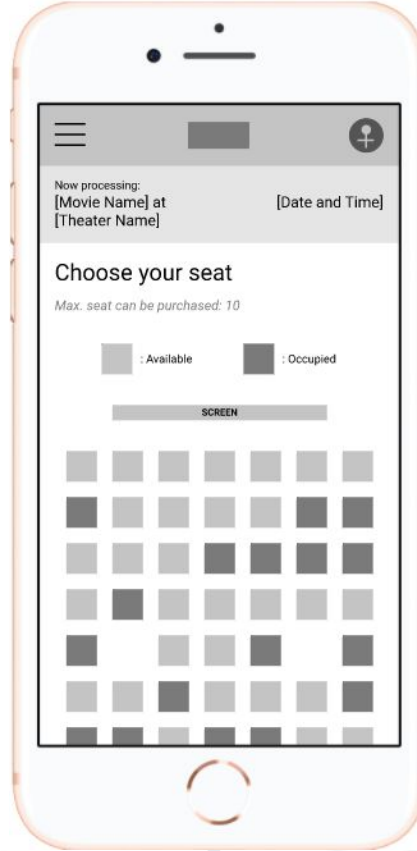
# Refining The Design

- Mockups
- High-Fidelity Prototype
- Accessibility

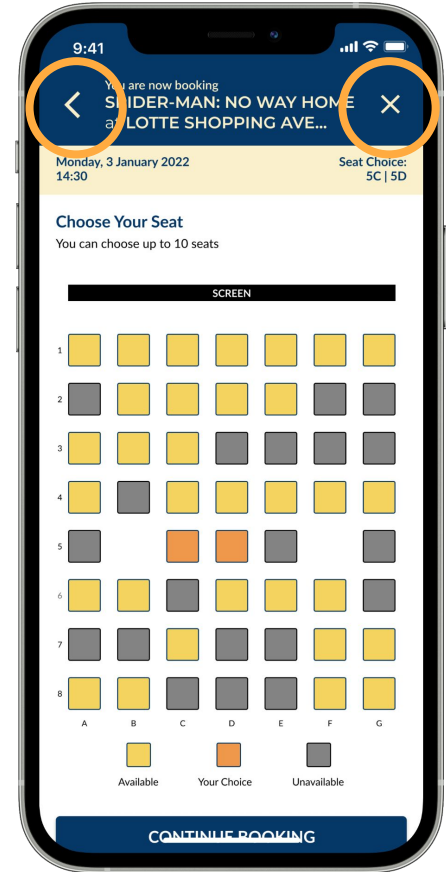
# Mockups

From the first usability study, some users were asking about how to go back to the previous process. To enhance the user's freedom, I put back and exit button in every related screen.

Before usability study



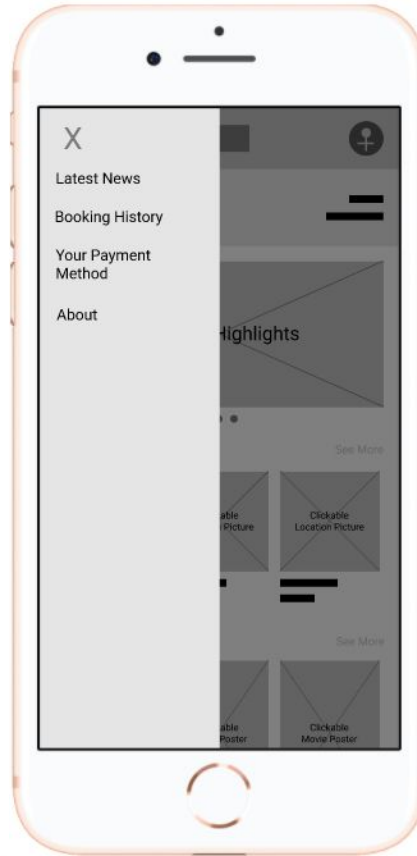
After usability study



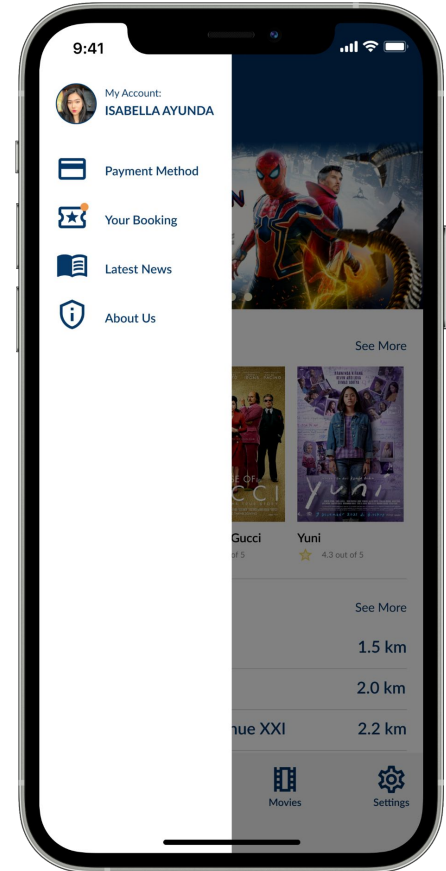
# Mockups

In the early design, the burger menu and profile were separated. But since the first usability study showed that there was a confusion experienced by the users, I decided to unify the feature in the high-fidelity prototype.

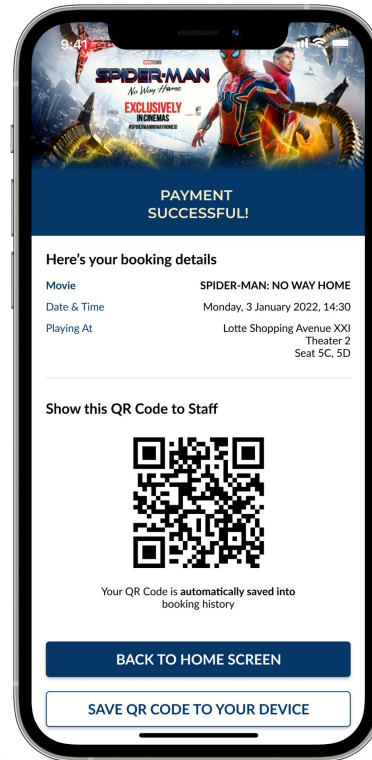
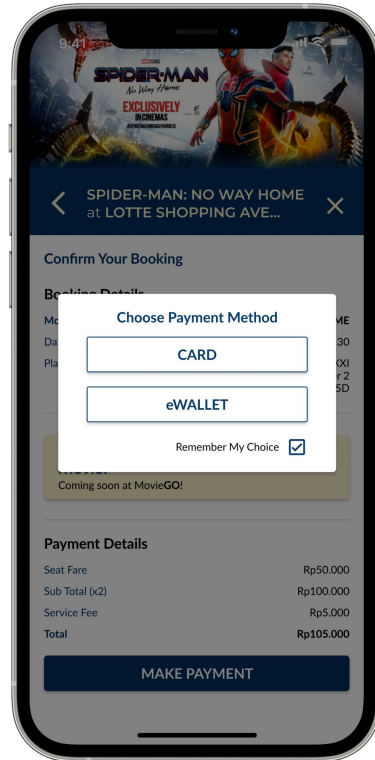
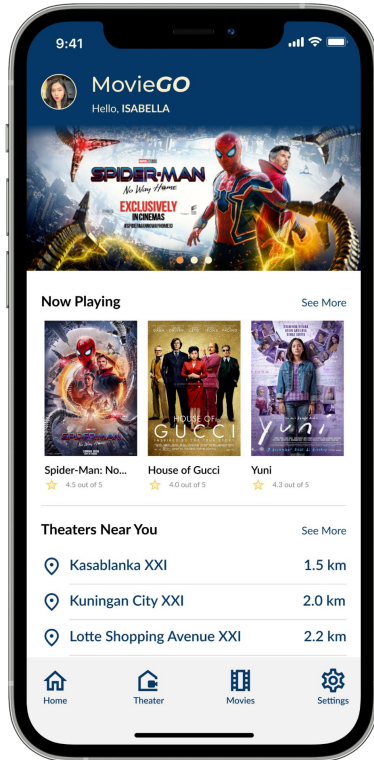
Before usability study



After usability study



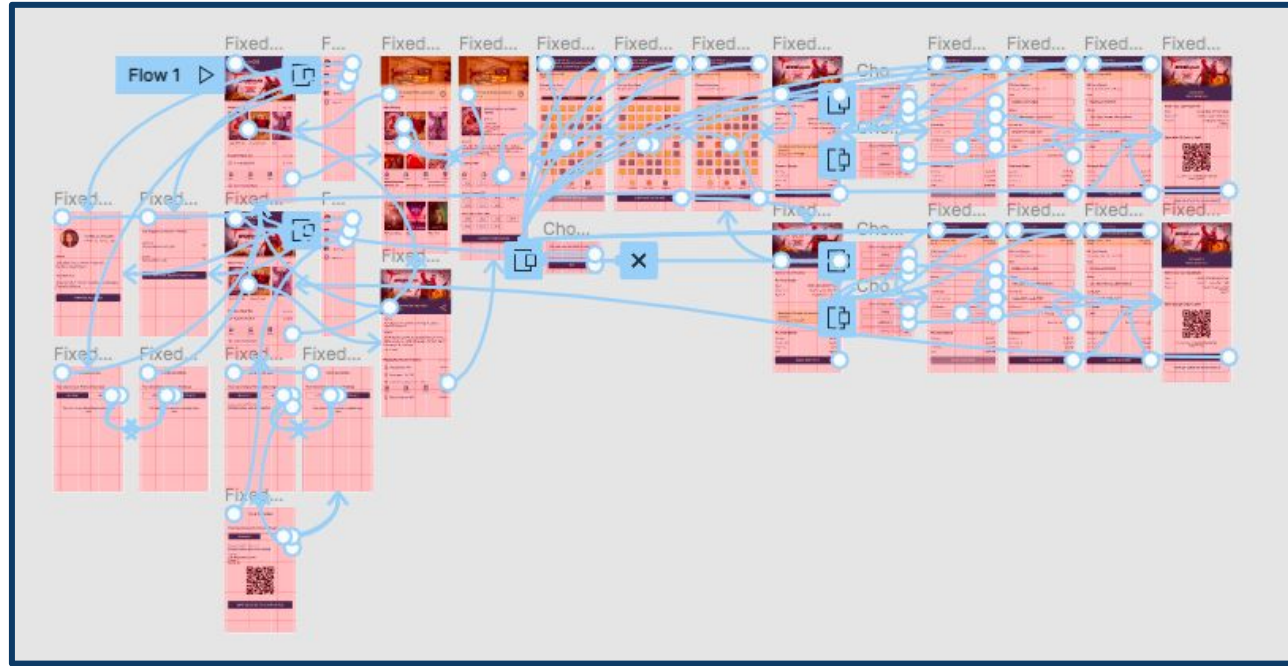
# Key Mockups



MovieGO

# High-Fidelity Prototype

The current high-fidelity prototype shows the enhanced, cleaner flow of the main process, from the movie theater ticket booking to the last process before entering the theater.



# Accessibility Considerations

1

Considering User's Freedom of Control in every flow in the application.

2

Using proper size of clickable objects, such as seat map, icons, and other similar objects, to make those easy for users to reach their goals

3

*Considering other features like screen reader, color adjustment, and others for **future enhancement***

# Going Forward

- Takeaways
- Next Steps

# Takeaways



## Impact:

The MovieGo application, in general, eases user's goal to book a movie theater ticket.

*"With its current feature, this app really eases me to book the ticket. I like how proper the seat map size is, as well as freedom of control, like go back, exit, and choose payment method (either card or eWallet)."*



## What I learned:

As there's no significant difference between the low-fidelity prototype and the high-fidelity prototype, the idea of making this app is already on point. And the usability study, feedbacks, critics, and suggestions, are definitely needed to enhance the application feature by doing some iterations.



# Next Steps

1

Implementing and enhancing some features based on the second usability study, like snacks & drinks purchase in advance, suggesting movies based on booking history or preferences, and popular theaters.

2

Conducting more studies to address another needs and features.

## Let's Connect!

Thank you for viewing and reviewing my work about  
MovieGO Movie Theater Ticket Booking Application!  
Stay healthy!

For more information, reach me at:

<https://www.linkedin.com/in/zakirifadhlan/>