

# **Small Town Reels**

**Movie Theater App**

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UX Designer & UX Researcher

# Project Overview



## The Product:

Small Town Reels is a movie theater trailer app created for a small town local theater. The idea was to create an app that focused on the most important aspects of movie selection (trailers, reviews, selection and purchasing tickets) in order to make the review and selection of what movie users want to go see clear, quick and easy.



## Project Duration:

May 2023 to August 2023



# Project Overview



## The Problem:

Potential users are not able to search, review and select a movie quickly and easily. Many movie theater apps are far too complicated and have too many options and selections to make before making it to the movie ticket purchase and confirmation. Making the process more complicated than necessary for most users.



## The Goal:

To create an app that makes the movie selection process from start to finish much easier for movie goers to go through, that even someone who isn't technology savvy can understand easily. Making the

# Project Overview



## My Role:

UX Designer & UX Researcher



## Responsibilities:

- User Research & Usability Studies
- Wireframing & Sketching
- Low & High-Fidelity Design
- Digital Prototyping

# Understanding The User

- User research
- Personas
- Problem statements
- User Journey Maps

# User Research: Summary



Throughout this process I conducted many types of research to end up at my final design. Following the design process, I conducted a competitive audit, created personas, identified potential pain points, and created user journey maps.

After designing both the low-fidelity and high-fidelity prototypes, I conducted usability studies. These were unmoderated, and participants followed prompts, identifying any issues they struggled with or did not enjoy. Using this feedback, I was able to further iterate on my designs, improving functionality and accessibility.

# User Research: Pain Points

1

## Too Many Options

For those who want to choose and review potential movie options quickly in order to make a decision, the app needs to allow users to narrow down their options based on genre, or date, in order to speed up the decision making process.

2

## No Movie Reviews

Movie goers want to see what others people are saying about the movie they are interested in seeing. Whether or not it plays into their ultimate movie choice.

3

## Difficult Navigation

Users gets frustrated when they cannot easily navigate back and forth through the app with ease. Or if they are busy searching the app screen for what they are looking for and cannot easily find it.

4

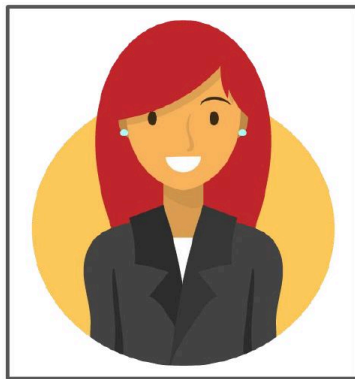
## Accessibility Issues

A lot of the current apps out there forget to put accessibility at the forefront of their design. For example, making fonts to small and difficult for users to read. Or not adding closed captioning to movie trailers.

# Persona 1: Beth

## Problem statement:

Beth is a busy real estate broker who needs to easily select a time and movie to go see.



**Beth**

**Age:** 33

**Education:** Post Secondary

**Hometown:** Calgary, AB, CA

**Family:** Partner & Son

**Occupation:** Real Estate Broker

*"Time management is key for work/life balance, I need to be able to make decisions quickly & easily"*

## Goals

- To have as much of a work/life balance as I can to spend time with my loved ones
- To be able to reap the rewards of a job well done and treat myself regularly to one of my favorite past times
- To be able to plan my movie going experience ahead of time

## Frustrations

- Not being able to view movie trailers easily, with too many options to sort through, which makes selecting a movie take too much time
- No reviews or ratings from previous movie goers to assist in making a movie selection

Beth is a busy Real Estate Broker with a varied work schedule that changes regularly from one day to the next. So when she has free time she enjoys spending it with her Partner and their young teenage son. One of their favorite past times is going to the movies, so they like to go once or twice a month. Beth being the biggest movie goer of the three, enjoys taking in an afternoon show when she has the time to reward herself for a job well done or when she has made a big sale! She loves the experience and checking out all the new releases.



# Persona 2:

## Luther

### Problem statement:

Luther is a senior retiree who needs an app with clear and easy navigation to select a movie because he isn't very tech savvy and the fine print on many apps is difficult to read.



Luther

**Age:** 65

**Education:** Some College

**Hometown:** Vancouver, BC, CA

**Family:** Lives with Wife

**Occupation:** Retired Photographer

*"Now that I have the freedom to enjoy life the way I want, I want to keep as many things in my life as simple as possible."*

### Goals

- To enjoy retirement to its fullest and experience all that life has to offer
- Spend as much time possible with family and loved ones
- Find ways of making life easier as I get older

### Frustrations

- Not being able to read the fine print on the movie theatre app
- Navigation is more complicated than necessary and often spending far too much time searching, making it difficult to find what I am looking for

Now that Luther has been able to retire from his busy and successful career as a photographer, him and his spouse enjoy spending their time however they see fit. Both retired, they have plenty of time on their hands to partake in their hobbies, spend time with loved ones and enjoy an afternoon matinee. Because the commute to the theatre is about 30 minutes from their home and traffic is not always guaranteed to be smooth sailing, the couple often likes to browse online together for the newest movie releases and check out anything they think looks interesting. Retirement is good and they are enjoying the freedom.

# User Journey Map

The user journey map made getting into the mind of the potential user easier, by allowing me to walk with Luther through his journey.

It helped me to identify pain points and improvement opportunities.

## Persona: Luther

Goal: To easily select a movie to go see at the theatre

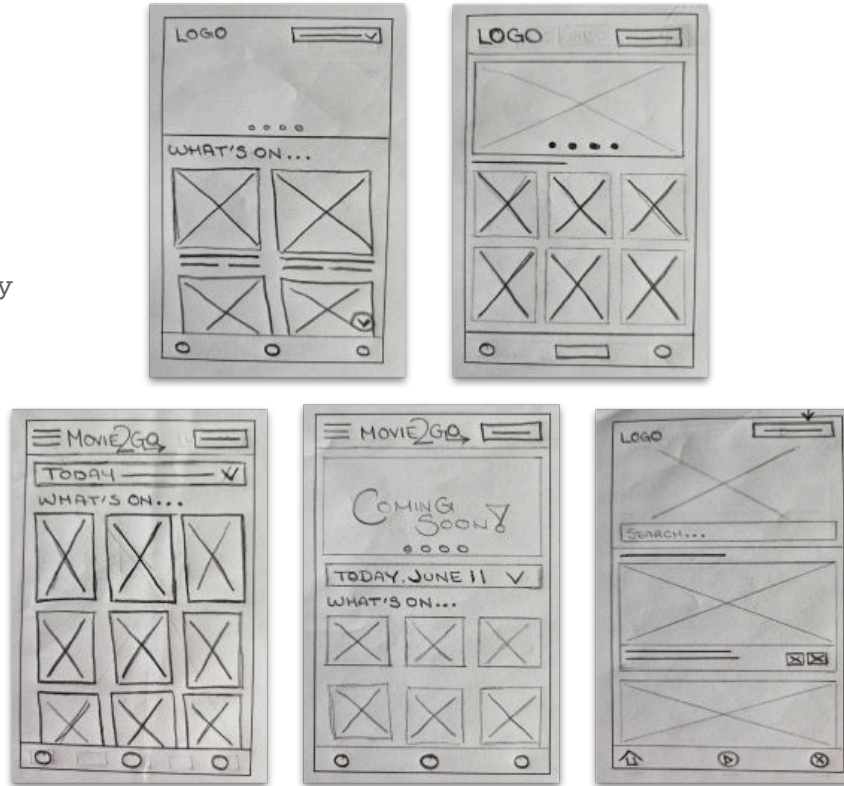
ACTION	Decide on when to go to the movies	See what movies are playing	Make a movie selection	Purchase movie tickets	Watch movie
TASK LIST	Tasks A. Select a date/time to go B. Decide on which theatre to go to	Tasks A. Go to the theatre B. Check out what's available once there	Tasks A. Decide on what movie to see B. Get in line	Tasks A. Relay your movie selection to the ticket master agent B. Pay for your movie ticket	Tasks A. Find a comfortable seat B. Sit back and watch the movie
EMOTIONS	Excited to go to see a movie  Nervous if there will be anything worthwhile watching	Frustration - because there aren't necessarily enough choices for movies to see at the time you arrived at the theatre	Uncertainty, what if their unhappy with their movie choice	Feeling excited to go sit down and enjoy the movie  Hopeful that they made the right choice	Relaxed now that they can just take in their movie going experience, however their selection turns out
IMPROVEMENT OPPORTUNITIES		Offer a date and time selection button in the centre of the movie apps main screen - prominently enough that it's the first thing you do when accessing the app	Offer movie trailers for viewing what's available  Include movies reviews within app from previous movie goers (5 Star Rating System)	Offer a quick link to purchase tickets for the movie you want to see directly from the movie's page - making sure it's prominent easy to find	

# Starting The Design

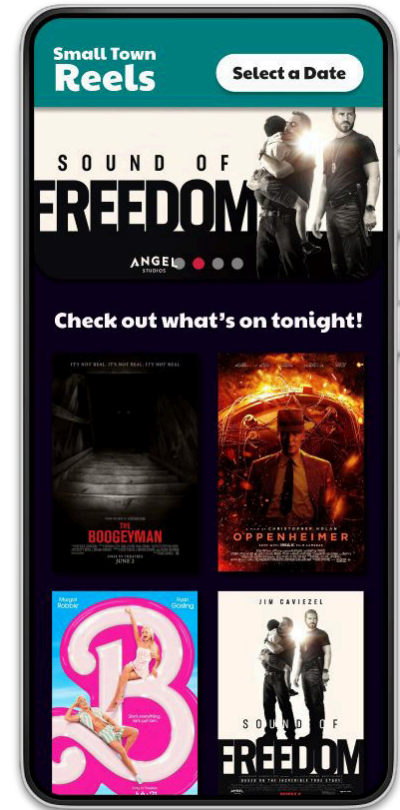
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Paper wireframes

The goal with the home screen was to make it visually appealing, straightforward & functional.



Home Screen Paper Wireframes



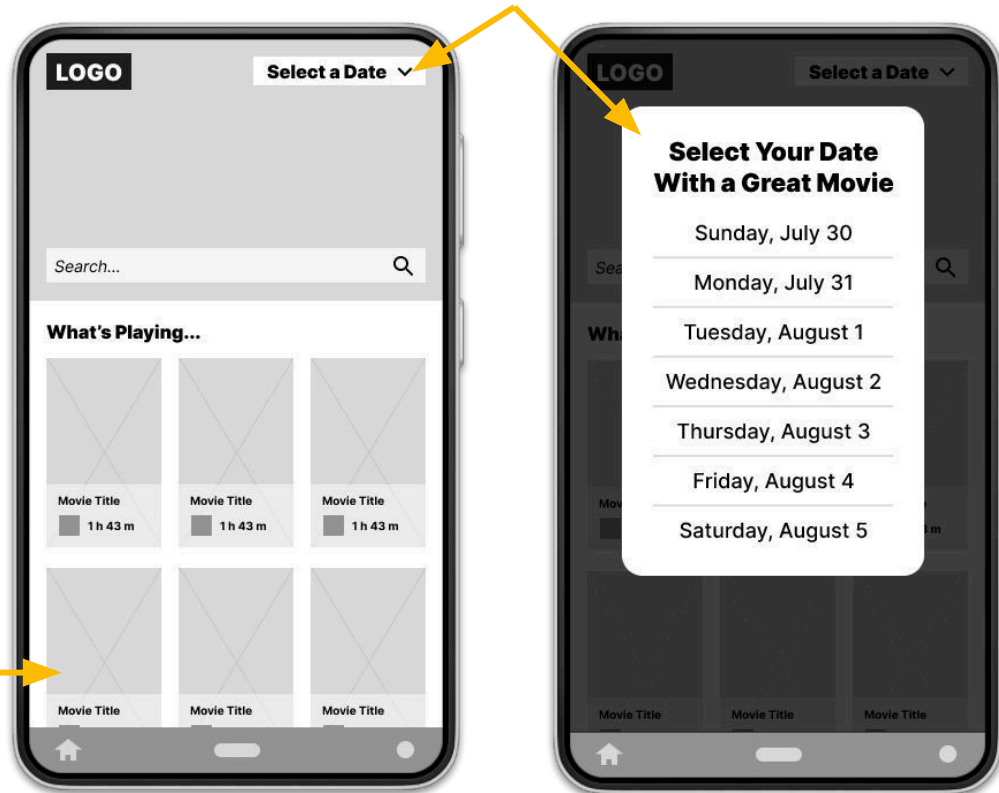
Final Design

# Digital wireframes

The thought process for creating this digital wireframe was to answer two user questions upon opening the app. One, what movie or genre of movie do I want to go see? Two, when do I want to go see it?

Movie poster images are a main visual of the home screen so user can see all of the movies playing at the theater straight away.

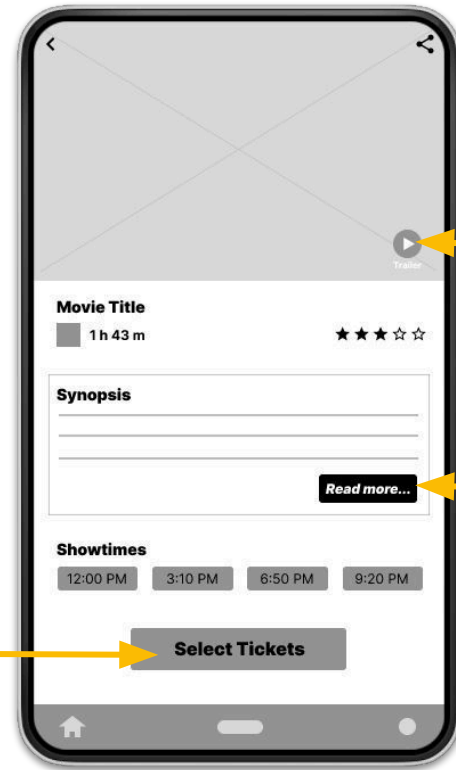
Upon clicking "Select a Date" a large menu overlay pops up to give users the date options currently available to come view the movie.



# Digital wireframes

The movie overview page was another high priority in my design process. Most users would like to preview trailers, reviews, etc., before making their selection. However, I wanted to give users the option of getting straight to purchasing their tickets once they have made their movie selection.

User can quickly choose to purchase tickets.

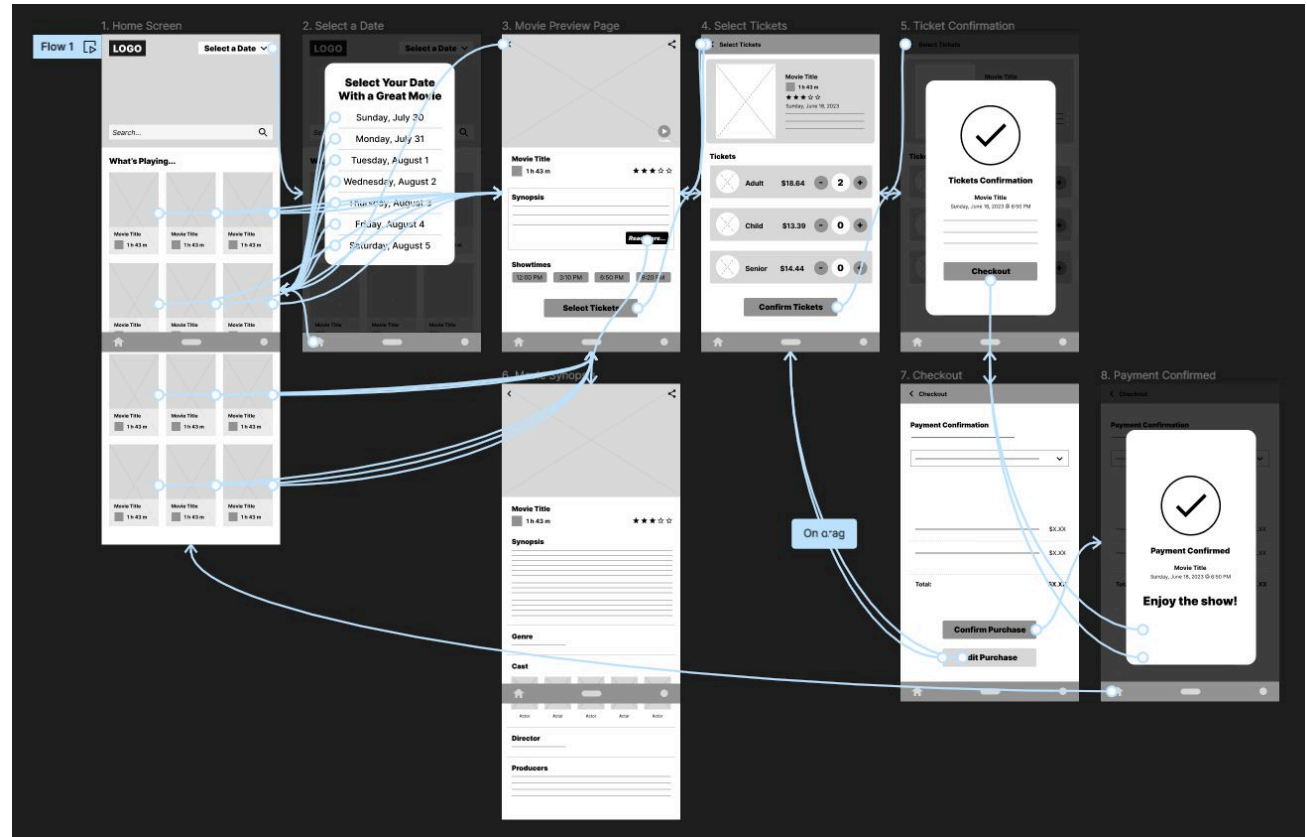


User can choose here to watch a trailer of the movie they are interested in seeing.

User will be able to get additional information on the movie by clicking the "Read More" button.

# Low-Fidelity Prototype

Movie Theater App  
Low-Fidelity Prototype



# Usability Study: Parameters



## Study type:

Unmoderated usability study



## Location:

Canada, remote



## Participants:

5 participants



## Length:

20-30 minutes



# Usability Study: Findings

Before further iterating on the app design, usability studies were conducted. These were the the major findings discovered after the first and second round of usability studies held with the help of my participants.

## Round 1 Findings

1

Participants were unclear what their movie options were.

2

Participants were confused by how to select a date from the drop down menu.

3

Participants did not easily notice the option to “Read More...” under the movie synopsis.

## Round 2 Findings

1

Participants all stated that the whole movie box on the movie options page should be clickable, not just the green arrow.

2

Participants all seemed to really like the “Select a Date” overlay that made available dates easy to view and select.

3

Participants all seemed to find the app to be straightforward and very easy to use and follow.

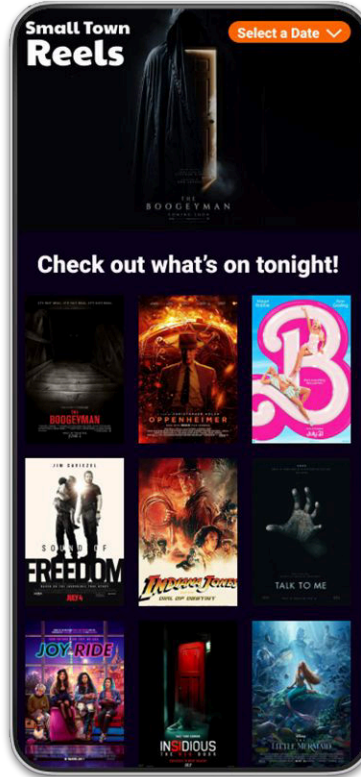
# Refining The Design

- Mockups
- High-fidelity prototype
- Accessibility

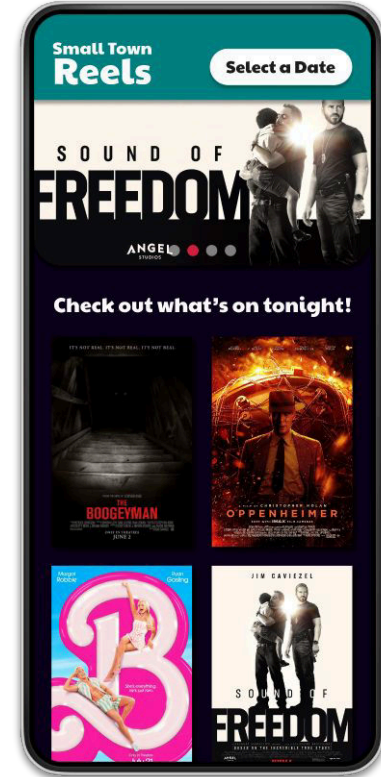
# Mockups

After the usability study, I decided to to make the movie images larger for users to be able to better see their options. I added a navigation header and created a higher contrast, and larger “Select a Date” button. There was also some color changes made for higher contrast, and to improve the app visually. Overall, I increased accessibility for all potential users.

*Before usability study*



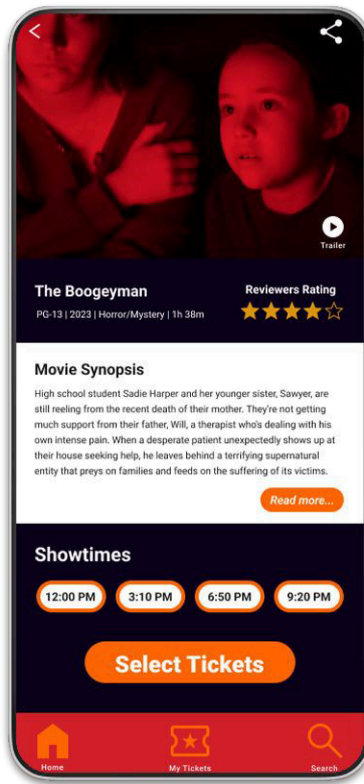
*After usability study*



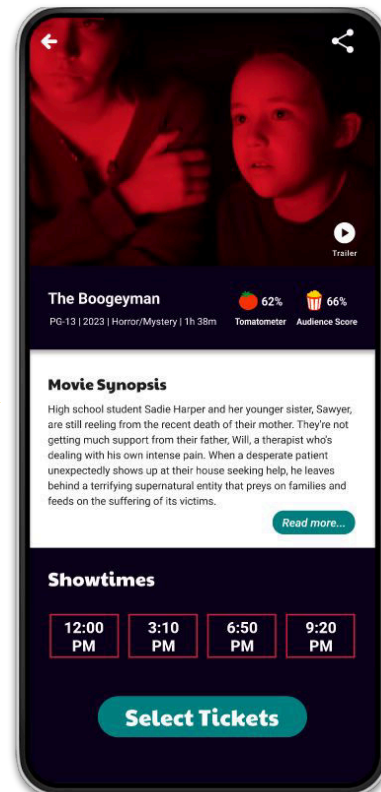
# Mockups

Again, after the usability study, I decided change some of the colors to improve the color contrast for accessibility reasons, as well as making the app easier on the eyes. I increased the text size on the buttons, as well as under the movie synopsis and the showtimes to make everything easier to read. I also removed the bottom footer, as it was unnecessary, and by removing it, I was able to allow for more negative space on the page.

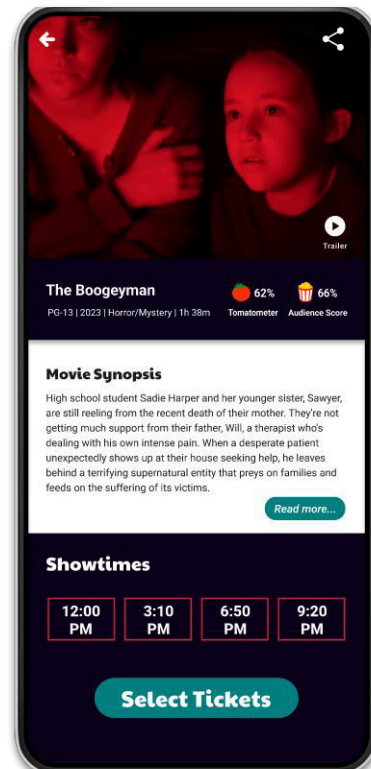
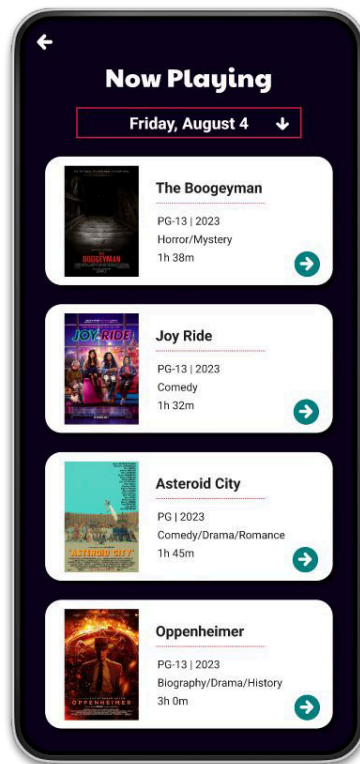
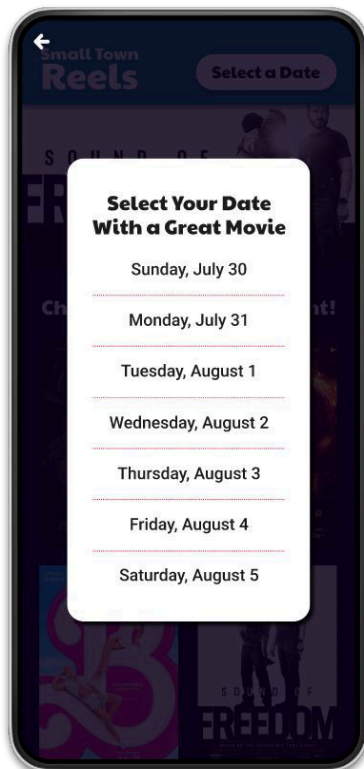
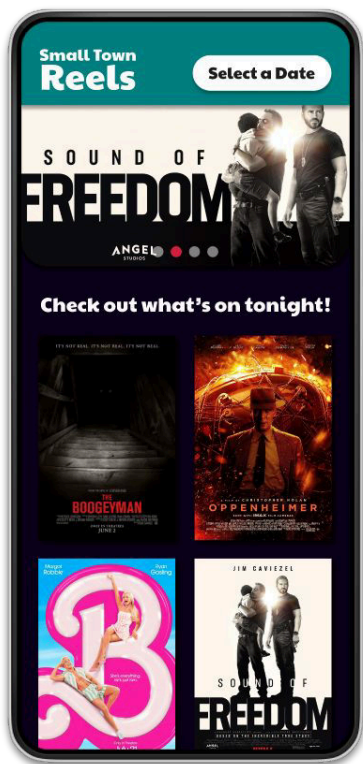
*Before usability study*



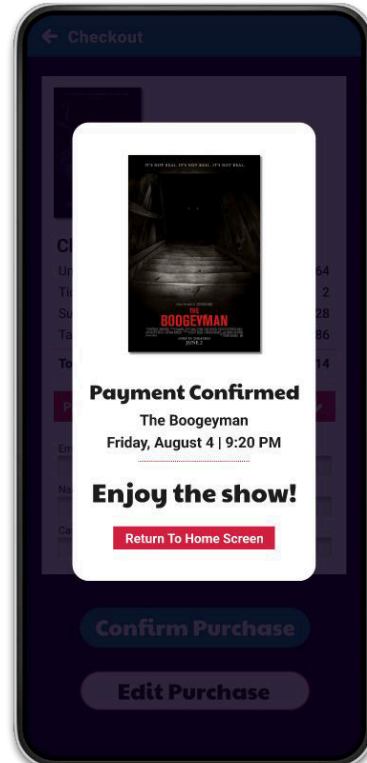
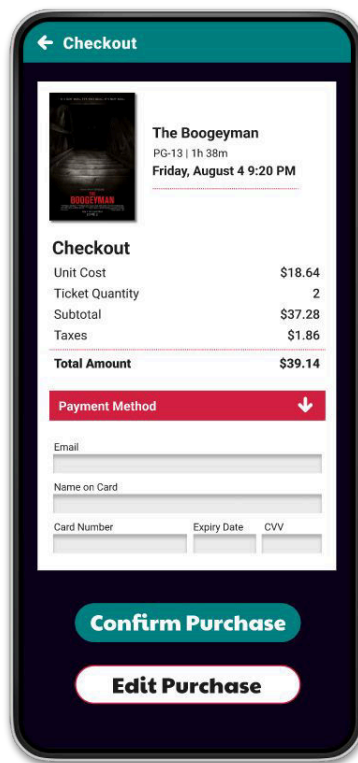
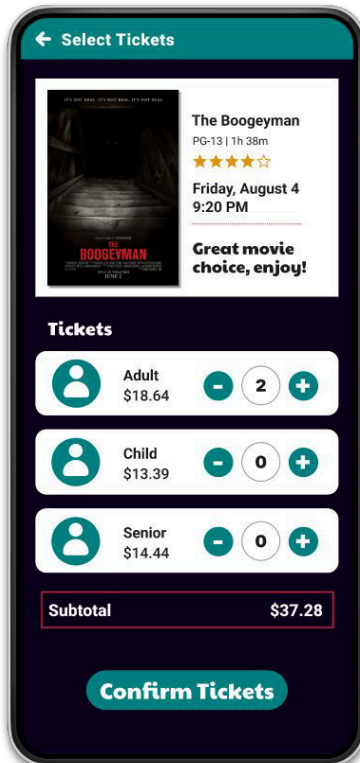
*After usability study*



# Mockups

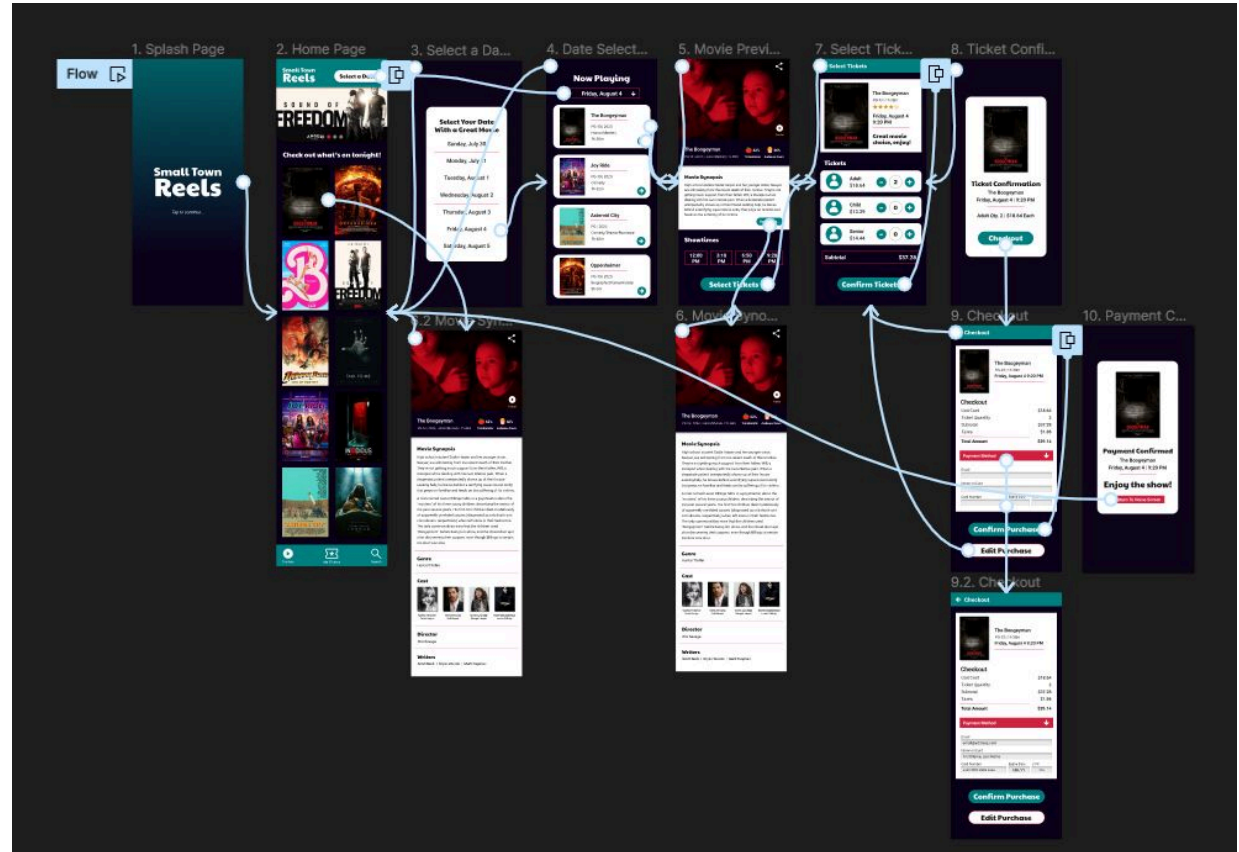


# Mockups



# High-Fidelity Prototype

[Movie Theater App](#)  
[High-Fidelity Prototype](#)



# Accessibility Considerations

1

Use of high contrast colors, making text easy to read, also making the app easier on the eyes.

2

Created large bold buttons, that are clear and hard to miss and placed them in an easily accessible portion of the screen.

3

Kept app navigation consistent across all pages. For example, placing large confirmation and selection buttons in the same space on each page and back buttons in the top left corner.



# Going Forward

- Takeaways
- Next steps

# Takeaways



## Impact:

Overall, I feel like I have created an app that could be taken into the real world and actually be functional for users.

*"I like that the app is intuitive to use, and easy to go back if you change your mind about the movie or showtime." - Erin, Study Participant*



## What I Learned:

I enjoyed learning what goes into the design process when creating an app and all of the items that need to be considered when aiming to build an app that is beautiful, functional and accessible for all.

# Next Steps

1

Creation of more necessary pages, like a movie trailer page, solely dedicated to trailers, search option and a “My tickets” page, that will allow you to create an account and have your ticket purchases stored there for easy retrieval.

2

Add further Payment Screen options. As well as making sure the payment screen is encrypted and safe for users to use.

3

Include further accessibility functionality like closed captioning on movie trailers, that automatically is enabled when playing the trailer.

# Let's Connect!



Interested in connecting or working together? I'd love to hear from you!

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