

Small Town Reels

Movie Theater Responsive Website

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UX Designer & UX Researcher

Project Overview



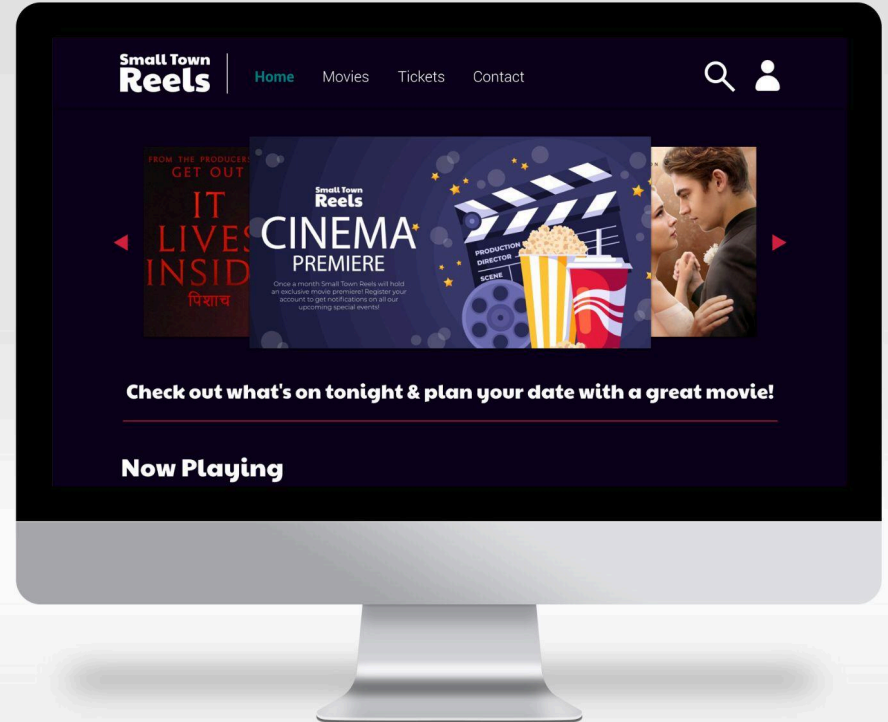
The Product:

Small Town Reels is a movie theater website created for a small town local theater. The idea was to create something 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:

August 2023 to September 2023



Project Overview



The Problem:

Potential users are not able to search, review and select a movie quickly and easily. Many movie theater websites and 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 a user experience 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 user flow quick, clear and straightforward.

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 website 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 a website with ease.

4

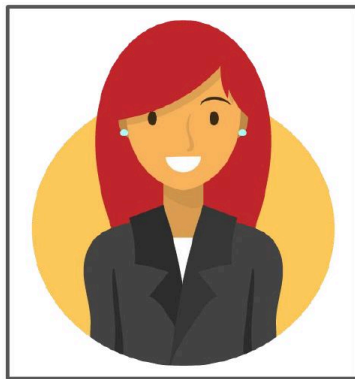
Accessibility Issues

A lot of the current websites out there forget to put accessibility at the forefront of their design. For example, making fonts too 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 clear and easy navigation to select a movie because he isn't very tech savvy and the fine print on apps and websites 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 or website.	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	

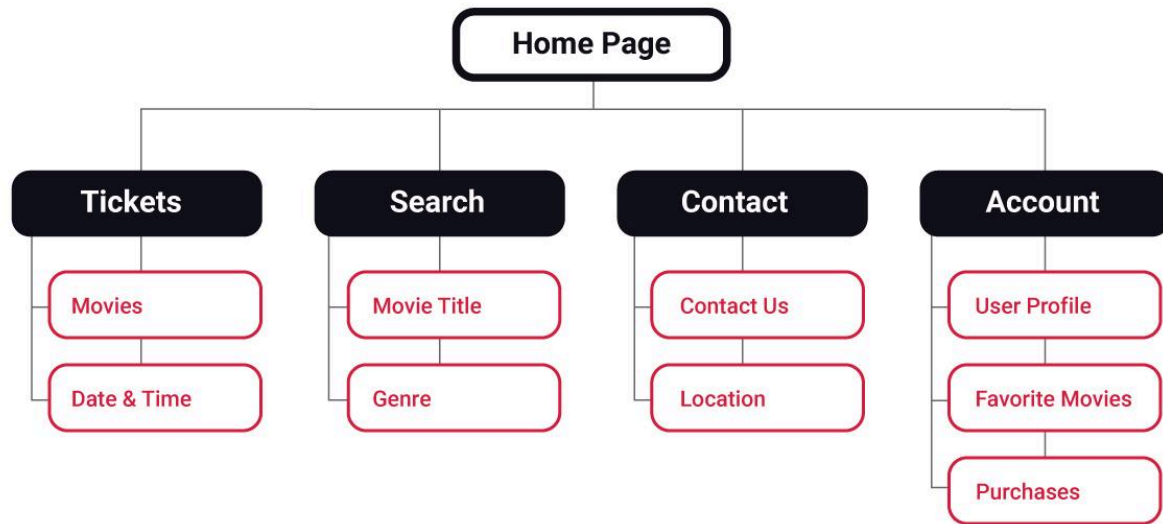
Starting The Design

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

Sitemap

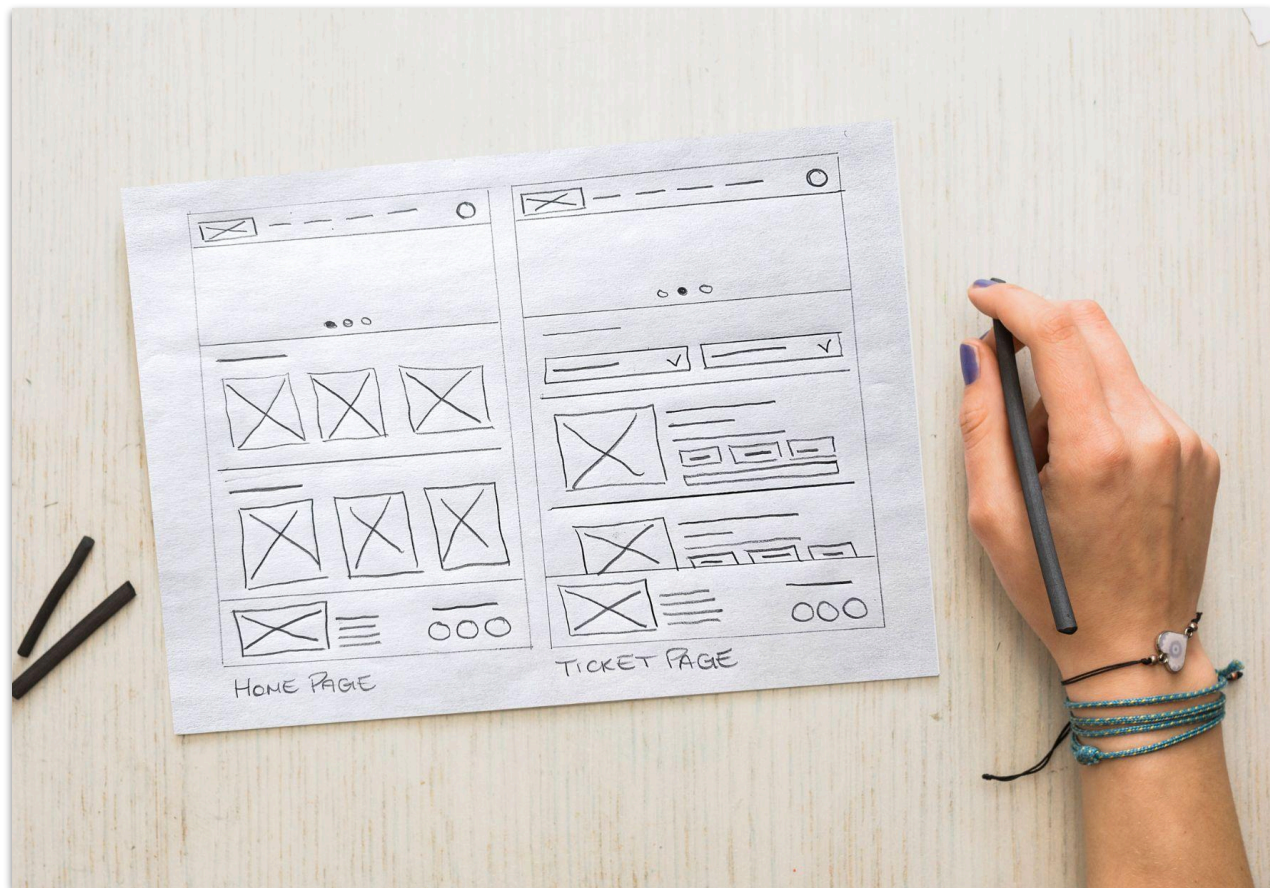
This was the original plan for the website. As you will notice, some of this has changed in the final design, and not every element was included in the mockups.

The idea still remains however, to keep the site simple and straightforward for the most enjoyable user experience.



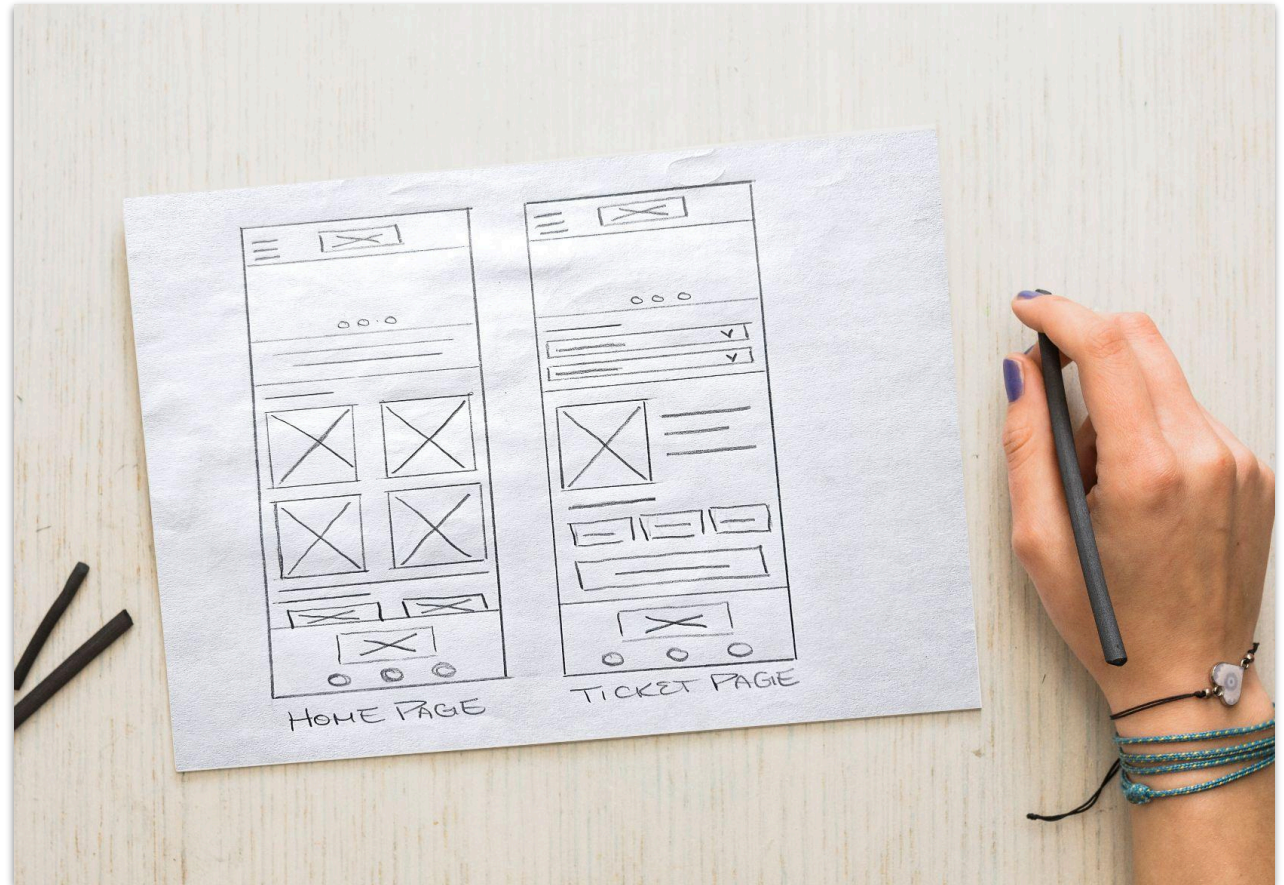
Paper wireframes

Included here are my paper wireframes for the Home Page and Ticket Page.



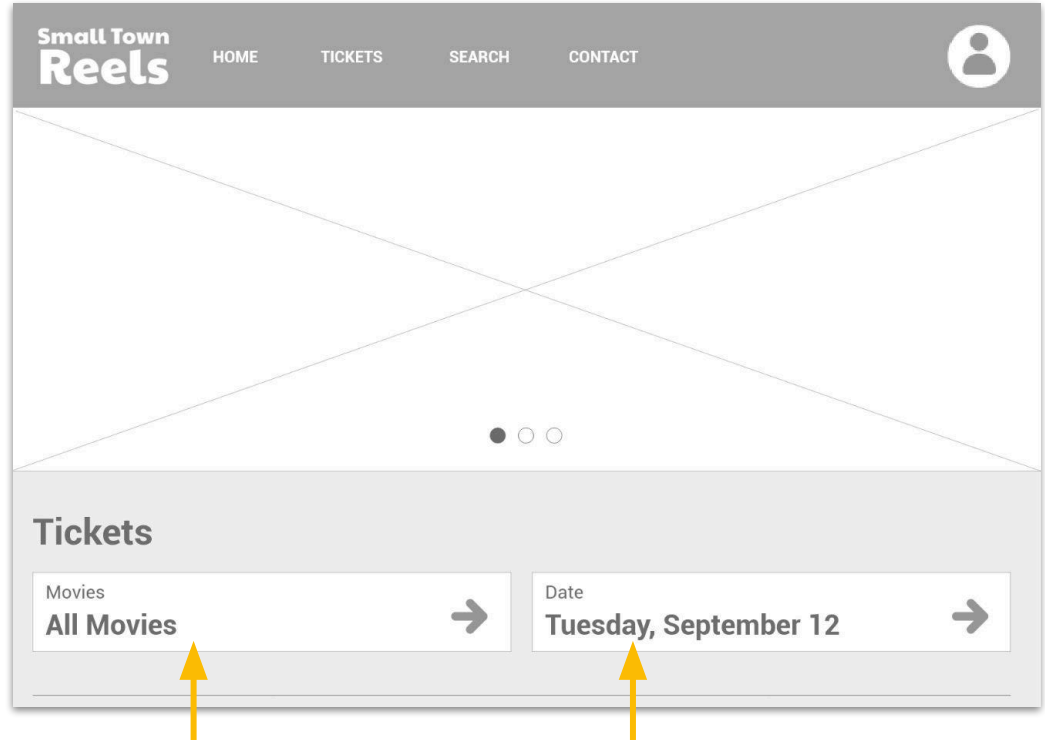
Paper wireframe screen size variation(s)

Included here are my paper wireframes for the Home Page and Ticket Page. Obviously these carry a similar layout to the website wireframes on the previous page.



Digital wireframes

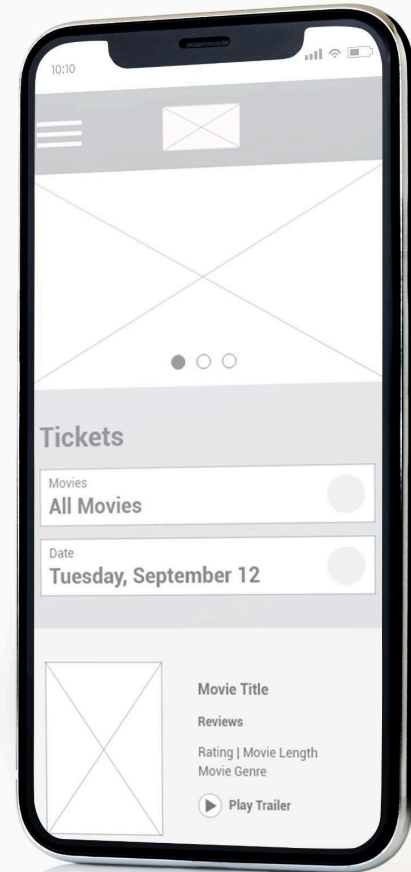
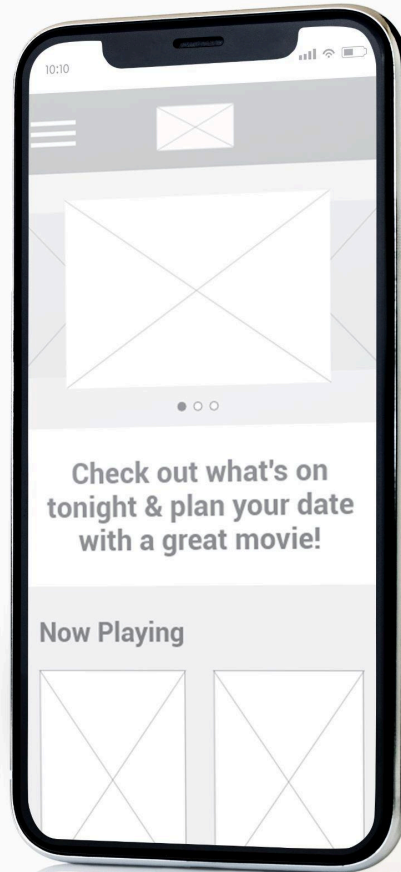
The thought process for creating this digital wireframe was to answer two user questions upon opening the website. One, what movie or genre of movie do I want to go see? Two, when do I want to go see it?



The idea of this is for users to be able to select what movie or type of movie they want to see

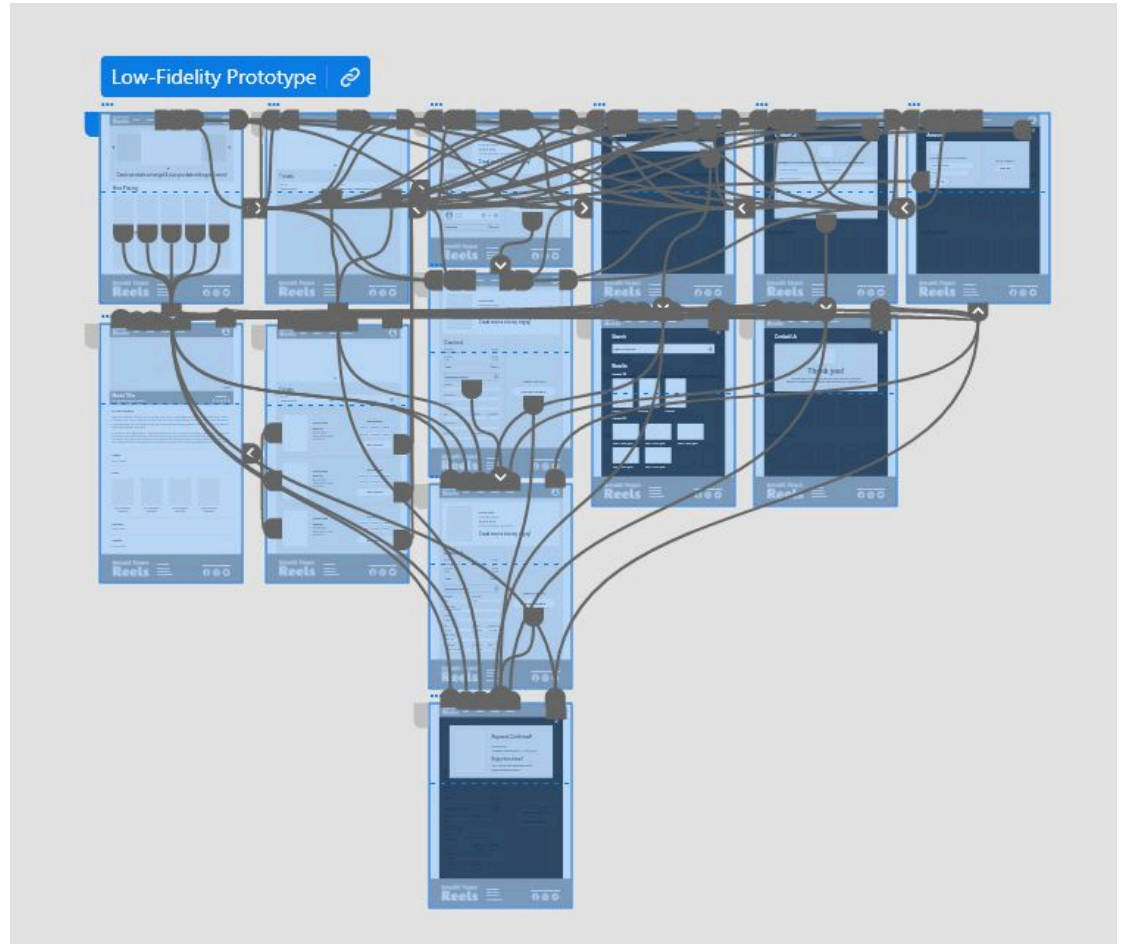
This is a date selection for users to select a date they want to see a movie and be able to see what is available on the selected date.

Digital wireframe screen size variation(s)



Low-Fidelity Prototype

[Movie Theater Website Low-Fidelity Prototype](#)



Usability Study: Parameters



Study type:

Unmoderated usability study



Location:

Canada, remote



Participants:

5 participants



Length:

20-30 minutes

Usability Study: Findings

Overall, users found the general experience of the website easy to follow, here are my findings.

1

Movie Trailer Option

Users were frustrated that they could only select to view movie trailers from the movie synopsis screen.

2

Tickets

Users suggested that there be an option to select to purchase tickets from the movie synopsis page.

3

Visual Design

All the users seemed to enjoy the overall simplicity of the layout of the website.

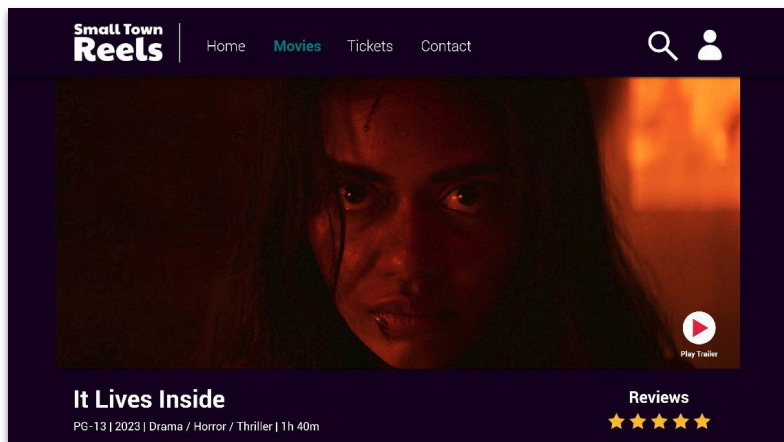
Refining The Design

- Mockups
- High-fidelity prototype
- Accessibility

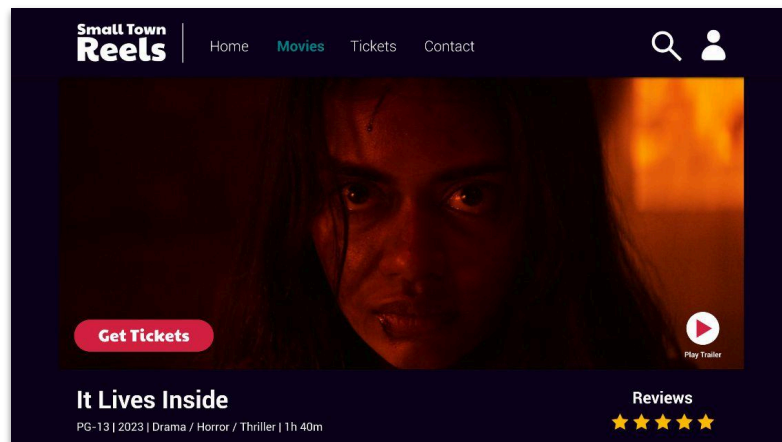
Mockups

After conducting my usability study, it was clear I needed to add a button for users to “**Get Tickets**” from the movie synopsis page.

Before usability study



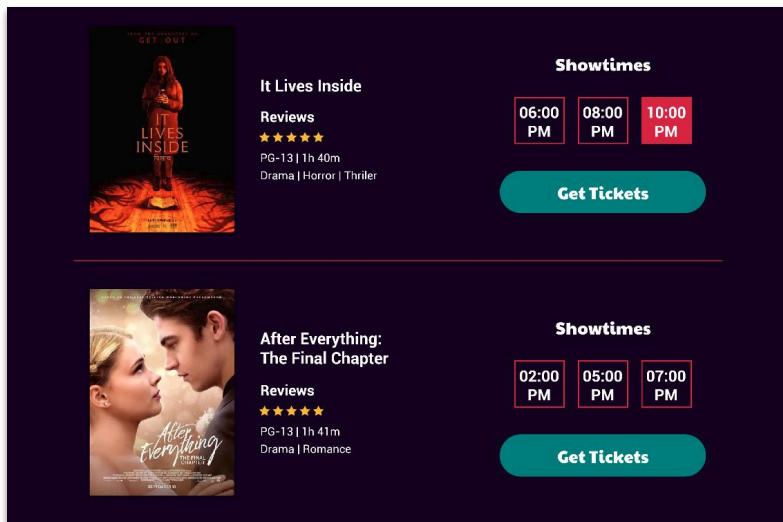
After usability study



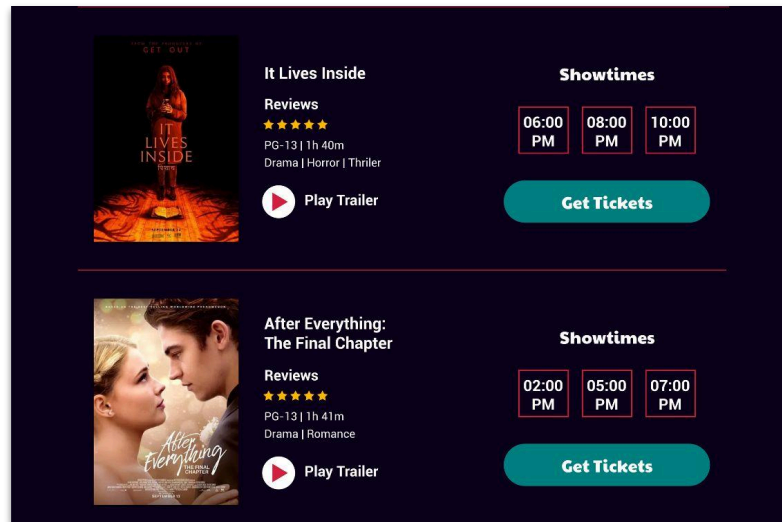
Mockups

After the usability study and user review, I added an option to **“Play Trailer”** from the movie ticket screen, so if a user visited this page first they can easily view the trailer without going backward, simplifying the user experience.

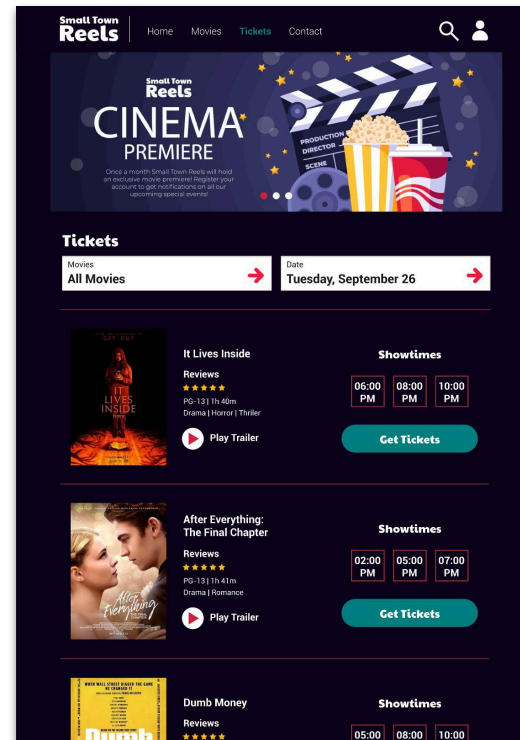
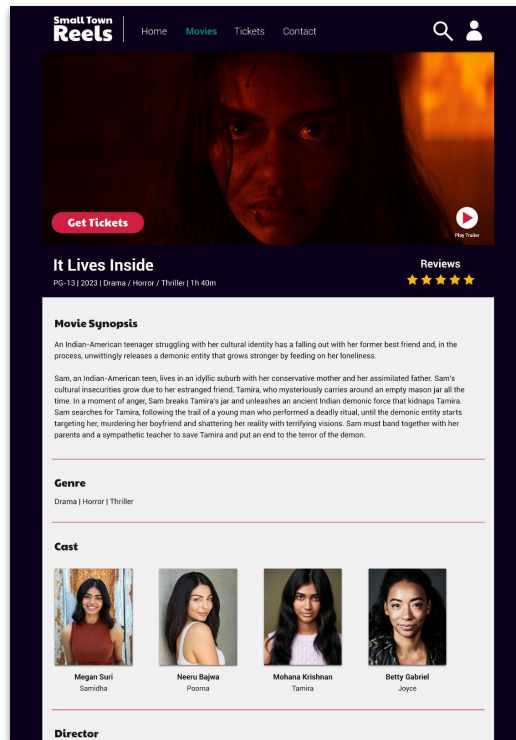
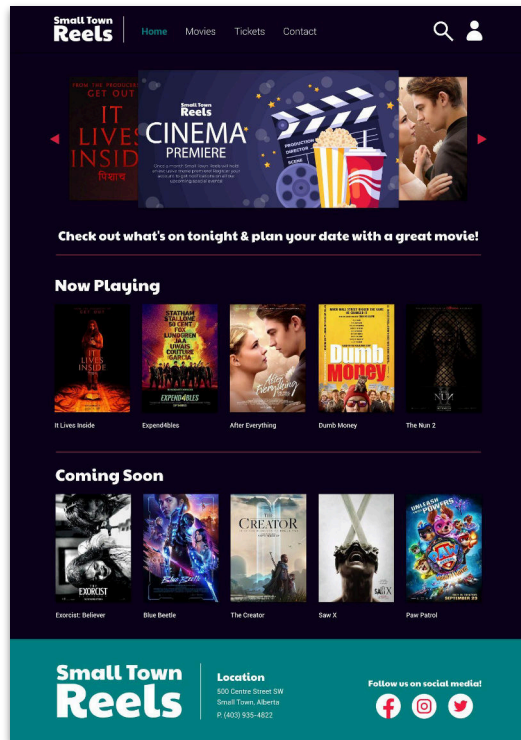
Before usability study



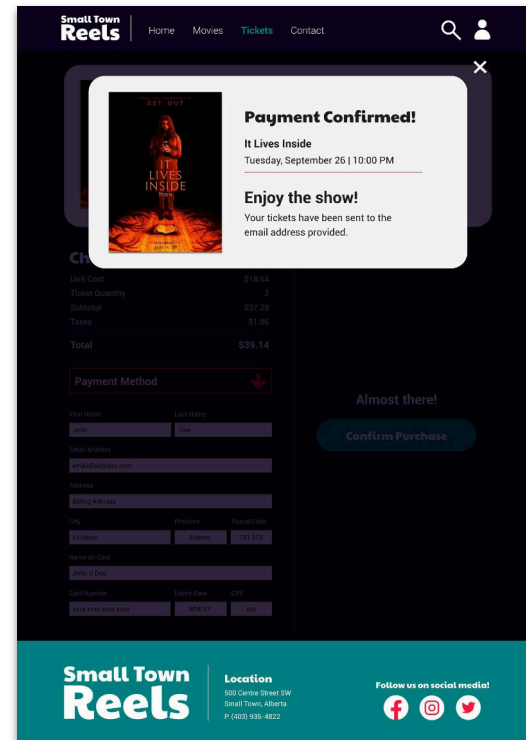
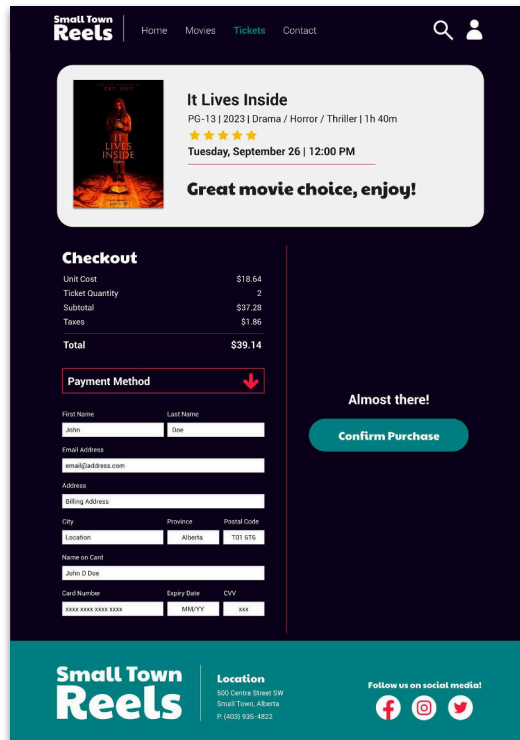
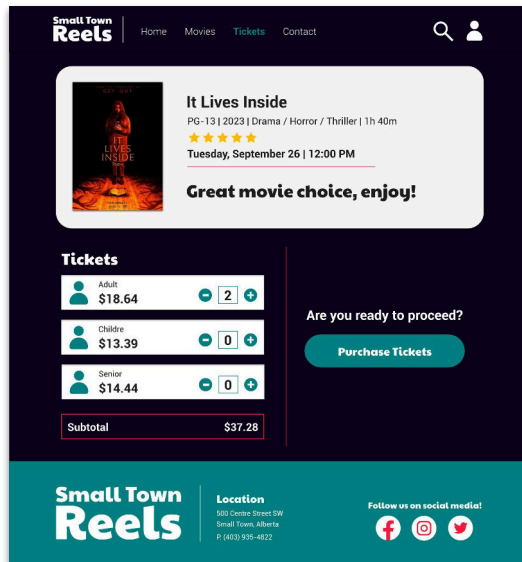
After usability study



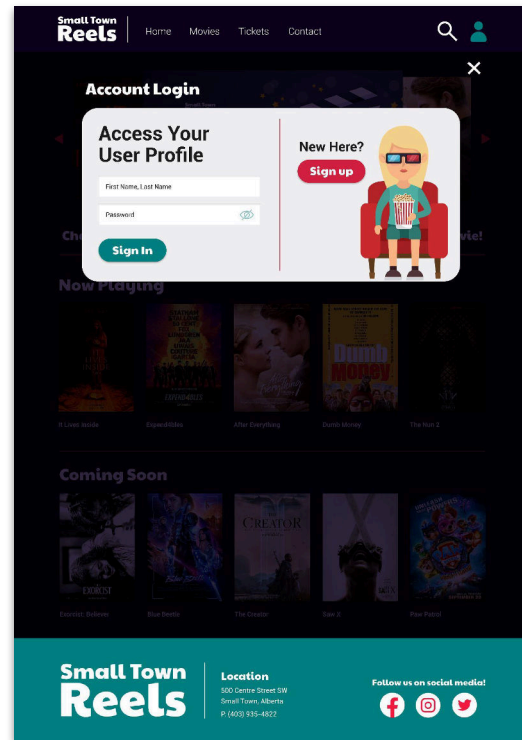
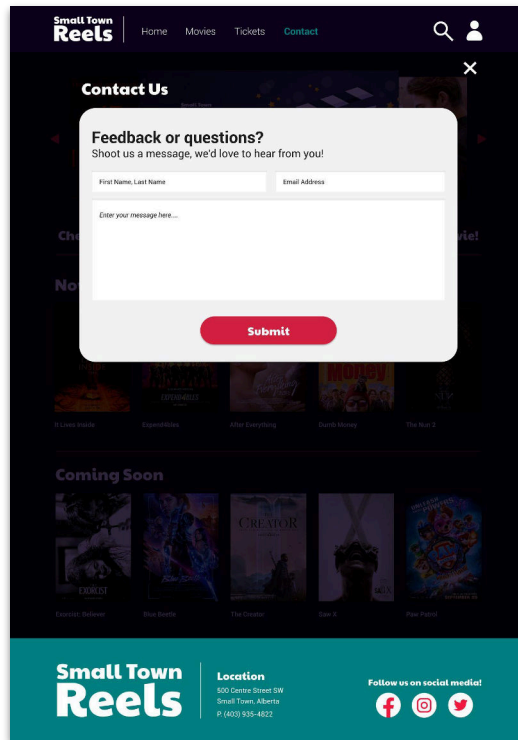
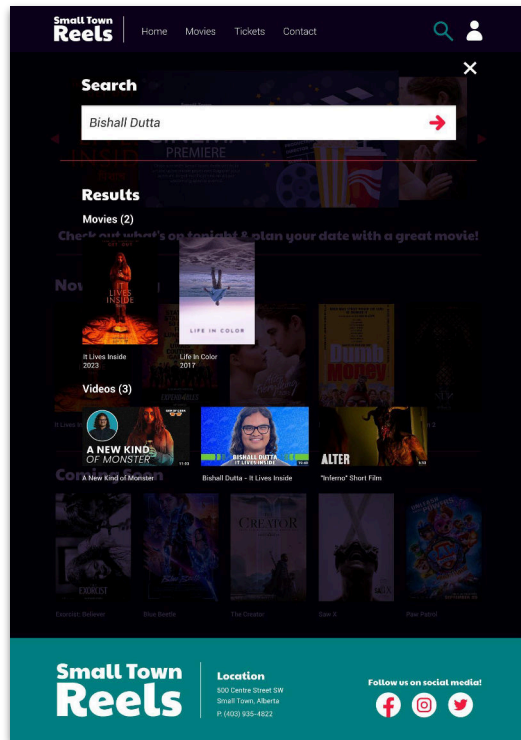
Mockups: Original Screen Size



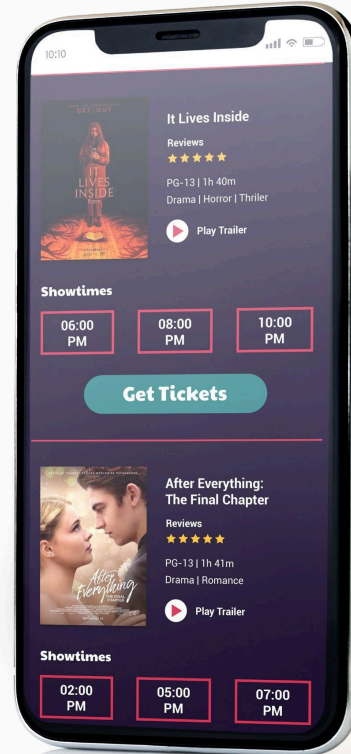
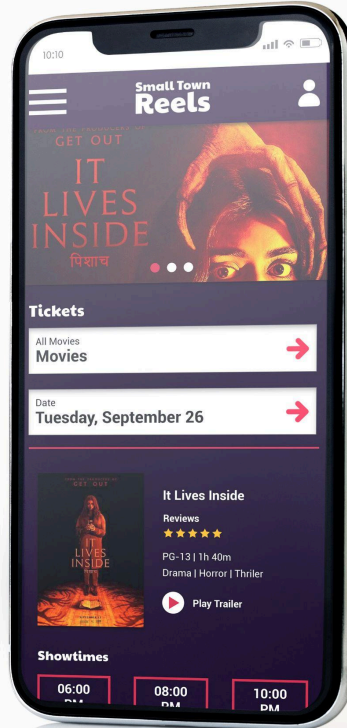
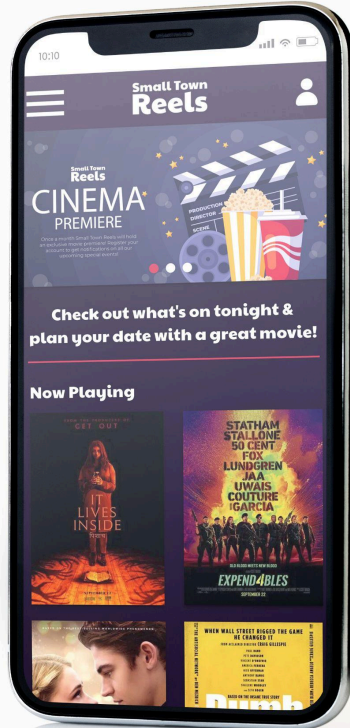
Mockups: Original Screen Size



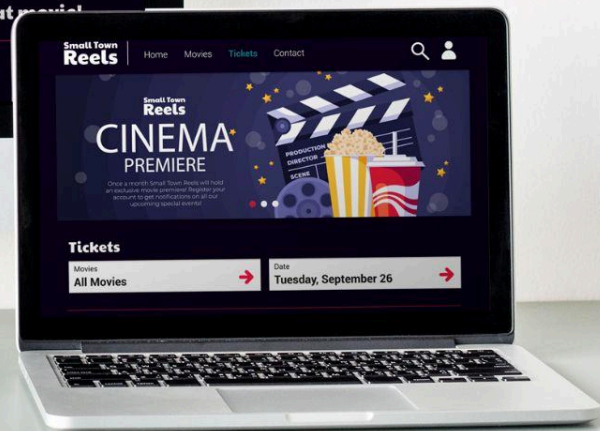
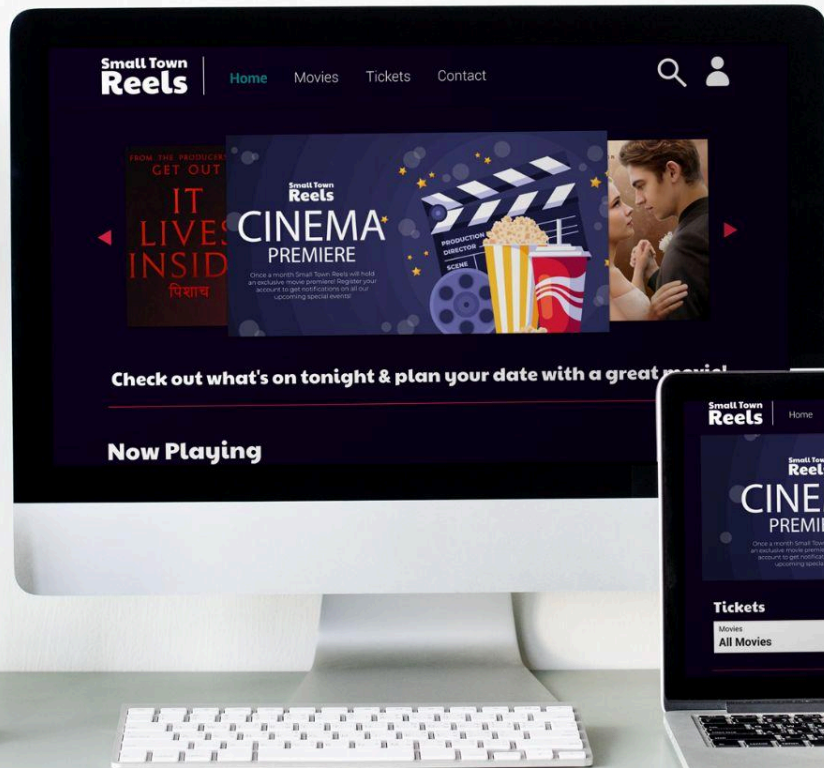
Mockups: Original Screen Size



Mockups: Screen Size Variations



Mockups



High-Fidelity Prototype

[Movie Theater Website](#)
[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 website navigation consistent across all pages. For example, placing large confirmation and selection buttons in the same space on each page. Also, I fixed the navigation bar, so even while scrolling you can always access it easily.

Going Forward

- Takeaways
- Next steps

Takeaways



Impact:

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

“Very nice visual design and the user flow was clear and easy to follow” - Study Participant



What I Learned:

I enjoyed learning what goes into the design process when creating a website and all of the items that need to be considered when aiming to build something that is beautiful, functional and accessible for all. I look forward to creating more websites in the future and further improving my knowledge on what it takes to create the best overall user experience.

Next Steps

1

Creation of more necessary pages, like a movie page, solely dedicated to trailers, movie information and reviews, a date selection drop down menu and more pages associated with the Account Login page. So users have access to tickets and can save movie selections to review.

2

Add further Payment method options drop down selection menu. 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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