

Ticketify App Design

Emmanuel Kiptoo

Project overview



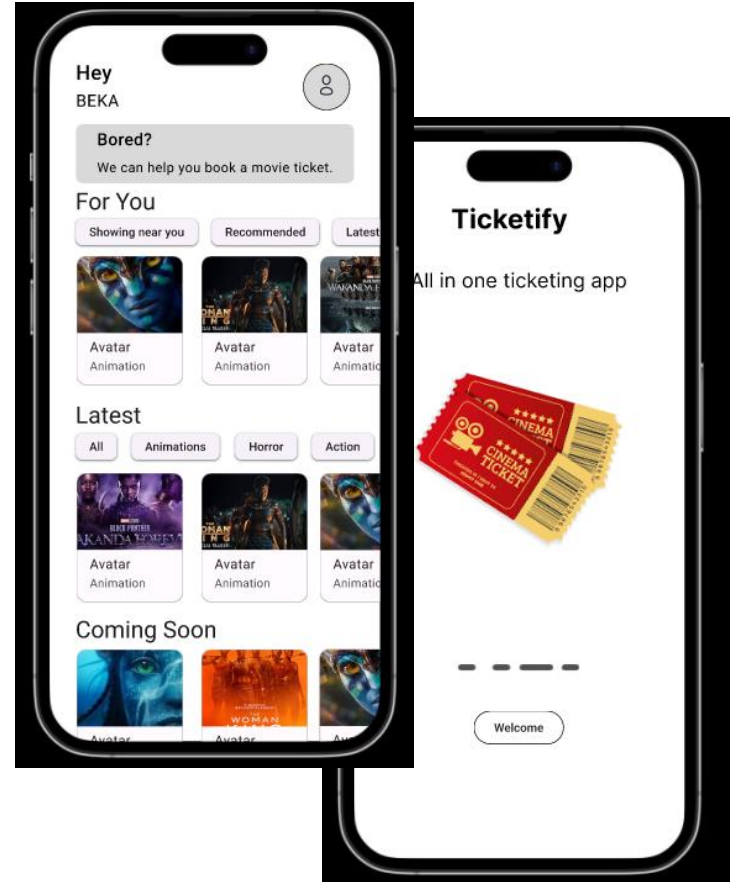
The product:

Ticketify is a regional movie ticketing app targeting the suburbs of a metropolitan area. Ticketify strives to deliver fast, reliable and timely ticketing. It offers a wide spectrum of competitive pricing. Ticketify targets customers like students and workers who lack the time to always research on what to watch and where to watch.



Project duration:

September 2022 to October 2022.



Project overview



The problem:

Busy students and workers who lack the time necessary to always research on what to watch and where to watch.



The goal:

Design an app for Ticketify that allows users to easily book and reserve movie tickets on time.

Project overview



My role:

UX designer designing an app for Ticketify 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 conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to cook meals.

This user group confirmed initial assumptions about Ticketify customers, but research also revealed that time was not the only factor limiting users from not booking movie tickets.

Other user problems included obligations, interests, or challenges that make it difficult to get book tickets or go to malls in-person.

User research: pain points

1

Time

Working adults are too busy to spend time on looking up movies and new releases

2

Accessibility

Platforms for ticketing are not equipped with assistive technologies

3

IA

Text-heavy descriptions in apps are often difficult to read and book from

Persona: Alex

Problem statement:

Alex is a busy working adult who needs easy movie ticketing options because he has no time to constantly look up movies and book them on time.



Alex Addi

Age: 30
Education: Graduate
Hometown: Lagos
Family: Married
Occupation: Athlete

"I'm always looking forward to family moments, to savor every one of them"

Goals

- A ticketing app to alert when seats are limited
- An app to allow him browse appropriate family movies available
- Offer deals for family

Frustrations

- Booking an appropriate movie to watch as a family on time
- No reminder in case he is held up in exercises

Alex is an Athlete and spends most of his time in practice sessions. He is always free most evenings and opts to go to Cinemas to watch new releases though at times he's late and finds the cinema fully booked. He loves watching with his family.

User journey map

Mapping Najma's user journey revealed how helpful it would be for users to have access to a dedicated ticketing app.

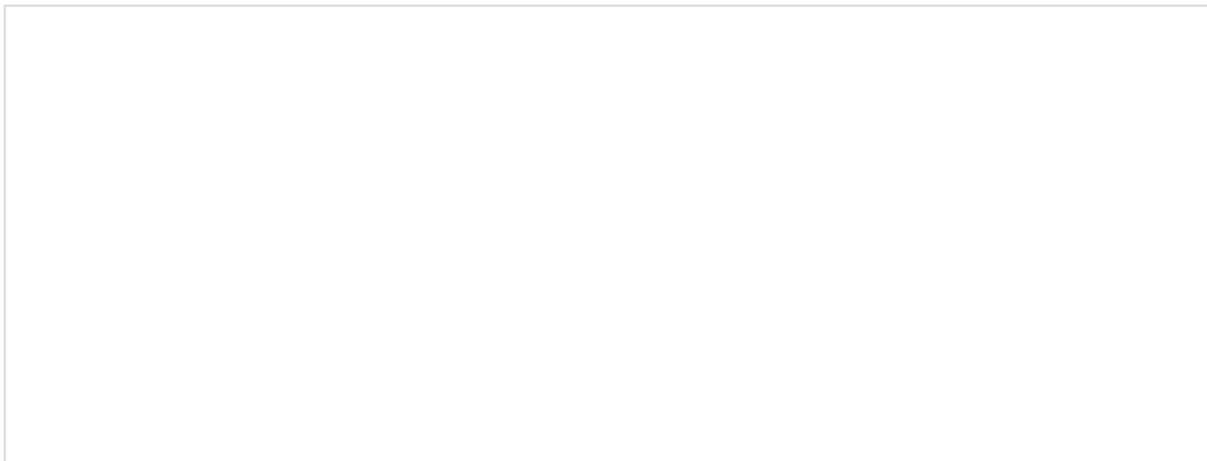
Persona: Najma

Goal: To book cinema tickets with ease and faster

ACTION	Determine the type/genre of movie to watch	Choose nearest theatre	Reservation of seats	Buy a ticket	Set reminder
TASK LIST	Tasks A. Choose genre B. Identify appropriate movie C. Browse displayed list	Tasks A. Browse displayed list B. Check theatre accessibility C. Check if Regular, VIP or gold	Tasks A. Find accessible seating spot B. Determine no of seats C. Indicate seats reserved	Tasks A. Check for offers B. Determine ticket to buy C. Pay for the ticket D. Wait for receipts	Tasks A. Find space for wheelchair
FEELING ADJECTIVE	<ul style="list-style-type: none">● Confused● Intimidated● Overwhelmed	<ul style="list-style-type: none">● Lost● Hopeful	<ul style="list-style-type: none">● Confused● Satisfied	<ul style="list-style-type: none">● Overwhelmed● Anxious	<ul style="list-style-type: none">● Relieved● Glad● Satisfied
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none">● Ask if individual, group or family for easier suggestions	<ul style="list-style-type: none">● Recommend theatres with good experience● cheaper alternatives	<ul style="list-style-type: none">● Provide 3D view of seating arrangement	<ul style="list-style-type: none">● Alternatives for coupons● Multiple payment options	<ul style="list-style-type: none">● Customisable alerts for reminders plus messages

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy booking process with customized feeds** to help users save time.

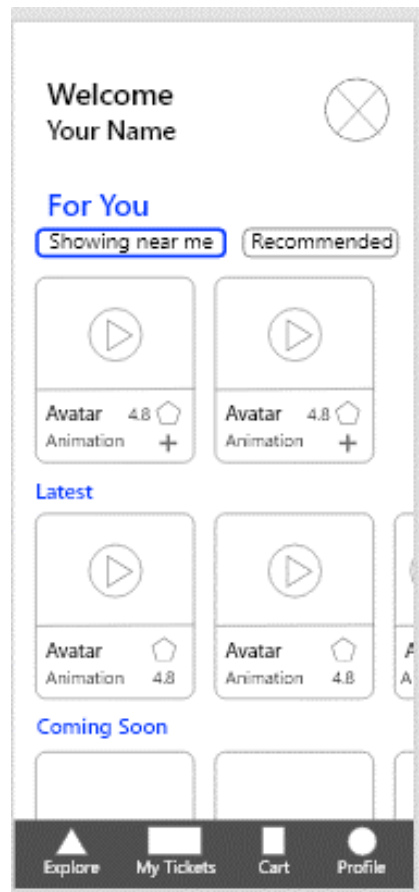


Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes.

Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

These cards and chips on home screen makes it fast and easy for users to choose a movie.

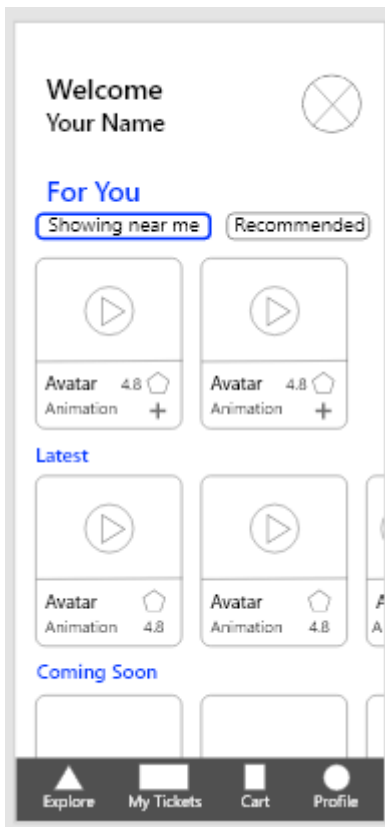


This navigation bar provides an easy option for users to navigate the app.

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

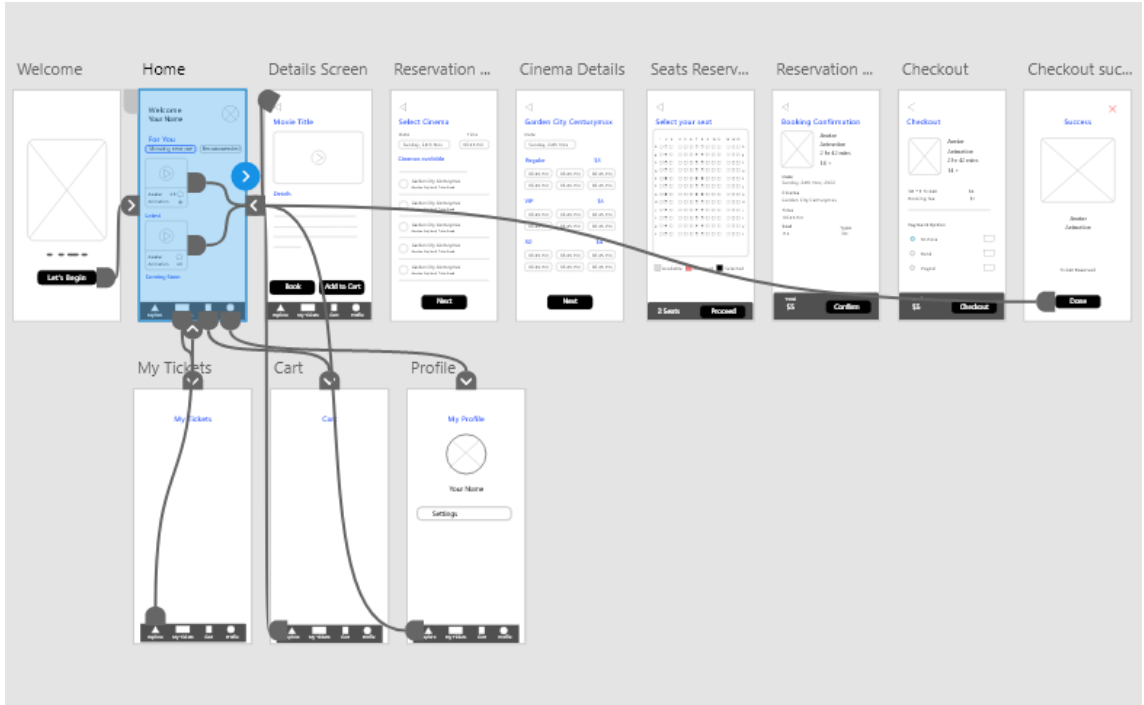
Easy access to options that are screen reader friendly.



Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a pizza, so the prototype could be used in a usability study.

View the Ticketify [low-fidelity prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want a cart
- 2 Users want more customization options
- 3 Users want an option to set reminders for alerts

Round 2 findings

- 1 Seat reservation process is inconveniencing many users
- 2 Create a tab to easily access purchased tickets.

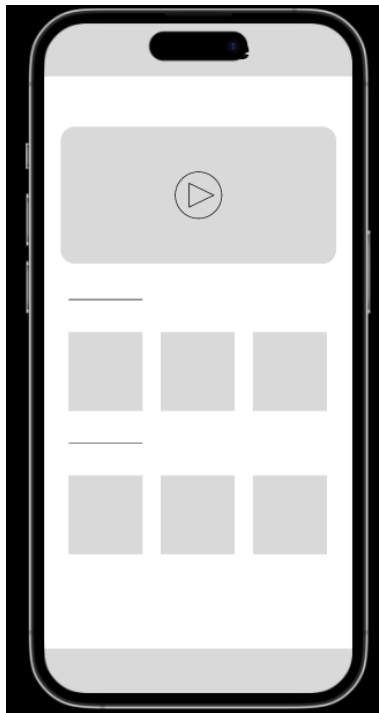
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

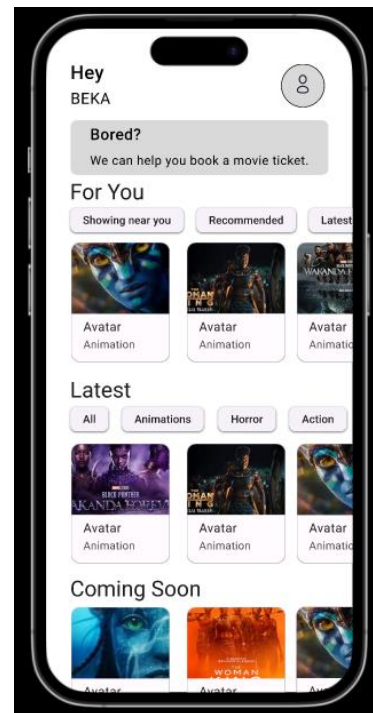
Mockups

Early designs allowed for some customization, but after the usability studies, I added additional options to **include navigation bar and more feeds**. I also revised the design so users can have **customized feeds** when they first land on the screen.

Before usability studies



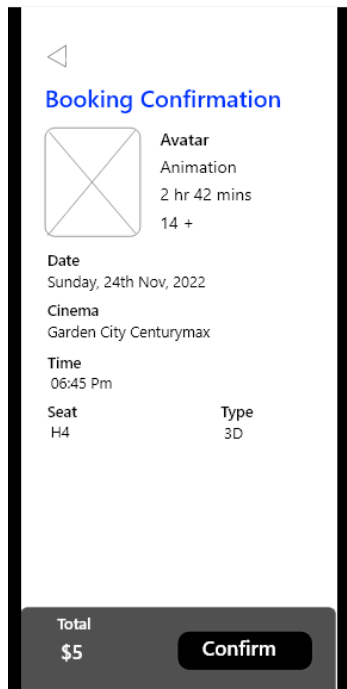
After usability studies



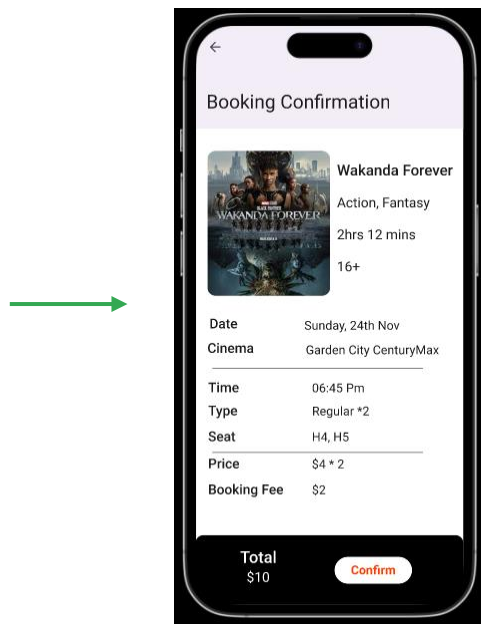
Mockups

The second usability study revealed frustration with the checkout confirmation flow. To streamline this flow, I consolidated the “Booking Confirmation” to include exact prices. I also changed the colors a bit.

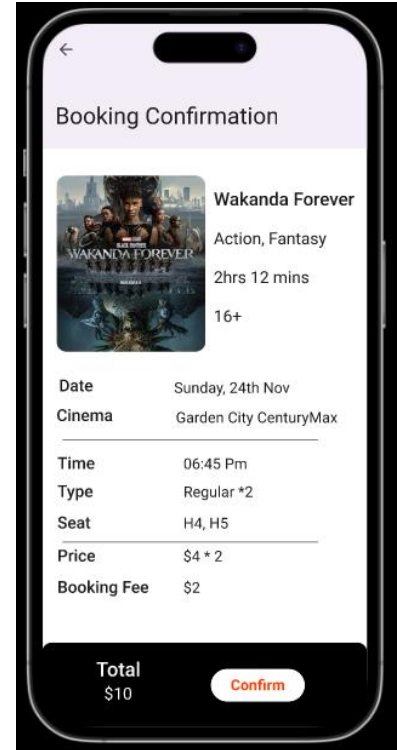
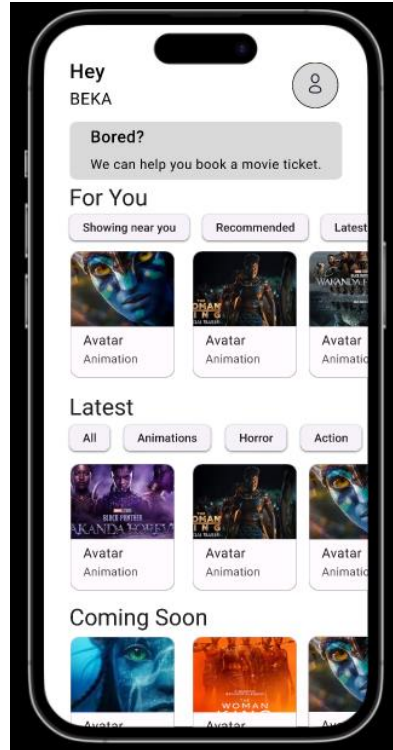
Before usability study 2



After usability study 2

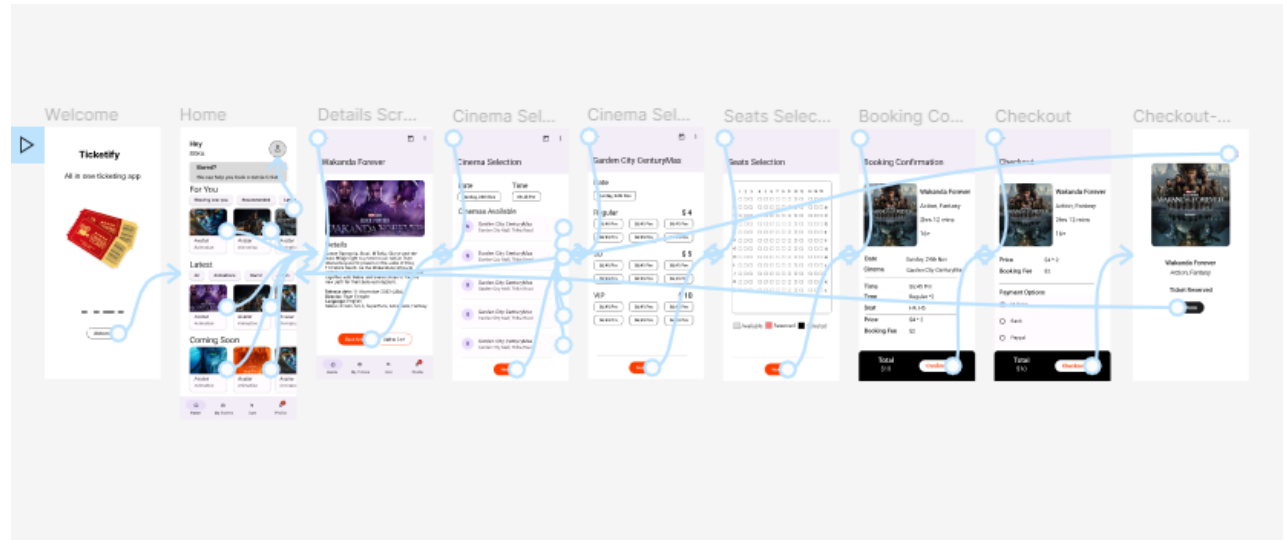


Key mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for booking a movie ticket and checkout. It also met user needs for a cart or reminder option as well as more customization.



View the Ticketify [high-fidelity prototype](#)

Accessibility considerations

1

Provided access to users who are vision impaired through adding alt text to images for screen readers.

2

Used icons to help make navigation easier.

3

Used detailed imagery for movies to help all users better select a movie.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Ticketify really thinks about how to meet their needs.

One quote from peer feedback:

“The app is so easy and smooth. I am most definitely never going to miss out booking tickets reliably again.”



What I learned:

While designing the Ticketify app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Next steps

1

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

2

Conduct more user research to determine any new areas of need.

Let's connect!



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

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Thank you!