PROJECT OVERVIEW

- The product
- The problem
- The goal
- Role and responsibilities

PROJECT OVERVIEW

THE PRODUCT

The Cine Snack app located in Mexico, lets people pre-order movie theater snacks for easy pick up. By doing so users can skip in-store lines, pay easily and choose between having their order delivered to their seat or picking it up at the snack bar. Our target customers are moviegoers who want to have a good time watching a movie with snacks.

PRODUCT DURATION

August 2021 - November 2021
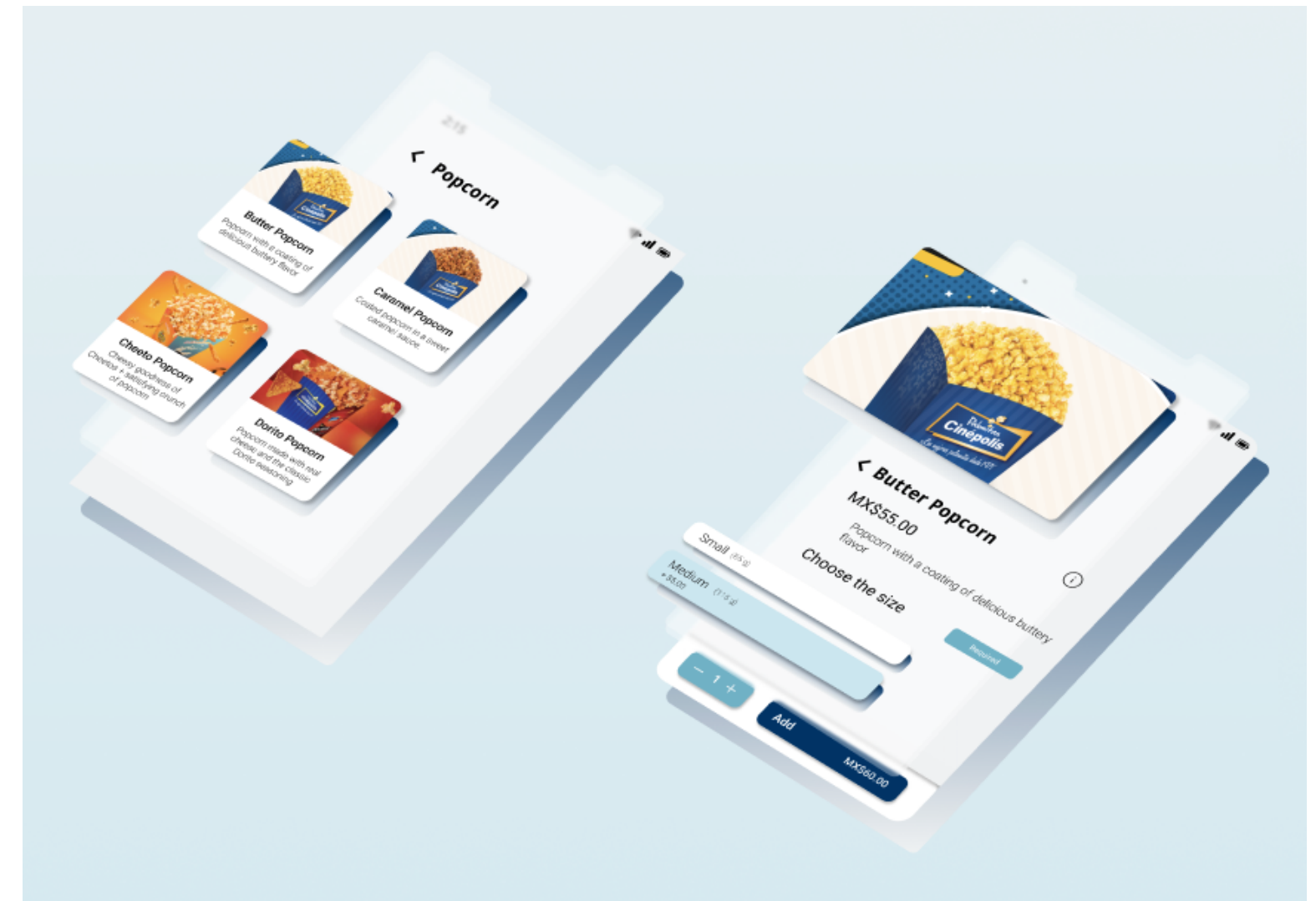
THE PROBLEM

The inconvenience of long lines such as having to wait when running late to one's movie. As well as enduring pressure to buy more from the workers. Example: https://www.merca20.com/cliente-hace-jugada-maestra-evita-larga-fila-en-cinepolis-gracias-a-uber-eats/
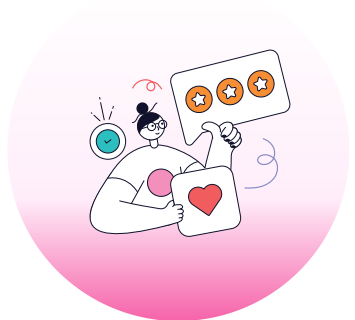
THE GOAL

Design an app that allows users to easily and quickly place and pick up orders.

MY ROLE

Lead UX designer from conceptualization to delivery.

RESPONSIBLITIES

Conducting foundational research, design research, post-launch research, interviews, paper and digital wireframing, low and high- fidelity prototypes, conducting usability studies, accounting for accessibility and iterating on designs.
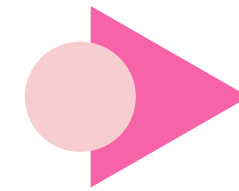
UNDERSTANDING THE USER

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

USER RESEARCH: SUMMARY
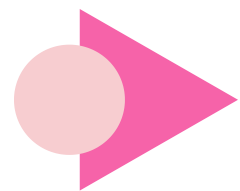
▶ I conducted interviews, created empathy maps and usability studies in order to better understand user pain points when ordering snacks in movie theaters. A primary user group identified was moviegoers from all ages.

▶ When conducting interviews initial assumptions were confirmed, yet users pointed out more pain points they encounter other than long lines making them late to their function. These include people cutting in line, large inconvenient trays and hard to read menus. These challenges limit users from wanting to buy snacks or being able to.

USER RESEARCH : PAIN POINTS
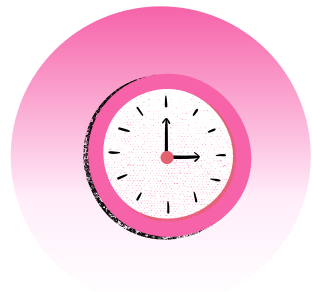
TIME

Waiting in long lines makes users tired, frustrated and at times late to their function.

PEER PRESSURE

Employees insisting on getting more food than the user order creates frustration and nervousness.

ACCESSIBILITY

The menu is hard to read when waiting in line and not accessible to all users.

USER RESEARCH : PERSONA

Carlos Gonzalez, 18 y/o

"Hard work is the key to success but a break never hurt anybody"

Karla works at a law firm while she studies for her college admissions exam. She's has a hectic schedule but going out with friends to watch a movie is always a stress relief from her busy life. Yet sometimes waiting in long lines to order food and encountering rude customers ruins the experience.

Goals

• "Having a fun and relaxing time with friends at the movies."
• "Ordering food and snacks for the movie, quickly and efficiently."
• "Have a nice employee when ordering me."
• Get the best promotion."

Frustrations

• "Usually the line is very long so if you're running late to your movie buying food is just not an option."
• "The bright screens menu are hard to read from afar when waiting in line"
• "There aren't enough employees to attend everyone."
• "Sometimes people try to cut in line."

USER JOURNEY MAP

As seen in the journey map an easier more accessible way to order snacks is necessary

Goal: Be able to order food and snacks at the movie theater quickly and efficiently

ACTION	Get to movie theater	Wait in line for sack bar	Place order	Wait for completion	Pick up order
TASK LIST	Tasks A. Pick a movie B. Buy movie tickets	Tasks A. Join the line B. Decide what to order	Tasks A. Request order B. Check order C. Pay	Tasks A. Gather extra items B. Make sure order is prepared correctly	Tasks A. Gather order B. Make sure order is correct C. Go to movie
FEELING ADJECTIVE	Excited to watch a new movie	Impatient to get food for the movie and frustrated to not be able to see the menu clearly because it's far away	Annoyed the cashier insists on trying to get you to buy more than what you ordered	Tired of so much waiting and hungry	Delighted with all the food yet struggles to carry it all and runs late to the movie
IMPROVEMENT OPPORTUNITIES		Offer an app to order food and snacks prior to the movie	Offer app to order food and snacks as easily as possible	Offer entertainment options while customers wait	Offer delivery to seat in theater

COMPETITIVE AUDIT

|	General information								First impressions	
	Competitor type (direct or indirect)	**Location(s)**	**Product offering**	**Price** ($ - $$$$)	**Website** (URL)	**Business size** (small, medium, large)	**Target audience**	**Unique value proposition**	**Desktop website experience**	**App or mobile website experience**
AMC theatres	Indirect	Alabama, Arizona, California and more	Buy movie tickets & pre order snacks, alcohol, beverages and food	$$	https://www.amctheatres.com/	Large	Moviegoers young, social, influential with disposable income.	AMC stubs to get member exclusives	**Needs work** + Modern and clean organized design - Some links don't work -Freezes and loads slowly	**Needs work** + Modern design - Text squares cut off -Unable to order - Freezes when clicking out of walkthrough
Uber eats	Indirect	Available in 6,000 cities across 45 counties	Online food ordering and delivery platform including movie theater snacks and food	$	https://www.ubereats.com/mx/store/cinemex-explanada-pachuca/KRHSYyKNSASLYZCC4-T5dw	Large	Young generations	Offers Uber Pass, which gives monthly perks	**Good** + Well-designed and easy to use + Many features +Intuitive user flow -Not memorable	**Good** + Well-designed and easy to use + Modern design + Easy and smooth ordering process - Some links don't work
Cinemark	Direct	Los Angeles, San Francisco Indianapolis and mor	Buy movie tickets & pre order snacks, food and beverages	$$	https://www.cinemark.com/movies	Large	Midsized markets or suburbs of major cities	Movie Club membership to unlock rewards with purchases	**Good** + Well-designed and modern + Attention to detail and descriptive + Shows company ethos	**Good** + Modern and clean design + Well-designed and easy to use + Attention to detail and descriptive

UX (rated: needs work, okay, good, or outstanding)						
Interaction				Visual design		Content
Features	**Accessibility**	**User flow**	**Navigation**	**Brand identity**	**Tone**	**Descriptiveness**
Good + Offers a walkthrough of features + Ability to create user profile - Can order snacks in limited amount of theaters	**Needs work** - Only offers one language - Hard to read small white letters	**Needs work** - Unable to order	**Good** + Easy navigation - Slow at times	**Outstanding** + Strong brand identity through colors and style +Ongoing theme	Engaging and informative	**Outstanding** + Key information presented + Easy to understand
Outstanding + Offers filters + Ability to create user profile + Add specific instructions in order +Create group order + Map to track your order	**Okay** - Only offers two languages - Hard to read small letters	**Good** + Easy and fast ordering process - You must have an account to order	**Good** + Easy and basic navigation + Clear pictures and iconography	**Okay** + Ongoing fonts - Not memorable	Consice and informative	**Outstanding** + Key information is presented + Has graphics for a better und + Consice information
Outstanding + Ability to create user profile + Delivery to seat in the theater or pick up at counter + Subscribe to email to get updates + Can check out with account or as guest + Remembers payment information	**Needs work** - Only offers one language - Small thin letters	**Good** + Easy and fast ordering process - Not memorable	**Good** + Easy navigation - Loads slowly	**Okay** + Ongoing colors and fonts - Dull	Concise and informative	**Outstanding** + Key information is presented +Includes nutritional and allerg

STARTING THE DESIGN

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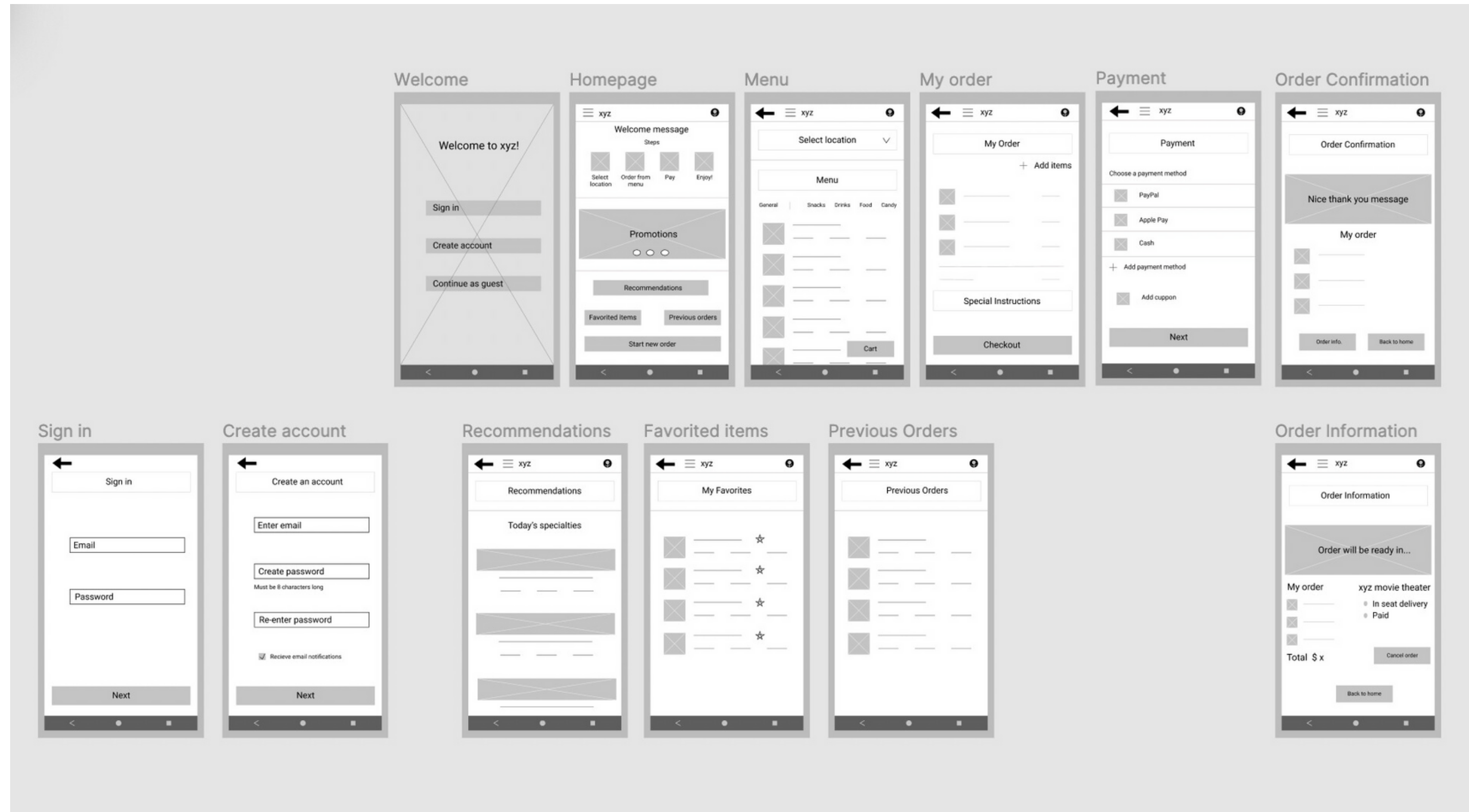- Usability studies

PAPER WIREFRAMES

Six versions were created to later start the iteration phase. Different elements were taken from each version to ensure the best user experience, addressing each pain point.
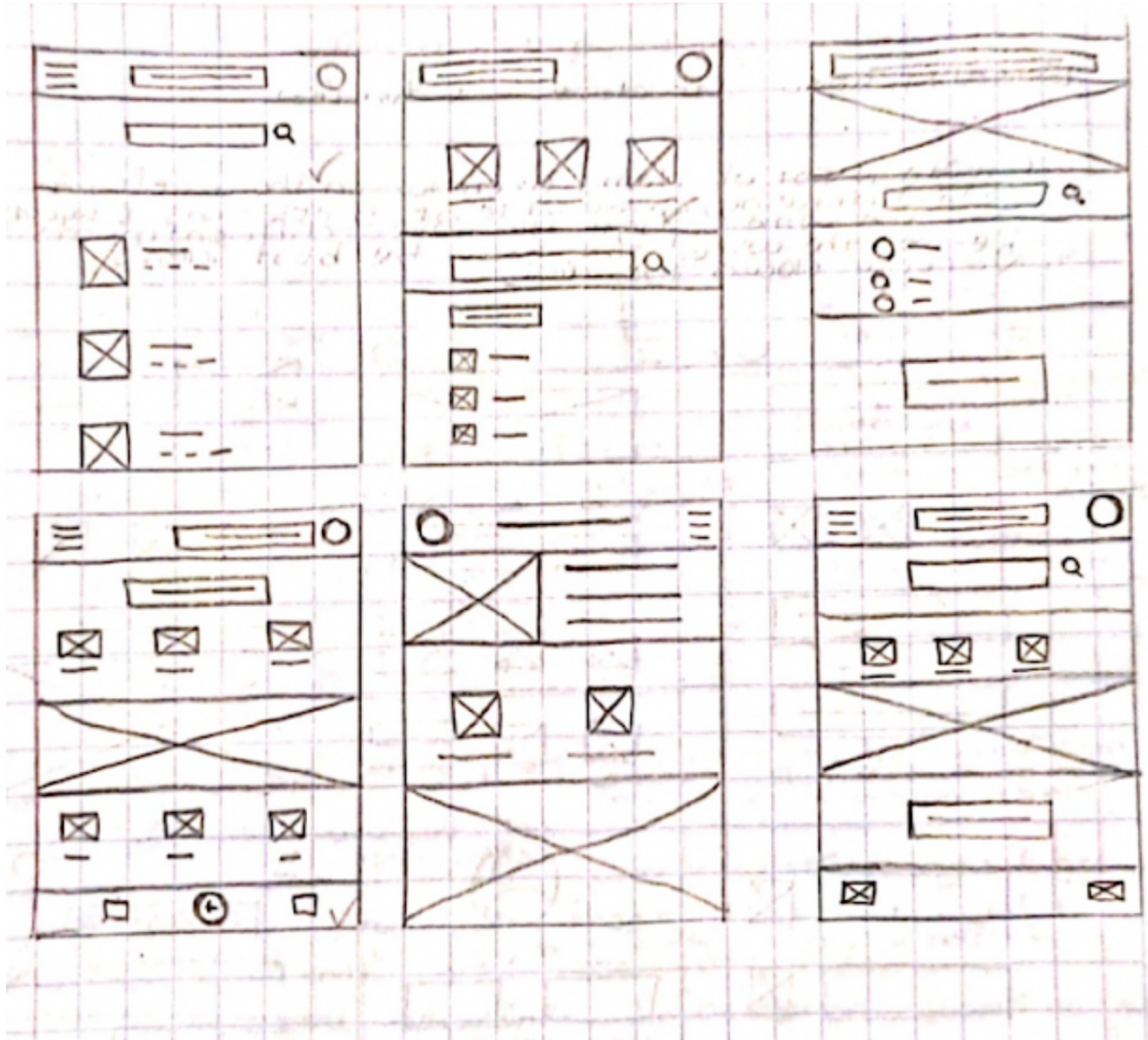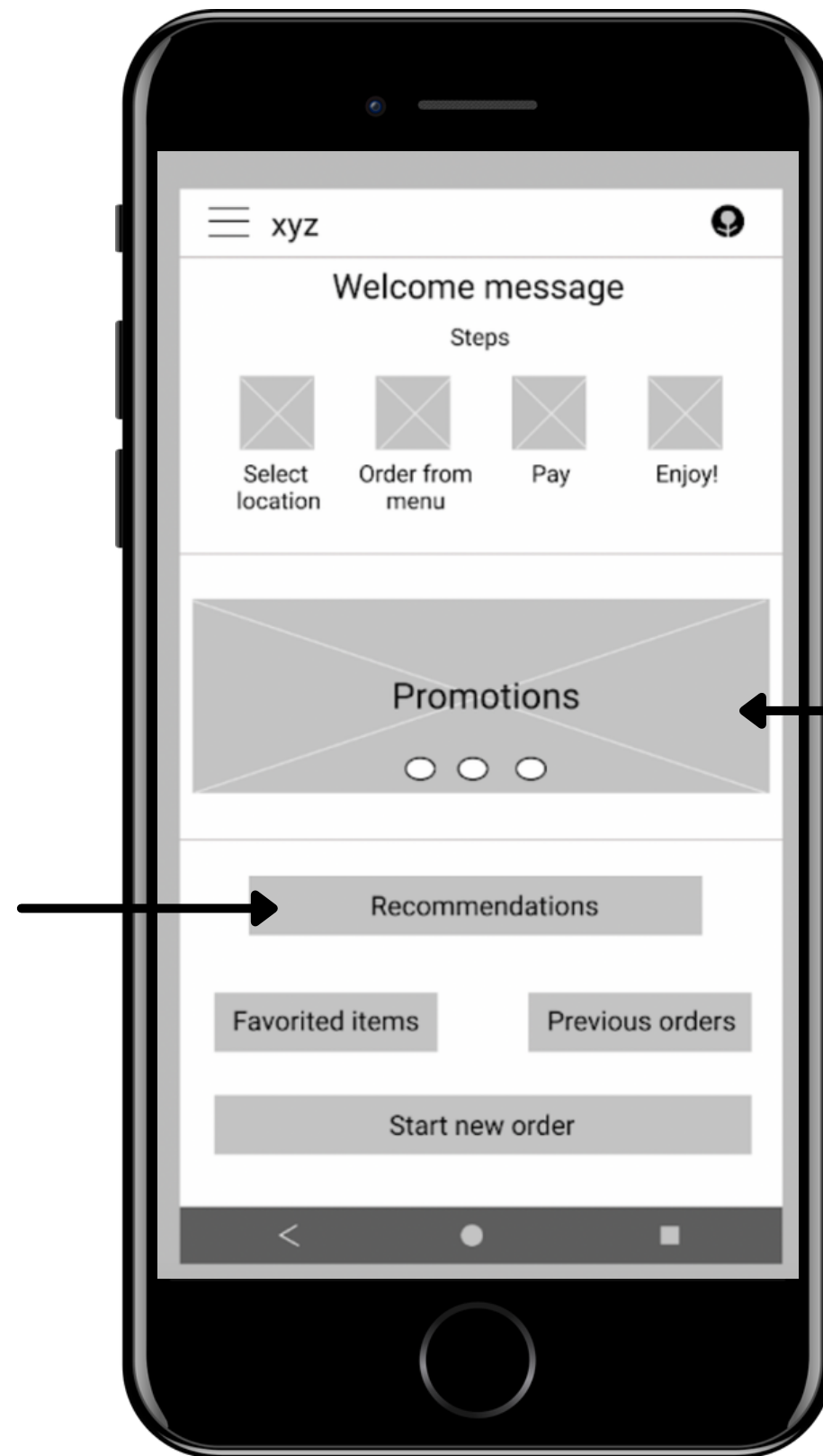
DIGITAL WIREFRAMES

The paper wireframes were converted into digital wireframes. Adding the profile icon, menu, and buttons, the steps were added to make the app easier to use for new users.

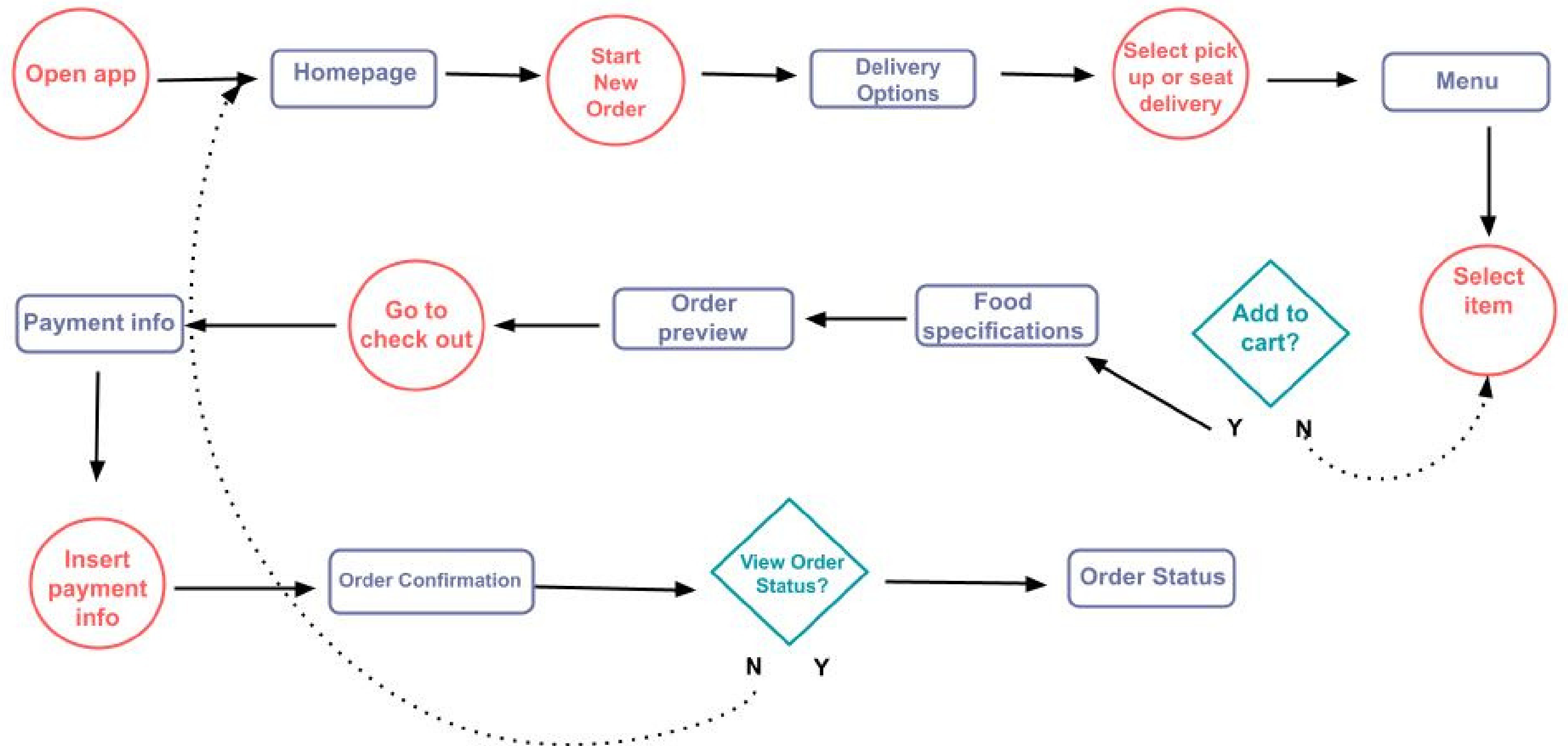# DIGITAL WIREFRAMES BEFORE USABILITY STUDY

Recommendations, favorited items and previous orders were added in order for users to access these easily.

Promotions were made bigger for users to utilize every deal

USER TASK

User task: Use the movie theater snack ordering app to place an order quickly and easily
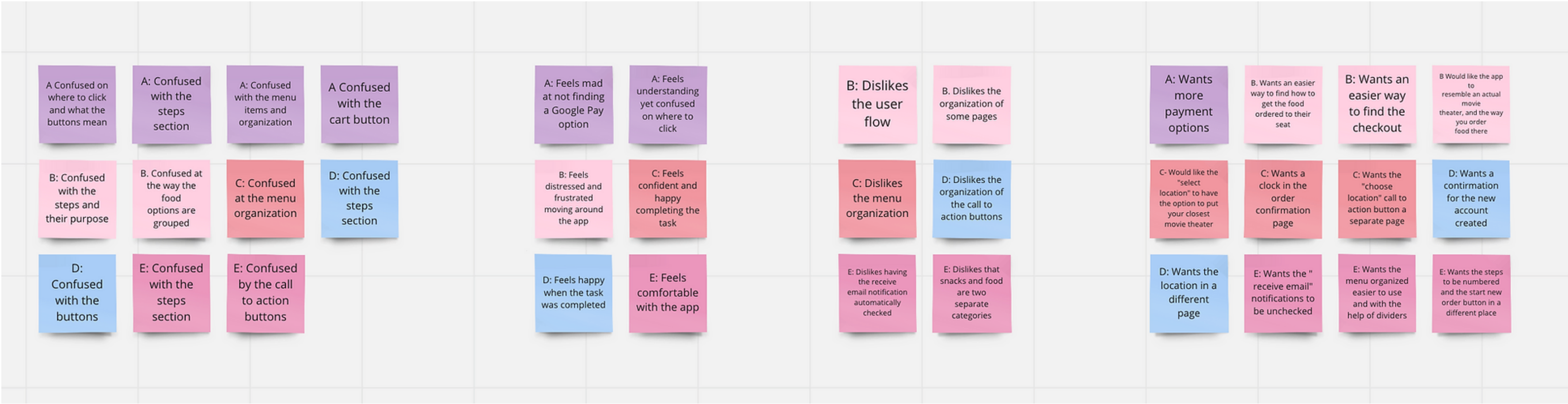
USABILITY STUDY

RECAP

A remote moderated usability study was conducted with five participants of different backgrounds and ages. The goal being to identify problems users may encounter while using the app.
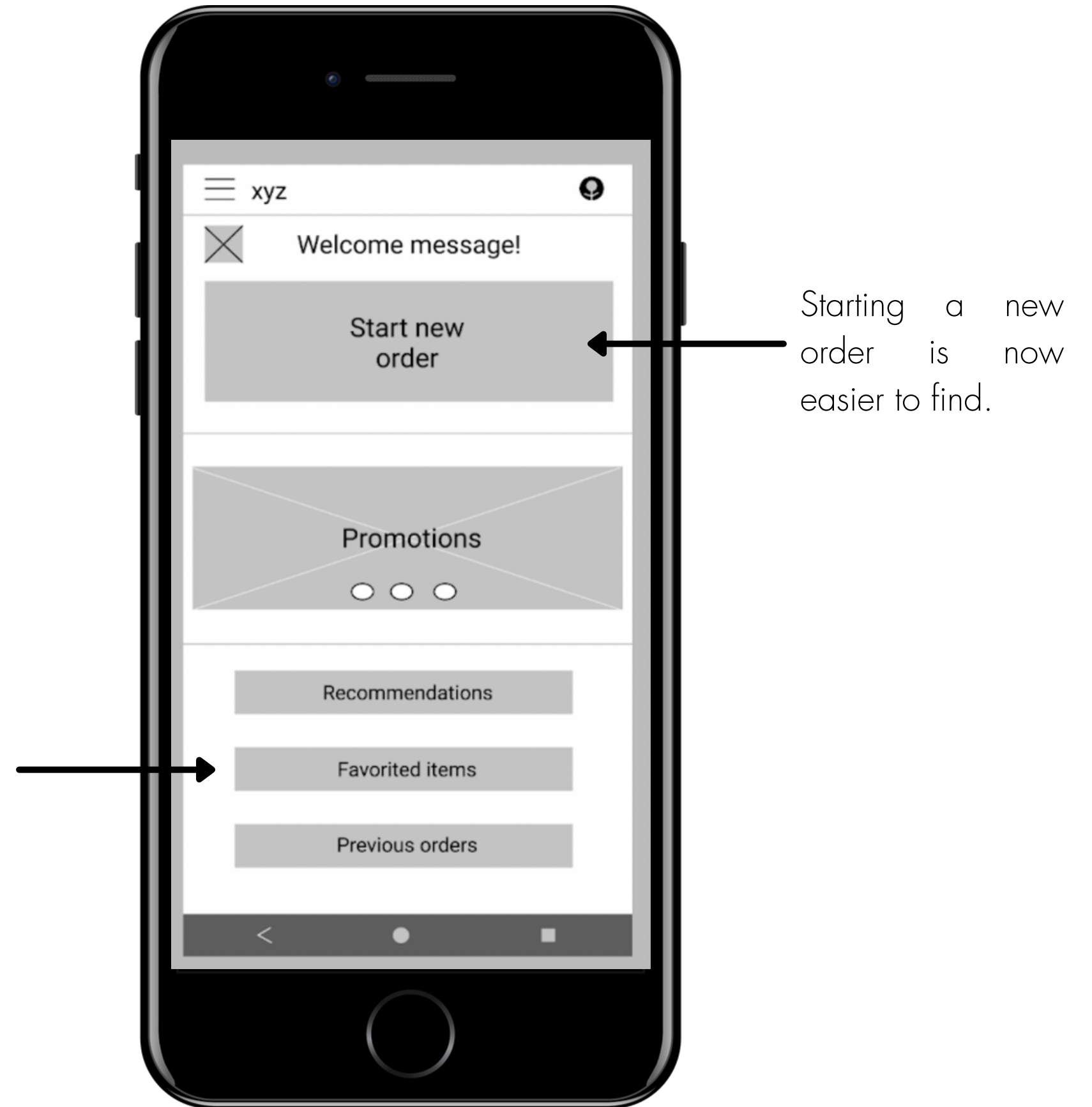
RESEARCH QUESTIONS EXAMPLES

Are there any recurring issues or comments the users point out or have?
Are there any elements we could add to make an easier ordering process?

A Confused on where to click and what the buttons mean

A: Confused with the steps section

A: Confused with the menu items and organization

A Confused with the cart button

B: Confused with the steps and their purpose

B. Confused at the way the food options are grouped

C: Confused at the menu organization

D: Confused with the steps section

D: Confused with the buttons

E: Confused with the steps section

E: Confused by the call to action buttons

A: Feels mad at not finding a Google Pay option

A: Feels understanding yet confused on where to click

B: Feels distressed and frustrated moving around the app

C: Feels confident and happy completing the task

D: Feels happy when the task was completed

E: Feels comfortable with the app

B: Dislikes the user flow

B. Dislikes the organization of some pages

C: Dislikes the menu organization

D: Dislikes the organization of the call to action buttons

E: Dislikes having the receive email notification automatically checked

E: Dislikes that snacks and food are two separate categories

A: Wants more payment options

B. Wants an easier way to find how to get the food ordered to their seat

B: Wants an easier way to find the checkout

B Would like the app to resemble an actual movie theater, and the way you order food there

C- Would like the "select location" to have the option to put your closest movie theater

C: Wants a clock in the order confirmation page

C: Wants the "choose location" call to action button a separate page

D: Wants a confirmation for the new account created

D: Wants the location in a different page

E: Wants the "receive email" notifications to be unchecked

E: Wants the menu organized easier to use and with the help of dividers

E: Wants the steps to be numbered and the start new order button in a different place

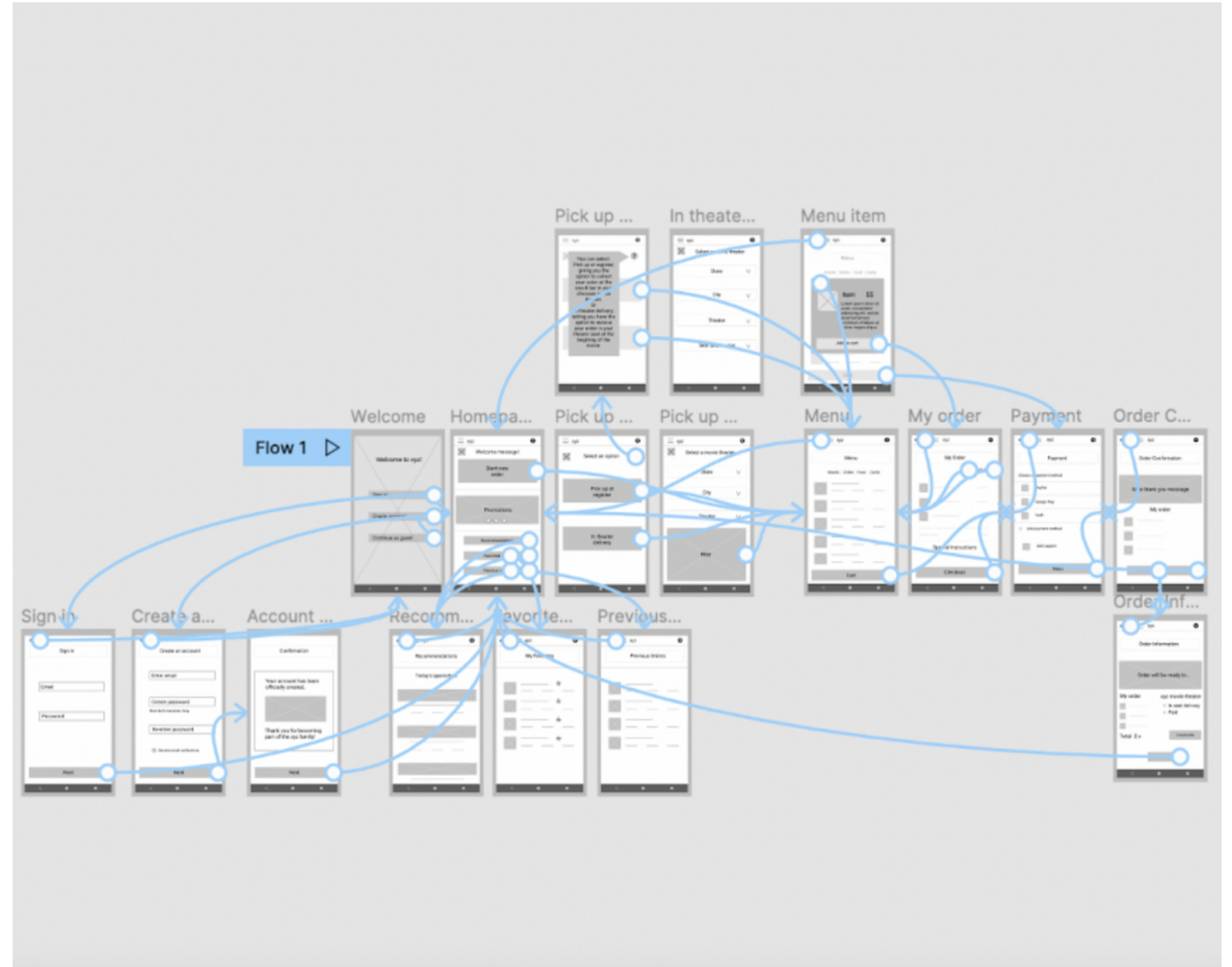# DIGITAL WIREFRAMES AFTER USABILITY STUDY

After the first usability the feedback was used to make changes for easier user experience. The "steps section" was deleted as participants found it distracting and frustrating.

Starting a new order is now easier to find.

Recommendations, favorited items and previous orders were made the same size.

LOW-FIDELITY PROTOTYPE

A low-fidelity prototype was created connecting the primary user flow of registering to completing the ordering process.

USABILITY STUDY: FINDINGS

Two usability studies were conducted. One to help guide the wireframe designs into mockups. A second one in order to refine the aspects of the high-fidelity prototype.
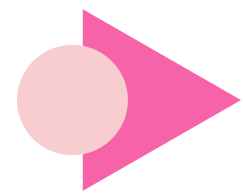
Round 1 findings

- Users want a more accessible and clearly placed "cart" button.

- Users want a more organized and intuitive menu.

- Users need better cues to complete the user flow.
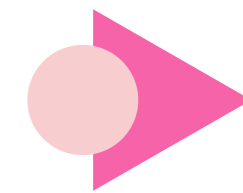
Round 2 findings

- Users would like bigger easier to read fonts.

- Users would like more descriptive navigation.

- Users would like a different color palette and typography.

REFINING
THE DESIGN

- Mockups
- High-fidelity prototype
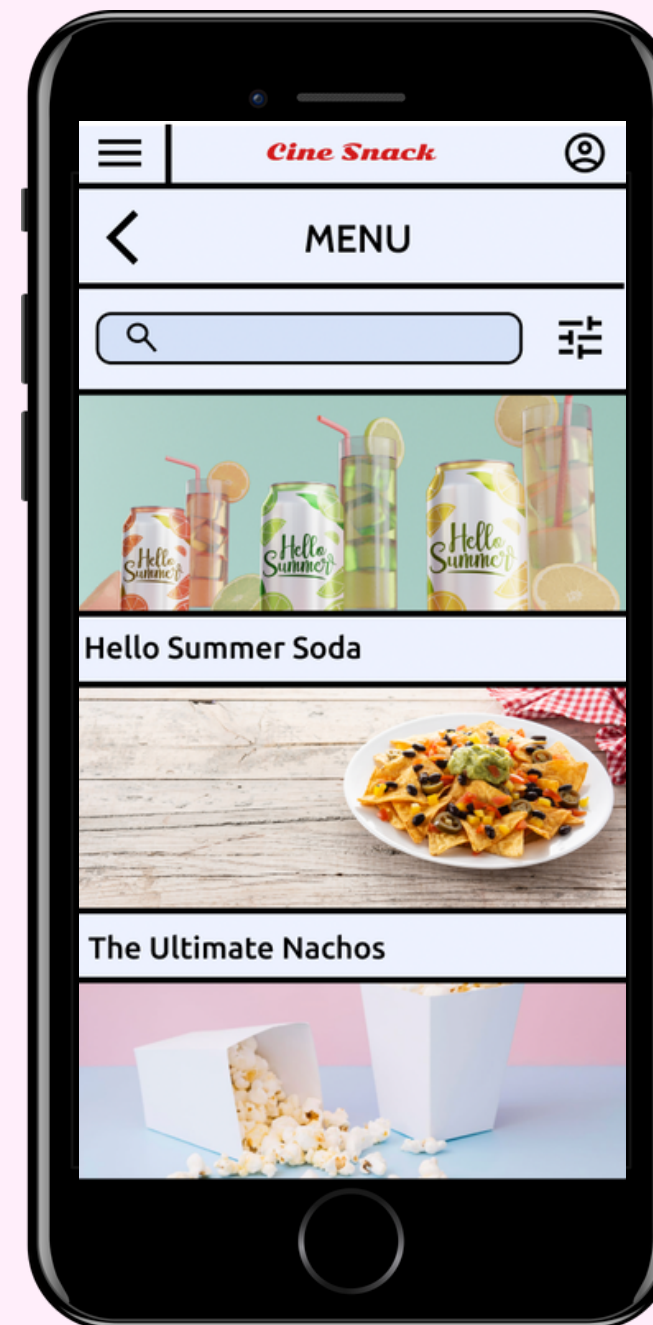- Accessibility

MOCKUPS

When creating the mockups, hierarchy and contrast were used in order to make the prototype easier to use and understand for all types of users. This being achieved with the feedback obtained.
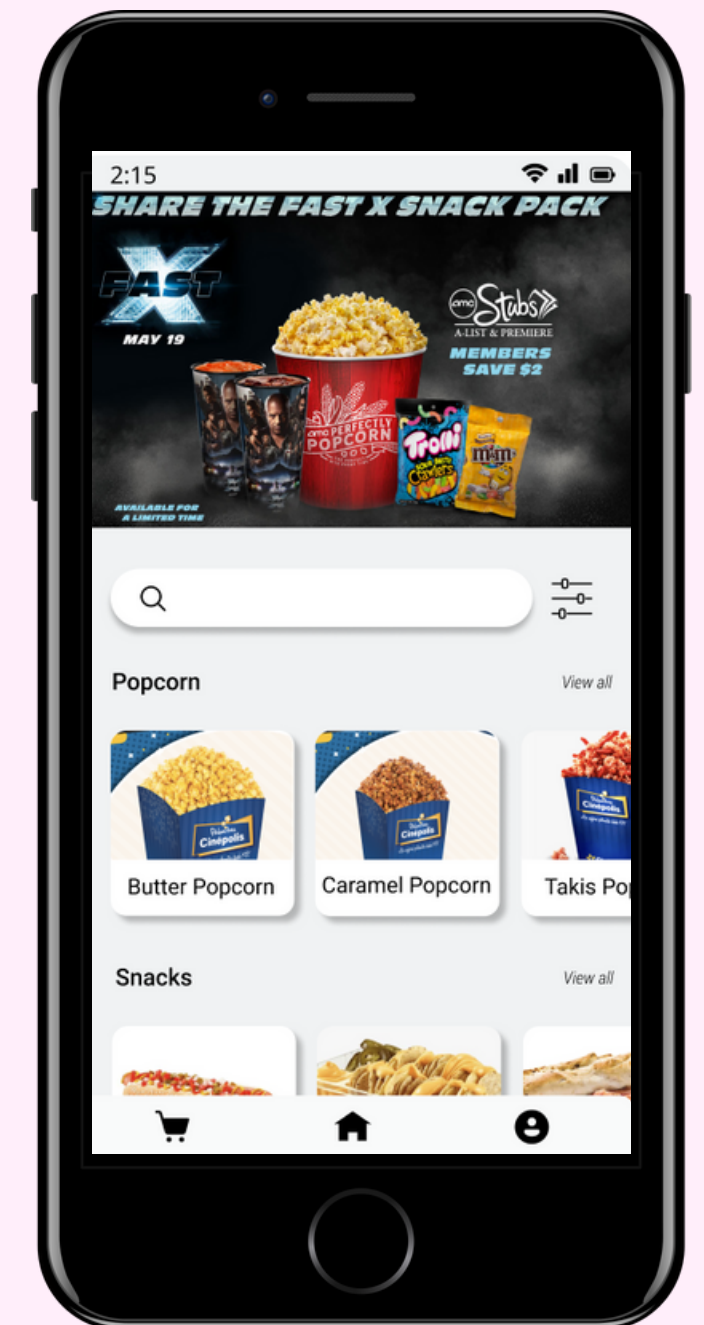
Before usability study
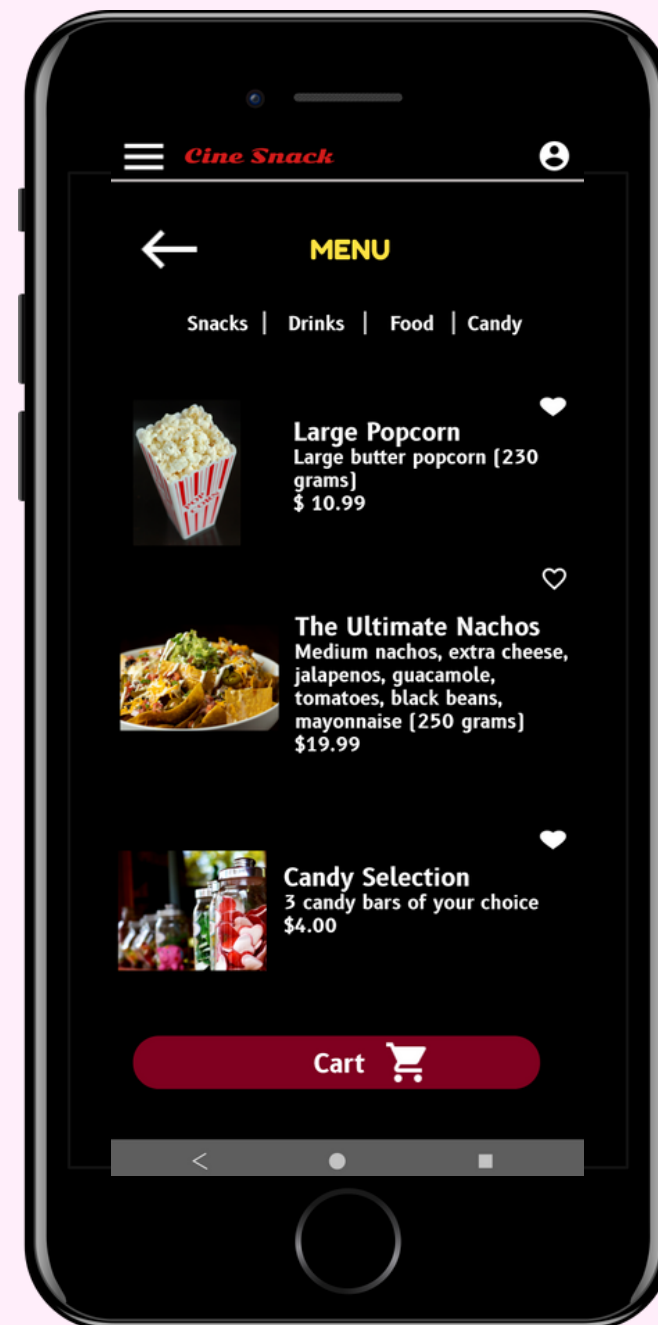
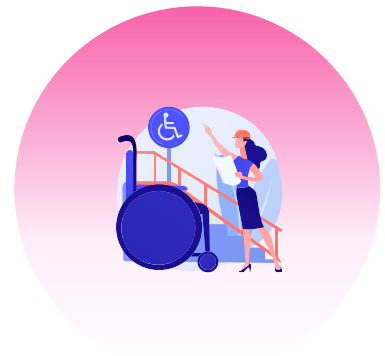After first usability study

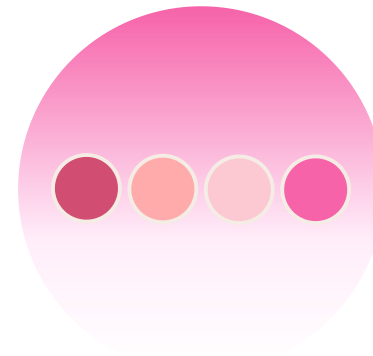After second usability study

HIGH-FIDELITY PROTOTYPE

The final high-fidelity prototype has a more accessible user oriented flow, with easy an easy to use navigation, icons and user flow.

ACCESSIBILITY CONSIDERATIONS

An accessibility menu was created to turn on different assistive technology.
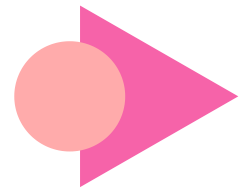

Contrasting colors were used for easy reading.

Widely known iconography was used for a better navigation as well as images to represent food from the menu.
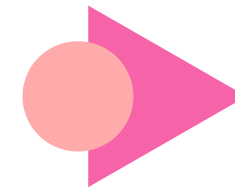
GOING FORWARD

- Takeaways
- Next steps

TAKEAWAYS

▶ Impact:

"I liked that when you order it it tells you what your order was, as someone who struggles with poor vision I thinks it's really great you can order everything from your phone and not struggle to see the menu"
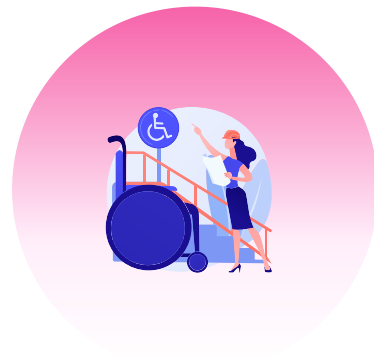
▶ What I learned:

I learned the basics of designing, how to conduct research ideate, to create both paper and digital wireframes and turning them into fully functioning prototypes. But most importantly I learned the importance of always putting the user first in a design.

NEXT STEPS

Conduct more usability studies to see if all user needs are met.

Continue improving the accessibility settings, to ensure all users are able to have a good experience while on the app.

THANK YOU
FOR YOUR TIME!

LINKS FROM ELEMENTS USED

- Background psd created by freepik - www.freepik.com
- Background photo created by chandlervid85 - www.freepik.com
- Food photo created by freepik - www.freepik.com
- Mockup psd created by freepik - www.freepik.com
- Background psd created by freepik - www.freepik.com
- Background psd created by freepik - www.freepik.com
- Recommendation icon by Icons8
- Frame psd created by freepik - www.freepik.com
- Background psd created by freepik - www.freepik.com