

Snack Ordering Movie App

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Project overview



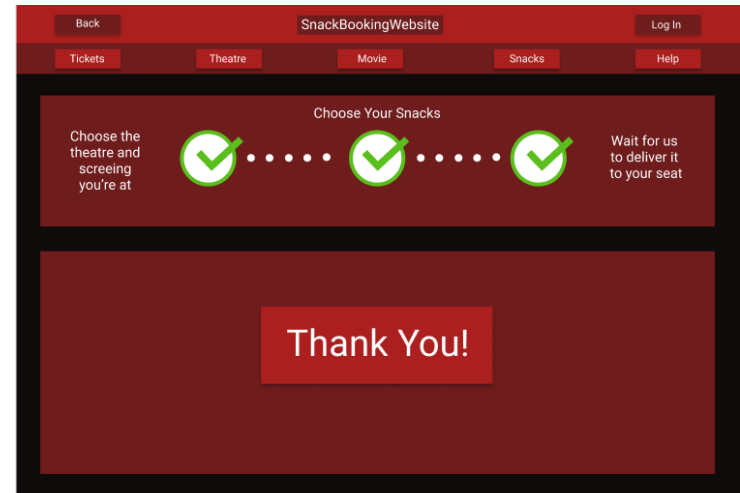
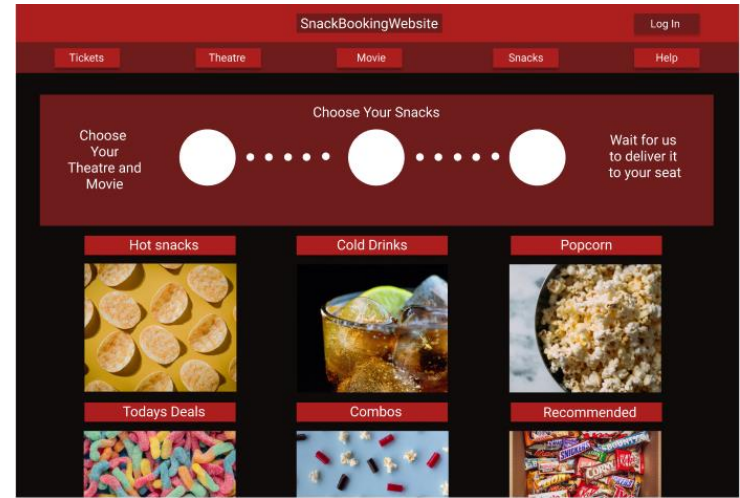
The product:

This product is designed for any cinema guest that wants to pre-order snacks or order them to their seat.



Project duration:

August 1st 2021 - present



Project overview



The problem:

Feeling the need for a snack or a drink at the movies but don't want to miss a second. Long lines before the movie starts.



The goal:

Designing a website that lets you pre-order or have snacks delivered to you.

User research: summary



I conducted user interviews, which I then turned into empathy maps to better understand the target user and their needs. I discovered that many target users found the problem of getting snacks during or before the movies overwhelming and saw it as a reason to watch movies at home instead.



1

Pain point

Going out during the movies causes you to miss out and ruin the experience.



2

Pain point

Not being able to decide before the movie starts and panicking when the lines are too long.

Persona: Simone

Problem statement:

Simone is a High-School teacher who needs to be able to order during the movie because she has a hard time choosing what she wants.



Age: 34
Education: Bsc. English
Hometown: Copenhagen, Denmark
Family: Single, lives alone
Occupation: High-school teacher

"I want to order when I'm ready during the movie, like if I was at home."

Goals

- To enjoy her time at the cinema without feeling neglected.
- To indulge when she feels like it.
- To better schedule her free time.

Frustrations

- Not being able to always read the smaller text.
- The process of deciding, what you want when pressured.
- Not wanting to disturb any other guest at the movies.

Simone is a high-school teacher that came to Sweden for work a few years ago. She spends most of her free time outside exercising, but takes the time to visit the cinema at least twice a month. Simone is visually impaired, which extends to her sometimes having trouble reading smaller print.

User journey map

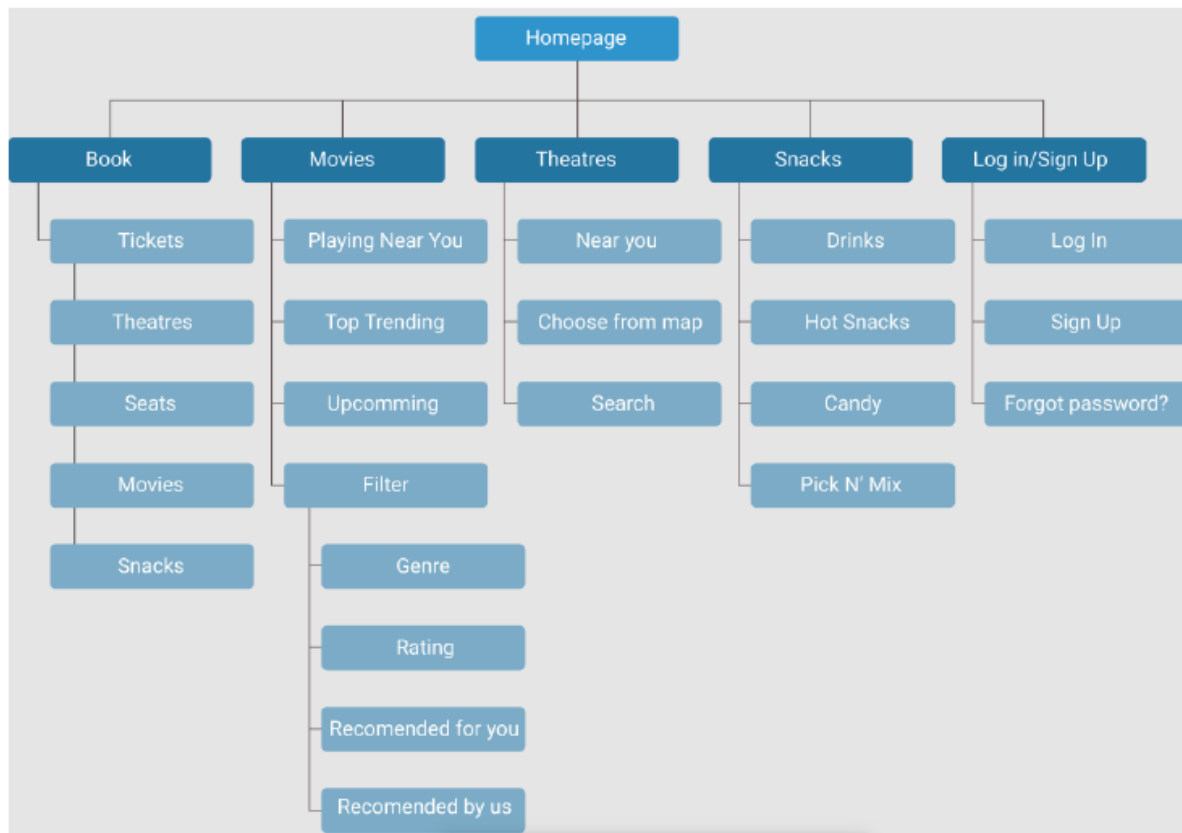
User journey map of
Simone's experience using
the site to book and order.

Action	Select Theatre	Select Movie / Seats	Choose Snacks	Complete Order	Go to Movie
Task List	A. Search nearby theatres B. Select Theatre	A. See what's playing on theatre B. Select Movie and seats	A. Browse offers B. Select Snacks	A. Double-check order B. Complete payment	A. See the map for directions B. Collect order
Feeling Adjective	Uncertain about a theatre they've never visited	Annoyed by unclear filtering	Positive to be able to order snacks online	Happy to use points for a better deal	Excited to see a new movie
Improvement Opportunities	Provide details about theatres	Improve browsing Add suggestions	Provide daily or weekly deals	Extend payment possibilities	Extend to Uber or Lyft

Sitemap

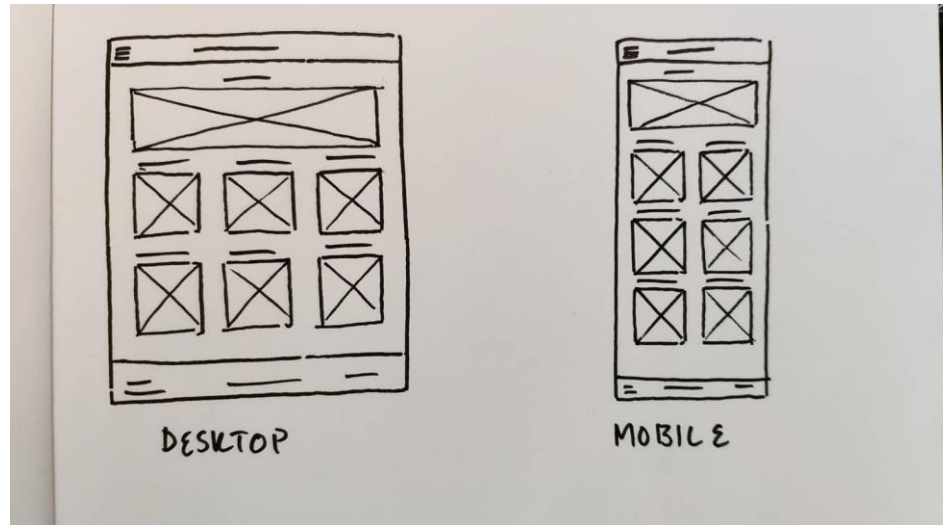
Website navigation proved to be a primary pain point for users so I created a sitemap.

My goal was to make a information architecture that feels natural.



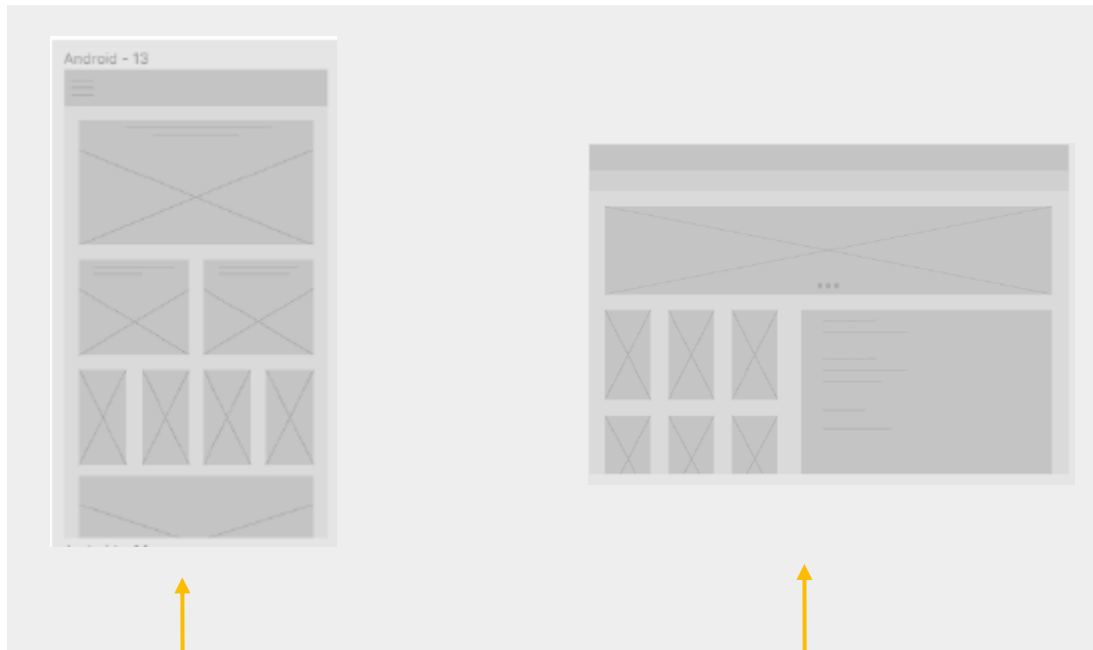
Paper wireframes

The early paper wireframes for the website are made to fit different screen sizes to be fully responsive.



Digital wireframes

The digital wireframes made it easier to imagine how the website would be redesigned. Also these were made to be fully responsive.



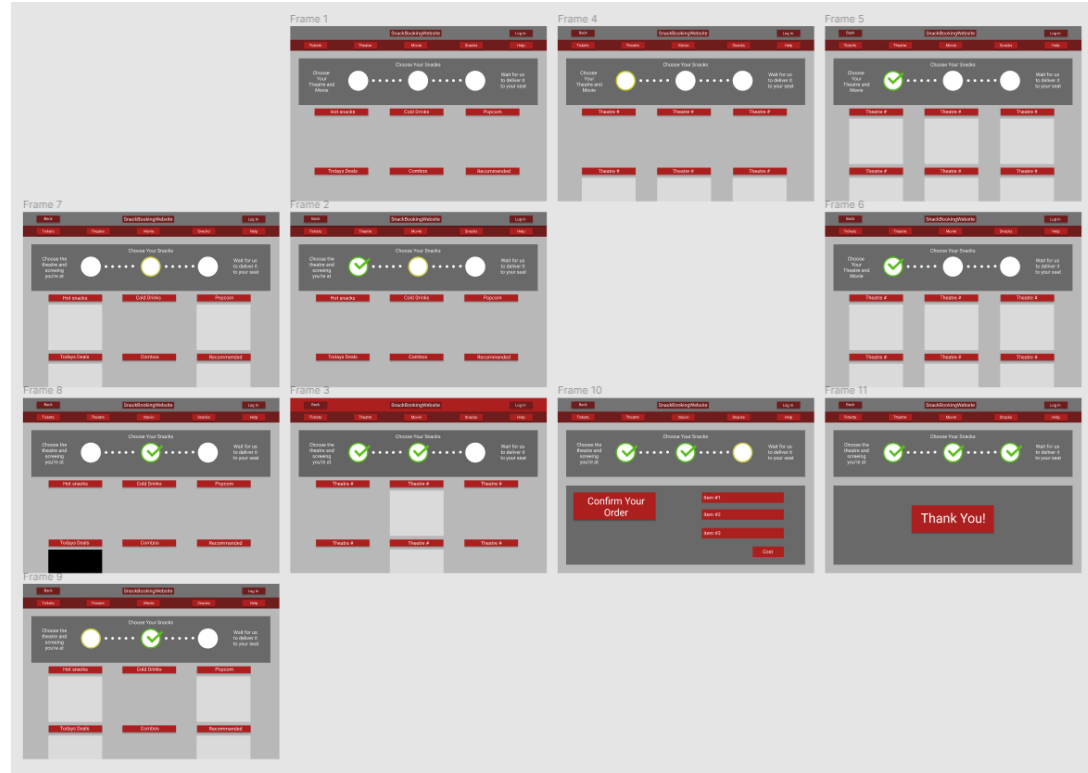
Easy to
navigate with
almost all
things on the
homepage

Desktop
version of the
homepage

Low-fidelity prototype

I connected all the screens for the prototype and let testers try the main user flow.

I had received some feedback on my design which I added to the prototype.



Usability study: parameters



Study type:

Moderated usability study



Location:

Sweden



Participants:

3 participants



Length:

15-20 minutes

Usability study: findings

Insert a one to two sentence introduction to the findings shared below.

1

Finding

Users could not add multiple items to their order.

2

Finding

Users wanted a to make changes to their order at the confirmation screen.

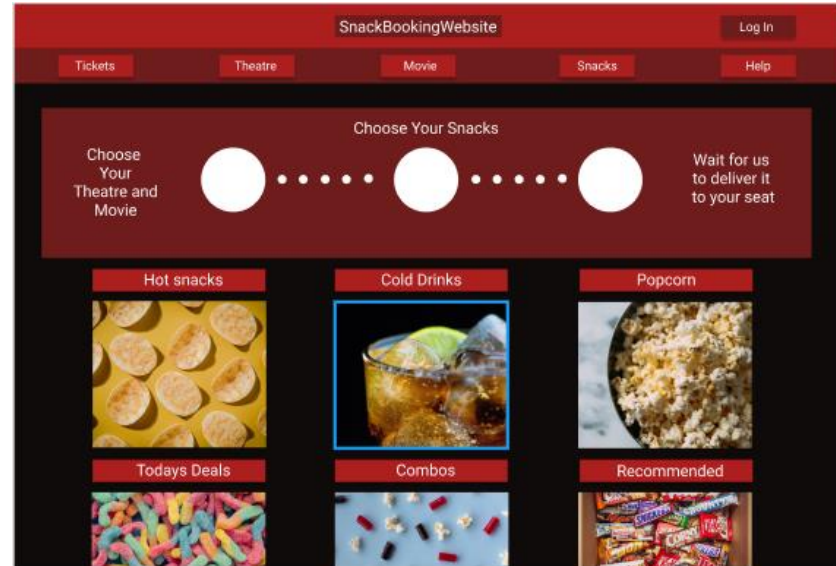
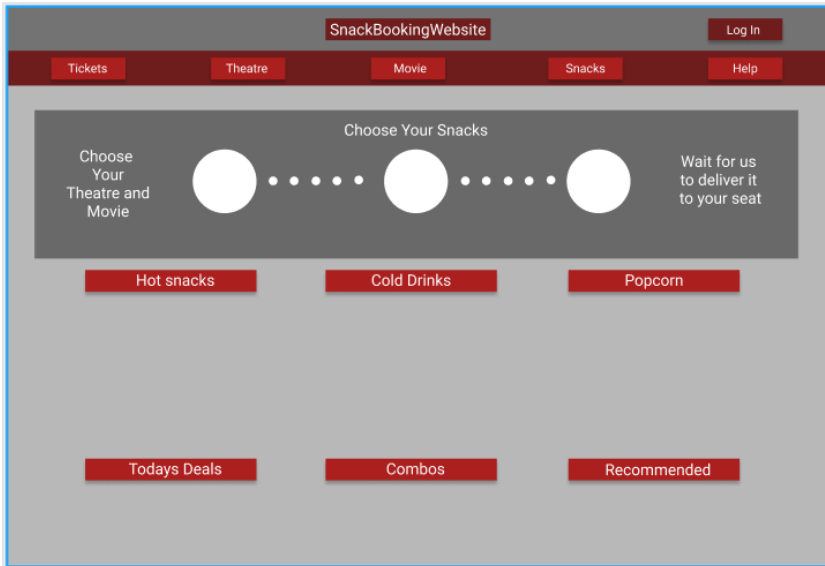
3

Finding

At the checkout users want a clear confirmation screen.

Mockups

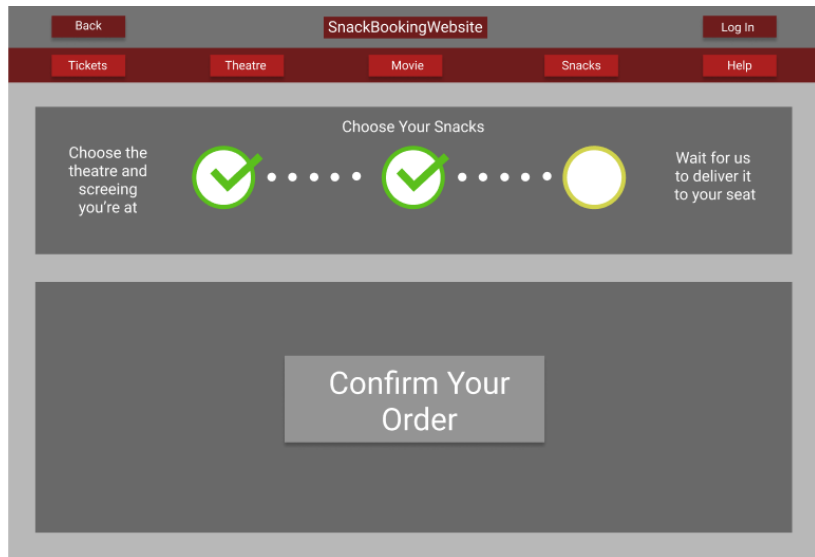
Based on insights and feedback I changed the scheme off the mainscreen.



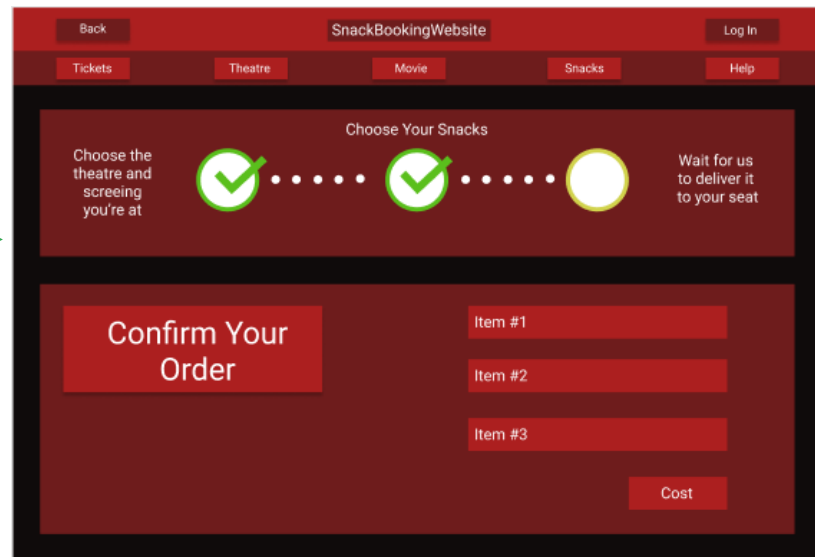
Mockups

To make the confirmation more clear I added all the items and made it possible to change them before confirming.

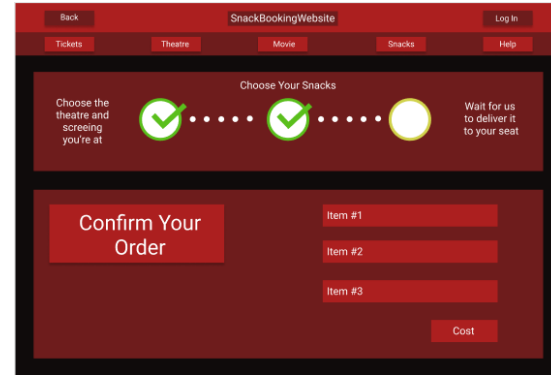
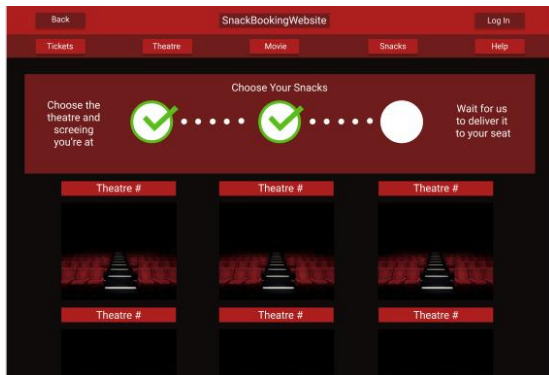
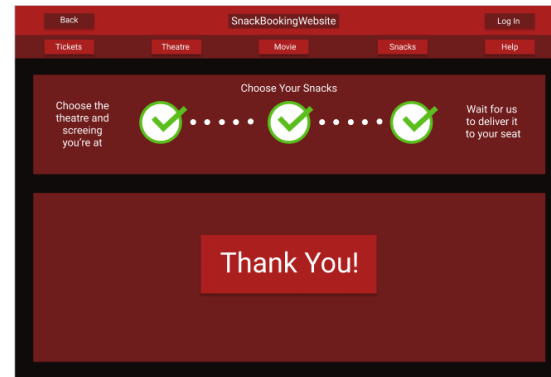
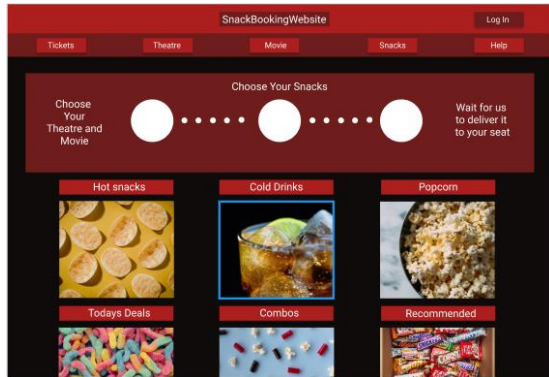
Before usability study



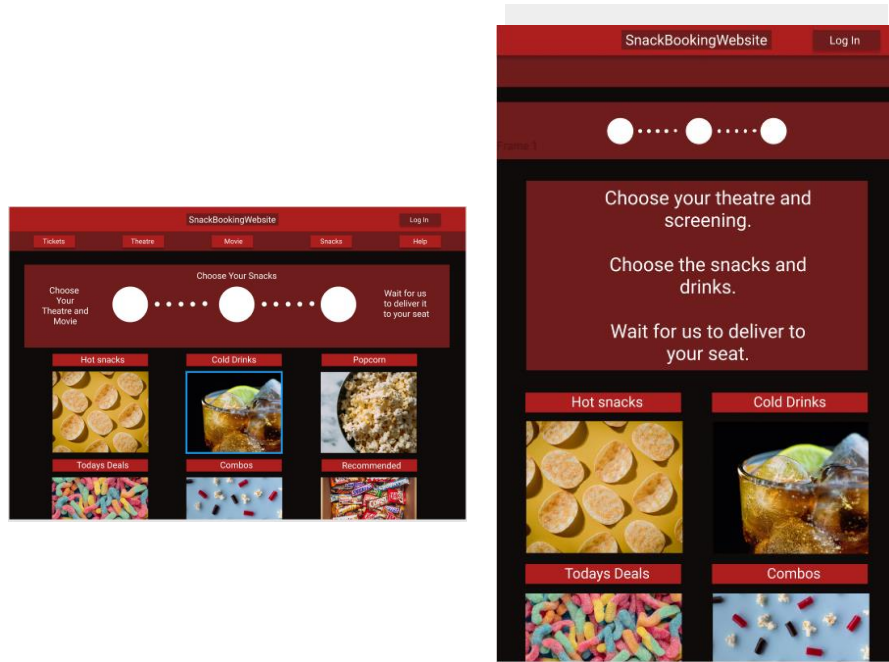
After usability study



Mockups: Original screen size



Mockups: Screen size variations



I included considerations for additional screen sizes but I still need to conduct another usability study and receive design feedback.

High-fidelity prototype

My hi-fi prototype followed the same user flow as the lo-fi prototype, and included the design changes made after the usability study.

<https://www.figma.com/file/QQu6ZmbVPjKsiKek5nQ1zt/Untitled?node-id=2%3A3>



Accessibility considerations

1

I used headings with different sized text for clear visual hierarchy.

2

I designed the site with strong contrasts to make them visible for users.

3

I let most of the site be based on pictures with strong contrasts.

Takeaways



Impact:

Target users shared that the design was intuitive, but that it needs some more work for a better overall feel.



What I learned:

I have learned that designing for accessibility can be difficult, but very rewarding and important.

Next steps

1

Conduct more usability studies and try to get some feedback on the design.

2

Identify additional areas for improvement.

3

Continue the designwork for making the website more accessible.

Let's connect!



Thank you!

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