

Cinépolis

Luxury Movie Theater Website Design

Emelia D.

Project Overview



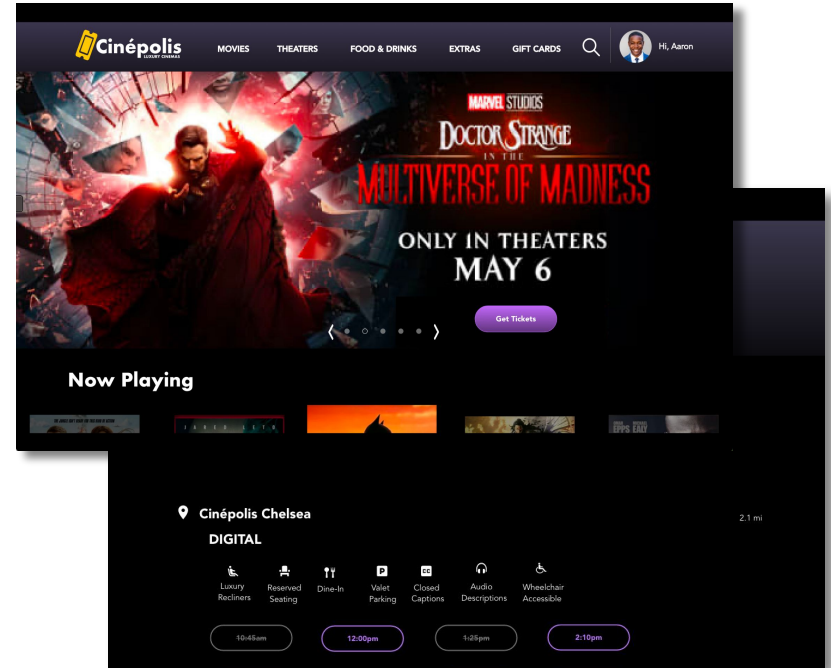
The Product

Cinépolis is a chain of luxury movie theaters that offers customers the option to purchase tickets and reserve seats from the comfort of anywhere. Typical users include working professional who desire the convenience of advance ticketing. Cinépolis aims to make the ticketing experience fast and easy for all types of users.



Project Duration

March 2022 - April 2022



Project Overview



The Problem

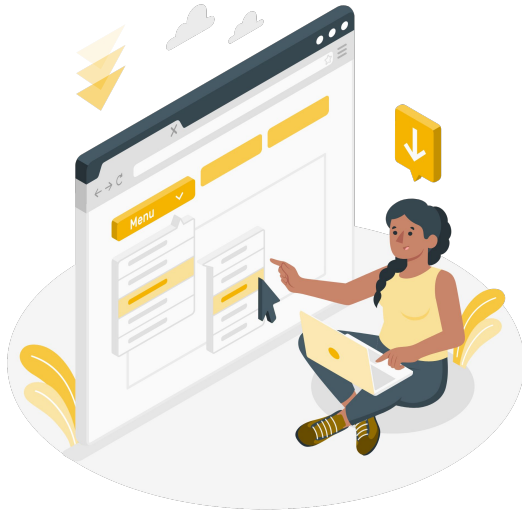
Existing movie ticket booking platforms have **limited features** and **functionality** and **inefficient systems** for browsing movies and purchasing tickets.



The Goal

Design a **user-friendly website** that allows users to **browse movies**, **watch trailers**, and make **quick** and **easy** informed **decisions** while booking tickets online.

Project Overview



My Role

User Experience Designer leading the Cinépolis website design from concept to delivery.



My Responsibilities

- User research & interviews
- Paper & digital wireframing
- Low & high-fidelity prototyping
- Conducting usability studies
- Incorporating inclusive design principles
- Design iteration

Understanding the user

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

User Research: Summary



I conducted **interviews** and created **empathy maps** to understand the **needs, behaviors,** and **motivations** of the users I'm designing for. I discovered that many target users treat a trip to the movies as a fun and relaxing way to unwind from work.

This user group confirmed initial assumptions about movie theater customers, but **research** also revealed challenges. Movie ticket booking websites are **difficult to navigate, inaccurately represent** theatre **screen to seat distance,** and sometimes **lack reserved seating options.** This caused a normally enjoyable experience to become **challenging for users,** negating their goals to unwind and relax.

User Research: Pain Points

1

Amenities

Theater features and facility details often missing from movie ticketing platforms

2

Experience

Movie ticketing websites lack an engaging browsing experience

3

IA

Inadequate theater dimensions may make it difficult to make informed seating selections

Persona: Aaron

Problem statement:

Aaron is a **busy working professional** who wants to **purchase movie tickets online** so he can spend less time waiting in line & **focus on enjoying the moviegoing** experience.



Aaron

Age: 38

Education: College Graduate

Hometown: Brooklyn, NY

Family: Single, lives alone

Occupation: Corporate Real Estate
Finance Director

“Watching movies helps me unwind. I prefer a premium moviegoing experience. One that makes me feel like I’m having a fully immersive evening out.”

Goals

- Watch a movie to rid himself of work related stress
- Quickly book movie tickets
- Patronize a theatre with high-def screens and surround sound
- Get a comfortable seat a preferred distance from the screen
- Have refreshments or a meal while watching a movie

Frustrations

- Extra fees to book tickets online
- Disorganized booking sites are difficult to navigate
- Inaccurate representation of screen to seat distance when booking tickets online
- Booking sites and theatres without reserved seating options
- Theatres without comfortable seating or dine-in options

Aaron works hard and likes to spend his earnings on luxury goods and premium experiences. An avid moviegoer, he enjoys going to the movies with his girlfriend to unwind and relax. He typically doesn't miss movies that include his favorite directors or actors. Sometimes he'll watch movies at home on streaming platforms, but he believes that watching movies in a theatre is an immersive experience. Due to his busy schedule, he prefers the convenience of booking movie tickets and selecting seats on online platforms.

User Journey Map

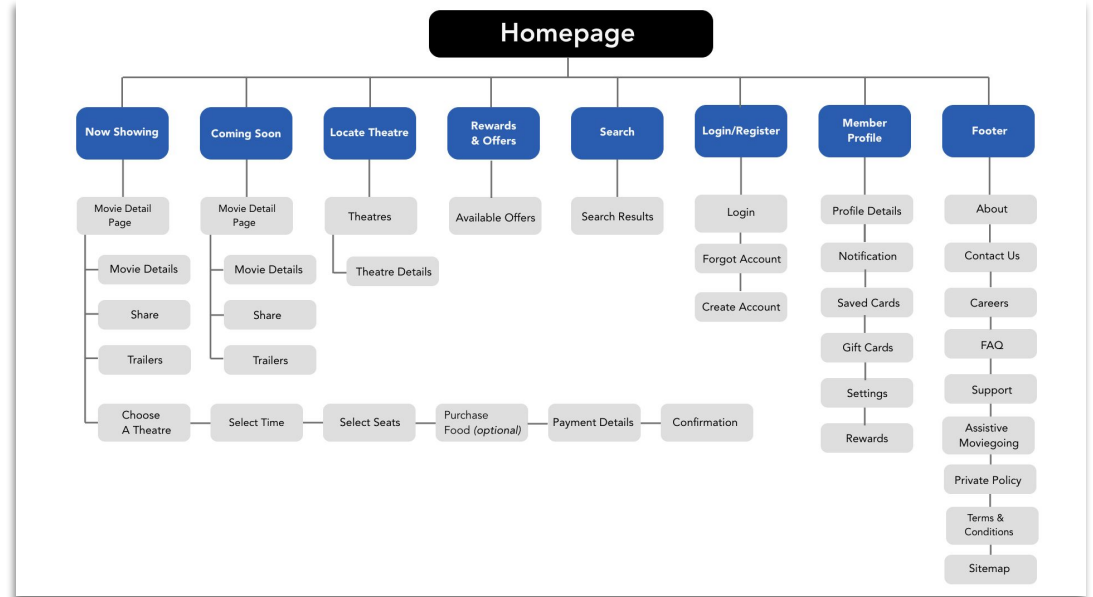
Mapping Aaron's **user journey** using the Cinépolis website revealed possible **pain points** and opportunities to **improve** the user experience.

Persona: Aaron Goal: Quickly and easily purchase movie tickets and reserve seats online					
ACTION	Choose movie ticketing website	Browse movies	Choose a movie, theater, date & time	Choose seats	Purchase tickets
TASK LIST	A. Search for a movie theater ticket booking website B. Visit the homepage of a movie theater	A. Scroll through movie offerings B. Watch trailers and video	A. Select a movie & review the details B. Select a nearby theater and review facilities C. Select date & time	A. Review theater layout B. Review screen size & seat - to - screen distance C. Select seats	A. Click book ticket button B. Pay & Checkout
FEELING ADJECTIVE	😊 Excited to watch a new movie	😊 Curious which movies are available? 😞 Overwhelmed by the number and variety of movies to choose from	😊 Excited that tickets available to movie of choice at preferred location 😞 Worried about commuting & parking availability	😞 Worried will the theater be large enough? Will movie screen be too close or too far away? 😞 Nervous about seat comfort	😊 Happy about choices made 😞 Annoyed by taxed and booking fees
IMPROVEMENT OPPORTUNITIES	Create a website for Cinépolis with an inviting homepage Consider SEO	Allow for multiple filters at once Search movies according to genre, language, etc.	Provide movie trailer on the movie details page with ratings and reviews Provide details on the theaters sound system Explain facilities amenities, including parking	Provide exact theater dimensions on seating chart Provide clarifying measurements of screen size and seat distances Add 3D seating chart	Try to exclude additional charges, when applicable Provide variety of payment options Include refund policy and procedures

Sitemap

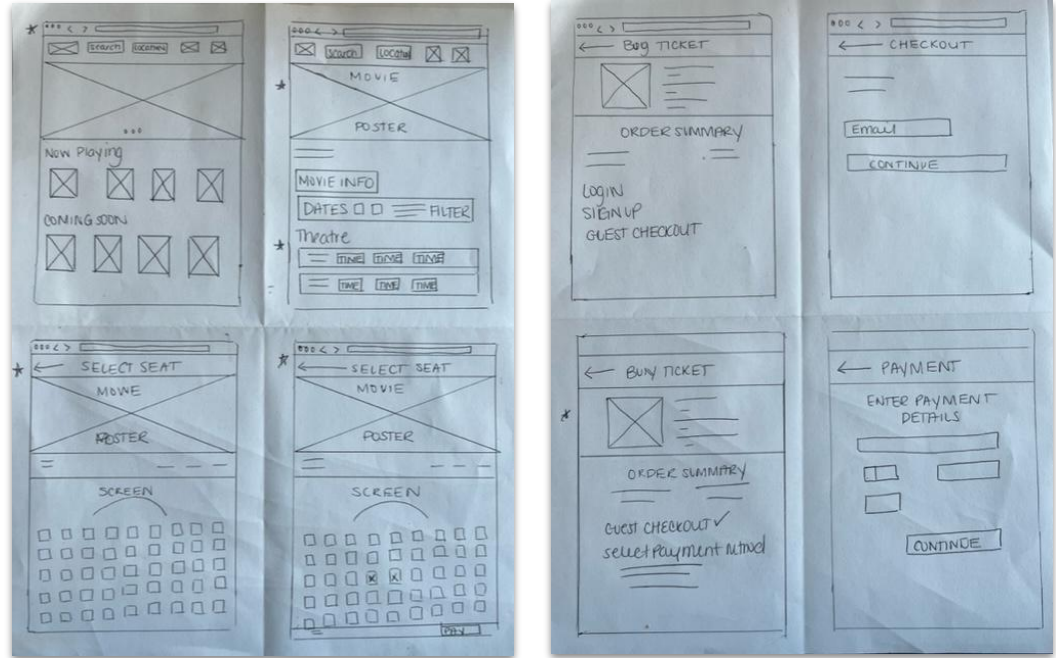
Website navigation was a primary pain point for users. I used that knowledge to create a **sitemap**.

My goal was to make **strategic information architecture decisions** that would improve overall website navigation. The structure I chose was designed to flow, making things simple and easy.



Paper Wireframes

Taking the time to draft iterations of each page of the website using **paper wireframes** 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 **optimizing** the users **browsing experience**.



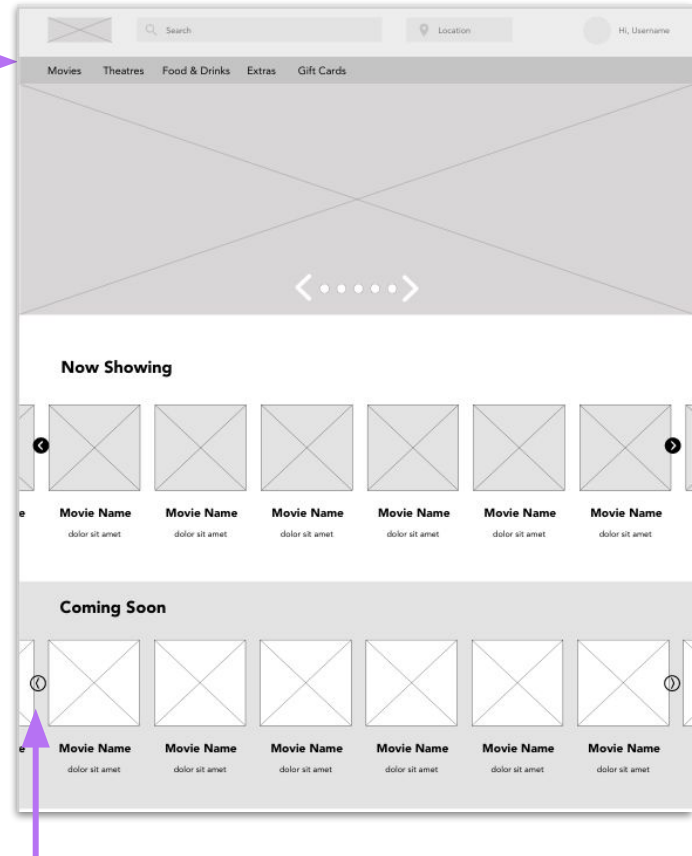
** Stars were used to mark the elements of each sketch that would be used in the initial digital wireframes*

Digital Wireframes

As the initial design phase continued, I ensured that I based screen designs on my **finding and feedback** from user research. Moving from paper to **digital wireframes** made it easy to understand how the redesign could help address user pain points and improve the user experience.

Prioritizing button locations and **visual element placement** on the home page was a key part of my strategy.

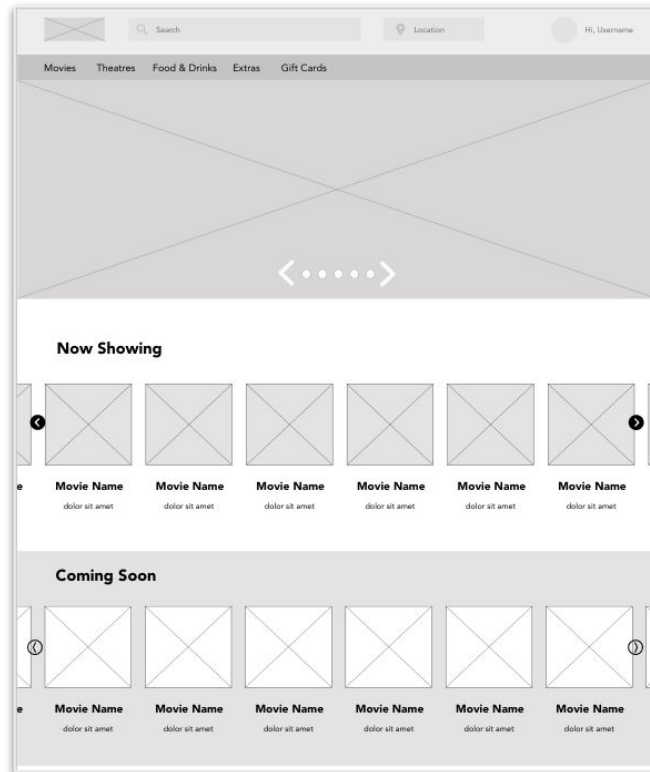
Quick & easy access to search or key nav menu options



Homepage **optimized** for **easy browsing** using a carousel of now playing & coming attractions

Digital Wireframes: Screen Size Variations

Cinépolis patrons purchase movie tickets using a variety of devices. I started to work on designs for **additional screen sizes** to ensure I created a fully **responsive browsing experience**.



Desktop



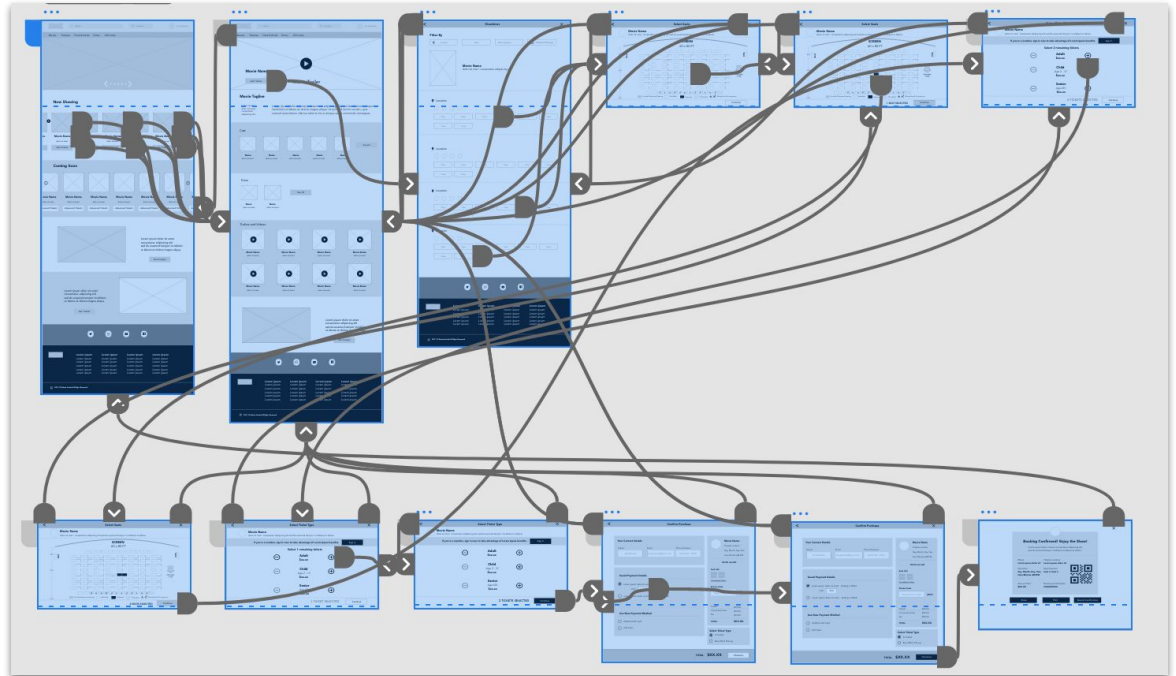
Mobile

Low-Fidelity Prototype

Using the completed set of **digital wireframes**, I created a **low-fidelity prototype**.

Features:

- User flows to purchase movie tickets and select seats
- Simple & consistent navigation to help users flow through the website seamlessly
- Accessible transitions



** View the Cinépolis [low-fidelity prototype V2](#) **

Usability study: Parameters



Study type

Moderated usability study



Location

New York, NY, Remote



Participants

5 (3 women, 2 men)



Duration

20 - 30 minutes

Usability Study: Findings

I conducted one round of a **usability study**. My findings helped guide my designs from **wireframes** to a **low-fidelity prototype**.

1

Call to Action

Users want visual cues to direct them to purchase tickets

2

Theater Offerings

Users were confused by images used to represent theatre amenities

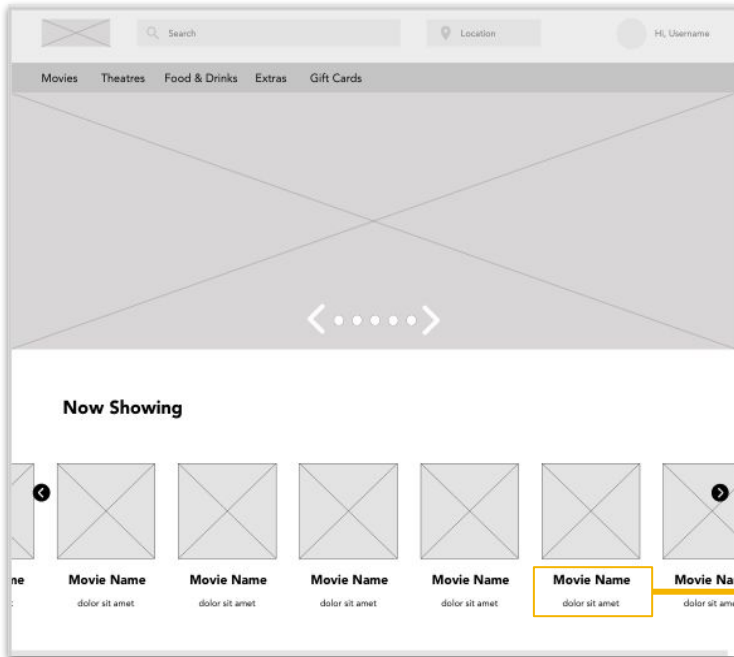
3

Movie Details

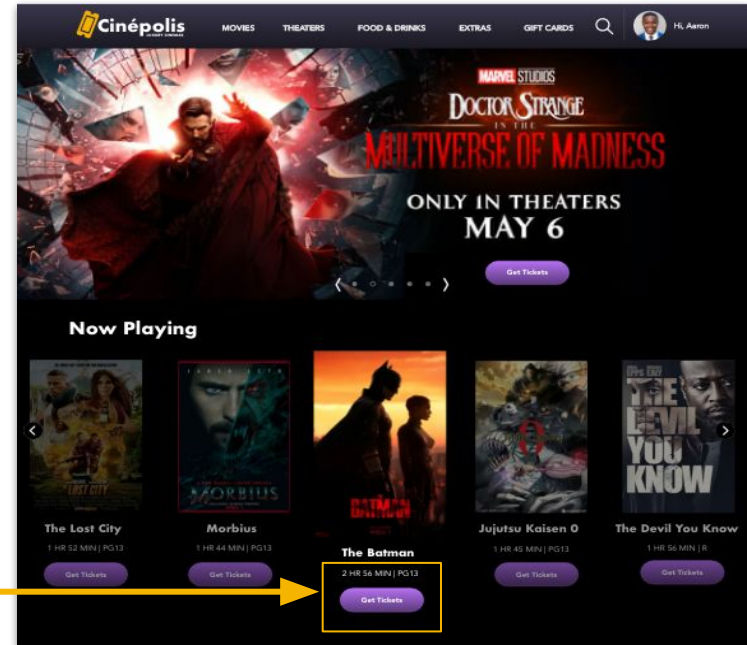
Users did not have a clear way to navigate to the movie details page

Mockups

Early designs **lacked clarity** on how users can proceed from the homepage to the showtime page. After conducting a **usability study**, I added **CTA buttons** to provide cues for users to initiate 'get ticket' or 'advance ticket' tasks.



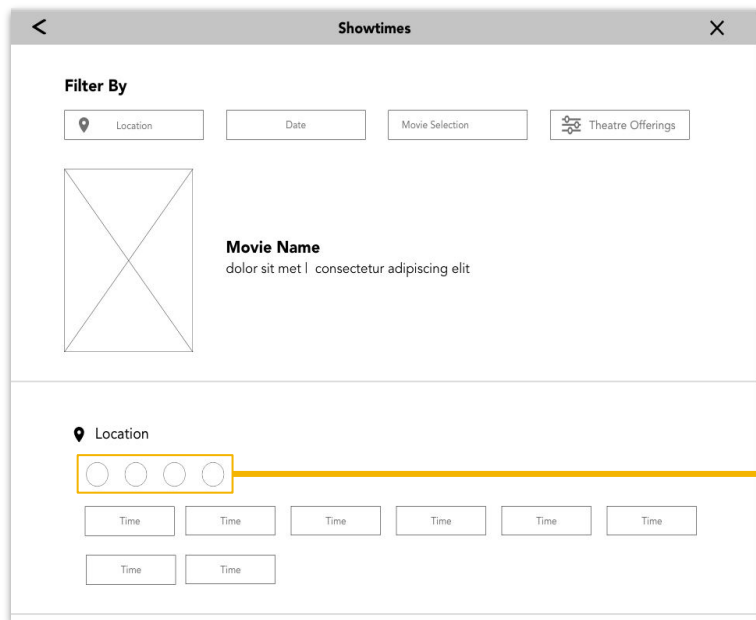
Before usability study



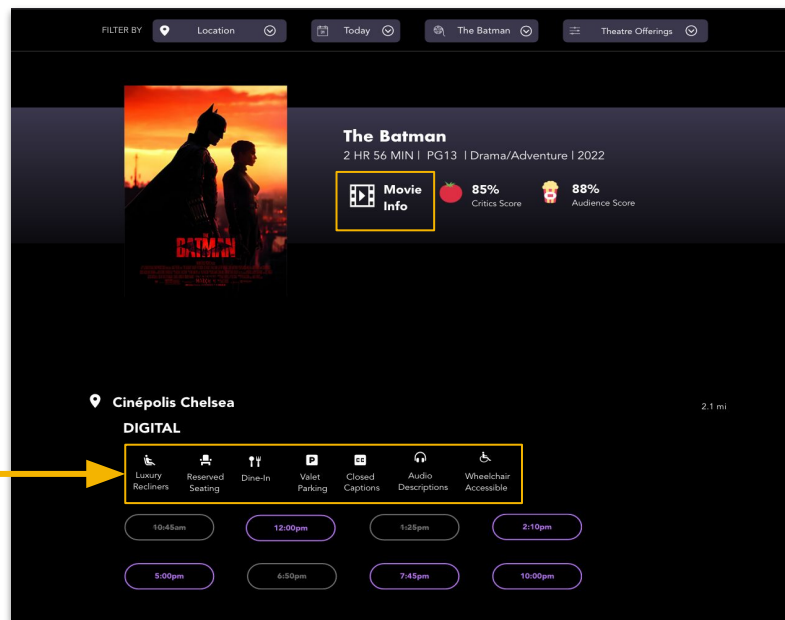
After usability study

Mockups

Users expressed **confusion** while browsing the 'Showtimes' page because of the utilization of images to represent theater amenities. They also **lacked** a clear way to navigate to the 'movie details' page. I **updated** the **theater offerings** section to include text in addition to the graphics. I **added** a 'movie info' link to redirect users the movie details page.



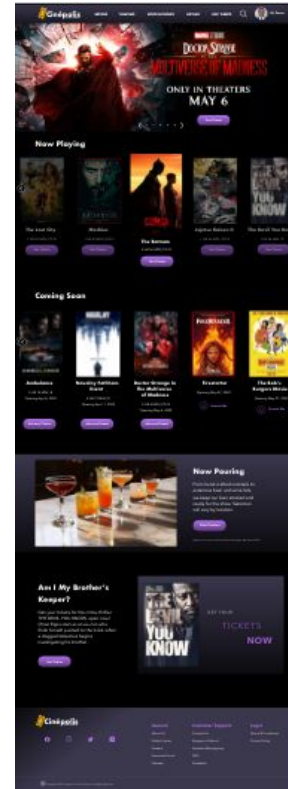
Before usability study



After usability study

Mockups: Screen Size Variations

Since users purchase movie tickets from a variety of devices, I decided to create **wireframes** for **additional screen sizes** to ensure I created a fully **responsive** web **browsing experience**. I included considerations for **additional screen sizes** in my **mockups** based on my wireframes.



Web



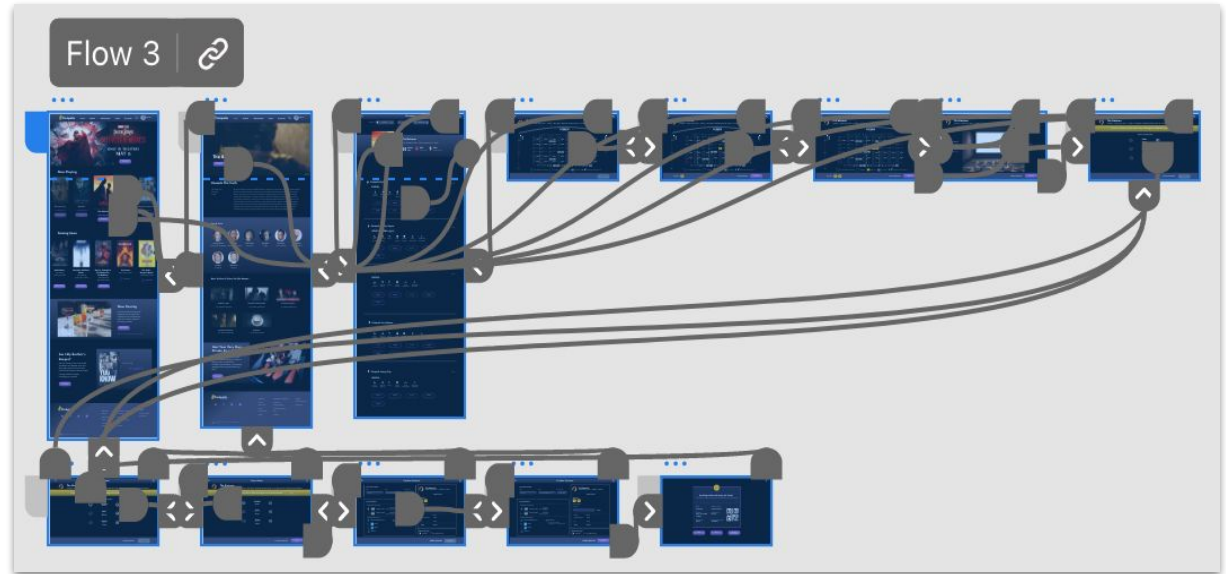
Mobile

High-Fidelity Prototype

The final high-fidelity prototype addresses the main user pain points by providing an **easy to use** design that is **inclusive** and **accessible**.

Features:

- Simple & consistent UI to aid user navigation
- Detailed text and graphics help users make informed seating selections
- Meets user needs for describing theater amenities



** View the Cinépolis [high-fidelity prototype](#) **

Accessibility Considerations

1

Visual Hierarchy

I used headings with different sized text to ensure content readability for **everyone**

2

Landmarks

I programmatically identified page sections to help users, including those who rely on assistive technologies, navigate the site

3

Alt Text

I designed the site with alt text available on each page to ensure sitewide screen reader access

Going forward

- Takeaways
- Next steps

Takeaways



Impact

Users provided positive feedback on the site design, describing the navigation as intuitive. They felt images enhanced the engagement and the site as a whole demonstrated a clear visual hierarchy.

“Purchasing movie tickets on this site was so easy! I’d definitely make it my go-to when I make weekend movie plans”

- User A



What I learned

I am not my user. It’s essential to focus on the needs of the user. Usability studies and feedback exposed flaws in my initial assumptions about website users. These process are essential to enhance and improve each iteration of the app designs.

Next Steps

Since this was a project for a certificate program, there were many design constraints. If given the opportunity to work on a similar project, I would:

1

Conduct another round of usability studies to determine whether the current design effectively addresses the users' pain points

2

Test the design with a screen reader to ensure an optimal user experience for users with screen readers

3

Conduct additional user research to identify additional areas of need and ideate on enhancements

Let's Connect!



Thank you for taking time to review my work on the Cinépolis website!
If you would like to get in touch, you can reach me via:

E-mail: emeliadow@gmail.com

Portfolio: emeliadowie.com