

Movie Food To Go

Eric Seaman

This portfolio illuminates the process I undertook to develop the customer experience and user interface for a mobile app as a part of the seven-course Google UX Design MOOC.

Project overview



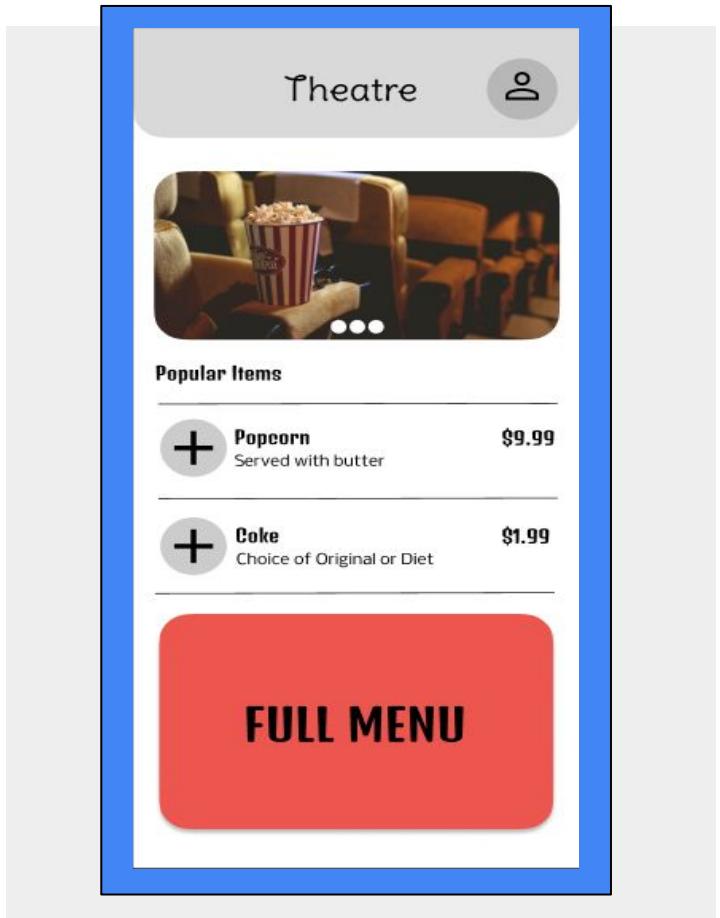
The product:

I would like to create a simple and easy website for people to order snacks delivered right to their seat.



Project duration:

May 2023 - December 2023



Project overview



The problem:

Moviegoers are tired of waiting in long lines right before a movie starts or, even worse, having to leave during the movie to get snacks.



The goal:

I want to improve the moviegoer experience by enabling customers to order food without leaving their seats by using a simple mobile app paired with a delivery service.

Project overview



My role:

I am the UX/UI designer of this project.



Responsibilities:

I followed the 5 steps of design: Empathize, Define, Ideate, Prototype, and Test. As this was a personal project, I personally conducted research, created low- and high-fidelity wireframes, tested the prototype with users representing the personas, and refined the design based on feedback.

Understanding the user

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

User research: summary



I created personas as well as conducted user journey maps. This process helped me get a better grasp of potential pain points and refine my design goals. Originally I envisioned an ultra-simple experience that prioritized speed of ordering, but through the persona definition and journey mapping process I adjusted my objectives to give greater weight to flexibility and choice.

User research: potential pain points

1

Difficult navigation

Users are easily turned away from websites or apps if they are too difficult to navigate. In the case of this app, moviegoers may be more focused on the movie than the app. I would like my app to be as simple and easy to navigate as possible to reduce the risk of turning users away.

2

Hidden information

Sometimes users struggle to find the information they are looking for on a web page or app screen.

My goal with this design is to make the most important information easy to find. I will strive for an uncluttered design using font sizes that help the user understand the relative importance of the information presented.

3

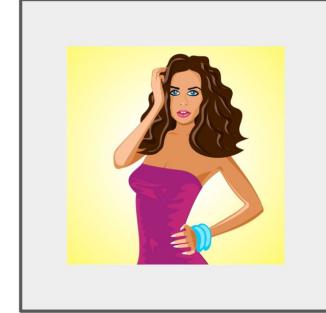
Accessibility issues

Some users may have trouble reading or ingesting the information on the screen. I want to create an app that is friendly to all users by adding accessibility features.

Persona: Amy Alters

Problem statement:

Amy is a mother who would love a convenient way to order snacks at the theater without having to leave her seat because she has a daughter to watch over.



"It's not about the money for me but convenience."

Goals	Frustrations
<ul style="list-style-type: none">Get snacks during move without leaving seatConvenience of having food brought to her	<ul style="list-style-type: none">Getting into theater late because of long snack linesHaving to leave seat during movie to get snacks

Name: Amy Alters

Age: 43
Education: University Grad
Hometown: Portland Maine
Family: Married, one child
Occupation: Doctor

Amy is middle-age and long past her struggle for money. She is an accomplished doctor and has a daughter. When she brings her daughter to the theater, she wishes to watch the entire movie. However, her daughter often pesters her for food or drinks during the film. She thinks the app is a good idea for convenience.

Secondary persona: Matt Maximus. Age 24, frequently goes to watch movies with friends. Doesn't mind standing in line for snacks because can chat with his friends. Has high expectations for technology to deliver convenience in all aspects of life. Frequently uses apps for Lyft, Uber Eats, ZipCar, and Spotify. Expects services to deliver great app experience.

For my design, I have decided to prioritize the "Amy" persona because the pain point is stronger.

User journey map

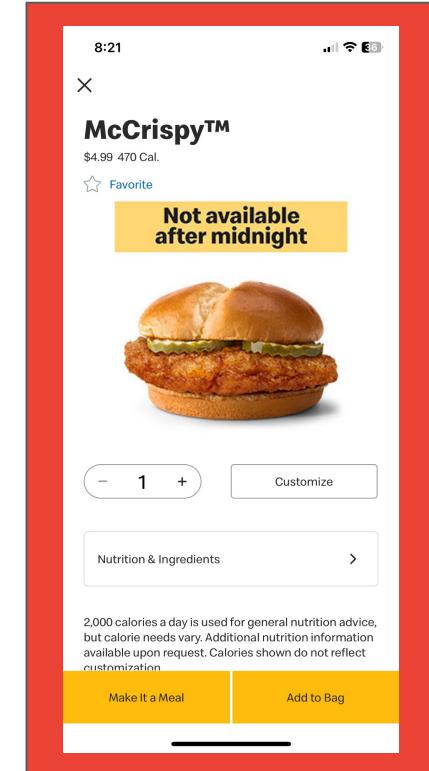
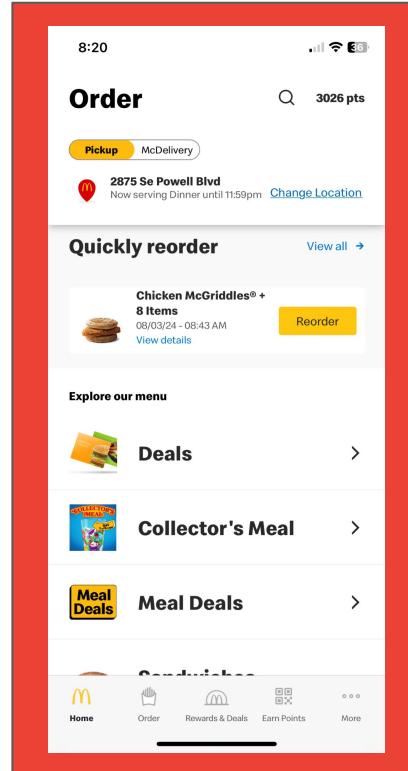
I wish for this app to deliver convenience above all else. Ease of ordering, as measured by how long it takes the user to open the app and submit an order, is an important but secondary goal.

Persona: Amy					
Goal: Order some food in the middle of a movie at the movie theater					
ACTION	Download app	Choose what food she wants	Checkout	Let them know her seat	Get food
TASK LIST	Tasks A. Go to the app store B. Type in app name C. download and create an account	Tasks A. Click on food categories B. select food option C.add to the cart	Tasks A. click on cart button top right B. add a payment option C.check out button	Tasks A. insert your name B. Insert your seat number	Tasks A. Food comes to you! B. Flag down waiter.
EMOTIONS	Excited to get to order some food	A little upset because she couldn't find nachos	Happy that it saved her card first time	Confused because she doesn't know her seat number. This caused frustration	Happy her food is finally at her lap
IMPROVEMENT OPPORTUNITIES	N/a Pretty straight forward	More categories, insert more pictures so you don't have to read	Make checkout button bigger	Maybe add theater projection so they can select where they are in theater	Have the app synced to the ticket buying so you know where the customer is

Competition - McDonald's

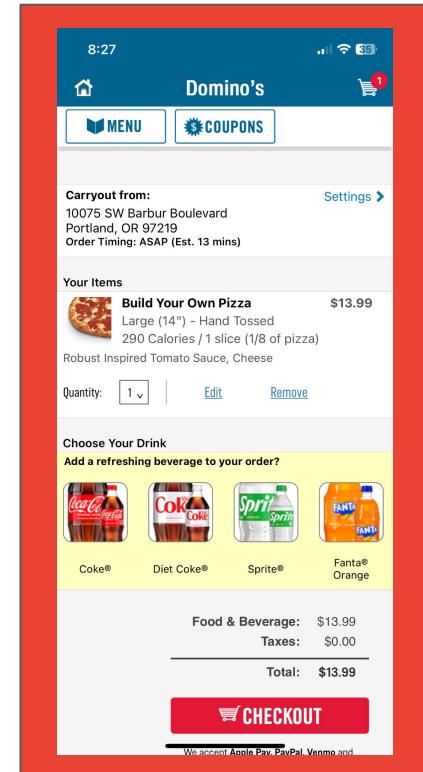
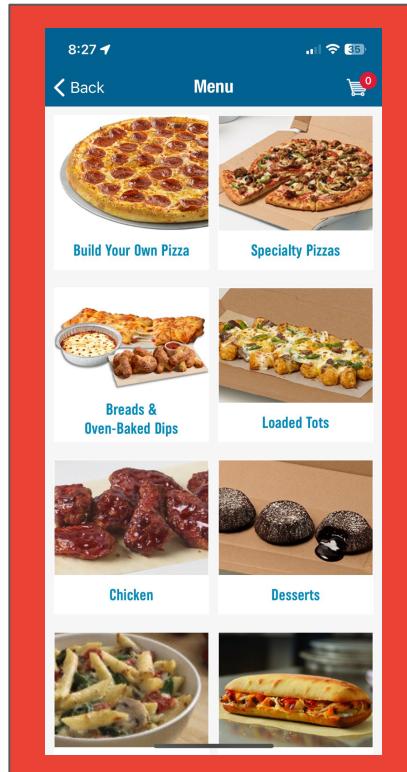
McDonalds does an excellent job with accessibility. By sharing a vivid photo of the chosen item along with a quantity adjuster and customize button, they make it easy to quickly order exactly what you want.

However, they do not show the price with the item, which could annoy many customers.



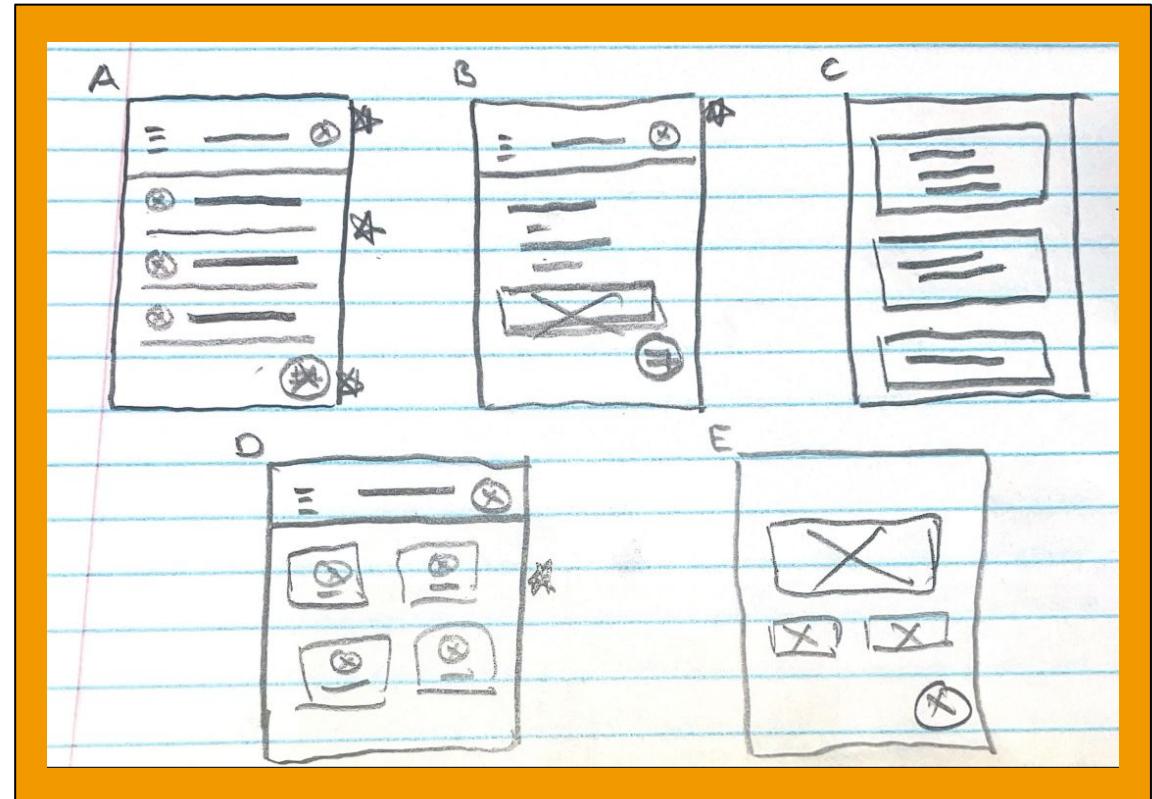
Competition - Domino's

Domino's menu is neat and simple. The pictures help the user get a feel for things at a quick glance. However, the checkout page is a bit messy. Although the price is easier to find, there is too much text and upselling, which clutters the screen and reduces ease of use.



Paper wireframes

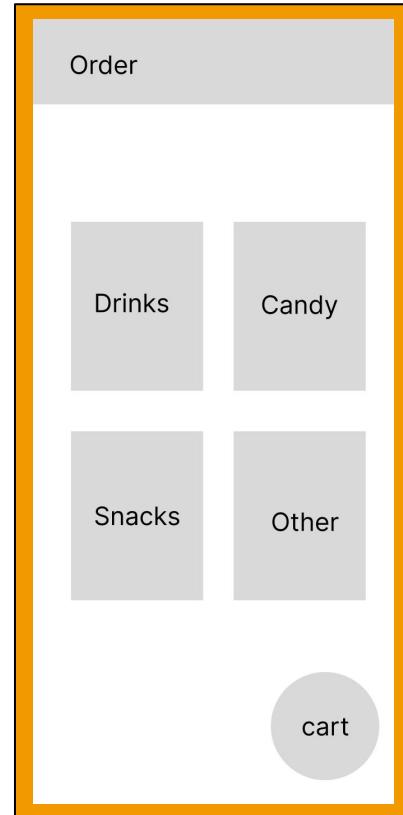
My goal in this stage of the process was to start to outline the app's flow and roughly sketch pages that would be clean and easy to navigate.



Digital wireframes

For the order page, my goal was simplicity. By only using only a few buttons and making them large, I aim to make it extremely easy to navigate for someone who might be trying to focus on the movie while ordering.

I structured the menu around four large buttons, enabling easier navigation.

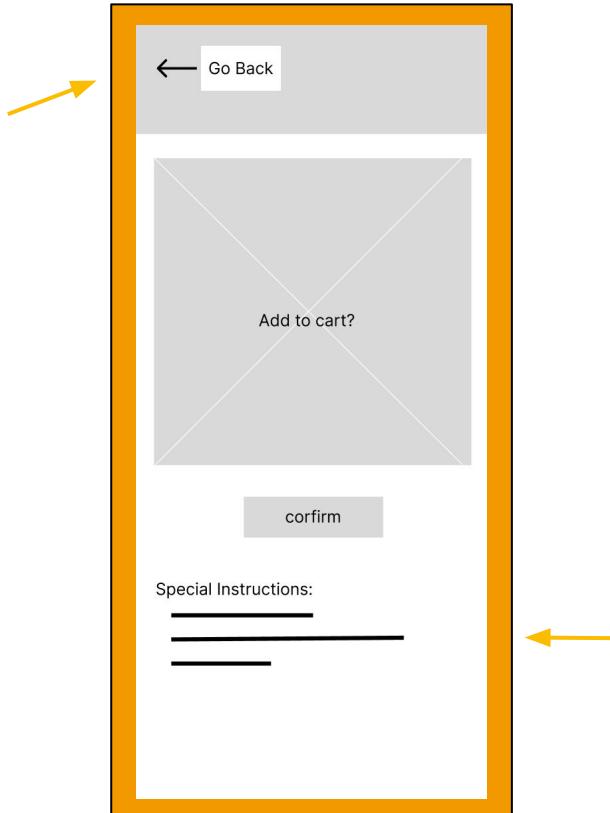


The cart button in the corner allows the user to see what they have already selected. There will be an option to choose more items or checkout.

Digital wireframes

In my “add to cart” page my aim is for the user to clearly see what they will be ordering. If it isn’t what they’d intended, I want to make it easy for them to change or add special requests.

The “Go Back” button easily allows users to change their mind or review other options.

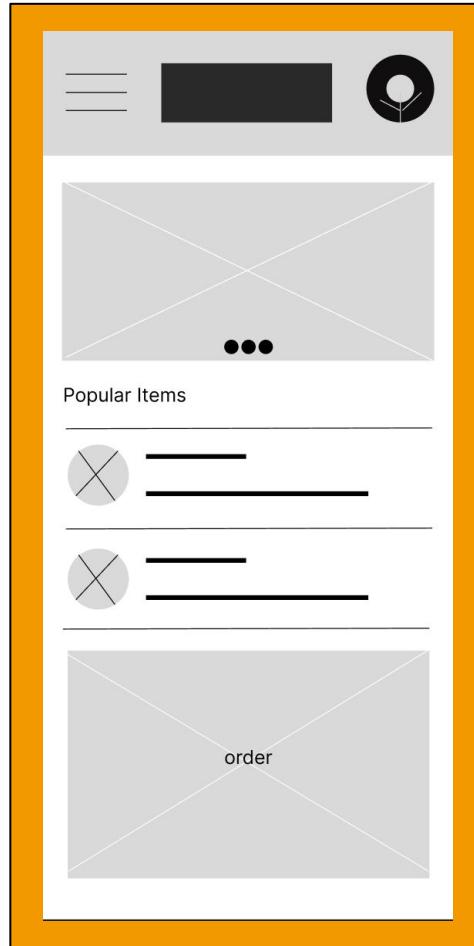


Area where users can type, allowing them to easily make changes to their specific order.

Low-fidelity prototype

<https://www.figma.com/file/O5kGuXZiClkrpDlSaq83Bo/Untitled?type=design&node-id=0-1&mode=design&t=Oa08SY4FosdOU4su-0>

My vision is make the app extremely easy to navigate. By providing shortcuts such as the popular items section as well as a traditional order button, the app will offer multiple paths to help the user reach their end goal.



Usability study: findings

I conducted a three-person usability study, engaging an adult (representing the primary persona), as well as a young adult and teenager (both representing the secondary persona).

Round 1 findings (Adult)

- 1 User wants like to order quickly
- 2 User wants a confirmation page
- 3 User wants accessibility features for disabled

Round 2 findings (Teenage/YA)

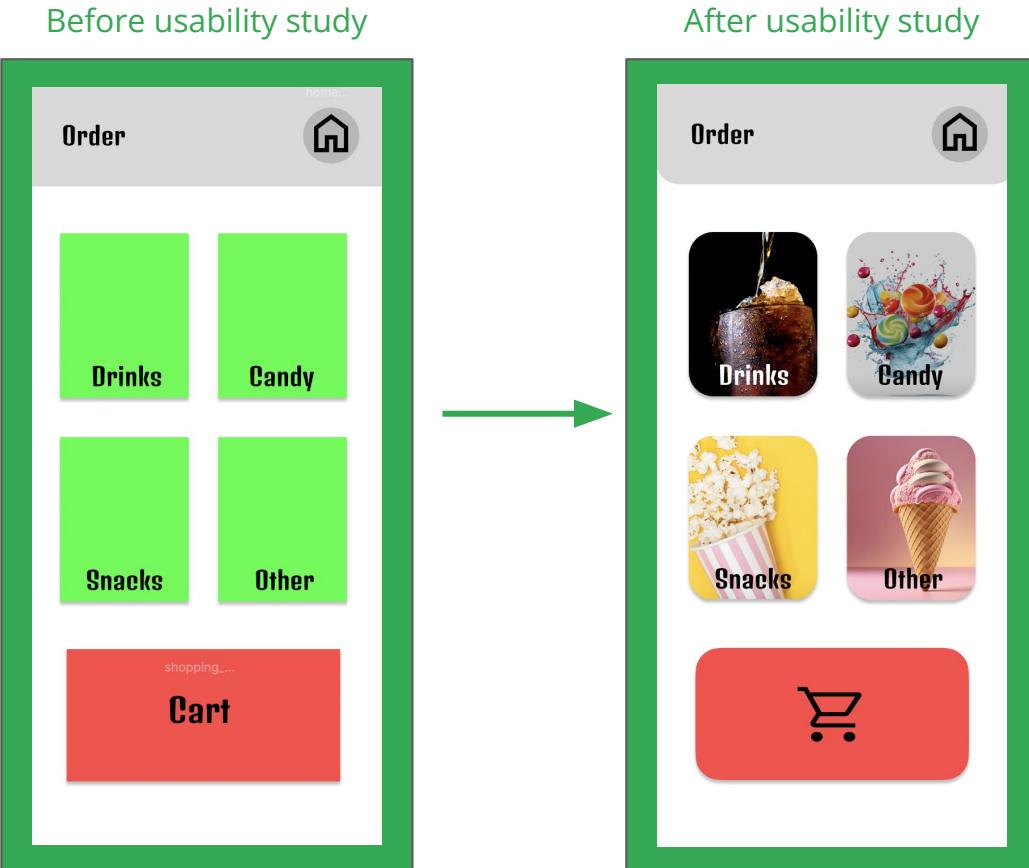
- 1 User wants to see how much they are paying
- 2 User wants to order more than one item at once

Refining the design

- Mockups
- High-fidelity prototypes
- Accessibility
- Adapting to brand values

Mockups

The usability studies helped me identify a few necessary changes. First, I found that adding images and icons would help with accessibility. Second, I found that rounded buttons offered for a more inviting feeling.



Mockups

The usability study also showed that users want to see how much they are spending. I addressed this requirement by increasing the font size on the order total and adding prices to the items in the cart.

Before usability study

Complete Order

Items Selected:

Popcorn
Served with butter

Coke
Choice of Original or Diet

Total Price: \$11.98

Seat Number:*

Please type seat number here

Confirm

Order More

After usability study

Complete Order

Items Selected:

Popcorn \$9.99
Served with butter

Coke \$1.99
Choice of Original or Diet

Total Price:

\$11.98

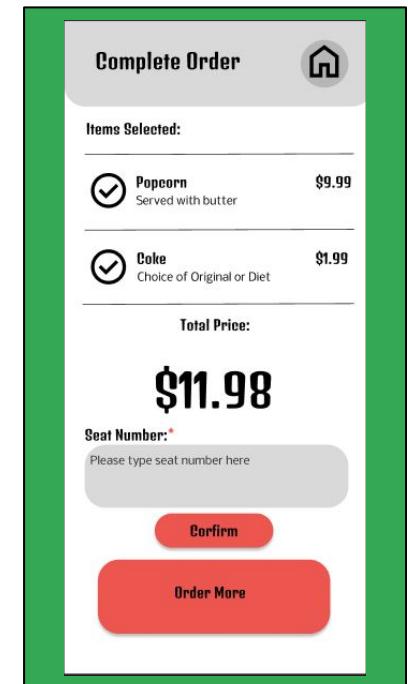
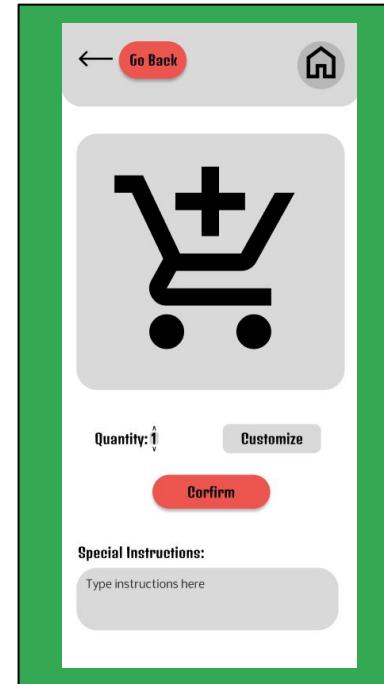
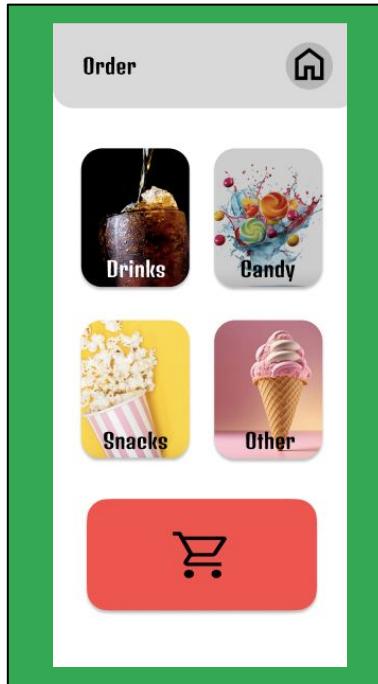
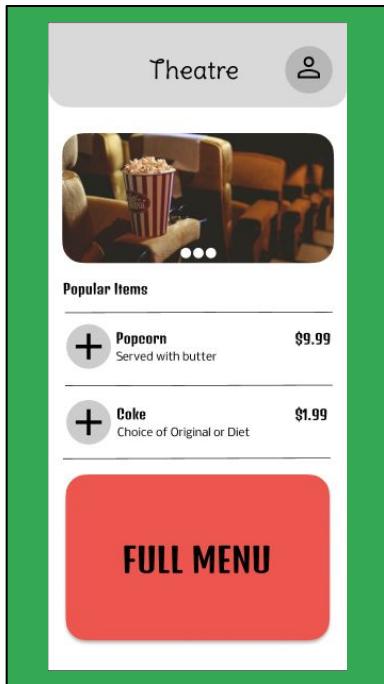
Seat Number:*

Please type seat number here

Confirm

Order More

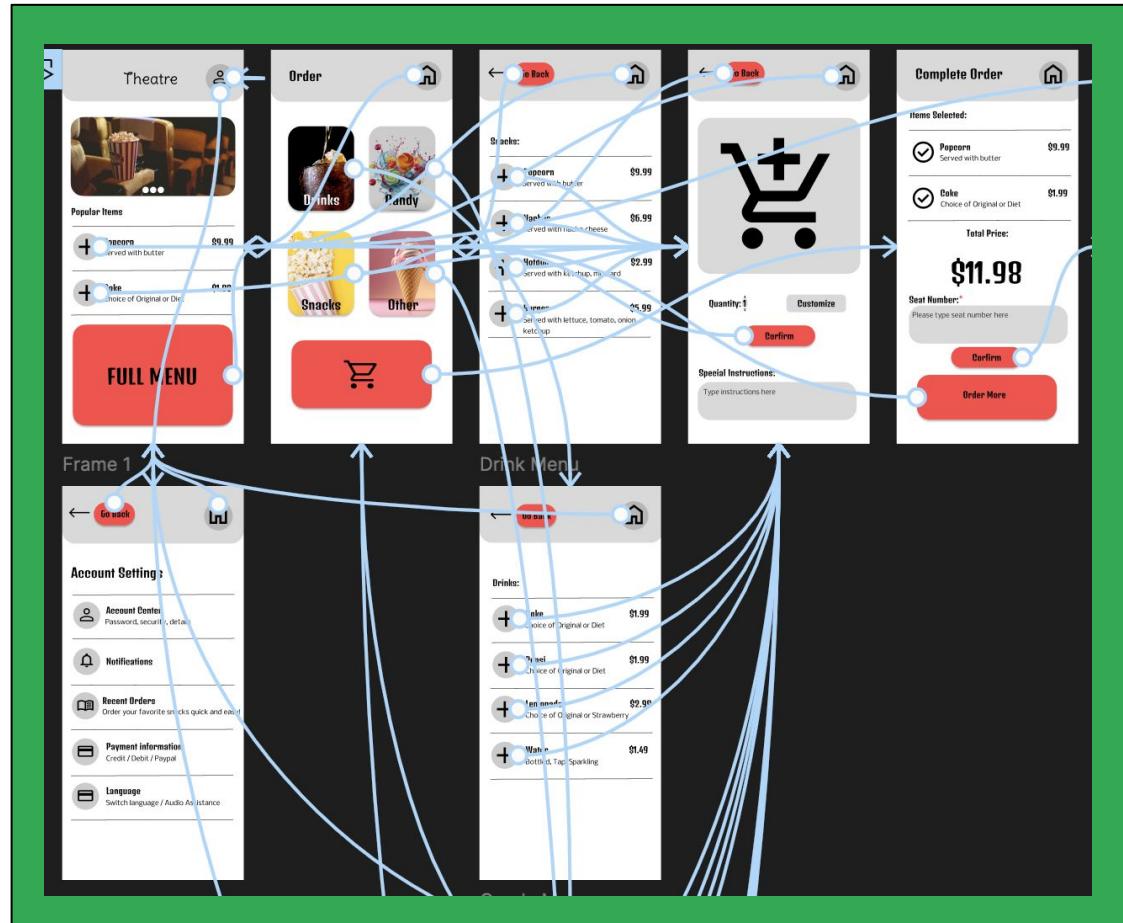
High-fidelity Prototype (Friendly/Happy)



High-fidelity prototype

<https://www.figma.com/proto/O5kGuXZiClkrpDISaq83Bo/Movie-Theater-App?node-id=13-2&t=D5KxDoFvGIDp3xgv-1>

↑
Click here for
working prototype



Accessibility considerations

1

I really wanted the app to be easy to navigate. I ended up making most of the action buttons red, to really make them stand out.

2

I employed large icons to help keep the navigation smooth and easy. This may also help for those who have trouble reading the smaller text.

3

In the settings, I included an area to change the language or have audio assistance. This will help diversify the users as well as help those who may be unable to read.

Going forward

- Takeaways
- Next steps
- Appendix: Adapting to brand values

Takeaways



Impact:

To measure the impact of my design, I would perform an a/b test in which my app and delivery service were available and promoted in one theater and not in another. In order to understand business impact, I would see if the theater with the app saw higher sales of snacks and higher levels of customer satisfaction. To understand whether my design achieved its goals of convenience and ease of use, I would track the percentage of customers who ordered via the app versus at the counter, the portion of those who started an order process who actually finished, and the total time it took to place an order, start to finish.



What I learned:

Throughout this process, I was able to learn and experience the design process as a whole, and the importance of starting with the customer needs and pain points. I have learned the necessary steps to create a user friendly product both in terms of aesthetic and usability.

Next steps

1

I would love to insert a sense of brand identity into this project. If I were to take this app mainstream, I would want to create an app that was not only convenient and easy to use, but brought the brand to life.

2

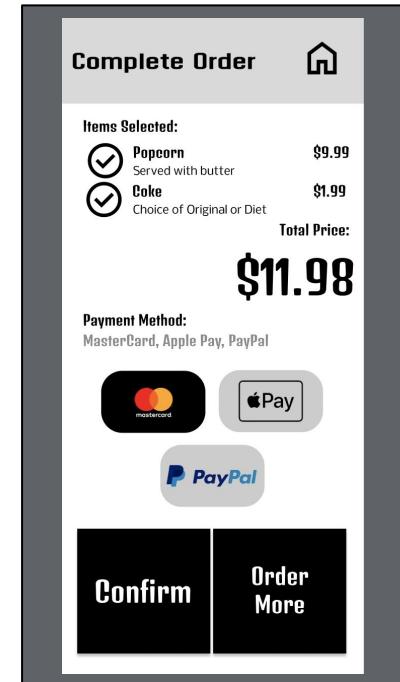
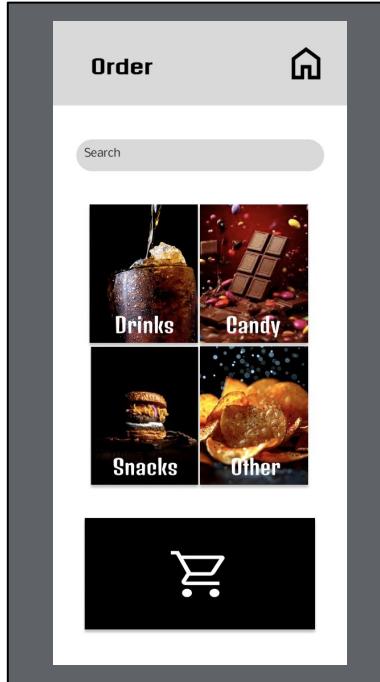
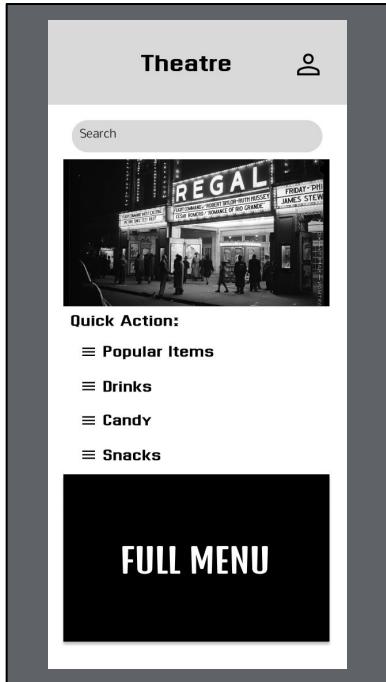
I would experiment with ways to make the app even easier to use through the use of more and better visual cues.

3

I would like to experiment with alternative flows that could make the checkout process more streamlined, reducing time it takes to complete an order.

Appendix: Adapting to brand values

Scenario 1: Hypothetical brand values of bold, sleek, retro



Appendix: Adapting to brand values

Scenario 2: Hypothetical brand values of modern, clean, and joy

I then did a thought experiment imagining that instead of bold, sleek, and retro, the theater chain's brand values were modern, clean, and joyous. I created a new design aesthetic to convey these values through the app's design, while maintaining the simplicity, easy navigation, and accessibility.



Thank you!



Email: egseam25@colby.edu

Phone: (971) 303-5553

LinkedIn: www.linkedin.com/in/eric-seaman-pdx