

Design a snack ordering app for a movie theater

MS Vishnu

Project overview



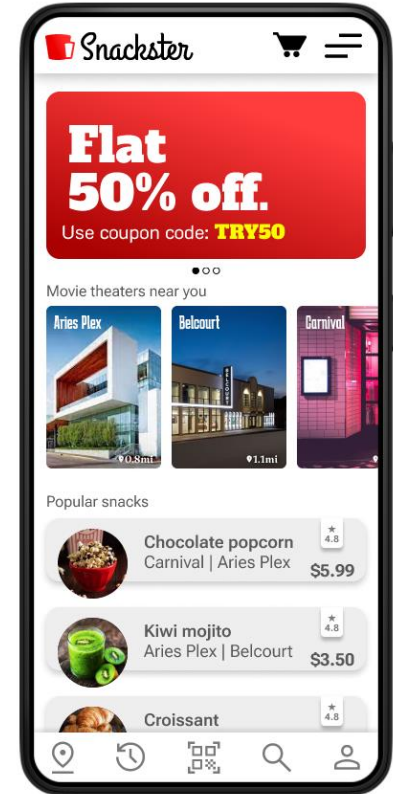
The product:

The app helps its users to conveniently order snacks while watching a movie from the comfort of their seat.



Project duration:

March 2022 - July 2022



Project overview



The problem:

Users had to wait in long queues during the interval to buy their favorite snacks and often would take longer to decide on the snacks they see at the kiosk.



The goal:

To design an app that showcases all the available snacks and offers a way to place order anytime as per the users requirement.

Project overview



My role:

UX Designer and Researcher



Responsibilities:

Being a solo project, I had to perform all the roles of the project, which includes research, design etc.

Understanding the user

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

User research: summary



The user research conducted helped us identify various user groups with different needs within the app. Some people were interested in the convenience that such an app offered. Others liked the fact that they could buy snacks at anytime during the movie. Another advantage that we hadn't anticipated was that some users would be placing orders in larger quantities and they were more concerned that traditional ordering method required them to make multiple visits to the kiosk to make their purchase. This was another pain point that our app would solve.

User research: pain points

1

Time

Ordering snacks was possible only during interval. Our app would offer the option to place an order anytime during the movie.

2

Choice

Snack choices are not revealed to the user until they visit the kiosk in-person. Our app would display a menu of all the snack items available.

3

Convenience

Larger quantity orders would require multiple visits to the snack counter. The orders placed through the app would be delivered to the user at their seat.

4

Accessibility

Users visiting the theater in a larger group had to have one person going around everyone asking their snack preference. The app makes it easier as the device can be passed onto each member so that they can add their snack to the order

Persona: John

Problem statement:

John is an entrepreneur and occasionally goes to the movies and needs to place snack orders in larger quantity because he and his family is almost always accompanied by their family friends.



John

Age: 32

Education: Graphic design

Hometown: Humphelle

Family: Wife and a daughter

Occupation: Entrepreneur

“Casual movie goer”

Goals

- Not a frequent movie watcher, however when visiting a theatre, often accompanied by friends and their families
- Ordering snacks in larger quantity as per each persons requirement

Frustrations

- Has to carry large orders by hand from kiosk to seat
- Has to go to each person asking their preferred snack

John is an Entrepreneur and leads a busy lifestyle. He goes to the movies once in a while mostly during a weekend. John and his family is often accompanied by their family friends. While watching a movie, placing an order for snacks at the kiosk is a difficult task, as John has to buy snacks for a large number of people with different preferences.

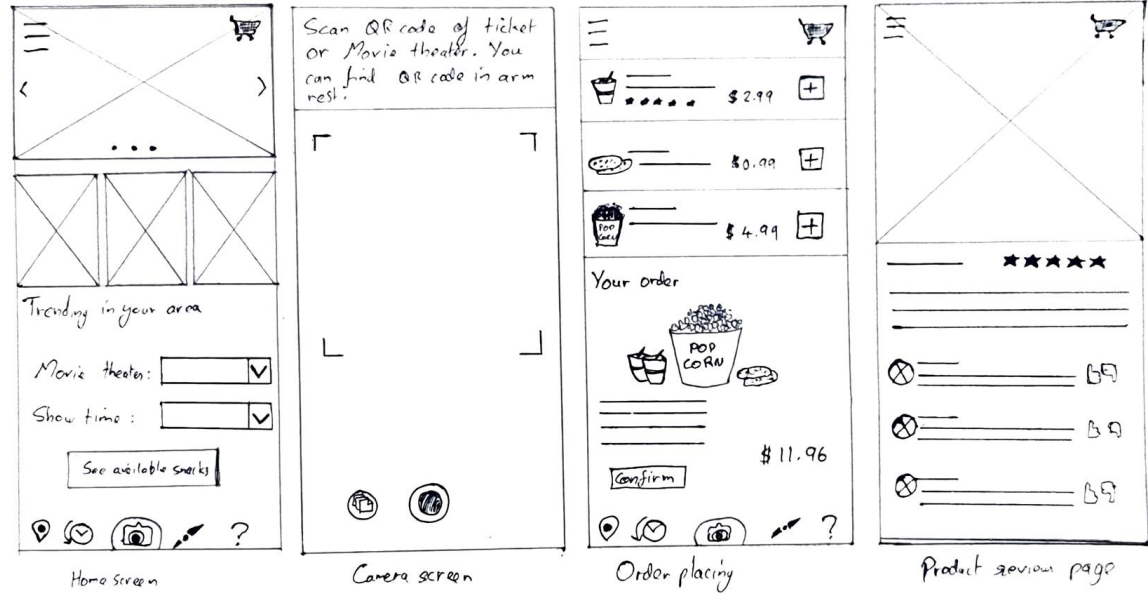
User journey map

Goal : To order snacks for a large group while at a movie theater

ACTION	Takes order	Visits snack counter	Waits in line for ordering	Places order	Returns to his seat with snacks
TASK LIST	Tasks A. Goes around asking his friends and family for their snack preference B. Notes down each order C. Ensures no one is left out	Tasks A. Has to getup from his seat B. Has to leave the movie hall C. Locates the snack counter	Tasks A. Based on snack preference, there are several queues B. Has to go through each queue for different items	Tasks A. Conveys his order B. Makes payment C. Collects the snacks	Tasks A. Carries snacks back to movie hall B. Takes multiple trips to carry larger quantity snacks
FEELING ADJECTIVE	Cumbersome Complicated	Time consuming Inconvenience	Frustrated Annoyed	Relieved Satisfied	Frustrated at having to make multiple visits
IMPROVEMENT OPPORTUNITIES	Create an app for placing snack orders	App shows all available snack options	Placing an order via app ensures no physical queues are needed	Ability to make online payment via app	Snacks can be delivered to users seat by staff

Paper wireframes

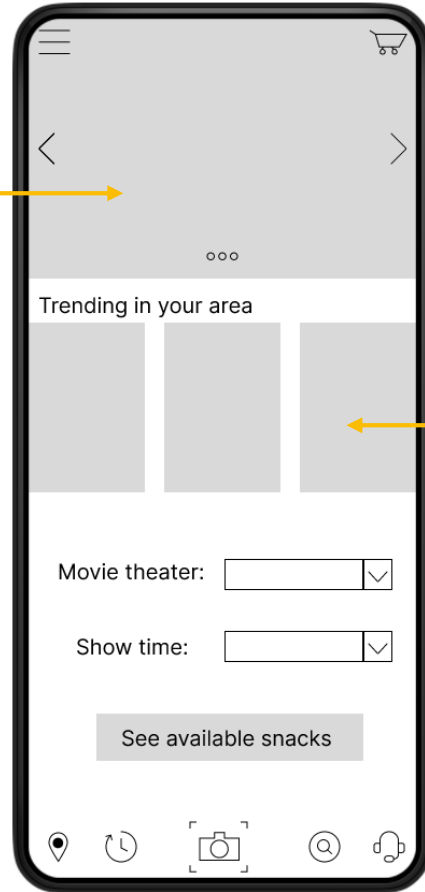
Tried various ideas for each screen and came up with these designs as the final paper wireframes.



Digital wireframes

We aimed for a familiar and easy to understand layout.

Quick view of offers or new launches

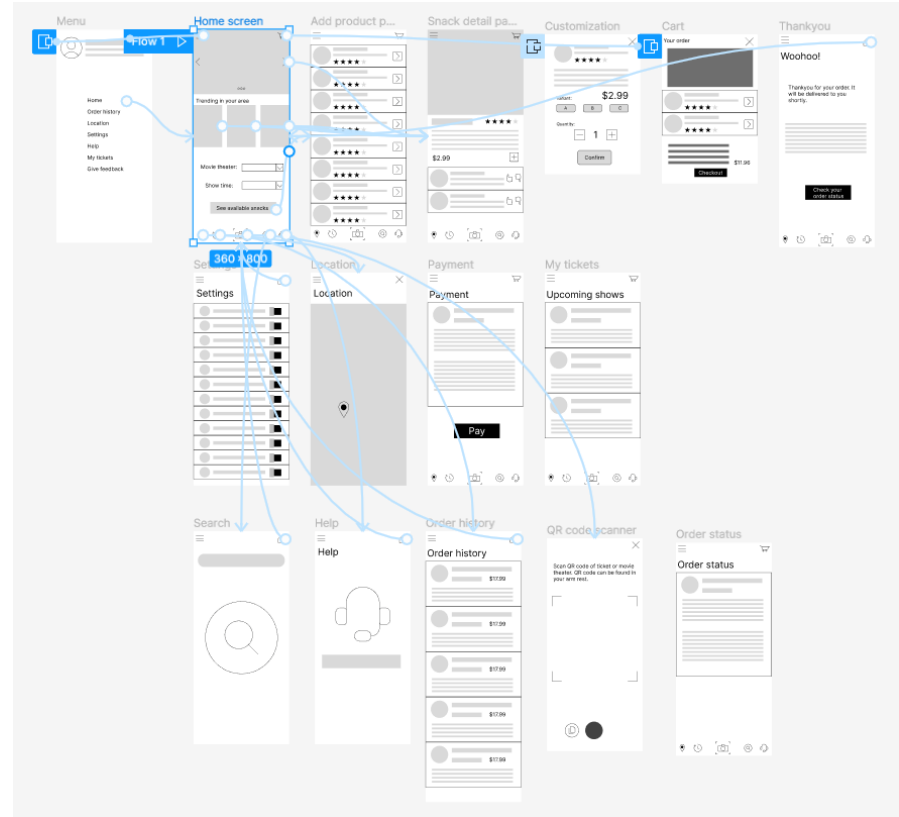


Trending snacks/movie theaters



Low-fidelity prototype

The [Lofi prototype](#) demonstrates the basic userflow



Usability study: findings

Write a short introduction to the usability studies you conducted and your findings.

Round 1 findings

- 1 Review option was absent in order history tab
- 2 More customization options was preferred
- 3 Location prompt was needed

Round 2 findings

- 1 Too many buttons in home screen
- 2 Snack options didn't include names

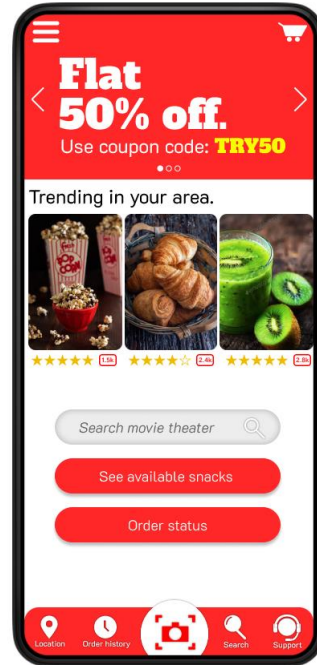
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

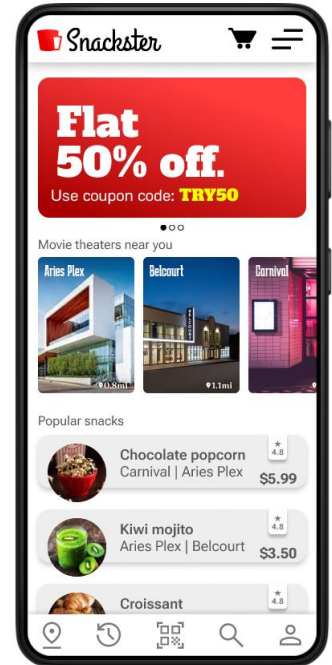
Mockups

Simplified mockups based on the findings from user study

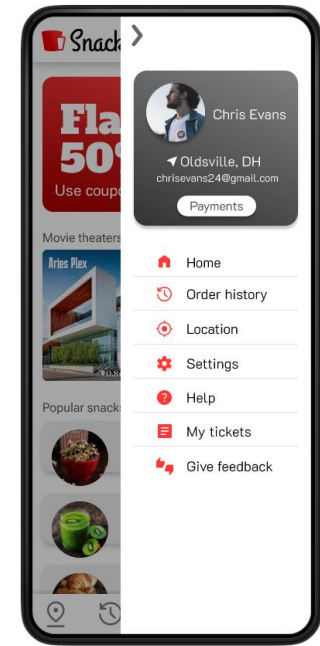
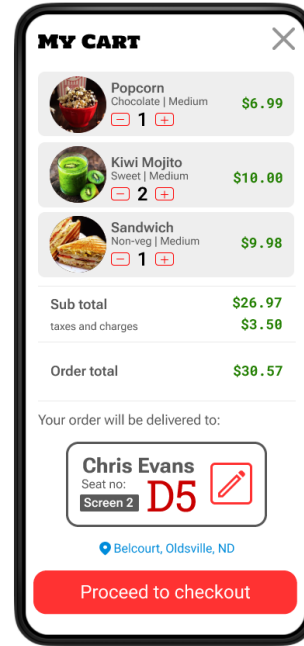
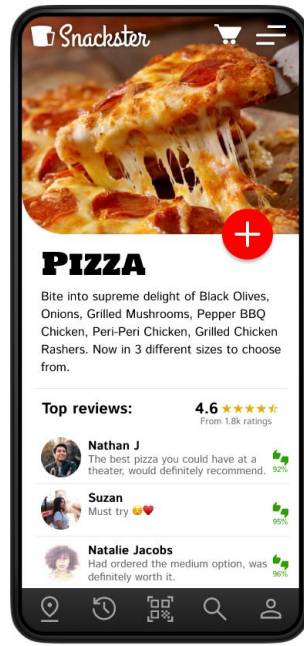
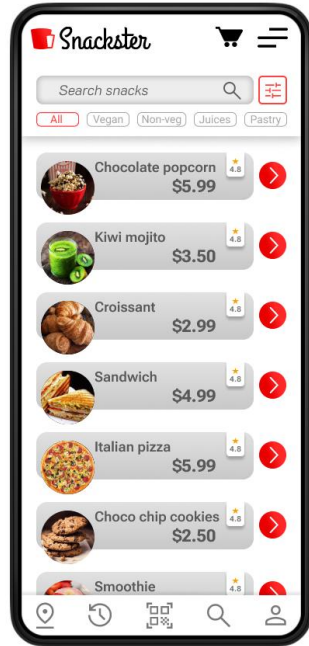
Before usability study



After usability study

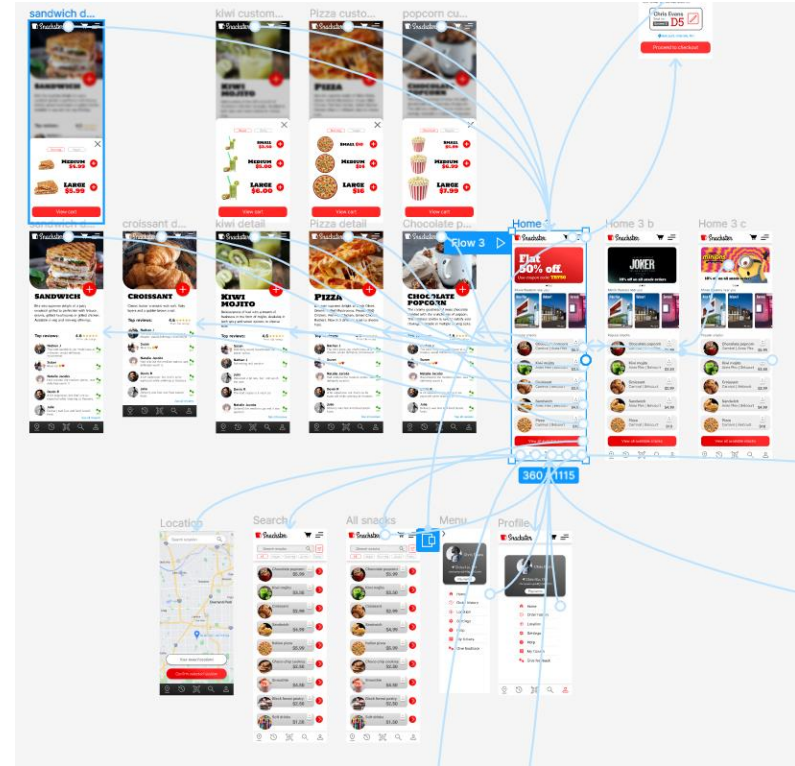


Mockups



High-fidelity prototype

The [high-fidelity prototype](#) reflects the final app design



Accessibility considerations

1

Sizing

All buttons have been designed with accessibility in mind. The button size is easy to click and button text is accurately mentioned to represent its function.

2

Color

UI elements such as call to action buttons and icons have been designed with contrasting colors as per Web Content Accessibility Guidelines (WCAG).

3

Minimal UI

Each page consists of minimal UI elements and has an easy to follow navigation scheme.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

From the beginning the app was aimed to be accessible, easy to understand and strictly followed user centered design. This is evident in the way the app turned out to be.

"I really love your use of imagery and color. It feels like a real product. Also super easy to understand the prompts."

- Emily Endara



What I learned:

This project has helped me realize the importance of goal oriented design and creating designs that are accessible for all.

Next steps

1

Tweak the design elements further to create an even more minimal look

2

Add certain features like the ability to reply to reviews, and add interactive components to achieve the same

3

Improve usage of illustrations in product pages and cart.

Let's connect!



Hi I'm Vishnu, an aspiring UI designer. You can connect with me via:

[Email](#)

[Instagram](#)

[Whatsapp](#)