

E-ticket

Yazan Sharawi

Project overview



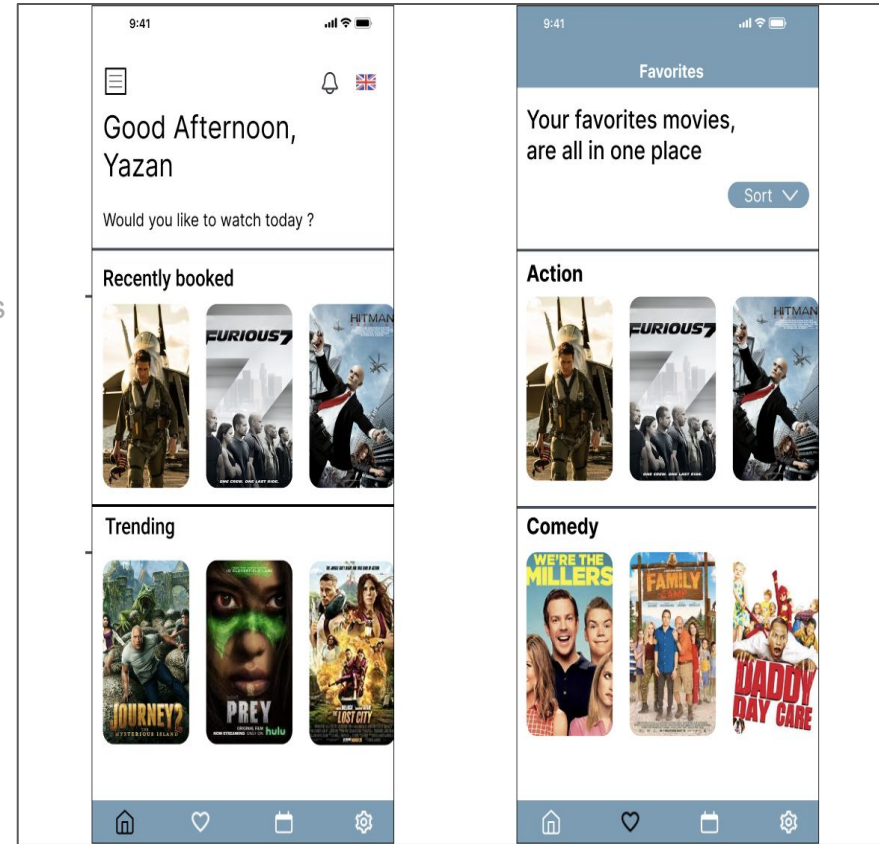
Project Vision:

As technology is more and more involved in our lives, the need for this app is really important now and that's why we thought of this idea.



Project duration:

2021 (Sep - Dec)



Project overview



The problem:

As I like to watch new movies in the cinemas as everyone who loves movies, the need for this app is critical, because buying tickets nowadays is a little bit difficult for the lack of time.



The goal:

The goal is to save time and money for movie lovers and encourage people who don't like cinemas.

Project overview



My role:

UX designer, visuals, researcher.



Responsibilities:

Designing the app.

Understanding the user

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

User research: summary



At the start of the project, I asked myself a few questions, Who is going to use the app? why would they use it? And how I can give the user the best experience possible, and after analyzing the results I found out that many people said the main issue is the lack of time.

Persona: Kevin

Problem statement:

Kevin is an accountant who loves to watch movies and needs to have an app that can make his life easier.



kevin sameer

Age:25

Education: Bachelor's Degree

Home town: Amman, Jordan

Family: Single

Occupation: Accountant

"I really like going to cinemas with my friends, we go there every weekend"

Goals

- Watch movies.
- Have a good time with friends.

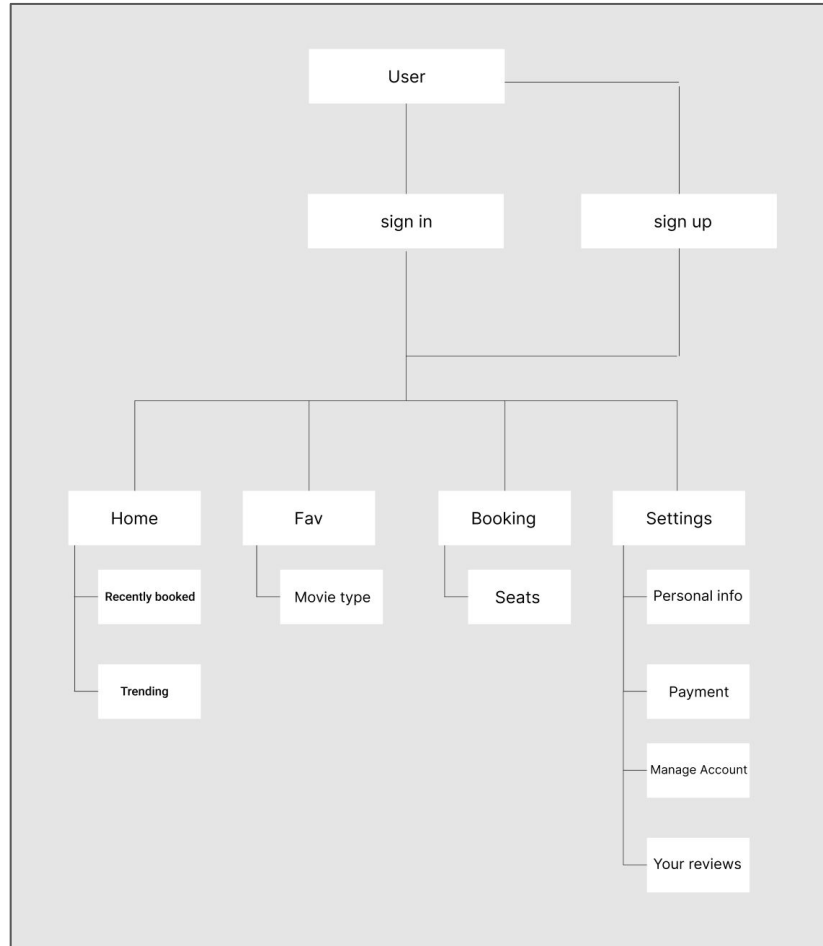
Frustrated

- Tickets run out quickly, due to lack of time because of work.

Kevin is a senior Accountant at a local company in Amman, Jordan, Kevin likes going to watch movies with friends every weekend, but sometimes the whole plan is ruined because tickets run out quickly, Kevin can't go during work time to buy tickets, so when Kevin wants an app that can help solve this problem and enjoy the movies with his friends.

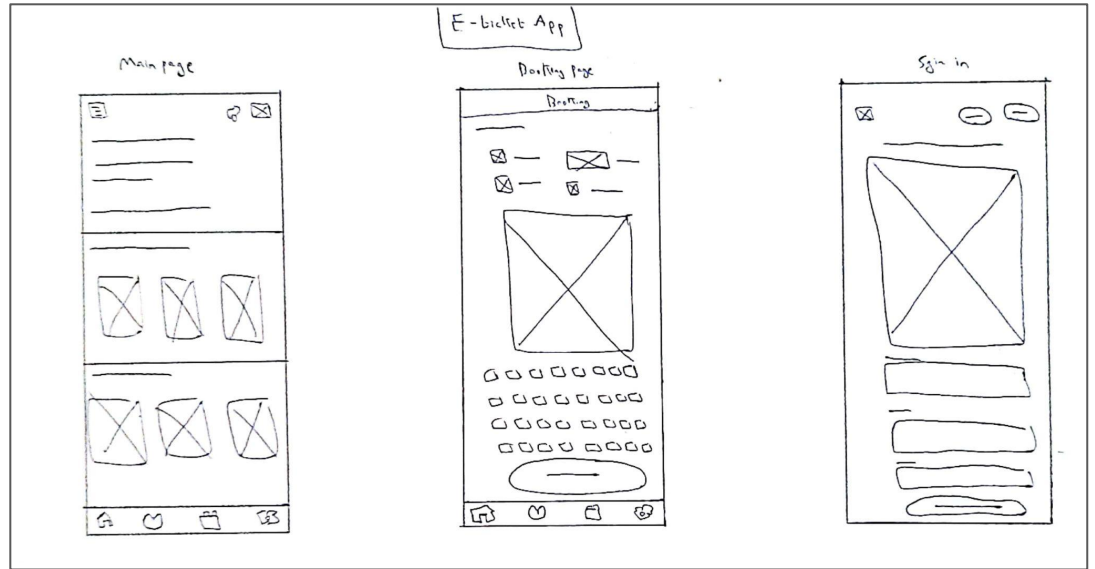
Sitemap

Here you can see the Sitemap for My Portfolio.



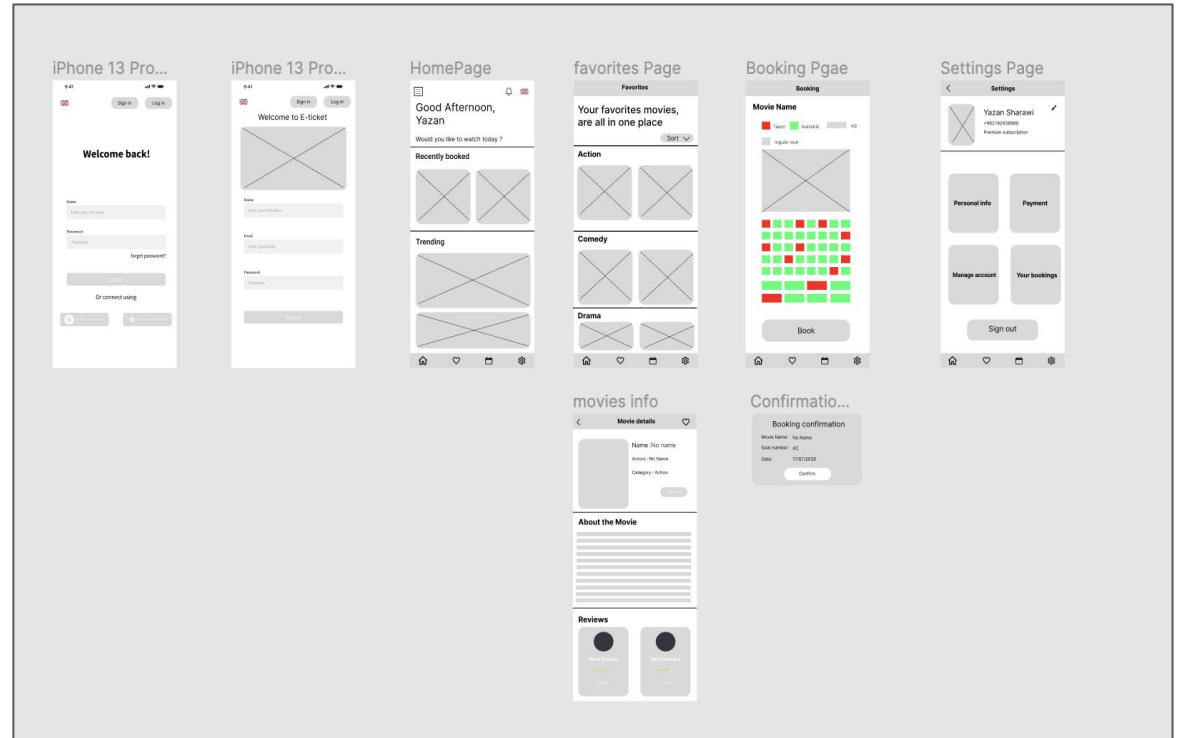
Paper wireframes

Here you can see the paper wireframes, it's always good to start with them as they can really show how the design would look like.



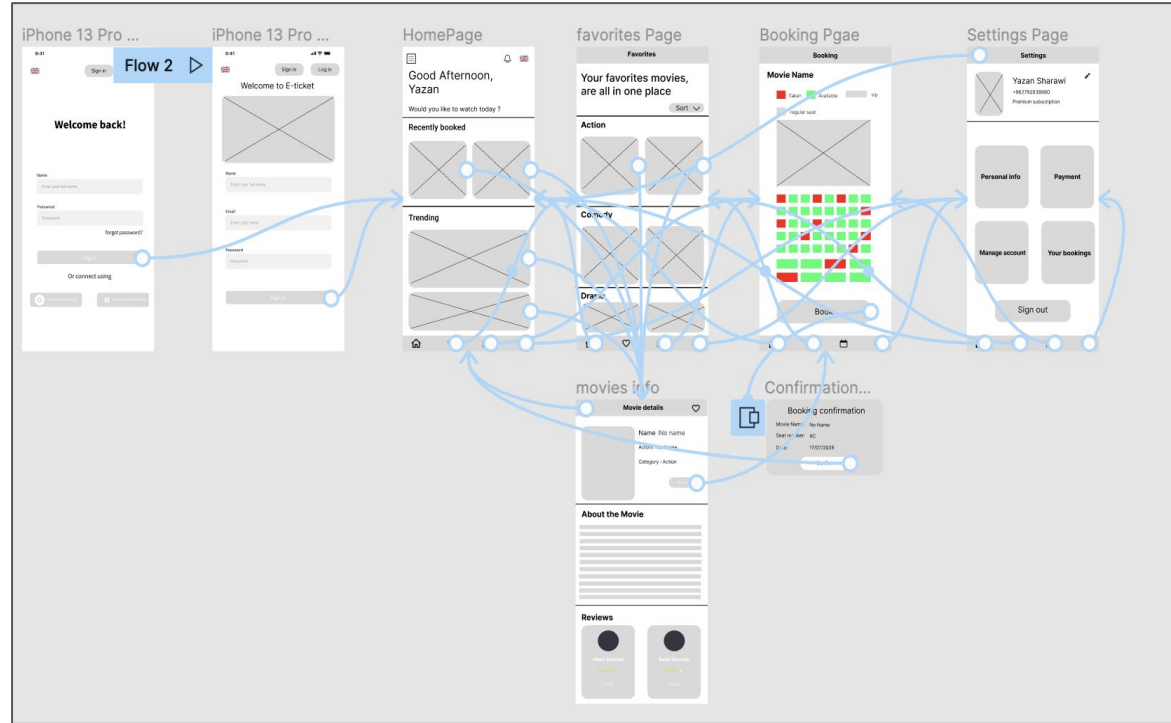
Digital wireframes

Here you can see the digital wireframe, in this phase I knew what I already want and what the user needs, and by that the design stayed the same because everyone liked it.



Low-fidelity prototype

The prototype phase is, my favorite, as it shows how the final product would look like and that's really existing.



Usability study: parameters



Study type:

moderated usability study



Location:

Jordan, remote



Participants:

3 participants



Length:

10 - 15 minutes

Usability study: findings

Here is what I found:

1

What is trending
need to appear
more

2

Good colors

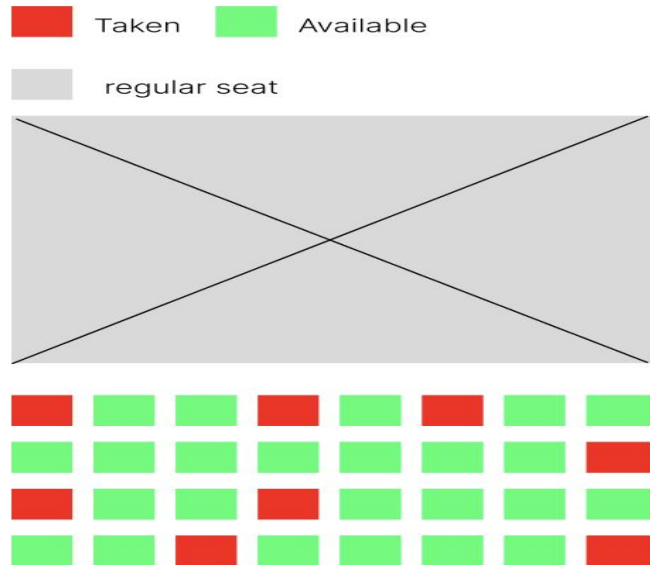
Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

Mockups

One of the usability tests, the person said that in the booking section he could not find the VIP seat.

Before usability study

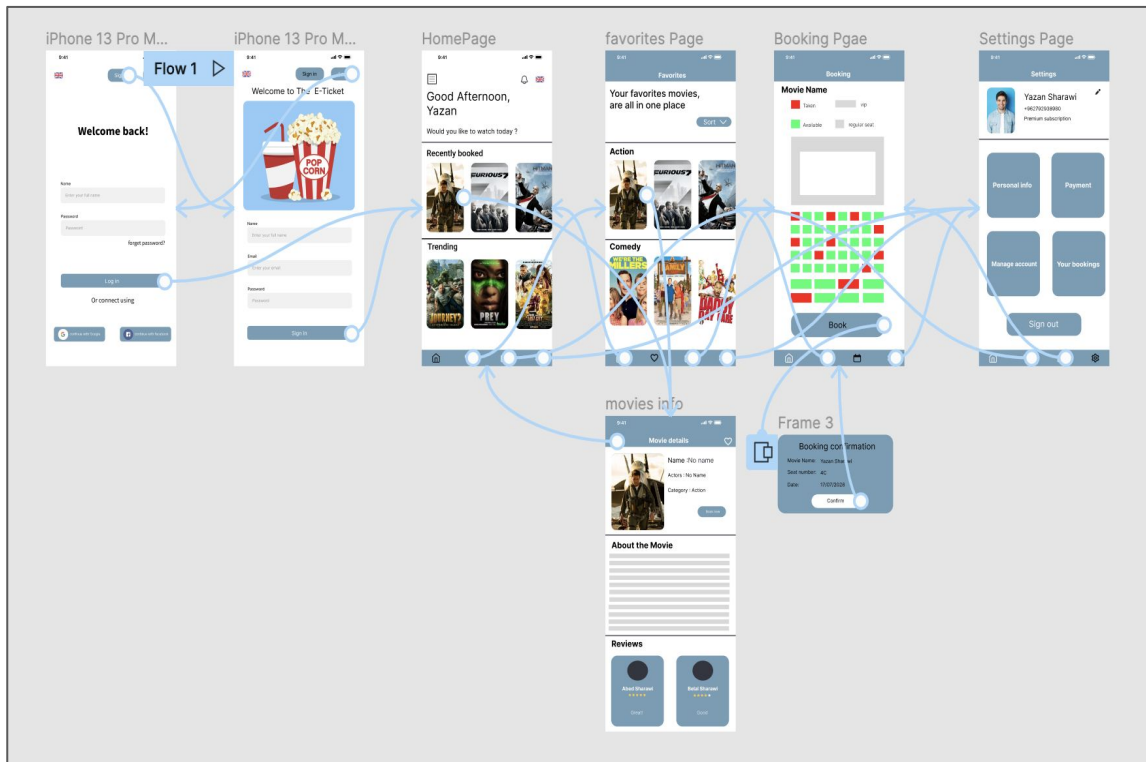


After usability study



High-fidelity prototype

This the final design I decided to take with the help of my peers.



Going forward

- Takeaways
- Next steps

Takeaways



Impact:

According to many users, they said that is app will be a life changer as it's will save time and money for the user and hopefully show the movies as the time for fun and family or friends.



What I learned:

I learned a lot during this project, and maybe the most important thing is that you don't need to have a big idea to impact people's lives.

Next steps

1

Adding a community for movie lovers.

2

Include some accessibility functions to make sure all people can see my work.

Let's connect!



Hope you liked the project !!

yazansharawi25@gmail.com