The logo features the word "snackles" in a bold, red, rounded font with a thick black outline. Below it, the word "GO" is written in a similar style, with the "G" and "O" being circular and connected. The background consists of several overlapping, grey film strips with sprocket holes, creating a sense of motion and cinema. The entire design is set against a white background, framed by red borders at the top and bottom.

snackles
GO

Jasmine Warren

Project overview



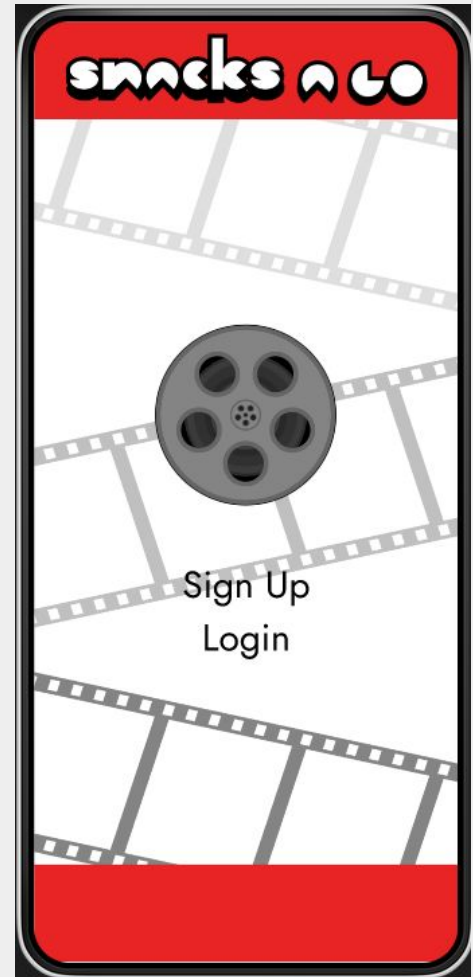
The product:

An app used to order movie theater concessions before arrival to save time.



Project duration:

7 months



Project overview



The problem:

Waiting in line at the movies can be stressful and time consuming.



The goal:

Make movie going more enjoyable by cutting out waiting on concessions.

Understanding the user

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

User research: summary



Going into this, I assumed it would be fairly simple to create an app and website that met the needs of multiple different groups. After much trial and error I've come to the conclusion that it truly is impossible to please everyone but it is highly possible to make something everyone finds to be some level of acceptable. I believe my research has lead me to create something simple enough for older and younger users to navigate while being up to date with modern technology and users.

User research: pain points

1

Pain point

Children become restless when waiting in line, becoming a greater inconvenience for parents

2

Pain point

People with mobile based disabilities may not be able to stand and wait as long as others can

3

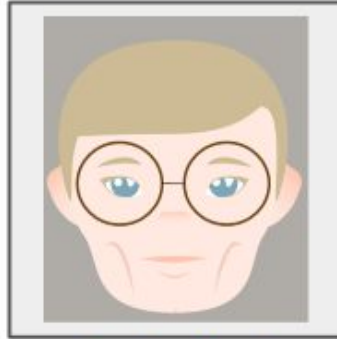
Pain point

The menu can often be visually busy and/or too small to see, making it difficult for certain users to engage.

Persona: Douglas Mouts

Problem statement:

Douglas is a family oriented movie-goer who needs an app that is very user friendly because of his young grandchildren and poor eyesight.



Douglas Mouts

Age: 63

Education: M.A. in Statistics

Hometown: Nashville, TN

Family: Wife and 2 grandkids

Occupation: College Professor

"I love spending time with my family and want to make every second count."

Goals

- Have a faster way to get snacks while trying to spend time with family
- A tool that is simple to use for the grandkids
- Something that isn't too visually disruptive or over stimulating

Frustrations

- Having to wait in long lines at the movies
- ordering for multiple people at once can lead to miscommunication and error
- Poor vision makes reading menus difficult

When Douglas has time from work he prefers to spend it with his family. Once every two weeks, the family goes to the movies, but waiting in line can make his youngest grandchild, 6, restless and puts strain on his body. In addition to this issue the menu is too small for him to see what is available and wait times can often dampen the experience and cause Douglas more stress. An app that can shorten wait time and maximize time spent with family is the ultimate goal for Douglas.

User journey map

Asked a few elders in my community of their opinions on concession as well. They had similar problems

Persona: Douglas

Goal: Have a stress free movie-going experience

ACTION	Arrive to the theater	Buy movie tickets	Order from concessions	Wait for order	Pick up order
TASK LIST	Tasks A. Get grandkids ready B. Drive to theater	Tasks A. Wait in line B. Pay for tickets C. Give family their tickets	Tasks A. Gather order from family B. Wait in line C. Read menu	Tasks A. Pay for order B. Check that phone is silence	Tasks A. Take order B. Take seat with family in theater
FEELING ADJECTIVE	Happy to have with family	Excited to see the film with family Worried show might be filled	Impatient because the line is very long Confused because the text is small	Upset because the movie starts soon	Happy because he can take a seat.
IMPROVEMENT OPPORTUNITIES		Buy tickets online to avoid ticket line	Use app to order snacks ahead of time. Enlarge text in accessibility options	Have app allow digital payment	

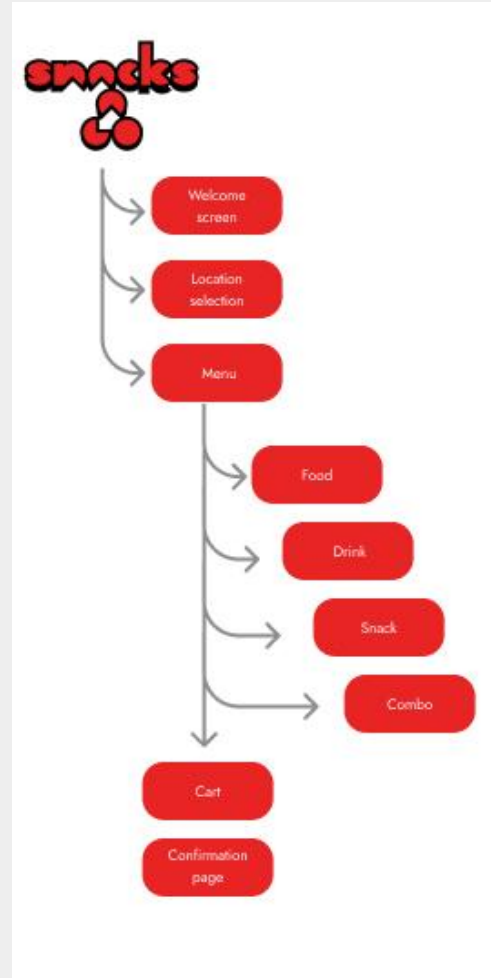
Starting the design

- Sitemap
- Paper wireframes
- Digital wireframes
- Low-fidelity prototype
- Usability studies

Sitemap

I tried to make the user flow as simple as possible for the Lo-fi prototype. It will likely be expanded upon for the Hi-fi prototype.

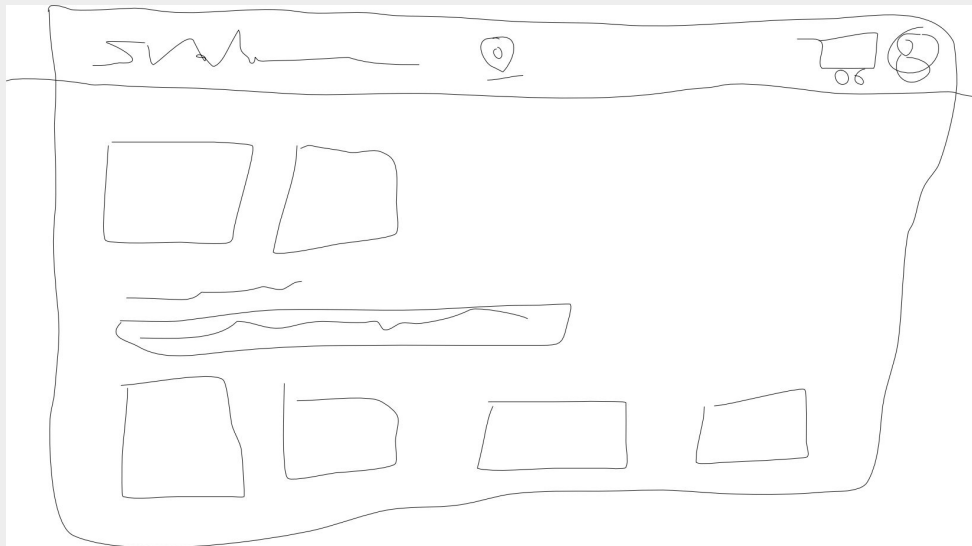
Larger view for [Sitemap](#)



Paper wireframe screen size variation(s)

When creating these wireframes, I already had an idea of what I wanted the app to look like. The main goal for these was to help me visualize the layout I wanted to try.

I found it easier to turn a phone app into a website than vice versa.



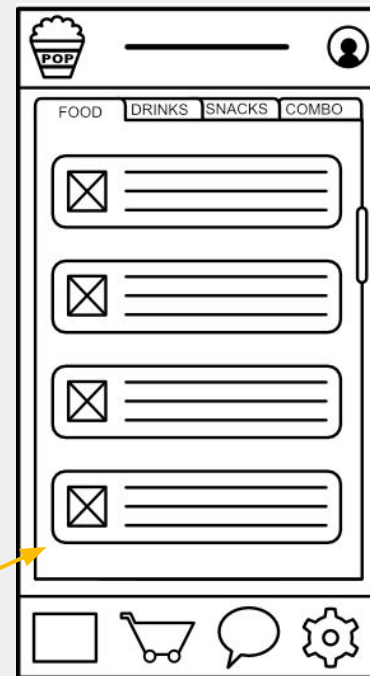
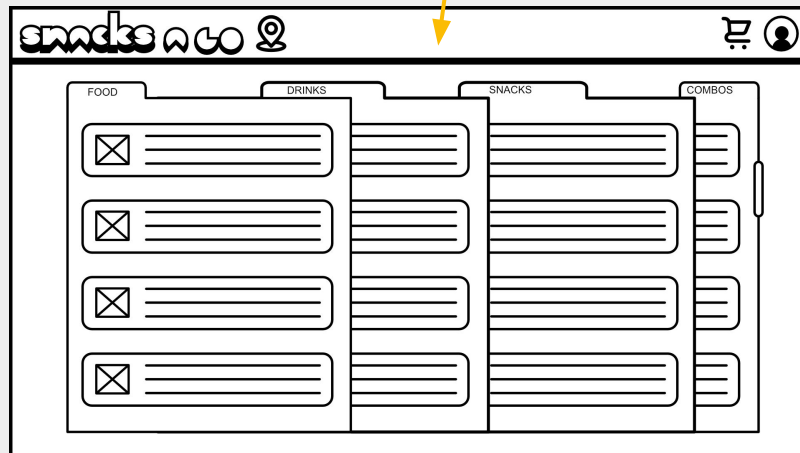
Digital wireframes

Screen size variation(s)

I created this in illustrator to get a more refined view of what I was planning to create in figma.

The menu is more compact to account for smaller screen space.

The menus are divided by item for convenience of search.

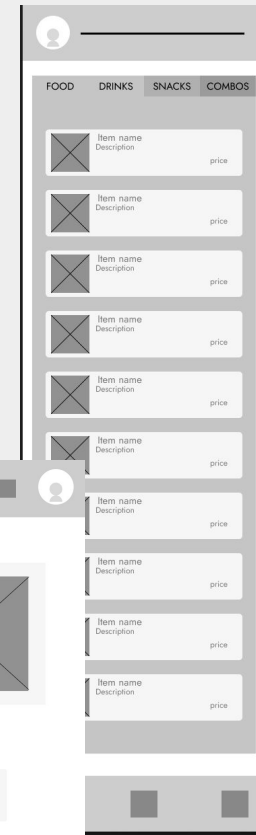


I made it a scrolling menu instead of a page menu in hopes of avoiding loading screens

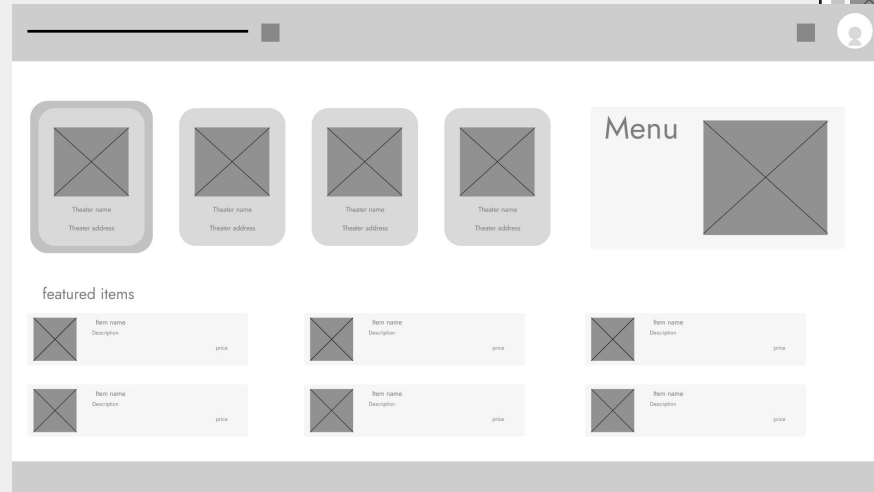
Digital wireframes v2

In this iteration I simplified everything and added grey tones to help with adding color later on

Added color variation to help differentiate categories



Removed the visible scroll bar to simplify design more



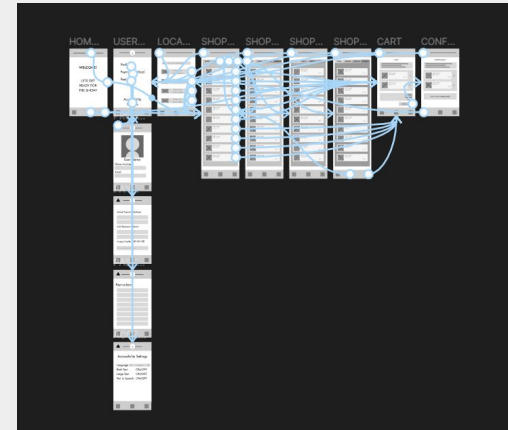
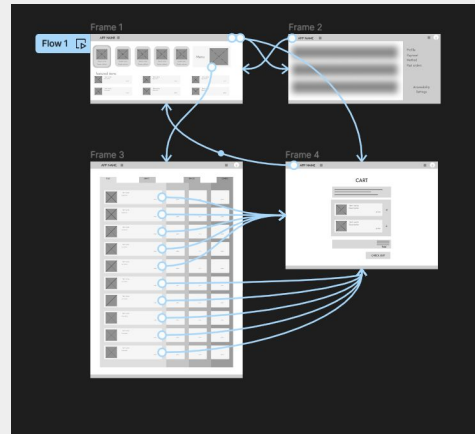
Low-fidelity prototype

When opening the app the user is welcome and then given the option to go to user profile or location selection.

After this the user can begin shopping and continue to checkout. The website is more intuitive

[Lo-fi Prototype: App](#)

[Lo-fi Prototype: Website](#)



Usability study: parameters



Study type:

Unmoderated usability study



Location:

United States, remote



Participants:

12 participants



Length:

~45 minutes

Usability study: findings

I gathered a handful of people that were willing to test the prototype and give their feedback while I was away. The feedback was provided anonymously to ensure no one felt uneasy.

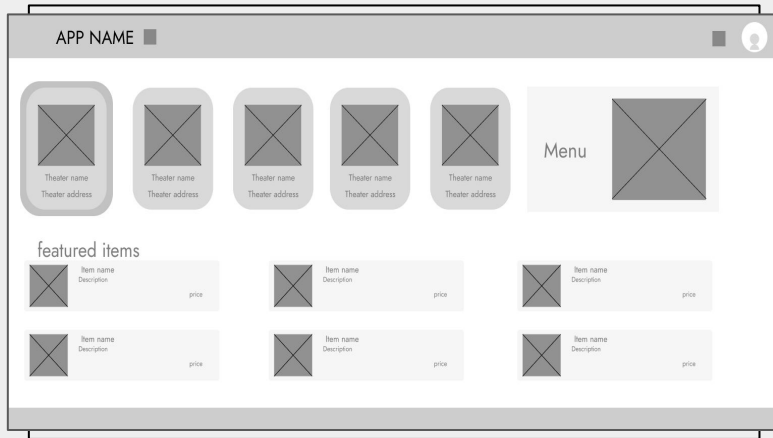
Findings

- 1 Navigation too clunky
- 2 User confused by selection option
- 3 No clear way to get to user profile

Mockups

I wanted the website to have a more retro feel to it and used a font that I thought was easily readable while fitting the theme. I also tried simplifying the home page.

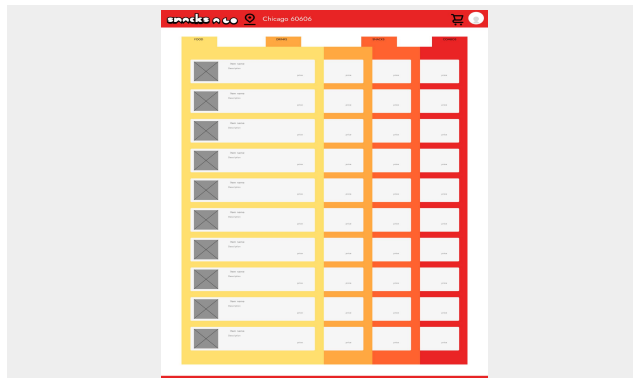
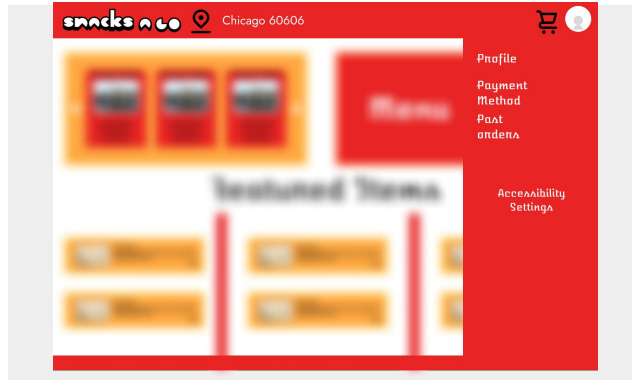
Before usability study



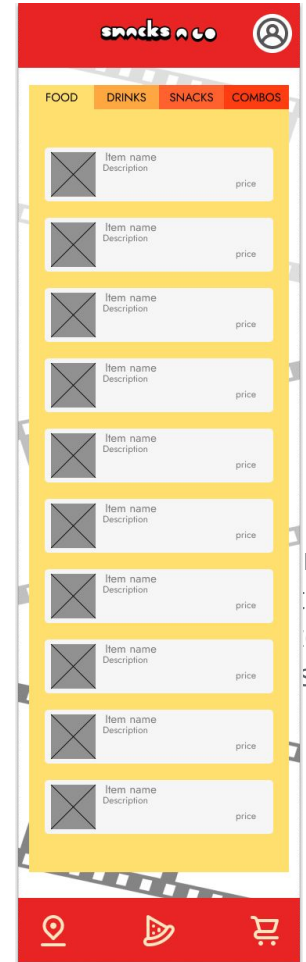
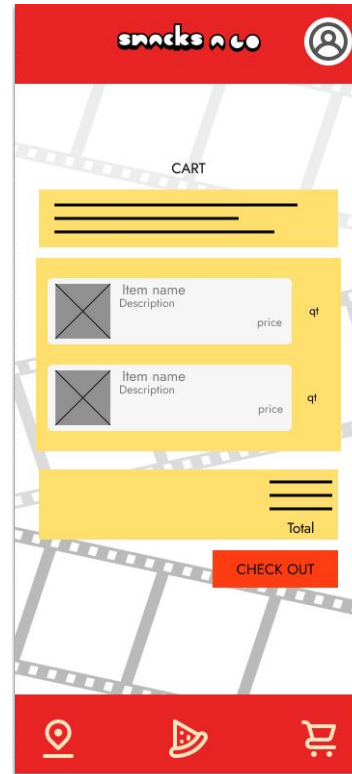
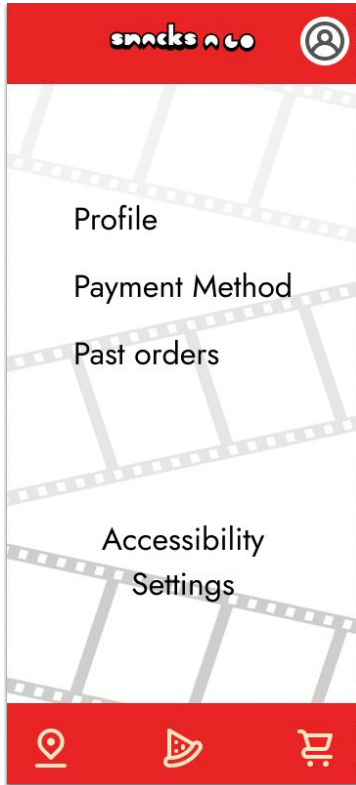
After usability study



Mockups: Original screen size



Mockups: Screen size variations

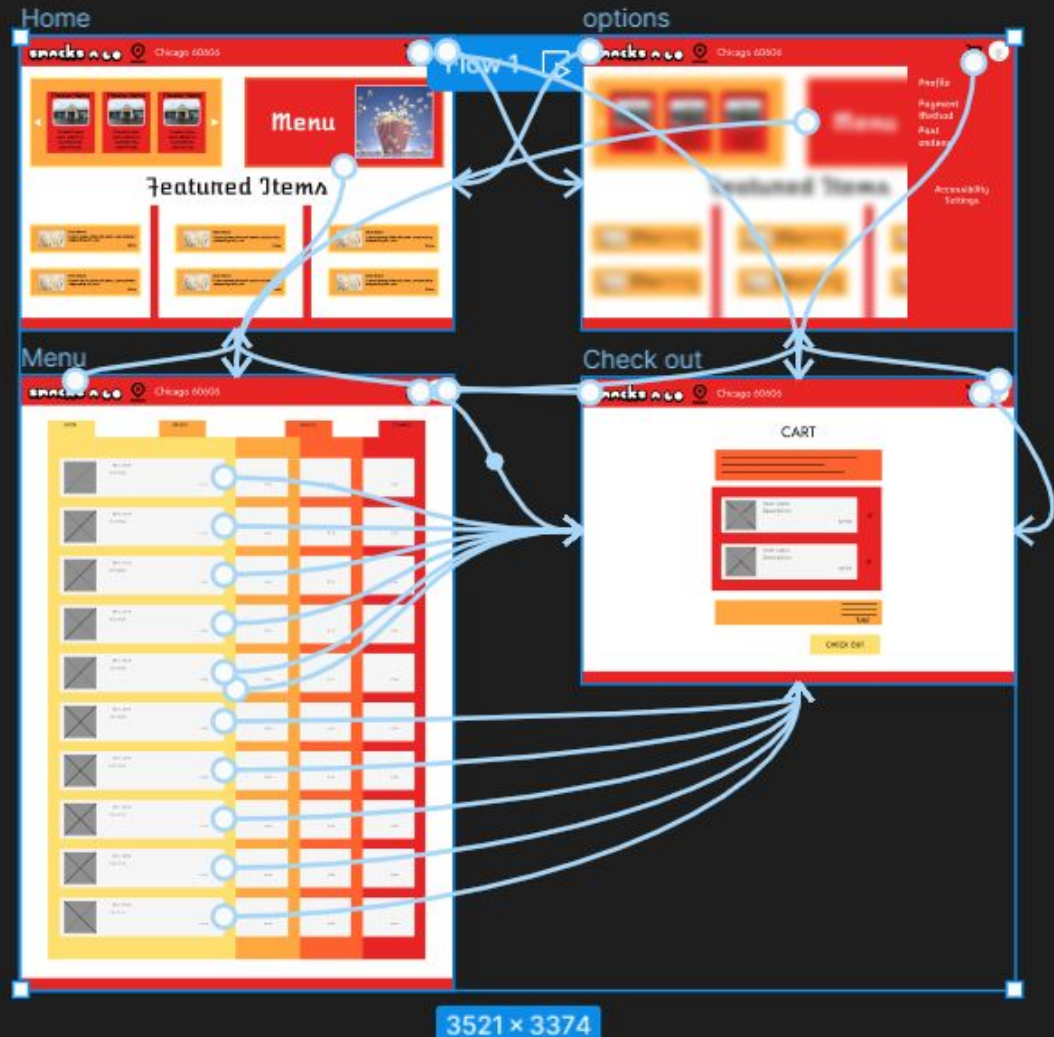


High-fidelity prototype

Hi-fi prototype:

Website

Hi-fi prototype: App



Accessibility considerations

1

I tried to use colors that were cohesive in design but still allowed some level of contrast.(due to having no access to anyone with color blindness, I used the color accessibility options on my computer to simulate what it would look like)

2

I made the available options large and distinguishable by placing them in color coordinated boxes

3

I made the layout simple and easy to navigate for anyone who isn't considered tech savvy

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

This project had many inspirations behind it and has evolved in color, form, and theme throughout the entire course. Although I had many setbacks, I was able to bring it to near completion. Many participants informed me that they liked the basic design and layout, as well as the “popcorn” color scheme.



What I learned:

UX design and website design are a far cry from other design paths that I have taken. Although the basics are all the same, I found myself struggling to implement them in a way that worked for a more universal audience. This project forced me to explore.

Next steps

1

I would like to experiment more with shapes and spacing in the eminent redesign of both the website and app. I feel everything is very square and something as simple as rounded corners may improve the look.

2

I plan on looking more into incorporating accessibility options in a more convenient way. I don't have as much information as I would like to implement this where I currently stand, so I would like to expand on my research.

3

I would experiment with the colors of the project. Currently, I am using a popcorn color scheme to emphasis the purpose of the app but It can seem a bit monochromatic and plain. I would like to add more contrast and darker shades in the future.

Let's connect!



All feedback is welcome and thank you for viewing

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