

# MovieSnax mobile app

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# Project overview



## The product:

MovieSnax is a mobile app that allows users to order movie tickets and snacks ahead of time so that their order is ready when they arrive at the theater.



## Project duration:

April 2021 - March 2022

# Project overview



## The problem:

Moviegoers want to order their theater snacks ahead of time, know more about their food options, and review nutrition information for available food options.



## The goal:

Our MovieSnax app will let users view food options, review nutrition information, and order snacks to pick up at the theater before a movie, which will affect customers who have children or food allergies by allowing them to make informed choices about snacks and save time ahead of the movie.

# Project overview



## My role:

Lead UX Designer/Researcher



## Responsibilities:

User research, wireframing, prototyping, user testing, interaction design

# Understanding the user

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

# User research: summary



To understand the potential needs for a movie theater ticket and snack ordering app, I initially started with a competitive audit of existing theater mobile apps. Some of the gaps I identified included that most apps did not have full descriptions of the food offerings easily available and none of the competitors included nutritional information.

After the competitive audit, I conducted interviews with possible users to understand their typical movie snacking experience and what would make that experience better for them. After the interviews I created user personas and user journey maps to visualize how our app could meet these needs and gaps.

# User research: pain points

1

## No nutrition info

All of the current movie ticket and snack ordering apps lack nutritional information which can be a problem for users with food allergies.

2

## Lack of time

Many moviegoers, such as parents with small children, do not have the time to stand in line to order food before their movie starts.

3

## Food options before

Some moviegoers may want to see a movie at a different theater depending on the food options available. Knowing options ahead of time would make that decision easier.

4

## Hard to navigate

Many of the ticket and food ordering apps currently available are difficult to navigate and the food options are often particularly hard to find.

# Persona: Jenna

## Problem statement:

Jenna is a working mother with two kids who needs an easy way to get snacks for her kids at the movie theater because she doesn't have time to wait in line for concessions.



**Jenna Greenberg**

**Age:** 33

**Education:** Bachelor's degree

**Hometown:** Denver, CO

**Family:** Married with 2 kids

**Occupation:** College administrator

*"I love spending time with my family, but with small kids it can be tough to make it fun for everyone!"*

## Goals

- Works hard during the week and wants to enjoy her time on the weekend
- Cares about creating fun experiences for her family

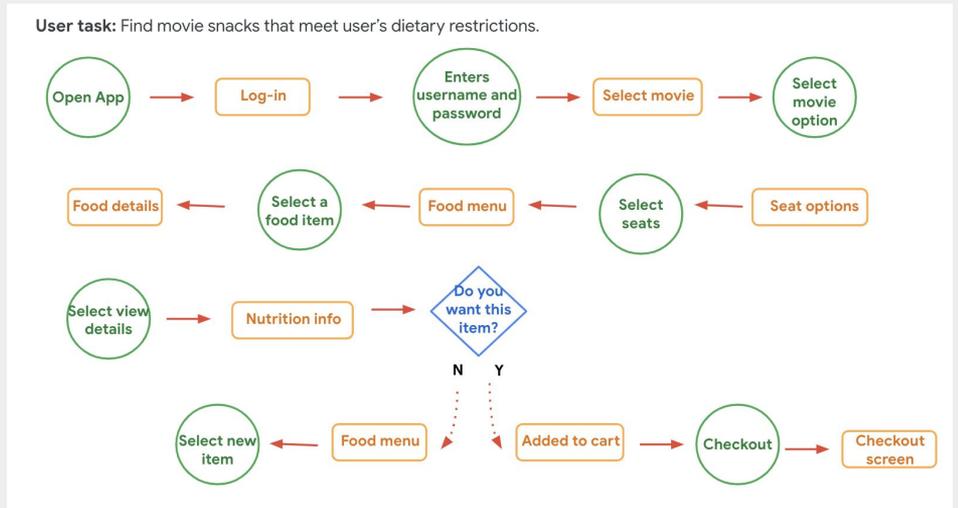
## Frustrations

- Hates waiting in line for snacks
- Doesn't always know what ingredients are in foods
- It's hard to manage ordering snacks for kids

About one Saturday afternoon a month, Jenna and her family go out for a fun afternoon at the movies. They typically go for a matinee so that the kids aren't out too late. With two kids, it can be a hassle to get to the theater in time to wait in line for snacks. Her daughter has a food allergy so it's also hard to ensure food is safe for her to eat.

# User journey map

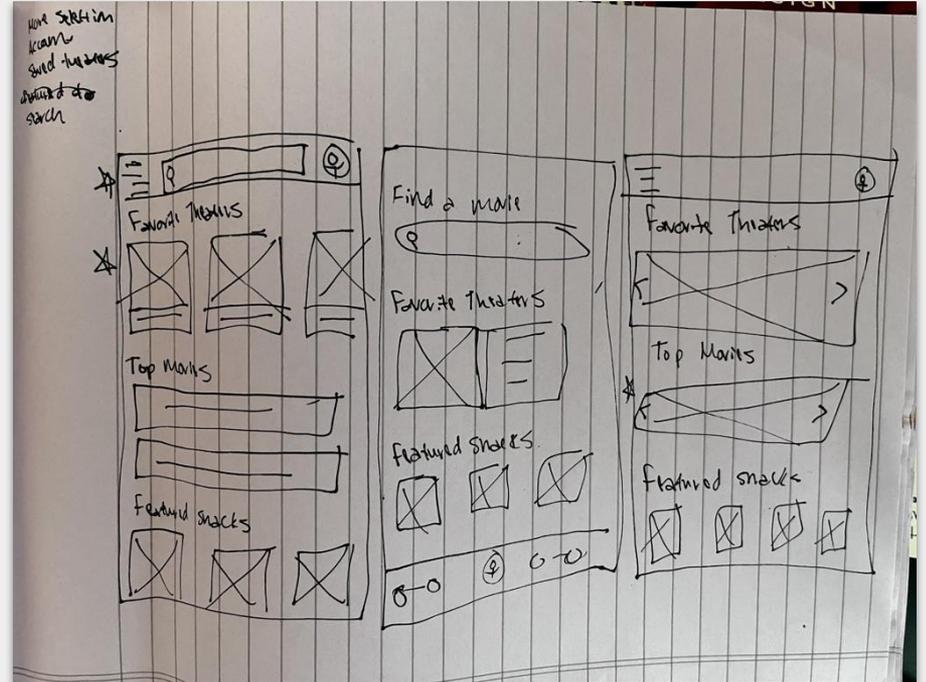
Mapping the user's journey based on the goals of a specific persona was helpful in understanding possible pain points and how to ensure a smooth experience.





# Paper wireframes

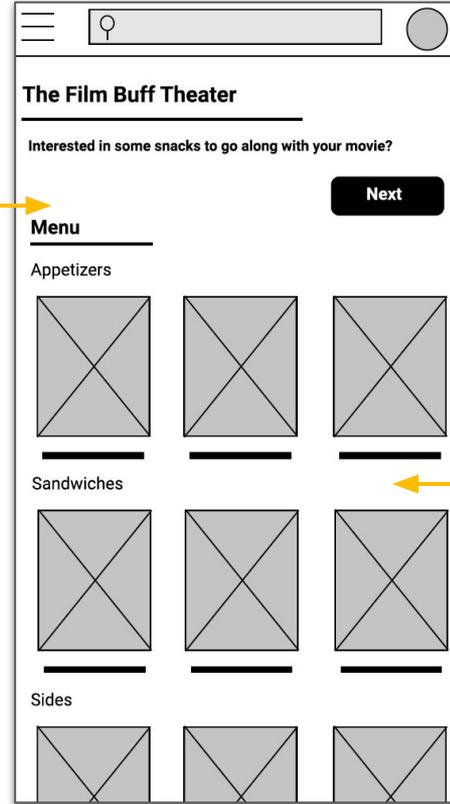
After mapping out a user journey, I began drafting basic wireframes to explore ways in which this journey could be represented through a mobile application.



# Digital wireframes

From the paper wireframes, I began to sketch out digital versions in Figma.

After a user has selected the movie showing, they can select snacks if they'd like.

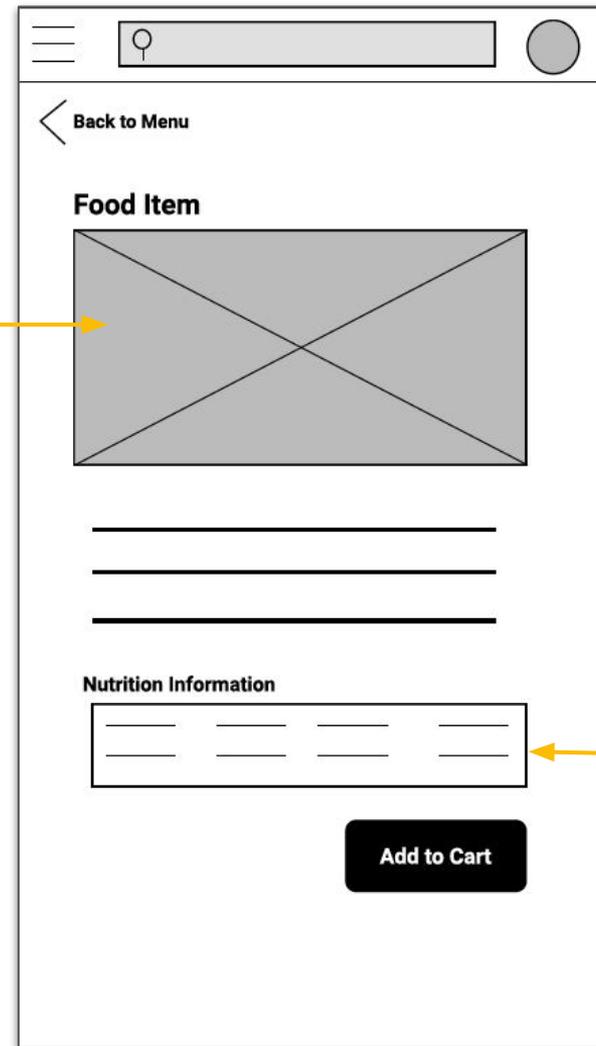


This section gives a full picture of the available food items.

# Digital wireframes

As I built out the digital wireframes, I was able to explore different solutions for the user needs identified during earlier research.

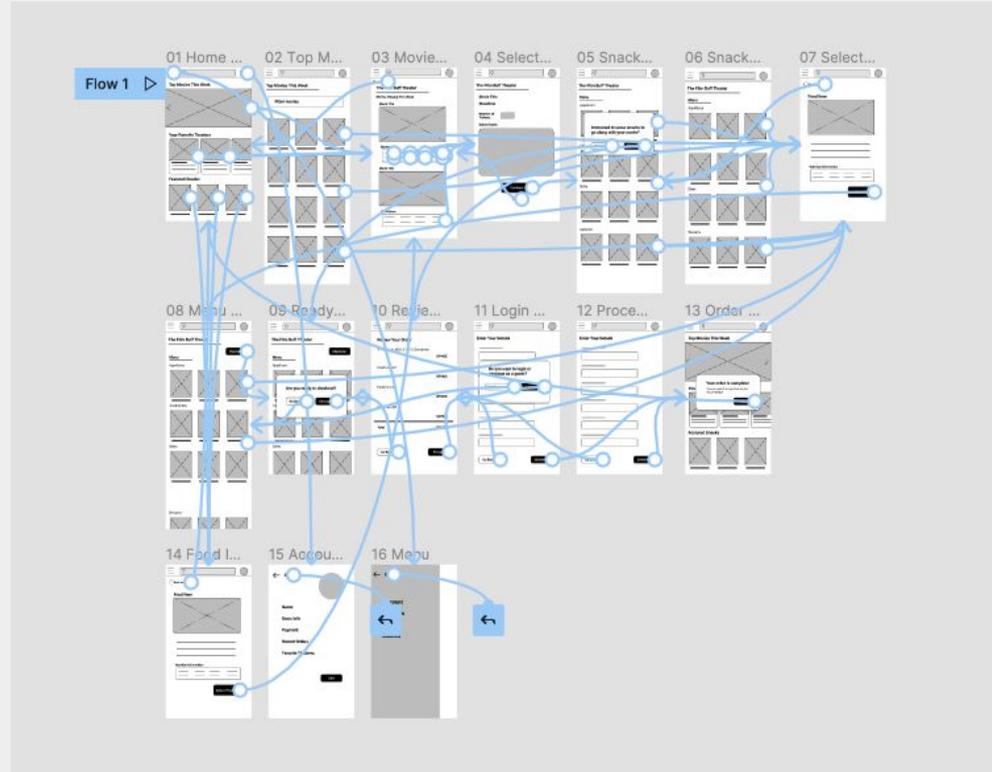
Clear image of the food item so that users know what to expect if they order this.



Nutrition information for the food item so that users know if it meets their dietary needs.

# Low-fidelity prototype

Once I completed the wireframes, I turned it into a low-fidelity prototype in order to test the flow with potential users. You can view the [prototype here](#).



# Usability study: parameters



## Study type:

Unmoderated usability study



## Location:

United States, remote



## Participants:

5 participants



## Length:

10-15 minutes

# Usability study: findings

After completing a usability study, I found that there were several ways that we could improve MovieSnax based on the feedback.

1

## Consistency

Users need to have consistent navigation and functions so that they can complete their order quickly and easily.

2

## Sorting and Filtering

Users want to be able to sort or filter their options in a variety of ways depending on their needs.

3

## Favorites

Users want to be able to save and favorite their information so that it is easy to get back to.

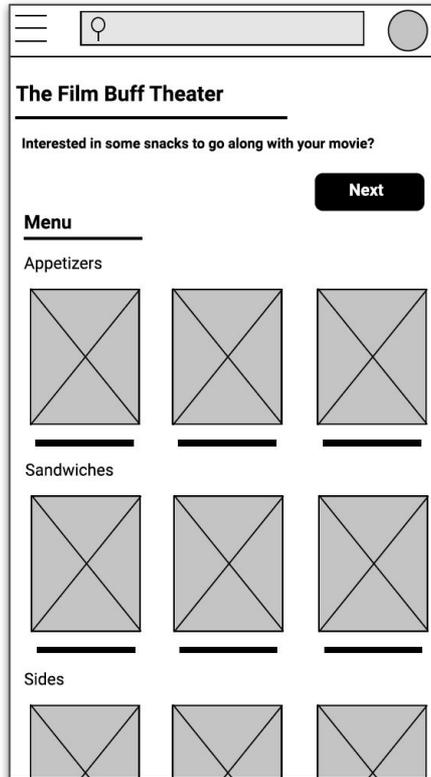
# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

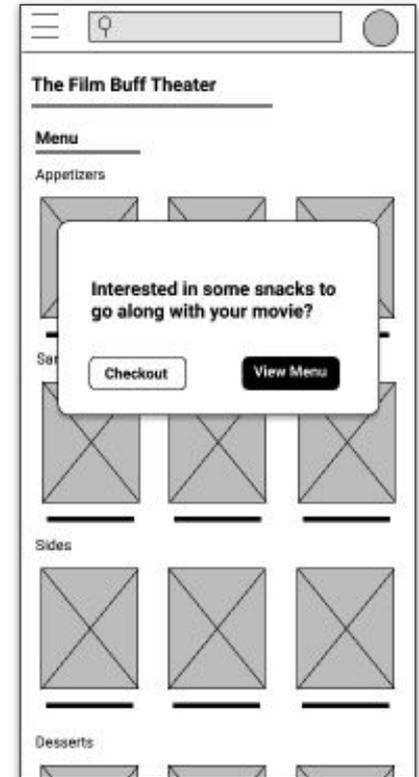
# Mockups

Based on some of the feedback I received during the usability study, I moved the prompt about adding snacks to an order to a pop up box to make the call to action more clear.

Before usability study



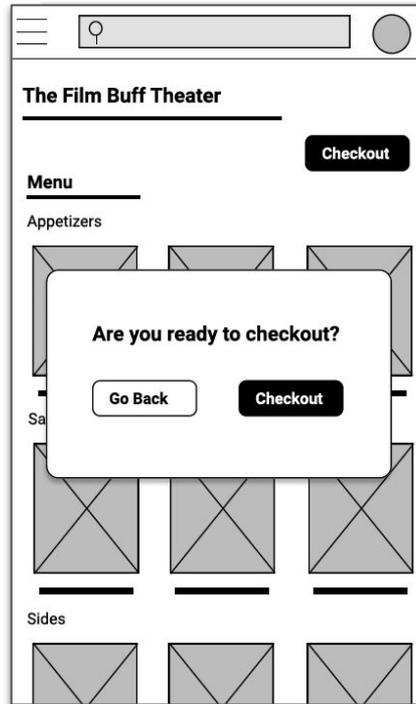
After usability study



# Mockups

Additionally, one user mentioned wanting to be able to log in or check out as a guest, so I built an additional screen adding that option.

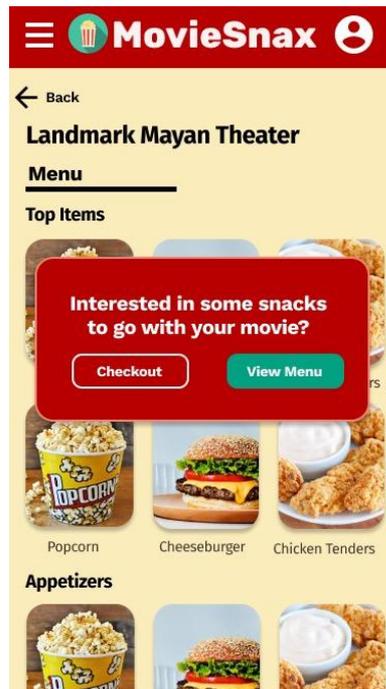
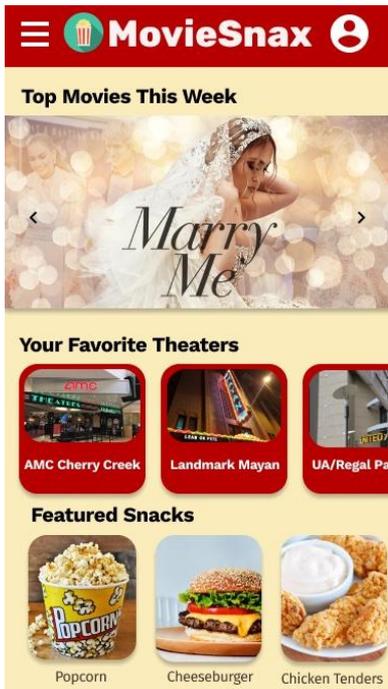
Before usability study



After usability study

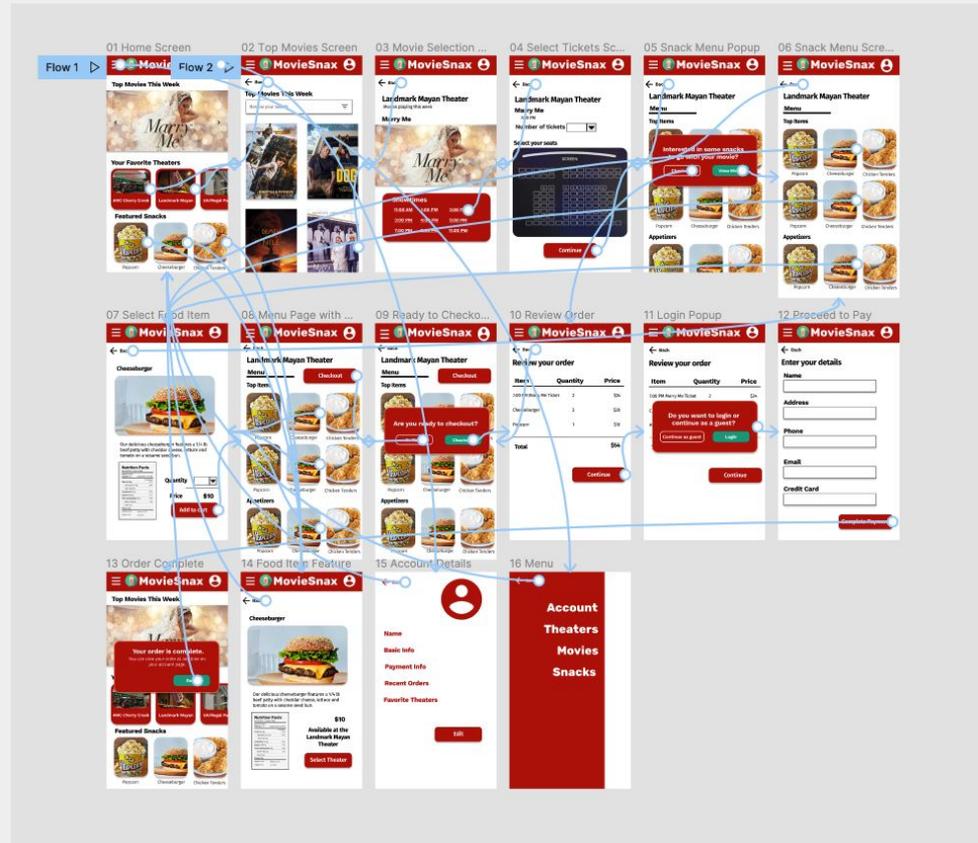


# Mockups



# High-fidelity prototype

After getting feedback from users and revamping the designs, I created a hi-fidelity prototype to demonstrate how the finalized mobile app would work. You can view the [prototype here](#).



# Accessibility considerations

1

Include nutritional information about food options to accommodate users who may have food allergies or food sensitivities.

2

Use detailed imagery of food and movie options to help all users make informed decisions.

3

Add alt text to images for visually impaired users who may need screen readers.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

MovieSnax helps fill in gaps that other similar apps available today don't meet. Users have found it easy to use.

*"It flows better than most apps I use regularly,"  
said one user.*



## What I learned:

Throughout this process, I learned the importance of iterating on designs to find the solution that best meets user needs and to regularly conduct research to test assumptions.

# Next steps

1

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

2

Conduct more user research to determine any new or additional areas of need.

# Let's connect!



Thank you for taking the time to review my portfolio. If you'd like to see more or get in touch, my contact information is below.

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Thank you!