An Intuitive Ticketing Platform for movies and events

Challenge

There are several ticketing platforms where user can browse movies, events and book tickets. They are fairly simple and do not indicate users efficiently. The proposed design should be intuitive, accessible and user friendly.
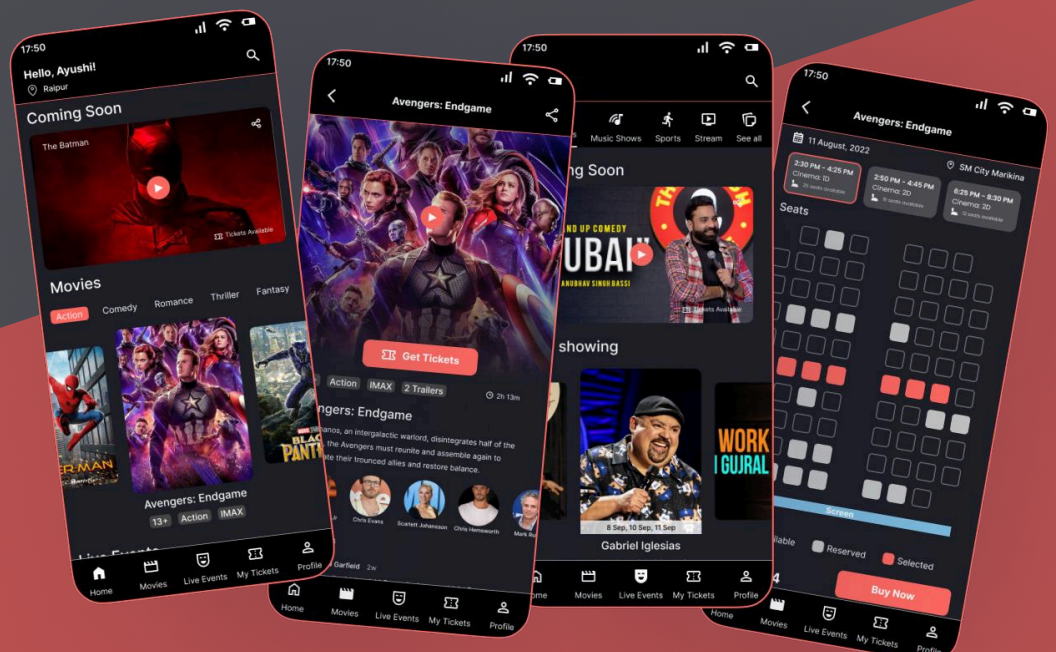
Deliverable

The assignment lasted three weeks and the desired outcome is to design an app for the Interaction design module.
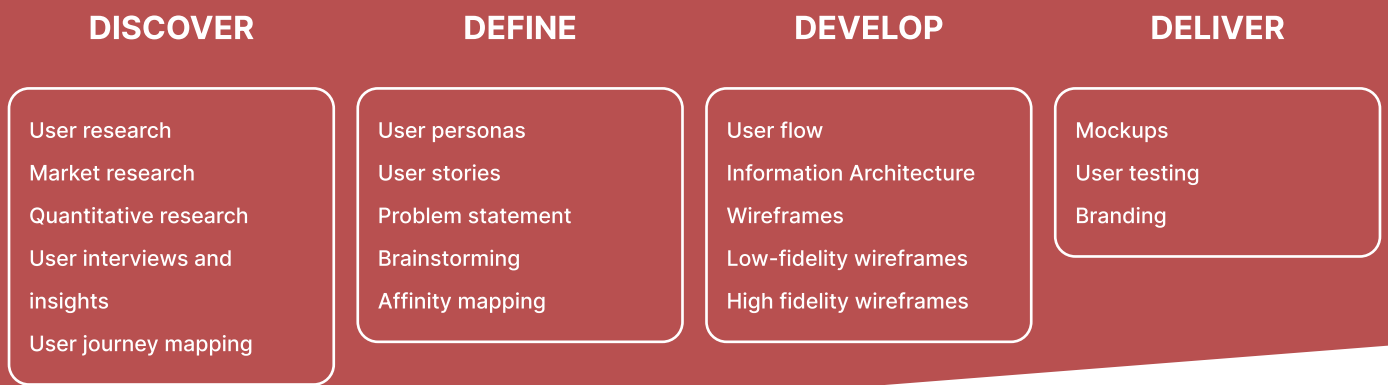
Goal

To design an application for users who can book tickets of movies and events quickly.
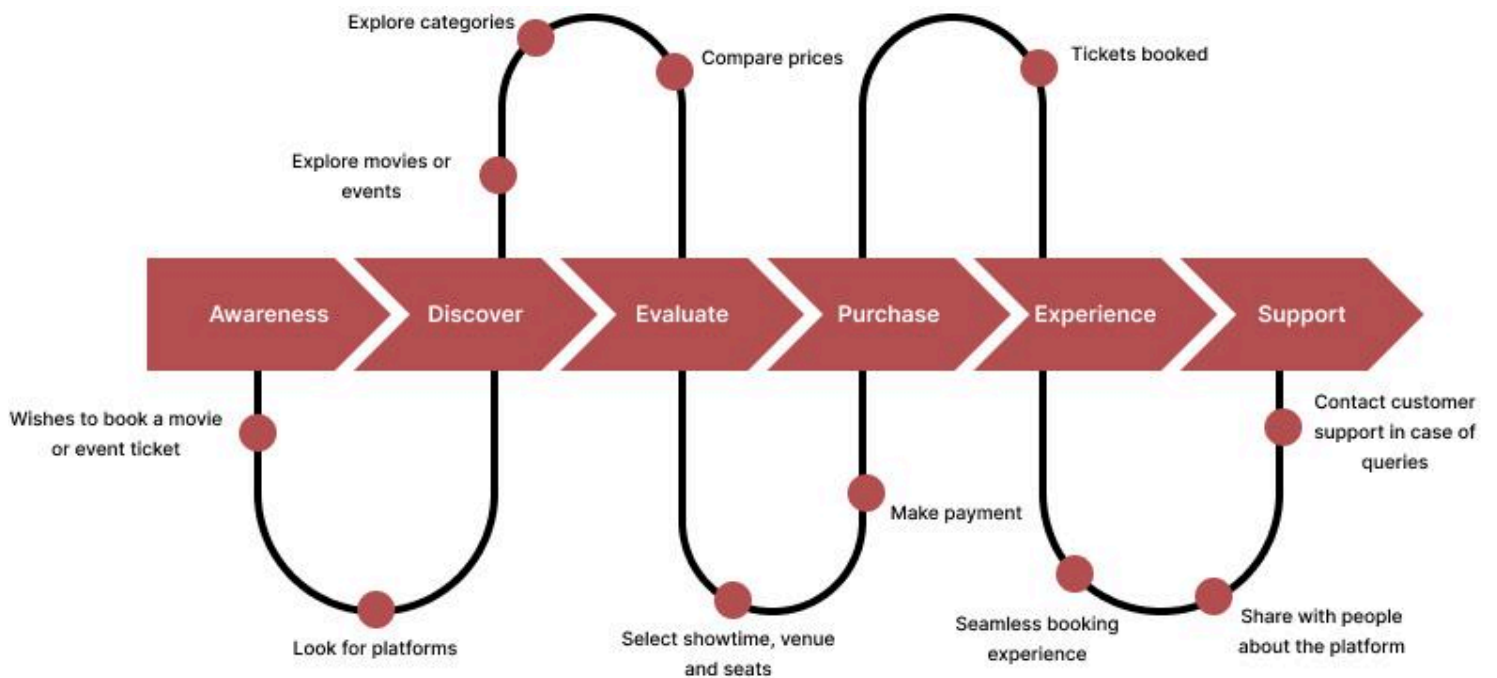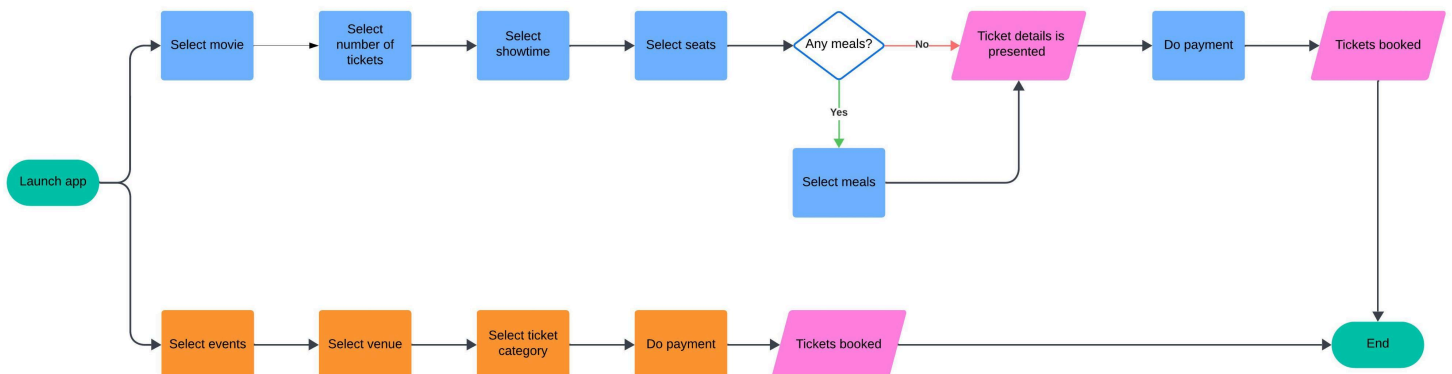
Project Duration

03
weeks

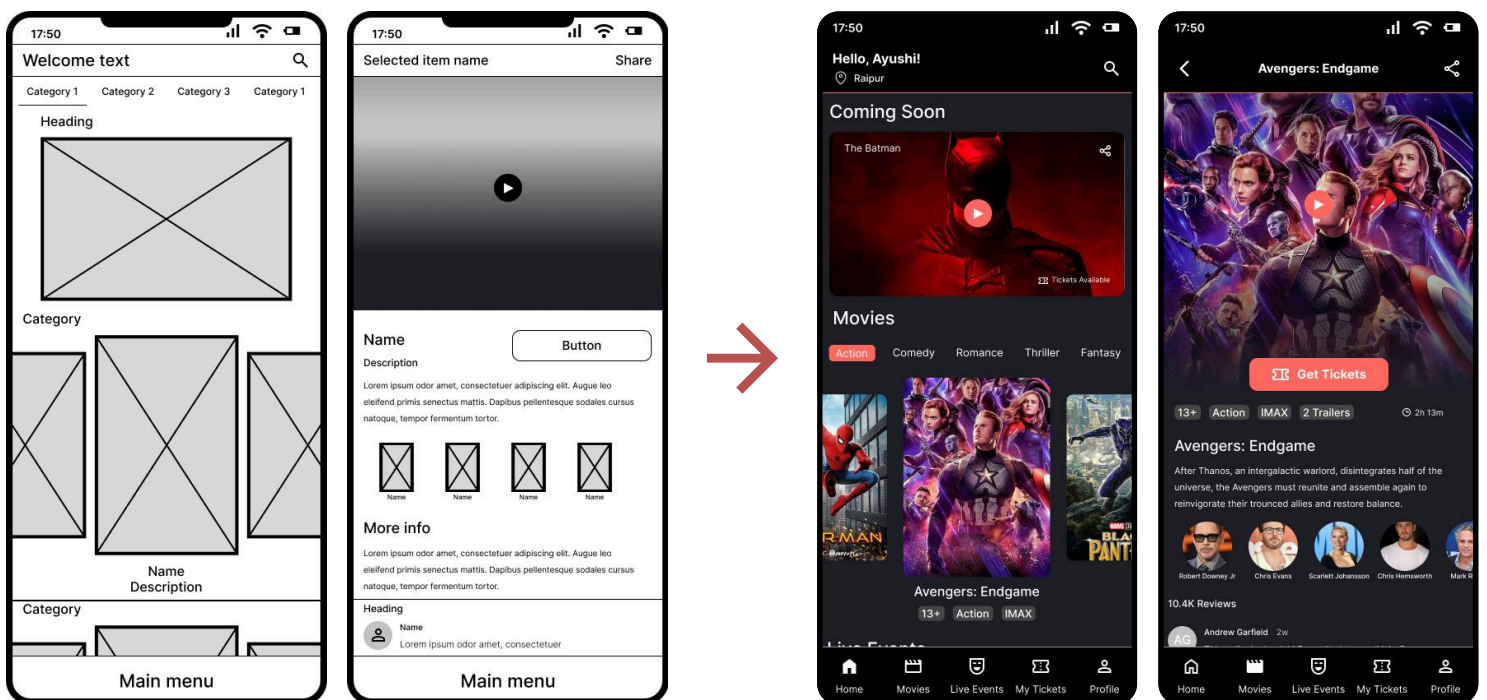### 20+
wireframes

Design Methodology

DISCOVER

User research

Market research

Quantitative research

User interviews and insights

User journey mapping

DEFINE

User personas

User stories

Problem statement

Brainstorming

Affinity mapping

DEVELOP

User flow

Information Architecture

Wireframes

Low-fidelity wireframes

High fidelity wireframes

DELIVER

Mockups

User testing

Branding

User Journey Map

Explore categories

Compare prices

Tickets booked

Explore movies or events

Awareness → Discover → Evaluate → Purchase → Experience → Support

Wishes to book a movie or event ticket

Contact customer support in case of queries

Look for platforms

Select showtime, venue and seats

Make payment

Seamless booking experience

Share with people about the platform

User Flow

Launch app

Select movie → Select number of tickets → Select showtime → Select seats → Any meals?

Any meals? — No → Ticket details is presented → Do payment → Tickets booked

Any meals? — Yes → Select meals → Ticket details is presented

Select events → Select venue → Select ticket category → Do payment → Tickets booked → End

Information Architecture

Launch App

Main Screen

Home | Movies | Events | My Tickets | Profile

Home:
- Highlighted ads
- Recommended Movies
- Recommended Events
- All Movies
- All Events

Movies:
- Now showing
- Coming soon → Book now
- Sort by genre → Action, Comedy, Romance, Thriller, Fantasy, Language

Events:
- All Experiences → Book now
- Comedy Shows → Filters
- New Year Parties
- Recommended Events
- All Movies
- Music Shows
- Sports
- Adventure
- Amusement parks
- Workshops

Filters:
- Language
- Date
- Categories
- Price
- Distance
- Venue

My Tickets:
- Movies
- Events

Profile:
- My Profile → Edit profile
- Orders
- Help Centre
- Rewards
- Settings

Wireframes to Mockups

Other platform
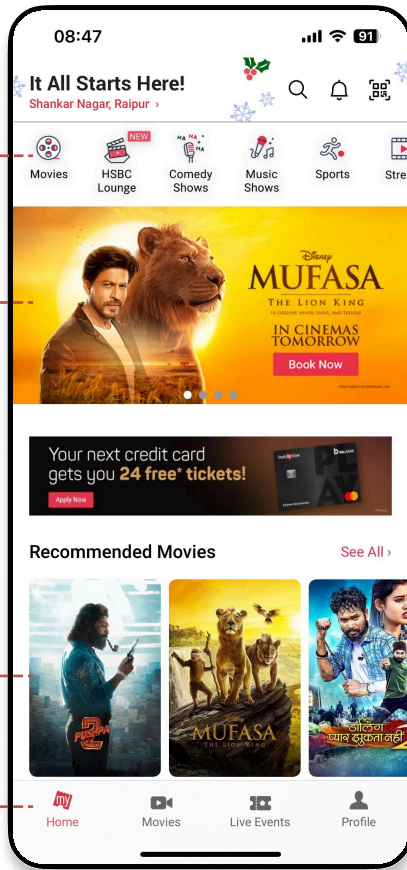
Categorisation is not required

Should be interactive

One movie at a time should be highlighted
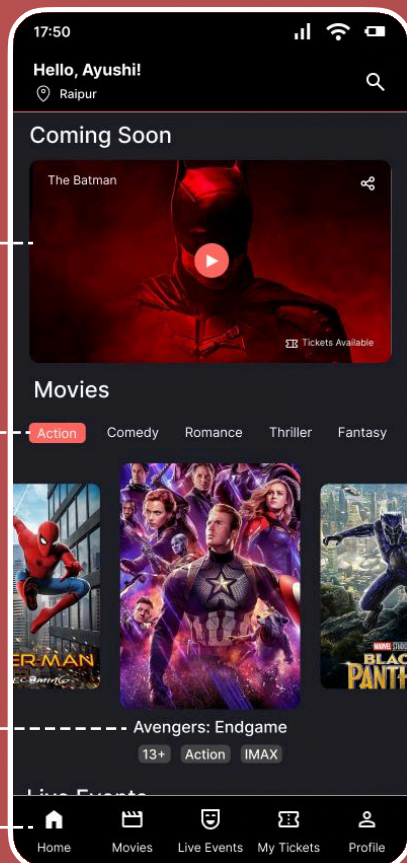
Navigation bar should be clearly defined
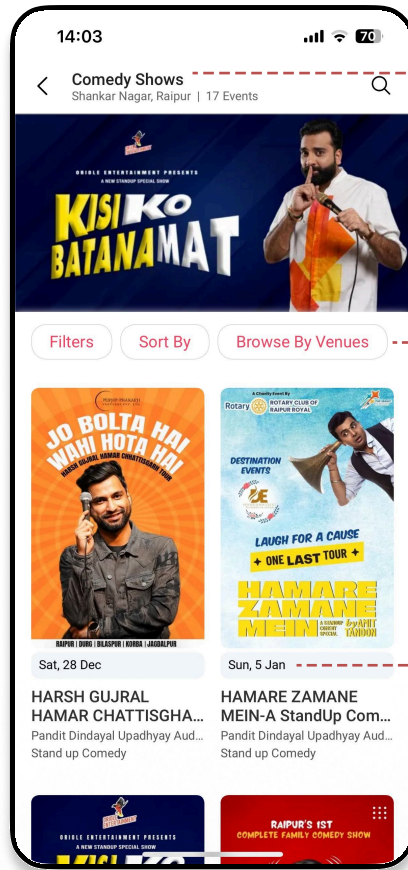
Event sorting is missing

Filter and sort function should be improved

Occupies a lot of space
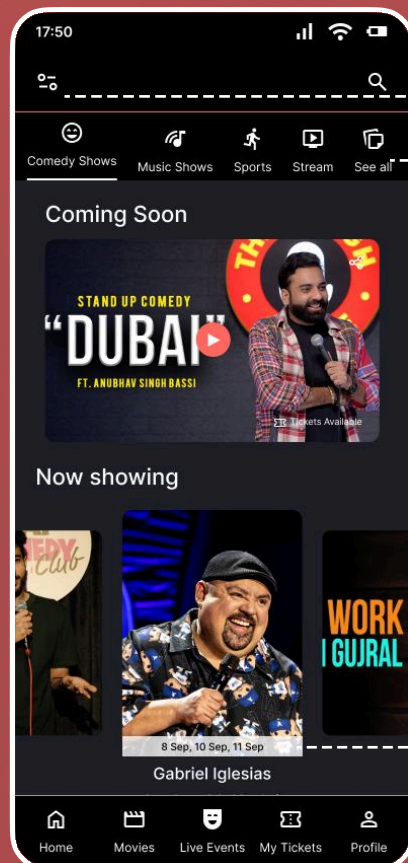Unable to display multiple dates

Proposed design

Highlighted content with Interactive video

Quick categorisation

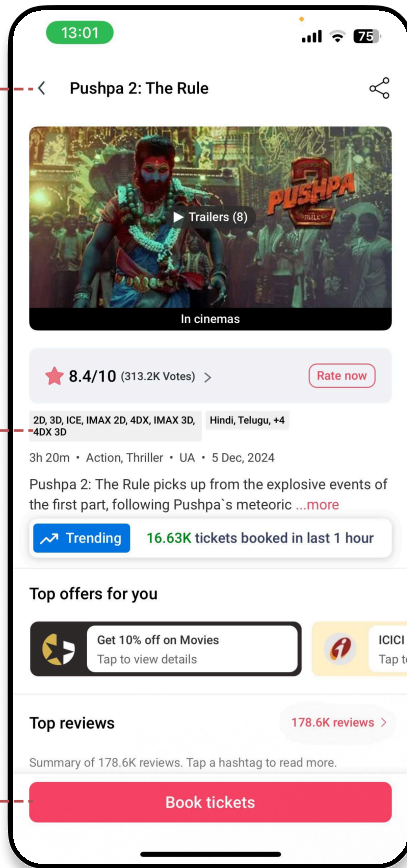Focus on one movie at a time

Clear navigation bar

Simple filter design that saves up space

Easy sorting bar

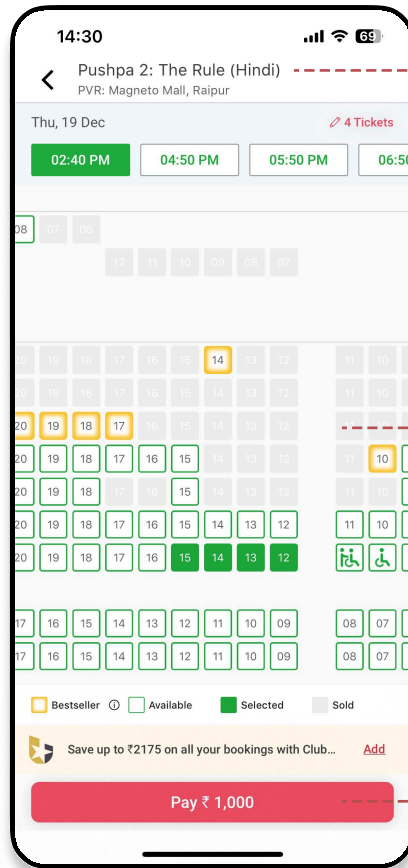Multiple dates and more info is visible

Other platform

Sections are not properly defined

Too small font to read

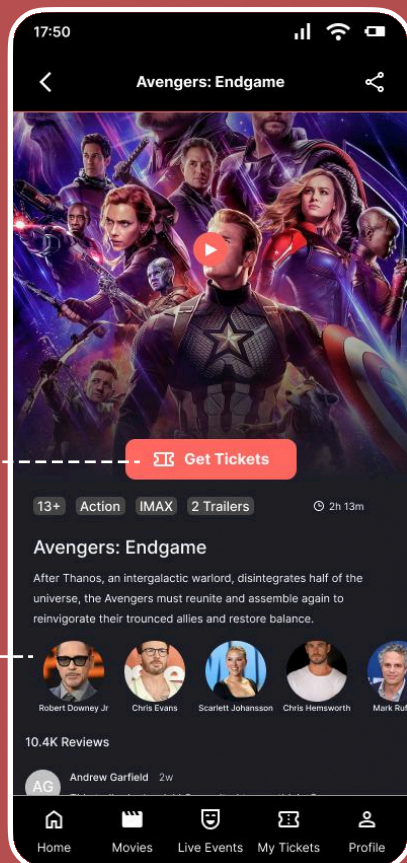Less info is visible due to full size button

Top bar looks crowded
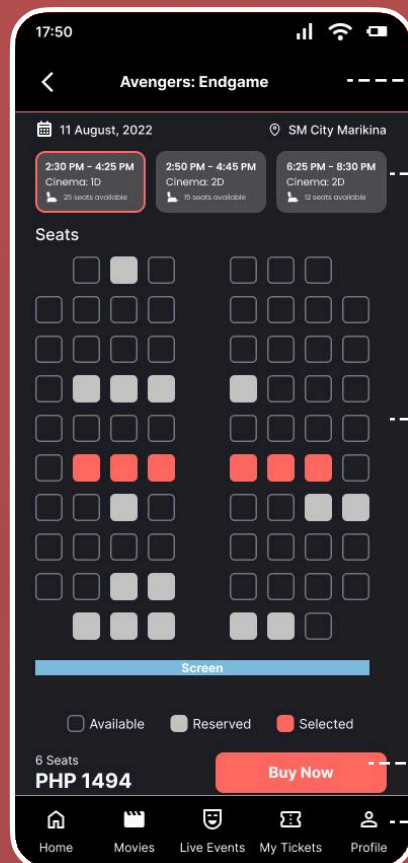
There is no way to zoom out

Button occupies whole space

Proposed design

Actionable button grabs user's attention and saves up space

Informative design

Simple top bar

More info about other showtimes

Zoomed out view Users can zoom in as well

Actionable button occupies less space

Main menu is always visible to maintain consistency

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