



snax

Mobile app for movie snacks

Case study by Peter Kapelyan

Project overview



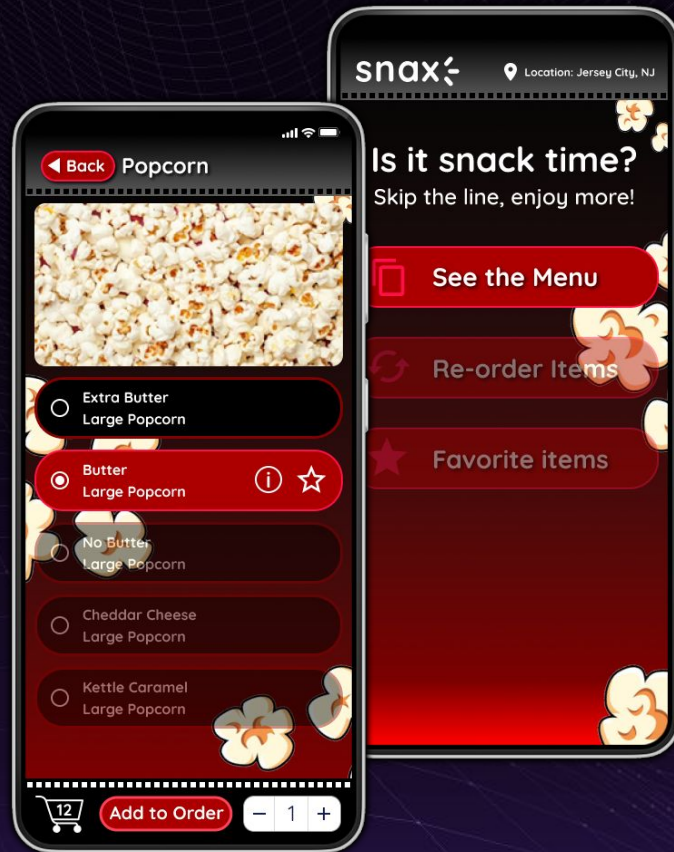
The project:

With the **snax** app, it's easy to order a sack of snacks, and get back to the movie, stat. Skip the line and start munching!



Project duration:

July - August 2023



Project overview



The challenge:

Waiting in line for movie theater concessions while in a hurry causes delays and diminishes the overall experience.



The goal:

Design an app to allow moviegoers the option to skip the line and get to the movie as soon as possible.

Project overview



My role:

Lead UX designer from initial concept to final hi-fi prototype



Responsibilities:

Research, wireframing, prototyping, motion design, usability testing

Understanding the user

- User research
- Personas
- User journey map

User research: summary



After conducting several user interviews and creating empathy maps, it became evident that many moviegoers would benefit from arranging a snack purchase in advance, especially when they are running late for a movie. Most users agreed they would use a process to purchase snacks before or during the movie, in order to skip the line and save time.

The user research also uncovered that some seats at theaters are first-come first-serve and that another challenge is getting the seats early. The app would help in this case by allowing only one person to place an order for the entire group, saving a lot of time for many users.

User research: pain points

1

Convenience

Some users are concerned about missing any part of the movie and/or previews

2

Time

Getting to the movie in advance doesn't guarantee that they will avoid large lines and wait times

3

Accessibility

Some menus and online apps are not user friendly, or do not serve those with visual impairments

4

Group orders

Sending multiple people with multiple orders to wait on line increases wait times

Persona: Alpeha

Problem statement:

Alpeha is a nurse, an avid moviegoer who needs to order snacks in advance because she wants to avoid the chaos and long lines at the theater.



Alpeha

Age: 36
Education: College Graduate
Hometown: Jersey City, NJ
Family: Single, cat
Occupation: Nurse

“As a nurse, you have the power to heal not just the body, but also the mind and soul”

Goals

- To be healthier, travel, and find ways to save time even if it's a minute
- To advance in career and find more time for fun/social activities

Frustrations

- Wish there were healthy snack options at cinemas
- Wish they can see the menu at different theaters beforehand

Despite their busy schedule and career goals, they make time to relax and enjoy action and sci-fi movies. They love watching these movies on the big screen because of their visual impairment, and they have fond memories of their father taking them to see these movies when they were younger.

User journey map

A map of Alpheia's user journey uncovered several ways the **snax** app can be an instrumental product, and even improve the user experience at the movies.

Persona: Alpheia

Goal: Get snacks for the movie, skip the line at the concession stand

ACTION	Order tickets	Go to movies	Get snack	Find theater	Enjoy movie
TASK LIST	A. Log into app/site B. Locate new movies and times C. Purchase tickets OR D. Wait on line at cinema upon arrival	A. Find route B. Walk or take transportation to cinema	A. Go to concession B. Wait on line C. Place order D. Wait for snacks OR E. Skip A-D and place an order on app	A. Find theater number B. Walk to correct movie room	A. Find seats B. Sit down C. Adjust seat
EMOTIONS	Excited to see a new movie	Worried that there may be a line or that they didn't get there early enough	Nervous and hesitant to order if there is a large line	Curious or nervous about how many people are seated or finding a seat	Calm and relieved that they are settled in
IMPROVEMENT OPPORTUNITIES	Allow sign up for emails about new movies and snack recommendations	Show a cue or expected wait time at the cinema	Allow ordering beforehand on app Post advertisements about snax app	Allow choice that can match seat number with delivery of snack if possible	Have a map of movie rooms in the app or at entrance of the movie rooms

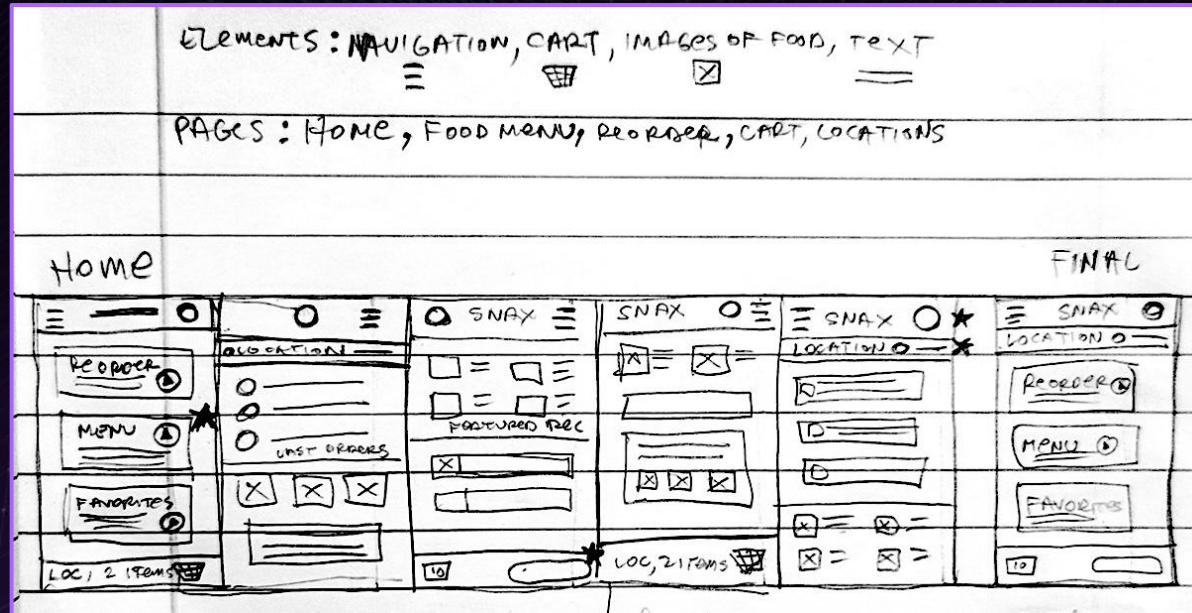
Starting the design

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

Paper wireframes

With a focus on the users goals, several paper wireframe visualizations helped decide on a simple flow to allow ordering snacks in the least amount of taps.

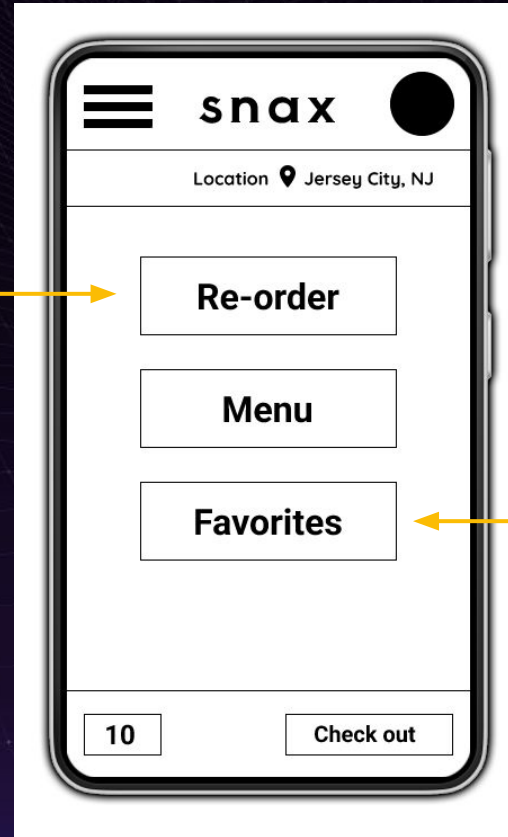
This is a photo of the homepage design draft.



Digital wireframes

Converting the paper wireframes to digital wireframes helped me realize how the user would hold the phone, and try to order using a handheld device.

Previous orders are one tap away for quick ordering



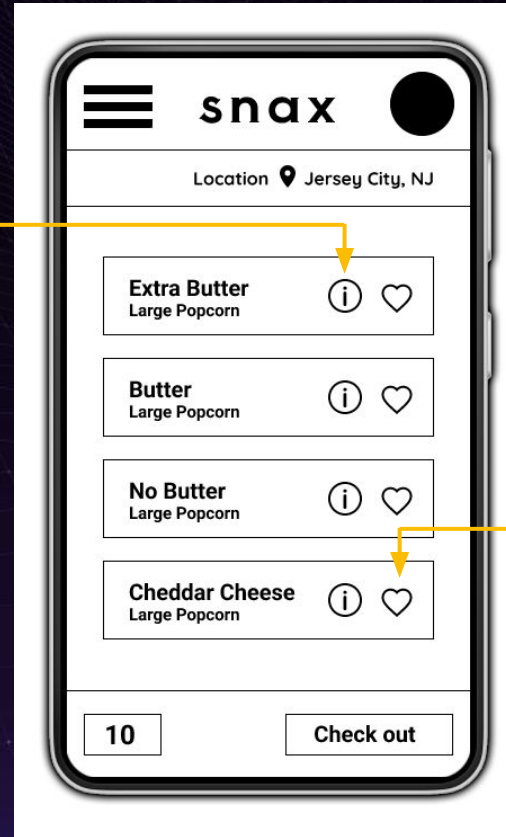
User can also save snacks to a favorites list for easy access

Digital wireframes

Some users requested **nutritional information**, something that is often hard to find on menus.

To expedite orders, users can save specific items in a **favorites list**.

User can find **nutritional info** on each snack easily



Add to **favorites list** helps users find their favorite snacks faster

Low fidelity prototype

I created this **Figma** low-fidelity prototype by adding interactivity to the **snax** digital wireframes.

This interactive **snax** prototype allowed me to continue with more user research and usability testing. How easy is ordering, and how can the **snax** UX be improved?

Here is the link to test the **Figma** interactive **snax lo-fi Prototype**



Usability study: Findings

Usability study Round 1 with a low fidelity prototype helped uncover shortcomings in the ordering process. After several improvements in the flow and enhancements, I conducted a second usability study with a high-fidelity prototype. However, even small errors would create a lot of confusion, causing some users to feel frustrated or want to give up. I used what I learned from the second usability study to address several areas that still needed a solution.

Round 1 findings

- 1 Add to cart simulation was confusing
- 2 Users wanted more functionality
- 3 Users unsure how to go backwards

Round 2 findings

- 1 Users still needed more functionality
- 2 Any difficulty made it feel “broken”
- 7 More pages/steps were needed

Refining the design

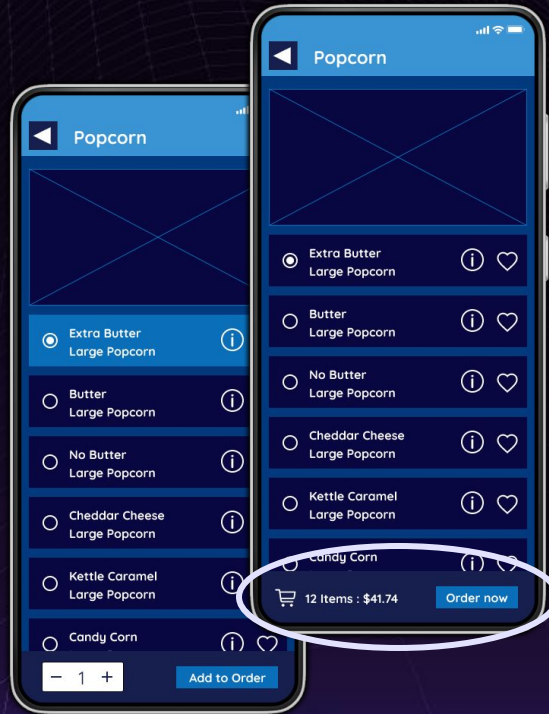
- Mockups
- High-fidelity prototype
- Accessibility

Mockups

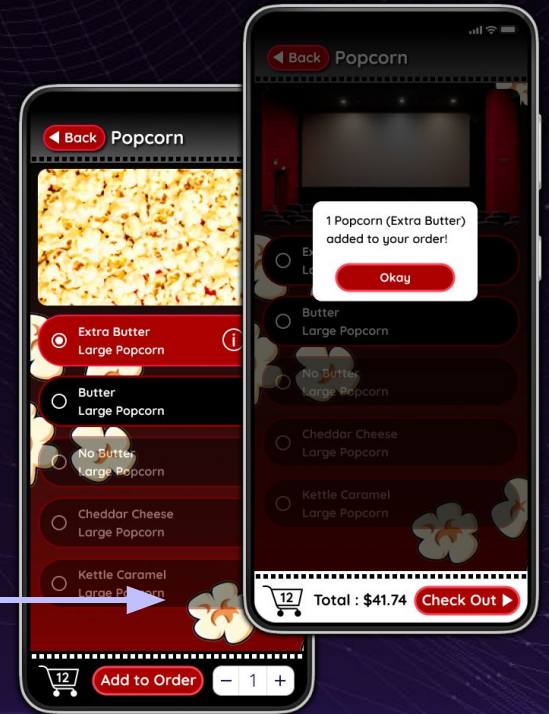
The usability study uncovered a lot of confusion with the checkout. To resolve this, the cart and flow had a few visual enhancements.

When an item is added to the cart, there is a clear difference in the cart section. There is also an animation to help highlight this event. You can see this change, and the animation in the [hi-fi Prototype](#)

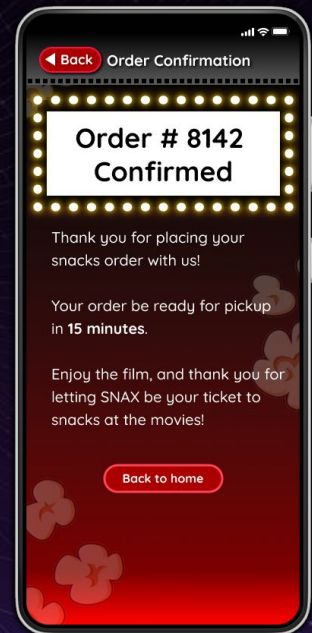
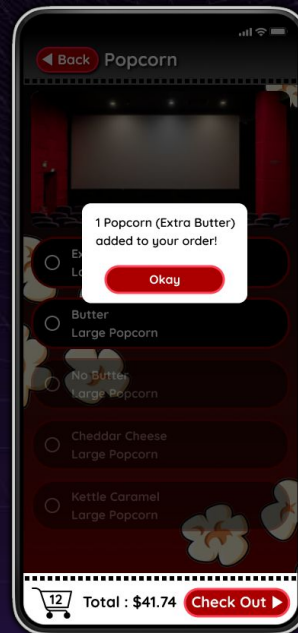
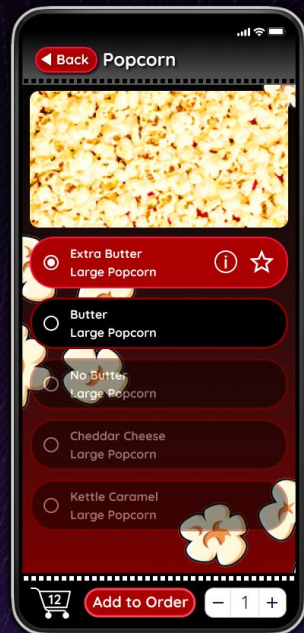
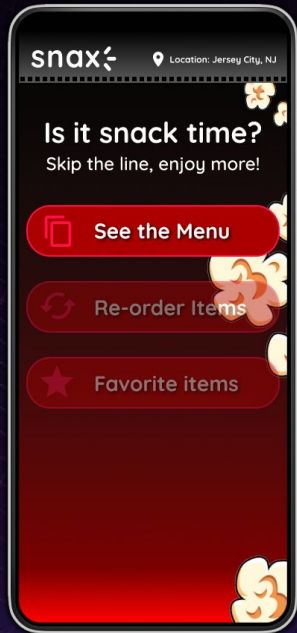
Before usability study 1



After usability study 2



Mockups



High fidelity prototype

Here is the link to test the
Figma [high fidelity snax](#)
Prototype



Accessibility considerations

1

Used larger sized text to make reading of the menu items easier.

2

Conduct more user research to improve accessibility in any and all areas applicable.

3

Use alternative text on images, high quality photos, and visual elements to help users discern elements on the screen easier.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

All of the users that have tested the latest version of **snax** think it can be a useful tool if developed and functional.



What I learned:

Creating multiple prototypes can uncover a lot of problems as well as a lot of solutions before investing effort and time in programming an actual app.

Also, by finding users to perform usability tests that are tech savvy and know about the scenario, an app can be fine tuned into a product that can help users achieve their goals in a fairly short time frame.

Next steps

1

I would like to contact a more diverse set of users I may have overlooked, specifically those with disabilities and challenges, and obtain more input through user research.

2

I plan to revisit the designs after some more usability testing. I may explore the possibilities of developing the app and/or finding a way to apply it to other scenarios.

3

Because of my own passion for seeing movies at the theater, and this being an app I would like to improve more, I will continue to enhance the design and make it more accessible.

Thank you for checking this out!



I really appreciate you reviewing this case study on the myuxcv.com website!

Sincerely,
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