

# Check-in Case Study

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## Hello, I'm Rick!

I am a UX Designer and Technical Professional with a wealth of formal experience and training in problem-solving, troubleshooting, and customer solutions from major tech companies including Amazon Web Services, Google, and Meta.

In my personal life, I am a father of three amazing young daughters, and a very active enthusiast of Games, Anime, and Comics, and participate in volunteering at conventions and organizing fighting game events.

My interests and experiences have cultivated a strong foundation of learning something new every day, and the desire to build equitable experiences for everyone in all that I do!

# Project overview



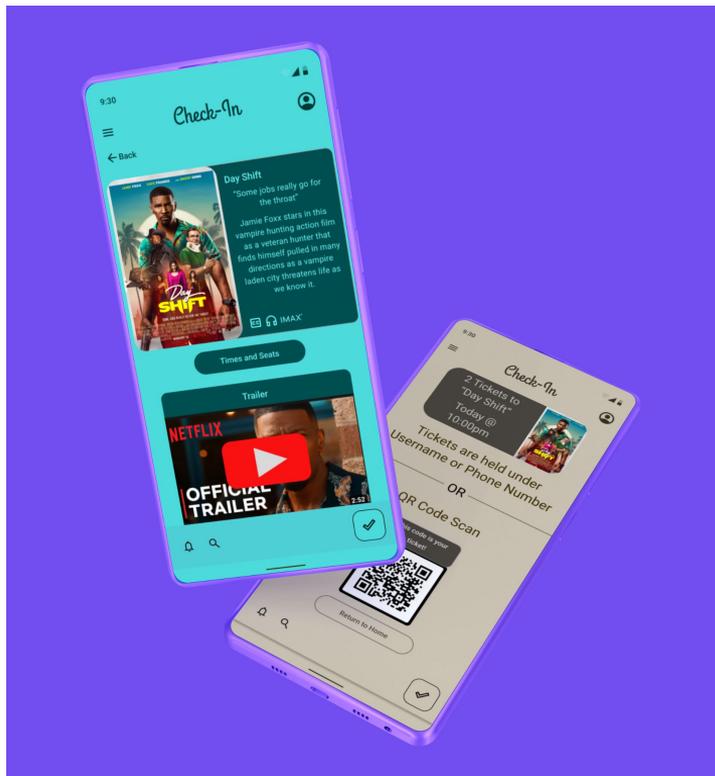
## The product:

Check-in is a movie attendance app that seeks to improve the movie booking, check in, and cancellation processes for everyone through equitable design and innovation.



## Project duration:

Project R&D began in April 2022 and ran through August 2022



# Project overview



## The problem:

In my user research I encountered an overarching problem with regularity: The extra effort and stress of booking or seeing a movie with desired accessibility features and diverse schedules.



## The goal:

This project's goal is primarily to create an easily accessible set of tools that allow for a diverse range of perspectives and lives to simply fit movies into their lives.

# Project overview



## My role:

For the purposes of this course, I personally assumed all functions of the UX Design process.



## Responsibilities:

- Design sprint
- Paper wireframes
- User Research
- Digital Wireframes

# Understanding the user

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

# User research: summary



With this user research, I was able to utilize market research and the MPAA's market statistics to identify a diverse user group to understand. Utilizing empathy maps, the user research specified clear design opportunities and needs.

This user research aligned well with initial market impressions, but revealed additional factors in frustrations with movie going experiences.

# User research: pain points

1

## Effort of scheduling

Many adults and families have preferred days, times, and movies they'd prefer to focus on. Too many movies and times result in an unsatisfactory experience

2

## Accessibility

Confusion and anxiety in asking what accessibility or format options a theater is equipped with.

3

## Large Crowds

For many reasons, from the pandemic to social anxieties, some adults would like to be able to see the makeup of a crowd before they commit to a viewing

# Persona: Luke Demarco

## Problem statement:

Luke Demarco is a person with accessibility needs who needs to filter options by format and see a theater's accessibility options in order to safely and efficiently know their options to see a movie



**Luke DeMarco**

**Age:** 50

**Education:** Masters Degree (History)

**Hometown:** Atlantic City, NJ

**Family:** Lives with Son, Daughter in law, 4 Grandchildren

**Occupation:** Retired (History Prof.)

*“Every moment a family shares is history in the making”*

## Goals

- Wants to see more movies with family
- Ease of experience in finding accessible options.

## Frustrations

- Large amount of text and options to navigate through
- “It’s difficult to see what a theater offers or what i’m walking into”

Luke is a retiree, who gives guest lectures at the history museum in his free time. Due to his hearing impairment, he lives with his Son’s family, whom he enjoys treating to movies. Luke expresses difficulty in finding assistive listening or subtitled formats in showings. Luke also prefers less crowded audiences.

# User journey map

Through the research process I discovered that there are unique challenges, pain points, and stressors that prevent users from completing the user journey of booking and seeing a film that aren't commonly addressed. In the case of the user persona, both social and accessibility factors could affect their journey.

## Persona: Luke

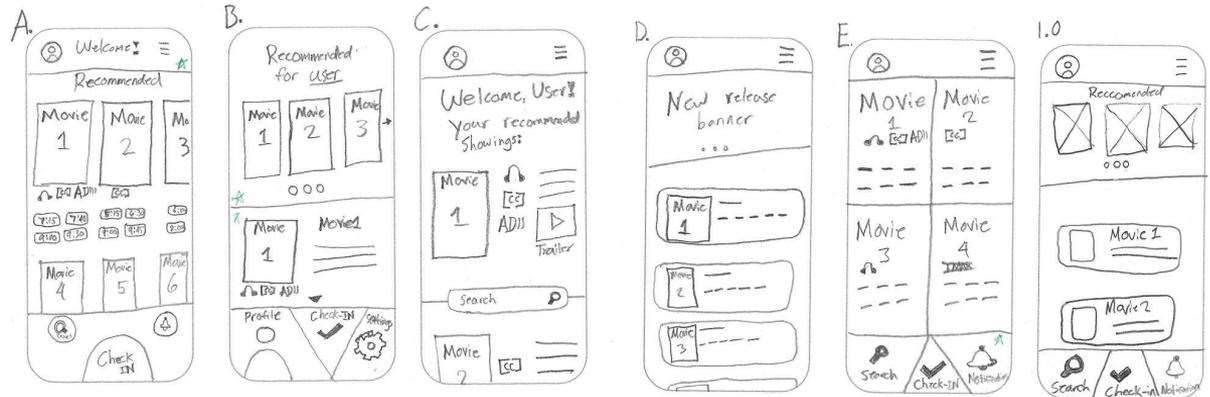
Goal: Seeing Movies while accounting for Accessibility (Hearing, Crowd size preference)

ACTION	Decide On A Movie	Find Subtitled or Hearing Assisted Showings	Determine if crowd size is acceptable	Go to theater	Watch Movie
TASK LIST	Tasks A. Research current showings B. Discuss with family C. Choose a movie	Tasks A. Call/Visit local theaters and ask about their accessibility options	Tasks A. Ask theater management about possible crowd sizes and capacity B. Research theater's offerings online to decide if headphones are needed	Tasks A. Travel to theater B. Collect tickets C. Proceed to seating	Tasks A. Find Seats B. Locate hearing assistive equipment if used C. Enjoy Movie
FEELING ADJECTIVE	-Excited -Overwhelmed	-Embarrassed -Excluded	-Anxious -Intimidated	-Hopeful -Glad -Excited	-Excited -Confused
IMPROVEMENT OPPORTUNITIES	-Allow users to set preferences in movies (genres, newly released) to inform a "recommendations" landing page	-Accessibility options included -Allow to filter by accessible options such as captions, subtitles, or assistive hearing devices	- Show seating chart and sold seats in app during check in process	-Access tickets via App -Clear theater locations and seating chart in app	-Instructions after app check-in inclusive to various situations -Seating chart in app check-in



# Paper wireframes

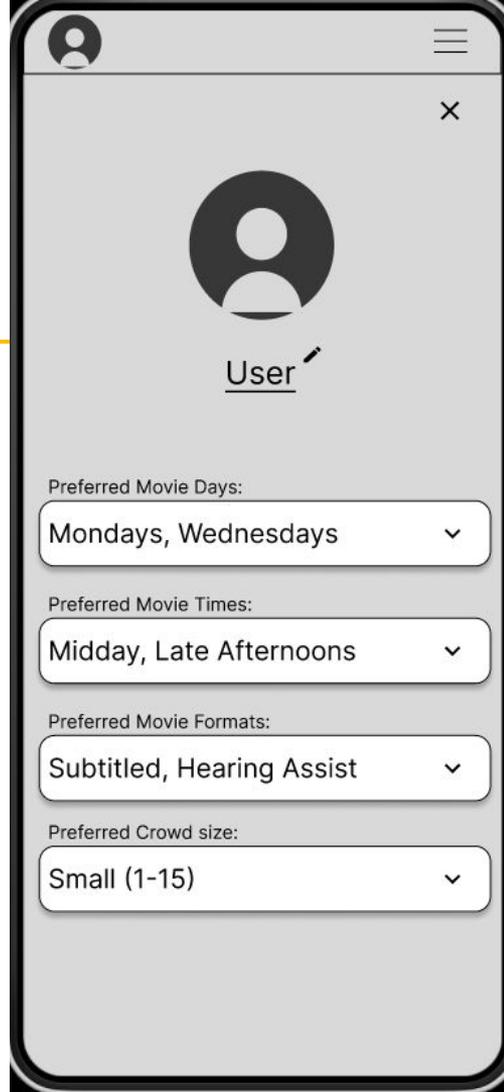
Keeping in mind the goal of accessibility and personalization, I began with paper wireframes for initial design elements, incorporating eye and hand heatmaps into my placement decisions.



# Digital wireframes

A large focus in takeaways from our research was the profile customization. The idea that a user can decide what they want to see and reliably filter out overwhelming or unusable options for them was important to this feature.

An easily customizable profile that is accessible universally. This allows users to remain fully in control at any time.

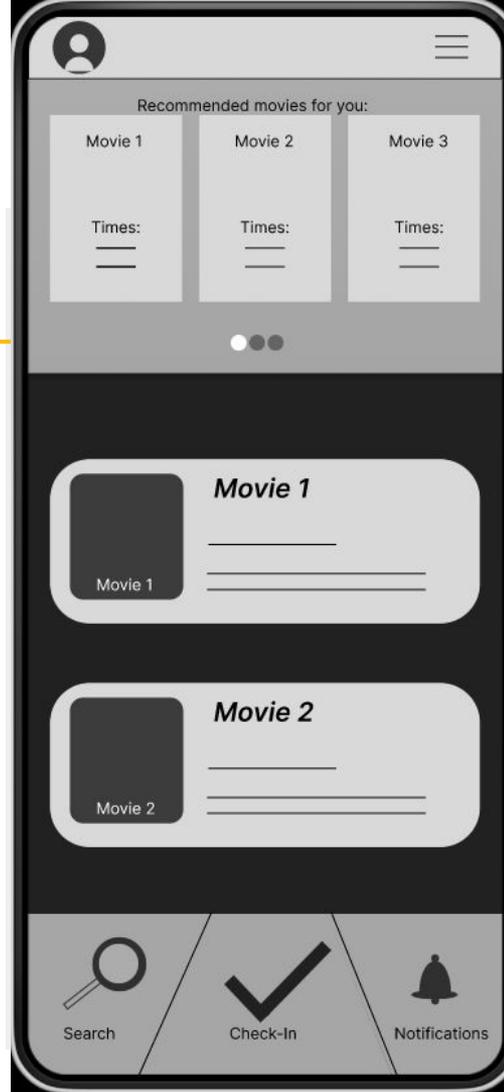


Drop down menus that give robust preference options. Users can pinpoint exactly what is most important to their experience.

# Digital wireframes

At this point in my learning, I endeavored to create individual elements that closely represented the best parts of my paper wireframe, hoping to design a clear user flow that communicates the intended vision.

Recommended movie carousel, this allows users to quickly book popular films they may already be looking for

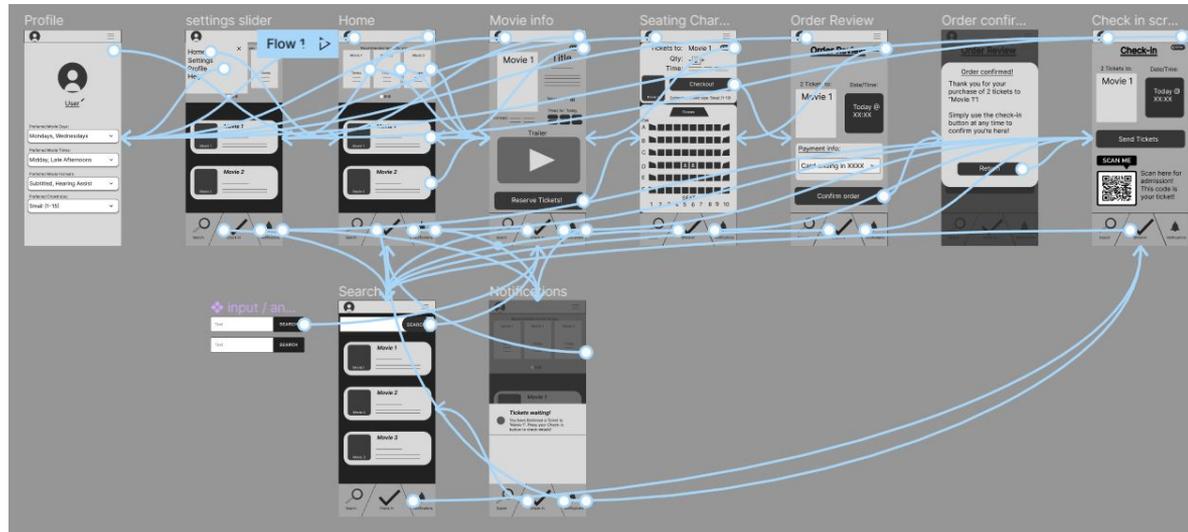


Persistent taskbar allows most common functions from any screen

# Low-fidelity prototype

The low fidelity prototype we utilized in our usability study [can be found here!](#)

While initial usability study findings were overwhelmingly positive, excitement and interest primarily focused on the preferences and ability to send tickets, which became the focus of iterations past this point.



# Usability study: findings

Our first usability study was conducted with our initial low-fi prototype, and concurrent to the study, the second version was built which included images, colors, and the first iteration of the onboarding process. This version [can be found here](#).

## Round 1 findings

- 1 Recommended Movies Carousel is key
- 2 Maintain user flow ease
- 3 Ensure sending and receiving tickets remains a functional entry point

## Round 2 findings

- 1 Participants were unhappy with the overall quality of the visual design.
- 2 The onboarding process is a natural addition to the flow
- 3 Users generally expect the cancellation process to be automated if the ticket is not redeemed.

# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

Using findings from the initial low fidelity mockup, I wanted to maintain the **ease of use** and layout, in this iteration, I aimed for pleasing visual design and large elements to emphasize accessibility.

Before usability study 1



After usability study 1



# Mockups

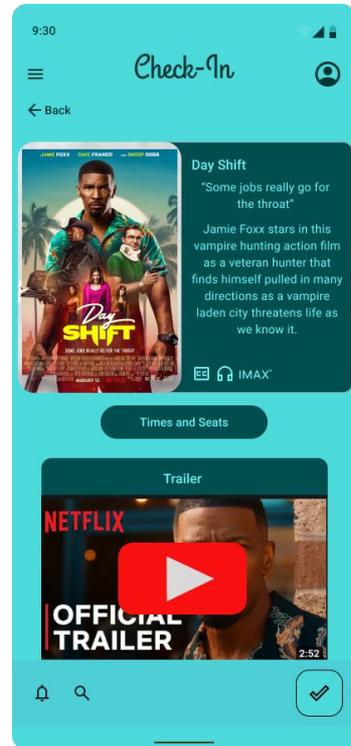
Parallel to conducting my second usability study, I learned how to implement and iterate from design systems and how to use WCAG friendly resources to help harmonize my design.

Feedback from this study, design critique sessions with peers, and my learnings on visual design led to this iteration, which I found to be more visually striking, cleaner, and neatly fit all elements of the design.

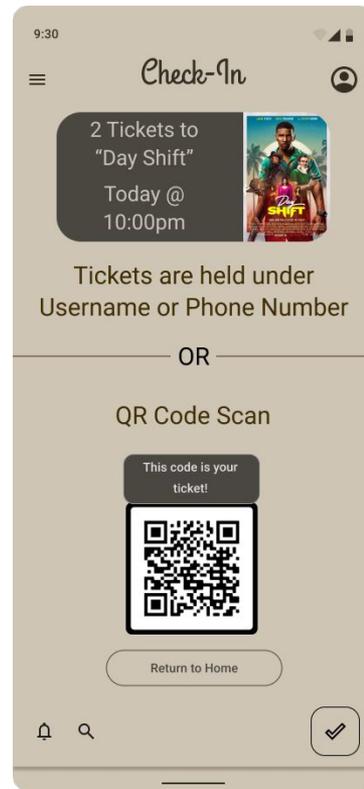
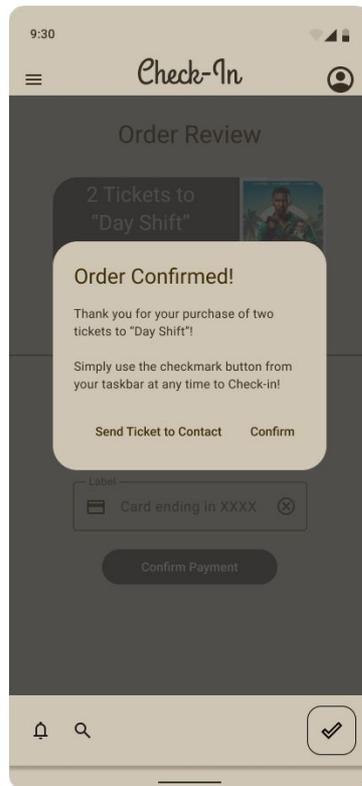
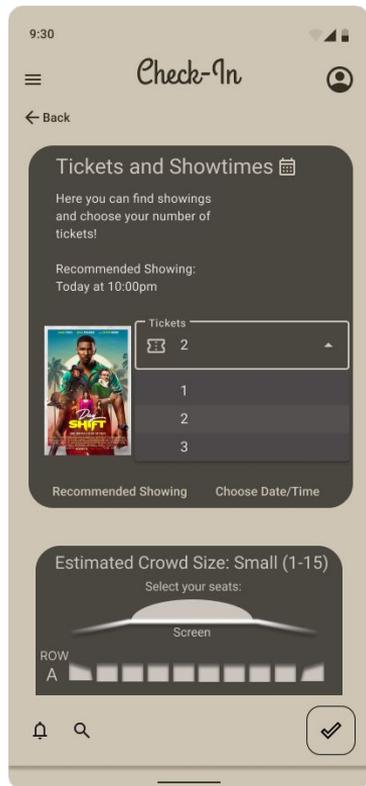
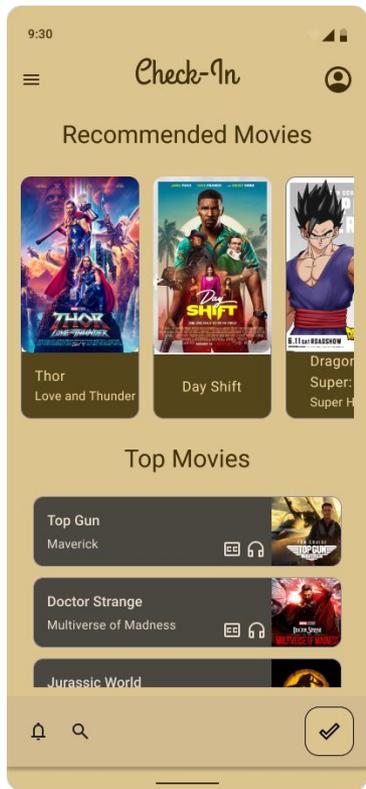
Before usability study 2



After usability study 2



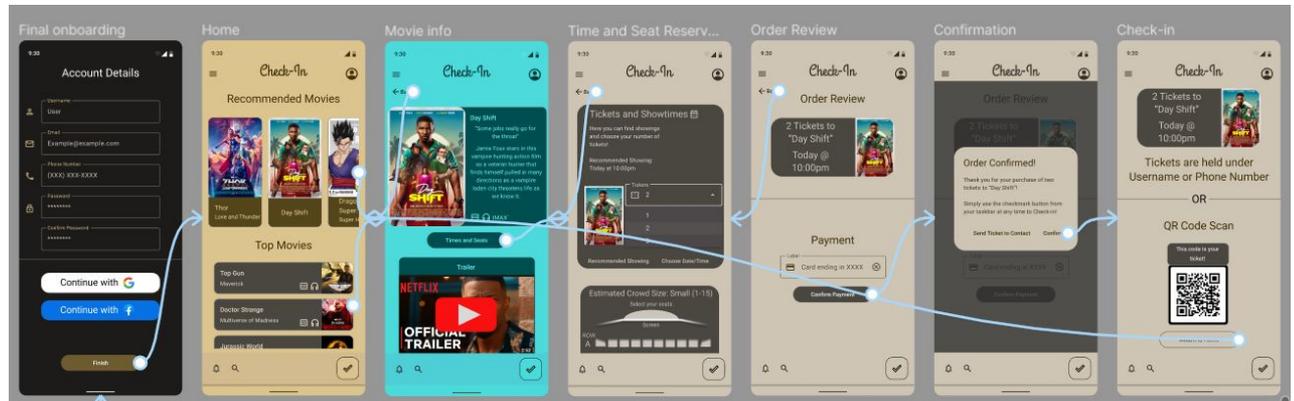
# Mockups



# High-fidelity prototype

The final prototype became an easily scalable, complete user flow that accomplished the mission of building an equitable, quick experience for all kinds of users.

[The final Check-in prototype can be found here!](#)



# Accessibility considerations

1

An early iteration included text on images during the onboarding process. As my knowledge of accessibility guidelines grew, and I made considerations toward screen reader and text to speech technologies, this design evolved to dialog containers.

2

A core tenet of my design with this app was to study accessibility features in moviegoing, and implement those features as standard for those who benefit most. As a result, users can quickly know they're considered in the process with no extra effort or research.

3

Adhering to World Wide Web Consortium (W3C) recommendations and Web Content Accessibility Guide (WCAG) guidelines were integral to my visual design. Using gestalt principles in combination with these visual accessibility principles made for an experience I'm proud of.

# Going forward

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- Takeaways
- Next steps

# Takeaways



## Impact:

The impact of this project is, ironically, mostly on the designer. Being able to conduct user research, submit my work for critique by peers, and put together this case study has afforded me a generous amount of firsthand experience while reaffirming my desire to pursue and refine this skillset.



## What I learned:

This project has been invaluable to me in terms of learning, everything from design tenets such as gestalt principles to working in a design system, and building accessible experiences through existing standards and good user research are important values I will carry with me into every design project I undertake.

# Next steps

1

The next step with this project for me would be to focus on design philosophy before the next iteration. If I can define what aspects of the user experience form the foundation of the flow in this instance, it would be easier to communicate and build out from there with developers.

2

Secondly would be further user research, conducted with rotating administrators, in order to minimize the chance for less perceptible biases to affect the data.

3

Finally, conducting the process of validating the designs with stakeholders and beginning cross-functional handoffs of design elements to begin development.

# Let's connect!



Thank you for sticking through this presentation with me! More samples of my work and contact information can be found at my site, which [can be found here!](#)

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