CATHAY CINEPLEXES

UX / UI ASSIGNMENT

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TABLE OF CONTENTS

Cinema businesses in Singapore are facing disruptions with the advent of content streaming apps and the growth of video content on social media. The situation is compounded by the Covid-19 pandemic which has forced cinema operators to either temporarily suspend operations or reduce their seating capacity to ensure safe-distancing. Meantime, moviegoers are happily filling the void binge-watching blockbusters on Netflix and other streaming platforms.

Although Cathay Cineplexes and mm2 Entertainment have rolled out Cathay Cinehome, a pay-per-view service to stay competitive, nothing can replace the experience of watching a movie in a theatre. Remember the time we cheered as one in the cinema as the Avengers assembled to defeat Thanos in *Endgame*?

It is important to ensure a smooth ticketing journey for Cathay Cineplexes' patrons as it is a critical part of the movie-going experience. In that regard, gaps have been identified in Cathay Cineplexes' online ticketing system on mobile devices. Although there is a Cathay Cineplexes mobile app, it is still a worthwhile endeavour to pursue.

A RICH HERITAGE

Cathay Organisation has been entertaining generations for more than 80 years. The Cathay was established by Cathay Organisation and founder Dato Loke Wan Tho in 1939. Since opening, it has been a distinct landmark attaining many firsts – including the first skyscraper, the first air-conditioned cinema and the first cinema to screen American and British films in Singapore.

In November 2017, Cathay Cineplexes Pte Ltd; a subsidiary of Cathay Organisation was acquired wholly by mm2 Entertainment. With this acquisition, mm2 Entertainment became the second-largest cinema operator in Singapore, with 64 screens across 8 locations under the brand "Cathay Cineplexes".

In December 2020, mm2 Entertainment entered into a Heads of Agreement for the possible merger of its cinema business with Golden Village cinemas in Singapore, which is owned by Orange Sky Golden Harvest Entertainment.

BUSINESS GOALS

CURRENT

- Explore a merger with Golden Village cinemas to create a stronger platform for the operation of the cinema business

- Add more titles to Cathay Cinehome pay-per-view platform to compete with disruptors

Cathay Cineplexes' existing goals may be grand in scale and scope but it is often the *little things* that have a large impact. And I intend to address them.

PROPOSED ADDITIONAL BUSINESS GOAL
"Cathay Cineplex aspires to be the leading, tech-savvy cinema that provides a user-friendly experience."

PROPOSED ACTIONS

- Improve user experience by tweaking the ticketing user interface

- Issue e-Tickets via email to save time

CATHAY CINEPLEXES

Theatres	Screens
8	**64**

STRENGTHS

- Homepage loads quickly as information is compact

OPPORTUNITIES

- Improve the ticketing process
- Provide QR code as e-Ticket
- Start a membership programme to incentivise users via gamification (e.g. watch x number of movies in a month to earn discount code)

WEAKNESSES

- Poor user experience for online ticketing as certain steps in the process are unclear to the user or are simply redundant
- Movie timings do not look like buttons
- Users are required to collect a physical ticket when they are expecting an e-Ticket with a QR code for entry
- No membership programme.
- Movie listings do not have trailers or photo galleries

THREATS

- Poor ticketing experience
- Need to queue up to collect physical ticket after online purchase frustrates users
- Pandemic could suspend cinema operations
- Competition from streaming platforms

SHAW THEATRES
www.shaw.sg

Theatres	Screens
9	**65**

STRENGTHS

- Session timings look like buttons and are intuitive to the user
- Ticketing summary screen is structured with steps in numbers to remind user of the options selected in the previous screens

WEAKNESSES

- 'Now Showing' part of homepage is unclear if it can be swiped
- In movie details page, it is quite a long scroll to the movie timings
- Big countdown clock during ticketing process is very disturbing
- If the last session for the day is not available anymore (e.g. user visits the site at 11pm), the system should show the next day's session as default
- Users are required to collect a physical ticket when they are expecting an e-Ticket with a QR code for entry

OPPORTUNITIES

- Provide QR code as e-Ticket
- Has login for SAFRA members. Could start a membership for general public

THREATS

- Need to queue up to collect physical ticket after online purchase frustrates users
- Pandemic could suspend cinema operations
- Competition from streaming platforms

GOLDEN VILLAGE

Theatres	Screens
17	**104**

STRENGTHS

- **Golden Village is the favourite for all three interviewees**
- Has GV Movie Club membership with privileges as well as events
- User receives an e-Ticket with a QR code to gain entry to the hall which saves time
- Black background with movie posters look appealing

OPPORTUNITIES

- Display just the first line of a synopsis and add a 'more' button to let the user click it to expand and read the full synopsis

WEAKNESSES

- Most seats are sold in bundle of 2 and users are not allowed to leave an empty seat between theirs and the adjacent one. Severely limits seat options for single ticket purchase. More keenly felt with safe-distancing measures in place
- In movie details page, the user must scroll through the long movie synopsis to reach the movie timings

THREATS

- Pandemic could suspend cinema operations
- Competition from streaming platforms

A POOR ONLINE TICKETING EXPERIENCE ON MOBILE

I have done an audit of Cathay Cineplexes' movie booking experience via their website on my mobile. I have identified three key issues:

- **Cathay Cineplexes' online ticketing system is not mobile optimised**

- **Ticketing process is not intuitive and certain steps are confusing or redundant**

- **Patrons who made bookings online are not given e-Tickets**

I will elaborate on these issues and explain how I validated my audit.

A POOR ONLINE TICKETING EXPERIENCE ON MOBILE
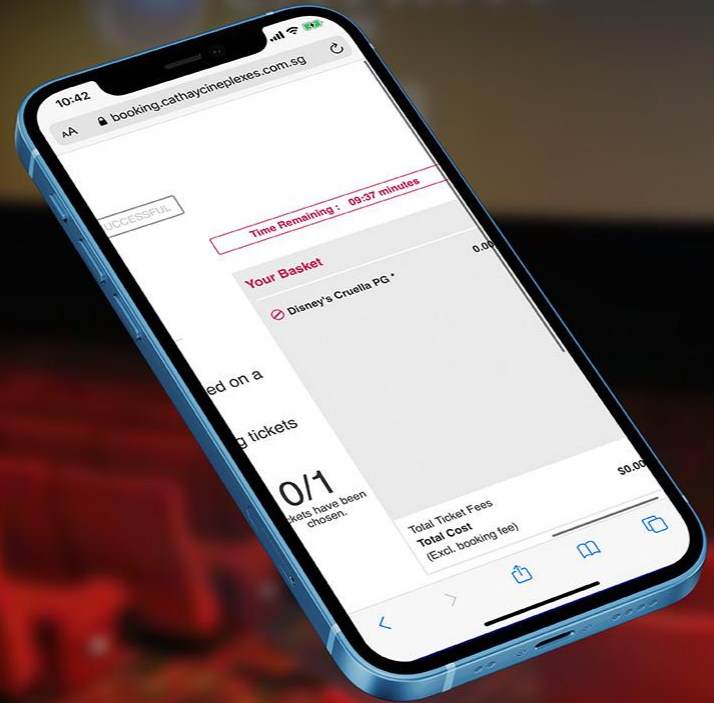
DEFINING THE PROBLEM

STAGE 1 - SELECT SEATS

Cathay Cineplexes' online ticketing system is not mobile optimised, requiring the user to frequently scroll horizontally back-and-forth the user interface which is frustrating.

Navigating between seat selection and viewing the 'basket' is troublesome. And this is only the first stage.
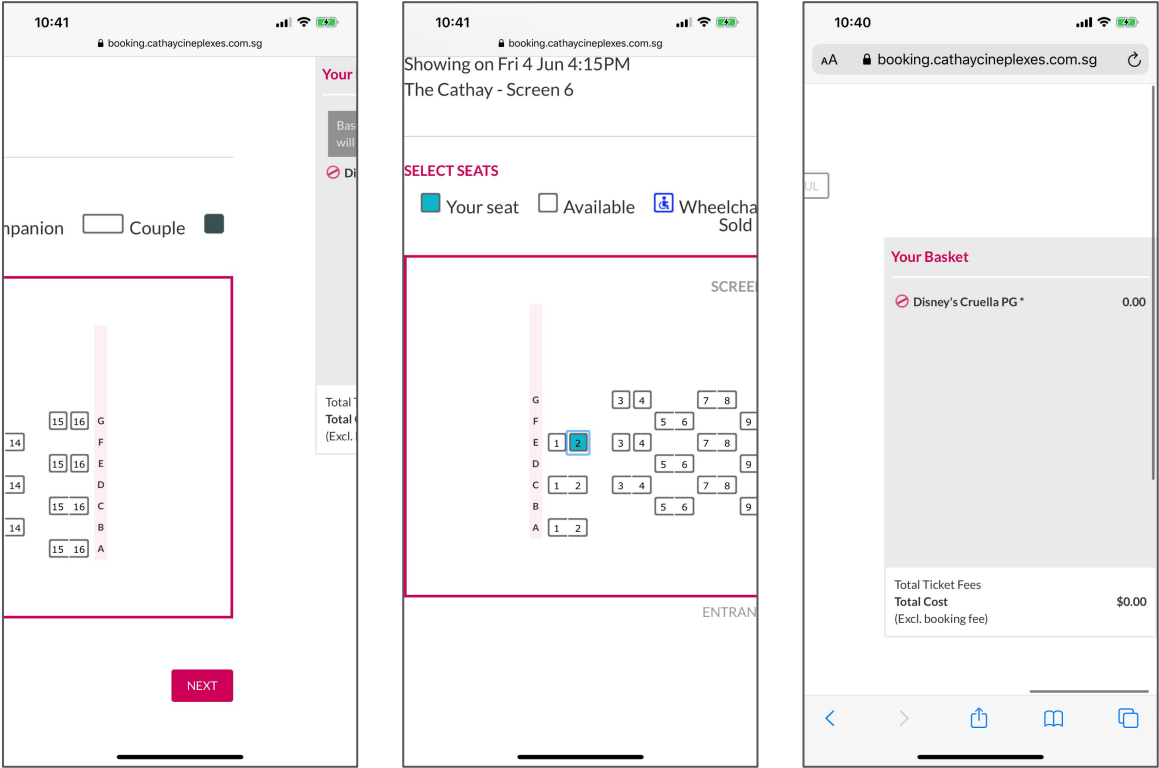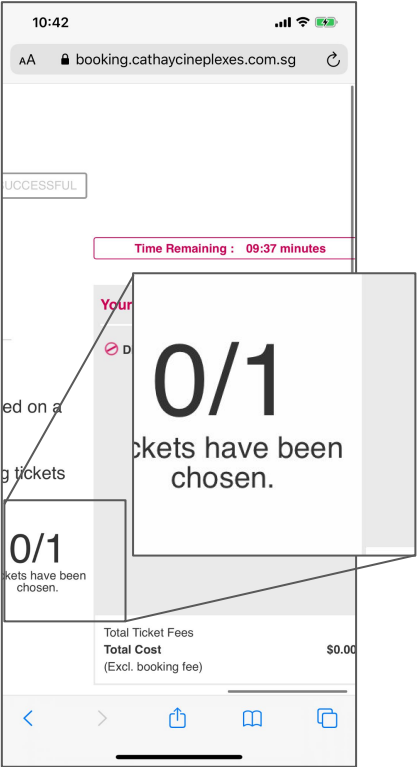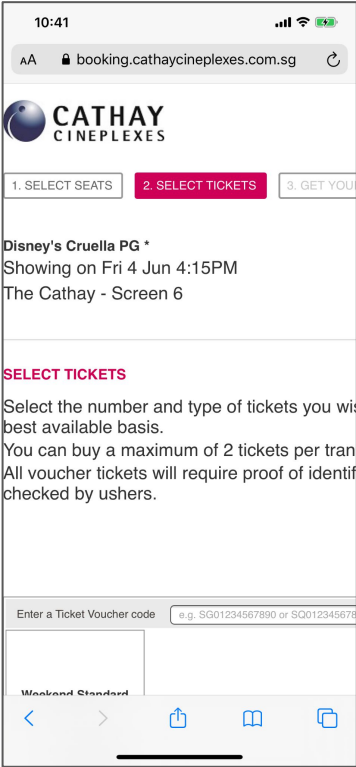
DEFINING THE PROBLEM

STAGE 2 - SELECT TICKETS

After selecting a seat and tapping NEXT, the user is told '**0/1 tickets have been chosen**'.

What does this mean?

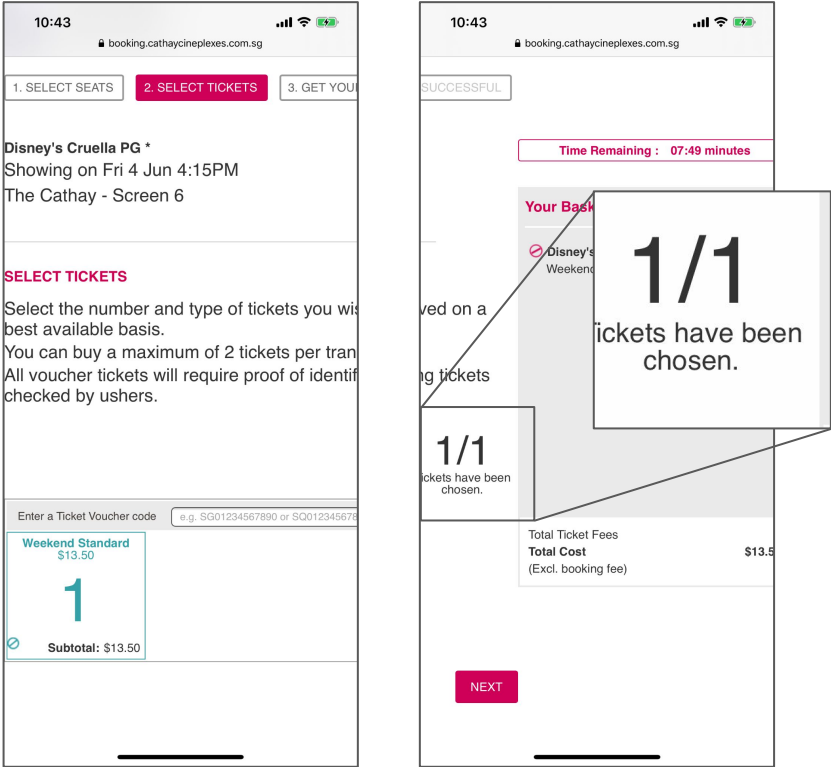## DEFINING THE PROBLEM

STAGE 2 – SELECT TICKETS (CONT'D)

- Turns out the user is required to let the system know he is selecting a 'Weekend Standard' ticket type costing $13.50. This should have been factored by the system automatically.

- Even though the user only selected ONE seat (from the previous seat selection screen), he is still required to select ONE Weekend Standard seat which is redundant.

- Differences in pricing between weekday and weekend tickets can be mentioned in the FAQ. This step should be transparent to the user.
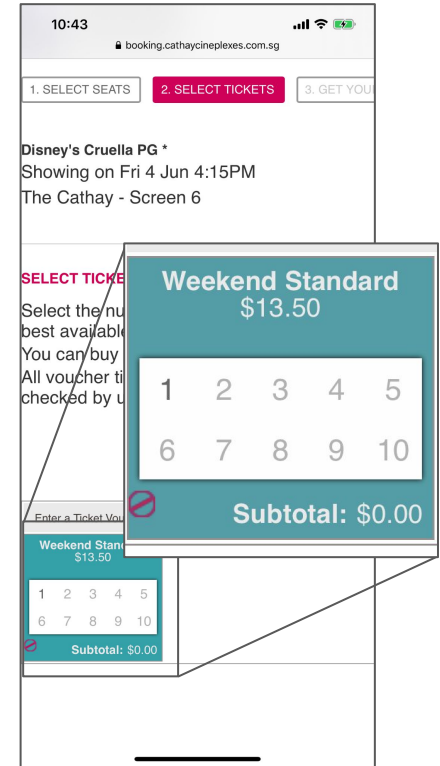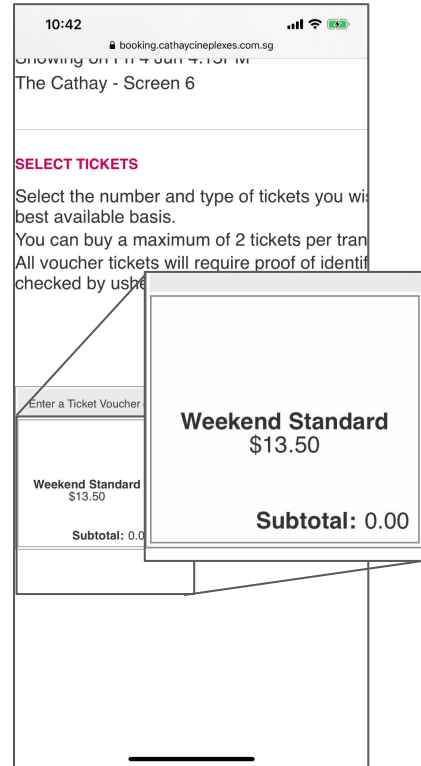
DEFINING THE PROBLEM

STAGE 2 - SELECT TICKETS (CONT'D)

The user is finally able to tap NEXT to proceed to the next step. Even then, '**1/1 tickets have been chosen**' sounds confusing.

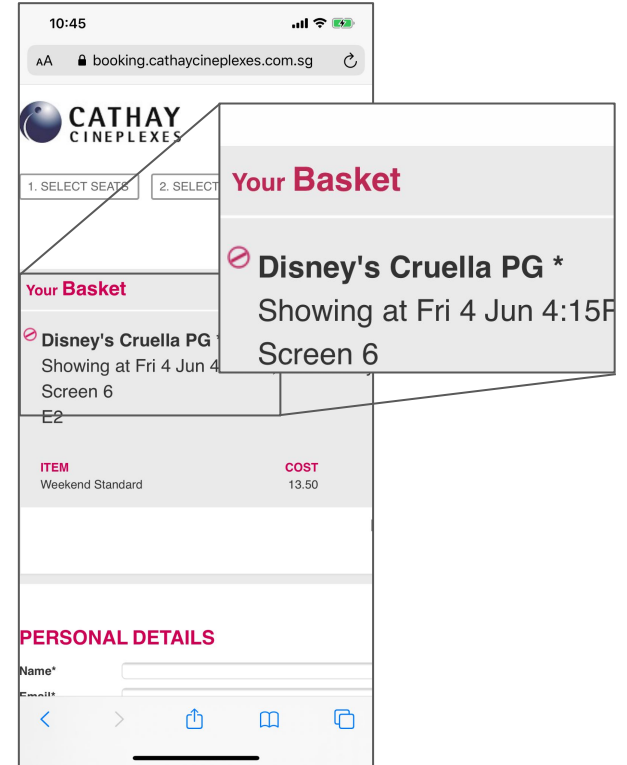# DEFINING THE PROBLEM

STAGE 3 - GET YOUR CONCESSIONS

- The term, 'CONCESSIONS', is not easily understood as 'Food' or 'Snacks'

- Food combo selection is troublesome with the need to scroll horizontally back-and-forth again. The number in the quantity field is cropped off

- Would be nice to have 'No, thanks' button to skip food purchases
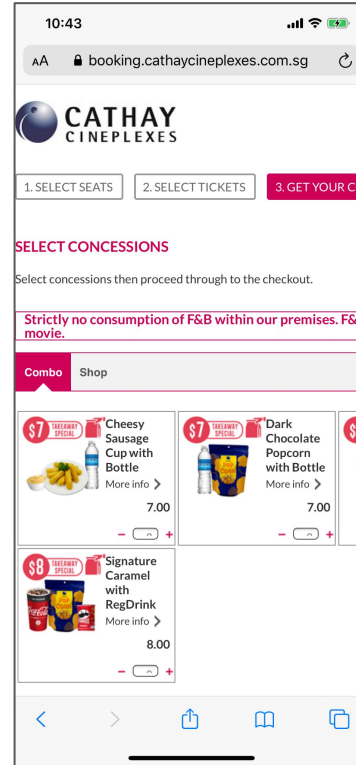
DEFINING THE PROBLEM

STAGE 4 - CONFIRM

- The user is finally able to proceed to the next stage of the ticketing process which is payment.

- The header '**Your Basket**' sounds odd as the user is not buying groceries.
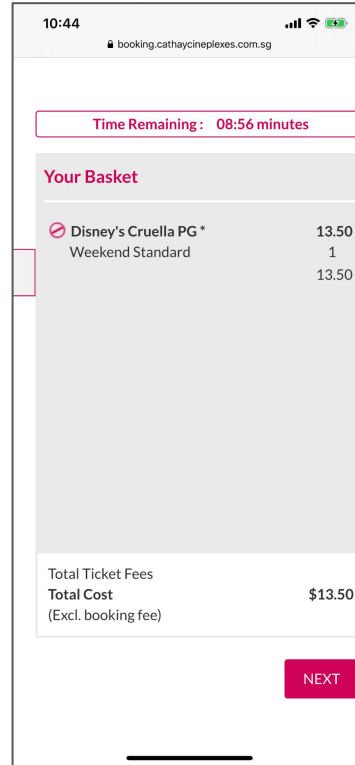
DEFINING THE PROBLEM

STAGE 4 - CONFIRM (CONT'D)

When the user inputs his personal details, the email field triggers an alert as soon if it detects nothing behind the @ sign. This may be good but the **bold text alert** is very intimidating.

DEFINING THE PROBLEM

STAGE 4 – CONFIRM (CONT'D)

This alert asking users to *ascertain the accuracy of the email address provided* is redundant. The 'Confirm Email' field is sufficient.
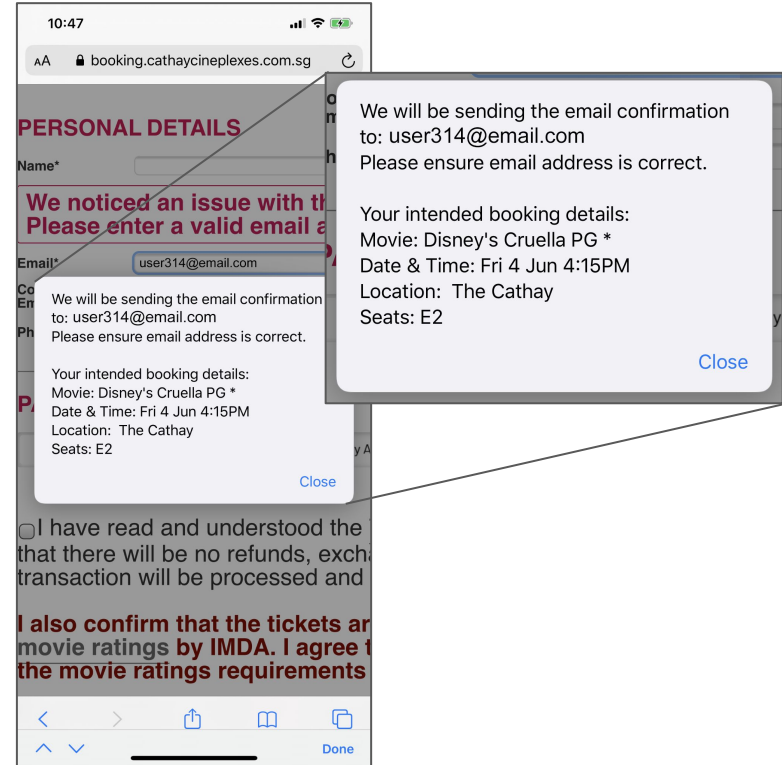
DEFINING THE PROBLEM

STAGE 5 - BOOKING SUCCESSFUL AND CONFIRMATION EMAIL

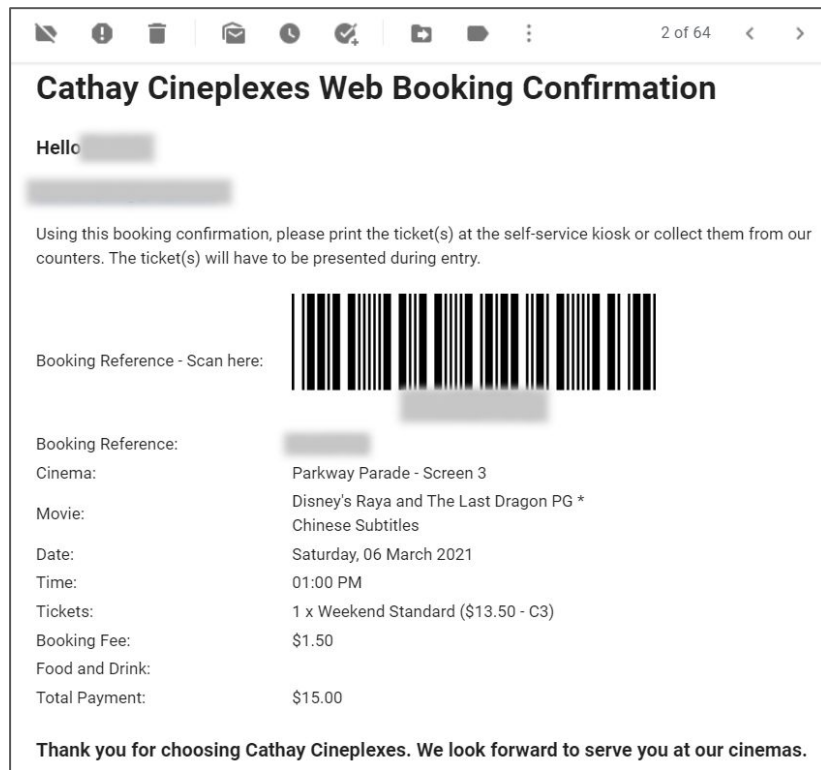Upon completing the ticket purchase, the user receives a confirmation email with a Booking Reference and a **BARCODE to REDEEM A PHYSICAL TICKET**.
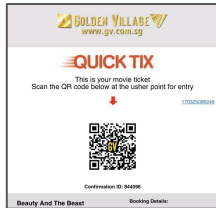
DEFINING THE PROBLEM

TICKET COLLECTION

User should have been issued an **e-Ticket** to save the hassle of having to queue up to collect a ticket. An added disappointment to an already poor online ticketing experience.

Golden Village and Filmgarde Cineplexes (below) are already issuing e-tickets with QR code.

USER INTERVIEWS

I needed to validate the gaps identified in my audit of Cathay Cineplexes' online ticketing experience on mobile. To do so, I approached three frequent cinemagoers for assistance. I explained to them what I am currently studying and the nature of my assignment.

Having established the purpose and requirements, I **tasked them to each try out the ticketing system of Cathay Cineplexes (primary) as well as those of two competitors, Golden Village and Shaw Theatres on their mobile phones.** I made a point to emphasise that it is the websites that need to be tested and not the mobile apps. Afterwards, I interviewed them using a common set of questions to discover their pain points and uncover actionable insights.

I would like to point out all three users declined video calls nor have their voices recorded to protect their privacy. Their names have also been edited. I called them up individually and I typed out their comments as I listened.

CUSTOMER SEGMENT

Three working adults, aged 40 and above.

INTERVIEW QUESTIONS

CATHAY CINEPLEXES

Q: What are some challenges you faced when purchasing tickets from Cathay Cineplexes' website on your mobile?

Q: What delighted you about Cathay Cineplexes' online ticketing system?

Q: What do you think could be done better for Cathay Cineplexes' online ticketing system?

Q: What was the ticket collection process like at Cathay Cineplexes?

Q: How was your experience with Cathay Cineplexes' website apart from ticketing?

Q: Did you encounter any feature on Cathay Cineplexes' website which delighted you?

GOLDEN VILLAGE

Q: What are some challenges you faced when purchasing tickets from GV's website on your mobile?

Q: What delighted you about GV's online ticketing system?

Q: What do you think could be done better for GV's online ticketing system?

Q: How was your experience with GV's website apart from ticketing?

Q: Did you encounter any feature on GV's website which delighted you?

GENERAL

Q: How do you feel about having to collect a physical ticket after purchasing the ticket online?

Q: What is your preferred mode of payment when purchasing movie tickets online?

SHAW THEATRES

Q: What are some challenges you faced when purchasing tickets from Shaw's website on your mobile?

Q: What delighted you about Shaw's online ticketing system?

Q: What do you think could be done better for Shaw's online ticketing system?

Q: What was the ticket collection process like at Shaw Theatres?

Q: How was your experience with Shaw's website apart from ticketing?

Q: Did you encounter any feature on Shaw's website which delighted you?

USER INTERVIEW #1

LEO CHEAH
Male, 46, Public Servant

The page does not resize to the phone's width
Leo

Couldn't find the 'NEXT' button.
Leo

Online bookings should be issued e-tickets
Leo

I had to swipe the window left to right.
Leo

For stage 2,
I did not know what to select.
Leo

Fix the user interface to fit mobile size.
Leo

Make it more intuitive. Indicate what is the next step to click.
Leo

I like the black background with movie posters at GV's site. Appeals to me.
Leo

Refer to appendix for detailed interviews

In stage 4, the pop-up asking users to verify their email is redundant.
Irene

I was surprised not to receive an e-ticket
Irene

Give a discount for members.
Irene

GV has events for members e.g. Gold Class Ladies Night. Received goodie bag. I like perks.
Irene

USER INTERVIEW #2

IRENE TEO
Female, 40, Purchaser

Refer to appendix for detailed interviews

USER INTERVIEW #3

DAVID WAN
Male, 48, Librarian

A pain to scroll left to right frequently.
David

Show times do not look like a button. Unsure if clickable.
David

Seat selection screen is not optimised for mobile. Cropped off even in landscape.
David

'Select Ticket' screen in Stage 2 is confusing.
David

In Stage 3, there should be a 'No, thanks' button to skip food purchases
David

In stage 4, the alert notifying the user to ascertain the email address is redundant.
David

I was expecting an e-Ticket
David

Make it mobile optimised. The website should be mobile adaptive.
David

GV has membership. Can login to enjoy concession price.
David

GV allows me to choose another timing quickly if the current timing has no good seats
David

I like Shaw Theatre's streamlined booking screen with clear steps
David

Refer to appendix for detailed interviews

AFFINITY MAPPING

After the interviews, I synthesised the comments and group them into themes to form an affinity map. The insights validated my audit and will guide me in developing solutions.

☐ User pain points
☐ User suggestions

AESTHETICS

I like the black background with movie posters at GV's site. Appeals to me.
Leo

MOBILE OPTIMISATION

The page does not resize to the phone's width
Leo

I had to swipe the window left to right.
Leo

A pain to scroll left to right frequently.
David

Couldn't find the 'NEXT' button.
Leo

Fix the user interface to fit mobile size.
Leo

Make it mobile optimised. The website should be mobile adaptive.
David

TICKETING USER INTERFACE

Show times do not look like a button. Unsure if clickable.
David

Stage 1 - Seat selection screen is not optimised for mobile. Cropped off even in landscape.
David

'Select Ticket' screen in Stage 2 is confusing.
David

For stage 2, I did not know what to select.
Leo

In Stage 3, there should be a 'No, thanks' button to skip food purchases
David

In stage 4, the pop-up asking users to verify their email is redundant.
Irene

In stage 4, the alert notifying the user to ascertain the email address is redundant.
David

Make it more intuitive. Indicate what is the next step to click.
Leo

I like Shaw Theatre's streamlined booking screen with clear steps
David

GV allows me to choose another timing quickly if the current timing has no good seats
David

E-TICKET

Online bookings should be issued e-tickets
Leo

I was surprised not to receive an e-ticket
Irene

I was expecting an e-Ticket
David

MEMBERSHIP

Give a discount for members.
Irene

GV has events for members e.g. Gold Class Ladies Night. Received goodie bag. I like perks.
Irene

GV has membership. Can login to enjoy concession price.
David

These are the three areas I will be addressing:

MOBILE OPTIMISATION

IMPROVE TICKETING USER INTERFACE

ISSUE E-TICKETS

RYAN CHUA

"Our civilisation is 6,000 years old and somehow I managed to exist in the same period as the Star Wars movies. Life is great."

DEMOGRAPHICS

Age: 43

Location: Singapore

Occupation: Manager - Cybersecurity Risk Management

Income: SGD84,000 annually

Marital Status: Single

ABOUT

Ryan is a movie buff and probably knows more Star Wars quotes than Mark Hamill does. He is *never* late for a movie and he books his tickets online to save time. He appreciates cinema membership programmes as it gives him discounts and perks. Movies aside, Ryan enjoys idle banter with his buddies while sipping his favourite iced Milo beverage.
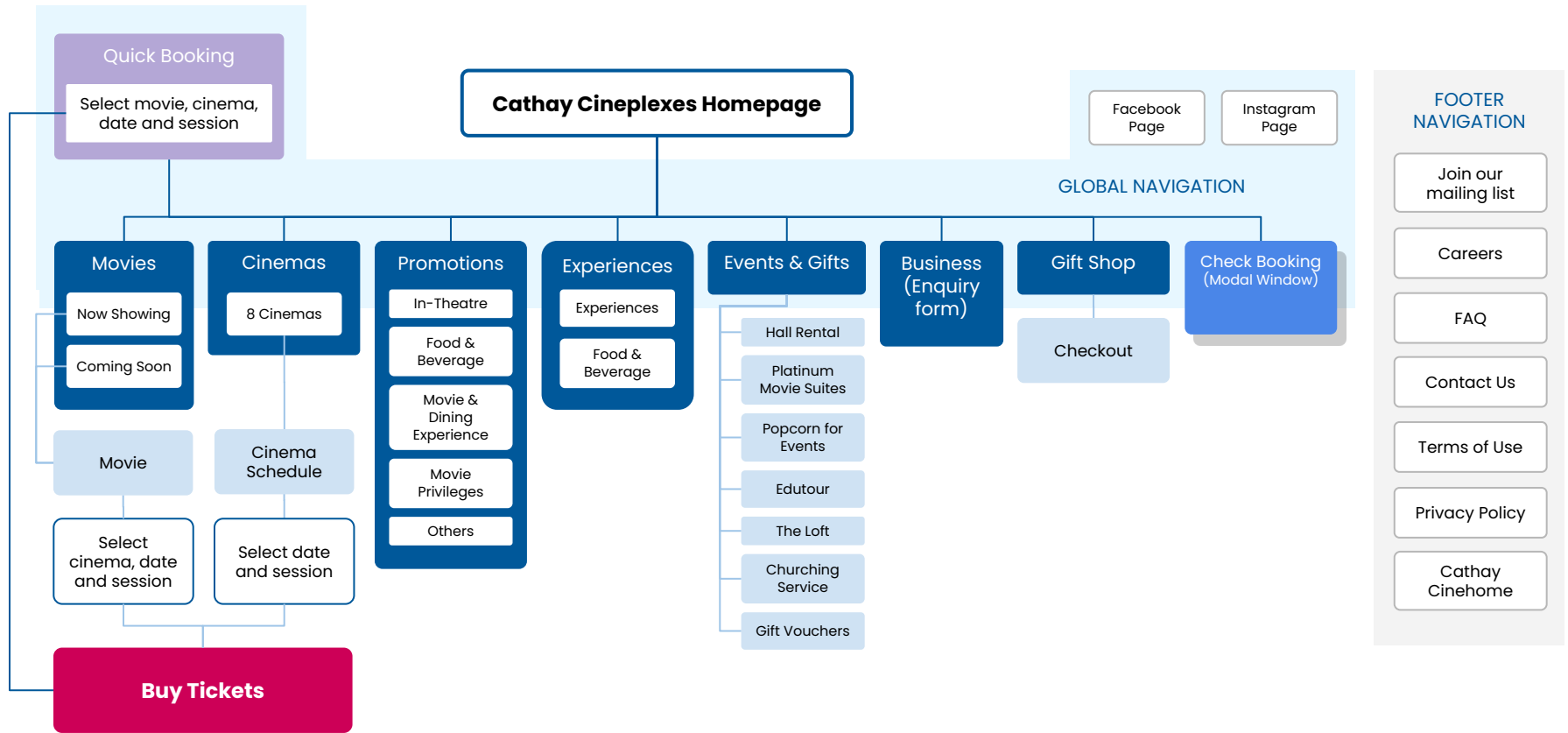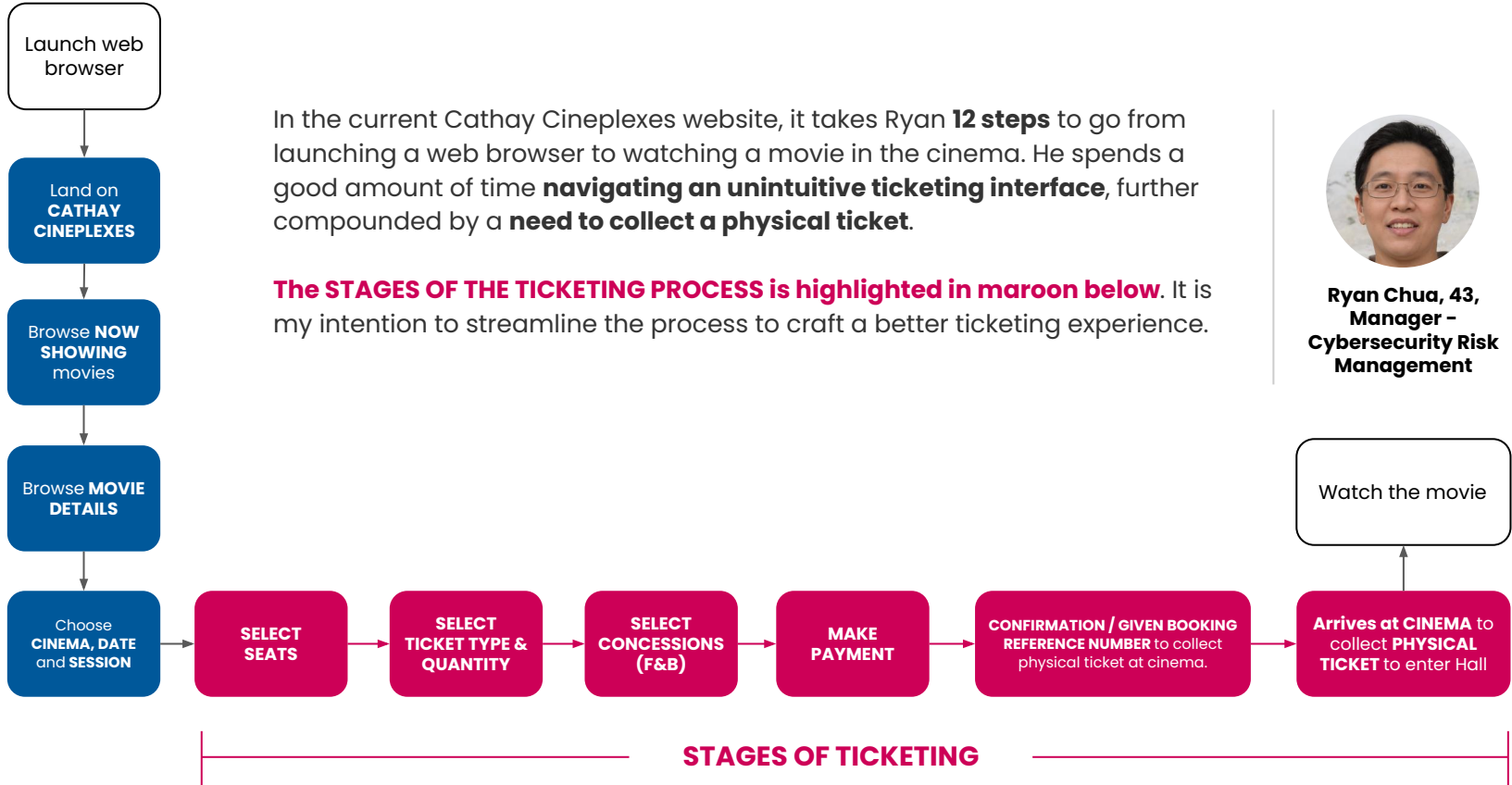
GOALS

- Find a good seat as a solo moviegoer. If a session does not have good seats left, he needs to be able to quickly select another session for that day
- Speedy booking online
- Membership for discounts and perks
- Read reviews and ratings to get a feel if a movie is worth his money and time (e.g. an award-winning foreign language film)

FRUSTRATIONS

- Dislikes queues
- Choice seats are usually sold in pairs for couples and therefore limits his options

CUSTOMER JOURNEY MAP (Book a ticket via Cathay CIneplexes' mobile site)

STAGE	PRE-PURCHASE	PURCHASE		*The 5 stages below are taken from Cathay's ticketing system*			POST-PURCHASE
	BROWSING	SELECT SEATS	SELECT TICKETS	GET YOUR CONCESSIONS	CONFIRM	BOOKING SUCCESSFUL	TICKET ISSUANCE
PERSONA	**Ryan Chua, 43, Manager - Cybersecurity Risk Management**			"My go-to theatre is a Golden Village cinema within my neighbourhood mall. However, the theatre has recently closed for renovations for a year and the nearest alternative is a Cathay Cineplex. Let's try it…"			
CUSTOMER GOALS	Select a movie	Book a ticket					Obtain ticket

CUSTOMER EXPERIENCE

CUSTOMER ACTIVITIES	Browse movie titles and selects a title. Scrolls down to view timings.	Swipes left to right repeatedly to view seats. Selects a seat and tao NEXT.	Asked to select 'ticket type' and also select the quantity. Can input voucher code.	Selects food combo	Inputs contact info. Selects payment method and inputs payment details.	User is shown a confirmation screen to print out. Needs to collect physical ticket.	Queues up to collect ticket
PAIN POINTS	"Homepage loads quickly. Hmm. the movie timings don't look like buttons"	"Yikes, the website doesn't fit my phone's width. A hassle to swipe L to R to select a seat."	"Why do I need to specify the quantity when I already selected ONE seat earlier? No membership discount?"	"Again I need to scroll L to R to browse the food combo. Is there a way for me to SKIP this screen?"	"Why is the system alerting me to verify my email? I have already confirmed it by typing it twice. The email error text is HUGE."	"WHAT?? I need to COLLECT a physical ticket? No e-ticket with QR code like Golden Village?"	"OMG…. the ticket collection queue is SO LONG. I don't want to miss the trailers."
EMOTIONS	5 4 3 2 1						

OPPORTUNITIES

ACTIONS	Add outline to the movie timings with rounded corners as visual cue to user	Optimise the ticketing UI to be mobile responsive	Revise the UI to let the system automatically determine which day of the week it is and display the corresponding pricing, KIV membership.	Revise the food combo selection UI to be mobile friendly. Add a 'No, thanks' button for user to skip food purchase and proceed to payment.	Remove the redundant 'verify email' alert pop-up. Reduce size of email error text to be less intimidating.	Provide a QR code as e-Ticket in the confirmation screen and send it via email as well.	

INFORMATION ARCHITECTURE

Quick Booking

Select movie, cinema, date and session

Cathay Cineplexes Homepage

Facebook Page

Instagram Page

GLOBAL NAVIGATION

FOOTER NAVIGATION

Join our mailing list

Careers

FAQ

Contact Us

Terms of Use

Privacy Policy

Cathay Cinehome

Movies

Now Showing

Coming Soon

Movie

Select cinema, date and session

Cinemas

8 Cinemas

Cinema Schedule

Select date and session

Promotions

In-Theatre

Food & Beverage

Movie & Dining Experience

Movie Privileges

Others

Experiences

Experiences

Food & Beverage

Events & Gifts

Hall Rental

Platinum Movie Suites

Popcorn for Events

Edutour

The Loft

Churching Service

Gift Vouchers

Business (Enquiry form)

Gift Shop

Checkout

Check Booking (Modal Window)

Buy Tickets

Launch web browser

↓

Land on **CATHAY CINEPLEXES**

↓

Browse **NOW SHOWING** movies

↓

Browse **MOVIE DETAILS**

↓

Choose **CINEMA, DATE** and **SESSION**

In the current Cathay Cineplexes website, it takes Ryan **12 steps** to go from launching a web browser to watching a movie in the cinema. He spends a good amount of time **navigating an unintuitive ticketing interface**, further compounded by a **need to collect a physical ticket**.

The STAGES OF THE TICKETING PROCESS is highlighted in maroon below. It is my intention to streamline the process to craft a better ticketing experience.

Ryan Chua, 43, Manager – Cybersecurity Risk Management

Watch the movie

SELECT SEATS → **SELECT TICKET TYPE & QUANTITY** → **SELECT CONCESSIONS (F&B)** → **MAKE PAYMENT** → **CONFIRMATION / GIVEN BOOKING REFERENCE NUMBER** to collect physical ticket at cinema. → **Arrives at CINEMA** to collect **PHYSICAL TICKET** to enter Hall

STAGES OF TICKETING

SEEKING INSPIRATION

While it is important to evaluate how other cinema operators design their ticketing experience, I found it helpful to learn from McDonald's too.

Their self service kiosk user interface is streamlined and very intuitive. A user knows exactly *what needs to be done* in each step of the ordering process.

Simplicity is key.

Making it quick to read a movie's **runtime** and **session times**.

It is often the little things that often have a large impact.

LESS DECIPHERING SPEEDS UP DECISION MAKING.

RUNTIME
It is quicker for the user to read a movie's runtime in hours and minutes:

101 mins   vs   **1h 41m**

SESSION TIME
It is quicker to read a movie session time in 12-hour AM/PM clock than the 24-hour 'military time' format:

17:40   vs   **5:40 PM**

LANGUAGE
Mandarin
RUNTIME
101 mins

AMK HUB

TODAY, 15 JUN

A Quiet Place Part II PG13 * (Dolby Digital)
English with Chinese subtitles

16:20   17:40   19:20

Screencaps from Cathay Cineplexes' existing site

Making it quick to read a movie's **runtime.**

It is quicker for the user to read a movie's runtime in hours and minutes.

BEFORE

AFTER

Making it quick to read movie session times.

It is quicker to read a movie session time in 12-hour AM/PM clock than the 24-hour 'military time' format.

In the new design, the **session times look like buttons**, providing more affordance to the user.

BEFORE

AMK HUB

WEDNESDAY, 16 JUN

A Quiet Place Part II PG13 * (Dolby Digital)
English with Chinese subtitles

| 13:30 | 14:20 | 16:20 | 17:40 |

| 19:20 | 20:00 | 20:20 |

CAUSEWAY POINT

TODAY, 15 JUN

A Quiet Place Part II PG13 * (Dolby Digital)
English with Chinese subtitles

| 16:00 | 16:45 | 17:30 |

| 19:15 | 19:40 | 20:00 |

Show times do not look like a button. Unsure if clickable.
David

AFTER

AMK HUB

WEDNESDAY, 16 JUNE 2021

| 1:30 PM | 2:20 PM | 4:20 PM | 5:40 PM |
| 7:20 PM | 8:00 PM | 8:20 PM |

DOWNTOWN EAST

WEDNESDAY, 16 JUNE 2021

| 3:00 PM | 6:00 PM | 8:15 PM |

THE CATHAY

WEDNESDAY, 16 JUNE 2021

CRAFTING A BETTER TICKETING EXPERIENCE

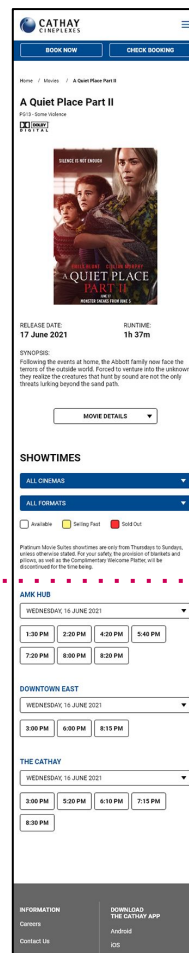## Making it quick to view **session times** in the movie details page.

BEFORE

In the existing mobile site, the user is made to view a gigantic poster along with the full movie details before he can even see a movie session time.

AFTER

In the design tweak, most of the movie details are 'collapsed' and hidden from view until the user taps on MOVIE DETAILS.

This allows the user **to do what is important quickly in this screen** which is to browse session times.

Expanding the MOVIE DETAILS panel will reveal more information along with a trailer and gallery. But these are 'good to have' but not essential to the task of booking a ticket.

SESSION TIMES
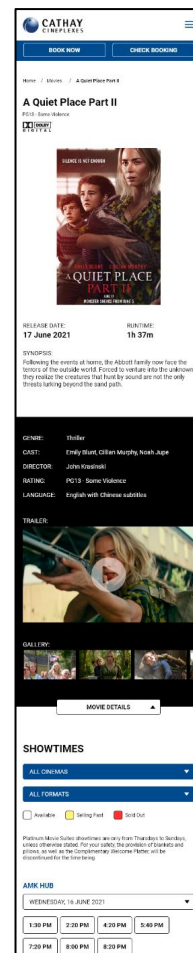
No Mobile Optimisation.

The existing ticketing system is not optimised for mobile devices. What may work on desktop is a pain to interact with on mobile.

The user needs to scroll horizontally repeatedly to switch between viewing the seating arrangement and the 'BASKET'.

EXISTING SITE

CATHAY CINEPLEXES

1. SELECT SEATS   2. SELECT TICKETS   3. GET YOUR CO... OKING SUCCESSFUL

Disney's Cruella PG *
Showing on Fri 4 Jun 4:15PM
The Cathay - Screen 6

SELECT SEATS

Your seat   Available   Wheelcha... Couple
                                         Sold

SCREE...

G   3 4   7 8
F   5 6   9
E   1 2   3 4   7 8
D   5 6   9
C   1 2   3 4   7 8

The page does not resize to the phone's width
Leo

Your Basket

🚫 Disney's Cruella PG *

Total Ticket Fees
Total Cost
(Excl. booking fee)

A pain to scroll left to right frequently.
David

In my redesign, the BASKET is only visible after selecting a seat.

And I will not be calling it a basket as the user is not buying groceries. The ticketing system will guide the user intuitively to perform various tasks in his ticketing journey.

A disjointed process of selecting seats and ticket types

When the user selects one seat in stage 1, he is prompted to select a ticket type and indicate the quantity in stage 2.

This is unintelligent ticketing system.

EXISTING SITE

SELECT SEATS

☐ Your seat   ☐ Available   ♿ Wheelcha
Sold

SCREE

G   3 4   7 8
F   5 6   9
E 1 2   3 4   7 8
D   5 6   9
C 1 2   3 4   7 8
B   5 6   9
A 1 2

ENTRAN

best available basis.
You can buy a maximum of 2
All voucher tickets will require
checked by ushers.

Enter a Ticket Voucher code   e.g. SG0123

Weekend Standard
$13.50

1   2   3   4   5
6   7   8   9   10

🚫   **Subtotal: $0.00**

For stage 2,
I did not know
what to select.
Leo

'Select Ticket'
screen in Stage 2
is confusing.
David

No option to skip food purchases.

It is inflexible of the existing ticketing system to force a user to view concessions without a means to skip food purchases and proceed directly to payment instead.

Also, Food & Beverage sound more straightforward than 'concessions'.

EXISTING SITE

CATHAY CINEPLEXES

1. SELECT SEATS   2. SELECT TICKETS   3. GET YOUR COM

SELECT CONCESSIONS

Select concessions then proceed through to the checkout.

Strictly no consumption of F&B within our premises. F&B movie.

Combo | Shop

$7 TAKEAWAY SPECIAL **Cheesy Sausage Cup with Bottle** More info ⟩ 7.00

$7 TAKEAWAY SPECIAL **Dark Chocolate Popcorn with Bottle** More info ⟩ 7.00

$7

− ⌃ +   − ⌃ +

$8 TAKEAWAY SPECIAL **Signature Caramel with RegDrink** More info ⟩ 8.00

− ⌃ +

CATHAY CINEPLEXES

1. SELECT SEATS   2. SELECT TICKETS   3. GET YOUR CON

SELECT CONCESSIONS

Select concessions then proceed through to the checkout.

Strictly no consumption of F&B within our premises. F&B movie.

Combo | Shop

Happy FATHER'S DAY $28 SELF PICK-UP **Father's Day Gift Box with Self Pick-** More info ⟩ 28.00

− ⌃ +

In Stage 3, there should be a 'No, thanks' button to skip food purchases
David

THE REDESIGN

Streamlining the process –
Select Seats and Ticket Type in one screen.

The ticketing system prompts the user to select seats and responds accordingly with the next task to perform, which is to select the ticket type (e.g. Weekday Standard or Use a Voucher).

After selecting a ticket type, the system provides an option to buy food & drinks or skip to payment.

TASK
Select seat

TASK
Select
Ticket Type

TASK
Buy food or
skip to
payment
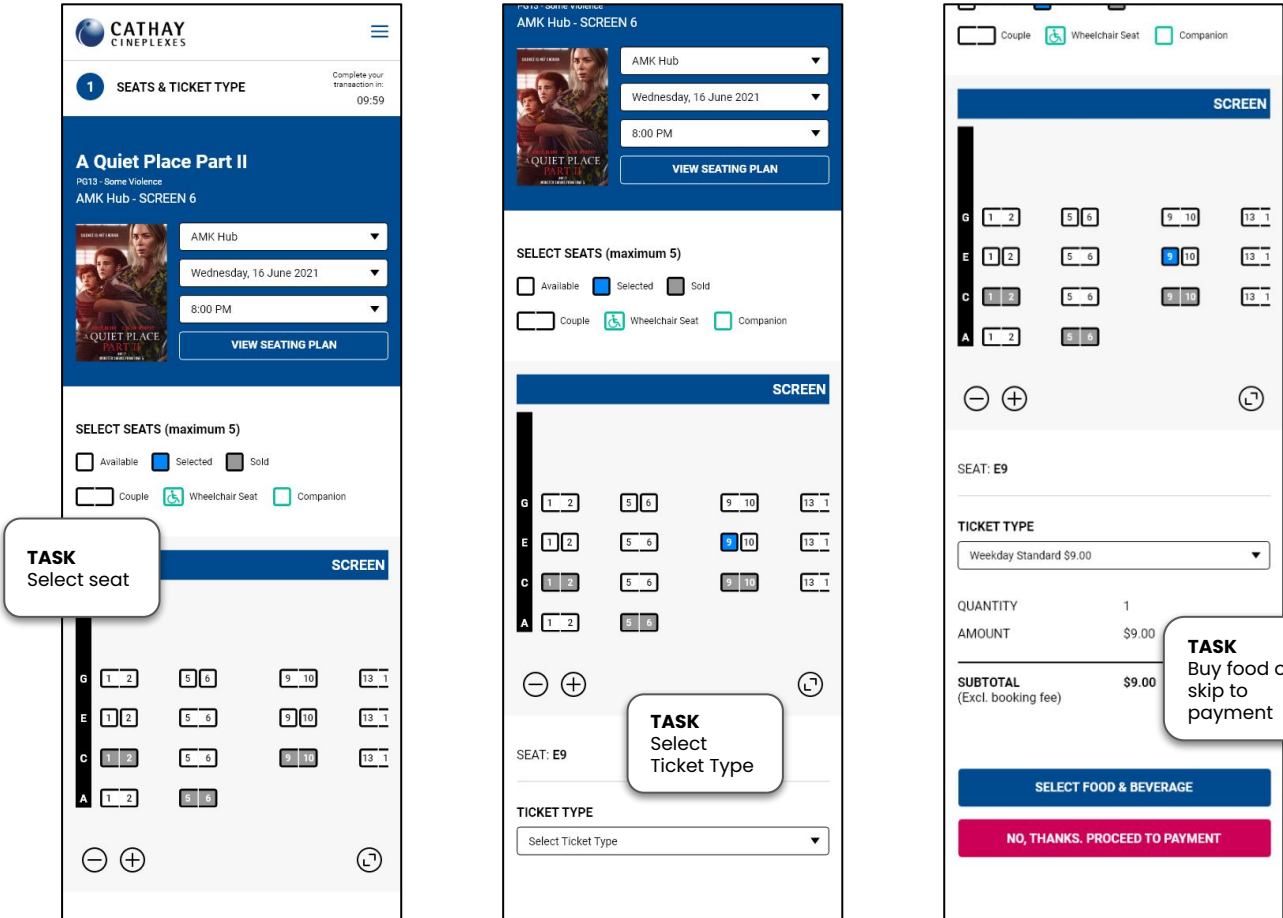
The existing ticketing system undermines the intelligence of the user.

The user is required to fill input his email address twice (to confirm). After that, the system triggers an obtrusive pop-up asking the user to 'ensure the email address is correct'.

This is redundant and unfriendly.

EXISTING SITE

PERSONAL DETAILS

Name*

Email*

Confirm Email*

Phone*

PAYMENT METHOD

mastercard   VISA   GrabPay   OCBC Pay Anyone

☐ I have read and understood the Term
that there will be no refunds, exchange
transaction will be processed and cann

**I also confirm that the tickets are pu
movie ratings by IMDA. I agree that
the movie ratings requirements are**

By proceeding to click NEXT you have c

PERSONAL DETAILS

Name*

**We noticed an issue with the e
Please enter a valid email addr**

Email*

We will be sending the email confirmation to:
Please ensure email address is correct.

Your intended booking details:
Movie: Disney's Cruella PG *
Date & Time: Fri 4 Jun 4:15PM
Location: The Cathay
Seats: E2

☐ I have read and und
that there will be no re
transaction will be proc

**I also confirm that the kets a
movie ratings by IMDA. I agree t
the movie ratings requirements**

In stage 4, the pop-up asking users to verify their email is redundant.
Irene

In stage 4, the alert notifying the user to ascertain the email address is redundant.
David

Streamlining the process – Select Payment Method.

The user is presented with a summary of his purchase and is prompted to select a payment method.

Competitor research has shown only one email field is necessary.

The ticketing journey is almost complete.

THE REDESIGN

QUANTITY	1
AMOUNT	$9.00
SUBTOTAL (Excl. booking fee)	$9.00

2 FOOD & BEVERAGE (None)

3 PAYMENT

WEEKDAY STANDARD $9.00

QUANTITY	1
AMOUNT	$9.00
SUBTOTAL (Excl. booking fee)	$9.00
BOOKING FEE	$1.50
GRAND TOTAL (Incl. GST)	$10.50

PAYMENT METHOD

VISA MasterCard
GrabPay
OCBC Pay Anyone

TASK
Select Payment Method

PAYMENT METHOD

VISA MasterCard
GrabPay
OCBC Pay Anyone

PERSONAL DETAILS

CARDHOLDER NAME

MOBILE NUMBER

EMAIL

PAYMENT INFORMATION

CREDIT CARD NUMBER
Visa / Master Card Number

EXPIRY DATE   SECURITY CODE ?
MM/YY   CVV

CANCEL

PAY

By confirmation of payment, I have read and understood the Terms and Conditions and Cathay Cineplexes' Privacy Policy. I acknowledge that there will be no refunds, exchanges, amendments or cancellations under any circumstances. The transaction will be processed and cannot be reversed.

TASK
Fill out personal details and payment information

PAYMENT METHOD

VISA MasterCard
GrabPay
OCBC Pay Anyone

PERSONAL DETAILS

CARDHOLDER NAME
Kris Tan

MOBILE NUMBER
87654321

EMAIL
kristan90@gmail.com

PAYMENT INFORMATION

CREDIT CARD NUMBER
1234 1234 1234 1234

EXPIRY DATE   SECURITY CODE ?
05/25   123

CANCEL

PAY

By confirmation of payment, I have read and understood the Terms and Conditions and Cathay Cineplexes' acknowledge that there will be no refunds, e amendments or cancellations under any circ transaction will be processed and cannot be

TASK
Make the payment

Great Expectations and Disappointment.

After going through an unfriendly ticketing experience, the user learns he has to collect a physical ticket when he is expecting an e-Ticket with a QR code.

A major disappointment.

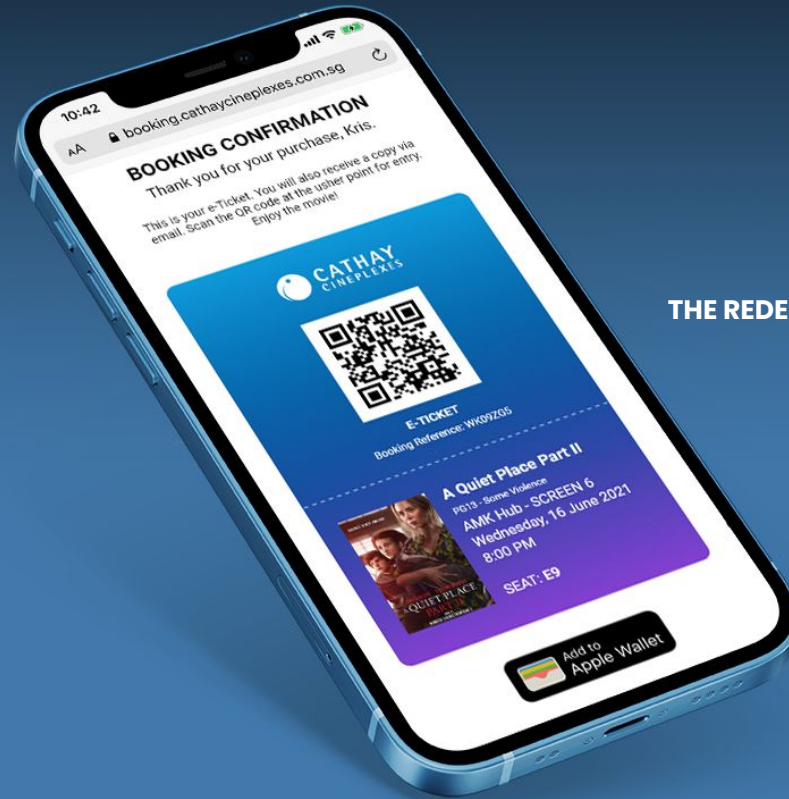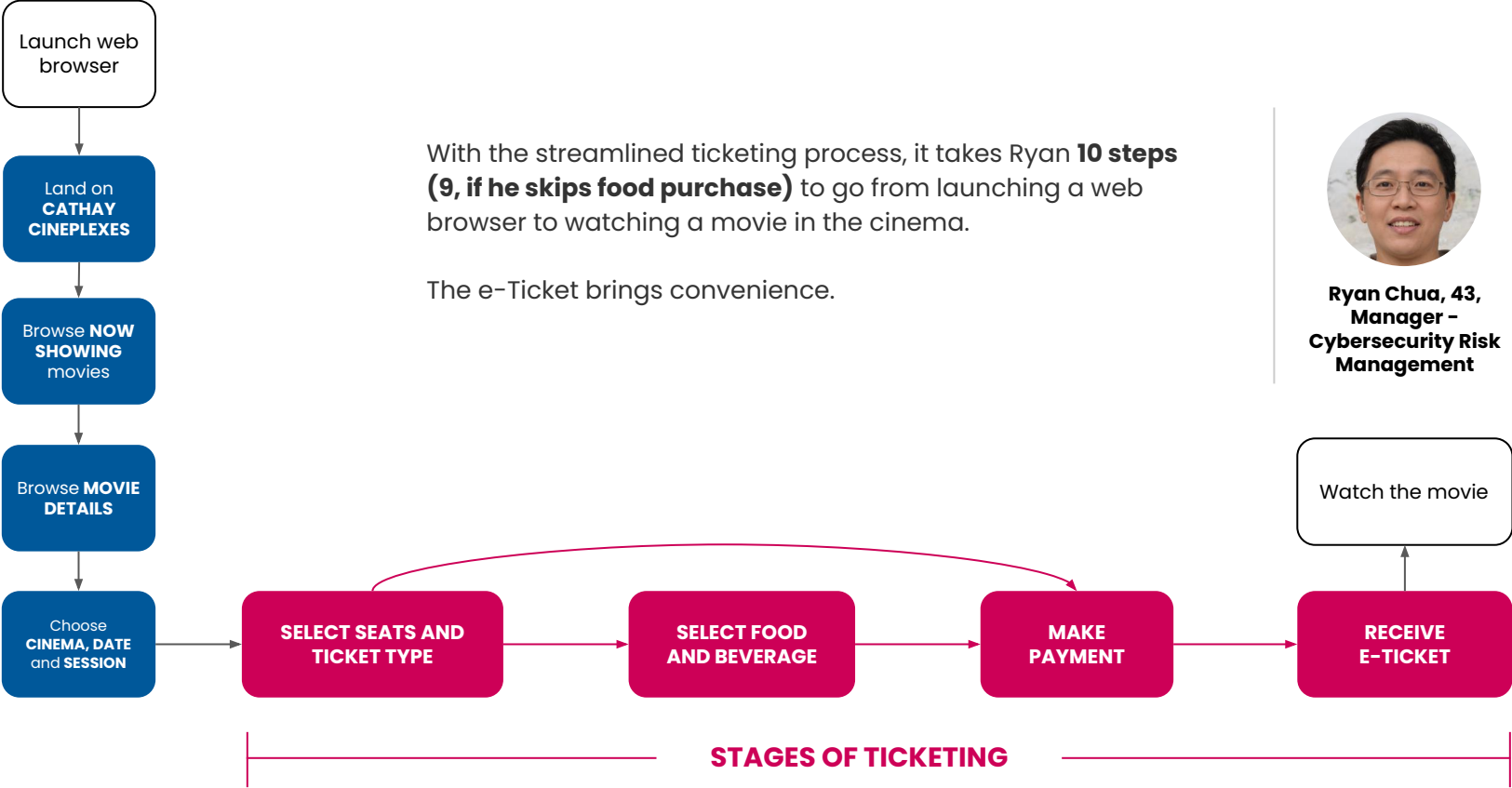EXISTING SITE

Issuance of e-Ticket with QR code for entry.

The booking is confirmed and the user is issued an e-Ticket which he can add to the device wallet.

The ticketing journey is complete.

THE REDESIGN

Launch web browser

Land on **CATHAY CINEPLEXES**

Browse **NOW SHOWING** movies

Browse **MOVIE DETAILS**

Choose **CINEMA, DATE** and **SESSION**

With the streamlined ticketing process, it takes Ryan **10 steps (9, if he skips food purchase)** to go from launching a web browser to watching a movie in the cinema.

The e-Ticket brings convenience.

Ryan Chua, 43, Manager - Cybersecurity Risk Management

Watch the movie

SELECT SEATS AND TICKET TYPE

SELECT FOOD AND BEVERAGE

MAKE PAYMENT

RECEIVE E-TICKET

STAGES OF TICKETING

PROTOTYPING AND USABILITY TESTING

USABILITY TESTING WITH:

DAVID WAN
Male, 48, Librarian

I was only able to do a usability test with one of the three users I interviewed due to scheduling challenges.

David was provided with the link to preview the Adobe XD prototype on his device. I then briefed him about the limitations of prototype and that not all buttons are tappable. However, all buttons needed to reach the objective are definitely present.

We communicated via a ZOOM call on laptops, so that he could use his mobile device for testing..

OBJECTIVE:

"Using the Adobe XD prototype, book ONE ticket for the 8:00 PM screening of **A QUIET PLACE: PART II** on 16 June, 2021 at Cathay AMK Hub."

We went screen by screen and I asked him to perform a specific task for each one. He was then asked to describe his experiences. Positive and negative experiences were documented. I will share them with you over the next few slides.

CATHAY CINEPLEXES
ADOBE XD PROTOTYPE (MOBILE)

https://adobe.ly/3gEP7AS
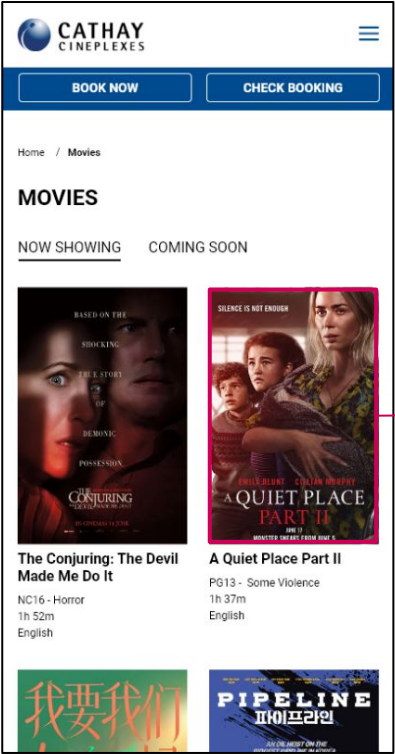
David had no issues navigating to the movie details page for A QUIET PLACE, PART II by tapping on the poster.

He noticed the 'MOVIE DETAILS' button but did not tap on it.
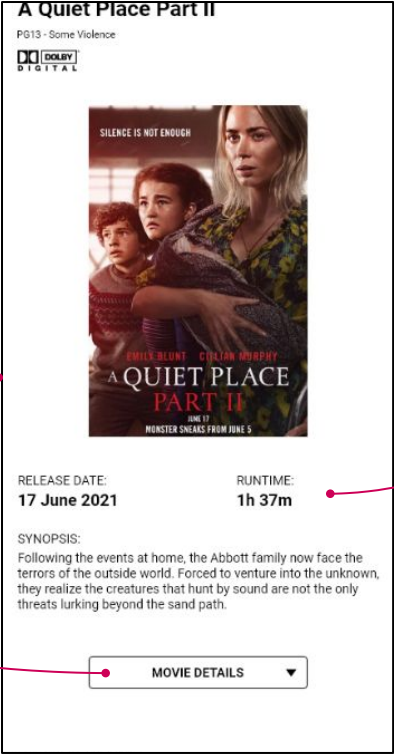
He likes the fact that only the key movie information are shown to prevent clutter.

David appreciates the session times for this movie are visible without needing to scroll too far down the page.

SILENCE IS NOT ENOUGH

EMILY BLUNT · CILLIAN MURPHY

A QUIET PLACE
PART II
JUNE 17
MONSTER SNEAKS FROM JUNE 5

RELEASE DATE:
17 June 2021

RUNTIME:
1h 37m

SYNOPSIS:
Following the events at home, the Abbott family now face the terrors of the outside world. Forced to venture into the unknown, they realize the creatures that hunt by sound are not the only threats lurking beyond the sand path.

MOVIE DETAILS ▼

SHOWTIMES

ALL CINEMAS ▼

ALL FORMATS ▼

☐ Available   ☐ Selling Fast   ☐ Sold Out

David eventually scrolled back to the MOVIE DETAILS button, taps on it and sees the panel expand to reveal a trailer and gallery.

He noted that the media are non-functional in the prototype but has no issues.

SYNOPSIS:
Following the events at home, the Abbott family now face the terrors of the outside world. Forced to venture into the unknown, they realize the creatures that hunt by sound are not the only threats lurking beyond the sand path.

GENRE: Thriller
CAST: Emily Blunt, Cillian Murphy, Noah Jupe
DIRECTOR: John Krasinski
RATING: PG13 · Some Violence
LANGUAGE: English with Chinese subtitles

TRAILER:

GALLERY:

MOVIE DETAILS ▲

SHOWTIMES

ALL CINEMAS ▼

ALL FORMATS ▼

☐ Available   ☐ Selling Fast   ☐ Sold Out

Platinum Movie Suites showtimes are only from Thursdays to Sundays, unless otherwise stated. For your safety, the provision of blankets and pillows, as well as the Complimentary Welcome Platter, will be discontinued for the time being.

AMK HUB

WEDNESDAY, 16 JUNE 2021 ▼

1:30 PM | 2:20 PM | 4:20 PM | 5:40 PM

7:20 PM | **8:00 PM** | 8:20 PM

DOWNTOWN EAST

WEDNESDAY, 16 JUNE 2021 ▼

3:00 PM | 6:00 PM | 8:15 PM

THE CATHAY

WEDNESDAY, 16 JUNE 2021 ▼

3:00 PM | 5:20 PM | 6:10 PM | 7:15 PM

As tasked, he scrolls down the page to look for the 8:00 PM session time for the screening at AMK HUB.

He taps on the 8:00 PM button and lands on the seat selection screen.

Again, it was a straightforward task for him.

---

① **SEATS & TICKET TYPE**   Complete your transaction in: 09:59

A Quiet Place Part II
PG13 - Some Violence
AMK Hub - SCREEN 6

AMK Hub ▼

Wednesday, 16 June 2021 ▼

8:00 PM ▼

VIEW SEATING PLAN

SELECT SEATS (maximum 5)

☐ Available   ☐ Selected   ☐ Sold

☐ Couple   ♿ Wheelchair Seat   ☐ Companion

SCREEN

G | 1 2 | 5 6 | 9 10 | 13 1

E | 1 2 | 5 6 | 9 10 | 13 1

David likes the option to quickly select another session should he be unable to find good seats for the current session.
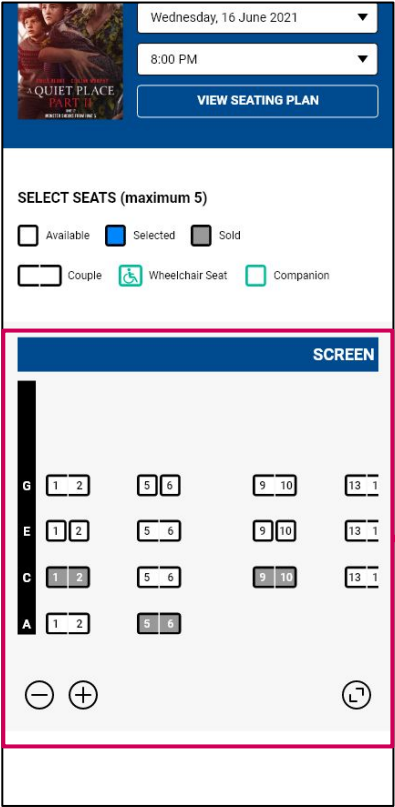
✖ Pain point

David feels that the seating arrangement should be shown in its entirety as 'initial view' so that he could, at one glance, determine if the session is selling out fast

He noticed the buttons to ZOOM IN and OUT of the seating arrangement. He also noted the FULL SCREEN button and asked about it.
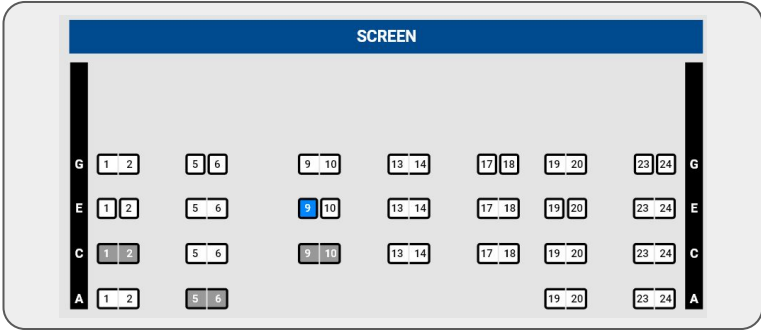
I explained that tapping the FULL SCREEN button displays the hall seating arrangement in its entirety in landscape orientation. His reception was lukewarm.

SEAT SELECTION was easy to him. So was selecting a TICKET TYPE.

David likes the option to skip food purchases and go straight to PAYMENT which he does.

David likes the payment summary screen. He taps on VISA / MASTERCARD as the payment method he wants.

David likes the greyed out PAY button which only becomes active when all PERSONAL DETAILS and PAYMENT INFORMATION have been entered.

He is also appreciative of the short disclaimer text pertaining to confirmation of payment and its implications.

He prefers this over the existing site which makes him read long paragraphs of text and requiring him to tick a tiny checkbox in order to proceed with payment.

At this point, I told David that I did not prototype the payment gateway screens and that tapping PAY will bring him to the BOOKING CONFIRMATION screen which is the end point of his ticketing journey.
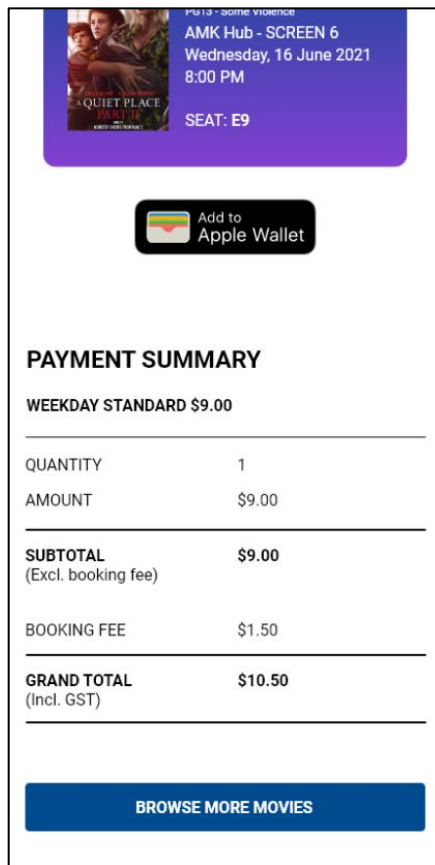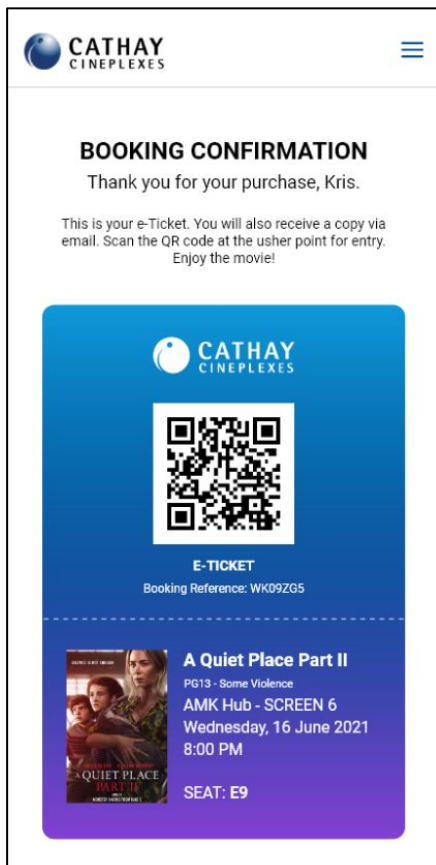
I told David he is presented with an e-Ticket and he is happy as this is an expected outcome.

I asked him if he noticed the animation of the card tilting into view. He replied no. The animation is present but maybe it was too quick for him to notice it.

He shared with me that the animation does nothing for him. He is just happy to receive the e-Ticket. On that note, he enquired about the ADD TO APPLE WALLET button.

As he was previewing the prototype on an ANDROID phone, he found it odd to see the APPLE WALLET button below the the e-Ticket.

I explained to him that Adobe XD is unable to display an Android equivalent of ADD TO APPLE WALLET as it does not support device detection. But it is definitely something for me as a UX/UI designer to bear in mind to check with the user before conducting the usability test

What was his verdict for this new ticketing experience on mobile?

★★★★

"GREAT!"

DAVID WAN
Male, 48, Librarian

PERSONAL REFLECTION

It has been a most hectic two weeks but I am appreciative of the learnings. A UX Designer really has to wear many hats and I found it rewarding to listen to users during interviews in my attempt to uncover pain points and actionable insights. There is no room for assumptions in crafting a meaningful and delightful experience.

THANK YOU.

APPENDIX & REFERENCES

USER INTERVIEW #1

LEO CHEAH
Male, 46, Public Servant

CATHAY CINEPLEXES

Q: What are some challenges you faced when purchasing tickets from Cathay Cineplexes' website on your mobile?
A: The page does not resize to the phone's width. Couldn't find the 'NEXT' button. I had to swipe the window left to right. For stage 2 (Select Tickets), I did not know what to select. E.g. 'Weekend Quantity'

Q: What delighted you about Cathay Cineplexes' online ticketing system?
A: It is bad.

Q: What do you think could be done better for Cathay Cineplexes' online ticketing system?
A: Fix the user interface to fit mobile size. Make it more intuitive. Indicate what is the next step to click.

Q: What was the ticket collection process like at Cathay Cineplexes?
A: No comments.

Q: How was your experience with Cathay Cineplexes' website apart from ticketing?
A: No comments.

Q: Did you encounter any feature on Cathay Cineplexes' website which delighted you?
A: Not really. Just looks plain white.

USER INTERVIEW #1

LEO CHEAH
Male, 46, Public Servant

GOLDEN VILLAGE (his preferred cinema)

Q: What are some challenges you faced when purchasing tickets from GV's website on your mobile?
A: Choice seats are sold in bundles of two. Limits choice of those watching alone.

Q: What delighted you about GV's online ticketing system?
A: Smooth enough, without anything exceptional.

Q: What do you think could be done better for GV's online ticketing system?
A: No suggestions.

Q: How was your experience with GV's website apart from ticketing?
A: The black background with the movie posters appeals to me.

Q: Did you encounter any feature on GV's website which delighted you?
A: None in particular.

USER INTERVIEW #1

LEO CHEAH
Male, 46, Public Servant

SHAW THEATRES

Q: What are some challenges you faced when purchasing tickets from Shaw's website on your mobile?
A: No challenges.

Q: What delighted you about Shaw's online ticketing system?
A: Once I selected the movie I wanted to buy, it automatically sent me to the current date. The purchase screens were intuitive with steps clearly laid out.

Q: What do you think could be done better for Shaw's online ticketing system?
A: Good as it is.

Q: What was the ticket collection process like at Shaw Theatres?
A: I only purchased physical tickets from Shaw Theatres in the past. No online booking thus far.

Q: How was your experience with Shaw's website apart from ticketing?
A: As good as Golden Village.

Q: Did you encounter any feature on Shaw's website which delighted you?
A: None.

GENERAL

Q: How do you feel about having to collect a physical ticket after purchasing the ticket online?
Golden Village issues e-tickets. The expectation is an online bookings should be issued e-tickets.

Q: What is your preferred mode of payment when purchasing movie tickets online?
Credit card.

USER INTERVIEW #2

IRENE TEO
Female, 40, Purchaser

CATHAY CINEPLEXES

Q: What are some challenges you faced when purchasing tickets from Cathay Cineplexes' website on your mobile?
A: In stage 4, the pop-up asking users to verify their email is redundant. The form page is already asking the user to confirm their email by typing it again.

Q: What delighted you about Cathay Cineplexes' online ticketing system?
A: Straightforward

Q: What do you think could be done better for Cathay Cineplexes' online ticketing system?
A: Give a discount for members. As a member, I get notified of and am prioritised for certain new screenings. Got more perks.

Q: What was the ticket collection process like at Cathay Cineplexes?
A: It was easy. I have no issues queueing up to collect my tickets. If queues are long, so be it. But I was surprised not to receive an e-ticket with a QR code to gain entry.

Q: How was your experience with Cathay Cineplexes' website apart from ticketing?
A: Same as any other cinema website, nothing unique.

Q: Did you encounter any feature on Cathay Cineplexes' website which delighted you?
A: None.

USER INTERVIEW #2

IRENE TEO
Female, 40, Purchaser

GOLDEN VILLAGE (her preferred cinema)

Q: What are some challenges you faced when purchasing tickets from GV's website on your mobile?
A: No challenge. Same as Cathay Cineplexes.

Q: What delighted you about GV's online ticketing system?
A: Receiving an e-ticket with a QR code at the end of the purchase brought convenience to me.

Q: What do you think could be done better for GV's online ticketing system?
A: Very good currently.

Q: How was your experience with GV's website apart from ticketing?
A: Same as other cinema websites

Q: Did you encounter any feature on GV's website which delighted you?
A: GV has membership, the GV movie club. GV offers cheaper tickets on certain days and discounts for Gold Class. GV has events too.

GV has certain events, for example, there was a Gold Class 'CRUELLA' Ladies Night. I paid $50 and received freebies and a non-alcoholic drink. I feel GV has an advantage over other cinemas. Members enjoy benefits if they watch four different movies in twelve months. I am always looking for perks. The difference between GV and others is, with membership, users have a reason to want to go back as they feel incentivised. I am unsure if other cinemas have memberships.

USER INTERVIEW #2

IRENE TEO
Female, 40, Purchaser

SHAW THEATRES

Q: What are some challenges you faced when purchasing tickets from Shaw's website on your mobile?
A: Very straightforward.

Q: What delighted you about Shaw's online ticketing system?
A: Nothing special.

Q: What do you think could be done better for Shaw's online ticketing system?
A: No special feature. Just straightforward from choosing a movie to payment.

Q: What was the ticket collection process like at Shaw Theatres?
A: I cannot remember. Have not patronised Shaw Theatres for a long time.

Q: How was your experience with Shaw's website apart from ticketing?
A: No comments.

Q: Did you encounter any feature on Shaw's website which delighted you?
A: No.

GENERAL

Q: How do you feel about having to collect a physical ticket after purchasing the ticket online?
A: Online bookings should receive e-Tickets.

Q: What is your preferred mode of payment when purchasing movie tickets online?
A: Credit card.

USER INTERVIEW #3

DAVID WAN
Male, 48, Librarian

CATHAY CINEPLEXES

Q: What are some challenges you faced when purchasing tickets from Cathay Cineplexes' website on your mobile?
A:
- The default layout seems to be landscape. It is a pain to scroll left to right frequently between seating arrangements and viewing the basket (cart).
- The showtimes do not appear to be clickable (the times do not look like a button), unlike the date drop down field.
- The seat selection screen is not optimised for mobile. Gets cropped off even in landscape mode.
- Stages could be just numbers instead of showing text (.e.g. Stage 3, Get your concessions)
- Under the 'Select Concessions' screen, there should be a 'No, thanks' button to skip food purchases. Time remaining is on the far right feels weird (due to need to scroll left to right)
- 'Select Ticket' screen is confusing.
- Summary screen - the alert notifying the user to ascertain the email address provided is redundant. The user is already required to input his email address again under 'Confirm Email'.

Q: What delighted you about Cathay Cineplexes' online ticketing system?
A: Nothing at all.

Q: What do you think could be done better for Cathay Cineplexes' online ticketing system?
A: Make it mobile optimised. The website should be mobile adaptive.

Q: What was the ticket collection process like at Cathay Cineplexes?
A: I was expecting an e-Ticket

Q: How was your experience with Cathay Cineplexes' website apart from ticketing?
A: The homepage loads like a mobile site. Page not long. Hero banner at the top is compact and useful and easy to slide and right.

Q: Did you encounter any feature on Cathay Cineplexes' website which delighted you?
A: No.

USER INTERVIEW #3

DAVID WAN
Male, 48, Librarian

GOLDEN VILLAGE (his preferred cinema)

Q: What are some challenges you faced when purchasing tickets from GV's website on your mobile?
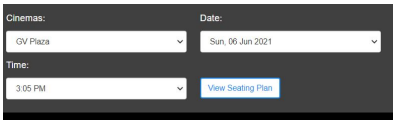A: I had to scroll through the long synopsis in order to view showtimes.
I cannot leave an empty seat between the one I want and the adjacent one. It limits my seating options when I watch movies alone.

Q: What delighted you about GV's online ticketing system?
A:
- Online membership. It reminds you to login to enjoy the concession price. Better to login upfront then towards the end.

-

  The drop down selections at the top of a movie listing page allow me to quickly choose another time slot if the current one does not have good seats.

Q: What do you think could be done better for GV's online ticketing system?
A: None

Q: How was your experience with GV's website apart from ticketing?
A: Seeme fine. They have not changed much in the last few years. GV has been consistently good.

Q: Did you encounter any feature on GV's website which delighted you?
A: There are more options for theatre venues and showtimes compared to other cinemas.

USER INTERVIEW #3

DAVID WAN
Male, 48, Librarian

SHAW THEATRES

Q: What are some challenges you faced when purchasing tickets from Shaw's website on your mobile?
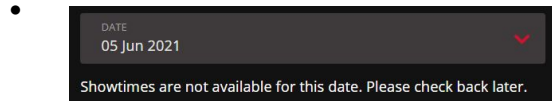
A: HOMEPAGE

- In a movie listing page, the 'Dear patrons' message is too large.
-

  IMAX [BUY NOW] is confusing. I feel that people buy based on the title rather than the technology.
- Now Showing - Unclear if the posters are scrollable.
- Intention of border border on a poster is unclear
- Kinolounge - RENT button - is it video-on-demand?
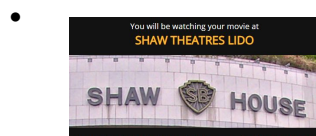
A: TICKETING

-

  If the last session for the day is not available anymore (assuming the user is browsing the page at 23:00 hours), the default date selection should display tomorrow's date.
-

  The countdown clock is to big and disturbing
- The seats are very small. But the aisles are labelled clearly.
-

  Pic of the venue at payment screen is redundant

SHAW THEATRES (CONT'D)

Q: What delighted you about Shaw's online ticketing system?
A: The streamlined booking screen (steps 1 - 4)
shown on the right:

Q: What do you think could be done better for Shaw's online ticketing system?
A: Black background looks similar to Golden Village.
Reduce the size of the countdown clock.

Q: What was the ticket collection process like at Shaw Theatres?
A: I have not watched a movie in a Shaw theatre for a long time but
I find it inconvenient to collect a physical ticket after booking online.

Q: How was your experience with Shaw's website apart from ticketing?
A: The website has improved a lot since the previous time I used it.
Good to know movies can be rented.

Q: Did you encounter any feature on Shaw's website which delighted you?
A: DREAMERS - Kids-friendly cinema hall at Jewel.

GENERAL

Q: How do you feel about having to collect a physical ticket after purchasing the ticket online?
A: I find it inconvenient to collect a physical ticket after booking online.

Q: What is your preferred mode of payment when purchasing movie tickets online?
A: Debit Card. I am aware of other payment modes but I still prefer to pay by debit card.
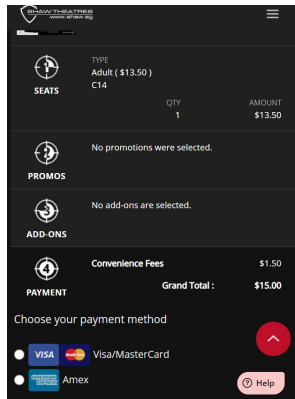
USER INTERVIEW #3

DAVID WAN
Male, 48, Librarian

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