



MINISTRY OF EDUCATION AND TRAINING

FPT UNIVERSITY

Capstone Project Document
TICKET - Movie ticket online booking

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DESIGN

OUR TEAM PROPOSAL

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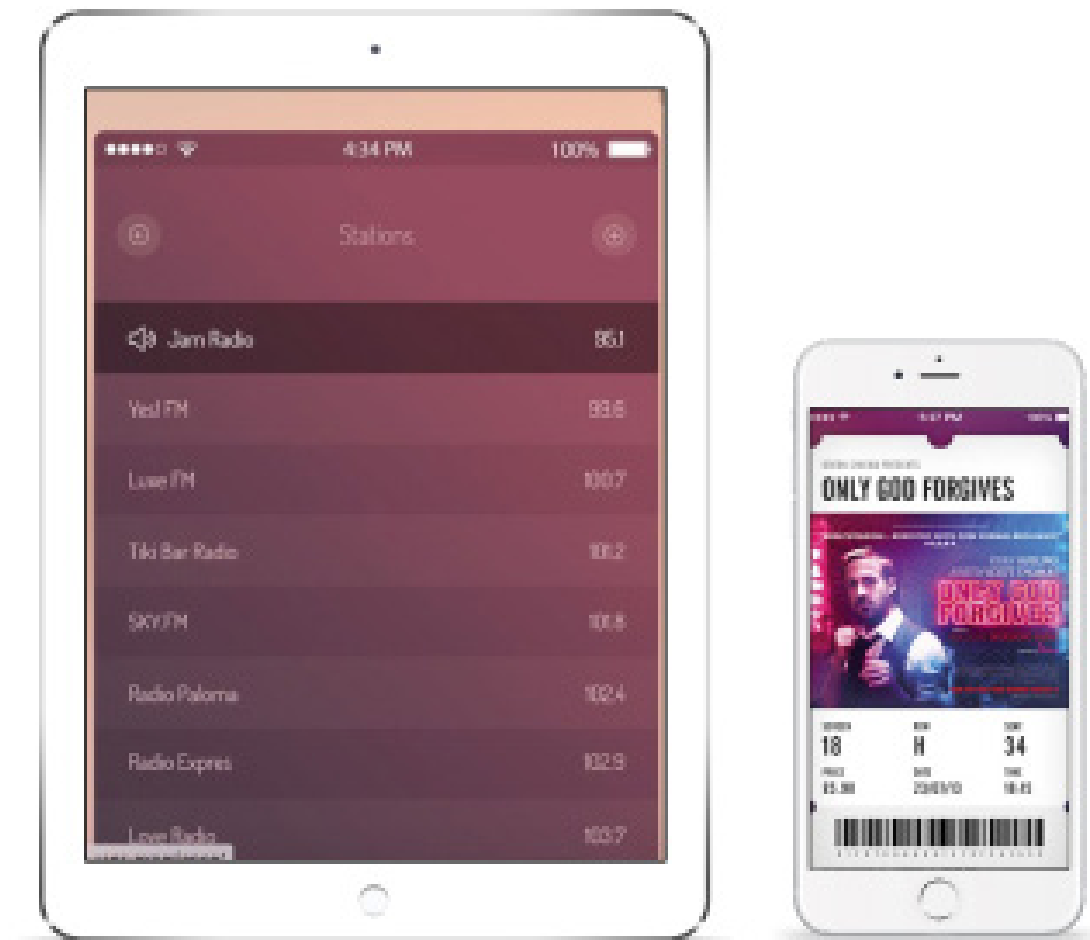
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INTRODUCE

We like other young people, we like to watch movies in the cinema. In the name of the moviegoers, we have tried almost cinema brand and find it inconvenient to book movie tickets. To solve this problem, we came up with the idea of designing the movie ticket online booking app and it must be easy to use and meet all the needs of moviegoers.

Here, let's take a look at our research process and our finished product.
“TICKET - Movie ticket online booking

NO1. CP PROPOSAL



1.1

PROBLEM DEFINITION

1.1.1 NAME OF THIS CAPSTONE PROJECT

TICKET - Movie ticket online booking app

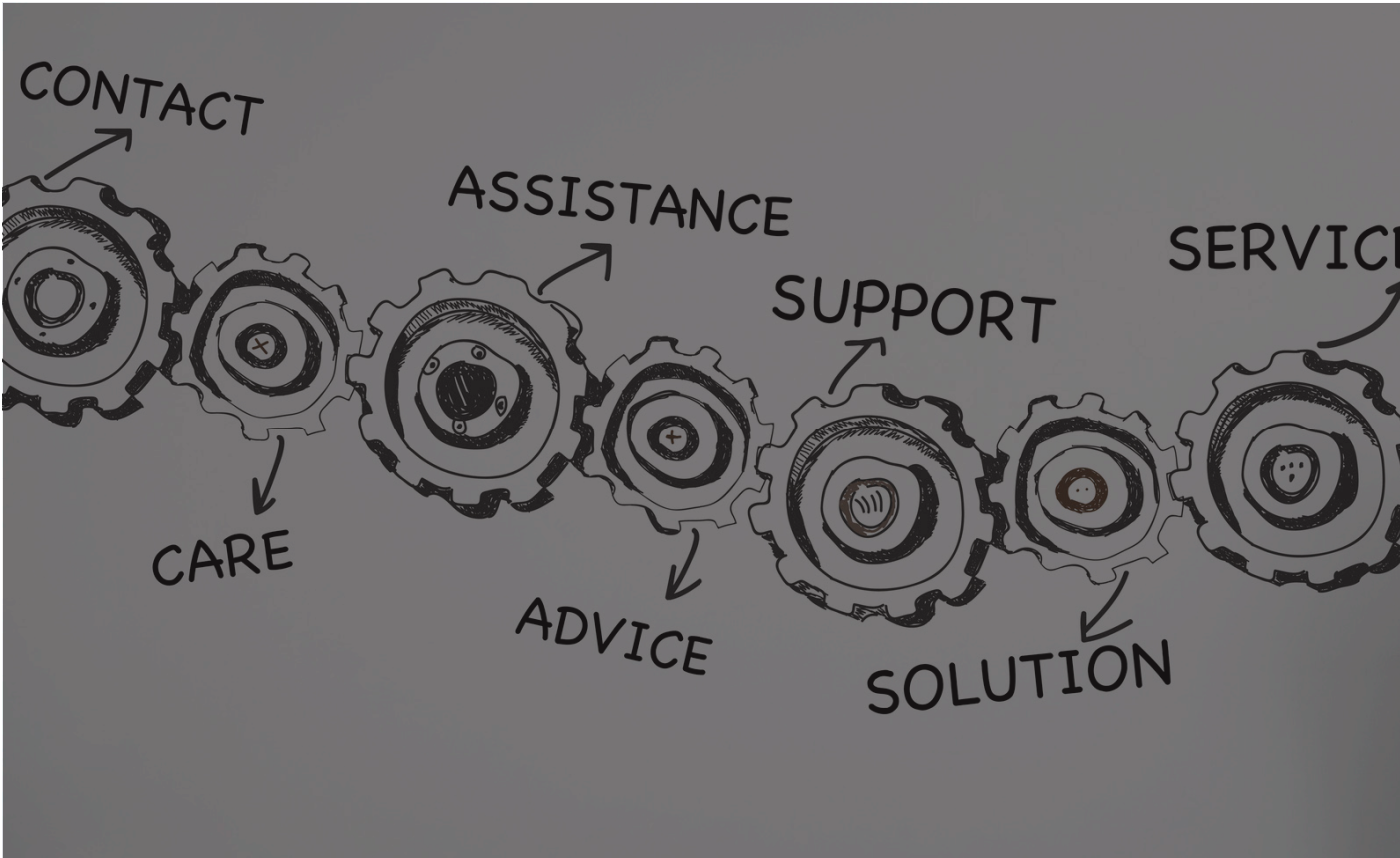
1.1.2 PROBLEM ABSTRACTION

It takes time and money to get to the cinema early to pick up a good seat and book your favorite movie tickets (Especially on holidays). Customer also can not find a suitable show-times and need to access to some others movie ticket online booking website/app.

1.2 PROJECT OVERVIEW

1.2.1 DEFINE THE PROBLEM

Only some larger cinema chains have online booking services, smaller cinemas don't have online booking and tickets must be bought at the cinema. It's time-consuming to access to other movie theaters's website/app when customer can not find a suitable showtimes. This project provides a design for an intermediate application that makes it easy for people to book movie tickets at all cinemas in anytime, anywhere.



1.2.2 RESEARCH

Technology



SMART PHONE

Tickets application requires iOS 8.0 or later, compatible with iPhone 6/6+, 7/7+ which can connect with internet.



LOCATION

GPS technology helps finding the nearest cinema.



BARCODE SYMBOLOGY

QR Code technology replaces paper tickets, avoids lost or damaged tickets.

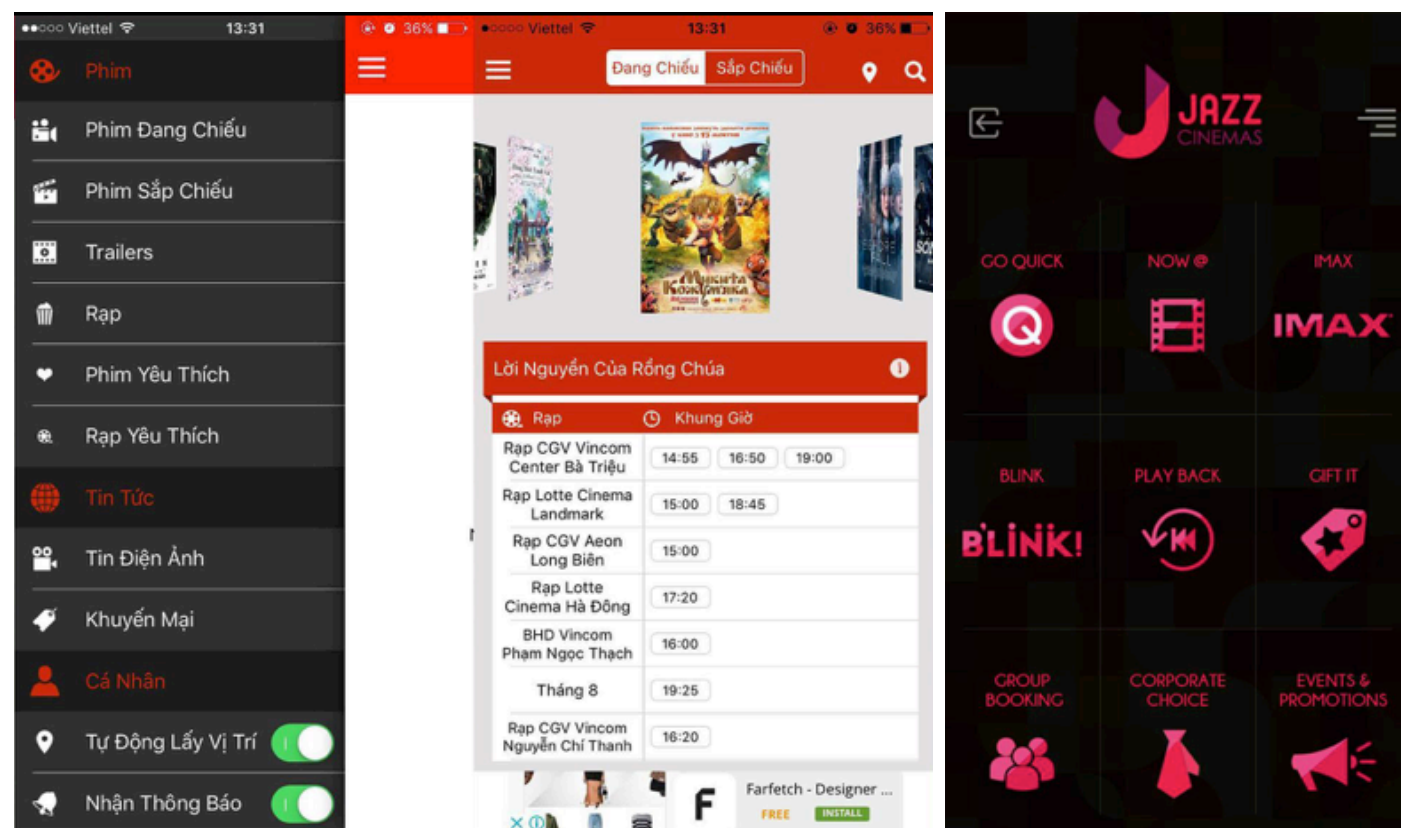
ANOTHER APP/ WEB

Table comparing Ticket applications with the other applications/websites have similar functions and in the same field. Through which we draw some features need to develop in the online bookings application/websites. From there, indicating the feasibility of this application and the difference between our applications with other applications.

APPS FEATURES	JAZZ CINEMA	LỊCH CHIẾU PHIM	CGV CINEMA	TICKETS
BOOKING	JAZZ cinema chains	—	CGV cinema chains	All theater
SHOWTIME	JAZZ cinema chains	All theater	CGV cinema chains	All theater
SEARCH	Movies now showing & coming soon at Jazz cinema chains	Search by movie's name	Movies now showing & coming soon at CGV cinema chains	Search by movie's name, theaters and date.
THEATER	JAZZ cinema chains	Some large cinema chains.	CGV cinema chains	All theater
MEMBER	Discount for Jazz member . Free tickets on your eighth transaction with member card via website or mobile app or phone. (discount from some chain cafe store, massage,...)	—	Customers whose CGV's VIP members with the below special benefits: free weekday/weekend 2D tickets,free weekday/weekend 3D ticket, free 2D Sneak Show or Early Release ticket, free CGV combo VIP/VVIP gift, Brithday Gifts.	Everytime buy tickets, member'll earn point. Point earned from successful transactions can be re-deemed at TICKET app.
INTERFACE	—	—	Easy to use	Eye-catching and easy to use.
NEW& PROMOTION	JAZZ cinema chains	—	CGV cinema chains	All theater
MARK	—	Mark your favourite movies..	—	Mark & get notification from your favourite movie

PICTURE

Some pictures from similar mobile apps : LichChieuPhim , Jazz cinemas, CGV Cinemas.



1.2.3 SPECIFY REQUIREMENT

The Vietnam cinema market witnessed the strong rise in recent years. There are currently 58 cinemas in Vietnam with a total of 220 screening rooms including 100 quality theaters and 120 theaters frequent activity (July, 2012). Online booking are a popular method in Vietnam such as taxi service (Grab, Uber), online hotel booking service (Agoda, iVivu,..) , Movie Tickets Online Booking services only provide at some large cinema chains (CGV, Lotte Cinema). The demand from watching film at cinemas in Vietnam has been steadily increasing. In 2006, the revenue of CGV cinema chains was US\$5 million, while the figure soared to US\$25.7 million in 2010, US\$47 million in 2012 and US\$82 million in 2014.

BASED ON SURVEY DATA OF VINARESEARCH IN 2016 :

55% Vietnamese go to cinemas once/month.

83.8% search for information about cinemas (showtime, movies, promotions ...) via internet. Next is word-of-mouth recommendations from friends and family, poster, pop- up ...

Respondents from 18 to 24 go to cinema much more frequently than older ones.

Top 3 services are most interested users : Happy day, student pricing (applies for member under 22 years old) , gift voucher , culture Day.

Top 4 cinemas in VN include : CGV, Lotte, Galaxy and National Cinema.



SURVEY

We also conducted a survey about booking movie tickets via application on smartphone. Here is our survey report :

(<https://goo.gl/LUH8U6>)

Survey name : Book cinema tickets via smartphone app.

Survey form : Online.

We surveyed 90 people regularly watched movies in theaters aged 14 to 35 years old. The survey participants are mostly students and people who have a stable job.

Bạn bao nhiêu tuổi?

88 responses

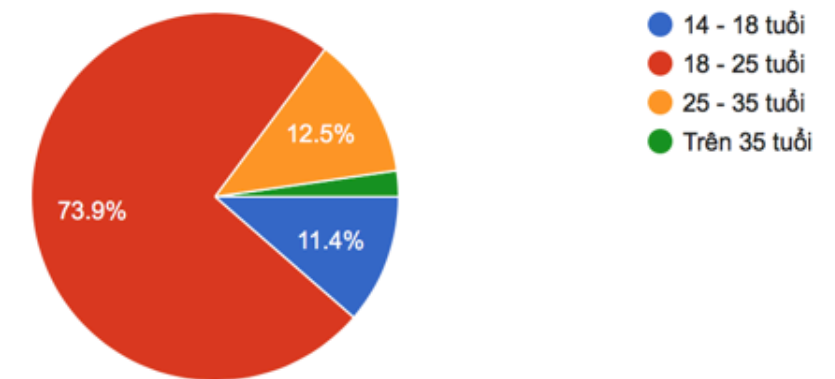


Chart 1. Statistics participant's age

Công việc hiện tại của bạn?

90 responses

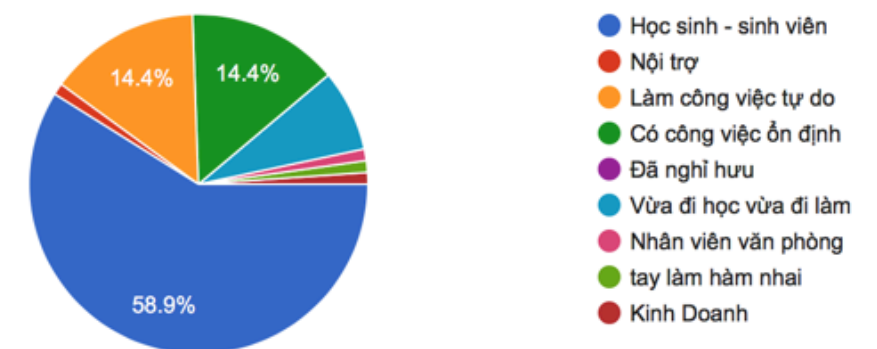


Chart 2. Occupation distribution.

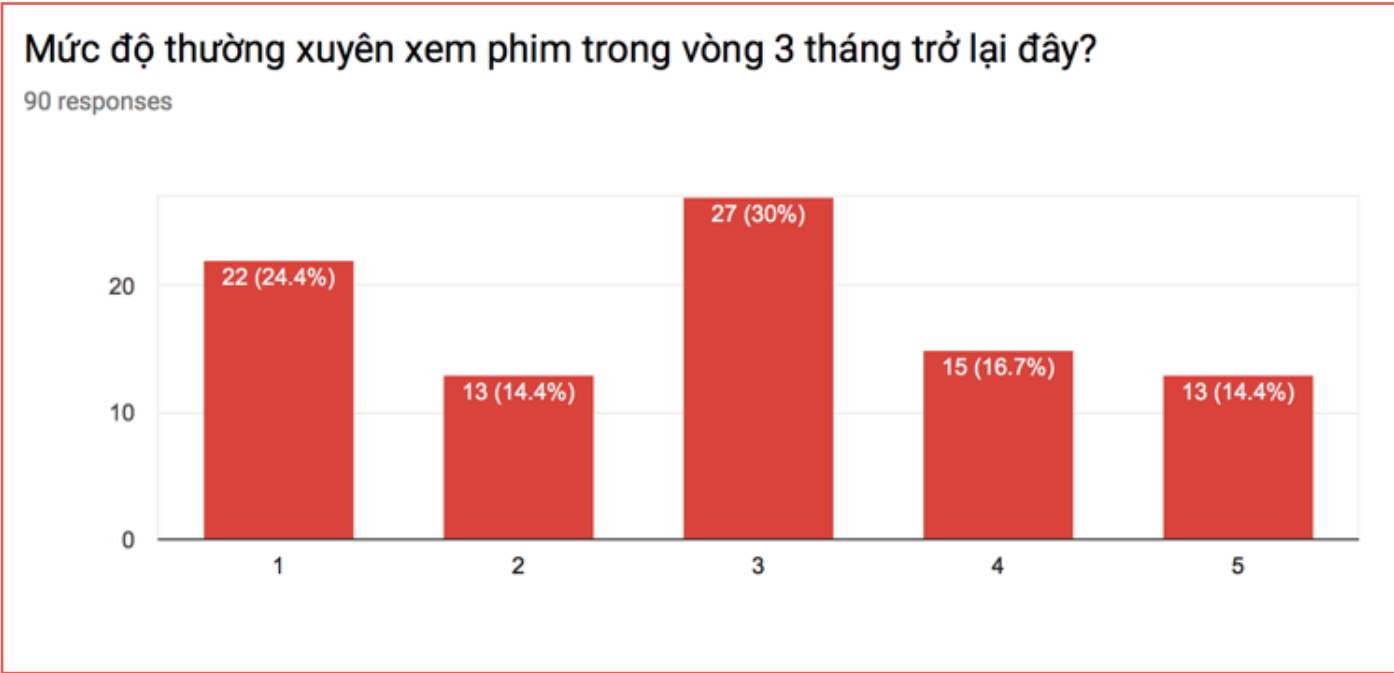


Chart 3. Frequency of watching movies in theaters in last 3 months.
(On a scale from 1 (not often) to 5 (very often))

At first, we asked the users about the way they used to buy movie tickets. Most of them usually go to the movie theater to buy tickets (75%), some people booking on the website (15%) and the few use movie theater’s applications (10%). The most common user problems : Sold out tickets due to their late arrival and can not find the suitable showtime. In addition, 16/90 people difficulties in payment method.

SURVEY



Figure 4. Methods to book movie tickets.

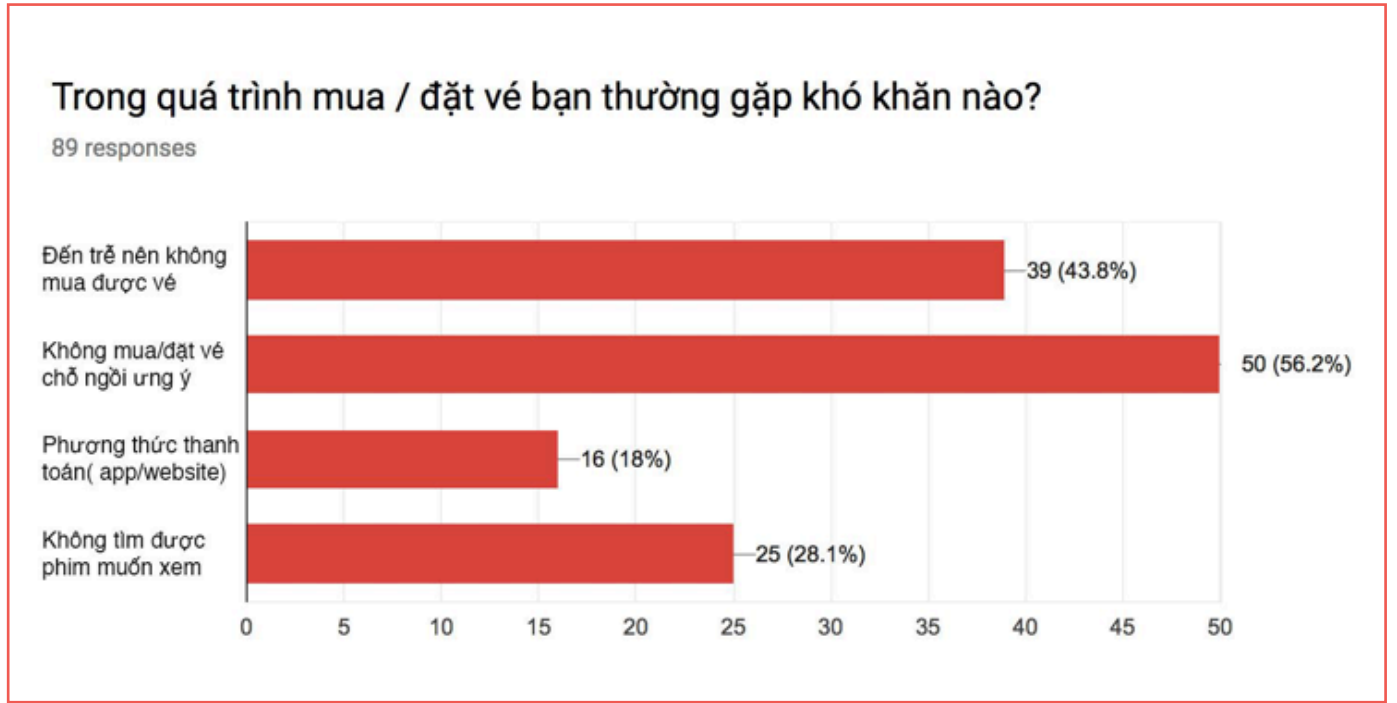


Figure 5. Common issues when book movie tickets.

Then, we asked the reasons why users do not want to book movie ticket via application. The most reason why users do not use applications is that they haven’t heard about the movie ticket online booking application (53%) . Next is it’s difficult to use (22%).

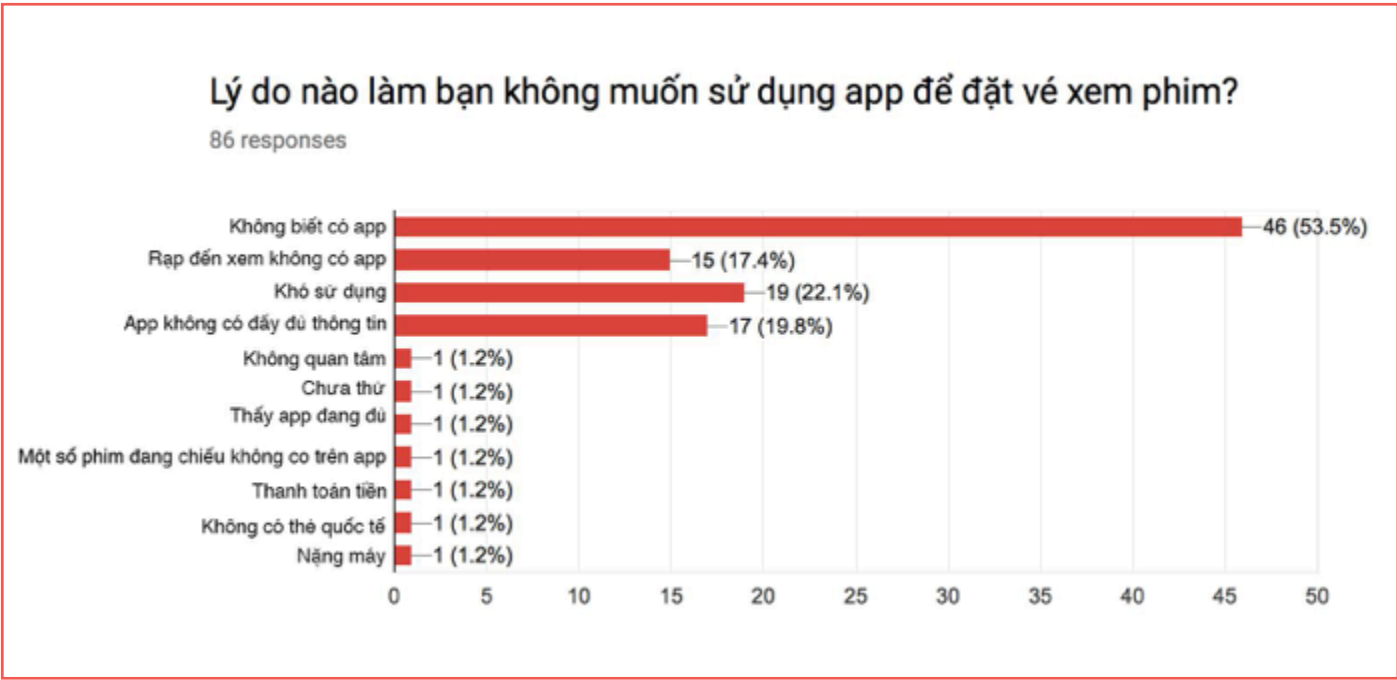


Chart 6. Difficulties encountered by users when using the app

To make the app easier to interact with users for novice users, Features requested by users: Easy to use (57%), booking movie tickets quickly (47%) and suggest the nearest theaters. In addition, users also require other functions such as : mark and get notifications from favorite movies (detailed information, the release date of the movie, showtime, related news, promotions of the movies), comment section, various payment methods. Besides that we also refer user about the interface of the application and almost users prefer a modern design application (51%). Some suggestions that the design of the application should be flat design , material design ,...

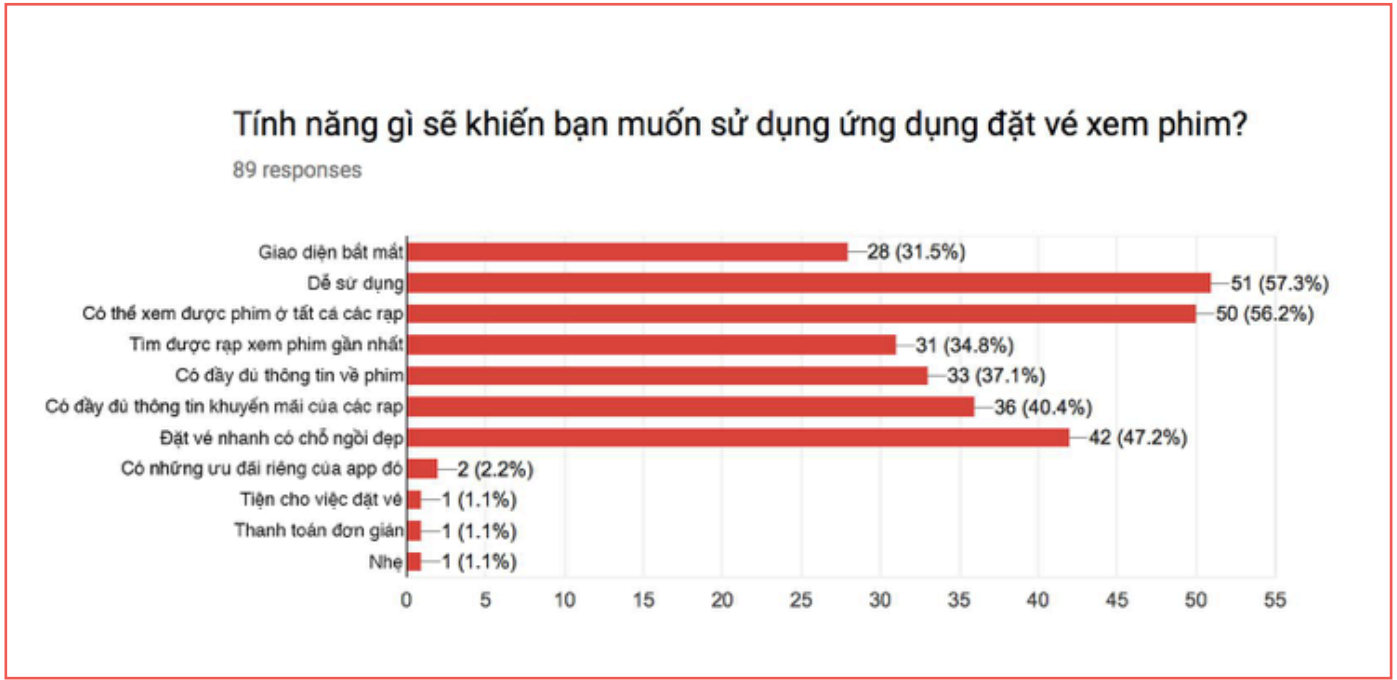
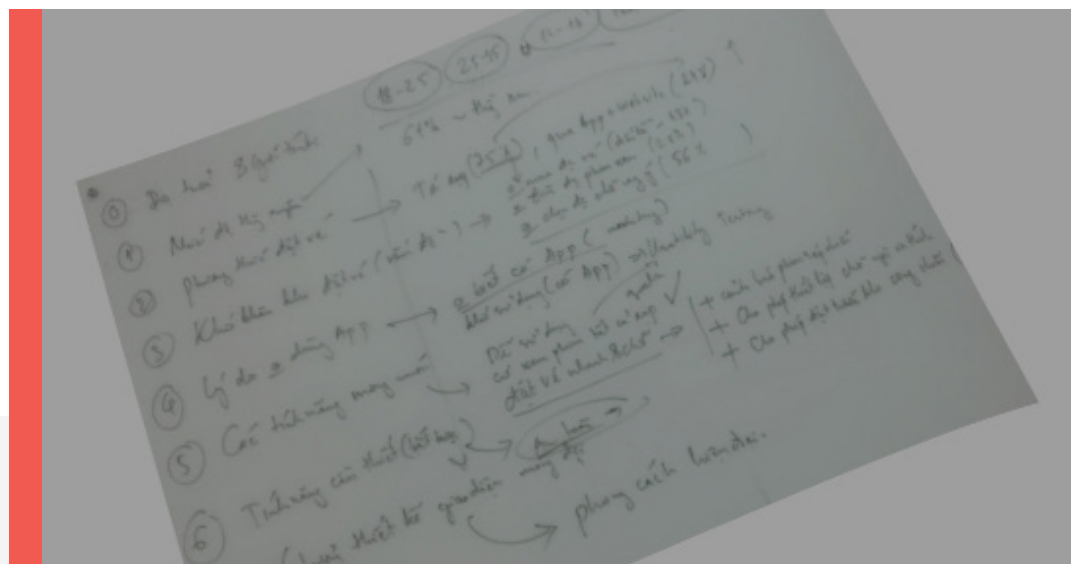


Chart 7. Desirable features for a movie ticket online booking application



Talk with Supervisor

SUMMARIZE

From the data from the above survey, the difficulty often encountered by the user are they came to the movies theaters late and could not find a suitable showtime. Besides, the familiar payment method of Vietnamese people is pay by cash so it will be difficult to pay online. The number of people using the app to book movie tickets is not much. The reason why users do not use the app most is they do not know there is an app for booking movie tickets.

In additions, there're some cinema theaters not provide movie ticket online booking applications or some of applications that they used are difficult to use with too many unnecessary functions.



As before, most of the transactions are made at stores, agents, now most customers have switched to online payment due to convenience, ease of use. The development of online booking services in Vietnam has shown the broad potential of this service. Besides, the demand for travel, leisure and entertainment of customers is increasing. Watching movies at cinemas is considered a popular form of entertainment.

HERE ARE SOME OF THE FUNCTIONS WILL BE DEVELOPED IN THE TICKET APPLICATION AND FUNCTIONAL DESCRIPTION

Besides, there are also some hot-keys and extra function :

Book now : Movie ticket online booking : Any cinemas, any movies. Search and book movie tickets easily at all cinemas theater, suggest a closer theater to see the movies. Various payment methods : ATM, Visa, Mastercard, Payoo, Momo ...

Watch later : Function to get notifications about detailed informations, the release date of the movie, related news, promotions of the movies have been marked by the user.

User information : loyalty points, membership privileges , card information were linked with app used for payment ...

Location : locate the current position of the user to find the nearest cinema theaters.



SHOWTIME

Detailed information, release date, showtimes of all movies are showing or upcoming.



CINEMA

Movie ticket online booking by cinema. Follow nearly and brand.



NEWS AND PROMOTION

Promotions information at all theaters : fixed discount dates (Culture day, Happyday, v.v.), movies's events related and more. News related to the movies being shown, upcoming movies.



MY TICKET

Show detailed information about movie tickets have been purchased by the user.

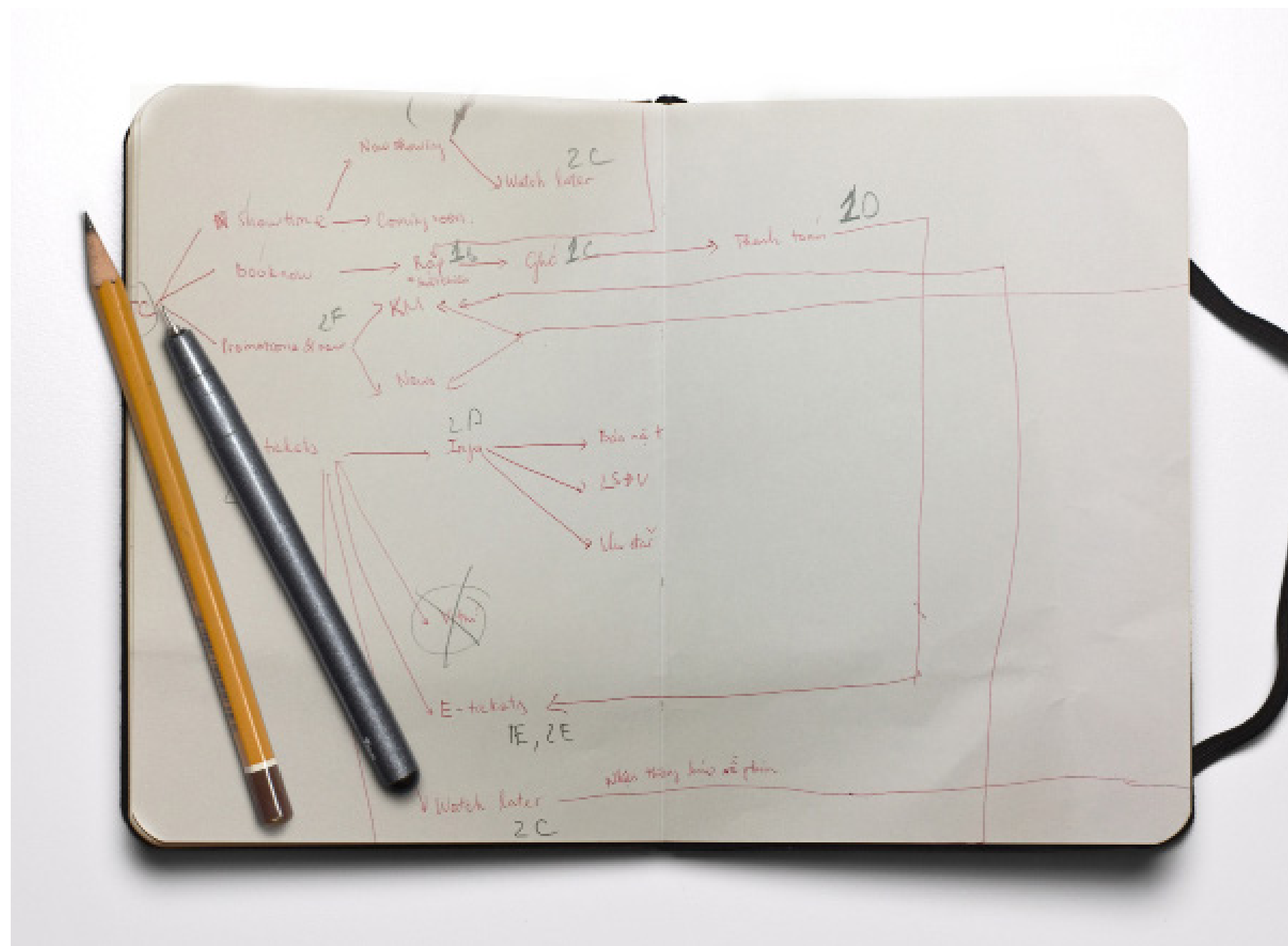
NO2.

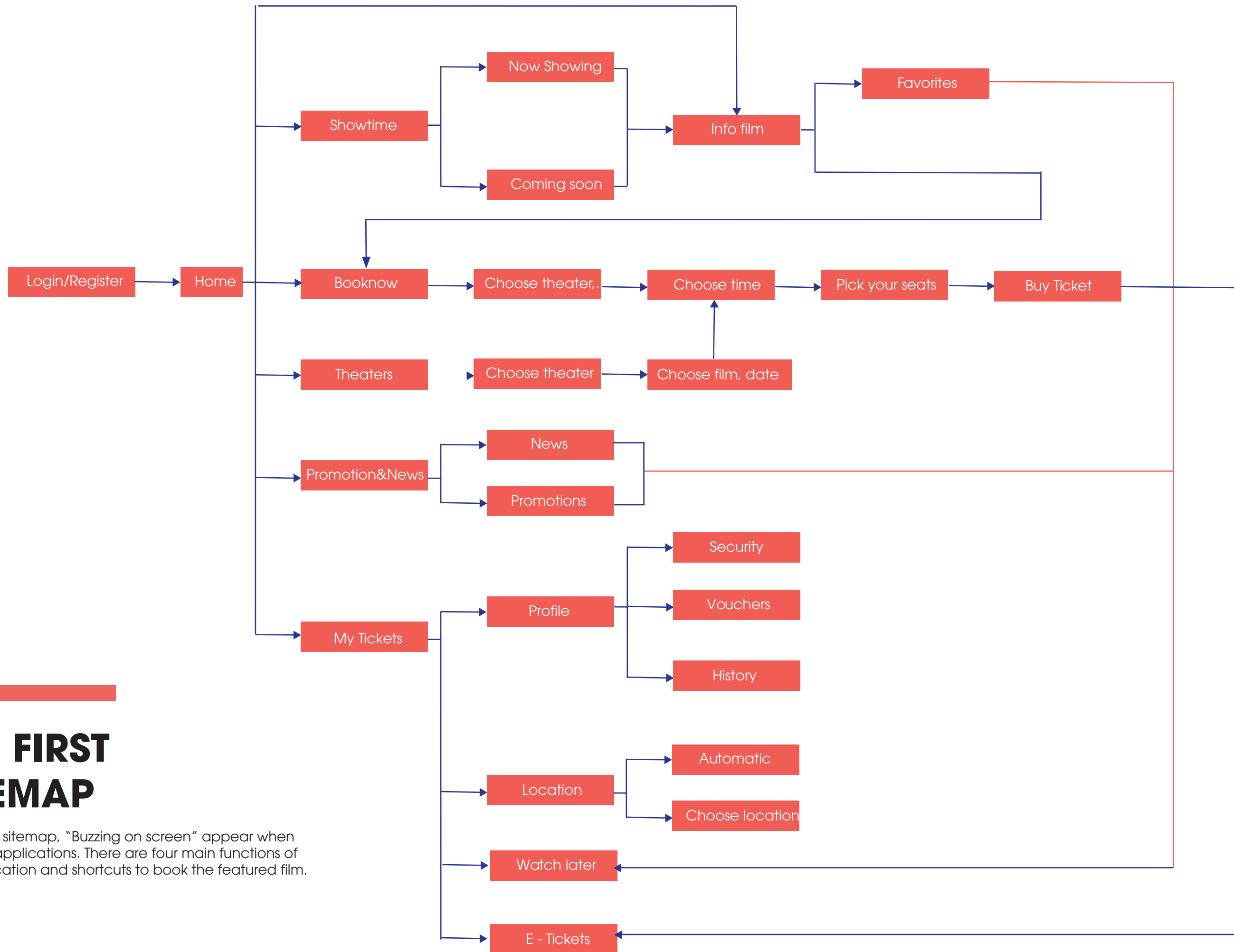
DESIGN PROPOSAL

Painting sitemap on paper.

2.1 BUILDING FIRST SITEMAP

After surveying and identifying the main functions of the app, we begin to build a sitemap. First, we were sketched on paper.





THE FIRST SITEMAP

At the first sitemap, "Buzzing on screen" appear when opening applications. There are four main functions of the application and shortcuts to book the featured film.

2.2 USER REQUIREMENT SPECIFICATION

Easy to use	Discount of member	Allow refund/ cancellation	Various payment menthods
Show the cinema near my location	Mark & get notification from favourite movie	Postpaid payment	No pop -up ads
Comments from users	Anytime, any where booking movie service	Eye - catching	Hotkeys for faster booking
Book favourte seat	No login required	Compare prices between moive theater	Preview trailer

To make the app easier to interact with users for novice users, Features requested by users: Easy to use (57%), booking movie tickets quickly (47%) and suggest the nearest theaters. In addition, users also require other functions such as : mark and get notifications from favorite movies (detailed information, the release date of the movie, showtime, related news, pro-motions of the movies), comment section, various payment methods.

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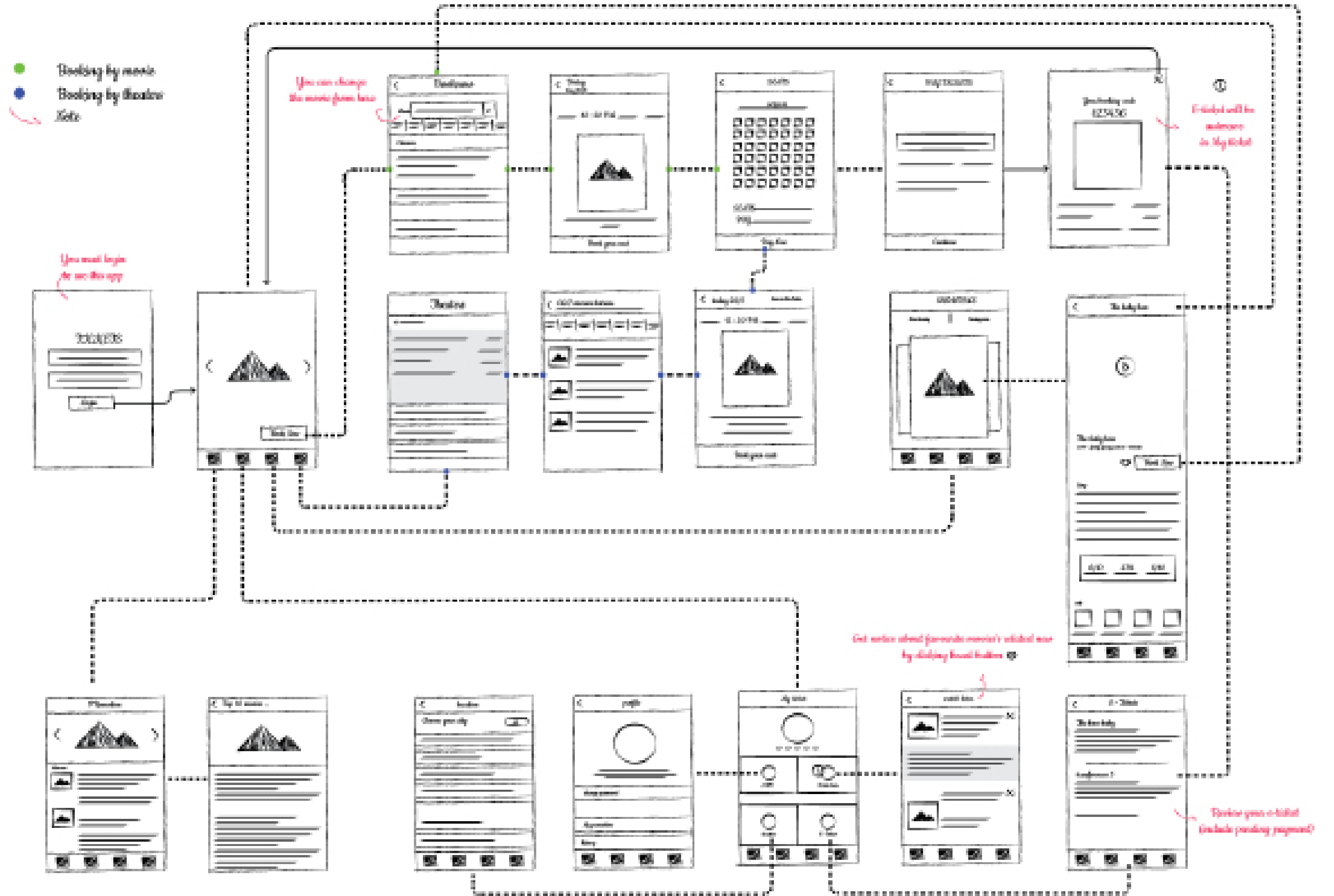
The following table summarizes the features that are required by most users, and in which the emphasis will be focused on application development.

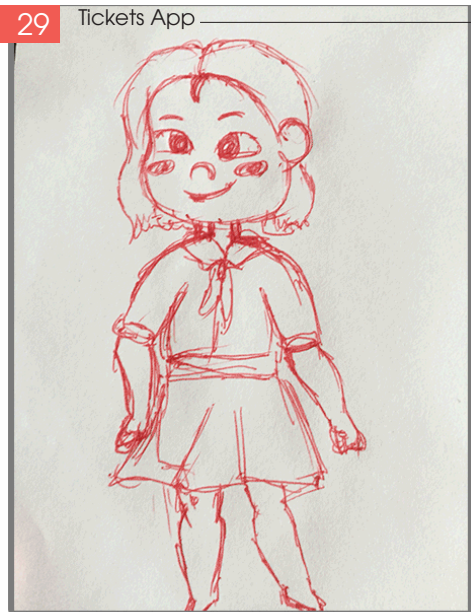
HOW WE HELP

- Provide another tool for customer to buy cinema ticket.
- To provide an anytime, anywhere service for the customer.
- The customer easily be able to know about the movies released, the movie theater's promotions with our favourite function (Mark & get notification from your favourite movie) .
- Provide various payment methods : ATM, Visa, Mastercard, Payoo, Momo ... (Highlights are postpaid payment methods)
- The postpay payment method allows users to pay later in a certain amount of time.

USER FLOW

Users seeking to book tickets may have completely different journeys - one will enter the "Book Now" button via the buzzing on screen, booking via movie's name she already knows she wish to book, choose a method purchase and purchase; where the other may booking via theaters, then reach the movie he wish to book, then would like to see the others cinemas, perhaps compare different theaters's price, etc.





Charecter
Trang Anh

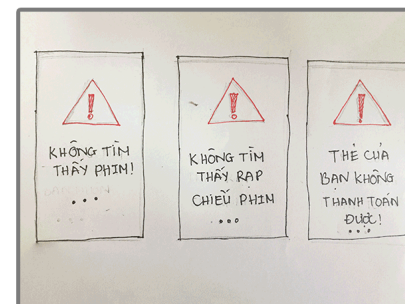
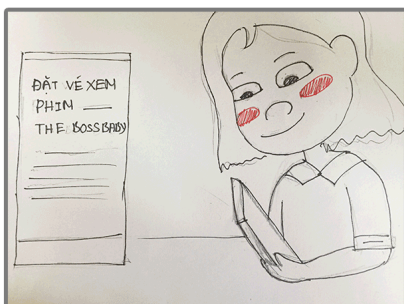
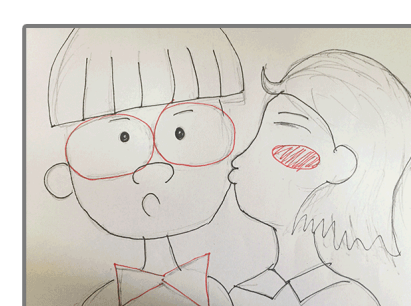
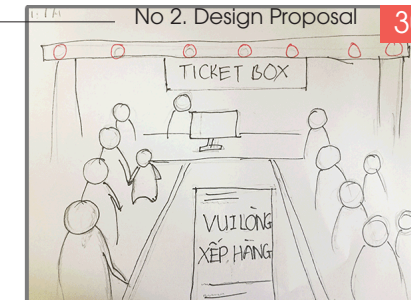


Charecter
Minh Châu

STORY BOARD

Moviegoers

Trang and Chau like to watch movies at the cinema. But they often encounter difficulties when buying tickets, such as queued to buy tickets at the cinema takes too long, could not find a suitable showtime, payment on the application is quite complicated ... In one day, they found a very convenient application that satisfied all the needs of moviegoers. "Ticket" - An application that helps them to solve all the problems they have encountered.



2.4 BUILDING FIRST PAPER PROTOTYPE



PAPER PROTOTYPE

After improving Sitemap, continue to design interface and functions of website on paper prototype



BASAMIQ PROTOTYPE

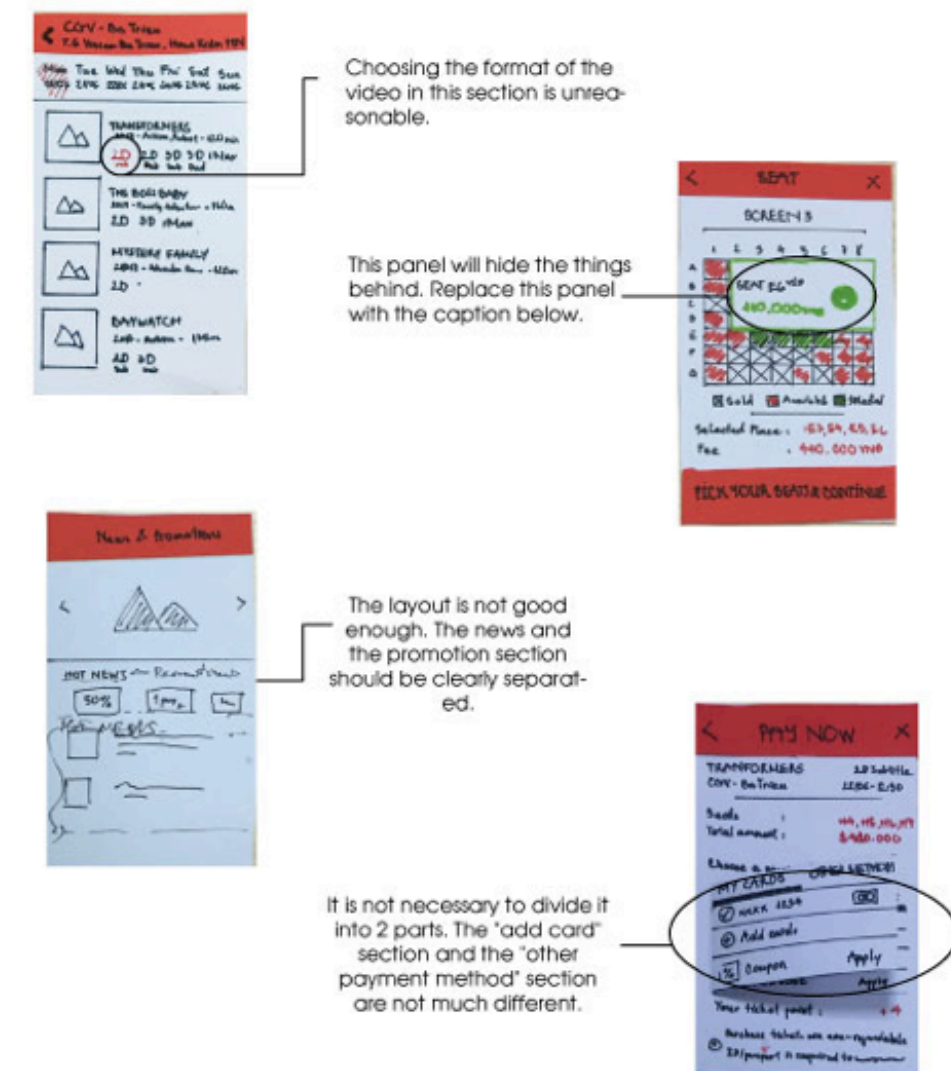


NO3.
PRE PROPOSAL

3.1 USER TEST



After building the first prototype, we carried out the test user to summarize the opinions and requirements of user. We think they are necessary with our application and we will consider carefully to improve the features of our application. We tested over 10 people including schoolmates and teachers and received some feedback on the first paper prototype.



THERE ARE ALSO SOME OTHER FEEDBACK:

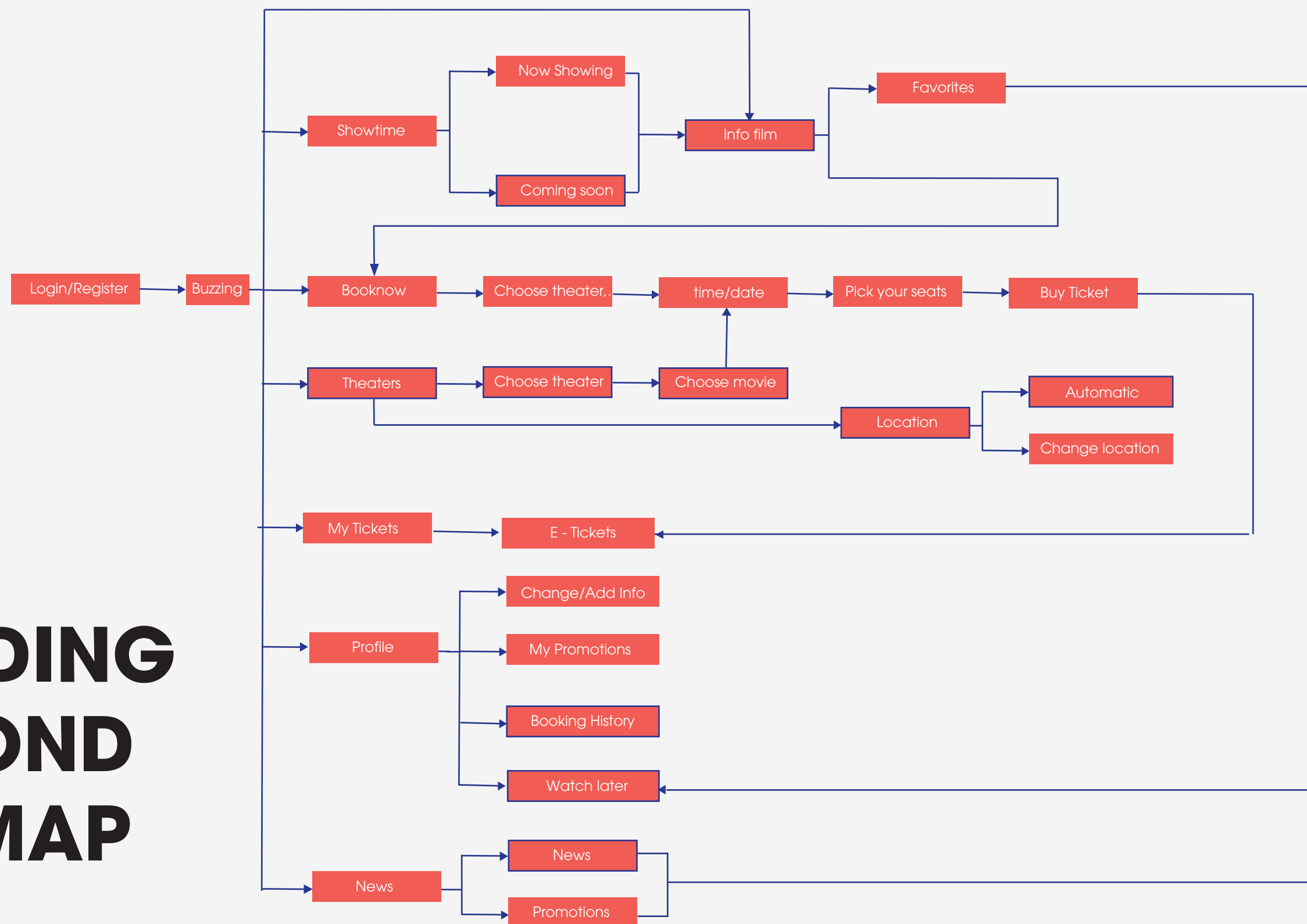
- How I can go back to the "buzzing on screen"?
- Is "Location" section in the "my ticket" necessary?
- Why do I have to choose the video format instead of choosing films?
- Where can I review my e-ticket?

After the first user test and get some feed back. We've rebuilt the sitemap to make the app easier to interact with users and rearrange content more logically.

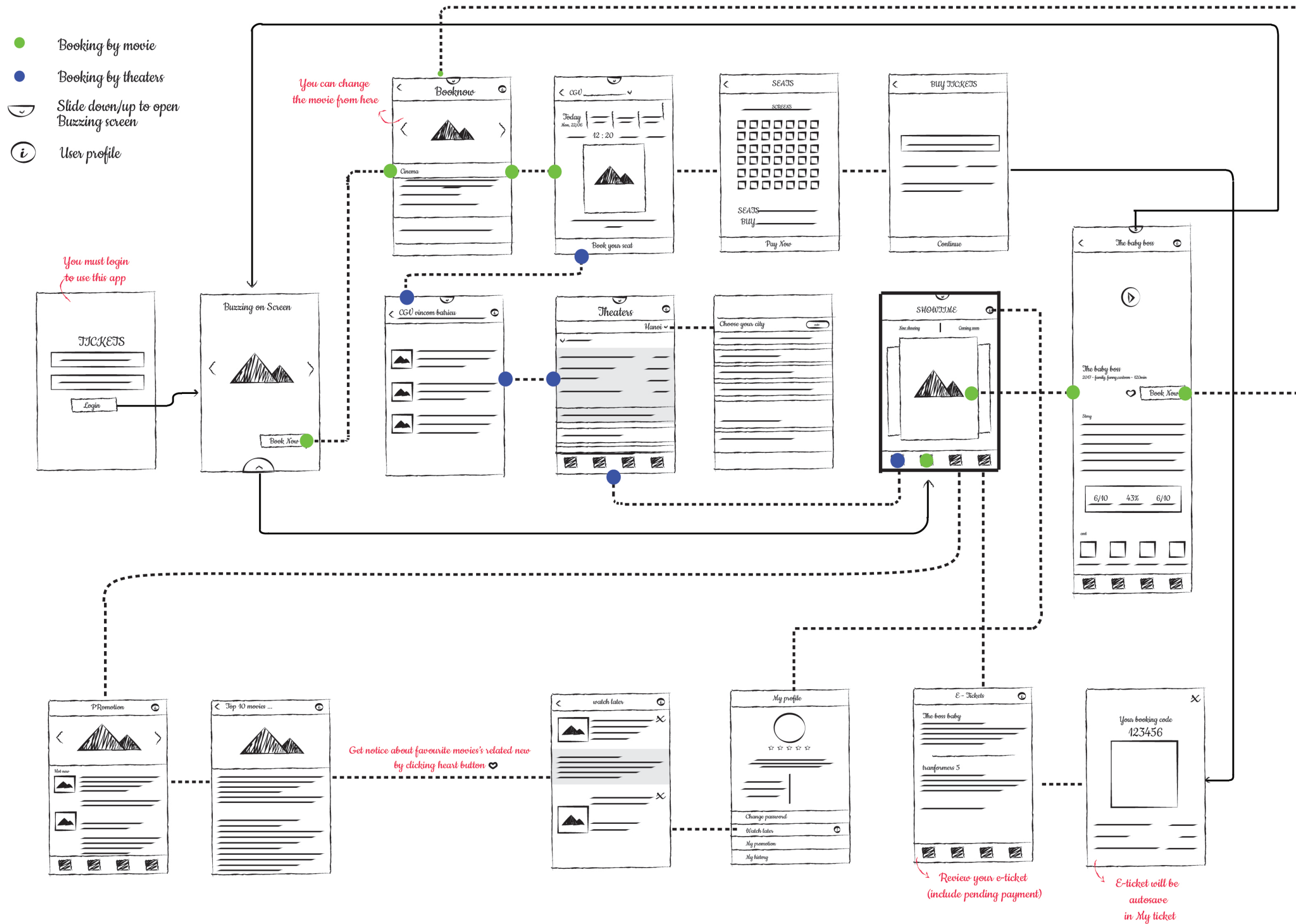
AFTER THE FIRST USER TEST AND GET SOME FEED BACK. WE'VE REBUILT THE SITEMAP TO MAKE THE APP EASIER TO INTERACT WITH USERS AND REARRANGE CONTENT MORE LOGICALLY. HERE BELOW ARE SOME NEWS & CHANGELOGS

- "Buzzing on screen" will be just a pop-up ad, after clicking the "Skip" button will access the "Now Showing"
- "Location" is an option that appears in the "Theaters"
- "My tickets" will show e-ticket purchased and pending payment (In the last 7 days)
- Shortcut to "Profiles" will appear on every page in the upper corner of the screen.

3.2 BUILDING SECOND SITEMAP



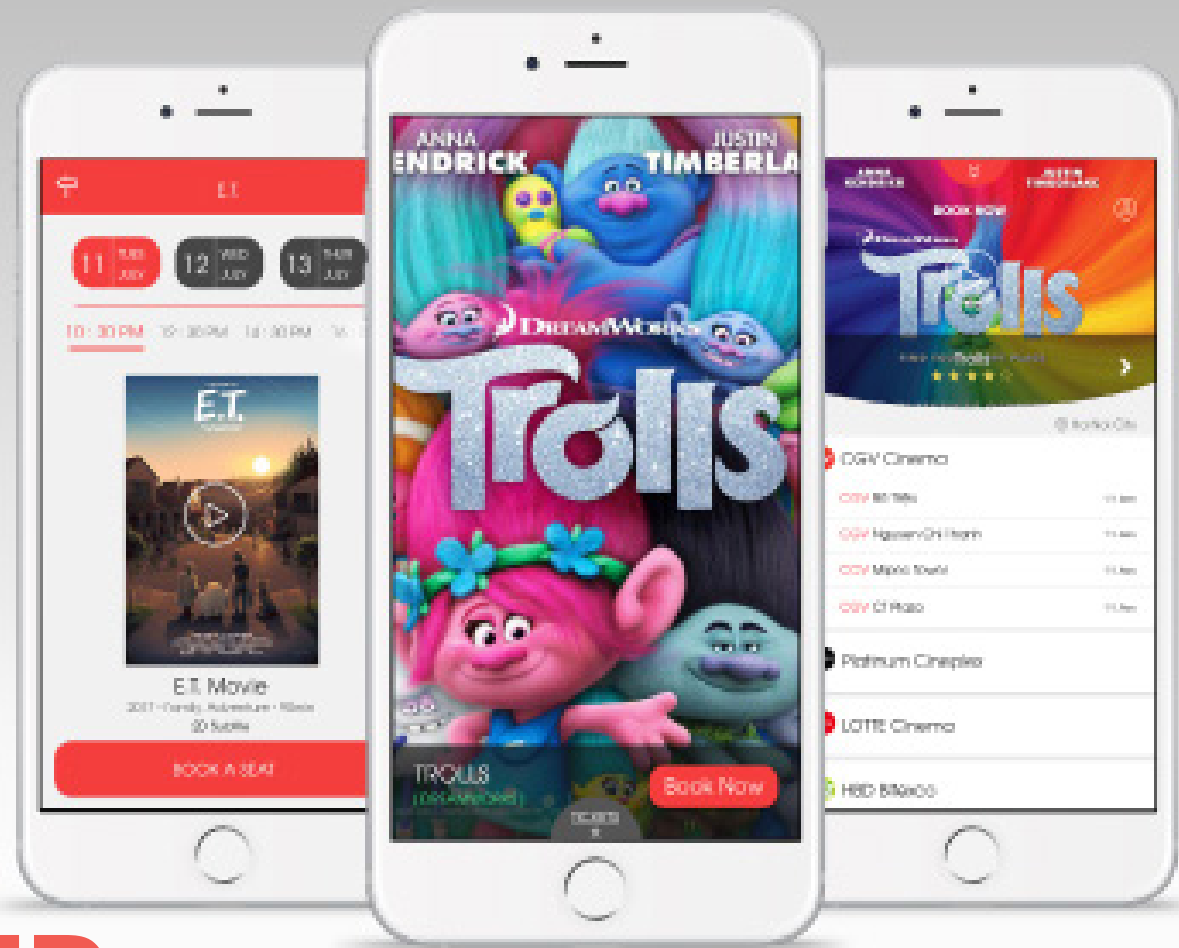
USER FLOW



3.3 BUILDING SECOND PAPER PROTOTYPE

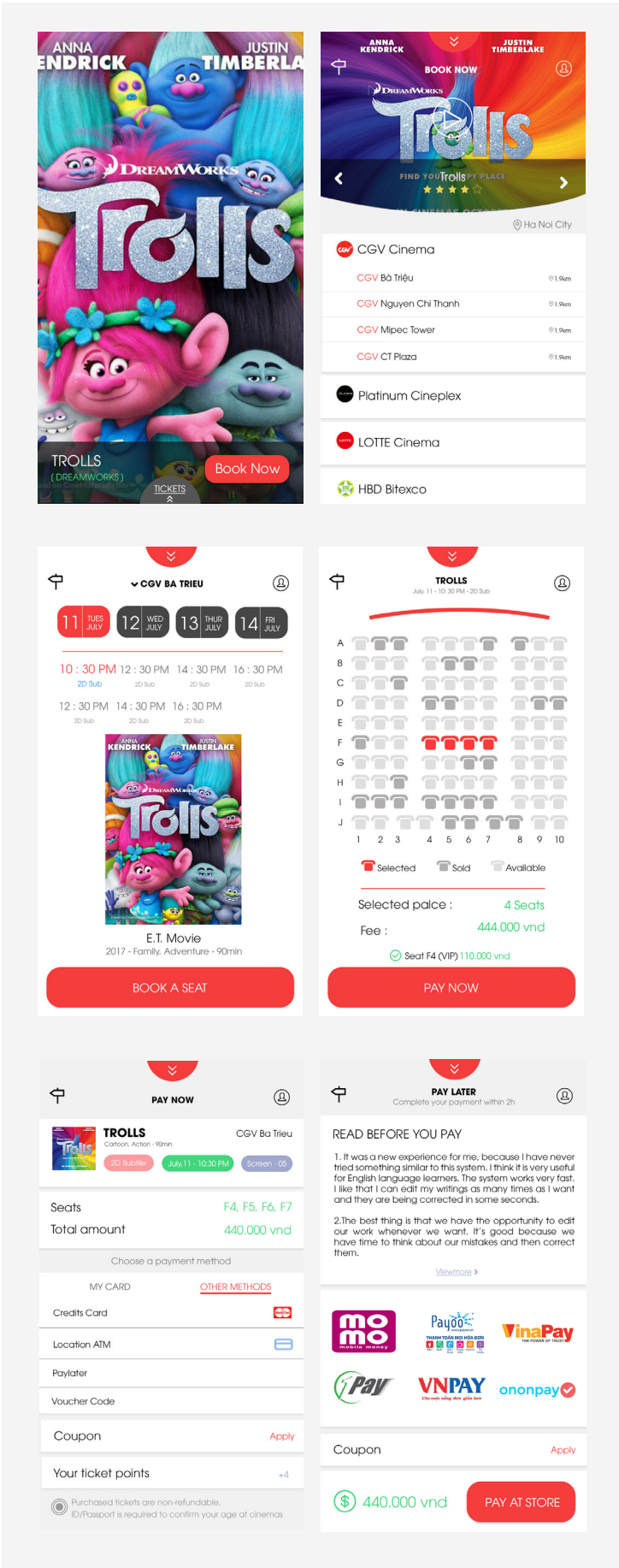
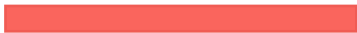
After improving Sitemap, continue to design interface and functions of website on paper prototype





USER INTERFACE DESIGN

These are the first designs with the dominant colors of white and red. Before the first user interface was completed. We have changed the design three times to choose the color, font, and style of design for a finished product





NO4. DESIGN FINALIZA- TION



4.1 DESIGN OVERVIEW

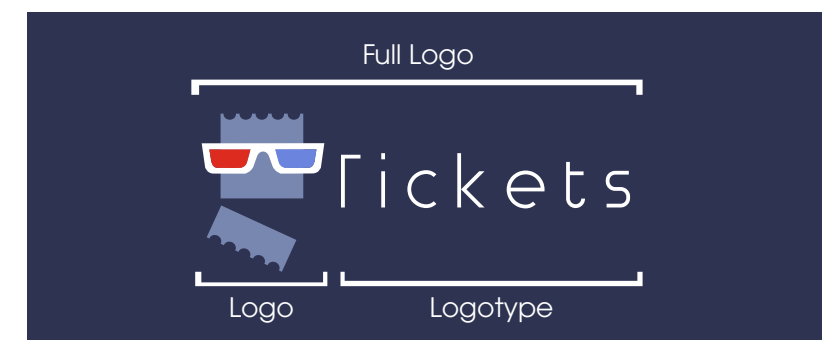
After designing the user interface, we received a lot of comments from users who joined the usertest. The summary is almost users find it easy to understand main functions of the app, all users agree that the color of application is modern. There some functions which users feel good (Showtime, My ticket, User ,...) Be-side that, some functions which necessary to change like : in Showtime and Cine-mas need to add functions "Search" and Color of the movie's format makes it more like a button. Showtime is the function that user like most. These ideas have giv-en us many ideas for better user interface.

4.2 DESIGN FINALIZATION

THE LOGO

Hoping to impress the user and ensuring that they'll remember Ticket and come back for a sec-ond visit. The logo is based on the image of the movie ticket and 3D glasses to create images related to the service that the application provides. The torn angle of the ticket and layout arrangement of these two objects will create a symbol of joy.

FULL LOGOTYPE

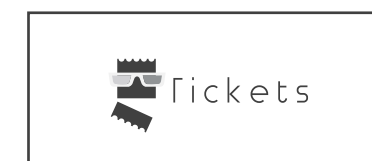


FONT LOGOTYPE

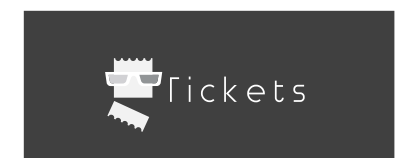
ickets

We choose sans-serif font because it's Modern and Stylizede. Moreover, this font also suits the youthful and modern style of the application.

LOGO VERSIONS



The white



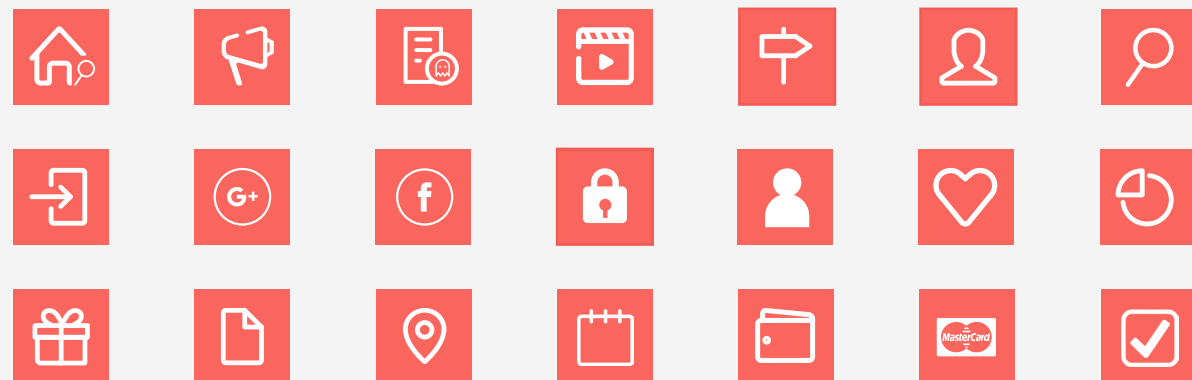
The black

COLOR

The application mainly uses pastel colors. It brings a soothing, youthful but still modern. The background color of the application evokes a feeling in the cinema. Besides, this background color not only highlights almost types of movie posters but also brings up the novelty, non-boredom like black and white background.



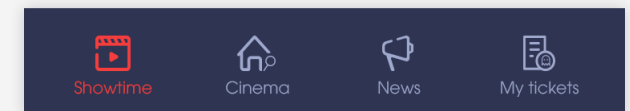
ICON



TAB BARS AND BUTTON

Menu

Four main function of the application: Showtime - Cinema - News - My tickets



Tab bars



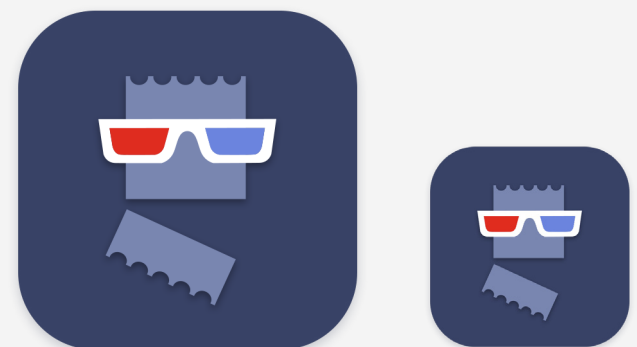
Button

The button red can be selected to switch to the next page. The button blue can not be selected due to lack of parts required in the current section.



Icon App

Icon of app TICKET on mobile and app store.



TICKET



SIMULATION OF FUCTION

<https://marvelapp.com/4f34dnhb/screen/31084694>

APP UI



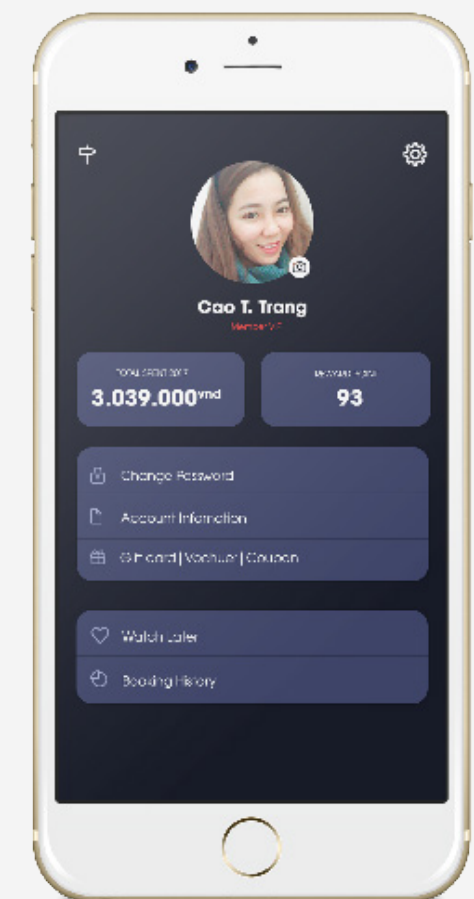
BUZZING SCREEN

Show top movies, users can book tickets faster with the "book now" shortcut.

USER

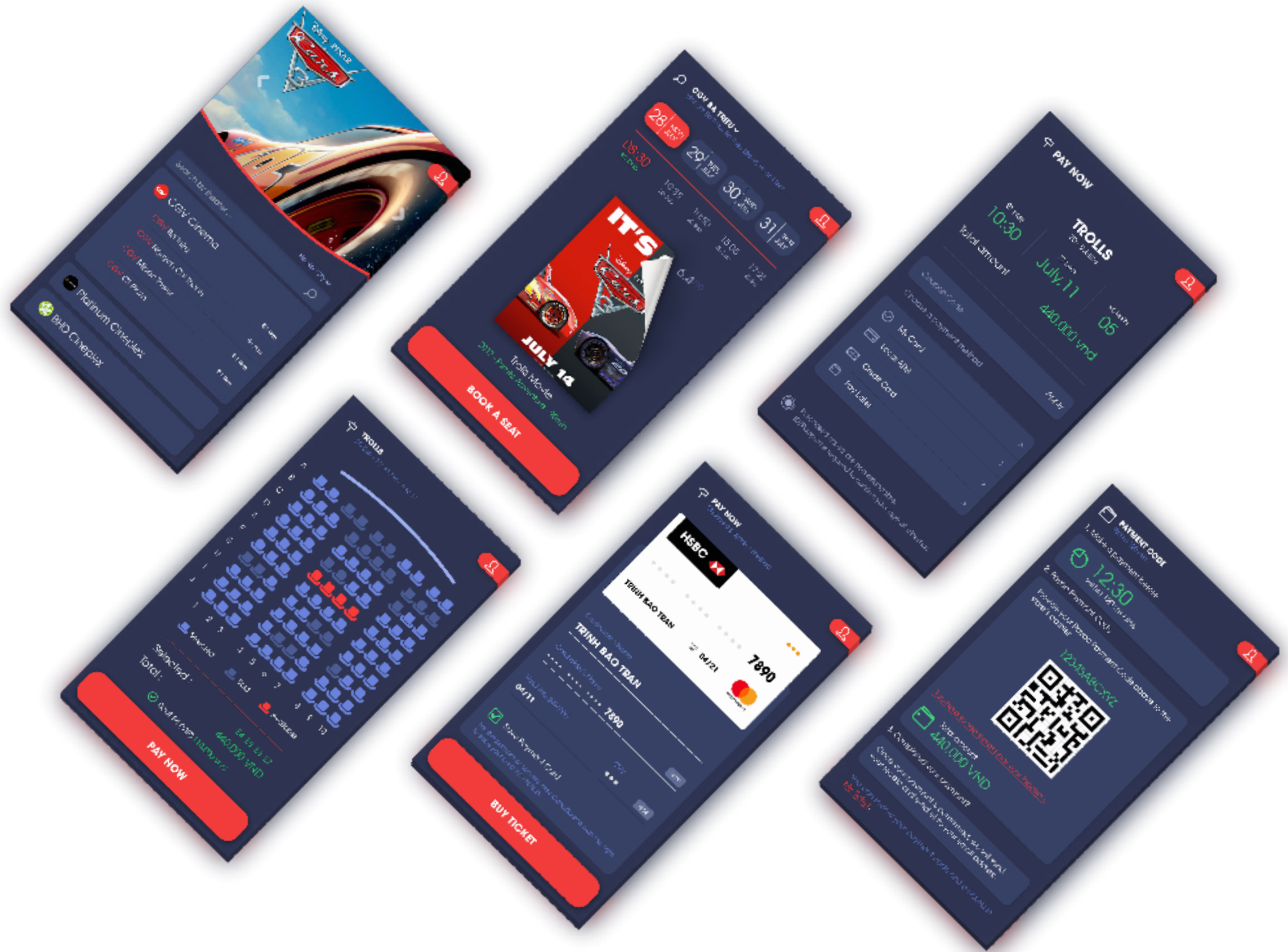
Watch later : Function to get notifications about detailed informations, the release date of the movie, related news, promotions of the movies have been marked by the user.

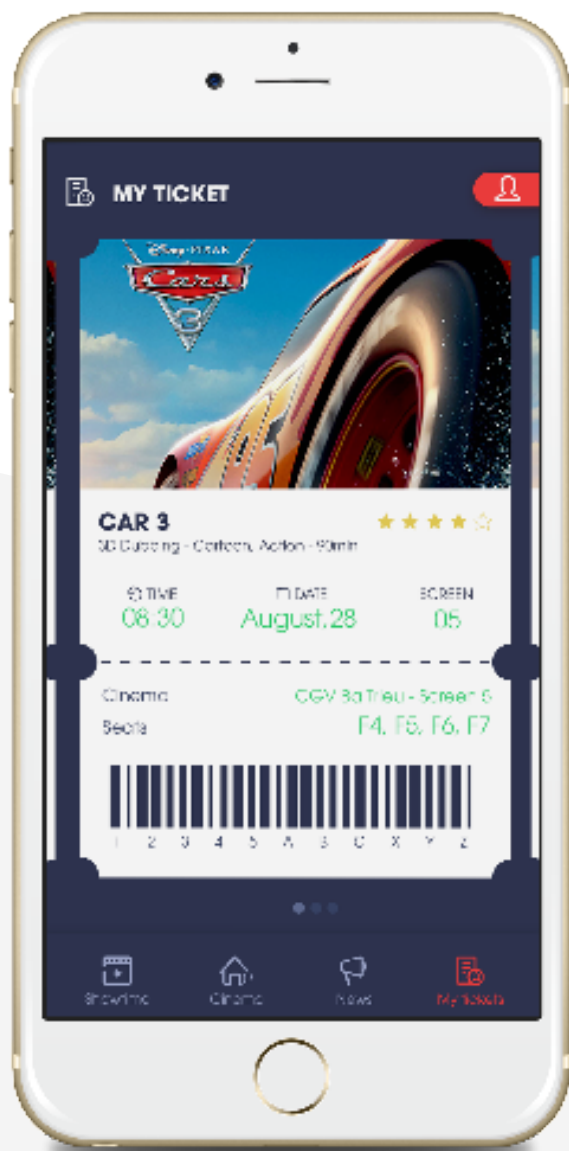
User information : loyalty points, membership privileges , card information were linked with app used for payment ...



BOOK NOW

How to book movie tickets online on this application :
 Select movie / select cinema - Select showtime and date - Select your favourite seat - Select payment method (my card, local ATM, credit card and paylater) - Pay.





MY TICKET

Show detailed information about movie tickets have been purchased by the user.



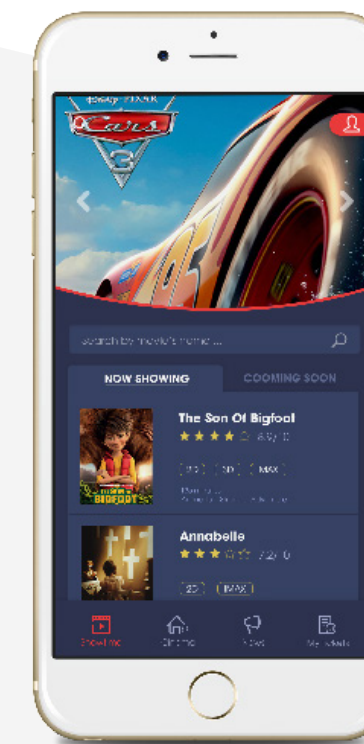
NEWS AND PROMOTION

Promotions information at all theaters : fixed discount dates (Culture day, Happyday, v.v.), movies's events related and more. News related to the movies being shown, upcoming movies



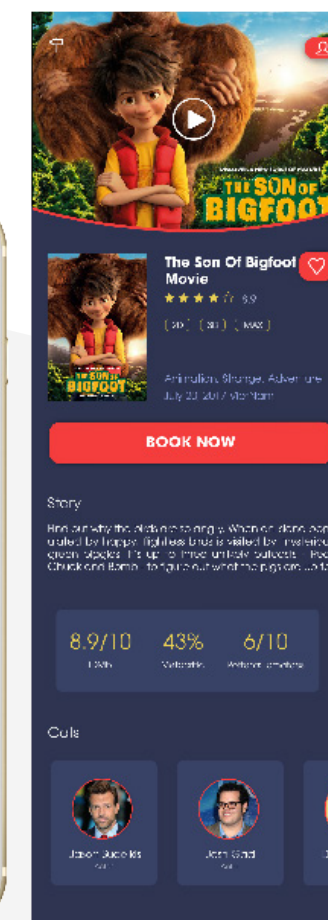
CINEMA & BOOK MOIVE

Movie ticket online booking by cinema. Follow nearly and brand.



SHOW TIME AND INFORMATION FILM

Showtime of now showing and upcoming movies.
Information: information related to a certain movie (story, artists, IMDb ...)





THANK YOU!

Capstone Project Document
TICKET - Movie ticket online booking

MEMBER NAME

STUDENT ID

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Trịnh Bảo Trân

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