

Cinema Hall Case Study

A local cinema hall owner plans to enhance the cinema hall booking done for the customers by their staff. Currently, cinema hall uses an online desktop application that restricts the staff to be in one place. However, customers access staff standing in different locations of the cinema hall and seek assistance from them. The owner needs to design an application for their staff to provide the cinema hall staff the facility to help customers at any location. So, he expects you to design a tablet-based application for the use of their staff within the cinema hall.

Below is a description of the application to be designed. The interface designs should include drawings done using a pencil/mock-up application (Ex: Balsamiq Mockups) to perform the below functionalities by the users.

Cinema hall has ten (10) theatres running different movies simultaneously. Customers expect different services from the cinema hall staff. Most customers book seats using the online application of the cinema hall. However, some customers want to book seats just before the movie start time. When a booking is done, the staff should be able to select a theatre that screens a specific movie. Then, the system should show the seating arrangement row by row with the seat numbers. It also should show the vacant seats separate from the seats that have already been booked. When the customer decides on a seat staff can book it for the customer. A customer may select a single seat or multiple seats at a time. Once the booking is confirmed, customer is allowed to pay by using a credit or a debit card. Once, the payment is done the customer is issued with a receipt and ticket(s). If a customer wants to pay by cash, the customer should be referred to the front desk.

Some customers want the staff to help them finding the theatre they booked. So, cinema staff should be able to find a theatre and view details of it and find the specific seat numbers using the customer's booking id. Some customers have lost their tickets and want the staff to print their tickets or allow them to the theatre. In such cases, cinema staff should be able to search for the booking using the customer details, date, time and the movie name.

Cinema hall also provides their car park ticket validation to enjoy extended car parking facility in the shopping centre (where the cinema hall is located). Normally shopping centre offers 3 hours free parking. However, the cinema hall customers can enjoy an additional 2 hours of parking.

The cinema hall offers member benefits and offers to regular customers. So, some customers want to register in the system with their details (name, address, contact details, etc.) so that the cinema hall can send notifications to customers time to time. You may consider other relevant tasks.

The cinema hall owner expects to provide a highly useable application with an excellent navigation and usability features so that they achieve the highest customer satisfaction. The cinema hall owner has commissioned you to design this tablet-based application and evaluate the usability of it initially with few users or by experts. If the initial design is successful, they expect it to be implemented in their cinema hall.

Note: you need to focus only on the usability and functional aspects of this tablet-based application to satisfy the functional, usability and business requirements. No need to focus on technical, hardware, network, software and other details.