# Crunchy Gap – Case study

Manuel La Porta

# Sharpen prompt

# Project overview

**The product:**

An innovative app which allows cinema spectators to order any snack they desire, without losing a frame of their favorite movie.

**Project duration:**

Summer project. (from June to July 2021)

Google

# Project overview

## The problem:

Queues as well as running out of snacks are just two of the major fears of passionate film buffs.

## The goal:

A proprietary app which allows cinemas to bring them the snacks they want or just letting them know if some of them are still available.
**All of this without waiting for any queues to move.**

# Project overview

## My role:

Lead UX Designer

## Responsibilities:

- Brand identity definition
- User Research
- Wireframing
- UI Prototyping

# Understanding the user

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

# User research: summary

I conducted researches with the specific aim to define at least 2 different groups of people with different age spans who love to watch movies at the cinema. The groups helped me to define a specific empathy map and better understand users' needs overall.

The results were significantly aligned with the first assumptions I made upfront about the struggle users feel whenever they have to guess the right time to buy some snacks and prevent any delay to get back to their seats.

# User research: pain points

**1**

## Time

Between movie breaks there is not so much time to going out the room and buy some snacks, especially when everybody has the same intentions.

**2**

## Visual struggles

The darkness inside a cinema hall may not help to handle situations with the right pace and speed.

**3**

## Time management

Going to the restroom or going out to buy some snacks?
Hardly you can accomplish doing both things. Making the continuation unpleasant.

*"Every frame is a new discovery, analyzing the techinques is part of the whole experience "*

## Goals

- Prevent any distraction during movie projections.
- Enjoy movies with alike friends and some good snacks to enrich the experience.

## Frustrations

- Endless queues outside the hall full of people waiting for their turn to order some food.
- Lack of food supplies for her celiac disease.

# Sarah Evans

**Age:** 14

**Education:** High school

**Hometown:** Denver,Colorado

**Family:** Lives with her parents

**Occupation:** Student

Sarah is a young and yet bright aspiring director. She loves to go to the cinema with her friends and whatch every generes of movie that tends to tickle her interest. However she suffers of celiac disease and the cinema does not always provide her the right snacks along with the standard ones.
So she is constantly uncertain about having something to eat during the projection.This uncertainty has led the girl to solve the problem bringing up food from home, but it is always an embarassing behaviour to explain to friends.

*"Despite the strict schedule my job demands, I hardly refuse to chill out with a good movie"*

## Goals

- Being able of buying food during the second half of the movie.
- Find the tranquillity and the calm that he does not have outside the theatre.

## Frustrations

- Being always behind of time doesn't ever allow him to stop by snack stores.
- The urge of going to the toilet prevent him to have time to buy food.

## Mark Alpert

**Age:** 36

**Education:** Economics degree

**Hometown:** Tallahassee,Florida

**Family:** Single, lives alone

**Occupation:** Regional manager

Mark has nothing to do with cinemas or movies in general according to his occupation, although cinema was a passion that he has carried on since he was very young.
Movies help him to distract from the overwhelming reality and despite the fact he has a very demanding job, he won't deny the opportunity to see the latest movie at the cinema. However, to accomplish the task he is even willing to skip lunches and dinners.

# Users Story

*"As a compulsive Cinema buff I want to be sure about the presence of food at the store, so I can avoid pointless queues and consequently losing parts of the movie"*

*"As a Manager in a very demanding job, I want to order in advance snacks so I can rely on the fact that even late I will be able to "*

# Users Story

**Persona: Mark**

Goal: Order a snack while he is still in the projection room

# User journey map

**Persona: Mark**

Goal: Order a snack while he is needs to go to the restroom

| ACTION | Get the app | Check snacks availability | Submit the order | Pay | Get the snack from your seat |
|---|---|---|---|---|---|
| **TASK LIST** | Tasks<br><br>A. Get to know about it<br>B. Download it<br>C.Sign in | Tasks<br><br>A. Select the cinema<br>B. Go to the snack section<br>C. Filter the research with what you prefer | Tasks<br><br>A. Complete the research.<br>B. Select your seat<br>C. checkout | Tasks<br><br>A. Pick the payment method<br>B. Check the summary<br>C. Pay | Tasks<br><br>A. Wait for the break time<br>B. Wait for the "tray guy"<br>C. Check everything is here |
| **FEELING ADJECTIVE** | User emotions<br><br>• Lost<br>• Curious<br>• intrigued | User emotions<br><br>• Disappointed<br>• Happy<br>• Tempted | User emotions<br><br>• Fulfilled<br>• Indecisive<br>• Firm | User emotions<br><br>• Fulfilled<br>• Engaged<br>• Disappointed | User emotions<br><br>• Surprised<br>• Dazzled<br>• Happy |
| **IMPROVEMENT OPPORTUNITIES** | • Sign, and other way to make people aware of the app.<br>• Free wifi | Area to improve<br>• Update constantly the store with goods availability | Area to improve<br>• Make the UX as fast and easy as possible | Area to improve<br>• Being sure to enable every popular payment method | Area to improve<br>• Sign to help recognize the seat number<br>• A summary page to check the receipt and everything ordered |

# Problem statements

**Problem statement:**

Sarah is a Student

who needs to know about

food properties in advance

because she suffers of

celiac disease.



**Sarah Evans**

**Age:** 14
**Education:** High school
**Hometown:** Denver,Colorado
**Family:** Lives with her parents
**Occupation:** Student

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So she is constantly uncertain about having something to eat during the projection.This uncertainty has led the girl to solve the problem bringing up food from home, but it is always an embarassing behaviour to explain to friends.

# Problem statements

## Problem statement:

Mark is a Manager who needs to avoid pointless queues at the store because he might have already skipped lunch/dinner.

### Mark Alpert

**Age:** 36
**Education:** Economics degree
**Hometown:** Tallahassee, Florida
**Family:** Single, lives alone
**Occupation:** Regional manager

*"Despite my job and a strict schedule, I hardly refuse to chill out with a good movie"*

### Goals

- Being able of buying food during the second half of the movie.
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Movies help him to distract from the overwhelming reality and despite the fact he has a very demanding job, he won't deny the opportunity to see the latest movie at the cinema. However, to accomplish the task he is even willing to skip lunches and dinners.

# Competitive Audit

- Goals & Methods
- Case study Navigation

# Goals & Methods

## Objective

The main goal of Crunchy Gap is to allow users to be able to order their snaks without the need of queuing at the store.

We audited other industry competitors to understand how the CG app compares

## Research Questions

Are they attracting the audience that they say they are speaking to?

How does their app look and feel?
Does the design complement the product?

Will the user get confused as they navigate through the app?

## Procedure

We reviewed these aspects of the competitors and their app design:

- Audience
- First thoughts
- User Interaction
- Visual Design
- Contents

# Navigation

Analysis of Hoyts App, one of the main potential competitor of Crunchy Gap

# Hoyts App



**Variety of section**

**Cinema selection**

**Dedicated section**

**Checkout window**
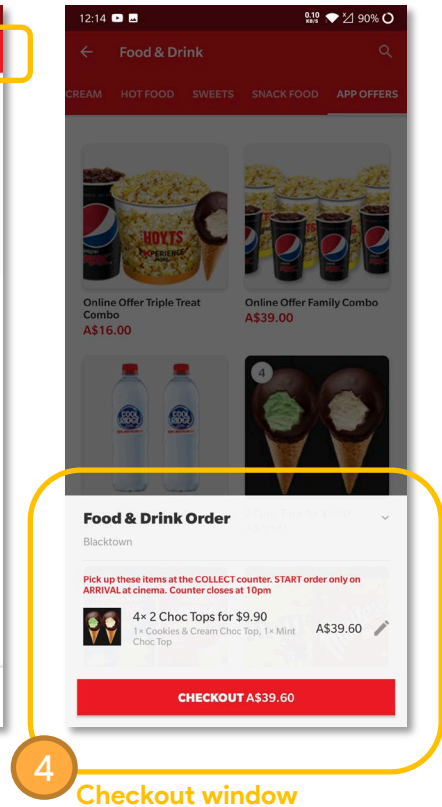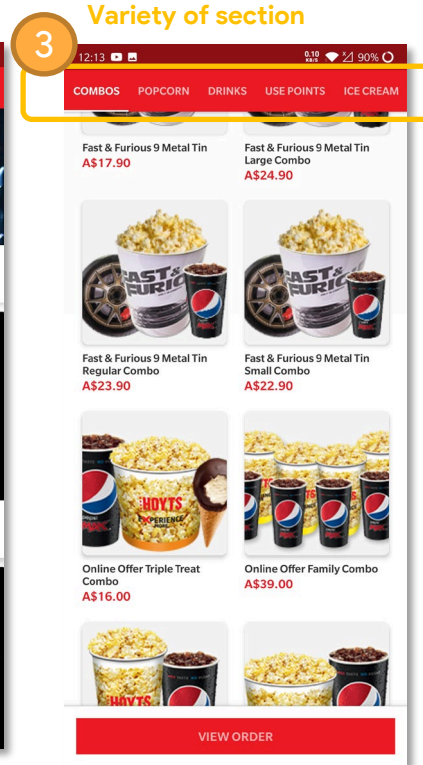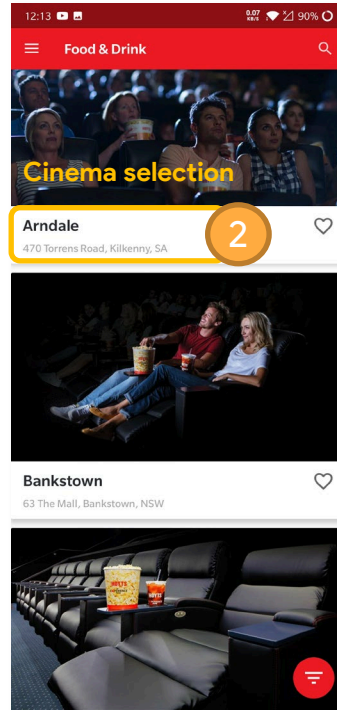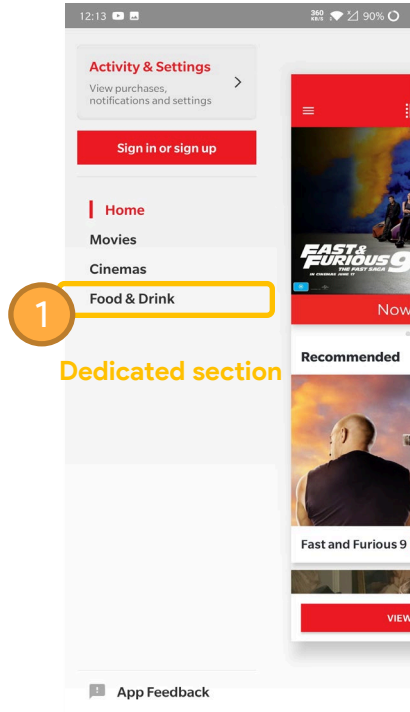
# Starting the design

- Digital wireframes
- Low-fidelity prototype
- Usability studies

# Digital wireframes

The main goal of the app, is to offer users several services and provide them information striclty related to the cinema they have previously selected.

Rather than just a "Food & Drinks" section, we can also spot a "Tips" Button and a "Movies" section.

Name of the specific cinema previously selected
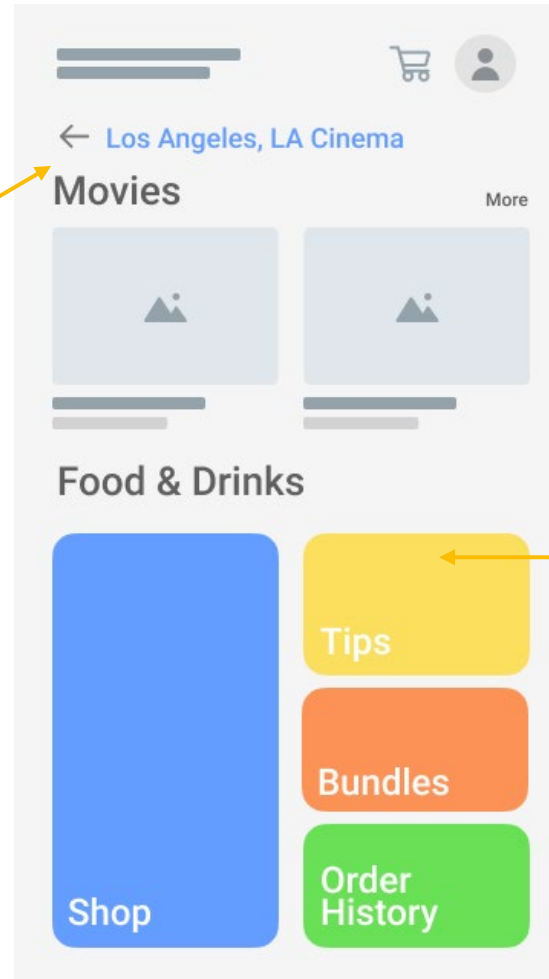
Shop and main app options section.

### Los Angeles, LA Cinema

**Movies**                    More

**Food & Drinks**

Tips

Bundles

Shop

Order History

# Digital wireframes

The Shop must have an easy and straightforward layout, allowing users to easy select and order their favourite snaks and beverage.

Other than an "all" page, I insert a quick organizer for the various types of products on sale.

Shop producs divided into sections
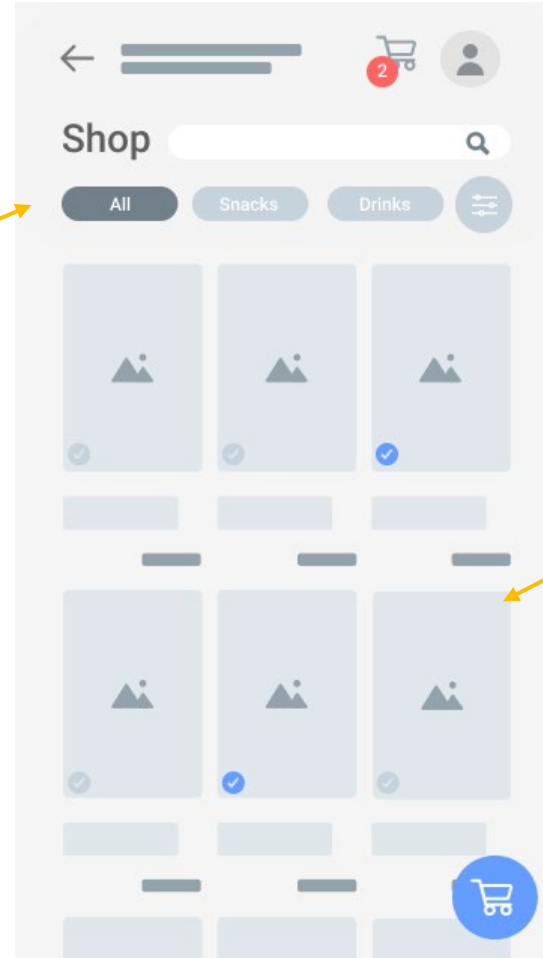
Very large image of the product to make it appealing and easy to define.

# Low-fidelity prototype

In the Low Fidelity we can clearly see how the whole design process was devised.

The main screen try to replicate the intended path the user should follow to order the products.

View the Crunchy Gap! [Low Fidelity Prototype](#)
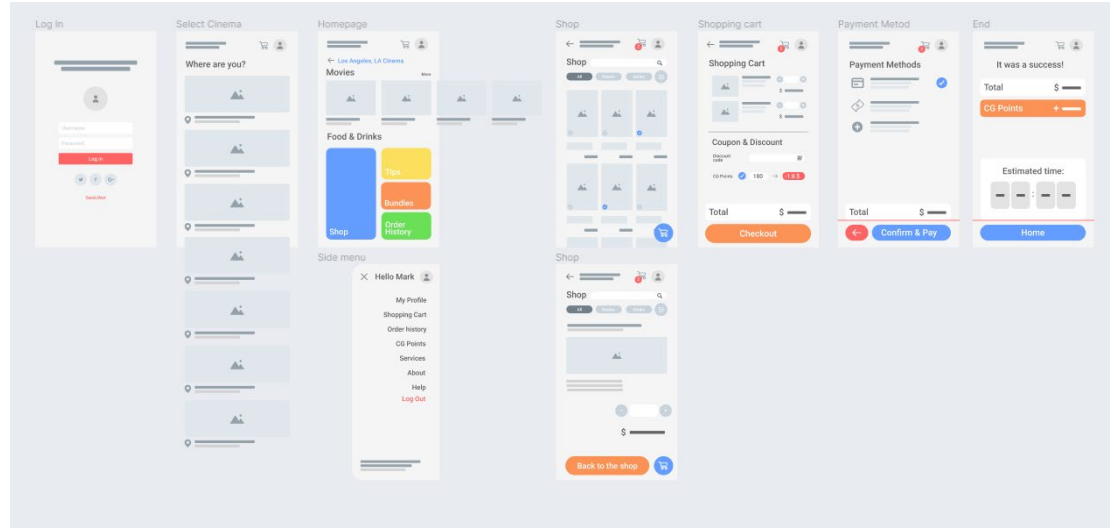
# Usability study: Affinity Diagrams

Based on an Unmoderated Usability study conducted on the Low Fi prototype, I have acquired some useful insights about minor improvements of the user-flow.
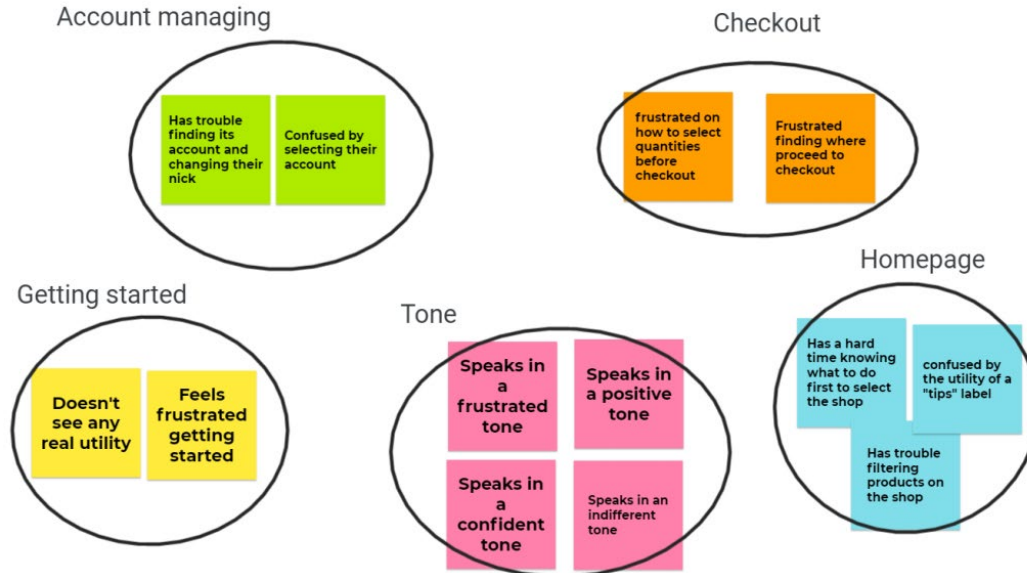
# Usability study: Insights

Based on an Unmoderated Usability study conducted on the Low Fi prototype, I have acquired some useful insights about minor improvements of the user-flow.

**Round 1 findings**

1. making the account page more accessible and visible.

2. making the shop button in the homepage stand out from all others hierarchy speaking

**Round 2 findings**

1. make the homepage more appealing with bright colours and images.

2. Add a "Seat Selection" section/button

# Refining the design

- Mockups
- High-fidelity prototype
- Accessibility

# Mockups

The early design didn't allow any kinds of pictures as visual aid to understand each button in the homepage. After the usability test i choose to add representative pictures in order to make the user-flow easier and intuitive.
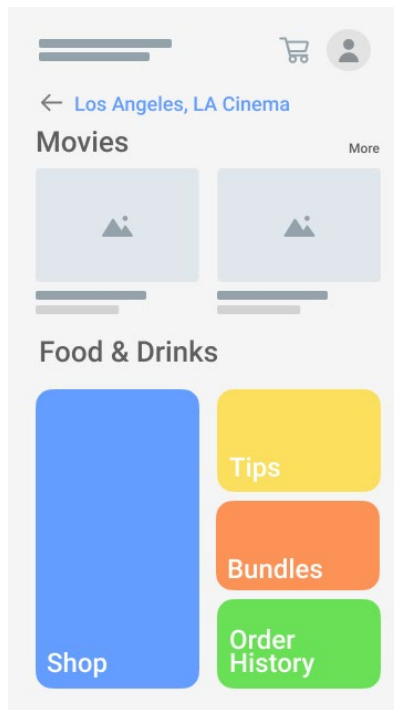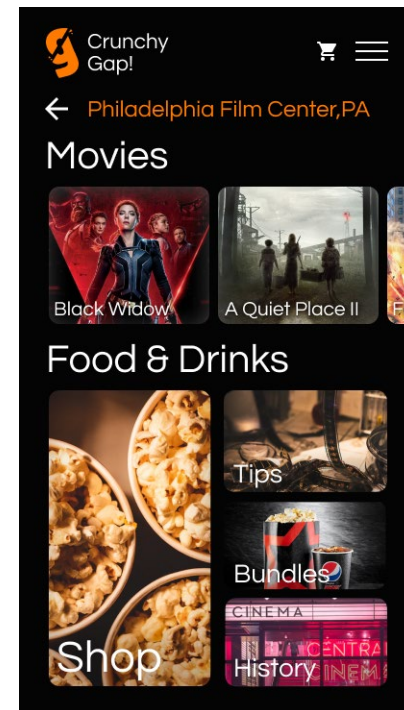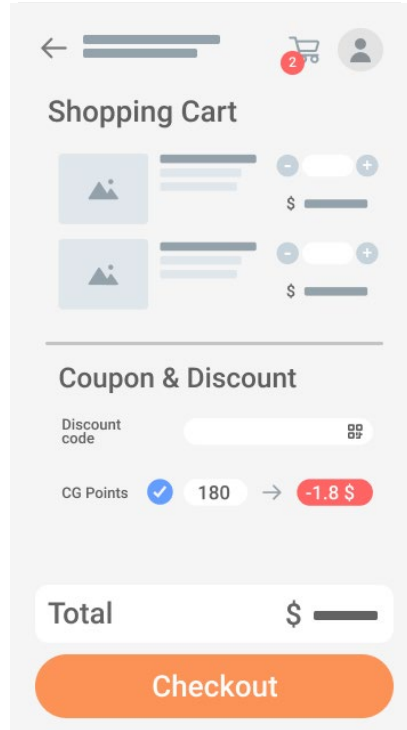
# Mockups

The checkout weight page was significantly reduced. Early on, the whole shopping cart section was excessively full.
After the Usability study i skimmed some pintless information, making the overall page more understandable.
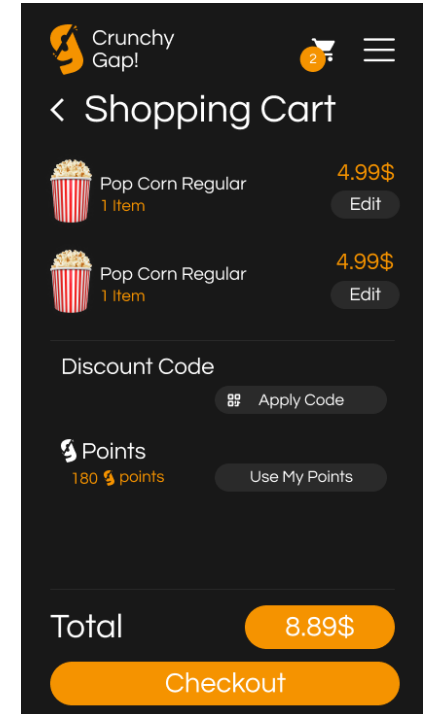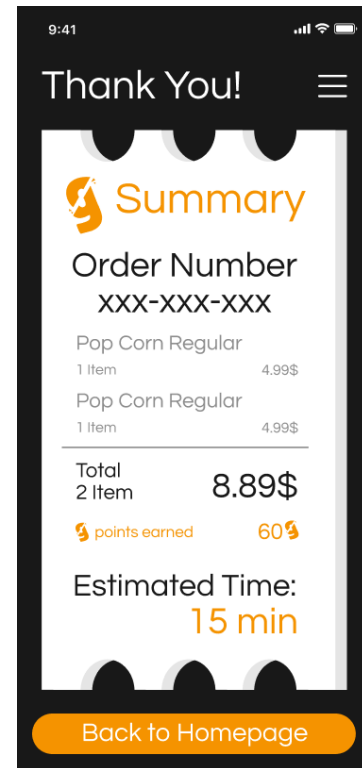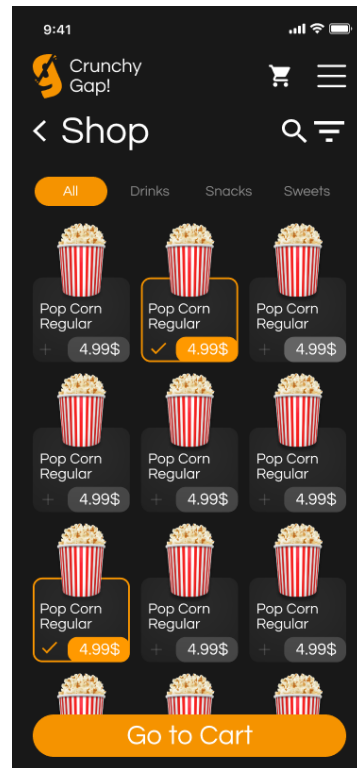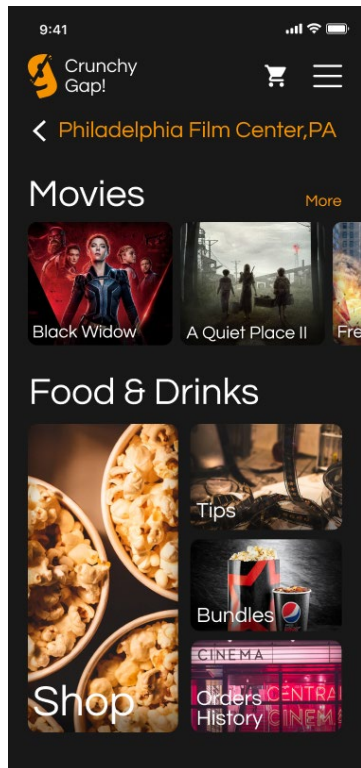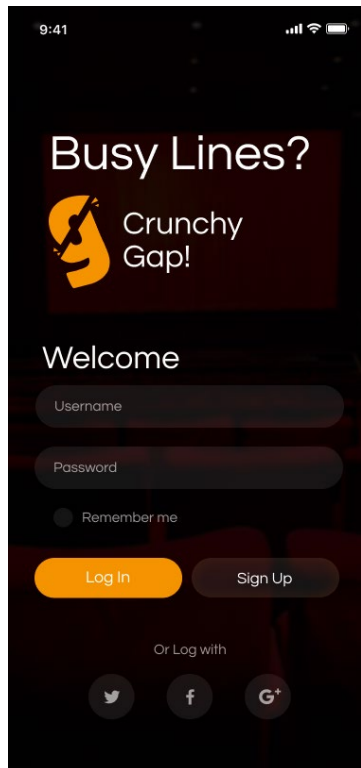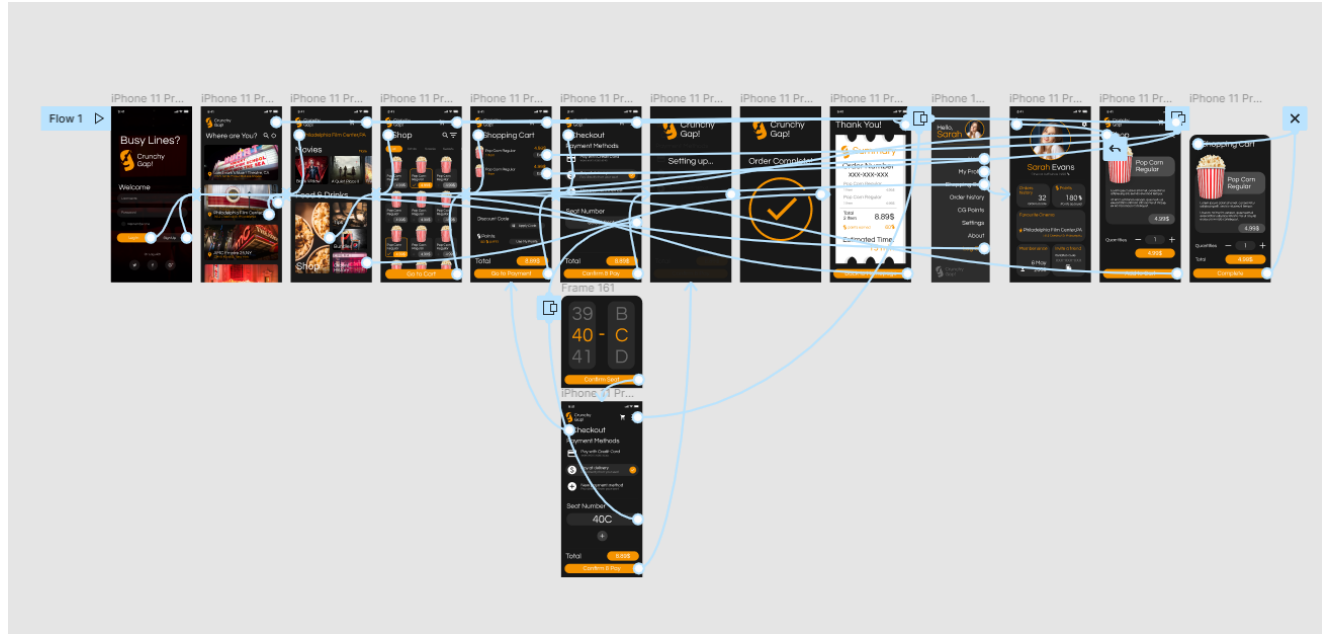
# Key Mockups

# High-fidelity prototype

The final high fidelity prototype presented cleaner user-flows for homepage and checkout. It also meet user needs for the main purpose of the app as well as more customization options before the confirmation.

View the Crunchy Gap! <u>High Fidelity Prototype</u>

# Accessibility considerations

**1**

The constrast created by the colors chosen is aligned with the WCAG standards.

With a score of 5.46:1

**2**

Although the app offers more options rather than it's main purpose, the user-flow to order from the shop is easy and straightforward.

Many Icons show and help the most crucial step throughout the whole process.

**3**

As users found pages pointlessly full, I proceeded to make the overall pages less busy,therefore more intuitive and easy to understand.

# Going forward

- Takeaways
- Next steps

# Takeaways

**Impact:**

The main goal of the app can be considered reached. I've tried with all myself to better understand every user need, revising and iterating based on feedbacks received from the usability study.

What I learned:

While designing the Crunchy Gap app, I learned that the first ideas for the app are only the beginning of the process. Usability studies and peer feedback influenced each iteration of the app's designs.

Moreover, I learned that UX is not only prototypes or graphs. It also requires a lot of back end studies related to the challenge you are going to face and the goal you want to achieve as a designer.

# Next steps

**1**

Conduct another round of usability studies to validate whether the pain points users experienced have been effectively addressed.

**2**

Conduct more user research to determine any new areas of need.

# Let's connect!

Thank you for your time reviewing my work on the Crunchy Gap app! If you'd like to
see more or get in touch, my contact information is provided below.

Email: [manulaporta98@gmail.com](mailto:manulaporta98@gmail.com)

Thank you!