

Cosmic Snax

Yafira Martinez

Project overview



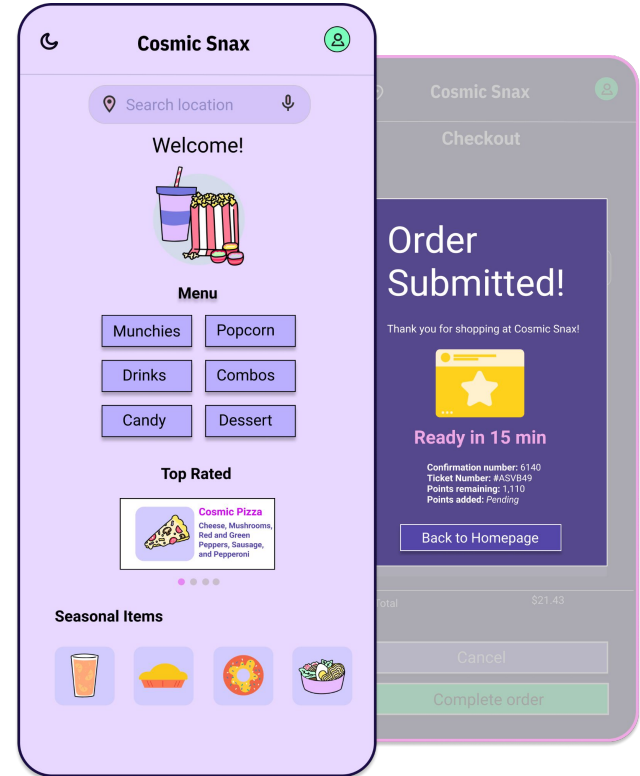
The product:

Cosmic Snax is a snack ordering mobile app designed for a movie theater to help you get your snacks faster just in time for your movie. We're creating a **Cosmic Snax** app to attract and retain customers in our online system. We want to create a product that can compete in the market, improve sales, and increase customer satisfaction. We are motivated to provide the fastest service and most convenient way to pre-order your favorite movie theatre snacks and drinks ahead of time directly from your mobile device bypassing long lines.



Project duration:

August 2021 to December 2021



Project overview



The problem:

Movie theater goers who can't stand waiting in long lines and are not able to get their snacks ahead of time.



The goal:

Design an app for movie theaters that allows users to easily order and pick up their snacks online and avoid long lines.

Project overview



My role:

UX designer designing an app for Cosmic Snax from conception to delivery.



Responsibilities:

Conducting interviews, paper and digital wireframing, low and high-fidelity prototyping, conducting usability studies, accounting for accessibility, and iterating on designs.

User research: summary



I conducted interviews and created empathy maps to understand the users I'm designing for and their needs. A primary user group identified through research was working adults who don't have time to cook meals.

This user group confirmed initial assumptions about Cosmic Snax customers, but research also revealed that long lines was not the only factor limiting users from ordering food and snacks at the movie theater. Ordering online comes with its perks.

Users needed a personalized way to make the checkout process run smoothly, concise, and they needed to be aware of their selections as they are adding them to their cart.

This included interests or challenges that make it difficult to get snacks at movie theaters.

User research: pain points

1

Time

Movie theater goers spend too much time in long lines waiting for their order and sometimes cannot wait since it's close to their movie showtime.

2

Accessibility

Platforms for ordering snacks and/or food are not equipped with assistive technologies.

3

IA

Text-heavy menus in apps are often difficult to read and order from.

Persona: Luna

Problem statement:

Luna is a busy working adult with an active lifestyle who needs easy access to snack ordering options to enjoy during a movie showtime. She would prefer a fast pickup service instead of bystandering in long lines.



Luna

Age: 29

Education: Master's degree

Hometown: San Francisco, CA

Family: Single, lives with cat

Occupation: Software Engineer

"I need a fast way to order my snacks on time before a movie so that I won't be late to my showtime."

Goals

- To minimize wait time
- To make time for other important things while waiting
- Be able to have a secure and timely option

Frustrations

- Waiting in long lines to make an order especially when feeling hungry
- "It's difficult to find fast and efficient service options near me"

Luna is a 29 year old Software Engineer from SF, California. She has an active lifestyle outside work from traveling to exploring and enjoys going to the movie theater often. She likes to snack during her viewings or sometimes even before if she can squeeze some time after a long workday. Luna wants to be able experience all types of snacks and experience a snack ordering app has to offer.

User journey map

Mapping Luna's user journey revealed how helpful it would be for users to have access to a dedicated snack ordering app for a movie theater, Cosmic Snax.

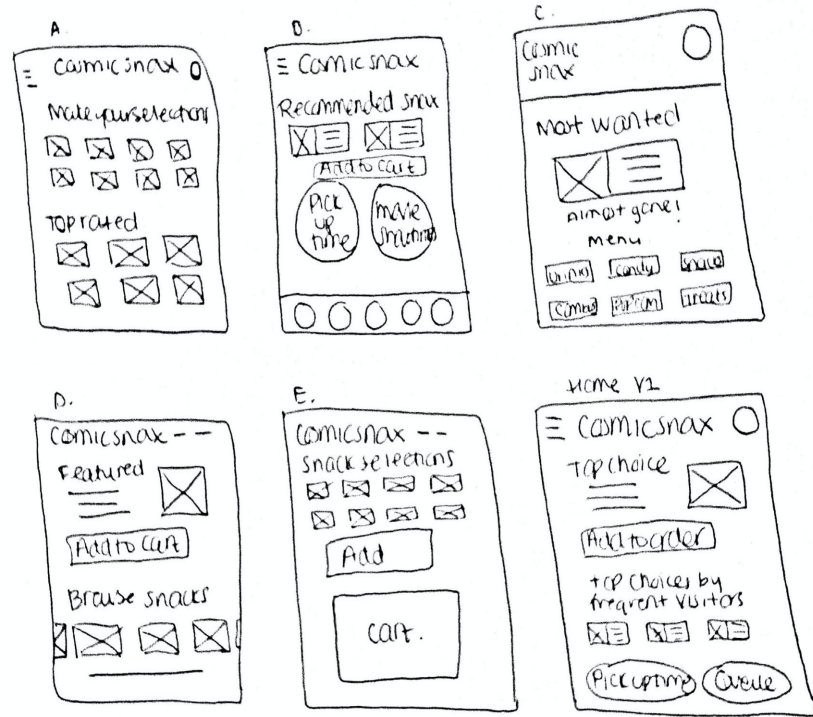
Persona: Luna
Goal: Find a fast snack ordering service for the movie theater.

ACTION	Select snack app service	Browse menu	Place order	Complete order	Pick up order
TASK LIST	Tasks A. Decide on food and snack type B. Search nearby movie theaters C. Select snack options in the movie theaters	Tasks A. Browse online menus B. Select menu items	Tasks A. Locate/Install app B. Confirm selections C. Place order	Tasks A. Confirm order B. Provide payment information C. Get next step instructions for picking up order	Tasks A. Go to movie theater B. Pick up food from express counter C. Inspect items D. Enjoy movie and snacks
FEELING ADJECTIVE	Overwhelmed by the lack of snack ordering apps Excited to find an option that can create that fulfillment	Annoyed at large amounts of text with limited visuals	Dissatisfied with the limited options in menus Anxious about having to remember order	Frustrated at the amount of time it takes for card readers to process payments Annoyed at time it takes to receive order	Happy to eat snacks and watch a movie after a long day
IMPROVEMENT OPPORTUNITIES	Create a dedicated mobile app for Cosmic Snax	Provide search filters Include images Optimize app for screen reader technologies and speech to text	Provide a simple checkout flow	Provide option to keep track of waiting queue in app	Include a rewards points program

Paper wireframes

Taking the time to draft iterations of each screen of the app on paper ensured that the elements that made it to digital wireframes would be well-suited to address user pain points. For the home screen, I prioritized a **quick and easy ordering process** to help users save time.

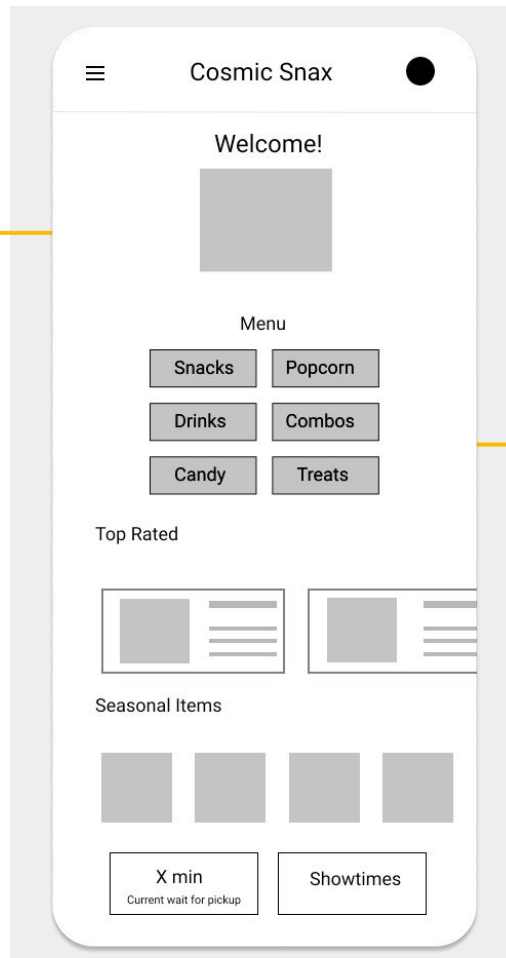
Element list: navigation, images, selections/options, buttons.



Digital wireframes

As the initial design phase continued, I made sure to base screen designs on feedback and findings from the user research.

A welcome message and avatar to make the user feel welcomed.

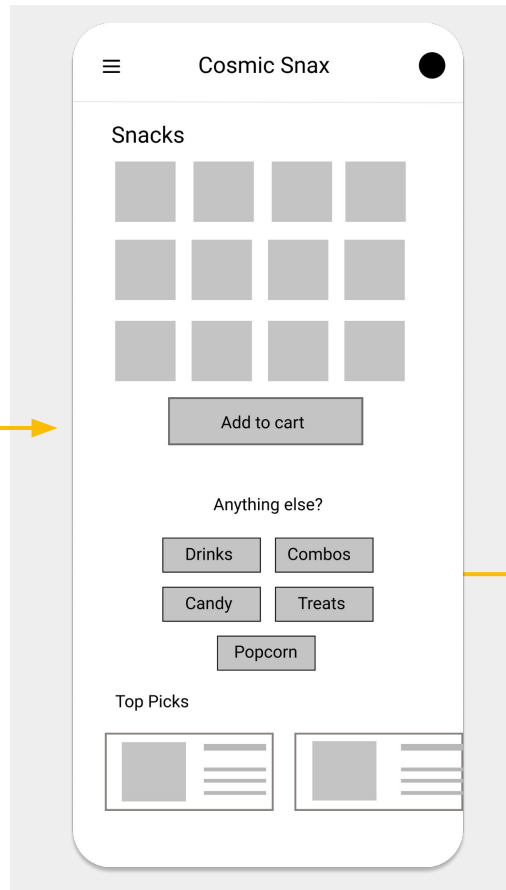


Selections for snack types

Digital wireframes

Easy navigation was a key user need to address in the designs in addition to equipping the app to work with assistive technologies.

This button in the middle of the home screen makes it fast and easy for users to order.

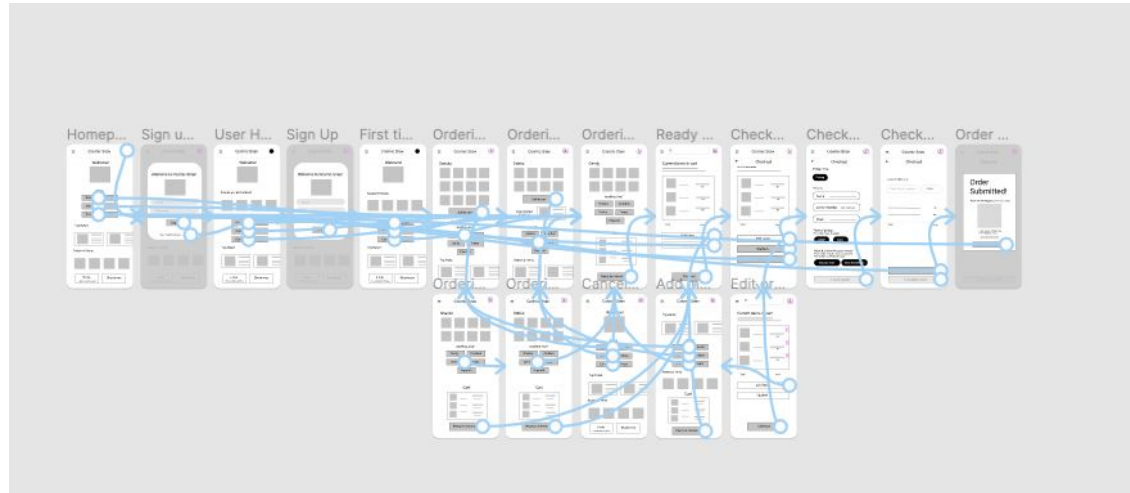


These buttons provide an easy option to navigate to another type of snack.

Low-fidelity prototype

Using the completed set of digital wireframes, I created a low-fidelity prototype. The primary user flow I connected was building and ordering a snack, so the prototype could be used in a usability study.

View here: [Lo-fi Prototype](#)



Usability study: findings

I conducted two rounds of usability studies. Findings from the first study helped guide the designs from wireframes to mockups. The second study used a high-fidelity prototype and revealed what aspects of the mockups needed refining.

Round 1 findings

- 1 Users want to order snacks quickly
- 2 Users want an option to have personal account
- 3 Users want to keep track of selected items in cart

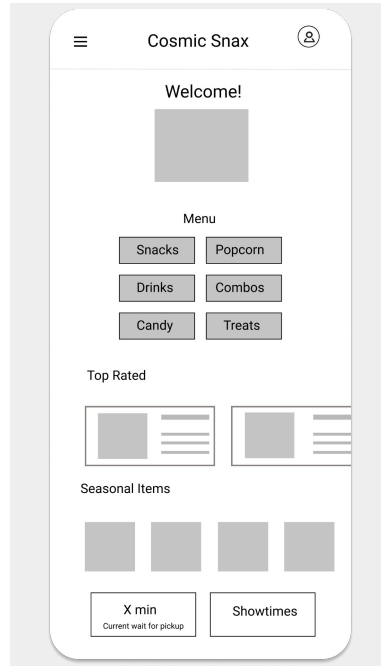
Round 2 findings

- 1 The checkout process has too many steps
- 2 There are too many snack selections

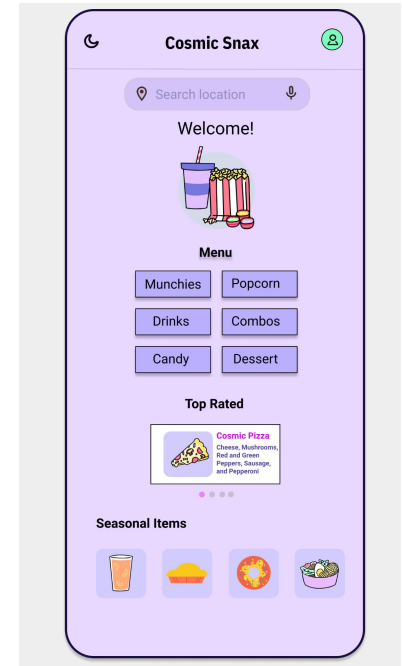
Mockups

Early designs allowed for some snack options, but after the usability studies, I added additional options to **choose types of food selections other than just snacks**. I also revised the design so users see **all the options** when they first land on the screen.

Before usability study



After usability study



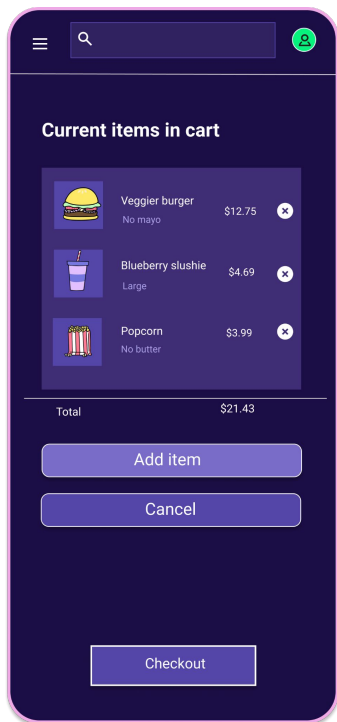
Mockups

The second usability study revealed frustration and confusion with the checkout flow.

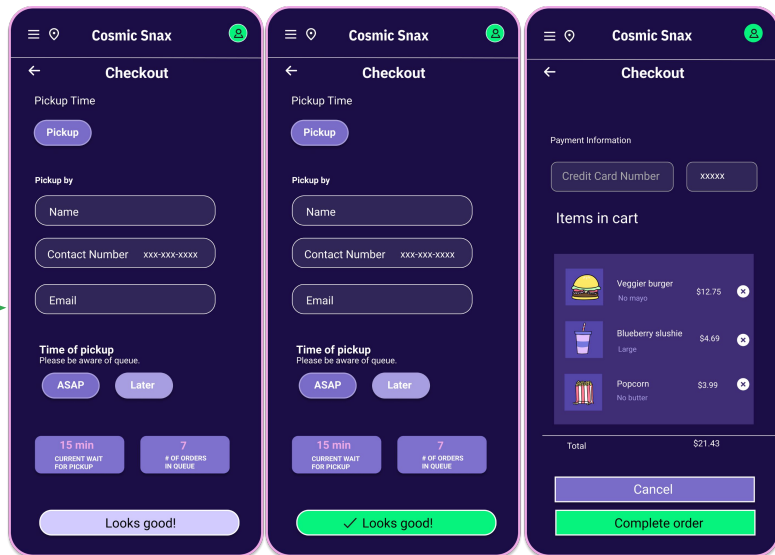
To streamline this flow, I consolidated the “Current order” and “Checkout screens” to **one “Order confirmation” screen**.

I also added the **pickup ASAP or Later option** to this screen and a way to keep track of queue.

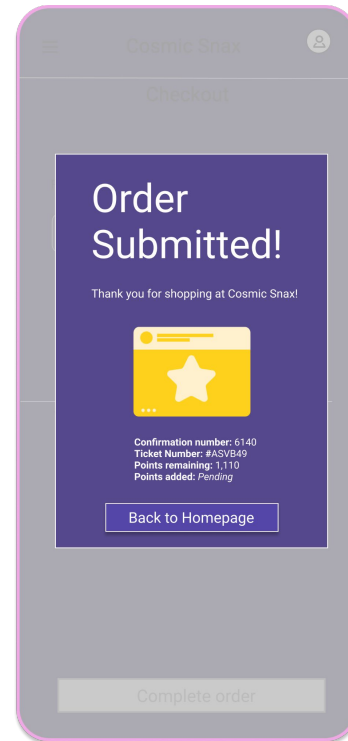
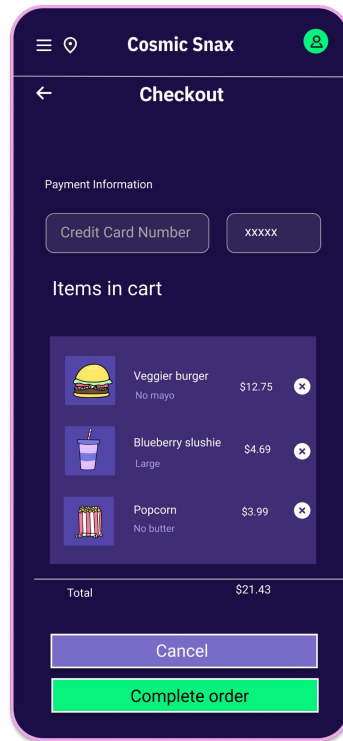
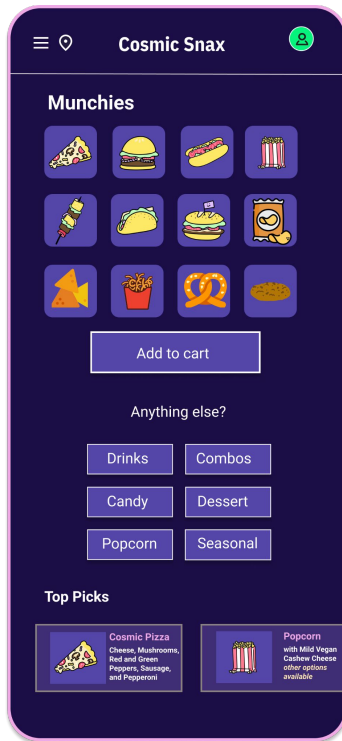
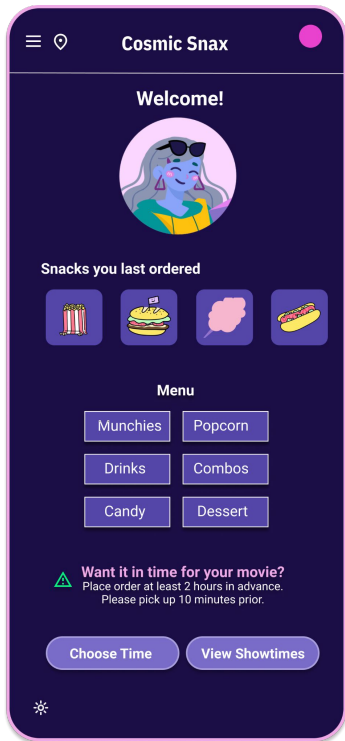
Before usability study



After usability study



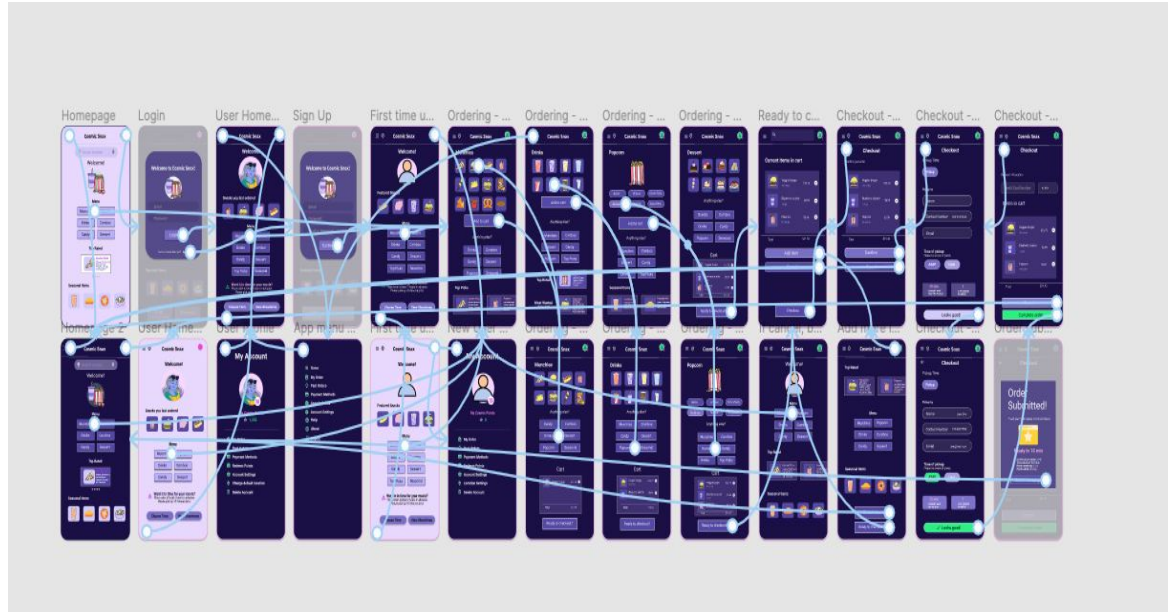
Mockups



High-fidelity prototype

The final high-fidelity prototype presented cleaner user flows for ordering snacks and checkout. It also met the user's needs for keeping track of items selected in cart and also keeping track of pickup time queue

View here: [Hi-Fi Prototype](#)



Accessibility considerations

1

Provided access to users who are vision impaired by adding a mic where they can order by speaking instead of typing.

2

Used icons to help make navigation easier.

3

Used detailed imagery for snacks, food, and drinks to help all users better understand the designs and distinguish between each selection.

Going forward

- Takeaways
- Next steps

Takeaways



Impact:

The app makes users feel like Cosmic Snax really thinks about how to meet their needs.

One quote from peer feedback:

"The app had a smooth sailing navigation. I also enjoyed the design - made it easy on the eyes for when ordering in the dark. I would definitely use this app next time I go to the movie theater! I never seen this much variety in snack options."



What I learned:

While designing the Cosmic Snax 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.

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.

3

Continue working on design of the app to make it easier and better for the user's satisfaction while still meeting all accessibility standards.

Let's connect!



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

Email: yfr.mrtnz@gmail.com