




# INTERACTION DESIGN:

## DESIGN PROCESS:

The diagram below details the steps that were used to design and develop an app for the mobile network brand O<sup>2</sup> to encourage the use of NFC technology.

 1. USER RESEARCH

 2. PERSONA

 3. APP HIERARCHY

 4. SCENARIO

 5. WIREFRAME ITERATION

 6. WIREFRAME'S

 7. FLASH ANIMATION

# O<sup>2</sup> APP DESCRIPTION:

The O<sup>2</sup> cinema app will be used to scan, book, and watch priority films. By utilising NFC customers will be able to organise book and receive tickets to the films they love.

The app will facilitate the effortless arranging of group cinema trips, allowing separate payments (through the use of O<sup>2</sup> wallet) and seat friends next to one another.

The customer can book tickets using their phone and not have to worry about collecting or printing the ticket before arriving at the cinema. The system aims to make the cinema experience more social through communication with friends and less hassle.

## USER PERSONA:

### Profile:

- 19 Year old.
- Employed in an entry level job straight from school.
- Sociable individual.
- Has alot of iOS devices and uses their features to organise elements of his life.



### Task & Experience Goals:

- Would like the process of booking cinema tickets to be improved.
- Would like it to be easier to make group bookings and to split the payment.
- Don't want to have to queue to pick up tickets if they are pre booked.

### App Use:

The icon's represent app's that the user would typically use.



## WIREFRAME ITERATION:

A journey was selected from the app hierarchy which details all the options the user could be faced whilst using the app. Wireframe's were created using Balsamiq to represent the specific journey. These were tested with users and adjusted accordingly.

