

# Design Rationale

After users login to the app, they are greeted by a homepage very similar to the landing page we designed in our term project. There is a banner for featured films, and at the bottom we have the posters for the films offered at each cinema. Users can tap to switch between Princess Twin and Princess Original. This allows users to quickly see what is currently playing in both theatres, and keeps the design consistent with their website and brand.

If the user taps on "Buy Tickets", as seen on the homepage, they are taken to a page where they can select the showtime, the number of tickets, and their form of payment. Three simple steps. Once the users clicks confirm, they would receive their tickets through e-mail. This saves users from having to visit multiple pages and open a PayPal account.

Tapping on the profile icon in the top right corner, users can tap "Profile" and are taken to their profile. This page gives a quick overview of everything about the customer, and the "Edit info" button at the bottom of the page allows them to edit anything they may need.

At the top, we see "Total Points". In my design, I created a points and level system as a way to keep customers engaged. Customers earn points with each ticket they purchase, and they can also earn points by playing the trivia offered in the app. After earning a certain amount of points, the user reaches another level. Earning points and levelling up gives users benefits and discounts not offered to non-member customers. Tapping on the profile icon again, users can hit "Rewards". This is where users can redeem their points to purchase rewards.

Next in the profile icon menu we have "Weekly Trivia". Here, I had the idea that Princess Cinemas could post a weekly trivia contest every Friday night. Users only have a limited amount of time to answer each question to avoid cheating, and for each question they get right, they earn points. We also have "Pre-show Trivia" in the profile icon menu, and this is the trivia that takes place right before a film at Princess Cinemas. Users need to enter the code they see on the screen at the theatre, and they can join the trivia. Again, each question a user gets right earns them points!

There's also a settings page where users can choose what they would like to be kept up to date with through push notifications on their phone, and whether or not they want to be on Princess Cinemas' mailing list to receive products such as film guides in the mail.

I didn't design the pages for showtimes, events, or "About Princess Cinemas," as they were designed in our term project and would remain similar but optimized for mobile. The focus of this design was to showcase the potential Princess Cinemas has for engaging their loyal followers at home and rewarding them for their loyalty. As was mentioned, the customers of Princess Cinemas are film enthusiasts educated in the industry and history of film, and I find that weekly and pre-show trivia would be a great way to keep their current customers engaged, and bring in new clientele to grow their business.