NAIRABOX

CASE STUDY

DURATION: 12 WEEKS

DESIGN PROCESS

STRATEGY 01

Problem
Briefing
Calendar
Project repository

STRATEGY 02

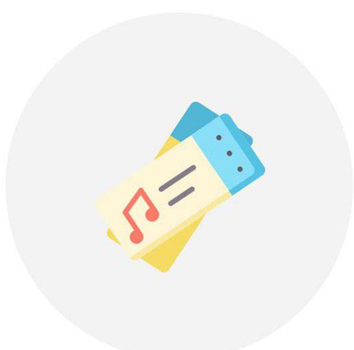
Personas
JTBM
CJM
Use Flow

PROCESS 03

Functional analysis
Competitive analysis
Information architecture
Wireframe
Prototype

DESIGN 03

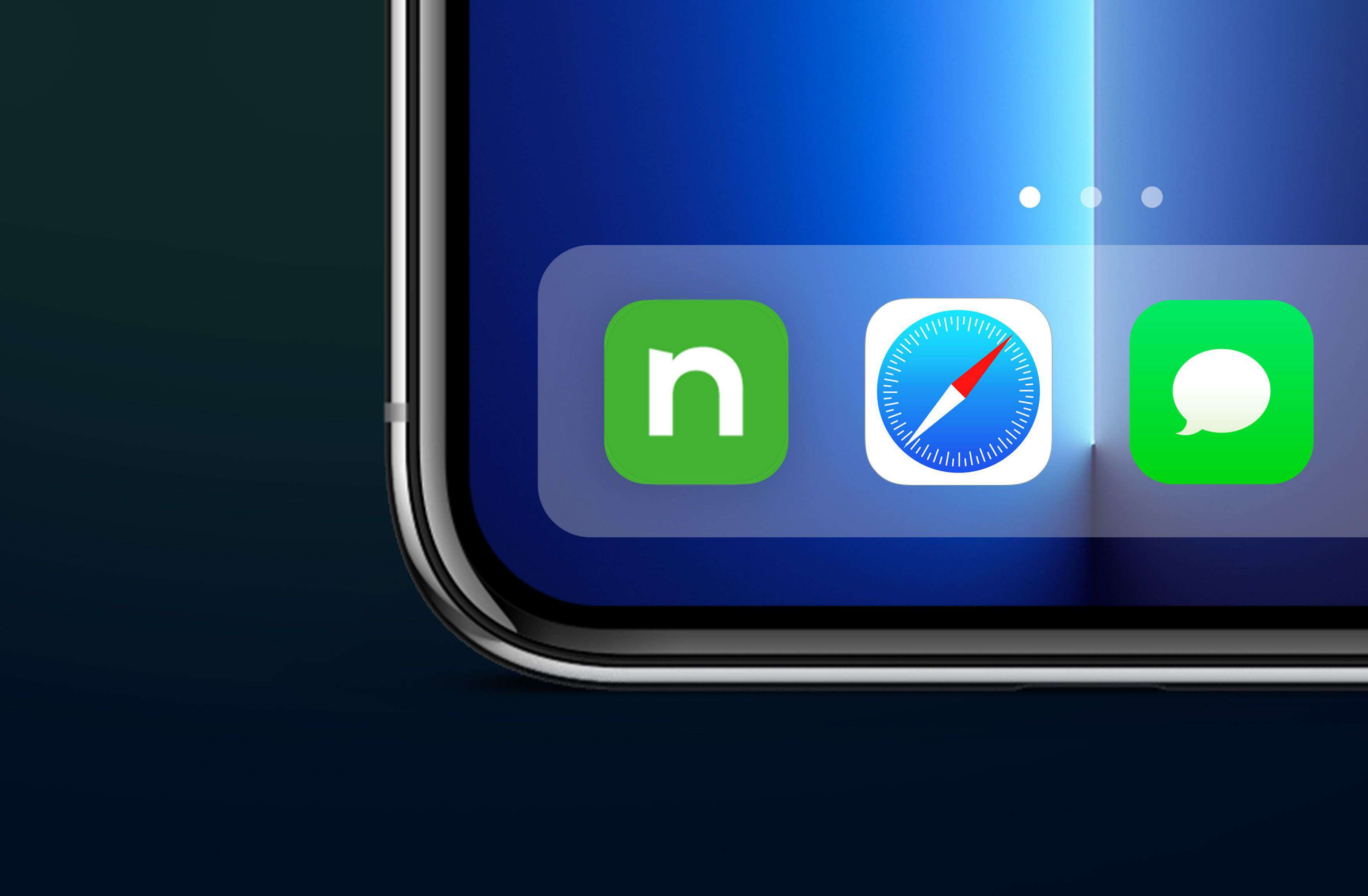
Concept
Design system
Animation
Finalization



TEST 03

Delivery to developer
Icon
New feature

Current Location
Lagos State, Nigeria
Search for movies and cinemas
All
Action
Romance
Adventure
Now Trending
See all
Now Showing
Home
Subscription
My Ticket
Wishlist
Reseller
N2,000
Welcome Here
Peter Omiwole
Search event or movies
TURNING RED
Nairabox Cinema
Nairabox Event
Movie Subscription
Beach Location
Current Location
Lagos State, Nigeria
Search for movies and cinemas
All
Musical
Fashion
Food & Drink
Upcoming Shows
See all
LANDMARK LEISURE BEACH VICTORIA ISLAND, LAGOS
JAN 6TH 2023
Trending Shows
See all
DECEMBER 30
VIBES ON THE BEACH
LANDMARK BEACH, LAGOS
Vibes on the Beach
Landmark Beach, Lagos, Nigeria
Home
Subscription
My Ticket
Wishlist
Reseller



LAUNCH SCREEN

MY DESIGN PROCESS

Empathize:

In this initial stage, I seek to understand the users I am designing for. This involves putting aside assumptions and immersing themselves in the users' experiences to gain insights into their needs, emotions, and challenges. I conducted interviews, surveys, and observations to empathize with the users and develop a deep understanding of the problems they face.

Define:

Once I have gathered ample insights from the empathize stage, the next step is to define the problem clearly and concisely. This involves synthesizing the information collected during the empathize stage to identify the core issues that need to be addressed. The goal is to create a well-defined problem statement that guides the design process in the right direction.

Ideate:

Ideation is the stage where creative solutions are brainstormed. I, often working in teams, generate a wide range of ideas without any judgment. The focus is on quantity and diversity of ideas rather than quality at this stage. Various brainstorming techniques, such as mind mapping, sketching, and brainstorming sessions, are used to encourage innovative thinking.

Prototype:

In the prototype stage, I create tangible representations of the ideas generated during the ideation phase. Prototyping can take various forms, including sketches, wireframes, mockups, or even interactive prototypes, depending on the context of the design project. Prototyping allows me to visualize their concepts and test them quickly and inexpensively.

User Personas

Daniel Babalola

Gender: Male

Age: 28

Occupation: Digital Marketing Executive

Background:

Daniel is a 28-year-old professional living in Lagos, Nigeria. He works as a digital marketing executive in a reputable advertising agency. Daniel is tech-savvy, always on the lookout for new apps and technologies to enhance his lifestyle. He enjoys spending his weekends exploring the vibrant entertainment scene in Lagos, attending concerts, movies, and beach parties. Daniel is highly social and values experiences over material possessions.

Goals and Behaviors:

Entertainment Enthusiast:

Daniel loves exploring new movies, concerts, and beach events happening in Lagos. He seeks convenience and efficiency when booking tickets for these events.

Tech-Savvy:

Daniel prefers using mobile apps to manage his entertainment choices. He appreciates intuitive interfaces and smooth navigation in the apps he uses.

Social Connector:

Daniel often plans outings with his friends and values apps that allow him to easily coordinate group events. He often buys tickets for his friends and appreciates options for group bookings.

Budget-Conscious:

While he enjoys entertainment, Daniel also looks for good deals and discounts. He appreciates loyalty programs and offers that help him save money on his entertainment expenses.

Needs and Pain Points:

Convenience:

Daniel needs a seamless and hassle-free ticket booking experience for movies, concerts, and beach events in Lagos.

Reliability:

He wants a platform that provides reliable information about events, including schedules, venues, and ticket availability.

Social Integration:

Daniel values the ability to invite friends and purchase tickets for them directly within the app.

Cost-Effectiveness:

He looks for affordable ticket options and appreciates discounts, loyalty rewards, and cashback offers.

User Personas

Ngozi Nnechemdu

Gender: Female

Age: 25

Occupation: Entrepreneur

Background:

Ngozi is a 25-year-old fashion designer residing in Lagos, Nigeria. She owns a small boutique where she creates unique, trendy outfits for her clients. Ngozi is creative, outgoing, and enjoys spending her free time with friends and family. She loves attending movie premieres, fashion events, and beach parties, appreciating the vibrant culture and diverse entertainment options in Lagos.

Goals and Behaviors:

Fashion-forward:

Ngozi is always updated with the latest fashion trends and enjoys attending fashion events and runway shows in Lagos.

Social Butterfly:

She loves socializing and attending events with her friends. She often takes the initiative to plan outings and explore new places.

Mobile-First:

Ngozi relies heavily on her smartphone for various tasks, including managing her boutique's social media, communicating with clients, and, of course, booking tickets for events.

Spontaneous:

Ngozi often makes plans on the go and appreciates apps that allow her to quickly find and book tickets for last-minute events.

Needs and Pain Points:

Event Discovery:

Ngozi wants an app that suggests trending and upcoming events in Lagos, especially fashion shows, movie premieres, and beach parties.

User-Friendly Interface:

She values apps with simple, intuitive interfaces that allow her to browse events, view details, and purchase tickets effortlessly.

Group Planning:

Ngozi frequently plans outings with her friends, so she needs features that facilitate group bookings and make it easy to invite others.

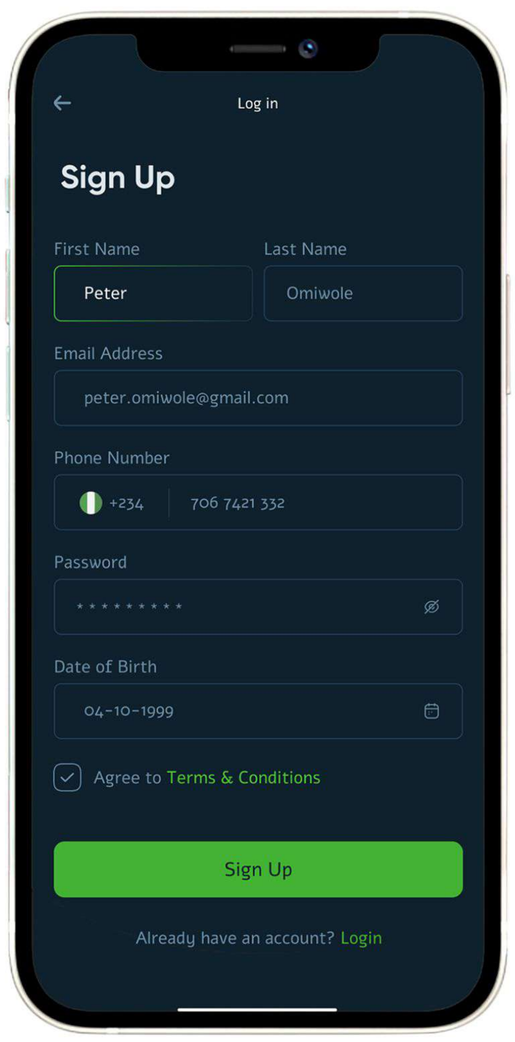
Fashion Events:

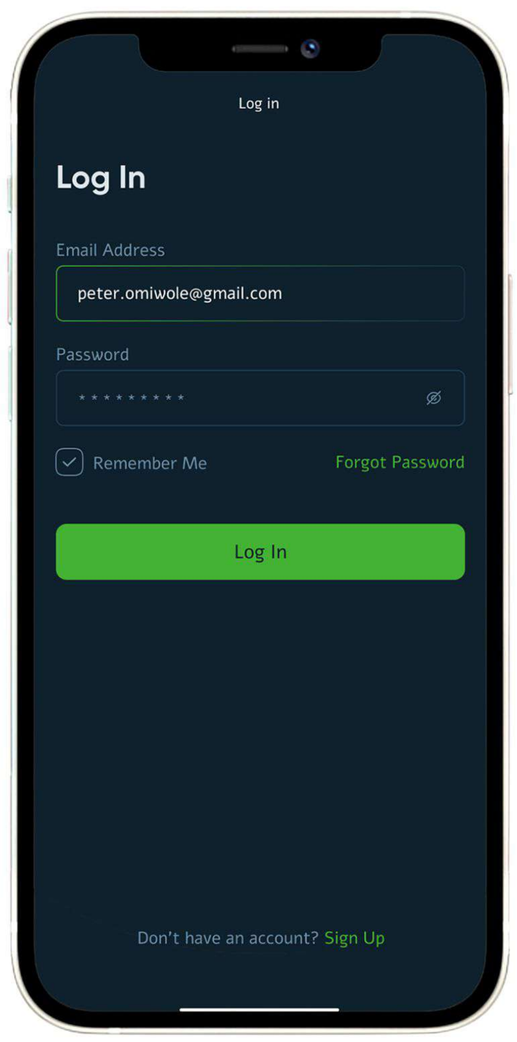
As a fashion enthusiast, Ngozi looks for a platform that highlights fashion-related events, showcases designers, and provides exclusive access to fashion shows and VIP experiences.

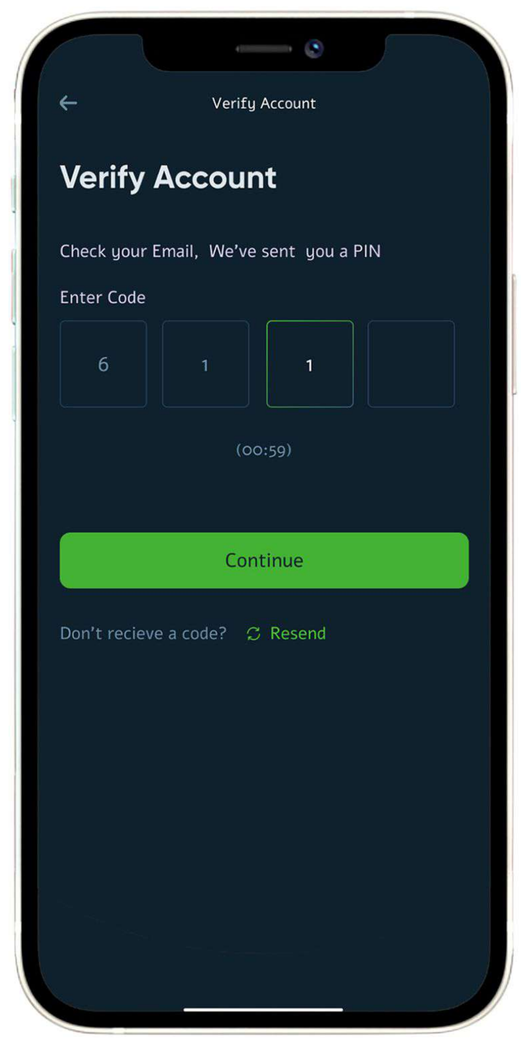
STRUCTURE

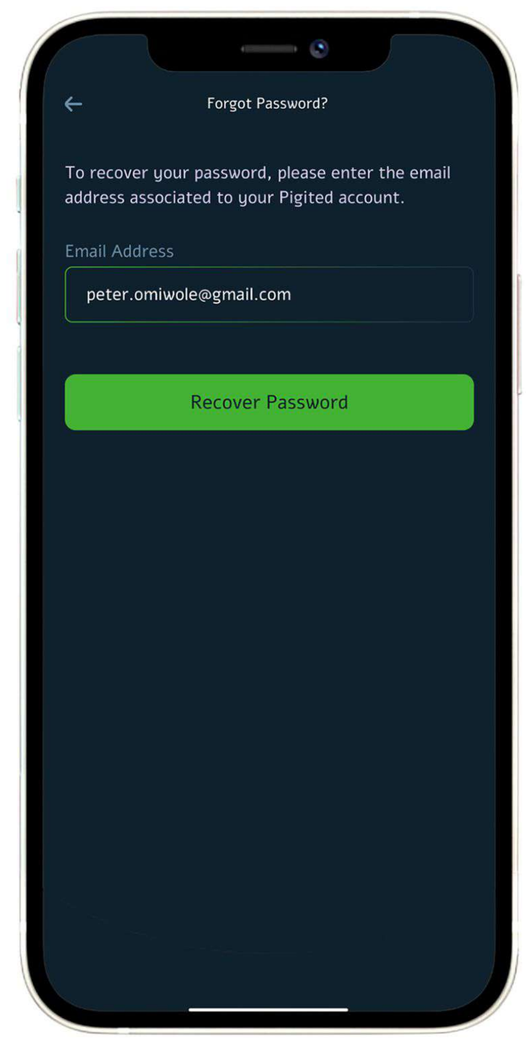
- LAUNCH SCREEN
- ONBOARDING
- REGISTRATION/LOGIN
  - CHOOSE COUNTRY
  - SIGN-UP
  - CREATE/RECOVER PASSWORD
- HOME
- SUBSCRIPTION
- WISHLIST
- RESELLER
- USER PROFILE
- EVENT
  - EVENTS PAGE
  - EVENT INFORMATION
  - TICKETS PAGE
  - CHECKOUT PAGE
  - PAYMENT METHOD PAGE
  - MY TICKETS PAGE
- CINEMAS
  - AVAILABLE TICKET PAGE
  - MOVIE INFORMATION
  - TICKETS PAGE
  - CHECKOUT PAGE
  - PAYMENT METHOD PAGE
  - MY TICKETS PAGE
- USER ACCOUNT
  - PROFILE SETTINGS
  - DEBIT CARD SAVED
  - NOTIFICATION
  - CUSTOMER CARE
  - SETTINGS
  - MACHANT PAGE

LOGIN/REGISTRATION

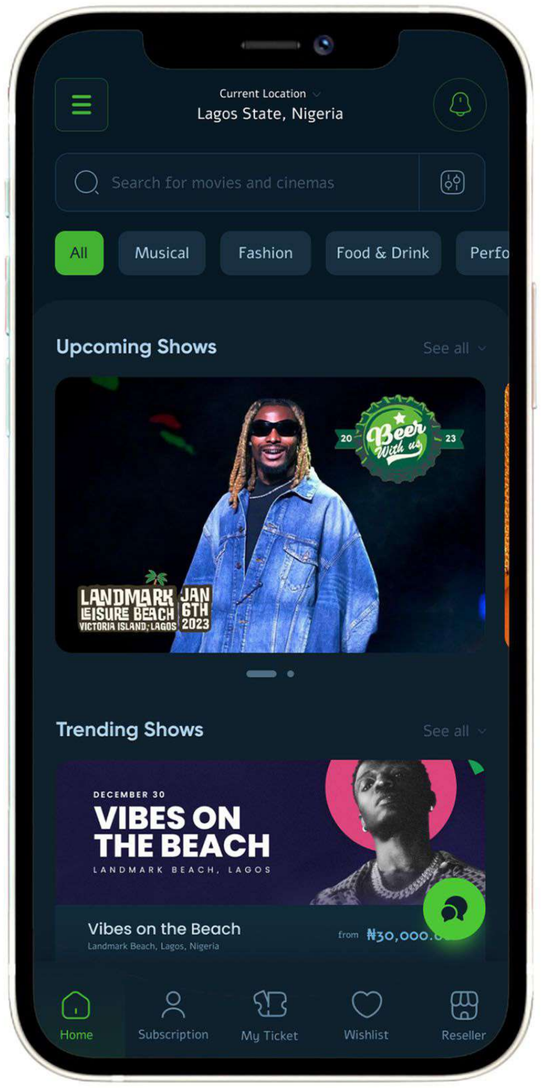


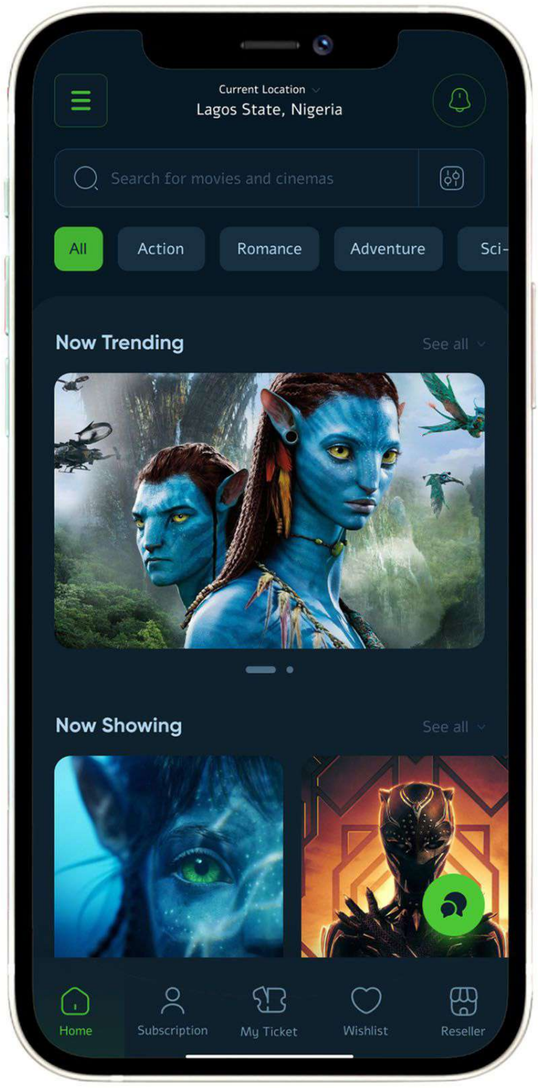




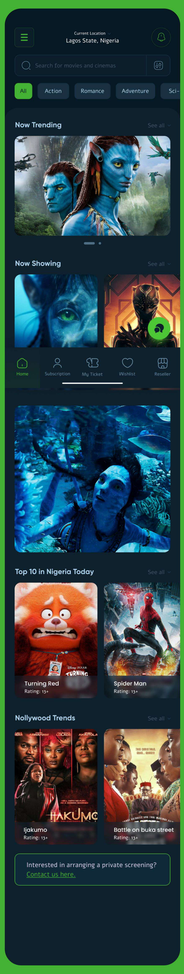


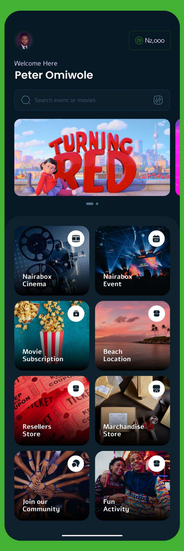
MAIN SCREENS

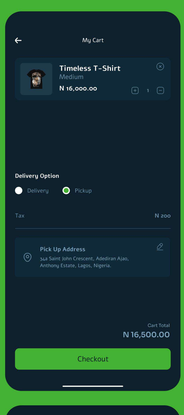


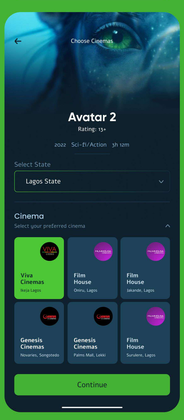


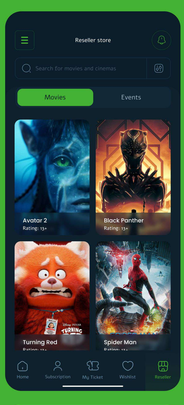
MORE SCREENS

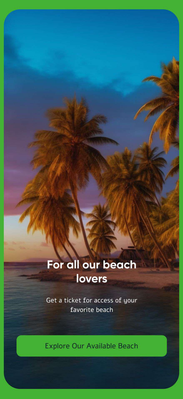


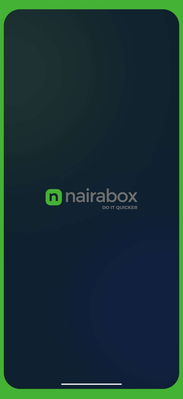


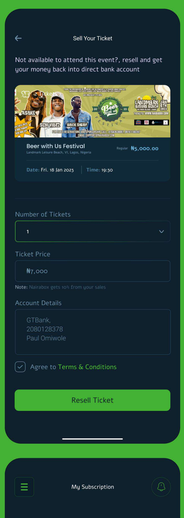


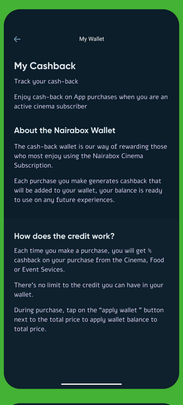


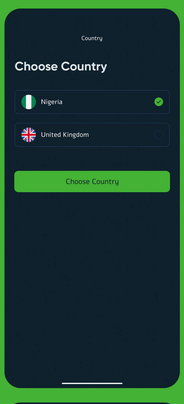


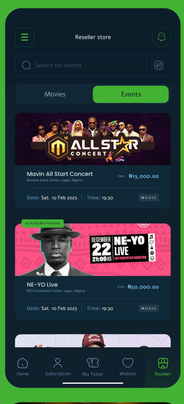


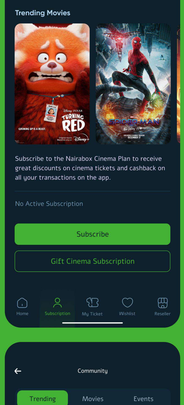


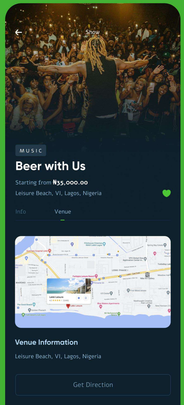


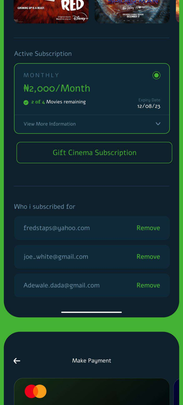


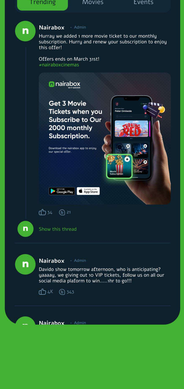


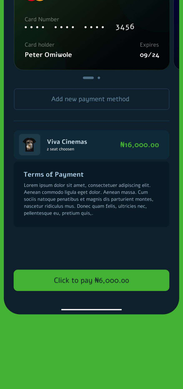












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DO IT QUICKER

Thank You for Watching