NOW SHOWING

BIXSCREEN
THE INTERACTIVE MOVIE KIOSK

PROBLEM → USER RESEARCH → PROTOTYPE → USABILITY

TOUCH INTERACTION

GESTURE INTERACTION

SKETCHING

INTERMEDIATE TOUCH PROTOTYPE

FINAL TOUCH PROTOTYPE

INTERMEDIATE GESTURE PROTOTYPE

FINAL GESTURE PROTOTYPE

JUNE

YONG JI
"HACKER"

ANTONIO
"DRAGON"

SOOMIN
"MYSTERY"

SEAN
"UNDER-COVER"

ANATOLE
"ACES"

2014

THE AMAZING SPIDER-MAN 2
Starts in 01/18

$30.00

THE AMAZING SPIDER-MAN 2
Starts in 03/28

LOOPER

SKYFALL

007

THE FUGITIVE

SKYFALL

LOOPER

SKYFALL

LOOPER

007

INTERMEDIATE TOUCH PROTOTYPE

INTERMEDIATE GESTURE PROTOTYPE

SKETCHING

STORYBOARDING

PROBLEM

USER RESEARCH

PROTOTYPE

USABILITY

2014
THE PROBLEM

USERS REPORT:

“CURRENT KIOSKS ARE OLD, OFTEN BROKEN, AND NOT ENGAGING AT ALL”
COMPETITIVE ANALYSIS

CONTEXTUAL INQUIRY

INTERNET SURVEY

USER RESEARCH

The Moviegoing Experience

Thank you for participating in our survey! We ask that you keep in mind the importance of remembering the context of the movie-going experience as you complete this questionnaire. This survey has 20 questions and should take approximately 5-10 minutes to complete. The information you provide will help us improve the movie-going experience. Please answer the questions honestly and thoughtfully.

* Required

How do you identify yourself?

- Female
- Male
- Prefer not to say

What is your age group?

- 18-24
- 25-34
- 35-44
- 45-54

- 55-64
- 65 or older

- Don't know

- Prefer not to say
USABILITY

TIME 2 TASK
METRICS & ANALYSIS

CRITICAL FRIENDS

COGNITIVE WALK THROUGH

GUERRILLA STYLE
RECRUITING

POST TASK INTERVIEWS

GESTURE RANKING