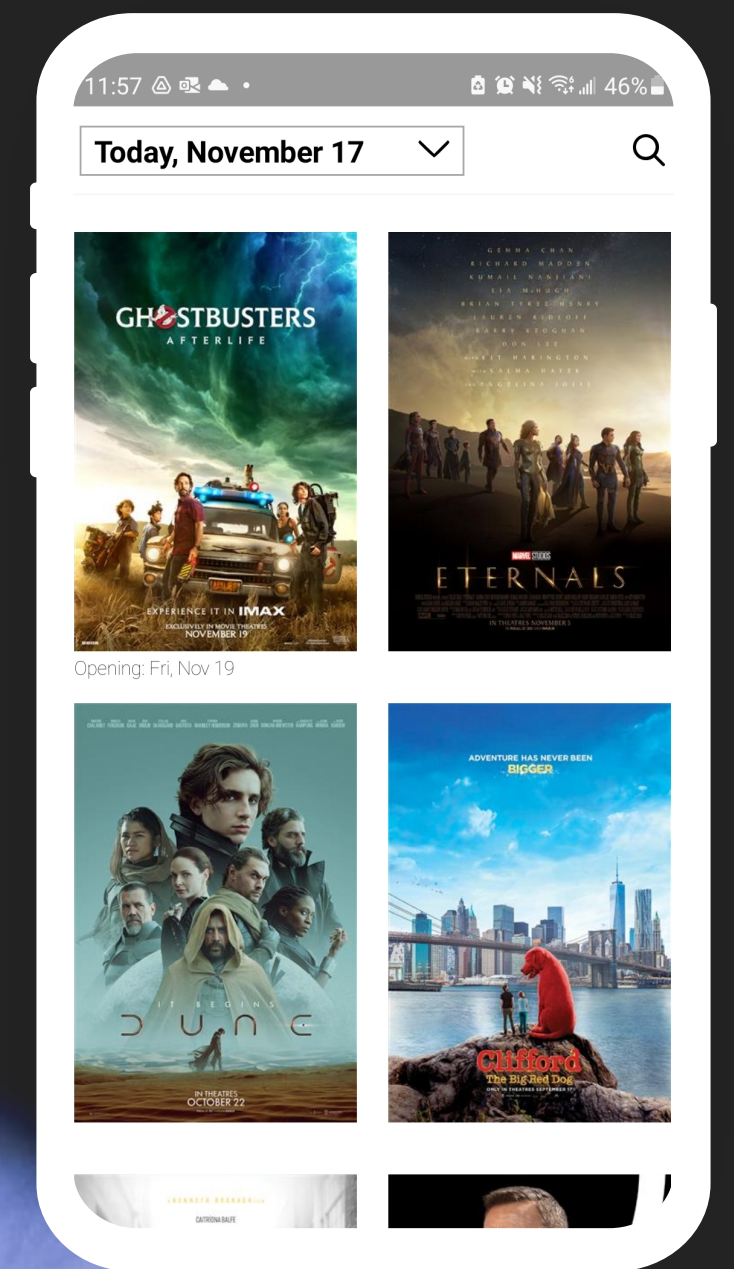
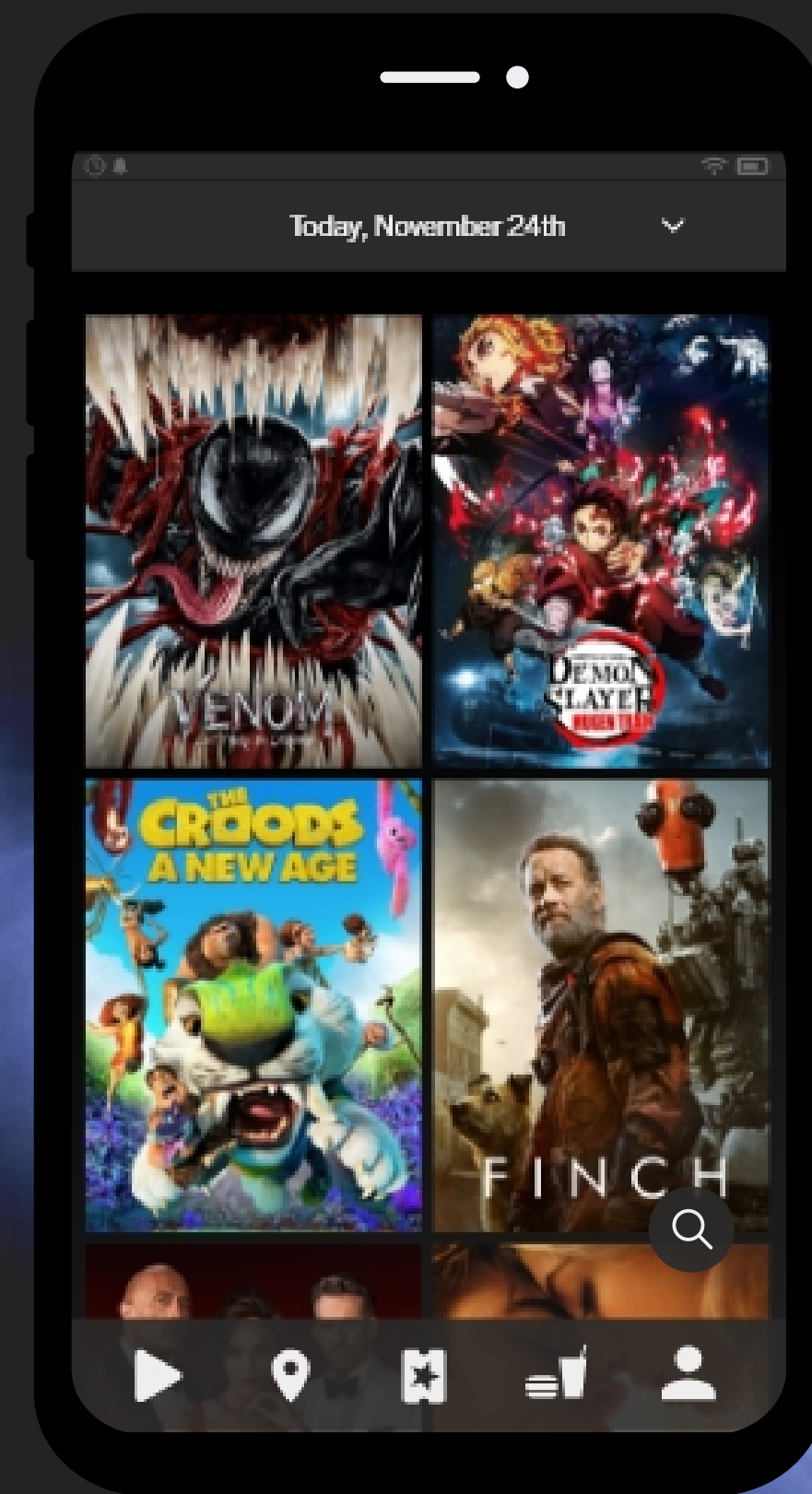


# Re-Designing 'Cineplex'

## A03: App Redesign

MTM6260 Dec. 9th, 2021

Taylor Park // 041034635



# Contents

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01

## Original vs. Redesign

Taking a brief look at the original app design beside the new redesign.

02

## 1st Page: In Depth

An in-depth analysis of the first page, comparing both versions closely.

03

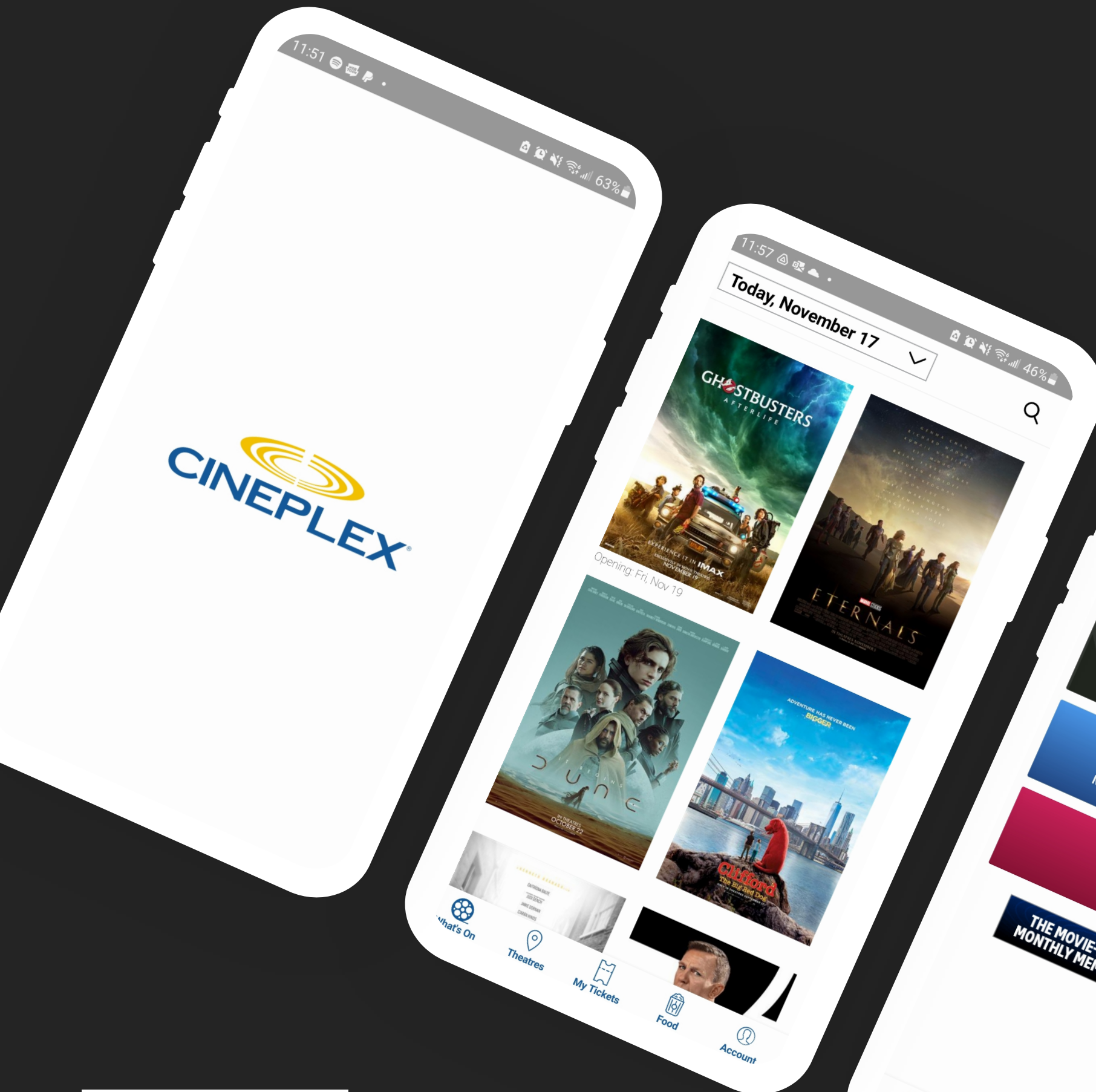
## 2nd Page: In Depth

An in-depth analysis of the second page, comparing both versions closely.

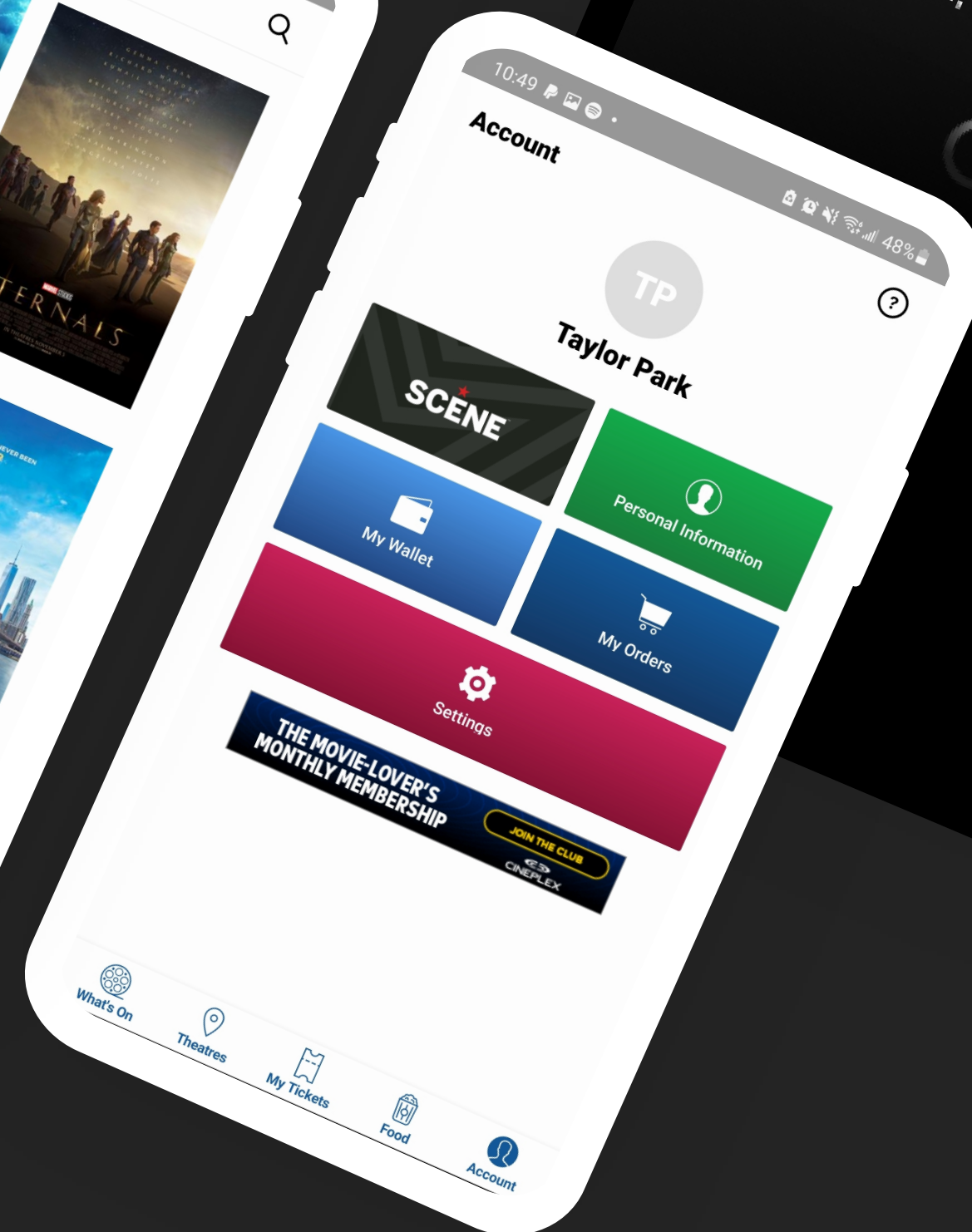


# Cineplex App: OG vs. Re-Design

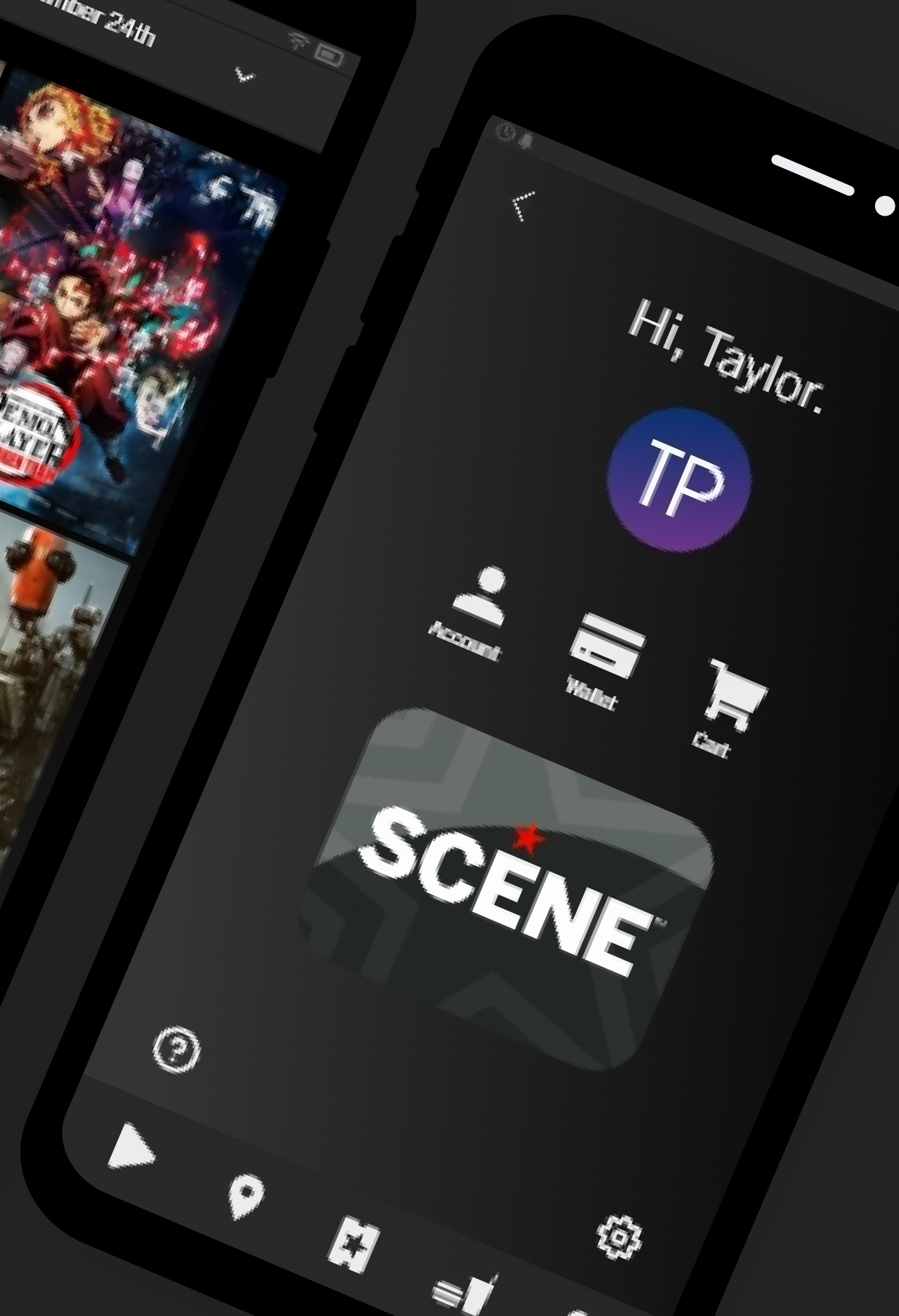
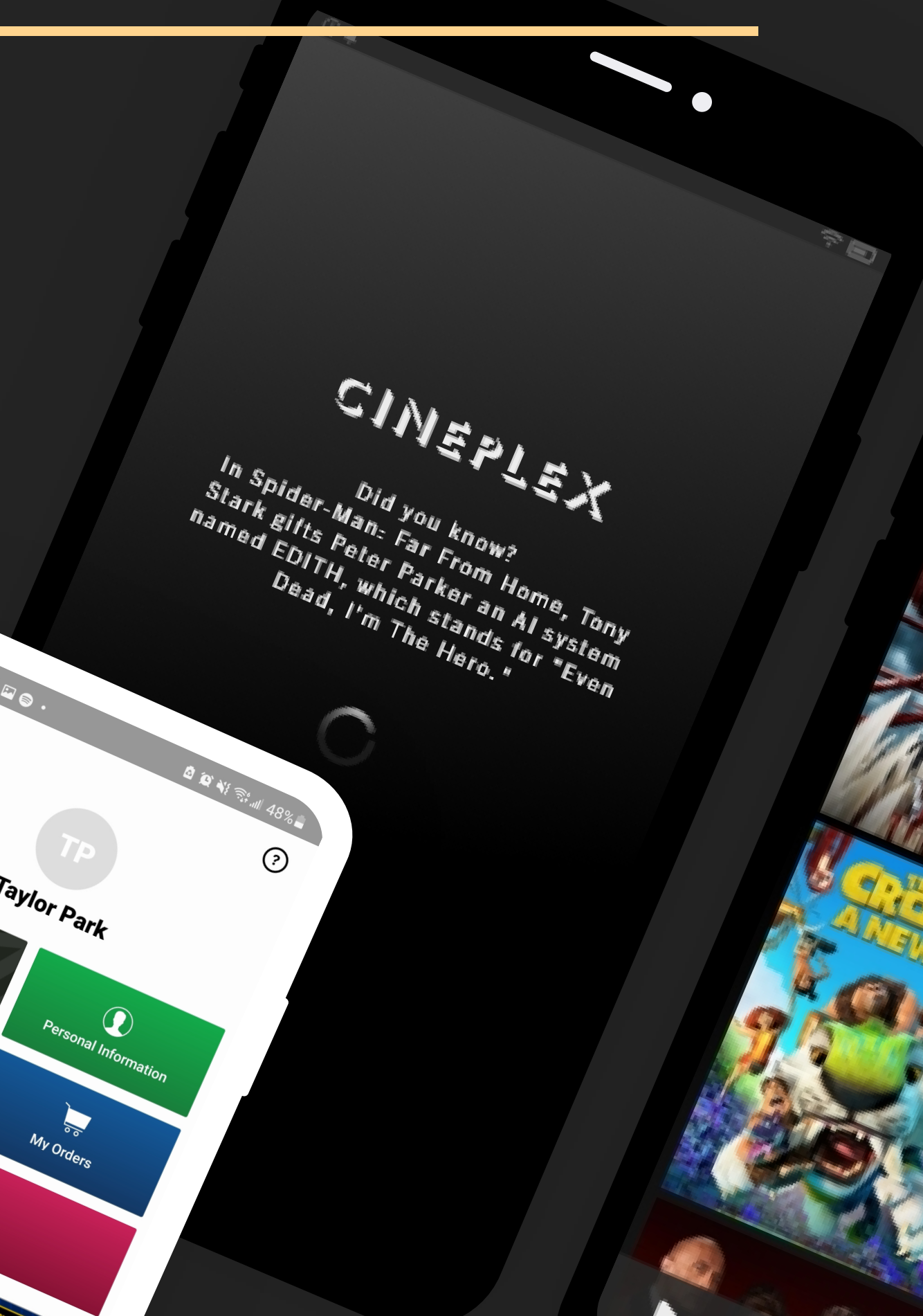
1



Original



Re-Design





# Cineplex App: OG vs. Re-Design

2

Original:

Rigid

Bright

Minimal

Non-cohesive Colours

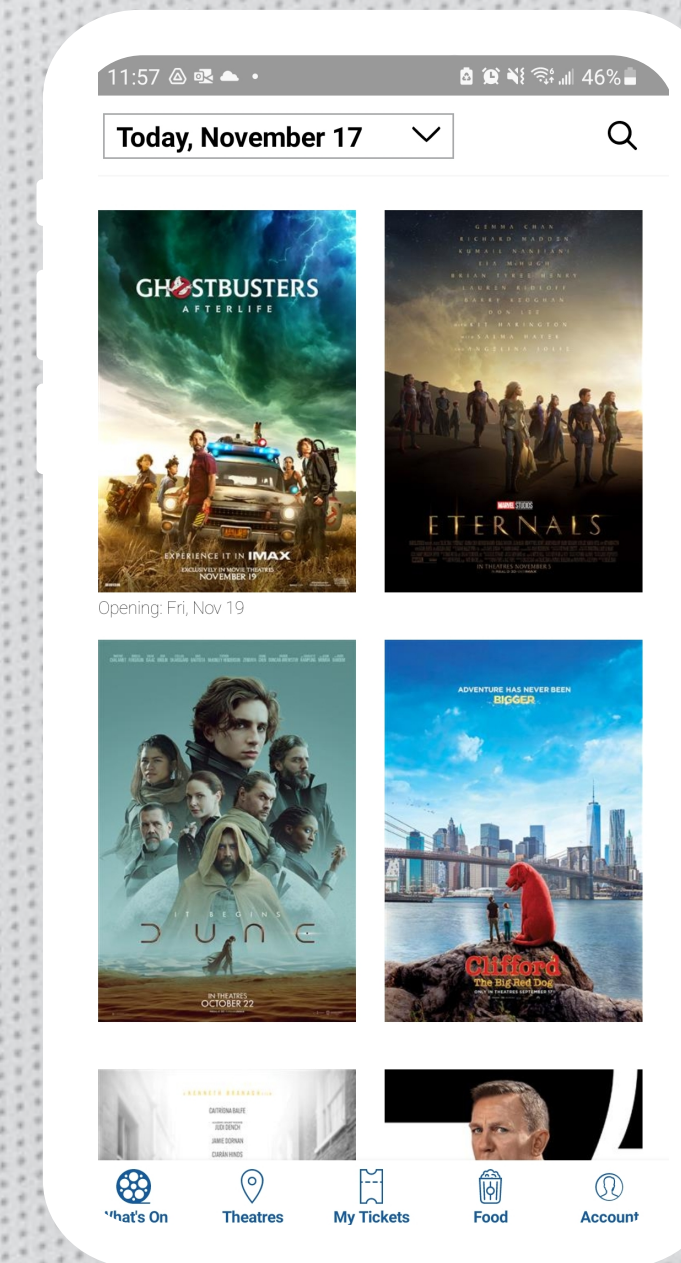
A strict design guide leaves little room for creativity in the app's design. The blue and gold colour palette also makes it difficult to add other colours into the mix. The result is an app with a very cold, corporate feeling.



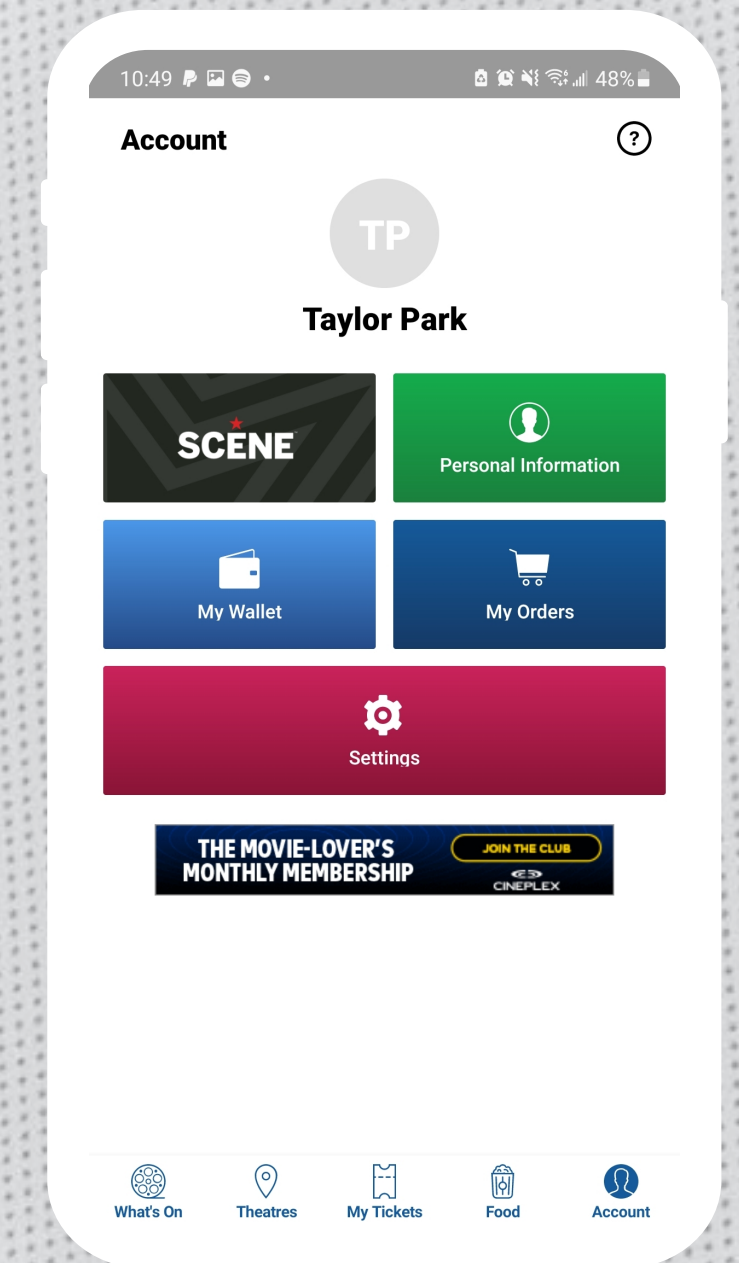
Icon



Loading



Home



Account



# Cineplex App: OG vs. Re-Design

3

Re-Design:

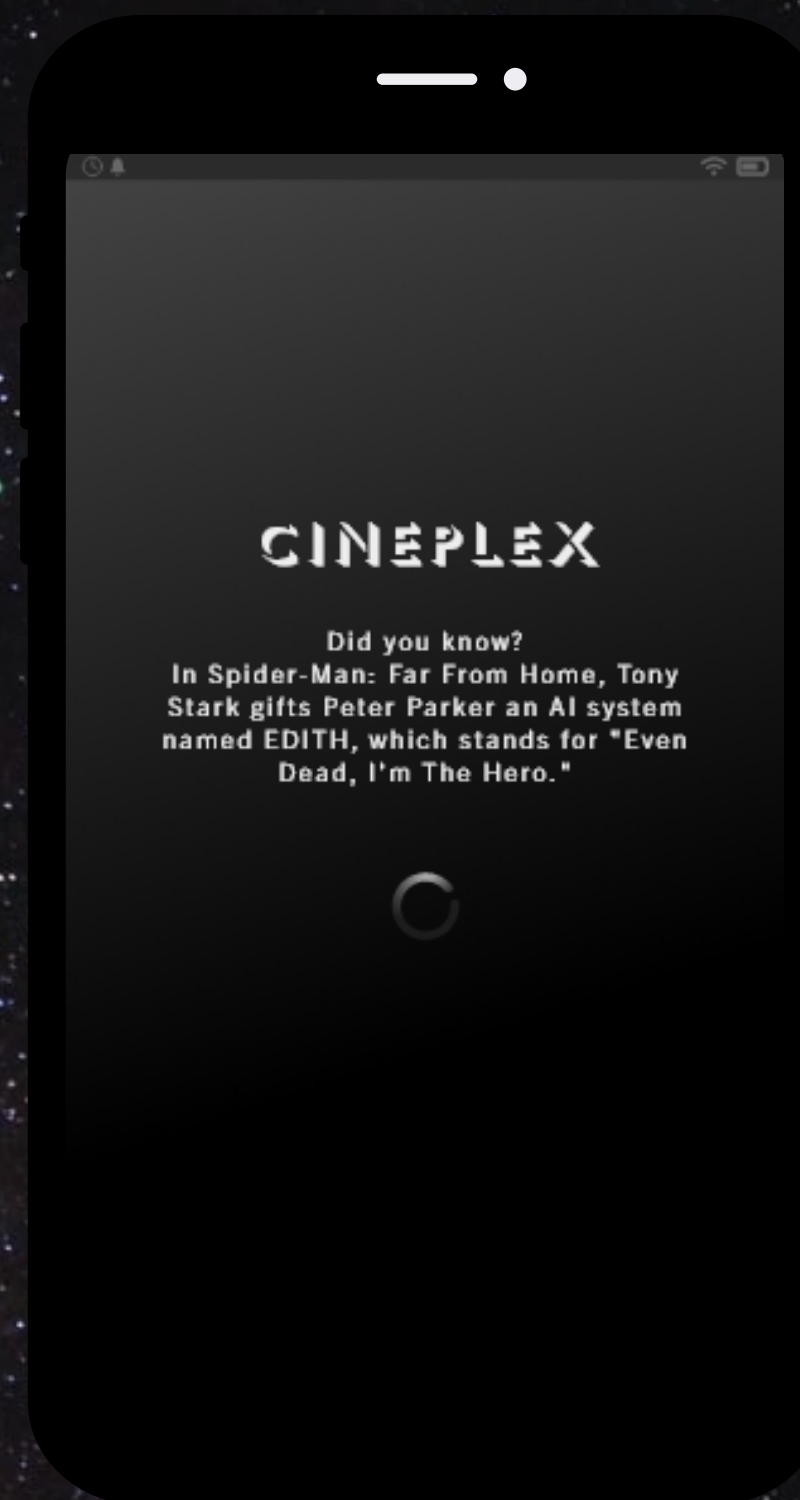
Fluid

Dark

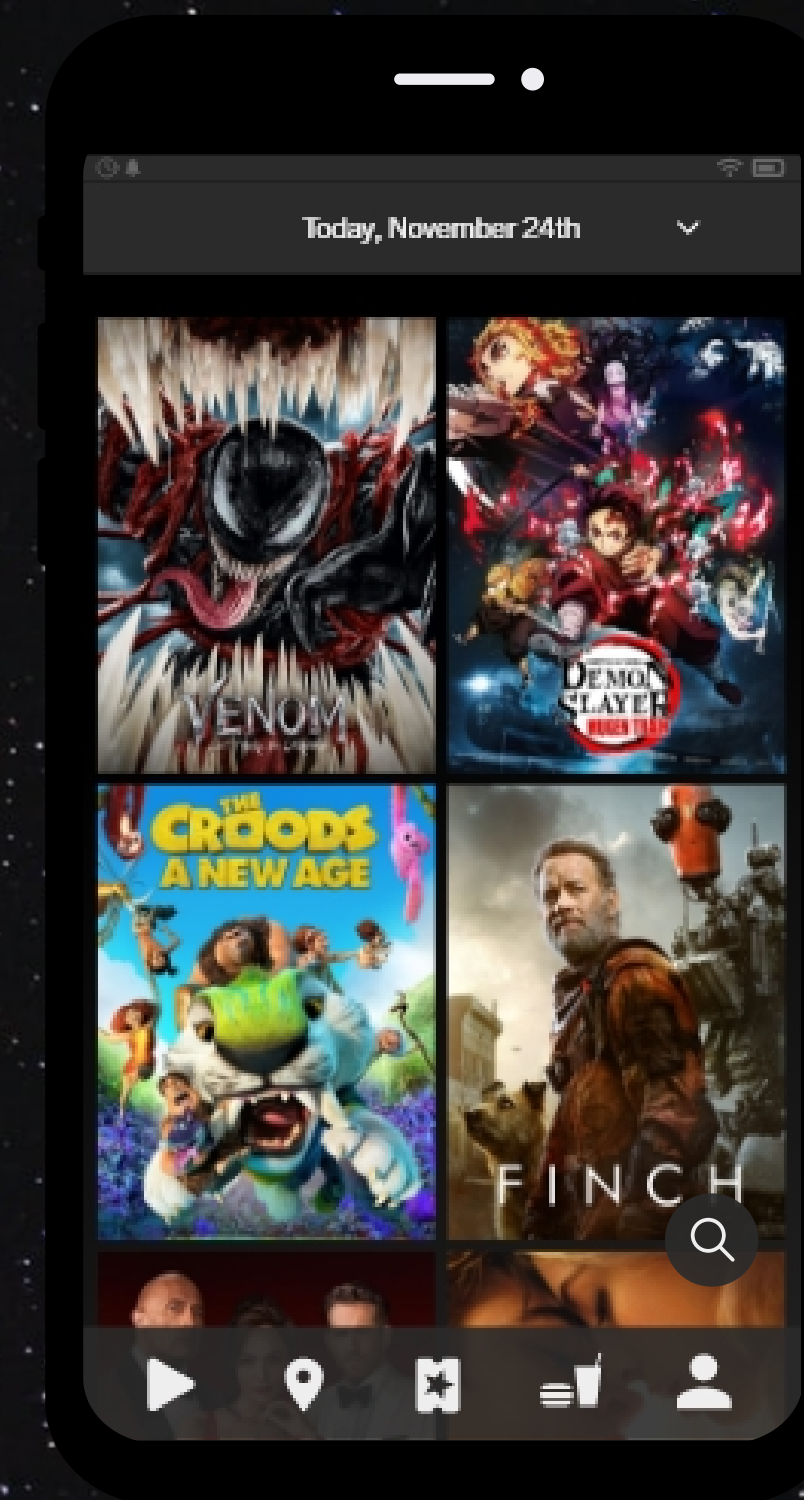
Minimal

Cohesive Colours

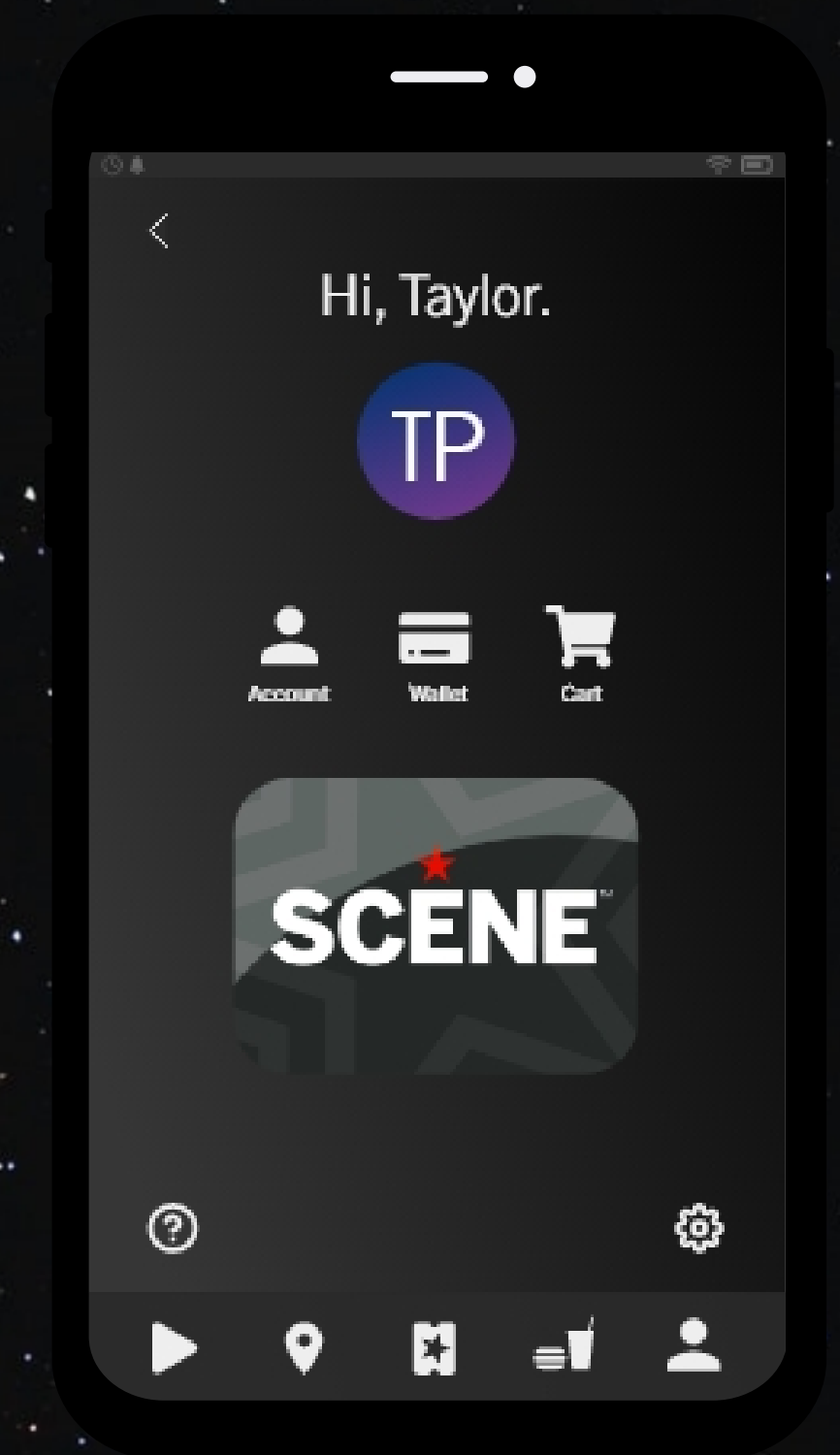
Taking some creative liberties - since this is an assignment and not a real project - can result in an app that's dark, cool, and immersive -- just like a movie theatre.



Loading



Home

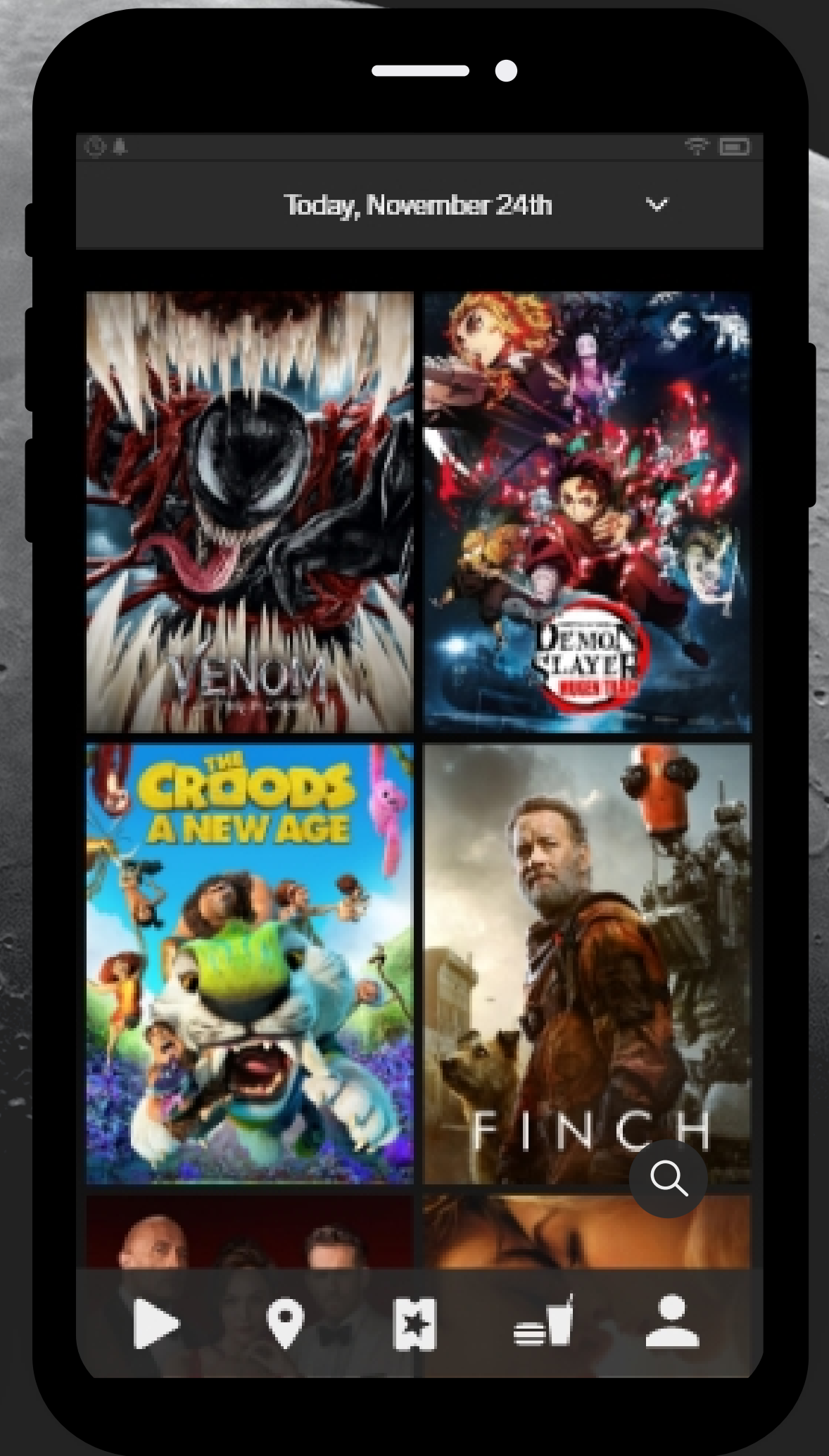
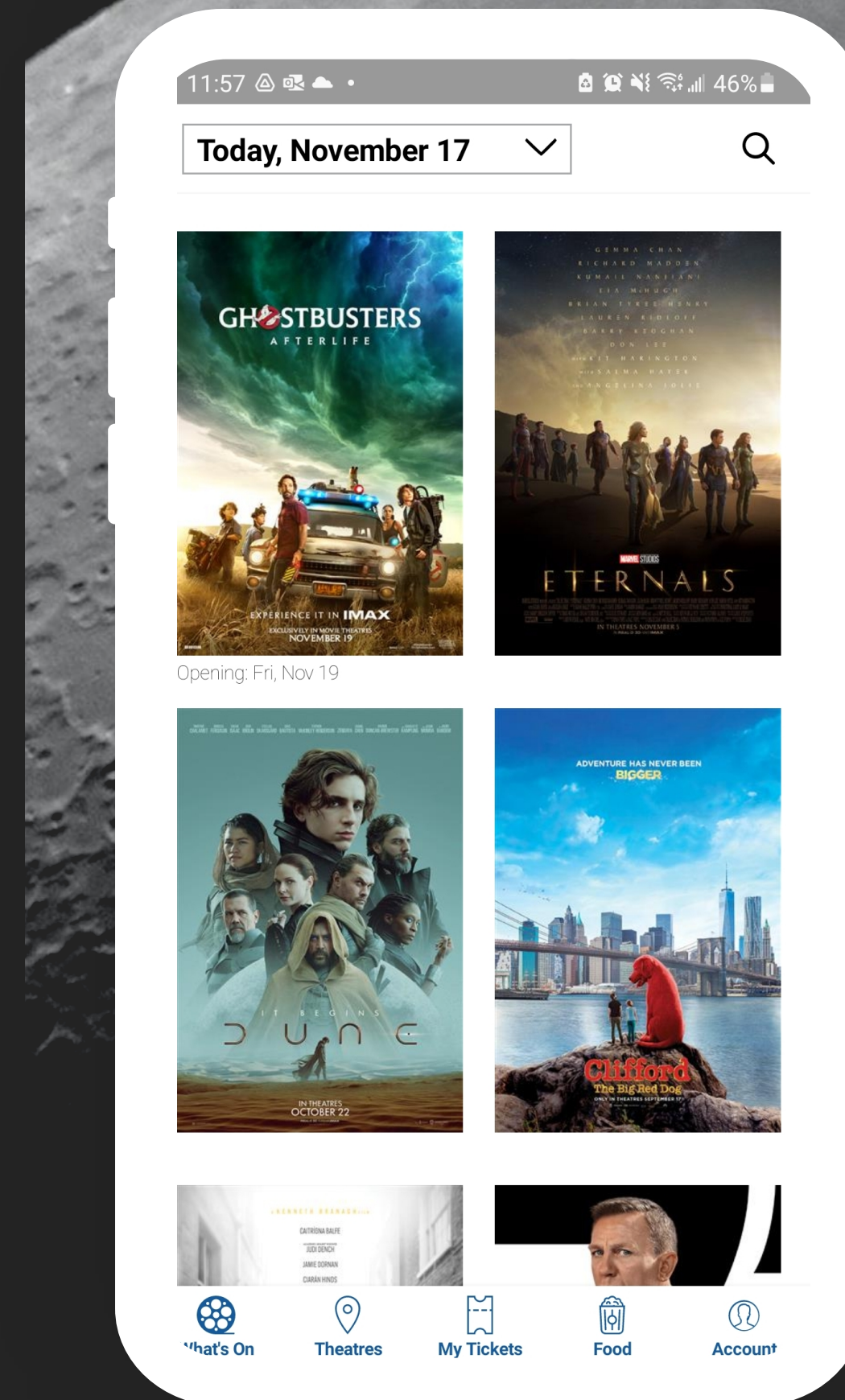


Account



# Original vs. Re-Design: In-Depth

The home page - formally called the "What's On" page, because it displays all movies for the day.



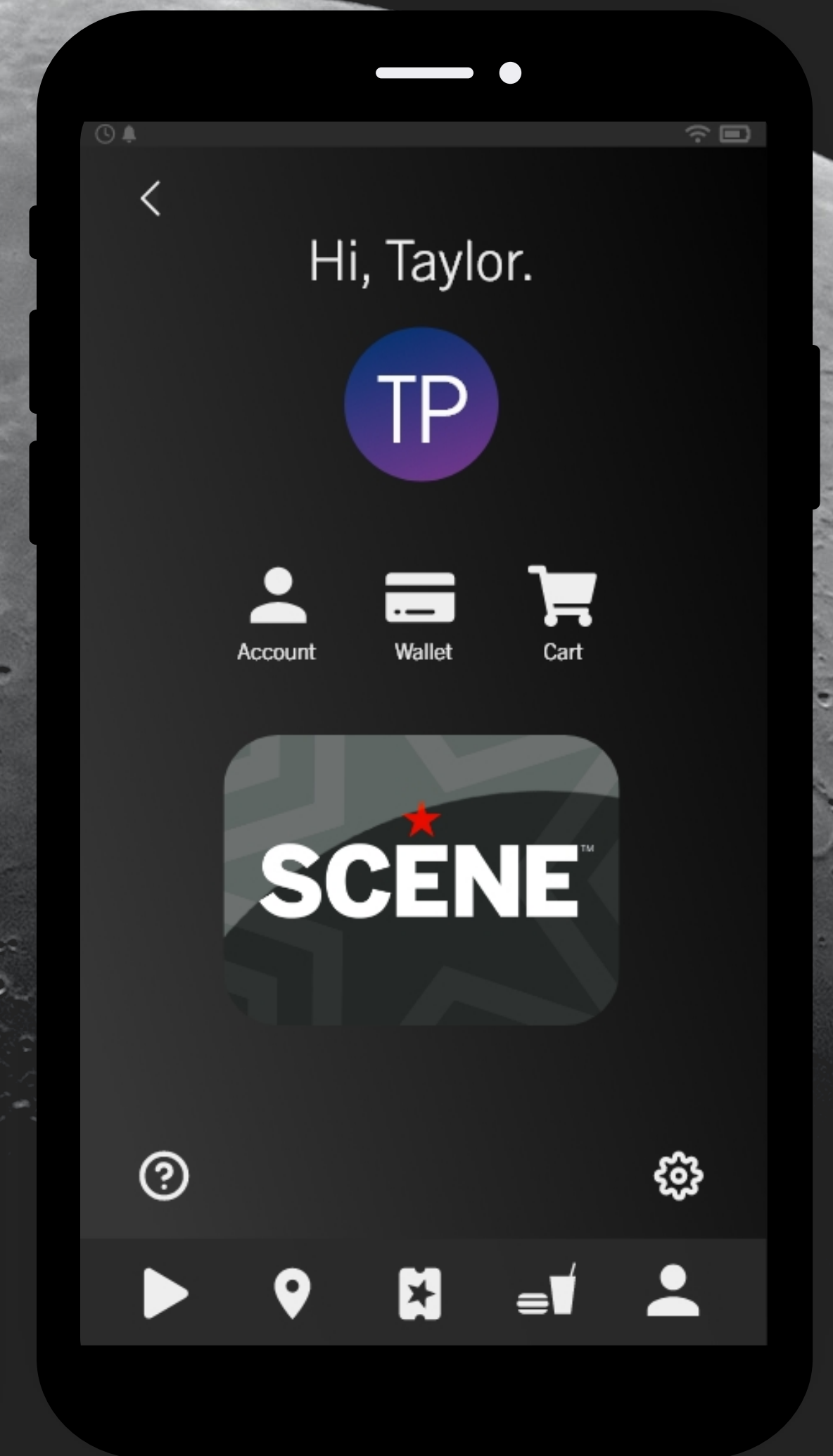
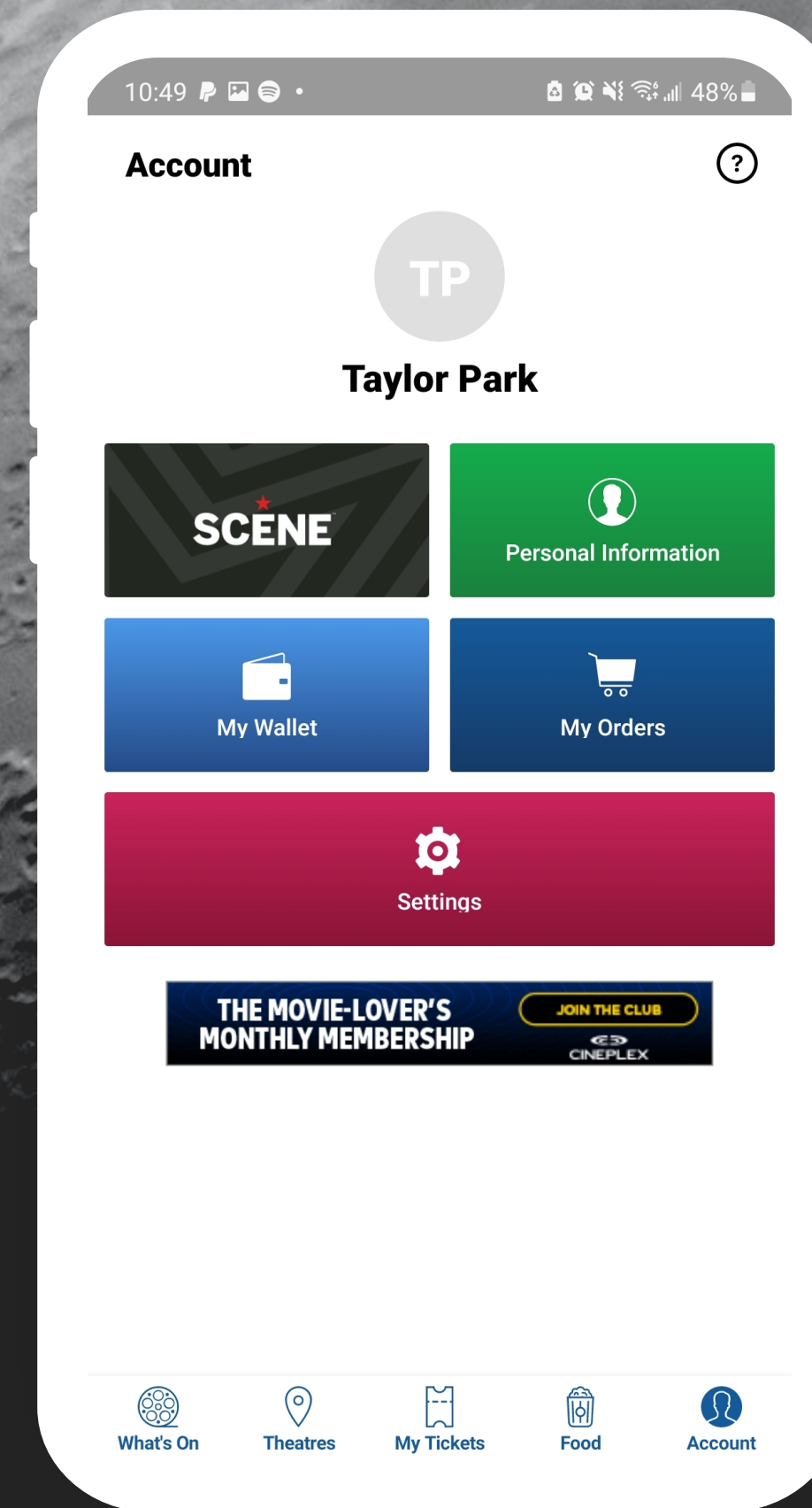
## Home Page

# Original vs. Re-Design: In-Depth

The Account page.

There were several changes made.

Most efforts went towards revising the arrangement of the buttons and giving the whole page a more personalized touch.



## Account Page