

PRODUCT DESIGN / FULL-STACK CONCEPT

NUEPLEX

Cinema, reimagined

A premium digital cinema platform combining content discovery, direct seat booking, membership, community-led programming, and operational control.

A full Nueplex web experience built for traffic: Netflix-style discovery, direct seat booking, member perks, live branch paths, and poll-led programming for old or new films.

Book seats

Ticket delivery request

CURRENT LOCAL PATH
/movie/Supergirl.html

SHOWTIME ROUTE
/showtime.html

BRANCH ROUTE
/branch

PORTFOLIO CASE STUDY

Nueplex Cinema Experience

QUICK BOOK

Plan tonight



SELECT SITE

DHA



Date
Today



Cinema
All cinemas

12:10

2D, Atmos

15:20

2D, Atmos

18:40

2D, Atmos

22:00

2D, Atmos

THE OPPORTUNITY

From showtimes to a complete cinema ecosystem

The redesign turns a fragmented cinema website into one connected experience for discovery, conversion, loyalty, community programming, and operations.

Discover

Current films, formats, showtimes, and branch selection in a streaming-inspired browse experience.

Book

Interactive seat maps, transparent totals, member discounts, and booking confirmation in one flow.

Belong

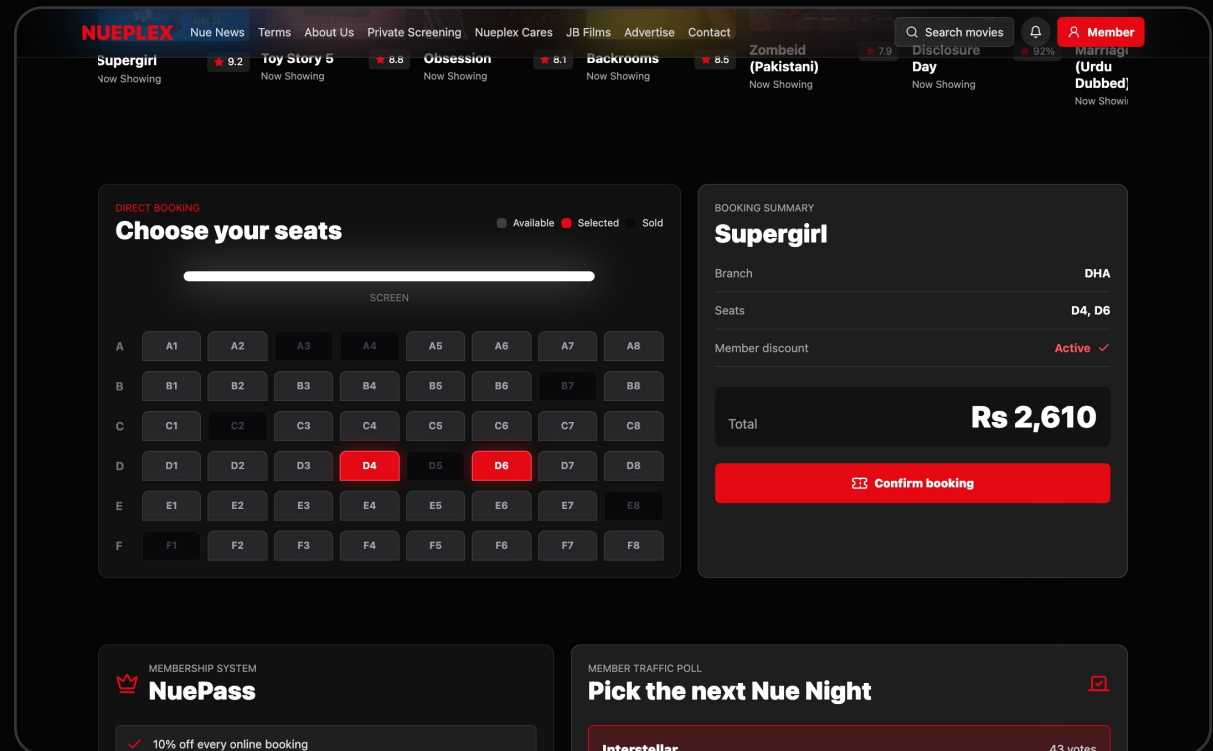
NuePass tiers, priority holds, member savings, and community voting make attendance habitual.

Operate

Admin controls unify the movie slate, poll programming, occupancy signals, and revenue metrics.

LOCAL CONTENT ROUTES

About Us / Private Screening / Nueplex Cares / JB Films / Advertise / News / Contact



CORE CONVERSION FLOW

Pick a film. Choose a seat. Reward the relationship.

The interface displays a movie selection bar at the top with titles like Supergirl, Toy Story 5, Obsession, Backrooms, Zombeid (Pakistani), Disclosure, and Marriage. Below this, the 'Choose your seats' section shows a grid of seats (A1-A8, B1-B8, C1-C8, D1-D8, E1-E8, F1-F8) with D4 and D6 selected. A 'BOOKING SUMMARY' for Supergirl shows a total of Rs 2,610 and a 'Confirm booking' button. At the bottom, the 'NuePass' membership system offers a 10% discount, and a 'MEMBER TRAFFIC POLL' shows 'Interstellar' with 43 votes.

Designed to convert

- **Seat intelligence**

Available, selected, sold, and premium inventory are readable at a glance.

- **Member economics**

NuePass savings are shown directly in the booking summary, where value is clearest.

- **Traffic programming**

Members vote on Nue Nights, giving the cinema demand data before scheduling.

- **Branch-aware**

DHA and Askari IV selection keeps venue context visible through the journey.

10-15%

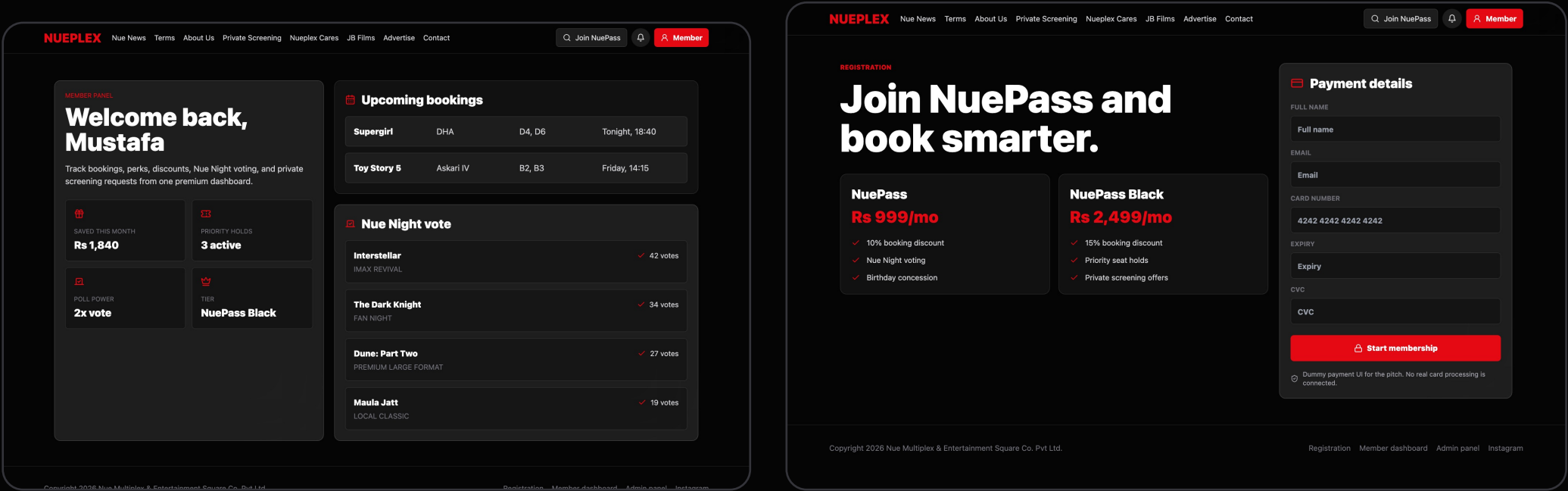
MEMBER DISCOUNT

15 min

PRIORITY HOLD

RETENTION LAYER

NuePass connects purchase, perks, and participation



MEMBER HOME

JOIN AND PAY

One account

Bookings, savings, and tier progress in one place.

Member voice

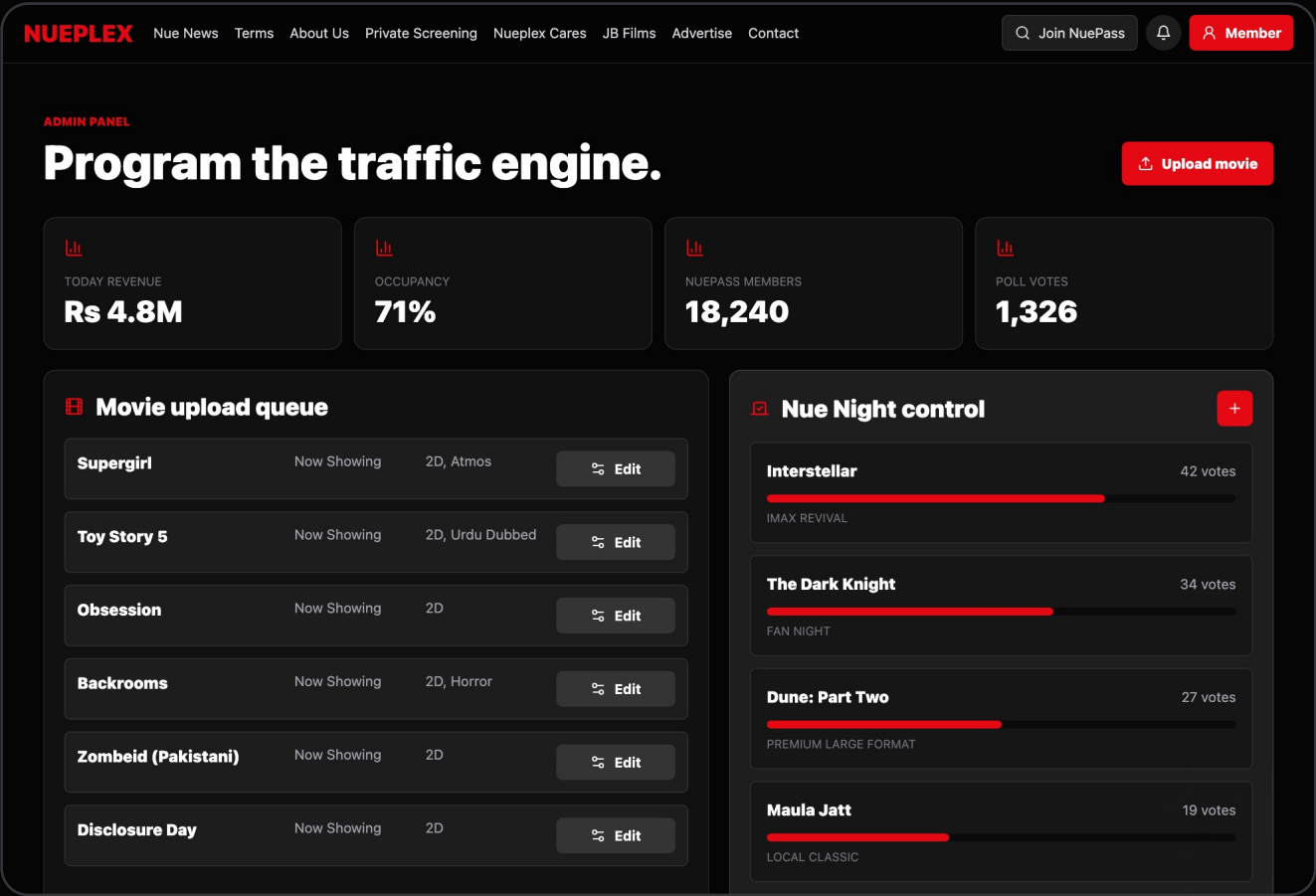
Nue Night voting turns preference into programming.

Flexible tiers

NuePass and NuePass Black support different habits.

CONTROL PLANE

A traffic engine the cinema team can operate



Admin capabilities

- **Programming**
Create and manage the active movie slate, formats, and availability.
- **Nue Night control**
Add poll candidates, monitor demand, and convert votes into screenings.
- **Performance signals**
Revenue, occupancy, memberships, and participation in one overview.
- **Growth-ready**
Designed for real APIs, authentication, payments, inventory, and analytics.

DESIGN LANGUAGE

Cinematic black / Nueplex red / iOS-inspired glass / dense operational UI
OPERATIONS AND DELIVERABLES

DELIVERED

Responsive website / Booking UX / Member dashboard / Payment concept / Admin console / Local content pages