CINEPLEX: UNTANGLING DEEP WORKFLOW

Cineplex administration was a complex, expert-leaning configuration tool with overwhelming screens, unclear hierarchies, and workflows that assume prior knowledge. Cineplex solved these issues by adding structure, visibility, and clearer paths so users always knew where they were and what came next

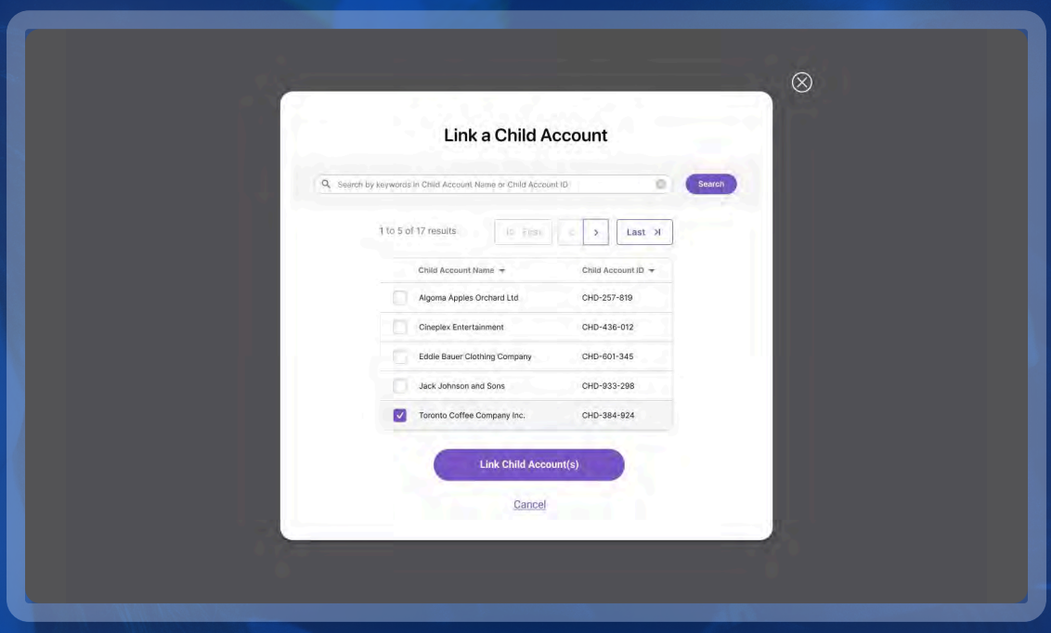
Cineplex lacked embedded guidance. Cineplex fixed this with tooltips, guardrails, and progressive disclosure, reducing errors and reliance on internal training. This project would require turning dense configuration workflows into guided, discoverable experiences for all user types.

Creation → Configuration → Validation → Completion

UX/UI CASE STUDY

Enterprise Account Linking for Cineplex

When several accounts need to order for a single parent organization



SCROLL TO EXPLORE

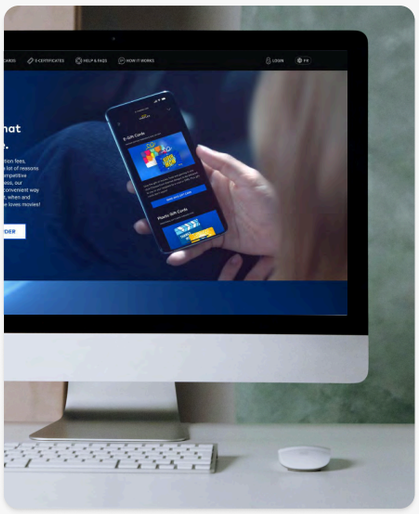
PROJECT OVERVIEW

Enabling Parent–Child Account Linking for Enterprise Ordering

Enterprise clients needed a way for divisions to place their own orders while the parent company handled payment. The original system forced every division to use separate accounts and payment methods, creating duplication and no shared visibility.

We introduced a parent–child account model, allowing parents to link or approve division accounts and access unified reporting. This structure now supports Cineplex, Sobeys, and future client platforms.

TIMELINE	ROLE	PLATFORM
2 Sprints (28 days)	Product Designer	Desktop Web



PROBLEM & SOLUTION

Understanding the Challenge

A fragmented setup became a centralized parent–child system with clean forms, unified payments, and seamless account linking.

User Pain Points

Fragmented accounts with no shared visibility

Each division used its own account and payment method, leaving the parent unable to see total activity, spending, or order history.

Parents had no central control over division payments.

Divisions handled payments despite the parent funding them, causing duplication and inconsistent billing.

No structure to connect or control sub-accounts

Child accounts couldn't link to a parent, blocking enterprise hierarchy and centralized oversight.

How We Solves This

Centralized Parent–Child Structure

Clean, structured digital forms eliminate handwriting errors, validate inputs, and ensure Sobeys and TD receive consistent, reliable data every time.

Unified Payment and Reporting

No more mailing or faxing. Orders move through a unified digital workflow, reducing processing times from weeks to days.

Seamless Account Linking

Registration, profiles, and online payments create a modern, intuitive system that supports small, medium, and enterprise clients without manual bottlenecks.

USER JOURNEY

Parent Creation and Linking

Crafting a smooth end-to-end experience from discovery to order completion

1

Manage Organizations

Admin initiates Parent creation

→

2

Parent Details

Basic organization details added

→

3

Linking

Contacts search and selection

4

Save

Organization committed to ledger

→

5

Editing

Child accounts removed or updated to the Parent account

→

Confirmation and Linked

Admin confirms account and updates committed to ledger

USER JOURNEY

Contact to Child Linking

Crafting a smooth end-to-end experience from discovery to order completion

1

Manage Contact

Review of contact details

→

2

Auto-search

Based on contact postal code, Child accounts recommended

→

3

Linking

Contact links to Child account

4

Save

Child updates temporarily committed to ledger

→

5

Confirmation

Child account receives notification for contact validation

→

Completed Link

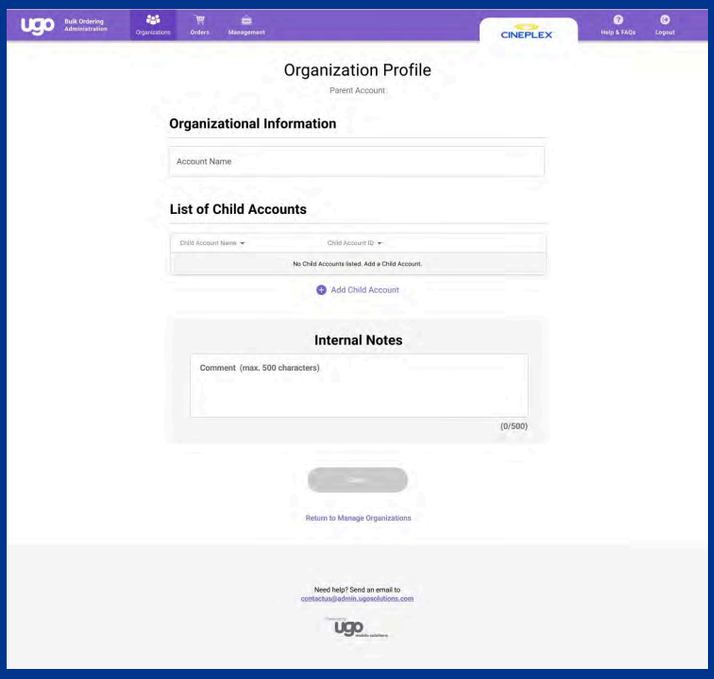
Contact and Child details updated and committed to ledger

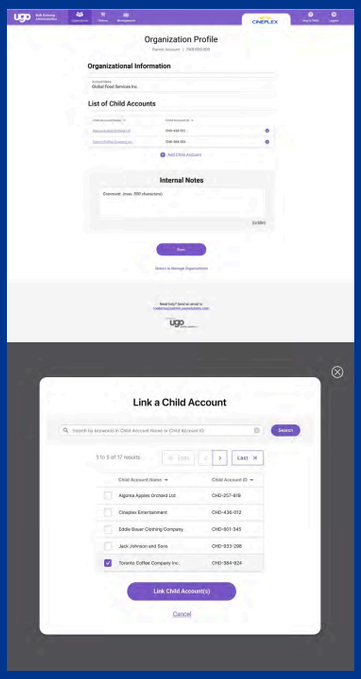
FINAL DESIGNS

The Delivered Experience

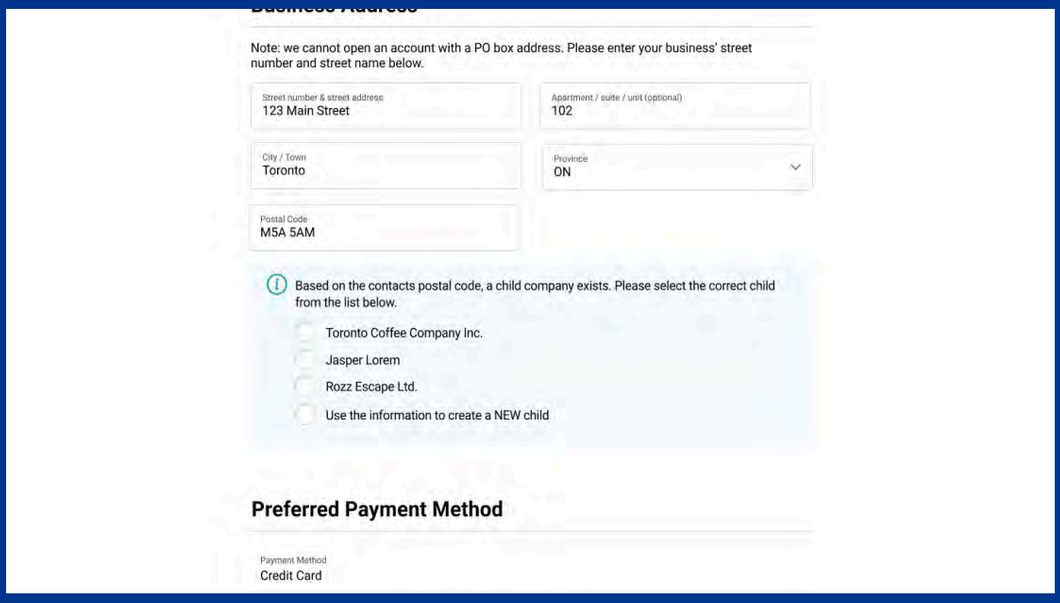
A clear, guided flow that brings the handwritten process into the digital age

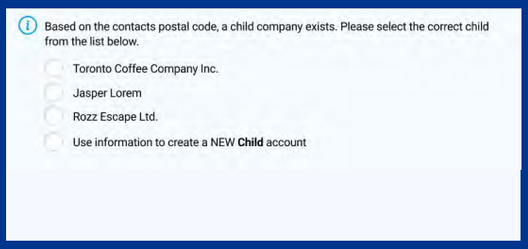
Linking a Parent

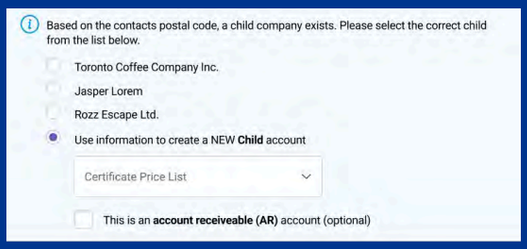


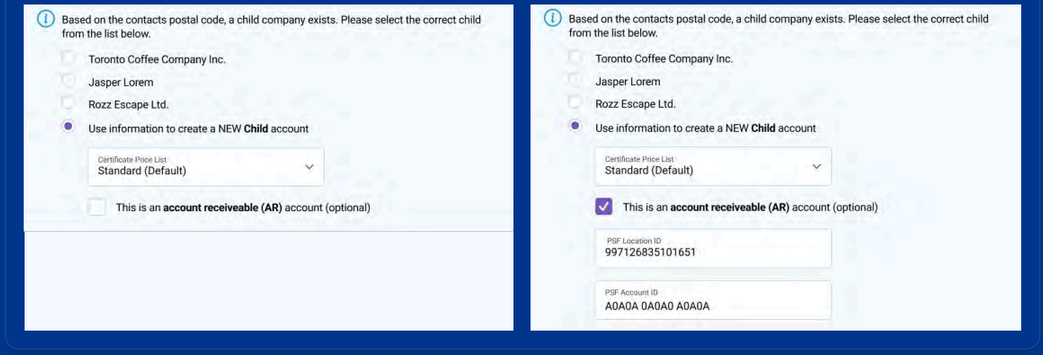


Auto-search Capabilities









REFLECTION

"A complete grasp of the function is what turns a complicated journey into a clear one."

The parent–child–contact model was tough to untangle, even with the client walking us through it. It only clicked once the product team sat together, mapped the journey, and broke the logic down step by step. If it was hard for us, it would be impossible for customers. After several iterations and a guided flow, the final approach landed cleanly and gave administrators a far easier path to manage.

Hierarchy Must Be Visible

Modeling the parent–child structure directly in the experience removed confusion and reduced errors.

Progressive Commitment

Staged saves and confirmations let admins move forward confidently without compromising data integrity.

Controlled Automation

Auto-search sped up linking, but visibility and confirmation were essential to maintain trust.

CINEPLEX'S INSIGHTS

The Cineplex project deals with complexity: dense configuration screens, expert-level workflows, unclear hierarchies, and a system that assumes users already understand how everything fits together. The Cineplex environment presents a similar ecosystem of problems — overwhelming content, unclear next steps, hidden system state, and a heavy dependence on internal knowledge or repeated training to complete even basic tasks.

Structured Clarity

Cineplex's pattern: complex, expert-leaning configuration tools with overwhelming screens, unclear hierarchies, and workflows that assume prior knowledge. I solved these issues by adding structure, visibility, and clearer paths so users always knew where they were and what came next.

Guided Support

Cineplex lacked embedded guidance. We fixed this with tooltips, guardrails, and progressive disclosure, reducing errors and reliance on internal training. Cineplex required turning dense configuration workflows into guided, discoverable experiences for all user types.

Personal Takeaways

This project reinforced a core strength of mine: taking dense, expert-driven configuration tools and reshaping them into workflows that are structured, visible, and easy to navigate—without dumbing them down. By layering guidance, guardrails, and clear hierarchy into the experience, I helped make complex systems discoverable and resilient for first-time, occasional, and expert users alike.