



Movie Snack App Usability Study

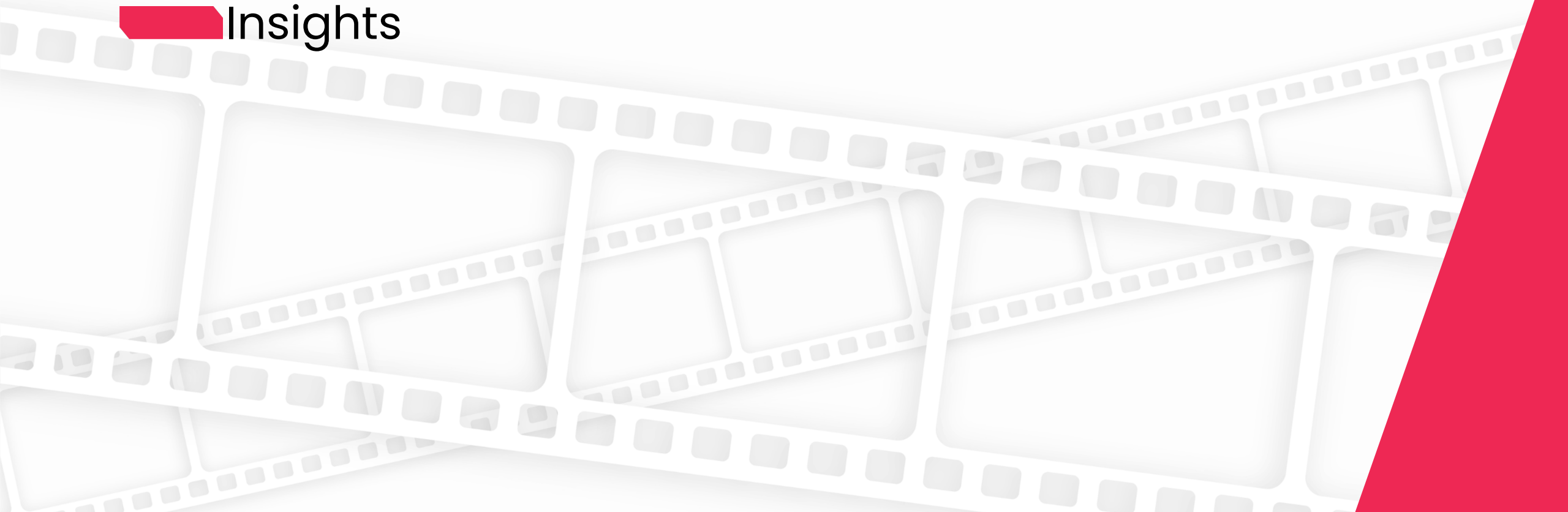
9/3/2022 – Sphenn

Table of Contents

 Study details

 Themes

 Insights



Study Details

The background consists of a white film strip with rectangular frames and sprocket holes, curving across the page. Red diagonal shapes are present in the top-right and bottom-left corners.

Project Background

We're creating a movie snack ordering app so that moviegoers can order their snacks and tickets online together where are then collectible at the theatre smart kiosk. With this app, people will be able to avoid waiting in the typically long queues at theatres.

We need to determine the level of ease or difficulty associated with using this app, specifically when moving through the ordering process.

Study Details

Research Questions	Participants	Methodology
<ul style="list-style-type: none">How long on average does it take for a user to order both snacks and their movie tickets?What pain points (if any) do users experience while going through the ordering process?How do users feel during the process of ordering snacks and movies?What can we learn from the individual steps users take to complete the ordering process?How likely are users to complete the entire ordering process?	<ul style="list-style-type: none">5 Participants.2 males, 2 females, 1 non-binary.Participants age range: 18-45.	<ul style="list-style-type: none">≤ 45 minutes/participant.Remote location.Unmoderated usability study.Participants were asked to perform tasks on a low-fidelity prototype.

Prototype/Designs Tested

 tinyurl.com/movie-snack-app

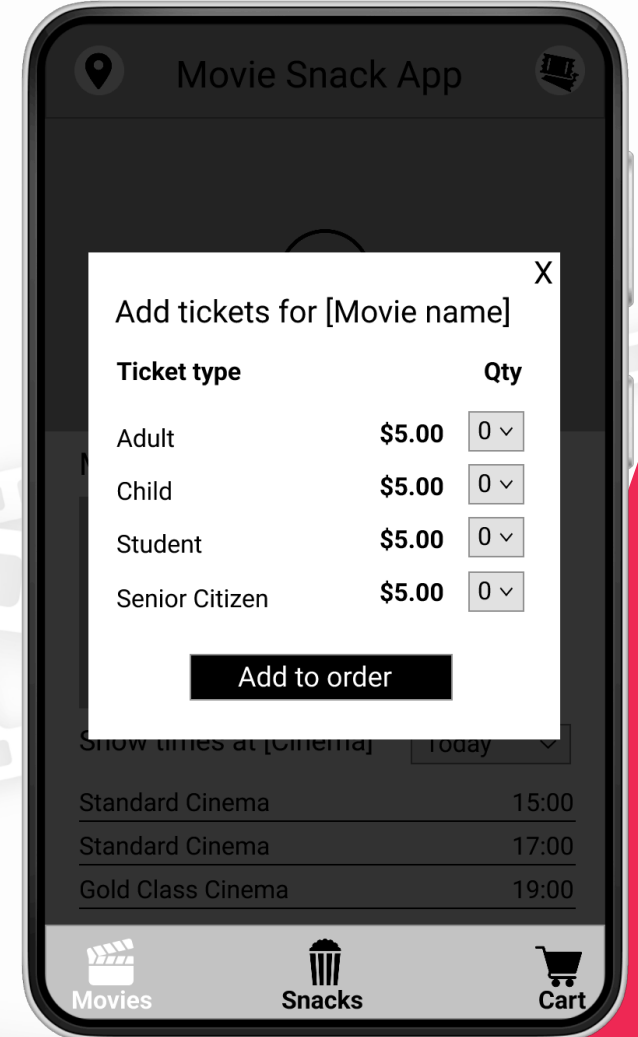


Themes



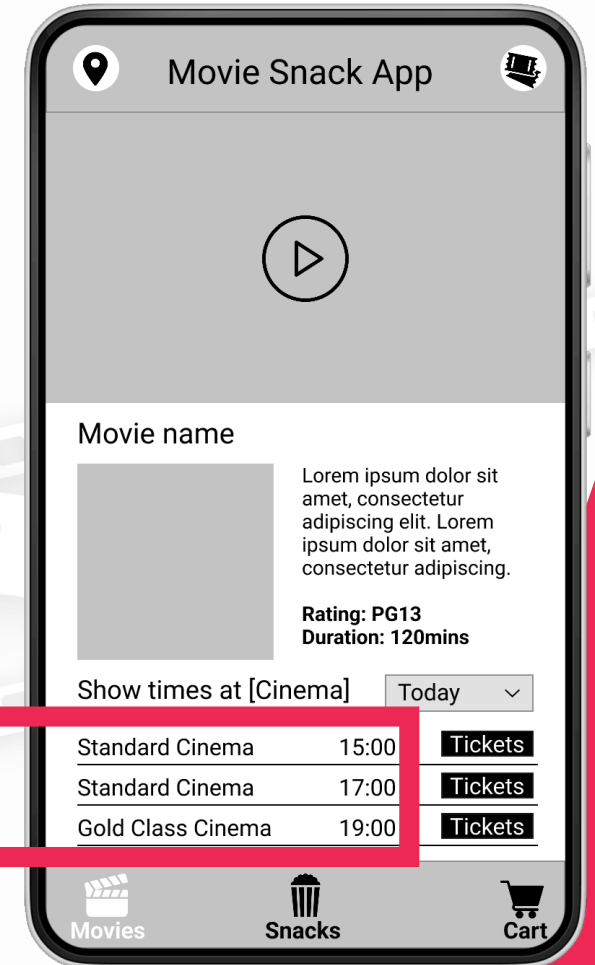
All users wanted to be able to book their own seats

- 5 out of 5 participants wanted to be able to book their own seats.
- “How do I go about booking my own seats?” – Participant A



Most users considered the Cinema-type terminology to be ambiguous

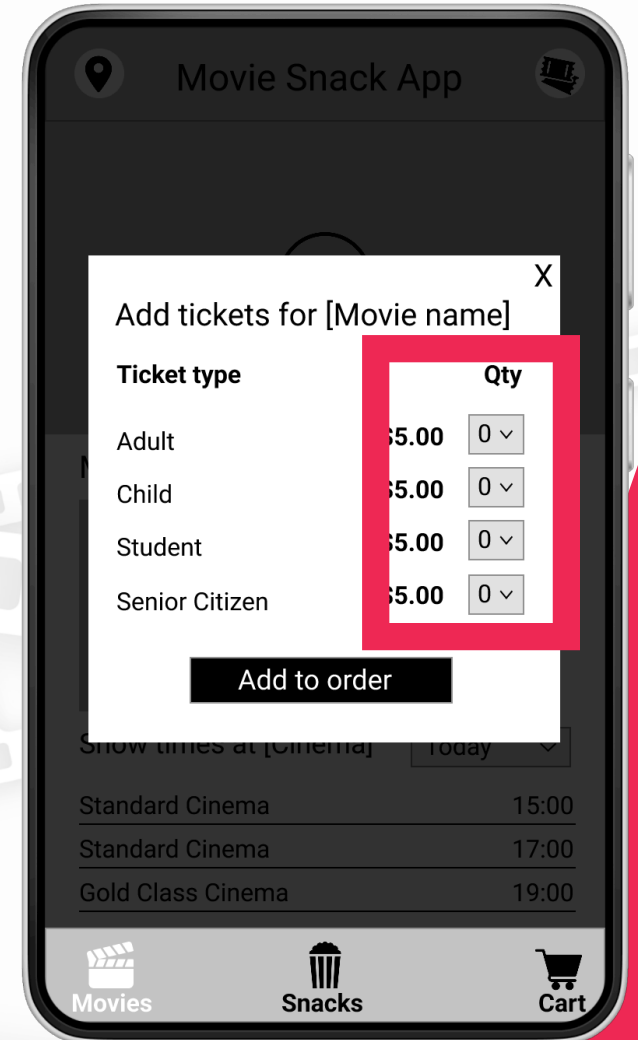
- 3 out of 5 participants were confused by the terminology "gold-class".
- "What is a gold-class cinema?" – Participant B



Almost all users preferred an alternative means for quantity selection

4 out of 5 participants did not like using drop-down quantity selectors.

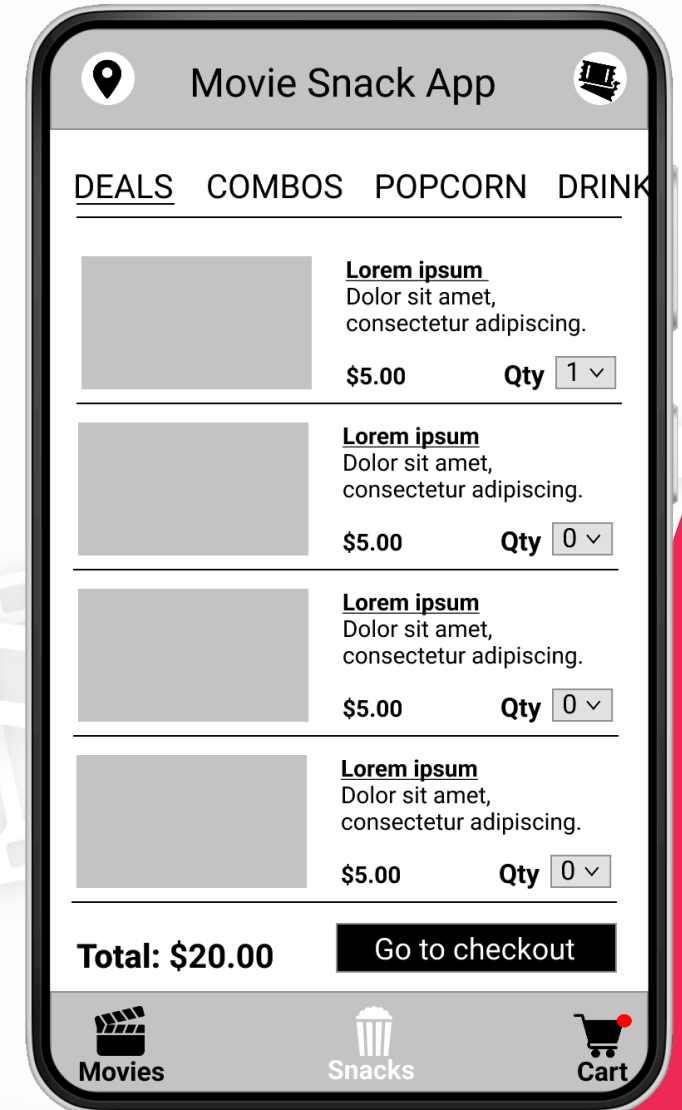
“Maybe there is a better way of selecting the number of tickets?” – Participant D



Most users were unsure if their items had been added to their cart

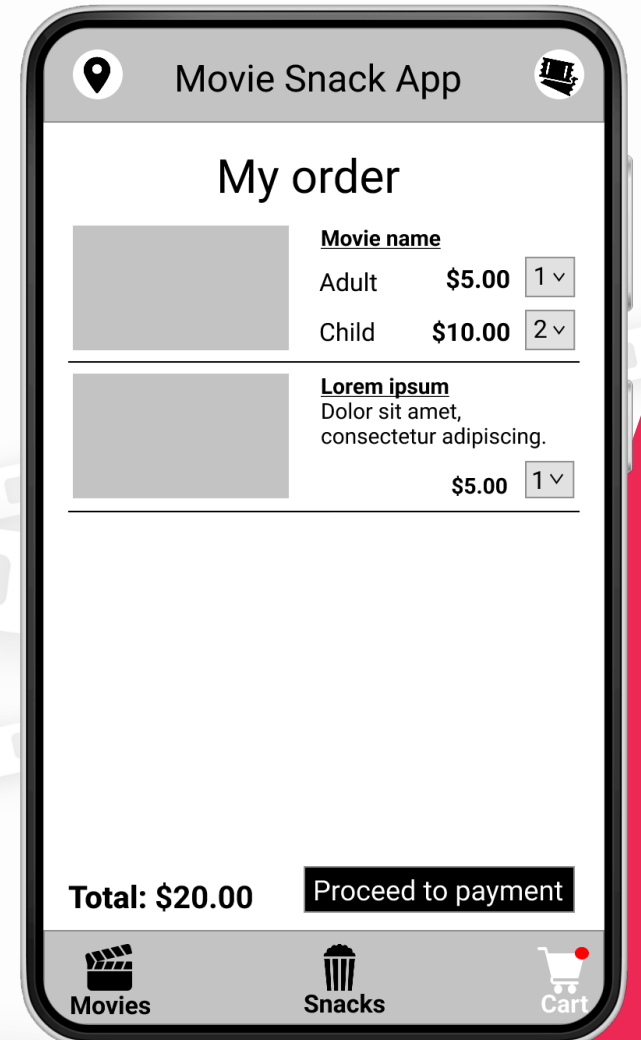
3 out of 5 participants did not like using drop-down quantity selectors.

“Shouldn't there be a confirmation popup that tells me that my items have been added?” - Participant E



Most users did not know how to add a new ticket type to their order

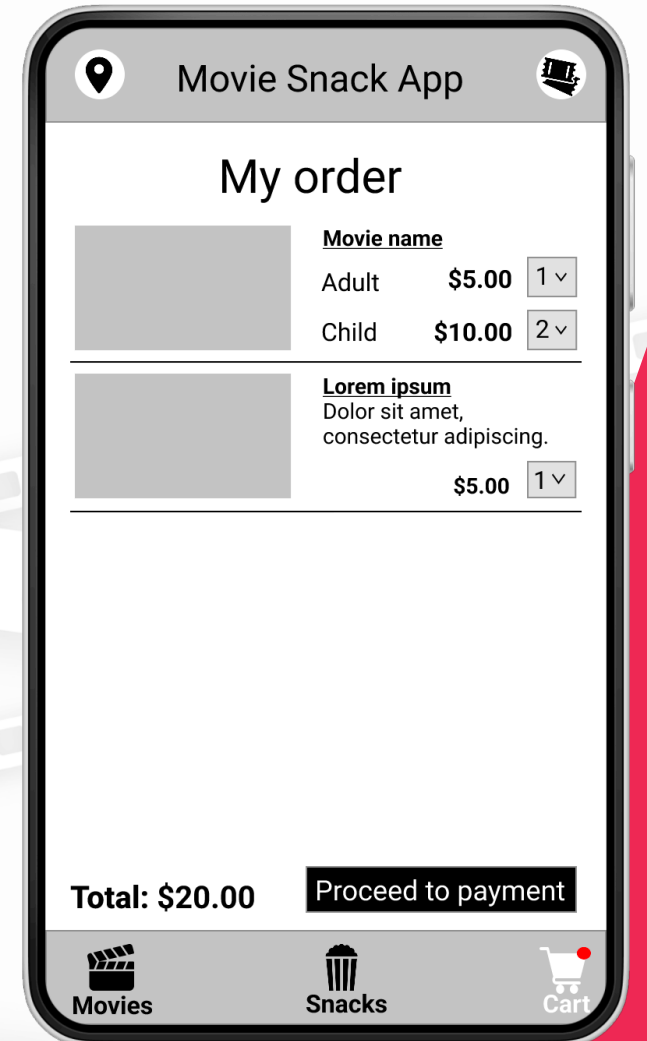
- 3 out of 5 participants wondered how they might add a new ticket type to their order.
- “What if I wanted to add a student ticket to my order?” – Participant A



Most users did not know if their cart updated after making a change to their order

3 out of 5 participants were unsure whether their cart had been updated after making an amendment to their order.

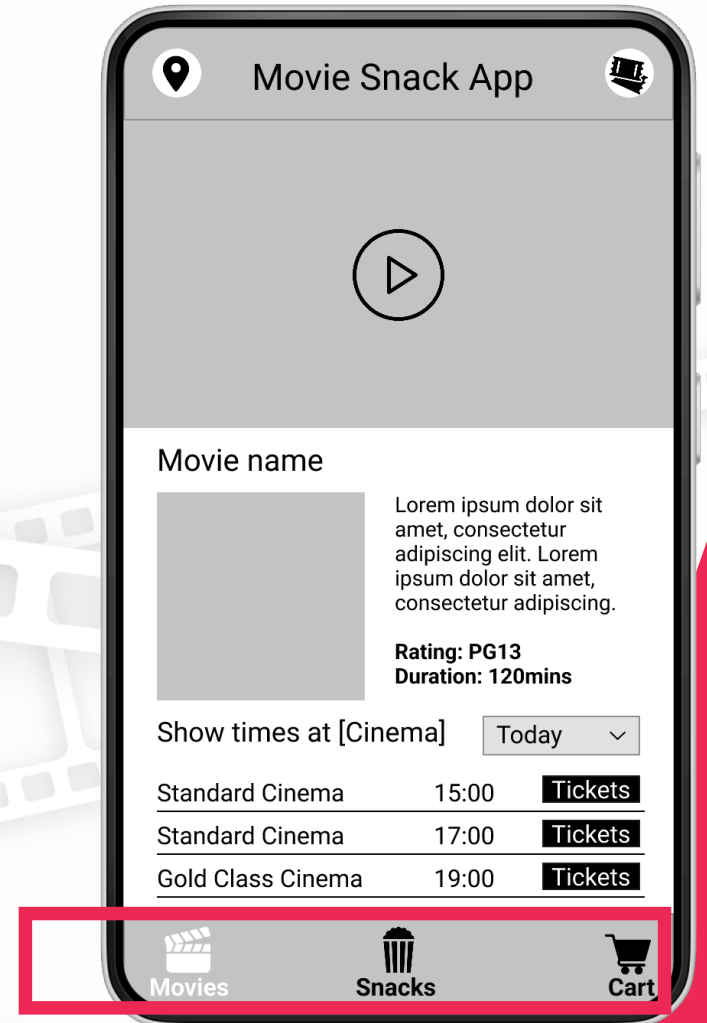
“My order updated right?..” – Participant B



Some users were unaware of the navigational properties of the navigation bar

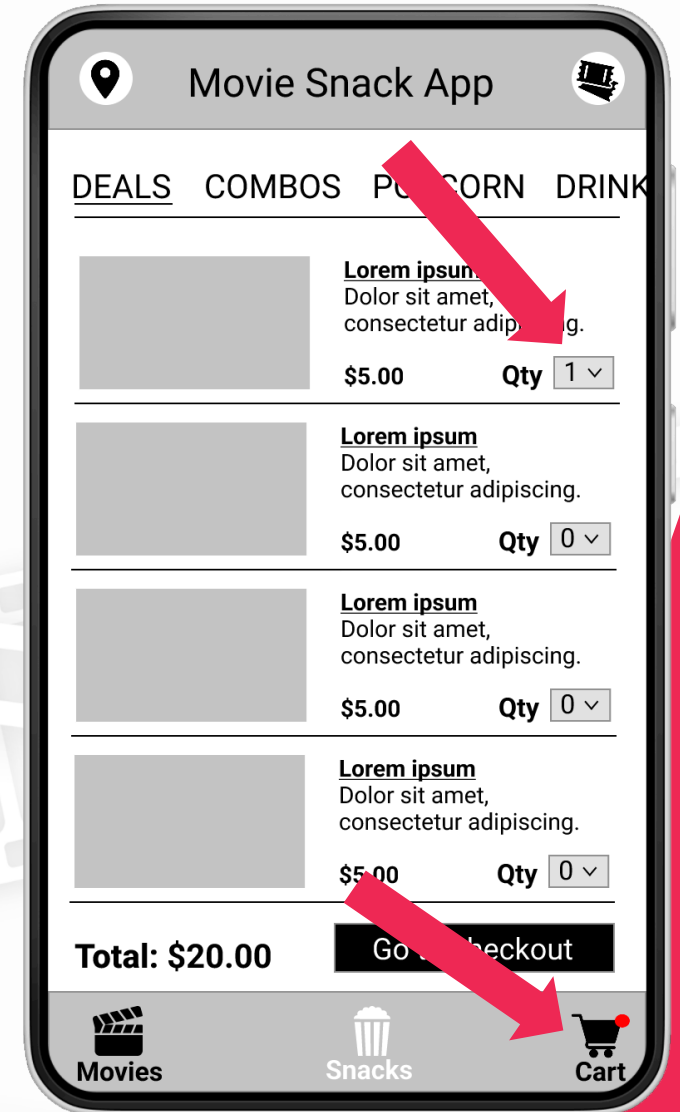
2 out of 5 participants felt frustrated when they could not find a “back” button to navigate to a previous page.

“Where is the back button? I want to see a different movie.” – Participant E



Some users did not know which page to go to to modify their order

- 2 out of 5 participants were unsure as to which page to go to make amendments to their order.
- “Am I supposed to make changes to my order at the cart page or on the snacks page? I’m confused” – Participant E



Insights



Research Insights

No seat selection functionality	Ambiguous terminology	User-unfriendly quantity selectors	No confirmation for adding items
Users need a way to select the seating they would like for their movie.	Use informative toggleable tooltips that define various cinema types.	Use alternative means for adding items/adjusting quantities of those items.	Users need to know if their items have been added to their cart.

Research Insights

No way of adding new ticket types	No confirmation for cart changes	Difficulties navigating to previous pages	Users not knowing where to make changes to order
Users need a way to add new ticket types to their order.	Users need to know if their cart has been updated after making amendments to their order.	Users need "back" buttons to help them navigate to previous pages.	Users need a greater sense of clarity as to where to go to make changes to their order.

Recommendations

Essential recommendations	Highly recommended	Recommended	Good to have
<ul style="list-style-type: none">Make it possible for users to select their own seating.	<ul style="list-style-type: none">Replace drop-down quantity selectors with "+" – "-" buttons.Make each item in the cart clickable – which brings up a pop-up overlay with modification options including newly proposed quantity selectors.	<ul style="list-style-type: none">Add toggleable tooltips that define to users what each cinema type means.Add a confirmation popup after an item has been added to the order.Add an "add ticket" button, triggering a ticket selector popup.Add a confirmation popup after their cart has been updated.	<ul style="list-style-type: none">Add a "back" button on the movie list page, individual movie pages, snacks page, and cart page.Add a "view order" button at the bottom of the screen that is visible to users who are not on the cart page or checkout.

Thank you!

