

PARTICIPANT A

Took user a while to see and observe the layout of the page

"I assume that I would just pick the tickets and type of people I would want to go with"

"okay looks like I need to click on a movie to get to the next place...ah here we go"

Maybe there could be a section about my account

"This took me longer than I thought it would. However it was still easy to do"

Nuetral behaviors/emotions

User had no issues when completing this

"I'm ready to go see my movie now! I'm so glad the QR code is there to help me checkout"

User had no issues when completing this

PARTICIPANT B

"I assume when you click the zip code option it will give you the closest theaters near you. I know it's a work in progress so I'm sure I'd be able to select the date and see the viewing options, and times that were available accordingly"

Still neutral position/emotion, had no areas of apparent confusion

"very straight forward. I like the QR code"

"I'm glad to see that there were good choices for the movies"

User wanted to see the options of other movies. Body language gave off that they were curious.

"We've got some great options here, I'll take my seats front row"

"I think when it is all finished we will have a great app on our hands"

Enthused and user was happy to select their seats

User was enthused at checkout and glad for the options present

PARTICIPANT C

"I assume that if I chose the date, it would show me the different times and the viewing experiences that would be available"

user took their time on this page. They made sure that the theater was the one they wanted to see.

At first they wanted to click on select your seats, but then they realized they needed to click on one of the seats to get seats. Slightly confused, but figured it out eventually

"I didn't see the screen and the seats until after I clicked on the select your seats option. Maybe that could be changed somehow"

Enthusied about adding food, liked the options.

I wanted to check out as a member, so I clicked on member, and forgot I would need to be signed in to do this so I went back and signed in.

Neutral behavior, thought it was simple to do, user experienced no errors

"Okay that was simple"

"Overall I would use this app, I just needed to pay attention more to know what I was doing"

PARTICIPANT D

"There' a lot of info on the page about the theaters so it took me a while to select which one I wanted" I like that it shows the date and time

"Some buttons on the select your seats page and the theater page may need to be looked at. I thought I needed to click those but I didn't"

User wasn't confused, didn't really have any opinions .

"Very straightfoward expereince, It was easy to select a movie and there were plenty of choices displayed. I didn't find any instructions to buy tickets yet"

"I had some trouble selecting my seats, I had already selected my viewing experience when I chose a theater"

Thought this was easy and very cool

User had a positive attitude, no errors or confusion

User thought they needed to click on select your seats so they were a little confused on why that didn't work. But figured they needed to select their seats from the squares.

"I like this process and was very easy to do"

PARTICIPANT E

The user chose use my location, and wasn't sure if he needed to do the zip code option

Since the select your seats looked like a button, they clicked on that first, then selected seats and clicked next

"I would have liked to have been able to select my seats easier"

The user was enthusiastic, thought the process was simple

"It's not letting me click on the seats when I hit select seats"

"This seems good so far"

"That wasn't too bad, seems like there are a lot of movies out"

"This seems straight forward"

User was able to checkout without any problems

THEME 1: Choosing theater

AFFINITY DIAGRAM

THEME 2: Choosing Seats

The user chose use my location, and wasn't sure if he needed to do the zip code option

"I assume that if I chose the date, it would show me the different times and the viewing experiences that would be available"

"There's a lot of info on the page about the theaters so it took me a while to select which one I wanted" I like that it shows the date and time

"I assume when you click the zip code option it will give you the closest theaters near you. I know it's a work in progress so I'm sure I'd be able to select the date and see the viewing options, and times that were available accordingly"

THEME 3: Account

Maybe there could be a section about my account

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