Stargaze App Usability Study Update

December 21th, 2021

Link to previous presentation here

Team

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Study Details

Project Background

We're creating a new app to help people purchase movie tickets hassle free.

Before launching we need to figure out if getting tickets through our app is easy for users to do.

We'd like to understand what specific challenges our users might face in the ordering, process and how we can help them fix those challenges.

Study Details

Research Questions

- How long does it take a user to select a movie and book tickets and or food and drinks from start to finish?
- What can we learn from the steps users take to book their tickets?
- Are there any parts where users get stuck?
- Does the app provide a convenient or frustrating experience for the user?
- How many times does a user use the app to get their movie tickets vs in person?

Participants

participants: 5

Two males, Two females and one nonbinary individual between ages 16-50

Full-time or part-time workers, students, and parents

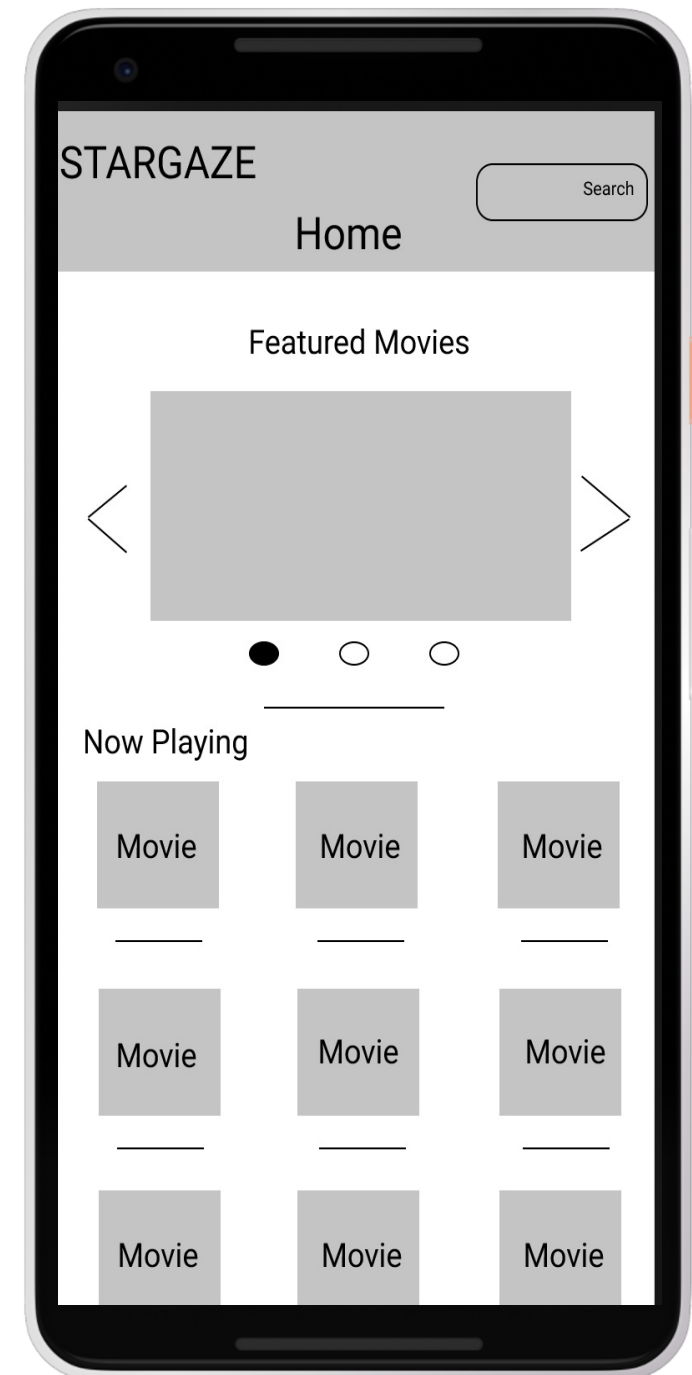## Methodology

# of minutes: 60

Location: United States, Remote

Format: Unmoderated Usability Study

Users were asked to navigate through the stargaze app and order movie tickets on a low-fidelity prototype

Prototype / Design Tested

The low fidelity app for Stargaze was tested and can be tested here
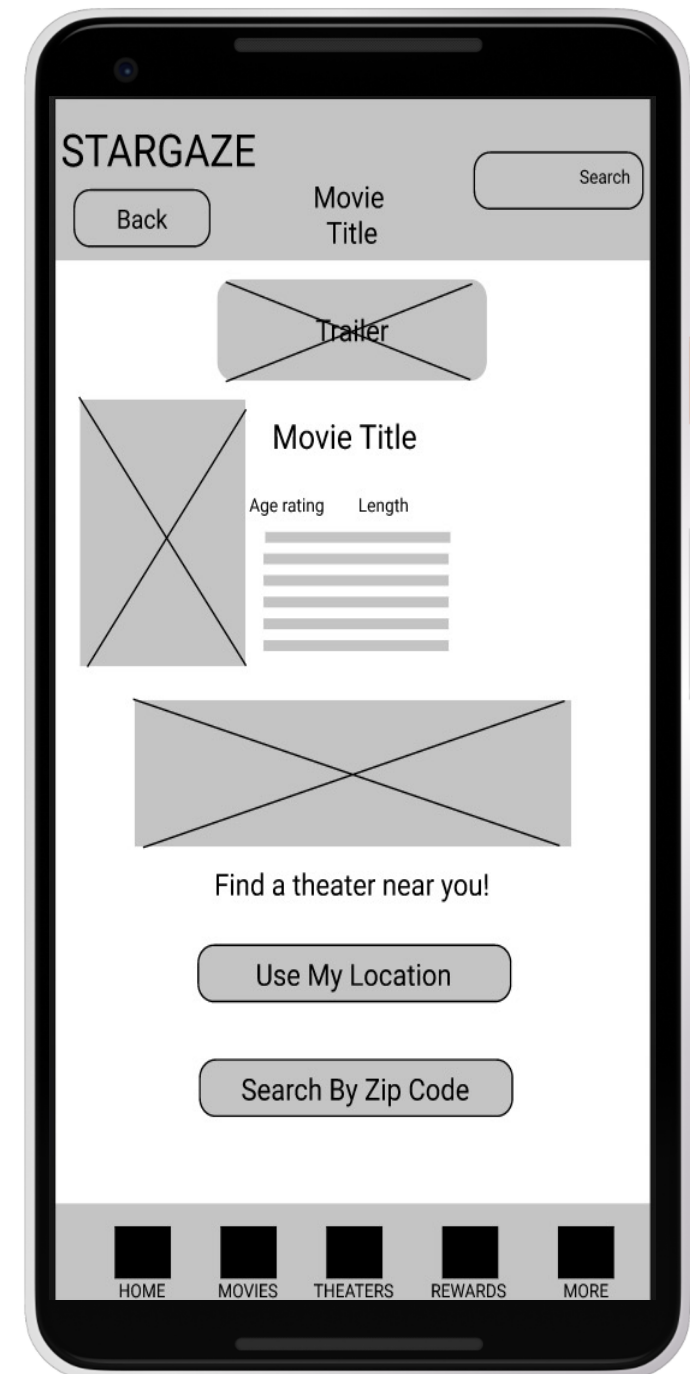
Themes

People want a simply way to select their movie theater

Supporting evidence from the usability study.

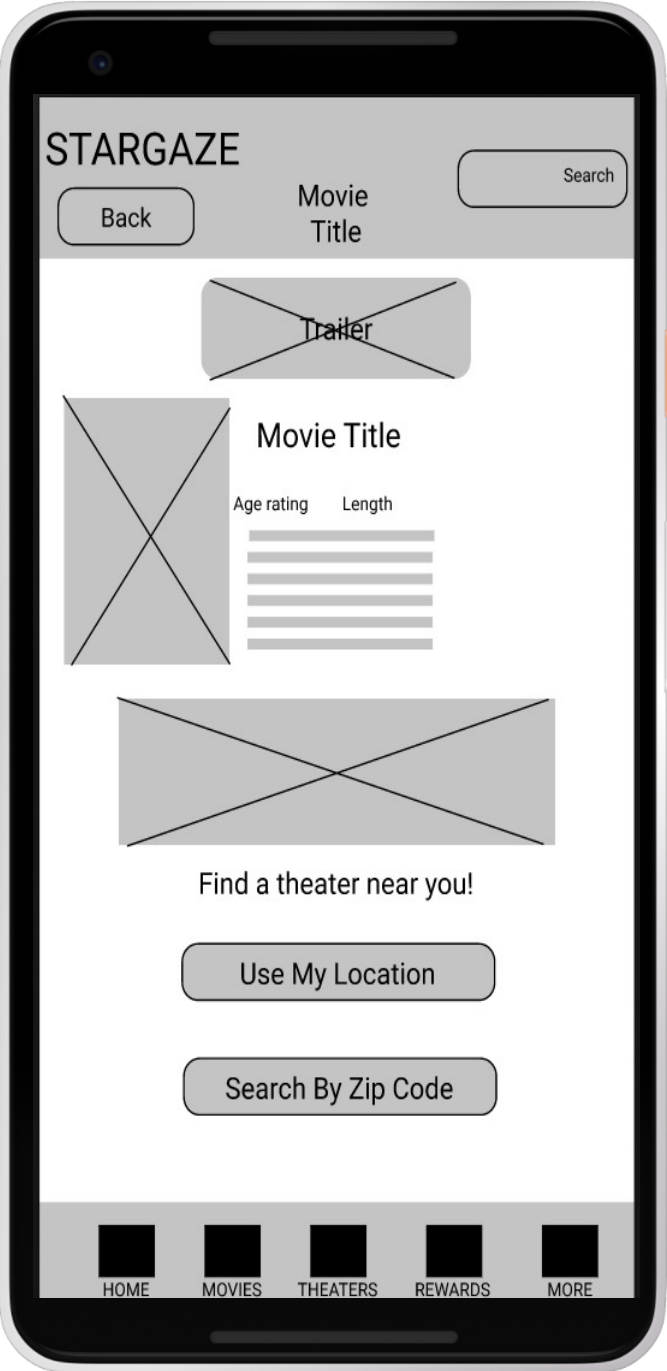- 3 out of 5 participants had difficulties selecting their location for a movie theater

"I assume when you click the zip code option it will give you the closest theaters near you but I'm not sure."

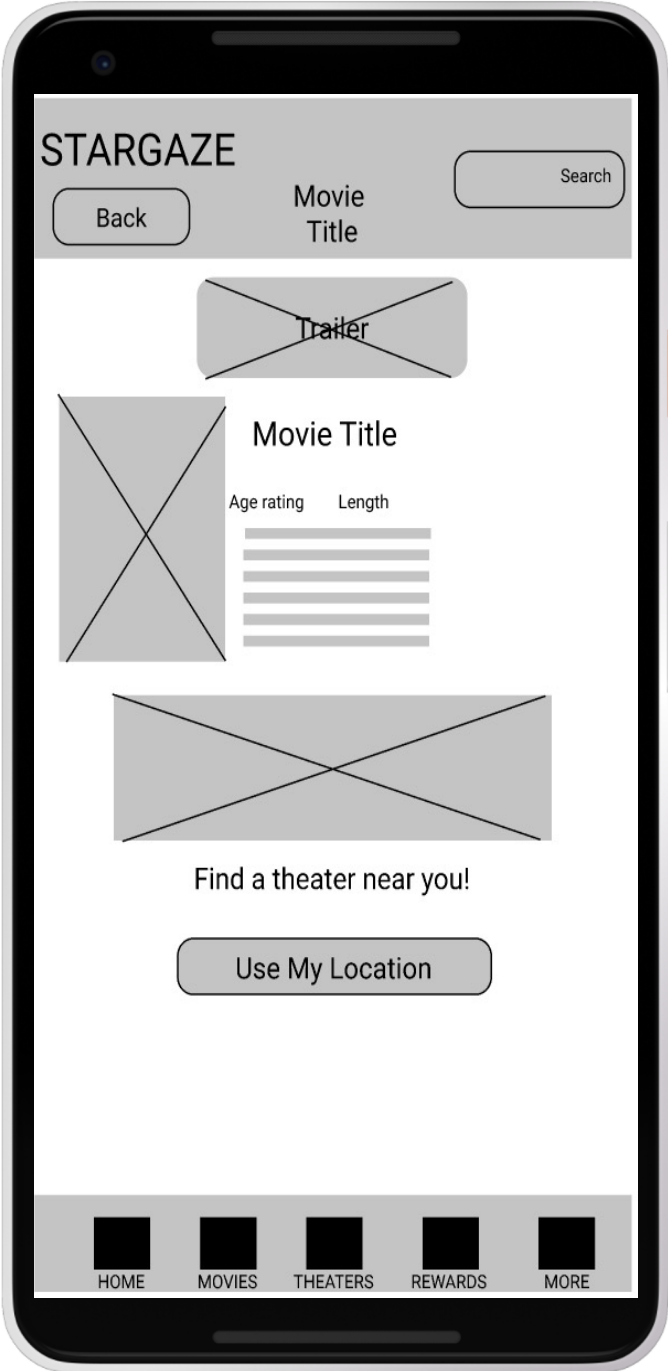Joe Brown, frequent movie goer in Denver, Colorado

BEFORE

STARGAZE

Back

Movie
Title

Search

Trailer

Movie Title

Age rating   Length

Find a theater near you!

Use My Location

Search By Zip Code

HOME   MOVIES   THEATERS   REWARDS   MORE

AFTER

STARGAZE

Back

Movie
Title

Search

Trailer

Movie Title

Age rating   Length

Find a theater near you!

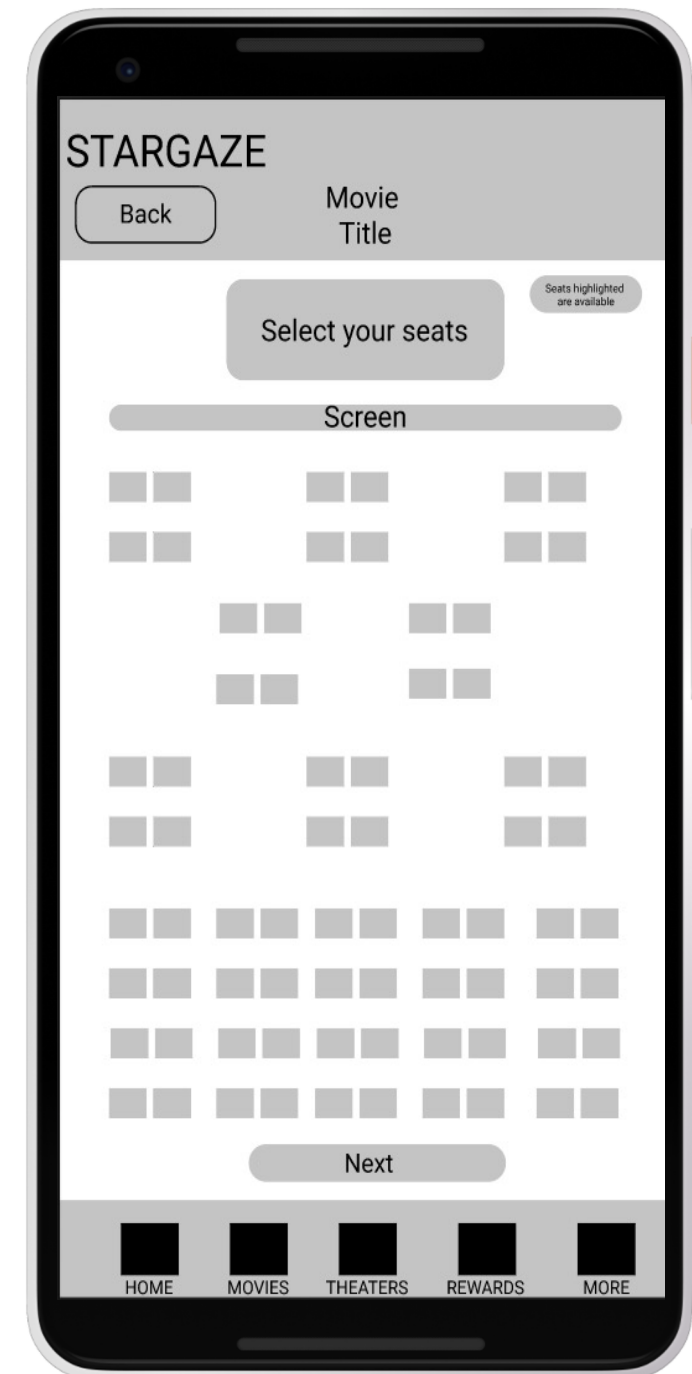Use My Location

HOME   MOVIES   THEATERS   REWARDS   MORE

People want a simple way to select their seats

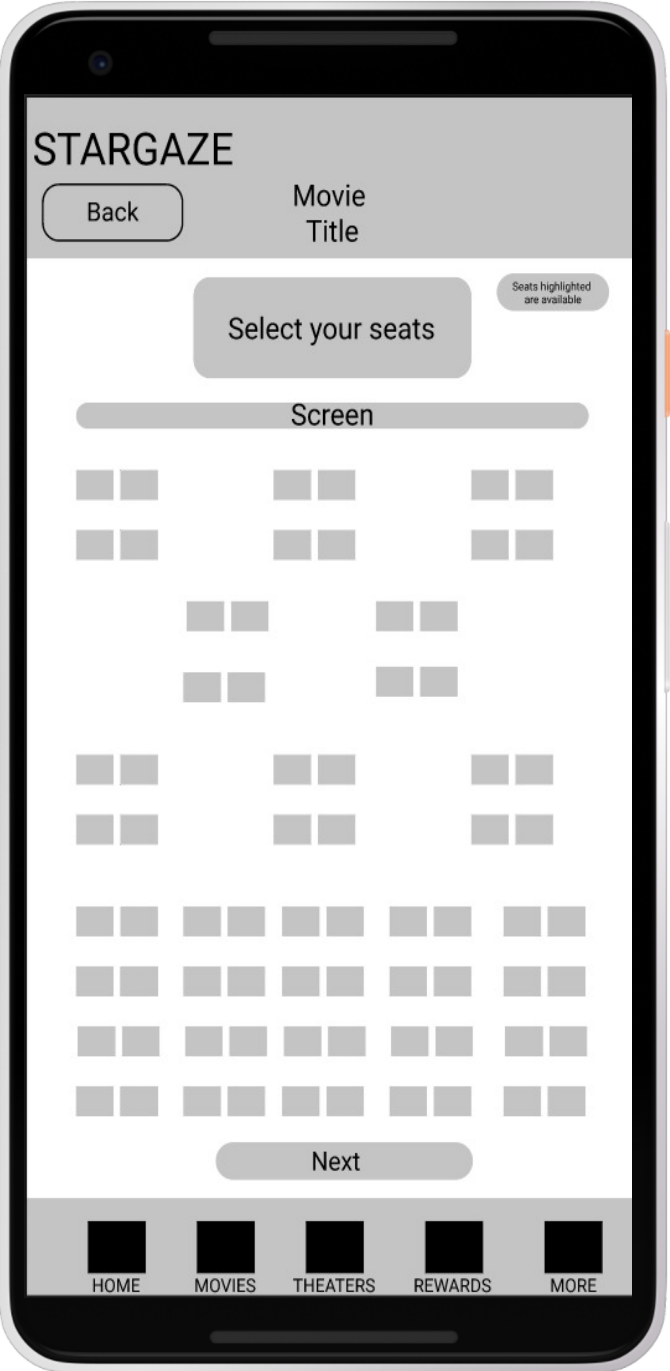Supporting evidence from the usability study.

- 3 out of 5 participants thought they needed to click the select your seats icon to pick their seats.

"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"
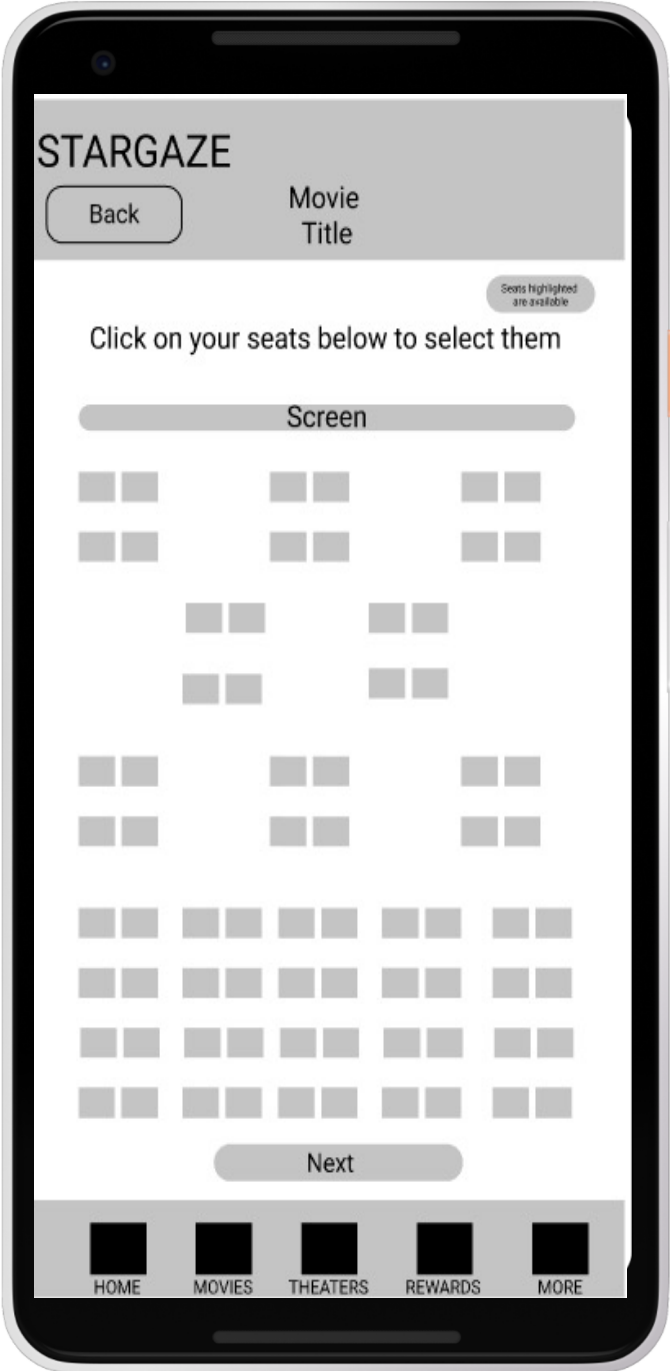
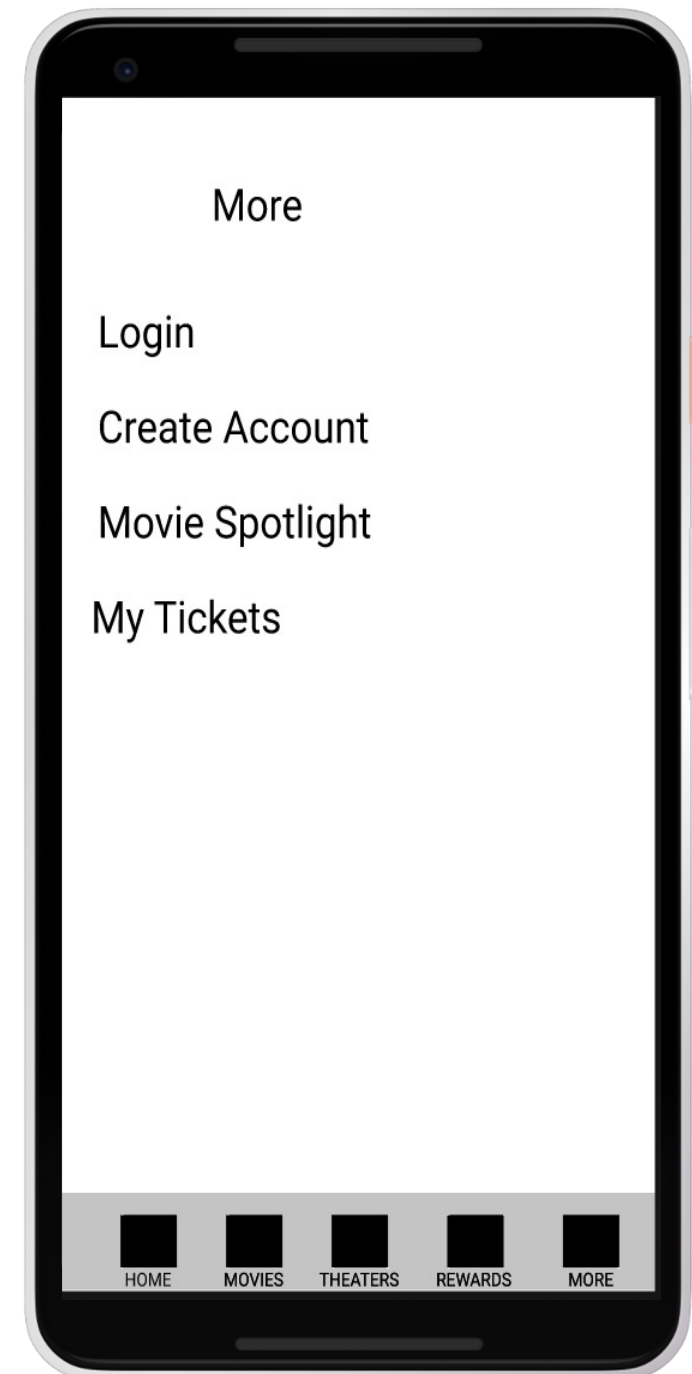Amy Johnson, mother of family of four from

BEFORE

AFTER

STARGAZE

Back

Movie
Title

Seats highlighted
are available

Select your seats

Screen

Next

HOME   MOVIES   THEATERS   REWARDS   MORE

STARGAZE

Back

Movie
Title

Seats highlighted
are available

Click on your seats below to select them

Screen

Next

HOME   MOVIES   THEATERS   REWARDS   MORE

People want a place where they can see their account info
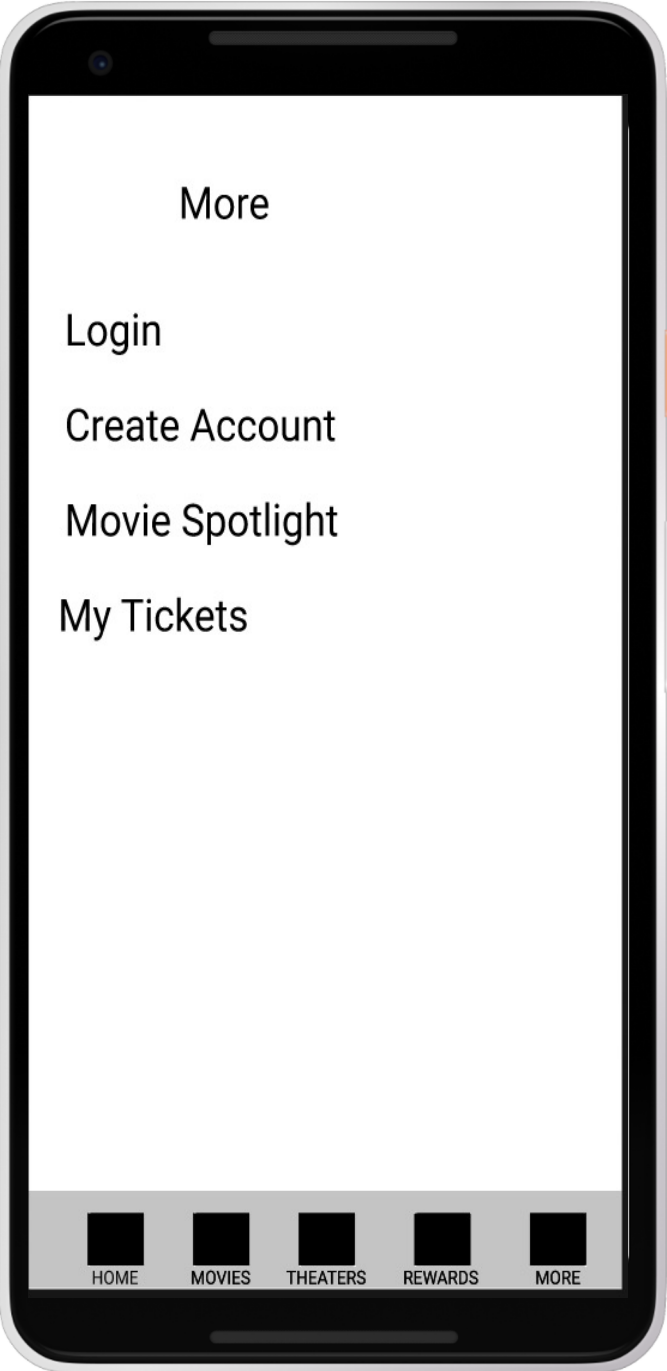
Supporting evidence from the usability study.

- ## 3 out of 5 participants wanted a page to see their account info.
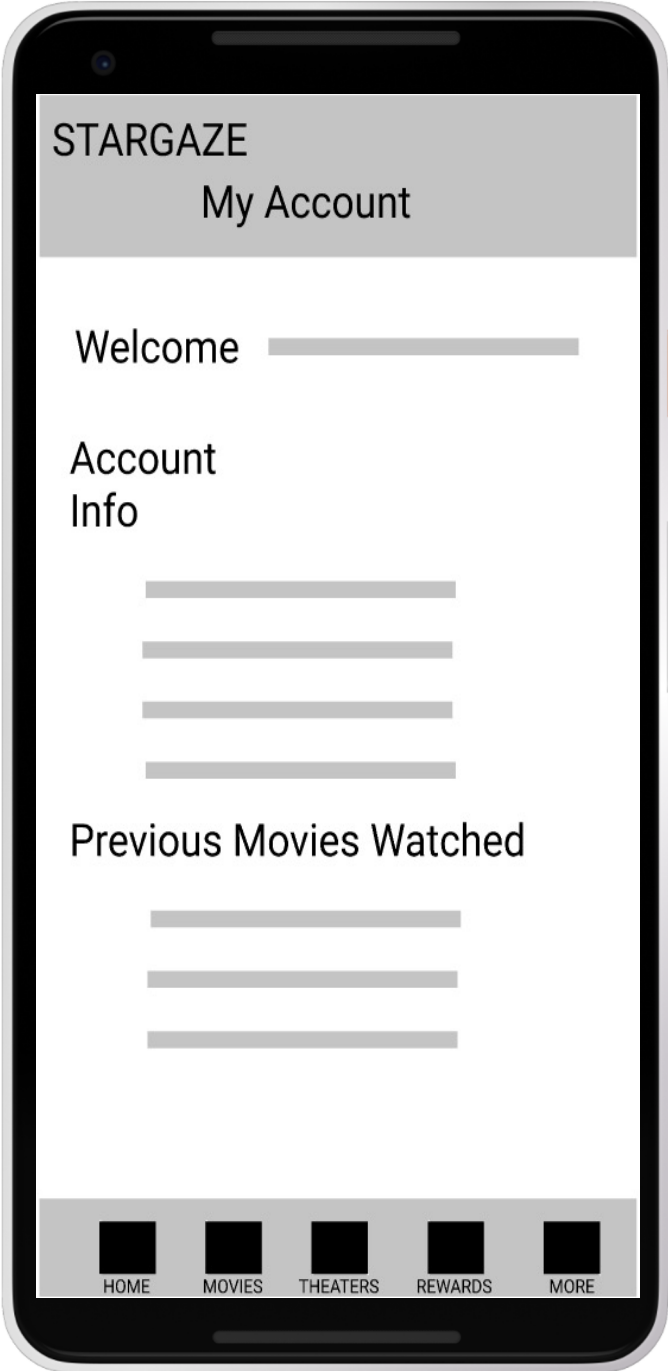
"Maybe there could be a section about my account "

Jacob Kriegsman, high school student, Detroit, Michigan

BEFORE

More

Login

Create Account

Movie Spotlight

My Tickets

| HOME | MOVIES | THEATERS | REWARDS | MORE |

AFTER

STARGAZE

My Account

Welcome _____

Account
Info

Previous Movies Watched

| HOME | MOVIES | THEATERS | REWARDS | MORE |

New Recommendations

Recommendations and Next Steps

- Test to see if users are able to select their theater easier with the modified theater page
- Test to see if users are able to select their seats easier with the new design of the select your seats page
- Test users to find out if they believe the my account page is useful.

Thank you!