



AADESH BOHORA

DID602A: User Experience Design

Cinema Booking website.

Usability Test Report and Annotated Specification Document

Academic Integrity

I hereby affirm that the work submitted for this assessment task is entirely my own, unless otherwise referenced. I have familiarized myself with the Academic Integrity Policy and Procedure of Torrens University Australia, which can be accessed online at <http://www.torrens.edu.au/policies-and-forms>. Furthermore, I understand the importance of retaining copies of all submitted materials and drafts and commit to doing so accordingly.

Contents

Usability Summary	6
Prototype to Usage Insights	6
Key Issues	7
Recommendations	7
Usability Testing	8
Testing Plan	8
Recruitment Plan.....	13
Script Task1 - Registering an Account	14
Persona Segment	14
ALL.....	14
Success Criteria	14
Findings	14
• All users achieved successful login and if they don't have an account, they have successfully signed in.	14
Recommendations	14

Script 2: checking movies.....	15
You have decided to watch the movie in the cinema and browse upcoming movies and currently showing movies detail.	15
Persona Segment	15
ALL.....	15
Success Criteria	15
Finding.....	15
Recommendation	16
Script 3: checking a movie detail.....	16
Persona Segment	17
Success Criteria	17
Finding.....	17
Recommendation	17
Script4: Checking the Time and Date of a Movie.....	18
Persona Segment	18
Success Criteria	18
Finding:.....	18
Recommendation	18
Script5: Checking Available Seats for a Movie	19
Persona Segment	19
Success Criteria	19
Finding:.....	19
Recommendations:	20
Script 6: booking and checking price.	20

Persona Segment	20
Success Criteria	20
Finding.....	21
Recommendation.....	21
Script 7: selecting Food & Beverage.....	21
Persona Segment	22
Success Criteria	22
Finding:.....	22
Recommendation.....	22
Script 8: choosing the payment option.....	23
Persona Segment	23
All Success Criteria	23
Findings	23
Recommendation:.....	23
Script 9: Confirmation of booking.....	24
Persona Segment	24
Finding:.....	24
Recommendation:.....	24
Site Map	25
Annotated Wireframes of Header.....	26
Annotated Wireframes of Footer of website.....	28
Annotated Wireframes-Homepage 1.0.0.....	30
Annotated Wireframes -10.0.0 (Account).....	31

Annotated Wireframe 10.3.0 Sign-in 32

Annotated wireframe 10.0.0 AB Times &ticket 33

 Annotate the wireframe of the seats..... 34

 Annotated wireframe of Food&Beverage..... 35

 Annotated of wireframe payment option..... 36

 Annotated wireframe of confirmation..... 37

References..... 38

Usability Summary

Prototype to Usage Insights

AB Cinema is an online ticket booking platform where users can buy tickets and enjoy movies in different cinema houses. From the initiation of user research, two distinct user segments with diverse preferences and motivations related to cinema booking were identified and investigated. The goal is to utilise these findings to shape the design of the cinema booking website prototype..

To ensure consistency, a test plan and action scripts were developed, serving as a standardized guide for each user. Throughout these tasks, the participants' physical and digital activities were meticulously recorded to facilitate precise analysis and observation.

According to workflow, there is a strong chance of finishing the task in time of 96% because the user participation was high, and it took minor delays and functionality setbacks to complete the tasks. Of the remaining incomplete tasks, 4% occurred in a particular action script, where two users faced challenges. These issues were attributed to the accessibility and functionality aspects of the product, indicating that minor interface adjustments would be needed to resolve them.

Key Issues

According to the usability testing report Users positively marked down on the evident and well-defined interface and the straightforward navigation. moreover, the user found the prototype easy to use and user-friendly and completed the set task quickly, however, some issues were found, which are.

Visual Hierarchy Enhancement

Some of the Users take different routes or forget important information during the booking process, indicating the need for a better visual hierarchy.

Clarity on ticket type or seat categories

Due to a lack of information, users have difficulty comprehending ticket types or seat categories. More specifics in this area would improve the user experience.

Streamlining the booking process

Despite its overall simplicity, the end-to-end booking process has the potential to be lengthy. Streamlining the process has the potential to increase user efficiency and pleasure.

Recommendations

Consider the following points to address these highlighted issues:

Boost Contrast for Better Visual Salience:

Find out that the contrast between text and background elements is enough for reading and visual emphasis. Experiment with various colour combinations to establish an appropriate balance that calls attention to crucial aspects while generating visual discomfort.

Improve the site's navigation and dashboard content:

Implement a collapsible menu to declutter the UI, giving users more white space and preventing errors. Consider user feedback when designing the most user-friendly navigation structure and prioritizing important material on the dashboard.

Give Explanations for the booking process:

Incorporate pop-up tips directly into the user interface or provide external links for in-depth explanations of booking-related terms. Make these materials easily available and user-friendly, supporting users in comprehending certain terms while not interfering with their booking process.

Usability Testing

Testing Plan

Task Script	Designed Solution Path(s)	Target Segments
Script 1. Registering an Account	<p>Homepage — Select the 'Account' button — Follow prompts until the Overview page is reached</p> <p>(2) Homepage — Select the 'Log in button on the banner — Follow the prompts until the Overview page is reached</p> <p>(3) Homepage — Select 'Sign In' — Select 'Join link' below Sign In form — Follow prompts until Overview page is reached</p>	All
Script 2: checking movies	<p>If Not Logged In</p> <p>(1) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Navigate to Movie Listings — Choose the desired movie — Select 'View Details.'</p> <p>(2) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Scroll down to Featured Movies — Choose the desired movie — Select 'View Details.'</p> <p>If Logged In</p> <p>(1) Overview — Navigate to Movie Listings — Choose the desired movie — Select 'View Details.'</p> <p>(2) Overview — Scroll down to Featured Movies — Choose the desired movie — Select 'View Details.'</p>	All

Script 2: checking movie details	<p>If Not Logged In</p> <p>(1) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Navigate to the Movie you want to select— Navigate to trailer trailer-navigate to movie detail -click on “add to watch to list” from saving the movie</p> <p>(2) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Scroll down to Featured Movies — Choose the desired movie — Select 'View Details.'</p> <p>If Logged In</p> <p>(1) Overview — Navigate to Movie Listings — Choose the desired movie — Select 'View Details.'</p> <p>(2) Overview — Scroll down to Featured Movies — Choose the desired movie — Select 'View Details.'</p>	

Script3: Checking the Time and Date of a Movie	<p>If Not Logged In</p> <p>(1) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Navigate to Movie Listings — Choose the desired movie — Review the displayed time and date information.</p> <p>(2) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Scroll down to Featured Movies — Choose the desired movie — Review the displayed time and date information.</p>	All
	<p>If Logged In</p> <p>(1) Overview — Navigate to Movie Listings — Choose the desired movie — Review the displayed time and date information.</p> <p>(2) Overview — Scroll down to Featured Movies — Choose the desired movie — Review the displayed time and date information.</p>	
Script: Checking Available Seats for a Movie	<p>If Not Logged In</p> <p>(1) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Navigate to Movie Listings — Choose the desired movie — Select 'Check Seats Availability.'</p> <p>(2) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Scroll down to Featured Movies — Choose the desired movie — Select 'Check Seats Availability.'</p> <p>If Logged In</p> <p>(1) Overview — Navigate to Movie Listings — Choose the desired movie — Select 'Check Seats Availability.'</p> <p>(2) Overview — Scroll down to Featured Movies — Choose the desired movie — Select 'Check Seats Availability.'</p>	All
Script: booking and checking price	If logged in	All

	(1) Overview-Navigate to selecting personality (Adult, child, pensioner senior or student)-choosing how many tickets-Select "Proceed"	
	or (2) Navigate to booking summary checking price and select Proceed	
Script: selecting Food&Beverage	<p>If Not Logged In</p> <p>(1) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Navigate to Food and Beverage — Explore the available options — Select desired items — Add them to the cart.</p> <p>(2) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Scroll down to the Food and Beverage section — Explore the available options — Select desired items and add them to the cart.</p> <p>If Logged In</p> <p>(1) Overview — Navigate to Food and Beverage — Explore the available options — Select desired items — Add them to the cart.</p> <p>(2) Overview — Scroll down to the Food and Beverage section — Explore the available options — Select desired items — Add them to the cart.</p>	All

Script: choosing the payment option	<p>If Not Logged In</p> <p>(1) Homepage — Click on 'Sign In' and follow prompts until you reach the Overview page — Navigate to Payments or Checkout — Choose the selected tickets — Proceed to Payment — Follow prompts to complete the transaction.</p> <p>(2) Homepage — Click on 'Sign In' and follow prompts until you reach the Overview page — Scroll down to Payments or Checkout — Choose the selected tickets — Proceed to Payment — Follow prompts to complete the transaction.</p> <p>If Logged In</p> <p>(1) Overview — Navigate to Payments or Checkout — Choose the selected tickets — Proceed to Payment — fill up your details -Follow prompts to complete the transaction.</p> <p>(2) Overview — Navigate to the Terms and Conditions option -click on the radio button -choose payment option — Proceed to Payment — Follow prompts to complete the transaction.</p>	All
Script Confirmation of booking	If Not Logged In:	All
	Go to the homepage.	
	Click on 'Sign In' and follow the prompts until you reach the Overview page.	
	Navigate to Bookings or Tickets.	
	Locate the specific booking.	
	Confirm the details of your booking.	
	If Logged In:	
	(1)Go to the Overview page.	
	Navigate to Confirmation	

	Locate the specific Cinema hub booking detail	
	Confirm the details of your booking.	

Recruitment Plan

Participant number	Details	Session	New/Returning Participant	User Segment
#1	Hannah More 40 years old Business Owner of Café	Monday 4 September 2023	Returning Participant	AB cinema
#2	Anmol Bohora 19 years old casual worker at café	Thursday 7 September 2023	New Participant	AB cinema
#3	Sagar Shrestha 30 years old Full-time worker at IT Company	Friday 8 September 2023	Returning Participant	AB cinema
#4	Santosh Shreesh 30 years old full-time worker in café	Sunday 10 September 2023	Returning Participant	AB cinema

Script Task1- Registering an Account

You have decided you want to use this website for booking tickets and watching movies in the cinema.

Persona Segment

ALL

Success Criteria

Homepage — Select the 'Account' button — Follow the prompts until the Overview page is reached

(2) Homepage — Select the 'Log in button on the banner — Follow the prompts until the Overview page is reached

(3) Homepage — Select 'Sign In' — Select 'Join link' below Sign In form — Follow prompts until the Overview page is reached.

Findings

- All users achieved successful login and if they don't have an account, they have successfully signed in.
- Two out of four users spent extra time carefully reviewing all the provided information, leading to a longer completion time for the task.
- One user expressed that the sign-in the process was a little bit lengthy. However, the login process was easy.

Recommendations

- Sign-in process should be easy and need less information on steps.
- Provide effective guidance to follow the instructions to sign in process.

User	User One	User Two	User Three	User four
Qualitative Results	The user clicks the account button and then selects a slog in a link at the bottom. And proceed filing up log in and if not sign in form.	The user selects"account" and completes the "sign in" process easily.	Users select"account" and browse the login click on sign in fill up the sign-in process and register the account.	The user selects 'Account' and follows prompts to make an account. Stops once the sign-in process is done
Quantitative Results	The task was completed in 3 minutes and 20 seconds. One user, who carefully read each prompt and information, experienced a delay in completing the task due to initially choosing 'log in' and clicking on "sign in."	The task was finished in 2 minutes and 15 seconds without any errors.	The task was finished in 3 minutes and 20 seconds without any errors.	The task was finished in 3 minutes and 60 seconds without any errors.
Completion	1	1	1	1
Average				100%

Script 2: checking movies.

You have decided to watch the movie in the cinema and browse upcoming movies and currently showing movies detail.

Persona Segment

ALL

Success Criteria

If Not Logged In

(1) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page —

Navigate to Movie

Listings — Choose the desired movie — Select 'View Details.'

(2) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Scroll down to Featured Movies — Choose the desired movie — Select 'View Details.'

If Logged In

(1) Overview — Navigate to Movie Listings — Choose the desired movie — Select 'View Details.'

(2) Overview — Scroll down to Featured Movies — Choose the desired movie — Select 'View Details.'

Finding

- All users effectively navigated the cinema ticket website to explore movie details.
- 2 out of four users faced difficulty in deciding between different movie categories and found the provided tips less helpful in clarifying each category.
- One user remarked that the movie browsing process felt prolonged and involved too many clicks, expressing a preference for a more streamlined approach similar to filling out a form in one go.
- One user experienced confusion while inputting details for the movie, particularly with the Total Movie Time and Screening Frequency, initially assuming they were the same.

User	User One	User Two	User Three	User four
Qualitative Results	The user clicks on the website and starts to see the movie listing down. The user starts to show movie and upcoming movie	Users click on the website and starts to see movies	User starts to see movies and upcoming movies on the homepage	Users see the movie listing on the homepage which and upcoming movies and highlighting movies on the homepage.
Quantitative Results	The task was finished in 1 minute and 15 seconds without any errors.	The task was finished in 1minutes seconds without any errors.	The task was finished in 1 minute 20 seconds without any errors.	The task was finished in 2 minutes and 20 seconds without any errors.
Completion	1	1	1	1
Average				100%

Recommendation

- Reduce the amount of clicks required for users to explore and select movies by simplifying the website navigation. A simpler and more intuitive path can improve the overall user experience.
- Clarify Movie Details: Clearly distinguish and explain movie details such as Total Movie Time and Screening Frequency. To avoid confusion during the movie selection process, ensure that users understand the distinctions between these elements.

Script 3: checking a movie detail.

User	User One	User Two	User Three	User four
Qualitative Results	The user clicks one of the movies and goes to another website. Users can see the movie trailer and movie details user can watch the movie by clicking add list. Users navigate to the times of the movie	The user clicks one of the movies and goes to another website. Users can see the movie trailer and movie details user can watch the movie by clicking add list. Users navigate to the times of the movie	Users click on movie detail and browse the whole page of movie detail	Users instantly click on a movie and start to see movie detail
Quantitative Results	The task was finished in 1 minute and 10 seconds without any errors.	The task was finished in 2 minutes seconds without any errors.	The task was finished in 2 minutes and 20 seconds without any errors.	The task was finished in 1 minute and 20 seconds without any errors.
Completion	1	1	1	1
Average				100%

You have decided to watch a movie in the cinema and browse upcoming movies and current showings movies detail.

Persona Segment

ALL

Success Criteria

If Not Logged In

(1) Homepage — Click on 'Sign In' and follow the prompts.

until you reach the Overview page — Navigate to the Movie you want to select— Navigate to the trailer-looking movie trailer-navigate to movie detail -click on “add to watch to list” from save the movie.

(2) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Scroll down to Featured Movies — Choose the desired movie — Select 'View Details.'

If Logged In

(1) Overview — Navigate to Movie Listings-Choose the desired movie — Select 'View Details.'

(2) Overview — Scroll down to Featured Movies — Choose the desired movie — Select 'View Details. '

Finding

- All users effectively navigated the cinema ticket website to explore movie details.
- 2 out of four users faced difficulty in deciding between different movie categories and found the provided tips less helpful in clarifying each category.
- One user remarked that the movie browsing process felt prolonged and involved too many clicks, expressing a preference for a more streamlined approach similar to filling out a form in one go.
- One user experienced confusion while inputting details for the movie, particularly with the Total Movie Time and Screening Frequency, initially assuming they were the same.

Recommendation

- Reduce the number of clicks required for users to explore and select movies by simplifying the website navigation. A simpler and more intuitive path can improve the overall user experience.
- Clarify Movie Details: Clearly distinguish and explain movie details such as Total Movie Time and Screening Frequency. To avoid confusion during the movie selection process, ensure that users understand the distinctions between these elements.

Script4: Checking the Time and Date of a Movie

What time is suitable for you and what date for the movie?

Persona Segment

All

Success Criteria

If Not Logged In

(1) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Navigate to Movie

Listings — Choose the desired movie — Review the displayed time and date information.

(2) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Scroll down to Featured.

Movies — Choose the desired movie — Review the displayed time and date information.

If Logged In

(1) Overview — Navigate to Movie Listings — Choose the desired movie — Review the displayed time and date information.

(2) Overview — Scroll down to Featured Movies — Choose the desired movie — Review the displayed time and date information.

Finding:

- 100% of users were able to successfully choose the time and date of the movie.
- 2/4 of the users experience a time delay in choosing a movie but manage to find a time and date for the movie.

Recommendation

- Make the selection of movie times and dates more straightforward to minimize the chances of user delays. Create an easy-to-use and intuitive interface that enables users to pick their preferred options quickly and effortlessly.
- Add features that enable users to quickly choose popular or suggested time slots and dates, catering to those who prefer a swift decision-making process without prolonged deliberation.

User	User One	User Two	User Three	User four
Qualitative Results	Users navigate to the address where they like to go and select the time. Users can see the categories of the cinema where user can choose that.	Users scroll down the whole page of movie details navigate to the time of the movie and select what they prefer.	Users select the movie detail see the time and date and select one of the times which they prefer.	Users navigate to their preferred destination, choose a suitable time, and explore the available cinema categories to make their selection.
Quantitative Results	The task was finished in 3 minutes and 10 seconds without any errors.	The task was finished in 3 minutes seconds without any errors.	The task was finished in 4 minutes 20 seconds without any errors.	The task was finished in 2 minutes and 20 seconds without any errors.
Completion	1	1	1	1
Average				100%

Script5: Checking Available Seats for a Movie

You want to select seats for you and your friends/family.

Persona Segment

All

Success Criteria

If Not Logged In

(1) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Navigate to Movie Listings — Choose the desired movie — Select 'Check Seats Availability.'

(2) Homepage — Click on 'Sign In' and follow the prompts until you reach the Overview page — Scroll down to Featured Movies — Choose the desired movie — Select 'Check Seats Availability.'

If Logged In

(1) Overview — Navigate to Movie Listings — Choose the desired movie — Select 'Check Seats Availability.'

(2) Overview — Scroll down to Featured Movies — Choose the desired movie — Select 'Check Seats Availability.'

User	User One	User Two	User Three	User four
Qualitative Results	User Navigate to "select your seats and browse the available seats, reserved seats and wheelchair seats and find some reserved seats. Select seats that many users like and click on the proceed line for further process.	Users navigate to the "seats" website select seats and click on the proceed link	Users select the movie detail see the time and date and select one of the times that they prefer.	User Go to the "Select Your Seats" section on the homepage or movie overview page. Explore the available seats to find the perfect spots for you and your companions. take note of any reserved seats marked on the seat map. Click on the "Proceed" link to advance to the next step for confirmation and further processing.
Quantitative Results	The seat selection process was completed in 3 minutes and 20 seconds without encountering any errors.	The seat selection task was accomplished flawlessly within 2 minutes and 10 seconds, without any errors.	The task was finished in 3 minutes 40 seconds without any errors.	The task was finished in 2 minutes and 25 seconds without any errors.
Completion	1	1	1	1
Average				100%

Finding:

- All users successfully selected their preferred seats for the movie.
- 1 out of 4 users experienced a slight delay in the seat selection process but eventually found and chose their desired seats.
- One of the users was a little bit confused about the green colour while navigating on seats.

Recommendations:

- Simplify the seat selection process to minimize delays. Design an intuitive interface that allows users to quickly and effortlessly pick their preferred seats.
- Provide a visual representation of the seat layout to assist users in making informed decisions during the selection process with some more detailed visualisation.

Script 6: booking and checking price.

How would you like to book and check the price of the tickets?

Persona Segment

All

User	User One	User Two	User Three	User four
Qualitative Results	Users navigate to choose their tickets. The user will see the voucher selection and they can choose how many tickets they want select the price there and can see the price of tickets and the user can click on the proceed button.	Users navigate to choose their tickets select the option click how many tickets they want and can proceed further.	Users navigate to select their tickets. On the screen, they encounter the voucher selection, enabling them to choose the quantity of tickets they desire. Users can then specify the ticket prices and view the total cost. Finally, users have the option to click on the "Proceed" button to continue.	Usenavigat to choose your ticket select the option and click how many tickets they want and can proceed further.
Quantitative Results	Time taken: 2 minutes and 30 seconds. The user encountered confusion while trying to understand the various booking options, leading to a delay in completing the task.	Time taken: 2 minutes. The user spends some time exploring the booking options and checking prices before initiating the task	time to completion: 1min 50 seconds. No major errors were made.	time to completion: 2min 30 seconds. No major errors were made.
Completion	1	1	1	1
Average				100%

Success Criteria

If logged in

- (1) Overview-Navigate to selecting personality (Adult, child, pensioner senior or student)-choosing how many tickets-Select "Proceed". Or
- (2) Over Navigate to booking summary checking price and select Proceed

Finding

- All users completed the booking process on the website.
- 3 out of 4 users hesitated when choosing among different booking options and found limited assistance in understanding each one through the provided tips.
- Another user was confused about choosing several tickets for a student however when the user wanted to cancel the student option, he could not cancel he needed to stick with one of the student options.
- Another user found the booking choosing option confusion.

Recommendation

- Provide a straightforward and easy-to-find option for users to cancel or edit their choices, particularly when selecting the quantity of tickets or specific options such as student tickets. Users should be able to adjust with ease and flexibility.
- improve the design of the user interface for choosing booking options to minimize confusion. Implement a more user-friendly design that smoothly guides users through the process.

Script 7: selecting Food & Beverage

User	User One	User Two	User Three	User four
Qualitative Results	Users navigate to food and beverage items. The user chooses one of the items from the item lists and it will be straightly sent to another overview page.	The user navigates to the list of food and beverage items and selects one item. Subsequently, the chosen item is directly sent to another overview page.	The user navigates to the list of food and beverage items and selects one item. Subsequently, the chosen item is directly sent to another overview page.	The user navigates to the list of food and beverage items and selects one item. Subsequently, the chosen item is directly sent to another overview page.

Choosing what kind of food and drink user is important for the user and us.

Quantitative Results	Time taken: 1 minute and 30 seconds. The user encountered confusion while choosing one of the options and straightly went to another page	Time taken: 1 minute. The user encountered confusion while choosing one of the options and straightly went to another page	The task was finished in 1 minute and finished successfully.	time to completion: 1min 30 seconds.
Completion	1	1	1	1
Average				100%

Persona Segment

All

Success Criteria

If Logged In

(1) Overview — Navigate to Food and Beverage — Explore the available options — Select desired items — Add them to the cart.

(2) Overview — Scroll down to the Food and Beverage section — Explore the available options — Select desired items — Add them to the cart.

Finding:

- All users successfully navigated to view the food and beverage items on the website.
- User can only choose one of the items in the whole item list.

Recommendation

- The user should be able to do multiple foods in whole items.
- Users can see what is inside the food items what the products are and product details.
- Users should be able to see the price and proper details of items.

Script 8: choosing the payment option.

How would you like to pay for your ticket price?

Persona Segment

All

All Success Criteria

If Logged In

(1) Overview — Navigate to Payments or Checkout — Choose the selected tickets — Proceed to Payment — fill up your details -Follow prompts to complete the transaction.
(2) Overview — Navigate to the Terms and Conditions option - click on the radio button - choose payment option — Proceed to Payment — Follow prompts to complete the transaction.

User	User One	User Two	User Three	User four
Qualitative Results	Users navigate to the payment or checkout option choose the selected ticket and proceed to payment. The user fills up some of the personal details. And user follows prompts to complete the transaction	The user accessed the terms and conditions within the payment options. They clicked on the selection they chose and continued to the payment step. The user followed the prompts to finalize and complete the transaction.	Users navigate to the payment or checkout option choose the selected tickets and proceed to payment. The user fills up some of the personal details. And user follows prompts to complete the transaction	The user explored the payment options and specifically accessed the terms and conditions. After selecting their preferred option, they proceeded to the payment step. Following the provided prompts, the user successfully concluded the transaction.
Quantitative Results	Time taken: 2 minutes and 30 seconds. The user encountered confusion while choosing one of the options and straightly went to another page	Time took minutes and 30 sec. The user experienced a delay in choosing the payment option while choosing the Google option.	Time taken: 4 minutes 60 sec. The user encountered many troubles with the payment option hard to accept from Google Pay and difficult to accept from the credit card option for further process.	user experience declines while using the gift card option for further processing.
Completion	1	1	0	0
Average				50%

Findings

- 2 out of 4 users experienced hard to complete this task.
- The payment option was delayed and not working of credit card option properly.

Recommendation:

- Ensure that the website displays easily understandable error messages to communicate any problems with the payment option. Include clear instructions guiding users on how to proceed or suggest alternative steps to complete the transaction.

- To assist users experiencing payment troubles, provide easily available customer care channels such as live chat, email, or a hotline. Provide prompt responses and information to assist users in navigating the difficulty.

Script 9: Confirmation of booking

Persona Segment

All

If Logged In:

(1) Go to the Overview page.

Navigate to Confirmation

Locate the specific Cinema hub booking detail Confirm the details of your booking.

Finding:

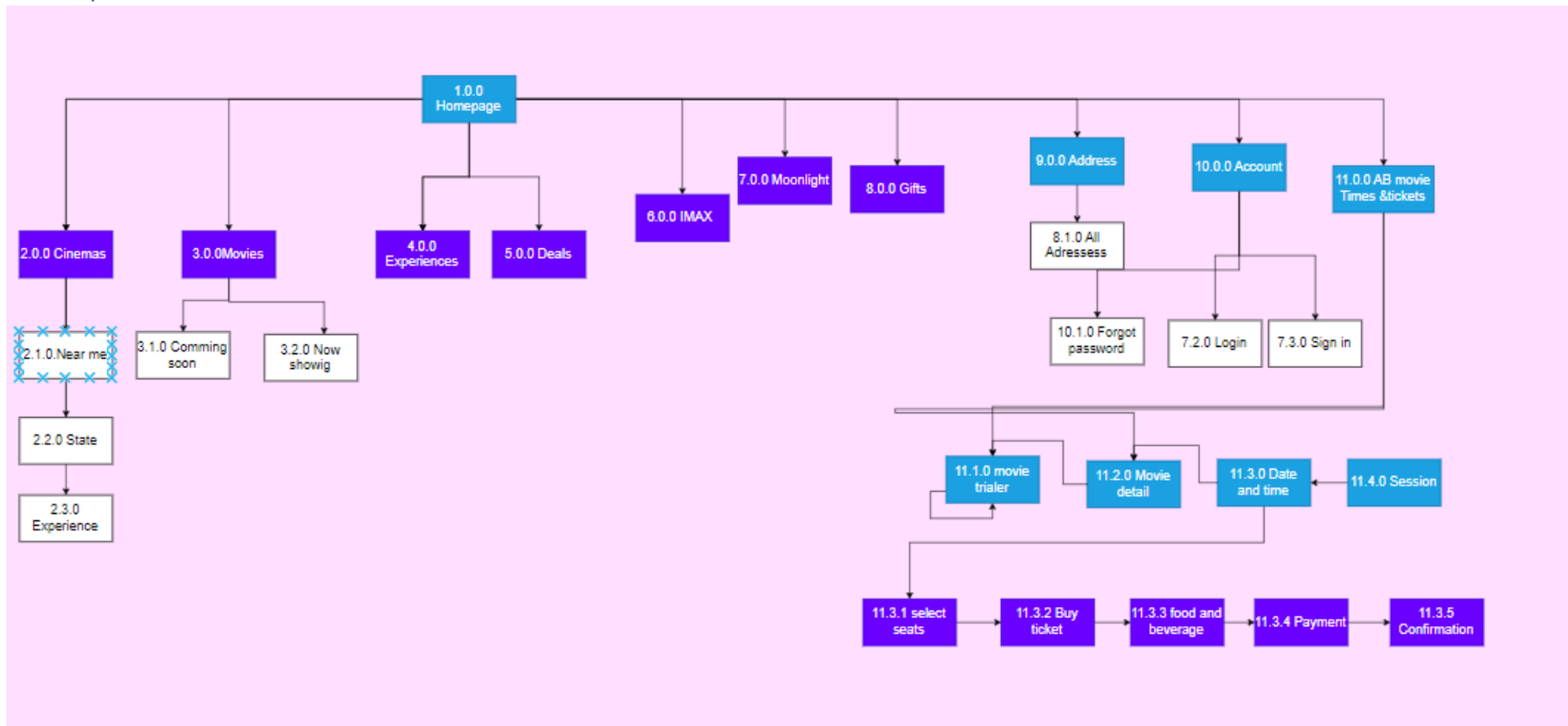
- 2 out of 4 users experience hard to complete these tasks.
- 2 users were not able to proceed further for booking tickets.

Recommendation:

- Present users with a detailed booking summary that includes relevant information such as booking details, date and time, seat selection, and any additional services. This summary serves as a quick reference for users.
- Create a confirmation page that is easy for users to navigate, ensuring it is user-friendly. Clearly emphasize crucial information and incorporate user-friendly options that allow users to easily print or save their booking confirmation details.

User	User One	User Two	User Three	User four
Qualitative Results	users navigate to confirmation of booking and the user can see the details of booking a movie ticket with details of the movie what time starts and what day.	Users navigate to confirmation of booking and user can see the details of booking a movie ticket with details of the movie what time starts and what day.	The user is unable to proceed to this page because of payment option not working	The user is unable to proceed to this page because of payment option not working
Quantitative Results	The task was finished in 1 minute 30 sec and finished successfully.	The task was finished in 1 minute and finished successfully.	Not completed	Not completed
Completion	1	1	0	0
Average				50%

Site Map



Top level navigation
Second level content
Page not in Prototype

Annotated Wireframes of Header



0.0 Global Navigation

Run of site header navigation at logged out state.

1.0 Logo

On mouse click navigation to 1.0.0

2.0.0 Cinemas

On mouse click navigate to 2.0.0 Cinemas
where further information will display links to

- 2.1.0 Near me
- 2.2.0 State
- 2.3.0 Experience

3.0.0 “Movies” Link

On mouse click navigate to 3.0.0 Movies where further information will display links to:

- 3.1.0 Coming Soon
- 3.2.0 Now Showing

4.0.0 Experiences

On mouse click navigate to different cinema halls.

5.0.0 Deals

6.0.0 IMAX

7.0.0 Moonlight

On mouse click shows different area shows at night

8.0.0 Gift

9.0.0 Address

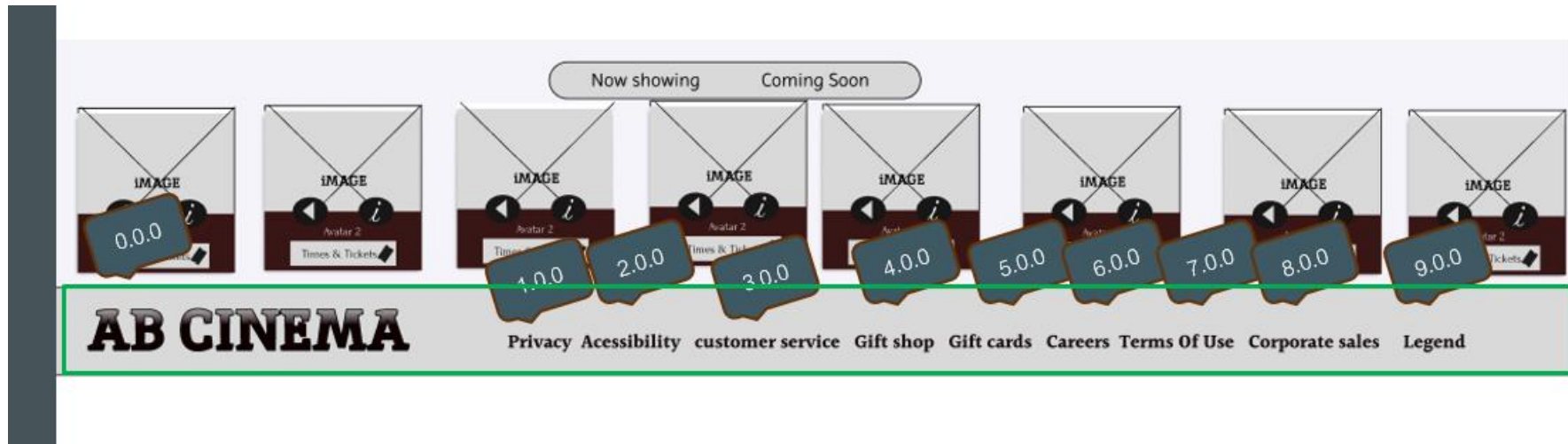
- 9.1.0 All states

10.0.0 “Account” Link

On mouse click navigate to 7.0.0 Account where further information will display links to:

- 10.1.0 Login
- 10.2.0 Forgot password.
- 10.3.0 Sign in

Annotated Wireframes of Footer of website.



0.0Global Navigation

Run of site footer navigation at logged-out state.

1.0.0 Privacy

On mouse click on display all the pages of privacy .

2.0.0 Accessibility

3.0.0 Customer Service

4.0.0 Gift shop

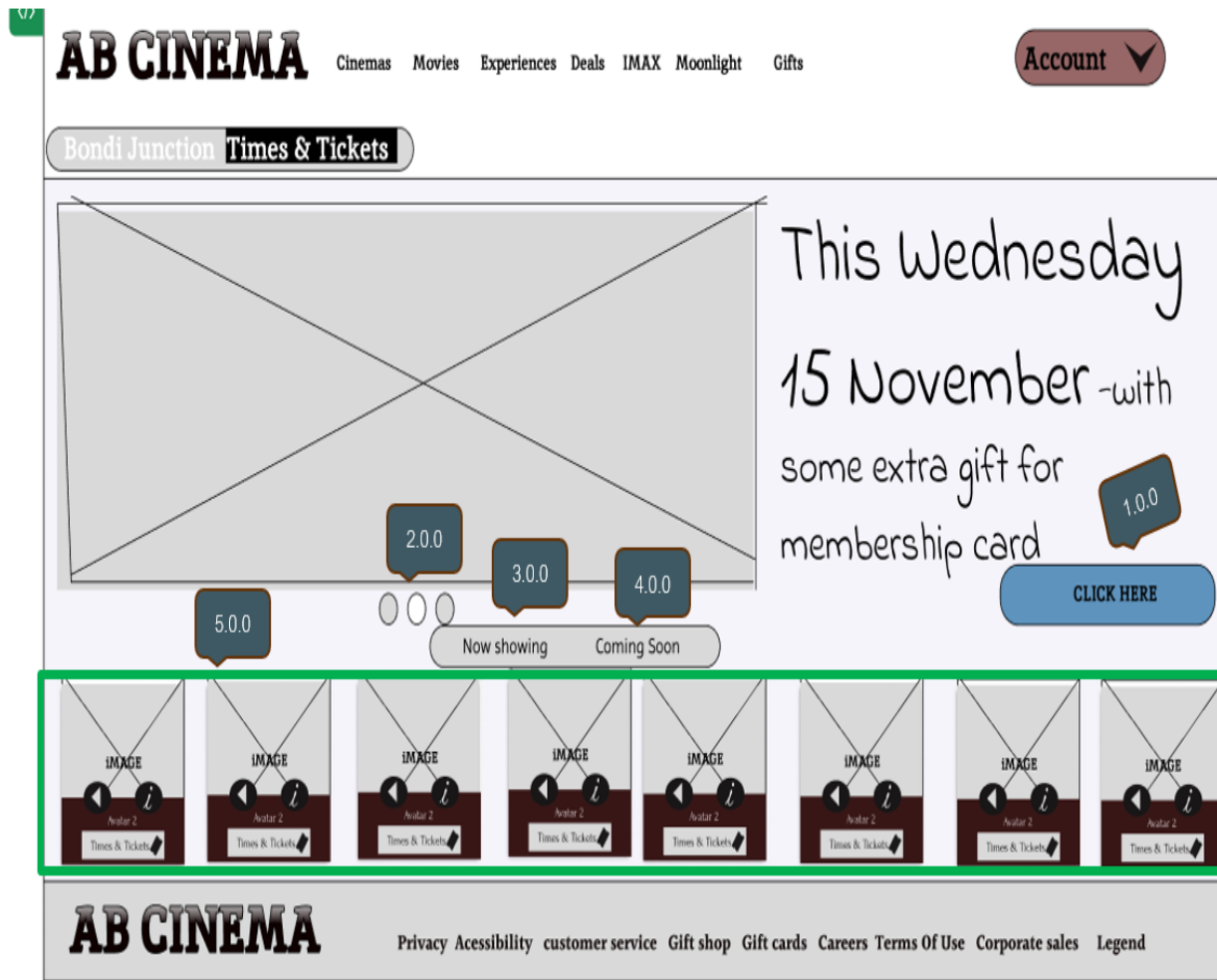
5.0.0 Gift card

6.0.0 Career

7.0.0Terms of Use

8.0.0 Corporate sales

9.0.0 Legend



1.0 Click Here button.

On the mouse over change the button fill to #02A7F0 and on the mouse click navigate to Membership card.

2.0 Transitioning Banner Panels

On mouse click change to another display that shows another offer or another promotion image or video.

3.0. Now show button.

With a mouse click it displays all the movies that are shown in the cinema hall.

4.0.0 Coming Soon button:

On mouse click change color to #02A7F0. And change slides into upcoming movies that will be shown in the cinema hall.

5.0.0 Movie Tickets:

On mouse click on any ticket navigate to the Movie's details and start to show times and dates. And play button navigate to YouTube and click on the movie selected. (i) The button starts to show movie details.

Annotated Wireframes -10.0.0 (Account)

The wireframe shows a login form with the following elements and annotations:

- 1.0**: Points to the overall login form container.
- 2.0**: Points to the 'SHOW' button next to the password field.
- 3.0**: Points to the 'Login' button.
- 4.0**: Points to the 'SIGN IN' link.
- 5.0**: Points to the 'Forgot Username or Password' link.

The form includes a 'Login' title, a 'Username' input field, a 'Password' input field, a 'SHOW' button, a 'Login' button, and two links: 'Forgot Username or Password /' and 'SIGN IN'.

1.0 Login Form

Input fields are disabled until focused and border colour changes to #0249f0. Hint text disappears after typing.

2.0 Show' Password Button

On mouse click password becomes visible and the button label changes to 'Hide'

3.0.0 Login button

On the mouse over change button fill in #0212f0 and mouse click navigate to the successful login page

4.0.0 'Sign In' Link

On mouse over change link colour to #89f002 and on mouse click navigate to 10.3.0 Sign In

5.0.0 Forgot username or password link:

Forgot username or password link colour to #10e082 and mouse click to navigate to 10.1.0 Forgot username or password page.

Annotated Wireframe 10.3.0 Sign-in

The wireframe shows a sign-in form titled "Sign in" with a subtitle "Sign_in". The form contains five input fields: "Full Name", "Email", "Date of Birth", "Address", and "Number". Each input field has a placeholder text "enter Input". A green border highlights the input fields. Below the input fields is a checkbox labeled "By signing up you agree to the AB Cinema terms and conditions". A "Join" button is located at the bottom. Version tags are placed around the form: "1.0.0" at the top right, "2.0.0" near the "Number" field, "3.0.0" near the checkbox, and "4.0.0" near the "Join" button.

Sign_in

Sign in

1.0.0

Full Name

enter Input

Email

enter Input

Date of Birth

enter Input

Address

enter Input

Number

2.0.0

4.0.0

3.0.0

☐ By signing up you agree to the AB Cinema [terms and conditions](#)

Join

1.0 Login Form

Input fields are disabled until focused and border colour changes to #0249f0. Hint text disappears after typing.

2.0 Agree radio button.

On mouse click on this radio button change the shape of the radio button by appearing black dot. What agree on the terms & conditions.

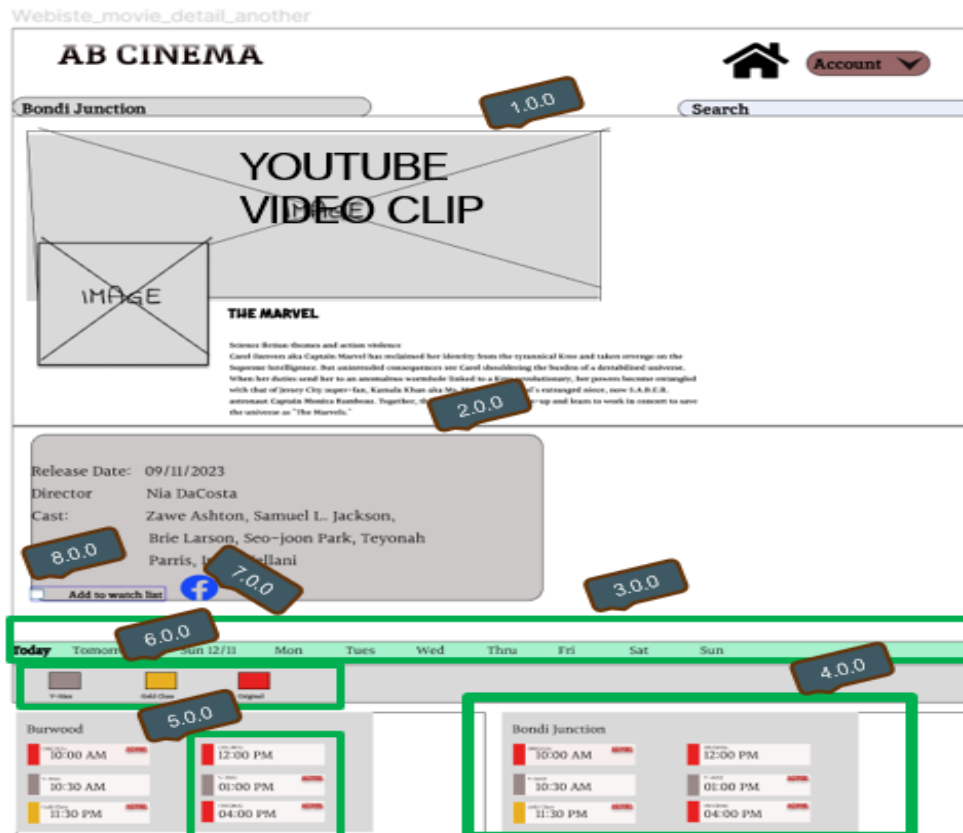
3.0 Join button

On mouse over change link colour to #8f6256 and on mouse click navigate to successfully join page.

4.0 Terms & condition link

On clicking on this link navigate to the terms and conditions link page.

Annotated wireframe 10.0.0 AB Times & ticket



watch list.

1.0.0 YouTube video clip

On mouse go to this video frame and play a video of the selected movie.

2.0 Movie detail:

On mouse hover this page shows the details of the movie.

3.0 date and time button:

on the mouse click on any date or day button to change the schedule of the movie and show the new format of the movie's time and address.

4.0.0 address frame:

On mouse click on free select the address of the frame.

5.0.0-time button:

On the mouse click on any time button select the specific time and navigate to the next page seat booking page.

6.0 colour show:

Any colour that shows on time and address frame selects the cinema hall with this functionality.

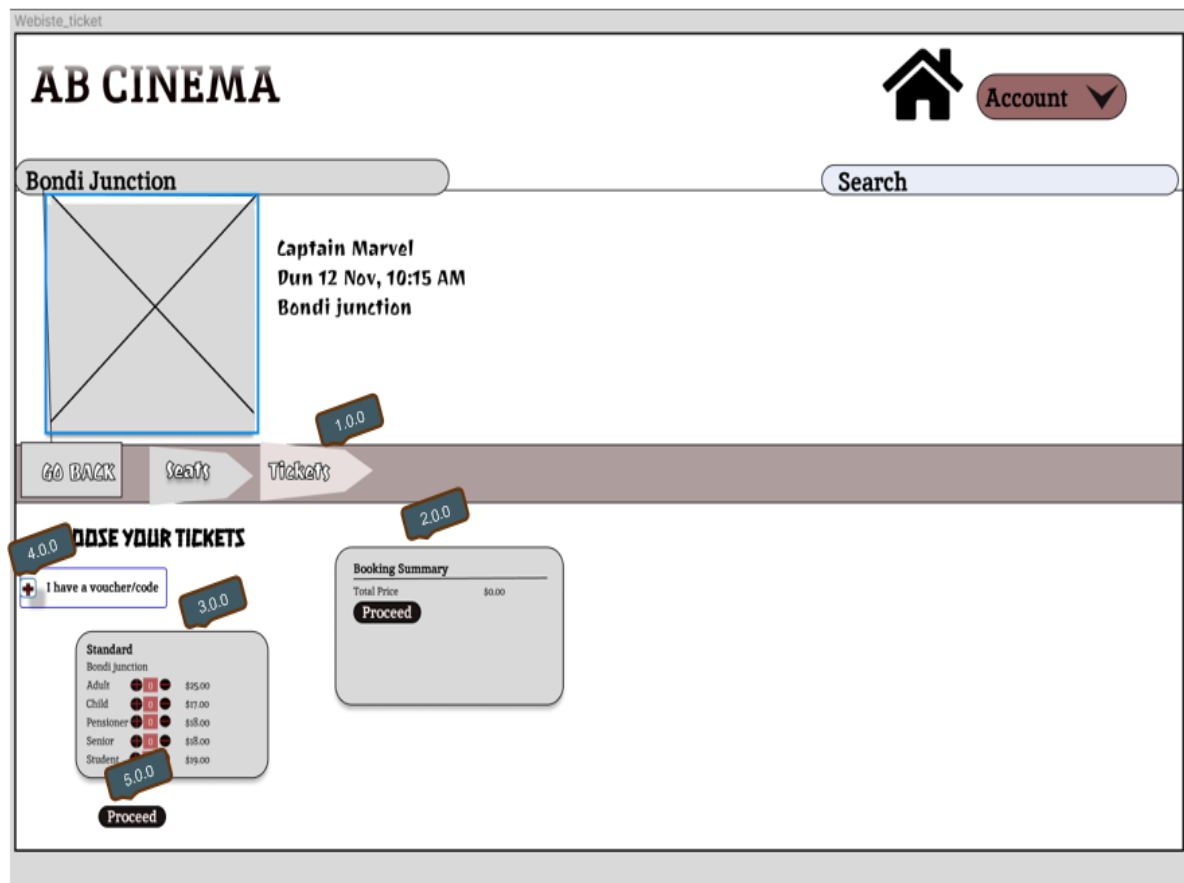
7.0.0 Facebook Link:

On mouse click on the Facebook link to navigate to the Facebook page of the user account and the cinema's page.

8.0 Add to watch list button:

On mouse click on the radio button select the movie for the

Annotate the wireframe of the seats.



the food and beverage page.

1.0 Tickets button:

The ticket button changes its colour to #ebcfb5 when the page comes to ticket page.

2.0 Booking summary box

This frame will show the price of the ticket when the customer selects the ticket price with their respective personality age.

3.0 ticket booking box:

On mouse click on any personality's age button clicking on the + sign increases the number of users and the (-) sign decreases the person and also decreases the price of tickets.

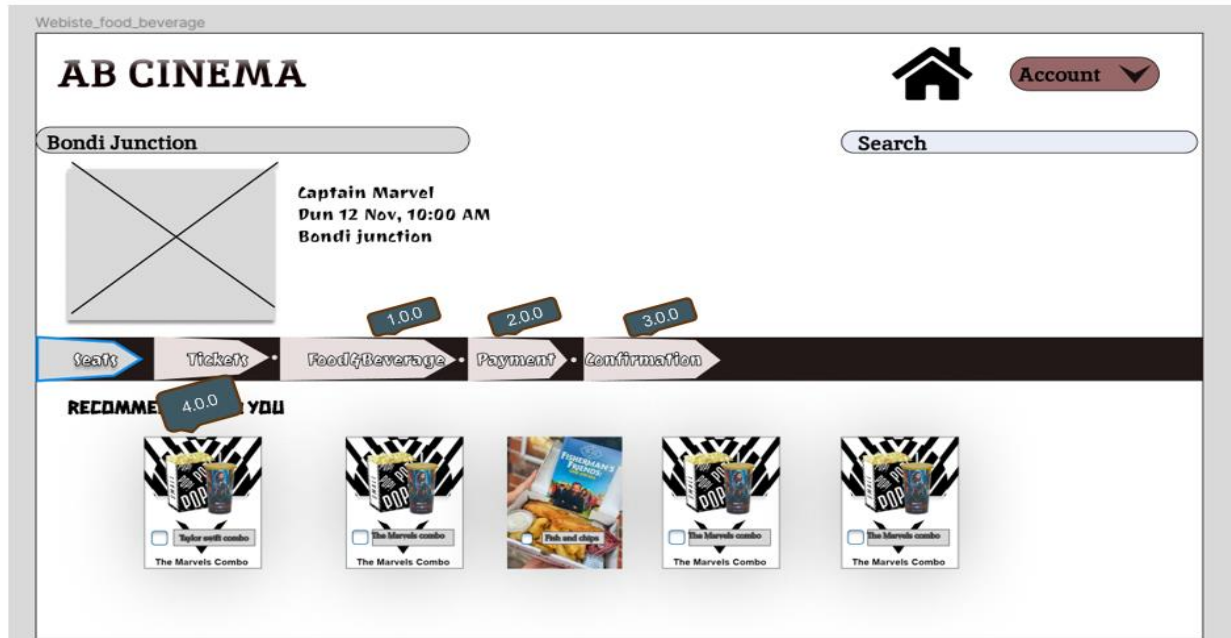
4.0 voucher button:

On mouse click on the Radio button of voucher selects the voucher which means the user has voucher tickets that can help to reduce the price of tickets.

5.0 Proceed button.

On mouse click on this button to navigate to

Annotated wireframe of Food&Beverage



1.0 Food&Beverage button:

On mouse click on this button shows the food and beverage.

2.0 Payment

On mouse click on this button change colour to #ebcfb5.

3.0.0 Confirmation:

On mouse click on this button change colour to #ebcfb5 and show the payment option or method.

4.0.0 Food&drink image and button:

This box represents the image of food that is available in the cinema hall. And can be selected by clicking on the button.

Annotated of wireframe payment option

Website payment

AB CINEMA

Bondi Junction

Search

Captain Marvel
Sun 12 Nov, 10:15 AM
Bondi Junction

Seats Tickets 1.0.0 Food & Beverage Payment 6.0.0 Confirmation

Booking Summary
Total Price \$0.00
Proceed 2.0.0

Your details
Full Name
Email
Mobile Number 3.0.0
I don't have number

Payment Method 5.0.0
☐ Credit Cards
☐ Paypal
☐ Gift card
Proceed 7.0.0

Terms and conditions 4.0.0
☐ I have read and agree to the terms & conditions and the Event
Proceed 7.0.0

Card).

7.0 Proceed Button:

On mouse click on this button navigate to the final stage of the booking process (confirmation page.)

1.0.0 Booking summary box:

On mouse hover in this box shows the amount price of tickets.

2.0.0 customer detail In Input Field

Input fields are disabled until focused and border colour changes to #02A7F0. Hint text disappears after typing.

3.0 Radio button:

On mouse click on this button means the user has a number so that's why the user selected it. Or if users don't select this button, it means they don't have a number.

4.0 Terms and condition button:

On mouse click on this button represents that the user accepts the terms and conditions.

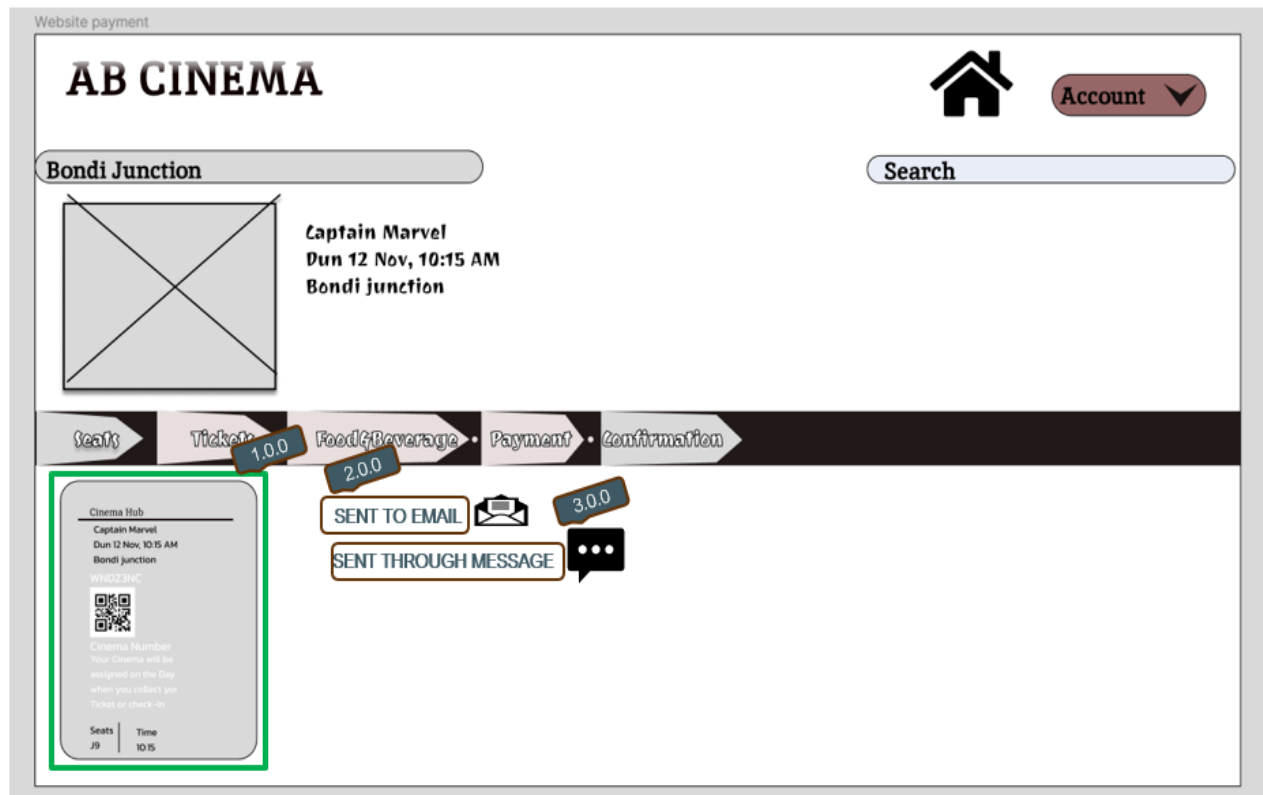
5.0.0 google play button:

On mouse click on this button navigate to Google Pay method. Into another page.

6.0 radio button for different methods of payment:

On mouse click on any radio button select one of the payment methods (Credit card, PayPal, Gift

Annotated wireframe of confirmation



1.0.0 Booking box:

On mouse hover, this page shows the booking details of the user with the QR code. That can be linked to the user's device and saved on a photo or gallery.

2.0.0 Sent To email button:

On mouse click on this button sends the booking confirmation to the email address that the user has to fill up email address in on another page.

3.0.0 sent through message:

On mouse click on this button navigate to the message box where the user gets the booking confirmation in the message box.

References

- Draw.io. (2023, December 13). *Flowchart Maker & Online Diagram Software*. App.diagrams.net. <https://app.diagrams.net/>
- Figma. (2023a). Figma. <https://www.figma.com/file/VrSNGfANkhBbBY243dOGiJ/Figma-basics?type=design&mode=design>
- Figma. (2023b). Figma. <https://www.figma.com/file/q13DuTMug1qnApihUu5d0O/Assesment2?type=design&node-id=110%3A164&mode=design&t=JiFRk7rfYToIrDSC-1>
- Golotta, R. (2018, August 21). *Village Cinemas website redesign — a UX case study*. Medium. <https://uxdesign.cc/village-cinemas-website-redesign-cd8fabb8e248>