

## **Interview Minutes (Paula Schlicht – Service Desk)**

**Date:** 09-10-2023

**Interviewee:** Paula Schlicht

**Interviewer:** Lisa Storm

**Location:** Cineco's Service Desk Room

**Lisa (L):** Good morning, Paula. I appreciate your time today, and I promise, I won't take too much of it.

**Paula (P):** No worries! Happy to help! What would you like to talk about?

**L:** First things first. What aspects of the system do users appreciate, and where do they express dissatisfaction?

**P:** Oh, that's actually a good one. I have been getting a fair number of complaints, but the odd thing is, very little bugs. And the bugs that we do have, we can work around them, without bothering Markowitz.

**L:** But you are *supposed* to report them, not work around them.

**P:** I mean, in theory. But if there's something I can fix, why wouldn't I? And most users really like it when their issue is resolved on the spot. The thing is, the system is a bit unwieldy. We have five different input forms, and two of them are not even built by us. And the way we have arranged them, is border chaotic. After the movie selection, you become redirected to our screening map solution. Then, redirected back to the snack selection form. Then, to the banking app. Then back to our page again for confirmation. That is just too much. Any connection error in between is terminating the process, and then you need to start all over. Bugs-wise, that is the most frequent complaint: someone was redirected to four forms, only for a short network failure, and then they have to start all over.

**L:** And when it comes to user experience?

**P:** I would say the same. The whole redirection-after-redirection thing is making waiting times unbearable. Not to mention, it gives a strong feeling of bureaucracy. Imagine this: users need to check their seats, and then fill in their preference about pre-ordering snacks. If they don't want to, they will be pretty much experiencing one page loading, then clicking "Proceed", then another page loading. Sometimes I get calls and complaints just about that: people saying their pages are loading for too long, or just that we need to change this, because it is really annoying. Oh, and everyone hates filling in their information all the time.

**L:** Do you know why do they have to do it?

**P:** I am not sure. I think we did it for an event we had, the "Loyal Customer", and then we just never took it back. It was very handy for me: I finally got a fair estimate of the loyal customers.

**L:** Why do you say "fair"?

**P:** Regulars sometimes are being inconsistent. When they know what they want to watch, they buy their tickets online, but when they don't, they are just picking them up from the box office. This makes for a bad sample. Not to mention all the people who are just showing up and buying tickets, and the overbooked evenings, when attendance gets messed up. And then you have all those users who just browse films, without buying tickets, overloading our servers. Now that I think about it, it doesn't seem like our survey is really reliable.

**L:** And what would you like us to do about that?

**P:** I don't know... I mean, eventually everything works out. Perhaps talk to the rest of the team as well, and draft an action plan?

**L:** We are already interviewing them. And indeed: addressing the redirection issue is crucial. Now, about the new feature, how critical is it according to user feedback?

**P:** That depends on the direction you would like to take. Users are usually very vocal about wanting a seamless online experience, without repeated logins. They are responding negatively to having to log their information all the time. But, on the other hand, I can see people getting frustrated if they stay logged in and someone books 13 tickets to "Oppenheimer" in their stead...

**L:** ...Nonetheless, we need to take *some* direction. Do you have any recommendations?

**P:** Ideally, the new system should align closely with the current one. To be honest with you, the probable responses to the new system have me really concerned, especially given that a whole lot of our clients are pretty old. A significant deviation might alienate them, and have them come here only when they want to watch something random.

**L:** I understand. Would you set any priorities to user experience, if you could?

**P:** Loyal customers are our foundation. If we can make these people happier, that could strengthen their loyalty and have them expand our clientele. It's usually a friend of a friend who introduces our theater. I would say, though, that this is a double-edged sword: any negative changes will exponentially affect our customers, much like the positive ones.

**L:** I also heard that you are running a small survey among the current customers. What's that about?

**P:** It's not just a small survey, it's our whole survey system. It is based on discreet message prompts on the bottom right of the screen about user experience, regular emails requesting for feedback and a standing support ticket system.

**L:** Which one of these is most active?

**P:** I am afraid popular opinion is swaying from neutral to negative, which discourages active engagement. In addition, people read their emails far less than what you would expect. I guess the support tickets are our main source of feedback – and an efficient one, considering that customers with complaints are more familiar with the support ticket system, than the survey components.

**L:** So, is there anything we could do, to follow up on this conversation?

**P:** I wouldn't expect you to do any more than making sure that the new features will be able to implement the survey system. Without user feedback, we will not know what's going on, nor will we be able to ask for updates or modifications.

**L:** I see. Seeing how my schedule is getting pressed, I will need to cut this short. Thank you very much for your time, though. We'll stay in touch.

*End of Interview: 16:55*