Movie hunt App Usability Study

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Study Details

Project Background

We are creating the Movie Hunt app to attract and retain customers in our online system. We noticed that our competitors offer dedicated mobile apps for their customers to book tickets through, and they have been very successful. We want to create a product that can compete in the market, improve sales, and increase customer satisfaction.

Study Details

Research Questions

1. What is the average duration for a user to select and book a movie ticket through the Movie Hunt app?
2. Do users generally succeed in securing tickets for their desired movies?
3. What insights can be gathered from the user journey when booking movie tickets?
4. Are there specific stages in the ticket booking process where users encounter difficulties?
5. Is the payment procedure user-friendly and smooth for customers using the app?

Participants

5 participants

Participants between the ages of 18-50 who reside in metropolitan and suburb areas. Participants going to watch movies at least once a week.
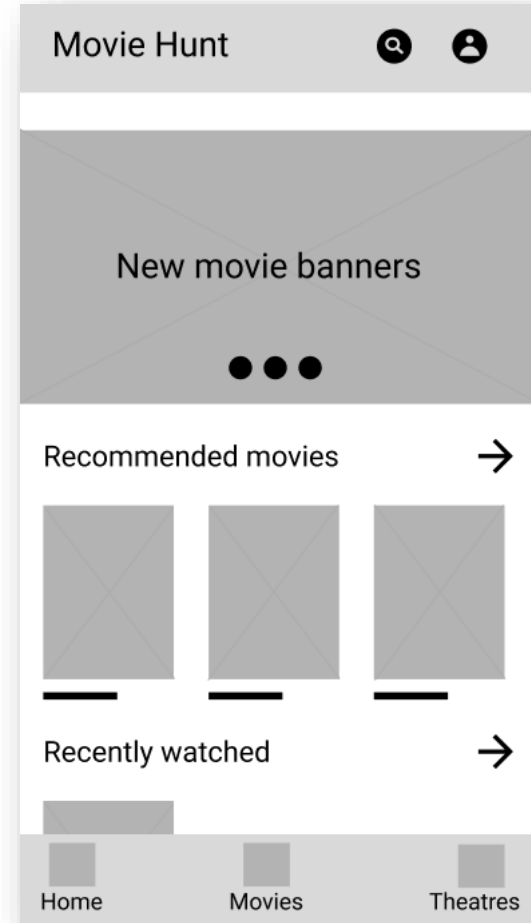
Methodology

15-20 minutes

India, remote

(Unmoderated usability study)

Users were asked to book a ticket on a low-fidelity prototype

Prototype Tested

The low-fidelity app prototype for "Movie Hunt" was tested and can be viewed here :

https://www.figma.com/file/EQdTN1Qc5gUxrpPCgCi8rq/wireframe?type=design&node-id=0%3A1&mode=design&t=66VMFfazgjQGj7IZ-1

Themes

Users seek a swift movie booking process.

Supporting evidence from the usability study.

- 4 out of 5 individuals expressed the wish to complete their ticket booking in less than five minutes.

- 3 out of 5 participants indicated an interest in having the ability to save their preferred movie choices for convenient future bookings.

Solution: Users can now save their favorite movies and view them in the profile menu.
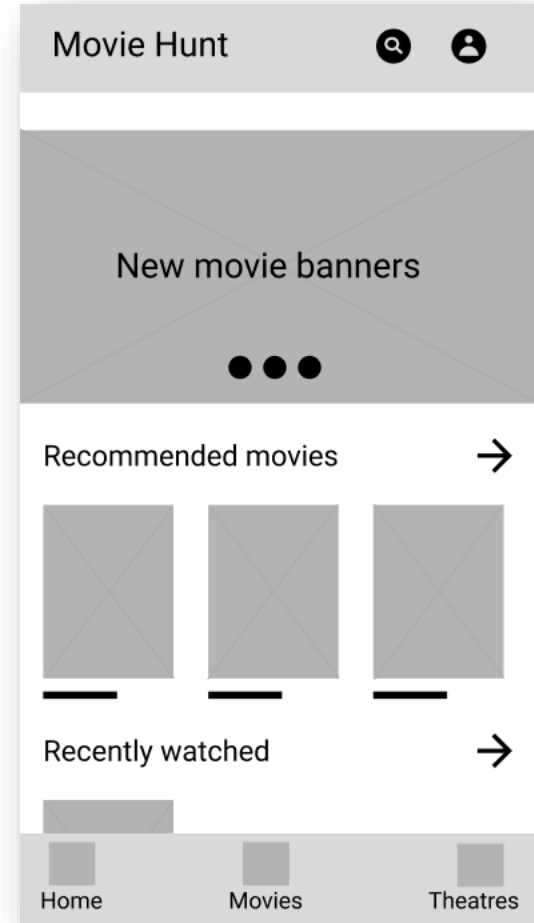
Users desire personalized choices.

Supporting evidence from the usability study.

- 3 out of 5 participants expressed a
  preference for selecting their preferred
  seating and viewing options, along with
  genre and language preferences.

- 3 out of 5 participants specifically
  mentioned their interest in having
  alternatives like subtitles for accessibility or
  even sensory-friendly showtimes.

Solution : Users can select genre and language of
movie along with accessibility features using the
filter icon on top left corner.
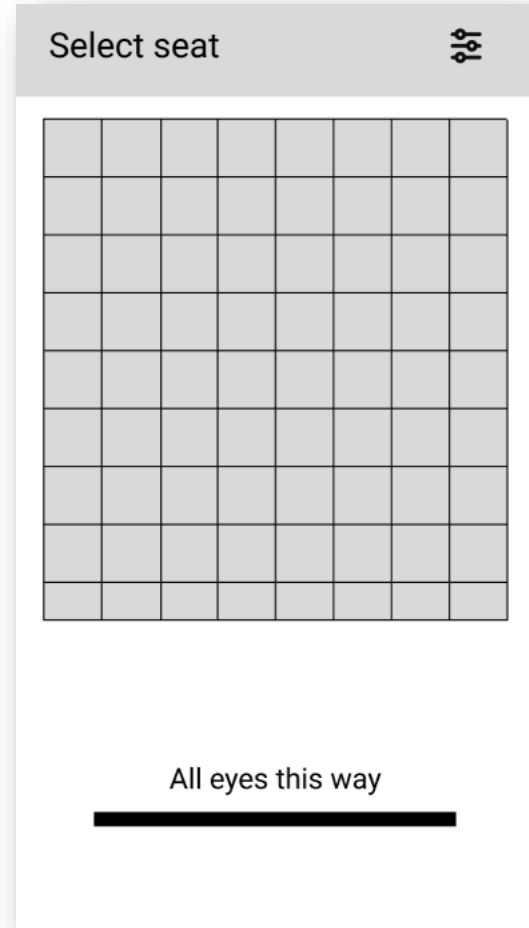
Insights & Recommendations

Research insights

Fast ordering

Users require a streamlined method to expedite ticket booking without the necessity of navigating through the entire movie selection process.

Customization options

Users require enhanced personalization choices while curating their movie experiences.

Recommendations

- Incorporate a "Favorite Movies" feature within user profiles, enabling swift rebooking for preferred films.
- Introduce a customization feature allowing users to tailor their movie experience by selecting preferred genres, languages, and seating choices.

Thank you!