

Hoyts Cinema Usability Test - Part B

USER EXPERIENCE DESIGN
GABRIELLA ROTERMUND KREISCHE

Introduction

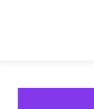
In this document the task 2 below of the Usability test Plan Part A is going to be used to redesign Hoyts website following UX design principles and the results reached in the usability test.

Task 2 -*You are interested in going out with a friend on a weekend to watch a nice movie and spend a good time together. Go to the Hoyts Cinema website and buy tickets for the movie: “Top Gun Maverick” for 2 adults at Hoyts Riccarton on 2^o of October between 4pm and 8pm with a regular 2 drinks combo, regular pepsi.*

This process to redesign will be done creating a Persona, using this persona to do task 2 creating a scenario and scenario map, follow by a workflow diagram containing the steps to active task 2 successfully, then a wireflow diagram and clickable prototype with a new website layout.


The changes made in the layout will be justified in the Discussion chapter.

Persona



Upgrade your account to remove Xtensio branding and access premium features.

Dean Beckford



Creative

Disciplinarian

communicative

Organized

Goals

- To visit Japan.
- To learn another language.
- To run 10Km.

Likes/Dislikes

- Does not like lazy people.
- Does not like fake news.
- Enjoy going to the gym.
- Enjoy cooking BBQ.
- Likes to watch movies and series.

Motivation

Incentive

Fear

Growth

Power

Social

Brands & Influencers

Age: 35

Work: Science Teacher

Family: Married, no kids

Location: Christchurch, New Zealand

Character: Mentor

Personality

Introvert

Extrovert

Thinking

Feeling

Sensing

Intuition

Judging

Perceiving

Bio

Dean works for Rolleston High School as Science Teacher. He appreciates spending time with family and friends cooking BBQ and drinking beer. He likes to watch action movies and series with his wife. He is learning Japanese with his wife and friends because he plans to travel to Japan. His friends are mostly teachers from other areas and Dean likes to talk with them to see diverse views on a subject. He runs every morning with his dog. He tries to plan and follow a schedule in his life because it's important to him to be an example for his students.

Preferred Channels

Traditional Ads

Online & Social Media

Referral

Guerilla Efforts & PR

DO NEXT

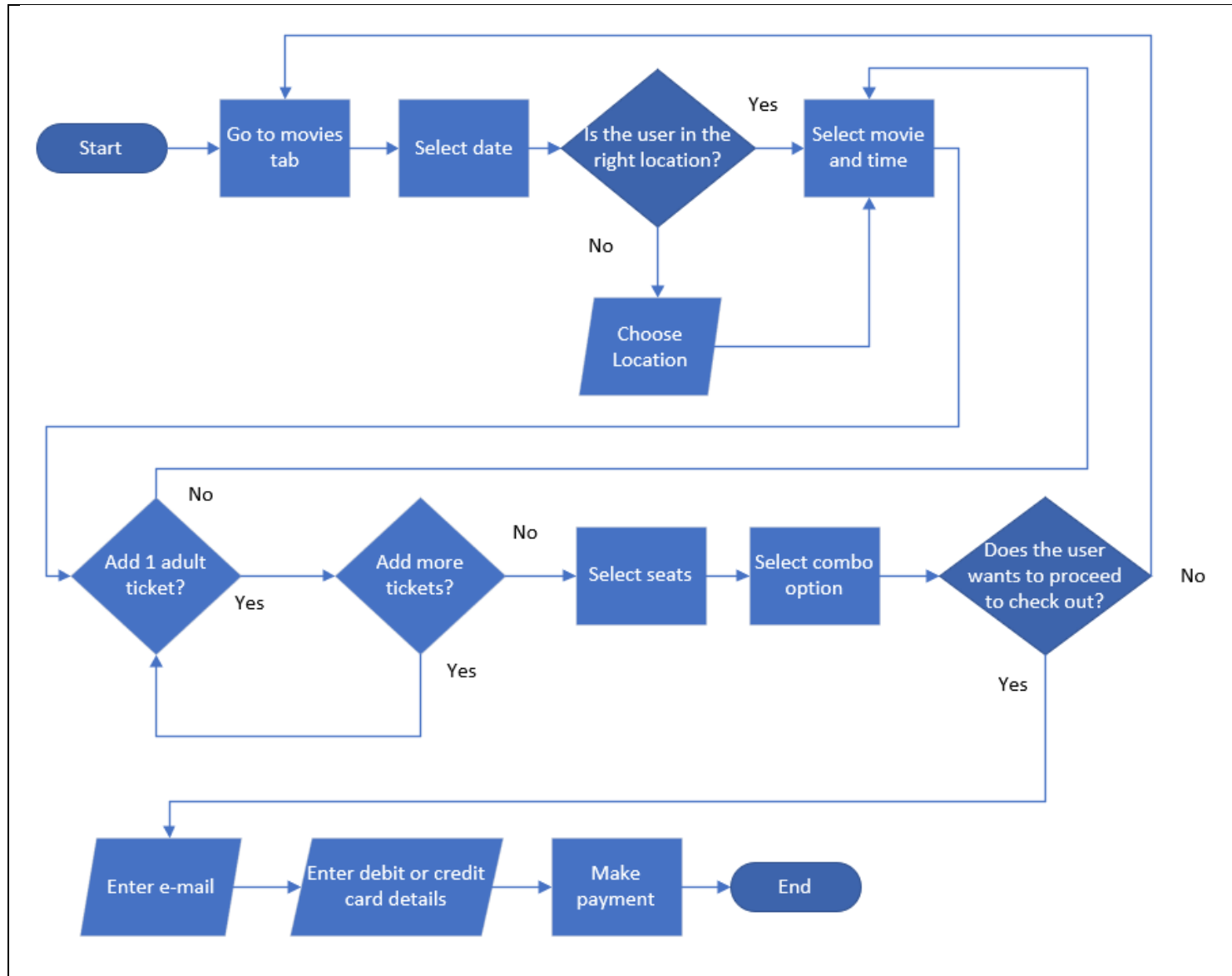
Customer Journey Map

Scenario and Scenario Map

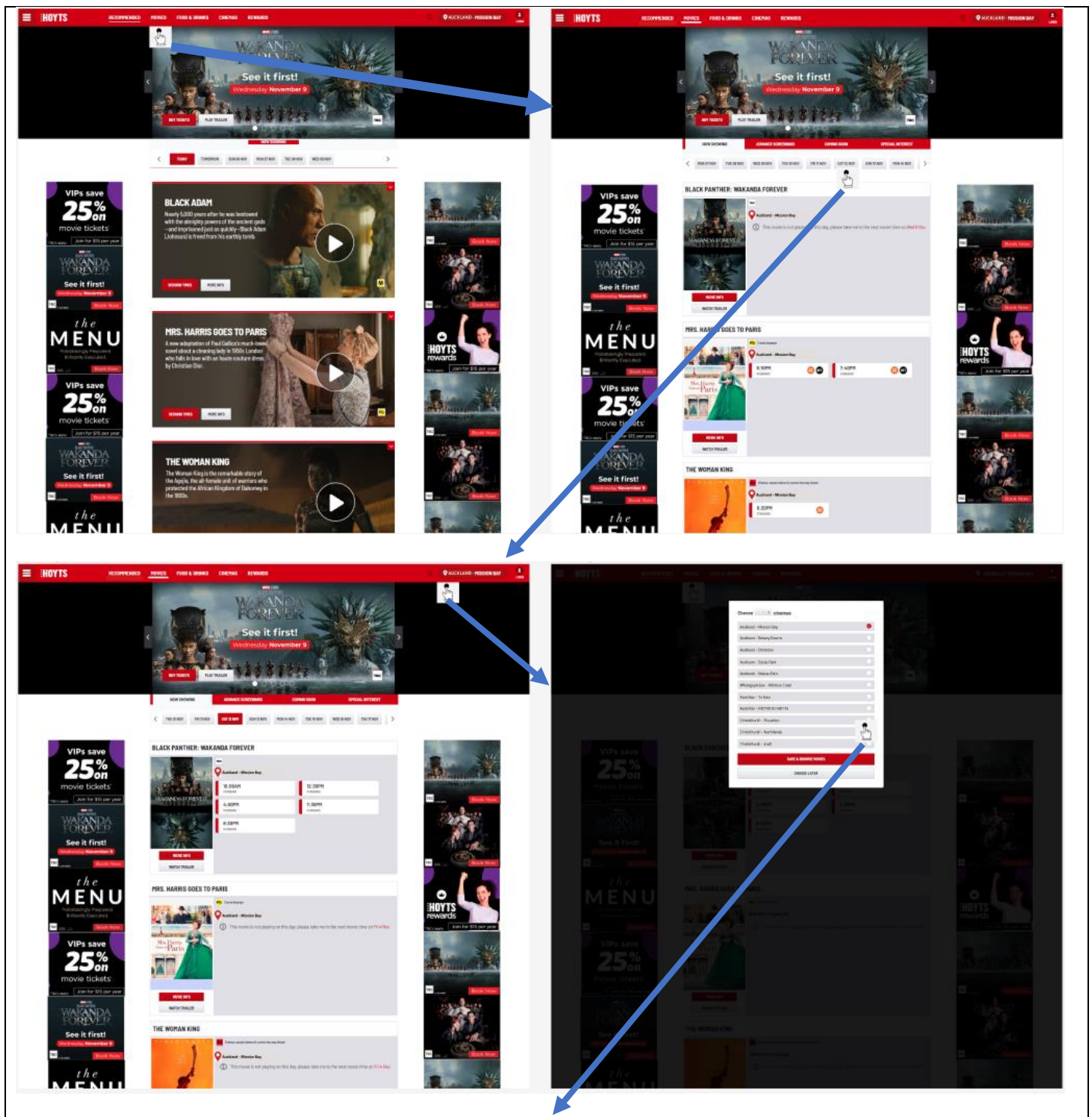
Dean has heard his students comment about an action movie that is going to be released in the weekend and had the idea of going out to watch this movie with his wife. He opens Hoyts cinema website and look what are the movies that are going to be available on Saturday. He has been to Hoyts Riccarton and plan to watch the movie there. He sees the movie he wants to watch and check the times available. He loves cinema popcorn so he buys a combo option together with the tickets. He makes the purchase using his credit card and receives a confirmation email.

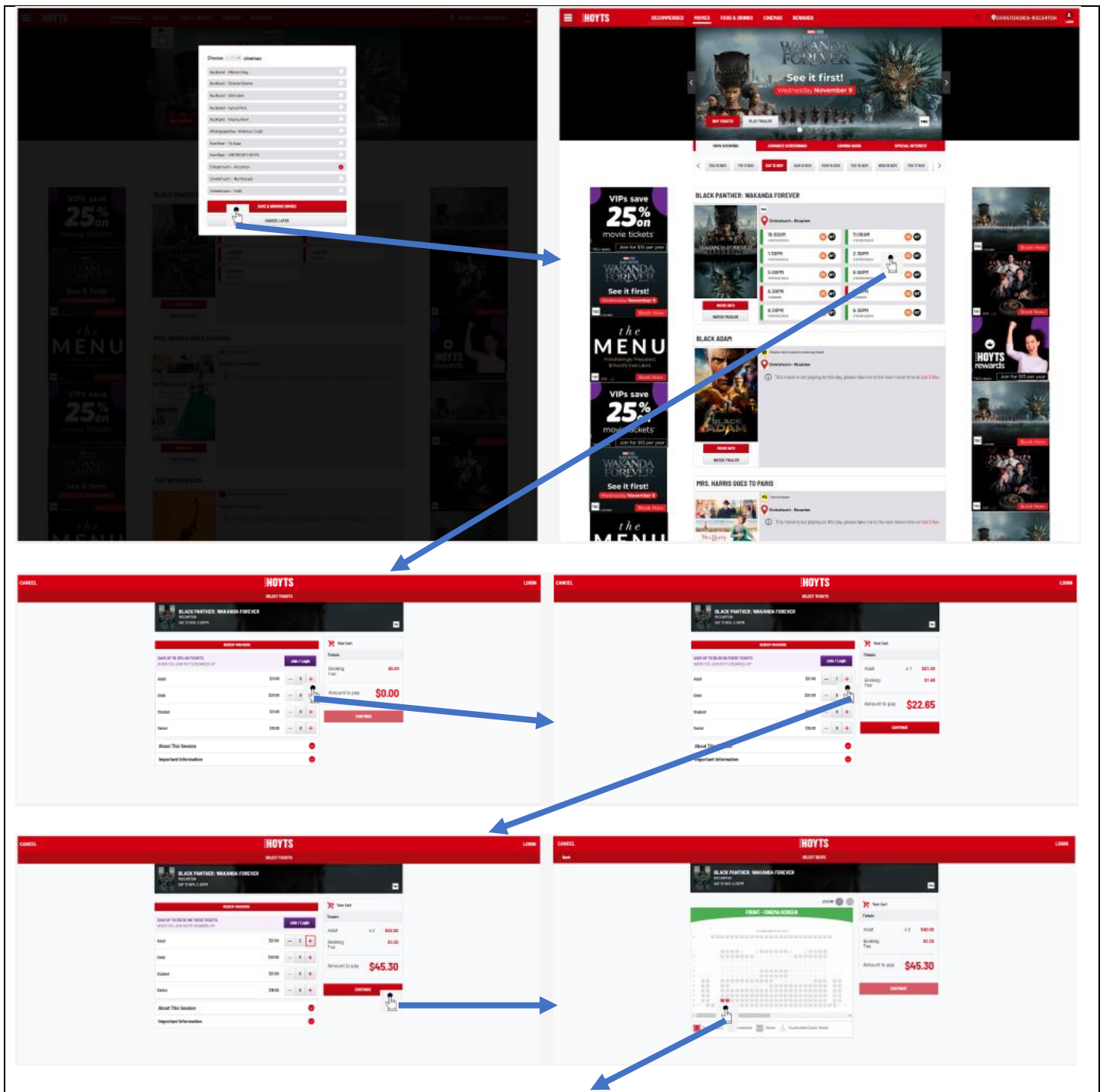


Workflow diagram



Wireflow diagram





Clickable Prototype

<https://www.figma.com/proto/rkgfXk4YXt5hMrb4YondUk/Hoyts-Cinema?node-id=0%3A1&scaling=min-zoom&starting-point-node-id=8%3A628>


Discussion

Items that have been improved:

Content format:

The advertising has been changed to a static side bar aiming to reduce the clutter and make user focus in the dates bar and website divisions (e.g.: movies page). Following principles as readability and legibility the movie posters have been modified, eliminating information displayed with a very small font size.



Add to cart button:

The add to cart button, in the food drink page, was replaced by this button: . And following the same pattern as in the tickets page, the price is automatically added to the total price.

This button was also used in the cinema location list to enable users that want to see the results in more than one cinema. The default is only 1 cinema.

Cinema Location

Sign button:

Beside the poster of each movie where shows the location and the session times available, the location has been improved using the location sign . This new bottom helps the user to understand what the name of the cinema means, (location), and gives the option to change the location when the user presses the location sign .

Cinema Names - Location List:

Cinema Names have been improved to show the city name before the cinema name (Christchurch - Riccarton). It helps the user understand where the cinema is.

Seat Selection

Stand out Colours have been used to contrast the seats. The colours of Seats Available and Seats Taken have been changed to a usual way where the dark grey represents the seats taken and the light grey the seats available.