Hoyts Cinema – Usability Test

Student: Gabriella Rotermund Kreische

Quality Components

Components - definition	How to measure
Learnability – ability to accomplish basic tasks on first use. New users	Can they complete it, can they do it? How long it takes?
Efficiency – how quickly they perform tasks after learning. New users (after testing learnability / proficient).	How long it takes (minutes, seconds/number of steps/ completion rate – for a set of tasks how many can users complete in a set amount of time)? Set a benchmark
Memorability – ability to remember how to perform complex tasks after a period of time. Returning users (but still proficient);	Can they complete it, can they do it? How long it takes?
Errors – how many mistakes user make. (Typos – in text fields; Making the wrong selection – navigation - lostness, buttons, dropdown)	Error Rate $= \dfrac{Number\ of\ errors}{Total\ Number\ of\ Atempts}$ To find the percentage multiply the result by 100
Satisfaction – Is it enjoyable?	Ask the user. LIKERT SCALE. How satisfied were you?

- Quality components tested in this usability test:

- learnability (for the users that are accessing Hoyts Cinema website for the first time);

- efficiency (for the users that have already access and navigate in Hoyts Cinema website);

- error rate;

- and satisfaction.

Participant Form

Participant Form

General Details

First Name [_____]   **Last Name** [_____]

Location: City [_____]

Occupation [_____]

Age [_____]

Gender [_____]

Are you a native english speaker?   ○ Yes   ○ No

Have you access Hoyts Cinema website before?   ○ Yes   ○ No

What is the highest education level you have completed?

- ○ Did not attend to school   ○ Primary school
- ○ High school   ○ Tertiary education
- ○ Other: [_____]

How many hours do you spend on the computer per day?

- ☐ Less than 1 hour
- ☐ Between 1 – 3 hours
- ☐ Between 3 – 8 hours
- ☐ More than 8 hours
- ☐ No idea

How do you rate yourself in the statement: I can easily find information in websites?

- ○ Strongly disagree   ○ Agree
- ○ Disagree   ○ Strongly agree
- ○ Neither agree nor disagree

How many times do you buy cinema tickets online?

- ☐ Weekly
- ☐ Monthly
- ☐ 3 monthly
- ☐ 6 monthly
- ☐ Yearly
- ☐ Never

E-mail [_____]

# Tasks

Session 1 – 1/10

Session 2 – 15/10

1- You are planning to watch a nice movie with your friend. Go to Hoyts Cinema website and find 2 nice movies that are going to be released in October.

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

2- You are interested in going out with a friend in the weekend to watch a nice movie. Go to the Hoyts Cinema website and buy tickets for the movie: "**Tickets to Paradise**" for 2 adults at Hoyts Riccarton on **16° of October** between 4pm and 8pm with a regular 2 drinks combo, regular pepsi.

Results – User form + Tasks Completed

Demographic Information + Computer Skills
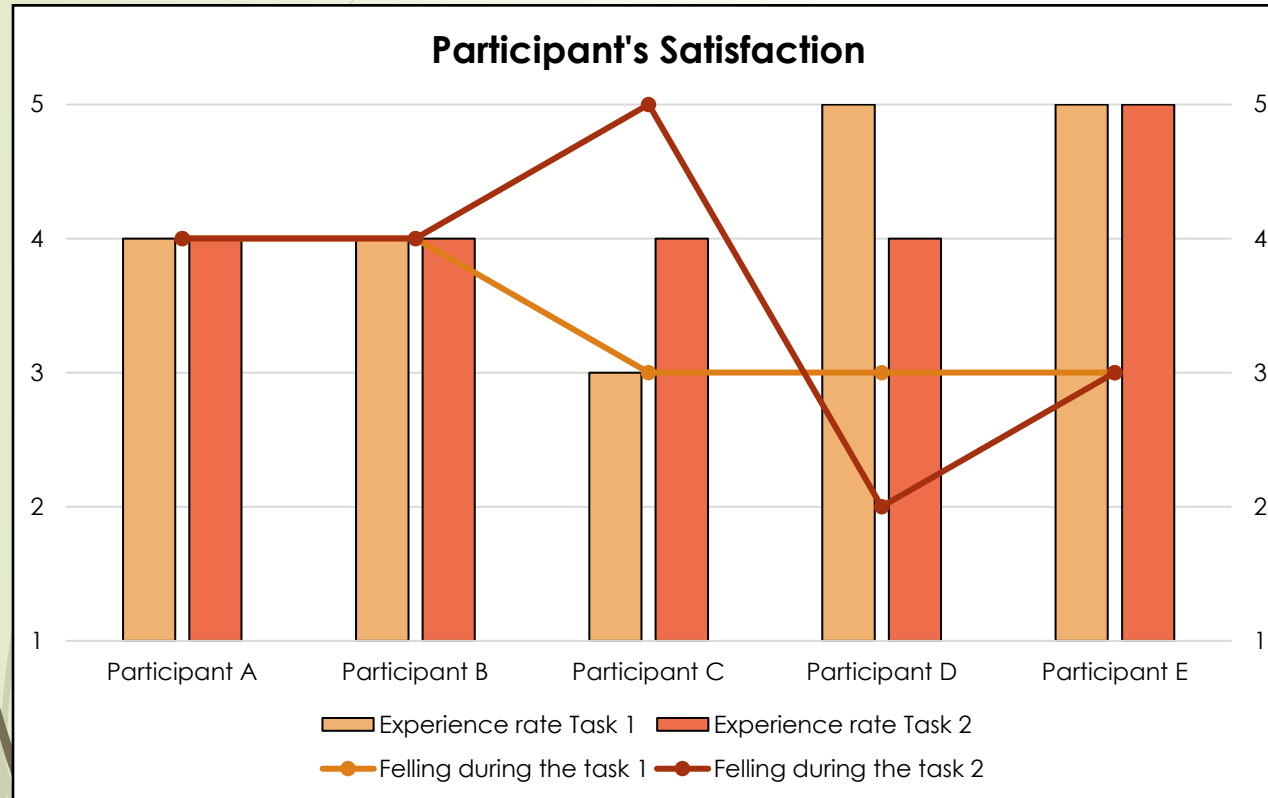
Number of tasks Successfully Completed
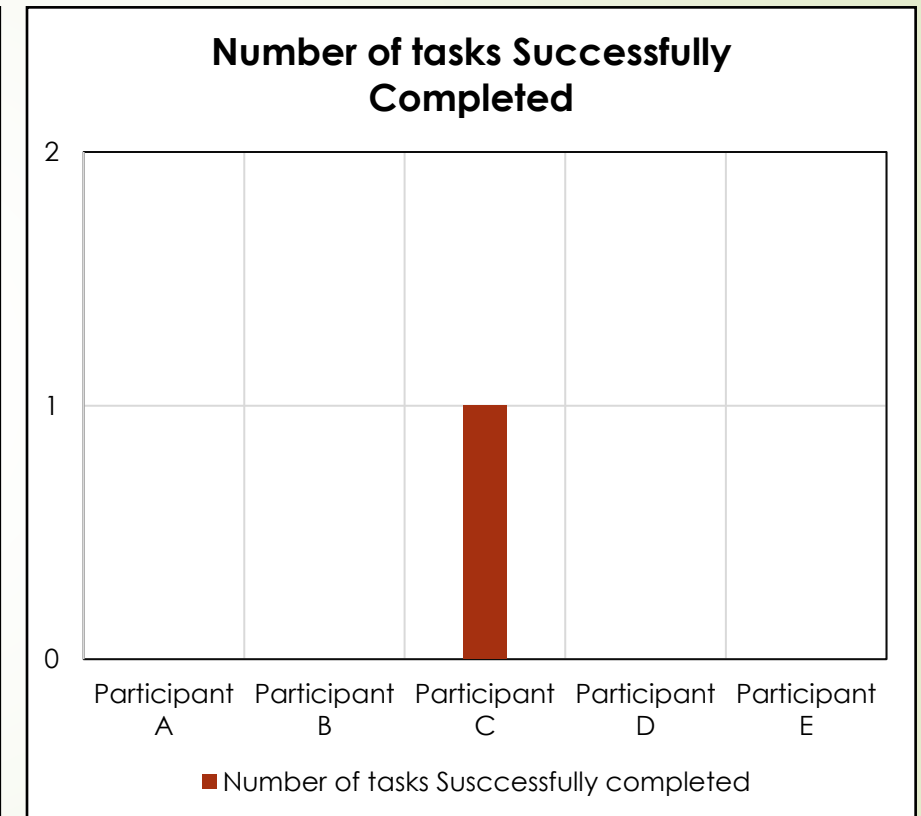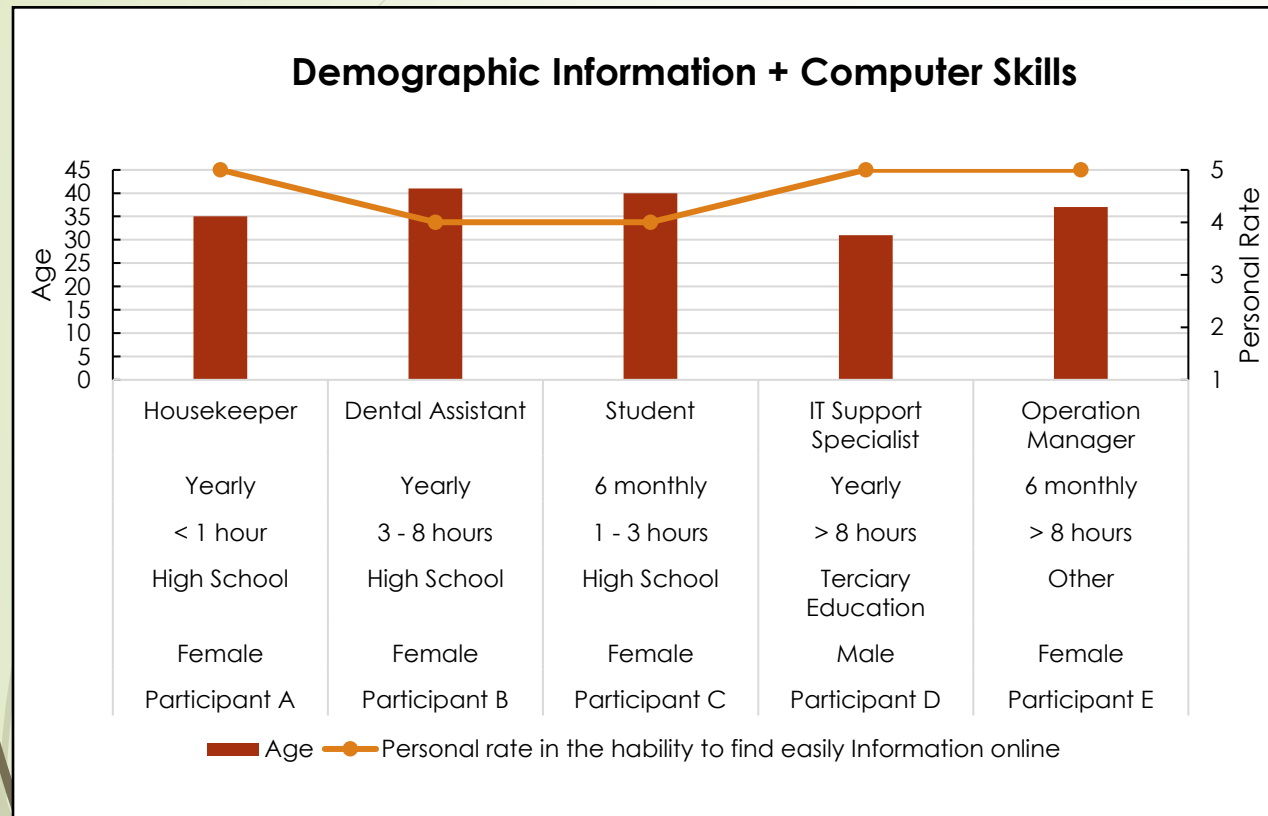
- The oldest participants, 40 and 41 years old, rated themselves in the ability to easily find information online lower than the other participants

- Participant C was the only one that could complete successfully 1 task

Results – Time spend to complete each task

Time to Complete Task 1

Time to Complete Task 2
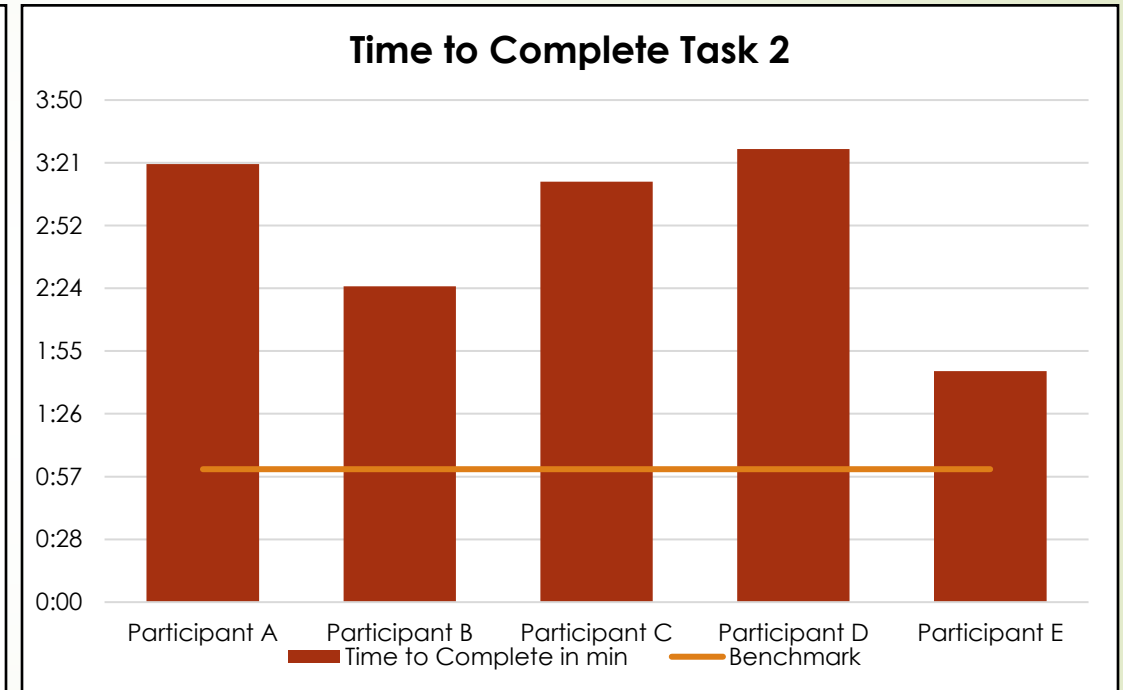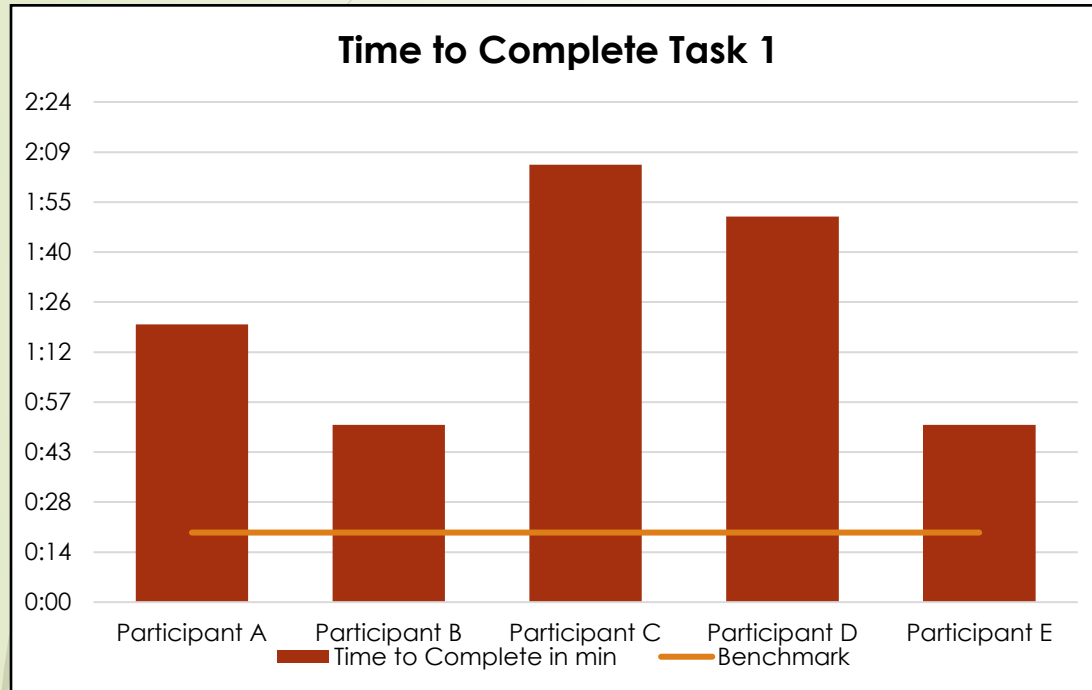
- Participant A and E had access Hoyts Cinema website before but the time they spend to complete each task were similar to the other participants;
- Participant C took more time to complete task 1 but was the only one to complete it successfully.

Results – Participant's Satisfaction

Participant's Satisfaction

Legend:
- Experience rate Task 1
- Experience rate Task 2
- Felling during the task 1
- Felling during the task 2

➡ The average satisfaction rate between the participants considered the experience of task 1 and task 2 **easy**, and the feeling during task 1 **not unpleasant not enjoyable** and for task 2 **enjoyable** despite task 2 was more specific and took longer to complete.

Results – Errors Rate

Errors Task 1

Errors /Participant	Participant A	Participant B	Participant C	Participant D	Participant E	TOTAL
Choose a movie released in the wrong month	1	1		1	1	4
TOTAL						4

Error Rate   **80**   **%**

Errors Task 2

Errors /Participant	Participant A	Participant B	Participant C	Participant D	Participant E	TOTAL
Accidentally clicked an adjacent link	2					2
Picked the wrong date to buy a ticket	1		1			2
Choose the seats already taken	3	1	1			5
Selected the wrong food/drink option	3		1			4
Selected the date before choose the location		2		1		3
Lostness			2	2		4
Didn't press Add to Cart for Food/Drink option	1	1	1	1	1	
TOTAL						20

Error Rate   **400**   **%**

Results – Errors Rate

- To accomplish Task 1:

  ➢ the participants searched for the movies in the banner of recommended page and in the now showing section instead of using coming soon page.

  ➢ 4 out of 5 participants choose the movie released in the wrong month.

- To accomplish Task 2:

  ➢ 2 participants tried to select the seats already taken first, then they realised that the seats in grey were the ones available.

  ➢ All the participants fail in adding the Food/Drink to the purchase because they did not press "Add to Cart" button.

Thank you!