

Sarah Przybyla  
Usability Study

Website: Ragtag Cinema, <https://www.ragtagcinema.org/>

For my usability study, the business' website that I chose to use is Ragtag Cinema. Ragtag Cinema is a small movie theatre in Columbia, MO, that plays a wide range of movies, from Oscar nominees to Indie films. Its website serves a few different purposes. It has showtimes and current and upcoming films, like you might expect, and also includes information about things such as purchasing a membership, parking, buying tickets, and the history of the theatre. I believe that most people use this site to look up movie show times and to see what films are being shown now or in the future. I chose to use this site because I've been to Ragtag before, and I've loved my experience there, but any time that I've been on the website, I've found it to be a bit confusing at times. I've used it for both personal reasons (to find movie times) and professional reasons (to find information on specific events for the *Columbia Missourian*), and in both circumstances I've run into the same issues. I wanted to find out if other people are finding the same issues that I am, and if so, I wanted to reach out to Ragtag to let them know, so that they might be able to fix them in the future.

**Task 1:** Look up the current movie showings for the week

**Scenario:** You have been to Ragtag Cinema a few times over the past year or so, but you've never had to look up movie show times yourself. You've always gone with the same friend who invites you to a specific movie at a specific time, so you've never used the website before. Every time you've been to Ragtag, you've very much enjoyed yourself, and you've decided to bring another friend to a movie there this week. Now it is up to you to find out what's playing. Please look up the current movie showings for this week.

**Task 2:** Act like you are going to purchase a movie ticket online

**Scenario:** You and your friend have figured out a movie and show time that works for the both of you. You figure out that you're just going to be able to make the show on time, though, because your friend has a meeting that night. So as to not waste any time once you arrive at the theatre, you've decided to buy tickets for the show online beforehand. Please act as if you are going to now purchase a movie ticket online; you may stop once you get to the step that requires you to enter your payment information.

**Task 3:** Find information on parking for the theatre

**Scenario:** You've offered to pick your friend up from the meeting and drive to the movie that you will be seeing. After making this offer, you realized that you've never actually had to drive to Ragtag before. In your other times at the theatre, you've walked from your apartment. You don't know the parking situation at all, so you decide to do some research before going. Please find information on parking for the theatre.

## Usability Report Summary

**Your Name:** Sarah Przybyla

**URL of the Site Tested:** <https://www.ragtagcinema.org/>

**Why you picked this site:** One of the main reasons that I chose Ragtag Cinema's site is because I have used the site a lot for both personal and work-related reasons, and every time I've used it, it seems slightly off to me. The design of it overall just throws me off slightly, and I think that it's important for such a great business in Columbia to have a user-friendly website.

### Summary of Users and Usability Tests

		Participant 1	Participant 2	Participant 3
User Profile	Age / Gender	60, female	21, male	21, female
	Internet Experience	Has been using the Internet for work for years, but is relatively new to social media; uses the Internet around 1 to 2 hours per day.	Has been using the Internet for fun and social purposes for years; spends around 5 hours a day using the Internet.	Has been using the Internet in general since she was a child; spends around 6 to 7 hours a day using the Internet for various purposes.
	What they do online	Uses internet for work and to check social media.	Typically utilizes the Internet for school and social purposes.	Uses the Internet for social and leisure purposes, and for school.
	Profession	Teacher	Student	Student and nursing assistant
Email		metrs7@comcast.net	p_turgeon@yahoo.com	ejm6w7@mail.missouri.edu

Test context	Date of Test	10/8/17	10/11/17	10/12/17
	Platform / Browser	Safari Version 8.0.7	Google Chrome Version 61.0.3163.100	Safari Version 8.0.7

Participant 1 Beverly Przybyla

**Summary of Observation (complete one for each participant)**

	Task 1	Task 2	Task 3
Description of the task	Look up the current movie showings for the week	Act like you are going to purchase a ticket online	Find information on parking for the theatre
Time spent to complete the task	2 minutes	1 minute	18 seconds
Errors or problems identified by a user	Found it to be confusing that the "Now Showing" link doesn't show the whole week's show times all on one page; took longer to figure out it was located under the "Calendar" tab.	Thought it was easy to navigate to the "Buy Tickets" page, but found it confusing that you have to click on the show time to buy a ticket.	Didn't think there were any issues in finding information on parking.
Overall user comments	She thought that the "Now Showing" link was kind of confusing.	She thought that it would be easier if it had a button to select a movie time and a separate button to continue to the purchasing page.	She thought the information on parking was easily accessible.

**Home page observations**

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What do they think the purpose of the site is?	To inform users of movie times and current showings.
Overall user comments	She thought the website was fine, and she was able to find the show times and current movies decently easily. Although, she thought the colors used on the site were slightly off-putting because they made it feel dark and slightly creepy.

**Participant 2** Patrick Turgeon

**Summary of Observation (complete one for each participant)**

	<b>Task 1</b>	<b>Task 2</b>	<b>Task 3</b>
Description of the task	Look up the current movie showings for the week	Act like you are going to purchase a ticket online	Find information on parking for the theatre
Time spent to complete the task	30 seconds	15 seconds	10 seconds
Errors or problems identified by a user	Found it to be misleading that the "Buy Tickets" didn't present most of the current show times; also took a little longer to figure out it was located under the "Calendar" tab.	Found it to be extremely easy to navigate through the "Buy Tickets" page, and had no issues in moving through the navigations.	Found it to be extremely easy again to navigate to the link with information on parking. He went to a different page than Beverly did, though, but it still had parking information.
Overall user comments	He thought that the site needed to label the tab as "Show Times" or something similar to that to make it clearer for users where they can find that information.	He thought that the design of this portion is fine how it is.	He found this set of parking information to be easy to find.

**Home page observations**

What do they think the purpose of the site is?	To inform people of the goings on at Ragtag Cinema.
Overall user comments	He thought the website overall is pretty simple and straightforward. While he found there were a few changes that could be made, like making the show times easier to find, he didn't otherwise think there were any glaring issues with it. He thought it's a pretty basic design.

**Participant 3** Emma Martin

**Summary of Observation (complete one for each participant)**

	<b>Task 1</b>	<b>Task 2</b>	<b>Task 3</b>
Description of the task	Look up the current movie showings for the week	Act like you are going to purchase a ticket online	Find information on parking for the theatre
Time spent to complete the task	35 seconds	13 seconds	8 seconds
Errors or problems identified by a user	Found it slightly difficult to find movie show times for the entire week, or for the upcoming weeks.	Found it easy to go through the ticket buying process and didn't identify any problems.	Didn't have a problem finding information on parking.
Overall user comments	She thought that this could be made easier by putting all of the show times into one section.	She thought this was a very easy system to use.	She thought that it should maybe be placed higher up on the page because it's important information.

**Home page observations**

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What do they think the purpose of the site is?	To help people find movies and movie times for Ragtag Cinema, and also to inform people who don't know about it.
Overall user comments	Overall she believed the website was designed decently well. She thought that it looked a little overwhelming with all of the different tabs and links all over the page, but in general she was able to navigate the site easily.

### Major Findings and Recommendations

Major Findings or Issues	By Whom	Should this be fixed? How could you fix it?
1- It wasn't as easy to find movie show times for current or future films.	Beverly, Patrick and Emma	I believe that this issue should be fixed because it's one of the primary reasons that users come to Ragtag's website. I think this can be easily fixed by simply re-labeling the "Calendar" tab as something more descriptive, such as "Show Times" or "Movie Showings." They also could make their "Now Showing" sidebar itself link to a list rather than just making the individual movies clickable.
2- Parking information is located in too many separate places.	Patrick	Although this didn't cause so much of a problem when my users were actually finding the parking information, it was brought to my attention that the information is located in multiple areas on the site, one which is also much easier to navigate to. I think that this information should be combined and put on one page labeled "Parking Information."
3- The parking information doesn't have a tab at the top of the page.	Emma	I think that this problem would be very easy to fix, and it would help users to locate important parking information more easily. I agree with Emma that it's deserves a higher placement on the page, and I think that placing it at the top with the other important tabs would be beneficial to users.

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## Report for Ragtag Cinema

To whom it may concern,

Hello, my name is Sarah Przybyla, and I'm a student at the University of Missouri studying journalism and business. In my Multimedia Planning and Design class, we were asked to choose the website of a local business to perform a usability test for. I chose Ragtag Cinema because I've loved my experience at the theatre every time I've been, but the times that I've visited your website, I've found a couple things that confuse me a little. Overall Ragtag has a nice, user-friendly website, but I'd like to help you make it even more user-friendly with the findings from my usability test. I asked three participants to perform three different tasks that I thought would be typical activities a user might perform on the site. The first task I had them perform was to look up movie show times for the current week. While all of my users were able to find a list of the movie show times for the week, all three of them encountered the same problem. They found that it was a little more confusing to navigate to a page with all movie show times for the week because it was under "Calendar."



They also found that it was off-putting that the "Now Showing" sidebar did not allow them to click and see all movie times for all movies at once.

### Now Showing

#### **Battle of the Sexes**

*(starts today)*

#### **Local Filmmaker Shorts**

**deadline 2017** *(starts today)*

#### **Texas Chain Saw Massacre**

#### **Victoria & Abdul**

I think that both of these problems could be easily fixed by simply changing the name of the "Calendar" tab to something like "Show Times" or "Movie Showings." I also think

The second task I had my participants do was to act like they were going to purchase movie tickets online. All three of my users found this task to be incredibly easy, and none of them had any issues at all when navigating through the process.

The third task I had my participants perform was to find information on parking for the theatre. Again, all three of them thought this was a decently easy task and didn't run into any

major problems during it. One of my participants did find parking information in a separate tab than the others, and I think that this is a slight issue. It would be easiest to have all parking

information located on one page so that users know they're looking at parking information for around the theatre, and so that they're able to easily access this information.

## About Ragtag

**Mission & history**

**Box office & tickets**

**Ragtag & education**

**Our theaters**

**Hittsville & the gallery**

**Directions & parking**

**Policies**

**Accessibility**

**Contacts & staff**

## Parking downtown

We know that parking downtown can be a bear, so here's some information about it to help get you down here and parked in time for your movie.



Parking enforcement for metered spaces downtown begins at 9:00 a.m. and ends

Another one of my participants suggested that the information also be located at a higher spot on your homepage because it's such important information due to the downtown location. I believe that by combining your parking information into one page and locating that tab at the top of the homepage, you'd be making it even easier for users to access the information they need on parking.

If you're a Mid-Missouri filmmaker, we want to watch your short film. We'll pick our favorites and show them on **Wednesday, November 15, at 8:30pm.**



We're doing this for two reasons: One, we want to see what everyone's been »

Oct 6 – Victoria & Abdul; Beach Rats; Rat Film (T/F); Suspiria (1977)



Oct 7 – Dismal Niche presents John Mueller, 11pm

Oct 11 & 12 – Pop Aye (Thailand) **The 2017 Passport series begins!**

Oct 13 – Battle of »

### Ragtag Hours

Our box office opens at 12 noon M-F and 30 minutes before the first film on **Saturdays and Sundays**. If there is not a box officer at the box office when you arrive, ring the doorbell and we will descend »

### October trailers

Take a look at all the trailers for this month. »



### Parking downtown

We know that parking downtown can be a bear, so here's some information about it to help get you down here and parked in time for your movie.



Parking enforcement for metered spaces downtown begins at 9:00 a.m. and ends

### A note from the Programmer

September 7, 2017

Hi all,

Welcome to the fall semester! One movie news development we failed to note a few weeks back: the new president of the Academy of Motion Picture Arts & Sciences is Moberly native John Bailey, a »

Again, I'd just like to reiterate that Ragtag's entire website is not bad, and that there are just a few minor problems that popped up for my participants during our usability test.

While of course it's up to you whether you choose to utilize these suggestions or not, I believe that they would help to make your good website even better and more accessible for your users.

Thank you for taking the time to read this, and I would love to hear from you if you have any questions for me or would like to discuss the usability test more in-depth. I can be reached at [przybyla.sarah@gmail.com](mailto:przybyla.sarah@gmail.com).

Sincerely,  
Sarah Przybyla



