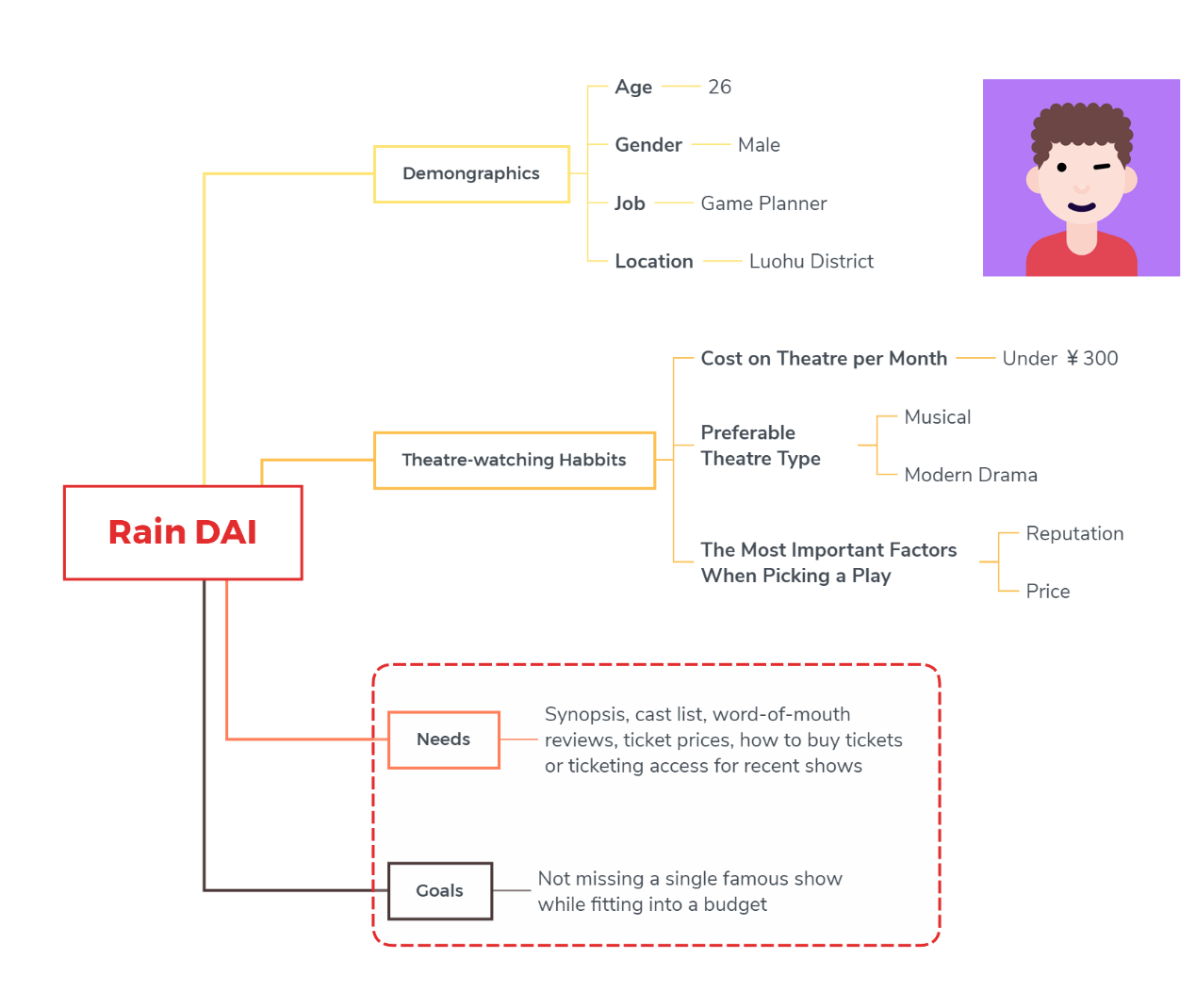
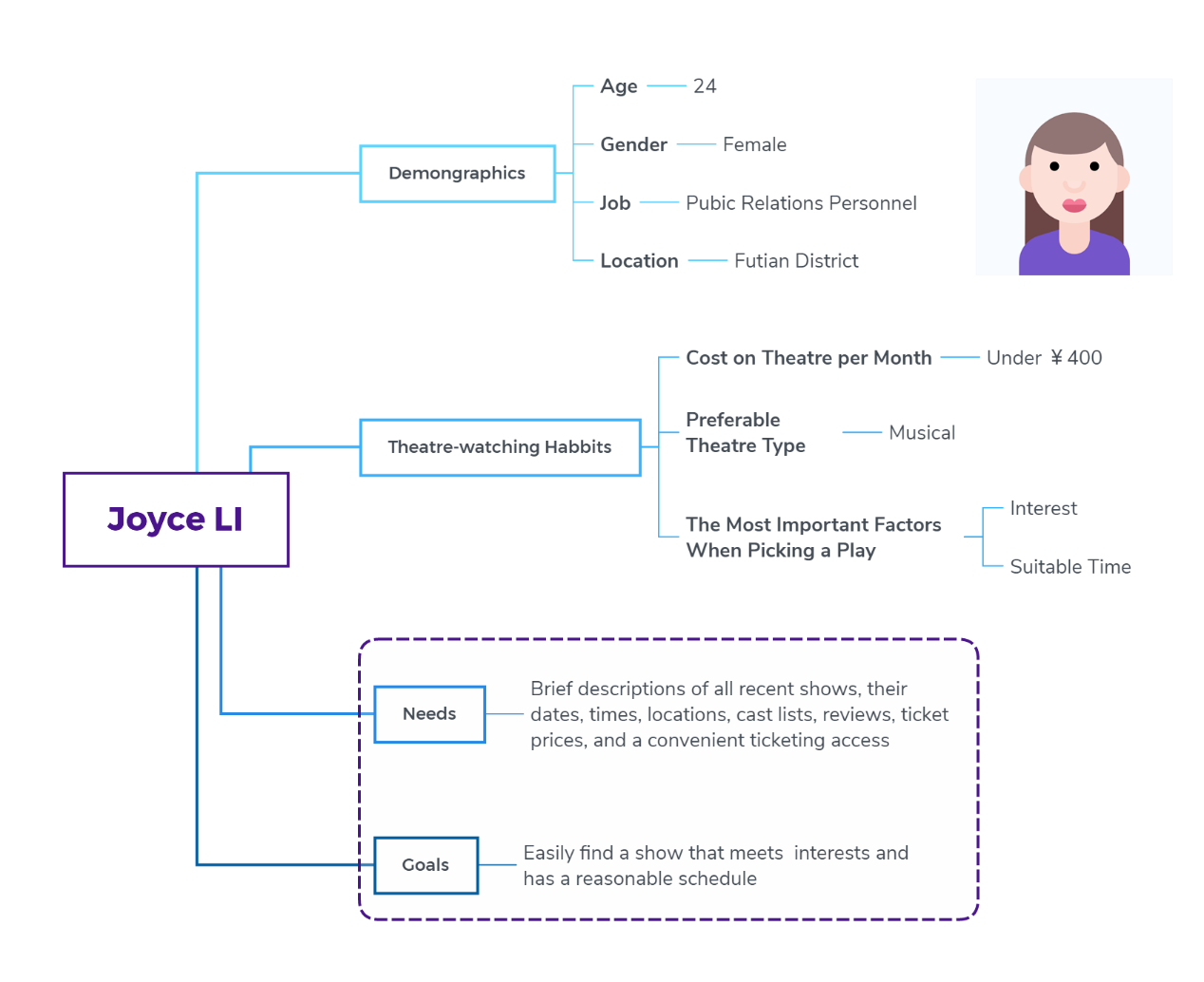
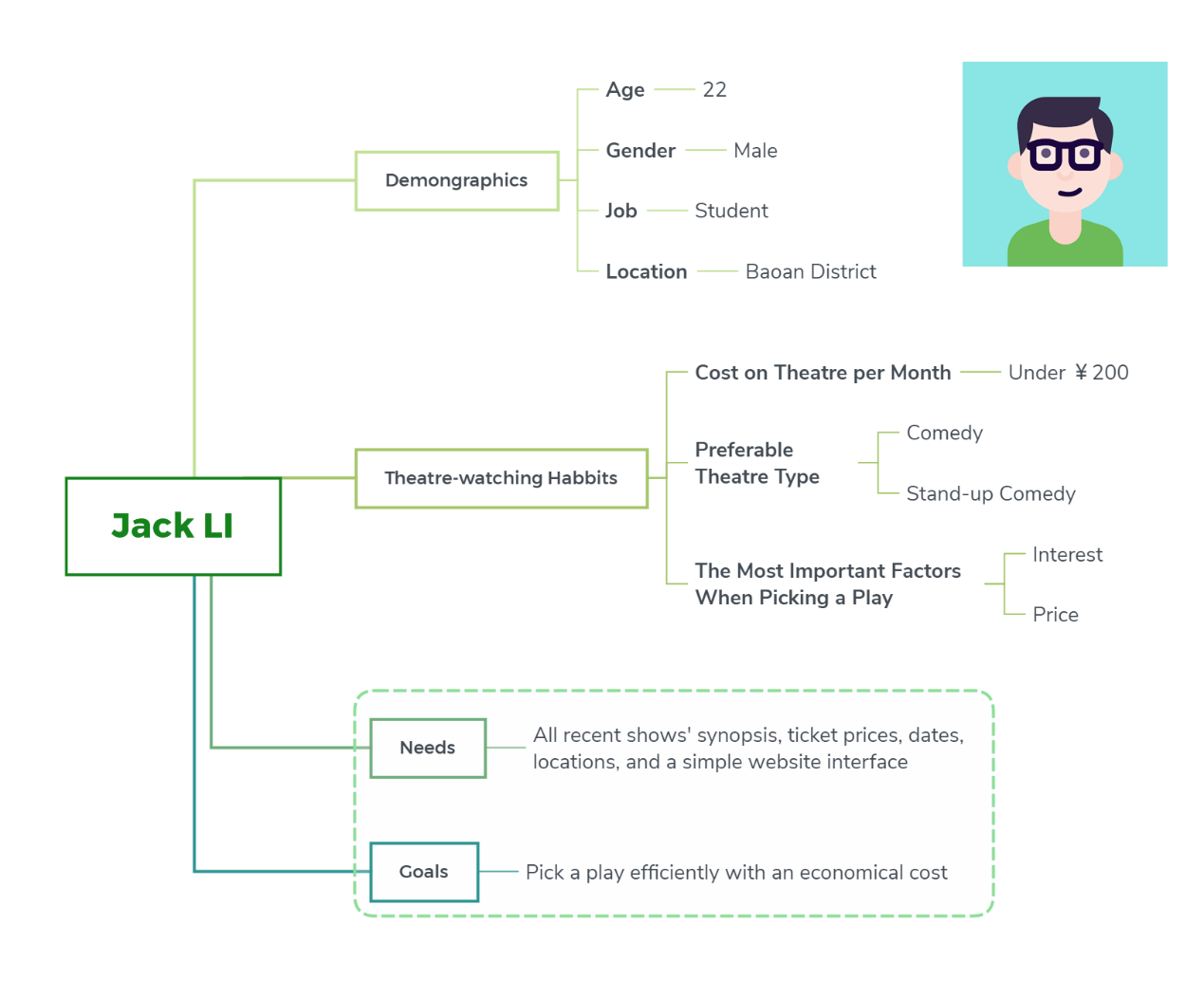
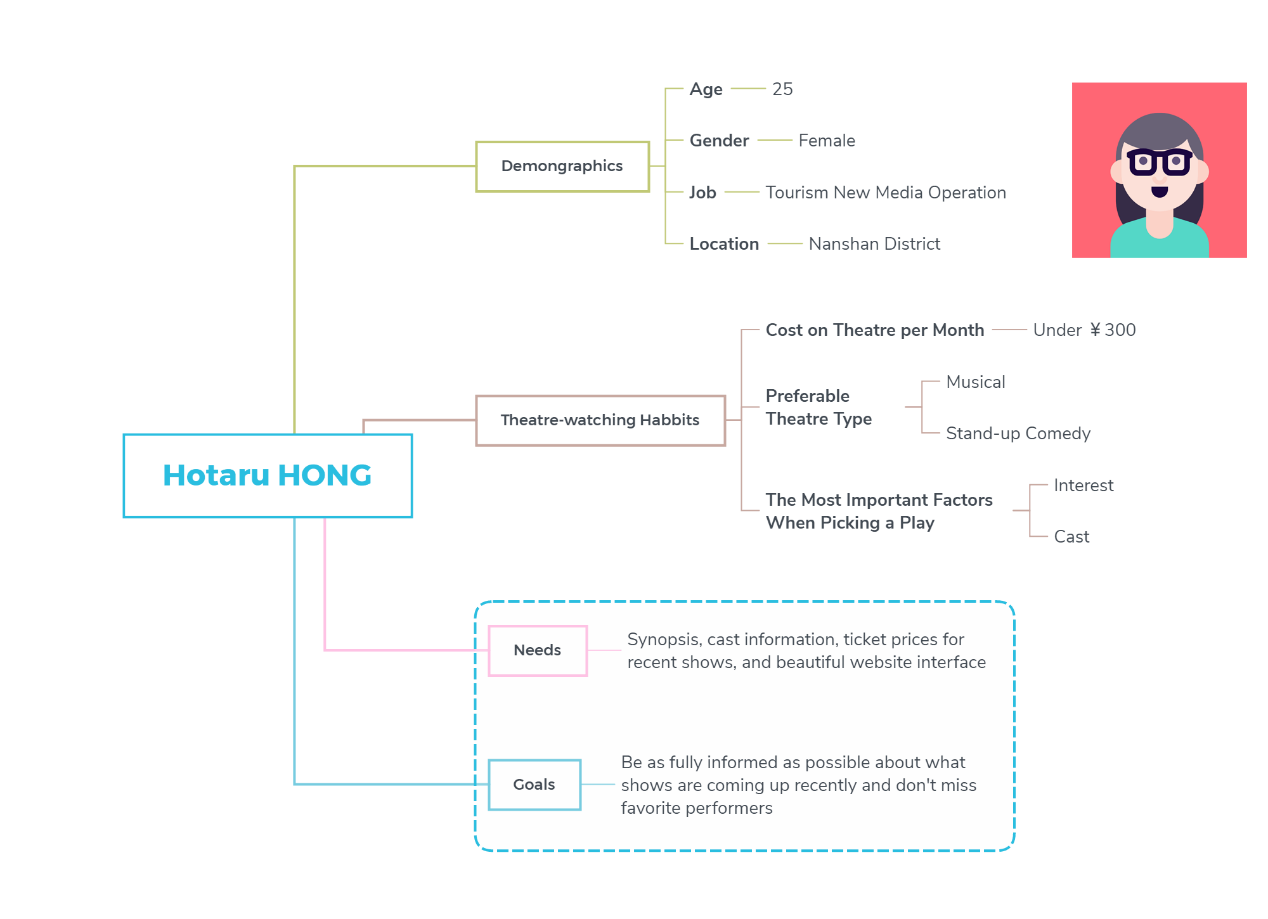
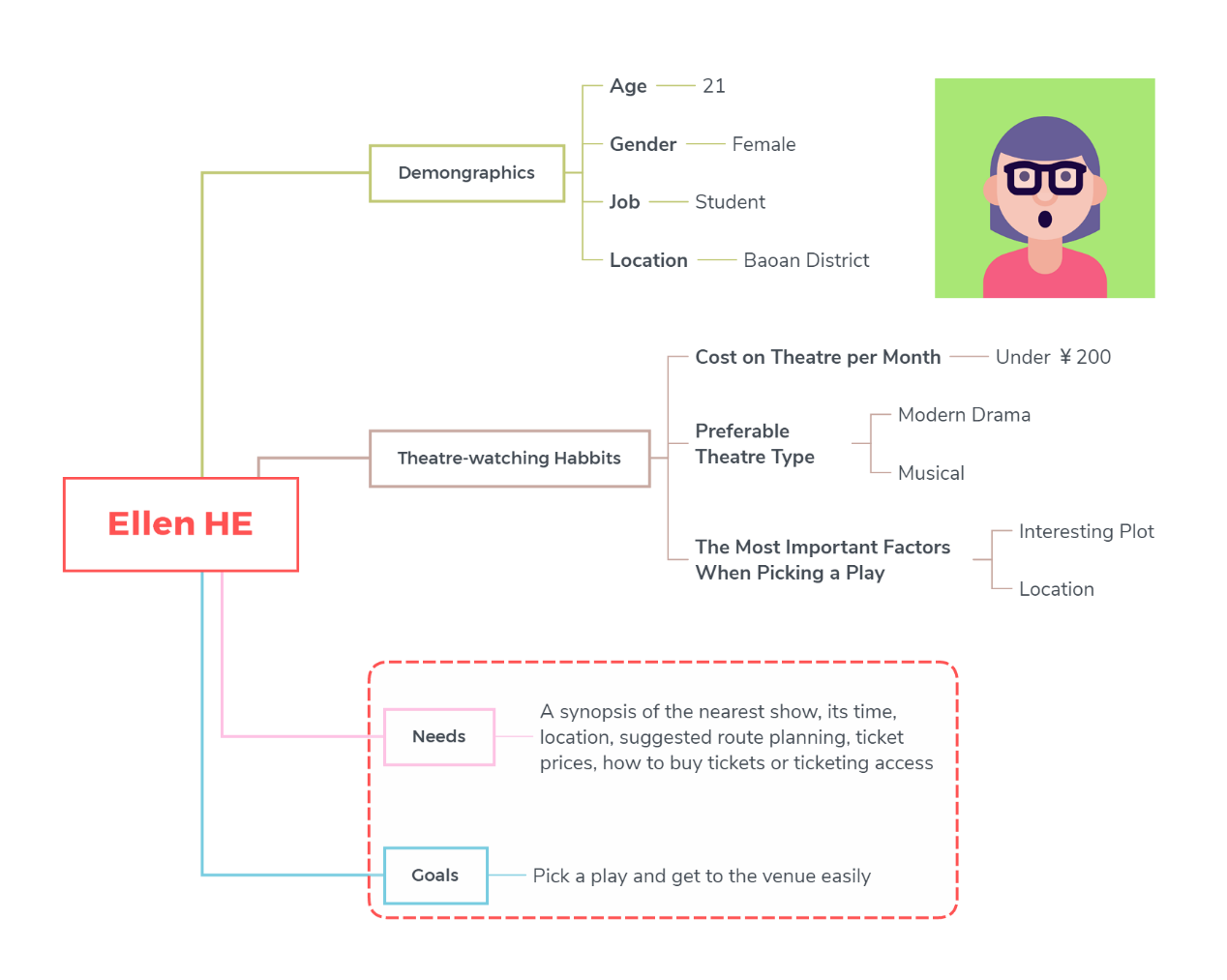
**Persona of 5 usability text pariticpants**

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**The usability report on MoreTickest.com**

In terms of effectiveness, the completion rate of 5 participants is 100%.

The efficiency is shown in the table below.

|  |  |  |
| --- | --- | --- |
| Participant | Time on tasks 1 (seconds) | Time on tasks 2 (seconds) |
| Ellen HE | 75 | 52 |
| Hotaru HONG | 88 | 35 |
| Jack LI | 58 | 26 |
| Joyce LI | 73 | 44 |
| Rain DAI | 102 | 67 |

In general, everyone agreed that the whole process is easy, logical and straightforward. But according to the post-interview, it still has some pitfalls.

**Pain Points**

First of all, MoreTickets doesn't have the option to **sort by districts** in its site navigation. So users have to check the location carefully of each event.

Also, there is no option to **sort by theater type**. So users cannot directly pick an event according to their preferable genres.

In addition, a text participant said that compared to sorting by ticket discount, he expects a more straightforward **sorting by price**, which makes it easier for him to choose activities within his budget.

The participant who is focus on the reputation of the show looks forward to **seeing what other audiences have said about the show** directly on the website, and is willing to **post a brief review of the show** for other viewers as well.

Besides, 2 participants reflected that the descriptive information including synopsis and cast introduction showed in the specific pages of each activity is a little bit messy and casual. Developers can purposefully **design different sections to present every part of content in a structured way,** allowing users to capture what they are interested in at a glance.

Last but not least, participant who lives in remote areas requests **more detailed information on how to get to the venue**.

**Needs**

Gain a general overview of what theatre activities will be held in the near future.

Know about the descriptive information about the play, including synopsis and cast introduction..

Learn basic arrangement of each activity, such as dates, time, venues and ticket prices.

View what other audiences have said about the play and write post-viewing notes, sharing them with other theatre lovers.

Select theatre activities that meet interests and suitable for schedules.

Find out if the activities destinations are easily accessible and plan transportation to the venues.

Purchase theatre tickets or reserve seats for shows.

**Objectives**

Build reasonable navigation and sorting methods that cater for diverse needs including suitable time, districts, types and ticket prices.

Show sufficient information on recent theatre activities including brief description, synopsis, cast introduction, dates, times, venues, suggested route planning, ticket price and reviews.

Present information in a structured way.

Provide convenient and direct access to buying ticket.

Develop a beautiful and clear website interface which can be used easily.