UX-Requirements and Analysis

# Personas

**Gillian McArthur**

**Intensive Care Nurse**

-*Working hard most of the time so enjoys leisure time with friends and family*

-*Really enjoys using the web to make purchases or booking as it saves time*

-*Enjoys easy to use services that aren’t too cluttered*

**Personal info**

Age: 38

Location: Derry/Londonderry

Education: Nursing at Queens University Belfast

Profession: Intensive Care Nurse

Home life: Married with 2 Kids

Hobbies: Tin Whistle, watching movies, looking after kids

Favourite TV shows: I’m a celebrity get me out of here! , Coronation Street

Personality: Caring, sociable, empathetic

**User Goals**

Uses website for

-Likes to see what movies are coming out

-Likes to select seats when she goes to the cinema

-Doesn’t like having to interact much with people so uses pre-payment methods

**Gary Desmond**

**Bartender**

-*Likes to do tasks quickly and get them out of the way*

-*Finds it hard to sociable due to the hours worked*

-*Uses money for mainly short term activities but enjoyable times*

**Personal info**

Age: 24

Location: Derry/Londonderry

Education: BA Philosophy

Profession: Bartender

Home life: Lives with friends X4

Hobbies: Surfing, Videogames, Watching movies

Favourite TV shows: South Park, Arrow, Carl Sagan’s Cosmos

Personality: Confident, Talkative, Relaxed

**User Goals**

Uses website for

-Keep up to date with movies by looking at what coming out

-Enjoys reading about movies and the actors/actresses they contain

-Uses online payment pretty much everywhere he can

**Amy Healy**

**Retired Actuary**

-*High stress job for years so uses time efficiently*

-*Enjoys the simple things*

-*Uses technology daily*

**Personal info**

Age: 50

Location: Derry/Londonderry

Education: BSc Actuarial Science

Profession: Retired actuary

Home life: Lives with Partner

Hobbies: Walking, Reading, Watching movies

Favourite TV shows: Planet Earth, Narcos, Gonzo: The Life and Work of Dr. Hunter S. Thompson

Personality: Quiet, Intuitive, Kind

**User Goals**

Uses website for

-Browsing current movies and coming soon

-Usually book online for both her and her partner

-Like to contact cinema to find out about offers

# Scenarios

## Stories

“*I want to go see a movie tonight with the kids and my partner. I just don’t know what to see though, I need to take a look at the website and see what movies there are, what they are about and if there is any suitable for the wee ones. It would be really handy if I could book them from home that would save me having to sit in line for a while, it all depends how easy it is I guess.”-Gillian*

* *Displaced movies on the website should include relevant info. Such as a short description of the movie and if they’re currently showing that particular film so that the user can make a good choice.*
* *The rating system for each movie should also be included so that parents such as Gillian can find out which movies are age appropriate for their children.*
* *A booking system will need to be included so that users can book one or more tickets for their chosen movie from home or other locations so that they do not have to wait in line.*

*“I know it is me and my partner’s anniversary next month so it would be amazing to see a new release, I’ll have to get on and have a look. A late night screening would be preferable so we could get a babysitter to take care of the kids.”-Gillian*

* *Movies should be separated in released movies that are out and movies that are coming soon movies that are not out yet so that user such as Gillian can see what new releases will be coming out.*
* *A timetable for different screening times should be include as this will allow users to select their preferred time.*

*“ Haven’t been to be able to go to the cinema in ages, but pretty sure I’m off on Saturday, I wonder if there is any movies coming out later this week or if they have that new marvel movie, could probably search for It or see when it comes out.”-Gary*

* *A search bar for the website will be put in so that users can search for a particular movie they have in mind which saves them time looking through the entire site.*
* *This search bar can have filter options in case the user has a broader range such as wanting to look up marvel movies.*

*“Sometimes when I get bored I like to look at all types of movies to see what they are about and what actors and actresses are in them. Its nearly good trivia knowledge anyways”-Gary*

* *Generic information can also be displayed for each movie as this will allow users to look at info such the ratings from critics and who stars in that particular film as this might impact the user’s decision on what movie to go see.*

*“My partner and I are going to go to the cinema tonight but we want to check what is on first. We are going to go the cinema we usually don’t go to, to see what it’s like, we will probably contact them to see about any offers they have and where the cinemas actual is. I wonder do they have many comedies.”-Amy*

* *A contact page will be included on the website as well as this will allow user to contact the cinema if they have any queries such offers that are on.*
* *Google maps will also be displayed showing the location of the cinema so that users can find the location. The address will also be listed so they could possibly input it in to a sat nav.*

# Requirements

-Search with filter

-Easy to use seat and movie booking

-Easy to navigate website

-Movies out or coming out

-Payment conformation reference

-Coming soon counter

-Appropriate contact page to allow user to communicate

-Info about movies age, rating, actors/actresses etc.

- Different times for screenings

- A map giving the location of the cinema with accurate directions on how to get there

- Movie trailers to better promote the movies

- Train staff to be able to manage the website

- Social media links

- Content is in a clear and readable font

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| **Requirement** | **Search with filter** |
| **Number** | 1 |
| **Description** |  |
| **Rationale** | A search bar will make it easier for users to find desired content. |
| **Success Criteria** | Users will be able to search for what movie they are looking for or be able to filter their searches if they are looking for a certain category such as comedies. |
| **Level of importance** | 5, high, this is a basic component of any website. It also makes it easier for the users to operate the website. |

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| **Requirement** | **Easy to use seat and movie booking** |
| **Number** | 2 |
| **Description** |  |
| **Rationale** |  |
| **Success Criteria** | User will be able to book what movie they wish to see and what seat they would like to use provided that it has not already been booked by another customer. |
| **Level of importance** | 5, high, users must be able to use the booking system easily if they are to purchase tickets. |

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| **Requirement** | **Easy to navigate website** |
| **Number** | 3 |
| **Description** |  |
| **Rationale** |  |
| **Success Criteria** |  |
| **Level of importance** | 5, high, |

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| **Requirement** | **Payment conformation reference** |
| **Number** | 4 |
| **Description** | Users should get a payment conformation reference when the book online as poof of their purchase of the tickets. |
| **Rationale** | If the users have conformation of payment then they will be motivated to go to the cinema and take part in the service that the cinema has provided for them. |
| **Success Criteria** | When the user makes a booking online they will receive the payment conformation reference which they will be able to use as a ticket to get into see their chosen movie. |
| **Level of importance** | 5, high, this is because it is important that the customers have proof of the purchase and it will allow the cinema to keep better track of their sales. |

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| **Requirement** | **Coming soon counter** |
| **Number** | 5 |
| **Description** |  |
| **Rationale** |  |
| **Success Criteria** |  |
| **Level of importance** |  |

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| **Requirement** | **Appropriate contact page to allow user to communicate** |
| **Number** | 6 |
| **Description** |  |
| **Rationale** |  |
| **Success Criteria** |  |
| **Level of importance** |  |

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| **Requirement** | **Info about movies age, rating, actors/actresses etc.** |
| **Number** | 7 |
| **Description** |  |
| **Rationale** |  |
| **Success Criteria** |  |
| **Level of importance** |  |

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| **Requirement** | **Different times for screenings** |
| **Number** | 8 |
| **Description** |  |
| **Rationale** |  |
| **Success Criteria** |  |
| **Level of importance** |  |

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| **Requirement** | **A map giving the location of the cinema with accurate directions on how to get there** |
| **Number** | 9 |
| **Description** | A map detailing the location of the cinema and direction on how to get there from the users location to ensure that they find the cinema. |
| **Rationale** | Users will be able to find the cinema so that they watch their movie and the cinema will get their business in return. |
| **Success Criteria** | The map is displayed on the website which users then use to get directions there from their chosen start point. |
| **Level of importance** | 4, high, users need to know how to get to the cinema so that the cinema won’t lose paying customers |

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| **Requirement** | **Movie trailers to better promote the movies** |
| **Number** | 10 |
| **Description** | Embedded YouTube videos are inserted onto the site for the users to view. |
| **Rationale** | It saves the user time having to look up the movie trailer as they can get instant access to it form the site. |
| **Success Criteria** | Users will see what the movie might be like and gets them excited to watch it. |
| **Level of importance** | 3, medium, there are other promotions for the film such as the poster but the trailer gives the users a visual demonstration. |

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| **Requirement** | **Train staff to be able to manage the website** |
| **Number** | 11 |
| **Description** |  |
| **Rationale** |  |
| **Success Criteria** |  |
| **Level of importance** |  |

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| **Requirement** | **Social media links** |
| **Number** | 12 |
| **Description** |  |
| **Rationale** |  |
| **Success Criteria** |  |
| **Level of importance** |  |

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| **Requirement** | **Content is in a clear and in a readable font** |
| **Number** | 13 |
| **Description** | The content should be readable and relevant to the website. |
| **Rationale** | They won’t know what the information means if they cannot read it. |
| **Success Criteria** | Users will be able to read the text and it will be clear and concise. |
| **Level of importance** | 5, high, the text in the website must be readable to the users so that they understand it. |

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| **Requirement** | **Movies out or coming out** |
| **Number** | 14 |
| **Description** |  |
| **Rationale** |  |
| **Success Criteria** |  |
| **Level of importance** |  |