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** | The website will have a search bar which will allow the user to look what movies they have a preference for. |
| **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** | Users should be able to go on to the website booking system and book tickets for the movie they wish to see |
| **Rationale** | Users need to be able to use the booking system |
| **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** | Users on the website will be able to navigate themselves easily throughout the different webpages through the use of the tool bar and other interactive buttons. |
| **Rationale** | The website should be easy to navigate otherwise users will only struggle trying to operate it. |
| **Success Criteria** | Users will be able to easily navigate the website. |
| **Level of importance** | 5, high, this is a necessity when it comes to websites. |

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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** | A counter will be present on the website which will show how long before the move comes out. |
| **Rationale** | This will tell the user when the movie will soon be coming out so that they know when to go see it. |
| **Success Criteria** | There will be a counter on the coming soon page. |
| **Level of importance** | 3, medium, it is a good feature to include but it is not as important as other features to the website. |

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| **Requirement** | **Appropriate contact page to allow user to communicate** |
| **Number** | 6 |
| **Description** | The use needs to be able to contact the cinema in the vent that they have a question such as the location of the cinema or even what offers may be on. |
| **Rationale** | The user might have queries about the cinema that need answered. |
| **Success Criteria** | The user will be able to contact the cinema who can answer any questions that they might have. |
| **Level of importance** | 4, high, the website needs to have a way for users to directly contact the cinema. |

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| **Requirement** | **Info about movies age, rating, actors/actresses etc.** |
| **Number** | 7 |
| **Description** | The website will have info about each of the movies such as rating and a brief description about it which will help users make informed decisions. |
| **Rationale** | Information on each movie can impact a user’s decisions to go watch it such as if they had children with them, they are going to select a movie with a PG rating. |
| **Success Criteria** | Each movie will have information posted with it such as what its about and critic ratings. |
| **Level of importance** | 4, high, users need information about the movies as this can impact their decision. |

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| **Requirement** | **Different times for screenings** |
| **Number** | 8 |
| **Description** | For each movie thee will be different times at which it will be on such as early morning screening to late night ones. |
| **Rationale** | This will allow the user to pick the time which works best for them and fits into their schedule. |
| **Success Criteria** | The user will be able to pick what time the y would like to see their chosen movie at. |
| **Level of importance** | 4, high |

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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** | A member or multiple members of staff should be trained in how to operate the website ad make updates when the time comes such as posting new movies that users can view. |
| **Rationale** | The website will need to be updated all the time to show the latest movies, so staff will need to be trained on how to do this. |
| **Success Criteria** | Staff will be able to make changes to the website and know how |
| **Level of importance** | 5, high, staff will need to know how to operate the site as it will have to updated all the time |

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| **Requirement** | **Social media links** |
| **Number** | 12 |
| **Description** | The website should have links to various social media apps such as Facebook and Instagram. |
| **Rationale** | The cinema can use social media as an advertising tool to better promote their facilities. |
| **Success Criteria** | Users will be able to access various social media applications through the website. |
| **Level of importance** | 3, medium, the website should have social media links as the cinema can use theses to promote themselves. |

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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** | The website will have different webpages for movies with all the relevant information. It will have both movies that are currently out and ones that are coming out soon. |
| **Rationale** | A website about movies need movies on it. |
| **Success Criteria** | There will be options for different movies both released and coming soon posted on the website. |
| **Level of importance** | 5, high, it is a website for movies therefore they will need to list different movies users can see. |