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*

*“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*

*“ 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*

*“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*

*“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*

# Requirements

-Search with filter

-Easy to use seat and movie booking

-easy to navigate website

-movies out or coming out

-payment confirmation reference

-coming soon counter

-appropriate contact page to allow user to communicate

-info about movies age rating actors/actresses etc.