WEEK 5: ACTIVITY 3

Observation and evaluation:

1. Browsing Films

Observation: Searching for films is intuitive, the search bar is easy to locate and results are displayed quickly.

Evaluation: Meets usability criteria for clarity and navigation.

Errors: No errors observed.

Recommendation: Maintain current layout, consider adding filters (genre, rating) to enhance browsing efficiency.

2. Selecting Showtime

Observation: The app clearly indicates available and fully booked showtimes through visual feedback(colors).

Evaluation: Navigation remains clear and the page supports error handling (back buttons), reducing user frustration.

3. Seat Selection and Pricing

Observation: The seating plan is visually clear with color coding that indicates availability and users receive immediate feedback when selecting seats. However, the price displayed inside each seat icon can be confusing.

Evaluation: Minor usability issue with price interpretation.

Recommendation: Change the current implementation of how prices are displayed to a clearer layout. Ensure accessible color (for example, use colors that include colors blind people) contrasts for all users.

4. Accessibility Information

Observation: Accessibility options (e.g., hearing-aid compatible seats) are visible but could be more explicitly integrated into the seat selection interface, because users may not immediately notice which seats are suitable.

Evaluation: Partially meets accessibility criteria but could be improved.

Recommendation: Add a prompt or filter question: “Do you need hearing-aid compatible audio?” with a clear count of available seats.

5. Booking Confirmation and Payment

Observation: Confirmation screen clearly summarizes seat numbers, pricing, and accessibility features, payment flow is straightforward and users can correct mistakes using the back function without restarting the process.

Evaluation: Strong system feedback and error handling, making usability and navigation criteria well met.

Recommendation: Maintain current structure and consider additional confirmation alerts for accessibility features to reassure users.

Overall:

The prototype delivers clear, intuitive and supportive user experience, where navigation and feedback mechanisms are effective and accessibility considerations are present, although minor improvements are recommended. In summary, users can complete core tasks efficiently while feeling in control.

Reflection:

The creation and testing of this low-fidelity prototype helped us understand how users move through the app and which parts are confusing.

The user in this scenario is partially deaf, which helped us realize how important visual information is. The app must show things clearly using colors, icons and highlights instead of only sounds.

Also, seat selection can be a very difficult task when the screen looks crowded, monotonous or when prices are not easy to find. Users need clear labels, simple layouts and strong visual feedback when they choose a seat.

Furthermore, accessibility information should be easy to see and placed early on the journey because it reduces confusion and doubts about its availability, if the icon is too small or hidden in a corner, users may miss it and feel unsure about the cinema’s hearing support.

Finally, a clear and consistent back button is important because it allows users to easily correct mistakes and feel more in control during the booking process.

In summary, the low-fidelity prototype showed that good user experience comes from clear screens, easy actions and strong visuals, especially for people with hearing impairments.