Week 7

5.1

Summary of performance metrics:

➔ Tasks were generally completed quickly and efficiently.
➔ Task 4 (movie + show time selection) caused the most errors and confusion.
➔ Task 7 revealed a feedback gap – users were unsure whether the cancellation was successful.
➔ Other tasks were completed without errors, indicating the system is mostly effective and robust.

5.2

SEQ results

➔ Average SEQ score: 5.90/7 - Indicates tasks were generally easy to perform.
➔ Easiest tasks:
  - Task 1
  - Task 3
➔ Most difficult tasks:
  - Task 4 –> Confusion about multi-step selection.

Interpretations of the results:

Users found most of the app intuitive and straightforward. The most problematic point was the multi-step movie and showtime selection, highlighting a need for clearer interface guidance.

5.3

SUS score: 62.50/100 -> Below average usability.

Interpretations of the results:

Users perceived the system as moderately usable, but issues with clarity and interface consistency affected their confidence. The score indicates room for improvement, particularly around guidance for multistep tasks and feedback messages.

5.4

Common Usability Issues:

- Buttons for movie and showtime selection were unclear, leading to errors.
- Cancellation feedback was ambiguous, making users uncertain if the action succeeded.

Positive Aspects of Design:

- Login and browsing screens were intuitive and quick to navigate.
- Seat selection and confirmation tasks provided immediate and clear feedback.
- Footer icons were well-recognized, facilitating navigation.

Suggestions for Improvement:

- Improve clarity for multi-step selections (movie + showtime).
- Provide clear visual confirmation for cancellation or other critical actions.
- Ensure consistent labeling and interface patterns across screens.
- Consider a brief tooltip guide for new users.

6. Insight:" User didn't know they need to select both the movie and the showtime at the same time, indicating that the selection process should be made in a more intuitive way, like adding a clear visual guidance in the selecting process. "