

CSC428 Assignment 1: Heuristic Evaluation and Usability Study

Introduction

The theatre is used across the world as a source of entertainment. There are several cinemas in which offer the latest films. Cineplex is a corporation in Canada which owns theatres and creates services that create experiences centred around film entertainment. Cineplex.com offers a means to purchase the services offered by the cineplex theatres online. The main features of this site are to provide playing and upcoming film information and the purchasing of film tickets online.

Since the focus of the website is to provide an accessible service for the user, it is important to investigate if the website accomplishes this well. What is required is an assessment of the usability. Specifically, this evaluation aims to investigate how the cineplex website affects its users. Due to the nature of the site this evaluation will employ several techniques including; heuristic evaluation, silent observer testing and the think aloud testing to evaluate cineplex.com. These tests were held online through the use of online calling and screen sharing, the equipment that were used were a computer, an internet connection, an audio recorder and a text editor to document important user feedback. The tests consisted of 2 participants and one observer with which asked the participants to complete 5 predefined tasks that were completed on the cineplex website. Significant issues with the website included frustrating ticket purchasing, lack of consistency and very little error prevention.

Heuristic Evaluation

The heuristic evaluation assesses the cineplex website against the nine Nielsen Heuristics. Implementing a system with these heuristics in mind help product designers improve the quality of the user experience. These include: visibility of system status, match between system and reality, user control and freedom, consistency and standards, error prevention, recognition rather than recall, flexibility and efficiency of use, aesthetic and minimalist design and help users recognize, diagnose and recover from errors. The cineplex website violates these heuristics frequently. Below is a description and possible solutions to 12 violations identified ranging from critical to minor severity:

H1: Visibility of System status

On the main page the method for searching tickets has two tabs in which each require the same information to search for a particular tickets. This confuses existing users as it requires extra investigation on there part throughout the site for the same result or they will have to find solutions elsewhere online (searching for a specific location). It does not communicate appropriately how to correctly input data to find the preferred search result. *Image one in heuristic appendices*

Rating severity: Serious. This feature only serves to confuse the user, however, it does not disrupt the entire system from functioning as intended and only detours users and wastes user time.

Solution: Cineplex should consider simply have one search option with extended features that show where theatres are located with a visual representation such a map. This option should also be located in the centre or the right of the screen as it the main function that users use.

H2: Match between system and the real world

If an existing user refers to the overview of their own profile they will find very little information for features that are commonly attributed to what a profile has. Instead of buttons to user history, account settings and the like, Cineplex.com, instead, shows information about scene, gift and payment cards. *Image two in heuristic appendices*

Severity rating: Serious. This is a problem that could simply be avoided with thinking about what an overview of a profile should entail and matching that with domain of Cineplex. Users expect that what they are clicking on result in what the button suggests. By focusing on profit incentives over providing useful and correct features, users get frustrated with the system.

Solution: Remove unnecessary buttons and features that no user would expect to see under a profile overview. Provide features such as settings, history, profile image, information editing etc..

H3: User control and freedom

Ticket purchase on the website is quite difficult as it is. It makes it more difficult with a time restraint before you would have to redo the entire process. A confused new user would feel stressed and anxious as they are trying to rush to complete information input while second guessing if they would like to actually see that film or if they are doing the procedure correctly. *Image three in heuristic appendices*

Severity: Critical. If this is not fixed, inexperienced user could not finish inputting information in time unless they already know exactly what they want or are experienced with these systems.

Solution: Remove this timer completely. It is not needed.

There are cases in which a small circular profile image and accompanying scene points underneath are displayed in the top right corner of the screen. Typically this would indicate a button. However, this image points to nothing and has no utility at all. *Image four in heuristic appendices*

Severity: Minor. It is annoying but not crucial to the function of the system as the user can complete what they would like without being affected.

Solution: Remove this or provide a means to see the profile.

H4: Consistency and standards

When switching between pages (such as between the main page and concerts & music) the upper bar design and font changes. Looks to be part of an older not updated design. *Image five & six in heuristic appendices*

Severity: Minor. It does not impair user function of the website.

Solution: Use a consistent design if you are going to maintain the same features in the same area for a navigation bar

H5: Error prevention:

Under some of the film posters of the main page they show different data such as 'trailer', 'advance ticket, perhaps even a date. There is no information about what these indicate and how they could be used for the user and when. There are multiple interpretation a new user could make.

Severity rating: Minor. Confuses the user and may be frustrating. Ultimately does not affect the function of the website. *Image 8 in heuristic appendices*

Solution: Provide relevant information when hovering over the region for information and/or provided some key words next to that information which allows users to infer the function better.

If a user goes to search for a show time the page immediately raises an error without any user input. *Image 9 in heuristic appendices*

Severity rating: Serious. Having web pages that immediately raise errors detour users from using the page and serve only to worry the user into thinking they did something wrong without them evidently inputting anything.

Solution: It would be better to remove this error until after this has been done and to get rid of all the small information underneath that. They are difficult to read.

H6: Recognition rather than recall

In the cases with which a user selects a theatre and a film, occasionally the showtimes are inaccessible for selection. No information is provided and the user is left to remember either how the system previously operated or that the film is not showing that film at the particular time. This could be a violation of H9 and H1. *Image 10 in heuristic appendices*

Severity: Serious. User should not have to remember when showtimes are occurring and should be given information accordingly. This violation confuses the user and the user is left not knowing what to do next.

Solution: It would be better to say that all that every seat for each show time is taken and to give instructions and information about other available showtimes.

H9: Help users recognize, diagnose, and recover from errors

When a user attempts to sign in without having an account through social media shows a small red popup at the bottom to the page. The popup fades away within seconds and is not readily perceptible. *Image 11 in heuristic appendices*

Severity rating: Serious. Imperceptible pop ups of error information make the user either confused, lost and/or frustrated.

Solution: This issue should redirect to sign up page or make a sign in using the social media data instead.

H10: Help and documentation

Some pages are accessible to the user yet are either incomplete or show no information. One page in particular is the Movie Escape page. Further, there is no helpful imagery and one line of text. This particular page was found in the wallet of the user profile and it is not clear how this is relevant to what should be contained in an online wallet. *Image 12 in heuristic appendices*

Severity rating: Serious. There should not be pages with no little to no helpful text or visuals. Further, pages should be organized to an expected function with a coherent organization. Pages like these frustrate a user and they cannot accomplish what they would like.

Solution: Provide relevant information with good visuals and move this page under the events not in the online wallet.

Under the classic films section there is no information present about the godfather film yet they provide video for it. They show other information for other films with posters and description. The function of the page is not as clear as it cannot redirect to ticket purchasing or another site with further information. *Image 13 in heuristic appendices*

Severity: Minor. This is not a function users would typically use, however, this shows obvious neglect in the design and function of the website. Pages should serve a purpose.

Solution: Instead show information about other classical films. Tell the user the price but not where to purchase or showtime of the Godfather screening or more general information about classic films.

Usability Study Methodology

The aim of the study was to assess the usability of cineplex.com on predefined user tasks. The tasks range from typical to abnormal where the criterion was defined by reflecting on the purpose and the investigation of the websites available services. The tasks were different in their aim as to gain a holistic view of the user experience of the site. The study conducted used two experimental techniques and two participants. The study participants were both male and attending university. It took roughly 1hr for participants to complete the tasks. The major difference between the two were age where the first participant was 19 and the other 28. The tasks included an assessment of purchasing existing and upcoming films with constraints on the user from budget, time and date of purchase, an assessment of key gift services for corporations, and an evaluation of cineplex' renting service. Prior to the tasks the users gained a conceptual framework of the site. The study participants were asked to complete these tasks given the instructions. The first participant was told to evaluate the site in silence with no feedback from the observer. This entailed monitoring their behaviour closely, capturing both screen recording and audio. The second participant was asked to speak out loud during every stage of the tasks and to express how they feel about the site and solving the tasks. This entailed recording audio and taking detailed notes on the response of the user where relevant. *Each task and their rationale is provided in the appendix.*

Usability Study Observations

User response varied from task to task. There were many surprising problems that users encountered. In the first task the participants were asked to complete a ticket transaction given a time, place and type of film. Study participants found this challenging as the cineplex website did not offer features that would help accomplish this task. When it came to finding the appropriate cineplex location, both participants became frustrated and decided to use another platform for completion. The second participant remarking that *he have to use google maps and go out of his way and that it was odd that a specific movie is not playing that specific theatre*. The user said that he felt overwhelmed, distressed and that it was taking too much time to complete a decision. Both participants commented that the location was unhelp.

For the second task, participants were asked to organize a video game party on the cineplex website for march where they had a budget of \$150 after food and drink and between 8-10 people would come. The first participant did not comment much and was able to complete the task without much trouble. The second participant found this procedure more frustrating, not in complexity, but in the information available and the restraints made by the cineplex site. The general complaint was that it was expensive, the selection was poor and that booking only occurs 6 days prior.

The third task was to rent out a romantic comedy given a budget of \$5 and a 2 hour time limit on the film. The first participant had issues with search refinements and as there were not any relevant to the purpose of the task with some information also lacking. The second participant was not able to find the genres tab until after roughly a minute due to how small the button appears and is slightly hidden behind large images of different films. The second participant stated that *images look like advertisements and it was very slow to load*. Both participants had trouble reverting back to the main page following this task.

The fourth task was to purchase corporate gift cards. The aim was to purchase 10 gift cards for \$40 each. The second user had trouble differentiating between the general gift cards and the corporate gift cards. Upon further examination, both of these pages seemed to provide the same content. There

was also limited information about the type of gift cards and how they could be customized with the second participant stating that they were *let down by the experiencing of picking gift cards*.

The last task was aimed at purchasing tickets of upcoming films in a different location with a child. The constraints were a \$40 budget, on a date between October 17th to November 17th with an appropriate film. The first participant attempted to complete this task without going to the upcoming films section. After a few attempts to find upcoming films in the main page buy ticket tab he was afterwards able to find the upcoming films tab. When choosing the film, the price of the tickets was not available and thus did not know if this would fit the budget. The participant thus assumed it would. The second participant was able to complete the task without much issue but commented that *should show ratings on the front of the coming soon page* and that it was difficult to find children's films with their prices without actual trial and error and their own examination. The second participant enjoyed the trailer.

The exit interview revealed that the users generally found the experience *okay* with the most difficult task being the main function of the website; the purchasing of movie tickets. When users ran into errors the site did not provide information or guidance for prevention or help. Both users would prefer more information regarding the films portrayed and would like less confusing features. Both users stated that new users would have a poor time using the site given all the issues previously stated. Only half the participants would want to use this site for ticket purchasing in the future and would opt for calling the theatre instead.

Interpretation: Systems strengths and weaknesses

There were a few stand out strength and weaknesses of the system. One important weakness was the ticket purchasing where both participants had to resort to using alternative platforms to find the appropriate location of the theatre within that area. Users should be able to find the locations of cinemas they would prefer to attend given that is where the film is being shown. Another evident weakness of the site was the little error prevention and very little relevant information overall. Key important film information such as time was occasionally missing, the system did not provide feedback from the user and when the user went to log in, no guidance was given when that resulted in an error. This was consistent with heuristic evaluation. The largest strength of the system was its overall visuals and organization. Both users commented on how the visuals of posters, trailer and the like made the experience more enjoyable. The organization of the posters helped the participants get an overall sense of the purpose of the site, its intention and the films.

Suggested improvements

Five important changes to the design are as follows:

1. Theatre location search
Both participants commented how it was very difficult to find the location of the theatre in the first task and had to resort to using another platform.
2. Error prevention while signing in and accomplishing ticket purchasing
When creating an account and using social media as a sign in the system only presents only very limited information on the error and no helpful on how to fix it. These occurs could have been prevented by having the system make an account immediate as you use social media which is consistent with other sites.
3. Change the location of some webpages and fill in the appropriate information
There were many pages that seemed to serve either no utility, had little to no information or were inconsistent with the function of the preceding selection. One case of this was in the movie

escape page and the other in the classic movies page. These issues were prevalent in task 3 and in some of the violations of the heuristics identified.

4. Design consistency amongst the webpages

Several pages such as the rental page and the other events had either completely different design or the navigation bar design and font changed with no functional difference or purpose. Having an inconsistent design makes the user feel as if they are on a different site and appears like a neglected webpage.

5. Relevant film and show information

Often times the films did not have time information and the shows had disordered data where it was not obvious where the features of the system belonged and if those features were presented in that intended order. This is evident in the heuristics and when the participants attempted to rent and purchase tickets for the future in the usability studies.

Conclusion

The cineplex.com web page is a mediocre site with many design flaws. Although the visual and poster images may be appealing, using the site for its main functions is very tough and often runs users into errors without appropriate information or guidance for solutions. There is also inconsistent design across some webpages and webpages seemingly misplaced lacking in any relevant information and reasonably following from preceding webpages. Although the site works, it has a lot to do in order to increase its usability for the general user.

Appendix 1: Lesson learned - Comparison of different techniques

Generally, usability testing using these two techniques went well. Important challenges that should be addressed are the study size, where and how it was performed. It is easy for the observer to get involved with the study, especially if the user feels lost. Finding the appropriate and correct balance of guidance that does not obscure test results is important. It would have also been important to reiterate more to the first participant not to speak as it was a silent observer test. Even though it was mentioned multiple times, the participant perhaps felt that it was more appropriate just to speak. Better communication between the participant and the observer about the study as a whole would have been helpful. I could imagine that thinking aloud typically goes worse for most tests, however, my participant was very expressive throughout all the tasks which helped drive crucial insights.

Appendix 2: Raw Data

Nielsen Heuristics:

H1: Visibility of system status

TICKETS ⓘ

BY THEATRE BY MOVIE

📍 Search by Theatre or City ▼

🎬 Type or Select Movie ▼

📅 Select Date ▼

You have to search by movie or theatre regardless, why have two tabs.

Confuses the user

H2: Match between system and the real world

Welcome mattyyo98

Here are some things you can do:



SCENE Cards

Access your SCENE card



Preference Centre

Manage your Account Preferences



Payment Cards

Add or manage payment cards to speed up online transactions



Gift Cards

Store your Gift Cards



The overview of my profile just tell me about possible cards I can get, not about potential account settings, history, etc...

H3: User control and freedom

TICKETS

EXTRAS

PAYMENT

Fast & Furious Presents: Hobbs & Shaw (PG) - CC/DS
 Famous Players Canada Square Cinemas
 Aud #08
 2190 Yonge Street,
 Toronto, ON

TODAY
 SEP 20, 2019
 6:20PM

SCENE

SCENE

M**** B****
 (SCN) 4444 **** 4 838

Starting Balance: 1414 points
 Points to Redeem: 0 points
 Ending Balance: 1414 points

SUPERTICKET

OWN THE DIGITAL SD MOVIE - LIMITED TIME OFFER

SCENE

250 extra SCENE points

BUY FOR \$19.99
 (plus tax)

WE

DONATE TO SUPPORT PROGRAMS THAT EMPOWER CANADIAN YOUTH

ADD A DONATION

Total: \$12.99

4:22
 TIME LEFT

PROCEED

time left on a page to fill in

information for ticket purchase

M

MATTYOYO98
1,414 SCENE POINTS

What looks like a button to a view a profile, it actually does nothing at all when going to process a payment for a ticket. On the main page it serves as a button to view profile.

H4: Consistency and standards

Showing results for (Any Movie, Cineplex Cinemas Queensway and VIP, Friday, Sep 20th 2019, 20km radius)

Cineplex Cinemas Queensway and VIP
1025 The Queensway, Etobicoke, ON, M8Z 6C7
VIP | IMAX | ULTRA/VX | DBOX | REAL D 3D

HIDE MOVIES AND SHOWTIMES

Come join us on Saturdays in the VIP Lounge from 7:00-11:00 to enjoy some live entertainment and delicious food, even if you're not seeing a movie. This Week's Entertainment: Steve Luxton

Ad Astra | 2h 03m
Language May Offend, Not Recommended for Young Children, Violence, Gory Scenes
WATCH TRAILER
Click for reserved seating availability

FRIDAY
SEPTEMBER
20
2019
No passes

VIP (CC/D\$)
4:00 PM 7:15 PM 10:30 PM

Staying home tonight?

- Dark Phoenix [Watch Now](#)
- John Wick: Chapter 3 - Parabellum [Watch Now](#)
- Aladdin [Watch Now](#)
- Men in Black: International [Watch Now](#)

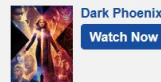
Concerts & Music



Concerts & Music

If you love music, then Music at the Movies is for you! Join us in cinemas across Canada for music documentaries, concert films and music movies where you can celebrate your favourite artists with other fans!




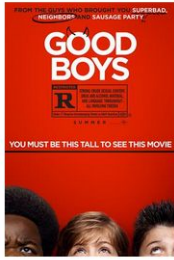

Staying home tonight?



Inconsistent button bar design, with different font and colours from page to page.

Irrelevant tabs on the top of main page of cineplex to the general intent of the sight.

H5: Error prevention

				
The Goldfinch	Maleficent: Mistress Of Evil	Charlie's Angels	Good Boys	Angel Has Fallen
TRAILER TICKETS	TRAILER ADVANCE TICKETS Thu, Oct 17, 2019	TRAILER ADVANCE TICKETS Thu, Nov 14, 2019	TRAILER TICKETS	TRAILER TICKETS


Some films have dates underneath them. No information about what they indicate. Could it mean when it begins/ends opening in the theatre?

REFINE YOUR SEARCH ▼


Showing results for (Any Movie, Find nearby theatres, Friday, Sep 20th 2019, 20km radius)

Sorry, you need to enter a location.

*Showtimes are available for online ticket purchase starting Wednesday mornings for the upcoming week (Fri – Thurs). Theatre Box Office opens approximately 30 minutes before the first advertised performance. A No Passes restriction may apply to select movies and events. You cannot redeem passes but you may use a Gift Card, Night Out, or Admit One coupon for admission. (*Applicable to Cineplex Theatres only)



Dark Phoenix
[Watch Now](#)



John Wick

The showtimes page immediately raises an error without having put in information. What would be better is to remove this error until after this has been done and to get rid of all the small information underneath that. They are difficult to read.


H6: Recognition rather than recall

TICKETS ⓘ

Legends Of The Fall - Classic Films

Select Showtime

3:25 PM



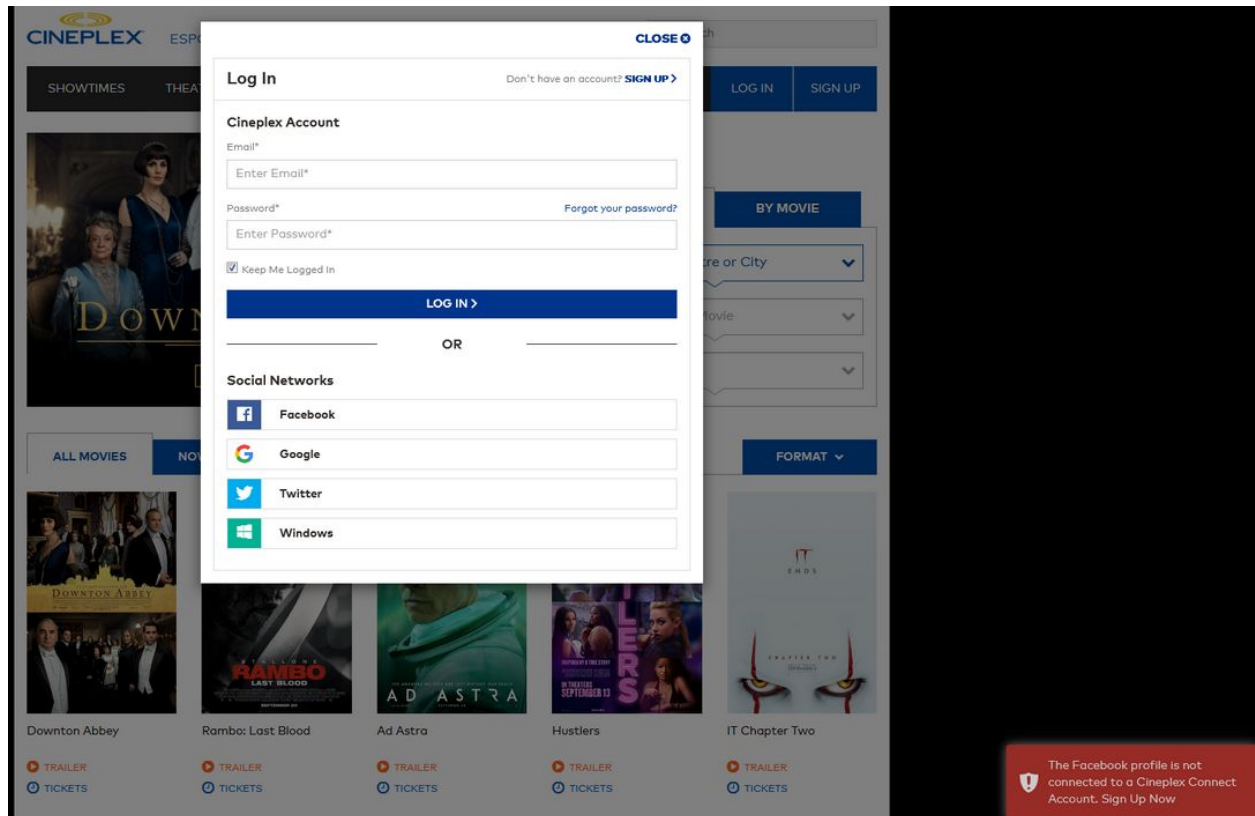
Provides no information about why we cannot select that showtime. Would better to say that all that every seat for each show time is taken and to give instruction and information about other

available showtimes. User would have to recall these procedures from previous errors. Also violation of H9 and H1.

H7: Flexibility and efficiency of use

H8: Aesthetic and minimalist design

H9: Help users recognize, diagnose, and recover from errors



Attempt to sign in without having an account through social media shows a small red popup at the bottom to the page. The popup fades away within seconds and not readily perceptible. Should redirect to signup page instead.

H10: Help and documentation

Summer Movie Escape

Your pass to an awesome summer of movie going – exclusive offer for SCENE members.



No information presented about what the Movie Escpae is. No helpful imagiert and one poor line. Not sure how this is relevant to what should be contained in an online wallet.

About Classic Films

Admission (taxes included): \$6.99

Experience classic movies as they were meant to be experienced: on the big screen! Join other classic film fans to celebrate these favourites. There is a new title each month and all films have been digitally restored.



Legends Of The Fall

DIRECTOR

Edward Zwick, David Wagreich

CAST

Brad Pitt, Anthony Hopkins, Aidan Quinn, Julia Ormond, Henry Thomas, Karina Lombard, and more.

SYNOPSIS

In the early 1900s, three brothers and their father living in the remote wilderness of Montana are affected by betrayal, history, love, nature, and

No information present about the godfather film yet they provide some video for it. Instead show information about other classical films. Tells us the price but not where to purchase or showtime of the Godfather screening.

Tasks:

Task 1. Select a movie to watch tonight with a friend. A friend of yours that you haven't seen in while replied to your invite to hang out tomorrow evening, suggesting that you go see a movie together. She asks that you pick the show given her time and location constraints: she is working until late in the afternoon and would be free to meet up with you not before 7:00pm. She would prefer to go to a theater that is not too far from her place (145 Ossington Ave), while she hasn't quite specified what "too far from her place" means. You know that she particularly

likes drama and documentary movies. Assuming that you have no particular time constraints this specific evening, try to find a movie and theatre that best compromise both of you and your friends' taste and mobility constraints.

Rationales. This is a reasonable typical task, but where not all the exact details are given a priori.

Task 2. Organize a party. Your best friend is getting married in April this year, and you are the one who volunteered to organize his/her bachelor party that will be the first weekend of March. When commuting in the streetcar recently, you have serendipitously heard someone talking about a video gaming party that their parents organized at a Cineplex movie theatre in Alberta. Your best friend loves video games, and you think that this could be a perfect event to include in the schedule. So far, 8 people (including you and your friend) have confirmed that they will attend the party, and 2 more will eventually join. You would like to investigate if such event is offered in the Toronto downtown area, and whether it will be a potential option given the overall budget for the party (after subtracting food and drink expenses for dinner, you have about 150\$ remaining on the budget). If this event is not appropriate, you would likely inquire for other special group options offered in the Toronto theatres.

Rationales. This is a less typical, but reasonable request. The customer knows the constraints, and the required answers could easily be obtained if you called Cineplex and spoke to a (competent) human customer service representative. Thus, this tests whether the website provides similar levels of service as the company's presumably competent human representatives.

3. Renting out a comedy. You had a long day at work so you decide to watch a movie at home to get your mind off of all the things that have troubled you today. A co-worker had told you that they found success renting movies on Cineplex with better than average quality and variety than some other platforms. You take their word for it and decide to rent out a movie. You would like the movie to make you laugh, is recent and sounds appealing without it costing more than a 5\$. You do not want to make a mistake choosing a film that you might not like. You know that in particular you enjoy romantic comedies. Since, you had a long day at work you do not want to spend too much time looking or watch a film for over 2 hours. All in all, you try to rent a movie that you think you would enjoy.

Rationales: Many young workers and students rent out films, the frustrating part is finding a film which is suitable for you, that you think you could enjoy without spending too much money and time.

4. Business owner rewarding its employees. You are a small business owner wanting provide a reward to your hard working employees. They have worked long hours this business quarter and it has really helped revenue growth. You know that all your employees love to watch movies and you decide that a custom gift card. You heard from your friend that Cineplex offers different packages for corporations. You are not interested in any large event but just want you employees to see the movies they would like to see. Many of your employees have several movie interests so you would not like to have a movie gathering, instead giving out gift cards is

best. You would like to investigate whether or not Cineplex offers a way to buy many gift cards at once. Ultimately, you would like to get 10 cards each with a \$40 value.

Rationales: The customer is not always just a person purchasing a ticket, occasionally they are companies that need a large amount of supply for an event. The business owner is fairly aware of what they would like but they are not sure whether Cineplex would make it easy to accomplish. Thus, this test the website for errors along a more defined space where a larger purchase is required.

5. Booking tickets to a film that is not yet in theatres. You are flying out to Edmonton in 2 weeks to celebrate your long time friends first child and stay there for a months time. You know they absolutely love films and constantly speak and critique about the latest movies. You want to book a movie for them that has not yet been released in Edmonton. Since you are trying to manage your time and money in Edmonton between other events, you are only able to watch the film on a friday after 5pm. You have a budget of \$40. Given that your friend just had a child, you want to see a movie that is appropriate. However, you are not necessarily sure what arriving soon in theatres so you do some preliminary exploration reviewing trailers of the upcoming films. If there is a good movie you will purchase tickets.

Rationales: The customer is not aware of all the details but hopes to satisfy someone with more knowledge about the types of services this platform provides. The end of this test is to see if Cineplex delivers enough information, ease of use and guidance about upcoming films to deliver a satisfactory purchase where the cost of failure is more steep.

Step 3: Exit Interview

Was the Cineplex website easy to understand?

P1: Straightforward to use Very evident

P2: Easy to understand except for actually buying the specific ticket. Hard to find general information. Buying a ticket is very difficult. Just does not work. Would not recommend. 5/10

When you ran into errors did Cineplex offer you assistance through relevant information, or guiding features like buttons, icons and pointers?

P1: Movie is not available problem, no runtime and price of tickets unless you log in. Joker error: not available information, no other information

P2: No. Flashy website for advertising but no help with any description and a lot of imagery without information or icon for further information.

Would you be willing to purchase tickets online again? Why?

P1: Yes, if I want to go watch a movie, just not renting

P2: Never! Only use for VIP movies. Require human assistance with experienced individual of the site. Not sure how to get tickets. Ticketmaster is much better.

In terms of renting films, are there any things you would like for Cineplex to improve or offer?

P1:

P2: Good selection and price. Photo gallery is desired and time of movie and no information about director. Policy about watching the movie was in small print, assume like blockbusters, a bit 'sneaky' feel betrayed.

Is renting a film through Cineplex a smooth and enjoyable experience?

P1: Runtimes. The rent was pretty nice and the price was fair.

P2:

Would you use Cineplex to provide information about upcoming films? If not, what does Cineplex lack?

P1: Not. Search on google. Habit and it is straightforward, give you dates.

P2: I might look at trailers but has better competitors. YT might have spoilers though. User comments might spoil. Would go bc trust the honesty.

Do you think Cineplex offers good gift services?

P1:

P2: Standard. No deals, would be a better incentive. More custom features, not super good

Could Cineplex improve on any of their main page features?

P1:

P2: Sorting by genre would be helpful. Strengths: upcoming and current movies. Tickets should be displayed better. Better sorting. If you are new to Toronto it would be unhelpful.

Was there any particularly frustrating experience with the Cineplex site? If so, could you explain why it was so frustrating?

P1: Yes, not very many however

P2: Buying the tickets and not having labels or description about the experience and features. Very little help.

Overall was the experience using the website good?

P1: It was a pretty good experience, just slightly annoying at times. For tourists, you don't know where to go unless you already know the location. A map would be great!

P2: Bad loading, and ticket purchase but overall alright, pictures 10/10 but everything else 1/10, If you are a first time user it will be a terrible experience

What, if anything, surprised you about the Cineplex website?

P1:

P2: Surprised with quality of pictures and trailers and have every single relevant movie. How they show off the movie, better than google

What did you like the least?

P1: Nothing that was dislikable. Not visually painful. Nicely organized.

P2: Buying tickets. Unsure on every single site

Task Comments

TASK 1:

P1: Having trouble finding the closest location. Has to use other resources, and those resources still weren't as helpful.

P2: Spinning wheel, give you one option to click. The movie is playing somewhere yet it tells you afterwards that is unavailable. I have to use google maps and go out of my way. Odd that specific movie is not playing that specific theatre. Using google maps now. Does not tell you what the cinema types are or what they mean, no description. Nice to show the entrance, don't like walking across people - not obvs which was is taken or available - assume. Screen selection - feeling overwhelmed - late in decision making and lost, clicking on seat and nothing occurs. Distressed. Double clicking, zooming does not allow for seat selection - try buy tickets. Professional to sign in w/ social media

Login with facebook does not seem to work. Does not operate like other sites, less professional, not consistent - I want to just buy tickets in person - failed at actually purchasing the ticket

TASK2:

P1

P2: Have to wait, can only book 6 days prior. Only one button available. Pretty straight forward. I don't like the snack options - buy that onsite preferred. Cost is steep, and no money for snacks. Glve logos and names of restaurants and it doesnt tell me time. Better experience then task 1.

TASK 3:

P1: Cineplex did not have helpful search refinements, find time was not not present on the screen

P2: Did not find genres immediately. Hard to see the genres as it is small and unsure if it will work. I really don't care about the large images - look like advertisements. It loads more movies. Everything worked. Hope for help on site. Feel good. Prefer more pictures and scenes for the film. Just has the cover.

TASK 4:

P1:

P2: Takes a while to load between pages. Cannot get back to main page from the rental page. Tells me final price afterwards. Happened to be a link. Found corporate products afterwards. Does not provide a description of the giftcards and they are not easy to infer. Let down by the experience of picking gift cards. Hesitant to click any other gift cards

TASK 5:

P1: Went straight to filling up the requirements on films already released, did not initially see the coming soon tab. Does not know how much to pay given that a new child is coming. Cannot check the price of ticket

P2: It should show ratings on the front of the coming soon page, cannot search by family or pg movies. It only gives the date before the movie comes out. Shows no information later than the pre released date. Trailer quality is very good. Does not show any reviews or any user feedback for ratings or opinions. The photo gallery does not seem to work at all. Would have to refer to another source to potentially find when it is playing. Trailer was entertaining.

Audio/Screen recordings:

Link to screen recording:

Link to audio:

<https://drive.google.com/file/d/1My8w3HrjYR8TimZeFpiHyr4U1hLmaAn8/view?usp=sharing>

<https://drive.google.com/file/d/1MsYbnsTh8-no6WRwvff865lWKtSsfq-t/view?usp=sharing>