## Usability tasks

These tasks were identified as the most relevant when planning the cinema and also the most problematic for our target users in both survey and contextual inquiry.

Due to the range and extent of functionality provided in the application or Web site, and the short time for which each participant will be available, the tasks are **the most common** and **relatively complex** of available functions.

|  |  |  |  |
| --- | --- | --- | --- |
| **The Space Cinema** | | | |
|  | **Task** | **Steps** | **Why is relevant** |
| **1** | Find information about time scheduling of a specific movie for 3 different days (mon, sat and sat of the week after) | 1. Go on the [website](https://www.thespacecinema.it/al-cinema/bologna) 2. navigate the page to find the movies schedule 3. Find the wanted film 4. choose to use the filter system to find the wanted day 5. Find the wanted film.    1. use the “mostra gli orari di tutti i giorni”    2. read the time schedule | From surveys and contextual inquiries, the main reason for deciding whether to go to the cinema or not is related to the time and the action is mainly made on the website. |
| **2** | Buy a ticket online for you and your 4 friends | 1. Go on the [website](https://www.thespacecinema.it/al-cinema/bologna) 2. navigate the page to find the film schedule 3. find the wanted film 4. click the time 5. Select “aggiungi rimuovi biglietti”, choose 5. 6. choose seats 7. Click “Verifica e Prosegui” 8. Choose login or not and pay method 9. Pay on the transaction page. | Most users reached with survey and interviews agreed that if the buying tickets online would be easy, they would definitely do it, and this is why we want to analyse this task more deeply and find issues |
| **2a** | [subtask] Register on the website | 1. Go on the [website](https://www.thespacecinema.it/al-cinema/bologna) 2. Hover on the Login box in the navbar 3. Choose “Registrati” on the dropdown menu 4. Choose one of the two options on the sidebar 5. Fill data and check privacy terms and agreements 6. Check the confirmation email 7. Click the activation link/button | All services analysed require a sort of login process to proceed with purchase |
| **3** | Find information about prices checking specifically for students discounts | 1. Go on the [website](https://www.thespacecinema.it/al-cinema/bologna) 2. Search the option “prezzi”, open it. 3. Download “Tariffare Bologna 490” 4. Check the PDF document for prices. | Finding these information was the most underlined problem in the survey |

|  |  |  |  |
| --- | --- | --- | --- |
| **Cineteca Bologna** | | | |
|  | **Task** | **Steps** | **Why is relevant** |
| **1** | Find information about time scheduling of a specific movie for 3 different days (mon, sat and sat of the week after) | 1. Go on the [website](http://www.cinetecadibologna.it/home) 2. Navigate the page to find the movies schedule (“Programmazione”) 3. Find the wanted film 4. Choose to use the calendar and filter system to find the wanted day 5. Find the wanted film 6. Repeat for the remaining films | From surveys and contextual inquiries, the main reason for deciding whether to go to the cinema or not is related to the time and the action is mainly made on the website. |
| **2** | Buy a ticket online for you and your 4 friends | 1. Go on the [website](http://www.cinetecadibologna.it/home) 2. Navigate the page to find the movies schedule (“Programmazione”) 3. Find the wanted film on a selected date 4. Select “ACQUISTA ONLINE” 5. Purchase the tickets 6. Choose login or not and pay method 7. Pay on the transaction page. | Most users reached with survey and interviews agreed that if the buying tickets online would be easy, they would definitely do it, and this is why we want to analyse this task more deeply and find issues |
| **2a** | [subtask] log in or register with personal email | not relevant for our analysis | All services analysed require a sort of login process to proceed with purchase |
| **3** | Find information about prices checking specifically for students discounts | 1. Go on the [website](http://www.cinetecadibologna.it/home) 2. Search the option “Tariffe” | Finding these information was the most underlined problem in the survey |

## Scenarios for tasks

|  |  |  |
| --- | --- | --- |
|  | **Task** | **Scenario** |
| **1** | Find information about time scheduling of a specific movie for 3 different days | Dopo il periodo di lockdown i cinema stanno riaprendo, tu dopo tanto tempo hai voglia di vedere uno dei film che vengono trasmessi (Fast and Furious 7 per The Space). Sei interessato a scoprire la programmazione della struttura ed i relativi orari. Sei in cerca non solo di un giorno particolare, ma anche dei giorni di trasmissione, decidi quindi di consultare il sito del cinema di riferimento così da trovare le informazioni che cerchi.  cosa faresti usando il sito 1 (The Space)? e usando il sito 2 (Cineteca)? |
| **2** | Buy a ticket online for you and your 4 friends | è uscito un film (Avengers Age of Ultron per The space) al cinema che vuoi assolutamente vedere. chiedi ai tuoi amici e in 4 sono entusiasti quanto te e vorrebbero venire. Hai sentito gli amici e già stasera potreste andare. Per precauzione quindi decidi di comprare i biglietti in anticipo per tutti e 5, poi loro ti ridaranno i soldi in un secondo momento. Decidi quindi di visitare il sito del cinema per comprare i biglietti.  cosa faresti usando il sito 1 (The Space)? e usando il sito 2 (Cineteca)? |
| **2a** | [subtask] log in or register with personal email | Sei un cliente che già una volta è rimasto soddisfatto del servizio offerto dal cinema *cineteca o the space a seconda del caso*. Ti interessa quello che un account personale può offrire in termini di di velocità d’uso del servizio e controllo delle tue attività. Per fare ciò decidi di recarti sul sito del cinema in questione e procedere a registrarti. Come lo fai usando il sito *The Space,* come lo fai usando il sito *Cineteca?* |
| **3** | Find information about prices checking specifically for students discounts | Uno dei prossimi giorni hai intenzione di recarti al cinema, è uscito parasite 2 e non vuoi assolutamente mancare questa opportunità. Il problema è che sei uno studente universitario fuorisede mantenuto dai genitori, in questo periodo hai bisogno di risparmiare, almeno finché non ti verranno dati nuovi soldi dai tuoi. Vuoi comunque andare al cinema, ma hai necessità di controllare l’esistenza di sconti per questo decidi di informarti sul sito del cinema riguardo l’esistenza di prezzi speciali per studenti universitari come te. Come ti muoveresti sul questo sito (the space) e su questo (Cineteca)? |

## Usability metrics

* *Scenario completion*: The scenario is completed when the participant indicates the scenario’s goal has been obtained (whether successfully or unsuccessfully) or the participant requests and receives sufficient guidance as to warrant scoring the scenario as a critical error.
* *Error rates*
  + *Critical errors* are unresolved errors during the process of completing the task or errors that produce an incorrect outcome.
  + *Non-critical errors* are errors that are recovered from by the participant or, if not detected, do not result in processing problems or unexpected results. Can be procedural (task not completed in the most optimal way) or confusion (eg. initially searching the wrong function).
* *Subjective evaluations*: about ease of use and satisfaction collected through SUS

## Usability goals

These are the goals and thresholds that we want to achieve with the test.

|  |  |
| --- | --- |
| **Metric** | **Goal** |
| *Completion rate*: represents the percentage of participants who, when they are finished with the specified task, have an output that is correct. | 100% is the goal of each task in this usability testing |
| *Error-free rate*: complete a task without any errors | 80% |
| *Subjective measures (*[*SUS*](https://forms.gle/CgVEZgUYZnSqnUKY9)*)* | * 80.3 or higher is an A. People love your site and will recommend it to their friends * 68 or thereabouts gets you a C. You are doing OK but could improve * 51 or under gets you a big fat F. Make usability your priority now and fix this fast. |

## Problem severity

**Impact**: of the error on the task completion

* high: critical error that prevents task completion
* moderate: causes difficulty (non-critical error) but task is completed
* low: minor problems (non-critical) that do not affect task completion

**Frequency**: percentage of participants that experience the problem when working on a task

* high 30% or more
* moderate 11-29%
* low 10% or fewer

## Problem Severity Classification

The identified severity for each problem implies a general reward for resolving it, and a general risk for not addressing it, in the current release.

* Severity 1 - High impact problems that often prevent a user from correctly completing a task. They occur in varying frequency and are characteristic of calls to the Help Desk. Reward for resolution is typically exhibited in fewer Help Desk calls and reduced redevelopment costs.
* Severity 2 - Moderate to high frequency problems with moderate to low impact are typical of erroneous actions that the participant recognizes needs to be undone. Reward for resolution is typically exhibited in reduced time on task and decreased training costs.
* Severity 3 - Either moderate problems with low frequency or low problems with moderate frequency; these are minor annoyance problems faced by a number of participants. Reward for resolution is typically exhibited in reduced time on task and increased data integrity.
* Severity 4 - Low impact problems faced by few participants; there is low risk to not resolving these problems. Reward for resolution is typically exhibited in increased user satisfaction.

**Source: usability.gov**