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| Introduction | <ul style="list-style-type: none"> • Title: Usability study of Movie theater app • Author: Sebastian Cruz, UX designer student • Stakeholders: None • Date: 12/08/2022 • Project background: We're creating a new movie theater app that helps people to review and watch movie trailer no matter their internet coverage, as well as implementing ATs for people with interest in the cinema but experience difficulties with common cinema apps. • Research goals: Determine if users can complete core tasks within the prototype of the Movie theater app. Determine if the movie theater app is challenging to use and how the ATs impact the user experience. |
| Research questions | <ul style="list-style-type: none"> • How long does it take a user to schedule a film • What can we learn from the user flow, or the steps that users take, to book and schedule a film? • Are there parts of the user flow where users get stuck? • Does users (with or without disabilities) find AT assistance useful? • Are there more features that users would like to see included in the app? • Do users think the app is easy or difficult to use? |
| Key Performance Indicators (KPIs) | <ul style="list-style-type: none"> • Time on task. • Conversion rate. • System Usability Scale. |
| Methodology | <ul style="list-style-type: none"> • Unmoderated usability study • Location: Colombia, remote (each participant will complete the study in their own home) • Date: Sessions will take place on August 20 (normal business hours) and August 21 (after hours) • Length: Each session will last 5 to 10 minutes, based on a list of prompts |
| Participants | <ul style="list-style-type: none"> • Participants are all cinema enthusiast • Two males, two females, and one nonbinary individual, between the ages of 20 and 75. One participant is a person with a visual impairment. • The study is accessible for use with a screen reader. |



Script

During the unmoderated usability study

A list of prompts appears on the device screen

- **Prompt 1:** Pick a date and time to schedule a film.
 - **Prompt 1 follow-up:** How easy or difficult was this task to complete? Is there anything you would change about the process of scheduling a function/film?
- **Prompt 2:** Select a movie.
- **Prompt 3:** Confirm booking for a movie theater function
 - **Prompt 3 follow-up:** How easy or difficult was this task to complete? Is there anything you would change?
- **Prompt 4:** From the home page, figure out where you would go to edit your address/personal info.
- **Prompt 5:** How did you feel about this movie theater app overall? What did you like and dislike about it?

After the unmoderated usability study

Participants will complete the System Usability Scale

- Participants will score the following ten statements by selecting one of five responses that range from “Strongly Disagree” to “Strongly Agree.”
 - I think that I would use this app frequently.
 - I find the app unnecessarily complex.
 - I think the app is easy to use.
 - I need the support of a technical person to be able to use this app.
 - I find the app easy to navigate.
 - There is inconsistency within the app.
 - I imagine that most people would learn to use this app quickly.
 - I feel confident using the app.
 - I need to learn a lot of things before I can start using this app.
 - The main user flow is clear.

Schedule

- Recruitment starts: August 8
- Study dates: August 20–21
- Results available: September 8

