# USER RESEARCH

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## PROJECT OVERVIEW

Our user research is to study social psychology using a various user research methods, and to understand how social psychology influences user behavior within the digital product and how this concept might manifest in user interaction with the product's features.

## SOCIAL PSYCHOLOGY

- Heuristics And Biases
- Anchoring Bias

## BRIEF AND CORE PRINCIPLES

Anchoring biases occurs when individuals rely heavily on an initial piece of information. When making decisions this initial information sets a reference point for following evaluations and adjustments when faced with newer information individuals might still give disproportionate weight to the anchor.

core principle: Tendency to rely heavily on one piece of information when making decision.

Heuristics are mental shortcuts that allow people to solve problems and make judgments quickly and efficiently. These rule-of-thumb strategies shorten decision-making time and allow people to function without constantly stopping to think about their next course of action.

core principle: mental shortcuts to make quick decision

## ABOUT BOOK MY SHOW

BookMyShow is an aggregator service for the entertainment industry wherebj they can assist you with information and ticketing for movies and various other events across many cities all over India.

## WHY BOOK MY SHOW

We choose book my show as a digital product for our social Psychology research as we found it interesting that it serves a wide range of individuals and has the potential to influence people.

## HYPOTHESIS

- People make immediate decisions when booking tickets if seats are limited.
- People rely on one key piece of information during the booking process.

## RESEARCH GOAL

Does people get influenced while using bookmyshow ?
Do people make decisions in hurry while using bookmyshow?

## RESEARCH PLAN

| METHODS | Diary entry<br>Observation<br>Experiment |
|---|---|
| STUDY | Moderate |
| PARTICIPANTS | 6 |

## User Responses

### Rishabh

I prefer booking tickets based on a movie's ranking. However, if a movie is highly rated, I might reconsider my decision. Ultimately, I often end up booking tickets based on the number of available seats.

### Mehul

I usually book cricket match tickets on impulse, often influenced by special offers. However, the booking process can be frustrating because it's repetitive. I also consider the number of seats available when making my decision.

### Raj

I am usually calm while booking movie tickets as I am use to the process, I do it quick and usually dont think before making decisions.

### Shreya

I usually book movie tickets based on my mood and the offers available at the moment. I book quickly since I'm familiar with the process.

### Pravin

I usually book match tickets quickly because it's hard to get the seats I want. It gets frustrating when the tickets don't get confirmed right away.

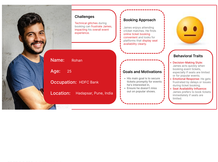
### Tanisha

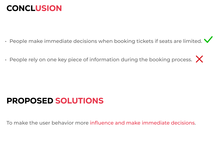
When booking movie tickets, I'm usually influenced by the offers provided by the app. The number of available seats also makes me book faster; if there are only few seats left, I prefer to book quickly.

## OBSERVATION TABLE

| | Participant | Participant P1 | Participant P2 | Participant P3 | Participant P4 | Participant P5 | Participant P6 |
|---|---|---|---|---|---|---|---|
| 1 | Move cam while booking | | | | | | |
| 2 | Made immediate decisions | | | | | | |
| 3 | Were influenced by offers | | | | | | |
| 4 | Were annoyed during the booking process | | | | | | |
| 5 | Were influenced by no. of seats | | | | | | |

## PERSONA




## CONCLUSION

- People make immediate decisions when booking tickets if seats are limited. ✓
- People rely on one key piece of information during the booking process. ✗

## PROPOSED SOLUTIONS

To make the user behavior more influence and make immediate decisions.

Add Limited-time offers to encourage users to book tickets quickly within the given timeframe.

Add Headings or ads stating that tickets start at 99 to encourage users to book tickets upon seeing the low price.

Add offers stating discounts for purchases above a specific amount to grab users' attention.