

Introduction	<ul style="list-style-type: none"> • Title: Creating Snack Ordering App for Movie Theater • Author: Abhishek, UX Designer at ACB Corp, absh@acb.com • Stakeholders: Customers, Jeffrey Schlupp (CTO), Meenakshi R. (VP of design) • Date: 03/08/2022 • Project background: We're creating a Snack Ordering App for Movie Theater so that customers don't have to wait in line for their orders during the movie, which most of the times lead them to miss movie scenes. • Research goals: Figuring out if an app which gets the food orders directly to the customer seat is saving their time and is providing a good overall experience.
Research questions	<ul style="list-style-type: none"> • How many people are successfully completing the user flow? • Are customers confused when ordering their food? • Are customers confident in getting food on their seats? • Is there a need to decrease or increase the user flow? • Where are the customers taking more time in the flow? And what can be done to reduce the time spent?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none"> • Conversion rates: How many users completed the full flow? • User drop-off rates: How many users went through the flow but didn't order? • Time on task: How much time does the user spend on ordering food? • System Usability Scale: a questionnaire to evaluate customer feedback
Methodology	<ul style="list-style-type: none"> • Unmoderated usability study • Location: Bangalore, remote(participants will go through the usability study in their own home) • Date: Sessions will take place on August 5 & 6 • Five participants complete the food ordering tasks on their own (will be provided dummy tickets as it acts as address of delivery). Each participant completes a questionnaire on their experience privately. • Each session will last 40-60 mins, and will include introduction, a list of tasks and a short questionnaire
Participants	<ul style="list-style-type: none"> • Participants who attend movie theaters at least once in 2-3 months • 2 Male, 2 Female, 1 Nonbinary, all aged 20-70 years old, 1 user of assistive technology (keyboard, screen reader) • Incentive: 500 Rupees Amazon Gift card
Script	<ul style="list-style-type: none"> • Prompt 1: You have been provided a dummy ticket containing details of the movie theater address which works as an address for delivery. Now



please open the app and try to select food items which you would like to order during the movie. Do your best to talk me through the thought process

- **Prompt 1 Follow-up:** How easy was it for you to find the food you want to order? What was easy and what was challenging?
- **Prompt 2:** Once added go to the cart page. Fill in the details needed to proceed to the checkout page.
 - **Prompt 2 Follow-up:** By checking the details in the cart page, are you confident that you are ordering the right food?
 - **Prompt 2 Follow-up:** Do you feel confident that all the details provided are important and help you in getting the food delivered to the right place in the movie theater?
- **Prompt 3:** Move ahead to the checkout page and talk to me about what you feel about the information and detail provided about the food order.
 - **Prompt 3 Follow-up:** Does showing the approximate time of delivery helps you relax about the order delivery?
 - **Prompt 3 Follow-up:** What are feelings about the time it took to complete?
- **Prompt 4:** What do you feel about the snack ordering app overall? What did you like and dislike about it?
- Have the participant complete the System Usability Scale. Participants are asked to score the following 10 items with one of five responses that range from Strongly Agree to Strongly disagree:
 - I think that I would use this app frequently.
 - I found the app unnecessarily complex.
 - I thought the app was easy to use.
 - I think that I would need the support of a technical person to be able to use this app.
 - I found the various functions in this app were well integrated.
 - I thought there was too much inconsistency in this app.
 - I would imagine that most people would learn to use this app very quickly.
 - I found the app very cumbersome to use.
 - I felt very confident using the app.
 - I needed to learn a lot of things before I could get going with this app.
 - I found the payment system frustrating.
 - I found the ordering process cumbersome.