

Introduction	<ul style="list-style-type: none">● Title: Creating a trailer browsing app for theater.● Author: Zi Qing Chew, UX researcher based in Malaysia.● Stakeholders: Theater's customers, CEO and CFO● Date: 12/10/2022● Project background: We're creating a trailer browsing app to attract and retail customers in our online system. The theatre only had an online ticket booking website that does not provide trailer watching feature. We noticed that most of our competitors offer ticket booking apps integrated with trailer browsing, and they have been very successful, We want to create a product that can compete in the market, increasing the number of customers and improve customer satisfaction.● Research goals: We'd like to figure out what specific difficulties users encounter when they are trying to navigate the app, browse trailers and book movie tickets using our app.
Research questions	<ul style="list-style-type: none">● How long does it take for a user to search for movie trailers they want to watch.● Are users able to successfully book movie tickets?● What can we learn from the steps users took from browsing trailers to booking movie tickets?● Are there any parts of the app that users are getting stuck or confused?● Is the payment process easy for the customer?
Key Performance Indicators (KPIs)	<ul style="list-style-type: none">● Time on task: how much time users spend from browsing trailers to booking movie tickets.● Conversion rate: how many customers are booking tickets● User error rates: how often users get stuck when navigating the app.● System Usability Scale: a feedback form for customers to leave feedback or suggestions
Methodology	<ul style="list-style-type: none">● Unmoderated usability study● Location: Malaysia, remote (participants will go through the usability study in their own homes)● Date: Session will take place between October 17-23.● Any theatre customers who are interested to try the new app will order their movie tickets through the app. Each participant will then complete a questionnaire on their experience.● Compensation: Special discount on movie tickets and free small popcorn

Participants

- Participants are anyone who would like to order movie tickets using the app.
- Participants need to reside in Malaysia, either citizen, PR or visa holder.
- Participants should be 18 and above.
- Participants should include a fairly even distribution of genders across the spectrum and people with different abilities including
 - 1 user of assistive technologies
 - 1 user who is not familiar with using technologies
 - 1 user who isn't fluent in English
- Incentive: Special discount on movie tickets and free small popcorn

Script

During the unmoderated usability study

A list of prompts appears on the device screen

- Prompt 1: Front the home screen, create a profile
 - Prompt 1 follow-up: How easy or difficult was it to create a profile? Is there anything you would change about the process?
- Prompt 2: Start browsing and watching movie trailers
 - Prompt 2 follow-up: How easy or difficult was it to find movie trailers you are interested in? Is there anything you would change about the layout of the movie trailers page?
- Prompt 3: Adding movies to bookmarks
 - Prompt 3 follow-up: How easy or difficult was it to add movies to bookmarks and find bookmarked movies? Is there anything you would change?
- Prompt 4: Book movie tickets and make payment
 - Prompt 4 follow-up: How easy or difficult was it to complete the booking and payment process?

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 feature frequently.
- I find the feature unnecessarily complex.
- I think the feature is easy to use.
- I need the support of a technical person in order to use this feature.
- I find the various functions in this feature to be well integrated.
- I think there is inconsistency in this feature.
- I imagine that most people would learn to use this feature quickly.
- I feel confident using the feature.
- I need to learn a lot of things before I can use this feature.
- The main user flow to create a label is clear.