CINEPLEX

USABILITY REPORT

APRIL 2021

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UI/UX
Strategy 1

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WE WILL COVER

OVERVIEW

Cineplex is a Canadian multinational corporate giant in the entertainment and media industry, operating 165 movie theaters across Canada under names of Cineplex Cinemas, Cineplex Odeon, SilverCity, Galaxy Cinemas, and more.

Headquartered in Toronto, Canada, Cineplex has expanded its business to earn itself as a top-tier brand in providing services in digital commerce (CineplexStore.com), food service, alternative programming (Cineplex Events), cinema media (Cineplex Media), digital place-based media (Cineplex Digital Media), and amusement solutions (Player One Amusement Group), in addition to movie exhibition.

A BRIEF HISTORY OF CINEPLEX

1970s

- Incorporated as Cineplex Corporation in 1977
- Launch a multi-theater with 18 screening rooms
- Introduced small theaters in locations like malls
- Committed to showing foreign-language and independent art films

1980s

- Began trading on the New York Stock Exchange
- Successfully fought for first-run distribution rights
- Went public on the Toronto stock Exchange
- Expanded to US
- Established quality control over the services
- Refurbished its theaters for attractiveness
- Concession offerings were above the industry standard

1990s

- Received rounds of funding and expanded modestly
- Most new acquisition of theaters were built as multiscreen theaters
- Began to experiment with building megaplexes for even more screens

2000—2021

- Acquired and merged with numerous competitors in the market
- Redesigned theater experience with premium services such as "VIP Cinemas" and "in-seat meal services"
- Expanded into advertising, events programming, and many more

EXECUTIVE SUMMARY

In this report, we will discuss in detail on how we approached to test the usability of Cineplex's website. To do this, we have asked 5 participants to do a website evaluation. With the results we have acquired from the evaluation, we analyzed the data and gained a conception on how to address the pain points that are present on the website. We then mapped out all possible actions and highlighted ones with the highest impact on a user's journey on the website.

Due to the current situation of the ongoing pandemic of COVID-19, we resorted to conduct remote moderated testing. Each one of our researchers had independently moderated the testings. Inspite of this challenge, we were still able to retrieve an tremendous amount of insights from our participants whom we had recruited to represent different user types. Each of our participants followed the rules we set out and completed all tasks per instructions.

In short, we have broken down our user testing into 8 parts and they are described in the list below.

BREAKDOWN OF THE TESTING
1. Introduce Rules
2. Pre-test Questionnaire
3. Tree Navigation Test
4. 10 Seconds Test
5. First Click Test
6. Preference Test
7. Think-Aloud Test
8. Post-test Questionnaire

We first introduced our participants to what the user testing is about and what we would use it for. Then, we went over the rules they would abide by while doing the evaluation. Particularly, we asked our participants to think out loud while doing the tasks we needed them to perform on the company's website.

EXECUTIVE SUMMARY

Based on the observation of these 5 participants, we surprisingly found they were are all successful with completing the tasks. However, there was a general misunderstanding regarding one task we asked them to do, which was asking our participants to rent a movie. In the end, they could not rent it not because it was a usability issue but rather it was not available for renting at the time. Nonetheless, they all understood the process it took to find the rental option. Then, they all had a common concern over the ticket booking process, which seemed unnecessary complex. One participant in particular complained about how difficult it was to understand how the buy/rent movies page works.

Overall, we found most feedback were within the scope of our expectations. It was interesting to note that all of our participants took longer time to complete the usability testing than we had anticipated. Additionally, as we were collecting the results, we have noticed we had obtained more inputs from the participants. Nevertheless, it was then figured that some of our researchers attempted to do a practice run before the actual testings took place with friends and it came to be extremely helpful for us to pinpoint the key issues the website are facing. As a whole, it was a positive experience for all of our participants.

RESULTS OVERVIEW

4M23S

Average Time per Task

100%

Tasks Completion Rate

100%

If They Would Use the Website in the Future

REPORT GOALS

- Give participants a set of tasks to complete

- Review the results of the test to gain insight on site usability

- Fix the pain points noted from the study

Expectations for Our Participants

- Complete tasks while thinking out loud

- Give insight on the feedback of the website aesthetic and functionality

- Demonstrate user behavior when navigating through the website

ARCHETYPES

Based on our research and brainstorming, we developed a list of archetypes who would potentially use and benefit from our site. Creating this list helps us better understand who our typical users are and ultimately develop a stronger emotional connection between the user. By knowing our users, we have a better idea of how they will interact with Cineplex.com's products, services, navigation, and understand their goals and model a typical journey on the site.

This list includes:

- Movie lovers
- Teens
- Film connoisseurs
- Older Moviegoers
- Event Organizers
- Families

For our participants, ideally, we wanted to recruit people that would fit within our archetypes, however, due to the current pandemic, we recruited the most appropriate participants that we could from our close social circles. This resulted in most being between 25-35 years old, with one 18-24 year old and one 65-74 year old. More details about the demographics of our participants are available in the results section of this report.

PERSONA

Now that we have developed our archetypes, it was time to get more specific and create a persona.

A persona is used to articulate the ideal user. In this case, the ideal user is a young adult movie lover.

For us, the UX strategists, we want to get to know these users, empathize with them, and understand their characteristics, their goals, their frustrations, and the kind of experience they want on this website.

NAME

The Movie Buff

MARKET SIZE

30 %

Background

Marty has Netflix, Amazon Prime, Disney Plus and HBO Max, but still makes it to the movie theatre at least once a week. He's been in love with cinema since he was four years old and his grandpa showed him old Buster Keaton films. His first theatre experience was Home Alone and when he was 15 he got a job at his local movie theatre, mostly so he could watch movies for free. He worked there until he graduated from college, where he took a few film theory classes, but majored in business.

Now, Marty works as an accountant for a law firm but spends his free time engrossed in the latest films. He uses the Cineplex website frequently but just to check the showtimes for whatever movie he's already decided to watch. He also uses it to purchase tickets and sometimes pre-order his snacks and drinks. He usually goes to the theatre with his wife or a friend, not a large group. He's not embarrassed to go alone if he can't find anyone to join him.

Prior to going online to purchase tickets and check showtimes, Marty used to look at the listings in the newspaper and make any purchases in person. He still will often read news articles, more likely on his phone these days, for recommendations and reviews. He still trusts his favorite critics more than anything else when it comes to deciding what to watch.

Demographics

- Male
- 35 years old
- College Educated
- Earns $80,000 or more per year

Traits

- Proficient with internet and technology
- Discerning taste in arts and culture
- Not highly interested in social media
- Skeptical of perceived gimmicks

Expectations

Marty expects that any website he visit will be easy to navigate and not filled with superfluous filler content.

He demands that he be respected and receive proper customer service if he requires it. He knows that he's a paying customer and will therefore be treated as such.

Goals

- Find out the location and showtime of movies he's interested in
- Purchase tickets
- Purchase food and drinks with appropriate discounts based on other purchases and loyalty
- Find out about any special deals or promotions
- Reserve best seats possible without wasting time
- Receive the best movie experience he can outside of the comforts of home

Each time you write down a goal, ask WHY your persona needs it. This will help you go deeper and find out the real high-level goals.

Quote

I still like to go to the theatre to watch the newest blockbuster. I know I can get a lot at home now but there's something about that communal experience. The smell of popcorn, the surround sound. It's nostalgic for me.

Motivations

- Finding the information he needs quickly without any stress or confusion
- Special deals or savings based on loyalty
- Discounts based on bundling purchases together
- Advanced information about upcoming movies or promotions

Frustrations

- Getting incorrect showtimes
- Not being able to find a particular movie... if it isn't in the theatre, hopes that it will let him know that it is a real movie, we just aren't showing it right now
- Complicated food purchasing options
- Having to purchase a food item that is not wanted because a combo or promotion isn't flexible
- Unclear selection options for theatre (3D vs. 4DX etc.)
- Difficulty in cancelling or changing a purchase or reservation

USER TASKS

To understand the users of Cineplex's website better, we identified and listed some of the most key tasks they would like to complete on the website. As a measure of reference, we explored through all options and touch points that is available on the website. The tasks we found to be most impactful for the users are listed as the following:

Task 1: Book a premium popcorn party package for the Coquitlam Cineplex on April 17th for 3 adults and 7 children

Task 2: Purchase a Cineplex $200 E-Gift card and deliver it another recipient email address and name with a custom message and choose June 15th for the delivery date and add it to your cart, but click away to another section then try to come back to your cart and edit your gift card's message and finish paying for the card.

Task 3: Find out what options/discounts and services Cineplex offer for someone with a disability such as Cerebral Palsy and how they could attend a movie

Task 4: Search and rent a movie to watch at home with on family movie nights.

Task 5: Check the food and drink offered at the theater prior to going there to watch a movie. Read the allergen guide to spot potential risks.

Task 6: Organize corporate meetings at the theater and use the rooms as auditoriums to hold presentations. Plan catering orders to supply staff with food at the end of the meeting sessions.

METHODOLOGY

Participants

Five participants were recruited from our collective pool of classmates, friends, and family members. An effort was made to select participants who would fit as a typical user with pre-test questions informing us on their demographics, interest in movies, and familiarity with the Cineplex website.

Environment

Due to the COVID-19 global pandemic, all of our usability tests were conducted online using either Zoom or Discord. Each team member conducted at least one solo test using the same basic script in order to ensure consistency and achieve accurate results.

Roles

Due to the nature of online tests, each team member performed the duties of multiple roles including:

- Moderator: Welcomed and introduced participants to the test environment. Explained the guidelines, encouraged subjects to think aloud when appropriate, and kept them on track when necessary.
- Observer: Took notes on any issues, comments or feedback during the test.
- Organizer: Set up recording and provided subject with questionnaire and consent form.

STEP 1

Introduce Rules

STEP 2

STEP 3

STEP 4

STEP

PROCEDURE

A carefully developed script was followed to ensure consistency between tests administered between the four different group members. Each participant was asked the same questions, in the same order, and instructed to perform the same usability tasks.

MODERATOR SCRIPT ➡

MODERATOR SCRIPT

Hi, [participant name] how are you today? chat a bit with the participant
So my name is [_____] and I'll be running this session with you today.

First of all, thank you for joining with us to participate in this website evaluation. We really appreciate it. This session should take no longer than [30 minutes] of your time. So today, we would like to hear your feedback on using Cineplex's website. To do this we will ask you to complete a set of tasks on their site. For your reference, Cineplex is an entertainment company that runs 165 movie theatres across Canada. Cineplex is working hard to deliver the best user experience on its website and it wants to know if its website meets the needs of users like you.

So if you don't mind, I would like to go over some rules and information with you to make sure you understand the[or our] expectations and how the evaluation is going to run.

Just as a remainder, this isn't a test of your skills nor is this an evaluation of your capabilities. There are no absolute right or wrong answers. Instead, you are helping us to test the usability of the website so we can implement changes to fix potential issues. We strongly encourage your honesty as we are looking for organic feedback. So, please tell us about how you truly feel about the website once we begin today's session-[trust me you won't hurt anyone's feelings].

[remind participants this is a recorded session] Also keep in mind, we will be recording this session to take note of your reactions and preferences as further studies may be needed. From time to time, we may ask you to clarify statements that you make. If you are struggling to complete a task, I would be glad to explain more in detail. However, I would not be able to offer any hints and suggestions on how you complete each task.

Before we start, I've got a little bit of paperwork.
[Consent form] This is a consent form which describes what we will and won't do with the information you provide to us today. Please take a moment to read it through and then sign at the bottom. Today's date is [____]cin

If you need to take a break at any point, just let me know. If there are any questions that you don't want to answer, again, please let me know. Do you have any questions before we begin?

[If no, work with the participant to get them ready] [If yes, great let's get started]

[Begin pretest questions] Ok, the first thing I'd like to ask you to do is just answering some general questions about yourself. This is to provide a context to our researchers on the demographic we are studying. Once you are ready, you may begin.

[After pretest questions finished, proceeds to interactive testing] Fabulous, ok, now the next thing I'd like you to do is to run through a few different scenarios and you are to provide your opinion for each. There's one thing you can do that will really help me while doing the following tasks is to think-out-loud. By that, I'd like you to convey all your thoughts and impressions while doing these tasks by saying them out loud. I'd like you to articulate whatever comes up in your mind. I will be here if you need any help. But again, I can only walk you through on how to complete the tasks; I cannot make decisions for you or give you any hints. Once you are done with each task, say "I'm done" or "Ready". And one more thing, make sure you are reading each task out loud before doing them.

[Explain each task before participant start if any questions are to come up]

[During tasks, if necessary] Please remember to think out loud

[After all tasks] OK, and that is it. I would just like to thank you again for participating in today's session. We really appreciate your feedback. It has been a great help towards our study. Do you have any questions for me or about what you just worked with?

STEP 2

Pre-test Questionnaire

STEP 1

STEP 3

STEP 4

STEP 5

STEP

PROCEDURE

Participants guided themselves through a series of questions on their demographics, movie-watching habits and familiarity with the Cineplex website.

STEP 3
Tree Navigation Test

STEP 4 STEP 5 STEP 6 STEP

PROCEDURE

Participants followed the instructions provided by the website Treely, to perform a brief navigation task.

Task 1 out of 1
Please find the latest edition of Cineplex's magazine

It's in Home >

What's on	Open	Select
Experiences	Open	Select
Food & Drink		Select
Rent / Buy		Select
Parties / Groups	Open	Select
Gift Cards	Open	Select
Tickets		Select
Theatres		Select
Search		Select
Account		Select

Confirm

I don't know

STEP 4
10 Sec Test

STEP 5

STEP 6

STEP 7

STEP

3

PROCEDURE

A 10-second test in which they were to describe what they noticed when looking at a selected page for a brief period of time.
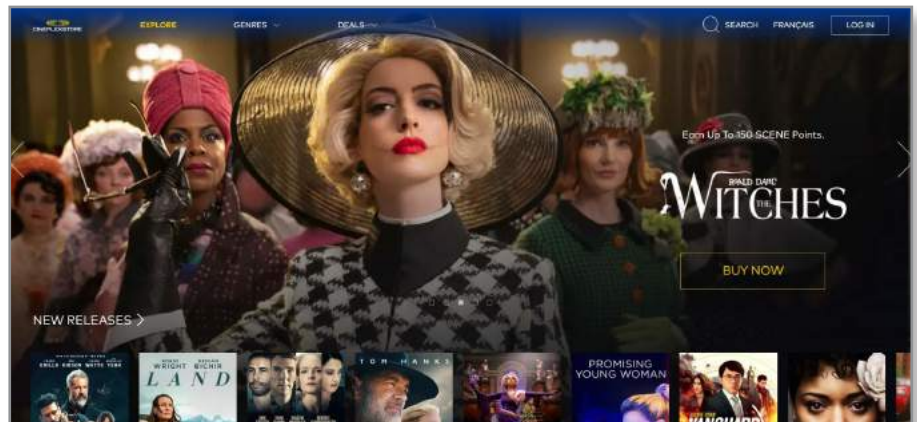
STEP 5

First Click Test

STEP 6   STEP 7   STEP 8

PROCEDURE

A first-click test in which they were asked to determine what they would select on the home page based on a simple prompt
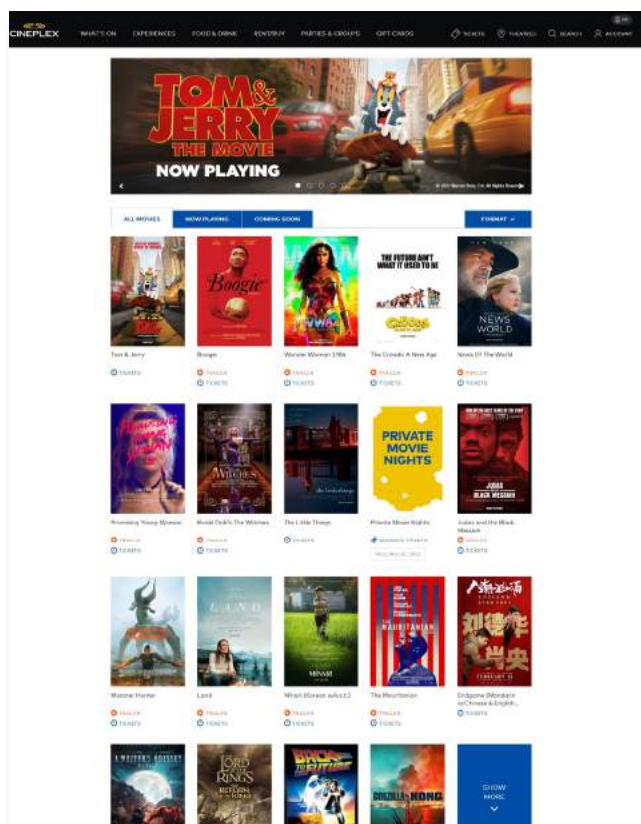
STEP 6

Preference Test

STEP 7

STEP 8

PROCEDURE

A preference test in which they were to compare the Cineplex website design with that of a competitor
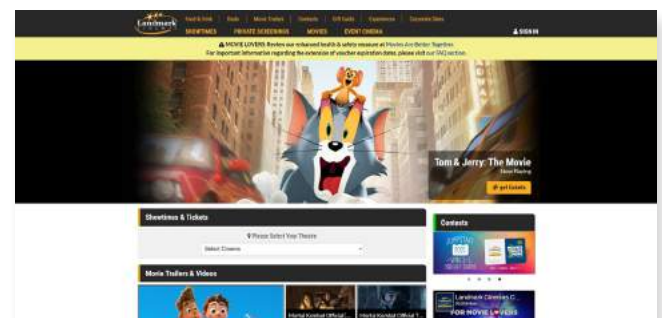
STEP 7
Think-Aloud Test

6

STEP 8

PROCEDURE

Participants were then directed to visit the Cineplex website and perform three challenging tasks while speaking aloud consistently about their decisions and struggles. They were then required to give a System Usability Score based on a provided prompt.
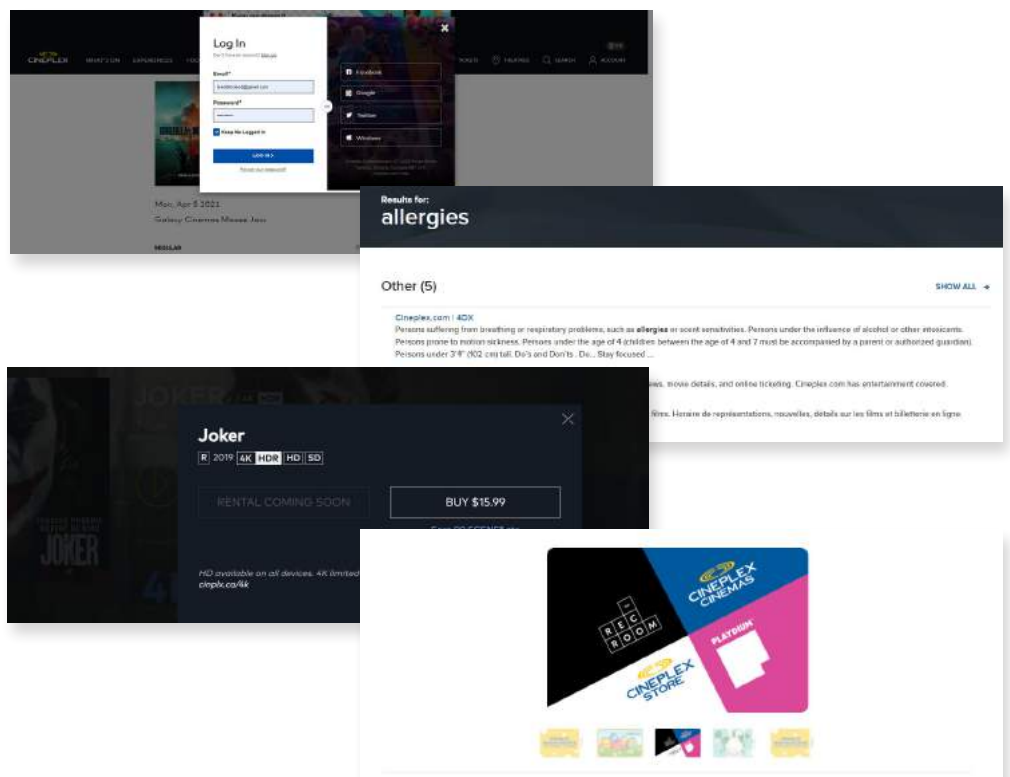
STEP 9
Post-test Questionnaire

PROCEDURE

Participants finally guided themselves through a series of questions on their overall impressions and feelings on their experience with the website as a whole.

How was your experience using the website? *

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |

Very Poor ○ ○ ○ ○ ○ ○ ○ ○ ○

Which task do you find yourself being most challenged with? Why?

Your answer

Did you find the website easy to navigate? *

1 2 3 4 5 6 7 8 9 10

Strongly Disagree ○ ○ ○ ○ ○ ○ ○ ○ ○

What are two features you like about the website? *

Your answer

What are two features you dislike about the website? *

Your answer

If you were to make a significant change to the website, where do you see that change happen? Why? *

Your answer

Are you impressed with the aesthetic/design aspect of the website? Could there be more changes made to make the website more visually appealing and easy-to-interpret? If any, name them. *

Your answer

What tasks would you like to accomplish using the website? Check any that apply. *

☐ Buy a ticket
☐ Buy a movie
☐ Rent a movie
☐ Find a nearby theatre
☐ Check reward points
☐ Organize parties or group events
☐ Search about a movie
☐ Learn about the theatre experience
☐ Purchase a gift card
☐ Other:

Would you use this website personally in the future? Why or why not?

Your answer

Would you recommend this website to friends or family? If yes, what is a task you would expect them to do on the website?

Your answer

PRE-TEST QUESTIONNAIRE

QUESTIONS / INPUTS

What is your gender? *

○ Male

○ Female

○ Prefer not to say

○ Other: _____

Participant 1

Age: 25-35

Gender: Male

Occupation: Student

Education: Degree

What is your age? *

Choose ▾

Participant 2

Age: 25-35

Gender: Male

Occupation: Various

Education: Degree

What is your current field of occupation or study? *

Your answer

Participant 3

Age: 18-24

Gender: Female

Occupation: Student

Education: Diploma

Participant 4

Age: 25-35

Gender: Female

Occupation: Student

Education: Degree

What is the highest degree or level of school you have completed? If currently enrolled, highest degree received. *

○ No schooling completed

○ High school graduate or equivalent

○ Some college credit, no degree

○ Diploma or vocational/trade training

○ Bachelor's Degree

○ Master's Degree

○ Doctorate Degree

○ Other: _____

Participant 5

Age: 65-74

Gender: Male

Occupation: N/A

Education: Degree
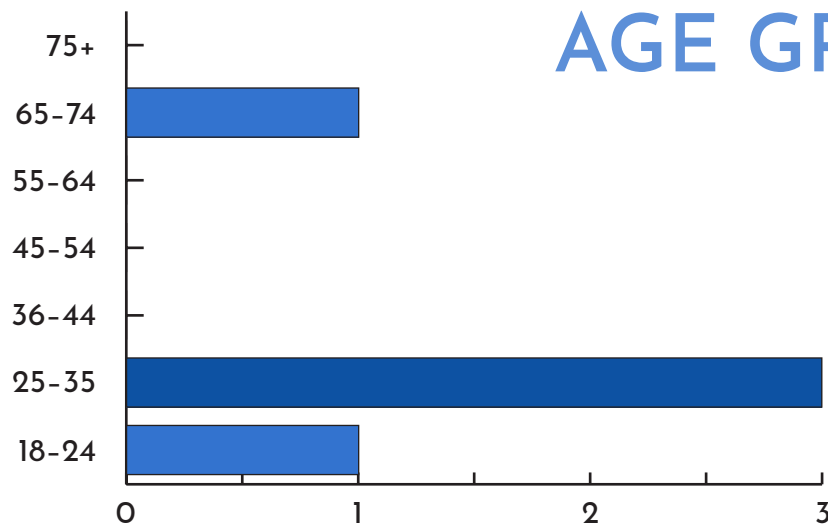
DATA SYNTHESIS

PART 1

GENDER

60%

40%

■ Female

■ Male
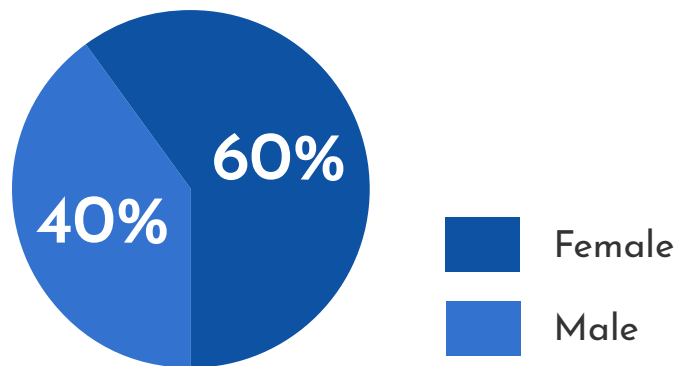
We achieved as close to a 50-50 split as possible with the number of participants who participated in our usability test. According to the Motion Picture Association of America's 2016 Theatrical Market Statistics report, tickets sold at movie theatres were 50% female and 50% male.

AGE GROUP

Our participants skew more towards the 25-35 years old range. The MPAA report lists 25-39-year-olds as the group who buys the most movie tickets, representing 24% of all tickets sold per age group share. In future studies with more participants, we would need to collect data from a more representative sample.

DATA SYNTHESIS

PART 2

OCCUPATION

60%

40%

■ Students

■ Professionals
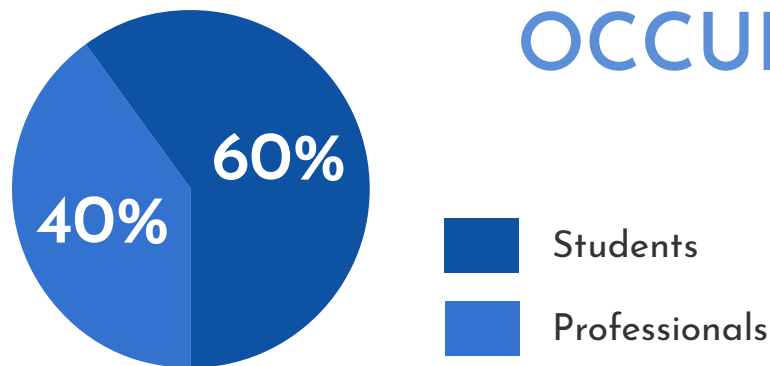
Our test group includes a larger number of students than an average sampling of movie ticket buyers. According to a 2015 report from Telefilm Canada, both employed Canadians and those not active in the workforce regularly watch movies, students make up both 17% of 'Connected' and 'Superviewers', the two groups who consume the most movies, making them more likely to be typical users for our test.

EDUCATION

Education Level	Count
Doctorate Degree	0
Master's Degree	0
Bachelor's Degree	4
Diploma or vocational/trade training	1
Some college credit, no degree	0
High school graduate or equivalent	0
No schooling completed	0
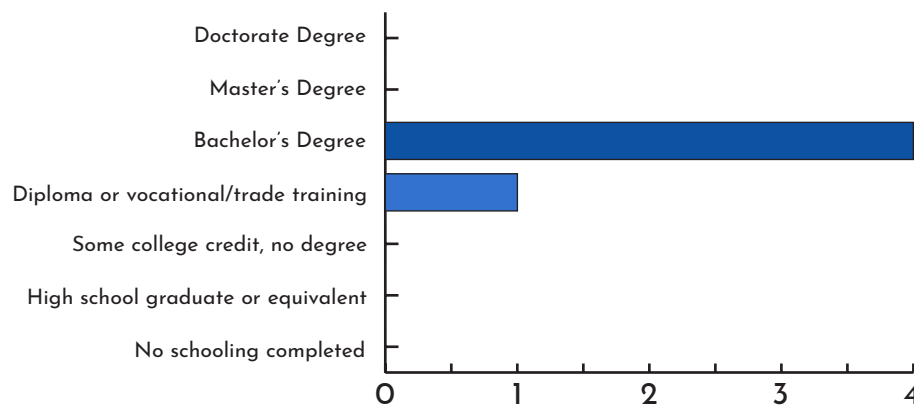
Our participants only include those with post-secondary education. A study conducted in 2012 in the United States marked a significant difference in movie-going penetration by level of education. 75.2% of college graduates were found to be moviegoers, compared to 48.6% of those who marked high school as their highest level of education. Our subjects, therefore, fall more in line with the predictable demographics of typical users.
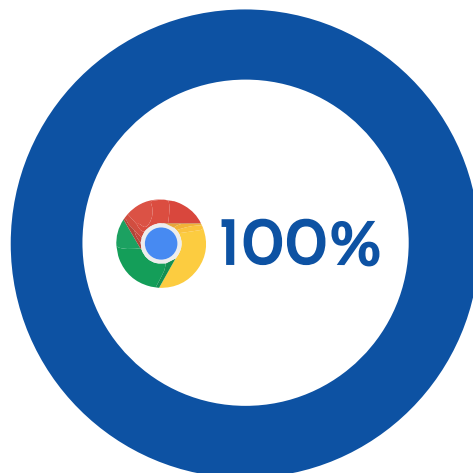
DATA SYNTHESIS

PART 3

PHONE

60%

40%
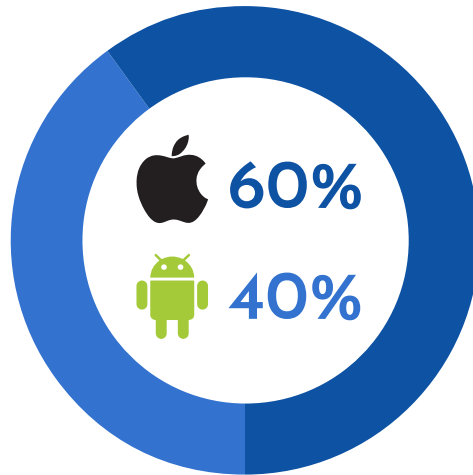
Our split between iPhone and Android users is as close as possible. As the website's usability on phones could play an important role in our testing, our statistics would ideally match the population. According to a 2019 graphic from Bloomsberg, Canada is split between 53% iOS users and 54% Android users.

BROWSER

100%

Our test group was composed entirely of Google Chrome users. GlobalStats information indicates that Chrome has consistently held the market share with over 53 percent of Canadian users. Safari is the next most popular with just under 29 percent. In future testing, adding Safari users could be of benefit to our test results.

DATA SYNTHESIS

PART 4

PREFERRED METHOD OF WATCHING MOVIES

20%
Movie Theatre

60%
Streaming Service

20%
Other
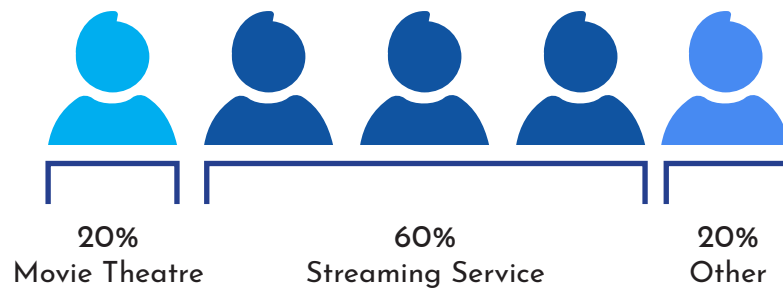
While only 20% of our test group preferred to watch movies at a theatre, MPAA statistics indicate that those who use more technology including video-streaming devices are more likely to be frequent moviegoers. Our audience's preference may also suggest the increasing importance of streaming features on the Cineplex website. and their importance to the typical user.

PREFERRED SCREEN FOR WATCHING MOVIES

20%
Movie Theatre

40%
Computer

40%
Television
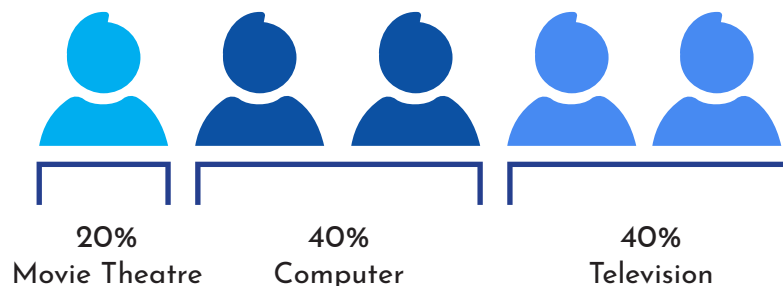
Our test group once again mostly preferred other screens over the movie theatre, suggesting that the ability to watch movies on their home screens is an important consideration for any redevelopment of the Cineplex website.

DATA SYNTHESIS

PART 5

MOST RECENT VISIT OF CINEPLEX'S WEBSITE

20%
Never

60%
In the Past Year

20%
Past 5 Years
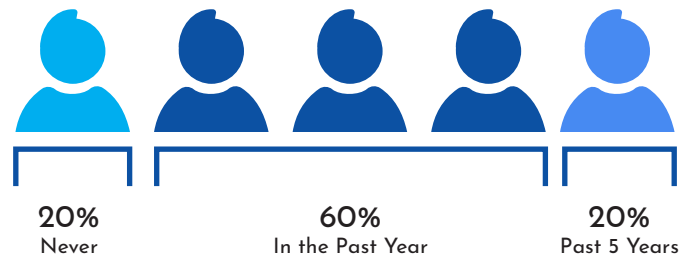
Our test group has a good mix of those who are familiar with the current website and those who aren't which should give us an interesting range of viewpoints that encompass the swath of typical users.

TIME SPENT ON CINEPLEX'S WEBSITE

20%
Never Visited

40%
Few Mins a Week

40%
Only When Necessary
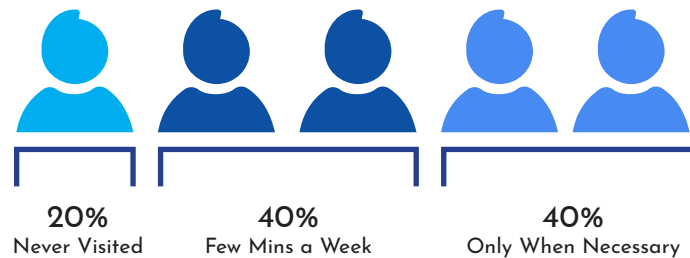
In future testing, it would be ideal to have a few more regular users who may be able to point out challenges that are not experienced solely in our time-limited tasks.

MOVIES WATCHED IN AN AVERAGE WEEK

Participants

2

1

1   2   3   4

Number of Movies
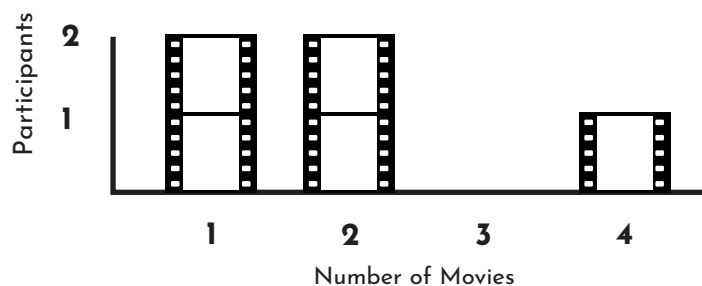
Our participants varied in their movie-watching frequency, but were all regular consumers of movies and fit as typical users.

USABILITY TESTS

TREE NAVIGATION TEST

Task: Find the latest edition of Cineplex magazine using the website's navigation menu

It's in Home >		
What's on	Open	Select
Experiences	Open	Select
Food & Drink		Select
Rent / Buy		Select
Parties / Groups	Open	Select
Gift Cards	Open	Select
Tickets		Select
Theatres		Select
Search		Select
Account		Select

RESPONDENTS: **8**

CORRECT RATE: **87.5%**

AVERAGE TIME: **34 sec**
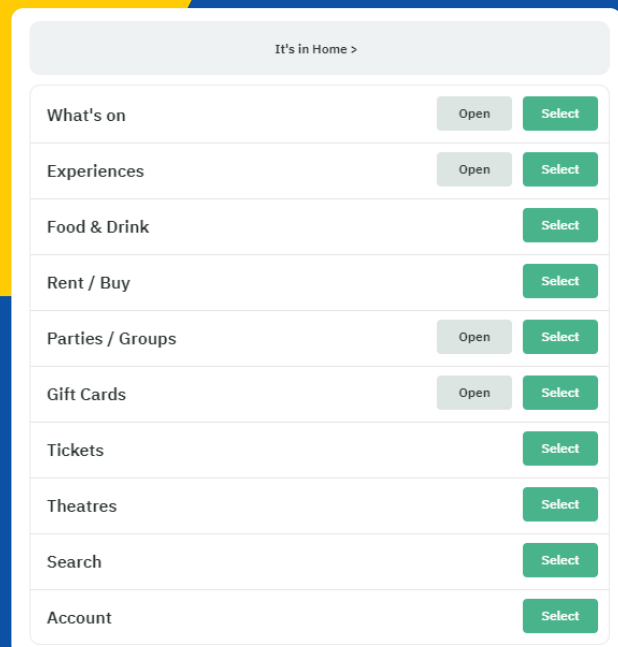
This navigation test proved to pose little challenge for our survey respondents. Future testing would benefit from more complex searches based on our survey findings.

10 SECONDS TEST

Question: Look at this image for 10 seconds. What is the main purpose of this page?
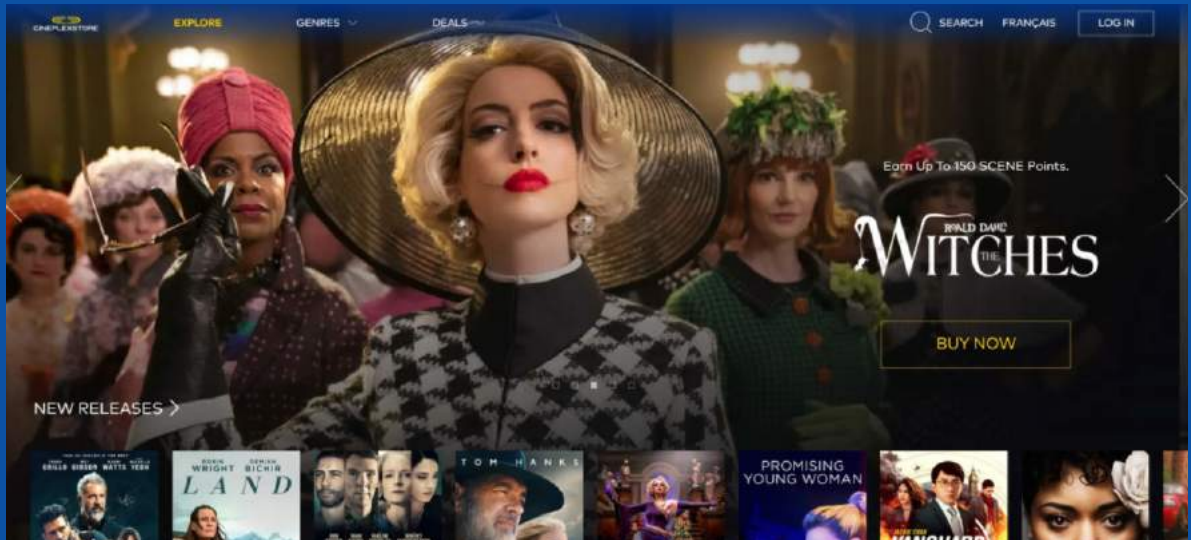
RESPONDENTS: 7

CORRECT RATE: 28.6%

Most participants were confused about the purpose of this page and what they could do on it. They claim the styling was the major reason.

"To show you movies that you can purchase"

"Rent movies"

"To show what movies are on and how you earn points?

"The page is trying to showcase of movie that is popular at the moment."

"To show you movies that you can purchase"

"New movies"

"Showing the movie playing in theater with more movies coming up next week or next month"

FIRST CLICK TEST
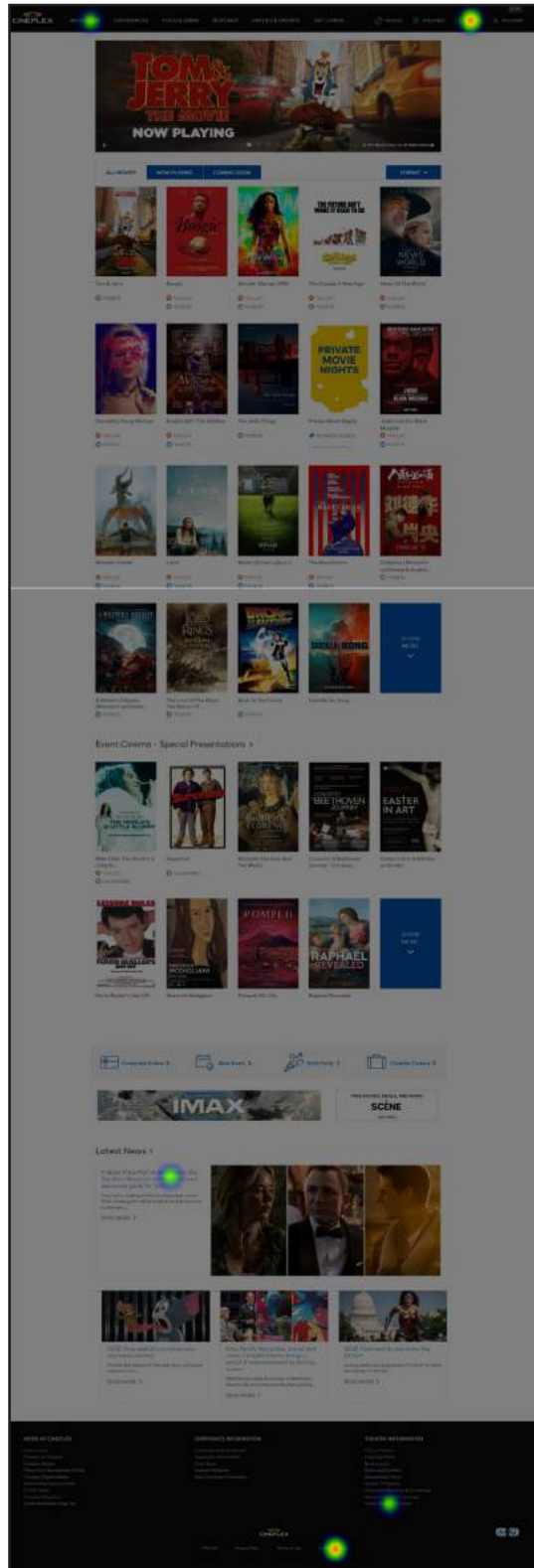
Question: What's the first thing you would click on to find News/Info regarding COVID-19?

RESPONDENTS: **7**

CORRECT LEADS: **2**

AVERAGE TIME: **57 sec**

"I didn't see anything about Covid 19 in the top bar, so decided to use the search icon"

"What's on? The pandemic!!! (There was no good option IMO to find out pandemic info)"

The wide variety of places that respondents clicked on to find COVID-19 information shows the importance of having a clear area to click in the top fold. With two of seven users using the search function, it also reinforces the importance of a good search function.

PREFERENCE TEST

QUESTION: LOOK AT THESE TWO IMAGES. WHICH DESIGN DO YOU PREFER?
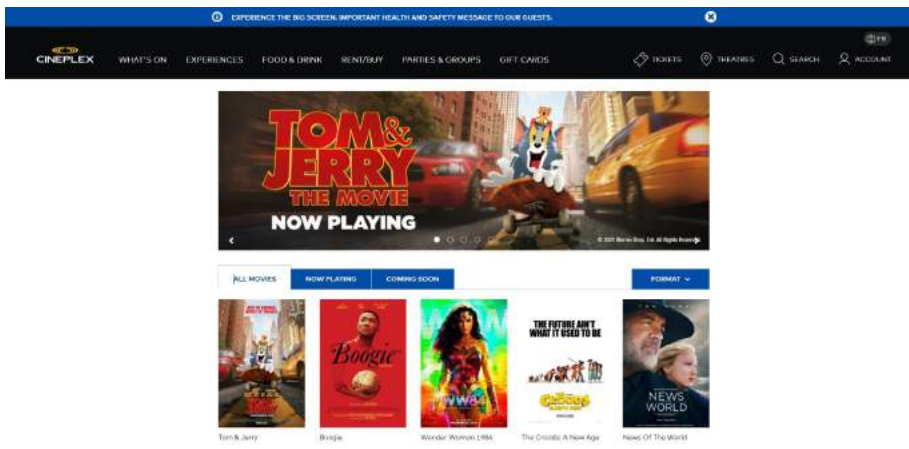
71%

"Because it is **easy to read the navigation bar**."

"**Better alignment and organization**"

VS

29%

"Covid info (Cineplex is more crispt, but **Landmark tells me what I want to know watching a movie in the pandemic**)"
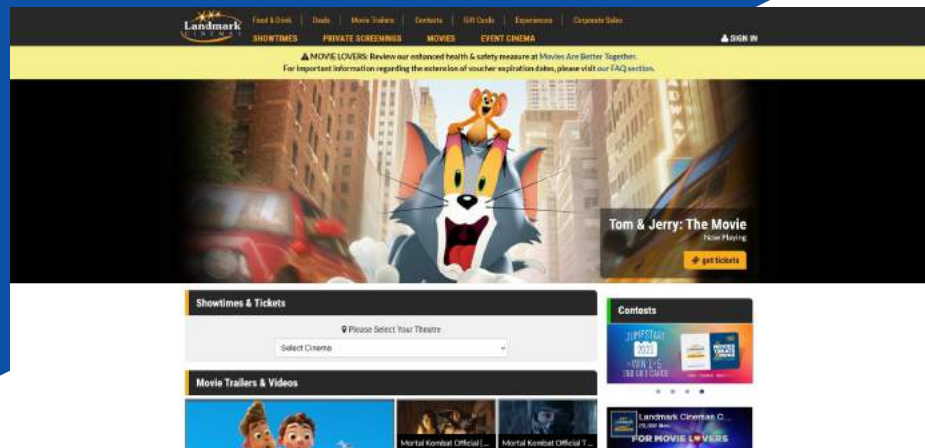
RESPONDENTS: **7**

THINK ALOUD TEST – TASK ONE

1

Instructions:

Purchase a ticket for two adults, one child, and one senior in a wheelchair. Collect Scene points and pay with a credit card.

Average Time to Complete Task: 7 minutes

Pain Points:

1. Seat Selection Confusion

The seat icon takes the user to a Seating Chart which can only be viewed. You cannot select your seat at this point in the procedure.

Clicking the time will move the user to the next step in the procedure, where they can access a clickable seating chart to select their seat.

A user was stuck on the seat information option, thinking that they could select their seat at this point. Currently, you must instead click on the showtime and then choose your seat afterwards. This user became delayed in their task for several minutes and experienced frustration and confusion.

Comment: *"I can't click?!"*

2. Forced Account Login/Creation
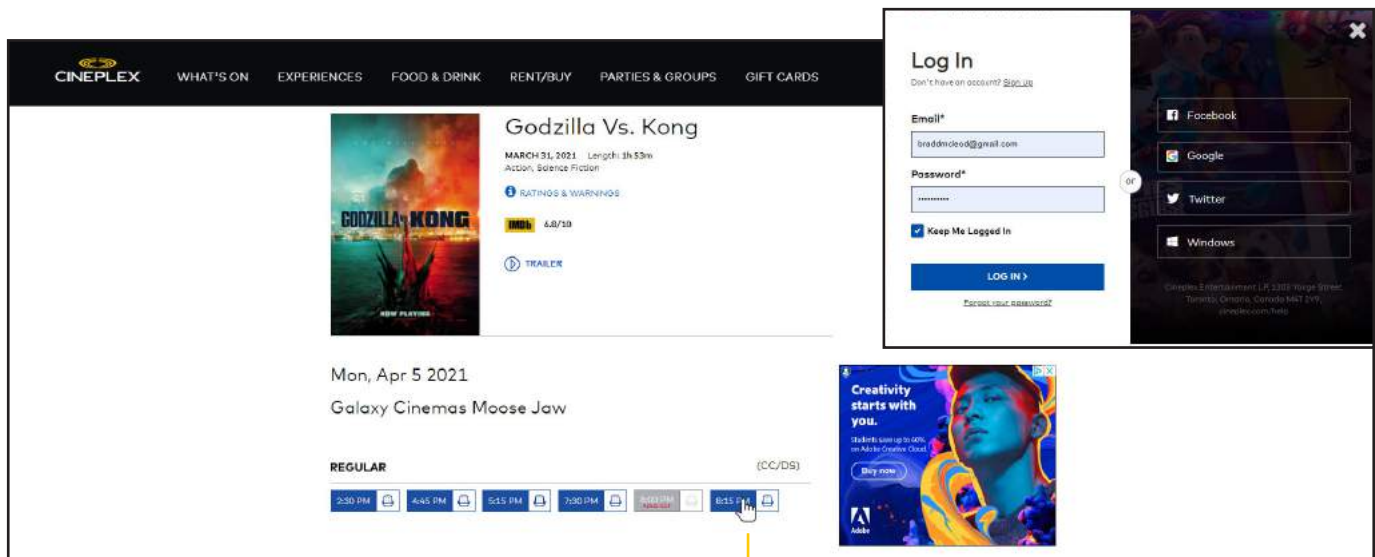
After clicking the showtime, users cannot more any further in the procedure without an account.

Several users voiced their frustration and confusion at being prompted to log in to an account or otherwise be unable to finish their transaction. Adding this step made some users not want to continue, while others were simply annoyed by the time it took to create an account and password.

Comment: *"Really? I have to sign in?"*

System Usability Scale Responses:

I found the system unnecessarily complex.

Strongly Disagree   1   2   3   4   5   6   7   8   9   10   Strongly Agree
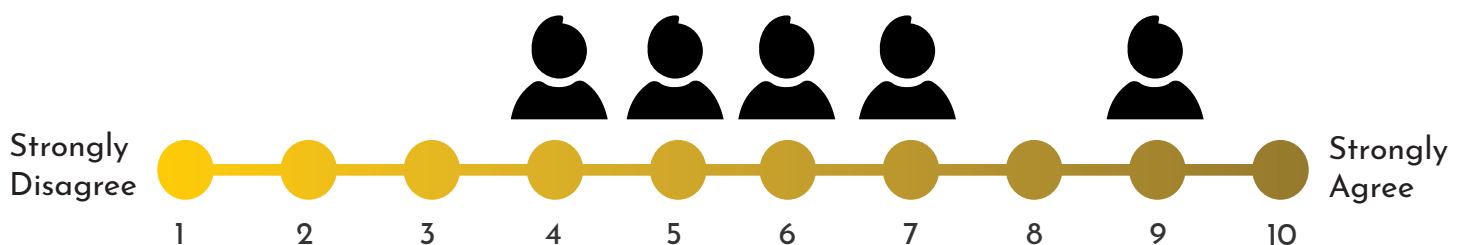
Impact (0-5): 5   **SUS Average:** 6.2   **Severity (SUS% x Impact):** 3.1/5

The participants did not overwhelmingly find the process of purchasing a ticket unnecessarily complex, but the results lean more towards being overly complicated rather than simple.

THINK ALOUD TEST – TASK TWO

2

Instructions:

Book a birthday party for a child and 16 of his friends. Several children have allergies, including eggs, peanuts and mustard.

Average Time to Complete Task: 5 minutes and 35 seconds

Pain Points:

1. Difficulty Locating Allergy Information

Only two participants clicked on this link and only one scrolled down to the very bottom of the new tab to find the Allergen PDFs.
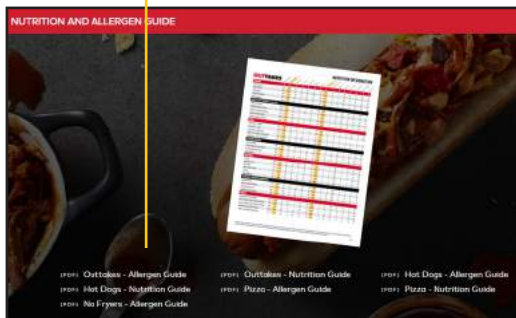
Only one out of five users were successfully able to find information on the website about allergies in their birthday party package food. While several users found workarounds, like booking a party with only popcorn or filling in a form under Special Food Requests, most users were frustrated that they couldn't find any specific information about potential food allergy concerns.

Comment: *"I couldn't even find [allergy information]."*

2. Too Much to Read

Users either took a long time on this page or skipped it quickly.

A user commented on how much text there was on the main screen for booking a birthday party which immediately provoked anxiety.

Comment: *"Wow, seems like there's a lot to read!"*

3. Nonintuitive Search

The results for "allergies" did not bring up the relevant pages for allergy information that exists on the site

One user tried to search for allergies and was not put on the right path.

System Usability Scale Responses:

The allergy information was difficult to find.

Strongly Disagree   1   2   3   4   5   6   7   8   9   10   Strongly Agree
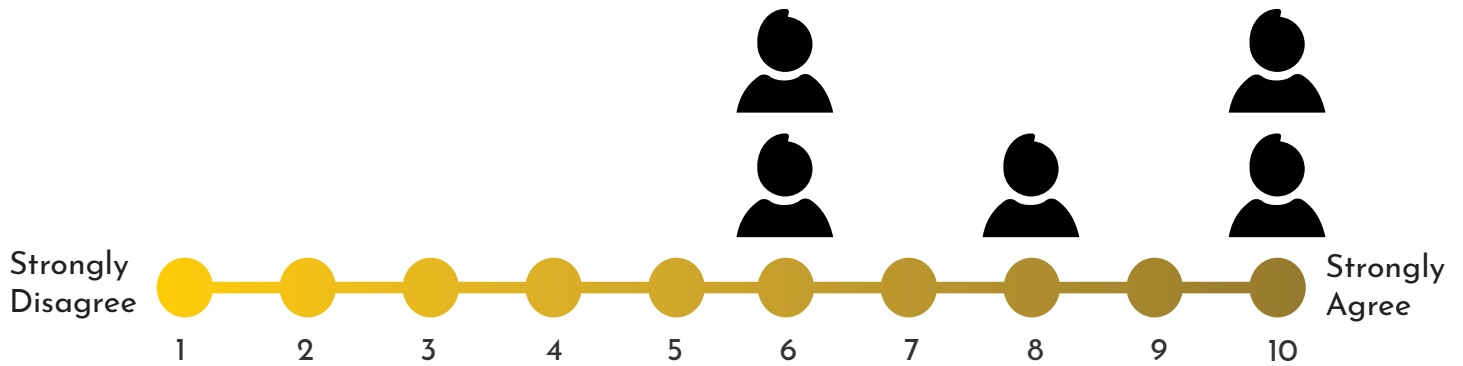
Impact (0-5): 4   **SUS Average:** 8   **Severity (SUS% x Impact):** 3.2/5

As the majority of participants were unable to locate the page that contains allergy information, the results highlight their difficulty with the task.

THINK ALOUD TEST – TASK THREE

3

Instructions:

Rent the movie Joker using PayPal.

Average Time to Complete Task: 59 seconds

Pain Points:

1. Combined Rental/Buy Section

The participants assumed that all movies listed here would be available to renting and buying, and there is nothing to suggest otherwise until you click on the title and follow another link
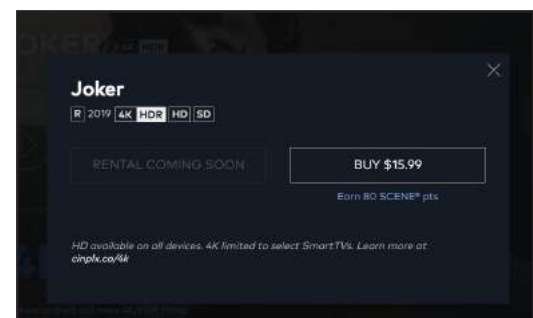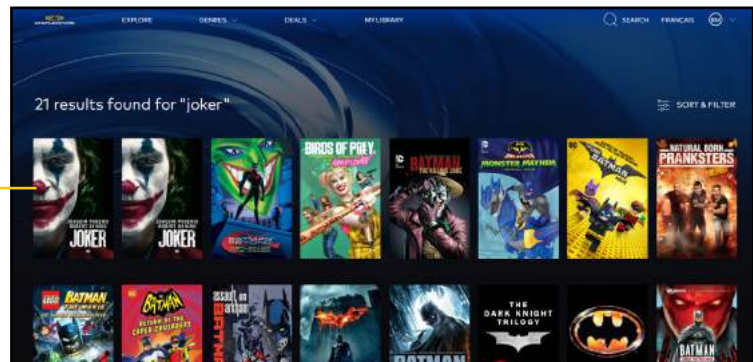
A clarification in our testing script, pre-warning participants that some tasks may be impossible to complete, could have eased some frustration, but all of our users expressed frustration that there were movies listed in the Buy/Rent section of the website that were unavailable for renting.

Comment: *"We only have buy, not rent?"*

2. French Version Confusion

A few participants were confused by seeing two different icons for the same movie and only discovered that one was a French version when they clicked both.
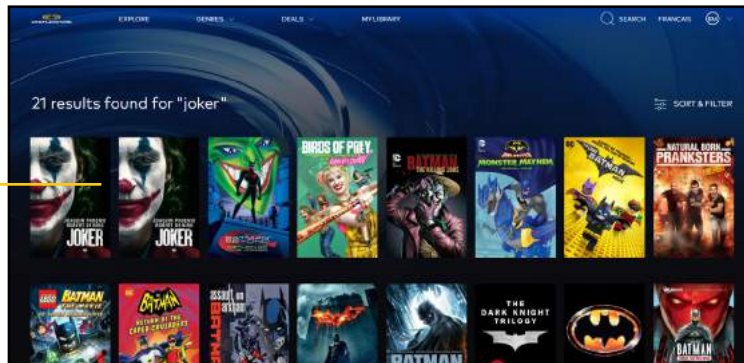
Several participants voiced slight confusion at there being two identical title icons for the same movie. Without clicking on both titles, there was no way to discover that one was a french language version. There wasn't a high-level of frustration or anger, but did add a few seconds to most user's experience.

Comment: *"Why are there two? What's the difference?"*

System Usability Scale Responses:

I did not feel confident performing this task.

Strongly Disagree — 1 2 3 4 5 6 7 8 9 10 — Strongly Agree
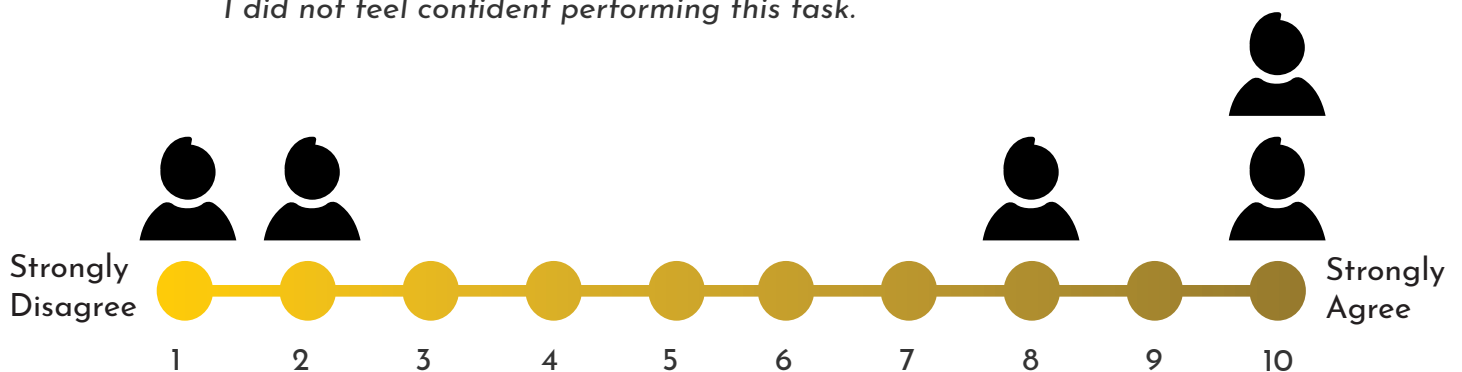
Impact (0-5): 3   **SUS Average:** 6.2   **Severity (SUS% x Impact):** 1.86/5

Having the end result of the task be impossible by design may have skewed the results to be on dramatically different ends of the spectrum. Future testing would benefit from a modified task or rewording of this SUS statement.

THINK ALOUD TEST – TASK FOUR

4

Instructions:

Purchase a $200 E-Gift card and deliver it to a friend and with a custom message and choose June 15th for the delivery date.

Average Time to Complete Task: 4 minutes and 8 seconds

Pain Points:

1. E-Gift Card vs. Gift Card Confusion

A participants was unclear on the different types of gift cards and experienced frustration with having to click each link from the drop down menu to compare them
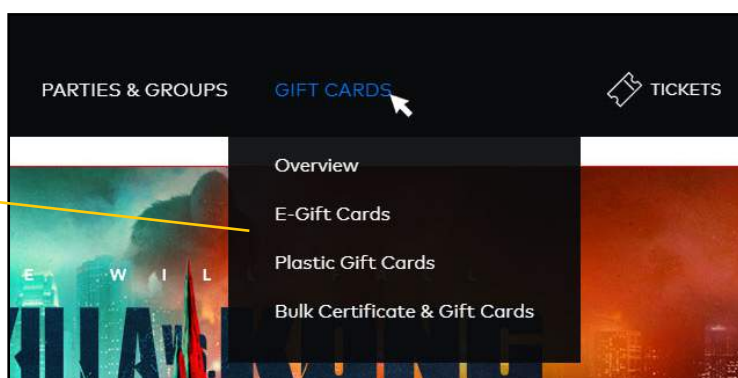
A change in our testing script, creating a more realistic scenario for why they were buying the card may have helped address some of the confusion. For the regular gift cards, there is no personalized message customization feature. They struggle with the task because they didn't click on the intended initial category.

Comment: *"I can't find [the personal message area]."*

2. Message display preview

One user voiced their wish to see a preview of how the custom message would look with the card design that they selected.

One user did not struggle with the task but was disappointed by the lack of a feature. They wished that you could see a preview of what their friend who would be receiving their gift card would see on their end, which the input box screen they filled out does not provide.

Comment: *"I wish I could see the message on the card."*

System Usability Scale Responses:

I found the system to be very complicated.

Strongly Disagree   1   2   3   4   5   6   7   8   9   10   Strongly Agree
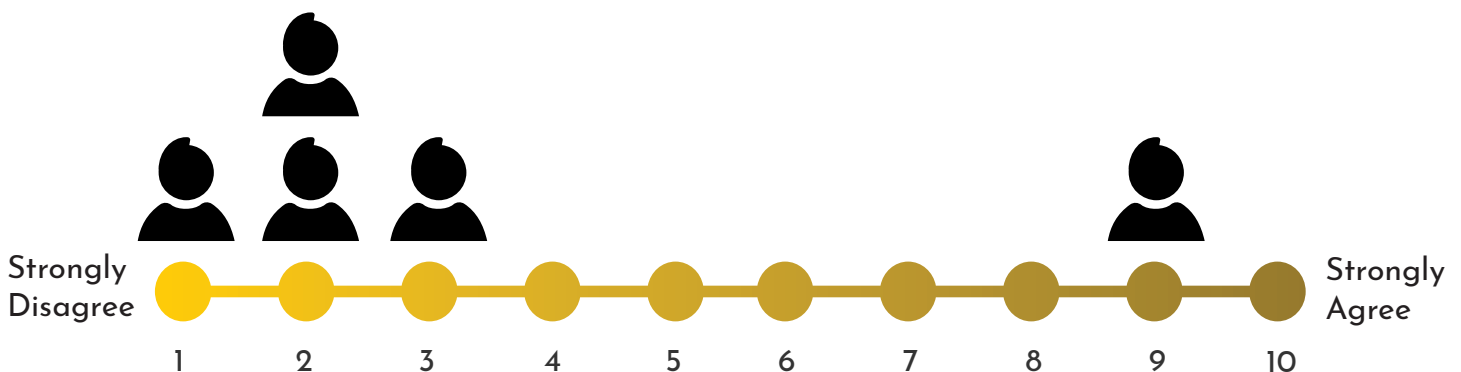
Impact (0-5): 5   **SUS Average:** 3.4   **Severity (SUS% x Impact):** 1.7/5

There is one outlier, but overall these results suggest that the gift card system does not cause a typical user too much trouble.

POST-TEST QUESTIONNAIRE

How was your experience using the website?

Very Poor   1   2   3   4   5   6   7   8   9   10   Fantastic
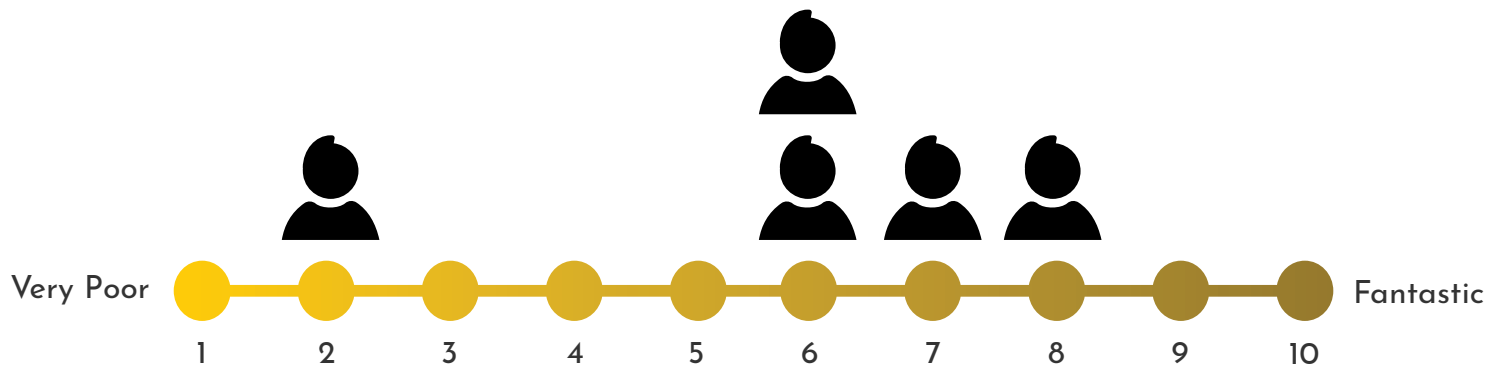
NOTE: Only one of five participants rated their overall experience on the negative end which indicates that there is not a need for a complete overhaul. The results lean more heavily to the lower end of the positive side, however, indicating that there is plenty of room for improvement with the site's UX.

Which task do you find yourself being most challenged with?

"Finding the movies at my local theatre was tricky. You can look at all the movies but don't know where it is playing and can get far along in the process and find out it's not at your theatre. **I didn't like how you had to enter your province, city and theatre every time.** It would have been nice for it to remember that."

"**Finding about allergens and nutritional details were challenging.** I believe it is important as allergies could be a life or death risk."

"Once you decline the pop-up window, **you can't find COVID info easily** (I think, if I recall right)"

"Order a gift card. **It was hard to change a billing and shipping address** also I couldn't find a custom card."

Task 3 which asks me to book 4 tickets because I have to log in to the website which I can choose to log in with Gmail account but the system says **Gmail doesn't link to the Cineplex website**, which means that I can't complete the task with further action

Did you find the website easy to navigate?

Strongly Disagree	1	2	3	4	5	6	7	8	9	10	Strongly Agree
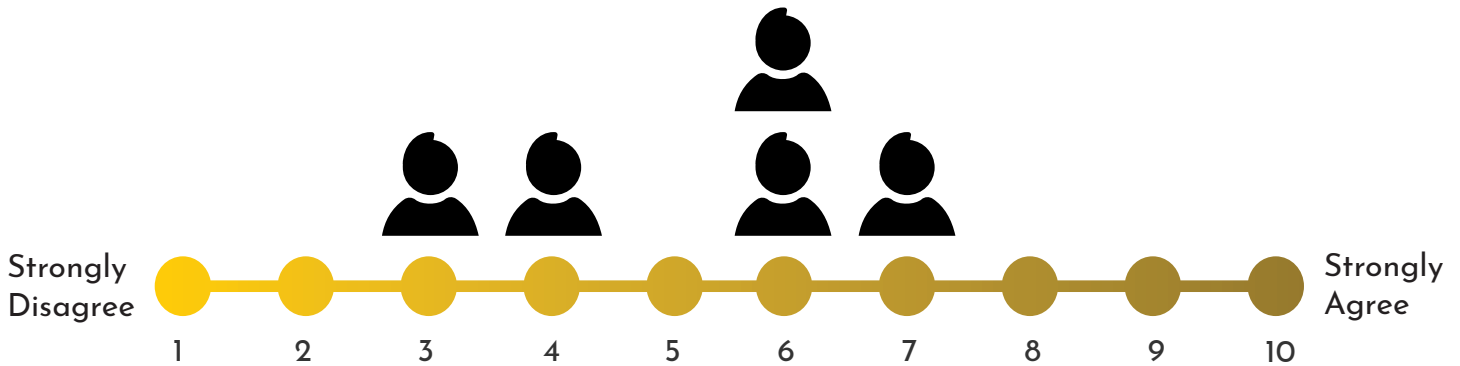
NOTE: The responses are unenthusiastic when it comes to the ease of navigation, making that area of the UX a strong candidate for future testing.

Features you like:

The photos of the movies are big and attractive. **I like that you can watch a trailer easily**. The bar at the top was easy to find specific things like gift cards and rentals etc.

Big Search bar and pictures of the movie

Buying the gift card was easy. **I like the colour scheme.**

Slick design, easy enough to navigate

Organized and easy to see the movie is right for me

Features you dislike:

It seems complicated to find what's actually playing at your theatre and book it. **The parties section was also complicated**. Too much reading!

I wish I could see the movie lists based on genres. Booking and finding information about parties was confusing.

Font size and **billing method**

Boring background (I'd prefer dark background) and not showing any promotions in the theatre

Having to login to purchase tickets, Kind of tricky to navigate which theatre to go to

If you were to make a significant change to the website, where do you want to see that change happen?

It would be nice to be able to **put in your local theatre right away and see what's playing**, the times etc. I don't want to see everything all across Canada.

Finding the available location was hard. I **wish you can simply type the city and it shows the closest theatre near me**.

Font size of movies because it's too small.

Theatre navigation -- showtimes screen

Theme background because it shows up right away when I click on the website

Are you impressed with the aesthetic/design aspect of the website?

It's **visually appealing**.

I like the overall look and feel of the site with blue, yellow, and black. However, **some of the graphics and videos on food and drink section had poor quality**.

I like website design but **I would to change all movies picture make more bigger** and it helps to read easy.

Slick looking, but **google works better to find showtimes** easy

The **design of categorize movie is all good**.

Tasks you want to accomplish:

Buy a ticket: **100%**

Buy a movie: **20%**

Rent a movie: **40%**

Find a nearby theatre: **40%**

Check reward points: **40%**

Organize parties or group events: **40%**

Search about a movie: **40%**

Learn about the theatre experience: **0%**

Purchase a gift card: **40%**
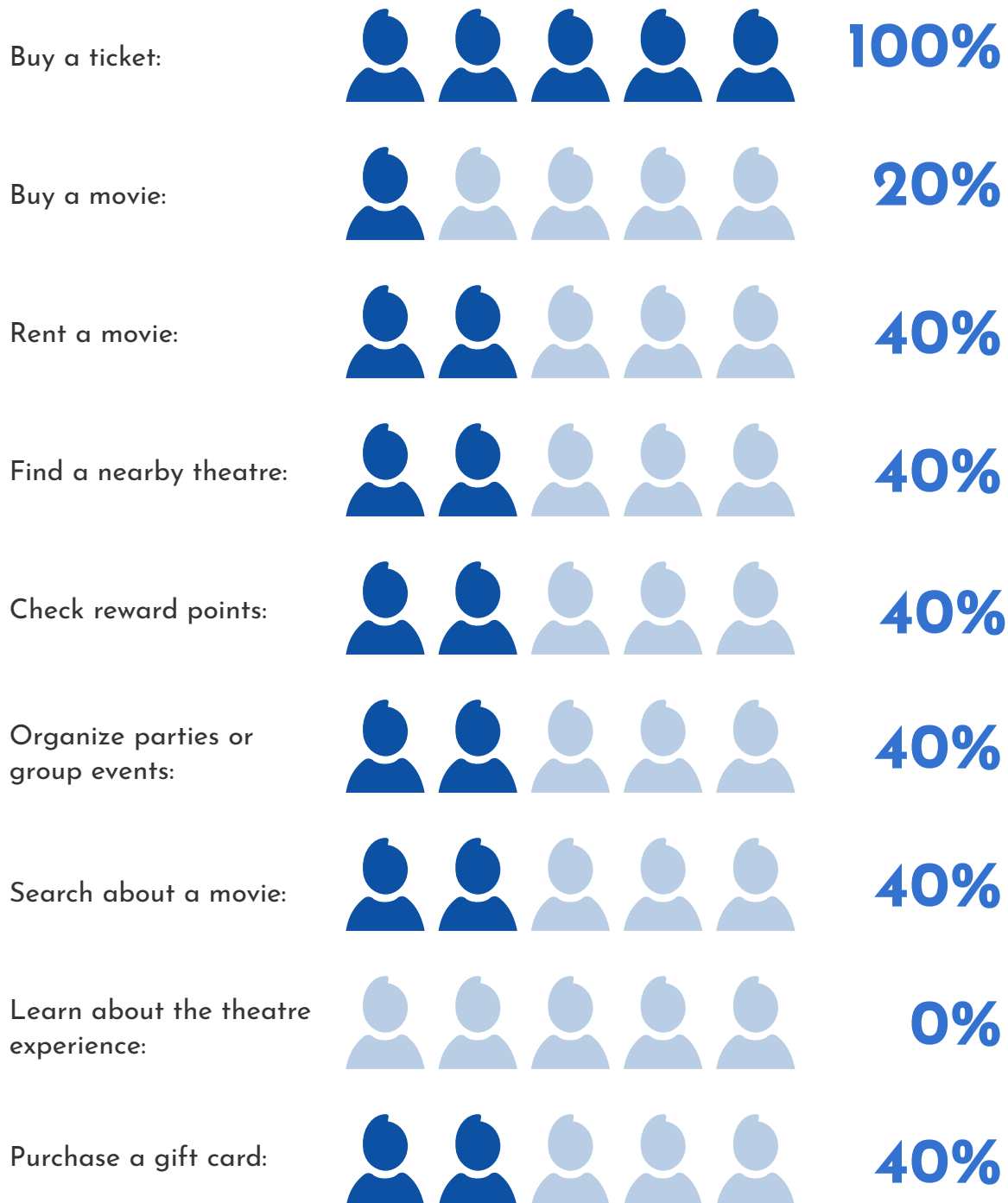
Personally Use Website Again?

Recommend to Friend?

If I wanted to book tickets ahead of going to a movie, **yes**.

Not likely.

Yes I would use this website **to book a movie ticket**.

Yes, **I would recommend them to buy the tickets**, view available showing time, and seats.

I would use it because **when I need to get a ticket**, I will use the website to buy it.

yes, Buy a ticket.

Yes. I go to the movies... when they are open

If they like going to the theatres, **yes**. If not, probably not much point.

I would like to use this website in the future. **It shows straight forward movie information**.

Yes. I will **recommend them to buy a gift card** which is delivered to the recipient by mail, they do not give them in person if they want to give a recipient a surprised present.

HEURISTIC ANALYSIS

A heuristic analysis is an expert-based evaluation that helps evaluate a user interface design with a systematic inspection of usability concerns. As a small set of evaluators, we took a close look at Cineplex.com using an expertly crafted pre-build questionnaire to give us insights on the most pressing concerns for our UX/UI work.

	Raw score	# Questions	# Answers	Score
Home Page	15	20	20	88%
Task Orientation	9	44	44	60%
Navigation & IA	13	29	29	72%
Forms & Data Entry	8	23	23	67%
Trust & Credibility	12	13	13	96%
Writing & Content Quality	12	23	23	76%
Page Layout & Visual Design	28	39	39	86%
Search	1	20	20	53%
Help, Feedback & Error Tolerance	19	37	37	76%
Overall score		248	248	75%
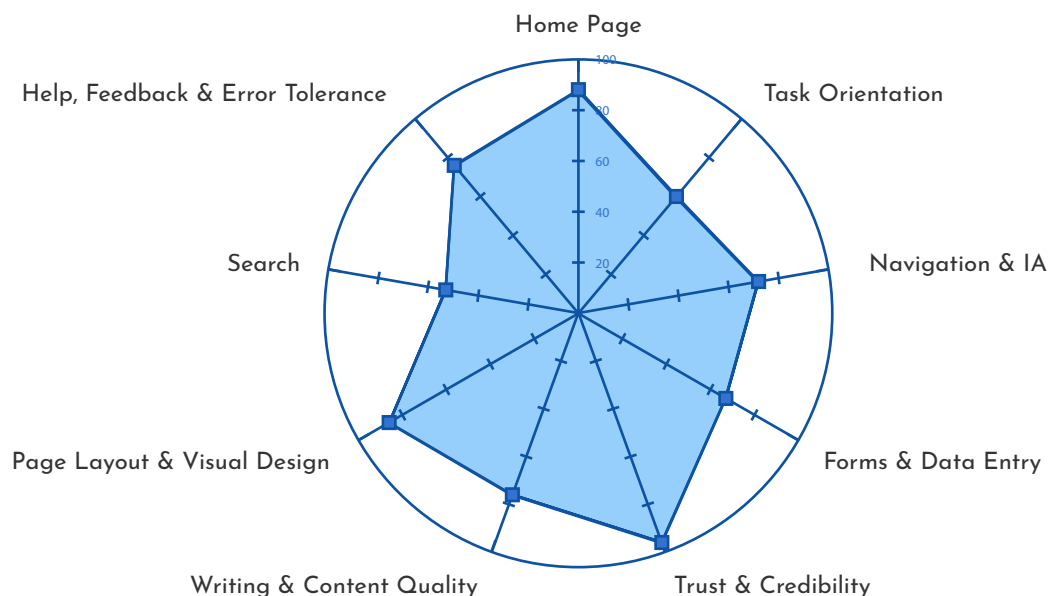
According to our results, certain aspects of the site like its trust and credibility are very strong, while the search function is the element that most needs a thorough review.

PXL PRIORITIZATION FRAMEWORK

Based on the most frequent and high-impact comments we received from our participants and respondents, we drafted a list of potential fixes to the website UX. To ensure we are tackling the right issues, we inputted these hypothetical changes into a framework developed by the optimization experts at CXL.

The PXL Prioritization Framework uses a binary scale to give an indication of which changes should be prioritized based on issues like relevance, location page, and ease of implementation.

PXL prioritization framework by CXL

Test hypothesis:	Above the fold?	Noticeable within 5 sec? (2 or 0)	Adding or removing an element? (2 or 0)	Designed to increase user motivation?	Running on high traffic page(s)?	Addressing an issue discovered via user testing?	Addressing an issue discovered via qualitative feedback (surveys, polls, interviews)?	Addressing insights found via digital analytics?	Supported by mouse tracking heat maps or eye tracking?	Ease of implementation (less than 4 hrs = 3, up to 8 hrs = 2, under 2 days = 1, more = 0)	RESULT
Add a browsing by genre/category feature	1	2	2	1	1	1	0	0	0	2	10
Revamp search function to be more intuitive	1	2	0	1	1	0	0	0	0	1	6
Add return/link back to home button on Cineplex Rental Page	1	2	2	0	1	1	0	0	1	3	11
Revamp party booking process	0	0	2	0	1	1	0	0	0	1	5
Add a promotion section or badges next to movies that are airing	1	2	2	1	1	1	0	0	0	2	10
Combine gift card/e-gift card into one process	1	2	2	0	1	0	0	0	0	1	7
Change seating chart selection	0	2	2	0	1	1	0	0	0	2	8
Remove obligated account sign up step for purchasing ticket	0	2	2	1	1	1	0	0	0	0	7

SYSTEM USABILITY SCALE (SUS)

Using the SUS questions we have asked our partcipants to complete after answering each of the think aloud tasks. We quickly mapped out the scores and calculated the usability severity as below.

SUS Question	Time on Task (Average seconds)	SUS Score 1 = Good | 10 = Bad P1 P2 P3 P4 P5	SUS Average	SUS %	Severity (SUS % x Impact)
I found the system unnecessarily complex	420s	4 5 6 7 9	6.2	62%	3.1/5
The allergy information was difficult to find	335s	6 6 8 10 10	8	80%	3.2/5
I did not feel confident performing this task	59s	1 2 8 10 10	6.2	62%	1.86/5
I found the system to be very complicated	248s	1 2 2 3 9	3.4	34%	1.7/5

As a reference, SUS is a tool used by User Experience professionals to detect issues in an system by asking the users how hard an task is to be completed. Tasks that are labelled on the "harder side" to complete are generally ones that need to be fixed by reworking the usability of the system.

NOTE: Under each of the think aloud tasks we have already provided the SUS scores and explained our observations in details. Nonetheless, this is an overview of the total scores. Overall, there seems to be room for redesign on the ticket purchasing system and perhaps adding a dedicated allergy section that is clearly visible by the users.

BUGS & ISSUES

Beyond problems that caused frustration and confusion for our test subjects, during the testing process our team found a few bugs that disrupt the flow of user's Cineplex.com experience.

1

No Return Button to Main Site in Cineplex's Webstore:

When user's go to purchase or rent a film, they are taken to a seperate website with no way of returning to their original home page.

When buying or renting a movie, the top right logo icon which usually leads users back home, is replaced with the home page for the 'Cineplex Store'.
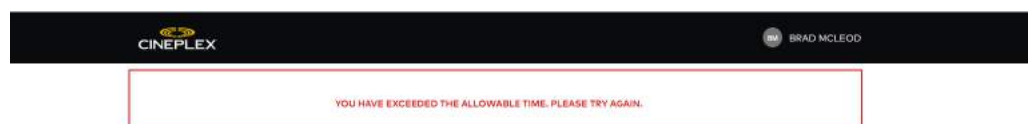

2

Allowable Time Exceeded Lockout

If the user takes over five minutes to complete their purchase, they are taken to error screen in which their transaction cannot be extended and is forcibly canceled.

User's are only given the ability to return to the home page and losing all progress after running out of time.

ACTIONABLE ITEMS PART 1

ISSUE 1

One of the most frequent concerns that we observed in our testing which led many of our test subjects to consider abandoning the site, was a forced account sign-in at the 'purchase ticket' stage. While we understand the value of user accounts and their benefits, as users are still required to insert details of a payment method at check-out, the ability to still make a purchase without an account would be beneficial and potentially increase the site's traffic and profitability of the company overall.

CURRENT

Recommendation

Our recommendation for a fix would be to keep the account sign-up prompt where it is but add an option that allows the user to continue their purchase without an account, in order to retain a larger share of our visitors all the way to the final stage of the primary 'buy tickets' task.

PROPOSED

ACTIONABLE ITEMS PART 2

ISSUE 2

A frustrating issue that was noted during our testing was that the Buy/Rent button takes the user to a different website (the Cineplex Store) where there is no button on link to head back to the main web page.
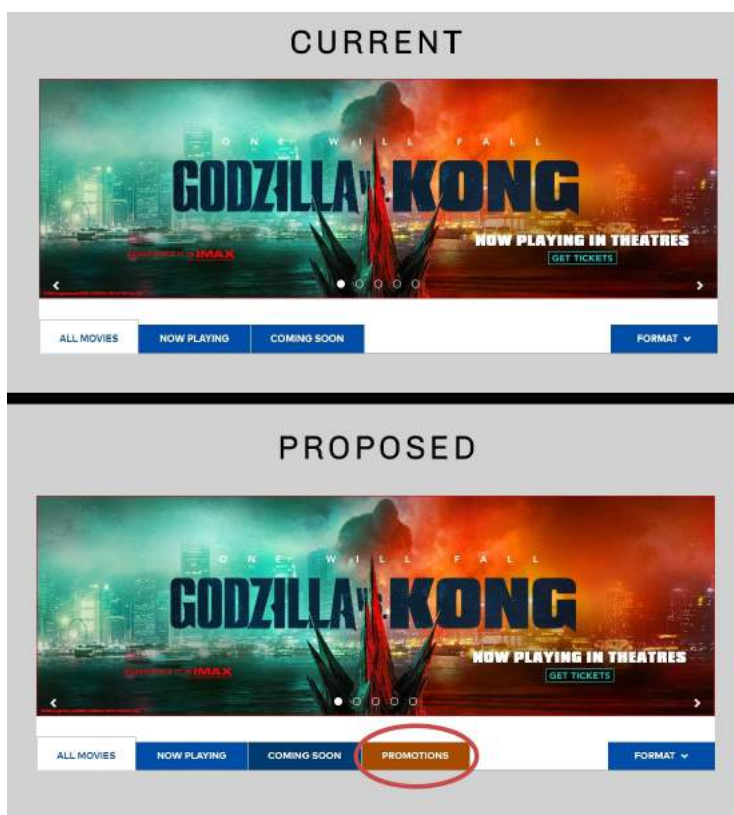

Recommendation

Our solution to this problem is to have the Buy/Rent button open in a new link to allow the user to only be one click away from heading back to where they came from, and also adding a return button in the top left corner of the Cineplex Store that links to the main site.

ACTIONABLE ITEMS PART 3

ISSUE 3

One of our testers noted that there was no ability to find any special promotions, including discounts for specific days or showtimes that could drive more sales on the site.

Recommendation

Our recommendation to address this issue is to add an extra tab next to 'Coming Soon' with a selection of movies that are tied to promotions.

ACTIONABLE ITEMS PART 4

ISSUE 4

One of our testers was almost unable to purchase tickets due to the manner in which the showtime and seat map buttons are set up in the first stage of the ticket buying procedure.

Recommendation

Our recommendation to eliminate the chance of users getting stuck is to make every clickable item on this page be a path forward. We would keep the ability to click on the showwtime to move on to the next step, but turn the seat chart into an interactive seat selector as an alternate path where the user would choose between adult, child and senior after booking their seats. We would also add a 'buy tickets' button below which functions the same as how the showtime button works now but lose any ambiguity.

CONCLUSION

By performing these tests and analyzing the data, we were able to pinpoint the issues and their impacts on user experiences. Most of these issues have high impact while being fairly easy to implement.

    During our tests, we came across quite a few unnecessary complexities for some of the most common tasks such as: navigating through the site, purchasing tickets, booking an event, finding movies based on genre or age ratings, purchasing gift cards, finding promotions, etc.

Based on our results, we recommend for the following implementation changes:

1. Remove obligated account sign up step when purchasing a ticket to give users the flexibility with the optional signing up for earning points.
2. Add a browsing by genre/age ratings category feature for easier and faster search.
3. Add return/link back to the main site on Cineplex store page to avoid the user manually entering the main website's URL again.
4. Change seating chart selection when purchasing a ticket to eliminate confusion.
5. Revamp party booking process to be more intuitive and provide more information regarding provided food and allergy concerns.
6. Combine plastic gift card/e-gift card shopping into one process to avoid two separate processes and allow the users to purchase both if necessary.
7. Add a promotion section or badges next to movies that are eligible and motivate the users.

    We believe these recommendations to be fairly easy and cheap to implement and once they have been addressed, Cineplex's user experience could improve significantly.

FAIR DEAL STATEMENT

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