

UX FEEDBACK REPORT DOCUMENT

“Cinema_Now”



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Problem description

Cinema_Now is a website that is selling tickets for the most recently released movies. It is also a place where movie fanatics can be kept up to date with the latest news about their favourite movies.

Design Principles

What are the Heuristic principles and why use them?

A heuristic evaluation is a usability inspection method for computer software that helps to identify usability problems in the user interface (UI) design. It specifically involves evaluators examining the interface and judging its compliance with recognized usability principles (the "heuristics").

Jakob Nielsen's heuristics are probably the most-used usability heuristics for user interface design. Nielsen developed the heuristics based on work together with Rolf Molich in 1990. The final set of heuristics that are still used today were released by Nielsen in 1994. Also known as "Usability Heuristics", 'Nielsen heuristics'.

What are the 10 most important UX design principles?

- Visibility of system status
- Match between system and the real world
- User control and freedom
- Error prevention
- Help users recognize, diagnose, and recover from errors
- Consistency and standards
- Recognition rather than recall
- Flexibility and efficiency of use
- Aesthetic and minimalist design
- Help and Documentation

User Feedback

In order to make sure that the experience of the Cinema_Now users, goes flawlessly, a UX report has been done to check if the design of the application fits the user's needs.

Therefore, two different persons have been asked to test the current functionality of the application and give feedback about what could be improved withing the design.

User 1	User 2
Functionality to upload image when sending a complaint	If user is not signed in and he wants to buy a ticket, he should be redirected to the sign in page
A picture for the movie should be added to give a better overview of the it.	Sorting by genre/format should be a possible filter.

About the received feedback:

- ***“Functionality to upload image when sending a complaint”*** -> it would not be enough to send a complaint only with text. Adding the possibility to also send a picture would be a big improvement.
- ***“A picture for the movie should be added to give a better overview of the it.”*** -> adding a picture for the movie can give the user a better understanding of what the movie is about and who is starring in it.
- ***“If user is not signed in and he wants to buy a ticket, he should be redirected to the sign in page”*** -> it should not be possible to buy a ticket if the user is not logged in as, a ticket requires a holder id.
- ***“Sorting by genre/format should be a possible filter.”*** -> users should be able to sort the movies by genre or format so that they can see only the movies they are interested in.

Project Goals

Collecting data from users withing different groups is crucial for improving both functionality and aspect of the application.

The mentioned design suggestions will be taken into account accordingly and implemented.

Users mentioned above will be asked to test the application for a second time. Also, it is important to consider feedback from other users as well, so that it is knows what needs to be changed and what should remain intact.

Bibliography

10 heuristic principles – Jakob Nielsen's (usability heuristics). UXness. (n.d.). Retrieved November 25, 2021, from <https://www.uxness.in/2015/02/10-heuristic-principles-jakob-nielsens.html>.