



One-Time Online Movie Rental

Research Report by:
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Objective:

The focus of this report is to analyze and, ultimately, improve the flow of finding, selecting, renting, and paying for a one-time movie rental from the Cineplex Store (store.cineplex.com), and to provide some review and analysis of their main website.

UX Research Methodology:

Qualitative and Quantitative Research

Participants were recruited through my personal network of family, friends, and connections. Once recruited, they were asked if they were comfortable answering a few questions and, depending on their responses, possibly being interviewed. They were assured that they would remain anonymous, and the results were for a course project and not for public consumption.

Quantitative Research: Survey/Screening Questions

Fifteen Participants were asked a series of questions to determine their home movie viewing habits and to determine if they would continue answering questions in an interview.

1. *What is your age range?*

- A: 20-29
- B: 30-39
- C: 40-49
- D: 50-59
- E: 60-69
- F: 70+

2. *Do you watch new releases in movie theatres (at least one movie per year, excluding the pandemic)?*

- A: Yes
- B: No

3. *Do you have access to any of the following Streaming Service Subscriptions for watching movies at home?*

- A: Netflix
- B: Amazon Prime
- C: Crave
- D: Disney+
- E: Apple TV+
- F: None

4. *If yes to Disney+, do you pay for Premier Access to watch movies as they are simultaneously released in theatres?*

- A: Yes
- B: No
- C: N/A

5. *Do you rent movies (Home Premiere or Back Catalogue) from the Cineplex Store?*

- A: Yes
- B: No

Results:

1. *What is your age range?*

- | | |
|----------|-----|
| A: 20-29 | 0 |
| B: 30-39 | 40% |
| C: 40-49 | 33% |
| D: 50-59 | 0 |
| E: 60-69 | 0 |
| F: 70+ | 27% |

2. *Do you watch new releases in movie theatres (at least one movie per year, excluding the pandemic)?*

- | | |
|--------|------|
| A: Yes | 100% |
| B: No | 0 |

3. *Do you have access to any of the following Streaming Service Subscriptions for watching movies at home?*

- | | |
|-----------------|-----|
| A: Netflix | 87% |
| B: Amazon Prime | 67% |
| C: Crave | 33% |
| D: Disney+ | 47% |
| E: Apple TV+ | 33% |
| F: None | 13% |

4. *If yes to Disney+, do you pay for Premier Access to watch movies as they are simultaneously released in theatres?*

- | | |
|--------|-----|
| A: Yes | 13% |
| B: No | 33% |
| C: N/A | 54% |

5. *Do you rent movies (Home Premiere or Back Catalogue) from the Cineplex Store?*

A: Yes	13%
B: No	87%

Participants who answered ‘no’ to Question 5 were asked for their reasons while participants who answered ‘yes’ to Question 5 were asked for an interview.

Reasons for No:

- Streams instead since already pays for subscription
- Waits for new releases/home premiere/premier access to be available on services for which already paying
- Not interested in new releases as they come out
- Doesn’t stream at all, will watch movies if on tv or in the theatre
- Other streaming service – Crunchyroll for anime

Qualitative Research: Interviews

Interviews were conducted with the participants from the survey who answered ‘yes’ to renting movies online from the Cineplex Store.

The following questions were asked:

Why do you rent movies from the Cineplex Store?

Are you the decision-maker when it comes to which movie to rent?

Do you typically like to watch Home Premieres, New Releases, or movies from their Back Catalogue?

How often do you rent movies from the Cineplex Store?

Do you rent movies from anywhere besides the Cineplex Store?

Interview 1:

Why do you rent movies from the Cineplex Store?

Primary reason: Scene points redemption

Other Reasons: want to watch something that's not available anywhere else, have a gift card to use, or have a redemption code for a free rental from a theatre combo purchase

Are you the decision-maker when it comes to which movie to rent?

Most movies rented are for [child's name]

Do you typically like to watch Home Premieres, New Releases, or movies from their Back Catalogue?

The movies for [child's name] are typically new releases, but also watches back catalogue to watch movies not available on other sites

How often do you rent movies from the Cineplex Store?

Not often, the app is building "digital dust" due to infrequent use

Do you rent movies from anywhere besides the Cineplex Store?

Yes, have made rentals and purchases from the iTunes Store and once intended to rent through Amazon Prime, but purchased instead due to price difference only being \$10 and able to rewatch many times whenever feel like it

Interview 2:

Why do you rent movies from the Cineplex Store?

Usually goes to the theatre so has a redemption code for a free rental from a theatre combo purchase

Are you the decision-maker when it comes to which movie to rent?

Yes, watch movies at home alone

Do you typically like to watch Home Premieres, New Releases, or movies from their Back Catalogue?

Yes, was renting Home Premieres while theatres were closed, will also watch new releases or back catalogue if it's a specific movie to watch. Depends on the mood.

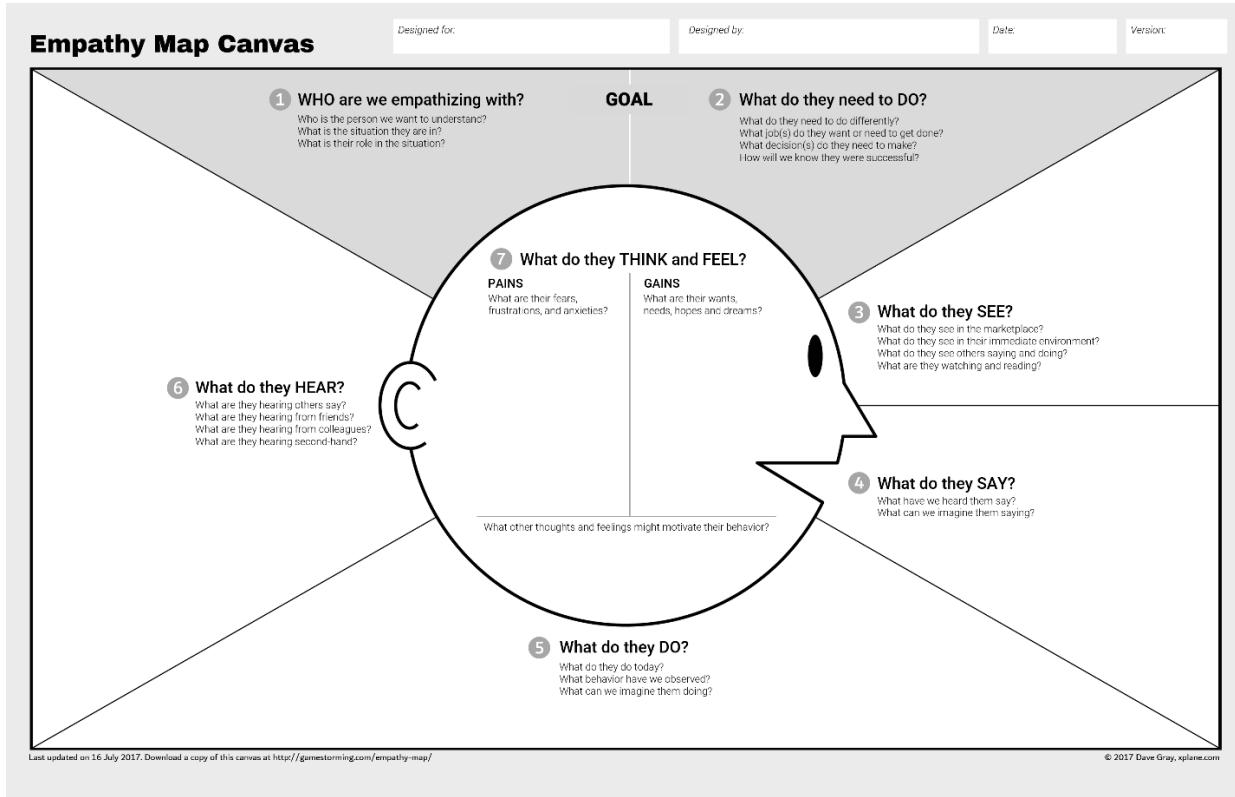
How often do you rent movies from the Cineplex Store?

Occasionally – several times throughout a year

Do you rent movies from anywhere besides the Cineplex Store?

No, only rent from the Cineplex Store

Empathy Mapping Framework:



1. Who are we empathizing with?

Who: occasional renter, renting for the family

Situation: new release of interest, coupon/points, can't find it anywhere else

Role: Decision Maker

2. What do they need to do?

Do differently: rent instead of streaming or going to the theatre

Need to do, decisions: subscribe/account registration, search and select film, complete payment, what to watch, when to watch, price comfortable paying

Successful: made the rental, no excessive buffering while watching, review/rate/share the film with others

3. What do they see?

Marketplace, immediate environment, others, watching and reading: trailers, ads, variety of genres, collection of thumbnails, prices, Rotten Tomatoes scores, reviews (ex AV Club, Gizmodo)

4. What do they say?

Heard them say, imagine them saying: “can I wait for release on subscription service?”, “what am I in the mood to watch?”, “is this worth the money?”, “there’s too many options and I can’t decide”

5. What do they do?

Behaviour observed, imagine them doing: check reviews, search for the movie they want to watch, scroll through available options, watch trailers

6. What do they hear?

Others, friends, colleagues, second-hand: news reviews, trailers, movie podcast reviews, other people talking in real life

7. What do they think and feel?

Pains (fears, frustrations, anxieties): wasted time, waste money, poor experience with loading/buffering

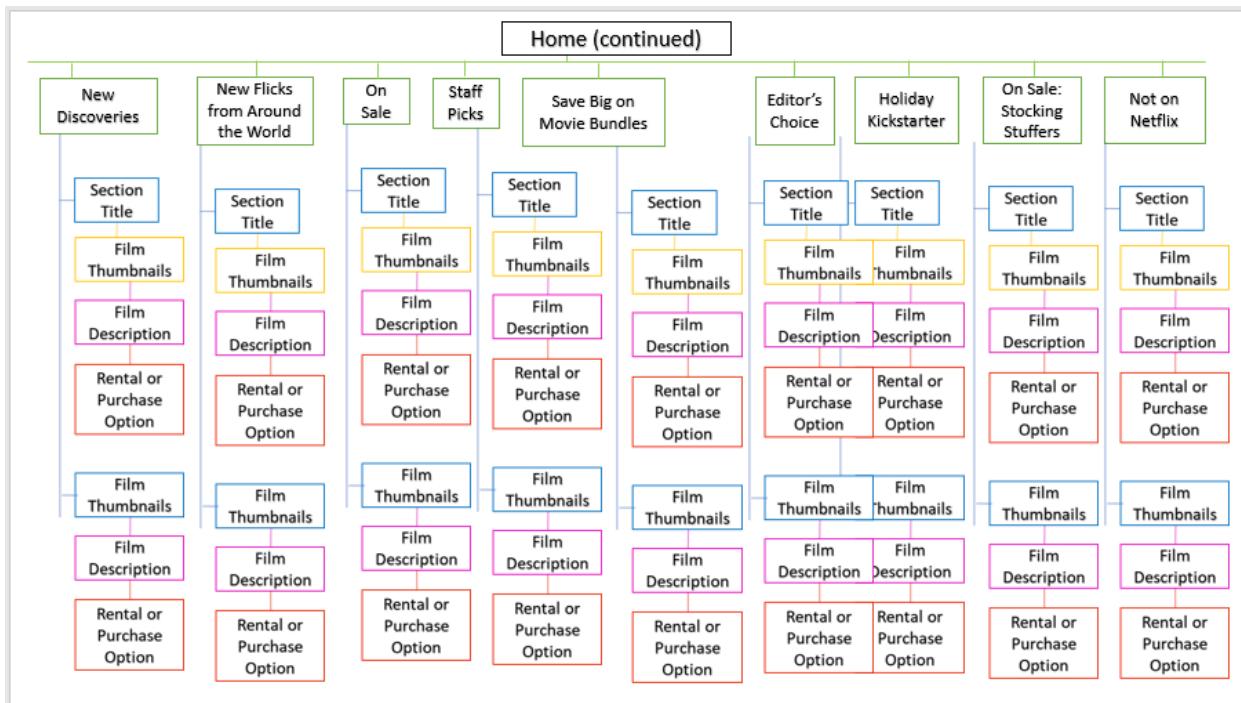
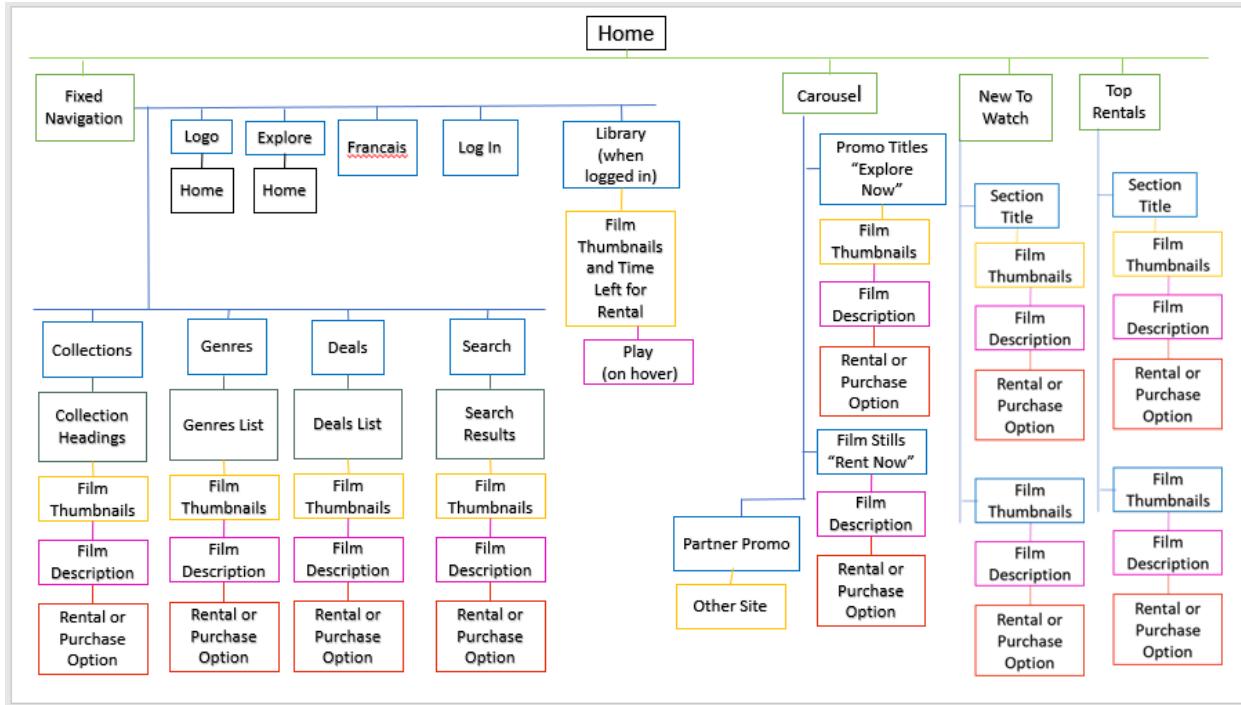
Gains (wants, needs hopes, dreams): entertained for a few hours, shared experience, feel like time and money well spent

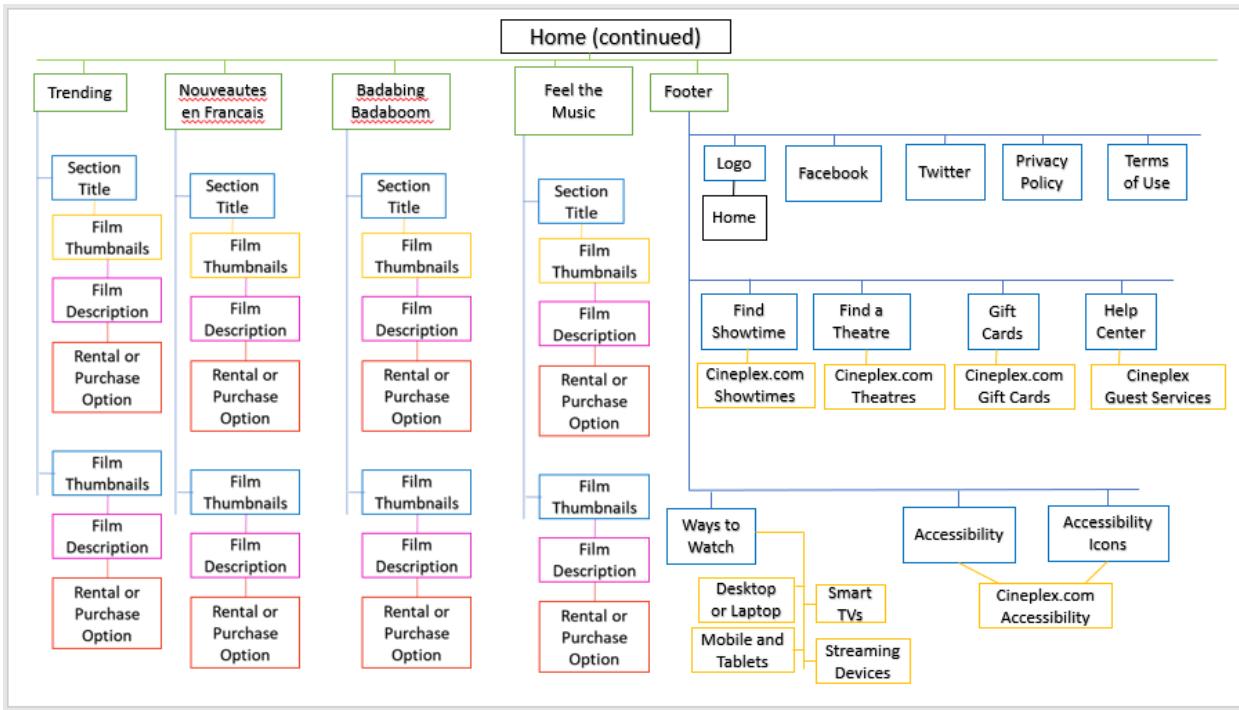
Competitive/Comparative Analysis:

	Rentals/ Purchase	Subscribed Content	Exclusive Content	Back Catalogue	Price	Points/ Coupon/ Discount	Duration
Cineplex	Yes	No	Home Premiere	Yes	Rent: starts at \$4.99 (except Movie for a Loonie), Home Premiere: \$24.99 Buy: older releases start at \$4.99, new releases start at \$24.99	Yes – Scene Points, Theatre Code	Rental: 30 days, 48hrs when start to watch
<i>Direct:</i>							
iTunes Store/ Google Store	Yes	No	Home Premiere	Yes	Rent: starts at \$4.99, Buy: older releases start at \$4.99, new releases start at \$24.99	No	Rental: 30 days, 48hrs when start to watch
Amazon Prime	Yes	Yes	Home Premiere, Originals	Yes	\$7.99 + tax/mth or \$79 + tax annual	No	Rental: 30 days, 48hrs when start to watch
Disney+	Yes	Yes	Premier Access, originals	Yes	\$11.99 + tax/mth or \$119.99 + tax annual, Premier Access \$34.99 + tax/movie	No	Premier Access has approx 3mth release window
<i>Indirect:</i>							
Netflix	No	Yes	Originals	Yes	Basic: \$9.99 + tax/mth Standard: \$14.99 + tax/mth Premium: \$18.99 + tax/mth	No	As long as on site
Apple TV+	No	Yes	Originals only	No	\$5.99 + tax/mth	No	As long as on site
Crave	No	Yes	Originals	Yes	Crave Total: \$19.99 + tax/mth, Crave Mobile: \$9.99 + tax/mth	No	As long as on site
Theatre	Yes	No	Premiere	No	Regular: \$13.25, Senior: \$9.25, Child: \$8.25; VIP \$17.75; AVX: \$15.90, Senior: \$11.90, Child: \$10.90; IMAX: \$19.45, Senior: \$15.45, Child: \$14.70	Yes – Scene points	Length of movie

Site Map:

Due to the restriction of the page format of this report, the site map is broken down into 3 images and colours were used for lines and boxes to indicate a level change.





Usability/Accessibility Audit:

Analysed and assessed the flow of going through the rental process against the Nielsen Norman 10 Usability Heuristics for User Interface Design:

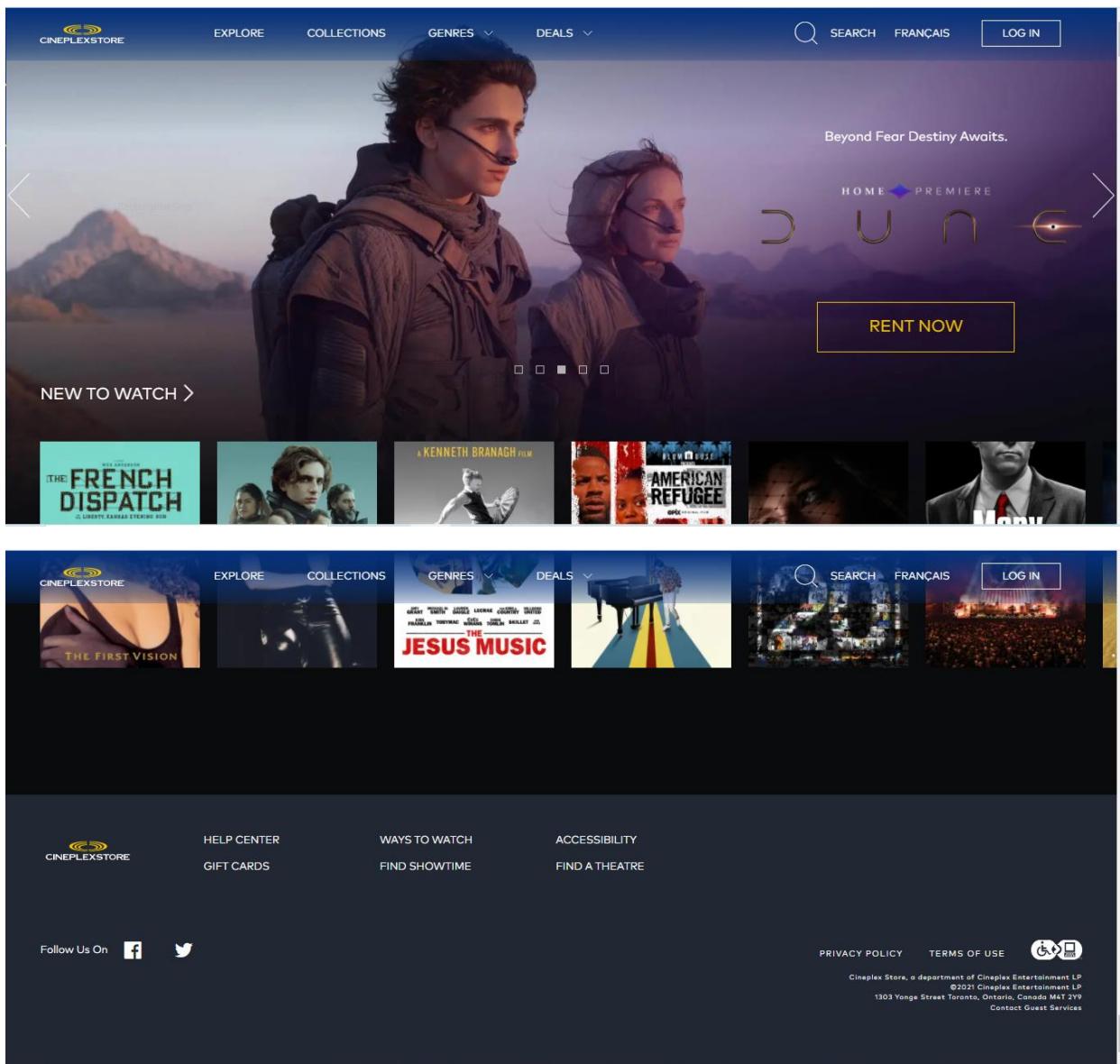
1. Visibility of System Status
2. Match between System and the Real World
3. User Control and Freedom
4. Consistency and Standards
5. Error Prevention
6. Recognition rather than Recall
7. Flexibility and Efficiency of Use
8. Aesthetic and Minimalist Design
9. Helps users Recognize, Diagnose, and Recover from Errors
10. Help and Documentation

And a Basic Accessibility Audit:

1. Auditing for Visual Accessibility
2. Checking for Colour Contrast
3. Alt Tags

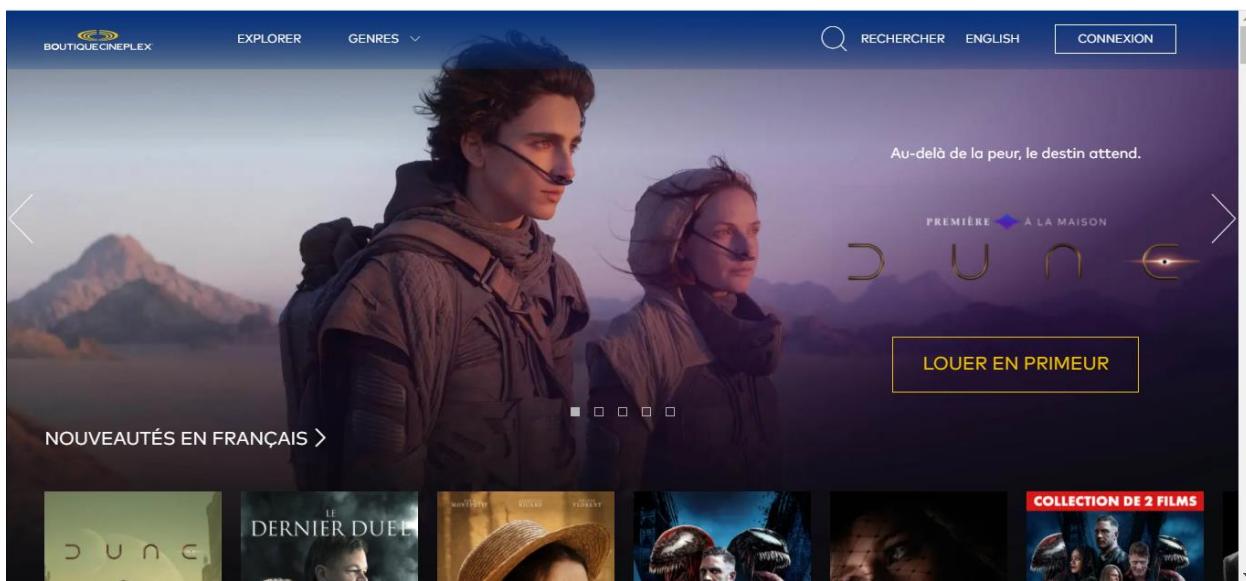
Usability Heuristics:

Home Page:

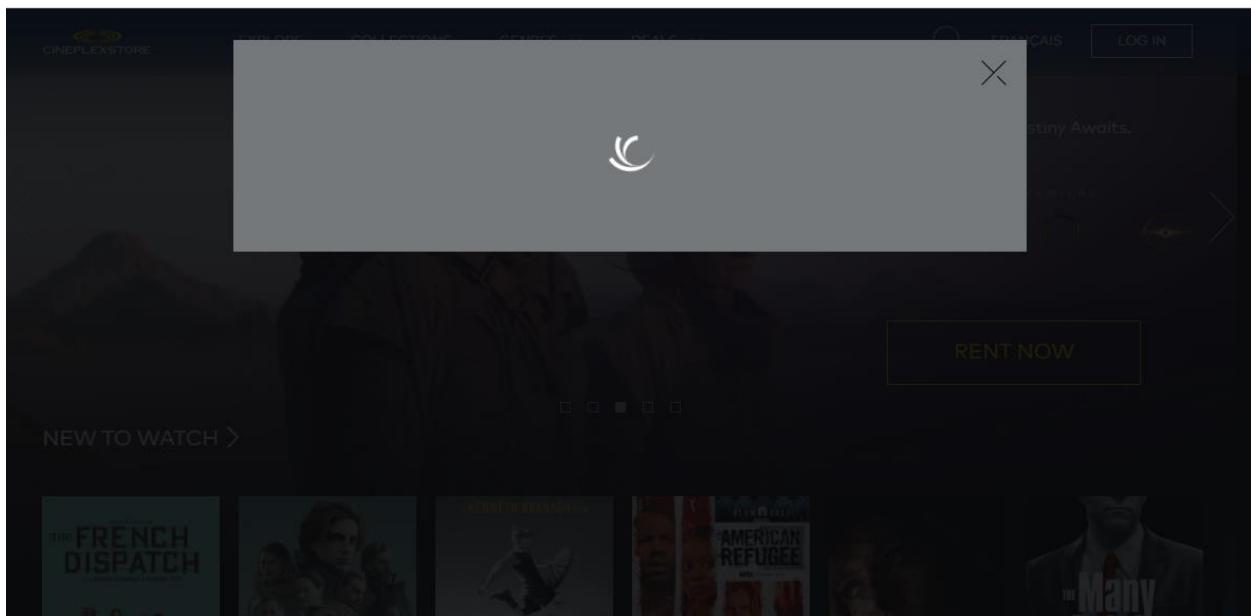


When first opening the Cineplex Store site, one can see that they are not logged in by the 'Log In' at the right of the top navigation menu, the 'Search' looks like a magnifying glass, users are able to easily switch to Canada's second official language, French, the design is simple and consistent with colours and fonts, the bottom footer contains all of the information pertaining to the company such as a 'Help Center' and social media icons (1. Visibility of System Status; 2. Match between System and the Real World; 3. User Control and Freedom; 4. Consistency and Standards; 8. Aesthetic and Minimalist Design; 10. Help and Documentation).

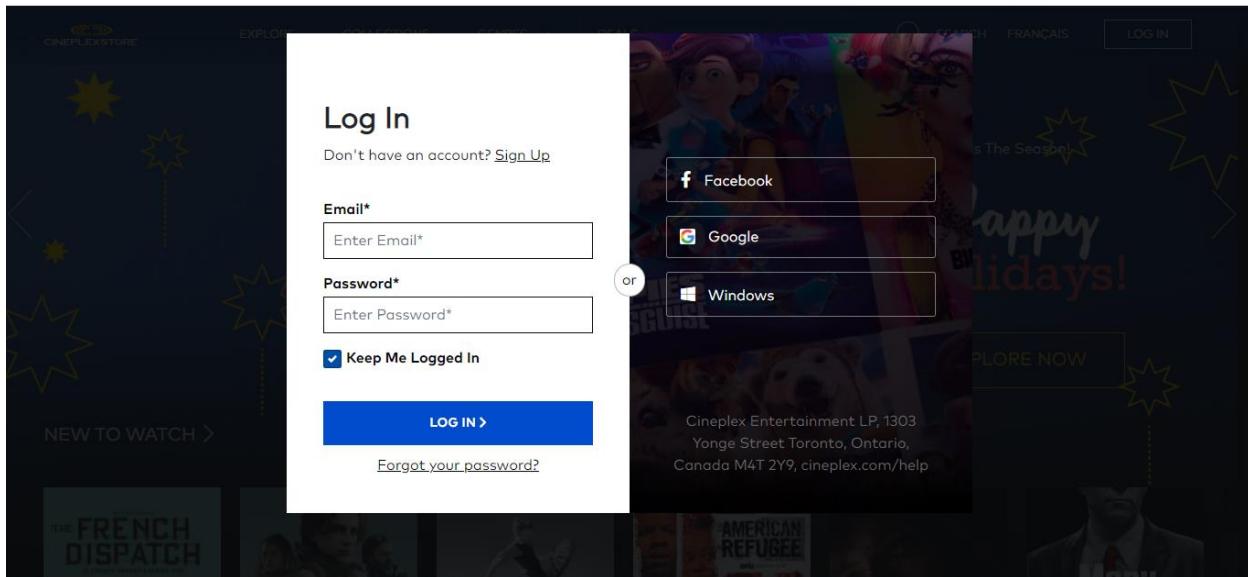
Home Page, Language switched to French:



Log In:

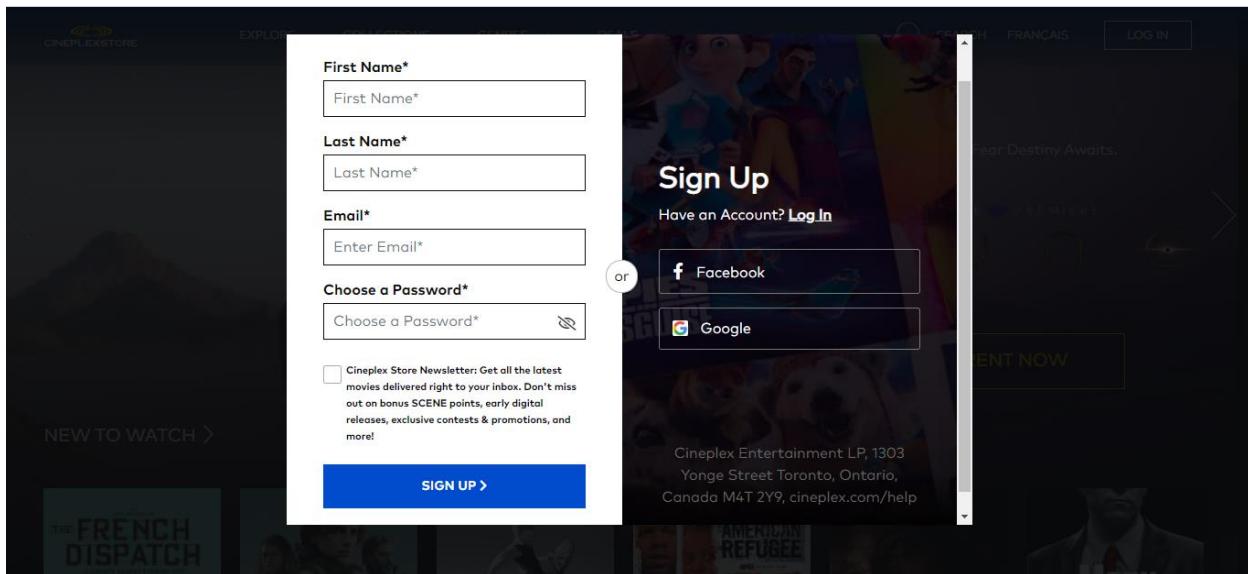


After clicking to log in, a moving icon is displayed on the pop-up to indicate waiting while the log in loads
(1. Visibility of System Status).



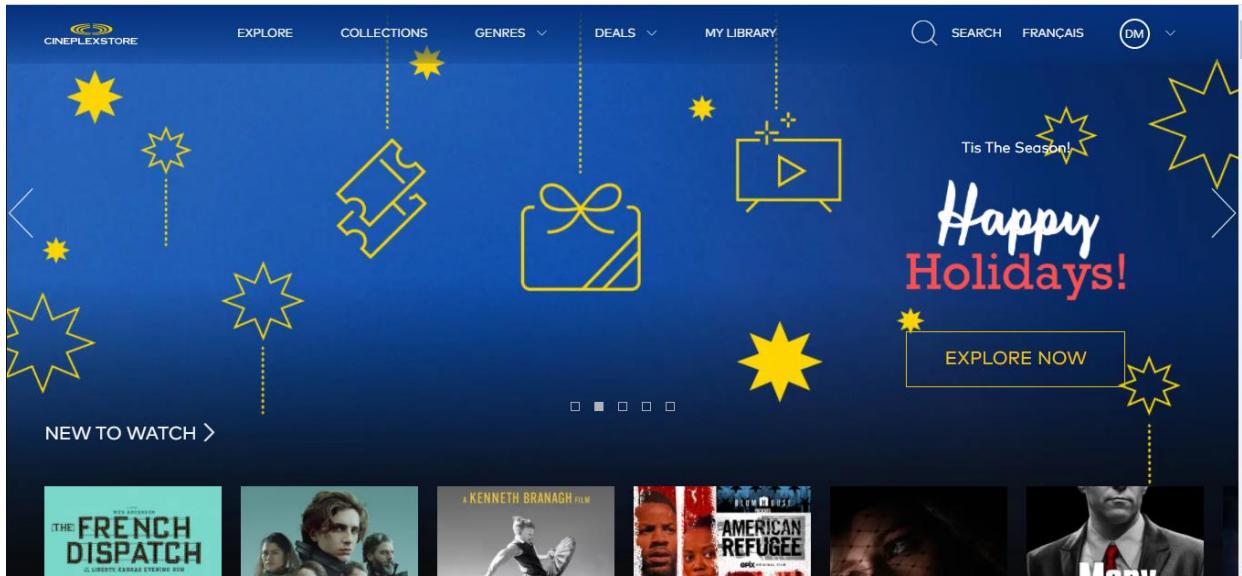
It's a simple screen and users have the option to log in, keep themselves logged in, sign up or use accounts from Facebook, Google, or Windows. There are both headings and prompts within the text boxes for the inputs required as well as a link to click if the password is forgotten (3. User Control and Freedom; 4. Consistency and Standards; 6. Recognition rather than Recall; 7. Flexibility and Efficiency of Use; 8. Aesthetic and Minimalist Design).

Sign Up:



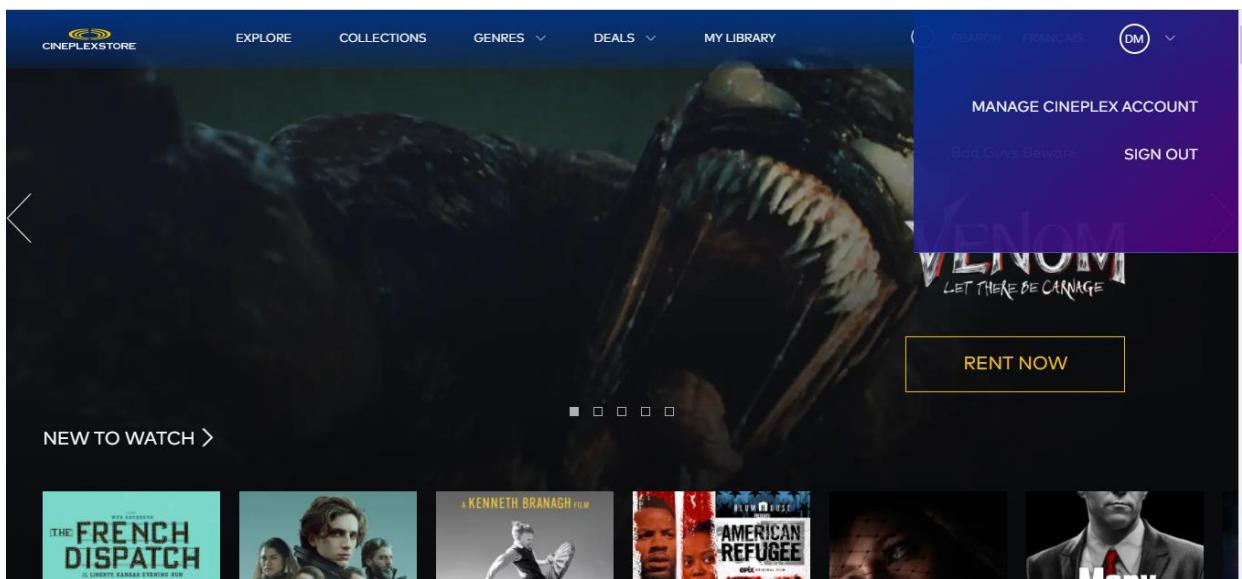
To sign up for an account is a similar screen as the 'Log In' (4. Consistency and Standards; 7. Flexibility and Efficiency of Use; 8. Aesthetic and Minimalist Design).

Logged In:



The 'Log In' button has been replaced with an icon for your account and 'My Library' has been added to the top navigation menu (1. Visibility of System Status; 4. Consistency and Standards; 8. Aesthetic and Minimalist Design).

My Account:



A screenshot of the Cineplex Store website's navigation bar. It includes links for 'EXPLORE', 'COLLECTIONS', 'GENRES', 'DEALS', 'MY LIBRARY', a search bar with a magnifying glass icon, a language switcher for 'FRANÇAIS', and a user profile icon with 'DM'.

Welcome Dana

Here are some things you can do:



Profile Settings

- Personal Information
- SCENE
- Social Networks
- Preference Centre



Payment Settings

- Payment Cards
- PayPal
- Gift Cards
- Summer Movie Escape

A screenshot of the 'Preference Centre' section of the Cineplex Store. It includes links for 'Preference Centre', 'Favourite Theatres', 'My Devices', and 'Account Security'. Above this section, there are links for 'Summer Movie Escape', 'Vouchers & Coupons', and 'Summer Movie Escape' again.



Manage Membership

- Manage CineClub

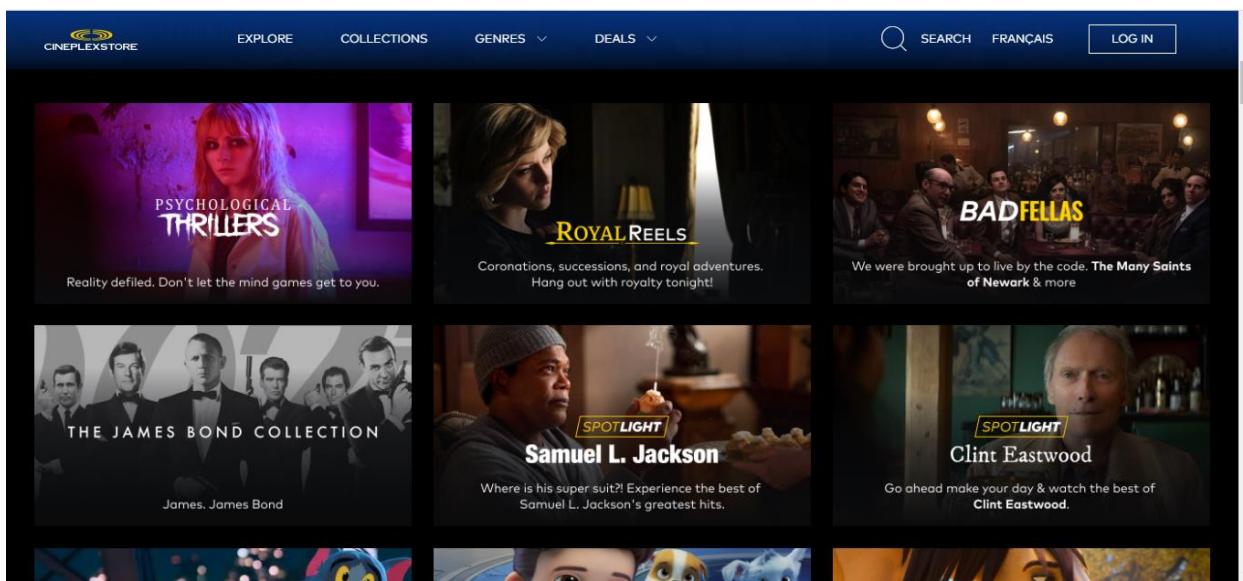
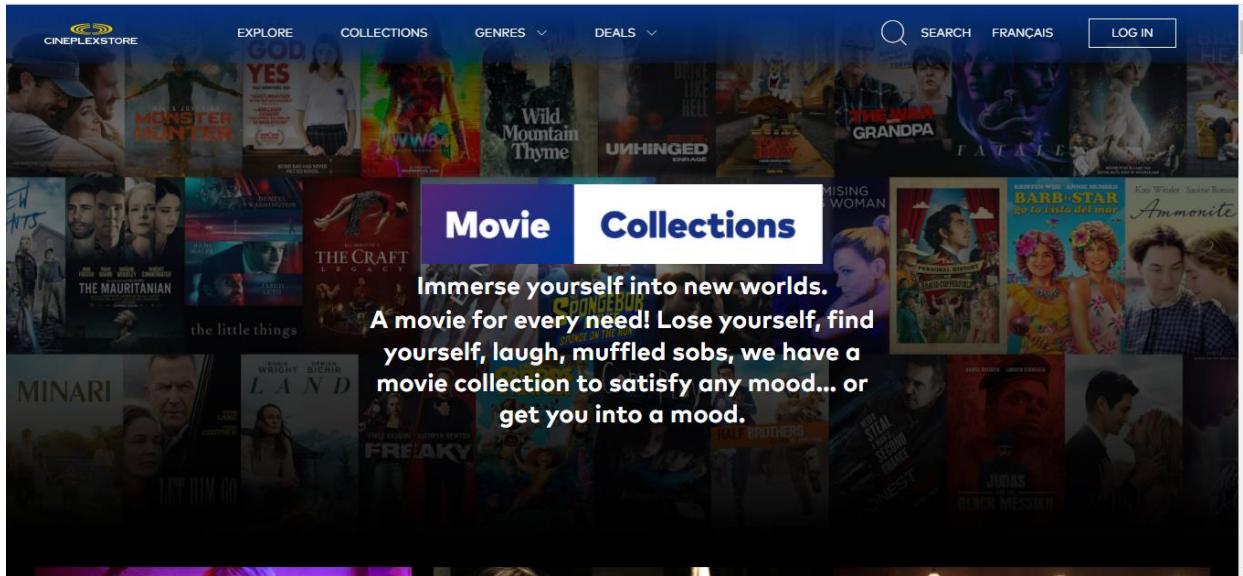


Payment History

- CineClub
- Orders

Clicking your profile brings up the option to manage your account or sign out. Within your account, the design is simple and the information is divided in to sections with images used to illustrate each in addition to the section title (2. Match between System and the Real World; 3. User Control and Freedom; 4. Consistency and Standards; 8. Aesthetic and Minimalist Design).

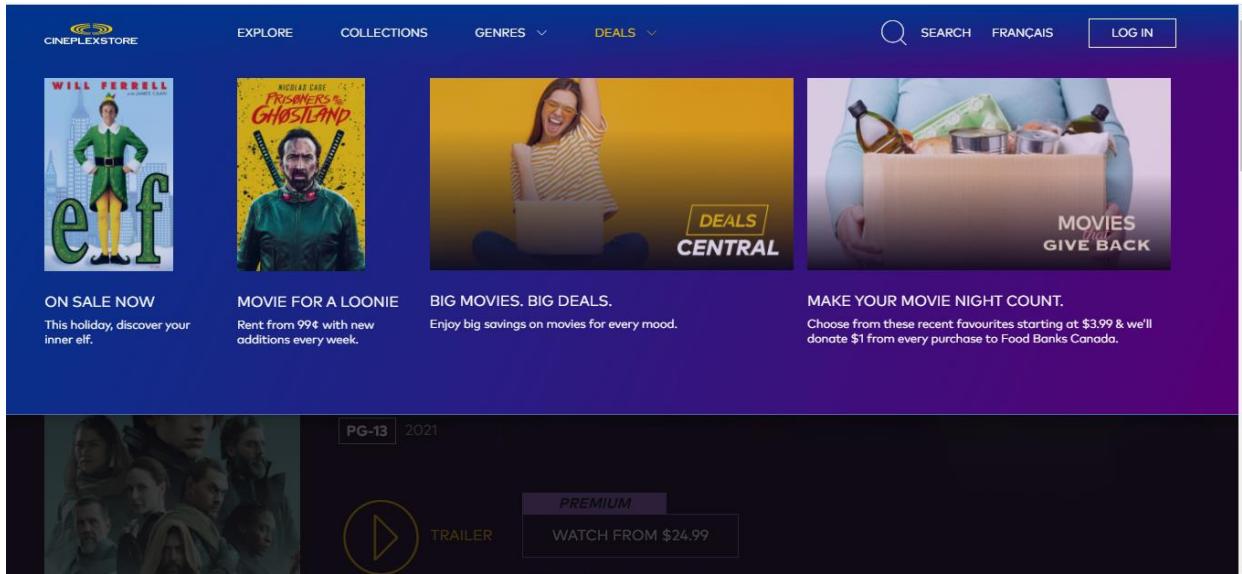
Collections:



Clicking 'Collections' in the top navigation menu takes you directly to a page with an introduction to the section and a list of film stills with the collection titles and description (8. Aesthetic and Minimalist Design).

Both 'Explore' and 'Collections' only change their font colour from white to yellow upon hover, but not when in those sections as 'Explore' takes you to the home page and 'Collections' takes you to its own page with no further options. The other section headings stay yellow on the navigation menu to indicate that you are in that section (1. Visibility of System Status).

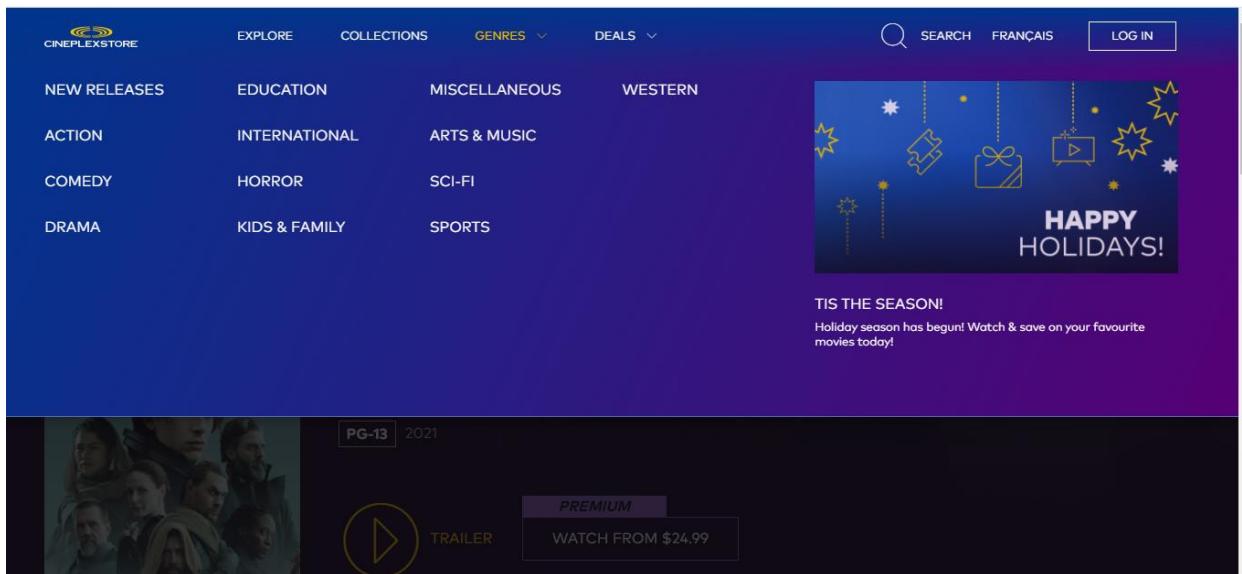
Deals:



The screenshot shows the Cineplex Store homepage with a purple header. The top navigation includes 'CINEPLEXSTORE', 'EXPLORE', 'COLLECTIONS', 'GENRES', 'DEALS' (with a dropdown arrow), 'SEARCH', 'FRANÇAIS', and 'LOG IN'. Below the header are four promotional banners: 1) 'elf' movie poster with text 'ON SALE NOW' and 'This holiday, discover your inner elf.' 2) 'Prisoners of the Ghostland' movie poster with text 'MOVIE FOR A LOONIE' and 'Rent from 99¢ with new additions every week.' 3) A woman laughing with text 'BIG MOVIES. BIG DEALS.' and 'Enjoy big savings on movies for every mood.' 4) A person holding a box of groceries with text 'MOVIES that GIVE BACK' and 'MAKE YOUR MOVIE NIGHT COUNT. Choose from these recent favourites starting at \$3.99 & we'll donate \$1 from every purchase to Food Banks Canada.' Below these is a movie card for 'The Witcher' (PG-13, 2021). It features a collage of characters, a play button icon, and buttons for 'PREMIUM' and 'WATCH FROM \$24.99'.

Clicking 'Deals' in the top navigation menu lists the options, text is the same colour and font as the menu. Clicking your preferred option then brings you to a new page, showing a list of the film thumbnails or the movie's page if it is the only one (4. Consistency and Standards; 8. Aesthetic and Minimalist Design).

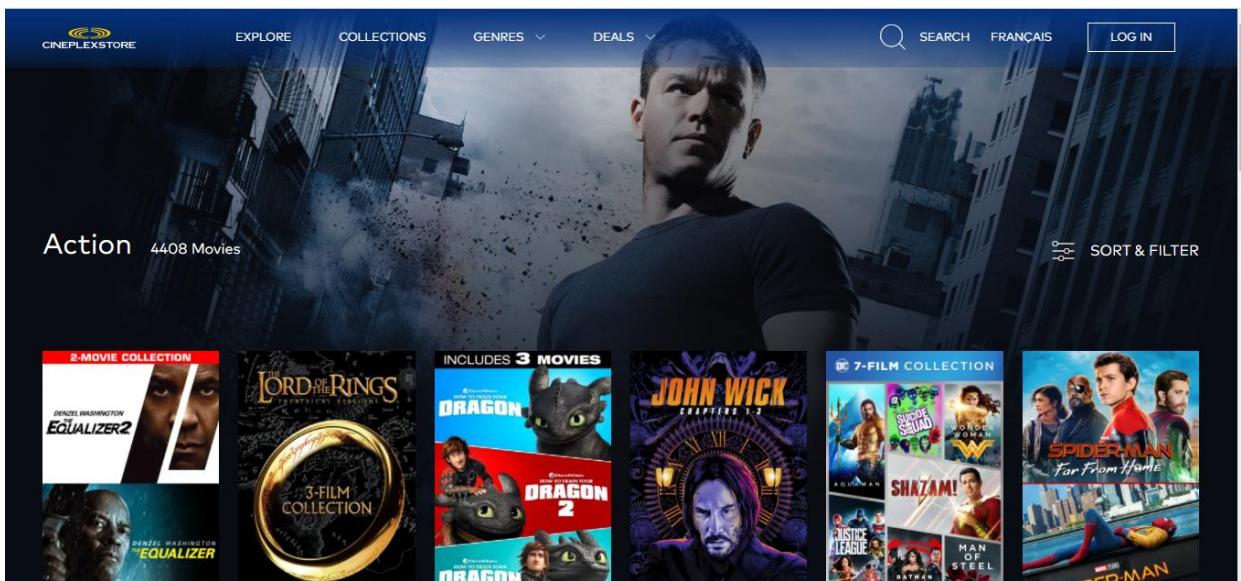
Genres:



The screenshot shows the Cineplex Store homepage with a purple header. The top navigation includes 'CINEPLEXSTORE', 'EXPLORE', 'COLLECTIONS', 'GENRES' (with a dropdown arrow), 'DEALS' (with a dropdown arrow), 'SEARCH', 'FRANÇAIS', and 'LOG IN'. Below the header is a grid of genre categories: NEW RELEASES, ACTION, COMEDY, DRAMA; EDUCATION, INTERNATIONAL, HORROR, KIDS & FAMILY; MISCELLANEOUS, ARTS & MUSIC, SCI-FI, SPORTS; and WESTERN. To the right is a festive graphic with stars and the text 'HAPPY HOLIDAYS!' Below this is a message 'TIS THE SEASON!' and 'Holiday season has begun! Watch & save on your favourite movies today!'. Below the grid is a movie card for 'The Witcher' (PG-13, 2021), identical to the one on the deals page.

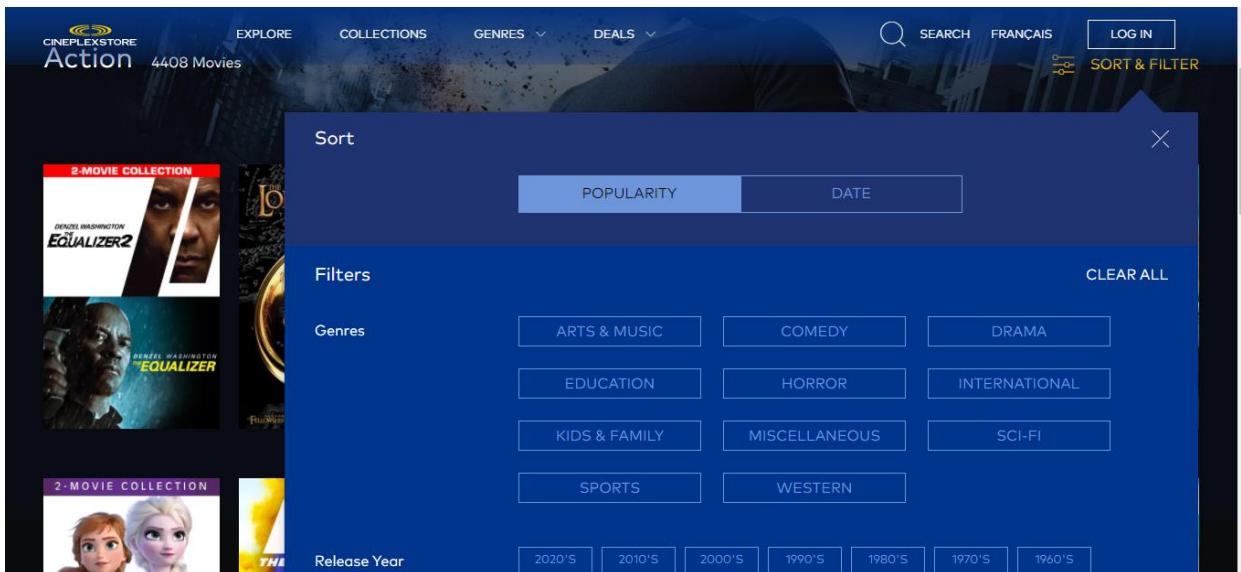
While 'Collections' and 'Deals' display mostly images with some text, selecting 'Genres' from the top navigation menu provides a list from which to choose before displaying the film thumbnails (4. Consistency and Standards; 8. Aesthetic and Minimalist Design).

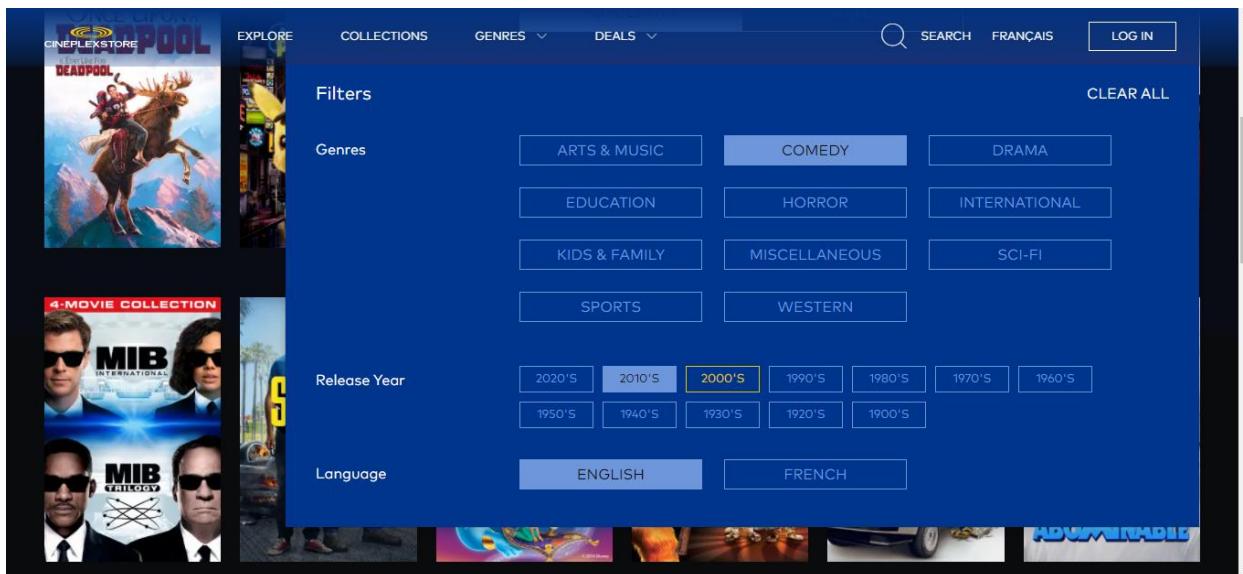
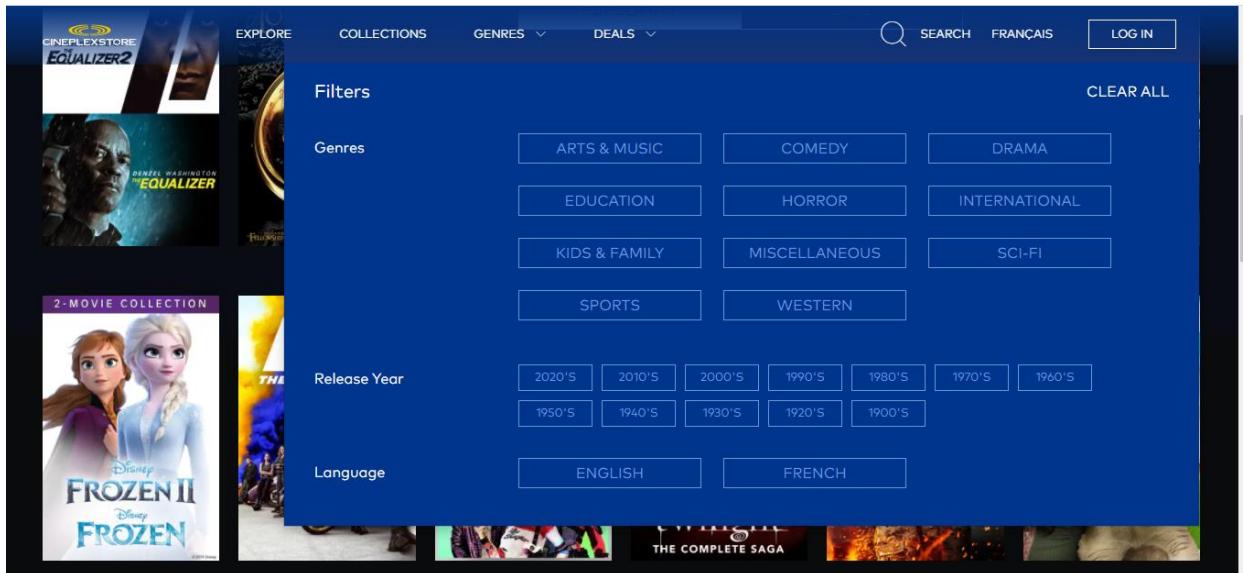
Example - Action:



The design is simple with the 'Genre' heading, the number of movies, the option to 'Sort & Filter', and the list of movie thumbnails (8. Aesthetic and Minimalist Design).

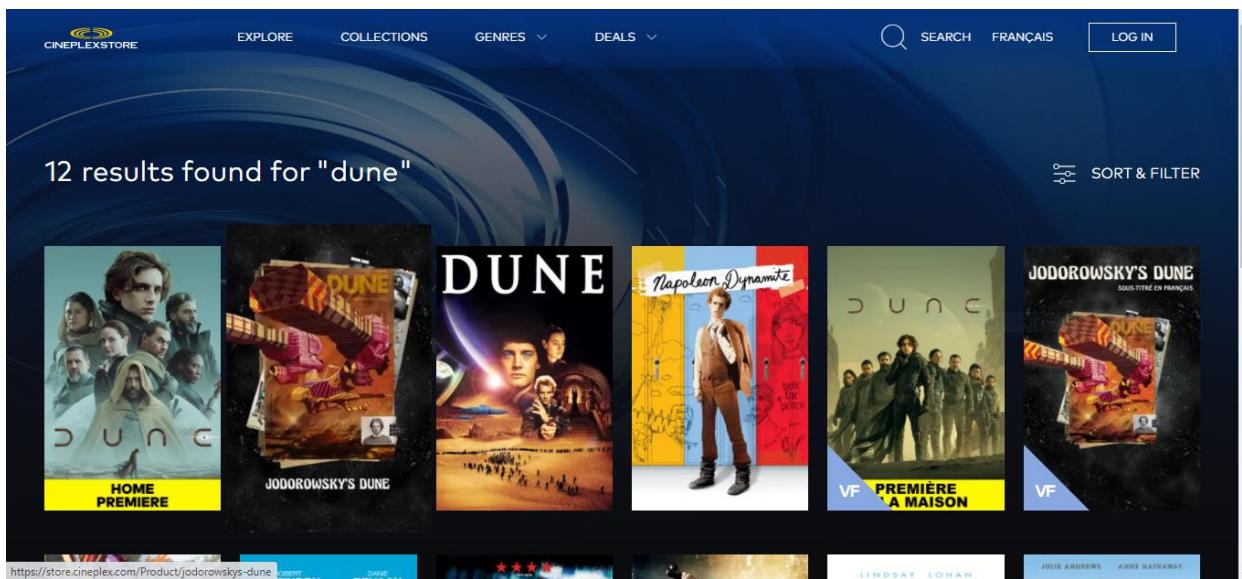
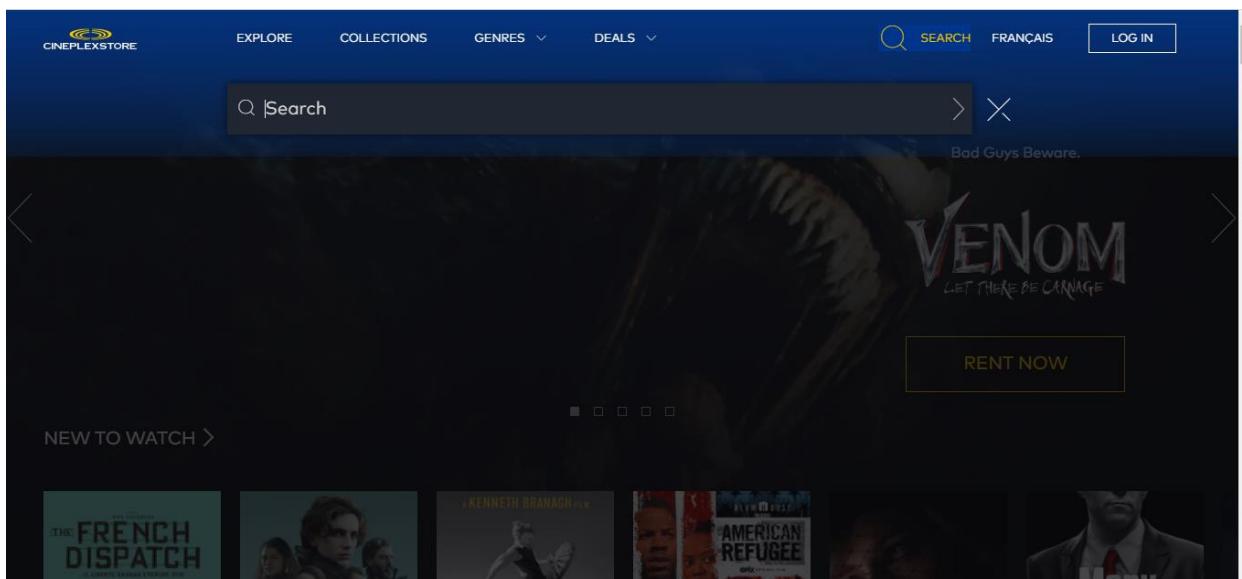
Sort & Filter:





There is a visual indication that you are hovering over the option by changing the text and box border to yellow. Selecting the option changes its background (exchanging the colours of the text and box border with the background) to show it has been clicked. If you hover over a selected item, the background becomes yellow. Users can change their selections, 'Clear All', and close the 'Sort & Filter' (1. Visibility of System Status; 3. User Control and Freedom; 4. Consistency and Standards; 8. Aesthetic and Minimalist Design).

Search:



The search box, with its magnifying glass and heading, is a simple input field in the top navigation menu. The results are then displayed as a list of thumbnails. Home Premieres have a yellow tag to indicate that they are available at the same time as theatre releases and French versions have a light blue tag in the left corner to notify users of the language (4. Consistency and Standards; 8. Aesthetic and Minimalist Design).

Home Premiere Film Description and Rental Option:

The screenshot shows the Cineplex Store website. At the top, there are navigation links: EXPLORE, COLLECTIONS, GENRES, DEALS, a search bar with a magnifying glass icon, and language options for FRANÇAIS and LOG IN. Below the header, a large movie poster for "DUNE" is displayed, featuring the main cast. The poster includes the text "HOME PREMIERE", "DUNE", "4K HDR", "PG-13 2021", and "HOME PREMIERE". To the right of the poster, there are buttons for "PREMIUM" (highlighted in purple), "TRAILER", and "WATCH FROM \$24.99". Below these buttons, it says "GET UP TO 165 Scene+ PTS". A note below the buttons states: "Not Eligible for Digital Rental Code. HD available on all devices. 4K limited to select SmartTVs. Learn more at [cimplx.co/4k](#)". The "Synopsis" section is visible, starting with "Paul Atreides, a brilliant and gifted young man born into a great destiny beyond his understanding, who must travel to the most dangerous planet in the universe to ensure the future of his family and his people. As malevolent forces explode ... [READ MORE](#)".

A modal window is open over the background movie poster. The window has a dark background and contains the movie title "Dune" in white. Below the title are the ratings "PG-13 2021" and formats "4K HDR | HD | SD". There are two main buttons: "RENT \$24.99" and "BUY \$32.99". Below each button is a link: "Earn 125 Scene+ pts" and "Earn 165 Scene+ pts". At the bottom of the modal, there is a note: "HD available on all devices. 4K limited to select SmartTVs. Learn more at [cimplx.co/4k](#)". The background movie poster is partially visible, showing the "HOME PREMIERE" text.

The Home Premiere lets users know that it is “Not Eligible for Digital Rental Code” so users will not attempt to redeem one for it (5. Error Prevention).

New Release Film Description and Rental Option:



The image shows the main landing page for the movie "Venom: Let There Be Carnage" on the Cineplex Store website. At the top, there are navigation links for "EXPLORE", "COLLECTIONS", "GENRES", "DEALS", a search bar, and a "LOG IN" button. The main title "VENOM: LET THERE BE CARNAGE" is displayed prominently in white text against a dark background. Below the title, the rating "PG-13" and the year "2021" are shown. To the left of the title is a movie poster featuring the characters Venom and Carnage. Below the poster, there are three buttons: "TRAILER" with a play icon, "RENT FROM \$4.99", and "BUY FROM \$26.99". Each button has a corresponding reward offer below it: "GET UP TO 30 Scene+ PTS" for the trailer, "GET UP TO 140 Scene+ PTS" for rental, and "GET UP TO 140 Scene+ PTS" for purchase.



A modal window is displayed over the main page, showing the movie details again. The title "Venom: Let There Be Carnage" is at the top, followed by the rating "PG-13" and the year "2021". Below this, there are two main purchase options: "RENT HD \$5.99" and "BUY HD \$27.99". Each option includes a "Scene+ pts" reward: "Earn 30 Scene+ pts" for HD rental and "Earn 140 Scene+ pts" for HD purchase. At the bottom of the modal, there is a "Synopsis" section with the same brief description as the main page: "When convicted serial killer Cletus Kasady is executed, something goes horribly wrong and the murderer is transformed into Carnage." A close button "X" is located in the top right corner of the modal.

The user has a choice to rent or purchase in both HD and SD, with the prices and Scene points earned listed (3. User Control and Freedom).

Rental Transaction:

The screenshot shows the Cinéplex Store interface for renting a movie. At the top, there's a thumbnail of the movie poster for "VENOM: LET THERE BE CARNAGE". Below it, the title "VENOM: LET THERE BE CARNAGE" is displayed in large, bold letters. A "Scene Card" section includes a balance bar and a checkbox for redeeming points. To the right, an "Order Summary" table shows the breakdown of costs: Rent (\$5.99), Member Discount (-\$0.60), HST (\$0.70), and Total (\$6.09). There are also options to sign up for a newsletter and a "CONFIRM ORDER" button.

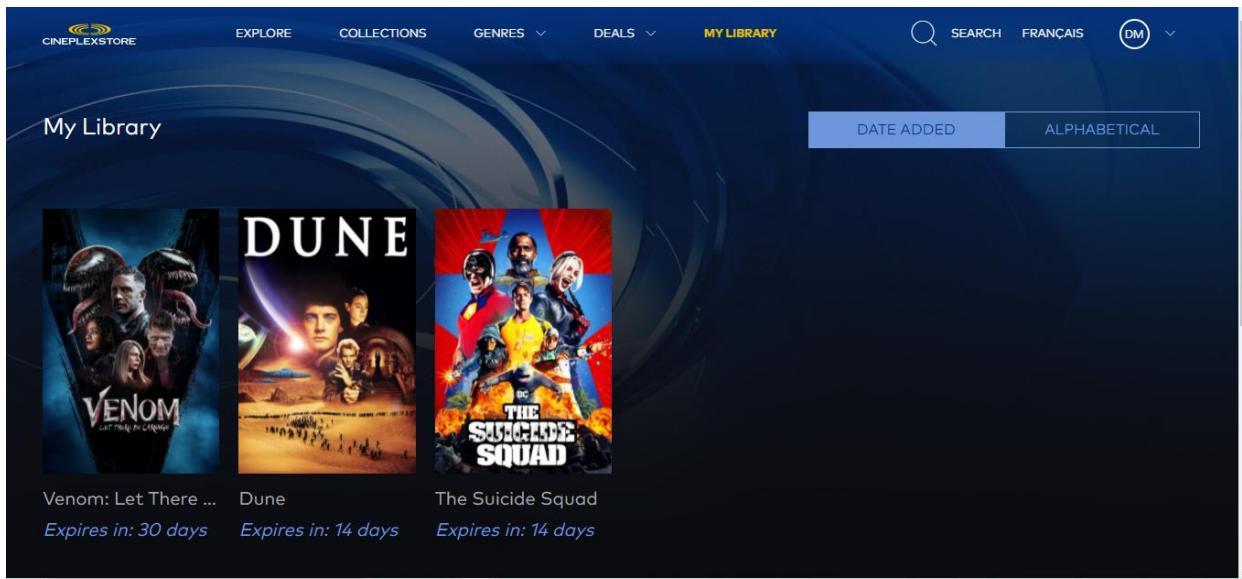
Order Summary	
Rent	\$5.99
Member Discount	-\$0.60
HST	\$0.70
Total	\$6.09

The screenshot shows the Cinéplex Store confirmation page. It starts with a "Thank You, Enjoy Your Movie!" message and a confirmation that "Venom: Let There Be Carnage HD has been added to your library." Below this, there are two buttons: "KEEP BROWSING" and "WATCH NOW". A note indicates a 30-day viewing window. The "Order Summary" table from the previous screen is repeated here, showing the same breakdown of costs. At the bottom, there are links for payment methods and a newsletter sign-up.

Order Summary	
Rent	\$5.99
Member Discount	-\$0.60
HST	\$0.70
Total	\$6.09

Users are prompted to log in/sign up if they have not already done so, then they can see their movie selection, that it is a rental, and the price and enter their Scene points card number, payment information, promo codes, and sign up for the newsletter before confirming their order. After the transaction, users are told that the movie is in their account library, and they can choose to keep browsing the site or start watching their movie immediately. The timeframe for the rental's availability is visible below their options (3. User Control and Freedom; 4. Consistency and Standards; 5. Error Prevention; 8. Aesthetic and Minimalist Design).

Library:



The movies rented are listed by thumbnails, with the title and the time remaining on the rental underneath. The user hovers over the thumbnail to show a play symbol, which can be clicked to start the movie (6. Recognition rather than Recall; 8. Aesthetic and Minimalist Design).

Watching the Movie:

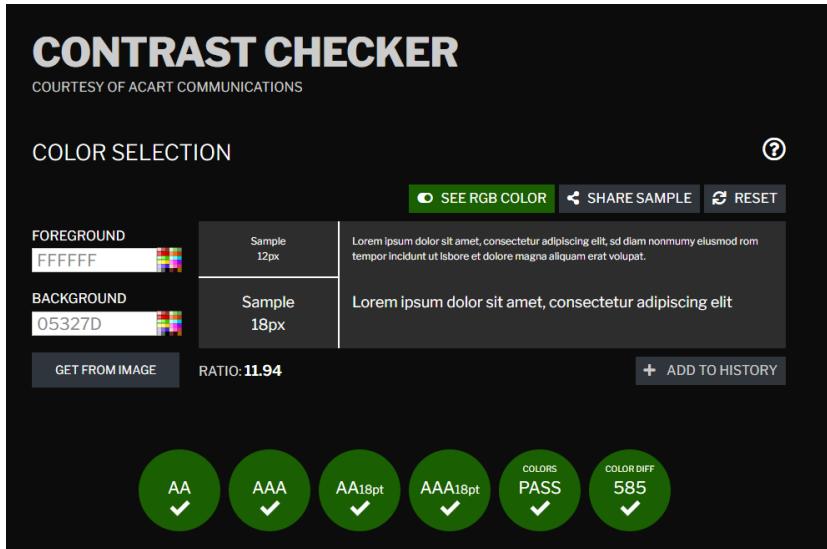
There are user controls which resemble those on a remote for play, rewind, fast-forward, pause, full-screen, and a scrollbar with where in the runtime the movie is to indicate status (1. Visibility of System Status; 2. Match between System and the Real World; 3. User Control and Freedom).

Accessibility Audit:

Completed using [Contrast Checker](#) and the Inspector from the browser, both by finding the font and background colours in the Inspector and uploading an image.

1. Visual Accessibility (grayscale):

Home Page, Navigation Menu:



Home Page, Footer:



Login:

The screenshot shows a color picker interface for a 'Login' page. At the top, there are two color swatches: 'Foreground' (hex 0F0F15) and 'Background' (hex D6D6D6). Below each is a 'Sample' section with text and a font size indicator (12px or 18px). A 'RATIO: 13.14' is displayed in the center. On the right, a '+ ADD TO HISTORY' button is visible. The main area shows a preview of the login form with a dark background and light text. A color palette at the bottom allows selection between foreground and background colors. A 'TRY DIFFERENT IMAGE' button is present. At the bottom, six circular icons indicate accessibility and color difference results: AA (AA), AAA (AAA), AA18pt (AA18pt), AAA18pt (AAA18pt), COLORS PASS (green checkmark), and COLOR DIFF 591 (green checkmark).

Manage Account:

The screenshot shows a contrast checker interface for a 'Manage Account' page. It features a large 'CONTRAST CHECKER' title and 'COURTESY OF ACART COMMUNICATIONS'. Below is a 'COLOR SELECTION' section with 'Foreground' (hex 0A0B0D) and 'Background' (hex FFFFFF) swatches. Sample text sections show '12px' and '18px' sizes. A 'RATIO: 19.69' is displayed. Buttons for 'SEE RGB COLOR', 'SHARE SAMPLE', and 'RESET' are at the top right. A '+ ADD TO HISTORY' button is at the bottom right. The main area shows a preview of the manage account page with a white background and black text. A color palette at the bottom allows selection between foreground and background colors. A 'TRY DIFFERENT IMAGE' button is present. At the bottom, six circular icons indicate accessibility and color difference results: AA (AA), AAA (AAA), AA18pt (AA18pt), AAA18pt (AAA18pt), COLORS PASS (green checkmark), and COLOR DIFF 731 (green checkmark).

Genres:

FOREGROUND
FFFFFF

BACKGROUND
232283

Sample 12px

Sample 18px

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

RATIO: 12.9 + ADD TO HISTORY



Select the foreground or background color from the palette above.

Foreground Background



TRY DIFFERENT IMAGE

Close



FOREGROUND
F1C400

BACKGROUND
1E48A8

Sample 12px

Sample 18px

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonumy eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

RATIO: 4.96 + ADD TO HISTORY

SEE RGB COLOR SHARE SAMPLE RESET



Select the foreground or background color from the palette above.

Foreground Background



TRY DIFFERENT IMAGE

Close



Sort & Filter (unselected – selected is the same yellow as selected Genres):

FOREGROUND
598DD6

BACKGROUND
00358E

Sample 12px
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eiusmod rom
tempor incididunt ut labore et dolore magna aliquam erat volupat.

Sample 18px
Lorem ipsum dolor sit amet, consectetur adipiscing elit

GET FROM IMAGE RATIO: 3.27 + ADD TO HISTORY

Select the foreground or background color from the palette above.

Foreground Background

TRY DIFFERENT IMAGE Close

AA X AAA X AA18pt ✓ AAA18pt X FAIL X COLOR FAIL 249 X

New Release Film Description and Rental Option:

FOREGROUND
B7B4B2

BACKGROUND
090A0A

Sample 12px
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eiusmod rom
tempor incididunt ut labore et dolore magna aliquam erat volupat.

Sample 18px
Lorem ipsum dolor sit amet, consectetur adipiscing elit

GET FROM IMAGE RATIO: 9.61 + ADD TO HISTORY

Select the foreground or background color from the palette above.

Foreground Background

TRY DIFFERENT IMAGE Close

AA ✓ AAA ✓ AA18pt ✓ AAA18pt ✓ COLORS PASS COLOR DIFF 512 ✓

CONTRAST CHECKER

COURTESY OF ACART COMMUNICATIONS

COLOR SELECTION

?

FOREGROUND `FFFFF` Sample 12px **BACKGROUND** `0A0B0D` Sample 18px

RATIO: **19.69**

SEE RGB COLOR **SHARE SAMPLE** **RESET**

+

AA ✓ **AAA ✓** **AA18pt ✓** **AAA18pt ✓** **COLORS PASS ✓** **COLOR DIFF 731 ✓**

Rental Transaction:

?

FOREGROUND `FFFFF` Sample 12px **BACKGROUND** `1E364C` Sample 18px

RATIO: **12.45**

SEE RGB COLOR **SHARE SAMPLE** **RESET**

+

Select the foreground or background color from the palette above.

Foreground Background

TRY DIFFERENT IMAGE

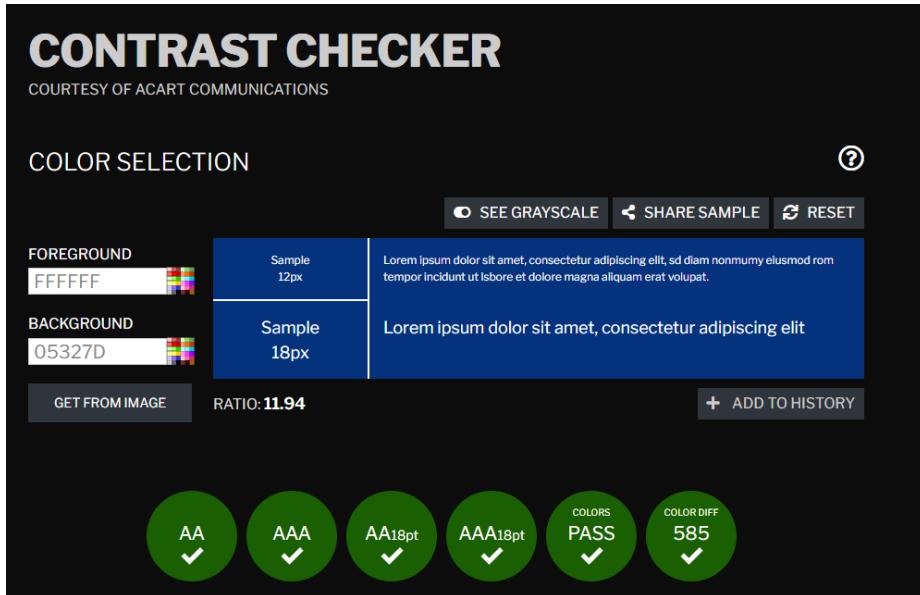
Close

AA ✓ **AAA ✓** **AA18pt ✓** **AAA18pt ✓** **COLORS PASS ✓** **COLOR DIFF 605 ✓**

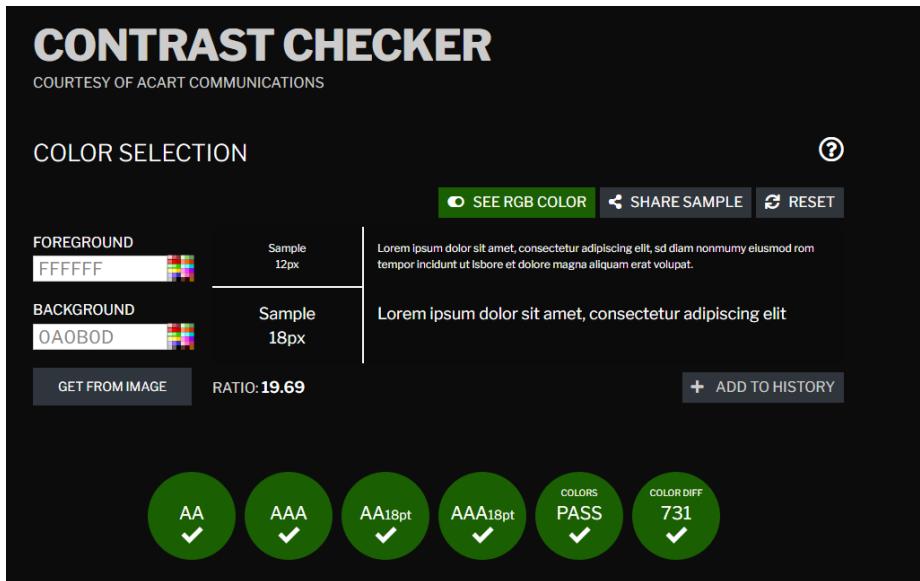
Except for when something is not selected in the Sort & Filter (which is intentional), the site is visually accessible.

2. Colour Contrast:

Home Page, Navigation Menu:



Home Page, Footer:



Login:

The screenshot shows the Contrast Checker tool analyzing a login interface. The foreground color is set to #0F0F15 and the background to #D6D6D6. The text "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eiusmod rom tempus incidunt ut labore et dolore magna aliquam erat volupat." is displayed in 12px font size. The text "Lorem ipsum dolor sit amet, consectetur adipiscing elit" is displayed in 18px font size. A color palette at the bottom allows users to select foreground or background colors. A "TRY DIFFERENT IMAGE" button is present. At the bottom, six circular icons indicate accessibility and color difference results: AA (checkmark), AAA (checkmark), AA 18pt (checkmark), AAA 18pt (checkmark), COLORS PASS (checkmark), and COLOR DIFF 591 (checkmark).

Manage Account:

The screenshot shows the Contrast Checker tool analyzing a manage account interface. The foreground color is set to #0A0B0D and the background to #FFFFFF. The text "Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy eiusmod rom tempus incidunt ut labore et dolore magna aliquam erat volupat." is displayed in 12px font size. The text "Lorem ipsum dolor sit amet, consectetur adipiscing elit" is displayed in 18px font size. A color palette at the bottom allows users to select foreground or background colors. A "TRY DIFFERENT IMAGE" button is present. At the bottom, six circular icons indicate accessibility and color difference results: AA (checkmark), AAA (checkmark), AA 18pt (checkmark), AAA 18pt (checkmark), COLORS PASS (checkmark), and COLOR DIFF 731 (checkmark).

Genres:

Color palette analysis results for the first image:

Color	Hex	Type	Font Size	Text Content
Foreground	FFFFF	Sample	12px	1orem ipsum dolor sit amet, consectetur adipisicng elit, sd diam nonnumy elusmod rom tempor incidunt ut labore et dolore magna aliquam erat volupat.
Background	232283	Sample	18px	1orem ipsum dolor sit amet, consectetur adipisicng elit

GET FROM IMAGE RATIO: 12.9 + ADD TO HISTORY

Select the foreground or background color from the palette above.

Foreground Background

TRY DIFFERENT IMAGE Close

AA ✓ AAA ✓ AA18pt ✓ AAA18pt ✓ COLORS PASS ✓ COLOR DIFF 565 ✓

Color palette analysis results for the second image:

Color	Hex	Type	Font Size	Text Content
Foreground	F1C400	Sample	12px	1orem ipsum dolor sit amet, consectetur adipisicng elit, sd diam nonnumy elusmod rom tempor incidunt ut labore et dolore magna aliquam erat volupat.
Background	1E48A8	Sample	18px	1orem ipsum dolor sit amet, consectetur adipisicng elit

GET FROM IMAGE RATIO: 4.96 + ADD TO HISTORY

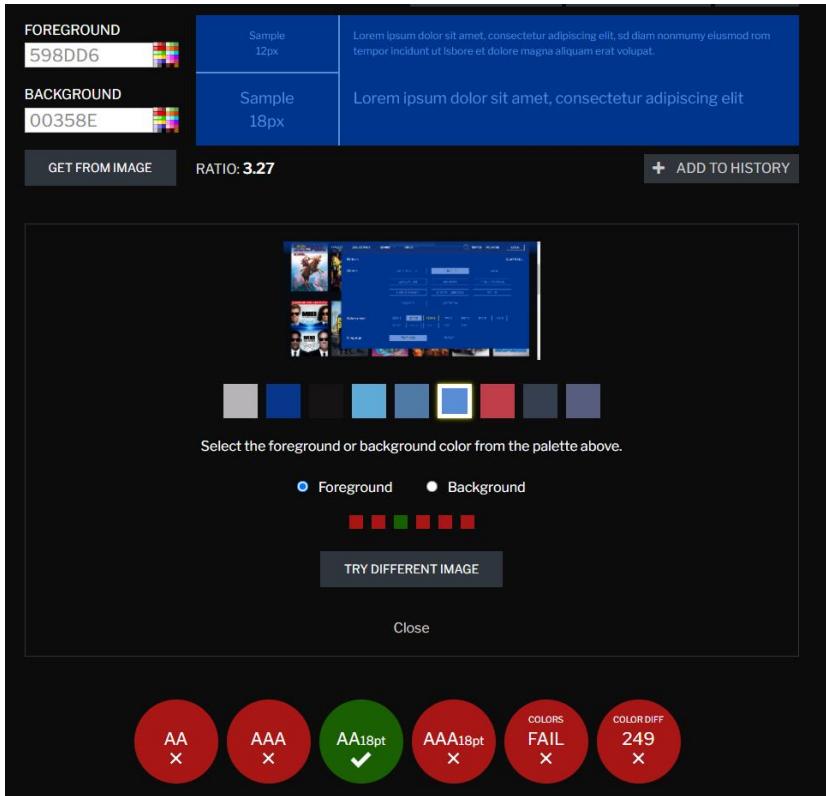
Select the foreground or background color from the palette above.

Foreground Background

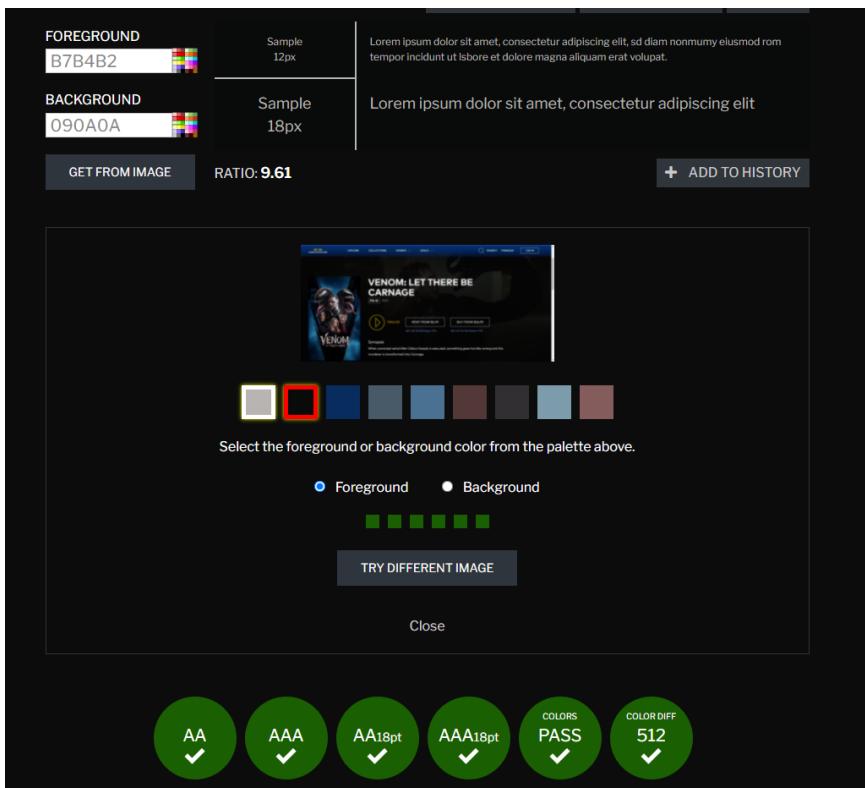
TRY DIFFERENT IMAGE Close

AA ✓ AAA X AA18pt ✓ AAA18pt ✓ COLORS MARGIN ✓ COLOR DIFF 503 ✓

Sort & Filter (unselected – selected is the same yellow as selected Genres):



New Release Film Description and Rental Option:



CONTRAST CHECKER

COURTESY OF ACART COMMUNICATIONS

COLOR SELECTION



SEE GRayscale SHARE SAMPLE RESET

foreground
FFFFFF

Sample
12px

Sample
12px
Lorem ipsum dolor sit amet, consectetur adipiscing elit; sed diam nonummy eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

background
0A0B0D

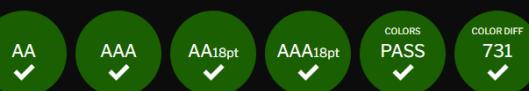
Sample
18px

Sample
18px
Lorem ipsum dolor sit amet, consectetur adipiscing elit

GET FROM IMAGE

RATIO: 19.69

+ ADD TO HISTORY



Rental Transaction:

SEE GRayscale SHARE SAMPLE RESET

foreground
FFFFFF

Sample
12px

Sample
12px
Lorem ipsum dolor sit amet, consectetur adipiscing elit; sed diam nonummy eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

background
1E364C

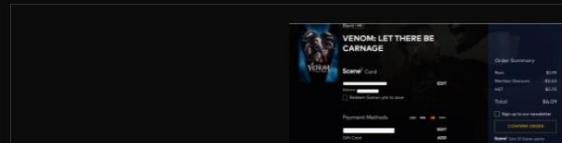
Sample
18px

Sample
18px
Lorem ipsum dolor sit amet, consectetur adipiscing elit

GET FROM IMAGE

RATIO: 12.45

+ ADD TO HISTORY



Select the foreground or background color from the palette above.

Foreground Background



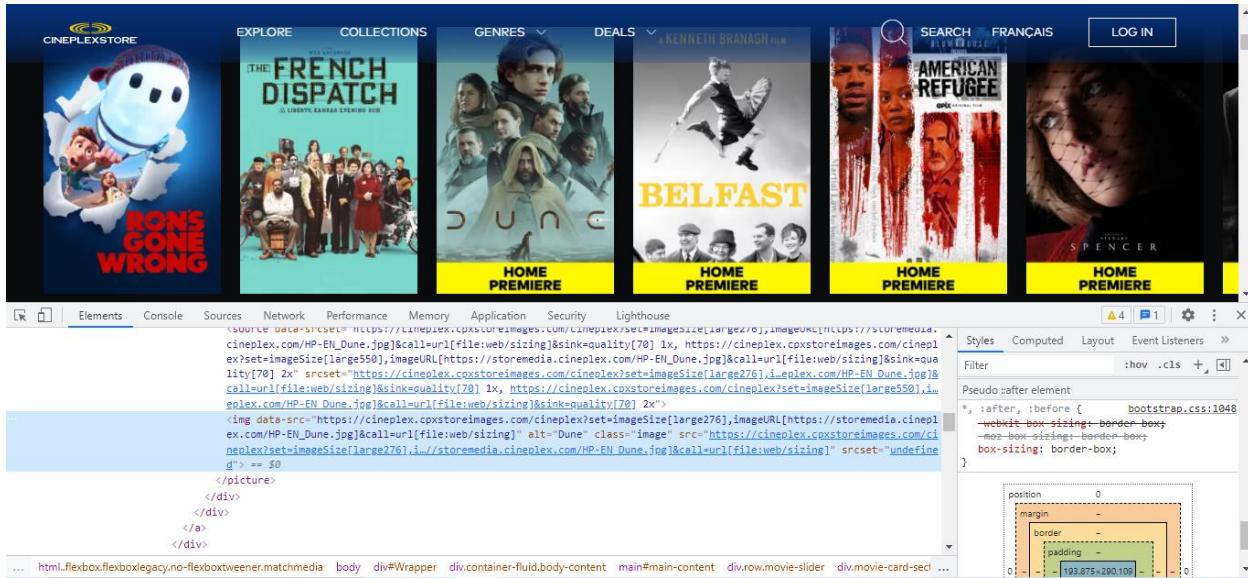
TRY DIFFERENT IMAGE

Close



Except for when something is not selected in the Sort & Filter (which is intentional), the site is colour contrasted.

3. Alt Tags:



Alt tags are present for the images, represented by the movie title – in the example pictured, Dune is the film thumbnail selected and the Inspector shows ‘alt=”Dune”’.

Insights:

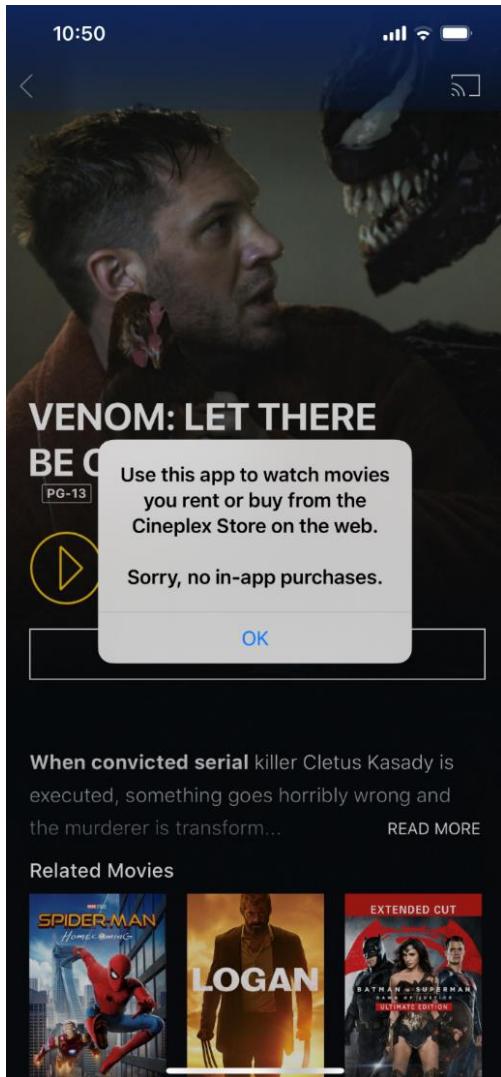
The process of renting a movie on the Cineplex Store site allows for a simple scroll and/or search and is intuitive. The site has a simple design that meets the Usability Heuristics for User Interface Design and Accessibility standards. The fixed navigation header is an excellent feature as it is available to the user no matter what page they are on or how far they have scrolled down. It would be helpful to have something in that top menu that would either go to help, contact us or the footer where all those links are listed since you currently need to scroll to the bottom to access any of that information.

There is a ‘Not on Netflix’ section as you scroll down the home page, more than halfway to the bottom. This could be a heading near the top or even a choice on the top navigation or the carousel. A major deterrent to renting is that users are already paying for subscribed streaming content while a reason for renting is that the movie can’t be found anywhere else, so highlighting this availability in a more visible position on the site is a good idea.

Cineplex has a monthly subscription for their theatre experience (CineClub), so possibly introducing one for their back catalogue of films could help draw in users. CineClub does offer a 20% discount on rentals, but if someone is already paying for a large selection of films on your service, they may be inclined to pay for the Home Premieres and New Releases, as shown by Disney+ with Premier Access, plus Amazon Prime offers both subscriber content and the ability to rent and purchase.

It’s good that the website is easy to use as both the iPhone app and the TV app (on a Samsung Smart TV connected through Apple TV) can only browse titles and view rentals and purchases that are already in the account library. You can’t process a rental or purchase transaction with either the iPhone app or the Apple Smart TV app (*see image below). You need to use the Cineplex Store website for the transaction

so a desktop or laptop are a must when renting a movie through the Cineplex Store. It's possible that there is a charge by Apple for purchases through the app, and/or this is to increase traffic to website. Currently unconfirmed if this is the same for Google Chromecast as I do not have access to one to check. Having the ability to rent or purchase on an app would be best for the user as some may be discouraged if they need to turn on a computer in order to rent something to watch on their TV or iPad.



*image from the Cineplex Store app on an iPhone 12 Pro Max showing a message that there are no in-app purchases and users must rent or buy on the website.