**Part(c):User research - ideas**

**Potential research ideas:**

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**Card Sort** (Possible features and functions for people to sort)

* Print tickets
* Receive electronic ticket
* View showtimes
* View theaters
* Enter gift card
* Purchase ticket
* View currently playing movies
* Check the deals for the day
* Select your seat
* Check Admission price
* View movies that are coming soon
* Use points card
* Check how many points are on points card
* Movie trailers
* Prize draw

**Card Sort Summary Ideas**

* People had the tendency to group things together that followed a logical sequence of events
* In all cases, purchasing the ticket and either printing it off or receiving an electronic ticket were grouped together
* Using checking how many points on points card and using the points card and gift card were grouped together in most cases
* Users had a tendency to group items directly related to the movie together, such as movie trailer and showtimes, or movies coming soon
* There seems to be a pattern of organizing items in terms of category, were the three main categories would be movies, purchasing ticket, and extras
  + In some cases these 3 main categories were split up into more specific subcategories, were extras was sometimes broken down into specifics about the points card and things to do with deals and prize draw
  + Also observed some splitting these 3 main categories up if one aspect of the category seemed like an entity on its own, such as movie trailers

**User research**

**Methods**

To help understand how to create a system for buying movie tickets online that is centered around user experience we can use the competitive product survey from the learn category of IDEO cards. By comparing and conducting evaluations on competitors’ products such as Cineplex or Landmark Cinema, information about functional requirements can be established. Benchmarks for performance and functionality can be discovered from understanding the competition by learning from what is currently working and learning from the competitions mistakes. This method can bring to light proven strategies for success that allow users to have the best possible experience when buying a movie tickets online.

Supplementing information from the competitive product survey method, the card sort method from the IDEO ask category can be used. Asking users to sort cards with possible features and functions of the web page can give insight into how each user expects to interact with system. By analyzing the way in which each user sorted the cards, patterns can be put together to generalize each user’s mental model and understand what the user prioritizes. This information can then be used to create the menus for the web page and to structure the system in a way that will make it both learnable and memorable for the user. Ideally a web page for buying movie tickets should be as intuitive as buying a ticket at the theatre itself, card sort provides information to create an intuitive menu structure with the functions of the web page being right where the user expects them.

The Surveys and Questionnaires method from the ask category of IDEO cards can help attain information about the consumers perspective on the online movie theatre experience. Conducting a questionnaire with a series of targeted questions is quick way to gather a large number of answers from wide demographic of people. The information from the questionnaire can be used to put together patterns and trends that consumers from different demographics have when it how comes how they purchase their movie ticket, to how they decide what movie they are going to see. This method in conjunction with the card sort method can provide a set of functions and features to implement into the web page. The questionnaire will also provide knowledge about who the target audience of the product will be, letting the design be structured around that group of users.

**Summary**

To conduct the card sort method 15 functions and design features were written on cue cards, and potential users were then asked to organize the cue cards into groups based on what made sense to them. Through this process, patterns in which people organized the cue cards into became noticeable. People had the tendency to organize cue cards into groups of items that followed a logical sequence of events. For example, purchasing a movie ticket and either printing the ticket off or receiving an electronic ticket were always put in the same group. In addition, the functions and features of movie trailers, showtimes and movies coming soon were often put in the same group, all of which directly relate to the information people would need when deciding which movie they are going to see. The way people organized the cue cards also fell into a pattern of organizing the cards in terms of category, where the root categories would be movies, ticket purchasing and extras. In most cases functions and features directly relating to a movie itself were group together, while the purchasing aspect and receiving the ticket were in another group. The “bonus” features such as having a prize draw or using a points card were often put into their own group. In some cases, people slightly diverged from this main category pattern by putting the movie trailers feature as its own entity. This information gives an in depth look at people’s mental models and how they would expect to interact with a system where you can purchase a movie ticket online. Generalizing these mental models can then be used to construct our navigation menu for our website, creating a learnable interface for the user.

Based on the 353 responses from the survey we conducted on Reddit.com, as it would best represent the demographic that uses online services, 70% of people that view movies in theaters are between ages 18 to 29. And out of people in that age group, 71% of the people will buy tickets online. 80% of the people will buy food at the theater. So the website will be more tailored to people in that age group. Also, 70% of the people reported that they usually go in the evenings. And out of the people that had preference on the showing type, 71% would watch movies in 2D. Based on this data, our website would prioritize 2D movies that are shown in the evenings. Unfortunately, there are less than 40% of the people that would go to the theater more than once a month. Based on this information, we would need to develop our website in a way that would entice people to go more frequently.

As for Competitive Survey, we studied websites designed by Cineplex and Landmark Cinemas. We conducted a survey on some of their features. For example, the Cineplex website allowed consumers to purchase or rent movies. We asked if anyone purchases or rents movies from theater websites. Out of the 353 responses, 97% of people responded “never”. We also asked if they watch the movie trailers on the theater websites, only 14% of the people frequently watched trailers on theater websites. As for gift card usage, only 36% of people use gift cards when purchasing movie tickets. Based on the data we collected, it’s safe to say that these features will not be a priority when it comes to designing our website.