

Task: 2

Completion Time: 2 minutes

Observed Problems

1. Showtime error message was unclear

- When the user selected 8:00 PM, the small grey box under the button saying “fully booked” was not noticed immediately.
- The user thought the button was simply disabled and did not understand that alternatives existed until the next panel.

2. Alternative showtimes were not visually obvious

- The error message panel (8:00 PM is fully booked, Check 5:30 / 7:00) was text heavy.

3. Seat map legend was not immediately visible

- User hesitated when trying to understand the pricing colours on the seating plan.

4. Accessibility icon meaning was not clear

- The “Hearing-Aid Compatible” icon was understood only after reading the text.

5. Price display lacked context

- The peer could see “Price is 10\$”, but did not know if:
 - this price was per seat
 - this included taxes
 - this updated when selecting multiple seats

6. Feedback for selected seats was not visually strong

- The highlighted seat on the seat map was subtle, so the peer asked *“Did my tap actually select the seat?”*

7. Confirmation screen lacked detail

- “Booking Successful” appeared, but did not show:
 - number of seats
 - time
 - location
- The peer expected more information to confirm accuracy.

Refined HTA:

0. Select seat(s) and view price

1. Open the app

1.1 Unlock phone

1.2 Tap on the Movie Booking app

1.3 Check home screen for “Search Films”

2. Search for the film

2.1 Tap search bar

2.2 Type “James Bond”

2.3 Select the correct film from results

3. Select cinema and showtime

3.1 View available showtimes (5:30 / 7:00 / 8:00 PM)

3.2 Tap desired showtime

3.3 If showtime is fully booked, show message with alternatives

3.4 Choose one of the suggested alternative times

4. Open seating plan

4.1 Load seat map

4.2 Display seat availability using colors

4.3 Show price legend below the map

5. Review availability, prices, and accessibility

5.1 Compare different price zones

5.2 Identify available seats

5.3 Tap accessibility icon to check hearing-aid compatibility

6. Choose seat(s)

6.1 Tap on seat

6.2 Seat becomes highlighted

6.3 Display seat price

6.4 Repeat 6.1–6.3 for additional seats

7. Confirm seat selection

7.1 Review seat(s) selected

7.2 Review total price

7.3 Confirm → Move to payment screen