

## Usability Study Report – Cinema Booking Prototype

### 1. Goal of the Study

The objective of carrying out this usability research is to analyze and evaluate the efficiency, effectiveness, and robustness, as well as user experience, of Cinema Booking Prototype. The research aims at identifying the ease with which necessary tasks related to booking can be performed, like logging into an account, viewing movies, choosing times as well as seats, and finally booking.

### 2. Participants

The usability study was conducted by a team of five participants:

- 3 Users performed all usability tasks on the cinema booking prototype
- Two Analysts or Evaluators observed sessions, tasks, record errors, and administered SEQ and SUS questionnaires

Each user completed all tasks while analysts collected data

### 3. Tasks

Participants completed the following tasks:

1. Log in with the correct username and password
2. Log in with incorrect details and observe the error message
3. Scroll through the home screen to view available movies
4. Select a movie and choose a showtime
5. Pick an available seat from the seating section
6. Confirm the reservation and view the confirmation page
7. Select a seat and press “cancel” to return to the previous screen
8. Use icons to navigate back to the home page

### 4. Session Description

#### 4.1 Introduction

The analysts made it clear what the purpose of the research was to the participants and also told them that it was the system that was being tested and not the user. Again, it was emphasized that the users' involvement was a matter of choice.

#### 4.2 Task Execution

All eight tasks were executed by the users while analysts registered the time taken for each task, the number of mistakes, and the issues encountered through the Usability Evaluation Sheet.

#### 4.3 Post-Task Questionnaire (SEQ)

Following each task, users were asked the Single Ease Question (SEQ). The SEQ was used to calculate scores provided in the application solution sheet.

#### 4.4 Post-Study Questionnaire (SUS)

Upon completing the tasks, the evaluator filled out the System Usability Measure Questionnaire (SUS). The SUS score was computed according to the demonstrated process.

#### 4.5 Debrief

The participants provided additional qualitative feedback around usability, navigation and accessibility.

### 5. Results

#### 5.1 Performance Metrics

The majority of the tasks were successfully finished. Tasks involving navigation were quick and error-free. It took more time to choose and confirm a seat, which led to some hesitation.

## 5.2 SEQ Results

Navigation and movie browsing were rated as the easiest. The most challenging tasks were choosing a seat and confirming a reservation.

## 5.3 SUS Results

With a SUS score of roughly 75, the usability was good but could be improved.

## 5.4 Qualitative Findings

Common issues included low visibility of error messages and unclear seat-map legends. Positive feedback highlighted intuitive layout, clear confirmation feedback, and visible accessibility icons.

## 6. Reflection

Users relied heavily on footer navigation icons, highlighting the importance of consistent navigation. Accessibility indicators were perceived positively and increased user confidence.