

Movie Ticket Booking App | Design Artifacts

Activity 1: Storyboard

1. Dan opens the app and sees a clear home screen with a search bar.
2. He searches “James Bond” and taps the movie card.
3. The app shows available showtimes; 7pm is marked “Fully Booked,” 5:30pm and 8pm are shown as available.
4. Dan selects 8pm; the seat map appears with color-coded prices and available seats.
5. Dan selects two seats; real-time price updates appear.
6. A banner shows that this cinema offers hearing-aid compatible audio.
7. Dan confirms booking, pays, and receives a confirmation screen.
8. Navigation allows him to return to chatting.

Activity 2: HTA | Seat Selection & Pricing

Initial HTA

0. Select seat and view price
 1. Open app and log in
 2. Search for film
 3. Select cinema and showtime
 4. Open seating plan
 5. Review availability and prices
 6. Choose seat(s)
 7. Confirm selection

Refined HTA

Plan: Do 1 > 2 > 3 > 4 > 5 > 6 > 7 in fixed sequence.

1. Open app
 - 1.1 Tap app icon
 - 1.2 Wait for loading
2. Search for film
 - 2.1 Tap search bar
 - 2.2 Type film name
 - 2.3 Select film from results

3. Select cinema and showtime
 - 3.1 View showtimes
 - 3.2 If chosen time is booked → display alternatives (cycle until available)
 - 3.3 Tap an available time
4. Open seating plan
 - 4.1 Load map
 - 4.2 Show accessibility info
5. Review availability and prices
 - 5.1 Check seat legend
 - 5.2 Compare prices by color gradient
6. Choose seat(s)
 - 6.1 Tap available seat
 - 6.2 System highlights and updates price
 - 6.3 Optional: deselect seat
7. Confirm selection
 - 7.1 Tap confirm
 - 7.2 Proceed to payment screen

Notes from Peer Observation

- Confusion: identifying accessibility icons.
- Delay: locating legend for seat colors.
- Fixes: improved icon clarity; move legend adjacent to map.

Activity 3: Low-Fidelity Prototype – Summary

Prototype includes:

- Home browsing screen
- Movie showtime page with error recovery for booked slots
- Seat map with color-coded pricing and clear legend
- Accessibility banner for hearing-aid compatible cinemas
- Payment flow with confirmation

Evaluation Findings

Criteria Used:

- Accessibility, navigation clarity, error handling, system feedback

Issues Found:

- Some icons unclear without labels
- Seat map price gradient initially confusing
- Accessibility banner needed higher contrast

Recommendations:

- Add labels near icons
- Improve gradient legend
- Add stronger visual alert for accessibility confirmation

Reflection:

The prototype supports hearing-impaired users by emphasizing visual cues, providing clear error messages, and maintaining strong navigation feedback.