

**** Actions that the user did**

Me: Have you bought movie tickets on AMC websites before?

User: Yes.

Me: How often have you bought it before?

User: Just once.

Me: When would you find yourself buying any movie tickets online?

User: Um... maybe sometimes I want to watch the movie.

Me: Who makes the decision related to buying movie tickets online?

User: I made the decision.

Me: Would anything influence in your decision making?

User: Um... you mean the decision that I choose to buy online?

Me: Yes, buying movie tickets. Anything influence you?

User: Um... I think if the user experience is very bad on the AMC website, I probably won't choose to buy it online because I don't want to waste my time.

Me: Are there any other websites you use for buying movie tickets?

User: No. I just tried AMC.

Me: Okay. So, your goal today is to buy the movie ticket of The Invisible Man through the AMC website and you have to be verbal about what you are doing in every step.

****(User started to do the task.)**

User: Okay. I'm now on the homepage of the AMC website. Obviously, there's a menu bar on the top of the website and there's See A Movie... so I choose the See A Movie. And then there's other submenu here... um...yeah... there's The Invisible Man because it's the popular movie now and I clicked on The Invisible Man.

****(User clicked on The Invisible Man and got into Movie Information page.)**

User: And here is a red Get Tickets button and then I clicked on it.

****(User clicked on the Get Tickets button and got into the Movie Showtimes page.)**

User: And now I can choose which theater I want to buy my ticket, and also there's lots of... um...time I can choose to have my movie, and now I choose to watch at the AMC River East21.

Me: Why did you choose this location?

User: I think it's the nearest from my place and I think the AMC website will give me the nearest theater based on the location, and then I choose to watch it on 7:45 pm and I click on the time.

Me: Why did you choose that time? Like in the afternoon?

User: I like to watch the movie after dinner, so I think it's a good time to have a movie.

****(User chose the theater at AMC River East21 and the time at 7:45pm and got into the Select Seats page.)**

User: And then here's is the picture... and I think it's about the seats at that theater, so I can choose where I can seat. Um... so I would like to choose to sit in the center and maybe a little bit back of the theater. When I click on the seat where I want to sit...

Me: Why do you like to sit in the back?

User: I think it's more comfortable... I don't need to watch the screen on my head. And continue.

****(User clicked the Continue button and get to the Select Ticket Type page.)**

User: And here I can choose how many tickets I want, so I choose one adult, and then continue.

****(User clicked the Continue button again and get to the Food & Drink page.)**

User: And here is the page that I can choose whether to add some foods... now I don't like to have food in the movie theater, so continue...

****(User clicked the Continue button and got into the payment page.)**

User: And here is the page that I can purchase my tickets, so I just entered my contact info and payment info, so that I can finally purchase my tickets online. That's it.

Me: Okay. Thank you. Thank you for your time.