

**** Actions that the user did**

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

User: No.

Me: Have you bought movie tickets on any other websites before?

User: Yes.

Me: How often have you bought it before?

User: Last time I bought is one year ... about one year ago.

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

User: I don't know.

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

User: Usually is with my friends or my boyfriend. We will decide it where we want to go.

Me: Would anything influence in the decision making?

User: Depends on my like... my mood. What's the new movies right now are available to watch. Usually if there's a movie that is interesting or there is my favorite actor... then I will go to watch a movie.

Me: Does anything particular influence you while choosing movie ticketing website?

User: Not really. Um... locations that I would see. Most of the time I will go AMC, and that's' ...how my behaviors look like.

Me: Okay. 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. I will interrupt you if I see anything interesting.

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

User: Okay. I'm now on the AMC official webpage. And I'm going to start with a See A Movie table pad...um... and then here The Invisible Man... I saw it.

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

User: I'll see what things are on this page. First, I'll review the page, and then I will click the Get Tickets button.

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

User: Um... do I need to pick a time for them?

Me: Yes, pick the time you want.

User: Okay, so I will choose the day I want to go. For example, Saturday, and I will check my scheduled time... so 3:45pm.

**** (User chose the theater at AMC River East21 and the time at 3:45pm)**

Me: Why did you choose this location?

User: Because my friend lives close to that location. Usually if the location... um... the location is important... and I usually pick those places that close to my friends or where we are easy to go.

Me: Any particular time that you prefer to watch a movie?

User: I would see... not in the morning definitely, but late afternoon or in the evening.

**** (User clicked the showtime button and got into the Select Seats page.)**

User: I picked the time I want to see the movie. I assume my friend and I will go together... and I will usually pick the seat in the back... so um... the two seats will be M9 and M8.

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

User: And then I will choose two adults and then continue.

**** (User clicked the Continue button again and get to the Food & Drink page. User didn't do any action on the Food & Drink page)**

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

User: Um... so there's a convenience. I don't have a membership... so I can not purchase directly, right? So, I will put my information here, my contact info and my payment info and then purchase it.

**** (User put the cursor on the Purchase button.)**

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

User: No problem!