Introduction	**Title:** Creating a Showtime check-in app for CineConnect **Author:** Maria Paz Paredes Lagos, UX researcher at DesignLife. Email: Maria.Paredes@design.life **Stakeholders**: CineConnect's users, CineConnect's CEO and CFO **Date**: 2023/07/15 **Project background**: The app will provide users with a convenient way to check in for their movie, purchase tickets, view showtimes, and access additional information such as movie details and theater amenities. The app's goal is to enhance the user experience, streamline the ticketing process, and improve the overall customer experience. **Research goals**: The primary goal is to understand user preferences, needs, and pain points when it comes to checking in for a movie and using a mobile app for ticketing purposes. The insights gained from the research will inform the design and development of the showtime check-in app, ensuring it meets user expectations and addresses their requirements effectively.
Research questions	- How do users currently check in for a movie at the theater? - What are the main challenges or frustrations users face during check-in? - What features and functionalities do users expect from a showtime check-in app? - How do users prefer to purchase movie tickets: online, at the theater, or through a mobile app? - What information do users typically seek when viewing showtimes? - How do users prefer to receive their tickets: digital or physical?
Key Performance Indicators (KPIs)	- Time on task: how much time do users spend buying a ticket? - User error rates: how often do users get stuck purchasing tickets? - Conversation rates: How many users decide to purchase their tickets? - System usability scale (SUS): a questionnaire to know user satisfaction with the check-in app
Methodology	- Unmoderated usability study - Location: Canada, participants will go through the usability study in their home - Date: session will take place between July 20-30 - Participants will be asked to perform tasks on a prototype of the showtime check-in app to evaluate its usability, identify potential issues, and gather feedback on a specific feature - Each session will last for 30-45 min.

Participants	- Participants are anyone who goes to the movie theater at least once a month - Participants need to reside in the urban areas and suburban areas - Participants should be between 16 to 62 - Participants should include an even distribution of gender across the spectrum and people with different abilities including: 1 user isn't fluent in English 1 user with visually impaired 1 user with assistive technology - Incentive: Two tickets for any movie in the movie theater
Script	- Can you describe how you typically check in on a movie at the theater? - What challenges or frustrations have you encountered during the check-in process? - Is there anything that currently prevents you from using mobile apps for movie ticketing? - Prompt 1: From the home screen, create a profile - How easy or difficult was it to create a profile? Would you like to change anything in the process? - Prompt 2: Choose a movie and get the tickets - How easy or difficult was it to get a ticket for the movie? Would you like to change anything in the process? - Prompt 3: Add the information for the ticket: date, location, and seats - How easy or difficult was it to add this information? Would you like to change anything in the process? - Prompt 4: Invite your friends feature - How easy or difficult was it to use the "invite your friend feature? Would you like to change anything in the process? Would you use it in real life? - Prompt 5: Confirm and checkout - How easy or difficult was it to confirm and checkout? Would you like to change anything in the process? - Have the participant complete the system usability scale. Participants are asked to score the following items with one of five responses that range from Strongly Agree to Strongly disagree - I think that I would use this app frequently - I found the app unnecessarily complex - I thought the app was easy to use - I felt confident using the app - I would imagine that most people would use this app