

## Human Computer Interaction CM2101 - Assessed Coursework

**Question 1**

a) The application I have chosen is a cinema and film finding app. The primary purpose of the app will be to search for and find information about films currently being shown based on a chosen cinema.

b) Luucy is a 20 year old student who enjoys her films. She is always on Netflix watching all sorts of films while she does her uni work. However, sometimes Luucy wants to watch new films and enjoys the big screen experience so he goes to the cinema.

Luucy gets fed up of going to the same old places though and would like an application that not allows here to find all of the cinemas that are nearby before looking at what films are available to watch there. Once she has selected the cinema and has a list of movies being show she would like to then be able to select a film to view more information about it. Choosing the cinema and then viewing more information about some of the films shown there is the primary purpose of the application for Luucy. She would also like to have the option to book tickets in the app, however, her schedule often changes so it would be really helpful if she could cancel bookings too.



## Question 2

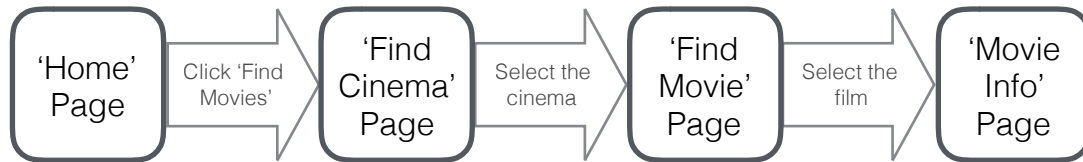
**Basic flow:** Looking for films at a given cinema

Click the 'Find Movies' button on the home screen

Select the cinema to view film at

Select film from list of films at selected cinema

View information such as title, summary, ratings and viewing times for the chosen film



**Alternative use case 1:** Booking a cinema ticket

**Precondition:** The user is logged into their account on the app

The user has found a film and is on the film information page

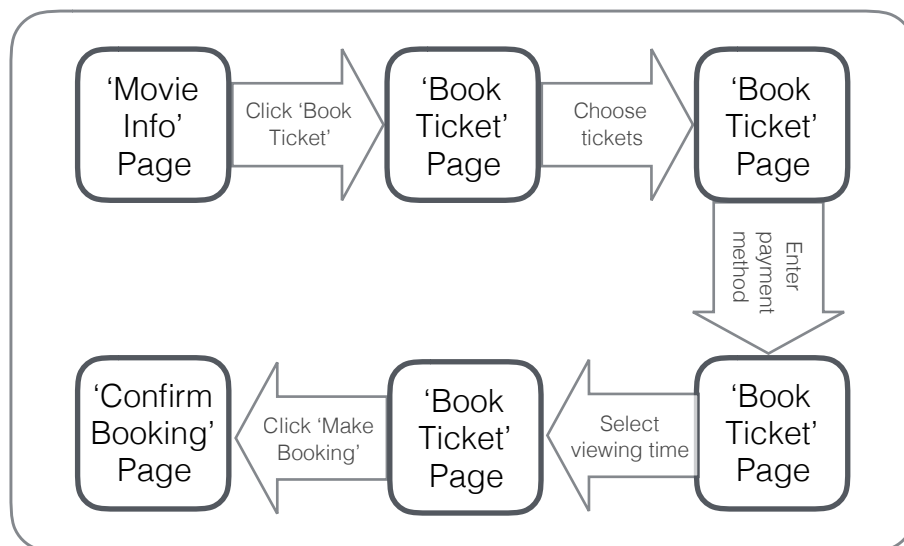
Click on the 'Book Ticket' button

Choose how many tickets you want

Select payment method

Pick the movie viewing time

Click 'Make Booking'



**Alternative use case 2:** Cancelling booked tickets

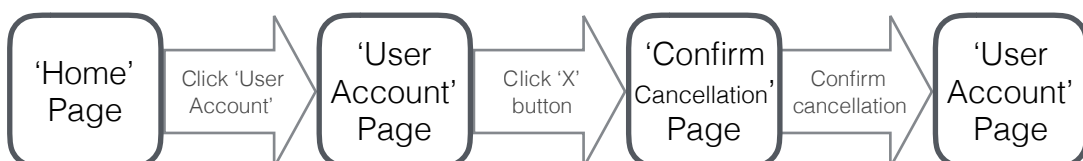
**Precondition:** The user is logged into their account on the app

The user has ticket bookings for future films

Navigate to the user account page

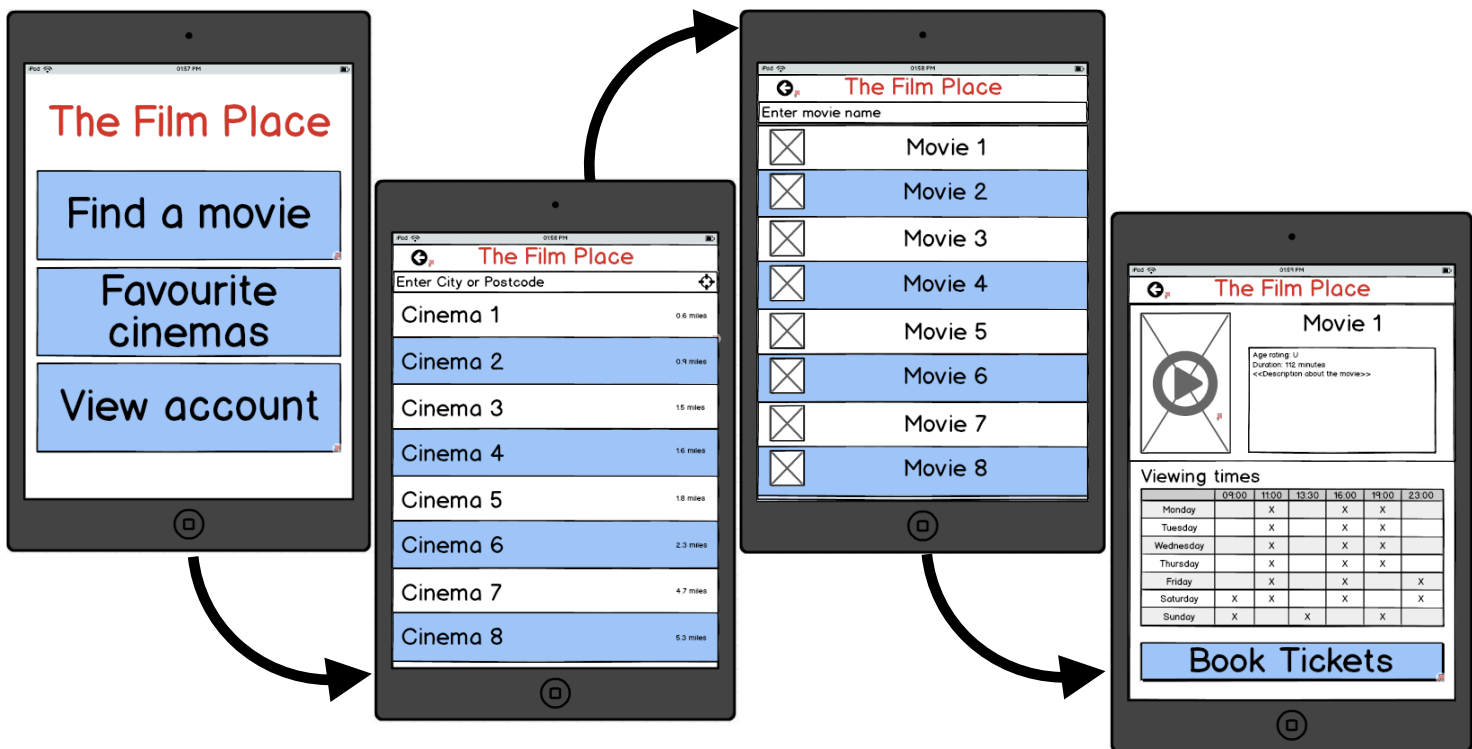
Find the list of future bookings on the account page and click the 'X' button next to the booking that needs to be cancelled

Confirm the booking cancellation.



## Question 3

### Basic flow



#### Home Screen

The home screen has been kept as empty and as uncluttered as possible to make it really simple and easy to understand. The only main interface elements on these 3 pages are the 3 buttons. These have been made large to make sure that the users focus is drawn to them as these are the starting point for any flow in the app.

They are also coloured using a blue colour, this will be maintained throughout the app when indicating something to be interacted with, such as a button.

#### Find Cinema Screen

The find cinema screen is used to select the cinema to view the film at, it presents a list of all of the local cinemas based on the users current location, listing the closest first. The users information can be input in one of two ways. The first is by typing in a City name or a Postcode, the alternative way is by clicking the target icon which will discover and use the users current location.

The generated list is sorted so that the closest cinema is displayed first, the list items also alternate background colour between blue and white, this again is to reinforce interactivity and indicate that they can be clicked on. Only alternate items in the list are blue because the striped effect makes quickly reading the list easier.

There is also a back button on the top left to allow the user to navigate back to the home screen.

#### Find Movie Screen

The find movie screen is used to choose a movie to see more information about from a list of movies for a given cinema. The movies are sorted alphabetically so it is possible to scroll through the list to find the movie you want, or to speed up the process, the list can be filtered by typing a search term into the search bar at the top.

Like with the find cinema screen the background colours of the list items alternate between blue and white, again to maintain the message that these items can be clicked and interacted with.

This screen also has a back button so that the user can easily get back to the find cinema screen, it is in same place to maintain familiarity with the app and also consistency in design.

### Movie Information Screen

The movie information screen is where the user is taken to find more detailed information about a movie, including its description.

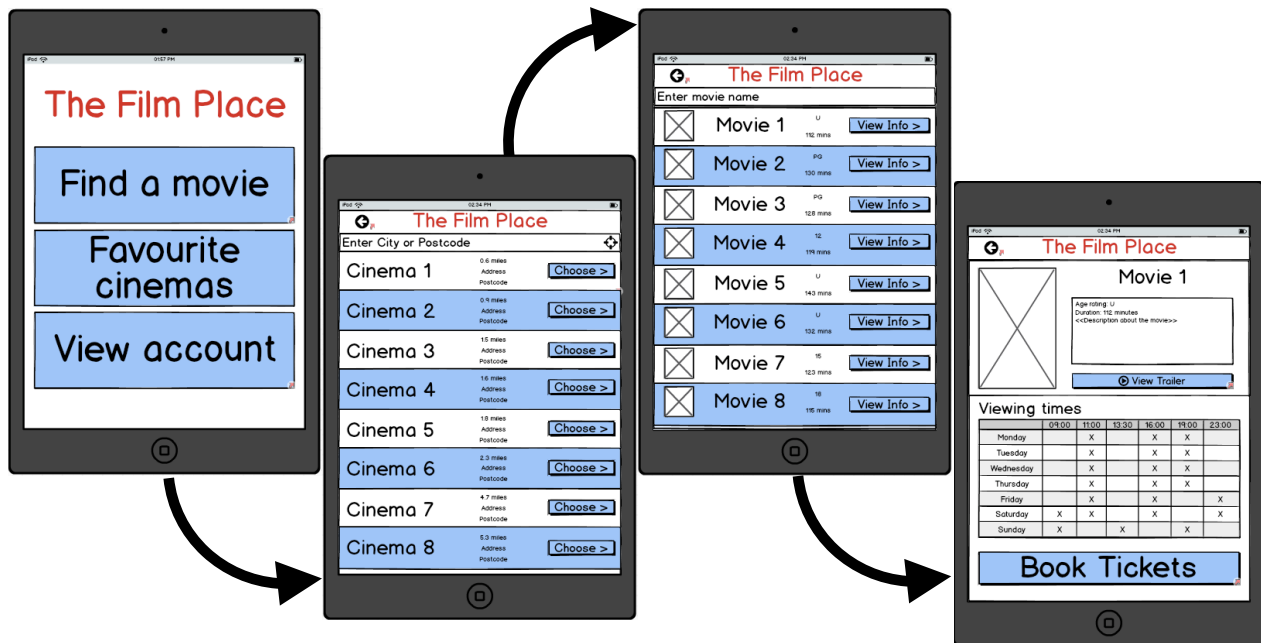
Naturally this page needs to hold a lot of information, sections have been used to simplify the layout of the page allowing the user to focus on one subset of the information at a time. There are 2 main sections on this page, the movie information and the movie viewing times. They have been grouped like this because the user will not rely on information from the other section while reading either section.

The movie image is also used as the link to the trailer, this is symbolised with the play symbol that is layered over the top meaning the user should link it with playable media but it also reduces clutter on the screen by not having a separate "View trailer" button.

The viewing times have been laid out in a table format, this means the information is separated with lines which makes it easy to read the days and times of the viewings. The viewing times also show a weekly schedule for the viewings, this means that the user can very easily find out future viewing times without requiring lots of interaction. It also means they are not required to remember too much information if they wanted to compare the viewing times on different days.

Again the back button is persistent to give the app familiarity and the easy ability to backtrack.

## Basic Flow - Alternative



The alternative design is more verbose and relies less on the instincts of the user to click on names and title without direct instruction.

### Home Screen

The homepage is the same as in the original flow as it is already very self explanatory and doesn't need any clearer direction on how to navigate it. The button themselves are clear enough to convey the navigation.

### Find Cinema Screen

On this page I have added extra information onto the list items in the form of the address and postcode for each cinema so the user has more detail to make a more informed choice. I have also added a button onto each list item, this means the user can see that clearly that the item needs to be clicked in order to advance the flow. The buttons are again in blue to reinforce they need to be interacted with.

### Find Movie Screen

This page also like the other page had extra information added to it, this time in the form of the age rating and the movie duration so the user can again make more of an informed decision. The extra buttons have also been added to this so that the user again knows the list item must be clicked to advance the flow. And again to maintain the familiarity the buttons are blue to show they can be interacted with.

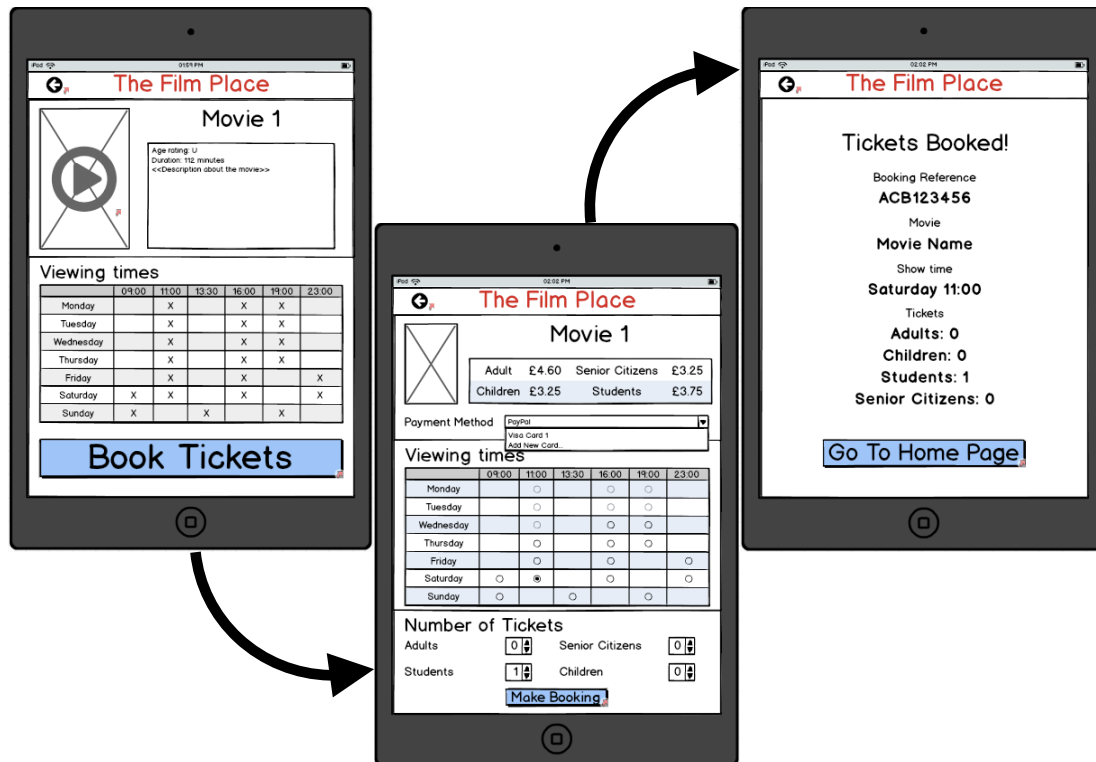
### Movie Information Screen

The only change on this screen was to add in an extra button to view the trailer instead of having it accused by the movie thumbnail. This is so that it is more obvious to any user how the trailer is viewed because the play symbol overlaid on the thumbnail may be missed by some users.

### Comparison

I think the original design is the more successful one. Although it may be useful to the user to be able to see the additional information that the alternative view supplies it also makes the screen quite cluttered and hinders the readability of the screen. The buttons directly indicating the navigation would be useful if the navigation concept was a new one, however it is the navigation style used on most similar tablets and so should be intuitive to the user.

## Alternative Flow 1



### Movie Information Screen

This is the same movie information as in the basic flow so the same analysis applies.

### Ticket Booking Screen

This screen is used to book the tickets for a movie. It follows a similar layout to the movie information screen and has the thumbnail and movie name in a very similar place, but this view has sections in order to help the user focus on one easy to use area at a time. On the top section there is a pricing grid that uses a table, the guides provided by the table make it easy to read. The viewing times still has the same table layout but the markers have been changed to radio buttons to allow the user to select the day they wish to view the show on. The colour scheme of the table has also changed from the alternating grey and white to alternating blue and what, this is because the table is can now be interacted with and accepts user input, therefore keeping the familiarity of using the blue colour for things that can be interacted with.

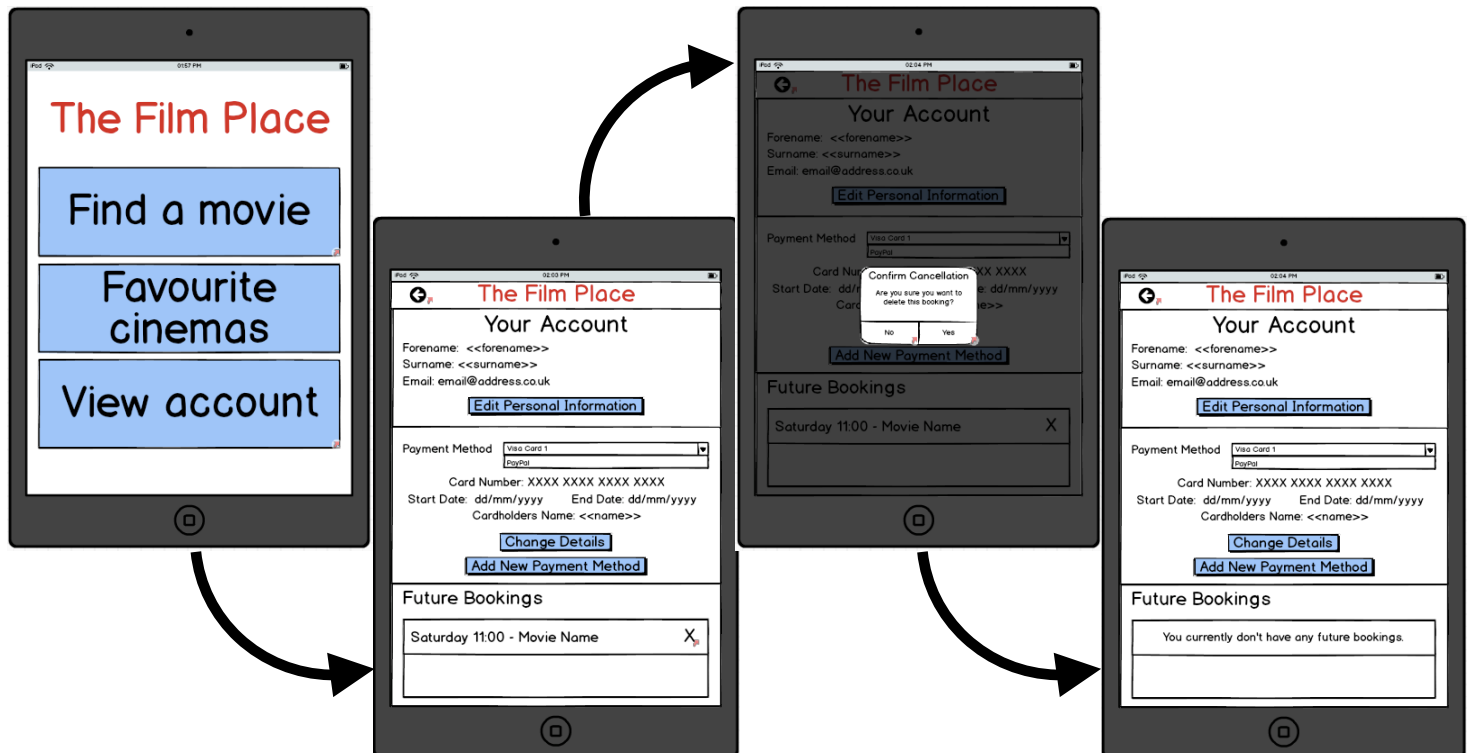
Again the back button is used in the top left of the screen to allow the user to still easily get back to the previous page and maintain navigational consistency as well as reinforcing familiarity in the program.

### Booking Confirmation Screen

This screen is to inform the user that their booking has been successful. It has been designed very simply and only contains the information that the user needs to know about their booking. The very simple and spaced out view makes it easily readable and understandable by the user and the use of the bigger font for the booking details compared to the labels allows the user to see the important information about the booking at a glance.

The "Go To Home Page" button is very prominent at the bottom of the screen because it is the only flow of navigation from this page, it also has the blue background colour because it is can be interacted with by the user and maintains app familiarity through the colour scheme.

## Alternative Flow 2



### Home Screen

This is the same home screen as in the basic flow so the same analysis applies, in this flow the “View account” button is selected instead of the “Find a movie” button.

### User Account Screen

This screen is used to show an overview of the users account. It is divided up into 3 sections; user information, payment methods and future bookings. The use of sections allows the user to focus on one area of the screen without needing or being distracted by other parts of the screen.

The payment method section makes use of a combo box to allow the user to select a payment method; only the selected payment method appears on the screen meaning the view is simpler and less cluttered.

The Future Bookings section has a container inside it that lists all of the upcoming bookings, if there are more bookings than can fit in the container the overflow will be handled using scrolling inside the container so that all of the sections still fit on the screen and it is still not too cluttered.

Each future booking list item has an ‘X’ marker on the right, this is what the user would click on to cancel the booking. This is very intuitive because the ‘X’ is used for many things in both the virtual and the physical world to represent closing or cancelling something.

Like in the other screens the back button is also in the top left hand corner, this maintains the apps familiarity and consistency and lets the user easily get back to the home screen.

### Confirm Cancellation Screen

This is a final chance for the user to stop before they cancel their booking. This screen is just a pop up alert on top of the user account screen. The user can see the account page behind the alert so they can still have a bearing of where they are in the app and don't feel like they are being pushed around to many pages. But, the design is very simple and brings the users full attention on the alert by fading out the account screen using a translucent grey filter. It is also easy to navigate because the user is asked a simple yes or no question and the answers ‘Yes’ and ‘No’ appear very clearly underneath it.