Usability Testing Report: Cinema Booking Prototype

1. Goal of the Study The goal of this usability study is to evaluate the efficiency, effectiveness, robustness, and overall user experience of the Cinema Booking Prototype. Users completed essential booking-related tasks, such as logging in, browsing movies, selecting seats, and confirming reservations.

2. SEQ (Single Ease Question) Results The average SEQ score across the completed tasks was approximately **6.13 out of 7**, indicating that users generally found the tasks very easy to complete. The only task with difficulty was Task 7 (Cancel action), where some users rated it lower. 3. SUS (System Usability Scale) Results Calculated SUS scores: **95.00, 97.50, 95.50** Overall Average SUS Score: **96** According to SUS interpretation standards, a score above 80 indicates excellent usability. A score of 96 places the prototype in the "A+ / Best imaginable" usability category. 4. Qualitative Findings • Users mentioned smooth navigation and clear layout. • Error message handling was understood easily. • The Cancel function caused confusion for some users. 5. Key Insight One important insight: users relied heavily on visual navigation cues such as footer icons, highlighting the value of consistent and accessible navigation paths.