

Movie Theater Ticketing App Usability Study

13/07/2022

Team

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Study Details

Project Background

We are creating a mobile theater ticketing app for customers to be able to purchase movie ticketing online. We want to create a product that can compete in the market, provide movie details and trailers so that customers can easily select a movie based on their preference. The app will provide nearby theater features, seating selection features and pre-order snacks to go with their movie. All of this will help the customer to avoid long queues at the theater. The app will have a secure checkout process with multiple payment options. The customers can access the tickets QR code easily to show at the theater during check-in.

Study Details

Research Questions

1. How often does the person go to the theater to watch a movie?
2. How often does the person purchase theater tickets online?
Are they able to successfully purchase tickets online?
Are there any parts of the ticket purchasing process where users are getting stuck?
3. Is the payment process easy for the customer?
4. Were they able to find the movie and specific details they were looking for?

Participants

5 participants

- Participants are anyone who goes to the theater to watch a movie at least once a month.
- Participants need to reside in areas with movie theaters
- 2 Male 3 Female age (20-60)

Methodology

25-30 minutes

Canada

Unmoderated usability study

Users were asked to purchase movie ticket on a low-fidelity prototype.

Prototype / Design Tested

Low-fidelity prototype for movie theatre ticketing app was tested and can be viewed at this link:

<https://www.figma.com/proto/Dm6adlldeNw2xu6bODV6m7/movie-ticketing-app?node-id=14%3A11&scaling=scale-down&page-id=0%3A1&starting-point-node-id=14%3A11>



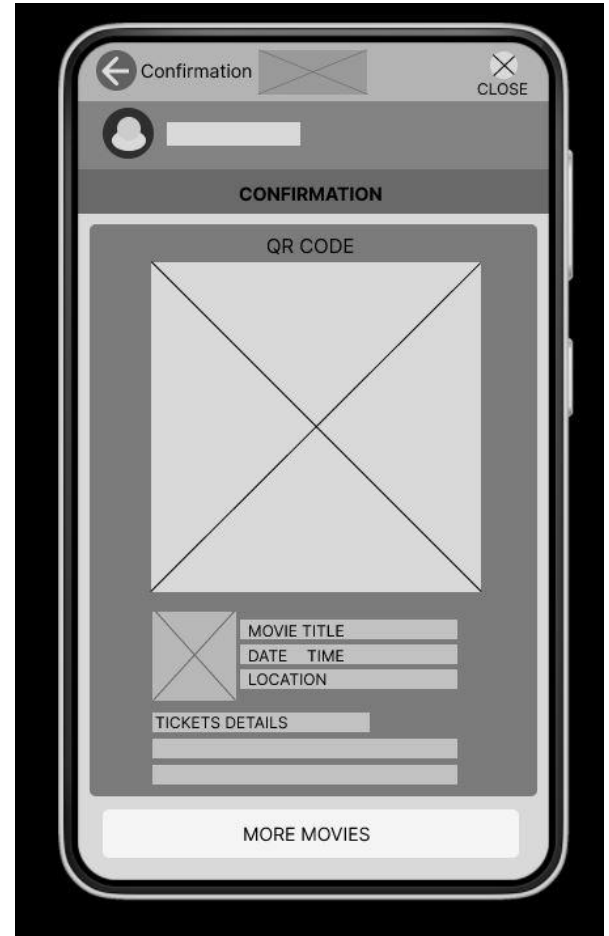
Themes

People want clear homepage button

Supporting evidence from the usability study.

- 4 out of 5 participant were confused about how to go to homepage from confirmation page
- 3 out of 5 participant want a homepage icon or a button that clearly says 'home' to go to homepage
-

“ "more movies" button is confusing on the confirmation page” Participant 1



People want to be able to adjust movie image size

Supporting evidence from the usability study.

- 3 out of 5 participant found the movie images to be too big.
- 3 out of 5 participant want an option to reduce image size or change the movie image display feature.

“Movie images are too big for me. I feel claustrophobic. It would have been nice to reduce the size of the images” Participant 5

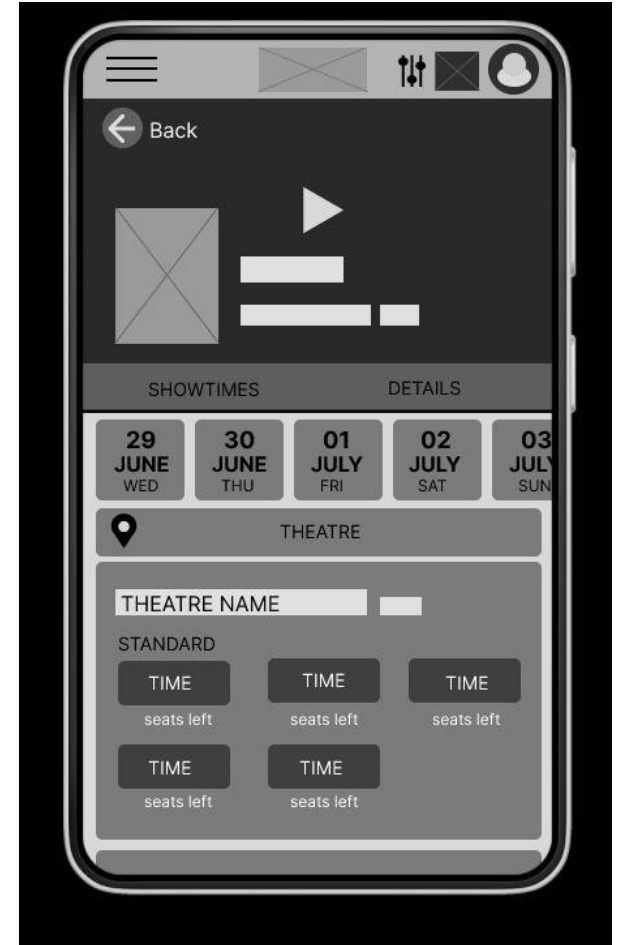


P2=People want to have an easier way to select date

Supporting evidence from the usability study.

- out of 5 participant found the date scroll bar confusing
- 3 wanted a calendar view for selecting date

“The date scroll was looks nice but it would have been better if it had an option of a calendar date view to make selection easier”
Participant 3



Insights & Recommendations

Research insights



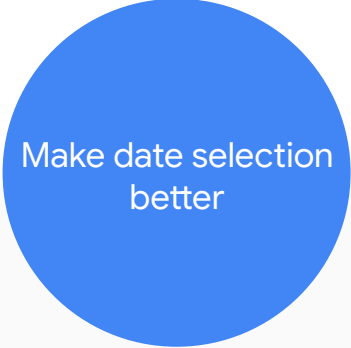
Clear indication of
homepage

Clear indication of how to
get to homepage from
confirmation page



Customization

Making the design more
accessible by giving
option to re-adjust image
size



Make date selection
better

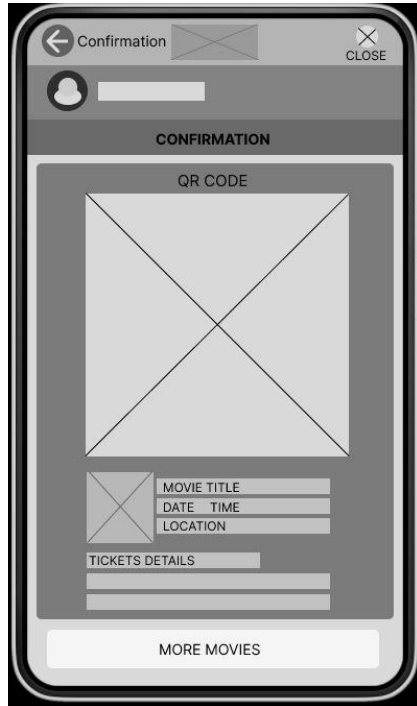
Make date view bar in a
calendar view to give
users more options and
make the design more
intuitive

Recommendations

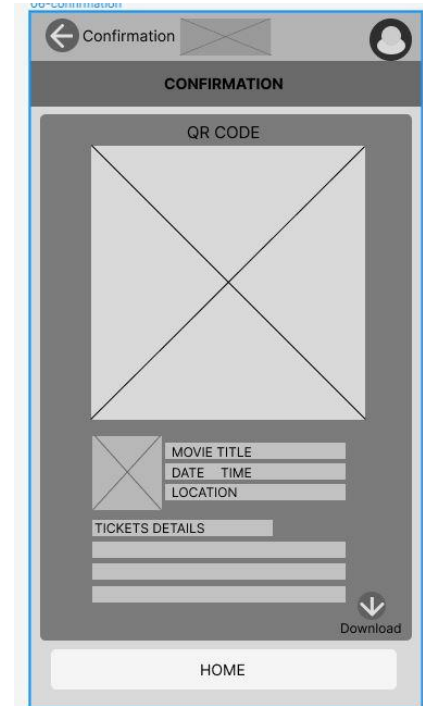
- Replace 'more movies' with 'homepage' button to avoid confusion
- Add an size adjustable filter on the homepage
- Change date scrollbar to a calendar view

PO= People want clear homepage button

Before

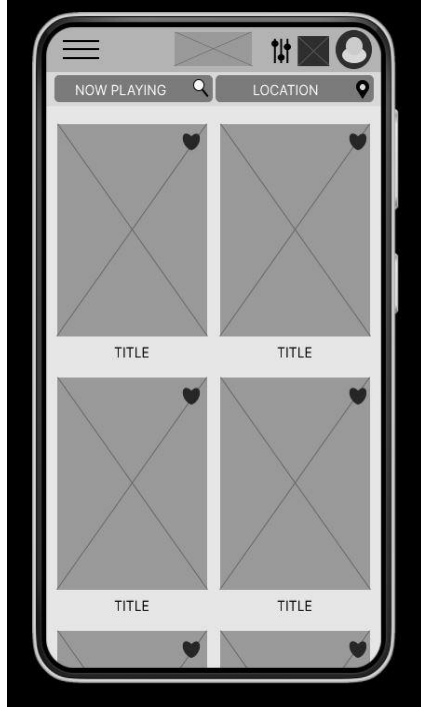


After

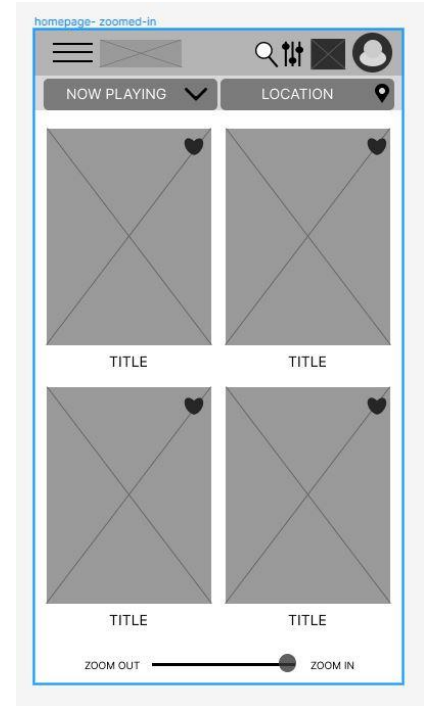
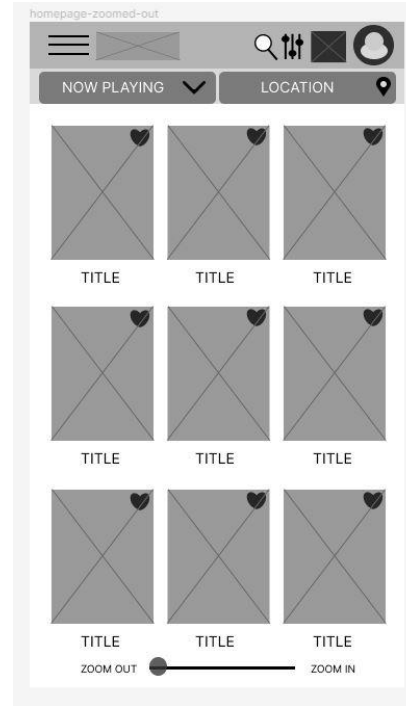


P1= People want to be able to adjust movie
image size

Before

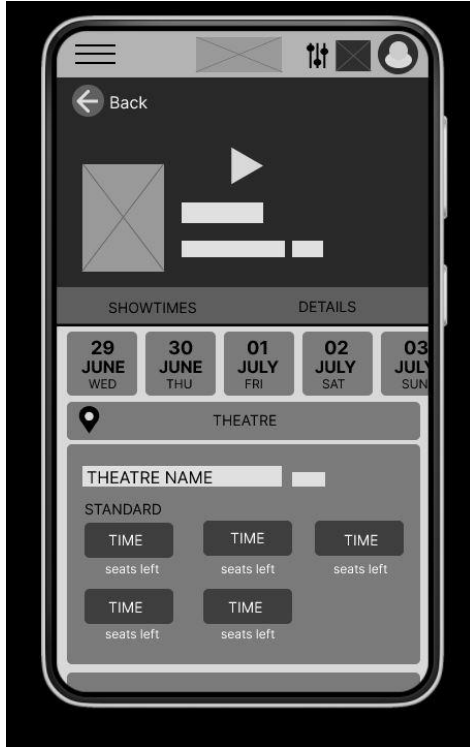


After

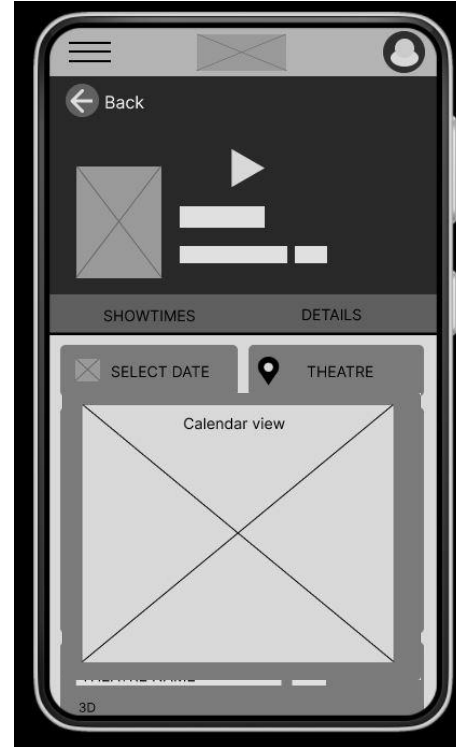


P2=People want to have an easier way to select date

Before



After



Next steps

- Connect wires in prototype to make the design working
- Create high-fidelity prototype
- Test high-fidelity design with users

Thank you!