Introduction	• **Title:** Creating an mobile theater ticketing app • **Author:** Sehrish najam, UX Researcher, Email: sss@sss.ss • **Stakeholders**: for everyone • **Date**: 06/23/2022 • **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. • **Research goals:**We would like to figure out what specific difficulties users encounter when they try to complete the checkout tasks and have enough details provided to easily select a movie. We would like to figure out how often the people purchase tickets from the app.
Research questions	• How often does the person go to the theater to watch a movie? • 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? • Is the payment process easy for the customer? • Were they able to find the movie and specific details they were looking for?
Key Performance Indicators (KPIs)	• Conversion rates: How many people were able to complete the purchase • Time on task: how much time does a users spend purchasing a ticket • System Usability Scale: a questionnaire to evaluate customer feedback
Methodology	• Unmoderated usability study • Location: Canada, remote (participants will go through the usability study in their own homes) • Date: Sessions will take place between June 23-30. • 5 participants each will complete the study on their own. Each participant will then complete a questionnaire on their experience. • Each session will last for 25-30 minutes

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) 2 users of assistive technology (closed captions, reminder alarm) - Incentive: $50 Dinnercard at their favorite restaurant.
Script	- Prompt 1: From the home screen, Select a movie you are interested in watching. - Prompt 1 Follow-Up: How easy or difficult was it to select a movie? Did you find the movie details you were looking for? Is there anything you would change about the process? - Prompt 2:Pick a date and time to watch a movie and select a theater near you. - Prompt 2 Follow-Up: How easy or difficult was it to select time and date? Were you able to find a theater near you? Is there anything you would change about the process? - Prompt 3:Enter the number of tickets you want to purchase and select seats. - Prompt 3 Follow-Up: How easy or difficult was it to enter a ticket number according to age?Did you find the necessary information you needed to select seats? Is there anything you would change about the process? - Prompt 4:Add payment details to complete the checkout process. - Prompt 4 Follow-Up: How easy or difficult was this task to complete? Were you able to select the different payment options? Is there anything you would change about the process? - Prompt5: From the homescreen access the tickets you purchased. - Prompt 5 Follow-Up: How easy or difficult was this task to complete?What do you feel about the app? Is there anything you would change about the app? - Have the participant complete the System Usability Scale. Participants are asked to score the following 6 items with one of five responses that range from Very Difficult to Very Easy: - I was able to find the movie I wanted to watch. - I was able to find the movie details I needed. - I was able to select a theater, time and date. - I was able to select the desired seats. - I was able to complete the payment process. - I was able to access my tickets from the homepage.