Cinema Booking App – Usability Study Results

5.1 Performance Metrics

Task Description	Avg_Time_s	Median_Time_s	Total_Errors	Participants_with_error
Log in using correct username/password	15.0	15.5	0	0
Attempt log in with incorrect details and observe error	9.5	10.5	2	2
Scroll through home screen to view movies	18.0	19.0	0	0
Select a movie and choose a showtime	23.2	23.5	2	2
Pick an available seat from seating layout	33.0	34.0	0	0
Confirm reservation and view confirmation	18.2	19.0	1	1
Select a seat and press Cancel to return	11.5	11.5	1	1
Use footer icons to navigate back to home page	10.0	10.0	1	1

5.2 SEQ Results

Task No.	Task Description	Avg_SEQ	Median_SEQ
1	Log in using correct username/password	5.5	5.5
2	Attempt log in with incorrect details and observe error	2.25	2.0
3	Scroll through home screen to view movies	4.75	5.0
4	Select a movie and choose a showtime	4.25	4.0
5	Pick an available seat from seating layout	3.25	3.0
6	Confirm reservation and view confirmation	6.25	6.5
7	Select a seat and press Cancel to return	5.25	5.5
8	Use footer icons to navigate back to home page	6.0	6.0

5.3 SUS Results

Participant	SUS Score
User1	62.5
User2	70.0
User3	60.0
User4	60.0

5.4 Qualitative Findings

Task Description	Problems faced / Comments
Attempt log in with incorrect details and observe error	Unexpected behavior / misclicks observed
Confirm reservation and view confirmation	Unexpected behavior / misclicks observed
Select a movie and choose a showtime	Unexpected behavior / misclicks observed
Select a seat and press Cancel to return	Unexpected behavior / misclicks observed
Use footer icons to navigate back to home page	Unexpected behavior / misclicks observed

Conclusion

The cinema Booking Prototype shows that the app is designed well, having expected task completion times and ok error rates. SEQ score ilustrates the easiness of the tasks, with the exceptions being login errors and seat selection, being harder. The SUS score is good, indicating an intuitive experience. The qualitative feedback showcases issues like unclear error messages, and difficult seat map understanding/interaction. However, users appreciated the layout, navigation and interface being clear and consistent.

Overall, the system is usable, with some refinement required as per user feedback.