

# Lazy Popcorn App Usability Study

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# Study Details

## Project Background

We are creating an app called 'Lazy Popcorn'. This app lets users to order snacks in a movie theatre and get them delivered to their seats. We need to find out if the main user experience, i.e., selecting and ordering snacks through the app, is easy for the users to complete.

In the previous presentation.....

In the previous presentation, we have seen how the users felt like when they used the app and tried to order through Lazy Popcorn app. We've taken their feedback, suggestions and made necessary changes to the low-fi prototype.

In this presentation, we'll see what all changes we made and how it is going to affect the User experience

# Study Details

## Research Questions

How long does it take for a user to select and order snacks through the app?

What can we add or modify to the user flow or the steps that the user go through?

## Participants

5 participants

2 elderly people who are limitedly capable of using apps (2 female)

2 young adults (1 male & 1 female)

1 mid aged female from a remote area

## Methodology

10 minutes per participant

XYZ Movie Theatre

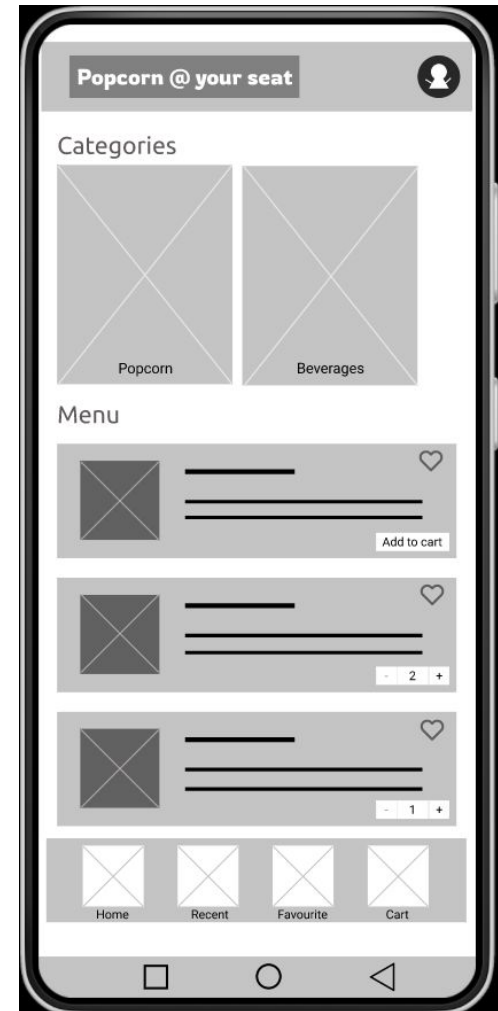
Unmoderated Usability Study

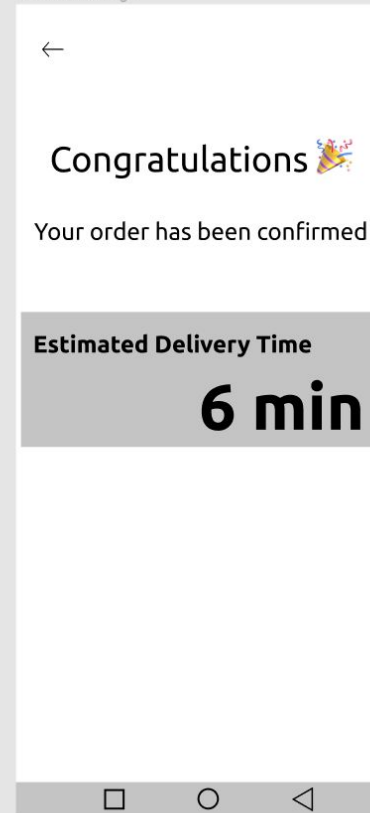
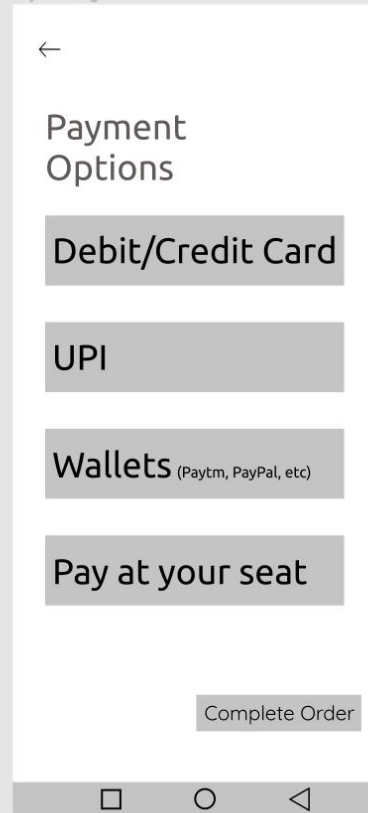
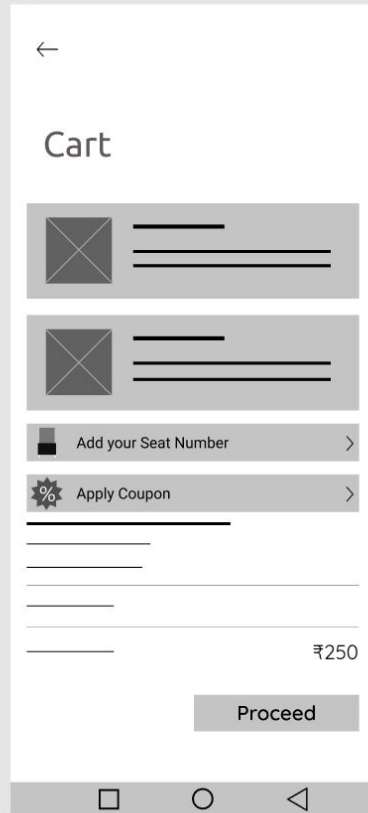
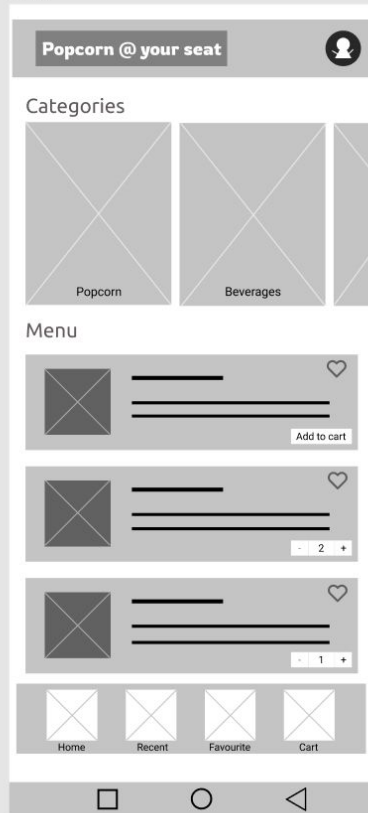
Users were asked to test the low-fidelity prototype.

# Prototype / Design Tested

Figma Prototype link:

<https://www.figma.com/file/YjLiu1T5aIEDwrdbTNSpkW/Design-1>





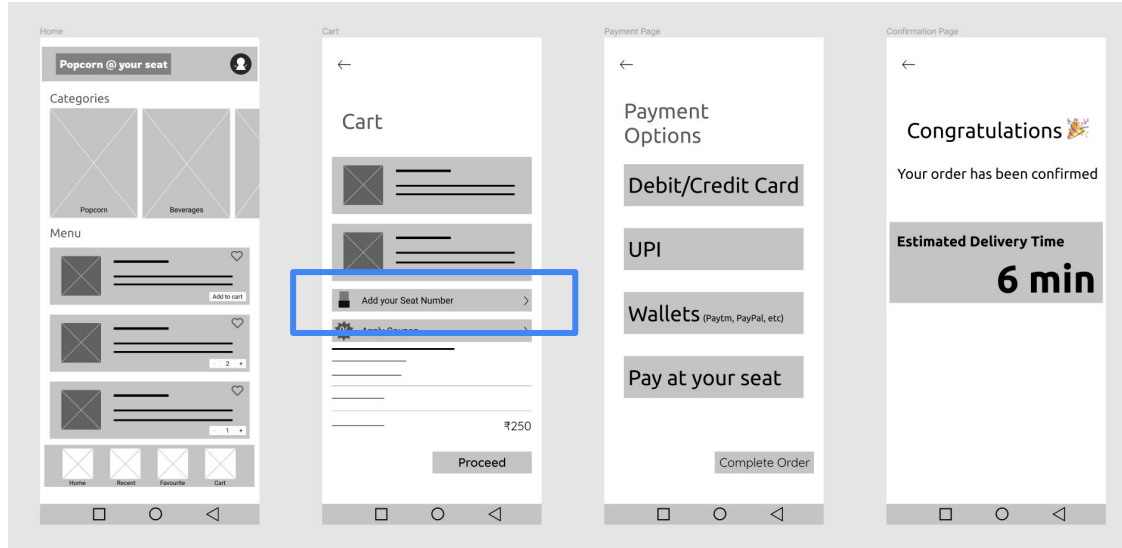


# Themes

## Before

Participants were not able to add their seat numbers, because the page was missing

- 4 out of 5 participants observed that the “Add your seat number” page was missing
- This page is very necessary to complete the order.



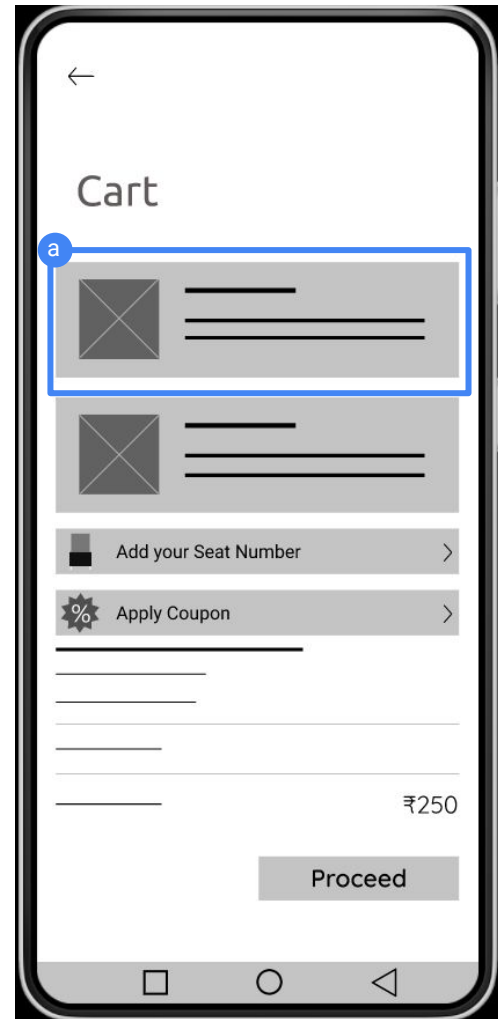
"I know this is prototype, but I've observed that there's no way we can add our seat numbers, that's the most important thing. Right?"

## Before

Most participants want to remove products to the cart when they don't need them anymore.

- 3 out of 5 participants wanted to remove something from their cart after adding them to cart.
- Not that all participants observed this thing. (Participants with limited knowledge about mobile)

“It was great that we can review the products that we previously added, but What should I do if I wanted to remove something from the cart that I don't want to order”

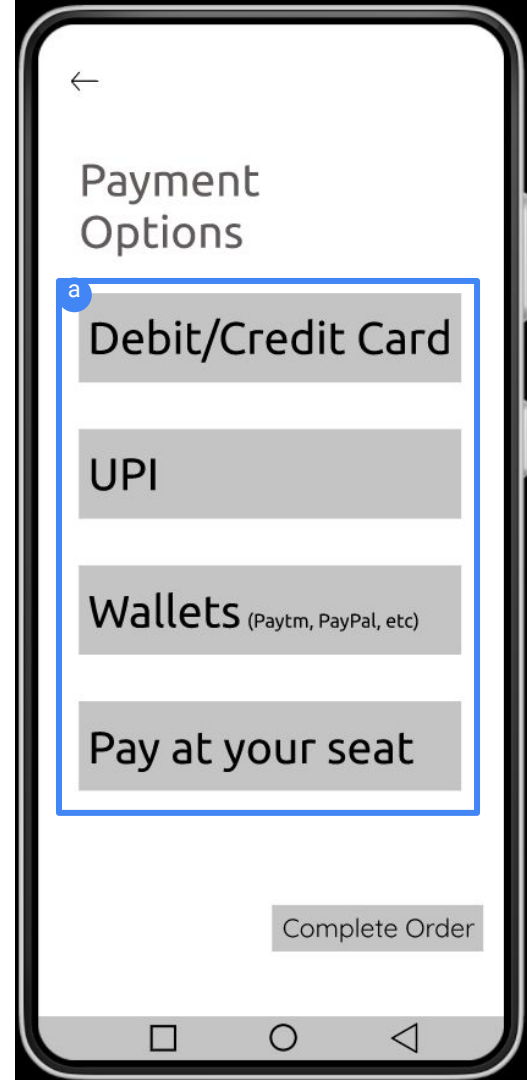


## Before

A few participants complained that they found the payments page overwhelming


- 3 out of 5 participants said that they found the payments page seemed crowded with lot of options.
- Most of them wanted to pay after delivery

" There are many payment options. Good to have, But honestly, I don't know how to make online payments. It would be really nice if I could pay with cash. Oh wait. There is actually a cash on delivery option. Couldn't find in that lot."




# Insights & Recommendations

## Research insights



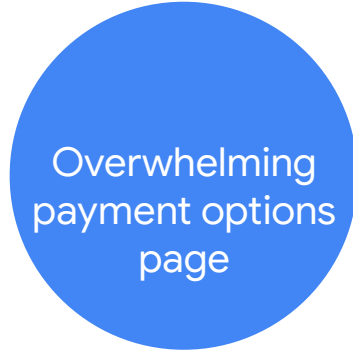
“Add your seat number”-button unresponsive

The page to add users seat numbers is missing



Can't remove products in cart

Users were not able to remove anything from the carts after adding them



Overwhelming payment options page

A few participants find the payments page so overwhelming and find it difficult to complete the order,

## Recommendations

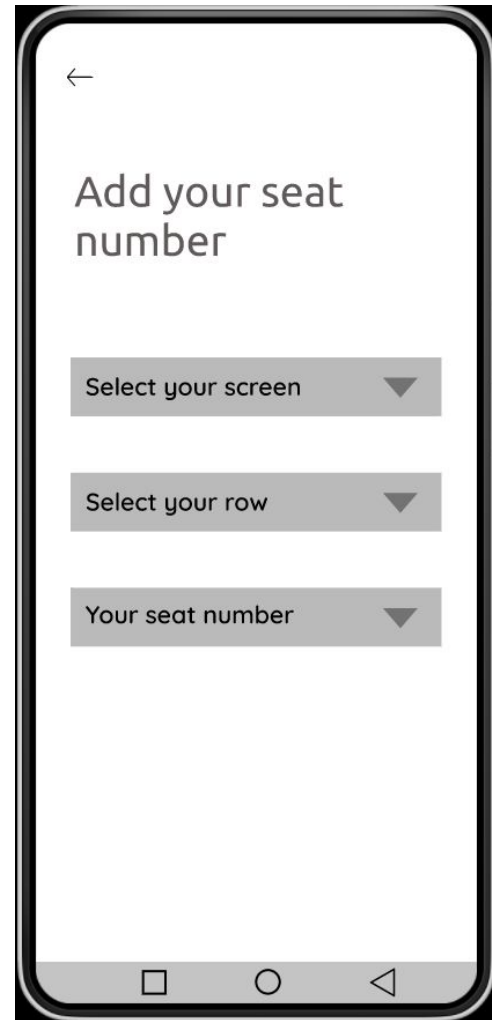
- Divide the payment options into pay online and pay at delivery to reduce the clumsiness
- Keep the default payment option to cash on delivery

# Changes and Modifications



## After

Added a page where users can add their seat numbers



A mobile application screen titled "Add your seat number". At the top left is a back arrow icon. The title is centered at the top. Below the title are three stacked dropdown menus, each with a downward arrow icon on the right. The first dropdown is labeled "Select your screen", the second is labeled "Select your row", and the third is labeled "Your seat number". At the bottom of the screen is an Android-style navigation bar with three icons: a square, a circle, and a triangle.

←

Add your seat number

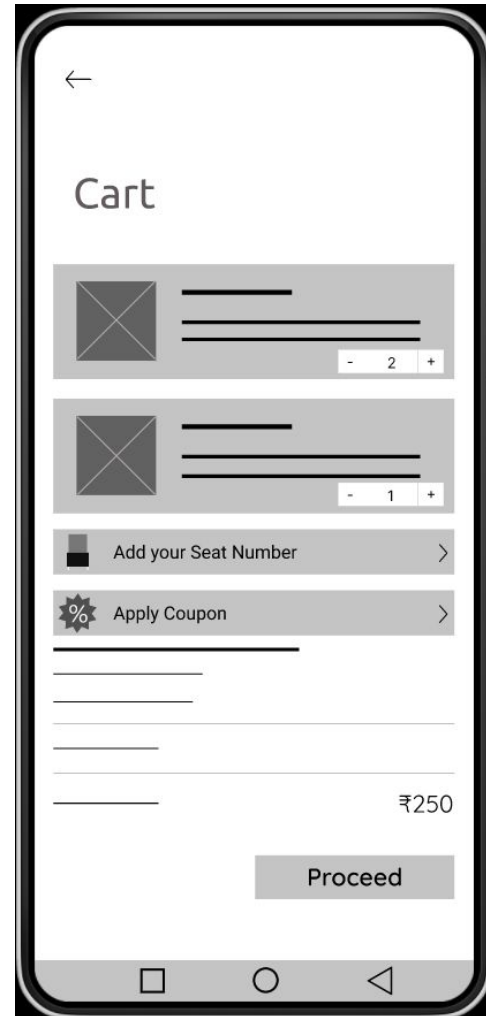
Select your screen ▼

Select your row ▼

Your seat number ▼

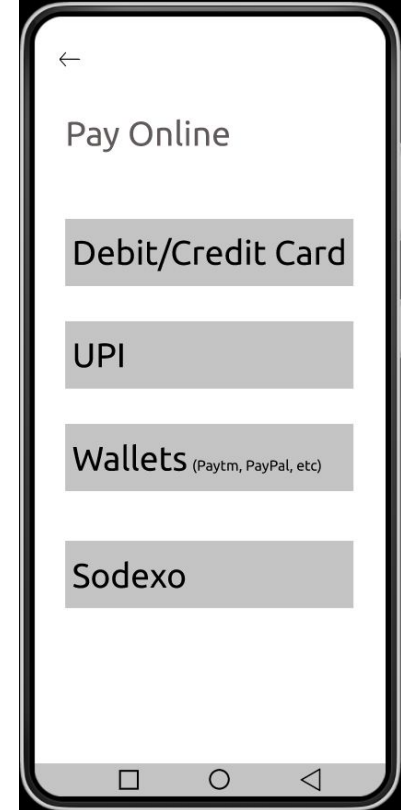
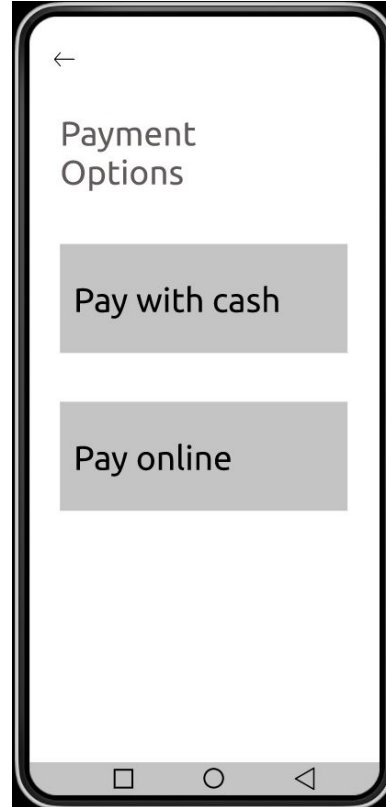
## After

Added a button to remove products from the cart

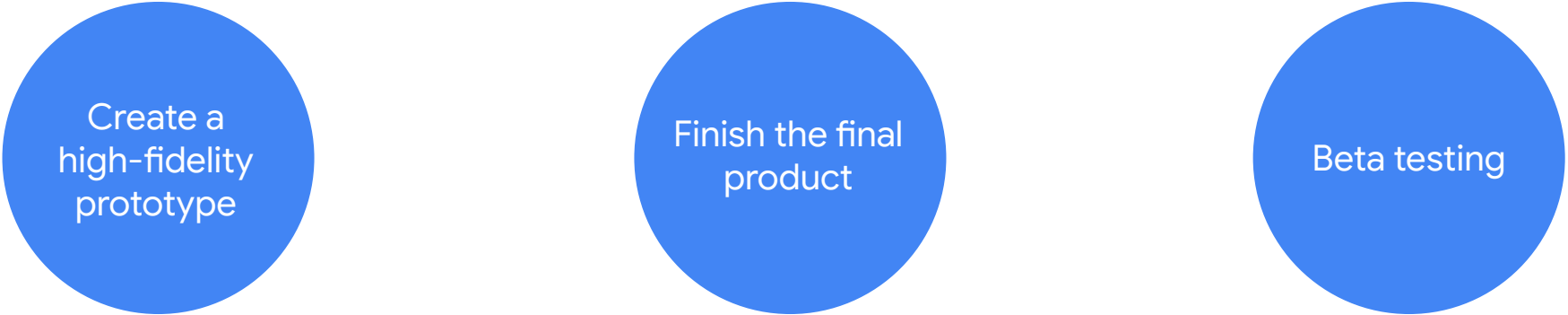


## After

Simplified the payments page into pay online  
and pay after delivery



# Next Steps



Create a  
high-fidelity  
prototype

Finish the final  
product

Beta testing

# Thank you!

for your valuable time and patience