

# Usability Testing Workshop

## 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. The study examines how easily users can complete essential booking-related tasks, including logging in, browsing movies, selecting seats, and confirming reservations. It also focuses on system feedback, error messages, and navigation.

## Participants:

2 students as Users – perform the usability tasks on the cinema booking prototype.

2 students as Evaluators – observe, time tasks, record errors and problems, and administer questionnaires (SEQ and SUS).

## Tasks:

Users will perform the following tasks on the Cinema Booking Prototype:

1. Log in using the correct username and password.
2. Attempt to log in with incorrect details and observe the error message.
3. Scroll through the home screen to view available movies.

4. Select a movie and choose a showtime.
5. Pick an available seat from the seating layout.
6. Confirm the reservation and view the confirmation page.
7. Select a seat and press Cancel to return to the previous screen.
8. Use the footer icons to navigate back to the home page.

## Session Description:

The usability testing session should follow the structure below.

1. Introduction (2–3 minutes)
2. Task Execution (10–15 minutes)
3. Post-Task Questionnaire: SEQ (Single Ease Question)
4. Post-Study Questionnaire: SUS (System Usability Scale)
5. Debrief (3 minutes)

## Results:

1. Performance Metrics (Efficiency, Effectiveness, Robustness)

User 1:

User Name/Age/Gender: Carlo/39/Male		Task Time	No. of errors	Problems faced / Comments
Sr.	Task Description			
1	Log in using the correct username and password.	15s	0	0
2	Attempt to log in with incorrect details and observe the error message.	8s	0	0
3	Scroll through the home screen to view available movies.	3s	0	0
4	Select a movie and choose a showtime.	3s	0	0
5	Pick an available seat from the seating layout.	1s	0	0
6	Confirm the reservation and view the confirmation page.	10s	0	0
7	Select a seat and press Cancel to return to the previous screen.	10s	1	1/Not able to return to the previous page
8	Use the footer icons to navigate back to the home page.	1s	0	0

## User 2:

User Name/Age/Gender: Zibo/20/Male		Task Time	No. of errors	Problems faced / Comments
Sr.	Task Description			
1	Log in using the correct username and password.	10s	0	0
2	Attempt to log in with incorrect details and observe the error message.	5s	0	0
3	Scroll through the home screen to view available movies.	2s	0	0
4	Select a movie and choose a showtime.	3s	0	0
5	Pick an available seat from the seating layout.	5s	0	0/l can only choose one seat
6	Confirm the reservation and view the confirmation page.	9s	0	0
7	Select a seat and press Cancel to return to the previous screen.	15s	1	1/impossible to return to previous screen
8	Use the footer icons to navigate back to the home page.	1s	0	0

## 2. SEQ Results

### Score table(0-7)

<b>Overall, how difficult or easy was the task to complete?</b>				
		<b>Users</b>		<b>Average</b>
		1	2	
1	Log in using the correct username and password.	6	7	6.5
2	Attempt to log in with incorrect details and observe the error message.	6	7	6.5
3	Scroll through the home screen to view available movies.	7	7	7
4	Select a movie and choose a showtime.	7	6	6.5
5	Pick an available seat from the seating layout.	7	5	6
6	Confirm the reservation and view the confirmation page.	7	6	6.5
7	Select a seat and press Cancel to return to the previous screen.	0	0	0
8	Use the footer icons to navigate back to the home page.	7	7	7
<b>User Average</b>		<b>5,88</b>	<b>5,63</b>	
<b>Total Average</b>		<b>5,75</b>		

SEQ Score: 5.75. –higher than the typical average ease range (4.8–5.1)

### Comment:

User 1: Easiest was task 8; Most difficult was task 7

User 2: Easiest was task 3; Most difficult was task 7

## 3. SUS Results

### Usability scale (1-5)

System Usability Scale		
	Users	
	1	2
1 I think that I would like to use this system frequently.	3	3
2 I found the system unnecessarily complex.	1	2
3 I thought the system was easy to use.	4	5
4 I think that I would need the support of a technical person to be able to use this system.	1	1
5 I found the various functions in this system were well integrated.	3	4
6 I thought there was too much inconsistency in this system.	2	2
7 I would imagine that most people would learn to use this system very quickly.	5	5
8 I found the system very cumbersome to use.	1	2
9 I felt very confident using the system.	4	5
10 I needed to learn a lot of things before I could get going with this system.	1	1
<b>User Score (after applying SUS formula)</b>	<b>82,50</b>	<b>85,00</b>
<b>Total Average</b>	<b>83,75</b>	

SUS Score: 83.75 -- typically considered excellent usability.

#### 4. Qualitative Findings

Issues:

- a) Seat selection cannot be cancelled via cancellation button.
- b) User can only choose one seat.
- c) Not able to check Profile and Settings page.

Positive aspects:

- a) The system interface is very clean and straightforward.
- b) It is really easy for user to understand how to use the system.

Suggestions:

- a) Implement all the functionality in the navigation bar.
- b) Fix the seat cancellation problem.
- c) Add a multiple seat selecting function.

## **Reflection:**

An interesting finding is that users are more depending on the footer icons, rather than the going back button, which indicates that it is important to have a navigation that can be accessed at any time. In addition, as the example of seat cancellation shown above, a clear feedback system is also crucial when actions do not work as expected.