

Survey Report

Group 1 - Team members

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Survey of cinema customer experience with online ticket-booking

Survey Date: May 21st, 2025

Number of Participants: 26 people

1. OVERVIEW

1.1. Survey Objective

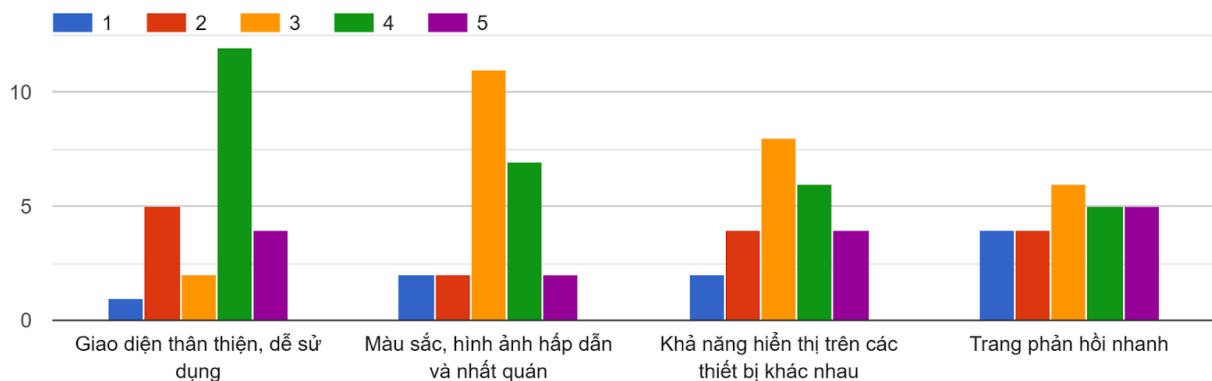
- User needs and expectations for the movie ticket booking website
- Difficulties and obstacles when using existing booking platforms
- Suggestions for improvements and new features for the Lumiere Cinema website

1.2. Survey Methodology

- **Format:** Online survey
- **Target User:** Potential users aged 13 to 24 years old.

2. INFORMATION GAIN

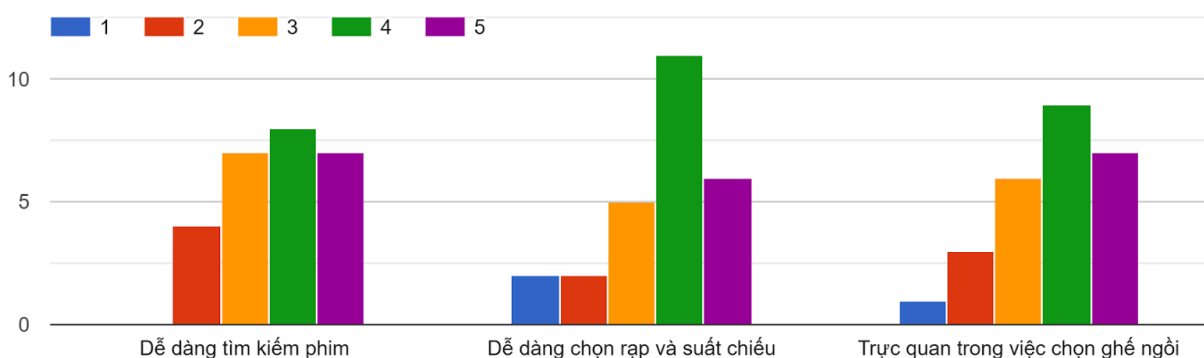
2.1. User-interface and design



Comment:

Based on the survey results of current movie ticket booking websites, most users find the interfaces fairly user-friendly and easy to navigate. However, aspects such as color schemes and visual design are still seen as average, lacking consistency and appeal. Cross-device display compatibility and site responsiveness also show room for improvement, with several users pointing out the need for enhancements. These findings highlight a clear opportunity to develop a new movie ticket booking website with a modern, intuitive interface, consistent and attractive visuals, optimized multi-device display, and faster response times to enhance overall user experience.

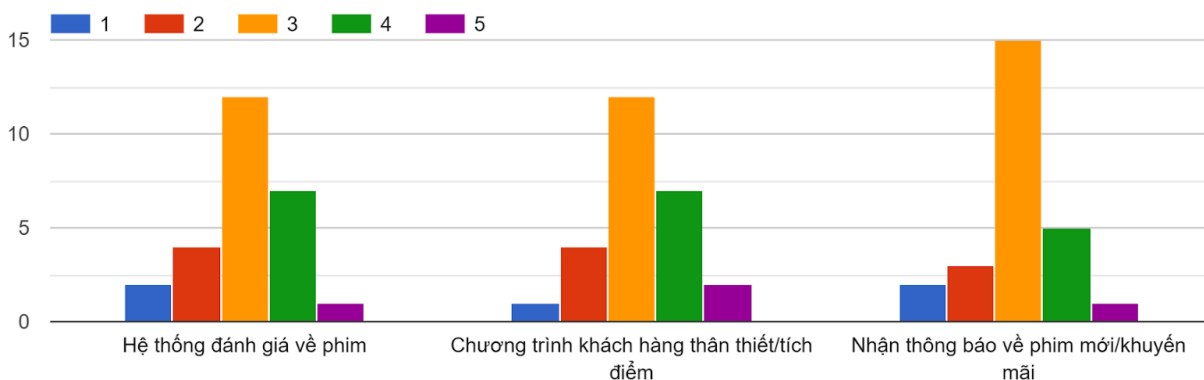
2.2. Ticket-booking process



Comment:

Overall, the ticket booking process is rated as good and easy to use across all three steps: finding movies, selecting cinemas and showtimes, and choosing seats. In particular, the cinema and showtime selection step received very positive feedback. However, a small number of users still experience difficulties when searching for movies or using the seat selection interface, indicating areas that should be improved to enhance the overall user experience.

2.3. The additional features



Comment:

The current additional features, such as the movie rating system, loyalty/reward programs, and notifications about new movies or promotions, have not fully met user expectations, as most ratings are at a moderate level. This suggests that these features may lack appeal, personalization, or practical benefits. Enhancing these aspects would be essential to improve user experience and boost user engagement.

2.4. Most-satisfied when booking ticket

<i>Category</i>	<i>Typical Raw Responses</i>	<i>Translated Responses</i>
Convenience, Speed & Time-Saving	<ol style="list-style-type: none"> 1. “tiện lợi không cần đặt trực tiếp, tiết kiệm thời gian mua vé” 2. “thuận tiện trong việc chọn rạp và phim” 3. “tiện lợi, có thể đặt vé trước” 4. “nhanh và tiện lợi” 	<ol style="list-style-type: none"> 1. “Useful, don’t need to buy ticket offline” 2. “Convenient in choosing cinema and movie” 3. “Useful, can book ticket” 4. “Fast, convenient”
Easy / Visual Seat Selection	<ol style="list-style-type: none"> 1. “Dễ chọn ghế” 2. “chỗ ngồi trực quan để lựa chỗ đẹp” 	<ol style="list-style-type: none"> 1. “Can easily choose seats” 2. “Seating diagram is clear, easy to choose good seating”
Interface / User Experience	<ol style="list-style-type: none"> 1. “Giao diện khá dễ sử dụng”; 2. “phản hồi nhanh” 3. “dễ tiếp cận sử dụng” 	<ol style="list-style-type: none"> 1. “User-friendly UI” 2. “Fast response” 3. “Approachable UX”

Comment:

Users are mostly satisfied with the convenience and speed of the online movie ticket booking process. The ability to easily and visually select seats is one of the most appreciated features, helping users find their preferred spots quickly and easily.

In addition, many users highlighted the user-friendly interface, with smooth navigation and fast responsiveness, making the platform easy to access and use.

Some users also valued added benefits, such as the ability to book tickets in advance, receive promotions, and save time and costs compared to buying tickets in person.

This feedback indicates that current platforms have met the essential needs of users. However, there is still room for improvement in terms of personalization, promotion integration, and enhanced user experience features.

2.5. Difficulties when booking tickets

<i>Category</i>	<i>Typical Raw Responses</i>	<i>Translated Responses</i>
Website/App lag, slow, or errors	<ol style="list-style-type: none"> 1. “Phản hồi chậm giật lag”; 2. “Thỉnh thoảng sẽ bị lỗi thanh toán và web load chậm” 3. “Web lag giật, giao diện khó nhìn” 4. “App chậm, web không responsive cho điện thoại” 	<ol style="list-style-type: none"> 1. “Slow response, lag”; 2. “Transactions sometimes err, slow website” 3. “Website lags, complex UI” 4. “Slow website, website not mobile responsive”
Interface / Usability Issues	<ol style="list-style-type: none"> 1. “giao diện đôi khi hơi rối, thao tác chậm” 2. “nhiều web có giao diện còn hơi cầu kì quá, khó sử dụng với những người lowtech và trải nghiệm lần đầu” 3. “sơ đồ chỗ ngồi đôi khi hiển thị lỗi, lộn xộn” 	<ol style="list-style-type: none"> 1. “Complex UI, slow UX” 2. “Many website’s UI are not suitable for lowtech, first-time users. 3. “Seating diagram sometimes bugs, not organized”
Few Promotions / Ticket Options	<ol style="list-style-type: none"> 1. “Khó chọn suất chiếu, ít chương trình khuyến mãi” 2. “không thể mua vé học sinh, sinh viên” 3. “chưa áp dụng được các ưu đãi như khi mua trực tiếp” 	<ol style="list-style-type: none"> 1. “Difficulty in choosing screenings, little promotions” 2. “Can’t use student promotion” 3. “Can’t use many promotions that offline buyings offers”
Difficulty Finding Content	<ol style="list-style-type: none"> 1. “Khá khó tìm phim muốn xem” 2. “ko tìm thấy phim yêu thích” 3. “lựa rập” 	<ol style="list-style-type: none"> 1. “Can’t find the film they want to watch” 2. “Can’t find favorite film” 3. “Choose cinemas”
Seat Selection Issues	<ol style="list-style-type: none"> 1. “lựa chỗ ngồi đẹp” 2. “dễ đặt nhầm ghế vướng cột” 	<ol style="list-style-type: none"> 1. “Choose good seatings” 2. “Easy to choose seats affected by column”
Requires Computer	“phải lên máy tính đặt vì đặt trên đó dễ hơn”	“Have to use laptop to book ticket”

Comment:

The main difficulties faced by users include slow system performance, complex interfaces, limited promotions, and challenges with seat selection. These issues impact both the technical performance

and overall satisfaction. Addressing them effectively could significantly improve the user experience and offer a competitive edge for a new ticket booking platform.

2.6. Expected-feature

<i>Category</i>	<i>Typical Raw Responses</i>	<i>Translated Responses</i>
UI/Performance Improvement	“Cải thiện background, tối ưu hơn performance cho web”	“Improve website background, optimise website performance”
Content Suggestions	“Gợi ý phim”	“Movie suggestions”
Technology Integration	“Tích hợp AI”	“AI integration”

Comment:

Most users did not have specific suggestions, indicating either a basic level of satisfaction or a lack of deep engagement with the platforms. However, some responses revealed a desire for smoother performance, more visually appealing interfaces, and personalized content, such as movie recommendations.

A few users also expressed interest in integrating modern technologies like AI to enhance the booking experience. These suggestions align with current trends in digital platforms and could serve as valuable differentiators for a new online ticket booking system.

3. Conclusion for Lumiere Cinema

Based on survey findings, Lumiere Cinema will build upon the strengths that users already appreciate in current platforms, particularly their responsive design and decent performance, while addressing key gaps through strategic value-added services. We will enhance the existing foundation by maintaining the smooth responsiveness and reliable performance that users value, then elevate the experience with innovative features that current platforms lack. The comprehensive movie rating and review system will create an engaging post-viewing community where users can share experiences and discover films through peer recommendations. Additionally, our personal movie history feature will provide users with detailed viewing analytics and AI-powered suggestions, while enhanced search filters will offer granular control over movie discovery by genre, showtime, location, and personal preferences. This approach ensures we retain what works well in current platforms while introducing meaningful innovations that directly address user pain points and unmet needs.

Lumiere Cinema will focus on features that meet end-users' needs:

<i>Feature</i>	<i>Priority</i>
Modern UI/UX Design	High
Basic Booking Flow	High
Intelligent Movie Recommendations	Medium
Advanced Loyalty Program	Medium