

UX Research Study — Movie Theater

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| Introduction | <ul style="list-style-type: none">● Title: Usability of a movie theater booking app● Author: Tatyanna Dames, UX researcher, tdames@comcast.net● Stakeholders: Movie theater app senior executives, including Lisa Gerber (VP of Sales) and Marie Martinez (Chief Marketing Officer)● Date: 9/13/2022● Project background: This movie theater app was created to help people book movie tickets ahead of time and reserve their seats. Our main goal is to find out if the main user experience, booking movie tickets and reserving seats, is easy for users to complete. We'd also like to understand the specific challenges that users might face in the searching for movies, and the reservation processes.● Research goals: We are trying to determine the usability of the app and if it's difficult to use. Also, we are trying to determine how long it takes a user to complete the reservation process. |
| Research questions | <ul style="list-style-type: none">● How long does it take users to complete the reservation process?● Are there parts of the app that are difficult to use?● Do users think the seat reservation feature is useful?● Are there other features that users feel that the app is lacking?● Do users find the app less time consuming? |
| Key Performance Indicators (KPIs) | <ul style="list-style-type: none">● Time on task.● Drop-off rates.● Conversion rate.● System Usability Scale. |
| Methodology | <ul style="list-style-type: none">● Unmoderated usability study● Location: United States, remote (each participant will complete the study in their own home)● Date: Sessions will take place during the week of September 19-23, 2022● Length: Each session will last 5 to 10 minutes, based on a list of prompts● Compensation: No compensation |
| Participants | <ul style="list-style-type: none">● Participants are moviegoers with full time jobs or busy lives that enjoy going to the movies in person.● Two males, two females, and one nonbinary individual, between the ages 18-65.● One participant is a person with a visual impairment. |

Script

During the unmoderated usability study

A list of prompts appears on the device screen

- Prompt 1: Let's open the movie theater app?
 - Prompt 1a: Was it easy or challenging to find and download?
- Prompt 2: Enter your zip code in the search bar.
 - Prompt 2a: Was this particular feature or functionality useful? Why or why not? What was easy and what was challenging?
- Prompt 3: Select the theater that you would like to reserve movie tickets at.
- Prompt 4: Select the movie that interests you.
- Prompt 5: Select the movie times that interests you.
- Prompt 6: Select the seat that you would like to reserve.
 - Prompt 6a: Was this particular feature or functionality useful? Why or why not? What was easy and what was challenging?
- Prompt 7: Confirm your tickets and seats and complete the checkout process.
- Prompt 8: How did you feel about this movie theater booking app overall? What did you like and dislike about it?

Schedule

After the unmoderated usability study Participants will complete the System Usability Scale

Participants will score the following ten statements by selecting one of five responses that range from "Strongly Disagree" to "Strongly Agree."

- I can use this app quickly.
- I think that I would use this app frequently.
- I find the app unnecessarily complex.
- I think the app is easy to use.
- I need the support of a technical person to be able to use this app.
- I find the app easy to navigate.
- There is inconsistency within the app.
- I imagine that most people would learn to use this app quickly.
- I feel confident using the app.
- I need to learn a lot of things before I can start using this app.
- The main user flow is clear.