

<b>Introduction</b>	<ul style="list-style-type: none"><li>● <b>Title:</b> Creating a mobile ticketing app for a movie theater</li><li>● <b>Author:</b> Małgorzata Płatkowska, psychology student at Warsaw University. Email: mm.platkowska@student.uw.edu.pl</li><li>● <b>Stakeholders:</b> CinemaNow’s customers, CinemaNow’s CEO, CinemaNow’s selectmen’s, CinemaNow’s investors</li><li>● <b>Date:</b> 03/02/2023</li><li>● <b>Project background:</b> We're creating a CinemaNow app to make it easier for clients to purchase tickets and create an account, resulting in a faster checkout process and attractive discounts. We have noticed that our competitors offer dedicated mobile apps for their customers, but they are not always accessible, have frustrating payment processes, and contain a limited amount of features. We want to create a product that is both accessible and effective, while also being entertaining to use. Our goal is to improve sales and become the leading mobile ticketing app for movie theaters.</li><li>● <b>Research goals:</b> Our objective is to identify the specific challenges that users face when attempting to complete essential tasks within the CinemaNow app, including selecting and booking seats, purchasing tickets, and navigating within the app. The findings of our research will enable us to create a customized design that better meets the needs of both current and prospective clients.</li></ul>
<b>Research questions</b>	<ul style="list-style-type: none"><li>● How much time does it take for a user to successfully purchase a ticket?</li><li>● How do users perceive the usefulness of the app?</li><li>● Which specific parts of the user flow cause users to get stuck?</li><li>● How do customers perceive the ease of the payment process?</li><li>● Is there any specific feature or aspect of the app that users would like to see added or changed?</li></ul>
<b>Key Performance Indicators (KPIs)</b>	<ul style="list-style-type: none"><li>● System Usability Scale (SUS)</li><li>● Time on task</li><li>● User error rates</li></ul>
<b>Methodology</b>	<ul style="list-style-type: none"><li>● Moderated usability study</li><li>● <b>Location:</b> Poland, in home of each participant</li><li>● <b>Date:</b> Sessions will take place on March 4 (after hours) and 5 (normal business hours)</li><li>● <b>Length:</b> Each session will last for 20-25 minutes</li><li>● 5 participants will complete a checkout process of purchasing a ticket for</li></ul>



	<p>a movie and create an account</p>
<p>Participants</p>	<ul style="list-style-type: none"> <li>● Participants are anyone who watch a movie in a movie theater at least once a month</li> <li>● Participants should be of age</li> <li>● Participants include a fairly even distribution of genders across the spectrum and people with different abilities <ul style="list-style-type: none"> <li>○ Two males, two females, and one nonbinary individual, between ages of 18 and 60</li> <li>○ One user with a visual impairment</li> <li>○ One user who isn't fluent in English</li> </ul> </li> <li>● The study is accessible for use with a screen reader and magnifying features</li> <li>● Incentive: a voucher for any chosen movie in a CinemaNow movie theater</li> </ul>
<p>Script</p>	<p><b>During the moderated usability study</b></p> <p>Hello and welcome to the usability study. Thank you for choosing to participate and for taking the time to be a part of this research. The goal of this study is to test the usability and effectiveness of our new mobile ticketing app for a movie theater so that it can better serve our customers, including you if you decide to use it. The study will be observed and recorded. Do you consent to this?</p> <p>Now, please provide me with your name, surname, and occupation. Throughout the interview, please try to think out loud. Your privacy will be respected, and your identifying features and information will be scrubbed from videos and notes.</p> <p>Firstly, if you are comfortable, could you share with me how your day is going?</p> <ul style="list-style-type: none"> <li>● <b>Prompt 1:</b> Starting from the home screen, choose a cinema location <ul style="list-style-type: none"> <li>○ <b>Prompt 1 Follow-up:</b> Did you encounter any difficulties while performing this task? Was there any button, label, feature that was difficult for you to identify? What would make it easier for you to complete this task?</li> </ul> </li> <li>● <b>Prompt 2:</b> Select a movie and after you've done that go back and try to select a movie in other way that you did before <ul style="list-style-type: none"> <li>○ <b>Prompt 2 Follow-up:</b> What was difficult and what was easy when performing this task? Is there anything you would change about the process?</li> </ul> </li> <li>● <b>Prompt 3:</b> From this point, go through checkout and complete it <ul style="list-style-type: none"> <li>○ <b>Prompt 3 Follow-up:</b> Did you experience any difficulties while performing this task? If so, what specifically made it difficult for you? Also, could you describe what was easy and what was challenging during the task?</li> </ul> </li> <li>● <b>Prompt 4:</b> From whatever screen you choose, create an account <ul style="list-style-type: none"> <li>○ <b>Prompt 4 Follow-up:</b> How easy or difficult was this task to complete? Is there any aspect of the task that you would modify or alter?</li> </ul> </li> </ul>



- **Prompt 5:** How did you feel about this mobile ticketing app for a movie theater overall? What did you like or dislike about it ?
- Have the participant 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 think that I would use this app frequently.
  - I found the app unnecessarily complex.
  - I thought the app was easy to use.
  - I think that I would need the support of a technical person to be able to use this app.
  - I found the various functions in this app were well integrated.
  - I thought there was too much inconsistency in this app.
  - I would imagine that most people would learn to use this app very quickly.
  - I found the app very cumbersome to use.
  - I felt very confident using the app.
  - I needed to learn a lot of things before I could get going with this app.
  - I found the payment system frustrating.
  - I found the ordering process cumbersome.
- TBD