

# Mobile ticketing app for a movie theater

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Presentation #2

Team

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# Quick Recap

## Project Background

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. 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.

# Study Details

## Research Questions

How much time does it take for a user to successfully purchase a ticket?

How do users perceive the usefulness of the app?

Which specific parts of the user flow cause users to get stuck?

How do customers perceive the ease of the payment process?

## Participants

5 participants

2 males and 3 females between the ages of 19-24

## Methodology

15 of minutes

Warsaw, Poland

Moderated usability study

Users were asked to perform tasks in a low-fidelity prototype

## Research insights

Cinema location is difficult to choose

In general, users need a more intuitive way to choose a cinema location.

Users were unsure where to look for a button to create an account

Users didn't notice the profile icon in its current location and didn't expect to find the account creation option within it. Instead, they mistook it for the hamburger icon and looked there for a possibility to create an account.

Users were unfamiliar with labeling used for seat selection

The seat labels on the cinema map were unclear and many of the seat selection buttons were unresponsive, leading to confusion for the user. This could potentially be due to poor artwork

Button labels and expected functions were unclear

The button reactions in the app were unexpected for users, who were surprised by where they were redirected. This was unintuitive for them.

# Themes

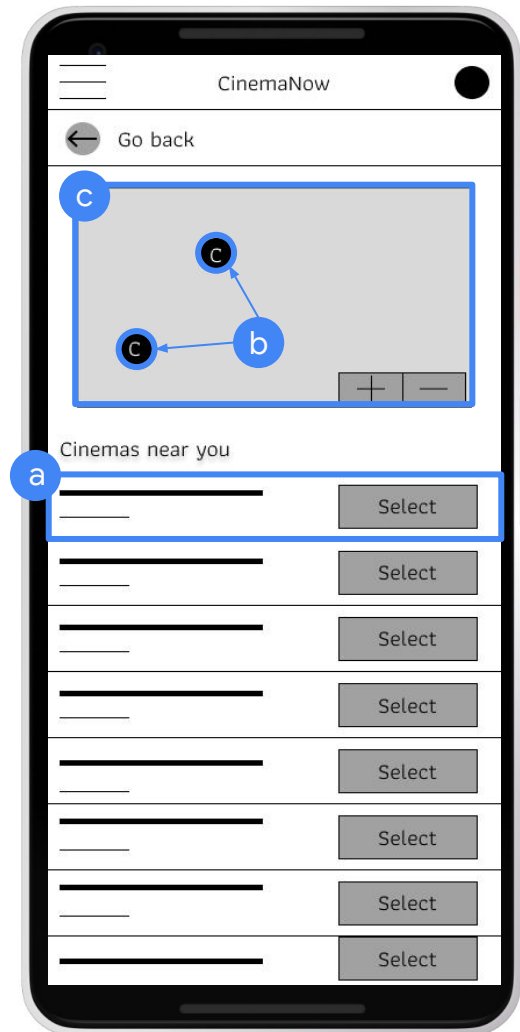
## The cinema location is difficult to choose for almost all participants

- The cinema labels were too similar, making it difficult for users to distinguish between different cinemas and select the correct one
- The map lacked a movement function, and only one cinema location icon was functional.
- Users desired a sorting function based on distance

"On what basis am I supposed to choose a cinema? I don't know..." (a)

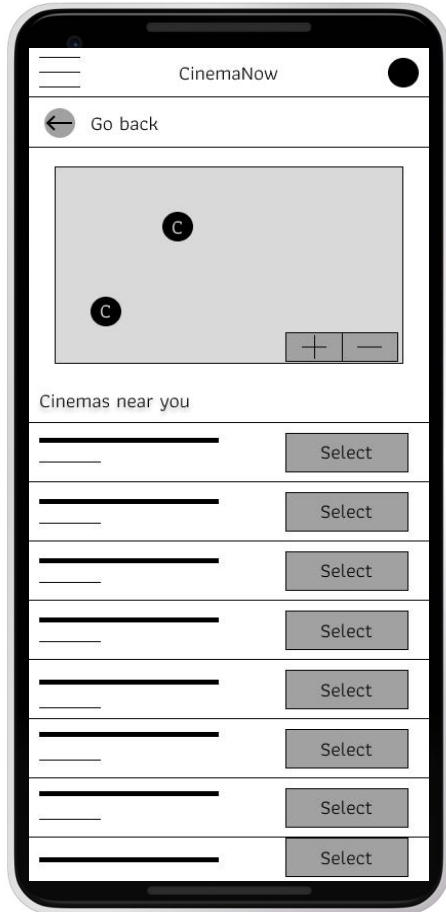
"What does 'C' mean and why are there two 'C's'? I don't understand it. They are two identical markers on the map." (b)

"I would like to be able to move the map." (c)

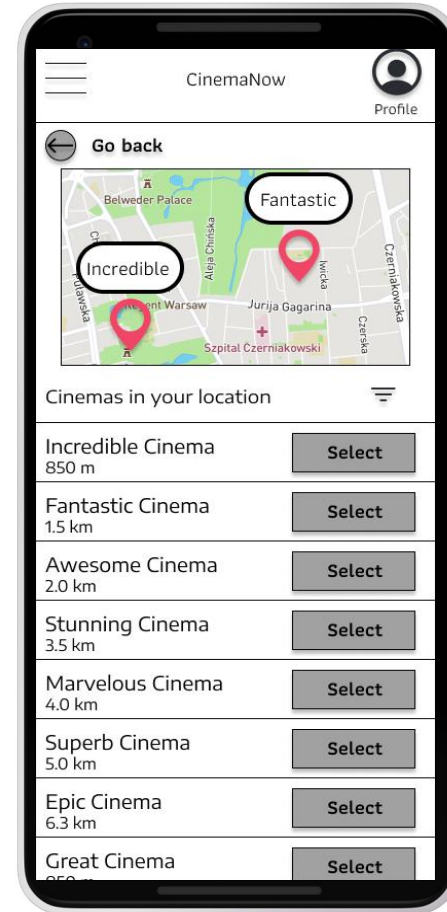


# Designs before and after new changes were made based on research insights

Before



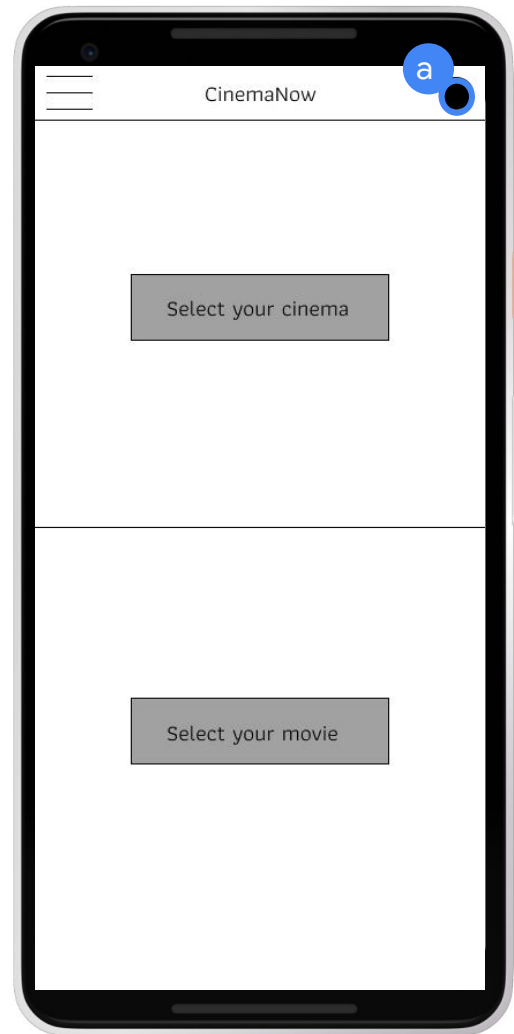
After



## The majority of users were unsure where to look for a button to create an account

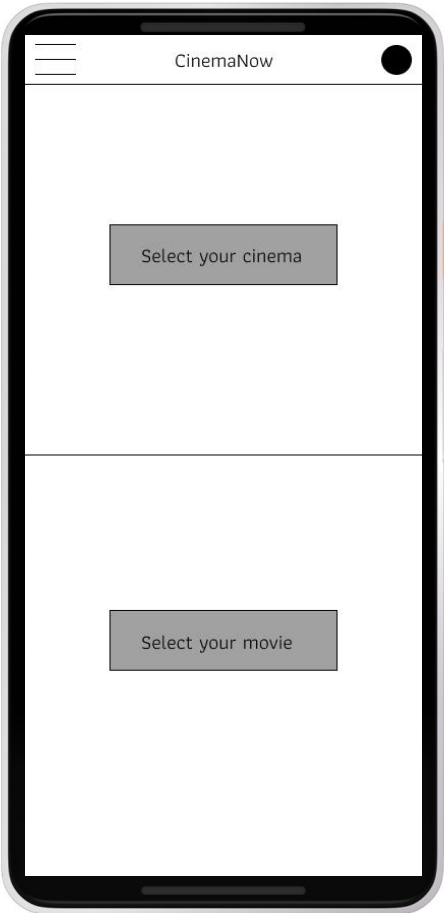
- 3 out of 5 participants had a hard time finding a profile icon to create an account
- Account creation button should've been more visible and available from the beginning according to participant's feedback

“When I couldn't find it anywhere, I suspected that maybe I could just enter my information and register right away, but it could have been possible earlier.” (a)

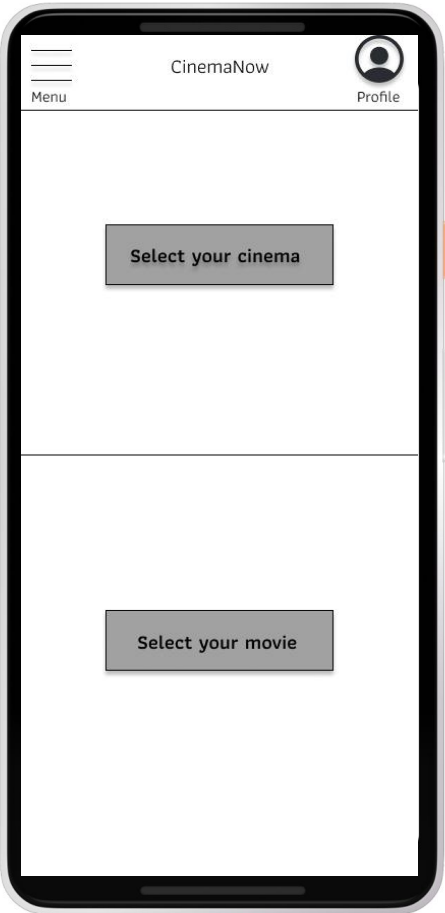


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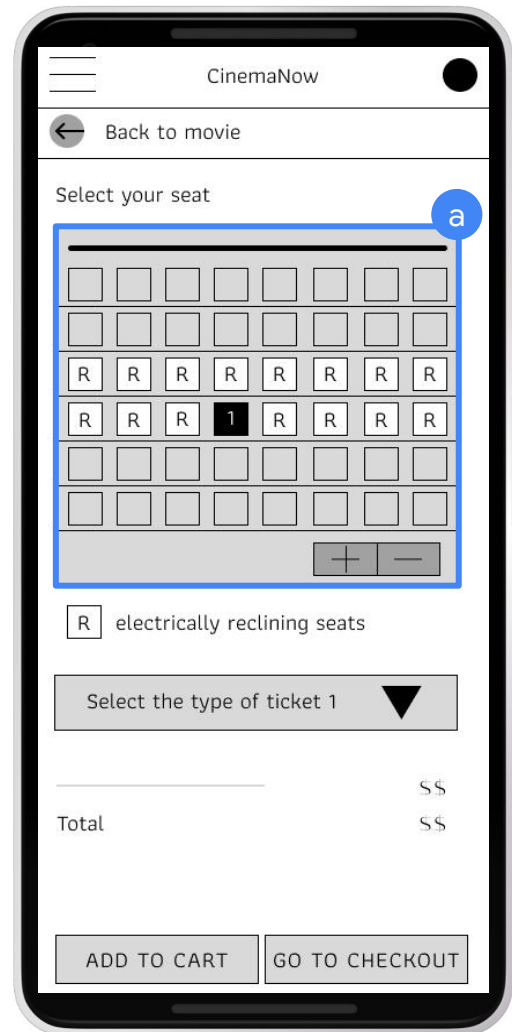
After



## Most users were unfamiliar with that type of labeling used for seat selection

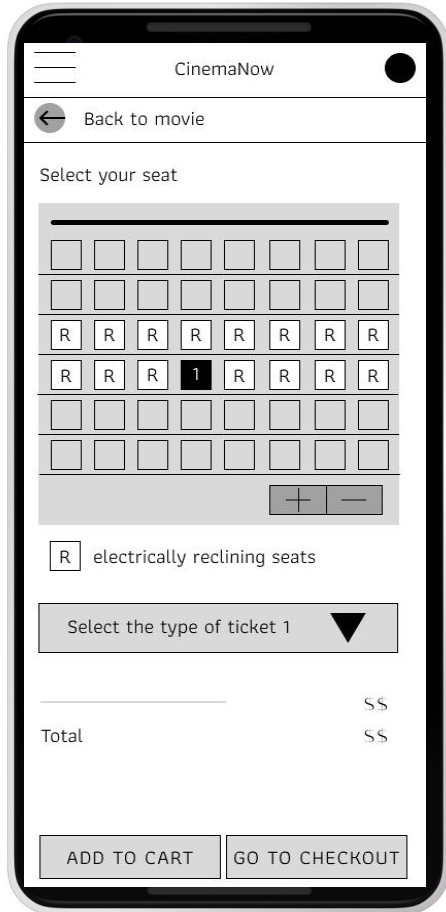
- 3 out of 5 participants were confused by seat designations on the screen when choosing a seat.
- Seat selection process was claimed to be unintuitive and seat labels were difficult to understand
- A participant noted that it was possible to select a seat without first choosing a specific showtime, which should not be possible in the application.
- Certain areas on the cinema map were unresponsive, making it impossible to select or interact with them.

“It wasn't clear which seats were taken and which were available. It only showed that those which I selected later reacted, not immediately. The seat selection was not intuitive for me. The graphic design didn't appeal to me.” (a)

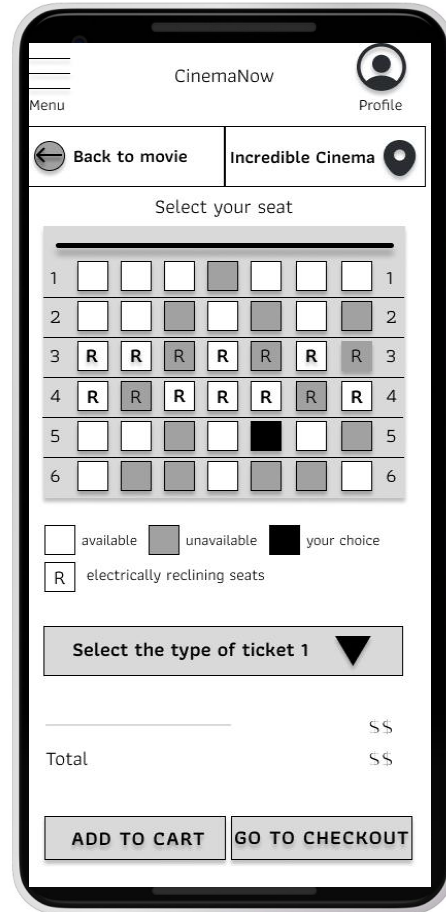


# Designs before and after new changes were made based on research insights

Before



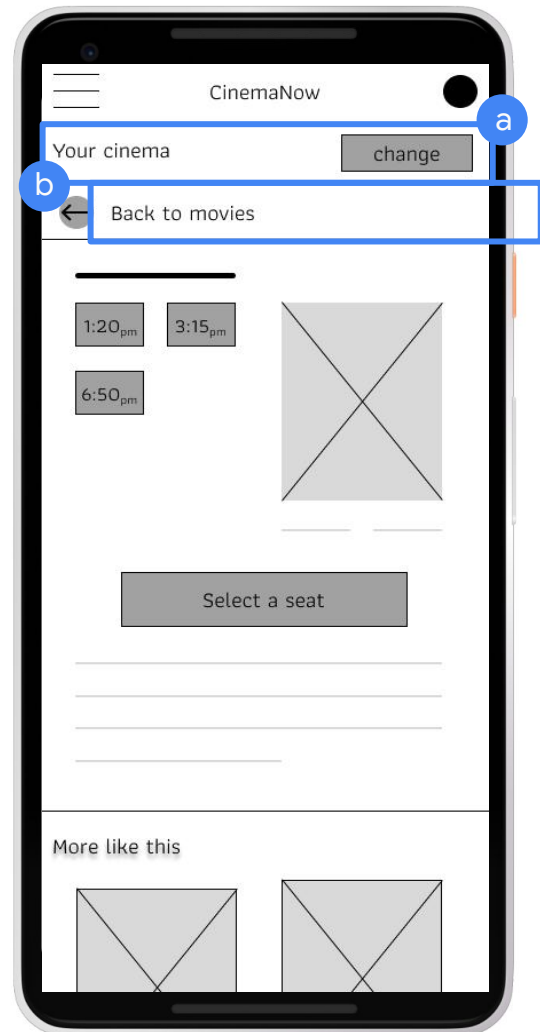
After



## Button labels and expected functions were unclear for most users

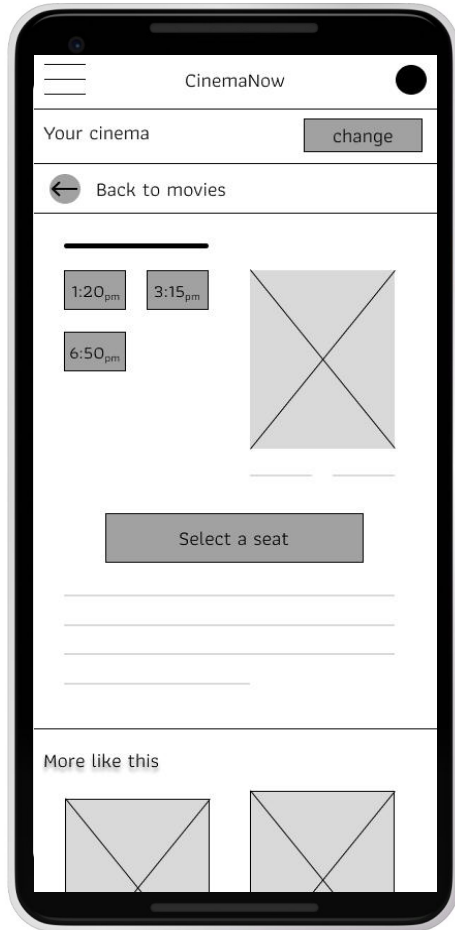
- 4 out of 5 participants were surprised by the outcome when clicking on some buttons.
- The “Change” button next to the “Your cinema” label” was the most frequently mistaken button when attempting to change the previously selected movie. **(a)**
- It was pointed out that “go back” button should redirect to the previous screen, not an earlier one in an app.
- It was pointed out that all buttons that redirected users to previous screens should be more visible. **(b)**

“The 'Go back' button implies that clicking it will take me back to the previous screen, but instead it takes me all the way back to the beginning.” **(b)**

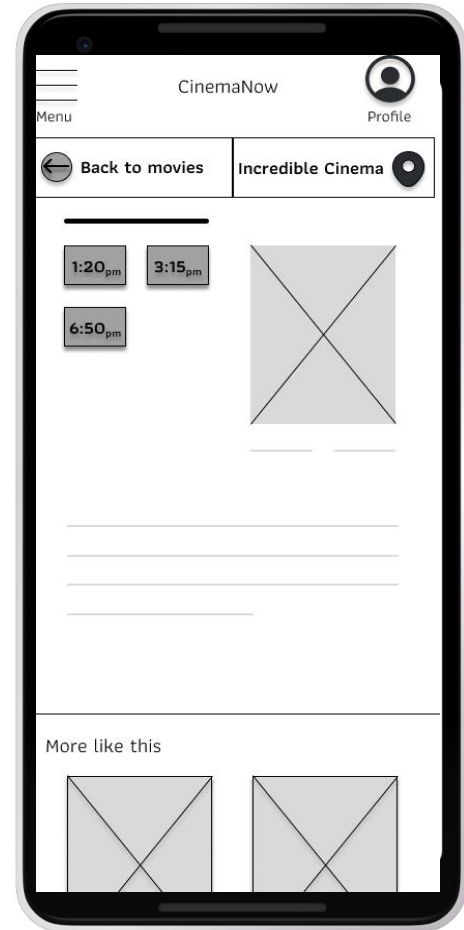


# Designs before and after new changes were made based on research insights

Before



After



# Recommendations & next steps

## Recommendations

- Enhance the clarity and usability of the application by reviewing and improving button labels to clearly indicate the function they serve.
- Conduct a usability study on the improved prototype to identify areas for further improvement and refinement. Additionally, further accessibility research is required to ensure the application meets the needs of underrepresented groups.
- Improve the readability of the application by changing the font to a more legible one. Additionally, it may be beneficial to conduct user testing to evaluate the effectiveness of the new font and ensure it meets the needs of all users.
- Improve the visibility and accessibility of the registration process by incorporating a dedicated screen with a registration button or creating an onboarding tutorial that guides users through the registration process.

## Next steps

- Optimize the checkout process to make it more intuitive and user-friendly. This can be achieved by simplifying the steps, providing clear and concise instructions, and minimizing the number of clicks required to complete the purchase. Improving the checkout process can lead to increased customer satisfaction and ultimately drive sales.
- Implement language options for increased accessibility and usability. This will enable users to choose their preferred language and enhance the user experience. Additionally, it can expand the reach of the application to a wider audience and promote inclusivity.
- Integrate Google and Facebook login options to simplify the sign-in process for users. This will eliminate the need for users to remember additional login credentials and can lead to increased user engagement. Additionally, this can also provide valuable user data to help improve the overall user experience and drive business insights

Thank you!