Introduction

- **Title:** Usability of the Movie Ticketing App

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- **Stakeholders**: Movie Theater Customers, Movie Theater CEO, and CMO

- **Date**: February 24, 2023

- **Project Background**: We are designing a movie ticketing app that makes it easier to coordinate and purchase group movie tickets. Before moving forwards, we would like to see if the app is easy to use. We know there have been complaints about the complexity of planning a group trip to the movies and we hope to see if this app will address some of those concerns.

- **Research goals**: We would like to determine any difficulties with carrying out the main user flow- inviting a group to the movies, choosing a movie, collecting RSVPs, and purchasing the tickets.

Research questions

- How long does it take the user to create a group?
- Are users able to successfully purchase a group ticket and how long did it take?
- What can we learn from the steps the user took?
- Do users find this app helpful?
- Are there design changes we can make to improve the user experience?
- Are there any parts of the user flow that the user is getting stuck at?

Key Performance Indicators (KPIs)

- Time on task- how long it takes a user to order a group ticket
- User Error Rates- how often users get stuck ordering a group ticket
- System Usability Scale (SUS)

Methodology

- Moderated Usability study
- **Location:** United States, remote- users will complete the study at their homes over a video call
- **Date**: February 28- March 3 during normal business hours
- 5 participants will each complete the study followed by a short questionnaire, individually
- Each session will take approximately 30 minutes

Participants

- Participants will have gone to the movies at least 3 times in the past 6 months and are usually the person responsible for buying the tickets
- Participants reside within 15 miles of a movie theater
- Participants should range from 18-65 years old
- One participant will have a visual impairment
- Two males, two females, and one nonbinary participant will be chosen

	● Participants will receive a $10 gift card to the Movie Theater as an incentive

Script	● Introduction:
	  ○ Hello, thank you for participating in today's study. Before we begin can I have your consent to record this session on video and audio?
	  ○ My name is _____, what's your name? How old are you? What's your occupation?
	  ○ I want to let you know that this is not a test and there are no wrong answers.
	  ○ If you have questions at any point, please do not hesitate to ask.
	  ○ If you need a break at any point just let me know!
	  ○ Today we are collecting data to inform the design of a Movie Ticketing App. We'll be testing the main user flow, which is to plan and buy group movie tickets.
	  ○ Any data we collect will only be viewed by my team and when we present the findings, it will be de-identified, meaning your name will be changed to participant 1 or a fictitious name we come up with.
	● Tasks: Now I am going to give you some tasks to complete on the app we are creating. If you can think out loud while completing these tasks, that would be helpful.
	  ○ **Prompt One:** Let's open the app and select a movie you are interested in seeing.
	  ○ **Follow-up One:** How easy or difficult was this task? Is there anything you would change about it?
	  ○ **Prompt Two:** Invite friends to this movie. Choose a date, time, and theater you want to see the movie at.
	    ■ **Follow-up Two:** Is there anything you would change about this process?
	  ○ **Prompt Four:** Check to see if your friends RSVP'd.
	  ○ **Prompt Five:** When you receive the RSVP, purchase the movie tickets.
	    ■ **Follow-up Five:** How easy or difficult was it to find your friend's RSVP and then purchase the movie ticket? How did you feel about purchasing the ticket on behalf of your friend? Is there anything you would change?
	  ○ **Prompt Six:** You've just arrived at the movies and need to show them your ticket. Bring up the ticket that you just purchased.
	    ■ **Follow-up Six:** How easy or difficult was it to find your ticket? Is there anything you would change about that process?
	  ○ **Prompt Seven:** How do you feel about this app overall? Any changes you would like to see made?
	● That's all of the tasks I have for you today so now we'll move on to the System Usability Scale. I am going to say a statement and you will rate the statement with a range of answers that range from strongly agree to strongly disagree. The list of possible answers is right in front of you.
	  ○ I thought the app was easy to use.

- ○ I thought the app was unnecessarily complex.
- ○ I would use this app frequently to purchase group movie tickets
- ○ I find ordering group movie tickets on this app unnecessarily complex.
- ○ I feel I would need assistance from a technical person to use this feature.
- ○ I feel most people would easily be able to use this feature.
- ○ I felt confident using this app.
- ○ I would need to learn a lot prior to using this app.
- ○ I found inviting people to the movies on this app to be cumbersome.
- ○ I found purchasing the group ticket on this app to be cumbersome.
- ○ I feel this is too long of a process to purchase group movie tickets.
- Conclusion
  - ○ That concludes the study. Thank you so much for your time and participation. Here is a $10 gift card to the Movie Theater.