UX Research Study — Cinema Bites

Google UX Design Certificate

Introduction	• **Title:** Creating an app where users can order movie theater food/snacks • **Author:** Ryan Herrera Gomez, UX designer, ryanherreragomez@gmail.com • **Stakeholders**: CinemaBites customers, CB CEO and CFO • **Date**: 3/19/25 • **Project background**: We want to create an app that elevates the movie watching experience by making it easier to order your favorite food/snacks. We wanted to monitor how easy it is for users to go through the app, order their favorites, and confirm their order. In addition we also noticed that our competitors, while they offer very similar experiences, are missing critical inclusivity factors such as screen readers and other supportive technologies. We would like to create a product that can fill in this market of being easy to use while also supporting a number of assistive technologies to make the movie watching experience better for everyone. In addition, discovering what difficulties and challenges users might experience is a crucial factor we consider when creating this product. • **Research goals**: How easily and quickly can users order their food on the app and confirm? What difficulties or inconveniences did they experience while ordering? Were they able to rely on assistive technology to get through the user flow effectively?
Research questions	• How long does it take a user to order and confirm? • How difficult is the navigation of the app? • How much do users in particular rely on the assistive technology? • Were there any points within the user flow where customers were stuck or confused? • What additional features or specs could help improve the user flow? • Are users able to modify or edit their orders with minimal confusion or obstacles?
Key Performance Indicators (KPIs)	• Time on task • System usability scale (SUS) • Drop off rates

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Methodology	• Unmoderated usability study • **Location:** United states, remote (each participant will complete the study within their home • **Date:** March 24-26 after hours • **Length:** Each session will see a time of around 10 min based on prompts • Participants will order food via the app and then answer a few verbal questions, as well as a questionnaire.

Participants	• Participants who enjoy a movie at the theater at least once a week
	• Participants between the ages of 18-67
	• Participants that range from gender to abilities including:
	  ○ A user with a visual impairment
	  ○ A user with an auditory impairment
	  ○ A user who is not fluent in English
	
	• Note: If you're intentionally including specific populations (e.g., users with diverse abilities and perspectives), be clear about the needs of the study.

Script	**During the unmoderated usability study**
	
	Intro:
	Hello! Welcome my name is Ryan, I am a UX designer currently working on the Cinema Bites app that you will be partaking in today. To begin I would just like to thank you so much for your time in being here, I understand your time is extremely valuable and I would just like to further extend my appreciation for taking some time out of your schedule to help with the development of this product. Before I begin I just want to emphasize that within this study and questionnaire there are no right or wrong answers, just your opinion and experience with using the product. Are you ready to begin? Great!
	
	• **Prompt 1:** create an account and log in
	  ○ **Prompt 1 follow up:** were you able to successfully create and account and log into the app?
	• **Prompt 2:** Select the order button
	• **Prompt 3:** choose which theater you will be attending and then confirm that theater
	  ○ **Prompt 3 follow up:** How easy or difficult was it for you to complete this process of finding your theater and then confirming it? Was it easy or hard to navigate the built-in map? Did you find anything within this process that you found difficult or easy to understand?
	• **Prompt 4:** Scroll the menu displayed and add items to your cart
	  ○ **Prompt 4 follow up:** How difficult or easy was it to see that your items were now placed within the cart?
	• **Prompt 5:** Find and edit 1 of the items you placed in your cart



        - **Prompt 5 follow up:** How easy or difficult was it to edit the item you chose and then place it in your cart? Is there anything you would change, add or remove?
    - **Prompt 6:** after reviewing your cart go ahead confirm and pay
        - **Prompt 6 follow up:** How confident are you that the order you just placed went through.
    - **Prompt 7:** Travel back to the home page and from there do the following:
        - Navigate to profile and change your profile picture
        - Find the contact us information
        - Access your cart
    - **Prompt 7 follow up:** How easy or difficult was it to find these sections individually? Is there anything in terms of the structure that you would like to see added, changed, or removed?
    - **Prompt 8:** Overall how did you feel about the app? How easy or difficult was the flow from logging in to confirming your order? Did you experience any frustration or confusion at all in this process? What would you like to see added, changed, or removed?

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 find the app unnecessarily complex
        - I think the app is easy to use
        - I find the included map navigation easy to use
        - I need the technical support of another person to use this app
        - I feel confident using this app
        - The main user flow of the app is clear
        - I find the navigation bar easy to understand and find
        - I found the payment system easy to use
        - There is inconsistency within the app
        - I would order using this app again