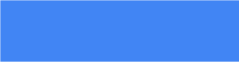


Introduction	● Title: MovieTicket (MT) application to help users order tickets ahead of showtimes ● Author: Daniel Torraca, Visual Designer, torracadh@gmail.com ● Stakeholders: MovieTheatre A - global offices, Movie Ticket Buyers ● Date: Started on March 19th, 2022 ● Project background: No application currently exists for the client, initial research began in February 2022 and has led to wireframes and prototypes. ● Research goals: Figure out if users are able to easily order multiple tickets for themselves and friends prior to showtime.
Research questions	● Does this make ordering from MovieTheatre A easier? ● Where do users get stuck when trying to complete an order? ● What more information could we show to help users choose a show? ● What information felt like it was unnecessary? ● How long did it take to complete an order on average?
Key Performance Indicators (KPIs)	● Time on Task ● Use of Navigation ● System Usability Scale
Methodology	● Unmoderated usability study ● Locations: Continental United States ● Date: Sessions will take place between March 20th 2022 and April 1st 2022 ● Five participants each completing the study unassisted ● Each session will last 45 minutes and include an introduction, list of tasks, and a short questionnaire to conclude
Participants	● Participants have all been to the movies before but do not need to have been recently. All participants speak or read English as either their primary or secondary language. ● 2 male, 2 female, 2 gender non-conforming. Between the ages of 18-80. One participant has a hearing impairment requiring them to see shows with subtitles or assistive technology. ● The study is accessible for use with a screen reader and switch device.
Script (Discussion Guide)	● Intro: ○ Before we begin, Do I have your consent to take both audio and video recordings of this interview?



- I want you to know that this isn't a test. There are no right or wrong answers.
- If you have any questions about the product or the test please don't hesitate to stop and ask
- This data is being collected to help improve a ticketing app for a small movie theatre chain. Your answers will help us make the app easier for people to use when ordering tickets.
- Basic Questions:
 - Where do you live in your city or town? Close to shops or more in the suburbs? How did you end up living where you are currently?
 - How often do you go to the movies vs watching at home? What's your main factor in this decision?
 - How long do you expect to spend choosing a show? Where do you currently look for your options?
 - Talk me through a normal day in your life
 - When you go to the movies, what besides tickets do you usually order?
 - Who usually goes with you when you go to see a movie?
 - What's your favorite movie theatre treat?
 - What's your favorite theatre experience you've ever had? Why?
- Great! If you're ready, let's move onto the tasks we'd like you to work on:
 - Prompt 1: Choose a movie you'd like to see and try to check out.
 - Prompt 1 follow up: How easy or difficult was this task to complete? Is there anything you would change about the process or information you wish was included?
 - Prompt 2: Start a new order and share it with a friend
 - Prompt 2 follow up: How easy or difficult was this task? Anything you wish was included with this action?
 - Prompt 2 follow up: What was the most challenging part of this task?
 - Prompt 3: From the checkout page, add concessions to your order and complete the checkout process
 - Prompt 4: Try to view the shows you've previously ordered
 - Prompt 5: Try to change your theatre location
 - Prompt 6: Try to checkout without selecting a movie
 - Prompt 7: Overall, how did you feel about this ticket buying experience? What did you like and dislike about it?
- Have the participant complete the System Usability Scale. Participants are asked to score the following items with 1 of 5 responses that range from 'Strongly Agree' to 'Strongly Disagree':
 - I think that I would use this app when I want to go to the movies
 - I found this ordering process challenging
 - I found finding a show easy
 - I felt confident ordering through this app that my tickets would be ready at showtime
 - I found the payment system frustrating
 - I found the navigation system irrelevant to what I wanted



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- I would imagine that most people would learn to use this app very quickly
 - I would recommend this app/process to a friend instead of using a box office
 - I found this process easier than how I've ordered tickets in the past