



ITC 298

Final Presentation

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History & Business Objectives

What is the Northwest Film Forum (NWFF)?

- NWFF is a Seattle-based **nonprofit arts organization** founded in 1995 and serves as “Seattle's premier film arts organization.” (nwfilmforum.org)
- Screens more than 200 films annually (with an emphasis on independent and classic cinema)
- Offers film-related educational classes for all ages
- Provides resources to filmmakers at all levels of experience.

What are the business objectives of NWFF?

- NWFF is a largely **educational and financial resource**, providing Seattle with alternative films and showcasing filmmakers with an emphasis on Pacific Northwest talent.
- NWFF membership ranges from 600-1,000 members at any given time (washingtonfilmworks.org). These members largely fall into the demographics of **industry professionals** and **family audiences**.
- The organization has a core team of 6 employees.
- Volunteers are the heart and soul of this organization.



Objectives & Scope

Our team set out to review and evaluate the existing **information architecture** of the NWFF website in order to determine the current scope of information and any usability issues.

“The information architecture is the structure and organization of all of the content contained within a website”

Other usability issues examined & discovered through testing include:

- Functionality
- Aesthetics

The screenshot shows the Northwest Film Forum website with a dark theme. At the top, the logo is on the left, and navigation links (Home, Subscribe, Membership) are on the right. Below the logo is a menu with categories: CINEMAS, FILMMAKING, PRODUCTIONS, NEWS & EVENTS, ABOUT, and GET INVOLVED. A search bar is on the right. The main content area is divided into several sections:

- WORKSHOPS LEARN MORE >**
- EQUIPMENT & FACILITY RENTALS**
- DIRECTIONS & PARKING INFO >**
- CONTACT US**
- CALENDAR:** A calendar for June with dates 29-30, 5-6, 12-13, 19-20, 26-27. The 14th is highlighted. Below it is a link: [View Complete Calendar >](#)
- SUBSCRIBE JOIN OUR MAILING LIST**
- ABOUT NWFF**

Northwest Film Forum is Seattle's premiere film arts organization, screening over 200 independently made and classic films annually, offering a year-round schedule of filmmaking classes, and supporting filmmakers at all stages of their careers.
- NEWS**

Your favorite Film Forum memories: we want to hear them! Fill out our 20th anniversary community survey here >
- LOCAL SIGHTINGS 2016**
- TYC** (The Year of Cinema)
- CALL FOR FILMS**

Submit your work to our annual festival showcasing the region's filmmakers.
- SUBMIT BY JUN. 24TH**
- 1-YEAR COMPREHENSIVE**

Explore your creative voice by learning the art & practice of filmmaking.
- APPLY BY JUN. 13TH**
- NOW SHOWING**
- SHOWTIMES**
- Anna Nicole Smith: TO THE LIMIT**

Deadly ninjas, hot Vegas nights, CIA skullduggery, a coveted CD-ROM, and superstars Anna Nicole Smith and Joey Travolta fuse into a white-hot action spectacular that will take your senses *TO THE LIMIT!* Anna Nicole Smith's first starring film role after being named Playboy's Playmate of the Year!

Also playing this week >
- QUEER FAN NIGHTS! Anna Nicole Smith: TO THE LIMIT**

Jun 16
[Buy Tickets Now >](#)
- Raiders! The Story of the Greatest Fan Film Ever Made (Double Feature!)**

Jun 17 - Jun 19
[Buy Tickets Now >](#)
- The Seattle Process with Brett Hamil**

Jun 17
[Read More >](#)
- The Long Haul Live**

Jun 18
[Buy Tickets Now >](#)
- [View Calendar >](#)
- WORKSHOPS**
- Media Management for Premiere Pro CC**

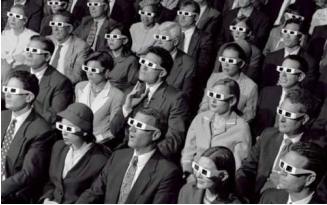
May 12th (Thursday) 6:30pm - 9:30pm
Instructor: Bernard Mann
Tuition: \$65 (\$60 for Film Forum)

Objective & Scope Continued

1. We began with a competitive analysis to gather initial data about the website. We then used this data to complete more specific analysis via a card sort, a heuristic evaluation, and usability testing to further our understanding of the website's functionality and what can be improved.
2. We then made recommendations for an optimized information architecture, as well as other functional and aesthetic updates.
3. The goal is to make the site more user-friendly and more usable to movie-goers, filmmakers, and the community at large.

User Personae & Needs

MOVIE GOER



All ages. All levels of media experience. Seattle-based and out-of-town visitors.

Moviegoers want to check the upcoming film schedule and any upcoming events. Want to buy tickets.

- View a monthly calendar
- Purchase tickets online
- Find location

MEMBERS



All levels of media experience. Primarily Seattle based.

A mix of casual cinema fans, cinephiles, and filmmakers

Members can have one of several goals:

- Buy tickets to a film
- Read about upcoming events
- Lookup classes being offered
- Find membership benefit information
- Purchase tickets online
- View upcoming events on calendar
- Find news about NWFF
- Find class schedule
- Find membership section that describes benefits



User Personae & Needs

FILMMAKER



Seattle-based, tech savvy, various ages, starving artist.

Filmmakers utilizes the NWFF site to find out about new films showing, new opportunities and seminars for filmmakers, as well as grants, funding, and film competitions.

- Find out what's playing
- Look for class schedule
- Reserve equipment rental
- Find out about volunteer opportunities
- Find information about grant opportunities.

STUDENTS



Film students, seeking information, and excited about film.

Mostly film students will visit the website in search of information for their study as well to get involved in different activities.

- Seeking to join workshops
- Getting involved to volunteer
- Get a job

User Personae & Needs

VOLUNTEERS



All ages, movie fan, filmmakers, students, employed elsewhere

Interested parties looking for new volunteer opportunities. Seasoned volunteers looking for future volunteer opportunities that work with their busy schedules.

- Find info about volunteer opportunities
- View monthly calendar
- Contact volunteer coordinator
- Sign up to volunteer

Methods Overview

- **Competitive Analysis**
- **Card Sort**
- **Heuristic Evaluation**
- **Usability Testing**

Competitive Analysis

Competitive Analysis is a method of assessing the relative strengths and weaknesses of competitors. Our team conducted a competitive analysis comparing the NWFF website to the websites of two local competitors, the Seattle International Film Festival (SIFF) and Central Cinema.

Objectives

- Gather data to inform our redesign decisions
- Identify frustrations users might face
- Identify common elements to adopt or discard

Four criteria used for assessment

- Information Architecture: Site structure
- Usability: Ease of use
- Tasks & Interactions: Steps taken by users to achieve an end goal
- Visual Design: Aesthetics and layout

Functionality of the site was graded on an ease of scale ranging from 1 to 4, with 1 = Difficult and 4 = Easy

Competitive Analysis - Seattle International Film Festival



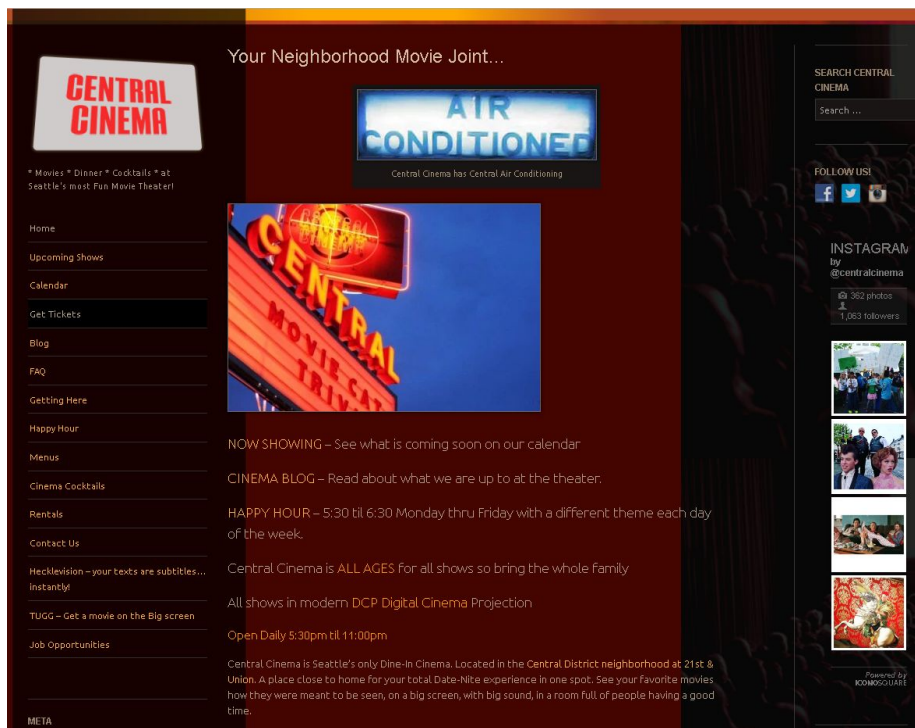
Information Architecture - Overall the site is clearly structured and organized into intuitive categories, but there is no direct way to purchase tickets easily.

Usability - The clean design and well-organized navigation makes the website seem easy to use, but it is not easy to purchase tickets. The calendar is also confusing to use.

Tasks & Interactions - The navigation is mostly intuitive, but it is difficult to find the correct path to buy tickets and the film calendar is somewhat confusing.

Visual Design - The design is clean and consistent throughout the site. The only anomaly is the calendar, which is not as organized as the rest of the site.

Competitive Analysis - Central Cinema



Information Architecture - Overall the site is not well organized. The navigation on the homepage is repetitive. However, it is easy to find how to purchase tickets.

Usability - The site is simply organized and straightforward but repetitive. Overall, it is easy to use.

Tasks & Interactions - Despite unappealing design, navigation pathways for tasks were relatively clear.

Visual Design - The design feels low-budget, disorganized, and dark. It is consistent but unappealing.

Competitive Analysis - Findings and Recommendations

Information Architecture (IA)

- The overall IA of NWFF website is good, but the main navigation needs sub-navigation items. The side navigation present on left side of the website can be incorporated into the main navigation to streamline usability.



- Sitemap at the bottom of the website can be used when redesigning both navigation and sub-navigation.



- Our recommendation is to redesign the Information Architecture to create organizational and navigational schemes allowing users to use the website easily.



Competitive Analysis - Findings and Recommendations

Usability

- Decrease the clutter of information on the homepage by adding sub-navigation to the main navigation. This would require taking content from the left sidebar and the sitemap, and then incorporating all of it into an intuitive sub-navigation.
- Create a clear pathway for customers to purchase tickets.
- Present the movie schedule in a more easily digestible format (should include the movie title, date, and showtime in).
- Make the site responsive so that users can conveniently view it on mobile devices.

Competitive Analysis - Findings and Recommendations

Tasks & Interactions

- Adopt:
 - Create a calendar page with an easy to view movie schedule.
 - Create a “buy tickets” node in the main navigation.
 - Utilize buttons for important actions, such as “Buy Tickets.”
- Avoid:
 - Calendar formats that stretch awkwardly.
 - Minimally-styled links.

Competitive Analysis - Findings and Recommendations

Visual Design

- The current font size of main navigation is too small and takes away from its functionality. We recommend increasing the font-size and visibility of the navigation.
- Clean up the grid and reduce the amount of content. Less is more!
- Visually redesign the site so that movie showtimes and where/how to purchase tickets are both more prominent on the homepage.
- Use design to lighten the overall mood of the site.

Card Sort

Procedure:

Card Sorting is a usability inspection method for understanding the organization of a website from a user's perspective in which a website's content is broken down into keywords and/ or phrases and then organized into categories by the participants.

The purpose of conducting a Card Sort on the NWFF website was to gain a better understanding of the scope of content and to help create a clear, more concise organization of the content into logical categories from the user's perspective, which could then be implemented in a redesigned navigation.

- OptimalSort: www.optimalworkshop.com
- Screaming Frog 336 -> 61 keywords



Settings Cards Categories Messages Questionnaire Appearance Recruit

Cards

1. free event
2. grants
3. current members
4. nwff supporters
5. become a member by mail
6. become a member online
7. discounts for membership
8. membership levels
9. past events
10. events
11. one year film comprehensive
12. industry events
13. individual film page
14. festivals



Card Sort Screaming Frog

losiaklincewicz@gmail.com

File Edit View Insert Format Data Tools Add-ons Help Last edit was on May 10

Comments Share

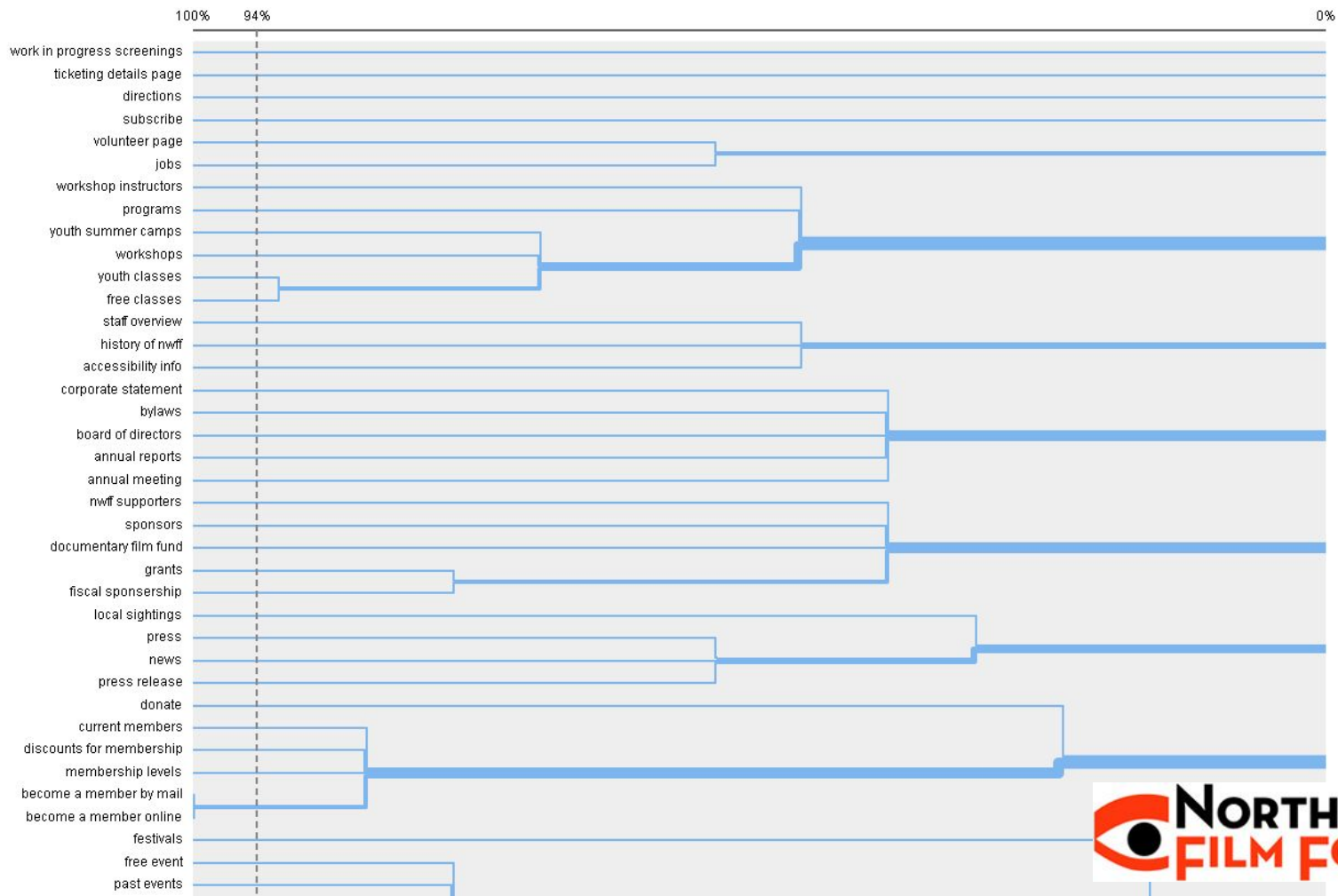
fx http://www.nwfilmforum.org/live/page/staff

	A	B	C	D	E
1	ADDRESS	Status	Destination Page (Yes/No)	Category	Title 1
2	http://www.nwfilmforum.org/downloads/0000/0194/CATALOGFINAL.pdf	OK	NO	Annual Gala Event	
3	http://www.nwfilmforum.org/ao/holidaygifts/	OK	NO	Holiday Gifts	Northwest Film Forum Holiday Gifts
4	http://www.nwfilmforum.org/page/subscribe	OK	NO	Productions	Northwest Film Forum :: Productions
5	http://www.nwfilmforum.org/live/page/subscribe	OK	No	subscribe	Northwest Film Forum :: Subscribe
6	http://www.nwfilmforum.org/live/page/calendar/3303	OK	NO	Visiting Artists	Northwest Film Forum :: Calendar :: Sugar and Skjelly: Sho
7	http://www.nwfilmforum.org/downloads/0000/0721/Film_Forum_PR_Videoasis_April_2014.pdf	OK	pdf	press release	
8	http://www.nwfilmforum.org/live/page/series/3735	OK	Yes	Video-on-demand screenings	Northwest Film Forum :: Series
9	http://www.nwfilmforum.org/live/page/accessibility	OK	Yes	Accessibility Info	Northwest Film Forum :: Accessibility
10	http://www.nwfilmforum.org/live/page/annual-meeting	OK	Yes	Annual Meeting	Northwest Film Forum :: Annual Meeting
11	http://www.nwfilmforum.org/live/page/annual-reports	OK	YES	Annual Reports	Northwest Film Forum :: Annual Reports
12	http://www.nwfilmforum.org/live/page/board	OK	Yes	BOARD OF DIRECTORS	Northwest Film Forum :: Board of Directors
13	http://www.nwfilmforum.org/live/page/bylaws	OK	Yes	Bylaws	Northwest Film Forum :: Bylaws
14	http://www.nwfilmforum.org/live/page/calendar	OK	YES	Calendar	Northwest Film Forum :: Calendar
15	http://www.nwfilmforum.org/live/collection/resources/102	OK	YES	Call for entries	Northwest Film Forum :: Resources : Call for Entries
16	http://www.nwfilmforum.org/live/page/corporate	OK	Yes	Corporate Statement	Northwest Film Forum :: Corporate Statement
17	http://www.nwfilmforum.org/live/page/directions	OK	Yes	Directions	Northwest Film Forum :: Directions
18	http://www.nwfilmforum.org/live/collection/resources/105	OK	Yes	Documentary Film Fund	Northwest Film Forum :: Resources : Documentary Film Fun
19	http://www.nwfilmforum.org/live/page/donate	OK	Yes	Donate	Northwest Film Forum :: Donate
20	http://www.nwfilmforum.org/live/page/workshops/93	OK	YES	Equipment Certifications	Northwest Film Forum :: Workshops
21	http://nwfilmforum.org/calendar_feed	OK	Yes	Film Feed	
22	http://www.nwfilmforum.org/go/nwffportal/fiscalsponsorship.php	OK	YES	Fiscal Sponsorship	NWFF Artist Portal : Fiscal Sponsorship
23	http://www.nwfilmforum.org/live/page/workshops/3577	OK	Yes	Free Classes	Northwest Film Forum :: Workshops
24	http://www.nwfilmforum.org/live/page/calendar/1661	OK	Yes	Fundraising Event	Northwest Film Forum :: Calendar :: Gala-Ga: The Film Foru
25	http://www.nwfilmforum.org/live/page/history	OK	YES	History of NWFF	Northwest Film Forum :: History
26	http://www.nwfilmforum.org/live/page/jobs	OK	YES	Jobs	Northwest Film Forum :: Jobs
27	http://www.nwfilmforum.org/live/page/local-sightings	OK	YES	Local Sightings	Northwest Film Forum :: Local Sightings
28	http://www.nwfilmforum.org/live/page/programs/69	OK	Yes	Music Movies	Northwest Film Forum :: Programs
29	http://www.nwfilmforum.org/live/page/news	OK	Yes	News	Northwest Film Forum :: News
30	http://www.nwfilmforum.org/live/page/cinemas	OK	Yes	NOW SHOWING	Northwest Film Forum :: Cinemas
31	http://www.nwfilmforum.org/live/collection/resources/104	OK	Yes	One shot films	



Actual Agreement Method

The Actual Agreement Method works best with 30 or more participants and will depict only absolutely factual relationships. We call this the Skeptical Denogram.



Card Sort - “Trouble Cards”

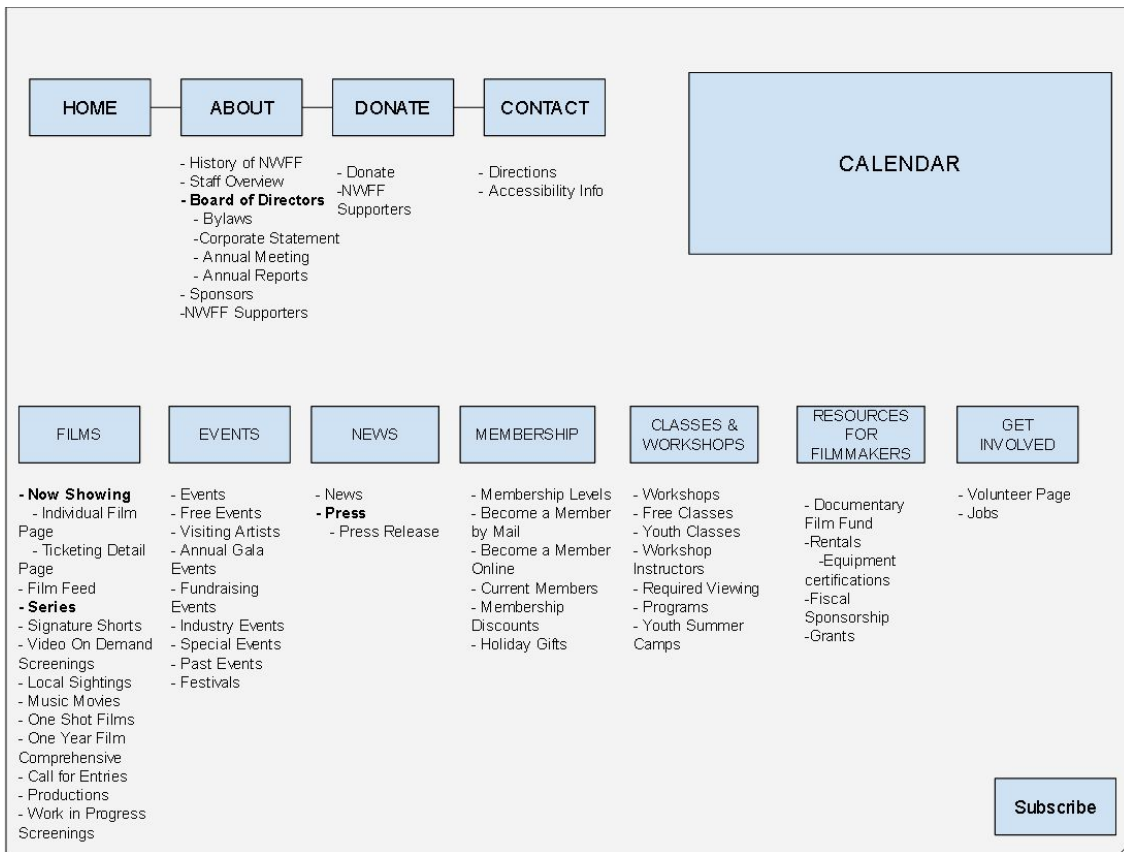
Trouble Cards:

- call for entries
- documentary film fund
- equipment certifications
- fiscal sponsorship
- grants
- gifts
- pick up a calendar
- productions
- programs
- rentals
- required viewing
- sponsors
- ticketing details page
- work in progress screenings

Frequently occurring trouble cards include topics relating to finance, e.g.:

- documentary film fund
- fiscal sponsorship
- grants
- gifts
- sponsors

Card Sort - Recommendations



From the data collected from the study our team proposed an updated information architecture. We resolved inconsistencies or “trouble areas” in participant data by creating the following features:

- Resources for Filmmakers
- Calendar fixture on every page
- Subscribe button on every page

Heuristic Evaluation

Heuristic Evaluation is a method of assessing a website's interface in terms of usability. The heuristic method is based on the set of principles developed by Jakob Nielsen in *Usability Engineering* (1995). The primary purpose of a heuristic evaluation is to identify usability issues.

1. **Visibility of system status**
2. **Match between system and the real world**
3. **User control and freedom**
4. **Consistency and standards**
5. **Error prevention**
6. **Recognition rather than recall**
7. **Flexibility and efficiency of use**
8. **Aesthetic and minimalist design**
9. **Help users recognize, diagnose, and recover from errors**
10. **Help and documentation**

Heuristic Evaluation – Procedures

Our team came up with three scenarios that we believe best demonstrate the most common site interactions by potential users. We then individually went through each scenario and completed each associated task, flagging all issues according to the ten heuristics and giving them a score from 0-4.

Scenario 1: You are tasked with buying 10 movie tickets for you and your friends for this upcoming Sunday, for the first showtime of the day.

Scenario 2: Young local filmmaker just recently discovered the NWFF. The goal of this user is to go to the website, sign up to become a volunteer, and rent a super 8 camera for an upcoming video shoot.

Scenario 3: A film enthusiast who is new to NWFF wants to become a member. She wants to make a \$60 donation with paypal account without being charged additional fees.

Heuristic Evaluation – Severity Scale

Severity Scale:

0 – No Problem: I don't agree that this is a usability problem at all.

1 – Cosmetic problem only: Doesn't need to be fixed unless there is time available.

2 – Minor usability problem: Fixing issue should be given low priority.

3 – Major usability problem: Important to fix. Should be given high priority.

4 – Usability catastrophe: Imperative to fix before product can be released.

Heuristic Evaluation – Findings

Scenario 1: Buying Tickets

1. Visibility of system status — Average Score 2.75

- a. Calendar on the Homepage doesn't communicate that there are no movies showing, when you select a date that there are no movies scheduled.

2. Match between system and the real world — Average Score 2.5

- a. The first navigation tab is titled "Cinema". To the average person "Cinema" usually connotes the building or actual movie theatre. It is jargony and "Movies" or "Showtimes" would be clearer.

3. User control and freedom — Average Score 2.25

- a. The term "cinemas" for the first navigation tab is misleading to the average person. "Cinema" usually connotes the building or actual movie theatre, not the films themselves. It is jargony and a bit pretentious. "Movies" or "Showtimes" would make more sense to a general user.

4. Recognition rather than recall — Average Score 2.38

- a. No clear breadcrumbs (on any page) indicating where you are or how you got there.

5. Aesthetic and minimalist design — Average Score 2.25

- a. Several links to the "Cinemas" node in the main navigation, the calendar in the left sidebar, and the "Showtimes" in the right sidebar.

Heuristic Evaluation – Findings

Scenario 1: Findings

- **Visibility of system status:** Calendar information lacks clarity
- **Match between system and the real world:** Navigation terminology confusing
- **User control and freedom:** Return navigation
- **Recognition rather than recall:** Lack of breadcrumbs
- **Aesthetic and minimalist design:** Lack of consistency in navigation and terminology; too much information in too many places
- **Help and documentation:** Lack of help and documentation materials

Heuristic Evaluation – Findings

Scenario 2: Sign up to volunteer and rent a Super 8 Camera.

1. Match between system and the real world — Average Score 2.75 & 3.13

- a. PDF link to the volunteer application isn't labeled or easy to find. "Current Rental Equipment List" pdf is labeled yet with no real contextual info about what it is.
- b. Users would expect equipment rental information to be under "filmmaking," however the path to equipment rental info is actually located in the "Resources" sidebar on the filmmaking page (not obvious at all).

2. User control and freedom — Average Score 2.13

- a. External links do not open in new window and do not tell the user that they are leaving the NWFF site.

3. Consistency and standards — Average Score 2.13

- a. Terminology used on the website is not clear from a user perspective ("Resources" vs. "Productions").

4. Error prevention — Average Score 4

- a. There are no existing error prevention methods in place. Use of forms with clear error messaging, would make the process of membership sign up and renting equipment more streamlined and add functionality to the site.

Heuristic Evaluation – Findings

Scenario 2: Sign up to volunteer and rent a Super 8 Camera.

5. Recognition rather than recall — Average Score 2.75 & 3

- There are no clear breadcrumbs (on any page) indicating where you are or how you got there.
- When you click on “Productions” in the main navigation and jump to that section of the site, “Productions” is not marked or highlighted to indicate where you have navigated to.

6. Help and documentation — Average Score 2.25

- When going to review the volunteer & intern ticket policy, the link doesn’t direct you to the content you are looking for on the page. It isn’t visible unless you scroll down the page.

Read our volunteer & intern ticket policy [here](#)

TICKETS

Tickets Information

Ticket prices at Northwest Film Forum are as follows:

- \$6.00/members
- \$8.00/children under 12, students with valid photo student ID, and seniors over 60 (babies under 1 year are free)
- \$11.00 general admission

Ticket Sales Policy

- All tickets must be purchased at the Film Forum box office or through our website.
- Tickets sold at the box office are sold only for day of show, starting 30 minutes prior to showtime.
- All screenings and shows are to start on-time. No admittance after the first 15 minutes of each film.
- Box office ticket sales are cash or credit card (Visa and Mastercard accepted). We no longer accept personal checks for individual ticket sales.
- We cannot exchange tickets or provide refunds. Please contact our ticket provider (Eventbrite or Brown Paper Tickets) to arrange a refund or exchange for tickets purchased online.
- You may purchase a membership at the box office and immediately receive a ticket discount.
- You must show your current membership card and/or identification card (driver's license) at the box office in order to receive either the member or children/senior discount.

Advance tickets policy

- Advance tickets are available online until 2 hours before showtime.
- Tickets may be purchased online at the Film Forum member rate. The ticket purchaser must present Film Forum membership ID card when picking up tickets from Will Call. NWFF discount is only valid for one ticket per member.

Heuristic Evaluation – Findings

Scenario 2: Findings

- **Match between system and the real world:** Lack of consistency in terminology and ways acquire information
- **User control and freedom:** External links do not inform users that they are leaving the site
- **Consistency and standards:** Terminology unclear and inconsistent
- **Error prevention:** There is currently no error prevention
- **Recognition rather than recall:** Lack of breadcrumbs
- **Help and documentation:** Policy links do not lead to relevant policy information

Heuristic Evaluation – Findings

Scenario 3: Make a donation without being charged additional fees.

1. Recognition rather than recall — Average Score 2.1

- a. There are no clear breadcrumbs (on any page) indicating where you are or how you got there.

2. Flexibility and efficiency of use — Average Score 2.25

- a. Rather than forms for equipment rentals, there are just email addresses provided for every different service. Forms would make things easier for the user and the NWFF.

3. User control and freedom — Average Score 2.25

- a. The term “cinemas” for the first navigation tab is misleading to the average person. “Cinema” usually connotes the building or actual movie theatre, not the films themselves. It is jargon and a bit pretentious. “Movies” or “Showtimes” would make more sense to a general user.

4. Recognition rather than recall — Average Score 2.38

- a. No clear breadcrumbs (on any page) indicating where you are or how you got there.

5. Aesthetic and minimalist design — Average Score 2.25

- a. Several links to the “Cinemas” node in the main navigation, the calendar in the left sidebar, and the “Showtimes” in the right sidebar.

Heuristic Evaluation – Findings

Scenario 3: Findings

- **Recognition rather than recall:** Lack of breadcrumbs
- **Flexibility and efficiency of use:** Lack of forms; downloadable pdfs and email addresses rather than embedded forms

Usability Testing

Introduction

The primary focus for the usability test project was to better understand how users visiting the Northwest Film Forum website accessed the information they were searching for and how to more effectively organize the information architecture, the organizational hierarchy of the website, in order to improve user experience.

The primary methods we tested were what and how many steps the users needed to take in order to purchase tickets, sign up for a workshop, and find volunteer information.

By conducting this usability test we were able to better understand which aspects of the current information architecture are successful and which aspects need to be reconsidered.

The primary research questions posed at the beginning of this study were:

1. Is the information architecture intuitive?
2. Is it easy to find information and complete tasks?

Usability Testing

Methods

- 8 participant testing sessions
- Participants were given several task items and were asked to think aloud,
- Explaining what their process was to find the specific information requested.
- The sessions were filmed using Google Hangouts.

Participant Information

- Selected for this usability test were class peers in the ITC 298 Usability Research Methods class at Seattle Central College.
- 50% of the participants were female, with an average age of 30, and 50% were male with an average age of 28.
- All participant received class credit for partaking in the study.

Usability Testing continued

Pre-test questionnaire findings

- 1 out of the 8 participants had previously visited the NWFF website
- 2 out of the 8 report never using movie related websites throughout the year
- 7 out of the 8 participants reported that they purchase tickets online less than once a month or never
- All reported that they believed they have average or above ability to find information while searching the web.

Logistics

- Each session took place in a group testing room, several feet away from the other testing sessions.
- The participant were asked to sit at a desk with a computer while the test moderator sat to the side, observed, and took notes.

Task List

Task 1: Purchase Tickets

From the homepage, find the showtimes for June 18, 2016 and add ticket to cart for “The Long Haul Live.”

Task 2: Sign Up for a Workshop

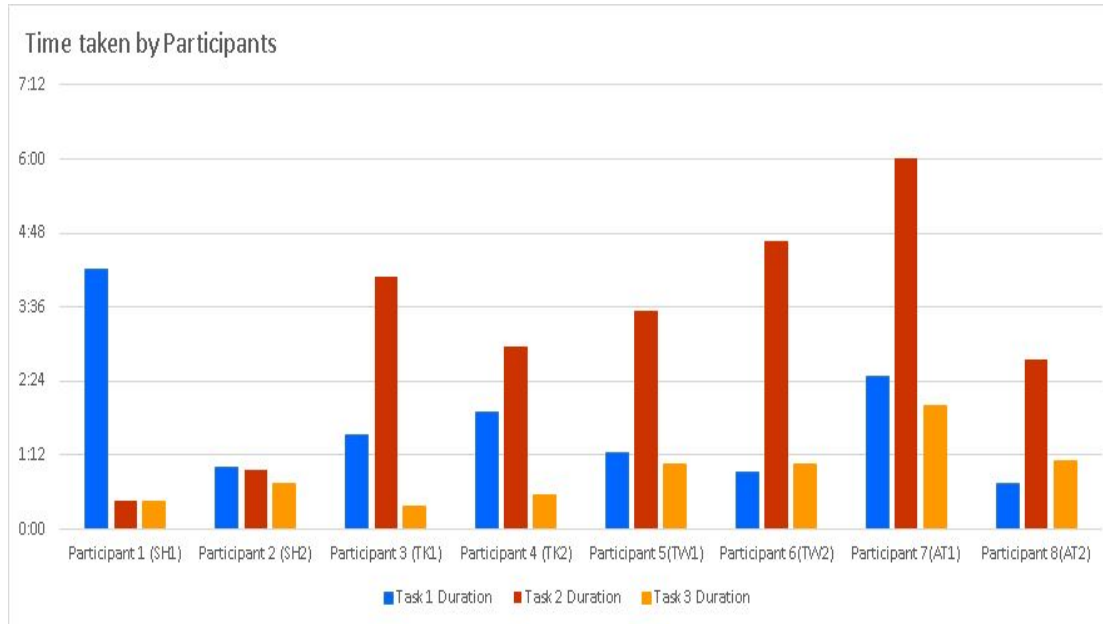
From the homepage, find and “sign up” for the “Intro to Final Cut Pro X” workshop.

Task 3: View Volunteer Form

From the homepage, find and view the “NWFF Volunteer Application pdf.”

Results

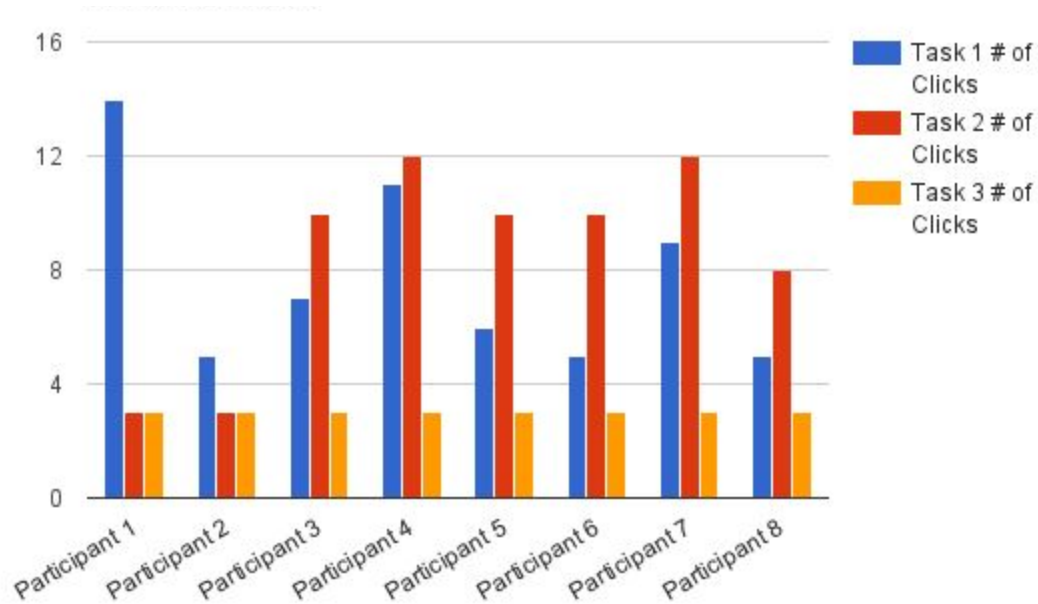
Time taken by each participants.



	Estimated Time	Average time taken
Task 1	3:00	1:44
Task 2	5:00	3:10
Task 3	3:00	0:55

Results

Task Efficiency

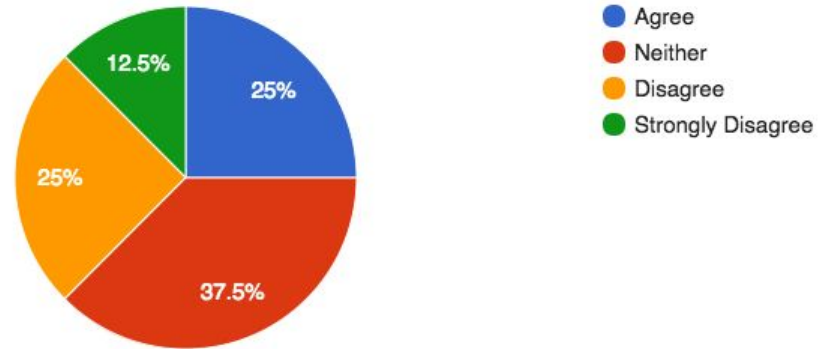


	Minimum clicks required	Average no of clicks
Task 1	5	7.75
Task 2	8	8.5
Task 3	3	3

Results

Post-Test Questionnaire

Overall, I am satisfied with the ease of completing tasks in this usability test.



Findings & Recommendations

Main Problem Areas

1. Information Architecture & Navigation
2. Functionality
3. Aesthetics

Problem 1

Problem	Recommendations
No obvious way to buy tickets from the homepage	Create a prominent "Buy Tickets" button that will take users to a list of showtime to choose from. This would streamline the ticket buying process considerably. As the website currently stands, users have several options for reaching the "Buy Tickets" link for a showtime, and those navigational paths are not very straightforward..

Problem 2

Problem	Recommendations
<p>Lack of readability/ ability to find information due to three main issues:</p> <ol style="list-style-type: none">1. Font size & line height2. Too much content3. Unorganized list content	<p>Font size and line height should be revised for readability (make both larger). Also consider changing font weight to improve readability. The amount of content on each page should be evaluated and condensed to declutter each page. List content should be categorized and organized in a logical way for users to digest information.</p>

Problem 3

Problem	Recommendations
<p>The site is visually unappealing due to three main issues:</p> <ol style="list-style-type: none">1. Color scheme2. Background images3. Dead space on right of screen (at 1920 x 1080px resolution)	<p>The site should be evaluated for color scheme to select a color palette that appeals to more users and use images that are relevant to the site's content. The site should also be updated to be responsive for both smaller screens (mobile and tablet views) and large desktop screens to improve aesthetics and user experience.</p>

Findings & Recommendations

1. Information Architecture & Navigation

- The biggest navigation issue for users was the lack of a straightforward path to purchase movie tickets.
- Creating a “Buy Tickets” button clearly displayed on the homepage can avoid confusion.
- While there are multiple paths that users can follow in order to purchase tickets, streamlining this process from the homepage would vastly improve the user experience.
- Left navigation bar and the main navigation are different, which makes navigating through the website confusing.

2. Functionality

- Creating a “Buy Tickets” button.
- Most of our test participants noted that they wished there was an easier way to purchase movie tickets from the homepage.

3. Aesthetics

- Making the font size larger and increasing the line height would improve the readability of the website overall.
- Condensing the amount of content on each page and re-organizing listed content (such as the list of workshops) would improve the overall aesthetics of the website.

Conclusions

Questions?