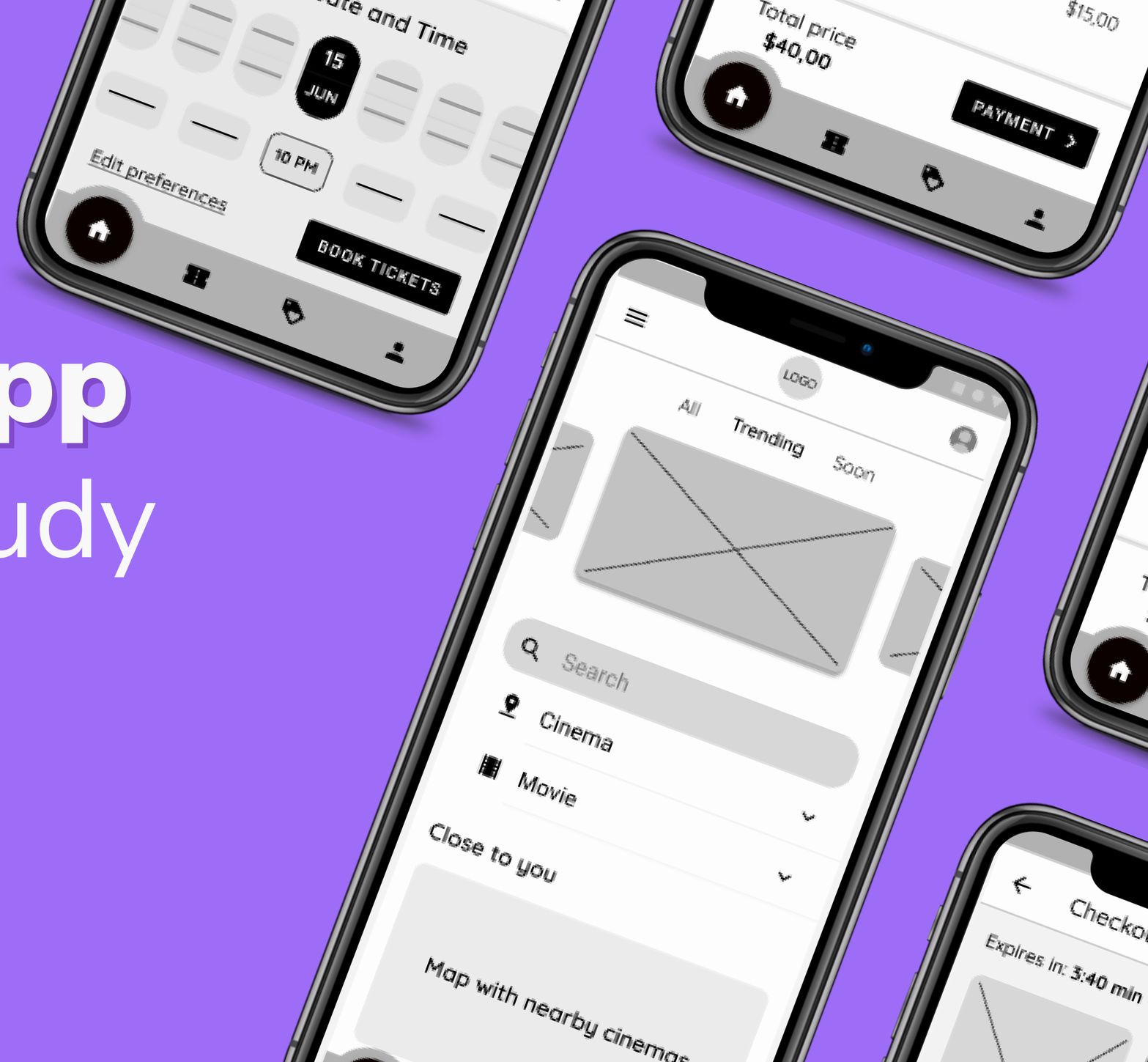
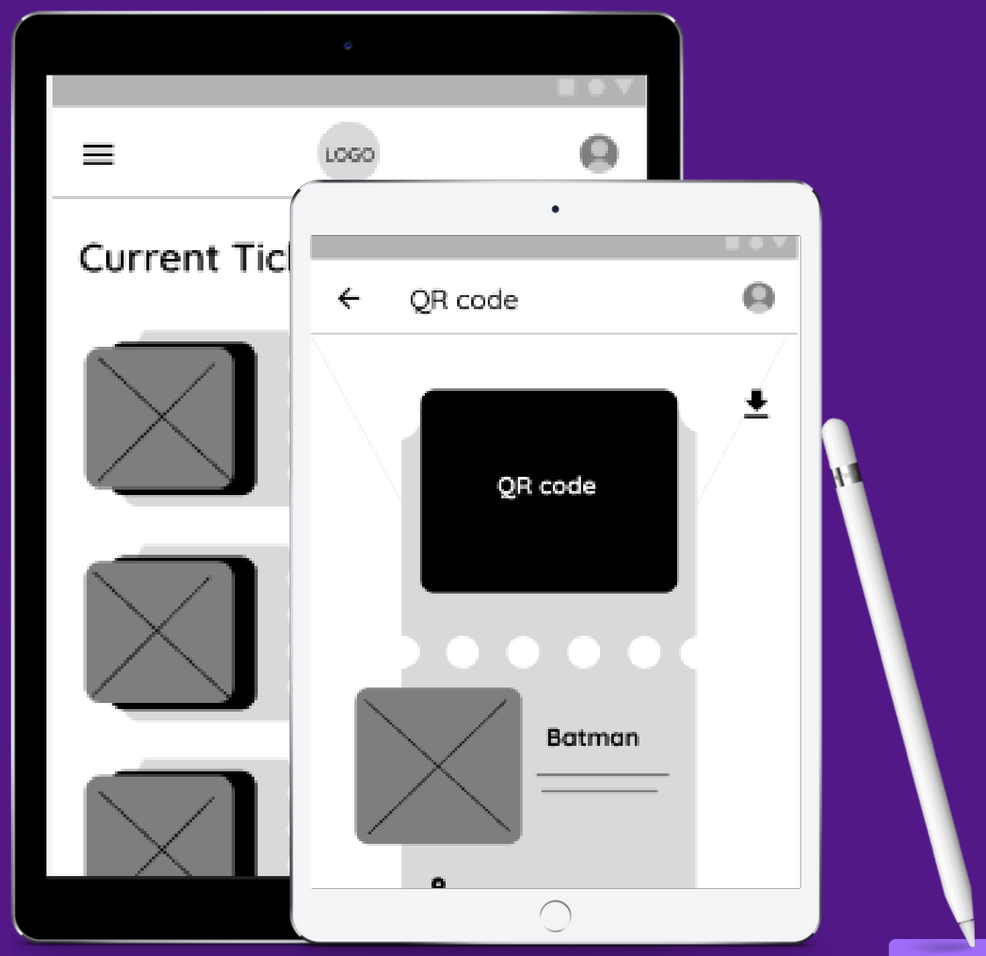
CineFan App
Usability Study

September 2022

Product designer
Caroline Vial





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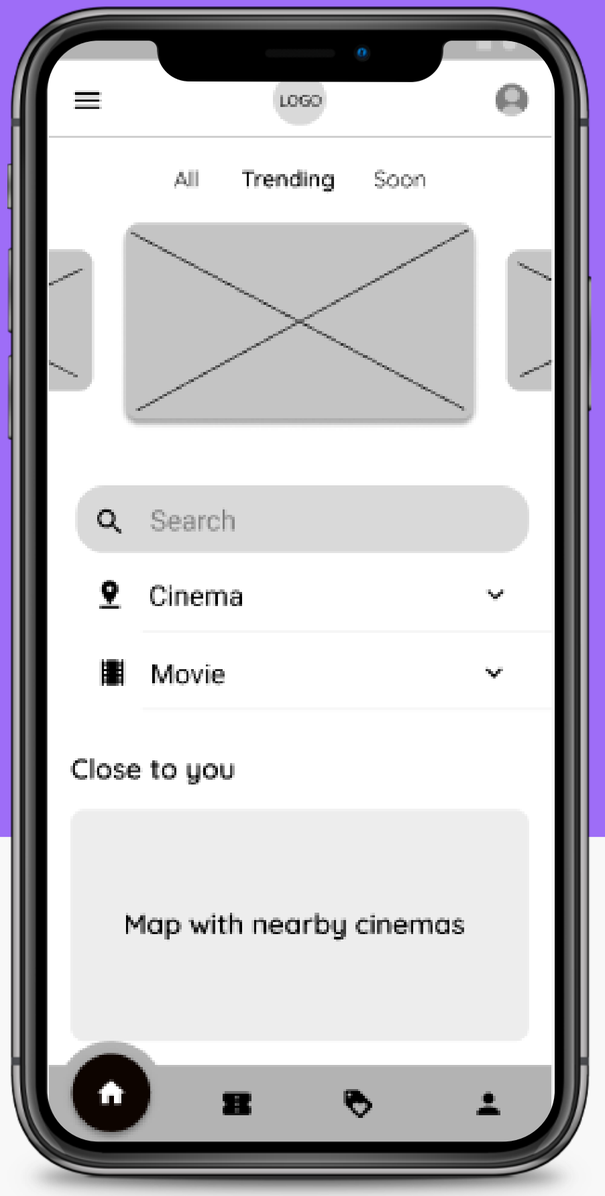
STUDY
DETAILS



Come with me, I'll show you more about our app!

PROJECT
BACKGROUND

We're creating a new app to help people to quickly choose a movie and book a seat in their preferred movie theater. We need to find out if the whole flow of finding and booking movie theater seats is easy for users to complete. We would also like to understand the specific challenges users may face in search, scheduling and booking processes. Also we want to measure the overall user experience.

STUDY **DETAILS**

Research Questions

1. How long does it take for a user to find and book a seat in the app?
2. What can we learn from the user flow or the steps users take to book a seat?
3. Are there parts of the user flow where users get stuck?
4. Are there more features that users would like to see included in the app?
5. Do users find the application easy or difficult to use?
6. Is the payment process easy for the customer?

Participants

10 participants

- Participants between the ages of 18 - 65 who reside in metropolitan and suburban areas. Participants who likes and goes to the movies often.

Methodology

25-30 minutes

Brazil and Argentina, remote

Unmoderated usability study

Users were asked to reserve seats at a movie theater in a low-fidelity prototype.

PROTOTYPE / **DESIGN TESTED**

The low-fidelity app for CineFan was tested and can be viewed at this link

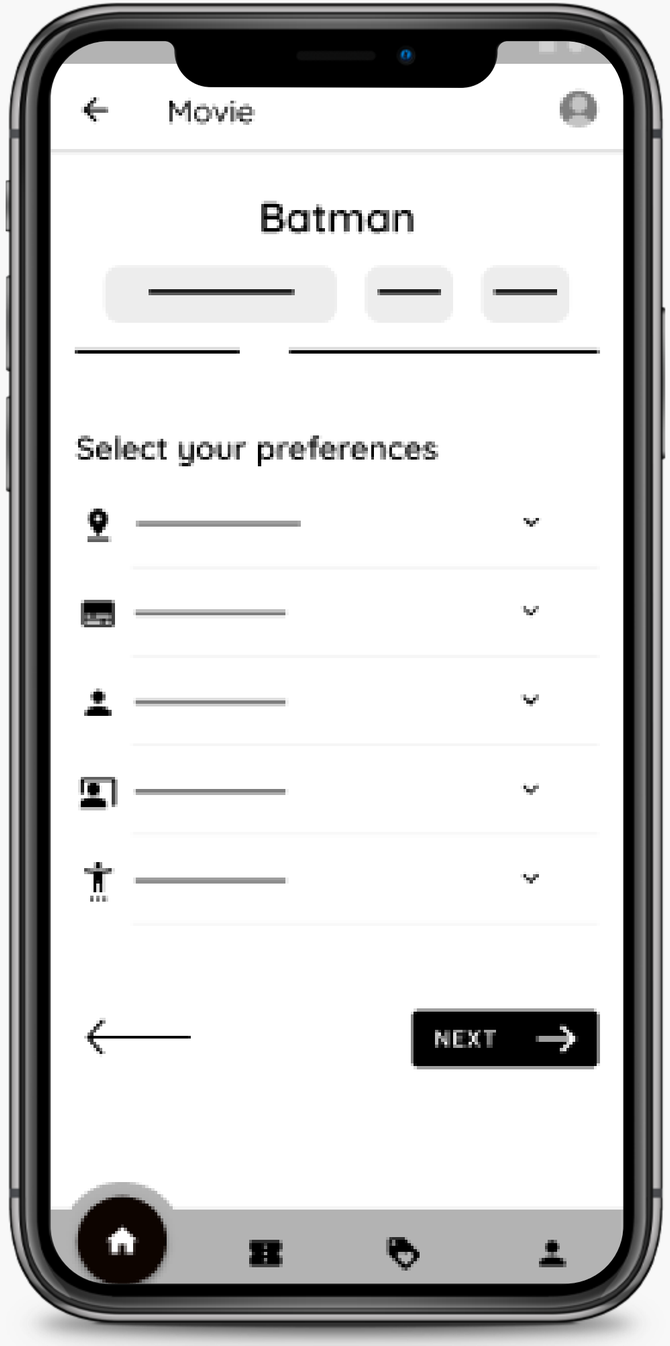
THEMES

It’s not immediately clear whether or not it is mandatory to complete the preferences and how to do it

Supporting evidence from the usability study.

- 3 out of 5 participants were confused about the action of selecting movie experience preferences.

"I don't understand if I need to complete all these points. I found it all very complete, but what if I want to skip this part, can I?"
(Participant E)

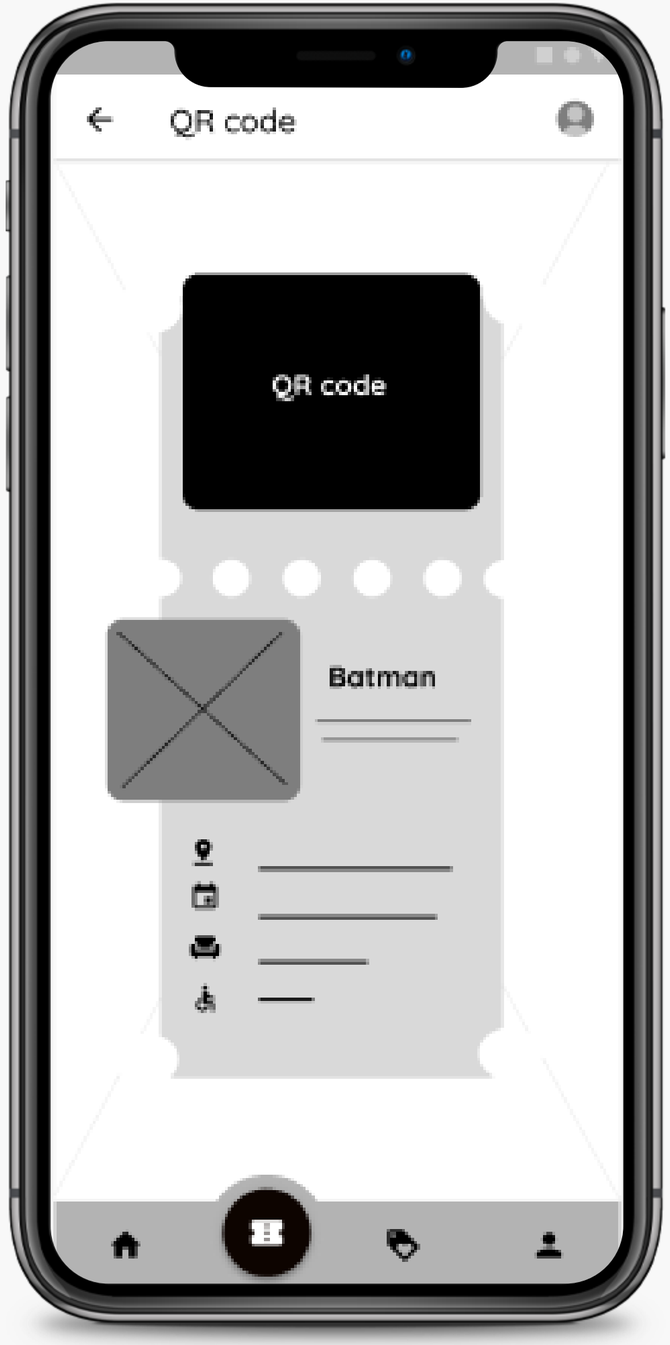


The action to undo a reservation after it is made is missing

Supporting evidence from the usability study.

- 3 out of 5 participants complained about the lack of option to cancel or change the booking once completed.

"If there was an inconvenience on the date and time I made the reservation, I realized that the app does not let me change or cancel my reservation."
(Participant B)



Just being able to search for movies was not enough, they wanted to be able to search for movies and other related topics as well

Supporting evidence from the usability study.

- 2 out of 5 participants were frustrated because the search box only allows searching for movies.

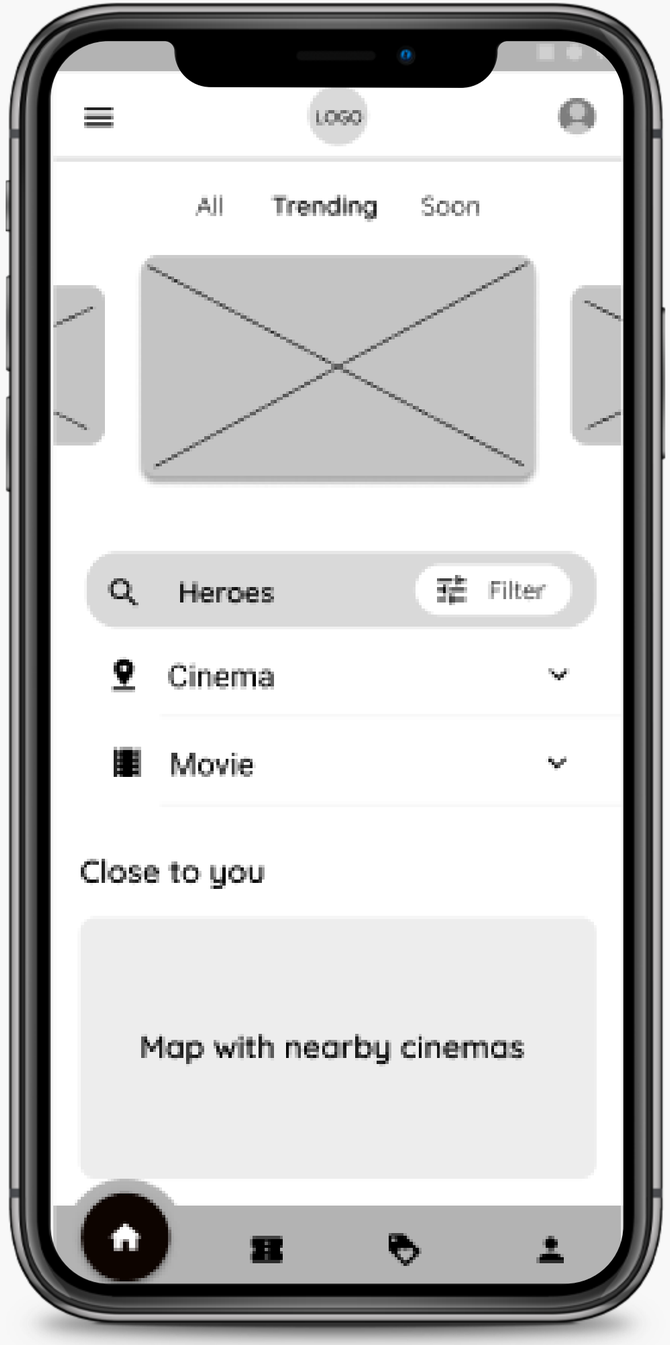
"I wanted to search for a specific cinema in the search box, and the app wouldn't let me. I wish the field of research was wider."
(Participant A)

The fact that there were so many options to start performing the task while it looked useful, left them stunned not knowing which option to choose

Supporting evidence from the usability study.

- 5 out of 5 participants were confused about how to start booking the ticket.

"Uhh so many things... but ok..."
"There are so many ways to start, I'm lost. I don't know where to start."
(Participant C)



INSIGHTS & **RECOMMENDATIONS**

RESEARCH **INSIGHTS**

Obligation to fill in preferences

Users need better tips to complete preferences. A note with information and a brief explanation.

Undo a reservation after it's been made

For some users, the action to undo a reservation after it is made is missing

Limited research

Some users want to be able to search for movies and other related topics as well. That is, that we expand the research topics.

Plenty of options to start booking

Based on the study carried out, count which of the options to initiate reservations are the most used.

RECOMMENDATIONS

Add a "skip" button and an info message explaining how the preferences part works.

Add the options to cancel or change the reservation once completed

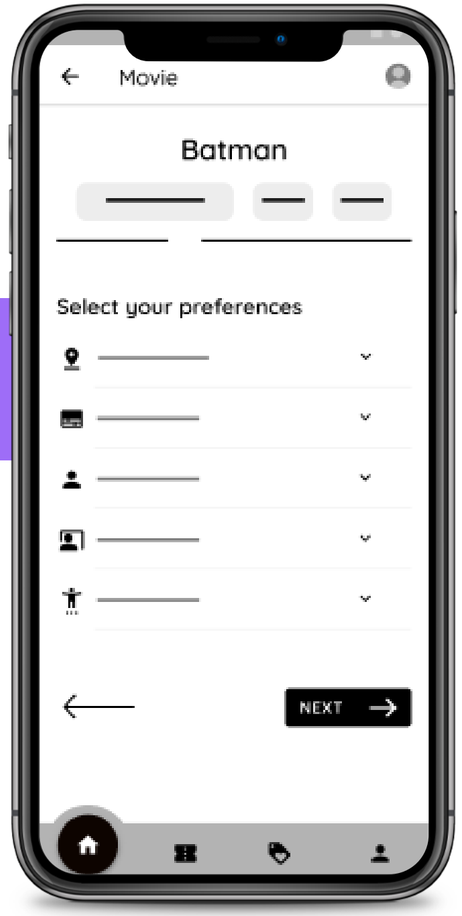
Expand search topics, and create new frame with better division and search filter

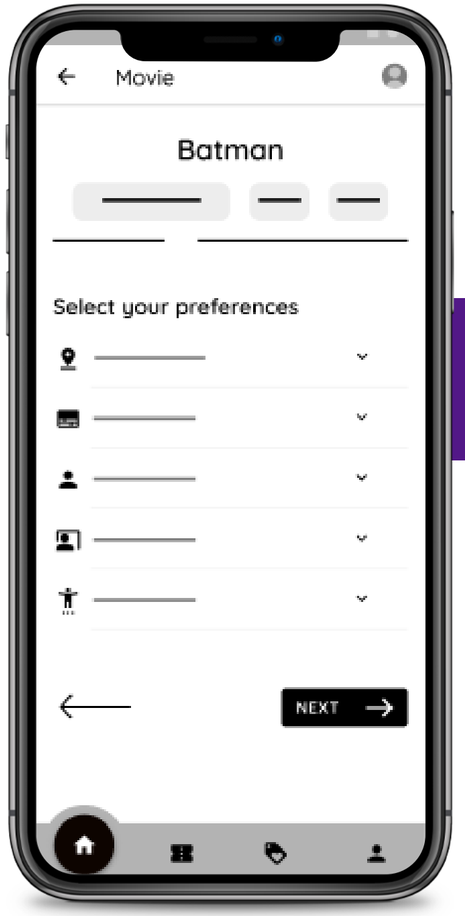
According to the result of the study, eliminate the options to start the reserves that are the least used or relocate them so that it becomes more cohesive.

Add a "skip" button and an info message explaining how the preferences part works.

PROTOTYPE **UPDATES**

BEFORE





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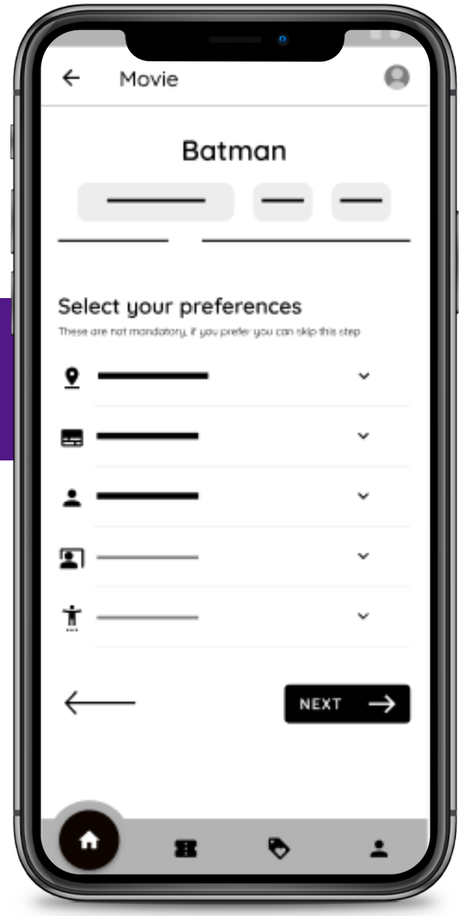
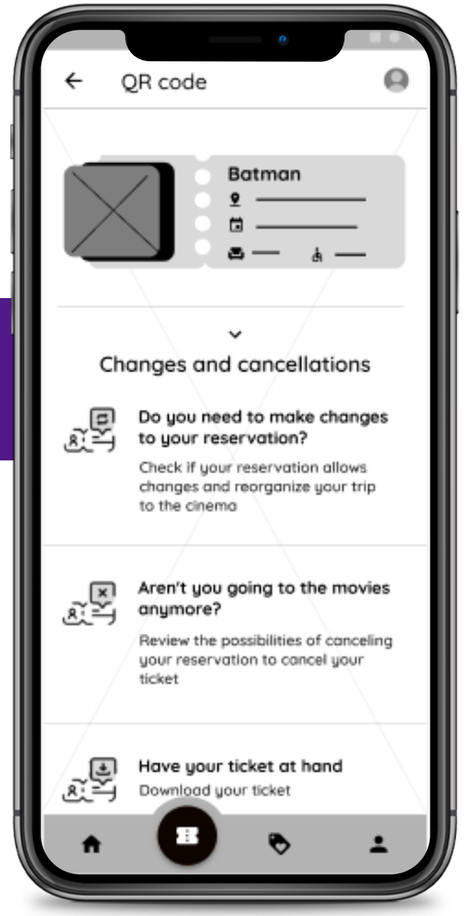


Add the options to cancel or change the reservation once completed

PROTOTYPE **UPDATES**

BEFORE

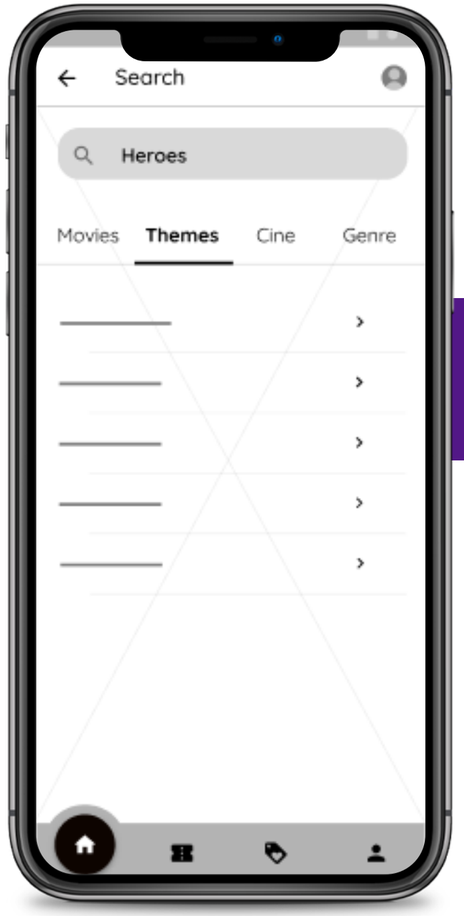
AFTER



Expand search topics, and create new frame with better division and search filter

PROTOTYPE **UPDATES**

BEFORE



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According to the result of the study, eliminate the options to start the reserves that are the least used or relocate them so that it becomes more cohesive.

PROTOTYPE **UPDATES**

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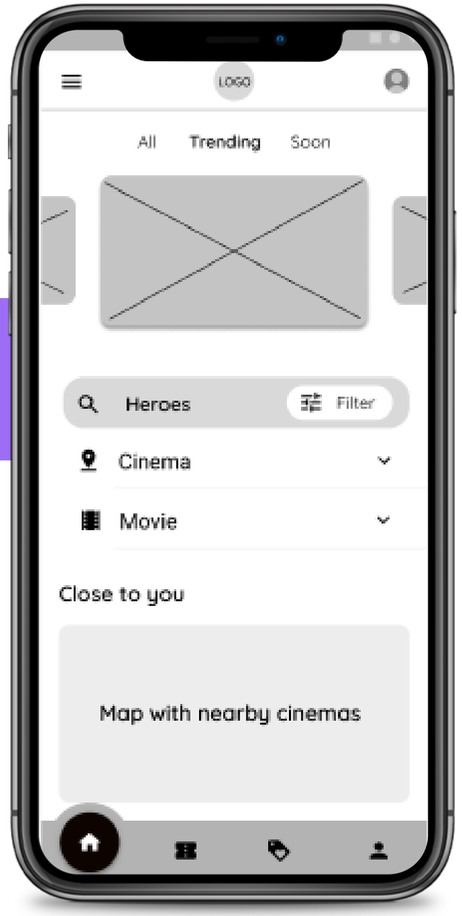
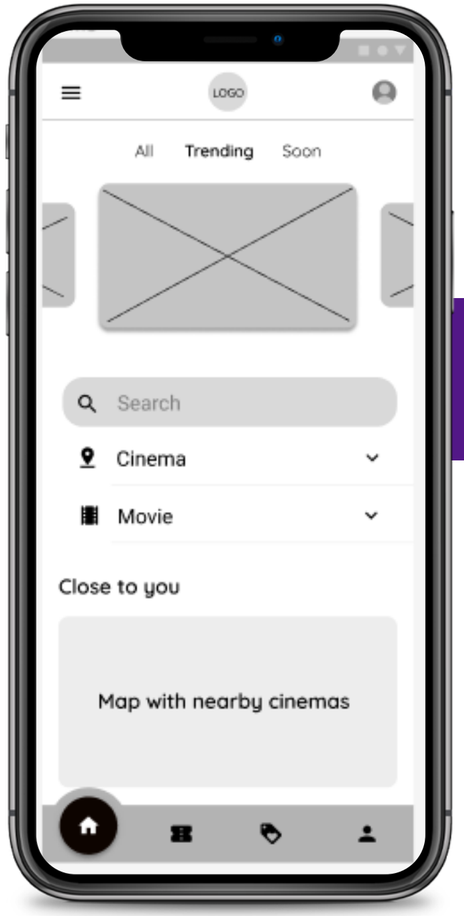
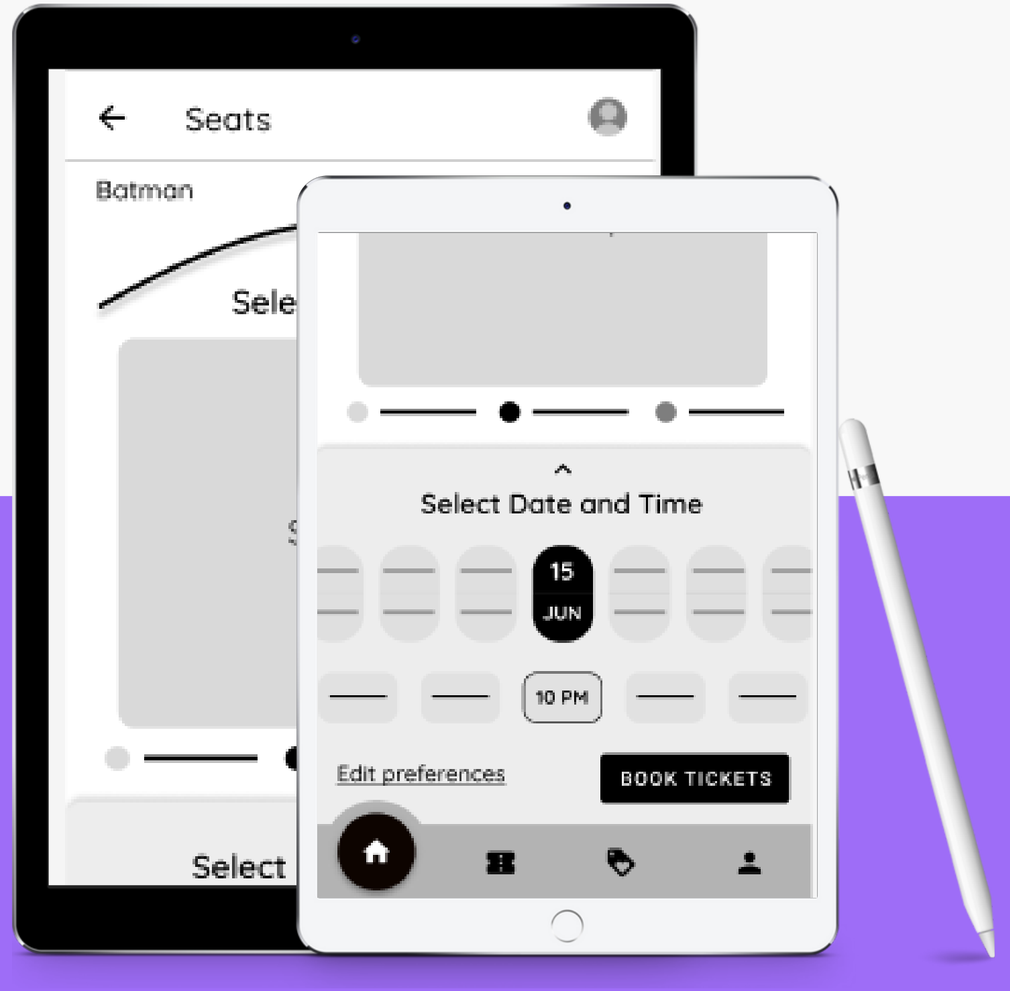




AFTER

NEXT **STEPS**

- Find out if there is anything else to add
- Complete the missing frames
- Make high-fidelity prototypes



THANK
YOU!