FlixTix App Useability Study

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Study Details

Project Background

We're creating a FlixTix app to make movie booking for our service easier than ever before.

Our users are typically too busy to arrive to the theater and wait in line far in advance of the show time to secure a ticket. They also want a user-friendly experience that minifies any frustration from a potential language barrier.

Our goal was thus to design a visually-based, easy-to-follow app that will allow users to save time and be free from having to worry about arriving to the movie theater extra early to secure a ticket.

Study Details

Research Questions

- How long does it take for a user to select a seat and book their ticket?
- Are users able to find the type of seating and exact seat they want?
- How many users care about having food also ready in advance?
- Are there any parts of the booking process where users are getting stuck?
- Is the checkout process easy for customers?

Participants

5 participants

Participants between the ages of 15 and 40 who reside in metropolitan and suburban areas. Participants go to the movies at least once a month.
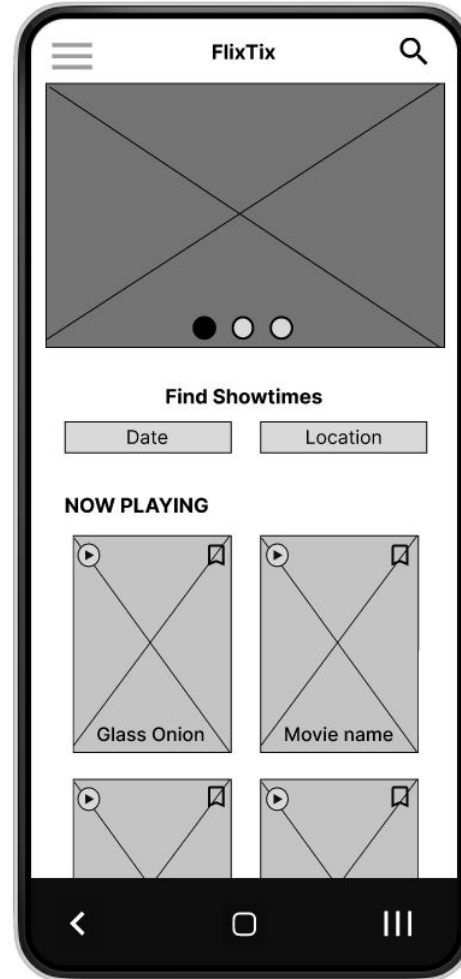
Methodology

15-20 of minutes

In person

Moderated useability study

Users were asked to complete a series of tasks on a low-fidelity prototype

Prototype / Design Tested

The low-fidelity prototype for FlixTix
movie booking app was tested and can be
viewed at [this link:](#)

Themes

# People want a visual calendar when selecting the date

Supporting evidence from the usability study.

- 4 out of 5 participants said they would prefer working with a visual calendar, rather than a scroll down one or typing it

- This allows users to visualize the month at a glance, and see what specific days of the week they are selecting

"People are used to seeing a calendar icon these days, and it helps them to visualize their month at a glance."
- Paul Hudson, movie-goer from Madison, WI

Users would prefer to see a pop-out calendar after clicking here:

FlixTix

Find Showtimes

Fri, Jan 13   Location

NOW PLAYING

Glass Onion   Movie name
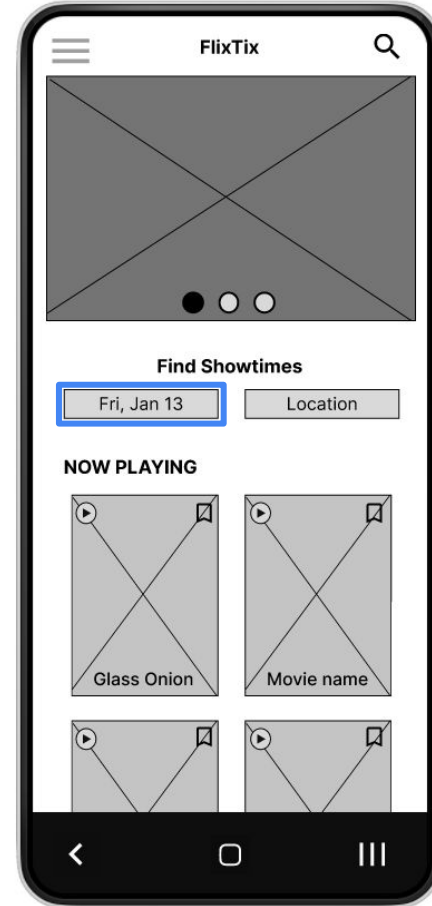
# People want to opt out of steps that are not necessary

Supporting evidence from the usability study.

- 4 out of 5 participants said they would would not necessarily need to order food every time, although they value having the option of doing so

"I don't see the necessity of ordering food in advance, but I do think it's a good idea to have it as an option in the app."
- Tony Cusick, movie-goer from Madison, WI

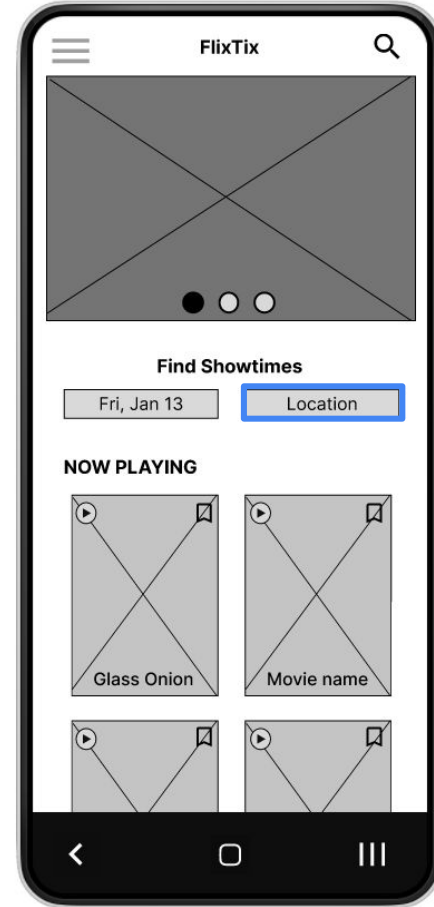*Ideally, users have a faster way of opting out of the food ordering page*
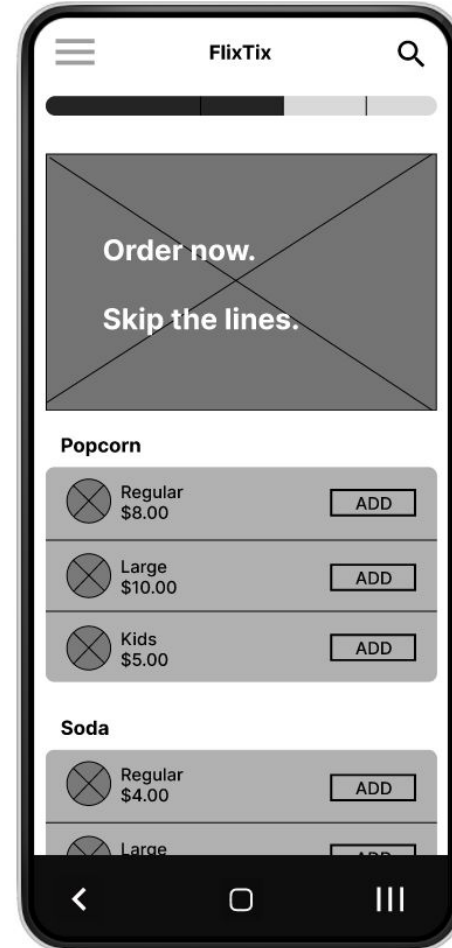
People prefer things as visual as possible

Supporting evidence from the usability study.

- In addition to the calendar icon, some users suggested also adding a location icon to make things more consistent

- This is especially helpful for second-language users who are not fully English proficient and rely more on visuals

"Having a visual image helps me find my way faster and know what I'm tapping on."
- Rachel Dworak, movie-goer from Madison, WI

Insights & Recommendations

Research insights

Calendar option

Users want a pop-out calendar that allows them to view their month at a glance and see the specific days of the week.

Skip unnecessary steps

Users want a faster way of opting out of the non-essential steps along the way.

Make more visual

Users, particularly limited-English speakers, prefer as visually-based an app as possible

Recommendations

- Provide a pop-up calendar so users can see their month and the specific days at a glance

- Add a "Skip this step" button on any non-essential pages of the app, including the food one

- Add in more visuals where they might be needed, such as a location icon, making things easier to find

Thank you!