



## User Research Plan

## MPP Mobile Checkout Flow

## Summary

The intention of this test is to verify the design of the single page checkout for mobile and to uncover any potential areas of confusion prior to extensive development.

## Timeline

As soon as possible.

## Goals

Scrolling:

- Does the user understand the need to scroll? Is it intuitive, easy?
- Would it be better to auto-scroll the user to the active section of the screen as they move through the flow?

Guest check out vs registered user:

- Is it clear what the difference is?
- Do participants want the ability to create an account?

Pricing confirmation placement:

- Is the placement of the pricing confirmation early enough in the flow?
- Does revealing the convenience fee early deter users from completing their purchase? (not sure a usability test can uncover this, but perhaps some feedback might provide some illumination)

## Methodology

To test 5 hand held users directed to use the guest checkout flow and 5 hand held users directed to use the Fandango sign-in flow using usertesting.com

## Success Criteria

Flow (100% of total participants pass):

- The participant makes it to the confirmation screen.

Page by page (80% of total participants pass):

- The participant is able to make it to the next screen on the first try, within 15 seconds (ie, if they keep trying and poking and eventually make it to the next page, it counts as a failure)
- Count the number of errors per page (More than one error per page is counted as a task failure.) examples of errors include:
  - They click on something expecting one thing and getting another
  - They click on the wrong thing, due to lack of clarity or understanding
  - They get stuck, or don't know what to do next ( even if they eventually figure it out )
  - Fat finger issues

## UserTesting Test Set Up

### 1a. Instructions for the 1<sup>st</sup> 5 participants

**Website url:** <http://moviefanheaven.com/buyTickets/home.html>

**Credentials:** (NA)

**Introduction:** You are a **registered user** of Fandango, the 'go-to' destination for people who go to the movies. As a registered user, your credit card information has been stored from previous transactions. When completing the following task, please use these credentials when prompted to sign in.

username: [avidfan@mywebsite.com](mailto:avidfan@mywebsite.com)

password: ilovemovies

### 2a. Tasks for the 1<sup>st</sup> 5 participants

**Task:** Please purchase 2 adult tickets, as a registered user, for the 7:15pm showing of Gravity at the AMC Century City 15 on Santa Monica Blvd.

### 1b. Instructions for the 2nd 5 participants

**Website url:** <http://moviefanheaven.com/buyTickets/home.html>

**Credentials:** (NA)

**Introduction:** You are a **first time** user to Fandango, the 'go-to' destination for people who go to the movies. When completing the following task, please use these credentials when prompted for credit card information.

Credit card number: 1111 3579 2468 0864

Security code: 4657

Expiration Date: 06 / 2016

Billing ZIP code: 90024

### 2b. Tasks for the 2nd 5 participants

**Task:** As a first time user, please use the credit card information provided to purchase 2 adult tickets for the 7:15pm showing of Gravity at the AMC Century City 15 on Santa Monica Blvd.

### 3a and 3b. Open ended questions at the conclusion of the test

**Question 1:** Did this site meet your expectations?

**Question 2:** What was the best thing about this site? What was the worst thing about this site?

**Question 3:** If you had a magic wand, how would you improve this site?

**Question 4:** Would you use this site in the future? (please explain why or why not)

### 4a and 4b. Target Audience

**How many participants do you want for these tests? 5 each test 'a' and 'b'**

**Age: 25 to 40** (from 18 it goes to 25, then by 5 from there)

18 possible range 65+



**Income: \$40 to \$150+** (breaks are at \$40k and \$100k in between)

\$0 possible range 150+



#### Gender:

- Any (highest rated testers)
- Male
- Female

#### Web Experience:

- Any (highest rated testers)
- Average
- Advanced

#### Platform:

- Any (highest rated testers)
- PC
- Mac

#### Country:

- Any (highest rated testers)

- United States
- United Kingdom
- Canada

**Web Browser:**

- Any (highest rated testers)
- Firefox
- Chrome
- Internet Explorer
- Safari

**Social Networking:**

- Any (highest rated testers)
- Facebook
- Twitter
- LinkedIn

**Source of Participants**

- User panel from UserTesting.com
- Select group via direct invitation from Fandango moderated by UserTesting.com
- Select group via direct invitation from Fandango moderated by Fandango
- Intercept users on the Fandango website in real time using Ethnio

**On average, how often do you watch movies?**

- several times per week or more
- at least once per month
- several times per year
- I don't watch movies

**On average, how often do you go out to the theater to watch a movie?**

- several times per month or more
- once every month or two
- several times per year
- I don't watch movies

**On average, how often do you use your mobile phone to research purchase options?**

- once or more per week
- about once per month
- several times per year

I don't make use my mobile phone to research purchase options

**On average, how often do you make a purchase with your mobile phone?**

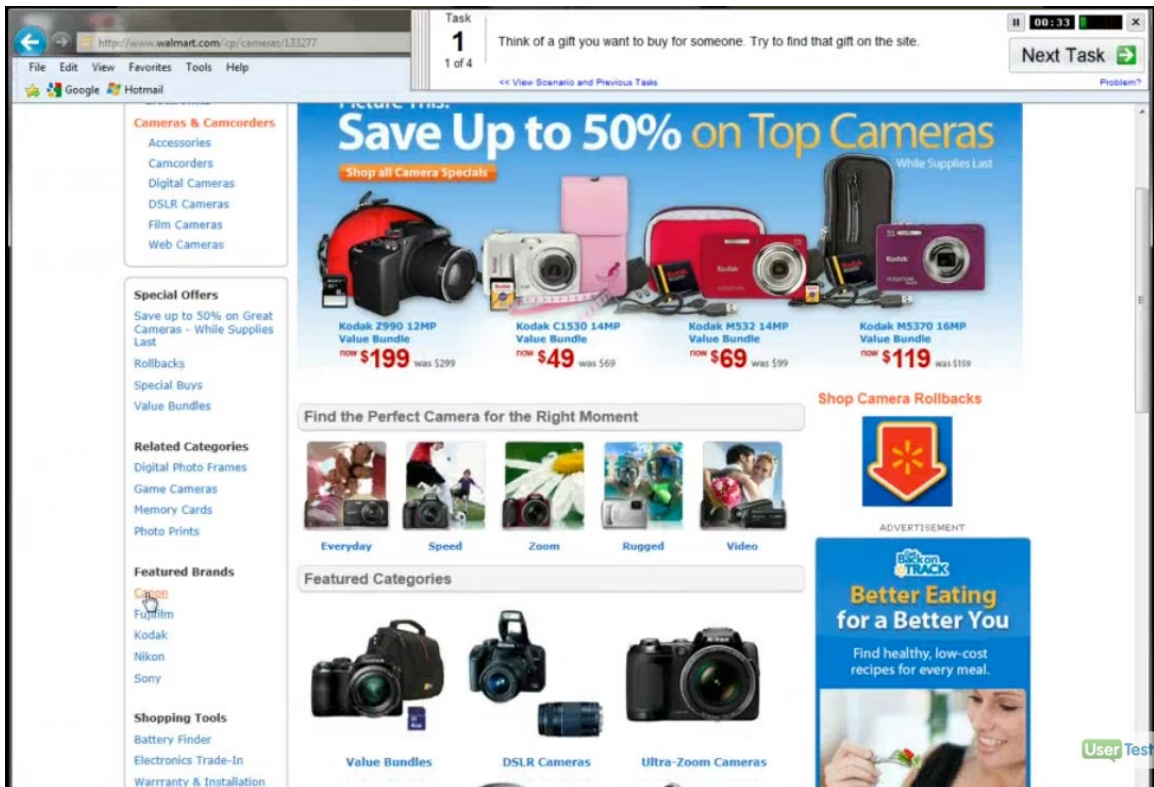
- once or more per week
- about once per month
- several times per year
- I don't make purchases with my mobile phone

## **Analysis and Deliverables**

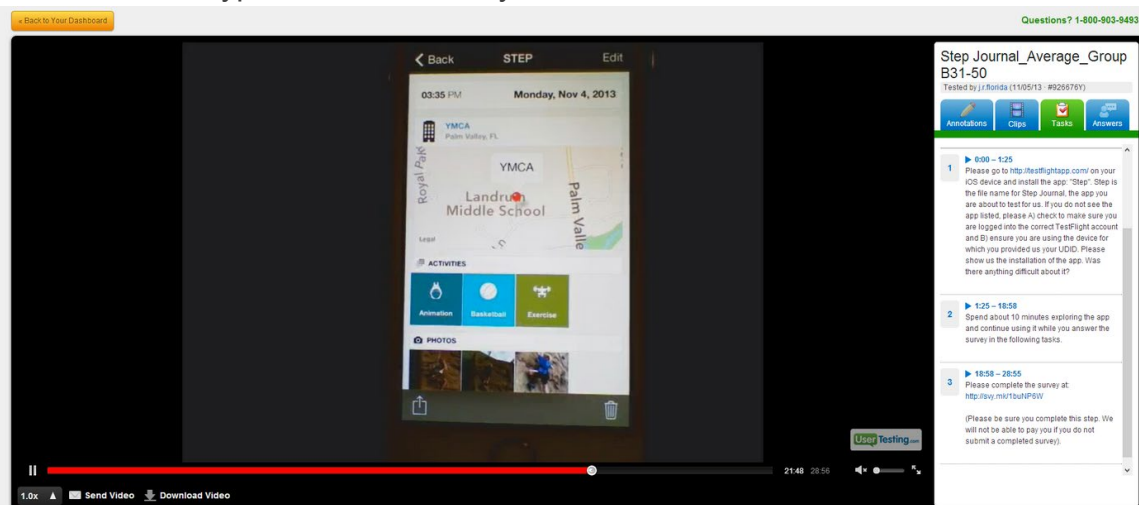
- Report by Ustertesting is requested.
- Internal report is not required.
- Ideally we would like access to the ustertesting account to do annotations. Susan will collate the results. Otherwise we need to review the videos as a team.

## **Sample Tests**

<https://www.usertesting.com/videos/sE%2FdI0GKLiU%3D>



For mobile tests the user follows the tasks from their computer screen, with no image or website displayed underneath the user testing UI as with the web test. The user must type in the url directly on their mobile device.





## **Online Account Credentials**

**GoDaddy** ( for hosting prototypes and comps for usertesting.com tests )

Email: [usertesting@fandango.com](mailto:usertesting@fandango.com) (Susan Oslin, Julia Morton, Chris Chandler, Margaret Wilhelm, Briana Pacey)

User: fandangoUX

Pass: fF@ndango0

Pin: 3693

Cust#: 72399671

Domain: moviefanheaven.com

FTP user: fandangoux

FTP pass: fF@ndango0

**UsabilityTools.com** ( suite of mostly quantitative testing tools )

Email: [usertesting@fandango.com](mailto:usertesting@fandango.com)

Pass: fF@ndango0

**share.axure.com** ( Axure hosting server for prototypes )

Email: [usertesting@fandango.com](mailto:usertesting@fandango.com)

Pass: fF@ndango0