

Usability Study Instructions

Consent Brief:

- Welcome to the study! Thank you so much for your time. This is a completely voluntary activity, and you can choose to stop at any time. You will be asked to record both your voice and your screen activity during this task. The recordings will be deleted once viewed by the researcher. Only continue and submit your responses if we have your full consent to access your responses and recording.
- In this activity, you will be testing out an early design for an app that allows users to browse for movies and watch trailers. Your thoughts and responses about your experience with the app are important to make the app valuable and easy for people to use. This is not a test - there are no “correct” answers. Please respond thoroughly and thoughtfully and feel free to voice any concerns, confusions, and take as long as you need. Remember to do your best to talk through your thought process during the tasks. Let's go!

Introduction:

- What is your name? Your age? Where do you reside?
- How often do you watch movies? In what kind of situations do you find yourself watching a movie?
- How do you feel about your current method of finding a movie to watch? How do trailers affect your interest in a movie?
- Do you use any apps or websites to discover movies? If so, which ones and why do you use them?

You will now be working on some tasks within the app. Remember to do your best to talk through your thought process during the tasks. Because the app is in its early stages of design, only some elements are clickable and others are examples of elements that will be more animated and clickable in the future.

- Prompt 1: You would like to watch a movie but aren't sure what to watch. Find where you would be able to browse through movie trailers.
 - Prompt 1 Follow-up: How easy was it to find the appropriate destination? What did you like or not like about this interaction?
- Prompt 2: You would like to go see a movie in the theaters today. Buy a ticket for a movie that is currently in theaters.
 - Prompt 2 Follow-up: How did you feel about this process? What made you feel this way? Were any parts of the app misleading or misdirecting?

- Prompt 3: After watching a trailer for a movie, you decide that you want to save that title so you remember it for later. How would you do so? Navigate to where you would go on the app to find the movie you have saved.
 - Prompt 3 Follow-up: What do you like or not like about this feature? What was difficult or confusing about this task if anything?
 - Prompt 3 Follow- Up: Were there any other ways you could imagine completing this task?
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- How did you feel about the app overall?
 - What were some likes and dislikes?
 - What would you recommend to improve the app?
 - Do you see yourself using this app?

This concludes the end of the activity. Thank you so much for your assistance in this usability study. Your responses are invaluable to the project and will be used to inform the updated design of the app.