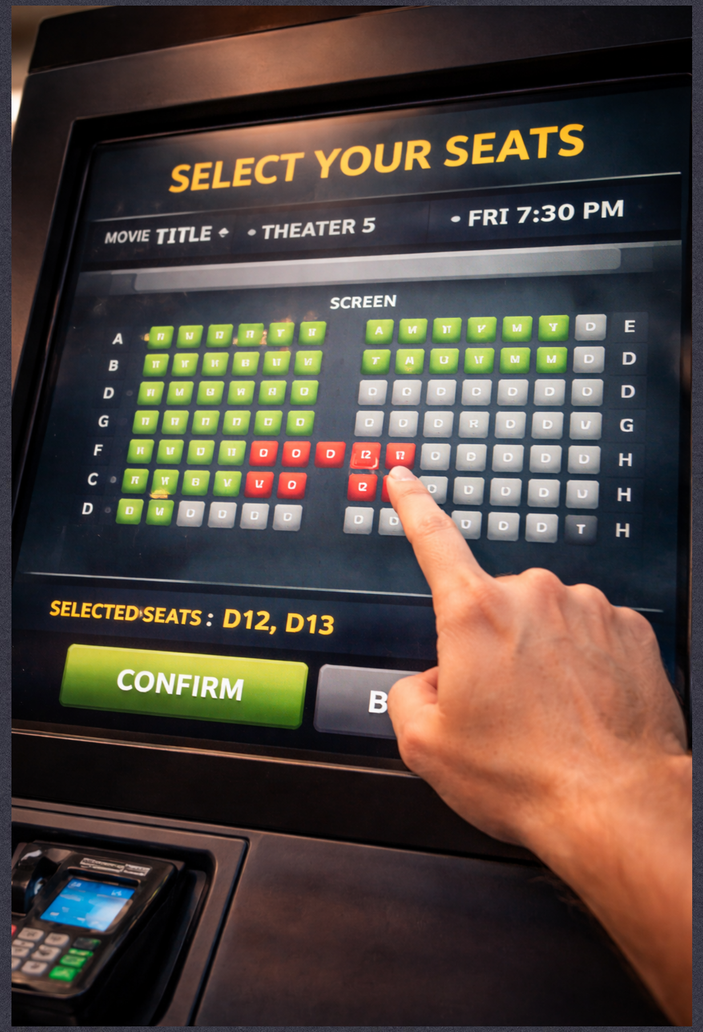
CASE STUDY 3

MOVIE TICKETING



Situation

- A movie ticketing partner insisted that we implemented an AI-based automatic seat recommendation without giving users the option to choose their seats manually.
- UX design’s hypothesis was that customers would prefer to be given recommendations while still having the option to override them.
- Third party research showed wide variation on where people sit but this was not enough.

Task

Research goal

- Identify which ticketing experience users prefer if presented with manual seating selection vs without so that the team can decide which design path to take in the user experience.

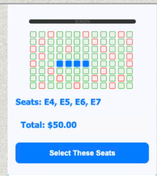
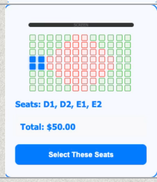
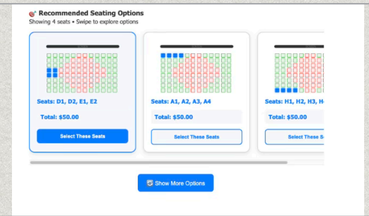
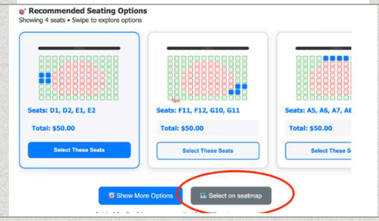
Research questions

- Can users successfully book seats in each experience?
- Are they satisfied with booking seats in each experience?
- Does their satisfaction vary when there are limited seats vs ample seats (2 scenarios tested)
- Do they manually select their seats when the option is available especially in the limited seats scenario?
- Do they have a preference between each design? And if so why?

Action

- Based on the research goal and questions, a Parallel design test was proposed and data was collected through a (4x4) within-subject design survey

- The intent was to quantify task success, satisfaction, quality of the seats and preference level through a large sample size of respondents

Ample seats scenario	
Limited seats scenario	
AI recommended seats	
AI recommended + manual seat selection	

Results

- Design with manual seat selection outperformed the AI only design by 68% in preference testing (4.44/5 vs 2.64/5, $p<0.001$)
  - *“I really like having both options available and not just be tied to the suggestions of the bot.”*
- User empowerment is the theme around their commentary
- Our partner conceded to these results and we were able to move forward with an experience that offers recommendations but still gives user control