

CINEPLEX, ~~REWIND~~, FAST FORWARD

SPRINTING FROM CONCEPTS TO ACTIONABLE CUSTOMER INSIGHTS



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PRODUCT VISION

ABOUT THE CINEPLEX STORE

- Premiere destination for Canadians to buy or rent digital movies
- 8,000+ titles available for on-demand streaming or download for offline viewing
- Fully integrated with SCENE loyalty program – earn/burn points in Store
- Available on almost every platform: PC, iOS, Android, Samsung, LG, Xbox, Roku...

USER EXPERIENCE PRINCIPLES

Goals of the 6 UX Principle lenses:

- Add highest value for guests
- Spark inspiration
- Guide design process
- Measure effectively
- Improve quality
- Focus design feedback



UX PRINCIPLE #1

AMAZING ATTRACTION

Every UI element at-a-glance focuses the guest's attention with great detail and leverages strong design best practices

Key Measures:

stimulation, comprehension, persuasion, satisfaction score

UX PRINCIPLE #2

COMPELLING CONTENT

Movie content is the star of the Cineplex Store and curated in a manner that is logical, flexible, accessible and enables the guest to further explore content details at point-of-need

Key Measures:

watching trailers, read movie details, engaging with content

UX PRINCIPLE #3

CLEVERLY CONNECTED

the Cineplex ecosystem smartly scales to support consistent patterns based on the user's contextual goals any time, any where

Key Measures:

multi-device usage, familiarity, feels integrated, consistency cross platform

UX PRINCIPLE #4

ENGAGING ENCORES

All experiences create a memorable feeling with extra surprise that create an inductive effect in their journey

Key Measures:

engagement, time on-site, frequency of use

UX PRINCIPLE #5

SUPER SIMPLE

Breaking down complexity to efficiently onboard, and continually enabling completion of guest's task flows and ensures consistency.

Key Measures:

completion, time on task, findability, error recovery

UX PRINCIPLE #6

SOPHISTICATED SERVICE

Perceptively personal service builds a relationship with guests over time based on deep insights leveraging data from SCENE + social

Key Measures:

Sign-ups, Log-ins, Recommend to friends, SCENE registrations

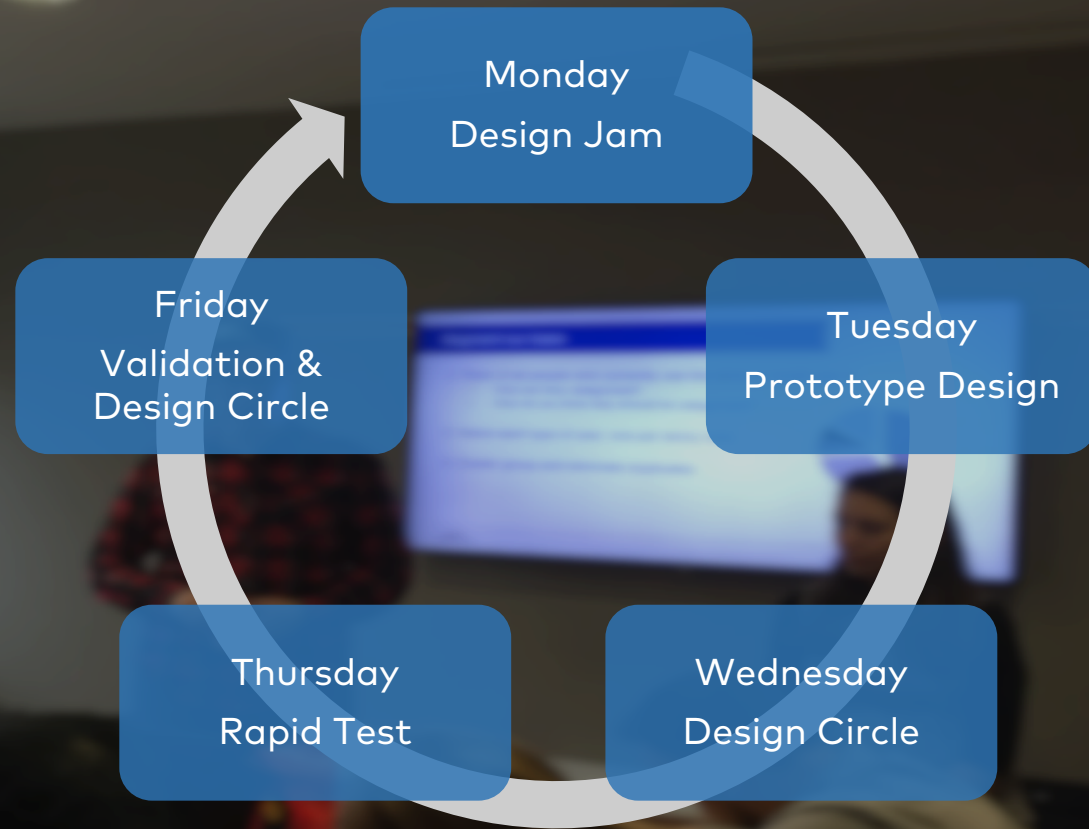
UX PROCESS

Start > Problem Statement

"How Might We....."

LEAN WEEKLY DESIGN SPRINT CYCLE

Design Jams and Circles have fulsome representation from all disciplines: Product Managers, Designers, Architects and Developers, Scrum Masters



RAPID TESTING

RAPID TEST IN DETAIL

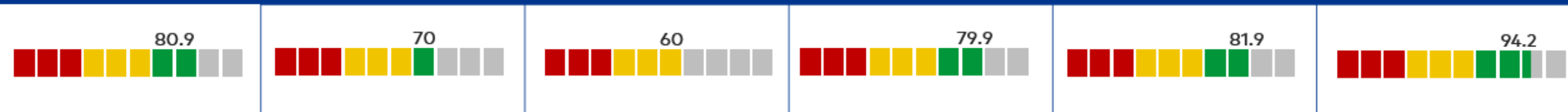
- Task definition & discussion guide
- Recruitment & incentives
- Consent forms
- Tools & assets
- Data recording
- Evaluation (SUS & UEQ)
- High level results (e-mail)
- Report



PRESENTING THE RESULTS

- Sample size doesn't matter
- SUS sometimes drops
- Presenting to executives

System Usability Scale (SUS Score)



RAPID ITERATION ON LAB TEST

- Monday recruitment e-mail
- Tuesday sessions 1-5
- Wednesday design circle
- Thursday sessions 6-10
- Friday high level results

BENEFITS OF LEAN UX DESIGN CYCLE

- Constantly adding value for our guests and the business
- Design keeps pace 1-2 sprints ahead of agile development
- UX Research is embedded and highly involved in UX Design
- Early cross disciplinary input and collaboration to sketch out many design ideas
- Focused iteration based on the design problem statement
- No fear of fidelity of prototypes
- Mid-week feedback that gathers UX design assumptions, removes bias "I think..."
- Weekly actionable results from customers that dispel or validate assumptions
- Confidence in the the progression of our product experiences
- Executive and Product Owner buy-in

QUESTIONS?



THANK YOU

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