



**Sydney Sanchez**

**Age: 18**

**Education: Studying in college**

**Hometown: Melbourne, Australia**

**Family: Lives with elder sister**

**Occupation: Student**

*“Life is all about living to the fullest.”*

## Goals

- To be able to explore as much as possible while focusing on studies.
- To be able to order food anytime during the movie without compromise.

## Frustrations

- Makes me want to rethink about my cravings.
- In extreme cases, I have to go and miss scenes from the movie .
- Some people would stare at me as if I was spoiling the movie for them by blocking their view for 2 seconds.

Sydney has come to the States for higher studies. She is an easy going person and has a free spirit. She likes watching movies frequently, in the theater. She always wants something to munch while at it but isn't able to do so for most theaters as she wants to be able order snacks without too much thought, while on her seat without leaving the movie hall to buy the snacks while she misses some parts of the movie and feels like the cause of other people's bad movie experience. She just wants to make getting snacks an easier process.



**George Macaba**

**Age: 38**

**Education: MBA in accounting**

**Hometown: Georgia, USA**

**Family: Wife and 2 kids**

**Occupation: Accountant**

*“We have to balance between work and family.”*

## Goals

- To provide my family with a comfortable and happy life.
- To be able to book seats at the theater and pay for it swiftly.

## Frustrations

- I have a 9-5 job which makes it harder to spend quality time with my family.
- When the system shows that a seat that I want, is booked but when I check it after a few minutes, it is not booked; by that time I already book the seats.
- Swift payment is a different problem all together.

George is a family man working a 9-5 job. He doesn't visit the theaters frequently unless there is too much hype about how good a movie is, that is when he surprises his family with movie tickets which gets them excited. But George struggles through the process of booking the seats due to glitches in the system and wants the payment process to be swift as well.