

Persona: Pavan

Goal: Easy way to watch new movie trailers and its updates

ACTION	Planning to watch a movie	Timings available	Choose a movie	Book cinema ticket	Movie time
TASK LIST	Tasks A.is it a family picture B. Can we watch this movie with our partner	Tasks A. Time slots available to watch movies	Tasks A. Pick a movie based on family interest B. Is it a good or average movie	Tasks A. Book it online B. Buy ticket offline C. Get the popcorn	Tasks A.Watch movie B.Discuss about the movie
FEELING ADJECTIVE	Feeling happy to go out for a movie	No proper schedule is displayed	Annoyed due to large number of trailers and unrelated content	Excited to watch the movie	enjoyed
IMPOVEMENT OPPORTUNITI	Create a dedicated mobile app to	Providing accurate timings	If possible filter the content and display the	NA	NA