| **Timeline** | **User Actions** | **Contact Points with the System** | **Pain Points** |
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| Before Visit | - Decides to watch a movie. | - None (internal decision) | - Uncertainty about what movies are playing and showtimes. |
|  | - Researches movies and showtimes. | - Online search engine, movie review sites. | - Inconsistent information across different sites. |
|  | - Checks social media for recommendations. | - Social media platforms. | - Overwhelming amount of content to sift through. |
| Visit Initiation | - Opens the cinema ticket purchase app. | - App home screen. | - Slow app loading times. |
|  | - Searches for movies and filters by preferences. | - Search and filter functions. | - Difficulty finding the right filters or sorting options. |
|  | - Views movie details and reviews. | - Movie details page, user reviews. | - Limited or biased reviews. |
| Planning | - Selects a movie and checks showtimes. | - Calendar and showtimes listing. | - Inconvenience of having to check multiple days and times. |
|  | - Chooses a showtime and theater. | - Theater selection menu. | - Limited availability of desired showtimes. |
|  | - Reviews seat map and selects seats. | - Interactive seat map. | - Difficulty visualizing seat location or comfort. |
|  | - Adds snacks to the cart. | - Online concession stand. | - Upselling tactics that complicate the checkout process. |
| Purchase | - Proceeds to checkout. | - Checkout page. | - Long and confusing checkout process. |
|  | - Enters payment and personal details. | - Payment gateway. | - Security concerns and privacy issues with personal information. |
|  | - Completes the transaction. | - Transaction confirmation screen. | - Fear of booking errors or not receiving tickets. |
| Post-Purchase | - Receives e-tickets and reminders. | - Email and app notifications. | - Cluttered inboxes with too many non-personalized emails. |
|  | - Shares the plan with friends. | - Social sharing features within the app. | - Complicated process to invite friends or coordinate plans. |
| On the Day | - Arrives at the theater and uses e-ticket. | - Ticket scanning at the entrance. | - Long lines at the entrance or issues with scanning the e-ticket. |
|  | - Enjoys the movie and purchased snacks. | - In-theater experience. | - Overpriced or low-quality snacks. |
| After Visit | - Rates the movie and leaves a review. | - Review submission form within the app. | - Incentives to leave reviews are lacking, leading to disengagement. |
|  | - Receives post-visit survey. | - App-based survey. | - Annoyance with surveys that are too long or not relevant. |
|  | - Checks for loyalty program updates. | - Loyalty program dashboard. | - Slow progress towards rewards or unclear benefits of the loyalty program. |