| **Category** | **Description** |
| --- | --- |
| **Basic Characteristics** | - **Name**: Alex |
|  | - **Age**: 28 |
|  | - **Occupation**: Marketing Professional |
|  | - **Location**: Urban city |
|  | - **Income Level**: Middle to High |
| **Behavior Characteristics** | - **Tech-savvy**: Comfortable with mobile apps and online services. |
|  | - **Social Media**: Active on social media, often uses it to discover new movies and connect with friends. |
|  | - **Cinema Frequency**: Goes to the cinema at least twice a month. |
|  | - **Preference**: Enjoys a mix of blockbusters and independent films. |
| **User Goal** | To easily find, select, and purchase cinema tickets without hassle, ensuring a smooth and enjoyable movie-going experience. |
| **One Sentence** | Alex is a busy professional who loves movies and wants a quick, convenient way to buy tickets that also offers a personalized experience. |
| **Pain Point** | Struggling with long lines at the box office, difficulty in finding good seats, and the inconvenience of having to visit multiple websites to compare showtimes and prices. |
| **Expectations** | - **Convenience**: Ability to buy tickets anytime, anywhere. |
|  | - **Efficiency**: Fast and easy ticket purchasing process. |
|  | - **Personalization**: Recommendations based on viewing history and preferences. |
|  | - **Value**: Access to discounts, deals, and loyalty rewards. |
|  | - **Reliability**: Accurate showtime information and a user-friendly interface. |
|  | - **Community**: Ability to share movie plans with friends and read reviews. |