

Jean-Marc, Sales Manager at Bla Bla Health Group

Jean-Marc's Story:

Jean-Marc is 45 year old sales manager from Marseille. He is married and has two children. Jean-Marc often goes on business trips and enjoys going to the cinema after business meetings.

Jean-Marc needs an easy access to all the cinemas around his current location and an easy ticket booking.



Marie, Student majoring in history

Marie's Story:

Marie is 19 year old history student from Bordeaux. She is single and lives in a shared room apartment. Marie does babysitting occasionally in order to have some pocket money. Flexible schedule at school allows Marie to go to the cinema during the week. As a student she does not dispose of a stable income and she is happy to find good deals on movie tickets.

Marie needs a cheap plan for movie tickets, an easy way to locate and book a movie screening as she is a big movie fan.

