

Sara Long

New Age Traveler



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Background:

Age: 26 years old

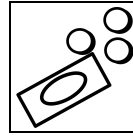
Location: Columbia, SC

Occupation: Customer Service Representative

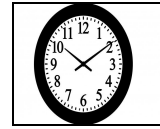
Bio

Sara excels at providing superior customer service. Sara fixes problems as they arise and believes in being efficient in the workplace. Sara looks for applications that make her life easier. Sara likes to attend movies on her own on her days off.

Behavior



I am frugal



I am patient



I am antisocial



I rely heavily on ratings

Goals

Buy tickets to movies she wants to see easily

Experience an application interface without annoying advertisements

Safely checking out without having her payment information compromised

Frustrations

Applications that omit movie showtimes

Poorly designed applications

Applications that require contact information attempting to spam her

Rick Smith

Movie Snob



Background:

Age: 20 years old

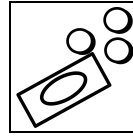
Location: Columbia, SC

Occupation: College Visual Arts Student

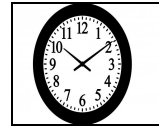
Bio

Ricky enjoys the finer things in life. Ricky refers to movies as pictures and converses about the works of art in the artistic community. Ricky wants an app that will help him identify what's popular at the theaters near his place of residence and give reviews of the pictures. As Ricky likes to say, "The more subtitles, the better."

Behavior



I am willing to splurge



I am impatient



I am semi-social



I rely heavily on ratings

Goals

Read movie reviews in an attempt to watch the highest rated pictures

Reserve seating where he will receive the best audio and visual experience

Avoid long lines and crowded theaters whenever possible

Frustrations

Applications that omit the movie reviews written by local critics

Applications that don't allow him to book tickets before hand

Amy Board

Suburban Mother



Background:

Age: 43 years old

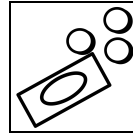
Location: Columbia, SC

Occupation: Stay at Home Mom/ Town Alderman

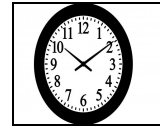
Bio

Amy is part of a group of local mothers that attend a gathering once a week to talk about their children. Amy loves her children and loves movies. Amy wants to share her love of movies with her children. Amy wants to be sure that she knows that the movies she's taking her children to see are appropriate for their age. Amy also likes to know that she's taking her children to a safe theater and security is provided to deter criminal activity.

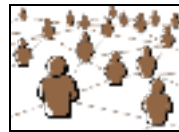
Behavior



I am economical



I am impatient



I am social



I rely on appropriate ratings

Goals

To enjoy the time where she and her children are watching a movie together

To easily identify the Parental Movie Rating and ensure her children are not watching age restricted material

To read reviews of other parents' experiences with the movie and the theater the movie is playing at

Frustrations

Applications that don't let her reserve seats next to each other

Applications that don't show the movies Parental Movie Rating

