

# Persona: Pedro

Goal: Understand movie trailer and schedule films without help due to lack of hearing.

ACTION	Open the app	Search for a movie	Watch the trailer	Check more films	Schedule the film
TASK LIST	Tasks  A. Search the app on the phone B. Click on it C. Wait till is fully open	Tasks  A. Scroll through the app B. Look the theater catalog C. Click on the movie of interest	Tasks  A. Hit the play button on the trailer B. Wait till trailer loads C. Watch and try to understand the trailer	Tasks  A. Click the next button B. Wait till page loads C. Page doesn't load D. Have to start all over again	Tasks  A. Hit on the schedule button B. Wait till the app load seats C. Pay for the tickets
FEELING ADJECTIVE	<ul style="list-style-type: none"><li>Excited</li><li>Interested</li></ul>	<ul style="list-style-type: none"><li>Hopeful</li></ul>	<ul style="list-style-type: none"><li>Confused</li><li>Lost</li></ul>	<ul style="list-style-type: none"><li>Frustrated</li><li>Angry</li><li>Annoyed</li></ul>	<ul style="list-style-type: none"><li>Impatient</li><li>Relieved</li></ul>
IMPROVEMENT OPPORTUNITIES	<ul style="list-style-type: none"><li>Improve loading time</li></ul>	<ul style="list-style-type: none"><li>Make the information simpler.</li><li>Place all of the movies in front instead of searching for them</li></ul>	<ul style="list-style-type: none"><li>Improve streaming and buffering</li><li>Add CC and AT's like haptics to the trailer.</li></ul>	<ul style="list-style-type: none"><li>Improve page loading.</li><li>Add and auto play feature to jump between trailers</li></ul>	<ul style="list-style-type: none"><li>Ask for scheduling after watching the trailer</li><li>Enhance loading times</li></ul>