

Movie Select

Quickly
Selected
movie

not enough
movies were
visible

felt movie
Selection
was quick
and easy

Happy
with
movie
selection

Frustrated
there were
not more
movie options

took time
to Select
seats

Looks
Frustrated
at seat
selection

Happy to
be able to
pick seats

Seat Select

not sure what
Seats were
available

Quickly
selected
front row
of seats

Quickly
selected
multiple seats
that were next
to each other

Looked
Stressed
trying to
complete the
order

looked
overwhelmed

Looks
happy

Emotional state

Looked
relaxed

looked
relaxed

moved
slowly
through
the app

Looks
confused

Process
Feelings

had trouble
figuring out
how to
complete the
order

felt task
was easy

Pressed home
button when
trying to
complete the
order

Looked
eager to
finish the
process

confirmed the
purchase but
thinks process
could be
better

Satisfied with
process, easy
checkout