

Persona: Ben

Goal: Browse movie trailers and book movie ticket.

ACTION	Watch movie trailers	Bookmark movie trailers	Proceed with book ticket option	Redirected to ticket booking website	Book movie ticket
TASK LIST	Tasks A. Watch trailers been suggested on feeds. B. Search/filter trailers by genres or title	Tasks A. Add interesting movies to watch list. B. Find all bookmarked movies	Tasks A. Check details of the movies. B. Click button “book ticket”	Tasks A. Wait for web page to load. B. Check the showtime details	Tasks A. Check the showtime details B. Confirm purchase and make payment
EMOTIONS	User emotions Frustrated	User emotions Confused. Have no idea where to find bookmarked movies	User emotions Excited	User emotions Frustrated	User emotions Worried
IMPROVEMENT OPPORTUNITIES	Area to improve Improve the search and filter functionality	Area to improve Put bookmark section at main menu	Area to improve Explain users that they'll proceed the booking at another website	Area to improve Include simple interactive game while the page is loading	Area to improve Ensure to users that their information will be kept confidential