* B Patterns
  + Multiple ways to navigate to buy a ticket (B1)
  + Multiple ways to find a movie time
  + Hierarchical and task-based organization (B3 and B4)
  + Category pages (genre, director, etc) (B8)
* C Patterns
  + Homepage portal (C1)
  + Up-front value proposition (C2)
* D Patterns
  + Consistent page templates (D1)
  + Dedicated, clear content modules (D2)
  + Personalized content (D4)
    - Ability to create your own profile
  + Message boards (D5)
    - Comments and reviews sections
  + Inverted-pyramid style (D7)
  + Style sheets (D11)
* E Patterns
  + Site Branding (E1)
    - Logo in top left corner
    - Consistent style
  + E-mail subscriptions (E2)
    - Would be put into action by using the user profile in a real-life scenario
  + About us page (E5)
* H Patterns
  + Sign-in/New Account (H2)
  + Guest Account (H3)
    - Able to purchase without creating an account
  + Account Management (H4)
    - Would be put into action by clicking on the “your account” link in the header of each page
  + Clear, concise forms (H10)
  + Progress Bar (H13)
    - On checkout pages
* K Patterns
  + Unified browsing hierarchy (K1)
  + High-visibility buttons (K5)
  + Location bread crumbs (K6)
    - Location is given at the top of each page
  + Embedded and obvious links (K7 and K10)
  + Familiar, easy language (K11)
  + Prevent errors, give meaningful feedback (K12 and K13)
    - On the form to buy tickets