Movie Ticket Booking Team

SCENARIO

Browsing, Booking, Attending, and Reviewing a Movie Experience

Entice

How does someone initially become aware of this process?

Enter

What do people experience as they begin the process?

Engage

In the moments in the process, what happens?

Exit

What do people typically experience as the process finishes?

Extend

Steps

What does the person (or group) typically experience?

Interactions

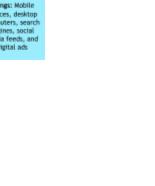
What interactions do they have at each step along the way?

People: Who do they see or talk to?

Places: Where are they?

Things: What digital touchpoints or physical objects would they use?

ncers or where mobile usage titles where mobile usage engines, social media feeds, and digital ads
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Initiating Ticket Booking	Choosing Number of Tickets	Optional add-ons	Applying Coupons and Offers
User selects a movie and showtime by clicking "Book Now."	User inputs the number of tickets required.	User can choose to add snack bundles or merchandise.	User enters discount cades or chooses from automatically applied offers

Places: Online platform on mobile or desixtop deport chat (if eleded), or FAQ bots
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Selecting Seats	Entering Personal and Payment Details	Making the Payment
User uses an interactive uset map to choose preferred seats.	User fills in contact information and selects a payment method	User completes the transaction via secure payment gateways (credit/debit cards, UPI, vialists)

ple: Hone directly; the interaction is arrily with the digital interface	Places: Home or on the go using mobile devices	Things: Interactive seat maps, digital forms, secure payment
		processors, OTP systems for validation

Ticket Confirmation and Retrieval	Saving or Downloading the Ticket	Arriving at the Theater
User receives a digital ticket via email, SMS, or within the app	Option to download the ticket or save it within the app	User shows the digital ticket at the entry.

Feedback and Rating	Promotional Offers	Loyalty Program Enrollment	Social Sharir and Commun Engagemen
User is prompted to rate the movie and booking experience	User receives notifications or emails about upcoming movies or special affers	User is invited to join referred grop are or loyetty revents	Option to share their experience on social, ar review sites

People: Customer care follow-up If needed, social media interactions	Places: Digital (email, app, social media platforms)	Th w not

Goals & motivations

At each step, what is a person's primary goal or motivation? ("Help me..." or "Help me



avoid...")

Positive moments

Negative moments

What steps does a typical person find frustrating, confusing, angering, costly, or time-consuming?

delightful, or exciting?

What steps does a typical person find enjoyable, productive, fun, motivating,

Quick access to trailers and detailed movie info

Overwhelming amount of ads or pop-ups

Inconsistent movie information across different platforms

Areas of opportunity

How might we make each step better? What ideas do we have? What have others suggested?

Quick and Instant on-screen hassle-free and email confirmation build confidence

Quick and easy Smooth scanning of digital ticket access QR codes at the theater

The anticipation built by a friendly and efficient theater staff

Risk of payment duplication or accidental overcharge

Technical issues at the theater with QR code scanning

Slow-loading pages or crashes during d the process inad leading to delays