

FAIRPLANE

Movie Ticket Booking Team

Based on ten customer interviews and observations

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 core moments in the process, what happens?

Exit

What do people typically experience as the process finishes?

Extend

What happens next?

Steps

What does the person (or group) typically experience?

Searching for Movie Plans	Visiting the Booking Website or App	Browsing Movies by City or Theatre	Viewing Movie Details	Initiating Ticket Booking	Choosing Number of Tickets	Optional add-ons	Applying Coupons and Offers	Selecting Seats	Entering Personal and Payment Details	Making the Payment	Ticket Confirmation and Retrieval	Saving or Downloading the Ticket	Arriving at the Theater	Post-Movie Feedback and Rating	Receiving Promotional Offers	Referral and Loyalty Program Enrollment	Social Sharing and Community Engagement
User hears about new releases via social media, word-of-mouth, or digital ads	User opens the movie booking platform (e.g., BookMyShow, cinema chain app).	User filters movies by location, genre, or current releases	User clicks on a movie to see trailers, reviews, showtimes, cast info, and seat availability	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 codes or chooses from automatically applied offers	User uses an interactive seat 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, wallets)	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.	User is prompted to rate the movie and booking experience	User receives notifications or emails about upcoming movies or special offers	User is invited to join referral programs or loyalty rewards	Option to share their movie experience on social media or review sites

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?

People: Friends discussing movies, influencers or critics recommending films	Places: Home, workplace, or public transit areas where mobile usage is common	Things: Mobile devices, desktop computers, search engines, social media feeds, and digital ads	People: Customer support chat (if needed), or FAQ bots	Places: Online platform on mobile or desktop	Things: Interactive forms, drop-down menus, coupon code fields, and add-on selectors	People: None directly; the interaction is primarily 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	People: Theater staff verifying the ticket, ushers assisting if needed	Places: The physical movie theater	Things: Digital tickets, QR codes, printed tickets (if applicable), and display screens at the theater	People: Customer care follow-up if needed, social media interactions	Places: Digital (email, app, social media platforms)	Things: Feedback forms, rating widgets, email notifications, and loyalty dashboards.
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Goals & motivations

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

Help me discover a movie that suits my mood and schedule.	Avoid having to search multiple platforms for accurate showtimes and reviews	Help me quickly reserve seats without confusion	Help me secure any discounts or offers available to save money	Help me secure the best seats quickly and safely	Ensure that my payment is processed securely and efficiently	Help me access my ticket easily without hassle	Ensure a smooth entry process at the theater.	Help me share my positive experience easily and get rewarded	Provide recommendations or deals on similar experiences
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avoid...”)

Positive moments

What steps does a typical person find enjoyable, productive, fun, motivating, delightful, or exciting?



Negative moments

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



Areas of opportunity

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

