**Part(b):Identify stakeholders - ideas**

**Teens**

· Will mostly be comfortable with working online.

· Will mostly be going to movies in groups so will need to see which seats are available, and which seats will allow them to sit together.

· Most will have no disposable income since they will be people in high school or younger.

· Most will prefer to pay cash as they might not have access to online payment methods.

**Young Adults (primary user)**

· Comfortable with purchasing things online and will need no training to become familiar with the site.

· Those that are early 20s, In post-secondary school or early in to their careers.

· Most will have their own income whether through part-time or other work.

· Most will have little disposable income which means most would not be interested in more expensive options like VIP tickets.

**Working Adults**

· Some may be comfortable with purchasing things online however there will also be a lot that are not comfortable with purchasing things online.

· Aged 30+, usually has stable careers and most will have their own families

· Usually busy, will want to save time by purchasing tickets online and avoiding the lines.

· Will have a lot more disposable income, might be interested in VIP tickets, or food and drinks with the tickets.

**Elderly**

· Most of these customers will not be comfortable at all with purchasing things online.

· Aged 60+, usually retired, just wants to relax and avoid stress.

· Some might have difficulty reading small text.

· Most will probably prefer to just purchase tickets the traditional way.

**Families**

· Will usually have at least one person in the family who is comfortable with purchasing tickets online.

· Usually at least one working adult in the family so disposable income will be higher, they may also be interested in things more than just the regular ticket.

· Will need to see which seats are available and which seats will allow the family to stay together.

· Might need to purchase different tickets for children, or elderly members of the family.