

Persona: Maya

Goal: Plan and book a family-friendly movie outing using the showtime check-in app

ACTION	Discover user-friendly app	Download and Setup	Explore family-friendly movies	Select seats and purchase tickets	Plan for the movie outing
TASK LIST	Tasks A. Read a positive review B. Conduct online research to gather more information	Tasks A. Search for the app in the app store B. Download and install the app C.Complete the initial setup process	Tasks A. Open the app and navigate to the family section B. Browse rating, descriptions, and reviews C. Check showtimes	Tasks A. Select desire movie and showtime B. Choose suitable seats for the family C. Complete ticket purchase process	Tasks A. Access the purchased tickets within the app B. Plan transportation C. Coordinate everyone is ready
EMOTIONS	Curiosity Interest	Excitement Overwhelmed	Delight Engagement	Satisfaction Reassurance	Worried Excitement
IMPROVEMENT OPPORTUNITIES	Ensure the app’s marketing material and reviews are accessible, with a clear and concise descriptions	Provide clear instructions and consider offering tooltips or short videos tutorial for key features	Ensure inclusive language in descriptions and recommendations	Offer clear seat selection, provide visual cues	Ensure tickets are easily accesible, provide alternative text for visual cues