



Name

Age: 30

Education: Computer Science degree

Hometown: Mexico City, Mexico

Family: Single, no children

Occupation: Software Engineer

“Simpliflyin movie magic for everyone, one screen reader at a time”

Goals

- Convenient way to check showtime, reserve seats, and purchase tickets
- User-friendly interfaces and streamlined experiences.

Frustrations

- Time-consuming and frustrating to navigate through theater websites.
- Feel overwhelmed by the amount of information.

Alex, a visually impaired Latinx. They love going to the movies but often struggle with checking showtimes and purchasing tickets due to inaccessible interfaces. Frustrated by the fragmented experience, they eagerly search for a better app designed with accessibility in mind.



Maya

Age: 45

Education: High School Diploma

Hometown: Toronto, Canada

Family: Married with two kids

Occupation: Office Administrator

“Bringing smiles to family movie nights, one ticket at a time”

Goals

- Easy way to plan movie outings for her family
- Find quickly family-friendly movies, check seat availability, and purchase tickets hassle-free.

Frustrations

- Struggles with technology and is overwhelming to navigate complex user interfaces

Maya, a busy administrator officer and mother of two, wants to plan enjoyable movie outings for her family, However, she often feels overwhelmed by the complexities of websites and apps. Maya specifically would like an app's simple and intuitive design for planning memorable movie nights.