

Customer Journey



This is Dan: ...a partially deaf user who needs an accessible and visually clear mobile app to confidently book his cinema tickets.

Dan (Partially Deaf User) Goal: Book tickets for a movie, ensuring the cinema supports hearing-aid compatible audio. Focus: Accessibility, Ease of Use, and Error Recovery.

	Inspiration	Research	Booking	Pre-trip	In-trip	Post trip
User Action	<ul style="list-style-type: none"> Sees a movie trailer, decides he wants to see it and opens the cinema app 	<ul style="list-style-type: none"> Uses the search function, selects the movie, and views the list of available showtimes. 	<ul style="list-style-type: none"> Taps the preferred 7:00 PM showtime. App visually indicates "FULLY BOOKED" App instantly shows alternatives (5:30 PM & 8:00 PM). 	<ul style="list-style-type: none"> The user receives confirmation of their booking and may be able to access their reservation online. Reviews the digital ticket and accessibility details on the app before leaving home. Checks for the hearing-aid icon one last time 	<ul style="list-style-type: none"> Arrives at the cinema and uses the app's digital ticket to scan at the entrance and find the correct screen. 	<ul style="list-style-type: none"> After the movie, Dan may review his experience in the app or share the digital ticket receipt.
User Emotion	 This movie looks great! Lemme find time and book tickets	 I need a large, clear 7:00 PM showtime	 7 PM is booked? Ugh! Wait it immediately suggested 8 PM. That was easy.	 The tickets are secured, and I see that hearing-aid icon right there. I don't need to worry about the audio.	 Quick scan, easy directions to the screen. Smooth and stress-free entry.	 That was a great experience. The app made it easy, even when things went wrong.
User Expectation	<ul style="list-style-type: none"> Clear and visually comprehensive film information, including large, distinct imagery and text. Expects to immediately perceive the accessibility level of the cinema chain. 	<ul style="list-style-type: none"> User-friendly UI with intuitive filters and sorting options. Expects the list of showtimes to be accurate and up-to-date, clearly indicating availability. Transparent pricing User reviews and ratings 	<ul style="list-style-type: none"> Smooth and hassle-free booking Clear breakdown of the total cost, including taxes and fees. Secure payment processing Instant confirmation and receipt of booking details and successful payment. 	<ul style="list-style-type: none"> Easy access to booking details. Expects a clear and modified UI for ticket display. Needs availability of the digital ticket and accessibility details offline for quick checking. 	<ul style="list-style-type: none"> Smooth and efficient check-in process. Expects the digital ticket to be high-contrast and scan instantly for a frictionless, visual entry. Needs minimal interaction with staff. Access to requested amenities or services. 	<ul style="list-style-type: none"> Opportunity to provide feedback and reviews after the show, specifically on the effectiveness of the cinema's accessibility features (e.g., hearing aid).
User Pain points	<ul style="list-style-type: none"> Overwhelmed due to a large number of visually similar film listings. Difficulty finding reliable accessibility information about the specific cinema.. Lack of personalized recommendations or tailored suggestions. 	<ul style="list-style-type: none"> Lack of sufficient information or detailed description of the showtimes, making differentiation difficult. Difficulty comparing and visually separating similar showtimes. Unclear or misleading pricing information, including hidden fees. 	<ul style="list-style-type: none"> Lengthy and cumbersome booking process with complex visual forms. Technical errors during the booking process resulting in confusion. Unclear or missing visual confirmation of successful seat selection/payment. 	<ul style="list-style-type: none"> Complicated or restricted modification or cancellation policies. Lack of flexibility in changing booking details or dates. Challenges in communicating special requests or arrangements with the cinema 	<ul style="list-style-type: none"> Poor visual service or uncooperative staff if the scanner fails. Issues with the digital ticket not scanning. Difficulty locating the correct screen in a busy, confusing lobby. 	<ul style="list-style-type: none"> Generic or complex feedback forms that do not allow specific commentary on accessibility or the cinema experience.
Opportunities (for Company)	<ul style="list-style-type: none"> Offer personalized suggestions based on viewing history and preferred cinema accessibility (e.g., "Cinemas with Hearing Loops near you"). Partner with accessibility organizations to promote the app as an inclusive solution. 	<ul style="list-style-type: none"> Implement advanced visual search and sorting filters specific to accessibility requirements (e.g., filter by "Closed Caption availability," "Hearing Loop support"). Offer detailed accessibility profiles for each cinema location. 	<ul style="list-style-type: none"> Streamline the booking process with one-click selection for returning customers. Implement flexible cancellation/rebooking options with clear visual confirmation. Integrate digital wallets with strong visual payment success cues. 	<ul style="list-style-type: none"> Enable users to easily share booking details and accessibility notes with companions. Implement proactive, visually-driven native notifications about relevant changes (e.g., showtime moved, accessibility equipment check). 	<ul style="list-style-type: none"> Encourage users to rate the in-cinema experience and specific accessibility features (e.g., "Was the hearing loop effective?"). Provide interactive, visually-guided maps of the cinema lobby and screen areas to reduce confusion 	<ul style="list-style-type: none"> Utilize user feedback to improve the quality of cinema data and accessibility features on an ongoing basis. Offer incentives (e.g., loyalty points, discounts) for users who provide detailed accessibility feedback.