Audience Member
(Young adult)

Interested in the film scene. New to VIFF, wants to experience non-blockbuster movies and connect with other film fanatics.

PAIN POINTS EMOTIONAL MAP Discovering

Primary Pain Point

| Touchpoints/A | ctions |
|---------------|--------|
|---------------|--------|

| Не       | ear about VIFF  | Find film to watch  | Check availability   | Assess price   | Buy tickets  | Arrange meet up   | Buy VIFF membership  | Choose membership  | Travel to event  | Wait in line   | Enter venue   | Watch film  | Give feedback                              | Leave the theatre   | Attend VIFF+  | Try to get involved   | Get involved year round   | Stay up to date with VIFF         |
|----------|---|---|--|--|--|---|--|--|--|--|---|---|--|---|---|---|---|-----------------------------------|
| So       | ord of Mouth<br>icial Media promotion<br>m School                     | Pamphlet guide/paper<br>Website   | See if movie fits into schedule<br>Use the VIFF App                        | Student/Senior/Accessibility  Matinee Prices/Weekend | Physically go to box office VIFF app Online via website              | Contact friends and family<br>Convince them to come<br>see the movie at VIFF<br>instead of a Cineplex | Purchase via website  Purchase in person                                   | VIFF+ card Bronze, Silver, or Gold Vancity membership VIFF Patron Circle                         | Use VIFF guide to locate Use Google Maps to drive Use Google Maps to transit | Use phone Chat with friends Talk about VIFF and what engages them to come                            | Find seats Buy concessions  | Enjoy the film  Take notes on the film  Fill out survey ballot  | VIFF app Verbal complaint Contact via emal | Chat with family/friends about the movie  Go home and think about the movie | Listen to forums and talks Participate in a VR workshop Watch VIFF LIVE music   | ·   | Buy membership Volunteer next year Attend screenings Listen to forums and talks | Email newsletter<br>Word of Mouth |
| Wh       | noughts<br>hen is the<br>stival?                                      | Wow! There are a lot of   | Will I be able to  | Will I be able to afford this?                       | Am i buying the ticket for   |   | Why do I need a  | Which membership   | Would it be easier to  | Are there people like me   | How is this experience  | Eat food/drinks  Wow, this film is  | Where can I give                           | I wonder what other people  | What is VIFF+ exactly?  |   | Is there anything else to do  | Are there other                   |
| Wh       | hat movies do<br>ey offer?  | film screenings.  Can I see these films at another date, possibly within the year?                            | If I cannot see the movie I want, will I be able to see it somewhere else? | How many movies can I afford to watch?               | the right film date and time?  How busy or full will the theatre be? |   | membership?  Will this help me save for future screenings? Is it worth it? | should i get? Does it suit my interests?  Why would I pay more for amembership for the festival? | transit or drive?  How much parking will it cost?                            | watching this movie?  Why am I waiting here if I got here early?                                     | different than watching a Cineplex movie?  I don't feel any different than entering another building. | different than most Hollywood films.  Cool, I got to see the director speak before watching their film. | feedback about the experience?             | Is there anywhere I can discuss the movie?                                  | What am I supposed to do, how do I attend a talk or forum?                      | festival events?  What is available throughout the year?  | during the year?  How can I get more involved with the film industry?           | events going on?                  |
|          |   | Did I miss the film already?  |  |  | Do I have to buy tickets in advanced to get into the film            |   | WORLITHE?  | tile lestival:   | Is the venue transit accessible?   | Will I make it into the film?  | Isn't this a festival? I expected to see more things here.  | This isn't the type of movie I thought it would be.   |  | What am I to do<br>when I get home?   | Does it run outside of the festival?  | How can i get more involved in the film industry?   | Are there other events besides screenings and talks?                            |                                   |
|          |   | What is happening?<br>How do I figure out<br>film schedules?  |  |  | Are there ticket discounts?  |   |  |  | Am I going to the right venue?   | Am I going to make it to<br>the next screening at the<br>other venue?<br>Why is this taking so long? | Is this a local film? Do I<br>know anyone in the film?  |   |  |   | The events conflict with my movie.  What am I buying into?                      | Am I part of the community?   |   |                                   |
|          |   |   |  |  |  |   |  |  |  |  |   |   |  |   |   |   |   |                                   |
| Re<br>en | IFF Goals each new people, film thusiasts, and grow a unger audience. | Film schedule should be easily accessible and understandable so audience can find the films they want to see. | Films are screened at a variety of times so each demographic can attend.   |  |  |   | purchase a \$2 annual  | Reward and encourage<br>members to attend<br>film festival and watch<br>more movies.             |  | lines so guests proceed  |   | erience that is different than<br>lex, which connects audienc<br>ncourages storytelling.                |  | share, and generate discussion about film                                   | Expand the film by providing additional events for audience to get invovled in. | Encourage people to attend screenings and VIFF year-round, to stay relevant and continue yearly operations. | organization to create a strong community and                                   |                                   |
| Ad       | dditional Insights  | The schedule is very busy with Film+ events often   |  |  |  |   |  |  |  | ' '  | The theatre experience is unique and does not add   |   |  |   |   | 9   | e who is part of the cast and<br>e scenes (i.e Making it more                   |                                   |

with Film+ events, often conflicting with films.

in line as it is a festival. besides the film itself.

bring additional unique and does not add any experiences while waiting additional local flavour

Screening

crew locally and behind the scenes (i.e Making it more distinction that defines personal, just like watching a local play/musical).

Extending

specific events as VIFF+ events.

## VIFF **VIFF+ Contractor** Vancouver local who is immersed in the film scene and is passionate about giving back to the community. PAIN POINTS EMOTIONAL MAP

"You're trying to reach the summit of the mountain, but you can't see the path, can't see the other people you're suppposed to be talking to, can't tell if they are even there."

- Ken VIFF+ Producer

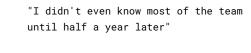
lead to bigger issues in their

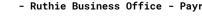
ability to incentivize their

program.

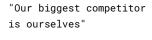
so year round.

and increases work load.













done last year are inconsistent and makes it hard to

track progress to use for next year's preparation.

|                     | Pre-Festival  |   |  |  |  | Festival   |   |  | Post-Festival  |   |   |  |  |
|---------------------|---|---|--|--|--|--|---|--|--|---|---|--|--|
| Touchpoints         | Onboarding  | Curating Events   | Contacting<br>Speakers/Artists   | Communicating w/ team  | Working  | Working during festival  | Hosting Events  | Updating stakeholders  | Documenting process  | Turning over  | Leaving VIFF  |  |  |
| Thoughts            | Ask questions and search for resources  Try to understand previous documentation  In person walk throughs  What worked last year?  How would I make the onboarding process easier?  Who will be on the team this year?  Can I talk with people who were in my role last year? | Programming events  Attending existing events  What events will people go to?  Do we have the money to host them?  Where will this be hosted?  Do we have the resources available to create new events? | Call over phone Accomodate for needs  Will they want to work with us?  Where can we host this?  What benefits can we provide them? | Message on Slack  Email  In-person  Word of mouth  How am I supposed to reach specific members?  It's difficult to communicate with other contract workers when they are on different hours  The senior members have most of the knowledge, if they were to leave, we do not know how to do their job. | Reach out to other team members  Weekly Meetings  Communicating with team members  Documenting their process  Who should I direct questions to?  What is going on?  Who do I go to for help?  I have too much stuff to work on, I cannot focus entirely on the tasks I want to prioritize. | Managing events during festival  Attending events  Is everything in order?  Are venues set-up accordingly? | Forums Immersive VR  Will people attend the event?  Do people know about the events and talks?  Do we have enough people to manage the event?  Do we have the available resources to promote the event? | Contact via email Phone calls  Who do I need to update?  How do I update everybody at the same time? | Ask around  Look through files  Look for resources from previous years  Where is everything?  How do I reach out to other people?  What is the correct process for documenting my tasks? | Who is responsible for making the annual report?  Is there any place to record my strategies and tasks from this year?  Do I pass on the knowledge I gained during this term? | Find other jobs  Make films  Is this it?  Is that the end of my work experience with VIFF?  Will I come back?  How can I also help out throughout the year?  Will they want me next year? |  |  |
| VIFF Goals          | Process should be organized and efficient, transferring knowledge from previous years.  | Aim to find more exciting events that increase audience engagement.   |  | Clear internal communications are crucial so that VIFF can communicate externally with their stakeholders.   | Aim to the experience of expanding the film.   |  |   |  | Files and strategies<br>should be organized so<br>team members can work<br>instead of locating files.  |   |   |  |  |
| Additional Insights | Lack of documentation takes away work time  | No marketing team specifically for VIFF+ may  | VIFF+ is mainly promoted during the festival and less  |  |  |  |   |  | The annual reports and docum statistics and information about  |   |   |  |  |