

VIFF

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

Primary Pain Point

Discovering

Screening

Extending

Touchpoints/Actions

Hear about VIFF

Word of Mouth  
Social Media promotion  
Film School

Find film to watch

Pamphlet guide/paper  
Website

Check availability

See if movie fits into schedule  
Use the VIFF App

Assess price

Student/Senior/Accessibility  
Matinee Prices/Weekend

Buy tickets

Physically go to box office  
VIFF app  
Online via website

Arrange meet up

Contact friends and family  
Convince them to come see the movie at VIFF instead of a Cineplex

Buy VIFF membership

Purchase via website  
Purchase in person

Choose membership

VIFF+ card  
Bronze, Silver, or Gold  
Vancity membership  
VIFF Patron Circle

Travel to event

Use VIFF guide to locate  
Use Google Maps to drive  
Use Google Maps to transit

Wait in line

Use phone  
Chat with friends  
Talk about VIFF and what engages them to come

Enter venue

Find seats  
Buy concessions

Watch film

Enjoy the film  
Take notes on the film  
Fill out survey ballot  
Eat food/drinks

Give feedback

VIFF app  
Verbal complaint  
Contact via emal

Leave the theatre

Chat with family/friends about the movie  
Go home and think about the movie

Attend VIFF+

Listen to forums and talks  
Participate in a VR workshop  
Watch VIFF LIVE music

Try to get involved

Sign up for VIFF Newsletter  
Look up online  
Word of mouth

Get involved year round

Buy membership  
Volunteer next year  
Attend screenings  
Listen to forums and talks

Stay up to date with VIFF

Email newsletter  
Word of Mouth

Thoughts

When is the festival?	Wow! There are a lot of film screenings.	Will I be able to see the movie?	Will I be able to afford this?	Am i buying the ticket for the right film date and time?	Will they want to watch the same movie as me?	Why do I need a membership?	Which membership should i get? Does it suit my interests?	Would it be easier to transit or drive?	Are there people like me watching this movie?	How is this experience different than watching a Cineplex movie?	Wow, this film is different than most Hollywood films.	Where can I give feedback about the experience?	I wonder what other people thought about the film.	What is VIFF+ exactly?	Are there any non film festival events?	Is there anything else to do during the year?	Are there other events going on?
What movies do they offer?	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?	How busy or full will the theatre be?	Will they like the movie?	Will this help me save for future screenings? Is it worth it?	Why would I pay more for amembership for the festival?	How much parking will it cost?	Why am I waiting here if I got here early?	I don't feel any different than entering another building.	Cool, I got to see the director speak before watching their film.		Is there anywhere I can discuss the movie?	What am I supposed to do, how do I attend a talk or forum?	What is available throughout the year?	How can I get more involved with the film industry?	
	Did I miss the film already?	Is it worth going if film status is almost full?		Do I have to buy tickets in advanced to get into the film?	Are they available?			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 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? How do I figure out film schedules?			Are there ticket discounts?				Am I going to the right venue?	Am I going to make it to the next screening at the other venue?	Is this a local film? Do I know anyone in the film?				The events conflict with my movie.	Am I part of the community?		
									Why is this taking so long?					What am I buying into?			

VIFF Goals

Reach new people, film enthusiasts, and grow a younger 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.	Maintain affordability for different demographics.	Tickets should be easy to buy with all the information available at time of purchase.		Each audience member is required to purchase a \$2 annual membership for legal reasons.	Reward and encourage members to attend film festival and watch more movies.		Organize and maintain lines so guests proceed into theatre efficiently.	Provide an engaging experience that is different than attending a normal Cineplex, which connects audience to local filmmakers and encourages storytelling.		Inspire people to talk, share, and generate discussion about film and related themes.	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.	Support the organization to create a strong community and a healthy film culture.	
--	---	--	--	---	--	---	---	--	---	---	--	---	---	---	---	--

Additional Insights

The schedule is very busy with Film+ events, often conflicting with films.									Provide opportunities to bring additional experiences while waiting in line as it is a festival.	The theatre experience is not unique and does not add any additional local flavour besides the film itself.				Would be interesting to see who is part of the cast and crew locally and behind the scenes (i.e Making it more personal, just like watching a local play/musical).		There is not a clear distinction that defines 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



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