LOOP Overview | Key Touchpoints

1 **Membership**

A personal member connection that curates films to save, share, and watch.

2 **Browsing**

A visually based view of films that is searchable and paired with concise information.

3 **Discover**

A fun interaction that provides films and events through quick selection based on preference and schedule availability.

4 **Schedule**

Integrated synchronization of schedules with friends and films interested in attending.

Touchpoints

Problem Currently, the membership is not integrated into the VIFF experience as it is only purchased to legally view unclassified films.

Solution The app stores purchased tickets and integrates their membership with a profile that is used to personally curate films.