

Framing the Problem

Festival Communication and Information

Finding their preferred film

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Scheduling specific times with friends

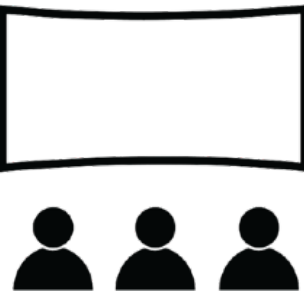
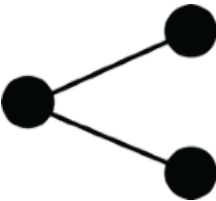
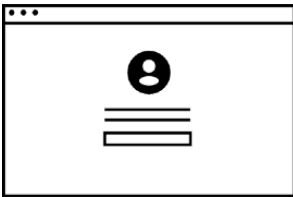
Audience Journey

01. LEARN

02. COMPARE

03. SHARE

04. EXTEND



Pre-festival

Festival

Post-festival