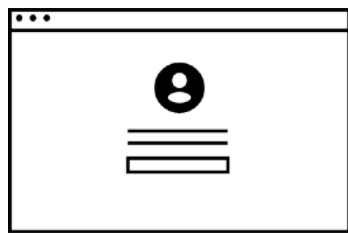


Audience Journey

01. LEARN



Action

People learn about VIFF and its films

Painpoint

Scattered information about films and festival operations makes it challenging for newcomers to engage.



Pre-festival

Festival

Post-festival

Audience Journey

02. COMPARE



Action

Compare film screening times with personal schedule.

Painpoint

Festival pamphlets force readers to flip back and forth through pages to locate information.

