

# Audience Journey

02. COMPARE



## Action

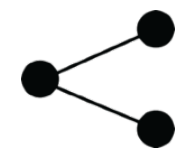
Compare film screening times with personal schedule.

## Painpoint

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



# Audience Journey



03. SHARE

**Action**

Prompt friends to experience the festival with them.

**Painpoint**

Individuals often struggle to coordinate their busy schedules to attend events together.



Pre-festival

Festival

Post-festival