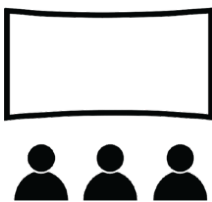


Audience Journey

04. EXTEND



Action

Continue their experience by attending VIFF events hosted after the festival.

Painpoint

If members receive email updates they aren't curated to their personal preferences.



Pre-festival

Festival

Post-festival

VIFF LOOP

MOBILE APP FOR THE VANCOUVER INTERNATIONAL FILM FESTIVAL

An app that provides an efficient method of discovering films at VIFF through AI curation based preferences and availability

“Enabling young adults and to experience a film with their friends”

