Point of View (POV) statement

USER	NEED	INSIGHT
Busy Professional	A seamless payment and checkout process.	They often book tickets on the go and abandon the process if there are too many steps.
	Personalized movie recommendations	They don't have time to browse all listings and prefer quick suggestions based on past preferences.
	A way to reschedule or cancel tickets easily.	Their work schedule can change unexpectedly, which makes flexibility necessary.
College Student	Discounts and student deals.	They have limited budgets and look for promotions before making a purchase.
	A split-payment option for group bookings.	Coordinating payments among friends can be a hassle, and no one wants to pay upfront for everyone.
	An interactive way to see friends' movie choices	They rely on social influence when deciding what to watch and prefer shared recommendations.
Parent with kids	A filter for kid-friendly movies.	Parents don't want to go through all movie listings and risk choosing something inappropriate.
	A quiet seat selection option for families.	Parents prefer sitting in areas where children won't disturb other viewers, such as family zones.
	A pre-order snack feature.	Parents want to avoid long queues with impatient kids.
Movie Enthusiast	An alert system for upcoming premieres and early bookings.	They don't want to miss ticket releases for blockbuster movies and want real-time notifications.

	A loyalty or rewards program.	Frequent moviegoers appreciate perks like free tickets or exclusive screenings in return for their regular bookings.
	A detailed seat preview feature.	They care about the perfect viewing experience and want to ensure they get the best seat in the theater.
Senior Citizen	A voice-assist or simplified navigation feature.	Many seniors find digital interfaces difficult to navigate and prefer an easy, guided experience.
	A larger font and high-contrast mode for better readability.	Poor eyesight can make it challenging for them to read movie details and booking options.
	An option to book tickets in person but pay online.	They may be more comfortable booking with assistance but want the convenience of digital payments.
Hearing Impaired User	A filter for movies with subtitles or closed captions.	Many deaf or hard-of-hearing users can only enjoy movies with subtitles but often struggle to find accessible showings.
	Visual alerts for booking confirmations and notifications.	Since they may not hear sound-based notifications, they need clear visual notifications for ticket status updates.
	A sign-language assistance option at theaters.	They may need assistance at the cinema and would benefit from a feature that lets them request it in advance.
Wheelchair User or Person with Mobility Issues	A filter for theaters with ramps and accessible facilities.	Not all cinemas are fully accessible, so users need to find venues with elevators, ramps, and proper seating arrangements.