

How Might We (HMW) Questions

Busy Professional

- **How** can we reduce the complexity of the ticket booking process?
- **Might** a one-click checkout system increase user ratings?
- **We** could explore AI-powered recommendations to personalize the experience, how and where do we display these recommendations?

College Student

- **How** can we make moviegoing more budget-friendly for students?
- **Might** introducing student discounts encourage frequent bookings?
- **We** could enable a split-payment feature to simplify group ticket purchases, how do we incorporate this feature into the app?

Parent with Kids

- **How** can we help parents find family-friendly content efficiently?
- **Might** a “Kid Mode” improve browsing and selection?
- **We** could design a stress-free pre-order snack feature to enhance convenience, how do we make it stress-free?

Movie Enthusiast

- **How** can we keep enthusiasts engaged with upcoming releases?
- **Might** real-time alerts for premieres improve early bookings?
- **We** could introduce a loyalty program to increase engagement, how do we display this?

Senior Citizen

- **How** can we make the booking experience more accessible for seniors?
- **Might** a voice-assisted interface improve ease of use?
- **We** could incorporate a high-contrast mode and larger fonts for better readability, how should we make it possible without compromising the app's design?

Hearing Impaired User

- **How** can we ensure accessibility for deaf and hard-of-hearing users?

- **Might** a subtitle-friendly filter make movie selection more inclusive?
- **We** could introduce visual booking confirmations and notifications, how do we form these?

Wheelchair User or Person with Mobility Issues

- **How** can we make venue accessibility information clearer?
- **Might** an accessibility filter improve decision-making for users with mobility needs?
- **We** could enable seat reservations for wheelchair-friendly spots, how do we inform this via our app?