



**RAHUL  
SHARMA**

**"Looking for a fast and  
hassle-free movie  
booking experience."**

25 YEARS OLD

BANGALORE

IT PROFESSIONAL

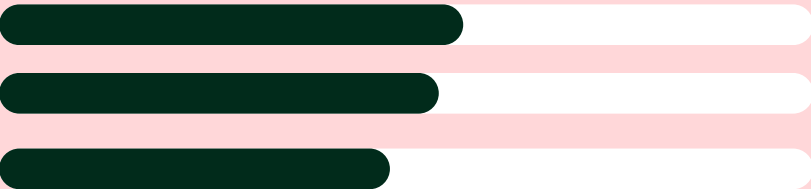
Rahul is an IT professional working in software development. His job requires him to manage projects with tight deadlines, making him a busy and efficiency-driven individual. He prefers quick and seamless digital solutions to save time.

**GOALS**

- Searching for an app that provides a smooth and quick booking process, helping him find the best seats and discounts effortlessly.

**MOTIVATIONS**

- Convenience
- Speed
- Savings



**FRUSTRATIONS**

- Long loading times delay ticket booking
- Limited payment options reduce flexibility
- Seat selection is not always intuitive

**PERSONALITY**

- Tech-savvy
- Social and outgoing
- Efficiency-driven

**INTERESTS**

- Watching movies
- Exploring new tech gadgets
- Playing video games



**PRIYA  
MEHTA**

"I just want a smooth and stress-free way to book movie tickets without any hassle."

20 YEARS OLD

MUMBAI

COLLEGE  
STUDENT

Priya is a college student pursuing a degree in media studies. She enjoys spending time with friends and family and often plans movie outings as a way to unwind. She prefers digital solutions that are intuitive and convenient, making mobile apps her go-to choice for movie bookings.

GOALS

- Wants an app that helps her find available seats quickly, provides clear refund policies, and ensures an effortless booking experience.

MOTIVATIONS

- Comfort
- Information
- Reliability



FRUSTRATIONS

- Difficulty finding seat availability
- No clear refund/cancellation policy
- Wants an easy return policy for tickets

PERSONALITY

- Social and friendly
- Detail-oriented
- Budget-conscious

INTERESTS

- Watching movies
- Reading novels
- Exploring fashion trends