

Persona: Alie

Goal: A smooth way get tickets without waiting in a long line and be able to decide on a movie without doing a lot of online research.

ACTION	Deciding movie	Finding nearest cinemas with movie showtimes	Buy tickets	Buy snacks	Finding theatre screen and seat
TASK LIST	A. online browsing to see which movies are now showing in cinemas B. watch movie trailers on youtube C.Read movie reviews and ratings on imdb D. selecting a movie to watch	A. use map app to find closest cinemas B. browse cinemas showtimes C.get to cinema	A. Buy tickets online or wait in theater line to buy tickets B. Choose how many tickets to buy C.Pay for ticket	A. wait in line to place an order B. Submit order and payment to cashier C. waiting again to receive order	A. Finding the right theatre screen B. Finding the right seat C.
FEELING ADJECTIVE	annoying and time-consuming to switch between different apps and do a lot of preliminary research	Lost: don't know how to get to the cinema Disappointed: nearest cinemas not showing movie they wanted to watch	Hesitant to pay online early because of payment security And might want to change movie time Frustrating to wait in line to buy tickets Scared to loose printed copy of the ticket	Annoyed about waiting in line Impatient as might miss movie starting Happy to get fresh buttery movie snacks	Confused: it is confusing to navigate and find screens in new theatre Nervous about not getting to the right seat
IMPROVEMENT OPPORTUNITIES	A single app that shows ratings, reviews and trailers also suggestions based on interests, making movie deciding easier	Be able to navigate to cinemas by linking movie app to a map app	Include ability to change movie time and date up to two hours before the movie starts	Offer ways to order snacks beforehand using an app	Offer cinemas details and structure Provide cinemas seat map to easily navigate to their seat