



Sky

Age: 35

Education: Bachelors

Hometown: Montreal

Family: Single

Occupation: Senior Programmer

“I have a busy schedule but I always take out time for what I like”

Goals

- Manage work-life balance
- Keep updated with latest movie releases and upcoming movies (wishlist)
- Hassle free selection of seats
- Easily and quickly book movie(user already know which movie he wants to watch)

Frustrations

- Long waiting queue to get movie ticket
- App response time too slow
- No movie review or trailers - Switch to a different app to watch trailer and read review before buying tickets
- No alerts of upcoming movies
- Seats not available for the particular movie he is interested in watching

Sky is a full-time senior programmer who is passionate about his work. He is a movie fanatic and always spare some time from his busy schedule to watch a movie every week. For him cinema experience is not just about watching a good movie but also about good ambiance, comfortable and relaxing environment.

“I plan everything in advance to avoid inconvenience”

Goals

- Make budget friendly choices
- Needs timings and prices at preferred cinemas
- Prefer nearest cinemas with the available movie showtimes
- Needs security when purchasing online tickets
- Having discount coupons and movie deals

Frustrations

- Need movie review and rating before selecting a movie to watch with kids or friends
- Payment method not reliable and not enough payment options
- Seat selection option so family can sit together.
- Wants to know if parking is available at the cinema
- Feels the company just wants them to sign up so they can send marketing emails.

Alie

Age: 32

Education: Bachelors

Hometown: Ottawa

Family: husband & 3 young kids

Occupation: Stay at home mom

Alie is a busy mother whose everyday life revolves around her kids. She has a very busy schedule of taking care of her 3 young children and managing her home. She takes her kids to cinema once a month to watch a movie together and sometime she like to plan movie dates with her friends. Her family has a tight budget so they plan the movies and snacks before going to the theatre and prefer the cinema closest to their home. She is always finding ways to save money.