

Persona: Jack

Goal: Choose a movie, book a seat, and buy a ticket quickly and efficiently

ACTION	Search for films and cinemas	Choose a film and cinema	Pick a screening time	Buy a ticket	Watch a movie
TASK LIST	<p>A. Search which movies are currently playing at theaters</p> <p>B. Preliminarily select the movie or movies that you would like to watch</p> <p>C. Search nearby theaters in browser</p>	<p>A. Go to the website of the nearest movie theater.</p> <p>B. Navigate to the page displaying movies playing right now</p> <p>C. Check to see if the nearest movie theater is playing the selected movie, or choose a different movie from those shown</p>	<p>A. Click on the chosen movie title or picture</p> <p>B. Search for dates and hours the movie is played in the movie theater</p> <p>C. Pick a convenient screening time</p>	<p>A. Drive to the movie theater</p> <p>B. Queue up to purchase a ticket</p> <p>C. Tell the cashier which movie you are interested in, as well as the day and time</p> <p>D. Choose a seat</p> <p>E. Pay for the ticket</p>	<p>A. Stand in queue at the ticket checker's booth</p> <p>B. Show the ticket to the ticket checker</p> <p>C. Find a screening room and your seat</p> <p>D. Watch a movie</p>
EMOTIONS	<p>Frustration when searching for movies due to the need to visit multiple movie theaters' websites</p> <p>Excited to discover new movies which are currently played</p>	<p>Frustrated when selected movie is not played in the nearest cinema</p> <p>Satisfied when a movie is selected</p>	<p>Dissatisfied with clicking on different dates when searching for a specific hour of the day</p>	<p>Disappointed that the line is long</p> <p>Anxious about time</p> <p>Confused when the cashier appear surprised when hearing pronoun Jack is using to call themselves ("they")</p>	<p>Anxious about time</p> <p>Stressed about finding the right screening room and seat</p> <p>Relieved when finally seated in the cinema chair</p>
IMPROVEMENT OPPORTUNITIES	<p>Create a mobile app that combines all of the cinemas in a particular town and all of the movies played in them</p>	<p>Provide search filters</p> <p>Show movies that are similar to chosen movie</p> <p>Include images</p>	<p>Provide search filters</p> <p>Display a weekly calendar with hours of playing the movie in all nearest movie theaters</p>	<p>Save the user's payment information</p> <p>Provide an in-app checkout</p> <p>Provide options to choose one's own pronoun</p>	<p>Provide a navigation in the app to particular screening room.</p> <p>Provide option to check-in in the cinema by yourself which will lead up to scanning a QR code and result in omitting the line</p>