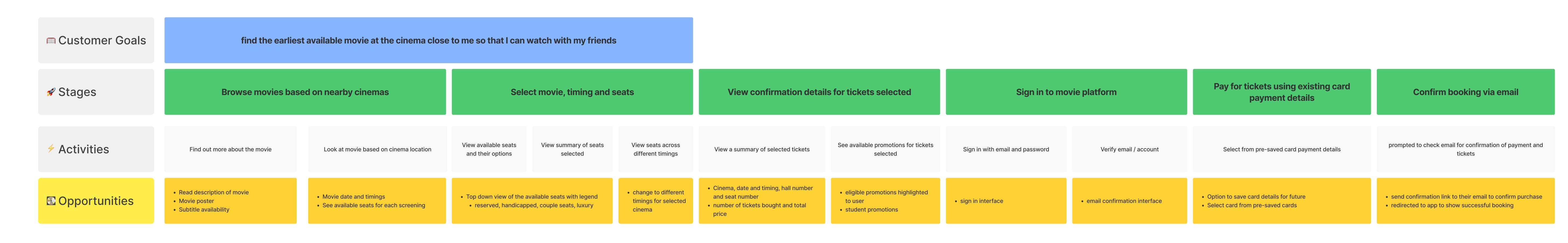
## Stacey buying tickets for her young family (of 4)

find an appropriate movie to watch with my children, and purchase the tickets online Customer Goals 🖋 Stages Select movie, location, timing and seats View confirmation details for tickets selected Sign up to movie platform Confirm booking via email **Browse movie** Pay for her tickets See available promotions for tickets View available seats View seats across Activities prompted to check email for confirmation of payment and Find out more about the movie Look at movie ratings View a summary of selected tickets Add her card details Enter email and password Verify email / account different timings and their options See review of movie • Cinema, date and timing, hall number eligible promotions highlighted change to different • Read description of movie Top down view of the available seats with legend • send confirmation link to their email to confirm purchase • sign up interface (name, contact and seat number Opportunities timings for selected Official movie rating (eg. M18, PG) • email confirmation interface Add card details interface Movie poster number of tickets bought and total reserved, handicapped, couple seats, luxury redirected to app to show successful booking number, email, password) non eligible promotions greyed Subtitle availability

## Eddy buying tickets for himself and his group of friends spontaneously



## Tourist Fang buying tickets for a movie to use vouchers they won

