

EDDY

TRAITS

- 17 years old
- Currently studying in Secondary School
- Watches movies frequently
- Loves hanging out with friends
- Spontaneous

PAIN POINTS

- Cannot tell which movie screenings are full, only until selecting seats screen
- No cinema with timing suited for himself and his friends
- Cannot see which seats are available, only after proceeding to selecting seats screen

GOALS

- Find a cinema nearby his current location
- Find the earliest movie timing to book tickets for himself and his friends

STACEY

TRAITS

- 34 years old
- A parent with 2 young children
- Watches movies occasionally
- Has a busy work schedule
- Not Tech-savvy

PAIN POINTS

- Always has problems booking selecting cinema seats
- Cannot see the movie schedule a few days ahead to plan her schedule
- Cannot buy cinema food deals online, only able to buy at physical cinema on movie day

GOALS

- Find a movie time that suits her schedule
- Able to buy food deals online
- Find child-appropriate movies for her family

FANG

TRAITS

- 27 years old
- In Singapore on a short holiday
- Has never watched a movie screening in Singapore
- Will look for opportunities to save money

PAIN POINTS

- Unsure what promotions she is eligible for
- Unsure how to use her voucher through mobile booking
- Does not want to register as a member in order to book tickets online

GOALS

- Use her movie vouchers she won
- Successfully book tickets online as a guest
- See what promotions she is eligible for