



Persona Template



Persona type *Teenagers who spent time with movies.*

Name *Bryce Chryson*

Age *20*

Location *Manhattan*

Technical comfort

Job Title *Student*

✂ Feel free to doodle!

Back story

Tell us a bit about their responsibilities and interests.

- *He is a movies lover and he enjoys watching the latest movie in the theater.*
- *He chooses the theater according to his convenience.*
- *He understand movies, ratings & review.*

Motivations

How have they found or heard about the website/service? Why would they be interested?

- *He just walk in*
- *He book a ticket via apps.*

Goals

What do they want to get out of this service? What are they aiming to achieve?

- *want to buy tickets efficiently and quickly*
- *prefer user friendly website*
- *likely to sit in comfortable seats.*

Barriers

What would stop them from visiting, choosing and using the website/service. What would annoy them as they use it?

- *- because there is no signal in the theater, he can't access his e-ticket while he's in theater.*
- *- Seat isn't comfortable for the most auditorium, so he prefer better seat but it's available at only 1 auditorium. so if the movie he wanna watch doesn't screen in that auditorium. He have to sit in regular auditorium.*

Quote

We'll know we've done a good job when this persona tells us

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orangebus.

