



BUYING A MOVIE TICKET



Buying a movie ticket might sound easy, but in this day and age, it can be extremely hard locating a good movie theater and purchasing a ticket for a good price. Through this journey map, we look to examine the process and feelings of a user named Aidan going to buy a movie ticket.

MEET: AIDAN JONES

AIDAN JONES

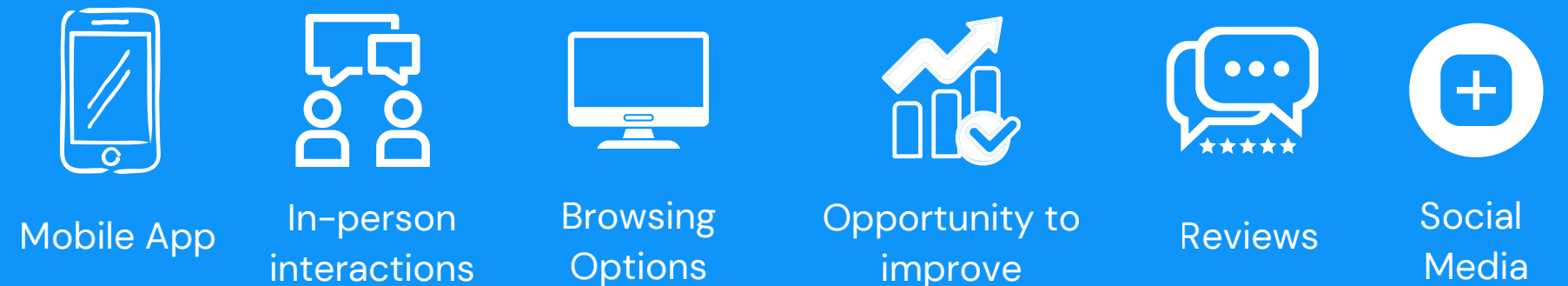


AGE: 28
SALESMAN
MARRIED

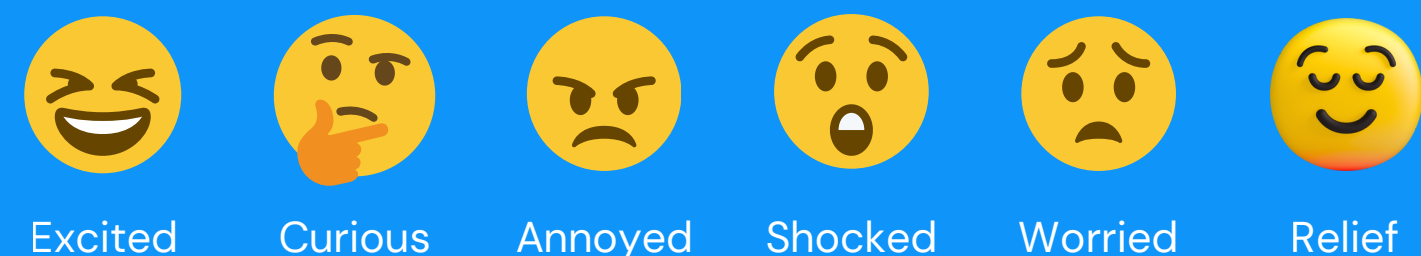
ABOUT

Aidan is a 28 year old sales who's just trying to do his best. Being both a movie lover and family man, he loves watching any type of movie. Although timing is hard, he saw that that a new movie is going come out soon, and wants to be there as early as possible. His goal is to buy the movie ticket.

ACTIONS/CHANNELS



EMOTIONS



STARTING POINT

EXPLORATION

SELECTION

PURCHASE

POST-PURCHASE

THOUGHTS

- "I want to see that new movie!"
- "I have to advance the time for this."
- "I got to get a ticket..."



ACTIONS/CHANNELS

- Planning his schedule ahead of time.
- Checking social media on people discussing the movie of choice.



IO RESPONSABILITY

- Marketing Team

THOUGHTS

- "Which theater can I watch this? That time is sold out."
- "Are there discounts?"
- "Maybe I should see how viewers feel."



ACTIONS/CHANNELS

- Check online reviews to see movie perception.**
- Browse through potential movie theaters in his hometown.



IO RESPONSABILITY

- Marketing Team

THOUGHTS

- "Are there any good times?"
- "There's such limited seating..."
- "Did I get a bundle order for the kids?"



ACTIONS/CHANNELS

- Pick time and seats for the movie.
- Find good price range.
- Make sure there is a discount for kids.**



IO RESPONSABILITY

- UX and UI team

THOUGHTS

- "I got good seats!"
- "If I can't make it, maybe I can get a refund."
- "I am not buying food, that's way too much."



ACTIONS/CHANNELS

- Purchase ticket online or in-person.
- Make sure there is a refund policy in case they can't make it.**

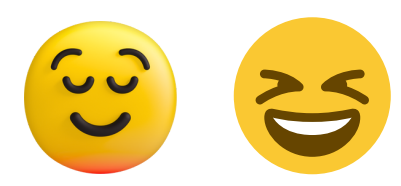


IO RESPONSABILITY

- UX team & Customer Support Lines

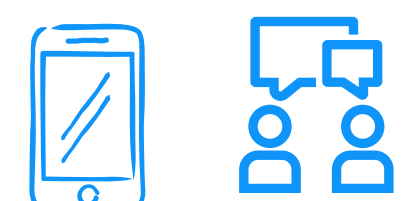
THOUGHTS

- "I can't wait to see this movie!"
- "I got to have my QR code ready when I go."
- "I hope its not too loud there."



ACTIONS/CHANNELS

- Goes into movie theater with ticket information.
- Talks with employees on which theater he must go to.



IO RESPONSABILITY

- Retail Services