



Sarah

Scenario

Sarah is going to the movies. She is excited to go out for the night and will meet her friend at the theater.

Expectations

- Great movie
- Friendly staff
- Good seat

Decide

1. Looks up movies on phone
2. Decides which movie to see and which theater to go to
3. Buys ticket online from phone

"I wonder if I can find a closer theater."

Travel

4. Drives to movie theater
5. Stands in line and buys popcorn
6. Finds seat next to friend

"Traffic is always so bad!"

"Where is my friend?!"

Experience

7. Watches movie

"Finally I can relax."

Return

8. Exits theater
9. Drives home

"Where is my car?"

"It's so late now. I have to get up early."

