

I: On a scale from 1 to 10, how motivated would you feel to try our service compared to watching a film comfortably at home on your sofa?

P1: I would say an 8, especially considering the educational value. For students, an immersive experience could be much more stimulating than simply “watching a film,” helping them stay focused for longer. However, this motivation could decrease if the price were not aligned with students’ limited willingness to pay.

P2: Rating: 7. Home comfort is unbeatable, but the promise of a different and immersive technological experience could encourage me to go out. If it were simply “watching a film,” I would stay at home. If it were “living an experience,” I would go out, although it would probably not strongly influence my habits, since I rarely go to the cinema and would therefore use the service even more rarely.

P3: responds rationally: “I would say a 7, because at home we have all the comforts at reduced costs, and usually the children are calmer, so the comparison is strong. However, even if your service still requires a significant outlay, it offers something we can't have at home: the event, the location, the shared experience, and especially the children's themed parties could become an alternative to consider if everything is well-organized and with schedules compatible with mine and the children's.”

P4 is slightly more inclined: “I'm a very open person to new experiences, so just to try something other than the monotonous daily routine, I'd give it an 8. As P3 says, it's true that we're in our comfort zone at home, but we risk getting bored. An immersive event like yours would be an opportunity to go out, be together, entertain the children, and above all make them tired», she adds with a laugh.”

P7: “I would give it a 6. I am open to trying it at least once, but I would need a compelling reason to leave the comfort of home. Watching films at home is so convenient and cozy, so for me to make the effort, the experience would have to offer something more than just the movie itself. I think it's a promising idea, but I would want to feel that it's truly immersive or unique before committing.”

P8: “I would probably give it an 8. Watching movies at home is definitely comfortable and familiar, and there's no effort involved. But the idea of this service feels different, more special, and memorable. It seems like something that could create a unique moment, especially because it combines technology and a distinctive setting. I think I would be motivated to try it because it's not just another movie night—it could be an event that stands out from my usual routine at home.”

P9: “For me, I would say a 7. The concept is very appealing and intriguing, but I still value the comfort and ease of watching films at home. I would probably try the service at least once because it offers something I can't get in my living room, but I would need to feel that the experience really adds value. So the motivation is strong, but not automatic—it depends on how much the event feels like a special occasion rather than just a movie.”