

MANUAL TOPIC ANALYSIS

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1 Manual Qualitative Topic Analysis

After interviewing potential customers of Neovision, with the aim of obtaining relevant information to guide operational marketing strategies in the subsequent step, we conducted a manual qualitative topic analysis. This process was applied to the transcripts of interviews and focus groups, supported by a complete Excel file entitled Coding Table for Interviews and Focus Groups, which is provided as an appendix.

We began with a careful reading of the transcripts, assigning descriptive codes of three to four words to relevant quotations, highlighting ideas, perceptions, and concerns expressed by the interviewees. For each code, one or two significant quotations were recorded in the Excel file. Subsequently, conceptually similar codes were grouped into broader categories, referred to as topics. These topics represent interpretative categories that synthesize key aspects related to the Neovision service.

In a subsequent phase, we employed the TALL software as an AI-supported tool to perform a topic analysis on the same documents. The results generated by TALL were then compared with those obtained through the manual analysis, with the aim of validating and integrating the most relevant topics.

1.1 Manual Topic Analysis: Identified Topics

The manual topic analysis identified the following six topics:

- **Topic 1:** Attraction and Curiosity
- **Topic 2:** Immersive and Social Experience
- **Topic 3:** Comfort, Safety, and Usability
- **Topic 4:** Price and Economic Risk
- **Topic 5:** Trust and Risk Reduction
- **Topic 6:** Cultural and Educational Value

1.2 Topic 1: Attraction and Curiosity

TOPIC	CODE	DESCRIPTION	SOURCE
Attraction and curiosity	Curiosity driven by novelty	Promotes curiosity and excitement due to the novelty effect.	Interview – P2
Attraction and curiosity	Sense of wonder	It would feel like a magical and fantastic world.	Interview – P6
Attraction and curiosity	Curiosity despite doubts	I'm curious... I wonder if viewing through smart glasses is comfortable.	Interview – P3
Attraction and curiosity	Novelty as an incentive to attention	The element of novelty could help capture their attention.	Interview – P1
Attraction and curiosity	Students	Students are more inclined towards dynamic experiences.	Interview – P2
Attraction and curiosity	Desire to try immediately	I want to try this experience right away.	Interview – P6

Description This topic highlights the emotional perception of potential users once they become aware of Neovision's proposed offering. An attraction to experiencing the novelty of an experiential cinema emerges, along with curiosity toward the service, which initially outweighs concerns related to the mode of delivery. This can be attributed to the innovative nature of the offering, which is able to capture attention more effectively than traditional cinema.

Representative quotations

- It would be like being in a magical and fantastical world. — P6
- The element of novelty could help capture their attention (students'). — P1
- I am curious... I wonder whether viewing through smart glasses is comfortable. — P3

Contradictions or divergences The quotations reveal an interesting divergence between the impulsive enthusiasm to try the experience immediately and a more cautious curiosity despite doubts, primarily related to the comfort of smart glasses.

Relevance to the research The identification of this topic is useful in confirming Neovision's value proposition, given the interest expressed by the interviewees. Our objective will be to sustain this interest by addressing perceived pain points and ensuring long-term customer satisfaction.

1.3 Topic 2: Immersive and Social Experience

TOPIC	CODE	DESCRIPTION	SOURCE
Immersive and social experience	Private immersive experience	The film would become a private experience, "just mine".	Interview – P2
Immersive and social experience	Loss of the collective dimension	Concern about losing the sense of collective sharing.	Interview – P2
Immersive and social experience	Cinema as a shared activity	Going to the cinema is often a shared activity.	Interview – P2
Immersive and social experience	Experience within the family	It would be something we'd remember as a family.	Interview – P4
Immersive and social experience	Emotional involvement	Creating value through active participation; I would mostly feel enthusiasm and engagement.	Focus Group; Interview – P4
Immersive and social experience	Social stress in traditional cinema	In the end, nobody relaxes, and we risk annoying other people.	Focus Group; Interview – P2
Immersive and social experience	Need for interaction	The possibility of interaction represents a non-negligible aspect.	Interview – P2

Description This topic highlights the perception of the immersive nature provided by smart glass technology, as well as the social sharing dimension that Neovision offers through its experiential cinema concept, involving families, friends, and schools.

Representative quotations

- The film would become a private experience, 'just mine.' — P2
- It would be something we would remember as a family. — P4
- The possibility of interaction represents a non-negligible aspect. — P3

Contradictions or divergences There is a clear divergence in perception between the individual nature of smart glass technology and the desire to share the experience. On the one hand, the technology ensures a private and emotionally engaging experience; on the other, concerns emerge regarding the potential loss of the collective dimension and shared enjoyment of the experience.

Relevance to the research This topic is relevant as it highlights a key challenge for Neovision: how to make an experience shareable when it appears, at least superficially, to be individual due to the use of personal smart glass technology. In particular, the perceived barrier of isolation can be mitigated through the organization of post-screening events—such as aperitifs, themed parties, and discussions—designed to foster social interaction and a sense of collectivity.

1.4 Topic 3: Comfort, Safety, and Usability

TOPIC	CODE	QUOTATION	SOURCE
Comfort, safety and usability	Risk of physical discomfort	If they were excessively heavy or too tight, a screening... could quickly become unbearable.	Interview – P2
Comfort, safety and usability	Risk of nausea or distress	There is the potential risk of nausea or distress.	Interview – P2
Comfort, safety and usability	Concern about eye strain	I wonder if smart glasses... could cause eye strain; Prolonged use of smart glasses could cause visual fatigue.	Interview – P3; Interview – P1
Comfort, safety and usability	Children fatigue	Little girls might get tired from watching a movie for so long.	Interview – P4
Comfort, safety and usability	Concern for hygiene and safety	Hygiene, especially if they're used by many people.	Interview – P3

Description Topic 3 highlights practical and physical concerns related to spectators' well-being associated with the prolonged use of smart glasses during film viewing. The main doubts expressed concern ergonomics (device weight and fit), potential health effects (such as nausea, dizziness, and visual fatigue), and device hygiene, given that the equipment is shared.

Representative quotations

- If they were excessively heavy or too tight, a screening... could quickly become unbearable. — P2
- There is a potential risk of nausea or dizziness. — P2
- Hygiene, especially if they are used by many people. — P3

Contradictions or divergences Within this topic, no significant divergences in opinions emerge. Rather, a shared view is evident among interviewees regarding the discomfort, effort, and fatigue associated with the smart glass technology used by Neovision.

Relevance to the research Identifying this topic allows us to focus on the development of service delivery methods. Neovision will need to emphasize the promotion of smart glass technology by eliminating any perceived risks associated with its use, instead conveying the idea of a tool that enhances viewing pleasure.

1.5 Topic 4: Price and economic risk

TOPIC	CODE	QUOTATION	SOURCE
Price and economic risk	High ticket prices	Ticket prices have increased considerably.	Interview – P2
Price and economic risk	Family costs burden	It is not entirely clear whether the experience would justify the cost.	Interview – P3
Price and economic risk	Limited willingness to pay	Considering there are four of us, the overall cost isn't insignificant.	Interview – P4
Price and economic risk	Perception of financial risk	Students' limited willingness to pay. We all perceive a risk, especially financially.	Interview – P1 Interview – P3

Description This topic captures perceptions of the economic value of the service offered by Neovision in relation to the proposed price. Overall, a high level of price sensitivity emerges, particularly among families and segments with low willingness to pay (WTP), linked to doubts about the experience's ability to justify a higher cost compared to traditional cinema.

Representative quotations

- Ticket prices have increased considerably. — P2
- Considering that there are four of us, the total cost is not insignificant. — P4
- We all perceive a risk, especially from a financial perspective. — P3

Contradictions or divergences Within this topic, no significant divergences in the opinions expressed by interviewees are observed. Rather, a shared view emerges regarding the economic risk of expenditure associated with participating in a new cinema service that differs from the traditional one.

Relevance to the research The identification of this topic provides Neovision with the opportunity to define service pricing and sales modalities—such as single-ticket pricing, subscriptions, or bundled packages—balancing, on the one hand, Neovision's financial sustainability and, on the other, the perception of price as a critical barrier to entry for customers.

1.6 Topic 5: Trust and risk reduction

TOPIC	CODE	QUOTATION	SOURCE
Trust and risk reduction	Guarantees	It removes the fear of wasting money.	Interview – P2
Trust and risk reduction	Trust building Mechanism	It makes me feel respected as a customer.	Interview – P3
Trust and risk reduction	Mind of mind	Knowing that the subscription value remains usable gives us peace of mind.	Interview – P4
Trust and risk reduction	Encouragement to try	It encourages me to try even more.	Interview – P3

Description This topic addresses the positive psychological impact of the safeguard clauses offered by Neovision, such as the possibility of converting subscriptions into traditional cinema services in the event that the project fails. Interviewees report feeling reassured and confident thanks to the strategies adopted by Neovision to reduce the perceived risk associated with their financial investment.

Representative quotations

- It removes the fear of wasting money. — P2
- It makes me feel respected as a customer. — P2
- Knowing that the value of the subscription remains usable gives us peace of mind. — P3

Contradictions or divergences Within this topic, there is an almost complete convergence of perceptions expressed by the interviewees. All respondents appreciate the attention shown by Neovision with regard to the economic risk they bear.

Relevance to the research This topic is of critical importance as it validates Neovision's risk mitigation strategy, which involves maintaining access to traditional cinema offerings while also encouraging participation from more skeptical customers, particularly those concerned about the service delivery model.

1.7 Topic 6: Cultural and educational value

TOPIC	CODE	QUOTATION	SOURCE
Cultural and educational value	Cultural value of the location	It adds a cultural value that fully justifies a school field trip.	Interview – P1
Cultural and educational value	Cultural value of the location as part of experience	The location isn't just a place for the event, but a significant part of the experience.	Interview – P3
Cultural and educational value	Educational benefit	It also has an educational value.	Interview – P3
Cultural and educational value	Location perceived as irrelevant	I am watching the film, not the place.	Interview – P2
Cultural and educational value	Learning while having fun	An experience that is both educational and enjoyable.	Interview – P1

Description This topic emphasizes the perception of the cultural and educational value offered by Neovision, beyond mere entertainment. Such value is generated through the screening of documentaries, post-screening cultural events—such as debates with experts—and the choice of historical venues as locations. The formative nature of the experience encourages participation by schools, ensuring learning in a playful and immersive manner.

Representative quotations

- It adds a cultural value that fully justifies a school trip. — P1
- The location is not just a place for the event, but a significant part of the experience. — P3
- I am watching the film, not the place. — P2

Contradictions or divergences Within this topic, a divergence emerges regarding the cultural value attributed to the location. On the one hand, there is the idea that education can occur through the integration of content and location; on the other hand, the location is perceived as almost irrelevant compared to the film screening, as the use of smart glass technology may “obscure” the value of the surrounding historical heritage.

Relevance to the research This topic enables Neovision to assess the feasibility of “connecting artistic heritage and technological innovation.” The focus should be placed on promoting the choice of historical locations not merely for their aesthetic appeal, but as a means of increasing the perceived value of the service and differentiating the offering from traditional cinema.

1.8 Cross-Topic Analysis

The joint analysis of the six topics outlines a scenario for Neovision characterized by a combination of enthusiasm for innovation and the management of physical and economic risks. To synthesize the findings, the six topics can be grouped into three macro-categories that define the Neovision experience:

- **Value Drivers**, comprising Topics 1 and 6. Customer participation in the service is driven by two main factors: curiosity toward the novelty of immersive cinema using smart glass technology, and the cultural and educational value offered.
- **Barriers to Entry**, comprising Topics 3 and 4. As evidenced by the quotations, the main concerns focus on the financial cost incurred and the comfort of smart glasses during viewing. These aspects may lead to a reduction in perceived value.
- **Risk Mitigation**, comprising Topics 2 and 5. The sharing of the experience and the presence of refund or conversion guarantees help to lower barriers, transforming perceived risk into trust.