

# **MOVIE BUDDY APP – SURVEY METHOD**

## **BACKGROUND :-**

Have you ever been want to watch some movie so bad but none of your friend turned up for that ? I think that happened with all of us most of the time. So here is the solution.

We are designing an app for movie lovers who don't want to watch movie alone in cinemas.

## **RESEARCH GOAL :-**

We want the people should meet and watch the movie together and get to know more about each other's interests. We want to know what opportunities and needs might exist for the movie lovers, so that we can use these findings to help us shape the direction we take in developing the product.

## **RESEARCH QUESTIONS :-**

- Needs – What is the need of new dating app ?  
(Need company to watch movie – Pain point)
- Behavior – How people use dating apps ?  
( How users interacting with the existing dating app)
- Does users really need a new dating app ?  
( How users feel about existing dating app)

## **METHOD :-**

- Use surveys to collect data from at least 30 dating app users

## **RECRUITING CRITERIA :**

- Use dating app at least once a week
- Have been using dating apps for at least 3 months
- Age 18-40

## **SURVEY QUESTIONS:-**

1. Which dating apps are you using currently ?
  - Tinder
  - Bumble
  - Okcupid
  - Happn
  - Aisle

**2. In the past month, which gave you the most match?**

- **Tinder**
- **Bumble**
- **Okcupid**
- **Happn**
- **Aisle**

**3. In the past month, how many people you met via which app?**

- **Tinder**
- **Bumble**
- **Okcupid**
- **Happn**
- **Aisle**

**4. In the past week, how many new matches you got?**

- **1-10**
- **10-15**
- **15-20**
- **20 and more**

**5. In the past week, how much time you spend on dating apps?**

- **Less than 1 min**
- **2-5 minutes**
- **5-10 minutes**
- **10 and more**

**Based on your experience which option is must have/ not necessary?**

**Must have**

- **Swiped account details**
- **Push notification that 24 or 12 hours over, you can start swiping now**
- **Verified Profiles**

**Not Mandatory**

- **Link with social media option**
- **Professional Details**

## **Demographic Questions**

**1. What is your age ?**

- 18-25
- 25-30
- 30-35
- 35-40

**2. What is your education level ?**

- Below high school
- Graduate
- Post Graduate