Im not choosing the name again...

Context

Before watching a film:

-Trailer(s), advertisement

-Well-known actors, actresses, directors…even "indie" one and foreigners

-"I watch all movies of…"

-Technical analysis (Youtube)

-Reviews: IMDB, magazines, Twitter…Professional and amateur

-Friends' opinion (main leisure activity)

Context

The 3 trailers were cool, the main actor is one of my favourites, in Twitter, Facebook, newspapers...it always appear some good comment about this film, my close friends told me they like it...Surely I would like this film, and I cannot wait to see it at home. I am going to the cinema.

Context

Before going to the theater:

-No trailers, no advertisement

-No well-known actor, actresses, directors…

-"I know Lion King Musical and Billy Elliot"

-Only very specialized platforms tended to echo theater's news.

- ☐ Friends' opinion (maybe one friend…)

Context

My friend Juan David told me to see "Las Canciones" from Pablo Messiez; I went and I LOVED THE EXPERIENCED. The live acting...I want to come back to the theater, I am sure that there are plays which fits me like my favourite films, but...which play should I see? I do not want to spend money BLINDLY...

Context

Before going to the theater:

Context

Before going to the theater:

Problem

People willing to repeat a great theater experience or have a very good first one, without going blindly
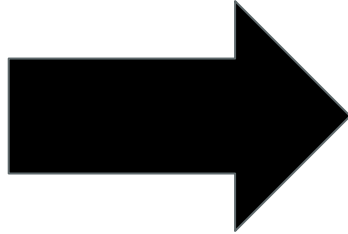

Non stop offers with interesting stories, creative ideas

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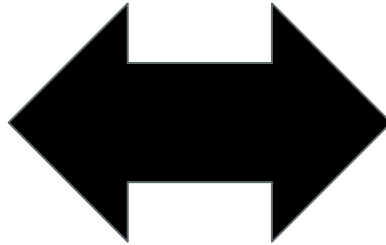
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Problem

People willing to repeat a great theater experience or have a very good first one, without going blindly

Non stop offers with interesting stories, creative ideas

Customers

-People interested in entering into the theater's world:

-41.7% people does not go due to 41,7% de los casos. Un porcentaje mucho mayor que los que declaran que la escasez de recursos económicos les alejan de teatros y salas de conciertos, un 19,4% del total.

-"

-Theaters:

-Specialized recommendations to encourage people ➡ + Clients ➡ + Money