1. How often do you visit the cinema?
2. Do you enjoy going to the cinema? If so, why?
3. How do you find out what’s displaying in cinema?
4. Most enjoyable moment you experienced at the cinema?
5. Most disappointing movie experience?
6. What do you hope to see when you visit cinema websites?
7. Ever missed out on a movie you really wanted to see? Why?
8. Have you ever booked a movie ticket online?
9. If you have, would you describe the experience as easy and seamless?
10. If you haven’t, why?
11. Are you particular about the location of the cinema?
12. Are you interested in reviews and ratings of movies?
13. What would be your ideal snacks for a cinema day?
14. Do you go to the movies alone or with company?
15. Why do you watch movies alone?
16. If you love to watch movies with company, who do you love to go with?

Cab pickups for cinema visit

Adding movies to watchlist so reminders can be sent

Users earn points

Subscription model for users to subscribe for a year