

# Interview Key Insights

Participant 1	Participant 2	Participant 3	Participant 4	Participant 5	Participant 6
37 years old	28 years old	30 years old	71 years old	39 years old	33 years old
8-9 hrs a day online	More than 12 hrs	More than 12 hrs per week	likes sci-fi, comedy, action/adventure	likes comedies and thrillers	likes sci-fi, romance, thrillers, comedies
Devices: Mobile, Desktop/Laptop	Mobile, Desktop	Mobile, Desktop/Laptop	watches movies on TV and at theater	watches movies online, sometimes at theater	watches movies online
Comedy, Rom-Com, Drama, Mystery, Psychological, Child/Family	Horror movies, Comedy	Sci-fi, War Movies, Action/Adventure Drama	purchases tickets online	purchases tickets online	purchases tickets online
Disney + , Netflix, Apple TV, Crave	Online tickets before for the convenience Now buys in person.	Online For the convenience and check the seats in advance.	prefers streaming on Smart TV, firestick	prefers streaming on Smart TV	prefers streaming on Smart TV
Collecting points for tickets example scene points. Being able to collect points for buying food at concession. Cash back	Perks for sure the discounts	Cineplex going in person to get tickets. Trust factor Creating an account shouldn't be mandatory	likes Crave	likes Netflix, NOW	likes Netflix, Prime, Paramount +
\$10-15 max, anything above that no for memberships	A better way of searching movies/tv shows a way to type to search movies	It depends on the content and quality of the movie. Wouldn't go past \$40-\$50	easy access, lots of choices	lots of choices	easy access, lots of options to watch
Concert or Live Musicals Live Music Events Sporting Events ( Hockey, Soccer) Stage Plays	it depends on the offer of the website or app. Does it interest me for app membership	A better way to watch with friends together online and seeing their reaction. Include youtube streaming sports live to stream	uses movie theater website (easiest option)	uses movie theater website (easiest option)	uses movie theater website (easiest option)
Recently watched/Continue section Search filters for movies are hit and miss	No there is more than enough content. More projector friendly movie( High Quality Streaming.)	Point for more movies	points for free movies	points for free things	points for discounts
Online ticket purchase	Netflix, Amazon Prime, Disney + and Crave	Netflix, Disney+	would spend max \$20 on streaming app	would spend max \$25 on streaming app	would spend max \$20 on streaming app

requires more research!!! What would motivate people to go from using the movie theater website to using a third party website??  
Possible price and safety??