

IDEAL CINEMA EXPERIENCE



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INTRODU



THE IDEAL CINEMA GOING
EXPERIENCE ISN'T ALL
ABOUT THE MOVIE...

CTION



THE IDEAL CINEMA GOING
EXPERIENCE SHOULD ENHANCE
THE FEELING OF BEING IN A
SETTING OUTSIDE OF REALITY.

The cinema experience entails not only watching a movie on a large screen, but also the social and communal aspect of being in a shared space with others. The cinema has also played an important role in shaping popular culture and social trends, as well as providing a platform for filmmakers to express their creativity and explore a wide range of themes and subjects.

This ideal experience can be split into three sections: before, during, and after the movie itself. Through the research conducted, we came to the conclusion that going to the cinema is not just about the movie, it's about the experience and the feeling of excitement that surrounds the cinema going experience.

Before

The anticipation leading up to a movie is one of the most exciting parts of the experience. Our model aims to amplify this feeling to the perfect degree before experiencing the movie itself.

During

The feeling of immersion is what the movie viewers seek out of their film-watching experience. We have taken multiple actions to increase the sense of immersion within our screening rooms.

After

This experience is a process, a story. All good stories have a start, a middle and an end. To end this story, we want to ease the viewer back into the reality that they left when they stepped into the cinema.

TESTIMON

“

I love the cinema. I have special memories of going to the cinema as a child and I would have been distraught if cinemas didn't return after they closed during Covid.

NIALS

“

Movie theatres are more accessible than amusement parks and more relaxing than video games.



From our research, theater is an emotional thing. People used to wait for movies with to come into theaters and go out with excitement, however, because of streaming platforms people do not feel as excited about the movie-viewing experience. It used to be more emotional and a journey full of excitement.

Popcorn has been a staple of movie theaters for so long that it has become a tradition. Many people associate the smell and taste of popcorn with going to the movies. Many people enjoy snacking on something while they watch a movie. Popcorn can provide a satisfying crunch and a burst of flavor that can enhance the overall movie-watching experience. popcorn has become a beloved and important part of the movie-going experience, and many people wouldn't feel like they were really at the movies without a bag of popcorn in hand.

“

I cannot imagine a world without cinema.”.

FRAMEWORK

Before



During



After



Values



01

A f f o r d a b i l i t y

It should be cost effective and the experience should be value for money and time. This includes ticket prices, food and transport.

02

H y g i e n i c

The spaces (like the restroom, lobby and seats) in the theatre should be clean and fresh.

03

C o z y

I want the movie-watching experience to be pleasant and relatively similar to what I have at home.

04

E s c a p e

I want to go to the cinema to get a break from my daily routine.

05

V a r i e t y

I want to be able to personalise the experience to my preferences.

06

C o n v e n i e n c e

Getting food, booking tickets and other services in the theatre should be easy and efficient.

07

P e r s o n a l s p a c e

I want to have enough space to 'change postures' and keep my things while watching the movie without disturbing others.

08

N o s t a l g i c

Going to the cinema is like reliving happy childhood memories.

09

E v e n t

Going to the cinema is about more than watching the movie, it is a social activity that I want to enjoy with my friends/family.

10

A c c e s s i b l e

Our model cinema will be accessible to all; from parking to disability access.

11

S t i m u l a t i n g

I want all my senses to be engaged at the cinema (physical space).

12

E n t e r t a i n i n g

I want to get my mind off other things while watching the movie.

Enablers



01

T i m e

02

M o n e y

03

L o c a t i o n /
P r o x i m i t y



I got bored one day, then I put everything in a bagel...everything. All my hopes and dreams, my old report cards, every breed of dog, every personal ad on Craigslist... sesame...poppy seed... salt, and it collapsed in on itself. 'Cause you see, when you really put everything on a bagel, it becomes this... the truth.

- Jobu Tupaki





I AM

EXCITED



Before

The feeling of excitement begins with a sense of anticipation leading up to the movie; from the initial contact point of the advertisement and realisation that the movie is coming out in the cinema, to the conversations with different social groups about the excitement of the release. This feeling is shared by the viewer who is going to the cinema alone and the viewer who is going to the cinema with a social group such as friends or family.

This feeling continues to evolve as time goes on. Our primary research tells us that anticipation grows as the date of the planned trip to the cinema approaches. The anticipation grows most exponentially in between the time that the ticket is bought, the viewer steps foot into the cinema, the purchasing of the popcorn, and taking their seats in the screening room itself. This anticipation is key to creating the ideal cinema going experience and it is something that the ideal experience that we have created is planning to heighten and elongate by using different features to intensify the viewer's senses, particularly during the crucial stage between stepping foot in the door of the cinema and reaching their seat.

CONVENIENCE

It is Convenient

In our model, we do not want going to the cinema to be difficult, we want it to be convenient. To make this possible, we will ensure that the location is somewhere convenient. In our case, our location will be downtown in a vibrant city. It will be close to public transport, parking areas, bike racks, etc. As the viewers are watching the movie, they will most likely need to use the restroom or top up on popcorn or grab a drink. To make this more convenient, our movies will have a 5-10 minute intermission between two scenes in the middle of the movie. This will allow these movements to take place without distracting others and without missing a key part of the movie.



Clean | Quick | Easy



IT IS AN EVENT



It is an Outing

Our research has told us that very few people go to the cinema just for the movie. People want an experience on both sides of actually viewing the movie: during both the before and the after. We have added a bar and restaurant to the exit side of the cinema so that the movie viewers can sit down, catch up, and debrief after the movie. The restaurant will also be open to the public and will not be movie-orientated so that regular passers by can enjoy the experience in the bar and restaurant.

“THANKSGIVING
WOULDN'T BE THE
SAME WITHOUT A
FAMILY TRIP TO
THE CINEMA!”

DESIGN OPPORTUNITIES

Ticket Booth:



The experience that we have created will enable movie-goers to have two options when purchasing tickets: pre-order them online and download it to their phone for convenience, and buy the ticket in person from a member of staff in a traditional movie ticket booth so that the cinema-goers can feel nostalgia as that will begin the journey of heightened senses that they are about to embark on as they set

food into the cinema itself. The front of the cinema will showcase original posters from the movies that are being screened at that cinema at that time to continue to work on building the anticipation and excitement of the cinema-goer.



Confectionary



Our research groups talked to us a lot about the importance of food in the cinema and just how much it added to their experience. We found that one snack ruled them all: popcorn. Very few participants in our research mentioned candy and its importance to their experience, however, almost everybody mentioned how they cannot enjoy their cinema experience if they do not have popcorn to accompany the movie. The reasons behind this were not only because of the taste, but because of tradition and nostalgia. The smell and taste of the popcorn reminds people of good memories of going to the cinema in their younger years. This tradition will continue to live on as it such an iconic cinema snack that is still a strong part of the memories being created by children today. For this reason, our product of an ideal cinema going experience will consist of a confectionary stand solely of popcorn, a few candy options and classic sodas to keep the idea and feeling of the traditional cinema alive.

The design of the confectionary stand will appeal to the sense of sight and smell alike. The counter will be very tall, long, and all glass with a worker behind it who will serve the popcorn. The feature of the counter is that the surface area of the glass will be very large, however, the volume will appear bigger than it actually is. The reason for this is so that more popcorn can be on display in what is essentially a thin glass case; when the traditional snack is displayed in an aesthetically pleasing, minimalist way, it is sure to appeal visually to the cinema goer. Another feature of the popcorn counter is the smell; the counter will consist of hidden fans that will very subtly push the smell of mouth-watering, fresh popcorn towards the cinema-goers as soon as they enter the building after



purchasing their tickets. The price of the popcorn was highlighted often in our research as being far too high. Cinema-goers were unhappy about having to pay what they deemed as an extraordinarily high price for popcorn. Our ideal experience will charge a fair and reasonable price for popcorn and the cinema will make profit elsewhere.

As a sustainability initiative, the confectionary stand will serve its soda in a reusable, aesthetically pleasing, sturdy metal cup. To buy a drink in the cup for the first time, the price will be elevated, but an incentive to the user to buy the cup will be the discount offered every time that they bring it back to use again when they return to the cinema. People feel good when they are making an effort to cut down on waste and they prefer to support businesses that are making a conscious effort to be more environmentally sustainable. What makes this idea even more appealing is that no other cinema does it; they have settled with what they know as the norm and it leaves room for a disruptive innovator such as our ideal experience to disrupt the current cinema industry.



The Journey From Popcorn To Screen

The walk to the room that the movie is being shown in is our final chance to build anticipation before entering the room. In order to make the most of this opportunity of creating the ideal experience pre-movie, we have once again focused on activating the senses of the cinema-goer. To do so, we had the idea of transporting the viewer out of one world into another through lighting: as the viewer walks down the hallway from the popcorn counter to the screening room, the lights will go from bright to darkness gradually to signify the transportation from one reality to another. This hallway will have posters of timeless, classic movies displayed with a modern light above to illuminate them and create an emphasis on the fact that the movie that the viewer is about to watch could end up being one of these classics and that the people who watched these classic movies for the first time in a cinema are in the exact position of pre-movie anticipation and excitement that our viewers are currently in. The mix of classic movie posters and modern lighting creates the effect of an art gallery and creates more of a sense of occasion which adds to the cinema-going experience by helping to turn it from an activity to an event. The hallway to the screening room will start off wider and narrow very

marginally and subtly as the viewer walks down in order to create a sense of escape from one world and entry into a new one through a single door which could subconsciously act as a portal. Our research taught us that this journey is important in creating anticipation, yet it is important that it is not too short and not too long. The hallway needs to be long enough that the viewer can soak up the final moments of anticipation and short enough that they do not begin to lose any interest and anticipation; the excitement levels should be at their highest point as the viewer opens the door to the screening room.

The world
will never be the same
once you've
seen it through the eyes of
Forrest Gump.

Tom Hanks is Forrest Gump



July 6

Paramount Pictures presents a Steve Tisch/Wendy Finerman production a Robert Zemeckis film Tom Hanks Forrest Gump Robin Wright Gary Sinise Mykelti Williamson
and Sally Field written by Charles Wernick and Tom Jackstone directed by Robert Zemeckis
costarring Tom Hanks Robin Wright Gary Sinise Mykelti Williamson Sally Field
and Charles Wernick
music by James Newton Howard
production design by Alan Silvestri
editing by Joel Silberg
art direction by Arthur Schmidt
set design by Rick Carter
production manager Dan Bugeas
executive producer Winston Brown
producer Eric Roth

“

Life is like a box of chocolates,
you never know what you're
going to get.

Forrest Gump

I FEEL IMM

During

To continue with the feeling of excitement that the experience of the cinema brings, we move onto what our research has proved to be important to the viewer when they have entered the screening room. We have developed a screening room to immerse the viewer as much as possible in order to help them escape reality and enter a new world for the duration of the movie. To create the feeling of immersion, the senses need to be stimulated in a way that overpowers our understanding of reality to the point that the viewer feels that they have been transported into a new world once the movie begins. To do this, the screening room will be designed to enable immersion through the seating, the screen, the speakers and the shape of the room itself.

IMMERSED



I AM COMFOR

Comfort is Key

We want our movie viewers to be comfortable throughout. From ordering the ticket, walking into the lobby, the whole way through to walking through the exit. Physical comfort when in the screening room will be key as the viewers will be seated for an extended period of time. The seats will accommodate this as they will have a reclining feature with plenty of room on either side.

PLEASANT | WARM | SAFE



PORTABLE



It has space

Personal space is vital in the cinema. All levels of research conducted lead us to come to the conclusion that whether you are at the cinema by yourself or with a group, personal space is highly desirable. People do not want to be in the well known fight for arm rest space with their neighbour on the seat beside them. To create a sense of space in the screening room, we have designed a system where the seats will slide on an X-axis.

It is Cozy

The cinema space that we have created has to be not only comfortable, but cozy. We have found through our research that cinema-goers want to simulate the coziness that they have when watching movies in their own homes, but with the immersion of the big-screen experience. Although this isn't entirely transferable, our model has incorporated seating that offers the user optimum comfort as they would experience at home.



It is Hygienic

Hygiene is a key part of any experience that we are a part of. It is hard to think of an experience that is better if it is dirty rather than clean. The staff at our concept cinema will have been briefed that hygiene throughout the cinema, from the restrooms to the screening room. Chairs will be wiped between seatings and floors will be brushed. Each experience needs to be ideal and we will not let lack of hygiene get in the way of this goal.



It is Affordable

After interviewing a vast variety of people about their opinion of the cinema, the cost would come up a lot. People do not mind spending money on a good experience, however, if they spend money, they want to get what they have paid for and nothing less. Value is vital and for that reason we will charge the average price of a cinema, but provide a far better overall experience for the customer, increasing value.



I AM REL



Watching a movie in the cinema should be a relaxing activity. People visit the cinema to escape the stresses of daily life and passively enjoy their time. It is a delicate balance of being absorbed into the movie without being oversimulated which can lead to feeling exhausted and tired after the movie ends. The content of the movie, physical aspects like seating, environment and ambience, and technological aspects like special effects, all play a role into crafting a relaxing setting that enables movie watchers to kick back and enjoy their time.

As the cinema is a public space, distractions caused by the presence of others can be detrimental to the relaxing atmosphere in

RELAXED



It is an Escape

For most, if not all people, going to the cinema is about escaping reality for a period of time and being transported to a different world. The immersive environment of the cinema engages viewers in a way that isolates them from the 'real world' and enables them to experience a different reality. This leaves the viewers feeling relaxed and stress-free both during and after the movie.

It is Entertaining

Regardless of the genre of the movie, cinema-goers enjoy the entertainment that watching a movie provides. Movies are a world away from reality and people expect to be engaged and happy with the content they watch.



It is Stimulating

One of the biggest aspects of the cinema experience is that the space allows you to be completely immersed in the content by stimulating all the senses in a manner that transports viewers. When all 5 senses are properly stimulated to facilitate an engaging and comfortable experience, it leaves the viewers feeling relaxed and content.

If the senses are overstimulated, the experience can be tiresome and exhausting for the viewers.



It is Nostalgic

Going to the cinema is largely associated with people's fond childhood memories. For most adults, watching a movie in the cinema is about reliving those memories. The space, smells, colors and food of a traditional cinema house all together stimulate the joy of going to the cinema as a kid with family and or friends.

The nostalgia of the content itself can also bring people to the cinema. People want to recreate memories by watching classical or personal favorite flicks at the cinema and make new memories, watching new releases.

DESIGN OPPORTUNITIES

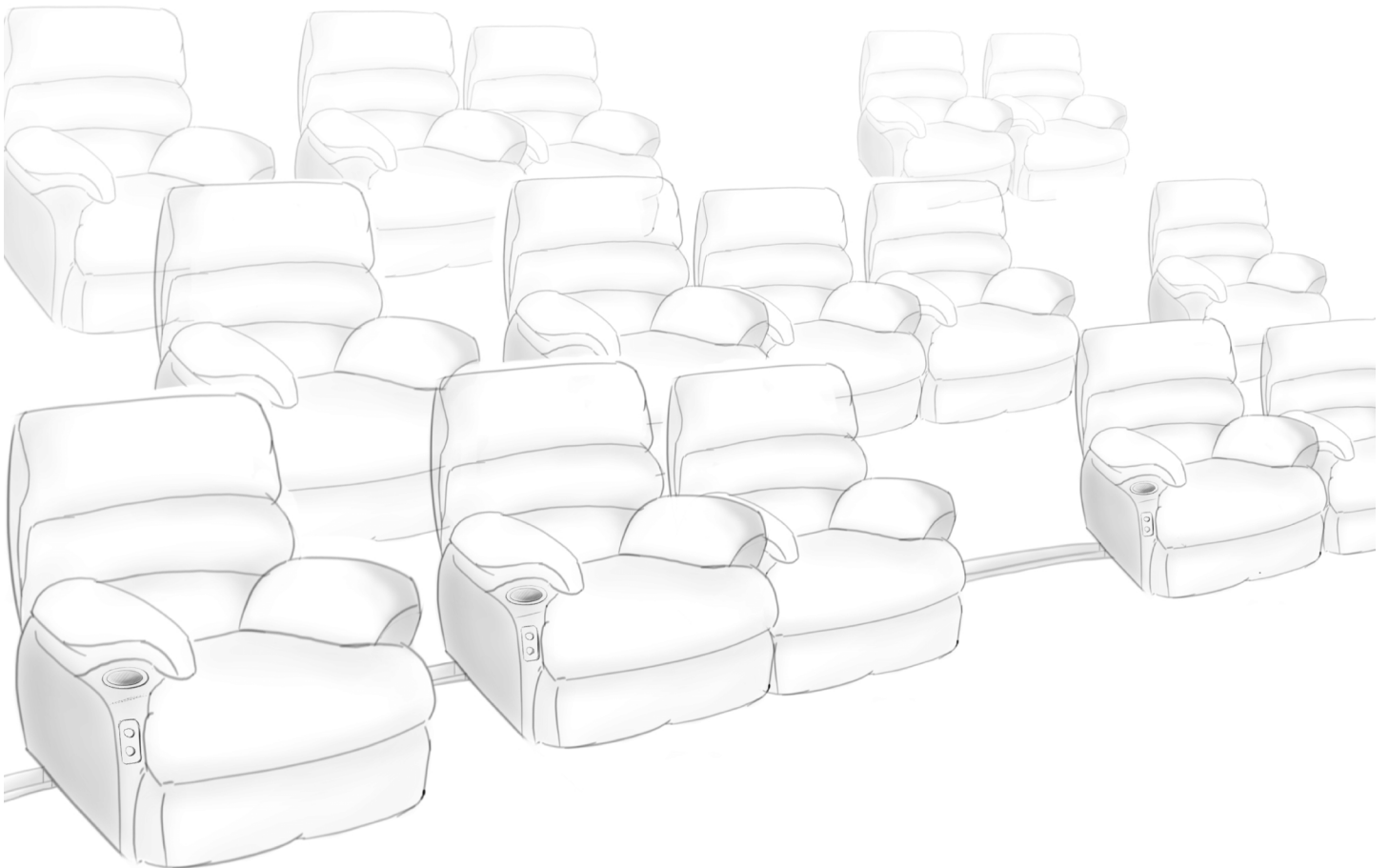
THE SCREEN

A curved screen in a semi-circled shape screening room to create the feeling of escape by being in this immersive sphere like atmosphere. To the side of the screen, there will be no curtains as in a traditional cinema, the screen will just transition instantly to a plain black wall on the curved part of the room to minimise all distractions from the immersive experience for the viewer. Panning speakers will accompany the shape of the room as they will provide surround sound to increase overall feeling of immersion.

SEATING

The seating can be curated in a way that fulfils the desires of both the solo viewer and the viewers who are watching with friends or family. The seats in our ideal cinema will be adjustable on the X-axis so that viewers can have more personal space if desired, or can break free from strangers and enjoy their experience in a more intimate setting with their friends and family through grouping of the seats. Comfort is a priority of the cinema-goer. The most comfortable position in a seat is the next one that the user moves into, therefore our seats will not keep you in a fixed position for the duration of the movie, almost like how an airplane seat does. Instead, our seats will be plush and comfortable with room to move your body angle and position as well as having an option to recline to different gradients and adapt as time goes on and your body gets tired of its current position. Our movie viewers will have their own arm rests on both sides in which they will never have to contest with the person beside them. The seats will also cater for the food and drink of the user through stable cup holders which have been created specifically for the reusable cups that the cinema sells its soda in.

COMFORT | SPACIOUS | ENGAGING



“

Out there beyond that fence
every living thing that crawls,
flies, or squats in the mud
wants to kill you and eat your
eyes for jujubes.

Col. Quaritch



JAMES CAMERON'S



AVATAR

THE WAY OF WATER
IN CINEMAS THIS DECEMBER

I FEEL S



SATISFIED

A f t e r

Cinema-goers feel an overwhelming unhappiness when leaving the movie theatre. After watching the movie, it struck us that viewers felt as if they were being kicked out and their landing into the real world was an uncomfortable one after just spending time in an escape from reality. At this stage, viewers want to feel satisfied with not only the movie but also the food and their overall experience at the cinema.

VARIED



It has Variety

In their ideal experience, cinema goers are able to tailor their end to end experience to their preferences. People usually like to pair other activities with a visit to the cinema, especially when they go with others like friends or family members. When the cinema is equipped to cater to their needs around these additional experiences, it enables people to spend their limited free time, however they wish to resulting in a feeling of satisfaction gained from the entire experience.

The right texture and flavour of movie theatre popcorn is an important element that contributes to the feeling of satisfaction.

ACTIVITIES | FOOD



ACCESSIBLE



It is Accessible

Our model cinema will be accessible to all. It will be accessible to locals and tourists who are exploring the downtown area of a city, just as it will be accessible for able bodied people just as well as disabled people. Our concept will not only be inviting to passers-by due to its location, but it will be desirable for local people to go out of their way to attend too. The hallways, doors, bathrooms, emergency exits, restaurant, and photo booths in our concept have been designed to be inclusive of people of all abilities.

"I'D RATHER STAY
AT HOME THAN
DRIVE 30 MINUTES
TO WATCH A
MOVIE AT THE
CINEMA."

DESIGN OPPORTUNITIES

◆ ◆

Our research told us that cinema-goers love a debrief after the movie, and this is something that our ideal experience tries to incorporate. Multiple different features after the movie has finished will be added in our final product to allow the viewer to feel satisfaction and closure at the end of their viewing experience.

PHOTOBOOTH

After the movie ends, we will prompt the audience to revisit their ticket and view the QR code on it. Between the screen and the exit hallway, there will be a photo booth which takes a picture of you with a feature of the movie incorporated into the background of the picture. This added feature will come free with the ticket and will be a nice way to create an even more lasting memory of the experience and continue to create excitement even after the movie is over.

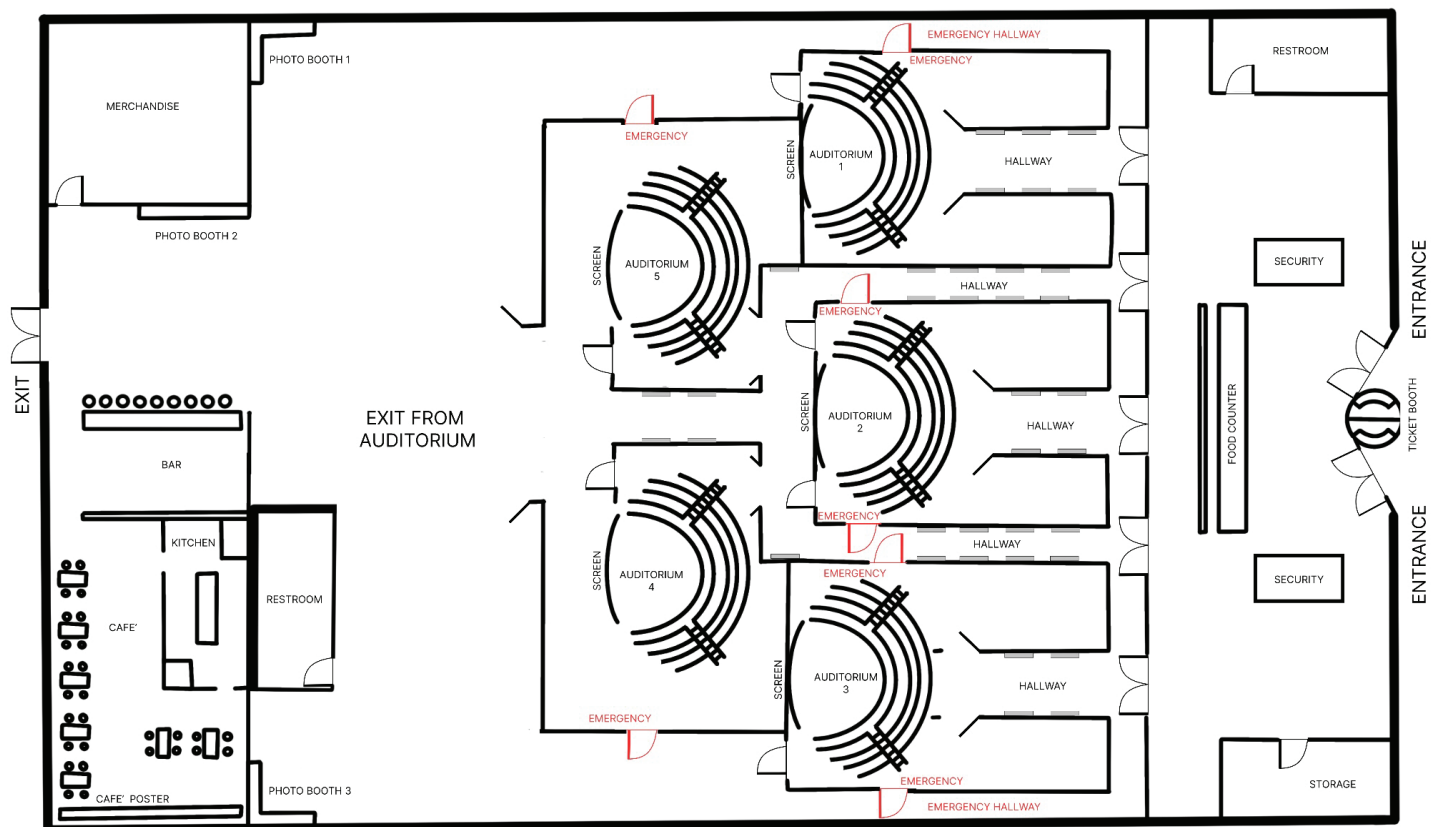
‘DEBRIEF’ CAFE

There will be a bar and restaurant and a gift shop. The restaurant will be named ‘Debrief’ and it will be a regular setting for one of the most important parts of the cinema-going experience: the debrief. Our research showed that majority of the cinema-goers’ ideal experiences consist of a debrief in a restaurant with their friends or family after the movie, either over dinner or a drink. The gift shop will follow a similar style to a post-concert gift shop and will consist of quality memorabilia that is available exclusively at our cinema.

Hallway Exit

The exit hallway will be the exact opposite to the one that the viewer entered through. The lighting will go from dark to light as you walk down. The classic movie posters on the walls will be substituted with digital screens with movie posters of the movie that has just been watched by the viewer. The digital screens will also have interviews with the cast playing, features on main cast members, bloopers of the movie, extended clips etc. The idea of this is to continue the cinema-going experience even after the movie has finished and bring the viewer back into reality more slowly and far less abruptly.

The exit hallway can be an area that the user can enjoy and spend a bit of time interacting with the digital screens. A feature of the screens being digital is the fact that the content can be switched for a different movie at the switch of a button. This technology could be used in chains of our ideal cinema if that were to come about and it could even be sold to other cinemas and cinema chains.



ADDITIONAL FEATURES



Private screening

The private screening feature will be specifically for events; from birthday parties to movie premieres. The private screen will follow the same concept with the hallway entrance, the curved screen and walls, the chairs, the exit hallway, etc. However, this concept also has a few differentiating factors. The hallway to the screening room will also have movie posters on the walls, but these ones will be fully customisable to whatever the viewer desires. For example, if the screen is being rented out for a birthday party, the movies could feature movie posters, but instead of the start actor, it could feature the face of the birth-

day boy/girl or fully customisable posters could feature. This would be ideal for creating a theme of an event at the cinema. The hall could also be customised with a red carpet, additional decorations, etc.

The private screen will be slightly smaller for a more intimate setting, however, if a larger screening room is needed for an event, one of the ordinary screening rooms can facilitate this. The group or individual who is renting the private screen for an event can also have full choice over what the movie is, from classics to new releases.

Child education

An additional screen will be available solely for children's movies and learning purposes. The hallway to the kids' screen will still follow the same idea as the others, however, instead of all movie posters, they are replaced with interactive activities for kids to enhance on the memories that they are making.

Parents want to see their kids having a good time and it's an added bonus if they are learning something at the same time.

We will incorporate a few of the usual activities in science museums for kids that don't take up too much space so that their experience is enhanced.

The children's screen will have many screenings each day, but it won't be showing just movies. Our cinema will create a series of educational, yet fun, documentaries for children to watch. This series won't be as long as a movie in order to maintain the children's attention. The screen will show classic movies such as Frozen and other Disney movies for different ages of kids, as well as new releases that kids are interested in.

The seats in the kids' screening room will have a built in booster seat so that they can be comfortable as well as their parents. The seats will still move on the X-axis so parents can spend time with their children and keep them separate from other groups so that they can build memories together, or they could use them to pair groups of friends of the kids and have the parents sit together in a different grouping to allow them a desired amount of independence. The seats will not have seams or buttons as this will make them far easier to clean and harder for children to damage.



ADDITIONAL FEATURES ♦♦

Business benefits and

Research shows that people do not mind spending money if their experience is good. The experience in this cinema will be superior to all others due to the vast research undertaken, therefore, we will charge more for the tickets because now they aren't buying a ticket to watch a movie, but an experience. Millennials and Gen Z are said to prefer experiences over material possessions and this feeds directly into that desire.

Location of cinema

Our location will be central. We do not want our cinema to be too far out of the way because our research told us that the viewers like to do other things both before and after the movie and make an entire day or evening out of their cinema going experience. We do not want our concept to be in a mall as malls today do not keep up with the modern, differentiated experience that we are curating.

L o b b y

The lobby of the cinema will be minimalist, contemporary, yet traditional. The lobby will be quite small without clutter. We are aiming for our cinema to have no distractions outside of the ideal experience that we are curating for the user. We are manipulating their experience to fit in with the exact wants and needs of the user that we found through our research.





LEONARDO
DICAPRIO KATE
WINSLET
WRITTEN AND DIRECTED BY
JAMES CAMERON

TITANIC

20th CENTURY FOX PARAMOUNT PICTURES and LIGHTSTORM ENTERTAINMENT presents a JAMES CAMERON film LEONARDO DICAPRIO
KATE WINSLET "TITANIC" GULY LANE BARRY BILLS FRANCES FISHER GERRI SINARD BOB PAXTON DENZEL WILL DAVID WARREN
VICTOR GARBER JONATHAN HYDE DAVID NEECE JASON HARTY original music: JAMES NEWTON HOWARD cinematographer: ROSSSEL CAMPERON
edited by JAMES CAMERON RICHARD A. HARRIS production design: PETER LAMONT art direction: MARTIN LANG BILL BEA
costume design: DEBORAH LYNN SCOTT executive producer: BOB CAHILL producer: JAMES CAMERON JON LUNDIN
WRITTEN AND DIRECTED BY JAMES CAMERON



Jack, I'm flying!

Rose



Time

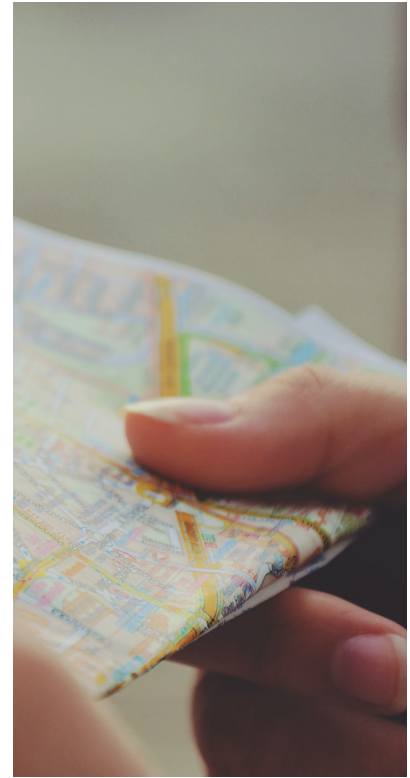
Going to the cinema is an activity that can often take up a whole evening, especially because people usually like to pair it with dinner before or after watching the movie. People prefer to go to the cinema when they want to relax and take it slow which is ideally over a weekend, or at the end of a workday. Having a good amount of free-time enables them to enjoy the cinema experience to the fullest.

Money

The cinema experience is comprised of small activities that require money, both directly (like tickets, popcorn, etc.) and indirectly (like travelling to and from the cinema). Because the cinema is more like an event, the expense doesn't stop at the purchase of the movie ticket. People need money to be able to enjoy the entire experience, whenever they visit the cinema.



ENABLERS



Location

The advent of Covid brought along the populace of streaming platforms and their use for movie watching, banking on convenience and flexibility. A key element that enables people to go to the cinema is its close proximity. This can bring people to the cinema more often. Additionally, when the cinema is located close to other establishments (like restaurants, arcade, shops, etc.) , it seems more attractive to people.

KEY PARTNERS

Studios

Sponsors of
Events

Software
Provider

KEY ACTIVITIES

Original
Marketing

Events

KEY RESOURCES

Brand
Partnerships

Patents

VALUE PROPOSITIONS

Enhanced
Experience

Heightened
Emotions

Unique,
Differentiated
Added Value

COST STRUCTURE

Real Estate
Fixed Costs
Marketing

CUSTOMER RELATIONSHIPS

Acquisition
Retention
Loyalty

REVENUE STREAMS

Tickets
Events
Event Sponsors
Restaurant
Confectionery
Gift Shop

CUSTOMER SEGMENTS

Individuals
Social Groups
Event Groups
Children & Parents

B u s i n e s s M o d e l C a n v a s



The End

CONCLUSION



It is evident through the research that the ideal cinema experience is not just about watching the movie. The experience means so much more to people. For some, it is about the time spent with their loved ones in a relaxing environment, for others it can be about being transported to a different reality, away from the daily stresses of life. One common theme that re-occurs is that of immersion.

It is essential to view the experience as a journey that starts well before someone enters the cinema and continues even after they have exited the physical space.

Credits

IDUS 711 Methods of Contextual Reseach | Winter 2023 | Prof. Jeehoon Shin

Aakriti Gupta

Matthew Armstrong

Mudita Mane

Muhammad Tayyab Younas

Qian Wan

Zebayesh Lamak

