

User 1

I- How often do you go to see a movie?

U-About twice a year. Once every six month.

I- When you last saw a movie, did you look at the movie theaters website?

U-I purchased the tickets in the theater and no.

I- Can you describe in detail what you did on the website? How do you feel about the experience?

U-I went to the site, selected a movie, looked at times, selected the time, looked at seats, put in card information, and then exited the page. It's a website. I'm Indifferent. It's easy to use.

I-How many buttons on the website did not relate to you, and what were they?

U-I don't remember, that was so long ago.

I- If you were to change something about the website, what would it be and why?

U-Nothing

I- Did you check the availability of seating on the website? How was that experience?

U-Yes, about as excited as finding a seat could be.

I- Did you check if there were other locations screening the movie you wanted? How was that experience?

U-no

I- Do you get concessions at the movie theater? Why or why not? If so when was the last time?

U-Yes cus I get concessions at the movies. It's not a movie without movie theater popcorn. I get it every time.

I- Would you consider preordering concessions online? Why or why not?

U-No I don't see the point in doing that. But if it was cheaper than I would do it