

DRIVE-IN MOVIE THEATER CUSTOMER EXPERIENCE



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01

▶ **ABOUT
THE PROJECT**

Drive-In Movie Theater
Customer Experience



Drive-In Movies are re-emerging from the 1950's due to the COVID-19 pandemic.

Many processes have changed throughout the years such as using technology-based application attend a movie.



Traffic

Longs lines of cars attending movie

Audio

Audio quality can vary by theater location



Movie Selection

A small selection of older movies are shown.

Ticket Selection

First-come, first-serve basis for general admission



Weather

Customer's decision on attending will vary

CHALLENGES





How can technology-based application/products improve the customer experience in attending a drive-in movie?



02

▶ **METHODS**

OBSERVATIONS

DATA COLLECTION

Activity:
research local drive-in movie
theaters and decide when,
where, and what movie to
attend



PARTICIPANTS

10 participants recruited
through CDM Participant
Pool, friends, and family



DATA ANALYSIS

Analyzed data through
AEIOU framework and
created themes



INTERVIEWS



PARTICIPANTS

9 participants recruited through CDM Participant Pool, friends, and family

DATA COLLECTION

Split questions in four categories:

- Exploring Previous Experiences
- Researching and Selecting a Theater
- Evaluating Features
- Purchasing Tickets



DATA ANALYSIS

Coding in Atlas.ti to build persona spectrums and personas



SURVEY



PARTICIPANTS

21 participants recruited through CDM Participant Pool

DATA COLLECTION

Questions to test 2 hypotheses



DATA ANALYSIS

Tested hypotheses using Mann-Whitney U

Hypothesis 1: Infrequent drive-in movie customers will prioritize the theater's distance from home when selecting a theater more so than frequent drive-in movie customers.

Hypothesis 2: Infrequent drive-in movie customers will mainly prioritize finding the best drive-in theater experience, while frequent drive-in movie customers will prioritize finding the experience and best movie options equally.





03

▶ FINDINGS



RESEARCH & SELECTION

- Interest in movie selection
- Distance needed to travel



AMENITIES & FEATURES

- Parking options & preference
- Concessions
- Weather



TICKET PURCHASE

- Online vs. In-Person options

FINDINGS: MAJOR THEMES



Alex - Casual Moviegoer



"I just want to find the nearest drive-in theater to me."

Age: 21
Work: College Student
Family: Single, no kids
Location: Chicago, IL
Car: Jeep Cherokee

Carefree

Busy

Social

Goals

- Attend the nearest drive-in theater to home
- More interested in the experience rather than the movies
- As long as there's an open parking spot, he's happy

Frustrations

- Doesn't know of many drive-in theaters in the city
- Outdated theater information online
- Has to purchase tickets in person, which is frustrating with further theaters

Bio

Alex is a college student living in Chicago, IL. He is often busy with his coursework, so he doesn't spend much time researching local drive-in theaters. It's common for him to just decide to attend with friends a few hours before the movies begin. He simply loves attending for the experience rather than for the actual movie selections. Alex doesn't have a lot of extra time in his schedule, so he just arrives right when movies begin.

Spectrums

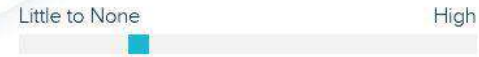
Research Time



Distance From Selected Theater



Parking Preference



Interest in Selected Movies



Taylor - Heavy Moviegoer



"I always look for the best drive-in movie experience, even if not the closest drive."

Age: 33

Work: Teacher

Family: Married, no kids

Location: Denver, CO

Car: Honda Odyssey

Organized

Passionate

Movie-Lover

Goals

- Compares multiple drive-in theaters and is willing to travel a little further for a better experience
- Find the theaters with the best movie selections
- Wants to find the best parking spot with no blocked views

Frustrations

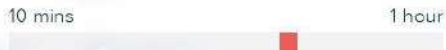
- Researching and comparing drive-in theaters can be time-consuming
- Theater audio can be poor at older theaters
- Finding a drive-in theater without noise/light pollution
- Has to arrive really early to find good parking

Bio

Taylor is a teacher in Denver, CO who is passionate about movies, old and new. She usually spends around 30 minutes researching the best drive-in theater and movie options. While she prefers closer theaters, driving to the suburbs (30-40 minutes) often gets her away from the noise and light pollution of the city. Whenever possible, Taylor arrives early to movies to get the best parking spot. Even though that can be frustrating, it allows her to grab snacks and set up in the back of her minivan.

Spectrums

Research Time



Distance From Selected Theater



Parking Preference



Interest in Selected Movies



Alex's Journey Map



Taylor's Journey Map





04



IMPLICATIONS FOR DESIGN

Based on customer feedback and the summary of the three rounds of survey results, we will focus on the following points.....



1. Comprehensive movie information and complete navigation information



2. Integrate information and film reviews from different channels



3. Provide users with more detailed information about the venue



4. Select parking spaces online



5. Optimize the ticket purchasing process online/via phone

MAJOR REQUIREMENTS





05



Limitations & Future Work

Sample Size

Our number of participants is still insufficient

Lack of Diversity in Participant Pool

Gender, race, first experience about drive-in movie

Field Visit

Field interviews will have a deeper understanding of user experience

LIMITATIONS



Diana



Jackie



Tim



Quinn



MEET THE TEAM



06

THANKS!



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