

think “Now playing” and “Theater” present the similar content, and therefore should separate them into two independent entities. Some participants brought the idea that to put three main labels which closely linked to the function of purchasing ticket at the top of the web page to serve as short cut. Considering other entities on the global navigation is not moviegoing related, the participant also suggests to group these three labels together and create a new label called “Movie going”, so that it's more straightforward.

When summarizing the interview results, our group tried to figure out what make the first-time users and regular users to have such opposite answers. We hope by answering this question will help us redesign the website in a way that is easy to be used by both first-time and regular users.

### 2.3.2 Card Sorting

#### Participant Description

The participants selected for the card sorting activities are all undergraduate and graduate students from University of Toronto with an age between 21-28, as we considered it reasonable to assume that the majority of the Cineplex website users are young adults who are more likely to possess basic knowledge of and easy access to the Internet. We took multiple factors such as gender, age, educational background and familiarity of the website into consideration, and endeavored to eliminate bias as much as possible by balancing the gender, choosing students from various background and incorporating both first time user and users who have previous interaction with the website into the card sorting. We believe that first time users can better reflect organization and labeling problems because they have no previous experience with the website and their minds are not accustomed to the existing information architecture framework compared to regular users. The instinct of the first time user regarding whether the labels are understandable at first sight and information organization appropriate is extremely valuable for finding out IA problems.

#### Card Overview

In order to be objective and unbiased in this activity, we decided to use the exact same labels listed in the global navigation bar of the Cineplex website. For example, in the drop down menu of the highest level label “Event”, there are secondary level labels “Performing Arts”, “Film Series” and “Music, Sports and More”. Under each secondary labels lie several third level labels (each label can no longer be split into more labels) such as “Stage “ and “Classic Film”. There are 38 such labels in total, besides, in order to clarify the meaning of some labels not written in plain English (Such as UltraAVX and WWE), we wrote down descriptions for each of them. The card content and descriptions are shown in the table below while the raw data (card sorting result) of each participant is attached to the appendix.

Card Name	Description
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<b>Sensory Friendly</b>	These screenings are presented in a lights up, sound down environment for individuals with autism spectrum disorder
<b>VIP</b>	Watch movies in surround sound and stunning picture while enjoy your in-seat dining in comfy chairs
<b>Xscape</b>	Play the latest games, enjoy delicious food and hold a party
<b>Timeplay</b>	A gaming experience on the screen before movie starts
<b>Prime Seat</b>	Enjoy larger seats I a reserved row in selected auditoriums
<b>Popcorn Parties</b>	A party for children under 13 years old
<b>Corporate Meeting &amp; Screenings</b>	Provide with auditoriums to hold corporate meeting and presentation
<b>Fundraising</b>	Resell the tickets for raising funds
<b>Theater Accessibility</b>	Policy regarding the provision of Accessible Goods and Services
<b>Theater Technology</b>	Latest technology used in Cineplex movie display
<b>Food &amp; Drinks</b>	Snacks and drinks offered in your local theater
<b>All Trailers</b>	
<b>Interviews</b>	Interviews with actors from movies
<b>Featurettes</b>	A brief documentary film covering one or more aspects of film making process
<b>Movie Clips</b>	Scene selected from a film
<b>On-sets</b>	A short film recording what happened on ser, like a movie blog
<b>Rent or Buy</b>	
<b>Bolshoi Ballet</b>	Offers the opportunity to see world-class ballet performance on the big screen at a local theater
<b>Met Opera</b>	Watch opera in HD at your local theater

<b>Stage</b>	Watch the best of stage plays on the screens
<b>In the Gallery</b>	Brings you up close to the greatest art exhibitions and galleries across the globe on big screen
<b>Family Favorites</b>	Watch a family film each week on Saturday mornings
<b>Digital Film Fest</b>	A one-week event featuring Sci-fi, Fantasy and Cult films
<b>eSports</b>	Watch and play games on the big screen
<b>Event Screen</b>	Special in-theater and on night only events, alternative films, concert and more
<b>Music at the Movies</b>	Watch music documentaries, concert and music movies
<b>WWE</b>	Watch WWE (World Wrestling Entertainment) on the big screen
<b>E-Gift Cards/Standard Gift Card</b>	Give friends and family the gift of movies
<b>Corporate Product</b>	A B2B commerce between Cineplex and other corporations, it offers corporates a way to reward employees.
<b>Showtime</b>	Search Movies by locations, time, genre and ratings
<b>Classic Films</b>	Watch classic films on the screen
<b>Find a Theater</b>	Find a list of theaters near your current location
<b>Now Playing</b>	Find a list of movies currently playing in Cineplex
<b>Coming Soon</b>	Find a list of upcoming movies
<b>Resend Online Ticket</b>	To resend your purchase confirmation
<b>IMAX/UltraAVX/RealD-3D Experience</b>	Movies playing in IMAX/UltraAVX/RealD-3D format and theaters equipped with the technology
<b>D-Box</b>	Theaters equipped with D-Box technology & D-box seats warnings
<b>Stars &amp; Strollers</b>	A baby friendly environment with lower volume and dimmed lighting

## Execution Overview

In the early stage, one of the most important decisions we have to make was to decide on whether we should use actual cue cards or find a card sorting software on the Internet. After conducting several mindful discussions over the issues related to card sorting, we reached a mutual agreement on using xSort, a MacOS-based card sorting software, to conduct card sorting exercises with nine participants. During one of the group discussions, we also conducted step-by-step instructions of how to perform card sorting with participants to standardize this process. This step was considered essential in speaking of the card sorting technique, because the results of this technique not only vary with each participant, but also with each executor; thus to have pre-approval instructions ensure each executor will follow the same rules and ask the same questions when conducting card sorting with participants.

The first step on the instructions is to collect basic information about participants, for examples, status (international or domestic student), gender identity, age and education level. Then the executor would present the consent form to the participants. The second step on the instructions is to ask participants how would they like their cards to be displayed, this is because that xSort gives users two options when comes to card placement. If users choose the option of “random” placement, all of the cards would be randomly placed on the screen. If the option of “stacked” placement is chosen, users would get a stack of cards at the right corner of the screen. Participants’ preference of card placements should not have direct influence on their results, but this step is indented to make participants feel more comfortable with the card sorting exercise. The third step is to teach participants how to use xSort, and then briefly introduce the rules of how to perform card sorting exercises. Those rules are, for examples, participants need to group cards together based on the similar attributes. The number of groups they can create is not limited, however, they should not group cards recklessly. If they do not understand the meaning of a card or find some cards to be confusing, a description can be found on the back of each card. In some cases, after seeing the card descriptions, if participants still find some labels difficult to understand, they are also welcome to introduce new labels to these cards. Last but not least, if participants experience difficulties with grouping specific cards, they could leave those cards alone as unclassified cards.

The fourth step happens when participants performing card sorting exercises. The executor is required to conduct observation of his or her participants and write down all the comments and questions that participants have. The fifth step is to ask participants to rank their groups based on their own judgements of the significance of groups. The last step on the instructions is to ask participants what are some problems and difficulties when doing card sorting exercises.

## Results Analysis and Findings

Since the manual analysis (excel template) is considered highly subjective, we have executed two types of analysis in order to have a better understanding of the overall pattern of user’s mental model. The first analysis examines the final result from a statistical perspective; and the second analysis will try to explain the result from a more qualitative perspective.

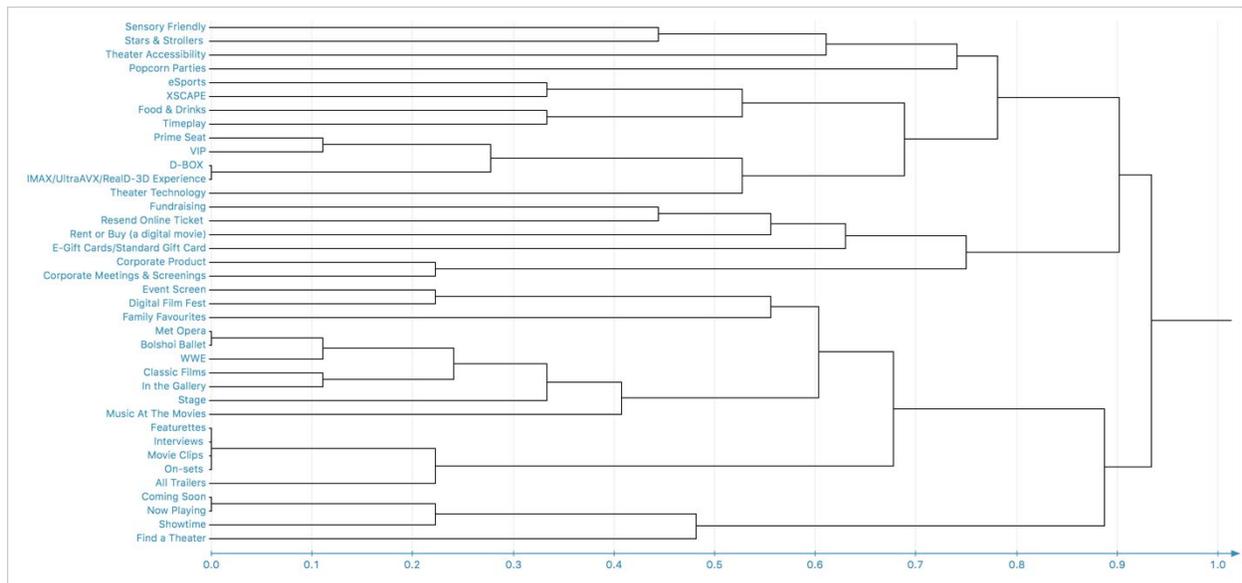
### *Statistical Analysis*

One of the most important reasons we chose to use xSort, for our card sorting exercises, is it allows us to perform a statistical analysis by using the raw data. So after performing card sorting exercises with nine participants, we got just enough raw data to do a statistical analysis. The first thing we did was to generate

a distance table by using raw data collected from participants on xSort. Distance tables reveal the similarities (distance) between clusters in numbers, and as the value of distance between two clusters increases, their similarity decreases. For examples, according to our distance table, the distance between “now playing” and “showtime” is 0.2, and the distance between “now playing” and “WWE” is 0.78. This means that “now playing” and “Showtime” are very similar, and “now playing” and “WWE” are very different.

The second thing is to “visualize” the distance table by producing a hierarchical clustering tree. It is worth mentioning there are two types of hierarchical clustering, and the one we used for this assignment is agglomerative clustering. This type of the clustering is a “bottom-up” approach which demonstrates how single clusters were merged together successively from bottom to top. This approach helps us to examine the logic behind the groups that our participants created. In speaking of the clustering methods, the method of average linkage was chosen for this assignment. Among all three methods available on xSort, the average linkage is said to be the most common method when performing hierarchical clustering. Last but not least, we set the correlation range to 0.6, and then there were ten unnamed groups appeared on the screen. After reviewing the group names from the participants’ data, we have made the final decision to use these ten words as the final names of our groups:

- Accessibility: Sensory Friendly, Stars & Strollers, Theater Accessibility
- Party: Popcorn Parties
- Amenity: eSports, XSCAPE, Timeplay, Food & Drinks
- Add-on Experience: Prime Seats, VIP, D-Box, Theater Technology, IMAX, UltraAVX, RealD-3D
- Services & Products: Fundraising, Resend Online Ticket, Rent or Buy
- E-Gift Cards: E-Gift Cards/Standard Gift Card
- Marketing: Corporate Meetings & Screenings, Corporate Product
- Events: Event Screen, Digital Film Fest, Family Favourites, Met Opera, Boshoi Ballet, WWE, Classic Films, In the gallery, Stage, Music at the Movies
- Movie Features: Featurettes, Interviews, Movie Clips, On-sets, All Trailers
- Movie: Coming Soon, Now Playing, Showtime, Find a Theater



Clustering Tree

Moreover, when we set the correlation range to any number less than the previous one, we will also get sub-groups. For example, with a range of 0.4, “add-on experience” group would be divided into two sub-groups, namely, sub-group one which consists prime seats, VIP, D-Box, IMAX, UltraAVX, RealD-3D and the sub-group two which consists theater technology. Since it is not one of our goals to create sub-groups, this process can be executed in the future when we need to add sub-categories to the web page.

### *Manual Analysis*

In this subsection, we attempt to find the possible rationale of each group, created by xSort, by comparing and contrasting clusters in our results. In the first group “accessibility”, there are three clusters, which are sensory friendly, stars & strollers, and theater accessibility. These three clusters are designed to help customers with special needs, thus they are grouped together. The second group “party” contains only one cluster at this moment, but in the future, more clusters could be added. The third group “amenity” contains eSports, XSCAPE, Timeplay, and Food & Drinks. They are grouped together because all of these clusters intended to provide pleasure to customers. The fourth group is “add-on experience”, and the logic behind this group is to provide extra screening experience with an increase of price. The fifth group is “service and products” which includes fundraising, resend online ticket and rent or buy. These three clusters are services and products provided by Cineplex in addition of selling movie tickets. The sixth group is “e-gift cards” which also contains only one cluster. The seventh group is marketing, and it contains corporate meetings & screenings and corporate product; and both of them are linked with another type of commerce- “business to business” commerce. The eighth group is “events”, and all clusters in this group are screening activities in addition to the mainstream movies. The ninth group is “movie features”, which include featurettes, interviews, movie clips, on-sets and trailers. All clusters in this group are “behind-the-scenes” type of videos which are provided to customers on the Cineplex website. The last and also the most important group in the final result is “movie”, and all clusters in this group are designed to help customers to find movies and buy tickets.

### *Card Sorting Findings*

When we were observing participants doing card sorting exercises, some questions keep coming back and forth. For examples, what is “on-set” and what are some differences between on-sets, featurettes and interviews. Thus we have came up with an assumption that the use of ambiguous terms and jargons create confusion to users. According to the exercises results, words which create confusions also include “stage” and “in the gallery”. Some users also found “resend online ticket” to be confused and suggested to change the label to “resend ticket confirmation” for future use. In addition to these two issues, participants also found some cards to be difficult to group up, for examples, corporate product, fundraising, theater technology, rent or buy, e-gift cards, standard gift card and resend online ticket. Some of the participants even suggest to remove “theater technology” from the exercise, because it seems to be overlapped with the following cards: Prime Seats, VIP, D-Box, IMAX, UltraAVX and RealD-3D.

### **3. Task Analysis**

According to the previous interview and background research, the major function of the Cineplex website is to purchase ticket. The selected two tasks are therefore all related to purchasing ticket for the purpose of testing out if this function in current website can fulfill the users’ various seeking behaviors. The two main tasks, although all end up with the same goal, are limited to different requirements. The first task is more general, which is to select a movie at a chosen time frame. The second task is about asking users to search for a specific type of movie. It should be notice that users have different seeking behaviors and therefore the methods for them to achieve the same goal is different. When doing hierarchical task analysis, our group choose to only display the most common path that most users would do to perform the tasks. We assume to explore the main points of the most common path would provide valued information in the further redesign process.

#### **3.1 Textual and Graphical documentation for Task one**

Task one is to ask users go to Cineplex website and select a desired movie they want to watch after 6pm in the day they conduct this activity. The following are the textual and graphical format of task one .

##### **3.1.1 Textual documentation:**

0. Purchase a ticket of a desirable movie Today after 6 PM from <http://www.cineplex.com>

1. Go to Cineplex Homepage

2. Locate Movie:

- 2.1 Hover over “Theater” label on the global navigation bar until the drop down menu appears
- 2.2 Click on “Now Playing” in drop down menu
- 2.3 Scroll over the movie list
- 2.4 Click on “NEXT” if do not find desired movie on the current page (optional)
- 2.5 Click on the movie title of users’ choice to see detailed movie information on *Movie Details* page
- 2.6 Go back to the “Now Playing” page to re-select a movie, if users think the current choice is not applicable (Optional)

## Card Sorting Statistics

### Problem Information

**Name:** Cineplex Project  
**Type:** Open  
**Unclassified cards:** Yes  
**Sub-groups:** Yes  
**Number of cards:** 38  
**Number of groups:** 0  
**Number of sorts:** 9  
**Number of profiles:** 13

### Cards

- Find a Theater
- Now Playing
- Coming Soon
- Resend Online Ticket
- IMAX/UltraAVX/RealD-3D Experience
- D-BOX
- Stars & Strollers
- Sensory Friendly
- VIP
- XSCAPE
- Timeplay
- Prime Seat
- Popcorn Parties
- Corporate Meetings & Screenings
- Fundraising
- Theater Accessibility
- Theater Technology
- Food & Drinks
- All Trailers
- Interviews
- Featurettes
- Movie Clips
- On-sets
- Rent or Buy (a digital movie)

- ⊖ Bolshoi Ballet
- ⊖ Met Opera
- ⊖ Stage
- ⊖ In the Gallery
- ⊖ Family Favourites
- ⊖ Digital Film Fest
- ⊖ eSports
- ⊖ Event Screen
- ⊖ Music At The Movies
- ⊖ WWE
- ⊖ E-Gift Cards/Standard Gift Card
- ⊖ Corporate Product
- ⊖ Showtime
- ⊖ Classic Films

## Groups

### Profiles

Participant A  
Participant B  
Participant C  
Participant D  
Participant E  
Participant F  
Participant G  
Participant H  
Participant I  
New Profile J

## Sessions

### Session 1

#### Participant Information

**Profile:** Participant A  
**Gender:** Female  
**Age:** 22  
**Session Duration:** 37 minutes, 1 seconds

#### Groups

- Ⓔ About Movies
  - Ⓞ Movie Clips
  - Ⓞ Music At The Movies
  - Ⓞ Featurettes
  - Ⓞ Interviews
  - Ⓞ On-sets
  - Ⓞ All Trailers
- Ⓔ Movie playing
  - Ⓞ Now Playing
  - Ⓞ Showtime
  - Ⓞ Coming Soon
- Ⓔ Special Experience
  - Ⓞ VIP
  - Ⓞ Prime Seat
  - Ⓞ Stars & Strollers
  - Ⓞ Family Favourites
  - Ⓞ Sensory Friendly
- Ⓔ special events
  - Ⓞ Event Screen
  - Ⓞ Met Opera
  - Ⓞ Bolshoi Ballet
  - Ⓞ eSports
  - Ⓞ WWE
  - Ⓞ Classic Films
  - Ⓞ Digital Film Fest
  - Ⓞ Stage
  - Ⓞ In the Gallery
- Ⓔ corporate
  - Ⓞ Fundraising
  - Ⓞ Corporate Product
  - Ⓞ Corporate Meetings & Screenings
  - Ⓞ Resend Online Ticket
- Ⓔ technology
  - Ⓞ Theater Technology
  - Ⓞ D-BOX
  - Ⓞ IMAX/UltraAVX/RealD-3D Experience
  - Ⓞ Rent or Buy (a digital movie)
  - Ⓞ Find a Theater
- Ⓔ Food and service
  - Ⓞ Popcorn Parties
  - Ⓞ Food & Drinks
  - Ⓞ XSCAPE

- Timeplay
- Theater Accessibility
- E-Gift Cards/Standard Gift Card

## Session 2

### Participant Information

**Profile:** Participant C  
**Gender:** Female  
**Age:** 22  
**Session Duration:** 15 minutes, 42 seconds

### Groups

- Thing shown on movie cinema screen
  - Movie Clips
  - Now Playing
  - Coming Soon
  - All Trailers
  - Featurettes
  - On-sets
  - Interviews
  - WWE
  - Timeplay
  - Classic Films
  - Digital Film Fest
  - Stage
  - Met Opera
  - Bolshoi Ballet
  - In the Gallery
- Everything to do with cinema outside of the cinema
  - Showtime
  - E-Gift Cards/Standard Gift Card
  - Fundraising
  - Rent or Buy (a digital movie)
  - Resend Online Ticket
  - Find a Theater
- Events planned in cinema
  - Family Favourites
  - Event Screen
  - eSports
  - Popcorn Parties
  - Stars & Strollers

- Music At The Movies
- Corporate Product
- amenities of cinema
  - Theater Accessibility
  - XSCAPE
  - VIP
  - Sensory Friendly
  - IMAX/UltraAVX/RealD-3D Experience
  - Food & Drinks
  - Corporate Meetings & Screenings
  - D-BOX
  - Theater Technology
  - Prime Seat

### Session 3

#### Participant Information

**Profile:** Participant D  
**Gender:** Female  
**Age:** 21  
**Session Duration:** 27 minutes, 43 seconds

#### Groups

- finding the movie
  - Find a Theater
  - Now Playing
  - Showtime
  - Coming Soon
- buy ticket
  - VIP
  - Resend Online Ticket
  - Rent or Buy (a digital movie)
  - Prime Seat
  - Fundraising
- buy others
  - E-Gift Cards/Standard Gift Card
  - Food & Drinks
- about the movie
  - Movie Clips
  - Interviews
  - Featurettes
  - On-sets

- All Trailers
- about the theater
  - Corporate Meetings & Screenings
  - Corporate Product
  - Theater Technology
  - Theater Accessibility
- other shows
  - Bolshoi Ballet
  - Met Opera
  - WWE
  - Stage
- classic review
  - Classic Films
  - Family Favourites
  - Music At The Movies
  - In the Gallery
- events
  - Digital Film Fest
  - Popcorn Parties
  - Event Screen
- watching environment
  - D-BOX
  - IMAX/UltraAVX/RealD-3D Experience
  - Stars & Strollers
  - Sensory Friendly
- games
  - XSCAPE
  - Timeplay
  - eSports

## Session 4

### Participant Information

**Profile:** Participant E  
**Gender:** Female  
**Age:** 21  
**Session Duration:** 29 minutes, 19 seconds

### Groups

- film category
  - Movie Clips
  - Music At The Movies

- ⊕ All Trailers
- ⊕ Met Opera
- ⊕ Classic Films
- ⊕ Sensory Friendly
- ⊕ Family Favourites
- ⊕ Coming Soon
- ⊕ Now Playing
- ⊕ Featurettes
- ⊕ In the Gallery
- ⊕ Interviews
- ⊕ Bolshoi Ballet
- ⊕ On-sets
- ⊕ WWE
- ⊕ info
  - ⊕ Prime Seat
  - ⊕ Resend Online Ticket
  - ⊕ Find a Theater
  - ⊕ Fundraising
  - ⊕ Food & Drinks
  - ⊕ Showtime
- ⊕ theater features
  - ⊕ Stage
  - ⊕ eSports
  - ⊕ Rent or Buy (a digital movie)
  - ⊕ Theater Technology
  - ⊕ Timeplay
  - ⊕ XSCAPE
  - ⊕ Theater Accessibility
  - ⊕ IMAX/UltraAVX/RealD-3D Experience
  - ⊕ D-BOX
  - ⊕ VIP
  - ⊕ Stars & Strollers
- ⊕ corporate
  - ⊕ Corporate Meetings & Screenings
  - ⊕ E-Gift Cards/Standard Gift Card
  - ⊕ Corporate Product
- ⊕ events
  - ⊕ Popcorn Parties
  - ⊕ Digital Film Fest
  - ⊕ Event Screen

## Session 5

**Participant Information**

**Profile:** Participant F  
**Gender:** Female  
**Age:** 20  
**Session Duration:** 43 minutes, 46 seconds

**Unclassified Cards**

- Corporate Product
- Fundraising
- Theater Technology
- Rent or Buy (a digital movie)

**Groups**

- Online Reservation
  - Coming Soon
  - Now Playing
  - All Trailers
  - Find a Theater
  - Theater Accessibility
  - Showtime
  - E-Gift Cards/Standard Gift Card
  - Resend Online Ticket
- Seating Options
  - VIP
  - D-BOX
  - IMAX/UltraAVX/RealD-3D Experience
  - Prime Seat
- Accessibility
  - Sensory Friendly
- Booking an Event
  - Corporate Meetings & Screenings
- Special Events
  - Interviews
  - Bolshoi Ballet
  - Classic Films
  - Stage
  - Met Opera
  - WWE
  - Digital Film Fest
  - Movie Clips
  - On-sets
  - Music At The Movies

- Event Screen
- In the Gallery
- Family Favourites
- Featurettes
- Games
  - eSports
  - XSCAPE
- Kiddo
  - Popcorn Parties
  - Stars & Strollers
- Before Movie
  - Food & Drinks
  - Timeplay

### Session 6

#### Participant Information

**Profile:** Participant G  
**Gender:** Male  
**Age:** 21  
**Session Duration:** 23 minutes, 18 seconds

#### Groups

- user experience
  - Food & Drinks
  - IMAX/UltraAVX/RealD-3D Experience
  - Theater Technology
  - Prime Seat
  - Resend Online Ticket
  - D-BOX
  - Timeplay
  - VIP
- action specific
  - Now Playing
  - Showtime
  - Find a Theater
  - Coming Soon
- accomodating
  - Family Favourites
  - Sensory Friendly
  - Stars & Strollers
  - Theater Accessibility

- Popcorn Parties
- marketing
  - Corporate Product
  - Corporate Meetings & Screenings
  - eSports
  - Bolshoi Ballet
  - Met Opera
  - Digital Film Fest
  - Stage
  - Music At The Movies
  - Rent or Buy (a digital movie)
  - Event Screen
  - WWE
  - E-Gift Cards/Standard Gift Card
  - Fundraising
  - XSCAPE
  - Classic Films
  - In the Gallery
- film specific marketing
  - All Trailers
  - Movie Clips
  - Featurettes
  - On-sets
  - Interviews

### Session 7

#### Participant Information

**Profile:** Participant H

**Gender:** Male

**Age:** 28

**Session Duration:** 25 minutes, 54 seconds

#### Unclassified Cards

- E-Gift Cards/Standard Gift Card
- Resend Online Ticket

#### Groups

- Multimedia
  - Movie Clips
  - All Trailers
  - Featurettes
  - On-sets

- ⊕ Interviews
- ⊕ Corporate / Organizations
  - ⊕ Corporate Meetings & Screenings
  - ⊕ Corporate Product
  - ⊕ Fundraising
- ⊕ Special Screenings
  - ⊕ eSports
  - ⊕ Classic Films
  - ⊕ In the Gallery
  - ⊕ Met Opera
  - ⊕ Bolshoi Ballet
  - ⊕ Stage
  - ⊕ WWE
  - ⊕ Music At The Movies
- ⊕ Special Events
  - ⊕ Event Screen
  - ⊕ Digital Film Fest
  - ⊕ Family Favourites
- ⊕ Additional Services
  - ⊕ IMAX/UltraAVX/RealD-3D Experience
  - ⊕ VIP
  - ⊕ Stars & Strollers
  - ⊕ Prime Seat
  - ⊕ D-BOX
  - ⊕ Rent or Buy (a digital movie)
  - ⊕ Popcorn Parties
- ⊕ Watch Today
  - ⊕ Showtime
  - ⊕ Coming Soon
  - ⊕ Now Playing
  - ⊕ Find a Theater
- ⊕ Accessibility
  - ⊕ Theater Accessibility
  - ⊕ Sensory Friendly
- ⊕ Amenities
  - ⊕ Food & Drinks
  - ⊕ XSCAPE
  - ⊕ Timeplay
  - ⊕ Theater Technology

## Session 8

### Participant Information

**Profile:** Participant I  
**Gender:** Male  
**Age:** 26  
**Session Duration:** 13 minutes, 37 seconds

### Groups

- ⊕ Theater Experience
  - ⊖ D-BOX
  - ⊖ VIP
  - ⊖ IMAX/UltraAVX/RealD-3D Experience
  - ⊖ Prime Seat
  - ⊖ Timeplay
  - ⊖ Theater Technology
  - ⊖ Popcorn Parties
  - ⊖ eSports
  - ⊖ XSCAPE
  - ⊖ In the Gallery
  - ⊖ Food & Drinks
- ⊕ Accessibility
  - ⊖ Sensory Friendly
  - ⊖ Stars & Strollers
  - ⊖ Theater Accessibility
- ⊕ Selecting a Film
  - ⊖ Stage
  - ⊖ Now Playing
  - ⊖ Event Screen
  - ⊖ Coming Soon
  - ⊖ Showtime
  - ⊖ All Trailers
- ⊕ Finding a Viewing Method
  - ⊖ Find a Theater
  - ⊖ Resend Online Ticket
  - ⊖ Rent or Buy (a digital movie)
- ⊕ Corporate Activities
  - ⊖ E-Gift Cards/Standard Gift Card
  - ⊖ Corporate Product
  - ⊖ Corporate Meetings & Screenings
  - ⊖ Fundraising
- ⊕ Special Media Features
  - ⊖ Digital Film Fest
  - ⊖ Interviews
  - ⊖ Classic Films

- Movie Clips
- Music At The Movies
- Featurettes
- Family Favourites
- Bolshoi Ballet
- WWE
- Met Opera
- On-sets

### Session 9

#### Participant Information

**Profile:** New Profile J

**Gender:** Female

**Age:** 21

**Session Duration:** 24 minutes, 25 seconds

#### Groups

- Local Theater
  - Bolshoi Ballet
  - Stage
  - Met Opera
  - Music At The Movies
- Promotion
  - All Trailers
  - Featurettes
  - Interviews
  - Movie Clips
  - On-sets
- Special Event
  - Popcorn Parties
  - Event Screen
  - Family Favourites
  - Digital Film Fest
- Entertainment
  - XSCAPE
  - Food & Drinks
  - Timeplay
  - eSports
- Transaction
  - Rent or Buy (a digital movie)
  - Resend Online Ticket

- Fundraising
  - E-Gift Cards/Standard Gift Card
- Big Screen
  - Classic Films
  - WWE
  - In the Gallery
- Theater
  - Find a Theater
  - Theater Accessibility
  - Theater Technology
- Movie
  - Showtime
  - Now Playing
  - Coming Soon
- View Experience
  - D-BOX
  - VIP
  - Prime Seat
  - Sensory Friendly
  - Stars & Strollers
  - IMAX/UltraAVX/RealD-3D Experience
- Business Cooperation
  - Corporate Meetings & Screenings
  - Corporate Product

## Results

These results were obtained using the following criteria:

**Profiles:** Participant A, Participant B, Participant C, Participant D, Participant E, Participant F, Participant G, Participant H, Participant I, New Profile J, New Profile K, New Profile L, New Profile M

**Gender:** Male and female

**Age:** All ages

**Clustering Method:** Average Linkage

**Used Sub-groups:** Yes

## Unclassified Cards

- Corporate Product (1)
- Fundraising (1)
- Theater Technology (1)

- Ⓞ Rent or Buy (a digital movie) (1)
- Ⓞ E-Gift Cards/Standard Gift Card (1)
- Ⓞ Resend Online Ticket (1)

**Cluster Tree**

