

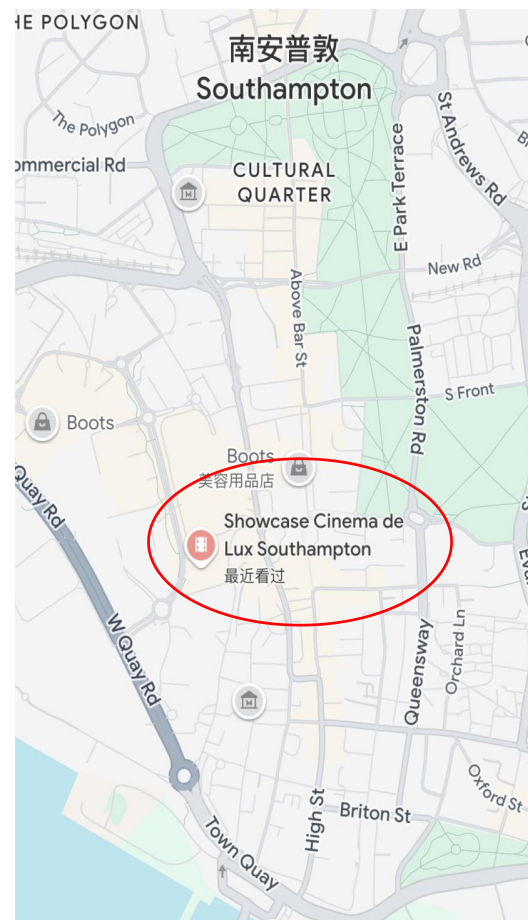
C I N E M A

People-watching  
at the cinema

Pan Yiying

# PEOPLE WATCHING.

## • Cinema Information:



## location:

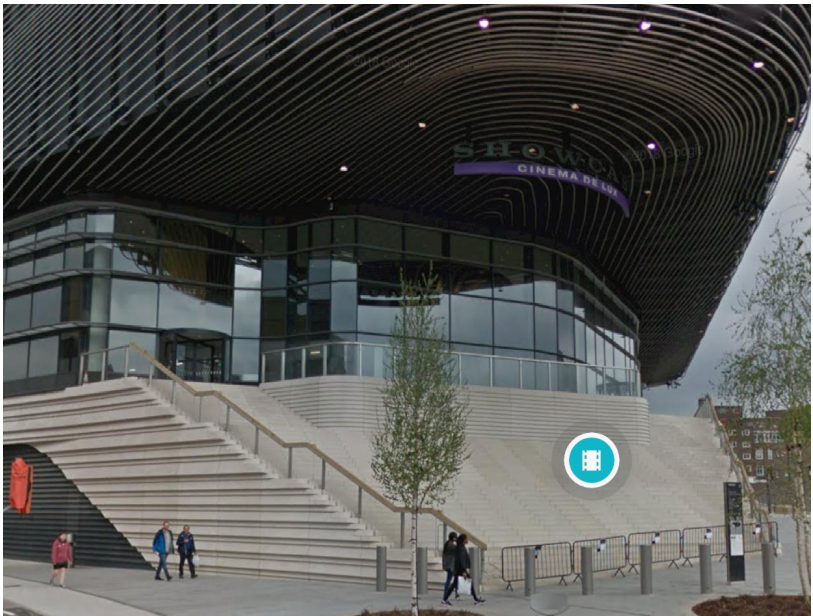
Level 4, West Quay Shopping  
Centre, Southampton SO15 1DE

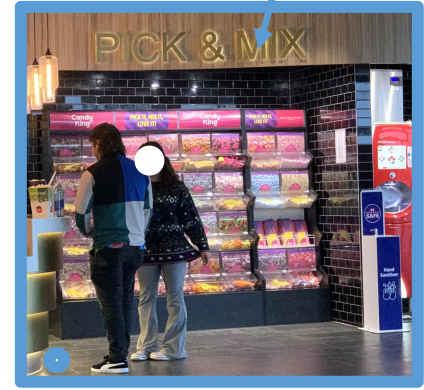
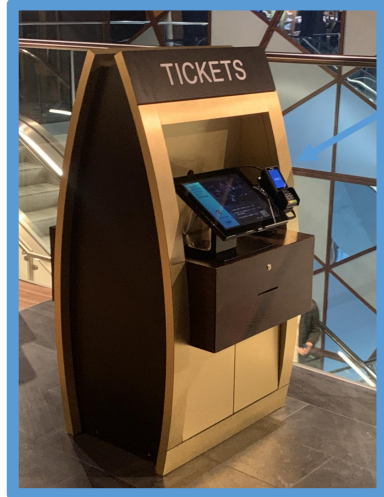
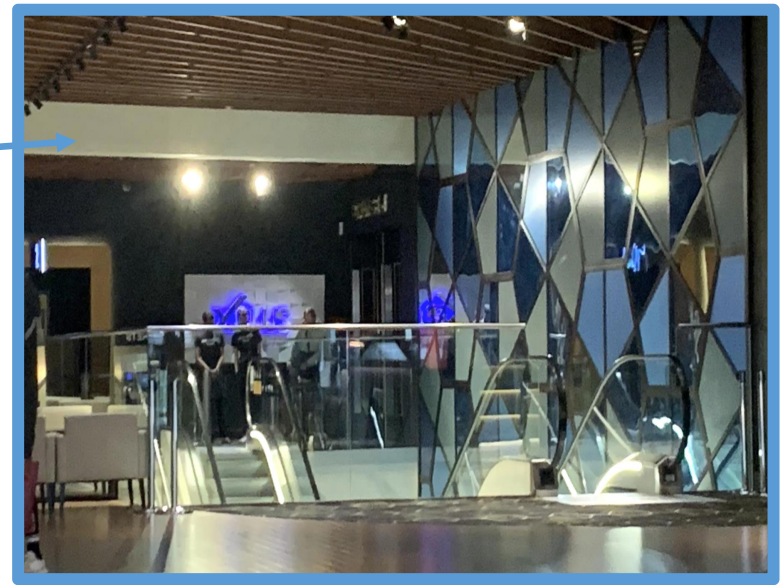
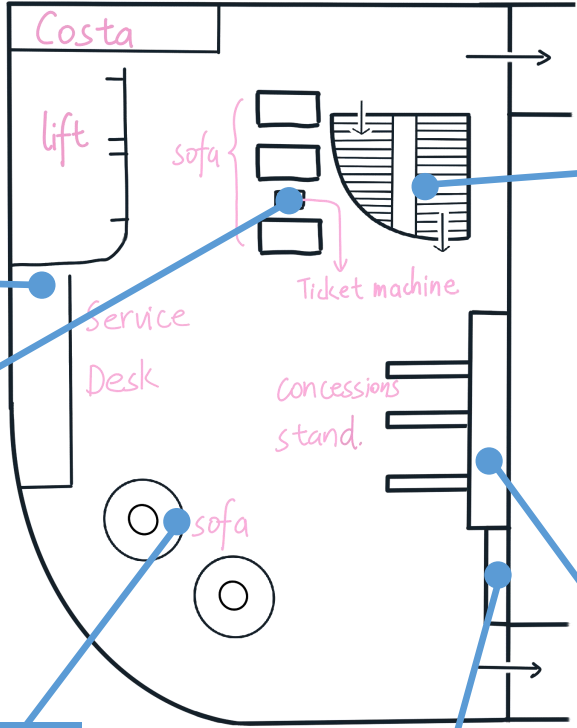
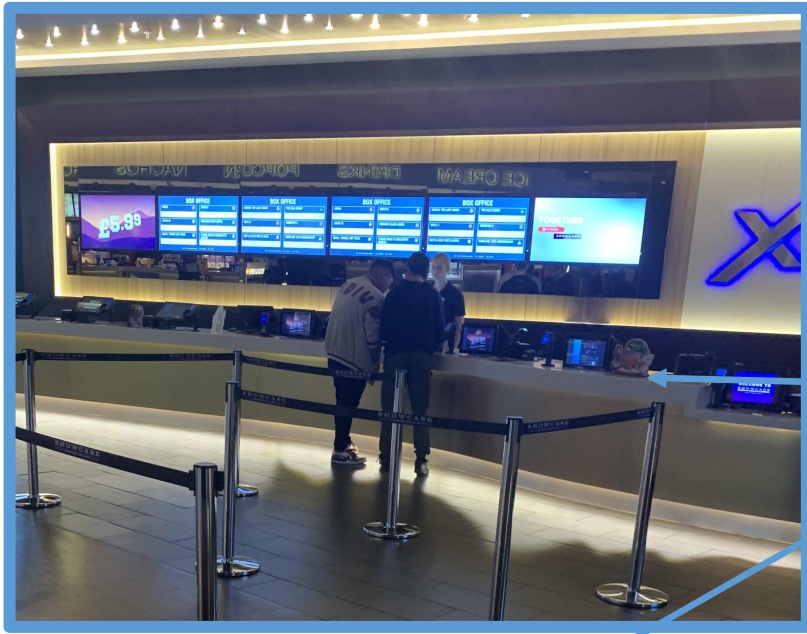
## Time:

November 3rd.

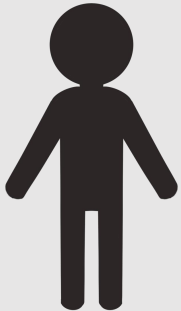

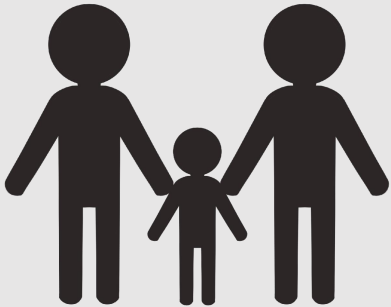

Sunday.

From 1:30 PM to 4:30 PM



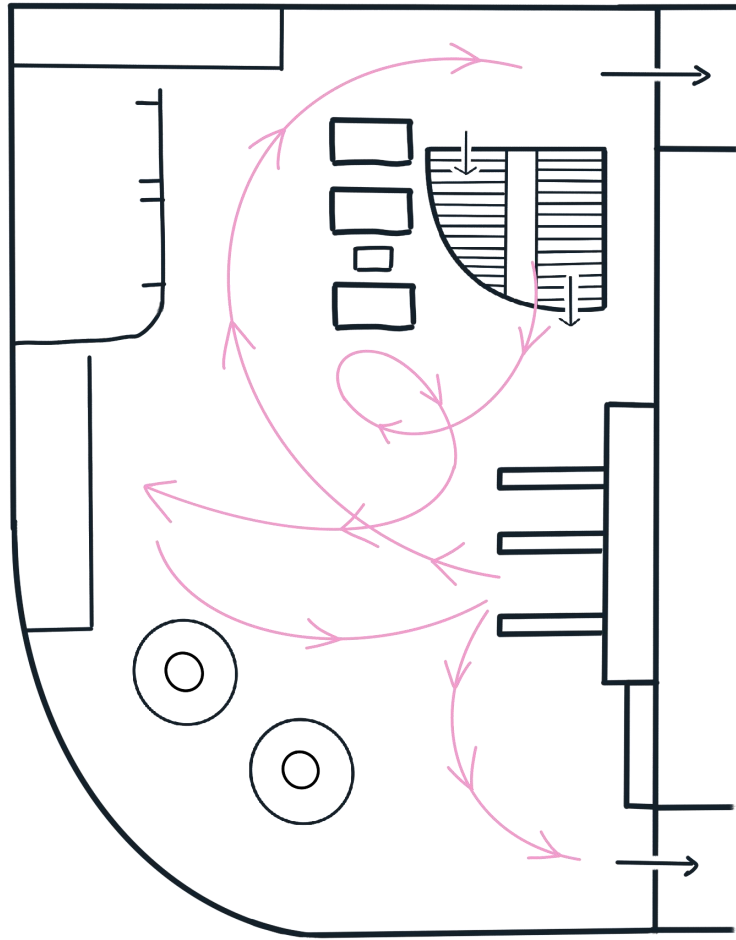


## •Crowd Classification:

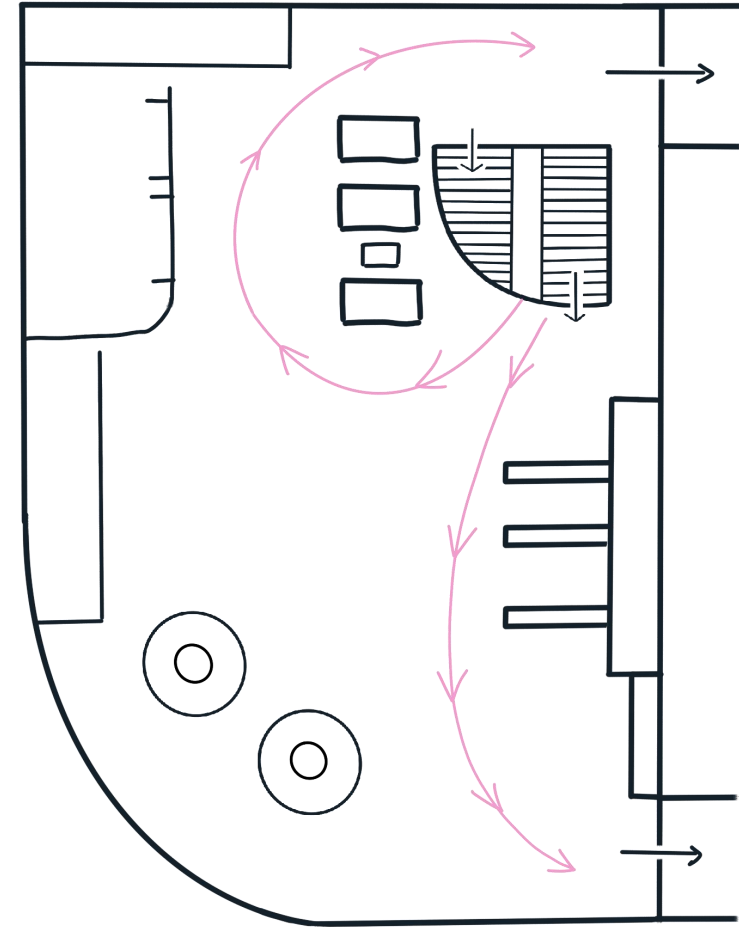
			
Individuals	Pairs	Those with children	Groups of three or more
13	70	41	17

Total: 141 groups

- Crowd trends:



Mode A



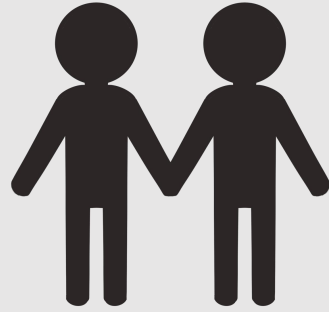
Mode B

## •Crowd Classification:



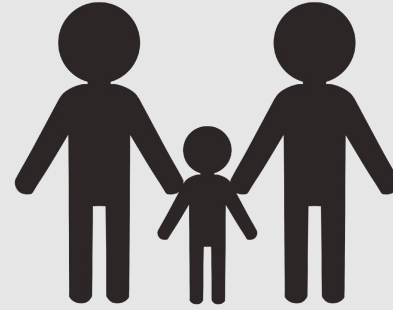
Mostly Mode B

Walks quickly with a more serious expression.



Mode A and Mode B

Mostly couples or two women. Talk to each other.



Mostly mode A

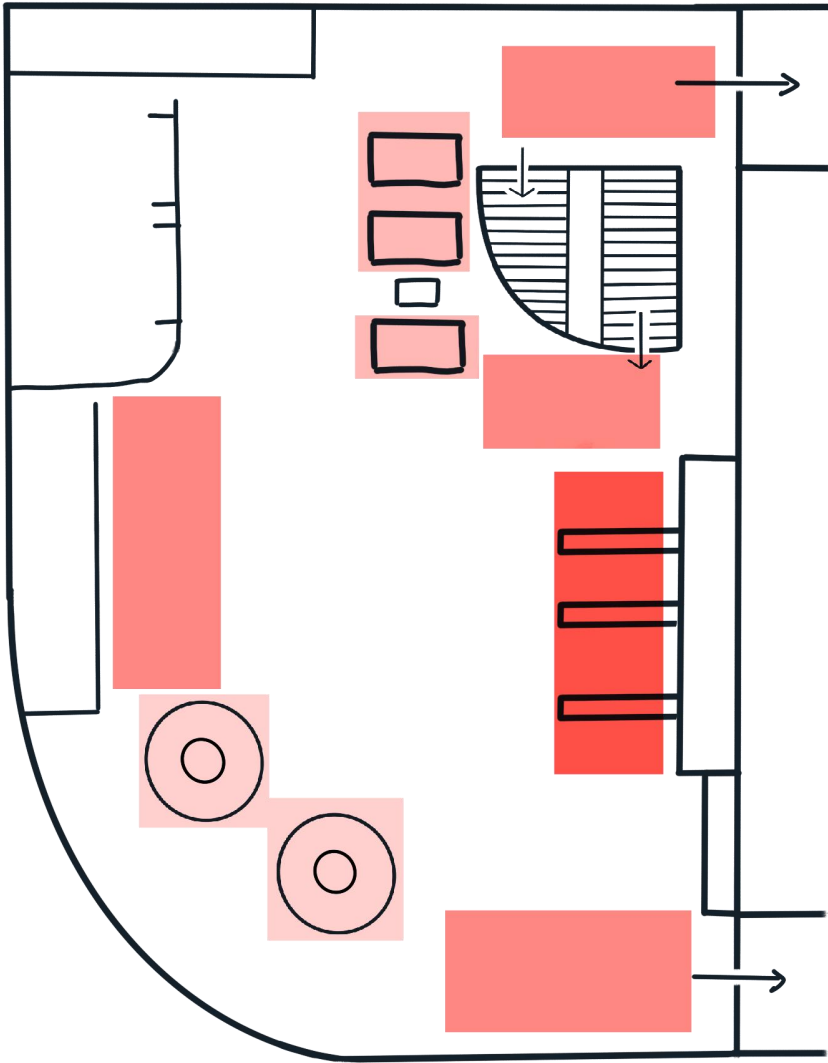
Walk slowly, have happy expressions, and almost always buy snacks.  
Children tend to rush to pick out snacks first.



Mostly mode A

Most are peers, move slowly, and the majority go to buy snacks.

- **Crowd Density:**



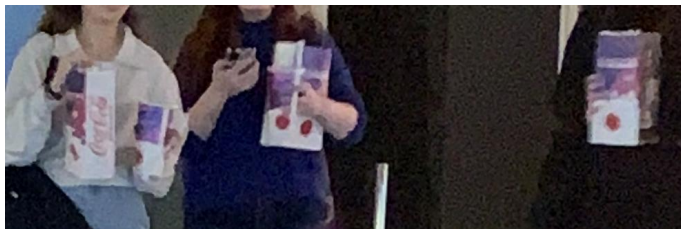
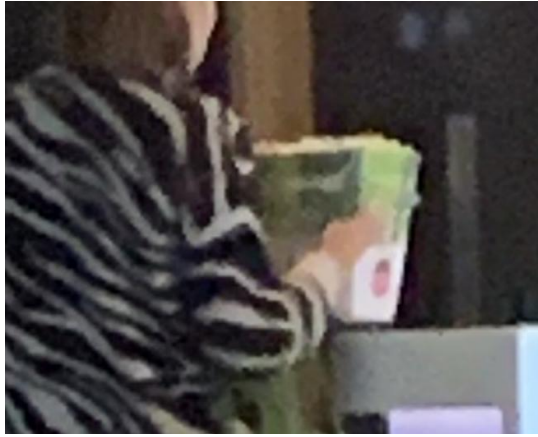
Few people buy tickets on-site;  
Three ways to get tickets:  
going to the service desk,  
using the ticket machine, and  
using e-tickets.  
about one-third go to the  
service desk to collect tickets.

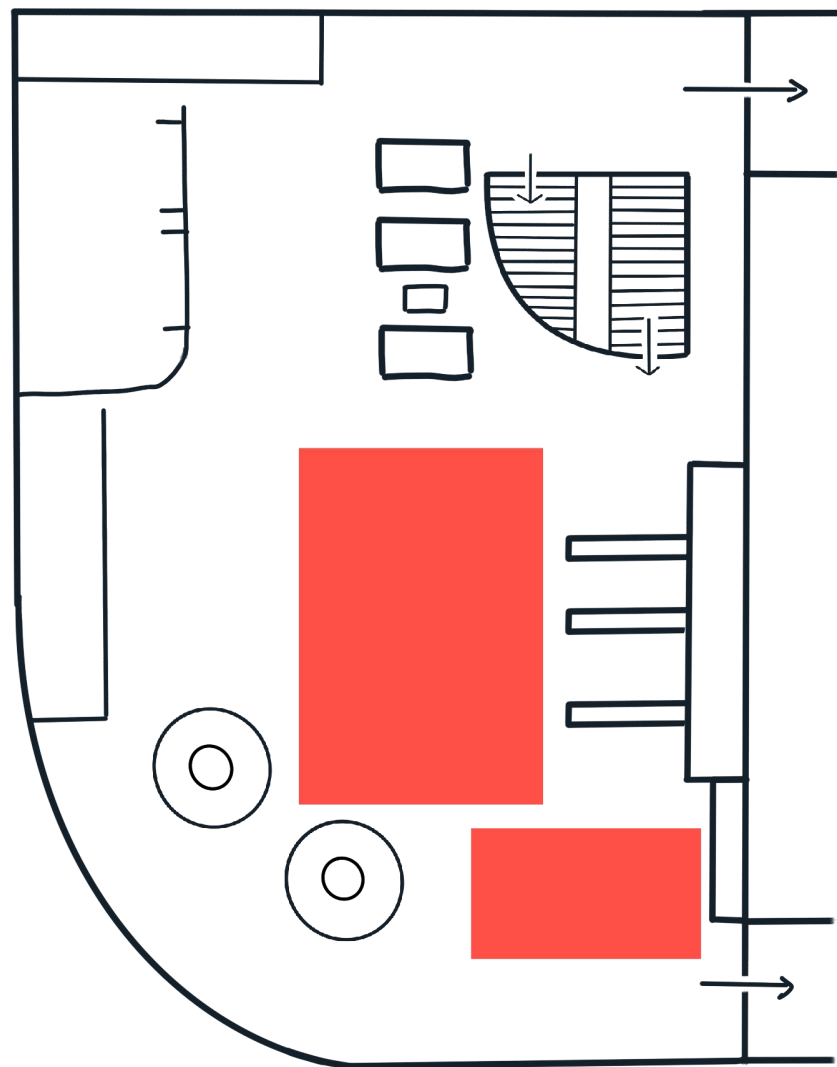
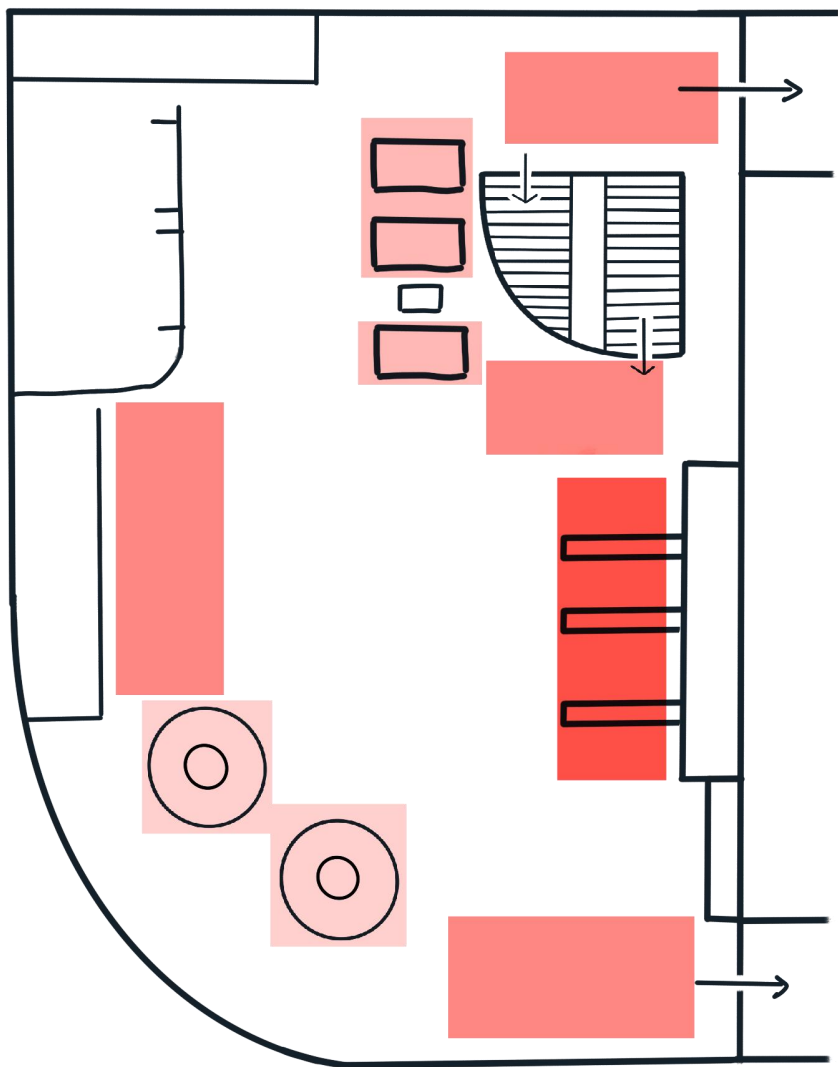


41% of people buy snacks for the movie.

85% of groups with children go to buy snacks.

## Most popular food: popcorn



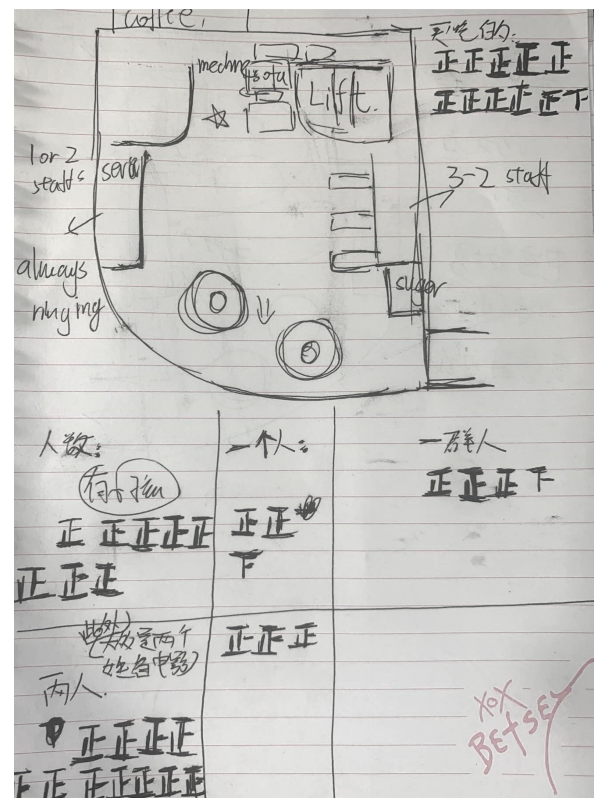
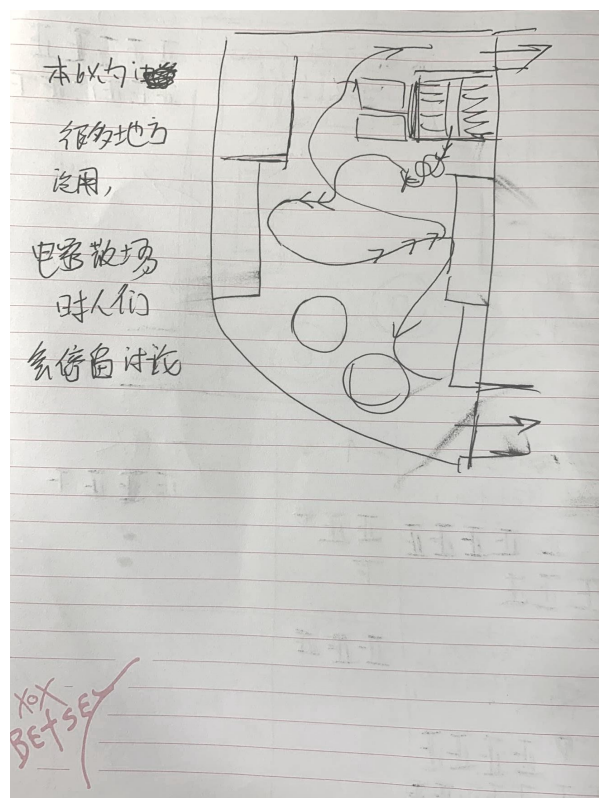


## •Limitation:



- I am unable to see the usage of the ticket machine on the third floor.
- The crowd flow is quite large, making it difficult to see each person's condition clearly.
- It's hard to tell if someone is just passing through.

Nov 3th  
 抽手片单  
 电梯 4:50  
 1:30 - 4:30 P.M.  
 柜台购票: 正正—  
 柜台取票: 正 正 正  
 三组人群: coffee 正  
 服务台受话: 人 多 款 排队  
 两人的多为情侣和 朋友:  
 生椅上等待的人并不多 1为与女性朋友  
 大多数人在电影开场前 来影院  
 most popular food: popcorn



买吃的且有孩子  
 正 正正正正

**THANKS**