Subject: Movie watching comfort
Posted by Scots Rich on Tue, 30 Nov 2010 17:24:11 GMT
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I'm designing a small indie cinema. Would you, as a user, prefer to pay a little more for luxury seats (headrests, drink holders, adjustable angle etc) or less for a normal cinema seat ?

Subject: Re: Movie watching comfort
Posted by Adveser on Tue, 30 Nov 2010 21:19:36 GMT
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It depends.

Would I pay an extra dollar for a really comfy seat over a really uncomfortable one? Yes and almost everyone would.

Would I pay an extra dollar for something slightly better? No, not really.

It's just my opinion, but just make sure people are comfortable and not uncomfortable and squeeze as much capacity as you can get in there.

You aren't going to know until the place opens how many people will be in there consistently, but you can likely get something larger that wont affect your ability to maximize capacity for a cheaper price. Asses equals money due to the way everything is made two crappy things are generally more expensive than one good one because of the manufacturing costs, unless you are dealing with junk.

In my experience theaters rarely sell out. I don't think an extra 50 bucks pet show to squeeze another 20 seats in at the expensive of repeat business is wise.

Subject: Re: Movie watching comfort
Posted by Hoptoit on Wed, 01 Dec 2010 01:58:55 GMT
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If I had the money I would certainly pay extra for comfortable chairs, especially if you like to watch a lot of movies. Will you also be playing games in there too on the TV? I would make it as comfy as I could.

Subject: Re: Movie watching comfort

Posted by Lancelot on Tue, 18 Jan 2011 16:25:47 GMT
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Place an extra charge on the chairs with added features. This way, people have the option on whether or not to get the better seats than the normal ones.

Subject: Re: Movie watching comfort
Posted by Danny on Tue, 01 Mar 2011 14:10:50 GMT
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I have to honestly say that I sometimes avoid going to the movies altogether, just because I know that the seats are so uncomfortable. If I knew that the seats were better, I would go to the movies more, period.

Subject: Re: Movie watching comfort
Posted by Jenny76 on Tue, 01 Mar 2011 22:11:07 GMT
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I have been trying to cut back on my spending so my answer would have to be no at this point. I love being comfortable, but I would like that comfort without an increase in prices.

Subject: Re: Movie watching comfort
Posted by GoodVibrations on Fri, 01 Apr 2011 05:30:42 GMT
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Lancelot wrote on Tue, 18 January 2011 10:25Place an extra charge on the chairs with added features. This way, people have the option on whether or not to get the better seats than the normal ones.

I agree with Lancelot. You could have a special section for the comfy chairs and this would be a great way to spend a little money to see if it is worth it or not. If the seats are always filled, then you can increase the number of comfy chairs.

Subject: Re: Movie watching comfort
Posted by Jenna on Sun, 28 Aug 2011 04:44:29 GMT
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I also avoid theaters if the seats are uncomfortable, especially if I am siting down for a movie that is over two hours long. I agree that you could charge a bit more for special seating and try to recoup the added costs.

Subject: Re: Movie watching comfort
Posted by Christy on Wed, 14 Sep 2011 17:53:07 GMT
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I think everyone agrees here, go for the comfy seats! Why make your own theatre room, and then skimp on seats? It just would not make sense! If you can not afford a bunch of the comfy seats, buy one at a time. At least you will have a nice seat to start with!

Subject: Re: Movie watching comfort
Posted by Freddy on Thu, 08 Dec 2011 03:35:46 GMT
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Lancelot wrote on Tue, 18 January 2011 10:25Place an extra charge on the chairs with added features. This way, people have the option on whether or not to get the better seats than the normal ones.

That's an interesting idea, but I think that could be complicated. It might be difficult to decide how many of each seat to make. I can also see people getting irritated if the section they want is sold out.

I think most people would prefer a comfortable chair for a little more money. How far you should go probably depends on the economic conditions of your town.

Subject: Re: Movie watching comfort
Posted by Carson on Wed, 08 Feb 2012 00:32:14 GMT
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When you say indie cinema, do you mean you are opening your own business? If this is the case, get the comfy chairs. Your customers will appreciate it, and come back.