# Market Research for Scene

SCENE – a free social network app that provides points, rankings and rewards to show you where *your* scene is in town and where's the place to be.

Build your SCENE-Score for every aspect of your social life: gigs, nightclubs, cinema, bars, theatre, restaurants and just about anything else. Rate the event/venue/night by adding or subtracting from its S-Score.

Higher S-Score levels get you better rewards, which can then be redeemed in the venues.

Find your SCENE, level up your S-Score and see who's the most sociable person in town!

**\* 1. Age :**

**2. Gender :**
- ○ **Female**
- ○ **Male**
- ○ **Other**

**3. How sociable would you say you are?**

**Sociability 0**          **Sociability 50**          **Sociability 100**

**4. Have you ever wanted to find the perfect place for that special night out, but didn't know where to go?**
- ○ **Yes**
- ○ **No**

**5. Have you ever wished you could find a new restaurant, bar, club, theatre, event, party or venue you were <u>certain</u> to like?**
- ○ **Yes**
- ○ **No**

**6. Would you like to know exactly how sociable you are?**
- ○ **Yes**
- ○ **No**

**7. Would you be interested in levelling up your SCENE-Score by finding events and venues with a high scene rating?**

○ Yes

○ No

**8. Would you want some say about the SCENE-Score rating for an event/venue?**

○ Yes

○ No

**9. Would you be interested in receiving real-world rewards to use in SCENE-Rated events and venues?**

○ Yes

○ No

**10. Would you like your SCENE-Profile to be able to talk with your other social media profiles (e.g. Facebook, Twitter....)?**

○ Yes

○ No

**11. Which statement best describes your attitude to SCENE now?**
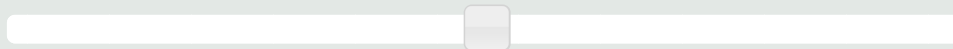
○ It sounds like a lot of fun

○ It sounds like it could be useful or interesting

○ It sounds like just another social media site

○ It sounds aweful

○ It sounds brilliant

○ I have no opinion on SCENE

○ Other

**12. Do you think you would be likely to use SCENE?**

**Would use 0**          **Would use 50**          **Would use 100**

Thank you very much for your time, have a sociable day!