

C&C Analysis

	CineFile	Redbox	Netflix
Sign-Up	Yes, available on landing page on menu on top	Yes, able to join perks and gain access to membership on top right corner	Yes, able to click sign-up option front and center on landing page
Search Functionality	Yes, available under Library, but have to access search tool with only titles and genre, no additional information provided	Yes, available on landing page, on the left-hand side, easily accessible underneath website name/logo	Yes, available to access once logged in, present in right corner once logged in to account
Featured Items + New Arrivals	Yes, only available under New Arrivals, but little to no information is provided about them	Yes, available on the landing page, separated into sections/categories	Yes, available on landing page once logged in, present in sections/categories
Credit Card	No, not available even in the membership application, no place to input CC info even after selecting membership plan, asks only for driver's license	Yes, available at checkout upon selecting movie, CC info asked alongside membership info (online and at kiosk), can be used even without membership	Yes, available at sign-up, have to be filled out along membership info, must be input to gain access to movies
Help/FAQ	No, not available, some relevant info scattered throughout website	Yes, available at landing page, on the footer	Yes, Help/FAQ available at the bottom of the page, on the footer
Online Streaming/Option	No, only able to search for films and start membership	Yes, select titles available to view, present on landing page	Yes, streaming services offered on landing page front and center