Initially we approached the BPMN as a flow diagram of the structure of movie production. After revision we brought our BPMN back to the proper alignment and structured it as a transaction between our three categories. Focused on the structure of our app we wanted something that would offer a solution to the root cause analysis; the problem with movies being produced today is that movies are underselling domestically due to the lack of connectivity with the audience. We brought our app into the picture to solve this problem. The app would encounter individuals on a yelp type platform allowing users to produce reviews to scripts posted directly from screenwriters before moving producing agents have had chances to shoot down the scripts or buy them up hastily. We would have our app act as an intermediate platform that would allow public reviews of small snippets of screenplays and then rate those screenplays based on genre, geolocation, demographic of audience, setting location of movie and etcetera. This would allow agents and movie producers alike to get firsthand pick of movies that had some of their script peer reviewed by a major audience. This would allow screenwriters to obtain analytics from our website to maybe cater writing to what the public desires, and also allow producers to simultaneously see the scripts that are doing well; This including all the analytics behind why the consumer base is desiring the type of films in the spotlight.

After discussing with the group we realized that the type of app that would be perfect for this would be a mobile like app with a “tinder” like quality. The scripts would be posted and allow readers an elevator speech of the script. This portion of the script would be chosen by the screenwriter themselves thus allowing them to choose as much or as little of the detail they would like to expose. As the information would come pouring in we would take this data from their reviews and rate the scripts against each other. Both consumer and screenwriter would have profile ratings themselves to see how well scripts had been doing or how many reviews of successful screenwriters had been posted. This of course could all be done with a simple swipe to the right for a positive review or left for negative. Giving the option to then provide a more detailed review if the option was positive. In the end the root cause would be addressed because this platform would be offered to the domestic audience for each region interested in participating.