

## **Interview Minutes (Jeannine Morgan - Owner)**

**Date:** October 9, 2023

**Interviewer:** Merlijn Stone

**Interviewee:** Jeaninne Morgan

**Location:** Cineco Cinema – Morgan's Office

**Merlijn(M):** Good afternoon, Ms. Morgan. I can understand your concerns about the current platform, and I would like to assure you: we are doing our very best to get you back in track. But first, would you give me your picture of the platform?

**Jeannine (J):** A mess. A real mess. I have friends emailing me about their information being available in the market. And, at the same time, people don't trust us enough to get a ticket- so I'm only getting customers when someone decides to visit for the heck of it. It seems like this whole webpage thing is a black hole to funnel your money. I am this close to shutting it down all together, but first I've got to see what can I save, by listening to my manager. And seeing how well he can actually run my business, for that matter.

**M:** Well, I wouldn't want to get into your internal matters... Anyway, what *would* make you happy about the current system?

**J:** Making it actually useful, for a change. And maybe, just maybe, have it do *only the thing we ask it to*. No rogue storage of people's information, not a thousand and one little boxes asking you to do things, not many statements and declarations and decisions... Just get in, ask for a ticket, take a ticket, get out. How hard can that be?

**M:** Alright, noted. But I wanted to ask, if that wouldn't be trouble... Can you give me some understanding about what the system does? In your own opinion, I mean.

**J:** Not the thing we want it to, that's for sure!

**M:** I see that you get a bit frustrated... We'll figure that out, don't worry. Let me change the subject a bit: how would you feel about taking out a few redundant features?

**J:** I wouldn't feel anything, love- it's a bunch of cables. Do what you have to do, just don't bother me with it.

**M:** Understood. Is there anything in the system that you would like us to keep?

**J:** Actually... The only thing I remember people liking about the webpage, was the vouchers. When we ran the free soda promo, everyone was asking how long it would last. We actually ran up our sales for those two weeks.

**M:** Sure, but just so you know... Members are going to get stuff for free anyway. There may be limited use in vouchers for people who have bought full memberships.

**J:** I mean, I don't know my stuff that well. Just thought that a member might still want like a free drink coupon or access to our lottery system, even though the seats are paid for. But let's just stick with your vision, people.

**M:** I get your point. If that's okay with you, I will direct my more technical questions to the web administrator. Can you tell me where to find them?

**J:** He's stationed in the basement. And please do, I can't deal with them. Markowitz talks in circles. I need solutions, not computer science lectures.

**M:** Have they raised any concerns recently, that they tried to press with you?

**J:** Last week, they almost broke into my office, laptop in hand. I thought we lost the system. He kept yapping about "traffic" and then something about everything crashing. I didn't understand, so I told them to come back to me with solutions about the problem. Just between you and me, I am still waiting.

**M:** I see your frustration. We are already doing our best to incorporate everyone's wishes and have an optimal solution. And thank you for your patience, for that matter. Now, would you mind telling me some more about your own vision? What did you have in mind when you set up this theater?

**J:** I'm not sure we have the time to talk about that, it's quite the story... Ah, anyway! The thing is, I always wanted to do performances but I lacked... how can I put it... *poetic nature*. But I was very good with making things happen, and that's what I wanted to do. I was in finance for some time, but then I wanted to make people happy. So I just quit, bought a franchise, and opened my own movie place. I guess that's that.

**M:** That's actually very charming! Do you think we can help out with bringing you closer to that vision?

**J:** No, not really... I mean, so long as my patrons are happy, I am happy too. I am not very particular on how to get there. But, if I'm funneling money into project after project, only to get complaints and sales drops, then we need to have a serious talk.

**M:** Rest assured, we will make it happen for you! Do you have any preferences about how it should work though?

**J:** I think we're going in circles. It should not store people's information for nothing. It should sell tickets the way tickets have always been sold. The rest, I leave up to you. Oh, and make it easy online. A lot of our regulars are pretty old, and they're already having a pretty hard time coping with our online presence. I don't want to break them.

**M:** Thank you for your input, Ms. Morgan. We will work on your pointers and keep the communication as concise as possible.

**J:** That would not be necessary. I just want an update when you'll need us to roll out. By the way, what's all that stuff going to cost me?

**M:** We're still gathering information, in order to draw you an accurate estimate, both on workhours and pricing. We'll find a solution that aligns with your vision for the cinema.

**J:** Yeah, right. Just so you know, though, there are other priorities too. I cannot commit more than 10% of my maintenance budget. Nor can I have people learning the new stuff forever. A day for each of my employees must be enough. They're savvy people.

**M:** I mean...

**J:** It is what it is. Tell whomever you need to tell. Also, when are we rolling out?

**M:** Can I get a raincheck on that?

**J:** I would like a month, that should be plenty. Also, now I am paying domain and maintenance for stuff I'm not even using. And I'm already in too deep with the whole membership thing. On second thought, a month it is, can't afford it any longer. That's final.

**M:** Eeeh... Okay, I will let my team know. Thank you for the conversation, Ms. Morgan!

**J:** Thank you too. Please close the door on your way out.

*End of Interview: 16:10*