**INTRODUCTION**

Going to cinemas has been the culture of almost all the families of today’s generation. It is a time when the family can spend some time together by stealing some hours from their busy schedule. Cinemas help in contributing in our daily memories as they provide an essential part of our culture. Cinemas are not only a weekend getaway, but also contribute to the preservation of the cultural and traditional practices linked to a place.

The online ticket booking is a web based application that allows multiplexes and the users/ customers to handle all the cinema activities online quickly and safely. Through this project, we present a comprehensive solution for ticket booking in multiplexes. Theatre management system, an online ticket selling software that is easy to understand, easy to use and offers the simplicity of fast point-and-click service to the customers.

Using this system the employees of the theatres won’t have to sit and manage the entire activities on paper and at the same time, allows theatres/ organisation to manage the cinemas with ease. This System will give them power and flexibility to manage the entire system from a single online portal.

The system will not only allow the multiplexes to check the progress of ticket reservation from interactive Graphs but also allow them to keep a track on available seats for a particular show along with maintaining customer information.

Customers can view the movies which are being shown in the theatre or the ones which are going to be released in a short while along with their show timings. Hence, allowing them to book the tickets in advance, through online payments using various payment gateways like ATM/Credit/Debit cards.

**SYSTEM ANALYSIS**

1. **Study of Existing System**

**Cineworld Leisure Limited**, better known Cineworld is amongst country’s largest multiplex chains with 144 multiplexes and 595 screens in 68 cities (as of February 2019). Cineworld Cinemas has broken many national records in the field of technology, best marketer and cinema exhibition. Cineworld boasts one of the highest box office collections in India and till date, it has catered to more than 65 million movie goers.

Cineworld is known for redefining movie experiences in engaging architectural designs, seamless comfort, and technology in India. Each Cineworld property is unique with its own distinct architecture and aesthetics. It is renowned for various innovations in the field of customer experiences and technology. India’s tryst with the most advanced cinema exhibition technologies too happens at Cineworld, as the country got its first theatre with MX4D Theatre Effects and first-ever 270-degree Multi-Projection Technology at Cineworld. These technological advancements have attracted a record number of urban middle & upper income consumers to the multiplex thus allowing major national and international brands to open their outlets across its multiplexes.

* **Current Situation**

Blindfold increase in number of movie goers every day, Cineworld Cinemas is facing a major challenge of providing ‘customer delight’ and a better ‘user satisfactory’ interface. This has emerged as a major challenge for the company as well as its valuable customers. Vital hindrances such as long queues outside theatres, delays in seat bookings, fluctuation of network service and inappreciable misperceptions are not only causing a dip in overall reputation but also decreased customer satisfaction which might affect the running profits. However, Cineworld also needs a mechanism to administer their long-running loyalty program and provide an interactive environment for promotional services to help partners maximize their presence at the multiplexes.

* **Solutions**

**An Online Ordering, Payment and Loyalty Management Solution For Cineworld Cinemas**

Movie ticket bookings made over the internet is a more convenient way to rather modern issues as it will enable movie goers to pre-book the tickets in advance from the comfort of their home, without having to wait in long queues and sweltering heat. This is not only convenient to the customer, but also to the administrating team. With the advent of modern age, time savvy, busy people prefer a faster and more convenient way to book tickets at any point of time. The new system provides flexibility to the users to book tickets as well as their favourite seats anytime, anywhere. The new software is not only trouble-free for the customers but also saves a lot of resources for the company as well, hence, increasing business profits.

1. **Why the new system?**

With the new system, the following activities get more momentum.

1. The actual process of the organization can be modularized into two different independent modules:

* User module
* System administrator’s module

1. The user, at any point of time, can view the required information, whether available seats for particular movie in a particular theatre or collect all information such as movie details and show details.
2. Convenient online ticket booking through the Internet, which in turn leads to repeat customers and shorter queues.
3. If planned in an organized manner, the users can be provided with an online terminal where they can access the information on their own, without the basic intervention manually.
4. Our solution targets those users who do not have spare time to stand in queue for booking tickets. We propose an easy way of ordering and paying for the tickets without any delays and inconvenience.
5. The people who book tickets are assured of a ticket before going to the theatre without their physical presence.
6. Increased Operational Efficiency through painless transaction

reconciliation at the month end.

1. Administrator can maintain the movie details, theatre details, and monitor user and transaction details.
2. The customers get the flexibility to pay with whichever way they prefer, at the comfort of their homes.
3. The staff at the multiplex no longer needs complicated manual ticket availability and tracking mechanisms for issuing tickets. The ticket information is stored securely in a database which can be accessed any time for verification.
4. **Technical Feasibility**

The new system is at par with the existing hardware and technical capability of the organisation. The internal technical capability is sufficient to support the project requirements. The current technical resources need no upgradation or additional hardware. However, it might require some additional, minor hardware upgradations if additional functionalities to the movie reservation process are to be added in the software, in future. The systems have been thoroughly inspected by technical analyst who has further advised that the current hardware systems can be upgraded to provide the level of technology necessary, with ease.

A thorough system analysis has been done by our experienced analysts in order to understand the problem, which is to be solved. That is very important activity for the development of database system. The requirements and the collection analysis phase produce both data requirements and functional requirements. The data requirements are used as a source of database design.

The data requirements should be specified in as detailed and complete form as possible. In parallel with specifying the data requirements, it is useful to specify the known functional requirements of the application. These consist of user-defined operations that will be applied to the database (retrievals and updates).The functional requirements are used as a source of application software design.

* **Hardware and Software Requirements**

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| **Software** | |
| Operating System : | WINDOWS 7 or above / MAC OS 10.12 or above |
| Web Server : | IE 6.0 + |

|  |  |
| --- | --- |
| **Hardware** | |
| Processor : | 1.5 MHz or above |
| Ram : | Minimum 128 MB |
| Hard disk : | Minimum 5 GB |

1. **Economical Feasibility**

The new software is not only cost effective but also time saving and labour intensive. The short-term costs might be overshadowed by long-term gains but the new system has enough capability to produce immediate reduction in operating costs. The expected costs are in-line with the projected budget and have an acceptable return on investment. The working environment of employees and customers is going to change since the new system is more efficient than the existing one and hence eliminates the need of managing various aspects of movie reservation, manually.

The development costs are a one-time investment which will not recur after the completion of the software while the operation costs will reduce considerably after successful execution. Being labour-intensive software, variable costs relating to personnel, appliance and network usage are predicted to reduce over time. The layout of the new system is user-friendly and hence allows employees as well as users to quickly adapt to the new environment.

It is to be noted that the deadlines for finishing of the project are mandatory but pose a medium-risk factor in case the software fails to deploy on time. Furthermore, the costs related to legal proceedings for the software such as patenting and copyrights are in-line with the prognosticated budget and will not constitute economic risks. Fewer processing errors, increased efficiency, decreased response times, elimination of job steps, reduced credit losses and reduced expenses make the benefits of implementing the new software, tangible.