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| Requirements Management |
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## I. Introduction

The purpose of this report is to introduce my project. About Movie Ville (MV), this report consists of 3 sections. Section A. Produce an Executive Summary, section B. High level requirements analysis and MoSCoW prioritisation and section C. Legal, Social, Ethical and Professional issues. But section A will be written after completing section B and C.

### 1. Overview about Movie Ville (MV)

**Company overview**

Movie Ville is a private cinema that has existed since 1960. In the last century, cinemas were very popular, but due to the development of science and technology, theater revenues began to decline from 2008. In fact, the tremendous growth of streaming services like Netflix has led to a 40% decrease in theater attendance compared to 2007 figures.

The cinema was founded by two people Bob and Margaret Canton. Later, when they were old enough, their children also helped and their son, David, still worked with his parents and took on most of the day-to-day management duties of the theater. Bob and Margaret Canton have decided to retire and they want their children to have theater ownership.

David after inheriting the property. He decided to spend a large amount of money on the cinema. He devised an ultra-modern online ticketing system, both online and on a mobile app that allows paperless ticketing. He wants the franchise counter to allow patrons to order their snacks on a touchscreen and simply pick up their items at the counter. He's even considering installing screens in restrooms to allow patrons to continue watching their movies if they visit the restroom during movie hours. He will also offer to order food and drinks right from your seat.

David has a passion for technology and he decided to apply technology to the cinema. But there was a problem that he didn't know about the software system. So he decided to hire a consultant, Gunner Satumo, to advise him and navigate projects. When discussing David's ideas, Gunner suggested that they consider the feasibility of different systems and develop these systems step-by-step to create a highly modernized theater. He is skeptical of some of the plans and thinks this will stifle David's enthusiasm for overnight modernization, which is likely to be poorly designed, planned and executed. He suggested that a mobile ticket booking app would be a good starting point, as this would upgrade existing ticketing operations and could also attract more customers. After a short discussion, they decided to call the app “Movie Ville”.

**The "To Be" System**

During the first meeting, Gunner suggested to David to develop a mobile application to sell movie tickets online. Gunner also advised David to meet with staff to pitch the functionality that will be in that app.

During David's meeting with staff. Most of the staff members agree on the main opinion for the application. The new app will allow customers to book movie tickets using their smartphone or tablet. They will then be given digital tickets that can be shown at the door when they arrive at the theater. Gunner asked David to hold a meeting with follow-up employees to define the requirements for the new system, which would require more time for everyone to think. The next meeting will include a variety of employees, including current ticketing and franchise staff, the theater's accountant, and the interior designer responsible for decorating the theater to attract patrons and merchandise display. A proposal system developer was also invited to the meeting, as he will lead the final development team.

Gunner uses Agile for application development and in particular he feels that DSDM would be an appropriate framework for the development of this system.

* Gunner Satumo (Consultant) (Chair) David Canton (Managing Director) Patricia Hatton (Interior Designer) Zaria Guay (Accountant)
* Taylor Lessing (Concession)
* Barney Conway (Ticket Sales)
* Manfred Smith (Contracted Systems Developer)
* Melody Kissack (Secretary to the Managing Director) Secretary

## II. Section B – High level requirements analysis and MoSCoW prioritisation

### 1. Review the high level requirements

After reviewing the Movie Ville (MV) Case Study. And take a look at the functions in the system, from which I know which functions are functional or non-functional in the system. The table below shows the functional or non-functional.

|  |  |  |  |
| --- | --- | --- | --- |
| **ID** | **Requirements** | **Reason** | **As/a** |
| 1 | Customers are required to have an account to purchase tickets. Having customer information will be easier to serve. | Register an account and we will get customer information. From that customer information we can serve more easily. | Functional |
| 2 | The user interface should be flair, elegant, sleek and not flashy. | Beautiful interface will improve the user experience | Functional |
| 3 | The application must be completely debugged. Having bugs will make the app experience uncomfortable. | The application will be debugged. If there is bug, the functions cannot work, and the system does not work. | Functional |
| 4 | Customers are free to choose their seats. | Customers are number one | Functional |
| 5 | Since we are having people use smart phones, can we track where they are so I can get an idea where my patrons come from? | This is not necessary, we know where the customer is coming from and there is nothing we can do. | Non-functional |
| 6 | Customers can comment and discuss with each other about the movie they have seen. | That function will improve the user experience. | Functional |
| 7 | We need to have the look and feel of the app similar to the colour schemes of the theatre’s interior to preserve the branding. | I don't think it's necessary that we should focus on customer experience instead. | Non-functional |
| 8 | We should have a map in the cinema so customers can find their seats. | I think it is necessary for customers who are not know with the location in the cinema | Functional |
| 9 | The system should allow people to see upcoming attractions. | Unnecessary | Non-functional |
| 10 | Mobile application will receive notification every time there is a new movie. | It will help customers know when there is a movie they like. This will help us increase sales | Functional |
| 11 | There should be a feedback system where people can make suggestions for improvements to the facilities. | From the feedbacks of our customers, we will know our weaknesses, thereby improving and increasing the customer experience. | Functional |
| 12 | The app will allow people to select a movie and buy tickets to that movie by specifying the number of seats. | I think it is not necessary for the application. | Non-functional |
| 13 | If people can choose their own seats, we need to watch out for too many single seats left open. Last-minute purchases can suffer if teams can't get together. | We should have an employee who can handle any situation | Functional |
| 14 | Will we apply the application over the counter, or will there be another system using the same database? | I think you should still need an staff at the counter. To book tickets or sell food to guests. Of course the application of technology in is good. | Non-functional |
| 15 | The app will generate a digital ticket for all purchased tickets. | I think that function is good because every time need to check ticket customer can take out that e-ticket to check. | Functional |
| 16 | The application will allow to create a PDF download of the ticket so that it can be printed. | I don't think it's necessary because we have e-tickets already. We don't need to download PDF anymore | Non-functional |
| 17 | Can we make a website instead of an app? It has a larger customers. | I think it's really a great function. Those who do not want or do not have the application on their phone can visit the website to buy tickets at any time. | Functional |
| 18 | The app should generate monthly reports on the number of bookings for each showing so we can draw statistics from this. | It's a good idea. From those statistics, we can develop future business strategies | Functional |
| 19 | The app will allow people to pay for their transactions in standard ways, such as credit cards and PayPal. They will be able to store payment details for easy future purchases. | It is necessary. When we are in the stage of applying technology. That card payment is really reasonable. | Functional |
| 20 | The app should have rewards for those who buy tickets and refer friends. | From those rewards, customers will be interested in referring friends to buy more tickets. | Functional |
| 21 | The application must be safe and secure. | The application must be really safe and secure. Otherwise, data loss, even application deletion will occur. | Functional |
| 22 | The app allows customers to order food on the app and serve them when they arrive at the cinema. | I don't think it's necessary to order food too early, it will cause the food to not taste good or in some situation the customer will cancel the movie. | Non-functional |
| 23 | There could be a facility for people to store their favorite snacks so they can order them automatically every time they buy a ticket. | That will increase the customer experience. That function is really needed. | Functional |
| 24 | The app will allow people to make notes about the movies they've watched so they can watch them again. | That will increase the customer experience. That function is really needed. | Functional |

### 2. High level requirement

I think with these high level requirements are updated and built for the system. Our application will be developed better than before.

|  |  |  |
| --- | --- | --- |
| **ID** | **Requirements** | **Require** |
| 1 | Customers are required to have an account to purchase tickets. Having customer information will be easier to serve. | One of those important functions is registration. We must have this function, from this function we can allow customers to perform other functions. Customers after registering, send personal information to the system, from that information our staff will know how to market to customers and improve customer experience. |
| 2 | The application must be completely debugged. Having bugs will make the app experience uncomfortable. | The system must be perfect. A complete and error-free system. That system can run fully functional with no problem. To make the system error-free when customers use it, we should hire testers who will have the role of continuously checking the system whenever there is an error and will report it. That can improve the user experience. |
| 3 | There should be a feedback system where people can make suggestions for improvements to the facilities. | Feedback function will help the system to be more perfect. In order to give customers better feedback, we should detail the issues that customers need to feedback. |
| 4 | Can we make a website instead of an app? It has a larger customers. | Creating a website will help reduce booking time for customers and also make it easier to book tickets. A website will have room for more functions, as well as better branding. |
| 5 | The app should generate monthly reports on the number of bookings for each showing so we can draw statistics from this. | From the reports , we will know who are good customers, which movies will be liked by many people, what genres that customers like, from which we will have a better business plan. |
| 6 | The app should have rewards for those who buy tickets and refer friends | We should have more rewards for loyal customers and customers who have called friends. As well as the rewards for the hot movies. We should have events where people can socialize. |
| 7 | The application must be safe and secure. | Security is really essential for the application. I think there should be 2 step authentication after login. The data should be encrypted in case someone gets it. application is always updated to emit security holes whenever and must fix it. |
| 8 | The app will allow people to make notes about the movies they've watched so they can watch them again | This function improves the user experience very well. Every time a customer notes a movie they like. We will find out what kind of movies customers like. We will send notifications of those movie genres to customers. If a large number of people like the same movie genre, we can build a business plan. |

### 3. MoSCoW rules

|  |  |  |  |
| --- | --- | --- | --- |
| ID | MoSCoW/Timebox | Days | Explain |
| 1 | Must have | 3 | Customers must be able to login and register. This is an important feature of the application because it allows the system to know between customers who visit the application. It allows the system to track customer information such as addresses and phone number. Customers can also save time by not having to enter their address or phone number repeatedly as their information is already stored in the system. |
| 2 | Must have | 5 | The interface of the application must be professional and Products must be clearly marked. Online Today, there are millions of sales apps to choose from. In To compete with other apps, the company must promote user interface and user experience or user interface and User. What will make them come back to the site to Buy the company's product if the interface is not attractive and the overall experience is poor? |
| 3 | Must have | 3 | A small bug can cause a function to not work. A function that does not work can cause the system to fail. A faulty system can cause a bad user experience. From those small problems can make customers uncomfortable or may not want to use anymore. |
| 4 | Should have | 3 | I find it really reasonable to give customers the option of seating, they can sit with friends or sit somewhere that has a good viewing. But there will be some problems such as more than 1 customer choosing the same seat, how will the system handle it so as not to make the customer uncomfortable. |
| 5 | Should have | 3 | I think that's a good idea. From the address information of our customers, we know where they come from and it will be easier to serve them. But there's a problem, and it's that tracking can make them unhappy. |
| 6 | Must have | 3 | It will help increase the customer experience. Customers can find other people with similar interests and genres that they like. Since then, they have made friends and they will come back to watch movies again and again. And also from those reviews, we know what types of movies customers like, so we promote that type of movie. |
| 7 | Could have | 3 | I think this is a possible function in the application. The interface design is the same as the app similar to the colour schemes of the theatre’s interior to preserve the branding. It is not really suitable for our application. |
| 8 | Could have | 3 | I don't think this function is really important because customers can directly ask the staff and they are guided in an easy to understand way. I think this function could have. |
| 9 | Could have | 3 | I think it's a function that could just have. We don't know if customers come to see the movie for the second time, so I don't think there could be. |
| 10 | Should have | 3 | A function should be in the application. Every time a new movie is released, there should be an notifications to customers. If it's the kind of movie that the customer likes, the customer will have a plan so that he can go watch it. Without notice, customers may not know that there is a movie they like in the theater. |
| 11 | Must have | 3 | We can know where to improve the application. From there we improve the application. We always have to improve the application, receive contributions from customers. Contributions really help us a lot. |
| 12 | Must have | 3 | That's a nice function. It will save the time of the customer as well as the system |
| 13 | Will not have | 0 | Customers who purchase tickets at the last minute will not be given priority. We will have to prioritize customers who have already booked their seats before them. |
| 14 | Could have | 3 | I don't think it's necessary because we already have staff at the counter and staff can serve food to customers and computers can't. But that's also an idea we can consider |
| 15 | Must have | 3 | The application creates digital tickets instead of holding paper tickets, customers will hold digital tickets, it will be easier for customers. |
| 16 | Will not have | 0 | We already have a digital ticket and it really takes time to download the PDF version of the ticket and then print it. |
| 17 | Should have | 5 | I find building a website simpler than building an app. Customers are also more accessible than an application when customers just need to search for that website to buy tickets instead of having to download and wait, then buy tickets. |
| 18 | Must have | 3 | From the data we get. We can use them for business plans. |
| 19 | Should have | 3 | The application of more modern payment methods will help improve the user experience as well as save time for both parties. |
| 20 | Must have | 3 | Will increase user experience. Customers will want to experience it again |
| 21 | Must have | 5 | That is clear. The failure to secure the application will have the most problems and the most dangerous is having the application hacked. Customer data will be stolen and the system will be inoperable. |
| 22 | Will not have | 0 | Unnecessary. Ordering food on the app will make the food not delicious when customers come. Or if customers don't come to the movies, the food won't be eaten. |
| 23 | Will not have | 0 | That will increase the customer experience. That function is really needed. |
| 24 | Must have | 3 | That will increase the customer experience. That function is really needed |

## III. Section C – Legal, Social, Ethical and Professional issues=

### 1. Scenario

### a. Scenario 1: Information security

Movie Ville is a private cinema that has been in existence since 1960. To increase sales and to compete with streaming services like Netflix. The CEO decided to develop a mobile application for business. Application that sells movie tickets to customers instead of customers having to go to the cinema to buy tickets now customers can buy tickets at home using smartphone. To be able to buy movie tickets, customers must log in to the app. Customers will have to register an account and enter enough personal information such as full name, age, phone number, address... After successful registration, that information will be saved into the system. From there, the system will recognize customers and employees can serve customers better. But there is one big problem that every large application can have. It is a matter of security, if an application is not secure enough, hackers can attack and steal information for bad things, such as stealing money from customers or selling customer information to third parties. three for profit. If Movie Ville cinemas do not keep customer information confidential, the cinema can be prosecuted for not complying with information security laws.

**Legal aspect**: Our company applied some of the European Council Cyber-Crime Convention in 2001. It provides for the creation of an international task force to oversee a range of security functions associated with Internet activities for standardized technology laws across international borders. It also strives to improve the effectiveness of international investigations into violations of technology law. This convention has been warmly received by advocates of intellectual property rights because of its emphasis on prosecuting piracy. With these laws we may apply to protect user data as well as company data.

**Social aspect**: Every time a hacker attacks the public system and steals user data. The data here can be phone numbers, bank cards, full names, etc. There will be some cases where. Firstly, they get personal information and get customers' savings, causing them to lose money. Hackers can also sell customer information to anyone for a large sum of money. Moreover they can impersonate customers and do many bad things. This will have far-reaching consequences for customers, who will suffer the consequences and the company will be held responsible if it is unable to protect customer information due to a breach of information security. Users can cancel their account, do not use the company's services, they can also report to the police and they can sue the company for security issues.

### b. Scenario 2: Customer Service

To be able to compete with other cinemas. In addition to applying technology to increase movie theater revenue, we maintain a good customer service. Customer service is an important goal that cannot be ignored. If an error occurs that prevents them from purchasing tickets or not wanting to buy more. It's really a problem that we have to maintain at all times.

**Ethical aspect**: When there is an error is really a sensitive issue as it concerns the reputation of the cinema as well. The company should have specific solutions and plans in place for this to happen and should adopt the Australian Computer Standards Council's ACS Professional Conduct Standards Board rules that address “not knowingly deceive customers or potential customers about the suitability of a product or service (ACS, 2014). ”

**Professional aspect**: For ticketing consulting for customers, we need a person with expertise as well as skills in handling situations. Whenever there is a problem, we will be the one to handle and answer everything to make the customer feel comfortable. This job requires employees to believe in themselves. The cinema also offers training classes for employees and simulates situations for employees to know. ACS standards of professional conduct such as "distinguish between your professional and personal opinions and advice" and "fully professional opinions. which you know are based on limited knowledge or experience.".

2. The purpose of the BCS Code of Conduct

### a. Purpose

According to (BCS., 2019), it is a professional body, the British Computer Society (known as BCS, the Chartered Institute for IT), whose role to set rules and professional standards to direct the behaviour of its members in professional matters. It is expected that these rules and professional standards will be higher than those established by the general law and that they will be enforced through disciplinary action.

**Breaches of the Code of Conduct**: If a member of BCS should know of, or become aware of, any breach of this Code of Conduct by another member they are under an obligation to notify BCS. Breaches of the Code of Conduct may also be brought to the attention of BCS by others who are not members of BCS. Any breach of the Code of Conduct brought to the attention of BCS, or of which BCS becomes aware, will be considered under the Institute’s Disciplinary procedures. Where BCS receives information that a member has been convicted of a criminal offence, the member, when asked will provide a Standard Disclosure Certificate or other similar notice providing evidence of their criminal record (if any) within 28 days.

**BCS Code of conduct:** Sets out the professional standards required by BCS as a condition of membership. Applies to all members, irrespective of their membership grade, the role they fulfil, or the jurisdiction where they are employed or discharge their contractual obligations. Governs the conduct of the individual, not the nature of the business or ethics of any Relevant Authority.

### b. The four BCS code of conduct

## IV. Section A – Produce an Executive Summary

### 1. Overview about Movie Ville (MV)

### 2. High level requirements and MoSCoW prioritisation

### 3. Legal, Social, Ethical and Professional issues

## V. Conclusion