

# Business Requirement Document



MOVIE-FINDER

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## 1. Executive Summary

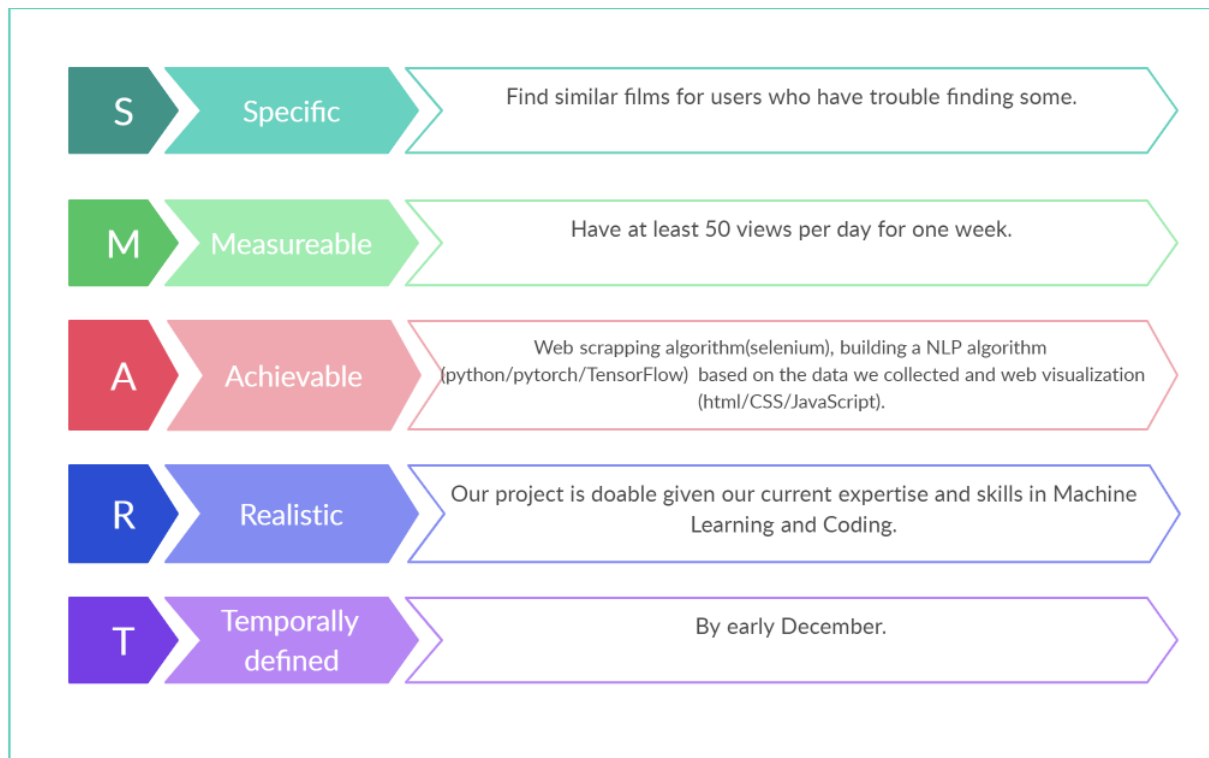
Our small company plans to start a new website which goal is to help find similar films based on different preference filters.

Finding a movie can be a tough task, with Movie Finder we can find movies according to your previously liked films with high accuracy.

## 2. Project objectives

The objective of our project is to help people who have difficulty finding a film. It can be an individual or a group of people who want to find a good film.

As a company, we want to make revenue out of it. We will achieve a base revenue based on ads, and maybe, after some post-development based on subscriptions for producers and/or movie dealers.

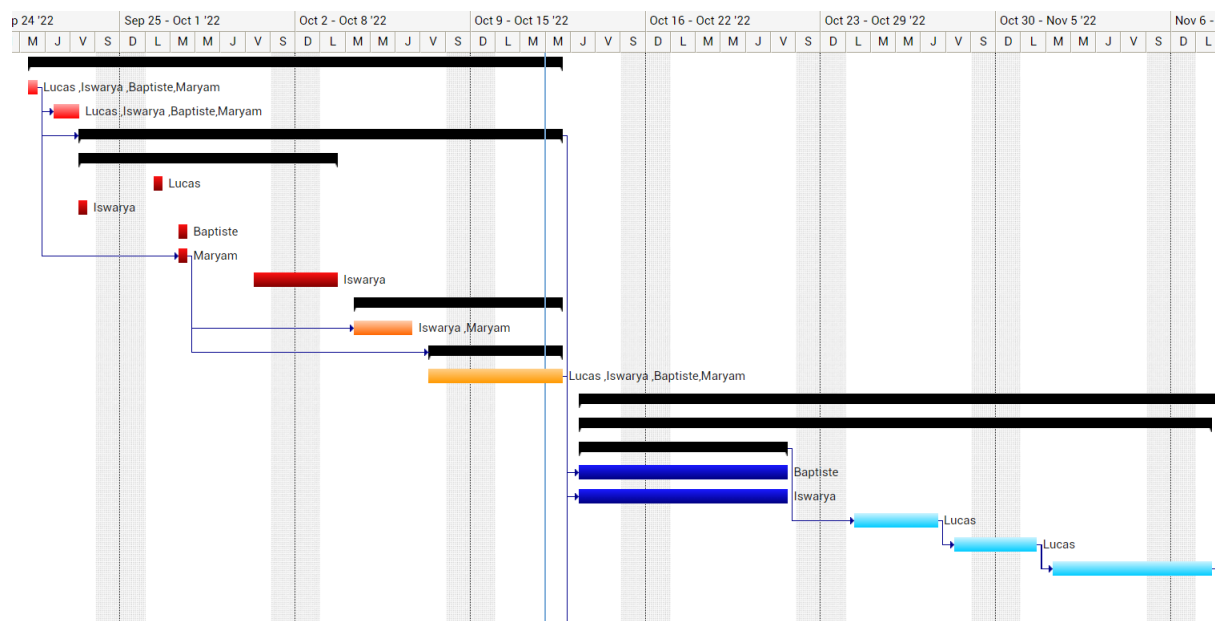


### 3. Project scope/ perimeter

Calendar

<https://drive.google.com/file/d/1mKhcxNhAZroZH7rOV6jCnOmaV71Kmz5-/view?usp=sharing>

	📌	Nom	Durée	Début	Fin	Prédécesseurs	Ressources	Custom 1	Custom 2	Custom 3	Custom 4
1		Initialization phase	16journées	09/21/2022	10/12/2022						
2		Brainstorming and choice of our project	1journée	09/21/2022	09/21/2022		Lucas,Iswarya,B				
3		Ganttter Planification	0.25journée	09/22/2022	09/23/2022	2	Lucas,Iswarya,B				
4		Drafting specifications (cahier des charges)	14journées	09/23/2022	10/12/2022	2					
5		Business requirement document	7journées	09/23/2022	10/03/2022						
6	🚦	Business requirements/ scope	1journée	09/26/2022	09/26/2022		Lucas				
7	🚦	Analysis of competition (Benchmark)	1journée	09/23/2022	09/23/2022		Iswarya				
8	🚦	mProject constraints	1journée	09/27/2022	09/27/2022		Baptiste				
9	🚦	Marketing Study	1journée	09/27/2022	09/27/2022	2	Maryam				
10	🚦	Target study	2journées	09/30/2022	10/03/2022		Iswarya				
11		Software requirement specification	7journées	10/04/2022	10/12/2022						
12	🚦	Non functional Requirements	3journées	10/04/2022	10/06/2022	9	Iswarya,Maryam				
13		Structural Analysis	4journées	10/07/2022	10/12/2022	9					
14	🚦	Website stucture	4journées	10/07/2022	10/12/2022		Lucas,Iswarya,B				
15		Development phase	37journées	10/13/2022	12/02/2022						
16		Data analysis	18journées	10/13/2022	11/07/2022						
17		Data Extraction	7journées	10/13/2022	10/21/2022						
18		Web Scraping	7journées	10/13/2022	10/21/2022	4	Baptiste				
19	🚦	Search of already gathered data	7journées	10/13/2022	10/21/2022	4	Iswarya				
20		Data Cleaning	4journées	10/24/2022	10/27/2022	17	Lucas				
21		Data Wrangling	2journées	10/28/2022	10/31/2022	20	Lucas				
22		Analysis	5journées	11/01/2022	11/07/2022	21	Baptiste,Maryam				
23		Action	7journées	11/08/2022	11/16/2022						
24		Building classification models	7journées	11/08/2022	11/16/2022	22	Baptiste,Maryam				
25		Web site	38journées	10/14/2022	12/02/2022						
26	🚦	Host and welcome page	22journées	10/14/2022	11/14/2022	14	Maryam				
27	🚦	Creating the javascript visualisation	2journées	12/01/2022	12/02/2022		Maryam,Iswarya				
28		End phase	1journée	12/05/2022	12/05/2022						
29	🚦	End of projet meeting	1journée	12/05/2022	12/05/2022		Iswarya,Baptiste,				
30	🚦	Project submission	1journée	12/05/2022	12/05/2022						



## Deliverables

Deliverables	Date
Business requirement document	08 October 2022
Software Requirement Specification	08 October 2022
Model Web Interface	31 October 2022
Web site with all the data implemented	15 November 2022
Functional web site	05 December 2022

## 4. Business requirements

Priority level	Criticality level	Requirement description
1	High	Tasks scheduling
2	Medium	Website development
3	Low	CRM
4	Low	SEO

## 5. Key stakeholders

Name	Job role	Duties
Maryam Dollet	Project manager	Head of the project
Lucas Artaud	Chief Financial Officer (CFO)	Supervise accounting, financial reporting, tax, business control and treasury.
Iswarya Sivasubramaniam	Chief Marketing Officer (CMO)	Develop the strategy for corporate advertising and branding.
Baptiste Lesné	Chief Technical Officer (CTO)	In charge of technical innovation and technology deployment.

The clients and the end users are the same people in our project → it will be the users of our website.

## 6. Project constraints

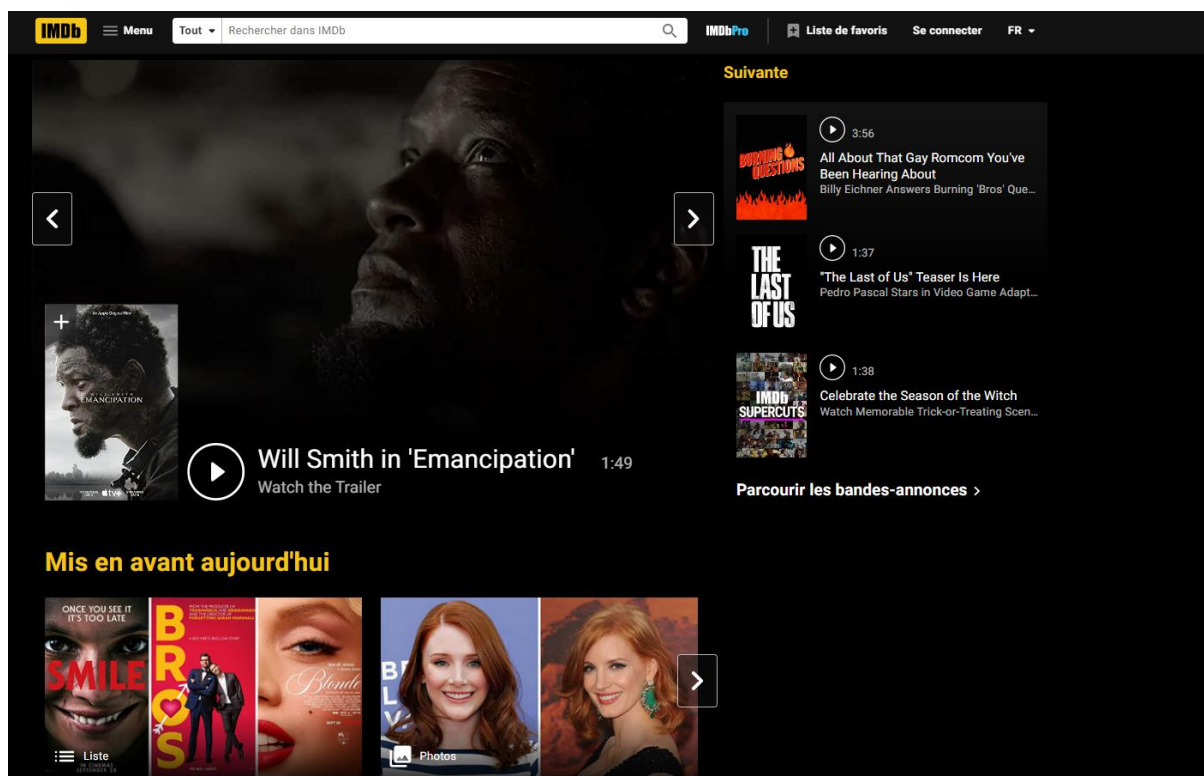
Constraint	Description
Deadlines	Respect the various deadlines
Budget	Not exceed the project budget
Team member availability	Plan meetings in agreement to each member's schedule
Project risk	Not get enough visitors in our website





## 7. Cost-benefit analysis

Cost	Benefit
Team member time	Create deliverables for the website that can last
High ranking on Google	Ads (Google, Unity, ...)
Launch our website	Subscriptions for movie producers and/or movie dealers who want a better visibility
SEO software	
Website hosting	
Advertisement on social networks	
Total cost = \$10 000/month	Expected ROI = \$15 000/month

## 8. Benchmark



 <b>Pros</b>	 <b>Cons</b>
<ul style="list-style-type: none"> <li>➔ More than 3 250 000 movies</li> <li>➔ Movie reviews</li> <li>➔ Encyclopaedia</li> </ul>	<ul style="list-style-type: none"> <li>➔ It is not dedicated to movie finding</li> </ul>

**Rotten Tomatoes** What's the Tomatometer®? Critics LOGIN/SIGNUP

Search movies, TV, actors, more...

MOVIES TV SHOWS RT PODCAST NEWS SHOWTIMES

**TRENDING ON RT** Smile Bros Hocus Pocus 2 Blonde Dahmer



**BOX OFFICE: SMILE SCORES BEST OPENING OF THE MONTH**  
Parker Finn's debut horror flick tallied \$22 million

**RENEWED & CANCELLED**  
*Interview with the Vampire* renewed for season 2

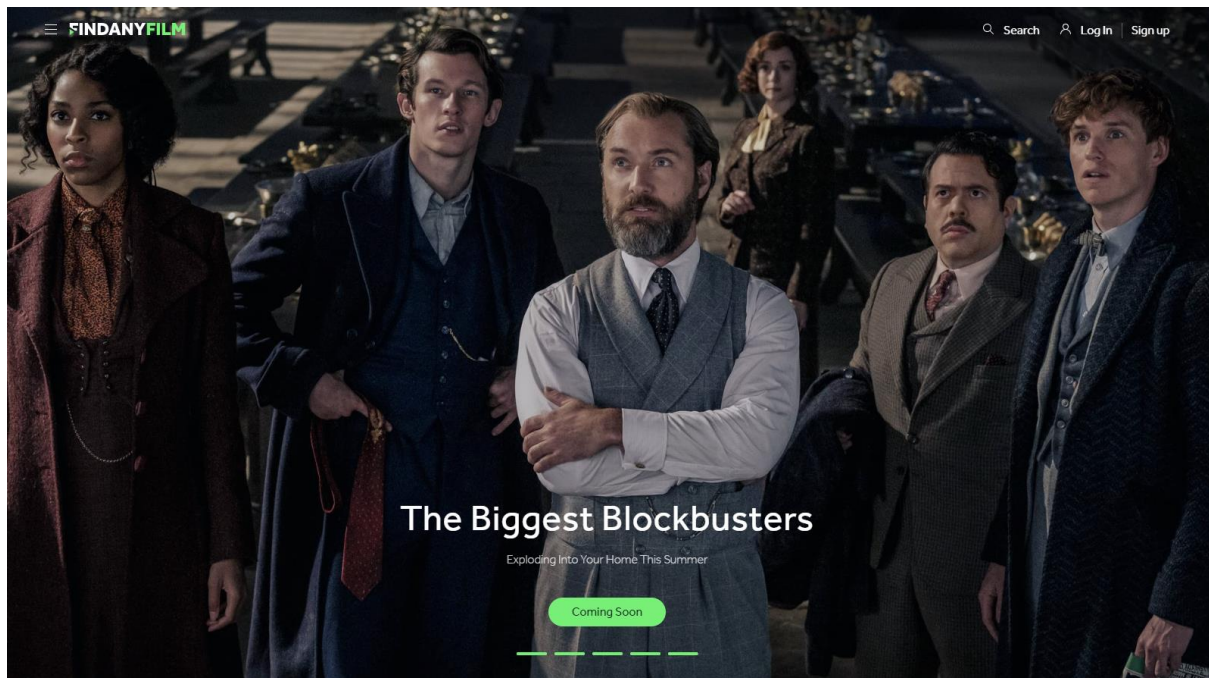
**BEST TV SEASONS**  
Certified Fresh at a 100%



**NEW & UPCOMING MOVIES** [VIEW ALL](#)

Movie	Tomatometer
Amsterdam	29%
Smile	77%
Werewolf by Night	100%
Terrifier 2	100%
Hellraiser	100%
Lyle, Lyle, Crocodile	--

 Pros	 Cons
<ul style="list-style-type: none"> <li>➔ Movie reviews from critics and the general audience</li> <li>➔ Average rating between different press sites</li> </ul>	<ul style="list-style-type: none"> <li>➔ Doesn't have any movie recommendation segment</li> <li>➔ It is only an algorithm that compiles ratings from other sites</li> </ul>



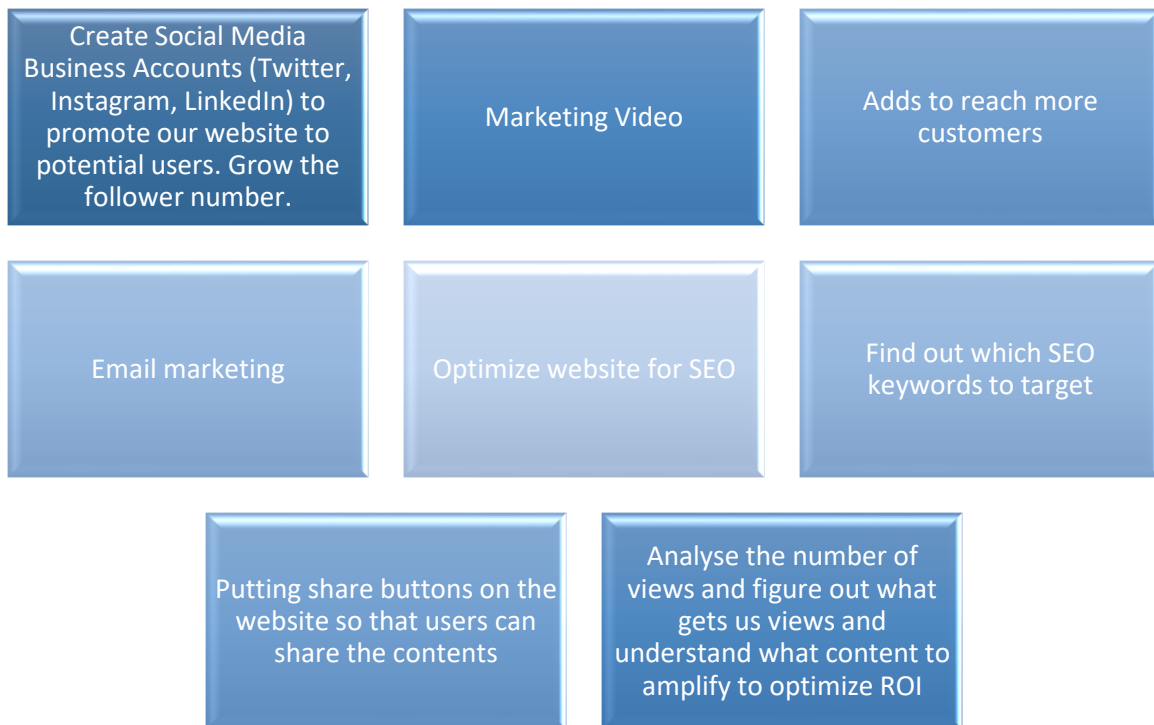


 Pros	 Cons
<ul style="list-style-type: none"> <li>➔ Searching movies</li> <li>➔ Show where to watch at what price (Cinema, digital, Blu-ray)</li> </ul>	<ul style="list-style-type: none"> <li>➔ Not a sophisticated recommendation</li> <li>➔ It is showing the other movies currently in cinemas.</li> </ul>



## 9. Marketing

### Strategy:



### Targeted User:

